

TECH SCAN

OVER THE TOP INTERNET



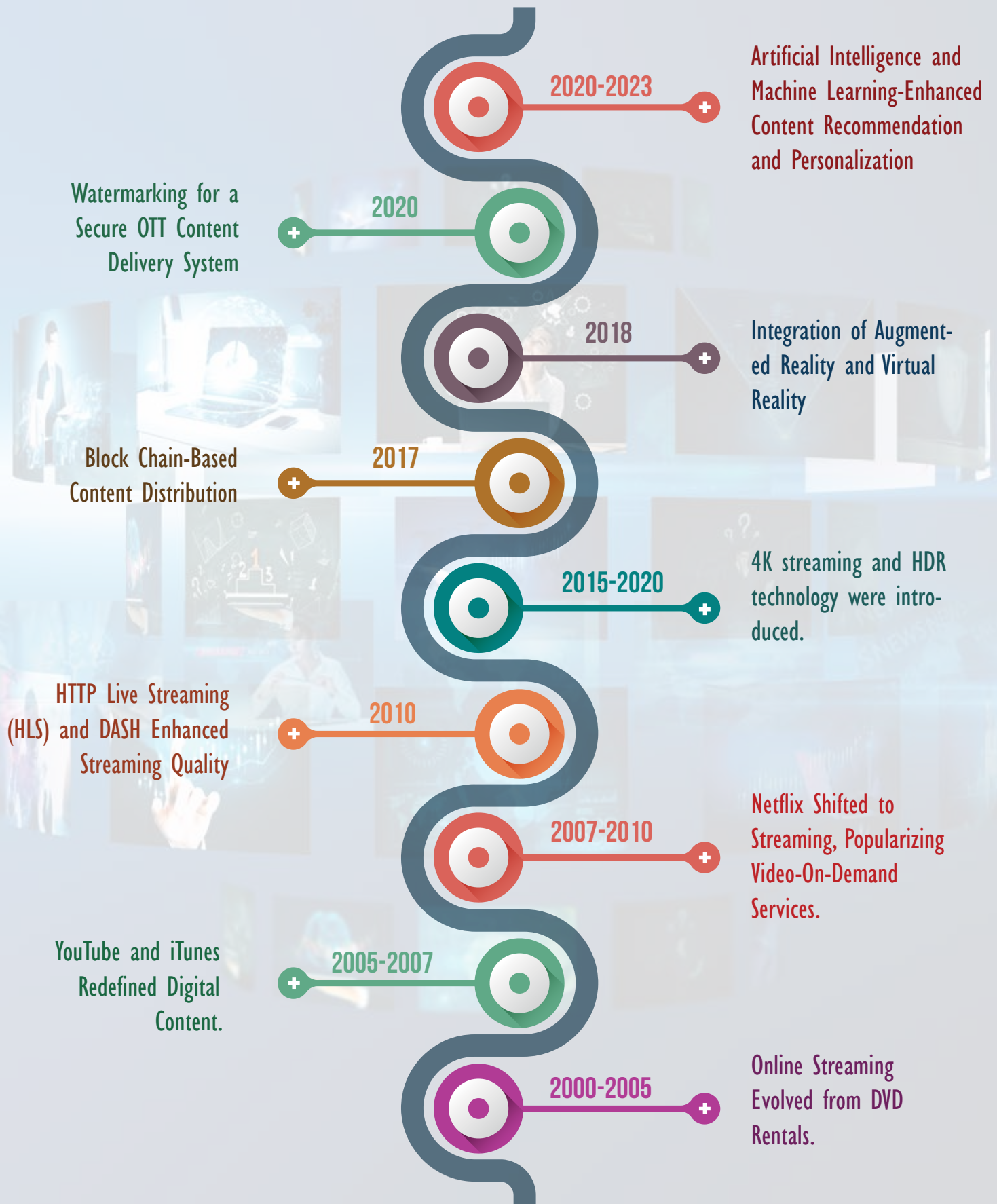
In recent years, India has witnessed a remarkable surge in the popularity and proliferation of Over-The-Top (OTT) Platforms, reflecting a strong commitment by the Indian entertainment industry to embrace digital transformation. These platforms, delivering content directly to viewers via the internet, have become a crucial component in the country's media landscape.

The Indian government's recognition to the potential of OTT platforms in reaching a vast audience has fueled this surge. As a result, there has been a substantial increase in the creation and filing of intellectual property related to OTT technology in India. Companies, researchers, and individuals alike are eager to safeguard their innovations, ranging from content delivery algorithms and user interfaces to data analytics tools that enhance viewer experience.

This protection is vital in a rapidly evolving digital landscape where competition is fierce. Secondly, the promise of intellectual property protection acts as a catalyst for ongoing research and development in the OTT space. As the Indian entertainment ecosystem continues to evolve, the surge in OTT-related patents underscores the industry's commitment to fostering creativity, protecting intellectual property, and meeting the growing demands of an ever-expanding digital audience.



INNOVATION TIMELINE



PATENTABLE COMPONENT

In the context of OTT technology, numerous aspects may qualify for patent protection. The subsequent areas are frequently taken into account for patentability.

Content Delivery Systems

- Adaptive Streaming Algorithms
- Content Delivery Networks
- Technologies for Improved Quality of Content Delivery

User Interface and Experience

- Novel User Interfaces
- Interactive Features
- Recommendation Algorithms

Streaming Technologies

- Streaming Protocols
- Codecs
- Compression Algorithms
- Quality Enhancement Technologies

Data Analytics and Personalization

- Preference Analysis
- Viewing Habits Analysis
- Personalized Content Recommendations

Interactive Features

- Synchronized Viewing Experiences
- Social Features
- Gamification Elements

Algorithms for Content Discovery and Searching:

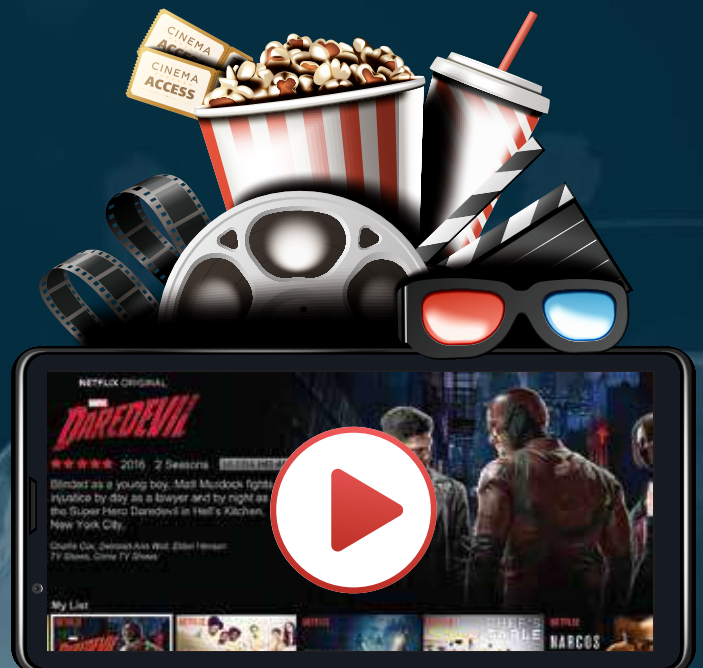
- Semantic Search
- Contextual Recommendations
- Search-Related Technologies

Advertising Technologies

- Targeted Advertising
- Ad Insertion Algorithms
- Interactive Ad Formats

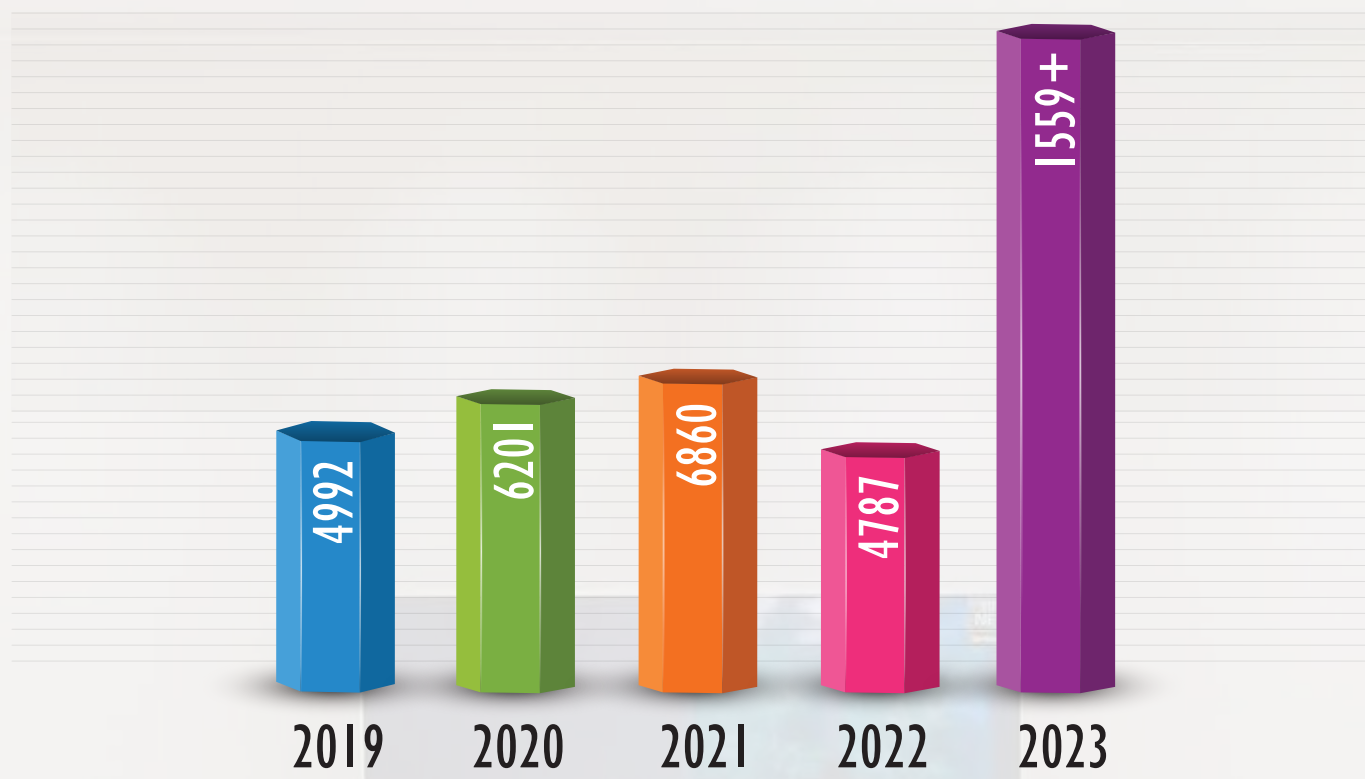
Digital Rights Management (DRM)

- Technologies for Unauthorized Use Prevention
- Access Control Systems
- DRM Protocols and Implementations

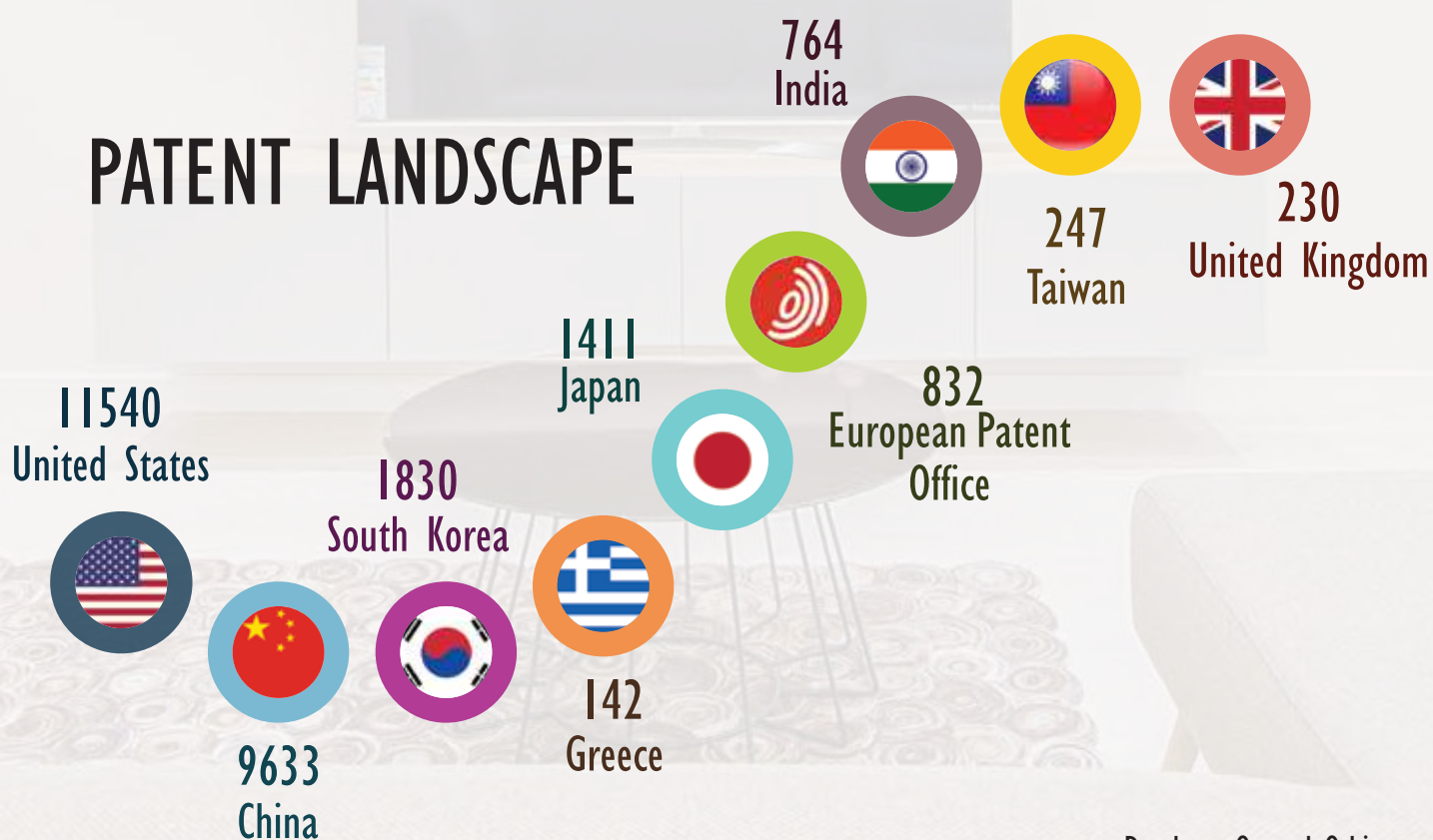


PATENT STATISTICS

No. of Patents Filed in Different Companies in Last Five Years



PATENT LANDSCAPE



Database: Questel Orbit

TOP APPLICANTS



3162
Qualcomm



255
Service Now



517
Taiwan Semi-Conductor
Manufacturing



459
LG Electronics



463
Ericsson



427
Samsung
Electronics



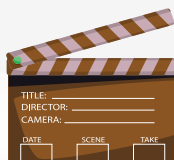
356
Amazon
Technologies



338
TSony
Group



422
Huawei



300
Shanghai Longbo
Communication Technical

Database: Questel Orbit

WHITE SPACES

- Adaptable Video Streaming with Data-Budget Awareness
- A System for Health and Fatigue Monitoring During Video Watching.
- A System for Detecting Websites and Apps that Infringe on the Copyrights of Content Creators.



- System and Method for Enhancing Video Acquisition and Delivery in Events
- Cybersecurity with AI Threat Detection
- Method for Simultaneous Content Streaming and Communication

- AI-assisted TV Advertising Optimization
- Location-Based Video Recommendation for OTT
- AI Based Dynamic Subtitles and Language Translation
- Use of OTT Chat Bots for Consumer Hyper-Personalization



NOTABLE INNOVATIONS

Patent Application	Priority Date	Title	Assignee
US20220240330	28.07.2022	Dual 5G Connection Mechanisms to Support Multi-Operators with Different Service Traffic Simultaneously	Huawei
US20230318943	29.03.2022	Non-Linear Filtering of Measurement Report	Qualcomm
US20230179550	03.12.2021	Display Device and Method for Supporting Communication Between Display Devices	Samsung Electronics
US20220248274	29.01.2021	Techniques for Handling Calls Associated with User Equipment Transition from Dual Active Mode to Dual Standby Mode	Qualcomm
EP4207776	31.08.2020	Media Data Processing Method and Media Data Processing Device	LG Electronics
US20230251370	10.07.2020	Co-Existence Operations Involving a Radar-Enabled User Equipment and Radio Network Nodes	Ericsson
US20210250645	07.02.2020	Memory Management of Replacement Content in Digital TV System	Sony
US20220239710	01.04.2019	Network Node, IP Multimedia Subsystem (IMS) Node, Over The Top (OTT) Digital Assistant, and Methods in a Communications Network	Ericsson
US20190379933	12.06.2018	Methods and Apparatus to Increase a Match Rate for Media Identification	Nielsen
WO2019235804	07.06.2018	Method and Apparatus for Installing and Managing Profile Using Message Service	Samsung Electronics

If you would like to learn more about any of these areas or have specific questions, we're here to provide further information and insights. Our team is dedicated to driving progress and staying at the forefront of Over The Top Internet Technology.

About IP Bazaar

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