



Streaming Platforms

DSO 574 Assignment 3

Ching Yi Yu, Minjoo Sung, Jaesung Park,
Yongzhu Liang, Yichen Zhang

Analysis (Content Offering)

Genre

Top 5 [55.7%]: Drama, Comedy, Action & Adventure, Documentary, and Thriller

- Variety in Content and Wide Audience Appeal

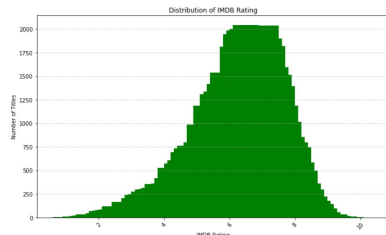
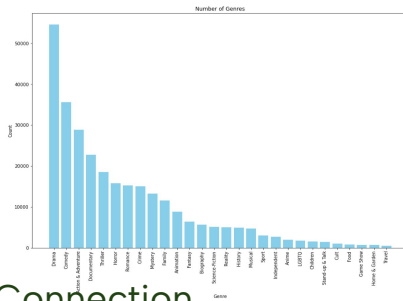
Diverse sub-genres boost viewer retention by 30%, catering to varied tastes (*Source: Media Consumption Trends Report*)

- Engagement and Emotional Connection
Dramas may evoke deeper emotional reactions, while action films may produce adrenaline-fueled excitement. This emotional engagement can deeply impact the viewer's movie experience (*Source: Filmustage*)

IMDB Rating

Median: 6.7

- Above average and is considered as good score
- Offerings are generally of decent quality



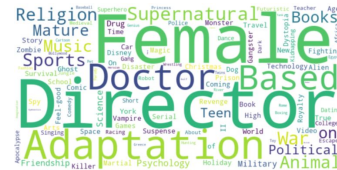
Tag

Female, Director, Adaption, Doctor, Supernatural

- Unique characters and worlds

Unique characters and immersive worlds have boosted viewers' interest

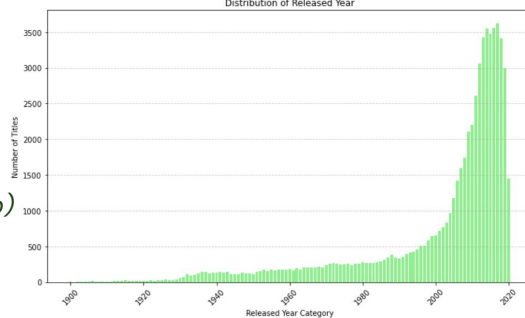
Supernatural could be attributed to the audience's desire for escapist entertainment in an increasingly complex world (*Source: Fimustage*)



Released Year

72.13% of offerings released after 2000

- Catering to the tastes of current audiences
57% customers are aged 18-34 (*Source: Similarweb*)



Further Analysis (Genre Offering)

Each streaming platform has its own unique target audience and content focus

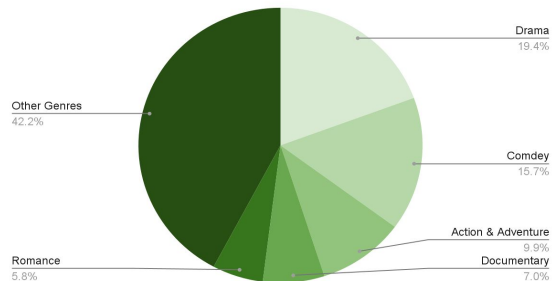
Take the leading streaming platforms (Netflix, Amazon Prime, Disney Plus) as examples

(Source: Digitaltrends)

Netflix

Top 5 Genres: Drama, Comedy, Action & Adventure, Documentary, Romance

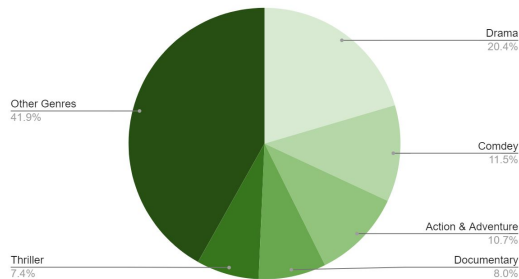
Top 5 Genres vs Other Genres on Netflix



Amazon Prime

Top 5 Genres: Drama, Comedy, Action & Adventure, Documentary, Triller

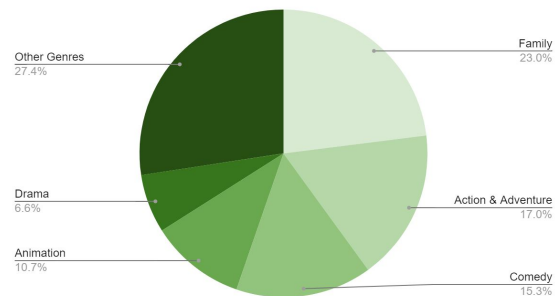
Top 5 Genres vs Other Genres on Amazon Prime



Disney Plus

Top 5 Genres: Family, Action & Adventure, Comedy, Animation, Drama

Top 5 Genres vs Other Genres on Disney +



Key Finding

Streaming platforms offer different types of content

- Netflix and Amazon Primes' focus on Drama, Comedy suggests **a broader audience appeal**
- Disney Plus's focus on Family and Animation indicates a strong appeal to **families and children**

Analysis (Unavailable Content)

Live Sports Events

- Licensing Restriction
 - The cost of sports broadcasting rights has increased by about 5% annually due to competitive licensing agreements. (Source: *Sports Market Analytics*)

24/7 News Channels or Local News and Programming

- Audience Behavior and Preferences
 - There has been a 10% decline in traditional live TV news viewership over the last five years, as audiences shift to digital platforms.
- High Cost
 - Cable and satellite providers
 - Production crews

Cable and satellite providers remain key in distributing news but face challenges from high operational costs that may affect their prices and services.



Local and National Events

- Licensing and Distribution Right
 - Traditional TV networks often secure exclusive rights to broadcast local and national events, while streaming platforms may struggle to obtain these rights.
- Community Engagement
 - Local events like festivals, parades, and council meetings are key to community engagement and preserving local culture.

Some Classic TV Shows

- Music Right
 - Securing music rights for classic TV shows can be costly and complex, as seen with "Murphy Brown" (1988-1998). (Source: *Slate, Vulture*)
- Legal and Financial Challenges
 - The legal hurdles and financial demands of securing music rights can prevent streaming or rerunning of classic series, affecting their accessibility. (Source: *Entertainment Law Review*)



Analysis (Successful TV Shows)

Definition of “Successful TV Shows on Streaming Platforms”

- Reel Good score: Analyze a range of user interactions with content from the streaming platforms (*Source: Reelgood*)
- If a tv shows with ReelGood score ≥ 90 , we would say it is a successful TV shows on streaming platforms (we have 233 successful tv shows in our dataset)

Type 1: Successful on both streaming platforms and traditional TV

Classic TV shows – Example: Breaking Bad

Sustained popularity (Seasonal TV shows)

- Maintain a stable subscriber base
- Long-term revenue streams

Attractive content & High view (Popular tv shows)

- Increase Subscriptions

(*Source: Screen Rant*)

Audiences love to watch classic show over and over again!

Different feelings when watching TV shows at different stages of life (*Source: Vox*)

	Title	ReelGood
1	Breaking Bad	100.0
2	The Shawshank Redemption	100.0
3	Game of Thrones	98.0
4	Inception	98.0
5	The Dark Knight	98.0
...
229	Silver Linings Playbook	90.0
230	Hotel Rwanda	90.0
231	The Haunting of Hill House	90.0
232	Prisoners	90.0
233	The Sixth Sense	90.0

Analysis (Successful TV Shows)

Type 2: Only succeed on streaming platforms and failed on traditional TV

Example: Brooklyn Nine-Nine

Easy to be reached out on streaming platforms

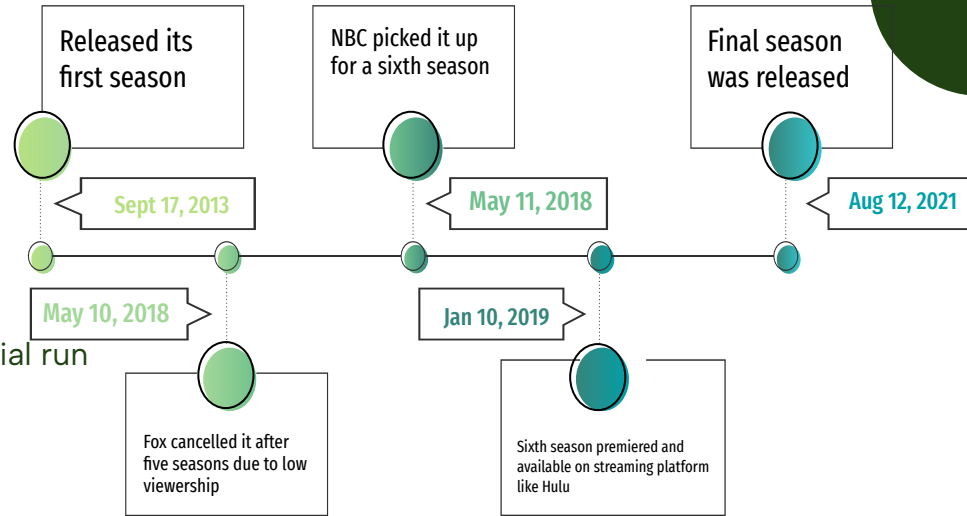
- Increased visibility through recommendations, algorithm-based suggestions, and curated content
- Helped attract new viewers who missed it during its initial run on traditional TV

Binge-Watching Culture

- Viewers can watch multiple episodes or entire seasons
- Serialized format and comedic style encourage watching multiple episodes in succession

Availability on many streaming platforms

- Reach a broader audience beyond its original broadcast on traditional TV



(Source: Observer, Wikipedia.Looper)



Appendix

Python Code:

https://drive.google.com/file/d/1oY8LorUxV-_pj-2jEH8LSd6mEzRs7PWO/view?usp=sharing

Reference:

1. Josef, A. (2016). Why Can't You Stream These Classic TV Shows? *Slate*.
<https://slate.com/culture/2016/11/why-so-many-classic-shows-are-nowhere-to-be-found-on-streaming.html>
2. NINA, S. (2023). The real reason Fox canceled Brooklyn Nine-Nine. *Looper*.
<https://www.looper.com/184818/the-real-reason-fox-canceled-brooklyn-nine-nine/>
3. Katz, B. (2019). 'Brooklyn Nine-Nine' Season 7 is set for NBC, but Hulu's next-day streaming rights may impact its future. *Observer*.
<https://observer.com/2019/11/brooklyn-nine-nine-season-7-nbc-hulu-tv-ratings/>
4. Molly, W. (2021). Audience Analysis Metrics That Matter: What Streaming Sites Need to Know. *Similarweb*.
<https://www.similarweb.com/blog/research/audience-and-brand-building/streaming-audience-analysis/>
5. Wikipedia contributors. (n.d.). Brooklyn Nine-Nine. *Wikipedia, The Free Encyclopedia*.
https://en.wikipedia.org/wiki/Brooklyn_Nine-Nine
6. Ben, P. (2024). 7 Reasons Why Old Network Shows Are Still So Successful On Streaming. *Screen Rant*.
<https://screenrant.com/network-tv-shows-successful-streaming/>
7. Allie, V. (2023.). What rewatching old shows teaches us about ourselves. *Vox*.
<https://www.vox.com/culture/23600020/why-rewatch-old-tv-shows-streaming-netflix>
8. Brian, T. (2024). 11 Great Shows You Can't Find Streaming Anywhere (and Why). *Vulture*.
<https://www.vulture.com/article/best-shows-not-streaming-why.html>
9. Phil, N. (2024). The 10 most popular streaming services, ranked by subscriber count. *Digital Trends*.
<https://www.digitaltrends.com/home-theater/most-popular-streaming-services-by-subscribers/>
10. Smith, J. (2022). Copyright challenges in streaming classic TV shows. *Entertainment Law Review*, 33(2), 45-59.
11. Vakhtin, D. (2023) Unraveling film genres: Impact on audience engagement. *Filmstage*.
<https://filmstage.com/blog/unraveling-film-genres-impact-on-audience-engagement/>
12. Meg Furey . (2023) It Pays to Be Popular: Licensing Reelgood's Data to Boost Your Merchandising. *Reelgood*.
[Strategyhttps://data.reelgood.com/it-pays-to-be-popular-licensing-reelgoods-data-to-boost-your-merchandising-strategy/](https://data.reelgood.com/it-pays-to-be-popular-licensing-reelgoods-data-to-boost-your-merchandising-strategy/)