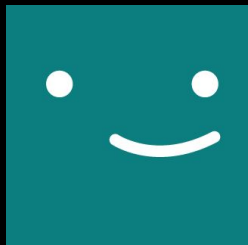


NETFLIX: MARKET DOMINANCE IN THE STREAMING SERVICES INDUSTRY

NETFLIX

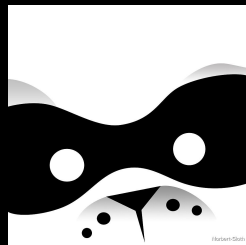
WHO'S PRESENTING?



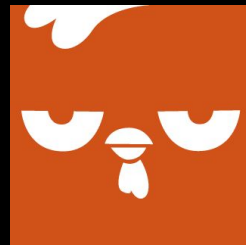
**OLUWASEUN
IBITOYE**



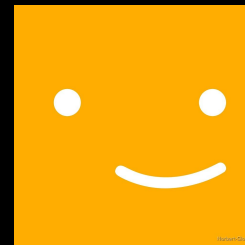
**OHYOUN
KWON**



**AMBIKHA
MAHARAJ**



**ANKITA
KUNDRA**



**SAMUEL
OH**



**ADITYA
SONI**

MANAGE PROFILES

AGENDA



**PROBLEM
STATEMENT**



DATA



ANALYSIS



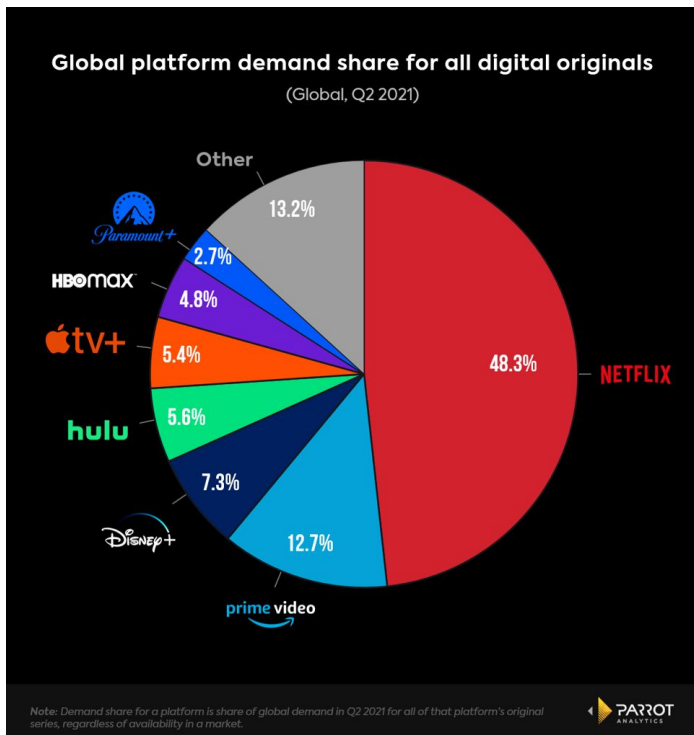
**INSIGHTS/
ADVICE**

An illustration of a red server tower in a dark, stormy environment. The tower is emitting lightning bolts, and the ground is covered in a grid pattern. The overall mood is dramatic and intense.

PROBLEM STATEMENT

IS **NETFLIX** STILL DOMINANT IN THE
STREAMING SERVICES INDUSTRY?

WHY DOES IT MATTER?



ENTERTAINMENT

Netflix is slowly beginning to lose it

Netflix Is Losing Its Cool

Even as it dominates globally, the streaming giant no longer shines. HBO Max and Disney+, your move.

Los Angeles Times

COMPANY TOWN

As competition mounts, Netflix faces shrinking market share,

The New York Times

Netflix's Dominance Starts to Slow as Rivals Gain

The streaming service reported the addition of four million new customers for the first quarter, below the six million it had forecast.

At this

Disney (E)

N

DATA

reddit

- reddit - **/r/CordCutters**
- Over **185,000** comments (2020-2021)
- Data Cleaning (stopwords, punctuations, etc.)
- Replaced platform names (e.g., disney)
- Retained **36,500** comments
- Replaced attributes (e.g., cost → price)



WORD	FREQUENCY
YOUTUBE	12,010
AMAZON	11,215
HULU	9,538
NETFLIX	9,284
HBO MAX	7,948
APPLE	7,865
DISNEY	6,057
SLING	4,998
PARAMOUNT	1,378

TOPIC MODELING



apple
use_{work} quality
google apps roku
app
device^{tv}

N

hbomax service
wa
amazon like
price
show netflix
hulu

antenna
youtube
get
hulu live
cable sling
tv
sport channel

TOPIC MODELING

NETFLIX



streaming
like
netflix
service hulu
price
amazon
tv
watch

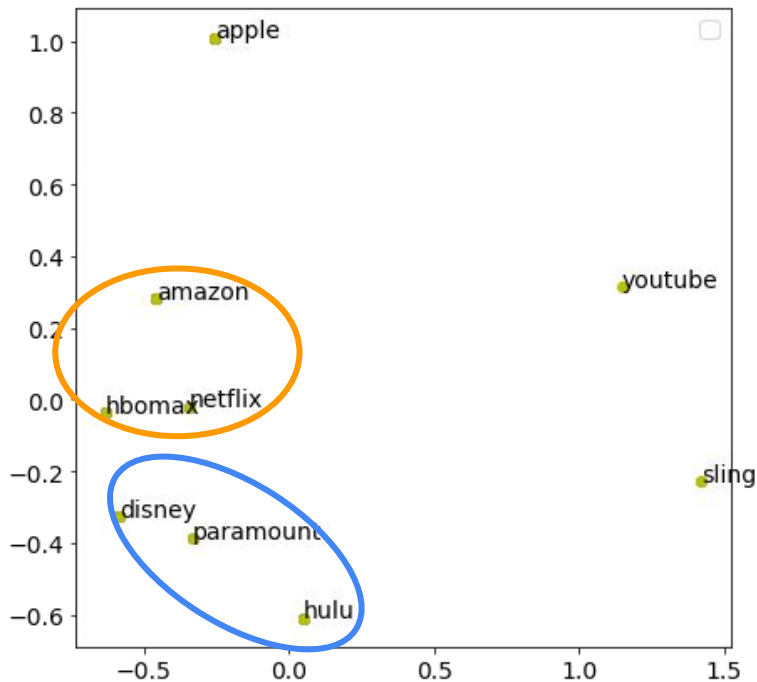


conversation show
episode
season cancelled
seen
series
weekly
story
dark

content
company market
gt subscriber
people platform
theyre release
make

MDS PLOT: SIMILARITY BETWEEN PLATFORMS

POTENTIAL COMPETITORS



ASSOCIATION: PLATFORMS VS ATTRIBUTES



SENTIMENT ANALYSIS ON INDIVIDUAL PLATFORMS



PLATFORM	SCORE
AMAZON	0.41
PEACOCK	0.36
APPLE	0.34
SLING	0.32
NETFLIX	0.29
HULU	0.28
PARAMOUNT	0.26
HBOMAX	0.25
DISNEY	0.24

PLATFORM	NEGATIVE	POSITIVE
DISNEY	35.14%	58.81%
NETFLIX	20.22%	64.04%
HBOMAX	19.28%	59.05%
PEACOCK	18.18%	72.72%
HULU	18.10%	61.99%
PARAMOUNT	16.84%	57.80%
APPLE	15.48%	66.47%
AMAZON	15.08%	79.81%
SLING	14.74%	64.48%

SENTIMENT ANALYSIS ON ATTRIBUTES



- Top 3 negative comments for each attribute
- Proportion of negative comments for each platform

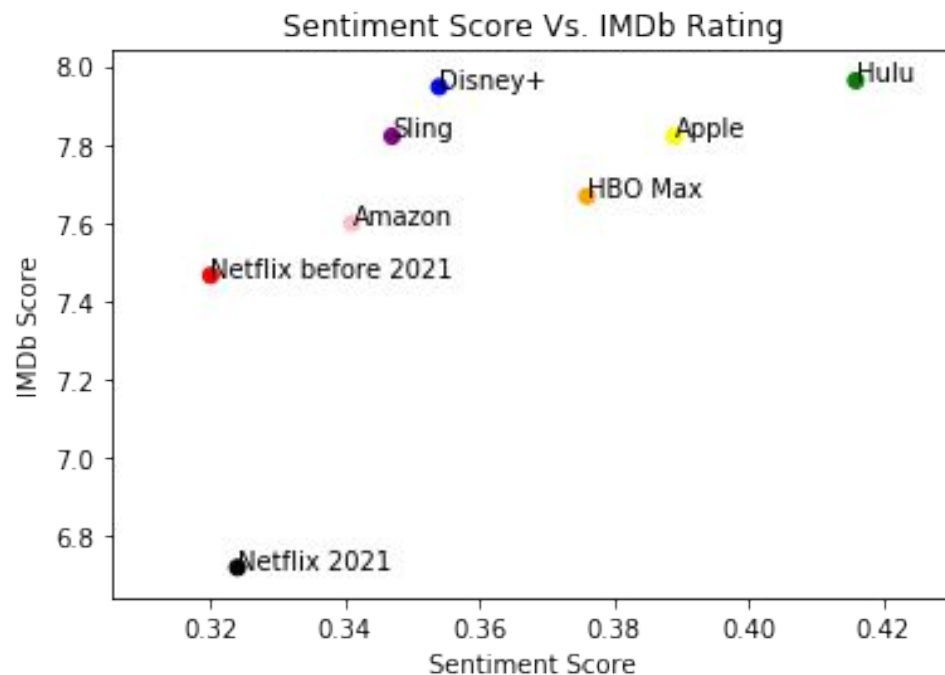
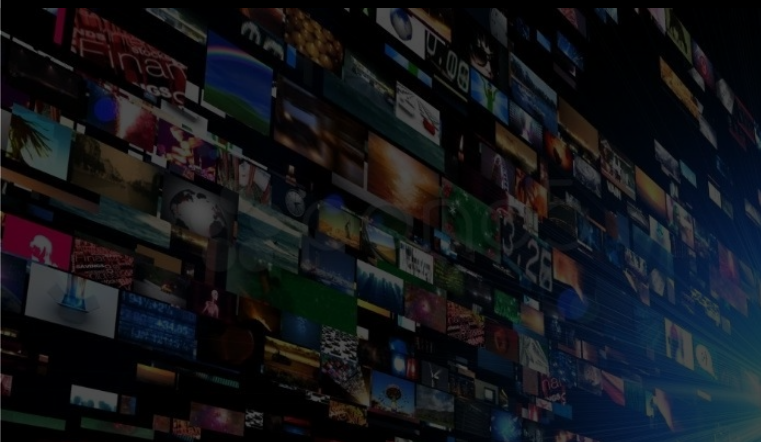
FAMILY	SENTIMENT_SCORE	POSITIVE COMMENTS	NEGATIVE COMMENTS
HBO MAX	0.44	71.43%	28.57%
NETFLIX	0.38	74.07%	18.51%
AMAZON	0.47	80%	17.50%

- 'Dark' was mentioned in topic modeling
- Disney & Hulu are more family-friendly

- Greatest number of original contents
 - More than all the others' combined!
- Potential competitors?

ORIGINAL	SENTIMENT_SCORE	POSITIVE COMMENTS	NEGATIVE COMMENTS
DISNEY	0.35	71.43%	23.81%
NETFLIX	0.45	80.47%	16.74%
HBO MAX	0.50	88.61%	8.86%

SENTIMENT ANALYSIS ORIGINAL CONTENTS



CONCLUSION



CONCLUSION

- Still the dominant platform, but competition is fast catching-up

RECOMMENDATIONS

- Biggest competitors: HBOMAX, Amazon, and Disney
- Focus on quality over quantity in their original content
- Further differentiate strengths compared to competitors

FUTURE SCOPE

- Develop platform recommendation system for customers

THANK YOU!

NETFLIX

NETFLIX