



# CS-Streaming

UNCOVERING THE SECRETS OF SUCCESS

# Background

- ▶ Netflix is an American subscription on-demand streaming service, employing 12,800 people. It is the most subscribed on-demand streaming service.
- ▶ Originally launched as a DVD-by-mail service in 1997, it transitioned into streaming from 2007.
- ▶ In the US, half of its library is now Netflix original productions.
- ▶ Netflix now operates in almost every country, with over 238 million paid memberships.
- ▶ Netflix was the first streaming service to enter the Motion Picture Association of America and it won its first Oscar in 2018 for documentary Icarus.
- ▶ Netflix stock opened on NASDAQ in 2002 and the company is now worth an estimated \$197 billion.

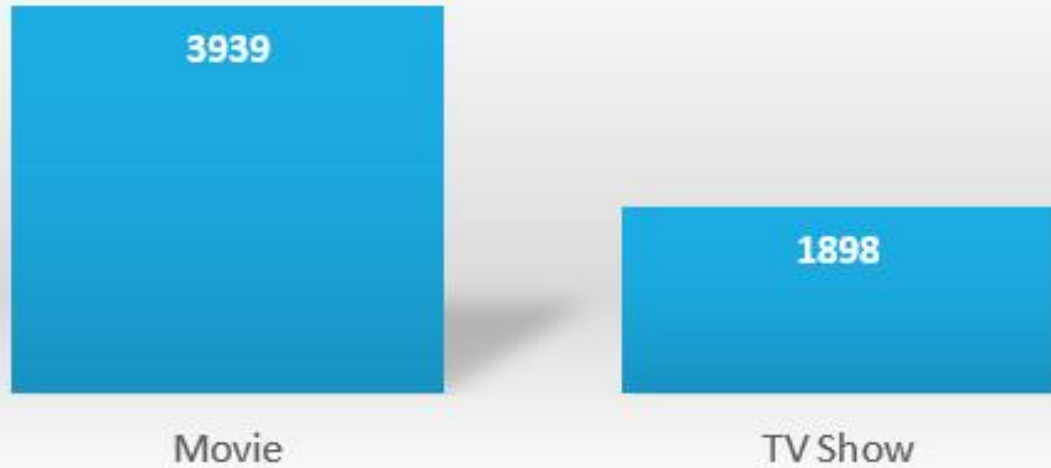


NETFLIX

Sources: <https://en.wikipedia.org/wiki/Netflix>;  
[netflix market summary](#)

# What Netflix offers

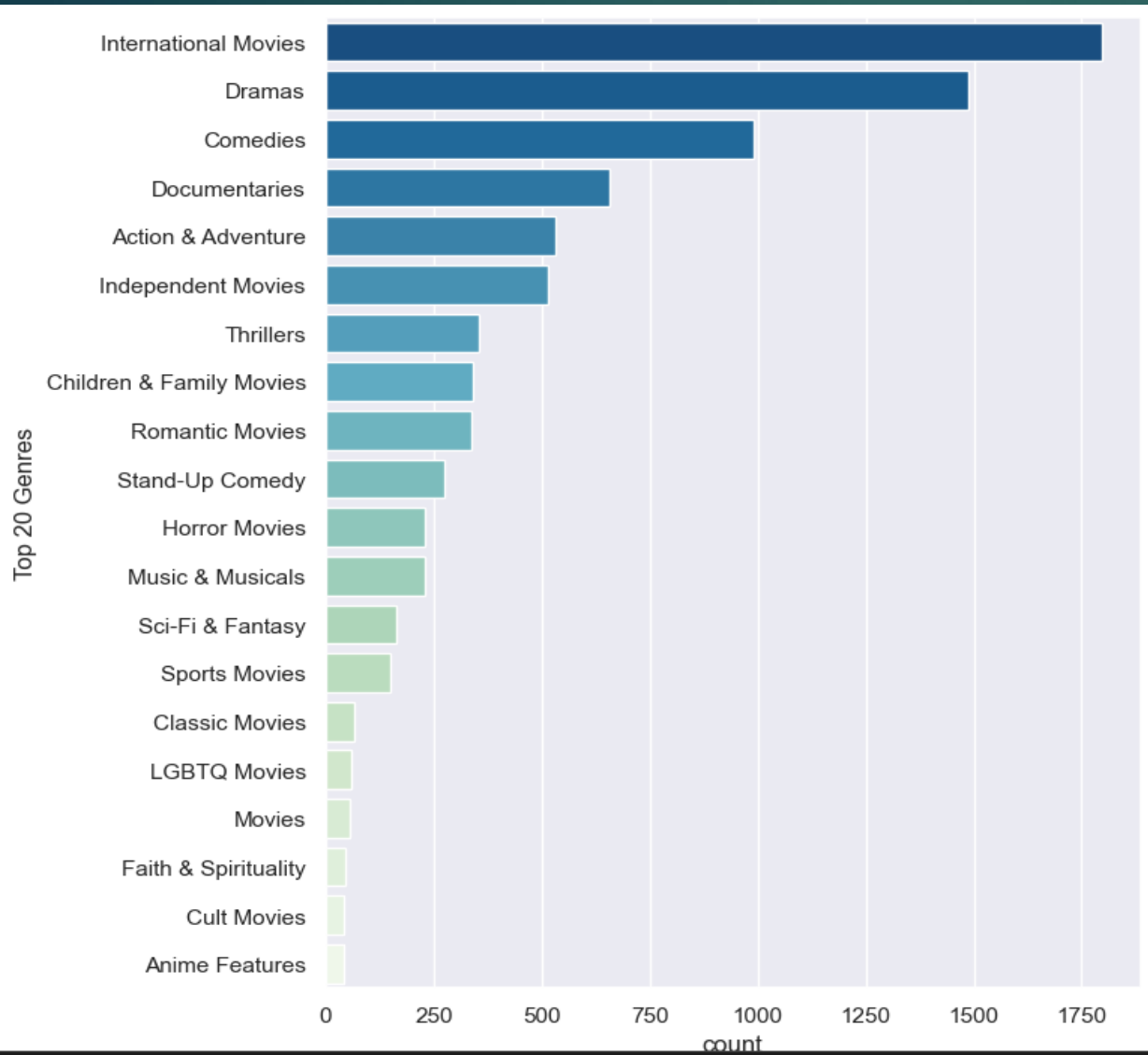
Type of show



Two-thirds  
of Netflix  
content is  
movies

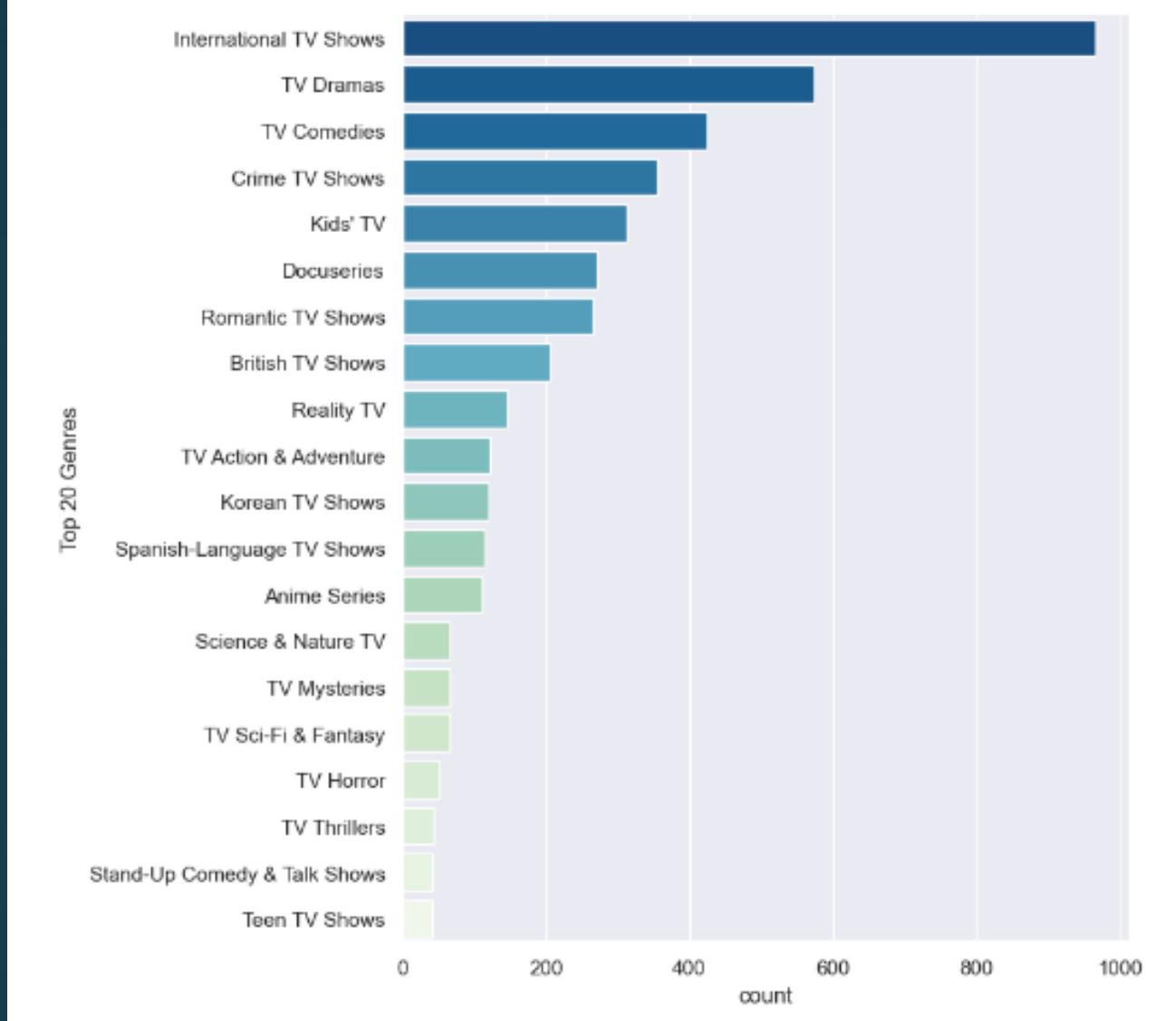


# Global entertainment



**International movies** are a key factor to success, making up the majority of content on Netflix, followed by dramas and comedies.

# Global entertainment



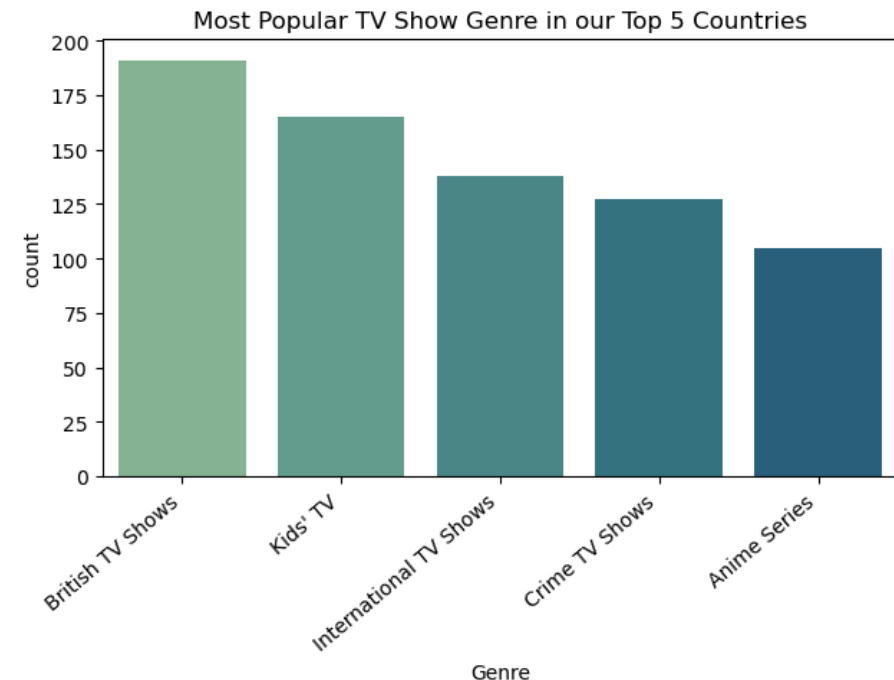
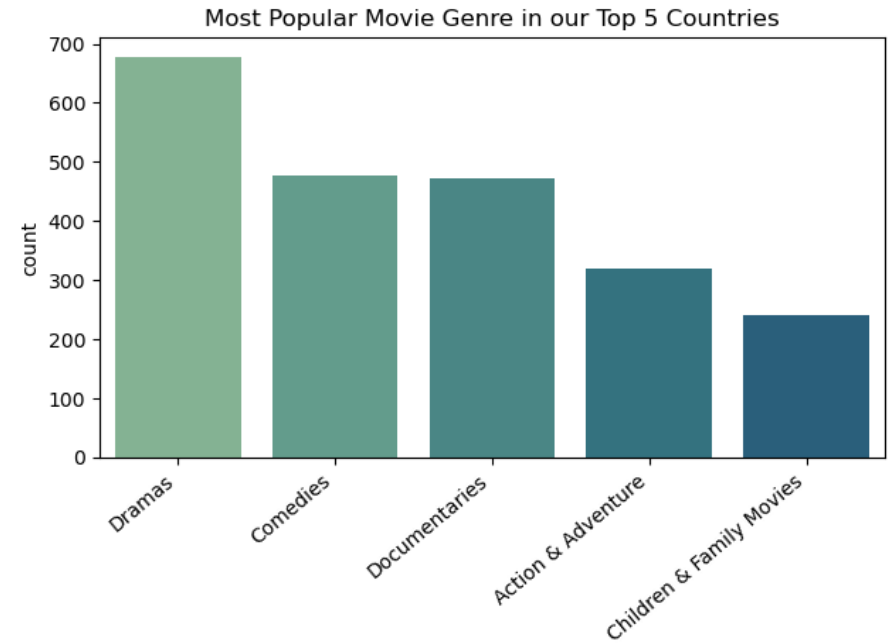
It's a similar picture for TV, here international content is a major factor. Audiences love homegrown shows but **in a global market content crosses borders**. Recent hits include **Squid Game** (S Korea) and **Money Heist** (Spain).

## Market focus – a closer look

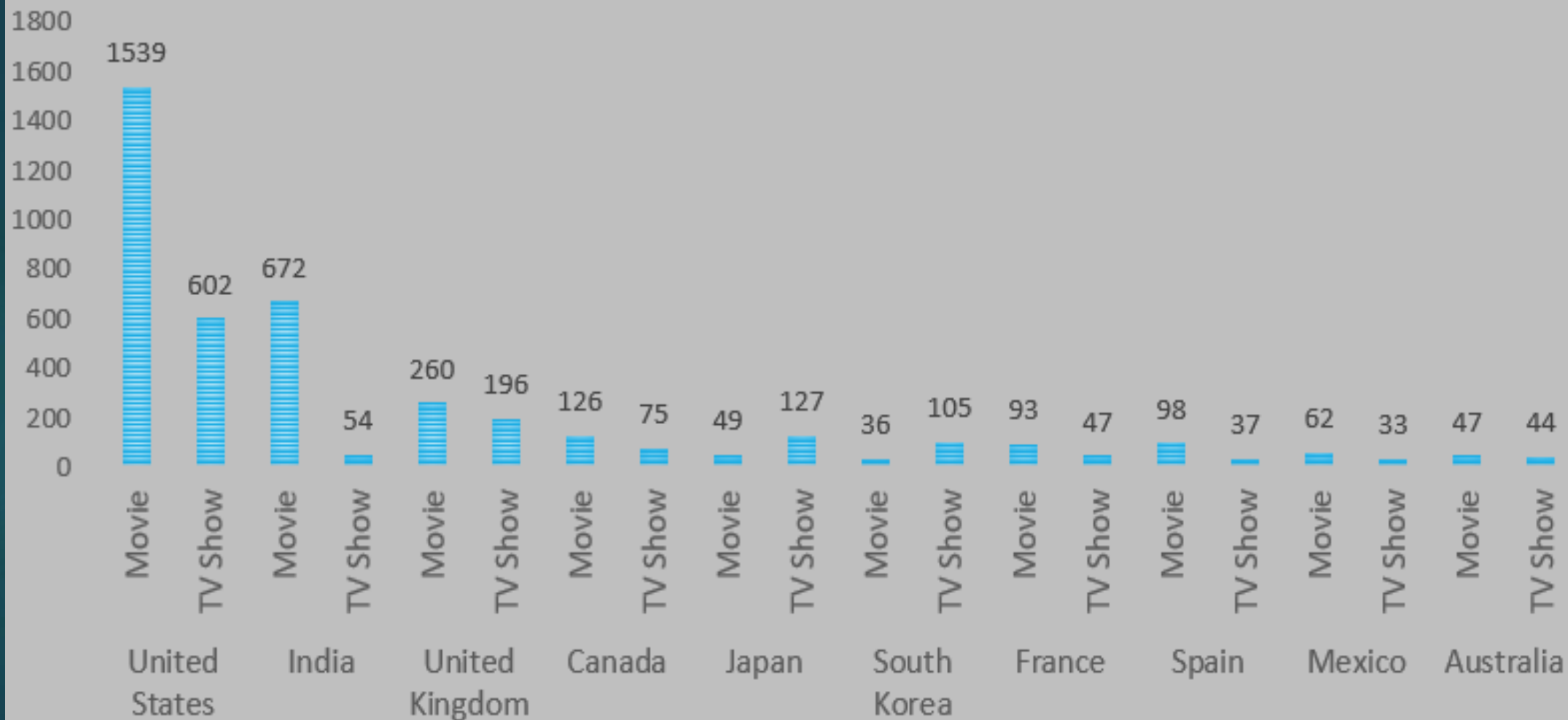
The majority of content comes from the **US, India, UK, Canada and Japan**.

The focus for feature-length content is on drama, comedies and docuseries.

Whereas for TV we can see the impact of UK output and where family content should be focused.

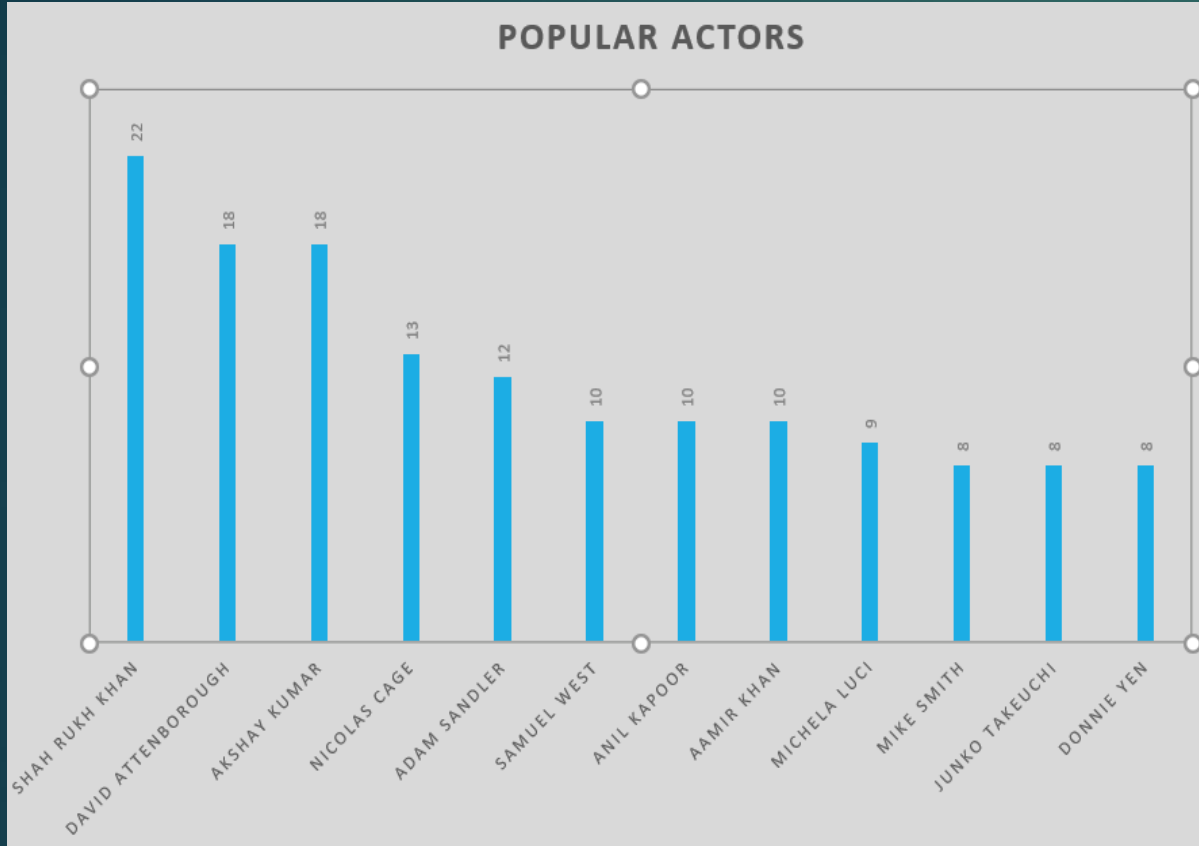


# Content by country of production





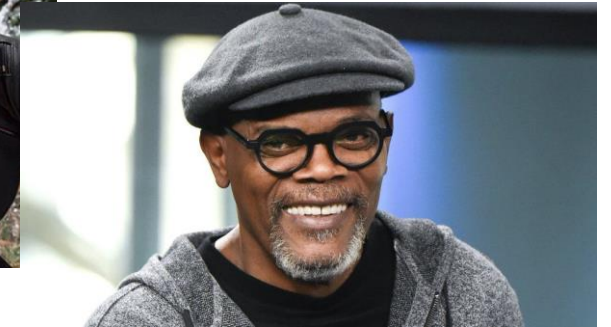
# Looking outside of Hollywood



**Bollywood** films and **documentaries** are great ways to bring in audiences.

[https://en.wikipedia.org/wiki/List\\_of\\_highest-grossing\\_actors](https://en.wikipedia.org/wiki/List_of_highest-grossing_actors)

The highest grossing actors can all be found on Netflix, however they don't feature highly.



Look outside Hollywood to build your platform.

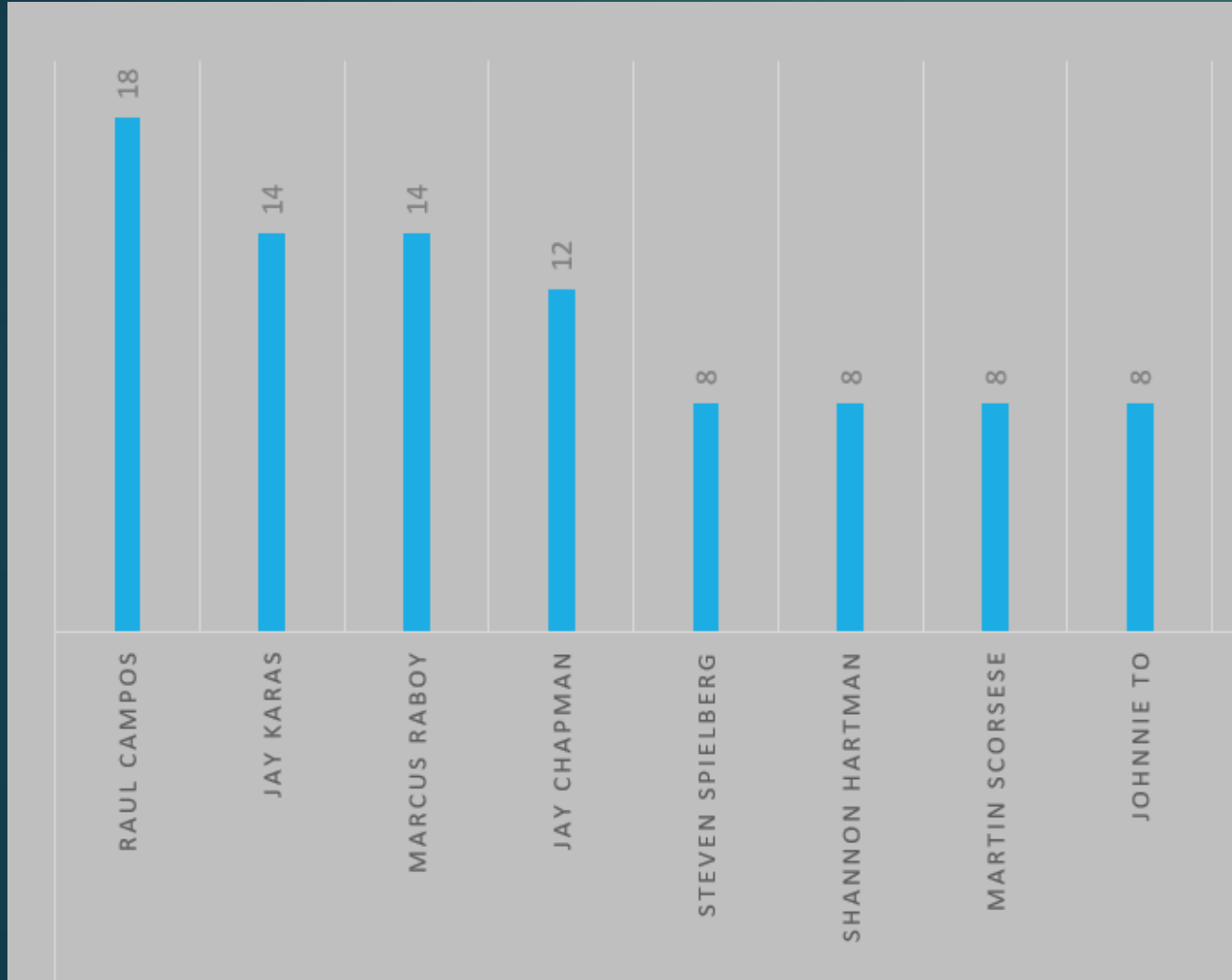




# Building content



## Most popular directors



Looking at the most prolific directors on the platform, the most content is for **stand-up comedy**.

Stand-up has the following advantages:

- Cheaper to produce than films or series

- Comedians regularly tour meaning lots of opportunities to film

- This also means that new material is available regularly

Highest grossing director **Steven Spielberg** is well represented on Netflix with some of his most successful films available:

- The Indiana Jones films

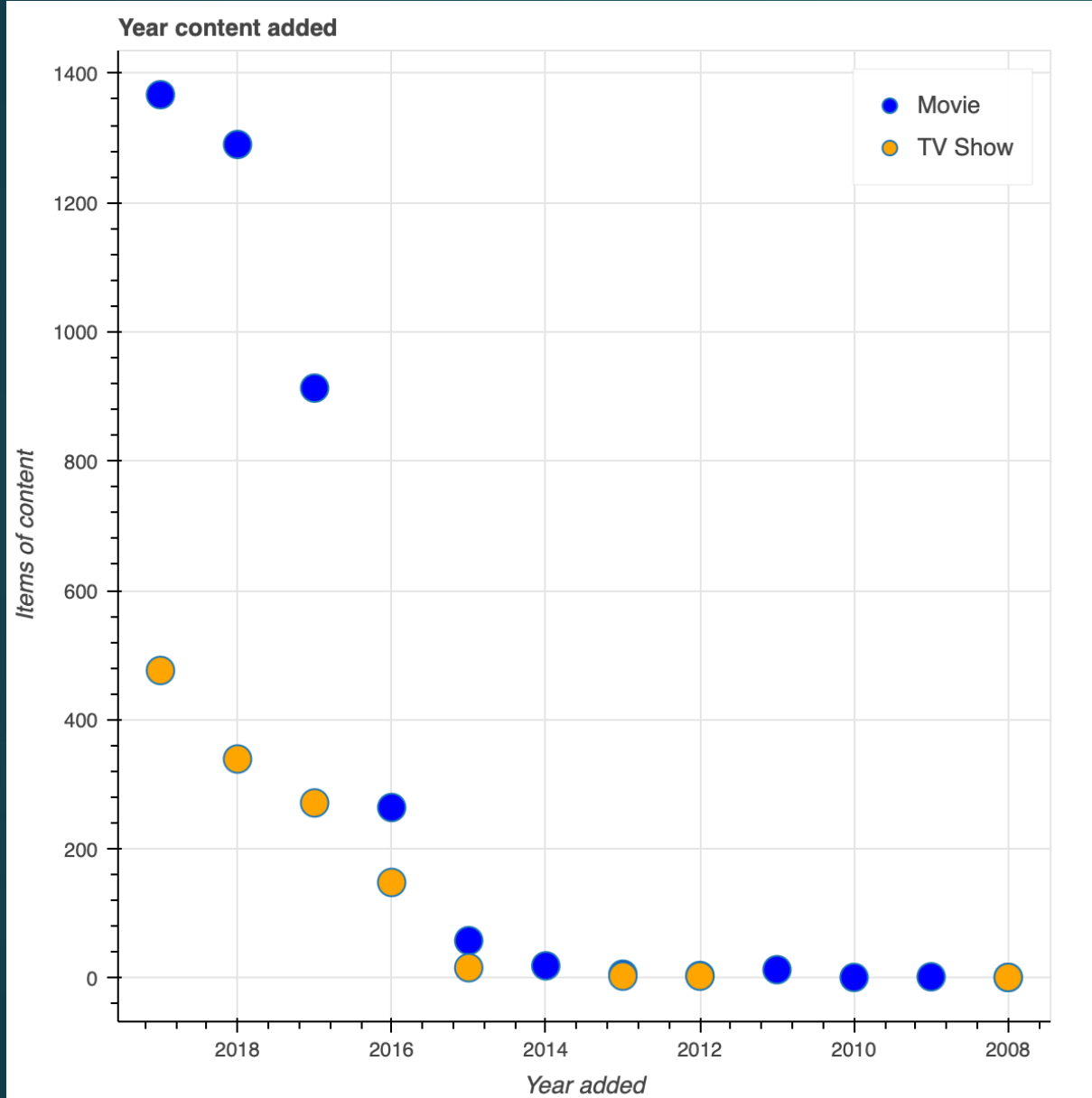
- Schindler's List

- The Adventures of Tintin

- War Horse

[https://en.wikipedia.org/wiki/List\\_of\\_highest-grossing\\_film\\_directors](https://en.wikipedia.org/wiki/List_of_highest-grossing_film_directors)

# Keeping the customer entertained

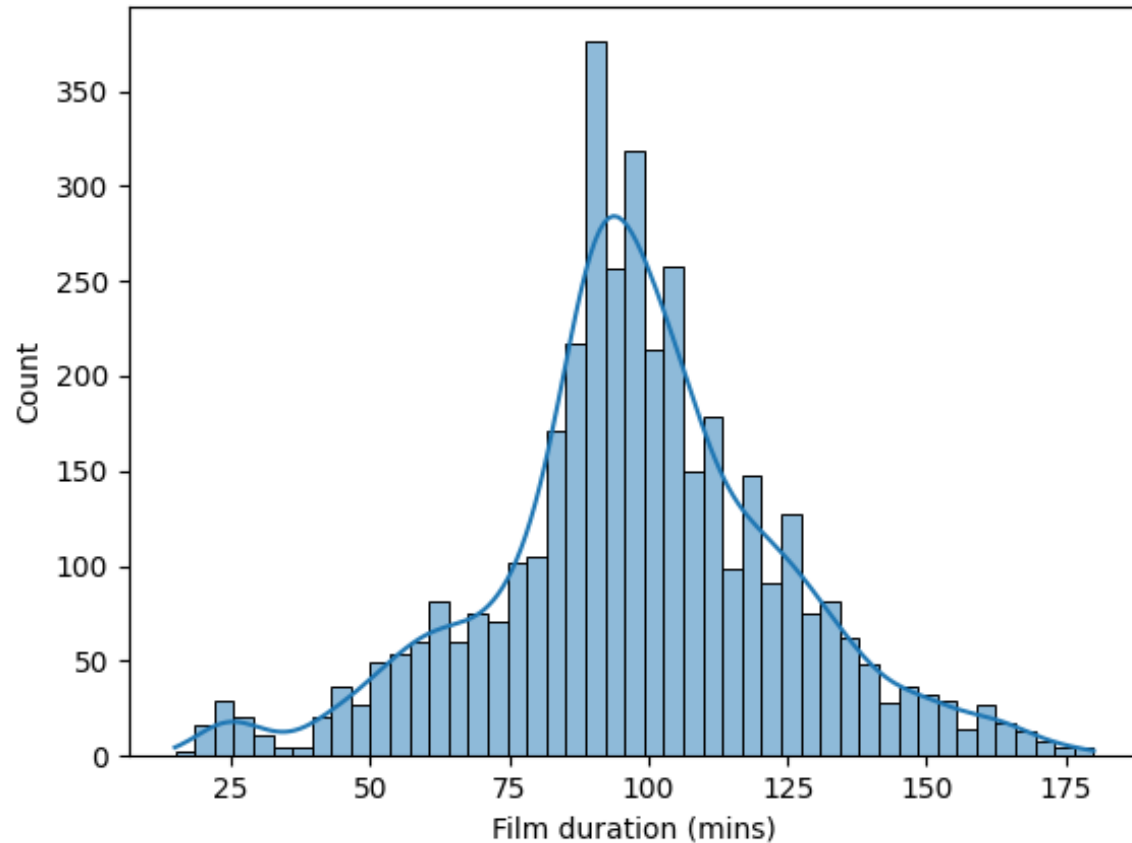


Fresh content  
is key to  
keeping the  
audience's  
attention, with  
few movies or  
TV shows  
staying on  
Netflix longer  
than

2 years

# Keeping their attention

Histogram showing the distribution of film length (without outliers)



The 'sweet-spot' for movie length is around

**1 hour 30 minutes**

But there's a few notable epics too:

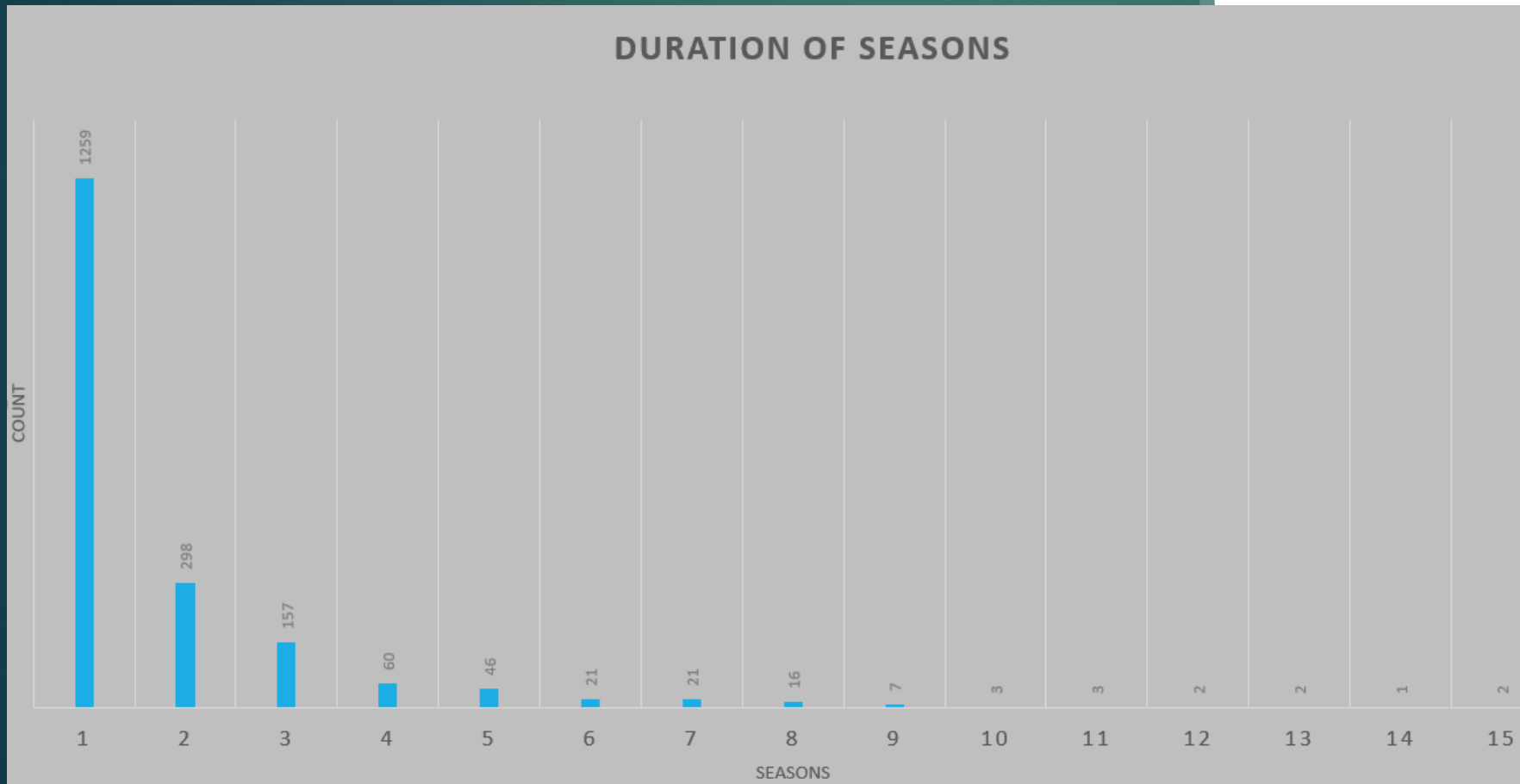
**Lagaan** 224 minutes

**The Irishman** 209 minutes

**Schindler's List** 195 minutes

# Keeping their attention

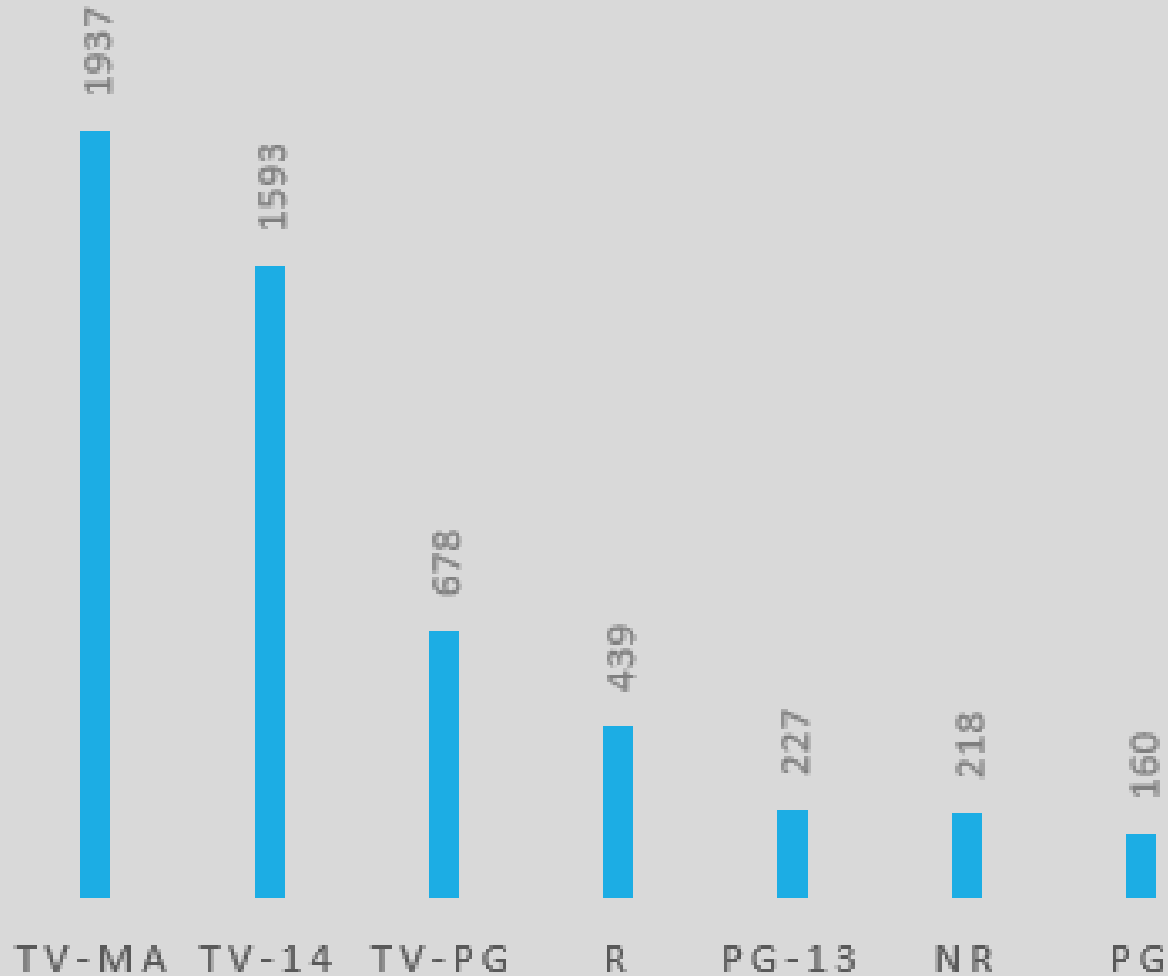
The huge majority of shows on the platform have just one season, highlighting how important new content is. 1 to 4 seasons is optimal



However, there are some long-running shows too.

Fan favourites **NCIS** and **Grey's Anatomy** both have 15 seasons available.

# Know your audience



Netflix offers content for all ages but its focus is on adult audiences

60%  
of Netflix content  
is rated  
mature or  
14+

# Content is key

To optimise your new service and compete with Netflix, the data shows the following key factors to success:

## Key findings

- ▶ Use the data to get the right mix
- ▶ Feature-length content doesn't necessarily mean movies. Include stand-up and documentaries in your mix.
- ▶ Think international with global content
- ▶ Keep it new

## Our recommendations:

- ▶ Further research into data for streaming figures and viewer ratings



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STREAMING**