

STREAMING ECOSYSTEM ANALYSIS

Pin-Hsuan Chang
Sheena (Yu-Hsiu) Huang
Suhan Ho



1. WHAT TYPE OF CONTENT IS SOUGHT AFTER BY STREAMING PLATFORMS? WHAT TYPE OF CONTENT ARE THEY LIKELY TO ACQUIRE / OFFER?

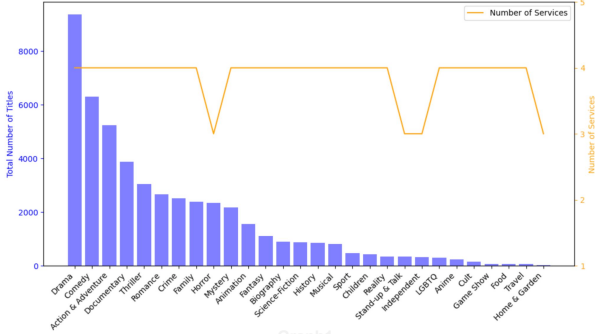
Only consider 5 famous services: Netflix, Amazon Prime, Disney Plus, Hulu Plus and HBO Max

After analyzing graphs 1, 2, and 3, we've identified the top 5 genres highly sought after by streaming platforms: **Drama, Comedy, Action and Adventure, Documentary, and Thriller**. Delving deeper into tag details provides valuable insights for crafting TV shows or movies likely to be purchased by streaming platforms

Recommendations

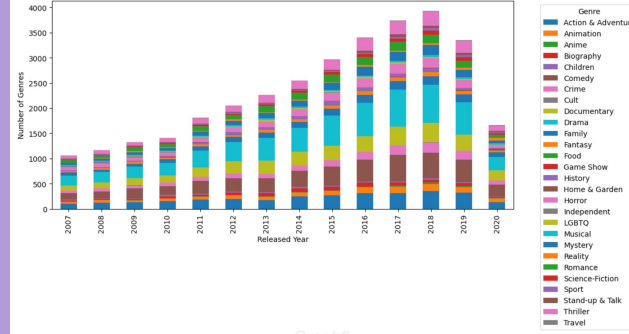
- TV studios can focus on producing content within the top 5 genres. They can gather storytelling inspiration by exploring the top 5 tags associated with each genre.
- From graph 4, with romance replacing thriller in exclusive content, there's an opportunity for TV studios to dedicate more resources to this genre

Total Number of Titles and Number of Services for Each Genre



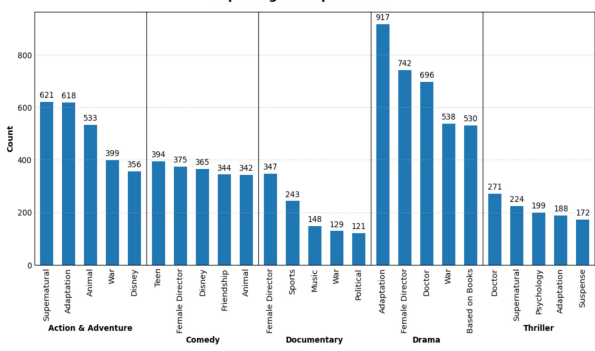
Graph1

Number of Genres in Different Released Years



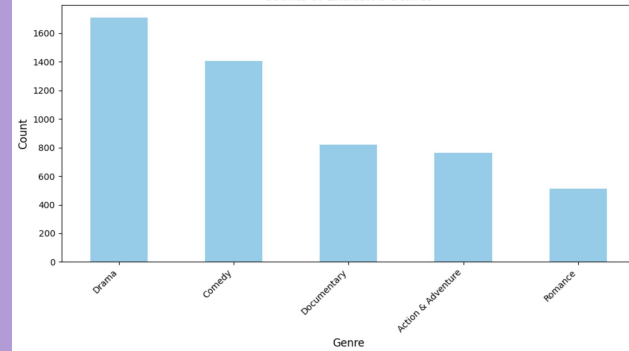
Graph2

Top 5 Tags in Top 5 Genre



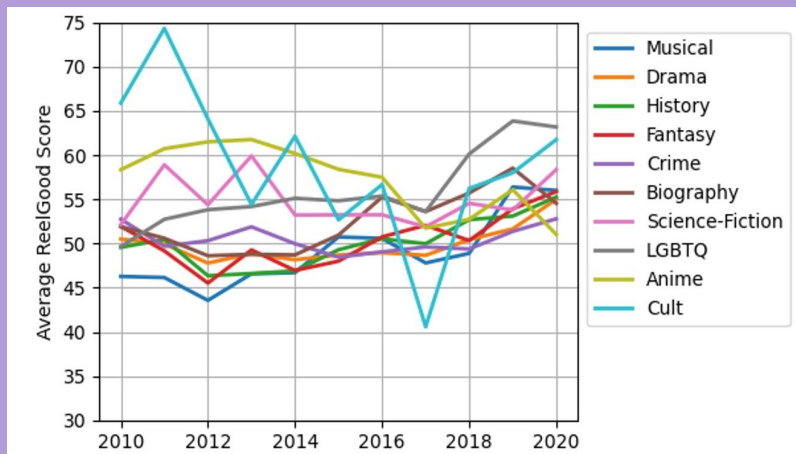
Graph3

Counts of Exclusive Genres



Graph4

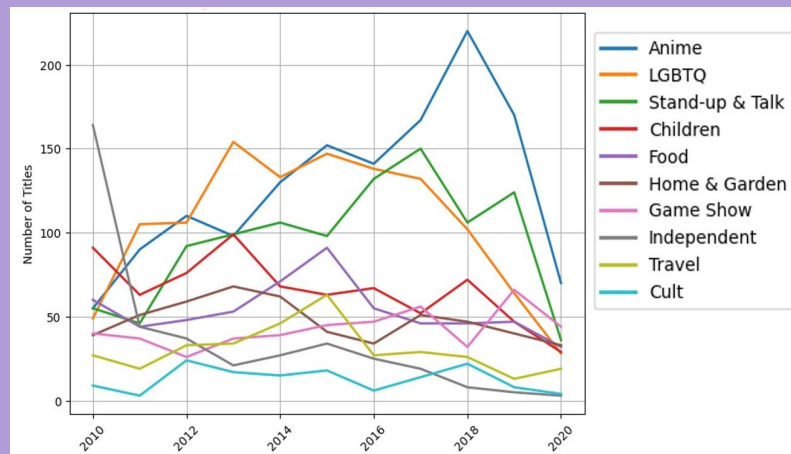
2. WHAT TYPE OF CONTENT IS NOT CURRENTLY BEING OFFERED? IS THERE A POTENTIAL GAP?



Genres with the Highest Reelgood Score

Genres are sorted based on Reelgood ratings in a descending order, the graph shows the top 10 of them.

Reelgood scores were chosen for analysis instead of IMDb scores because we represent the television studio, whose customers are streamers rather than the audience/viewers.

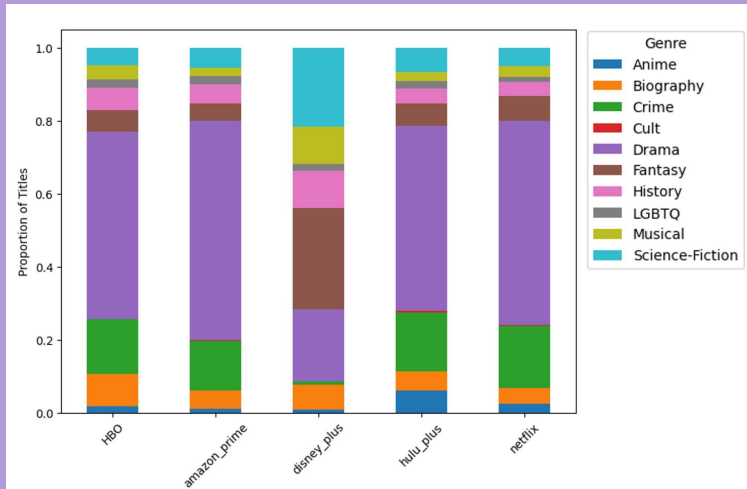


Genres with the Lowest Title Count

Genres are sorted based on title count in a descending order, the graph shows the last 10 among them.

Each title represents a specific tv show or movie.

2. WHAT TYPE OF CONTENT IS NOT CURRENTLY BEING OFFERED? IS THERE A POTENTIAL GAP?



Genres Distribution among Major Streamers

The distribution of genres is represented as counts of titles of each genre within each major streamer in this stacked bar chart.

We can see that the most frequently shown genres are **Drama**, **Crime**, and **Fantasy**.

However, the three genres rated highest in Reelgood scores—**Cult**, **Anime**, and **LGBTQ**—are relatively rare on these platforms

Recommendations

- We can see that **Cult**, **Anime** and **LGBTQ** are 3 genres that are highly scored in Reelgood but are rarely featured on tv and in movies.
- Therefore, although these genres may initially appear niche, we recommend creating more related content to reach potential customers based on the analysis result.
- Among all streaming platforms, we believe that platforms already streaming these 3 genres have a built-in audience for them. Therefore, we recommend strengthening the promotion of these genres on these platforms to increase the frequency of their presentation.

3. WHICH TV SHOWS ARE SUCCESSFUL IN THE STREAMING SPACE?

Define success:

- 1) High IMDb ratings
- 2) ReelGood Scores
- 3) Number of Platforms Available
- 4) Number of Seasons

After considering main factors, the top successful TV shows in the streaming space are:

- Breaking Bad
- Planet Earth II
- Chernobyl
- Band of Brothers
- Game of Thrones
- The Wire
- Our Planet
- Cosmos
- Rick and Morty
- Avatar: The Last Airbender

These factors together suggest that these shows have not only attracted a lot of viewers but have also maintained a high level of quality and popularity over time.

