

**VIEWER'S PREFERENCE TOWARDS OTT MEDIA SERVICE WITH
SPECIAL REFERENCE IN ERODE DISTRICT**

*A Project Report submitted to the BHARATHIAR UNIVERSITY in partial fulfilment of the
requirements for the award of the Degree of*
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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**KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)**

(Affiliated to Bharathiar University, Coimbatore)

(Approved by UGC, AICTE, New Delhi & Re-accredited by NAAC)

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode – 638107

March - 2021



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CERTIFICATE

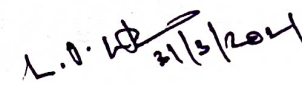
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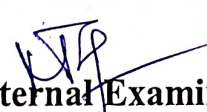
This is to certify that the project entitled “VIEWER’S PREFERENCE TOWARDS OTT MEDIA SERVICE WITH SPECIAL REFERENCE IN ERODE DISTRICT” is a record of original project work done by,


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Submitted for the Viva-Voce Examination held on.....01.04.2021.....