**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* The OTT database is not updated in real-time, so some information may be out of date.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. Students
2. Student ID – Unique ID number given to the admitted student in university
3. Name – Name of the student
4. Email – University email ID given to the student
5. No. of devices – The number of devices that are associated with the Email
6. Downloads – The downloaded videos of student
7. History – The viewing history of the student
8. Watchlist – The list of media that the student wishes to watch.
9. Ratings – The ratings given by student after watching the series
10. Reviews – The feedback given by the student in a descriptive way

Students watch the media through the OTT platform. One student can watch one media at a time.

1. Administrator
2. Name – Name of the Administrator
3. ID – Unique ID to access the platform
4. Email – Email ID to contact and access the platform
5. Access key(Ex: update-5cde, insert-6cde, delete-7cde) – The access code to perform operations

Administrator manages the media content through the access key to update the OTT platform. The Administrator signs a contract with the series/media distributor to rent or buy the media for the OTT platform. A minimum of one administrator manages at least of one media.

1. Series/data distributor
2. Name – Name of the Data/Series distributor
3. ID – Unique ID of the distributor
4. Email – Work Email ID to contact the distributor
5. Media List – The list of videos that the supplier wishes to provide to the OTT platform
6. Salary – Payment for renting/selling the media

The series distributor provides the media to the administrator which is then accessed by the administrator.

1. Media
2. Title – The title of the media
3. Release date – The first date when the media is released officially
4. Runtime – The duration of the media
5. Views – The number of times students have watched the media
6. Language
   1. English
   2. Chinese
   3. Korean
   4. Spanish
   5. British
7. Media type
   1. Movies
   2. TV Show
   3. Documentary
   4. Series
   5. Platform specific series
8. Genre
9. Fantasy
10. Thriller
11. Comedy
12. Action
13. Drama
14. Sports
15. Horror
16. Romance

The media is unlocked when the subscription is activated. Single subscription unlocks multiple media.

1. Subscription
2. Subscription Benefits – The benefits provided by the platform when subscription is activated
3. Magazines
4. Newsletters
5. premium content
6. livestreams
7. community connect
8. Official merch
9. Subscription tenure(Derived Attribute)
10. Subscription Cost – The cost of the subscription
11. Subscription start date – The date when the subscription has activated
12. Subscription end date – The date when the subscription has ended
13. Payment history
14. Transaction ID
15. Paid amount

The subscription is taken by the student. Students may or may not take the subscription.

Business Goals

1. We can find the top 10 watched Media content which has ratings above 4.0 by students
2. We can find the genre which got views more than 1000 in last 30 days
3. Which type of genre is most preferred?
4. Database will help serve advertisement purposes for the OTT and it can also provide extra information about the interests of students using their activity in the platform.
5. OTT platforms seek to collect and analyse user data in order to better understand user preferences, behaviour, and engagement patterns. This information aids in boosting content recommendations and tailoring the user experience, as well as making data-driven content decisions.
6. OTT platforms strive to offer a diverse and compelling content library. This involves acquiring popular movies and TV shows from existing catalogues, licensing content from production studios, and investing in original productions and exclusive content.