OTT Platform Analysis Tool

1.INTRODUCTION:

1.1 Overview:

In recent years the advent of various OTT platforms has introduced an issue for subscribers in choosing an OTT platform. There are so many options to choose from(Netflix, Amazon prime, Hotstar are some of many).

Moreover, most of the available recommendation systems are focused on suggesting the content but not the platform that holds the content.

The audience are confused which OTT platform to select and subscribe.Due to this reason there are many people who are not yet subscribed to an OTT.

So our solution for this problem is to analyze various OTT platforms and based on users interest, recommend the OTT platform that best fits his/her interest.

The project mainly focuses on analyzing different OTT platforms and providing insights on regions, shows, reviews, languages, genres,etc. Daily Petabytes of data is being uploaded on different OTT platforms, to analyze that data is a difficult task . It is difficult for humans to analyze textual data,but if the data is presented using proper visualizations, humans can understand it easily, and based on visualizations he/she can easily choose an OTT platform

1.2 Purpose:

The advent of various OTT platforms has introduced a novel issue, the difficulty in choosing which OTT platform to subscribe to. Netflix, Amazon Prime, and Disney+ are some of the many OTT services that are well-known to the public.

The main purpose of the project is to analyze various OTT platforms and to provide insights about various OTT platforms.

OTT Platform Analysis Tool

The user can resolve his/her queries regarding different OTT platforms by using the chat bot.It can provide information about different OTT platforms.

The project provides visualizations for,
- ➤ Amazon Prime
- ➤ Netflix
- ➤ Disney+ Hotstar

The visualizations will provide the required information for the user in selecting an OTT platform.

The project will provide users with proper visualizations which will help them to select an OTT platform,which in turn increases number of subscribers to that particular OTT,which in turn increases its business value.

2.LITERATURE SURVEY:

2.1 Existing problem:

The main problem that the users are facing is subscribing to the OTT platform that best fits his/her interests.
Due to the advent of various OTT platforms the users are confused which OTT platform to select and subscribe.Due to this reason there are many people who are not yet subscribed to an OTT.
The recommendation systems are only focused on content but not the platform that holds the content.
The users need to know which OTT platform best serves them based on their interests.
The users need to understand which OTT best fits their interest.Suppose if a user selects an OTT and subscribes it, he/she purchases a subscription of 1 year, but after streaming the OTT for a few days he/she is not satisfied with the content that is provided by that particular OTT, the person is helpless he/she cannot reverse the subscription and get their money back.

OTT Platform Analysis Tool

Therefore, to select an OTT it is suggested that the user gain proper knowledge about the OTT platform he/she is interested in.

2.2 Proposed Solution:

The solution mainly focuses on analyzing different OTT platforms and provide insights on regions, shows, reviews, languages, genres,etc. Daily Petabytes of data is being uploaded over different OTT platforms, to analyze that data is a difficult task . It is difficult for humans to analyze textual data,but if the data is presented using proper visualizations, humans can understand it easily.

Different OTT has got different content, one of the platform may have more number of action movies, one of the platform may have more number of adventure movies, one of the platform may have more number of comedy and horror movies.

If a user is interested in action movies then he/she needs to select the OTT which has got more number of action movies, If a user is interested in adventure movies then he/she needs to select the OTT which has got more number of adventurous movies, If a user is interested in comedy/horror movies then he/she needs to select the OTT which has got more number of comedy/horror movies.
By analyzing the visualizations of respective OTT platforms the users will understand which OTT has got the content that they are looking for, and can easily select and subscribe to an OTT platform.

3.THEORITICAL ANALYSIS:

3.1 OTT Platform Analysis Tool Block diagram:

OTT Platform Analysis Tool
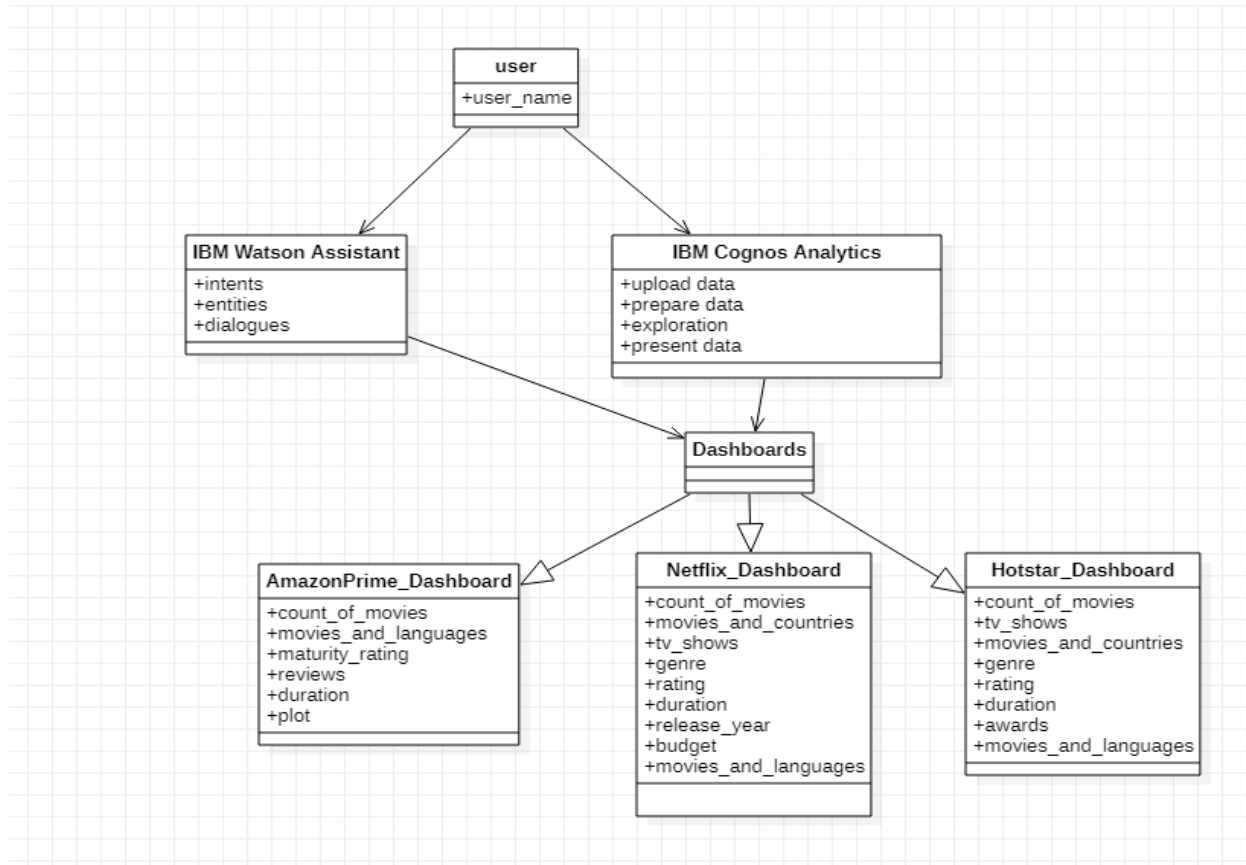
The user can take the help of the IBM Watson Assistant and resolve his/her queries.

The chatbots are omnipresent, i.e., present in every website which helps the users in resolving their queries.

IBM Watson Assistant can provide the information about different OTT platforms, and can provide the list of top movies based on the genre selected by the user.

There are different OTT platforms available, i.e., Amazon Prime, Netflix, Disney+ Hotstar.Using IBM cognos analytics a separate dashboard is created for the respective

OTT Platform Analysis Tool

OTT platform.

These dashboards will help users in analyzing the content that is present in the respective OTT platform.

3.2 Hardware/Software designing:

The software which are used in our project are IBM Cognos Analytics, IBM Watson Assistant.

IBM Watson Assistant:
The users can take the help of IBM Watson assistant and resolve his/her queries.

The IBM Watson Assistant is capable of providing the information about different OTT platforms and can provide the list of top movies based on the genre selected by the user.

To take the help of IBM Watson, please click, [chat with IBM Watson Assistant](#) .

IBM Cognos Analytics:
The users can analyze the visualizations, i.e., the dashboards which are created by using cognos analytics, which will provide insights on shows, movies, languages, genres, regions of the OTT platform.

There are different OTT platforms available, i.e., Amazon Prime, Netflix, Disney+ Hotstar.Using IBM cognos analytics a separate dashboard is created for the respective OTT platform.By analyzing these dashboards users will get the understanding about the content that is present in these OTT platforms.

These dashboards will help users in analyzing the content that is present in the respective OTT platform and help them to select an OTT platform.

OTT Platform Analysis Tool

4.EXPERIMENTAL INVESTIGATIONS:

In recent years the advent of various OTT platforms has introduced an issue for subscribers in choosing an OTT platform. There are so many options to choose from(Netflix, Amazon prime, Hotstar are some of many).

The users are so much confused about the OTT's.Since there are many options to choose from, the users are in so much of dilemma.

The confusion is because of the various OTT platform, every OTT platform is not the same.

The analysis made while working on the solution:

 Different OTT has got different content, one of the platform may have more number of action movies, one of the platform may have more number of adventure movies, one of the platform may have more number of comedy and horror movies.

The analysis made on different OTT platforms is described below:

➤ Amazon Prime:

Amazon is one of the leading OTT platforms, It provides variety of content. It offers movies in various languages.
Over 2000 movies are available in English.
Over 1500 movies are available in Hindi.
Over 900 movies are available in Telugu.
Amazon Prime not only provides options to stream the movies in above mentioned languages but also the movies are available in Kannada, Malayalam, Marathi, Gujarati, Punjabi.
The platform has got various rated movies, most of the movies belongs to 13+ rating category.There are more than 2000 movies which belong to this category.
There are more than 1500 movies which are G rated.

OTT Platform Analysis Tool

There are only a few movies which are rated above 9 by IMDB.
The number of movies that are being released over the years is increased exponentially, and the number of movies that are added to Amazon Prime is also increased.
Most of the movies falls under 2 hours category.

➤ <u>Netflix:</u>

         Netflix has got variety of content, it has got more number of web-series than Amazon Prime.
Netflix is the host for over 2500 movies which belong to United States,It is the host for over 900 Indian movies.
It has got more number of movies than Tv Shows.Around 70% of the content is movie and 30% of the content is TV Shows.
There are a lot of Action and Adventurous movies,there are more than 1500 movies that belong to this category.
There are a lot of Documentaries avialble on Netflix,there are more than 1000 movies that belong to this category.
There are more than 2500 Tv Shows which belong to TV-MA category.
There are more than 1900 Tv Shows which belong to TV-14 category.
There are a lot of G rated movies available on Netflix.

There are more than 1600 web-series whose duration is 1 season.
The number of movies that are being released over the years is increased exponentially, and the number of movies that are added to Netflix is also increased.
Most of the movies falls under 2 hours category.
More than 1000 movies are added to netflix from 2020.
Most of the movies are available in English.For most of the movies, Netflix does not provide users the ease of watching movies in their regional languages.
Netflix also allows users to stream movies in their regional languages but most of the movies are only available in English.When compared to Amazon Prime, Netflix does not have so many regional languages option.

➤ <u>Disney+ Hotstar:</u>

         Disney+ Hotstar is one of the leading OTT platforms, It provides

OTT Platform Analysis Tool

variety of content. It offers movies in various languages.

When compared to Netflix and Amazon Prime, Disney+ Hotstar has got less number of movies and shows.

Disney+ Hotstar is best known for its Live channels.Sports lovers can directly watch the matches on Hotstar when they are away from home.

Most of the regional Tv channels are available on Disney+ Hotstar.So the users can directly stream their favourite channels over Disney+ Hotstar

Disney+ Hotstar is the host for over 700 movies which belong to United States.There are a lot of Documentaries,action, adventure movies available on Disney+ Hotstar.

Most of the movies belong to G rated category.

There are 8 oscar awarded movies available on Disney+ Hotstar.Most of the movies are available in English.

5.FLOWCHART:

CONTROL FLOW OF OTT PLATFORM ANALYSIS TOOL
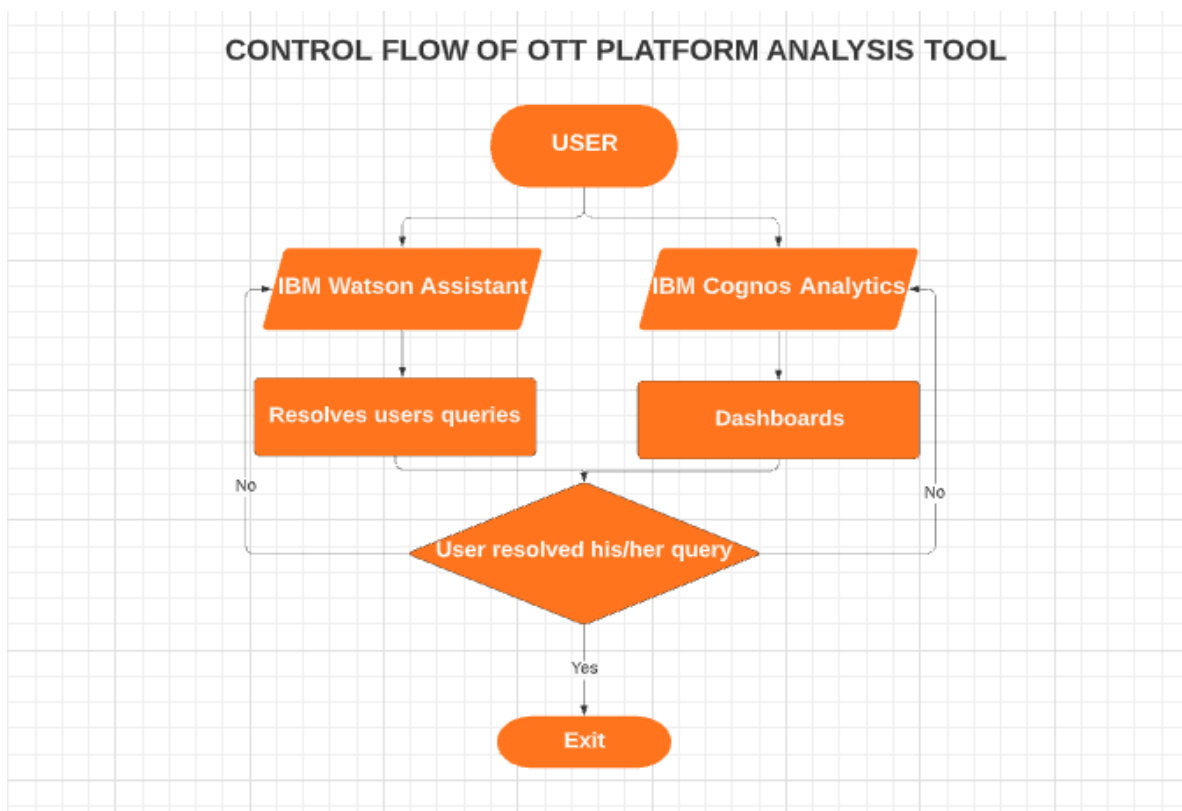
The user can take the help of IBM Watson Assistant to gain information about various OTT platforms. It can recommend the top movies based on the genre which the user selects.

OTT Platform Analysis Tool

The user can analyze the dashboards which are created using IBM Cognos Analytics to gain insights about the content that is present in different OTT platforms. The dashboards will help the user to better understand the OTT platform and to select an OTT platform that fits his/her interests.

6.Result:

The users can clarify their queries with the help of IBM Watson Assistant.
Please click, IBM Watson Assistant to chat with IBM Watson Asistant

OTT Platform Analysis Tool

The users can analyze the visualizations created by using Cognos Analytics to gain insights from various OTT platforms.These visualizations can help users to select an OTT that best fits users interest.
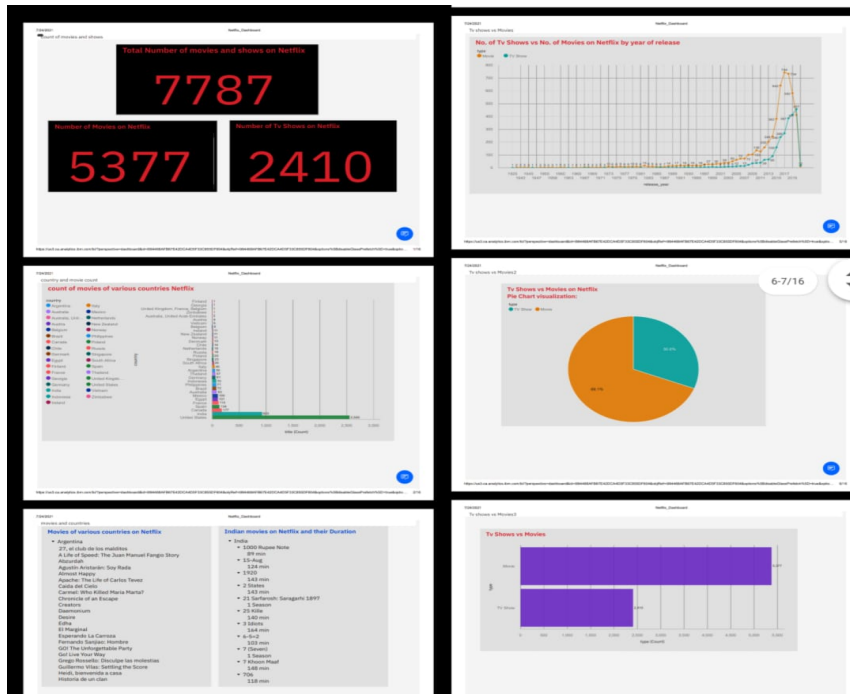
1.Amazon Prime dashboard:
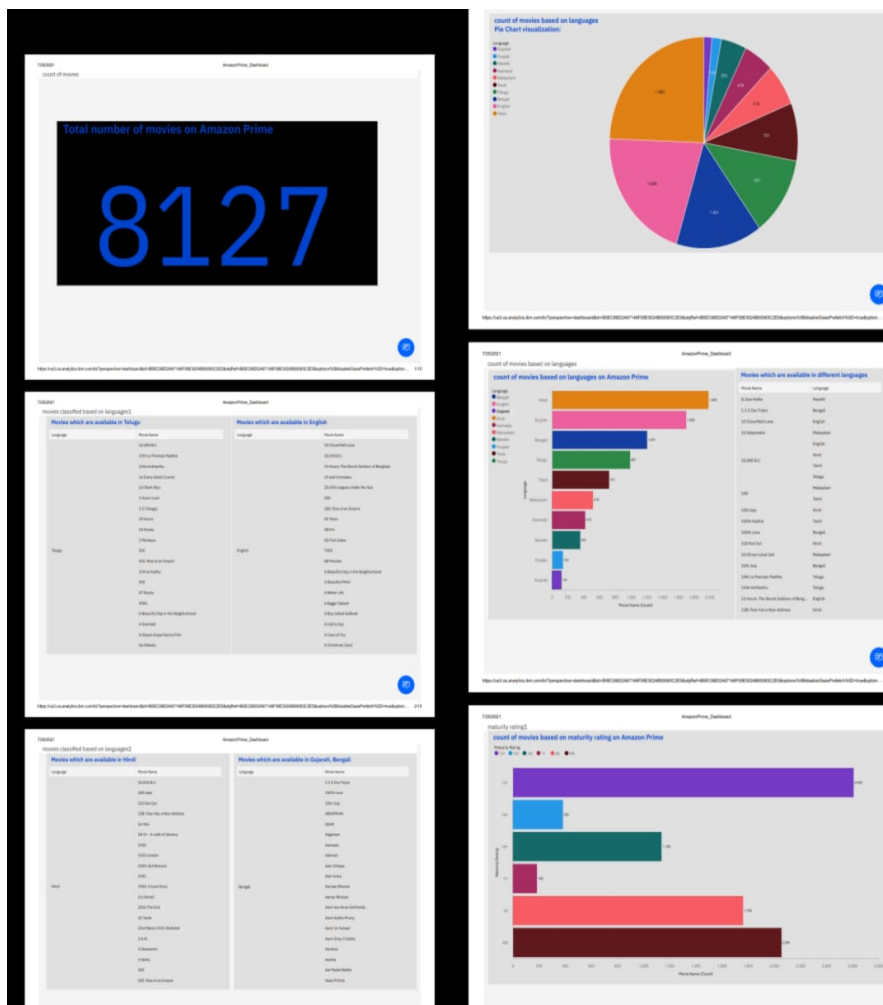
2.Netflix dashboard:

OTT Platform Analysis Tool

3.Disney+ Hotstar dashboard:

OTT Platform Analysis Tool

please click here to visit Amazon Prime dashboard, amazon_prime_dashboard

please click here to visit Netflix dashboard, netflix_dashboard

please click here to visit Disney+ Hotstar dashboard, disney+hotstar_dashboard

7.ADVANTAGES AND DISADVANTAGES:

The following are the advantages and disadvantages of the proposed solution:

Advantages:
1.Users can directly resolve their queries regarding various OTT platforms.
2.By analyzing the dashboards users can gain the information about various OTT platforms and about the content that is present in the OTT platforms.
3.This helps the users to select an OTT platform that best fits their interest.

Disadvantages:
1.OTT's can be addictive.
2.Poor Network connection can impact your viewing.

8.Applications:

The solution can be applied in the following areas:

1.The solution helps the users to gain knowledge about various OTT platforms, It helps the users to gain insights about various shows , regions, genres, languages,etc.The solution makes it easier for the user in selecting an OTT platform.

2.The solution will provide audience with proper visualizations which will help them to select an OTT,which inturn increases number of subscribers to that particular OTT,which inturn increases its business value.

OTT Platform Analysis Tool

9.CONCLUSION:

The number of OTT platforms are increasing, and their is a lot of competition among the OTT platforms to better serve the users.

These OTT platforms are comming up with new ways to attract the users.

The number of movies that are being added to these OTT platforms is increasing. Users are also showing interest to watch their favourite movies on OTT's, because they provide the ease of watching movies anywhere.

Daily, a lot of new users are subscribing to these OTT's,the value of the OTT platform is also increasing.

10.FUTURE SCOPE:

The number of OTT platforms are insreasing, regional OTT platforms are also being introduced.

The following are some of the enhancements that can be made in the future:

1.OTT platforms can be made more user friendly.
2.OTT platforms can be provided an option of parental control

11.BIBLIOGRAPHY:

The following are the references used for our project

https://youtu.be/ASGjw8yHA2g

https://youtu.be/usX1PuOht_w

OTT Platform Analysis Tool

https://youtu.be/Yn2fM1bOSqw

https://youtu.be/UEUnCLLT8Xo