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If the availability of **OTT** **platform** affect to the movie achievement?



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Statistic Methods
Analysis
Finding



01

INTRODUCTION

What is OTT (over-the-top) platforms?

check lottery

listen to music

watch a film

[home page](#)
[hot story](#)
[news](#)
[entertainment news](#)
[sport](#)
[car](#)
[IT](#)
[man](#)
[woman](#)
[teenager](#)
[health](#)
[House](#)
[e](#)

[movie-drama](#)
[skin](#)
[Drama - Series](#)
[tv show](#)
[gallery](#)
[all content](#)
[forum](#)

Heartbreak when big movies like Cruella and Black Widow may not be released in theaters

19 Jul. 20 (17:33)

comment

press

But the movie studios from the big studios in Thailand Can only delay time. Considering the situation in this country, it tends to get worse. and looking at the measures that the government has announced We don't yet see if cinemas in Bangkok and its vicinity will be able to reopen later this month, potentially pitting Black Widow in the same fate as Disney's first live-action Cruella. Starting to be scheduled for release on June 24, there is a certain level of promotion and public relations. It also launched "Chris Horwang" as the voice of the protagonist of the story like "Cruella" already.

But after a few days Disney Thailand has decided to remove Cruella from its cinemas in Thailand. The release date for Disney+ Hotstar is set to August 27 instead, and fans will certainly be disappointed to see a fantasy film that tells the origins of classic villain Cruella de. Will from 101 Dalmatians in theaters unfortunately.

Introduction

Over the last few years, OTT platforms have grown rapidly. The platform not only provides consumers with a multitude of alternatives, but the fact that all media production and cinema are closed due to the COVID-19 pandemic also plays a role.

Content on various OTT platforms varies. This raises researchers awareness and brings up the question the impact of OTT platforms on recent media industry.

Many researchers focused on the income of OTT platforms, change of customer behavior follow to the growth of OTT platforms. In this research, however, we try to focus on the **film's availability of ott platforms affects to the success of it.**





02

OBJECTIVES



Problem Statement

Whether the availability of OTT platform affects to the achievement of the Movies?





Movie Achievement

Prior literatures some of the researchers defined Movie Achievement as income of Movie, rate of movies, and if movie get the famous awards.

In this study, we define it based on the **IMDB rating** and **popularity** of the movie.

Objectives

1. Examine impact of variables, such as age, release year, place of origin, genre, availability of OTT platforms, etc, on movie's ratings and popularity.
2. Examine the popularity disparities between movies available on OTT platforms and not.
3. Examine the popularity disparities between original series (produced by platforms) and other films.
4. Evaluate the influence of COVID-19 on the impact of OTT platforms.
5. Create models that can address all mentioned objectives



03

PROCESS



OUR PROCESS

01

Indicate the
Independent Variable
and List the Dependent
variables related



02

Collecting Data



03

Multiple
Regression
Analysis



04

Create a Model
and Summarize



Data Collection

The Kaggle logo, featuring the word "kaggle" in a light blue, lowercase, sans-serif font.

Kaggle

users can find and publish data sets, explore and build models in a web-based data-science environment,



IMDb

online database of information related to films, television programs, home videos, video games, and more

The logo for The Movie Database (TMDB), featuring the words "THE MOVIE DB" in a light blue, sans-serif font, with "THE" and "DB" on separate lines and "MOVIE" in the middle. The letters "O" and "V" in "MOVIE" are replaced by light blue rounded rectangles.

TMDB

user editable database for movies and TV shows

Data Collection

The Kaggle logo, featuring the word "kaggle" in a light blue, lowercase, sans-serif font.

Kaggle

users can find and
publish data sets, explore
and build models in a
web-based data-science
environment,

- Past dataset from IMDb(2017, 2019)
 - Release year, runtime, country, language, directors, stars, avg rate, number of votes, budget
- List of media available on 3 famous OTT platforms
 - Netflix
 - Amazon prime
 - Disney+

Data Collection



IMDb

online database of
information related to
films, television
programs, home videos,
video games, and more

- Recent dataset of IMDb database(2021)
 - Release year, runtime, country, language, directors, stars, avg rate, number of votes, budget
- Most popular directors, stars points from IMDb poll
- Oscar winner history

Data Collection



TMBD

user editable database
for movies and TV shows

- Basic information of Movie
 - Budget, Revenue
- Popularity of Movie
 - Number of votes for the day
 - Number of views for the day
 - Number of users who marked it as a "favourite" for the day
 - Number of users who added it to their "watchlist" for the day
 - Release date
 - Number of total votes
 - Previous days score

Data

File

Home

Insert

Page Layout

Formulas

Data

Review

View

Help

Power Pivot

Font

Alignment

Number

Clipboard

Font

Alignment

Number

General

Conditional Formatting

Format as Table

Normal

Bad

Good

Neutral

Calculation

Check Cell

Explanatory

Input

Insert

Delete

Format

AutoSum

Sort & Filter

Find & Select

Analyze Data

imdb_combined_data_fn.csv

Search

Kim Jin Jin

Share

Comments

1

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18

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32

imdb_title

title_2020

title_2021

original_title

release_yr

genre

duration

country

language

isAdult

director_1

director_2

director_3

director_4

star_1

star_2

star_3

star_4

star_5

actors

avg_vote

avg_vote_2020

votes_2020

tt0035423

Kate & Le

Kate & Le

Kate & Le

2001

Comedy

Fr

118

USA

English

Fr

0 James M

James Mangold

nm000021

Meg Ryan

nm041316

Hugh Jack

nm000063

Liev Schre

nm000052

Breckin M

Meg Ryan

6.4

6.4

77852

tt0036177

Muhamat

Muhamat

Muhamat

2008

Action

Adi

100

0 Hiroshi In

Hiroshi Inagaki

nm005176

Tsumasab

nm167179

Keiko Son

nm061921

Yasushi N

nm179624

Kamon Ka

Tsumasabur

Bandi

7.3

tt0062336

El Tango

El Tango

El Tango

2020

Drama

70

0 Raül Ruiz

Raül Ruiz

Valeria Sa

Valeria Sa

nm081561

Rubén Sc

nm186049

Claudia P

nm001601

Luis Alarc

nm073983

Shenda R

Rubén Sc

Sotocoll

Cl

6.3

tt0069049

L'altra fac

The Other

The Other

2018

Drama

122

France, Ira

English, G

0 Orson We

Orson Welles

nm000137

John Hust

nm046264

Oja Kodar

nm000095

Peter Bogi

nm0000178

Susan Stra

John Hust

Hen

6.8

6.8

5887

tt0110476

Master i

Master i

Master i

2006

Drama

Far

125

Russia

Russian

0 Yury Kar

Yury Kara

nm070761

Viktor Rak

nm089503

Anastasiya

nm012216

Nikolay B

nm088076

Mikhail U

Mikhail U

6.6

6.6

551

tt0111056

Gensomac

Gensomac

Gensomac

2000

Action

Adi

23

0 Hayato D

Hayato Date

nm014555

Shelley Ca

nm136501

Braden H

nm041090

Akira Ishi

nm140840

John Area

John Area

Vincent-Davis

Cl

7.4

tt0113026

The Fanta

The Fanta

The Fanta

2000

Musical

Rc

86

USA

English

0 Michael R

Michael Ritchie

nm000129

Joel Grey

nm040046

Barnard H

nm044646

Jean Louis

nm057077

Joey McIn

Barnard H

5.6

5.6

1097

tt0113092

For the Ca

For the Ca

For the Ca

2000

Action

Adi

100

USA

English

0 David Doi

David Doi

Tim Doug

Tim Doug

nm000100

Dean Cair

nm000129

Thomas La

nm092352

Justin Whi

nm093636

Jodi Bian

Justin Whi

3.5

3.4

746

tt0113506

Justifiable

Justifiable

Justifiable

2002

Document

85

0 Jon Osm

</

04

HYPOTHESES & VARIABLES



Hypotheses & Variables

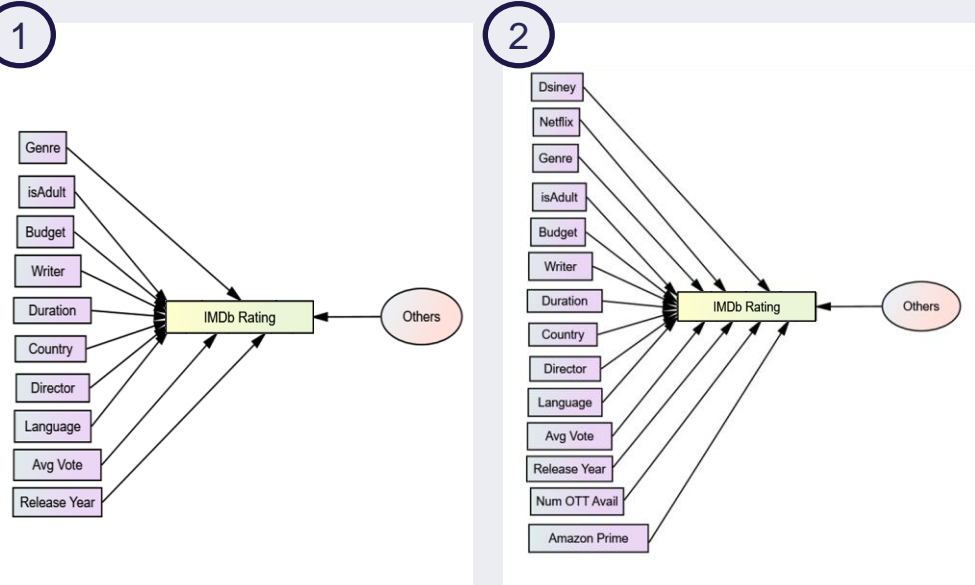
STUDY1

OBJ1 Examine how age, publication year, place of origin, genre, and OTT platform impact movie ratings.

The factors include age, published year, country the shows belong to, genre, and OTT platform do affect movies rate

H_0 : Regression model is not significant

H_1 : Regression model is significant



**The relationship between each variables will be examine*

Hypotheses & Variables

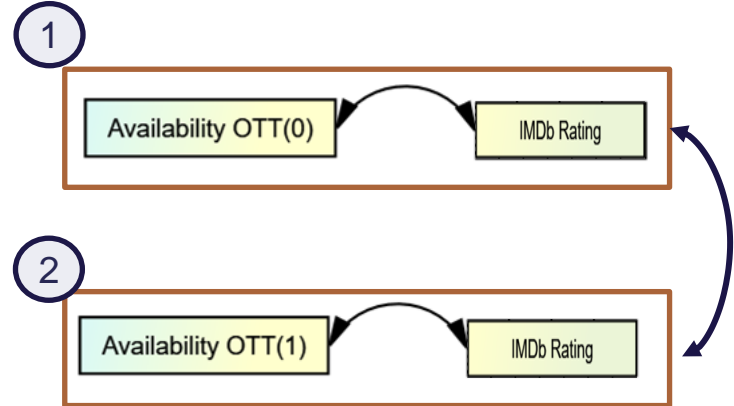
STUDY2

OBJ2 Investigate the impact of OTT platform availability on IMDb rating/popularity.

→ The availability of OTT platform doesn't affect the rating of IMDb rating/popularity

H_0 : Availability of OTT doesn't affect the rating of IMDb and popularity

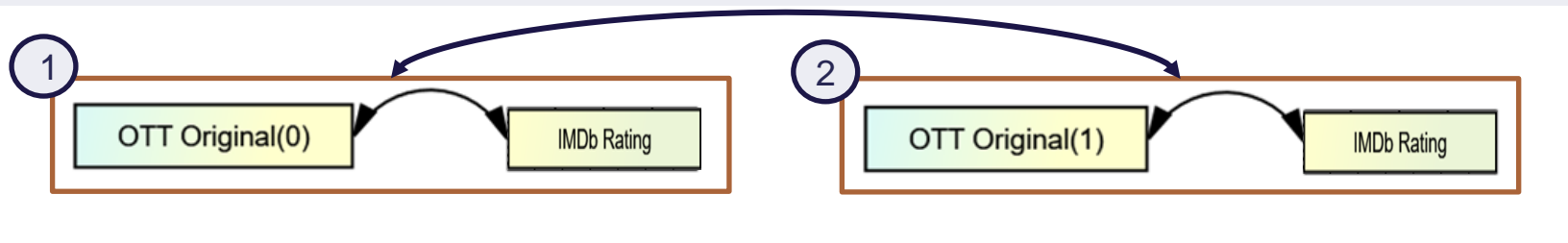
H_1 : Availability of OTT affects the rating of IMDb and popularity



**Examine the relationship between group*

Hypotheses & Variables

STUDY3



**Examine the relationship between group*

OBJ3 Examine the popularity disparities between original series (produced by platforms) and other films.

→ The original series trend gain more popularity then other movies

H_0 : There is no difference in popularity between non-OTT TV series and original OTT series

H_1 : There is significant differences in popularity between non-OTT and original OTT series

Hypotheses & Variables

OBJ4 Evaluate the influence of COVID-19 on the expansion of OTT platforms.

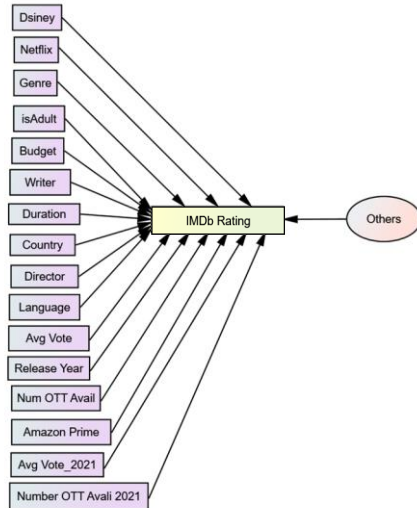
→ If the effect of OTT platform getting bigger after world wide spread of Covid-19?

H_0 : Rgression model is not significant

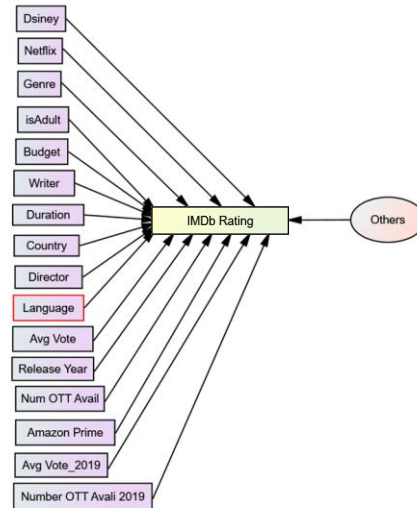
H_1 : Regression model is significant

STUDY4


1



2



**The relationship between each variables will be examine*



05

ANALYSIS METHOD



Statistic Methods

STUDY1&4

Multiple linear regression;

- R^2 to evaluate the model
- **P-value & Correlation** between variables

Indicates;

- The model good fit
- Response to the objective and hypotheses or not

STUDY2&3

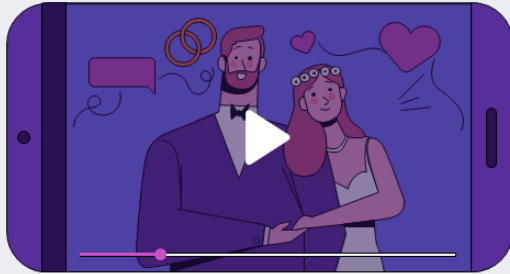
T-test;

- **P-value** examine significant level between groups
- **Cohen's d** study effect size of each variables

Indicate;

- The comparison between the groups

Analysis



STUDY1

Determine the best regression model explain for the success of movies. The model is then used to;

- Estimate the variables correlation coefficients
- Investigate the influence of exclude OTT availability factor on popularity fluctuation
- Examine the differences in OTT data



STUDY2

Examine the relation between the IMDb ratings and popularity of movies and shows on the OTT platform and those that are not.

Analysis



STUDY3

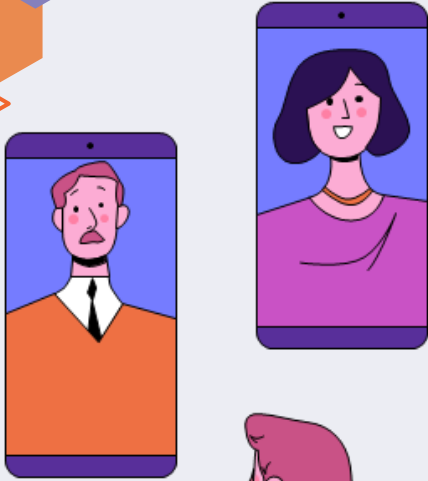
Evaluating the popularity of non-OTT TV series with original OTT series



STUDY4

Determine the best regression model. The model is then used to;

- Estimate the variables correlation coefficients
- Determine whether the correlation of each variant of the regression model has changed between the regression models in year 2019 and 2021.



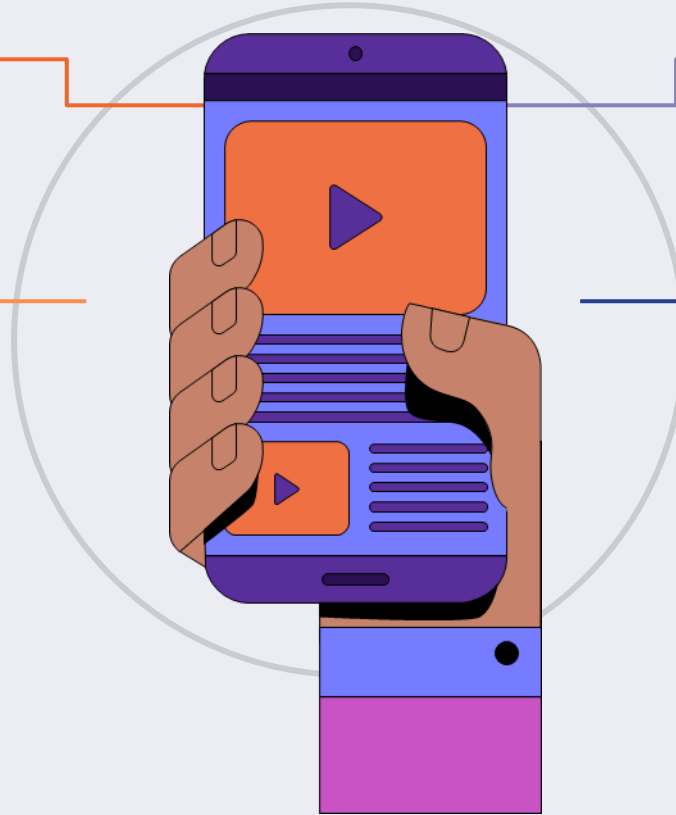
The Finding

OTT, movie
production, and
film industry

Connection between
conventional and new
normal behavior

Contribute in
managerial level

Post COVID-19
impact prediction



THANK YOU!!

Q&A

