OTT Platform Innovation Challenge Brief

Objective/Rationale:
With the worldwide uprising of OTT platforms in the post-Covid situation, and a shift in the viewers' mindset to consume quality content from the comfort of their homes, it has become imperative to create a government-backed OTT platform that will effectively communicate with the citizens regarding the government's views and agendas in the language of the citizens, help reduce crime and extremism, build nationalism, make the mass feel hopeful and empowered with the contents that tell their stories, and tap the Million Dollar market. The objective of this challenge is to create an OTT platform that will cater to the holistic content demand (government services, education, health, agriculture, skill, kids, entertainment, etc.) of all the citizens of Bangladesh and will empower them by providing the opportunity to share user-generated content to a national and international level.

Target Audience:
Target (Citizen): All Internet users of Bangladesh especially aged 13-40 years.

Problem Statement:
Though the mass people of Bangladesh are watching the contents of OTT platforms on a large scale, it has not still reached its full potential. A blended OTT platform system consisting of *education* & *entertainment* has the most impact on the mass. The reasons behind the problem are as follows-

- Lack of OTT platforms disseminating government visions
- Lack of OTT platforms to facilitate User-Generated Content creation
- Absence of quality engaging content for targeting the youth
- Lack of efficient AI use to analyze consumer behavior to provide preferred contents
- Lack of blockchain usage ensuring intellectual ownership of contents verification to help pay creators
- Absence of collaboration with Govt., Private Sectors, INGO, NGO, Development Sectors.
- Absence of contents specifically targeting future ready citizen

Outcomes/Result:
Once the above-mentioned challenges are addressed, the intended benefits likely to be achieved are as follows but not limited to:

1. The citizens will have better access to information regarding government services and initiatives through OTT platform. This will help them improve their quality of life.
2. AI will help in producing the content of people's choice, weed out the content of religious, political, or social bias, and help streamers find tips for unblocking geo-restricted libraries from top streaming services.
3. With high-quality edutainment content, this platform will promote a better culture that will help the young generation build a richer mindset.
4. With the integration of social values in the content, criminal tendency and extremism will reduce and nationalism will be instilled among the youth.
5. The platform will help independent content creators to emerge on a broader scale, as here they can upload their content for a nationwide promotion for a minimum charge.
6. Blockchain usage will prevent content theft and ensure royalty payment for artists.

7. Besides having a content-consuming platform, content creators will have access to a content creation resource platform (stock footage/animation/template) that will reflect the Bangladeshi culture and heritage.

8. Once the website has a constant and regular input of content, the content consumption pattern from website views can be utilized to generate insights from website analytics in identifying the subjects of public interest. Therefore, the government will better understand the citizens' mindset.

Minimum Viable Features (Not Limited To):

- Platform in edutainment format
- Genre-wise content division using AI (government service, education, health, agriculture, skills, kids, entertainment, etc.)
- Scope of user-generated content creation
- Scope of using Blockchain to ensure intellectual ownership verification of content
- Scope of subscription (premium content) and advertisement (free content)
- Easy contents monetization, publishing, management, and storage process
- Content resource platform that reflects Bangladeshi culture and heritage
- Scope of Apps and various pages
- Includes Everything, Out-of-the-Box. Fully Managed