

**EXPANDING THE ANIME CATALOGUE**

**NETFLIX**

**A PROPOSAL TO CAPITALIZE ON A GROWING MARKET**

***DEMON SLAYER: INFINITY  
TRAIN***

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## ***DEMON SLAYER: INFINITY TRAIN***

- TOP GROSSING FILM OF 2020
- US GROSS: \$20M
- WORLD-WIDE GROSS: \$456M

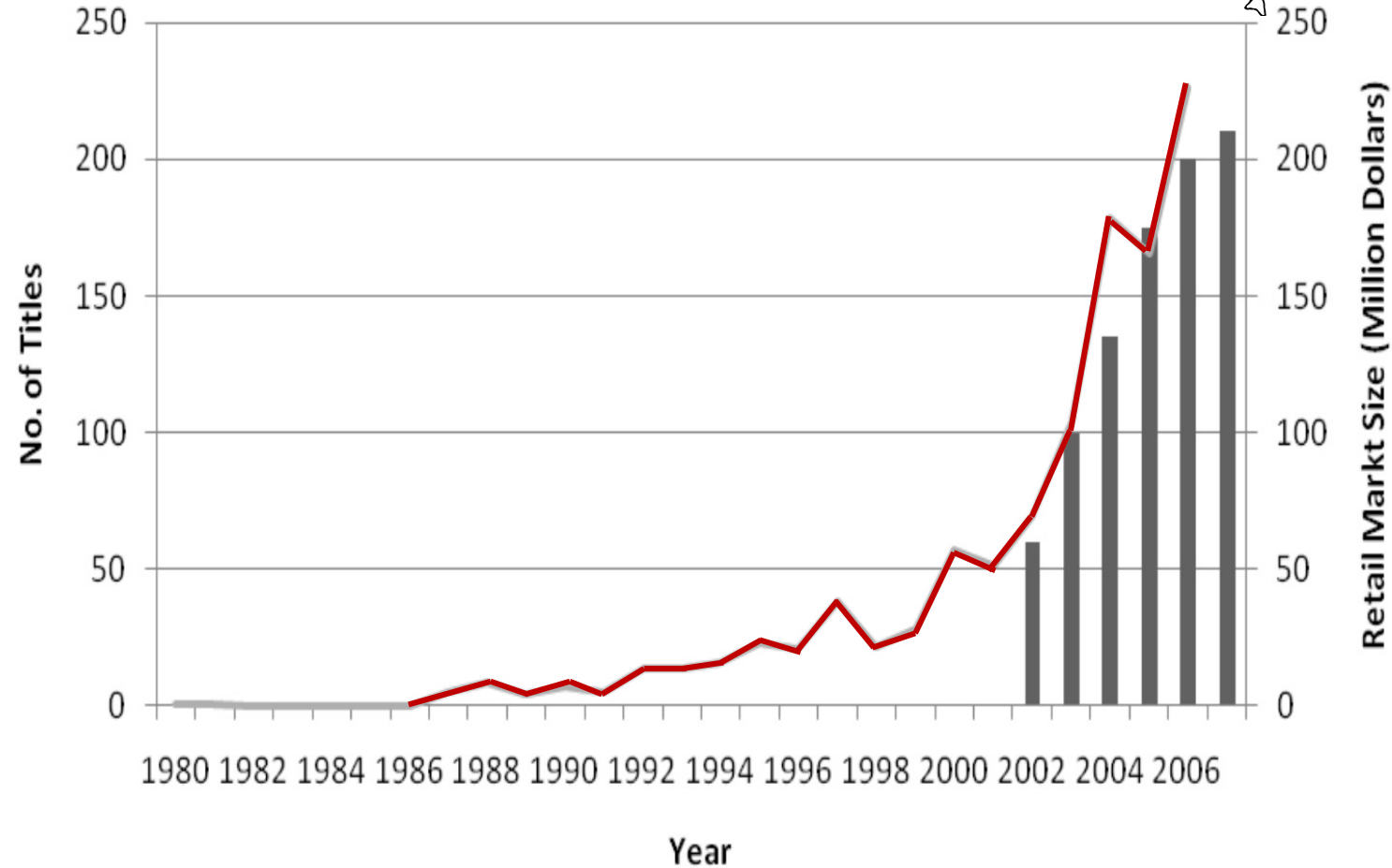




# THE ANIME BUSINESS IS BOOMIN'

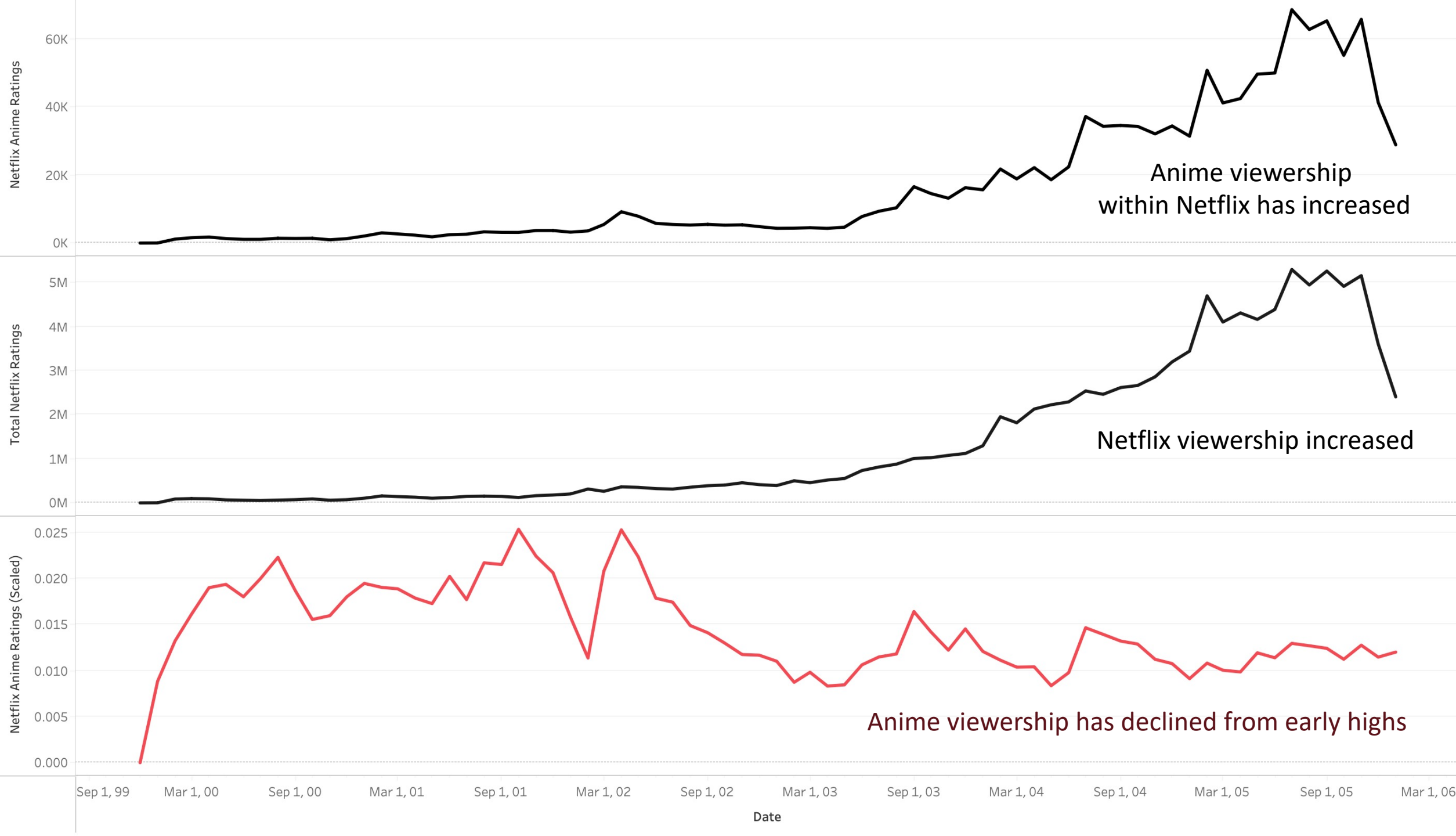


スタジオジブリ作品  
STUDIO GHIBLI

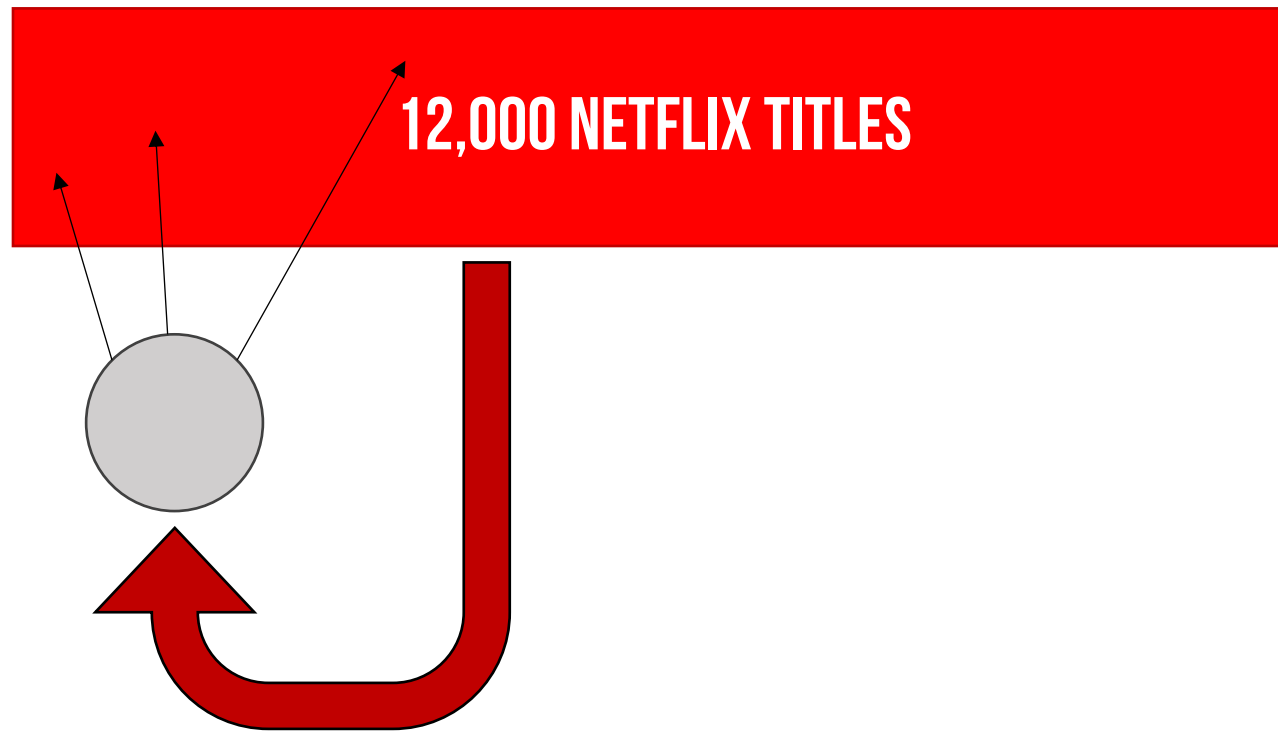


■ Retail Markt Size (Million Dollars)    — No. of Titles

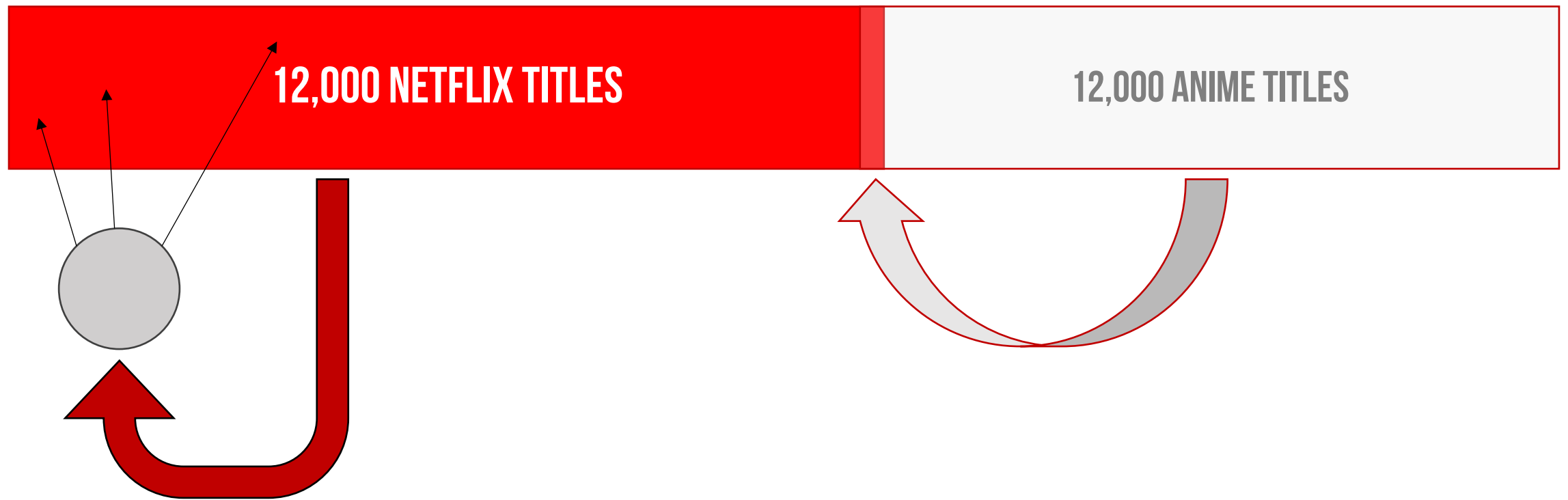




# WITHIN CATALOGUE RECOMMENDATIONS



# OUT OF CATALOGUE RECOMMENDATIONS



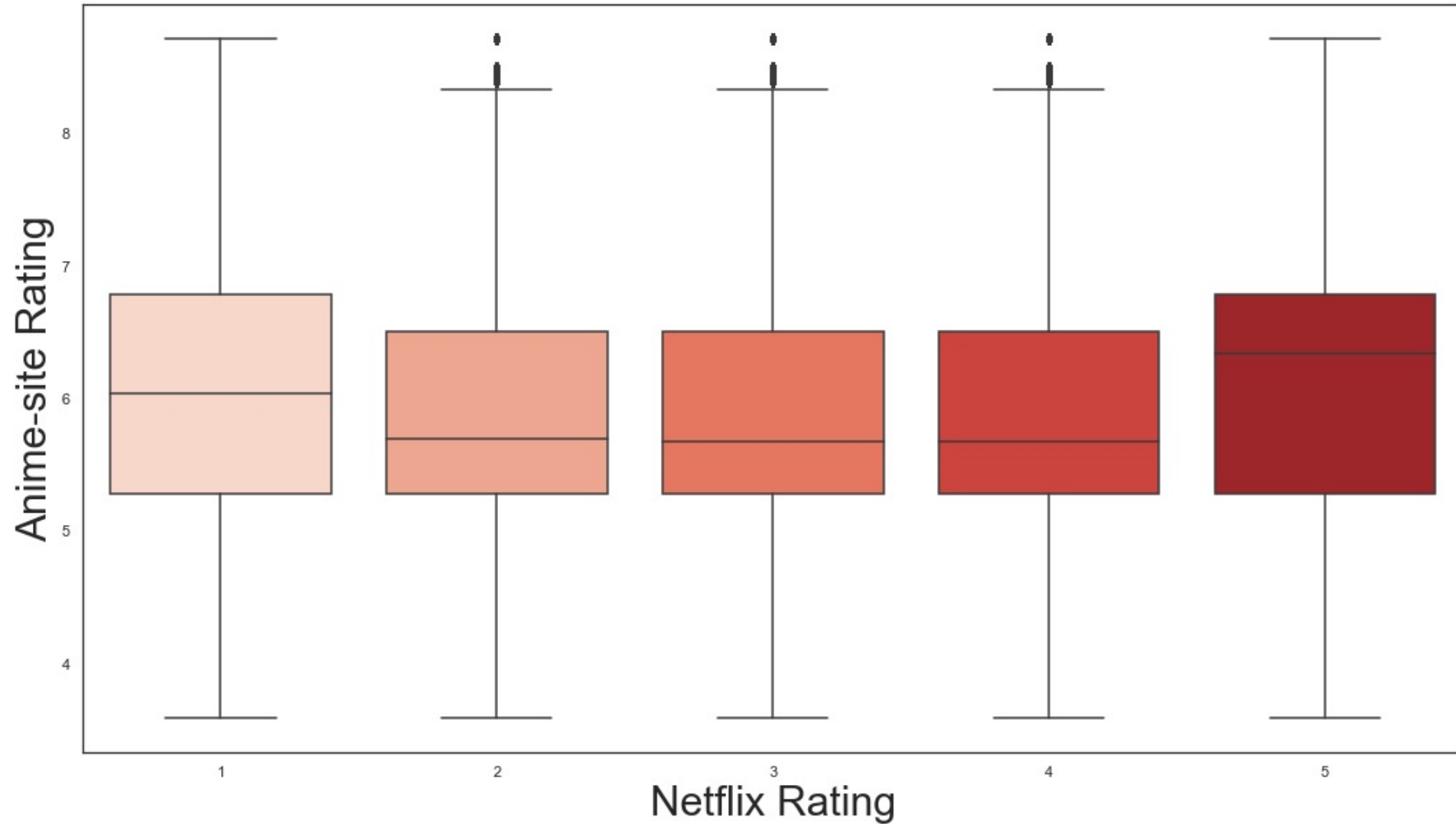
# PROPOSAL:

- **IDENTIFY** SUCCESSFUL ANIME OFFERINGS WITHIN THE NETFLIX CATALOGUE
- **COMBINE** WITH EXTERNAL DATABASES TO **EXTRACT** KEY CHARACTERISTICS
- **BUILD** A CLASSIFICATION MODEL TO CREATE A SET OF DEFINING MEASURES
- **APPLY** THESE MEASURES TO A CONTENT-BASED RECOMMENDER
- **RECOMMEND** OUT-OF-SAMPLE ANIME MOVIES FOR INCLUSION IN NETFLIX

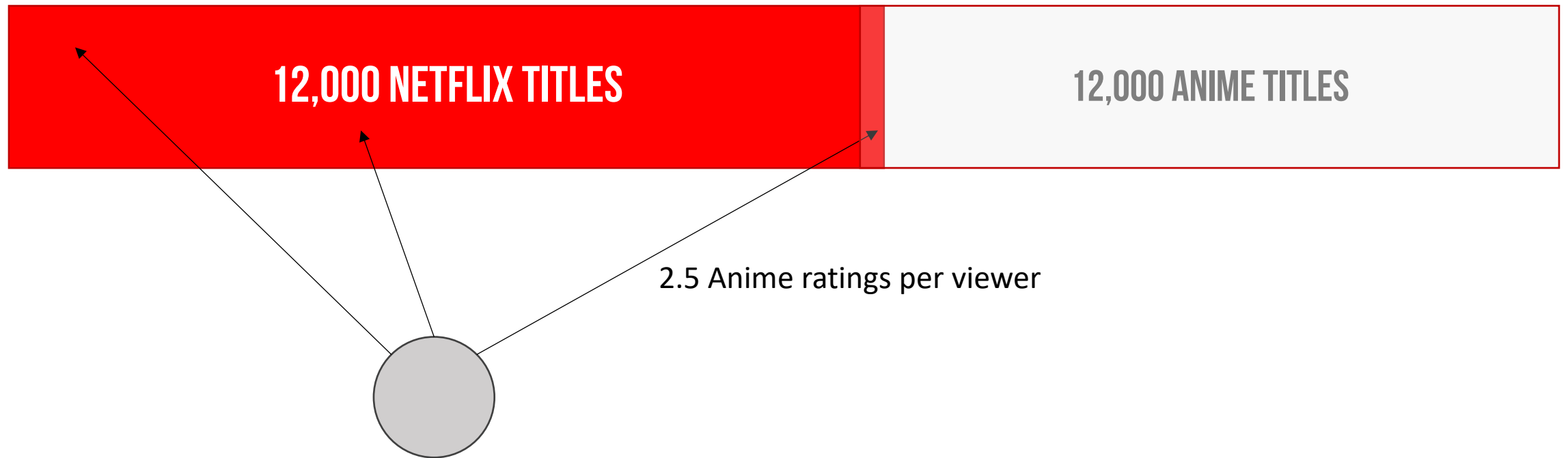
CATALOGUE



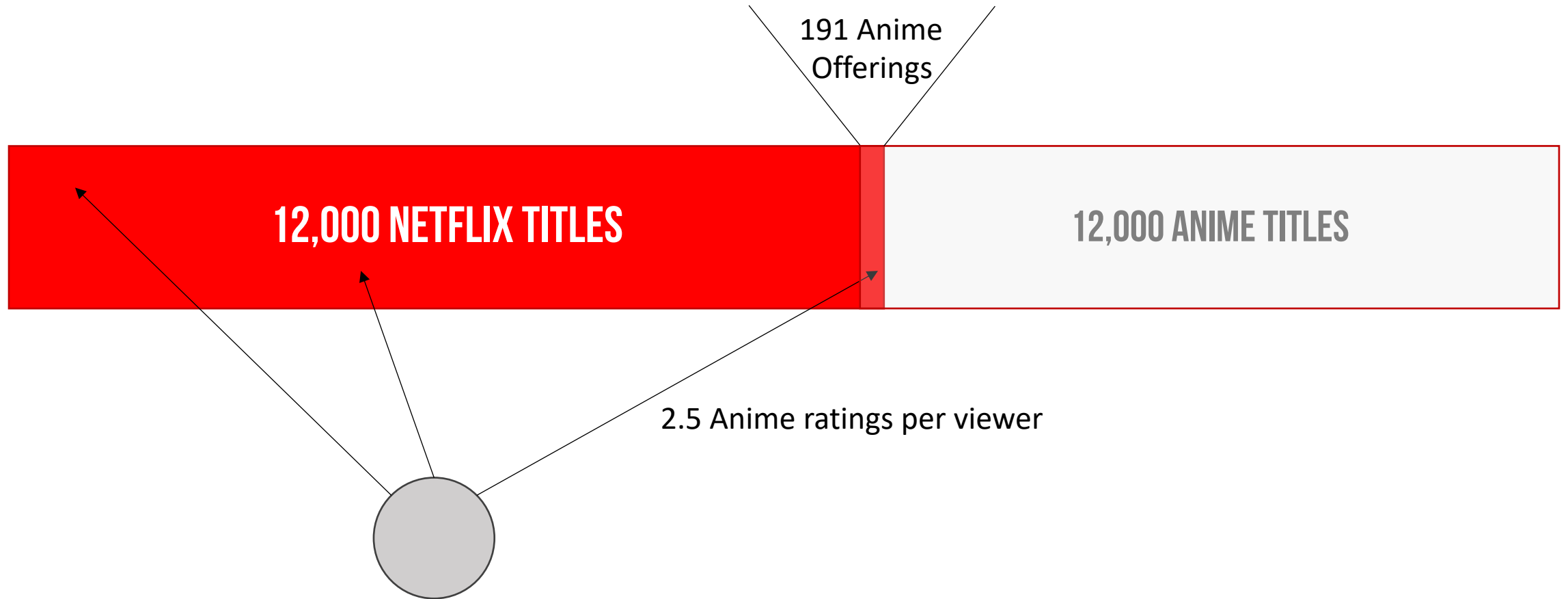
# WHY NOT USE ANIME RATINGS TO EXPAND CATALOGUE?

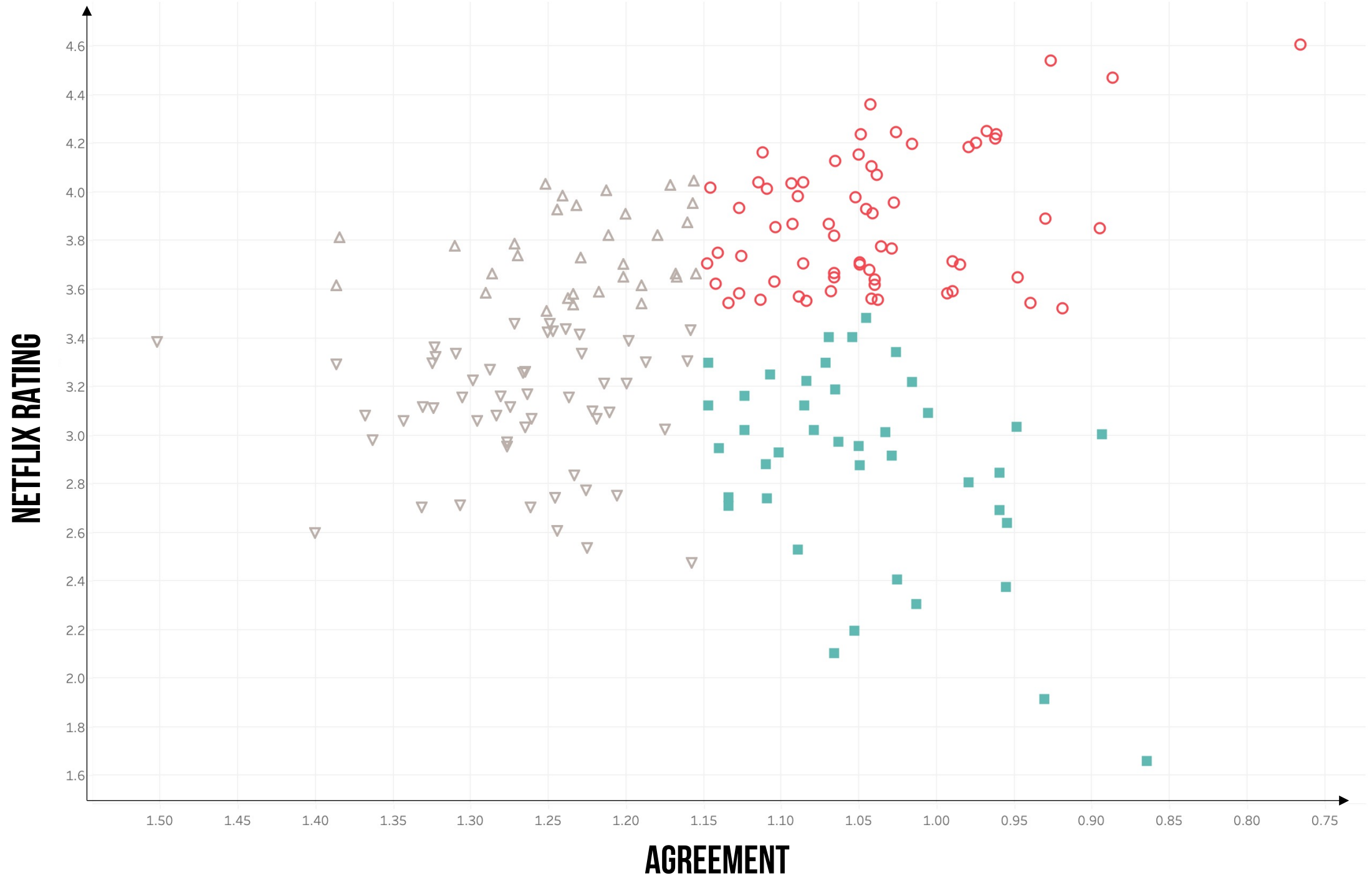


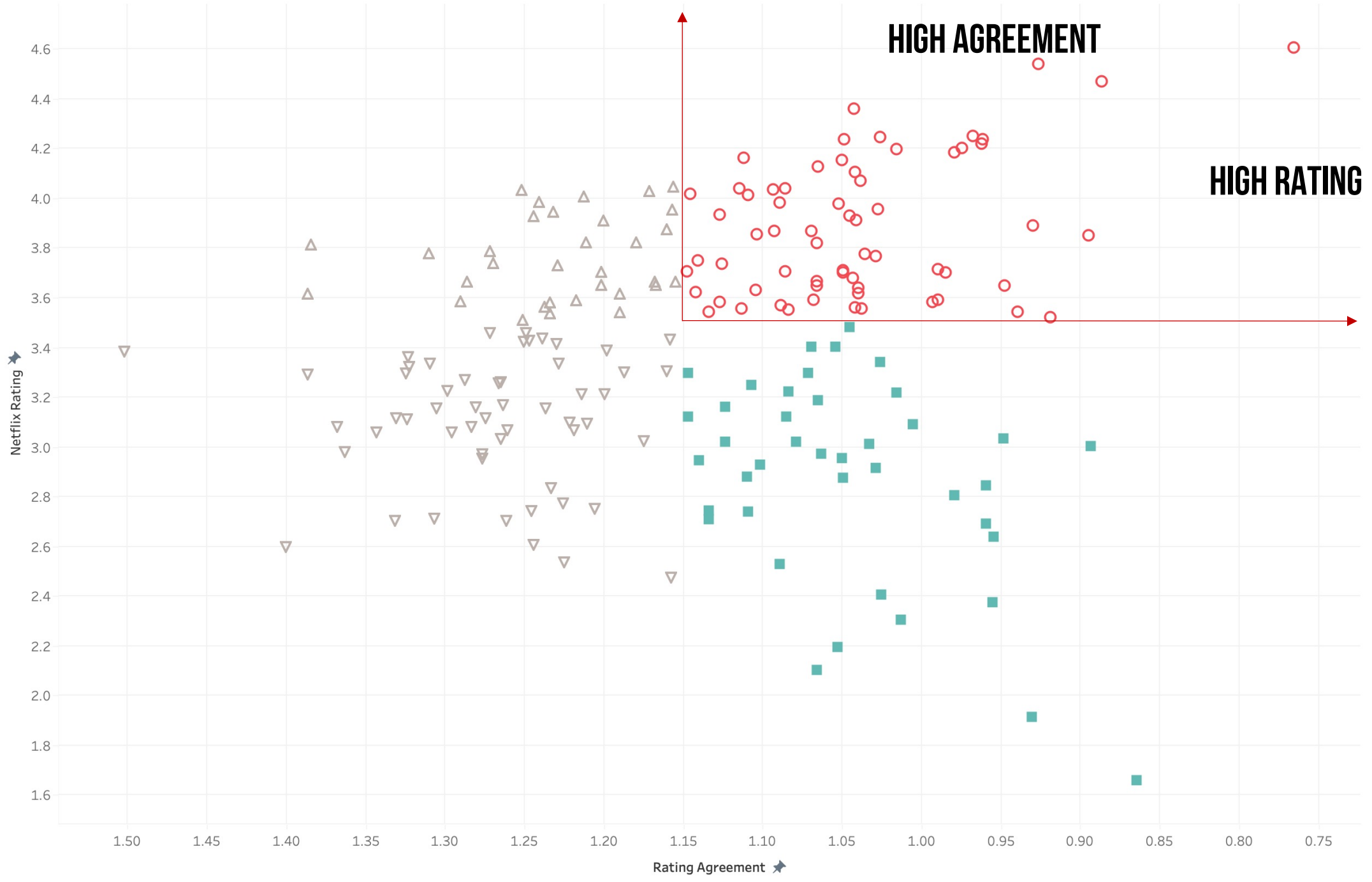
# RATINGS ACROSS VIEWERS

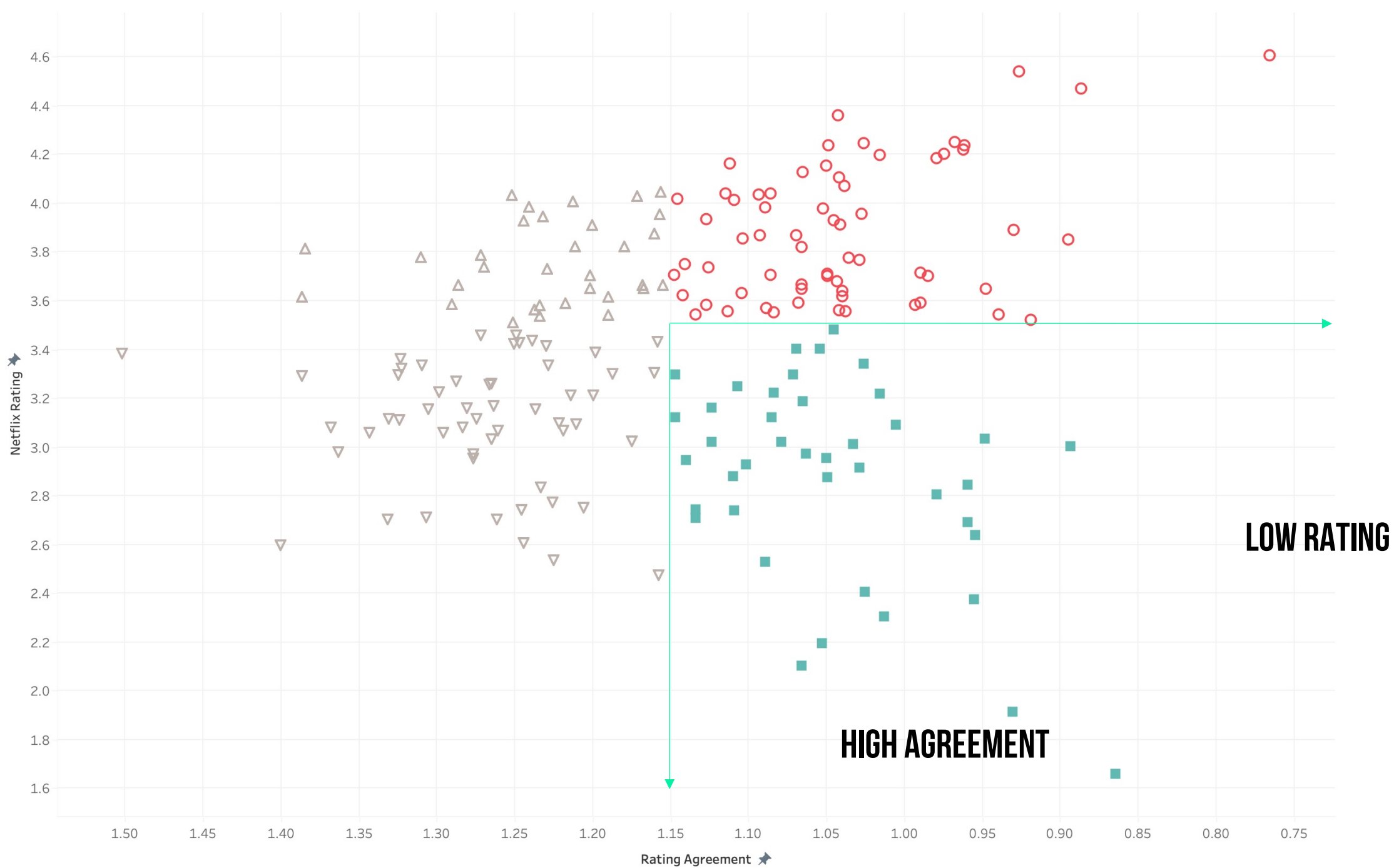


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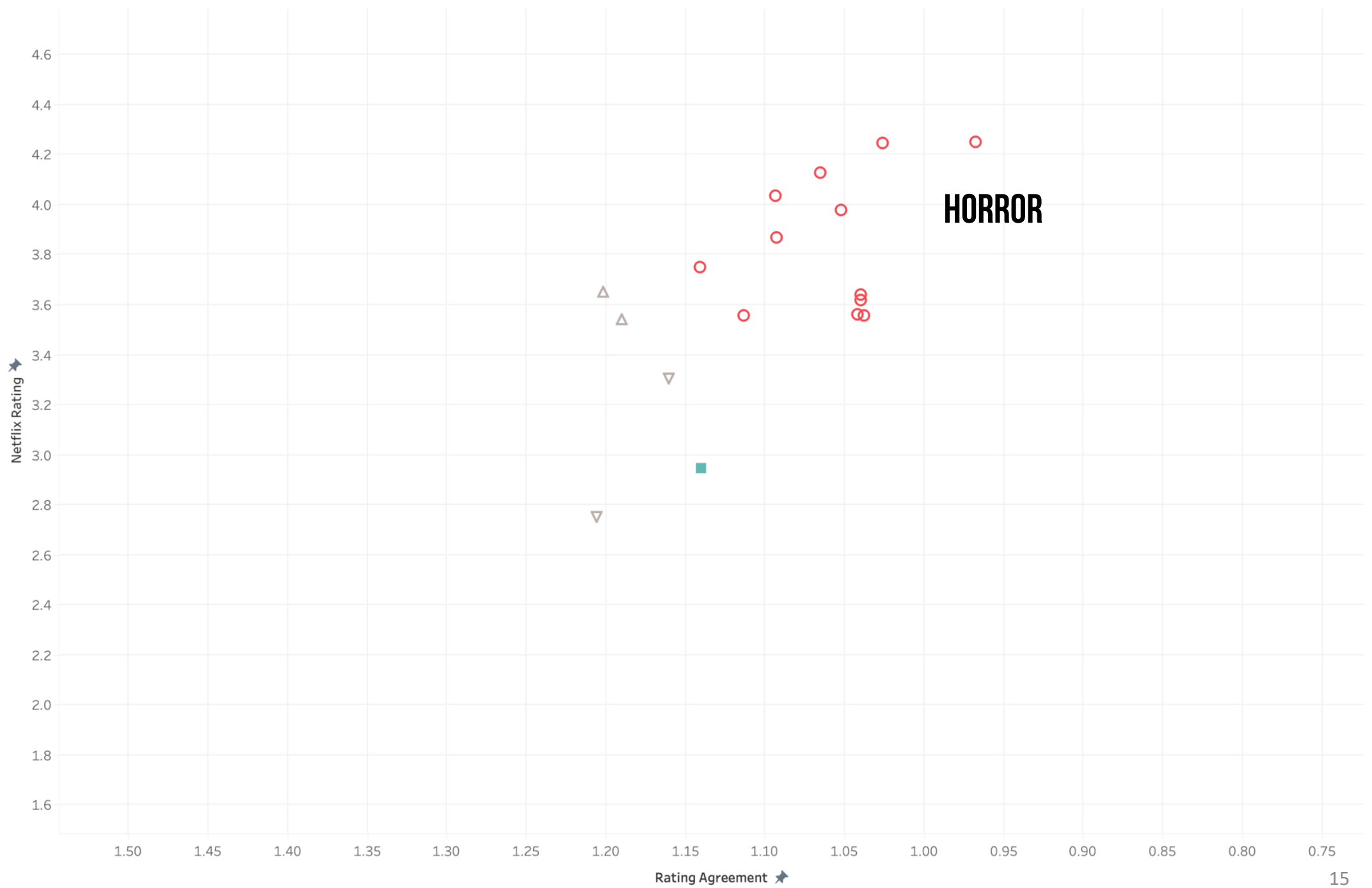


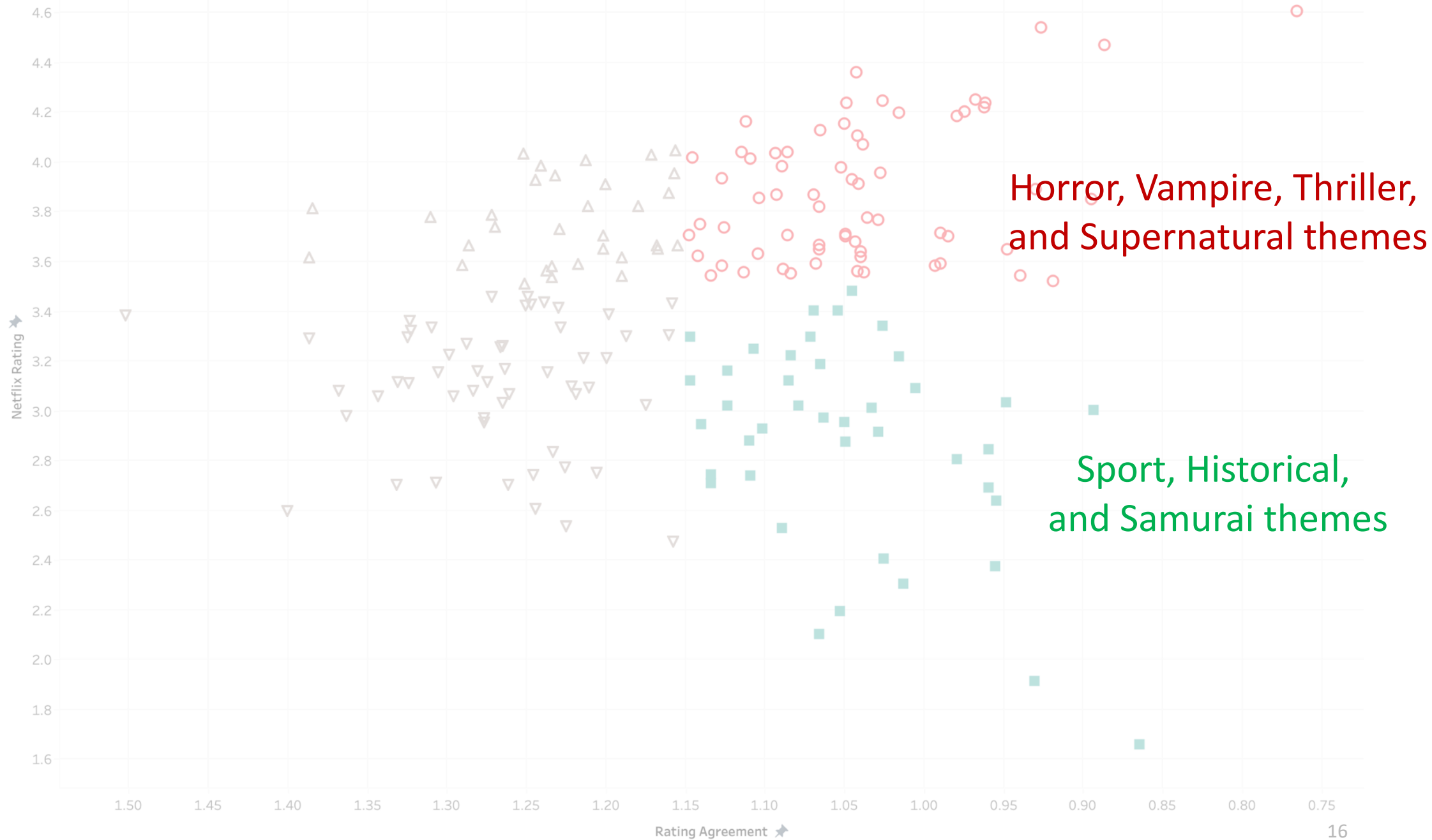














## ANIME SYNOPSIS

- 150-TO-300-WORD NARRATIVE SUMMARIES OF THE MOVIE/SHOW
- DESCRIBES PLOT
- IDENTIFIES MAIN CHARACTERS
- TONE AND TEXT ALIGNS WITH GENRE

### "Fruits Basket"

After the accident in which she lost her mother, 16-year-old Tooru moves in with her grandfather, but due to his home being renovated, is unable to continue living with him. Claiming she will find someone to stay with but also fearing the criticism of her family and not wanting to burden any of her friends, Tooru resorts to secretly living on her own in a tent in the woods

One night on her way back from work, she finds her tent buried underneath a landslide. Yuki Souma, the "prince" of her school, and his cousin Shigure Souma, a famous author, stumble across Tooru's situation and invite her to stay with them until her grandfather's home renovations are complete

Upon arriving at the Souma house, Tooru discovers their secret: if a Souma is hugged by someone of the opposite gender, they temporarily transform into one of the animals of the zodiac!

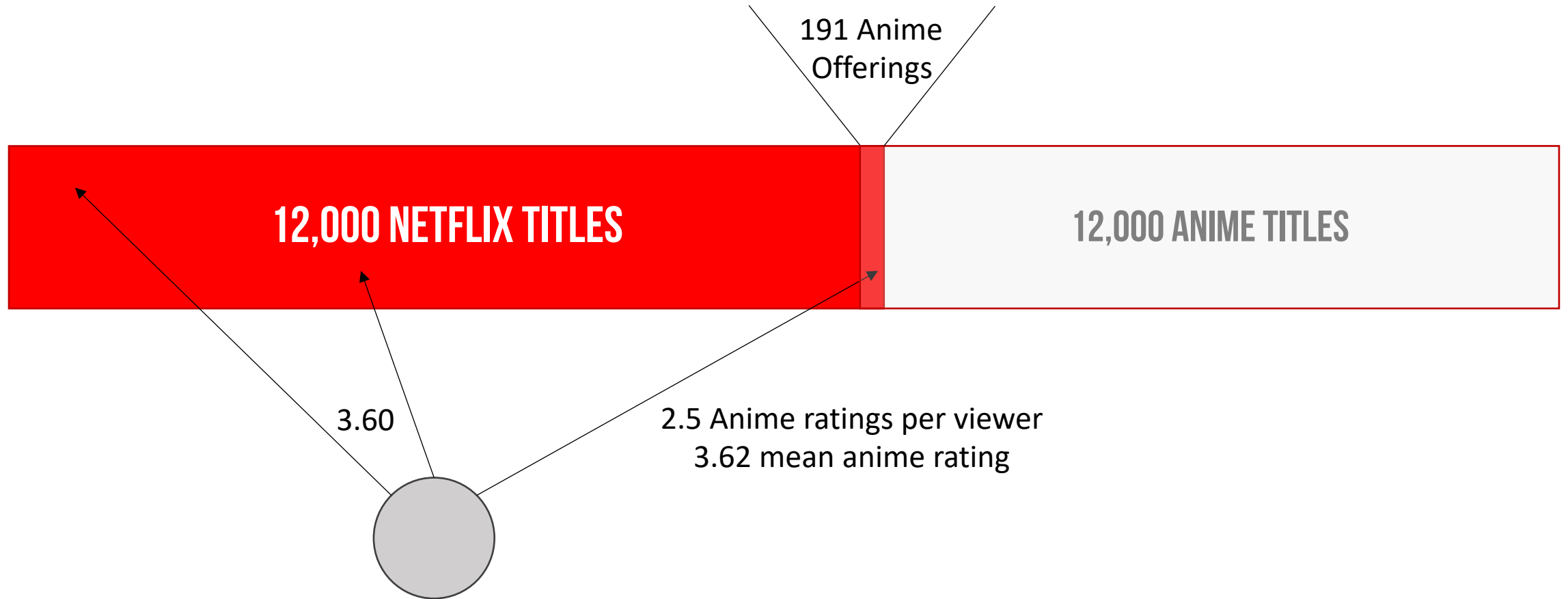
# PROPOSAL:

- **EXPAND** NETFLIX DATA THROUGH 2021
- **IDENTIFY** SUCCESSFUL ANIME OFFERINGS WITHIN THE NETFLIX CATALOGUE
- **COMBINE** WITH EXTERNAL DATABASES TO **EXTRACT** KEY CHARACTERISTICS
- **BUILD** A CLASSIFICATION MODEL TO CREATE A SET OF DEFINING MEASURES
  - INCLUDING SYNOPSIS TOPICS GENERATED VIA CORRELATED TOPIC MODELING
- **APPLY** THESE MEASURES TO A CONTENT-BASED RECOMMENDER
- **RECOMMEND** OUT-OF-SAMPLE ANIME MOVIES FOR INCLUSION IN NETFLIX CATALOGUE
  - **COLLABORATE** WITH FINANCE & PROCUREMENT FOR COST-EFFECTIVE RECOMMENDATIONS

# THANK YOU FOR YOUR TIME

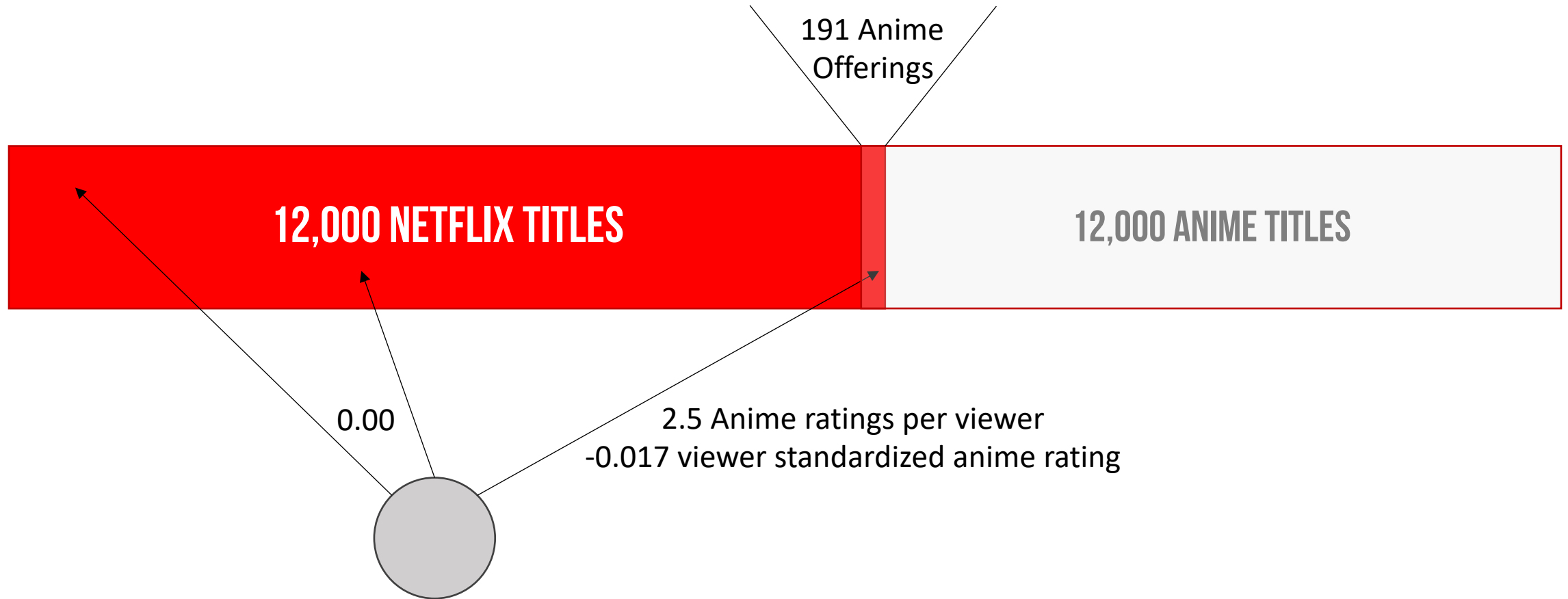
- **QUESTIONS? THOUGHTS?**

# RATINGS ACROSS VIEWERS





# RATINGS ACROSS VIEWERS



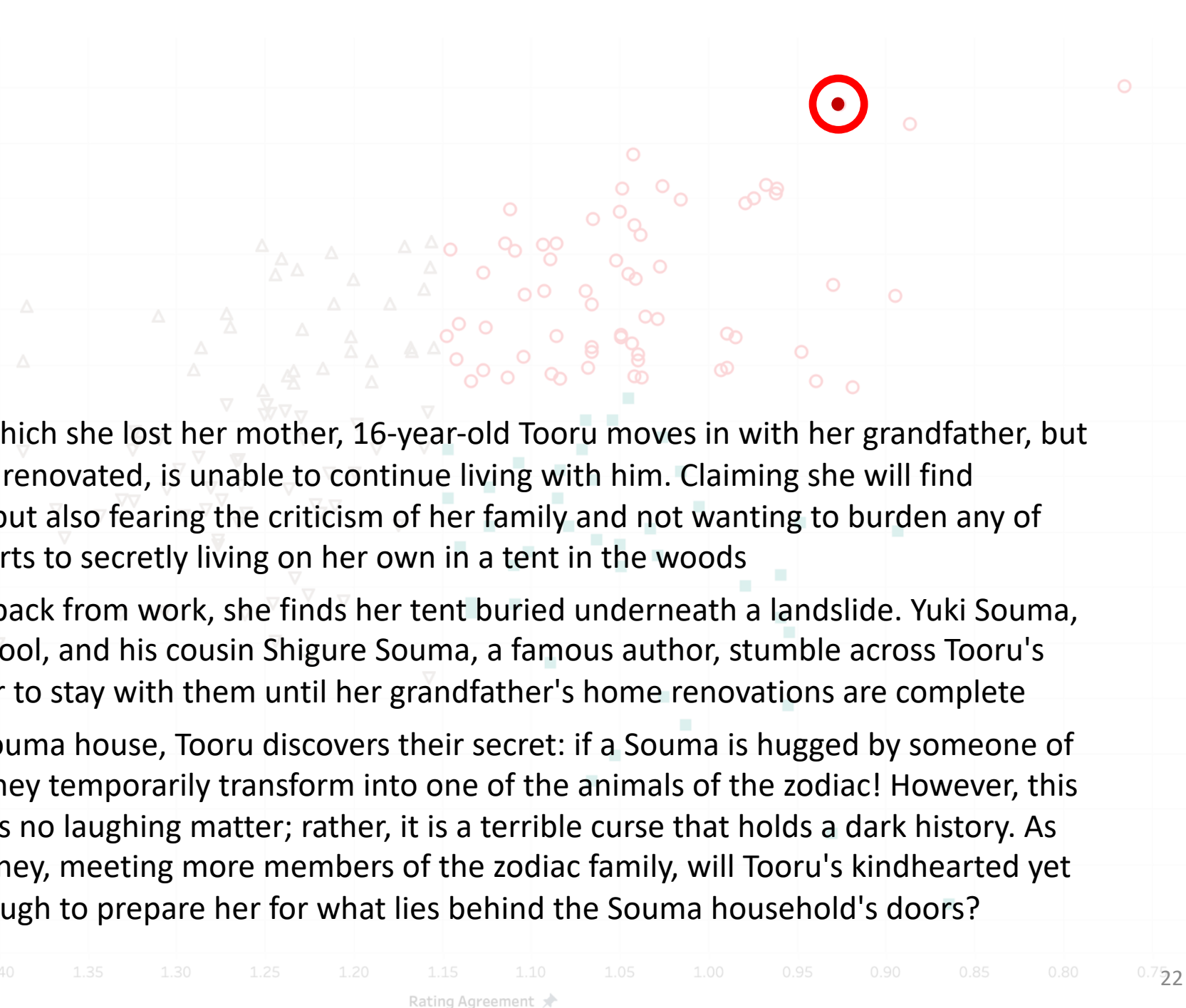


## “Fruits Basket”

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Upon arriving at the Souma house, Tooru discovers their secret: if a Souma is hugged by someone of the opposite gender, they temporarily transform into one of the animals of the zodiac! However, this strange phenomenon is no laughing matter; rather, it is a terrible curse that holds a dark history. As she continues her journey, meeting more members of the zodiac family, will Tooru's kindhearted yet resilient nature be enough to prepare her for what lies behind the Souma household's doors?

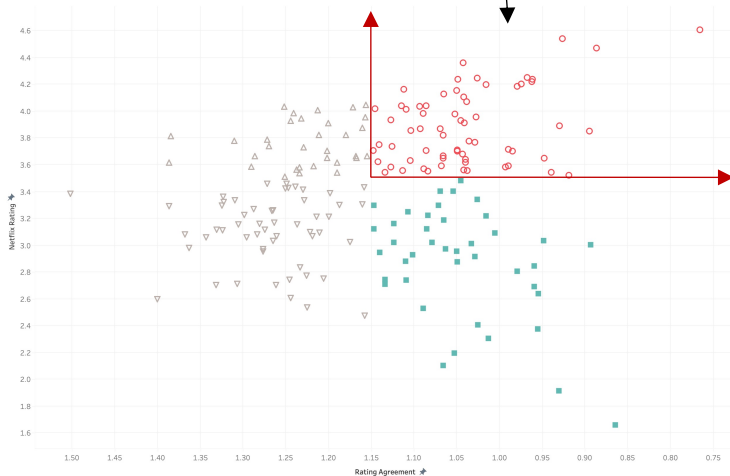


# MODELING APPROACH

N-topics emerging from unsupervised Correlated Topic Model from synopsis narratives.

$$\textit{Target Media} = \beta_0 + \beta_k(\textit{genre}) + \beta_n(\textit{topics}) + \beta_m(\textit{other}) + e$$

Ratings, movie/show  
Adult, production date



1. Within sample estimation
  - Logistic, KNN, Random Forest
2. Out-of-sample application to Anime databases
3. Use measures with content-based recommender
4. Pursue media that is at the intersection of the two approaches