INTRODUCTION:

1.1 Overview:

OTT users are expected to be at 462.7 million over the same period. As far as the video OTT market goes, it is dominated by Netflix and Amazon Prime Video, both commanding a 20% share, followed by Disney+ Hotstar at 17%, ZEE5 at 9%, and SonyLIV and ALTBalaji at 4% each.

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, we thought it was the right time to analyze different OTT platforms and provide useful information for people not able to decide which platform fits them best. This project presents an analysis of major OTT platforms like Netflix, Amazon Prime, Disney+ and so on. Along with movie datasets for each platform.

1.2 PURPOSE:

The main purpose of our project is to analyze different OTT platforms and provide useful information for people who are not able to decide which platform fits them best.

The visualisation presents an analysis OTT platforms like Netflix, Amazon Prime, and Disney. Along with movie datasets for each platform.

Mainly for recommendation systems based on content-based filtering that suggests, movie metadata, specifically genre and rating, are key determinants in predicting what a user may want to watch in the future. However, it is discovered that accounting for only those two factors was not detailed enough to represent the diversity of contents within OTT platforms. For an instance, a recommendation system based only on genre and ratings fails to satisfy the needs of a user who prefers visually appealing content or content based on real-life stories. The purpose of our project can be further expanded for company analysis to know the performance of their content in the OTT platforms.

2. LITERATURE SURVEY:

2.1 EXISTING PROBLEM:

The way we consume videos has undergone massive transformations. Now we have multiple OTT platforms such as Netflix, Amazon Prime Video, and Disney to stream TV shows

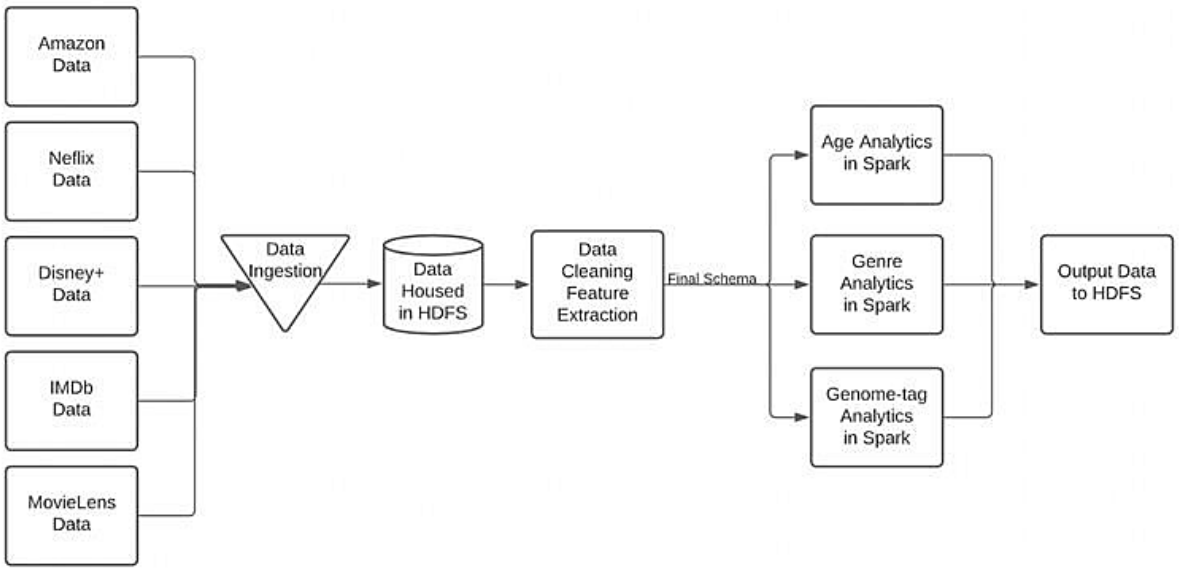
and movies online. With over loaded of information and multiple criteria to be compared on various OTT platforms, it has become increasingly difficult and a tedious process for users to find the best fit for their requirements. And the production companies also couldn't predict the performance of their product in the OTT market. To simplify this process and overcome the difficulties we have developed our project.

2.2 PROPOSED SOLUTION:

The different OTT platform datasets have been investigated and analysed to provide users with insights into each platform to determine which services to subscribe to and to recommend which shows to watch to. Among various factors affecting online streaming, watching, subscriptions and so on, we mainly analyzed and created visualisations for the number of movies, web series, TV shows, rating and language that required at the mandatory level for the audience. This project can be further expanded in other versions to accommodate the other requirements and features according to future demands.

3. THEORITICAL ANALYSIS:

3.1 BLOCK DIAGRAM:



3.2 HARDWARE / SOFTWARE DESIGNING:

Hardware Requirements:

Ram: Minimum: 8 GB

Disk Space: Minimum: 4 GB

Windows 10

Rom: Minimum 20 GB

Software Requirements:

IBM Watson Studio

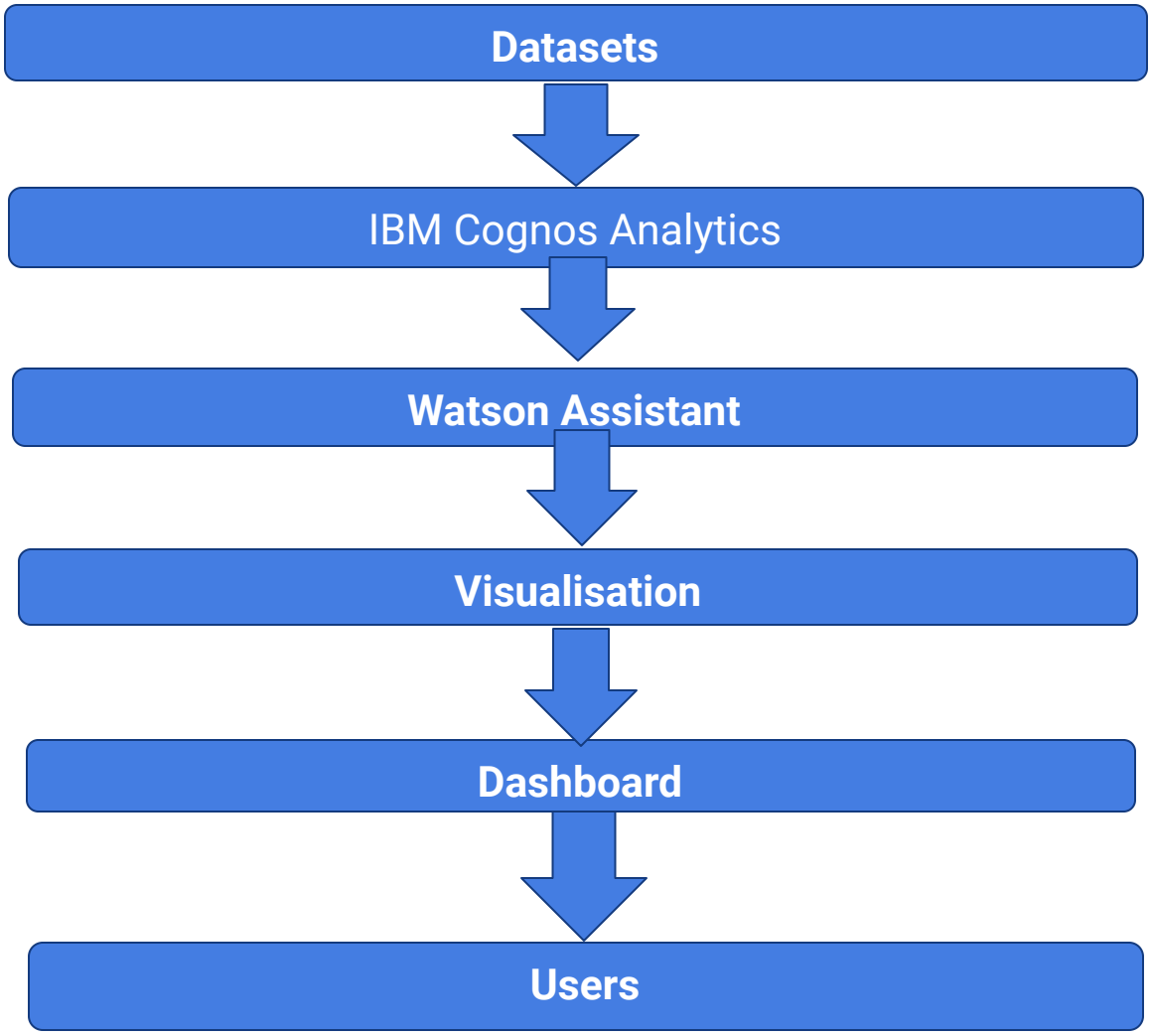
IBM Cloud

IBM Cognos Analytics

4. EXPERIMENTAL INVESTIGATIONS:

The collected datasets and the data fields have been analysed and investigated for the fields gives and data taken respectively. These datasets are then fed to the cognos analytics tool and went through IBM Cloud for the enterprise, Enterprise data science and Enterprise grade AI and spent most of the time in analysing the datasets and the fields such as imbd rating, genre, region, customer reviews and so on. Thus, these data are investigated and inculcated in creating the visualisation and results required for the analysis.

5.FLOWCHART:

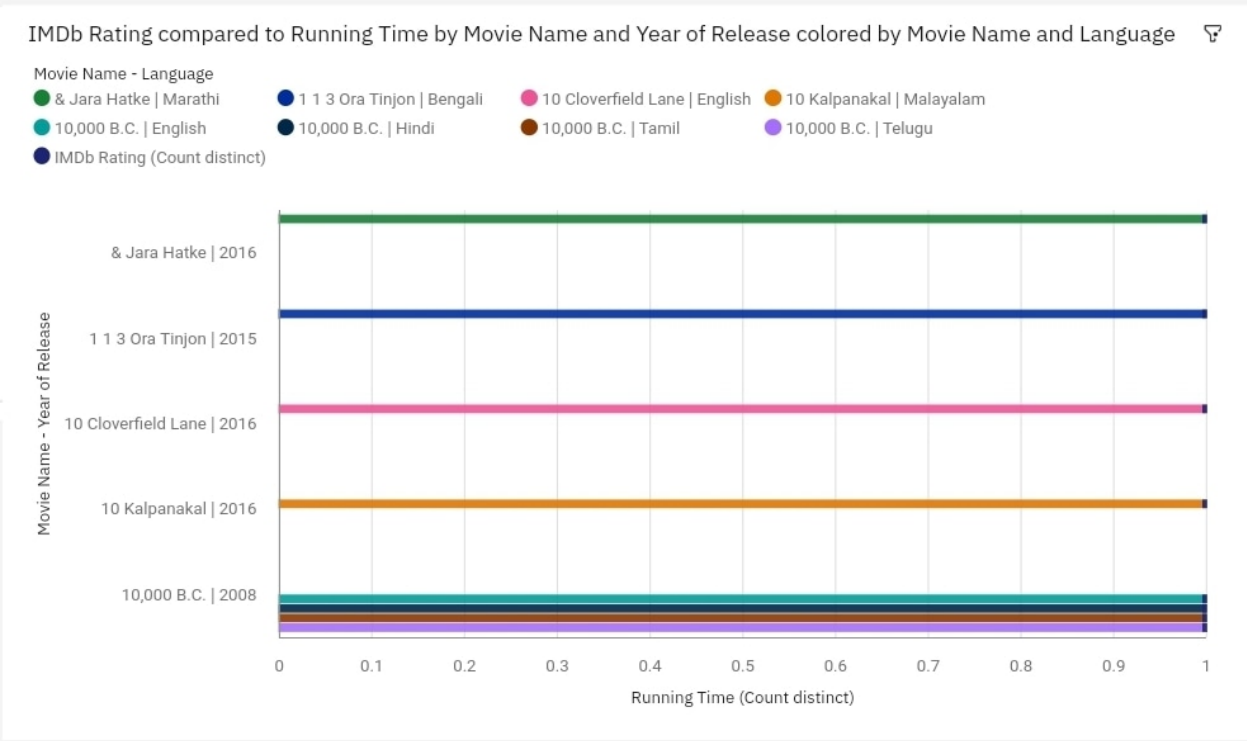


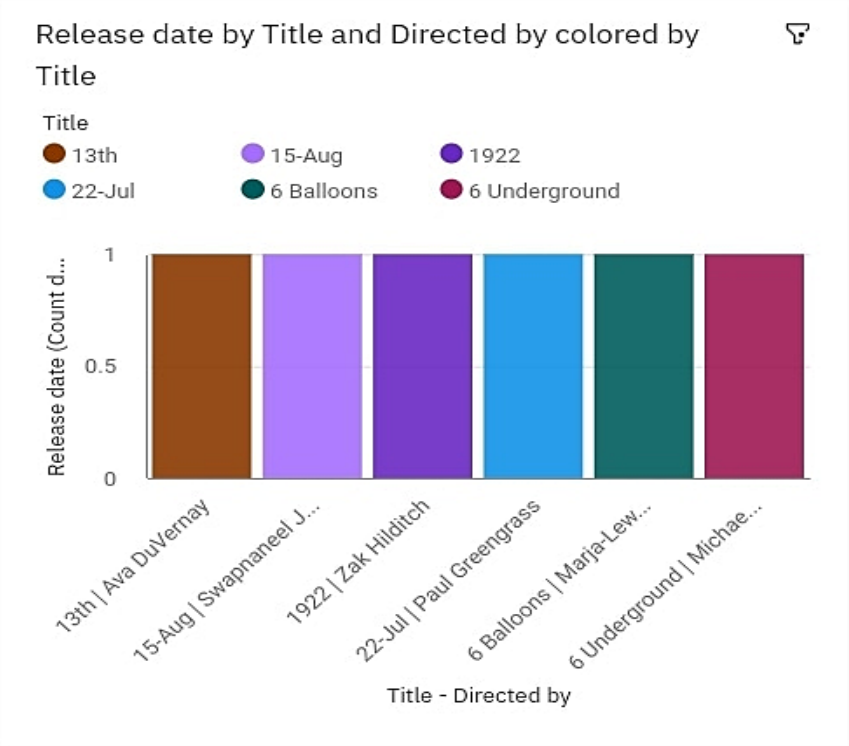
6.RESULT:

The distinct characteristics of each OTT platform has been discovered. From age analytics, we identified that Netflix had overwhelming A certified films compared to other platforms. Amazon Prime had almost even distribution of different maturity rating films. Disney+ had no movies rated A certified and had only those rated General audience programmes. 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. 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 output results taken on netflix, prime and hotstar datasets respectively.

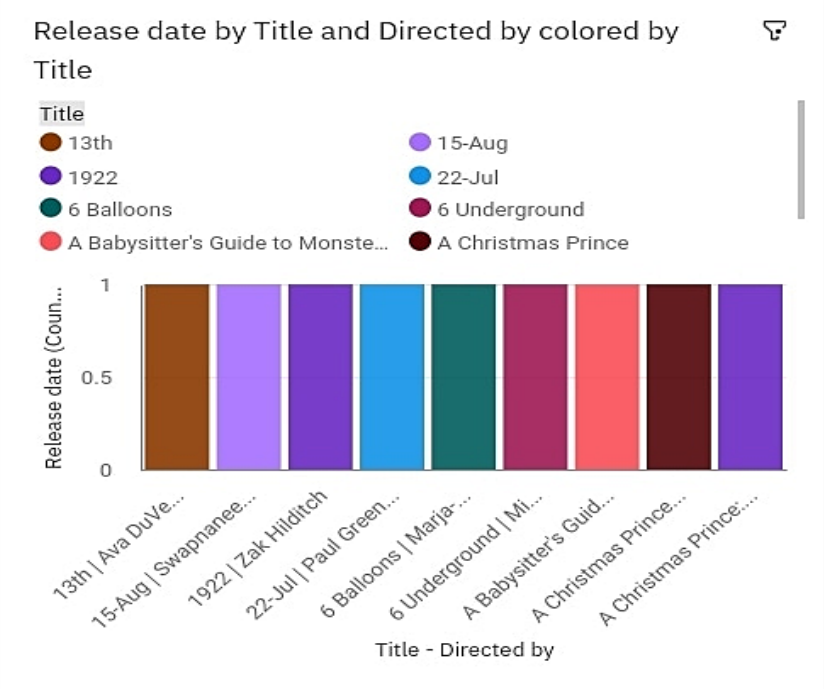
OUTPUT SCREENSHOTS:

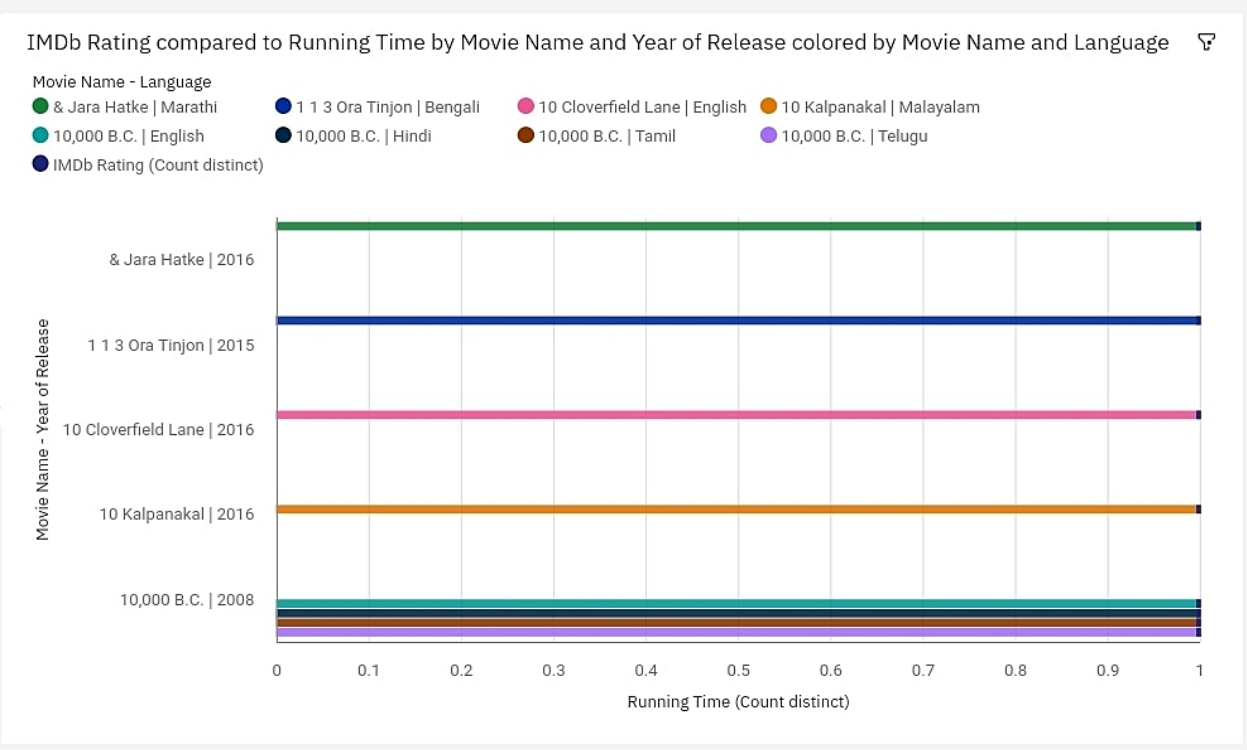
Amazon Prime Movies Dashboard:



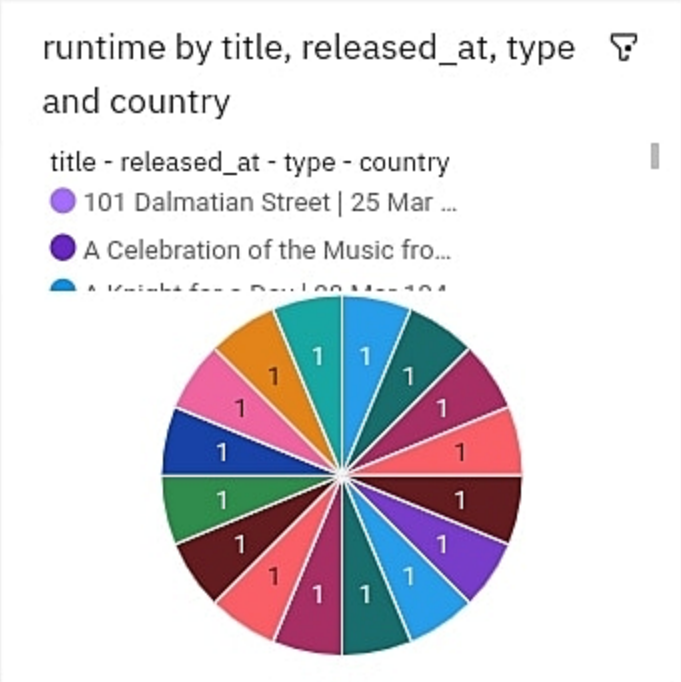


Netflix Original Movies Dashboard:

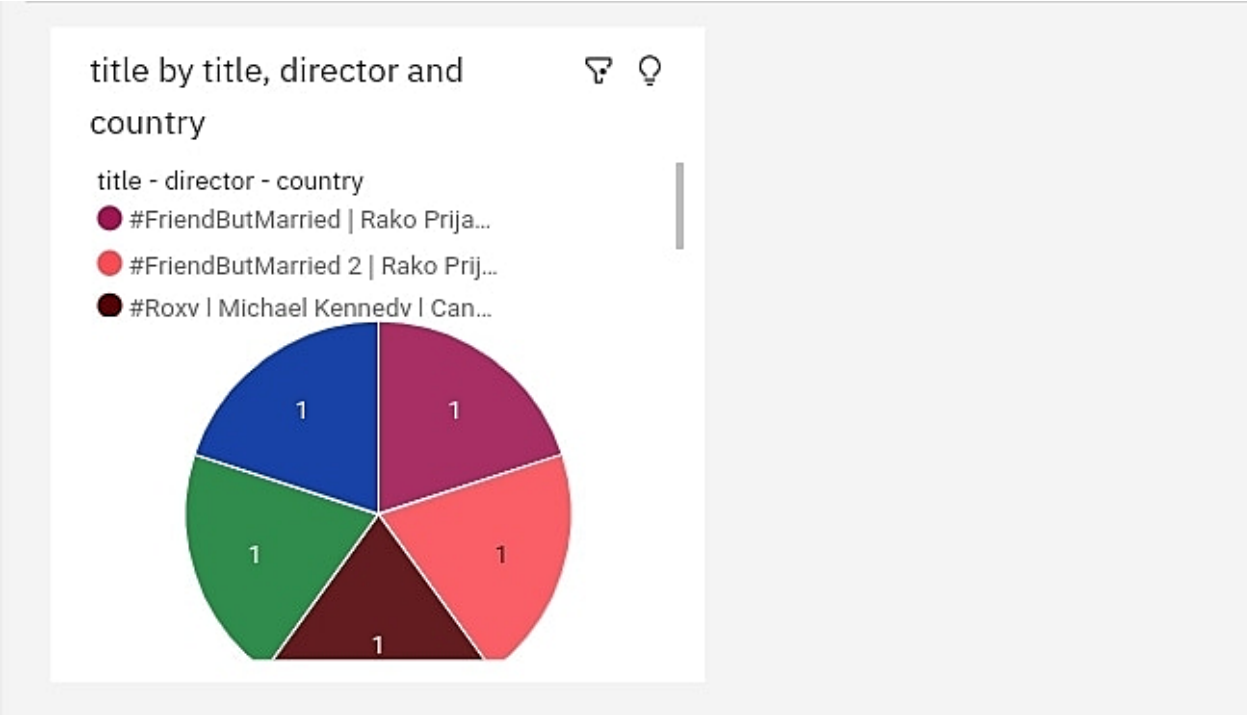




Disney Plus Movies Dashboard:



Netflix Tiles Movies Dashboard:



7. ADVANTAGES & DISADVANTAGES

7.1 ADVANTAGES:

1. Our project helps the user to get a quick overview on each OTT platform.
2. It also helps the user to find a good movie very quickly.
3. The Production Companies and Individual producers can invest their money in the trending genres for profitable outcomes.
4. Parents can feel hassle free to choose a OTT platform for their kids.
5. Audience can find the right content to watch in the right platform according to their likelihood.

7.2 DISADVANTAGES:

1. The data generated in the OTT platforms must be updated everytime.
2. Analysis gets changed frequently due to the frequent updation in data.
3. Data handling is difficult for large datasets.
4. It may not be feasible for larger OTT platforms with high data traffic.
5. It is difficult to create visualisations for dynamic datasets.

8. APPLICATIONS:

1. Production team who are going to launch the movie in OTT can analyse their performance trends and stats .

2. OTT platform Analysis tool can track the data fluctuations and variations easily.
3. Movie Suggestions can be given to the general audience.
4. Subscriptions recommendation can be given to the required target audience.
5. Top rated and performing movies and ratings can be monitored and specific advertisements can be given accordingly to maximise profits of production companies.

9.CONCLUSION:

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, adventure, and animation films. Netflix and Amazon had a similar trend of having tags related to drama, comedy, and action while Disney+'s tags were more focused on animated films.
Thus we conclude here that , through our analysis, we arrived at the distinct characteristics of each OTT platform and their respective representations can be obtained as per the user requirements.

10.FUTURE SCOPE:

The different OTT platform datasets have been investigated and analysed to provide users with insights into each platform to determine which services to subscribe to and to recommend which shows to watch to. Among various factors affecting online streaming, watching, subscriptions and so on, we mainly analyzed and created visualisations for the number of movies, web series, TV shows, rating and language that required at the mandatory level for the audience. This project can be further expanded in other versions by future analysis necessary with the addition of dynamic datasets updating in order to provide more accuracy and to accommodate the other requirements and features according to future demands.

11. BIBLIOGRAPHY:

https://www.netflix.com/in/
https://www.primevideo.com/
https://www.hotstar.com/in
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