“ IDENTIFICATION OF PEOPLE WHO ARE USING

DIFFERENT OTT PLATFORMS”

A COMMUNITY SERVICE PROJECT REPORT SUBMITTED TO

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, ANANTAPUR

# Submitted By

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Under the Esteemed Guidance of

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Project report submitted in partial fulfilment of the

Requirements for the award of the degree of

## BACHELOR OF TECHNOLOGY IN

COMPUTER SCIENCE AND ENGINEERING (AI&ML)



DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

GEETHANJALI INSTITUTE OF SCIENCE AND TECHNOLOGY

A Unit of USHODAYA EDUCATIONAL SOCIETY

(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUA, Anantapuramu)

NAAC ‘A’ Grade Accredited Institution, An ISO 9001:2015 certified Institution Recognized under Sec. 2(f) & 12(B) of UGC Act, 1956

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BONAFIDE CERTIFICATE

This is to certify that the project work entitled “IDENTIFICATION OF PEOPLE WHO ARE USING DIFFERENT OTT PLATFORMS” is a bonafide record done by R.CHANAKYA (232U1A3393) , S.AKASH (232U1A3394) , Y.V.S.K.MADHAV PRASAD (232U1A33C8) , Y.SRIRAM (232U2A33D1) in the department of Computer Science & Engineering, Geethanjali Institute of Science and Technology, Nellore and is submitted to Jawaharlal Nehru Technological University, Anantapur in the partial fulfillment for the award of B. Tech degree in Computer Science & Engineering. This work has been carried out under my supervision.

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### TABLE OF CONTENTS

PAGE NO

ABSTRACT i

S.NO CONTENTS

1. INTRODUCTION 1
2. SURVEY DATA 2
3. INFERNECE FROM SURVEY DATA 3
4. GRAPHS 4
5. CONCLUSION 5
6. PHOTOS 6

ABSTRACT

This document presents a comprehensive record of residents in Balaji Nagar, detailing their contact information, Aadhar numbers, OTT platform subscriptions, and addresses. The data aims to provide insights into digital consumption trends within the locality and serve as a reference for community management. By analyzing the residents’ preferences for OTT platforms, we can observe streaming habits and digital penetration in the area.

INTRODUCTION

With the rise of digital entertainment, OTT (Over-the-Top) platforms have become a primary source of content consumption. This document records the demographic details of residents in Balaji Nagar, including

their names, phone numbers, Aadhar details, and subscription status to various OTT platforms. The purpose of collecting this data is to understand the distribution of digital subscriptions and identify trends in media consumption within the community. Additionally, the information can be useful for local administration, service providers, and researchers studying digital adoption rates.

## SURVEY DATA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S.NO | NAME OF THE RESIDENT | PHONE NUMBER | ADHAR  NUMBER | OTT  PLATFORM | ADDRESS | SIGNATURE |
| 1 | N.BHADRA | 9701756123 | - | No | BALAJI  NAGAR |  |
| 2 | K.SIVA KUMAR | 988537776 | - | N0 | BALAJI  NAGAR |  |
| 3 | P.MAHESH | 7396395889 | - | AMAZON PRIME | BALAJI  NAGAR |  |
| 4 | P.RAHUL | 9989188854 | - | NETFLIX | BALAJI  NAGAR |  |
| 5 | H.DIVYA | 8885205333 | - | NO | BALAJI  NAGAR |  |
| 6 | R.VARADFHARAJULU | 9014438539 | - | No | BALAJI  NAGAR |  |
| 7 | S.MOHAN KUMAR | 8686236324 | - | HOTSTAR | BALAJI  NAGAR |  |
| 8 | Y.MRUDHULA | 9100690967 | - | OTT PLAY | BALAJI  NAGAR |  |
| 9 | P.RAVI RAJU | 9989594925 | - | NETFLIX | BALAJI  NAGAR |  |
| 10 | S.SAMALAMMA | 9912956552 | - | No | BALAJI  NAGAR |  |
| 11 | R.SRILAKSHMI | 9492521812 | - | HOTSTAR | BALAJI  NAGAR |  |
| 12 | N.PRIYANKA | 9701694703 | 569146286071 | ETV WIN | BALAJI  NAGAR |  |
| 13 | N.GAYATHRI | 9493210002 | 454486656116 | SONY LIVE | BALAJI  NAGAR |  |
| 14 | S.PALLAVI | 9938438810 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 15 | O.SARITHA | 9581963259 | - | NO | BALAJI  NAGAR |  |
| 16 | S.SRINIVAS | 6300406124 | - | HOTSTAR | BALAJI  NAGAR |  |
| 17 | S.SURENDRA | 7893881218 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 18 | PATHAN NURZAHIN | 7659913245 | 772887356948 | NO | BALAJI  NAGAR |  |
| 19 | V.VIJAYA | 9703886065 | 872524092877 | HOTSTAR | BALAJI  NAGAR |  |
| 20 | B.SRUJANA | 6281866855 | - | NO | BALAJI  NAGAR |  |
| 21 | N.MANOJ | 7010949635 | - | ZEE5 | BALAJI  NAGAR |  |
| 22 | P.ASHOK | 9177755433 | 765135533855 | HOTSTAR | BALAJI  NAGAR |  |
| 23 | SK.SAKIRA | 7652934156 | 513461819068 | NO | BALAJI  NAGAR |  |
| 24 | SK.MASTHANVALLI | 9553808174 | 244539637376 | No | BALAJI  NAGAR |  |
| 25 | G.MASTHANAMMA | 9348521390 | - | NO | BALAJI  NAGAR |  |
| 26 | E.RAMANAMMA | 9700875121 | 441622843616 | No | BALAJI  NAGAR |  |
| 27 | P.PADMA | 9676718481 | - | HOTSTAR | BALAJI  NAGAR |  |
| 28 | P.BHANU | 9948348056 | - | No | BALAJI  NAGAR |  |
| 29 | SK.AMAN | 8074707806 | - | NO | BALAJI  NAGAR |  |
| 30 | CH.CHAITHANYA | 8008684571 | - | AMAZON  PRIME | BALAJ  NAGAR |  |
| 31 | M.KOMALI | 9490158457 | - | HOTSTAR | BALAJI  NAGAR |  |
| 32 | S.NEELAVATHI | 7569499511 | - | NETFLIX | BALAJI NAGAR |  |
| 33 | Y.PRAKASH | 9515489673 | - | AMAZON  PRIME | BALAJI  N AGAR |  |
| 34 | R.KASTHURI | 995968829 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 35 | A.MALLI | 9704940438 | - | NO | BALAJI  NAGAR |  |
| 36 | A.RENUKA | 903074511 | - | NO | BALAJI NAGAR |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 37 | R.CHENGAIAH | 9949241639 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 38 | P.RAJARAO | 9676922767 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 39 | S.MALLI | 7032812906 | - | HOTSTAR | BALAJI  NAGAR |  |
| 40 | A.SUBBAMMA | 8374984338 | - | ETV  WIN | BALAJI  NAGAR |  |
| 41 | O.SARAN | 8179750815 | - | HOTSTAR | BALAJI NAGAR |  |
| 42 | R. Nithin | 9966414102 | - | HOTSTAR | BALAJI  NAGAR |  |
| 43 | K. Eswar | 6304774537 | - | ETV WIN | BALAJI  NAGAR |  |
| 44 | A. kailash | 9490810189 | - | HOTSTAR | BALAJI  NAGAR |  |
| 45 | E. Anji | 6304481453 | - | HOTSTAR | BALAJI  NAGAR |  |
| 46 | A. Sathwika | 6304774537 | - | AMAZON  PRIME | BALAJI  NAGAR |  |
| 47 | Y. Diraj Kumar | 9182179129 | - | No | BALAJI  NAGAR |  |
| 48 | K. PawanKalyan | 6281096715 | - | HOTSTAR | BALAJI  NAGAR |  |
| 49 | R. Rojesh | 6304481453 | - | HOTSTAR | BALAJI NAGAR |  |
| 50 | S. Rajesh | 8142038994 | - | No | BALAJI  NAGAR |  |

ACTIVITY LOG CONSOLIDATED ACTIVITY LOG (8 WEEKS)

|  |  |
| --- | --- |
| WEEK | ACTIVITY |
| WEEK -1 | Problem identification and discussion |
| WEEK -2 | Conducting Survey |
| WEEK -3 | Preparation of Documentation and PPT |
| WEEK -4 | Learning required Technology |
| WEEK -5 | Learning required Technology |
| WEEK -6 | Implementation of Project |
| WEEK -7 | Implementation of Project |
| WEEK -8 | Preparation of Complete Documentation |

DETAILED REPORT:

WEEK-1 :PROBLEM IDENTIFICATION AND DISCUSSION

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Problem identification and Discussion |
| DAY-2 | Selection of area and preparing questionnaire |
| DAY-3 | Collecting survey and collecting authentic data |
| DAY-4 | Collecting data and taking signatures of people |
| DAY-5 | Taking Geotagged photos while during the survey |
| DAY-6 | Obtaining Grama sachivalayam Letter |

WEEK-2 :CONDUCTING THE SURVEY

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Entering the surveyed data in the form of table in the document |
| DAY-2 | Drawing inference from the data collected |
| DAY-3 | Preparing powerpoint presentation,adding geotagged pictures and inference draw from surveyed data |
| DAY-4 | Learning technology to implement our project |
| DAY-5 | Implementation of our project |
| DAY-6 | Finalizing the website and checking documents |

WEEK-3 : Preparation of Documentation and PPT

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Creation of Title page, Certificate page and Declaration by Students |
| DAY-2 | Creation ofAcknowledgement page and Table of Contents page |
| DAY-3 | Creation of Abstract page and Introduction page |
| DAY-4 | Entering Surveyed data and adding inference from Surveyed data to document |
| DAY-5 | Adding Graphs from inference and implementation page to document |
| DAY-6 | Adding Geotagged photos |

WEEK-4 : LEARNING TECHNOLOGY

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Learning HTML - Opening and Closing tags |
| DAY-2 | Learning Basic Tags in HTML |
| DAY-3 | Learning Formation Tags in HTML - Bold, Underline,Emphasis, Strong,etc... |
| DAY-4 | Learning lmage tag to insert images into Website using  HTML |
| DAY-5 | Learning required Table tags - Table, TR,TD,THEAD,etc... |
| DAY-6 | Learning Frames in HTML - Frames , Frame set, Horizontal Frame, Vertical Frame,Mixed Frame etc... |

WEEK-5 : LEARNING TECHNOLOGY

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Learning User Interface component in HTML - Label ,TextField, Button |
| DAY-2 | Learning User Interface Component in HTML- Checkbox,List |
| DAY-3 | Learning User Interface Component in HTML - Dropdown list,Text Area |
| DAY-4 | Learning about submit Button and Refresh Button in HTML |
| DAY-5 | Learning User Interface Component in HTML Form Method,Post Method,Grt Method |
| DAY-6 | Learning and Understanding Basics of JavaScript, Variables,Datatypes, Functions etc... |

WEEK-6 : IMPLEMENTATION OF PROJECT

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | implementation of project  (creation of a Website using HTML) |
| DAY-2 |
| DAY-3 |
| DAY-4 |
| DAY-5 |
| DAY-6 |

WEEK-7 : IMPLEMENTATION OF PROJECT

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Implementation of project  (Creation of a Website using HTML) |
| DAY-2 |
| DAY-3 |
| DAY-4 |
| DAY-5 |
| DAY-6 |

WEEK-8 : Documentation

|  |  |
| --- | --- |
| DAY | ACTIVITY |
| DAY-1 | Preparation of complete Documentation  and Hard binding of the report |
| DAY-2 |
| DAY-3 |
| DAY-4 |
| DAY-5 |
| DAY-6 |

## INFERENCE FROM SURVEY DATA

Survey we done on total number of residents : 50

No of people using Netflix : 10

No of people using amazon prime :15

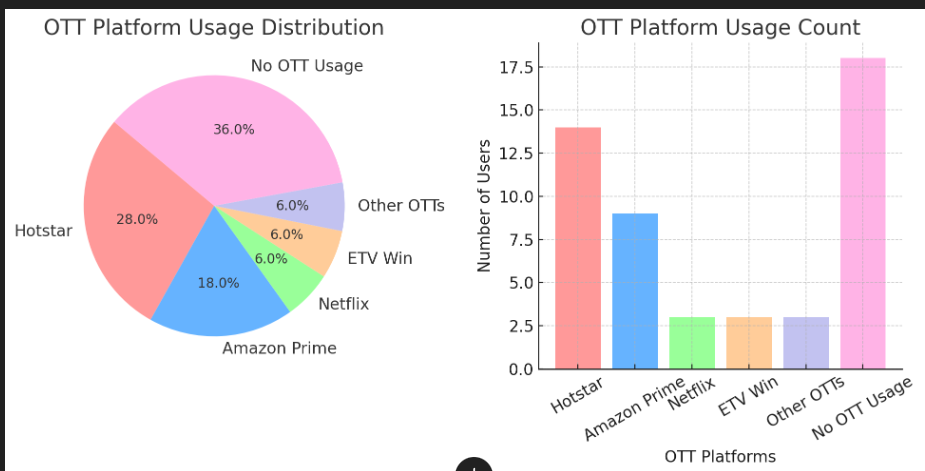
Total no people using hotstar : 8

Total no of people using zee5 :6

Total no of people using sonyLive :5

Total no of people using other OTT platforms :6

PIE CHART



### 

GRAPH

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CONCLUSION

We survey in our area about people who are using different OTT platforms. As per our survey we finally conclude that many of the people are using at least one OTT platform .Amazon Prime video and Netflix are the most used OTT platforms. Other platforms such as **ETV Win (6%), ZEE5 (2%), Sony Liv (2%), and OTT Play (2%)** have a smaller user base, Overall, the data highlights a growing inclination toward digital streaming, with the majority of users preferring platforms that offer a mix of affordability and diverse content.