



# Prime Video Content Analytics

Comprehensive analysis of Amazon Prime's streaming library (1920-2021)

# Library at a Glance

9,655

Total Titles

Spanning over a century of content

519

Genres

Diverse entertainment categories

5,771

Directors

Global creative talent

25

Rating Categories

Content for all audiences

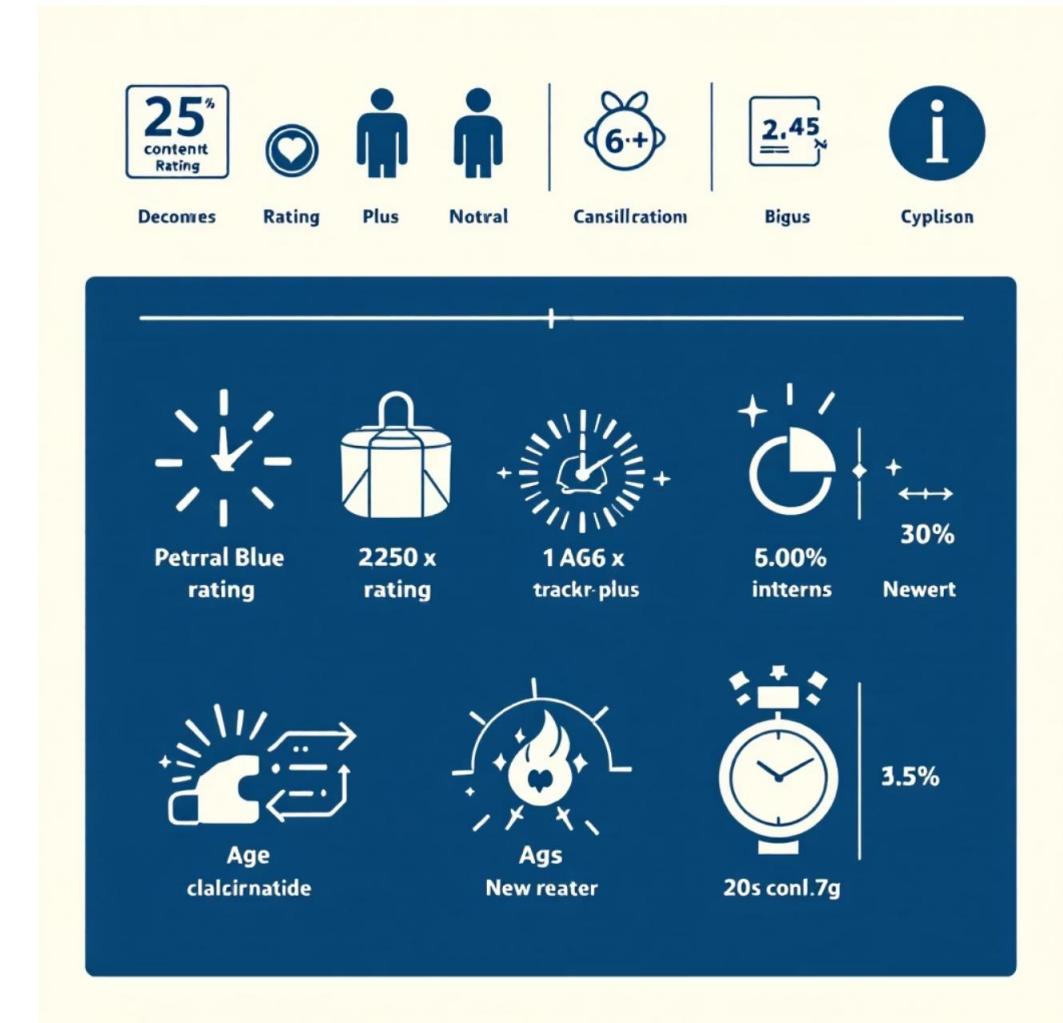


# Audience Targeting: Ratings Distribution

## Mature Content Dominance

- 'ALL' and '18+' lead with highest title counts
- R-rated and mature content forms significant portion
- PG-13, PG, 7+ show steady but smaller representation

Prime Video strongly leans toward adult audiences, reflecting global content trends



# Genre Landscape



## Drama

986 titles — Most dominant category



## Comedy

536 titles — Second largest genre



## Drama, Suspense

399 titles — Popular hybrid



## Animation, Kids

356 titles — Family-friendly content

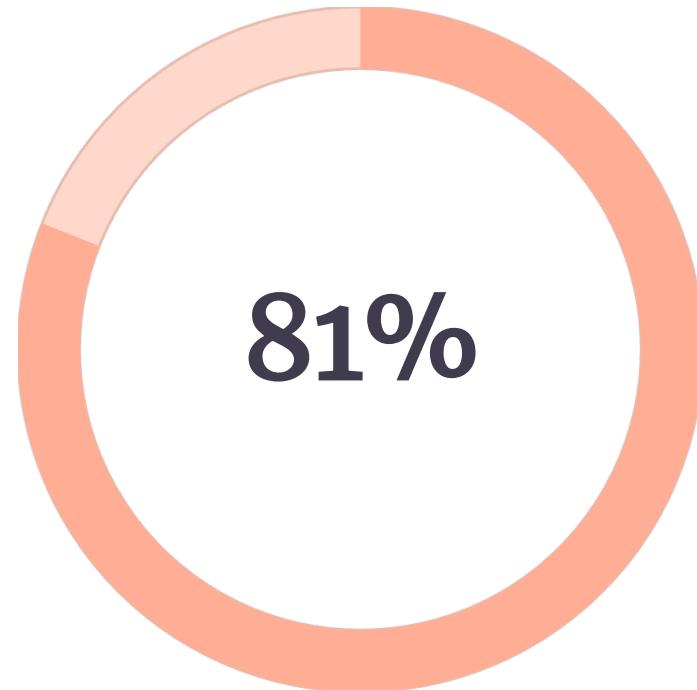


## Documentary

350 titles — Educational offerings

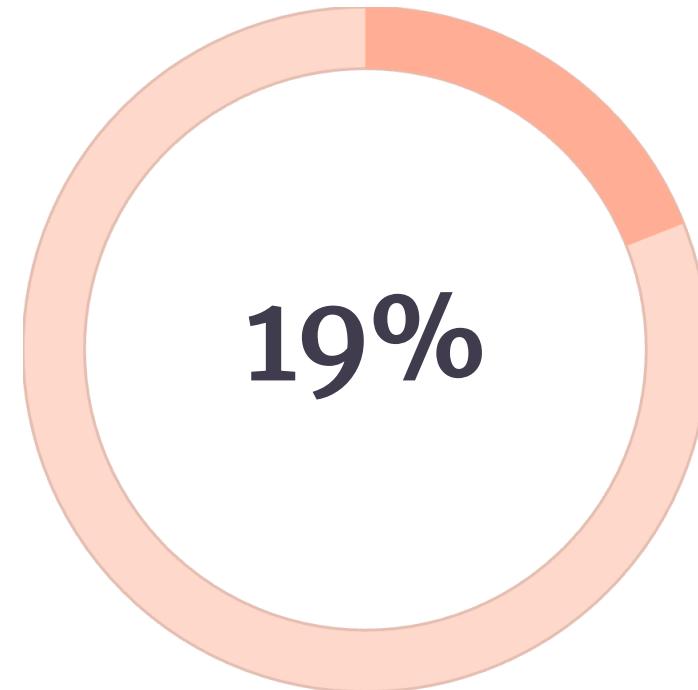
Balanced portfolio across entertainment categories, with drama leading the way

# Movies vs TV Shows



**Movies**

7,810+ titles dominate the library



**TV Shows**

1,850+ series available

- ❑ Key Insight: Movie-focused strategy aligns with global distribution model, including extensive regional film licensing

# Global Content Distribution

## Highest Volume

USA, India, UK, Canada lead content supply

## Moderate Presence

European countries show steady distribution

## Lower Representation

African and Middle Eastern regions underserved

Library heavily concentrated in North America and South Asia, driven by Hollywood and Bollywood





# Content Growth Timeline

1920–2021: A Century of Entertainment

1920–1940

Minimal releases, early cinema era

2000–2010

Sharp increase begins

1

2

3

4

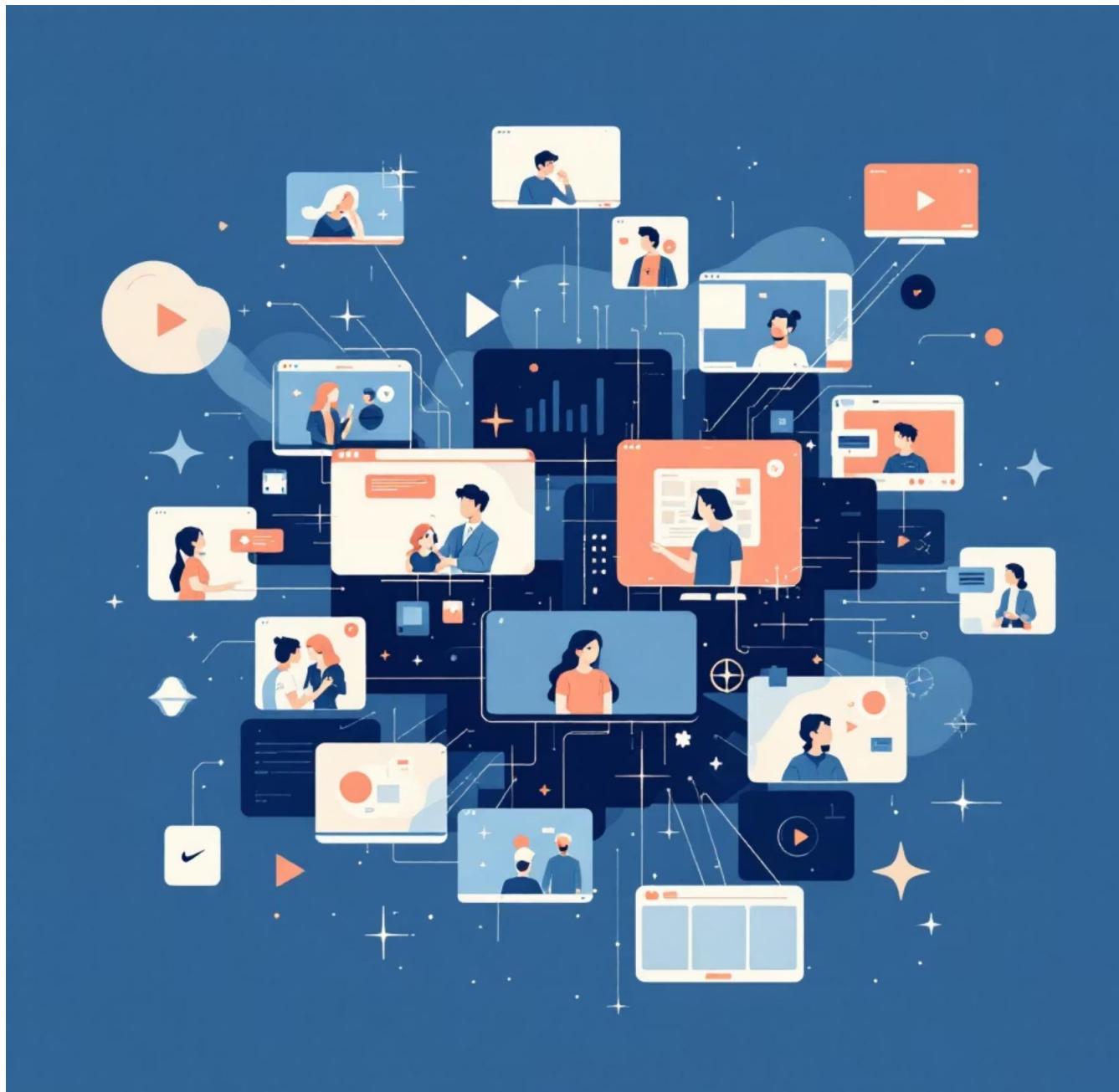
1950–2000

Gradual rise in content production

2010–2021

Exponential surge in releases

# The Streaming Boom



## What Drove the Surge?

- **Digital Content Boom**  
Rapid shift to online platforms
- **OTT Competition**  
Aggressive library expansion
- **Global Production**  
Increased regional content creation

# Strategic Insights

## Audience Strategy

Rating-rich library covering all categories, with strong adult audience focus

## Content Mix

Drama and comedy dominate, with balanced family-friendly offerings

## Format Preference

Movie-centric approach with 4:1 ratio over TV shows

## Geographic Focus

Concentrated in USA, India, UK, and Canada markets

## Growth Trajectory

Exponential expansion post-2010 reflects digital adoption



# Conclusion

Prime Video has built a vast, diverse library with strong focus on global entertainment and movie-oriented content

The platform's accelerated growth post-2010 reflects rapid digital adoption and increased production worldwide

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**Value for stakeholders:** Critical insights for content strategists, analysts, and decision-makers understanding content diversity, audience segmentation, and global distribution patterns