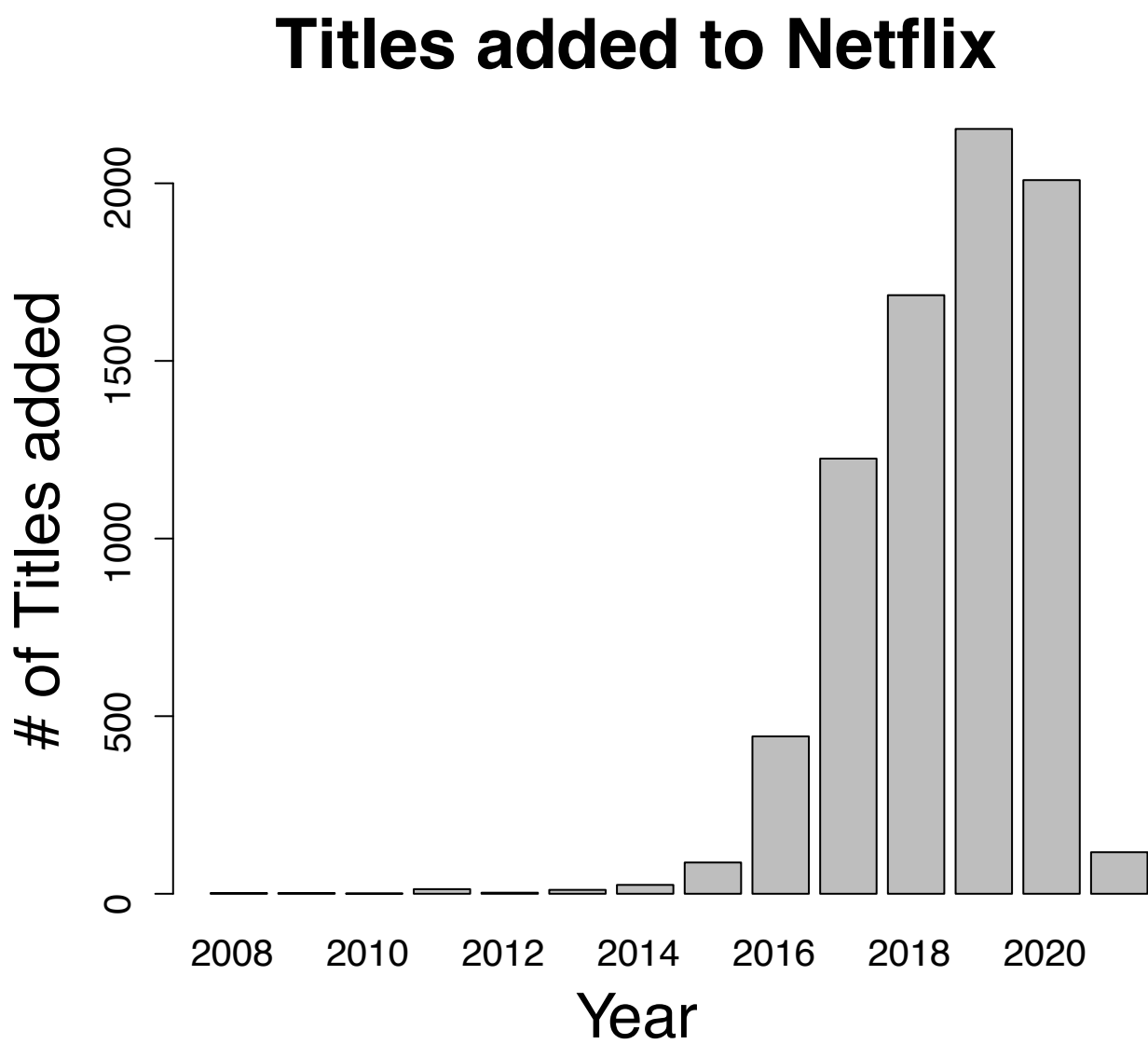


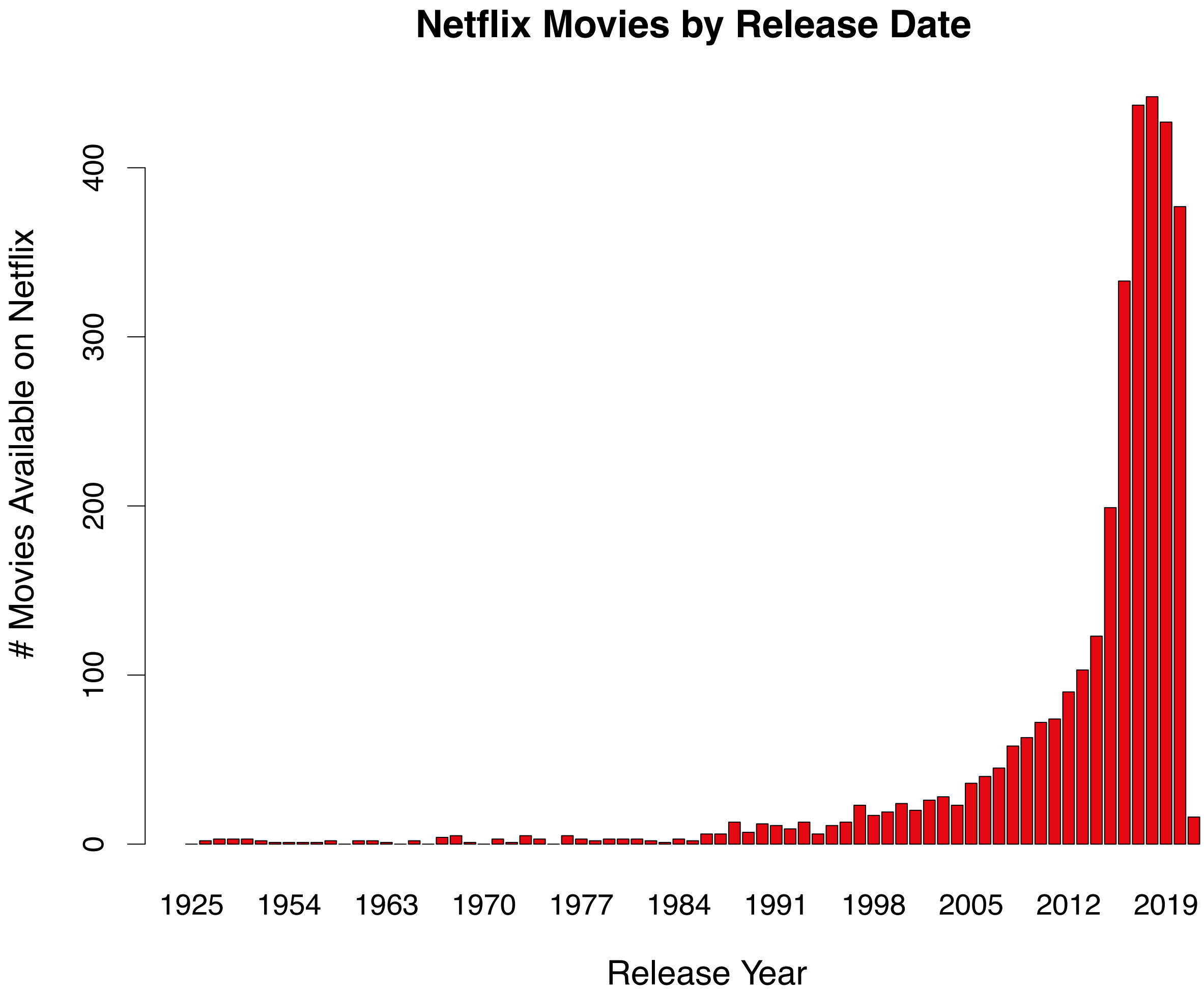
# NETFLIX

Founded in 1997 in California, Netflix has grown to become the de-facto standard for content streaming that we know and love. Home to **6,000+** movies and TV shows, Netflix has grown from being a DVD rental service to a subscription based streaming service with around 203M subscribers. The largest entertainment/-media company (by market capitalization) has also made its foray into original content production, winning both Oscar and Emmy awards for in-home productions like *The Irishman* and *House of Cards*.

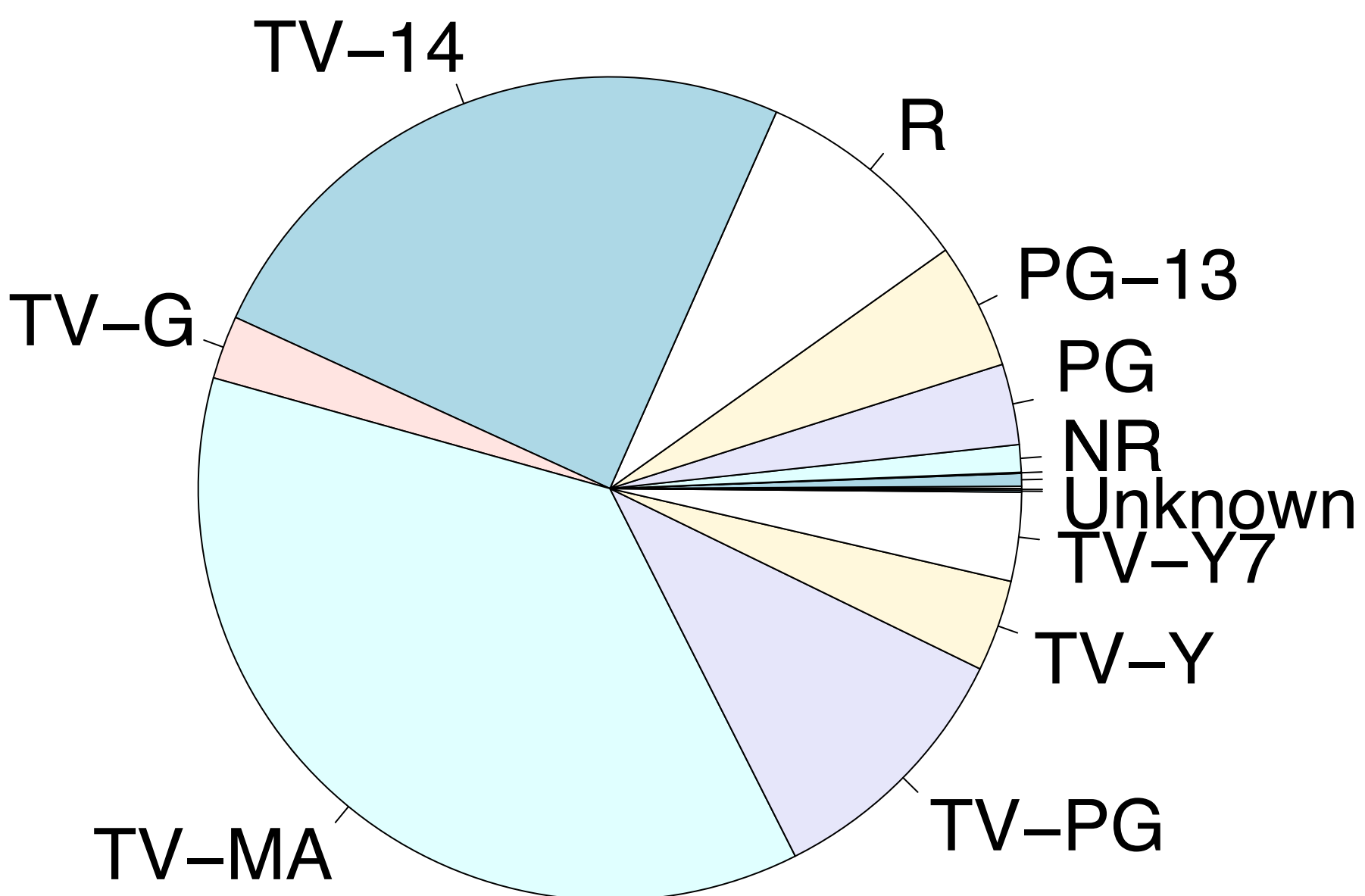
This dataset, obtained from Kaggle using Netflix's API consists of all the TV Shows and Movies available on Netflix as of 2019. In addition to the title name, the dataset also lists information such as **Director Name(s)**, **Release Date**, **Date Added**, **MPAA Rating** and a short description of the content.



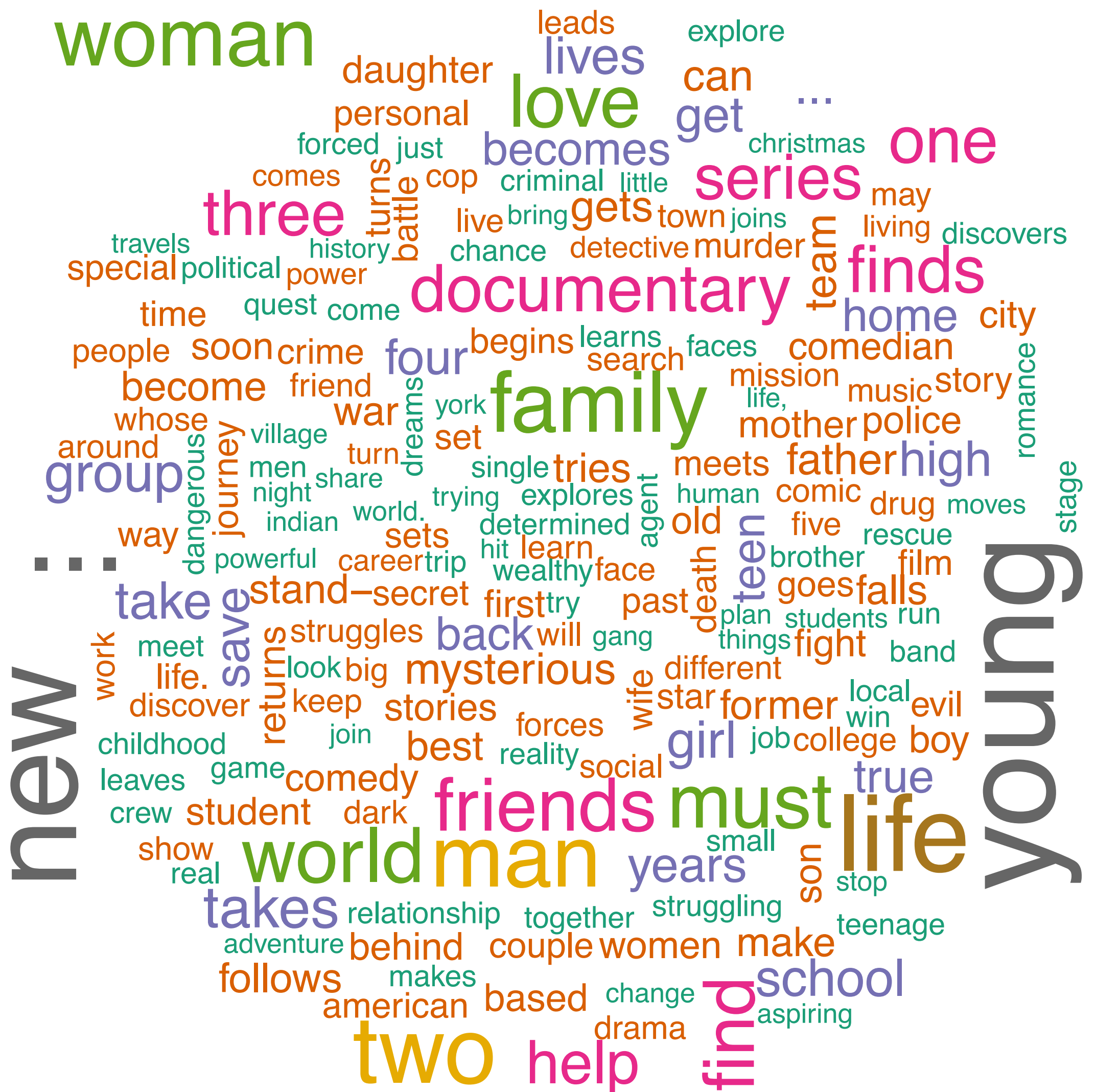
Aggregation of the movies added to Netflix by date show a **sharp increase** a cooling off in COVID-19 pandemic track to add to its **disrupted their**



**sharp increase in the number of movies starting around the year 2016**, followed by a cooling off in 2020, presumably due to the shortage of new movies due to the COVID-19 pandemic. The number of titles added is a fraction of what Netflix was on track to add to its platform, pointing to the fact that **the pandemic may have severely disrupted their movie production schedule.**



Most content available on Netflix is rated TV-MA (content to be viewed by adults, and therefore unsuitable for children under 17) followed by TV-14 (content unsuitable for children under the age of 14). Unlike its counterpart Disney+, **Netflix focuses on content for adult and teenage viewers with a small selection of children's titles.** Perhaps this is the reason Disney+ (a competing streaming service) has a much larger market share amongst children below the age of 14. Nevertheless, Netflix also offers a sizable amount of R rated titles. Since streaming services are not bound by the same laws as their TV Channel counterparts, Netflix is able to offer uncut, uncensored content to its vast majority of adult viewers. Some movies have an unknown MPAA rating; on closer inspection these movies are only available in countries outside the USA and have hence not been rated by the Motion Picture Association of America.



A wordcloud of the title descriptions shows that many movies & TV shows available are based on topics like “family”, “woman”, “young” and “friends”. In order to better understand the differences by genre, each genre has been color coded. For example, we see that Action and Adventure movies use words like “**power**”, “**war**”, “**struggle**” and “**mysterious**” while Family movies use words like “**love**” and “**world**” to draw their viewers in. Although this wordcloud only contained the words from English movies, it will be interesting to see how words in different languages and cultures are associated with movie genres.