



TV or not TV

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Cutting The Cord

- “Cord- Cutting”, the pattern of viewers cancelling their subscriptions to traditional cable companies in favor of multichannel subscription services
- Like-Minded “cord cutters” flock to reddit to share their experiences.
- **We intend to figure out the tendencies of cord-cutters: how they compare streaming services, what their concerns are, their favorite shows and complaints with their services**




reddit

r/cordcutters

Data Source and Pre-processing

Data Extraction

 Using the Reddit API and pushshift.io (Big Query), we extracted the comments from cordcutter subreddit for the last 4 months.

Data Pre-Processing



Websites



Parentheses, commas, asterisks



Short comments (less than 10 words)



Various forms of the service names to a common name



Words like “shouldn’t”, “weren’t” to “should not”, “were not”



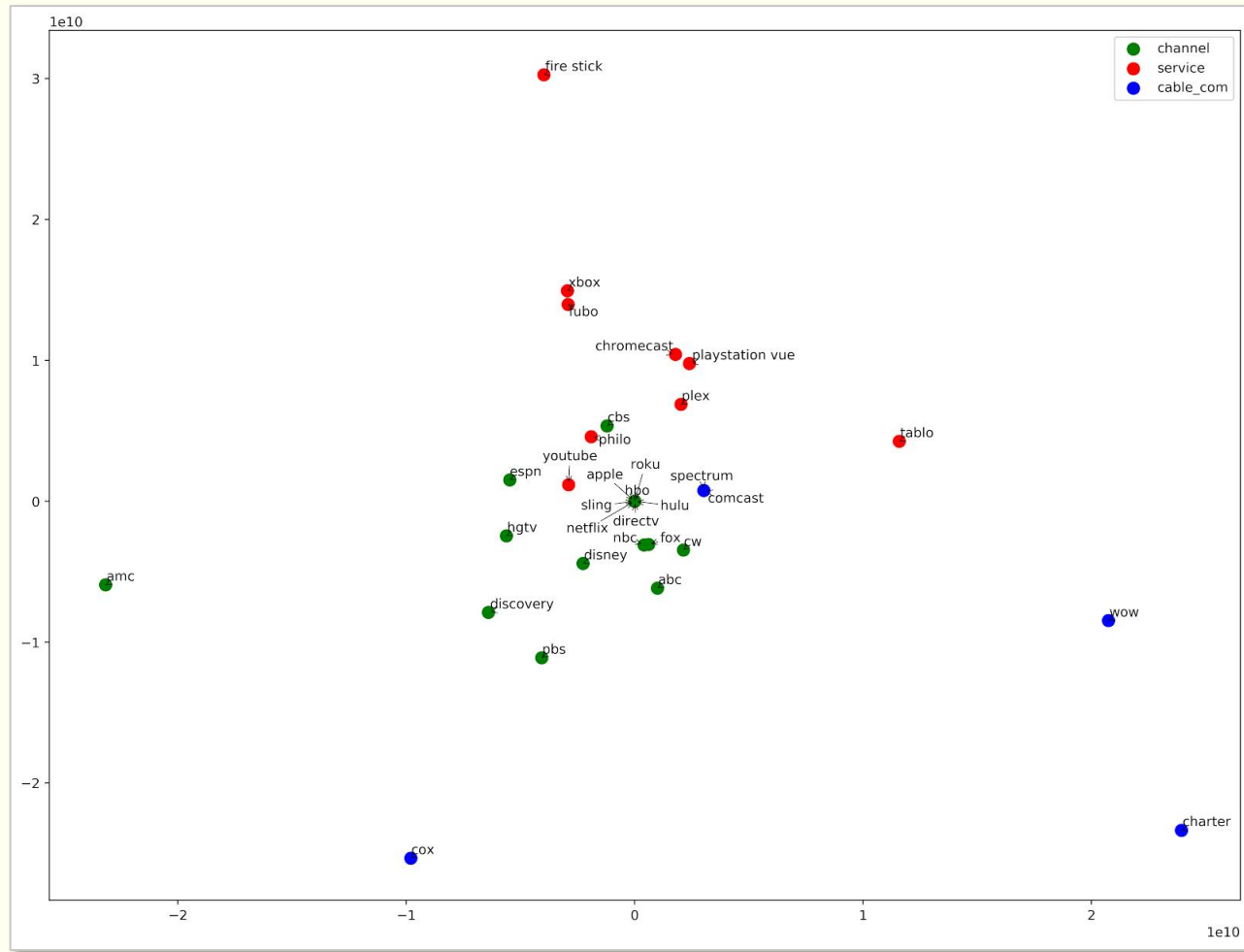
28,830 cleaned comments.





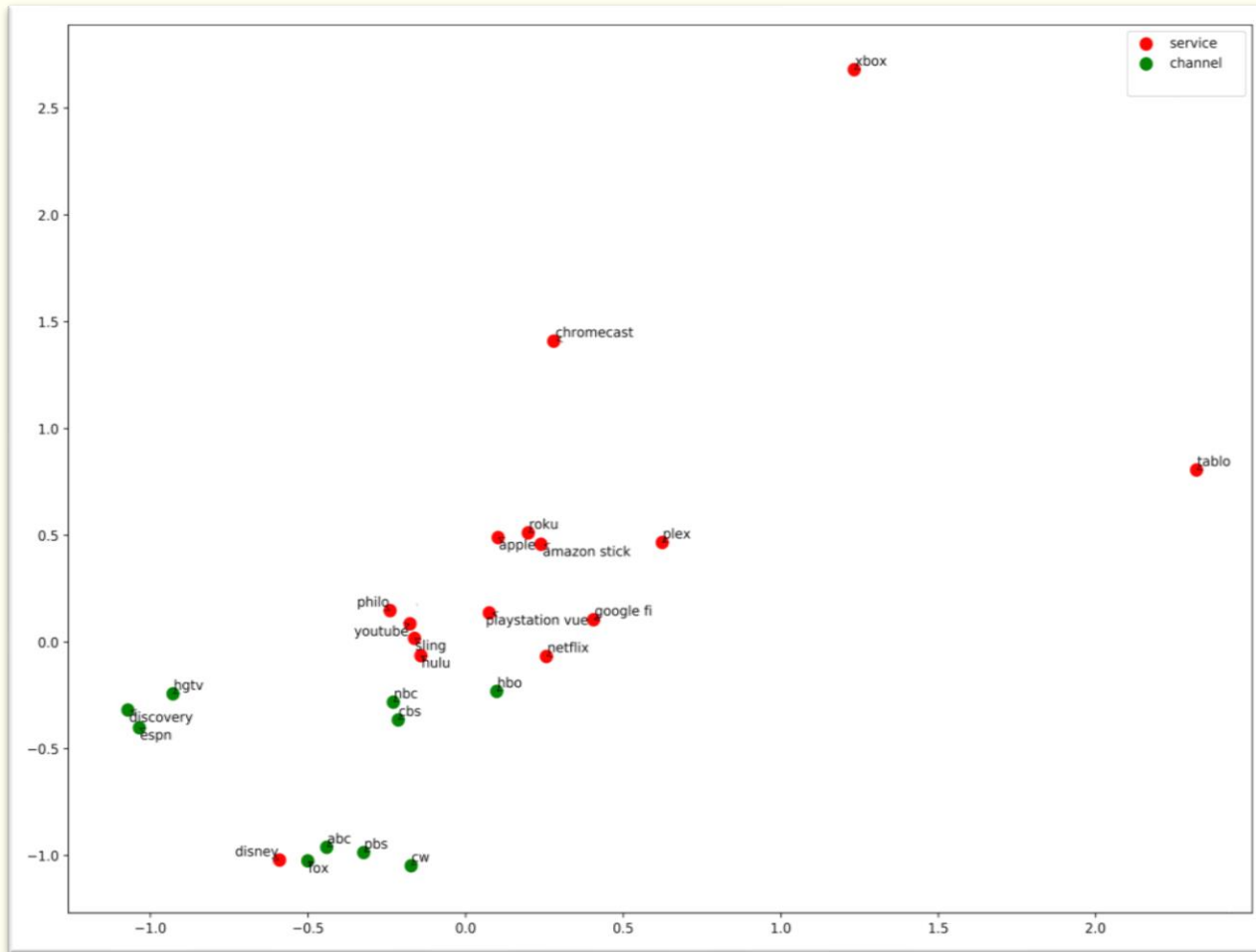
Finding Relevant Entities

Using the spacy package



Comparing the Channels and Services

Using the lift between the entities



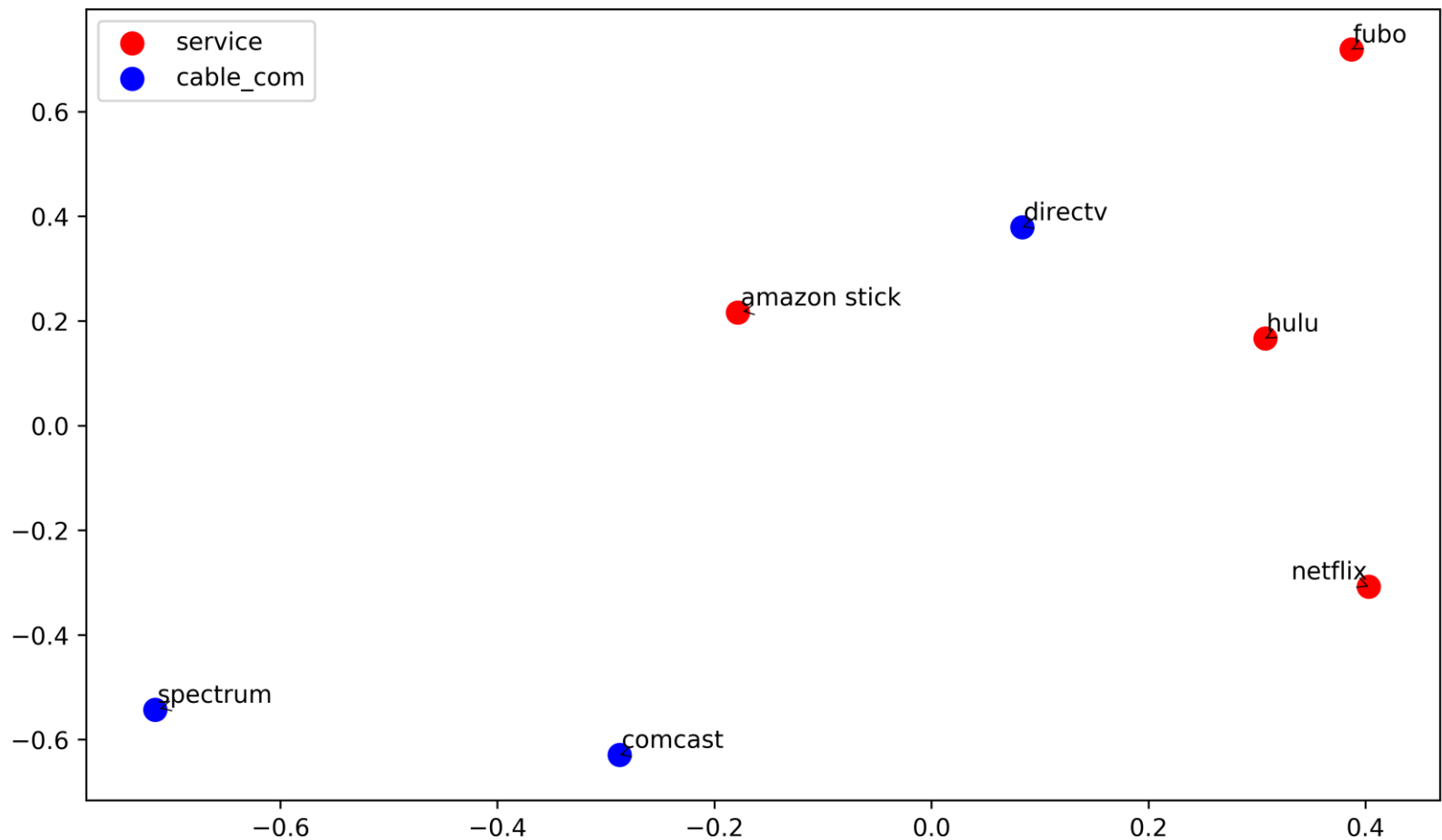
mDS Plotting of the Entities

Using the lift between the entities

Comparing the Channels and Services

- After removing the cable companies, we can see which channels are associated with which services
- Many of the channels are far away from the services, meaning that people are associating the channel only with the popular services (Hulu, YouTube, Sling)
 - Netflix is not on this list
- Interesting observation: Disney has managed to pull ABC and FOX away from the channel cluster
 - Two factors play into this: Disney's acquisition of FOX and the upcoming streaming service





Zooming in on Popular Choices

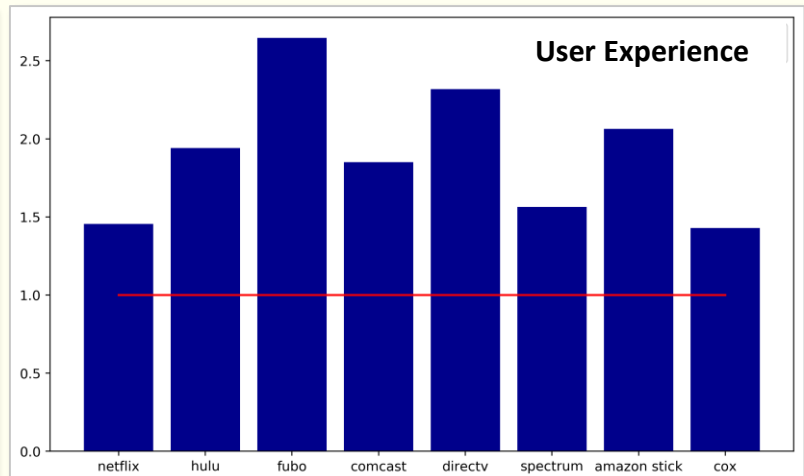
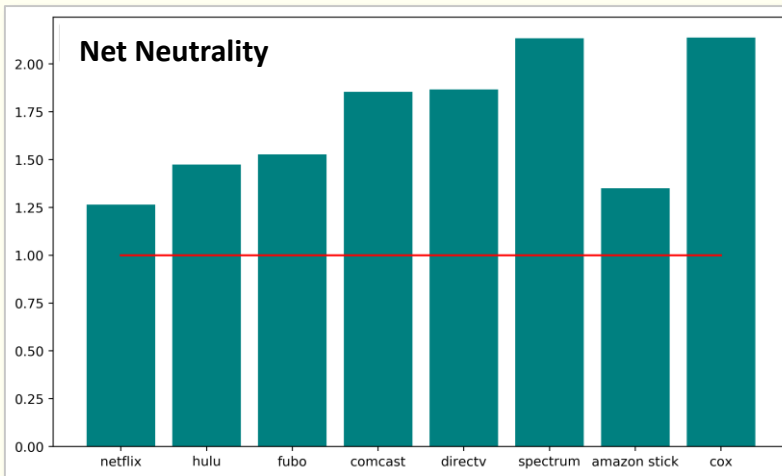
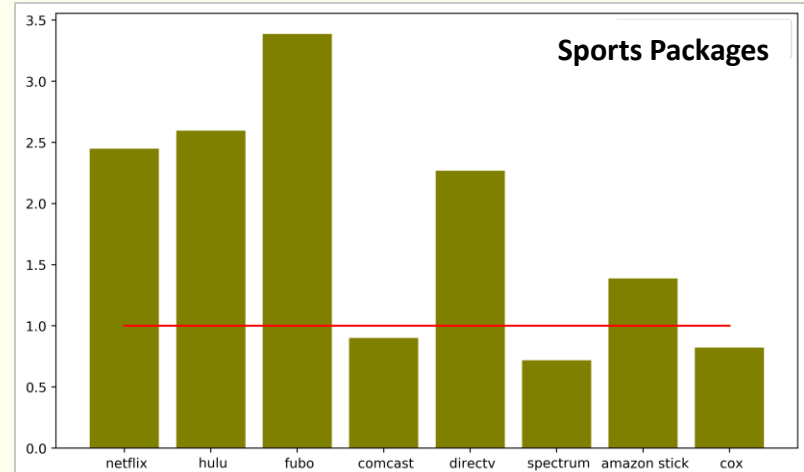
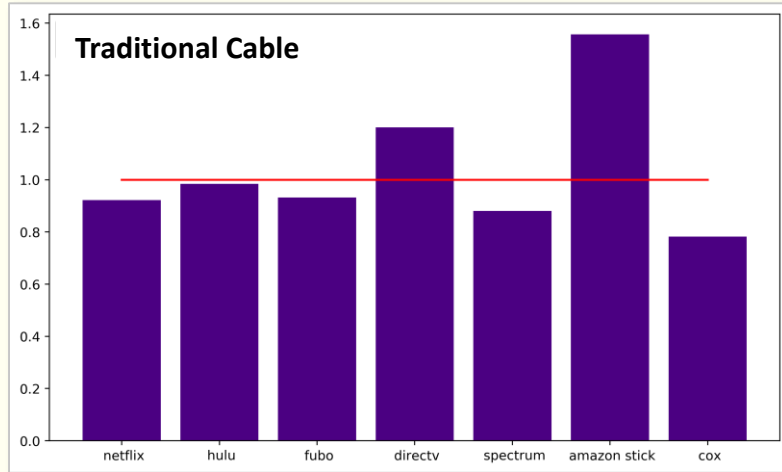
A closer look at companies with high mentions

Topic modeling

- After gauging the crowd's perceptions of how the services and companies compared, we wanted to find out what topics were of the most concern to customers

Topic	Words within Topic
User Experience	Update, Interface, Guide, Provider, Support, Disconnect
Net Neutrality	Neutrality, Throttling, Jefferson (Thomas Jefferson), Speed, Internet
Sports Packages	Soccer, Football, Sport, Monthly, Watch
Traditional Cable Experience	Antenna, Comcast, Tuner, Broadband
Service companies	PS Vue, Youtube TV, Sling, Philo TV

Topic Modeling - Lift Analysis



Let Bigrams be Bigrams

Amazon Prime

Original Programming
Free shipping
Annual subscription
Free Trial

Hidden Fees
Total Cost
Sneaky Pete

Netflix

Stranger Things
Original Content
Exclusive Content
Black Mirror

Their Catalog
My data
Adam Sandler

**Direct Tv
Now**



Best picture
Better DVR
NFL network
Great Price



Concurrent streams
Regional Sports
Local broadcast

Xfinity

Good Reception

Too Expensive
Their streaming
Slow Service

Hulu

Free Trial
Few bucks
Commercial Free

Not Skip
Their Originals
Big Bang Theory

FuboTV

Good Choice
Super Bowl
Red Zone

Expensive
Worst App
Bad Service

The Best Bigram Ever...

Hulu

My Eyes!!



"Hulu's UI makes me want to jab a spork into my eyes"



Conclusion

What are the tendencies of people who cut the cord?

- We **mined relevant entities** from the comments
- MDS Plotting shows divides between channels, services, and cable companies

What are the concerns of cord-cutters?

- **LDA** shows important topics are sports packages, net neutrality, the traditional cable experience, and user experience
- Niche products – FuboTV – are associated more with product related topics as opposed to general interest topics

How do cord-cutters view certain services?

- **Bigram analysis** yields features of different streaming services
- **Sentiment analysis** also shows crowd attitudes towards specific shows and actors (ex. **Adam Sandler**, **Big Bang Theory**, **Stranger Things**)