



facebook



ZuckFlix

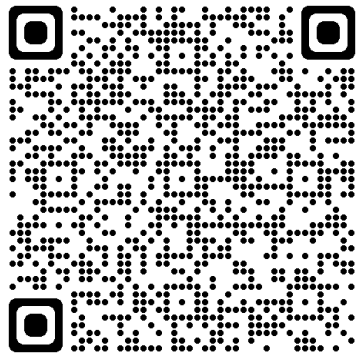
A proposal for streaming services

ELEVATOR PITCH



We create a market proposal for the launch of a streaming platform: ZuckFlix, as well as the detail of the type of content that is convenient to produce.

Market Opportunity



of subscribers per country



Q1 & Q2 2021 Revenue \$



UNITED STATES (2021)

of subscribers: 134,949,357

Revenue: 5,827,617,233

Database

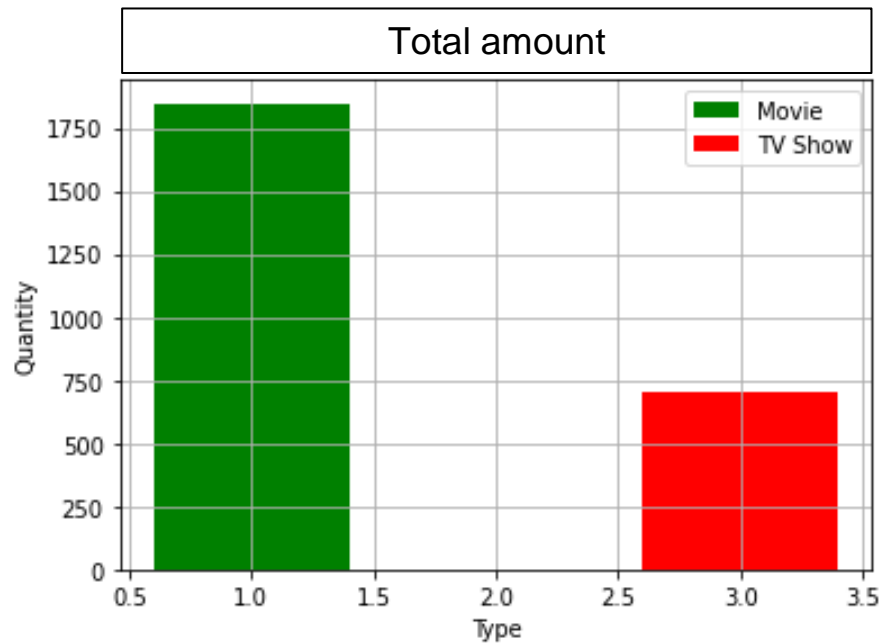
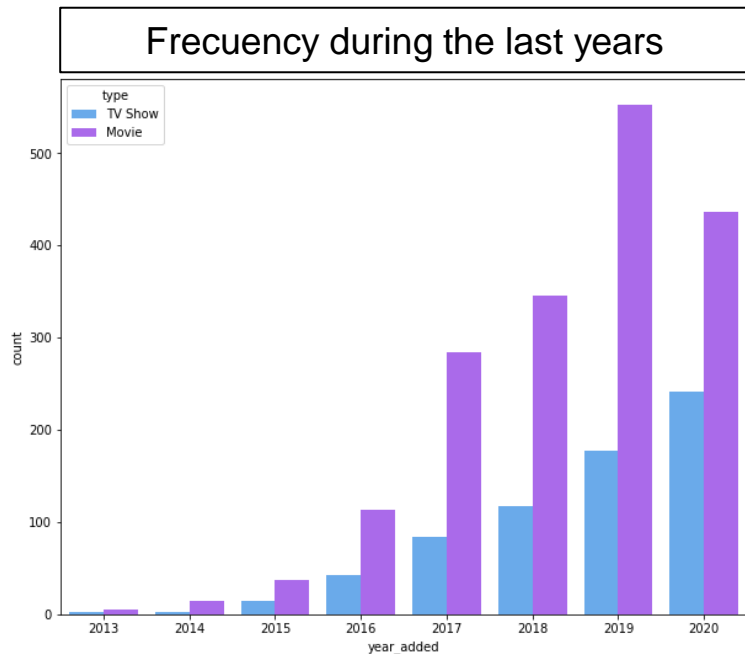


+32%



of records correspond to United
States

Movie vs TV Show

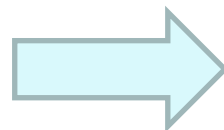


Conclusion: it is possible to notice the predominance of MOVIE

Release Year

Release years for United States

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[2009 2008 1997 2017 2019 2015 2020 2016 2005 2014 2018 2013 2000 2011  
2004 1993 2012 2006 1998 1988 1996 2002 1986 1974 1999 1991 2001 2003  
2007 1995 2010 1992 1978 1989 1967 1960 2021 1976 1958 1973 1983 1987  
1971 1977 1956 1990 1981 1984 1945 1946 1962 1980 1942 1994 1955 1979  
1982 1985 1968 1972 1965 1944 1963 1947 1969 1943 1954]
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Top release years

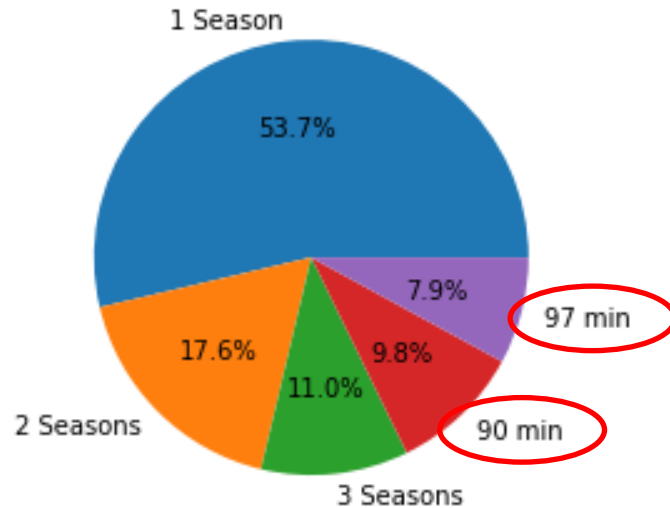
release_year

2019	359
2017	350
2018	347
2020	332
2016	253
2015	139
2014	83
2013	77
2012	61
2011	51

**Conclusion: content released after
2015**

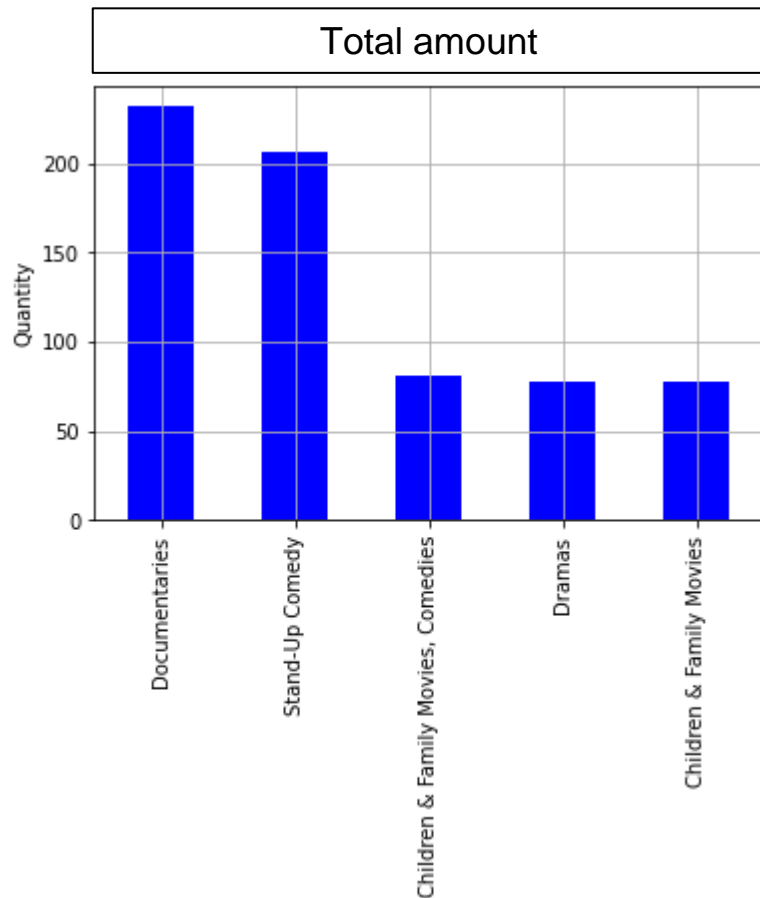
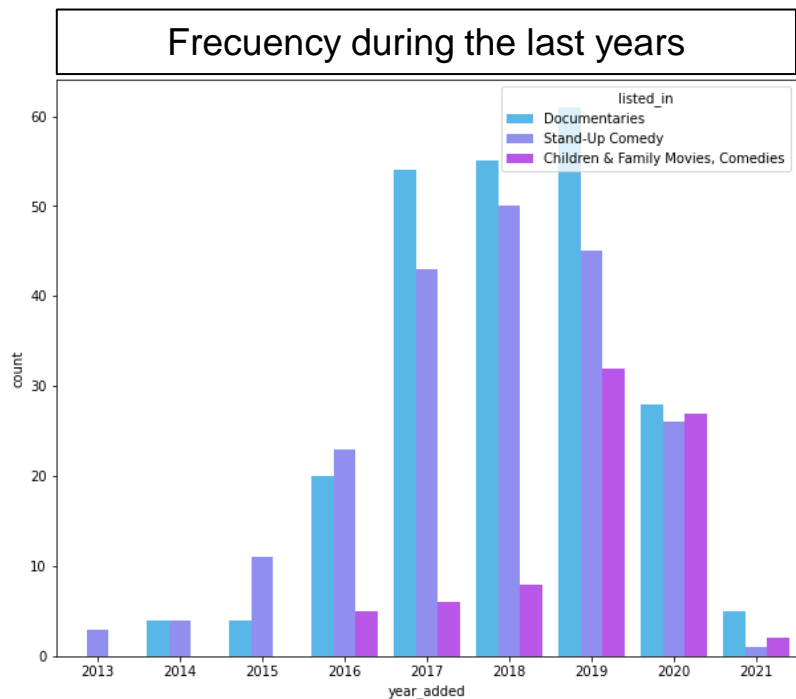
Duration

The most popular durations of streaming content



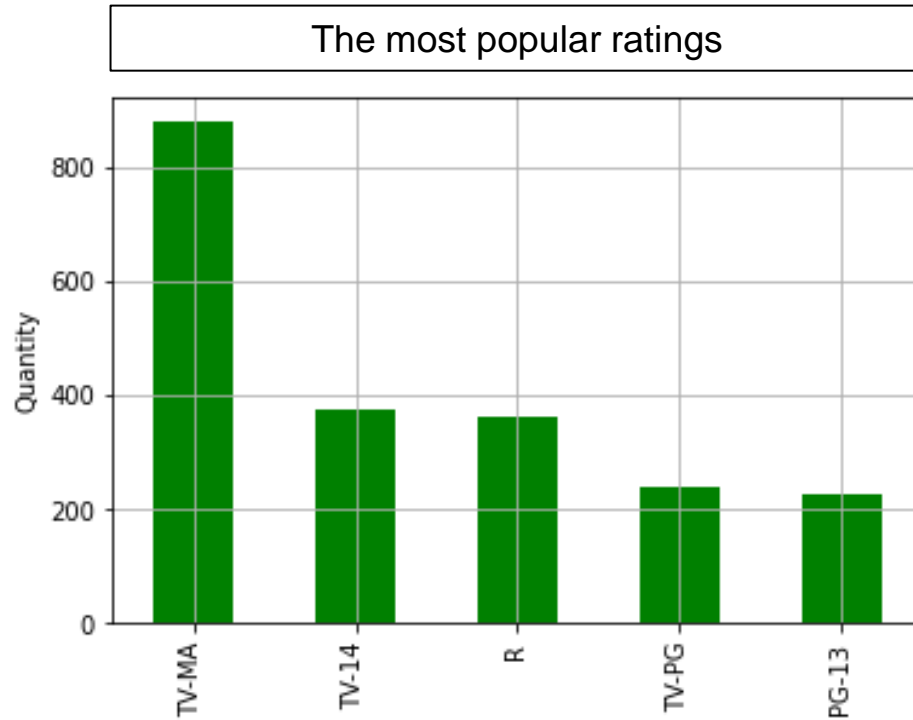
Conclusion: Movies usually have a duration that ranges from 90 minutes

Genres



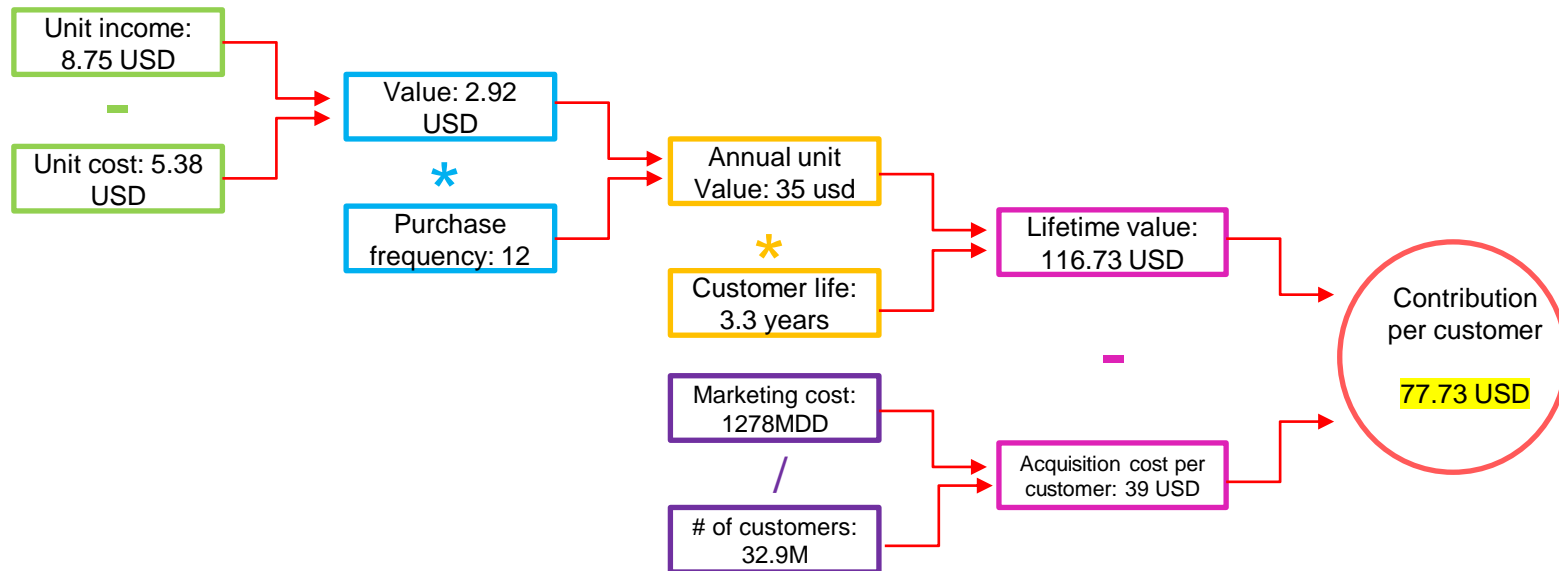
Conclusion: Documentaries, Stand-Up Comedy and Children & Family Movies

Rating



Conclusion: TV-MA, TV-14 and R

Unit Economics



Conclusion: 77.73 USD per customer

Final Proposal



1

Country

United States

2

Type and Genres

Movie

Documentaries, Comedy, Children and Family.

3

Release year

+2015

4

Duration and rating

90 minutes

TV-MA, TV-14, R

