



# The Age of ~~Television~~ Streaming TV

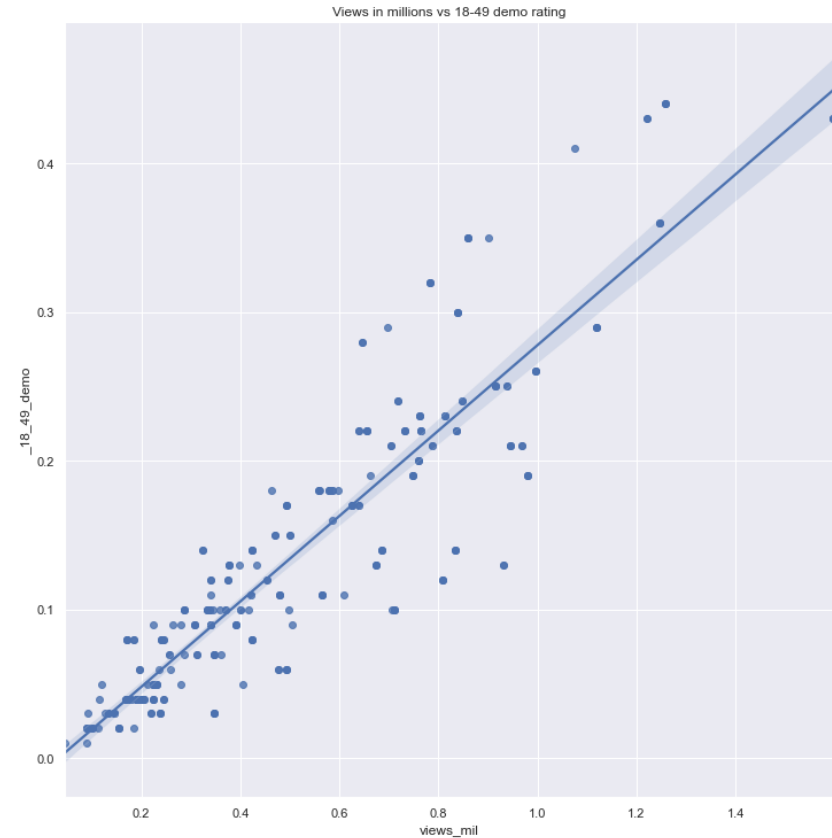
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A CONTENT-CREATION ANALYSIS

# Streaming Industry

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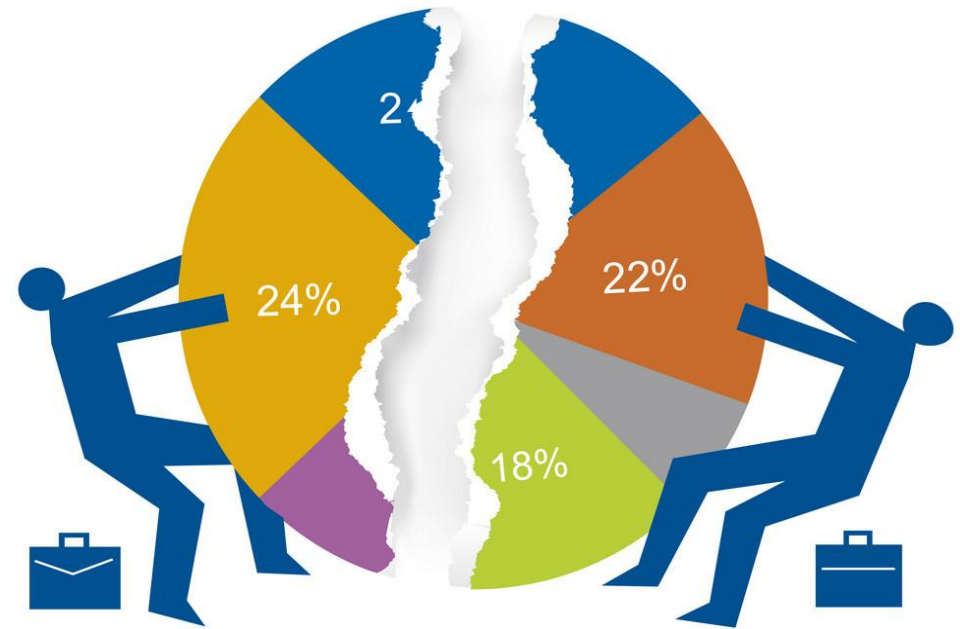
- Expected to grow by 6.8% with user penetration being 41.2% in 2020 and expected to hit 46.1% by 2025
- Netflix \$20.16 Billion revenue in 2019
- Netflix 183 million paid subscribers
- Prime Video 150 million paid subscribers
- Hulu 35.5 million paid subscribers
- HBO Go 43 million subscribers
- A main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



# Business Opportunity

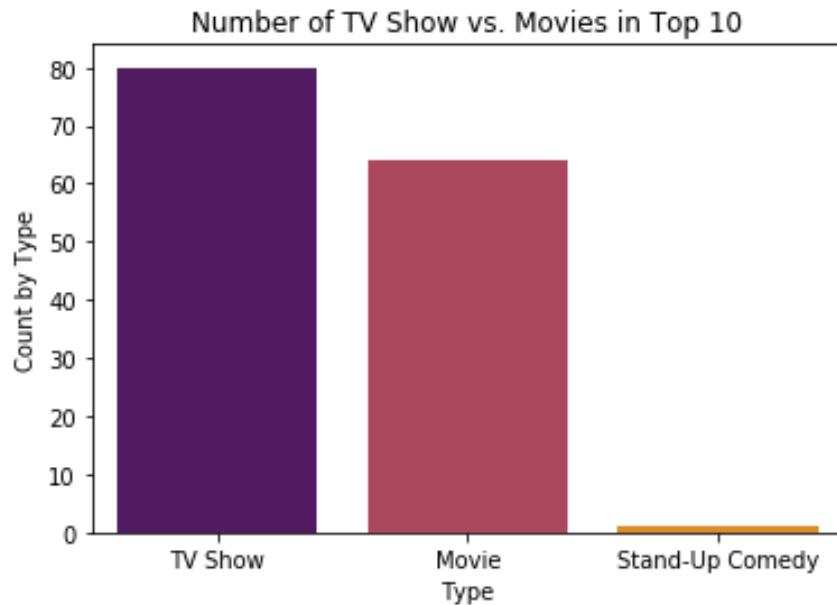
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**How do we get a piece  
of the pie?**



# TV Shows vs. Movies

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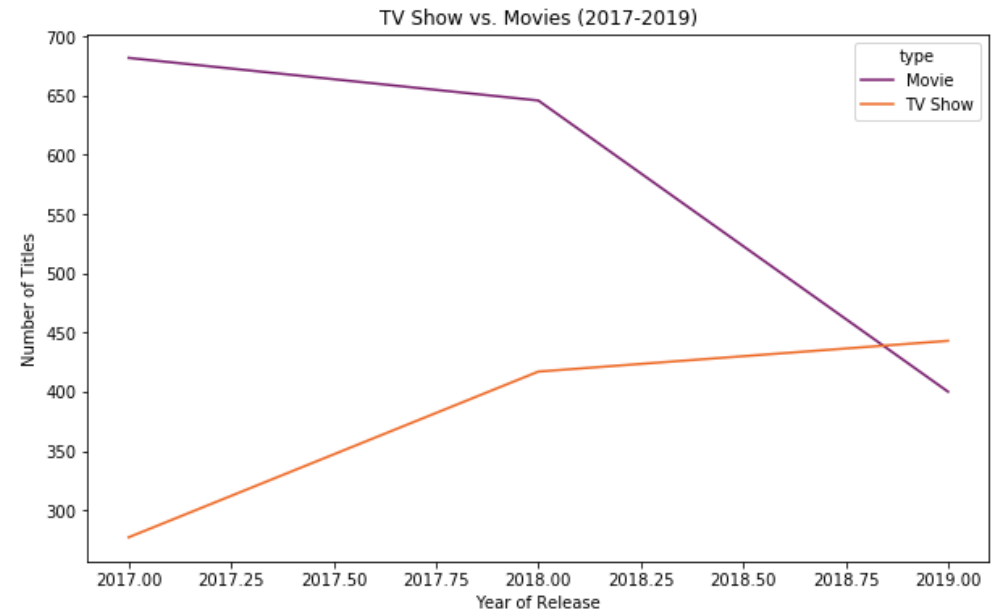
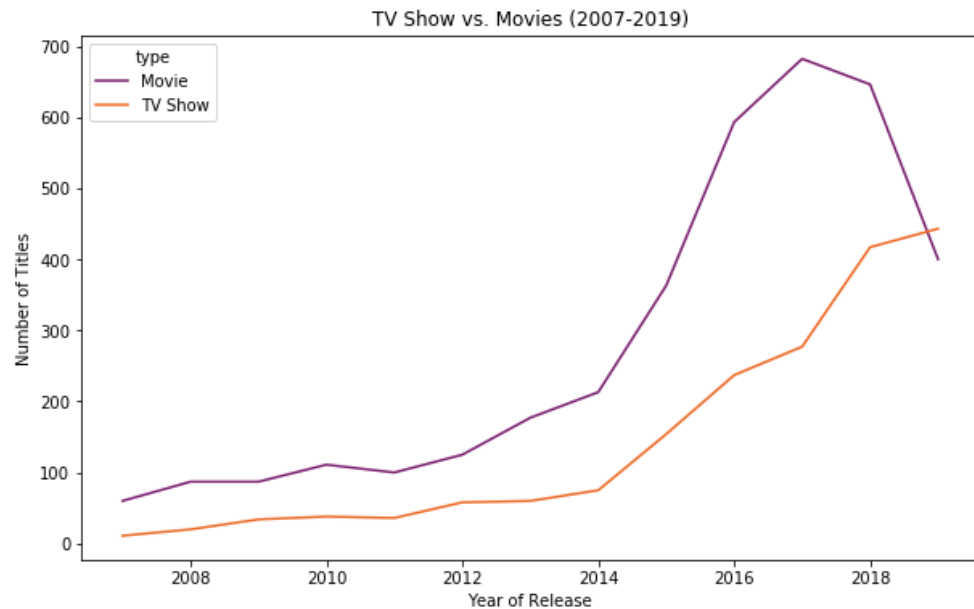
What do the numbers show?

Netflix Daily Top 10:

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

# TV Shows vs. Movies (cont.)

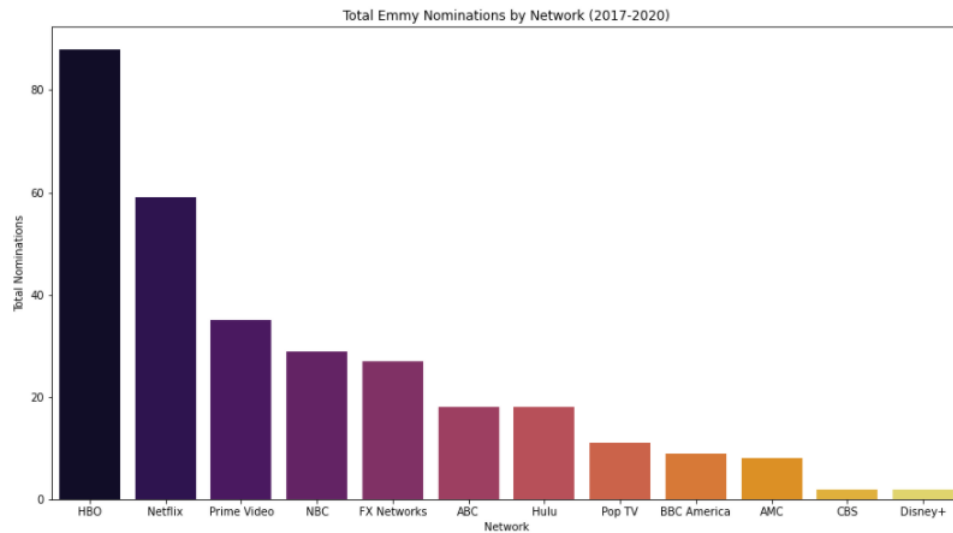
- 2017 saw the apex for movies
- TV Shows continued to trend upward
- 2019 TV Shows overtakes Movies as the #1 type of entertainment released



# Success by Network

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And the winner is...



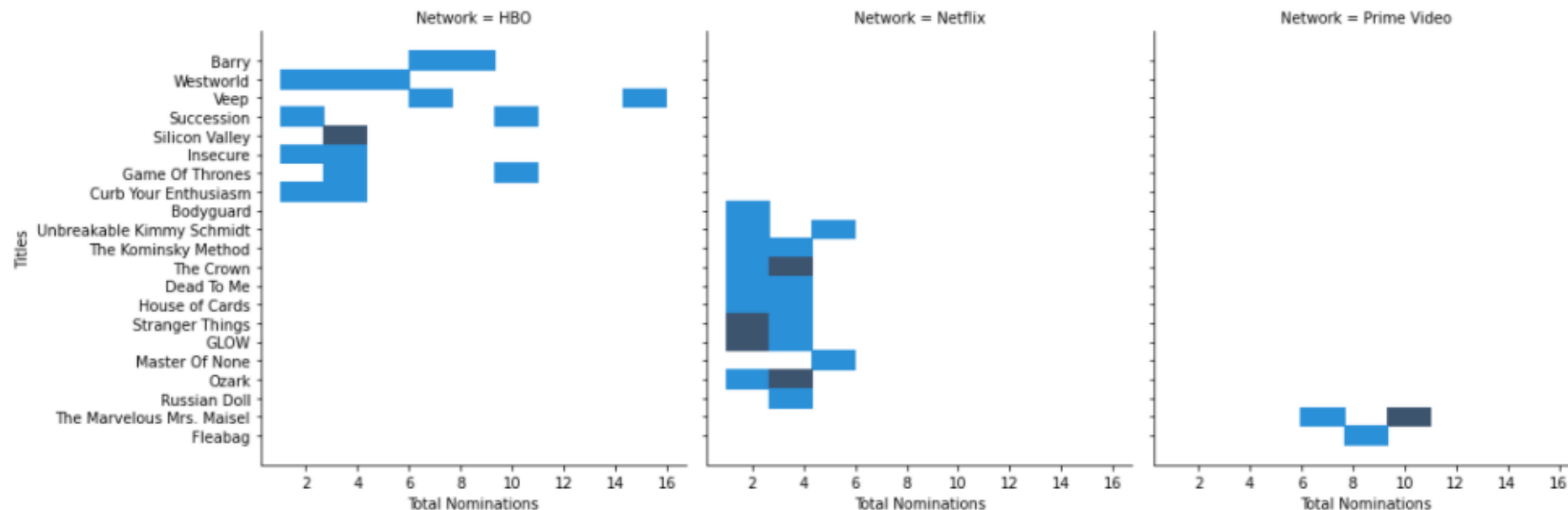
## Combined actor and show awards:

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

# Success by Network (cont.)

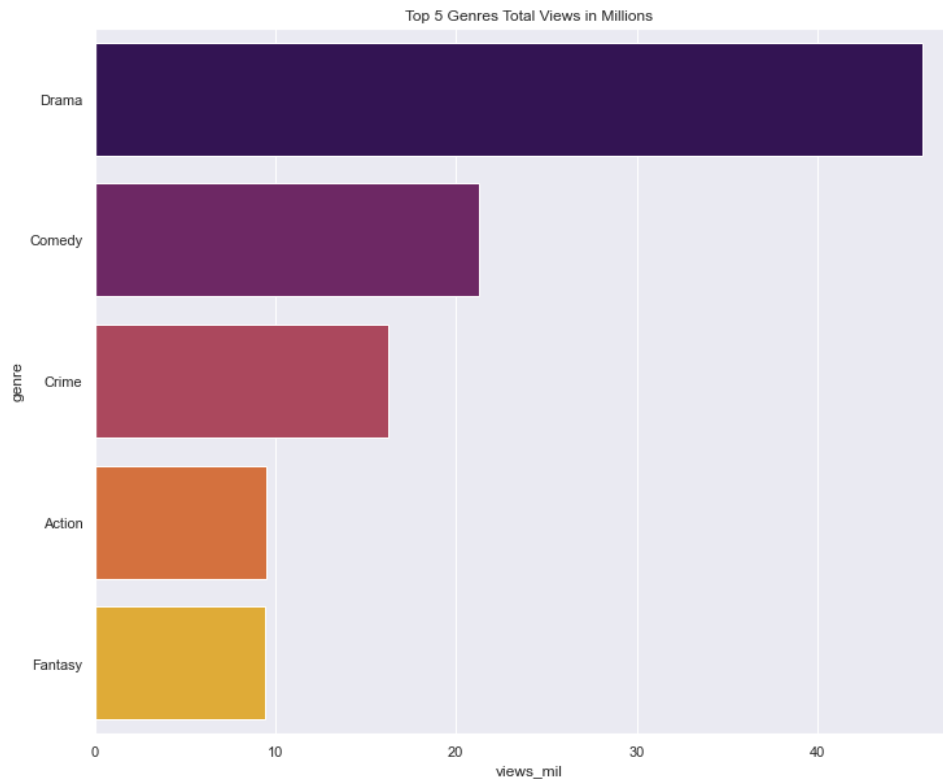
## Emmy winners by Network:

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



# Success by Genre

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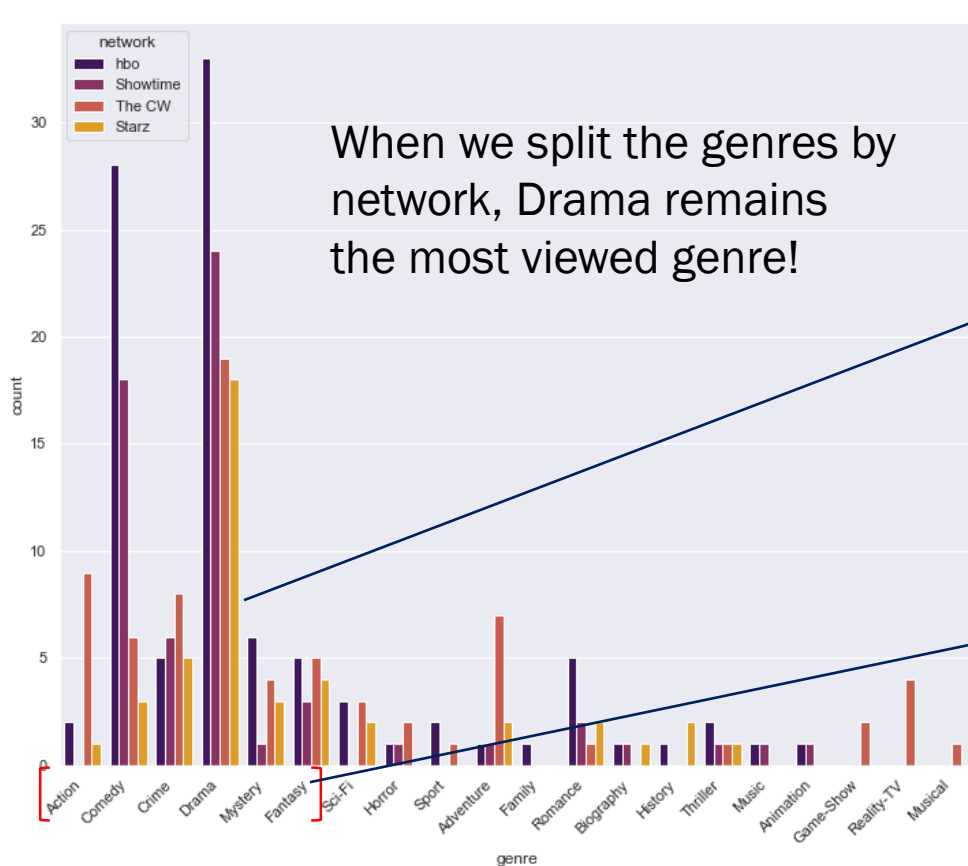


## Views by genre (in millions):

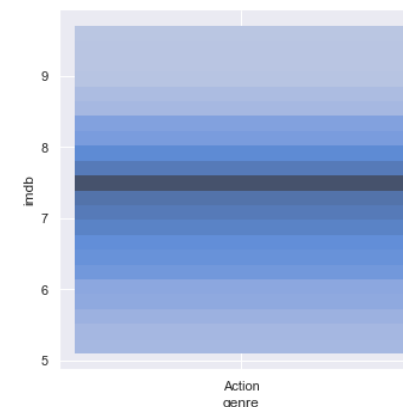
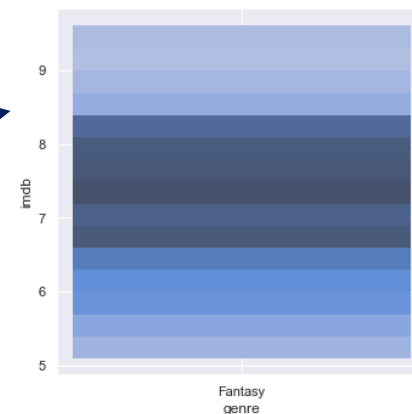
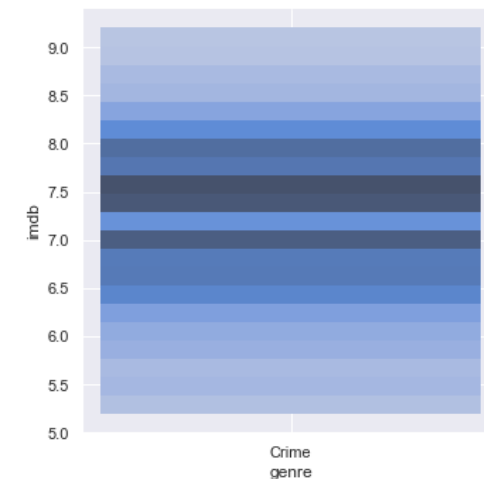
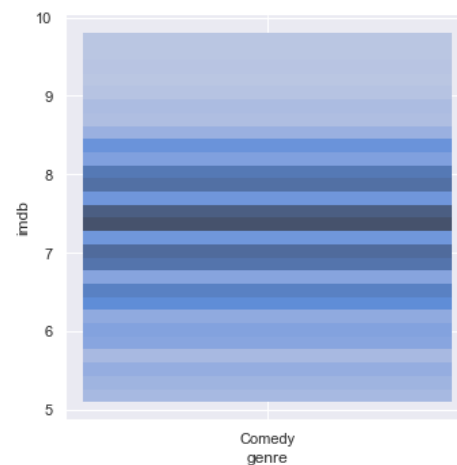
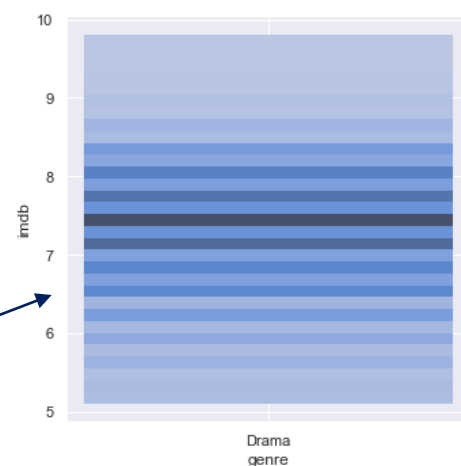
- Drama 45.8
- Comedy 21.3
- Crime 16.2
- Action 9.5
- Fantasy 9.4



# Success by Genre (cont.)



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



# Recommendations

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- 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

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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!