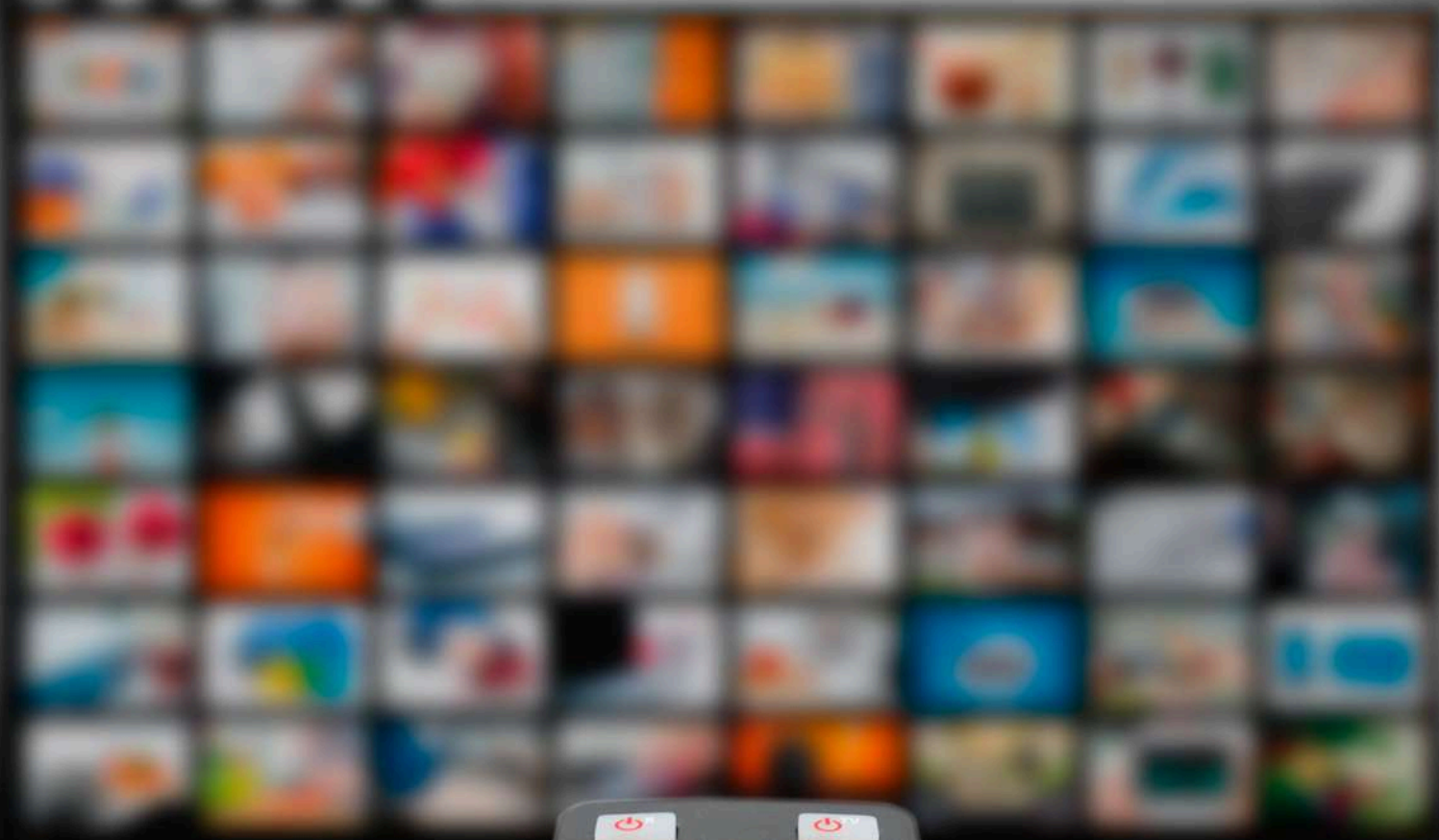


OTT MEDIA



► **WeChat**

Rupa Singh

Brand Manager, CitiusTech

PGDM - Marketing (2017-19)

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2023, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education.”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.

Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured differently.

WeSchool has chosen the 'design thinking' approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the **150th** Issue of **Samvad!**

SAMVAD is a platform for “Inspiring Futuristic Ideas”, we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our WeChat section.

In this issue of SAMVAD, we explore ‘OTT Media’ with an exclusive interview of Rupa Singh, Brand Manager, CitiusTech. Her interview has great insight into the evolving landscape of OTT media that has been taking the Indian entertainment industry to new levels.

In today’s digital world, OTT (Over-The-Top) media platforms are revolutionizing how audiences consume entertainment. By delivering content directly via the internet, these platforms bypass traditional distribution channels like cable and satellite, offering unparalleled convenience and personalization. According to a PwC report, the global OTT market is expected to reach \$223 billion by 2026, driven by increasing internet penetration, evolving consumer habits, and the rise of smart devices.

OTT media has witnessed exponential growth worldwide, with streaming giants like Netflix, Amazon Prime Video, and Disney+ investing heavily in original content. Netflix alone allocated over \$17 billion to content creation in 2024. Platforms are increasingly focusing on regional and niche content, tailoring offerings to specific audiences. For instance, Disney+ surpassed 150 million global subscribers in 2024, while services like Viaplay and Wavve have thrived in localized markets, recording strong subscriber growth. Advanced technologies like AI and machine learning are enhancing

FROM THE EDITOR'S DESK

personalization, with McKinsey reporting a 30% increase in watch times driven by tailored recommendations.

India's OTT landscape is one of the fastest-growing globally, projected to reach \$12.5 billion by 2030, according to a FICCI-EY report. Affordable data plans, smartphone adoption, and a young, tech-savvy population are driving this growth. Regional content has become a cornerstone, with 57% of consumption now from non-Hindi languages, per Boston Consulting Group. Sports streaming is another major draw; Disney+ Hotstar's IPL streaming reached 50 million concurrent viewers in 2023, breaking records. Platforms are diversifying revenue models, combining subscription services (SVOD) with ad-supported free streaming (AVOD) to cater to varied consumer segments.

The OTT industry faces challenges such as rising competition, content piracy, and regulatory scrutiny. Governments, including India's, are introducing content guidelines to address concerns about objectionable material, requiring platforms to balance creative freedom with compliance. However, the opportunities remain vast, with an estimated 5 billion internet users globally and untapped potential in emerging markets. Collaborations with telecom operators and advancements in 5G technology promise to expand access and improve streaming experiences.

OTT platforms are set to remain a dominant force in entertainment, evolving with consumer expectations. By embracing regional diversity, leveraging advanced technology, and fostering creative storytelling, these platforms are shaping a future where entertainment is truly on-demand, anytime, anywhere.

We hope you have a great time reading SAMVAD!

Let's read, share and grow together!

Best Regards,
Team Samvad

Index



Pg. No.

WeChat

1

ARTICLES

OTT's Role in the Financial Turnaround of Media Companies

5

Ad-Supported vs. Subscription-Based Models

8

The Hidden Cost of Convenience

12

WeAchievers

16

Team Samvad

19

Previous Magazines

20



Rupa Singh

Brand Manager, CitiusTech
PGDM - Marketing (2017-19)

Could you kindly provide a comprehensive overview of your professional journey detailing your experiences and career progression starting from your time at WeSchool up to your current position in CitiusTech?

The last six years have been a whirlwind—a mix of learning, adapting, and discovering what I love about marketing and branding. It all began back at B-school, where I got my first taste of the corporate world. Fresh out of college, I joined Shemaroo Entertainment—a name I'd grown up associating with timeless Bollywood classics. WeSchool inducted me very well into the corporate life and expectations.

At Shemaroo, I spent three and a half years immersed in the content industry. It wasn't all glitz and glamour, though. I was knee-deep in contracts, marketing plans, and brand campaigns, figuring out everything from legal implications to the nitty-gritty of distribution strategies. It was intense but rewarding. By the time I moved on, I'd learned how to think on my feet and juggle a hundred things at once.

Still, I felt like I was missing something. I wanted to go deeper into core branding and marketing. That's when I made the leap to Rediffusion, India's largest independent ad agency. It was a big switch—from content to the fast-paced world of advertising—but I was ready for it. At Rediffusion, I got to work with brands I'd admired from afar, like Tata, Parle, and BMW India.

One of the most memorable experiences was working with Lady Finger, India's first all-women ad agency. Being part of a team led by Pista Sale, who had built iconic brands like Sunsilk and Lux, was surreal. I saw firsthand how impactful storytelling comes to life—not through flashy gimmicks, but by understanding people and their emotions.

A few years later, life took me to Bangalore. The move came with its own share of challenges, but it also brought opportunities. After some time exploring the city and its vibrant market, I joined CitiusTech, a healthcare technology company.

Switching from B2C to B2B marketing was like entering a new world. Suddenly, I was speaking to seasoned professionals in the healthcare industry—people with decades of expertise. I quickly learned how important it is to be precise and credible in this space. Every conversation, pitch, and campaign had to be backed by real insights and an understanding of the industry's complexity. It was challenging, but it also opened my eyes to the impact we could create in healthcare.

When I look back at this journey, I see a series of twists and turns that have shaped who I am—not just as a marketer, but as a person. Each role taught me something new, and each challenge pushed me to grow in ways I didn't expect. I'm still figuring out where this path will lead, but one thing's for sure: it's been one hell of a ride so far.

How can OTT platforms differentiate themselves in a crowded market and build a strong brand identity to attract and retain subscribers?

So, for instance, if I created an OTT app today, having the knowledge I have about the business, this is how I would operate it to ensure:

When it comes to OTT apps, I believe there are few important things which matter a lot.

Firstly, you have to understand that good content wins. No matter how big or small of a platform you have. Every piece of content that is launched is a huge monetary investment. So understanding the pulse of your viewers is key. If you have a differentiator, stick with your USP. Secondly, good marketing is very important when you are confident about your content. I would try to pick a niche/genre for the platform. With the USP of content, it would be easier to create a niche and marketing would become easier and more expansive since I'd be talking to a set community. A very important thing is to be smart with the business observations- I would not invest in producing a new content, but instead use my dollars to buy an old 'gold' IP from an existing seller which had a demand/buzz at some point in the past. Smartness is to also understand what to let go of- if it's not received well irrespective of the amount of investment gone into a content IP. And if despite doing so much, I don't see the numbers improving or the business growing- I will get consolidated with a larger player.

What are the challenges and opportunities for OTT platforms in expanding to international markets?

There are several challenges we face in this space, and they're not easy to overlook.

The first is competition. With hundreds of players offering similar services, often backed by better content titles, it's a tough game. Sometimes, the only way to win is through better pricing—which isn't always sustainable.

The second is content-related constraints. When the content isn't produced in-house, we run into limitations with perpetual rights, which can create significant bottlenecks. These restrictions usually fall into two categories:

- **Geographical limitations:** This happens when we're unable to broadcast or sell the content to vendors in specific regions, even for a limited time.
- **Timeline limitations:** These occur when we have content rights for only six months, but the buying vendor requires a year-long commitment. Such mismatches can derail deals or create trust issues.

The third challenge is operational complexity. Managing an operations team comes with its own set of responsibilities, from ensuring efficiency to addressing team needs.

Lastly, **we have to be mindful of cultural implications.** Content that resonates in one region might not translate well to another, and even minor missteps can lead to significant backlash. Each of these challenges demands careful navigation, thoughtful strategies, and constant vigilance to ensure we deliver value without compromising on quality or commitments.

How are emerging technologies like AI, VR, and AR shaping the future of OTT?

AI, VR, and AR are definitely poised to reshape the OTT space in significant ways over the next five years. Once the current ideas, platforms, and marketing strategies hit their saturation point, experimenting with these tools will not only become more frequent but also far more intriguing.

The impact will span across content creation, consumption, and marketing—though the sequence may vary. In content creation, it's no longer just about catering to the viewer's consumption capacity; after all, no one can consume even 5% of the existing content in their lifetime. And yet, content production continues to grow exponentially.

For OTT platforms, the goal is often to have a robust selection of titles, sometimes even repeating content, to prevent viewers from jumping to another app in search of something else. One of the quickest transformations I see is in tailoring content. For example, South Indian titles often face limited distribution due to the need for subtitles—a barrier that AI can now overcome with ease.

Imagine watching the 20th sequel of Kalki unfold around you in VR—it's not as far-fetched as it sounds. AR, meanwhile, is already making inroads, with platforms like Flam using it creatively for marketing campaigns.

These tools will bring a fresh, dynamic perspective to how content is created, consumed, and marketed. But at the core, the heart of the OTT industry will always revolve around three key elements: the stories, the selection, and the reach.

For students aspiring to enter the OTT industry, what advice would you give on choosing a specific specialization (content creation, marketing, technology, etc.) given the evolving landscape of the industry?

Getting into different verticals of OTT is a journey that's as unique as your own interests. Honestly, it's more about curiosity and passion than just experience. If you're genuinely invested in understanding the OTT space—both in India and globally—you're already halfway there. Trends, storylines, and innovations are everywhere, and being tuned into them is crucial.

In India, the OTT industry has had quite the ride. A few years ago, there were barely any platforms. By 2020, we saw a boom—40 to 50 platforms popped up—but that didn't last. Consolidation started, and the numbers shrank again. This means it's not just about diving in; it's about understanding where the industry is headed and finding your way in that evolving landscape.

If you want to work directly with an OTT platform, the first step is to take a good look at what you've done so far. Ask yourself: What skills do I have that could translate here? For example, if you've been handling operations at a publication, those skills could transfer into OTT programming or content selection—but you'll need to be ready to learn and adapt. Experience in UI/UX is another big plus that can set you apart.

There's also a less direct but smarter way to break in: start with the vendors. OTT platforms work with vendors for everything—programming, UI design, marketing—you

name it. By working with these vendors, you're focusing on a smaller piece of the puzzle, which gives you more room to learn, experiment, and even make a few mistakes (it's part of the process). You'll also get a sneak peek into the culture of the industry, which can help you decide if working directly with a platform is what you want.

OTT's Role in the Financial Turnaround of Media Companies: *Transforming Revenue Structures and Long-term Financial Outlook*



Winner

Abhay Sharma

PGDM

WeSchool, Mumbai

The media industry is undergoing a profound transformation, driven by the rise of Over-The-Top (OTT) services. As legacy media companies face increasing pressure from declining traditional revenue streams, OTT platforms are emerging as a crucial solution to help them pivot toward sustainable, digital-first business models. These platforms, which deliver content directly to consumers over the internet, have become a financial lifeline for companies navigating the complex dynamics of technological disruption and shifting consumer behavior. This article explores how OTT services are reshaping the revenue structures and long-term financial outlook of legacy media companies.

The Challenge of Declining Traditional Revenues

For decades, legacy media companies relied on stable streams of revenue from cable subscriptions, linear TV advertising, and print media. However, the digital age has accelerated the decline of these traditional business models. Cord-cutting, the rise of social media platforms, and the increasing use of

ad-blockers have all contributed to diminishing revenues for media companies that were slow to adapt to digital change.

Viewers are no longer tied to cable packages, and advertisers are reallocating budgets to platforms like Google and Facebook, which offer more precise audience targeting and analytics. As a result, traditional media companies have seen a sharp decrease in ad sales and subscription revenues, creating a financial strain that has pushed many toward the brink of collapse or forced mergers.

OTT: A New Revenue Stream

OTT platforms like Netflix, Hulu, and Disney+ have paved the way for media companies to create new, more resilient revenue models. Legacy companies such as NBCUniversal, Warner Bros., and CBS have launched their own OTT services—Peacock, Max (formerly HBO Max), and Paramount+, respectively—allowing them to capitalize on direct-to-consumer (DTC) streaming.

These services provide multiple revenue-generating opportunities:

1. **Subscription-Based Models:** The most significant advantage of OTT is the shift toward subscription-based models, which generate recurring monthly or annual revenue. This stable income helps media companies build more predictable financial forecasts. Moreover, subscriptions offer higher profit margins than traditional advertising, as they create a direct relationship between companies and their audience.

2. **Ad-Supported Streaming:** Many OTT platforms operate on a hybrid model, offering both subscription tiers and free, ad-supported streaming options. This provides an additional revenue stream without alienating customers who may not want to pay for content. Ad-supported models also attract advertisers looking to reach OTT's growing audiences in more targeted ways than traditional linear TV allows.

3. **Content Licensing and Syndication:** Media companies can license their content to third-party streaming platforms or offer syndication deals, generating significant revenue streams. In addition, legacy media companies with extensive content libraries can maximize their assets by making them available on OTT platforms globally, reaching new audiences and boosting viewership.

Transforming the Cost Structure

OTT services have also impacted the cost structure of media companies. Traditional media relied on expensive infrastructure, such as broadcasting towers and cable distribution, which required ongoing capital investment. In contrast, OTT platforms operate primarily through digital infrastructure, reducing operational costs.

Additionally, OTT platforms allow companies to adopt more efficient content production and distribution models. With access to consumer data, these platforms can track viewing habits and preferences, enabling companies to invest more strategically in content creation. This reduces wasteful spending on content that may not resonate with audiences and improves return on investment (ROI) for media companies.

Expanding Audience Reach and Monetization Opportunities

OTT platforms enable legacy media companies to expand their audience reach beyond regional or national boundaries. Unlike traditional cable services, which are often geographically restricted, OTT services can reach global audiences with minimal additional costs. This global distribution opens up new monetization opportunities, such as international subscriptions, advertising, and merchandising, further boosting revenues.

Additionally, OTT platforms provide valuable data insights into consumer behavior. This data allows media

companies to refine their content strategies and better understand their audiences, enabling them to create personalized viewing experiences. Enhanced personalization increases viewer engagement, retention, and ultimately, revenue.

The Long-term Financial Outlook

The financial turnaround driven by OTT services extends beyond short-term gains, offering legacy media companies a path to long-term sustainability. By diversifying revenue streams and reducing reliance on traditional, vulnerable models, OTT platforms provide a solid foundation for growth. Moreover, the scalability of digital platforms allows media companies to adapt to future technological changes more easily, ensuring they remain competitive in the evolving media landscape.

As media companies continue to invest in OTT, they are also reimagining their content strategies. For example, some are investing heavily in original programming to differentiate themselves from competitors and retain subscribers. Others are experimenting with live streaming, sports broadcasting, and interactive features to deepen audience engagement.

OTT services are also driving consolidation in the industry. As media companies seek to expand their content libraries and audience reach, they are merging with or acquiring other

platforms, creating conglomerates that can compete with tech giants like Amazon and Apple. This consolidation helps media companies achieve greater economies of scale, improve cost efficiency, and strengthen their financial positions.

Conclusion

OTT platforms have become a critical component of the financial turnaround for legacy media companies. By providing new revenue streams, optimizing cost structures, and offering global distribution, OTT services have transformed the financial models of these companies and positioned them for long-term success. As media consumption continues to shift toward digital, companies that invest in OTT are likely to remain competitive and resilient in an increasingly fragmented and fast-changing media landscape.

The future of legacy media hinges on their ability to leverage OTT platforms, innovate their content offerings, and capture the attention of a digitally-savvy global audience. In doing so, they are not just surviving the digital age—they are thriving in it.

Ad-Supported vs. Subscription-Based Models: *Rethinking Monetization Strategies for OTT Success*



Runner Up

Santanu Paul
MBA Pharmaceutical
Management
NMIMS School Of Business
Management



Introduction

The ongoing development of over-the-top (OTT) platforms has provided the audience with the flexibility to access the many content offerings on a demand-driven basis. Monetization strategies have become crucial for the OTT sector in the face of its growth, driven by that increase in the number of internet users and changed consumer tastes, which present opportunities for maximizing platform revenues (Statista, 2023). This scenario puts OTT service providers in the doghouse on choosing between advection against subsistence fruition for the consumer. The models afforded these routes for revenue streams and audience engagement have garnered interest in their unique pros and cons. This article merges these models into a look at how to optimize user experience for profitability while giving insights into which ott model fits best into for long-term success.

Overview of Monetization Models

All over-the-top (OTT) platforms- access media content via digital means -make use of various other monetization models, of which advertising-based and

subscription-based are the most advanced. In **advertising-based models**, it is user-friendly to the general masses and involves providing free content to users by generating revenues from ads. This is a lucrative model to be adopted for cost-conscious users who have access to content without paying an actual fee. Some notable examples include YouTube and the free tier of Peacock, which typically use ad-supported models for offering both mass reach and engagement possibilities to advertisers (Goggin, 2023).

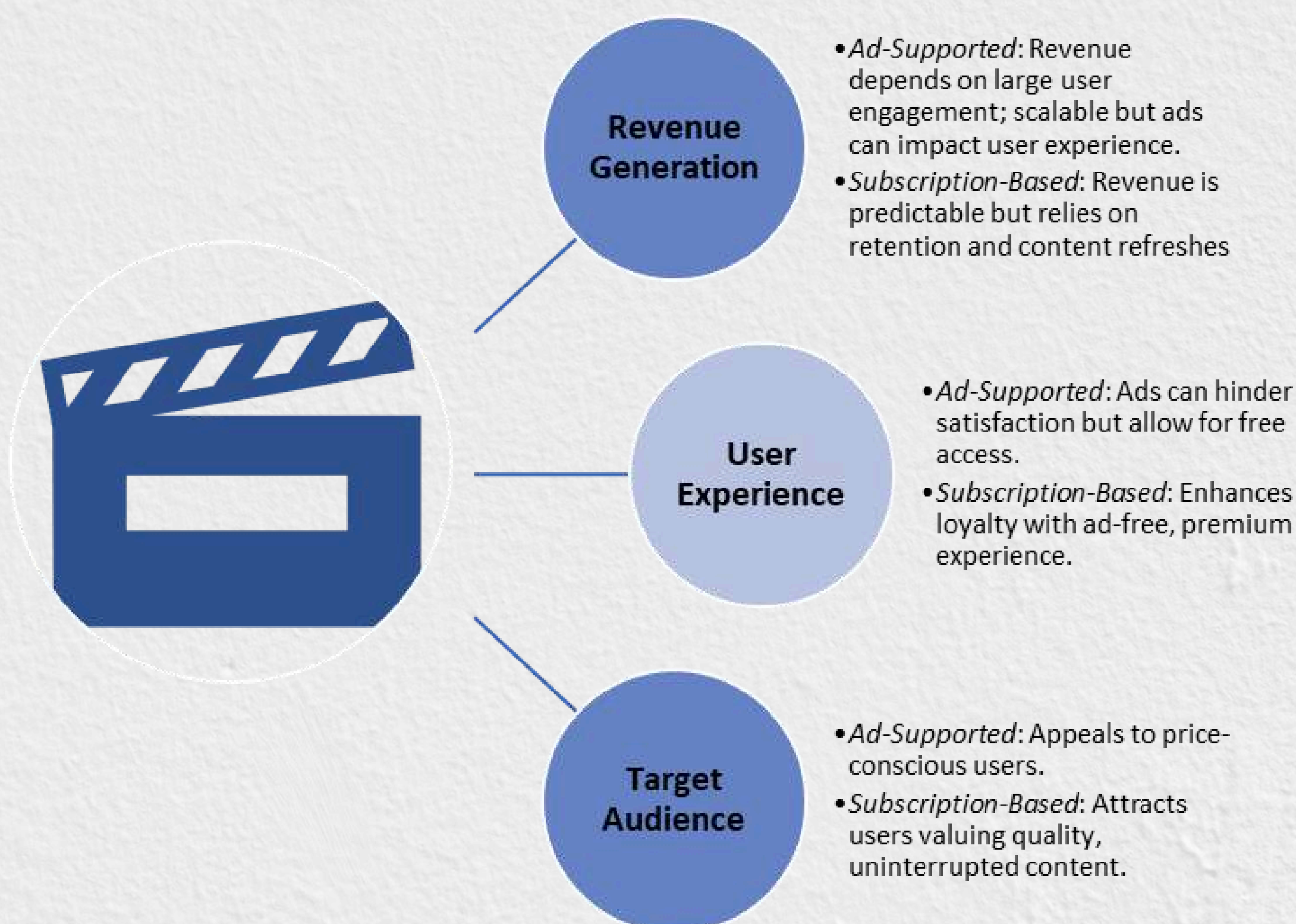
On the other hand, a **subscription model** demands charge on behalf of its viewership, thereby permitting content delivery without advertisements- allegedly hogging the spotlight-setting an inclination toward platforms like these among FAST viewers willing to pay for an uncompromised viewing experience. The subscription model therefore allows a predictable revenue intake and provides the possibility of exclusive content opportunities - appealing to viewers focused upon the content.

Some other hybrid models combine both approaches with an option use on either a premium subscription basis or an ad-supported basis, within a single platform, affording both price-sensitive users and buffering the revenues that the OTT industry heavily relies on. Platforms like Peacock and HBO Max are examples that work along this model type.

Comparative Analysis: Ad-Supported vs. Subscription-Based Models

The specific path for OTT platforms to sustainable growth and monetization via ad-supported and subscription-based models makes exciting reading. Ad-supported models develop revenues generated by advertisers while critically depending on a big active user base to draw in advertising revenues. The ad-supported model caters to price-sensitive audiences,

consequently allowing the OTT platform some room to grow faster. However, advertisements generally sap the user experience, which leads to reduced viewer satisfaction, culminating in diminished long-term engagement (Smith, 2023). On the opposite end of the spectrum, subscription-based models give businesses predictability about their bottom line from a steady stream of membership subscription revenues. Customer loyalty is usually attained through an uninterrupted viewing process. Subscriber retention under this model is paramount for the positive success of the company, something that becomes a challenge unless there is a regularly changed line of programming.



Most subscription services work best with the audience that is willing to pay for an uninterrupted viewing experience, thereby becoming suitable to certain demographics and particularly to those who prefer ad-free content.

Strategic Considerations for OTT Platforms

- **Content Strategy:**
 - **Ad-Supported Model:** Concentrates on user engagement through a diversified and extensive content library, allowing users the flexibility to choose on various viewing options that tend to favor repeated visits. Strives to provide short, powerful content that appeals to general reader bases, in order to provide advertisers the widest breadth of reach.
 - **Subscription-Based Model:** Emphasizes exclusive, high-quality original content to build brand loyalty and recruit subscribers willing to pay for unique offerings. This drives brand differentiation and helps justify subscription costs (Ott, 2023).
- **Technology and Infrastructure:**
 - **Ad-Supported:** Requires advanced dynamic ad insertion (DAI) technologies to seamlessly place ads and personalize user experiences.

- **Subscription-Based:** Needs strong platform stability and content streaming quality to enhance user satisfaction and reduce interruptions.
- **Customer Retention and Churn Management:**
 - **Ad-Supported:** Focuses on providing varied content and minimizing ad frequency to enhance user retention.
 - **Subscription-Based:** Employs data-driven personalization and exclusive content to maintain user interest, reducing churn rates.

Case Studies or Examples

- **Case Study 1: Netflix** – Starting out pure subscription service, Netflix now adds lower-priced, ad-supported service in a bid to entice price-conscious users while balancing user growth against providing more high-quality, original content. This model propels expansion in markets where advertising revenues do provide sustainability.
- **Case Study 2: YouTube** – YouTube is a primary ad-supported OTT platform: grows revenue via targeted ads and engagement through a highly personalized content recommendation system. Its advertising model, during its ongoing acquisitions, also leverages its extensive user data to attract advertisers and thus supports a huge, diverse user base.

- **Case Study 3: Hulu** – Hulu still has ad-supported and ad-free plans to provide variety in user preferences. This hybrid model allows for flexibility in supporting engagement for viewers willing to put up with advertisements, as well as premium content for others who prefer to experience no interruptions while watching.

Future Outlook

- **Potential Shifts:** The OTT industry may potentially shift toward a hybrid monetization model that combines ad-supported to subscription-based strategies, which can bolster revenue streams and adopt a customer-centric approach for user engagement (Görs & Bäumer, 2024).
- **AI and Personalization:** By profiling an array of media content with basic dashboard features, coupled with the opportunity to invest in and manage programs over time with increasing levels of complexity, the advertising industry's incremental approach to media targeting could finally justify those additional costs and lead to higher viewer engagement rates and increased ad revenue.
- **Recommendations for OTT Providers:** One other practice that OTT players are likely to consider is flexible monetization strategies, which include utilizing data analytics to improve the user experience as well as seeking partnerships with advertisers for effectively targeted content delivery. A tiered subscription model is additionally an engaging way to earn customers' goodwill.

Conclusion

The final decision between ad-supported and subscription-based monetization models boils down to a question of strategic goals of the platform and demographics of the audience. Typical in the ad-supported model is the perspective to create large volumes of audiences through ad-type support for fast monetization and including viewership that is cost-conscious. The ad-supported models, however, have the downside of interrupting the viewing experience, which normally frustrates most viewers. On the other hand, the long-term steady streaming revenue that subscription models offer normally guarantees user satisfaction with ease of viewing for that audience who highly value seeing uninterrupted content. Subscription models, however, require high content quality and retention. As OTT platforms move forward, hybrid models—a mix of both—on a single service seem to be emerging as a flexible, adaptive strategy to address revenue diversification and customer engagement.

The Hidden Cost of Convenience: Data Privacy and Security Risks in OTT Streaming Platforms



National Finalist

Samikshya Das

B.Tech.

ITER



Preface

The rise of Over-The-Top (OTT) streaming platforms similar as Netflix, Amazon Prime, and Hulu has revolutionized the way people consume content. With vast libraries of pictures, television shows, pictures, and indeed live events at their fingertips, druggies enjoy unknown convenience. still, this convenience comes at a price, particularly in the sphere of data sequestration and stoner security. OTT platforms collect massive quantities of data from druggies, including particular information, viewing habits, position, and device operation. These platforms frequently monetize similar data, leading to significant sequestration enterprises. With rising cases of data breaches and identity theft, it's pivotal to address the pitfalls associated with data sequestration and stoner security on OTT platforms.

The compass of Data Collection by OTT Platforms

OTT platforms collect a vast range of data for personalization, targeted advertising, and perfecting stoner experience. Some of the crucial data

points they collect include:

- 1. Stoner particular Information:** This includes names, dispatch addresses, payment details, and occasionally, indeed biometric data (facial recognition, fingerprints for account access).
- 2. Viewing geste:** OTT platforms track what you watch, how long you watch, and indeed at what time of the day you prefer streaming.
- 3. Location Data:** Geolocation services track where druggies are streaming from, which helps in targeted advertising and content vacuity (due to licensing restrictions).
- 4. Device Information:** Platforms can collect data regarding the bias used for streaming, including device IDs, operating systems, and IP addresses. While this data collection enhances stoner experience, similar as recommendations and device comity, it also poses significant pitfalls if mishandled.

Data sequestration pitfalls in OTT Platforms

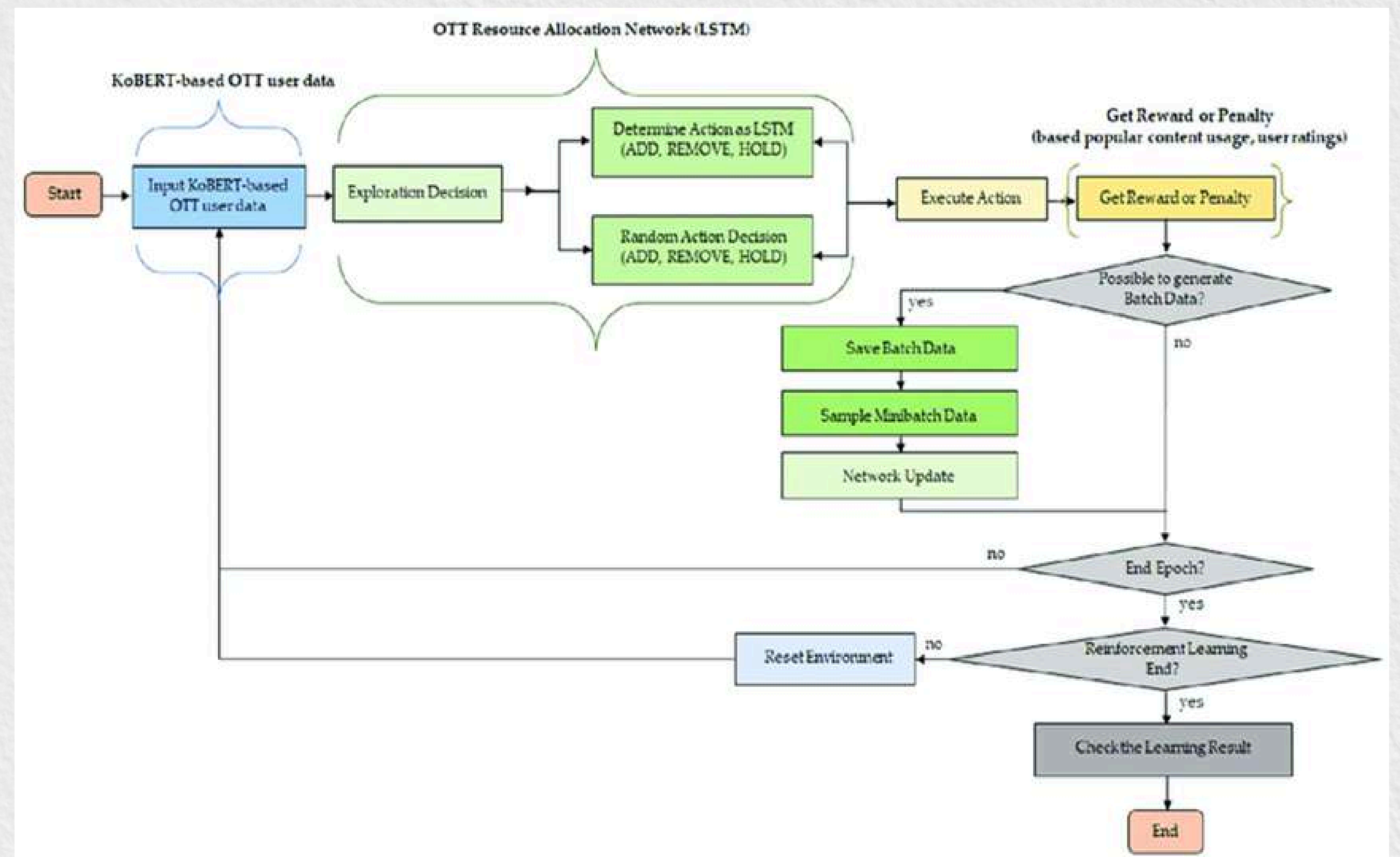
1. Data Breaches and Hacks: OTT platforms are high targets for cybercriminals due to the sheer volume of data they store. In recent times, breaches in prominent streaming services have redounded in unauthorized access to millions of stoner accounts, leading to fiscal fraud, identity theft, and other forms of exploitation. Example In 2020, a major data breach involving Disney passed where hackers used stolen credentials to pierce stoner accounts, performing in numerous druggies losing access or facing unauthorized charges.

2. Third- Party Data participating:- Numerous OTT platforms unite with third- party advertisers and analytics enterprises. This can expose stoner data to realities outside the platform's control,

raising questions about how secure the data remains. frequently, druggies are ignorant of these hookups, leading to unwitting data sharing without unequivocal concurrence.

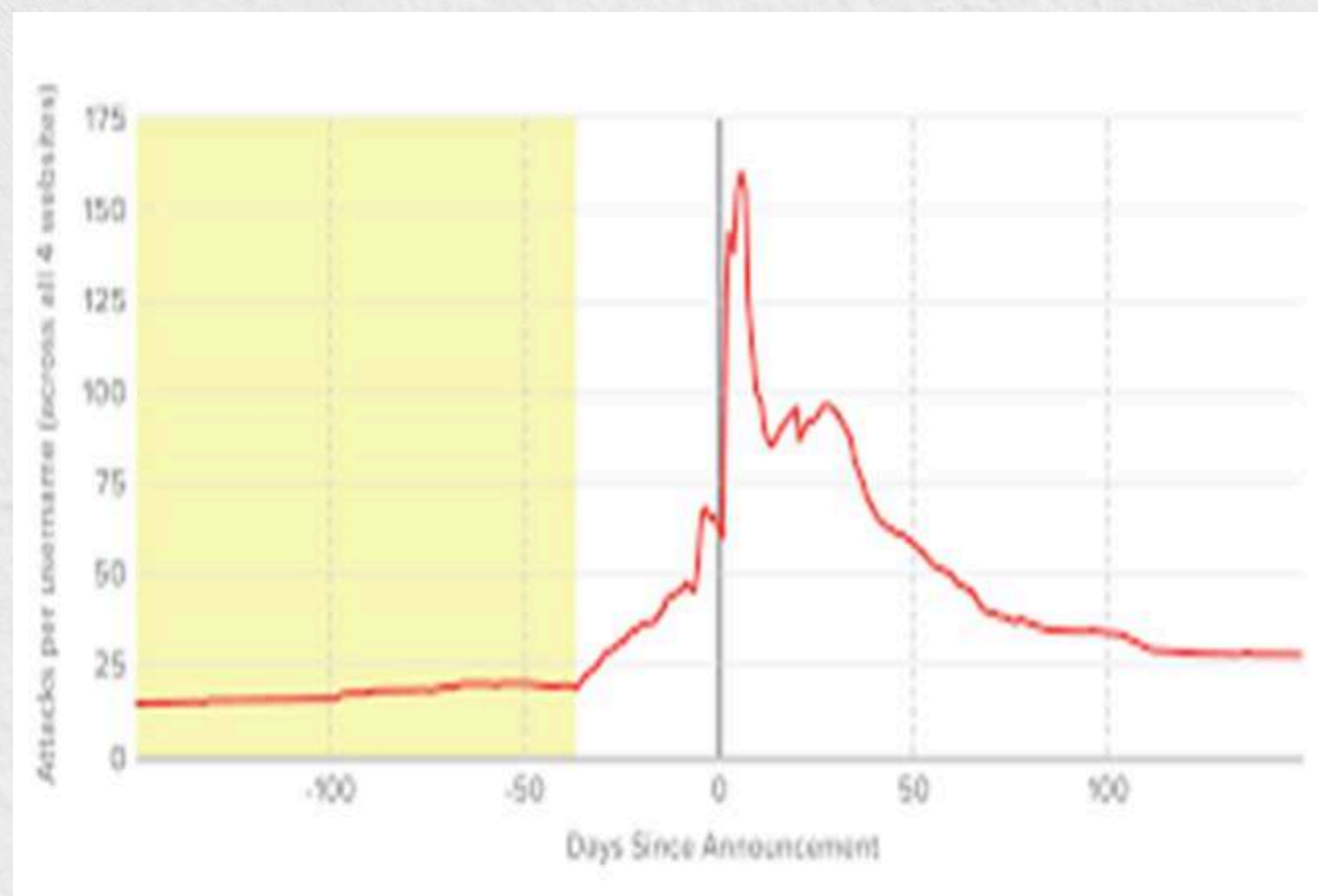
3. Weak Data Encryption: In some cases, OTT platforms don't employ robust encryption practices, leaving stoner data vulnerable to interception during transmission. Without end- to-end encryption, sensitive information like payment details and particular data can be compromised.

4. Invasive Tracking and eyefuls: OTT platforms frequently use tracking eyefuls and other surveillance styles to gather behavioural data, occasionally indeed when druggies are not laboriously engaging with the service This can lead to a violation of sequestration as platforms make intricate biographies grounded on expansive stoner monitoring.



Stoner Security pitfalls on OTT Managing pitfalls: What Can OTT Platforms Do?

1. Credential Stuffing Attacks: Credential filling occurs when hackers use lists of stolen credentials from other websites to pierce OTT accounts, as numerous druggies exercise watchwords. similar attacks can lead to unauthorized access to accounts, particular data, and payment information.



2. Phishing Attacks: Hackers constantly use phishing schemes that mimic licit OTT platform dispatches to trick druggies into participating particular information or login details. These attacks are getting increasingly sophisticated and harder to descry.

3. Insecure Wi- Fi Connections: Numerous druggies sluice content over public or relaxed Wi- Fi networks, making them vulnerable to man- in- the- middle (MITM) attacks, where hackers block data between the stoner's device and the OTT platform's waiters.

To alleviate these sequestration and security pitfalls, OTT platforms must take visionary measures to cover stoner data

1. Enhanced Encryption Protocols: Platforms should borrow strict encryption measures, similar as Transport Layer Security (TLS) and end- to- end encryption, to cover data during transmission. Advanced encryption prevents third parties from interdicting or tampering with sensitive data.

2. Multi-Factor Authentication (MFA): OTT platforms should apply MFA, taking druggies to corroborate their identity through fresh way like dispatch or SMS verification. This adds a redundant subcase of security, precluding unauthorized access indeed if login credentials are compromised.



3. Zero Trust Architecture: The relinquishment of Zero Trust Architecture ensures that no device or stoner, whether inside or outside the platform's network, is innately trusted. Each request for data access undergoes strict verification to minimize the threat of data breaches.

How Druggies can cover themselves while OTT platforms bear the responsibility for securing data?

Druggies can also take way to cover themselves by

1. Use Strong, Unique watchwords:

Avoid reusing watchwords across multiple platforms. rather, use complex watchwords that combine upper and lowercase letters, figures, and symbols. Consider using word directors to store and induce unique watchwords.

2. Enable Multi-Factor Authentication:

Whenever possible, druggies should enable MFA on their OTT accounts to add a fresh subcase of protection. This simple step can make it significantly harder for hackers to gain access.

3. Avoid Public Wi-Fi for Streaming:

Druggies should refrain from using public Wi-Fi networks when penetrating OTT platforms. However, they should use a Virtual Private Network (VPN) to cipher their internet connection and cover data from interception, If necessary.

4. Review Sequestration Settings:

Druggies should regularly review and modernize their sequestration settings on OTT platforms. This includes limiting data- participating warrants with third parties and disabling gratuitous shadowing or personalization features.

Conclusion

As OTT platforms continue to dominate the entertainment geography, data sequestration and stoner security remain critical enterprises. Both platforms and druggies must take active way to manage the associated pitfalls. By enforcing stronger security measures, espousing encryption protocols, and educating druggies about safe practices, OTT platforms can strike a balance between personalization and sequestration. In a digital age where data is currency, guarding stoner information is more important than ever.



DATA ANALYTICS CASE COMPETITION BY IIM NAGPUR

Prabhot Das
Siddhanth Saxena
Yogesh Shukla

1. First of all, congratulations on winning. How do you feel about it?

Thank you so much! Winning the data analytics case competition by IIM Nagpur feels incredibly rewarding. It's a testament to the hard work, dedication, and collaboration of our entire team. We faced tough competition and complex challenges, but our commitment to data-driven insights and innovative solutions paid off. This victory not only validates our analytical skills and strategic thinking but also inspires us to continue pushing the boundaries of what's possible with data. We're excited to take the learnings and experiences from this competition into future projects and endeavors.

2. Could you brief us about this competition? What were the hurdles you faced and how did you overcome them?

The data analytics case competition was a prestigious event by IIM Nagpur that brought together talented individuals and teams from various backgrounds to tackle real-world problems using data-driven approaches. The competition involved analyzing complex datasets, deriving actionable insights, and presenting strategic recommendations to a panel of judges. The datasets provided were vast and intricate, with numerous variables and missing values, making it challenging to clean and process the data effectively. The competition had a strict timeline, requiring us to deliver comprehensive analysis and insights within a limited timeframe. The cases required a blend of various analytical techniques, from predictive modeling to descriptive statistics and data visualization. Effectively communicating our insights and recommendations to the judges was critical. The presentation needed to be clear, concise, and compelling.

3. Competing in such high level competitions requires an edge over others. What steps did you take to distinguish yourself from other participants?

We began by thoroughly researching past competitions, understanding the types of problems presented, and analyzing the winning solutions. This helped us anticipate the nature of the challenges and prepare accordingly. Our team was composed of members with diverse skill sets, including data science, business strategy, and domain-specific knowledge. This diversity enabled us to tackle different aspects of the problem effectively and present well-rounded solutions. We employed advanced analytical techniques and cutting-edge tools to derive insights. This included machine learning models, natural language processing, and advanced statistical analysis. By going beyond basic analysis, we provided deeper and more actionable insights. We encouraged creative thinking and brainstorming sessions to come up with innovative solutions. This approach helped us identify unique angles and opportunities that others might have overlooked. We placed a strong emphasis on data visualization to make our findings easily understandable and impactful. Using tools like Tableau and Power BI, we created compelling visualizations that effectively communicated our insights and recommendations. We crafted a compelling narrative around our analysis. By framing our findings within a clear, logical storyline, we made our presentation engaging and memorable. This storytelling approach helped us connect with the judges and convey the significance of our work. Regular communication and collaboration were key. We held frequent meetings to discuss progress, share ideas, and solve problems collectively. This ensured that everyone was on the same page and contributed to our success. We sought feedback from mentors, peers, and industry experts throughout our preparation. This iterative process helped us refine our approach, improve our analysis, and polish our presentation. We focused not just on the theoretical correctness of our analysis but also on the practical impact of our recommendations. By demonstrating how our solutions could be implemented and the tangible benefits they would bring, we made our case more compelling.

4. What were your key learnings and takeaways?

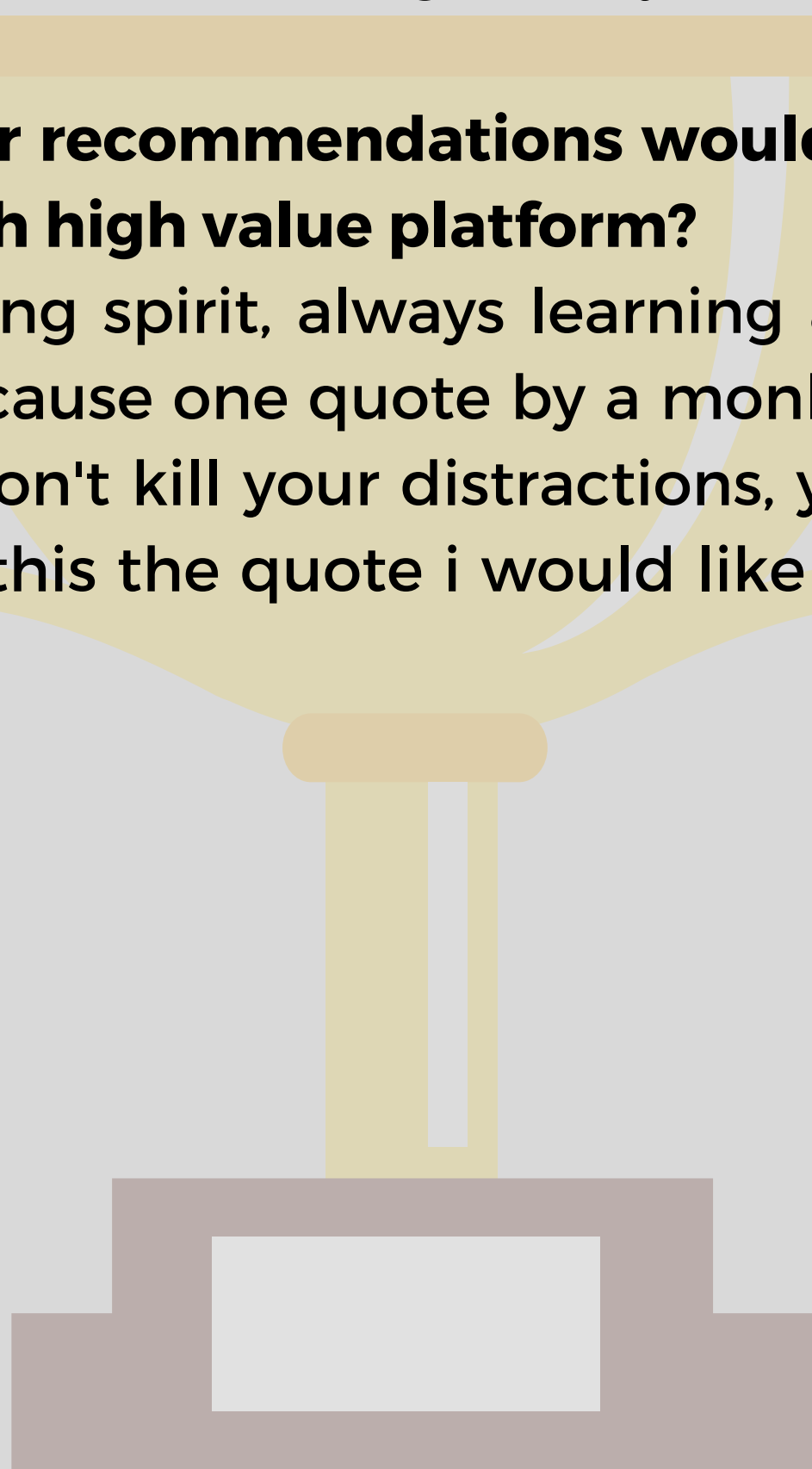
Importance of Team Dynamics Data Preparation is Crucial Balance Between Speed and Accuracy Tools and Techniques Effective Storytelling and Visualization Iterative Feedback and Improvement Practical Impact and Implementation Time Management Skills Resilience and Adaptability Continuous Learning and Growth

5. It's always difficult managing time between academics, personal life, and other opportunities. How did you manage your time?

Take few minutes after college, then after getting home and doing the daily chores i again take few minutes off before sleeping and cutting down on social media and unnecessary stuff which were killing my time so in this way I managed the time also I like to thank my teammates as we helped each other as and when needed when one of us was not able t give time to this other two use to work few extra minutes to get the job done.

6. What guidance or recommendations would you offer to fellow students to ace such high value platform?

Just keep the fighting spirit, always learning attitude, and cut off the distractions, because one quote by a monk i recall i would like to share is, "if you don't kill your distractions, your distractions will kill your dream" so this the quote i would like to share with fellow mates.



TEAM SAMVAD

EDITORIAL TEAM



Sakshi Rawat
Co-Editor



Pinak Dusane
Chief Editor



Shrutee Das
Co-Editor

CONTENT CURATORS



Aayush Singh
Head Curator



Sonali Shrimali
Deputy Curator



Julian Ma
Content Curator



Priyal Sharma
Content Curator



Mehak Khandelwal
Content Curator



Parth Vora
Head



Shruti Jain
Deputy Head



Sai Kumar
Member



Yasaswitha Srujana
Member

CREATIVE MINDS



Piyush Kumar
Head



Anushka
Deputy Head



Yash Durge
Member



Bhumika Karnani
Member

PR PROS



Trisha Bharadwaj
Head



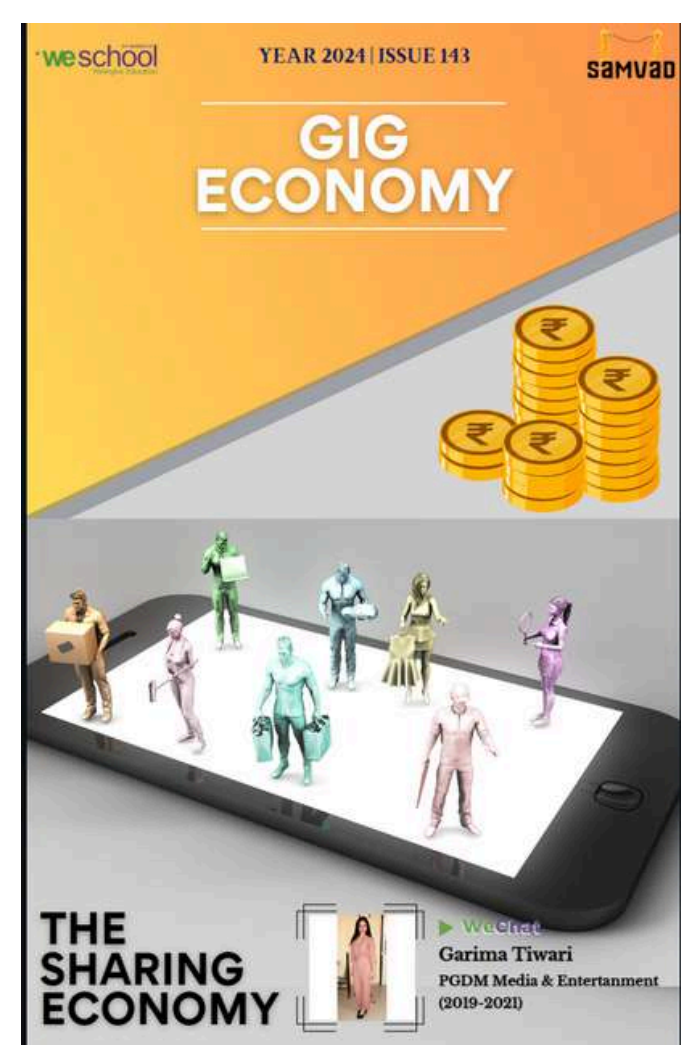
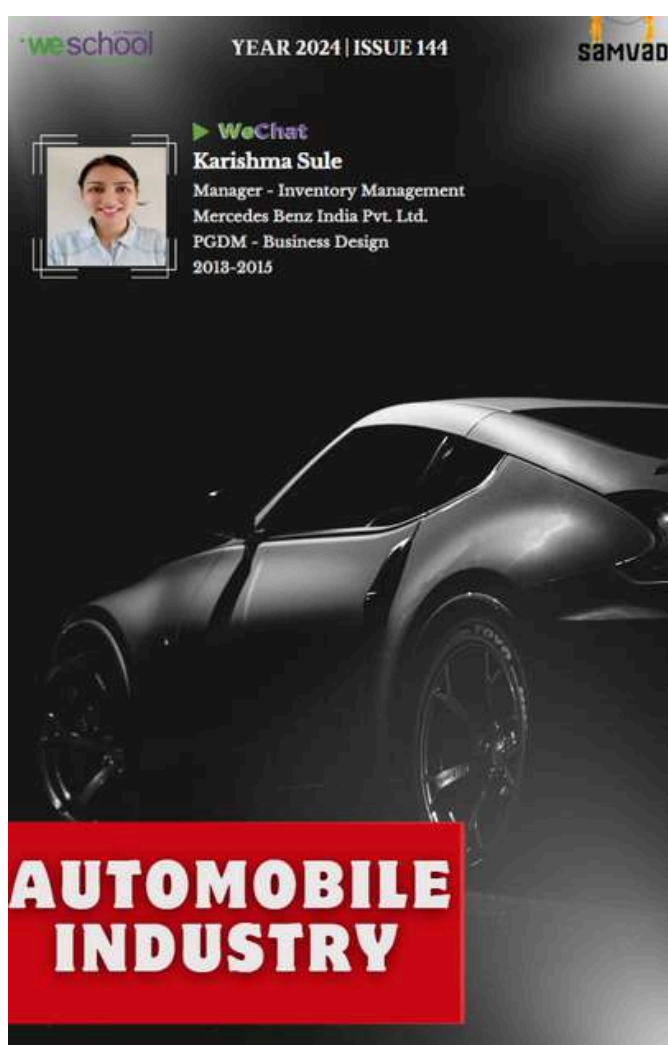
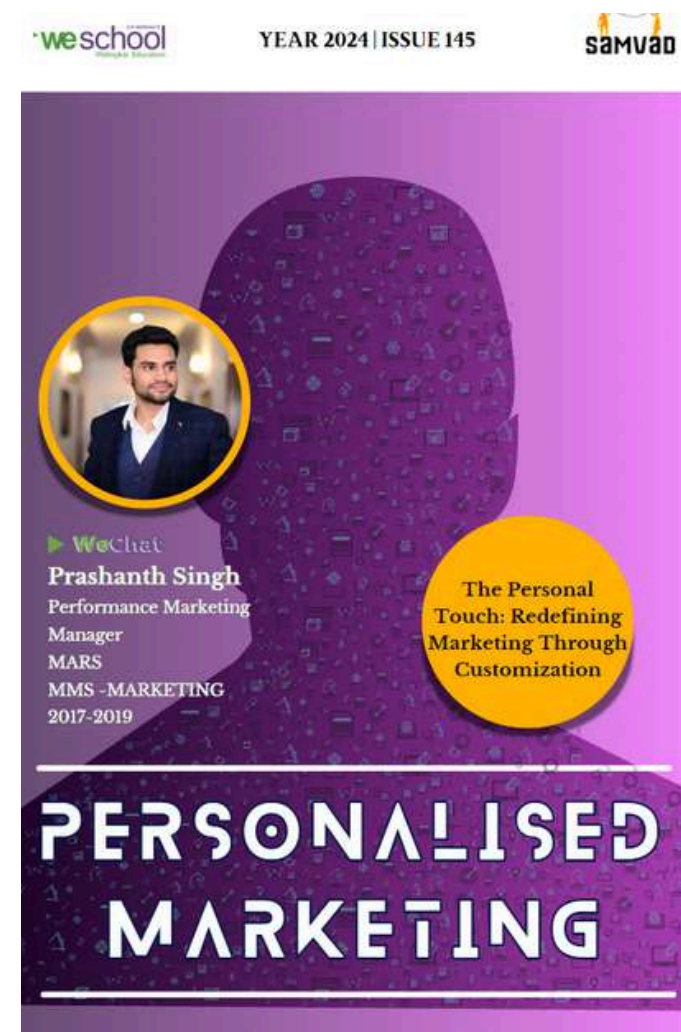
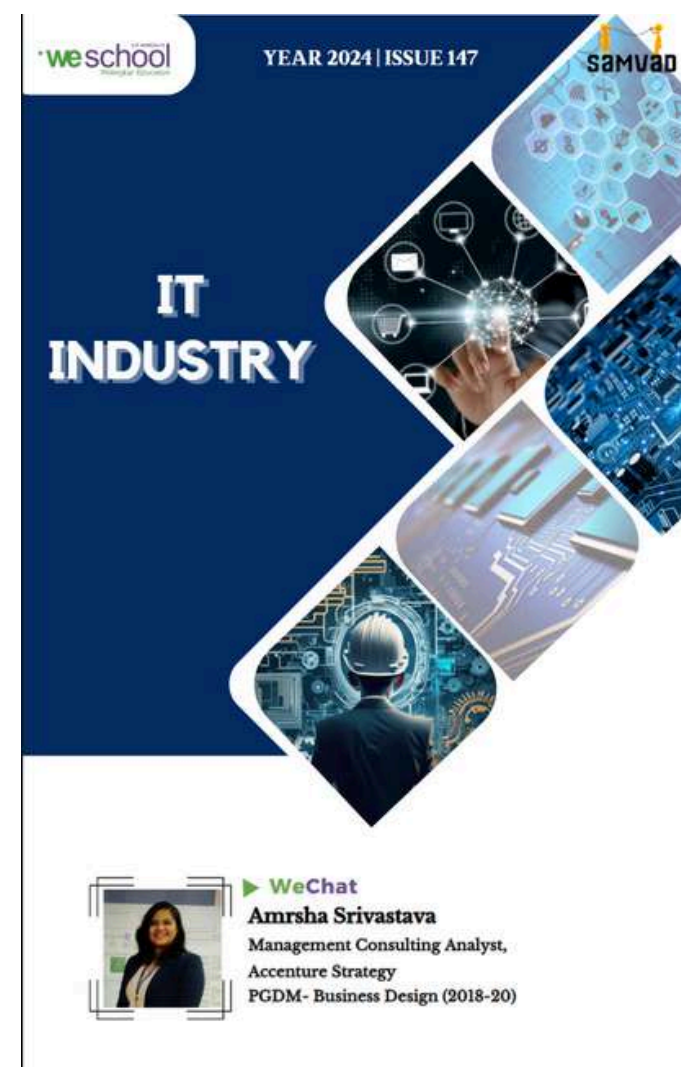
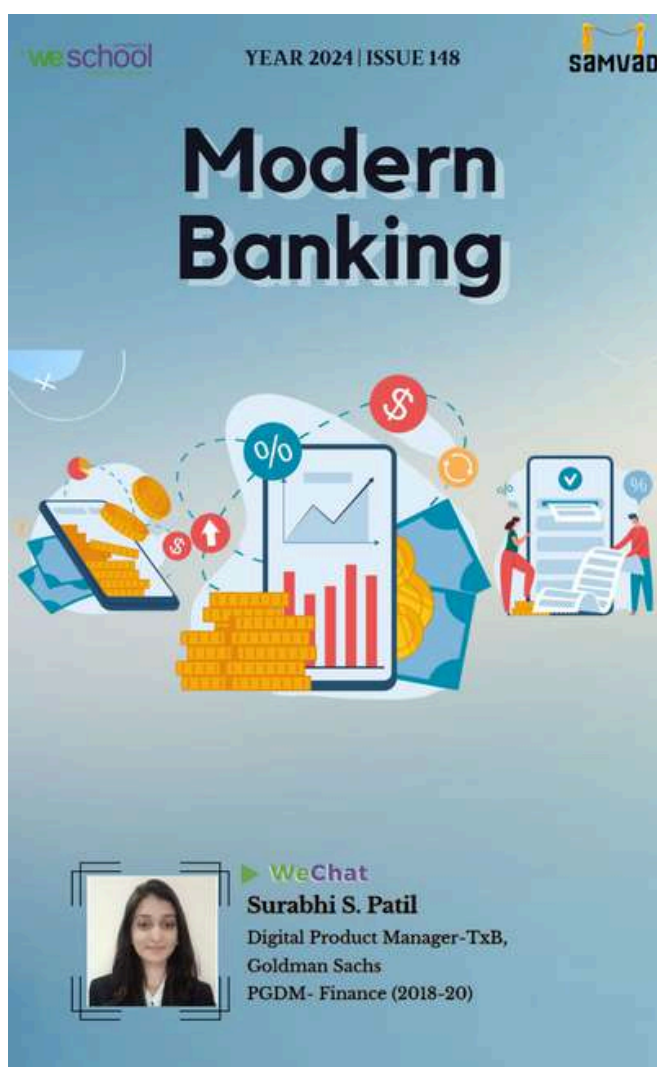
Prince Shrivastava
Member



Bhavesh Jain
Member

WECHAT MASTERS

PREVIOUS MAGAZINES





Follow us on



Contact Us: samvad.we@gmail.com