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 suchas 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

I. INTRODUCTION

Over-The-Top (OTT) platforms have revolutionized the way we consume video content, enabling users to stream movies, TV shows, and other video content over the internet. With the rapid growth of internet penetration and the increasing popularity of smart devices, OTT e platforms have emerged as a disruptive force in the media and entertainment industry. The success of platforms such as Netflix, Hulu, and Amazon Prime Video has demonstrated the immense potential of OTT platforms, leading to the emergence of a range of new players in the market. The objective of this project is to design and develop an OTT platform that provides a seamless and user-friendly experience for viewers while also enabling content creators and producers to reach a wider audience. The platform will leverage cutting-edge technologies to provide personalized content recommendations, advanced search functionalities, and a comprehensive library of movies, TV shows, and original content.

There are mainly four modules:
- Customer
- Distributor
- Support

In this paper, we have 3 logins such as for customer, distributor, support. The admin has the overall control of the system. The customer is another module they can add ratings, add comments and can add suggestions. The Distributor is the other module of the project. The distributor can manage videos, add videos, delete videos. The Support is another module of the project. The support can login in to the website. Support can view customers, can delete customers, add customers.. It uses react as front end, Node.js & Express.js as backend and MongoDB as database. And also, it provides accuracy, reliability, ease of access and data security.

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II. METHODOLOGY

Project Planning and Requirements Gathering: Define the objectives, features, and target audience of the website. Gather all the functional and non-functional requirements. Database Design: Design the database schema using MongoDB to store recipe OTT platform data, such as OTT platform customer, distributor, support, etc. Backend Development with Node.js and Express.js: Implement the server-side logic to handle user requests, authentication, and interactions with the MongoDB database. API Development: Create RESTful APIs to handle CRUD operations (Create, Read, Update, Delete) for recipes and user-related actions. User Authentication and Authorization: Implement user authentication and authorization using tools like JSON Web Tokens (JWT) to secure the API endpoints and manage user sessions. Frontend Development with React.js: Build the user interface for the website, allowing users to browse, search, and submit recipes. User Interface Design: Design an intuitive and visually appealing user interface with responsive layouts, making it accessible across different devices. User Interaction and Social Features: Allow users to comment recipes. Testing: Perform unit testing, integration testing, and user testing to ensure the website functions correctly and meets the requirements. Security Considerations: Ensure data security by validating user inputs, sanitizing data, and protecting against common web vulnerabilities. Community and Feedback: Encourage user engagement, feedback, and communitybuilding to enhance the website's growth and content quality.

III. EXISTING AND PROPOSED SYSTEMS

OTT platform has undoubtedly emerged as the medium to target a wide audience and generate revenue via various models. Now it is impossible to build your own OTT app in your niche and see an increase in engagement and subscribers. Many OTT platforms are available today and used by lots of people. The system provides access of limited videos and there's no option to add review to the videos .So our proposed system will overcome these limitations.
The OTT will introduce give users the ability to add their comments on each videos so that a new viewer can chose the video to be watched by the previous comments. Also there's a provision to add rating to the video if the user insists.

A. Limitations of the Existing System
- Users cannot add comments.
- There is no options to add ratings
- Customers may find it frustrating to switch between multiple platforms to access their favorite shows and movies.
- To overcome the drawbacks on the existing system a new system has to be implemented. In the proposed system,

B. Advantages and Features of the Proposed System
- Add comments
- Can add ratings
- Easy of accessibility

IV. BACKGROUND

Technologies used in this Project:
The MERN stack is a popular combination of technologies used to build web applications. MERN stands for MongoDB, Express.js, React.js, and Node.js. Each component of the stack has a specific role to play in the web application development process. MongoDB is a NoSQL database that is used to store and manage the application data. Express.js is a server-side framework for Node.js that helps in building RESTful APIs and handling HTTP requests. React.js is a front-end framework used for building user interfaces. Node.js is a server-side JavaScript runtime used to build scalable and high-performance applications.
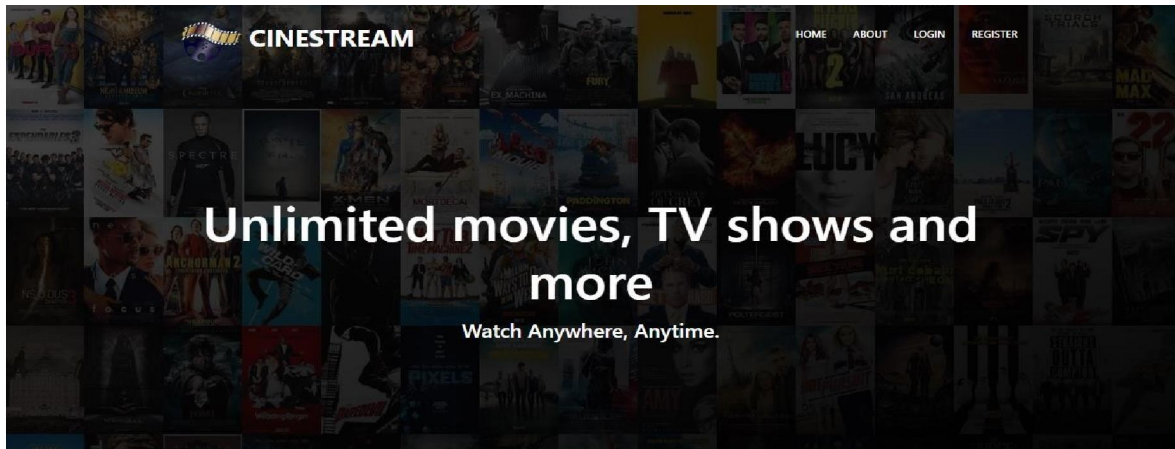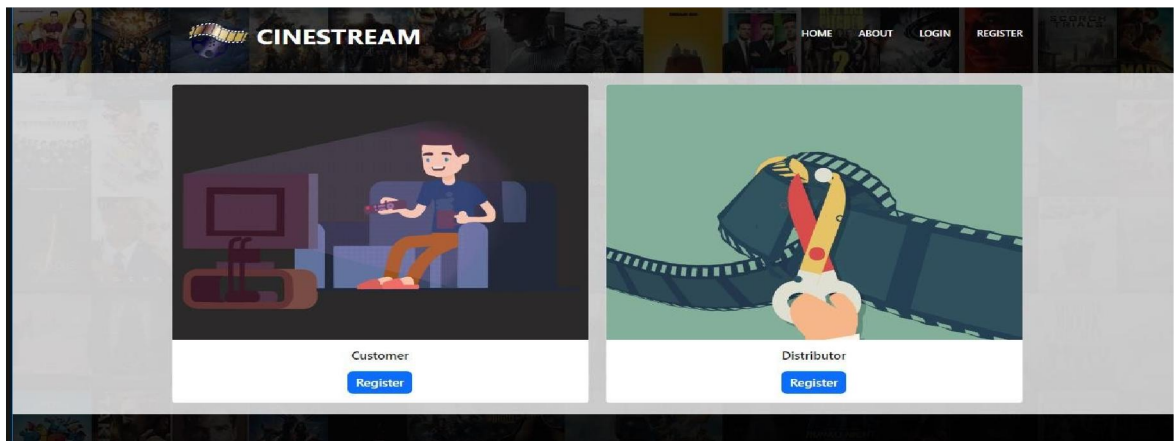
V. RESULTS AND DISCUSSIONS

Figure 1: Home page
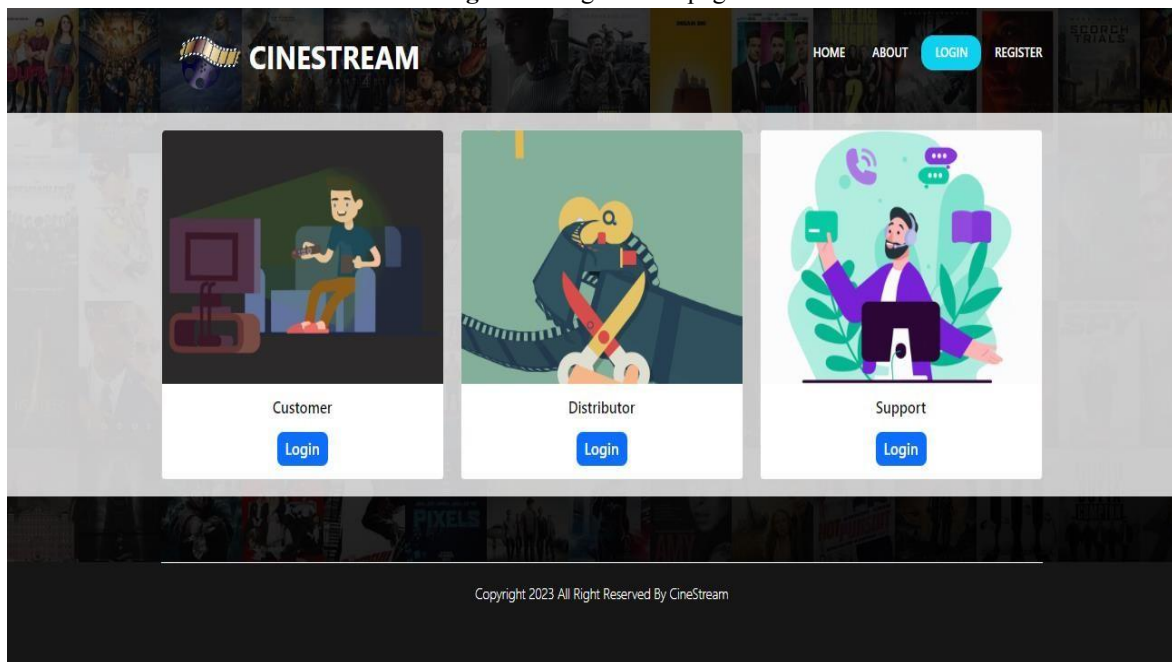

Figure 2: Registration page
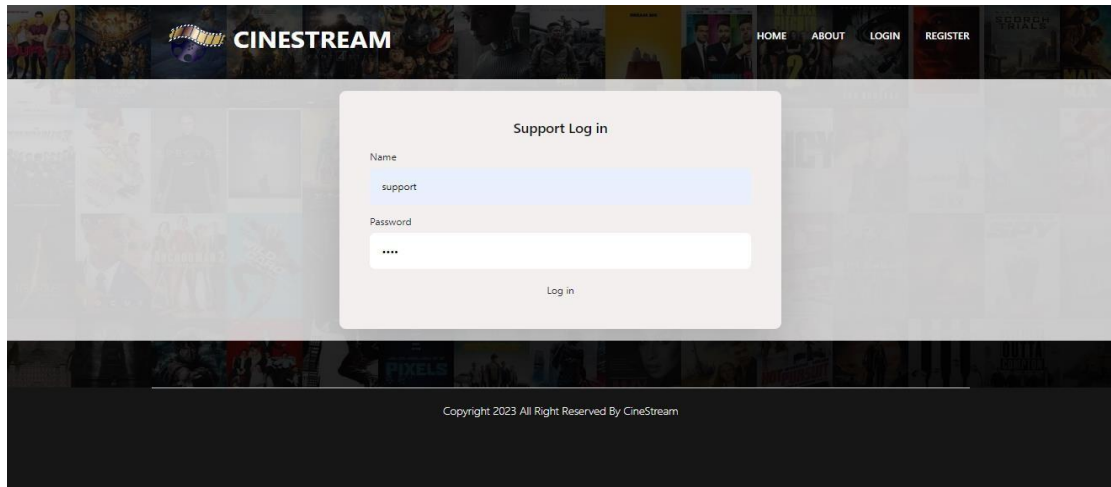

Figure 3: Login page

Figure 4:Support login page

VI. CONCLUSION

In conclusion, an OTT (Over-The-Top) platform is a digital streaming platform that delivers audio and video content directly to end- users over the internet. It has revolutionized the entertainment industry by offering users a diverse range of content options at their fingertips, anytime and anywhere. The development of an OTT platform involves various key components such as content management, user management, payment and subscription management, analytics and reporting, and more. These components work together to ensure a seamless and engaging user experience and provide valuable insights into user behavior and content performance. OTT platforms have become increasingly popular in recent years due to their convenience, flexibility, and cost- effectiveness.

OTT platforms will continue to refine their recommendation algorithms to offer highly personalized content suggestions based on individual user preferences, viewing habits, and feedback. This could involve leveraging advanced machine learning and AI techniques to provide more accurate and relevant content recommendations.

OTT platforms may introduce interactive features that allow users to engage with the content in new ways. For example, viewers might be able to choose different storylines or outcomes within a show, participate in live polls or quizzes related to the content, or access additional behind-the-scenes material.

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