

Smart TV & OTT Platforms

1. What is OTT.

Ans.

OTT stands for Over The Top, which is a platform that offers video and audio streaming of content over the internet. It has removed any interference of the cable operators, satellite connection, or broadcast mediums.

These media services can easily be accessed through mobile phones, laptops, smart TV, and other audio-visual devices with an internet connection.

Anyone with a paid subscription can register themselves and get unlimited access to the media and entertainment sources available on the various platforms. This service is synonymous with video-on-demand (SVoD) services and digital content at International level can be accessed.

One of the biggest boosts that the OTT platforms achieved was during the pandemic period of COVID-19, where this industry flourished many folds. With Indian and International content, it played an essential role in the information revolution and development.

2. Why OTT is famous.

Ans.

The accessibility of OTT content is one of the many reasons it's so popular, not to mention that OTT providers are now producing some of the best original content. To stream OTT, customers only require a high-speed internet connection and a connected device that supports apps or browsers.

OTT will still score here as its audience tapping capacity is larger than theaters. Movies which are released on the OTT platforms cross at least 200 country borders in different languages, hereby reaching more a number of millennials in one go as compared to theaters.

3. What are the advantages of OTT.

Ans.

There are multiple benefits of using OTT platforms and why they have become so famous within no time in India.

- Cost-Effective – Anyone willing to watch online digital content, can register themselves and pay a monthly or yearly subscription amount which makes it cost-effective
- Easy Access – One can log in to these OTT platforms through mobile applications, smart TV, laptops, tablets, etc. The only requirement is an internet connection
- Creative and Unusual Content – Through these over the top platforms, various creative ideas have come to the forefront which could not be brought across due to censorship or regulatory laws
- An open platform for Entertainment Industry – The biggest advantage of this platform is that it has provided a medium for new talent to get more opportunities as the number of projects are much higher in comparison to television or films
- Platform for International content – Any Indian content uploaded on these platforms can be viewed internationally. This gives a broader outreach of content and talent

4. What are the different kinds of VOD.

Ans.

VOD stands for “video-on-demand,” which are videos that you can access online when you want.

VOD streaming content is usually hosted in a digital library and may require users to have an account to access, be free and open to anyone, or be available for purchase or rent.

1. SVOD (Subscription Video on Demand):

Users view the entire range of your video content offering in return for a recurrent fixed called the subscription fee. Netflix, Amazon Prime are popular examples of this type of model.

2. TVOD (Transactional Video on Demand):

It is essentially a pay-per-view model, where the log-in is free but the users will

have to pay to view and download a certain piece of content. Apple's iTunes, Sky Box Office are some of the examples of this model.

3. AVOD (Ad-Supported Video on Demand)

An ad-centric digital video service model is successful for platforms with huge viewership. While access to major content is free for the users it is still advertising-driven within the content. YouTube can be considered as a good example of this type of model.

4. Hybrid Models

As the name suggests, this model is a combination of the other three business models. While creating your custom platform, you might want to address a different segment of users with some;

- a. Want to access the videos for free
- b. Want unlimited access to a video library
- c. While few just want to pay for the content they access

To generate high revenue from the app, you can decide the model based on your business need.

5. What is CDN.

Ans.

The term CDN or Content Delivery Network simply describes different types of content delivery services — including website or mobile content acceleration, video streaming, software downloads, transparent caching, load balancing, multi-CDN switching, and related analytics.

In layman's terms, a CDN is basically a network of servers and data centers deliver content and content distribution as close to the ultimate consumer as possible. For files and websites, a CDN assures that local users don't have to fetch all of their content from the source, which may be on the other side of the country or world.

For live video streaming, a CDN takes a source stream, moves that single source stream efficiently across the core of its network, and delivers it to the edge server

that is most proximate to the consumer/viewers. The goal of the CDN for video streaming is to achieve distribution efficiency and to assure the highest quality viewing experience.

6. What is CMS and its role in OTT.

Ans.

The OTT CMS acts as the control centre of your end-to-end workflow, and is required to give you a good overview of the status of many of the surrounding services in your solution. You want one place to monitor the complete workflow.

The scope of an OTT CMS

Let's describe the basics of what constitutes an OTT CMS. Basically, you need to be able to do three things, in addition to being the control center:

- Get content into the system (ingest). The content is primarily metadata, images and video.
- Work with the content (content management). Structure, curate, promote and enrich it to add additional information to serve its purpose for the end-user which is to build engaging and compelling end-user experiences.
- Publish and make the content available for distribution in multiple outputs. Create the business rules that define the availability in different regions, languages, multiple devices, blend in personalization and ensure you adhere to your content rights.

7. Give some examples of Audio and Video-based OTT platforms.

Ans.

Some of the best audio and video streaming services like Netflix, Hulu, Disney Plus Hotstar, iTunes, Amazon Prime, SonyLiv, Tata Play etc, have denoted sky-high streaming emergent trends, creating a huge impact using OTT technology.

8. What is a subscription in OTT.

Ans.

There are three different types of subscription models in play in the OTT industry.

- Paid membership: This is a straight forward model where an OTT company asks users to buy a monthly or yearly subscription to stream on-demand content.
- Mobile-only subscriptions: As a large number of the GenZ as well millennials used their smartphones to watch videos instead of their TVs, OTT companies launched a separate mobile-only subscription plan. Due to the targeted nature of this subscription model and the fact that it was cheaper than buying a regular subscription, OTT companies saw a huge demand for this.
- Freemium model: A large number of content streaming companies have both premium, which is paid content as well as free on demand content. Popularly known as the freemium model (portmanteau of free and premium), this subscription technique ensures companies get to retain a chunk of users who don't want to become a paid subscriber yet.

- Limited screen subscriptions: Since many households have more than one large screen in their houses, OTT companies realised the potential of asking users to pay more if they wish to stream content on more than one screen.

9. What are the major features of OTT apps.

Ans.

1. We can stream content from anywhere on any device through their supported apps.
2. We can watch movies/shows multiple times whenever we want.
3. We can watch content in different languages or video quality.
4. We can rent movies/shows at a very economical price.
5. We can watch live streaming shows through OTT.

10. Write 5 test cases for Player testing

Ans.

Test cases:

1. To verify, the seek forward/backward button is working as expected.
2. To verify the play/pause button is working as expected.
3. To verify, the next/forward button is working as expected.
4. To verify, the video is playing as expected at various speeds.
5. To verify, the maximize button is working as expected with various screen ratios described.
6. To verify, the quality of the playing video is as expected.
7. To verify, the loop button is working as expected.
8. To verify, the up/down volume button is working as expected.
9. To verify, the brightness button is working as expected.
10. To verify, only one video plays at a time.
11. To verify, the video is not playing in the background after closing the app.
12. To verify, during video playing, other media sound will not interrupt or overlap.