**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* The OTT database is not updated in real-time, so some information may be out of date.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. Ratings – The ratings given by student after watching the series
6. Reviews – The feedback given by the student in a descriptive way

Each student can be associated with a Subscription ID

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. Salary – Payment for renting/selling the media

A Series/Data Distributor ID can be associated with a Admin ID

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

1. Media
2. Content ID – unique identifier of each media
3. Title – The title of the media
4. Release date – The first date when the media is released officially
5. Runtime – The duration of the media
6. Views – The number of times students have watched the media
7. Language
   1. English
   2. Chinese
   3. Korean
   4. Spanish
8. Genre
9. Fantasy
10. Thriller
11. Comedy
12. Action
13. Drama
14. Sports
15. Horror
16. Romance

Each Media can be associated with a Student ID, Admin ID, Subscription ID

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

1. Subscription
2. Subscription ID – unique ID for a given subscription
3. Subscription Cost – The cost of the subscription
4. Subscription start date – The date when the subscription has activated
5. Subscription end date – The date when the subscription has ended
6. Payment history
7. Transaction ID
8. Paid amount

Transaction ID is associated with a Subscription ID

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

1. Device
2. Device ID: Unique identification of a particular device
3. Type: It describes about the type of device which student has logged on. (phone, laptop, Desktop, iPad)
4. Name: The name pf the device.

A Student ID can be associated with the Device

Given a Device only one student can access one device at a time and student can log into maximum of 3 devices.

1. Subscription Benefits
2. Benefit ID
3. Livestream.
4. Premium content.
5. Community connects.

Benefit ID is also associated to a given Subscription ID

The above entity solely exists on the Subscription Entity, so the Subscription Benefits Entity becomes a Weak Entity.

**Business Goals**

* Identify students who have email addresses associated with a specific domain for targeted communication or analysis.
* Understand the popularity of different genres among students, which can inform content creation, marketing strategies, and subscription offerings.
* Recognize high-performing students who provide valuable feedback, potentially for user recognition or targeted engagement.
* Analyze student engagement based on their subscription levels, helping in personalized marketing or subscription plan optimization.
* The performance of subscription plans and device preferences, aiding in business decisions related to content delivery platforms and subscription offerings.
* content that appeals to a broad audience, excluding a specific genre, which can guide content recommendations and production.
* Understand the distribution of watches across students, content, and subscription levels, facilitating strategic decisions in content curation and subscription management.
* Analyze the popularity of genres among students, helping in content planning, licensing, and targeted promotions.
* These queries provide insights into user behavior, content preferences, and subscription utilization, which can be crucial for making informed decisions in content creation, marketing, and platform management.