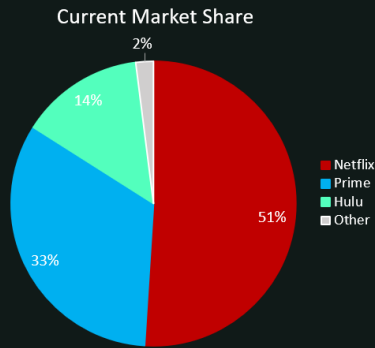


BOB'S DASHBOARD

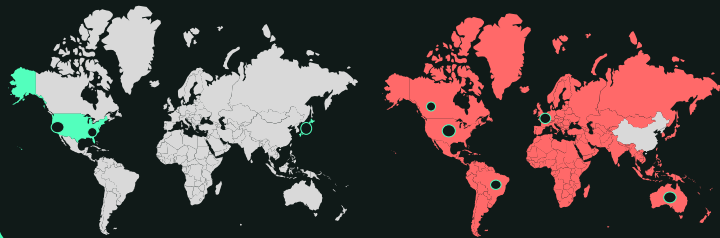
TOTAL SUBSCRIBERS

NEW PAID SUBSCRIBERS

USER CHURN RATE



TOP SUBSCRIBERS BY COUNTRY



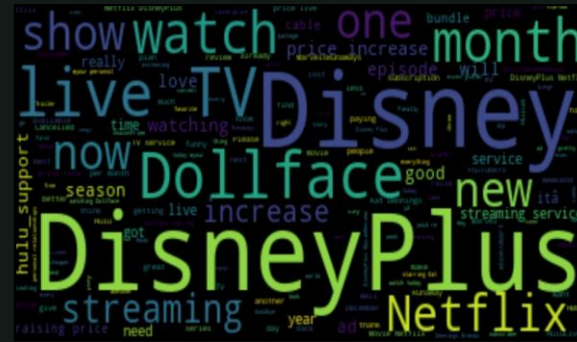
FINANCIALS

FINANCIAL METRICS	HULU	NETFLIX
REV (TTM)	1.5B	18.9B
REV GROWTH RATE	19.5%	32.6%
EARNINGS GROWTH (3YR AVG)	57.3%	114.6%
GROSS MARGIN	28.9%	40.9%

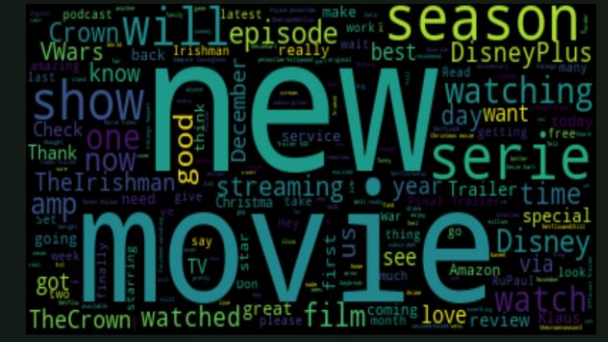
SOCIAL MEDIA MENTIONS



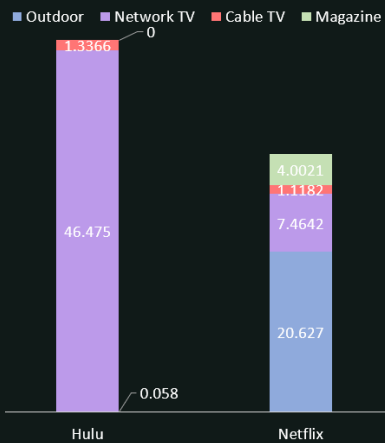
HULU WORD CLOUD



NETFLIX WORD CLOUD



Ad Spend by Media Outlet (\$000s)



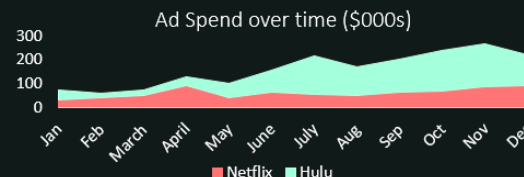
01/01/2017 – 12/31/2018

TOTAL ONLINE AD SPEND

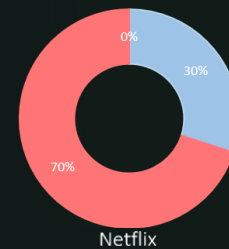
(\$000s)

HULU : \$103,319.6

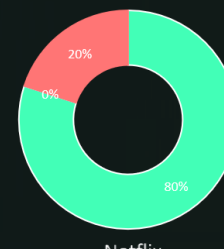
NETFLIX : \$29,728.3



Customer Service Sentiment



User Review Sentiment



TWEET SENTIMENT ANALYSIS

