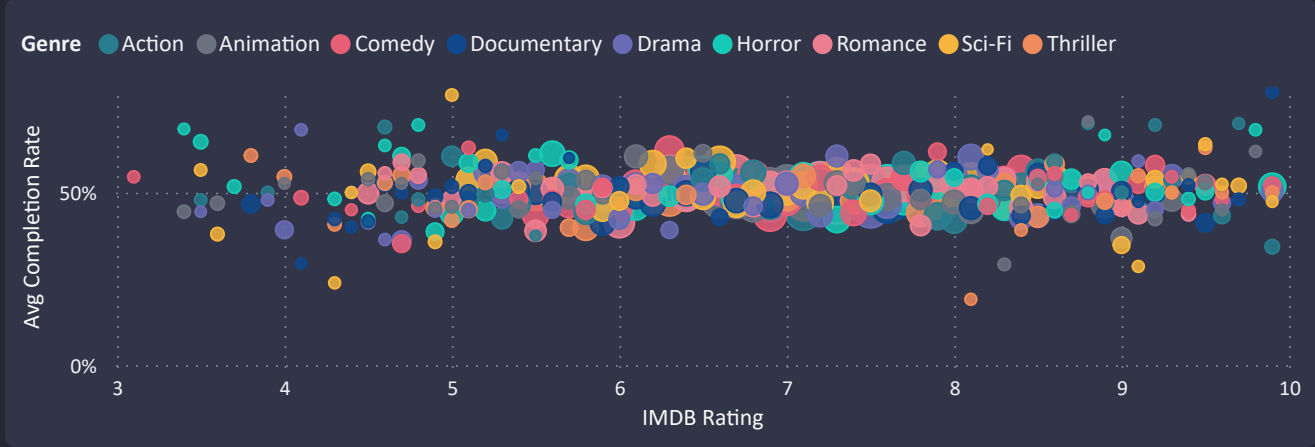
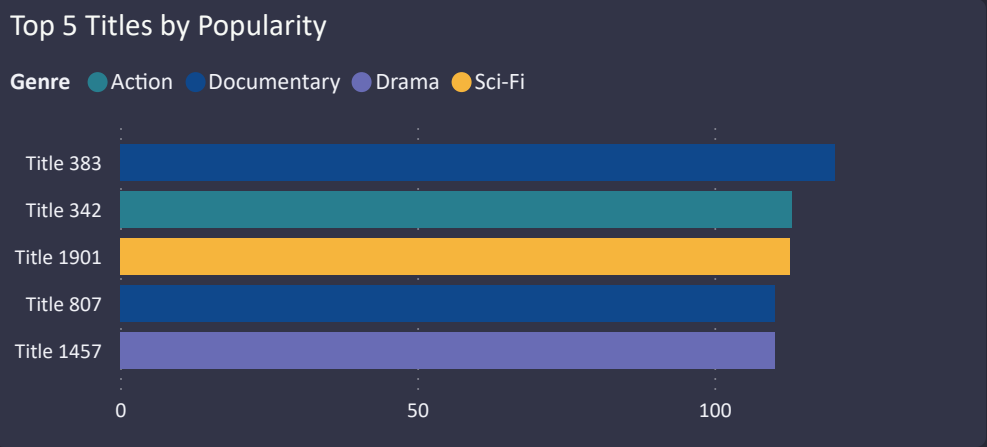
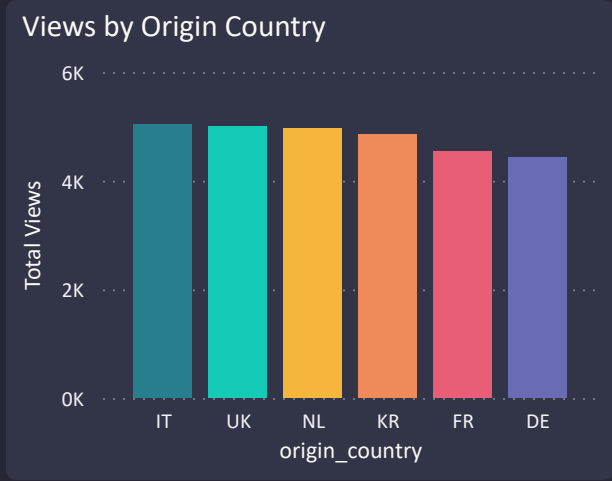
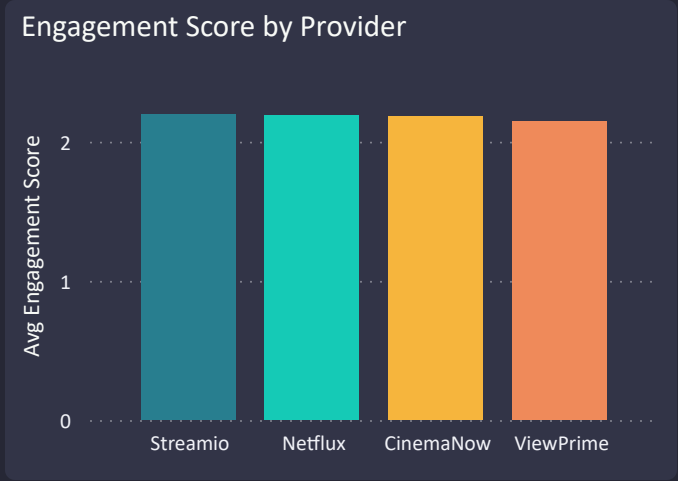
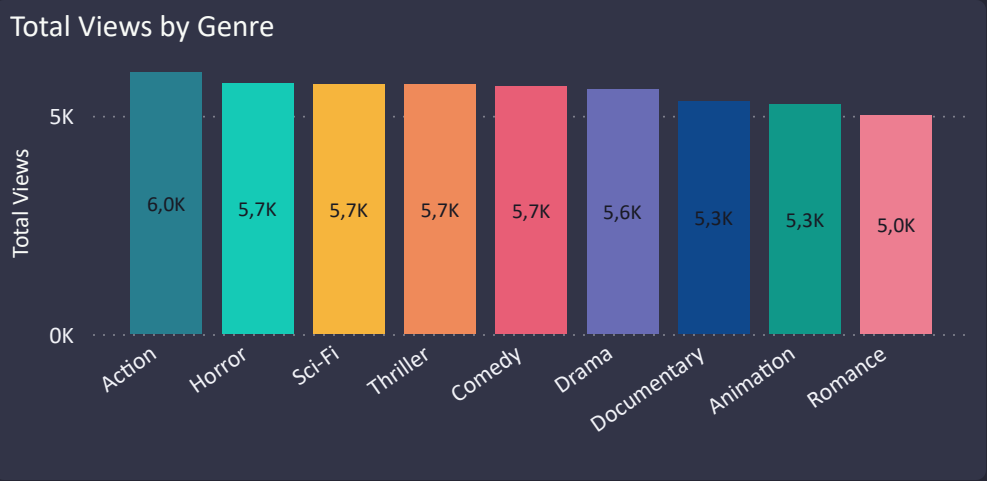
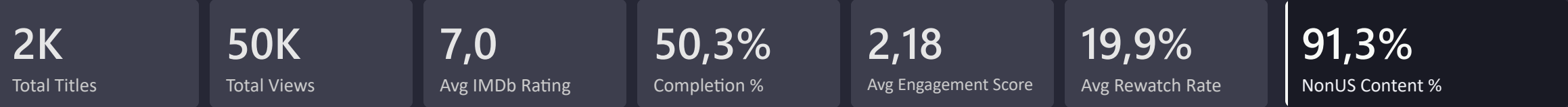


Streaming Catalog Performance | Overview

Content consumption, engagement and quality metrics



Streaming Catalog Performance | Provider Deep Dive

Content consumption, engagement and quality metrics

2K

Total Titles

50,25%

Avg Completion Rate

7,1

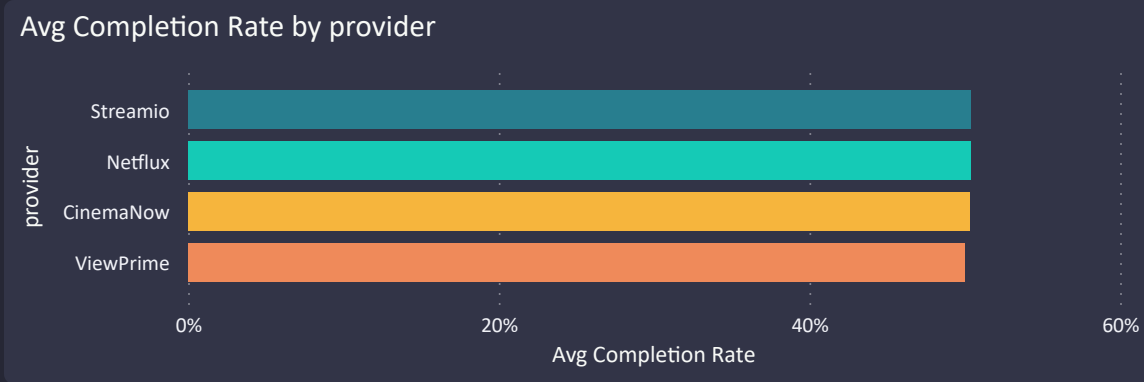
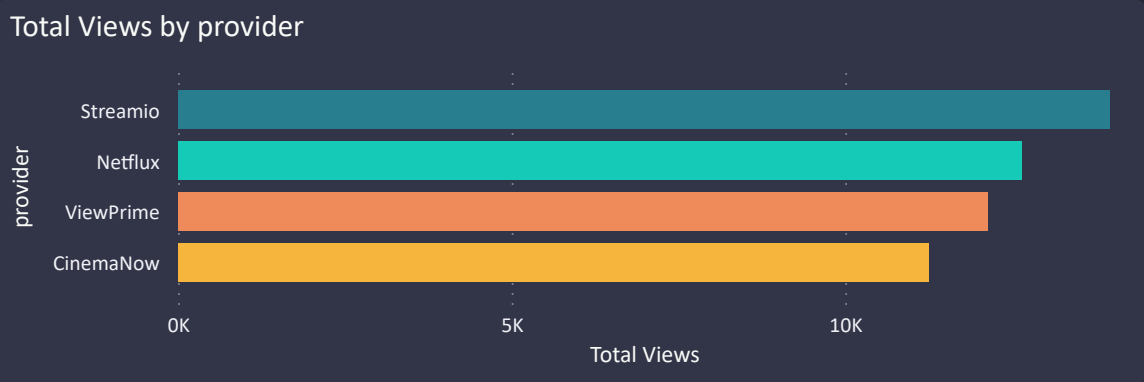
Avg IMDb Rating

14,39%

Top 10% Titles Views Share

Streamio

Top Provider



Provider

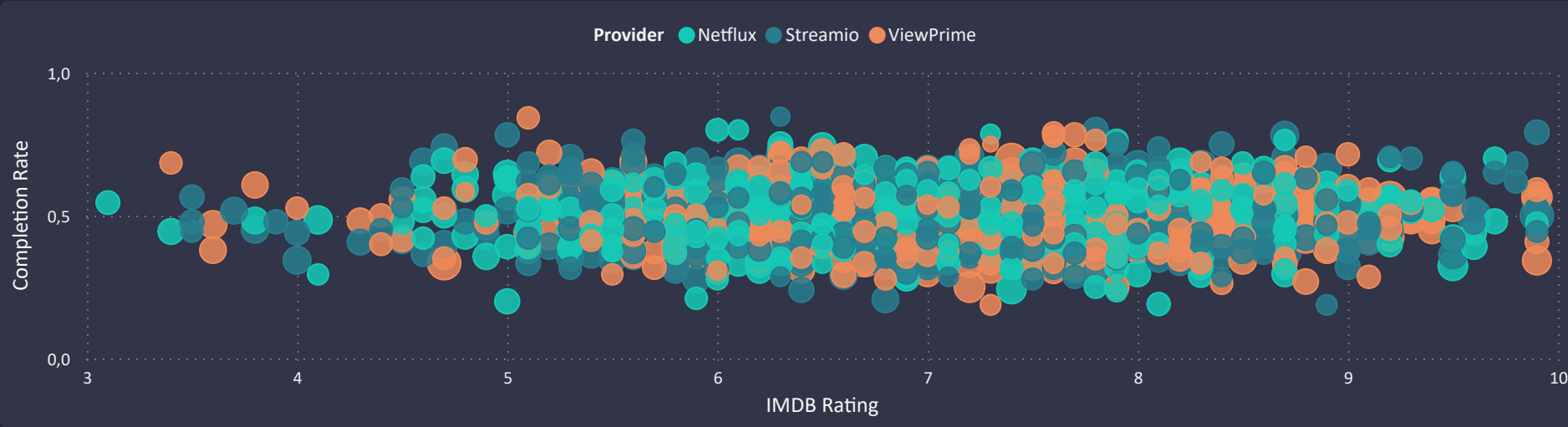
Multiple selections

21,7%

High Quality Titles %

-1,01

Completion Lift vs Global (bps)



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%

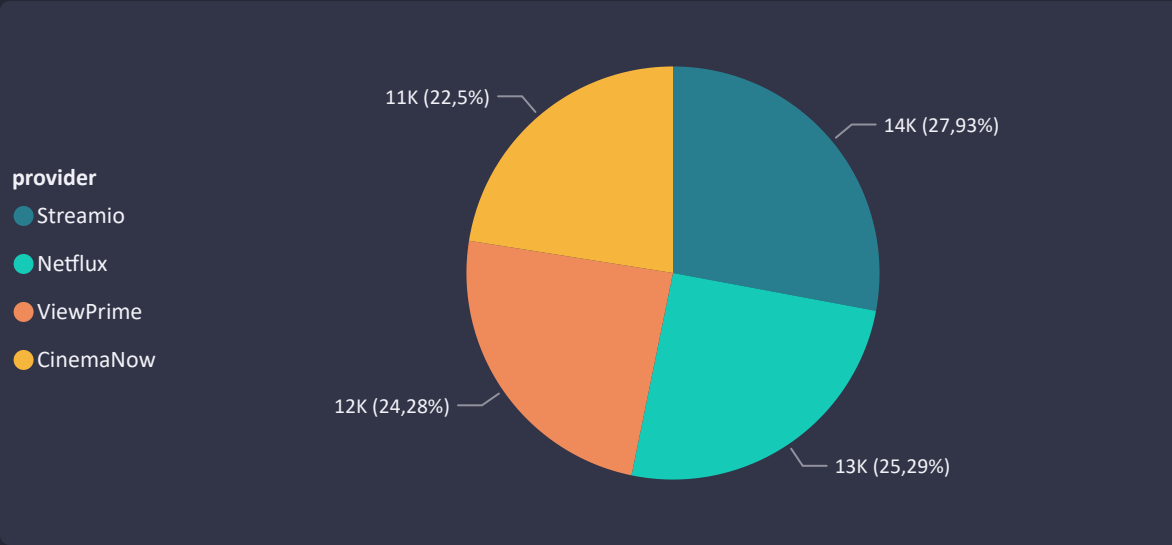
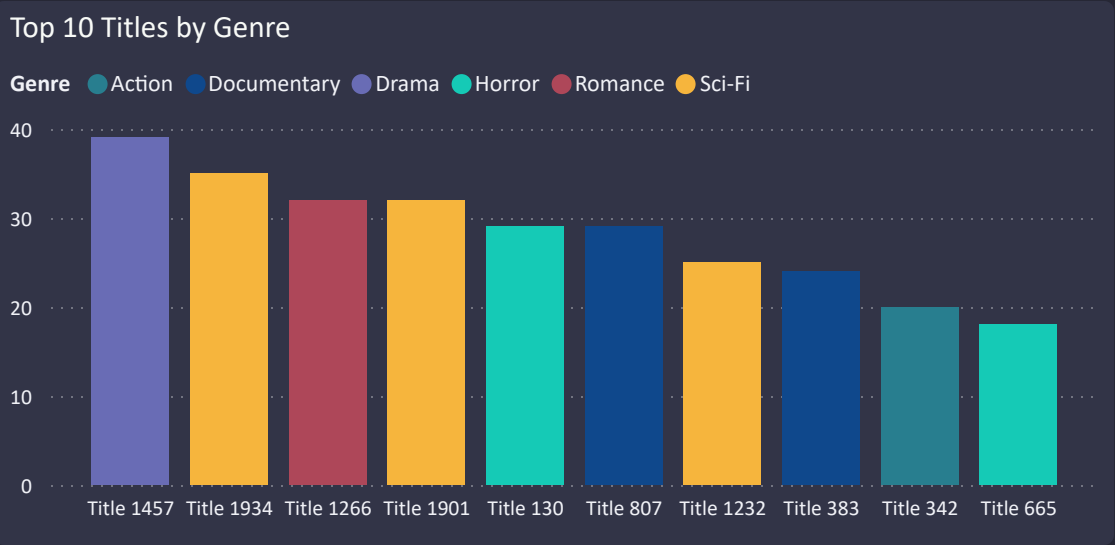
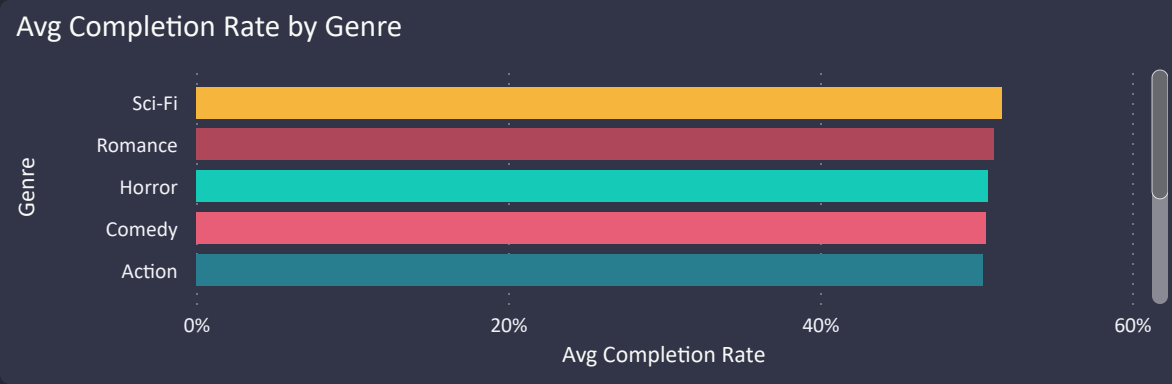
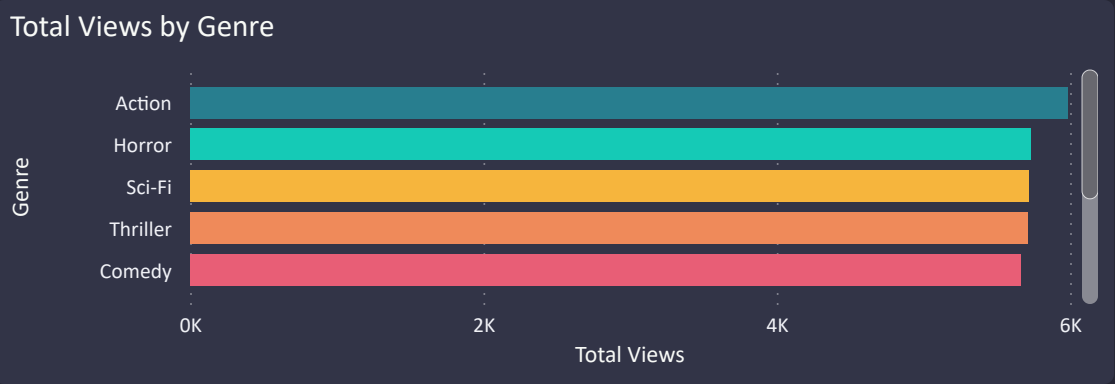
Avg Completion Rate

7,0

Avg IMDb Rating

Sci-Fi

Top Genre by Completion



Streaming Catalog Performance | Catalog Health

Content consumption, engagement and quality metrics

2K

Total Titles

50K

Total Views

0,06

Gini Views *

25

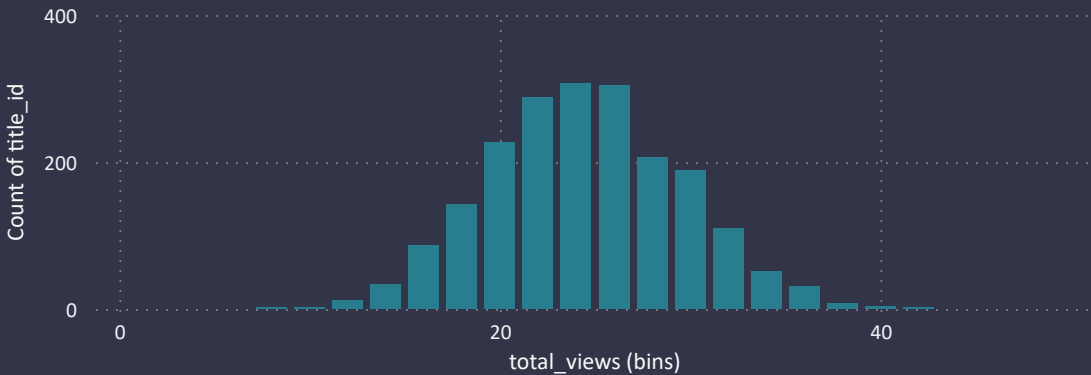
Median Views per Title

31,2%

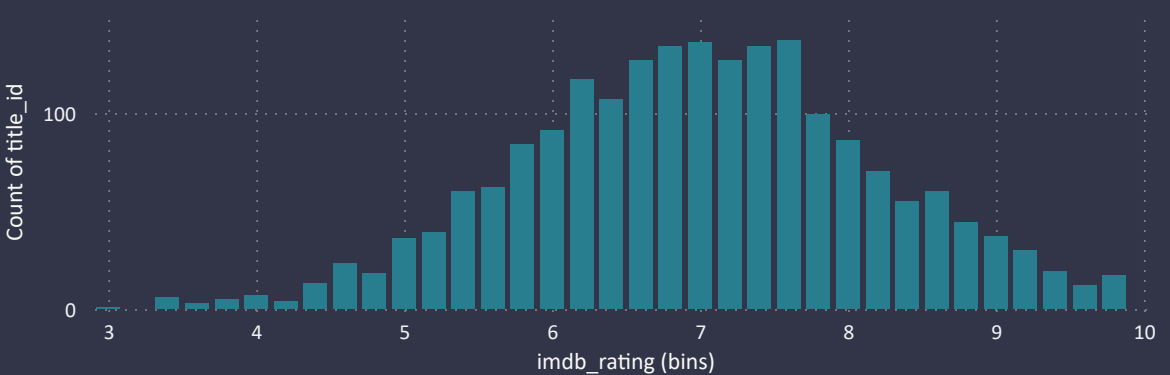
Top 20% Titles Views Share

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

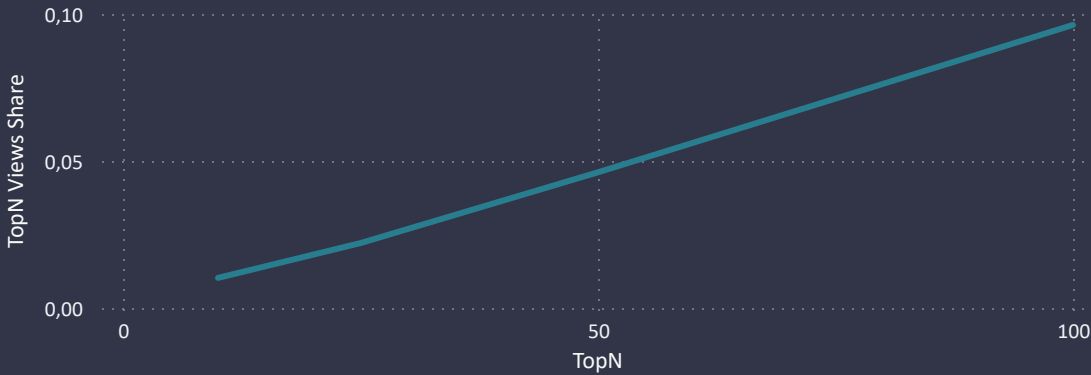
Count of title_id by total_views (bins)



Count of title_id by imdb_rating (bins)



TopN Views Share by TopN



1,02%

Top 10 Titles Views Share

0,02

Top 1% Titles Views Share

5,05

Views StdDev

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

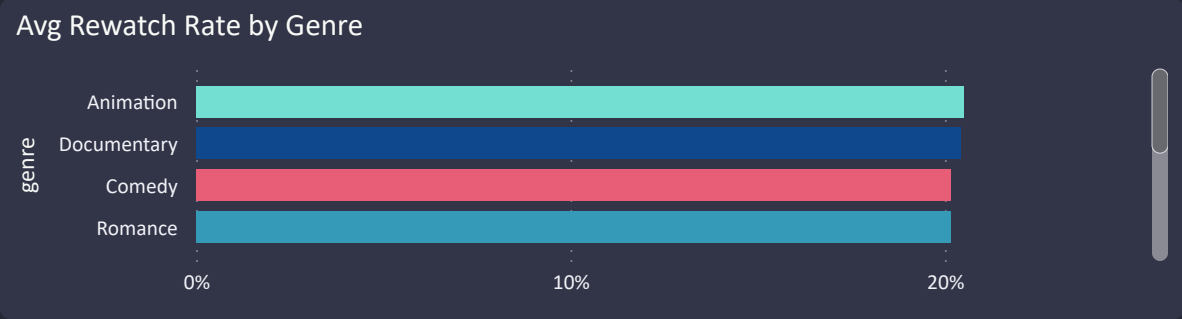
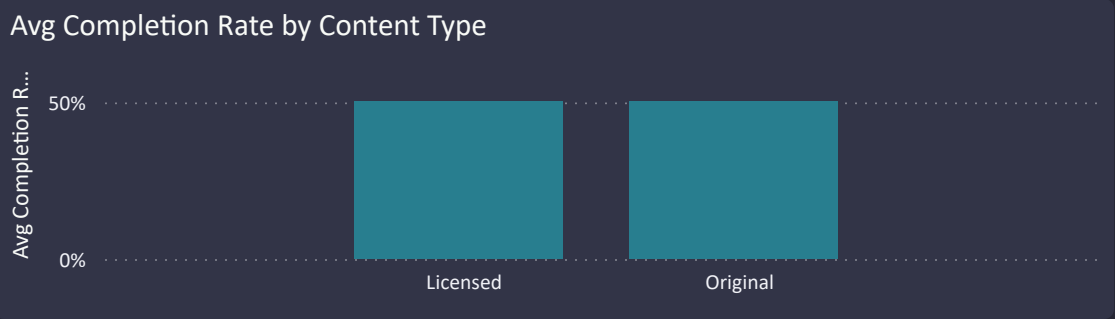
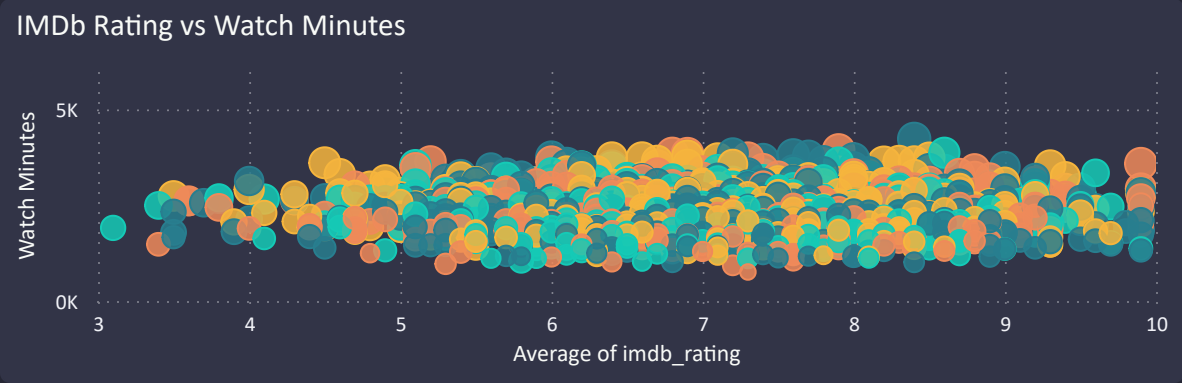
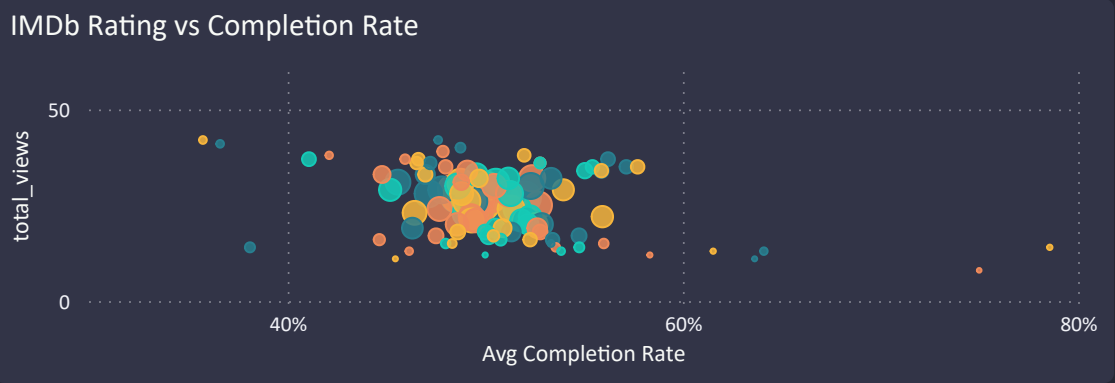
age_rating

All

release_year

1980

2025

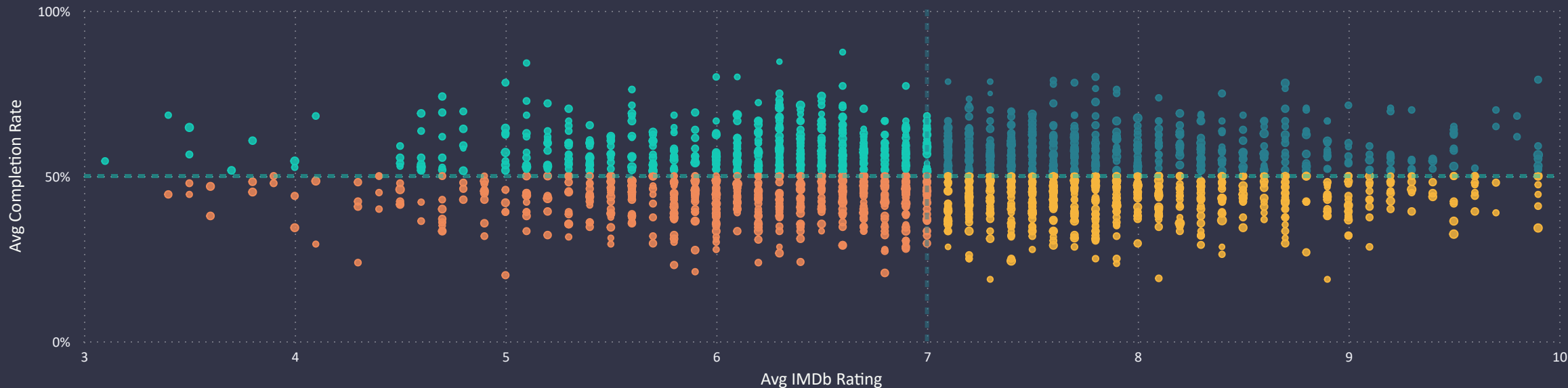


Streaming Catalog Performance | Content Strategy

Content consumption, engagement and quality metrics

Content Performance Matrix

Performance Segment Blockbusters Guilty Pleasures Hidden Gems Underperformers



1,00

Rewatch Index

23,5%

% Blockbusters

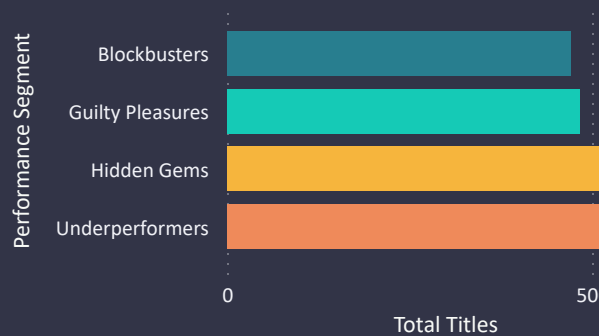
26,1%

% Underperformers

91,3%

% NonUS Content

Titles by Performance Segment



Underperformers by Genre

