

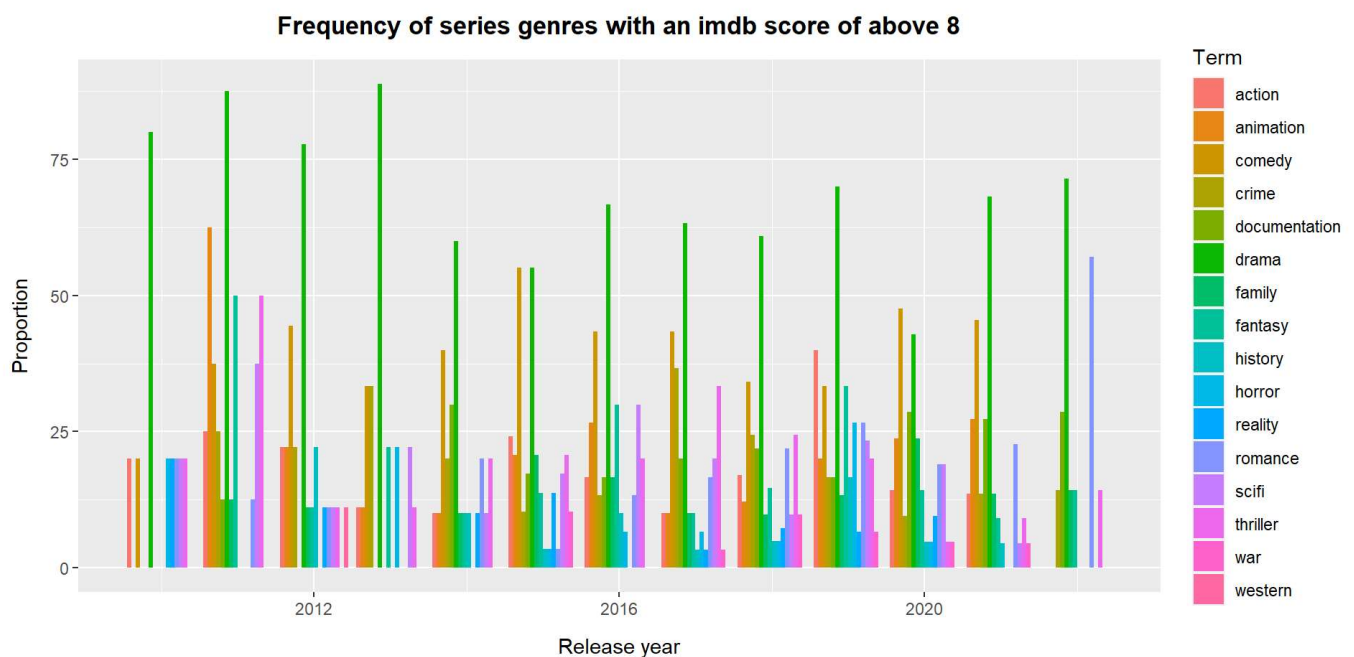
Helpful insights for starting a streaming service

Abstract

This report will offer some insight into which genres would be advantageous to add to a streaming service among movies and series as well as which actors signal popular films.

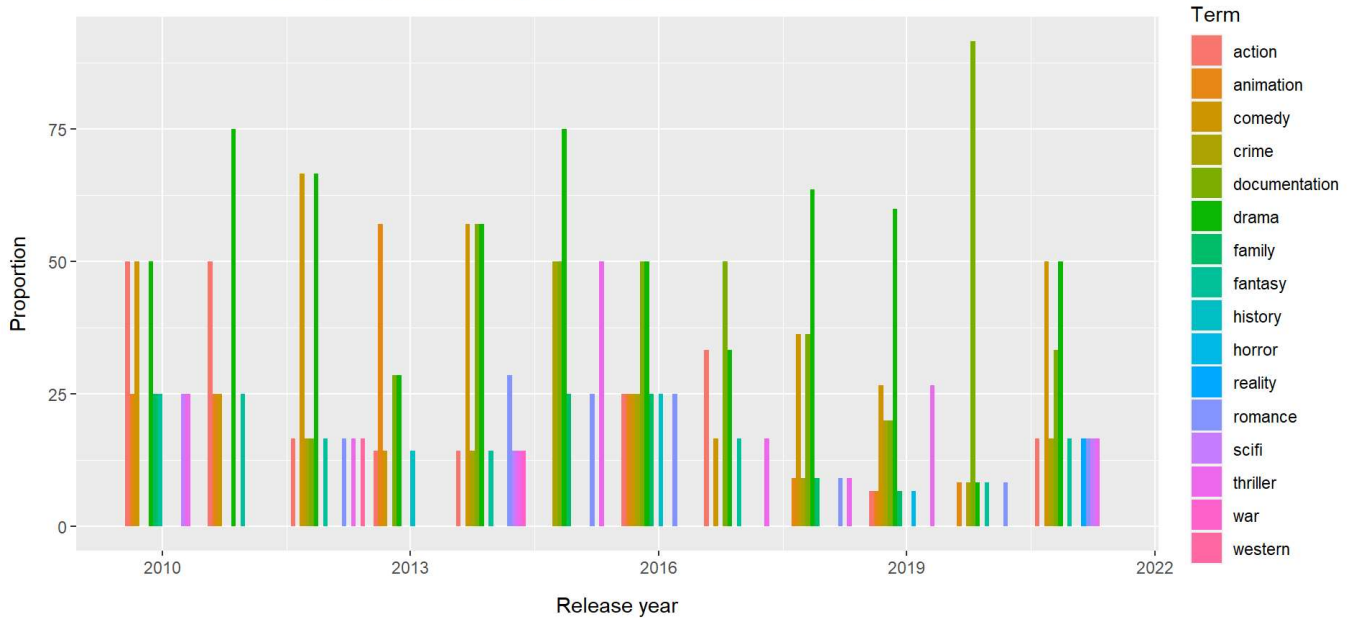
Introduction

A streaming service has to carefully select titles that will draw users to the platform. Series and movies genres therefore present an important aspect of the service. Figure 1 and 2 show the frequency of genres among series and movies with an imdb score of above 8. For the last 10 years, drama as a genre has dominated the most popular series. The next most frequent genre among the most popular series, is comedies. Documentaries tend to come up in around 25 percent of popular series. In 2022, there appears to be a spike in the popularity of the romance genre.



Among popular movies, dramas continue to appear frequently. Documentaries and comedies also perform consistently, although at lower frequencies. Actions and animation movies tend to feature less and less among popular movies over time.

Frequency of movie genres with an imdb score of above 8



The table below shows the most popular actors, their average imdb rating and their most popular movie or series performance. It becomes clear that including series in a streaming performance is of the utmost importance. More so, including very popular series within the last two decades should bring in users to the platform. Series and movies with the following actors are likely to incentivise users to join.

Name <chr>	Average imdb score <dbl>	Highest rated movie/series <chr>
Anna Gunn	9.5	Breaking Bad
Betsy Brandt	9.5	Breaking Bad
Cricket Leigh	9.3	Avatar: The Last Airbender
Jessie Flower	9.3	Avatar: The Last Airbender
Zach Tyler	9.3	Avatar: The Last Airbender
He Kailang	9.2	Who Rules The World
Kim Seol	9.2	Reply 1988
Lee Hye-ri	9.2	Reply 1988
Lee Ji-ah	9.2	My Mister
Ryu Jun-yeol	9.2	Reply 1988
1-10 of 20 rows		
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From these figures it would be wise to focus on dramas and documentaries among series and movies. Series appear to have some of the highest ratings therefore a large selection of different series is important. It is also important to focus on some of the highest rated actors and their top series or movies. Regardless of how old these series may be, crowds still enjoy them.