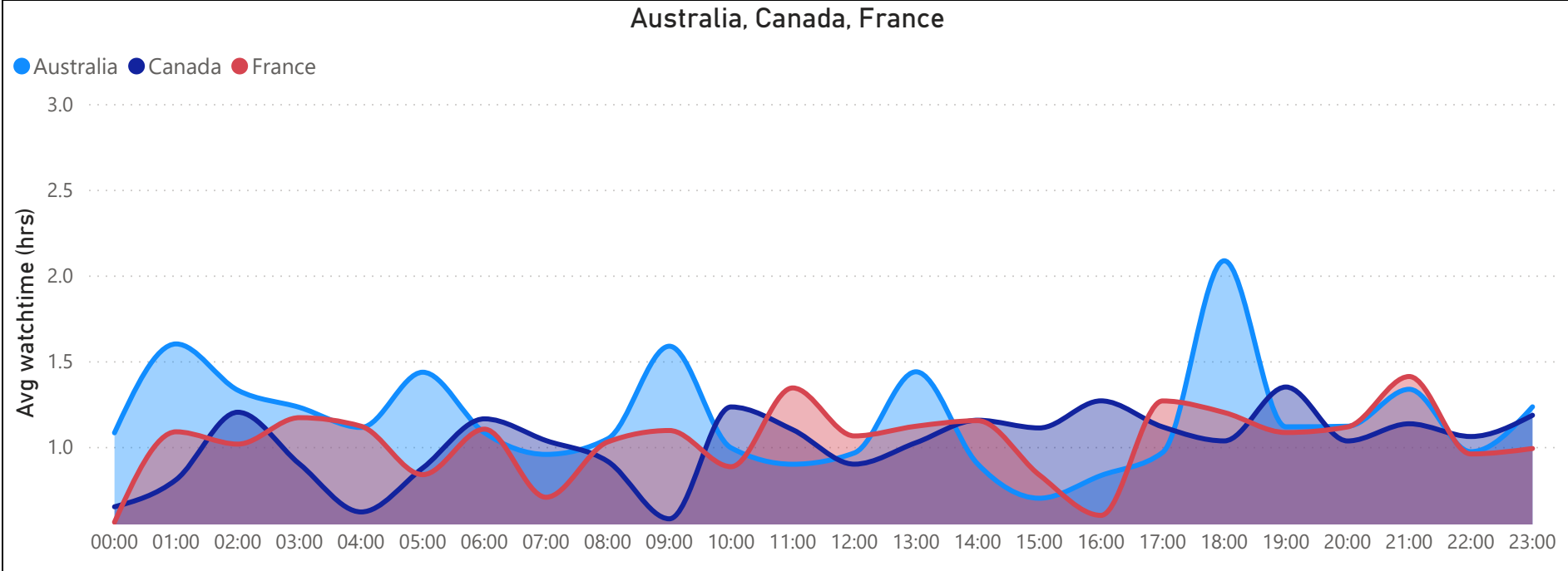


This is an analysis of OTT content scheduling and viewership data to understand patterns.

The objective here is to understand

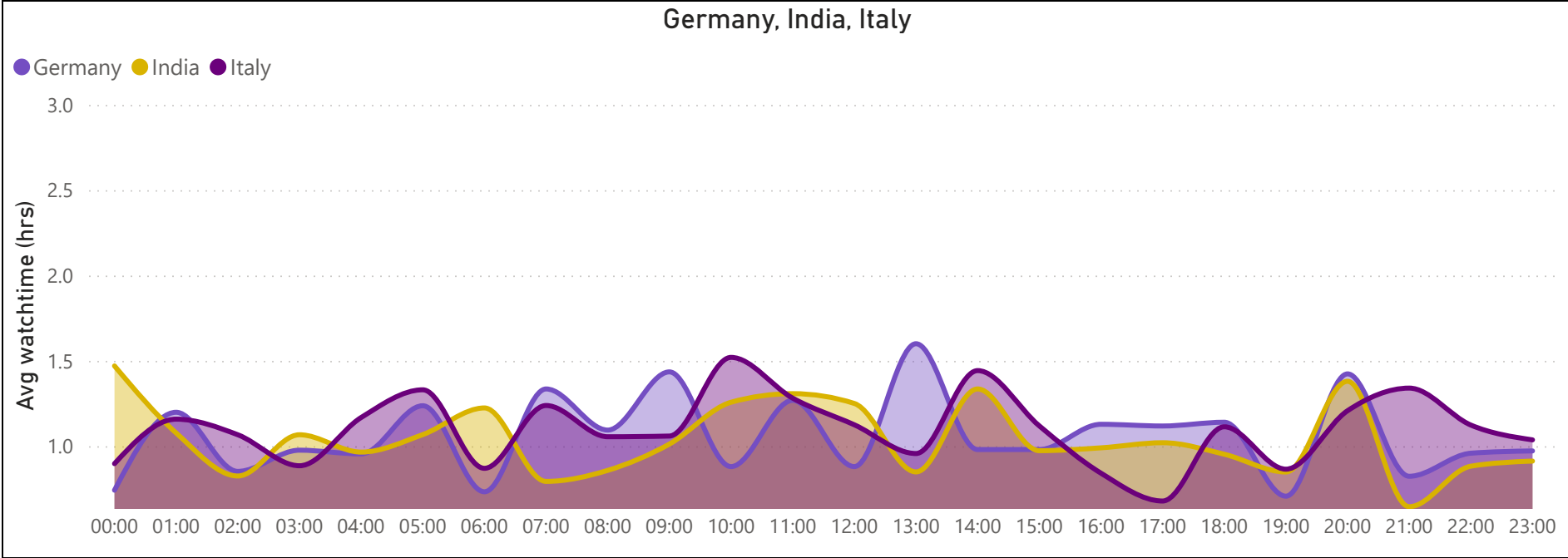
- .What are the kind of content is best preferred at a particular time so that more can be produced or scheduled at the same time
- .What are the kind of content least preferred so that it can be replaced with more favorable one
- .This analysis is done based on country, gender and age

AVERAGE WATCHTIME THROUGHOUT THE DAY FOR EVERY COUNTRY



What do different countries like to watch the most

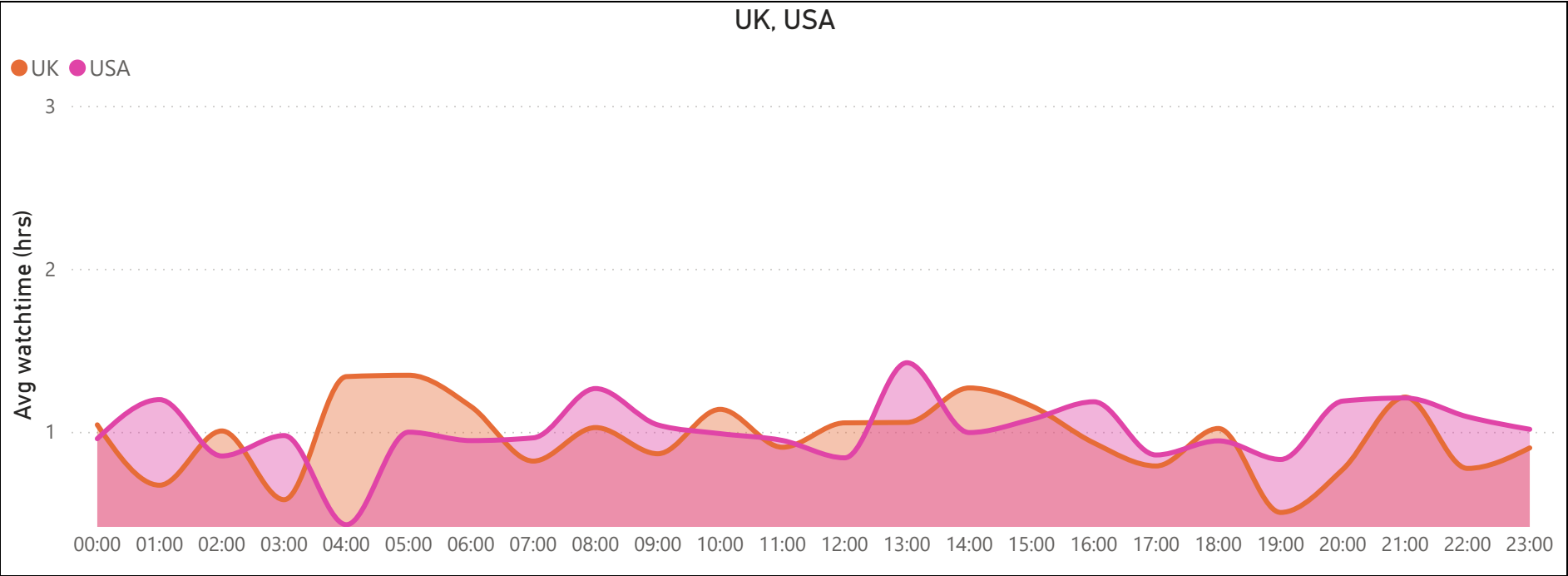
Viewer Location	TopContenttype	TopGenre
Australia	Series	Romance
Canada	Movie	History
France	Movie	Thriller



What do different countries like to watch the most

Viewer Location	TopContenttype	TopGenre
Germany	Series	Nature
India	Series	History
Italy	Series	Nature

AVERAGE WATCHTIME THROUGHOUT THE DAY FOR EVERY COUNTRY

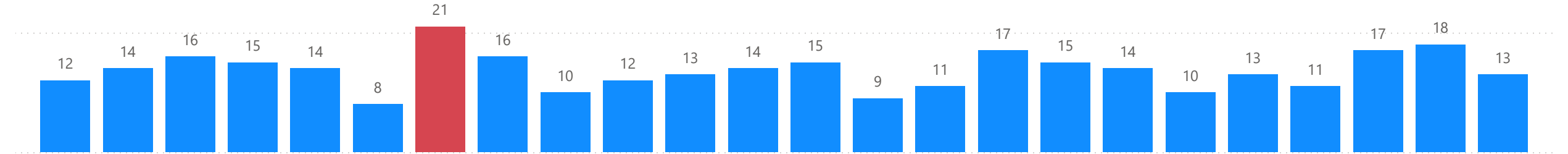


What do different countries like to watch the most

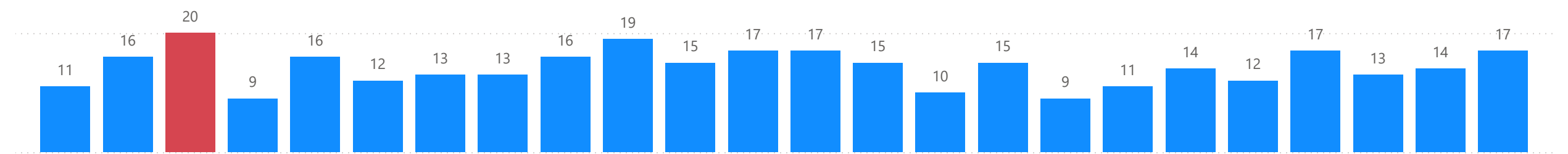
Viewer Location	TopContenttype	TopGenre
UK	Series	Drama
USA	Movie	Action

Content release pattern for a day

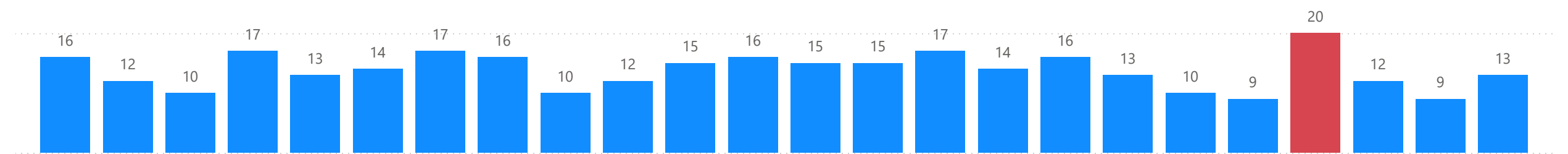
Documentary



Movie



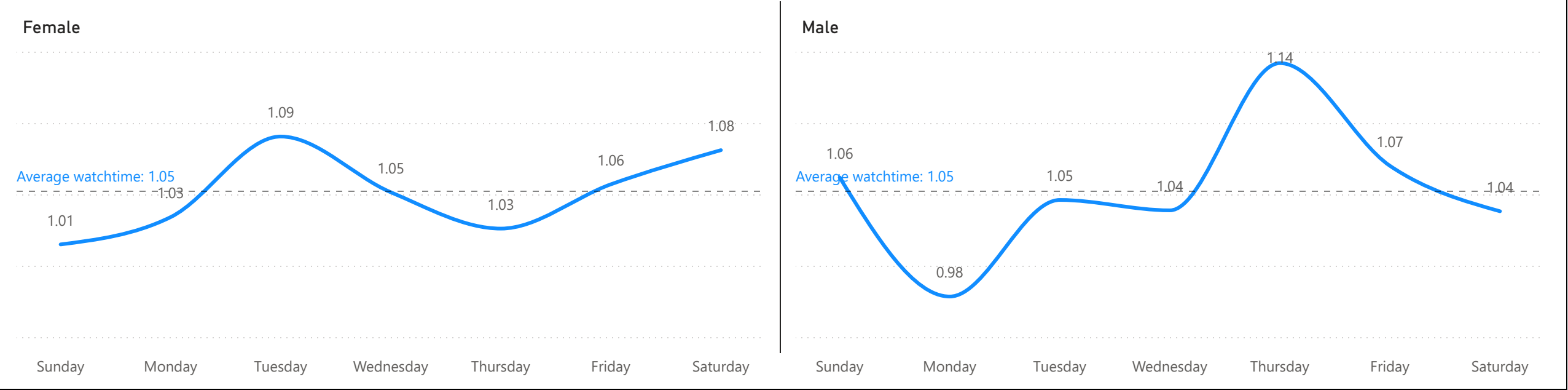
Series



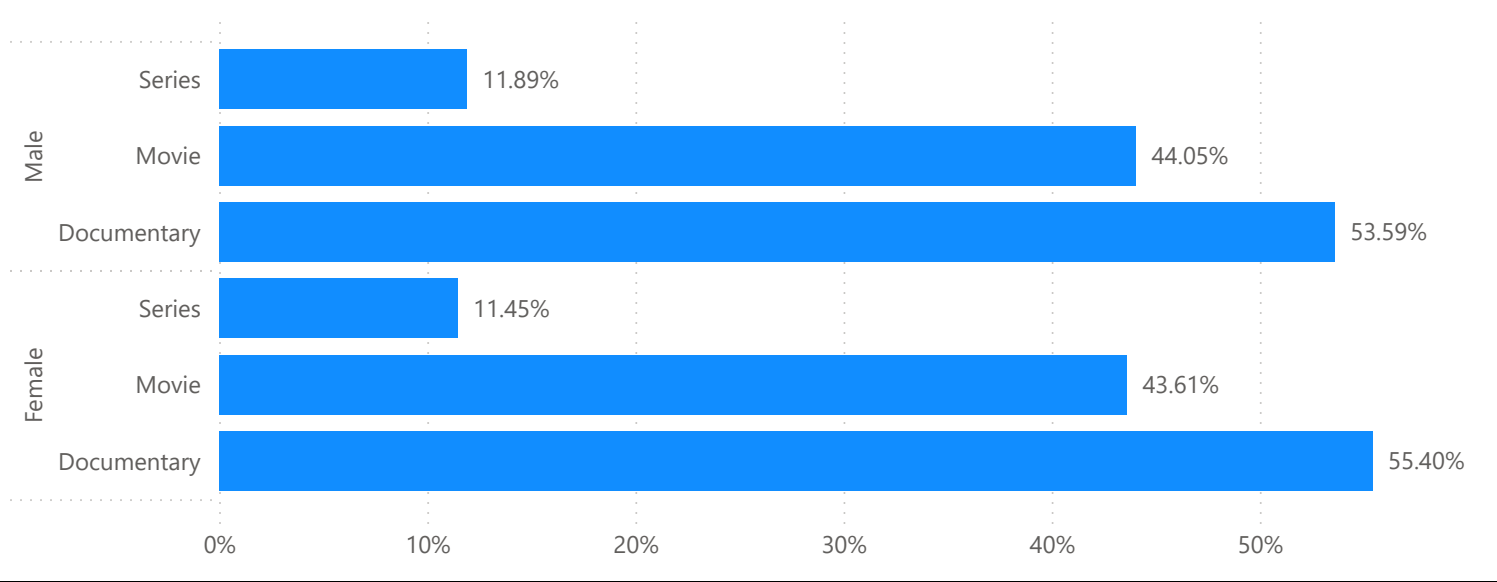
Time of Day (bins)



Average watch time trend for weekdays (hrs)



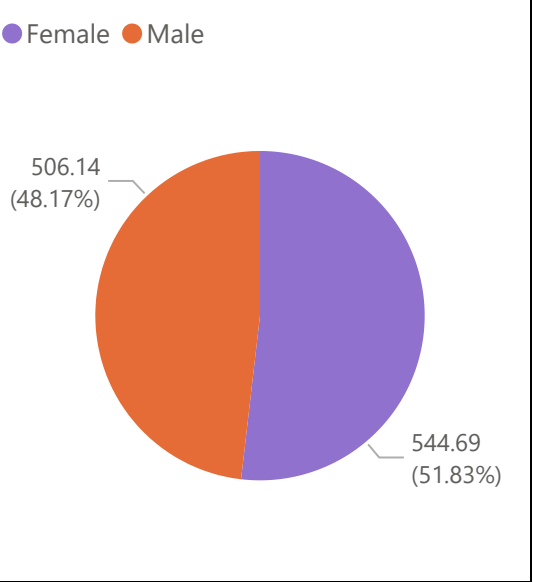
Avg Completion rate by Viewer Gender and Content Type



What do they like to watch

Day of the Week	Female	Male
Sunday	Romance	Thriller
Monday	Romance	Action
Tuesday	History	Nature
Wednesday	History	Thriller
Thursday	Nature	History
Friday	History	Drama
Saturday	Nature	Drama

Watchtime Split

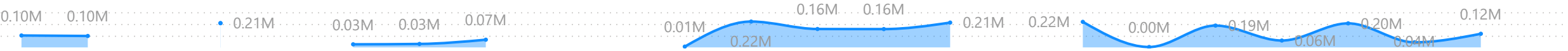


Series are the least preferred content across both genders. The average rate of completion of a series content is less than 15%
Both men and women preferably spend 1 hour everyday on content.

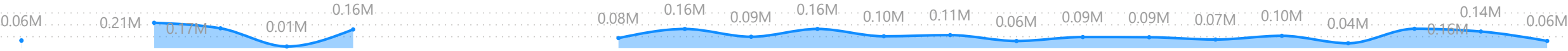
PEAK VIEW - DEEP DIVE

Trend of Peak Viewership time - Movies

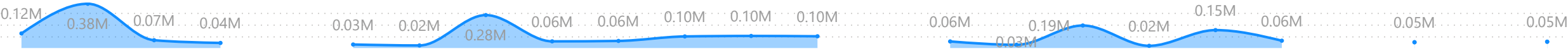
Movie, Action



Movie, Comedy



Movie, Drama



Movie, Fantasy



Movie, History



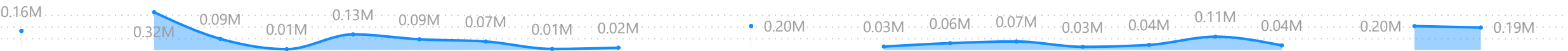
Movie, Nature



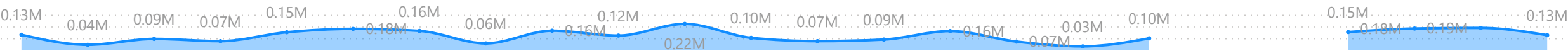
Movie, Romance



Movie, Sci-Fi

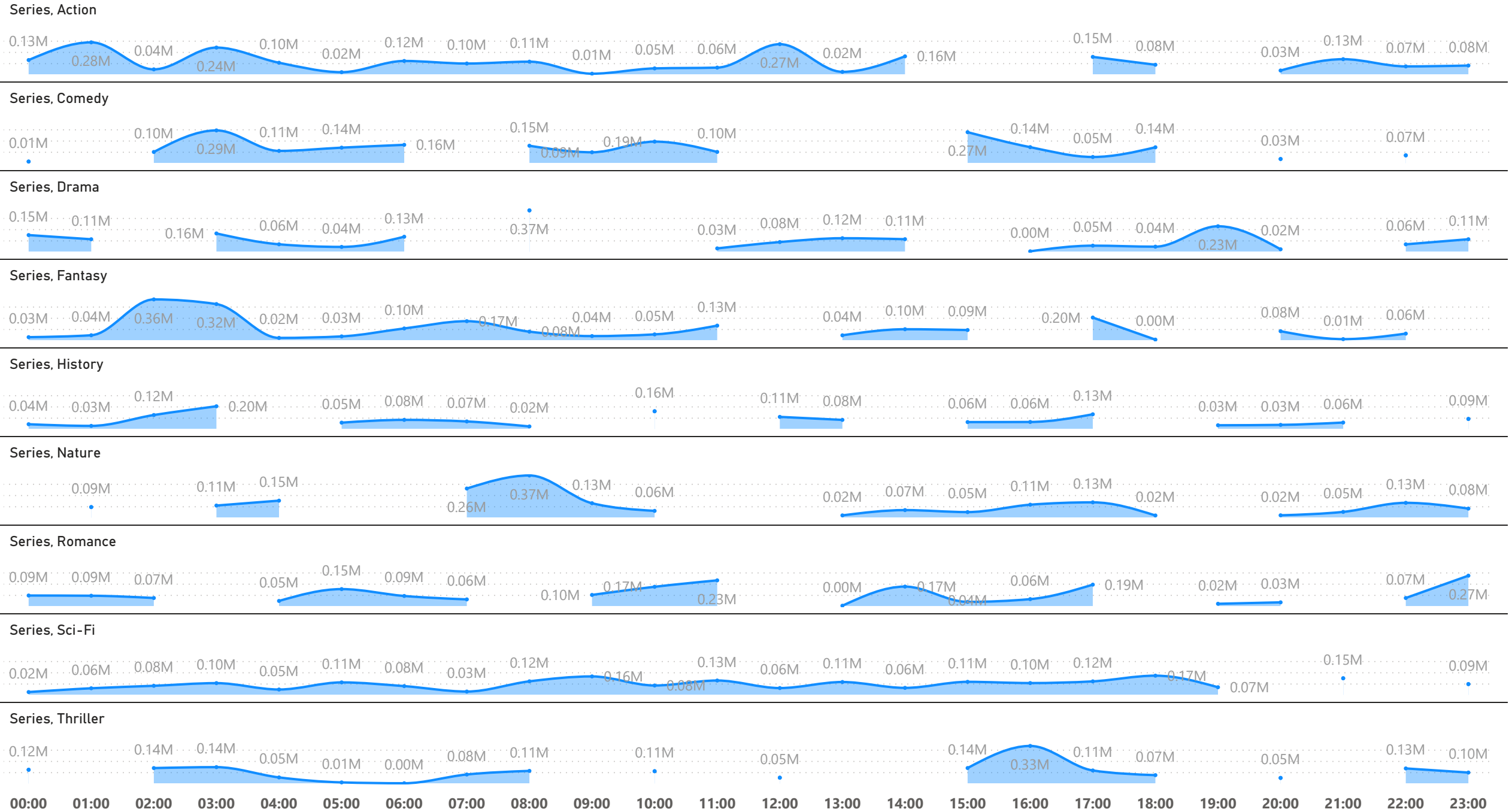


Movie, Thriller



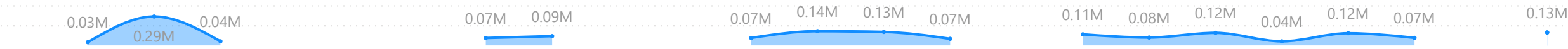
00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

Trend of Peak Viewership time - Series

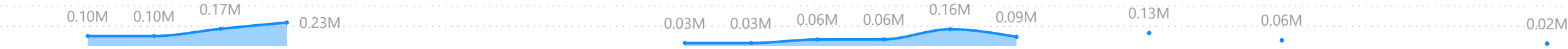


Trend of Peak Viewership time - Documentaries

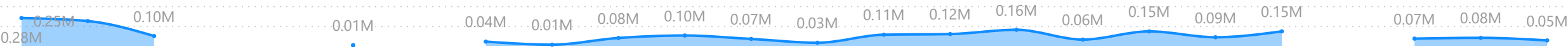
Documentary, Action



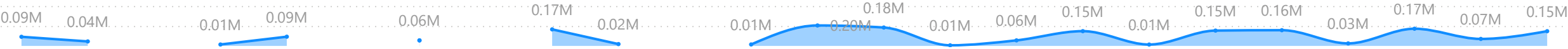
Documentary, Comedy



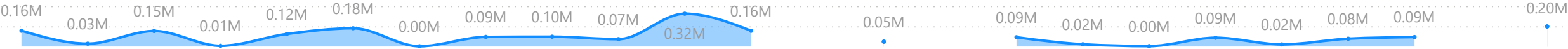
Documentary, Drama



Documentary, Fantasy



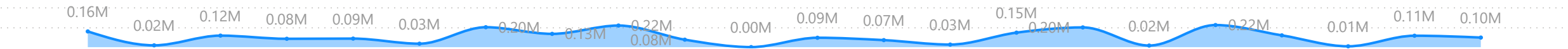
Documentary, History



Documentary, Nature



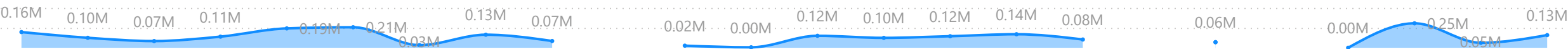
Documentary, Romance



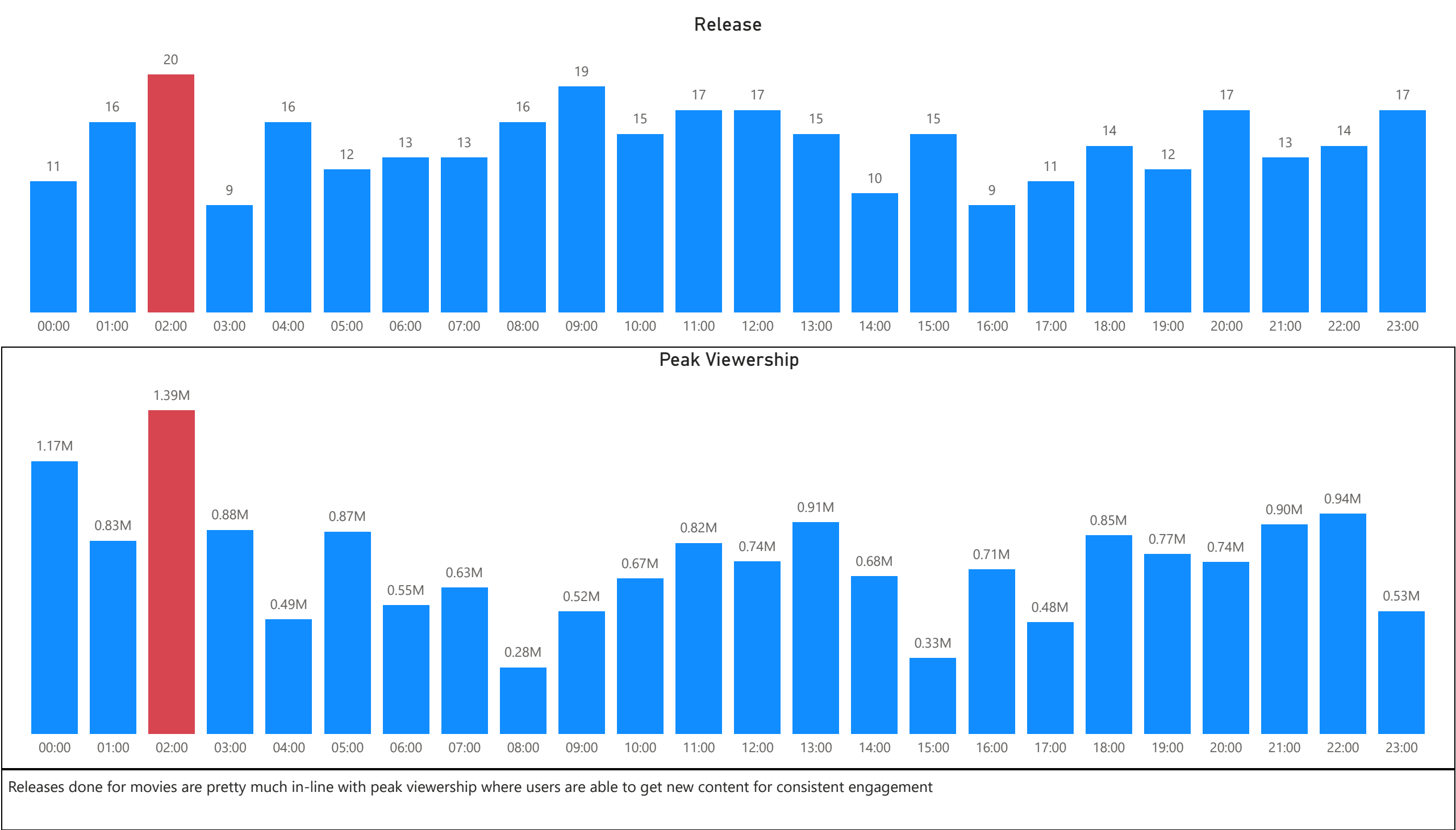
Documentary, Sci-Fi



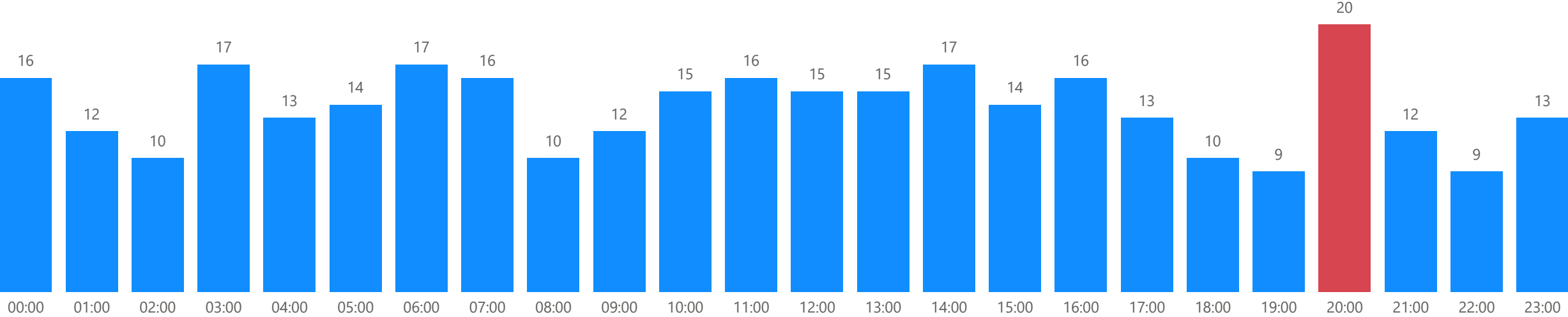
Documentary, Thriller



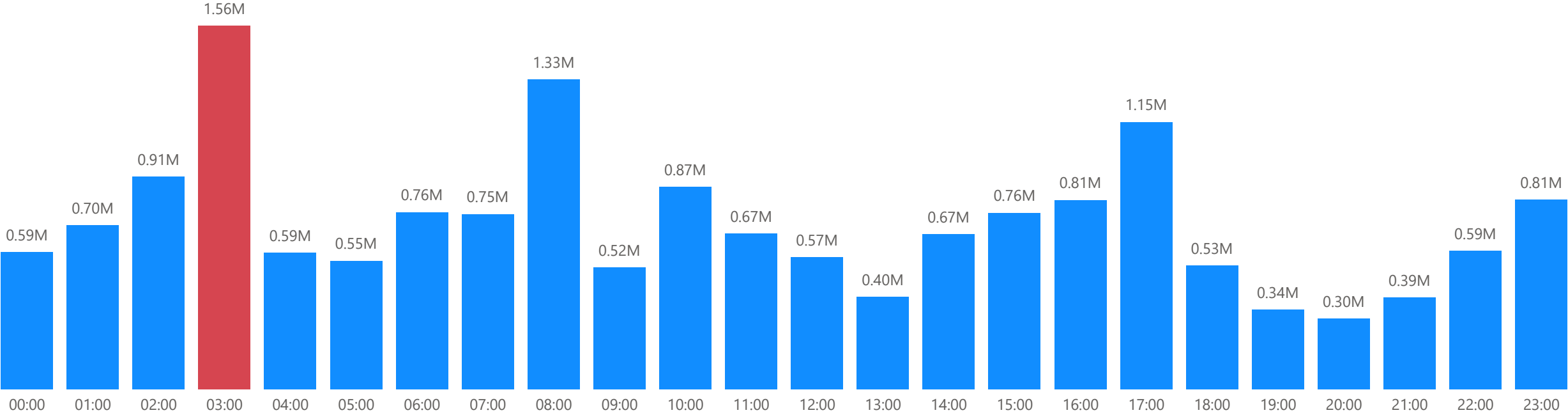
RELEASE TIMING
VS
PEAK TIMING



Release

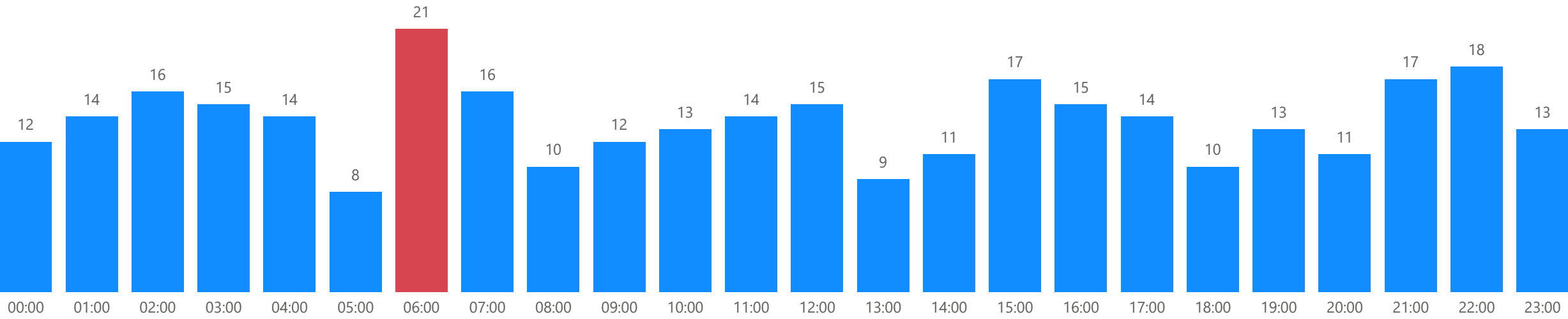


Peak Viewership

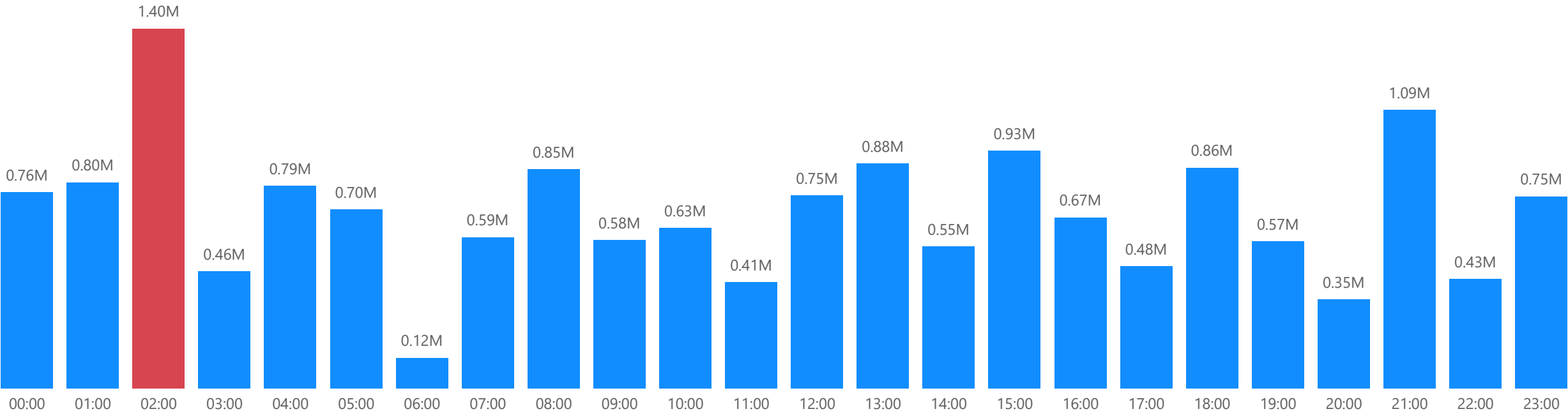


The release planning for series need to be optimized to match the users who are peaking their viewership of series at 3am

Release



Peak Viewership



The release timings and the peak viewership are not consistent. The release can be planned on or before the time when we see peak viewership for documentaries.