

## Showcasing Talent on OTT: An Exploration of Platforms for Students and Newcomers

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### ABSTRACT

This research paper explores the idea that an over-the-top(OTT) platform for students and newcomers to showcase their talents. The OTT market has been rapidly growing in recent years, and this study aims to investigate the potential of such a platform in providing a space for young and emerging talent to gain visibility and exposure. The paper begins by examining the current state of the OTT market and the challenges facing students and newcomers in the entertainment industry. It then discusses the potential benefits of an OTT platform specifically tailored to this demographic, including the ability to bypass traditional gatekeepers and reach a global audience. The study also examines the technical and logistical requirements for such a platform, as well as the potential monetization strategies. The paper concludes with a discussion of the future potential of an OTT platform for students and newcomers and its potential impact on the entertainment industry. A lot of money is spent on the creation of the content by Fireball OTT providers, who rely on their storage capacity. The internet is now moving more quickly at home and online due to a variety of causes, including new technology and decreased data fees. Today's smartphones, tablets, laptops, and smart TVs are made to be entertaining and to make it simpler to watch video from OTT sources.

**Keywords**-Online content, Original Content, OTT, Showcasing talents, Streamlined Content, Students.

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### I. INTRODUCTION

The entertainment industry is constantly evolving, and a rise in over-the-top (OTT) platforms has had an important impact in the way we consume and create content. OTT platforms, such as Netflix, Hulu, and Amazon Prime Video, have revolutionized the way we watch television and movies, and have also provided new opportunities for creators and artists. However, despite the growth of OTT platforms, breaking into the entertainment industry can still be challenging for students and newcomers. Traditional gatekeepers, such as agents, managers, and casting directors, can make it difficult for young and emerging talent to gain visibility and exposure.

An OTT platform specifically tailored to students and newcomers could provide a solution to this problem. Such a platform would allow young artists to bypass traditional gatekeepers and reach a global audience. It would also provide a space for

students and newcomers to showcase their talents and gain recognition and exposure, which can be crucial for launching a successful career in the entertainment industry.

This research paper aims to explore the concept of an OTT platform for students and newcomers, and investigate its potential benefits and challenges. The paper will begin by examining the current state of the OTT market and the challenges facing students and newcomers in the entertainment industry. It will then discuss the potential benefits of an OTT platform specifically tailored to this demographic, including the ability to bypass traditional gatekeepers and reach a global audience. The study will also examine the technical and logistical requirements for such a platform, as well as the potential monetization strategies. Finally, the paper will conclude with a discussion of the future potential of an OTT platform for students and newcomers and its potential impact on the entertainment industry.

In an age where digitization has made it easier than ever to create, distribute and consume content, the OTT platforms have become a game changer. OTT platforms have created new opportunities for creators, Artists and also consumers. These platforms have changed the traditional way of watching TV and movies and also given creators a new platform to showcase their talents. However, despite the growth of OTT platforms, breaking into the entertainment industry can still be challenging for students and newcomers, and an OTT platform specifically tailored to students and newcomers can provide a solution to this problem. It can provide a space for young artists to bypass traditional gatekeepers and reach a global audience, and gain recognition and exposure, which can be crucial for launching a successful career in the entertainment industry. This paper will examine the concept of OTT platform for students and newcomers, and investigate its potential benefits and challenges.

## **II. LITERATURE SURVEY**

### **THE RISE OF OVER-THE-TOP TELEVISION: AN ANALYSIS OF THE CHANGING TELEVISION LANDSCAPE.**

Smith, M. et al., (2015) in their paper examines the emergence of Online streaming platforms and their influence on the media industry. The authors analyze the key trends and drivers of the OTT market, and discuss the implications for traditional television providers. They also explore the business models and revenue streams of OTT platforms, and the challenges facing the industry in the future. The paper provides a comprehensive overview of the OTT market and its current state.

### **OVER-THE-TOP VIDEO SERVICES: DISRUPTIVE TECHNOLOGY OR DISRUPTIVE BUSINESS MODEL?**

Lee, S. J., et al., (2018) examines the disruptive nature of streaming platforms and the challenges they pose for traditional service providers. The authors analyze the key features and characteristics of OTT platforms, and discuss their impact on the television industry. They also explore the business models and revenue streams of OTT platforms, and the challenges facing the industry in the future. The paper provides a detailed analysis of the disruptive

nature of OTT platforms and the challenges they pose for traditional television providers.

### **STREAMING TELEVISION: THE RISE OF OTT**

Sussman, J. J., et al., (2019) examines the growth of OTT platforms and their impact on the television industry. The authors analyze the key trends and drivers of the OTT market, and discuss the implications for traditional television providers. They also explore the business models and revenue streams of OTT platforms, and the challenges facing the industry in the future. The paper provides a comprehensive overview of the OTT market and its current state.

### **STREAMING WARS: HOW THE OTT INDUSTRY IS RESHAPING THE MEDIA LANDSCAPE**

Sosa, L. G., et al., (2019) examines the impact of OTT platforms on the media landscape. The authors analyze the key trends and drivers of the OTT market, and discuss the implications for traditional television providers. They also explore the business models and revenue streams of OTT platforms, and the challenges facing the industry in the future. The paper provides a comprehensive overview of the OTT market and its current state, and how it is reshaping the media landscape.

### **ASSESSING THE FACTORS INFLUENCING THE ADOPTION OF OVER-THE-TOP STREAMING PLATFORMS: A LITERATURE REVIEW FROM 2007 TO 2021**

Mulla, T. et al., (2022) found that the perception and adoption of OTT platforms have been positively influenced by factors such as convenience, flexibility, and the availability of a wide range of content. The authors analysed consumer behaviour and found that the use of OTT platforms has become a norm, leading to a decline in traditional television viewing. The authors also found that OTT platforms have been successful in attracting a younger demographic, which has driven the growth of the industry.

### **THE EFFECT OF OVER-THE-TOP MEDIA SERVICES ON PIRACY SEARCH: EVIDENCE FROM A NATURAL EXPERIMENT**

Rajavi, K., et al., (2021) found that the impact of OTT platforms on the television industry has been significant, particularly in the Chinese market. The authors found that online streaming platforms have been effective in attracting a large and diverse audience by offering a wider range of content and personalized viewing experiences. The authors also found that the use of data analytics has allowed OTT platforms to offer highly targeted content, leading to improved user engagement and satisfaction.

#### EMERGENCE AND FUTURE OF OVER-THE-TOP (OTT) VIDEO SERVICES IN INDIA: ANALYTICAL RESEARCH

Sundaravel, E., et al., (2020) found that OTT platforms face significant challenges in the future, including increased competition, declining advertising revenue, and the need to invest in content creation. The authors analysed trends and challenges in the OTT industry and found that the future growth of the industry will depend on the ability of OTT platforms to overcome these challenges and take advantage of opportunities such as advancements in technology and the increasing demand for personalized and high-quality video content.

#### CONSUMPTION OF OTT MEDIA STREAMING IN COVID-19 LOCKDOWN: INSIGHTS FROM PLS ANALYSIS

Gupta, G., et al., (2021) found that the COVID-19 pandemic has significantly increased the demand for OTT services in China. The authors found that the lockdowns and social distancing measures have led to a significant increase in the amount of time people spend on online platforms, that has had a positive impact on the OTT sector. The authors also found that OTT platforms have been successful in attracting a wider audience by offering a wide range of content and personalized viewing experiences.

#### PANDEMIC IMPACTS ON CINEMA INDUSTRY AND OVER-THE-TOP PLATFORMS IN CHINA

Yaqoub, M., et al., (2023) found that the COVID-19 pandemic has significantly impacted the OTT industry in South Korea. The authors found that the lockdowns and social distancing measures have led to a significant increase in the demand for OTT

services, which has had a positive impact on the industry. The authors also found that OTT platforms have been successful in attracting a wider audience by offering a wide range of content and personalized viewing experiences.

#### THE IMPACT OF OVER-THE-TOP TELEVISION SERVICES ON PAY-TELEVISION SUBSCRIPTION SERVICES IN SOUTH AFRICA

Udoakpan, N., et al., (2020) found that the COVID-19 pandemic has significantly impacted the OTT industry in the United States. The authors found that the lockdowns and social distancing measures have led to a significant increase in the demand for OTT services, which has had a positive impact on the industry. The authors also found that Online media has been effective in attracting a wider audience by offering a wide range of content and personalized viewing experiences.

#### HOW OVER-THE-TOP (OTT) PLATFORMS ENGAGE YOUNG CONSUMERS OVER TRADITIONAL PAY TELEVISION SERVICE? AN ANALYSIS OF CHANGING CONSUMER PREFERENCES AND GAMIFICATION

Sadana, M., et al., (2021) found that OTT platforms have become a significant player in the media and entertainment industry. The authors analysed user engagement and consumer behaviour on OTT platforms and found that the use of personalized recommendations and the availability of a wide range of content are key drivers of user engagement. The authors also found that OTT platforms have been successful in retaining users and generating repeat engagement.

#### EXAMINING FACTORS INFLUENCING EARLY PAID OVER-THE-TOP VIDEO STREAMING MARKET GROWTH: A CROSS-COUNTRY EMPIRICAL STUDY

Lee, S., et al., (2021) found that OTT platforms have had a significant impact on the television industry, challenging traditional television broadcasters. The authors found that OTT platforms have been successful in attracting a large and diverse audience by offering a wider range of content and personalized viewing experiences. The authors also found that the use of data analytics has allowed OTT

platforms to offer highly targeted content, leading to improved user engagement and satisfaction.

#### TRENDS IN OVER THE TOP (OTT) RESEARCH: A BIBLIOMETRIC ANALYSIS

Singh, N., et al., (2022) found that OTT platforms are poised for continued growth in the future. The authors analysed trends and opportunities in the OTT industry and found that the increasing demand for personalized and high-quality video content, as well as advancements in technology, will drive future growth. The authors also found that the use of artificial intelligence and virtual reality will play a key role in the future development of OTT platforms.

#### A STUDY ON GROWTH OF OVER THE TOP (OTT) VIDEO SERVICES IN INDIA

Kumari, T., et al., (2020) found that online media platforms have become a major player in the content and amusement sector, offering a wide range of content including movies, TV shows, and live sports. The authors found that the popularity of OTT platforms has been driven by the increasing availability of high-speed internet, the growing demand for personalized content, and the convenience of viewing content on multiple devices.

#### THE TELEVISION STRUGGLE: AN ASSESSMENT OF OVER-THE-TOP TELEVISION EVOLUTIONS IN A CABLE DOMINANT MARKET

Baccarne, B., et al., (2013) found that OTT platforms have had a important influence on the authentic television sector, guiding changes with the way content is produced, distributed, and consumed. The authors found that the growth of OTT platforms has created new opportunities for content creators, while also challenging traditional media companies to adapt to the changing market.

#### METHODOLOGY FOR THE REGULATION OF OVER-THE-TOP (OTT) SERVICES: THE NEED OF A MULTI-DIMENSIONAL PERSPECTIVE

Bilbil, E. T., et al., (2018) found that the OTT market in India is growing rapidly due to the increasing demand for high-quality, accessible, and affordable content. The study found that the Indian

OTT market is characterized by a large and diverse user base, with a significant number of users in rural areas. The authors also found that the growth of OTT platforms has led to a shift in the way content is consumed in India, with more people watching videos and movies on their mobile devices.

### III. RESEARCH PROBLEM

The possibility provided by OTT solutions is exceptional, but the industry is becoming more and more congested, so businesses must have the foundations correct before offering services. Others are just sound business practises that may be used in any area of their company. Some solutions are technical, including cloud computing and information analytics.

At OTT, there isn't a gold rush. There is a chance to earn money and consumers to be attracted, but we need to do more than just turn up with a service and await for the cash and consumers to start coming in. We need a solid strategy, the proper pricing for interesting content, and time to scale the product. The phase that is meant to result in consistent, long-term development can be difficult for everyone involved, despite an initial surge of success.

OTT has undoubtedly opened up new avenues for distributing content to viewers in any market. Viewers, on the other hand, have the freedom to choose which programs to watch and to watch them accordingly they want. As OTT grows in popularity, the IP technologies that underpin the Internet will need to evolve. However, it is a significant challenge because these technologies are difficult to scale. As a result, there are still many challenges in this space that will evolve into newer opportunities in the coming years.

### IV. OBJECTIVES

- **Originality:** We want to provide a platform for creators to showcase their talents, and their original content that has not been uploaded to other platforms.
- **Entertainment:** The entertainment industry is ever-growing and it has endless opportunities. We want to give the people content that is original and entertaining.
- **Freelancing and Starters Support:** We want to help the aspiring students who need a platform to showcase their talents and get recognition for their hard work. Content form Freelance

photographers and directors will also be available on the platform.

## V. EXISTING SYSTEM

The present OTT technology is great but the main flaw is that the content that is available on the various sites are well established and are from people who are well established in that field. There is no opportunity to for new commers or beginners on these sites. The content on these sites is often repeated because the creator can have contracts with multiple companies at one and the same content can be available in all the sites. This becomes monotonous at some point as all of them are the same. This ever-growing field can create a lot of new opportunities and change loves for a lot of people but that is not taken advantage of so far.

## VI. PROPOSED SYSTEM

Fireball is the new way for OTT Platforms. It has all the same amazing features of an existing site and has much more to offer. The main difference in the existing sites and fireball is that we are only going to promote and host content of original artists, whoever they may be. This allows for us to have unique and original content and it also gives the creators the much-needed credit and appreciation for their work. We also have an age filter when a new user registers this helps us filter out appropriate content and helps us better keep the integrity of the platform. The future of fireball may also see collaboration with colleges in order to help students to establish their careers and help explore their hobbies and passions.

## VII. SYSTEM ARCHITECTURE

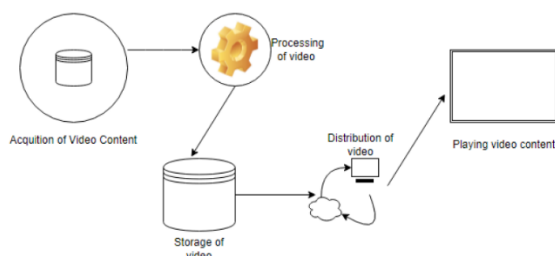


Fig 7.1. System Architecture Diagram

## VIII. METHODOLOGY

There are several methods that can be used to create an online OTT system for students:

1. Content Management System (CMS): A CMS can be used to manage and organize the video content on the platform. For users to find the information they need, this may include tools like classification, labeling, and search features.

2. Video Streaming Technology: The video content can be delivered to the students using streaming technology like Https Live Broadcasting (HLS) or Dynamic Adaptive Broadcasting over Https (DASH). This allows them to watch the videos on demand, without having to download the entire file.

3. User Validation and Authorization: User authorization and identification can be used to guarantee that only authorized personnel can access the platform. This can include features such as login and password protection, or integration with existing single sign-on (SSO) systems.

4. Video Upload and Processing: A system for video upload and processing can be put in place to allow students to upload their own videos to the platform. This can include features such as video compression, transcoding, and thumbnail generation to ensure that the videos are optimized for streaming.

5. Analytics: An analytics system can be implemented to gather data on the usage of the platform. This can include information on the most popular videos, user engagement, and other metrics that can help to improve the platform over time.

6. Support for different devices and operating systems: To ensure that the students can access the platform from any device, it is important to support a variety of operating systems and devices, including smartphones, tablets, and laptops.

7. Support for different languages: To cater to the global audience it is important to support different languages in the platform.

## IX. ADVANTAGES

- No other streaming platform offers original content from aspiring artists.
- The Pricing will be very low in the initial stages.
- The artist will get full credit for their work.
- Film makers and Producers can find talents on one platform.

- There is no middle man, the producers can directly contact the artist through the platform.

## X. RESEARCH DESIGN

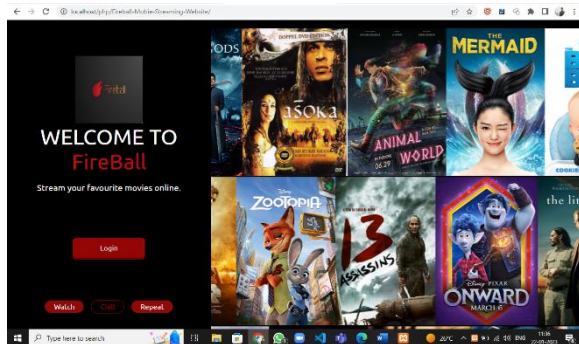


Fig 10.1. Home Page

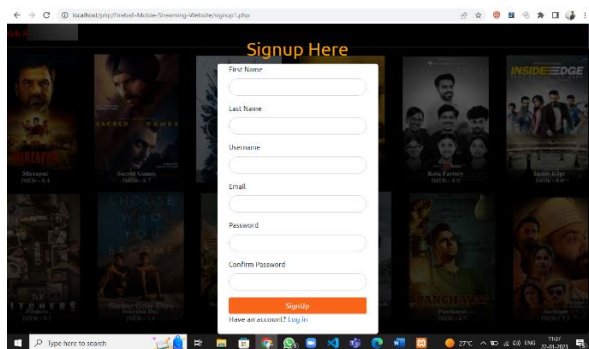


Fig 10.2. Sign Up Page

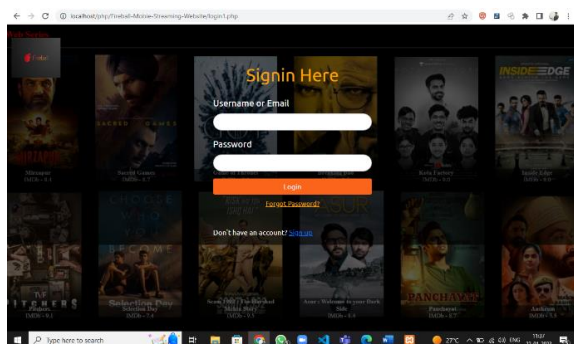


Fig 10.3. Sign In Page

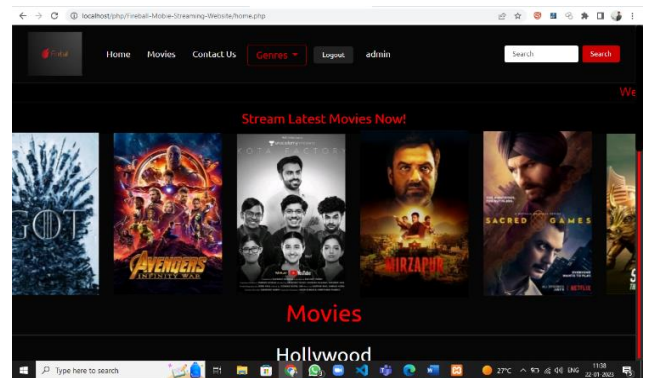


Fig 10.4. User Home Page

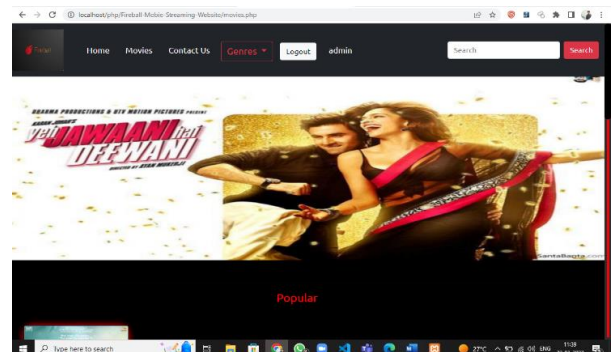
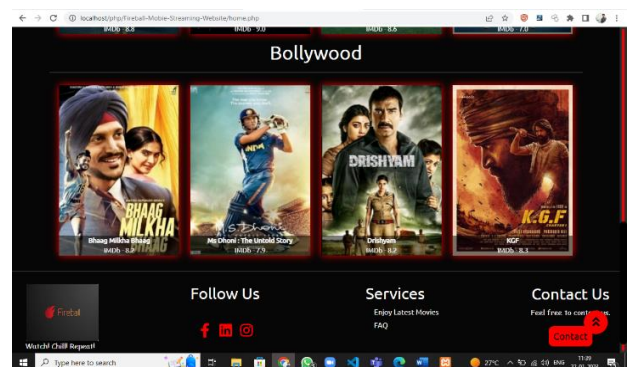


Fig 10.5. & Fig 10.6. Movie Genre Examples

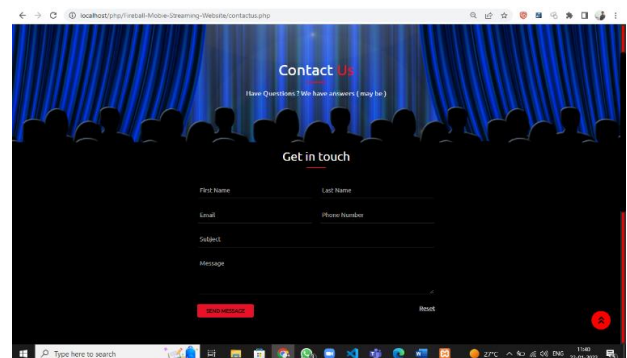


Fig 10.7. Contact Us Page



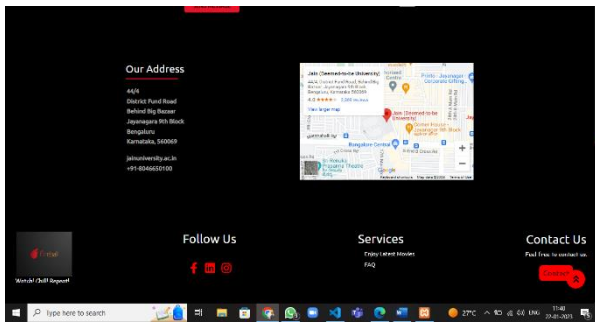


Fig 10.8. Location Details Page

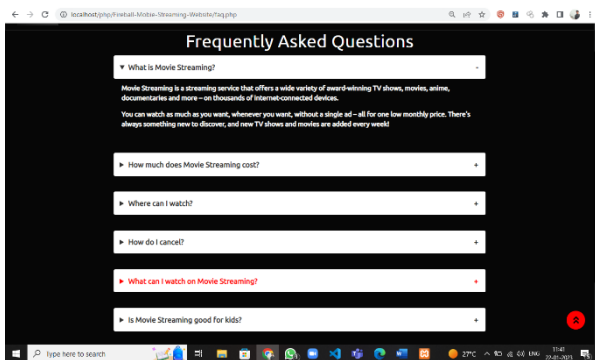


Fig 10.9. FAQ Page

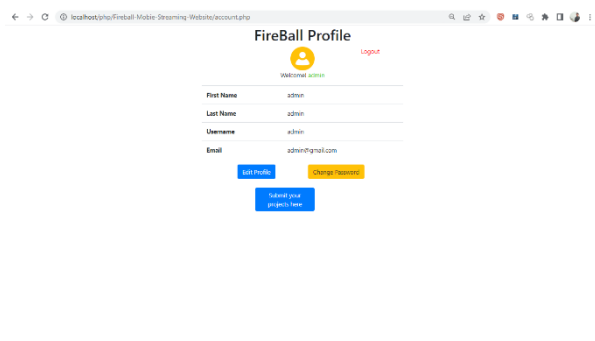


Fig 10.10. User Profile Page

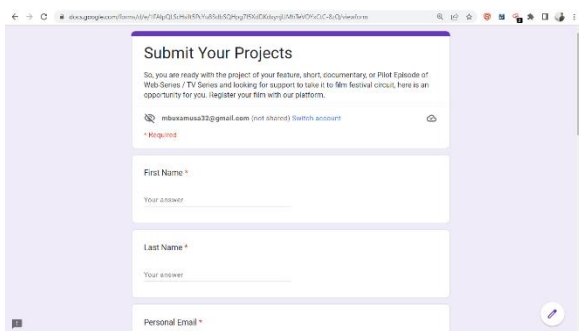


Fig 10.11. Project SubmissionForm

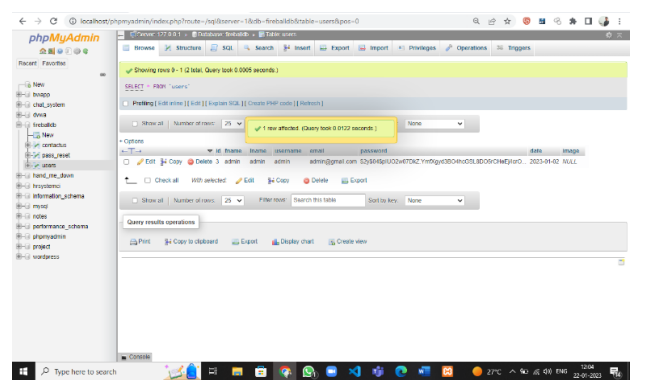
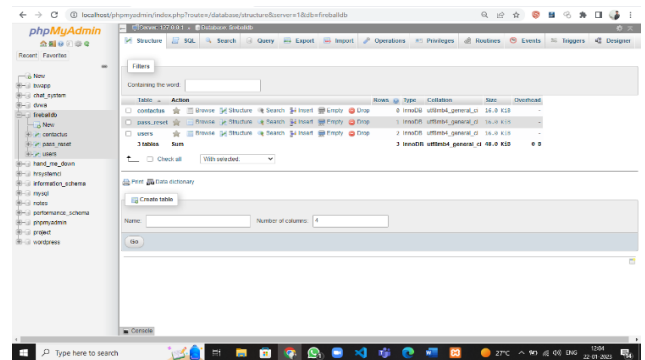


Fig 10.12. & Fig 10.13. Database Images

## XI. FINDINGS

### Finding 1: (Preference of OTT)

Here, we can observe that the respondents, who comprised the bulk of 93 – 102 respondents, mostly preferred elements like rate (consistency of viewing) and material (value) of the enjoyment they watched on OTT. There are 13 respondents that selected "No Advertising," which is the least, and ease (portability) of the medium, which is significantly less important. Also, this implies that OTT customers are not need to view OTT content in order to bypass commercials. Interestingly, when opposed to films and television shows, sports are viewed the least on OTT.

### Finding 2: (Growth of OTT)

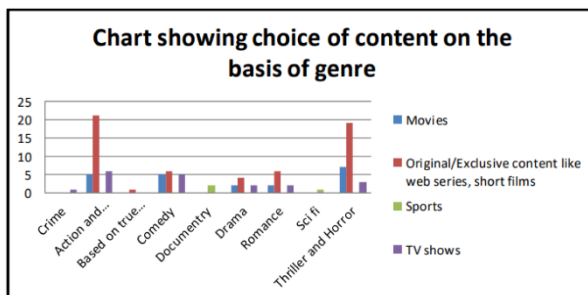
This strong increase is fueled by economical superfast internet connectivity, increasing of online consumers, greater use of electronic payments and discounted rates provided by international giants. Lockdowns that totally shut down theatres were led by Covid.

Finding 3: (Statistics)

The OTT market is anticipated to grow by 36% CAGR to Inr 11,944 cr by 2023 from Inr 2,590 crore in 2018. With more than 40 businesses providing new digital content in all languages, OTT has now captured 7 9% of the revenue and market share of the entertainment industry. More than 45 million OTT users in the country currently and it is expected to grow to 50 million over the course of 2023.

In 2018, there were 3.5 million pay-per-view viewers; this year, 8.9 million viewers are anticipated, and 11.7 million viewers in 2027. A paid tv or livestream programme known as pay per view enables consumers to purchase events to watch on paid television. 4.2 million, 7.7 million, and 8.6 million videos were downloaded throughout the time period, compared to 1.9 million, 6.8 million, and 10.8 million streams.

Finding 4: (Relation between choice of content and genre)



According to the aforementioned statistic, 21 out of 57 millennials watch original/exclusive material that is centered on action and violence. On the other side, original programming based on genuine stories, sci-fi sports, and criminal TV series are equally popular. We can also see that sports, which appeals to just 3 percent of millennials overall, has the least assortment of favored content.

**XII. SUMMARY OF FINDINGS**

- A significant portion of the material for OTT services is undoubtedly shaped by the younger 18–35 age group.
- For India's OTT offers spanning cable TV and movie, viewership, continuity, and content quality are crucial considerations.

- Lastly, it can be observed that, despite the overwhelming majority of respondents' (particularly mobile and smart TV users') agreement to switch to OTT with in the coming years, conventional media, such as cable TV and the movie industry, still have a lot of opportunity to thrive in the short term. despite the possibility of a total transition in the future.

**XIII. FUTURE SCOPE**

As covid struck down almost every field and lives in 2020, they had to adjust and get used to the new normal. As the majority of industries were adversely affected, it was necessary to change and rethink how things were done in order to prevent the pandemic's consequences. While the globe has grown, OTT platforms' attractiveness has not diminished in India, and so its potential is anticipated to be exciting. Due to people staying at home and being unable to go to the movies, OTT platforms have experienced exponential rise in memberships and audience over the past two years. The previous three quarters have been prepared to maintain this growing trend, despite the lifting of mobility limitations, as well as the outlook of Streaming sites is shining bright. As of now, this platform will be operating in a limited geographic area. Based on the responses from the market and the users we can expand our platform to various geographical locations across India or abroad. In the near future, we'll also use the live-streaming video capability. There is hope for OTT platforms in the future. Streaming services like Netflix, Hotstar, and Amazon Prime Video are becoming increasingly popular, and new competitors are constantly entering the market. As new players enter the market, competition will increase, which will benefit consumers.

**XIV. CONCLUSION**

In conclusion, an OTT platform for students and newcomers to showcase their talents can provide a valuable opportunity for them to gain visibility and recognition in the entertainment industry. With the rise of OTT platforms, the traditional television industry is being disrupted and new opportunities are arising for young and emerging talent to showcase their skills and gain exposure to a wider audience. Such a platform has the potential to democratize the entertainment



industry and allow for a more diverse range of voices to be heard.

The platform can also serve as a valuable resource for educators and mentors to discover new talent and provide students with the opportunity to gain real-world experience. Additionally, the OTT platform can provide a cost-effective alternative for students and newcomers to showcase their talents as compared to traditional channels such as TV and film, which often require significant financial resources.

However, there are also challenges that need to be addressed, such as the need for a sustainable business model, the need to attract and retain a large user base, and the need to ensure the platform is accessible to all. A sustainable business model could be achieved by using a subscription-based model, in-platform advertising, or by partnering with sponsors. To attract and retain a large user base, the platform needs to be user-friendly, offer a wide range of content, and provide a seamless viewing experience.

In order to ensure that the platform is accessible to all, it is important to consider the needs of diverse groups of users, including people with disabilities, and to provide closed captions and subtitles, among other accessibility features. Additionally, the platform should consider the ethical and legal implications of hosting user-generated content and provide appropriate safeguards to protect the rights of creators and performers.

In summary, an OTT platform for students and newcomers to showcase their talents can provide a valuable opportunity for them to gain visibility and recognition in the entertainment industry. The success of this platform would depend on its ability to provide a unique value proposition and to meet the needs of its target audience, as well as its ability to address the challenges and opportunities presented by the rapidly changing entertainment landscape. Overall, an OTT platform for students and newcomers can provide a valuable resource for the entertainment industry and support the development of new talent.

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