


CHANNEL 

All 

YEAR 

2024

2025

GENRE  CONTENT TYPE 

- ☐ Action
- ☐ Comedy
- ☐ Crime
- ☐ Drama
- ☐ Horror
- ☐ Romance
- ☐ Sci-Fi
- ☐ Thriller
- ☐ Unknown

- ☐ BTS/Making
- ☐ Clip/Scene/Recap
- ☐ Other
- ☐ Promo
- ☐ Song/OST
- ☐ Teaser
- ☐ Trailer

5591
Videos

7.24K
Views per Day (avg)

6bn
Total Views

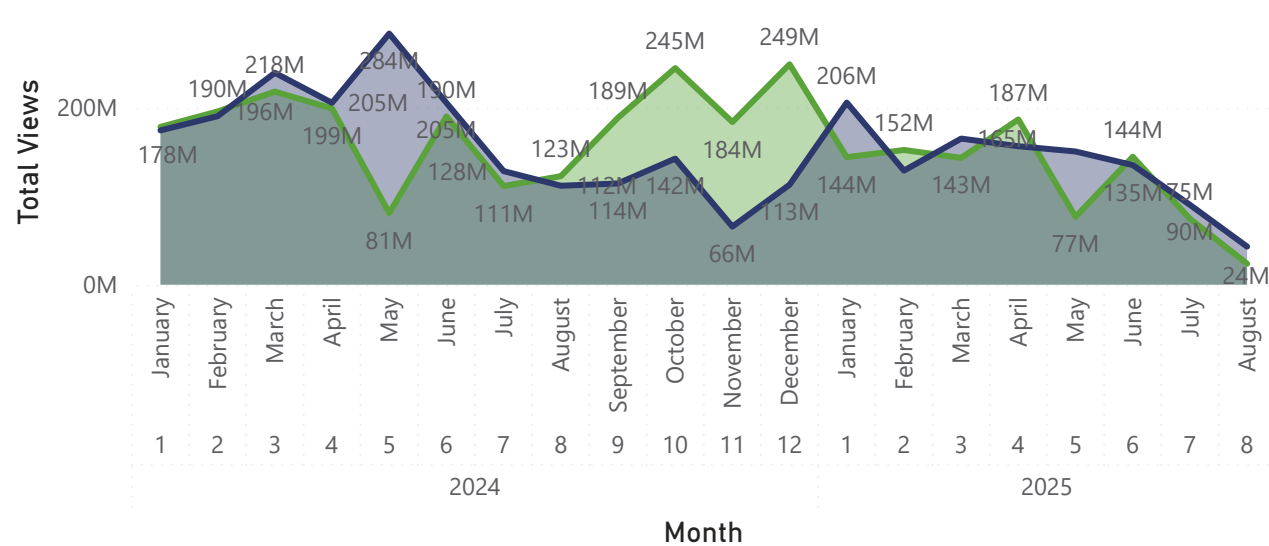
91M
Total Likes

0.02
Engagement Rate

1M
Total Comments

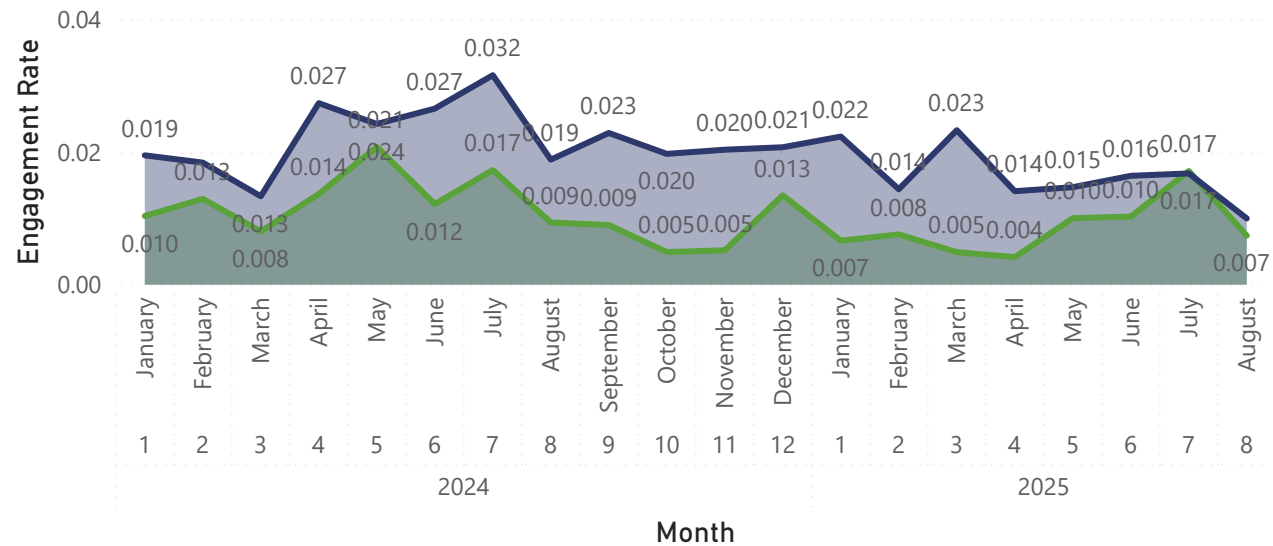
Total Views Trends for 2024 and 2025

channel ● Netflix India ● Prime Video India



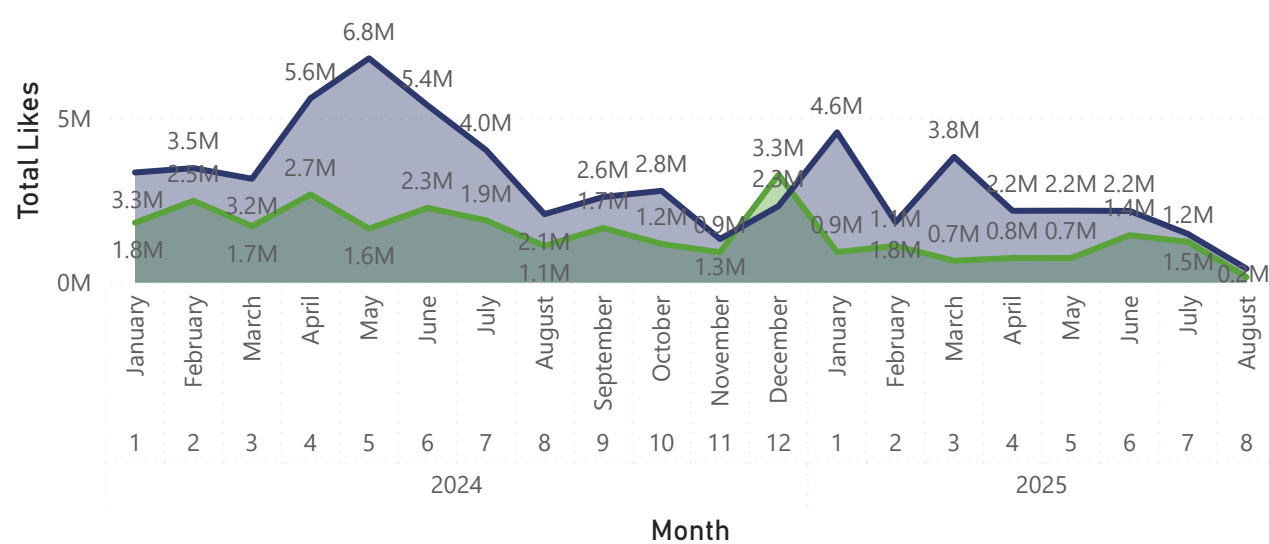
Engagement Rate Trends for 2024 and 2025

channel ● Netflix India ● Prime Video India



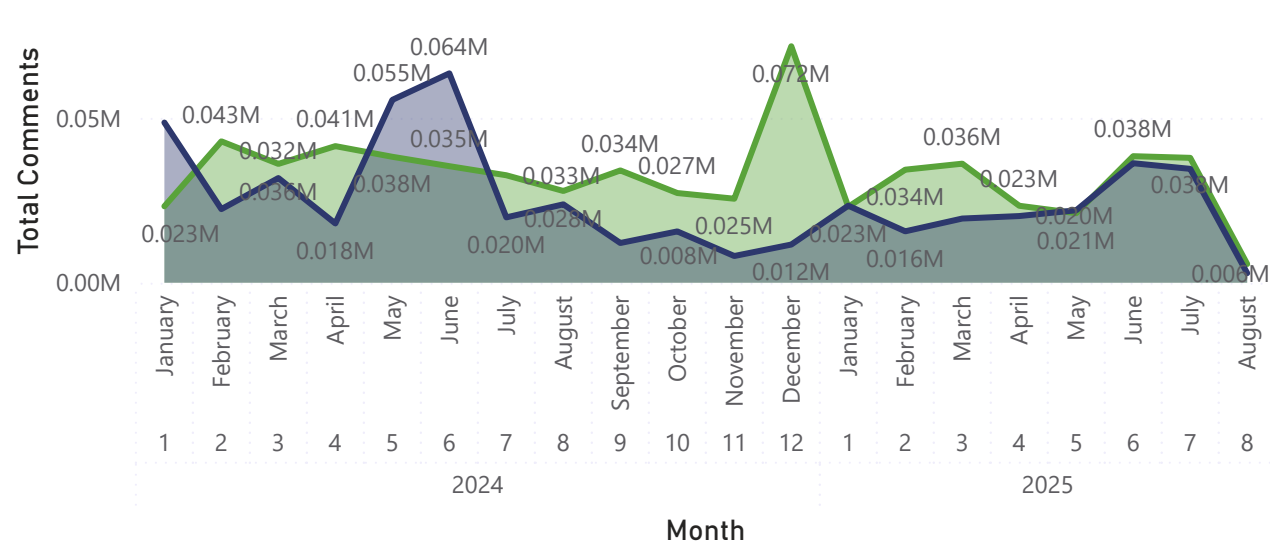
Total Likes Trends for 2024 and 2025

channel ● Netflix India ● Prime Video India



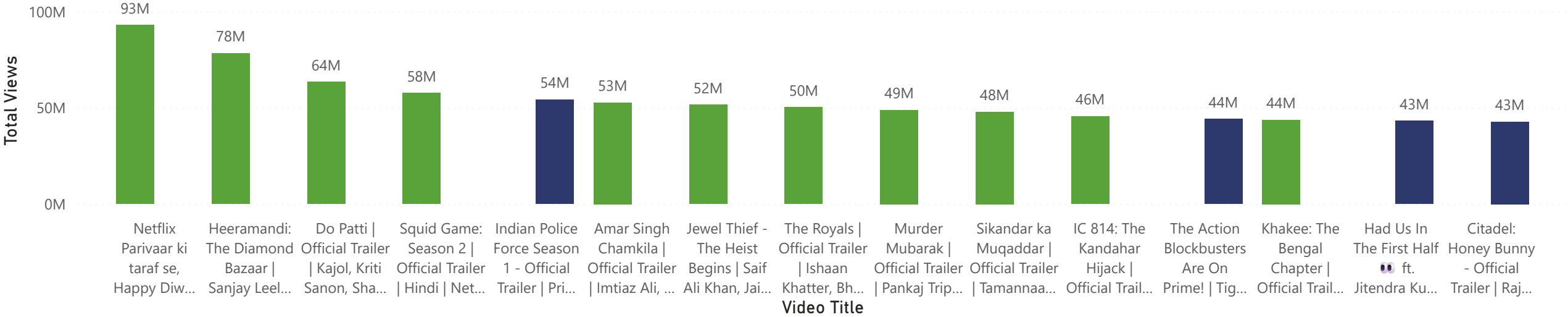
Total Comments Trends for 2024 and 2025

channel ● Netflix India ● Prime Video India



TOP 15 VIDEOS BY VIEWS

Channel ● Netflix India ● Prime Video India

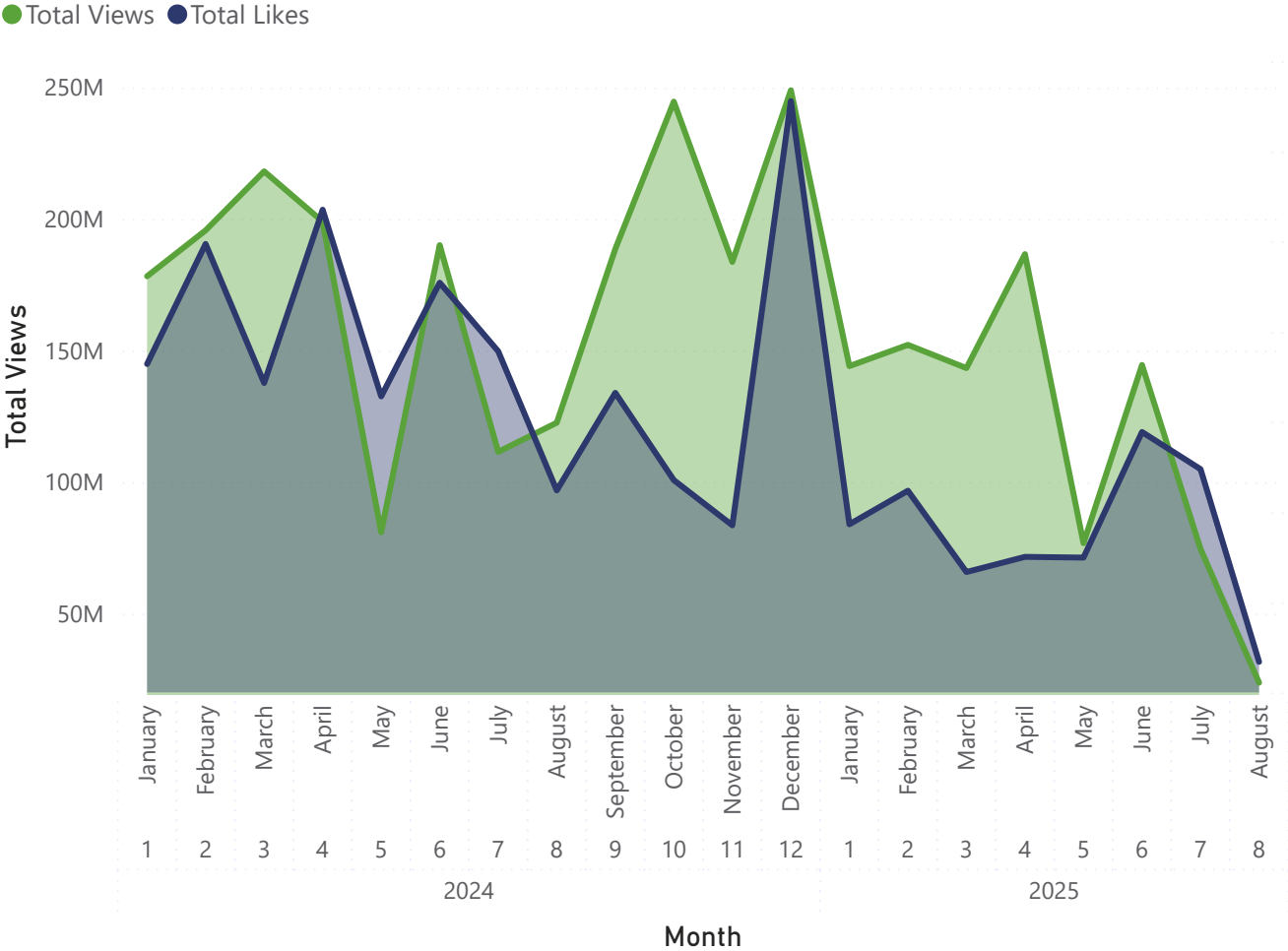


Video Title	First channel	Total Views	Total Likes	Total Comments	Engagement Rate	First content_type	First genre
Netflix Parivaar ki taraf se, Happy Diwali! 🧨🥰	Netflix India	93031269	10051	267	0.00	Other	Unknown
Heeramandi: The Diamond Bazaar Sanjay Leela Bhansali Official Trailer Netflix India	Netflix India	78382440	219528	9939	0.00	Trailer	Unknown
Do Patti Official Trailer Kajol, Kriti Sanon, Shaheer Sheikh 25 Oct Netflix India	Netflix India	63500011	130356	3458	0.00	Trailer	Thriller
Squid Game: Season 2 Official Trailer Hindi Netflix	Netflix India	57796167	82374	2000	0.00	Trailer	Unknown
Indian Police Force Season 1 - Official Trailer Prime Video India	Prime Video India	54306620	145297	15359	0.00	Trailer	Unknown
Amar Singh Chamkila Official Trailer Imtiaz Ali, A.R. Rahman, Diljit Dosanjh, Parineeti Chopra	Netflix India	52740315	157817	4062	0.00	Trailer	Unknown
Jewel Thief - The Heist Begins Saif Ali Khan, Jaideep Ahlawat Official Trailer Netflix	Netflix India	51597608	85770	3049	0.00	Trailer	Crime
The Royals Official Trailer Ishaan Khatter, Bhumi Pednekar, Zeenat Aman, Nora Fatehi	Netflix India	50343400	50479	1708	0.00	Trailer	Drama
Murder Mubarak Official Trailer Pankaj Tripathi, Sara Ali Khan, Karisma Kapoor, Vijay Varma	Netflix India	48891795	118225	4373	0.00	Trailer	Comedy
Sikandar ka Muqaddar Official Trailer Tamannaah Bhatia, Jimmy Shergill, Avinash Tiwary	Netflix India	47943806	49724	1354	0.00	Trailer	Unknown
IC 814: The Kandahar Hijack Official Trailer Vijay Varma, Pankaj Kapur, Naseeruddin Shah	Netflix India	45636292	54937	2882	0.00	Trailer	Unknown
The Action Blockbusters Are On Prime! Tiger 3, Indian Police Force Prime Video India	Prime Video India	44199461	230	21	0.00	Other	Action
Khakee: The Bengal Chapter Official Trailer Jeet, Prosenjit, Parambrata, Chitrangada Singh	Netflix India	43792638	67002	5471	0.00	Trailer	Crime
Had Us In The First Half 🕷️ ft. Jitendra Kumar, Shriya Pilgaonkar Dry Day #primevideoindia	Prime Video India	43333782	991428	2118	0.02	Other	Comedy
Citadel: Honey Bunny - Official Trailer Raj&DK Russo Brothers Varun, Samantha, Kay Kay, Saqib	Prime Video India	42781789	74761	2836	0.00	Trailer	Unknown
Total	Netflix India	818277393	2237979	58897	0.00	Other	Action

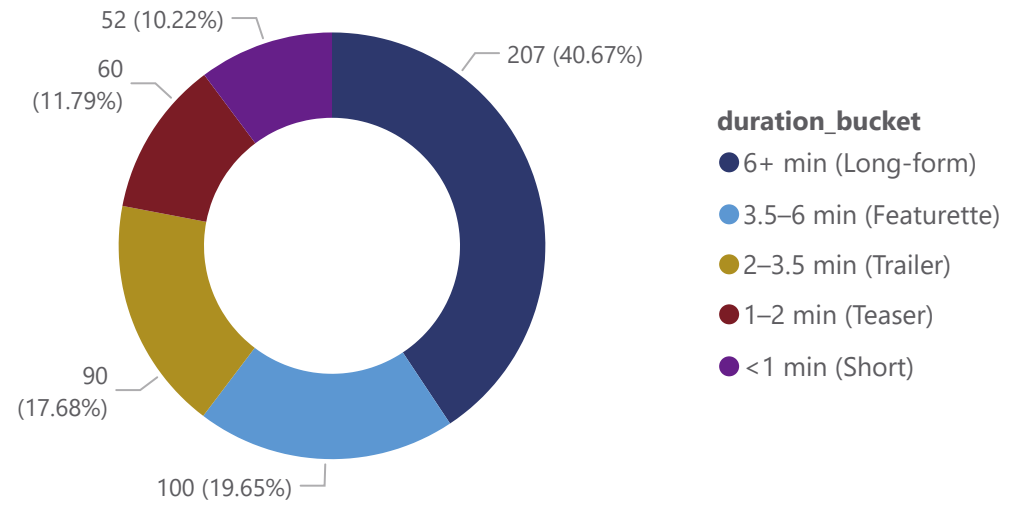
CHANNEL

Netflix India

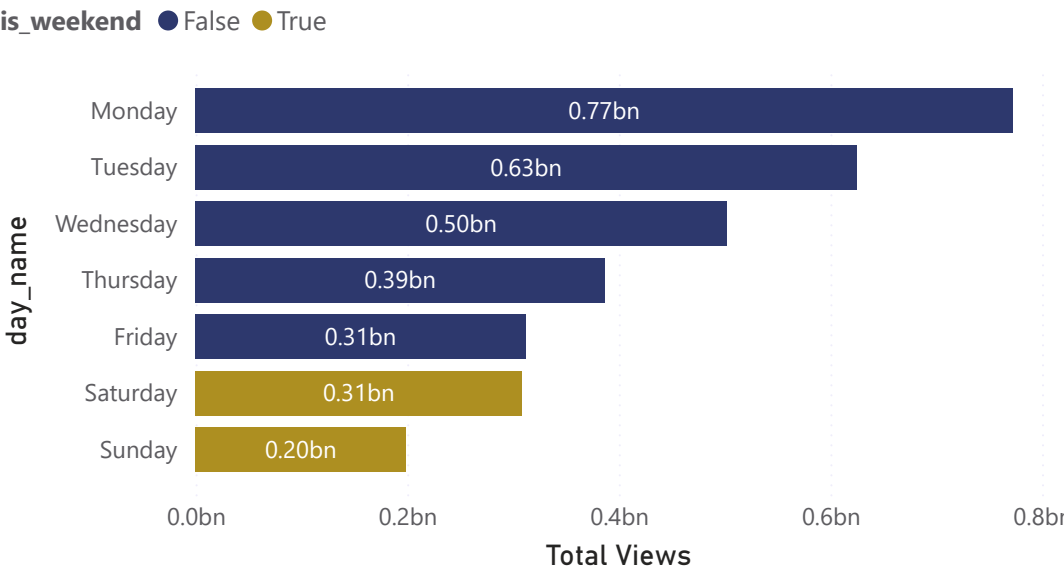
Total Views and Total Likes by Year, Month No and Month



Count of duration by duration_bucket



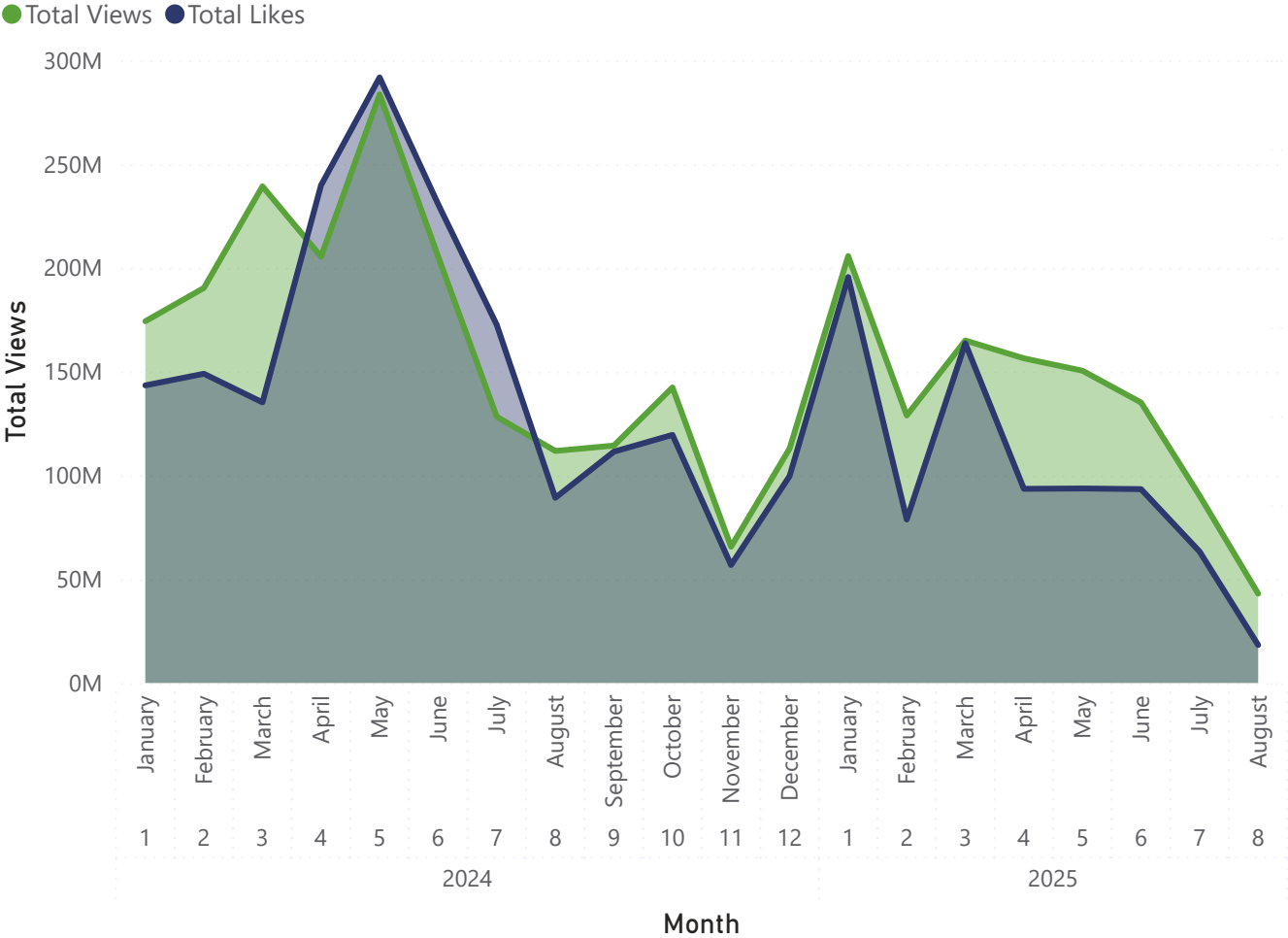
Total Views by day_name and is_weekend



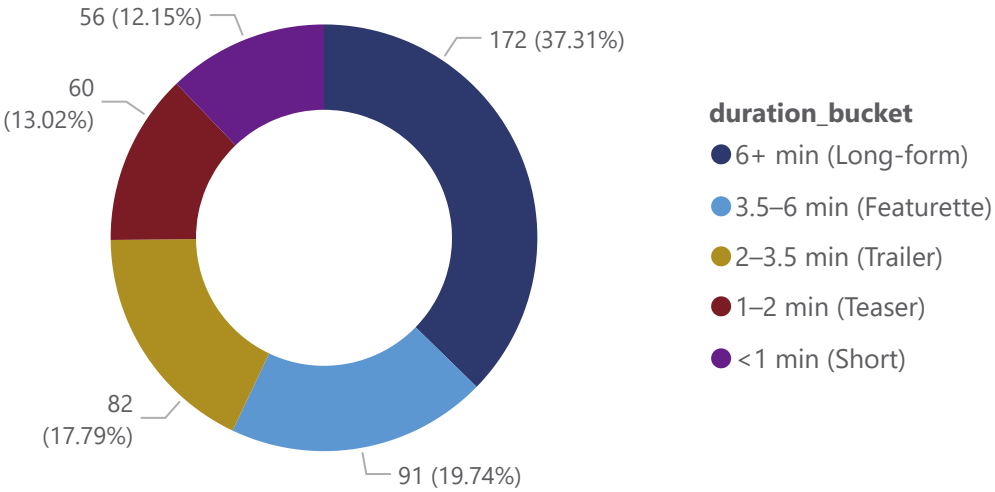
CHANNEL

Prime Video India

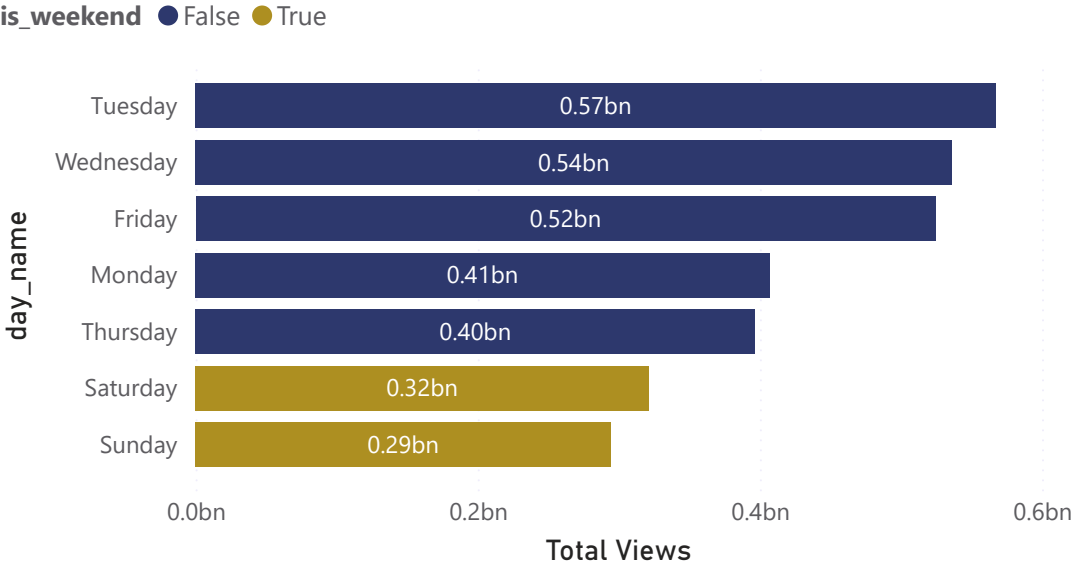
Total Views and Total Likes by Year, Month No and Month



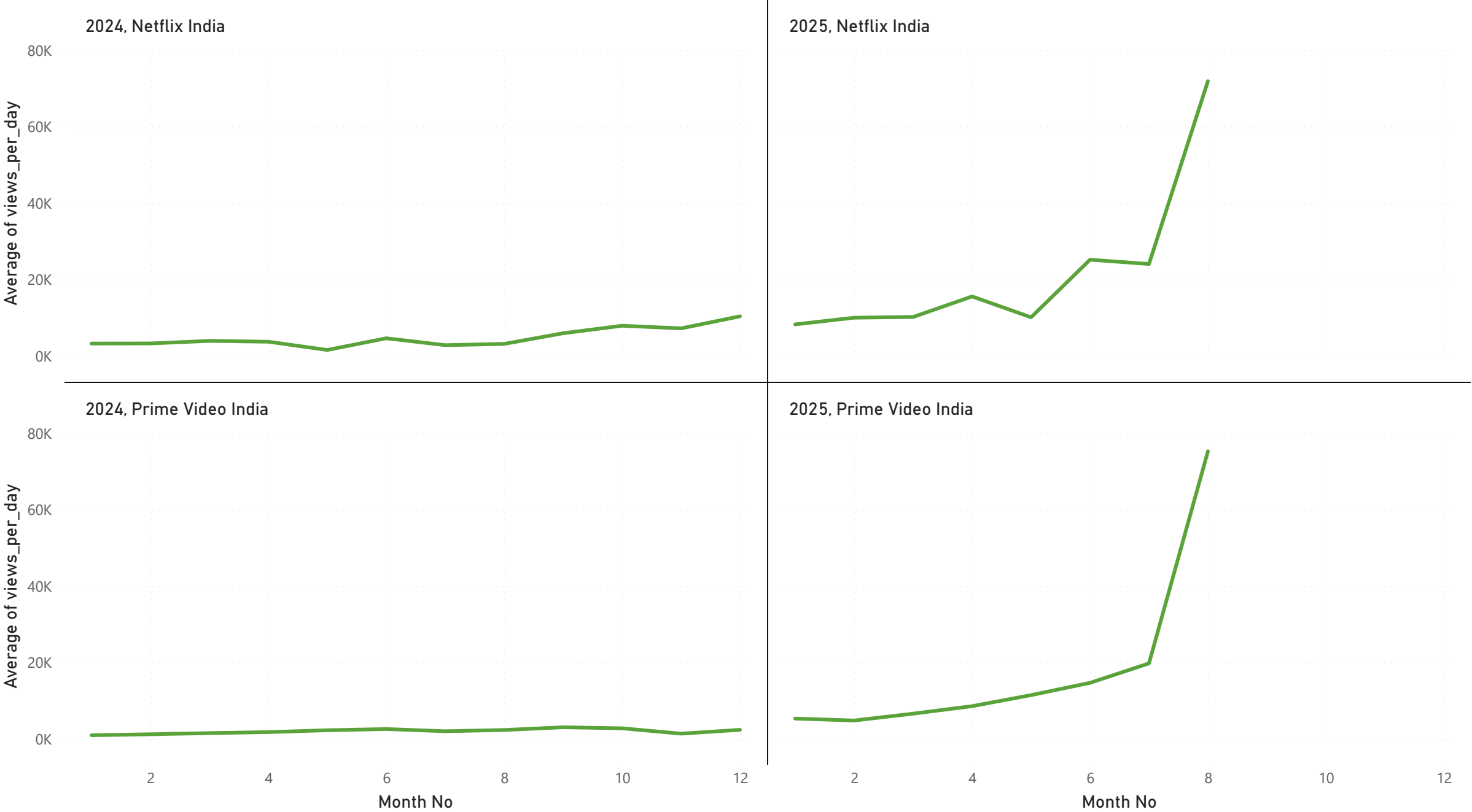
Count of duration by duration_bucket



Total Views by day_name and is_weekend



Average of views_per_day by Month No, Year and channel



NETFLIX INDIA vs AMAZON PRIME VIDEO INDIA

1. Channel Reach & Visibility

- **Netflix India outperforms despite fewer uploads**, achieving higher average views per video.
- **Prime Video India has more content volume** but comparatively lower viewership efficiency, suggesting weaker traction per upload.

2. Engagement & Interaction

- **Netflix maintains stronger engagement per video** — more comments and discussions relative to uploads.
- **Prime Video generates a higher like-to-view ratio** on select blockbuster trailers, but this success isn't consistent across its larger library.

3. Content Strategy Effectiveness

- **Netflix's smaller yet focused content strategy is working** — variety (trailers, teasers, shorts, behind-the-scenes) leads to steady audience retention.
- **Prime's high-volume strategy dilutes performance**; engagement is concentrated around a few big titles, leaving most uploads underperforming.

4. Market Positioning

- **Netflix achieves higher impact with fewer uploads**, showing efficiency in content quality and audience connection.
- **Prime Video's scale does not translate to proportional audience growth**, indicating an opportunity gap in strategy execution.

5. Strategic Recommendation

- **Netflix:** Continue leveraging a quality-over-quantity strategy, focusing on formats that drive discussions.
- **Prime Video:** Shift focus from volume to targeted, high-quality uploads; diversify formats (shorts, behind-the-scenes) to improve consistency and efficiency.

Overall Conclusion:

Even with fewer uploads, **Netflix leads in average performance and engagement efficiency. Prime Video's higher upload volume hasn't translated into proportional success**, showing the need for a more focused, quality-driven approach.