Microsoft Content Streaming Platform
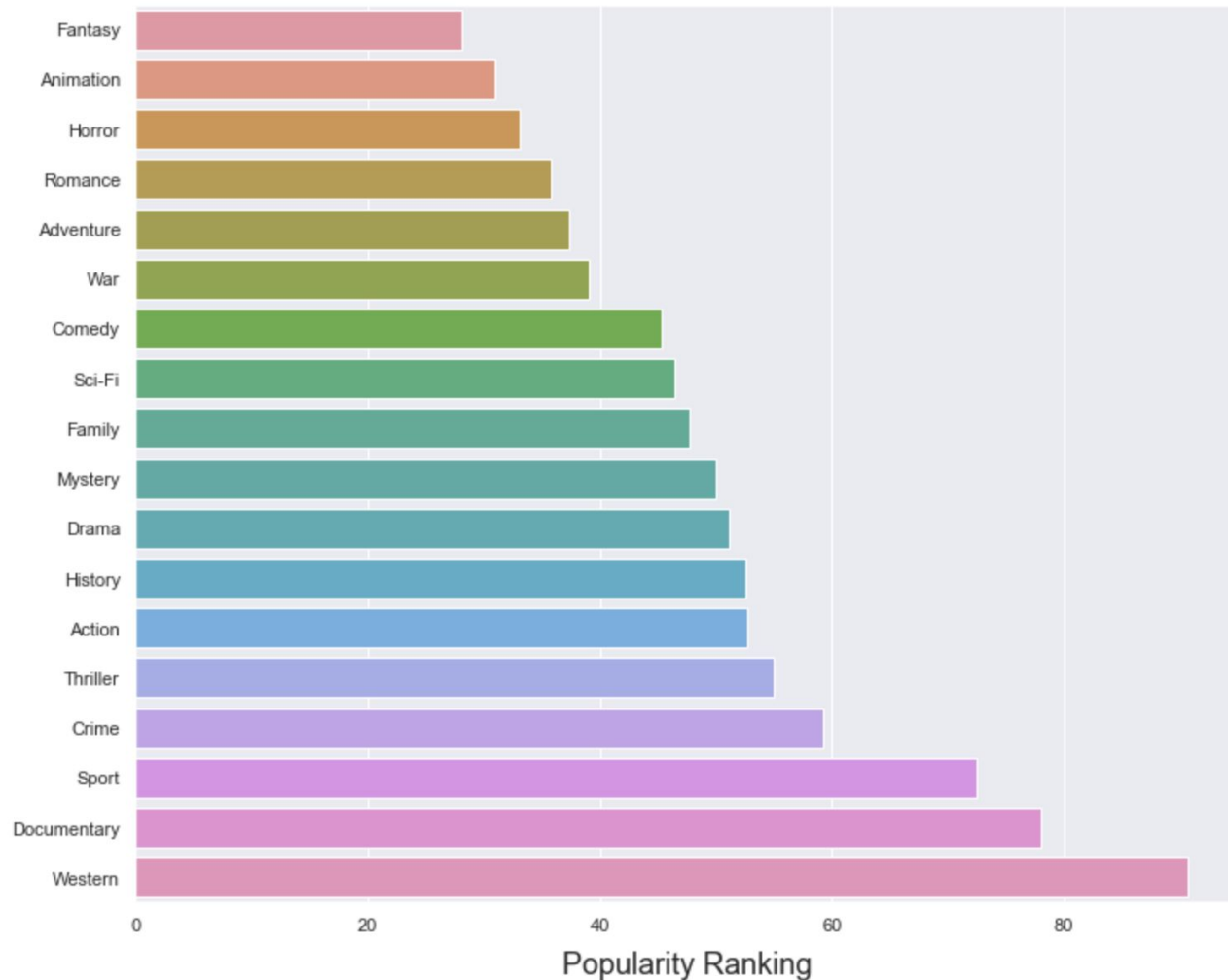
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George Lin, Lucas Myer
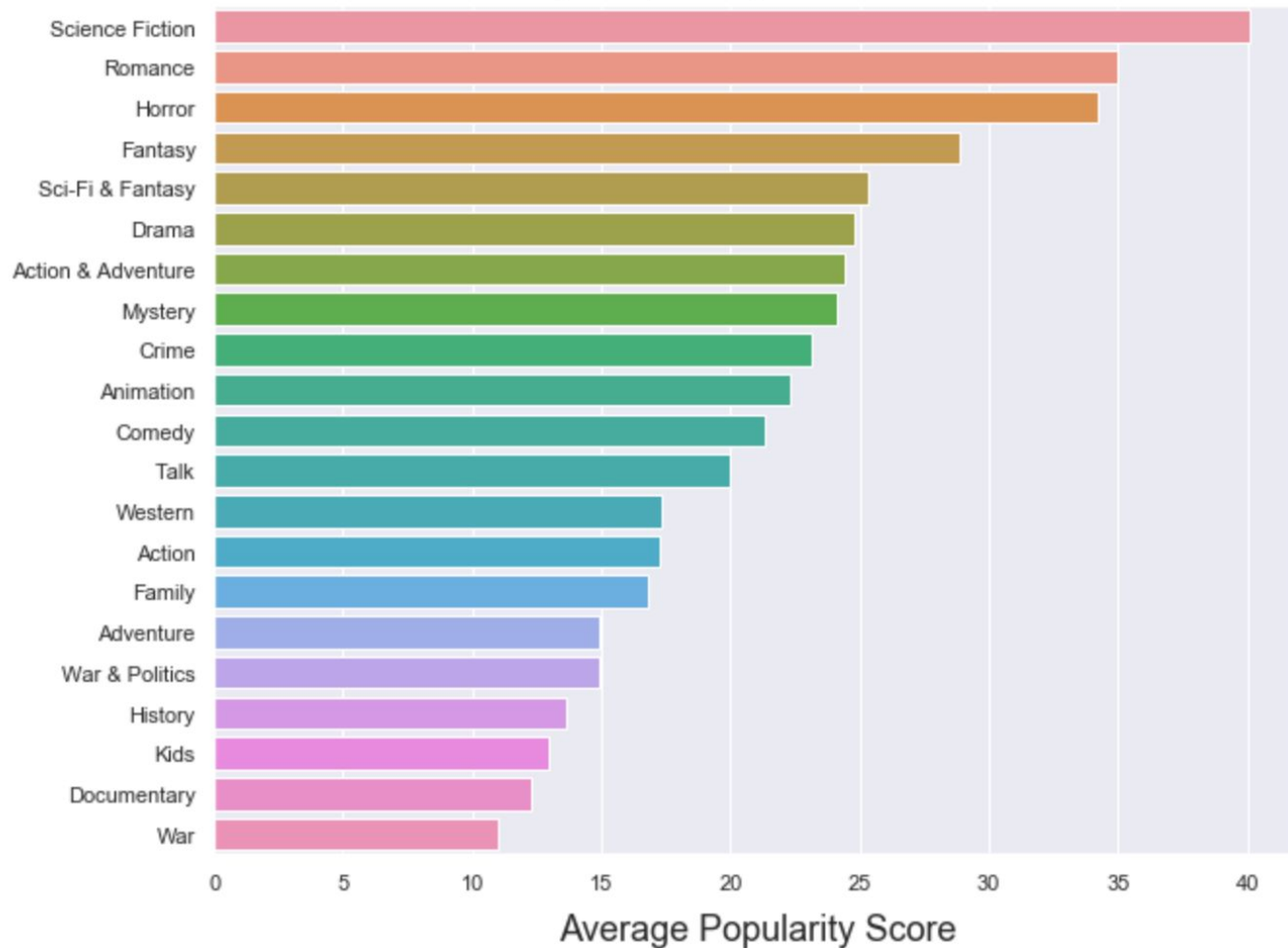
Proposal for Original TV Content

- Given the success of platforms such as Netflix and Hulu and the advent of Disney+, we are exploring the viability of a content streaming platform

- Investigated most popular TV shows

- Found genres most associated with current popularity

- Following initial exploration, we delved more deeply into potential candidates for genres for our first shows

- Subscriptions rather than pay per view

Popularity Ranking Per Genre

(Genres, top to bottom: Fantasy, Animation, Horror, Romance, Adventure, War, Comedy, Sci-Fi, Family, Mystery, Drama, History, Action, Thriller, Crime, Sport, Documentary, Western)

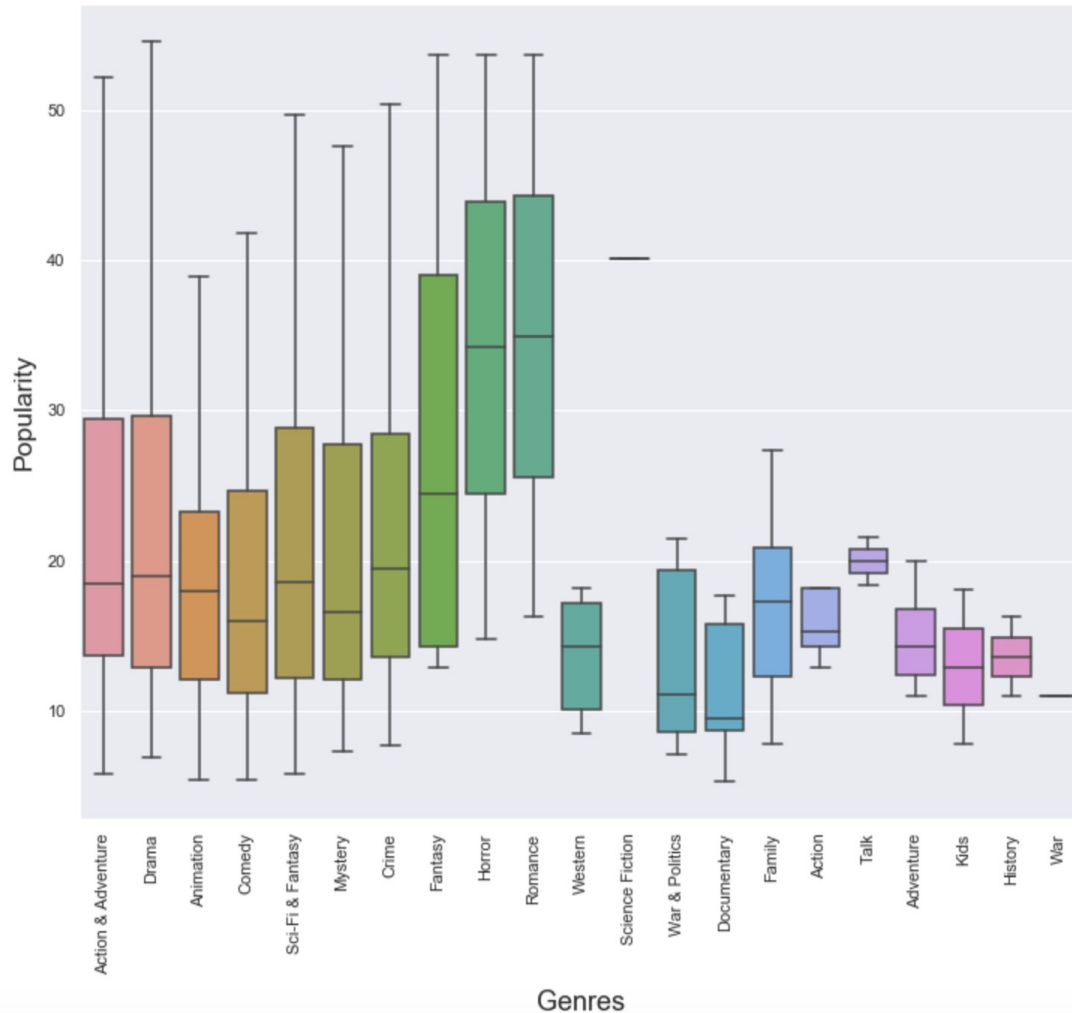X-axis: Popularity Ranking (0, 20, 40, 60, 80)
Y-axis: Genres

- Web scraped genres of Top 100 TV Shows (IMDb)

- 82 of 100 Top Shows are related to Drama

- Five highest ranked genres:
  - Fantasy
  - Animation
  - Horror
  - Romance
  - Adventure

Average Popularity Score Per Genre

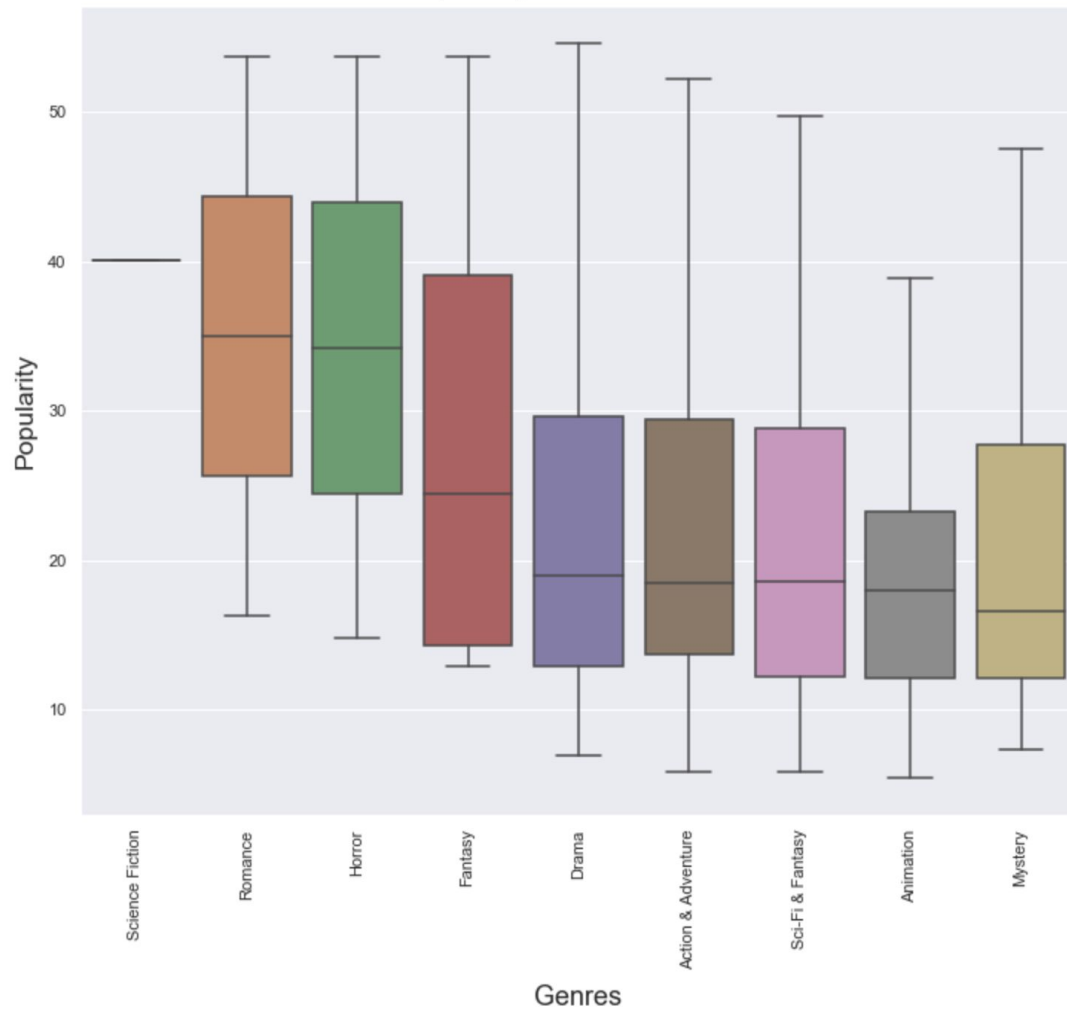| Genres	(Average Popularity Score)
Science Fiction	~40
Romance	~35
Horror	~34
Fantasy	~29
Sci-Fi & Fantasy	~25
Drama	~25
Action & Adventure	~24.5
Mystery	~24
Crime	~23
Animation	~22
Comedy	~21
Talk	~20
Western	~17.5
Action	~17
Family	~17
Adventure	~15
War & Politics	~15
History	~13.5
Kids	~13
Documentary	~12.5
War	~11

- Gathered data from The Movie Database's (TMDb) API

- Popularity score calculated by TMDb

- Five highest average scored genres:
  - Science Fiction
  - Romance
  - Horror
  - Fantasy
  - Sci-Fi & Fantasy

Popularity Score Per Genre

- Box plot of popularity scores from TMDb data

- Outliers removed on each plot

- Sci-Fi & Fantasy combined is not as popular as each individually

- The Pacific is the lowest scored under the genre War

Popularity Score Per Genre

- Overlapping top genres from both datasets

- More saturated on genres to the right of Horror

- Sci-Fi represents Westworld alone

Descriptive Statistics of Top 9 Genres by Mean (TMDb Data)

	Sci-Fi	Romance	Horror	Fantasy	Drama	Action & Adventure	Sci-Fi & Fantasy	Animation	Mystery
MIN	40.1	16.3	14.8	12.9	7.0	5.8	5.8	5.4	7.3
MAX	40.1	53.6	53.6	53.6	156.0	156.0	155.7	155.7	139.5
MEAN	40.1	40.1	34.9	34.2	28.9	24.4	23.4	22.3	24.2

Insights

- Focus on Fantasy, Drama, Action & Adventure, Sci-Fi & Fantasy, Animation, and Mystery to be safe

- Sci-Fi, Romance, and Horror may be new niche genres

- Most popular (paradigm) shows: Rick & Morty, Supernatural, Vikings
  - Rick & Morty has the highest quality rating of the 3

- Least popular of the top 380: The Jinx: The Life and Deaths of Robert Durst