TIMOTHY SUK

# Streaming Wars

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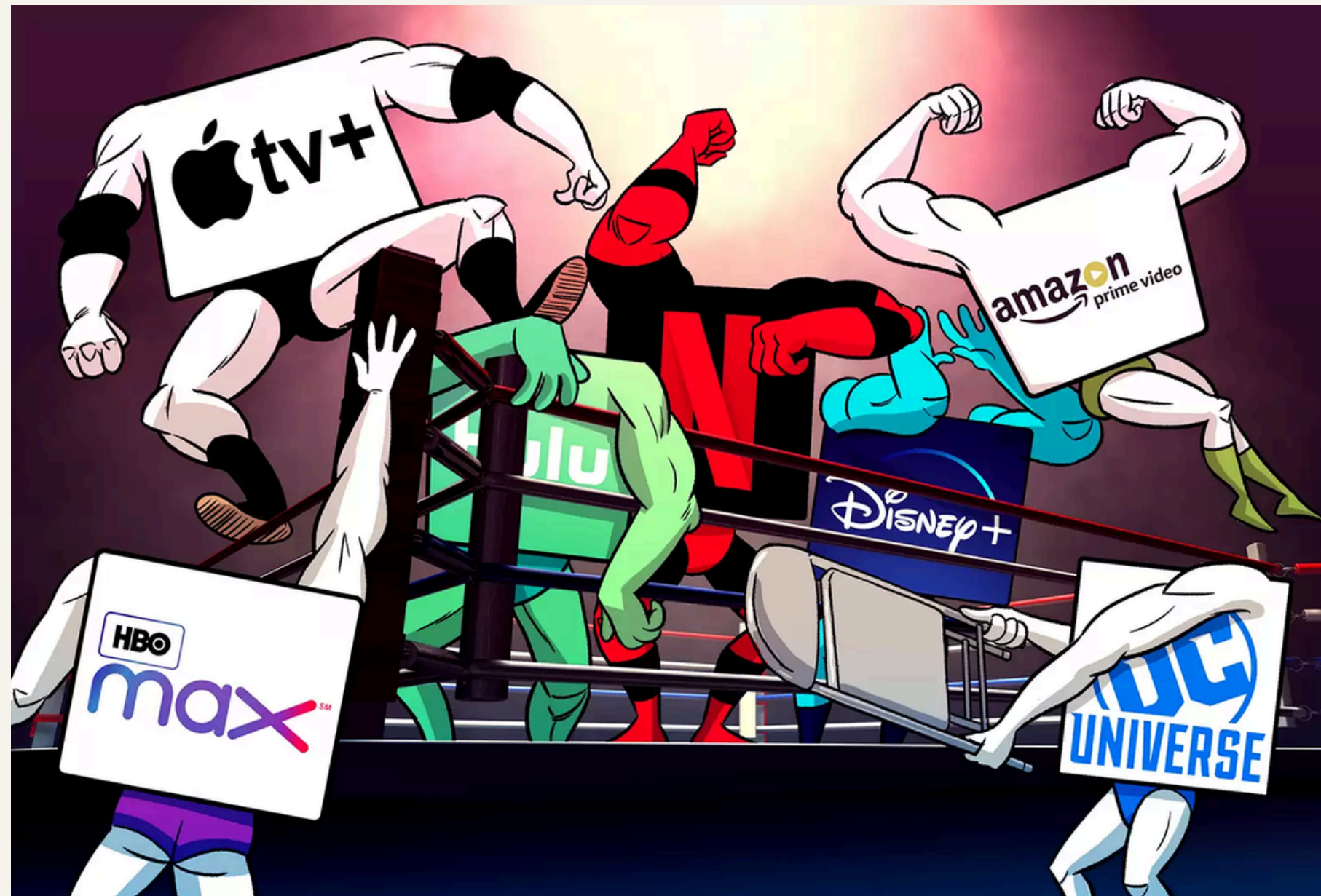
# Helping Platforms Win Viewing Time

- Helping Streaming Platforms
- Solving content performance blind spots
- Building SQL + Pipeline tools
- Analyzing show & platform engagement
- Delivering strategic insights

# SQL Powered Decision Making

- Data Analyst Role
- Forecasting viewership
- SQL, pipelines, dashboards
- Support content and strategy teams

Evaluate methodology changes by Nielsen (i.e. Big Data) and other providers to alert key stakeholders on potential trend changes.
Analyze content consumption and viewership for multiple networks.
Work on in-season scenario planning and landscape forecasts.

# TVMaze API

- Fields: Show, Rating, Network, & Year
- Scraped and loaded into PostgreSQL
- Python Notebooks and Github Actions
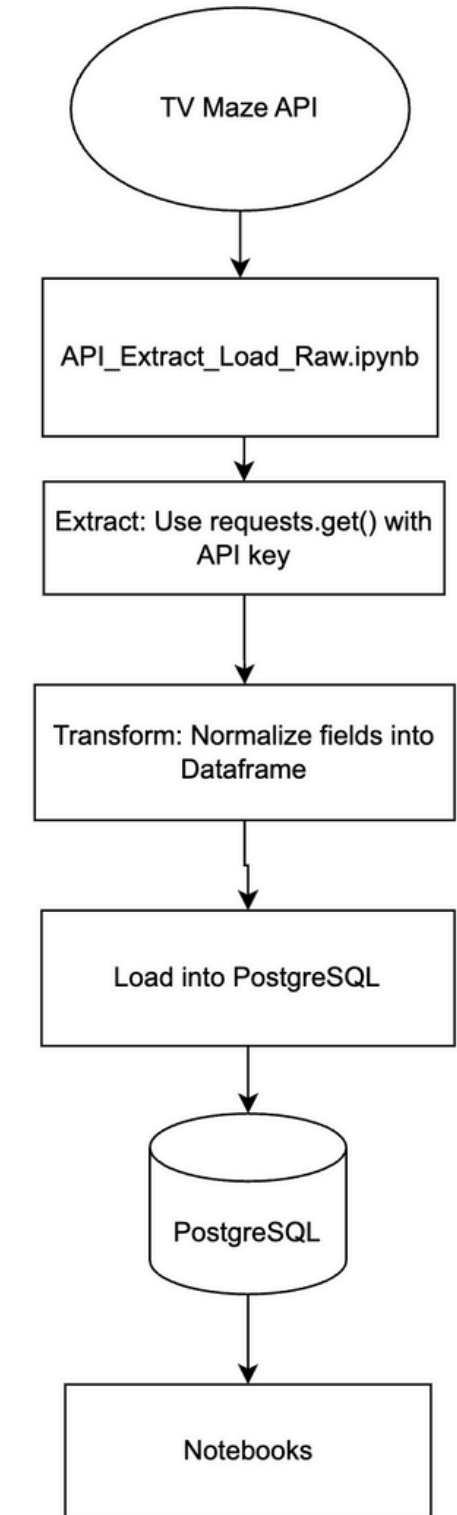
# Top-Rated Networks Lead the Pack

Which networks have the most high-rated shows, and what is their average rating?

- Disney and HBO are tied for the highest ratings
- BBC One stands out with 2 highly rated shows
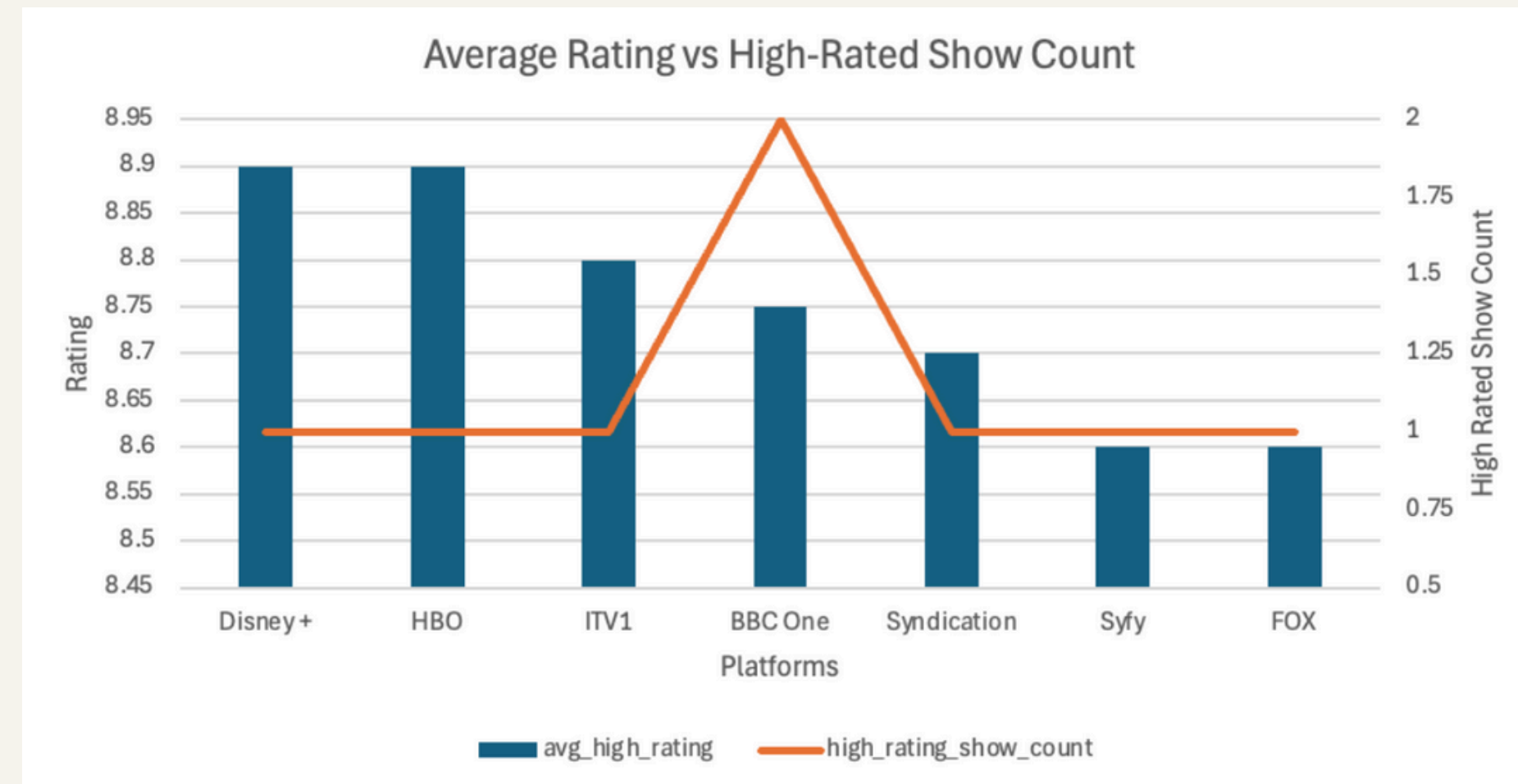
# Invest in Top Rated Networks

- Focus partnership, licensing, or competitive benchmarking around BBC One, HBO, and Disney.
- HBO and Disney => high-value original programming insights.
- Networks like BBC One -> producing consistently high-rated content.

- Depend on exclusive content and individual titles

# Newer Shows Pull in Higher Ratings

Which networks with high-rated shows tend to premiere those shows more recently, and how does premiere timing relate to the volume of quality content?

- Most highly rated shows are premiered after 2010
- Disney and BBC One lead the group

- Older networks lag behind

- Refresh content pipelines



Avg Premiere Year vs High-Rated Show Count
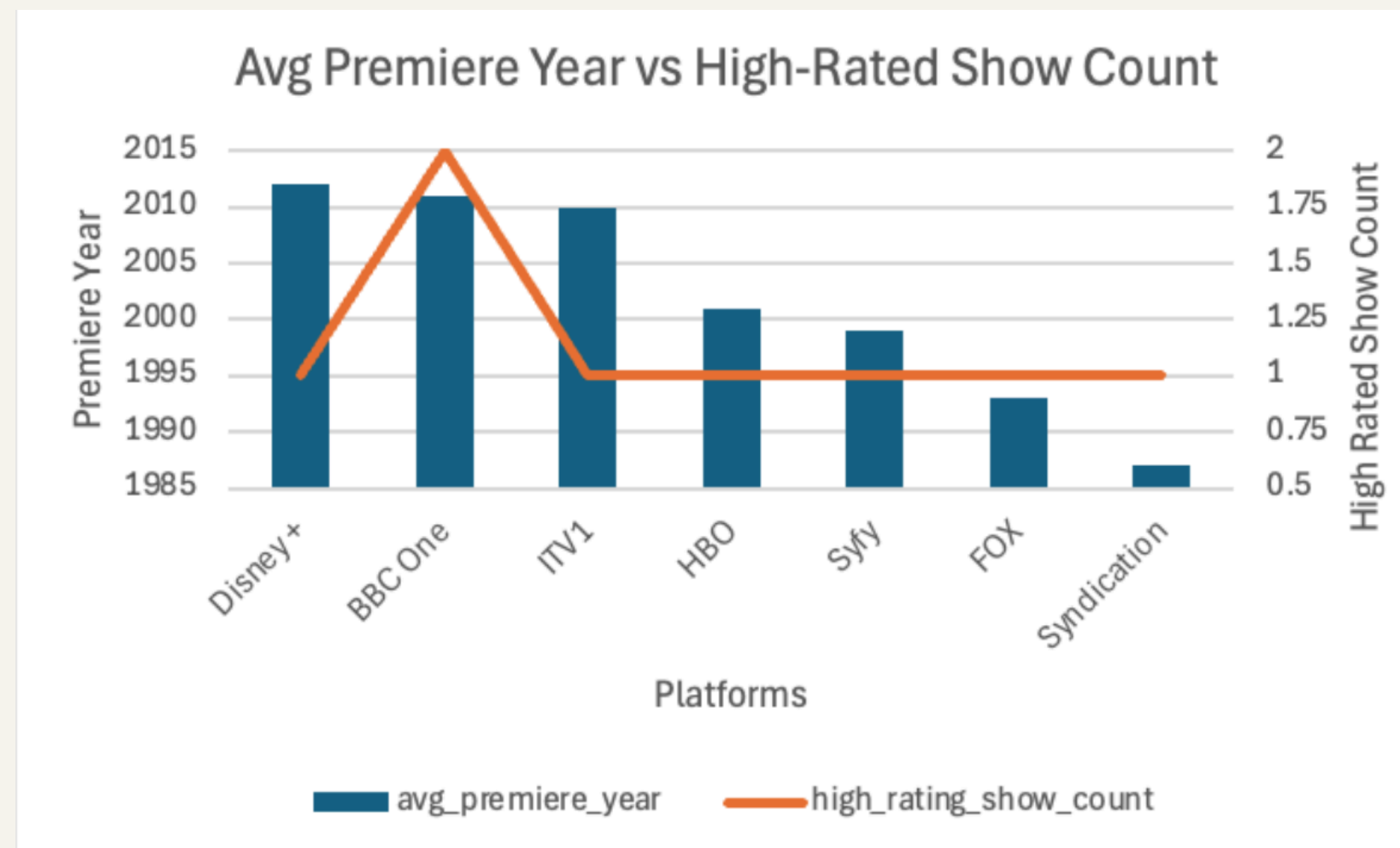
# Nielsen Rankings: Viewer Behavior at Scale

- Fields: Platform, Program, Minutes
- Cleaned and loaded via webscrape pipeline
- SQL run via colab and PostgreSQL
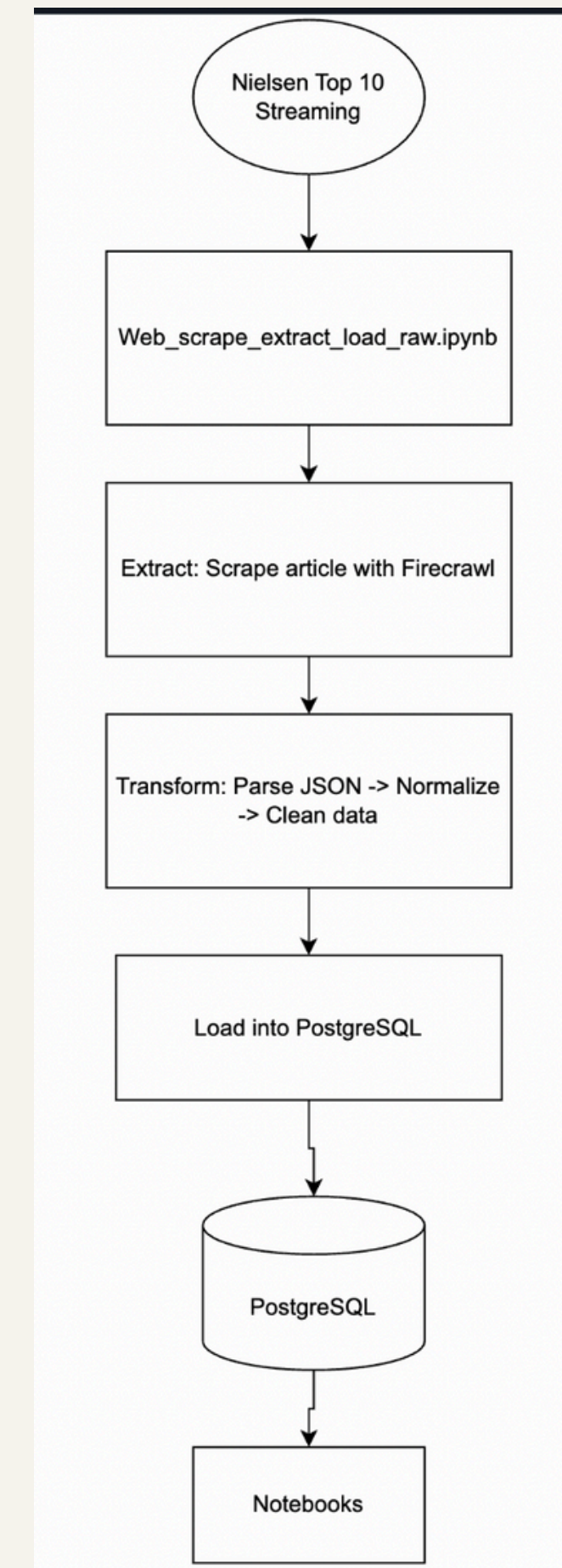
# Netflix Dominates Total View Time

Which streaming platforms have the highest total viewing time across the top-ranked shows?

- Netflix has over 3500+ minutes
- Has 4 of Top 10 shows
- Disney+ and Prime follow right behind

- Leverage original content and exclusive rights
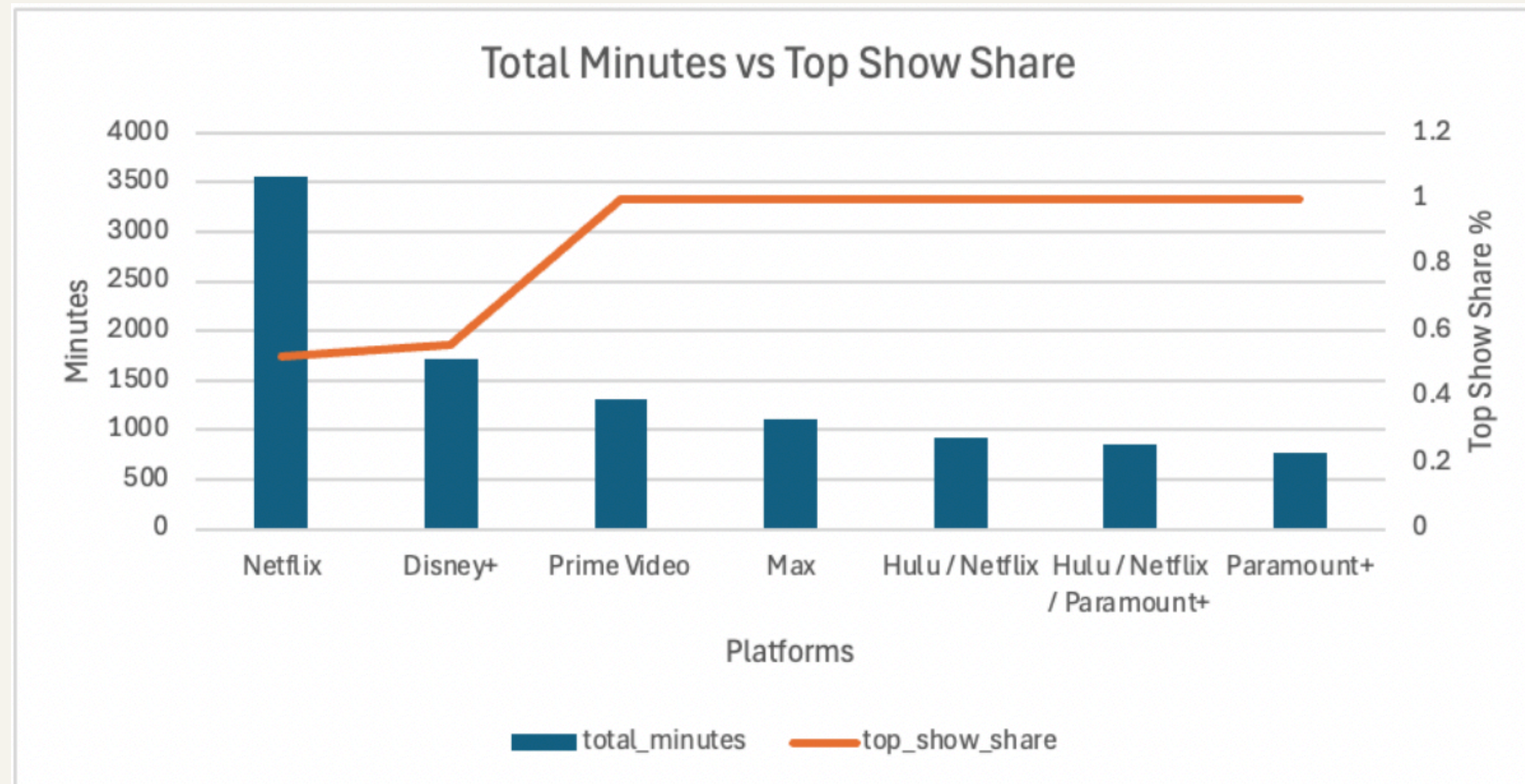
- Stable and loyal viewership
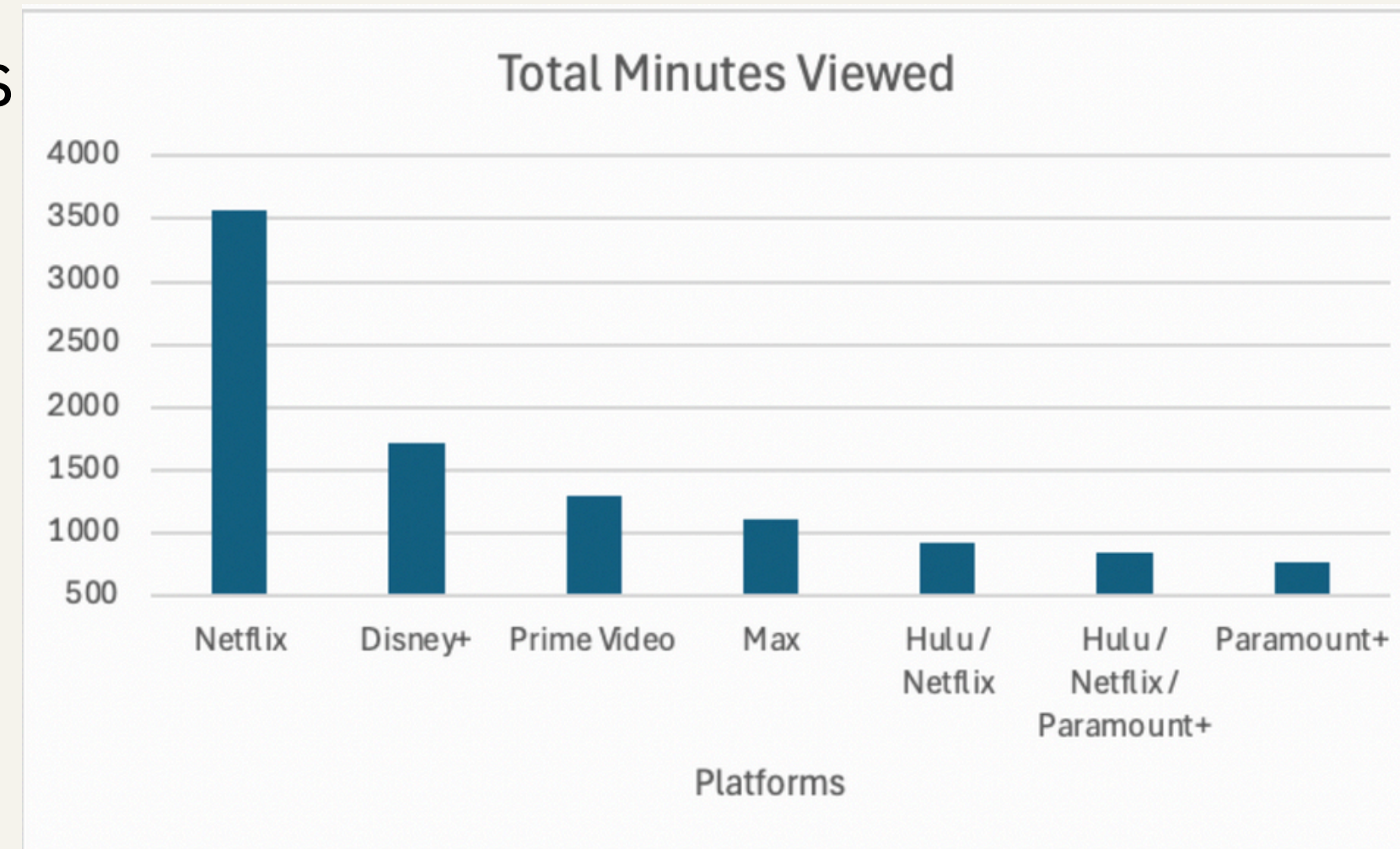
# Flagship Shows Drives Engagement

Do certain platforms rely on one breakout show for their high total minutes viewed, or do they distribute engagement across multiple shows?

- Most platforms rely on 1 hit show
- Netflix and Disney+ are more balanced

- Develop multiple tentpoles

# From SQL to Streaming Strategy

- 2 data pipelines: API & scrape with SQL
- Visualizations using Excel
- Delivered insights on content + platforms
- Ready to turn data into action

- Recent, high-rated shows lead to more minutes viewed
- Diverse exclusive content drives stability and loyalty