STREAM VISION

Content Catalogue Overview
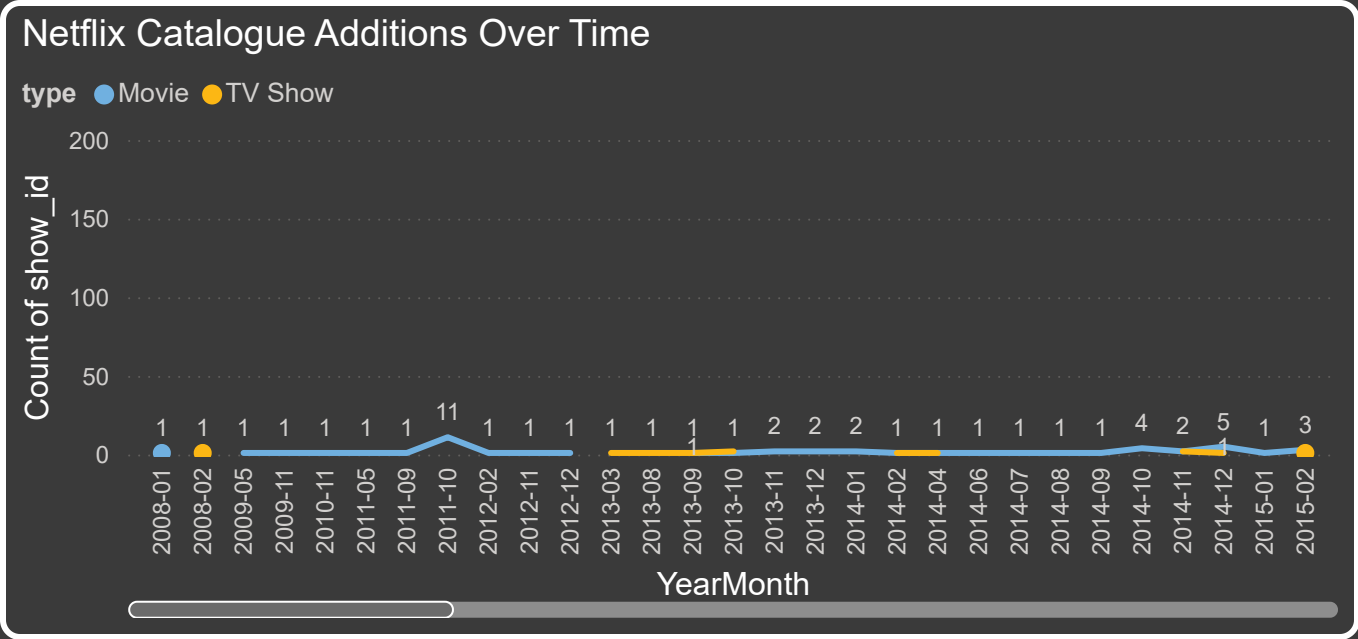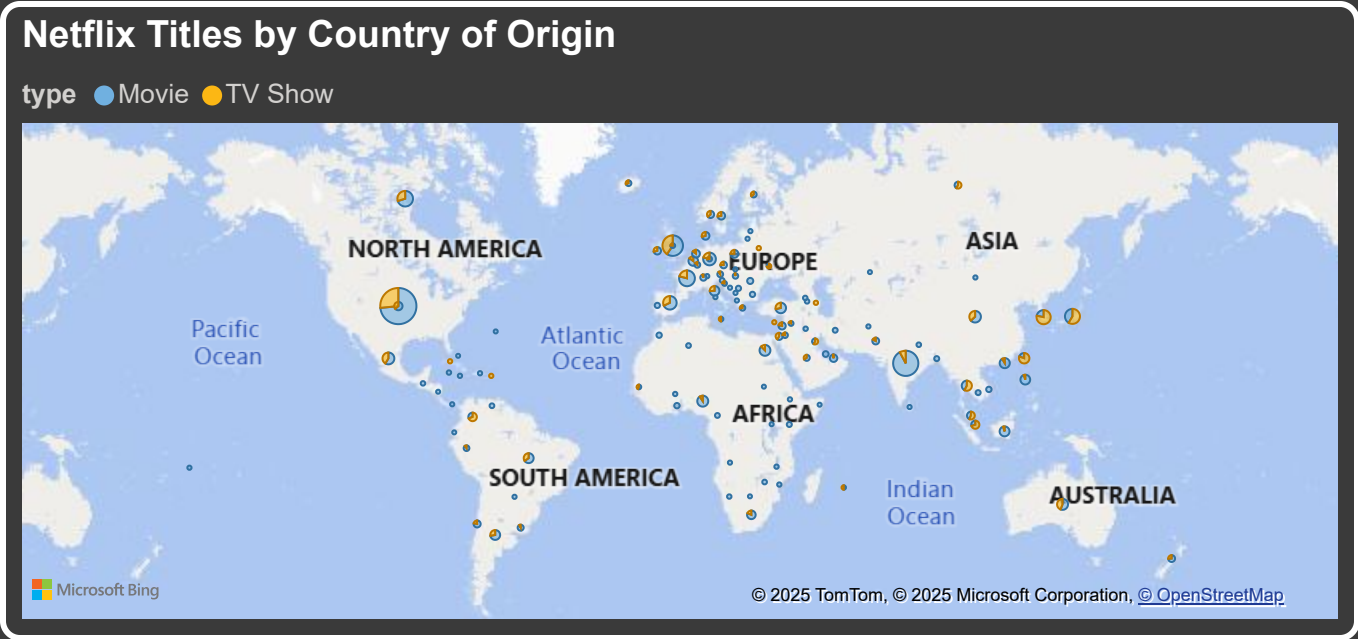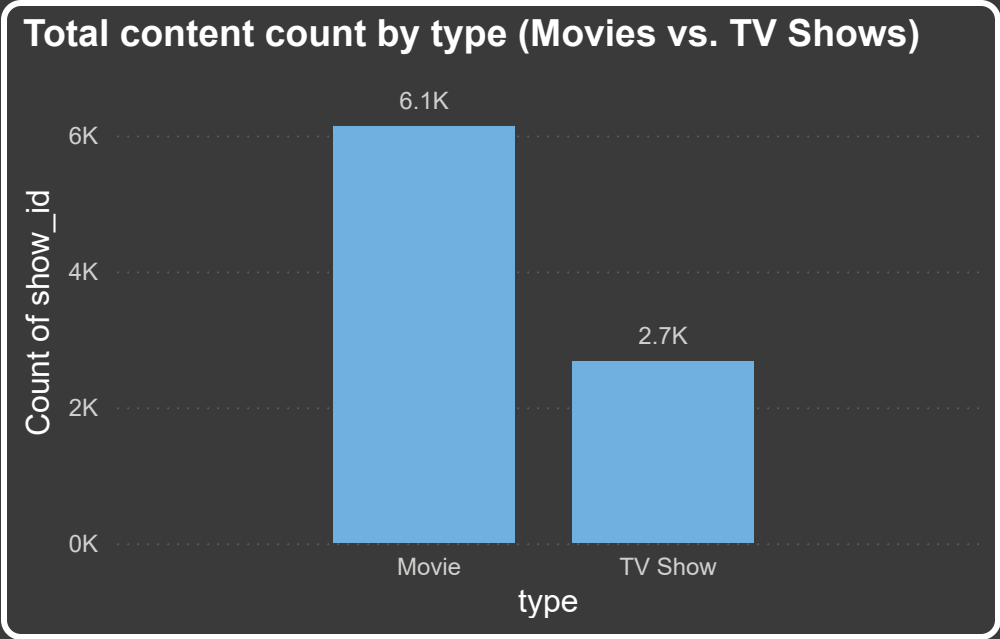
8807
Count of show id

Netflix Titles by Country of Origin

type ● Movie ● TV Show

NORTH AMERICA
EUROPE
ASIA
Pacific Ocean
Atlantic Ocean
AFRICA
Indian Ocean
AUSTRALIA
SOUTH AMERICA

Microsoft Bing
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Total content count by type (Movies vs. TV Shows)

6.1K

2.7K

Count of show_id
6K
4K
2K
0K

Movie   TV Show
type

Netflix Catalogue Additions Over Time

type ● Movie ● TV Show

Count of show_id
200
150
100
50
0

1 1 1 1 1 1 1 11 1 1 1 1 1 1 2 2 1 1 1 1 1 4 2 5 1 3

2008-01
2008-02
2009-05
2009-11
2010-11
2011-05
2011-09
2011-10
2012-02
2012-11
2012-12
2013-03
2013-08
2013-09
2013-10
2013-11
2013-12
2014-01
2014-02
2014-04
2014-06
2014-07
2014-08
2014-09
2014-10
2014-11
2014-12
2015-01
2015-02

YearMonth
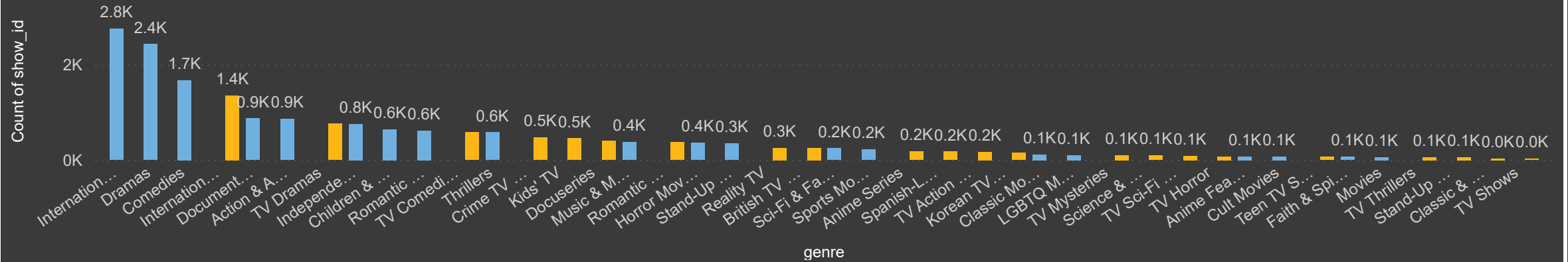
Count of show_id by genre and type

type ● Movie ● TV Show

Count of show_id by rating

rating
- ● TV-MA
- ● TV-14
- ● TV-PG
- ● R
- ● PG-13
- ● TV-Y7
- ● TV-Y
- ● PG
- ● TV-G
- ● NR
- ● G
- ● unrated

3.21K (36.41%)
0.22K (2.5%)
0.31K (3.49%)
0.33K (3.7…)
0.49K (5.56%)
0.8K (9.07%)
0.86K (9.8%)
2.16K (24.53%)
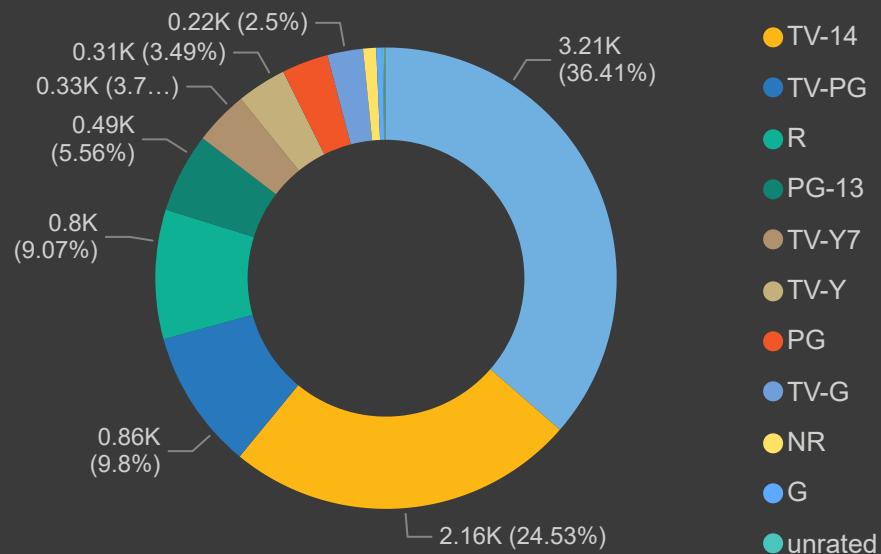
Average of DurationNumber by type

103.85
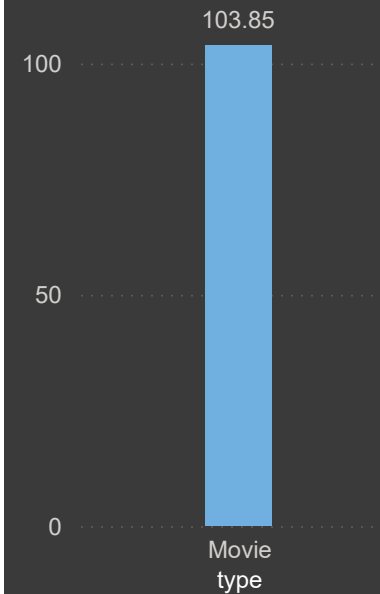
Movie type

Average of SeasonsNumber by type

1.76

TV Show type
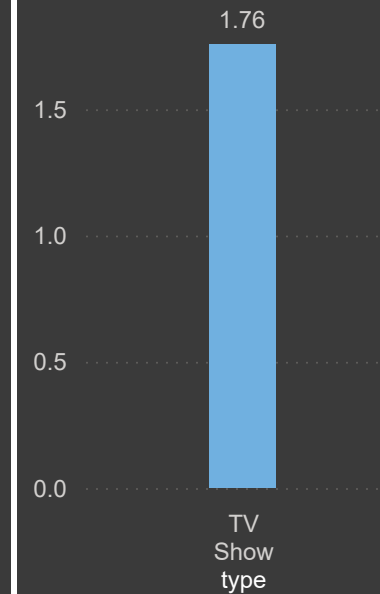
type ⌄
☐ Movie
☐ TV Show

Geographic Content Analysis

Timeline of Content Additions by Region

Region ⬤Africa ⬤Asia ⬤Europe ⬤North America ⬤Oceania ⬤Other ⬤South America

type
- ☐ Movie
- ☐ TV Show

Region
All

Content by Country of Origin

Microsoft Bing
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Regional Distribution
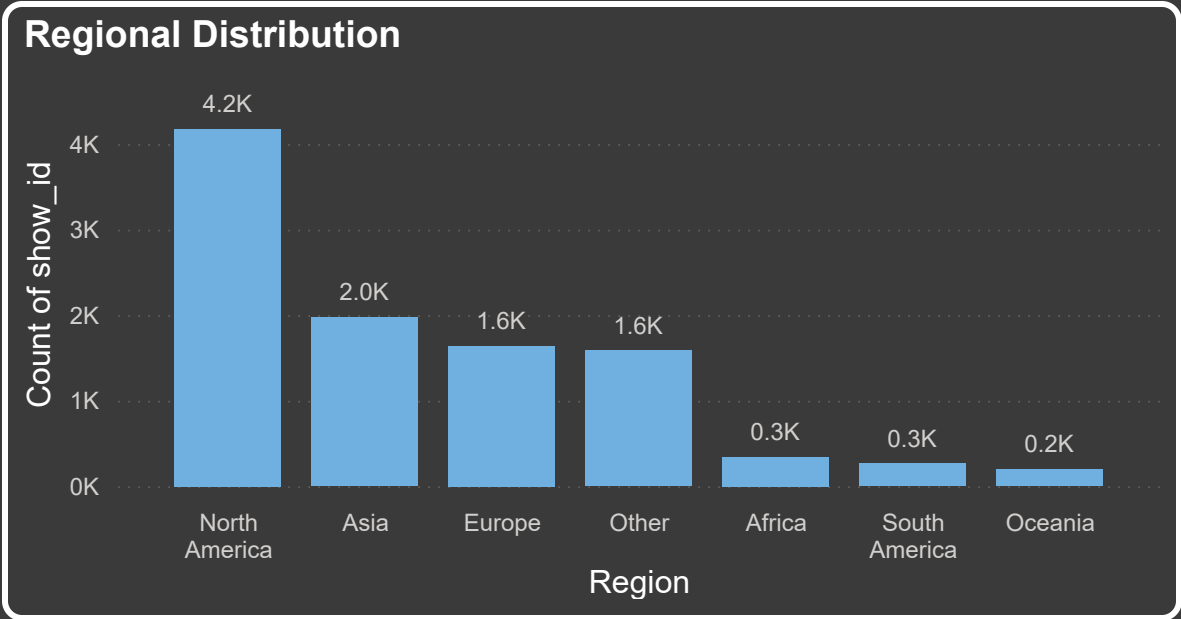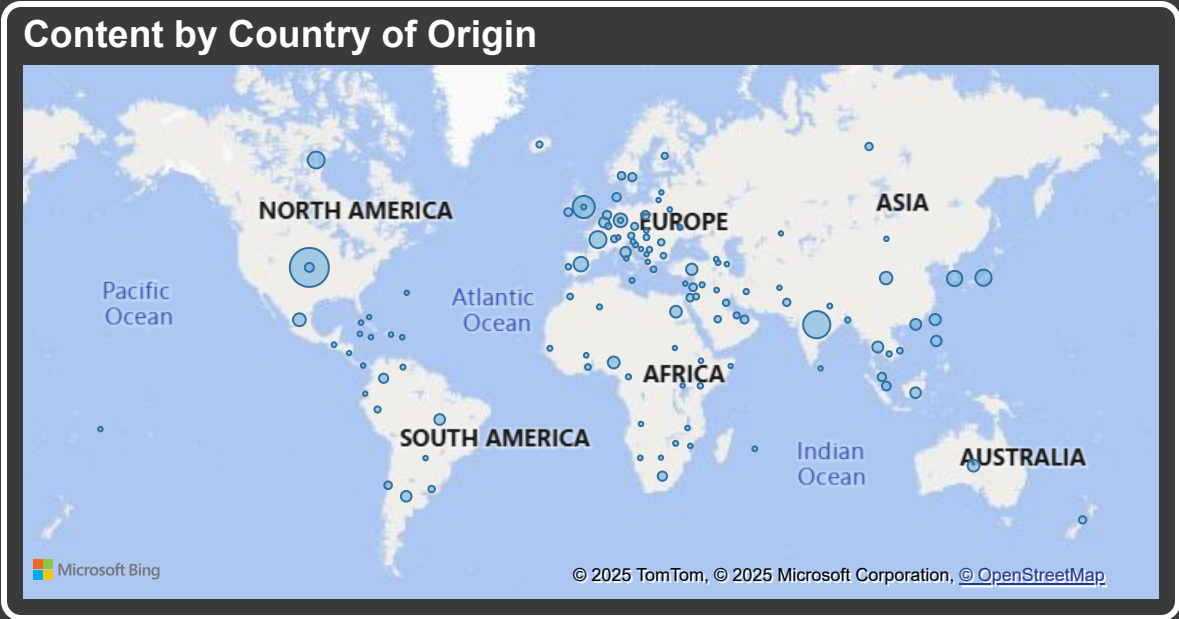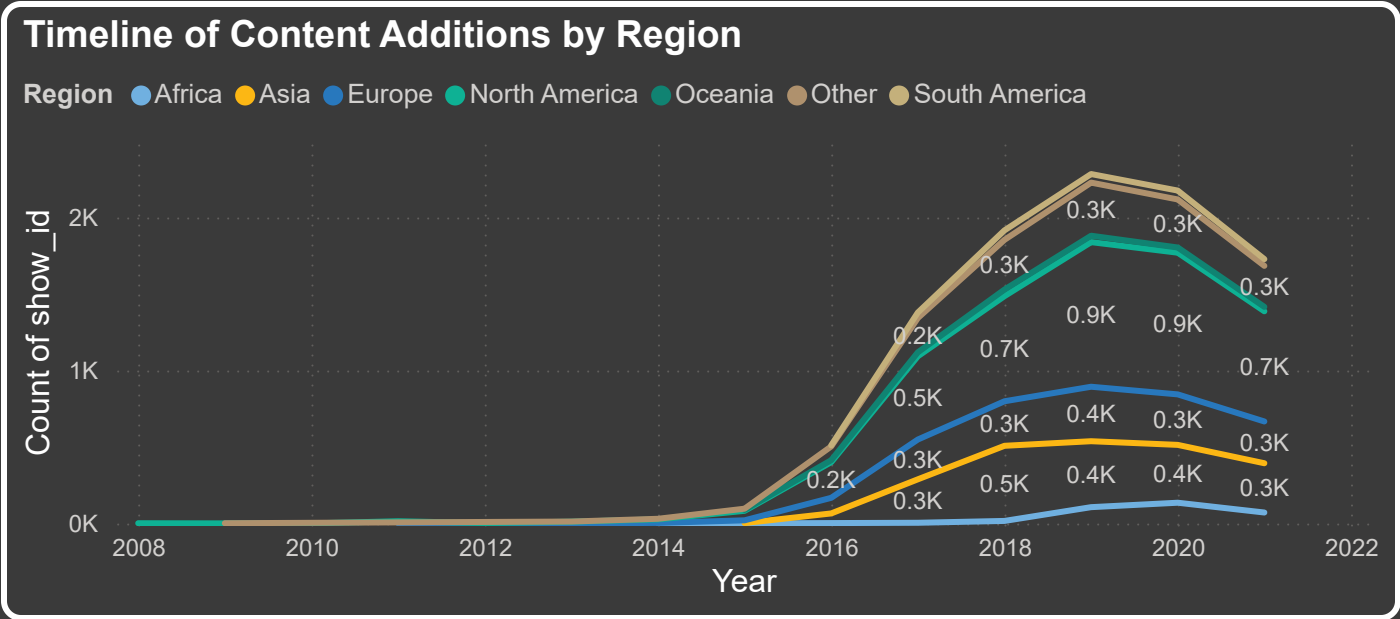
total content each country contributes

Country_cleaned

- United States
- India
- United Kingdom
- Canada
- France
- Japan
- South Korea
- Spain
- Germany
- Mexico
- China
- Australia
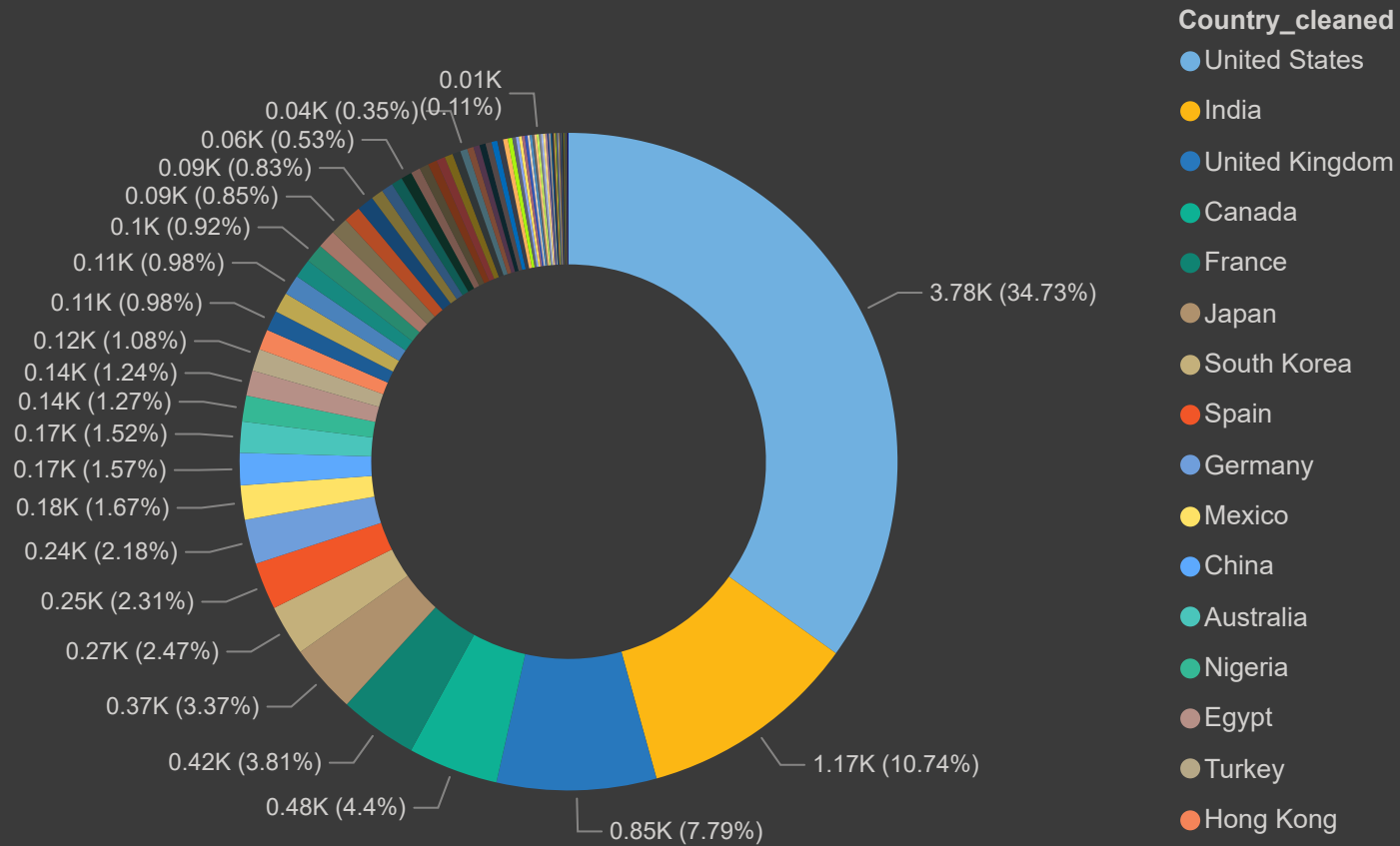- Nigeria
- Egypt
- Turkey
- Hong Kong

3.78K (34.73%)
1.17K (10.74%)
0.85K (7.79%)
0.48K (4.4%)
0.42K (3.81%)
0.37K (3.37%)
0.27K (2.47%)
0.25K (2.31%)
0.24K (2.18%)
0.18K (1.67%)
0.17K (1.57%)
0.17K (1.52%)
0.14K (1.27%)
0.14K (1.24%)
0.12K (1.08%)
0.11K (0.98%)
0.11K (0.98%)
0.1K (0.92%)
0.09K (0.85%)
0.09K (0.83%)
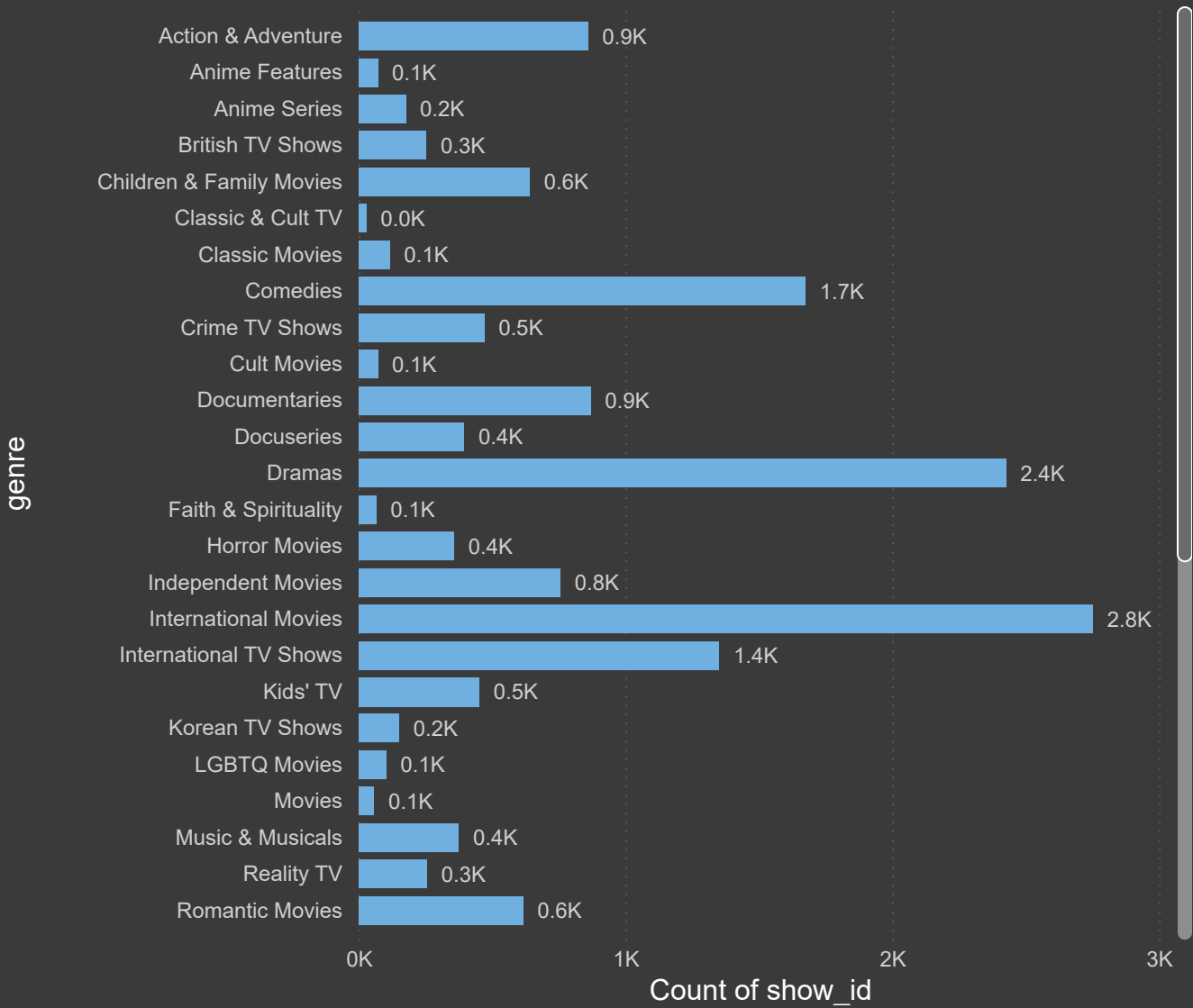0.06K (0.53%)
0.04K (0.35%)
0.01K (0.11%)
0.01K

type
- Movie
- TV Show

Content Characteristics Deep Dive

Genre Distribution

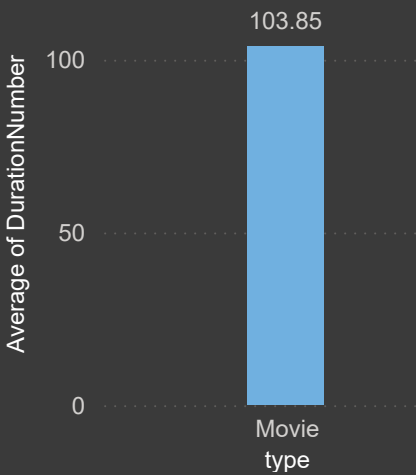| Genre	Count of show_id
Action & Adventure	0.9K
Anime Features	0.1K
Anime Series	0.2K
British TV Shows	0.3K
Children & Family Movies	0.6K
Classic & Cult TV	0.0K
Classic Movies	0.1K
Comedies	1.7K
Crime TV Shows	0.5K
Cult Movies	0.1K
Documentaries	0.9K
Docuseries	0.4K
Dramas	2.4K
Faith & Spirituality	0.1K
Horror Movies	0.4K
Independent Movies	0.8K
International Movies	2.8K
International TV Shows	1.4K
Kids' TV	0.5K
Korean TV Shows	0.2K
LGBTQ Movies	0.1K
Movies	0.1K
Music & Musicals	0.4K
Reality TV	0.3K
Romantic Movies	0.6K

Distribution of Netflix Titles by Audience Rating

rating:
- TV-MA
- TV-14
- TV-PG
- R
- PG-13
- TV-Y7
- TV-Y
- PG
- TV-G
- NR
- G

- 3.21K (36.41%) — TV-MA
- 2.16K (24.53%) — TV-14
- 0.86K (9.8%)
- 0.8K (9.07%)
- 0.49K (5.56%)
- 0.33K (3.79%)
- 0.31K (3.49%)
- 0.29K (3.26%)

Avg TV Show Length

Average of SeasonsNumber: 1.76 — TV Show type

Avg Movie Length

Average of DurationNumber: 103.85 — Movie type
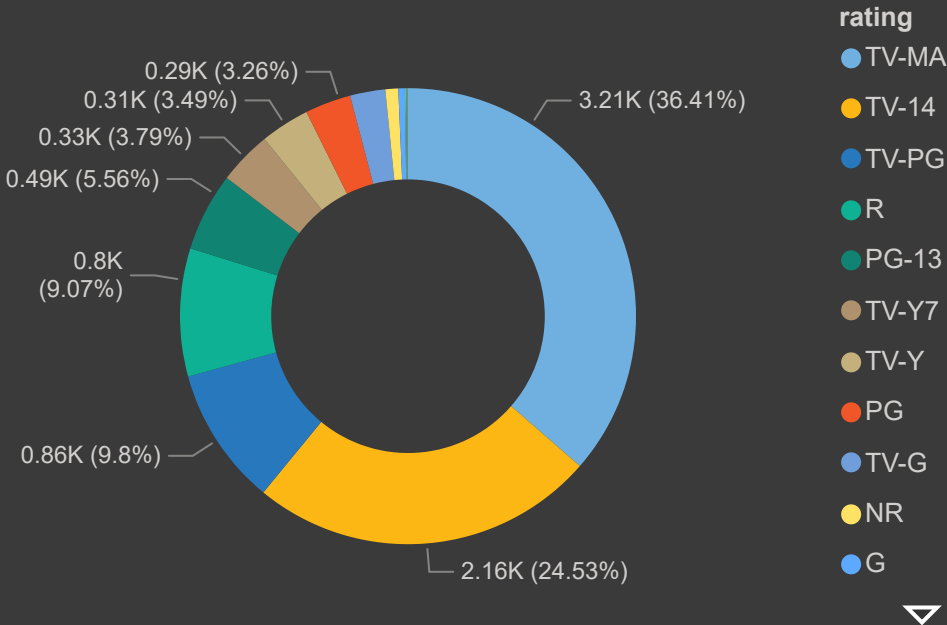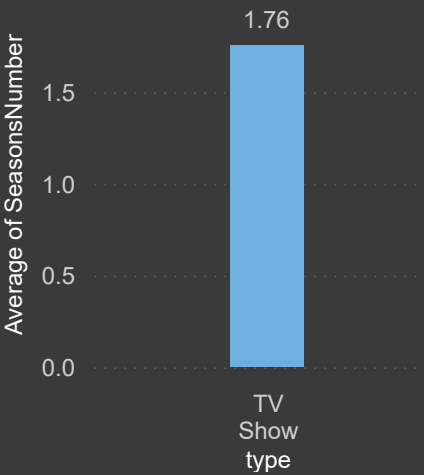
Netflix's content acquisition strategy
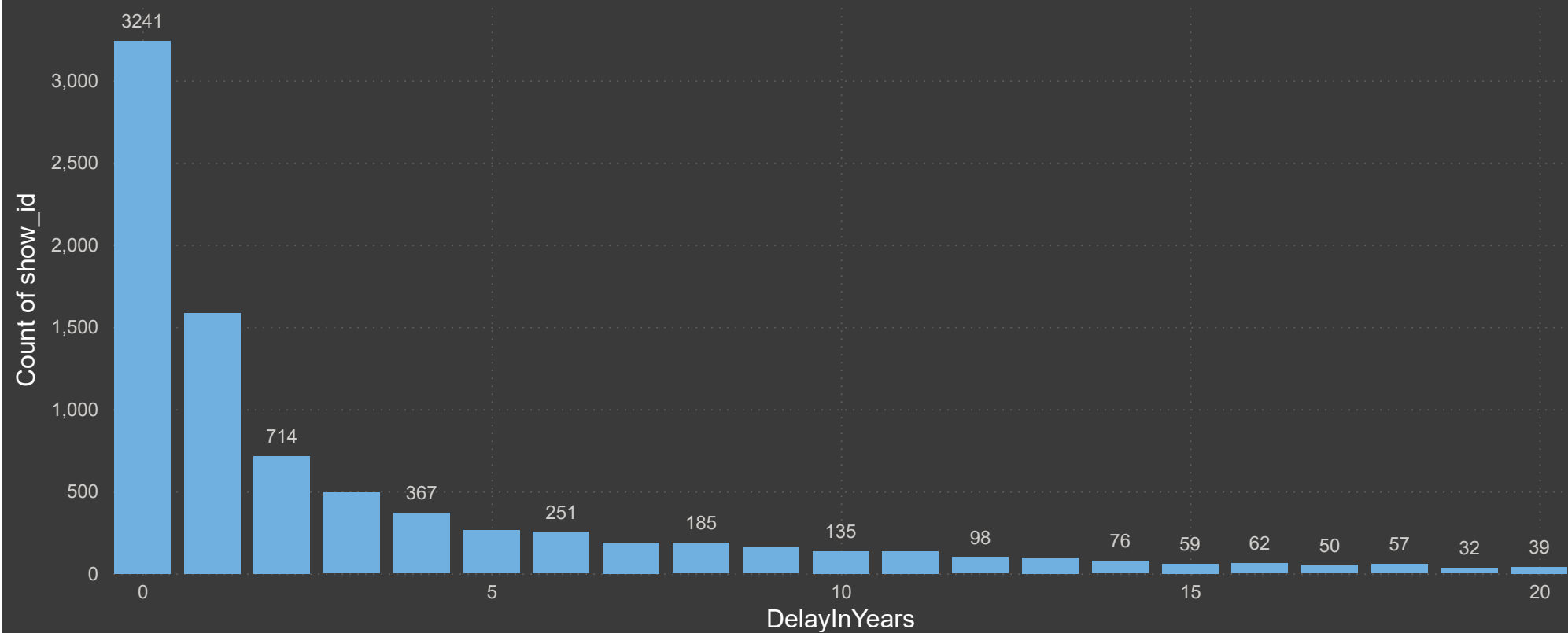
Netflix's content addition trend over time

Count of show_id (y-axis): 2,000 / 1,500 / 1,000 / 500 / 0

Values by year: 2, 2, 1, 13, 3, 11, 24, 82, 429, 1188, 1649, 2016, 1879, 1498

Year (x-axis): 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022
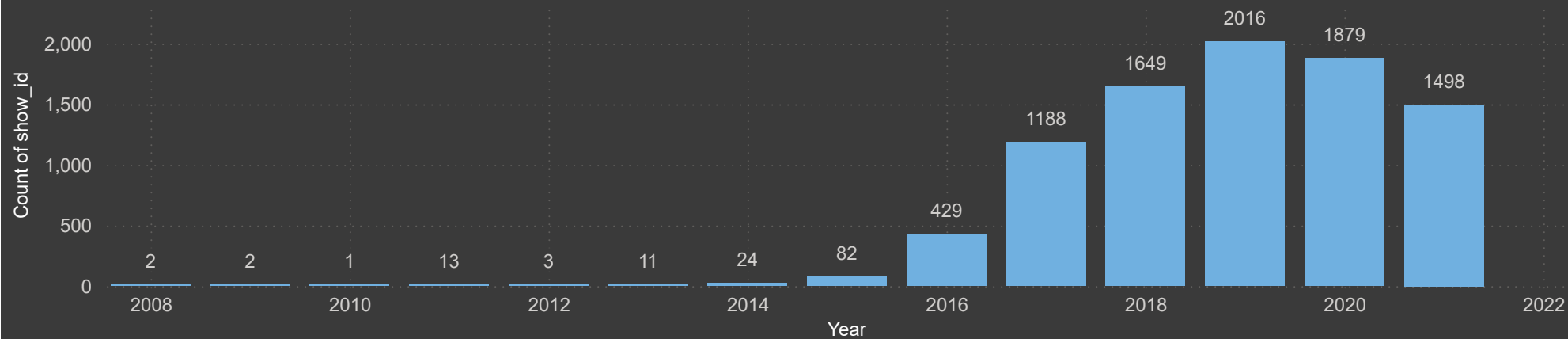
Content Age at Time of Netflix Addition

Count of show_id (y-axis): 3K / 2K / 1K / 0K

ContentAge (x-axis): 0, 5, 10, 15, 20, 25, 30
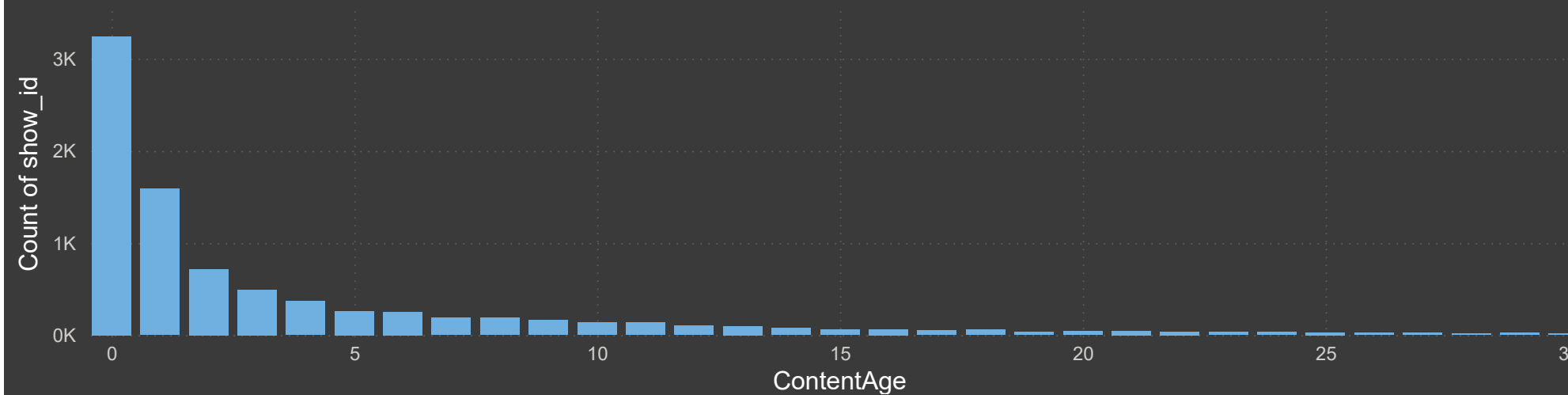
type
☐ Movie
☐ TV Show

Count of show_id by MonthName and type