



Optimizing OTT Platforms: User Segmentation and Competitive Positioning Analysis

MKTG 6234: Marketing Analytics

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1. EXECUTIVE SUMMARY

This report provides a comprehensive analysis of genre preferences among OTT platform users, focusing on optimizing positioning strategies for launching new series. The study covers major OTT platforms—Netflix, Amazon Prime Video, Hulu, Disney+, and HBO Max—evaluating their strengths, weaknesses, and audience preferences. Through segmentation and positioning analysis, we offer actionable insights to improve content acquisition, marketing, and user experience strategies for these platforms.

Key findings highlight the importance of genre in influencing user preferences and platform loyalty. For instance, fans of "Game of Thrones" and "House of the Dragon" are more inclined to subscribe to HBO Max, while Marvel enthusiasts tend to prefer Disney+. Based on these insights, platforms like Netflix, aiming to increase or retain their subscriber base, should consider acquiring or producing series similar to "Game of Thrones" to boost user engagement and gain a competitive edge.

From the perspective of directors or producers, our analysis indicates that selecting the appropriate platform for a new show hinge on the genre. For example, launching an action TV show on Disney+ could be more effective than on Netflix, given Disney+'s stronger association with action content and its dedicated subscriber base. Overall, in the highly competitive and saturated OTT market, genre-specific content is the key differentiator that provides a competitive edge to platforms.

2. MOTIVATION & CONTEXT

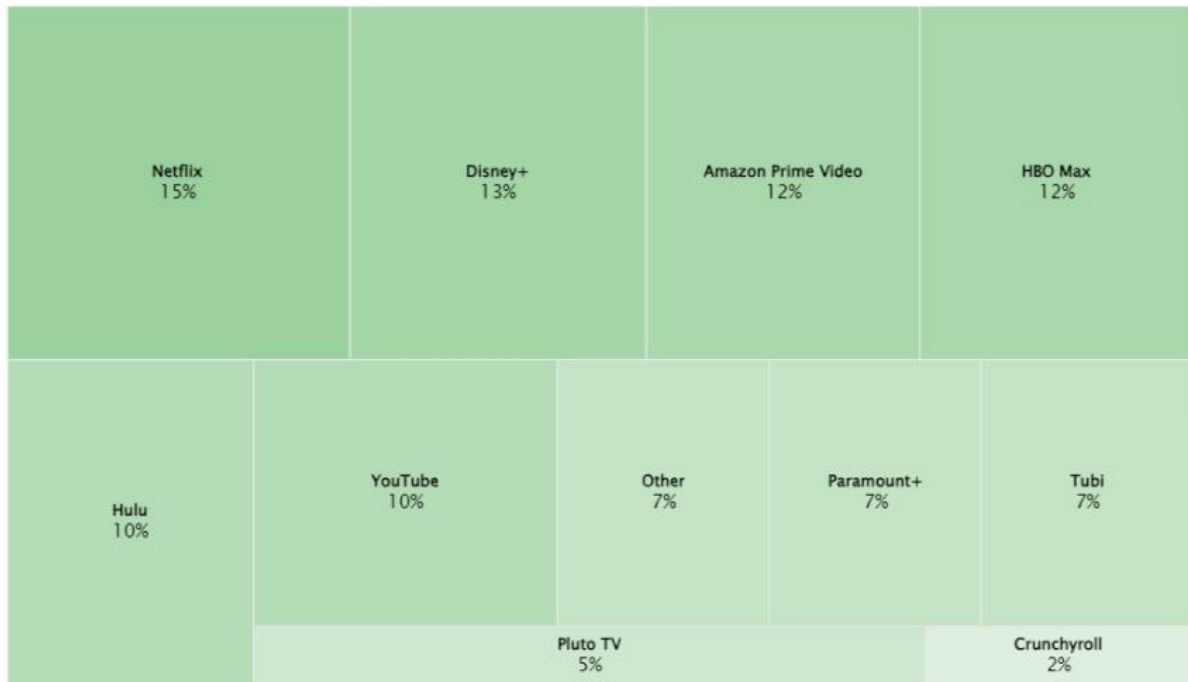
Industry Context

The OTT media services sector is witnessing swift expansion and intense competition. By 2023, the global market for OTT services was estimated at roughly \$121.6 billion, with an anticipated compound annual growth rate (CAGR) of 14.3% through 2030. This surge is attributed to evolving customer preferences and the growing popularity of digital streaming platforms, as more consumers opt for on-demand video streaming over conventional cable and satellite TV.

In the United States, which holds the largest share of OTT revenue globally, the market is forecasted to reach \$132.90 billion by 2024. Leading companies such as Netflix, Amazon Prime Video, and Hulu are heavily investing in content creation and acquisition to attract and keep subscribers. The arrival of new competitors like Disney+ and Apple TV+ has heightened the competitive landscape and increased choices for consumers.

BRAND SHARES (BETA)

in percent



Most recent update: Mar 2024

Project Motivation:

The highly competitive and crowded OTT market makes content genre a key differentiator. This project seeks to understand how different genres impact various OTT platforms and provide strategic recommendations based on these insights.

- **Platform Perspective**

Platforms need to identify which genres attract and retain subscribers. For instance, fans of high-fantasy series such as "Game of Thrones" or "House of the Dragon" are more likely to subscribe to HBO Max, whereas Marvel fans prefer Disney+. Analyzing these preferences can inform content strategies to enhance competitive advantage. For example, Netflix might consider acquiring or producing content similar to "Game of Thrones" to better retain and engage its audience.

- **Directors' and Producers' Perspective**

Directors and producers must decide which platform is best for launching new content based on genre preferences. For example, a new action TV show might find greater success on Disney+ due to its established audience for action content.

Objectives

a. From the Platform's Point of View:

- Determine which genres are important for attracting and retaining subscribers on each platform.
- Offer recommendations for OTT platforms to optimize content strategies and enhance user experience.

b. From the Directors' or Producers' Point of View:

- Guide directors and producers on the optimal platform for launching new content based on genre preferences.

3. STUDY DESIGN

Analysis Methods

- **Segmentation Analysis:** We used hierarchical clustering to identify distinct audience segments based on genre preferences, viewing habits, and demographic characteristics. This method allowed us to group respondents into clusters that share similar attributes, helping us understand the different types of viewers and their preferences.
- **Positioning Analysis:** We utilized perceptual mapping to analyze how different OTT platforms are perceived relative to each other based on their content offerings in various genres. Perceptual mapping provides a visual representation of the competitive landscape, highlighting the strengths and weaknesses of each platform as perceived by users.

Data Sources

- **Primary Data:**

Our primary data was collected through a structured survey designed to capture respondents' genre preferences, viewing habits, and demographic information.

The survey consisted of three parts:

- ***Segmentation Variables:*** These included questions on hours watched per week, genre frequency (using a scale from 0 - Never to 4 - Always), and the importance of various viewing factors (using a scale from 0 - Least Important to 4 - Most Important).
- ***Positioning Variables:*** Respondents rated each OTT platform on several attributes such as entertainment value, genre diversity, content quality, frequency of new releases, niche genre offerings, recommendation accuracy, international content availability, and overall satisfaction (all using scales from 0 to 4).

- **Demographics:** Questions covered age group, gender, annual household income, and employment status.

Survey Details:

- Sample Size: 59 responses
- Survey Structure: The survey is divided into three parts:
 - Part 1: Segmentation Variables
 - Part 2: Positioning Variables
 - Part 3: Demographic Information

Survey Instrument: The survey instrument included questions such as:

- On average, how many hours per week do you spend watching OTT platforms?
- How frequently do you watch the following genres on OTT platforms? (Comedy, Drama, Thriller, etc.)
- When choosing a genre to watch on an OTT platform, how important are the following factors? (Mood, Time available, Recommendations)
- Rate each OTT platform on the overall entertainment value it provides.
- Rate each OTT platform on the diversity of genres it offers.
- Rate each OTT platform on the quality of content within your favorite genre.
- Rate each OTT platform on the frequency of new releases in your favorite genre.
- Rate each OTT platform on how well it caters to niche or less mainstream genres.
- Rate each OTT platform on the accuracy of recommendations for your preferred genres.
- Rate each OTT platform on the availability of international content within your favorite genres.
- Rate your overall satisfaction with each OTT platform's genre offerings.
- What is your age group?
- What is your gender?
- What is your annual household income?
- What is your current occupation?

The full survey questionnaire is provided in Appendix A.

Primary Data Cleaning: To prepare the survey data for analysis, we undertook several data cleaning steps:

- **Unique Identification:** Each row was assigned a unique identifier (Respondent_ID) to facilitate tracking and analysis.

- **Averaging Hours Watched:** For the question on hours per week spent watching OTT platforms, we calculated the average response to obtain a single representative value.
- **Demographic Standardization:**
 - **Age Group:** Converted to numerical values and averaged to derive a representative age.
 - **Gender:** Binary coded (0 for Male, 1 for Female).
 - **Annual Household Income:** Averaged the responses to get a mean income value.
 - **Employment Status:** Binary coded (1 for Employed, 0 for Non-Employed).

- **Secondary Data:**

We also utilized publicly available datasets and industry reports for our analysis.

Sources:

Kaggle Datasets: These datasets included information on the number of active users, available titles, average monthly cost, platform-specific features, and user ratings. The combined dataset from Netflix, Amazon Prime, Hulu, and Disney+ totaled 22,998 records, which was then filtered for the US market, resulting in a final dataset of 6,088 records with columns such as show_id, type, title, country, date_added, release_year, rating, duration, listed_in, description, and OTT Platform.

- Netflix Shows Dataset
- Disney Movies and TV Shows Dataset
- Amazon Prime Movies and TV Shows Dataset
- Hulu Movies and TV Shows Dataset

Statista Reports: Provided insights on the overall OTT market trends and competitive landscape.

Secondary Data Cleaning: The secondary data was meticulously cleaned and prepared as follows:

- **Combining Datasets:** We combined the datasets from Netflix, Amazon Prime, Hulu, and Disney+ into a single comprehensive dataset, resulting in a total of 22,998 records.
- **Filtering for US Market:** Given the focus of our project on the US market, we filtered the combined dataset to include only records relevant to the US, reducing the dataset to 6,088 records.
- **Standardizing Columns:** We standardized the column names and formats across the different datasets to ensure consistency. The final dataset included columns such as show_id, type, title, country, date_added, release_year, rating, duration, listed_in, description, and OTT Platform.

- **Ensuring Data Quality:** We checked for and handled missing values, duplicates, and inconsistencies to ensure high data quality. Show_id was used as a unique identifier for each record to prevent duplication. The "country" column was filtered to include only "United States" to align with our project scope.

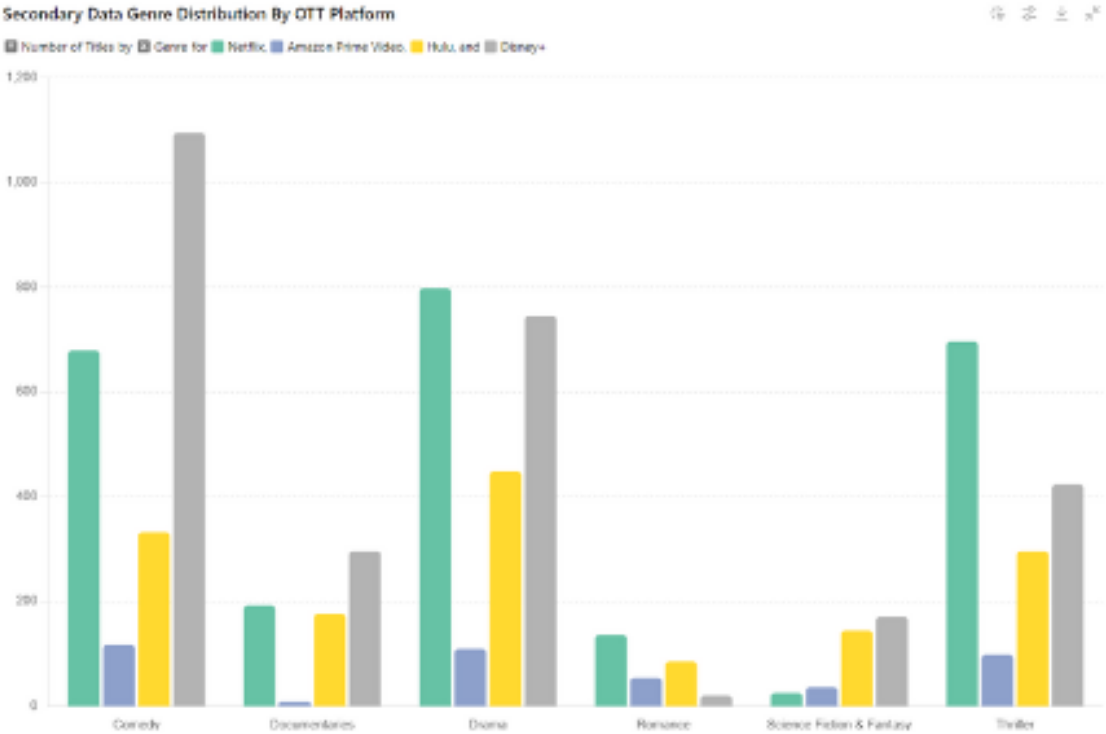
Analysis of Genre Distribution:

Examining the genre distribution across Netflix, Prime Video, Hulu, and Disney+, several key observations can be made:

| Content Priorities | Genre Dominance | Platform Traits | Specialized Content | Strategic Insights |
|--|---|--|---|--|
| Netflix: Heavy emphasis on Comedy (679 titles) and Drama (798 titles), with a substantial collection of Thrillers (696 titles). | Comedy: Disney+ stands out, followed by Netflix and Hulu. Drama: Netflix is at the forefront, with Disney+ and Hulu close behind. | Netflix: Robust across multiple genres, particularly Drama, Comedy, and Thriller. Disney+: Predominantly strong in Comedy, with solid Drama and Thriller offerings, and notable in Science Fiction & Fantasy. | Science Fiction & Fantasy: Key strengths for Disney+ and Hulu. Documentaries: Major focus for Disney+ and Netflix. | Competitive Landscape: Netflix and Disney+ are major contenders in Comedy, Drama, and Thriller. Hulu's Approach: Aims to cater to a broad spectrum of viewer preferences with balanced genre offerings. Prime Video: May benefit from expanding its library to enhance competitiveness in specific genres |
| Disney+: Leads in Comedy with 1095 titles, also strong in Drama (745 titles) and Thriller (423 titles). | Thriller: Dominated by Netflix, with Disney+ in second place. Science Fiction & Fantasy: Disney+ leads, with Hulu also strong in this genre. | Hulu: Well-rounded genre distribution, especially strong in Drama and Comedy. | | |
| Hulu: Displays a balanced genre distribution, focusing on Drama (448 titles) and | Documentaries: Disney+ has the most extensive collection, with | Prime Video: More balanced | | |






| | | | | |
|--|--|---|--|--|
| Comedy (332 titles). | Netflix as the runner-up. | but with fewer total titles, notable for some variety in Science Fiction & Fantasy. | | |
| Prime Video: Offers a comparatively smaller selection across all genres. | Romance: Netflix has the highest number of titles, though it isn't the leading genre on any platform. | | | |






| | NETFLIX | prime video | hulu | Disney+ |
|---------------------------|----------------|----------------|--------------|-------------|
| Comedy and Thriller | Strong focus | Balanced | Strong focus | Dominant |
| Drama | High | Moderate | High | High |
| Science Fiction & Fantasy | Limited | Some diversity | Significant | Moderate |
| Romance | Moderate | Limited | Moderate | Limited |
| Documentaries | Good selection | Limited | Well-rounded | Significant |



These insights are valuable for guiding content acquisition strategies, identifying growth opportunities for each platform, and assisting content creators in selecting the best platform for their productions based on genre strengths.

Comparative Analysis of OTT Platforms Players

| Category |  |  |  |  |  |
|-------------------|---|--|--|---|---|
| Origin Year (OTT) | 2007 | 2011 | 2008 | 2019 | 2020 |
| Subscribers (US) | 80.13 million | 73.91 million | 50.2 million | 42 million | 49 million |
| Revenue (US) | \$14 billion | \$9 billion | \$12 billion | \$4 billion | \$3.5 billion |
| Current Segments | General entertainment, diverse genres, original content, family-friendly options | Integrated with Amazon services, targeting Prime members, broad content offering options | US market, live TV, on-demand streaming, latest TV episodes | Family and kids, franchises like Marvel, Star Wars, Disney classics | Premium content, movies, original programming, HBO library |
| Content Library | Large library of licensed and original content | Mix of licensed and original content | Mix of current TV shows, licensed and original content | Content from Disney, Pixar, Marvel, Star Wars and National Geographic | Content from HBO, Warner Bros., DC Comics, CNN, Adult Swim |
| Price | \$9.99 - \$19.99 per month | \$14.99 per month or \$139 per year. Included with Prime membership | \$7.99 - \$14.99 per month | \$7.99 per month | \$9.99 - \$14.99 per month |
| Target Audience | Wide audience | Prime members | US viewers, TV show enthusiasts | Families with young children or fans of Disney content | Fans of HBO content, Warner Bros., DC Comics |

| Category |  |  |  |  |  |
|------------|---|---|--|---|---|
| Strengths | <ul style="list-style-type: none"> • Large library, strong originals. | <ul style="list-style-type: none"> • Included with Prime, other benefits. | <ul style="list-style-type: none"> • Access to current TV shows, partnerships with major networks, live TV options. | <ul style="list-style-type: none"> • Strong family content, affordable. | <ul style="list-style-type: none"> • Strong adult content, high-quality originals. |
| Weaknesses | <ul style="list-style-type: none"> • Increasing price, content removal | <ul style="list-style-type: none"> • Smaller library, inconsistent originals | <ul style="list-style-type: none"> • Ads in cheaper plan, limited international content | <ul style="list-style-type: none"> • Smaller library, limited appeal to adults | <ul style="list-style-type: none"> • More expensive, less children's content |

4. ANALYTICAL RESULTS

Segmentation Analysis

In our segmentation analysis, we aimed to identify distinct audience segments based on genre preferences, viewing habits, and demographic characteristics. We used hierarchical clustering to group respondents into segments that share similar attributes. After evaluating various segmentation solutions, we determined that a 3-segment solution was the most appropriate based on statistical fit, managerial relevance, and targetability.

Segmentation Solution Evaluation

We evaluated multiple segmentation solutions, ranging from 2 to 9 segments. The 3-segment solution was chosen for its balance between statistical validity and managerial relevance. The hit rate and the clarity of the dendrogram and confusion matrix were considered in this decision.

Segmentation Solution Evaluation

| Segmentation Solution | Hit Rate | Dendrogram | Confusion Matrix |
|-----------------------|----------|------------|------------------|
| Default (3 Segments) | 52% | Clear | Relatively clear |
| 2 Segments | 70% | Very clear | Clear |
| 3 Segments | 52% | Clear | Relatively clear |
| 4 Segments | 49% | Clear | Some overlap |
| 5 Segments | 43% | Clear | Some overlap |
| 6 Segments | 45% | Clear | Some overlap |
| 7 Segments | 40% | Clear | Some overlap |
| 8 Segments | 37% | Clear | Some overlap |
| 9 Segments | 35% | Clear | Some overlap |

Description of Segments

| Characteristic | Segment 1: Enthusiastic Viewers | Segment 2: Disengaged Viewers | Segment 3: Selective Viewers |
|---------------------|------------------------------------|----------------------------------|---------------------------------|
| Size | 38% | 21% | 41% |
| Genre Preferences | High across all genres | Low across all genres | High in Sci-Fi/Fantasy |
| Viewing Frequency | High | Low | Moderate |
| Influence Factors | Recommendations, reviews, mood | Minimal external influence | Time availability, reviews |
| Average Age | 31.9 years | 31.6 years | 31.4 years |
| Gender Distribution | 62.5% male | 69.2% female | 46.2% male |
| Average Income | \$65,625 | \$75,962 | \$89,904 |
| Employment Rate | 25% | 53.8% | 38.5% |

Segment size

| | Population | Segment 1 | Segment 2 | Segment 3 |
|---------------|------------|-----------|-----------|-----------|
| Size | 63 | 24 | 13 | 26 |
| Relative size | 100% | 38% | 21% | 41% |

Segment size.

Segment description

| | Population | Segment 1 | Segment 2 | Segment 3 |
|----------------------------------|------------|-----------|-----------|-----------|
| Comedy | 2.63 | 3.21 | 2.15 | 2.35 |
| Drama | 2.44 | 2.96 | 1.77 | 2.31 |
| Thriller | 2.70 | 3.21 | 2.00 | 2.58 |
| Romance | 2.33 | 3.04 | 1.77 | 1.96 |
| Sci_Fi_Fantasy | 2.30 | 2.33 | 1.31 | 2.77 |
| Documentary | 1.67 | 2.08 | 1.08 | 1.58 |
| Mood | 2.68 | 3.46 | 1.46 | 2.58 |
| Time available | 2.90 | 3.08 | 1.38 | 3.50 |
| Recommendations - friends/family | 2.52 | 3.50 | 1.54 | 2.12 |
| Recommendations Platform | 2.24 | 3.13 | 1.23 | 1.92 |
| Reviews/ratings | 2.83 | 3.63 | 1.46 | 2.77 |
| Familiarity with the genre | 2.51 | 3.33 | 1.38 | 2.31 |

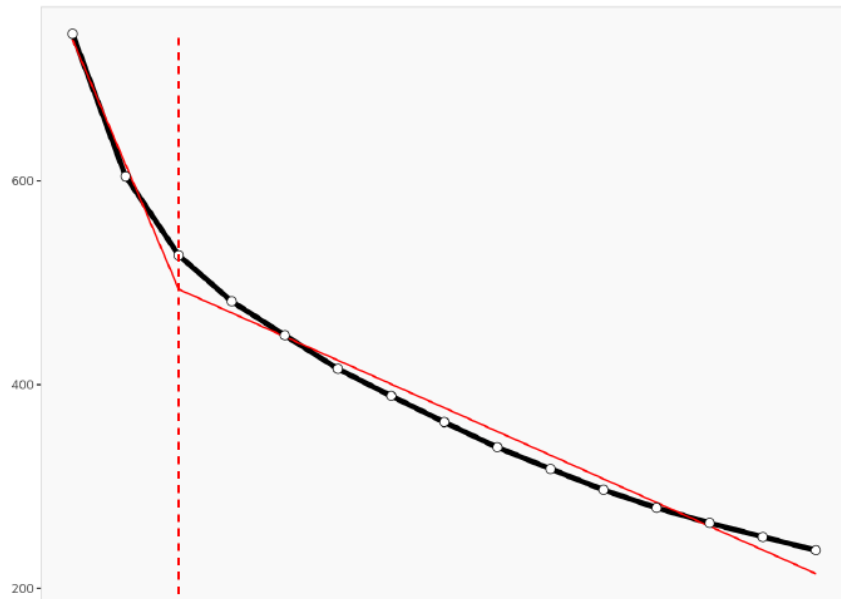
Segment description. Average value of each segmentation variable, overall for each segment (centroid). Segmentation variables that are statistically different from the rest of the population are highlighted in red (lower) or green (higher).



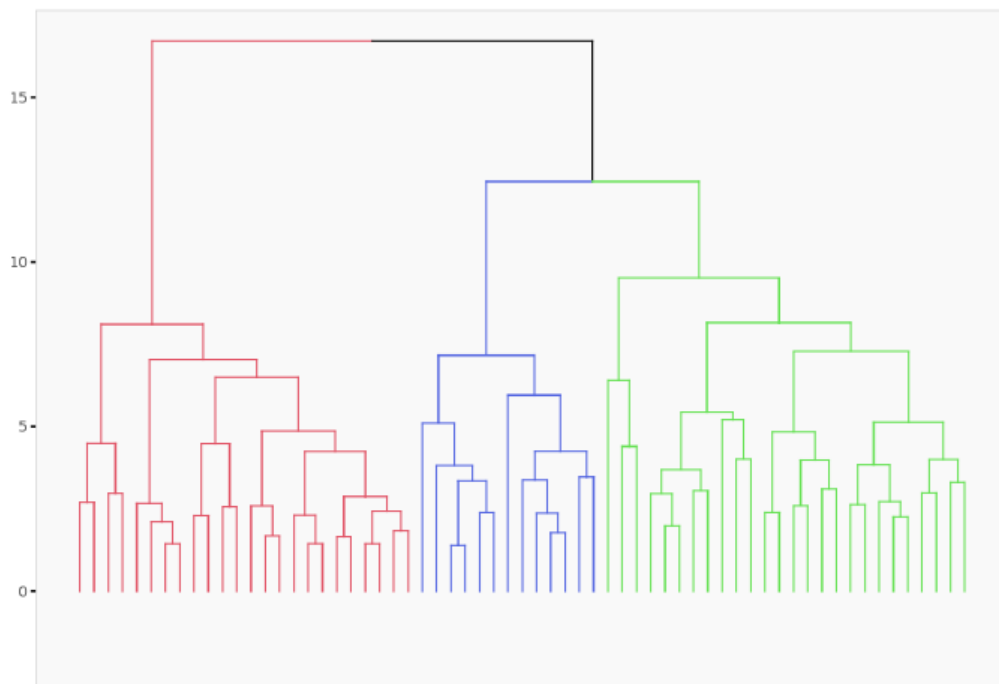
Segment differences per segment. Cell colors indicate to what extent a segment is statistically different from the rest of the population on each segmentation variable.

Analytical Judgment

The decision to use a 3-segment solution was driven by several factors. The scree plot showed a clear "elbow" at the 3-segment solution, indicating that additional segments did not significantly improve the within-cluster heterogeneity. The dendrogram supported this choice by showing clear separation at three branches. Furthermore, the confusion matrix demonstrated relatively clear distinctions between the three segments.



Scree plot. The scree plot compares the sum of squared error (SSE) for each cluster solution. A good cluster solution might be when the SSE slows dramatically, creating an 'elbow'. Such elbow does not always exist. If number of segments is equal to maximum possible segments elbow cannot be created.



Why Three Groups Work Best

- **Numbers Check Out:** 52% accuracy shows it's reliable without being overly complex.
- **Clear Divisions:** Data naturally falls into three distinct clusters.
- **Makes Sense:** Each group has unique, actionable traits for strategy-making.
- **Practical Use:** Three groups offer enough detail for targeted plans without getting messy.
- **Good Balance:** Groups sizes (38%, 21%, 41%) are substantial enough to matter.
- **Telling Apart:** Model can distinguish groups well, especially the first and third.
- **Fits Goals:** Three groups allow focused content, marketing and experiences without stretching resources thin.

This approach gives a solid foundation for tailoring services to different viewer types.

Harnessing Segmentation for Strategic OTT Platform Positioning

Segmentation analysis reveals distinct OTT user groups, providing a foundation for targeted positioning. By understanding unique segment preferences, platforms can tailor content offerings and recommendations effectively. For instance, Enthusiastic Viewers might receive diverse genre suggestions, while Selective Viewers get curated Sci-Fi/Fantasy content.

This insight-driven approach enhances user experiences through customized interfaces and content discovery methods. It also drives competitive differentiation by allowing platforms to develop unique selling propositions for each segment. For example, a platform might emphasize its exclusive high-quality dramas to appeal to Enthusiastic Viewers.

Moreover, segmentation data enables precise marketing strategies. Platforms can create targeted campaigns and promotions that resonate with specific user groups, improving acquisition and retention across all segments. This focused approach ensures more efficient and impactful marketing efforts, ultimately strengthening a platform's market position.

Positioning Analysis

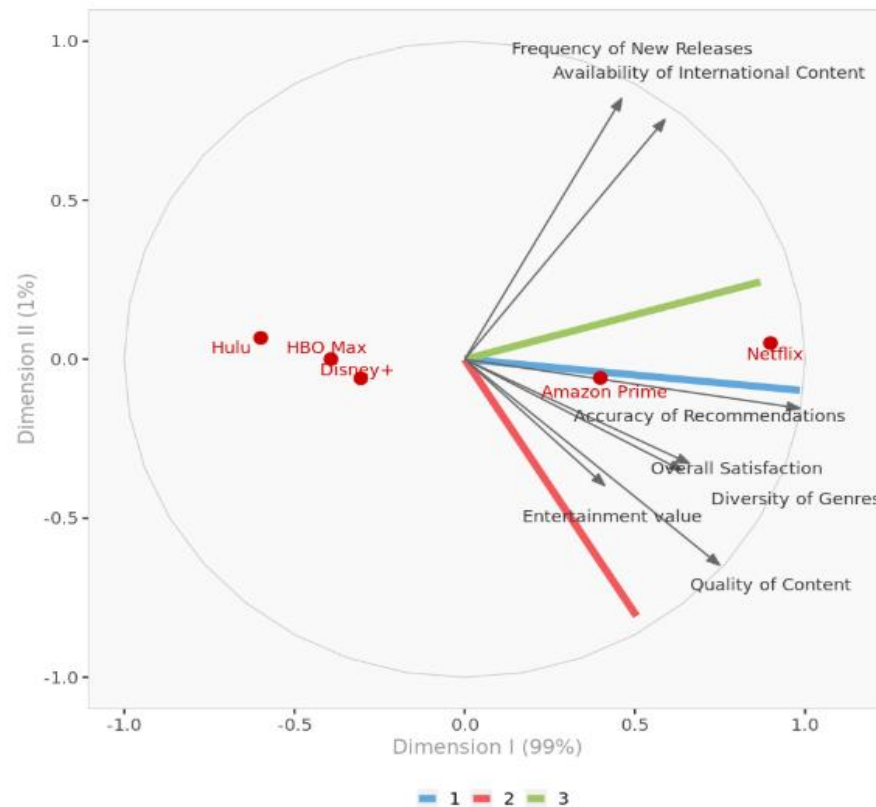
Our positioning analysis provides crucial insights into how different OTT platforms are perceived in relation to each other and key attributes. This understanding is vital for both platforms seeking to optimize their content strategies and for content creators deciding where to launch their new series.

Dimensional Analysis: The perceptual map is based on two primary dimensions that explain 99.4% of the variance in the data:

Dimension 1 (98.5% Variance): Key attributes: Content quality, diversity of genres, overall satisfaction and accuracy of recommendations. This dimension represents the core aspects of user experience and content offering

Dimension II (0.9% Variance): Key attributes: Frequency of new releases and availability of international content. This dimension reflects the platforms' ability to provide fresh and globally diverse content.

Dimensions I-II



Key Observations:

- Netflix is positioned favorably with high scores on content quality, diversity of genres, and overall satisfaction. It also performs well on entertainment value and accuracy of recommendations, making it a highly attractive platform for users who prioritize these attributes.
- Amazon Prime has a balanced position with decent scores across multiple attributes. While it does not lead in any single attribute, its overall performance is consistent, making it a reliable choice for a wide range of users.
- Hulu, HBO Max, and Disney+ are positioned together, indicating a similar perception among users. These platforms perform moderately across most attributes but lag behind Netflix in content quality and diversity. However, they show strengths in specific areas such as niche content and frequent updates, which are valued by certain user segments.

Detailed Attribute Analysis

Content Quality and Diversity:

- **Netflix** leads significantly in content quality and diversity, which are critical factors for user satisfaction. The platform's investment in a broad range of high-quality original content contributes to its strong position.
- **Amazon Prime's** content quality and diversity are adequate but could benefit from further enhancements to compete more effectively with Netflix.
- **Hulu, HBO Max, and Disney+** have room for improvement in content quality and diversity. Focusing on these attributes could help them attract users who are currently more inclined towards Netflix.

Entertainment Value and Satisfaction:

- **Netflix** again scores highly in entertainment value and overall satisfaction, reflecting its ability to meet diverse user preferences and maintain high engagement levels.
- **Amazon Prime** offers decent entertainment value and satisfaction, but enhancing these aspects could help improve its competitive position.
- **Hulu, HBO Max, and Disney+** need to enhance their entertainment value and satisfaction levels to close the gap with Netflix. This could involve improving the user interface, content recommendations, and the variety of available content.

Frequency of New Releases and International Content:

- **Hulu, HBO Max, and Disney+** excel in the frequency of new releases and the availability of international content. These attributes are crucial for attracting users who seek fresh and diverse content.
- **Netflix**, while strong in many areas, could benefit from increasing the frequency of new releases and expanding its international content library to maintain its lead.
- **Amazon Prime** also needs to focus on these attributes to enhance its appeal to users looking for the latest and most diverse content offerings.

Customer Preferences by Segment

| Segment 1: | Segment 2: | Platform Traits |
|--|---|---|
| Enthusiastic Viewers | Disengaged Viewers | Selective Viewers |
| Strong preference for Netflix (3.51), indicating high satisfaction with its content quality, diversity, and recommendation accuracy. | Shows moderate preference for Netflix and Amazon Prime. Least interested in Hulu, HBO Max, and Disney+, highlighting a need for targeted | Prefers Netflix (3.36) and Amazon Prime to some degree. Moderate interest in Disney+, indicating potential |

| | | |
|--|--|--|
| <p>Amazon Prime is also favored (3.20) but to a lesser extent.</p> <p>Lower preference for Hulu, HBO Max, and Disney+, suggesting these platforms need to enhance their offerings to attract this segment.</p> | <p>engagement strategies to convert these viewers.</p> | <p>if more genre-specific content is added.</p> <p>Lower preference for Hulu and HBO Max, suggesting these platforms need to improve their offerings in specific genres like Sci-Fi/Fantasy to attract this segment.</p> |
|--|--|--|

Preference data

| | Average preference | 1 | 2 | 3 |
|--------------|--------------------|------|------|------|
| Netflix | 3.29 | 3.51 | 2.73 | 3.36 |
| Amazon Prime | 2.91 | 3.20 | 2.61 | 2.79 |
| Disney+ | 2.43 | 2.80 | 2.02 | 2.30 |
| HBO Max | 2.34 | 2.74 | 1.83 | 2.22 |
| Hulu | 2.17 | 2.61 | 1.76 | 1.98 |

Average brand preference. For each brand, displays its average overall preferences and average preferences by segments(if segmentation option is chosen).

5. MANAGERIAL IMPLICATIONS

In this section, we combine the motivation and context with the analytical results to identify and discuss implications for management. The following recommendations are based on the segmentation and positioning analyses:

Netflix: Maintain and Enhance Strengths

- **Continue Investing in High-Quality Content:** Netflix's strong position in content quality and diversity should be maintained by continuing to invest in high-quality original productions.
- **Leverage Strong User Engagement:** Utilize user data to further refine content recommendations, enhancing the personalized viewing experience.
- **Promote International Content:** While Netflix is well-regarded for its content quality, it can further strengthen its position by expanding its international content library to attract a broader audience.

Amazon Prime: Focus on Differentiation

- **Improve Content Quality and Diversity:** Amazon Prime should focus on enhancing the quality and variety of its content to better compete with Netflix.
- **Strengthen Recommendations:** By improving the accuracy of content recommendations, Amazon Prime can enhance user satisfaction and engagement.
- **Marketing and Promotions:** Launch targeted marketing campaigns highlighting unique content offerings and exclusive benefits for Prime members.

Hulu, HBO Max, and Disney+: Enhance Competitive Edge

- **Content Updates and International Content:** These platforms should focus on frequent content updates and expanding their international content offerings to attract and retain subscribers.
- **User Experience Improvements:** Investing in user interface improvements and enhancing the overall viewing experience can help differentiate these platforms in a competitive market.
- **Niche Marketing:** Identify and target niche markets that may have specific content preferences, such as families for Disney+ or genre-specific audiences for HBO Max and Hulu.

General Recommendations for All Platforms

- **Regular User Feedback:** Implement systems to regularly collect and analyze user feedback to stay ahead of changing preferences and trends.
- **Collaborative Content Creation:** Consider partnerships with popular content creators and production studios to diversify content offerings and attract new subscribers.
- **Loyalty Programs:** Develop and promote loyalty programs that reward frequent viewers and encourage long-term subscriptions.

Future Work / Research:

- **Larger-Scale Study:** Conduct a larger-scale study with a more diverse sample to validate the findings and ensure generalizability.
- **Longitudinal Research:** Perform longitudinal studies to track changes in viewer preferences and platform performance over time.
- **Exploring Emerging Markets:** Investigate emerging OTT markets to identify new opportunities and potential disruptors.
- **Technology Integration:** Explore the integration of advanced technologies such as AI and machine learning to enhance content recommendations and user experience.

By implementing these strategies, OTT platforms can enhance their market positioning, attract a broader audience, and sustain their competitive advantage in a rapidly evolving industry.

6. LIMITATION

- **Sample Size:** Our survey collected 59 responses, which may not fully represent the diverse user base of OTT platforms. A larger sample size could provide more robust and generalizable results.
- **Geographic Focus:** The study focused solely on the US market, limiting its applicability to international markets where viewer preferences and available platforms may differ significantly.
- **Temporal Constraints:** The OTT landscape is rapidly evolving. Our findings represent a snapshot in time and may not account for fast-changing industry trends or consumer behaviors.
- **Demographics:** The survey respondents may not proportionally represent all age groups, income levels, or other demographic factors that influence OTT preferences.
- **Platform Selection:** We focused on major OTT platforms, potentially overlooking niche or emerging players that could impact the market.
- **Self-Reported Data:** Survey responses are based on self-reported behavior, which may differ from actual viewing habits or preferences.
- **Limited Variables:** While we covered key aspects, there may be other factors influencing OTT preferences that were not captured in our survey.
- **Contextual Factors:** The study may not fully account for external factors like the impact of the COVID-19 pandemic on viewing habits or the influence of bundled services.

7. CONCLUSION

This comprehensive analysis of the OTT streaming market provides actionable insights for both platform operators and content creators. By understanding the distinct needs of different viewer segments and leveraging their unique positions in the market, OTT platforms can develop targeted strategies to attract and retain subscribers. Content creators can use these insights to make informed decisions about the best platforms for their new series, ultimately contributing to a more efficient and effective OTT ecosystem.

8. APPENCICES

Appendix A: Survey Questionnaire

Survey Design: The survey is designed to gather information on viewing habits, genre preferences, platform ratings and demographic details. Questions are structured to provide numeric values on scales of 1 to 5 for effective quantitative analysis.

Draft Survey Questions

Introduction: Thank you for participating in our survey! We aim to understand your viewing habits and preferences for different genres on various OTT platforms. Your responses will help us analyze and optimize the content offerings of OTT platforms to better meet your entertainment needs. This survey will take approximately 5-10 minutes to complete and your answers will be kept confidential.

Segmentation Questions:

- 1) On average, how many hours per week do you spend watching OTT platforms?
 - a. Less than 1 hour (1)
 - b. 1-3 hours (2)
 - c. 3-5 hours (3)
 - d. 5-7 hours (4)
 - e. More than 7 hours (5)
- 2) How frequently do you watch the following genres on OTT platforms?
[Scale: Never (1), Rarely (2), Sometimes (3), Often (4), Always (5)]
 - a. Comedy: [1, 2, 3, 4, 5]
 - b. Drama: [1, 2, 3, 4, 5]
 - c. Thriller: [1, 2, 3, 4, 5]
 - d. Romance: [1, 2, 3, 4, 5]
 - e. Science Fiction & Fantasy: [1, 2, 3, 4, 5]
 - f. Documentary: [1, 2, 3, 4, 5]
- 3) When choosing a genre to watch on an OTT platform, how important are the following factors?
[Scale: Least Important (1), Slightly Important (2), Moderately Important (3), Important (4), Most Important (5)]
 - a. Mood/emotional state: [1, 2, 3, 4, 5]
 - b. Time available to watch: [1, 2, 3, 4, 5]
 - c. Recommendations from friends/family: [1, 2, 3, 4, 5]
 - d. Platform recommendations: [1, 2, 3, 4, 5]
 - e. Reviews/ratings: [1, 2, 3, 4, 5],
 - f. Familiarity with the genre: [1, 2, 3, 4, 5]

Positioning Questions:

- 4) Rate each OTT platform on the overall entertainment value it provides:
[Scale: Very Poor (1), Poor (2), Average (3), Good (4), Excellent (5)]

- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 5) Rate each OTT platform on the diversity of genres it offers:
[Scale: Very Poor (1), Poor (2), Average (3), Good (4), Excellent (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 6) Rate each OTT platform on the quality of content within your favorite genre
[Scale: Very Poor (1), Poor (2), Average (3), Good (4), Excellent (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 7) Rate each OTT platform on the frequency of new releases in your favorite genre:
[Scale: Very Infrequent (1), Infrequent (2), Neutral (3), Frequent (4), Very Frequent (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 8) Rate each OTT platform on how well it caters to niche or less mainstream genres:
[Scale: Very Poor (1), Poor (2), Average (3), Good (4), Excellent (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 9) Rate each OTT platform on the accuracy of recommendations for your preferred genres:
[Scale: Very Inaccurate (1), Inaccurate (2), Neutral (3), Accurate (4), Very Accurate (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]
- 10) Rate each OTT platform on the availability of international content within your favorite genres:
[Scale: Very Poor (1), Poor (2), Average (3), Good (4), Excellent (5)]
- a. Netflix: [1, 2, 3, 4, 5]

- b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5],
 - e. HBO Max: [1, 2, 3, 4, 5]
- 11) Overall, how satisfied are you with each OTT platform's genre offerings?
[Scale: Very Dissatisfied (1), Dissatisfied (2), Neutral (3), Satisfied (4), Very Satisfied (5)],
- a. Netflix: [1, 2, 3, 4, 5]
 - b. Amazon Prime: [1, 2, 3, 4, 5]
 - c. Hulu: [1, 2, 3, 4, 5]
 - d. Disney+: [1, 2, 3, 4, 5]
 - e. HBO Max: [1, 2, 3, 4, 5]

Demographic Questions:

- 12) What is your age group?
- a. Under 18 (1)
 - b. 18-24 (2)
 - c. 25-34 (3)
 - d. 35-44 (4)
 - e. 45-54 (5)
 - f. 55-64 (6)
 - g. 65+ (7)
- 13) What is your gender?
- a. Male (1)
 - b. Female (2)
 - c. Non-binary (3)
 - d. Prefer not to say (4)
- 14) What is your annual household income?
- a. Under \$25,000 (1)
 - b. \$25,000 - \$49,999 (2)
 - c. \$50,000 - \$74,999 (3)
 - d. \$75,000 - \$99,999 (4)
 - e. \$100,000 - \$149,999 (5)
 - f. \$150,000 and above (6)
 - g. Prefer not to say (7)
- 15) What is your current occupation?
- a. Student (1)
 - b. Employed (2)
 - c. Self-employed (3)
 - d. Homemaker (4)
 - e. Retired (5)
 - f. Other (please specify) (6)

Thank you for completing the survey! Your input is invaluable in helping us understand and improve the OTT viewing experience.

9. REFERENCES

- [Netflix Shows Dataset](#)
- [Disney Movies and TV Shows Dataset](#)
- [Amazon Prime Movies and TV Shows Dataset](#)
- [Hulu Movies and TV Shows Dataset](#)
- [Statista OTT Market Overview](#)
- <https://www.mordorintelligence.com/industry-reports/united-states-ott-market>