2. Cracking the Code An Inside Look at Netflix's Content Strategy solutions

1. The most significant trend is the massive growth in TV-MA (Mature Audience) content, which became the dominant category starting in 2016.
   • TV-14 content followed a similar upward trajectory, establishing itself as the second most common rating for teens and young adults.
   • The years 2016 through 2020 mark a content boom era where the platform aggressively expanded its library compared to the quiet period from 2008 to 2014.
   • Content additions peaked in 2019, indicated by the darkest blue color for TV-MA, before showing a slight decrease in 2021.
   • Ratings like R and TV-PG saw moderate increases between 2017 and 2020 but remained secondary to the mature and teen categories.
   • Family-friendly and niche ratings like TV-Y, G, and NC-17 remained consistently low in volume throughout the entire timeline.

2. Yes, there is a clear relationship:

- TV Shows are fresher: They are added much faster than movies, with a median age near zero, suggesting a focus on current series.
- Movies are older: Movies typically have a delay of several years before being added and show a much wider range of ages (greater variability) than TV shows.
- Outliers exist in both: Both categories contain some very old "classic" content (up to 90 years old), but these are exceptions.

3. Based on the scatter plot:

- **Immediate Modern Additions:** Post-2015 content shows almost no delay between release and being added to the platform, indicating a shift toward "fresh" content.
- **Deep Backlog for Movies:** There is a clear trend of bulk-adding classic movies from the 1940s–1990s, particularly in recent years like 2019 and 2020.
- **Recent-Only TV:** Unlike movies, TV shows are almost exclusively from the modern era (post-2000), with very little historical content acquired.
- **Production Surge:** The extreme density of dots after 2015 confirms a massive spike in content production in the last 5 years compared to previous decades.

4. high school 133

- year old 130
- young man 103

- young woman 98
- new york 86
- small town 59
- best friend 51
- true story 48
- stand special 47
- world war 46

5. Based on the provided chart, here are the top directors on Netflix by the number of titles:

- **Raúl Campos, Jan Suter:** The most prolific directors on the platform with approximately 18 titles.
- **Marcus Raboy:** Follows closely with about 16 titles.
- **Jay Karas:** approximately 14 titles.
- **Cathy Garcia-Molina:** approximately 13 titles.
- **Martin Scorsese, Jay Chapman, and Youssef Chahine:** These three are tied with roughly 12 titles each.
- **Steven Spielberg:** 10 titles.
- **David Dhawan:** approximately 9 titles.
- **Lance Bangs:** approximately 8 titles.