



Unveiling Netflix's Content Strategy

A data-driven executive summary for senior leadership.

Key Strategic Insights

1

Content Portfolio & Risk

Analyzing the true mix of
Movies vs. TV Shows.

2

Global Growth & Localization

Identifying key content hubs
and international appeal.

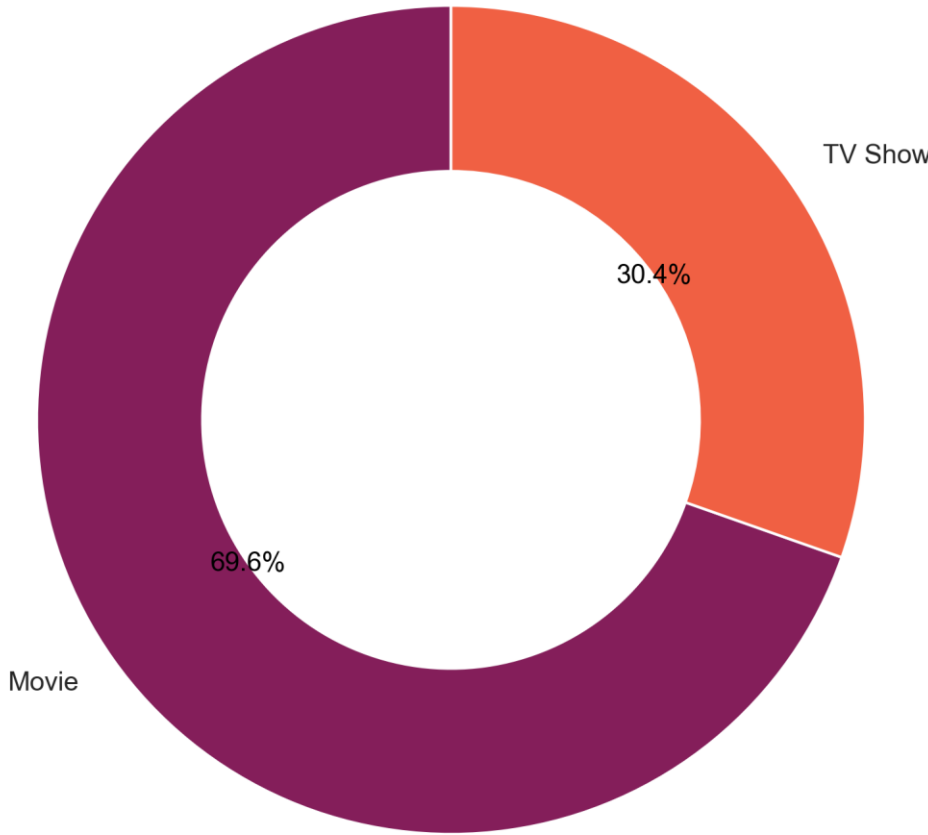
3

Growth Maturity & Audience

Understanding content addition
trends and audience focus.

Content Mix: Challenging the Myth

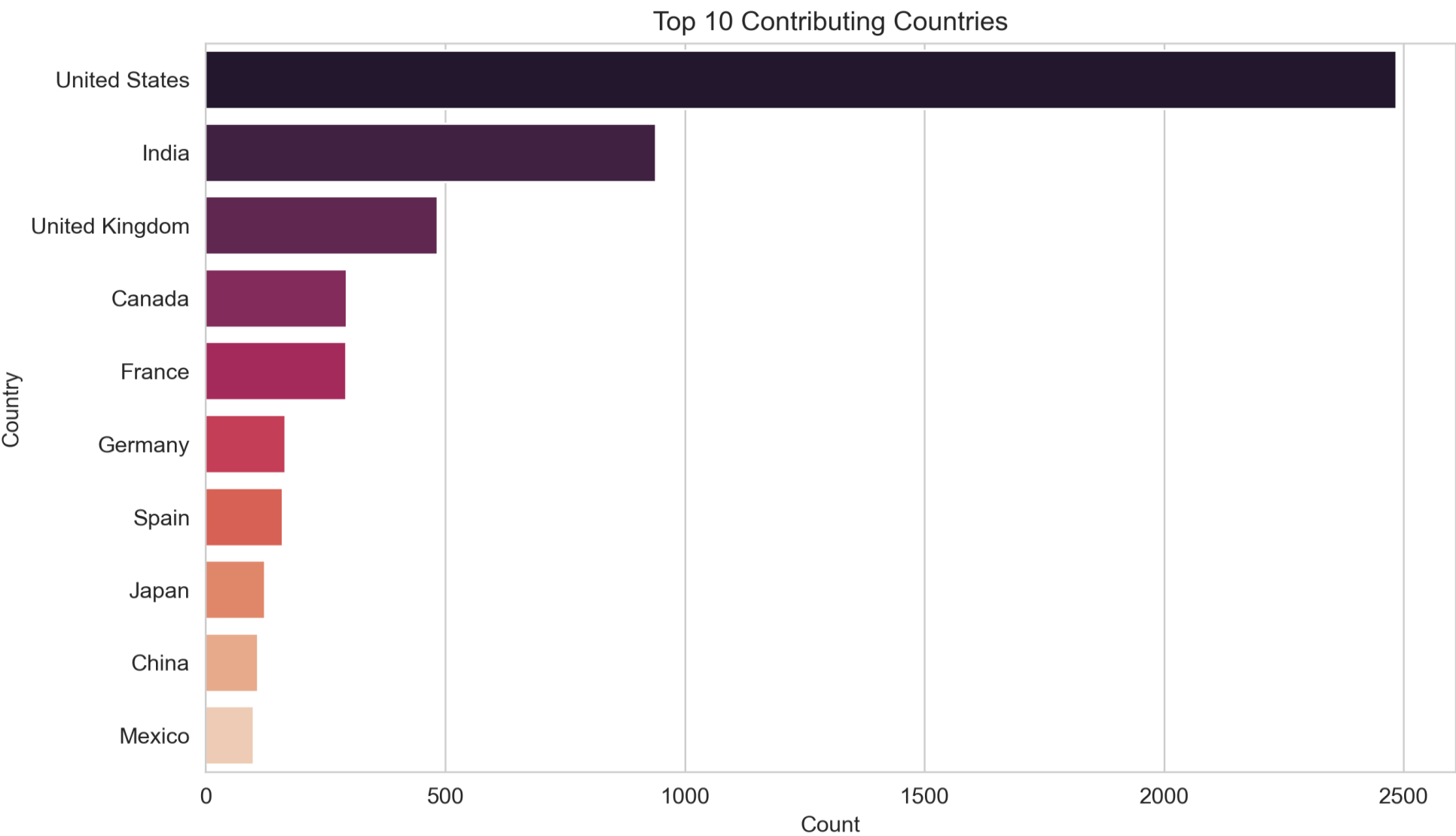
Movies vs TV Shows (Rocket Theme)



Our catalog is balanced, with a significant 30% dedicated to TV Shows.

This dispels the common misconception of a 90/10 movie-heavy library.

Global Powerhouses



United States

Consistent content production and viewership.

India

Emerging market with high engagement.

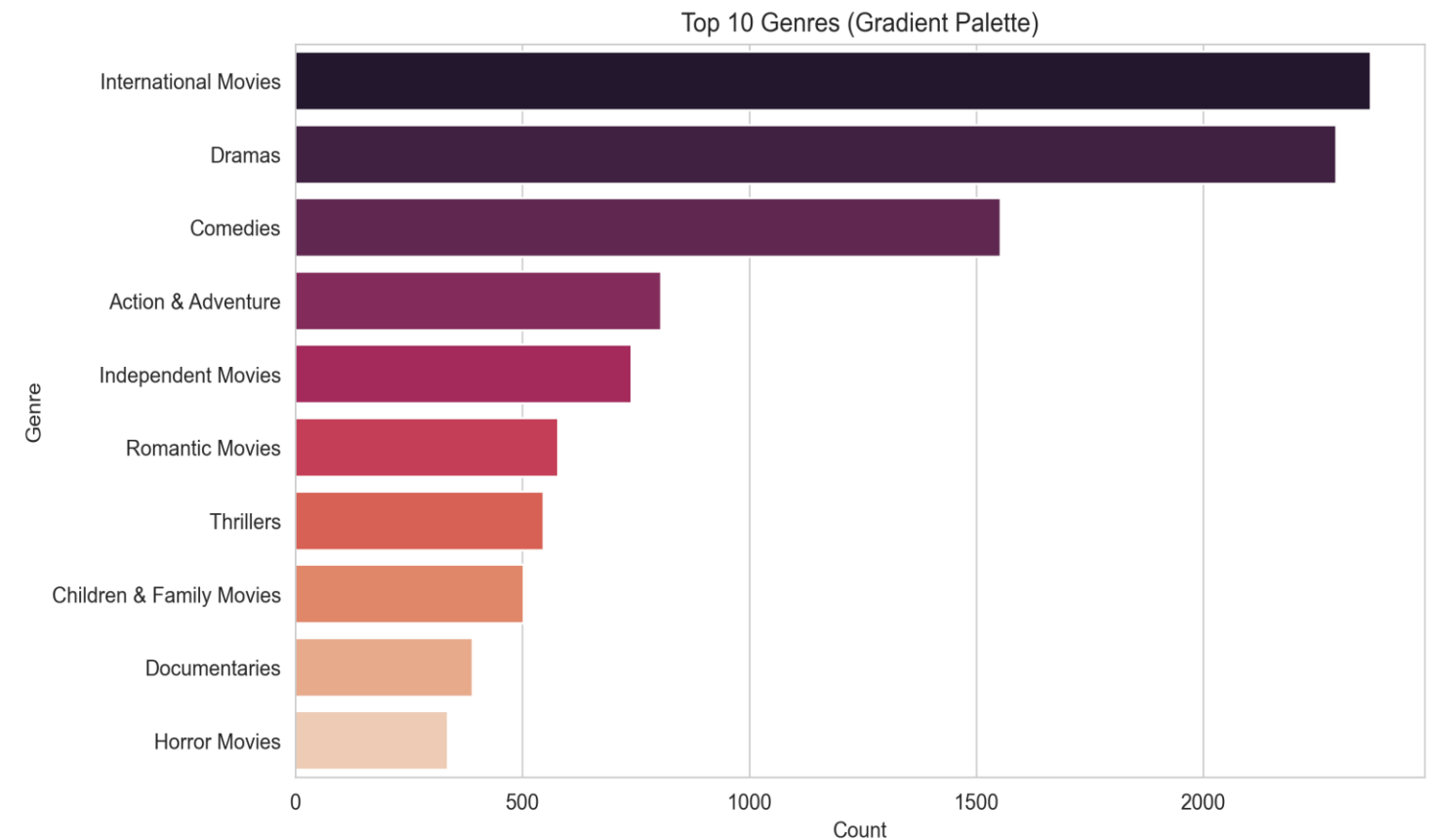
United Kingdom

Strong creative hub with global appeal.

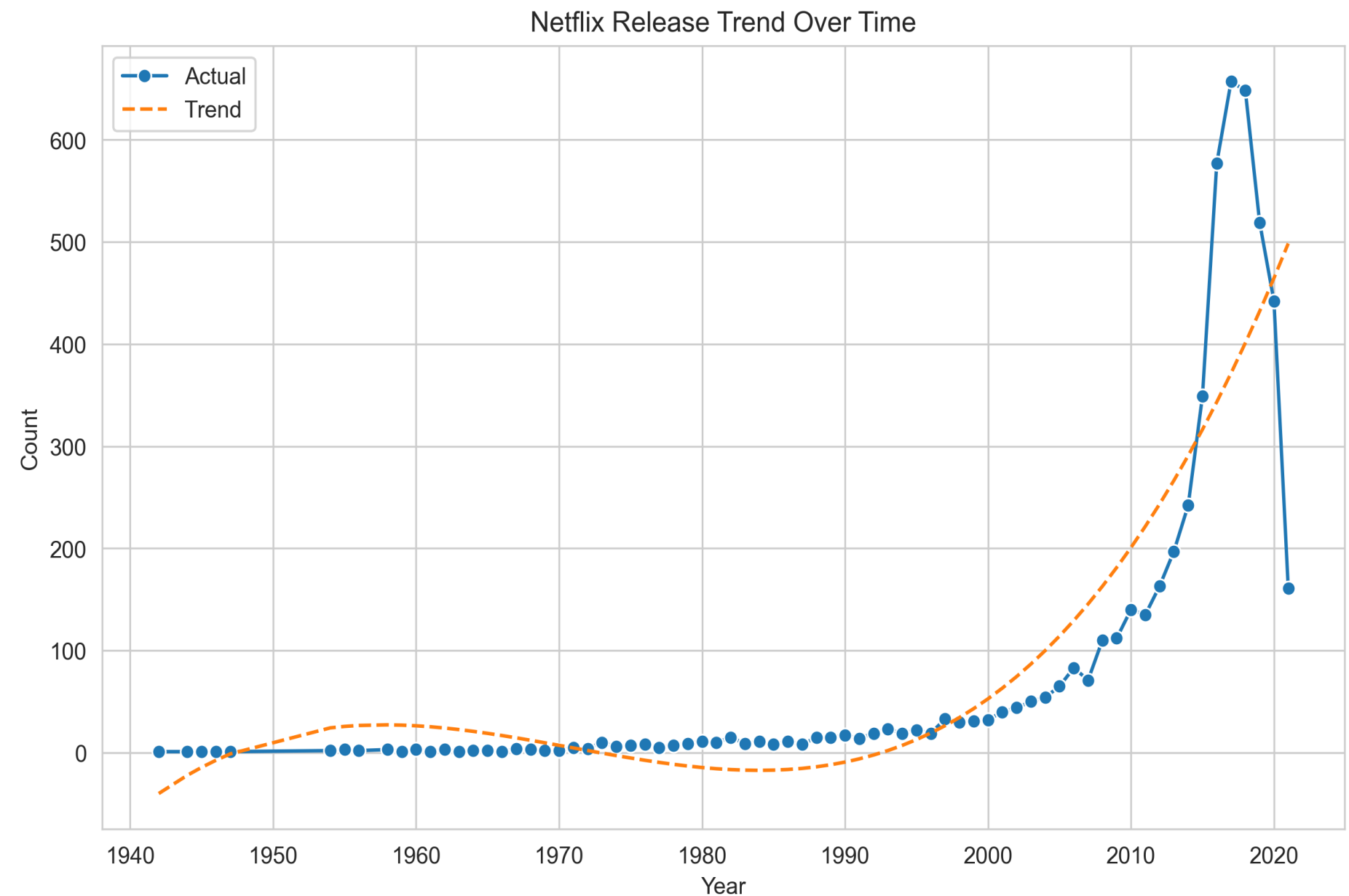
Dominant Genres: International Appeal

International Movies lead in popularity, showcasing the global reach and appetite for diverse storytelling.

- **International Movies:** Top-performing genre.
- **US Content:** Strong but not singularly dominant.
- **Localized Content:** Proving vital for regional growth.



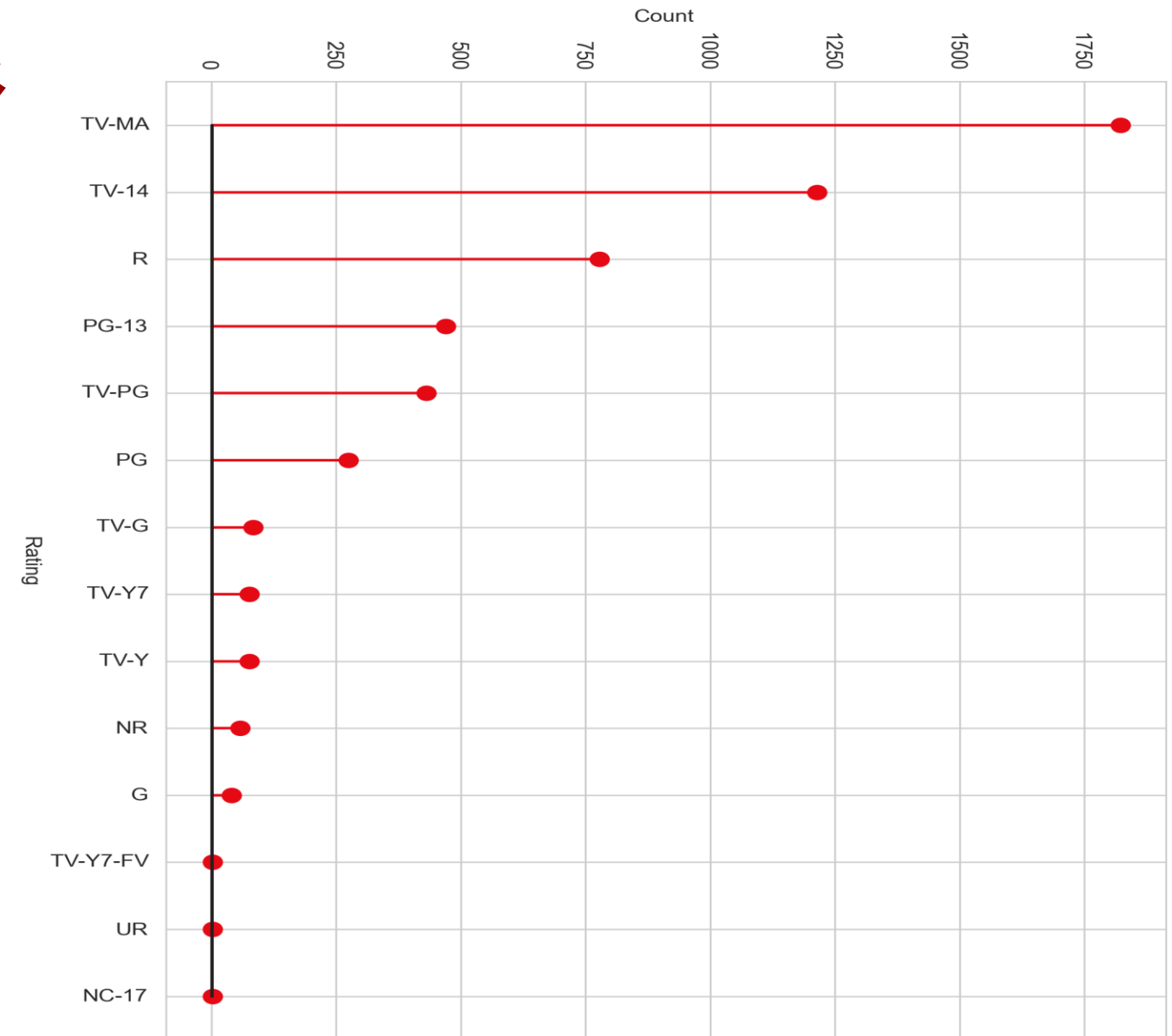
Content Additions Trajectory



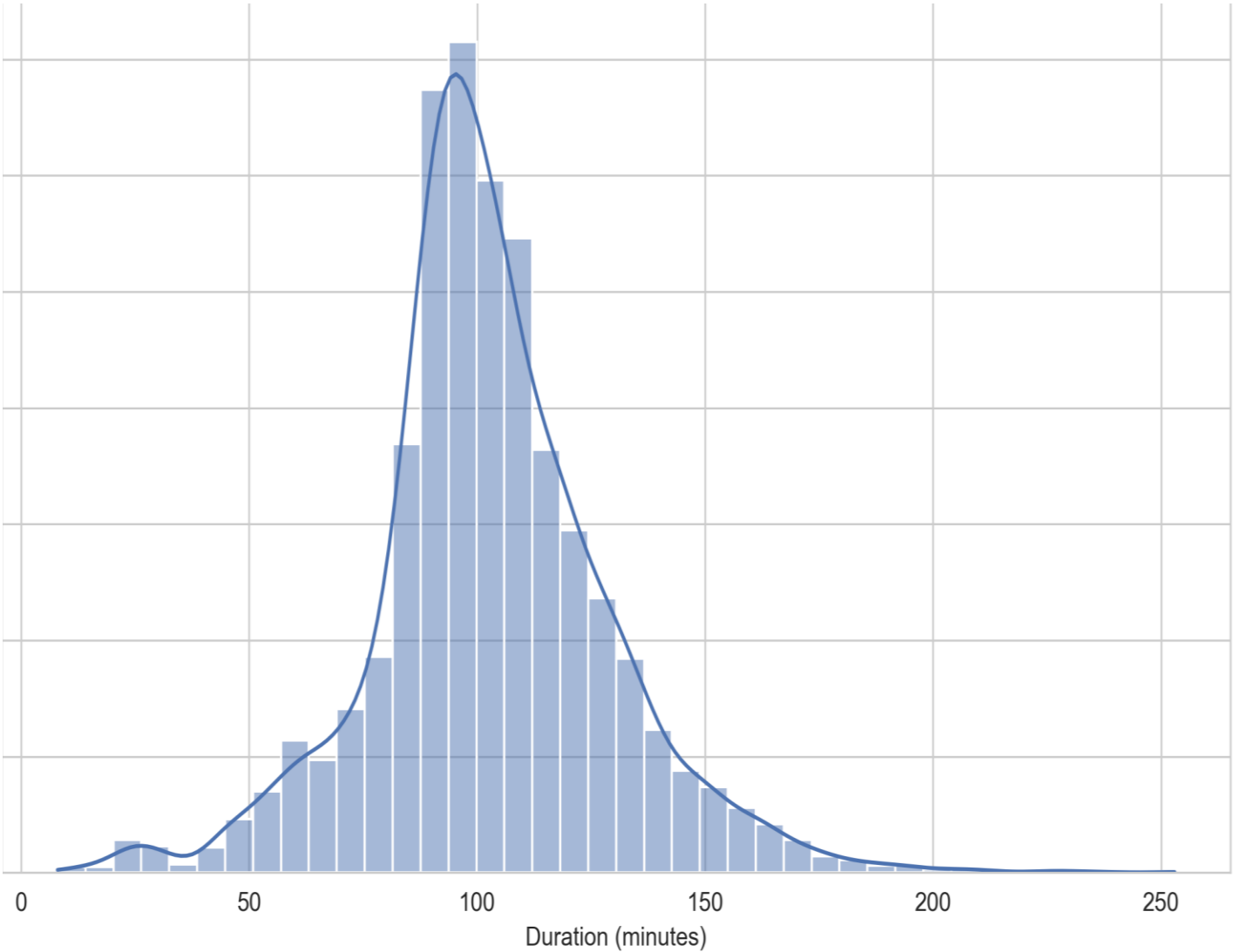
Audience Focus: Adult & Teen Content

Our content library heavily caters to adult and older teen demographics.

- **TV-MA:** Mature audience.
- **TV-14:** Ages 14 and up.
- **R-rated:** Restricted.



Movie Standard: Optimal Length



90-120 Minutes

Most movies fall within this duration, representing an industry standard for audience engagement and production efficiency.



Actionable Recommendations



Optimize TV Shows

Prioritize increasing quality and volume of serialized content for maximum subscriber retention.



Sustain Regional Hubs

Continue strategic resource allocation in high-volume markets like India and the UK.



Enhance Efficiency

Utilize the 90-120 minute movie standard as a benchmark for film acquisition.



Thank You.