HACK CHALLENGE 2021

CODE FOR A BETTER FUTURE

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Project Report

On

"OTT PLATFORM ANALYSIS TOOL"

By

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Project ID: **SPS_PRO_2163**

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1. INTRODUCTION

1.1 Overview

OTT (over-the-top) platforms are those channels where video content is delivered over the internet as per the request and requirements of the subscriber.

In 2019, the OTT market was valued at 85.16 Billion USD and it is expected to reach 194.20 Billion USD by 2025. Since the outbreak of COVID-19 and consequent national lockdown in March 2020, India witnessed a significant growth in the usage of OTT and emerged as a threat to the Television industry. Due to the national lockdown, people were restricted to their homes and didn't have many options for entertainment. Film theatres were closed. Entertainment programs on Television were not that interesting for the educated middle class. So, they began to watch foreign TV programs on OTT platforms like Netflix, Amazon Prime, Sony Liv, and Disney+ Hotstar, and that accelerating the increase in OTT platform subscriptions. Therefore, it is the right time to analyze different OTT platforms and provide useful information for people who are not able to decide which platform fits them best.

1.2 Purpose

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

2. LITERATURE SURVEY

2.1 Existing problem

The way we consume videos has undergone massive changes. Now we have multiple OTT platforms such as Netflix, Amazon Prime Video, and Disney+ to stream TV shows and movies online. With overabundance of information and multiple criteria to compare various OTT platforms, it has become increasingly difficult for users to find the best fit for their tastes.

2.2 Purposed Solution

We investigated different OTT platform data sets to provide users with insights into each platform to determine which services to subscribe to. Amongst multiple factors affecting online streaming subscriptions. We presents an analysis of three major OTT platforms — Netflix, Amazon Prime, and Disney+. Along with movie datasets for each platform, we incorporated two additional datasets: the IMDb movie dataset to investigate the distribution of movie genres, age limits etc.

3. THEORITICAL ANALYSIS

3.1 Block Diagram
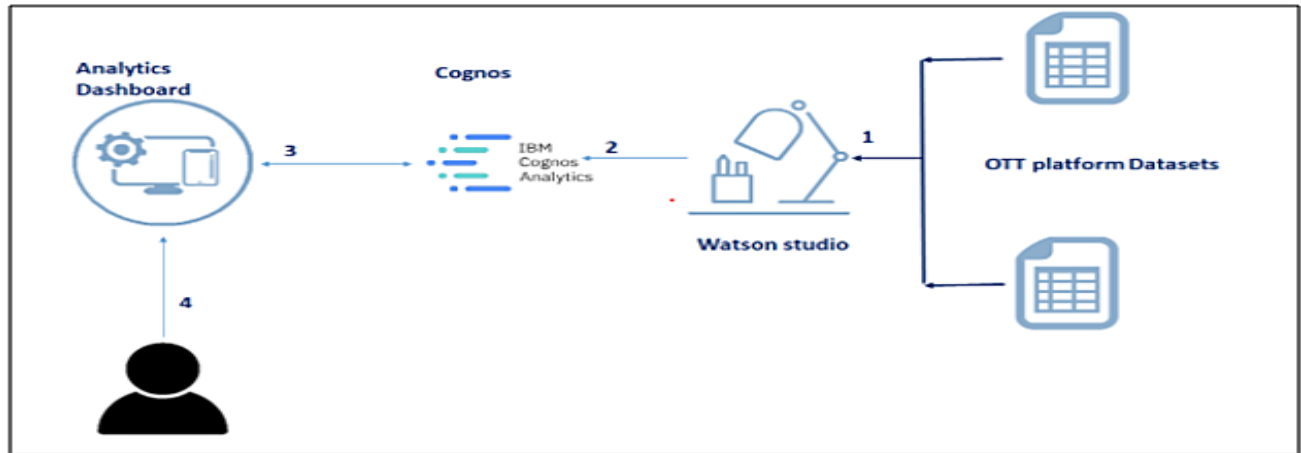
3.2 Hardware/Software

- IBM Cognos Analytics:
  IBM Cognos is a business intelligence tool for web-based reporting and analytics. This enterprise software provides various features to perform data aggregation and create user-friendly detailed reports. Cognos also offers an option to export reports in XML or PDF format and view the reports in XML format.

- IBM Cloud:
  IBM Cloud is a suite of cloud computing services from IBM that offers both platform as a service (PaaS) and infrastructure as a service (IaaS). With IBM Cloud IaaS, organizations can deploy and access virtualized IT resources -- such as compute power, storage and networking -- over the internet.

- IBM Watson Studio:
  IBM Watson Studio Desktop is a desktop client solution that employs artificial intelligence and user-friendly tools to empower and streamline your data analytics.
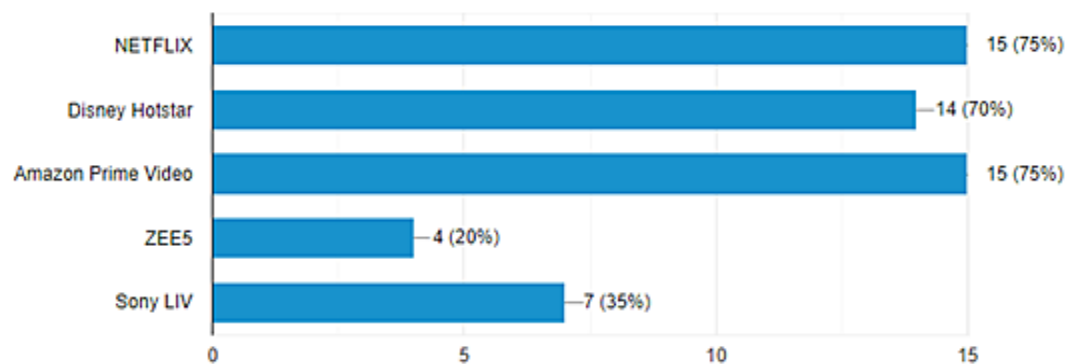
4. EXPERIMENTAL INVESTIGATIONS

We studied on different OTT Platforms. We have also taken some reviews from users about which platform they most like and do they know which platform suitable for them. We investigated that almost 70% people don't know about it.

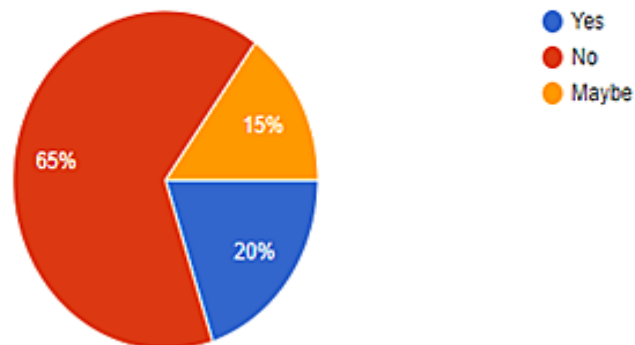So In this project, we have given brief overview of different platforms.

Which OTT platform(s) do you like most?

20 responses

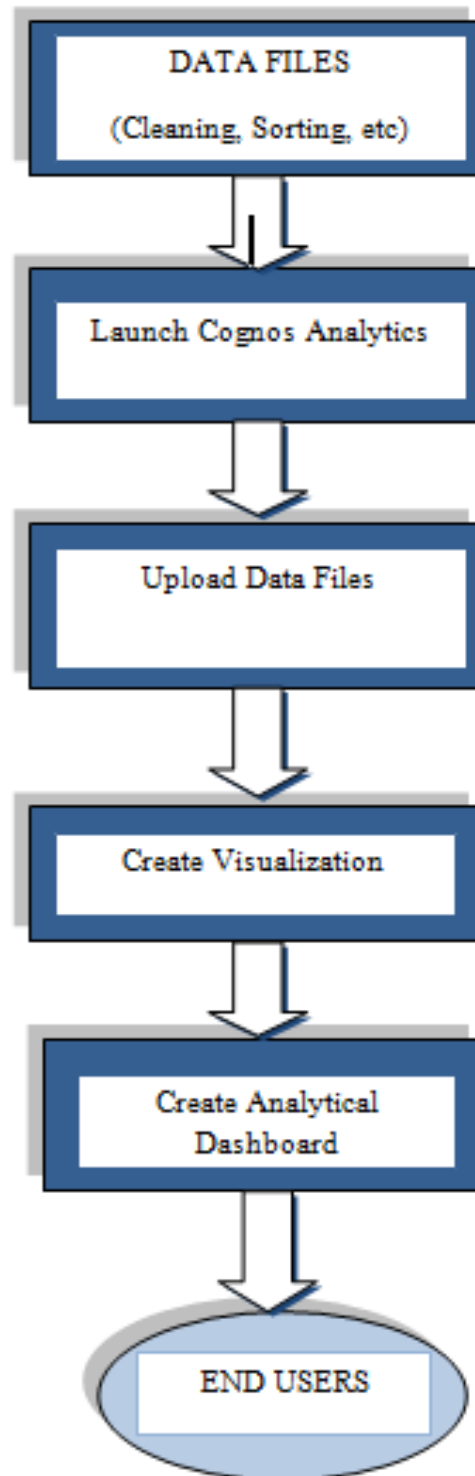| Platform	Responses
NETFLIX	15 (75%)
Disney Hotstar	14 (70%)
Amazon Prime Video	15 (75%)
ZEE5	4 (20%)
Sony LIV	7 (35%)

Do you know which platforms are best for you according to your age, interest, etc?

20 responses

- Yes — 20%
- No — 65%
- Maybe — 15%

5. FLOWCHART

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┌─────────────────────────────┐
│        DATA FILES           │
│   (Cleaning, Sorting, etc)  │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│   Launch Cognos Analytics   │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│      Upload Data Files      │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│     Create Visualization    │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│     Create Analytical       │
│        Dashboard            │
└─────────────────────────────┘
              │
              ▼
         ( END USERS )
```

6. RESULT

Here we have analyzed, visualized and given brief idea about Prime Video, NETFLIX and Disney Hotstar Platform where we have shown total movies, total languages, movies name by maturity rating along with the year of release.

We have also shown movies according to country and their IMDB ratings. If we move year of release scale it will show total movies, their maturity rating, IMDB rating and total languages in that particular year.
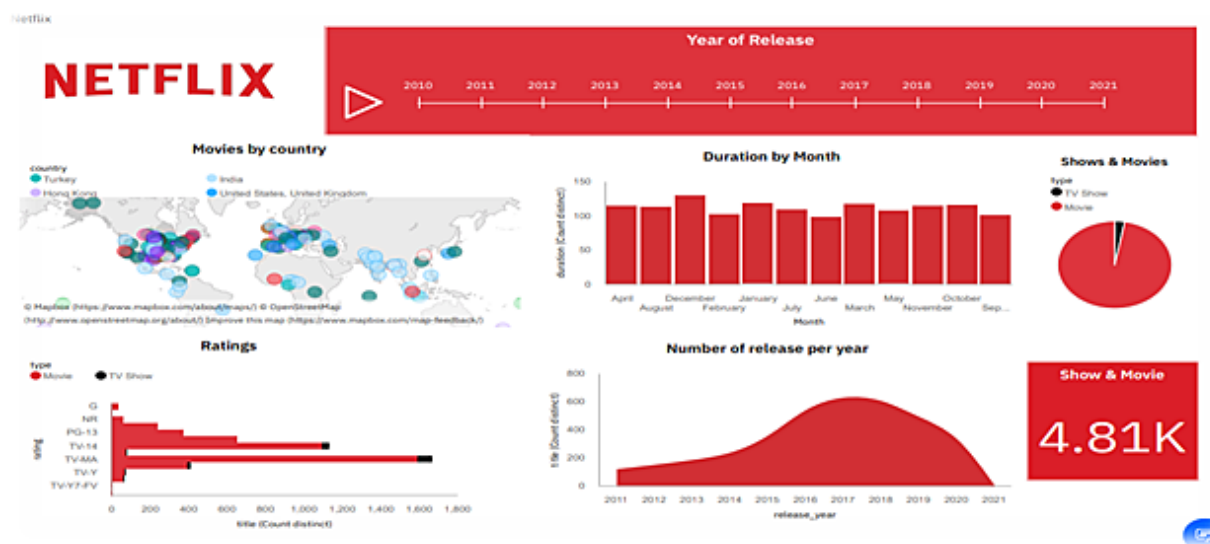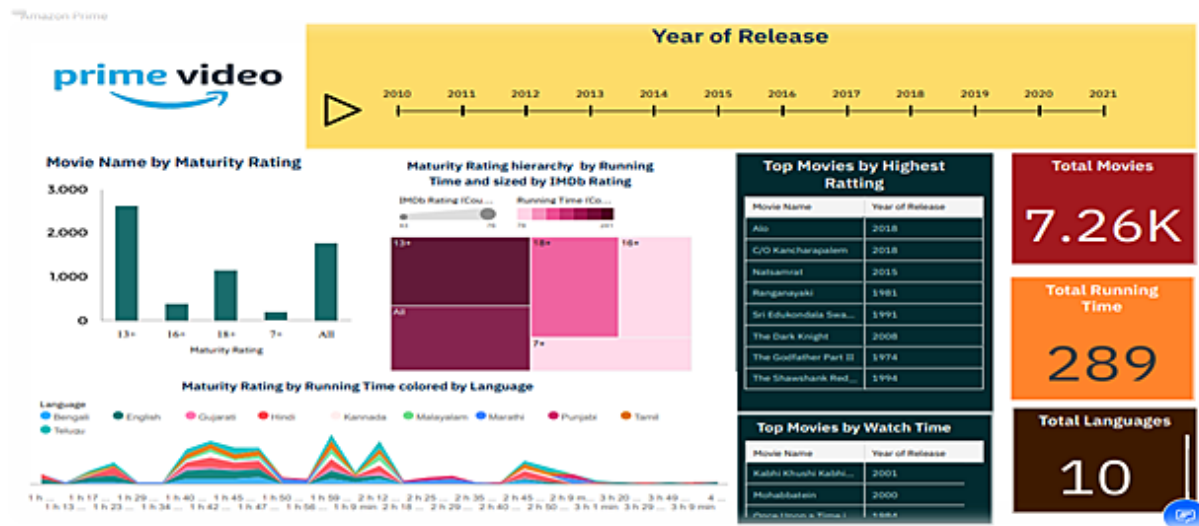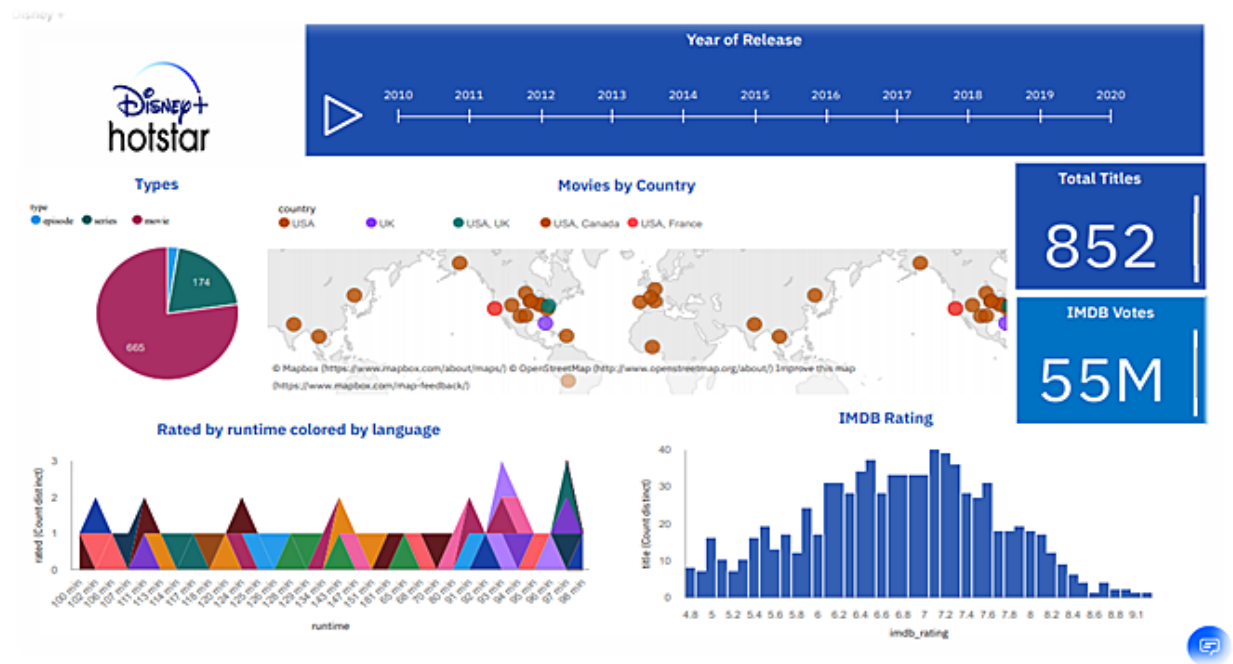
Here we have shown and compared overall all popular OTT platforms like prime video, NETFLIX, Disney Hotstar and hulu. We have also shown geners.
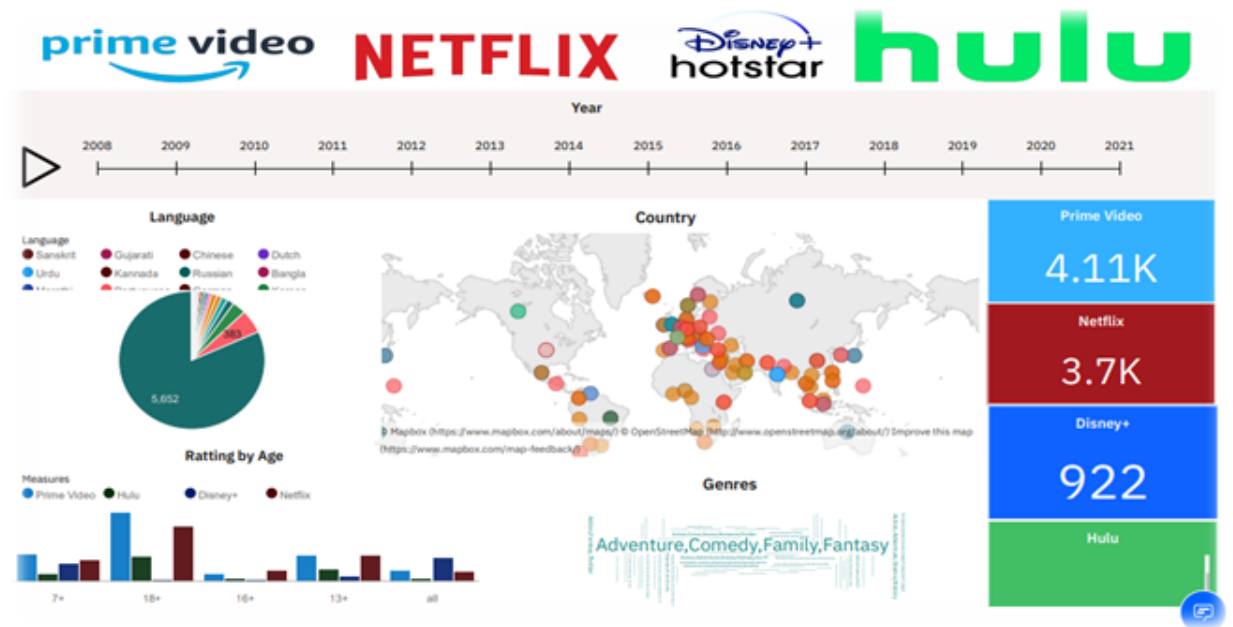
7. ADVANTAGES & DISADVANTAGES

7.1 ADVANTAGES

I. Now OTT Platform users will get an idea about which platform is good for them according their choice, age and area of interest.

II. Not only for users but also for movie makers or producers, this analysis tool is useful. As they can analyze which type of movies (comedy, action, etc) people have liked mostly.

7.2 DISADVANTAGES

I. Need to update the data, clean the data and analyze data daily or every time.

8. APPLICATION

I. OTT Platform Analysis Tool is useful for end users to get brief overview of OTT platform.

II. It will also beneficial for producers an idea about which types of movie launch on which platform.

9. CONCLUSION

With overabundance of information and multiple criteria to compare various OTT platforms, it has become increasingly difficult for users to find the best fit for their tastes. Through this project, we investigated different OTT platform data sets to provide users with insights into each platform to determine which services to subscribe to. We have discovered that there are many similarities between Netflix and Amazon Prime Videos. They had similar distribution of tags and genres. The distinguishable factor between the two platforms was the age group. Each OTT platform had its own distinct characteristics.

10. FUTURE SCOPE

OTT is one of the fastest-growing sectors in the world. Every day thousands of customers are subscribing to different OTT platforms. Today many people are leaving their normal TV and watching content on the OTT platform. The lockdown caused by Corona further strengthened the OTT platforms, and many new movie and TV series were released directly on the OTT platform.

- Therefore, OTT Platform Analysis Tool useful for those people who are not able to decide which platform fits them best.

11. BIBILOGRAPHY

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[2] M. S. Kristoffersen, S. E. Shepstone and Z. Tan, "The Importance of Context When Recommending TV Content: Dataset and Algorithms," in *IEEE Transactions on Multimedia*, vol. 22, no. 6, pp. 1531–1541, June 2020, doi: 10.1109/TMM.2019.2944214.

[3] Reddy S., Nalluri S., Kunisetti S., Ashok S., Venkatesh B. (2019) Content-Based Movie Recommendation System Using Genre Correlation. In: Satapathy S., Bhateja V., Das S. (eds) Smart Intelligent Computing and Applications. Smart Innovation, Systems and Technologies, vol 105. Springer, Singapore. https://doi.org/10.1007/978-981-13-1927-3_42

[4] Wayne, Michael L. "Netflix, Amazon, and branded television content in subscription video on-demand portals." *Media, Culture & Society* 40.5 (2018): 725–741.

Data Files:

https://www.kaggle.com/shivamb/netflix-shows

https://www.kaggle.com/padhmam/amazon-prime-movies

https://www.kaggle.com/unanimad/disney-plus-shows