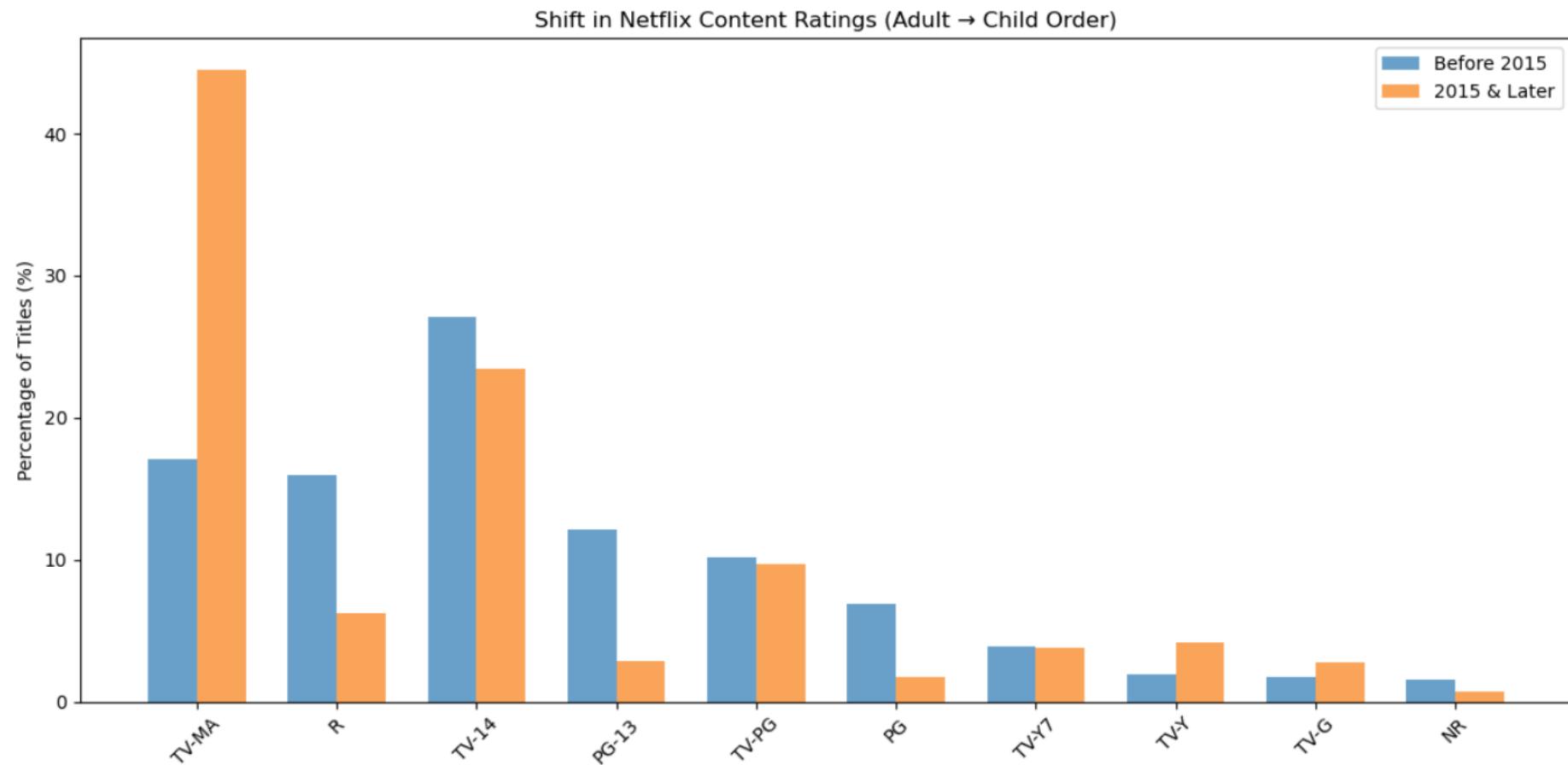


# Is Netflix's catalog becoming more adult-oriented?

Jingquan Yang

Over the last decade, Netflix's catalog has quietly shifted toward mature content — let's see how

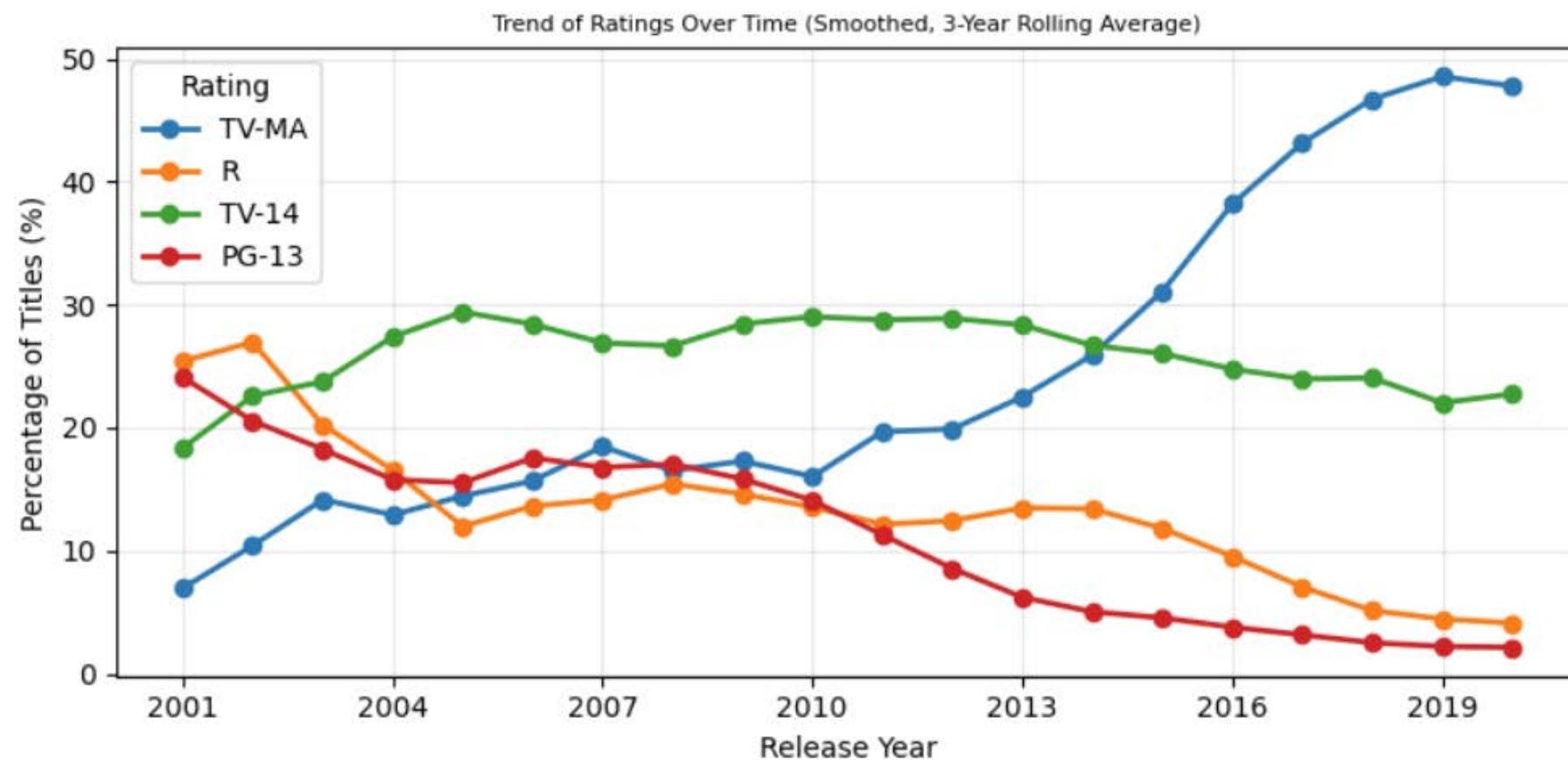
# Netflix content bar chart review



Over the past decade, Netflix has shifted heavily toward adult-oriented content — especially TV series rated TV-MA, replacing the older dominance of R or PG-13 films.

Rating	Before 2015 (%)	2015+ (%)	Interpretation
<b>TV-MA</b>	17.1 → 44.5	▲ Strong adult increase	
<b>R</b>	15.9 → 6.2	▼ Classic adult movie share dropped (but replaced by TV-MA)	
<b>TV-14</b>	27.1 → 23.5	Slightly fewer mid-teen shows	
<b>PG-13 / PG / TV-PG / TV-Y / TV-Y7 / TV-G</b>	All ▼ or small	Kid/family share declining	

1. TV-MA keep rising from 2001
2. R has a big drop since 2002 and slight rise from 2005 but after 2014 it keep droping
3. TV-14 is relatively stable and slight increase compare 2001
4. PG-13 is gradually decline since 2001



rating	
TV-Y	2017
74 min	2017
TV-MA	2016
TV-G	2015
TV-Y7	2015
66 min	2015
NC-17	2015
TV-Y7-FV	2014
TV-14	2013
TV-PG	2013
NR	2010
R	2010
84 min	2010
PG-13	2009
PG	2008
UR	1999
G	1997

It seems like when the time pass, more septic rating has created for both adult and young audience. Movie/tv length also has more category: 84, 66, 74 mins

# Summary:

- Over the past decade, Netflix's catalog has steadily shifted toward mature-rated programming.
- Around 2016—the period when Netflix began producing its own global Originals—the share of adult-rated titles accelerated sharply.
- This reflects a deliberate strategy to attract adult viewers and compete with premium cable networks like HBO.

# Bullets (presentation-ready):

- ▲ **Adult-rated titles grew from ~20% in 2010 to nearly 50% in 2023**, with a sharp rise after 2016's Original content boom.
-  **TV shows are more adult-oriented than movies** — over half of series carry a TV-MA rating, compared with one-third of films.
-  **International productions drive adult content growth**, especially from Korea, Spain, and India, where over 60% of titles are mature-rated.