

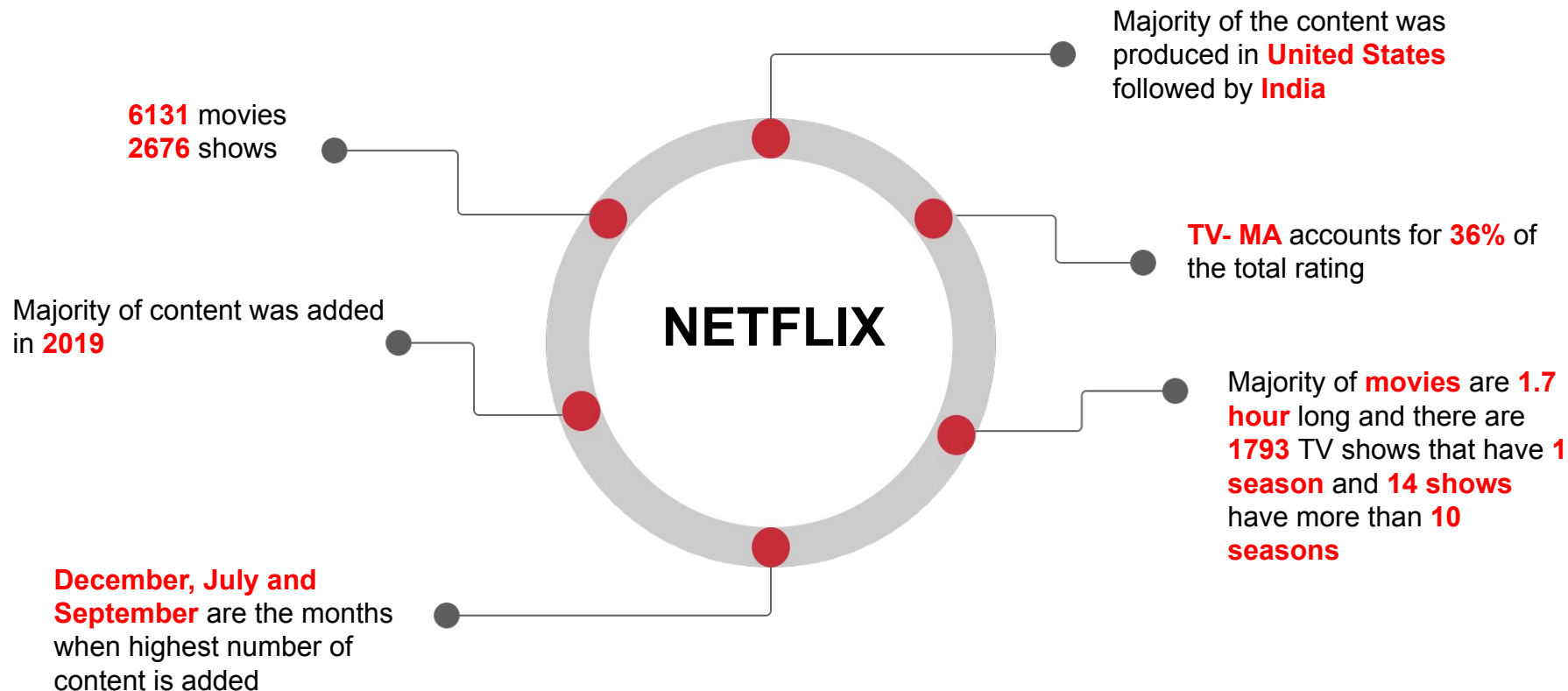
Netflix Movies and TV Shows

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Client's Questions

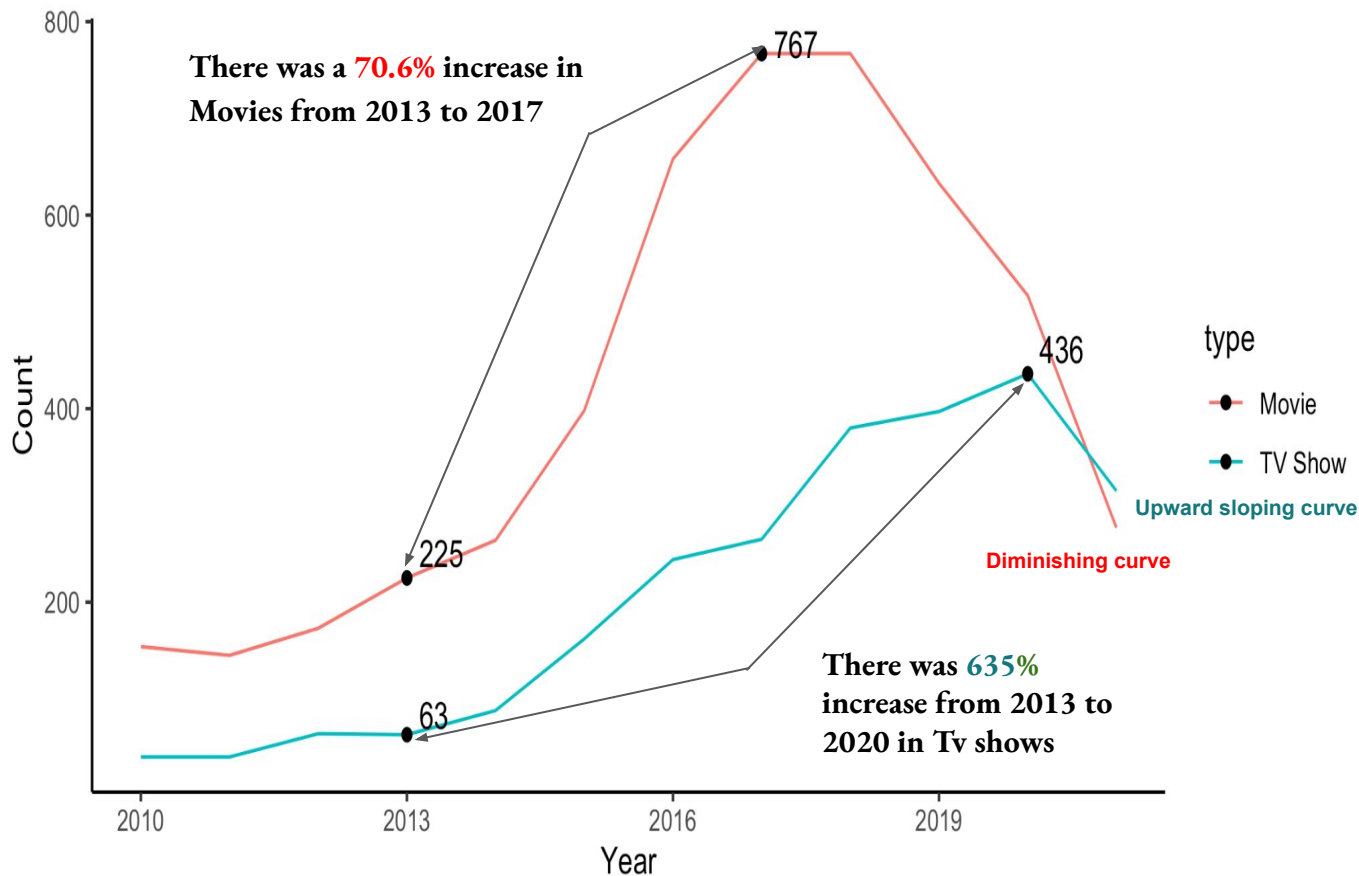
- What has been the trend of the tv shows and movies released on Netflix over the years?
- Which are the top 10 countries producing highest TV-MA content?

Data tidbits



A 259% increase in total content produce from 2013 to 2017: Will internet tv replace the linear tv?

A trend of movies and tv shows **released** on Netflix over the years



Story behind the trends:

2013: Started producing original content and expanded in 130 countries

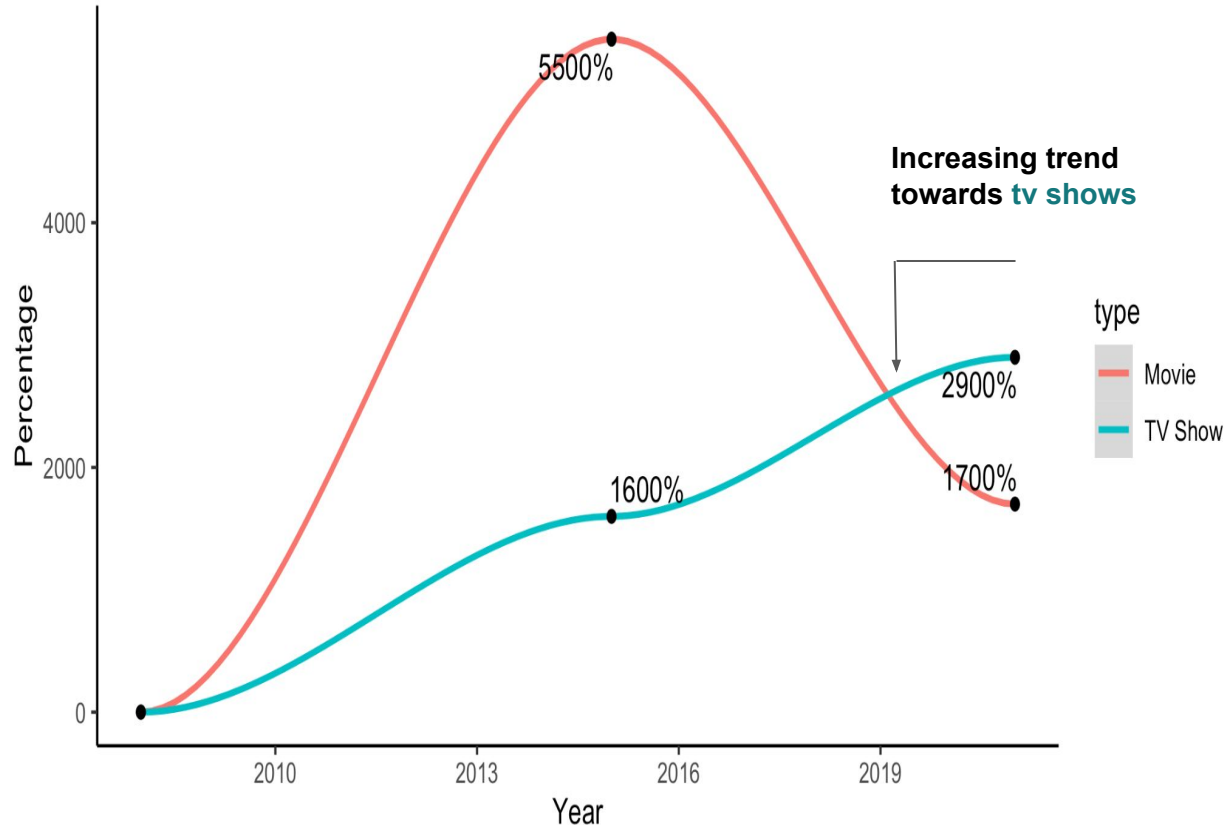
2015: Netflix rapidly acquire the exclusive rights to broadcast licenced shows with Netflix original

2016-2017 : Netflix did an A/B test on recommendation system and realised that 75% of what people watch was being driven by recommendations, so it didn't need the huge catalog.

2020: Pandemic took its toll

Do people prefer tv shows over movies **or** is Netflix conditioning consumer preferences?

A percentage change in movies and tv shows **added** on Netflix from 2008 to 2021



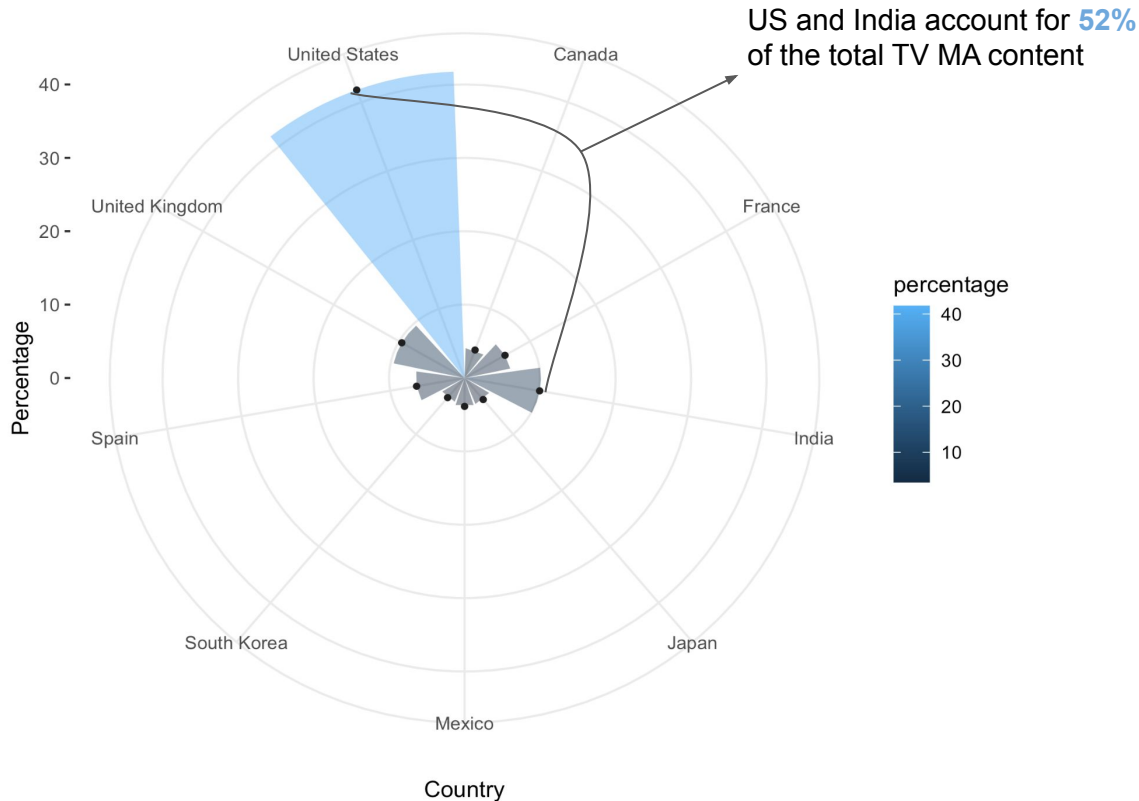
Strategies used to alter consumer preferences:

In the recent years there are a lot of TV Shows that is added to Netflix

It not only illustrates an increasing trend towards tv shows but also depicts a strategy of Netflix to increase viewership and engagement on their website.

Will having a standardised rating system in all countries increase the TV MA count?

Top ten countries with **highest** TV MA count



Highlights

United States & India recorded the highest number of TV MA content

Bangladesh followed by Syria, Russia and China contributed the lowest to this content.

Many country have their own television ranking system and rating processes. This might have lead few countries to fall back on the rating

Recommendations:

- Having its own rating system: Netflix system still uses IMDB and user rating data to create a content-based predictor. Money Heist added in 2017 but skyrocketed in 2018 this was because the IMDB rating were really low in 2017 and that is the reason it failed to appear in the viewers suggestion back in 2017
- Having something similar for movies

