Insights into Streaming Consumer Preferences

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1. Introduction

In times of declining Netflix audiences and increasing production costs, it is more important than ever to understand what audiences really want. This brief document analyses Netflix data up to 2023, as well as data from the Internet Movie Database to understand which genres audiences from different parts of the world value. This analysis includes natural language processing to analyse sentiment of text-based movie ratings. The results of the sentiment analysis are then plotted against movie ratings, to show whether the sentiment of ratings correlates with the ratings assigned.

2. Analysis Results

The following section briefly discusses results of the film and series analysis.

2.1. Length Development

In times of shorter concentration span through social media usage, screening time is known to be a decisive factor in determining a movie's success. Hence, the average length of movies and series has been analysed over time. It becomes visible that time has declined especially after 2005, supporting the hypothesis of reduced concentration span of viewers. It is therefore advisable to offer shorter over longer movies on the platform.

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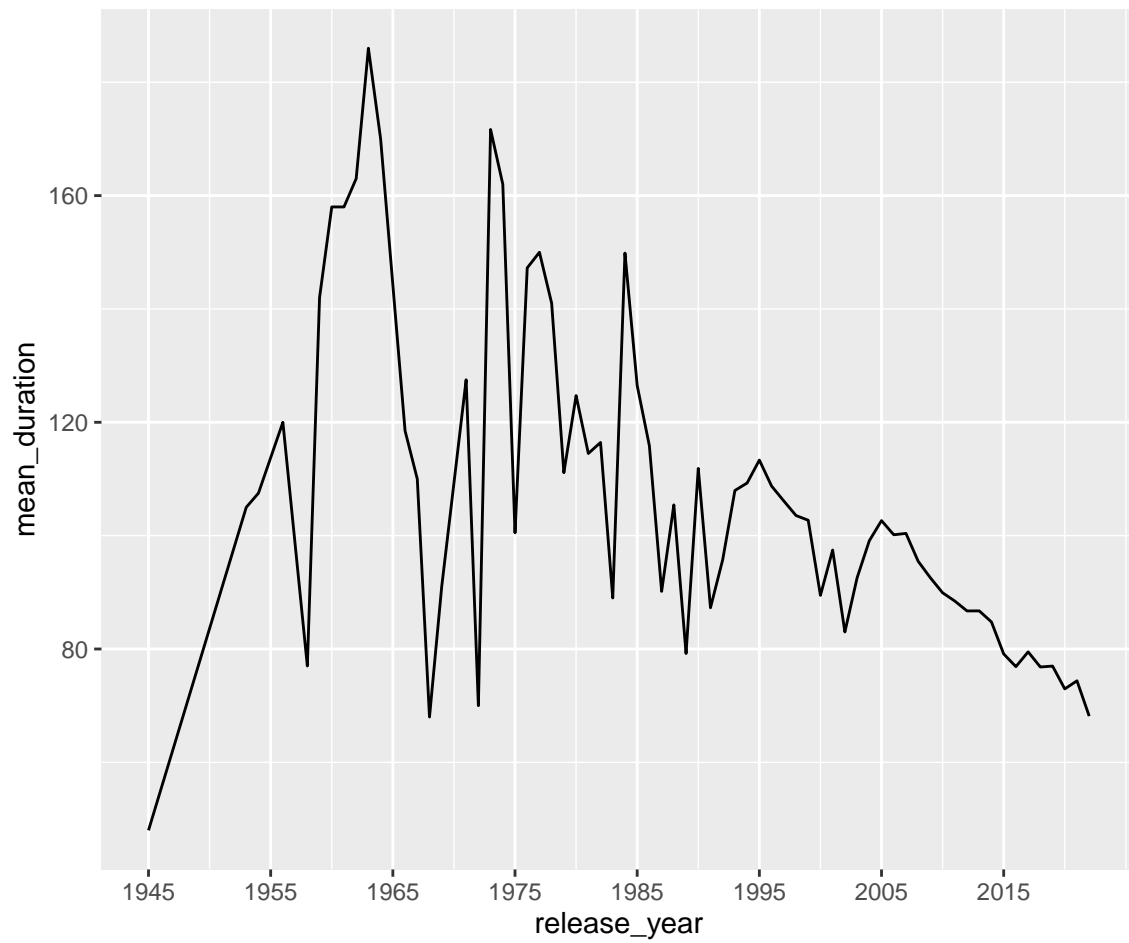
2.2. Genre Popularity by Region

In a next step, genre popularity by region was analysed to gain an overview which movies should be offered to which audience group. The insights can be used to tailor the offering of the new platform to users preferences in order to optimize the market fit of the product.

Genre Popularity by Region
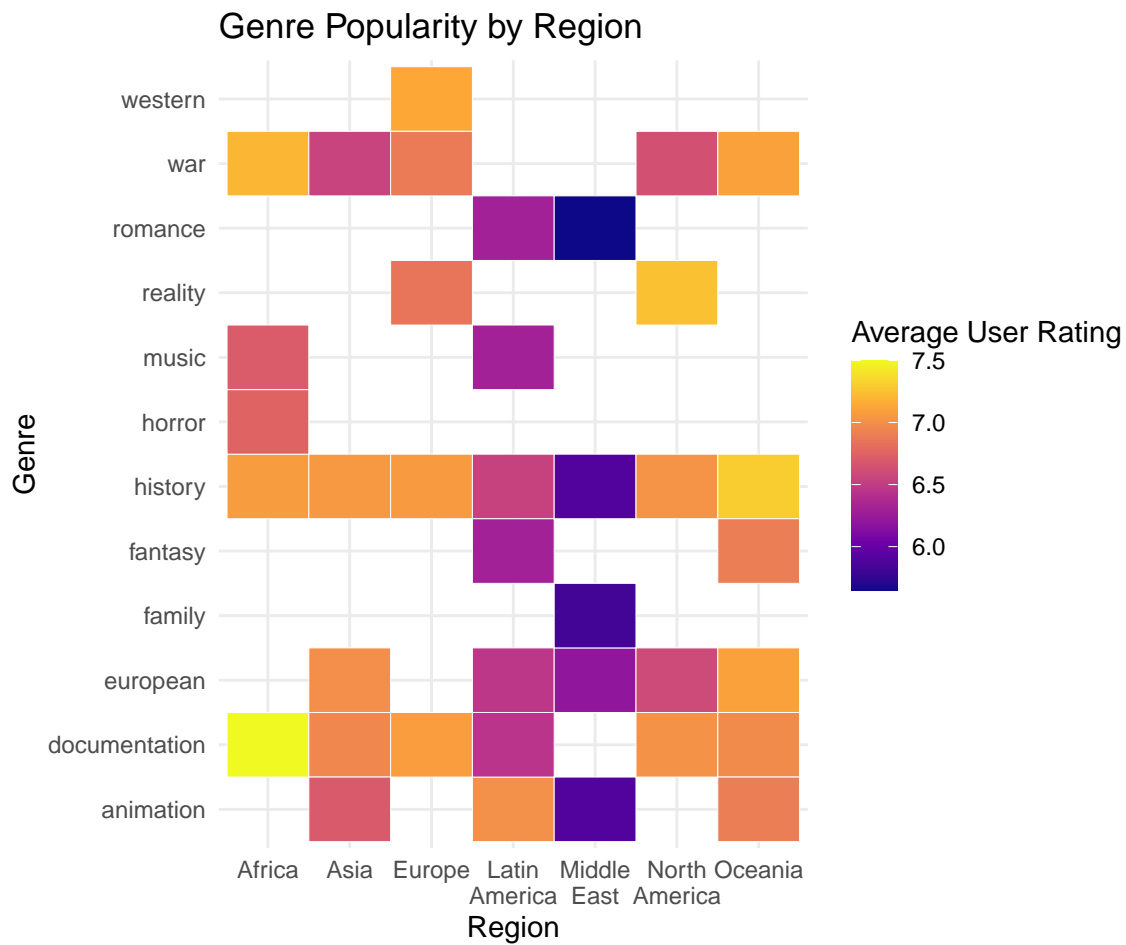
2.3. Sentiment vs. Rating Analysis

Lastly, it has been analysed whether sentiment of ratings written on online platforms aligns with actual ratings assigned. The results suggest that sentiment of ratings tends to be more negative than overall user ratings. This gives the impression, that ratings overall are written more critically, than overall ratings assigned.

Sentiment vs User Rating by Genre and Region

Figure: Sentiment vs User Rating by Genre and Region. X-axis: Average Sentiment Score (−1.0 to 0.5). Y-axis: Average User Rating (IMDb Score) (6.0 to 7.5). Legend — region: Africa, Asia, Europe, Latin America, Middle East, North America, Oceania; n: 100, 200.

3. Conclusion

The analysis suggests that offerings on the new platform should be rather short. In addition, the genre preference matrix gives insights which genres to focus on per region. Following these insights, the new platform will ensure that the audiences demands are met, such that offerings have a higher possibility of being successes.