

OTT PLATFORM

BUSINESS REQUIREMENTS

Company Name: BRIGHTCOM GROUP	Date: 06-06-2023
Project Name: OTT PLATFORM	Created By: DEFENDERS

Manager Approval and Project Status:

Document Approval:

Approver	Title	Approval Date

Revision History:

Date	Author	Version	Summary Of Changes	Approved By

Approved By**Name:****Signature:**

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1. Executive Summary

The purpose of this document is to define the business requirements for developing an Over-The-Top (OTT) platform. The OTT platform aims to provide users with a seamless and personalized streaming experience across multiple devices.

2. Business Objectives

The primary objective of the OTT platform is to deliver high-quality video content to users, enabling them to access and consume a wide range of movies, TV shows, and other video content on-demand. [More business objectives...]

3. Project Scope

The scope of the project is to develop an Over-The-Top (OTT) platform that enables users to access and stream a wide range of on-demand video content across multiple devices. The platform will include features such as user registration and authentication, content management and categorization, personalized content recommendations, seamless content discovery and playback, payment and subscription management, social interaction features, analytics and reporting, and robust security measures. [More project scope details...]

4. Requirements

4.1. Hardware Requirements

1. Processor: i3, i5, i7 processor
2. RAM: 8GB+
3. Hard Disk: 200GB+

4.2. Software Requirements

The OTT platform app will consist of the following major components:

- Front-end: Using HTML, CSS, BOOTSTRAP, JAVASCRIPT, responsible for rendering the user interface and handling user interactions.
- Back-end: Using PYTHON and DJANGO, responsible for handling user requests, managing the application logic, and interacting with the database.
- Database: MySQL will be used as the database to store user profiles, content metadata, and other related information

5. Cost-Benefit Analysis

Implementing an OTT platform offers several cost benefits for businesses. Firstly, it eliminates the need for traditional broadcast infrastructure, which can be expensive to maintain and upgrade. Instead, content distribution can be done over the internet, reducing the costs associated with satellite or cable transmission. Additionally, an OTT platform allows for global reach, enabling businesses to target a wider audience without the expenses of setting up physical distribution networks. Furthermore, the platform enables personalized content recommendations, leading to increased user engagement and customer satisfaction, which can translate into higher customer retention and revenue. By leveraging cloud-based infrastructure, scalability can be achieved without significant upfront investment, allowing businesses to adapt to changing demands and avoid excessive infrastructure costs. Finally, the platform can provide valuable data analytics and insights, enabling businesses to make data-driven decisions and optimize content offerings, marketing strategies, and revenue generation. Overall, an OTT platform presents a cost-effective solution with the potential for increased revenue and improved operational efficiency.

6. Features

6.1 Multilingual Content

The OTT platform should support multiple languages for content, including subtitles and audio tracks. Users should be able to select their preferred language for a seamless viewing experience.

6.2 Watchlist

Users should have the ability to create a personalized watchlist, where they can save content they are interested in watching later. This feature allows users to easily keep track of their favourite shows and movies.

6.3 Search

The platform should provide a robust search functionality that enables users to quickly find specific content based on keywords, titles, genres, or other relevant criteria. The search feature should be efficient and accurate, delivering relevant results to enhance user experience.

6.4 Security

The OTT platform must prioritize security measures to protect user data, including personal information, payment details, and viewing history. It should employ secure authentication protocols, encryption techniques, and follow industry best practices to ensure data privacy and prevent unauthorized access.

6.5 In-app purchases

The platform should support in-app purchases, allowing users to buy or rent additional content, such as movies, TV shows, or special events. This feature enhances monetization opportunities and provides users with a seamless transaction process within the platform.

6.6 Payment integration

The OTT platform should integrate with various payment gateways to enable smooth and secure payment transactions. Users should be able to subscribe to premium content, purchase individual items, or set up recurring payments conveniently.

6.7 Parental controls

To cater to a wide range of audiences, the platform should include parental control features. Parents or guardians should have the ability to set restrictions on content based on ratings, genres, or specific categories, ensuring a safe and appropriate viewing experience for younger audiences.

6.8 Offline Viewing

The platform should allow users to download selected content for offline viewing. This feature enables users to enjoy their favourite shows and movies even when they don't have an active internet connection, improving convenience and flexibility.

6.9 Multiple Profiles

The OTT platform should support multiple user profiles within a single account. Each profile can have personalized settings, preferences, and watchlists, allowing different members of a household to have their own customized experience.

6.10 Streaming Quality

The platform should offer different streaming quality options to accommodate varying network conditions and user preferences. It should automatically adjust the video quality based on the user's internet connection, ensuring a smooth and uninterrupted

streaming experience. Additionally, users may have the option to manually select the streaming quality to suit their preferences.

6.11 Review Session (commenting and Liking)

This feature allows users to engage with the content by providing comments and expressing their likes or dislikes. Users can post comments, share their thoughts, and discuss the content with other users. Additionally, users can like or dislike specific content items, providing feedback and contributing to the overall user rating and recommendation system.

6.12 Daily and Weekly Subscription Options

With this new feature, the OTT platform offers users the flexibility to subscribe to content on a daily or weekly basis, in addition to the traditional monthly or annual subscription options. This allows users who prefer short-term access or want to explore specific content for a limited period to have more choices and control over their subscription plans. The daily and weekly subscription options provide convenience and affordability for users with different viewing preferences and usage patterns.