OTT platform automation using artificial intelligence

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Abstract:

Over-the-top (OTT) platforms are rapidly growing and are using artificial intelligence (AI) to automate various aspects of their operations. AI algorithms can analyse user data to determine the type of content users prefer and generate personalized recommendations, leading to increased user engagement and retention. The use of AI in content curation and personalized recommendations has revolutionized the way content is selected and organized on OTT platforms. Filmpire is an OTT video platform similar to other platforms with enhanced features. This research paper includes details about Filmpire and its features and several aspects that make it different from other existing OTT platforms. This platform uses Alan AI which is a conversational AI platform used to create chatbots and voice assistants for customer service, sales, and marketing. Alan AI has gained popularity among businesses of all sizes and industries, enabling them to leverage the power of conversational AI to enhance their customer interactions and increase operational efficiency.

Abstract:

Over The Top (OTT), artificial intelligence, Filmpire, NLP, machine learning, Customizable chatbots