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 9940 572 462

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 ijircce@gmail.com

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Cineflix – Movie Streaming Platform

Smith Hasmukh Chauhan, Darshan Manik Dhamode, Mohammad Aasim Zulqarnain Shaikh

Final year Students, Dept. of I.T, Thakur Polytechnic, Maharashtra, India

ABSTRACT: This project is a detailed review of movie streaming platform. The main objectives of this platform to watch movie with the best facility. Searching will be very easy. At a single click will be able to fetch the required data. Nowadays, there are multiple existing platforms to watch movie and the user and customer get confused from the various websites and Apps to watch it. A customer demonstrates that it is extremely complicated to search for the multiple of the movies as for significant websites. This project will make consumers watch all the movies in a single webpage. This system will also help the film industry.

I. INTRODUCTION

The competition for viewers in the movie industry takes many different forms. Traditional movie theatres, with high quality pictures on large screens and high quality sound effects, need the patrons show up physically; movie rental stores or movie rental websites, which provide the convenience for the customers to obtain DVD disks and watch movies on TVs at home; Here indicated movie stream via high speed internet connections, which is emerging as a new way that enables viewers watch movies without going to theatres, nor going to rental stores, nor placing DVD orders on websites, nor waiting for DVD disks (including Blue Ray DVD) to show up in the mail boxes, nor returning these disks to rental stores. Perhaps the single biggest concern when it comes to watching entertainment is how much it costs. Accessing a TV subscription, buying or renting new movies, and downloading new music adds up, making a real dent in your monthly budget. That's not even counting the entertainment you leave your house to enjoy. That is where free movie streaming apps come to the rescue, eliminating the need for downloads and money. Instead, the apps give you unlimited access to movies and TV shows for free. With the streaming apps, entertainment stops cutting deeply into your monthly budget. This emerging phenomenon of movie stream depends heavily on the technology advancement in computers, networking, and most of all the speed and capacity of the internet. Cisco VNI Report discussed the monthly video internet traffic in 2013 will reach to 24,969 petabytes per month, an amazing 20 folds of the video traffic volume in 2008, about an equivalent of about 300 million DVDs crossing the network each month. What Manuscript received February 3, 2015; revised November 19, 2015. impacts of this shift will have on businesses and consumers are of great interests. This study aims to explore only some of the impacts of the emerging movie stream in home entertainment industry, and to compare with traditional DVD movie rental. Video consumption and distribution has witnessed a double-digit growth in the past few years, converting and preparing this content for the digital realm was largely a 'black art' until recently, when several enterprise-grade solutions came onto the market. Video-related transactions grew from 12.4 percent of the total IP traffic in 2008 to approximately 39 percent total IP traffic in 2012, or are about twelve folds of the total volume excluding the amount of video exchanged through P2P file sharing. Internet video is predicted a 34 percent Compound Annual Growth Rate (CAGR) from 2008 through 2018. Internet video traffic will increase more rapidly than general consumer Internet traffic. Cisco VNI Report revealed the trends of on-demand viewing and high-definition video are generating very rapid growth in cable video and IPTV traffic transported over IP in metropolitan areas presents the monthly internet video traffic trend between 2008 and 2018.

The history of internet dates back 1950 and 1960s with the development of computers. Popularity of streaming or OTT (Over The Top) services and CTV (Connected TV) devices is now mainstream. It may be hard to remember a time before streaming services existed in our lives, but there's actually quite an interesting history that has already unfolded. As we all know, there is an abundance of choices available to us as viewers. Market leaders such as Netflix, Hulu, and Amazon Prime Video have been joined by dozens of other services, such as Apple TV+, Disney+, HBO Max, Peacock. Advertising on OTT services and CTV device have been growing, but it still has some challenges. OTT/CTV advertising is fragmented and needs operational standards for smooth implementation. Additionally, OTT/CTV advertising lacks standard ID for audience targeting and measurement. Each platform has different IDs, and where & how buyers can use the IDs are different from platform to platform. Most OTT/CTV ad platforms still fail to report content & apps that an ad ran on. The other challenge is that different parts of an agency buy OTT/CTV ads. This is one of the impediments to faster OTT/CTV adoption. A digital team would assert that targeting disciplines and a focus on MOVIE STREAMING SITE Page | 13 buying audience is a more relevant skill set for digital buyers than TV buyers who have historically focused on buying GRPs. On the other hand, TV buyers believe it is their purview to supplement TV reach and reach the viewers that are not watching linear television leveraging OTT/CTV. The origin of

OTT services and CTV devices was rooted in the desire of viewers wanting to watch their favorited content whenever & however they want. There is research showing that people prefer and engage with relevant ads delivered to them without disrupting their viewing experience. I am hopeful and excited that OTT/CTV advertising can deliver that experience consumers are looking for, and it will be advantageous for brands that leverage all of the capabilities of OTT/CTV advertising.

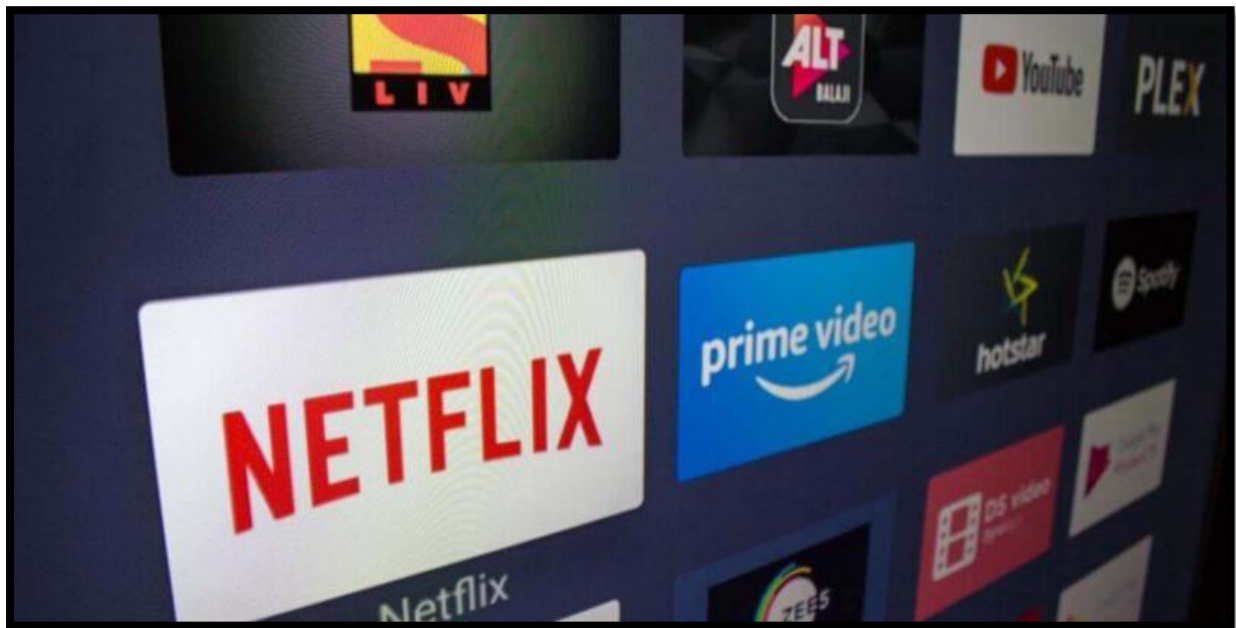


Figure 1: Various OTT Platforms

II. RELATED WORK

Streaming platforms basically provides the customers with movie's information, and ability to watch it, which one may need while relaxing. These movies are fetched from central servers which have granted them the specified permission and provide users with the cheapest fares and the best possible service, something which users desire all the time. Users can simply search for movies and watch them online. They can view their watch time, account status and of course movies. Booking a ticket or cancelling a ticket is a headache now a day because of busy schedule. It is a proper way to do promotions of business and by online marketing you will extremely get more potential customers. In easy words it's a structured gateway that helps to structure the access to information found on the internet. Our professional web developers can deliver customized watch portals which go well with the provisions of the clients as well as the visitors.

III. PROPOSED METHODOLOGY

The proposed system is a web-based application and maintains a centralized repository of all related information. The system allows one to easily access the relevant information and make necessary travel arrangements. Users can decide about the movie they want to watch and relax making life easy. The propose system is highly automated and makes the watching activities much easier and flexible. The user can get the very right information at the very right time. Customers can get the knowledge of the movies they are going to use.

Some features that we can implement in our project:

1. Big Data - Big data helps to make predictions about purchase behaviour based on past patterns, trends, and associations. It is the lifeblood for companies like Amazon, Facebook, Uber because they can figure out what you want before you know it yourself. Watching movies can improve customer experience by handling big data. Through big data analytics, streaming industries can customize the user experience, formulate pricing strategies, get insights into people's needs, improve loyalty programs and develop new marketing strategies.

2. Progressive Web Apps (PWAs) - Progressive web apps are nothing but modern web pages that also act as mobile apps. These apps have the usefulness of a native app but, when accessed through a browser, it does not require any downloading of apps which is a huge plus on conversion and usage ratio. The PWA web page can be saved on the user's home screen and used as a mobile app. If you like to learn more about PWAs, click here. Here are some of the streaming companies using PWAs.

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- NETFLIX
- AMAZON PRIME
- HULU

IV. DISCUSSION AND EXPERIMENTAL RESULTS

While planning, all the members came on google meet and discuss what would be the functions might be suitable for our application. Everyone recommended some innovative features and their structures. Once the features were discussed, we disbursed the coding among us. One of us was chosen to the complete coding and database and after accumulating the assigned responsibilities, might further pass on to other members to check the coding part.

Although, due to unexpected instances, we had to discard some features that didn't seem as vital because the now remaining ones. There were also adjustments made for some pages that have been originally meant to be designed in a special manner. The principal person did a part of the coding, collected coding from rest individuals, created database for required sections, completed the project and recorded it.

All the individuals have been made aware about the basic functionalities regarding our project.

There were not any implementations of simulations. Therefore, here are some rough sketches of our undertaking made on Photoshop, being presented as a shape of experimental outcomes.

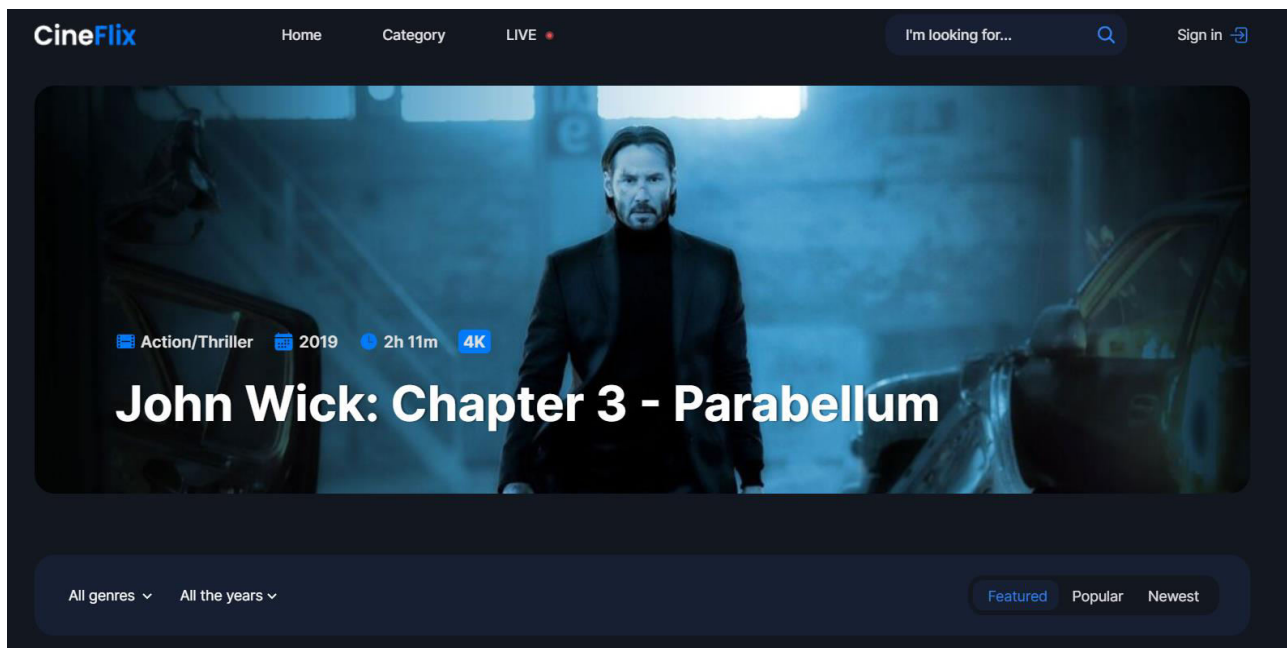


Figure 2: Sample Website

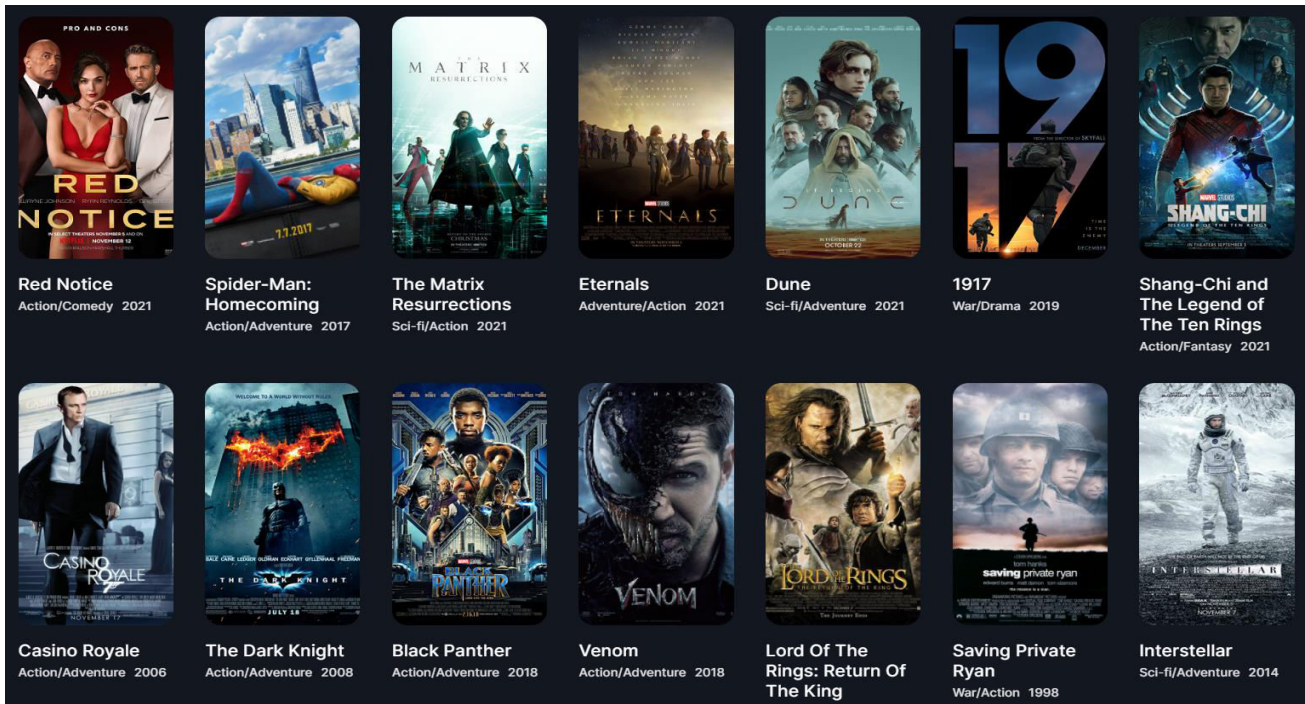


Figure 3: Various Movies

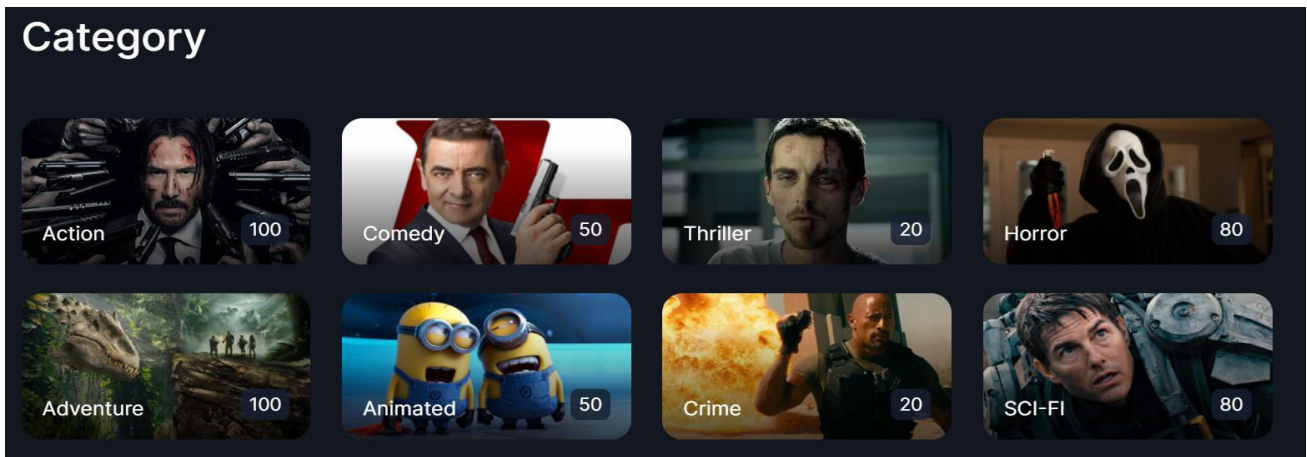


Figure 4: Different Categories

V. CONCLUSION AND FUTURE WORK

Here we have presented the design of our streaming site that can provide the users with the required facility to watch movie online anytime and anywhere. This is a combination of smartphone and Internet services. This method includes various features/services such as daily addition of movies, the time about the arrival of next episode. etc. This process achieves its main goal by pertaining to real-time data.

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