

OTT service recommendation for 20s

IT Investment Analysis Team 1 project

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Contents.

01 About OTT Service

- OTT and 20s

02 OTT Service analysis

03 AHP



1
about

OTT service



OTT concepts



Online video service

that provides **video content** such as dramas and movies **through the Internet**.

- 'Top' : set-top box connected with TV
- 'Over-The-Top' : service beyond set-top box



provided over public Internet networks and open devices

unlike traditional closed video services like broadcasting studios, cable TV, IPTV

- Widely, OTT includes sharing services with user-created videos like YouTube.



Premium paid videos created by commercial production companies

are **key success factors** of them

- Netflix Original and so on.

Characteristics of OTT



Variety of distribution channels

thanks to using IP network.

- Media player, app, web browser etc.



Outstanding contents library

Leading-edge in content by creating or securing original content only available for certain OTT service

- Netflix Original etc.



Low cost price

under \$10 per month

- No need to care about operation expenses thanks to public IP network



Personalization

Recommend content or provide customized curations based on the user's data

- Collect user's usage patterns, such as content title, genre, viewing time, and movement
- Secure enormous user data

OTT service analysis



2.1.1

Target services

01

NETFLIX

02

 WATCHA
PLAY

03

 YouTube
Premium

04

 wavve

Survey

Current Subscribers



Collection Items

- Gender, Age
- Currently subscribing service
- Preferable genres
- Impact of Original contents to service selection
- Average time spent per week
- Review



PSM analysis

- Only for currently subscribing service
- Too cheap, Cheap, Expensive, Too expensive
- Price range

Non Subscribers



Collection Items

- Gender, Age
- Preferable genres
- Impact of Original contents to service selection
- Expectation



PSM analysis

- About all 4 services (Netflix, Watcha, Youtube, Wavve)
- Too cheap, Cheap, Expensive, Too expensive
- Price range

5000	5500	6000	6500	...	11000	11500	12000	12500	13000
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Unit: 500won



Key features

- The largest OTT company in the world
- Personalized curation by big data analysis
- Many Original contents
- Attractive preview
- User-friendly UI
- Compatible with various kinds of devices



Price

- Basic : 9,500won / month
 - SD, 1 concurrent user, 1 device
- Standard : 12,000won / month
 - HD, 2 concurrent users, 2 device
- Premium : 14,500won / month
 - 4k , 4 concurrent users, 4 device



Contents

- The largest amount of contents in the market
- Netflix Original
 - House of Card, Orange is the new Black (US)
 - 킹덤, 미스터 션샤인, SKY 캐슬 (Korean)
 - Devil Man (Animations)



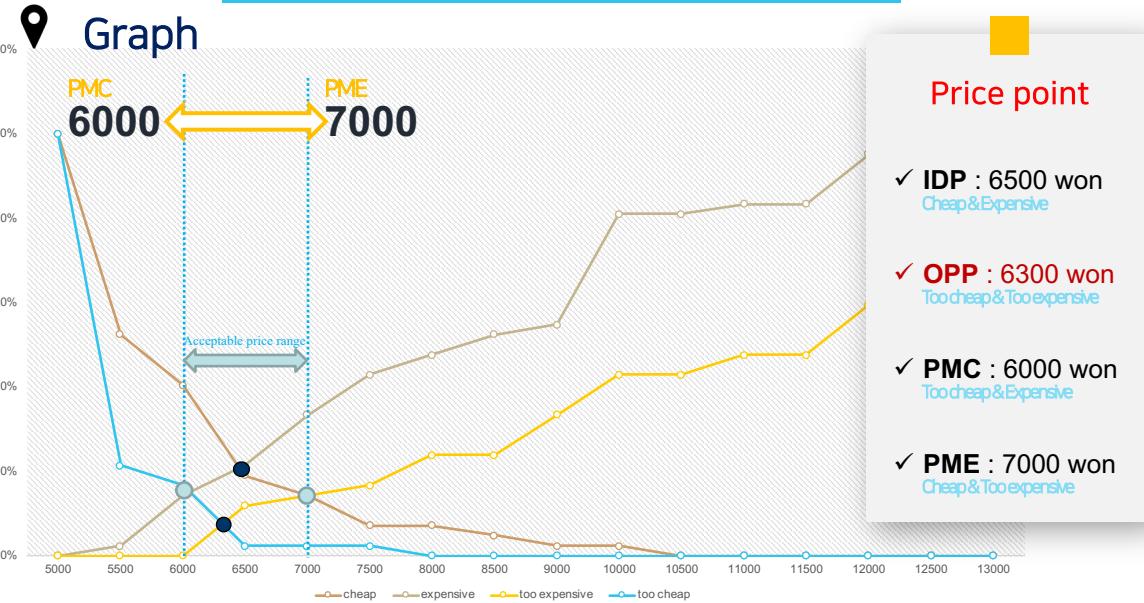
Comment

- 139million paid subscribers
- The only service for Netflix original

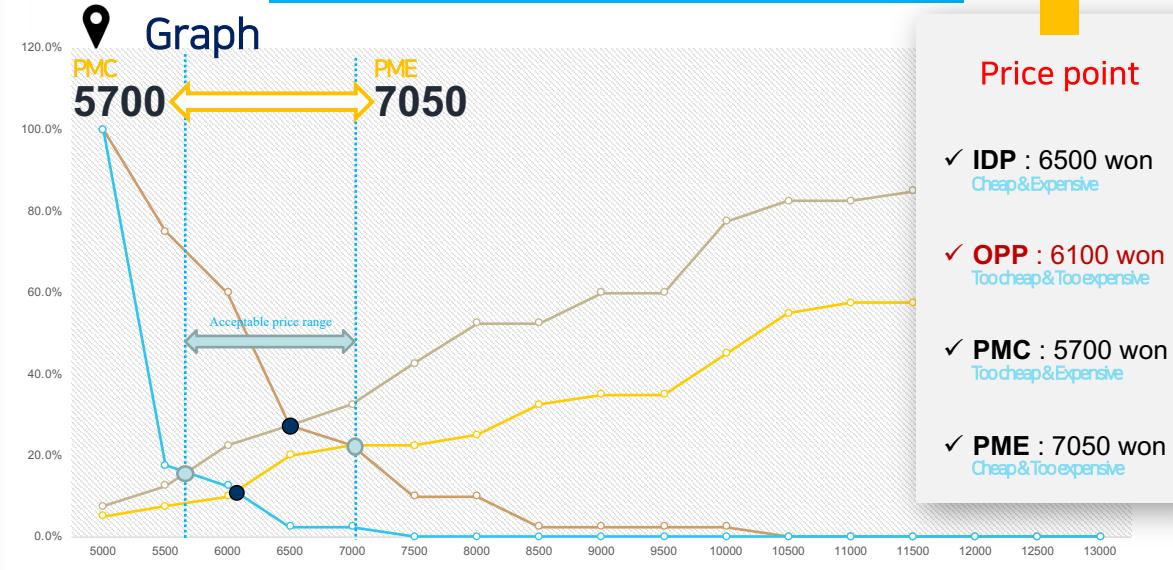
2.2.2

Netflix price

Current Subscribers



Non Subscribers



Table

Table

Price	Cheap	cum	pct	Expensive	cum	pct	Too expensive	cum	pct	Too cheap	cum	pct
5000	10	40	100.00%	3	3	7.5%	2	2	5.0%	33	40	100.00%
5500	6	30	75.0%	2	5	12.5%	1	3	7.5%	2	7	17.5%
6000	13	24	60.0%	4	9	22.5%	1	4	10.0%	4	5	12.5%
6500	2	11	27.5%	2	11	27.5%	4	8	20.0%	0	1	2.5%
7000	5	9	22.5%	2	13	32.5%	1	9	22.5%	1	1	2.5%
7500	0	4	10.0%	4	17	42.5%	0	9	22.5%	0	0	0.0%
8000	3	4	10.0%	4	21	52.5%	1	10	25.0%	0	0	0.0%
8500	0	1	2.5%	0	21	52.5%	3	13	32.5%	0	0	0.0%
9000	0	1	2.5%	3	24	60.0%	1	14	35.0%	0	0	0.0%
9500	0	1	2.5%	0	24	60.0%	0	14	35.0%	0	0	0.0%
10000	1	1	2.5%	7	31	77.5%	4	18	45.0%	0	0	0.0%
10500	0	0	0.0%	2	33	82.5%	4	22	55.0%	0	0	0.0%
11000	0	0	0.0%	0	33	82.5%	1	23	57.5%	0	0	0.0%
11500	0	0	0.0%	1	34	85.0%	0	23	57.5%	0	0	0.0%
12000	0	0	0.0%	5	39	97.5%	3	26	65.0%	0	0	0.0%
12500	0	0	0.0%	0	39	97.5%	1	27	67.5%	0	0	0.0%
13000	0	0	0.0%	1	40	100.0%	13	40	100.0%	0	0	0.0%

2.2.3

Netflix B/C

Current Subscribers



Benefit

Average of acceptable range

OPP 6300 won



Cost

$\frac{(9500 * 7) + (6000 * 25) + (4125 * 10)}{42} = 6137 \text{ won}$

$\Sigma \text{Price} \times \text{number of person} / \text{total people}$

Non Subscribers



Benefit

Average of acceptable range

OPP 6100 won



Cost

From current subscribers

6137 won

Expected amount of pay



B/C ratio

With AW (equivalent monthly cost)

$$\frac{6300}{6137} = 1.027 \geq 1$$

No initial cost, only monthly subscription fee



B/C ratio

With AW (equivalent monthly cost)

$$\frac{6100}{6137} = 0.994 < 1$$

Netflix Implications



Well known friendly service

Even to the non-subscribers

- Both acceptable price ranges are very similar to each other.
 - Non Subscribers have slightly wider range (cover up subscribers' range)
- OPPs for both sides are almost the same (200 won difference)



- Subscribers and non-subscribers share almost the same expectations for the service.
- Word of mouth^{입소문} from subscribers and Netflix's know-how for its promotions have had positive impact on large amount of non-subscribers.
- Great social awareness

Netflix review

A d v a n t a g e

- Contents
 - Netflix Original
 - High level story
 - Spectacular production
- Quality
- Convenience
 - 4 concurrent user access
 - Register multiple profiles to access content separately for each profile
 - accurate personalized recommendation

D i s a d v a n t a g e

- Contents
 - Shortage of drama series except for Netflix Original
 - Too much weight to contents of specific country
 - Lack of K-drama contents
- Quality
 - Can not change the resolution
- Convenience
 - Some vague criterion for classifying movies
 - Lack of community page (need third party services to get access to reviews)

2.2.6

Netflix word-cloud

Google Play : Rate 4 and 5 (n = 2818)

Positive



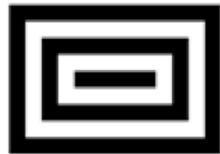
Positive에 별점을 잘 주는 대신에 변경사항을 요구하는 경우가 많아서,
꽤 많은 부분이 **Negative**와 겹치는 것을 볼 수 있었습니다.
이 부분을 해결하기 위해 **Negative**에서 **Positive** 보다 100회 이상
많이 언급된 단어의 경우 **Positive** 단어에서 제외하였습니다.

Google Play : Rate 1 and 2 (n = 1999)

N e g a t i v e



2.3.1



WATCHA PLAY



Key features

- Movie based domestic OTT service
- Relatively cheaper price than others
- Association with Watcha (big data based curation)
- Personalized curation based on user review



Price

- 7900 won / month
 - 20900 for 3 month, 39900 for 6 month
- HD resolution
- Maximum 5 download devices



Contents

- Massive amount of films
- Exclusive service on famous American drama
 - Walking dead
 - Game of Thrones
- Multiple K-drama contents
 - 리틀드러머걸



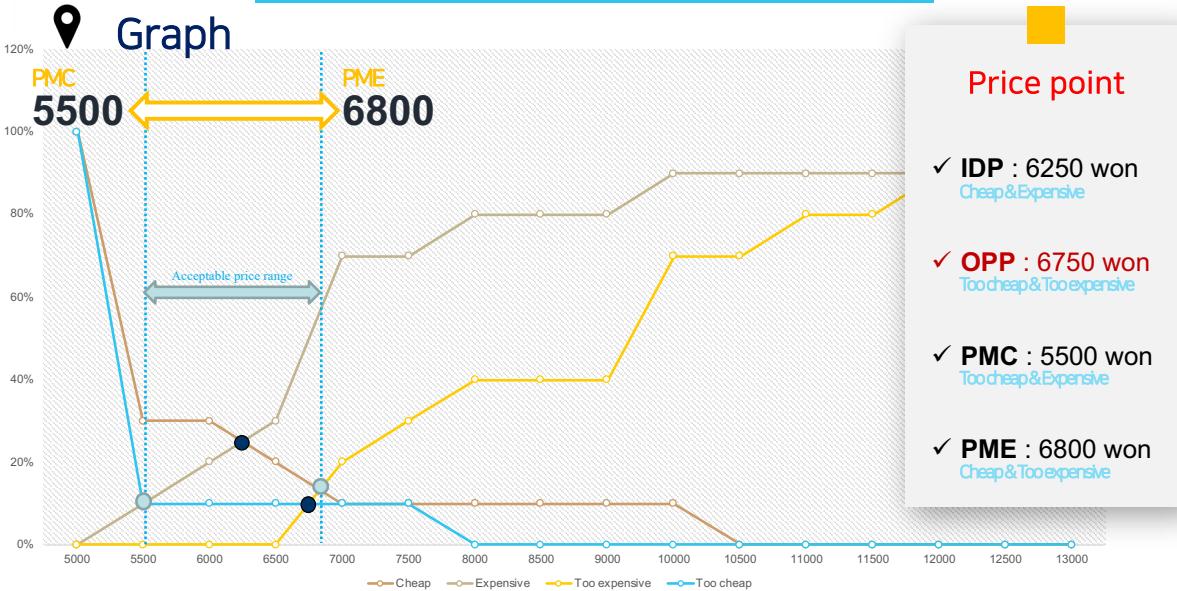
Comment

- The best cost-effectiveness (가성비)
- Korean fitted contents

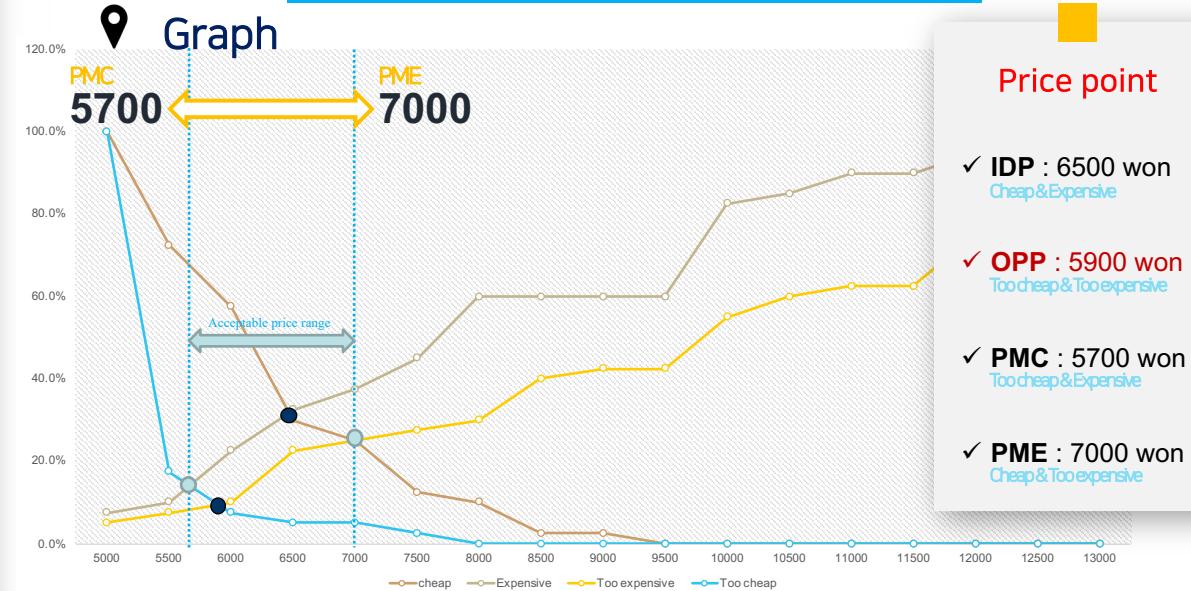
2.3.2

Watcha Play price

Current Subscribers



Non Subscribers



Table

Price	Cheap	cum	pct	Expensive	cum	pct	Too expensive	cum	pct	Too cheap	cum	pct
5000	7	10	100%	0	0	0%	0	0	0%	9	10	100%
5500	0	3	30%	1	1	10%	0	0	0%	0	1	10%
6000	1	3	30%	1	2	20%	0	0	0%	0	1	10%
6500	1	2	20%	1	3	30%	0	0	0%	0	1	10%
7000	0	1	10%	4	7	70%	2	2	20%	0	1	10%
7500	0	1	10%	0	7	70%	1	3	30%	1	1	10%
8000	0	1	10%	1	8	80%	1	4	40%	0	0	0%
8500	0	1	10%	0	8	80%	0	4	40%	0	0	0%
9000	0	1	10%	0	8	80%	0	4	40%	0	0	0%
10000	1	1	10%	1	9	90%	3	7	70%	0	0	0%
10500	0	0	0%	0	9	90%	0	7	70%	0	0	0%
11000	0	0	0%	0	9	90%	1	8	80%	0	0	0%
11500	0	0	0%	0	9	90%	0	8	80%	0	0	0%
12000	0	0	0%	0	9	90%	1	9	90%	0	0	0%
12500	0	0	0%	0	9	90%	0	9	90%	0	0	0%
13000	0	0	0%	1	10	100%	1	10	100%	0	0	0%

Table

Price	Cheap	cum	pct	Expensive	cum	pct	Too expensive	cum	pct	Too cheap	cum	pct
5000	11	40	100.0%	3	3	7.5%	2	2	5.0%	33	40	100.0%
5500	6	29	72.5%	1	4	10.0%	1	3	7.5%	4	7	17.5%
6000	11	23	57.5%	5	9	22.5%	1	4	10.0%	1	3	7.5%
6500	2	12	30.0%	4	13	32.5%	5	9	22.5%	0	2	5.0%
7000	5	10	25.0%	2	15	37.5%	1	10	25.0%	1	2	5.0%
7500	1	5	12.5%	3	18	45.0%	1	11	27.5%	1	1	2.5%
8000	3	4	10.0%	6	24	60.0%	1	12	30.0%	0	0	0.0%
8500	0	1	2.5%	0	24	60.0%	4	16	40.0%	0	0	0.0%
9000	1	1	2.5%	0	24	60.0%	1	17	42.5%	0	0	0.0%
9500	0	0	0.0%	0	24	60.0%	0	17	42.5%	0	0	0.0%
10000	0	0	0.0%	9	33	82.5%	5	22	55.0%	0	0	0.0%
10500	0	0	0.0%	1	34	85.0%	2	24	60.0%	0	0	0.0%
11000	0	0	0.0%	2	36	90.0%	1	25	62.5%	0	0	0.0%
11500	0	0	0.0%	0	36	90.0%	0	25	62.5%	0	0	0.0%
12000	0	0	0.0%	2	38	95.0%	5	30	75.0%	0	0	0.0%
12500	0	0	0.0%	1	39	97.5%	0	30	75.0%	0	0	0.0%
13000	0	0	0.0%	1	40	100.0%	10	40	100.0%	0	0	0.0%

2.3.3

Watcha Play B/C

Current Subscribers



Benefit

Average of acceptable range

OPP **6750 won**



Cost

Fixed cost (only one price plan)

7900 won



B/C ratio

With AW (equivalent monthly cost)

$$\frac{6750}{7900} = 0.854 < 1$$

No initial cost, only monthly subscription fee

Non Subscribers



Benefit

Average of acceptable range

OPP **5900 won**



Cost

Fixed cost (only one price plan)

7900 won



B/C ratio

With AW (equivalent monthly cost)

$$\frac{5900}{7900} = 0.747 < 1$$

Watcha Play Implications



Poor number of subscribers

Even to the non-subscribers

- Insufficient samples : only 10 available subscribers during the survey (very hard to find)
- For subscribers, OPP > IDP (but OPP should be less than or equal to IDP)



- Lack of promotions 홍보 and word of mouth 입소문 from subscribers
 - Non-subscribers barely know about Watcha Play
- Poor social awareness



Attractive features

Especially for non-subscribers

- Acceptable price range for non-subscribers is slightly higher than subscribers (200 won difference)
 - Most non-subscribers have been aware of Watcha play thanks to this survey
- ↓
- Key features of Watcha Play (big data based curation etc.) would have been attractive to non-subscribers, although they didn't actually experience them.
 - However, subscribers are dissatisfied with it (considering reviews and B/C ratio)

Watcha Play review

A d v a n t a g e

- Contents
 - Famous American tv series
 - Japanese anime and movies
- Convenience
 - accurate curation service based on Watcha's review
 - clear classification of movie genres

D i s a d v a n t a g e

- Contents
 - Low contents coverage
 - Lack of recent movies
- Quality
 - Lots of buffering during playback
- Convenience
 - concurrent access is not available
 - Late update for newly released contents

2.3.6

Watcha Play word-cloud

Google Play : Rate 4 and 5 (n = 7092)

Positive



Google Play : Rate 1 and 2 (n = 3092)

N e g a t i v e



2.4.1

YouTube Premium



Key features

- Premium service of Youtube
- Saving videos
- nonstop video playback (no ADs)
- Youtube Originals
- Watching videos concurrently
- Youtube Music
 - Download & offline play
 - Background play



Price

- 7900won / month
- Cheaper than steaming plans of domestic digital music service (Melon etc.)



Contents

- Every videos available on Youtube
- Youtube Originals
 - English drama, documentary, animations etc.
- Still small size (only 10 drama series were released)



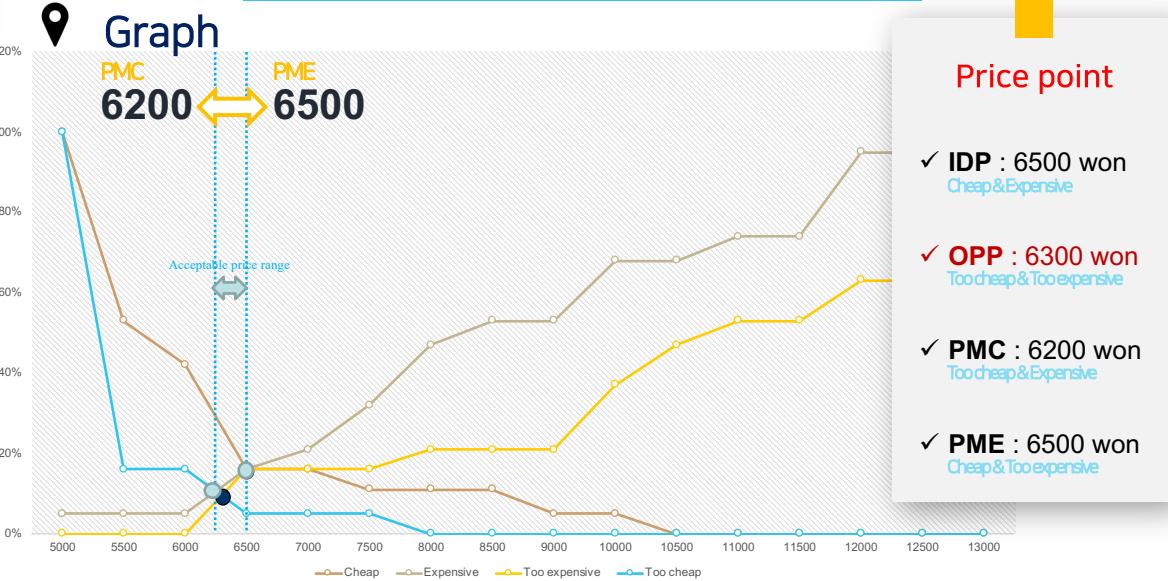
comment

- Bunch of user-friendly features
- Great option for music streaming
- Unlimited contents pool

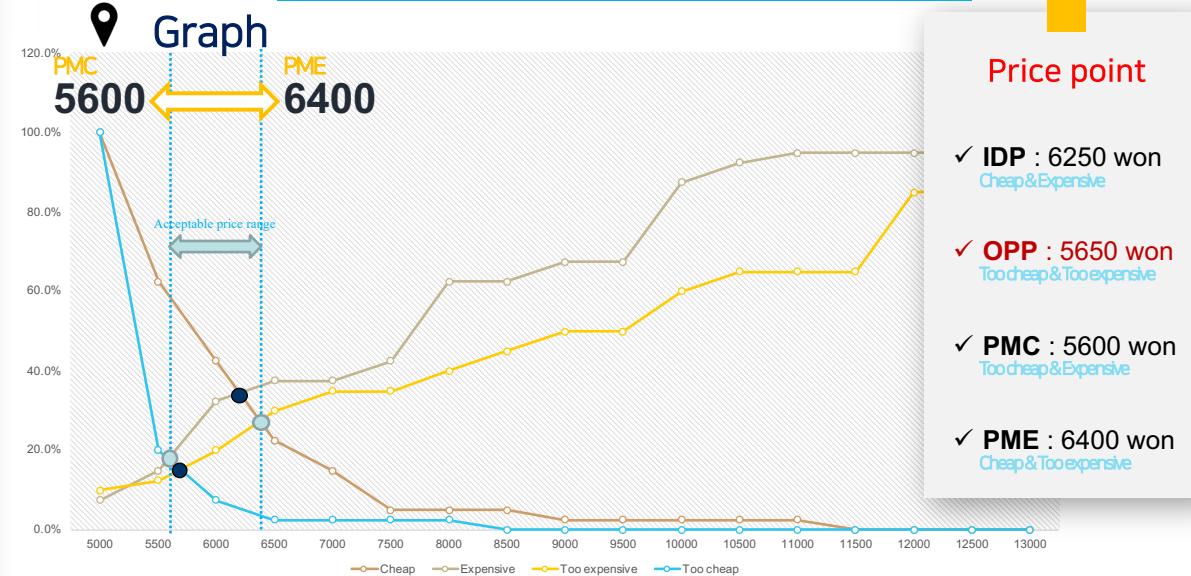
2.4.2

Youtube Premium price

Current Subscribers



Non Subscribers



Table

Price	Cheap	cum	pct	Expensive cum	pct	Too expensive	cum	pct	Too cheap cum	pct	
5000	9	19	100%	1	1	5%	0	0	0%	16	100%
5500	2	10	53%	0	1	5%	0	0	0%	0	16%
6000	5	8	42%	0	1	5%	0	0	0%	2	16%
6500	0	3	16%	2	3	16%	3	3	16%	0	5%
7000	1	3	16%	1	4	21%	0	3	16%	1	5%
7500	0	2	11%	2	6	32%	0	3	16%	1	5%
8000	0	2	11%	3	9	47%	1	4	21%	0	0%
8500	1	2	11%	1	10	53%	0	4	21%	0	0%
9000	0	1	5%	0	10	53%	0	4	21%	0	0%
10000	1	1	5%	3	13	68%	3	7	37%	0	0%
10500	0	0	0%	0	13	68%	2	9	47%	0	0%
11000	0	0	0%	1	14	74%	1	10	53%	0	0%
11500	0	0	0%	0	14	74%	0	10	53%	0	0%
12000	0	0	0%	4	18	95%	2	12	63%	0	0%
12500	0	0	0%	0	18	95%	0	12	63%	0	0%
13000	0	0	0%	1	19	100%	7	19	100%	0	0%

Table

Price	Cheap	cum	pct	Expensive cum	pct	Too expensive	cum	pct	Too cheap cum	pct	
5000	15	40	100.0%	3	3	7.5%	4	10.0%	32	40	100.0%
5500	8	25	62.5%	3	6	15.0%	1	5.0%	5	8	20.0%
6000	8	17	42.5%	7	13	32.5%	3	8.0%	2	3	7.5%
6500	3	9	22.5%	2	15	37.5%	4	12.0%	0	1	2.5%
7000	4	6	15.0%	0	15	37.5%	2	14.0%	0	1	2.5%
7500	0	2	5.0%	2	17	42.5%	0	14.0%	0	1	2.5%
8000	0	2	5.0%	8	25	62.5%	2	16.0%	1	1	2.5%
8500	1	2	5.0%	0	25	62.5%	2	18.0%	0	0	0.0%
9000	0	1	2.5%	2	27	67.5%	2	20.0%	0	0	0.0%
9500	0	1	2.5%	0	27	67.5%	0	20.0%	0	0	0.0%
10000	0	1	2.5%	8	35	87.5%	4	24.0%	0	0	0.0%
10500	0	1	2.5%	2	37	92.5%	2	26.0%	65.0%	0	0.0%
11000	1	1	2.5%	1	38	95.0%	0	26.0%	65.0%	0	0.0%
11500	0	0	0.0%	0	38	95.0%	0	26.0%	65.0%	0	0.0%
12000	0	0	0.0%	0	38	95.0%	8	34.0%	85.0%	0	0.0%
12500	0	0	0.0%	0	38	95.0%	0	34.0%	85.0%	0	0.0%
13000	0	0	0.0%	2	40	100.0%	6	40.0%	100.0%	0	0.0%

2.4.3

Youtube Premium B/C

Current Subscribers



Benefit

Average of acceptable range

OPP 6300 won



Cost

Fixed cost (only one price plan)

7900 won



B/C ratio

With AW (equivalent monthly cost)

$$\frac{6300}{7900} = 0.797 < 1$$

No initial cost, only monthly subscription fee

Non Subscribers



Benefit

Average of acceptable range

OPP 5650 won



Cost

Fixed cost (only one price plan)

7900 won



B/C ratio

With AW (equivalent monthly cost)

$$\frac{5650}{7900} = 0.715 < 1$$

Youtube Premium Implications



Both subscribers and non-subscribers can access the same contents

- Everybody can watch Youtube videos for free (with multiple times of Ads while watching the video).



- The price 7900 won is mostly for user convenience, not other factors.



Only those who have used it know its true value

- Everybody can watch Youtube videos for free (with multiple times of Ads while watching the video).
- Subscribers have higher value on both acceptable price range and OPP point than non-subscribers.
- For non-subscribers, distributions of 'Expensive' and 'Too expensive' are pretty much skewed to the lowest price point (5000 won).



- Convenience come from those features (remove Ads, offline use, background play) exceeds the expectations which subscribers had been expected.
- Non-subscribers are not willing to pay for those additional features. They have at least a little bit of interest, but they think existing way (without premium) is enough to watch the videos.



Still, 7900 won is expensive for additional features

Since the B/C ratio for subscribers is less than 1

Youtube Premium review

A d v a n t a g e

- Contents
 - Existing Youtube videos
 - diversity of type of contents
 - variety of informations
 - deeper knowledges
 - Youtube Original (BTS: Burn The Stage)
 - Youtube Music (enormous amount of music)
- Quality
 - No advertisements
 - Background play
 - No buffering
- Convenience
 - Personal music playlist
 - Personal video recommendation

D i s a d v a n t a g e

- Contents
 - Lack of original contents
 - relatively low percentage of official releases

2.4.6

Youtube Premium word-cloud

Google Play : Rate 4 and 5 (n = 9278)

Positive



Google Play : Rate 1 and 2 (n = 9200)

Negative





📍 Key features

- The largest number of subscribers in Korea
- Subscription base paid OTT
- Live time machine
- 360 VR entertainment contents
- 80 live channels (including terrestrial broadcasters)

📍 Price

상품	화질	이용 기기	동시접속	가격
Basic	HD	모바일 + PC	1	7,900원
Standard	FHD	전체 디바이스	2	10,900원
Premium	FHD이상 최상위 화질	전체 디바이스	4	13,900원

상품	화질	이용 기기	동시접속	가격
Basic X PLAYY영화	HD	모바일 + PC	1	13,900원
Basic X Bugs 듣기	HD	모바일 + PC	1	13,750원

📍 Contents

- KBS, SBS, MBC's variety show + darama
- Exclusive contents
 - 조선로코 녹두전
 - Exo 의 사다리타기, 레드벨벳 레벨업 프로젝트
- 270 major movies + 5000 Korean released movies
- American TV Series exclusive opening

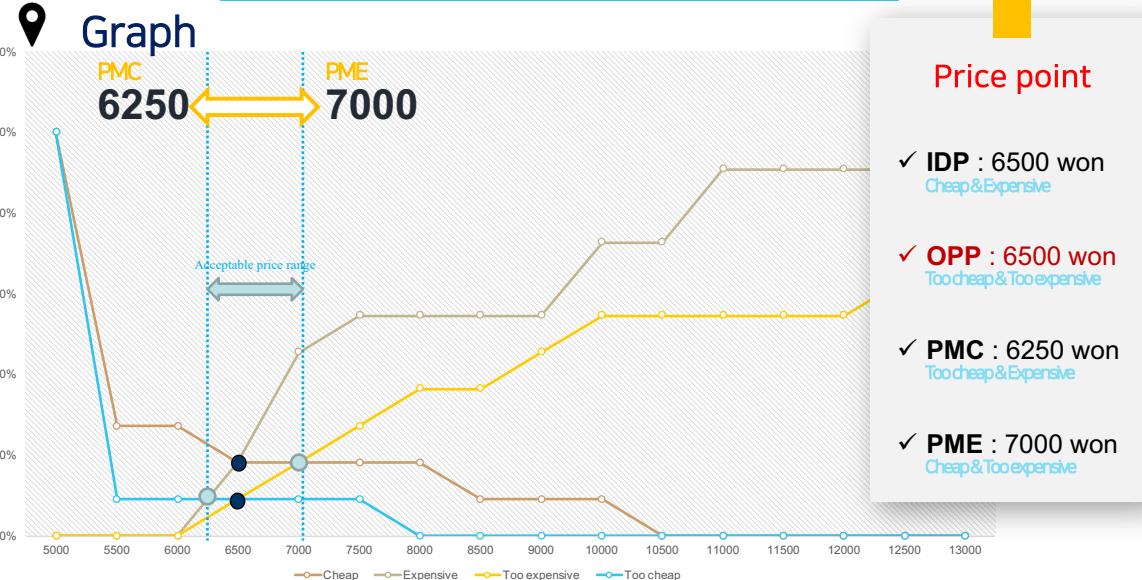
📍 Comment

- Oksusu + POOQ (M&A)
- Combination with Bugs (music streaming service)
- The most criticized service by users

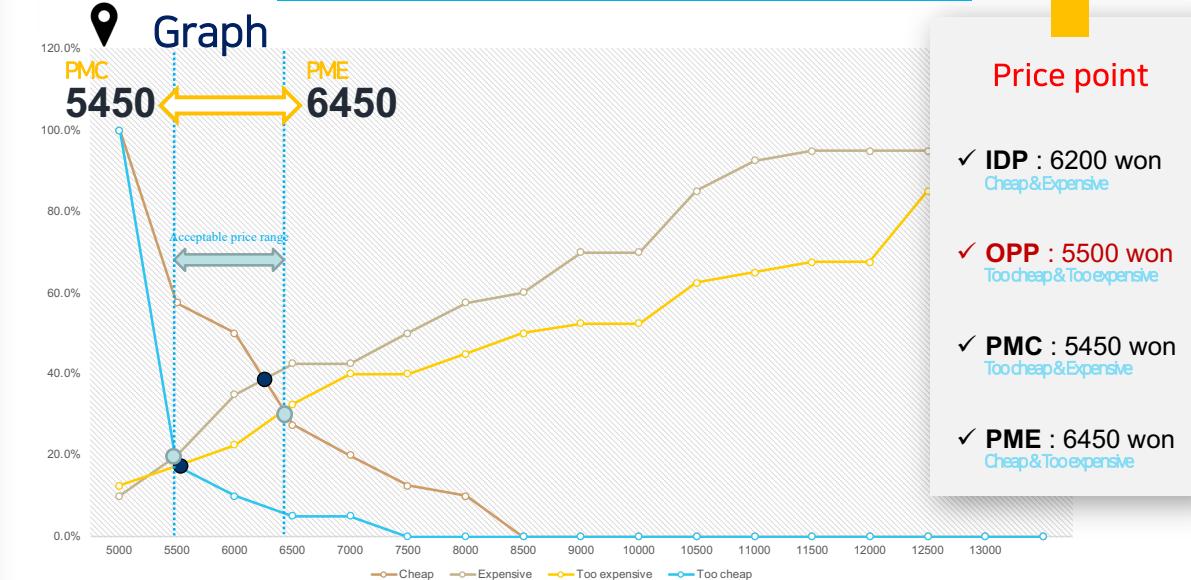
2.5.2

Wavve price

Current Subscribers



Non Subscribers



Table

Price	Cheap	cum	pct	Expensive	cum	pct	Too expensive	cum	pct	Too cheap	cum	pct
5000	8	11	100.00%	0	0	0.00%	0	0	0.00%	10	11	100.00%
5500	0	3	27.27%	0	0	0.00%	0	0	0.00%	0	1	9.09%
6000	1	3	27.27%	0	0	0.00%	0	0	0.00%	0	1	9.09%
6500	0	2	18.18%	2	2	18.18%	1	1	9.09%	0	1	9.09%
7000	0	2	18.18%	3	5	45.45%	1	2	18.18%	0	1	9.09%
7500	0	2	18.18%	1	6	54.55%	1	3	27.27%	1	1	9.09%
8000	1	2	18.18%	0	6	54.55%	1	4	36.36%	0	0	0.00%
8500	0	1	9.09%	0	6	54.55%	0	4	36.36%	0	0	0.00%
9000	0	1	9.09%	0	6	54.55%	1	5	45.45%	0	0	0.00%
10000	1	1	9.09%	2	8	72.73%	1	6	54.55%	0	0	0.00%
10500	0	0	0.00%	0	8	72.73%	0	6	54.55%	0	0	0.00%
11000	0	0	0.00%	2	10	90.91%	0	6	54.55%	0	0	0.00%
11500	0	0	0.00%	0	10	90.91%	0	6	54.55%	0	0	0.00%
12000	0	0	0.00%	0	10	90.91%	1	7	63.64%	0	0	0.00%
12500	0	0	0.00%	0	10	90.91%	1	7	63.64%	0	0	0.00%
13000	0	0	0.00%	1	11	100.00%	4	11	100.00%	0	0	0.00%

Table

Price	Cheap	cum	pct	Expensive	cum	pct	Too expensive	cum	pct	Too cheap	cum	pct
5000	17	40	100.0%	4	4	10.0%	5	5	12.5%	33	40	100.0%
5500	3	23	57.5%	4	8	20.0%	2	7	17.5%	3	7	17.5%
6000	9	20	50.0%	6	14	35.0%	2	9	22.5%	2	4	10.0%
6500	3	11	27.5%	3	17	42.5%	4	13	32.5%	0	2	5.0%
7000	3	8	20.0%	0	17	42.5%	3	16	40.0%	2	2	5.0%
7500	1	5	12.5%	3	20	50.0%	0	16	40.0%	0	0	0.0%
8000	4	4	10.0%	3	23	57.5%	2	18	45.0%	0	0	0.0%
8500	0	0	0.0%	1	24	60.0%	2	20	50.0%	0	0	0.0%
9000	0	0	0.0%	4	28	70.0%	1	21	52.5%	0	0	0.0%
9500	0	0	0.0%	0	28	70.0%	0	21	52.5%	0	0	0.0%
10000	0	0	0.0%	6	34	85.0%	4	25	62.5%	0	0	0.0%
10500	0	0	0.0%	3	37	92.5%	1	26	65.0%	0	0	0.0%
11000	0	0	0.0%	1	38	95.0%	1	27	67.5%	0	0	0.0%
11500	0	0	0.0%	0	38	95.0%	0	27	67.5%	0	0	0.0%
12000	0	0	0.0%	0	38	95.0%	7	34	85.0%	0	0	0.0%
12500	0	0	0.0%	0	38	95.0%	0	34	85.0%	0	0	0.0%
13000	0	0	0.0%	2	40	100.0%	6	40	100.0%	0	0	0.0%

2.5.3

Wavve B/C

Current Subscribers



Benefit

Average of acceptable range

OPP **6500 won**



Cost

$\frac{(3475 * 2) + (5450 * 4) + (7900 * 5)}{11} = \text{6205 won}$

Σ Price x number of person / total people



B/C ratio

With AW (equivalent monthly cost)

$$\frac{6500}{6205} = 1.048 \geq 1$$

No initial cost, only monthly subscription fee

Non Subscribers



Benefit

Average of acceptable range

OPP **5500 won**



Cost

From current users

6205 won



B/C ratio

With AW (equivalent monthly cost)

$$\frac{5500}{6205} = 0.886 < 1$$

Wavve Implications



Only those who have used it know its true value

- $B/C > 1$
- Subscribers' acceptable price range is quite higher than non-subscribers (more than 800 won)



- For domestic contents (especially terrestrial contents), there are no competitors.
 - Consumers should choose Wavve to watch '무한도전', '꽃보다 남자' etc.
 - Beneficiaries of monopolization



Lack of subscribers

20s are more interested in abroad or CJ ENM's contents, not terrestrial contents, which makes us very hard to find



Subscribers are enjoying both domestic (Wavve) and abroad (Netflix) contents

- 80% of subscribers are also subscribing Netflix at the same time
 - They also prefer both 'K-drama' and 'Abroad drama' genres



- For 20s, it seems that Wavve is a kind of complementary service, not mainly used service.

Wavve review

A d v a n t a g e

- Contents
 - Lots of K-contents for all genre
 - Wavve original
 - Independent media
 - Kids contents

D i s a d v a n t a g e

- Contents
 - Lack of abroad contents
- Quality
 - lack of device optimization
- Convenience
 - Old fashioned basic search

2.5.6

Wavve word-cloud

Google Play : Rate 4 and 5 (n = 4745)

Positive



Google Play : Rate 1 and 2 (n = 6560)

N e g a t i v e



Benefit / Cost summary



Current Users

$$\frac{6300}{6137} = 1.027 \geq 1$$

Recommended

Non-Current Users

$$\frac{6100}{6137} = 0.994 < 1$$

Not Recommended



WATCHA PLAY

Current Users

$$\frac{6750}{7900} = 0.854 < 1$$

Not Recommended

Non-Current Users

$$\frac{5900}{7900} = 0.747 < 1$$

Not Recommended



YouTube Premium

Current Users

$$\frac{6300}{7900} = 0.797 < 1$$

Not Recommended

Non-Current Users

$$\frac{5650}{7900} = 0.715 < 1$$

Not Recommended



wavve

Current Users

$$\frac{6500}{6205} = 1.048 \geq 1$$

Recommended

Non-Current Users

$$\frac{5500}{6205} = 0.886 < 1$$

Not Recommended

3

OTT AHP



Key evaluation factors for 20s

20대 OTT 서비스 속성 평가 요인의 가중치 및 우선순위							
평가 항목	20대		평가 항목	20대		20대 a)	
	가중치	순위		가중치	순위		
콘텐츠	.290	1	국내 콘텐츠의 양	.306	1	.088	2
			해외 콘텐츠의 양	.225	3	.065	6
			오리지널 콘텐츠의 양	.191	4	.055	8
			장르의 다양성	.276	2	.080	3
비용	.283	2	이용가격의 합리성	.516	1	.109	1
			요금제의 다양성	.258	2	.055	9
			프로모션	.224	3	.047	12
서비스 품질	.242	3	화질	.310	1	.075	4
			음질	.191	4	.046	13
			안정성	.295	2	.071	5
			광고 없음	.202	3	.049	11
이용 편의성	.183	4	맞춤형 콘텐츠 추천	.176	4	.040	15
			UI 및 검색 정확성	.228	2	.052	10
			N-스크린	.196	3	.044	14
			콘텐츠 업로드의 실시간성	.253	1	.058	7
			콘텐츠 정보	.145	5	.033	16

Reference: Hanyang Univ. Research centre

1st. Contents

- Domestic
- Genre diversity
- Abroad
- Original

2nd. Price

- rationality
- Plan diversity
- Promotions

3rd. Quality

- Resolution
- Stability
- No ADs
- sound

4th. Convenience

- Real-time update
- UI
- Multiple screens
- Curation
- Contents info

3.1.2

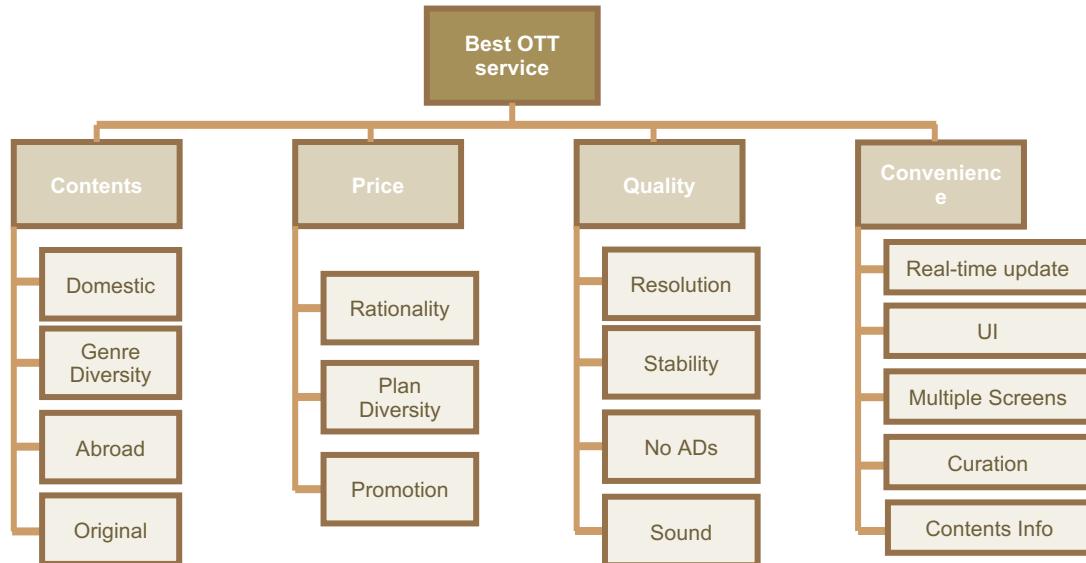
Decision Tree



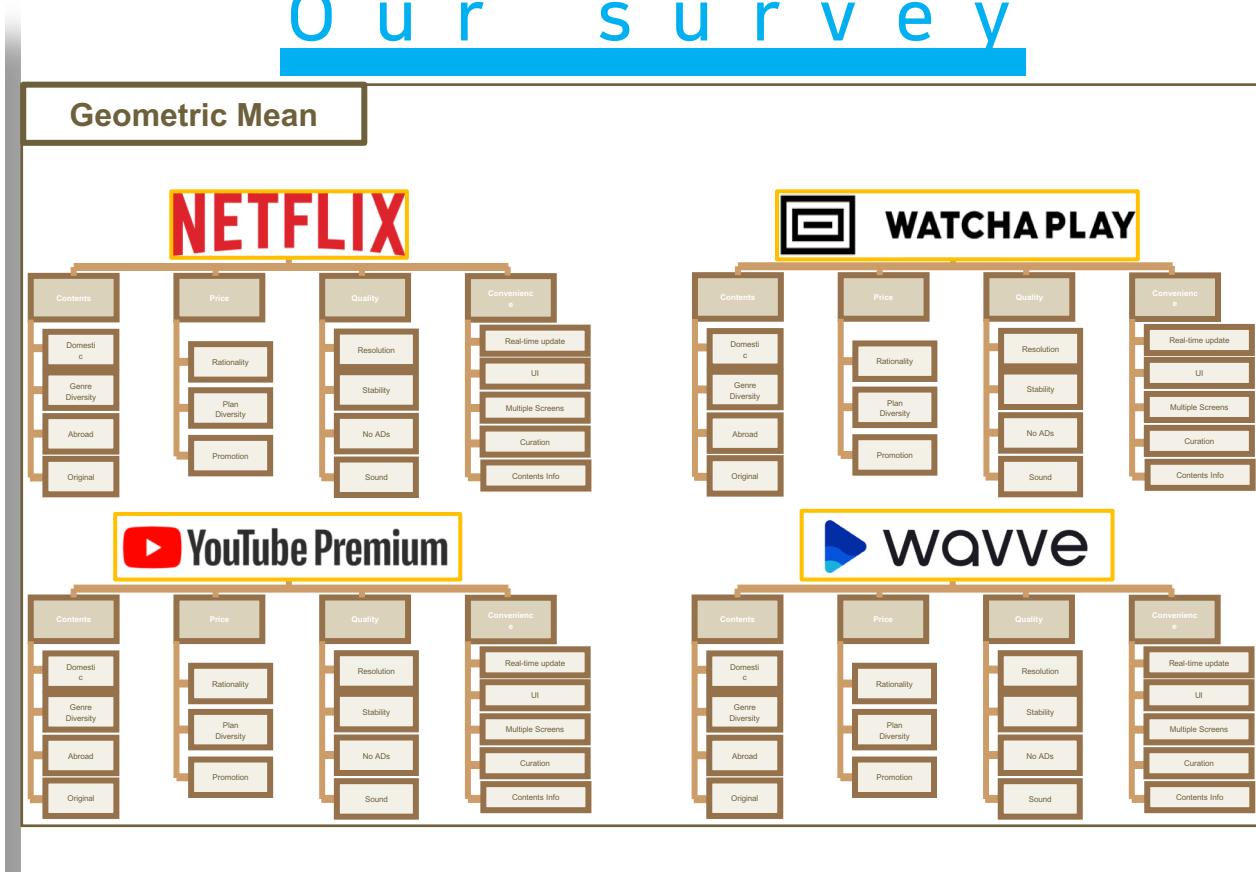
3.1.3

Decision Tree

Hanyang University



Our survey



Compare final scores of Hanyang Univ. and Our survey



3.2.1 Supporting materials



〈표 2〉 확인적 요인 분석 결과												
측정 변인	측정 문항	표준화 계수값	표준화 오차	AVE	C.R.	측정 변인	측정 문항	표준화 계수값	표준화 오차	AVE	C.R.	
해외 콘텐츠 다양성	1 .839	.116		25 .834	.128	국내 콘텐츠 다양성	2 .858	.114	.826	.934	26 .757	.188
	2 .793	.207		27 .810	.161		28 .892	.123		.801	.924	
	4 .771	.184		5 .868	.123		6 .780	.211		.919	.919	
국내 콘텐츠 다양성	6 .793	.207		7 .742	.216		8 .883	.111	.817	.930	9 .873	.132
	9 .873	.132		10 .834	.219		11 .915	.127	.819	.931	12 .887	.161
	13 .921	.103		14 .901	.136		15 .855	.206	.842	.941	16 .889	.139
비용 수준	16 .889	.139		17 .903	.136		18 .881	.161	.842	.941	19 .890	.152
	19 .890	.152		20 .933	.102		21 .835	.225	.831	.937	22 .856	.217
	22 .856	.217		23 .913	.134		24 .877	.171	.817	.931		

〈표 3〉 변수 간 상관관계

	해외	국내	오리	요금 다양	비용 수준	추천	검색	정보	콘텐츠 만족	비용 만족	편의기능 만족	유용성	유회성	용이성	지속 이용
해외	.908														
국내	.193**	.889													
오리	.436**	.122**	.903												
요금 다양	.189**	.097**	.202**	.904											
비용 수준	.117**	.085*	.174**	.397**	.917										
추천	.204**	.070*	.204**	.290**	.350**	.863									
검색	.230**	.159**	.186**	.287**	.210**	.225**	.911								
정보	.171**	.034	.176	.257**	.270	.299**	.106**	.903							
콘텐츠 만족	.454**	.190*	.481**	.351**	.239**	.325**	.260**	.264**	.894						
비용 만족	.149**	.085*	.200*	.444**	.788*	.381**	.236**	.231**	.280**	.937					
편의기능 만족	.263**	.111**	.320*	.355**	.403*	.644**	.327**	.363**	.393**	.420**	.918				
유용성	.424**	.175**	.377**	.317**	.338*	.341**	.299*	.252*	.456**	.408*	.419**	.875			
유회성	.356**	.085*	.342**	.300*	.314**	.340**	.239**	.232**	.419**	.355**	.407**	.503**	.889		
용이성	.281**	.073*	.339*	.304**	.326**	.257**	.288**	.228*	.316**	.336*	.330*	.411**	.527**	.880	
지속 이용	.369**	.139**	.400**	.274**	.344**	.337**	.275*	.309*	.409**	.369*	.444**	.605**	.550**	.468**	.870

: 대각 행렬에 있는 값은 각 잡재변수의 표준근 AVE값임

Reference: 글로벌 OTT 서비스 이용자 지속적 이용 의도에 미치는 요인 연구 넷플릭스 사례를 중심으로



Reference: 대학내일 20대 연구소

유튜브 프리미엄, 끌 것인가 말 것인가

한 달에 8,690원이나 되는 돈을 들여가며 유튜브 프리미엄에 가입해야 할까, 말아야 할까. 그러나 적어도 아래 계산대로라면, 그리고 당신이 하루에 한 시간 이상 유튜브에 투자하는 열성 시청자라면 결론은 명확합니다. 오히려 가입하는 것이 이득입니다.

유튜브에 올라오는 영상은 대부분 2분에서 3분을 넘기지 않습니다. 하루에 한 시간씩 유튜브 영상을 본다고 가정 하면 이런 영상을 20개 가량 보는 셈입니다. 그리고 적어도 한 영상당 한 번은 광고가 끼어들기 마련입니다.

이 광고를 정확히 5초 뒤에 넘길 수도 있고, 광고 내용이 재미있어서 저도 모르게 끊지 못하고 계속 보게 될 수도 있습니다. 그러나 당신이 충분히 야박한(?) 시청자라고 가정한다면 한 시간에 100초 가량 광고를 보게 됩니다. 한 달은 30일이니 결국 3,000초, 한 달에 50분 이상을 광고로 허비하는 셈입니다.



References

- Environmental analysis result
- B/Cratio
- Word-cloud

- "Watcha" has the largest number of Korean movie and drama-oriented content.
- It is a great advantage to be able to see images for a cup of coffee. Other OTT movies cost 3,000-4,000 won per movie.
- according to direct and Internet research, both picture quality, sound quality and stability are very poor compared to other OTT services.



Reference: 국내 OTT(OverTheTop) 서비스 시장에서의 시업자 유형간 경쟁 관계에 대한 적소 분석 연구

【표 22】 콘텐츠기반 OTT 유형별 미디어 충족자원에 대한 기술통계

구분	PP기반 OTT		지상파기반 OTT		독립 OTT	
	티빙	폭	폭	넷플릭스	평균(M)	표준편차(SD)
사례수(N)	143		170	103		
기술통계	평균(M)	표준편차(SD)	평균(M)	표준편차(SD)	평균(M)	표준편차(SD)
인지적 정서적 차원	5.035	0.926	5.071	0.918	5.288	1.027
오락추구	5.121	0.882	5.071	0.962	5.453	1.026
정보 획득	4.657	0.998	4.655	0.997	4.544	1.094
자기파시	4.381	1.105	4.276	1.196	4.748	1.207
서비스 차원	4.937	0.930	4.996	0.894	5.052	0.989
이용 편의성	4.721	0.890	4.676	0.894	5.085	0.887
콘텐츠 다양성	4.911	0.946	4.804	0.994	5.191	0.944
휴대성	5.238	0.916	5.204	0.947	5.239	0.949
경제적 이익	4.481	0.992	4.403	1.001	4.148	1.172

【표 23】 콘텐츠기반 OTT 사업자 유형별 장르별 충족자원에 대한 기술통계

구분	PP기반 OTT		지상파기반 OTT		독립 OTT	
	티빙	폭	폭	넷플릭스	평균(M)	표준편차(SD)
사례수(N)	143		170	103		
기술통계	평균(M)	표준편차(SD)	평균(M)	표준편차(SD)	평균(M)	표준편차(SD)
국내영화	4.888	1.181	4.659	1.182	4.718	1.396
해외영화	4.685	1.213	4.429	1.291	5.631	1.180
국내드라마	5.077	1.157	5.100	1.205	4.272	1.429
해외드라마	4.755	1.323	4.282	1.364	5.563	1.304
오리지널	4.524	1.326	3.976	1.418	5.068	1.555
스포츠	4.552	1.377	4.294	1.205	4.000	1.521
애니메이션	4.531	1.408	4.235	1.279	4.505	1.441
게임	4.224	1.355	4.012	1.250	3.864	1.541
다큐/교양	4.371	1.314	4.247	1.239	4.194	1.585
교육	4.322	1.422	4.129	1.290	4.019	1.553
키즈	4.280	1.406	4.112	1.294	4.126	1.551
예능	4.993	1.196	4.835	1.263	4.544	1.385

3.2.2 Key factor weights (Contents, Price, Quality, Convenience)



<pair-wise matrix>					
var \ var	contents	price	quality	convenience	0
contents	1.000	3.000	5.000	0.333	0.000
price	0.333	1.000	3.000	0.333	0.000
quality	0.200	0.333	1.000	0.143	0.000
convenience	3.000	3.000	7.000	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	4.533	7.333	16.000	1.810	0.000

<normalized pair-wise matrix>					
var \ var	contents	price	quality	convenience	0
contents	0.220588235	0.409090909	0.3125	0.184210526	0
price	0.073529412	0.136363636	0.1875	0.184210526	0
quality	0.044117647	0.045454545	0.0625	0.078947368	0
convenience	0.661764706	0.409090909	0.4375	0.552631579	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	4.533333333	7.333333333	16	1.80952381	0



<pair-wise matrix>					
var \ var	Contents	Price	Quality	Convenience	0
Contents	1.000	2.000	7.000	8.000	0.000
Price	0.500	1.000	6.000	7.000	0.000
Quality	0.143	0.167	1.000	3.000	0.000
Convenience	0.125	0.143	0.333	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	1.768	3.310	14.333	19.000	0.000

<normalized pair-wise matrix>					
var \ var	Contents	Price	Quality	Convenience	0
Contents	0.565656566	0.604316547	0.488372093	0.421052632	0
Price	0.282828283	0.302158273	0.418604651	0.368421053	0
Quality	0.080808081	0.050359712	0.069767442	0.157894737	0
Convenience	0.070707071	0.043165468	0.023255814	0.052631579	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	1.767857143	3.30952381	14.33333333	19	0



<pair-wise matrix>					
var \ var	Contents	Price	Quality	Convenience	0
Contents	1.000	0.333	5.000	1.000	0.000
Price	3.000	1.000	7.000	3.000	0.000
Quality	0.200	0.143	1.000	0.200	0.000
Convenience	1.000	0.333	5.000	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	5.200	1.810	18.000	5.200	0.000

<normalized pair-wise matrix>					
var \ var	Contents	Price	Quality	Convenience	0
Contents	0.192307692	0.184210526	0.277777778	0.192307692	0
Price	0.576923077	0.552631579	0.388888889	0.576923077	0
Quality	0.038461538	0.078947368	0.055555556	0.038461538	0
Convenience	0.192307692	0.184210526	0.277777778	0.192307692	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	5.2	1.80952381	18	5.2	0



<pair-wise matrix>					
var \ var	contents	price	quality	convenience	0
contents	1.000	3.000	6.000	4.000	0.000
price	0.333	1.000	2.000	1.000	0.000
quality	0.167	0.500	1.000	2.000	0.000
convenience	0.250	1.000	0.500	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	1.750	5.500	9.500	8.000	0.000

<normalized pair-wise matrix>					
var \ var	contents	price	quality	convenience	0
contents	0.571428571	0.545454545	0.631578947	0.5	0
price	0.19047619	0.181818182	0.210526316	0.125	0
quality	0.095238095	0.090909091	0.105263158	0.25	0
convenience	0.142857143	0.181818182	0.052631579	0.125	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	1.75	5.5	9.5	8	0

3.2.3

Sub factors : Contents



<pair-wise matrix>					
var \var	domestic	abroad	original	diversity	0
domestic	1.000	0.200	0.143	5.000	0.000
abroad	5.000	1.000	0.500	7.000	0.000
original	7.000	2.000	1.000	9.000	0.000
diversity	0.200	0.143	0.111	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	13.200	3.343	1.754	22.000	0.000

<normalized pair-wise matrix>					
var \var	domestic	abroad	original	diversity	0 weights
domestic	0.075757576	0.05982906	0.081447964	0.227272727	0 0.111076832
abroad	0.378787879	0.299145299	0.285067873	0.318181818	0 0.320295717
original	0.53030303	0.598290598	0.570135747	0.409090909	0 0.526955071
diversity	0.015151515	0.042735043	0.063348416	0.045454545	0 0.04167238
0	0	0	0	0	0 0
sum	1	1	1	1	0
prev sum	13.2	3.342857143	1.753968254	22	0



<pair-wise matrix>					
var \var	Domestic	Genre Diversity	Abroad	Original	0
Domestic	1.000	0.500	3.000	4.000	0.000
Genre Diversity	2.000	1.000	6.000	7.000	0.000
Abroad	0.333	0.167	1.000	2.000	0.000
Original	0.250	0.143	0.500	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	3.583	1.810	10.500	14.000	0.000

<normalized pair-wise matrix>					
var \var	Domestic	Genre Diversity	Abroad	Original	0 weights
Domestic	0.279069767	0.276315789	0.285714286	0.285714286	0 0.281703532
Genre Diversity	0.558139535	0.552631579	0.571428571	0.5	0 0.545549921
Abroad	0.093023256	0.092105263	0.095238095	0.142857143	0 0.105805939
Original	0.069767442	0.078947368	0.047619048	0.071428571	0 0.066940607
0	0	0	0	0	0 0
sum	1	1	1	1	0
prev sum	3.583333333	1.80952381	10.5	14	0



<pair-wise matrix>					
var \var	Domestic	Genre diversity	Abroad	Original	0
Domestic	1.000	4.000	3.000	7.000	0.000
Genre diversity	0.250	1.000	0.333	5.000	0.000
Abroad	0.333	3.000	1.000	6.000	0.000
Original	0.143	0.200	0.167	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	1.726	8.200	4.500	19.000	0.000

<normalized pair-wise matrix>					
var \var	Domestic	Genre diversity	Abroad	Original	0 weights
Domestic	0.579310345	0.487803093	0.66666716	0.368421053	0 0.525550413
Genre diversity	0.144827586	0.121950773	0.074073388	0.263157895	0 0.151002411
Abroad	0.193103448	0.365855979	0.222222387	0.315789474	0 0.274242822
Original	0.082758621	0.024390155	0.037037064	0.052631579	0 0.049204355
0	0	0	0	0	0 0
sum	1	1	1	1	0
prev sum	1.726190476	8.20003	4.499996667	19	0



<pair-wise matrix>					
var \var	domestic	genre	abroad	original	0
domestic	1.000	3.000	5.000	6.000	0.000
genre	0.333	1.000	2.000	3.000	0.000
abroad	0.200	0.500	1.000	0.333	0.000
original	0.167	0.333	3.000	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	1.700	4.833	11.000	10.333	0.000

<normalized pair-wise matrix>					
var \var	domestic	genre	abroad	original	0 weights
domestic	0.588235294	0.620689655	0.454545455	0.580645161	0 0.561028891
genre	0.196078431	0.206896552	0.181818182	0.290322581	0 0.218778936
abroad	0.117647059	0.103448276	0.090909091	0.032258065	0 0.086065623
original	0.098039216	0.068965517	0.272727273	0.096774194	0 0.13412655
0	0	0	0	0	0 0
sum	1	1	1	1	0
prev sum	1.7	4.833333333	11	10.333333333	0

3.2.4

Sub factors : Price



<pair-wise matrix>						
var \var	rationality	diversity	promotions	0	0	
rationality	1.000	7.000	9.000	0.000	0.000	
diversity	0.143	1.000	3.000	0.000	0.000	
promotions	0.111	0.333	1.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.254	8.333	13.000	0.000	0.000	

<normalized pair-wise matrix>						
var \var	rationality	diversity	promotions	0	0	weights
rationality	0.797468354	0.84	0.692307692	0	0	0.776592016
diversity	0.113924051	0.12	0.230769231	0	0	0.15489776
promotions	0.088607595	0.04	0.076923077	0	0	0.068510224
0	0	0	0	0	0	0
0	0	0	0	0	0	0
sum	1	1	1	0	0	0
prev sum	1.253968254	8.333333333	13	0	0	0



<pair-wise matrix>						
var \var	Rationality	Plan diversity	Promotion	0	0	
Rationality	1.000	6.000	5.000	0.000	0.000	
Plan diversity	0.167	1.000	0.500	0.000	0.000	
Promotion	0.200	2.000	1.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.367	9.000	6.500	0.000	0.000	

<normalized pair-wise matrix>						
var \var	Rationality	Plan diversity	Promotion	0	0	weights
Rationality	0.731707317	0.666666667	0.769230769	0	0	0.722534918
Plan diversity	0.12195122	0.111111111	0.076923077	0	0	0.103328469
Promotion	0.146341463	0.222222222	0.153846154	0	0	0.174136613
0	0	0	0	0	0	0
0	0	0	0	0	0	0
sum	1	1	1	0	0	0
prev sum	1.366666667	9	6.5	0	0	0



<pair-wise matrix>						
var \var	Rationality	Plan diversity	Promotion	0	0	
Rationality	1.000	7.000	3.000	0.000	0.000	
Plan diversity	0.143	1.000	0.333	0.000	0.000	
Promotion	0.333	3.000	1.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.476	11.000	4.333	0.000	0.000	

<normalized pair-wise matrix>						
var \var	Rationality	Plan diversity	Promotion	0	0	weights
Rationality	0.677419355	0.636363636	0.692307692	0	0	0.668696895
Plan diversity	0.096774194	0.090909091	0.076923077	0	0	0.08820212
Promotion	0.225806452	0.272727272	0.230769231	0	0	0.243100985
0	0	0	0	0	0	0
0	0	0	0	0	0	0
sum	1	1	1	0	0	0
prev sum	1.476190476	11	4.333333333	0	0	0



<pair-wise matrix>						
var \var	rationality	plan	promotions	0	0	
rationality	1.000	2.000	1.000	0.000	0.000	
plan	0.500	1.000	0.333	0.000	0.000	
promotions	1.000	3.000	1.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	2.500	6.000	2.333	0.000	0.000	

<normalized pair-wise matrix>						
var \var	rationality	plan	promotions	0	0	weights
rationality	0.4	0.333333333	0.428571429	0	0	0.387301587
plan	0.2	0.166666667	0.142857143	0	0	0.16984127
promotions	0.4	0.5	0.428571429	0	0	0.442857143
0	0	0	0	0	0	0
0	0	0	0	0	0	0
sum	1	1	1	0	0	0
prev sum	2.5	6	2.333333333	0	0	0

3.2.5

Sub factors : Quality



<pair-wise matrix>					
var \ var	resolution	stability	No ADs	sound	0
resolution	1.000	0.143	3.000	1.000	0.000
stability	7.000	1.000	9.000	3.000	0.000
No ADs	0.333	0.111	1.000	0.333	0.000
sound	1.000	0.333	3.000	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	9.333	1.587	16.000	5.333	0.000

<normalized pair-wise matrix>					
var \ var	resolution	stability	No ADs	sound	0
resolution	0.107142857	0.09	0.1875	0.1875	0
stability	0.75	0.63	0.5625	0.5625	0
No ADs	0.035714286	0.07	0.0625	0.0625	0
sound	0.107142857	0.21	0.1875	0.1875	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	9.333333333	1.587301587	16	5.333333333	0



<pair-wise matrix>					
var \ var	Resolution	Stability	No ads	Sound	0
Resolution	1.000	0.200	0.111	0.333	0.000
Stability	5.000	1.000	0.200	3.000	0.000
No ads	9.000	5.000	1.000	7.000	0.000
Sound	3.000	0.333	0.143	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	18.000	6.533	1.454	11.333	0.000

<normalized pair-wise matrix>					
var \ var	Resolution	Stability	No ads	Sound	0
Resolution	0.055555556	0.030612245	0.076419214	0.029411765	0
Stability	0.277777778	0.153061224	0.137554585	0.264705882	0
No ads	0.5	0.765306122	0.687772926	0.617647059	0
Sound	0.166666667	0.051020408	0.098253275	0.088235294	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	18	6.533333333	1.453968254	11.33333333	0



<pair-wise matrix>					
var \ var	Resolution	Stability	No Ads	sound	0
Resolution	1.000	2.000	0.333	3.000	0.000
Stability	0.500	1.000	0.250	4.000	0.000
No Ads	3.000	4.000	1.000	6.000	0.000
sound	0.333	0.250	0.167	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	4.833	7.250	1.750	14.000	0.000

<normalized pair-wise matrix>					
var \ var	Resolution	Stability	No Ads	sound	0
Resolution	0.206896552	0.275862069	0.19047619	0.214285714	0
Stability	0.103448276	0.137931034	0.142857143	0.285714286	0
No Ads	0.620689655	0.551724138	0.571428571	0.428571429	0
sound	0.068965517	0.034482759	0.095238095	0.071428571	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	4.833333333	7.25	1.75	14	0



<pair-wise matrix>					
var \ var	resolution	stability	no ads	sound	0
resolution	1.000	0.333	3.000	3.000	0.000
stability	3.000	1.000	4.000	3.000	0.000
no ads	0.333	0.250	1.000	2.000	0.000
sound	0.333	0.333	0.500	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	4.667	1.917	8.500	9.000	0.000

<normalized pair-wise matrix>					
var \ var	resolution	stability	no ads	sound	0
resolution	0.214285714	0.173913043	0.352941176	0.333333333	0
stability	0.642857143	0.52173913	0.470588235	0.333333333	0
no ads	0.071428571	0.130434783	0.117647059	0.222222222	0
sound	0.071428571	0.173913043	0.058823529	0.111111111	0
0	0	0	0	0	0
sum	1	1	1	1	0
prev sum	4.666666667	1.916666667	8.5	9	0

3.2.6

Sub factors : Convenience



<pair-wise matrix>					
var \ var	realtime update	UI	multiple screen	curation	contents info
realtime update	1.000	0.200	0.333	0.111	0.200
UI	5.000	1.000	3.000	0.200	1.000
multiple screen	3.000	0.333	1.000	0.143	0.333
curation	9.000	5.000	7.000	1.000	5.000
contents info	5.000	1.000	3.000	0.200	1.000
sum	23.000	7.533	14.333	1.654	7.533

<normalized pair-wise matrix>						weights
var \ var	realtime update	UI	multiple screen	curation	contents info	weights
realtime update	0.043478261	0.026548673	0.023255814	0.067178503	0.026548673	0.037401985
UI	0.217391304	0.132743363	0.209302326	0.120921305	0.132743363	0.162620332
multiple screen	0.130434783	0.044247788	0.069767442	0.086372361	0.044247788	0.075014032
curation	0.391304348	0.663716814	0.488372093	0.604606526	0.663716814	0.562343319
contents info	0.217391304	0.132743363	0.209302326	0.120921305	0.132743363	0.162620332
sum	1	1	1	1	1	
prev sum	23	7.533333333	14.333333333	1.653968254	7.533333333	



<pair-wise matrix>					
var \ var	Real-time update	UI	Multiple Screens	Curation	Contents info
Real-time update	1.000	0.333	0.500	0.250	0.143
UI	3.000	1.000	3.000	0.500	0.167
Multiple Screens	2.000	0.333	1.000	0.333	0.167
Curation	4.000	2.000	3.000	1.000	0.200
Contents info	7.000	6.000	6.000	5.000	1.000
sum	17.000	9.667	13.500	7.083	1.676

<normalized pair-wise matrix>						weights
var \ var	Real-time update	UI	Multiple Screens	Curation	Contents info	weights
Real-time update	0.058823529	0.034482759	0.037037037	0.035294118	0.085227273	0.050172943
UI	0.176470588	0.103448276	0.222222222	0.070588235	0.099431818	0.134432228
Multiple Screens	0.117647059	0.034482759	0.074074074	0.047058824	0.099431818	0.074538907
Curation	0.235294118	0.206896552	0.222222222	0.141176471	0.119318182	0.184981509
Contents info	0.411764706	0.620689655	0.444444444	0.705882353	0.596590909	0.555874414
sum	1	1	1	1	1	1
prev sum	17	9.666666667	13.5	7.083333333	1.676190476	



<pair-wise matrix>					
var \ var	Real-time-update	UI	Multiple-Screen	Curation	Contents Info
Real-time-update	1.000	3.000	7.000	3.000	1.000
UI	0.333	1.000	5.000	1.000	0.333
Multiple-Screen	0.143	0.200	1.000	0.200	0.143
Curation	0.333	1.000	5.000	1.000	0.333
Contents Info	1.000	3.000	7.000	3.000	1.000
sum	2.810	8.200	25.000	8.200	2.810

<normalized pair-wise matrix>						weights
var \ var	Real-time-update	UI	Multiple-Screen	Curation	Contents Info	weights
Real-time-update	0.355932203	0.365853659	0.28	0.365853659	0.355932203	0.344714345
UI	0.118644068	0.12195122	0.2	0.12195122	0.118644068	0.136238115
Multiple-Screen	0.050847458	0.024390244	0.04	0.024390244	0.050847458	0.038095081
Curation	0.118644068	0.12195122	0.2	0.12195122	0.118644068	0.136238115
Contents Info	0.355932203	0.365853659	0.28	0.365853659	0.355932203	0.344714345
sum	1	1	1	1	1	
prev sum	2.80952381	8.2	25	8.2	2.80952381	



<pair-wise matrix>					
var \ var	real-time	UI	screens	curation	info
real-time	1.000	1.000	3.000	5.000	7.000
UI	1.000	1.000	4.000	3.000	5.000
screens	0.333	0.250	1.000	3.000	4.000
curation	0.200	0.333	0.333	1.000	2.000
info	0.143	0.200	0.250	0.500	1.000
sum	2.676	2.783	8.583	12.500	19.000

<normalized pair-wise matrix>						weights
var \ var	real-time	UI	screens	curation	info	weights
real-time	0.37366548	0.359281437	0.349514563	0.4	0.368421053	0.370176507
UI	0.37366548	0.359281437	0.466019417	0.24	0.263157895	0.340424846
screens	0.12455516	0.089820359	0.116504854	0.24	0.210526316	0.156281338
curation	0.074733096	0.119760479	0.038834951	0.08	0.105263158	0.083718337
info	0.053380783	0.071856287	0.029126214	0.04	0.052631579	0.049398973
sum	1	1	1	1	1	1
prev sum	2.676190476	2.783333333	8.583333333	12.5	19	

3.2.7

Geometric Means



Key factor weights

Feature	Netflix	Watcha	Youtube	Wavve	Geometric Mean
contents	0.281597418	0.519849459	0.211650922	0.562115516	0.363277082
price	0.145400894	0.343003065	0.523841655	0.176955172	0.260754668
quality	0.05775489	0.089707493	0.0528565	0.135352586	0.078027126
convenience	0.515246798	0.047439983	0.211650922	0.125576726	0.159651236

$$\sqrt[4]{(A \times B \times C \times D)}$$

Contents

Feature	Netflix	Watcha	Youtube	Wavve
domestic	0.111076832	0.525550413	0.281703532	0.561028891
genre	0.04167238	0.151002411	0.545549921	0.218778936
abroad	0.320295717	0.274242822	0.105805939	0.086065623
original	0.526955071	0.049204355	0.066940607	0.13412655

Geo. Mean

0.309923028
0.165545754
0.168173104
0.123522304

Price

Feature	Netflix	Watcha	Youtube	Wavve	Geo. Mean
rationality	0.776592016	0.722534918	0.668696895	0.387301587	0.505233757
plan	0.15489776	0.103328469	0.08820212	0.16984127	0.108851565
promotions	0.068510224	0.174136613	0.243100985	0.442857143	0.126540178

Quality

Feature	Netflix	Watcha	Youtube	Wavve
resolution	0.143035714	0.221880131	0.047999695	0.268618317
stability	0.62625	0.167487685	0.208274867	0.49212946
no ads	0.057678571	0.543103448	0.642681527	0.135433159
sound	0.173035714	0.067528736	0.101043911	0.103819064

Geo. Mean

0.142227721
0.32200433
0.22850961
0.105221117

Convenience

Feature	Netflix	Watcha	Youtube	Wavve	Geo. Mean
real-time	0.037401985	0.050172943	0.344714345	0.370176507	0.124396485
UI	0.162620332	0.134432228	0.136238115	0.340424846	0.178443005
screens	0.075014032	0.074538907	0.038095081	0.156281338	0.075958326
curation	0.562343319	0.184981509	0.136238115	0.083718337	0.185593289
info	0.162620332	0.555874414	0.344714345	0.049398973	0.198076156

3.2.8

Weight summary

Hanyang University

평가 항목	20대		평가 항목	20대		20대 a)	
	가중치	순위		가중치	순위	가중치	순위
콘텐츠	.290	1	국내 콘텐츠의 양	.306	1	.088	2
			해외 콘텐츠의 양	.225	3	.065	6
			오리지널 콘텐츠의 양	.191	4	.055	8
			장르의 다양성	.276	2	.080	3
비용	.283	2	이용가격의 합리성	.516	1	.109	1
			요금제의 다양성	.258	2	.055	9
			프로모션	.224	3	.047	12
서비스 품질	.242	3	화질	.310	1	.075	4
			음질	.191	4	.046	13
			안정성	.295	2	.071	5
			광고 없음	.202	3	.049	11
이용 편의성	.183	4	맞춤형 콘텐츠 추천	.176	4	.040	15
			UI 및 검색 정확성	.228	2	.052	10
			N-스크린	.196	3	.044	14
			콘텐츠 업로드의 실시간성	.253	1	.058	7
			콘텐츠 정보	.145	5	.033	16

Our survey

Attribute	Weight	Sub	Weight
Contents	0.363277082	Domestic	1st 0.309923028
		Abroad	2nd 0.168173104
		Original	4th 0.123522304
		Genre Diversity	3rd 0.165545754
Price	0.260754668	Rationality	1st 0.505233757
		Plan diversity	3rd 0.108851565
		Promotion	2nd 0.126540178
Quality	0.078027126	Resolution	3rd 0.142227721
		Sound	4th 0.105221117
		Stability	1st 0.32200433
		No ads	2nd 0.22850961
Convenience	0.159651236	Curation	2nd 0.185593289
		UI	3rd 0.178443005
		Multi Screen	5th 0.075958326
		Real-Time-Update	4th 0.124396485
		Contents info	1st 0.198076156

3.3.1 Score (1)

Contents - Domestic

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	0.333	0.200	0.143	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	3.000	1.000	0.333	0.333	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	5.000	3.000	1.000	0.500	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	7.000	3.000	2.000	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	16.000	7.333	3.533	1.976	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.0625	0.045454545	0.056603774	0.072289157	0	0.059211869
Watcha	0.1875	0.136363636	0.094339623	0.168674699	0	0.146719489
Youtube	0.3125	0.409090909	0.283018868	0.253012048	0	0.314405456
Wavve	0.4375	0.409090909	0.566037736	0.505024096	0	0.479663185
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	16	7.333333333	3.533333333	1.976190476	0	
3. Consistency check						
weights	0.059211869	0.146719489	0.314405456	0.479663185	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.059211869	0.048906496	0.062881091	0.068523312	0	0.239522769
Watcha	0.177635607	0.146719489	0.104801819	0.159887728	0	0.589044643
Youtube	0.296059345	0.4401158468	0.314405456	0.239831593	0	1.290454862
Wavve	0.414483082	0.4401158468	0.528810913	0.479663185	0	1.963115649
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.064268578	0.021422859	0.023803177	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Wavve > Youtube > Watcha > Netflix

Contents - Abroad

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	4.000	1.000	6.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.250	1.000	0.250	2.000	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	1.000	4.000	1.000	7.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.167	0.500	0.143	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	2.417	9.500	2.393	16.000	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.413793103	0.421052632	0.417910448	0.375	0	0.406939046
Watcha	0.103448278	0.105263158	0.104477612	0.125	0	0.109547261
Youtube	0.413793103	0.421052632	0.417910448	0.4375	0	0.422564046
Wavve	0.068965517	0.052531579	0.059701493	0.0625	0	0.060949647
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	2.416666667	9.5	2.392857143	16	0	
3. Consistency check						
weights	0.406939046	0.109547261	0.422564046	0.060949647	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.406939046	0.438189046	0.422564046	0.365697883	0	1.63339002
Watcha	0.101734761	0.109547261	0.105641011	0.121899294	0	0.438822329
Youtube	0.406939046	0.438189046	0.422564046	0.42664753	0	0.169433967
Wavve	0.067923178	0.054773631	0.060366291	0.060949647	0	0.243912744
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.007790469	0.002596823	0.002885359	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Youtube > Netflix > Watcha > Wavve

3.3.2 Score (2)

Contents - Original

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	9.000	4.000	6.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.111	1.000	0.250	0.333	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	0.250	4.000	1.000	2.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.167	3.000	0.500	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.528	17.000	5.750	9.333	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.654545485	0.529411765	0.695652174	0.642857143	0	0.630616634
Watcha	0.072727273	0.058823529	0.043478261	0.035714286	0	0.052685837
Youtube	0.161636364	0.135294118	0.173913043	0.214285714	0	0.19678231
Wavve	0.109090909	0.175670588	0.086956522	0.107142857	0	0.119915219
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	1.527777778	17	5.75	9.333333333	0	
3. Consistency check						
weights	0.630616634	0.052685837	0.19678231	0.119915219	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.630616634	0.474172535	0.787129239	0.719491314	0	2.611409722
Watcha	0.070068515	0.052685837	0.049195577	0.03997174	0	0.211921669
Youtube	0.157654199	0.110743349	0.19678231	0.239830438	0	0.805010255
Wavve	0.105102772	0.158057512	0.098391155	0.119915219	0	0.481466658
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.067333113	0.022444371	0.02493819	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix > Wavve > Youtube > Watcha

Contents - Genre Diversity

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	5.000	0.200	2.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.200	1.000	0.111	0.333	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	5.000	3.000	1.000	5.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.500	3.000	0.200	1.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
0	0.000	0.000	0.000	0.000	0.000	
sum	6.700	18.000	1.511	8.333	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.149255734	0.277777778	0.132352941	0.24	0	0.199846113
Watcha	0.029959748	0.055555556	0.073529412	0.04	0	0.049733928
Youtube	0.745268657	0.5	0.661764706	0.6	0	0.627008341
Wavve	0.074526866	0.166666667	0.132352941	0.121	0	0.123411618
0	0	0	0	0	0	0
sum	1	1	1	1	1	0
prev sum	6.7	18	1.511111111	8.333333333	0	0
3. Consistency check						
weights	0.199846113	0.049733928	0.627008341	0.123411618	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.199846113	0.248669642	0.125401668	0.246823237	0	0.820740659
Watcha	0.039969723	0.049733928	0.069667593	0.041137206	0	0.20050795
Youtube	0.999730563	0.447605356	0.627008341	0.617058092	0	0.627008341
Wavve	0.099923056	0.149201785	0.125401668	0.123411618	0	0.497938128
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.116226139	0.038742046	0.043046718	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Youtube > Netflix > Wavve > Watcha

3.3.3 Score (3)



Price - Rationality

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	3.000	0.500	1.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.333	1.000	0.333	0.500	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	2.000	9.000	1.000	2.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	1.000	2.000	0.500	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	4.333	9.000	2.333	4.500	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.2307692311	0.3333333333	0.214285714	0.222222222	0	0.250152625
Watcha	0.0769230771	0.1111111111	0.142857143	0.111111111	0	0.110500611
Youtube	0.461538462	0.3333333333	0.428571429	0.444444444	0	0.416971917
Wavve	0.230769231	0.222222222	0.214285714	0.222222222	0	0.222374847
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	4.333333333	9	2.333333333	4.5	0	
3. Consistency check						
weights	0.250152625	0.110500611	0.416971917	0.222374847	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.250152625	0.331501832	0.208485958	0.222374847	0	1.012515263
Watcha	0.0833384208	0.110500611	0.138990639	0.111187424	0	0.440462882
Youtube	0.50030525	0.331501832	0.416971917	0.444749695	0	1.693528694
Wavve	0.250152625	0.221001221	0.208485958	0.222374847	0	0.902014652
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.0460246	0.015334153	0.017037948	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Youtube > Netflix > Wavve > Watcha



Price – Plan Diversity

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	3.000	3.000	1.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.333	1.000	0.333	0.333	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	2.000	9.000	1.000	2.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	1.000	2.000	0.500	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	2.667	8.000	8.000	2.667	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.375	0.375	0.375	0.375	0	0.375
Watcha	0.125	0.125	0.125	0.125	0	0.125
Youtube	0.125	0.125	0.125	0.125	0	0.125
Wavve	0.375	0.375	0.375	0.375	0	0.375
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	2.666666667	8	8	2.666666667	0	
3. Consistency check						
weights	0.375	0.125	0.125	0.375	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.375	0.375	0.375	0.375	0	1.5
Watcha	0.125	0.125	0.125	0.125	0	0.5
Youtube	0.125	0.125	0.125	0.125	0	0.5
Wavve	0.375	0.375	0.375	0.375	0	1.5
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4	0	0	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix = Wavve > Watcha = Youtube

3.3.4 Score (4)

Price - Promotions

2. Pair-wise comparison matrix

criteria	Equal	Moderate	Strong	Very strong	Extreme
score	1	3	5	7	9

** you can also use intermediate values 2, 4, 6, 8

<pair-wise matrix>

var \ var	Netflix	Watcha	Youtube	Wavve	0
Netflix	1.000	2.000	1.000	0.333	0.000
Watcha	0.500	1.000	0.500	0.250	0.000
Youtube	1.000	2.000	1.000	0.500	0.000
Wavve	3.000	4.000	2.000	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	5.500	9.000	4.500	2.083	0.000

** How important is 'a' with respect to 'b', 'c', 'd'
 ** if 'a' is strongly important than 'b' -> score 5
 ** if 'b' is strongly important than 'a' -> score 1/5

<normalized pair-wise matrix>

var \ var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.181818182	0.222222222	0.222222222	0.16	0	0.196565657
Watcha	0.090909091	0.111111111	0.111111111	0.12	0	0.108282828
Youtube	0.181818182	0.222222222	0.222222222	0.24	0	0.216565657
Wavve	0.545454545	0.444444444	0.444444444	0.48	0	0.478585859
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	5.5	9	4.5	2.083333333	0	

3. Consistency check

weights	0.196565657	0.108282828	0.216565657	0.478585859	0			
var \ var	Netflix	Watcha	Youtube	Wavve	0	weighted sum	weights	lambda
Netflix	0.196565657	0.216565657	0.216565657	0.15952862	0	0.789225589	0.196565657	4.015073655
Watcha	0.090909091	0.108282828	0.108282828	0.119646465	0	0.434494949	0.108282828	4.012593284
Youtube	0.196565657	0.216565657	0.216565657	0.239292929	0	0.868989899	0.216565657	4.012593284
Wavve	0.545454545	0.444444444	0.444444444	0.478585859	0	1.934545455	0.478585859	4.042211904
0	0	0	0	0	0	0	0	0

<C.R>

lambda max	Consistency Index	Consistency Ratio	Pass
4.020618032	0.006872677	0.007636308	TRUE
Random Index	C.R. cutoff		
0.9	0.15		

<R.I>

n	1	2	3	4	5
Random Index	0	0	0.58	0.9	1.12
Current features	4				

Wavve > Watcha > Netflix > Watcha

Quality - Resolution

2. Pair-wise comparison matrix

criteria	Equal	Moderate	Strong	Very strong	Extreme
score	1	3	5	7	9

** you can also use intermediate values 2, 4, 6, 8

<pair-wise matrix>

var \ var	Netflix	Watcha	Youtube	Wavve	0
Netflix	1.000	2.000	0.500	1.000	0.000
Watcha	0.500	1.000	0.250	0.500	0.000
Youtube	2.000	4.000	1.000	3.000	0.000
Wavve	1.000	2.000	0.500	1.000	0.000
0	0.000	0.000	0.000	0.000	0.000
sum	4.500	9.000	2.083	5.500	0.000

** How important is 'a' with respect to 'b', 'c', 'd'
 ** if 'a' is strongly important than 'b' -> score 5
 ** if 'b' is strongly important than 'a' -> score 1/5

<normalized pair-wise matrix>

var \ var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.222222222	0.222222222	0.24	0.181818182	0	0.216565657
Watcha	0.111111111	0.111111111	0.12	0.090909091	0	0.108282828
Youtube	0.444444444	0.444444444	0.48	0.545454545	0	0.478585859
Wavve	0.222222222	0.222222222	0.16	0.181818182	0	0.196565657
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	4.5	9	2.083333333	5.5	0	

3. Consistency check

weights	0.216565657	0.108282828	0.478585859	0.196565657	0			
var \ var	Netflix	Watcha	Youtube	Wavve	0	weighted sum	weights	lambda
Netflix	0.216565657	0.216565657	0.239292929	0.196565657	0	0.868989899	0.216565657	4.012593284
Watcha	0.108282828	0.108282828	0.119646465	0.098282828	0	0.434494949	0.108282828	4.012593284
Youtube	0.433131313	0.433131313	0.478585859	0.58969697	0	1.934545455	0.478585859	4.042211904
Wavve	0.216565657	0.216565657	0.15952862	0.196565657	0	0.789225589	0.196565657	4.015073655
0	0	0	0	0	0	0	0	0

<C.R>

lambda max	Consistency Index	Consistency Ratio	Pass
4.020618032	0.006872677	0.007636308	TRUE
Random Index	C.R. cutoff		
0.9	0.15		

<R.I>

n	1	2	3	4	5
Random Index	0	0	0.58	0.9	1.12
Current features	4				

Youtube > Netflix > Wavve > Watcha

3.3.5 Score (5)

Quality - Sound

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve		0
Netflix	1.000	3.000	4.000	1.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.333	1.000	2.000	0.333	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	0.250	0.500	1.000	0.333	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	1.000	3.000	4.000	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	2.583	7.500	10.000	2.667	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve		weights
Netflix	0.387096774	0.4	0.4	0.375	0	0.390524194
Watcha	0.129032258	0.133333333	0.2	0.125	0	0.146841398
Youtube	0.096774194	0.066666666	0.1	0.125	0	0.097110215
Wavve	0.387096774	0.4	0.3	0.375	0	0.365524194
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	2.583333333	7.5	10	2.666666667	0	
3. Consistency check						
weights	0.390524194	0.146841398	0.097110215	0.365524194	0	
var \var	Netflix	Watcha	Youtube	Wavve		weighted sum
Netflix	0.390524194	0.440524194	0.38844086	0.365524194	0	1.585013441
Watcha	0.130174173	0.146841398	0.194202043	0.121841398	0	0.593077957
Youtube	0.097631048	0.073420699	0.057110215	0.121841398	0	0.39000336
Wavve	0.390524194	0.440524194	0.191330645	0.365524194	0	1.487903226
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.046068648	0.015356216	0.017062462	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix > Wavve > Watcha > Youtube

Quality - Stability

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve		0
Netflix	1.000	4.000	4.000	5.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.250	1.000	1.000	2.000	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	0.250	1.000	1.000	0.500	1.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.200	0.333	0.500	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.700	6.333	6.500	11.000	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve		weights
Netflix	0.588235254	0.631578947	0.615384615	0.454545455	0	0.572436078
Watcha	0.147058824	0.157894737	0.153846154	0.272727273	0	0.182881747
Youtube	0.147058824	0.157894737	0.153846154	0.181818182	0	0.160154474
Wavve	0.117647059	0.052631579	0.076933077	0.099999999	0	0.084527701
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	1.7	6.333333333	6.5	11	0	
3. Consistency check						
weights	0.572436078	0.182881747	0.160154474	0.084527701	0	
var \var	Netflix	Watcha	Youtube	Wavve		weighted sum
Netflix	0.572436078	0.731526987	0.640617896	0.422638507	0	2.367219468
Watcha	0.147058824	0.157894737	0.160154474	0.253583104	0	0.739728344
Youtube	0.147058824	0.157894737	0.160154474	0.169055403	0	0.655200643
Wavve	0.117647059	0.060960582	0.080077237	0.084527701	0	0.340052736
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.073554048	0.024518016	0.02724224	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix > Watcha > Youtube > Wavve

3.3.6 Score (6)



Quality – No ADs

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	1.000	1.000	3.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	1.000	1.000	1.000	3.000	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	1.000	1.000	1.000	3.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.333	0.333	0.333	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	3.333	3.333	3.333	10.000	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.3	0.3	0.3	0.3	0	0.3
Watcha	0.3	0.3	0.3	0.3	0	0.3
Youtube	0.3	0.3	0.3	0.3	0	0.3
Wavve	0.1	0.1	0.1	0.1	0	0.1
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	3.333333333	3.333333333	3.333333333	10	0	
3. Consistency check						
weights	0.3	0.3	0.3	0.1	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.3	0.3	0.3	0.3	0	1.2
Watcha	0.3	0.3	0.3	0.3	0	1.2
Youtube	0.3	0.3	0.3	0.3	0	1.2
Wavve	0.1	0.1	0.1	0.1	0	0.4
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4	0	0	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix = Watcha = Youtube > Wavve



Convenience – Curation

2. Pair-wise comparison matrix						
criteria	Equal	Moderate	Strong	Very strong	Extreme	
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8
<pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	
Netflix	1.000	4.000	3.000	7.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'
Watcha	0.350	1.000	0.333	5.000	0.000	** if 'a' is strongly important than 'b' -> score 5
Youtube	0.333	1.000	1.000	6.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5
Wavve	0.143	0.300	0.167	1.000	0.000	
0	0.000	0.000	0.000	0.000	0.000	
sum	1.726	8.200	4.500	19.000	0.000	
<normalized pair-wise matrix>						
var \var	Netflix	Watcha	Youtube	Wavve	0	weights
Netflix	0.579310345	0.487804878	0.666666667	0.368421053	0	0.525550736
Watcha	0.144827586	0.121951222	0.074074074	0.263157895	0	0.151002694
Youtube	0.193108448	0.363853659	0.322412222	0.315789474	0	0.274242201
Wavve	0.082758624	0.0243890244	0.037037037	0.051631579	0	0.04920437
0	0	0	0	0	0	0
sum	1	1	1	1	0	
prev sum	1.726190476	8.2	4.5	19	0	
3. Consistency check						
weights	0.525550736	0.151002694	0.274242201	0.04920437	0	
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum
Netflix	0.579310345	0.604010775	0.822726602	0.344430591	0	2.296718703
Watcha	0.144827586	0.151002694	0.091414067	0.246021851	0	0.619826295
Youtube	0.193108448	0.453808981	0.274242201	0.295226221	0	1.197660081
Wavve	0.075078677	0.032000519	0.045707033	0.04920437	0	0.200190619
0	0	0	0	0	0	0
<C.R>						
lambda max	Consistency Index	Consistency Ratio	Pass			
4.227642532	0.075880844	0.084312049	TRUE			
	Random Index	C.R. cutoff				
	0.9	0.15				
<R.I>						
n	1	2	3	4	5	
Random Index	0	0	0.58	0.9	1.12	
Current features	4					

Netflix > Youtube > Watcha > Wavve

3.3.7 Score (7)

Convenience - UI

2. Pair-wise comparison matrix								
criteria	Equal	Moderate	Strong	Very strong	Extreme			
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8		
<pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve	0			
Netflix	1.000	3.000	1.000	5.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'		
Watcha	0.333	1.000	0.333	4.000	0.000	** if 'a' is strongly important than 'b' -> score 5		
Youtube	1.000	3.000	1.000	6.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5		
Wavve	0.200	0.250	0.167	1.000	0.000			
0	0.000	0.000	0.000	0.000	0.000			
sum	2.533	7.250	2.500	16.000	0.000			
<normalized pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve	0	weights		
Netflix	0.394736842	0.413793103	0.4	0.3125	0	0.380257486		
Watcha	0.133578947	0.137931034	0.133333333	0.25	0	0.163210829		
Youtube	0.394736842	0.413793103	0.4	0.375	0	0.395882486		
Wavve	0.078947368	0.034482759	0.066666666	0.0625	0	0.060649198		
0	0	0	0	0	0	0		
sum	1	1	1	1	0			
prev sum	2.533333333	7.25	2.5	16	0			
3. Consistency check								
weights	0.380257486	0.163210829	0.395882486	0.060649198	0			
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum	weights	lambda
Netflix	0.380257486	0.489632486	0.395882486	0.303245992	0	1.569018451	0.380257486	4.126200029
Watcha	0.126752495	0.163210829	0.131960829	0.242596794	0	0.664520947	0.163210829	4.071549368
Youtube	0.380257486	0.489632486	0.395882486	0.363895191	0	1.62966765	0.395882486	4.116543939
Wavve	0.078947368	0.040802707	0.065980414	0.060649198	0	0.243483817	0.060649198	4.014625479
0	0	0	0	0	0	0	0	0
<C.R>								
lambda max	Consistency Index	Consistency Ratio	Pass					
4.082229704	0.027409901	0.030455446	TRUE					
	Random Index	C.R. cutoff						
	0.9	0.15						
<R.I>								
n	1	2	3	4	5			
Random Index	0	0	0.58	0.9	1.12			
Current features	4							

Youtube > Netflix > Watcha > Wavve

Convenience - Multiple Screens

2. Pair-wise comparison matrix								
criteria	Equal	Moderate	Strong	Very strong	Extreme			
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8		
<pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve	0			
Netflix	1.000	5.000	6.000	2.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'		
Watcha	0.333	1.000	2.000	0.250	0.000	** if 'a' is strongly important than 'b' -> score 5		
Youtube	0.167	0.333	1.000	0.333	0.000	** if 'b' is strongly important than 'a' -> score 1/5		
Wavve	0.500	4.000	3.000	1.000	0.000			
0	0.000	0.000	0.000	0.000	0.000			
sum	1.867	10.500	12.000	3.583	0.000			
<normalized pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve	0	weights		
Netflix	0.535711288	0.476190476	0.5	0.558139535	0	0.517511074		
Watcha	0.107342857	0.095238095	0.166666667	0.069767442	0	0.109703765		
Youtube	0.089238514	0.041619048	0.083333333	0.093023256	0	0.078315338		
Wavve	0.267857143	0.380952381	0.25	0.279069767	0	0.294469823		
0	0	0	0	0	0	0		
sum	1	1	1	1	0			
prev sum	1.866666667	10.5	12	3.583333333	0			
3. Consistency check								
weights	0.517511074	0.109703765	0.078315338	0.294469823	0			
var \var	Netflix	Watcha	Youtube	Wavve	0	weighted sum	weights	lambda
Netflix	0.517511074	0.548518826	0.469892027	0.588939646	0	2.124861573	0.517511074	4.105924836
Watcha	0.109502215	0.109703765	0.156630676	0.073617456	0	0.443454111	0.109703765	4.042287066
Youtube	0.086251846	0.054851882	0.078333333	0.098156608	0	0.317575674	0.078315338	4.055089115
Wavve	0.258755537	0.438815061	0.234946011	0.294469823	0	1.226986434	0.294469823	4.166764602
0	0	0	0	0	0	0	0	0
<C.R>								
lambda max	Consistency Index	Consistency Ratio	Pass					
4.092516405	0.030838802	0.034265335	TRUE					
	Random Index	C.R. cutoff						
	0.9	0.15						
<R.I>								
n	1	2	3	4	5			
Random Index	0	0	0.58	0.9	1.12			
Current features	4							

Netflix > Wavve > Watcha > Youtube

3.3.8 Score (8)

Convenience – Real-time update

2. Pair-wise comparison matrix								
criteria	Equal	Moderate	Strong	Very strong	Extreme			
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8		
<pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve		0		
Netflix	1.000	4.000	0.143	0.125	0.000	** How important is 'a' with respect to 'b', 'c', 'd'		
Watcha	0.250	1.000	0.111	0.111	0.000	** if 'a' is strongly important than 'b' -> score 5		
Youtube	7.000	9.000	1.000	0.500	0.000	** if 'b' is strongly important than 'a' -> score 1/5		
Wavve	8.000	9.000	2.000	1.000	0.000			
0	0.000	0.000	0.000	0.000	0.000			
sum	16.250	23.000	3.254	1.736	0.000			
<normalized pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve		weights		
Netflix	0.061538462	0.173913043	0.043902439	0.072	0	0.087838486		
Watcha	0.015384615	0.043478261	0.034146341	0.064	0	0.039252304		
Youtube	0.430769233	0.391304348	0.307317073	0.288	0	0.354347663		
Wavve	0.492307682	0.391304348	0.614634446	0.576	0	0.518561547		
0	0	0	0	0	0	0		
sum	1	1	1	1	0			
prev sum	16.25	23	3.253968254	1.736111111	0			
3. Consistency check								
weights	0.087838486	0.039252304	0.354347663	0.518561547	0			
var \var	Netflix	Watcha	Youtube	Wavve		weighted sum	weights	lambda
Netflix	0.087838486	0.157009128	0.050621095	0.064820193	0	0.360288992	0.087838486	4.101721331
Watcha	0.021959622	0.039252304	0.039371963	0.056171995	0	0.158201838	0.039252304	4.030383449
Youtube	0.614869402	0.353270774	0.354347663	0.259280773	0	1.581768578	0.354347663	4.46388884
Wavve	0.702107788	0.353270774	0.108695326	0.518561547	0	2.2832355	0.518561547	4.403017376
0	0	0	0	0	0	0	0	0
<C.R>								
lambda max	Consistency Index	Consistency Ratio	Pass					
4.249752749	0.083250916	0.092501018	TRUE					
	Random Index	C.R. cutoff						
	0.9	0.15						
<R.I>								
n	1	2	3	4	5			
Random Index	0	0	0.58	0.9	1.12			
Current features	4							

Wavve > Youtube > Netflix > Watcha

Convenience – Contents information

2. Pair-wise comparison matrix								
criteria	Equal	Moderate	Strong	Very strong	Extreme			
score	1	3	5	7	9	** you can also use intermediate values 2, 4, 6, 8		
<pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve		0		
Netflix	1.000	0.200	0.250	1.000	0.000	** How important is 'a' with respect to 'b', 'c', 'd'		
Watcha	5.000	1.000	3.000	5.000	0.000	** if 'a' is strongly important than 'b' -> score 5		
Youtube	1.000	0.333	1.000	3.000	0.000	** if 'b' is strongly important than 'a' -> score 1/5		
Wavve	1.000	0.200	0.333	1.000	0.000			
0	0.000	0.000	0.000	0.000	0.000			
sum	11.000	1.733	4.583	10.000	0.000			
<normalized pair-wise matrix>								
var \var	Netflix	Watcha	Youtube	Wavve		weights		
Netflix	0.09020979	0.115384615	0.054545455	0.1	0	0.09020979		
Watcha	0.454545455	0.576923077	0.654545455	0.5	0	0.546503497		
Youtube	0.363636364	0.192307692	0.218181818	0.3	0	0.268531469		
Wavve	0.090909091	0.115384615	0.072727273	0.1	0	0.094755245		
0	0	0	0	0	0	0		
sum	1	1	1	1	0			
prev sum	11	1.733333333	4.583333333	10	0			
3. Consistency check								
weights	0.09020979	0.546503497	0.268531469	0.094755245	0			
var \var	Netflix	Watcha	Youtube	Wavve		weighted sum	weights	lambda
Netflix	0.09020979	0.109300699	0.067132867	0.094755245	0	0.361398601	0.09020979	4.00620155
Watcha	0.451048851	0.546503497	0.805594406	0.473776224	0	2.276923077	0.546503497	4.166346769
Youtube	0.360639161	0.182167832	0.2268531469	0.284265734	0	1.095804196	0.268531469	4.080729167
Wavve	0.09020979	0.109300699	0.089510499	0.094755245	0	0.383776224	0.094755245	4.050184502
0	0	0	0	0	0	0	0	0
<C.R>								
lambda max	Consistency Index	Consistency Ratio	Pass					
4.075865497	0.02528499	0.028098332	TRUE					
	Random Index	C.R. cutoff						
	0.9	0.15						
<R.I>								
n	1	2	3	4	5			
Random Index	0	0	0.58	0.9	1.12			
Current features	4							

Watcha > Youtube > Wavve > Netflix

3.4.1

Combine weights & scores



Key features

Attribute	Weight
Contents	0.363277082
Price	0.260754668
Quality	0.078027126
Convenience	0.159651236

Multiplication

Sub features

Sub	Weight
Domestic	0.309923028
Abroad	0.168173104
Original	0.123522304
Genre Diversity	0.165545754
Rationality	0.505233757
Plan diversity	0.108851565
Promotion	0.126540178
Resolution	0.142227721
Sound	0.105221117
Stability	0.32200433
No ads	0.22850961
Curation	0.185593289
UI	0.178443005
Multi Screen	0.075958326
Real-Time-Update	0.124396485
Contents info	0.198076156

Vector
Multiplication

Scores

Netflix	Watcha	Youtube	Wavve
0.059211869	0.146719489	0.314405456	0.479663185
0.406939046	0.109547261	0.422564046	0.060949647
0.630616634	0.052685837	0.19678231	0.119915219
0.199846113	0.049733928	0.627008341	0.123411618
0.250152625	0.110500611	0.416971917	0.222374847
0.375	0.125	0.125	0.375
0.196565657	0.108282828	0.216565657	0.478585859
0.216565657	0.108282828	0.478585859	0.196565657
0.390524194	0.146841398	0.097110215	0.365524194
0.572436078	0.182881747	0.160154474	0.084527701
0.3	0.3	0.3	0.1
0.525550736	0.151002694	0.274242201	0.04920437
0.380257486	0.163210829	0.395882486	0.060649198
0.517511074	0.109703765	0.078315338	0.294469823
0.087838486	0.039252304	0.354347663	0.518561547
0.09020979	0.546503497	0.268531469	0.094755245

3.4.2

Final results

Hanyang University

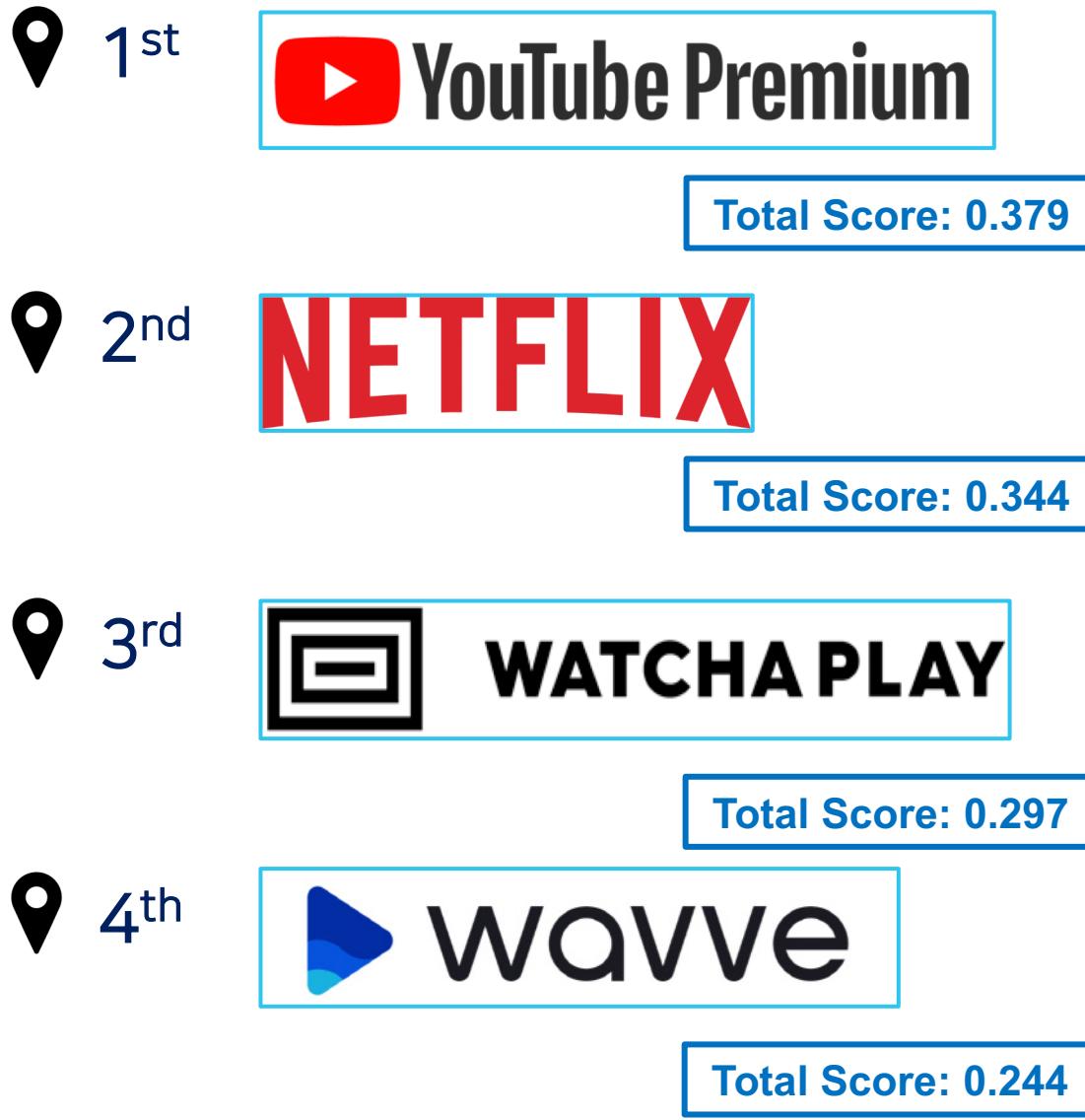
Attribute	Sub	Netflix	Watcha	Youtube	Wavve
Contents	Domestic	0.005210644	0.012911315	0.02766768	0.04221036
	Abroad	0.022381648	0.006025099	0.023241023	0.003352231
	Original	0.050449331	0.004214867	0.015742585	0.009593218
	Genre Diversity	0.012989997	0.003232705	0.040755542	0.008021755
Price	Rationality	0.027266636	0.012044567	0.045449939	0.024238858
	Plan diversity	0.020625	0.006875	0.006875	0.020625
	Promotion	0.009238586	0.005089293	0.010178586	0.022493535
Quality	Resolution	0.016242424	0.008121212	0.035893939	0.014742424
	Sound	0.017964113	0.006754704	0.00446707	0.016814113
	Stability	0.040642962	0.012984604	0.011370968	0.006001467
	No ads	0.0147	0.0147	0.0147	0.0049
Convenience	Curation	0.030481943	0.008758156	0.015906048	0.002853853
	UI	0.019773389	0.008486963	0.020585889	0.003153758
	Multiple-Screen	0.022770487	0.004826966	0.003445875	0.012956672
	Real-time-update	0.003513539	0.001570092	0.014173907	0.020742462
	Contents Info	0.029769231	0.180346154	0.088615385	0.031269231
Summation		0.34401993	0.296941698	0.379069434	0.243968938

Attribute	Sub	Netflix	watcha	Youtube	Wavve
Contents	Domestic	0.006666542	0.016518844	0.035398261	0.054004287
	Abroad	0.024861304	0.006692618	0.025815889	0.003723623
	Original	0.028297548	0.002364162	0.008830178	0.005380934
	Genre Diversity	0.012018541	0.002990948	0.037707641	0.007421849
Price	Rationality	0.032955622	0.014557578	0.05493274	0.029296121
	Plan diversity	0.010643833	0.003547944	0.003547944	0.010643833
	Promotion	0.006485869	0.003572894	0.007145788	0.015791391
Quality	Resolution	0.002403363	0.001201682	0.005311164	0.002181411
	Sound	0.003206243	0.001205583	0.000797285	0.003000991
	Stability	0.014382498	0.004594917	0.004023893	0.002123765
	No ads	0.005348984	0.005348984	0.005348984	0.001782995
Convenience	Curation	0.015572172	0.00447424	0.008125851	0.001457935
	UI	0.010833021	0.004649656	0.011278156	0.001727814
	Multi Screen	0.006275774	0.00133036	0.000949718	0.003570989
	Real-Update-Time	0.001744477	0.000779553	0.007037363	0.01029866
	Contents info	0.002852714	0.017282137	0.008491798	0.002996455
Summation			0.184548506	0.091112099	0.224742652
			0.155403051		

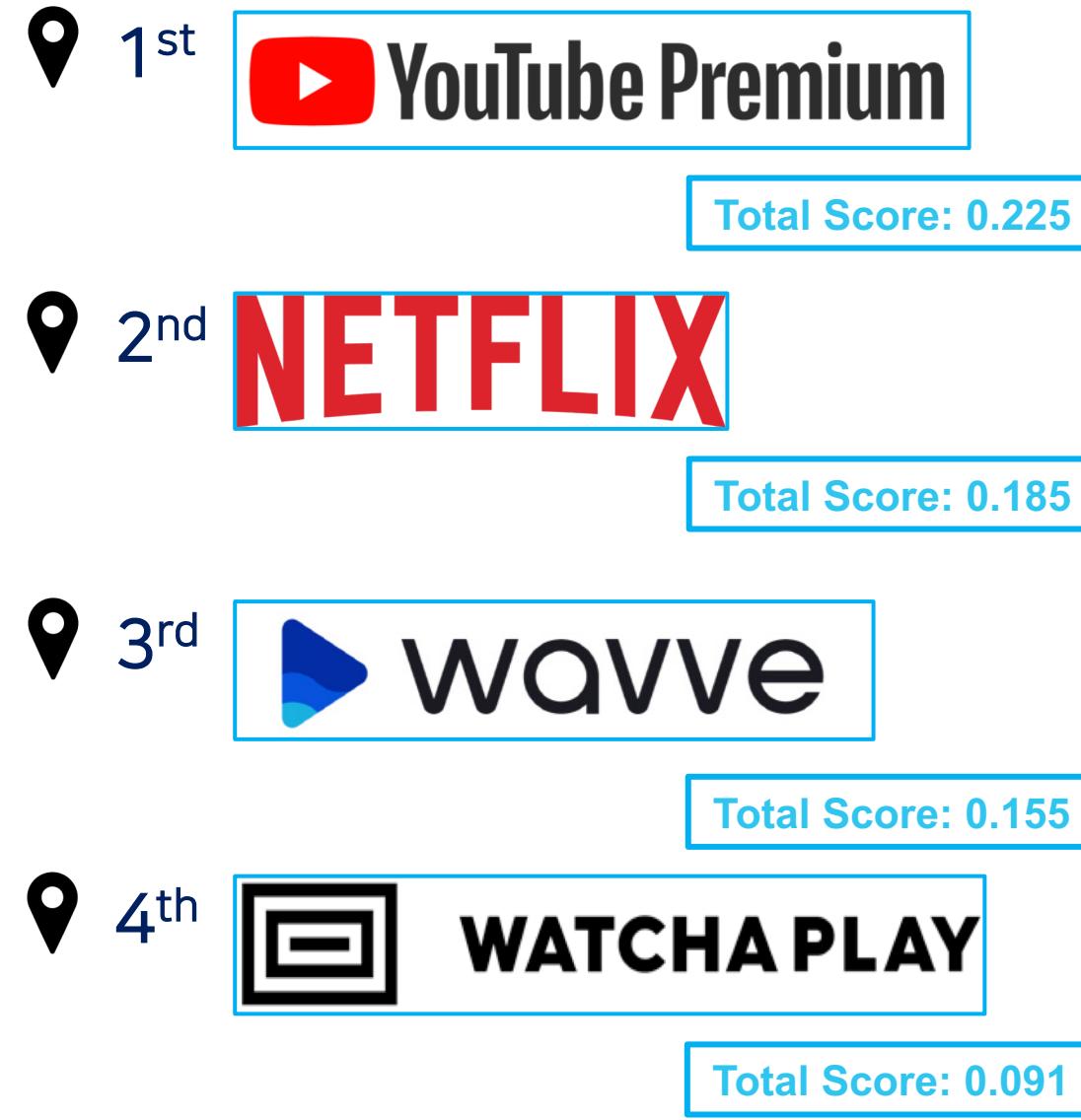
3.4.3

Final results comparison (recommendation)

Hanyang University



Our survey



Thank You!

감사합니다!

