

NETFLIX



hulu



prime  
amazon



HBO  
max



Disney+



# STREAMING CONTENT ANALYSIS

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# Approach Overview

## Existing Content Offerings

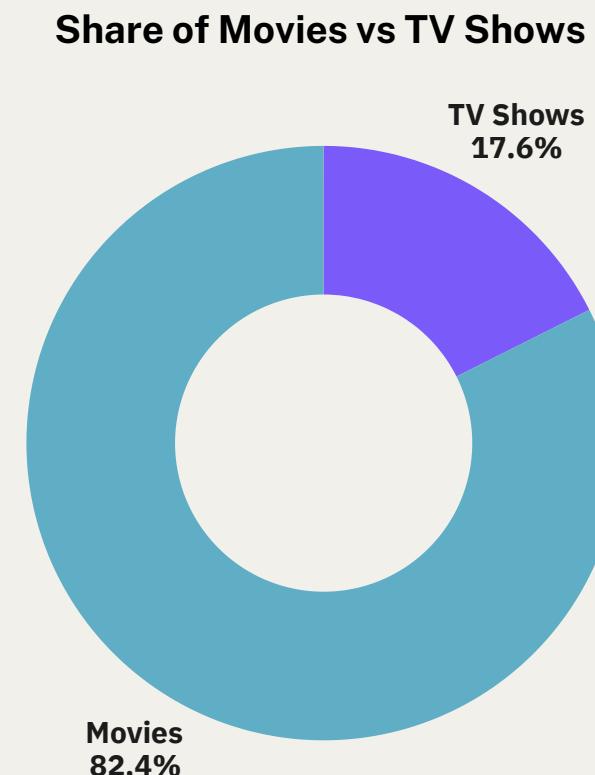
Focus is placed on what's currently being offered on the top 5 streaming platforms::

### Why top 5 platforms?

Netflix, Disney+, HBO Max, Amazon Prime, and Hulu represent >50% of market share and set industry content trend

### Why only TV shows?

Longer viewer engagement, higher lifetime value through multi-season potential, and primary focus for streamers' original content



## Tags Clustering Analysis

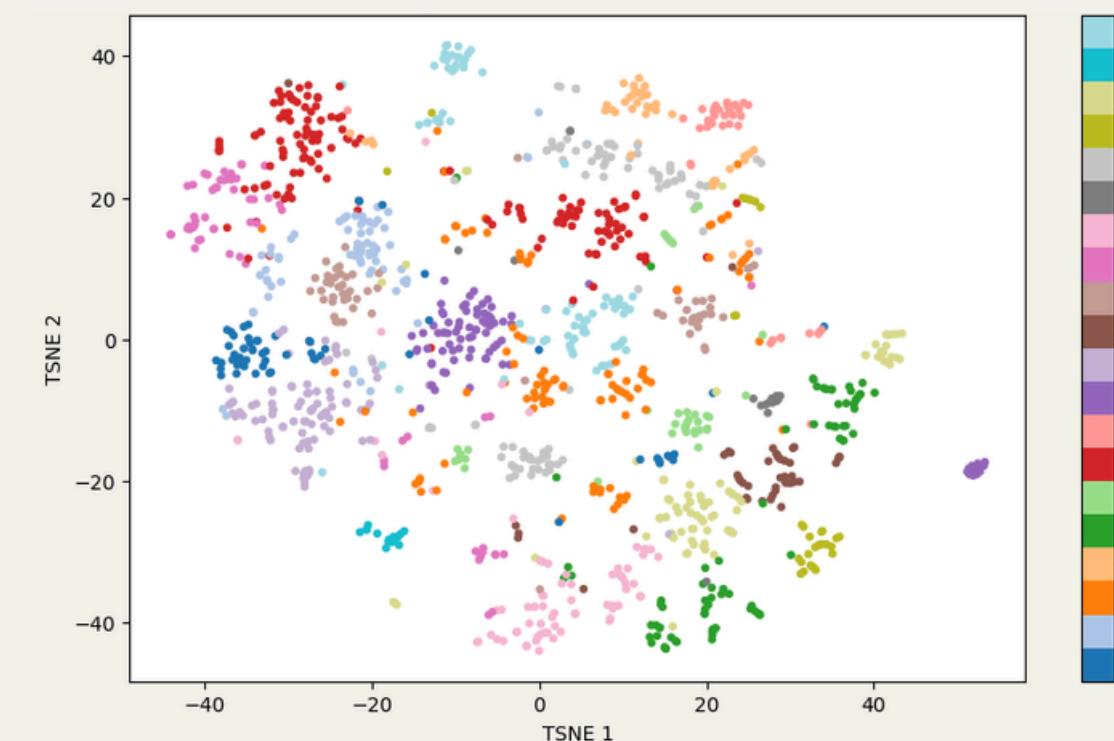
The dataset includes **27 genres**, but we found them too broad for meaningful strategy. Meanwhile, the **91 unique tag combinations** offered richer insight but were too granular to use directly.

To balance depth and usability, we applied K-Means clustering to the tags, revealing **30 thematic content clusters** that better reflect what streamers seek. Examples include:

### Examples include:

- Alien, Space & Time-Travel
- Music, Singing & Friendship
- Political Espionage & Revenge

## Tag Clusters (BERT + KMeans)



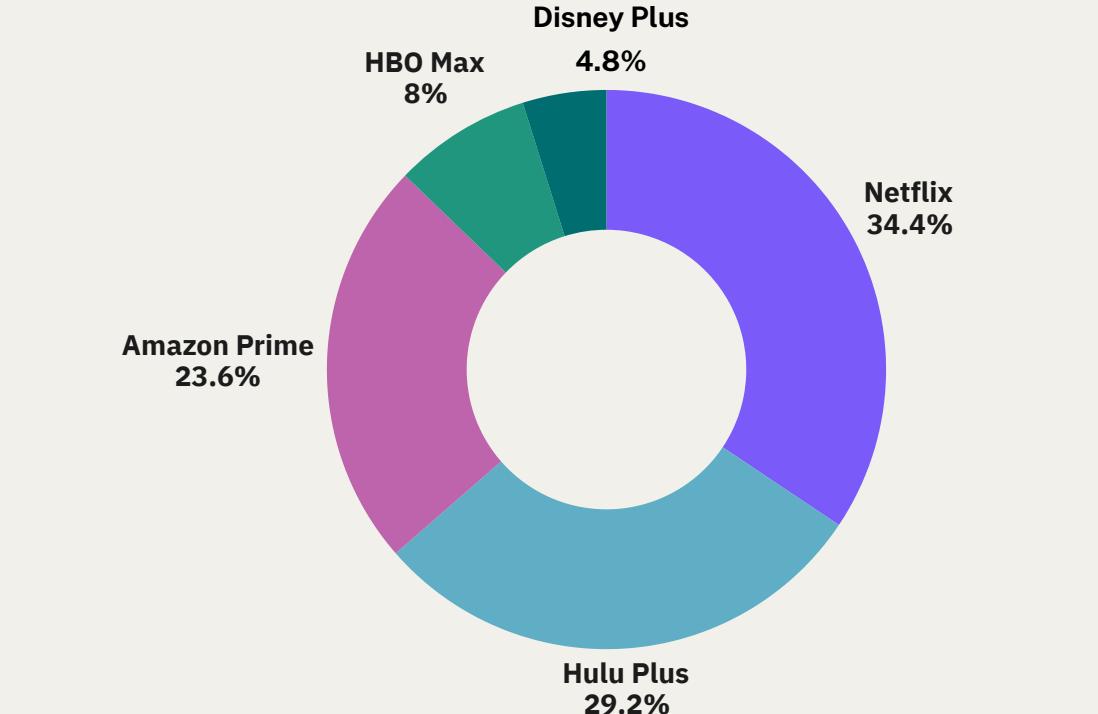
## Successful TV shows analysis

Given our own definitions, we analyze past successful TV shows:

### Our goal:

- Develop platform-specific insights to help studios create content that streamers want to acquire
- Identify genre preferences, content gaps, and success factors for each platform to optimize content pitching strategy
- Provide actionable recommendations based on data-driven analysis

## Targeted Platforms (Only TV Shows) Subset Proportion



# Trends in Licensed Content Across Streaming Platforms

Top 5 Production Countries' Share Over the Years

Year	Canada	France	India	Japan	UK	USA
2016	3.99%	2.95%	Not in Top 5	3.75%	9.43%	59.82%
2017	4.14%	2.32%	Not in Top 5	3.33%	9.91%	57.36%
2018	4.22%	Not in Top 5	2.77%	3.15%	10.43%	55.19%
2019	4.21%	Not in Top 5	5.44%	3.19%	10.42%	53.42%
2020	4.15%	Not in Top 5	7.29%	3.38%	9.88%	51.28%

## Insight:

The USA's contribution to licensed content **declined from 59.8% (2016) to 51.3% (2020)**. Meanwhile, India entered the top 5 in 2018 and **grew to 7.3%** by 2020, and Japan has maintained a steady presence.

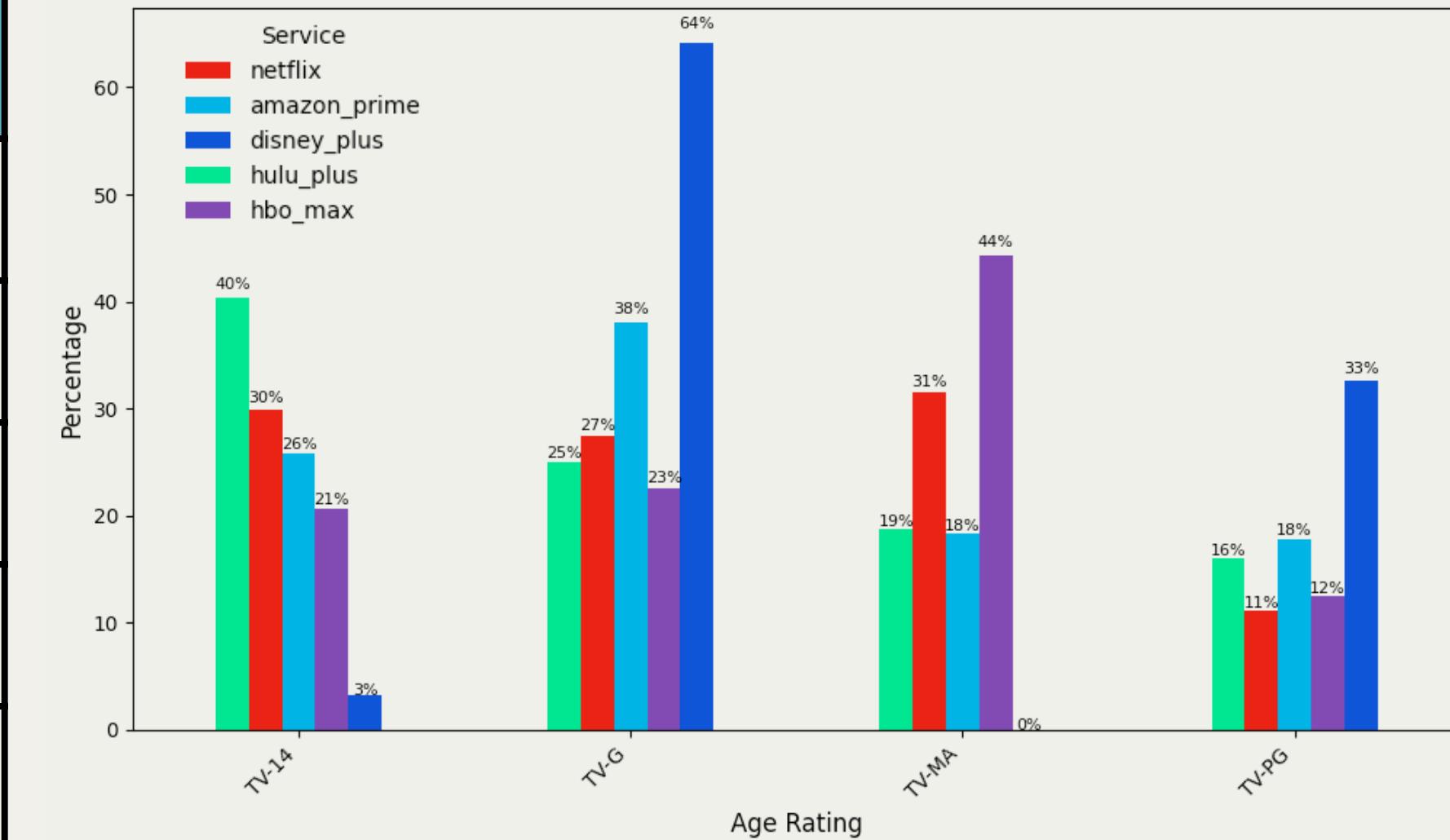
## Interpretation:

There's a clear **global shift in production power**. As demand for **culturally diverse and locally relevant content** increases, **non-Western markets** are becoming more competitive and prolific in content output particularly in Japan and India.

## Strategic Opportunities:

- Expand licensing pipelines** to include regional studios in India, Japan, and other fast-growing content hubs.
- Pre-emptively identify breakout genres** (e.g., anime, K-dramas, Indian family drama) and secure rights early.

Percentage of TV Shows by Age Rating



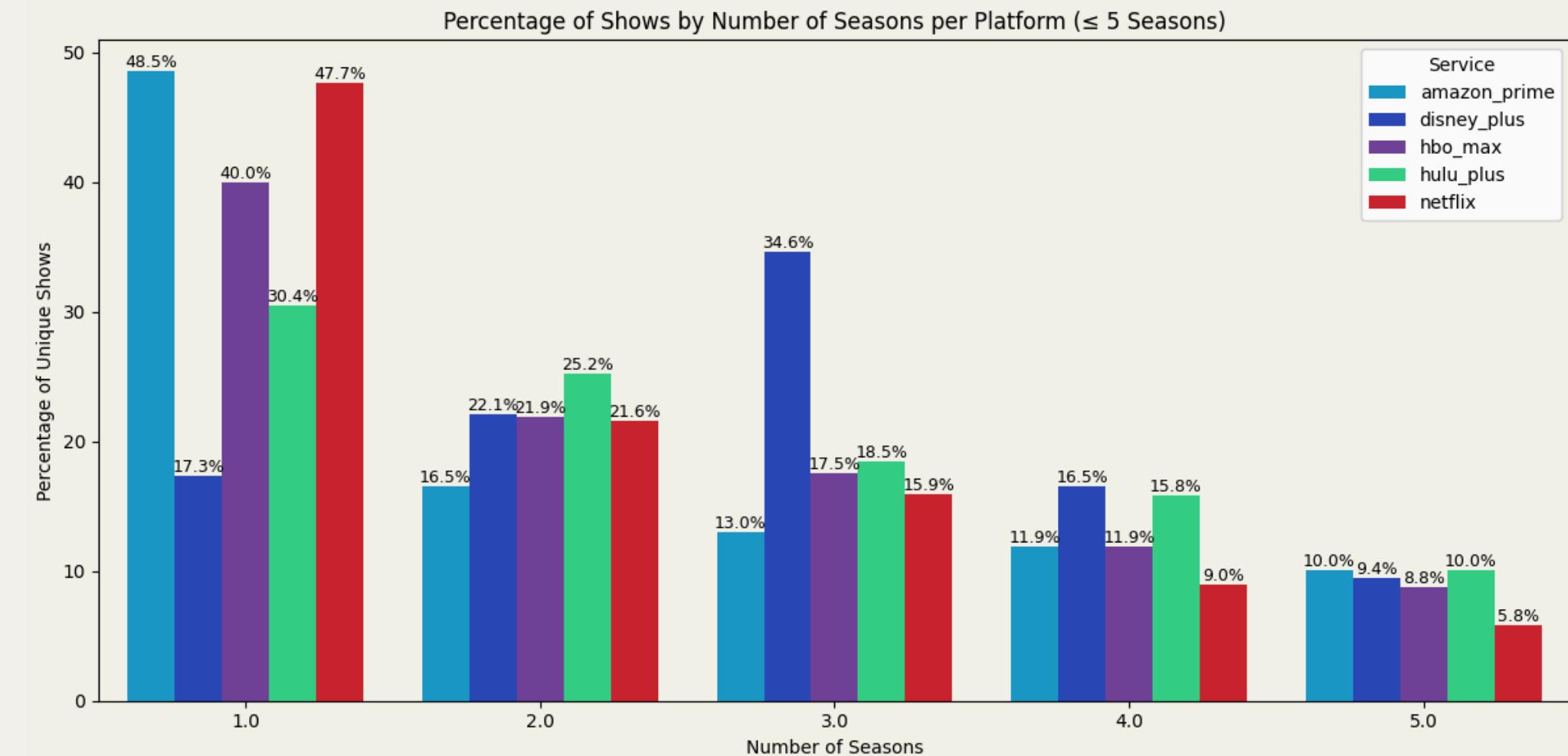
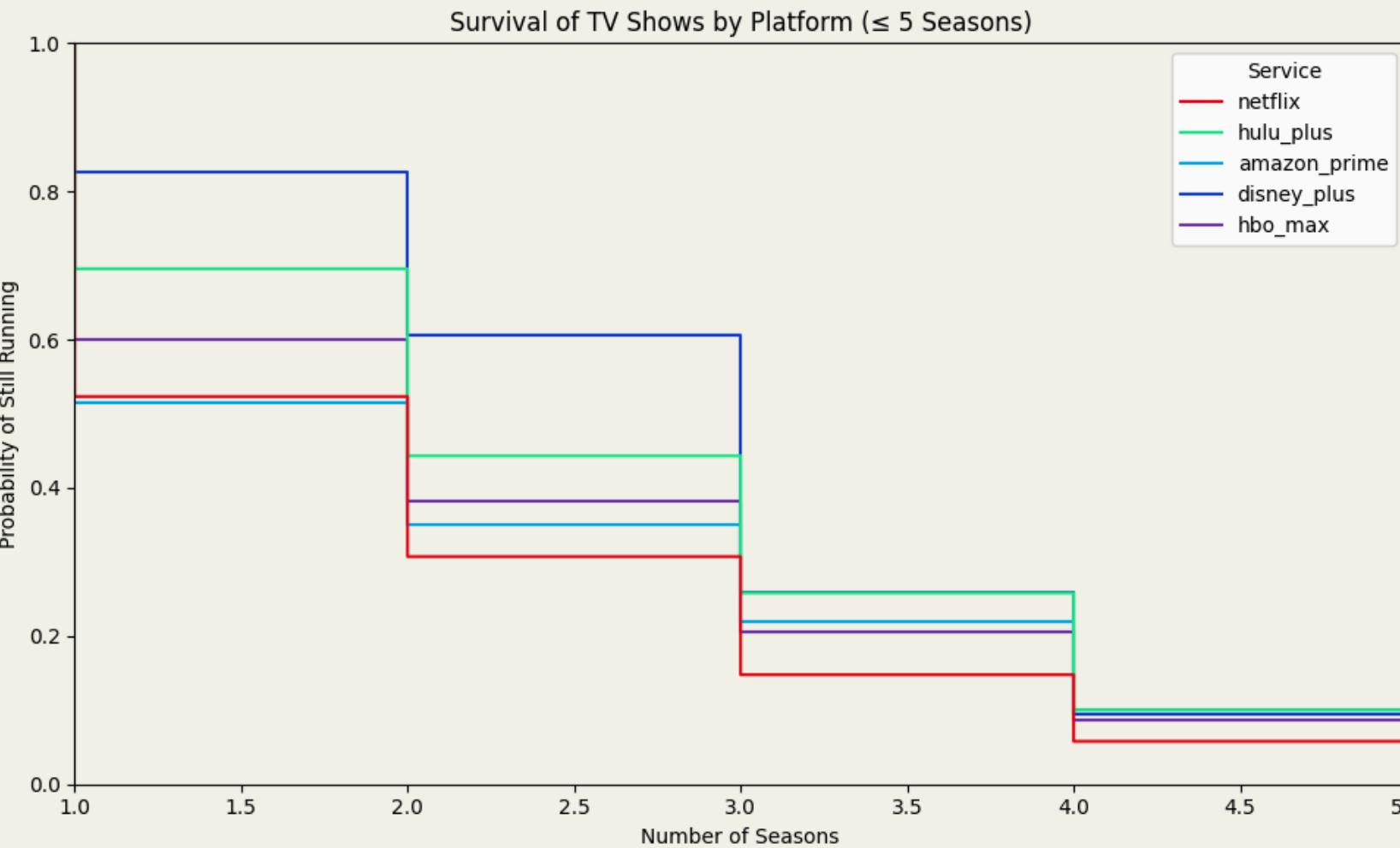
## Target Demographics:

In terms of content maturity, platforms differ in their target demographics. This insight allows us to better inform our content strategies especially when licensing to different platforms

## Strategic Opportunities:

- Target by Content Maturity** – Prioritize **TV-G content** for Disney+ and **TV-MA content** for HBO Max to align with platform-specific audience expectations.
- Diversify for Broad Appeal** – Develop **TV-14** and **TV-MA** titles with global genre appeal (e.g., sci-fi, true crime) for Netflix and Amazon Prime.
- Balance & Differentiate** – Offer a **balanced rating mix** on Hulu+, with an edge in young adult dramas and limited series to stand out.

# Number of Seasons



## Insights:

- Netflix shows have the **steepest decline**, indicating a higher likelihood of **non-renewal** after just **1–2 seasons**.
- Disney+ and Hulu+ exhibit **flatter curves**, suggesting a greater commitment to multi-season content.

## Interpretation:

- Platforms like Disney+ and Hulu+ may prioritize **longer-term content strategies**, while Netflix appears to experiment more with **shorter series**.

## Strategic Opportunities:

- Netflix & Amazon: These platforms often **cancel shows early**. Pitch shows with strong, **attention-grabbing pilots** and clear potential for fast viewer engagement
- Disney+ & Hulu: Propose **2–3 season story arcs** with room for character and plot development
- HBO Max: Focus on **well-written dramas** or mini-series that can win awards and grow loyalty

## Insights:

- Approximately **50%** of shows on Netflix and Amazon Prime have only **1 season**.
- Disney+ has the highest proportion of **3-season shows** (around 35%)
- Hulu+ displays a **balanced distribution** across **1–5 seasons**, suggesting a mixed strategy to content renewal.

## Interpretation:

- Disney+ seems to commit to **multi-season content**, while Netflix and Amazon Prime may focus on testing a variety of content with **shorter commitments**.

## Strategic Opportunities:

- Netflix & Amazon: Design content that delivers immediate **impact in Season 1**, while offering clear, **expandable storylines**
- Disney+ & HBO Max: Develop **3–4 season content** beyond existing franchises to meet their need for mid-length content
- Hulu: Offer a **balanced mix** of limited series and shows with potential to grow over time

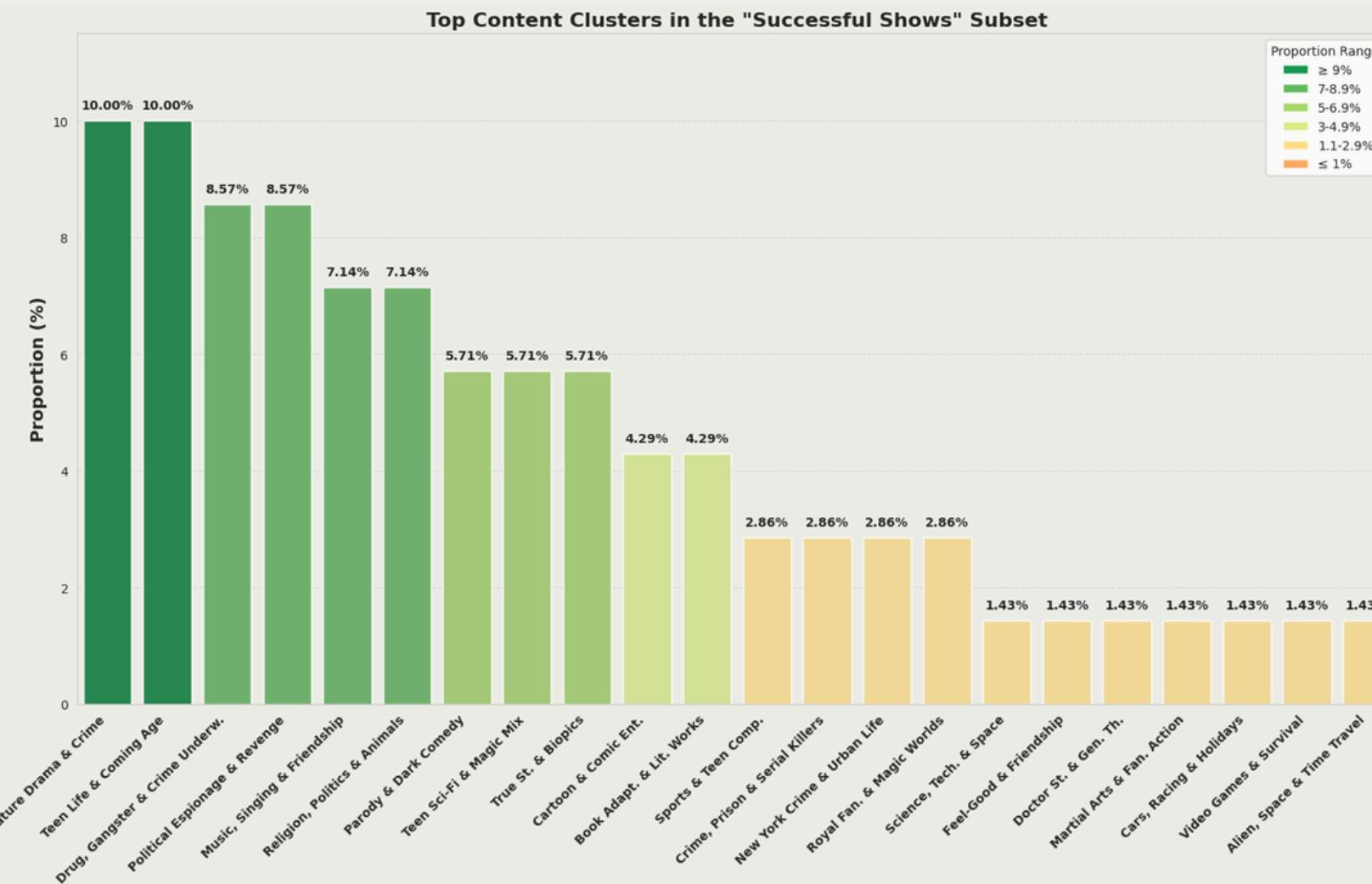
# EXCLUSIVE CONTENT CLUSTERS ANALYSIS

To identify the types of content that perform best across streaming platforms, we first filtered the dataset to include **only exclusive titles** (i.e., shows with Exclusive Service = 1). These are the shows platforms have chosen to **invest in strategically**.

A title was then defined as **successful** if it met **both** of the following criteria:

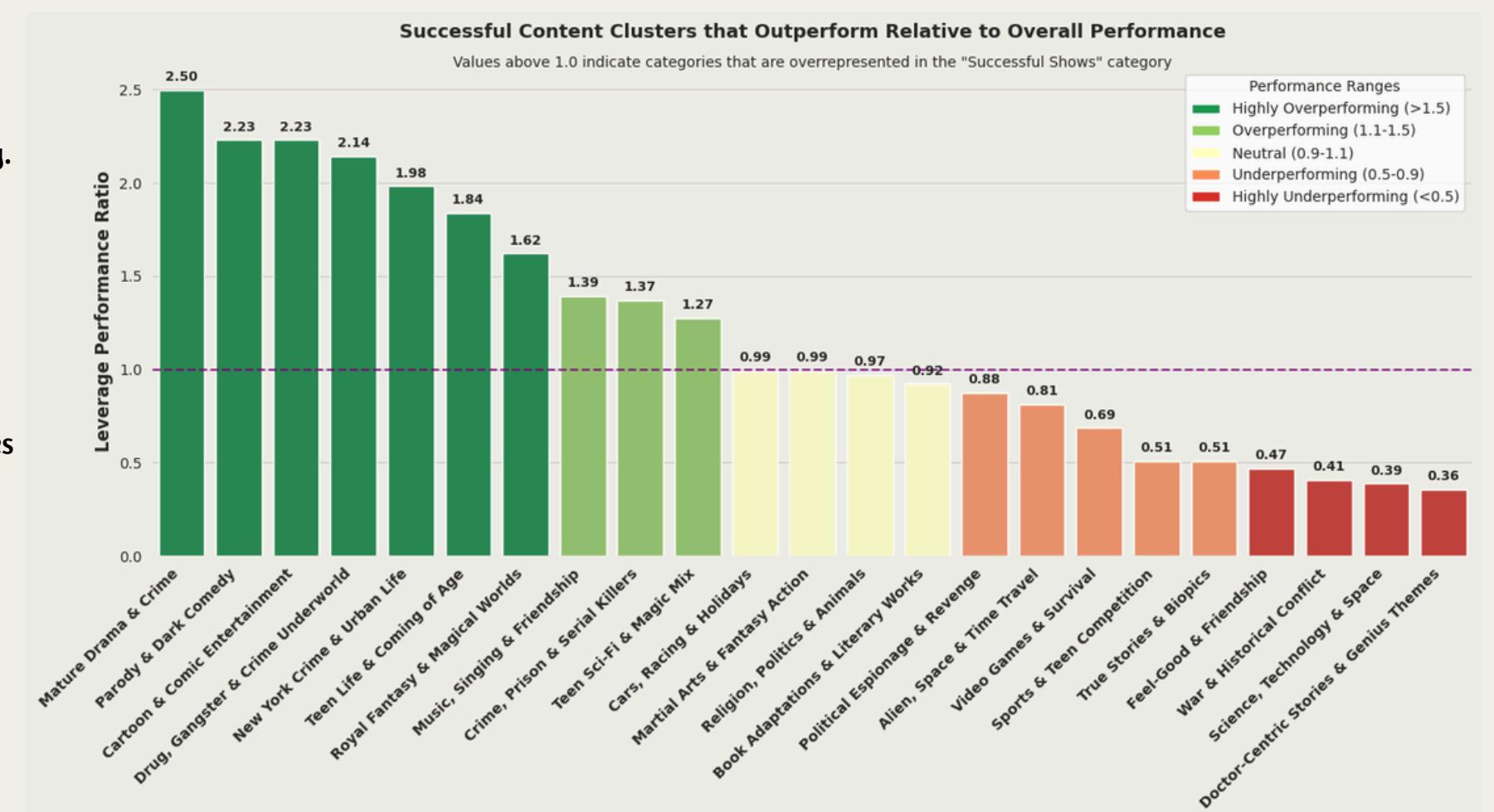
- IMDB rating in the top 20th percentile
- More than or equal to 2 seasons (indicating long-term audience engagement)

We then aggregated all qualified shows across **Netflix, Amazon Prime, Disney+, Hulu, and HBO Max**, and calculated the **proportion of successful exclusive shows** that fall into each tag cluster. The chart below visualizes the most common themes among successful exclusives, highlighting the genres that platforms are most likely to renew or expand.



## Key Insight:

- Over 44% of successful exclusive shows fall into just **five content clusters** – led by **Mature Drama, Teen Life, Crime, and Political Thrillers**. These clusters consistently appear in long-running, high-rated titles, signaling strong audience retention, narrative depth, and platform-level investment.
- Studios should prioritize storylines in these categories when developing content aimed at commercial and critical success across major streamers.



**Leverage Performance Ratio** = % of exclusive successful shows in a content cluster / % of overall exclusive shows in that cluster

The Leverage Performance ratio measures how much more (or less) a cluster appears in successful shows compared to its overall presence in the catalog. A score above 1 means the theme is overrepresented in successful content; below 1 means it underperforms.

### Example Calculation:

10% of Exclusive Successful shows are in **Mature Drama & Crime**

4% of Overall Exclusive shows are in **Mature Drama & Crime**

2.5x Leverage Performance Ratio

### Strong Performer - Mature Drama & Crime (2.5)

- This theme appears **2.5x more often** in successful shows than in the overall content pool.
- That means: even if it's not the most common genre, when it's made, it **tends to do very well** (high ratings + renewals).
- **Implication:** Studio should strongly consider pitching more crime or prestige drama.

### Weak Performer - Doctor-Centric Stories & Genius Themes (0.36)

- This theme shows up less than half as often in successful shows compared to its overall frequency.
- It may be overproduced, too niche, or simply not resonating with audiences anymore.
- **Implication:** Studio should be cautious about pitching these unless there's a strong differentiator.

# EXCLUSIVE CONTENT GAPS & RECOMMENDATIONS

This heatmap highlights **exclusive** content clusters that exhibit platform-specific dominance: where one streaming service heavily features a content category that is largely absent on others. By focusing on clusters with asymmetric representation, we can better identify where our studio's content has the highest placement potential and least competition.

**A category is included if it meets the following condition:**

It accounts for **at least 8% of content on one platform**, while making up **less than 1% on at least one other**.



Platform	Missing Content Gaps	Strategic Opportunity
	No <1% gaps, however: <ul style="list-style-type: none"> <li>Alien, Space &amp; Time Travel (1.61%)</li> <li>Cartoon &amp; Comic Entertainment (1.61%)</li> <li>Parody &amp; Dark Comedy (1.83%)</li> </ul>	Invest further in these emerging genres to gain leadership positioning. Consider locking in exclusive titles before competition catches up.
	Alien, Space & Time Travel Limited Content Gaps: <ul style="list-style-type: none"> <li>Doctor-Centric Stories (1.04%)</li> <li>Cartoon &amp; Comic Entertainment (2.08%)</li> <li>Parody &amp; Dark Comedy (2.08%)</li> </ul>	Introduce sci-fi and space-driven content to counter Disney+'s dominance (16.7%) and appeal to underserved genre fans. Currently under-indexed despite strong presence in other themes (e.g., Biopics 22.9%)
	<ul style="list-style-type: none"> <li>Alien, Space &amp; Time Travel</li> <li>Cartoon &amp; Comic Entertainment</li> <li>Music, Singing &amp; Friendship</li> <li>Political Espionage &amp; Revenge</li> </ul>	Invest further in these high-engagement genres especially Music, Singing & Friendship (Disney+ 33.33%, Hulu 6.15%) and Espionage thrillers (Netflix 11.5%, Hulu 7.7%) to strengthen adult drama slate.
	No <1% gaps, however: <ul style="list-style-type: none"> <li>Alien, Space &amp; Time Travel (3.08%)</li> <li>Cartoon &amp; Comic Entertainment (3.08%)</li> <li>Science, Technology &amp; Space (1.54%)</li> </ul>	Invest further in these emerging genres to gain leadership positioning. Consider locking in exclusive titles before competition catches up.
	<ul style="list-style-type: none"> <li>Political Espionage &amp; Revenge</li> <li>Doctor-Centric Stories &amp; Genius Themes</li> <li>Parody &amp; Dark Comedy</li> <li>Science, Technology &amp; Space</li> <li>True Stories &amp; Biopics</li> </ul>	Diversify beyond IP-heavy content by considering to add Political Espionage & Revenge (11.47%, 6.25%, and 7.69% in Netflix, Amazon Prime and Hulu Plus respectively), or True Stories & Biopics (10.1%, 22.29%, and 6.67% in Netflix, Amazon Prime, and HBO Max respectively)