

Abstract**SYSTEM AND METHOD FOR INTEGRATING TERRESTRIAL TV & PAY TV INTO
OTT USING QR CODE**

The invention discloses a system and method for integrating terrestrial TV and Pay TV broadcasts into an OTT platform using QR Codes. Through real-time QR Code generation containing encrypted URLs, users can instantly access streaming content, digital versions, and supporting materials via smart devices.

This system enhances interactivity, enables monetization through targeted advertisements and premium content, and is equipped with security features, user analytics, and validation mechanisms to ensure its reliability and scalability.

Figure 1