

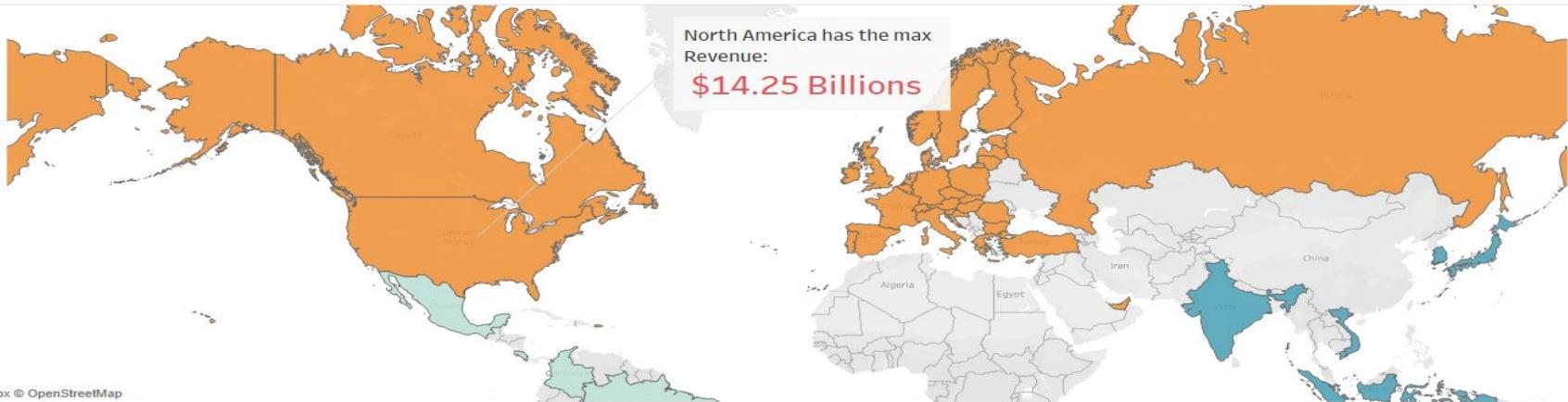


Smart Streaming Platform

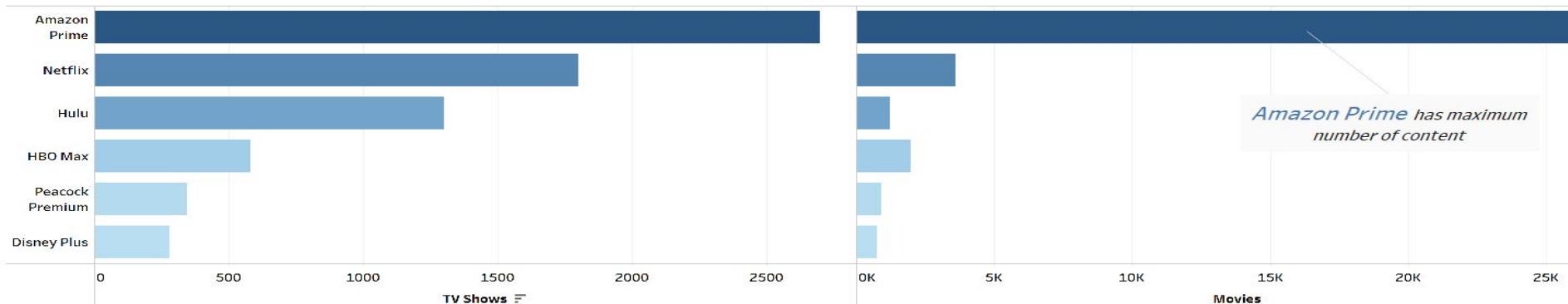
- Chetana Vyas

Let's talk numbers

Country wise # of Netflix subscribers

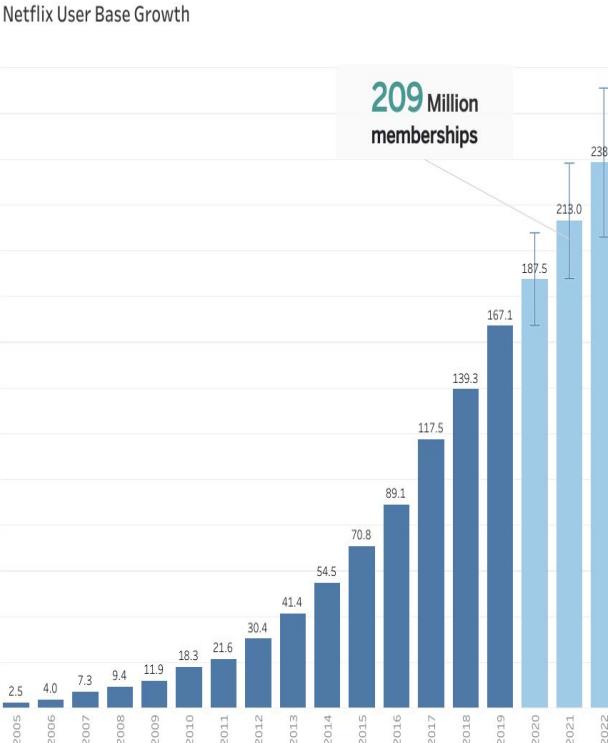


Number of TV Series and Movies on Streaming Platforms

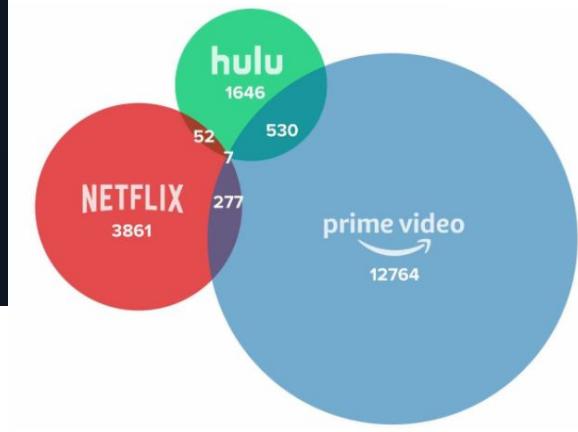
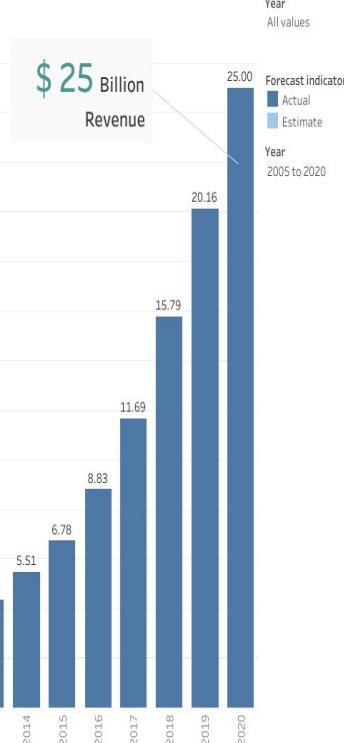


Why do we care?

Netflix User Base Growth



Year wise revenue in Billions USD



190+ countries

209+ MIL Memberships

25+ BIL USD Revenue

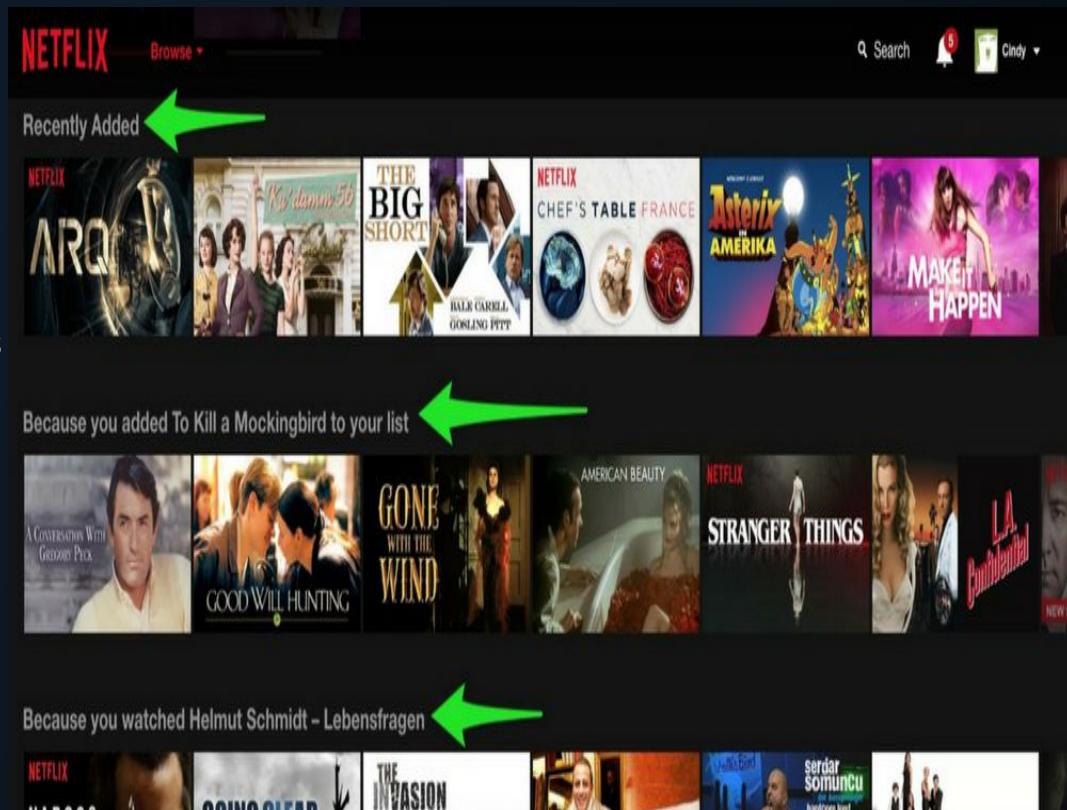
Powerful Recommendation Engine

3,000 Titles Filtered

1,300 Recommendation Clusters

80 % Watched content comes from
Recommendation Engines

\$ 1 BIL yearly profit increase



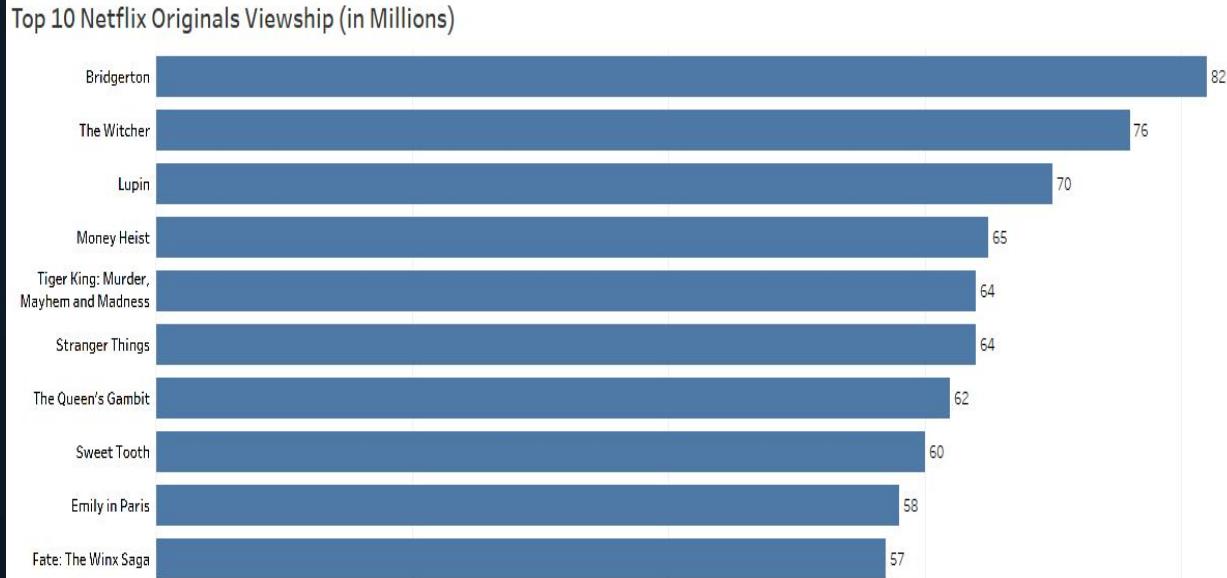
Why do Originals matter?

2021

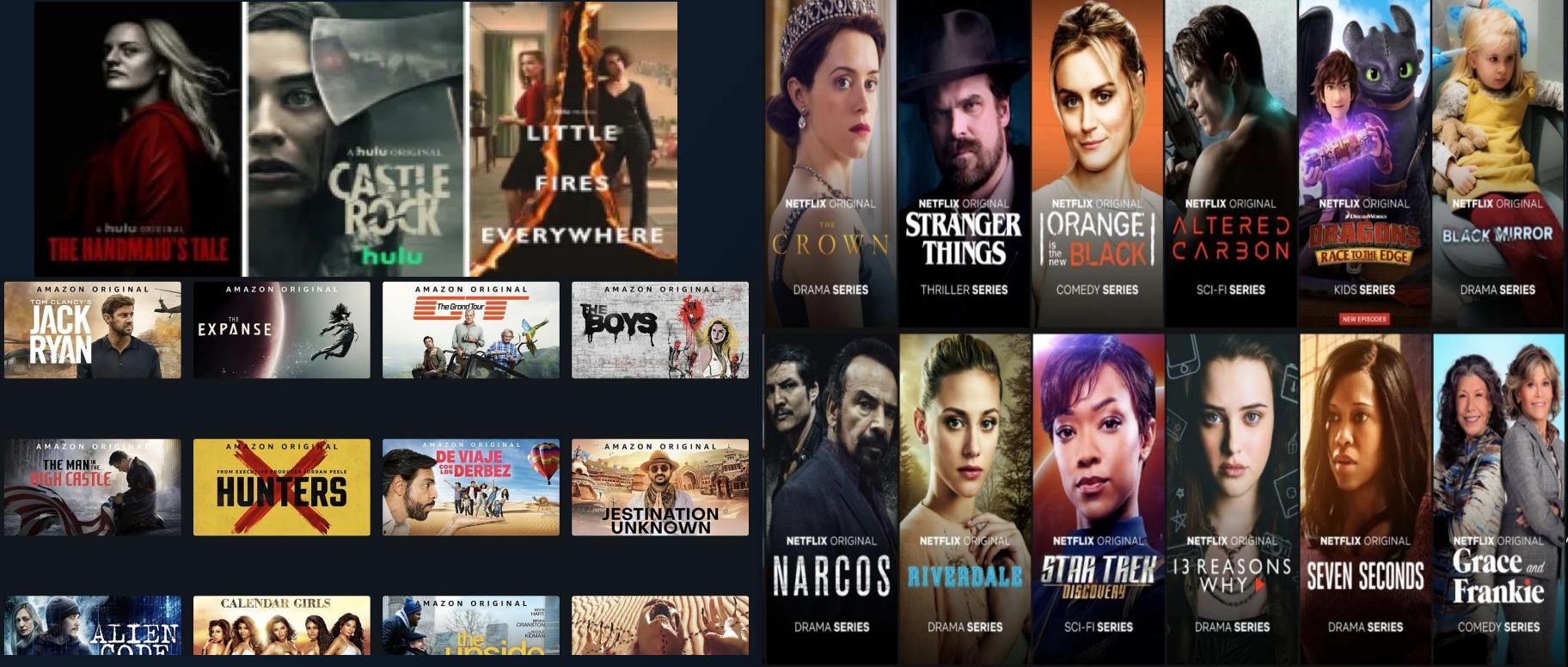
\$ 5.21 BIL (38%) -
Netflix Originals

\$ 13.6 BIL - Total
spending

Netflix Originals 2013-2021 Analysis



More about platform Originals



Iconic cash machines

Netflix stock price rose **2.4%** when the famous
'Show about nothing' was announced

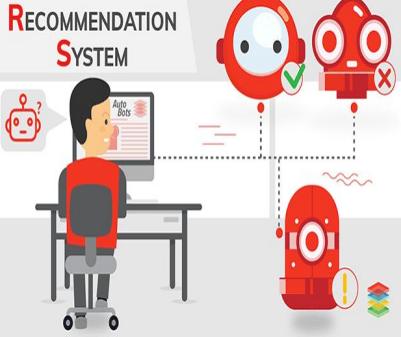
"People don't turn down money—it's what separates us from the animals." Jerry Seinfeld



Content Dubbing Revolution

- Global Reach and ‘Localisation’
- Consumption of dubbed content scaling **120%** annually
- Netflix’s dubbing investment: **25%** increase every year





Conclusion

1

Powerful
Recommendation Engine

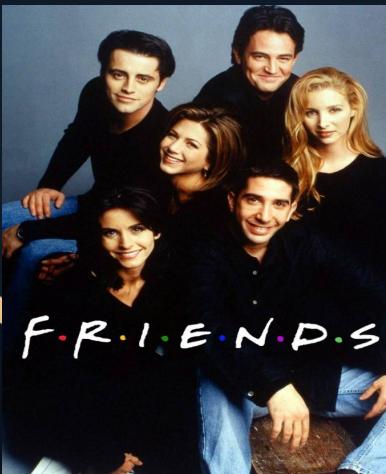
2

Platform Originals



3

Proven
Comfort-Food
Content



4

Content
Localization
(Dubbing)

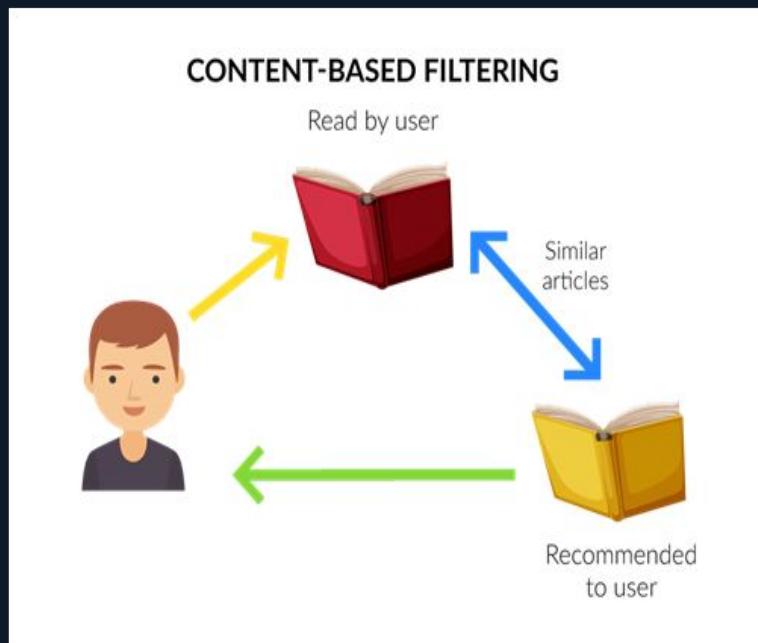


Thank You

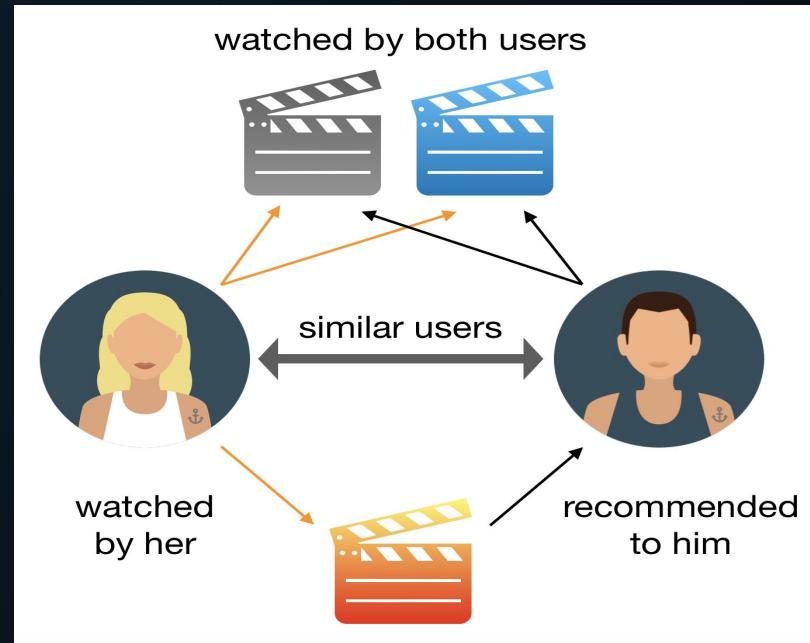
Appendix



Content Based Filtering



Collaborative Filtering





Appendix

Content Based Filtering (Item Based)
(IMDB Dataset - 1000 movies)

Movie Recommendation Engine - Content based filtering using Cosine Similarity Matrix

If you liked the movie: The Imitation Game , check out the following 10 movies:

- 1 . The Girl with the Dragon Tattoo
- 2 . The Proposal
- 3 . Whiplash
- 4 . The Maze Runner
- 5 . Gone Girl
- 6 . The Visit
- 7 . Ted 2
- 8 . Avengers: Age of Ultron
- 9 . Australia
- 10 . The impossible

Appendix



Collaborative Filtering (User Based) (Kaggle Dataset - 1000 movies)

Recommendation Engine - Collaborative Filtering

If you loved Zero Dark Thirty and 2012 movies, here are some movies that you might like

| | |
|--------------------------|----------|
| Zero Dark Thirty (2012) | 2.411816 |
| 2012 (2009) | 2.066363 |
| Argo (2012) | 1.534995 |
| Contagion (2011) | 1.369766 |
| Godzilla (2014) | 1.360930 |
| American Gangster (2007) | 1.341515 |
| Valkyrie (2008) | 1.336378 |
| Town, The (2010) | 1.324142 |
| Salt (2010) | 1.307542 |
| Hurt Locker, The (2008) | 1.304698 |
| Machete (2010) | 1.302707 |
| Other Guys, The (2010) | 1.288570 |

Future Work



HBO - Recommended by Humans

The image shows a collection of cards from the HBO 'Recommended by Humans' series, overlaid on a background of vertical color bars. The cards feature various user reviews and recommendations for HBO shows.

- Top Left Card:** HBO logo, 'Recommended by Humans.' Review: "ordinary, cringey, crude show!" by @MICHAEL_ME2 RECOMMENDS SALLY4EVER.
- Top Middle Card:** Review: "about the early days of the HIV/AIDS crisis." by @KYLEDUVS RECOMMENDS THE NORMAL HEART.
- Top Right Card:** Volume and question mark icons.
- Middle Left Card:** Review: "I'm back and binge watching @VeepHBO . It's been up my weekend. Always inspiring to see women kicking ass in leadership positions #veep #weekend #hbo" by SUSMITAKUNDU RECOMMENDS.
- Middle Center Card:** A vertical bar of color swatches.
- Middle Right Card:** Review: "'Chillnobyl': watching an episode of Chernobyl while holding onto a special someone then clinging to one another afterwards at the stark realization of how fragile and expendable we all are and the sheer razor edge that humanity exists on as we carelessly tamper with the forces of nature" by @MATTOSWALTA RECOMMENDS CHERNOBYL.
- Bottom Left Card:** Review: "another reason to love us" by NAYOMIR RECOMMENDS.
- Bottom Center Card:** Review: "'A Black Lady Sketch Show is so funny and perfect. Regular looking spy is a perfect sketch.'" by @NAYOMIR RECOMMENDS A BLACK LADY SKETCH SHOW.
- Bottom Right Card:** Review: "there's a lot of heart in those things that I can't help but watch high maintenance" by @THECHIPWILLIS RECOMMENDS HIGH MAINTENANCE.