STC TV CUSTOMER BEHAVIOR

WAJD ALSULAIMAN

CHART
THE TOP 10 PROGRAM

•**Boss Baby** leads the list with an impressive **18.7%** of total viewers, showcasing its popularity among audiences. This represents a substantial lead over the second-ranked program.

•The second program, which has a viewer percentage of **12.4%**, demonstrates a significant drop compared to Boss Baby, indicating a **6.3% difference** in viewer engagement.

top 10 programs in total watch time in houres

- The Boss Baby
- The Amazing pider-Man
- The Expendables
- Moana
- Trolls
- Bean
- The murfs
- Hotel Transylvania
- Cloudy With a Chance of Meatballs
- The Man With The Iron Fists
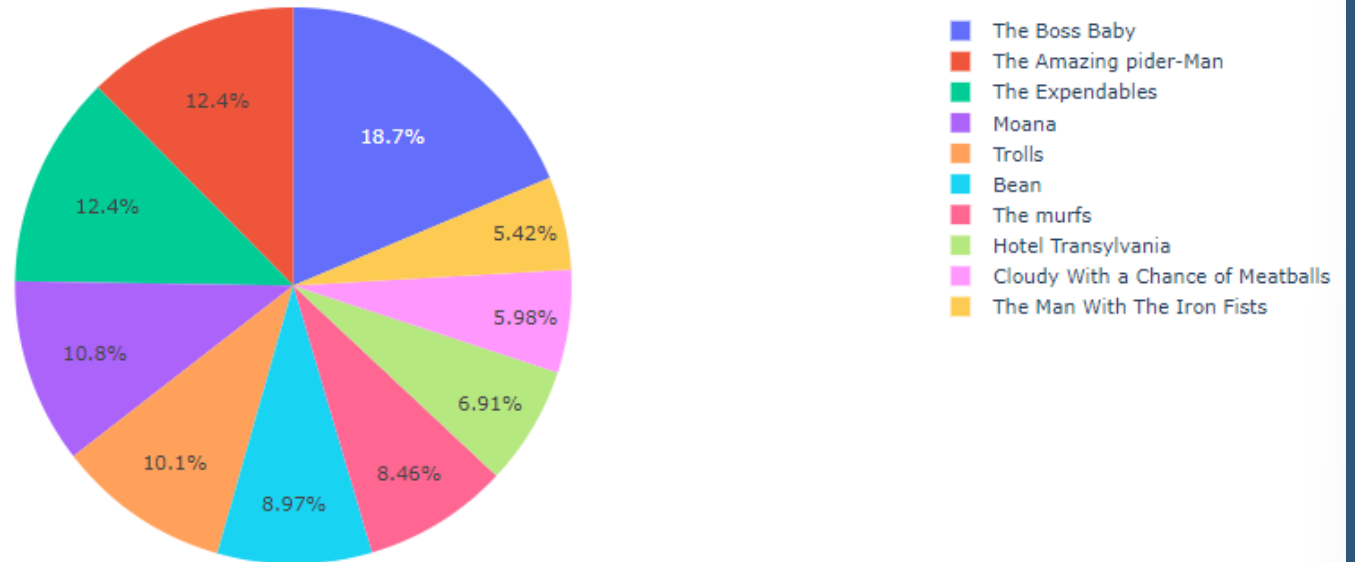
CHART
DURATION OF PROGRAM CLASS

The data indicates that audiences spend significantly more time watching series, with **71.1%** of total viewing time dedicated to this format. In contrast, movies account for only **28.9%** of total duration time. This stark difference of the long of each program.


Total duration spent by program_class

SERIES/EPISODES
MOVIE

28.9%

71.1%
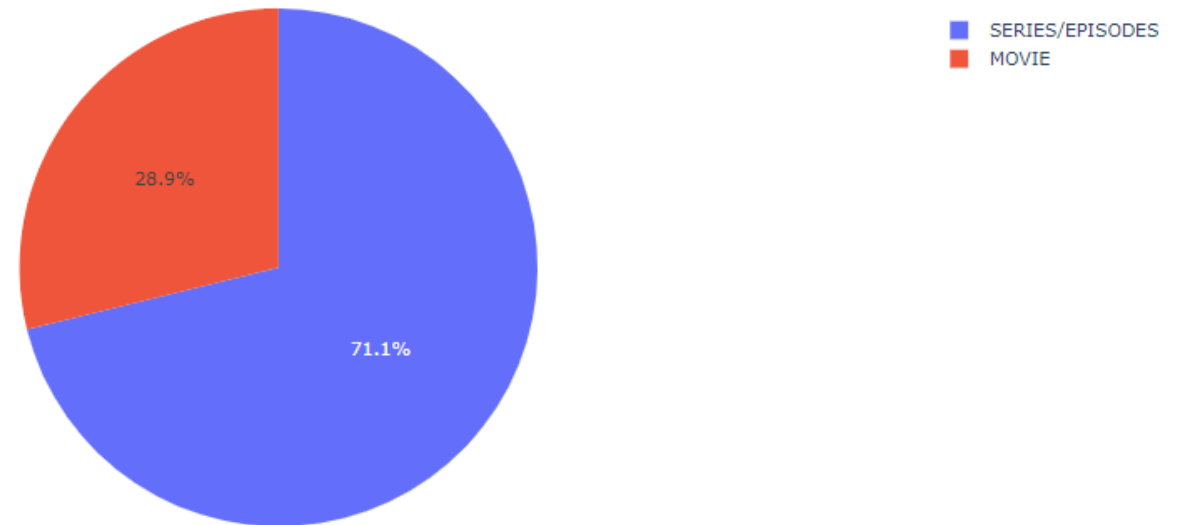
CHART
USERS WATCHING BY PROGRAM

The data reveals that viewers are highly engaged with movies, accounting for **74.4%** of total viewing time. This significant percentage indicates a strong preference for cinematic experiences among audiences, suggesting that films remain a dominant form of entertainment despite the growing popularity of other formats.

Total Users watching by program_class

SERIES/EPISODES
MOVIE

25.6%
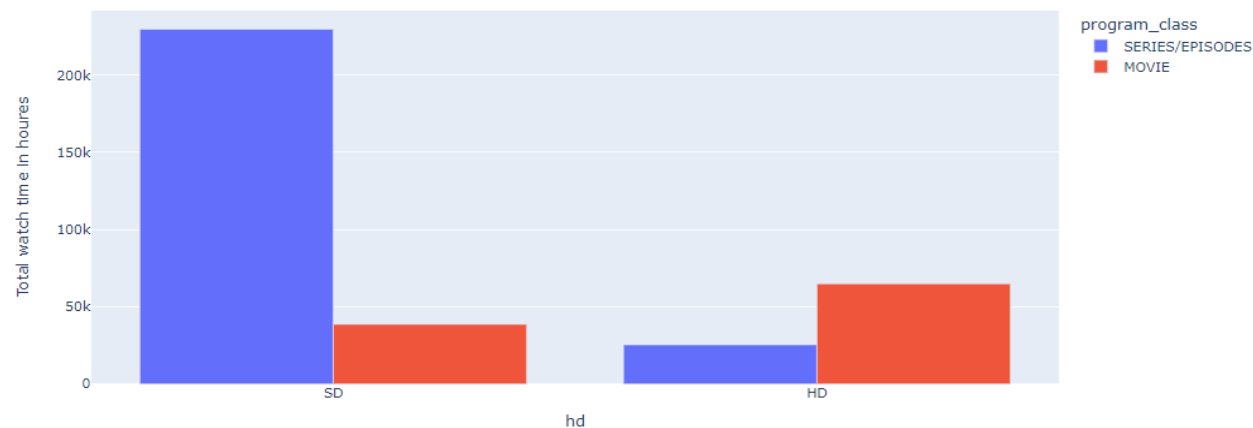
74.4%
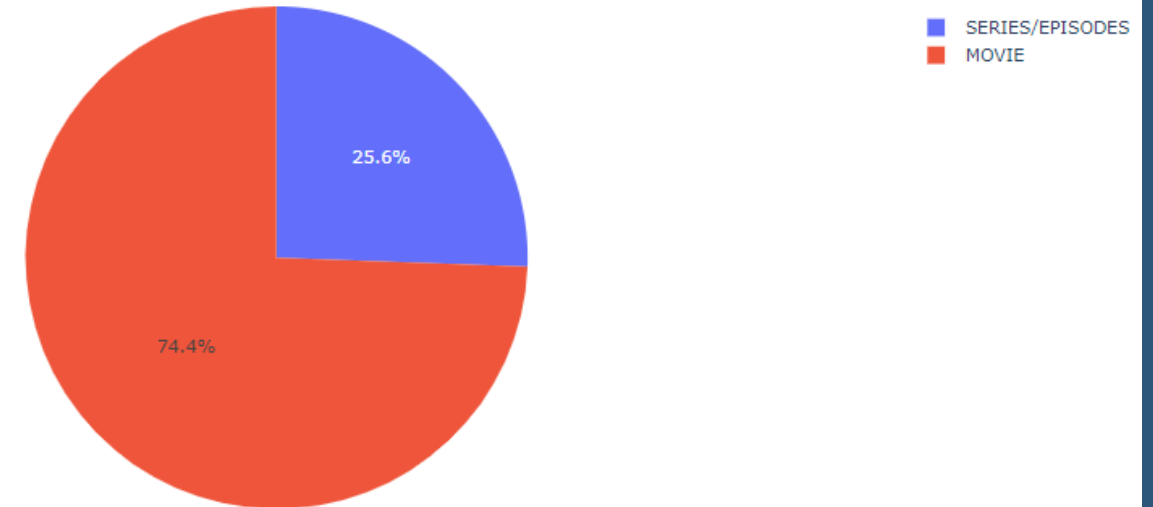
CHART
TIME WATCH BY HD AND USER WATCH BY HD

Data shows that viewers typically spend more time watching series in standard definition (SD), reflecting a trend toward binge-watching and longer engagement with episodic content. In contrast, audiences prefer high definition (HD) when it comes to movies, suggesting that the cinematic experience is more valued in a higher-quality format.

The same goes for user watching.

Total watch time by hd flag
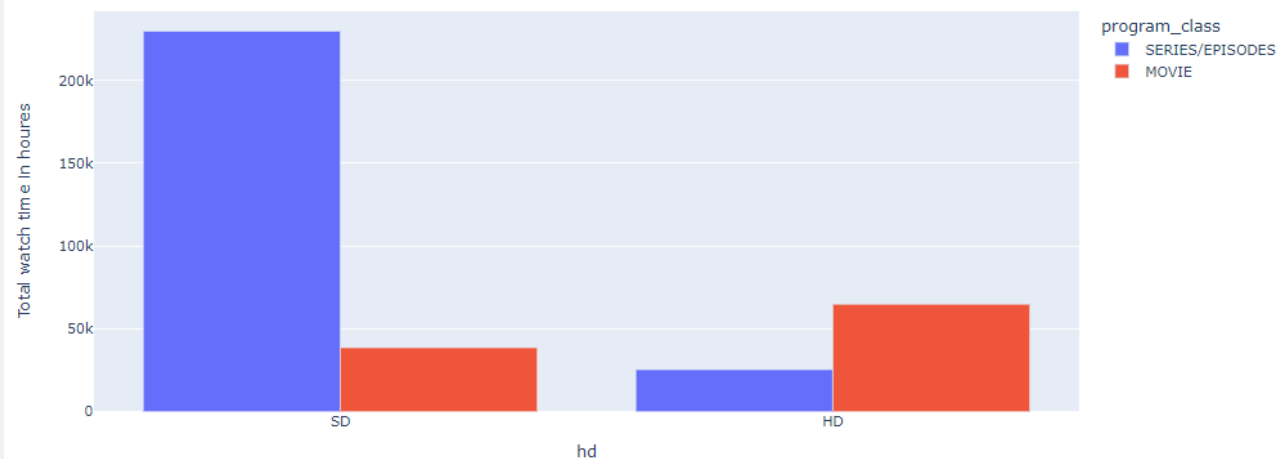
Total watch time by hd flag

THANK YOU