

Streamflix

Movie Rating Prediction
&
Movie Sourcing Strategy

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Video Streaming Services Industry Snapshot



Anticipated CAGR from
2019 to 2025 is **19.6%**
(grandviewresearch.com)



55% of US
households have paid
subscriptions
(Statista)

Context

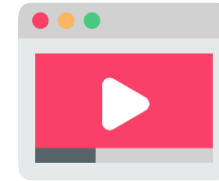
Hi, I am Jack, I want to launch a movie streaming platform next year: Streamflix". I need to buy existing content. Can you help me?



Problem Statement



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Design a Strategy to source existing content for Streamflix

What is success for Streamflix?



View Count, Click Through
Rate, Re-watching



Play Rate, Length of Video
Played



Feedbacks, Social Sharing

Better Top and Bottom Line

How to choose content?

POPULARITY



Audience Score & Ratings
(Online Review Sites)



Box Office Success

Key Metrics

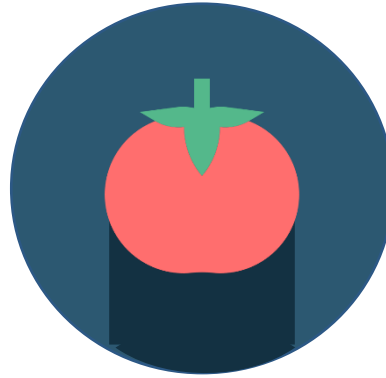
POPULARITY

AUDIENCE



IMDb
Rating

Scale: 10 point



Rotten
Tomatoes
Audience Score

Scale: 100 point

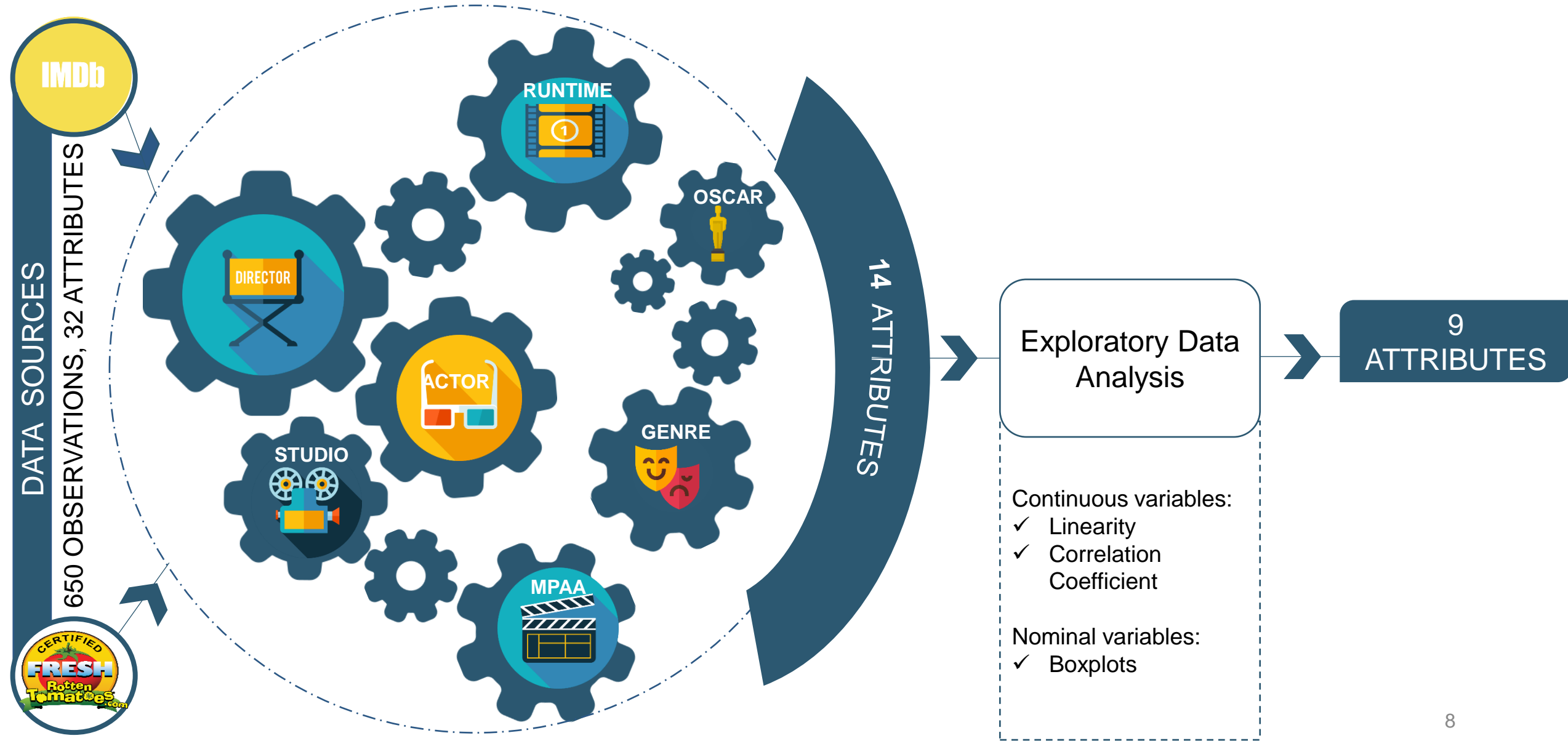


Top 200
Box Office

Scale: Dichotomous

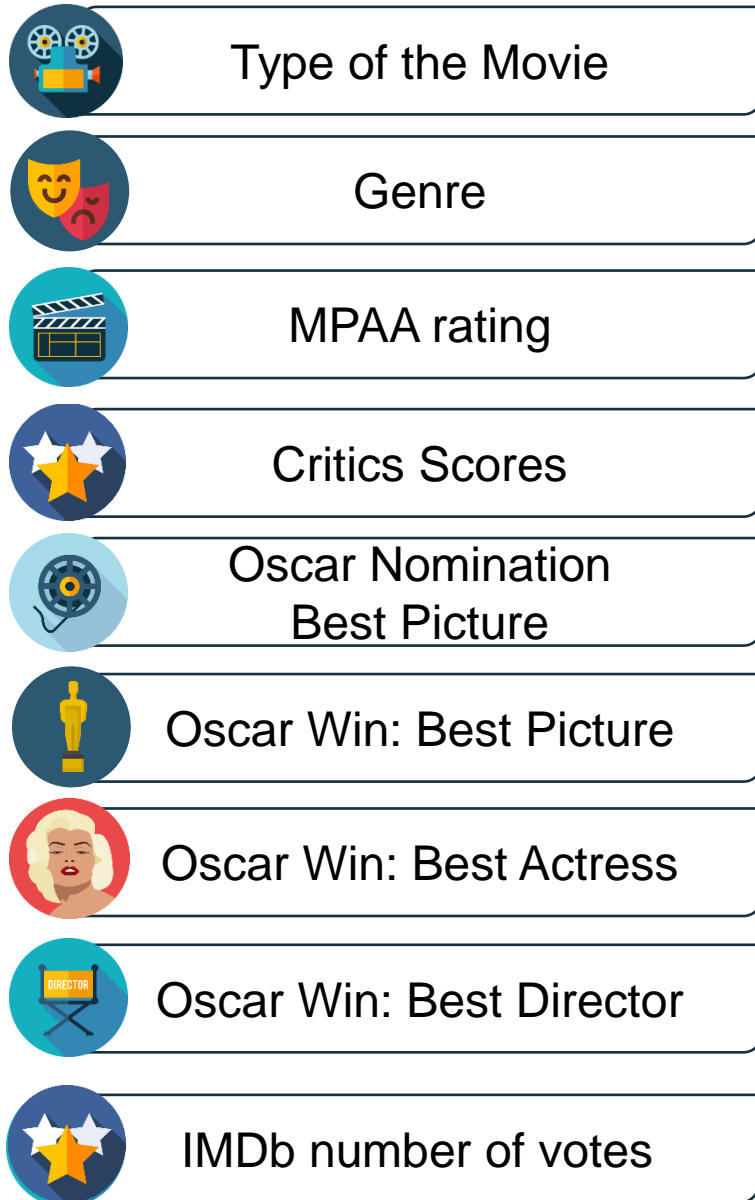
Metrics are Collinear

What can make the content popular?

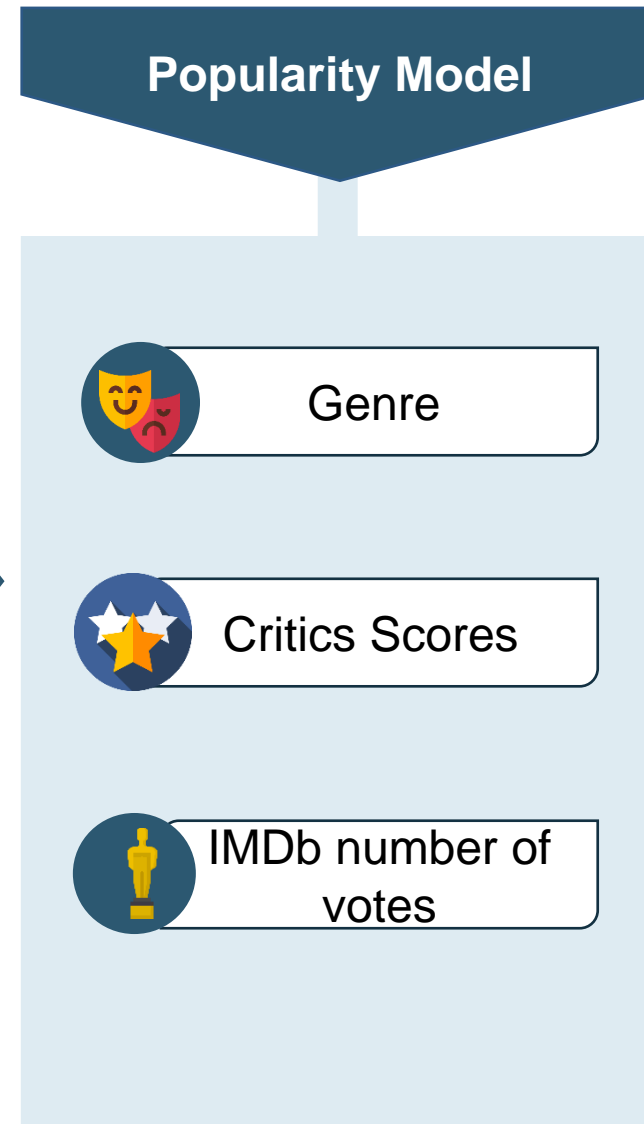


Model predicting Popularity

9 Attributes



Backward p
value
elimination



Prioritize what
to buy

Predict
popularity early

Going beyond the Ask



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Strategy to source existing content for Streamflix

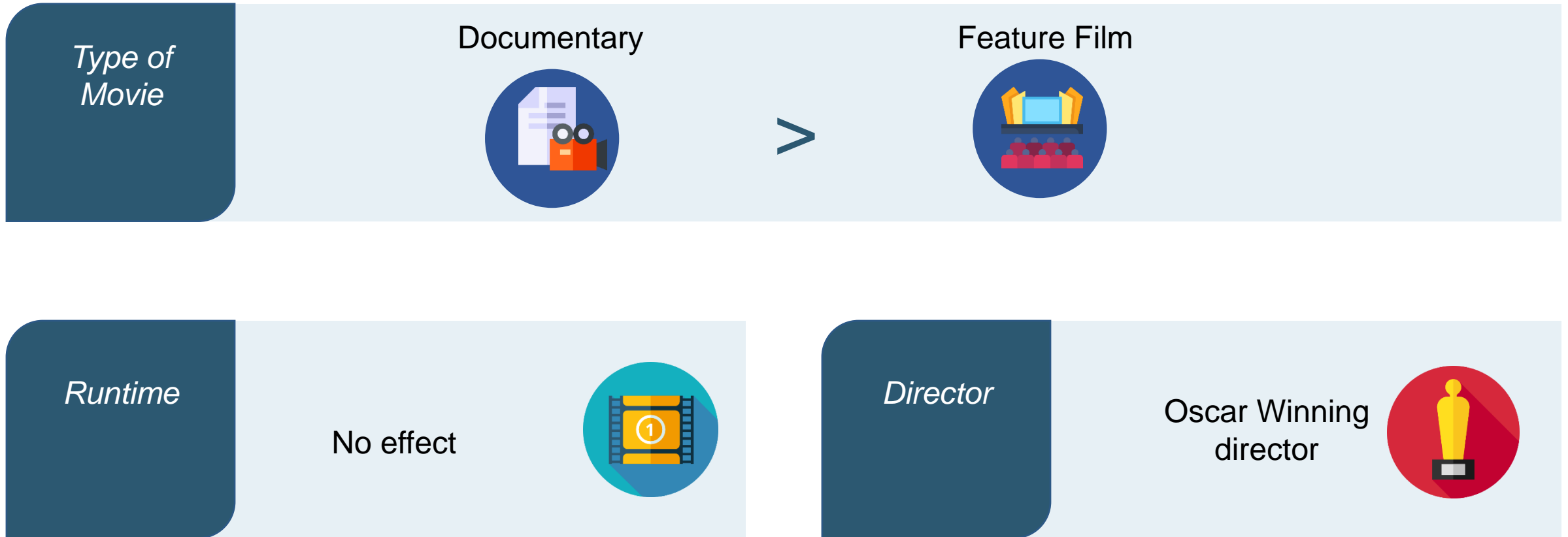


Strategy to curate content for Streamflix

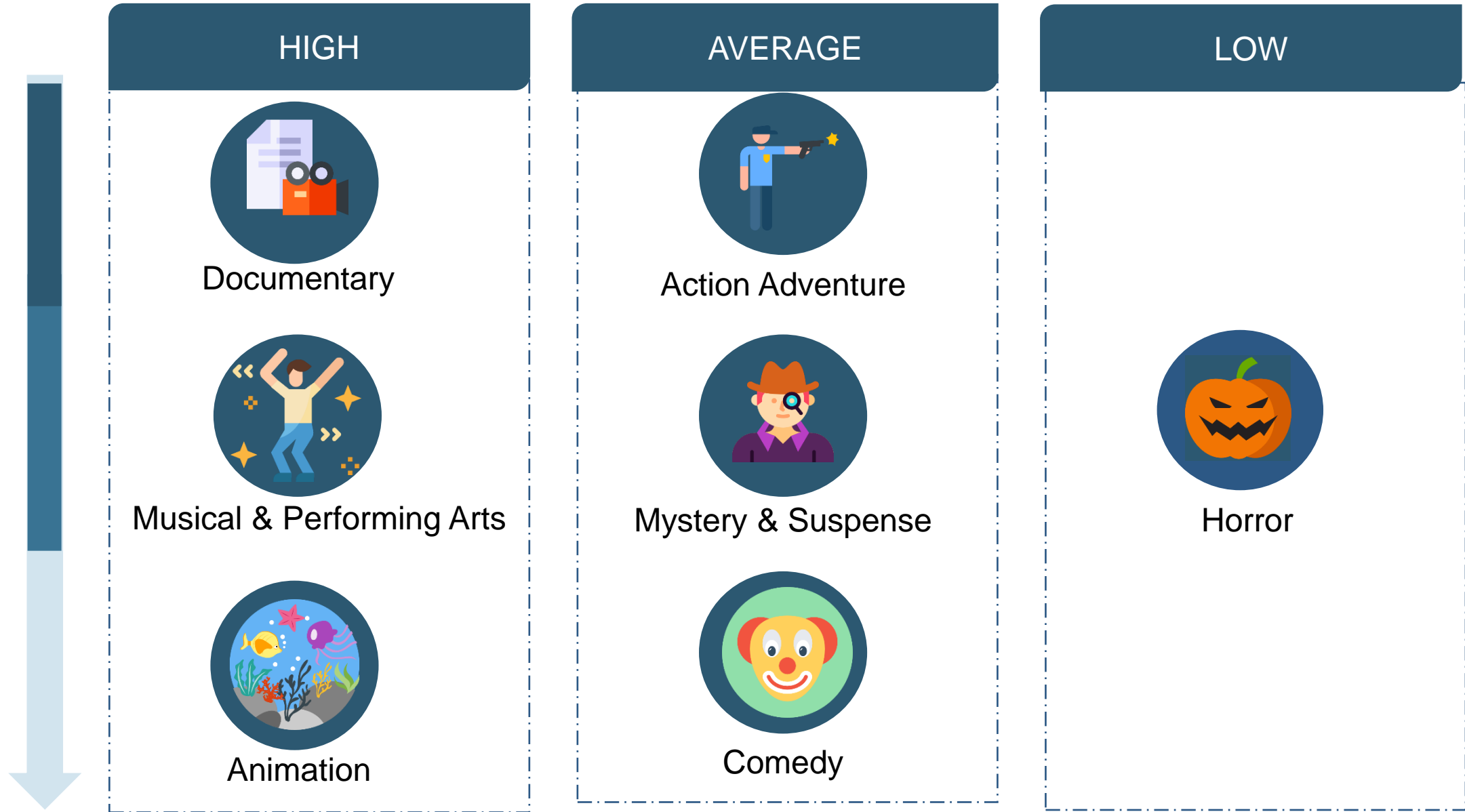


What type of content to create?

Content : What & How to create?



Content : What & How to Create? - Genre

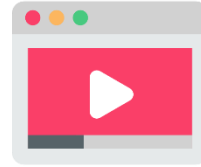


Recommendations



Content Creation

- ✓ Type of Film
- ✓ Genre
- ✓ Runtime
- ✓ Impact of Oscar winning Actor/Actress
- ✓ Impact of Oscar winning director



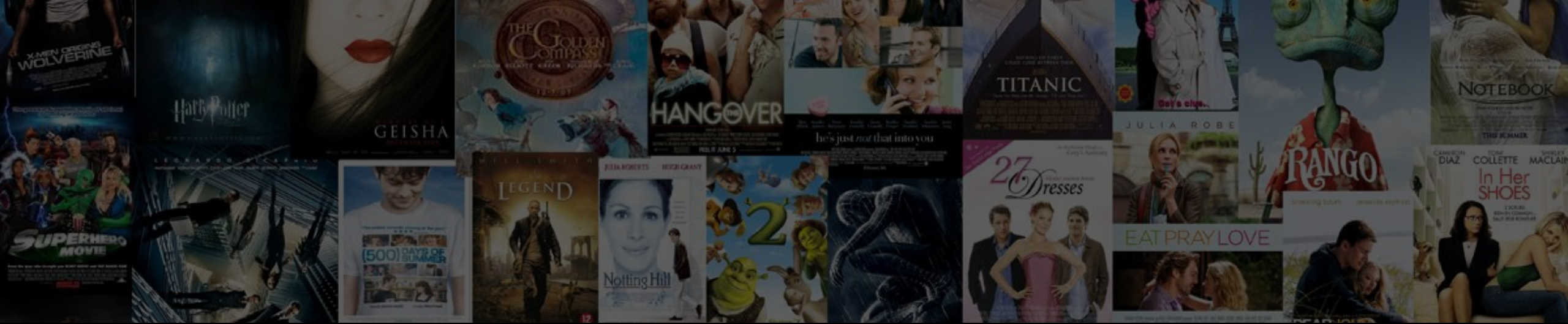
Content Sourcing

- ✓ Model to predict Popularity to select movies for streaming on platform



Future scope

- ✓ Arrange content to throw right suggestions for customer engagement & retention



Thank You

