

OTT ANALYSIS TOOL

INTRODUCTION

There are many OTT Streaming platforms and people have different interests in selecting those platforms . Hence everyone is spending their valuable time in these Streaming services we would like to make it more easier for them and not to waste their time of choosing what they would like to watch . And it would be very much helpful and informative for the service provider to acknowledge the needs of their subscribers and to fulfill them in the future . As the pandemic has forced many people to stay at home and increased the subscription value twice than it was before.

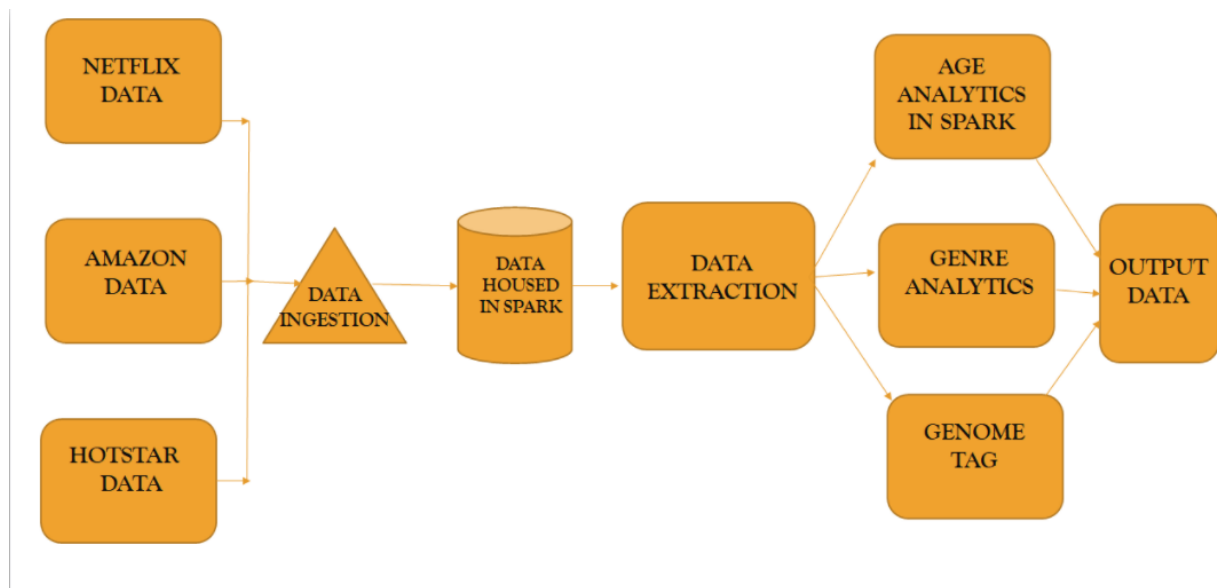
- 1.In our solution we are going to take the thoughts and moods of the user.
- 2.Ask them questions so that we can further analysis their needs.
- 3.Provide them with various Streaming suggestions that they would love.
- 4.They can figure the platform they want and no need to spend money on the other platforms.

LITERATURE SURVEY

Due to the recent pandemic for the pass two years there has been a increase in views and subscription for all the OTT platforms and new movies and series has been taking over these platforms .As there are many platforms we did a analysis in which you can find which platofrom is suitable for you.

THEORITICAL ANALYSIS

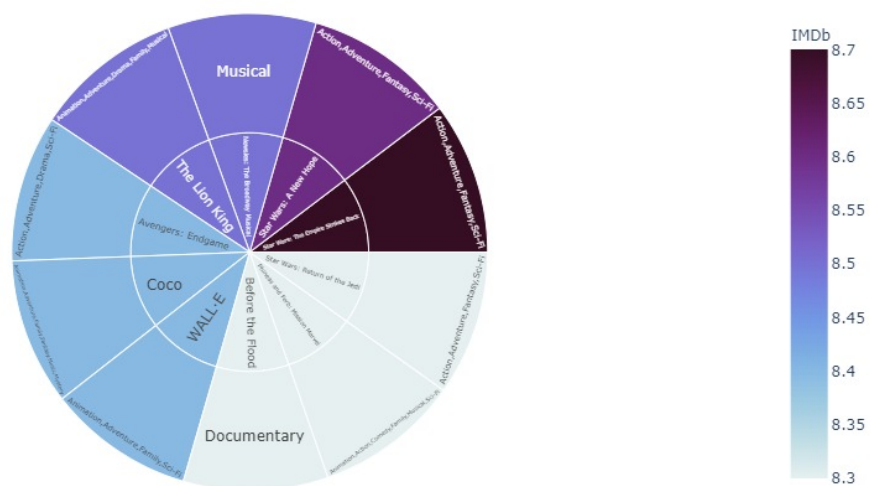
- 1.Accessing the IBM resources.
- 2.Modeling the architecture of the project.
- 3.Assigning work within the team members.
- 4.testing the Project
- 5.deploying the project



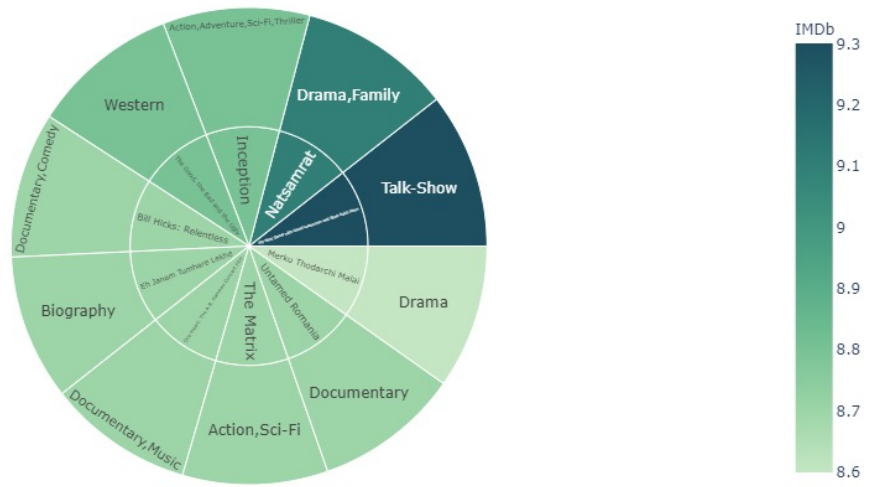
RESULTS

Movies with the highest IMDb rating on each platform and genres

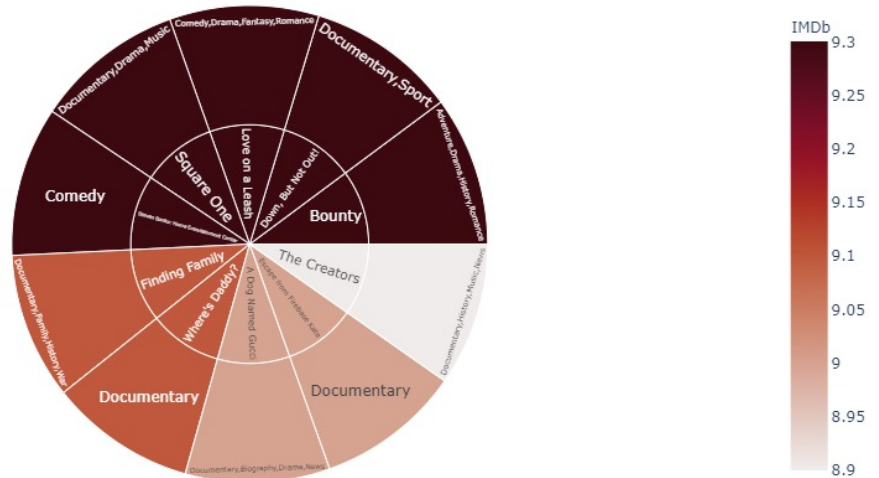
i) HOTSTAR



II)NETFLIX



III)AMAZON PRIME



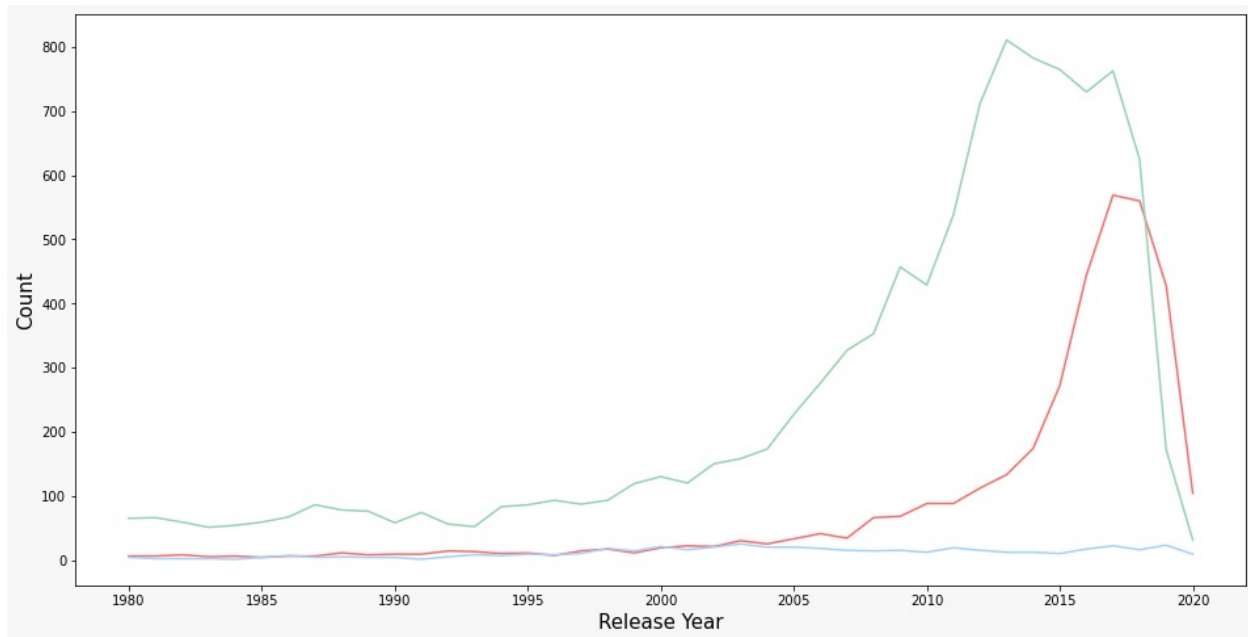
Movies with the highest IMDb rating, genres and languages



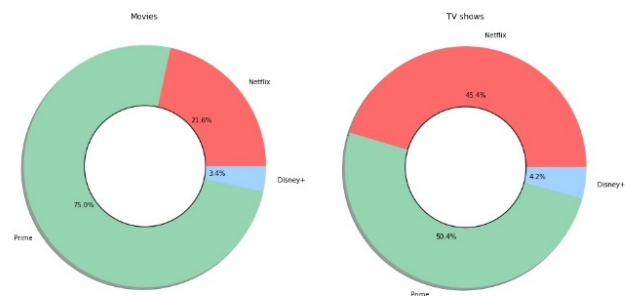
Movies
On Prime Video
12.35k

TV Shows
On Prime Video
2144

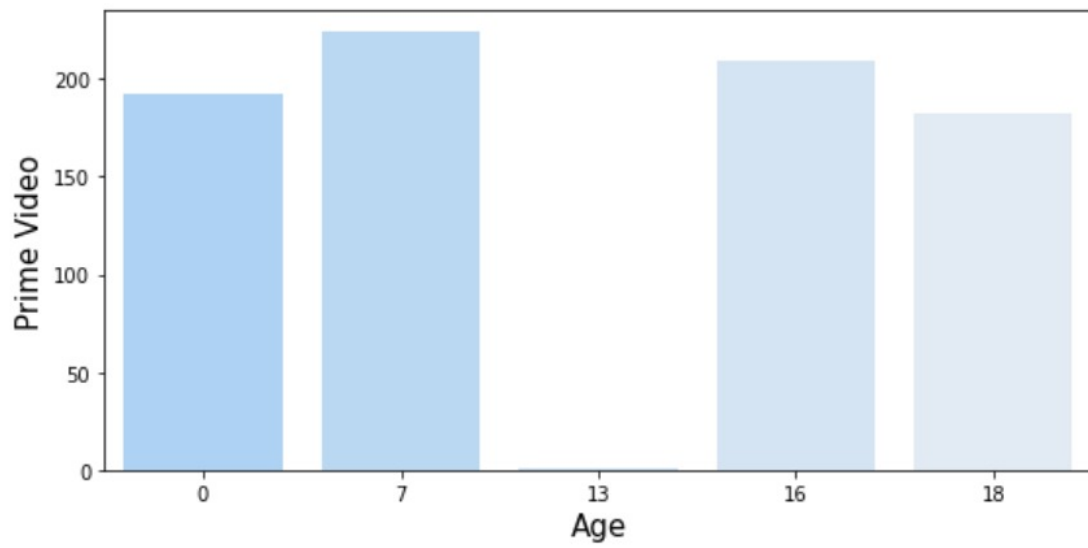
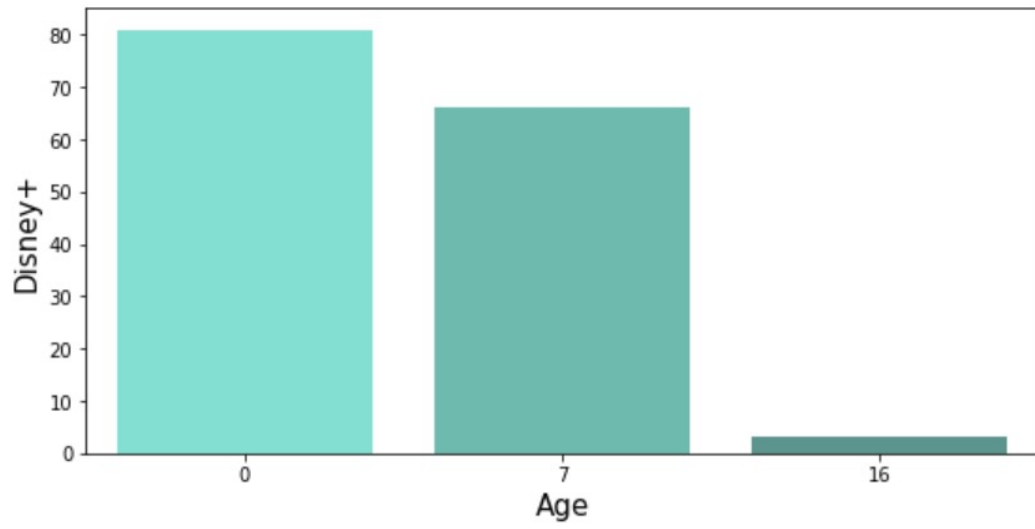
COUNT OF MOVIES RELEASED BETWEEN 1980-2020

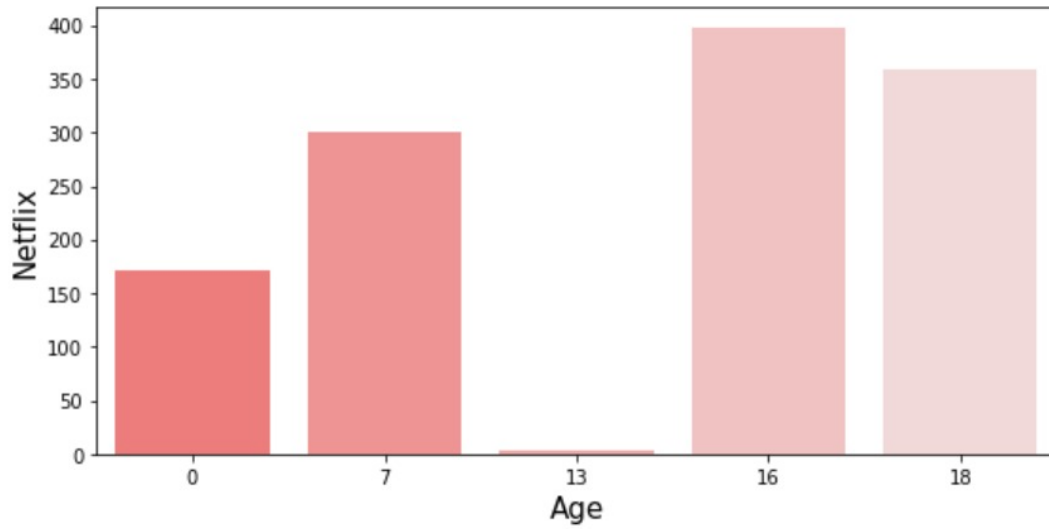


PERCENTAGE OF MOVIES AND TV SHOWS IN THESE OTT PLATFORMS



MATURITY RATINGS IN THE OTT PLATFORMS





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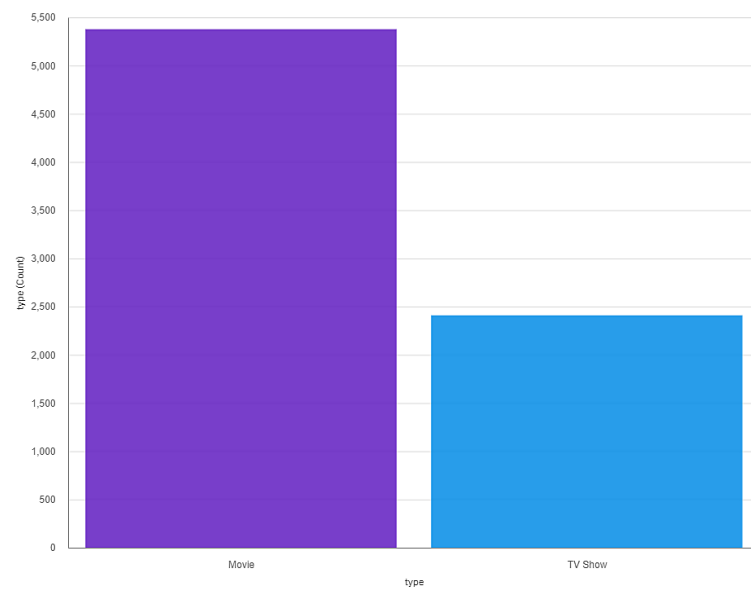
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Tab 1 Tab 2 Tab 3 Tab 4 Tab 5

type by type colored by type

type
● Movie ● TV Show



I) NETFLIX

12

	Number of movies
English	2264
Hindi	377
Spanish	332
French	212
German	106
Japanese	91
Arabic	89
Mandarin	83
Italian	67
Turkish	58
Cantonese	56
Russian	54
Tamil	52
Punjabi	47
Portuguese	45
Indonesian	43
Malayalam	42
Filipino	40
Korean	39
Marathi	36

	Number of movies
Drama	1501
Comedy	1308
Thriller	652
Romance	551
Action	545
Documentary	511
Crime	372
Adventure	318
Family	315
Horror	266
Fantasy	258
Mystery	252
Animation	222
Biography	199
Sci-Fi	194
History	132
Music	132
Sport	110
Short	99
War	87

II) AMAZON PRIME

	Number of movies
English	10088
French	522
Spanish	493
Hindi	424
Italian	352
German	341
Mandarin	268
Japanese	195
Russian	157
Cantonese	127
Korean	126
Tamil	113
Telugu	92
Arabic	90
Hebrew	68
Portuguese	61
Swedish	58
Dutch	47
Latin	47
Danish	44

	Number of movies
Drama	5437
Comedy	3004
Thriller	2632
Action	2049
Documentary	1895
Horror	1878
Romance	1691
Crime	1423
Adventure	1166
Mystery	983
Sci-Fi	907
Family	721
Fantasy	635
Biography	569
History	552
Music	487
Western	450
War	446
Animation	296
Short	262

III) HOTSTAR

	Number of movies
English	557
French	30
Spanish	20
German	17
Italian	11
Mandarin	7
Japanese	6
Korean	4
Russian	4
Xhosa	4
Arabic	3
Hindi	3
Portuguese	3
Greek	3
Cantonese	3
Norwegian	3
Brazilian Sign Language	3
Swahili	2
Dutch	2
Serbian	2

	Number of movies
Family	430
Comedy	281
Adventure	258
Fantasy	176
Drama	162
Animation	146
Action	88
Sci-Fi	88
Musical	84
Romance	78
Documentary	63
Sport	39
Music	33
Crime	24
Short	23
Mystery	21
Biography	18
Thriller	16
Western	16
History	16

ADVANTAGES & DISADVANTAGES

1.The service providers can be able to know in what field they are at peak and where they need to improve and bring in good stuffs

2.They can Boost their subscription plans.

3.There are still many platforms that need to be introduced in various countries(as netflix was the 1st OTT to be introduced in india). so this may get service providers to have their chance in the game at various countries

Uniqueness :

1. We are displaying reviews from people who have experienced the recommended

platform.

2.And there is a public chat platform where the people can share their suggestions (ie. if you like netflix you can join in the netflix community public chat and share your suggestions or get ideas from others).

APPLICATIONS

We can use the tool for any ott platforms and common platforms where people intend to subscribe

CONCLUSION

The Business can be aware of their ups and downs from the user's reviews. They can then focus on such areas. As at starting american and some other international shows were only streamed in netflix but after getting a good response from users in india they started streaming regional and national shows which had a very positive impact for user all over the globe. It can help the business to add more movies/series to their library.

The pandemic compelling people to stay indoors has spurred the growth of the OTT market. No wonder that the OTT market in India is one of the highest growing markets in the world. Considering the size of the market in minutes of consumption, it has, in the last twelve months, increased from 181 billion minutes to 204 billion minutes. Viewers, now have the liberty to choose and watch from a plethora of genres from several different OTT platforms and that too at one's own convenience

BIBLIOGRAPHY

DATASETS: <https://www.kaggle.com/shivamb/netflix-shows>