Question 4

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Abstract

Given the age of streaming launching a new streaming serives is the way to go however questions must be asked given Netflix recent decline. This will look to see if SU Streaming should lauch its own service.

Keywords: Netflix \

1. Introduction

There are multiple streaming services in the world such as Disney plus, Netflix etc. However Netflix was one of the first streaming services in the world. However the question remains has the market become to saturated given the decline in Netflix users

2. Trends Over time

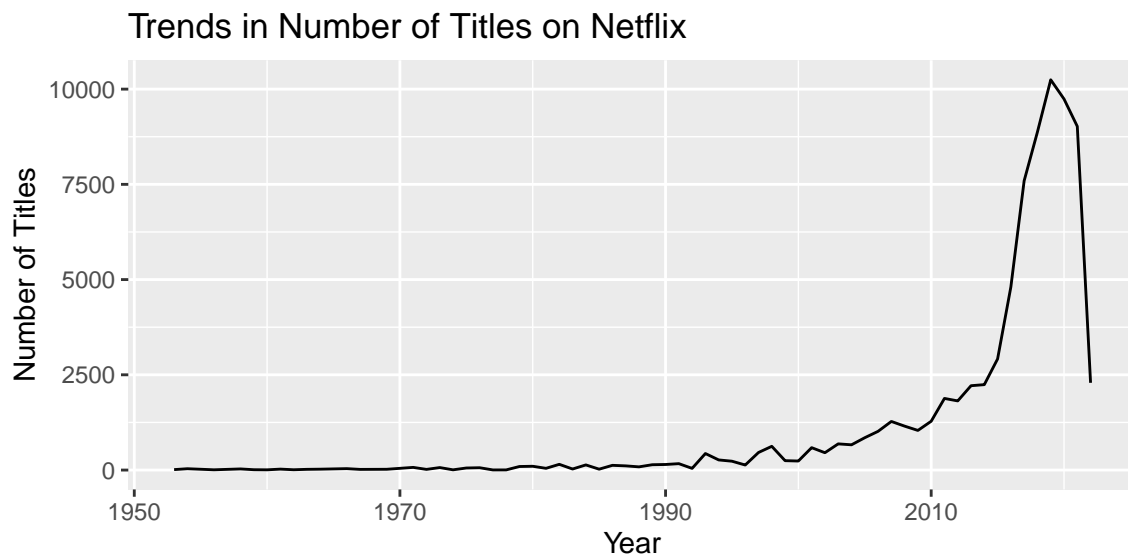The first thing that i will be looking at is the content on Netflix over time

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Trends in Number of Titles on Netflix

Figure 2.1: Content on Netflix over time

It can be see from this graph that from the late 1990s netflix really starting to take off. However from 2010 there was an explosion in the content. this lasted up an till 2015 as other streaming services started to enter the market.

3. Distribution of Content

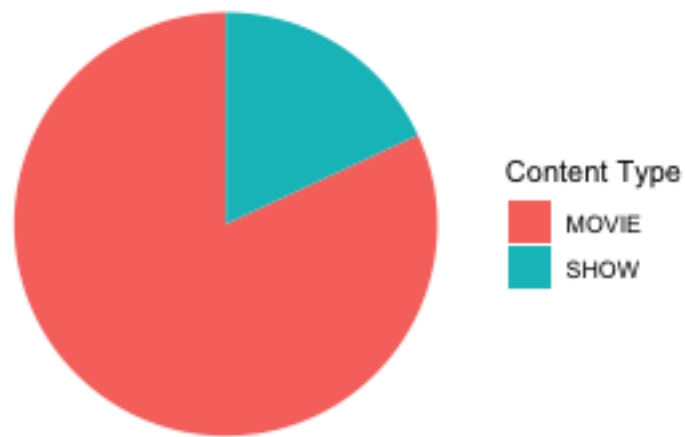Given that Netflix is a streaming platform it offers both movies and shows

Figure 3.1: Pie chart of content

Is is clearly evident from figure 5.2 that Netflix offers more movies than shows. To look as this more clearly we will look the bar chart to show the difference in content
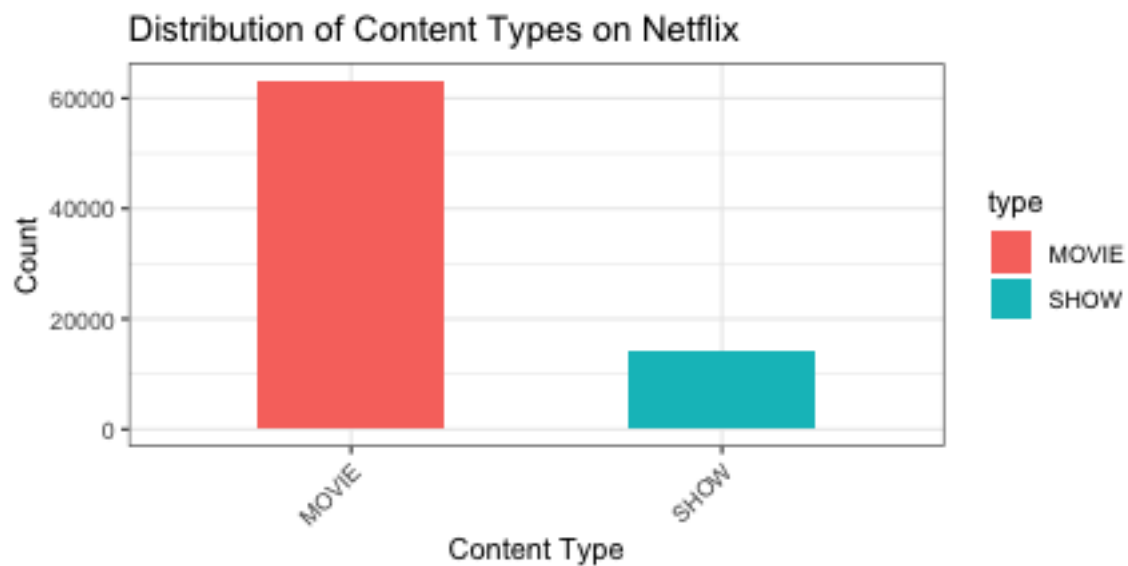

Figure 3.2: Bar graph

It is clearly evident that netflix platform hosts more movies that shows.

However one must question whether given that shows dominate on netflix how do they rate compared to shows.

Average IMDb Ratings by Content Type

Figure 3.3: Average ratings
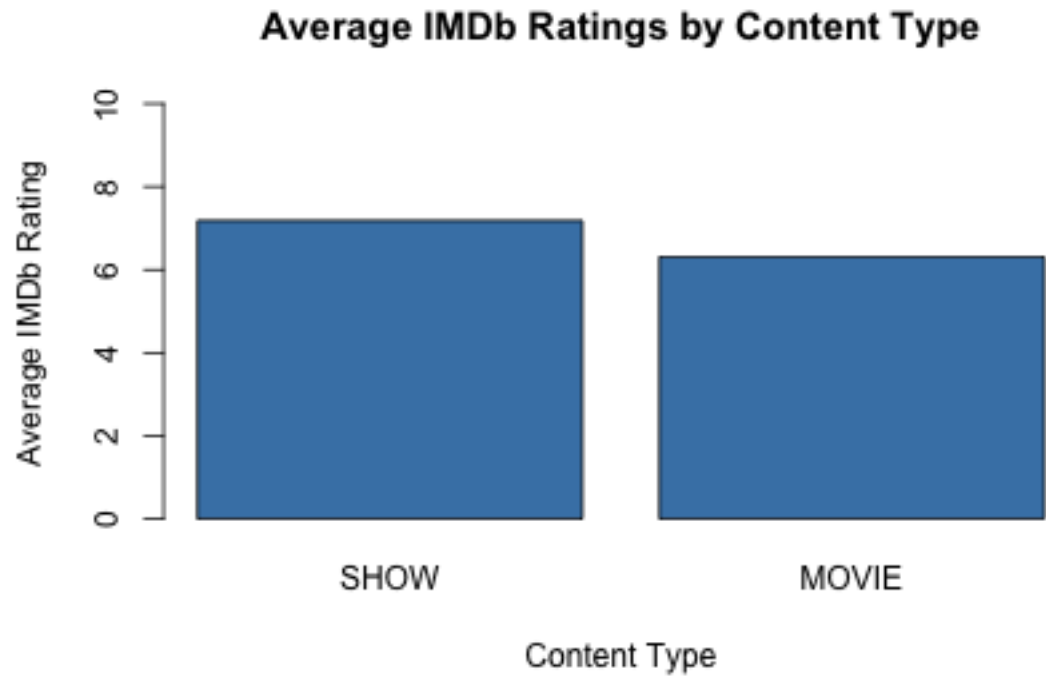
```
##    age_certification num_titles
## 1                  G       1456
## 2              NC-17        258
## 3                 PG       5134
## 4              PG-13      11508
## 5                  R      15853
## 6              TV-14       3518
## 7               TV-G        377
## 8              TV-MA       6581
## 9              TV-PG        944
## 10              TV-Y        299
```

4. Popular people on Netflix

If SU wants to launch its own service it should consider which actors/actress has the most content on netflix
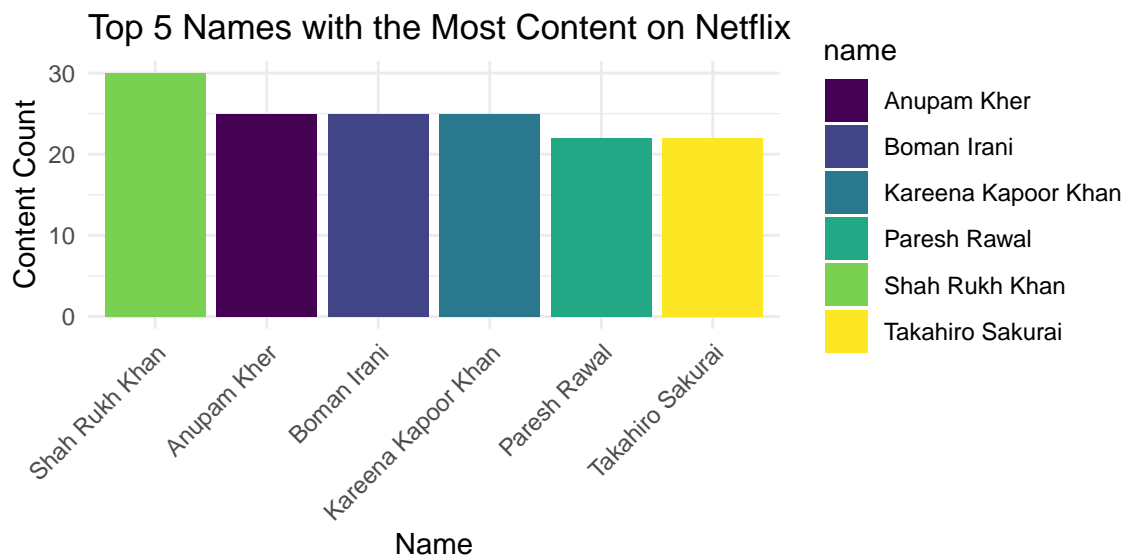

Figure 4.1: Common Stars on Netflix

Therefore Shah Rukh Khan has the most content on netflix, thus if SU has its own streaming service it should include some of his content. This is because if we look at the Figure 4.2 we can see that he has a high popularity as well as the content he is in tends to be rated above 6 on IMDb.
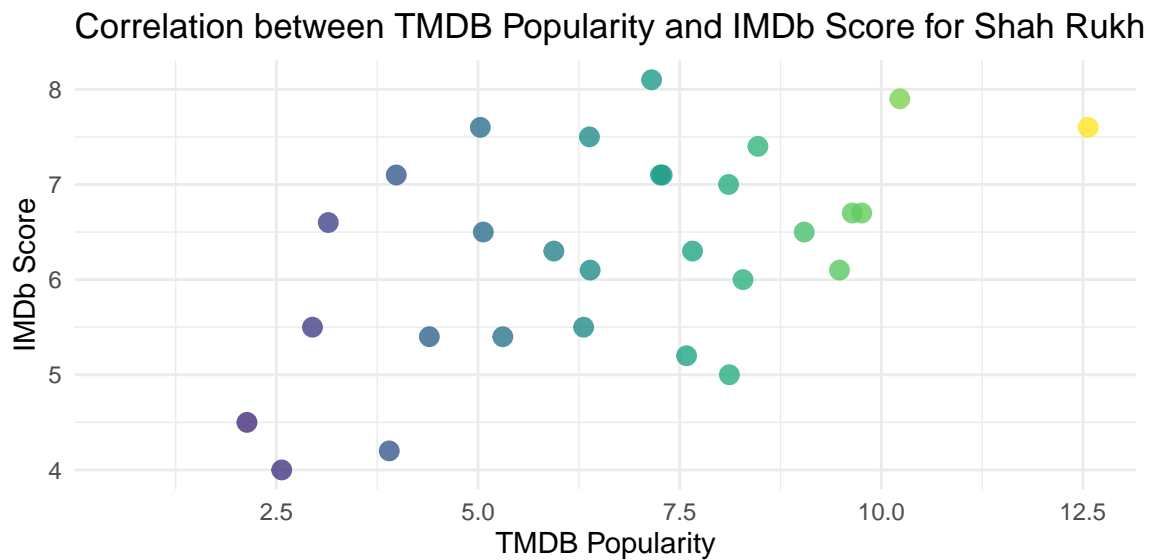
Figure 4.2: Correlation

5. Content By Country

Given that SU will be launching a streaming service in South Africa first and then branch out into the world. Given this it can be seen below that America produces the most content on netflix.
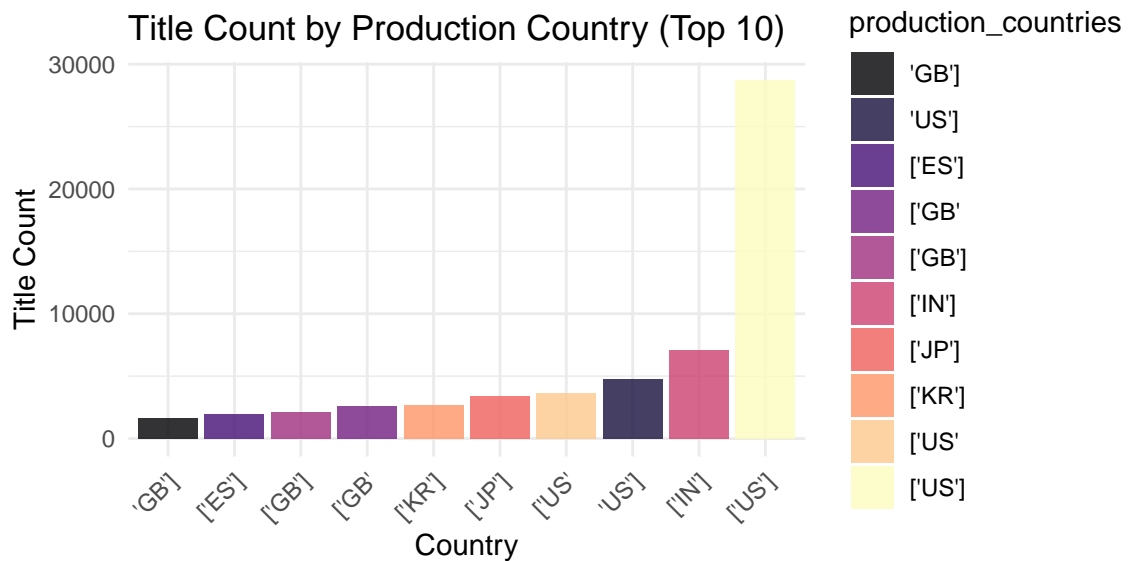

Figure 5.1: Content Produced by Country

Therefore for SU to be unique it should potential look to produce it own unique content.

What SU could possible do is look as genres that have the most dominate genres
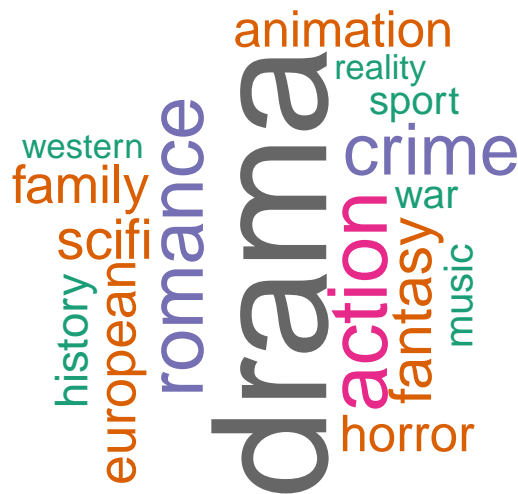

Figure 5.2: Word cloud most dominate genres

Therefore it can bee see that drama and comedy are the most popular content on netflix

6. Conclusion

Therefore if SU launches it sown streaming service it must ensure that it has a lot of movies for it users. It should also have high content of Drama. Thus a possibility if for them to produce there own content with one of the top actors/actress these will help ensure that it is successful.