Abstract

We have seen over the last few years there is a drastic changes in the way user consume communication services. More and more consumers are turning to Over The Top (OTT) services, such as video on demand and messaging. Challenges begun when it comes to Monetize over the top (OTT) platform for millions of users, since there are many challenges like low bandwidth, downtime, load balancing, disconnection, Content availability etc. In this paper
the focus has been put to discuss the sources of complexity and critical factors for developing live application successfully monetizing the OTT platform on Web and Mobile.

References

- Orgad, S. (2006). This box was made for walking. How will mobile Television transform viewers’ experience and change advertising. Nokia, LSE.
- Jarnikov, D.; Özcelebi, T., &quot;Client intelligence for adaptive streaming solutions.&quot; Multimedia and Expo (ICME), 2010 IEEE International Conference on, vol., no., pp. 1499-1504, 19-23 July 2010
- Joshi Sujata1, Sarkar Sohag2,3, Dewan Tanu1, Dharmani Chintan1, Purohit Shubham1 and Gandhi Sumit1- Impact of Over the Top (OTT) Services on Telecom Service Providers in Indian Journal of Science and Technology, Vol 8(S4), 145–160, February 2015.

Index Terms

Computer Science

Information Science