Netflix Viewership - Greenlighting Global Originals

Audience

Netflix Executives – Content Strategy, Originals & International Programming

This report has been specifically designed for the executives who are responsible for the company's content strategy and global programming investments. This audience has access to internal data, understands measurement strategies such as "views in first 91 days" and "week's Top 10", and discounts how a content strategy can facilitate the optimal balance between localized content innovation and scalable global hits. The audience is looking to identify highly repayable content bets and those supported by actionable data to support a strong return on investment.

The Netflix executives that we have targeted in this audience increasingly operate under pressure to drive subscriber gains in mature markets, except with unlocked engagement in emerging regions. Netflix must continue investing in content and is facing more competitors than ever before. It is no longer only local regional streamers that are competing, but an enormous growth in global international platforms as well. There will be increasing confusion this year in figuring out which formats will even travel (outside their original markets/social/cultural context) without obtaining a distribution deal that is considerable, where marketing dollars can be successfully deployed. The decision-makers that we are targeting value actionable data and data insights that are most beneficial (beyond easy vanity metrics), that help highlight sustainable performance trends, long-tail engagement, the replicability of past successes, not just the superficial metric. In summary, they want the next Squid Game, Lupin, or Money Heist, but we will want to build confidence that it's not merely a fluke lucky hit, but a pattern, and using all possible research/evidence-backed to verify the value potential.

Purpose

Support Strategic Investment in Regional Originals with Global Breakout Potential

The increasing popularity of international hits such as Squid Game (South Korea), Lupin (France), and Money Heist (Spain) has changed the global landscape for Netflix. These projects started in their respective territories as successful local shows, expanded in terms of viewership, and then became globally franchised properties, proving that local productions can be global franchises when they align with genres that are currently trending with consumers and positively utilize strong storytelling techniques.

This report examines three data sets to reveal patterns relating to:

- Global viewership rankings over time

- Viewership patterns and regional interest at a country level

- Momentous acceleration of content categories (series vs films, drama vs documentary, etc.)

Our aim in examining and analyzing each data set and correlating its attributes is to provide evidence-based justification to support the expansion of international originals and greenlighting the production of three new pilots in content types that generate:

- Strong early activity

- Long-term audience interest

- Global franchise potential.

Call to Action

Greenlight 3 Data-Informed International Original Pilots

1. **Korean Thriller or Drama Series** – Inspired by Squid Game's dominance in both views and global reach.

2. **Spanish or French Action/Heist Format** – High viewer retention and long Top 10 tenure indicate lasting demand.

3. **Genre-Bending Documentary Series or Reality Title** – Countries like the U.S., Brazil, and India show unique spikes in non-fiction engagement.

Each project is chosen not just for regional potential but backed by global viewership proof points and time-based engagement analytics.

Medium

Executive PowerPoint Deck with Python Generated Visualizations.

All data visualizations were created using Python (pandas, seaborn, matplotlib, plotly) to ensure clarity, replicability, and precision. The resulting charts are integrated into a PowerPoint deck optimized for:

- Live executive presentations

- Asynchronous review

- Strategy documentation and review boards

Design

- **Color Palette** - Netflix brand colors: Red (#E50914), Black, White for clarity & emphasis

- **Typography** - Bold titles and clear labels, minimal but strategic annotations

- **Alignment** - Consistent layout using visual grids for clean storytelling flow

- **Chart Flow** - Moves from global insights → genre trends → country patterns → micro deep dives

- **Sizing** - High-priority charts (e.g., global views, trends) enlarged for impact

Ethical Considerations

- **Data Sources:** Only publicly released datasets from Netflix (Official Netflix viewership datasets).

- **Transformations: Minimal:** All nulls were dealt with through omission or conservatively (e.g., by averaging runtime within genre).

- **No Fabrication:** There were no synthetic data or invented metrics.

- **Transparency:** All filtering logic (i.e., "top 5 by views," "first 91 days") is explicitly labeled.

- **In respect to privacy:** All data was produced in aggregate, to protect individual person data, and was all released by Netflix. There was no personally identifiable data.
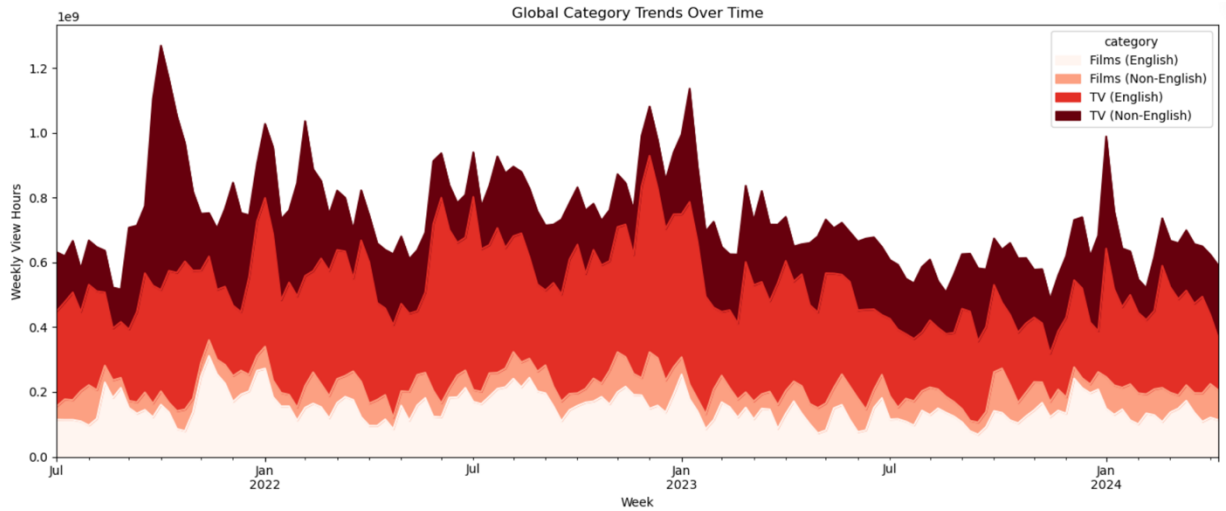
Visualizations

- **Top 10 Shows by Views in the First 91 Days**
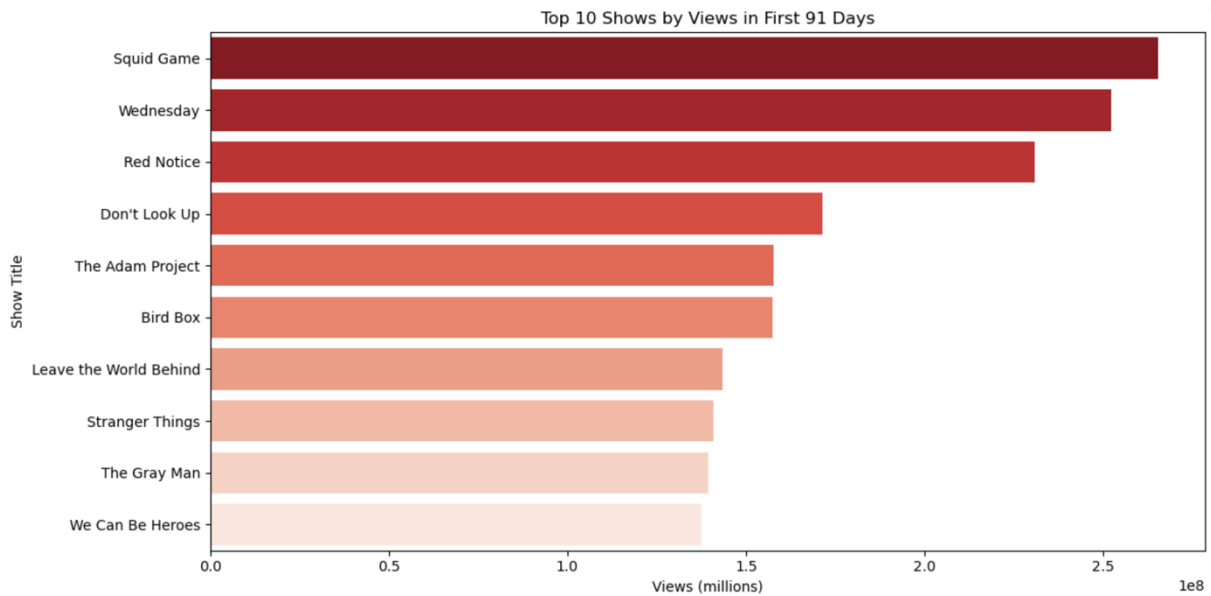
- **Weekly Views Over Time for Top 5 Global Shows**
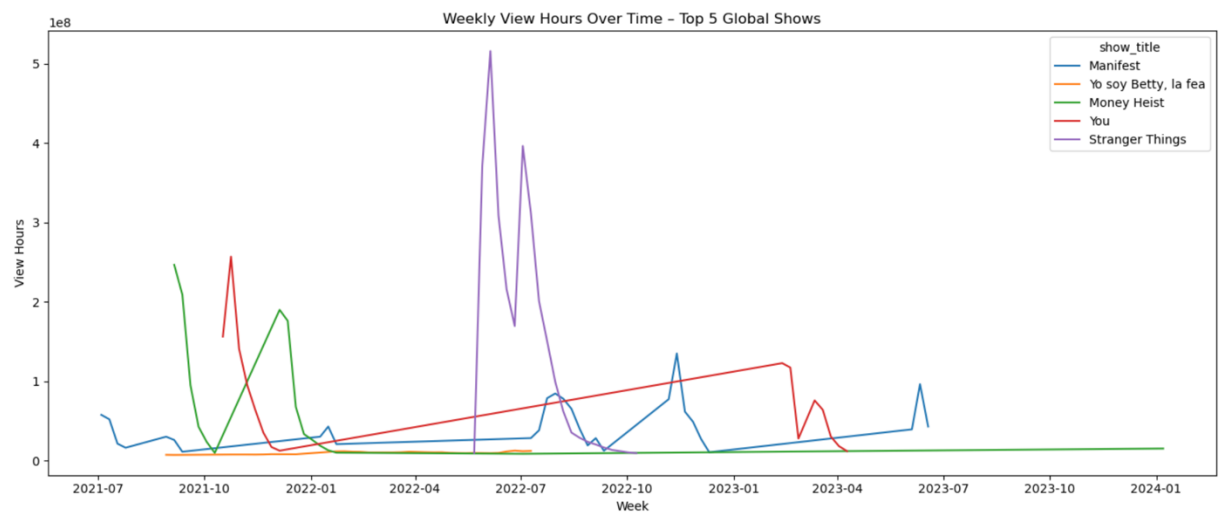
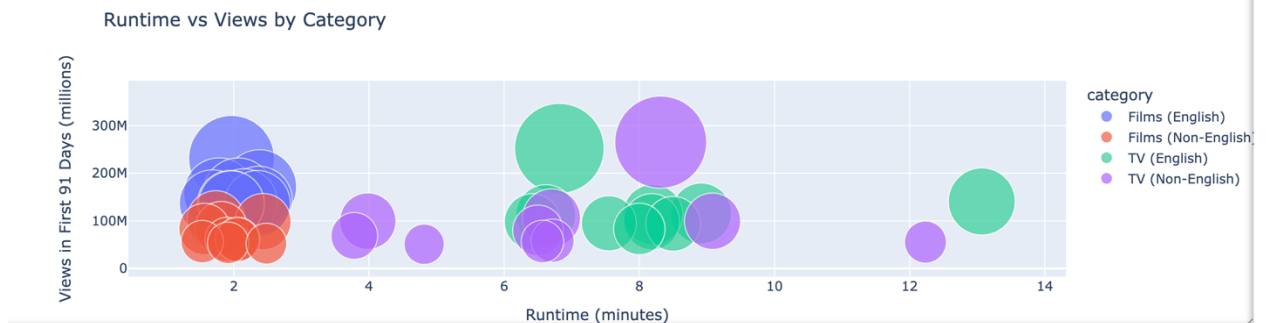- **Stacked Area Chart – Global Category Trends Over Time**

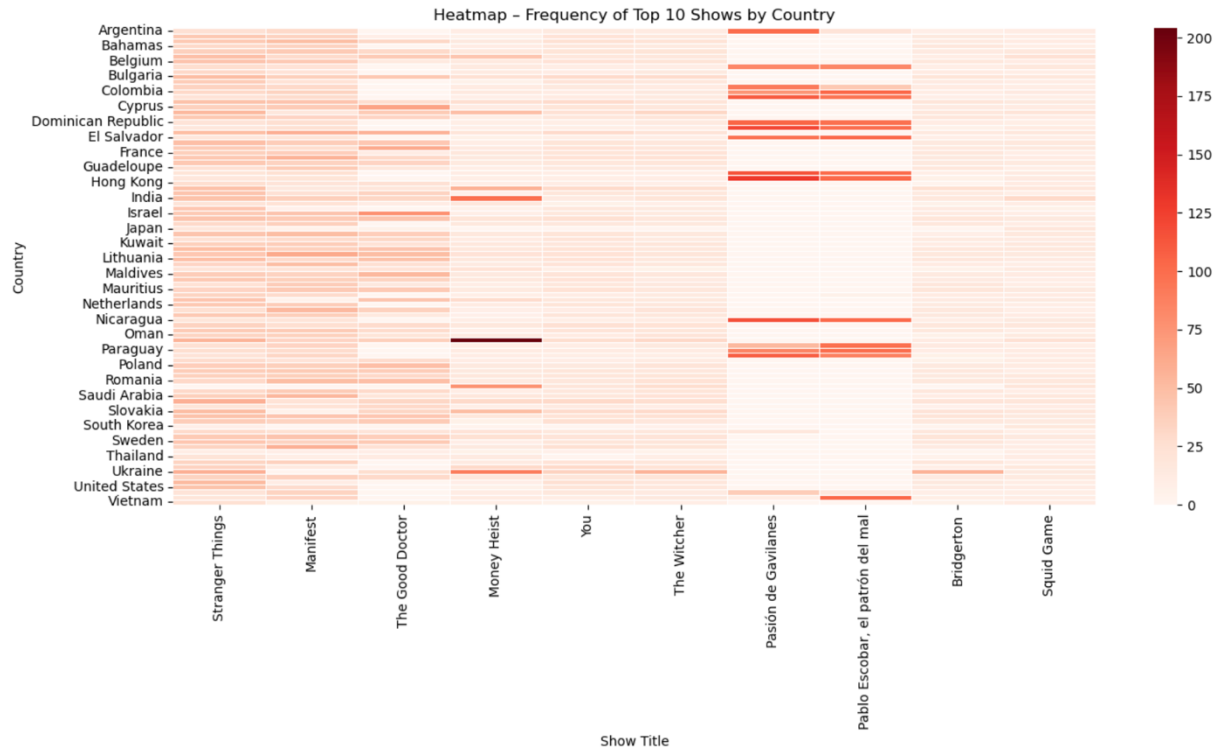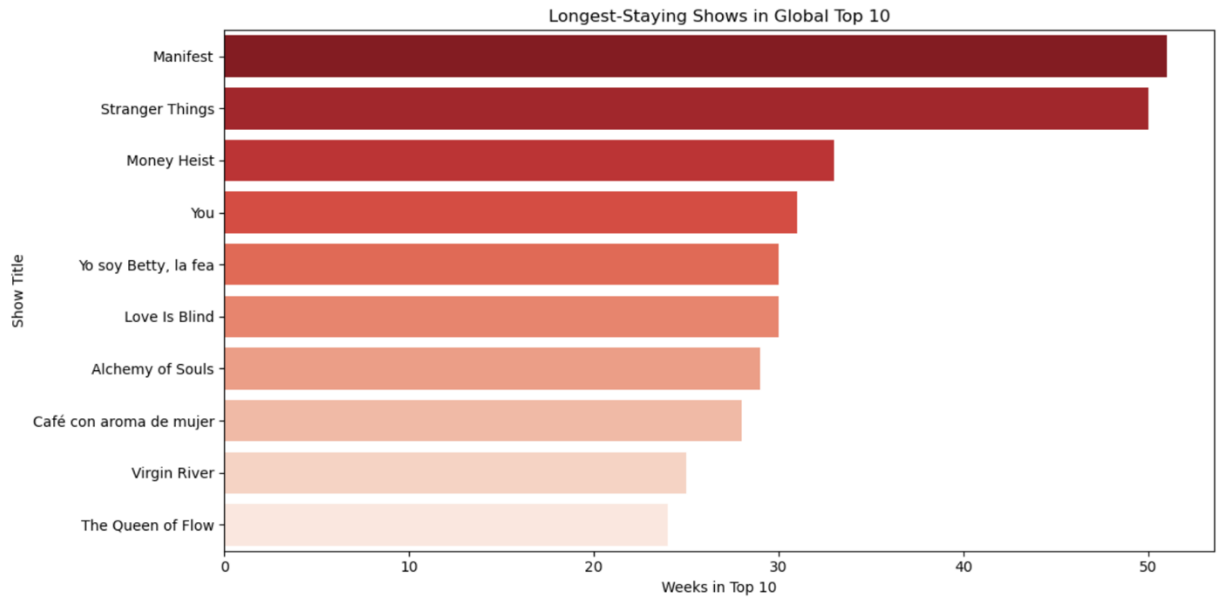- **Choropleth or Heatmap – Show Popularity by Country**

- **Bubble Chart – Runtime vs Views by Category**

- **Heatmap – Frequency of Shows in Top 10 by Country**

Heatmap – Frequency of Top 10 Shows by Country

- **Bar Chart – Longest-Staying Shows in Top 10 Globally**

Longest-Staying Shows in Global Top 10

- **Pie Chart – Share of Views by Category (Films vs Series)**