



DSO 574
FINAL PROJECT

STEAMING ECOSYSTEM ANALYSIS

WHAT'S THE NEXT TV SHOWS WE
SHOULD CREATE?

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WHAT'S OUR APPROACH

Before starting production on the next TV show, our team believes it's crucial to obtain a comprehensive understanding of the current market landscape. Here are our approaches.



Existing content offerings

We will focus on what's currently being offered on top 20 streaming platform.

- What are the most popular genres?
- What "tag"s appeared more frequently?



Uncover potential markets

After learning the current market structure, we want investigate where are the untapped markets.

- Is there any topics/genre that are popular but not currently being offered?



Successful TV shows analysis

Given our own definitions, we will look into past successful TV shows and learn what's they share in common.

- Outstanding ratings?
- Available on multiple platforms? Exclusive?
- Multiple seasons (long-term relationship)

WHAT TYPES OF CONTENT ARE CURRENTLY PROVIDED ON THESE PLATFORMS?

1. Popular Genres in TV Shows Acquired by Top 20 Streaming Platforms:

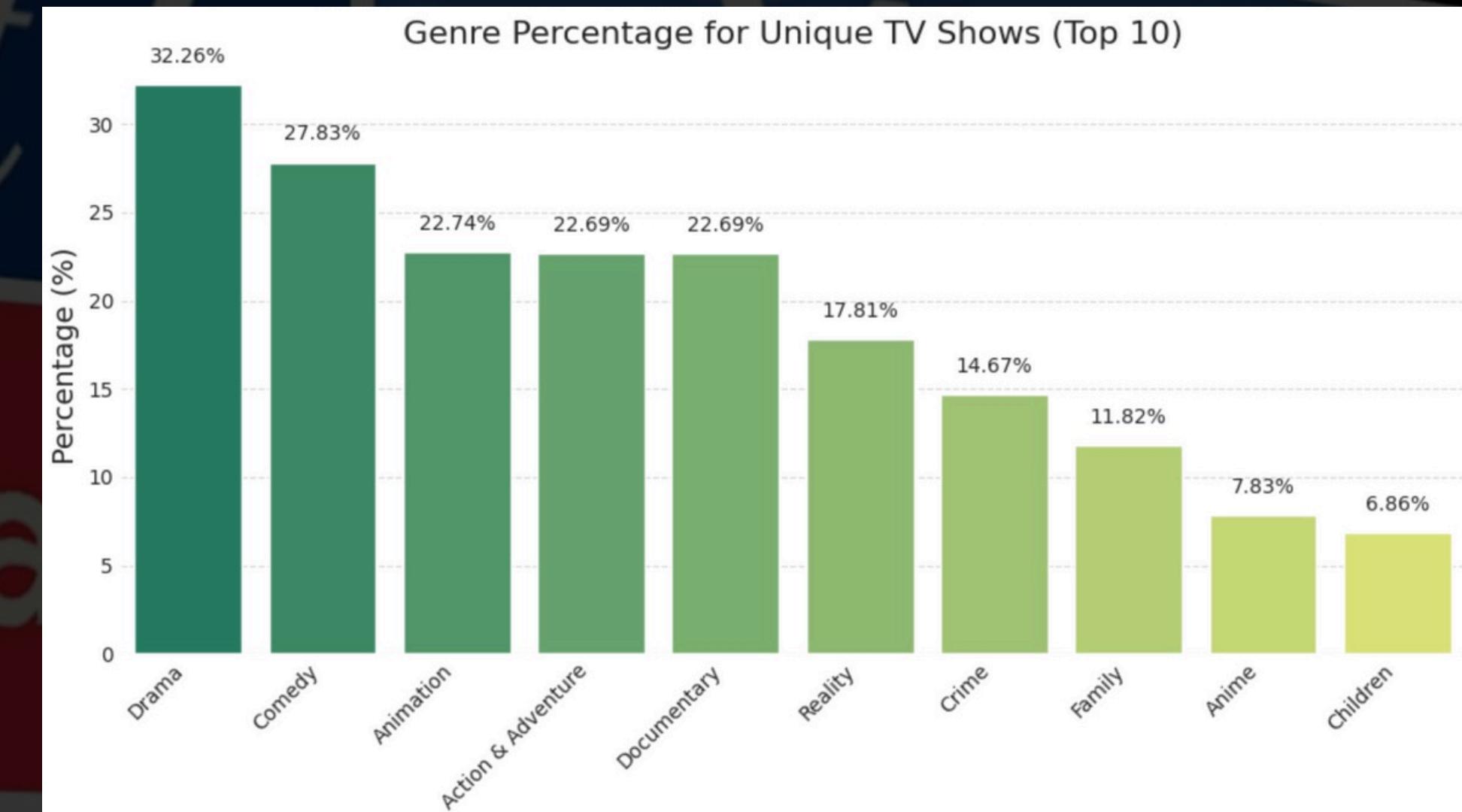
- a. The most frequent genres across platforms: Drama (32%), Comedy (28%), Animation (23%), Action & Adventure (23%), and Documentary (23%).

2. Popular Tags in TV Shows Acquired by Top 20 Streaming Platforms:

- a. The most frequent tags across platforms: Adaptation (6.7%), Supernatural (4.9%), Based On Books (3.1%), Police (3.0%), and Teen (2.5%).

3. Shifts in market share by production countries (Take Netflix data as an example)

- a. An observable trend reveals an **uptick** in the acquisition of TV shows from **Asian** production studios, signaling a **growing** presence in the market.
- b. Conversely, there's a **decline** in dominance for TV shows originating from **North American** or **European** production studios



Expanding Market Share of Production Country

Primary Production Country	Year	South Korea	Japan	China	Thailand	India	
		2016	1.1%	3.7%	0.3%	0.0%	0.4%
	2017		2.7%	3.6%	1.1%	0.0%	0.9%
	2018		2.9%	4.6%	1.3%	0.4%	1.4%
	2019		3.0%	5.7%	2.2%	1.9%	2.4%
	2020		4.7%	7.1%	2.5%	2.2%	2.4%

Declining Market Share of Production Country

Primary Production Country	Year	USA	UK	Canada	Mexico	Colombia	
		2016	62.2%	14.9%	5.8%	1.6%	0.9%
	2017		53.1%	16.5%	6.8%	1.3%	0.7%
	2018		48.5%	18.3%	6.9%	1.5%	0.5%
	2019		45.5%	13.8%	5.5%	1.6%	0.7%
	2020		45.4%	9.9%	4.8%	1.4%	0.7%

WHERE ARE THE POTENTIAL MARKETS?

Method

1. Definition:

- a. We employed the k-means clustering method to identify genre combinations that receive high ratings but are not prevalent in the market. This method involved clustering based on the number of shows, IMDB ratings, and ReelGood ratings.

2. Clustering using Numbers of shows, IMDB and ReelGood.

- a. Initially, we grouped our data by genre combination, such as [Action & Adventure] versus [Action & Adventure, Animation].

Genre	Number of shows
Action & Adventure	5
Action & Adventure, Animation	2
Action & Adventure, Animation, Anime	158
Action & Adventure, Animation, Anime, Children	1

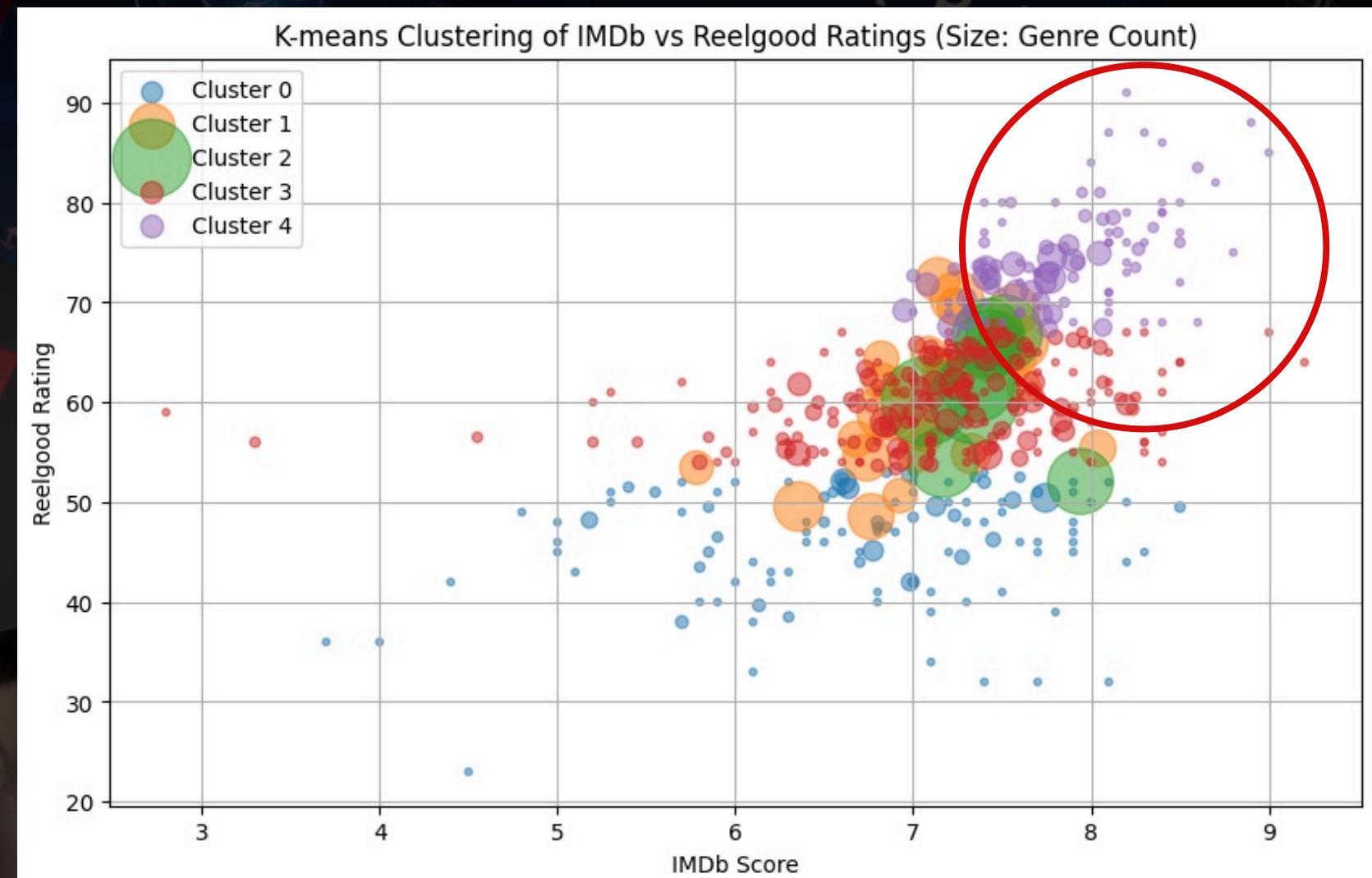
- b. We created a new column called "Number of Shows" to tally the count of TV shows under each genre combination.

- c. Utilizing the k-means clustering technique, we segmented our data into 5 distinct clusters.

3. Clustering Analysis

- a. Our analysis primarily focused on cluster 4 due to its exceptionally high ratings on both IMDB and ReelGood.
- b. To refine our findings, we filtered out genres with low observations (count < 3).

CLUSTERING RESULT



TOP POTENTIAL MARKETS

Recommendation

1. Top three high-potential genre combinations:

- a. Action & Adventure, Biography, Drama [count: 3]
- b. Drama, LGBTQ [count: 4]
- c. Comedy, Drama, Horror [count: 3]

2. High growth potential and high risk

- a. With high ratings and few competitors in similar genres, we anticipate strong demand for shows in these categories across streaming platforms.
- b. However, investing heavily in producing shows in these genres could be risky, as success may be sporadic due to the limited sample size.

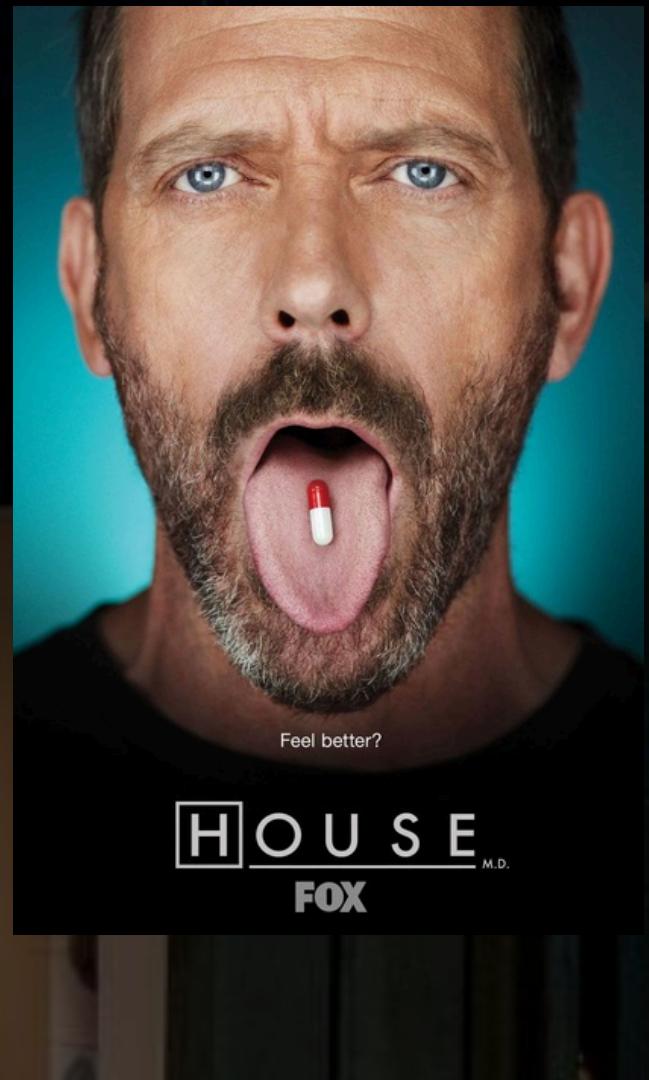
	Number of shows	IMDB	ReelGood
Genre			
Action & Adventure, Biography, Drama	3	8.266667	75.333333
Drama, LGBTQ	4	8.125000	78.500000
Comedy, Drama, Horror	3	8.066667	78.333333
Biography, Crime, Drama	11	8.045455	74.909091
Comedy, Crime, Mystery	3	7.966667	78.666667

In cluster 4, we selected genre combinations that number of shows, IMDB and ReelGood ratings all larger than cluster average



Title	Genre	IMDB	ReelGood
House	[Comedy, Drama, Mystery]	8.7	92.0
Sex Education	[Comedy, Drama, LGBTQ]	8.3	91.0
Narcos	[Biography, Crime, Drama]	8.8	90.0
Euphoria	[Drama, LGBTQ]	8.4	87.0
American Crime Story	[Biography, Crime, Drama]	8.4	86.0
Star Wars: The Clone Wars	[Action & Adventure, Animation, Children, Sci...]	8.2	83.0

Top TV shows in these top 5 genre combinations

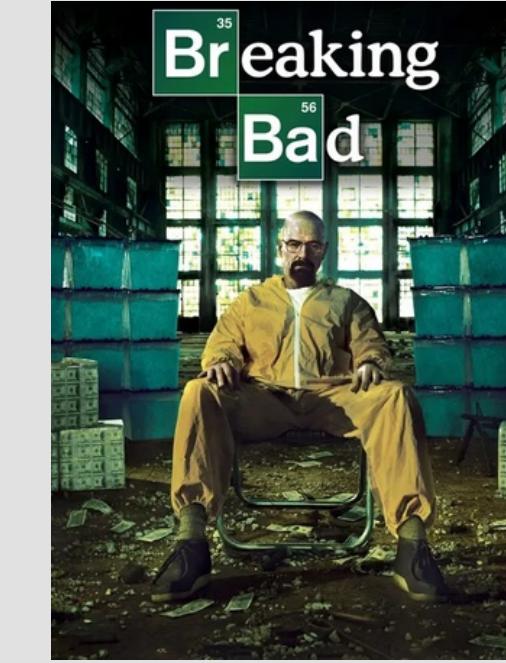


SUCCESSFUL TV SHOWS

What do they share in common?

In our definition, there are couple criteria to become a successful TV show:

1. Audience Ratings (IMDB >= 9.0 / ReelGood >= 85)
 - a. A high rating TV show typically attracts a large and consistent audience.
2. Longevity (Season >= 3)
 - a. TV shows that remain on the air for multiple seasons and continue to attract viewers indicates sustained popularity and relevance.
 - b. From a TV studio standpoint, a multiple-season TV show also means a established, long-term relationship with streaming platforms.
3. Availability on main streaming platforms (Netflix/Hulu/Amazon)
 - a. TV shows that are available on one or more mainstream platforms usually indicate high quality of the show which is why the big platforms choose to acquire and distribute it.
 - b. Exclusive content on major platforms can provide financial support and stability for TV shows and TV studios



Top IMDB Score and Title by Genre:

	Title	IMDB
Crime	Breaking Bad	9.5
Drama	Breaking Bad	9.5
Documentary	Cosmos	9.3
Sport	Horsepower TV	9.2
Animation	Rick and Morty	9.2
Action & Adventure	Rick and Morty	9.2
Science-Fiction	Rick and Morty	9.2
Comedy	Rick and Morty	9.2
Fantasy	Gravity Falls	8.9
Anime	Attack on Titan	8.8
Mystery	Dark	8.8
Biography	Narcos	8.8
Horror	Stranger Things	8.8
History	The Crown	8.7
Stand-up & Talk	The Marvelous Mrs. Maisel	8.7
Family	The Simpsons	8.7
Children	Adventure Time	8.6
Thriller	Mr. Robot	8.5
Romance	The Last Kingdom	8.4
LGBTQ	Sex Education	8.3

*Based on these criteria, we compiled a list of the top TV shows, consisting of 57 entries. Here are the top-ranked shows in each genre, organized by their IMDb scores.