

## **Netflix Viewership**

### **Audience:**

The audience for the presentation is Netflix decision makers and content strategy managers. These individuals would have a high level of familiarity with Netflix's platform, data and trends in viewership. With this in mind the presentation will need to balance data insights alongside creative strategy recommendations. The audience would likely be interested in hearing how the new show brings an opportunity for an increase in subscriber growth and retaining current customers. Therefore the presentation should be concise and to the point in a professional format.

### **Purpose:**

The goal of the presentation is to pitch the idea of a new Bridgerton side series that focuses on Lady Violet Bridgerton. This series would help re-engage current fans of the franchise and attract new viewers to the platform. By highlighting the success of both the original Bridgerton series and that of Queen Charlotte the presentation will show how side stories within the Bridgerton universe have already boosted viewership. Additionally it aims to demonstrate the opportunity of leveraging the existing fan base while expanding to new stories of beloved characters.

### **Medium:**

I will use a powerpoint presentation to best create a clear combination of the data visuals and the creative narrative. The slides will give an overview of the franchise's success using the relevant data to back the claim. The visuals will include graphs including the top 10 TV shows by hours viewed in the first 91 days, weekly rank trends and comparisons between Bridgerton and Queen Charlotte. The visuals will help showcase the argument that spin off series can help boost the original series viewership. The powerpoint will keep the information in an efficient layout while also communicating the key messages while maintaining the audience's engagement.

### **Design Choices:**

The design of the presentation will focus on a modern and professional look. The presentation will use a neutral cream color in the background black lettering and a red highlight on each page to tie in the company's branding. Spacing and font sizes will be large enough to make for easy readability with no slide overloaded with information.

### **Ethical Considerations:**

Through the analysis I was sure to keep data integrity by not mis representing the data and document all steps I take. Inclusivity and accessibility were also important through the presentation section of this analysis. I was sure to use readable fonts and highly contrasting colors to ensure accessibility. Finally to maintain privacy and security I will be using data that is publicly available or anonymized.