



TV or not TV

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overview

- Getting the data
- List of entities
- MDS plots and similarities
- Topic modeling journey
- Bigram journey

Cutting The Cord

- “Cord- Cutting”, the pattern of viewers cancelling their subscriptions to traditional cable companies in favor of multichannel subscription services
- Like-Minded “cord cutters” flock to reddit to share their experience



r/cordcutters

Sourcing Data

Using the Reddit API

- Call data on the last 30-days of comments

Using *pushshift.io*

- Extracts reddit comments every month and puts them into a google big query
- We queried the last 3 months of data from google big query

Using both gave us comments for the last 4 months

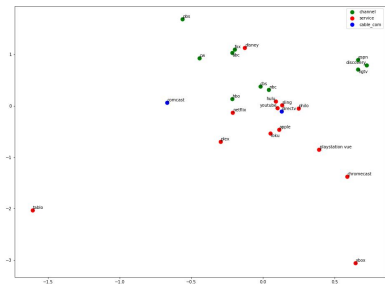
VerizonFios
Roku
FuboTv
HBO
Hulu
PhiloTv
Sling
SpectrumTv
Netflix
PsVue
Directv
Now

Finding Relevant Entities

- Using the spacy package in python we generated a list of entities
- From this list of entities, we pulled out companies and categorized them as cable, services or channel

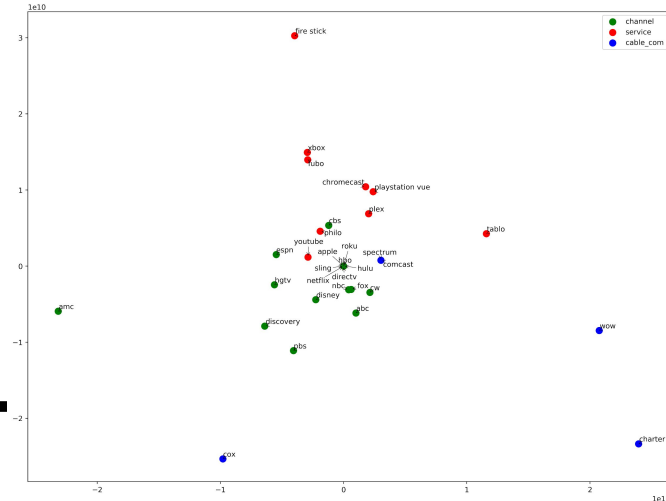
mDS Plotting of the Entities

- Found the lift between the entities and created MDS plots
- Interpretation: There are some niche channels, cable companies, and services
 - Examples: AMC, Charter, Cox, WOW!, fire stick



Comparing the Channels and Services

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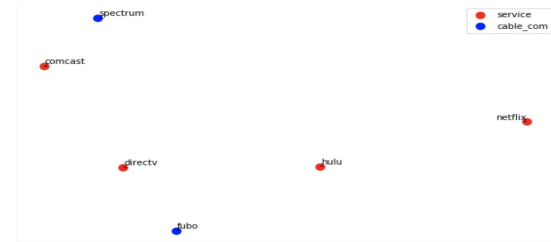


Comparing the Channels and Services

- After removing the cable companies, we can see which channels are associated with which services
- Many of the channels are far away from the services, meaning that people are associating the channel only with the popular services (Hulu, YouTube, Sling)
 - Netflix is not on this list
- Interesting observation: disney has managed to pull abc and fox away from the crowd with it
 - Two factors play into this: Fox acquisition and the upcoming streaming service

Zooming in on Popular Choices

- We decided to look closer at some popular (and some less popular) companies
 - Netflix, Hulu, Amazon, Fubo, Comcast, DirecTV, Spectrum (formerly Time Warner)
- Interpretation: Spectrum and Comcast need to worry about each other; DirecTV is pretty safe from everyone else except Fubo. Netflix and Hulu are both far away from the companies and each other,



Topic Modeling

- After gauging the crowd's perceptions of how the services and companies compared, we wanted to find out what topics were of the most concern to customers
- We used LDA with 4 topics to get an idea of what these topics were

Topic Modeling with LDA

Topic	Words within Topic
User Experience	Update, Interface, Guide, Provider, Support, Disconnect
Net Neutrality	Neutrality, Throttling, Jefferson (Thomas Jefferson), Speed, Internet
Sports Packages	Soccer, Football, Sport, Monthly, Watch
Traditional Cable Experience	Antenna, Comcast, Tuner, Broadband

Let Bigrams be Bigrams

- We browsed through all of the comments and found the significant bigrams
- With these bigrams, we found sentiment scores associated with each using VADER (sort bigrams by sentiment and show the first and last 5 as a picture on this slide)
- We then found the lift between companies or service providers

their originals original content
already paying stranger things
adam sandler **Netflix** exclusive content
catalog my data free shipping

bandwidth
too expensive **Comcast** good reception
their streaming modem
service

hidden fees free shipping
total cost **Amazon Prime** original programming
sneaky pete annual subscription

best picture
concurrent streams better dvr
regional sports **Direct Tv** great price
local broadcast nfl network
extra money totally worth

not skip free trial
their originals **Hulu**
big bang theory few bucks
commercial free

expensive good choice
worst app **Fubo** super bowl
bad service red zone

Conclusion