

WEBCRAPPING & DATA ANALYSIS

Netflix 장르 및 Top 10 콘텐츠 분석을 통한
중국진출 전략에 대한 제언

Y2020502 맹준영

Y2020503 이승운

Y2020504 조한글

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1. DATA

2. EDA

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CHAPTER. 0

BACKGROUND

CHAPTER. 0 BACKGROUND

세계일보

넷플릭스 가입자 2억명 넘어서... 코로나 최대 수혜?

A13면 1단 | 기사입력 2021.01.20. 오후 7:27 | 기사원문 | 스크랩 | 본문듣기 · 설정

2 댓글

요약본 가

2020년 3700만명 증가 사상 최대
팬데믹 영향으로 재택 늘어나
스트리밍 서비스도 덩달아 폭증



코로나19 확산 이후 미국 온라인 동영상 서비스(OTT) 업체 넷플릭스의 전 세계 가입자가 지난해 2억명을 넘어서는 것으로 나타났다.

아시아경제

✓ PICK

[영화관의 몰락]'공룡' 넷플릭스 잡을 사냥꾼 없다

5면 TOP | 기사입력 2021.03.23. 오후 12:10 | 기사원문 | 스크랩 | 본문듣기 · 설정

7 댓글

요약본 가

넷플릭스, 독주체제 갈수록 거셀 듯
국내 업체 경쟁력 약화 우려

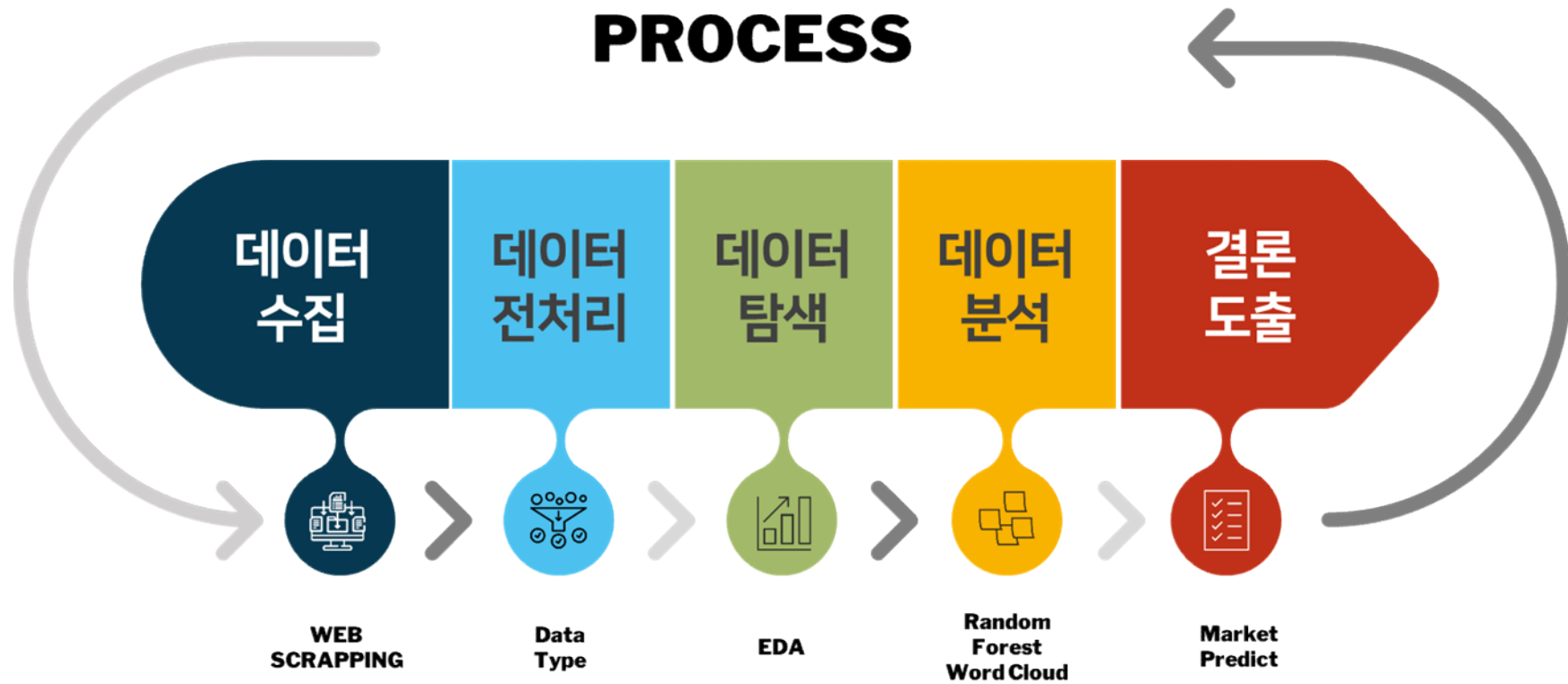
NETFLIX

[아시아경제 구은모 기자] 온라인동영상서비스(OTT) 시장이 급성장하고 있지만 국내 사업자들은 넷플릭스의 강세에 밀려 국내 무대에서 좀처럼 주연으로 자리 잡지 못하는 모양새다. 이런 가운데 '스위트홈' '승리호' 등 이른바 K-콘텐츠의 경쟁력을 확인한 넷플릭스는 올해도 한국 콘텐츠에 공격적인 투자를 예고하며 무대 장악에 나설 태세여서 국내 OTT의 생존 경쟁은 더욱 치열해질 전망이다.

CHAPTER. 0 BACKGROUND



CHAPTER. 0 BACKGROUND



CHAPTER. 1

DATA

CHAPTER. 1 DATA



Flixpatrol.com

CHAPTER. 1 DATA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
	country	continent	region	population	gdp	action	adventure	animated	comedy	crime	document	drama	family	fantasy	horror	romance	sci-fi	superhero	thriller	unscripted	war	western
1	argentina	Latin Ame	South Am	44,938,712	\$20,055	6.60%	9.90%	4.20%	14.80%	14.20%	2.00%	24.60%	0	5.90%	1.10%	1.00%	7.00%	0.10%	7.50%	0	0	1.00%
2	australia	Australia	Australia	25,695,600	\$51,885	7.50%	4.40%	10.20%	16.20%	7.70%	7.80%	21.60%	0	3.60%	1.10%	1.10%	8.40%	2.90%	4.80%	1.60%	0	1.10%
3	austria	Europe	Western E	8,902,600	\$51,936	9.20%	5.90%	4.10%	12.40%	11.00%	4.60%	20.30%	0	3.60%	3.10%	1.50%	11.20%	6.40%	5.50%	0.00%	0.00%	1.00%
4	bangladesh	Asia	South Asia	161,376,708	\$5,138	6.90%	5.20%	1.00%	14.70%	15.60%	2.60%	24.50%	0	5.30%	2.70%	7.70%	5.60%	2.40%	3.70%	1.50%	0.10%	0.40%
5	belgium	Europe	Western E	11,492,641	\$48,224	4.70%	9.70%	8.20%	8.40%	10.50%	5.30%	23.60%	0	5.20%	1.40%	1.80%	10.60%	4.60%	4.20%	0.10%	0.00%	1.50%
6	bolivia	Latin Ame	South Am	11,428,245	\$7,790	6.00%	9.30%	8.20%	20.40%	8.90%	1.30%	27.40%	0	4.50%	0.90%	1.50%	7.30%	0.50%	3.40%	0	0	0.50%
7	brazil	Latin Ame	South Am	210,147,125	\$14,563	5.80%	12.60%	8.50%	18.30%	10.80%	1.30%	13.10%	0	6.90%	0.80%	1.60%	9.30%	0.10%	10.20%	0	0	0.60%
8	bulgaria	Europe	Eastern Eu	6,951,482	\$26,034	3.70%	5.20%	4.70%	12.70%	8.60%	6.40%	19.30%	0	6.00%	1.80%	4.60%	14.10%	5.00%	5.40%	1.80%	0	0.70%
9	canada	North Am	North Am	38,005,238	\$52,144	6.10%	7.20%	5.20%	16.60%	9.70%	9.20%	19.90%	0	2.60%	1.40%	2.50%	7.60%	3.50%	5.70%	2.70%	0	0.10%
10	chile	Latin Ame	South Am	17,574,003	\$27,150	5.40%	12.40%	6.80%	13.90%	9.60%	2.40%	29.50%	0	6.00%	0.80%	1.30%	7.00%	0.10%	4.30%	0	0	0.70%
11	colombia	Latin Ame	South Am	50,372,424	\$16,264	4.00%	9.70%	3.30%	18.30%	14.40%	1.00%	23.80%	0	6.00%	1.20%	2.00%	10.00%	0.70%	5.10%	0	0	0.50%
12	costa-rica	Latin Ame	Central Ar	4,999,441	\$18,651	4.10%	10.90%	4.20%	19.60%	10.90%	1.40%	28.70%	0	7.00%	0.40%	1.70%	5.90%	0.20%	4.30%	0	0	0.60%
13	croatia	Europe	Southern E	4,058,165	\$29,207	6.00%	8.90%	5.40%	12.40%	10.10%	8.50%	21.50%	0	3.60%	1.50%	2.80%	11.10%	3.30%	2.70%	1.10%	0	1.40%
14	cyprus	Asia	Middle-Ea	1,189,265	\$41,572	10.30%	7.70%	3.80%	11.00%	12.00%	6.60%	19.20%	0	6.40%	1.50%	2.10%	7.40%	5.10%	5.30%	0.60%	0	1.10%
15	czech-rep	Europe	Eastern Eu	10,693,939	\$40,585	3.20%	12.20%	10.50%	16.00%	8.50%	3.90%	18.40%	0.40%	4.90%	1.00%	2.60%	8.60%	3.40%	4.10%	0.20%	0.80%	1.10%
16	denmark	Europe	Northern E	5,824,857	\$51,643	6.80%	9.20%	8.60%	12.00%	7.50%	9.10%	18.20%	0	2.80%	2.70%	3.20%	10.60%	2.90%	4.60%	0.10%	0.10%	1.60%
17	dominican	Latin Ame	Caribbean	10,878,246	\$20,625	4.80%	9.20%	8.10%	17.60%	14.20%	0.60%	23.60%	0	4.30%	1.50%	2.20%	6.40%	0.20%	6.80%	0	0	0.60%
18	ecuador	Latin Ame	South Am	17,084,358	\$11,701	5.30%	9.50%	9.00%	18.20%	14.20%	0.90%	24.00%	0	6.30%	1.20%	1.30%	6.10%	0.20%	3.40%	0	0	0.40%
19	egypt	Africa	Northern A	100,075,480	\$14,023	6.70%	4.20%	6.90%	21.30%	12.30%	3.90%	21.60%	0	4.80%	0.70%	2.70%	6.20%	0	7.40%	0	0	1.50%
20	estonia	Europe	Northern E	1,328,976	\$37,033	3.80%	4.70%	9.50%	14.40%	8.70%	8.10%	15.30%	0	4.30%	2.90%	3.00%	11.90%	6.90%	2.40%	3.10%	0	1.20%
21	finland	Europe	Northern E	5,528,737	\$49,334	7.70%	6.60%	8.10%	15.80%	8.80%	6.90%	18.10%	0	1.90%	3.20%	3.20%	11.20%	2.90%	3.90%	0	0.10%	1.60%
22	france	Europe	Western E	67,081,000	\$45,454	6.80%	5.70%	9.50%	11.60%	10.80%	2.70%	18.60%	0	3.40%	1.00%	2.80%	12.90%	6.00%	7.30%	0	0	0.90%
23	germany	Europe	Western E	83,166,711	\$53,571	10.00%	6.00%	7.20%	10.10%	11.10%	3.70%	18.20%	0	3.80%	3.60%	1.20%	12.00%	6.30%	5.60%	0	0.00%	1.20%
24	greece	Europe	Southern E	10,724,599	\$29,045	7.30%	10.00%	5.90%	7.40%	15.50%	5.40%	15.30%	0	4.90%	2.40%	3.00%	8.10%	5.40%	8.10%	0	0	1.40%
25	guatemala	Latin Ame	Central Ar	17,263,239	\$8,413	5.10%	8.80%	5.70%	20.90%	11.50%	1.20%	27.90%	0	5.90%	0.40%	1.90%	6.20%	0.10%	3.90%	0	0	0.50%
26	honduras	Latin Ame	Central Ar	9,587,522	\$5,817	4.40%	9.20%	5.20%	20.00%	12.80%	0.90%	27.40%	0	5.70%	0.80%	2.80%	6.10%	0.20%	4.10%	0	0	0.50%
27	hong-kon	Asia	East Asia	7,500,700	\$58,165	7.90%	2.70%	3.60%	6.90%	15.30%	5.10%	11.90%	0	11.40%	4.40%	1.40%	18.50%	3.50%	4.00%	2.90%	0	0.40%
28	hungary	Europe	Eastern Eu	9,772,756	\$35,941	9.50%	10.10%	6.40%	8.00%	10.10%	3.60%	25.10%	0	4.30%	1.20%	3.50%	8.60%	2.10%	4.70%	0.10%	1.30%	1.60%

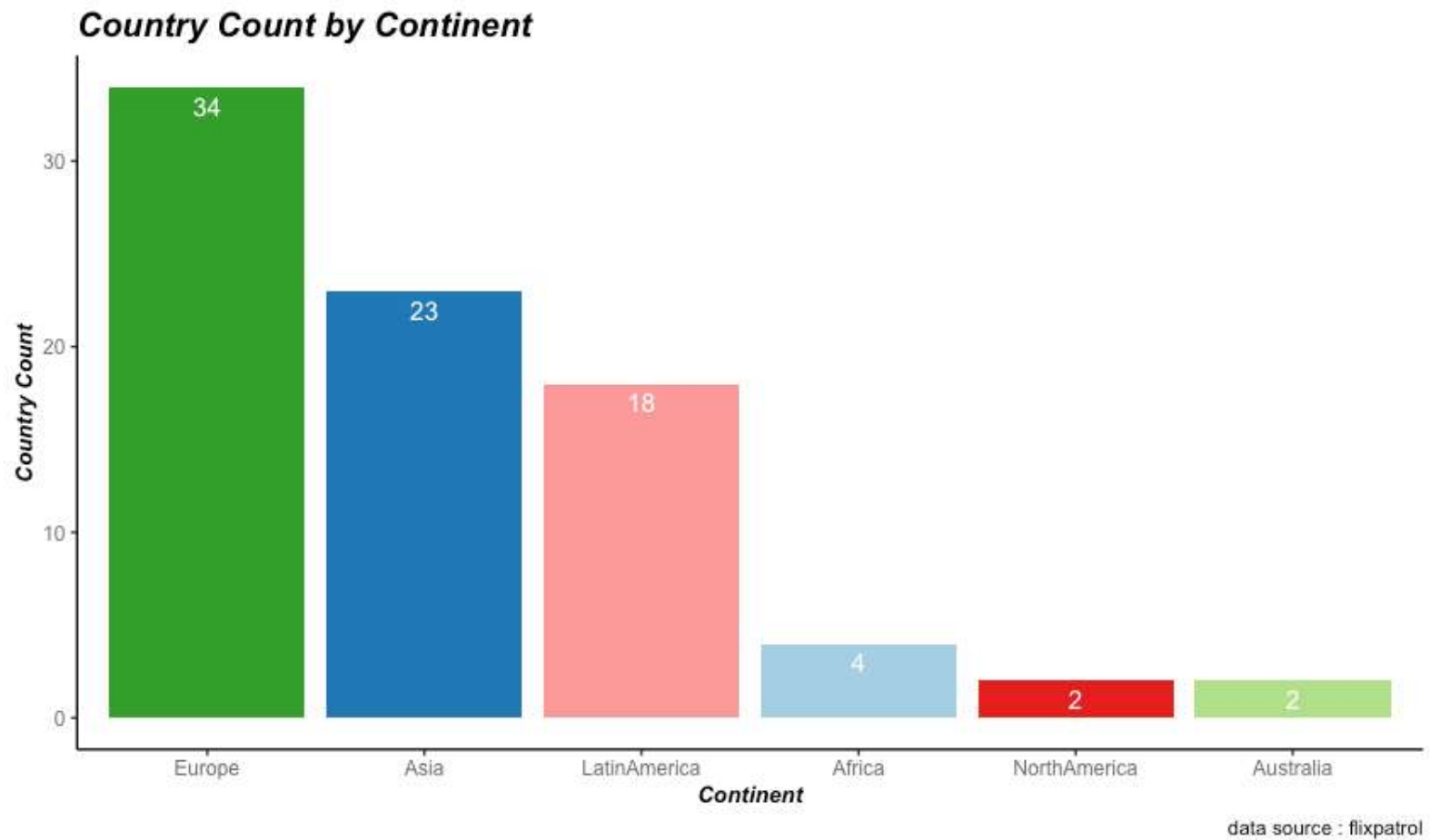
CHAPTER. 1 DATA

	A	B	C	D	E	F
1	Date	Country	Title	URL	Info	LastTag
2	2021-04-01	Argentina	A Week Away	/title/a-week-away/	Troubled teen Will Hawkins has a run-in with the	Dance
3	2021-04-01	Argentina	Bad Trip	/title/bad-trip-2021/	Two pals embark on a road trip full of funny pran	Prank Show
4	2021-04-01	Argentina	Caught by a Wave	/title/caught-by-a-wave/	A summer fling born under the Sicilian sun quickl	Cry movie
5	2021-04-01	Argentina	Ginny & Georgia	/title/ginny-georgia/	Angsty and awkward fifteen year old Ginny Miller	Teens
6	2021-04-01	Argentina	Haunted: Latin America	/title/haunted-latin-america/	Real people's terrifying tales of the chilling, unexp	Demons
7	2021-04-01	Argentina	I Feel Pretty	/title/i-feel-pretty/	A head injury causes a woman to develop an extr	Situation
8	2021-04-01	Argentina	New Amsterdam	/title/new-amsterdam/	Dr. Max Goodwin, the hospital's newest medical c	Doctors
9	2021-04-01	Argentina	Octonauts and the Caves of Sac Actun	/title/octonauts-and-the-caves-of-sac-actun/	The Octonauts embark on an underwater adventu	For babies
10	2021-04-01	Argentina	Pablo Escobar, The Drug Lord	/title/pablo-escobar-the-drug-lord/	Pablo Escobar: El Patrón del Mal is a 2012 Colomb	Drug Cartel
11	2021-04-01	Argentina	Paper Lives	/title/paper-lives/	In the streets of Istanbul, ailing waste warehouse	Psychological
12	2021-04-01	Argentina	Pasión de gavilanes	/title/pasion-de-gavilanes/	Pasión de Gavilanes is a Colombian telenovela the	Relationship
13	2021-04-01	Argentina	Secret Magic Control Agency	/title/secret-magic-control-agency/	The Secret Magic Control Agency sends its two be	For babies
14	2021-04-01	Argentina	Shtisel	/title/shtisel/	Akiva and Shulem Shtisel, father and son, sit on a	Relationship
15	2021-04-01	Argentina	Sky Rojo	/title/sky-rojo/	On the run from their pimp and his henchmen, th	Crime Drama
16	2021-04-01	Argentina	Snowpiercer	/title/snowpiercer-2020/	Set more than seven years after the world has be	Postapocalypse
17	2021-04-01	Argentina	The House with a Clock in Its Walls	/title/the-house-with-a-clock-in-its-walls/	Ten-year-old Lewis goes to live with his uncle in a	Wizards
18	2021-04-01	Argentina	The Irregulars	/title/the-irregulars/	The Irregulars is an upcoming American crime dra	Case of the week
19	2021-04-01	Argentina	We Can Be Heroes	/title/we-can-be-heroes-2020/	When alien invaders capture Earth's superheroes,	Family
20	2021-04-01	Argentina	Who Killed Sara?	/title/who-killed-sara/	Hell-bent on exacting revenge and proving he wa	Mystery
21	2021-04-01	Argentina	Yes Day	/title/yes-day/	Parents attempt to make it through an entire day	Family
22	2021-04-01	Australia	A Week Away	/title/a-week-away/	Troubled teen Will Hawkins has a run-in with the	Dance
23	2021-04-01	Australia	Bad Trip	/title/bad-trip-2021/	Two pals embark on a road trip full of funny pran	Prank Show
24	2021-04-01	Australia	Cocomelon	/title/cocomelon/		For babies
25	2021-04-01	Australia	Crawl	/title/crawl-2019/	While struggling to save her father during a Catec	Animal Attack
26	2021-04-01	Australia	Elizabeth and Margaret: Love and Loyalty	/title/elizabeth-and-margaret-love-and-loyalt/	The real relationship between the royal siblings.	TV show
27	2021-04-01	Australia	Formula 1: Drive to Survive	/title/formula-1-drive-to-survive/	Drivers, managers and team owners live life in the	Car
28	2021-04-01	Australia	Ginny & Georgia	/title/ginny-georgia/	Angsty and awkward fifteen year old Ginny Miller	Teens
29	2021-04-01	Australia	Hop	/title/hop/	E.B., the Easter Bunny's teenage son, heads to Ho	For Older Kids

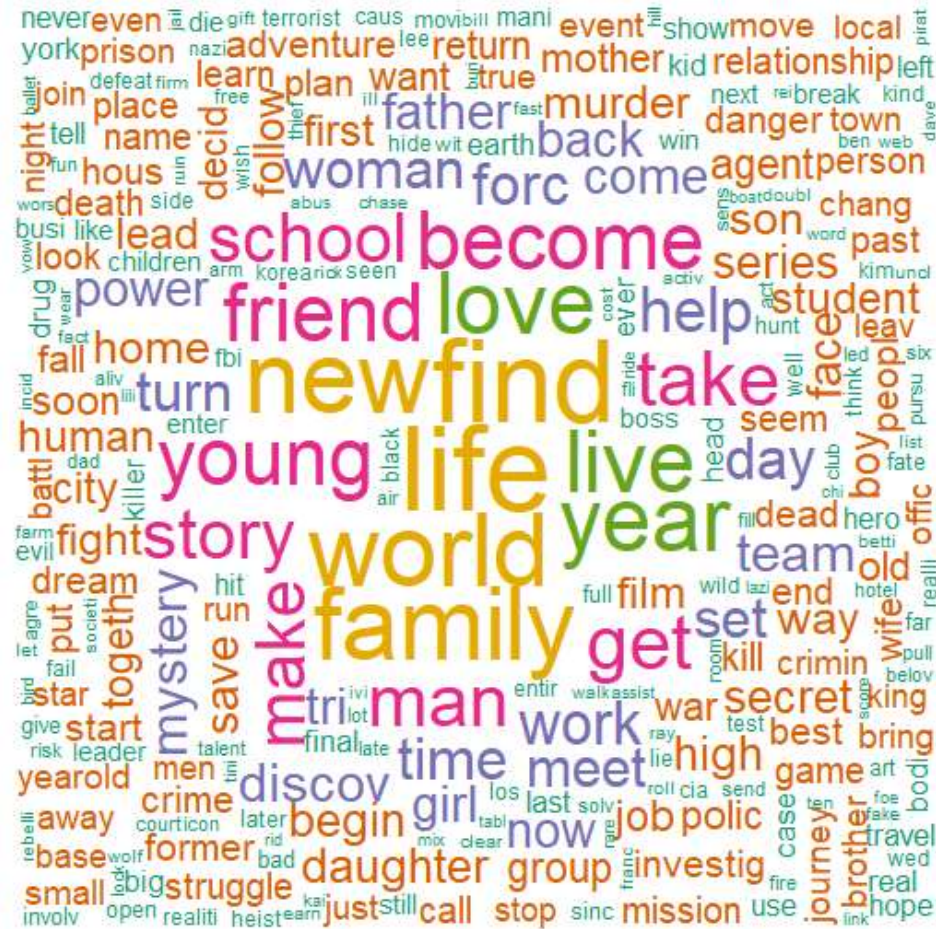
CHAPTER. 2

Exploratory Data Analysis

CHAPTER. 2 EDA



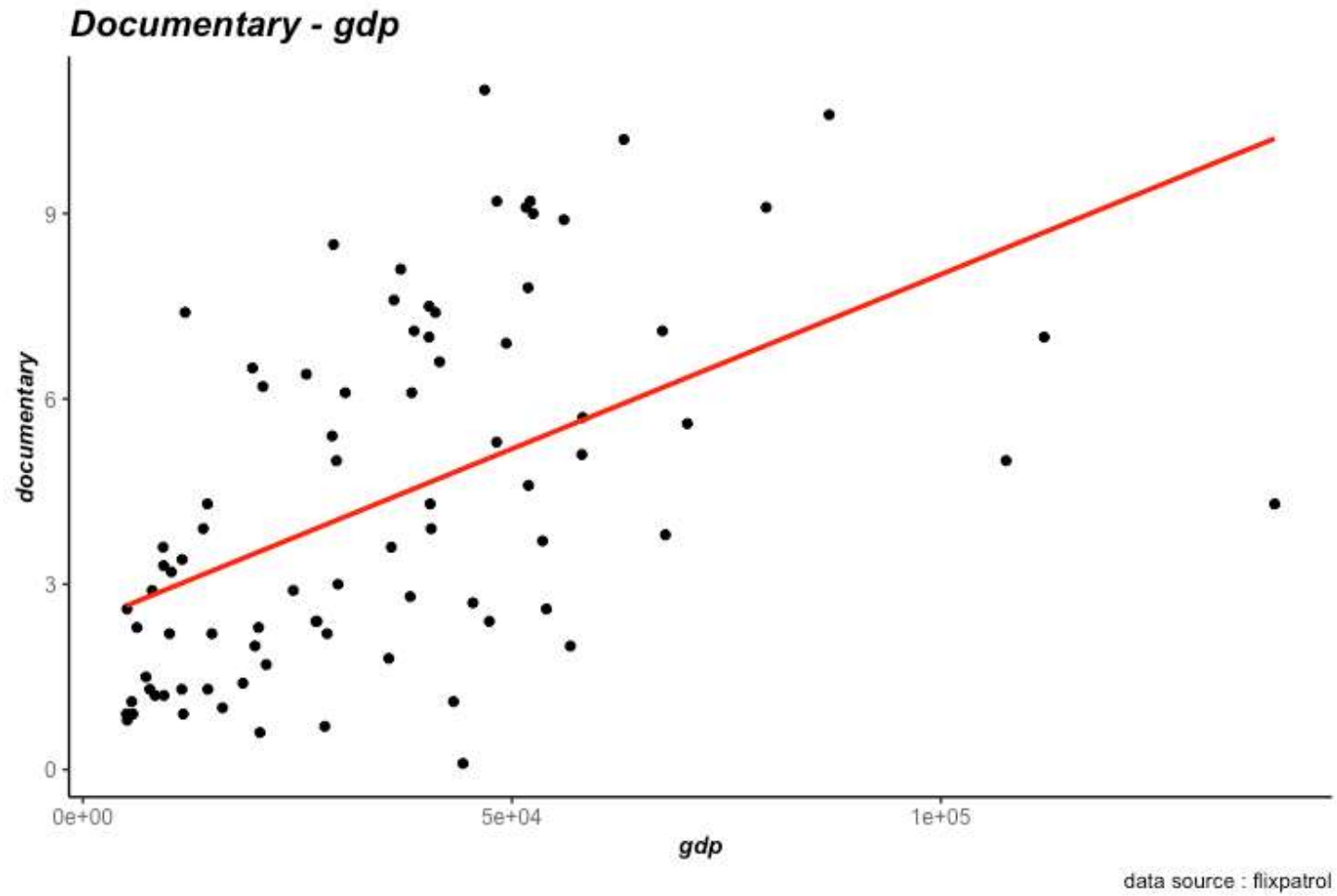
CHAPTER. 2 EDA



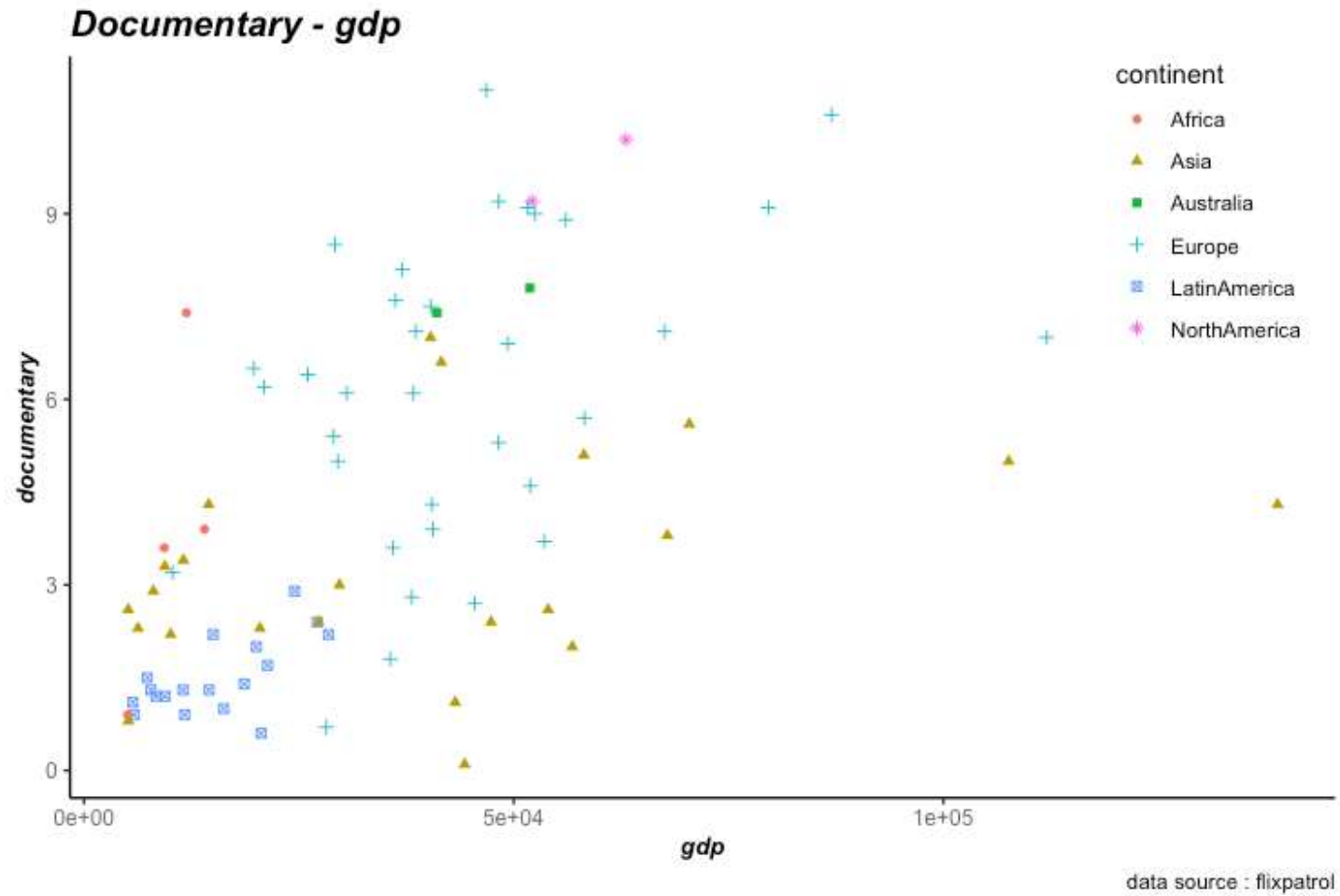
CHAPTER. 2 EDA

GENRE	POPULATION	GDP
ACTION	0.17	0.17
ADVENTURE	-0.15	-0.16
ANIMATED	-0.08	0.18
COMEDY	0.04	-0.38
CRIME	0.14	-0.09
DOCUMENTARY	-0.15	0.51
DRAMA	0.01	-0.33
FAMILY	-0.03	0.02
FANTASY	0.01	-0.14
HORROR	0	0.21
ROMANCE	0.39	-0.25
SCI.FI	-0.1	0.22
SUPERHERO	-0.02	0.21
THRILLER	0	-0.08
UNSCRIPTED	0.1	0.27
WAR	0	0.07
WESTERN	-0.24	0.34

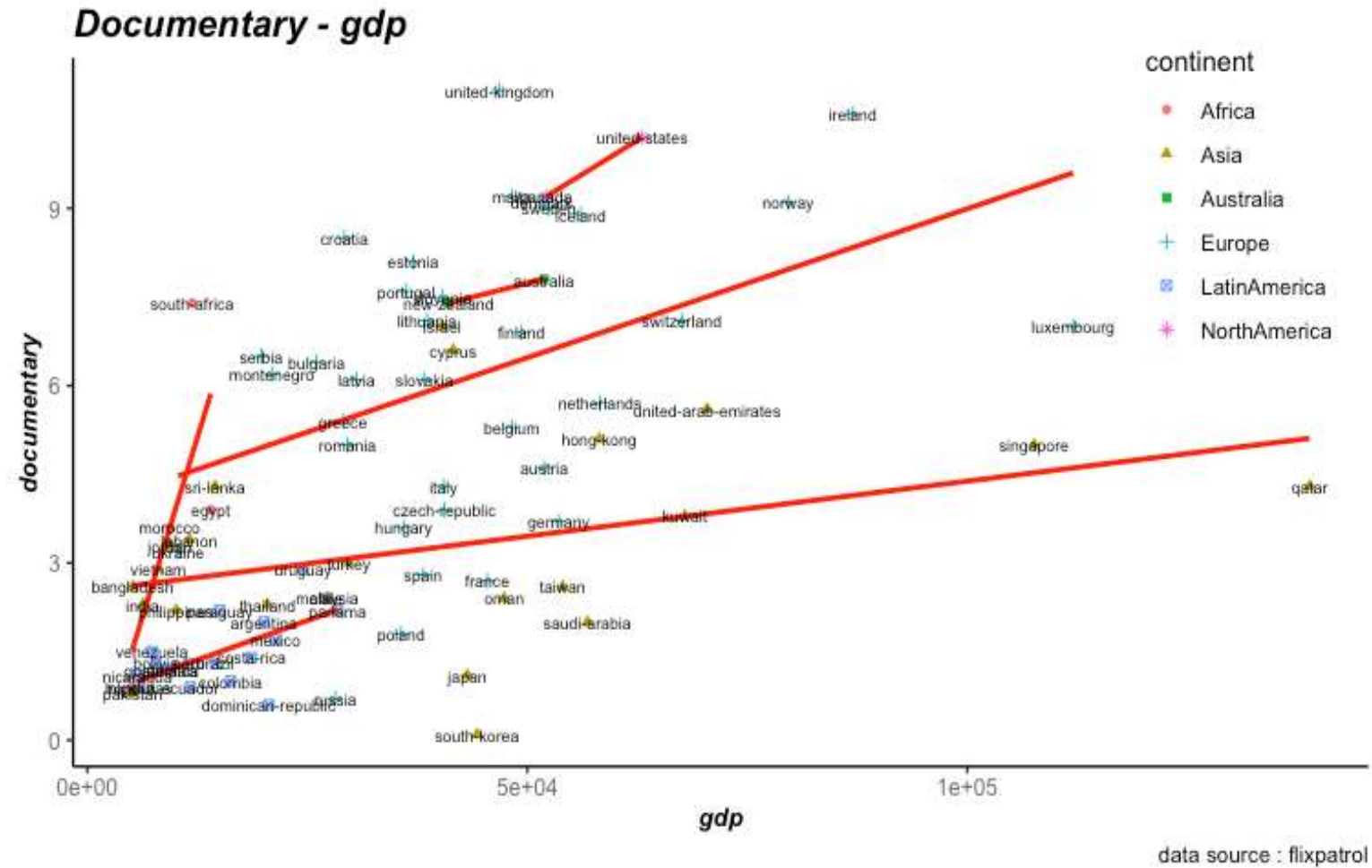
CHAPTER. 2 EDA



CHAPTER. 2 EDA



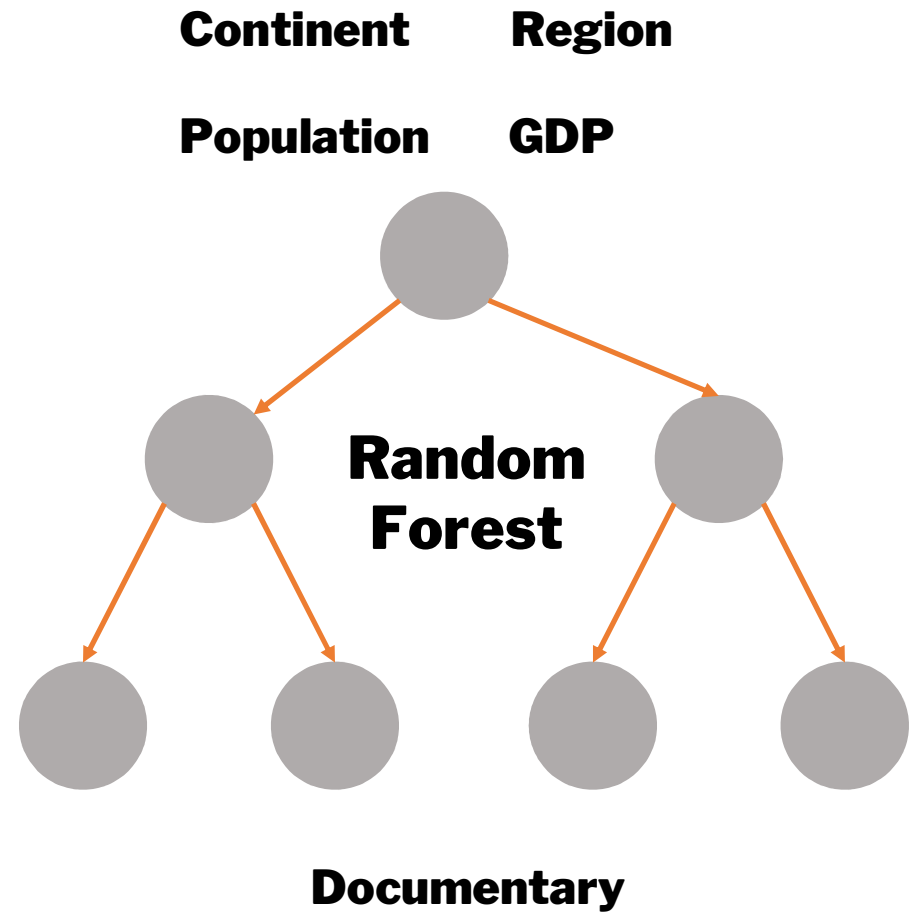
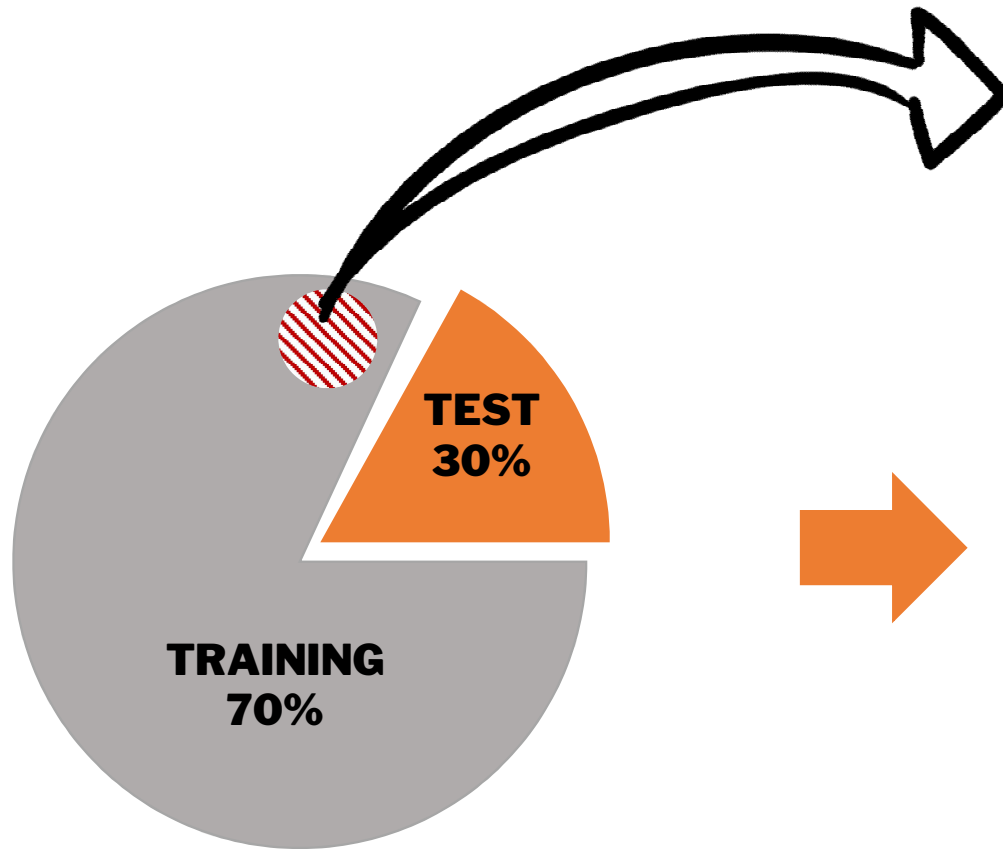
CHAPTER. 2 EDA



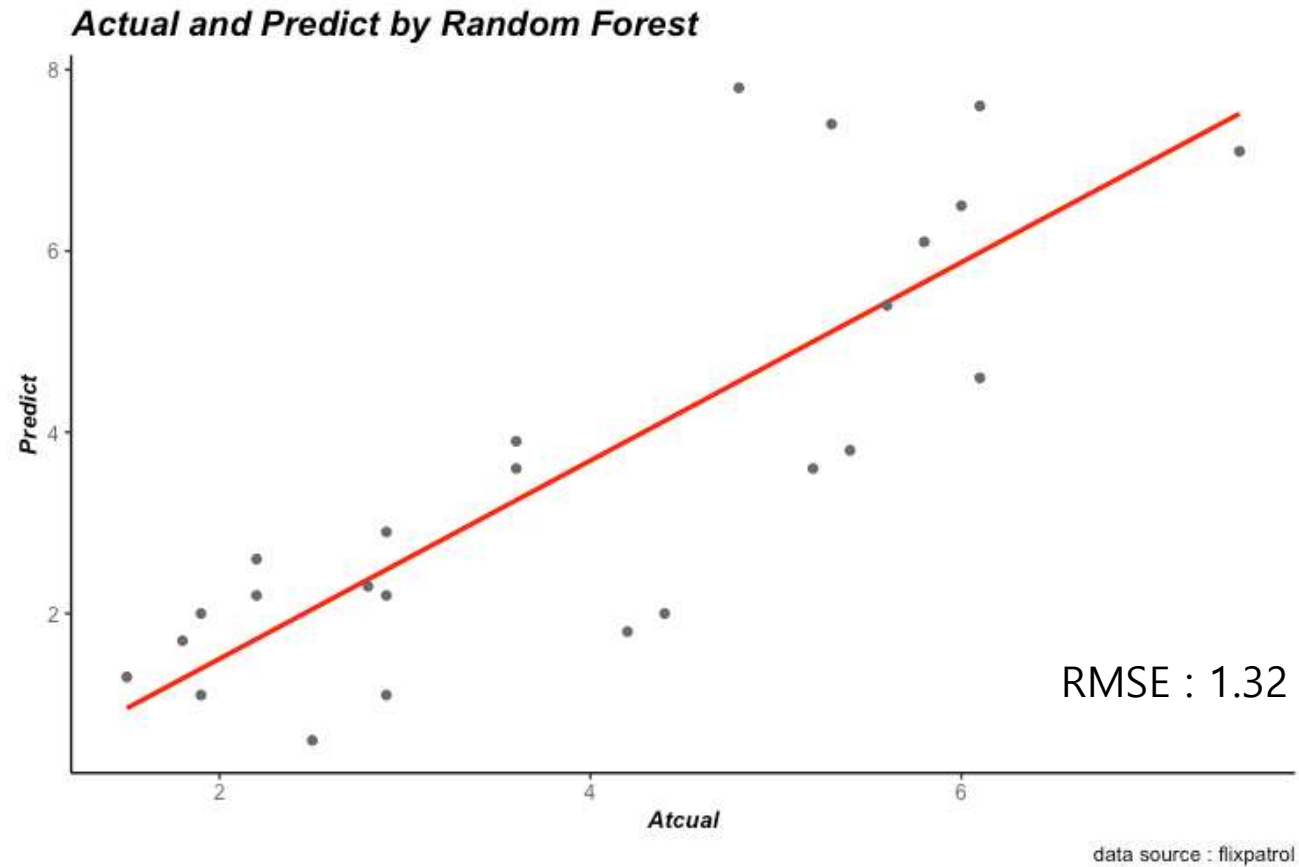
CHAPTER. 3

PREDICT

CHAPTER. 3 PREDICT

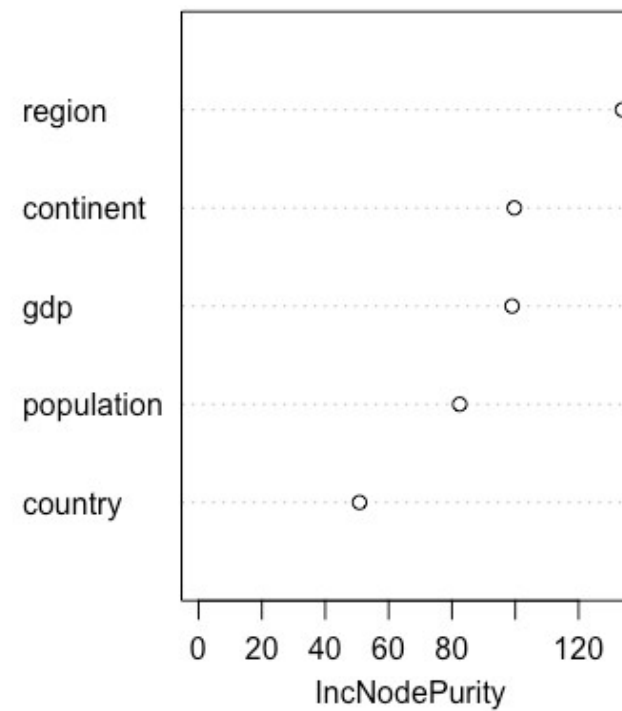
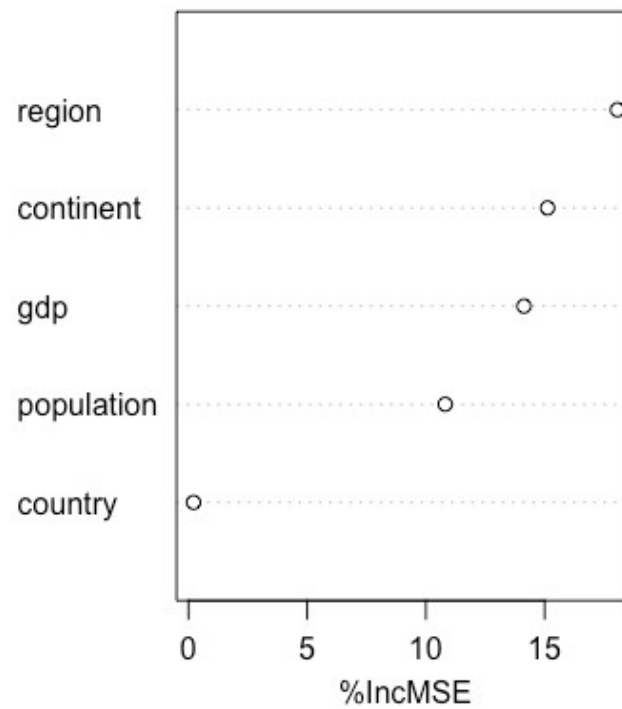


CHAPTER. 3 **PREDICT**



CHAPTER. 3 PREDICT

flix.forest



CHAPTER. 3 PREDICT



Continent
Asia

Region
East Asia

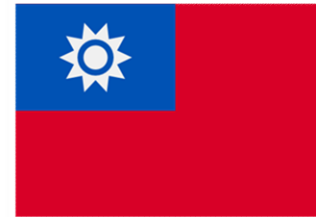
Population
1,400,050,000

GDP
\$ 17,206



Predict : 3.56%

CHAPTER. 3 PREDICT



Country	HONG-KONG	JAPAN	SOUTH-KOREA	TAIWAN	CHINA
Population	7,500,700	125,960,000	51,709,098	23,568,378	1,400,050,000
GDP (\$)	58,165	43,194	44,292	54,019	17,206
Documentary (%)	5.10	1.10	0.10	2.06	3.56

END

Q & A

END

THANK YOU