Project Proposal

Project Title: Bingescape (Web Streaming Service)

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Proposal

This proposal is for the project titled “Bingescape - Web streaming Service”.

The project has been created with the following objectives to achieve:

1. The project is specifically targeted towards young customers who do not want to pay for different streaming services and instead want to have it all bundled into one. This project is not to be mistaken as a cheap alternative streaming service. It may need to process licensing and other legal procedures to procure content from other platforms.

   Assuming a customer C who is independent working personnel, who despite having enough means, does not want to keep managing several subscriptions and wants all the content to be present under a single platform. This reduces the burden on the end-user to maintain and renew several subscriptions, and at the same time, reduces the effort by the end customer to swipe through different platforms to find the content suiting their requirement. By making all the content available under one roof, this project aims to make finding, streaming, and maintaining content seamless.

2. The project aims to make every bit of content globally available, given that the content does not violate regulatory norms in the region. Since this is one of the limitations of every significant streaming service available today, as most platforms refrain from pursuing licensing and legal procedures, we aim to play this aspect to become one of our distinguishing features, not to be mistaken as our USP.

   The project also aims to create a special section to promote locally sourced content in a philanthropic effect to promote indigenous artists and provide them with a global platform, something that is not that prevalent with other streaming platforms which promote global content in a rather brazen manner.

   Assuming customer C, based in India, wants to stream a web series titled, "Comic-Con", which was initially produced in the US, but then got picked up by a high-end streaming service X, which deployed it inside the US but did not make it available in other regions. Therefore, it becomes difficult for customer C to stream it in India on the streaming service X. However, customer C can stream it on our platform, thanks to our procurement and licensing efforts, thus removing the region's limitations.

As described above, the project aims to provide all the content from all the streaming services and makes them readily available to our customers **GLOBALLY**, all under a single platform.

The project aims to greatly reduce the hassle of buying and maintaining several subscriptions, by bundling all the content from different streaming services into one, and thus the customer only needs to buy one subscription to watch it all.

Especially targeted towards but not limited to the GEN-Z, the project aims to benefit from the limitations of the other streaming services, and during these difficult times when the world is confined to their houses, the entertainment industry only seems to grow exponentially, thus leaving a great scope for growth of our project/service.

1. Overview of the Existing Systems and Technologies

Most streaming services consists some of the use cases that are implemented in the Bingescape. But Bingescape is mainly concerned with one subscription for all available subscriptions and to make content globally available, unlike other available services in which service specific content is provided only.

Main technologies associated with Bingescape are:

- Web programming technologies (JavaScript, react)
- Authentication & other backend services(Firebase)

2. Scope of the Project

This project aims to provide a simplified alternative as streaming service that has all the content from all the streaming services, all while reducing the hassle of managing the different subscriptions and trying to find the perfect content for every occasion.

Post the COVID-19 era, the entertainment industry and specifically the streaming services domain has been experiencing an exponential growth. The industry is booming with content, and the customers are not bound by the financial constraints of not being able to purchase a subscription. With dirt cheap data in developing countries such as ours, the internet is adding millions of users every month, and hence, new users are on the horizon thus exhibiting signs of a promising future.

3. Deliverables

A web based software system. This contains a central database and functionalities for multiple users. Functionalities include login, signup, subscription, downloading and favoriting content, separate profiles for children, trending content, different genres, user specific recommendations.

4. Feasibility Study

4.1 Financial Feasibility

With the availability of dirt-cheap data, and the COVID-19 pandemic confining people inside their homes, more and more people have been turning to streaming services for their entertainment needs. For a streaming service, the project requires minimal investment as infrastructure needs are eliminated through cloud processing, and so on.

With such a low investment venture, this project is estimated to show exponential growth due to the explosion of internet and the confinement of people into their homes. Most people might also be attracted towards our project/service, because of the reduction of hassle of managing different subscriptions into one, and bringing the trending content from all the leading streaming services into one, thus leading into finding the content faster than ever.

4.2 Technical Feasibility

Bingescape is a complete web based application. The main technologies and tools that are associated with Bingescape are

- Javascript
- React
- React Hooks
- React testing library
- Styled components
- Design pattern of compound components
- Firebase (Firestore/auth)

Each of the technologies are freely available and the technical skills required are manageable. The web site will be hosted in a free web hosting space, but for later implementations (if required) it can be hosted in a paid web hosting space with sufficient bandwidth. Bandwidth required in this application is high, since it does incorporate multimedia aspects.

From these it's clear that the project Bingescape is technically feasible.

4.3 Resource and Time Feasibility

Resources that are required for the Bingescape project includes

- Programming device (Laptop)
- Hosting space (freely available)
- Programming tools (freely available)
- Programming individuals

Time limitations of the product development and the ease of implementing using these technologies are synchronized.

So it's clear that the project Bingescape has the required resource and time feasibility.

4.4 Risk Feasibility

The project has minimal risk factor due the low cost of investment and it exhibits higher chance of success due to the presence of larger user base in the domain of streaming services. *This project exhibits a high chance of high Return on investment (ROI)* due to the recent internet boom in our nation and the presence of a growing demand of entertainment content. Hence, it should be easier to classify this project as low-risk venture, as the pros of this project, far outweigh the cons of the same.

4.5 Social/Legal Feasibility

The project has some legal technicalities into the the licensing domain, as most of the content on our platform revolves around licensing it from other platforms, however, the legal technicalities only involves contract negotiation and procurement of content, which should be an easy task for an team of experienced legal personnel. Thus from a legal perspective the project only demands the presence of a competent legal team, which is always required a investor of the project anyways. Hence the project also become legally feasible.

Conclusion:

In the above project proposal/report, we have given a clear and concise feasibility study of our project proposal into various domains, thus propagating a clear idea of the aims and objectives of this project and the people behind it.