

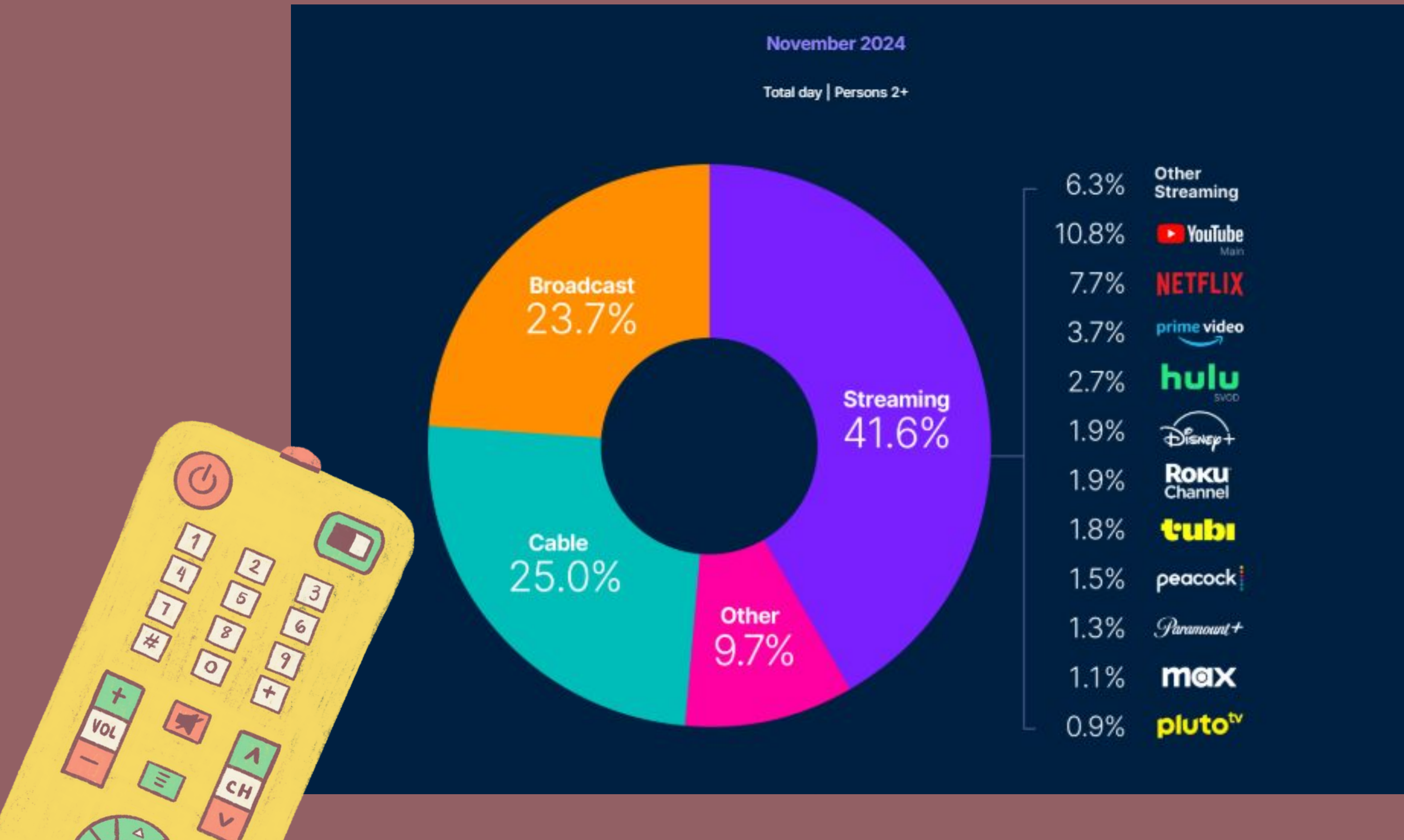


ANALYZING STREAMING SERVICES













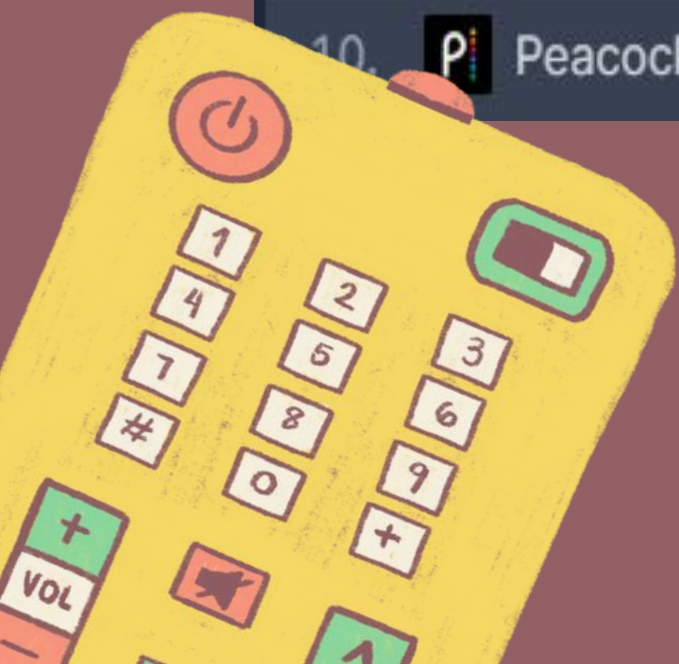
Madison Mihle & Kat Hardy
Group 1
January 16th, 2025

EXPLORE HOW AMERICANS WATCH TV



STReAMing SeRVICES BY SUBSCRIBER COUNT

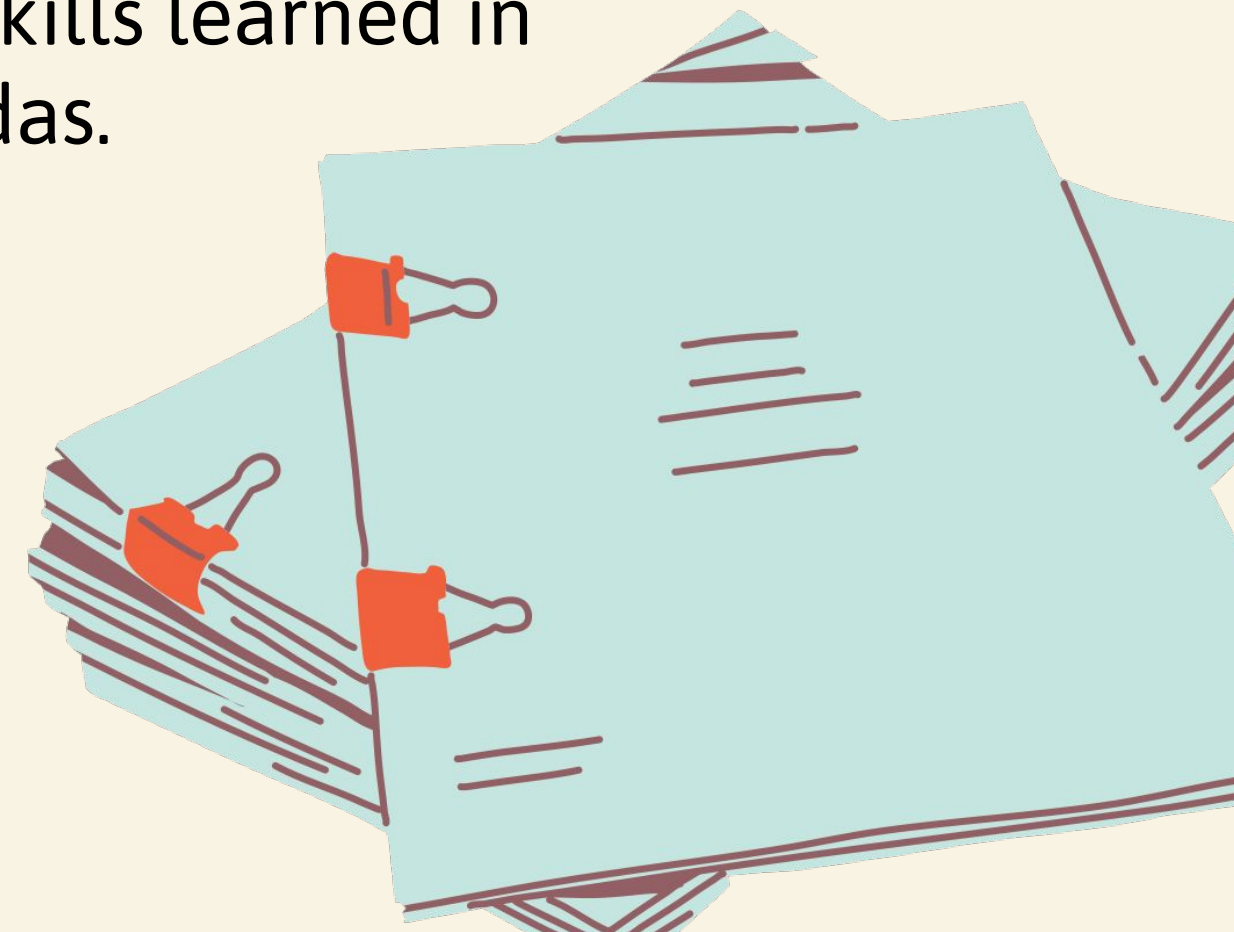
1.	 Netflix	Subscribers	282,720,000	<div><div></div></div>	09/2024
2.	 Amazon Prime	Subscribers (Estimate)	230,000,000	<div><div></div></div>	06/2024
3.	 Disney+	Subscribers	158,600,000	<div><div></div></div>	09/2024
4.	 Tencent Video	Subscribers	117,000,000	<div><div></div></div>	06/2024
5.	 iQIYI	Subscribers	101,100,000	<div><div></div></div>	12/2023
6.	 HBO Max	Subscribers (Estimate)	99,000,000	<div><div></div></div>	09/2024
7.	 Paramount+	Subscribers	72,000,000	<div><div></div></div>	09/2024
8.	 Hulu	Subscribers	52,000,000	<div><div></div></div>	09/2024
9.	 Eros Now	Subscribers	39,900,000	<div><div></div></div>	03/2021
10.	 Peacock	Subscribers	36,000,000	<div><div></div></div>	09/2024



AGENDA

The purpose of this project is to visualize the data of five different streaming services (Amazon Prime Video, Apple TV, Hulu, HBO Max, and Netflix) to determine which streaming service has the highest IMDB rating, by most popular movie titles and success.

An exploratory data analysis and data visualization techniques will be utilized using various datasets by leveraging skills learned in Python, Jupyter, Matplotlib, and Pandas.





PROJECT OBJECTIVE

Goal: *What makes a streaming service the best, and how can companies adapt to maintain their subscribers in an ever-evolving industry?*

Problem: *So, how can streaming services keep up with growing technology and the demand for more from the consumer?*

Solution: *Finding a way to help various streaming services succeed as the demand increases by looking at various analytics (demographics, content, and memberships).*

ANALYSIS BREAKDOWN

PART 1: Extracting and Cleaning the Data.

PART 2: Streaming Service Analysis

PART 3: Highest Rated Streaming Service and Data Visualization

PART 4: Lowest Rated Streaming Service Analysis and Data Visualization

QUESTIONS ASKED



01

**Which streaming service
has the most content?**

Why?

**Is this a positive or a
negative when looking at a
streaming service?**

02

**Which streaming service has
the highest IMDB rating?**

**Which streaming service has
the lowest?**

03

**What are the most
popular movies and TV
shows of the highest rated
streaming service?**

**What are the most
popular titles of each?**

04

**How can we improve the lowest
rated streaming service?**

**What are the future aspects we
can look at regarding
demographic information and
membership analysis?**

STReAMING SeRVICES USeD

**AMAZON
PRIME**



HBO MAX



NeTFLIX



APPLe TV



HuLu



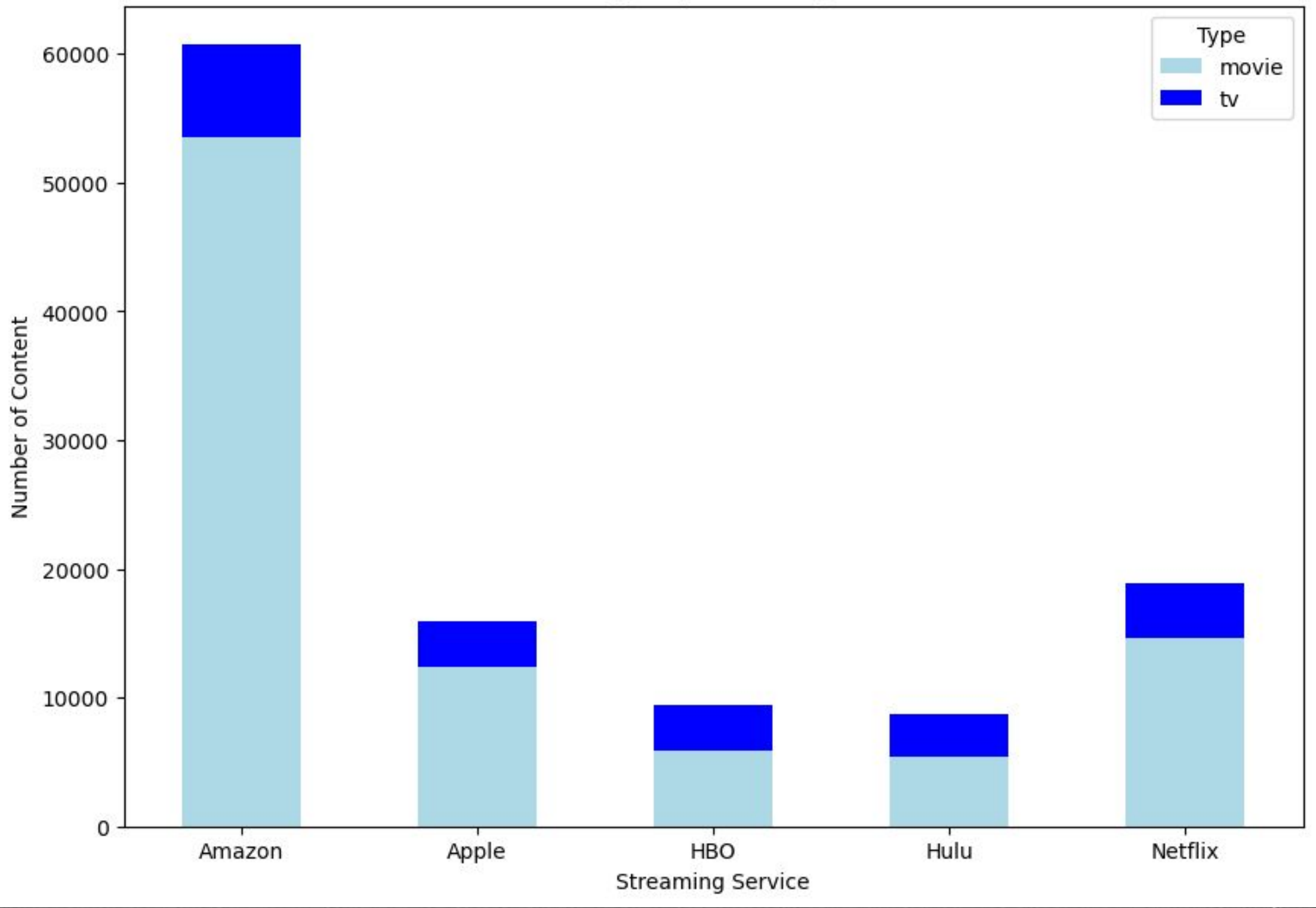
01

STReAmING
SerVice
conTent

CONTENT TYPE BY STREAMING SERVICE

Findings & Analysis

Amazon Prime has the most content by type on their streaming platform



02

IMDB

RATING

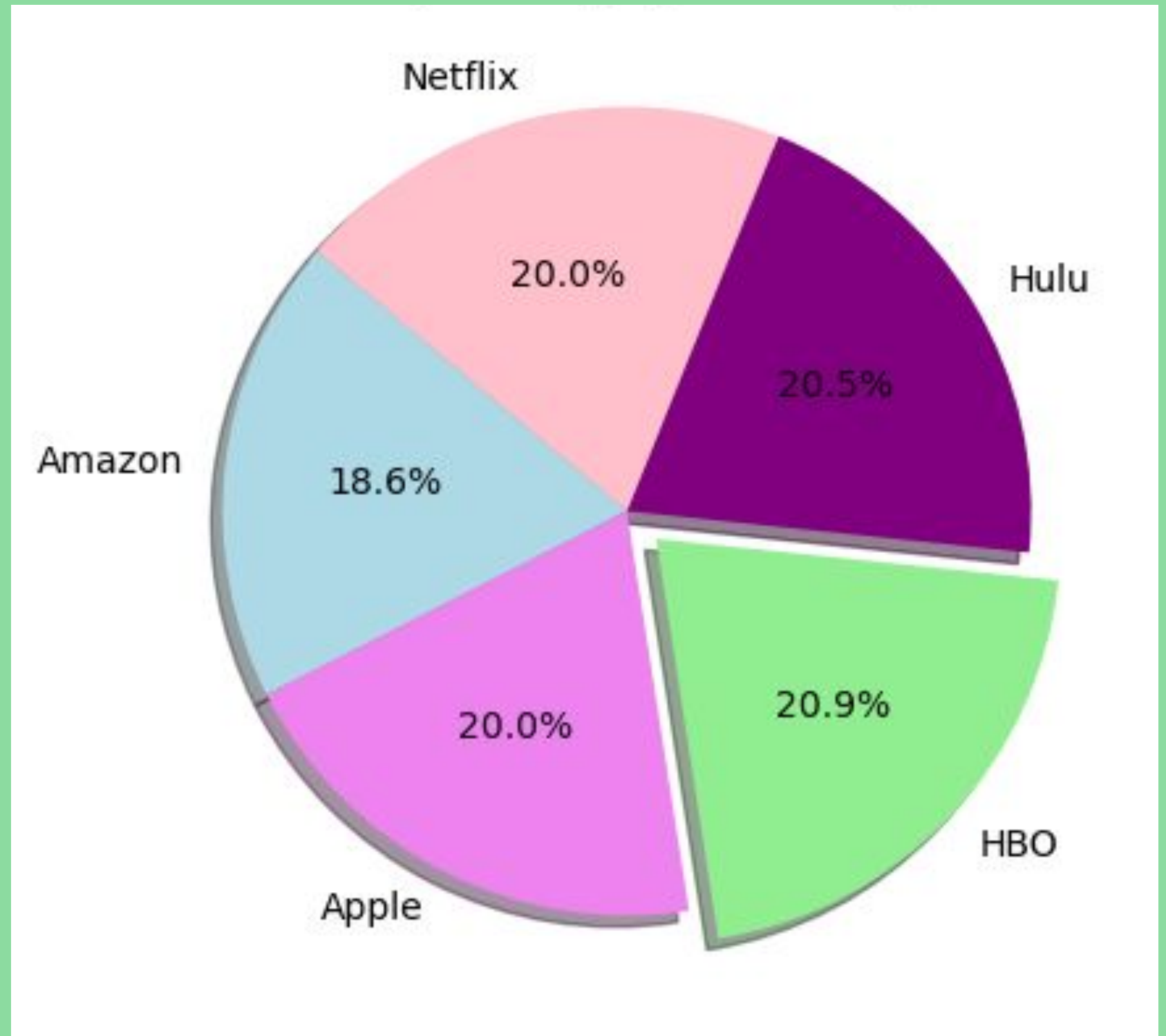
IMDB AVERAGE RATING BY SERVICE

Findings & Analysis

HBO Max has the highest rating overall, with Amazon ranking lowest.

Conclusion:

- HBO Max most likely has the highest rating due to the 'substance' of the content.
- HBO Max brings in many highly rated and award-nominated TV shows.
- The number of content does not always mean the best, as seen here, with Amazon Prime Video ranking in last place.



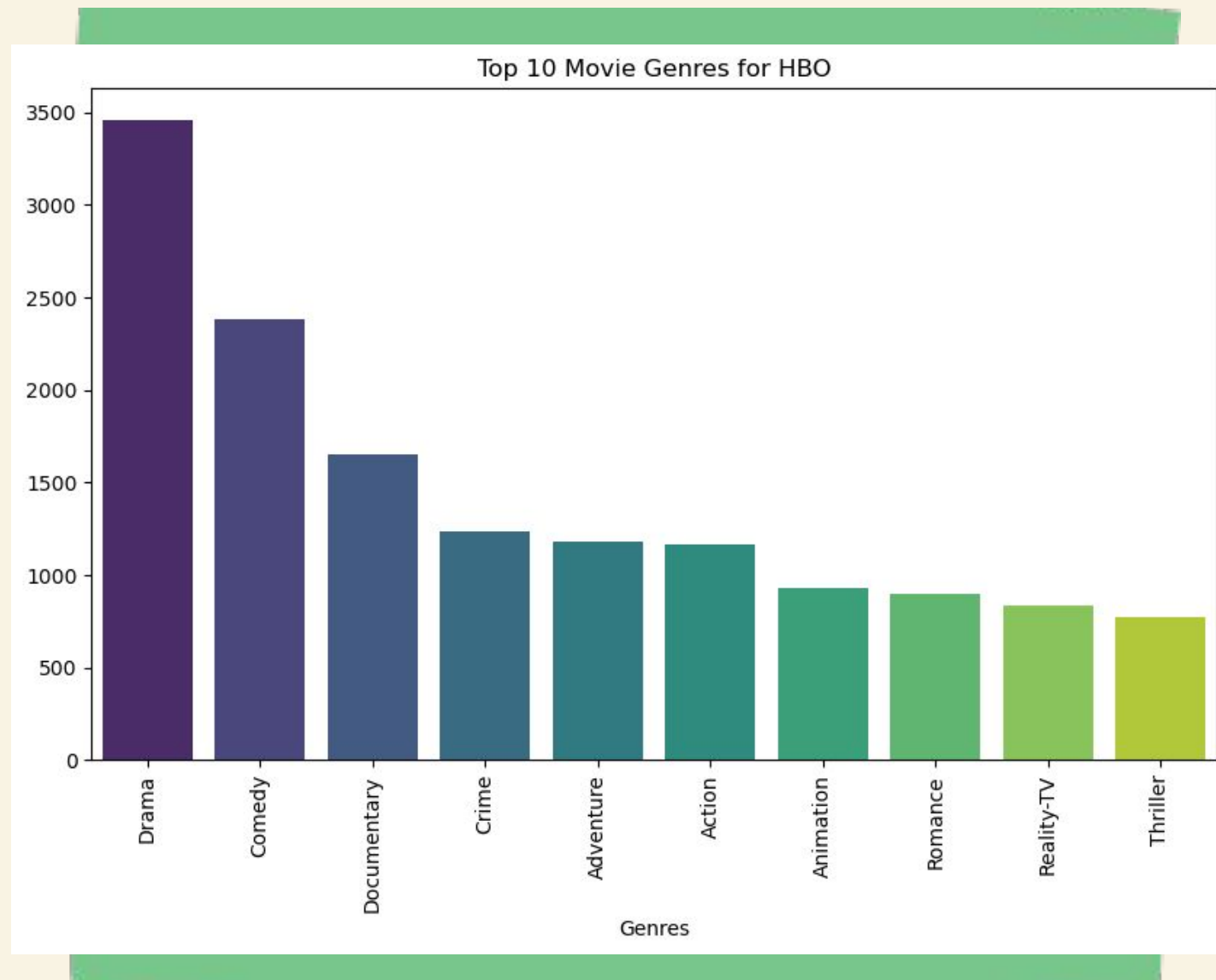
03

HBO

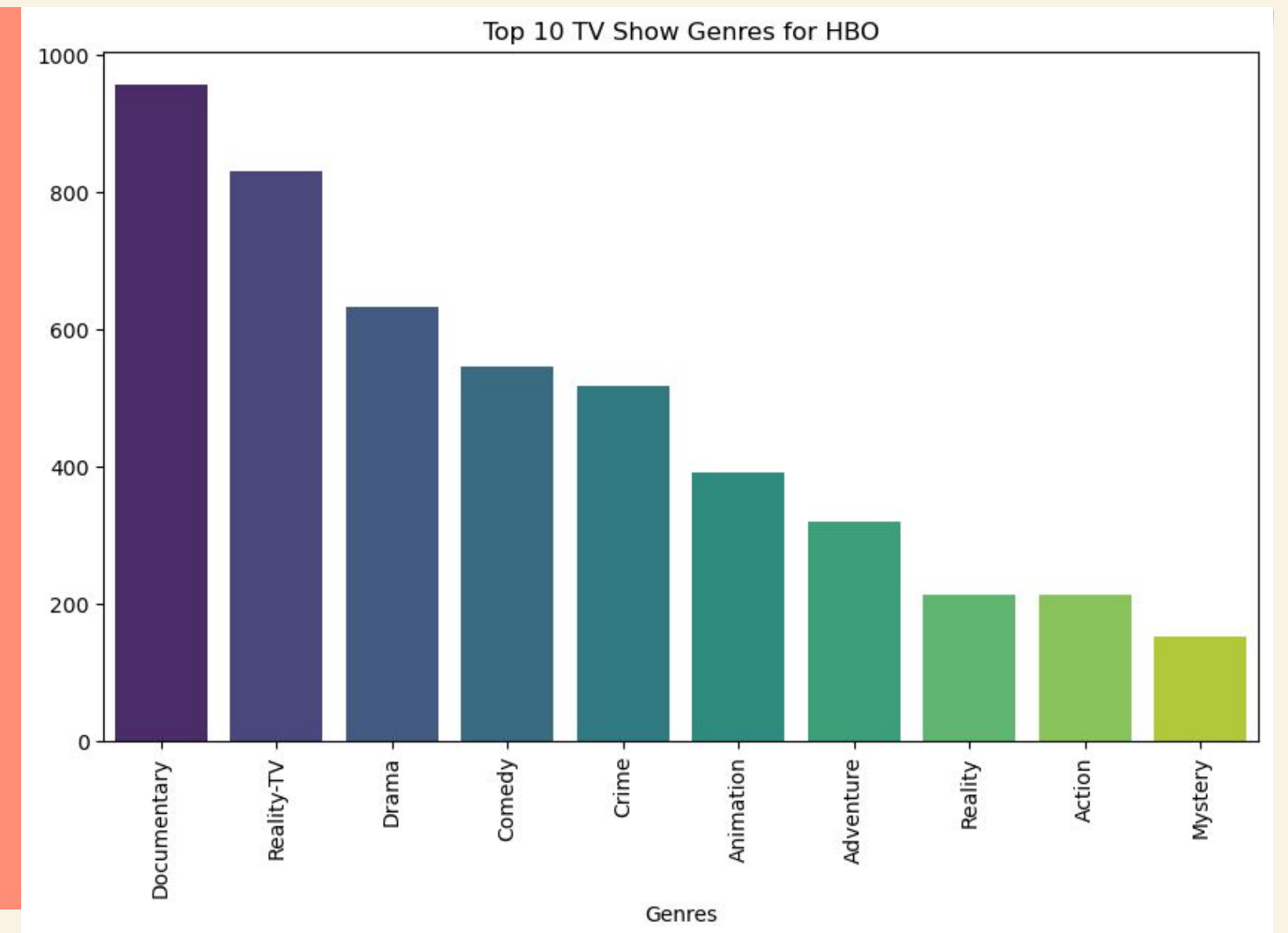
POPULARITY

TOP 10 HBO Genres

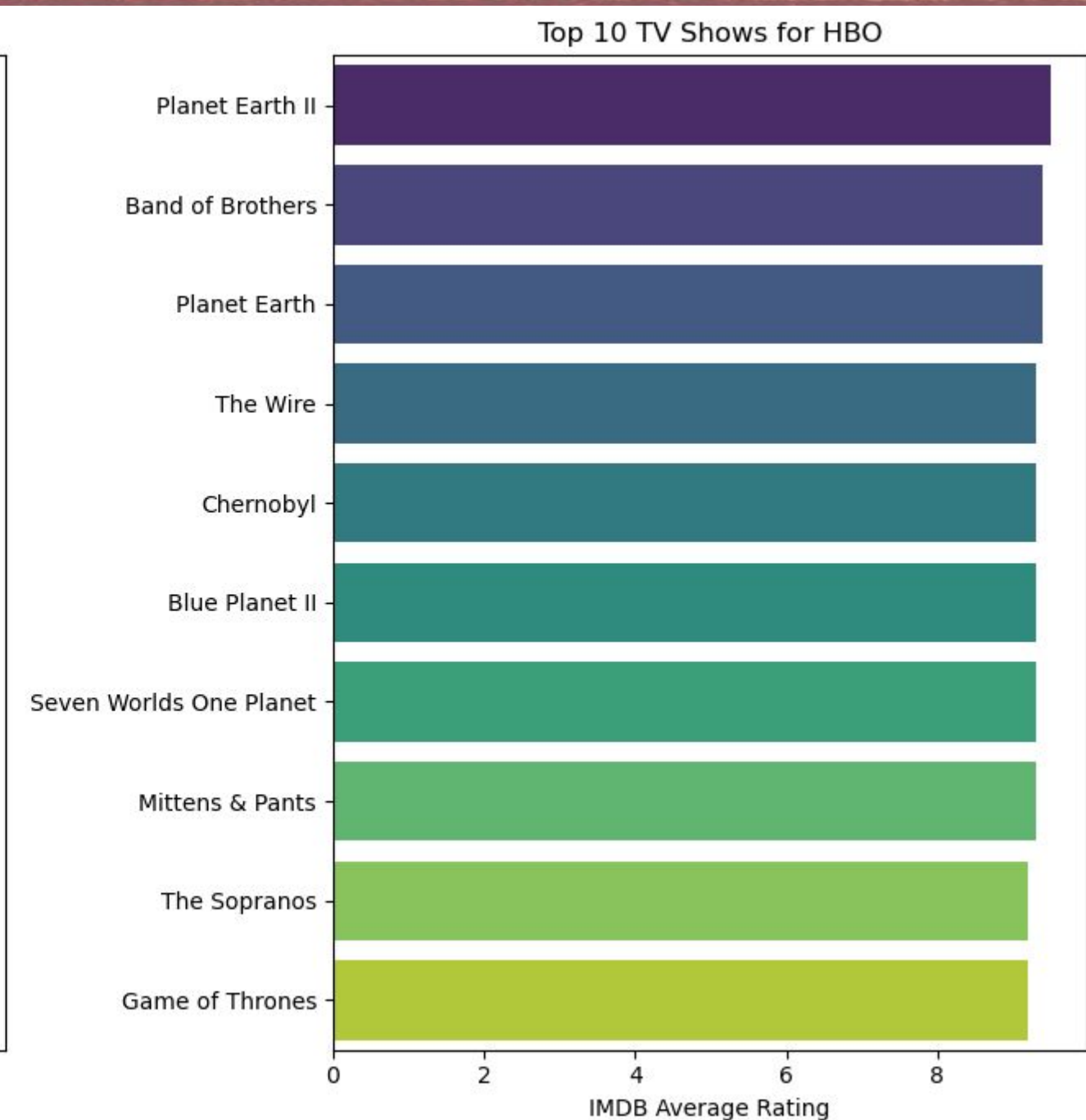
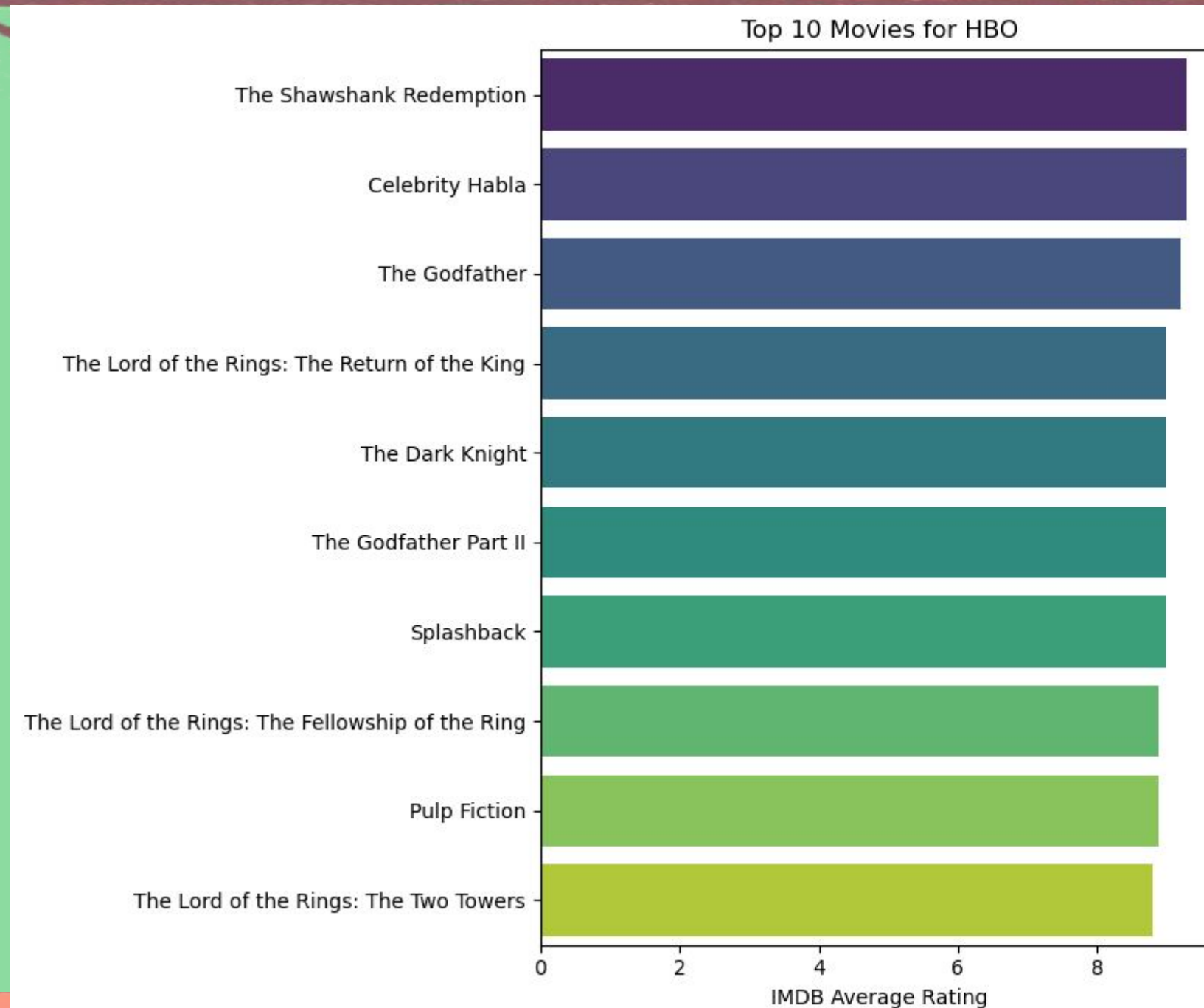
Top 10 Movies



Top 10 TV



TOP 10 HBO TITLES



04

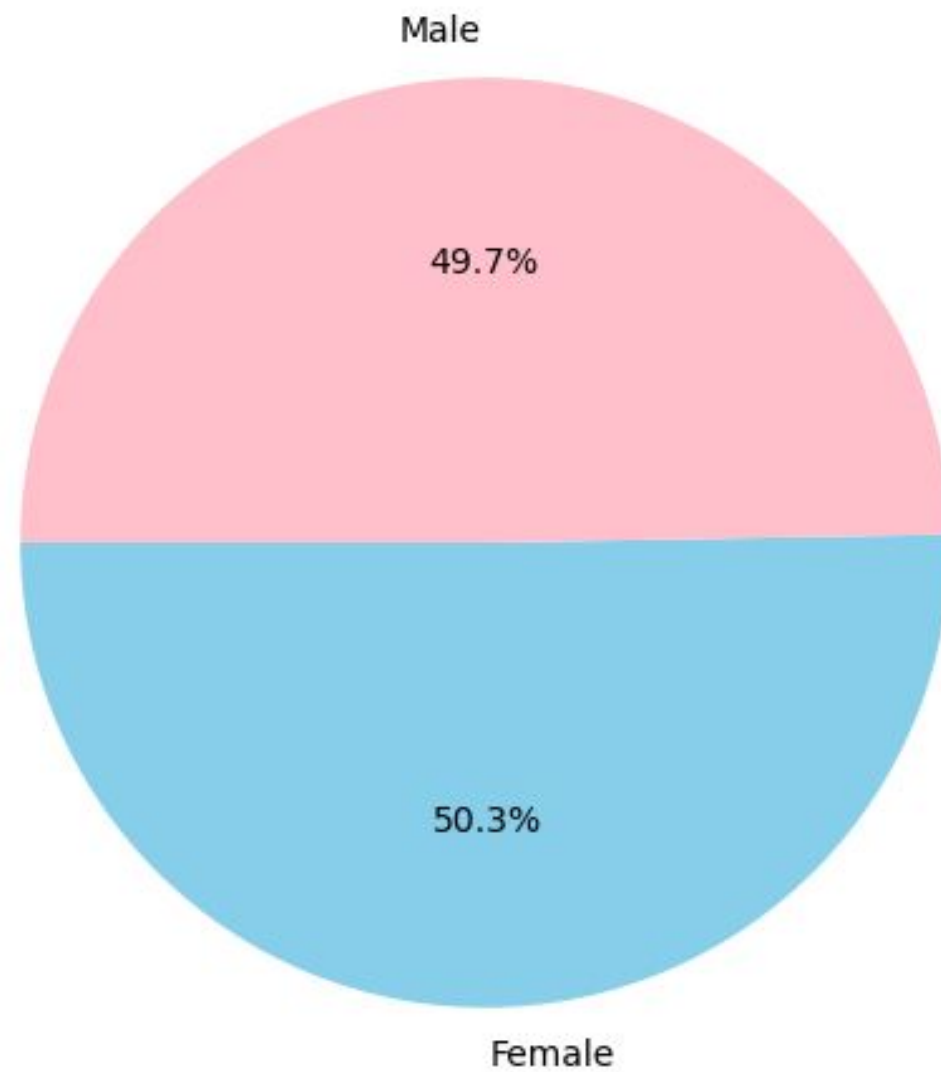
NETFLIX

DEEP DIVE

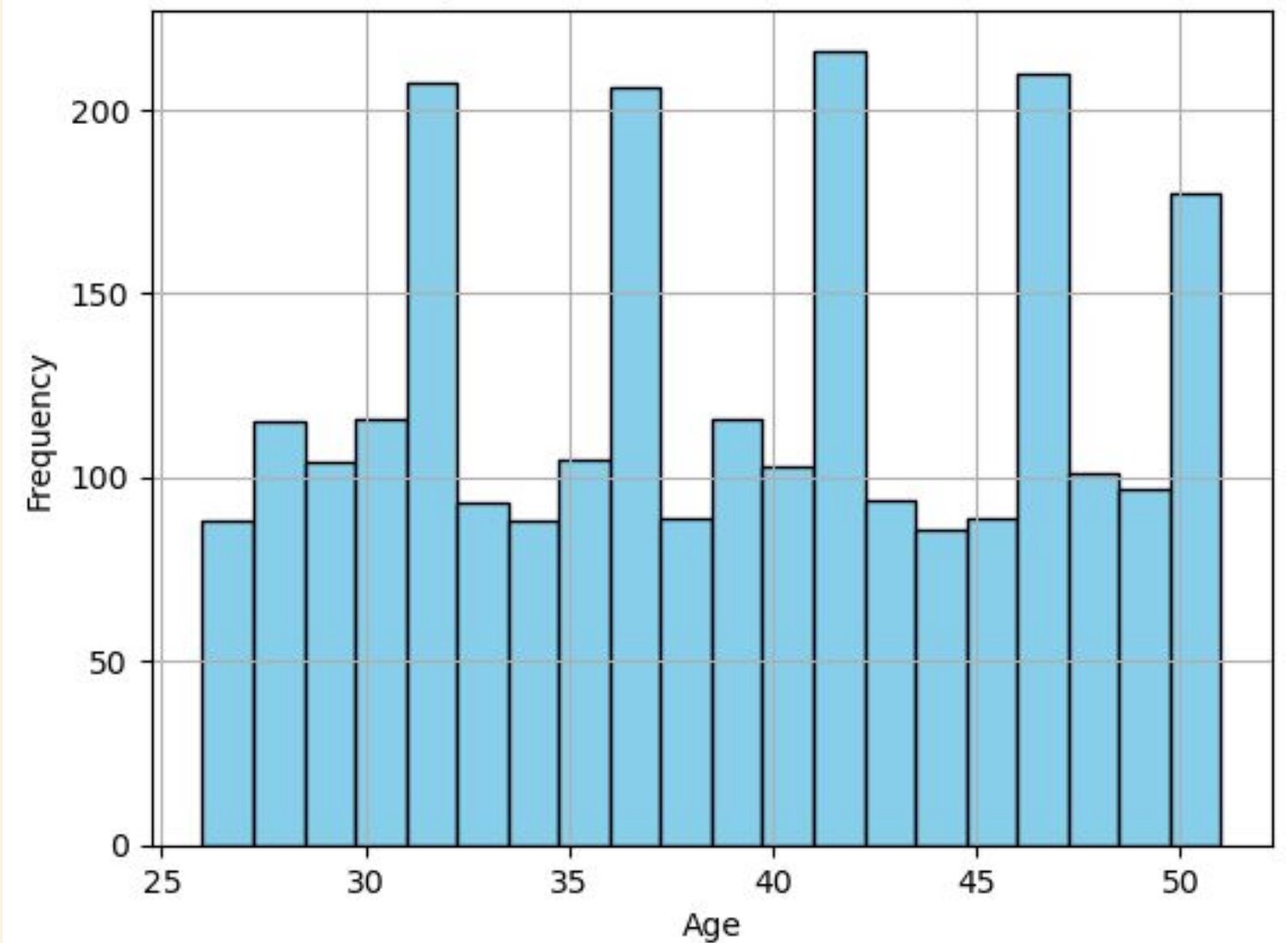
NETFLIX DemOGRAPHICS

A

Gender Distribution of Netflix Users



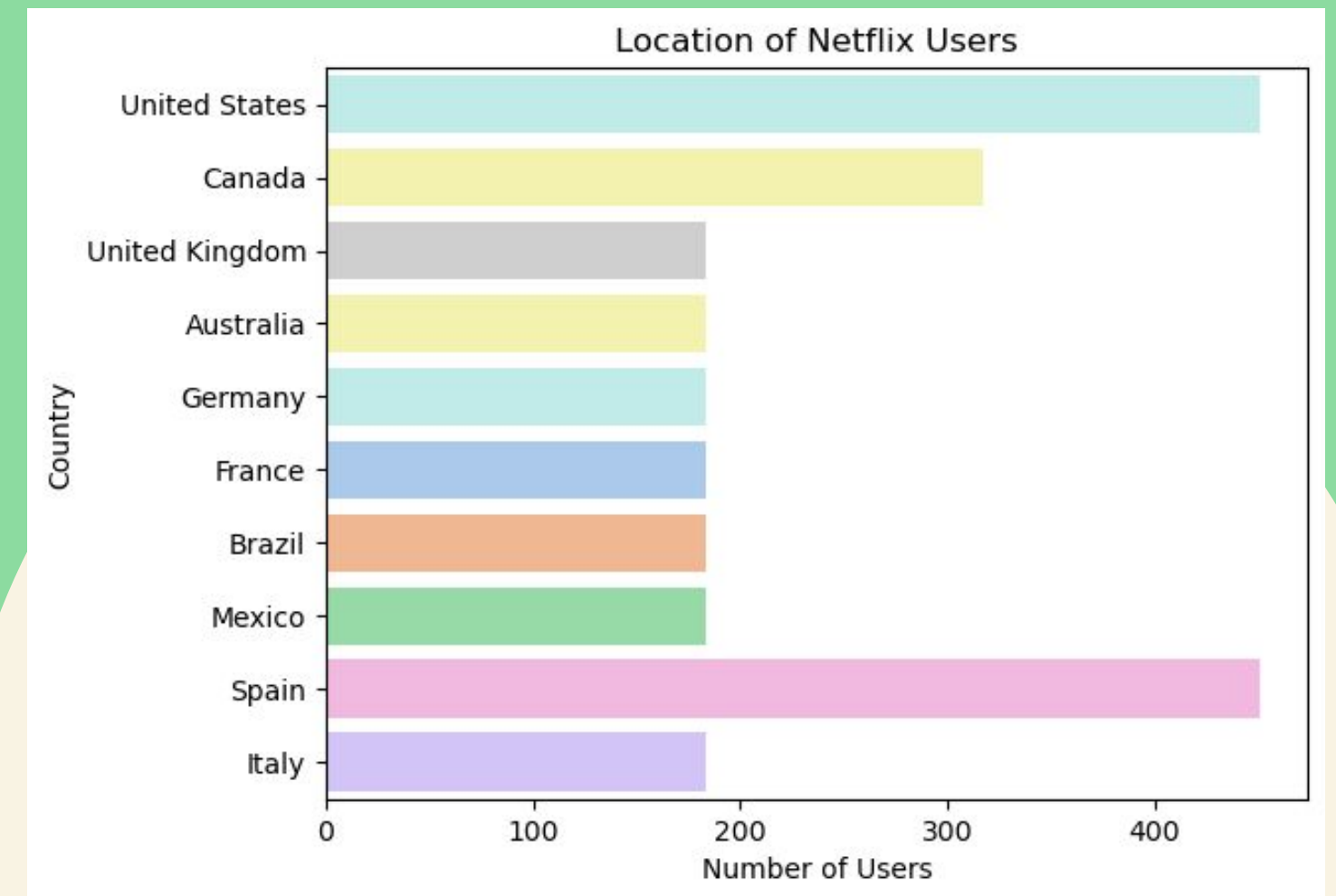
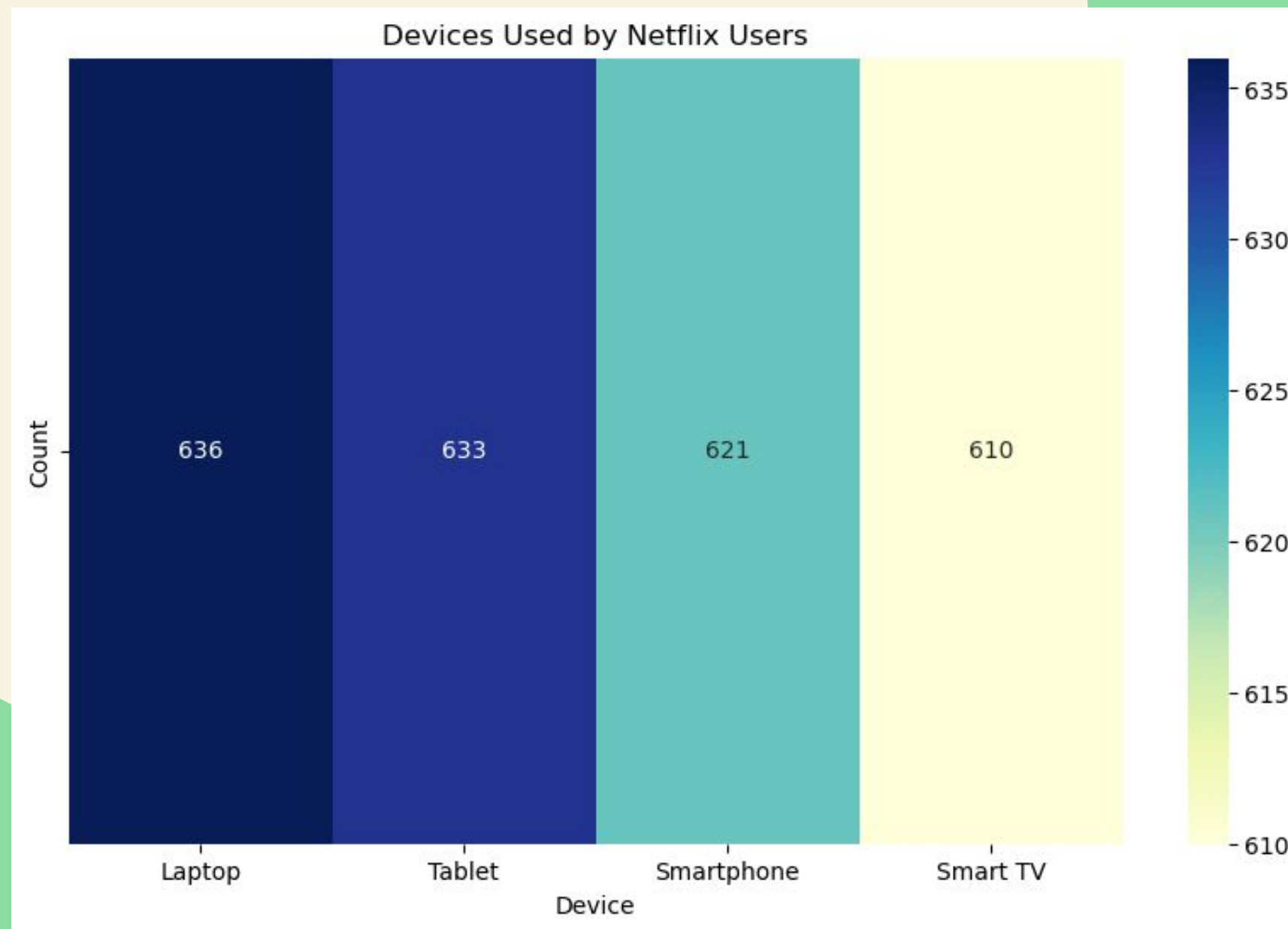
Age Distribution of Netflix Users



B

Average age is
38 years old

DEVICES & LOCATION

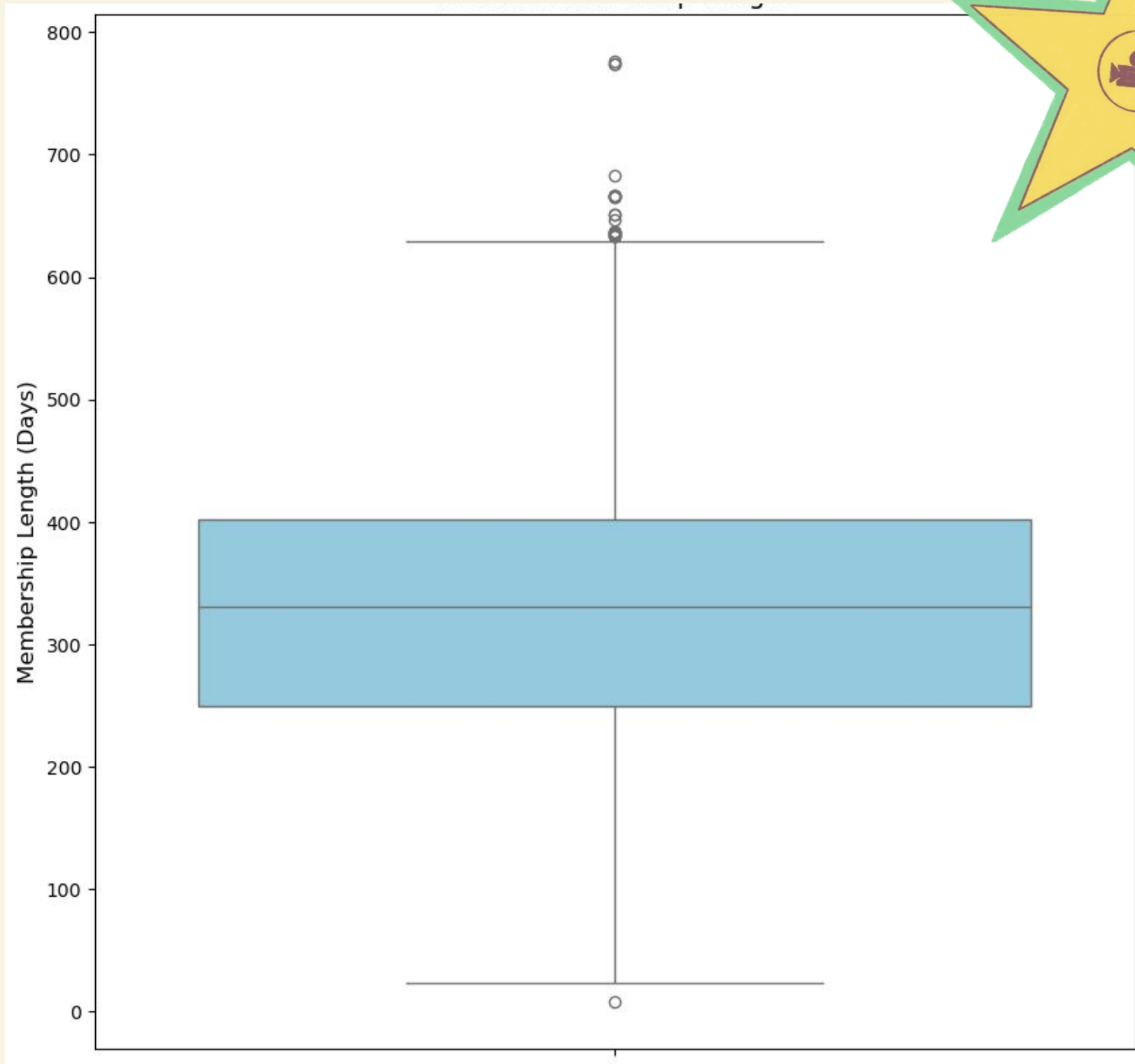


#1 USA

Spain is a close 2nd

NETFLIX Memberships

Membership Length

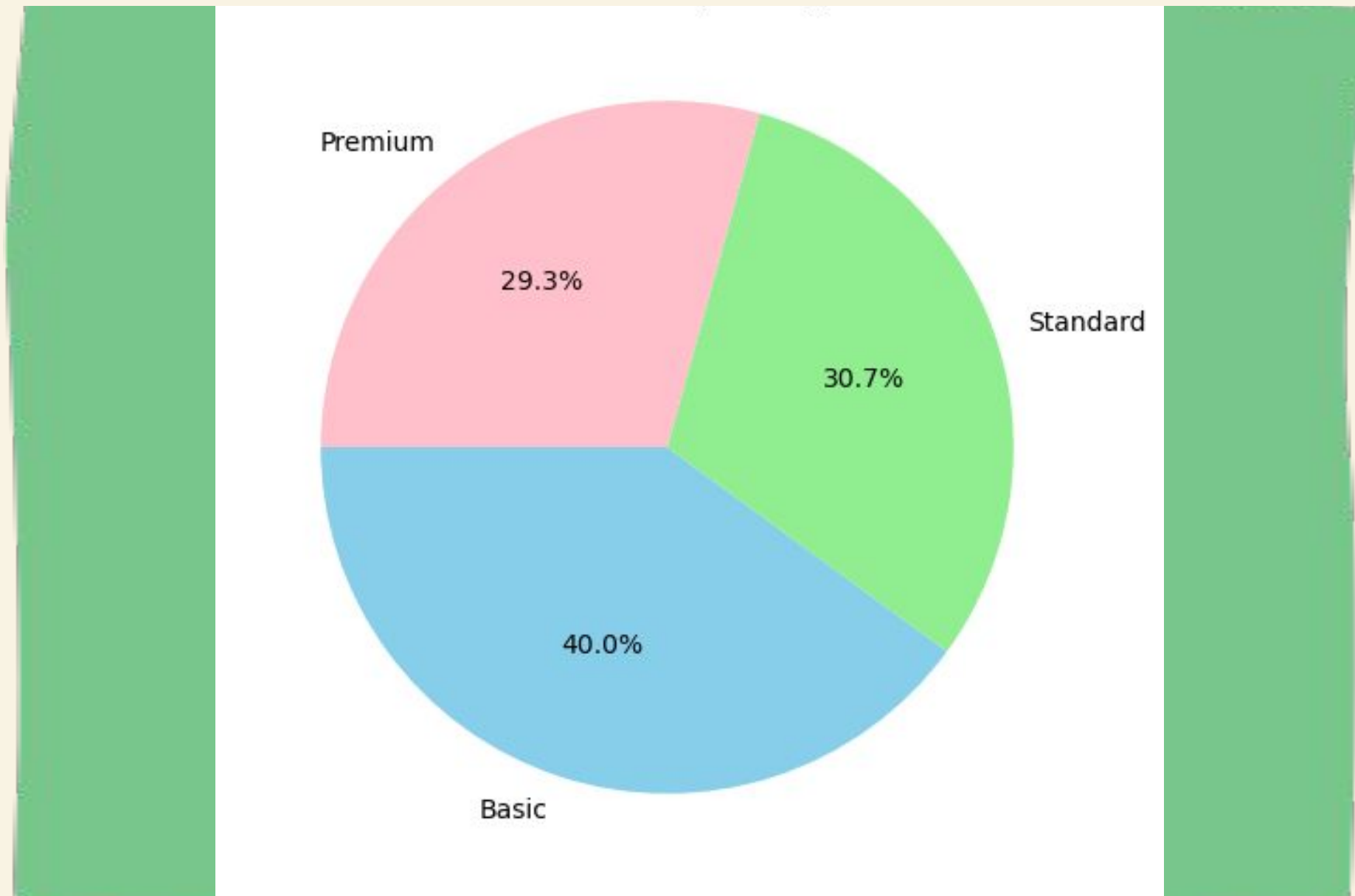


The average membership length is 326 days.

Why?

NETFLIX Memberships

Subscription Type



CHALLENGES



**The amount of data
we could pull
online and the
content available**

**The assumption
that Netflix
would be the top
ranking in all
categories**

**Year-to-year
data**

conclusions



Overall, whether we want to acknowledge it or not, streaming platforms are the future, and they will only continue to grow as technology prospers. The downside to all of this is that as the demand increases, so does the cost of the service and the availability of titles on each different streaming platform.

As seen earlier, not every platform has the same titles, which pushes for the need to enroll in several different streaming services.

Lastly, it's not always that more content equals a higher rating, and that can be seen with Amazon. Netflix's issue, however, is most likely due to the crackdown on password sharing and constantly increased costs over time.



QUESTIONS?

Resource Page

- FlixPatrol. (n.d.). *Streaming services subscribers*. Retrieved January 16, 2025, from <https://flixpatrol.com/streaming-services/subscribers/>
- Karrer. (2023). *The streaming generation gap is smaller than you think*. Mountain Research. Retrieved January 15, 2025, from <https://research.mountain.com/insights/the-streaming-generation-gap-is-smaller-than-you-think/#:~:text=Last%20year%2C%20Nielsen%20found%20that,of%20the%20overall%20streaming%20pool.>
- Nielsen. (2024.). *The Gauge*. Retrieved January 15, 2025, from <https://www.nielsen.com/data-center/the-gauge/>