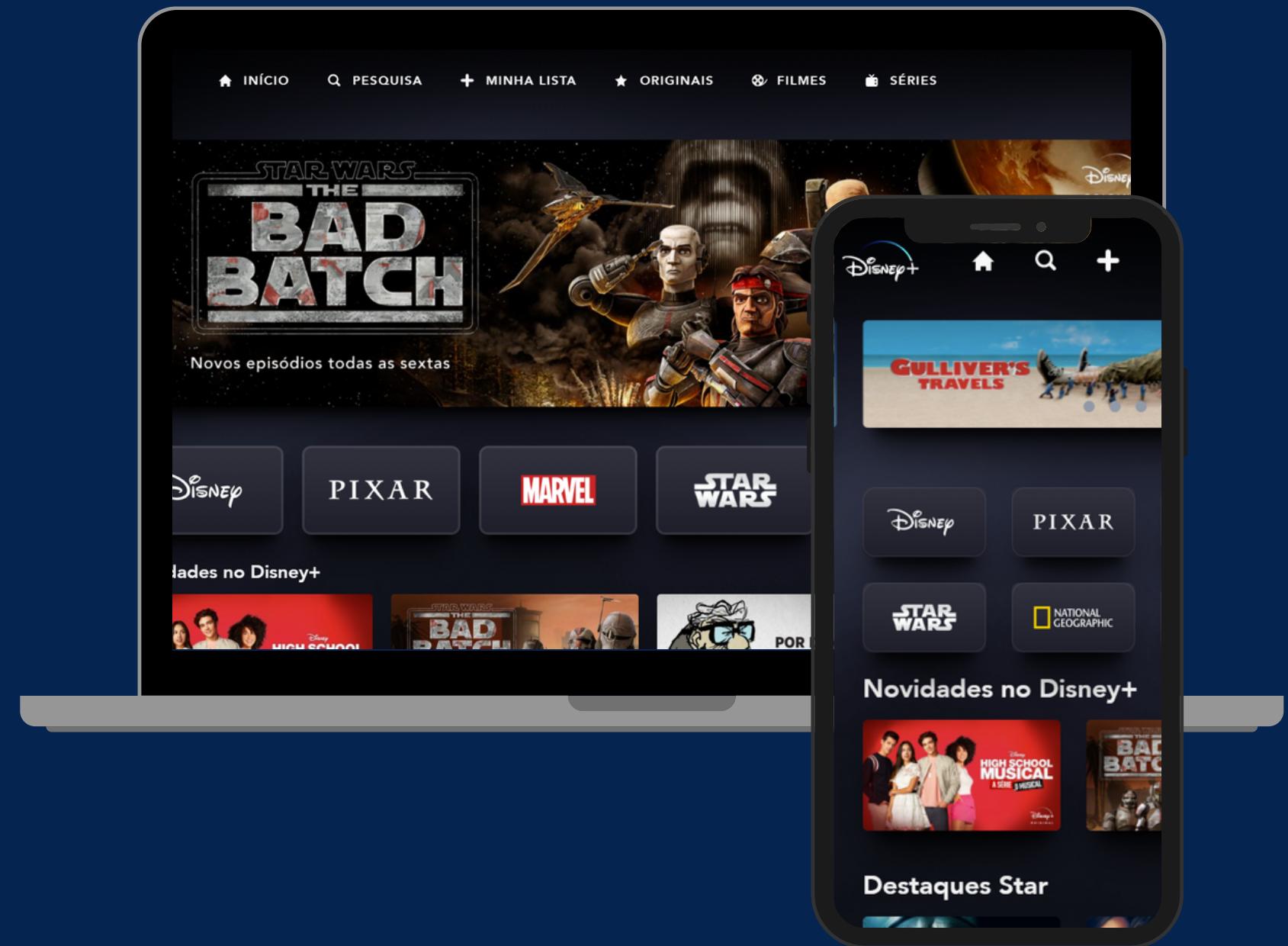


Disney+

APP LAUNCH IN BRAZIL

TWITTER ANALYSIS



project by Amanda Giacchetta

Summary

- Context
- Goals
- The research process
- The data overview
- Content analysis
- User analysis
- Conclusions
- Opportunities

Context

DISNEY+

Disney+ is the streaming service of the Disney Group. Besides all the Disney movies and series, it offers exclusive content from brands like Marvel, Pixar, LucasFilm, and National Geographic.



THE LAUNCH

The service was launch officially in the EUA and Europe in the middle of 2020, but it was only available in Latin America and Brazil on November 17, 2020.

The project

WHY A TWITTER ANALYSIS?

Streaming services are usually very active on Twitter, interacting with their fans and customers. Therefore, collecting and analyzing conversations during the app launch was relevant to understand the reactions of both customers and competitors.

Disney is a big player in the audiovisual industry, so its streaming service launch was highly expected. Twitter is also a good platform to capture the user's real-time reactions.



Goals

WHO TALKED ABOUT DISNEY+?

To understand what kind of users tweeted about the app launch: which were the most engaged users, verified accounts present in the conversation, clusters of users.

WHAT DID THEY SAY ABOUT IT?

Which subjects were part of the conversation: co-occurrence hashtags, most frequent keywords, most liked and retweeted posts.

INSIGHTS FOR FUTURE ACTIONS

What are the insights and opportunities for Disney+?

TWITTER API

The data was collected via Twitter API using Python and included posts in Portuguese with #Disneyplus.

PREPROCESSING

I selected the most relevant variables for the project and preprocessed the data using Pandas. For network analysis, NetworkX was used to collect links and nodes.

ANALYSIS

Charts and graphs were created using Plotly, Gephi, and RawGraph.

The research process

The data overview

10 - 19 November 2020

66.127

POSTS COLLECTED

of which

1356

POSTS FROM VERIFIED
ACCOUNTS

41.209

UNIQUE USERS

of which

100

USERS WITH VERIFIED
ACCOUNTS

Content Analysis

- **TWEETS TIMELINE**

Analysis of the peaks during the launch week and the subjects related to them.
- **POPULAR TWEETS**

The most liked and retweeted posts. Insights of what kind of content called the public's attention.
- **WORDCLOUD**

Word frequency that helps us to understand the publications peaks and most used words.
- **CO-OCCURRANCE HASHTAG NETWORK**

Hashtags that appeared in the same post, analysis of key subjects based on clusters.

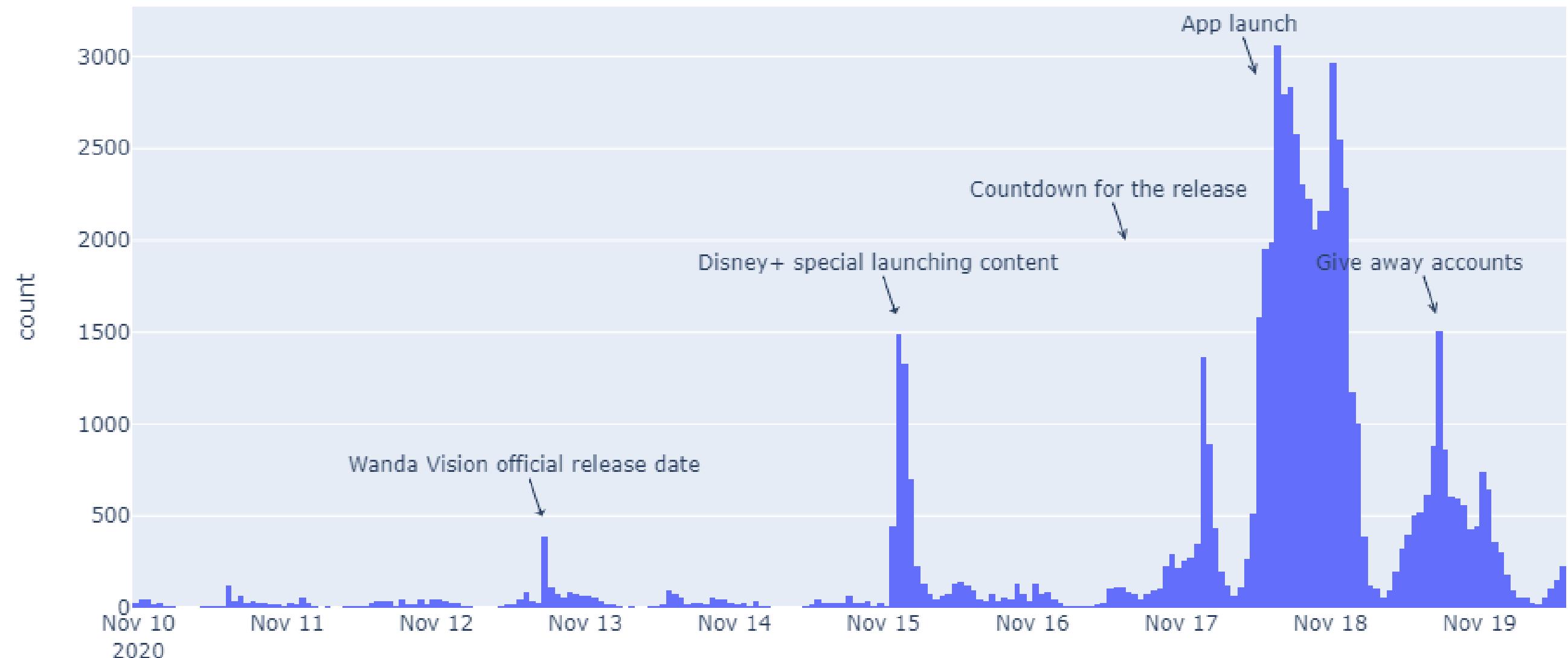
Tweets timeline

During the launch week, some specific events drove the conversation.

We can see here 5 major events.

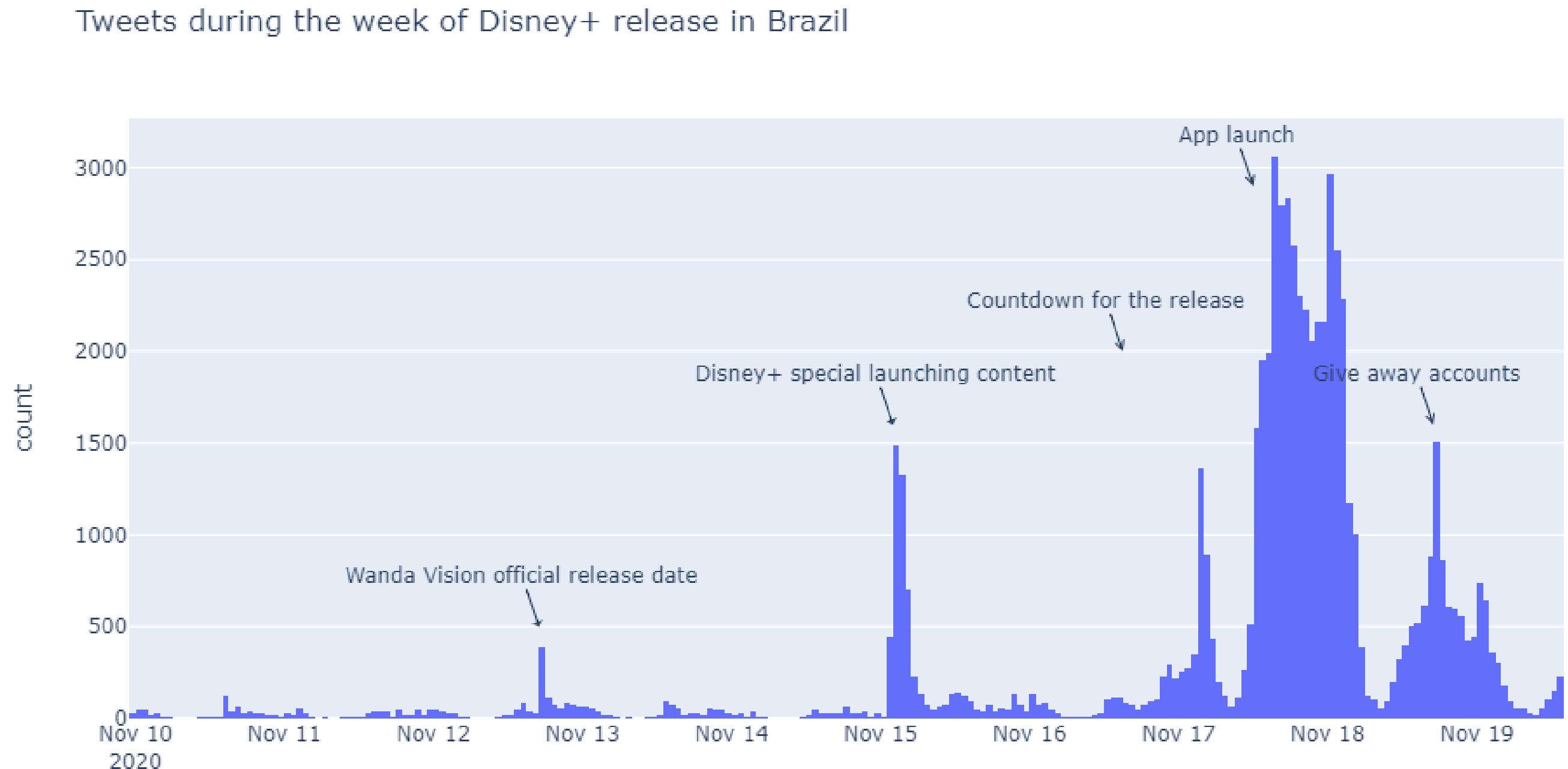
1. Wanda Vision: fans of Marvel's universe were expecting the release day of this new series. They were both excited about the news and disappointed that it was just in January 2021.

Tweets during the week of Disney+ release in Brazil



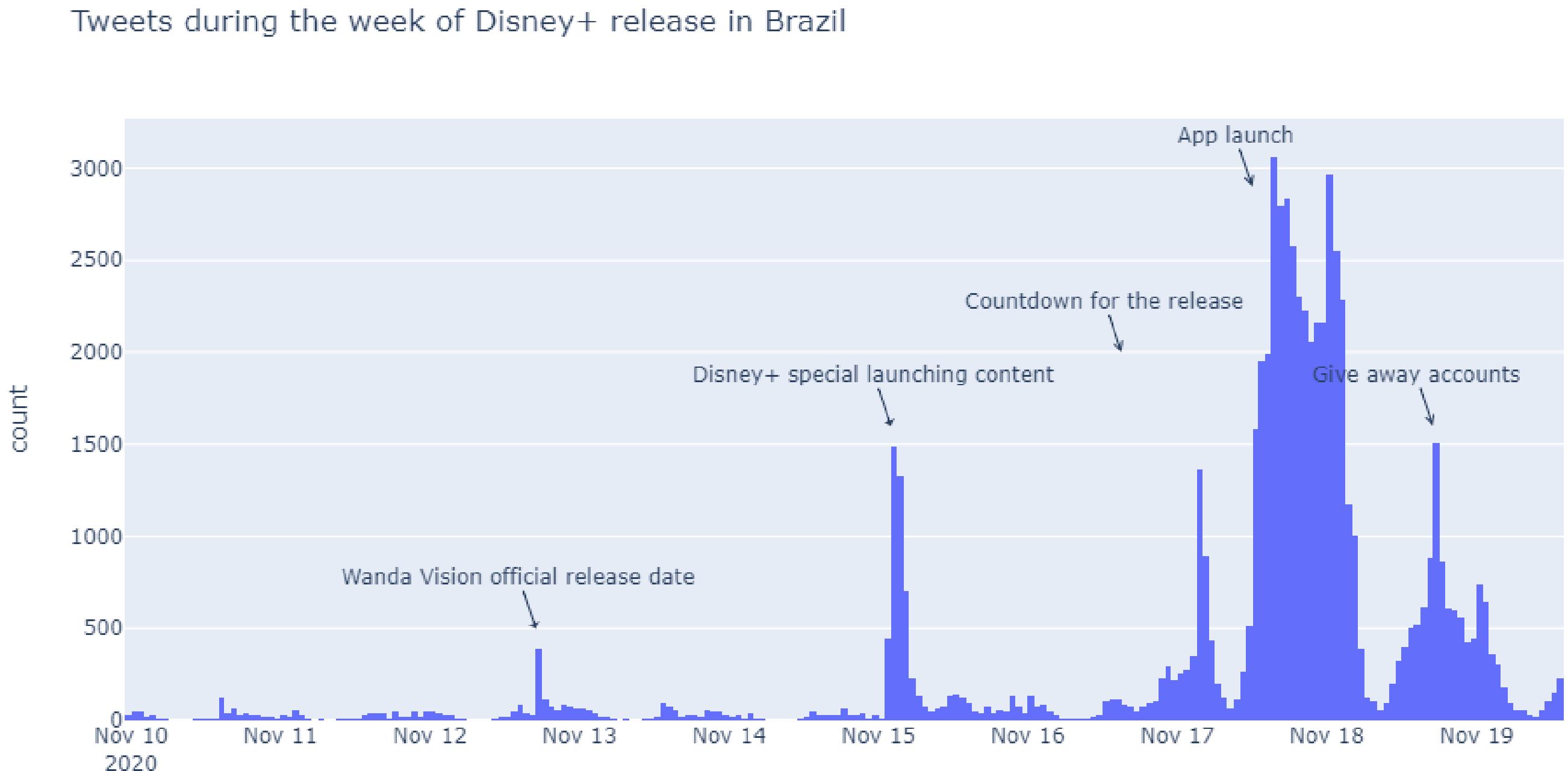
Tweets timeline

2. Special show: Disney+ prepared content that was broadcast in Globo, a free-to-air TV channel in Brazil. Some Brazilian celebrities and artists participated in this show and tweeted about it during the exhibition.



Tweets timeline

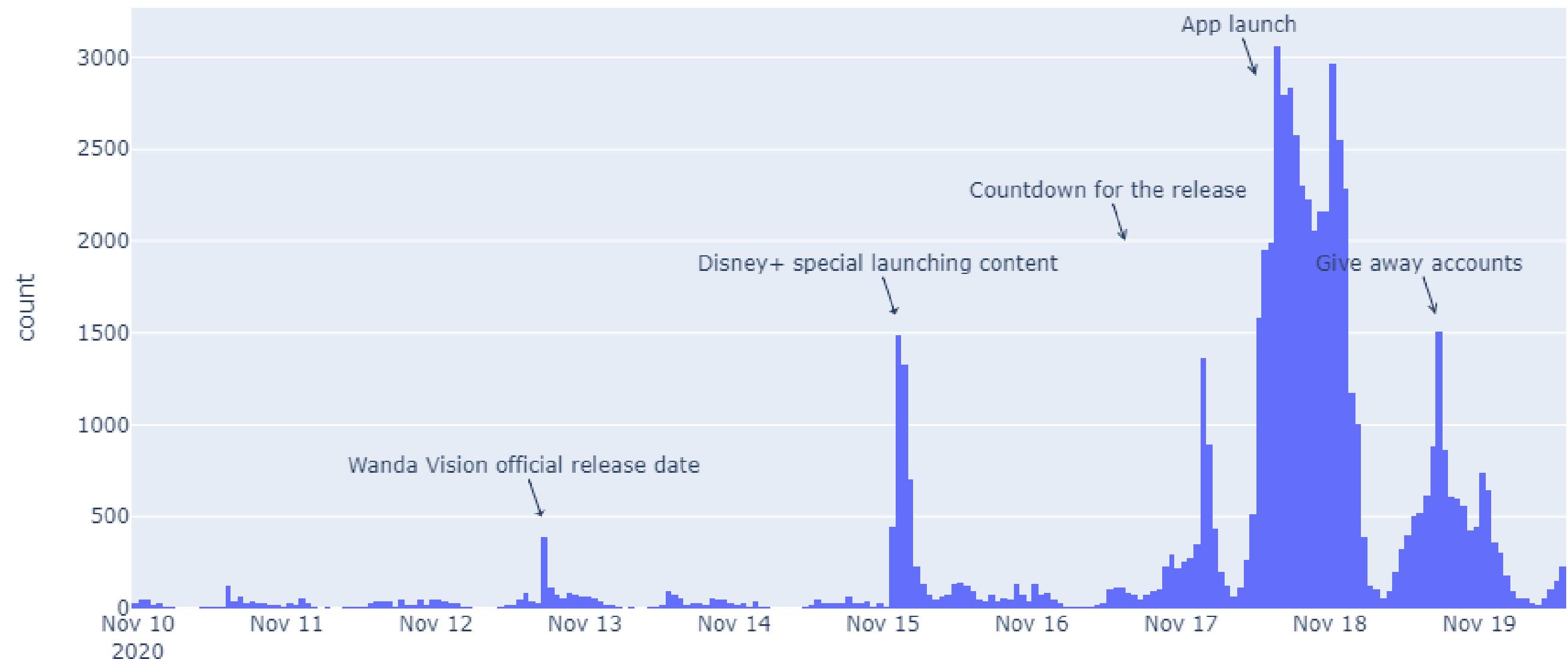
3. **The countdown:** the official release day was November 17th and some users waited until midnight to see the app. Some of them were disappointed because the content was only available in the morning.



Tweets timeline

4. The official app launch: diverse posts about which movies and series were available on the platform. The app launch and related topics were part of trending topics on Twitter in Brazil.

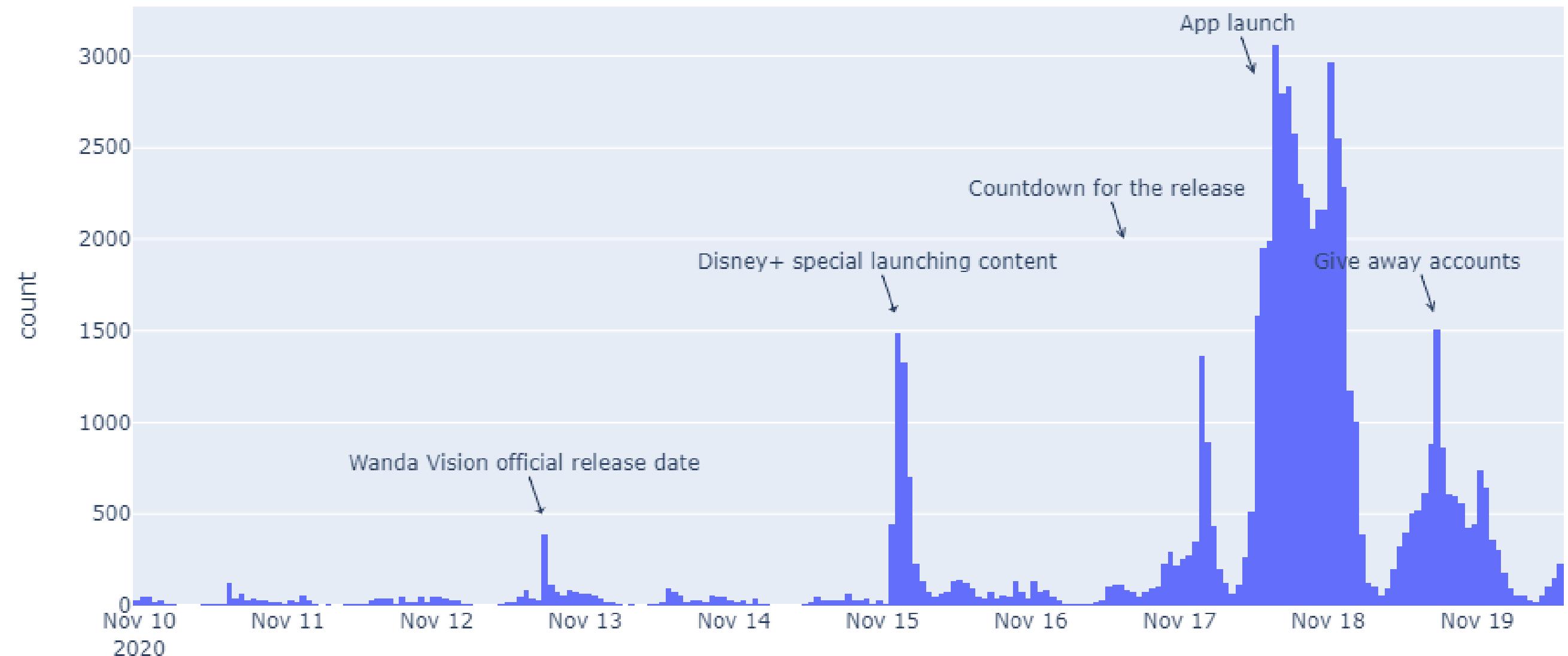
Tweets during the week of Disney+ release in Brazil



Tweets timeline

5. **Giveaways:** after the official release people started to look for shared accounts/passwords. Some users promoted giveaways to attract followers.

Tweets during the week of Disney+ release in Brazil



Popular tweets

The stamp that used to certificate an original Disney movie was among the subjects people most retweeted about. This content shows the brand's nostalgic appeal and can be a good concept to explore in later promotions.

Most retweeted post

GALERA, AVISO:

Antes de dar play em qualquer filme do [#DisneyPlus](#), favor VERIFICAR:

- A marca indelével na parte superior;
- O selo da UBV na lombada;
- O holograma com o Mickey Feiticeiro;



193

3.6K

13.8K



Popular tweets

The tweet that announced that the app was finally available was the most liked one and can be indicative of how people were looking forward to checking out the content.

Most liked post



Words frequency

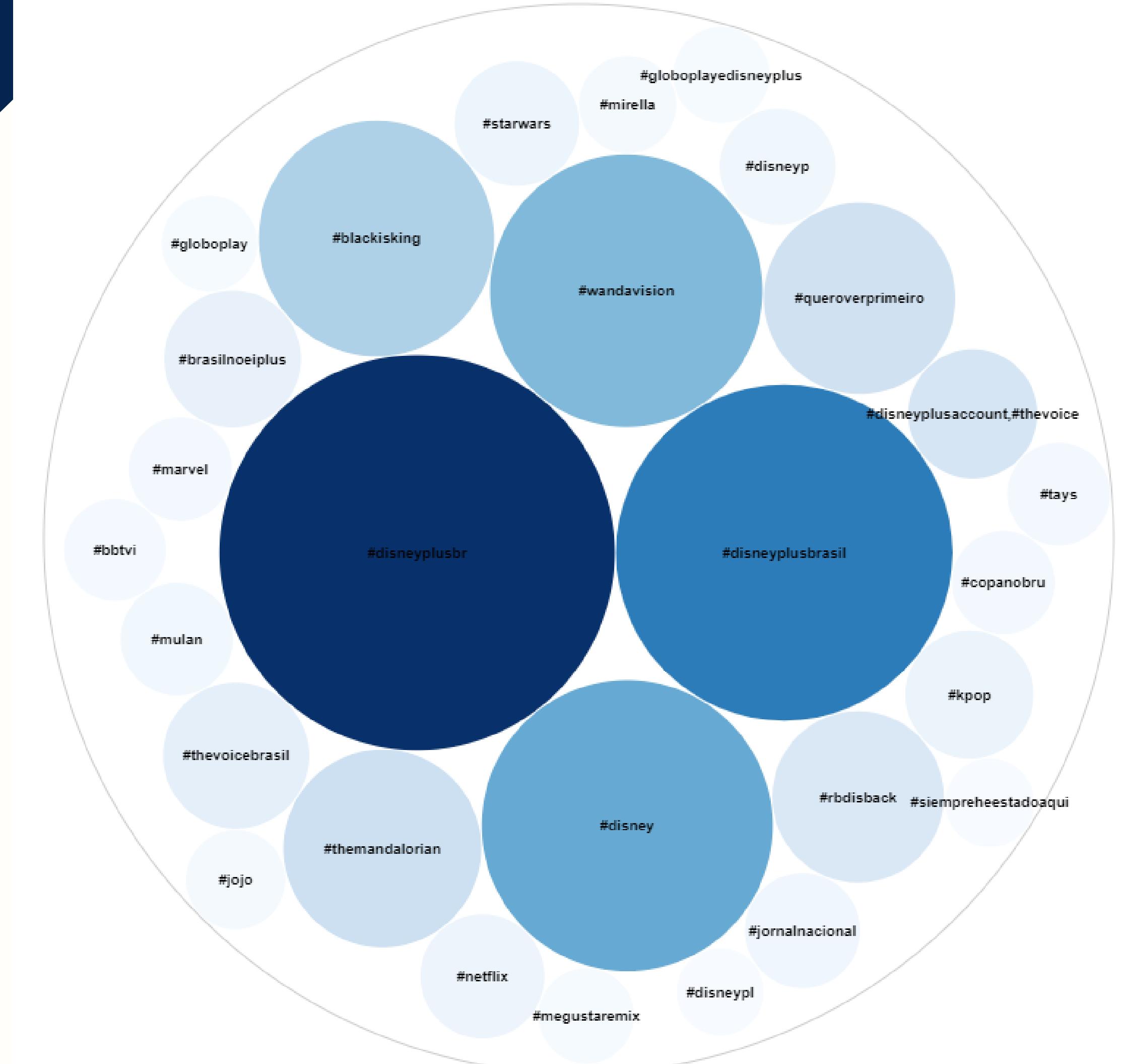
After the launching, some of the conversations were about sharing Disney accounts/passwords, accounts give away. This explains why the words "sorteio", "dar", "ganhadores" ("give away", "to give", "winners") were among the most frequent ones on posts.



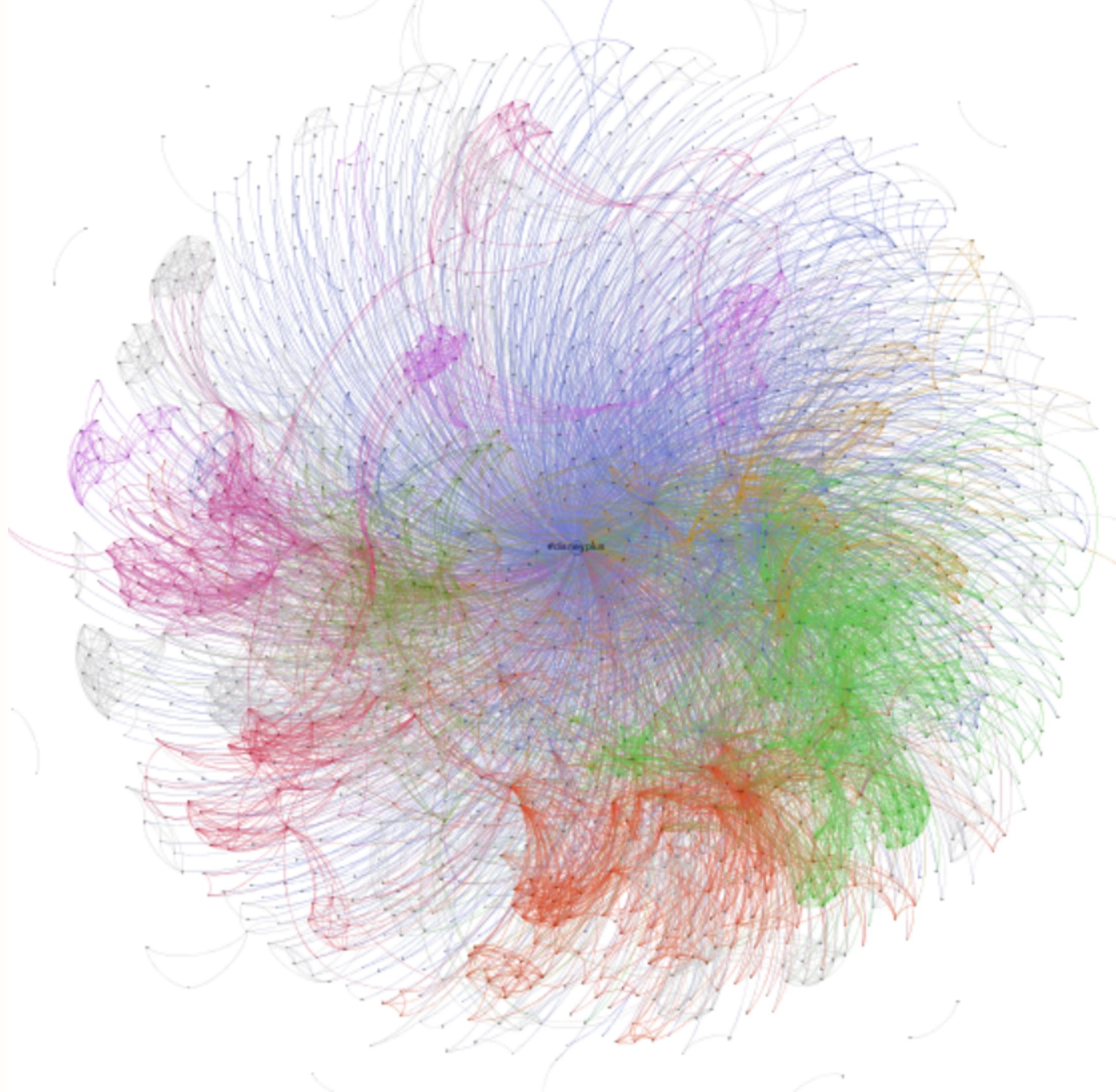
Hashtags Count

The most frequently used hashtags indicate some of the content people most talked about.

Besides Wanda Vision and The Mandalorian, it is interesting to see "Black is King", a movie written and produced by Beyoncé and distributed by Disney+.



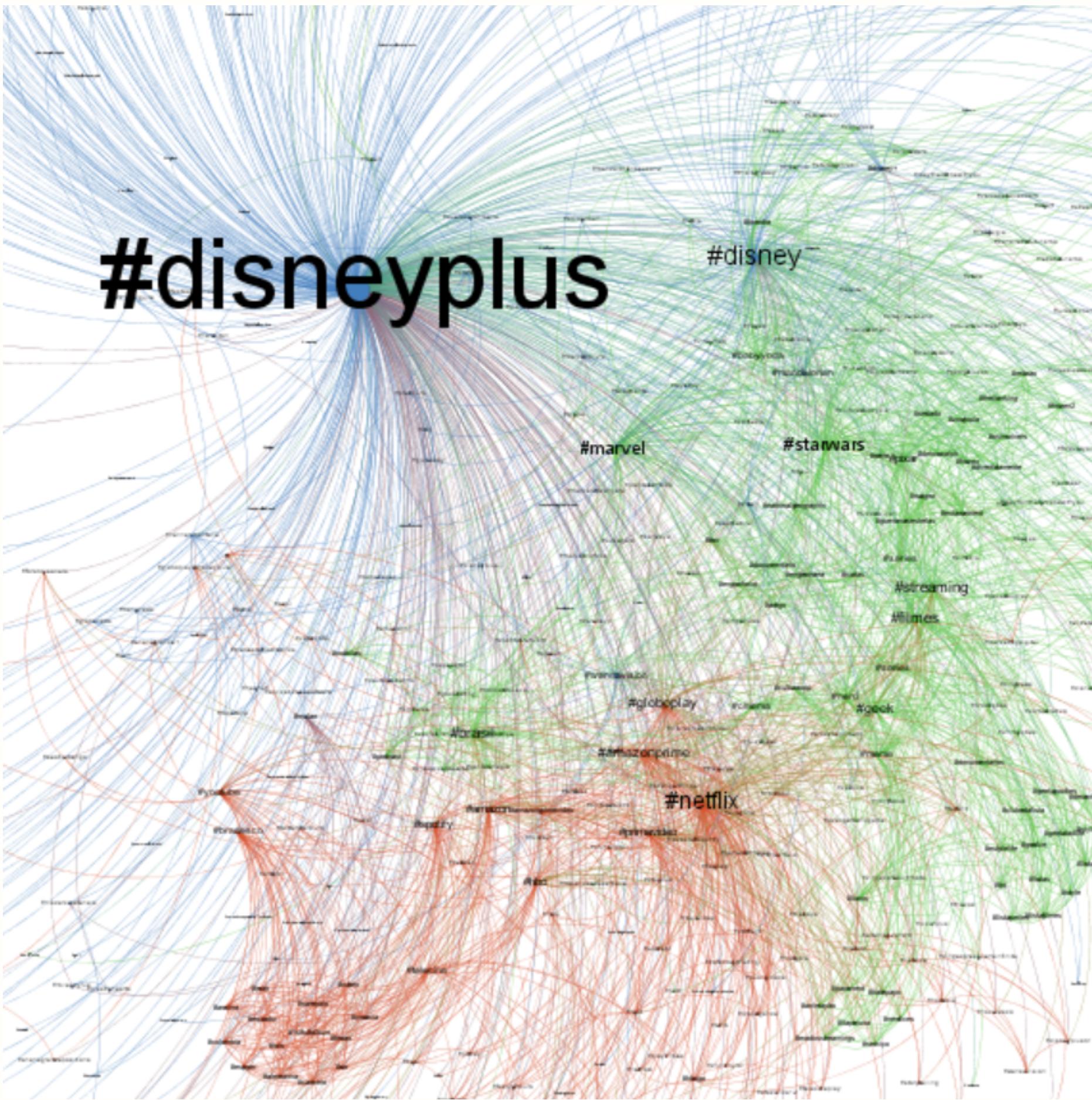
Co-occurrence hashtags network



This graph was created with all hashtags in the data. The hashtags are the nodes and the links between them mean they appeared in the same post.

With a modularity algorithm, I could detect some clusters/communities. The main idea of this algorithm is that communities are made of nodes that are very connected to each other.

Co-occurrence hashtags network



This analysis will focus on the 3 biggest communities, which represent 54,14% of the nodes.

Co-occurrence hashtags network

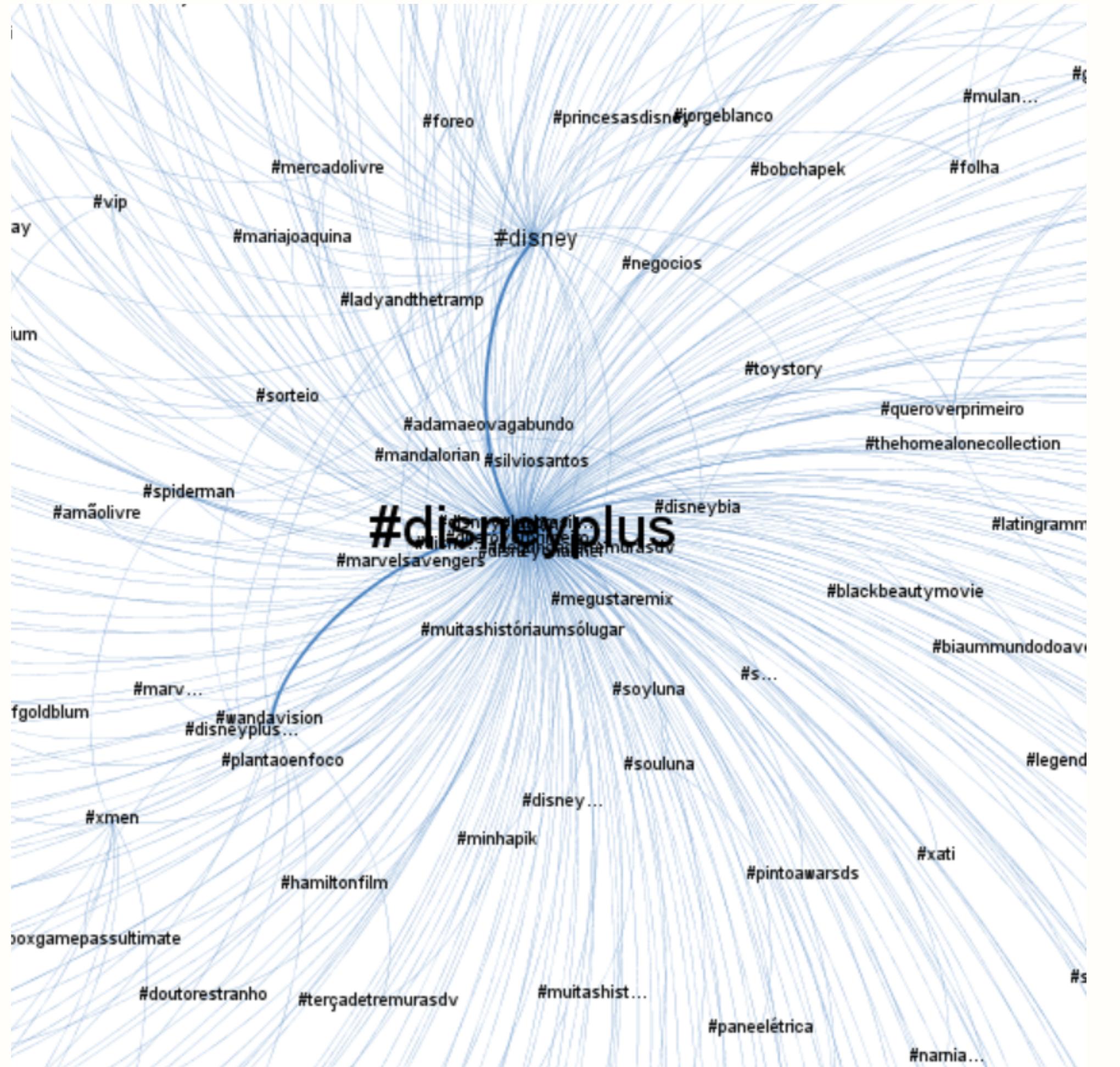
This graph is non-directed. The labels are proportional to the number of connections. It means that bigger labels show the most frequently used hashtags.

Due to the size of the network, we can only see the most frequent hashtags. But as a first look, it is possible to identify some of the main subjects.

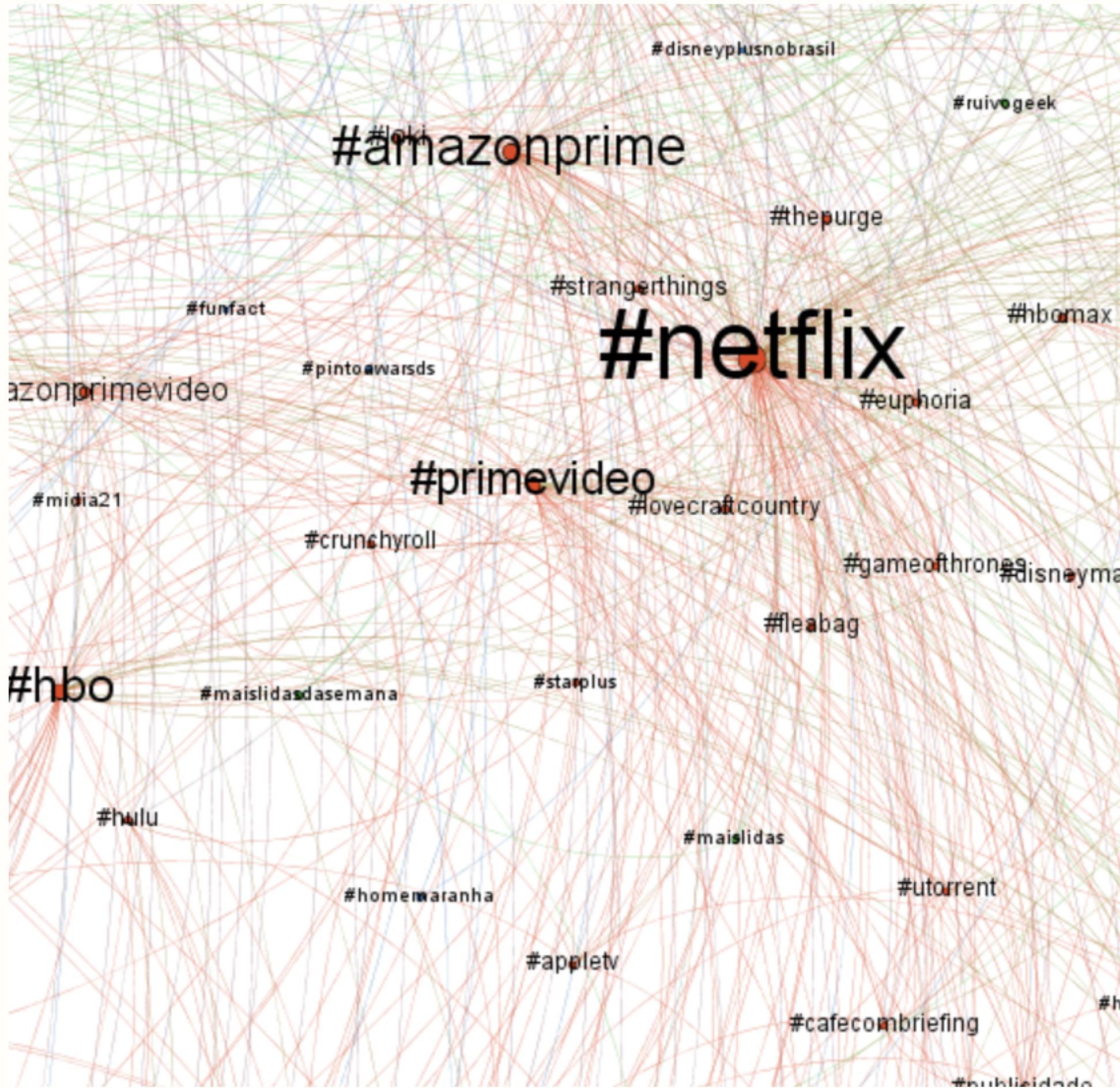
Co-occurrence hashtags network

1. Content cluster

This is the biggest community in the graph and we can see a lot of hashtags indicating names of the movies and series.



Co-occurrence hashtags network



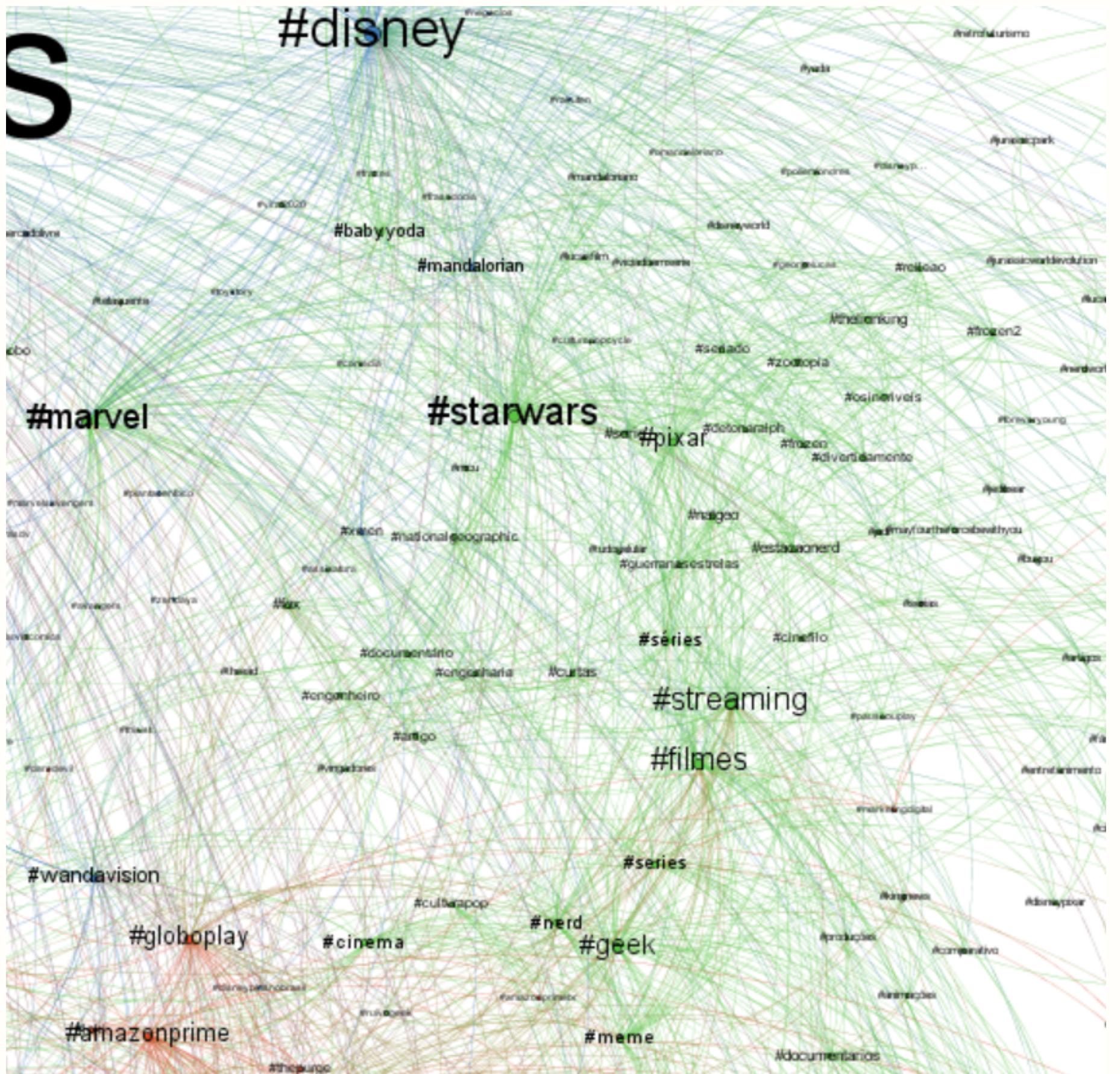
2. Streaming services cluster

Other streaming services were mentioned. It is interesting to see that Amazon Prime and Netflix were the two biggest names in this community.

Co-occurrence hashtags network

3. Geek cluster

Among the geek community, it is possible to see that Marvel and Starwars were the most frequently used hashtags. Pixar is also part of this cluster, indicating a similar interest.



User Analysis

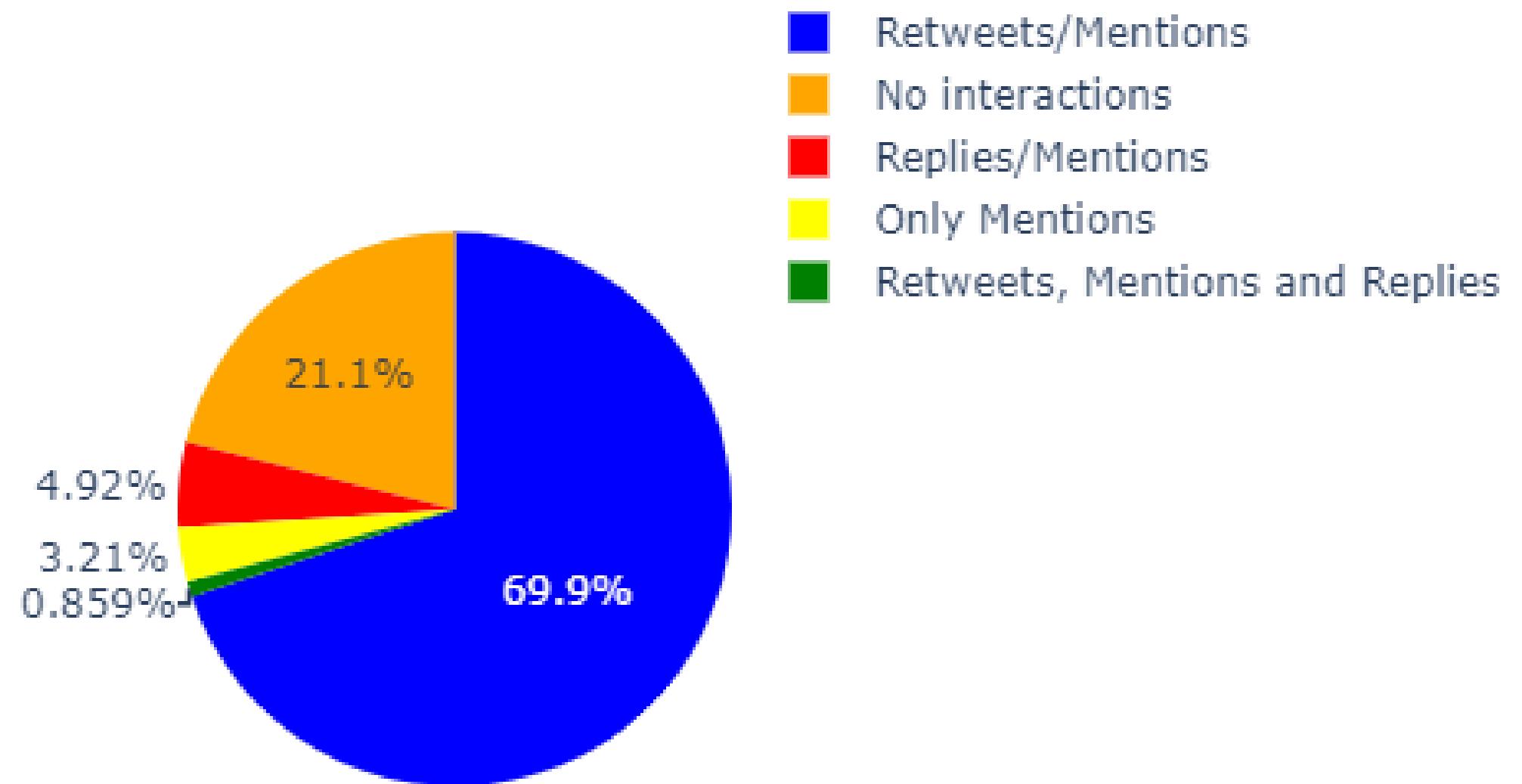
- USERS ACCORDING TO INTERACTIONS
- USERS ENGAGEMENT
- USERS NETWORK
- VERIFIED ACCOUNTS

Users interactions

Unique Users

Users were classified according to the kind of interactions they made: retweet, mention, or reply. Since a retweet or a reply also counts as a mention, some categories accept more than one category.

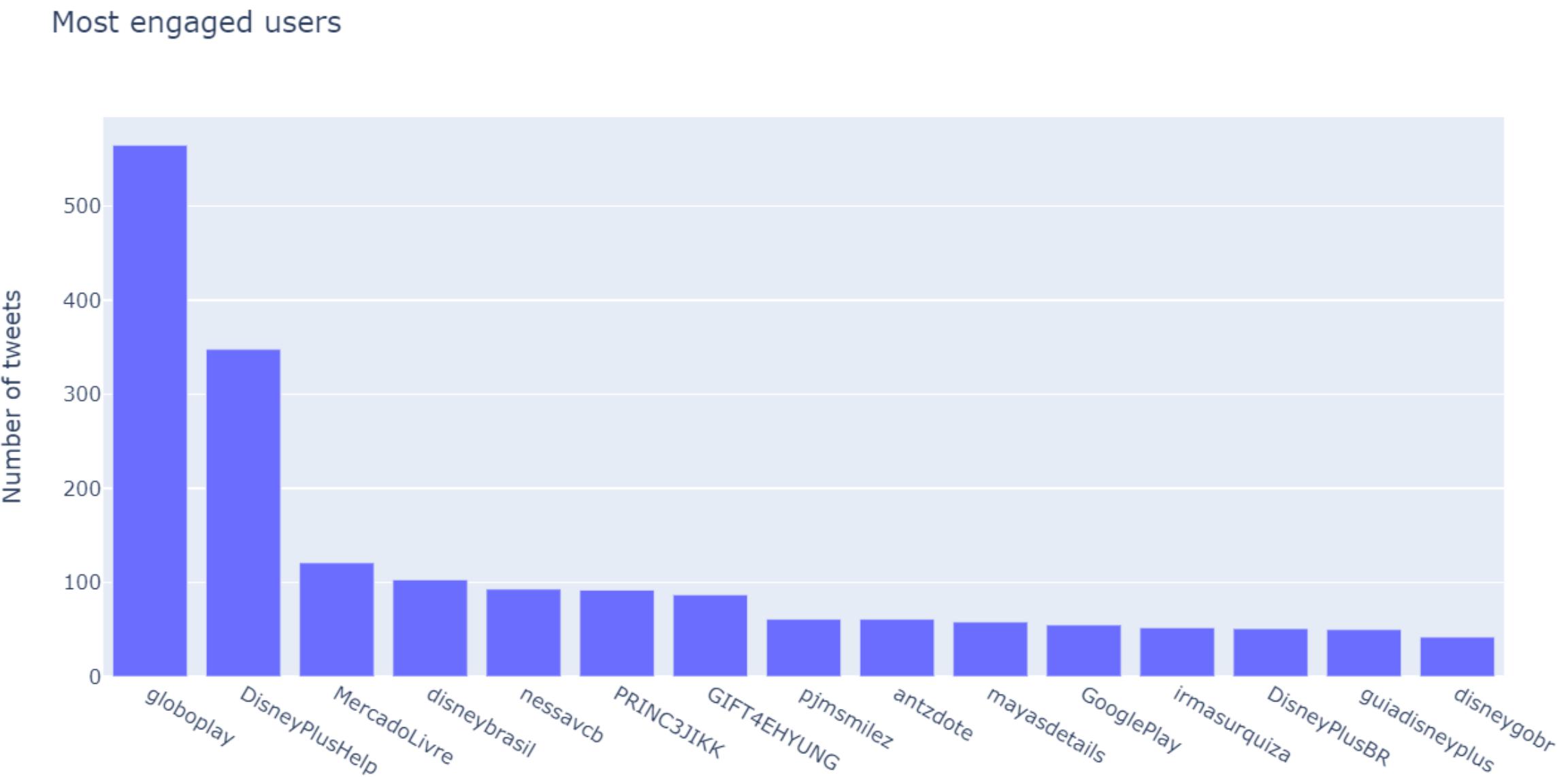
The retweet is the most popular interaction. But the interesting number here is represented by the "no interactions" category. This means that the user posted "original" content, not replying nor retweeting anyone.



Engagement without RTs

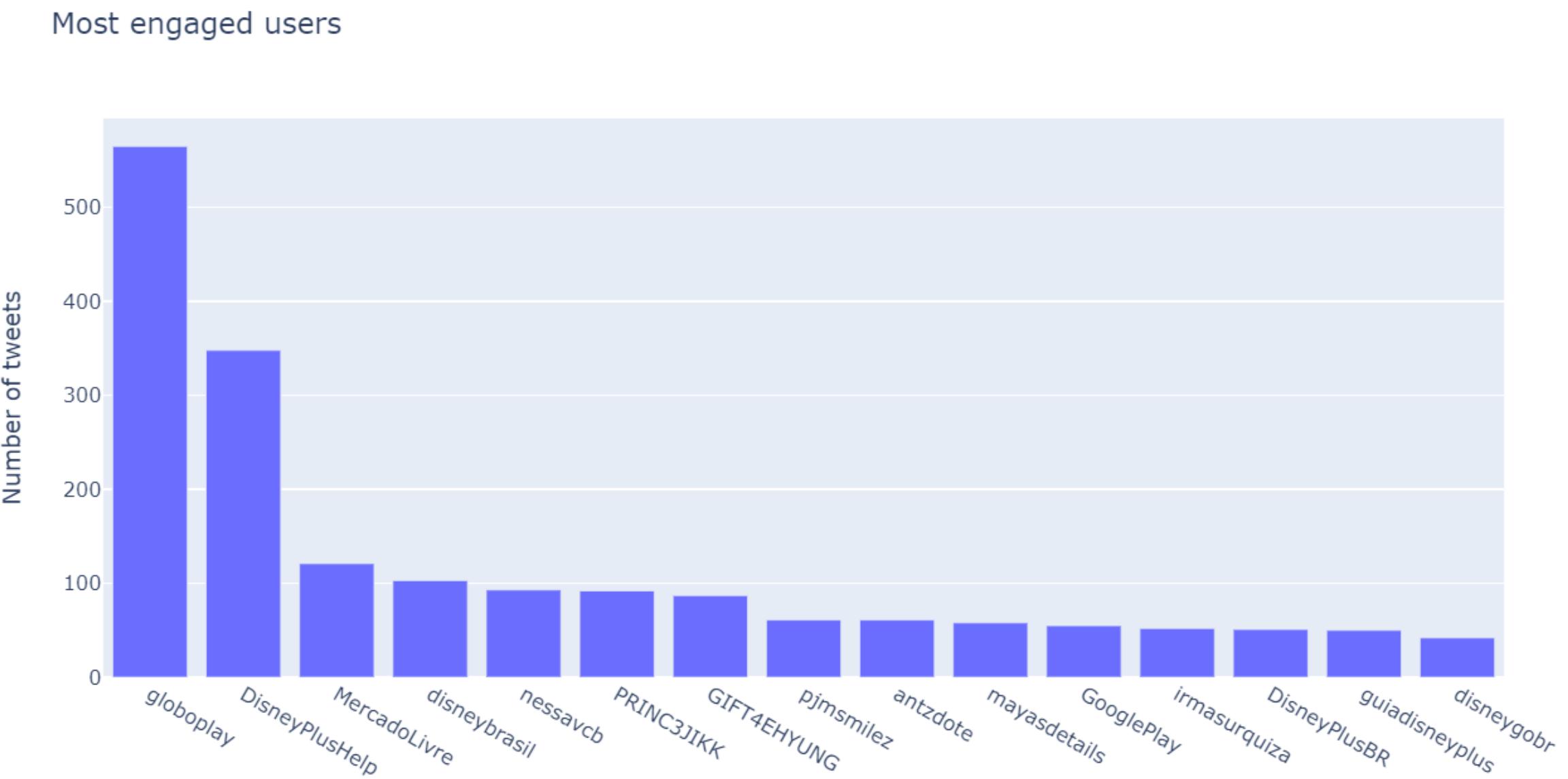
Globoplay is a Brazilian streaming service that during the Disney+ launch made a partnership to offer its service as an additional product. It is interesting that even though it was not their app launch, they posted more than the official accounts of Disney+.

This is an example of how to take advantage of partnerships to be part of online conversations,



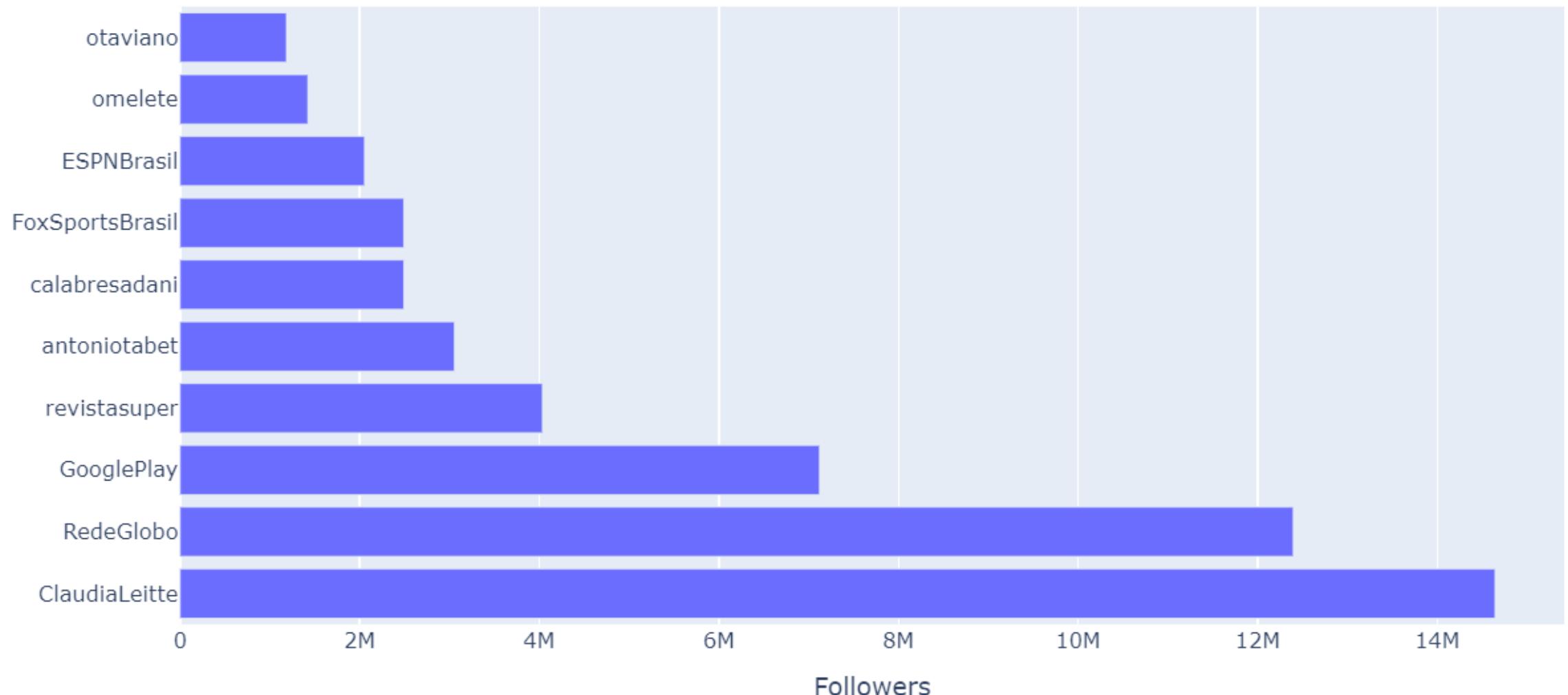
Engagement without RTs

The tweets reveal another partnership, this time with Mercado Livre, an e-commerce platform. The offer included up to 6 months of Disney+ for free for customers with a certain number of points on its loyalty program, called Mercado Pontos.



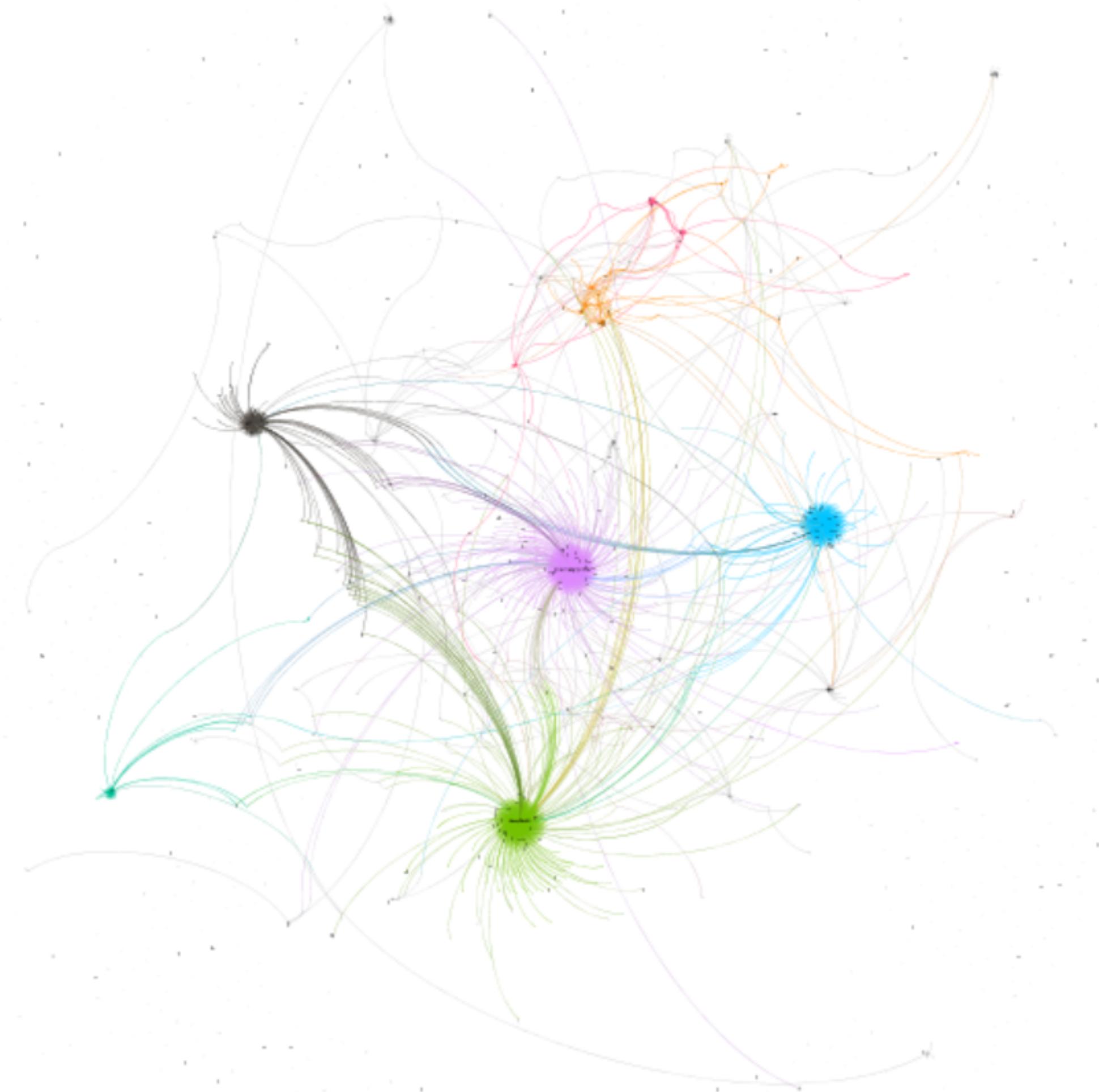
Most followed users: all data

Most followed users



Considering all posts, we can see that among the users that participated in the conversation there are actors, celebrities, Disney partners, tv channels, and magazines.

Users network: no RTs



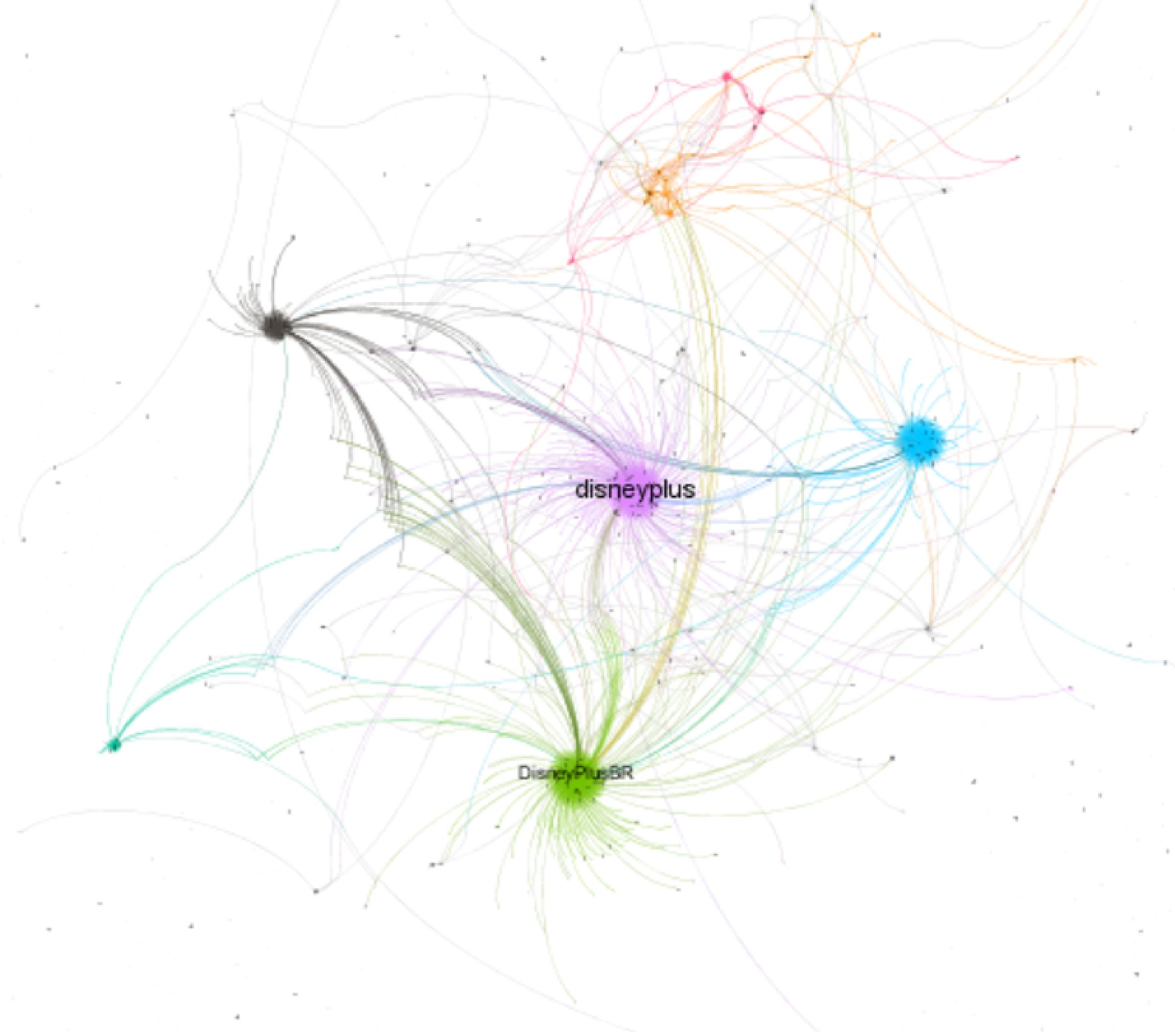
Retweets posts were excluded from this graph due to the size of the network.

Each node represents a user and the links between them are mentions or replies.

Number of nodes: 6422

Number of edges: 6223

Users network: no RTs

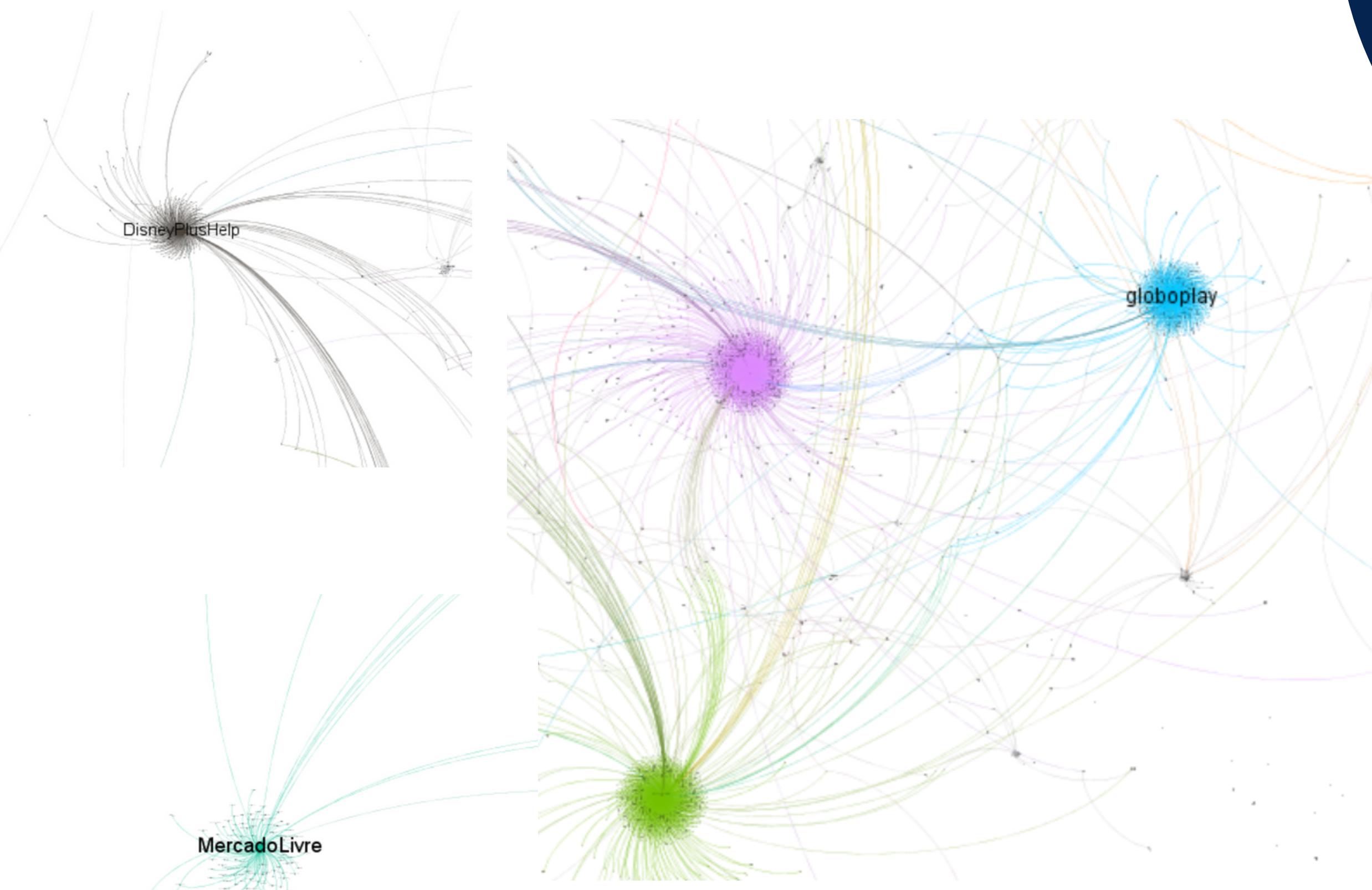


Node size proportional to in-degree.

We can observe that the official accounts for disneyplus(international) and DisneyPlusBR are in the center. This means that there are more interactions towards them.

In this case, we can conclude that there are more replies/mentions to these accounts.

Users network: no RTs

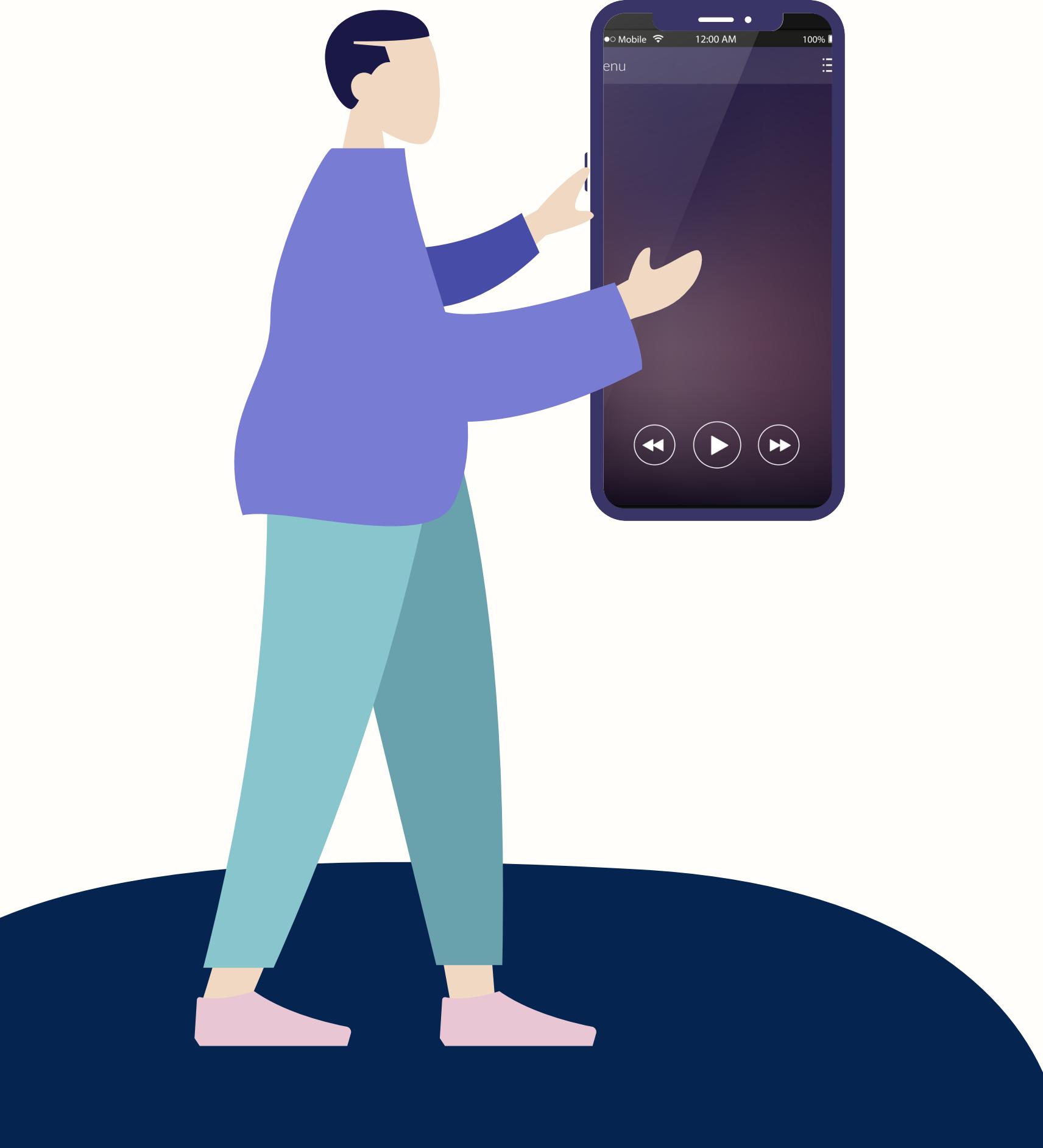


Node size proportional to out-degree.

In this case, the nodes at the borders are bigger than the nodes at the center. This means that more interactions are leaving the nodes.

This shows that Mercado Livre and Globoplay made an effort to interact (reply or mention) with other users.

The network also shows that DisneyPlus created a special channel to answer users, DisneyPlusHelp.

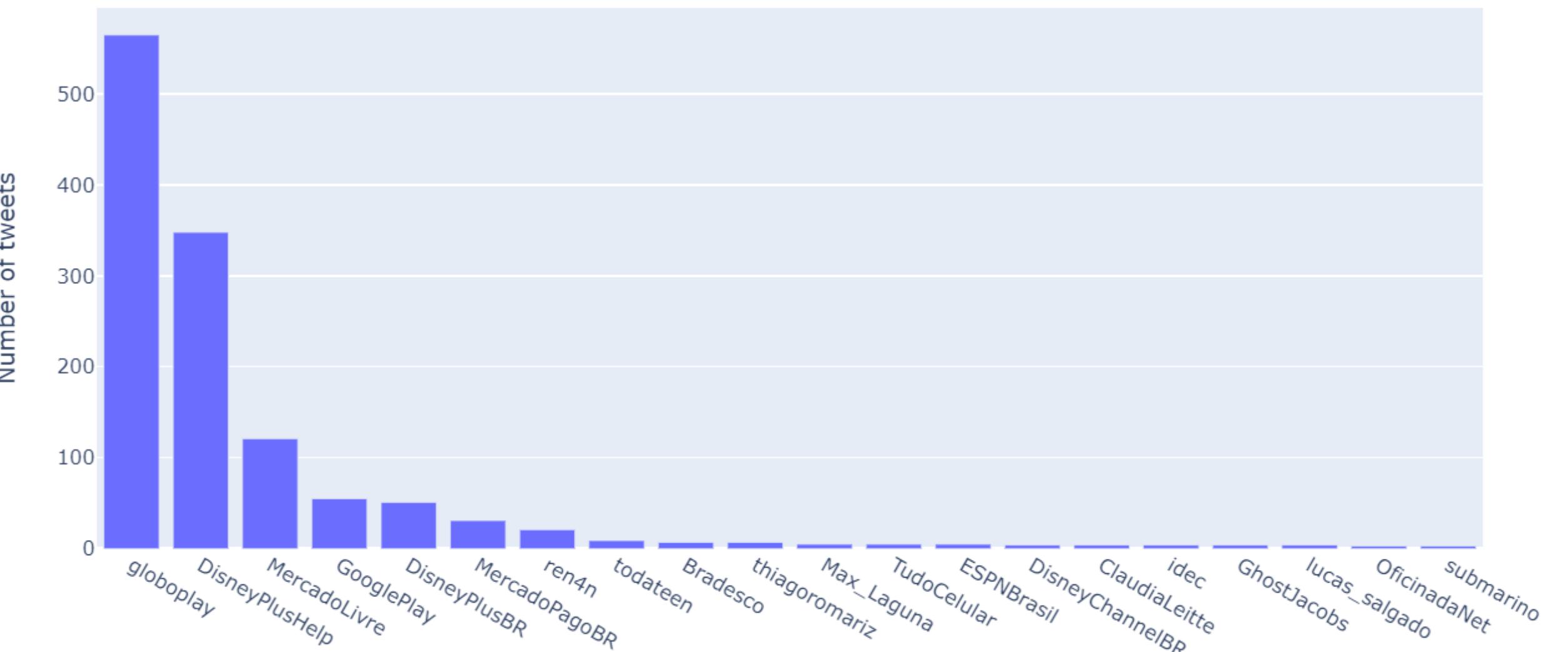


Verified users

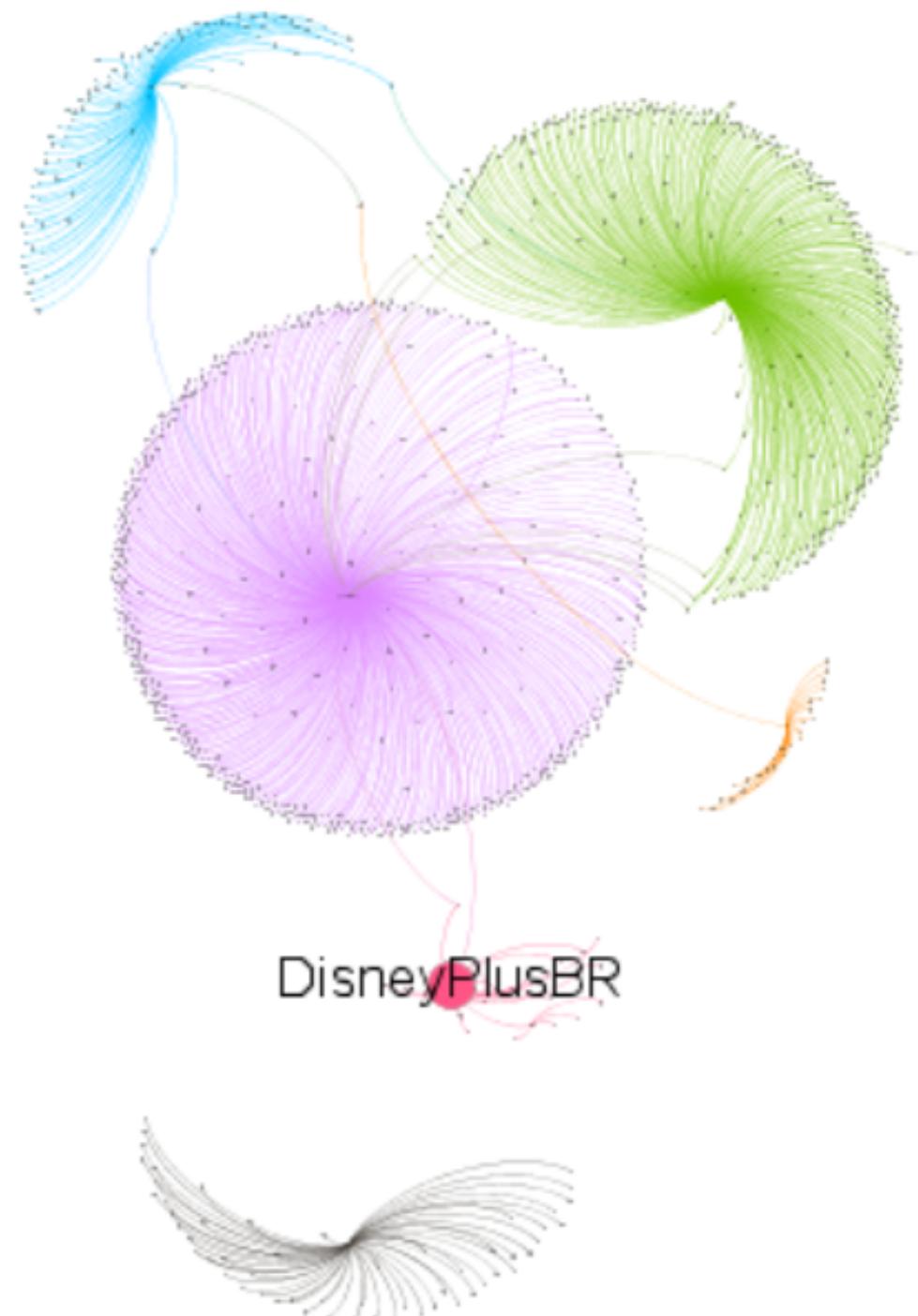
Most engaged verified accounts

Most engaged verified accounts

Here we can see that globoplay, DisneyPlusHelp, and MercadoLivre were the verified accounts with the highest number of tweets.



Verified accounts network



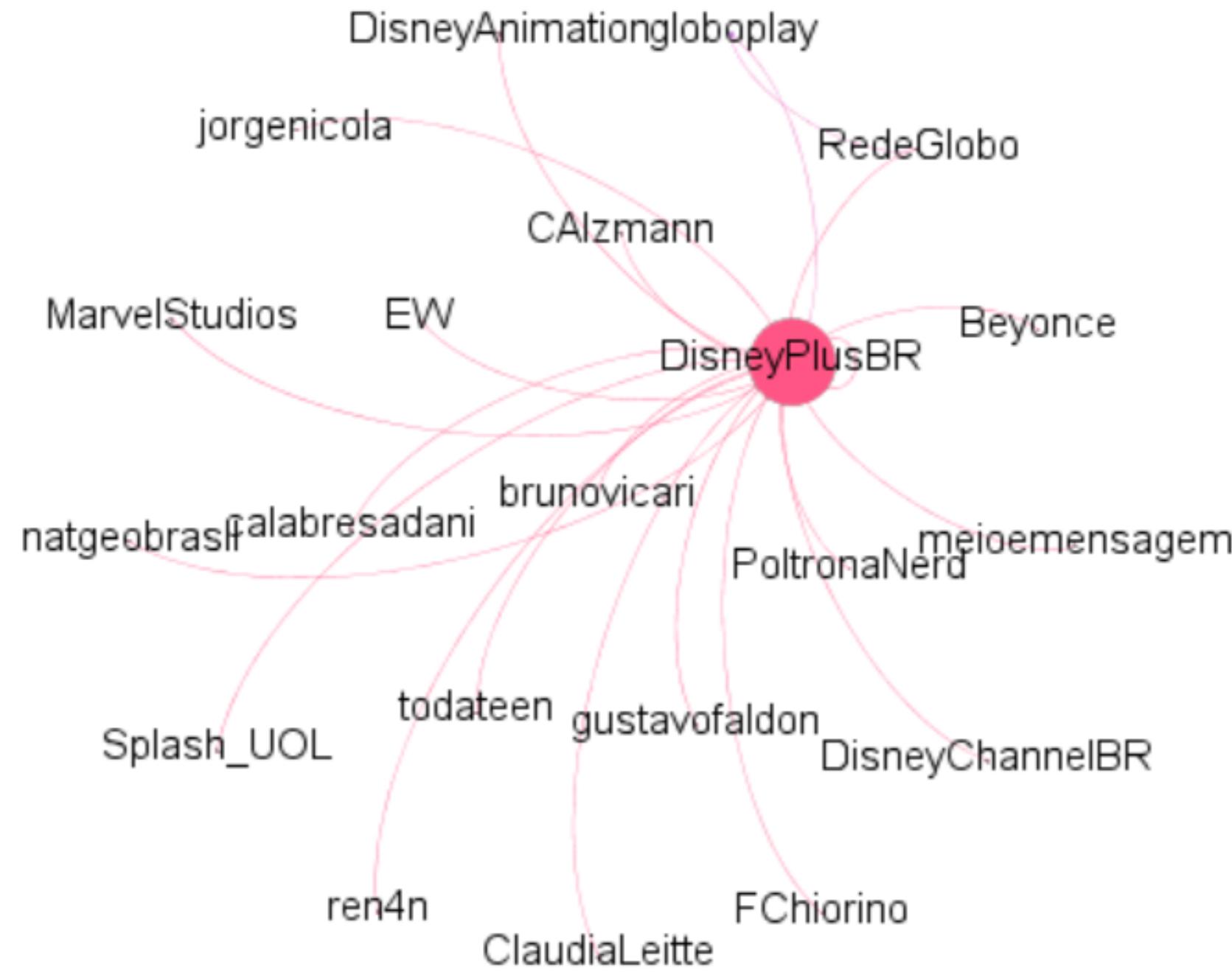
Node size proportional to in-degree.

This graph has all kinds of interactions, including rts.

All the interactions here start in a node that represents a verified account. So, if we set the graph to have nodes proportional to in-degree, this means that the biggest nodes had more interactions towards them from verified accounts.

We are going to take a closer look at two of them.

Verified accounts network



DisneyPlusBR Ego-network

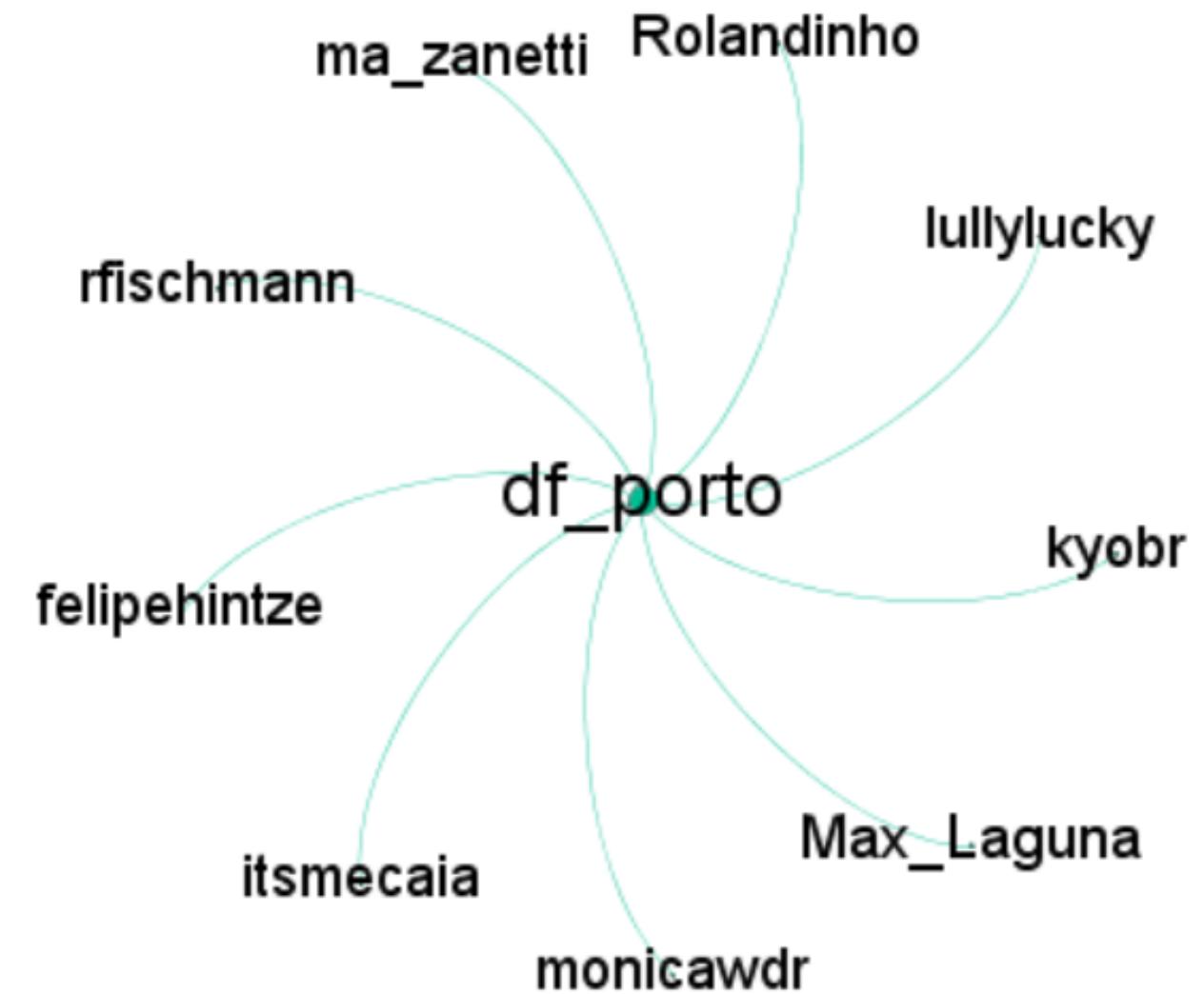
We can see different kinds of users interacting with the DisneyPlus official account in Brazil.

Some of them are Disney partners or part of the Disney group: Disney Animation, netgeobrasil, Marvel Studios, Rede Globo.

PoltronaNerd and todateen are media channels for specific audiences. These two accounts confirm the interest shown by the Geek community we identified earlier.

The interaction of Beyoncé's official account is related to the content "Black is king", which was among the most frequent hashtags on posts.

Verified accounts network



df_porto is not a verified account, but the user got interactions from different verified accounts. This shows a kind of user that can influence other nodes in the network.

Conclusions

- During the launch week, diverse topics drove the attention of the public: release dates, expectations to the launch, the app content, giveaways.
- Celebrities and famous artists helped create engagement.
- We identified 3 main clusters in the hashtag co-occurrence network.
- Disney partners took advantage of the launch to promote their products
- About 20% of the users made a post that has not a connection with other posts, which means original content

Opportunities

EXPLORE BRAND ELEMENTS

Nostalgia is a brand element that can be explored to generate online conversations.

START THE CONVERSATION

Participate in online conversations taking advantage of the content the competitors are producing. Also, interact more with users that are posting original content.

KEY INFLUENCERS

Consider influencers that can drive conversations among other influencers.

CONTENT ACCORDING TO CLUSTERS

Explore key subjects according to users' clusters and their interests. For example, geek cluster.

Going further

WHAT ELSE?

This is just an example of the power of social listening and graph analysis.

There are many other ways to explore connections and conversations:

- Ego networks
- Hubs
- Closer look to specific hashtags: for example, what words or contents are related to a specific movie or series?
- Analysis of verified accounts that were engaged on the launch and can be part of future campaigns.

Get in touch



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