

Amazon Prime Video Analytics Report

1. Total Content

- Total Titles: 9,655
- Movies: 7,810 ($\approx 81\%$)
- TV Shows: 1,845 ($\approx 19\%$)
- ➔ Amazon Prime ka content majority movies par focus karta hai.

2. Content by Release Year

- Content 1920 se lekar 2021 tak release hua hai.
- 2000 ke baad se content production mein sharp increase dekha gaya.
- ➔ Recent decades mein Prime par content availability kaafi zyada hai.

3. Genres Distribution

- Top Genres: Drama, Comedy, Suspense, Animation (Kids), Documentary
- Total Genres Covered: 519
- ➔ Drama aur Comedy sabse zyada popular hain.

4. Ratings Distribution

- Popular Ratings: 13+, 16+, All, 18+, R, PG-13
- Teen aur adult audience ke liye zyada focus hai.
- ➔ Amazon Prime ka target audience wide age range hai.

5. Directors & Production

- Total Directors: 5,771
- ➔ Diversity highlight hoti hai ki har saal naye-naye directors contribute karte hain.

■ Key Insights

- 1 Movies dominate (80%+) – Amazon Prime mainly ek movie-centric platform hai.
- 2 Wide release range (1920–2021) – Old classics + new releases dono hi available hain.
- 3 Drama & Comedy top genres – Ye dono genres maximum audience attract karte hain.
- 4 Family + Adult content – Balanced mix hai, jo har tarah ke audience ko serve karta hai.
- 5 Global content diversity – Multiple directors aur genres ke wajah se platform global audience ko cater karta hai.

■ Recommendations

- 1 More TV Shows add karein kyunki abhi sirf 19% share hai.
- 2 Regional content ka percentage increase kiya jaa sakta hai.
- 3 Kids-friendly shows aur documentaries ka content expand kiya jaa sakta hai.