

# Insights: Analyzing Netflix Trends (2008–2021)

By: Farwah Hasnain

## Movie vs TV Show Distribution

Out of **8,796 total titles**, over **69% are movies (6,131)** and **31% are TV shows (2,676)**.

This reflects Netflix's continued investment in cinematic content alongside serial programming.

## Content Growth Over Time

Netflix's content library grew rapidly after 2015, with a noticeable spike in **movie** additions, especially between 2017 and 2019. TV shows also expanded steadily, but remain fewer in number compared to movies.



### Was the 2019 Peak in Content Related to COVID-19?

No, the content surge in 2019 came **before** the COVID-19 pandemic, which began impacting global production in early 2020. The spike in 2019 reflects Netflix's aggressive global expansion strategy and content investment, especially in original movies and international markets. In contrast, content additions slowed in 2020–2021, likely due to pandemic-related production delays. So while COVID-19 didn't cause the 2019 peak, its aftereffects are visible in the plateau or drop that followed.

## Top Content-Contributing Countries

**USA** dominates content production, contributing **42%** of total titles. **India (13%)** and **UK (8%)** follow as the next biggest contributors. Together, the top 3 countries account for **over 60%** of the global Netflix catalog.

## Genre Popularity

**TV-MA, TV-14, and TV-PG** are the most common content ratings, suggesting a balanced mix of mature and family-friendly titles. The most popular genres include: International Movies, Dramas, Documentaries, TV Dramas and Comedies.

## Notable Directors

Martin Scorsese, David Dhawan, Suhas Kadav, and others have directed the most titles available on Netflix. This shows a diverse blend of Hollywood and regional cinema influence.



## Takeaways

- Netflix's **global expansion** is evident, with increasing contributions from non-U.S. markets.
- Content is curated to appeal to a **wide audience**, balancing entertainment, drama, and informative genres.
- The platform's growth aligns with broader **streaming industry trends** and changing viewer preferences.