**Entertainment Database(OTT)**

Introduction:

The OTT market was valued at USD 85.16 billion in 2019 and is expected to grow to USD 194.20 billion by 2025. Many countries have implemented social distancing measures as part of COVID-19, forcing theaters to curtail or even close their doors and encourage people to stay at home, fueling the surge in OTT platform subscriptions. As a result, we believed it was a good time to explore the various OTT platforms and provide users with important information.

Limitations:

* This OTT database only contains data from a limited number of sources (i.e. some real-time OTT services may not be included in the database).
* It is specially designed for students. This means that only students with a university email can register and log in and the email ID is verified using an authenticator.
* The OTT database is not updated in real-time, so some information may be out of date.

Data Requirements:

1. Media Information:

* Title: The title includes the original name of the movie or TV show.
* Release date: The release date refers to the date when a movie or TV show was released to the public.
* Runtime: The runtime defines the total duration of a movie or TV show.
* Language: Language in the dataset refers to the language in which a movie or TV show was originally produced.
* Media type: The media type refers to the type of content, whether it is a movie or TV show.
* Genre: This refers to the type or genre of a movie or TV show.
* Preview: Gives brief information about the story of the series/TV show/movie.
* Cast and Crew: Provides profile information of the cast of the movies, shows, or TV series.

1. Classification of Media:

* Type of Genre – Fantasy, Romance, Action, Thriller, Horror, Comedy, Drama, Sports.
* Language
* Award Winning series and movies
* Newly added media
* Top 10 watched media specific to a region/city
* Student OTT specific Original Series

1. Subscription:

* Subscription Benefits – Access to magazines, newsletters, premium series, livestreams, community connect chat, official merch.
* Subscription tenure – It represents the duration of the subscription validity
* Payment Records – It holds the transaction details, payable amount, payment history.

1. Ratings and Reviews:

* Popularity: The popularity in entertainment datasets refers to the level of public interest and engagement in a particular movie or TV
* Vote average: The vote average in entertainment datasets refers to the average rating given to a particular movie or TV
* Vote count: The vote\_count in entertainment datasets refers to the number of votes or ratings received by a particular movie or TV

1. User Profiles and Interaction Data:

* Student Account Info: It contains personal information of Student. Each student has unique Student ID, Name, Student Email, number of devices associated the Student ID
* Viewing history
* Personalized watchlist and downloads of Student
* Ratings and reviews contributed by users

1. Media Distributor:

* Distributor Information: Distributor ID, Name, Contact information, Email.
* Media Contract Duration: It specifies the time that media is available to stream on the OTT platform.
* Media List: It contains the list of the movies, series, shows that the distributor provides.

1. Admin Control:

* Employee Information: Employee ID, Email
* Access key that can update, add and remove the media in the OTT platform.

Business Goals:

-> Increase revenue through increasing subscriber base and average

revenue per user.

->Reduce costs by improving efficiency and streamlining procedures.

->Establish a competitive advantage by offering unique features and

content that distinguishes the platform from its rivals.

->Use marketing and advertising efforts to expand brand recognition

and connect with new audiences.

->Provide a top-notch streaming experience and a wide range of

appealing material to boost client happiness.

->OTT platforms strive to offer a diverse and compelling content library.

This involves acquiring popular movies and TV shows from existing

catalogs, licensing content from production studios, and investing in

original productions and exclusive content.

-> OTT platforms seek to collect and analyze user data in order to better

understand user preferences, behavior, and engagement patterns.

This information aids in boosting content recommendations and

tailoring the user experience, as well as making data-driven content

decisions.

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