Assignment 03 –

1. What strategies should CHORKI follow in order to be the major market shareholder in Bangladesh ?

Ans: chorki is a new OTT platform in Bangladesh . But most of the people using or found of others ott platform like Netflix , Amazon prime, hoichoi , HULU etc . But all of them are foreign OTT platform . Turkey has the perfect chance and time to get the major market share holder in Bangladesh if they follow strategies. THE strategies are given below :

Get to Know Audience : chor ki need to consider what group might be interested in their online video content, what they can offer them and what they need their streaming service .They need to pay attention to hot users are watching .what devices they ( mobile device , Smart TV ) . How much time they spend on their platform each day . in this way , Chorki can find what their users want from them & can give the best offer for the users .Thus way Chorki can build a strong and lasting relationship with their users .

Improving communication with existing Audience : if the users have been using Chorki’s OTT video platform for a long time it means they are Loyal customers . But make sure there interest will not down. Chorki can use direct email communication with recommended video content prepared specially for that one customer . They can also use a Loyalty program or a birthday discount for next renewal . It is an act of expressing gratitude for staying subscribed .

Check your audience activity on social media : Both existing and potential customers can be found on many social media channels. Chorki may take advantage of the fact to purchase social media advertising and attract new subscriber . They can use it to increase the engagement of their existing customer .

Personalised the experience of the users : chorki can use their search engine to find categories such as emotional documentaries about fighting the system or critically acclaimed x animal fables. By using they are research analysis and algorithms Turkey can select the video content based on hot the already watched . Platform users don’t even have to search for relevant content because it’s already been suggested for them .

Provided the video content the audience expects : Chorki should listen to their audience that will help to gain valuable insights into the involving behaviour of their target audience in real time . Chorki can achieve it by using social media where internet users often and gas in expressing their opinions . Eat also allows them to build long term relationship , kam aap with new solutions and products and get the market highest share .

If chor ki can follow the above strategy then they will be able to get the major market shareholder in Bangladesh I hope .

Q02 - How can Chorki overcome its risk and challenges in the present context of the OTT platform industry ?

Ans : The risk and challenges of ott platform and how can Turkey overcome it that are given below :

More power is needed:

1. To handle the multiple versions that are generated more storage is required .
2. Special IP switches capable of managing highline data rates are required for higher capacity fibre connections .
3. This boost clock speeds which further increases through food latency .

the solution to this problem is multicasting technology . Multi casting is an IP protocol mechanism for broadcasting a share data stream using reserved IP address .

Content delivery is poor (Speed & Quality): Meeting client expectations is one of the most difficult aspects of ott content delivery with each new experience speech of content or feature customer wants more from the OTT platform or the content . This is not applicable not only for new ott platforms but also for established ott platforms .

Problem with the content: content is the heart of ott platform even if it may not appear to be the most important factor in attracting viewers. It is also true that this service will fail in the long run if they are unable to create and deliver the content that viewers desire .

Retaining viewers : one of the most challenging reached and problems that ott providers faces is skipping their audience among the various concerns in this issue are ,

-providing the content that viewer seek.

-providing high definition video

-advertising content should be interested and all viewers to bypass it.

Moving forward in a competitive market: chorki is new in the OTT market . OTT platform have a bright future in our country that increas highly . If Turkey can satisfy the demands of their consumers and quickly fixed current users experience concerns , otherwise even if market conditions are favourable business may lost more users then they gain .

Piracy of video: since the beginning of regular television piracy has been a concern . Vedio piracy affects a business a lot of money as well as users and reputation . Users data and content leaks are both at danger when OTT platforms are hacked . In the united states , about 21% of the population watches pirated television .

IN thus way , Chorki can overcome its risk and challenges in the present context of the OTT platform industry .

Q03 : Do you think Chorki can contribute to making the prothom Alo be more relevant to the younger target market , explain your answer ?

Answer : Yes , Chorki can contribute to making the prothom alo be more relevant to the younger target market. Chorki is Owned by Transcom Group via Prothom Alo .

Now a days , young generation people don’t read the daily newspaper or don’t deserve to know about the current situation of the country. On the contrary , young generation people are highly desire to use ott platform in smartphone or Smart Television. They are found of watching series , movies and documentaries. So , Chorki can using newspaper marketing to their customers . So that people can know more about Prothom Alo . Prothom Alo has Online news portal . People can easily get any current news through this portal . As Chorki is Owned by Prothom Alo , so the Marketing cost will be Low for prothom Alo & this will be more effective for prothom Alo .

In this way , Chorki can contribute to making the prothom alo be more relevant to the younger target market .

Q04 : How can Chorki play role to educate mass people to adapt to OTT platform ?

Answer : Chorki can play a great role to educate mass people to adapt to ott platform . Some important role are given below :

In this Era , every teenagers have smartphone . So Chorki have to target those educate teenagers . Chorki can do email marketing SMS marketing among the teenagers . Also can do Online and physical promotional activities in school ,college, university . Because they are main customers are teenagers students which is between 15 to 30 . An educated students can easily become their customers because he or she know how to download or play ott OTT platform .Chorki can give them extra offers like Multi-device viewing facility , Birthday gift etc . Chorki can also follow Push Marketing Strategy to reach the Large number of educated students .

In this way , Chorki can play role to educate mass people to adapt to OTT platform.