CS STREAMING

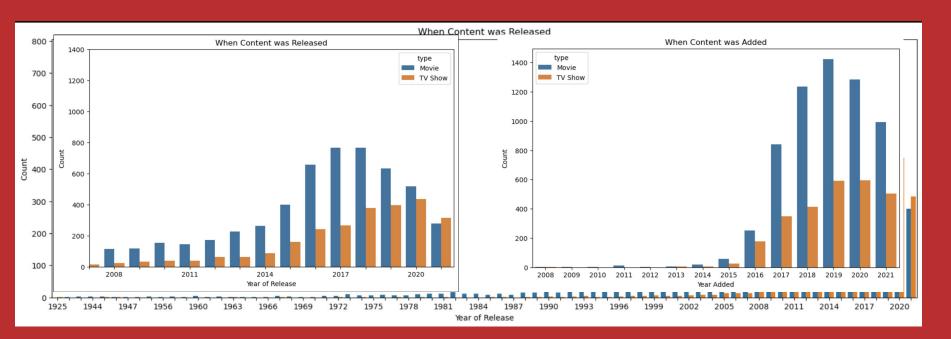
PRE-LAUNCH ANALYSIS

A Netflix Market Review

CONTENT ADDITION

- Netflix's catalog has content ranging from 1925 to current day.
- 75% of Content is from 2013 onwards
- 2017/18 is when releases peaked

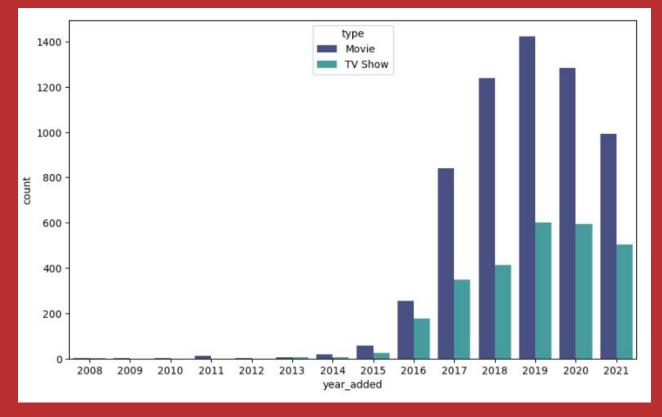
- From 2008:
 - Increased Tv Shows by 500
 - Increased Movies by 5,000
- From 2019 they have reduced the amount of shows and films added



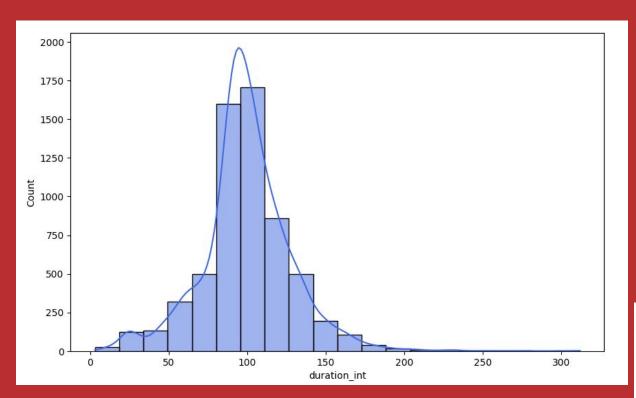
MOVIES AND TV SHOWS ADDED TO NETFLIX

2008-2021

- Netflix adds far more movies than tv shows
- TV shows account for more hours of content
- Only 1 movie, and 1
 TV show were
 added in 2008



MOVIE DURATIONS



99.56 MINS

AVERAGE MOVIE DURATION

90 MINS

MOST COMMON MOVIE DURATION

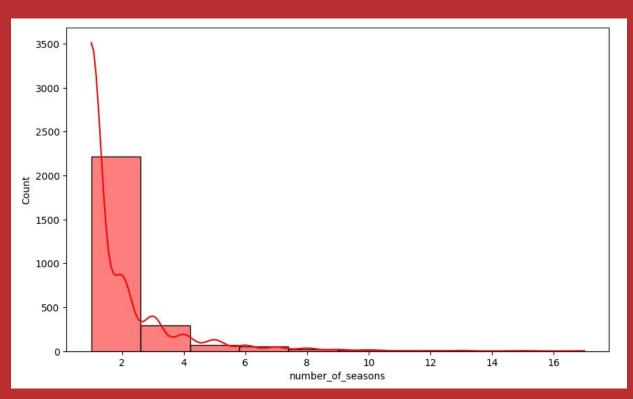
312 MINS

LONGEST MOVIE DURATION

round(movies_df['duration int'].describe(), 2)

```
6131.00
count
            99.56
mean
            28.29
std
                      movies df['duration int'].mode()
min
             3.00
25%
            87.00
                      dtype: int64
50%
            98.00
75%
           114.00
           312.00
max
Name: duration int, dtype: float64
```

TV SHOW DURATIONS



1.76 SEASONS

AVERAGE TV SHOW DURATION

1 SEASON

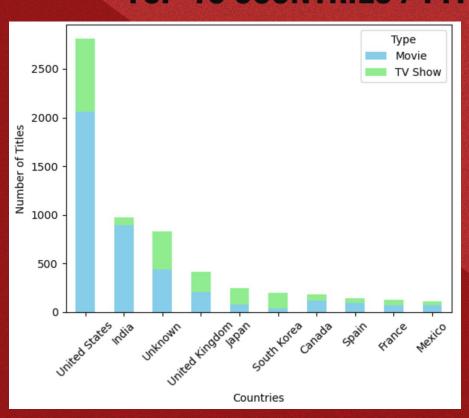
MOST COMMON TV SHOW DURATION

17 SEASONS

LONGEST MOVIE LENGTH ON NETFLIX

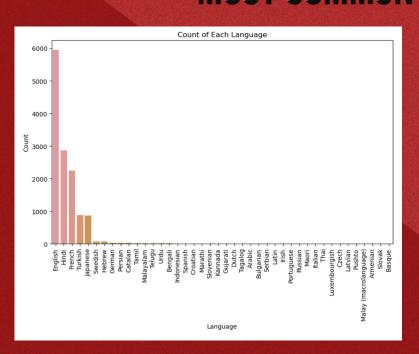
```
round(tv df['number of seasons'].describe(), 2)
         2676.00
count
            1.76
mean
std
                    tv df['number of seasons'].mode()
min
            1.00
25%
            1.00
50%
            1.00
                    dtype: int64
75%
            2.00
           17.00
max
Name: number of seasons, dtype: float64
```

TOP 10 COUNTRIES / TYPE OF SHOWS RELEASED

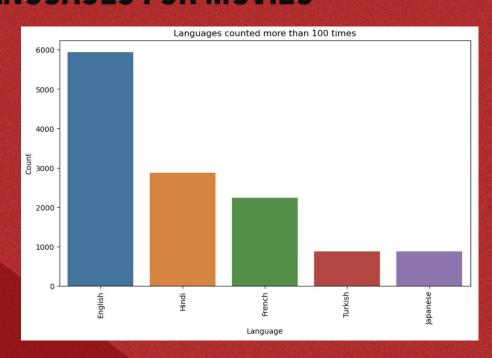


- Overall predominant "Movies" content as a majority for all countries except for releases from Japan and South Korea
- "TV Shows" dominate releases from Japan and South Korea

MOST COMMON LANGUAGES FOR MOVIES

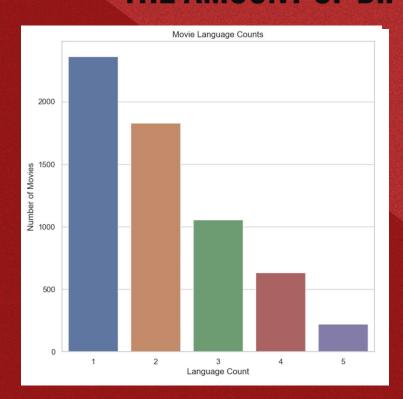


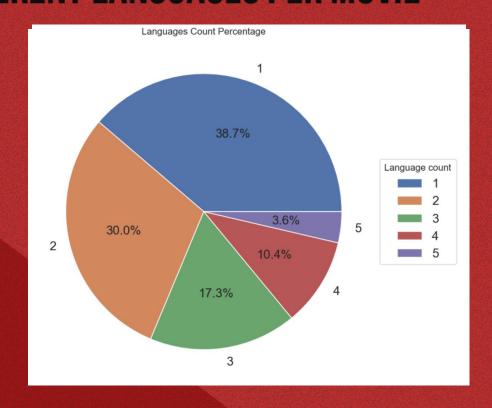
Netflix has over 40 languages for their movies



Most popular language for movies is English with 5941 movie being English or having an English dub.

THE AMOUNT OF DIFFERENT LANGUAGES PER MOVIE

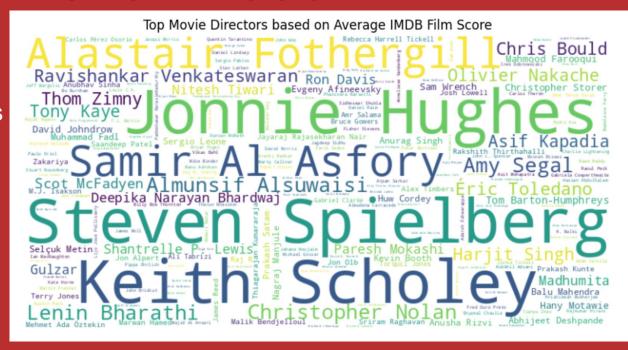




TOP MOVIE DIRECTORS

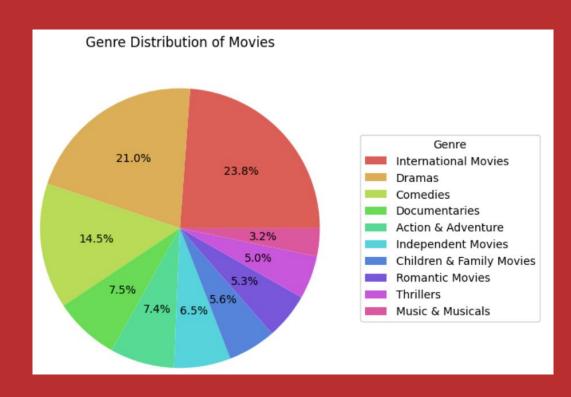


Steven Spielberg movies on average draw the highest IMDB scores



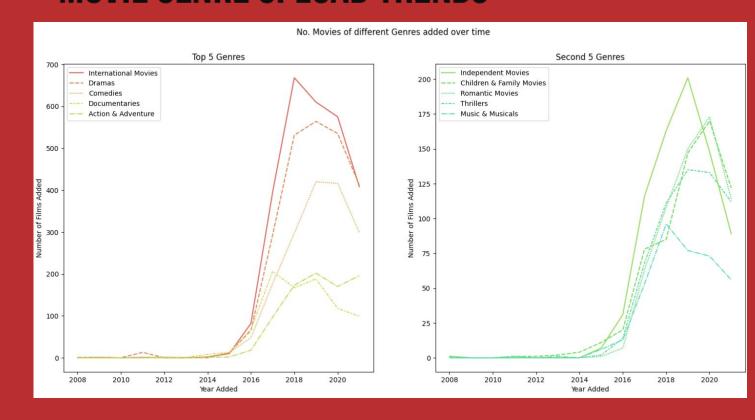
MOST OCCURING GENRES ON NETFLIX

- Top ten genres for movies and tv shows:
- Movies: International, Dramas, Comedies
- TV: International, Dramas, Comedies
- Similar genres in the rest of the ten, but order shuffled.
- Prioritise genres by a similar proportion, particularly ~50% being int. Dramas or Comedies



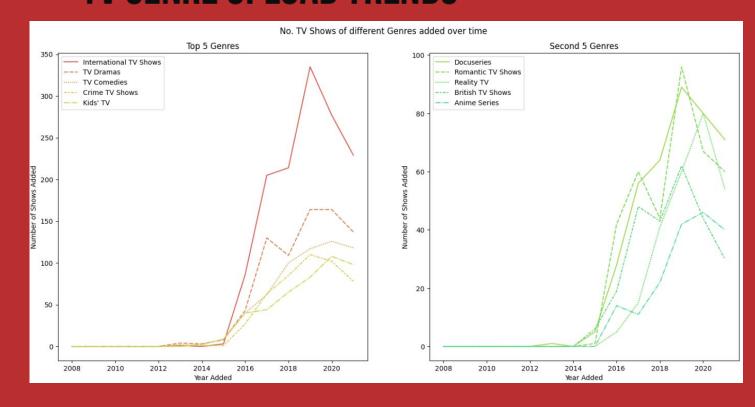
MOVIE GENRE UPLOAD TRENDS

- Follows prior trend of less movies being added
- Some genres buck the trend:
- Action & Adventure
- Anime and Cult films



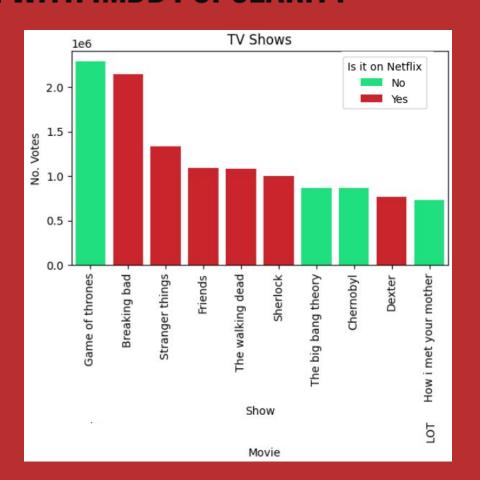
TV GENRE UPLOAD TRENDS

- Follows prior trend of less shows being added
- Some genres buck the trend:
- Spanish-lang uage TV Shows



COMPARISON WITH IMDB POPULARITY

- Movies:
 Most missing from Netflix's library.
- TV:
 Few missing from Netflix's library.
- Aim to license greens, attract fans that Netflix aren't catering for. Also potentially poach reds when license runs out.
- Dataset available on request.

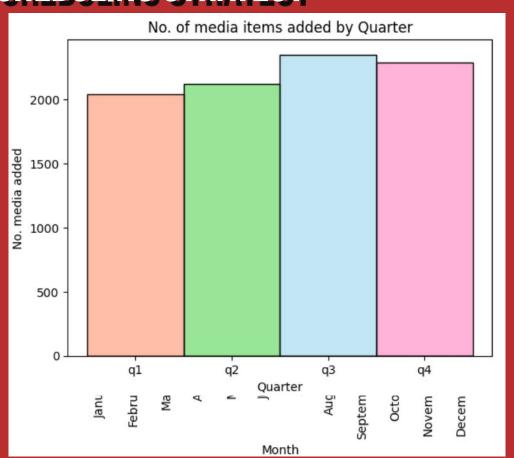


SEASONAL SCHEDULING STRATEGY

 By Month: Least new items: Feb, May Most: July, December

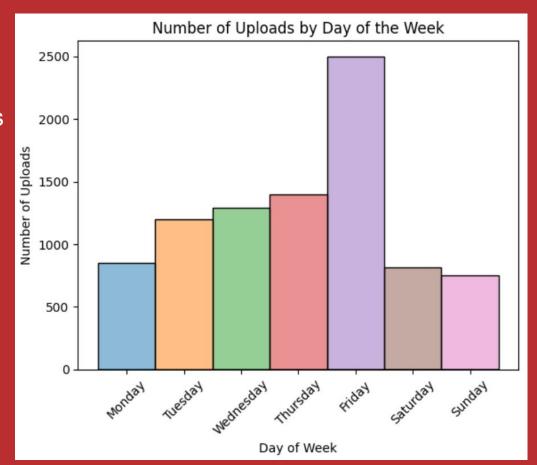
 By Quarter: Least new items: q1 Most: q3

- People 'watch 30-40 minutes more... in the winter than in the summer.' - Barb.co.uk
- Adopt same strategy, cater to users being inside during winter



WEEKLY SCHEDULING STRATEGY

- Most uploads are on Friday, ready for the weekend
- Similarly, we should adopt this strategy
- Assume people are going have more time for entertainment at the end of their work week



INSIGHTS SUMMARY

- 75% of content on Netflix was released post 2013, so most is less than 10 years old.
- Nearly 70% of Netflix catalogue are movies, but the TV shows catalogue is building.
- Between 2020 and 2021 Netflix added less content to the platform, likely due to covid restrictions impacting productions. More current data is needed.
- Only 13% of found languages within Netflix appeared in 100 movies or more.
- The top languages to feature on Netflix are English, Hindi, French, Turkish & Japanese.
- 31% of the movies feature 3 or more language options, based on if the language was present in 100 or more movies.
- Drama and comedy are the top two genres for Netflix content.
- Other top IMDB rated content originates from titles not on Netflix.
- Netflix's scheduling strategy shows boost to releases in Autumn/Winter.

RECOMMENDATIONS

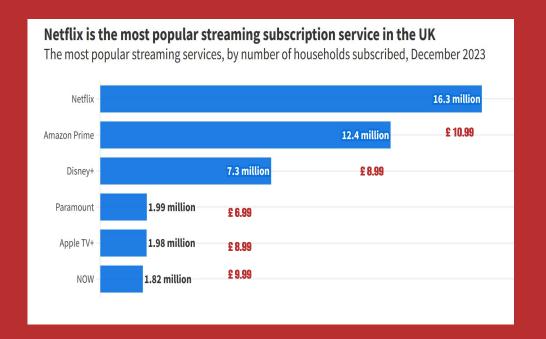
- Aim for a similar distribution of genres across content, particularly having ~25%,15% being Dramas, Comedies.
- Attention to obtaining English and Hindi movies, as they are the most abundant.
- Collecting movies with more language options to cater to a larger audience base.
- It might be worth exploring bringing more TV Shows from Japan and South Korea as these two countries are becoming of more interest to English Speaking Viewers
- Target shows and movies Netflix don't have, cater to customers Netflix don't capture & poach shows from Netflix.
- Schedule seasonally, similar to Netflix, to capitalise on the viewer availability during the later seasons (late Summer to mid Winter), a litter release schedule rest of the year.

EXTENSIONS/ QUALIFIERS

- Having viewing data would allowed analysis to identify what content actually works best on Netflix to determine a clearer content strategy.
- Locate similar information for other global streaming services (Amazon, Apple, Disney etc) to develop a more comprehensive view of the streaming marketplace.
- Obtain licencing information across providers to identify opportunities and develop strategy on content acquisition to launch the service.
- Conduct further analysis on the correlation between movie ratings and the no. of language options available, to understand whether this could enhance global appeal.
- Customer data based on gender and age would allow us to explore targeting of varius audiences to the platform to ensure its success.



(JOLA) ... DATA WE CONSIDERED



Our project was missing data on market saturation of on demand services currently on the Market.

Such data is an important insight how services should be tailored to potential customers.

We looked at Q4 2023 market distribution of competing platforms to assess potential advice on the price per month

REFERENCES

Imdb datasets

https://datasets.imdbws.com/

Kaggle dataset

https://www.kaggle.com/datasets/thedevastator/netflix-imdb-scores

Repo for notebooks https://github.com/AJones545/CS-Netflix.git

7.

PREPROCESSING

- 1. Wrangled features to better format, extracted new features
- 2. Dealt with missing values values in the wrong columns
 - a. Imputed unknown to missing values from director, cast and country features
 - b. Moved some duration values that were in rating across
 - c. Added missing rating values from google
 - d. Removed date added nans

The resulting dataset is ten entries smaller.

DATASET ENGINEERING

Two datasets were created to add a dimension of user preference, imdb data is publicly available from their website and fits this requirement.

- 1. 10k most voted for media in imdb from their website
 - a. 10k entries
- 2. Combined our Netflix data with imdb rating/votes data
 - a. ~4.5k entries
 - b. Added slightly *old kaggle imdb data* to bump up to **6.1k entries** (~¾ original data)

With this data, we can recommend media that people engage with the most across the internet. Depending on your licencing/ budget, we can go for items Netflix don't have or do have. To try and replace Netflix or capture an untapped market.

DATASET ENGINEERING

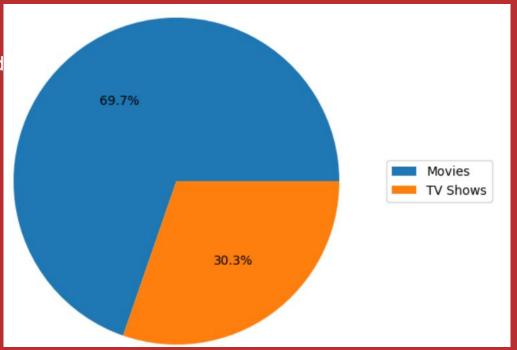
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PROPORTION OF TITLES ON NETFLIX - MOVIES VS TV SHOWS

 Netflix have added more than double the no. of movies compared to tv shows.



Movie 6131 TV Show 2676

Name: type, dtype: int64

Since 2008, Netflix have;

- Increased their catalogue of tv shows by 500
- Increased their catalogue of movies by 6,000

Since 2019 we have seen Netflix consecutively reduce the number of releases across both movies and TV shows.

- Movie added in 2008: 'To and From New York' (Dramas, Independent Movies, Thrillers), added in January
- TV Show added in 2008: 'Dinner for Five' (Stand-Up Comedy & Talk Shows), added in February

type	year added	
TV Show	2008	1
	2013	5
	2014	5
	2015	26
	2016	176
	2017	349
	2018	412
	2019	602
	2020	595
	2021	505

	Market and	
type	year_added	
Movie	2008	1
100 000 000 000 000 000 000	2009	2
	2010	1
	2011	13
	2012	3
	2013	6
	2014	19
	2015	56
	2016	253
	2017	839
	2018	1237
	2019	1424
	2020	1284
111	2021	993

Beginning	Middle	End
Problem statement:	Key plot movements:	Most important message to land:
CS streaming are launching a new service.		
Context/ Why this is important: CS streaming need to know how they can best optimise their streaming service to compete with Netflix.	Pivotal discovery/ story climax resulting in a new challenge:	Resolution - where outcome is progress:
Hypothesis: Netflix is the gold standard of streaming services for CS streaming to take learnings from.	Reframing of a problem statement:	Tangible action: