

# Report On Streaming Platform

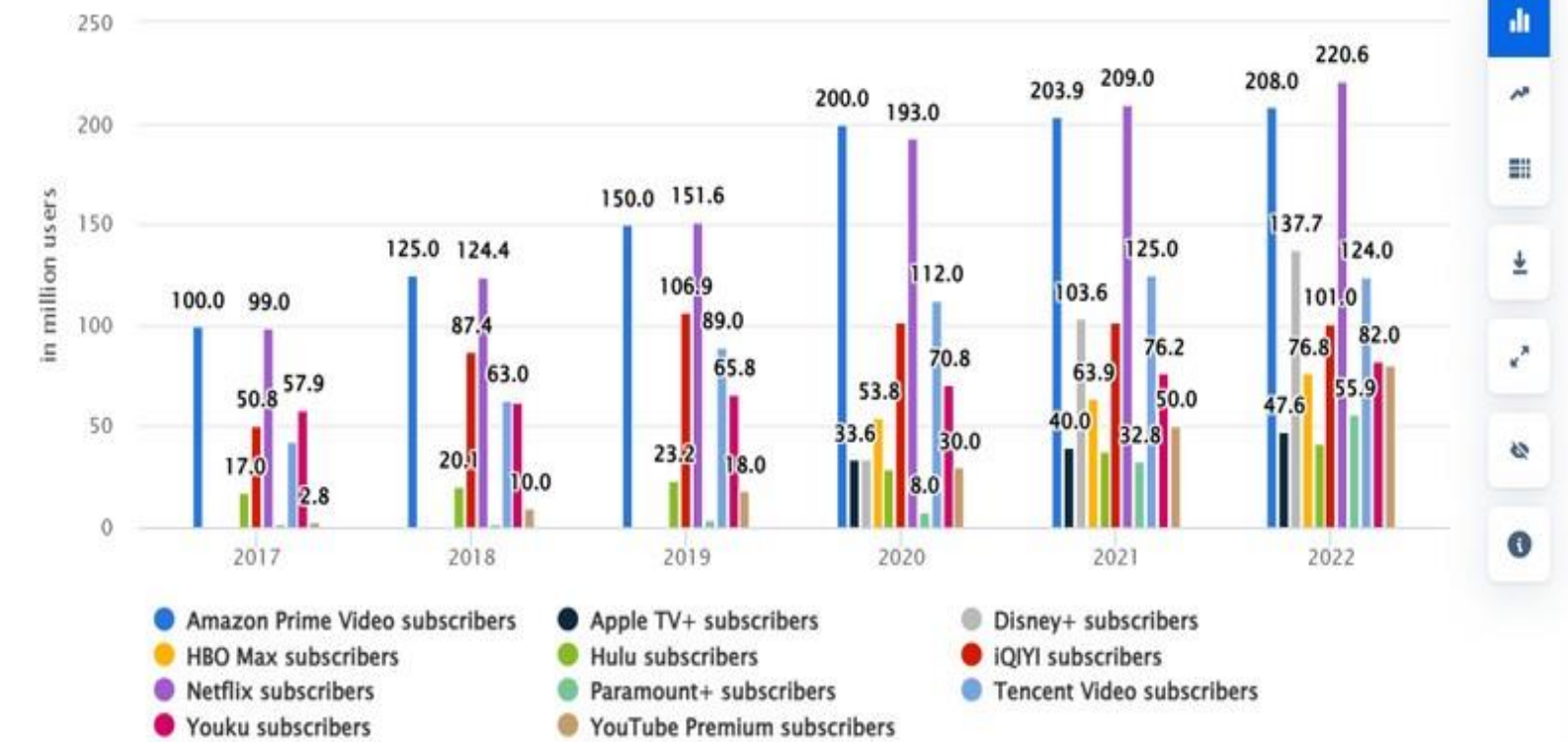
Submitted by- Anurag Nirwan



# INTRODUCTION TO STREAMING PLATFORM

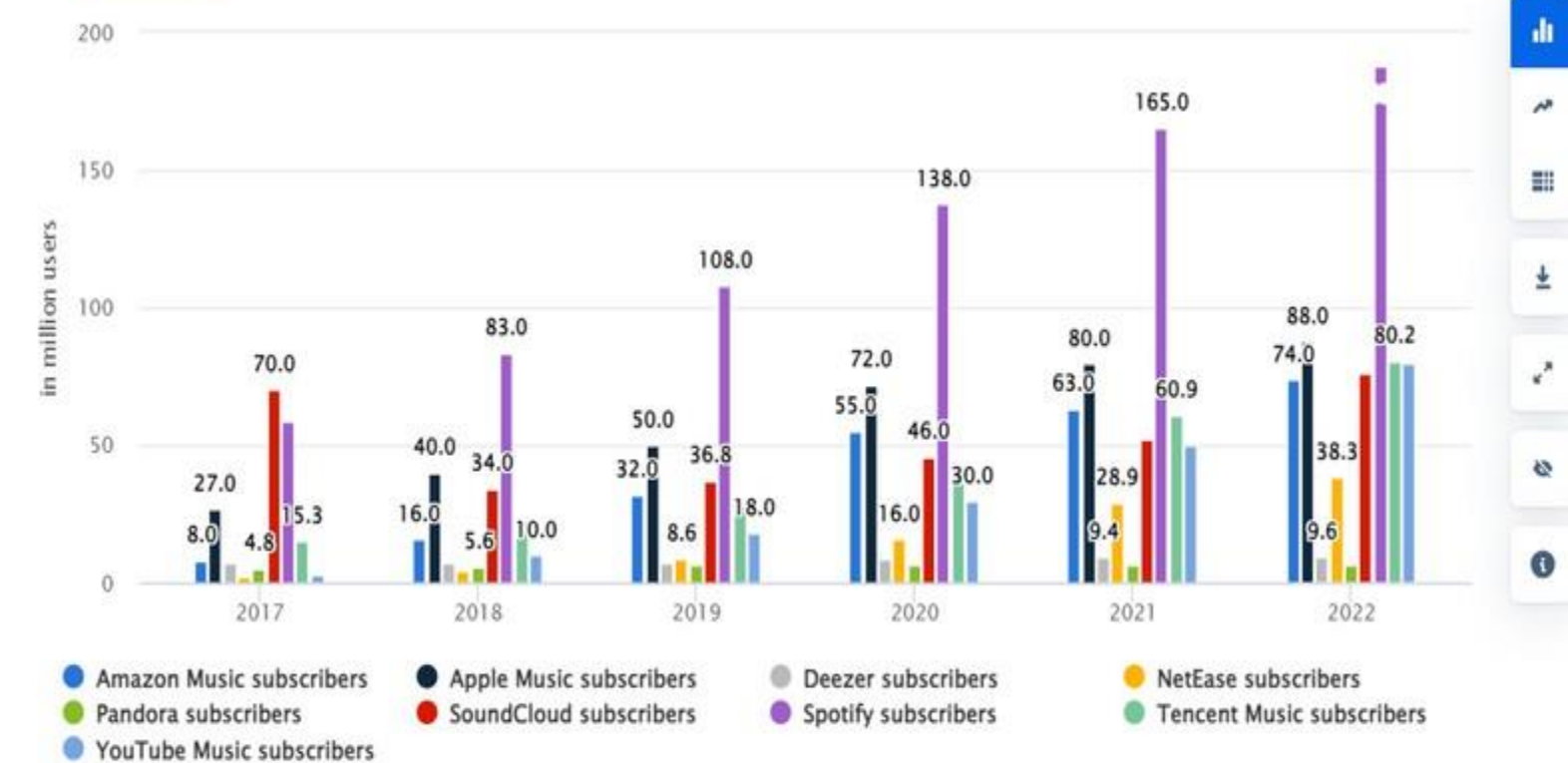
Streaming service both audio and video  
growing exponentially

SUBSCRIBERS BY SERVICE



Most recent update: Mar 2024

SUBSCRIBERS BY SERVICE



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# NETFLIX

Netflix is founded

Aug 1997

Launches its website with  
925 rentals available

Apr 1998

Raises \$30 M in venture capital

Jul 1999

Introduces personalized movie  
recommendations

Jun 2000

Goes public at \$15.00 per share

May 2002

First Netflix button on  
remote controls - US

Jan 2011

Pays Comcast to end connection  
speed slowdown

Feb 2014

Internet Slowdown Day protest

Sep 2014

Wins first Academy Award

Feb 2017

Wins four Academy Awards

Jan 2019

Wins six Academy Awards

Jan 2023

Live streaming with Chris  
Rock: Selective Outrage

Jan 2023

Launches mobile games

Jan 2021

Netflix Is a Joke: The Festival

May 2022

30-year anniversary

Aug 2027



Product

Launches its monthly subscription concept  
Sep 1999

Introduces streaming  
Jan 2007

Netflix delivers its billionth DVD  
Feb 2007

Announces Profiles  
Aug 2013

House of Cards  
Feb 2013

Orange Is the New Black  
Jul 2013

Rolls out offline viewing feature  
Nov 2016

Skip Intro button  
Aug 2017

Introduces PIN protection  
Jan 2018

Subscribers

1 M  
Apr 2003

5 M  
Jun 2006

25 M  
Jan 2012

100 M  
Jan 2017

200 M  
Jan 2020



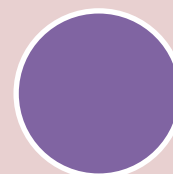
December 27,  
2006

- Spotify technology S.A incorporated as a luxemboug private liability company.



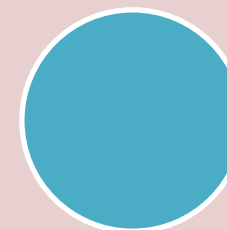
March 20, 2009

- Business transformation into a luxembourg public limited liability company March 6, 2020
- Acquired bill simmons media grop, llc for 170 million pound Goal- to expand content offering and podcast monetization



December 8, 2020

- Acquired megaphone llc for 195 million pound
- Goal. To enhance podcast and monetization and advertiser offerings March 29,2021
- Acquired betty labs incorporated for 57 million pound Goal- to accelerate entry into live audio space



June 17, 2021

- Acquired podz, inc a technology company focused on podcast discovery for 45 million pound

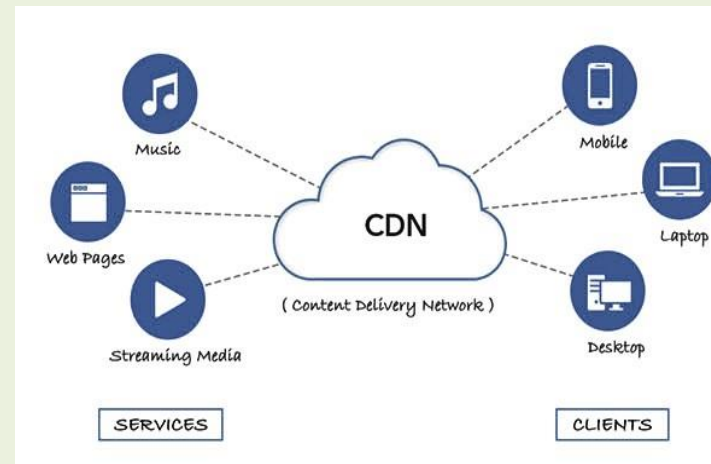
# How Streaming Platforms Work



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## Cloud Storage

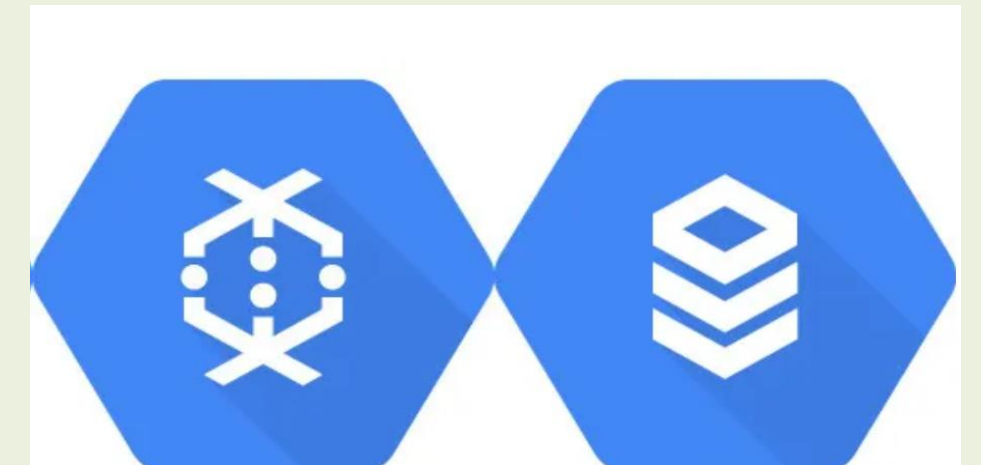
Cloud Storage allows you to stream data directly to bucket without requiring a pre-defined file size, making it ideal for dynamic data generation or on-the-fly compression



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## Content Delivery

CDN architecture intelligently routes user requests to the nearest server, optimizing content delivery for speed and efficiency



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## Data flow

Ensures smooth content delivery with managed bandwidth and strategic location to minimize delays and enhance streaming quality, which is essential for high-demand content like live sports or interactive streams





# Data Collection Practice (Spotify and Netflix)

## NETFLIX

- Analysis of user viewing history
- User interaction
- Collaborative filtering

## CONCLUSION

- 75% of viewers activity is base off personalized recommendation

## SPOTIFY

- Discover weekly
- Daily Mix
- Release Radar
- On Repeat
- Radio

## CONCLUSION

- Spotify leverages user data such as listening habits, playlists and search queries to tailor music recommendations and enhance user experience

# Data driven decision metrics

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01

Netflix's recommendation engine draws on vast amounts of user interaction data, like viewing history and ratings, as well as additional information such as time of day and device type, to curate content that closely aligns with users' preferences.

03

The system categorizes recommendations based on popularity, genre, and past user choices to retain user engagement and increase viewing time, which saves the platform significant acquisition costs annually

02

Spotify's recommendation system, particularly for playlists like "Discover Weekly," combines collaborative filtering, natural language processing, and audio analysis to generate song suggestions that match a user's listening tastes.

04

This complex system monitors listening habits and applies machine learning to suggest songs that align with both individual preferences and popular trends among users with similar tastes

DATA  
DRIVEN

# Data Privacy and Ethics

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Netflix, Spotify, and other streaming platforms have faced scrutiny for practices that sometimes contradict GDPR standards.



It include lack of full transparency regarding data usage and challenges with user consent mechanisms, like implied consent for cookies, which can leave users without control over their data preferences.



Spotify was noted for using an advertisement cookie by default without explicit consent from users, and Netflix has also been highlighted for not fully detailing data usage purposes in privacy policies.





# Challenges in Streaming

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## Bandwidth issues

- High-demand streaming, particularly 4K video, heavily strains networks, especially during peak times, affecting regions with limited infrastructure and impacting user experience.

## Content Licensing

- Competing for popular content is costly. Licensing requires navigating geographical rights, exclusivity, and renewals. Losing licensed titles can mean subscriber loss, so platforms invest heavily to maintain robust content libraries.

## Competition

- With new entrants like Disney+ and Apple Music, platforms like Netflix and Spotify face rising content costs and must constantly innovate to retain users.



# Impact on Entertainment Industry

Reports published by Edinbox and Digital agency network

Edinbox examines how streaming platforms are reshaping entertainment through on-demand viewing and binge-watching, with investments in diverse, original content altering consumer habits and expectations.

Digital Agency Network shows how AI-driven recommendations and diverse content on streaming platforms have led audiences to prefer streaming over traditional TV for its flexibility and personalization.



# Future Trends In Streaming



AI enhances recommendation systems on platforms like Netflix and Spotify by analyzing user behavior to personalize content and by optimizing streaming quality to reduce buffering.



With the expansion of 5G, VR and AR are set to enhance streaming, enabling immersive, real-time experiences that make movies and concerts feel live and interactive.



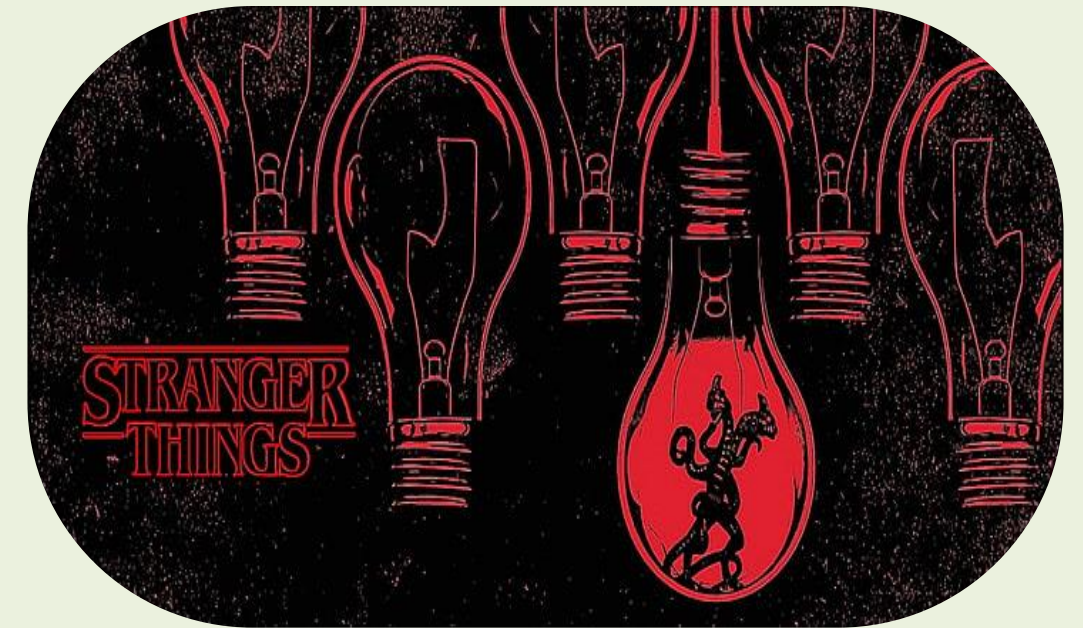
# Case Study: Netflix



Netflix's decision to green light shows like *Stranger Things* stems from its ability to analyze user preferences, which helps predict the success of certain genres and themes.



This allows Netflix to invest confidently in shows that resonate with its audience, tailoring content to maintain user engagement and maximize viewing time.



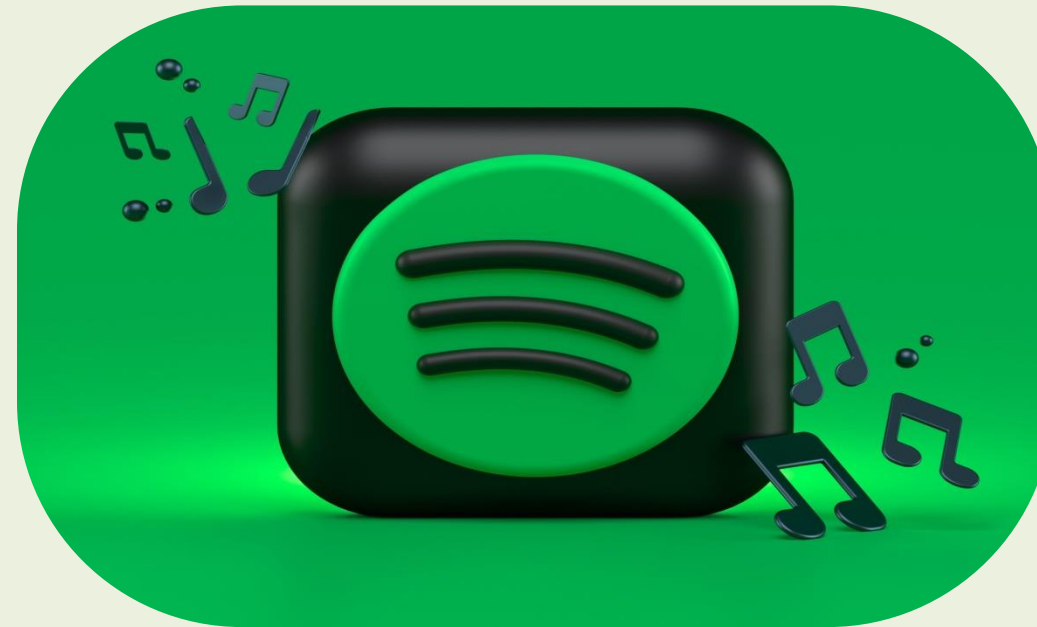
Analyzing viewer behavior down to specifics like scene pauses and replays, Netflix fine-tunes its recommendations and content development strategies to align closely with audience demand.



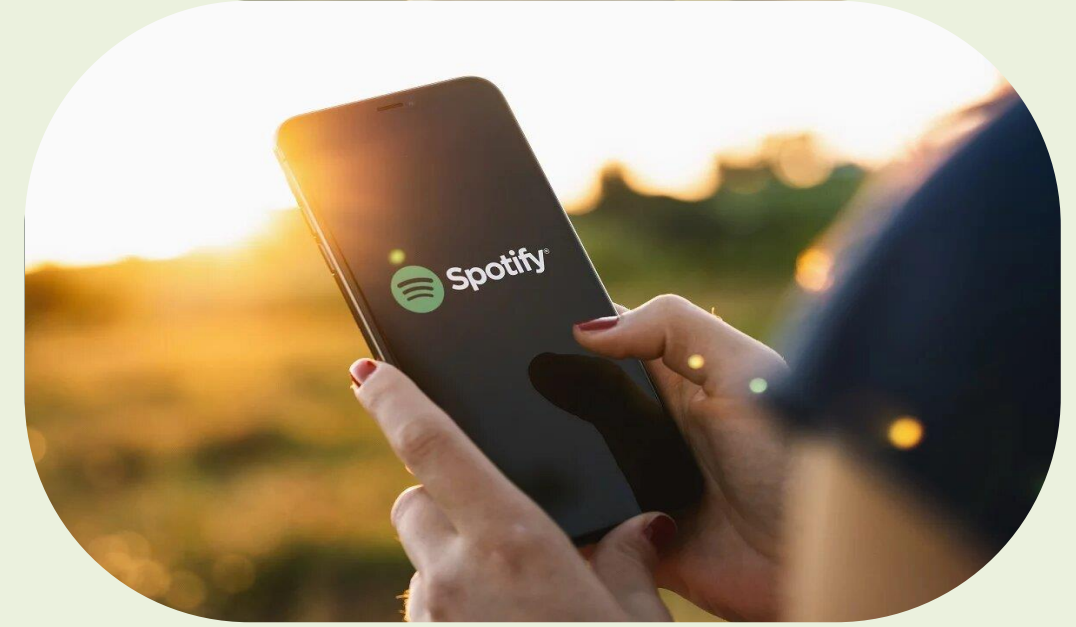
# Case Study: Spotify



Spotify's "Discover Weekly" is a standout example of a data-driven, personalized playlist that automatically refreshes weekly for each user based on listening habits, preferences, and patterns identified across the platform.



Developed to simplify music discovery, it uses a combination of machine learning algorithms and data on listening behaviors from millions of users.



By blending personalization with human curation, Spotify provides tailored music experiences that adapt continuously, ensuring listeners are introduced to new yet relevant content without needing to search manually.