

FACEBOOK DATA — CHALLENGE 2021 PRESENTATION

'ZUCKFLIX' CONTENT RECOMMENDATION BY NIKI VASAN



If Facebook were to enter the video streaming space on a limited budget, what type of content would you recommend they produce and why?

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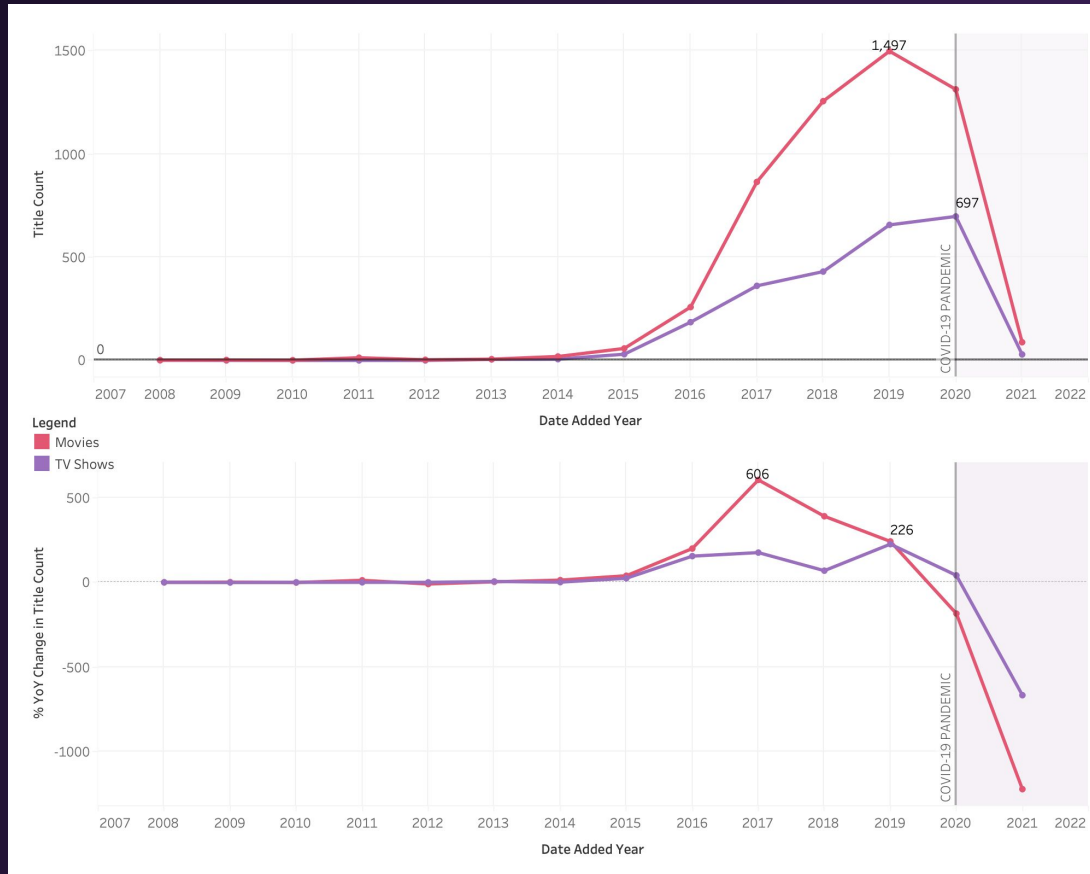
1. Overall Recommendation

Let's start broad.

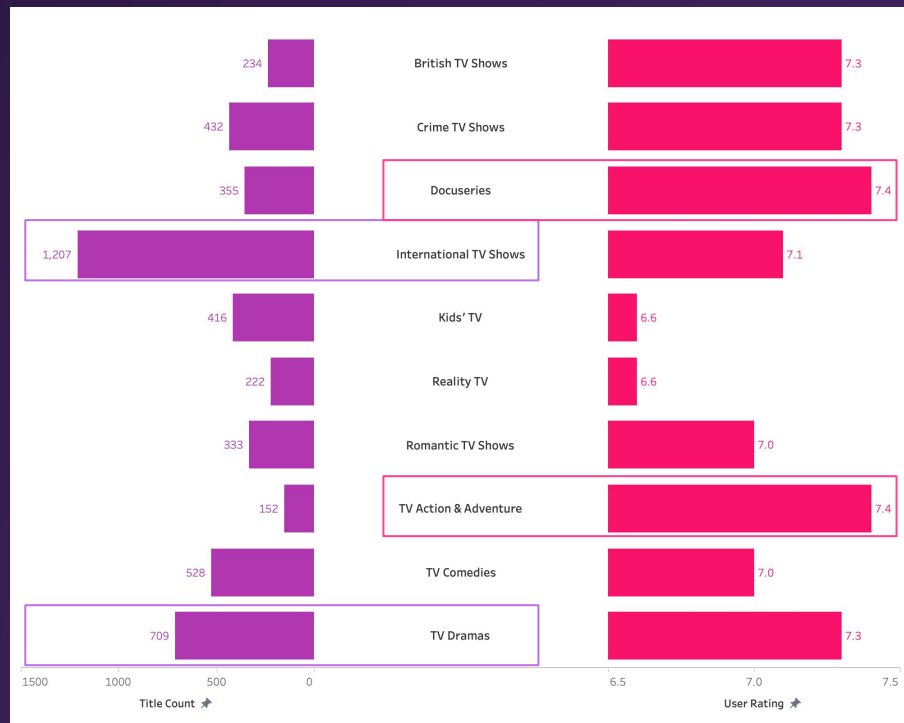
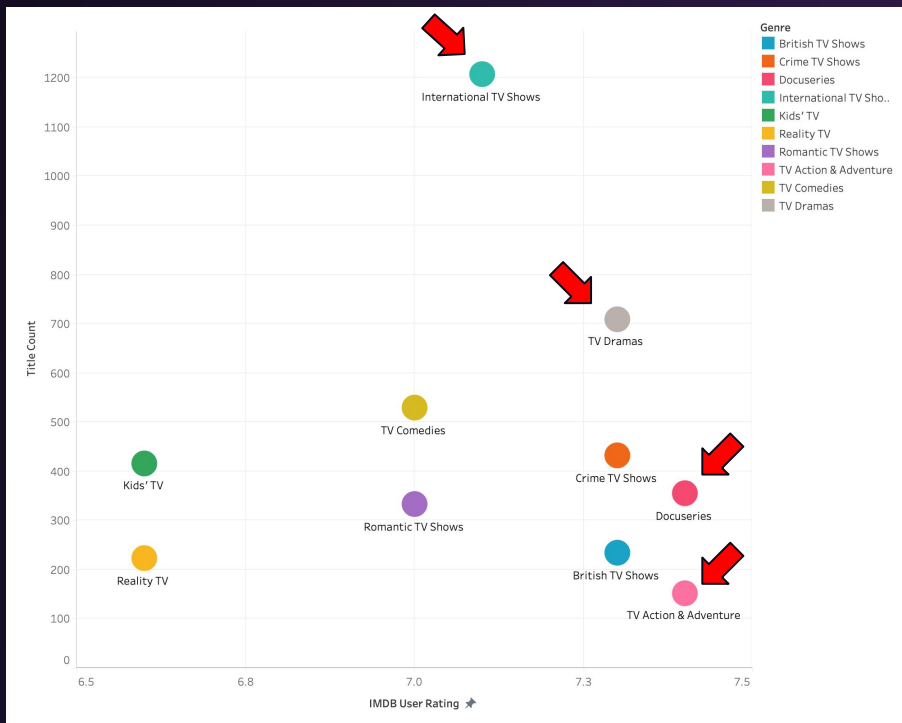


For our initial investment, I recommend we produce TV Dramas or Docuseries rated TV-MA or TV-14 with an anticipated 1-2 seasons in length.

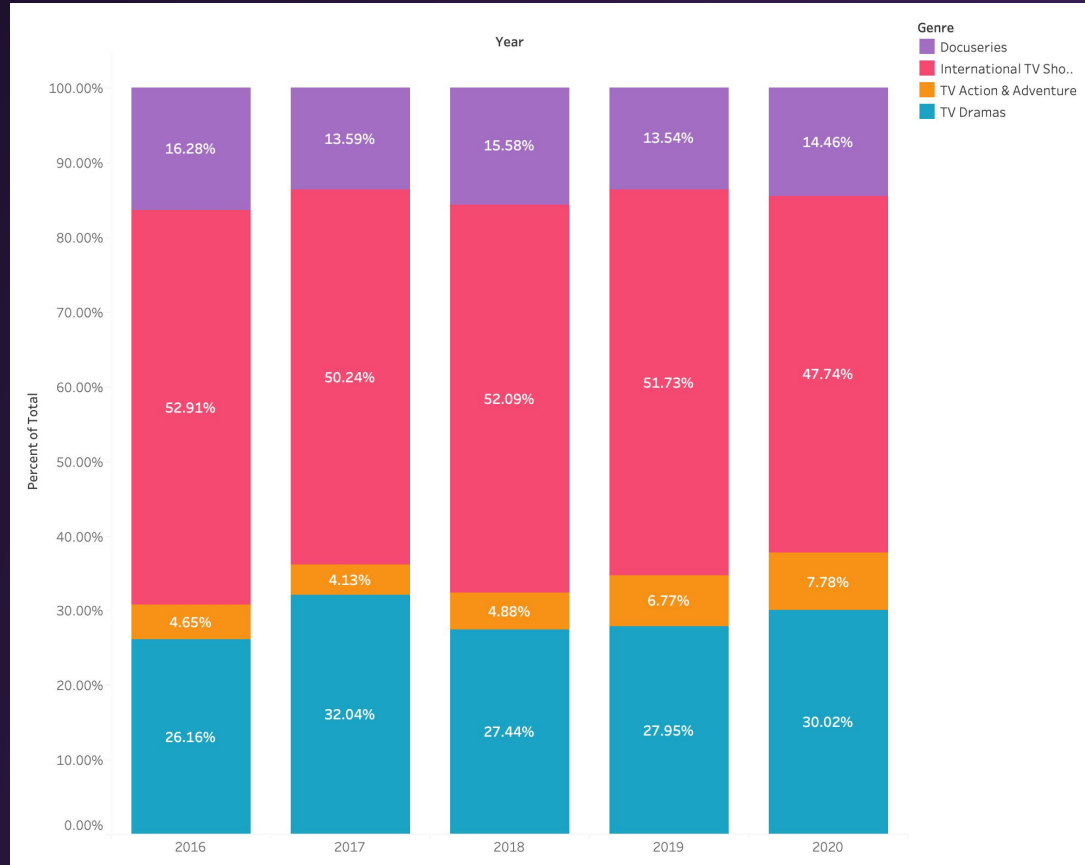
Movies vs. TV Shows



Genre and User Rating



Genre Over Time



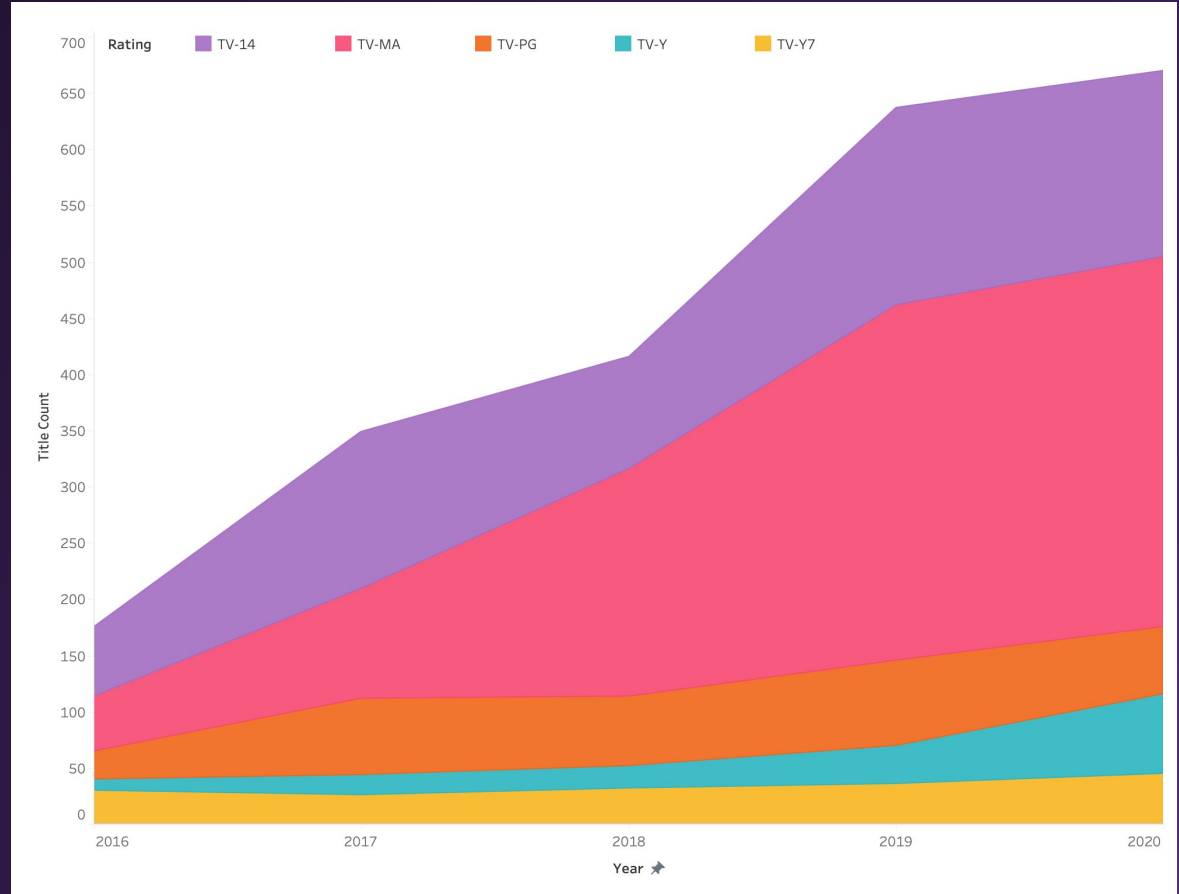
1.4

seasons
Avg duration for
International TV
Shows

1.8

seasons
Avg duration for
TV Dramas

Maturity Rating and Duration



A world map with a dark blue background. The landmasses are colored in shades of orange and red. India is highlighted in a bright red color. A white location pin icon is placed over India, surrounded by a white circular outline. The text '2. Country - Specific Recommendation' is written in white, bold, sans-serif font on the left side of the map.

2. Country - Specific Recommendation

India

In the context of India, I recommend that we focus on producing Comedy or Drama Indian movies with an adult maturity rating in Hindi.

Revenue

Market Potential

1.1 billion unconnected users¹

Existing User Base

330 million users²

Competition

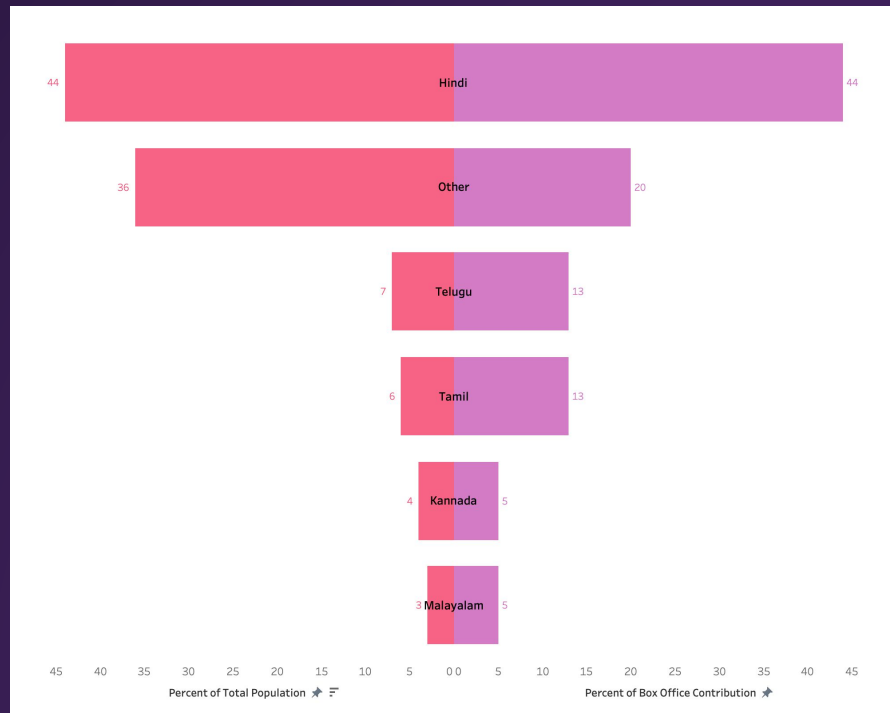
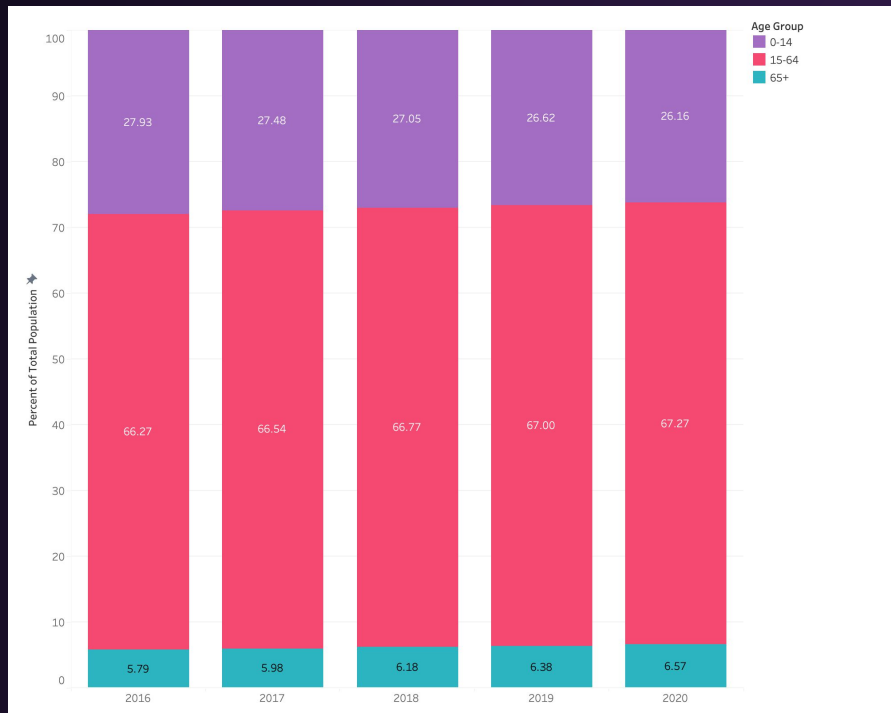
India Demographics

1.4

Broadband subscriptions
per 100 people³

84

Mobile subscriptions per
100 people³



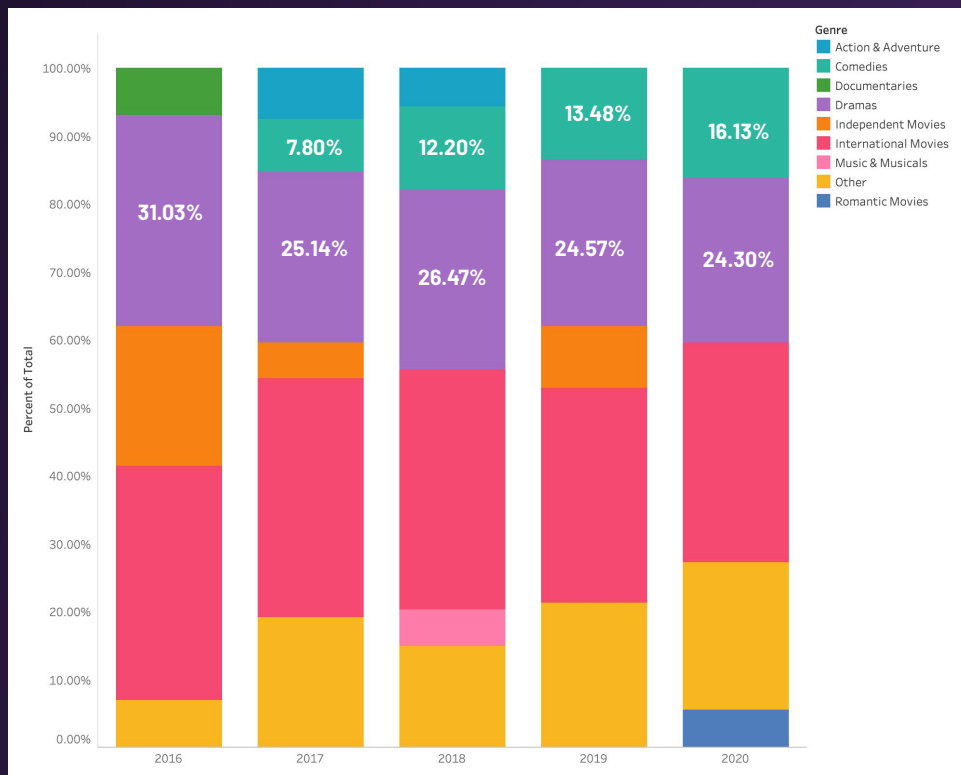
Genre

915

Movies

75

TV Shows



Summary

- **Overall Recommendation:**

- TV Dramas or Docuseries rated TV-MA or TV-14 with 1-2 seasons in length

- **India-Specific Recommendation:**

- Comedy or Drama Indian movies with an adult maturity rating in Hindi
- Prioritize adult content and cross-cultural reusability
- Cater content to mobile devices



Thank you!

Sources



1. **Data Reportal:** <https://datareportal.com/reports/digital-2021-april-global-statshot>
2. **Statista:** <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/#:~:text=There%20are%20over%20340%20million,terms%20of%20Facebook%20audience%20size>.
3. **WorldBank:** <https://data.worldbank.org/indicator/IT.CEL.SETS?end=2018&locations=IN&start=1990&view=char>
4. **Statista:** <https://www.statista.com/statistics/499844/netflix-markets-penetration/>
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9. **Goldman Sachs:** https://www.gsam.com/content/dam/gsam/pdfs/common/en/public/articles/2021/EM_Viewpoints_Feb21.pdf?sa=n&rd=n