

MOVIE OR TV?



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Background:

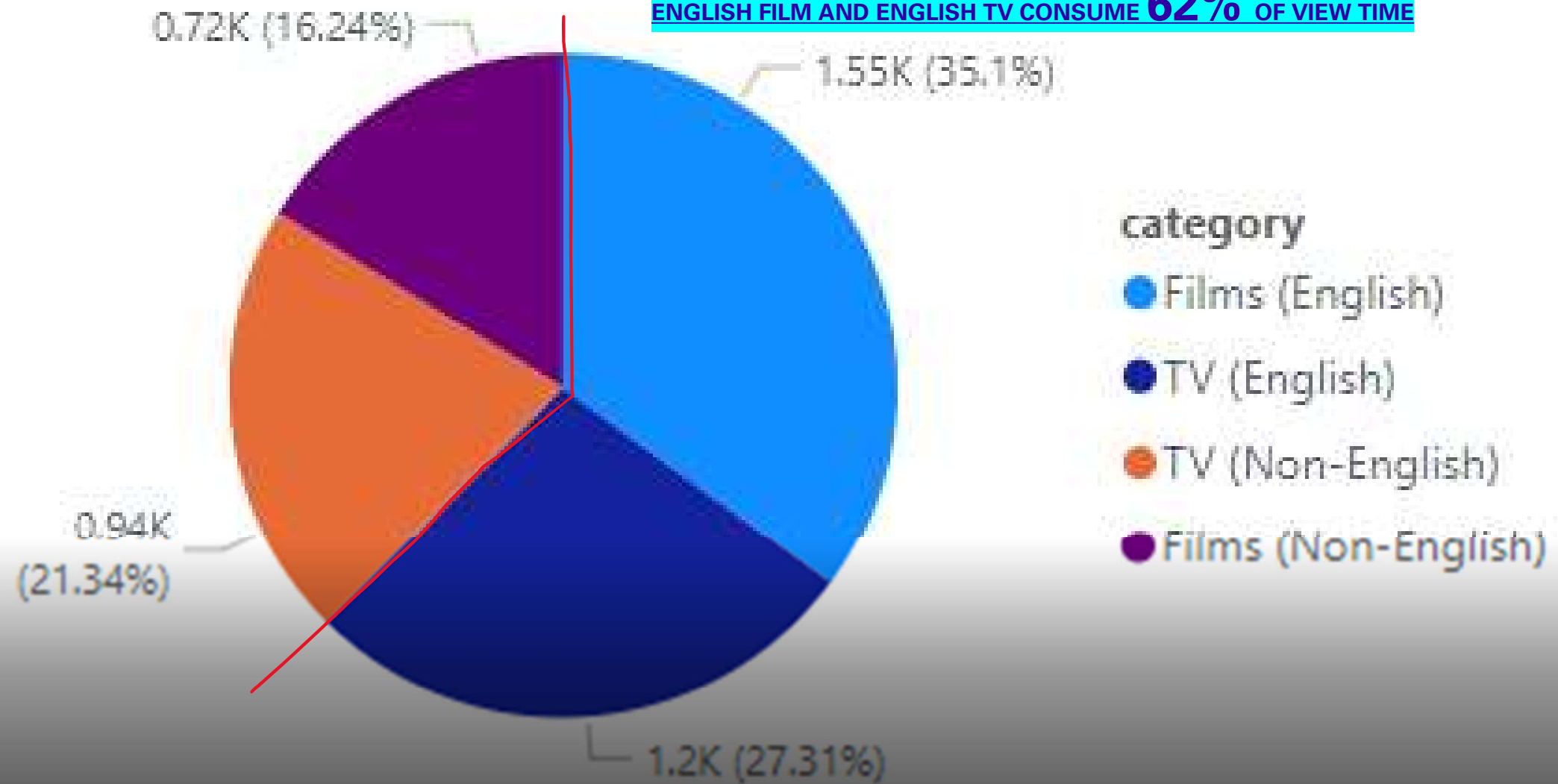
- Netflix signed a contract to produce a potential top seller title, which potentially become 1 top 10 seller.
- As an independent producer, a question arise:

Movie or TV ?

- Which format can attract more viewer time?

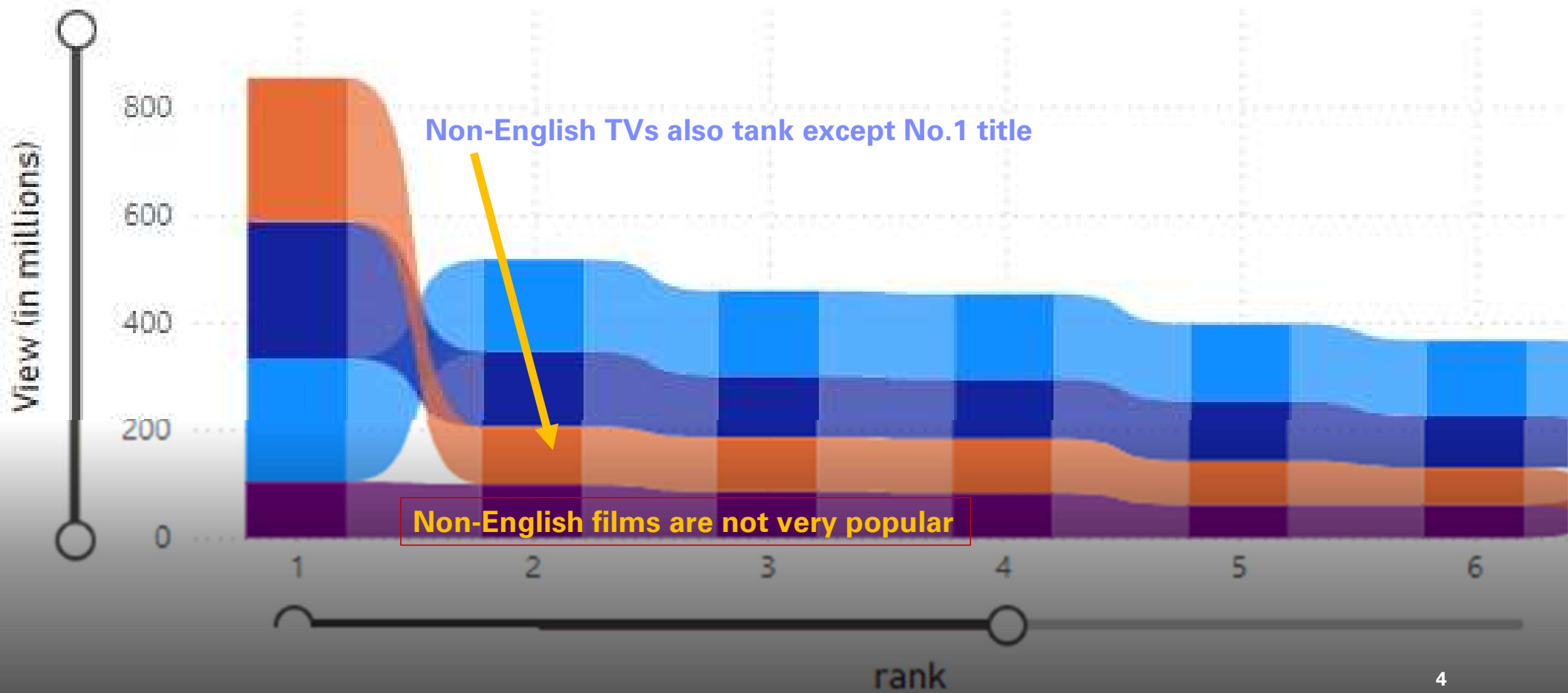
- Longer view time can have more opportunities for advertisement.
- Does top 10 matters?
- Do we want to make it fit for no-English market?

ENGLISH FILM AND ENGLISH TV CONSUME **62%** OF VIEW TIME



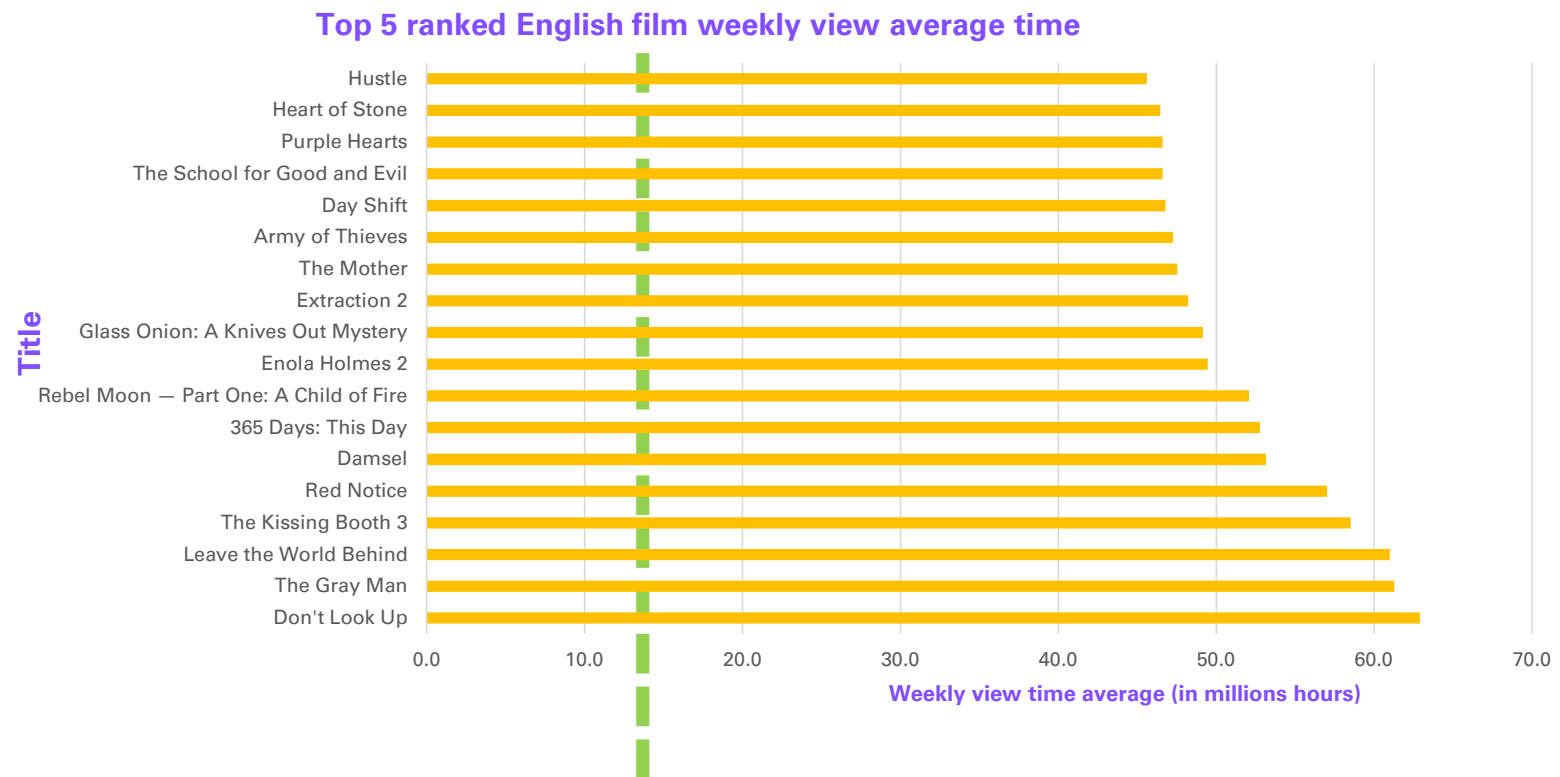
View (in millions) by rank and category

category ● Films (English) ● Films (Non-English) ● TV (English) ● TV (Non-English)



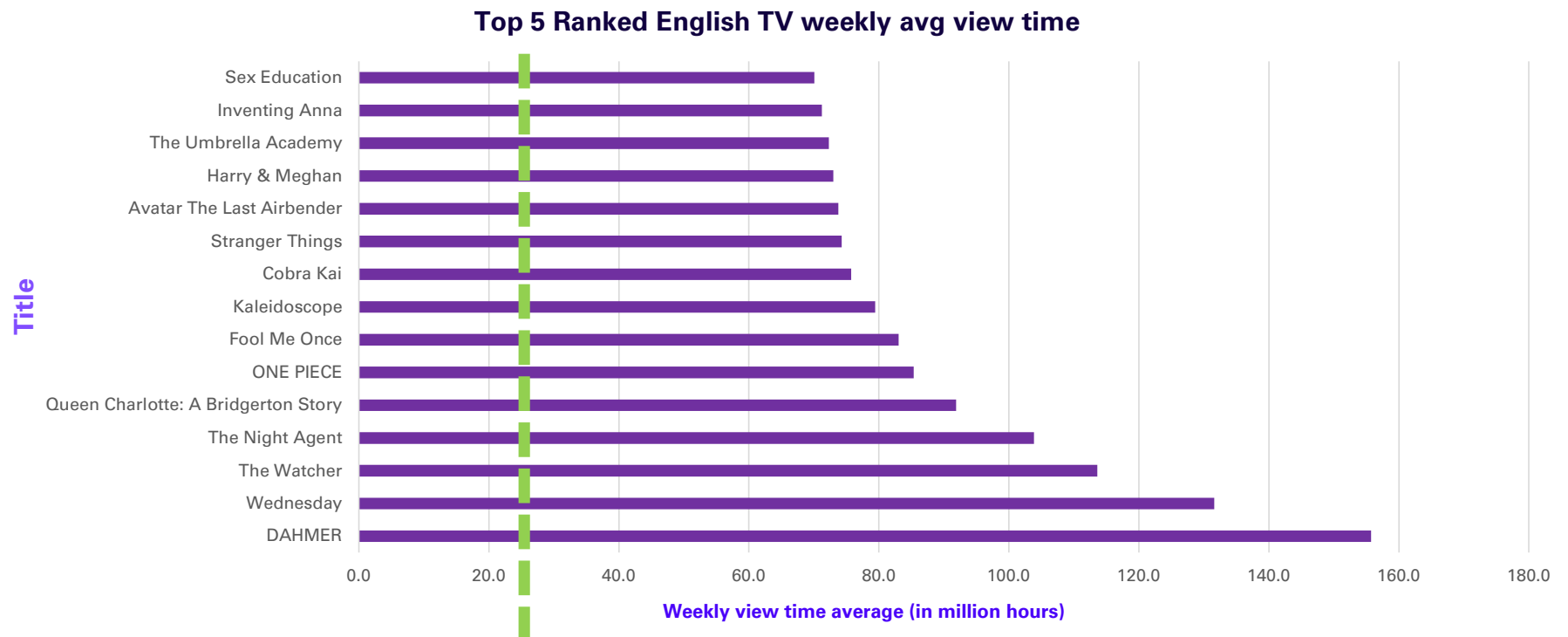
Top 5 ranked English film: Average weekly view time is ~ 50M hour

Top 10 average English film weekly view time: 12M hour



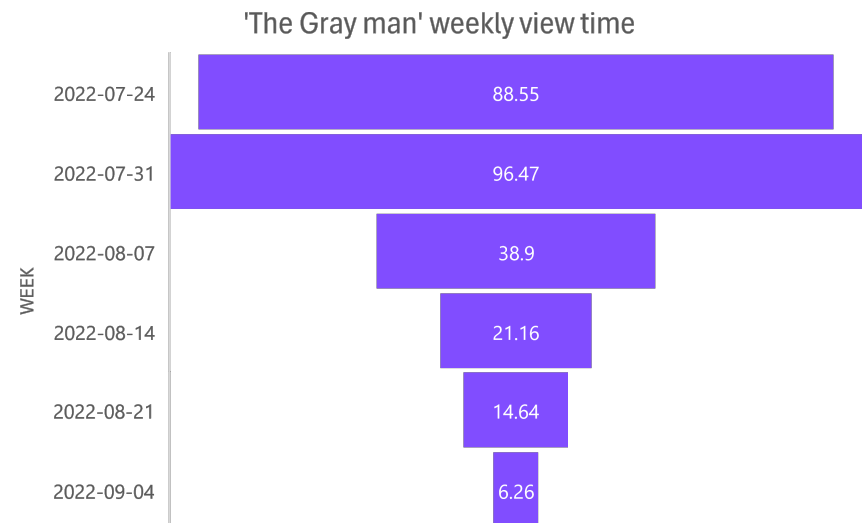
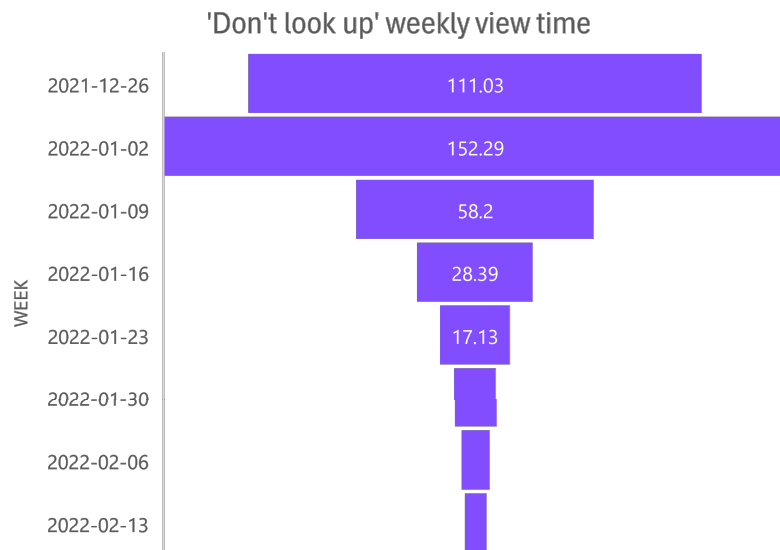
Top 5 ranked English TV: Average weekly view time is **> 70M** hour

Top 10 average English TV weekly view time: **22.1 M** hour



Top 2 English movie weekly view time trend

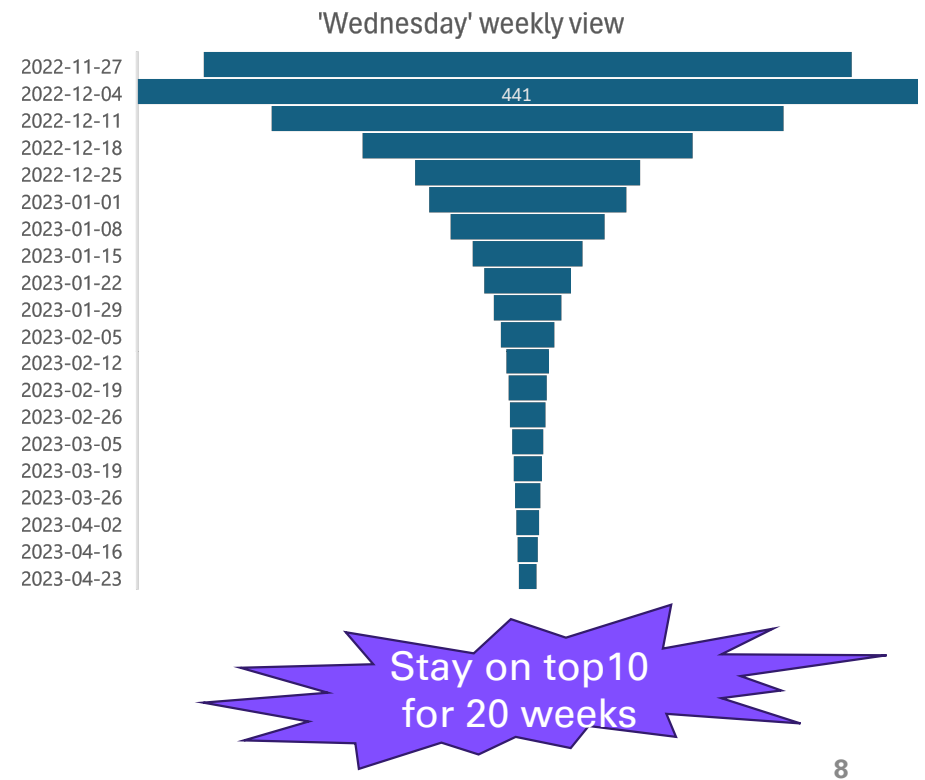
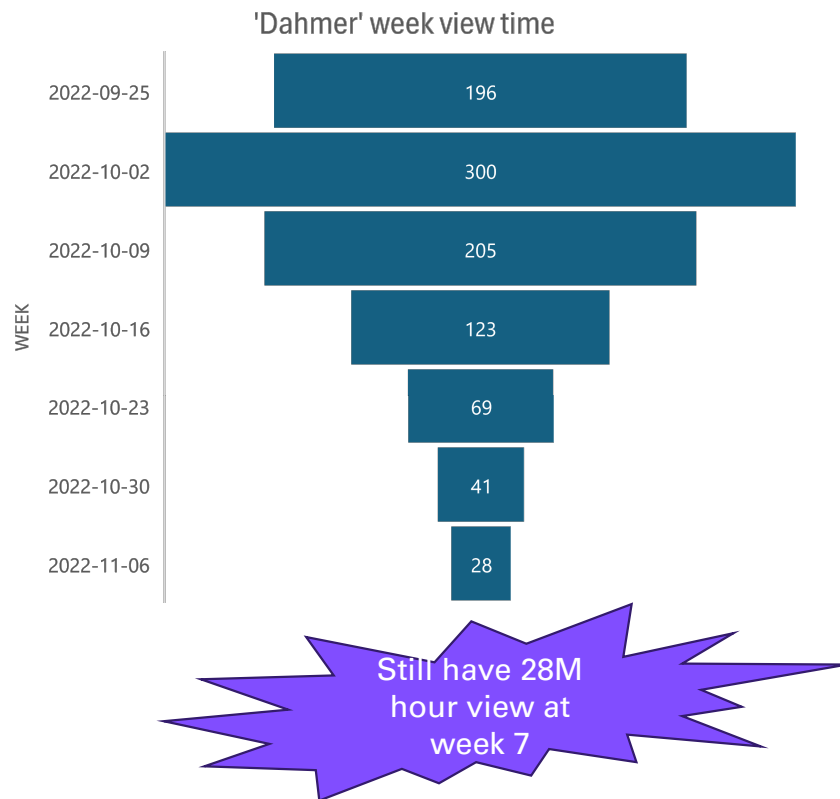
Unit in million hours



The view time start high but shrink quick after first 3 weeks

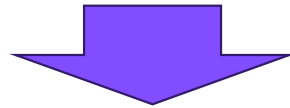
Top 2 English TV weekly view time trend

Unit in million hours



Weekly average base:

- Top 5 English TV average view time is **40%** more than top 5 English movie (70 M vs 50M)
- Top 10 English TV viewed **80%** more than top 10 English movie (22.1M vs 12 M)
- Top English TVs stays on top 10 list **longer**.



Let's make an English TV series!

Data analysis

- Power BI analysis



Microsoft.MicrosoftPowerBI.Desktop



Microsoft.MicrosoftPowerBI.Desktop

- Excel file analysis



Microsoft Excel Worksheet