



COMPARISON OF PLATFORM STREAMING PLATFORM MOVIE OFFERINGS

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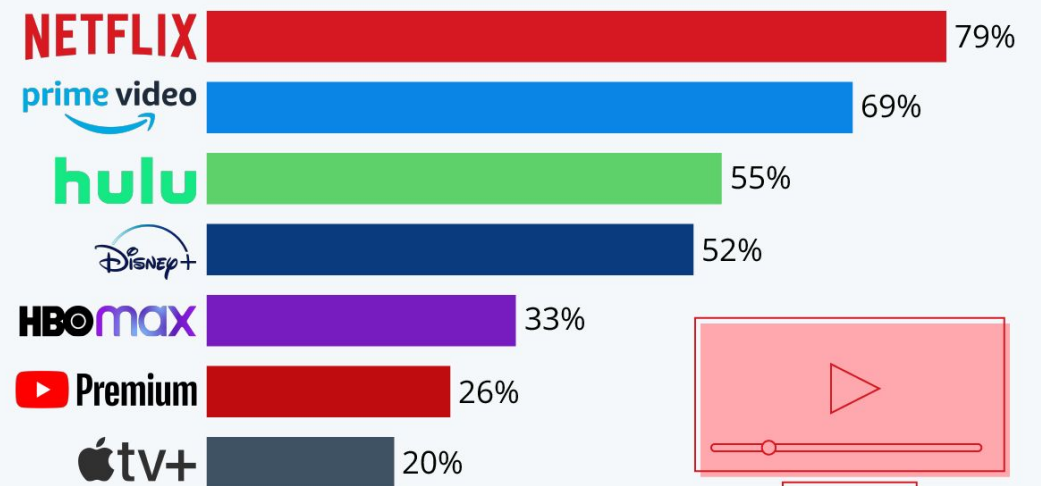
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BACKGROUND

- The global video streaming market was valued at USD 50.11B in 2020
 - Netflix currently holds the largest market share at 20%, followed by Prime Video at 16%
 - This market is expected to expand at a compound annual growth rate (CAGR) of 21.0% from 2021 to 2028
- The popular streaming platforms have different movie offerings
 - Due to different licensing agreements with movie studios
- How does a customer determine which platform has offerings most desirable to them?
 - Customer demographics: age, location, gender, etc.
 - Interests: new releases, genres, critically-acclaimed

Where Americans Get Their Stream On

Share of paying online video users in the U.S. who paid for the following services in the past 12 months



Based on a survey of 3,843 paying online video users aged 18 to 64 in the U.S. conducted in three waves between July 2020 and June 2021

Source: Statista Global Consumer Survey



statista

PURPOSE

- The purpose of our project is to compare the movie offerings of popular streaming platforms
 - Release Date
 - Movie Rating
 - Number of Movies
- This is relevant to customers and investors alike
 - Customers want to find the platform with the best movie offerings
 - Investors want their company to have better movie offerings than their competitors



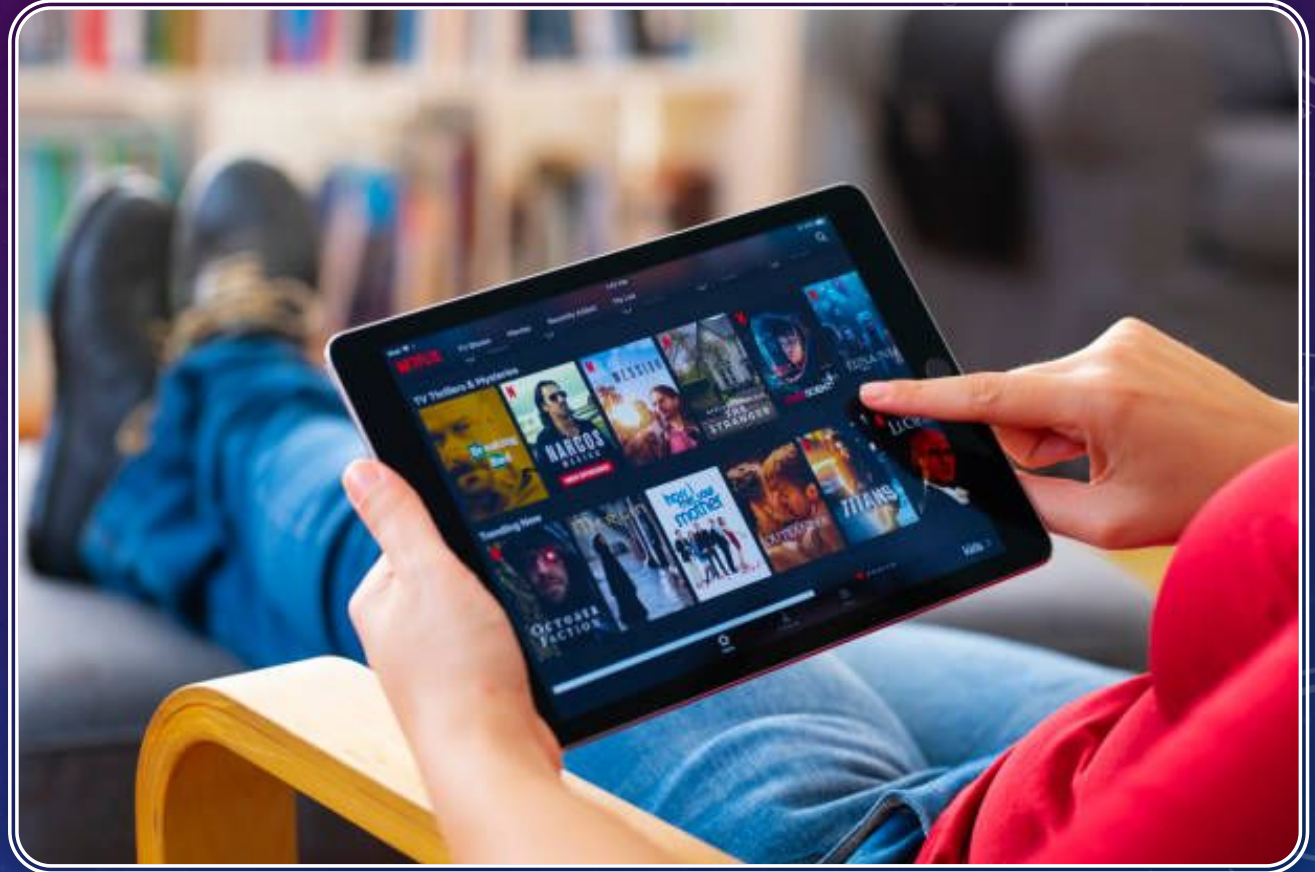
ANALYSIS

1. Which streaming platform offers recent movies?
2. Which streaming platform offers the highest number of movies?
3. Which streaming platform provides movies with better Rotten Tomatoes scores?



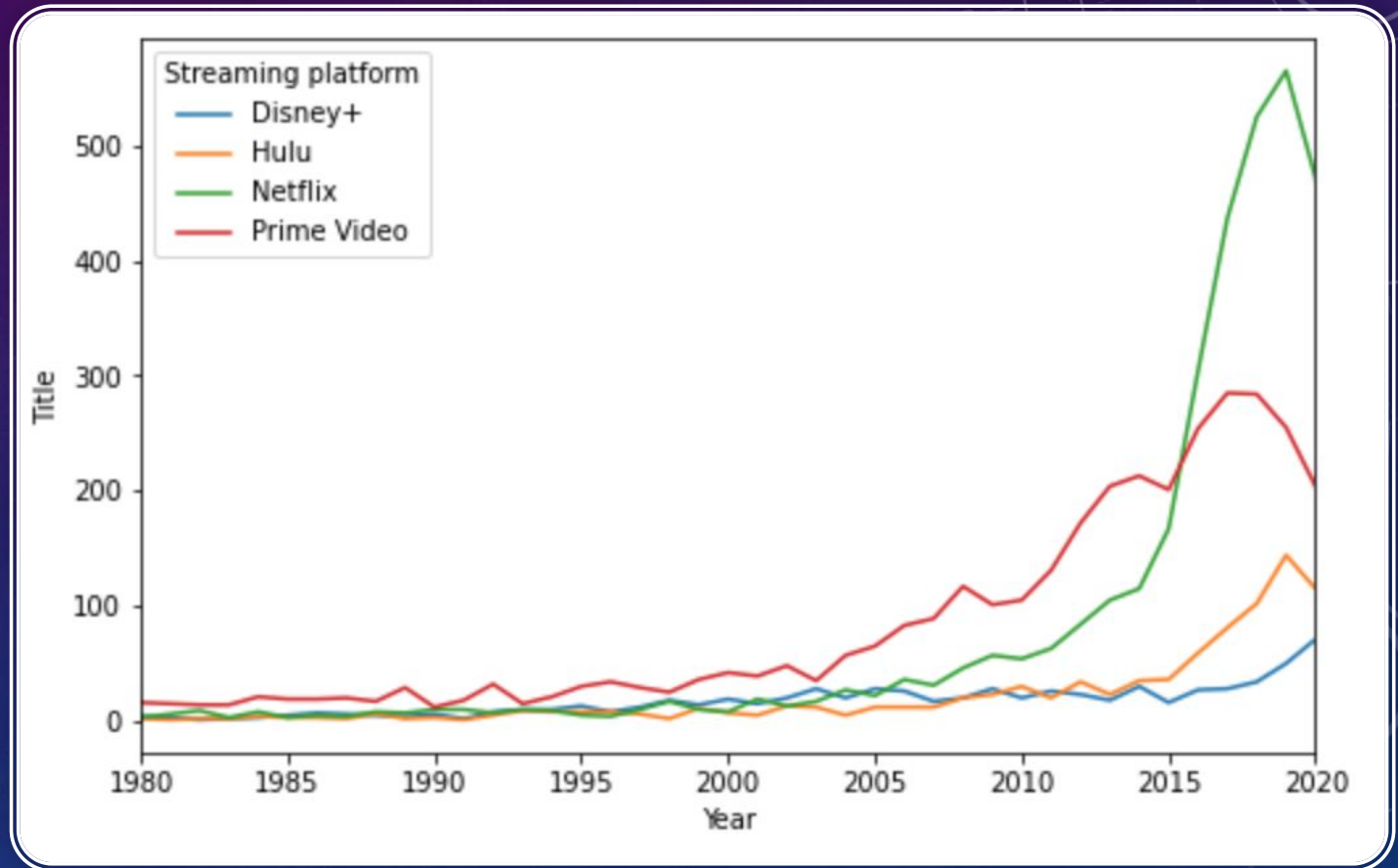
SOLUTION

- By performing these additional analyses, streaming platform customers will be able to decide which platform has the most recent, greatest quantity, and highest quality of movie offerings.
- Additionally, investors will be able to compare their company's movie offerings to their competitors.

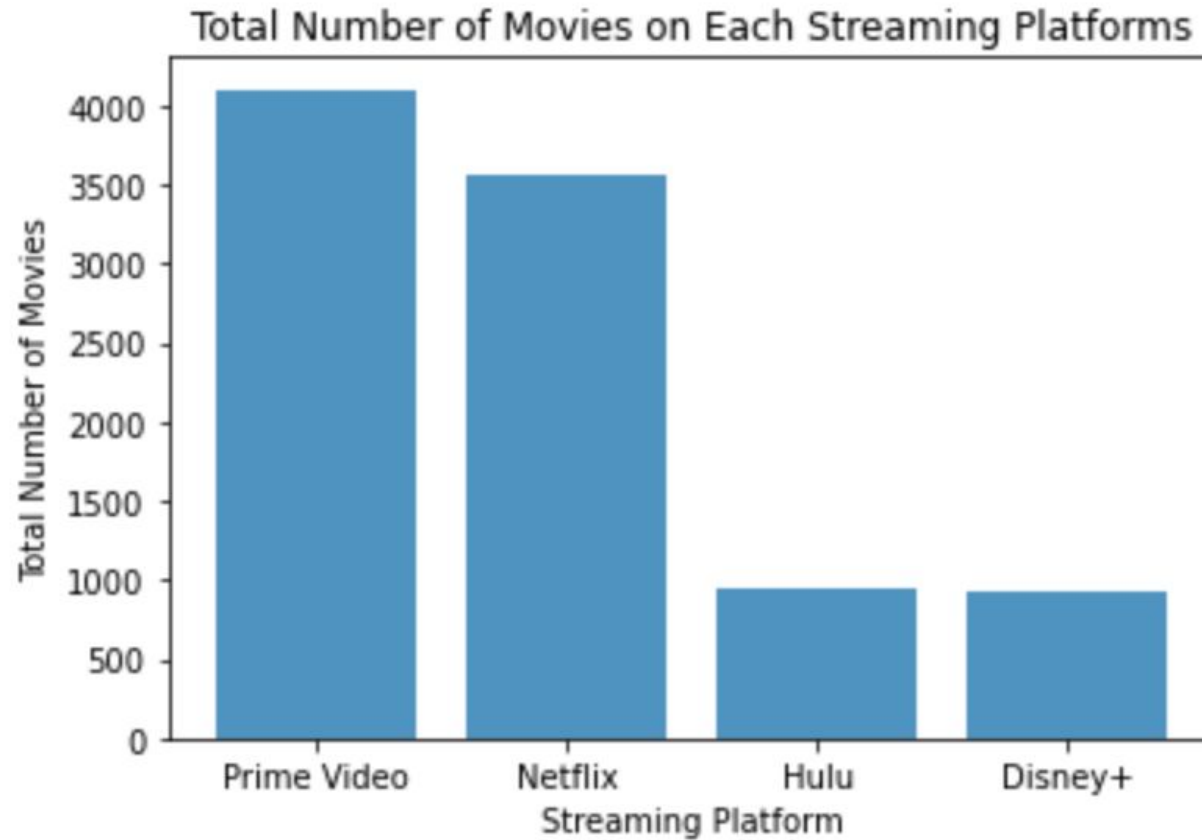


ANALYSIS: MOVIE RELEASE YEAR

- We found that the Streaming platform that offers the most recent movies is Netflix followed by Prime video, Hulu and Disney+
 - Highest number of movies between 2015-2020 period
 - Most recent movies --> Netflix



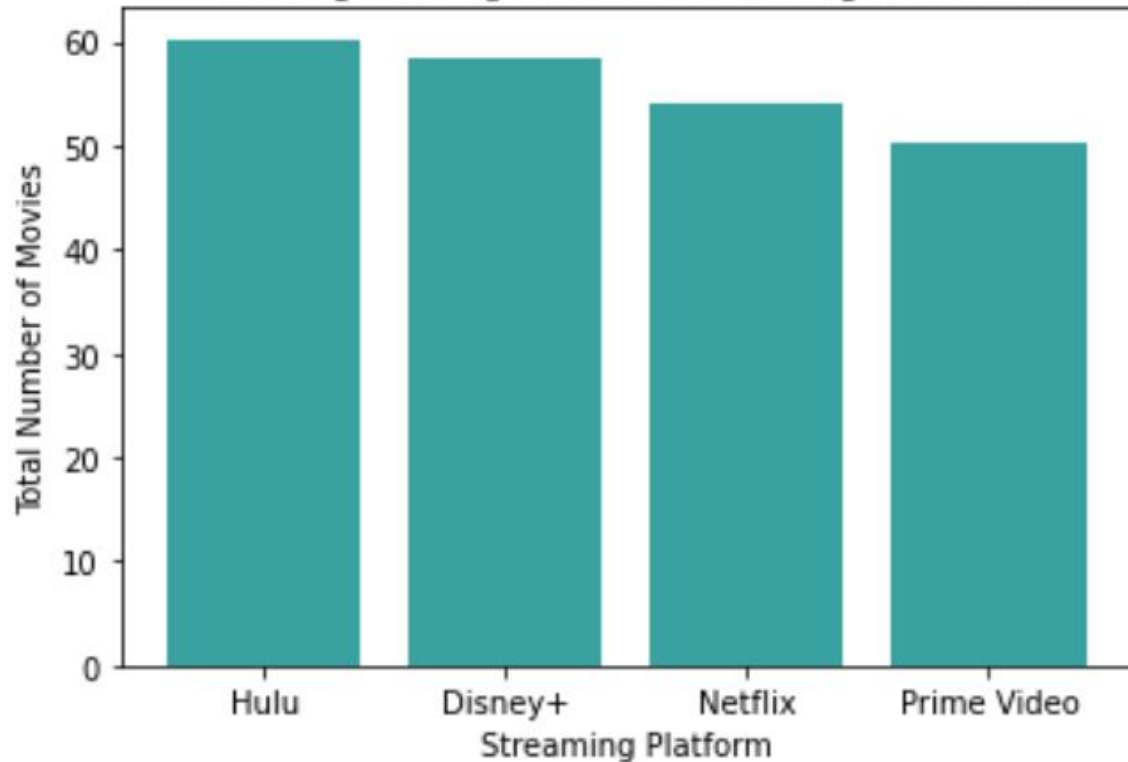
ANALYSIS: MOVIE QUANTITY



- Based on total number of movies, Amazon Prime Video has the largest movie offerings out of the four popular streaming platforms at 4100
 - Netflix comes in second at 3550, followed by Hulu (943), and Disney+ (922)
- With this finding in mind, a customer solely interested in total number of movies would be most attracted to Amazon Prime Video.

ANALYSIS: MOVIE RATING

Average Rating on Each Streaming Platform

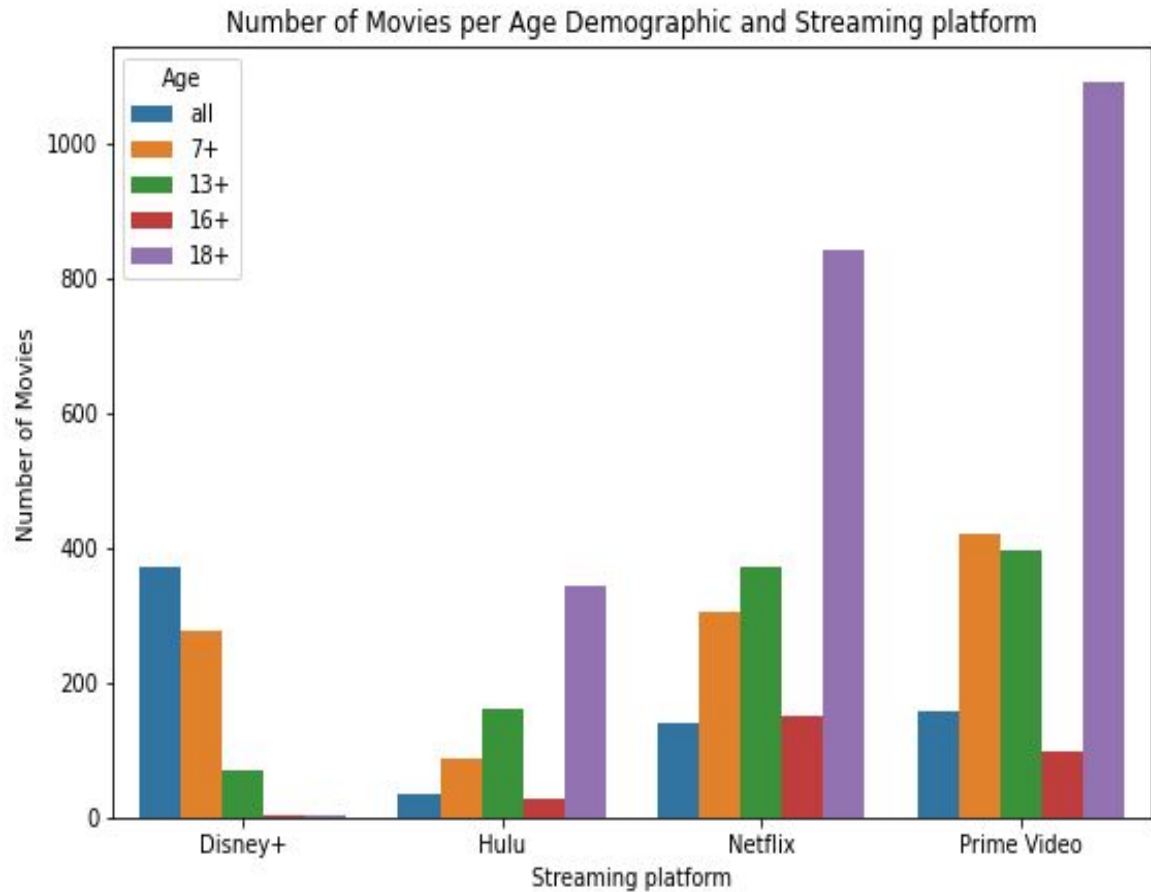


Streaming platform Counts

0	Hulu	60.262990
1	Disney+	58.312364
2	Netflix	54.179509
3	Prime Video	50.379512

- Based on the chart, we can see that Hulu has the highest average rating compared to the 4 popular streaming platforms

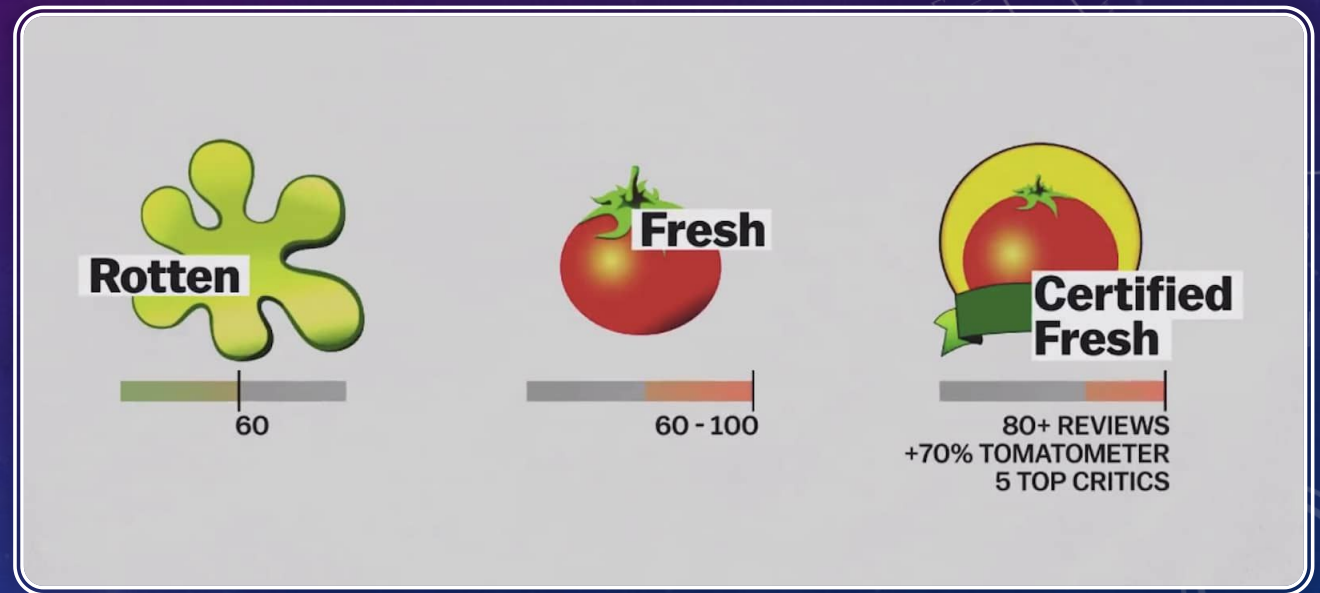
ADVANCED ANALYSIS: MOVIE QUANTITY & AGE



- This identifies which streaming platform best fits movie interests by **age**
- The streaming platform that offers the most movies for 18+ is Prime Video, Netflix and Hulu respectively. Disney+ offers the highest number of movies for all age demographics

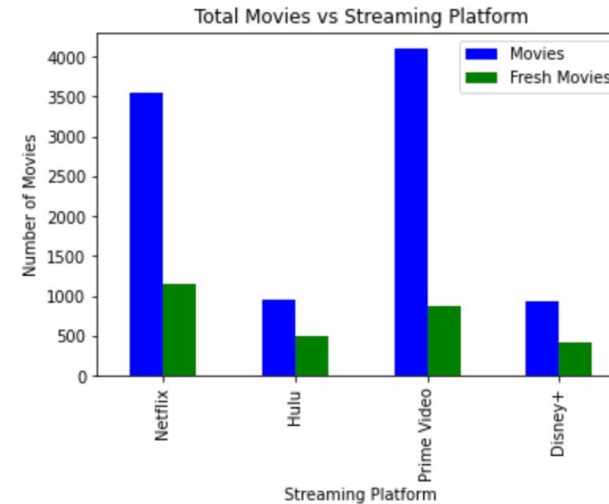
ADVANCED ANALYSIS: MOVIE RATING & MOVIE QUANTITY

- While Amazon Prime Video offers the greatest quantity of movies (4100), this finding does not take into account the rating of movies.
- According to Rotten Tomatoes, a Tomatometer® score of 60% or greater indicates a fresh status
 - Only 876/4100, or 21.4% of Prime Video movies meet this criteria



ADVANCED ANALYSIS: MOVIE RATING & MOVIE QUANTITY

- After filtering out movies that did not receive a Fresh status via Rotten Tomatoes' Tomatometer®, each streaming platforms quantity of movie offerings were recalculated
 - Prior to this recalculation, Amazon Prime Video had the largest quantity of movie offerings
 - Taking into account movie rating, Netflix offers the greatest quantity of movies with Fresh status



Streaming Platform	Sum	Sum_Fresh
Netflix	3550	1153
Prime Video	4100	876
Hulu	943	487
Disney+	922	408

CONCLUSION

- Through our analysis, we identified that Netflix is the streaming platform with the most recent movies
- Amazon Prime offers the largest selection of movies compared to the other streaming platforms
- Netflix has the highest number of movies rated "Fresh" on Rotten Tomatoes

