

Netflix in Indian OTT Market

Netflix's HISTORY

1997

Founded on August 29, 1997, in Scotts Valley, California

1998

Initially operated on a pay-per-rent model, charging \$4 per rental with additional fees for postage and delays

2000

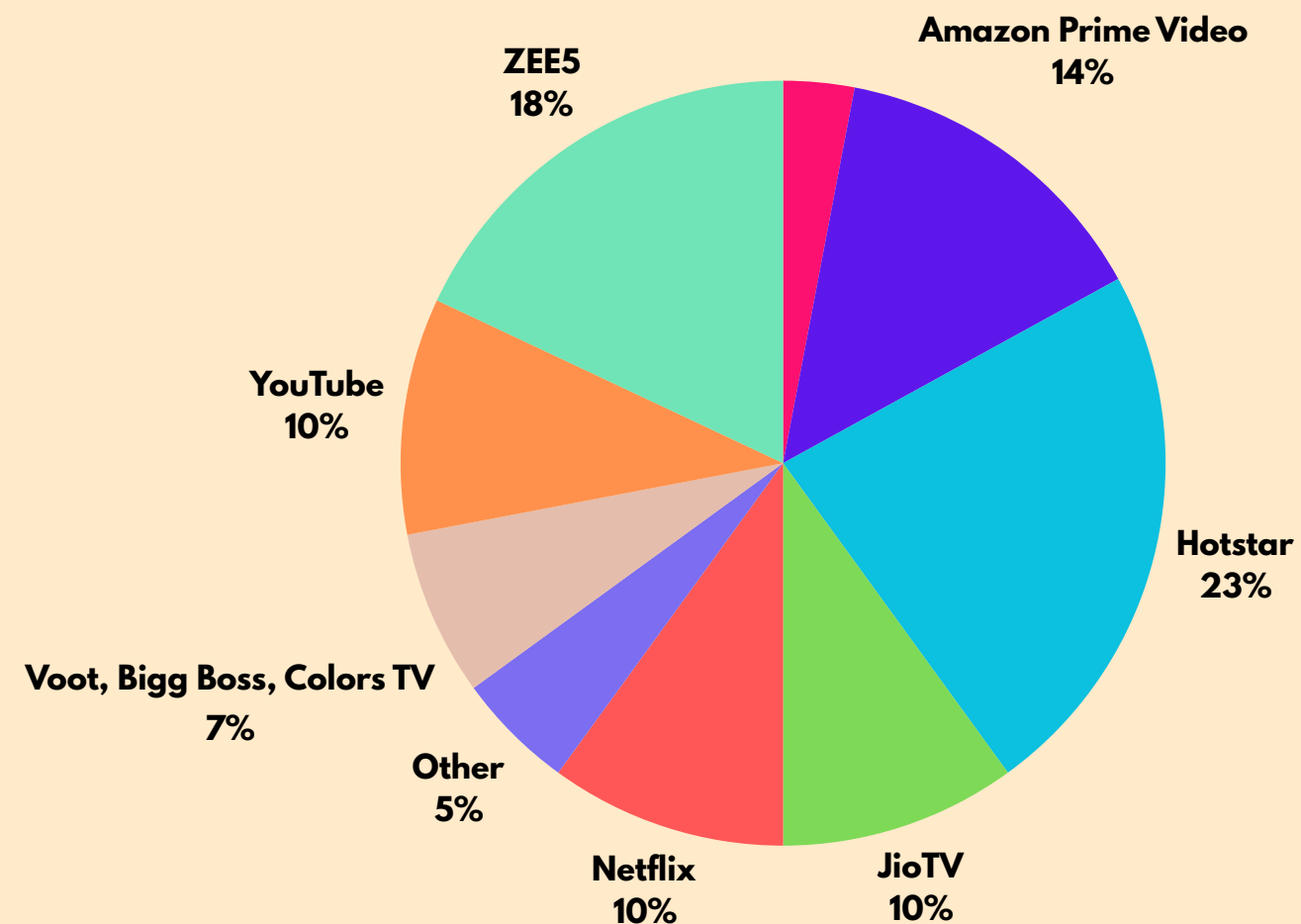
Transitioned to a monthly subscription model, eliminating due dates and late fees

2013

Ventured into original content production in 2013 with series like "House of Cards" and "Orange Is the New Black"

2016

Globally expanded to 200 countries. Entered India in early 2016, localizing content and producing original movies and TV series.



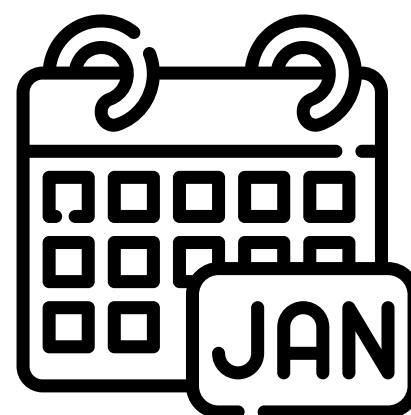
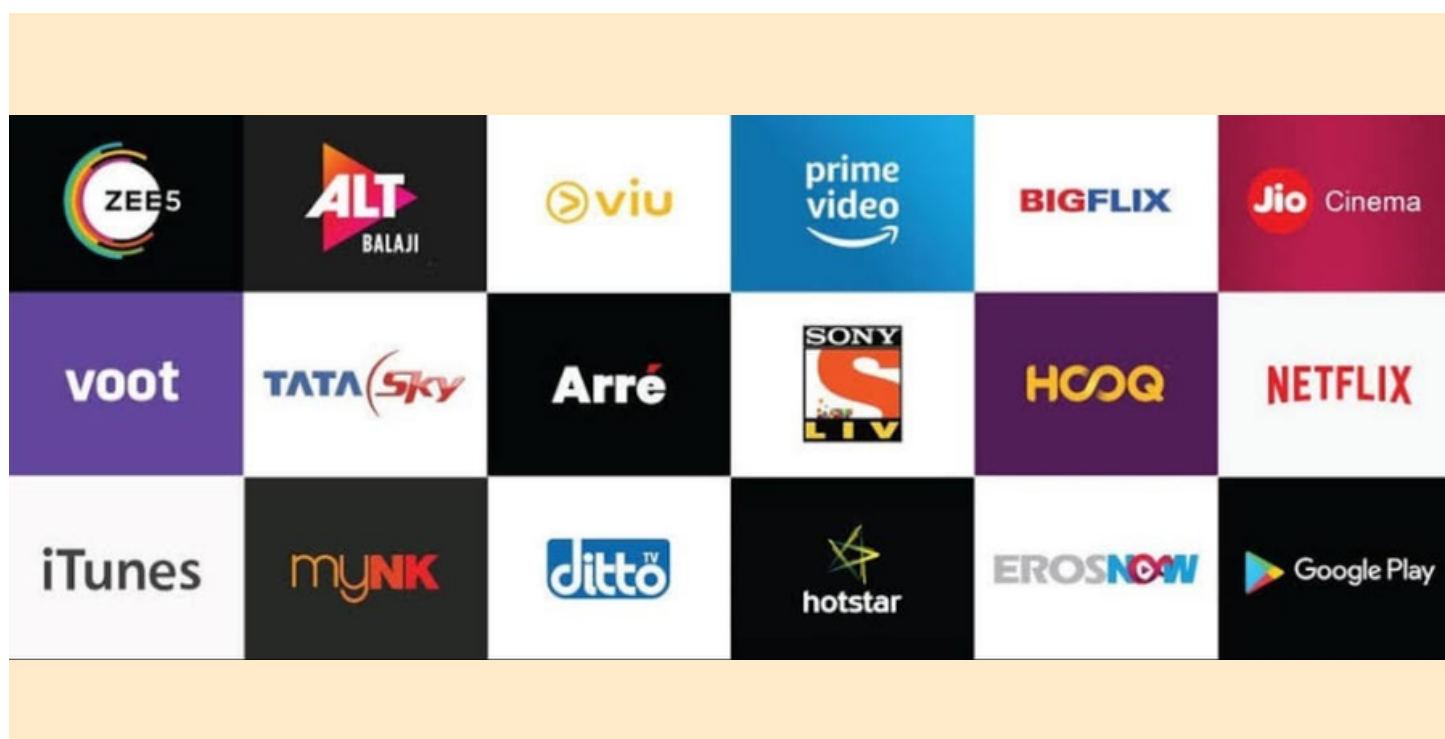
83 M

SUBSCRIBERS

The world's leading provider of on-demand video, streaming movies, and TV series to over 83 million subscribers in more than 190 countries.

INDIA's OTT PLATFORM

MARKET & COMPETITORS

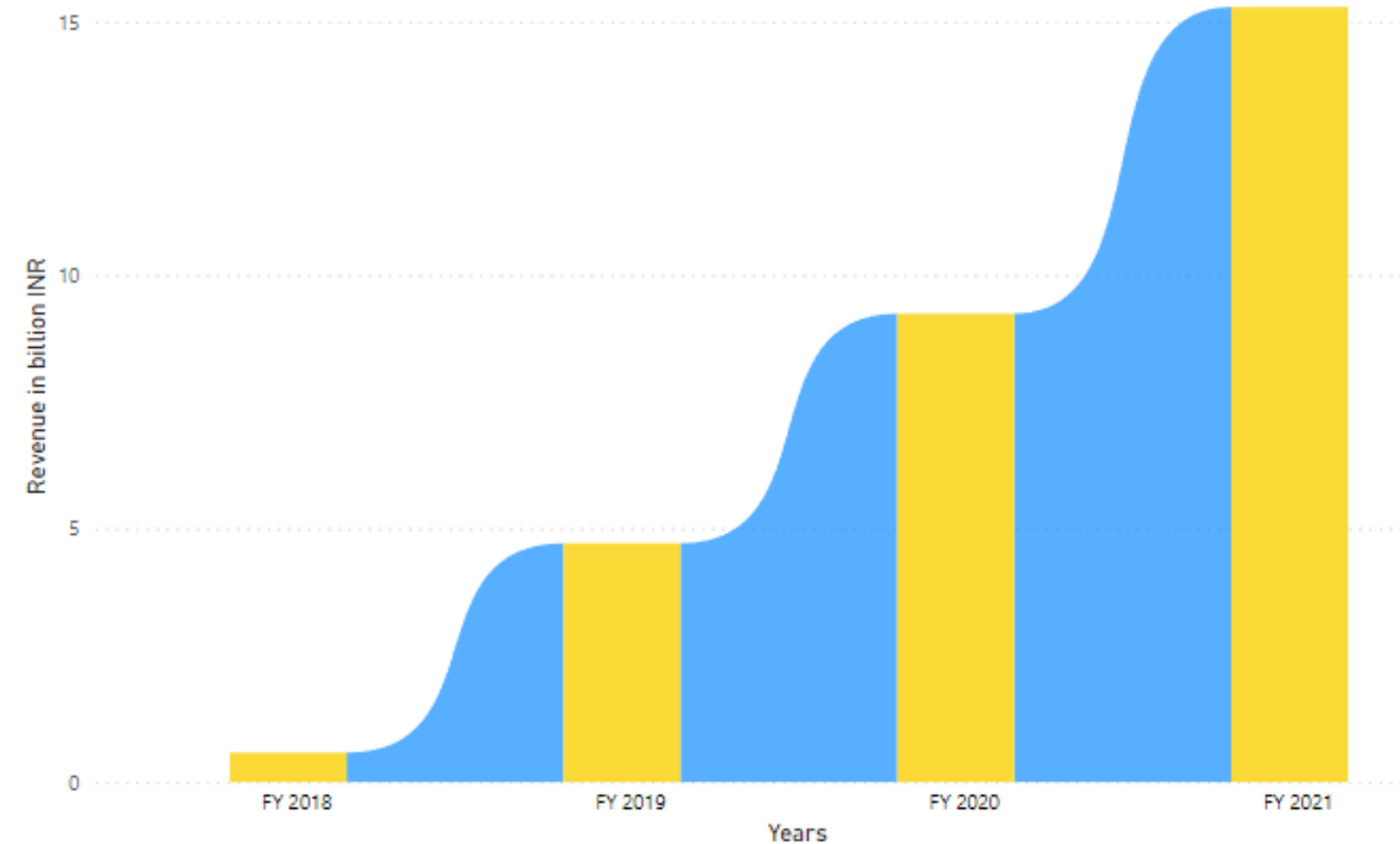


Netflix launched its platform in India in early January 2016.

FINANCIAL PERFORMANCE



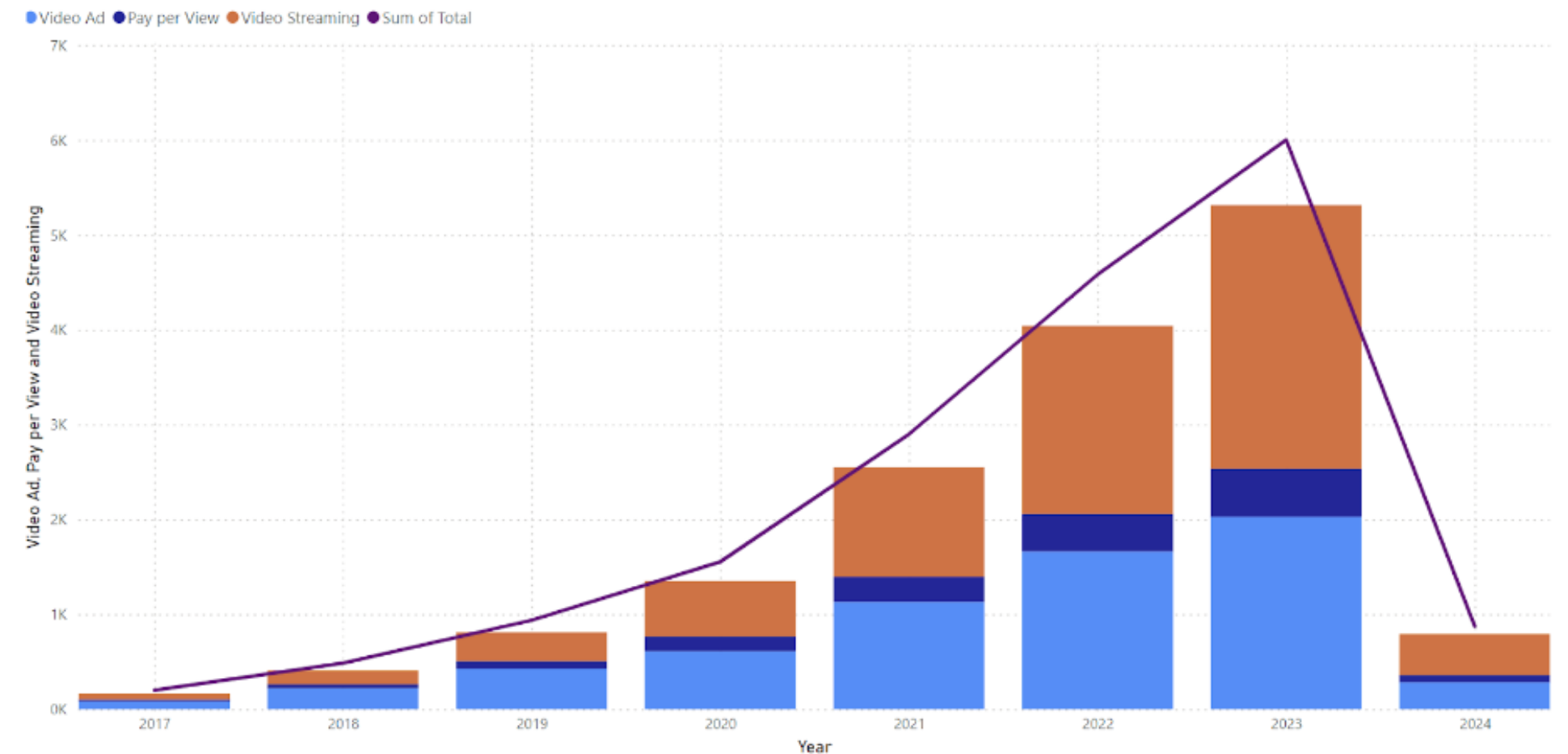
Revenue by Years



Netflix's revenue growth in India from FY 2018–2021 is robust, indicating successful expansion strategies and increasing market penetration. This positive financial performance could be attributed to strong content localization, effective pricing, and effective marketing campaigns.

Revenue Streams Over Time

Video Ad, Pay per View, Video Streaming and Sum of Total by Year

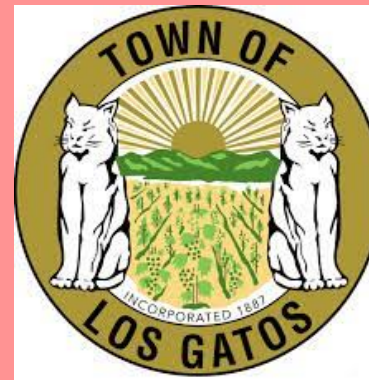


The chart shows steady revenue growth in video ads, pay-per-view, and streaming over years. However, it predicts a significant decline in 2024, indicating potential market challenges like increased competition or consumer behavior shifts, necessitating a strategic review.

5W & 1H



When



Where



Who



What



Why



How

PROBLEM STATEMENT

Netflix faces challenges in successfully establishing its presence in the Indian market



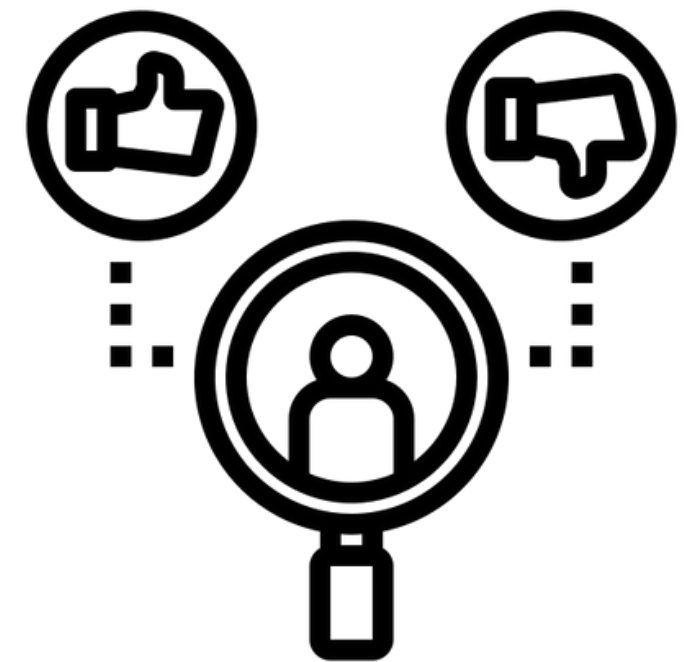
Low Retention rate



Cultural Diversity



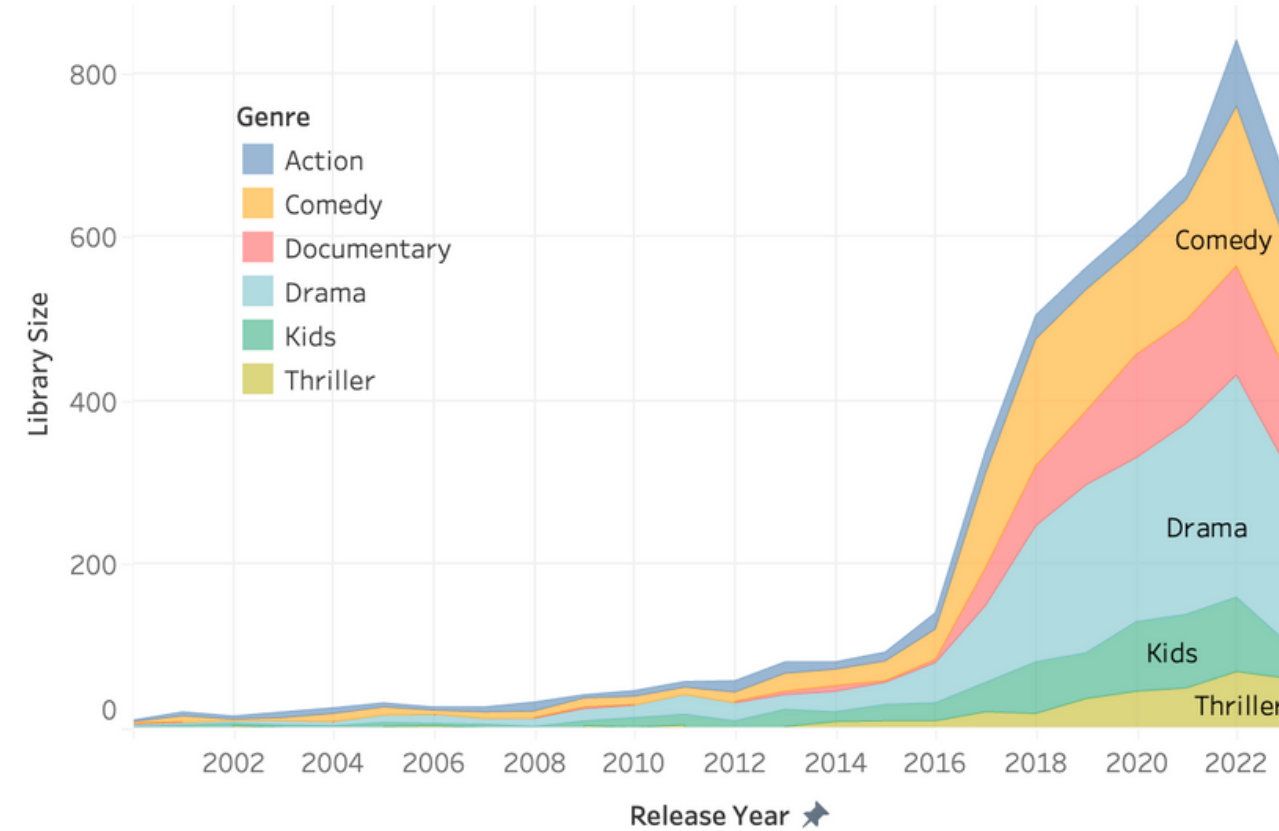
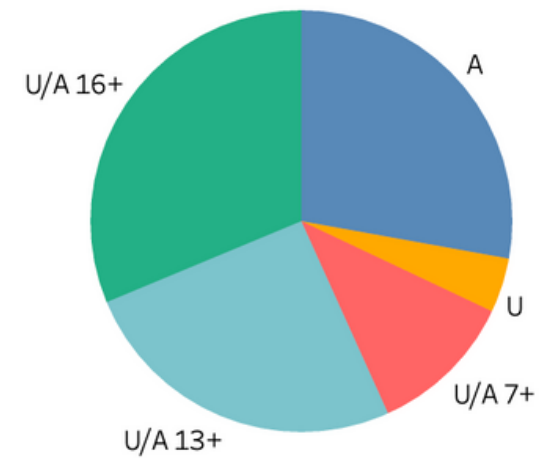
Competitive Market



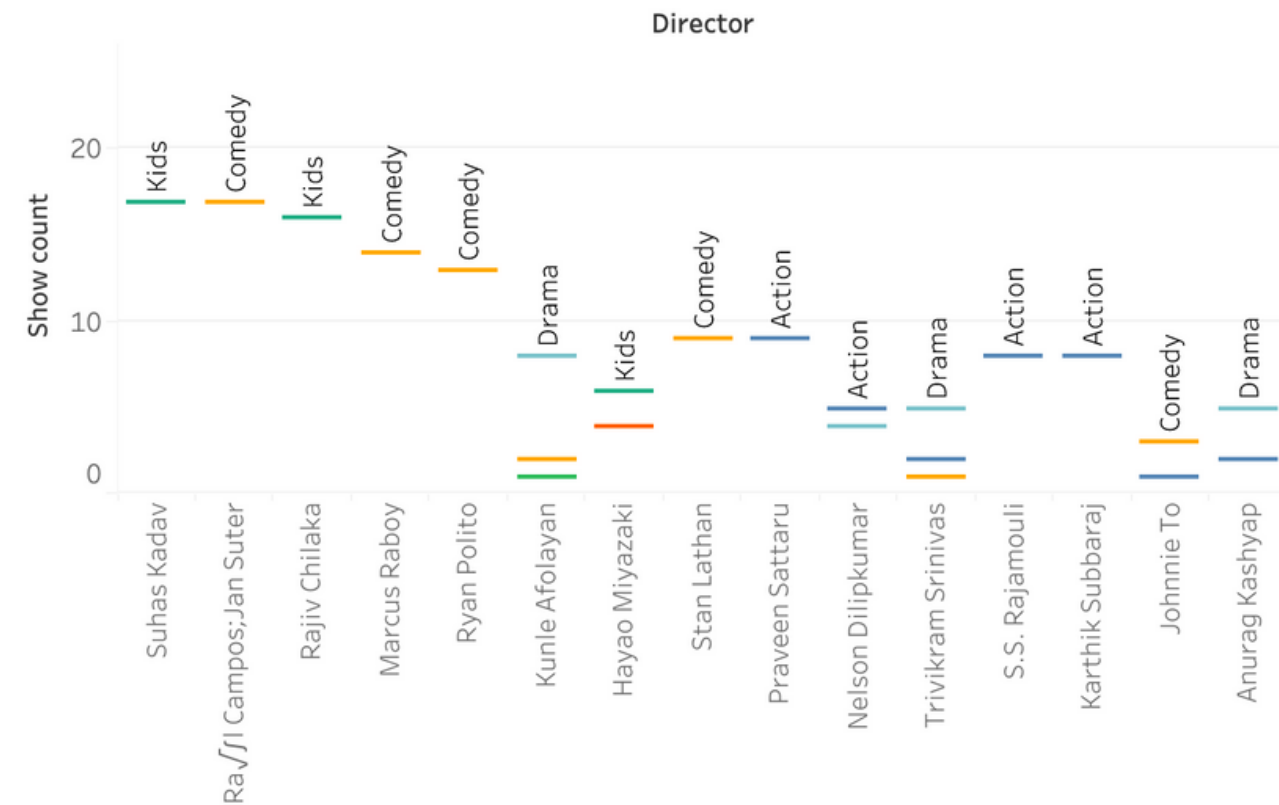
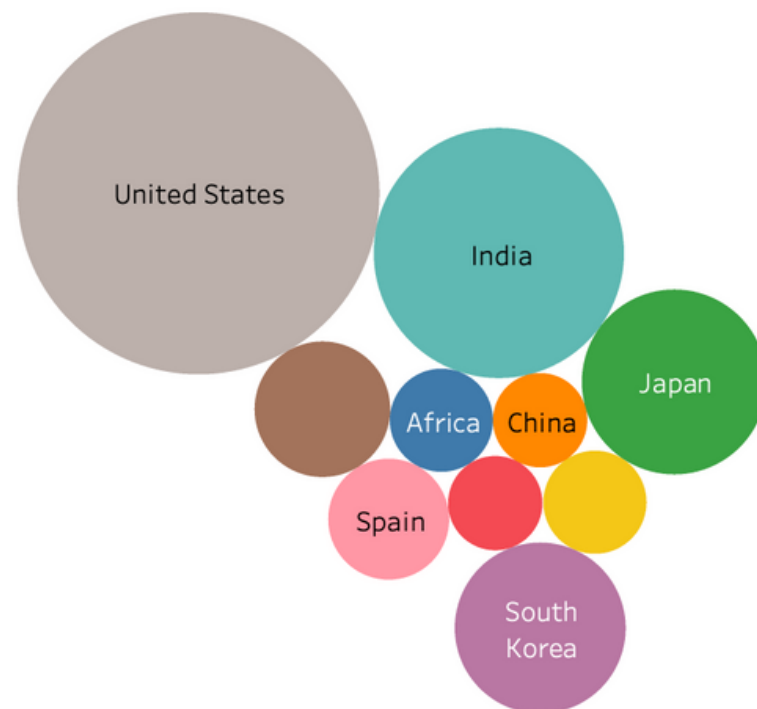
Customer Preference

Content catalog dashboard

Content Catalogue Dashboard

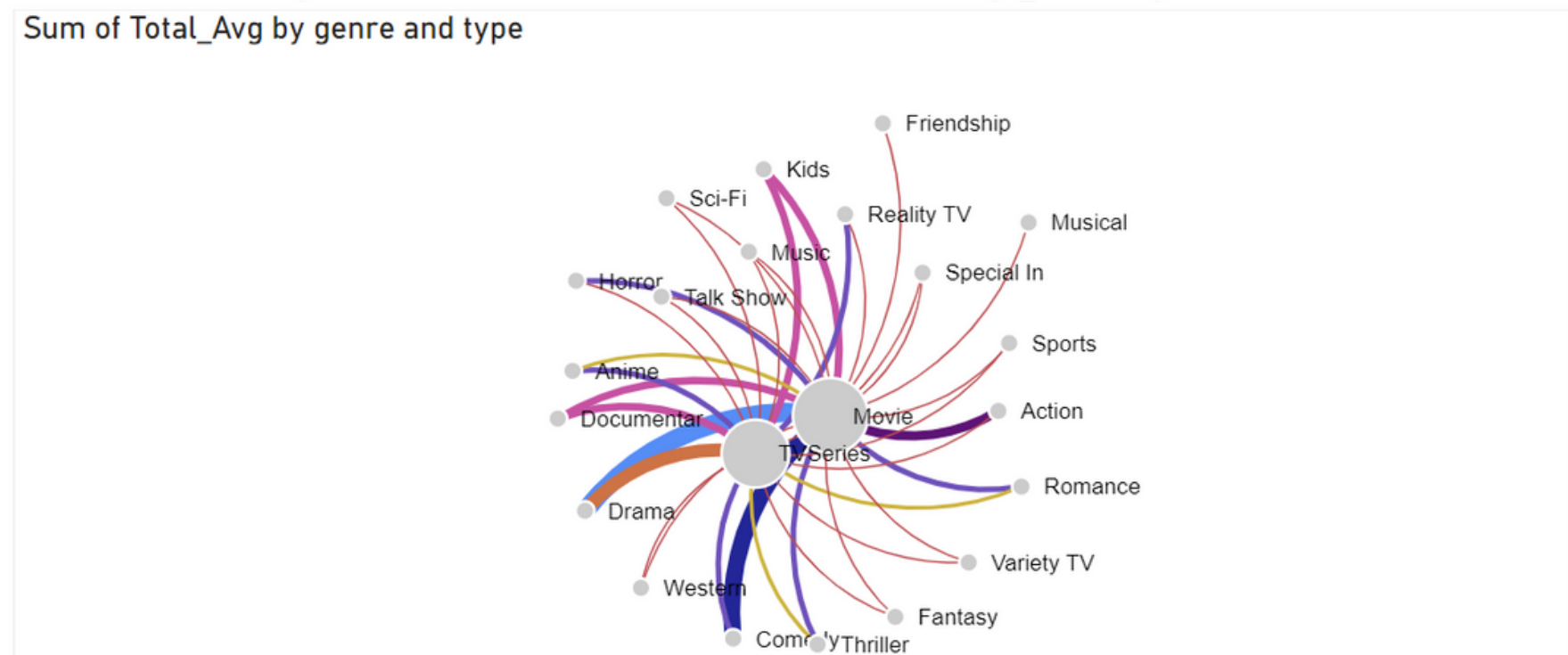


Catalogue Production Country

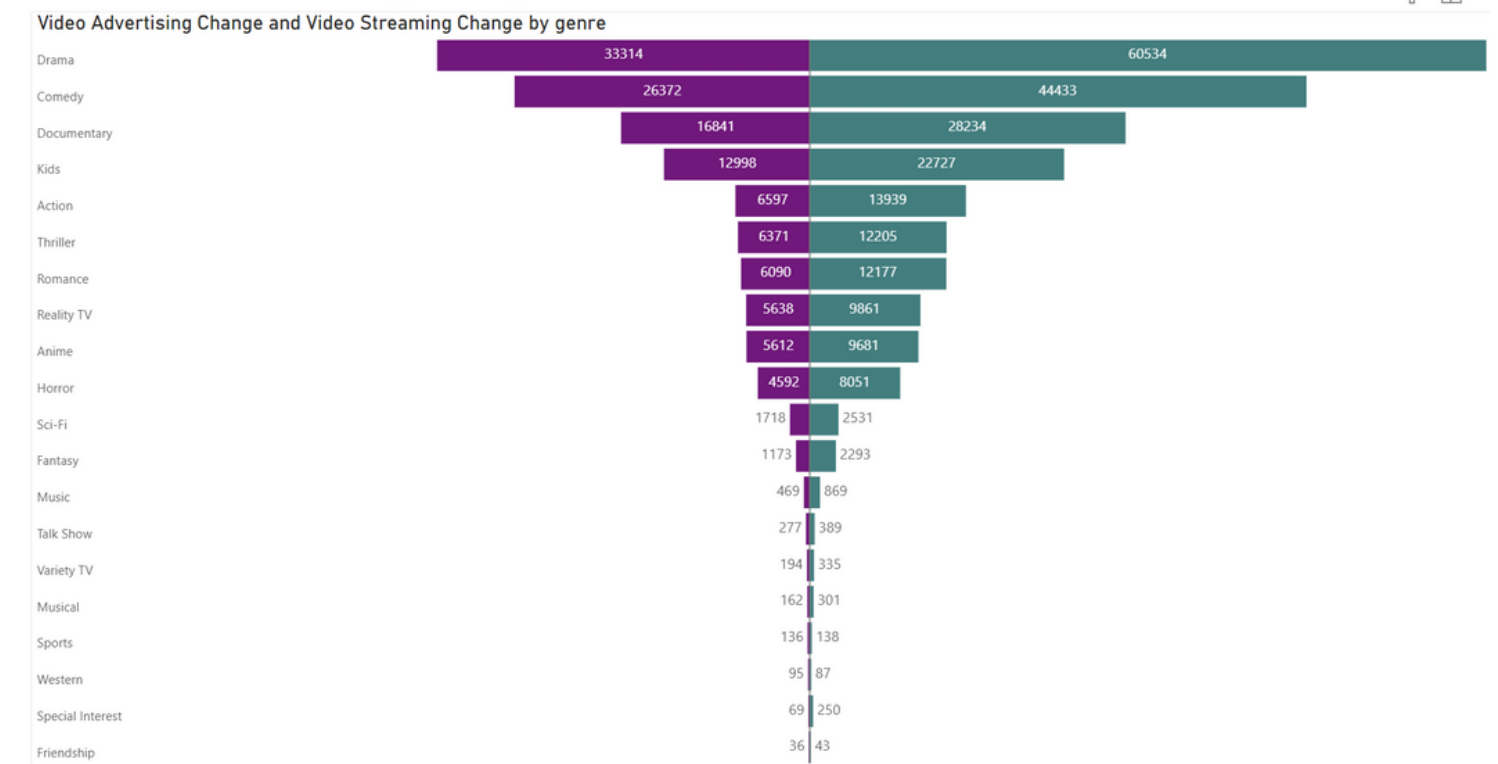


Content performance dashboard filtered for Indian production and Globally

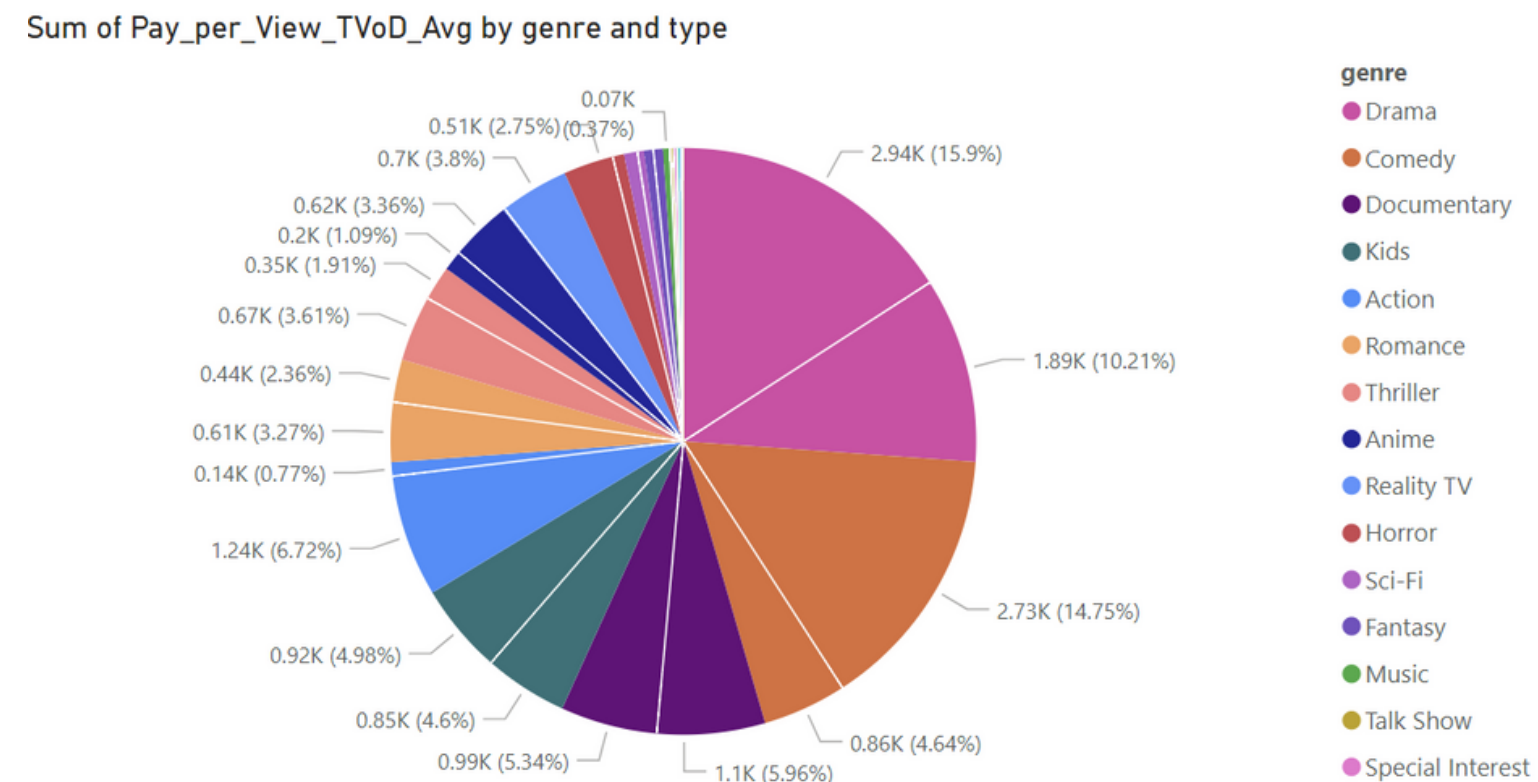
Network Analysis of Genres to Content Types by Performance Average



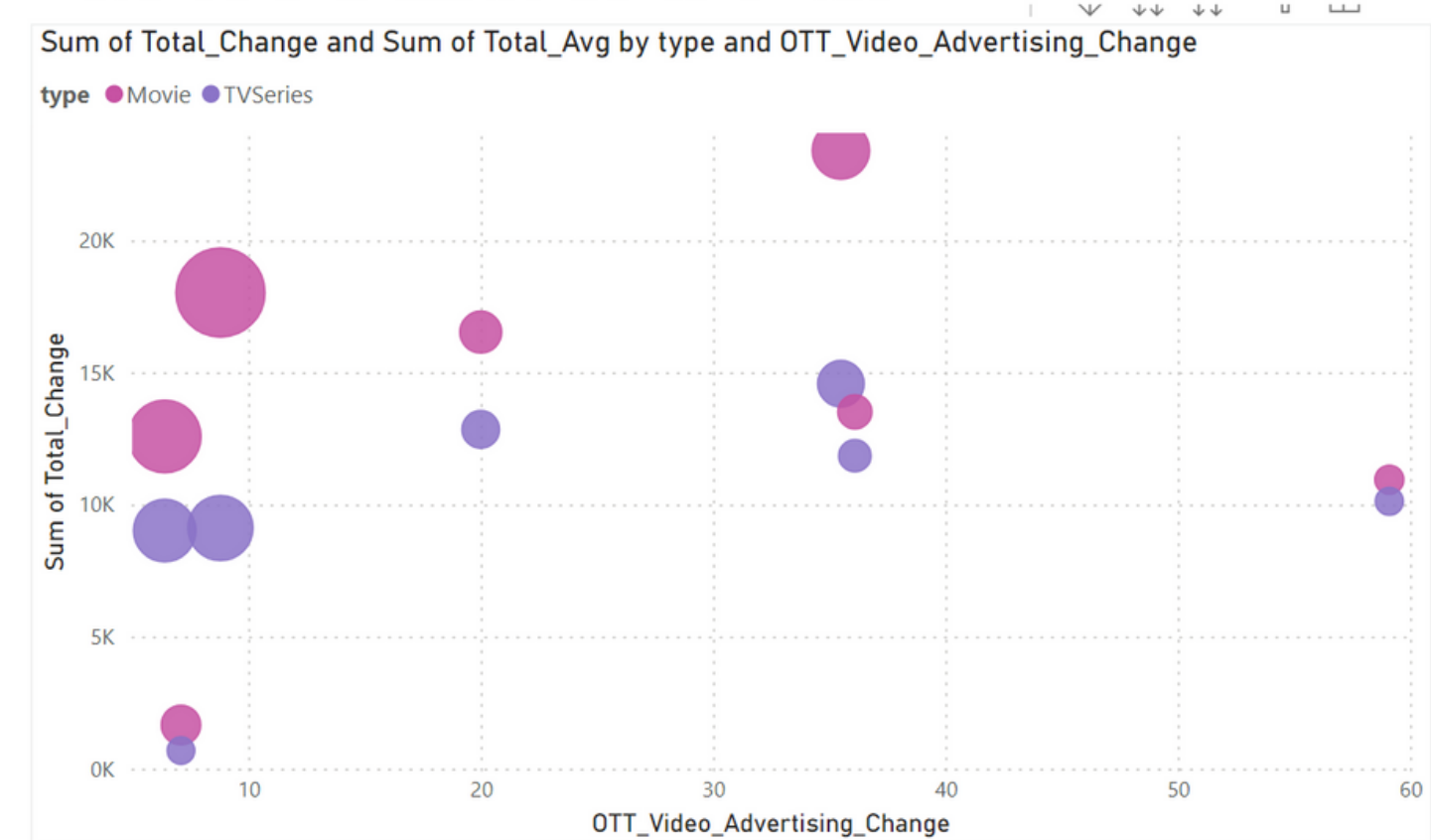
Revenue Stream Change Comparison



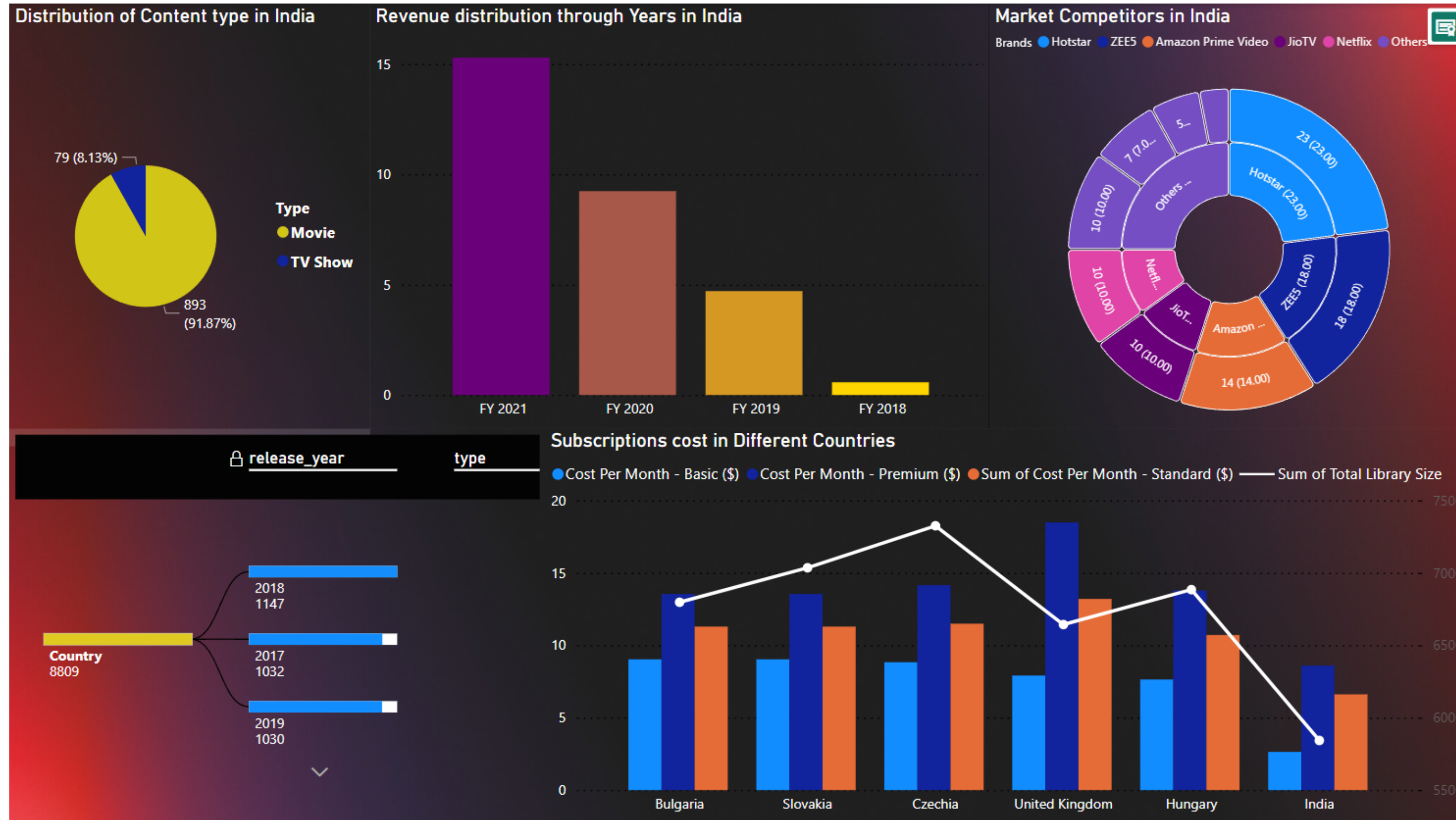
Comparative Distribution of Pay-per-View Average Earnings by Genre



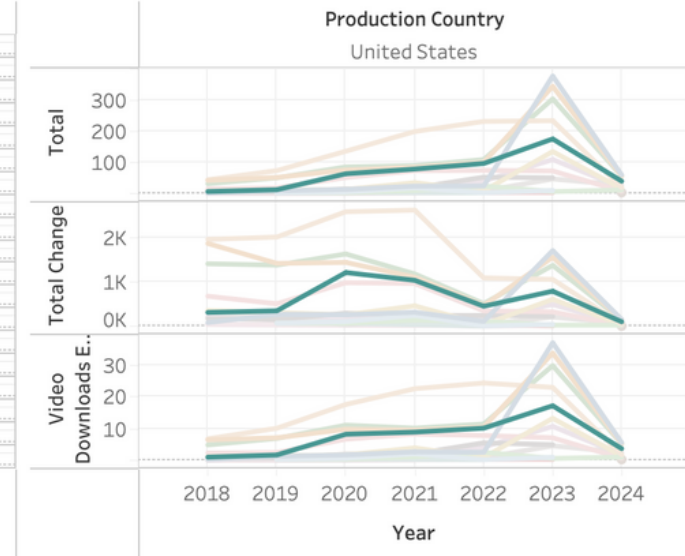
Revenue Changes by Content Type



Market comparison dashboard



Content Origin & Trends



The dashboard illustrates how numbers of productions and revenue generated change by country of production, year and genre. In the US, most genres saw a spike reaching 2023, while in other production countries there are far less genres being produced and the counts are not inflating.

Solutions & Suggestions

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-9.7713450	1.2708462	-7.689	1.72e-14	***
typeTVSeries	-0.3853010	0.2614560	-1.474	0.140621	
ratingU	0.0752415	0.0229026	3.285	0.001025	**
ratingU/A 13+	0.0262492	0.0096619	2.717	0.006611	**
ratingU/A 16+	0.0304634	0.0086290	3.530	0.000418	***
ratingU/A 7+	0.0092739	0.0159396	0.582	0.560714	
genreAnime	-0.0126349	0.0253413	-0.499	0.618087	
genreComedy	-0.0507493	0.0150741	-3.367	0.000766	***
genreDocumentary	0.0157887	0.0171927	0.918	0.358480	
genreDrama	-0.0328629	0.0143201	-2.295	0.021774	*
genreFantasy	0.0230482	0.0347190	0.664	0.506811	
genreFriendship	-0.1836597	0.2502207	-0.734	0.462982	
genreHorror	-0.0724565	0.0213153	-3.399	0.000680	***
genreKids	-0.0274013	0.0235324	-1.164	0.244303	
genreMusic	-0.0359315	0.0551922	-0.651	0.515055	
genreMusical	0.0159174	0.0946920	0.168	0.866513	
genreReality TV	0.0212311	0.0219376	0.968	0.333184	
genreRomance	-0.0108581	0.0192377	-0.564	0.572491	
genreSci-Fi	-0.0615185	0.0321894	-1.911	0.056033	.
genreSpecial Interest	0.1838808	0.0819418	2.244	0.024865	*
genreSports	-0.0139343	0.1254881	-0.111	0.911587	
genreTalk Show	0.0173739	0.0768645	0.226	0.821183	
genreThriller	-0.0344249	0.0188353	-1.828	0.067647	.
genreVariety TV	0.0078234	0.0846531	0.092	0.926369	
genreWestern	-0.3611737	0.1291193	-2.797	0.005171	**
release_year	0.0053138	0.0006216	8.549	< 2e-16	***
audioArabic	-0.0284424	0.2863666	-0.099	0.920886	
audioArabic - Audio Description;Arabic [Original]	-0.2700847	0.3025689	-0.893	0.372086	
audioArabic (Egypt)	0.0444006	0.2932181	0.151	0.879645	
audioArabic (Egypt) [Original]	0.1100619	0.1482657	0.742	0.457917	
audioArabic (Jordan) [Original]	-0.6838876	0.2878880	-2.376	0.017554	*

- Do not invest too much on commonly welcomed genres like Sci-Fi and Horror
- Ratings: U/A 13+ and U/A 16+ fits marketing tastes
- Newly-released productions receives better reaction than old ones

Solutions & Suggestions

- **Diversify Content Portfolio:** Expand the number of TV shows to attract a broader audience and enhance engagement.
- **Tailor Content to Local Preferences:** Invest in drama and action genres, customized to regional languages and cultural nuances.
- **Enhance Youth and Family-Oriented content:** Increase offerings for teens and families to capture wider demographic segments.
- **Adjust Pricing Strategy:** Experiment with flexible subscription models and seasonal promotions to boost subscriber retention.
- **Strategic Partnerships and Collaborations:** Build ties with local production houses to expand reach and create exclusive content.

**Any
Question?**