**Capstone Project: Final Research Paper**

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**Abstract**

This capstone project investigates the critical factors influencing viewership, subscriber retention, and profitability within the digital streaming industry. Using a quantitative research methodology, this study examines three primary areas: the impact of content library volume on sustained subscribership, the correlation between viewer ratings and subscriber numbers, and the relationship between contract term lengths and customer churn. Analysis was conducted using secondary datasets and statistical tools including correlation analysis, ANOVA, and descriptive statistics. The findings indicate that while content library volume and viewer ratings are not statistically significant predictors of subscriber numbers, the length of a customer's contract is strongly and negatively correlated with churn. Specifically, shorter, month-to-month contracts are significantly associated with a higher rate of customer turnover. These results suggest that streaming platforms should prioritize strategic content discoverability and flexible subscription models that incentivize long-term loyalty over simply increasing content quantity. The study concludes with actionable recommendations for industry decision makers to optimize their content portfolios and pricing strategies to achieve sustained profitability and market growth.

**Introduction**

In the highly competitive landscape of digital streaming services, companies are in constant pursuit of effective strategies to increase viewership, enhance profitability, and retain subscribers. The exponential growth in streaming consumption over the past decade has intensified the need for platforms to possess a deep understanding of what drives audience engagement and revenue. The transition from traditional cable television to on-demand streaming has fundamentally altered media consumption habits, creating a fragmented market where consumer attention is a scarce and valuable commodity. This has led to a proliferation of streaming services, each vying for a share of the market through massive investments in original content, licensing deals, and innovative pricing models.

The challenge for these platforms is twofold: first, to attract new subscribers in a crowded field, and second, to retain them in an environment where switching services is remarkably easy. The industry is currently facing a "churn problem," where subscribers frequently cancel and re-subscribe to different services based on content availability or price promotions. As Alex Weprin, a journalist for the Hollywood Reporter, noted, this dynamic has created a significant divide between industry leaders and their competitors:

“Netflix now finds itself atop the subscription streaming heap, ending 2022 with 231 million paid subscribers and $5.6 billion in profits. […] The rest of the industry, meanwhile, is looking at 2024. That’s when Disney, NBCU, Paramount and WBD all say they expect — or at least hope — to swing to a profit in their streaming businesses.” (Weprin 2023)

While Netflix has achieved significant profitability, many of its competitors have yet to reach a profitable state, leading to heightened pressure to identify a sustainable business model. It is therefore crucial to identify the factors that have contributed to the success of industry leaders in order to provide a roadmap for others.

This capstone project employs quantitative research to investigate key variables, including the impact of content library volume, the influence of viewer ratings, and the effect of contract term length on engagement and profitability. Through the application of predictive analytics, this project aims to provide data-driven recommendations for decision makers within the streaming industry. The insights gleaned from this analysis are designed to be actionable for streaming platforms that are navigating increasing competition and evolving audience expectations. Understanding which content attributes, contract structures, and viewer feedback mechanisms drive profitability and sustained engagement will enable platforms to optimize their content strategies and strengthen their competitive position in the market.

**Objectives and Organizational Benefits**

The following are the primary objectives for this capstone project, which will be achieved through comprehensive data analysis work:

* Analyze data from a minimum of three major streaming platforms to identify top content traits linked to higher user engagement and profits.
* Compare different approaches to content library structures to determine the most cost-effective and profitable strategies.
* Analyze the relationship between viewer ratings and platform subscribership using data from major streaming services.
* Explore if the length of subscription contracts influences customer churn, which is defined as a subscriber who signs up and then quickly cancels their service.

The successful completion of this project is expected to yield several key organizational benefits:

* Improved Content Investment Decisions: By analyzing which content attributes are linked to higher profitability and viewership, businesses can make more informed decisions regarding the allocation of funds for original productions and licensing fees.
* Enhanced User Experience: Understanding the influence of user ratings and popularity metrics on audience behavior can help businesses improve content discoverability and overall platform competitiveness, leading to higher subscriber retention.
* Predictive Modeling: The analysis will lay the groundwork for predictive models that can forecast viewer behavior and content success. These forecasts can provide a company with a significant competitive advantage and increased profits.
* Potential Cost Savings: By identifying less successful content or features, the company can strategically reallocate or cut funding, thereby saving money and improving financial efficiency.
* Competitive Advantage: With the entertainment industry moving away from traditional cable television and a market flooded with streaming choices, it is vital for platforms to differentiate themselves. This analysis aims to provide insights into better content curation, more effective subscription modeling, and other strategies to secure a competitive edge.

**Overview of Study**

This study seeks to understand the core drivers behind profitability and sustained engagement across digital streaming platforms. As competition intensifies and traditional broadcasting models continue to wane, platforms must identify what content and business strategies lead to subscriber retention, increased engagement, and ultimately, higher profit margins. The research is designed to provide a quantitative perspective on these crucial business questions, moving beyond anecdotal evidence to offer a data-driven understanding of the market. The study aims to be a practical tool for decision makers, offering a clear framework for optimizing resource allocation and customer retention efforts.

The research focuses on three core areas: the volume of a platform's content library, the impact of different subscription models, and the influence of user feedback and critical ratings on platform success. By examining these three variables, the study will provide a holistic view of the factors that contribute to a successful streaming strategy. A large content library may seem like a straightforward path to success, but it often comes with significant licensing costs and the risk of overwhelming users, leading to a poor user experience. Similarly, while high ratings are often seen as a mark of quality, they may not necessarily translate into the broad audience reach needed for a platform to thrive. The third area of focus, subscription models, is particularly critical in an era of high customer churn, where services must find ways to build loyalty and ensure a steady revenue stream.

Through a quantitative analysis of multiple datasets, including content libraries, viewer ratings, and subscription statistics, this study aims to identify the characteristics of a successful streaming strategy. The study also contextualizes these findings with real world trends, such as Netflix's market dominance and the unique success of platforms like Amazon Prime Video, whose primary business is not streaming.

Ultimately, this study will offer strategic recommendations for decision makers in the industry who are seeking evidence based practices to optimize their content portfolio, attract and retain subscribers, and increase overall profitability.

**Research Questions and Hypotheses**

To guide this investigation, the following research questions were developed:

1. Do platforms that offer more content choices attract a greater number of subscribers?
2. Do viewer ratings or online popularity metrics on originally produced content significantly influence subscriber numbers?
3. Does the type of subscription contract a consumer signs influence how long they remain a subscriber?

These questions address both the operational and strategic challenges faced by streaming services that are heavily investing in content production and licensing. A comprehensive understanding of these factors can help platforms refine their content acquisition strategies, optimize library decisions, and effectively leverage all available tools. Based on these research questions, the following hypotheses have been formulated:

1. Hypothesis 1
   1. H₀ (Null Hypothesis): There is no significant relationship between the amount of content a platform offers in its library and sustained subscriber retention.
   2. Hₐ (Alternate Hypothesis): There is a significant relationship between the amount of content a platform offers in its library and sustained subscriber retention.
   3. This hypothesis addresses an ongoing debate within the industry. As Marah Eakin suggested in a Wired article, "The act of discovering content on a platform is almost impossible" (Eakin, 2024). This highlights the challenge of balancing a large content library with user experience. By examining historical data from multiple platforms, this hypothesis will test whether a larger library size translates into greater success.
2. Hypothesis 2
   1. H₀: Viewer ratings (such as Rotten Tomatoes scores or Letterboxd reviews) are not significantly correlated with high subscriber numbers.
   2. Hₐ: Viewer ratings (such as Rotten Tomatoes scores or Letterboxd reviews) are significantly correlated with high subscriber numbers.
   3. Platforms often use critical acclaim and viewer ratings as promotional tools. However, as noted in a 2021 Business Insider report, some highly demanded shows, such as The Handmaid’s Tale, had relatively low critical scores, suggesting a potential disconnect between critical praise and audience demand. This project will assess whether these indicators significantly drive actual engagement and revenue or if they primarily function as marketing metrics.
3. Hypothesis 3
   1. H₀: Shorter contract lengths (i.e. month-to-month) are not significantly correlated with customer churn.
   2. Hₐ: Shorter contract lengths are significantly correlated with customer churn.
   3. Contracts can range from month-to-month to multiple years. This hypothesis will use simulated data from a telecommunications company to determine if the contract a customer chooses has a bearing on their tenure with the service. Answering this question will provide decision-makers with strategies to increase profits. For example, a 2024 World Screen article highlighted how a single, exclusively streamed NFL playoff game on Peacock drove record-breaking viewership, suggesting that short-term contracts for major events may be a profitable strategy (Brzoznowski, 2024).

**Literature Review**

The literature review was conducted by gathering a wide range of credible sources from the CSU Global Library. Keyword searches focused on terms such as "Streaming Services," "Customer Churn," "Streaming Profits," and "Original Content." A particularly effective strategy was to examine the bibliographies of relevant articles, which led to the discovery of additional sources and helped in tracing the evolution of research in this field.

A key challenge was the prevalence of articles focusing on non-U.S. platforms or using outdated data, which limited their direct applicability to current market trends. This required a careful synthesis of information from various sources to build a coherent and relevant literature review. To narrow the focus, specific platform names like Netflix, Hulu, and Disney+ were incorporated into searches to find more detailed information on their business trends, content strategies, and subscriber behavior.

Another big challenge was the lack of access to internal data. Streaming platforms generally like to keep all of their proprietary data under heavy lock and key. This is great for a number of reasons: protecting consumers’ sensitive information, keeping their algorithms safe from prying eyes, etc. The downside of their heightened security, is it stops me from being able to access more timely information, profit records, and budget reports from different projects.

The process of organizing notes and cross-referencing sources was essential for ensuring the literature review was both comprehensive and directly connected to the project's research questions.

**Research Design – Methodology**

The datasets selected for this study provide a comprehensive foundation for analyzing the key factors influencing streaming service viewership, customer churn, content performance, and overall profitability.

* User Churn Dataset: This dataset allows for the examination of customer demographics, behaviors, and contract details that contribute to churn, providing crucial information for developing retention strategies. It is important to conduct multiple analyses on this dataset including correlation analysis, ANOVA analysis, and different visualizations like bar charts and histograms. It is also important to research the correlation between multiple of the variables available such as tenure to keep from getting too scoped in.
* Content Ratings Datasets: Datasets from sources like Rotten Tomatoes and other platforms provide data on viewer and critic scores, which are essential for determining the correlation between ratings and platform success. It is important to create a histogram with this information to visualize the differences in ratings amongst the bigger platforms. This can also be used in concurrence with the number of subscribers each platform has to conduct a correlation analysis. There may be discrepancies due to the lack of data observations. There are only so many streaming platforms of note in the United States to look at and analyze.
* Content Library Volume Datasets: Content lists from major platforms such as Disney+ and Hulu offer insights into the sheer volume of content available to viewers, allowing for a comparison of library size against profitability. These content library lists also include genre listings but they are highly disorganized and most pieces of content include three or more genre tags. For this project, I will not be analyzing anything based on genre or length or any other descriptive factor of content. I do think that opens the door for future analysis with more intact datasets.
* Streaming Services Dataset: This dataset provides an overview of competing platforms’ market reach and subscriber counts, which is vital for benchmarking market position and identifying competitive advantages. It will be imperative to scope this down to only platforms based in the United States and most likely only the most popular out of those. A bar chart including the number of subscribers to each platform will be an important first step for comparison against other datasets like viewer ratings or content volumes.

By combining these diverse datasets, the study can generate a multidimensional analysis that highlights the drivers behind viewership trends and increased subscribership. It is important to acknowledge, however, that proprietary internal data from these companies, which would offer even deeper insights, is not publicly available. The research, therefore, relies on the best available secondary data sources to achieve its objectives.

**Research Design – Method**

To test the formulated hypotheses, a quantitative research approach using predictive analytics was employed. The methodology included descriptive statistics, correlation analyses, regression models, and hypothesis testing using ANOVA where appropriate.

The research utilized secondary data from sources like Kaggle, which provide information on viewership trends, content library lists, and ratings from established platforms. A simulated dataset on a fictitious telecom company's contracts and user churn was also used. The following tools and models were utilized for the analysis:

* SAS Studio: As the primary tool for data processing and statistical analysis, SAS Studio was used for a variety of tasks. First, raw data from the datasets was imported, cleaned, and transformed into a format suitable for analysis. This involved tasks such as converting textual data (e.g., Rotten Tomatoes percentages) into numerical values and handling missing data points. Subsequently, SAS was used to conduct advanced statistical tests, like correlations analyses and ANOVA to compare means across different groups (e.g., contract lengths). It was also used to generate summary statistics (e.g., means, standard deviations) and to create basic visualizations like histograms and bar charts to identify initial trends and anomalies in the data. This provided the statistical rigor necessary to test the hypotheses.
* Microsoft Excel: Excel was leveraged for the initial stages of the project, including data organization and preliminary exploration. This included cleaning certain datasets or creating combined datasets. For the viewer ratings dataset in particular Excel was utilized to delete streaming platforms that were not being analyzed and align each platform with the subscriber data. This preliminary work was essential for gaining a foundational understanding of the datasets before moving to more advanced statistical analysis in SAS.
* Tableau: For the final stages of the project, Tableau was used to create a series of visualizations. This tool was crucial for translating the complex statistical findings into a clear and compelling narrative. The visualizations, such as correlation matrices, scatter plots, and bar charts, were designed to effectively communicate trends, the strength and direction of relationships between variables, and the outputs of the statistical models. Tableau's interactive features enabled a more dynamic presentation of the results, allowing for deeper exploration of the data. Ultimately, I went back and forth between Tableau and SAS Studio and decided to use the visualizations that were produced out of SAS Studio. I thought they presented a cleaner and more unified look.

For example, some of the analyses conducted including finding correlation coefficients to determine the strength and direction of relationships between viewer ratings and actual subscribership figures. Regression models were also used to test whether variations in profit margins could be explained by content type or release strategy.

**Research Design – Limitations**

While this research aims to offer comprehensive insights, several limitations should be acknowledged and considered when interpreting the findings:

* Data Availability and Scope: The analysis is based on secondary datasets, which may not reflect the most recent platform strategies or include proprietary data.
* Sampling Bias: Some datasets may overrepresent U.S.-based platforms or demographics, which could limit the generalizability of the findings to international markets.
* Correlation versus Causation: The statistical tools used can infer relationships but do not prove causation. Viewer engagement may be influenced by factors not captured in the available data.
* Platform Variability: Each streaming service operates under different business models (e.g., ad-supported, subscription-only), which can affect profitability in ways that are difficult to normalize across datasets.
* Timeframe Gaps: Some datasets may reflect a specific time window, such as the COVID-19 lockdown period, which could skew behavioral trends that are not representative of normal user behavior.

These limitations were carefully considered during the analysis, and the findings are interpreted with caution and a clear contextual framework.

**Research Design – Ethical Considerations**

Strict ethical standards were followed to maintain the integrity of this project. These included:

* Privacy Protection: The project did not involve the collection or use of any personal or confidential user data. All data was aggregated from publicly available sources.
* Data Source Credibility: Only reputable and verifiable sources were used to ensure the accuracy and integrity of the analysis.
* Transparency: All research methods, statistical models, and data sources were fully documented to allow for reproducibility and verification.
* Bias Mitigation: Special attention was given to identifying and addressing potential biases in the data. For instance, data that overrepresents specific regions or demographics was controlled for during analysis when possible.

By adhering to these ethical considerations, the research maintains high standards of integrity and respect for privacy, aligning with the broader principles of data-driven decision making.

**Findings**

*Hypothesis 1: Content Library Volume versus Subscriber Numbers*

To test whether the amount of content in a streaming platform’s library significantly correlates with sustained subscriber retention, I used datasets that measured both total content offerings and subscriber metrics across the streaming platforms Amazon Prime, Netflix, Hulu, Apple TV+, HBO Max, and Disney+. The first thing I did was find the total number of subscribers that each of these six platforms had. The following are my findings:

A screen shot of a graph

AI-generated content may be incorrect.

Next, I found the total amount of content each of the six platforms offers in their content libraries. The following are my findings:

A screen shot of a graph

AI-generated content may be incorrect.

After finding these important figures, I performed a correlation analysis between the number of titles offered to viewers and the total subscriber count. The following is the correlation analysis table:

A screenshot of a computer screen

AI-generated content may be incorrect.

Netflix, which had the most extensive content library, also had the highest subscriber count of 231 million. Apple TV+ on the other hand, has the least expansive library and the lowest amount of subscribers with only 20 million, a tenth of what Netflix supports. These two alone would support my hypothesis that platforms that offer more content are more popular. Hulu is something of an outlier though, and quickly works to disproves this theory. Hulu has the second highest amount of content offered to viewers with 3,090 pieces of content to choose from but, sports the second lowest number of subscribers with only 45.3 million.

The correlation analysis further supports what the data initially shows. When I tested the correlation between the number of subscribers and the volume of a platform’s library, I found the Pearson correlation coefficient was 0.62407 and the P-Value was 0.1854. This shows that there is a strong positive correlation between subscribers and content but, that correlation is not statistically significant. This is most likely due to the low number of observations I had to work with. This is a good example of how correlation does not equal causation. Just because the two are correlated it does not mean that the amount of content offered is causing high or low subscribers. With this, the null hypothesis is accepted and the alternate is rejected. There is no significant relationship between the amount of content a platform offers in their library and sustained subscriber retention.

*Hypothesis 2: Viewer Ratings Effects on Subscribership*

The second hypothesis examined whether audience scores significantly influence subscriber numbers. I used Rotten Tomatoes scores for original content across the six platforms used in the first analysis which includes Amazon Prime, Netflix, Hulu, Apple TV+, HBO Max, and Disney+. To prepare the dataset with the viewer scores, the first thing I had to do was make the data usable. I started by converting the two columns that hold the audience and critic scores from text strings (percentages) to a decimal. This was the output, a dataset that I could use for analysis:

A screenshot of a data

AI-generated content may be incorrect.

Next, I generated histograms to visualize the distribution of viewer ratings across each of the platforms side-by-side:

A screenshot of a graph

AI-generated content may be incorrect.

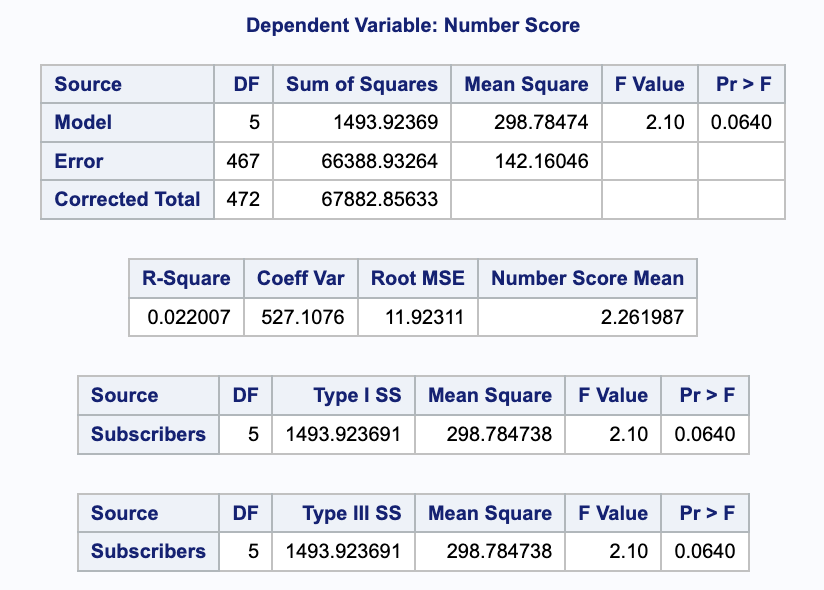
I also generated a line-graph of the findings from the histogram to better understand the layout of the data:

A graph of different colored lines

AI-generated content may be incorrect.

As you can see from the charts, Amazon Prime Video has the largest amount of content rated at over 80%. All of the streaming services viewer rating distributions are skewed to the left which tells us that viewers overall tend to rate higher rather than lower.

Next, using the same subscriber numbers for each platform that were found in the previous analysis, I performed a one-way ANOVA analysis between average platform ratings and subscriber numbers. The following are the results of that analysis:



This is a low F-Value, at 2.10, indicating that the differences in average ratings between amounts of subscribers are only slightly greater than the variation within the groups. It's not a strong signal. The P-Value on the other hand, 0.0640, is just above the threshold of 0.05 for statistical significance. These are the results from the Levene and Welch’s method ANOVA analyses:

A screenshot of a test results

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As you can see, they have P-Values of 0.0478 and 0.03 respectively. They also have the same low F-Value. This could tell us that though the correlation is very low, it may not be due to random chance. That the relationship between number of subscribers and ratings, though small, is statistically significant.

With the combination of all of this data I think it is safe to tentatively accept the null hypothesis and reject the alternate. Viewer and critic ratings (such as Rotten Tomato scores or Letterboxd reviews) are not significantly correlated with high subscriber numbers. This lines up with what we saw in the article above from entertainment sources, that some high performing shows (like The Handmaid’s Tale on Hulu) had poor critic ratings but exceptional viewership, suggesting that acclaim and popularity do not always align. It may be more accurate to guess that a few highly engaging shows drive platform growth, and other factors like cultural trends or social media hype play bigger roles.

*Hypothesis 3: Contract Length and Subscriber Churn*

To explore whether contract length impacts user churn, I used a simulated dataset from a telecom service model. The first thing I did was filter the data to include only customers who subscribed to TV or movie streaming services and later churned (i.e., canceled their subscription quickly after beginning it). After I had cleaned the data, I created a bar chart of the frequency of types of churn users’ contract terms; these included month-to-month, one year, or two years. The following are those results:

A graph of a customer

AI-generated content may be incorrect.

As you can see above, the vast majority of churn occurred among the month-to-month users. One-year and two-year contracts had significantly lower churn rates. To confirm the statistical significance of length of contract, I did a correlation analysis using the variables tenure (how long a customer has been with the company) and contract term (month-to-month, one year, or two years). The following are the results:

A screenshot of a computer screen

AI-generated content may be incorrect.

As you can see above, the F Value is 278.08 and the P-Value is <0.0001. The F value tells us that they are strongly correlated. It is also positive, so as one increases, the other does as well. This means, the longer-term contract, the longer someone is likely to stay on as a user. The P-Value confirms that contract length and churn are significantly associated (p < .0001), indicating that shorter contract types are strongly correlated with increased churn.

I decided to analyze further, and utilized one of the other variables available in the dataset which was monthly cost, or how much a user is paying monthly, regardless of contract term. I ran a correlation analysis with a scatter plot testing the correlation between monthly cost and tenure. The following are my results:

A screen shot of a screen

AI-generated content may be incorrect.

As you can see above, there is somewhat of a curve in the distribution that trends upward and skews left. The Pearson correlation coefficient tells us that the relationship between tenure and monthly cost is nowhere near as strong as that between tenure and contract term. This is really interesting, and may suggest that people do not care as much about the cost of their subscription but other features like advertisements, content available, etc.

Based on all of this analysis, we can accept the alternate hypothesis and reject the null. Shorter contract lengths are significantly correlated with customer churn.

**Recommendations**

The findings of this study provide critical insights into the strategic levers available to streaming platforms. The acceptance of the null hypotheses for platform content volume and viewer ratings suggests that a simple, quantitative approach to content strategy is insufficient. A larger content library, as demonstrated by the case of the platform Hulu, does not guarantee a larger subscriber base. Similarly, the average viewer rating of a platform's offered content does not directly translate into more subscribers. These findings challenge the conventional wisdom that "more is better" or that critical acclaim is the sole driver of success. Instead, they point to the importance of more nuanced factors, such as the effectiveness of content recommendation algorithms, the discoverability of content within the platform, and the role of a few "tentpole" shows that can generate significant cultural buzz regardless of their average critical score.

The statistically significant finding regarding contract length and churn is perhaps the most actionable insight. The data overwhelmingly shows that month-to-month contracts lead to higher churn rates. This suggests that platforms should focus on strategies that incentivize customers to commit to longer subscription terms. This could include offering discounts for annual contracts, creating bundles with other services, or providing exclusive benefits for long-term subscribers. The success of platforms in retaining long-term subscribers is a direct path to stable revenue and greater profitability.

Based on the findings of this study, the following recommendations are provided for decision makers in the streaming industry:

1. Refine Content Strategy Beyond Volume: Since content volume alone does not predict subscriber retention, platforms should focus on enhancing content discoverability and the quality of their recommendation algorithms. Instead of just adding more titles, platforms should invest in improving the user experience, making it easier for subscribers to find content they love or have not seen yet. This can be achieved by using internal data to analyze how well their recommendation models are working and how widely they are being utilized by users.
2. Rethink the Role of Ratings: The analysis suggests that average ratings are not a direct driver of subscriber numbers. Instead of solely focusing on producing critically acclaimed content, platforms should consider how to create "sticky" content. These are shows or films that generate social media engagement and cultural conversation. Further internal analysis could explore the correlation between ratings and profits over time, as a few highly profitable shows may drive growth more effectively than a large number of moderately rated ones. It may also be worth evaluating whether displaying ratings on the user interface is helping or harming viewership.
3. Incentivize Longer-Term Contracts: The strong correlation between short-term contracts and high churn rates highlights a clear opportunity. Platforms should strategically increase the cost of month-to-month subscriptions while offering attractive discounts for annual or multi-year commitments. For special, high-demand events like live sports, platforms could offer a highly-priced, one-time viewing ticket to capture a new audience without the expectation of a long-term commitment.
4. Promote Long-Term Contracts Internally: Platforms should use their own advertising space, such as banners on the web player or in show advertisements, to promote the benefits and incentives of long-term contracts to their current month-to-month subscribers. This low-cost, internal marketing strategy can be a powerful tool for converting subscribers and stabilizing the customer base.
5. Conduct Further Analysis on Churn Timing: A deeper dive into the timing of customer churn could reveal seasonal patterns (like possibly higher churn during holiday months) that could be addressed with targeted retention efforts or specific promotional campaigns.

**Conclusion**

This analysis has explored three core hypotheses related to streaming service performance metrics and their impact on subscriber behavior. The findings suggest that a simplistic focus on content library volume and average viewer ratings is insufficient for predicting subscriber growth and retention. Instead, success appears to be more closely tied to the user experience, particularly the ability to discover content and the strategic use of flexible, long-term subscription models.

The most significant finding is the strong association between shorter contract lengths and increased customer churn. This highlights a clear opportunity for platforms to stabilize their subscriber base and increase profitability by implementing strategic pricing and promotional campaigns that encourage long-term loyalty.

For sustained growth, streaming companies must invest in intelligent content recommendation systems and data-driven contract structures. By moving beyond surface level metrics and focusing on strategic engagement and customer retention, platforms can strengthen their market position and achieve lasting success in a crowded and highly competitive industry.

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