

OTT Platform

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Abstract: *OTT platform stands for "over-the-top," which refers to the delivery of video, audio, and other media content over the internet directly to users without the need for traditional cable or satellite TV service providers. OTT platform services allow users to access and consume content anytime and anywhere, on multiple devices such as smart phones, tablets, smart TVs, and streaming devices. Examples of popular OTT platform services include Netflix, Amazon Prime Video, Hulu, Disney+, HBO Max, and YouTube TV. These services offer a wide range of content, including TV shows, movies, original programming, and live sports events. Many OTT platform services offer a subscription-based model, where users pay a monthly or annual fee to access the content. Some services also offer ad-supported content or pay-per-view options. The rise of OTT platform services has disrupted the traditional media landscape, with many consumers cutting the cord on cable and satellite TV and opting for OTT platform services instead. The convenience, affordability, and accessibility of OTT platform services have made them increasingly popular, and the industry is expected to continue to grow in the coming years. New OTT platform can integrate interactive features such as live chats, comments, or social media integration, enabling users to engage with contents and other viewers. Like all OTT platforms, new ones can provide users with the flexibility to watch content on demand, anytime and anywhere.*

Keywords: HTML, CSS, JavaScript

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