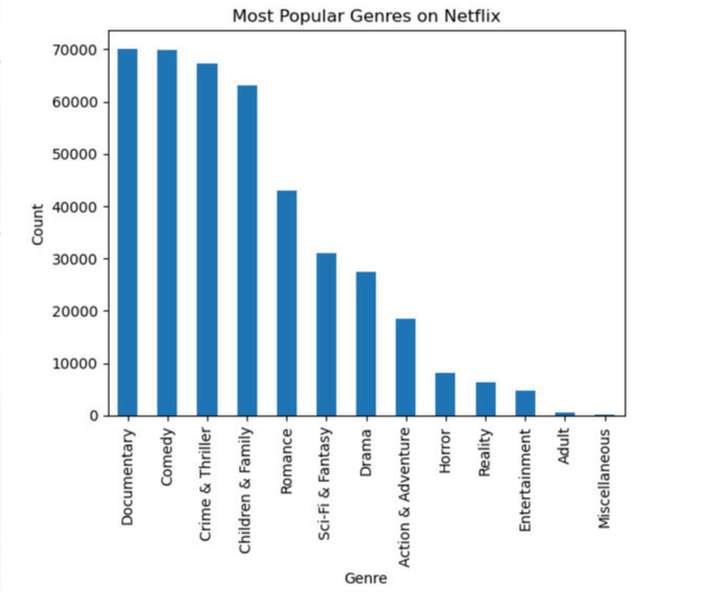
# CONTENT SOUGHT AFTER BY STREAMING PLATFORMS

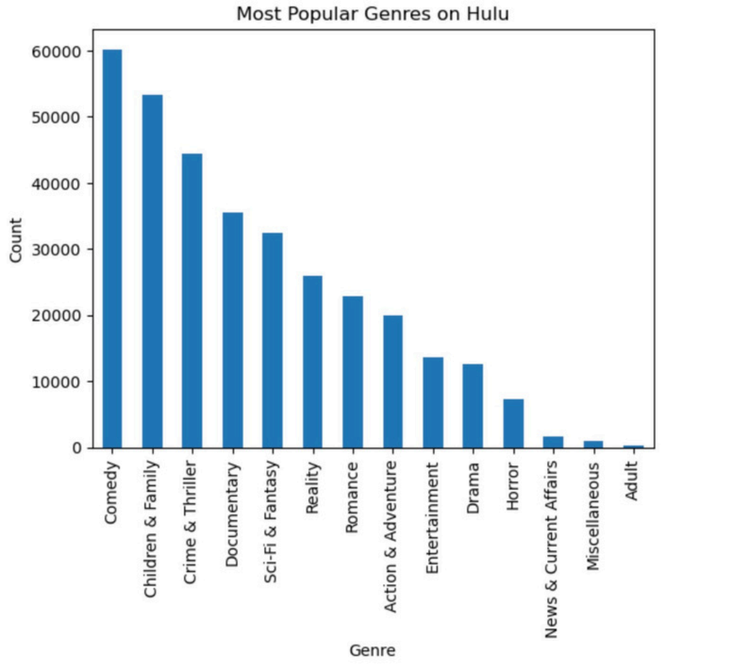


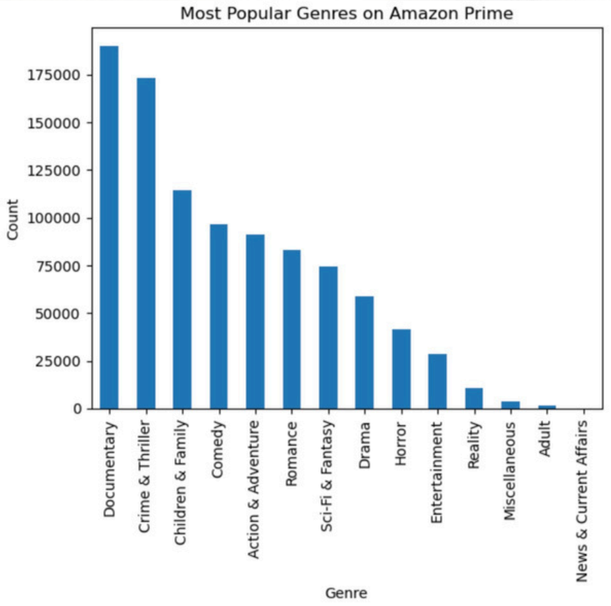

## NETFLIX GENRE POPULARITY SUMMARY

**Top Genres:** Documentaries, Comedy, and Crime & Thriller genres lead in popularity, indicating strong viewer preferences for these types.
**Moderate Popularity:** Children & Family, Romance, and Sci-Fi & Fantasy genres show moderate levels of content, suggesting a balanced interest.
**Least Popular:** Genres such as Adult and Miscellaneous have significantly lower counts, indicating either a strategic content gap or lesser viewer demand.

## HULU GENRE POPULARITY SUMMARY

**Top Genres:** Comedy stands out as the most popular genre, followed closely by Children & Family and Crime & Thriller, reflecting a strong demand for light-hearted and family-oriented content.
**Moderate Popularity:** Documentary, Sci-Fi & Fantasy, and Reality show moderate availability, pointing to a diverse but balanced content strategy.
**Least Popular:** Adult and News & Current Affairs genres are notably less common, possibly underserved areas or strategic decisions based on audience analytics.



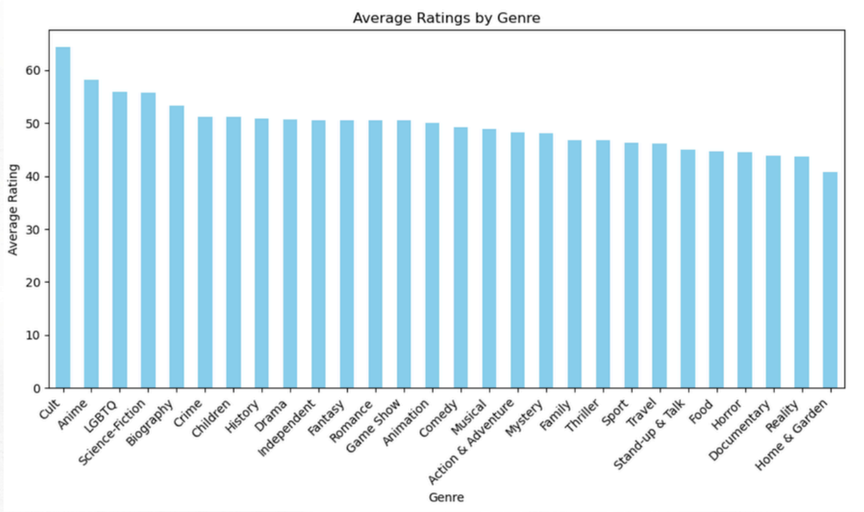



## AMAZON PRIME GENRE POPULARITY SUMMARY

**Top Genres:** The documentary genre is overwhelmingly dominant, which might appeal to viewers interested in educational or real-life content.
**Moderate Popularity:** Genres like Children & Family, Comedy, and Action & Adventure have good representation, suggesting a strategy to appeal to a broad audience.
**Least Popular:** Reality, Entertainment, and News & Current Affairs are less represented, which might indicate potential areas for growth or strategic content curation based on platform objectives.

TEAM 17
Benjamin Doran, Johnson Liu, Henry Qiu, Tommy Tang, Ryan Zhang

# LIKELY ACQUIRED CONTENT




## AVERAGE RATINGS BY GENRE

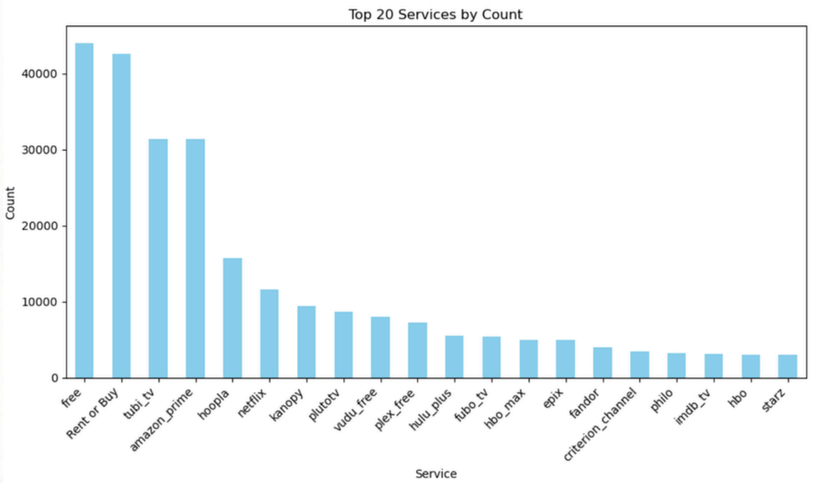
**Observations**: This graph illustrates that genres such as Cult, Anime, and LGBTQ lead in terms of average ratings, all hovering close to 60 points. Science Fiction, Biography, and Crime also score highly, suggesting a strong viewer appreciation for these genres.

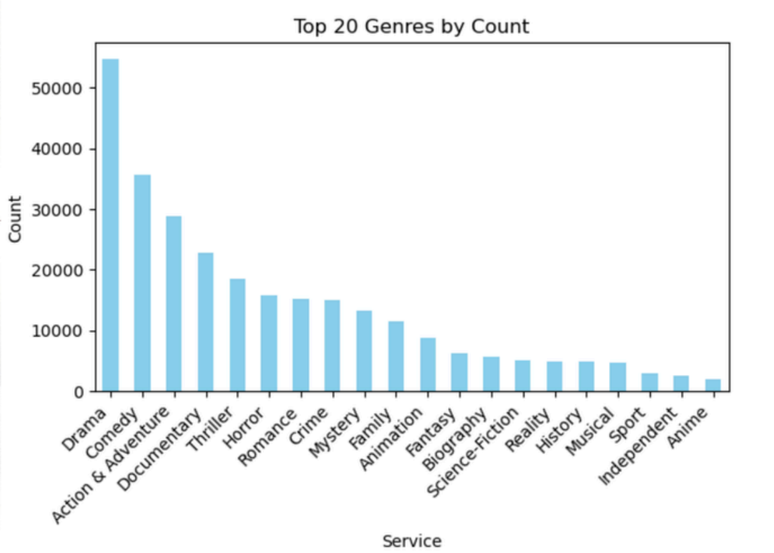
**Insight:** High ratings for niche genres like Cult, Anime, and LGBTQ might indicate a dedicated and possibly underserved audience segment, which could be an opportunity for content producers to explore further.

## TOP 20 SERVICES BY COUNT

**Observations:** The bar graph depicts a range of streaming services with 'Free' platforms having the highest count of titles, followed by 'Rent or Buy' options. Major subscription services like Amazon Prime and Netflix also feature prominently, but with significantly lower title counts compared to free services.

**Insight:** The prevalence of titles on free platforms suggests a potentially lucrative market for ad-supported streaming content, whereas subscription services like Netflix and Amazon Prime, despite having fewer titles, may focus on quality or exclusive content.



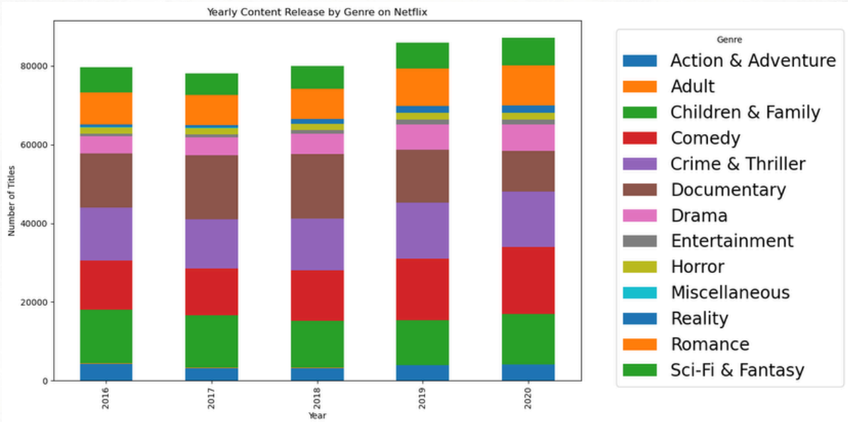



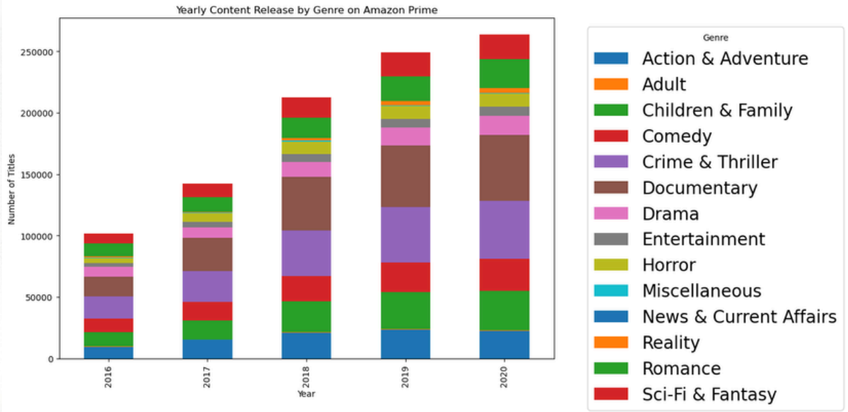

## TOP 20 GENRES BY COUNT

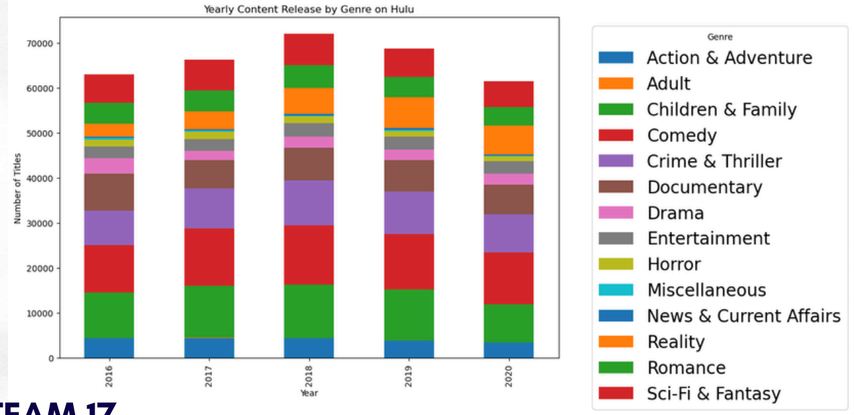
**Observations:** Drama, Comedy, and Action & Adventure are the most populated genres across the services, indicating their broad appeal and commercial viability. Documentary, Thriller, and Horror also show strong counts, suggesting these genres maintain a solid base of interest.

**Insight:** The popularity of Drama and Comedy can guide content creators toward safe investments in these genres, while the significant presence of niche genres like Documentaries and Thrillers highlights a stable demand that could be exploited for differentiated content offerings.

# IDENTIFYING UNTAPPED CONTENT NICHES: EXPLORING POTENTIAL GAPS IN OFFERINGS




**Annual Trend Analysis**

From the charts, we observe how the number of titles in different genres has changed over the years on Netflix, Amazon Prime, and Hulu. By analyzing these changes, we can determine which genres may be losing focus and which might have growth potential despite their smaller presence.

**Netflix**

Trends: On Netflix, Drama and Comedy consistently dominate, while genres like Horror and Sci-Fi & Fantasy are present but in smaller quantities.

Potential Gaps: Horror genres seem to have not increased significantly over time, indicating a potential market gap in this popular genre.

**Amazon Prime**

Trends: Amazon Prime shows a more diverse trend with Drama and Comedy still leading significantly. However, it's notable that Sci-Fi & Fantasy genres showed some increase in 2019 and 2020.

Potential Gaps: Even with some growth in Sci-Fi & Fantasy, there's room for more expansion compared to mainstay genres like Drama and Comedy. Also, Horror is underrepresented, suggesting an opportunity for more content.

**Hulu**

Trends: Hulu's genre distribution is fairly balanced, but News & Current Affairs content is very scarce, and Reality content has seen a decline in 2019 and 2020.

Potential Gaps: News & Current Affairs and Reality genres show low persistence, indicating potential market spaces that could be explored.

**Summary and Recommendations**

**Cross-Platform Analysis:** All three platforms seem to maintain steady growth in popular genres like Drama and Comedy but underperform in Horror and Sci-Fi & Fantasy, especially on Netflix and Amazon Prime.

**Strategic Recommendations:**

1. Increase content diversity: Particularly in underrepresented genres like Horror and Sci-Fi & Fantasy. Exploring more original productions or exclusive releases in these genres could attract a broader audience base.
2. Develop content for specific markets: For example, adding more News & Current Affairs content on Hulu could attract viewers seeking timely news and in-depth reports.

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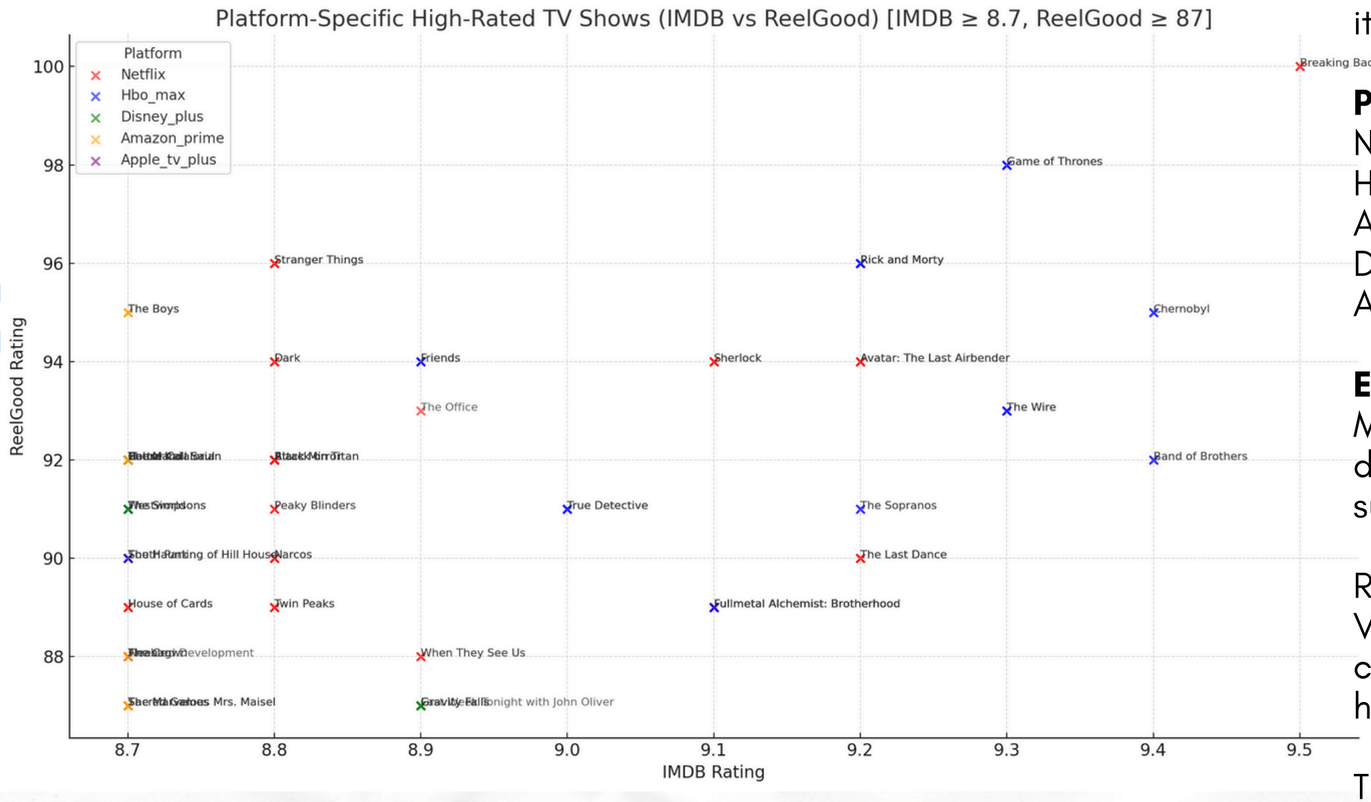
# SUCCESSFUL TV SHOWS




Each platform showcases specific, high-quality TV shows that reflect its brand and audience preferences.

**Popular titles include:**
Netflix: Breaking Bad, Stranger Things, Dark
HBO Max: Game of Thrones, Westworld, Succession
Amazon Prime: The Marvelous Mrs. Maisel, The Boys
Disney Plus: The Mandalorian, WandaVision
Apple TV Plus: Ted Lasso, The Morning Show

**Exclusive Content:**
Many high-rated shows are exclusive to specific platforms, demonstrating the importance of original content in driving audience subscriptions and engagement.

Recommendations for Viewers:
Viewers looking for high-quality TV content across multiple genres can explore the list to discover new shows, especially those that have high ratings on both IMDB and ReelGood.

The graph reveals that despite the wide range of streaming platforms available, Netflix and HBO Max continue to lead in terms of high-rated TV shows. Nevertheless, other platforms like Amazon Prime, Disney Plus, and Apple TV Plus also offer exclusive, high-quality content worth exploring.

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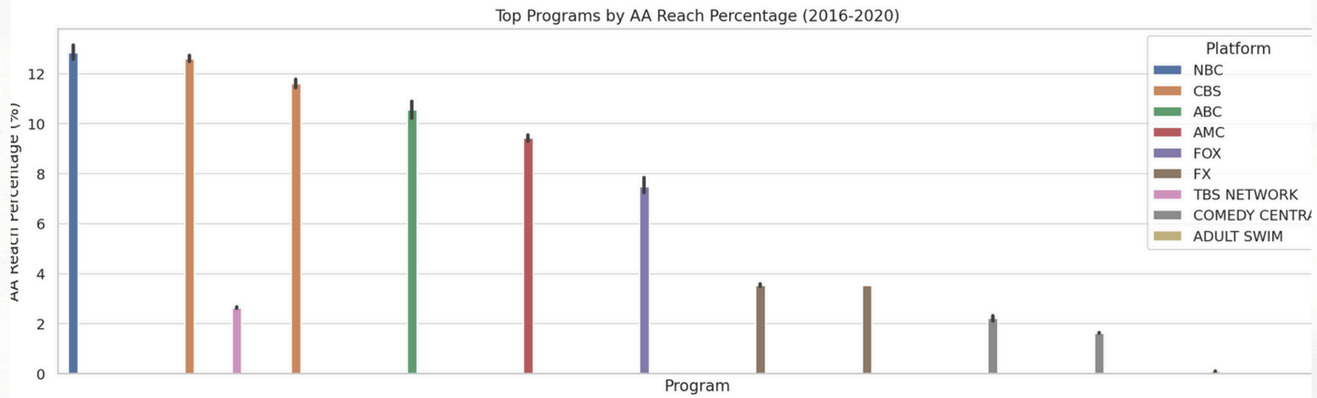
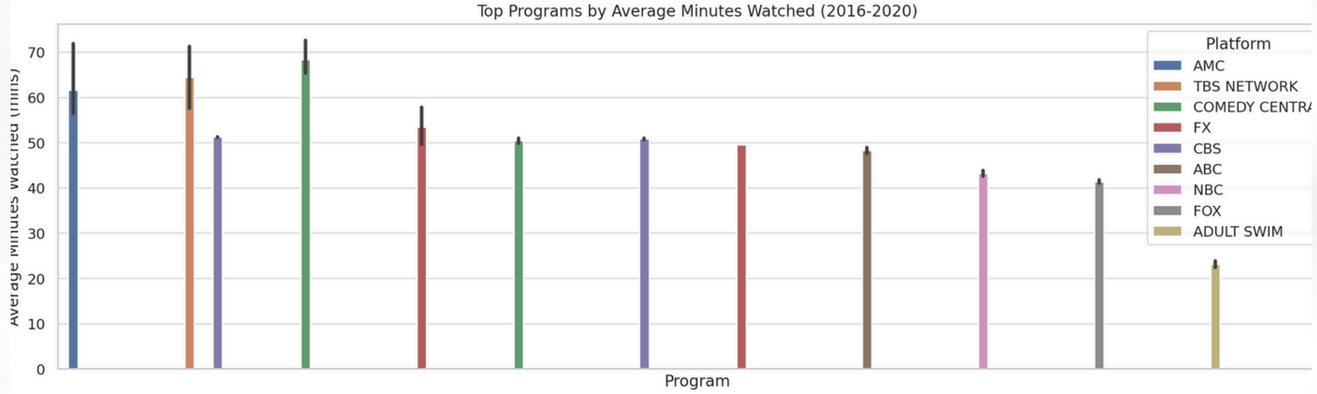
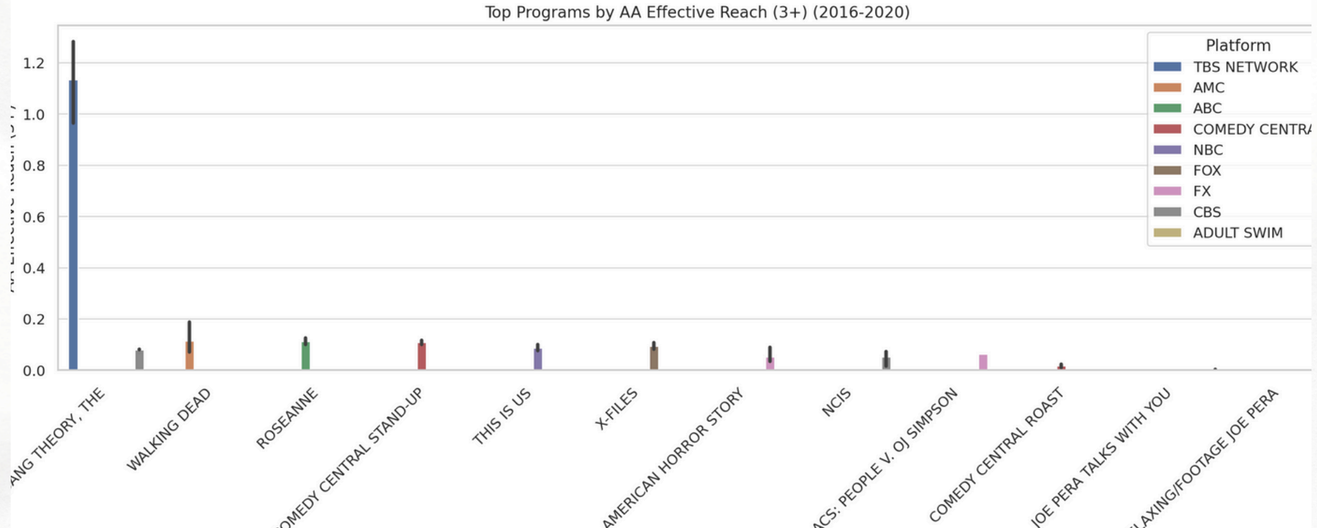
# SUCCESSFUL TV SHOWS




This graph summarizes the most popular TV programs across major streaming platforms from 2016 to 2020, highlighting audience engagement through three key metrics: AA Reach Percentage, Average Minutes Watched, and AA Effective Reach (3+).

1. **Top Programs by AA Reach Percentage:**
   - WALKING DEAD (AMC) leads with the highest reach percentage, followed by "BIG BANG THEORY" and "NCIS".
   - Popular platforms include AMC, CBS, and FOX.
2. **Top Programs by Average Minutes Watched:**
   - WALKING DEAD (AMC) and COMEDY CENTRAL ROAST are leading in terms of average minutes watched.
   - This highlights strong engagement for dramas and comedy shows.
3. **Top Programs by AA Effective Reach (3+):**
   - WALKING DEAD (AMC) and BIG BANG THEORY (CBS) have high AA Effective Reach (3+), indicating significant repeat viewership.

**Insights:**

- **AMC (WALKING DEAD)** has consistently high engagement across different metrics.
- **CBS (BIG BANG THEORY, NCIS)** shows strong performance in both reach percentage and repeat viewership.
- **COMEDY CENTRAL (COMEDY CENTRAL ROAST)** stands out for high engagement in average minutes watched.