A REVIEW OF OTT MEDIA PLATFORM USING BINZWATCH

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ABSTRACT

The project "BinzWatch" deals with the Streaming service that allows members to watch a wide variety of movies, documentaries, or more on internet-connected devices. In the Era of Computer Technology, we need to communicate and accelerate our life with the help of Information and Technology. With BinzWatch, you can enjoy unlimited ad-free viewing of our content. The major problem due to which the current OTT media platforms are facing huge loss is the password sharing problem. So just to solve that problem a profile system will be provided in it. It will increase the privacy in the accounts of people stopping them from sharing passwords. This application will let people stay connected. It will improve the mental conditions of people in this pandemic. According to the current situation going out for watching movies is not possible right now and in the recent future and even our current streaming platforms are not providing the feature of group movie watching with friends and family which will be provided by BinzWatch. Such online streaming platforms can help to overcome the trouble of the customers of standing in a queue and book any type of tickets for watching movies with friends. This application will let them stay connected and watch a movie like watching together in theaters / PVRs.
Keywords: Social Trends, Available Options, Media Options, Customer Age, Cable Television

I.   INTRODUCTION

In today's world, constant technological changes within the media industry can be seen. As technology grows and consumer preferences change, it is equally important for media companies (both cable and streaming services) to differentiate themselves. The market is witnessing more customer-focused options with online streaming.

A typical video streaming service must accommodate a heterogeneous set of requirements due to the variety of contents and content sources, user contexts and interests, devices, and network limitations, etc. Several video delivery schemes have been developed that can be categorized according to the type of network management used for the set-up and transmission of the video, i.e., a video delivery service is either implemented over managed or unmanaged networks.

Streaming video service offers a convenient and flexibleway of watching online videos, through which users could play the video files simultaneously when the files are being delivered from the server. Many streaming media websites such as YouTube and MSN video provide millions of online streaming videos. This gains online streaming video growing popularity among Internet users. With the development of this technique, designers attempt to improve the quality of streaming service, to promote the level of user satisfaction. To achieve this, it is essential to analyze the information of user behavior in streaming sessions supported by the streaming servers. These sessions essentially involve a great number of user interactions with the streaming system.

II.   LITERATURE REVIEW

A.   *Emergence and future of Over-the-top (OTT) video services in India: an analytical research*

Over-the-Top (OTT) video platforms, once considered a luxury is today a commodity. In India, there is an increasingly growing number of consumers adapting to it. While Indian streaming services like Hotstar and Jio Cinema have gained a stronger foothold, global players like Netflix and Amazon Prime have steadily grown their market share in India. This paper explores the emergence, advantage, and future of streaming services in India through analytical research. We also present the various OTT services, their growth factors, technology background, audience characteristics, content, censorship, and future developments expected in the industry

B.   *Consumption of OTT Media Streaming in COVID-19 Lockdown: Insights from PLS Analysis*

In light of the current ecosystem of technological advancements in telecommunication and enhanced capability of devices, the present work brings to the fore the changes in consumers' media consumption. The shift from conventional media to over-the-top (OTT) media, particularly in the lockdown period due to the COVID-19, has resulted in a war between streaming service providers to attract and retain customers. In the light of this change, the present study conducts partial least squares structural equation modeling (PLS-SEM) analysis to examine the impact of two key antecedents, namely, customer engagement (CE) and quality of service experience (QoSE) for their impact on users' willingness to continue and subscribe (WCS) streaming services in future. The paper also delves into the indirect role of satisfaction and habit in affecting the aforesaid linkages.

C.   *Proliferation of OTT apps in India: an empirical study of OTT apps and its impact on college students*

One of the biggest pivots in the world of entertainment this century has been the rise of streaming apps, especially among students. The students have been using the OTT platform for both their personal and academic purpose. The findings showed that streaming movies and shows online have become a culture among the students. And all these aspects are based on the services that are provided to the customers and gaining more and more subscribers day by day as the competition has increased and understood the psychology of the people to attract their attention towards their Streaming apps. Streaming apps will create a great legacy and continue to remain a top option when it comes to entertainment and spending leisure.

D.   *Profilesand preferences of OTT Usersin Indian perspective.*

As we look back from a few years in India, OTT's platform subscriber growth rate is raising toward high till the date through this (Covid-19) Pandemic Lockdown as this growth is based upon the great Technological advancements that contributing to the OTT providers to bringing high-quality content to our near screens through the Internet. OTT's providers not only depend on their repository but invest a lot of money in producing their content. Many factors, such as new technologies, a drop in data charges, improved Internet speeds both at home and on the Internet. Mobiles, tablets, laptops, and Smart TVs are now to be made for entertainment and made it easy for the consumption of content provided by the OTT providers. This paper is in a novel approach to understand the user profiles and preferences from an Indian perspective.
The problems discussed are given below:-

- Impact of streaming platforms on students
- Consumption in lockdown situation
- Add to customer dissatisfaction
- Probable loss of business

The major findings from these papers were:

- Get Organized
- Align your Processes
- Communicate Effectively& with Ease
- Execute as a Team

III.   ASTUDYOFOTT MEDIA PLATFORM

The term OTT is the abbreviation of "Over-The-Top", which has a meaning that audiovisual contents are delivered over the top of existing types of TV receivers such as cables, satellite dishes, and set-top boxes (Urgelles, 2017). Synonyms for OTT, "non-linear (or on-demand) audiovisual media service" or "Video-On-Demand" are also used. Audiovisual Media Services Directive from the European Union defines the non-linear audiovisual media service as "audiovisual media service provided by a media service provider for the viewing of programs at the moment chosen by the user and at his request on the basis of a catalog of programs selected by the media service provider".[1]

OTT operators' common strategies are localization strategy, partnership strategy, content differentiation strategy, revenue enhancement strategy, and service optimization strategy.

Existing broadcasters against OTT services are also using the same strategies. Some of the existing broadcasters have used envelopment strategy launching similar services to OTTs, and diversification strategy by acquiring data analysis companies or launching content producing affiliation.

IV.   RESEARCH

A little too much time has been spent thinking about the process of making an OTT Media Platform. The first andforemost thing before developing an application is to brainstorm about the whole idea and discuss possiblesolutions. So, when we started working, we discussed it with a few of our colleagues to have some great ideasand have a deep discussion so as to get maximum understanding of OTT platform concepts and give a possible solution.

While discussing,it was decided together all possible requirements of the users and created a questionnaire to ask about their preferences. Mostpeople preferred online streaming platforms because of theire asy accessibility as you can see in the figure below.

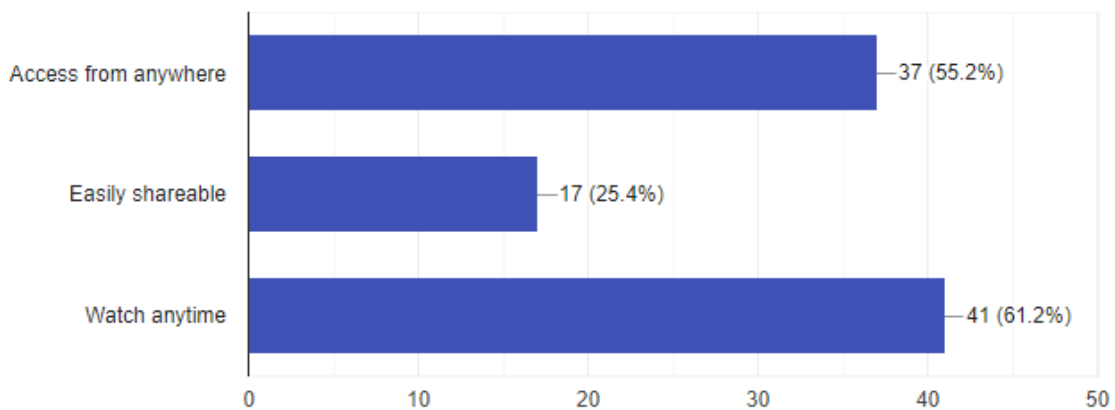If your response is online, reason you preferred this?

67 responses

Fig.-2: Asnapshotoftheuser'spreference

After gathering all these requirements, working on the database and implementations started. For this process too,mood boarding and an excellent discussion had taken place.And som any ideas for implementing the features came out.

ComparativeAnalysis

Table-1: ComparisonTable of BinzWatchandothergeneral media platforms.

S.No.	Features	BinzWatch	Other OTT Media Platforms
1.	Register	✔	✔
2.	Sign-in	✔	✔
3.	Chat System	✔	X
4.	Movie Recommendation	✔	✔
5.	Group Movie Watching	✔	X
6.	Movie Gallery	✔	✔
7.	Privacy Concern	✔	X
8.	Data Management	✔	✔
9.	Video Downloading	✔	✔
10.	Adaptive Bit Rate	✔	✔

The unique feature present in our BinzWatch: OTT Media Platform is that users can stay connected with each other by using this chat feature available in the system andtherefore is the reason for trusting our app with privacy concerns.

V.   CHALLENGES

Reliability, Capacity, and Scale

The capacity and scale are a critical element of an online streaming strategy because is impossible to predict when and where your content will go viral. With higher resolutions and bit-rates, massive amounts of data are being delivered and this volume of activity can result in latency and reliability issues. As a viewer, we have all experienced that all-too-familiar scenario where the video stream lags or completely drops out at a crucial moment.

Grey- Sheep Problem

A group of users who have special tastes and they may neither agree nor disagree with most of the users. The identification of them becomes a challenge in collaborative filtering since they may introduce difficulties to produce accurate collaborative recommendations.

Data Sparsity

User Item rating matrix is very sparse (many null items) because stores have many products and all those products will not be rated by many users. Very few people rate products. This sparsity makes training computationally inefficient.

Untrustworthy Member Data

In many cases, users submit inaccurate information on their profiles. As a result, marketing efforts will not be aimed at the right audiences, members continuing to be an elusive target.

Device Compatibility Challenges

Ensuring that video streams are compatible with, and optimized for, the countless devices on the market is another challenge that providers face. Today, fully adaptive streams can adjust to any bitrate and resolution, making it easier to deliver the right stream to every screen. However, video providers still need to decide whether to distribute multiple streams to a service provider or send one stream and transcode it.

VI.   PROPOSEDSOLUTION

This system is required for the people as well as streaming service providers to prevent losses. So many companies like Netflix, amazon prime faces huge loss just because of the password sharing problem. So just to solve that problem we will provide a profile system in it. It will increase the privacy in the accounts of people stopping them from sharing the password.

This application will let people stay connected. It will improve the mental conditions of people in this pandemic. According to the current situation going out for watching movies is not possible right now and in the recent future.

After the analysis of preliminary investigation, the researcher has spotted and identified some of the mainproblems whicharesolved byimplementingcertainfeatureswhicharebriefly described below:

- **Profile System:**It will increase the privacy in the accounts of people stopping them from sharing the password.
- **Group Movie Watching:**This application will provide the ability to stay connected to their friends and family, watch movies in group movie watching option by creating rooms with connected chats and voice, and feel like they are together.

The solution for the current system is to develop a system that will implement the above features removing outall the existing problems. The proposed system will work upon the current issues and will overcome theproblem thatitconsists ofnow.

VII.   CONCLUSION

OTT stands for "Over The Top" and refers to any streaming service that delivers content over the internet. The service is delivered "over the top" of another platform, hence the moniker.

In previous years, a consumer would take out a cable subscription and their cable TV provider would be responsible for

the supply and availability of the programs. In the modern era, users can sign up for services like Netflix or Spotify and access their offerings over the internet.

The major concern with the current OTT media platform such as Netflix Amazon prime is the password sharing problem.

Soto solve the above-mentioned problemthis system is embedded with a feature in which users can chat with their family and friends while watching movies, this chat feature brings privacy concerns with it so it will help to minimize the above-mentioned problem to some extent.

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