



NETFLIX POLICY BRIEF

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EXECUTIVE SUMMARY:

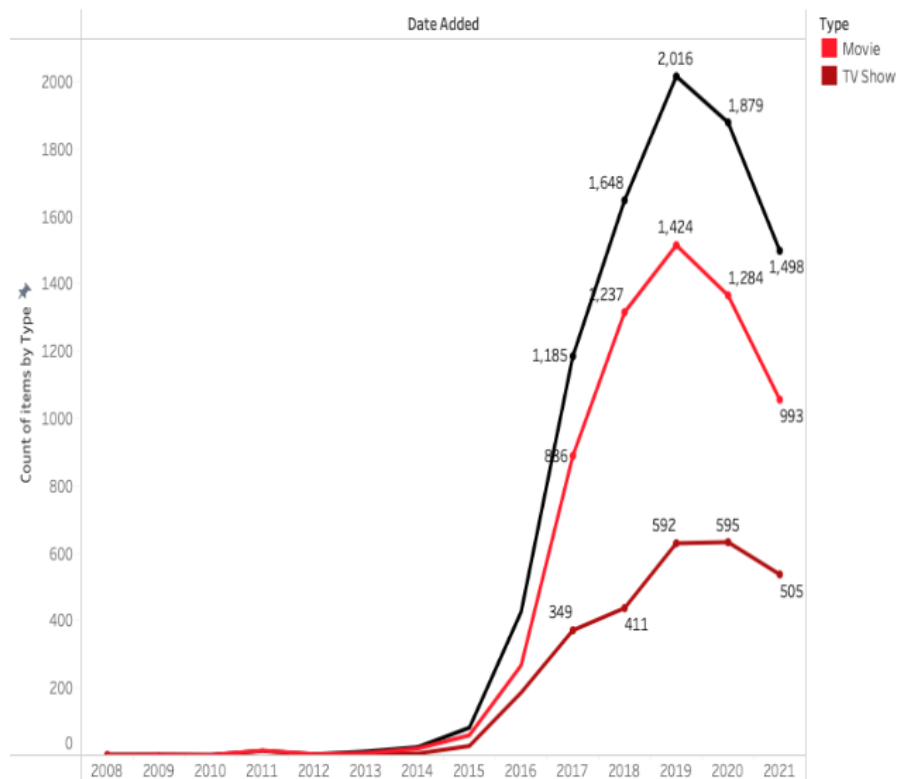
How can Netflix increase its revenues? How can Netflix retain its existing subscriber base and increase it? In the last year or so, Netflix has faced a decrease in its revenues. After years of upward trend since its launch in 2008, for the first time in the company's lifetime has it faced a decrease in its revenues. Is this an indication that Netflix is losing its hold as the top OTT platform? Or is it just a case of Netflix dropping the ball in a world filled with uncertainty as it is recovering from the effects of Covid-19? The following policy brief aims to analyze Netflix over the years and find ways in which Netflix can increase its revenue.

Netflix has always been the leading player in the OTT industry with blockbuster titles as well as critically acclaimed content that has pulled in viewers in millions and kept them hooked. After all, what's better on a Sunday afternoon than to Netflix and chill, right?

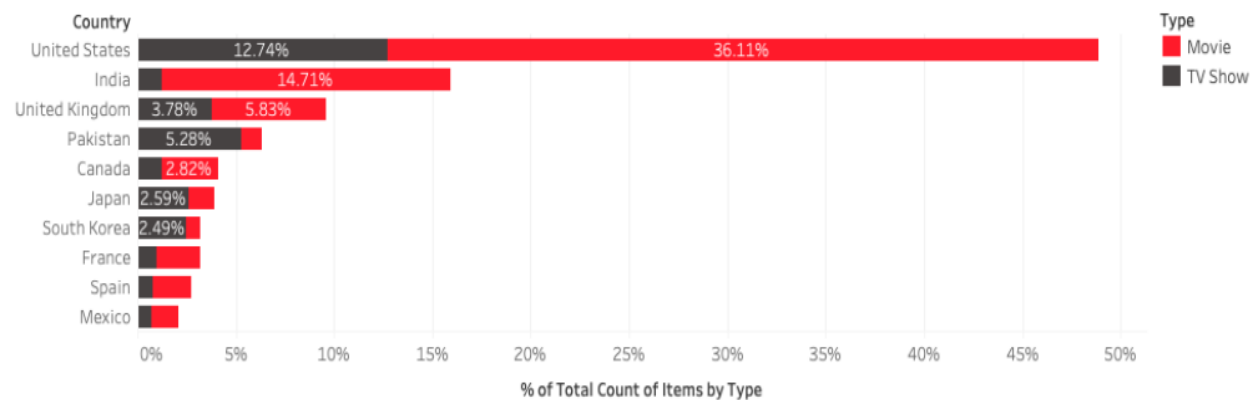
ANALYSIS:

Given Netflix's reputation as the go-to site for having a good watch, it must keep feeding the viewers quality content as the demand for it increases day by day. And Netflix has obliged to the consumer demands and ensured a steady supply of quality content for the viewers to binge. Despite a decrease in the number of contents added in the last couple of years, Netflix still has provided ample amount of new content to retain its subscriber base and to attract new ones.

Number of contents added through the years



Top 10 countries Movies & TV Shows Split

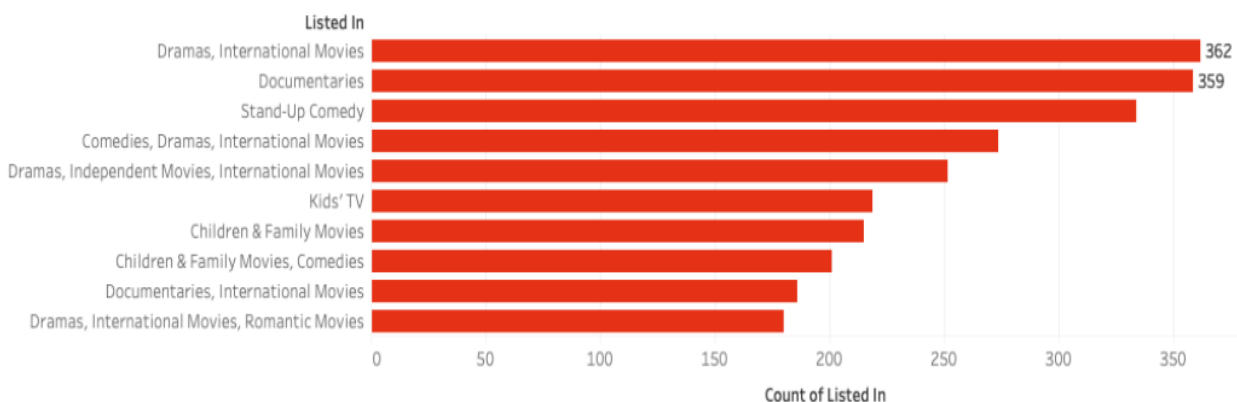


48.85%

of Netflix's content is made for
US viewers

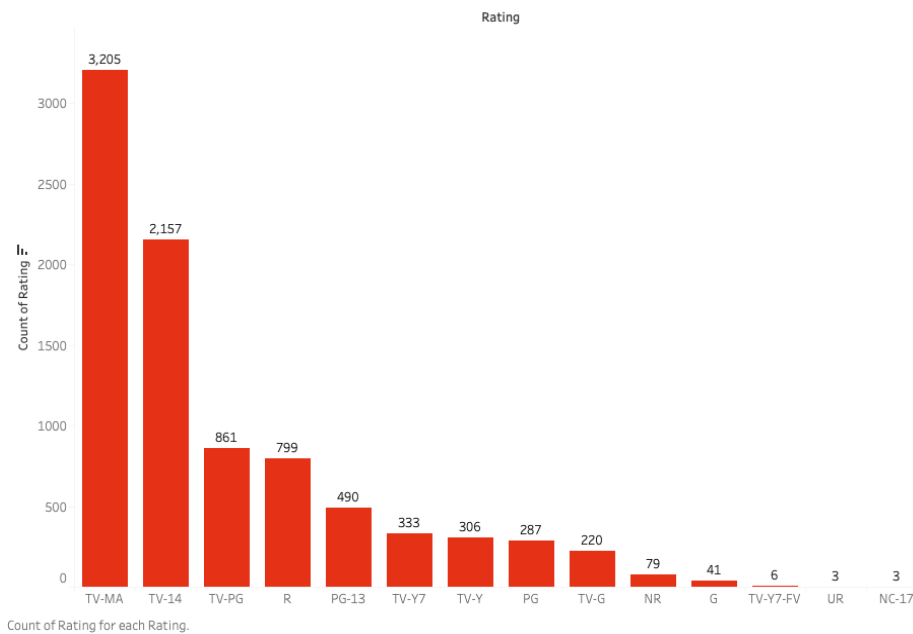
An analysis into the geographic division of how Netflix releases its contents showed that almost half of Netflix's target audience is from the United States of America followed by India and the United Kingdom, both of which are a distant second and third in terms of number of contents present for their viewers consumption.

Top Genres in All



In terms of the kind of movies and TV shows that viewers view the most, international movies establish a clear domination over the other genres with dramas and comedies also garnering a respectable audience.

Movies & TV shows rating Count

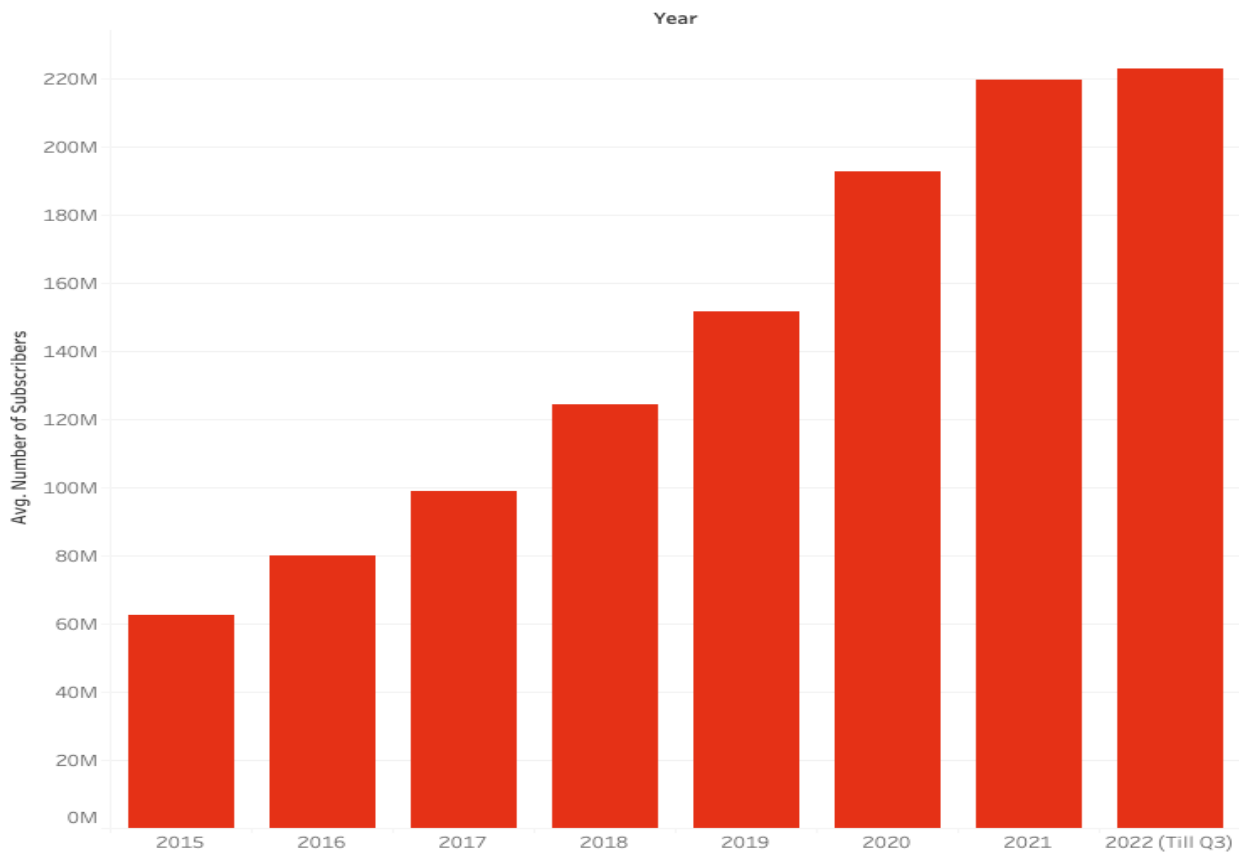


revenue that Netflix is facing.

And among the kind of content being made available for the viewers, a staggering **61%** of the movies and TV shows are with content rating as TV-MA and TV-14 generate the most interest. We can say that the need for greater attention to be given to other kinds of movies and TV shows is paramount now given the decrease in

A glance at the subscribers and revenue of Netflix over the years:

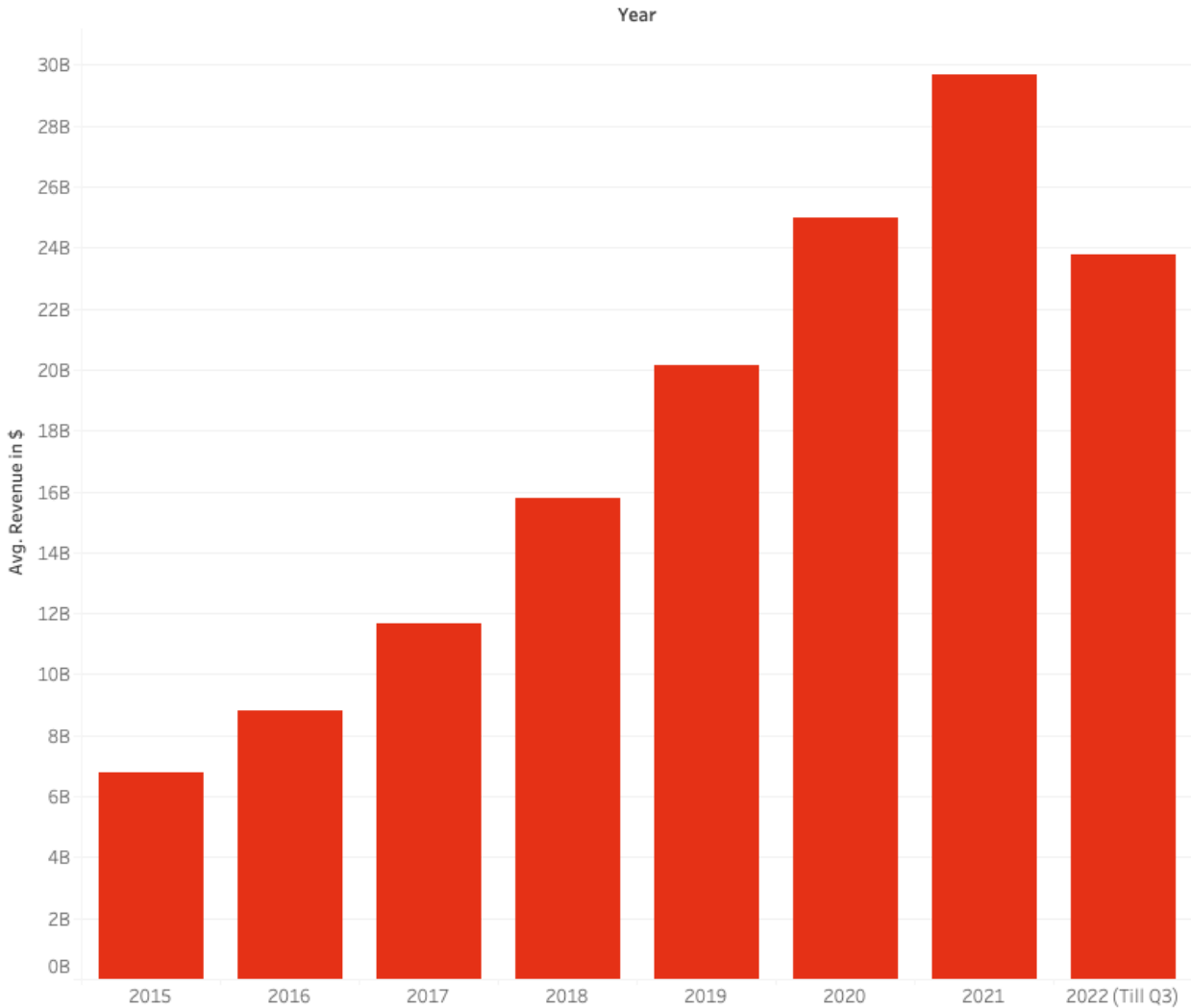
Average Number of Subscribers Per Year



One thing Netflix has always been good at is attracting viewers. Traditionally, Netflix's pricing has been on the higher end when compared to their competitors. But this hasn't stopped viewers from subscribing to the portal in millions. This is mainly due to Netflix's quality offerings in various categories.

But despite all these positive results in terms of tens and hundreds of contents being added daily, catering to multiple countries and their viewing habits, maintaining a wide portfolio in terms of the various genres on offer and in terms of the various type of content being made available to the viewers, Netflix is seeing a decline in their overall revenue.

Average Revenue by Year



RECOMMENDATIONS:

1. Increase the number of contents being added yearly on the platform. With the world becoming more and more digital, the need for quality content to take their mind of the daily stresses at home and at work is increasing. And with this increased need for stress busters comes the increased need for more content to watch. Also, given the fact that the OTT industry is becoming more and more competitive by the day is also and added impetus to deliver better content to gain an upper hand on Netflix's competitors.
2. Focus on more countries and languages apart from the United States of America and English to expand the reach of Netflix to other parts of the world where they may be lagging against other competitors and to give a much-needed boost to their revenue.

3. Focus on top genres such as dramas and documentaries, and on popular type of content such as TV-MA, TV-14 etc. to retain their existing customer base and focus on lesser performing type of content as well to ensure they are covering all the masses.

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AUTHOR:

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