

Streaming Catalog Performance | Overview

Content consumption, engagement and quality metrics

2K

Total Titles

50K

Total Views

7,0

Avg IMDb Rating

50,3%

Completion %

2,18

Avg Engagement Score

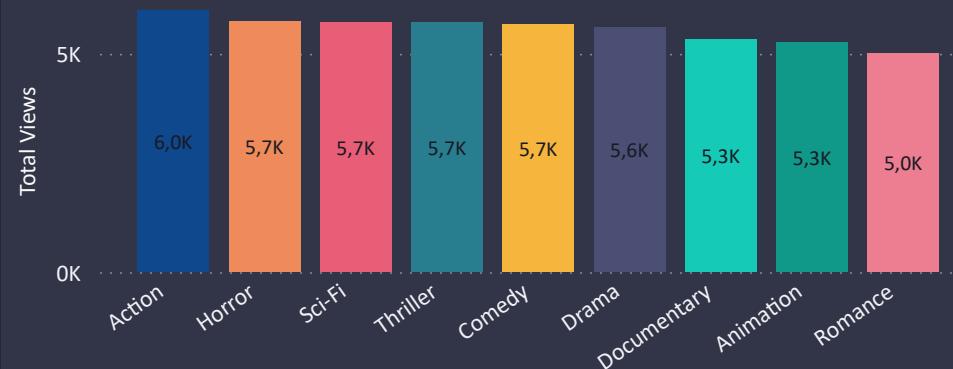
19,9%

Avg Rewatch Rate

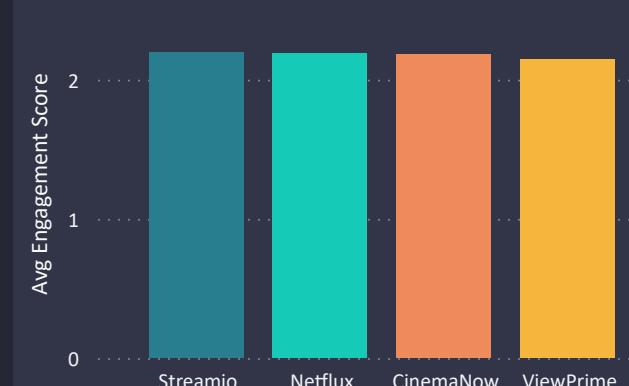
91,3%

NonUS Content %

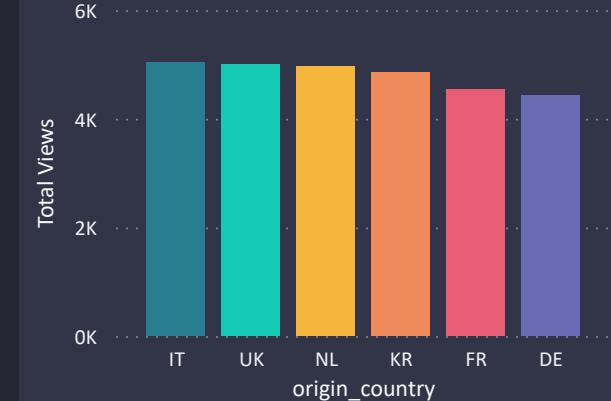
Total Views by Genre



Engagement Score by Provider

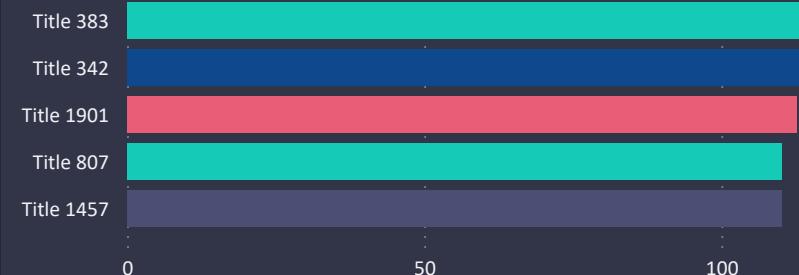


Views by Origin Country

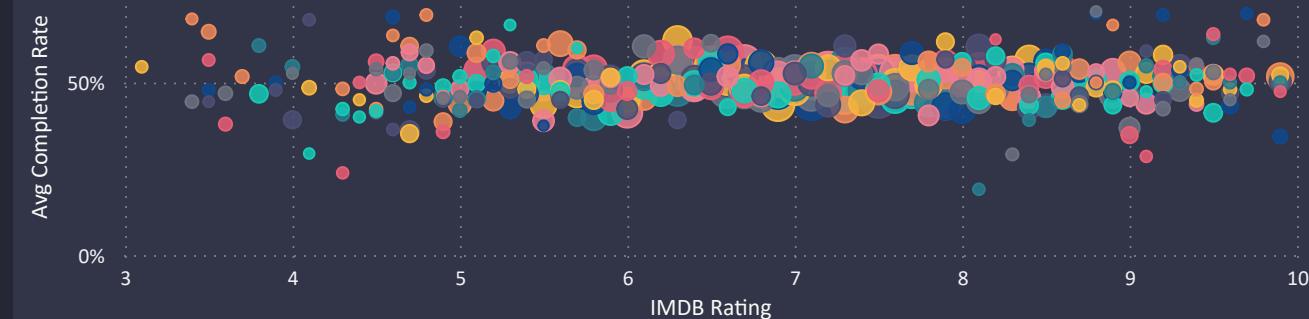


Top 5 Titles by Popularity

Genre ● Action ● Documentary ● Drama ● Sci-Fi



Genre ● Action ● Documentary ● Drama ● Sci-Fi ● Thriller ● Animation ● Comedy ● Horror ● Romance ● Documentary



Streaming Catalog Performance | Provider Deep Dive

Content consumption, engagement and quality metrics

2K

Total Titles

50,25%

Avg Completion Rate

7,1

Avg IMDb Rating

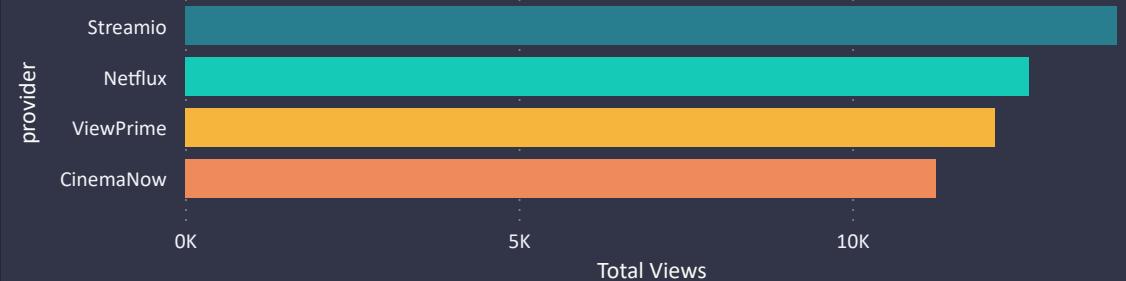
14,39%

Top 10% Titles Views Share

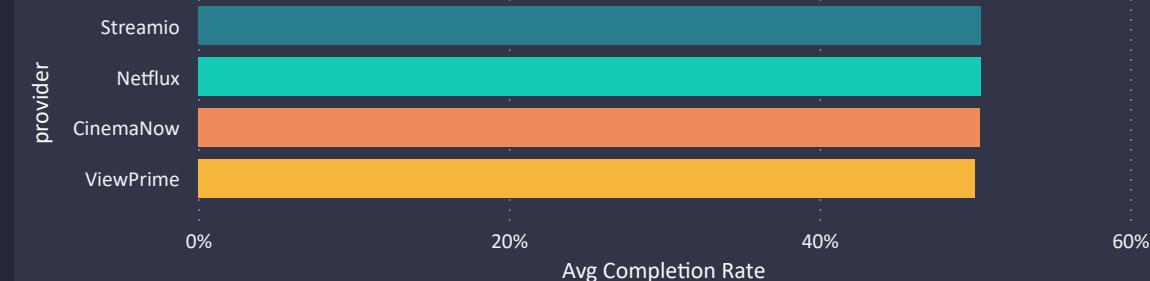
Streamio

Top Provider

Total Views by provider



Avg Completion Rate by provider



Provider



Multiple selections



21,7%

High Quality Titles %

-1,01

Completion Lift vs Global (bps)

Provider

Completion Rate

0,0

1,0

3

4

5

6

7

8

9

10

IMDB Rating

Lift vs Global Completion Average (all providers). Positive = above average.

Streaming Catalog Performance | Genre Deep Dive

Content consumption, engagement and quality metrics

2K

Total Titles

50K

Total Views

50,26%

Avg Completion Rate

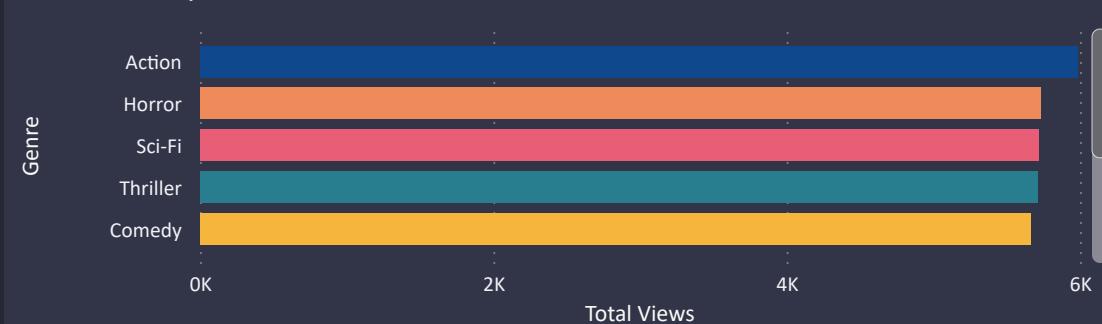
7,0

Avg IMDb Rating

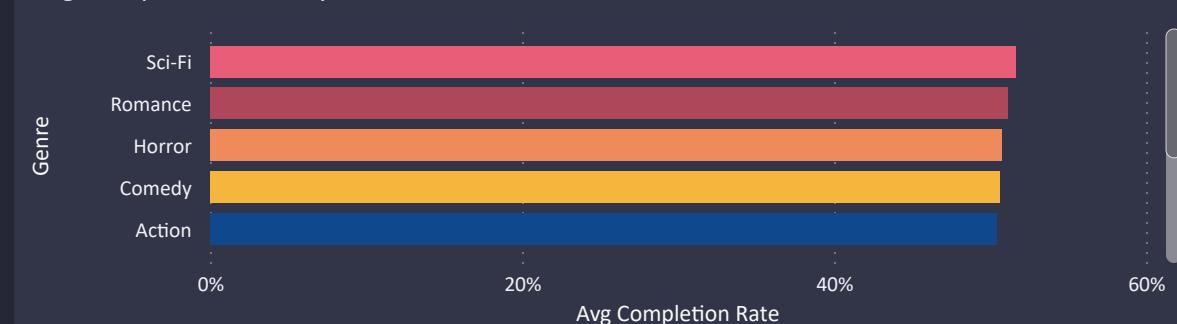
Sci-Fi

Top Genre by Completion

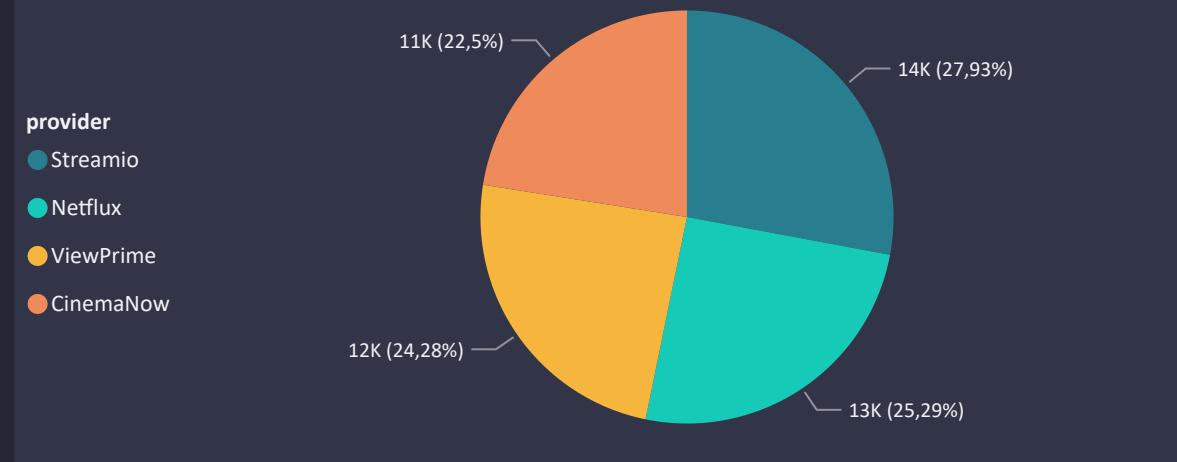
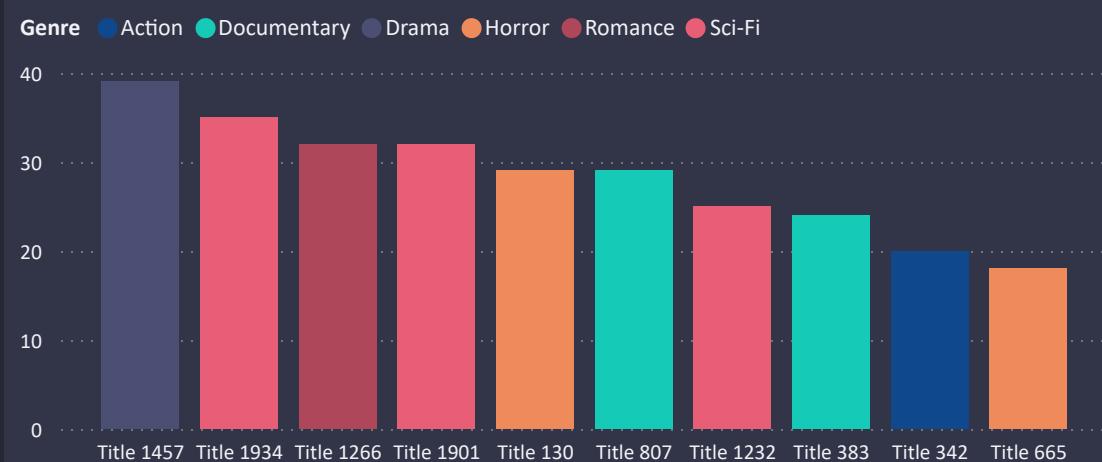
Total Views by Genre



Avg Completion Rate by Genre



Top 10 Titles by Genre



Streaming Catalog Performance | Catalog Health

Content consumption, engagement and quality metrics

2K

Total Titles

50K

Total Views

0,06

Gini Views *

25

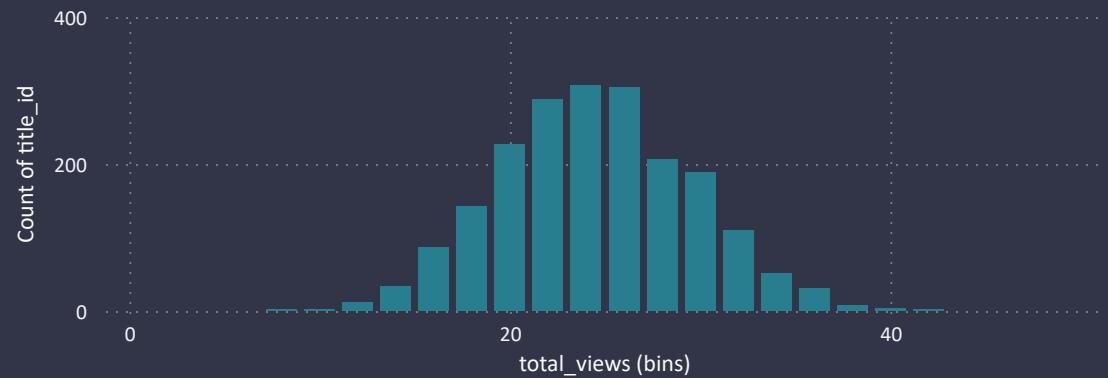
Median Views per Title

31,2%

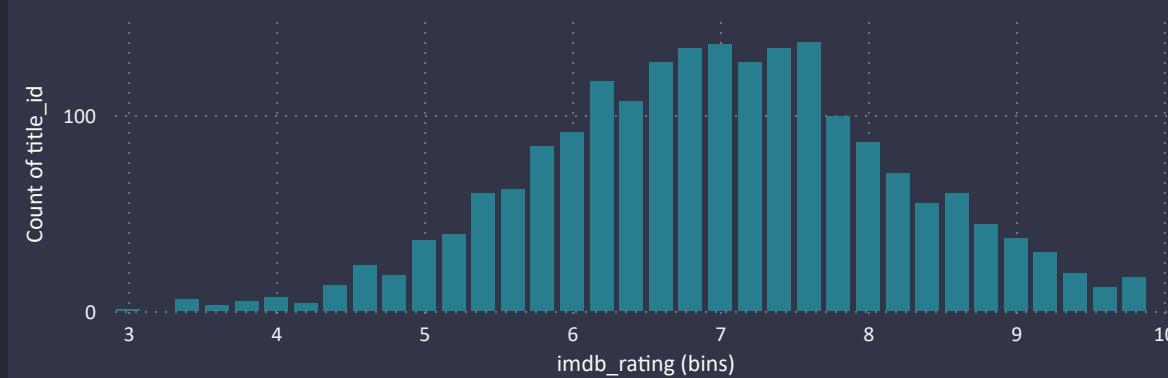
Top 20% Titles Views Share

*Gini measures view concentration (0 = uniform, 1 = highly concentrated). Low Gini indicates balanced consumption across titles.

Count of title_id by total_views (bins)



Count of title_id by imdb_rating (bins)



TopN Views Share by TopN



1,02%

Top 10 Titles Views Share

5,05

Views StdDev

0,02

Top 1% Titles Views Share

32,00

P90 Views per Title

Streaming Catalog Performance | Quality vs Consumption

Content consumption, engagement and quality metrics

7,0

Avg IMDb Rating

50,26%

Avg Completion Rate

4,62M

Watch Minutes

19,91%

Avg Rewatch Rate

genre

All

Provider

All

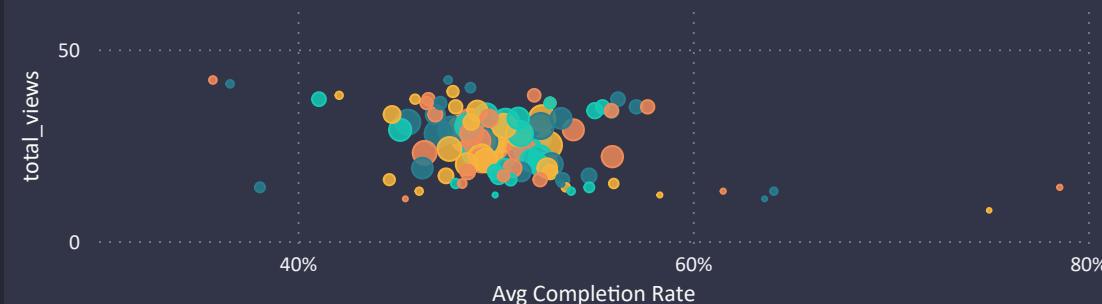
Age Rating

All

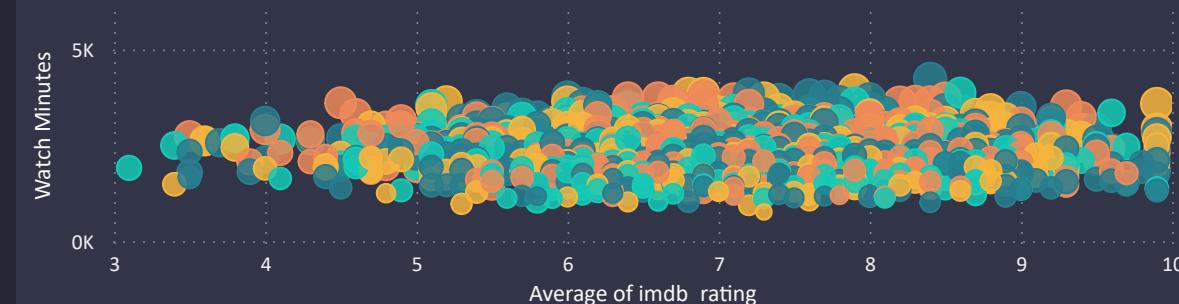
release_year

1980 2025

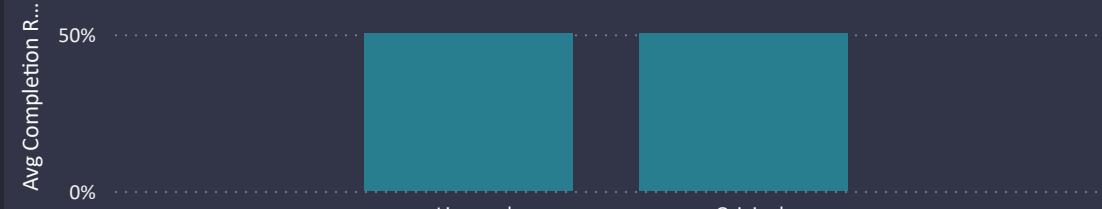
IMDb Rating vs Completion Rate



IMDb Rating vs Watch Minutes



Avg Completion Rate by Content Type



Avg Rewatch Rate by Genre

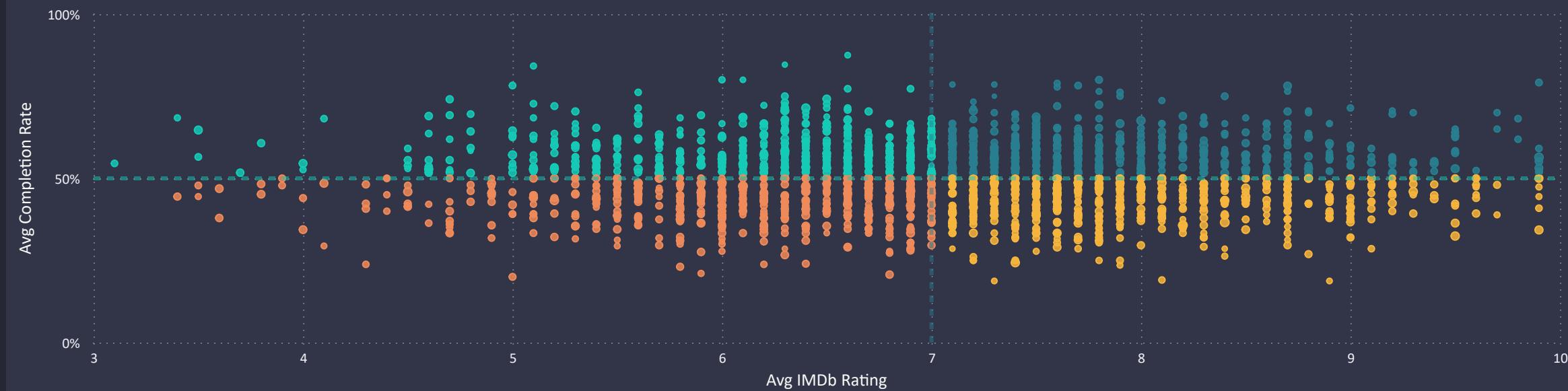


Streaming Catalog Performance | Content Strategy

Content consumption, engagement and quality metrics

Content Performance Matrix

Performance Segment ● Blockbusters ● Guilty Pleasures ● Hidden Gems ● Underperformers



1,00

Rewatch Index

23,5%

% Blockbusters

26,1%

% Underperformers

91,3%

% NonUS Content

Titles by Performance Segment



Underperformers by Genre

