PROJECT REPORT

OTT PLATFORM ANALYSIS TOOL

**PROBLEM STATEMENT:**

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 and provide useful information

for people who are not able to decide which platform fits them best.

**TECHNOLOGIES USED**

**IBM COGNOS ANALYSIS :**

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.

**2. IBM Watson Studio :**

Watson Studio accelerates the machine and deep learning workflows

required to infuse AI into your business to drive innovation. It provides a suite of

tools for data scientists, application developers and subject matter experts,

allowing them to collaboratively connect to data, wrangle that data and use it to

build, train and deploy models at scale. Successful AI projects require a

combination of algorithms + data+ team, and a very powerful compute

infrastructure.

3. 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. For compute, organizations can choose between bare-metal or virtual servers.

With IBM Cloud PaaS -- which is based on the open source cloud platform Cloud Foundry -- developers can use IBM

services to create, manage, run and deploy various types of applications for the public cloud, as well as for local or

on-premises environments. IBM Cloud supports various programming languages, such as Java, Node.js, PHP and

Python and extends to support other languages.

OUR SOLUTION :

This solution concludes two global OTTs, Netflix and Amazon’s APV with five keys to innovation success.

Even if APV and standalone PV app’s content and prices are relatively good, its user interface has less value than Netflix’s one.

Amazon’s APV is an IKEA version of OTT services. It is cheap and has tons of content to choose, but the layout is confusing to

navigate. On the other hand, Netflix with loyal customers experiences experienced with several trials and errors that small changes in

pricing can add up to improvement in acompany’s profitability. Amazon offers more libraries than Netflix, but many of them are B-grade

oldies or straight-to-video fare people never want to watch. Netflix offers fewer films, but the ones it offersare usually of a higher caliber.

When it comes to TV series, Netflix is the winner because its original shows are the most popular programs of the past decade along

with the content collaboration with local production companies.

Netflix’s three tiers of subscription don’t have any additional features. APV subscription, on the other hand, comes with so many

additional benefits like free shipping for e-commerce products, free Amazon Prime

Music, unlimited photo storage, Kindle library, and discounts at Whole Foods supermarkets which Amazonowns. However, none of

those have anything to do with OTT movies or TV shows.

When focusing on OTT competitiveness within the research framework, the five success factors of Netflix are better than Amazon’s APV

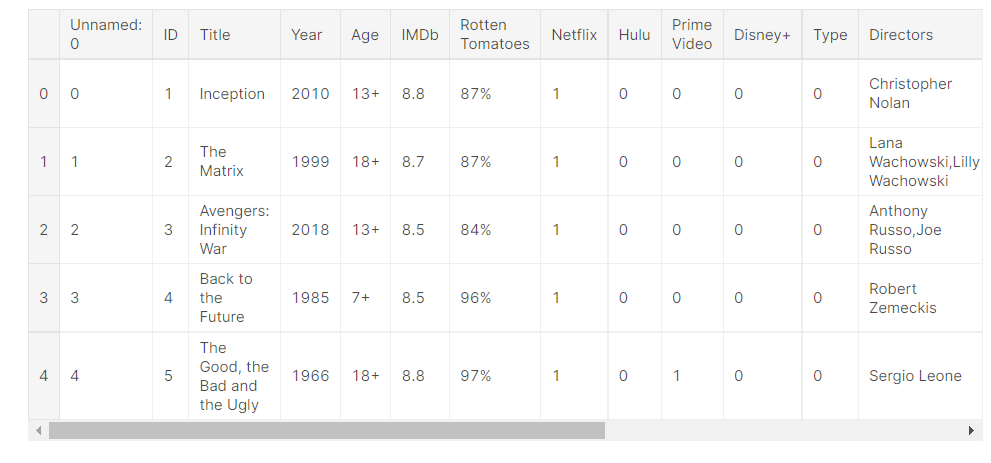
in terms of incredible selection of content Netflix offers as well as the content collaboration. In conclusion, with different technological

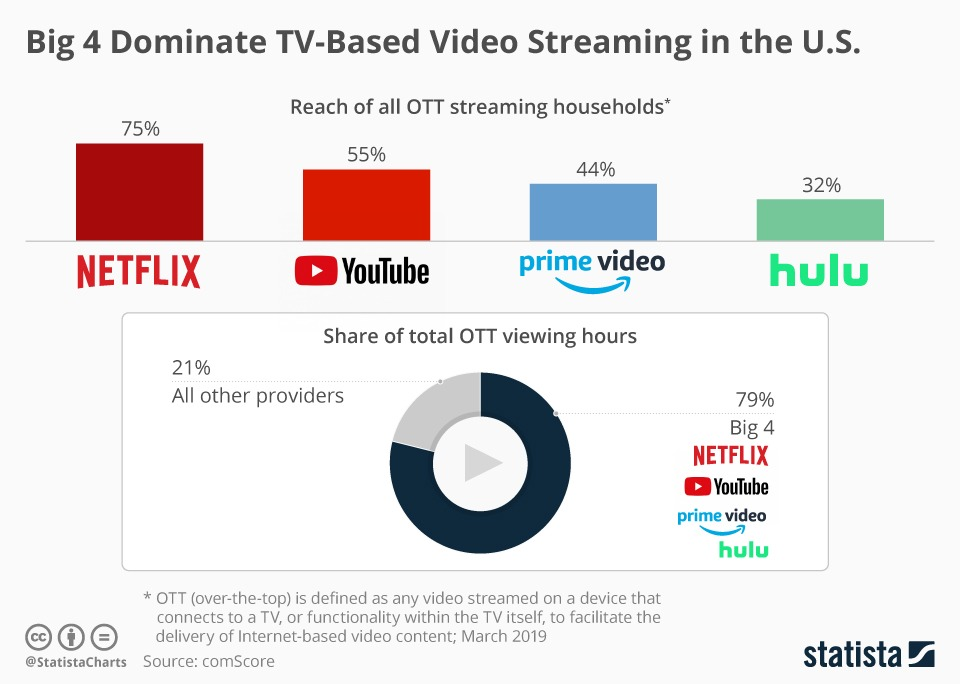
affordances of user interface, revenue models of subscription, and organizational cultures,

OTT services have altered the competitive

environments.

**RESULTS:**

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