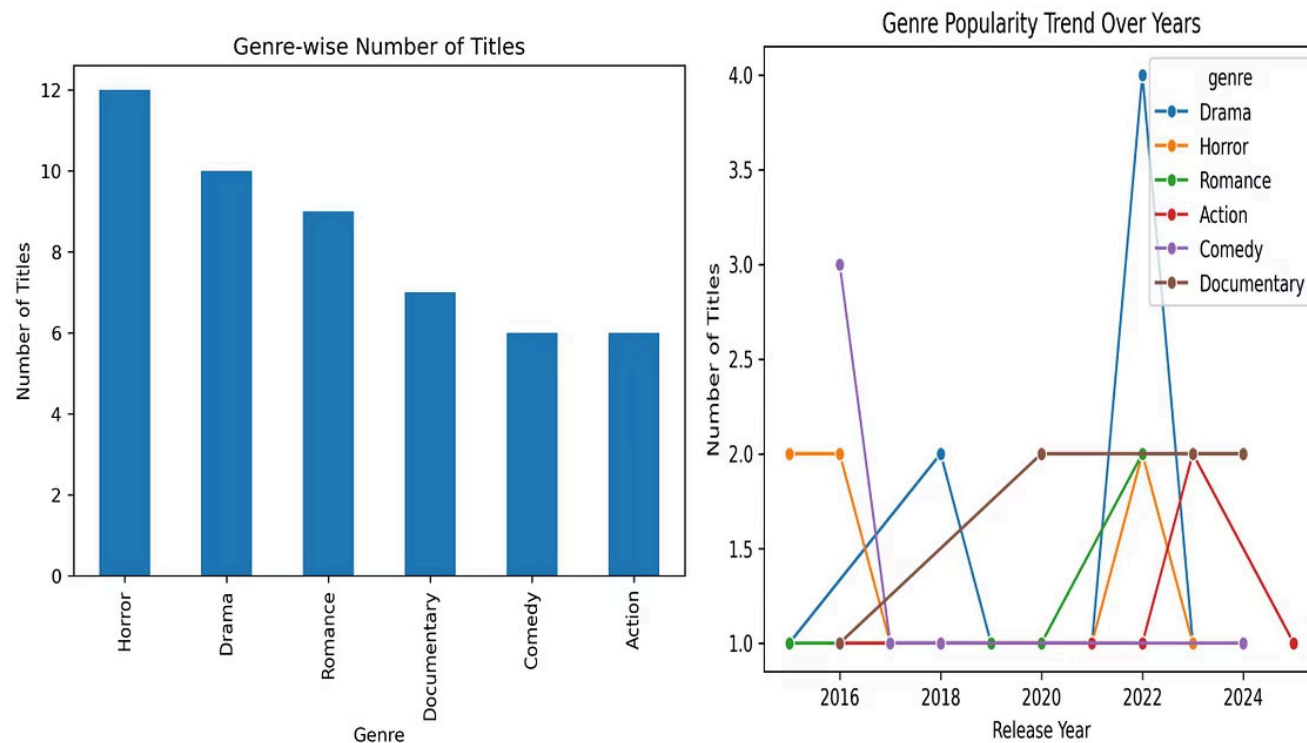


CONTENT PERFORMANCE ANALYSIS

A comprehensive look at genre popularity, ratings, and viewership trends across our platform's content library.



GENRE DISTRIBUTION OVERVIEW

HORROR DOMINATES

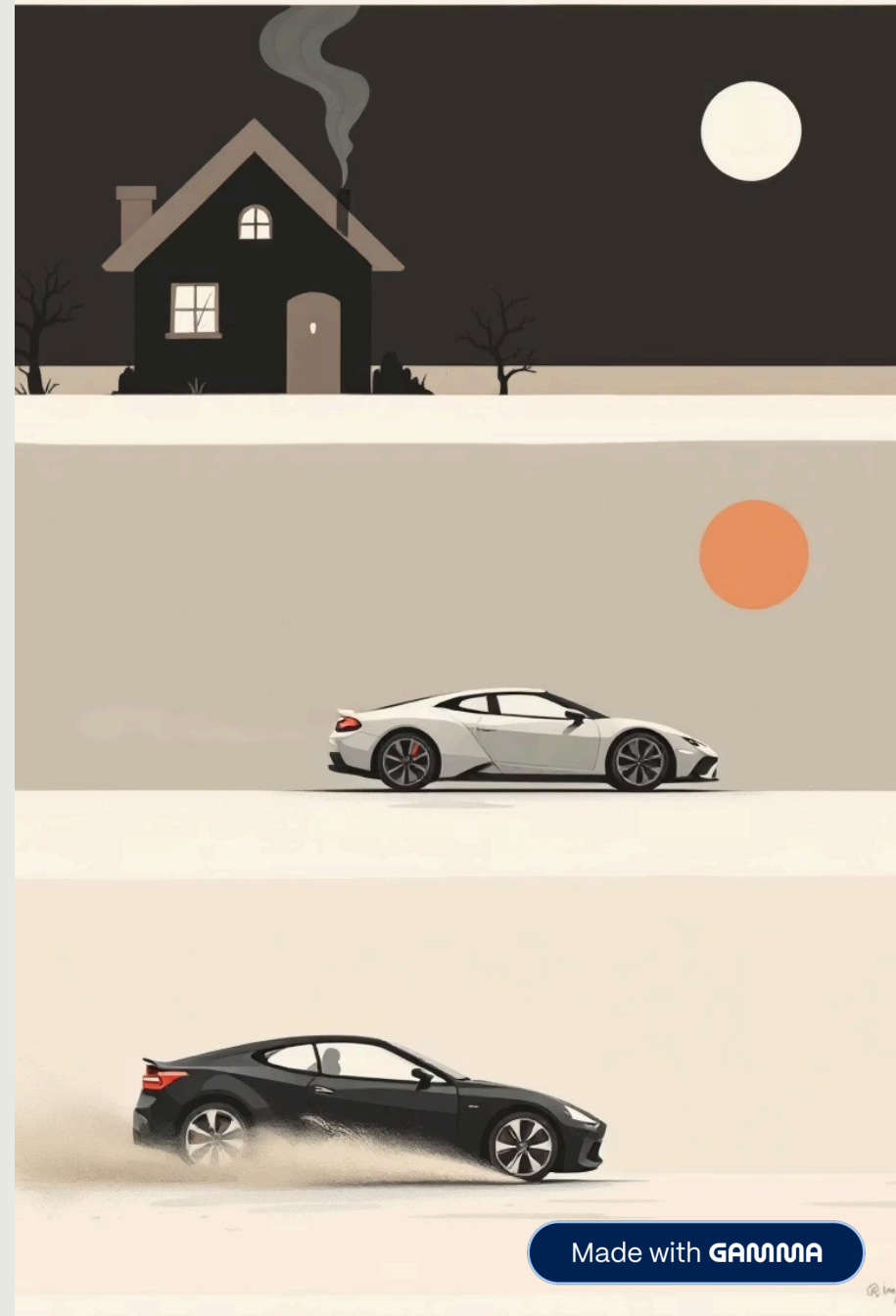
12 titles released, making it the most produced genre on the platform.

ACTION & COMEDY LAG

6 titles each, representing the least produced content categories.

PRODUCTION GAP

Horror has **2x more content** than Action and Comedy combined.



AUDIENCE PREFERENCES VS. PRODUCTION

MOST PRODUCED

Horror leads with 12 titles, but doesn't top ratings.

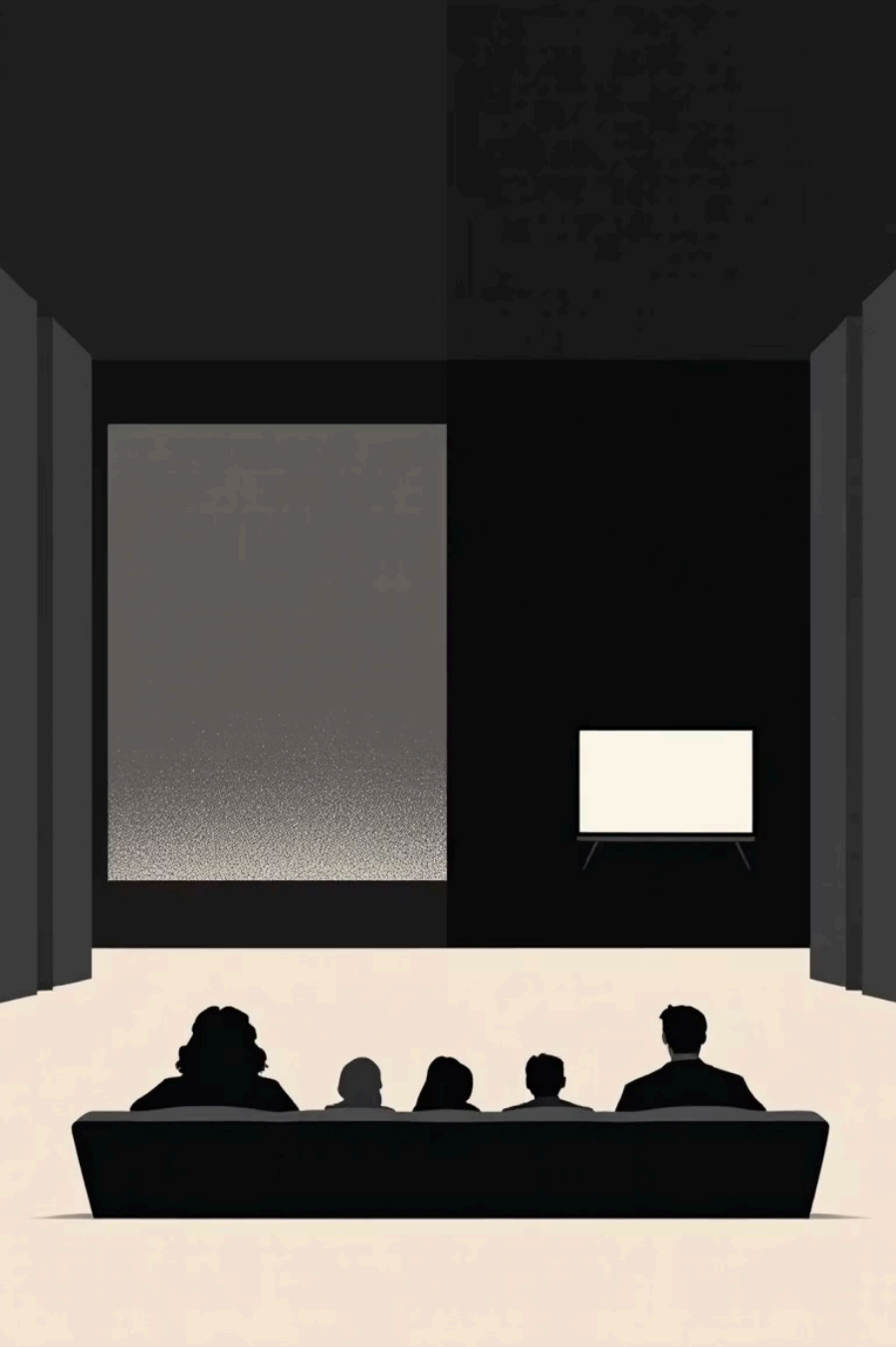


HIGHEST RATED

Documentary (6.43) and **Romance (6.09)** win audience hearts.



📌 **Key Insight:** Horror is released the most, but the audience prefers Documentary and Romance.



MOVIES VS. SERIES PERFORMANCE

6.25

**MOVIES AVERAGE
RATING**

Movies consistently outperform series in audience satisfaction.

5.14

**SERIES AVERAGE
RATING**

Series lag behind movies by over 1 rating point.

Audience ko movies zyada pasand aayi hain, showing a clear preference for film format over episodic content.



TOP-RATED CONTENT CHAMPIONS

1

TITLE_16

9.7 rating - The highest-rated content on the platform, setting the gold standard.

2

TITLE_34

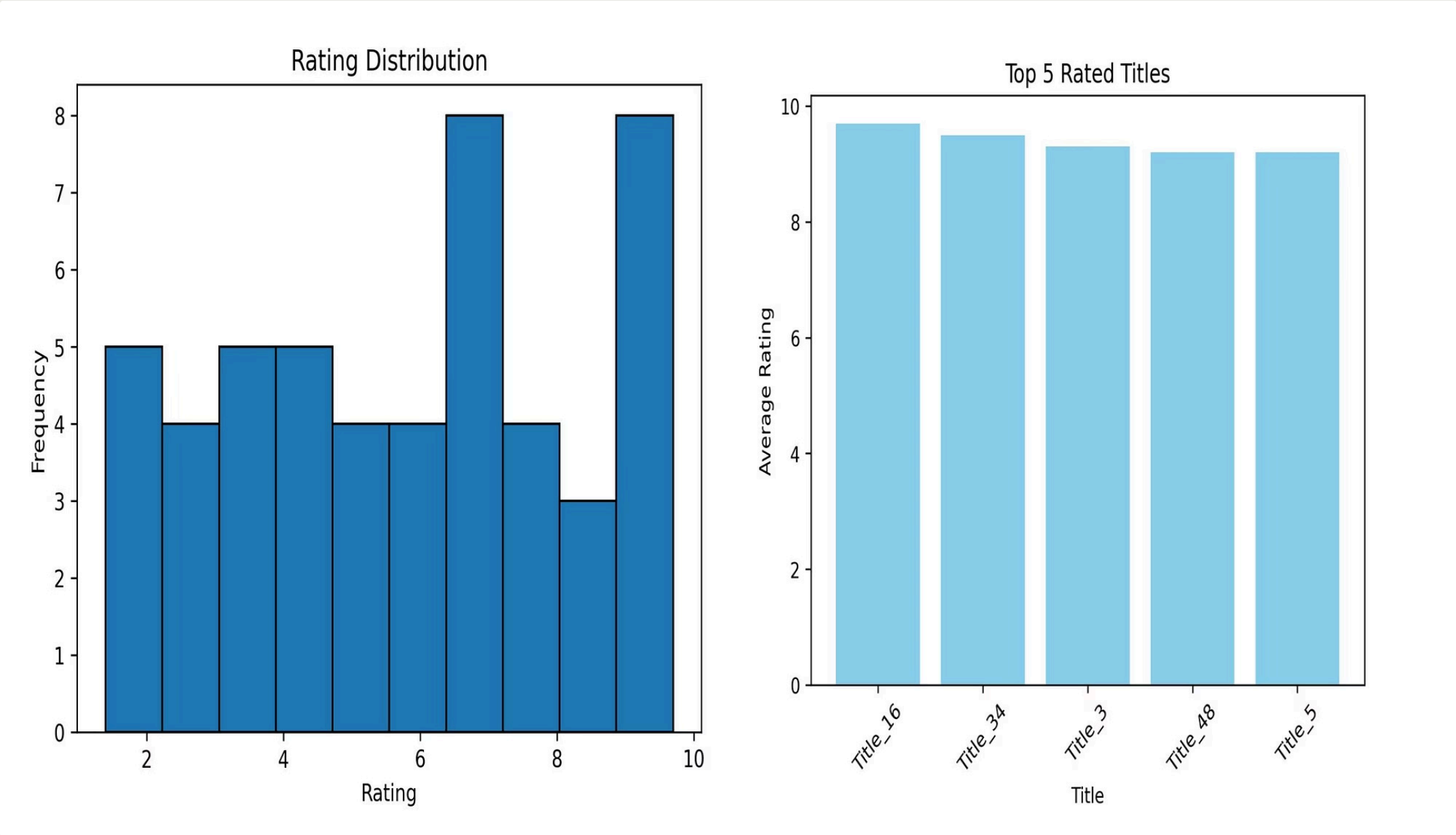
9.5 rating - Close second, demonstrating exceptional audience appeal.

3

TITLE_3

9.3 rating - Rounds out the top three with outstanding viewer satisfaction.

RATING IMPACT ON VIEWERSHIP



HIGH-RATED VIEWS

Content with ratings ≥6.1 averages 507,351 views.



LOW-RATED VIEWS

Content below 6.1 rating averages 472,962 views.

Insight: High ratings se views bhi improve hote hain, though the difference is modest at 7% increase.

CONTENT RELEASE TIMELINE

1 PRE-2022

Steady content production with moderate genre variety.

2 2022 PEAK

Highest release year with Drama leading the charge.

3 POST-2022

Continued focus on Horror and Drama genres.



GENRE TRENDS OVER TIME

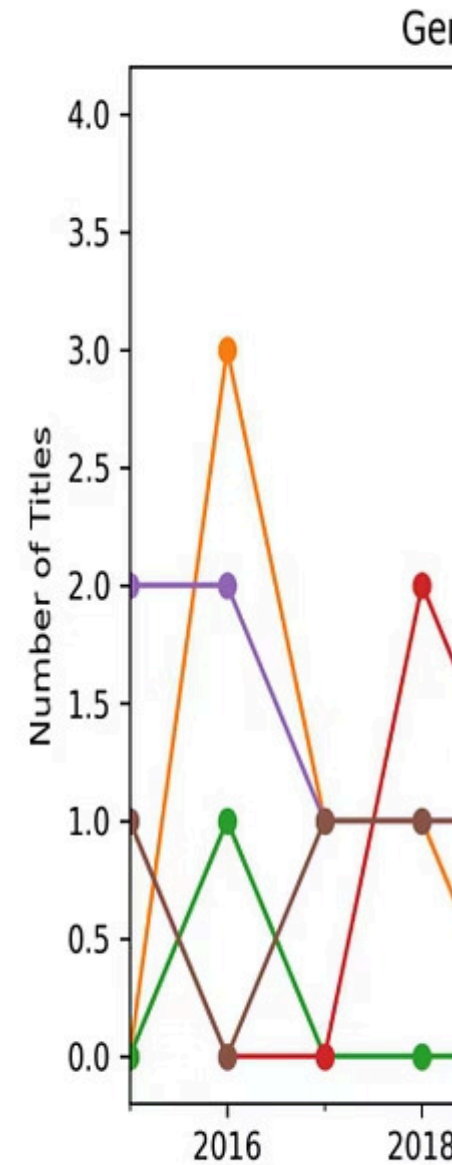
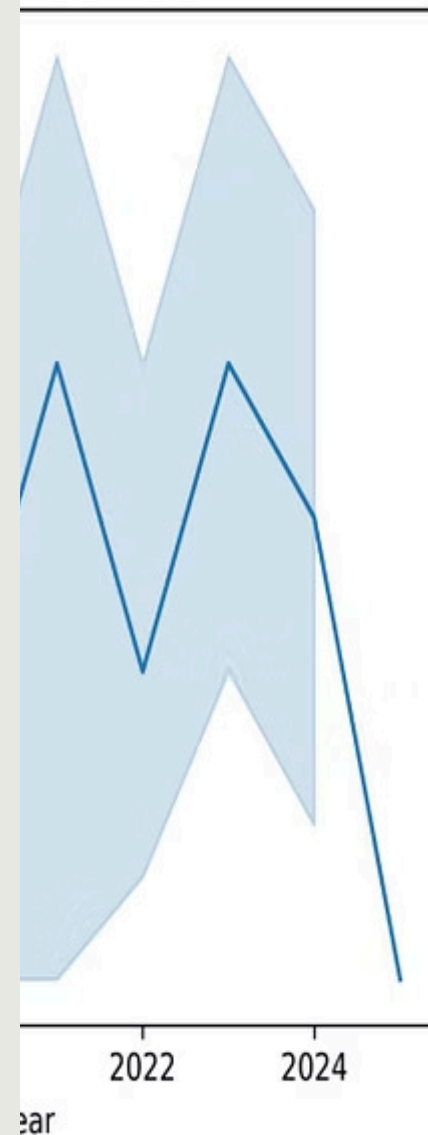
RISING GENRES

- **Drama:** Consistent growth in recent years
- **Horror:** Significant increase in production

STABLE/DECLINING GENRES

- **Comedy:** Minimal growth or decline
- **Action:** Stable but underproduced

at Releases



STRATEGIC INSIGHTS



PRODUCTION MISMATCH

Platform me Horror zyada produce ho raha hai, but Documentary and Romance have higher ratings.



QUALITY OVER QUANTITY

Movies outperform series significantly, suggesting format preference matters.



UNTAPPED POTENTIAL

Comedy & Action kam perform kar rahe hain - opportunity for strategic investment.





KEY TAKEAWAYS

01

REALIGN PRODUCTION STRATEGY

Increase Documentary and Romance content to match audience preferences and ratings.

02

PRIORITIZE MOVIE FORMAT

Focus on movie production given the 1.11-point rating advantage over series.

03

OPTIMIZE HORROR INVESTMENT

While Horror has volume, quality improvements could boost its lower ratings.

04

REVITALIZE ACTION & COMEDY

Explore why these genres are underproduced and develop strategic growth plans.