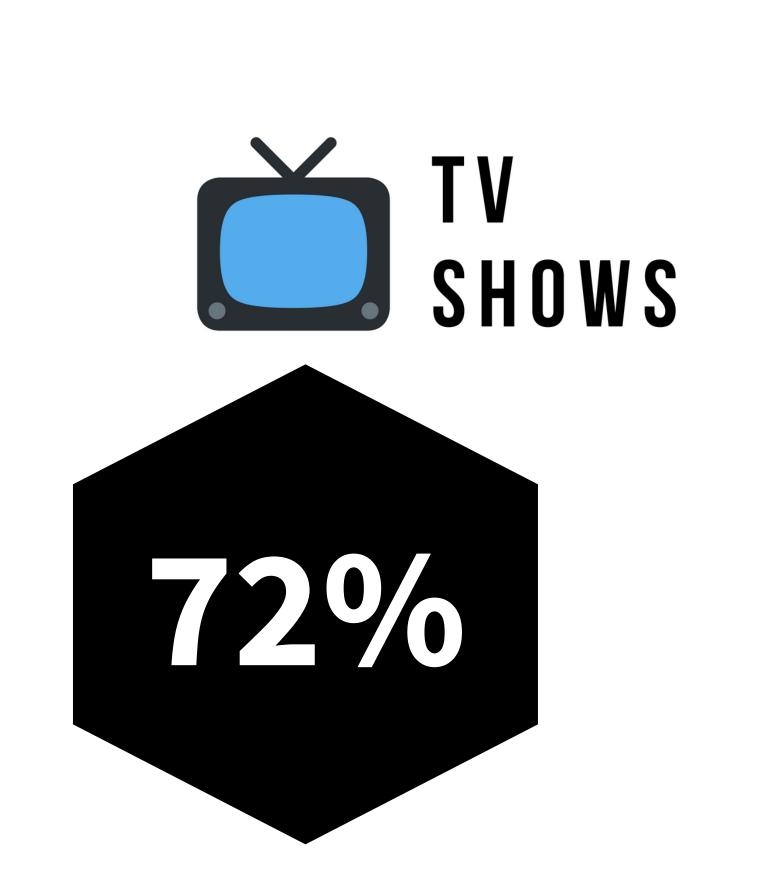
### The Major Media Streaming Giant

Where should advertisement be aired in the United States?

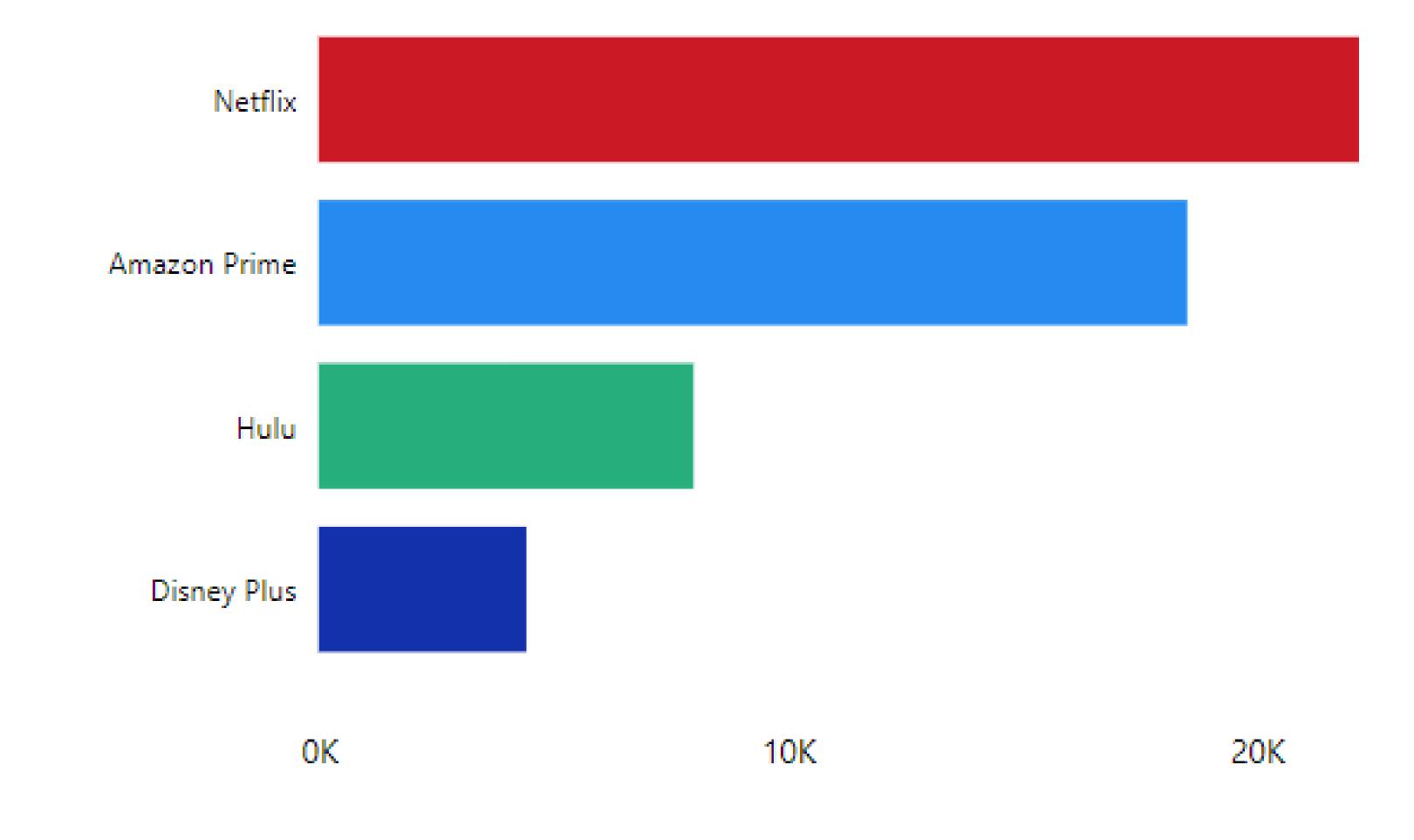
## **Content Distribution**



The size of the two categories of content on streaming platforms

28%

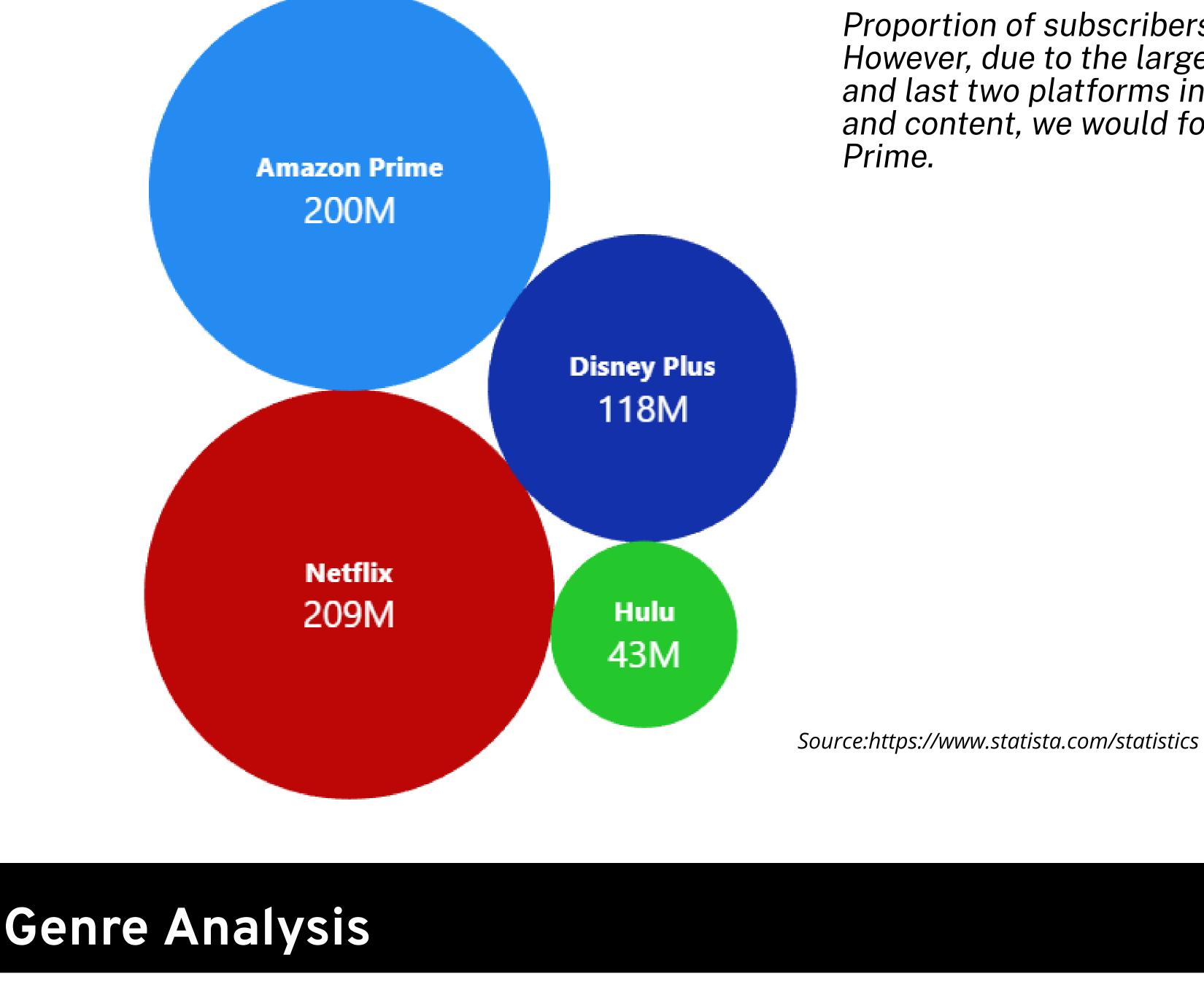
## Platform Distribution



Subscribers

Netflix has the largest content with a total of 22,000 as of 2021, with movies accounting for 70% of the

content size.

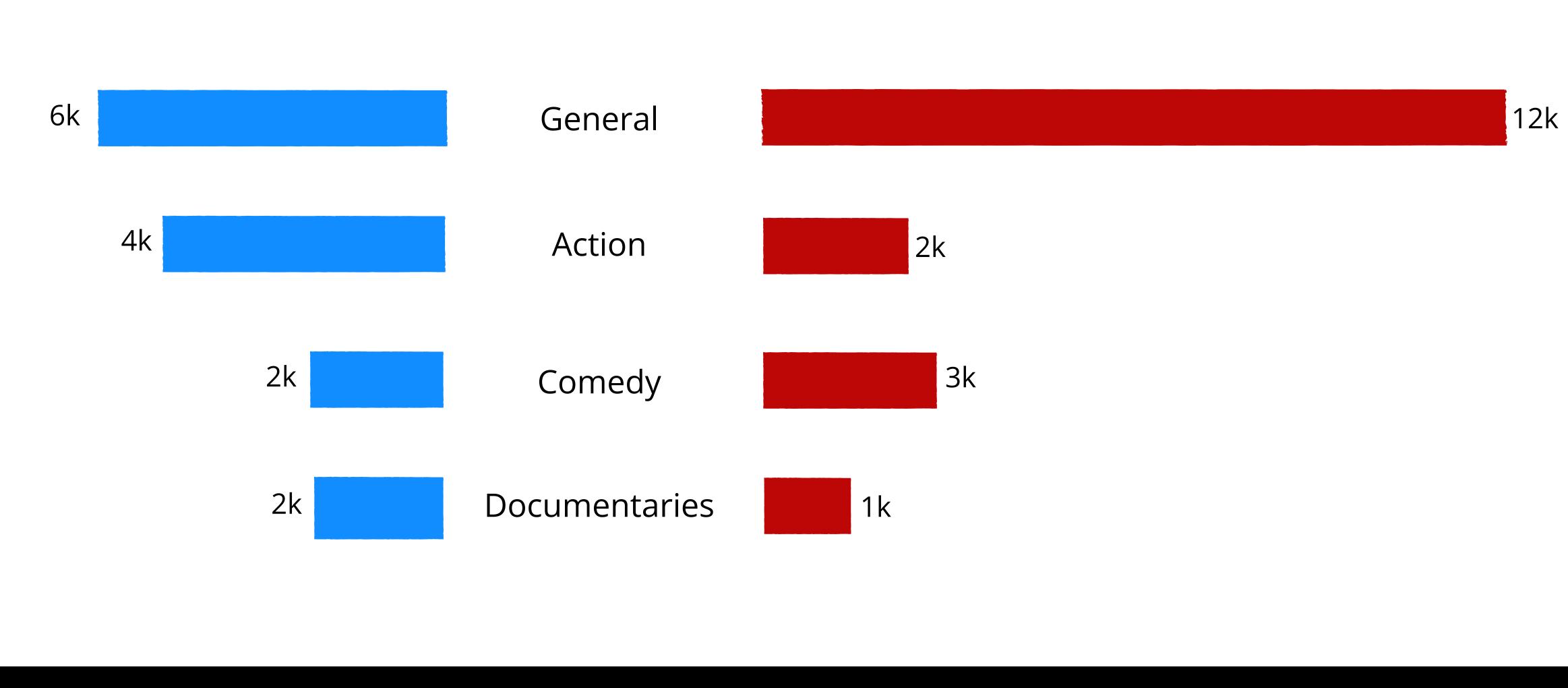


However, due to the large gap between the first two and last two platforms in terms of size of subscribers and content, we would focus on Netflix and Amazon Prime.

Proportion of subscribers on the platform as of 2021.

Netflix

### Comparison of the genre of contents on the streaming platforms Amazon Prime



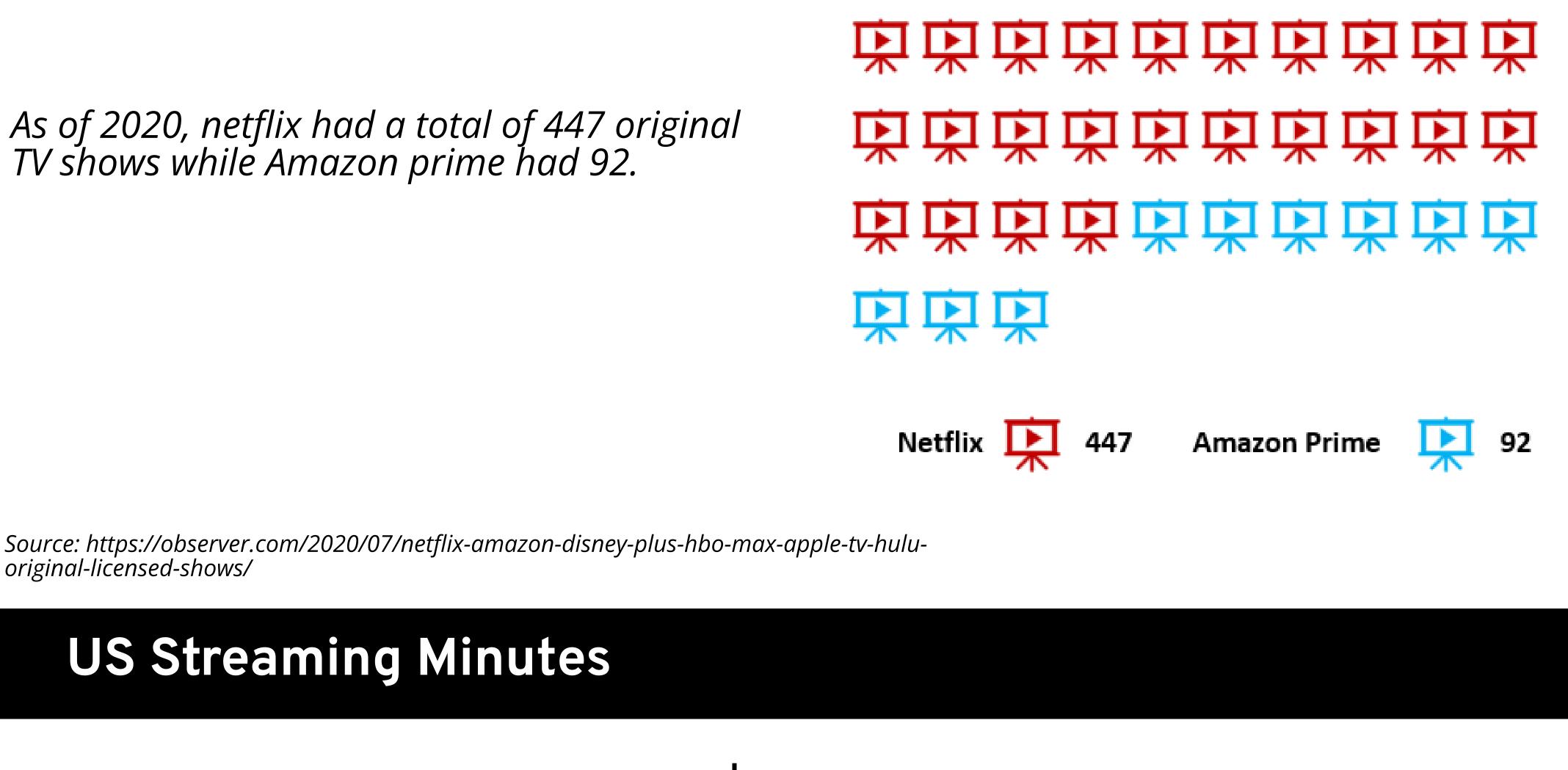
## Arctic

Country Analysis



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As of 2020, netflix had a total of 447 original TV shows while Amazon prime had 92.

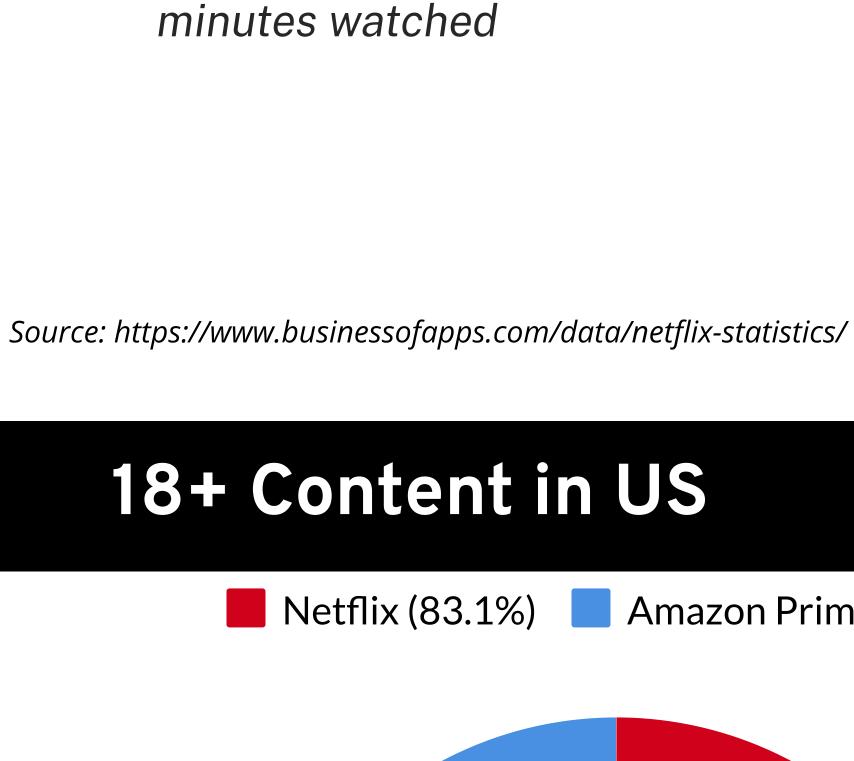


# 122%

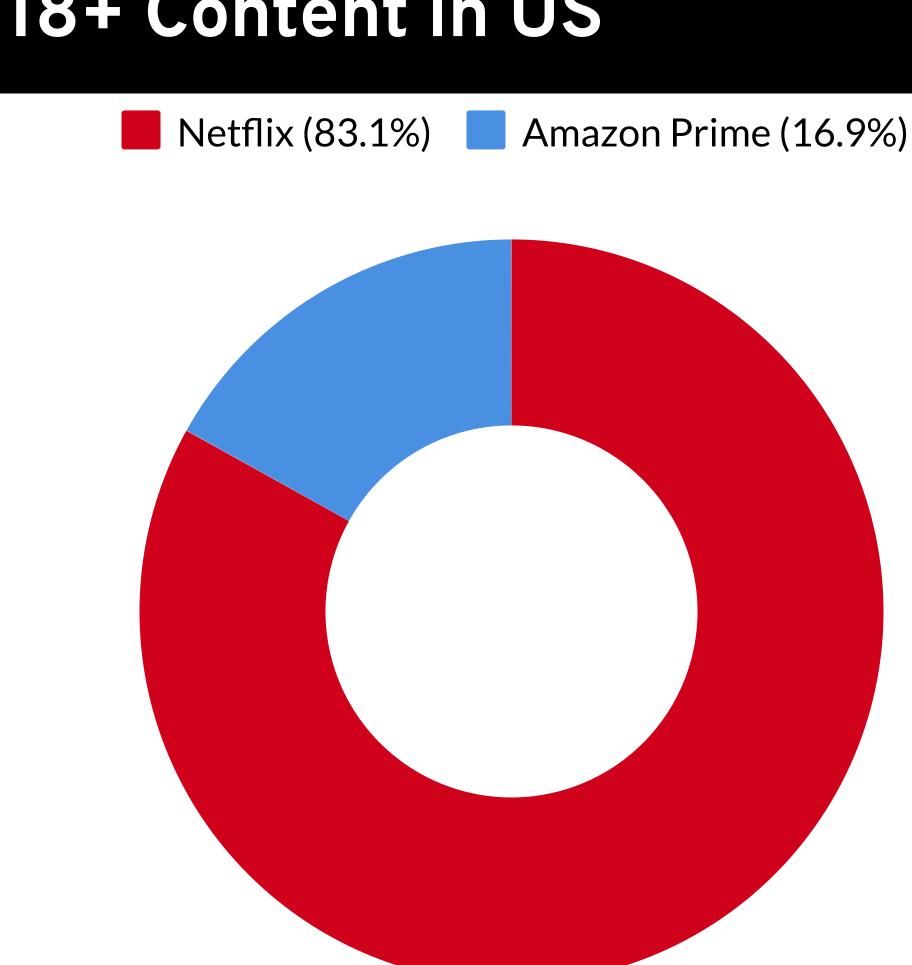
Netflix leads in the US for total

**US Streaming Minutes** 

original-licensed-shows/



Netflix:22% Amazon:7%



content that is suitable for 18+ only on both platforms.

Neflix accounts for 83% of the total available

## Conclusion