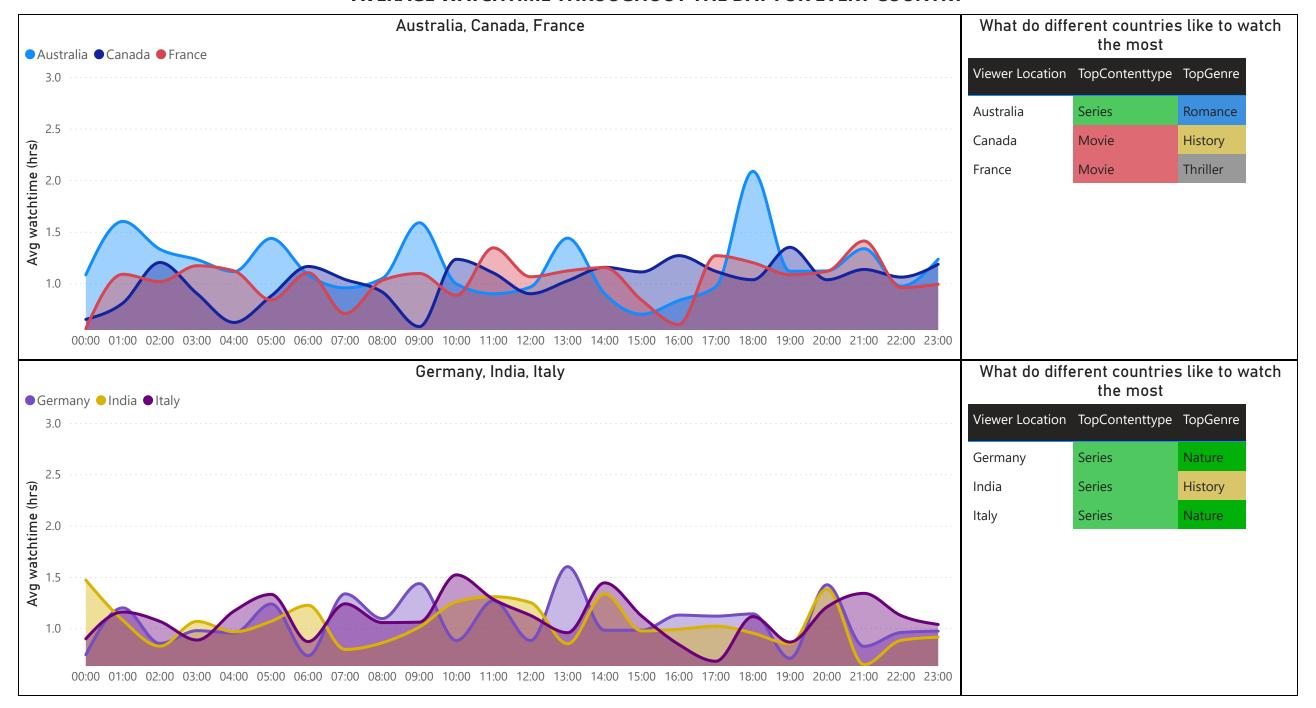
This is an analysis of OTT content scheduling and viewership data to understand patterns.

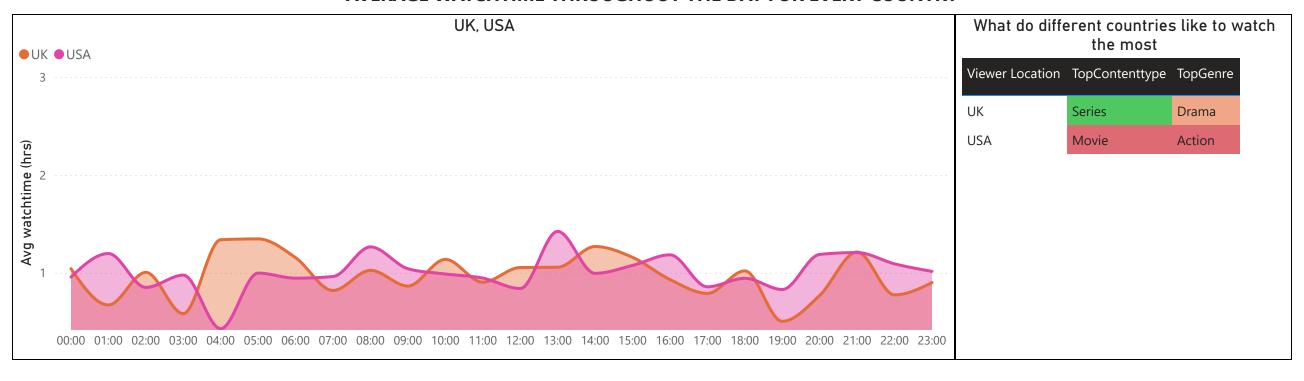
The objective here is to understand

- . 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

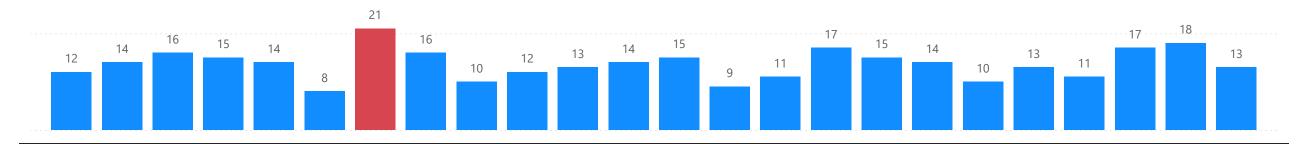


# AVERAGE WATCHTIME THROUGHOUT THE DAY FOR EVERY COUNTRY

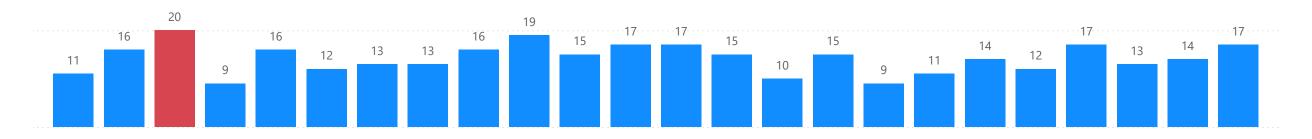


# Content release pattern for a day

#### Documentary



#### Movie

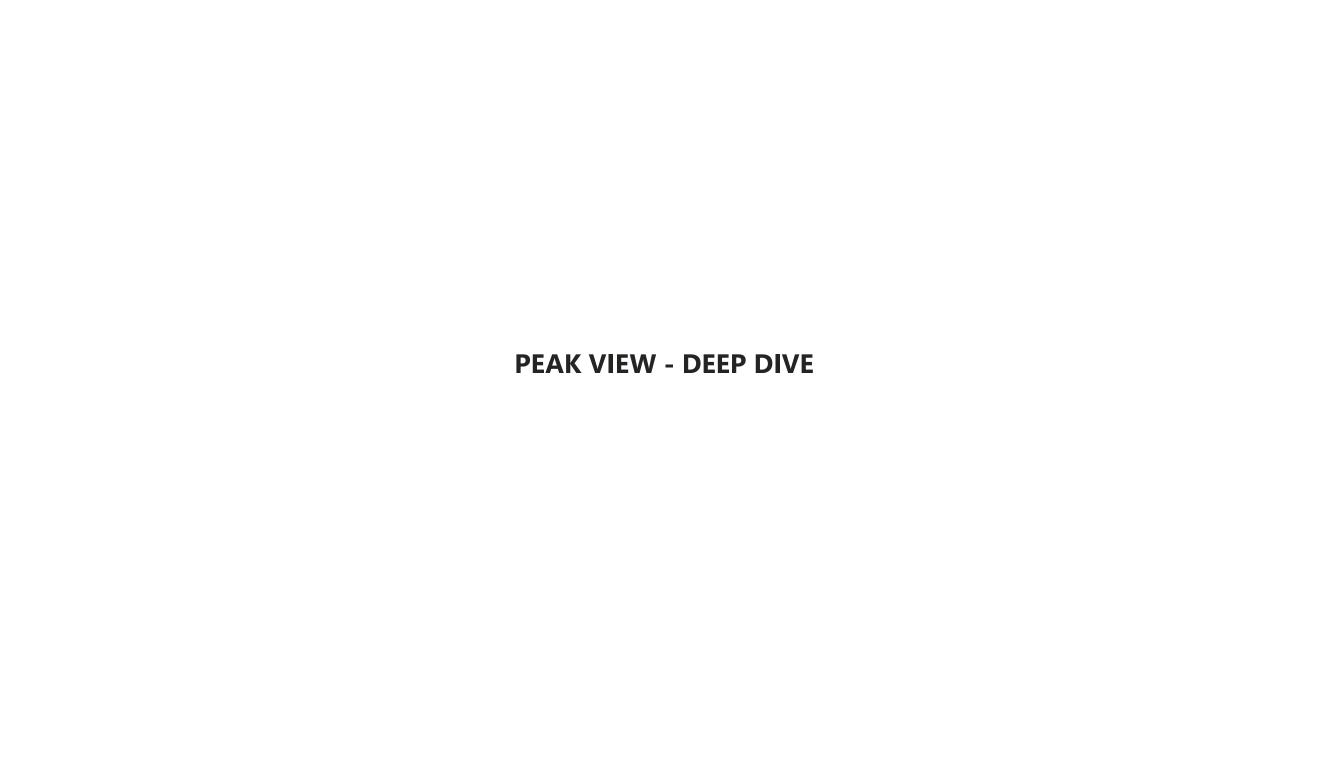


#### Series





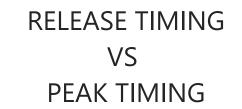
Series are the least preferred content across both genders. The average rate of completion of a series content is less than 15% Both men and women preferably spend 1 hour everyday on content.



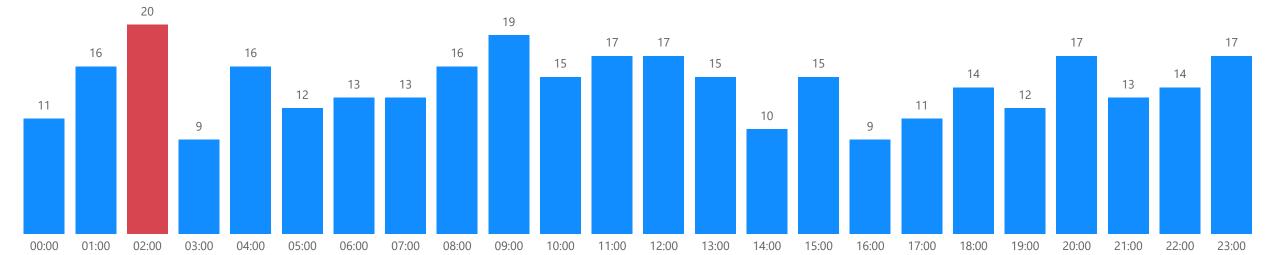
	Trend of Peak Viewership time - Movies										
Movie, Action											
0.10M 0.10M 0.21M	0.03M 0.03M0	.07M	0.01M	0.16M 0.22M	0.16M 0.2	1M 0.22M	0.00M 9	19M 0.06M	20M 0.12M		
Movie, Comedy											
0.06M 0.21M 0.17M 0.01M	0.16M		0.08M 0.16M	0.09M0.16M	0.10M · · · · 0.11M · ·	0.06M 0.09M	0.09M 0.07M	0.10M 0.04M	0.14M 0.16M	0.06M	
Movie, Drama											
0.12M 0.38M 0.07M 0.04M	0.03M 0.02M 0	.28M	0.06M 0.10M	0.10M 0.10M	0.06M	0.19M 0.03M	0.15M 0.02M	0.06M	0.05M	0.05M	
Movie, Fantasy											
0.14M 0.08M 0.37M 0.00M	0.02M	0:03M	0.03M	0.07M	0.09M 0.07M		0.05M 0.03M	0.15M 0.00M	0.16M 0.22M		
Movie, History											
0.16M 0.20M 0.22M	0.22M 0	.06M		0.15M	0.13M 0.02M	0.10M 0.05M	0.03M 0.09M	0.15M	0:02M 0.03M	0.08Mi	
Movie, Nature											
0.10M 0.11M 0.11M			0.07M	0.10M	0.15M	0.04M	0.09M	0.13M 0.26M		0.11M	
Movie, Romance											
0.13M 0.07M 0.17M 0.07M	0.11M 0.09M 0	.09M 0.03M	0.13M 0.10M	0.03M	0.16M	0.06M	0.14M · · · 0.12M	M80.0 M80.0	0.06M	0.10M	
Movie, Sci-Fi											
0.16M 0.09M 0.01M	0.13M 0.09M 0	.07M 0.01M	0.02M	• 0.20M	0.03M 0.06M	0.07M 0.03M	0.04M	0.04M 0.2	20M· 0.1	19M····	
Movie, Thriller											
0.13M 0.04M 0.09M 0.07M 0.15M	0.16M 0.18M 0	.06M 9.16	0.12M M 0.22M	0.10M 0.07M	0.09M 0.1	6M 0.03M	0.10M	0.15M	18M • 0.19M •	0.13M	
00:00 01:00 02:00 03:00 04:00	05:00 06:00 0	7:00 08:00		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	

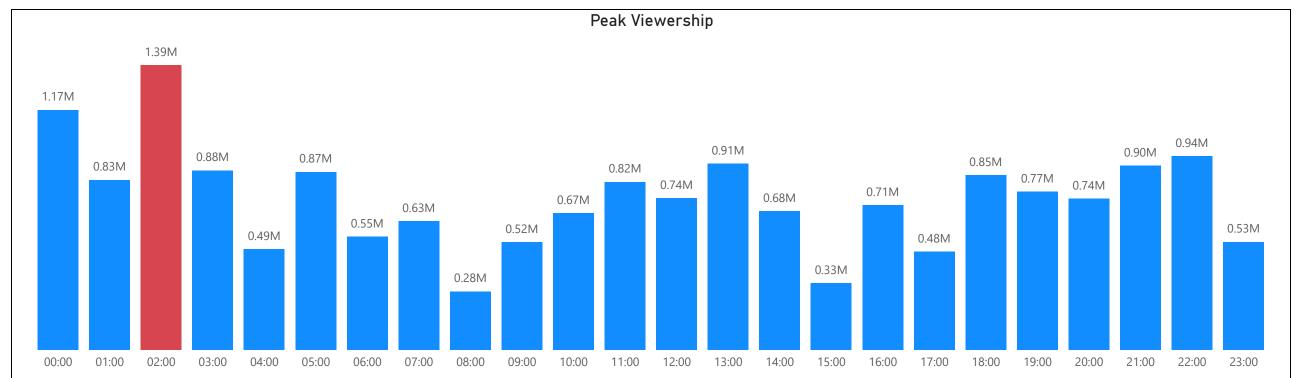
Trend of Peak Viewership time - Series										
Series, Action										
0.13M	0.02M	0.10M 0.11M (	0.01M 0.05M	0.06M 0.27M	0.02M 0.1	6M	0.15M 0.08M	0.03M	0.13M 0.07M	M80.0
Series, Comedy										
0.01M 0.10M 0.29M	0.14M 0.16N	0.15M M 0.09N	0.1914	0.10M		0.14M 0.27M	0.05M 0.14M	0.03M	0.07M	
Series, Drama										
0.15M 0.11M 0.06M 0.06M	0.04M 0.13M	0:37M		0.03M 0.08M	0.12M 0.11M	0.00M	0.05M 0.04M	0.02M	0.06M	0.11M
Series, Fantasy										
0.03M 0.04M 0.36M 0.32M 0.02M	0.03M 0.10M	0.17M (0.08N	0.04M 0.05M	0.13M	0.04M 0.10M	0.09M 0.2	0.00M	M80.0	0.01M 0.06M	
Series, History										
0.04M 0.03M 0.20M	0.05M 0.08M	0.07M 0.02M	0.16M	0:11M	0.08M	0.06M 0.06M	0.13·M	0.03M 0.03M	0.06M	[
Series, Nature										
0.09M 0.11M 0.15M		0.26M	0.13M 0.06M		0.02M 0.07M	0.05M 0.11M	0.13M 0.02M	0.02M	0.05M 0.13M	M80.0
Series, Romance										
0.09M 0.09M 0.07M 0.05M	0.15M 0.09M	0.06M 0.10N	0.17M	0.23M	0.00M 0.1	7M 0.06M 8.04M	0.19M	0:02M 0.03M	0.07M	0.27M
Series, Sci-Fi										
0.02M 0.06M 0.08M 0.10M 0.05M	0.11M 0.08M	0.03M 0.12M	9.16M <sub>9.00</sub>	0.13M0.06M	0.11M 0.06M	0.11M 0.10M	0.12M · · · · · · · · · · · · · · · · · · ·	17M 0.07M	0.15M	0.09M
Series, Thriller										
0.12M 0.14M 0.14M 0.05M	0.01M 0.00M	0.08M 0.11M	0:11M	0.05M		0.14M 0.33M	0.11M 0.07M	0.05M	0.13M	::0:10M
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 - Documentaries											
Documentary, Action											
0.03M 0.29M		0.07M	0.09M	0.07M	0.14M 0.13M	0.07M	0.11M	0.08M 0.12M	0.04M 0.12M	0.07M	0.13M
Documentary, Comedy											
0.10M 0.10M <sup>0.17M</sup>	0.23M				0.06M 0.06M	0.16M	0.09M	0.13M	0,06M		0.02M
Documentary, Drama											
0.25M 0.10M 0.28M	0.01M··	0.04M	0.01M 0.08M	0.10M 0.07M	0.03M 0.11M	0.12M	0.16M 0.06M	0.15M 0.09M	0.15M	0.07M 0.08M	0.05M.
Documentary, Fantasy											
0.09M 0.04M 0.01M	0.09M	0.06M	0.17M 0.02M	0.01M	0.18M	0.01M···	0.06M 0.15M	0.01M · · · · · · · · · · · · · · · · · · ·	0.16M 0.03M	0.17M 0.07M	0.15M
Documentary, History											
0.16M 0.15M 0.01M 0.01M	0.12M 0.18M	0.00M 0.09M	0.10M 0.07M	0.16M			0.09M 0.02M	0.00M 0.09M	0.02M 0.08M	0.09M	0.20M
Documentary, Nature											
0.04M 0.07M 0.24M	0.07M 0.13M		0.13M 9.7	0.07M			0.12M 0.04M	0.09M 0.02M		0.15M 0.03M	
Documentary, Romance											
0.16M 0.02M 0.12M	0.08M 0.09M	0.03M 9.2	0.0M 0.13M 0.0	22M 0.00M-	0.09M 0.07M	0.03M	0.15M 0.20M	0.02M	22M 0.01M	0.11M 0.10M	
Documentary, Sci-Fi											
0.04M 0.02M 0.44M	0.09M •	0.05M	0.15M		0.10M 0.16M	0.06M	0.13M	0.11M	0.04M 0.11M	0.16M 0.10M	0.07M
Documentary, Thriller											
0.16M 0.10M 0.07M 0.11M	0.19M • 0.2	0.13M 1M 0.03M		0.02M0.00M-	0.12M 0.10M	0.12M	0.14M 0.08M	0.06M	0.00M	0.25M	0.13M
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



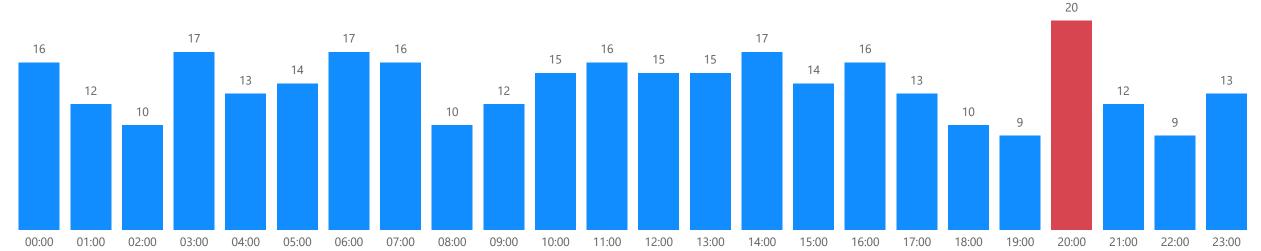
# Release

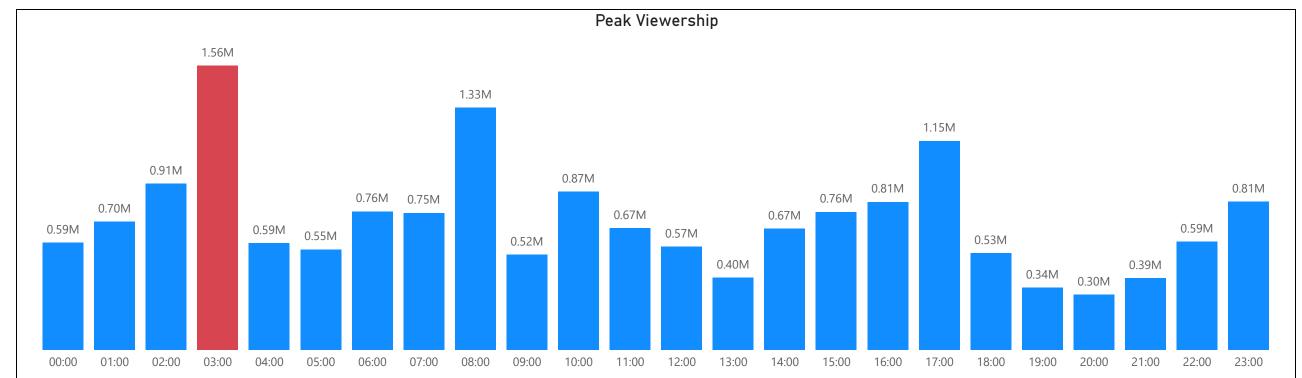




Releases done for movies are pretty much in-line with peak viewership where users are able to get new content for consistent engagement

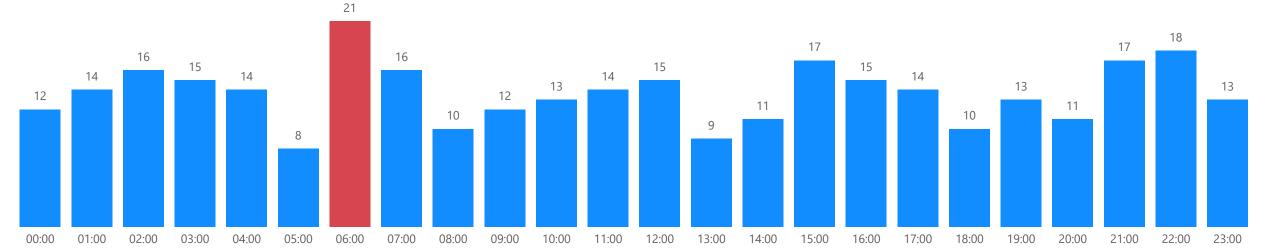
# Release

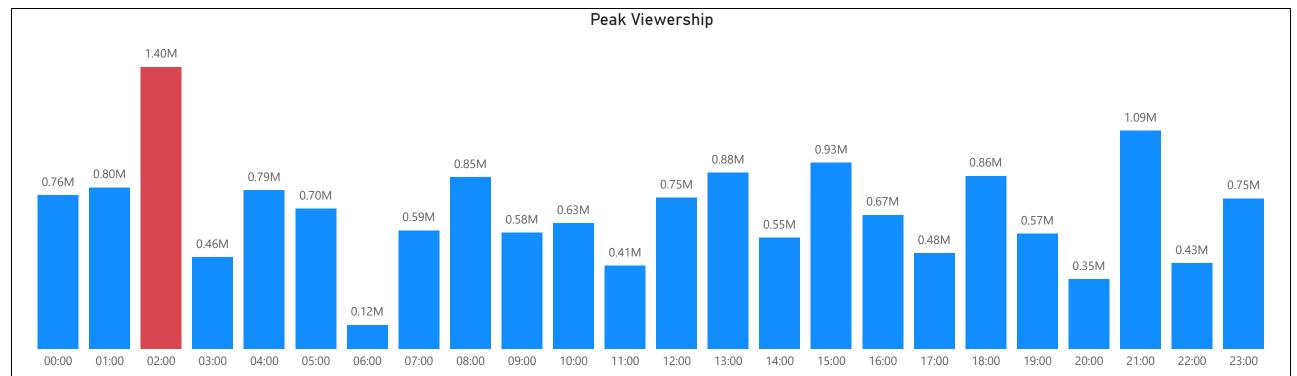




The release planning for series need to be optimized to match the users who are peaking their viewership of series at 3am

### Release





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.