

# Comparative Content Analysis Across Streaming Platforms

This project analyzes how major streaming platforms differ in content volume, quality, and structure to infer their strategic approach to audience engagement and retention.

## Section 1: Platform Overview

1. How many total titles does each platform have?

Platform	Total Titles
Disney +	1535
HBO	3294
Hulu	2398
Netflix	5850

*Netflix has the largest content library with 5,850 titles, followed by HBO, Hulu, and Disney+. This suggests Netflix prioritizes scale, while Disney+ focuses on a smaller, curated catalog( could be due to the fact that platform only got introduced in 2019 and is in last place in the streaming race). Netflix was the first platform to establish between the four.*

2. What is the Movies vs TV Shows breakdown per platform?

Platform	Show Type	Count
Disney +	Movie	1120
Disney +	Show	415
HBO	Movie	2538
HBO	Show	756
Hulu	Movie	1068
Hulu	Show	1330
Netflix	Movie	3744

Netflix	Show	2106
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*Netflix has the largest catalog with a healthy mix of movies and TV shows, while Disney+ focuses heavily on movies with fewer shows (this could be due to the fact that Disney only recently started to release more shows). Hulu favors TV shows slightly, and HBO prioritizes high-quality movies over series (HBO was established in 2020 as a streaming platform integrating WarnerMedia's entire library).*

## Section 2: Content Quality & Popularity

### 3. What is the average IMDB score per platform?

Platform	Avg IMDB Score
Disney +	6.6
HBO	6.8
Hulu	6.7
Netflix	6.5

*HBO has the highest average IMDB score, indicating a focus on quality over quantity. Netflix, with the largest catalog, has a slightly lower average, reflecting its strategy to offer a wide variety of content to appeal to diverse audiences*

### 4. Which platform has the highest number of high-rated titles (IMDB ≥ 8)?

Platform	High Rated Count
Disney +	115
HBO	432
Hulu	319
Netflix	493

*Netflix has the most high-rated titles overall due to its large catalog, but HBO maintains a high concentration of quality content relative to its size. Disney+ has the fewest high-rated titles, reflecting its smaller, curated library.*

### 5. How does TMDB popularity differ across platforms?

Platform	Avg TMDb Popularity
Disney +	40.2
HBO	21.1
Hulu	27.9
Netflix	22.6

*Disney+ has the highest average TMDb popularity per title, indicating a smaller catalog with blockbuster-focused content. Netflix, while having the largest library, has a lower average popularity, reflecting its strategy to offer a broad variety of content to appeal to diverse audiences.*

### Section 3: Genre Strategy

#### 6. What are the most common genres by platform?

Platform	Top 2 Genres	Count
Disney +	Documentation, Animation	221, 118
HBO	Documentation, Drama	358, 191
Hulu	Documentation, Comedy	143, 119
Netflix	Comedy, Documentation	484, 329

*Domain Background: DP has ownership of National Geographic, bringing in thousands of nature content to the platform. As well as 'behind the scenes' and making of content to provide extra value to subscribers. Animation because Disney was originally an animation based starter due to the targeted audience of children.*

*HBO has historically focused on producing relevant non-fiction content first, while also focusing on Drama shows that are often referred to as "prestige television" that is subscribers not advertisers.*

*Since DP has bought Hulu, the two companies have merged into one platform, it would make sense that Hulu would have 'Documentation' as the top genre. Hulu has a high volume of comedy content due to a strategic focus on becoming the destination for laughs by providing a massive catalog of sitcoms from its partners like NBC, ABC, Fox, and FX.*

*Netflix has a high volume of comedy programming, focusing on stand-up specials and original series due to its 'low-cost, high-engagement' .*

#### 7. Which genres have the highest average IMDB scores across platforms?

Top 5 Genres	Average IMDB Score
['war', 'drama', 'reality', 'comedy', 'documentation']	9.5
['war', 'drama', 'history', 'action']	9.4
['drama', 'history', 'thriller', 'documentation']	9.4
['scifi', 'action', 'animation', 'comedy']	9.2
['documentation', 'drama', 'thriller', 'scifi']	9.1

*Average IMDB scores are calculated per genre string as stored in the dataset; titles may belong to multiple genres. Titles that combine War, Drama, and Reality tend to have the highest average IMDB scores across platforms. Multi-genre titles like Sci-Fi + Action + Comedy also score very high, suggesting cross-genre appeal.*

### Section 4: Trends & Depth

#### 8. How has each platform's investment in Movies vs TV Shows changed over time?

Release Year	Type	Count
2022	MOVIE	23
2022	SHOW	12
2021	MOVIE	76
2021	SHOW	60
2020	MOVIE	79
2020	SHOW	47

**TABLE 1.** Disney+ Content Release Overview (2020–2022)

*After a massive push to flood the service with content during its first two years (2020–2021), as published, Disney would slow down and space out releases. The goal was to combat "Marvel/Star Wars fatigue" and ensure each project felt like a major event. Plus the shift back to theater exclusivity. The smaller count in 2022 could be due to the fact that the data was collected mid year.*

Release Year	Type	Count
2022	MOVIE	24
2022	SHOW	38
2021	MOVIE	153
2021	SHOW	105
2020	MOVIE	162
2020	SHOW	93

**TABLE 2.** HBO Content Release Overview (2020–2022)

*Because of the pandemic, Warner Bros. released their entire 2021 movie slate (17 films including Dune, The Matrix Resurrections, and The Suicide Squad) on HBO Max the same day they hit theaters. This created a "gold rush" of content, explaining your count of 258 total titles. It made HBO Max the "must-have" service for movie lovers.*

Release Year	Type	Count
2022	MOVIE	14
2022	SHOW	32
2021	MOVIE	135
2021	SHOW	89
2020	MOVIE	158
2020	SHOW	107

**TABLE 3.** Hulu Content Release Overview (2020–2022)

*Hulu's content output peaked in 2020–2021, with a stronger emphasis on movies. By 2022, overall production declined significantly, with a relative shift toward TV shows. The decline happened due to the fact that companies like Paramount, Warner Bros., and Sony launched or strengthened their own apps, they stopped selling their back-catalogs to Hulu.*

Release Year	Type	Count
2022	MOVIE	200

2022	SHOW	171
2021	MOVIE	473
2021	SHOW	314
2020	MOVIE	500
2020	SHOW	314

**TABLE 4.** Netflix Content Release Overview (2020–2022)

*From 2020–2022, Netflix consistently produced*

*significantly more content than Hulu, particularly in movies. While both platforms experienced a decline in output after 2021, Netflix maintained a much higher level of production, indicating greater investment in large-scale content creation.*

### Overall Summary:

*From 2020 to 2022, all four streaming platforms—Netflix, Disney+, HBO Max, and Hulu—exhibited noticeable shifts in content output that reflect broader industry strategy changes and external disruptions. Overall, 2020–2021 represents a peak period of content expansion, followed by a clear slowdown in 2022 across platforms.*

*2021 represents an industry-wide peak fueled by pandemic-era strategies and aggressive platform competition. The subsequent decline in 2022 reflects a shift toward more controlled release schedules, theatrical reintegration, and long-term sustainability rather than rapid catalog expansion.*

### 9. How does average runtime differ by platform and content type?

Platform	Type	Average Runtime (min)
Disney+	MOVIE	72.1
Disney+	SHOW	27.9
HBO	MOVIE	92.2
HBO	SHOW	36.2
Hulu	MOVIE	95.3
Hulu	SHOW	34.3
Netflix	MOVIE	98.2
Netflix	SHOW	38.9

*Netflix and Hulu dominate in longer-form content, while Disney+ prioritizes shorter runtimes aligned with family audiences. HBO maintains a middle ground, emphasizing premium storytelling without excessive length. Platforms with longer runtimes (Netflix, Hulu) optimize for binge-driven retention, while platforms with shorter runtimes (Disney+) prioritize accessibility and high completion rates. HBO balances both by positioning content as premium, event-based viewing.*

## Section 5: Capstone Insights

**10. Which platform produces the most critically acclaimed content (high IMDB score(8) + high votes(10k)?**

Platform	Critical Acclaimed Count
HBO	260
Netflix	212
Hulu	190
Disney+	49

**Using titles with an IMDB score  $\geq 8.0$  and at least 10,000 votes as a definition of “critically acclaimed,” HBO produces the highest number of critically acclaimed titles among the four platforms, followed by Netflix, Hulu, and Disney+.**

*HBO produces the highest number of critically acclaimed titles despite having a smaller overall catalog. This supports HBO’s quality-first strategy, focusing on fewer but more critically successful releases. Netflix follows closely, indicating that large-scale production can still yield high-quality content, while Disney+ trails due to its more family-focused catalog.*