

SMART INTERNZ IBM HACK CHALLENGE 2021

Title of the Project : OTT Platform Analysis

Team Size : 3

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Introduction

- **Overview :** In 2019, the OTT market was valued at 85.16 Billion USD and it is expected to reach 194.20 Billion USD by 2025. Under COVID-19, many countries introduced social distancing measures that forced theaters to limit the number of audiences or even shut down and that encouraged people to stay at home, accelerating the increase in OTT platform subscriptions. Therefore, it is the right time to analyze different OTT platforms.

The main objective of this challenge is to investigate different OTT platform data sets and analyse the utilisation of OTT platforms across the country, especially during last 2 Years and provide insights on regions, Shows, reviews, languages, genres etc.

- **Purpose :** This OTT analysis will provide useful information for people who are not able to decide which platform fits them best. By seeing this analysis, they will find how the usage of these platforms are varying with different factors.

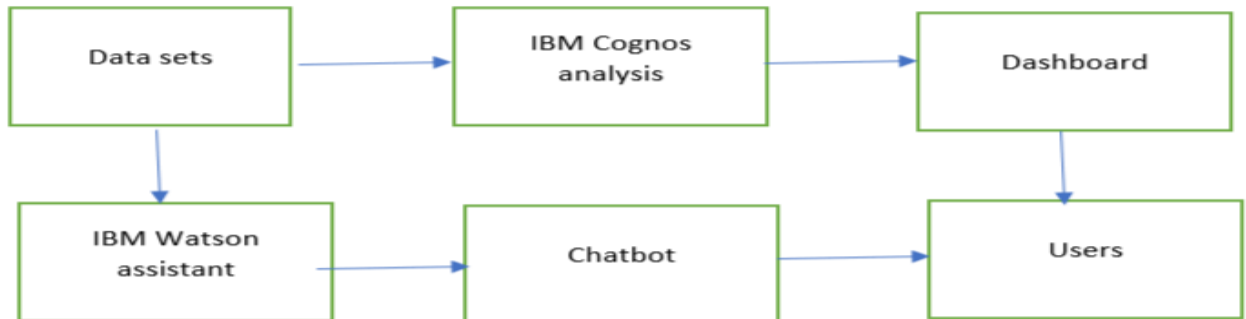
LITERATURE SURVEY

Existing problem : Nowadays most of the people choosing ott platforms than going to theatres. The way we consume videos has undergone massive changes. Use of multiple OTT platforms such as Netflix, Amazon Prime Video, and Disney+ to stream TV shows and movies online. With multiple criteria to compare various OTT platforms, it has become increasingly difficult for users to find the best fit for their tastes. so we can analyse the past data and show how the use of ott platforms changing over years.

Proposed solution : We will investigate different OTT platform data sets and analyse the utilisation of OTT platforms across the country, especially during last 2 Years and provide insights on regions, Shows, reviews, languages, genres and age groups. We are creating a dashboard to show the analysis in visual form which makes the user understand how ott platforms usage is changing. This will help to choose the best ott platform which suits them.

THEORITICAL ANALYSIS

Block diagram :



Software designing: Hardware and software requirements of the project:

- 1.) IBM Initiative Account
- 2.) IBM Cognos Analytics
- 3.) IBM Watson Assistant
- 4.) IBM Cloud

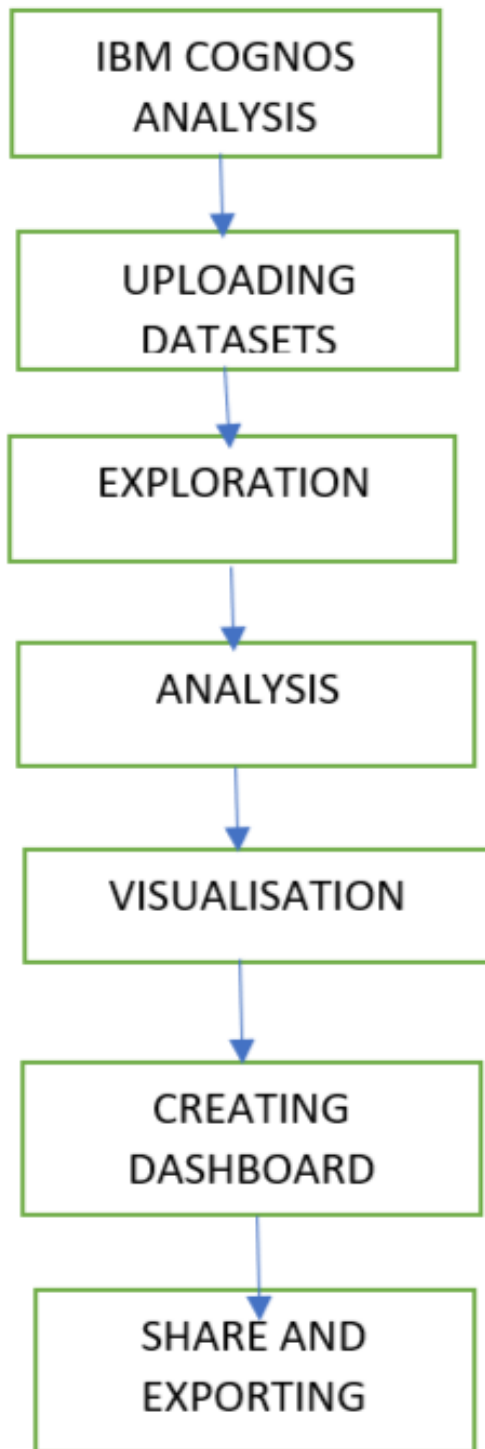
EXPERIMENTAL INVESTIGATIONS

We go through different websites for choosing best datasets like kaggle, wikipedia. Uploading the datasets which are required for the OTT analysis into IBM Cognos analytics.

Using exploration creating useful graphs needed for the Dashboard.

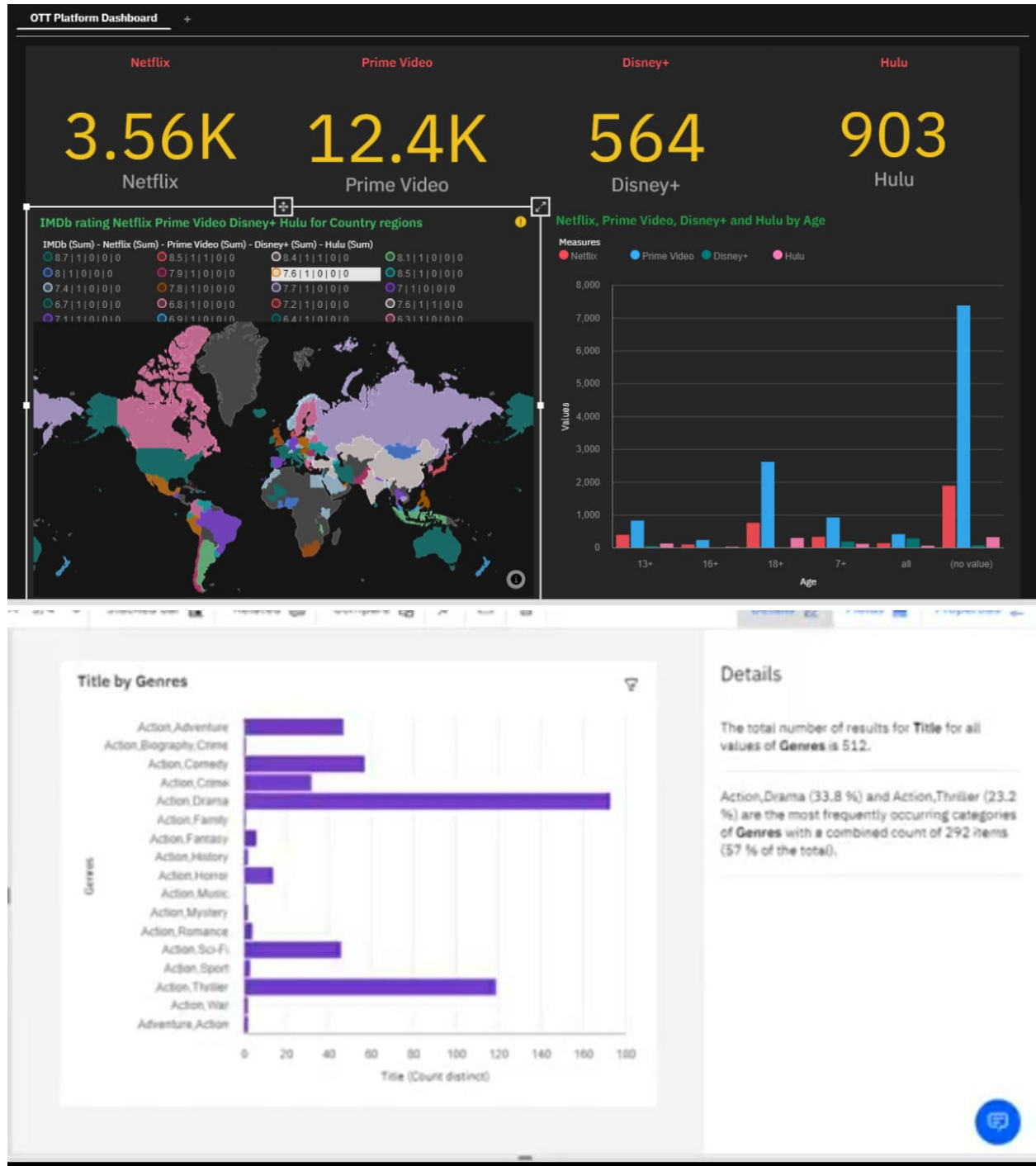
Analysing the data.

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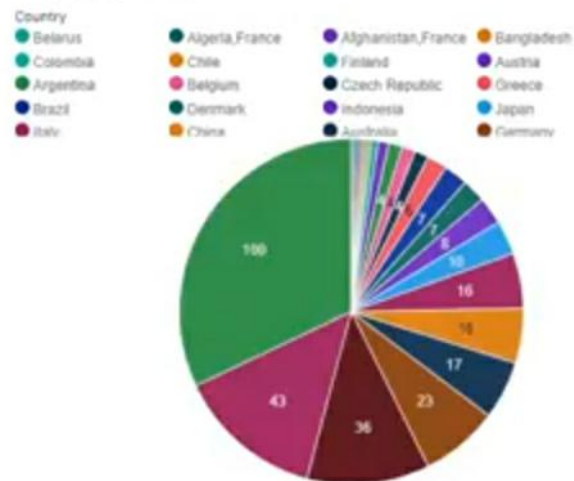


RESULT:

We discovered distinct characteristics of each OTT platform. From age analytics, we identified that Netflix had overwhelming TV-MA films compared to other platforms. Amazon Prime had almost even distribution of different maturity rating films. Disney+ had no movies rated TV-MA and had only those rated TV-PG or TV-G. The result suggests which platforms to subscribe to depending on the age group of films the users would like to see more. From genre analytics, we discovered that Netflix and Amazon Prime had similar distribution. They both had drama, comedy, and action the most. Nonetheless, Netflix had the most diverse content across all genres. Although Disney+ had much less content compared to the other two, it was the strongest in family, action. Below are some of the analysis on netflix, prime and hotstar respectively



Language by Country



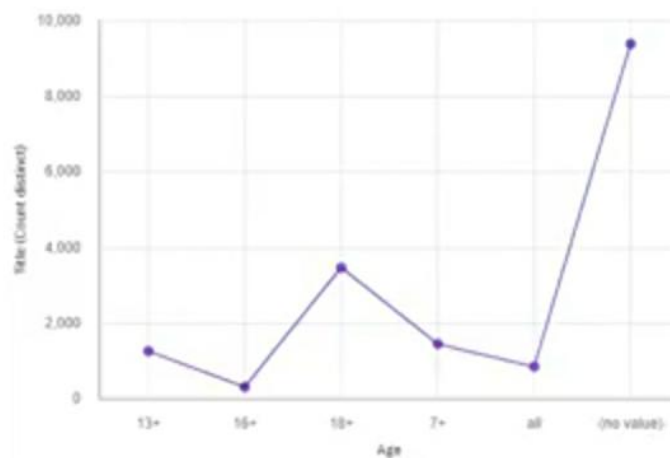
Details

The total number of results for **Language** for all values of **Country** is 2619.

India is the most frequently occurring category of **Country** with a count of 1049 items (40.1 % of the total).



Title by Age



Details

The total number of results for **Title** for all values of **Age** is 16,744.

(no value) is the most frequently occurring category of **Age** with a count of 9390 items (56.1 % of the total).



Advantages :

- 1.The user can able to find the best ott platform for watching shows, movies etc.. .
- 2.The user can easily choose the best ott platform which provides low premium prices for movies, shows

Disadvantages :

- 1.The data will be update everytime.
- 2.It gives some ott platforms related information only

Applications :

- 1.In choosing of best ott platforms
- 2.Movie suggestions

Conclusions:

What can help me decide between a specific platform?

If you are interested on having a huge catalog Prime Video is definitely a good choice. Netflix comes second and is also a good

choice - both have a big catalog!

For watching recent movies and tv shows (last decade), Netflix is a great option - those compose 81% of its catalog. Hulu also has a good percentage of 67%.

If you are interested in movies for Adults, and genres such as Dramas, Comedies and Thriller, Netflix , Hulu and Prime Video are all good options.

Disney+ is definitely a great choice for family friendly movies and genres such as fantasy and adventure.

Prime Video seems to be the best platform for watching very old movies (40 years old or more) since it offers about 2K movies prior to 1980.

Hulu has a smaller catalog, but it comes first on the ratings mean. If you are interested in having a small catalog with good quality stuff, Hulu may be the best choice. Disney+ also has a small catalog while keeping a good overall quality. Its catalog should increase during the next years since it is a new service. Netflix is a good middle term between having a big catalog x quality. Prime Video comes last on ratings, a consequence of having such a huge catalog.

Future scope

Now a days ott plays a vital role in our lifes due ti pandamic situation people unble to go outside and not able to entertain them selves by going to outside si all of us need ott platforms to get entertainment this is scope of availability which make us unbore in sitting at home in future if there is any another situation

came we will be able to face it

Bibliography :

Kaggle and wikipedia datasets

<https://www.kaggle.com/swapnilbhange/netflix-original-movies>