

Binge Across Borders: Understanding Netflix's Global Distribution

Insights into Genre and Distribution Across Borders

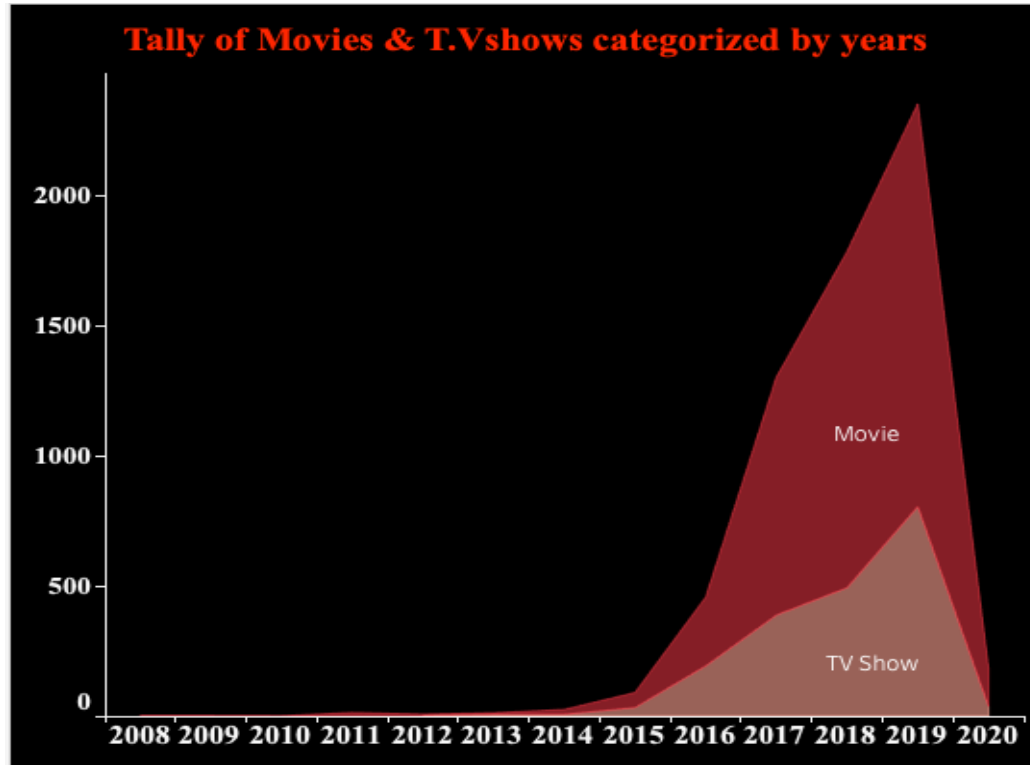
Netflix leading the charge as a global entertainment powerhouse

This project delves into the intricate landscape of Netflix's movie and TV show distribution, focusing on:

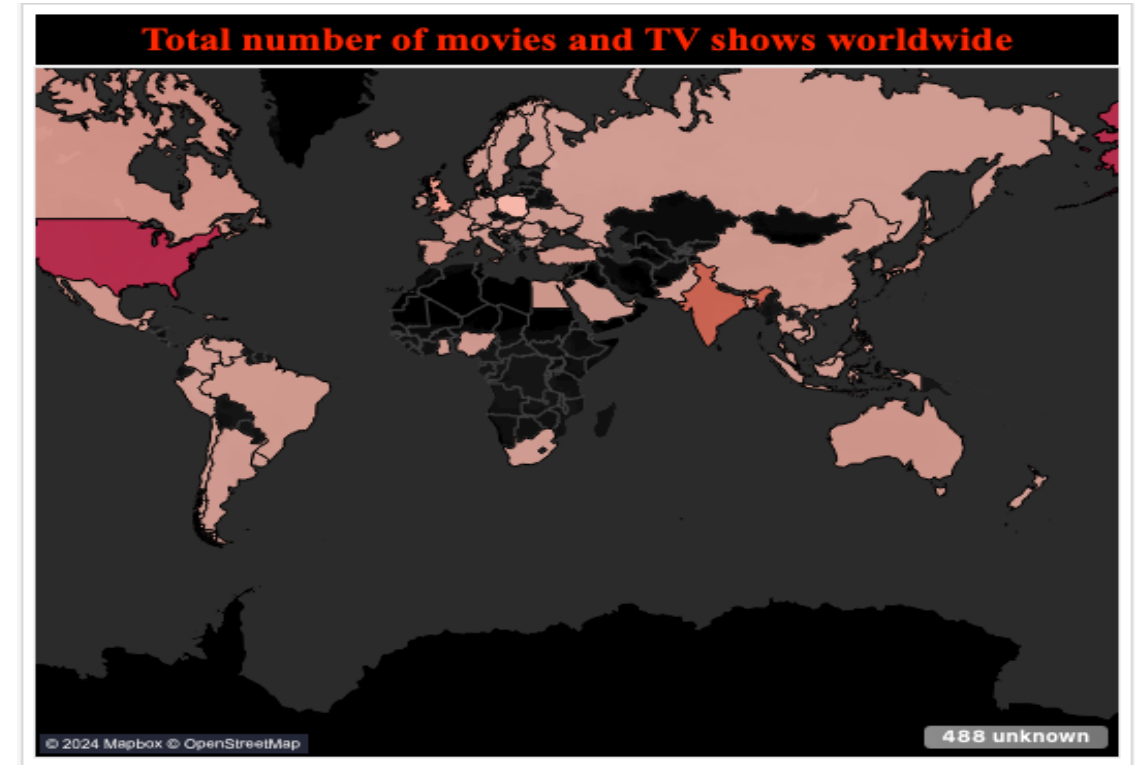
- How the platform tailors its content to diverse audiences across various countries
- Analysis on release dates, genres, and regional preferences
- Understanding various strategies that have made Netflix a cultural phenomenon
- Analysing the values, tastes, and trends of different cultures
- Platform's adaptability, insights into the future of global media consumption



Annual Tally of Global Movie and TV Show Releases

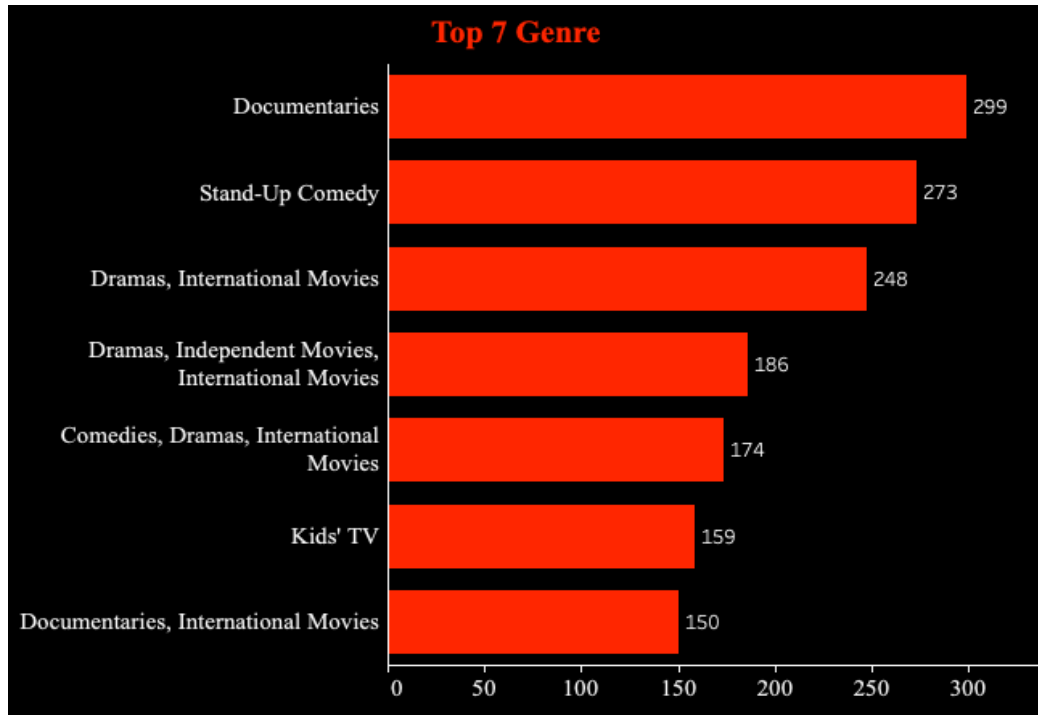


The line chart illustrates the total number of movies and TV shows released globally over a span of years, highlighting a notable surge in both categories, which reached their zenith in 2019. This peak underscores a significant trend in content production during that year.

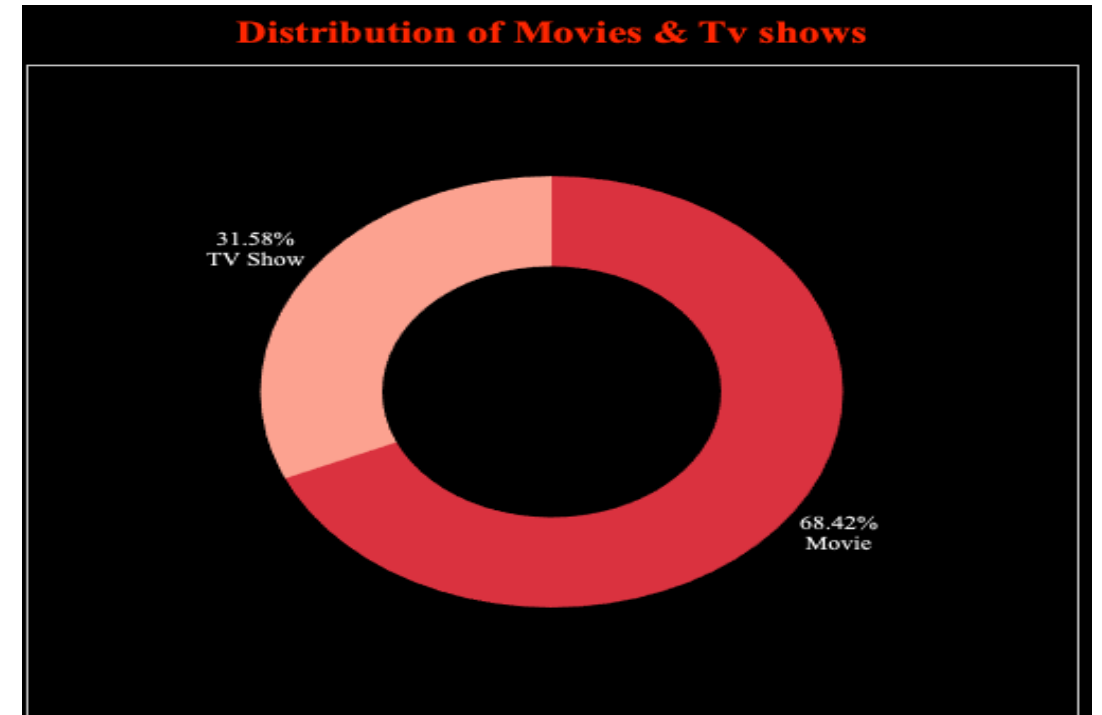


The area-wise distribution of movies and TV shows released globally reveals a stark contrast among countries, with the United States, highlighted in dark red, accounting for the majority of releases. India follows as a significant contributor, reflecting the diverse landscape of global entertainment production.

Analysis of the Top 7 Genres and Their Distribution of Movies and TV Shows

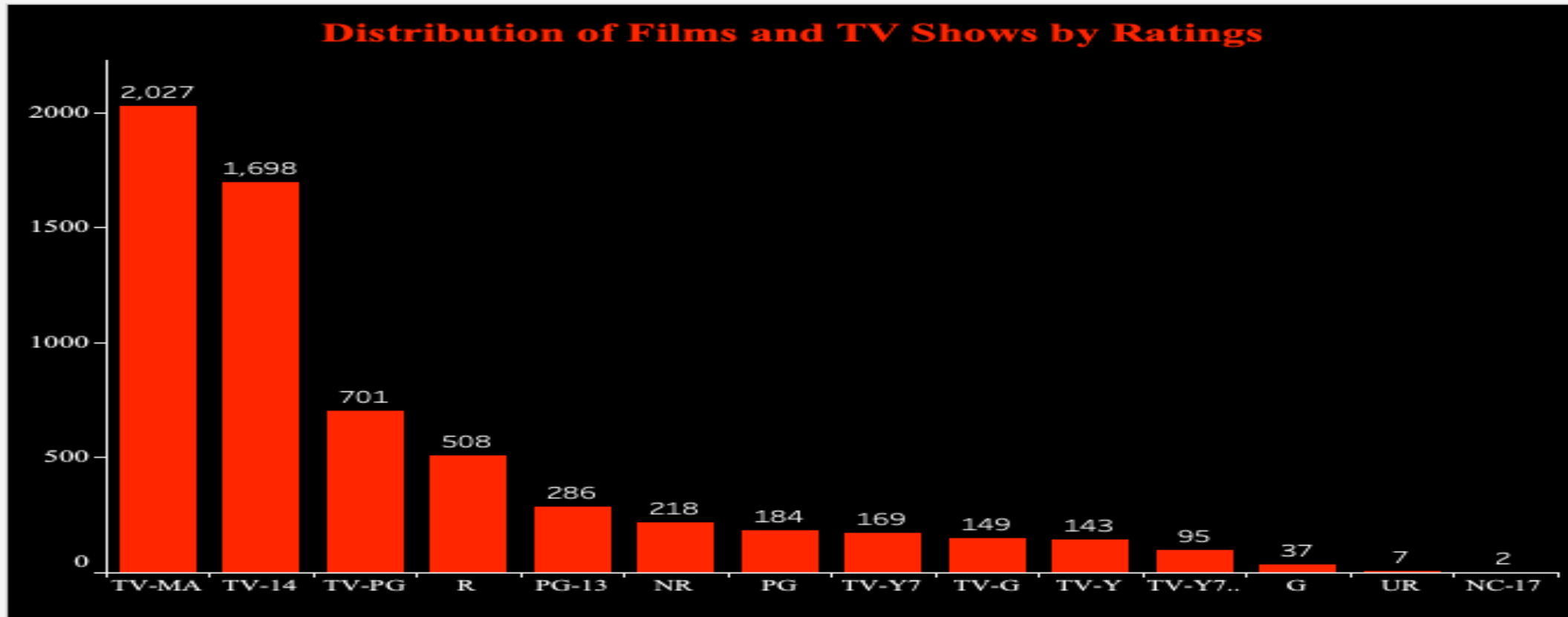


The chart delineates the top seven genres in which a significant number of films were released within a specified time frame, highlighting documentaries as the predominant category at the forefront of the distribution.



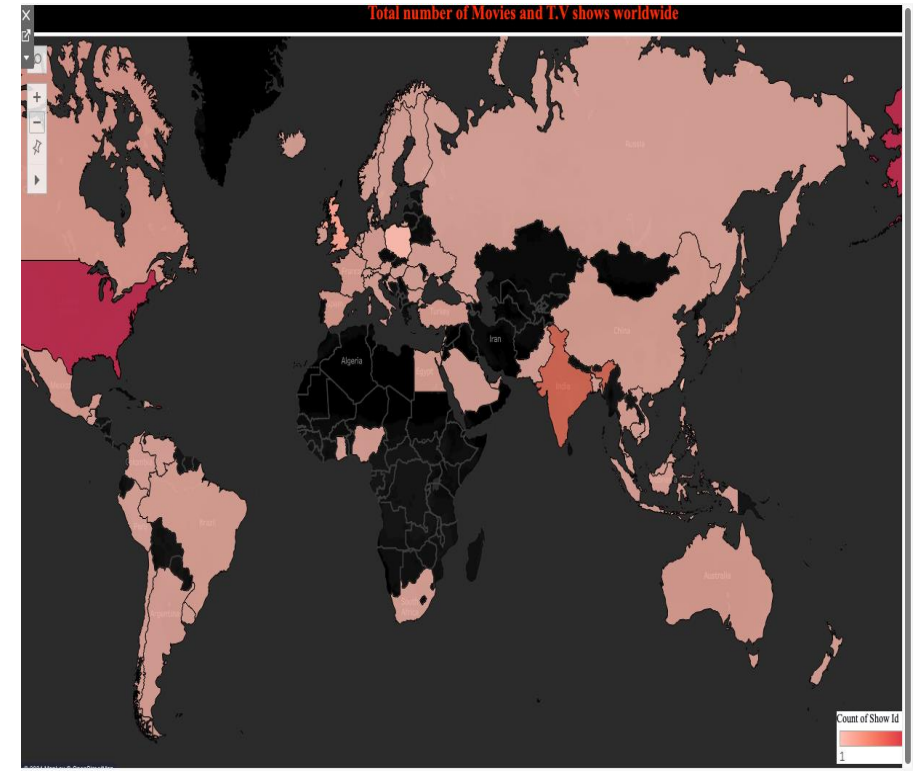
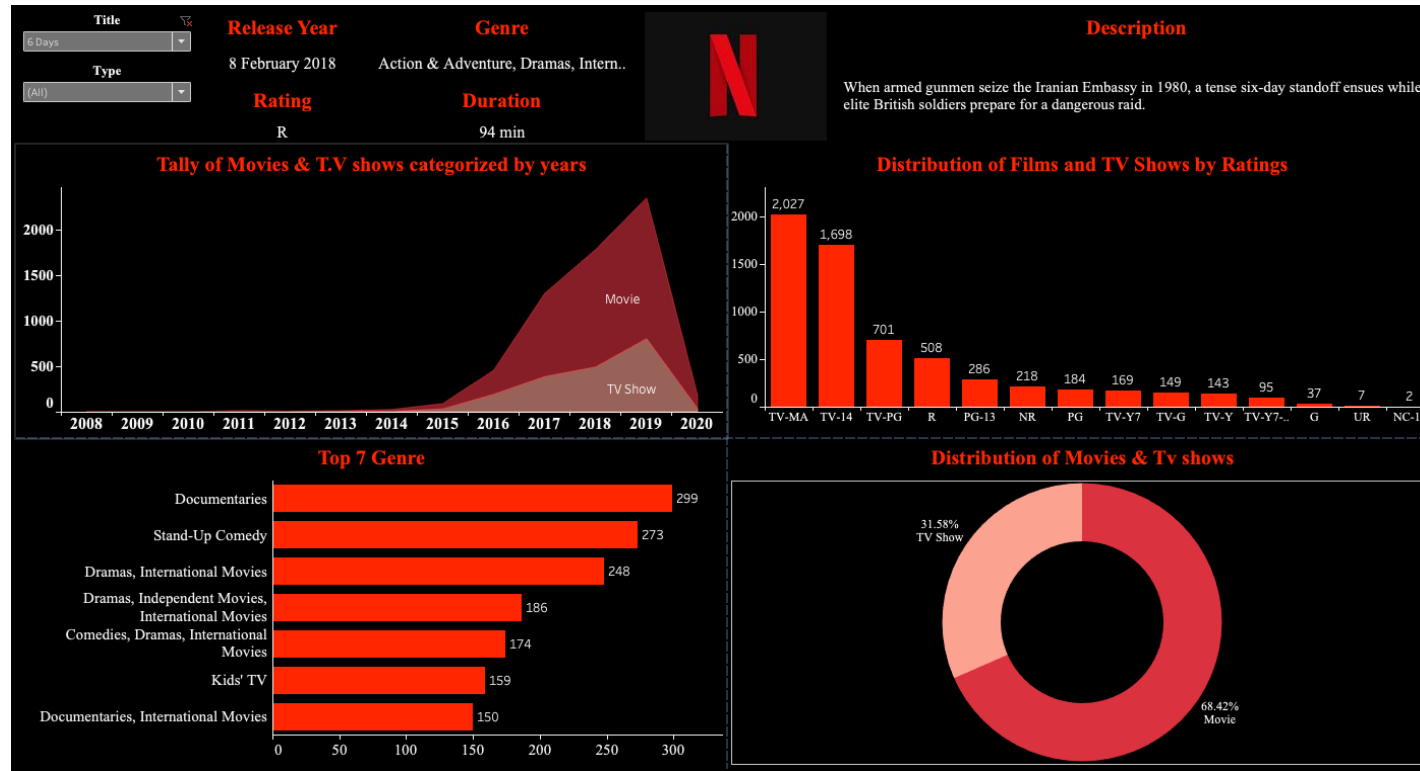
The provided doughnut chart illustrates the overall percentage distribution of films and television shows released in the specified years, revealing that movies constitute a substantial majority at 68%, thereby underscoring their prominence in the overall media landscape during this period.

Distribution of Movies and TV Shows by Content Ratings



The bar chart depicts the number of movies and television shows released across various ratings, with TV-MA content leading the distribution.

Comprehensive Dashboard and Insights



Netflix Strategic Opportunities

•Children's Content Investment

- Increase investment in children's movies and TV shows.
- Expand content portfolio to engage younger audiences.
- Strengthen presence in the kids' television market for better retention.

•Global Content Curation

- Curate diverse films and TV shows from various countries.
- Appeal to a broader audience through cultural variety.
- Drive subscriber growth and boost annual revenue, enhancing Netflix's competitive position.

THANK YOU