

# *DSO 574: FINAL PROJECT* **UNDERSTANDING THE STREAMING ECOSYSTEM**

*Submitted By: Akanksha Arun, Paramjeet Singh Sahrawat, Omkar Vyas, Vinayak Gouda Halegouda*

# INTRODUCTION

#1 Netflix  
#2 fuboTV  
#3 Disney+  
#3 Amazon Prime Video  
#5 Crunchyroll  
#5 Hulu  
#5 YouTube TV  
#5 Peacock  
#9 HBO Max  
#9 Paramount+

US News Ranking for streaming services

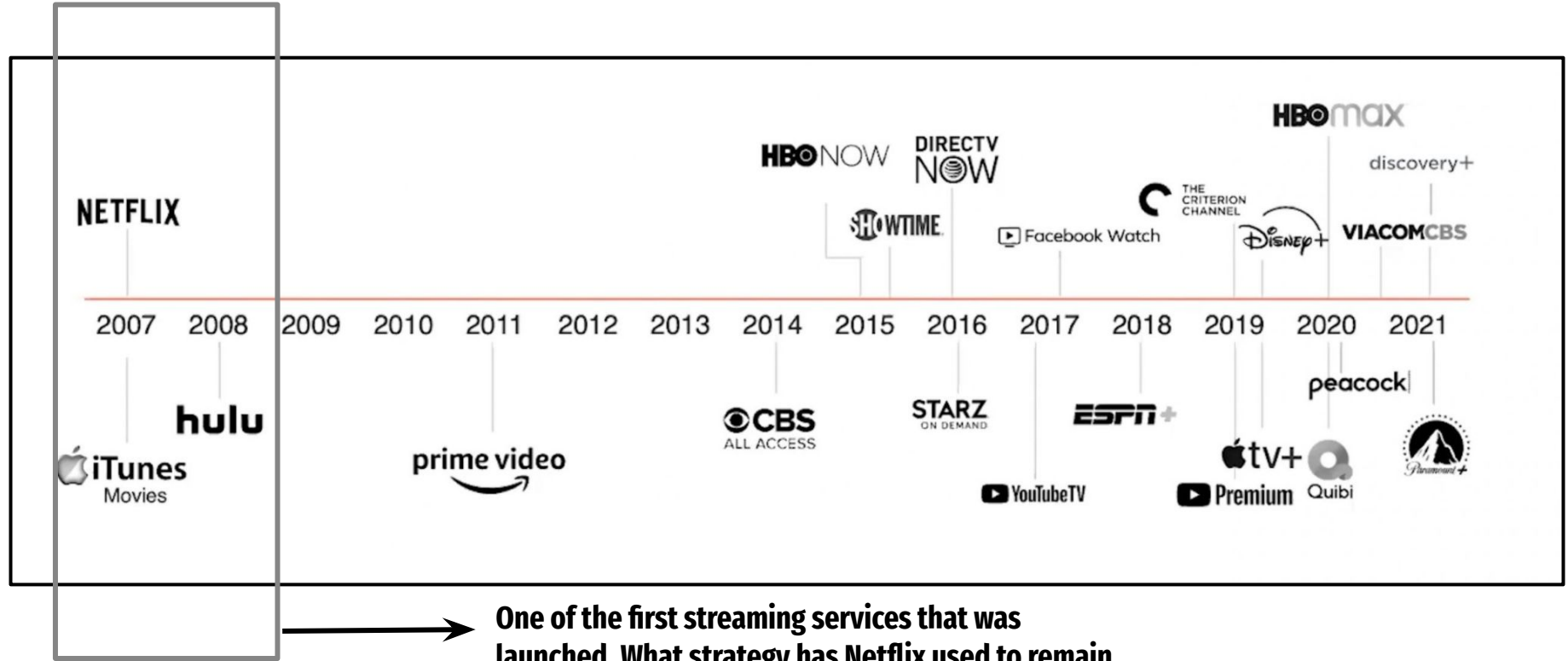
Nielsen supports this data, Netflix dominates the streaming space consisting of 67% of the top most streamed content in 2022.

## 2022 Top 15 Streaming Programs (Overall)

	Program Name	Originator	Episodes	Mins viewed (Billions)
1	STRANGER THINGS	Netflix	34	52.0
2	NCIS	Various	356	38.1
3	COCOMELON	Netflix	18	37.8
4	OZARK	Netflix	44	31.3
5	ENCANTO	Disney+	1	27.4
6	GREYS ANATOMY	Netflix	396	26.8
7	CRIMINAL MINDS	Various	328	24.9
8	BLUEY	Disney+	114	21.1
9	GILMORE GIRLS	Netflix	153	20.8
10	SEINFELD	Netflix	176	19.3
11	SUPERNATURAL	Netflix	328	18.8
12	WEDNESDAY	Netflix	8	18.6
13	HEARTLAND	Netflix	225	18.0
14	COBRA KAI	Netflix	50	16.7
15	THE SIMPSONS	Disney+	667	15.9

12/27/2021-12/25/2022 | Rank based on Persons 2+ Minutes Viewed in millions  
Source: Nielsen Streaming Content Ratings (Netflix, Amazon Prime, Disney+, Apple TV+, Hulu, HBO Max (beginning 9/30) and Peacock (beginning 9/26/22), Nielsen National TV Panel, Viewing through Television

# TIMELINE: THE EVOLUTION OF STREAMING



One of the first streaming services that was launched. What strategy has Netflix used to remain at the top? Is it content? Originals or Acquired?

# DEFINING THE PROBLEM STATEMENT

**1st**

**What type of content is sought after by streaming platforms? What type of content are they likely to offer?**

**Problem  
Statement 1**

**2nd**

**What type of content is not currently being offered? Where is there a potential gap?**

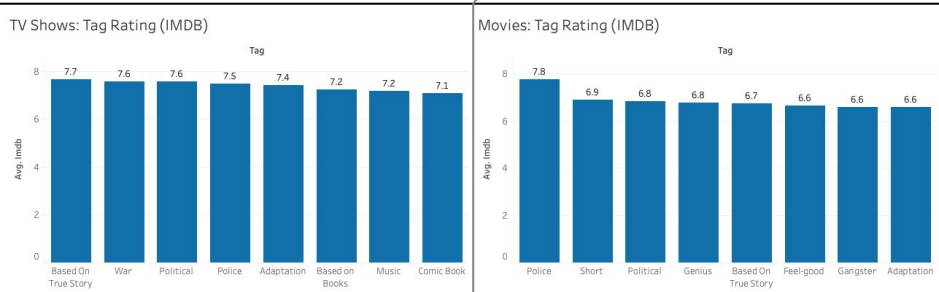
**Problem  
Statement 2**

**3rd**

**Which TV shows are successful in the streaming space?**

**Problem  
Statement 3**

# WHAT TYPE OF CONTENT IS SOUGHT AFTER BY STREAMING PLATFORMS?

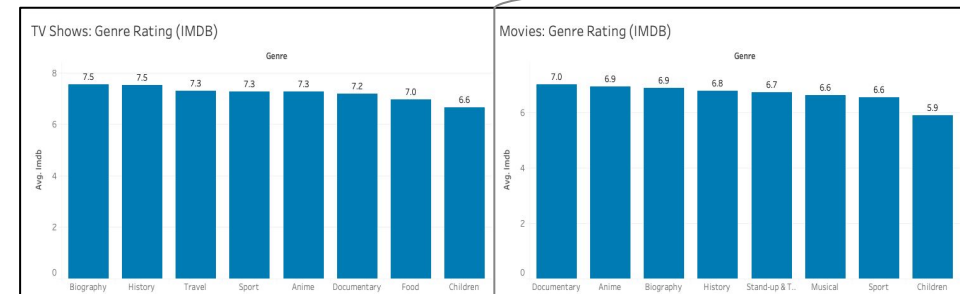


## Performance Metric Used: IMDB Rating

The Top 8 Tags rated high for movies are Police, Short, Political, Genius, Based on True Story, Feel-Good, Gangster and Adaptation.

The Top 8 Tags rated high for movies are Based on True Story, War, Political, Police, Adaptation, Based on Books, Music and Comic Book.

This could be used as a potential strategy by streaming platforms to create or acquire content specific to these 8 categories to improve performance.



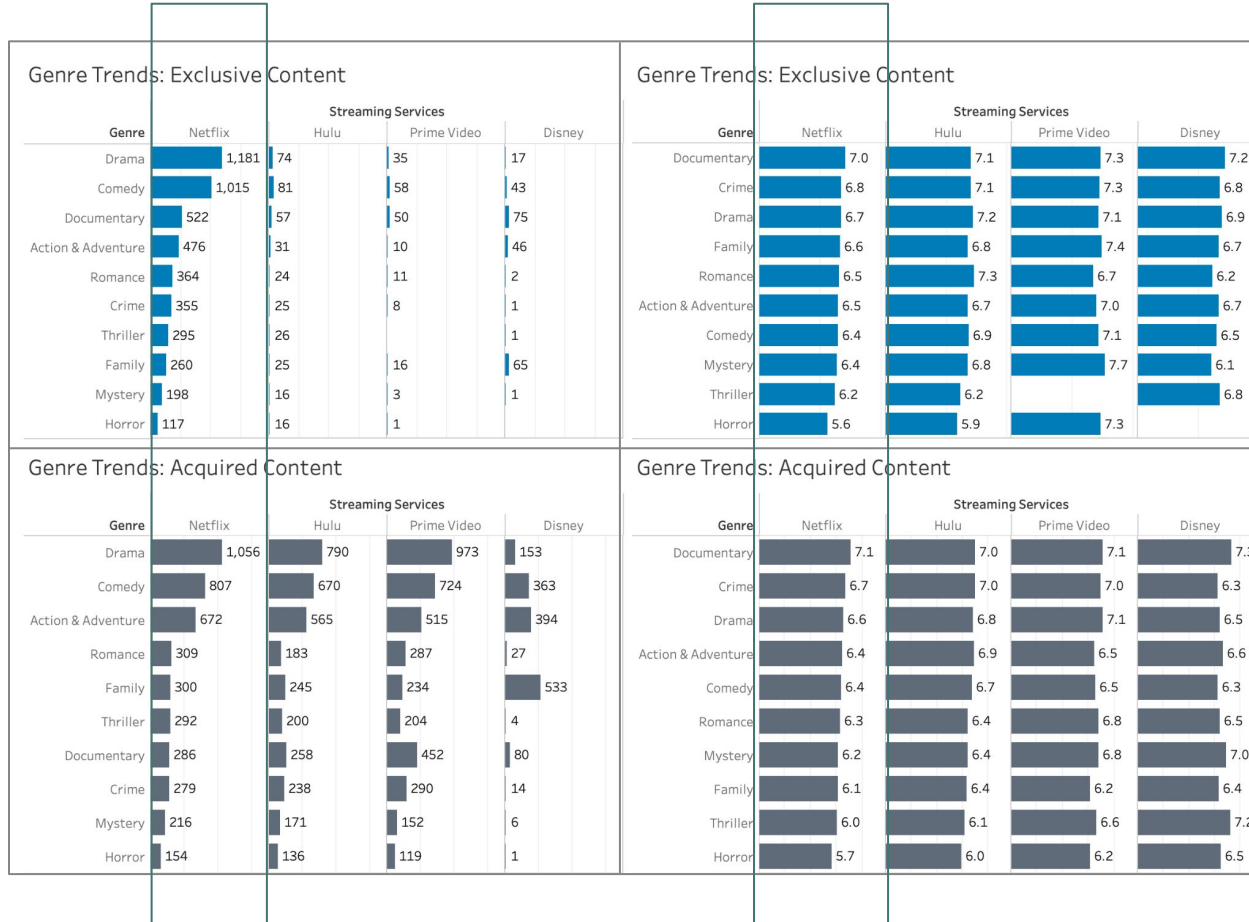
## Performance Metric Used: IMDB Rating

The Top 8 Tags rated high for movies are Police, Short, Political, Genius, Based on True Story, Feel-Good, Gangster and Adaptation.

The Top 8 Tags rated high for movies are Based on True Story, War, Political, Police, Adaptation, Based on Books, Music and Comic Book.

This could be used as a potential strategy by streaming platforms to create or acquire content specific to these 8 categories to improve performance.

# NETFLIX: CONTENT STRATEGY



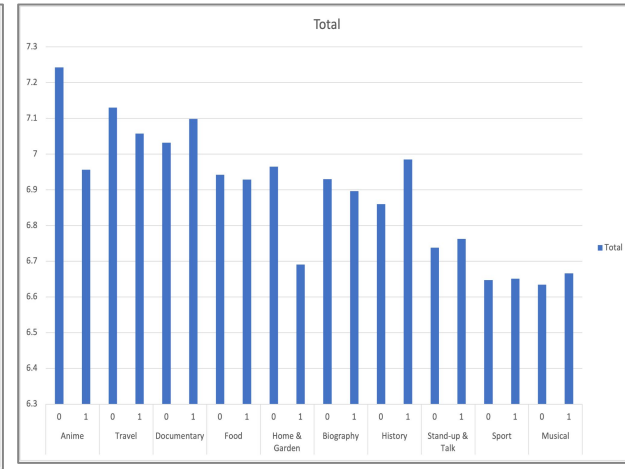
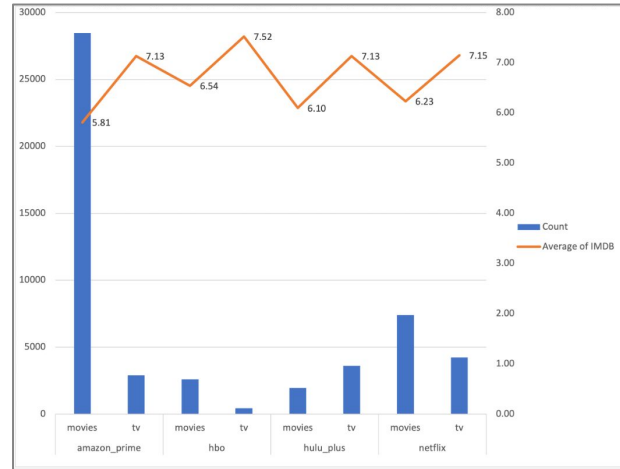
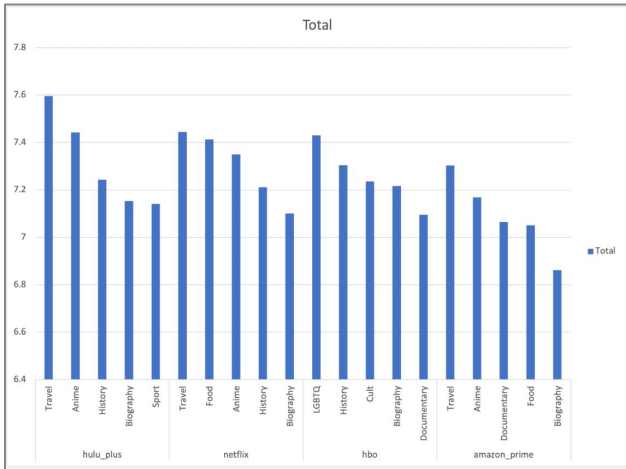
**Netflix dominates the space in terms of “Original Content” across popular genres.**

**One strategy that can be adopted by other streaming platforms is increasing “Exclusive Content” offered.**

**Netflix dominates the space in terms of “Acquired Content” across popular genres.**

**One strategy that can be adopted by other streaming platforms with respect to content is gaining rights to popular TV Shows offered.**

# WHAT TYPE OF CONTENT ARE THEY LIKELY TO OFFER?



Travel genre has the highest average rating on Hulu, Netflix, and Amazon Prime, while HBO has the highest rating for LGBTQ content. This indicates a commitment to offering diverse and educational content across various genres, particularly travel-related and documentary material.

TV shows have a consistently higher rating than movies across all platforms. Therefore, streaming services might focus on offering more TV shows over movies to attract and retain viewers, given that TV shows tend to have better ratings.

5 genres have higher IMDb ratings for their exclusive content and 4 for their non-exclusive content, with food being similar in both. Platforms can increase engagement by acquiring rights and offering more exclusive content





# WHICH TV SHOWS ARE SUCCESSFUL IN THE STREAMING SPACE?

R2 and  
Model significance

R2 Value : 0.556

Significance Level : 5%

Target Variable : IMDB Rating

Features :

- Genre
- Tag
- Exclusive Content
- Premium Service
- Age of Show
- Age Rating
- Reel Good Rating

Result - TV Shows successful in Stream Space :

- Exclusive Content
- Based on True Story
- Crime Genre
- Fantasy Genre
- Game Show Genre

Regression Coefficients

p-value significance

OLS Regression Results

Dep. Variable:	IMDB	R-squared:	0.556
Model:	OLS	Adj. R-squared:	0.528
Method:	Least Squares	F-statistic:	14.73
Date:	Mon, 24 Apr 2023	Prob (F-statistic):	0.00
Time:	11:46:51	Log-Likelihood:	-34478.
No. Observations:	31507	AIC:	7.408e+04
Df Residuals:	28943	BIC:	9.551e+04
Df Model:	2563		
Covariance Type:	nonrobust		

	coef	std err	t	P> t	[0.025	0.975]
const	5.6865	0.084	67.783	0.000	5.522	5.851
Exclusive Service Tag_Based On True Story	0.6323	0.309	2.047	0.041	0.027	1.238
Exclusive Service Tag_Car	0.7821	0.391	1.999	0.046	0.015	1.549
Exclusive Service Tag_Cartoon	0.7510	0.352	2.133	0.033	0.061	1.441
Exclusive Service Tag_Dating	0.8172	0.304	2.684	0.007	0.220	1.414
Exclusive Service Tag_Disney	0.6023	0.253	2.380	0.017	0.106	1.098
Exclusive Service Tag_Music	0.5536	0.277	1.999	0.046	0.011	1.096
Exclusive Service Tag_Singing	0.7260	0.329	2.209	0.027	0.082	1.370
Genre_Family Tag_Based On True Story	2.9709	1.485	2.000	0.045	0.060	5.882
Genre_Crime Tag_Adaptation	0.1883	0.077	2.448	0.014	0.038	0.339
Genre_Crime Tag_Based on Books	0.1587	0.080	1.975	0.048	0.001	0.316
Genre_Crime Tag_Fighting	0.3286	0.113	2.895	0.004	0.106	0.551
Genre_Crime Tag_High School	0.3474	0.138	2.509	0.012	0.076	0.619
Genre_Fantasy Tag_Car	2.3188	0.981	2.363	0.018	0.395	4.242
Genre_Fantasy Tag_Coming of Age	1.0976	0.481	2.280	0.023	0.154	2.041
Genre_Fantasy Tag_Dating	1.5367	0.579	2.652	0.008	0.401	2.672
Genre_Fantasy Tag_High School	0.9889	0.473	2.090	0.037	0.061	1.916
Genre_Fantasy Tag_Music	2.4916	0.935	2.666	0.008	0.660	4.323
Genre_Fantasy Tag_Racing	1.1651	0.513	2.272	0.023	0.160	2.170
Genre_Game Show Tag_Fashion	1.8734	0.881	2.127	0.033	0.147	3.600
Genre_Game Show Tag_Fighting	2.4521	1.073	2.284	0.022	0.348	4.556
Genre_Game Show Tag_Magic	1.8702	0.889	2.104	0.035	0.128	3.612
Genre_Game Show Tag_Racing	1.0806	0.473	2.283	0.022	0.153	2.008
Genre_Game Show Tag_Supernatural	1.8521	0.924	2.005	0.045	0.041	3.663
Genre_Game Show Tag_Technology	1.7951	0.902	1.990	0.047	0.027	3.563

## CONCISE ANALYSIS SUMMARY

	RESEARCH	LIMITATIONS	SOLUTIONS AND CONCLUSIONS
ANALYSIS 01	Most popular tags and genres based on amount of content offered and how they are rated.	Creating a weighted average score for ratings. Evaluating how quantity and quality are evaluated together.	Create more original content. Acquire rights for successful content. Increase original or exclusive content.
ANALYSIS 02	Popularity of content across premium or commonly used platforms.	Creating a success metric across different streaming platforms to create a target strategy	Focus on building out new content for TV shows. TV saw more success over movies. Acquire more exclusive content in successful tags.
ANALYSIS 03	Content currently being offered and what content based on popularity needs to be focused on to bridge the content gap.	Gaps across individual platforms with respect to content can be varied and success can be different.	Offer more content in niche categories that is gaining traction (Travel, LGBTQ, Home & Garden). Increased content in terms of what combination of tags and genres work together.
ANALYSIS 04	Identifying a key metric to evaluate success: IMDB Ratings. Reliability of the success metric defined.	Evaluating significant and insignificant metrics which can potentially be subjective in real-world data.	Focus on creating or acquiring content specifically in Exclusive Content, Based on True Story, Crime Genre, Fantasy Genre and Game Show Genre to see higher rates of success.

**THANK YOU!**