



Big Data: Streaming Assignment #3

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Type of Content offered by streaming platforms on ReelGood Data



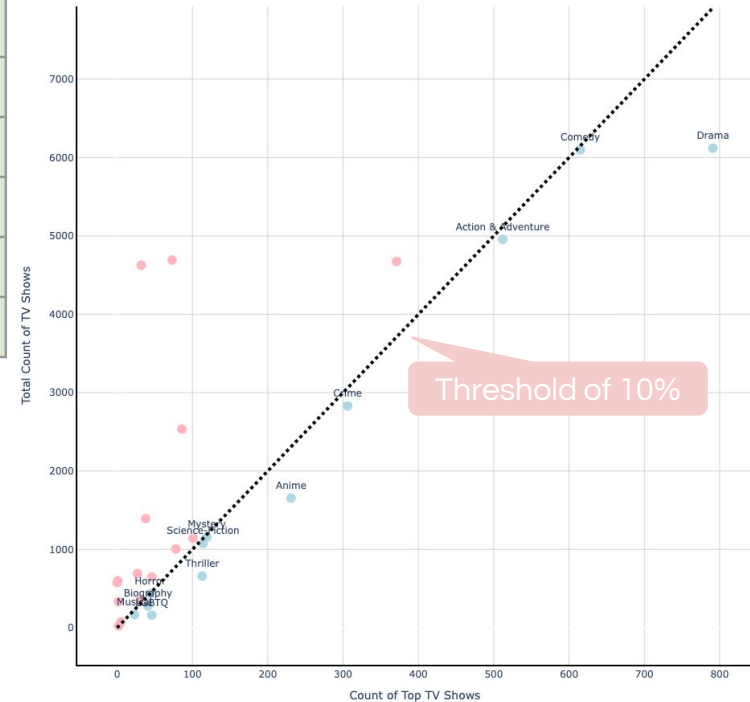
— — TV shows

Genre	Total	Top	%	Genre	Total	Top	%
LGBTQ	162	46.0	28.40	Crime	2829	306.0	10.82
Thriller	660	113.0	17.12	Sci-Fic	1076	114.0	10.59
Bio	278	41.0	14.75	A & A	4957	512.0	10.33
Anime	1653	231.0	13.97	Mystery	1158	119.0	10.28
Musical	168	23.0	13.69	Horror	436	44.0	10.09
Drama	6120	791.0	12.92	Comedy	6099	615.0	10.08

The provided table summarizes the distribution of TV shows across various genres offered by streaming platforms. It details the total number of TV shows per genre (Total), the number of TV shows considered top-tier within that genre based on being in the top 10% of IMDB and ReelGood ratings (Top), and the percentage of top shows relative to the total number of shows in that genre (%).

We recommend streaming platforms invest in genres with a **high percentage of top shows but low total offerings** , indicating untapped market potential. By **pairing these promising genres with popular ones** , platforms can ensure a diverse, high-quality content offering that meets viewer demand and maximizes ratings potential.

Top TV Shows vs Total TV Shows per Genre

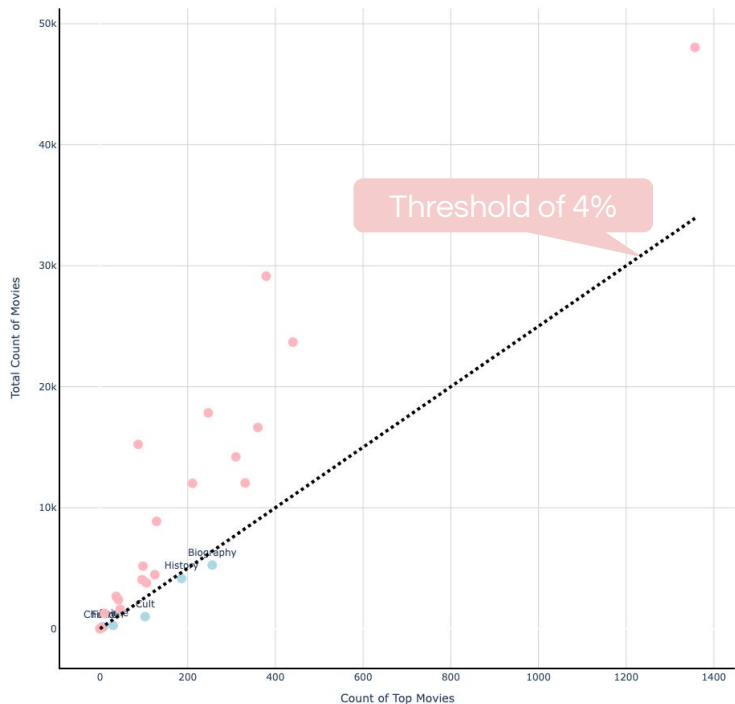


We use a 10% threshold to assess genre value: genres where top shows constitute more than 10% of the total are considered worthwhile for streaming platforms to offer.

Type of Content offered by streaming platforms on ReelGood Data

— — Movies

Top Movies vs Total Movies per Genre



Genre	Total	Top	%	Genre	Total	Top	%
Anime	274	30.0	10.95	Children	152	8.0	5.26
Cult	994	103.0	10.36	Bio	5267	256.0	4.86
Food	125	7.0	5.60	History	4162	186.0	4.47

The provided table summarizes the distribution of movies across various genres offered by streaming platforms. It details the total number of movies per genre (Total), the number of movies considered top-tier within that genre based on being in the top 10% of IMDB and ReelGood ratings (Top), and the percentage of top movies relative to the total number of movies in that genre (%).

We recommend streaming platforms to focus on genres with high top-rated but low total movie counts, indicating **untapped potential**. For example, **Anime** and **Food** genres, with their high percentage of top films, present opportunities for growth.

To enhance viewer engagement, we suggest pairing these promising genres with high counts one. Pairing **Anime with Drama or Comedy**, for instance, attracts a broader audience by blending niche appeal with mainstream popularity. Similarly, combining **Food genre films with Documentaries** can appeal to viewers interested in culinary arts and cultural explorations.

We use different thresholds to assess genre value for movies and TV shows due to their distinct characteristics and varying numbers across genres. Specifically, we set a 4% threshold for movies and a 10% threshold for TV shows, ensuring that genres where top content exceeds these percentages are prioritized by streaming platforms.

Content Preferences and Acquisition Strategies in the Streaming Landscape based on Nielsen data

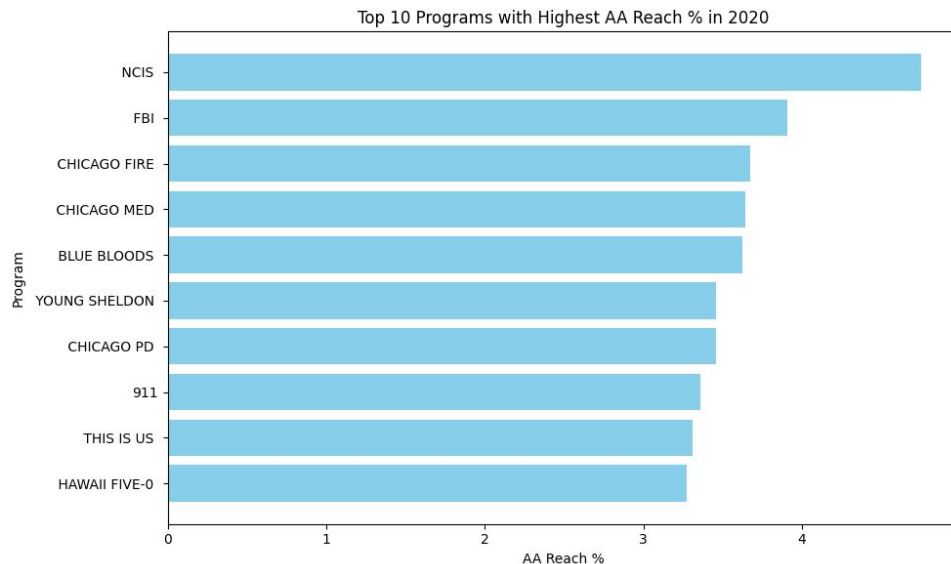
— — AA Reach %

Our analysis reveals the top 10 programs with the **highest AA Reach %** in 2020, reflecting the unduplicated number of viewers reached by each program. This metric, which measures the percentage of the total audience reached, indicates widespread appeal and engagement.

Overall, AA Reach % serves as a crucial indicator for assessing the reach and impact of television programs, guiding decisions on **content acquisition and audience engagement** strategies.

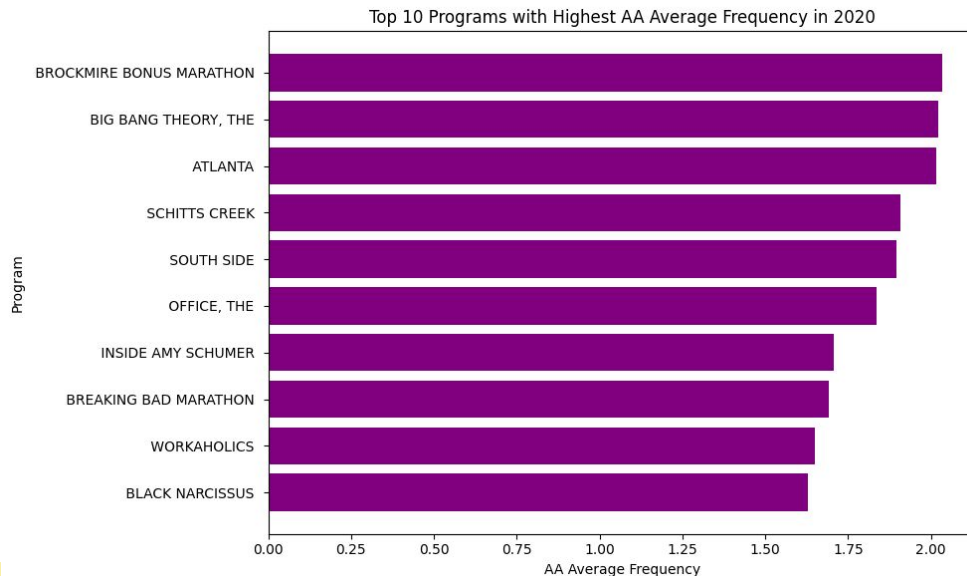
The top programs listed, such as "NCIS," "FBI," "Chicago Fire," and "Chicago Med," belong to popular genres like **crime procedural** and **medical** drama and there are also some **family-oriented** series like "Blue Bloods" and "Young Sheldon."

These genres have a broad appeal and a dedicated fan base, making them attractive to streaming platforms seeking content with high viewership potential.



Content Preferences and Acquisition Strategies in the Streaming Landscape based on Nielsen data

— — AA Average Frequency



The top 10 programs with the highest **AA Average Frequency** in 2020 offer valuable insights into viewer engagement. This metric measures how often households or individuals tuned in to each program within a month, indicating strong viewer loyalty and appeal.

Streaming platforms seek content that resonates with audiences and drives repeat engagement. **Sitcoms like "The Big Bang Theory" and "Schitt's Creek"** demonstrate this by maintaining high average frequency ratings, showing that viewers return to them multiple times.

Understanding AA Average Frequency guides platforms in selecting content that fosters **sustained viewer interest**. By prioritizing programs with high engagement metrics, streaming platforms can **enhance viewer satisfaction** and thrive in the competitive streaming market.

Key Insights

The analysis of AA Reach % and AA Average Frequency reveals key insights into the content sought after and offered by streaming platforms:

Popular Genres: Content from widely appealing genres like crime, medical, and family series to capture a broad audience.

- **Diverse Content** : A variety of genres including sitcoms and dramas to cater to different tastes.

- **Engagement Focus:** Shows with high rewatch rates, such as "The Big Bang Theory" and "Schitt's Creek," highlight strong viewer loyalty.

Cultural Significance: Legacy shows like "The Office" draw new viewers and encourage repeated watching.

By offering a mix of engaging content across popular genres and focusing on viewer engagement and cultural significance, streaming platforms can attract and retain a loyal audience base, driving their success in the competitive streaming landscape.

