Determining SVOD Brand Identity and Audience Appeal

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Introduction

- The Streaming Video on Demand (SVOD) market has been becoming increasingly saturated as production companies seek to profit of their own content.

- Of all the available options, Netflix, Prime Video, and Hulu had the greatest viewership shares, respectively, in the first half of 2023 (Stoll, 2023).

- Particularly in the face of inflation, consumers who are subscribed to multiple platforms will start cutting back.

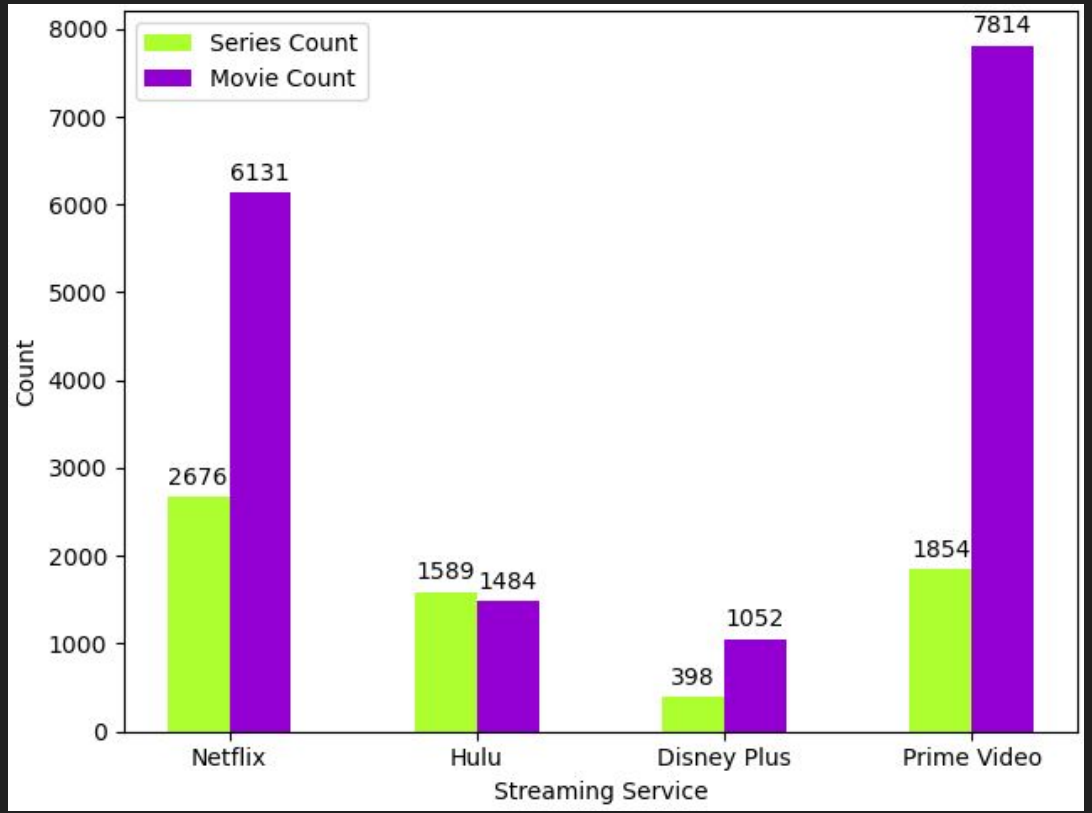
- **Null Hypothesis**: There is no connection between the content on a streaming service and its brand identity, and its wider appeal to its target audience.

Agenda

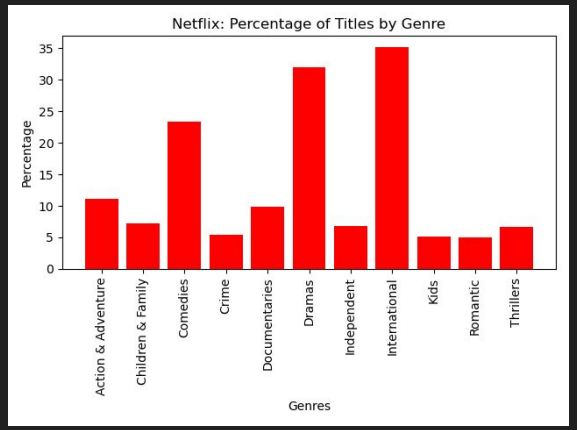
I. Assessing the Content Offered on Each Platform
I. Assessing How Well the Content Offered on Each Platform Aligns with Audience Interest
    A. Examining Potential Opportunities for SVOD services to capture a greater share of the market.
II. Broad Overview of How Successful Each Platform's Content Library Is
III. Conclusion

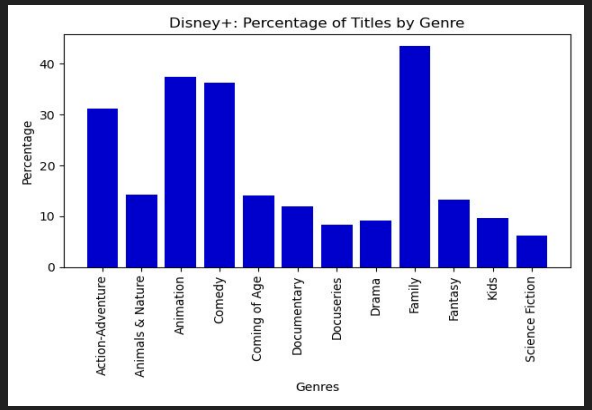
Streaming Service Content by Type

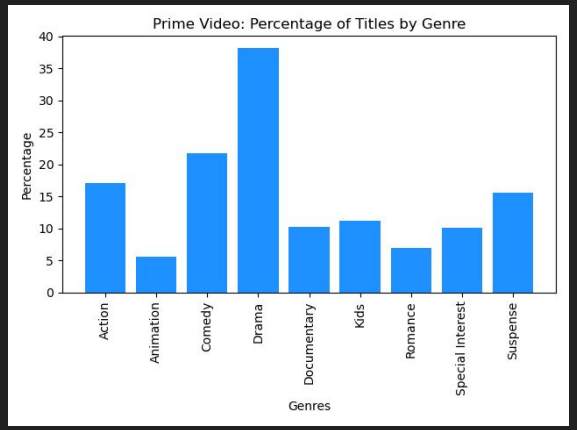
- Comparison of movies and series added to streaming services
- There are more movies added than series for every streaming service, except Hulu
- Disney Plus and Hulu have added the least amount of content

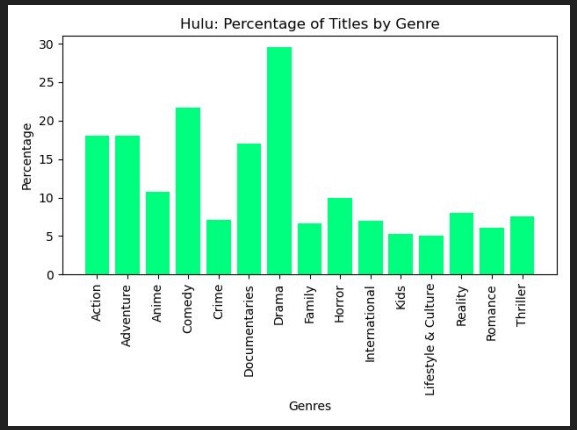


Streaming Service Content by Genre



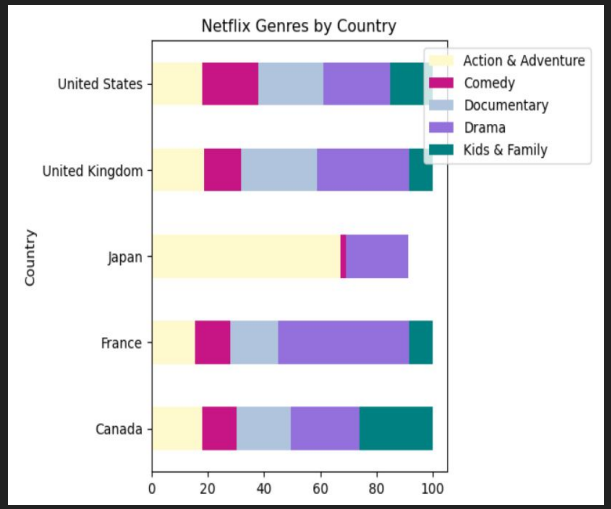


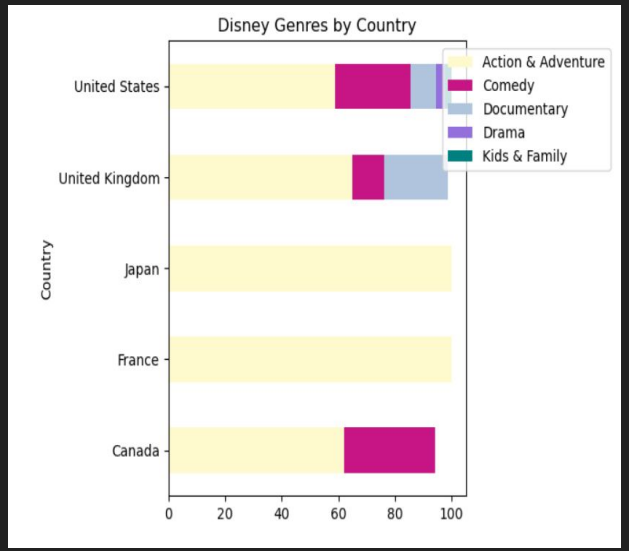


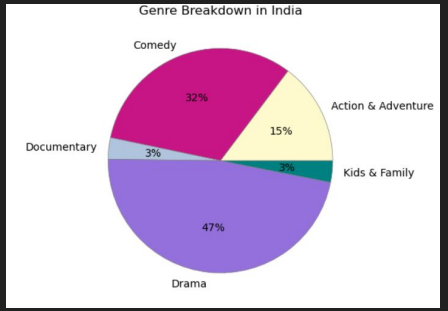


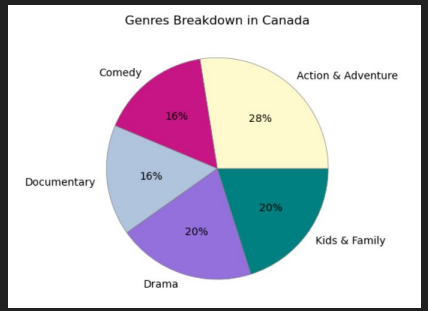
- Comparison of genres found on different streaming services
- Genres on the charts include at least 5% of the total amount of titles
- Drama is the largest, or second largest, genre on every streaming service, except Disney+
- Around 35% of titles on Netflix are International
- Over 40% of titles on Disney+ are Family

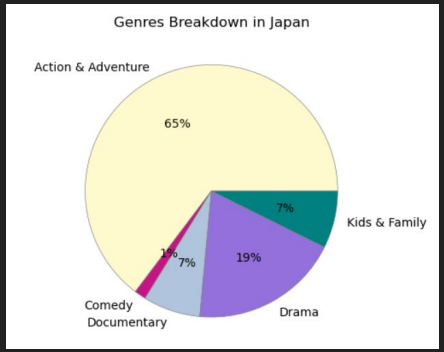
Sampling of Streaming by Service & Country





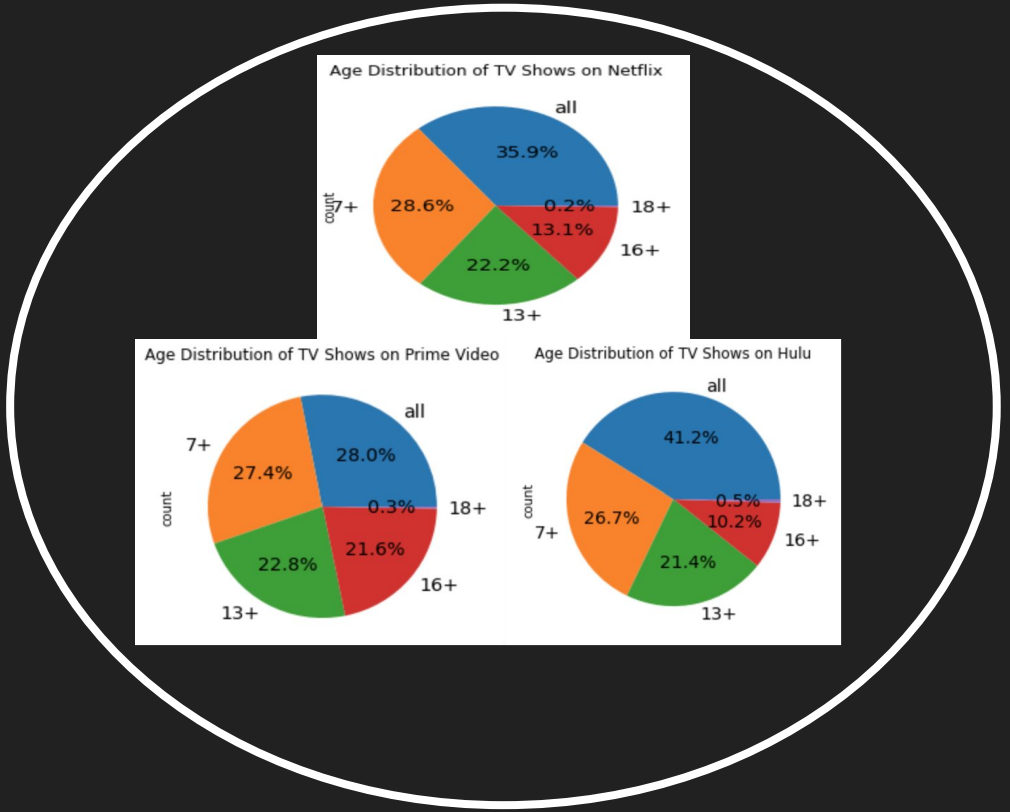


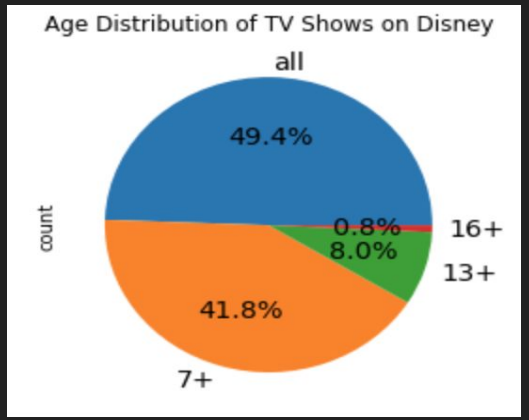




Age Distribution of TV Shows on each Platform

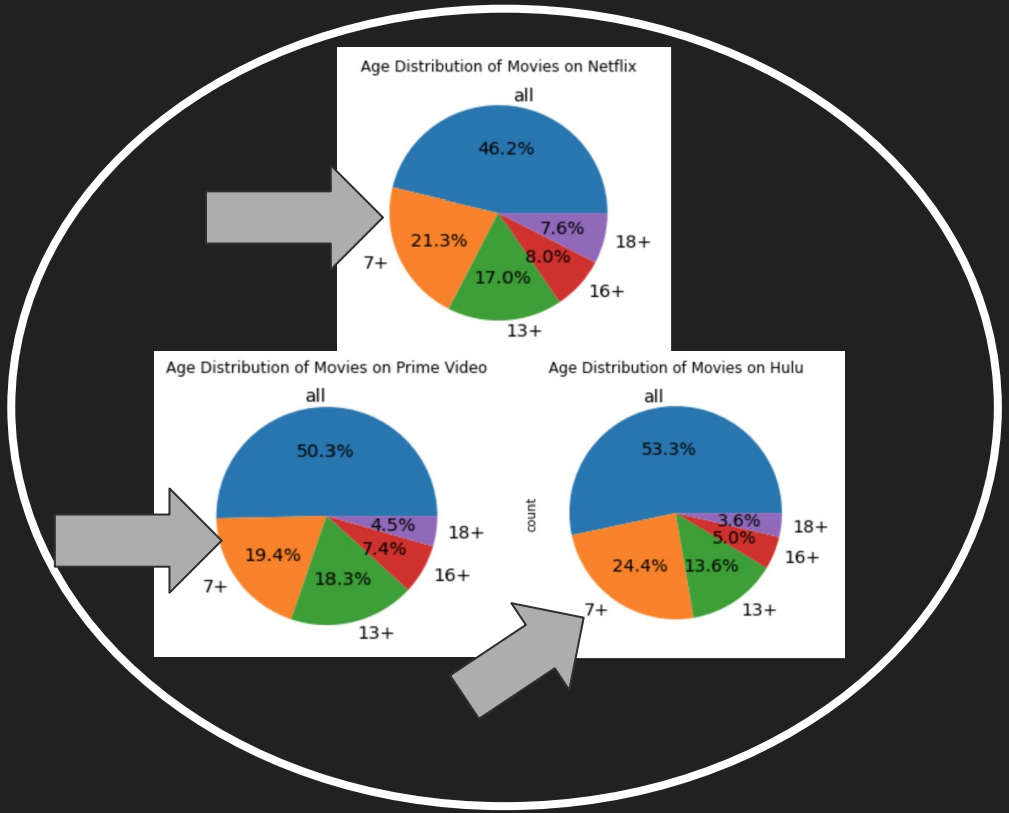
- 7+
- 13+
- 16+
- 18+
- All

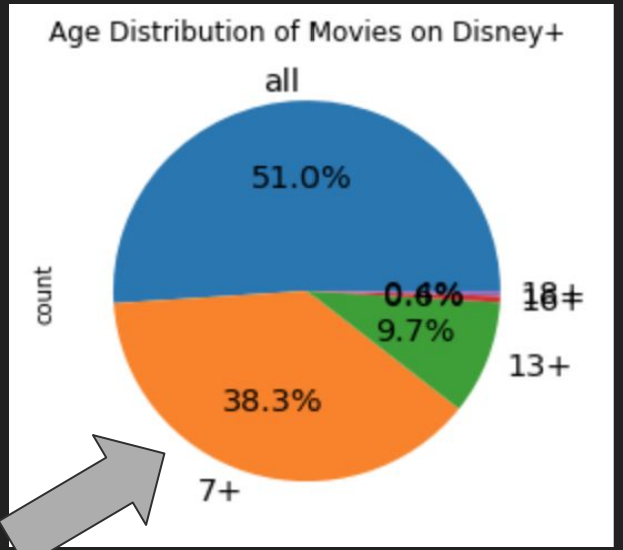




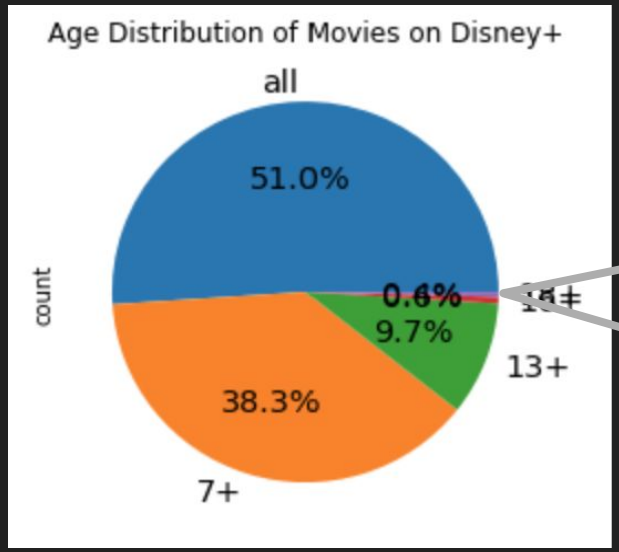
Age Distribution of Movies on each Platform

- 7+
- 13+
- 16+
- 18+
- All



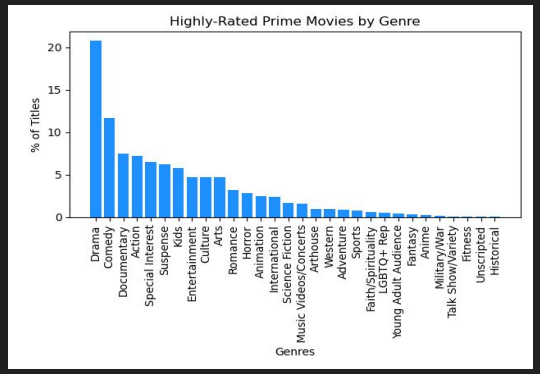


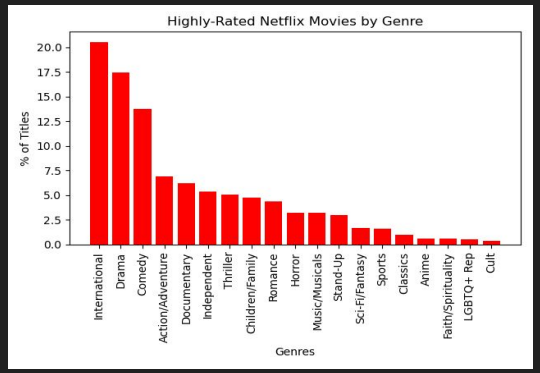
If you're Wondering…



4131	4131	4132	The Kid	2019	18+
7653	7653	7654	The Swap	1979	18+
8985	8985	8986	Maggie Simpson in The Force Awakens from Its Nap	2021	18+

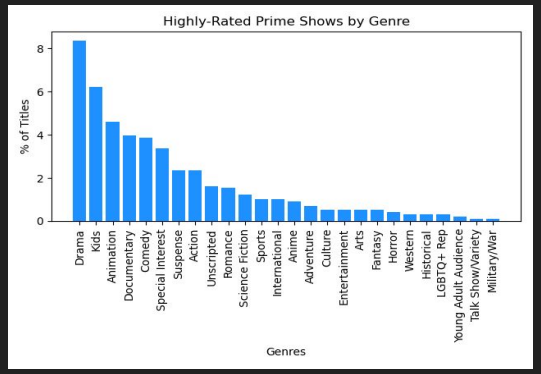
Does Highly-Rated Content Reflect the Most-Populated Genres?

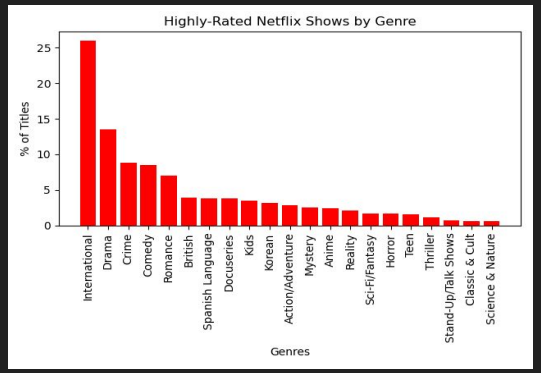




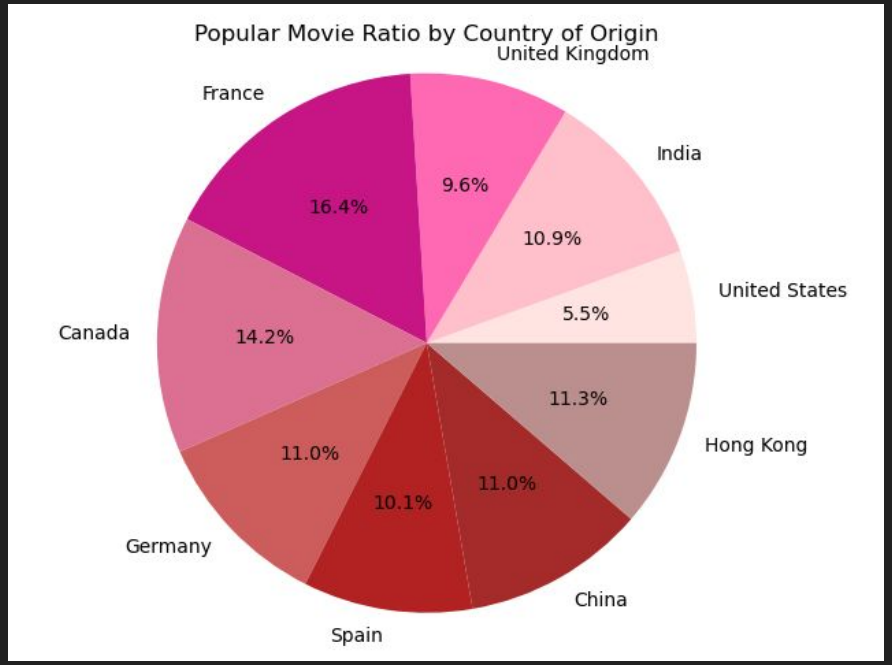
Overwhelmingly, yes.

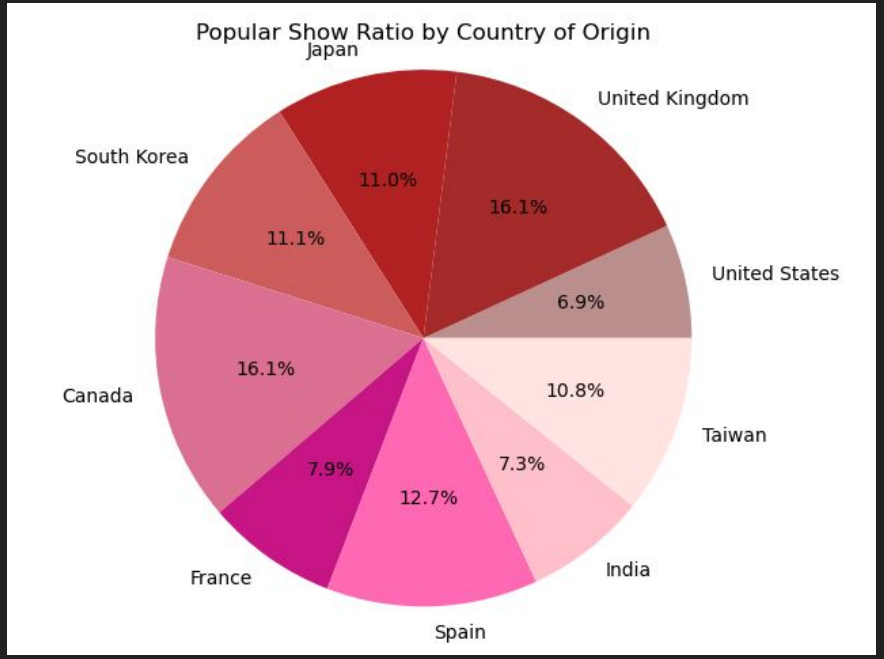
- Appears that Prime Video and Netflix are very similar in terms of content libraries.
- Led to another question- *“How much impact does Netflix’s “International” acquisitions/productions have on its competitive advantage?*



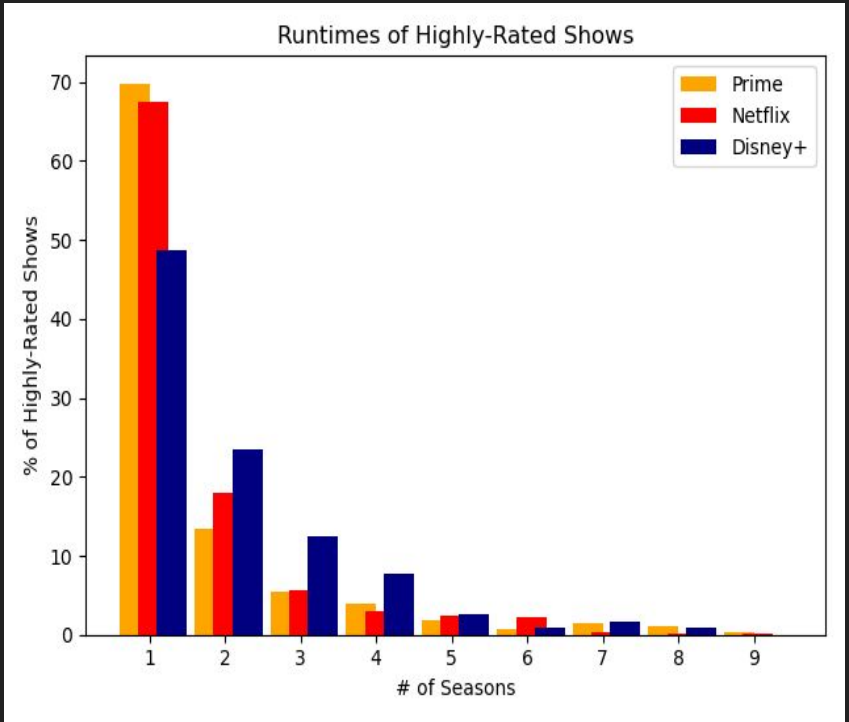


Netflix’s “International” Differentiation Advantage





Are SVODs Effective at Identifying and Maintaining “Cash Cows”?



- More specific avenue to determine whether platforms can effectively assess audience preferences in real-time
- Can be critical to brand identity and the general sentiment of users on the platform
- Important to consider the timeframe for when the 2nd season of a show is greenlit or axed

What is overall quality of content based on viewer ratings?

1. **Overall quality of content** inferred from “Overall Vote Average”
   - **Highest 7.03** - Disney TV Shows
   - **Lowest 5.74** - Prime TV Shows

   Higher numbers = better viewer ratings

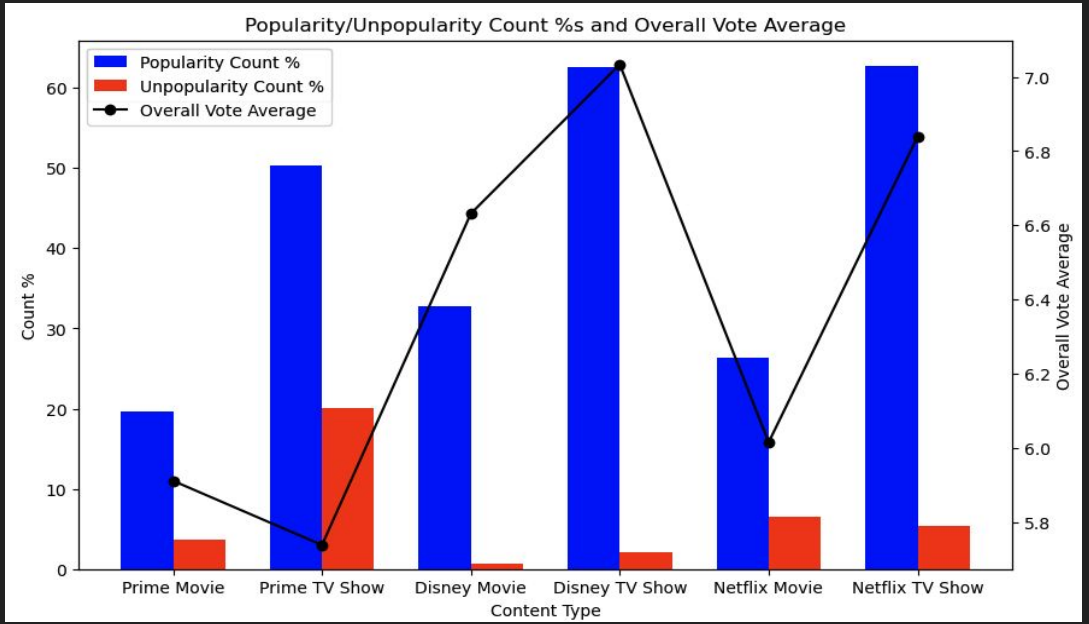
2. **Popularity Count %** represents the % of popular content
   - **Highest 62.77%** - Netflix TV Shows
     - ➢ Disney TV Shows close - 62.57%

   High rate of content marked popular

3. **Unpopularity Count %** represents the % of unpopular content
   - **Lowest 0.68%** - Disney Movies

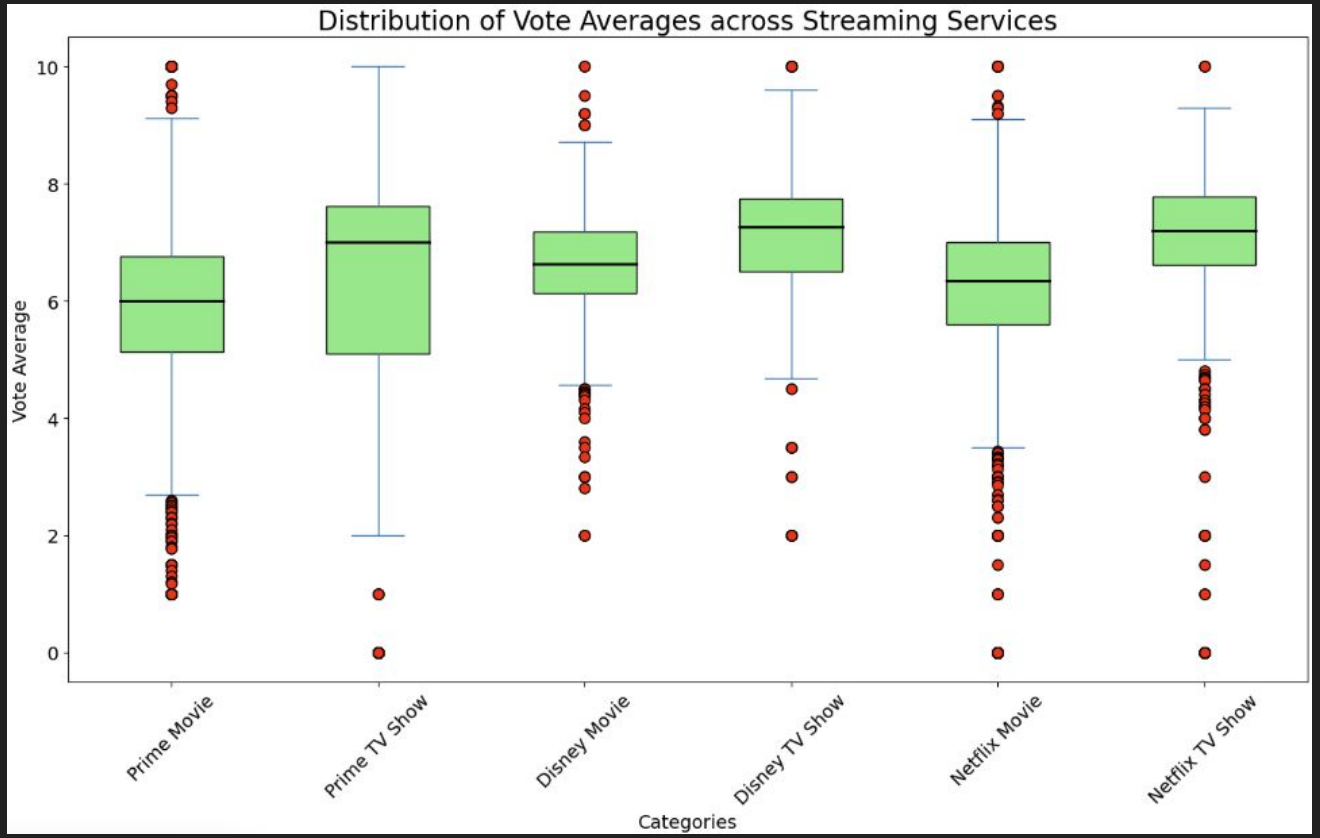
   Small fraction of content marked unpopular

4. **Summary**:
   - **Disney TV Shows** offer **highest** quality content, followed closely by Netflix TV Shows
   - **Prime content** has the lowest overall vote average - **lower** viewer rating **quality**



	Type	Popular Count	Unpopular Count	Total Count	Popularity Count %	Unpopularity Count %	Overall Vote Average
0	Prime Movie	1292	239	6571	19.66	3.64	5.911152
1	Prime TV Show	275	110	547	50.27	20.11	5.738009
2	Disney Movie	339	7	1033	32.82	0.68	6.631720
3	Disney TV Show	234	8	374	62.57	2.14	7.033741
4	Netflix Movie	995	244	3775	26.36	6.46	6.015155
5	Netflix TV Show	543	46	865	62.77	5.32	6.838901

What is overall quality of content based on viewer ratings? (continued)



Category	LowerQ	UpperQ	IQR	LowBnd	UpBnd	Min	Max
Prime Movie	5.134	6.7670	1.6330	2.68450	9.21650	1.0	10.0
Prime TV Show	5.100	7.6225	2.5225	1.31625	11.40625	0.0	10.0
Disney Movie	6.134	7.1880	1.0540	4.55300	8.76900	2.0	10.0
Disney TV Show	6.500	7.7490	1.2490	4.62650	9.62250	2.0	10.0
Netflix Movie	5.600	7.0000	1.4000	3.50000	9.10000	0.0	10.0
Netflix TV Show	6.621	7.7810	1.1600	4.88100	9.52100	0.0	10.0

Category	Median	Std Dev	LB Outlier Count	UB Outlier Count	Total Count	LB Outlier %	UB Outlier %
Prime Movie	6.0000	1.401284	167	108	6571	2.541470	1.643585
Prime TV Show	7.0000	2.961591	99	0	547	18.098720	0.000000
Disney Movie	6.6310	0.889080	21	9	1033	2.032914	0.871249
Disney TV Show	7.2615	1.283308	12	8	374	3.208556	2.139037
Netflix Movie	6.3430	1.737335	257	20	3775	6.807947	0.529801
Netflix TV Show	7.2000	1.738837	69	3	865	7.976879	0.346821

Conclusion

Null Hypothesis: There is no connection between the content on a streaming service and it's brand identity, and wider appeal to its target audience.

Q&A