

From Studio to Screen: Maximizing Content Value in the Streaming Era

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DSO574 - Assignment #3



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We've selected Netflix, Hulu, and Amazon Prime as our primary focus for analyzing streaming services, given their prominence in the market.

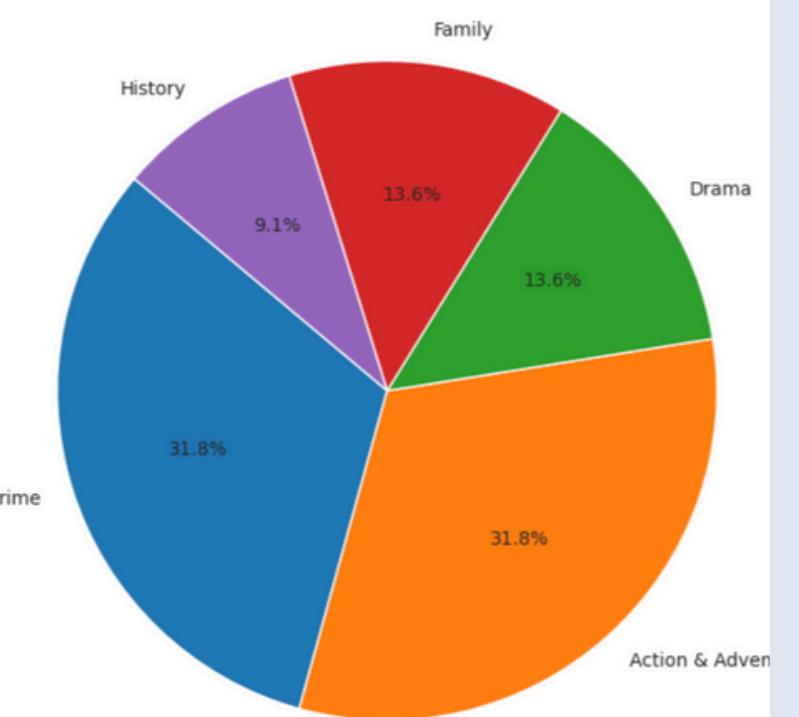
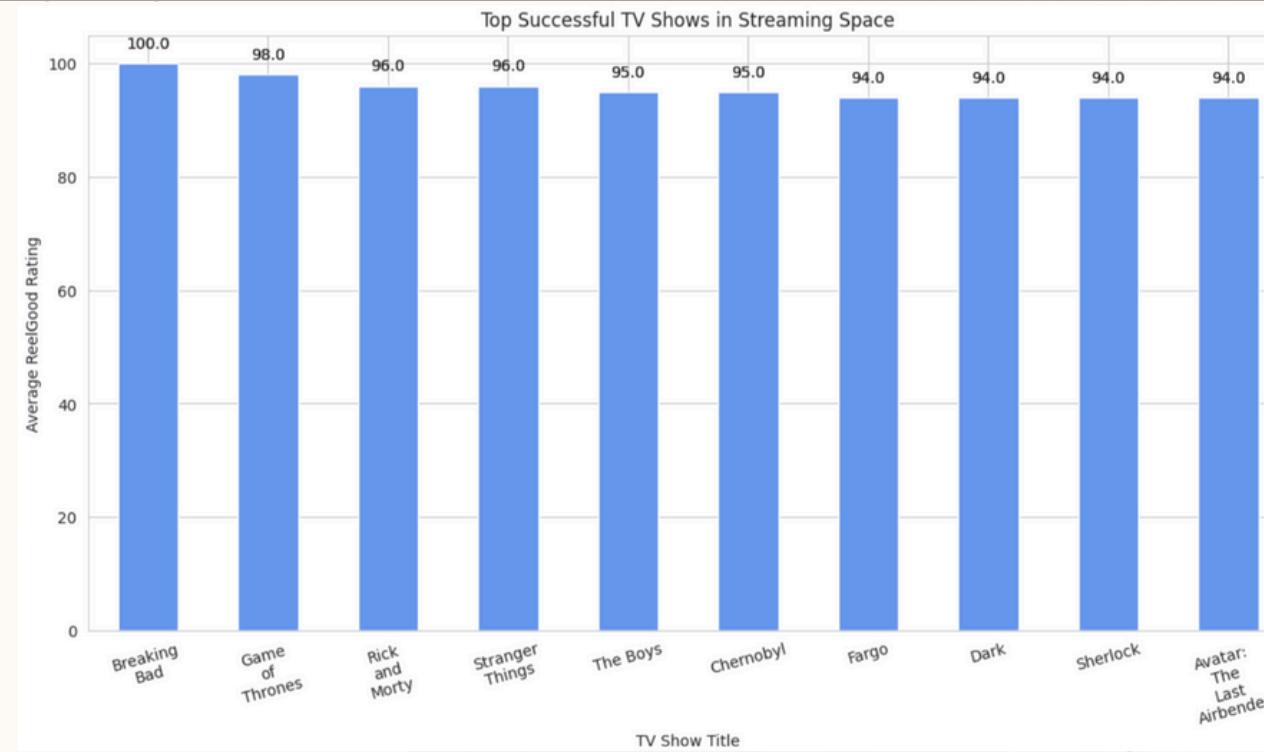
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SUCCESSFUL CONTENT & ADVICE

Netflix, Hulu, Amazon Prime

Year 2016-2020

IMDb ratings are more widely regarded as an independent and broadly recognized assessment of content quality, while Reelgood ratings offer insights into the performance of content in the streaming space and user preferences.

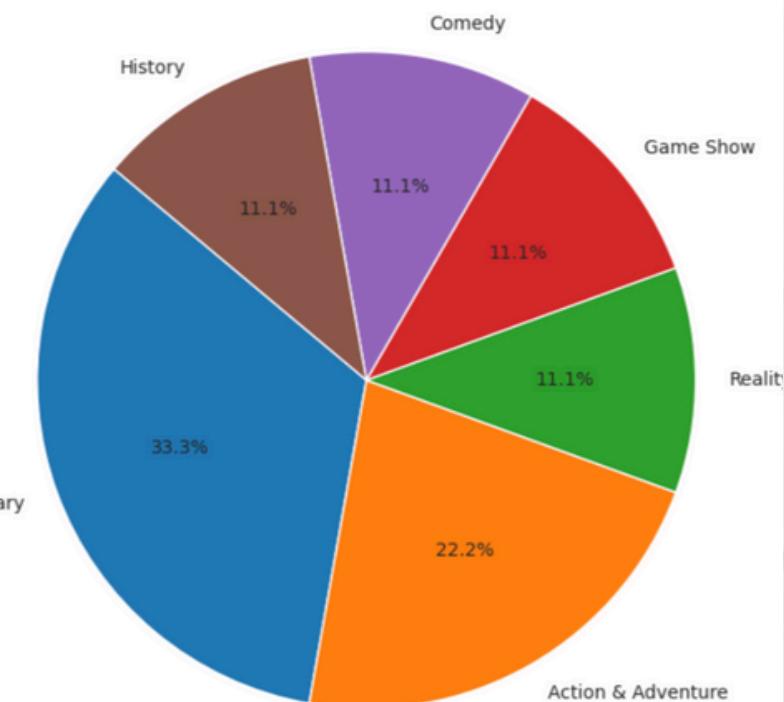
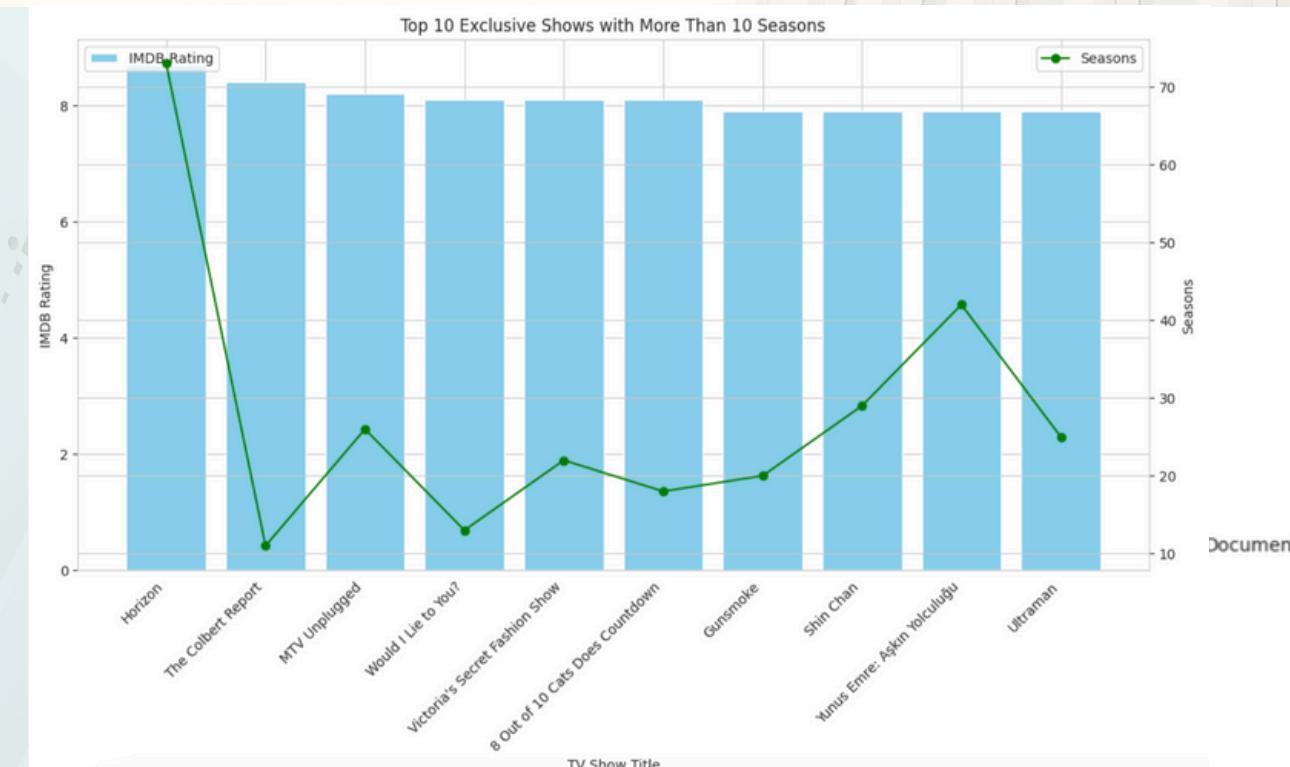


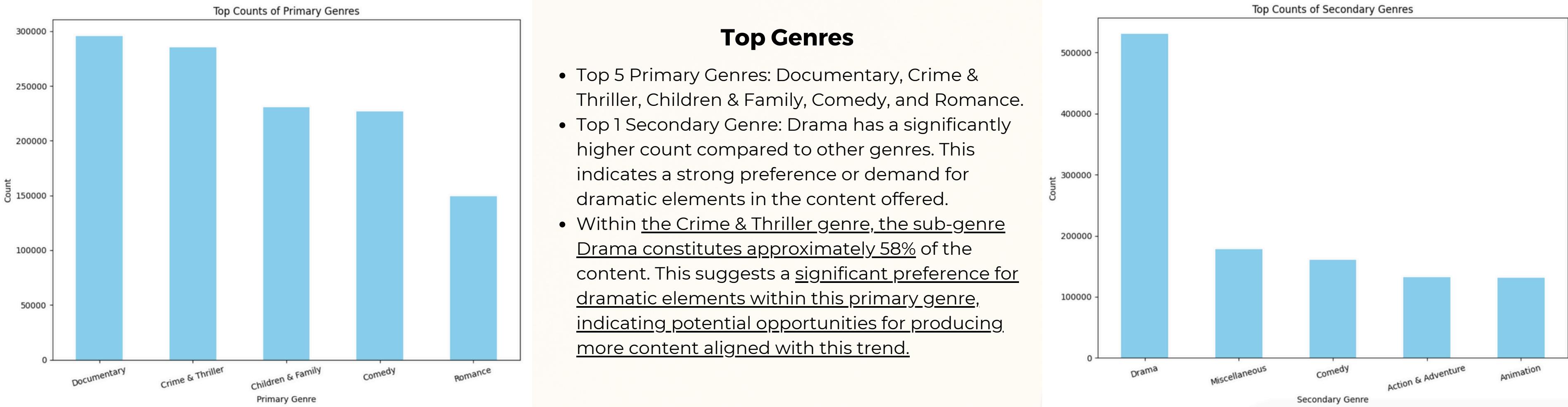
Analysis of Successful TV Shows

- Production and Development:** Production companies should continue to invest in **popular genres such as crime, action, and adventure**, while also not neglecting drama and family genres that can reach a broader audience.
- Market Strategy:** Streaming platforms should consider these data to optimize their content mix and promotional strategies, ensuring they meet the diverse needs of audiences while maintaining high content quality to enhance user stickiness and expand their viewer base.

Analysis of Exclusive Long-Running Content

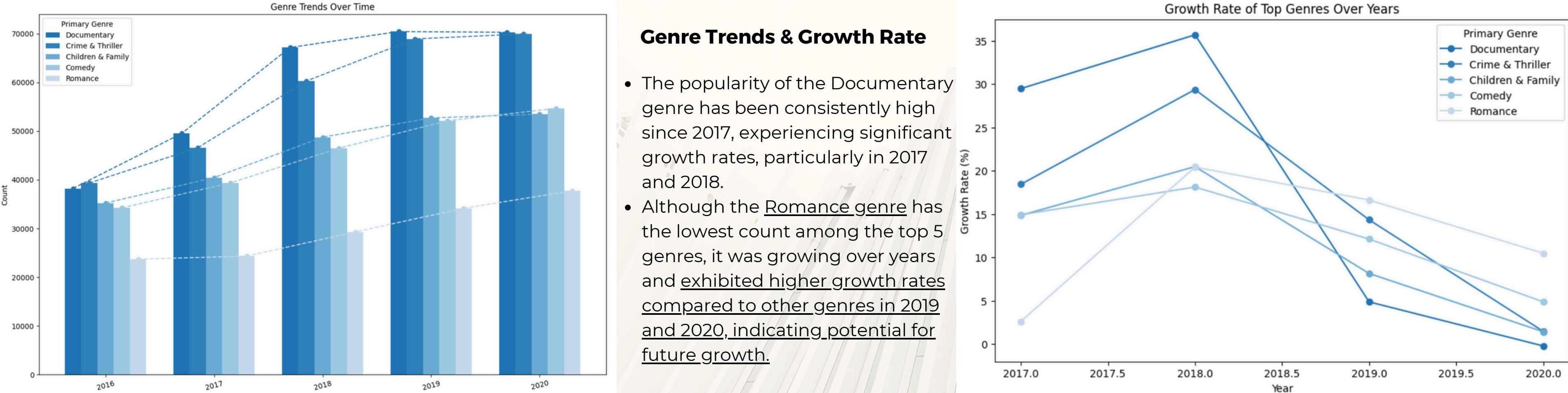
- Production Recommendations:** Production companies should create high-quality content that resonates widely and seek exclusive partnerships with streaming platforms. Particularly, **documentaries and action-adventure genres** not only cater to specific interests but are also likely to appeal to a broad audience.
- Market Positioning:** In the competitive streaming landscape, platforms with **exclusive and enduring content can attract more subscribers and improve retention**, securing a market advantage.





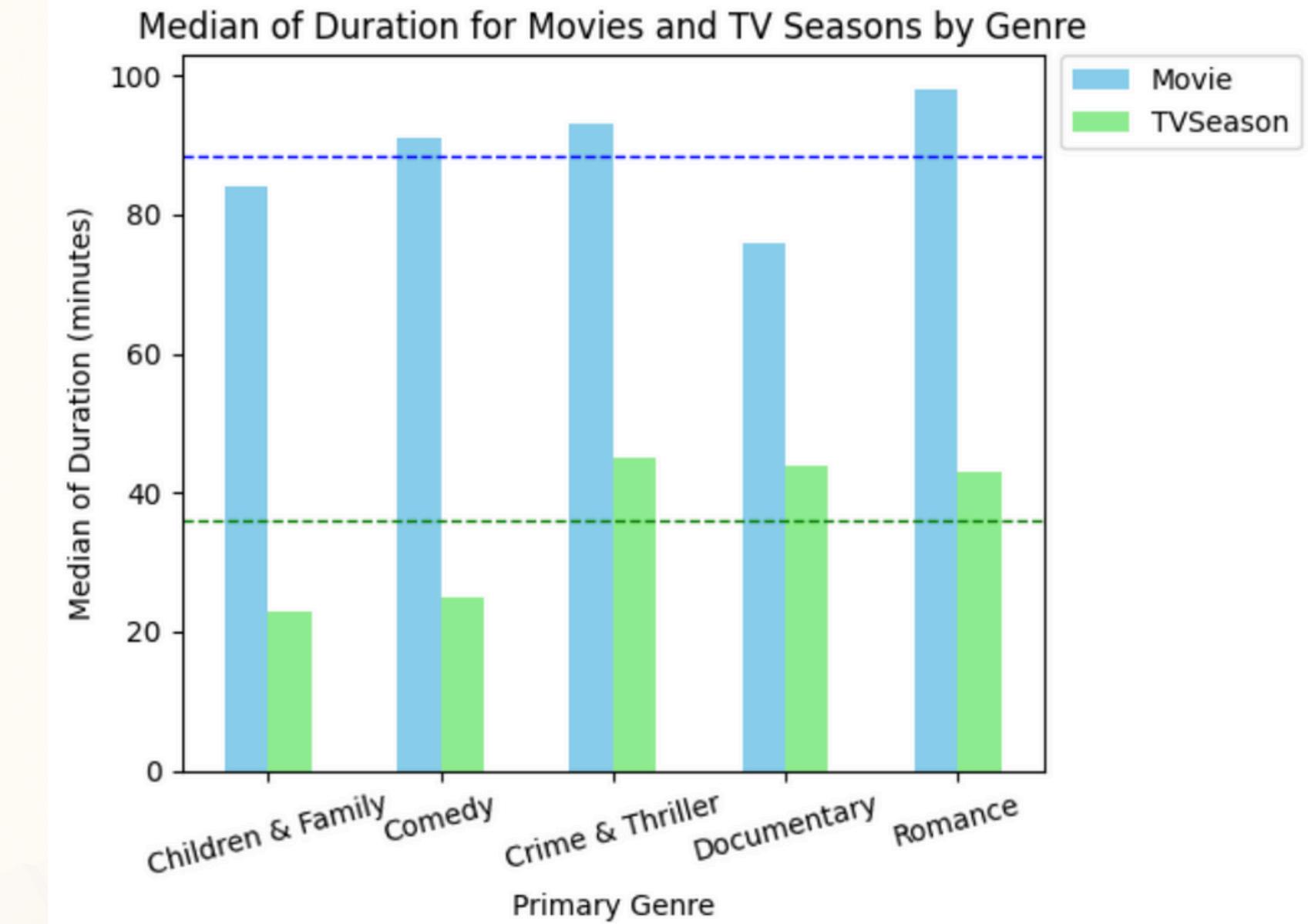
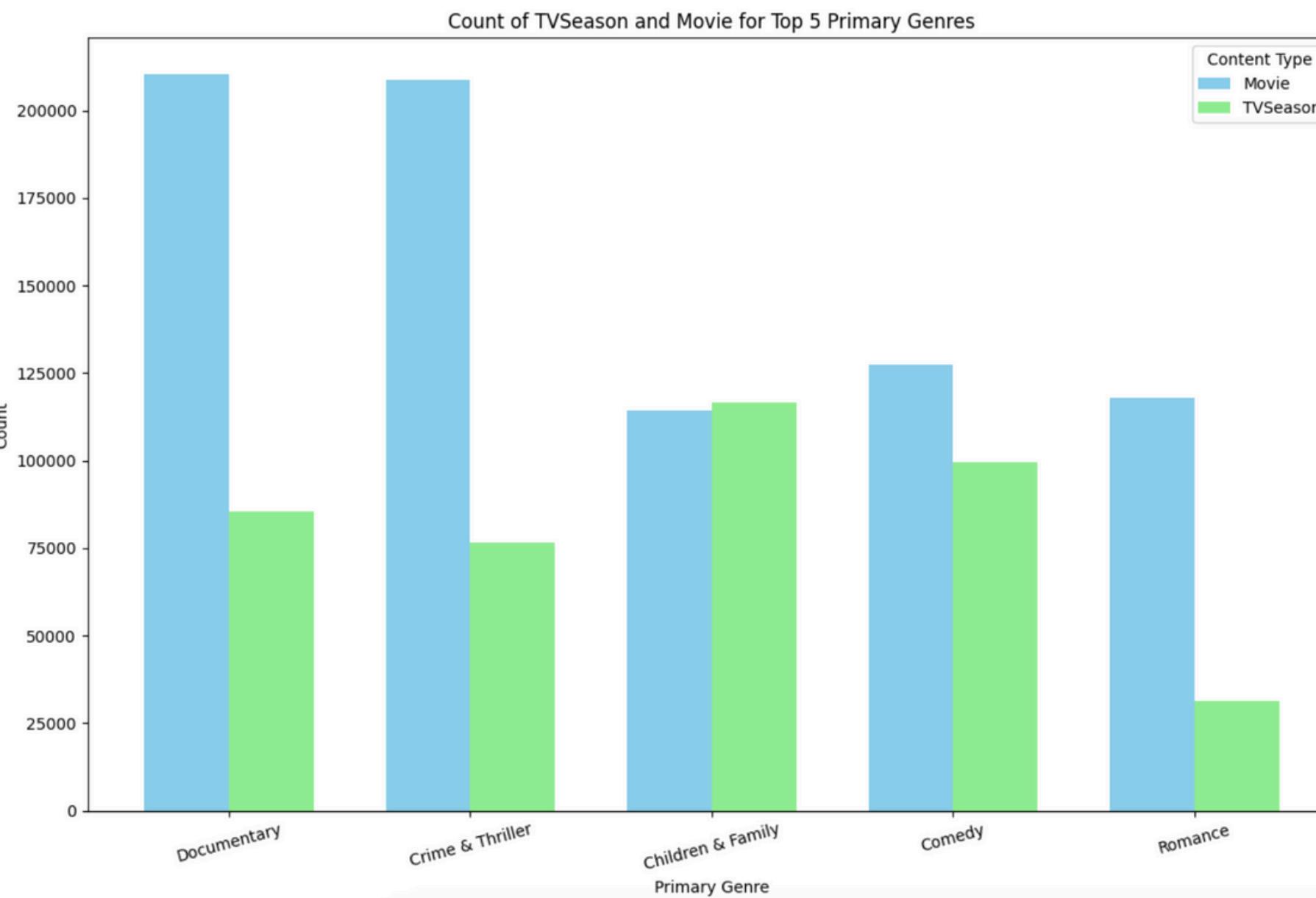
POPULAR GENRES & TRENDS

Netflix, Hulu, Amazon Prime: Year 2016-2020



CONTENT TYPES & DURATION

Netflix, Hulu, Amazon Prime
Year 2016-2020



Content Types

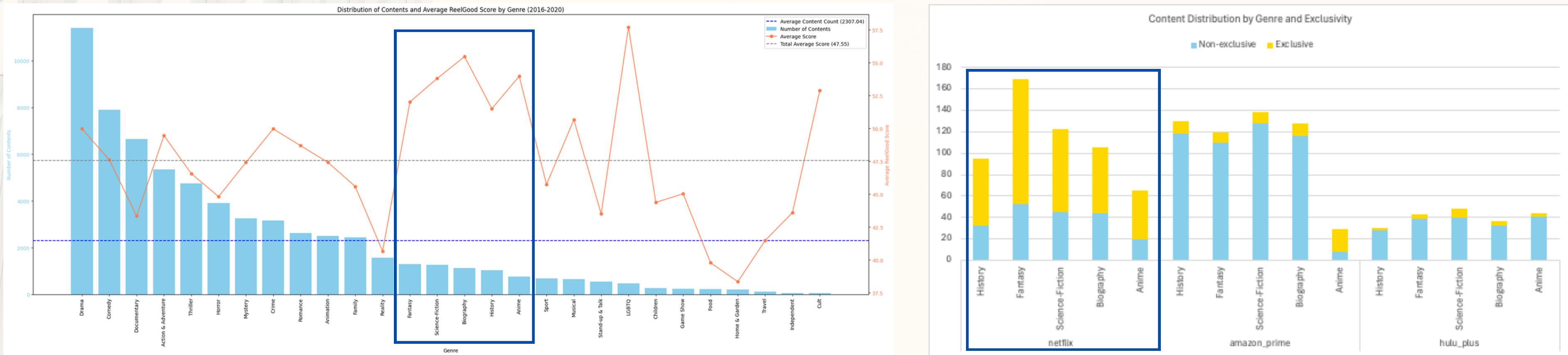
- Documentary, Crime & Thriller, and Romance genres are primarily represented in movies, while Children & Family and Comedy genres show a more balanced distribution between movies and TV seasons. Given Romance's notable growth rate in 2019 and 2020, prioritizing the production of TV seasons in this genre could be advantageous for studios.

Content Median Duration (minutes)

Romance and Crime & Thriller genres have longer durations in both of the content types compared to other genres, while Children & Family are shorter, suggesting a preference for feature-length films in these categories. Studios can leverage these insights to diversify their content offerings, catering to audience preferences and maximizing viewer engagement across different genres and formats.

MARKET GAP & OPPORTUNITIES

Netflix, Hulu, Amazon Prime
Year 2016-2020



Focus on high-scoring, underrepresented genres

- **Fantasy, Science-Fiction, Biography, History, and Anime** are genres that have higher ReelGood Scores than the average—indicated by the gray dashed line—yet the number of content within these five genres is lower than the average, shown by the blue dashed line. Therefore, we see this as a market opportunity.

Require Differentiated Strategies for Different Streaming Customers

- While the total content volume in these five high-scoring genres is similar between Netflix (558) and Amazon Prime (544), Hulu lags behind with just over half the number (202).
- However, Netflix holds a significant advantage in exclusive content within these genres (65.23%) compared to Amazon Prime (11.76%) and Hulu (10.89%).

Recommendation

- Focus on creating content in high-scoring genres with content scarcity.
- Tailored approaches are needed for different streaming companies. For example, Netflix might prefer exclusive content, whereas Amazon Prime prioritizes wider reach content, and Hulu might be interested in content that can quickly expand their niche library.



thank You!

We really appreciate your attention.