



Unveiling Data-Driven Strategies for Streaming



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Strategies of translating swear words into Arabic: a case study of a parallel corpus of Netflix English-Arabic movie subtitles

<https://www.nature.com/articles/s41599-023-01506-3>

Findings:

- Analyzed 1564 English swear words in study.
- Identified three main translation strategies: omission, softening, swear-to-non-swear.
- Omission most common strategy across genres.
- 'Shit' most frequently omitted swear word.
- Emphasized importance of cultural understanding in translation.

Strategy:

- Omission
- Softening
- Swear-to-non-swear

English swear words:

Shit, Damn, Hell, Crap, Bloody, etc

Tools used:

SketchEngine :

Linguistic corpus analysis tool aiding language research and comprehension.

Application:

- Subtitling Industry
- Cross-Cultural Communication
- Language Teaching and Learning
- Content Localization
- Research and Corpus Linguistics

Objective:

Investigates translation of English swear words to Arabic in Netflix subtitles. Emphasizes cultural sensitivity, identifies common strategies, and implications.

Results:

- Most Common Translation Strategies
- Quality of Translation
- Comparison with Satellite TV Channels
- Frequency of Translation Strategies
- Comparative Analysis

Limitations:

- Data Source
- Genre Limitation
- Sample Size
- Cultural Context
- Generalizability



Big Data Analytics in the Entertainment Industry: Audience Behavior Analysis, Content Recommendation, and Revenue Maximization

<https://researchberg.com/index.php/rcba/article/view/142>

Findings:

- Identifies demand regions, targeting marketing and distribution efforts.
- Analyzes viewing patterns, enhancing future promotional content.
- Measures view duration, understanding captivating aspects of content.
- Personalizes recommendations, optimizes resource allocation, maximizing revenue.

Strategy:

- Data Collection and Analysis
- Market Data Analysis
- Audience Engagement Metrics
- Content Recommendation Systems
- Geographic Analysis
- Iterative Optimization

Tools used:

- Apache Hadoop, Apache Spark
- Hootsuite, Sprout Social, Brandwatch: Monitoring social media conversations, sentiments, and trends.
- Tableau, Power BI, Google Data Studio: Creating visual representations of data insights
- Nielsen, Comscore, Kantar: Providing market data and consumer behavior insights.
- RapidMiner, KNIME, Weka: Extracting patterns and insights from large datasets.

Algorithm:

- Collaborative Filtering
- Content-based Filtering
- Hybrid Approaches
- Geographic Analysis Algorithms
- Data Mining Algorithms

Objective:

Entertainment utilizes big data for audience insights, personalized recommendations, and revenue optimization strategies, enhancing content creation and marketing efforts.

Results:

- Presents findings of data analysis in study.
- Includes insights on viewer preferences, engagement metrics.
- Examines market trends and consumer behavior.
- Discusses effectiveness of recommendation systems, revenue strategies.

Limitations:

- Considers analysis technique limitations.
- Examines sample size constraints.
- Notes findings' generalizability limitations.
- Acknowledges potential biases in study.



Netflix original series, global audiences and discourses of streaming success

<https://journals.sagepub.com/doi/abs/10.1177/01968599211072446>

Findings:

- Streaming success discourses remain elusive despite advanced analytics tools.
- Netflix faces challenges defining "television audience" due to its evolution.
- Industry discourses reflect shift in post-network television landscape.
- Netflix originals like Fauda, La Casa de Papel analyzed.

Strategy:

- Analyzed industry discourses on streaming success.
- Focused on Netflix's global originals.
- Examined reception in television landscape.
- Investigated implications for streaming success discourse.

Tools used:

- Secondary data analysis
- Industry trade publications
- Media and communication research sources

Social Media Platform:

Twitter was chosen as the social media platform for the study due to its real-time nature, allowing for immediate access to industry discussions and trends.

Application:

- Defines streaming success parameters.
- Identifies audience engagement challenges.
- Guides platform strategies, like Netflix.

Objective:

Explore Netflix's streaming success discourse, highlight challenges in audience comprehension, utilizing industry discussions and specific original content analysis.

Results:

- Identify challenges in defining success in streaming era.
- Highlight disconnect between industry discourses and audience behaviors.
- Explore evolving nature of popular television in global streaming.
- Reveal complexities shaping perceptions of success in streaming landscape.

Limitations:

- Relies on secondary data.
- Biases from secondary sources.
- Incomplete information from sources.
- Challenges capturing audience nuances.



The Analysis of User Intention to Subscribe Netflix Using UTAUT Framework

<https://gemapublisher.com/index.php/jiste/article/view/10/14>

Findings:

- Factors influencing subscription renewal: content, performance, price, habit, ethics.
- Hedonic motivation, habit, price value influence user satisfaction strongly.
- Satisfaction, habit, morals, ethics impact continuance intention significantly.
- Significant increase in Indonesian streaming application users observed over years.

Strategy:

- Quantitative approach with hypothesis testing.
- Experimental research design used.
- Analyzed impact of independent variables.
- Focus on user behavior towards streaming subscriptions.

Tools used:

- Microsoft Word 2016 for writing reports.
- Microsoft Excel for classifying questionnaire data.
- SmartPLS for data processing.
- Draw.io for creating supporting images.
- Mendeley Desktop for managing references.

Research Methodology:

- Utilized UTAUT2 model for analysis framework.
- Employed quantitative method for data collection.
- Data gathered via questionnaires and surveys.

Application:

- Improve user understanding.
- Enhance customer satisfaction.
- Optimize renewal and expansion strategies.

Objective:

Research explores factors shaping user loyalty in Indonesian streaming applications, informing expansion decisions.

Results:

- Key findings include factors influencing subscription renewal intentions.
- Impact of variables like content, performance, and ethics examined.
- Relationships between satisfaction, habit, and continuance intention explored.
- Results elucidate complex dynamics of user subscription behavior factors.

Limitations:

- Sample size constraints noted.
- Data collection challenges addressed.
- Generalizability limitations acknowledged.

Thank you



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THANK YOU
i'm **SORRY**