

OTT PLATFORM ANALYSIS TOOL

A UG PHASE-1 PROJECT REPORT

Submitted to

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In partial fulfilment of the requirements for the award of the degree of

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IN

COMPUTER SCIENCE AND ENGINEERING

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2019– 2023

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**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
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2019 – 2023**



**CERTIFICATE OF COMPLETION
UG PROJECT PHASE-1**

This is to certify that the UG Phase-1 Project entitled “**OTT PLATFORM ANALYSIS TOOL**” is being submitted by ***M.SAICHARAN***(H.NO:19UK1A0520),***K.RAMYA*** (H.NO:19UK1A0551), ***CH.MOUNIKA*** (H.NO:19UK1A0527) ,***A.PRANITHA***(H.NO:19UK1A0570) in partial fulfilment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering** to **Jawaharlal Nehru Technological University Hyderabad** during the academic year **2022-23**, is a record of work carried out by them under the guidance and supervision.

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ABSTRACT

In recent years, 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, but the number of services is growing as localized OTT platforms like Watch a (South Korea) and Voot (India) are joining the line.

As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use. Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences. 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.

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1. INTRODUCTION

1.1 overview

To analyze different OTT platforms and provide useful information for people who are not able to decide which platform fits them best. We made a chatbot which helps the user to get a suggestion of a good movie from various OTT platforms.

Over-the-Top (OTT) video platforms, once considered a luxury, are today a necessity. In India, there is an increasingly growing number of consumers adapting to it. While Indian streaming services like Disney+ Hotstar have gained a stronger foothold, global players like Netflix and Amazon Prime Video have steadily grown their market share in India.

Our proposed solution 'OTT PLATFORM ANALYSIS TOOL' will help us observe how the OTT has taken a vast rise in the last few years due to COVID-19. This change in consumer behaviour is interesting to observe and evaluate as there are numerous layers in this consumption pattern which need to be unravelled and understood from various angles and point of views. To investigate these changes, we will be performing a detailed analysis on various OTT platforms like Hotstar, Amazon Prime Video, Netflix etc. through a dashboard. Moreover, we will also provide the top-rated movies and tv series on different platforms.

1.2 Purpose

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. We analyze all the OTT platforms and gives a clear analysis of it so the user can select the best. Even it helps the people in film business and get a clear idea of the OTT platforms.

2. LITERATURE SURVEY

2.1 Existing Problem (OR) Problem Statement

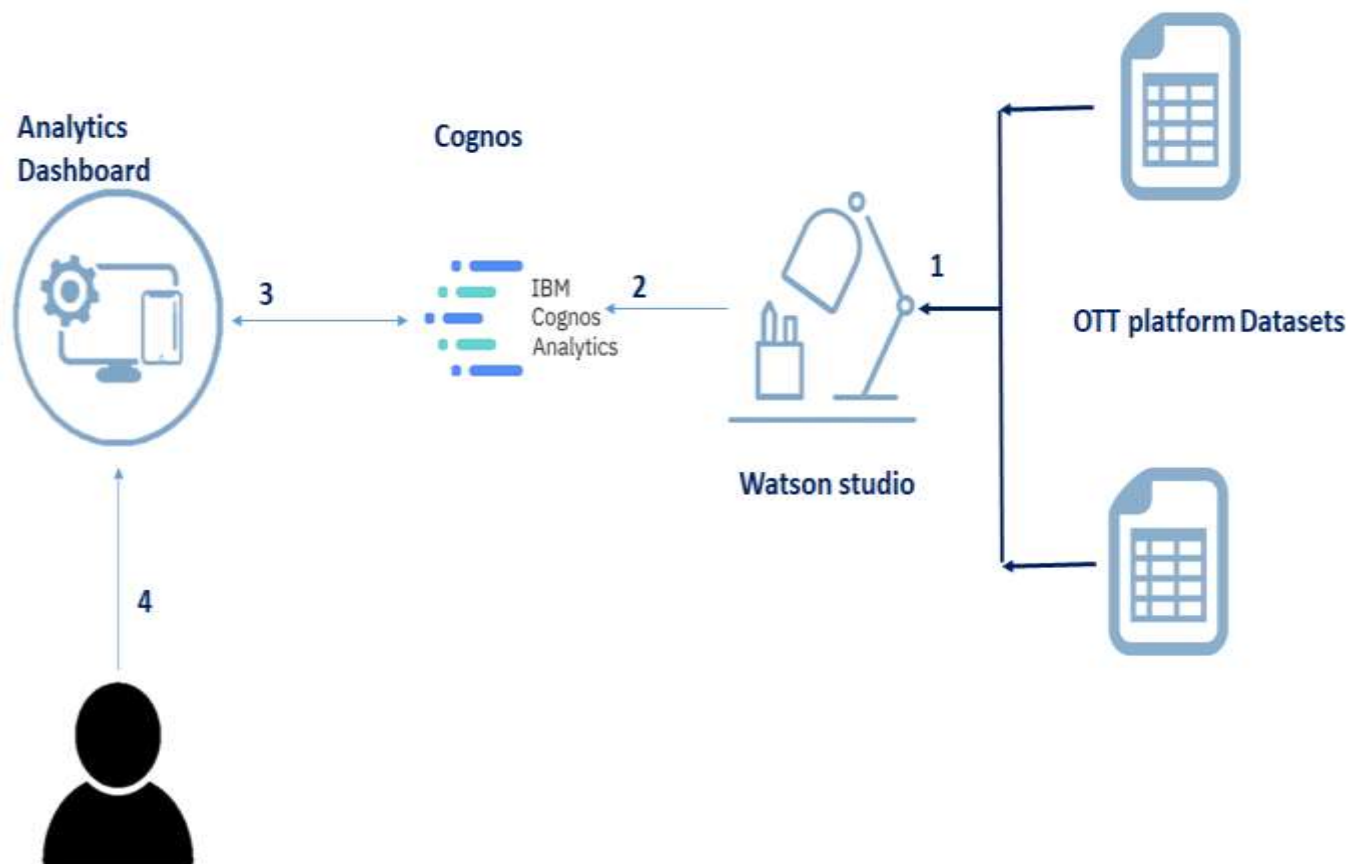
The way we consume videos has undergone massive changes. Now we have multiple OTT platforms such as Netflix, Amazon Prime Video, and Disney+ to stream TV shows and movies online. With overabundance of information and multiple criteria to compare various OTT platforms, it has become increasingly difficult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

2.2 Proposed 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 mainly analysed number of movies, web series, TV shows, rating and language. Our solution is a web-page called **OTT PLATFORM ANALYSIS TOOL** which will help our users to figure out which OTT platform is best suited for them. Our web-app will provide comparisons of the top OTT platforms visually so that the users can make some sense out of these statistics.

3. THEORITICAL ANALYSIS

3.1 Block Diagram



3.2 Hardware / Software Designing

The following is the Hardware required to complete this project:

- Internet connection to download and activate
- Administration access to install and run Anaconda Navigator
- Minimum 10GB free disk space
- Windows 8.1 or 10 (64-bit or 32-bit version) OR Cloud: Get started free, *Cloud account required.

Minimum System Requirements To run Office Excel 2013, your computer needs to meet the following minimum hardware requirements:

- 500 megahertz (MHz)
- 256 megabytes (MB) RAM
- 1.5 gigabytes (GB) available space
- 1024x768 or higher resolution monitor

The following are the software's required for the project:

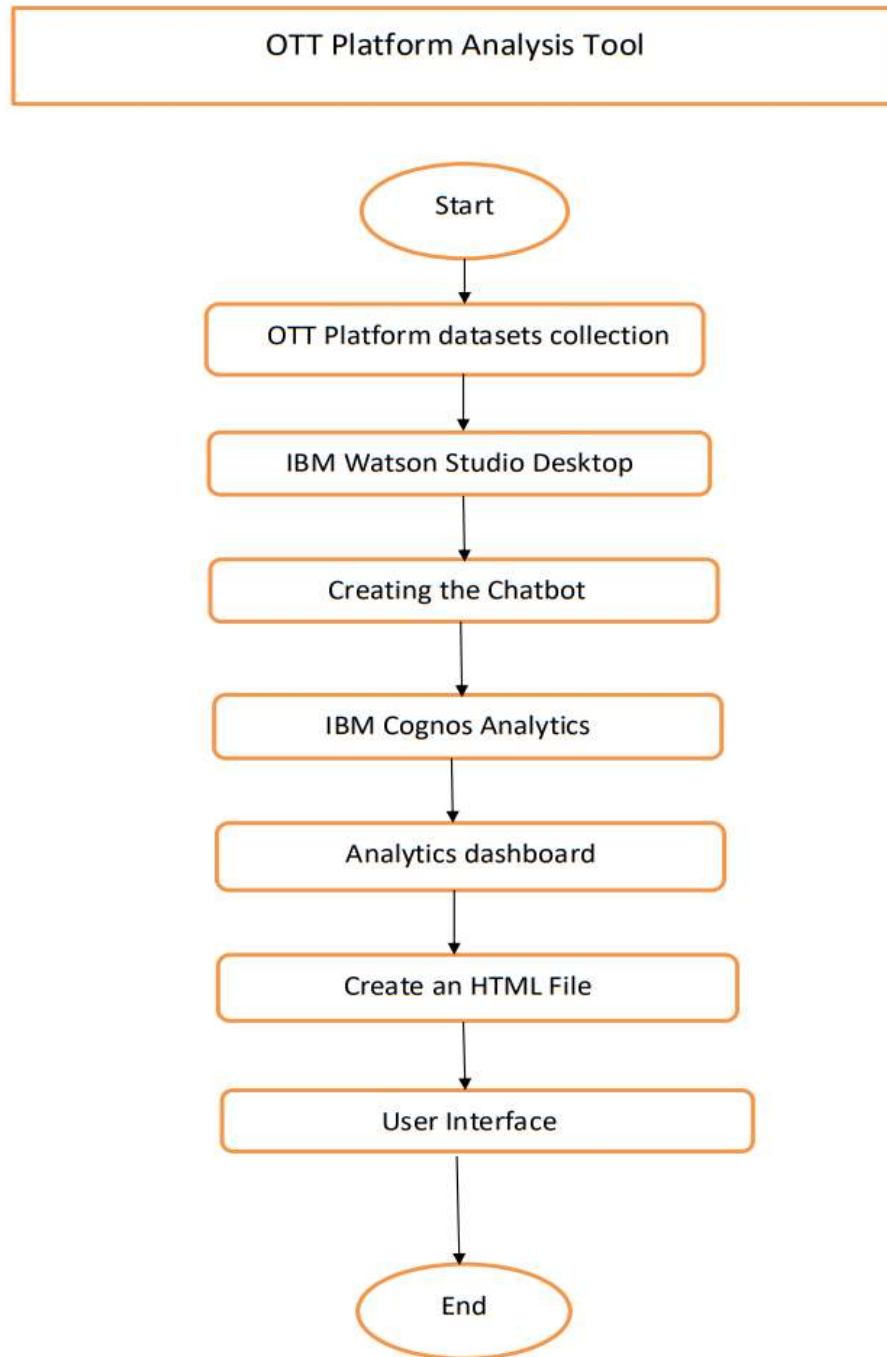
- IBM Initiative Account
- IBM Cognos Account
- IBM Watson Studio Desktop
- PyCharm Community edition (To make a website)

4. EXPERIMENTAL INVESTIGATIONS

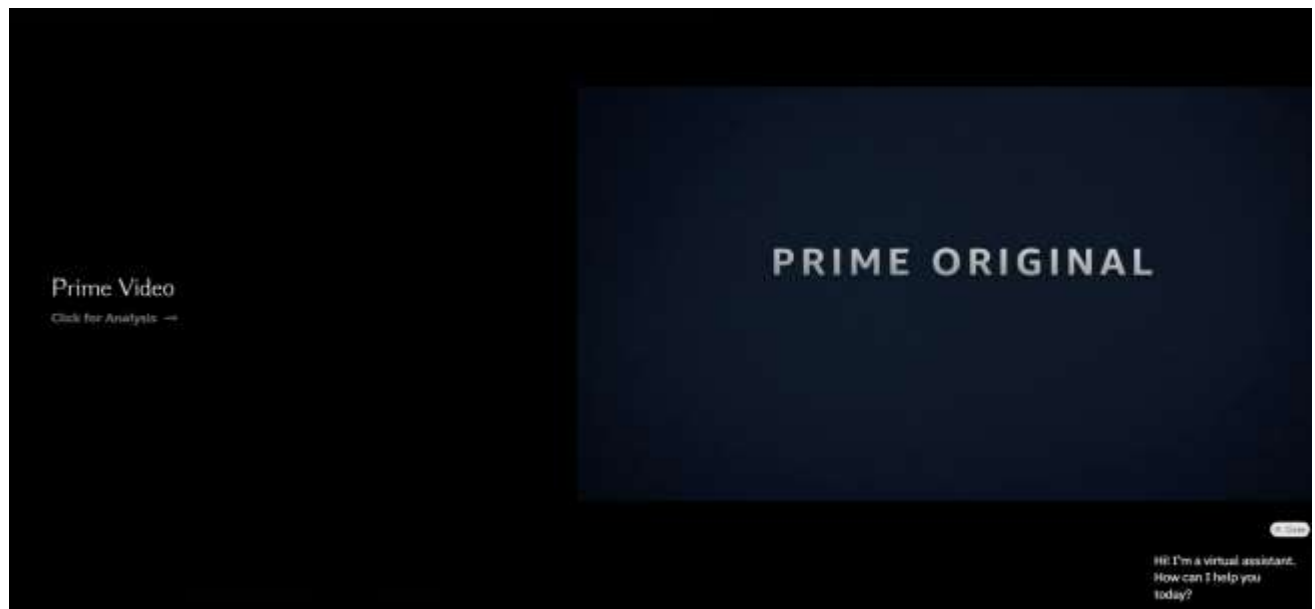
The Most important part of any analysis-based project is to define the clear boundaries whether this analysis would produce any results/conclusions which can be used in future. If, we are able to provide such insights which could help the market team to target the correct features, attributes of the OTT platform. Some examples on OTT platforms, such as If we make more variety of content for kids i.e., 5+ categories for baby, example educational program which help them to hook up on Platform as well as learn daily. This awareness will help to further establish the market more.

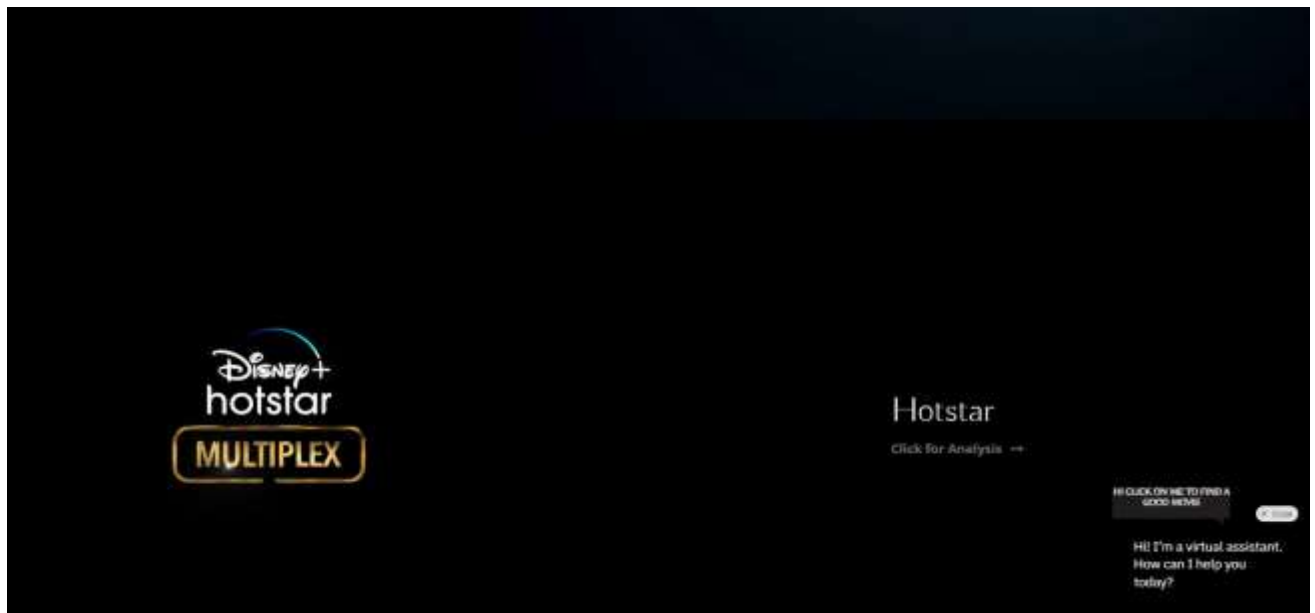
- a. If successfully define facts such as above from the data provided, we will be able to make more profit as well as diversify the audience on these platforms.
- b. More factors, more analysis is an inference which helps to identify whether we are considering right factors to effect, thus correct correlations are important.

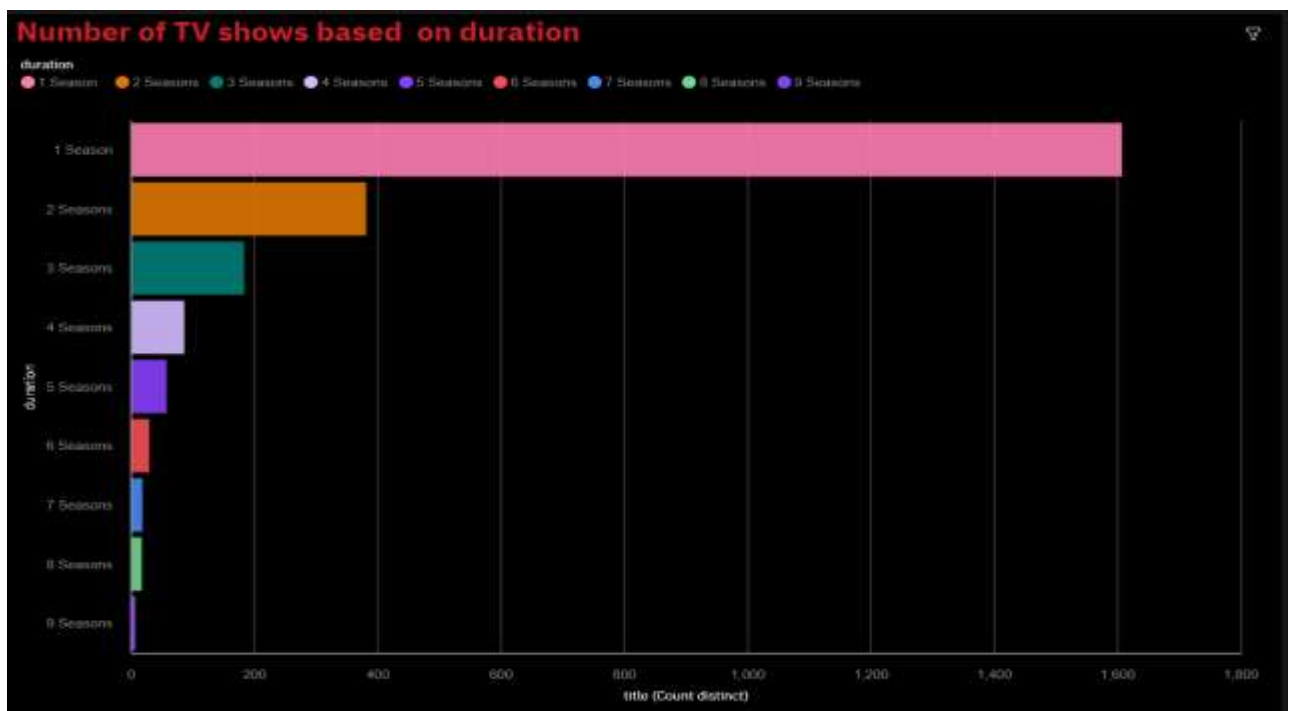
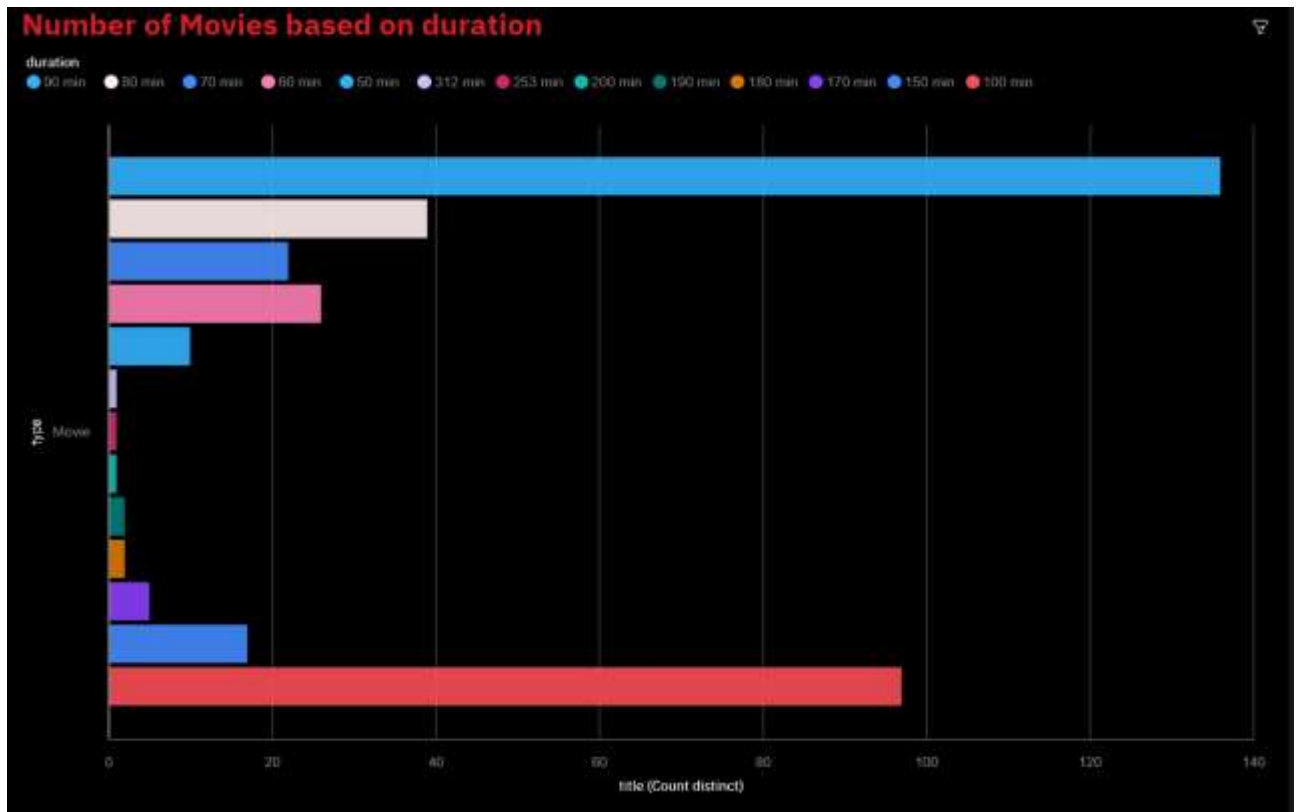
5. FLOWCHART

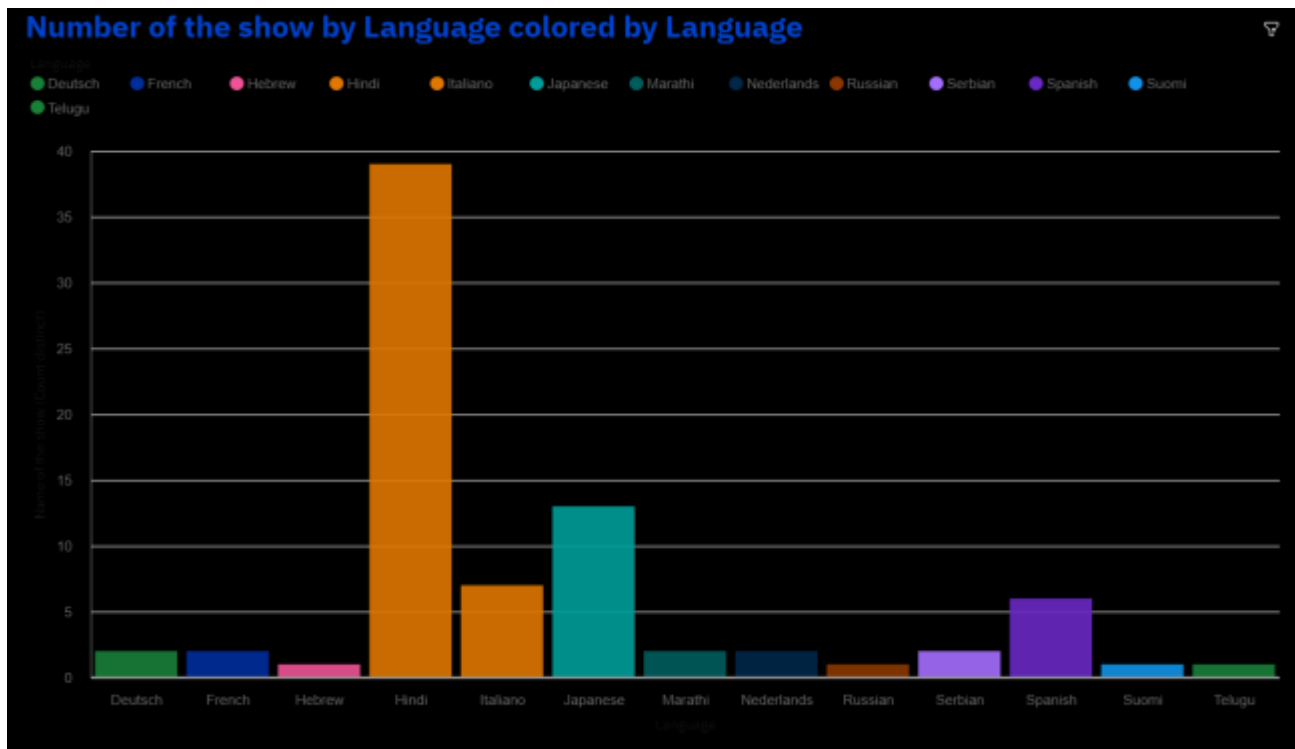
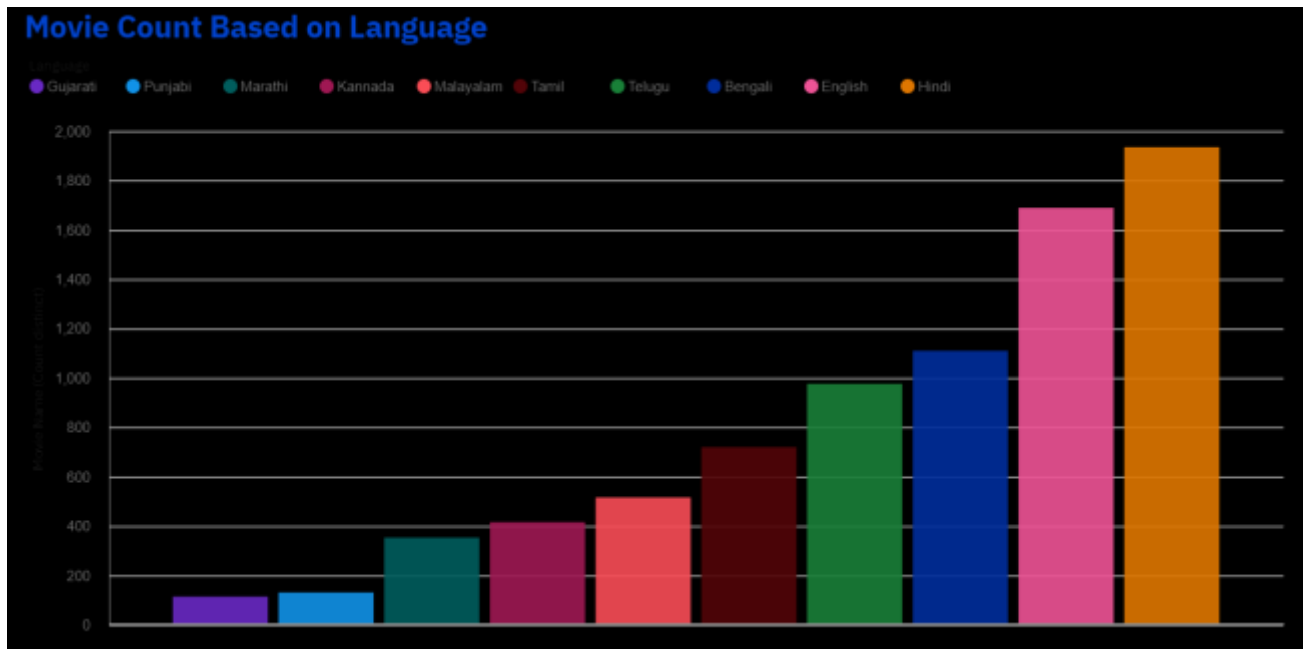


6. RESULT











Movies Count

Web Series Count

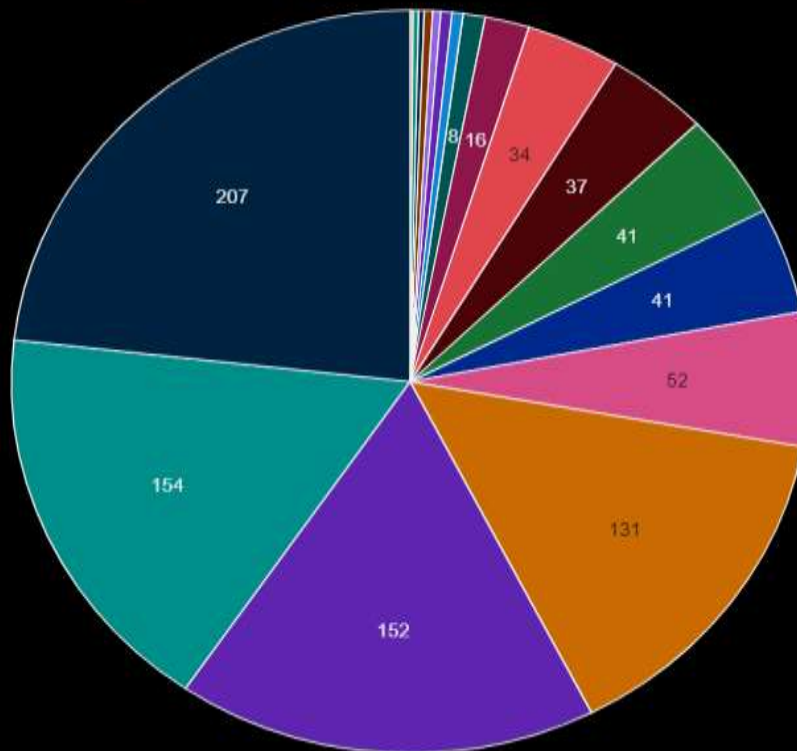
Tv Shows Count

680

191

23

Count of Rated Movies, Web series and Tv shows



Disney+ Hotstar Users Around the World

country

UK

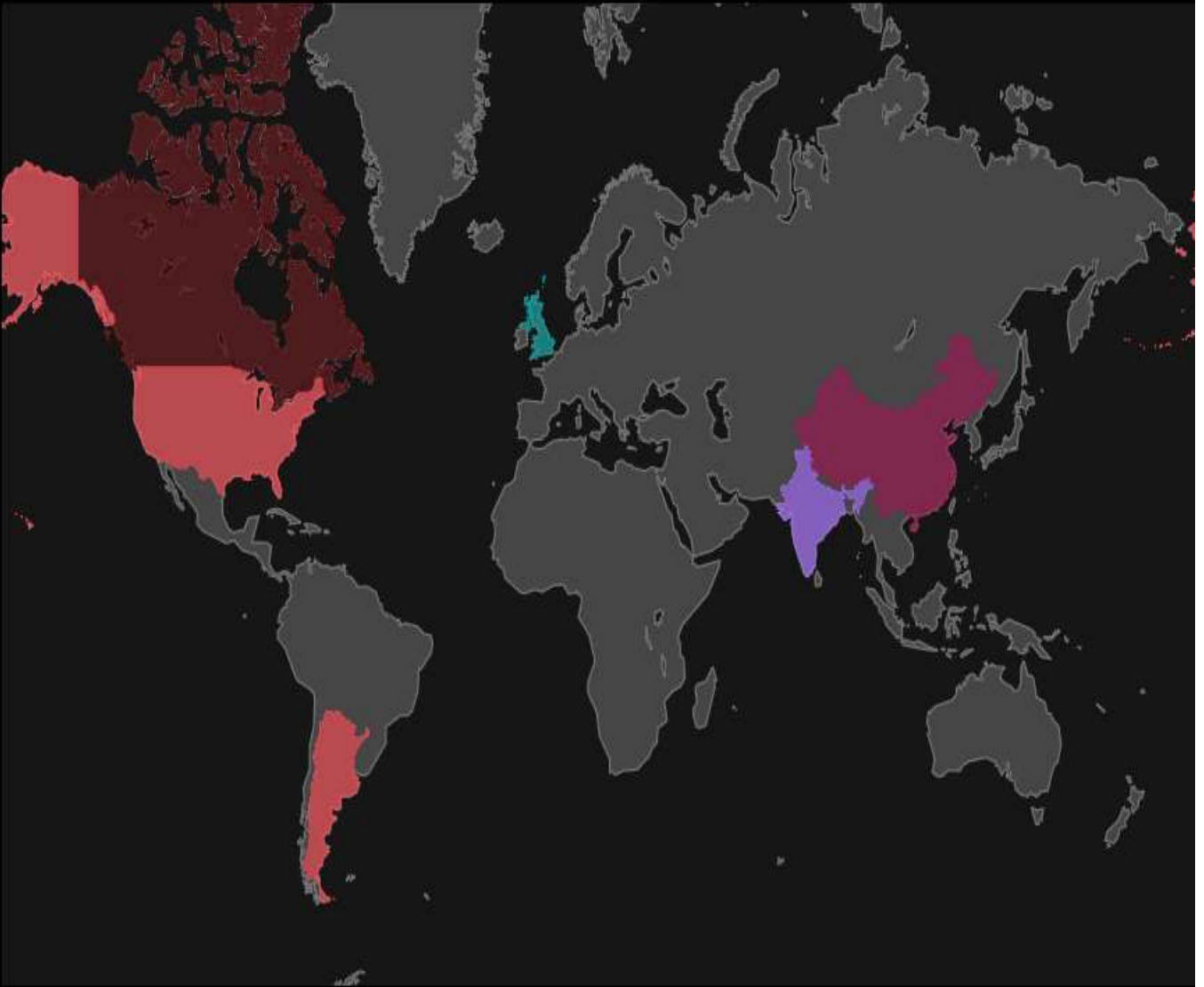
Argentina

USA

Canada

India

China



Hi! I'm a virtual assistant. I
can help you find a good
movie in OTT!

Netflix

Prime Video

Hotstar

Type something...



Built with **IBM Watson®** ⓘ

7. ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- 1.) Helps the user to get a quick overview on each OTT platform.
- 2.) Helps the user to find a good movie very quickly.
- 3.) Helps the producers of movies.

DISADVANTAGES:

- 1.) The data must be updated everytime.
- 2.) Analysis gets changed frequently.
- 3.) Data handling is difficult.

8. APPLICATIONS

- 1.) Movie producers who are going to launch the movie in OTT.
- 2.) OTT platforms can track the data easily.
- 3.) Movie Suggestions.

9. CONCLUSION

We identified that Netflix had overwhelming TV-MA films compared to other platforms. Amazon Prime had almost even distribution of different maturity rating films. Disney+ had no movies rated TV-MA and had only those rated TV-PG or TV-G. 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. From genome-tag analytics, we could test our goodness of analytics. Our discoveries in the movie Lens analysis were mostly in line with the results we found through the genre analytics. 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.

10. FUTURE SCOPE

- Due to the smaller size of the dataset for original films, partly since the data was limited to films released till 2021, we believe that further analysis would be necessary with the addition of recent movies in order to provide a more accurate picture.
- Expansion of Results can be done by identifying the greater Risks and as explained in description, will generate more data which can be again fed to the flowchart and can broaden our results.

11. BIBILOGRAPHY

<https://www.netflix.com/in/>

<https://www.primevideo.com/>

<https://www.hotstar.com/in>

<https://youtube.com/smartinternz>

APPENDIX:

a. Home.html

```
<!DOCTYPE html>

<html>
  <head>
    <link rel="stylesheet" href="/styles/Home.css">
    <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-
awesome.min.css">
  </head>
  <body>

    <section id="Header">
      <div class="ott-heading">
        <h1>OTT Platform Analysis Tool</h1>
      </div>
    </section>

    <section id="OTT">
      <div class="ott-flex">
        <div class="ott-left">
          <video src="Netflix.mp4" autoplay muted loop></video>
        </div>
        <div class="ott-right">
          <h2>Netflix</h2>
          <a href="Netflix.html">Click for Analysis<i class="fa fa-long-arrow-right"></i></a>
        </div>
      </div>
      <div class="ott1-flex">
        <div class="ott1-left">
          <h2>Prime Video</h2>
          <a href="Prime.html">Click for Analysis<i class="fa fa-long-arrow-right"></i></a>
        </div>
        <div class="ott1-right">
          <video src="Prime.mp4" autoplay muted loop></video>
        </div>
      </div>
      <div class="ott2-flex">
        <div class="ott2-left">
          <video src="Hotstar.mp4" autoplay muted loop></video>
        </div>
        <div class="ott2-right">
          <h2>Hotstar</h2>
          <a href="Hotstar.html">Click for Analysis<i class="fa fa-long-arrow-right"></i></a>
        </div>
      </div>
    </section>

    <div id="chat-btn">
      <h2>Hi Click on me to find a good movie</h2>
    </div>
  </body>
</html>
```

```

</div>

<script>
window.watsonAssistantChatOptions = {
  integrationID: "c20abc07-86a8-4e20-a221-73dc60a89fb5", // The ID of this integration.
  region: "eu-gb", // The region your integration is hosted in.
  serviceInstanceID: "e4583f03-543d-4d71-9f0f-0860401323c2", // The ID of your service instance.
  onLoad: function(instance) { instance.render(); }
};
setTimeout(function(){
  const t=document.createElement('script');
  t.src="https://web-chat.global.assistant.watson.appdomain.cloud/loadWatsonAssistantChat.js";
  document.head.appendChild(t);
});
</script>
</body>
</html>

```

b. Netflix.html

```

<!DOCTYPE html>

<html>
  <head>
    <link rel="stylesheet" href="./styles/Netflix.css">
  </head>
  <body>

    <section id="Header">
      <div class="ott-heading">
        <video src="Netflix.mp4" autoplay muted loop></video>
      </div>
    </section>

    <section id="ott">
      <div class="ott-flex">
        <div class="ott-left">
          <h1>Number of movies on Netflix</h1>
          <h3>5377</h3>
        </div>
        <div class="ott-right">
          <h1>Number of Tv shows on Netflix</h1>
          <h3>2410</h3>
        </div>
      </div>
    </section>

    <section id="images">
      <div class="images-flex">
        <div class="images-left">
          
        </div>
        <div class="images-right">

```



```

        
      </div>
    </div>
    
  </section>

</body>
</html>

```

c. amazon prime.html

```

<!DOCTYPE html>

<html>
  <head>
    <link rel="stylesheet" href="./styles/Prime.css">
  </head>
  <body>

    <section id="Header">
      <div class="ott-heading">
        <video src="Prime.mp4" autoplay muted loop></video>
      </div>
    </section>

    <section id="ott">
      <div class="ott-flex">
        <div class="ott-left">
          <h1>Number of movies on Prime</h1>
          <h3>8127</h3>
        </div>
        <div class="ott-right">
          <h1>Number of Tv shows on Prime</h1>
          <h3>391</h3>
        </div>
      </div>
    </section>

    <section id="images">
      <div class="images-left">
        
      </div>
      <div class="images-right">
        
      </div>
    </section>

```

```
</body>
</html>
```

c. Hotstar.html

```
<!DOCTYPE html>

<html>
  <head>
    <link rel="stylesheet" href="/styles/Hotstar.css">
  </head>
  <body>

    <section id="Header">
      <div class="ott-heading">
        <video src="Hotstar.mp4" autoplay muted loop></video>
      </div>
    </section>

    <section id="ott">
      <div class="ott-flex">
        <div class="ott-left">
          <h1>Movies Count</h1>
          <h3>680</h3>
        </div>
        <div class="ott-middle">
          <h1>Web Series Count</h1>
          <h3>191</h3>
        </div>
        <div class="ott-right">
          <h1>Tv Shows Count</h1>
          <h3>23</h3>
        </div>
      </div>
    </section>

    <section id="images">
      <div class="images-left">
        
      </div>
      <div class="images-right">
        
      </div>
    </section>

  </body></html>
```