

Drama, comedy and action, never go out of fashion! In the last four decades, the said 3 genres along with a mixture of mystery and animation have been the most popular. Other genres such as thriller and horror may not have been abundant but have managed to gather high number of votes (engagement) from audience. TV series have gradually been targeted towards a certain age group, i.e., 12-18 for maximum viewership and engagement via discussions and votes that lead to higher ratings and popularity of the shows.