filmingo

capstone project

by Elisabeth, Laura, Tobias and Phillipp

streaming service
for independent movies

since 2019
founded in 2013

based in
Switzerland

1. L'intrepido
2. Bratan (1991)
3. Que tan lejos (2006)
4. Modest Reception
5. Stalker (1979)

how does filmingo work?

basic

2

movies / month

standard

5

movies / month

patron

∞

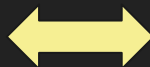movies / month

one time rental

∞

pay per view

the data

24 months
10/2020 – 10/2022

four datasets
20 columns
170.000 rows

ER-diagram
created by us

Tools
Python, SQL, Tableau

ER-diagram

subscriptions

subscription_key	varchar	d	**PK**
account_key	varchar	d	FK
currency	varchar	d	
subscription_type	varchar	d	
subscription_monthly	int	d	
subscription_start	datetime	d	
subscription_end	datetime	d	
gift_subscription	bool	d	
price	float	m	

playbacks

playback_id	int	d	**PK**
subscription_key	varchar	d	FK
account_key	varchar	d	FK
movie_id	int	d	
date_start	datetime	d	
user_agent	varchar	d	
ip_hash	varchar	d	
playback_time	int	m	
gift_token	bool	d	

accounts

account_key	varchar	d	**PK**
email_hash	varchar	d	FK
postal_code	int	d	
city_original	varchar	d	
city_clean	varchar	d	
language	varchar	d	
country_code	varchar	d	
country_name	varchar	d	
state	varchar	d	
region	varchar	d	
sub_region	varchar	d	
sprachcode	int	d	
onetime_rental_count	int	m	
subscription_count	int	m	

promo_vouchers

voucher_id	int	d	**PK**
account_key	varchar	d	FK
email_hash	varchar	d	FK
movie_id	int	d	FK
creation_date	datetime	d	
expiration_date	datetime	d	
voucher_used	int	d	

what does the filmingo user base look like?

stats

77%
active accounts

70%
subscribe for
> 6 months

3
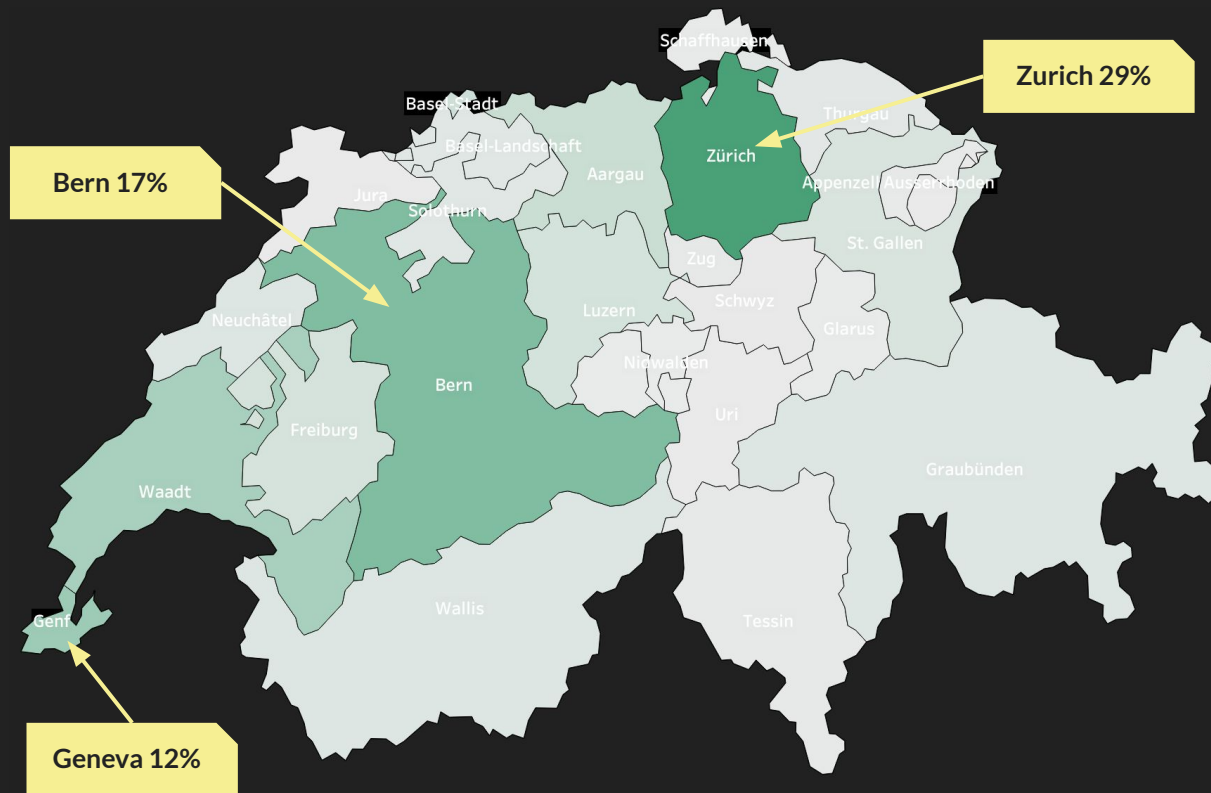Ø streams per
month

84%
watch from home/
big screen

the users

93%
D/A/CH

82%
Switzerland

Schaffhausen

Basel-Stadt

Basel-Landschaft

Jura

Aargau

Solothurn

Thurgau

Zurich 29%

Zürich

Appenzell Ausserrhoden

St. Gallen

Zug

Bern 17%

Neuchâtel

Luzern

Schwyz

Glarus

Nidwalden

Bern

Freiburg

Uri

Waadt

Graubünden

Wallis

Tessin

Genf

Geneva 12%

how can filmingo grow their subscription base?

subscription types

basic

2

movies / month

monthly / yearly

standard

5

movies / month

monthly / yearly

patron

∞

movies / month

yearly

| share of **subscriptions** | basic 60% | standard 32% | patron 8% |

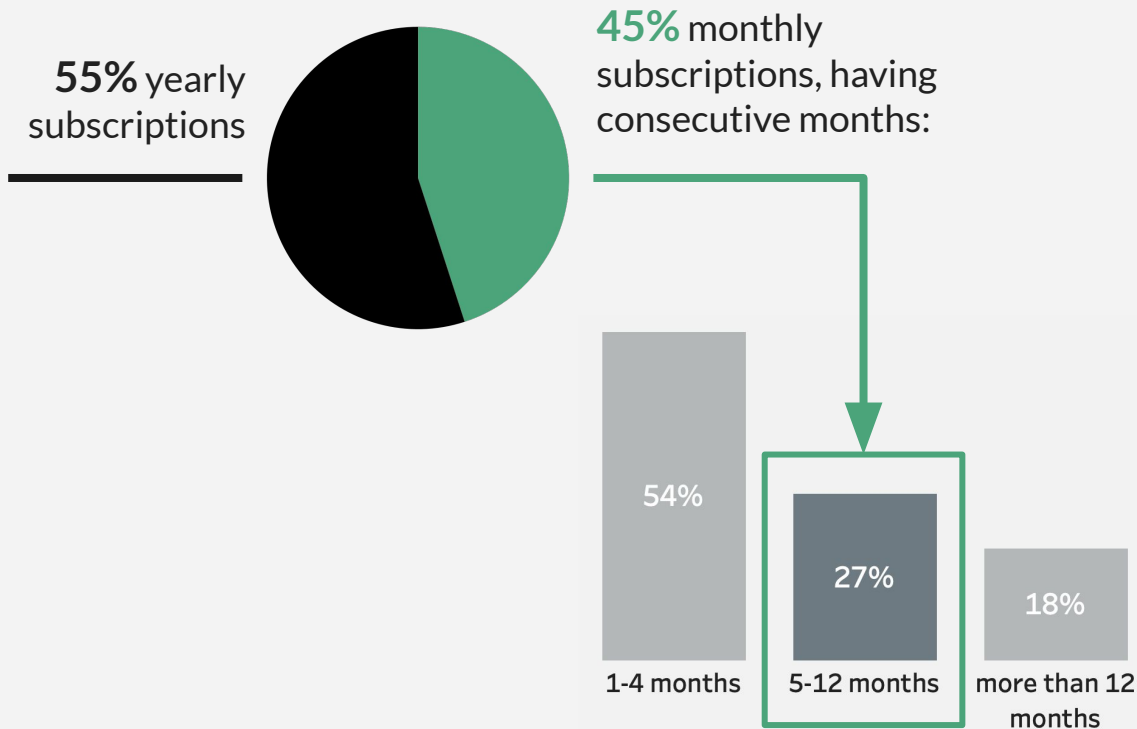| share of **views** | basic 35% | standard 35% | patron 30% |

subscription base development
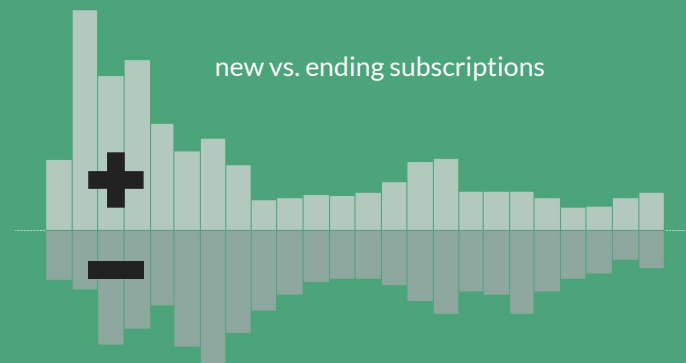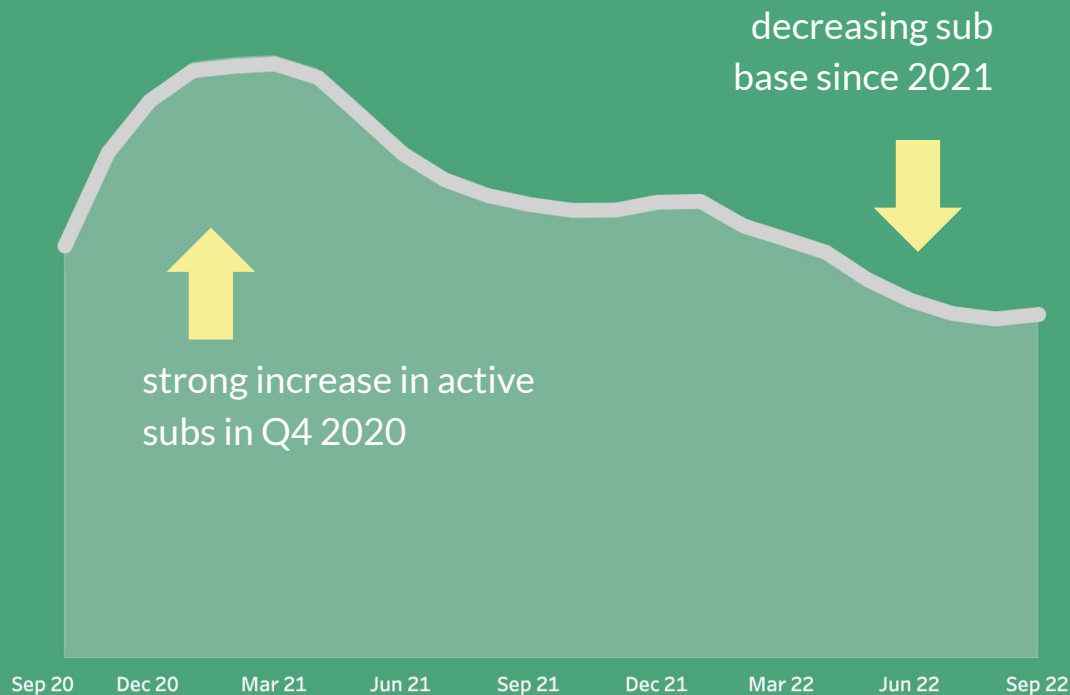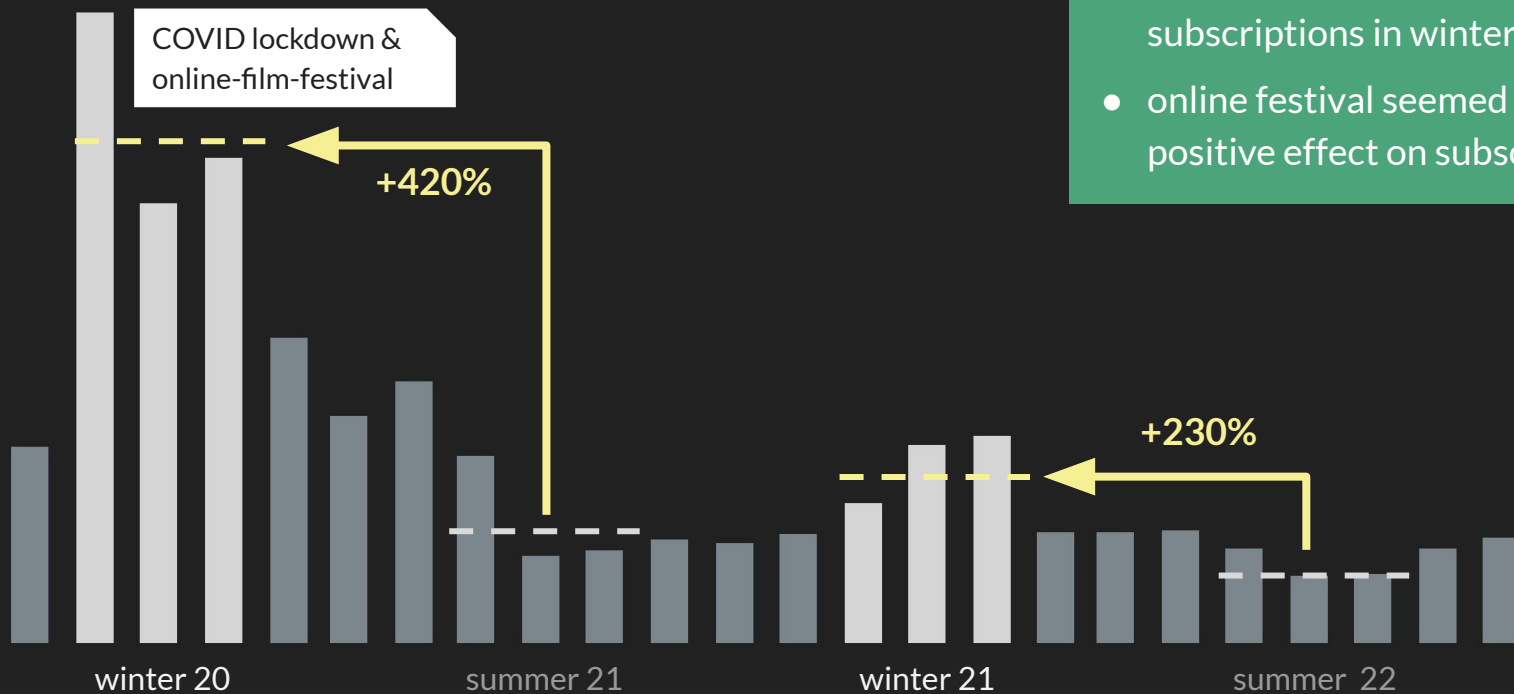
decreasing sub base since 2021

strong increase in active subs in Q4 2020

new vs. ending subscriptions

+

−

Sep 20   Dec 20   Mar 21   Jun 21   Sep 21   Dec 21   Mar 22   Jun 22   Sep 22

subscriptions & runtime

55% yearly subscriptions

45% monthly subscriptions, having consecutive months:

54%

27%

18%

1-4 months

5-12 months

more than 12 months

offer "mid-term" subscriptions (½ year) to have users commit for a longer timespan and to prevent risk of cancellations

how effective are free movie vouchers?
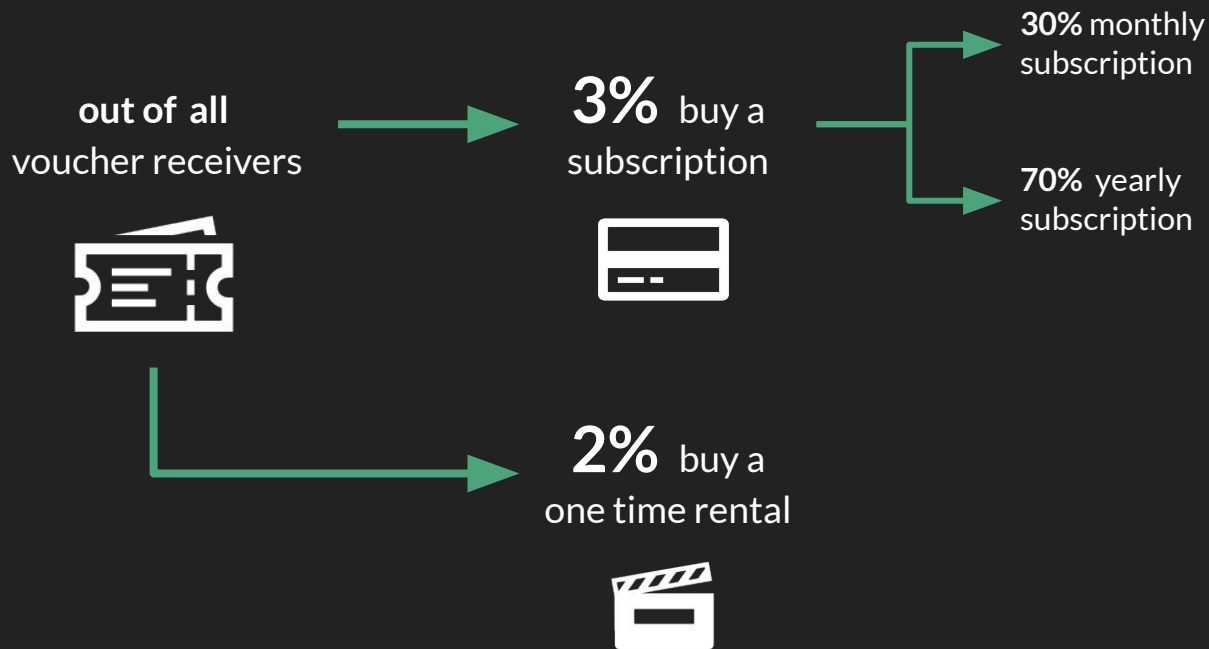
voucher use

every subscriber can give away 5 movies for free per year

25% of subscription users shared at least one voucher

every 2nd voucher was redeemed

voucher conversion

out of all
voucher receivers

3% buy a
subscription

30% monthly
subscription

70% yearly
subscription

2% buy a
one time rental
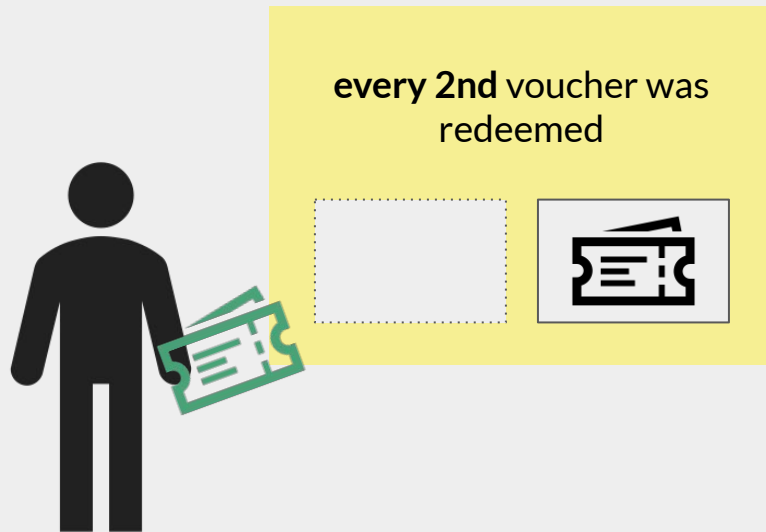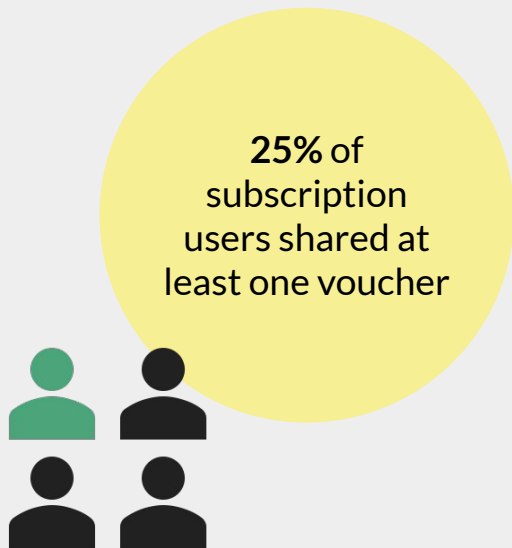
insight

- 5% of vouchers lead to paying user
- the majority are yearly subscriptions which are the most valuable

what are the effects of gifted subscriptions?

what are gifted subscriptions?

buy a subscription as a gift for friends and family

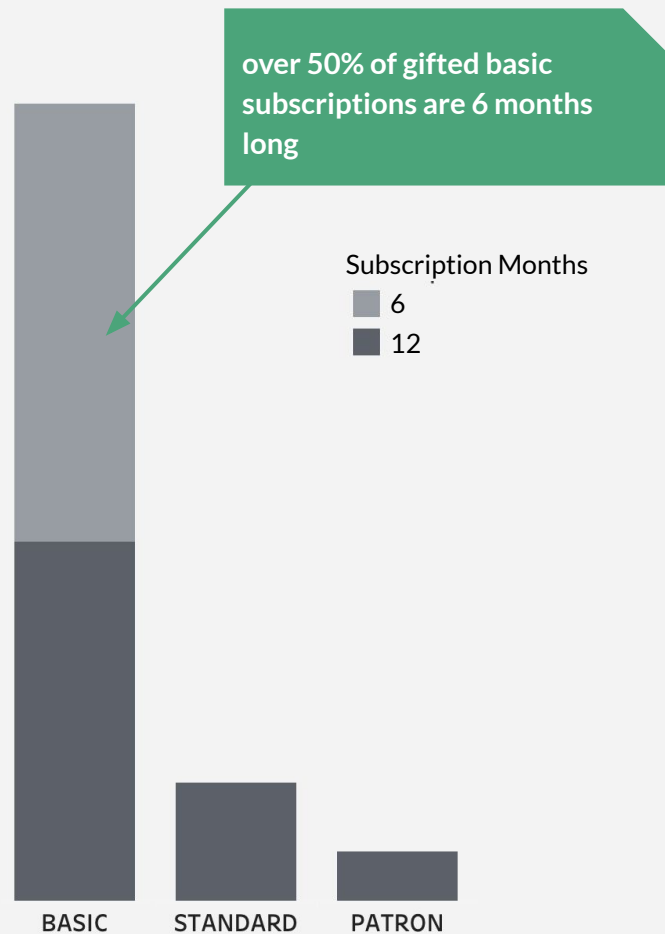| basic	standard	patron
6 months / 1 year	1 year	1 year

conversion success

6% of gift receiver buy a subscription afterwards!

suggestion

offer a gifted subscription with a lower tier (e.g. 3 months) to lower the hurdle

how widespread is account sharing?

what is "normal household behaviour"?

2.2 people
per household

4 connected devices
per person

2 IP addresses
per household (per month)

1. Bundesamt für Statistik, Household sizes, bfs.admin.ch, 2021

2. Average number of connected devices used per person in Switzerland from 2012 to 2017, statista.com

3. Don't count me out: On the relevance of IP addresses in the tracking ecosystem, hal-02435622, 2020

what do we consider as account sharing?

IF 🏠 > 9 devices per month AND 6 IP's per month

= 🧛

insight

either the issue of account sharing is very small (< 1 % of accounts) or our conditions are too lenient.

conclusion

5% of vouchers lead to paying user

6% of gift receiver buy a subscription

early winter months are high demand season and a good time for promotions

adding a mid-term runtime tier would reduce cancellation risk

thank you!