

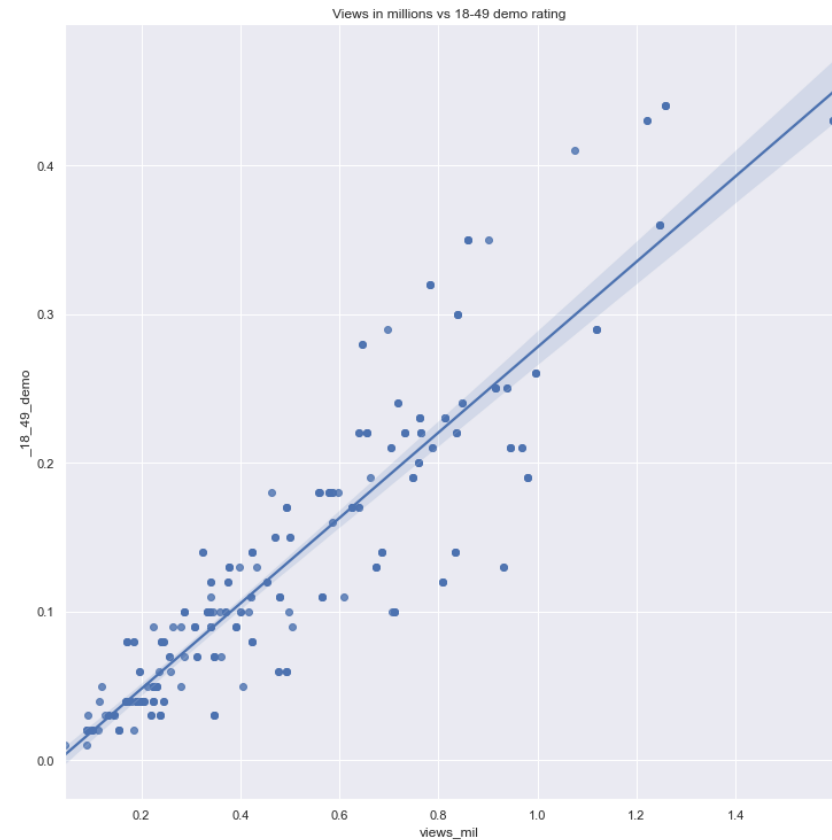


The Age of ~~Television~~ Streaming TV

A CONTENT-CREATION ANALYSIS

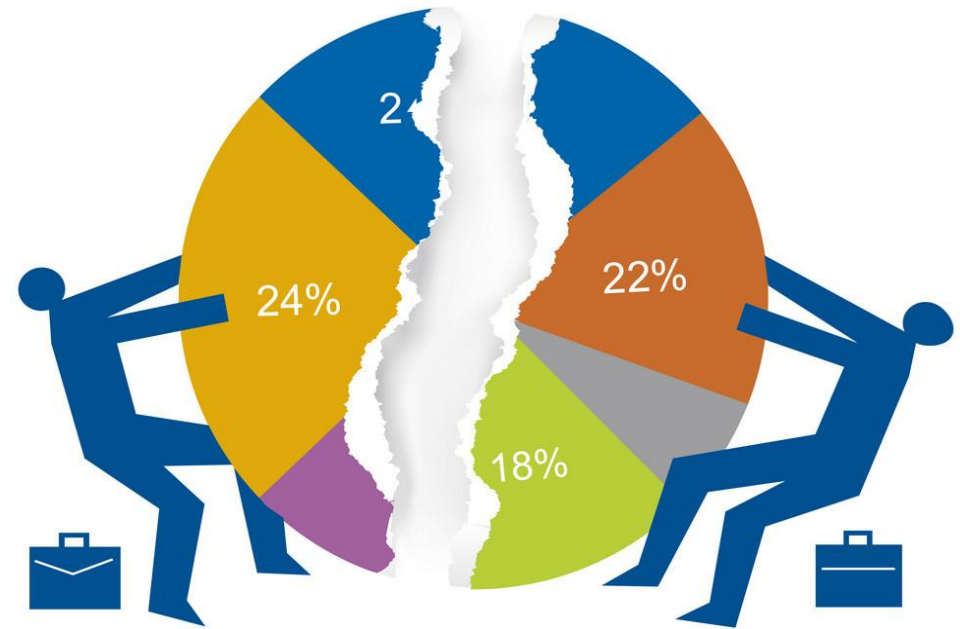
Streaming Industry

- Expected to grow by 6.8% with user penetration being 41.2% in 2020 and expected to hit 46.1% by 2025
- Netflix \$20.16 Billion revenue in 2019
- Netflix 183 million paid subscribers
- Prime Video 150 million paid subscribers
- Hulu 35.5 million paid subscribers
- HBO Go 43 million subscribers
- A main metric is viewership in the 18-49 demographic for advertisers



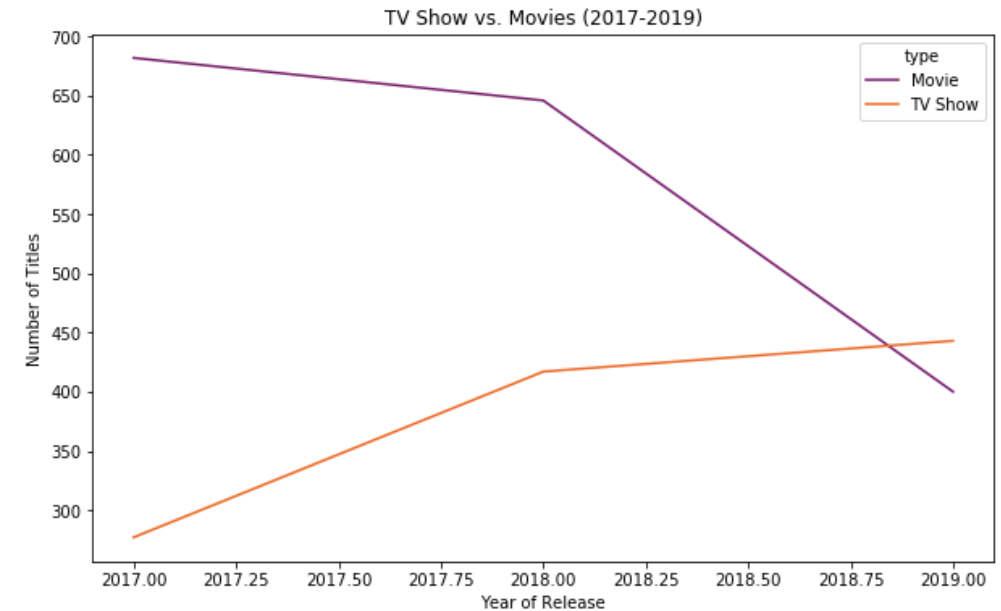
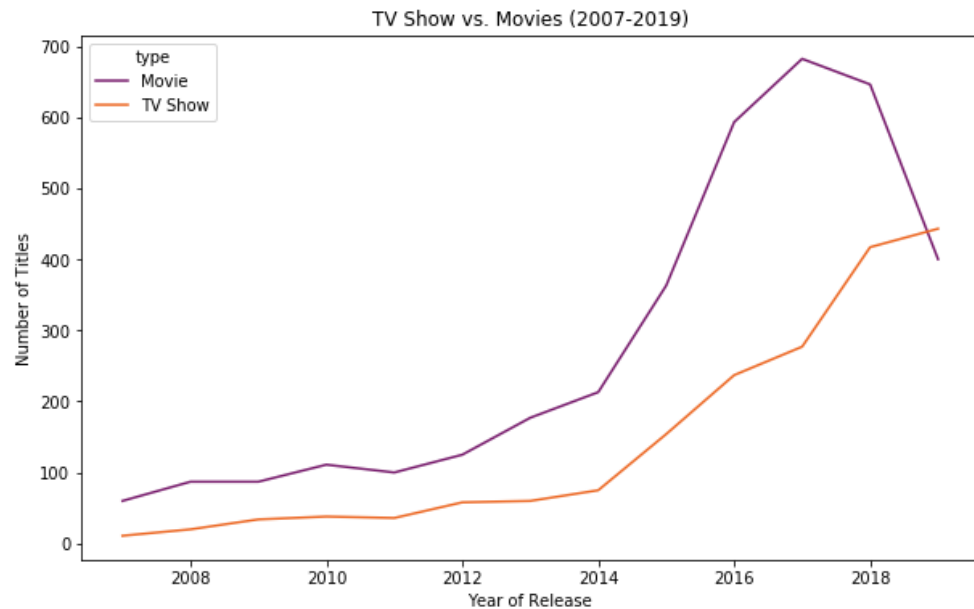
Business Opportunity

**How do we get a piece
of the pie?**

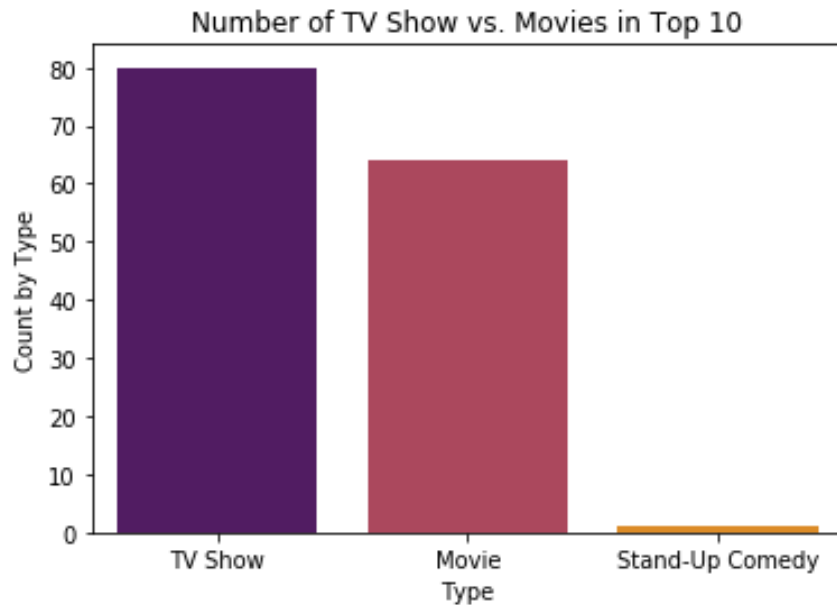


TV Shows vs. Movies

- 2017 saw the apex for movies
- TV Shows continued to trend upward
- 2019 TV Shows overtakes Movies as the #1 type of entertainment released



TV Shows vs. Movies (cont.)



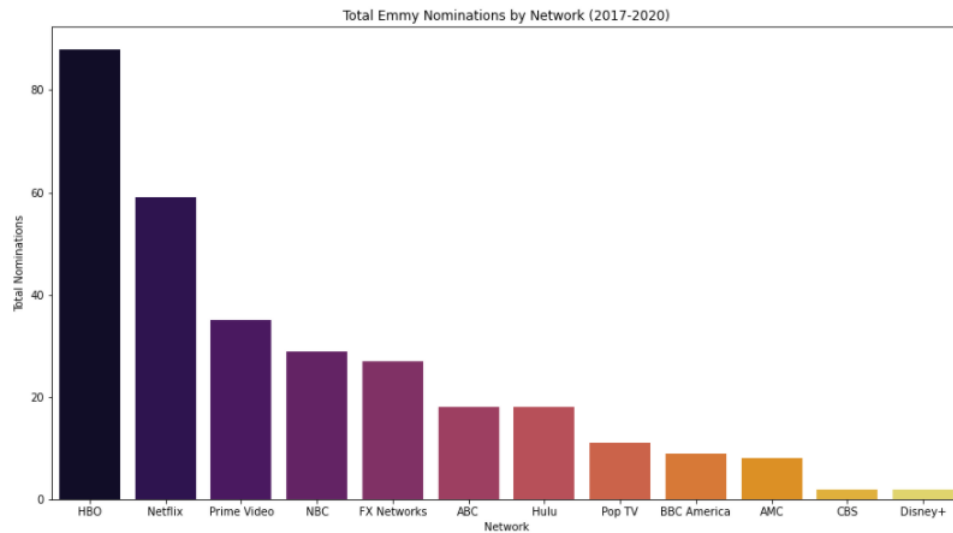
What do the numbers show?

Netflix Daily Top 10:

- 80 TV Shows
- 64 Movies
- 1 Stand-Up Comedy

Success by Network

And the winner is...



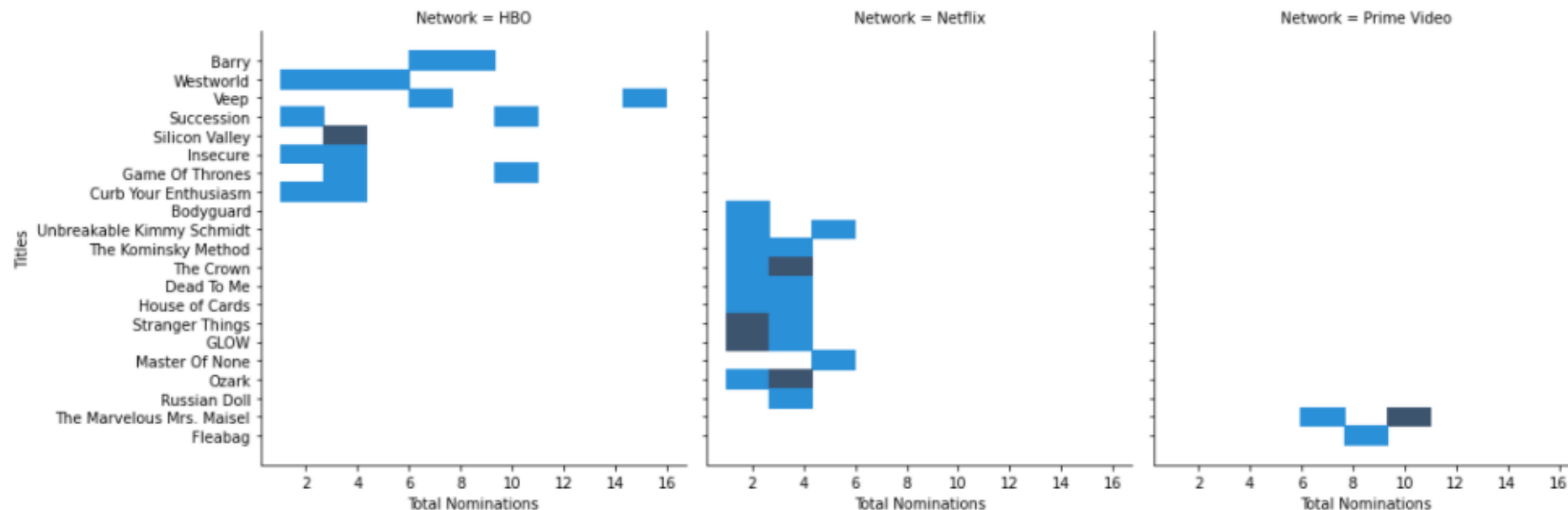
Combined actor and show awards:

- HBO has won the most Emmy awards
- Netflix has won the 2nd most
- Prime Video comes in 3rd

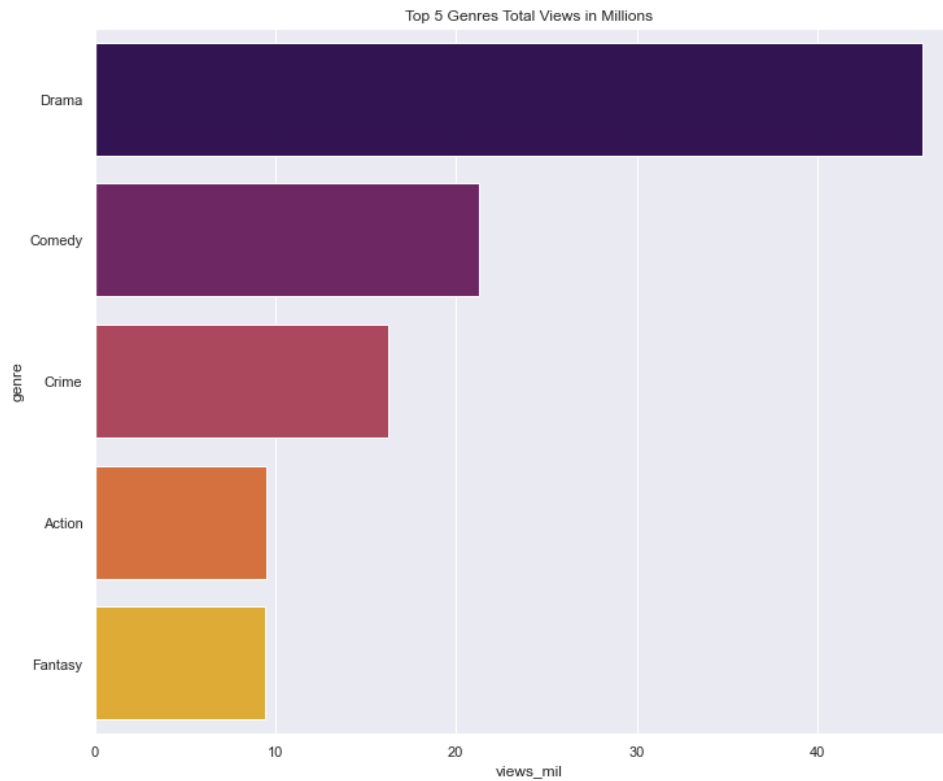
Success by Network (cont.)

Emmy winners by Network:

- 11 Netflix shows | 8 HBO shows | 2 Prime Video shows



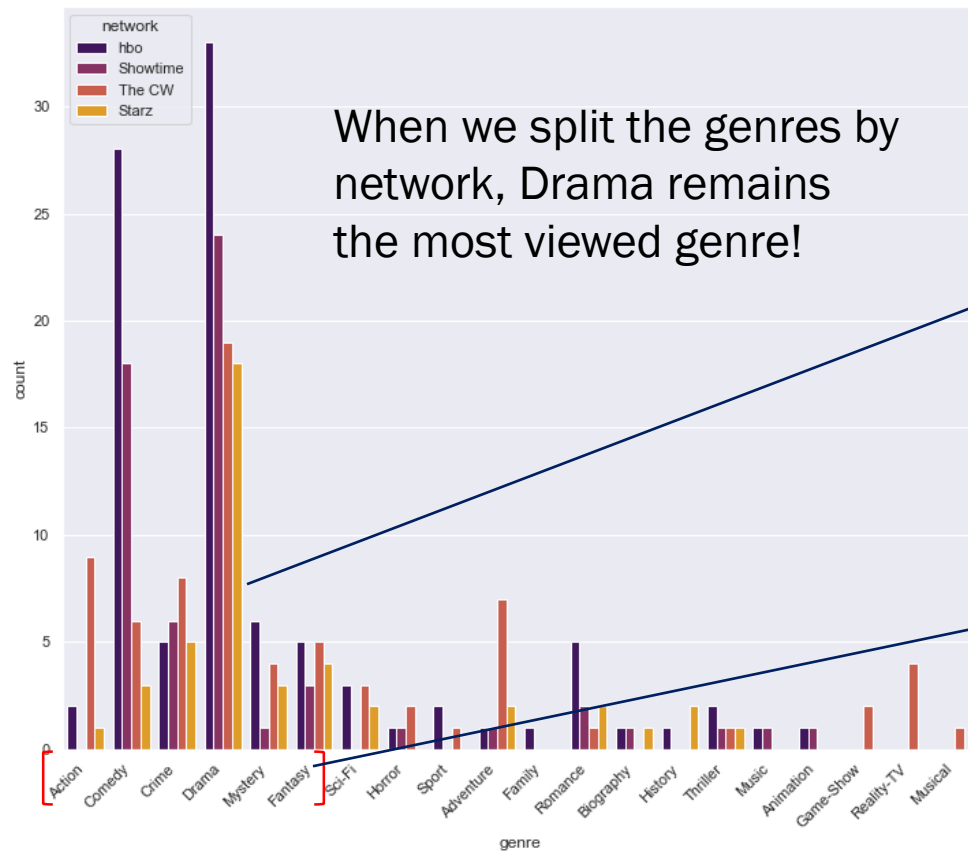
Success by Genre



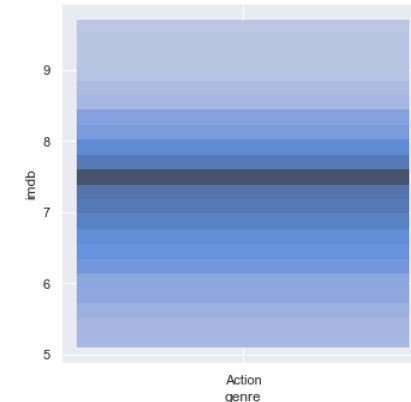
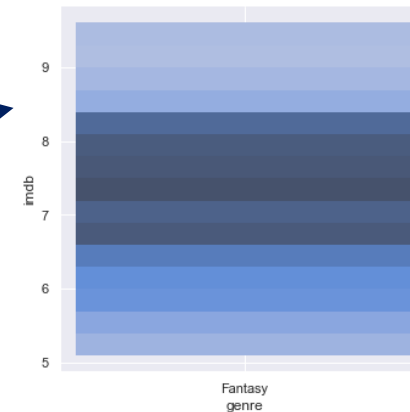
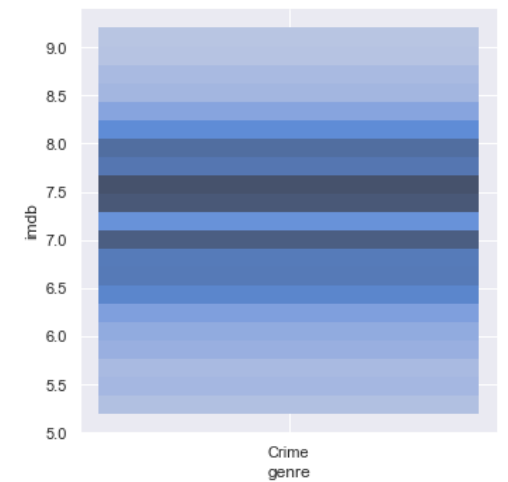
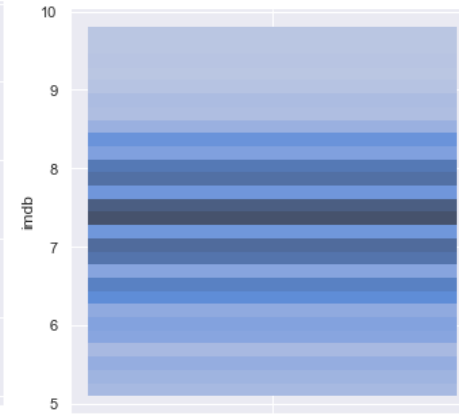
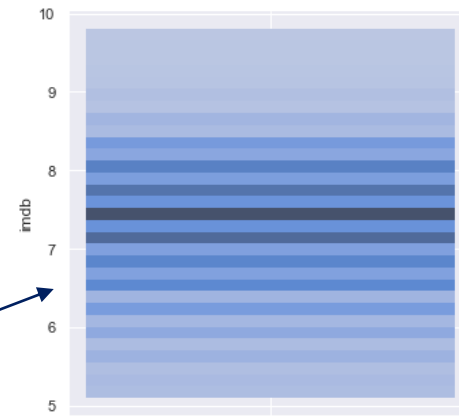
Views by genre (in millions):

- Drama 45.8
- Comedy 21.3
- Crime 16.2
- Action 9.5
- Fantasy 9.4

Success by Genre (cont.)



When we split the genres by network, Drama remains the most viewed genre!



Recommendations

- Create a TV Show rather than a movie
- Work with HBO, they are the most successful
- Create a show in the Drama genre, with possible elements of either Fantasy or Crime



Future State

Given more time we would liked to have accomplished the following:

- Analyze trends in TV vs. Movie viewership/ratings once the pandemic is over compared to the numbers we presented here
- Leveraging the demographics of Microsoft's 90 million Xbox Live subscriber base to promote our content to,
- Implementing an algorithm to create a metric for success based on viewership, ratings and award nominations

Thank you!