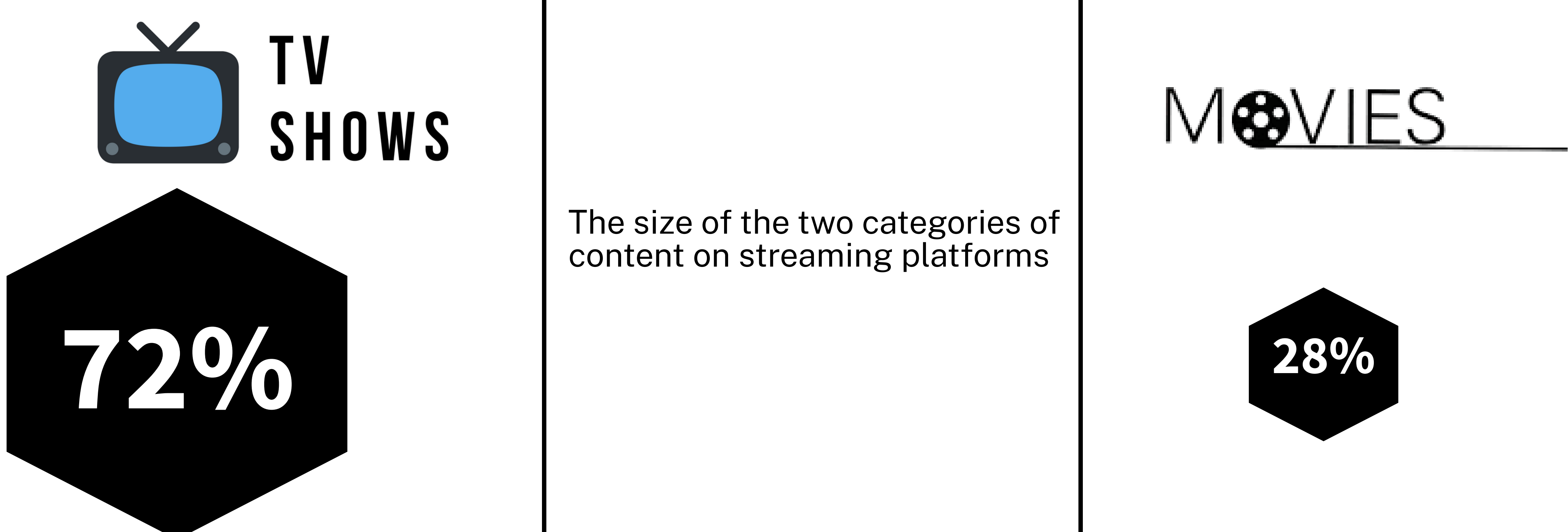


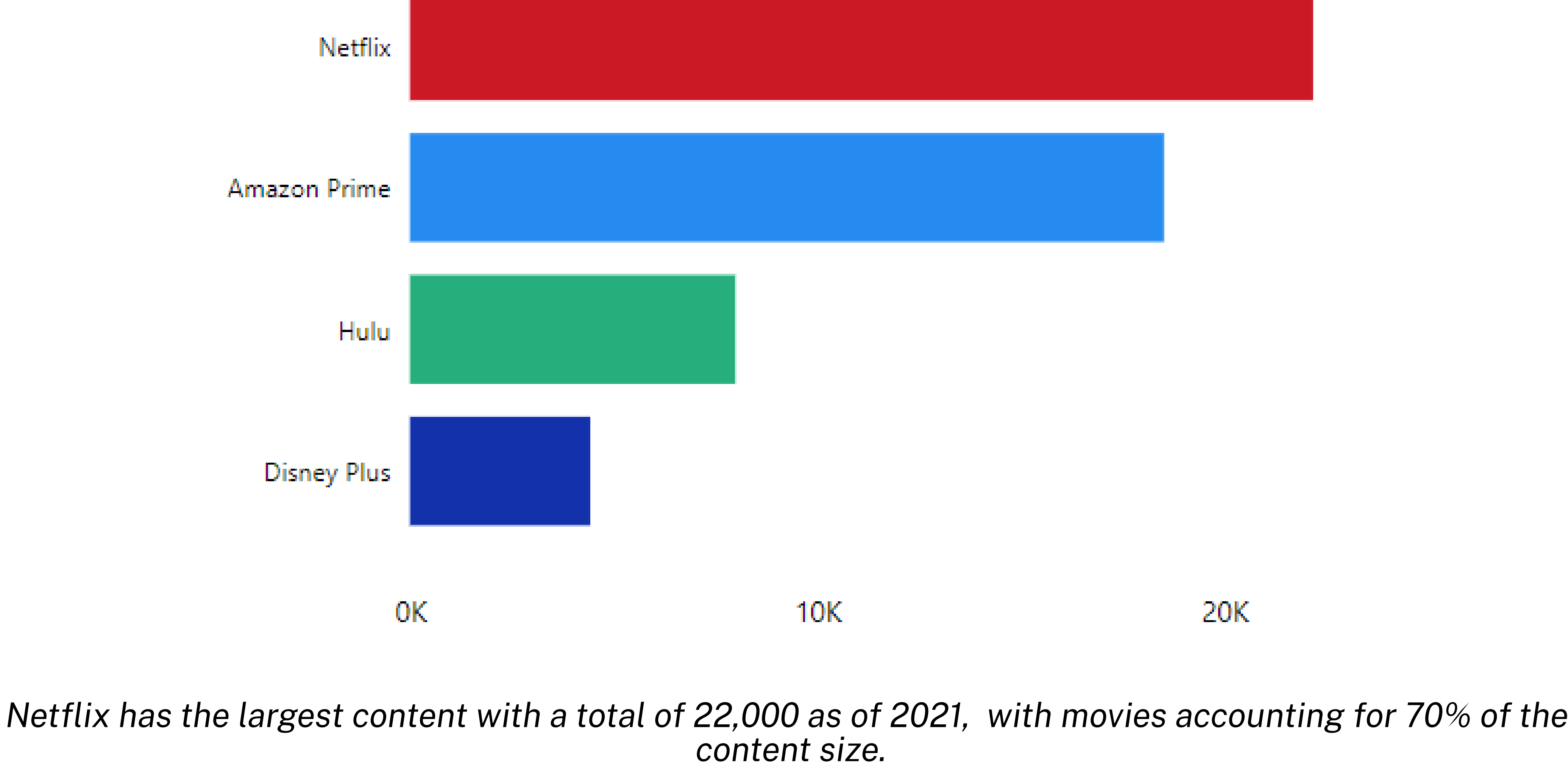
The Major Media Streaming Giant

Where should advertisement be aired in the United States?

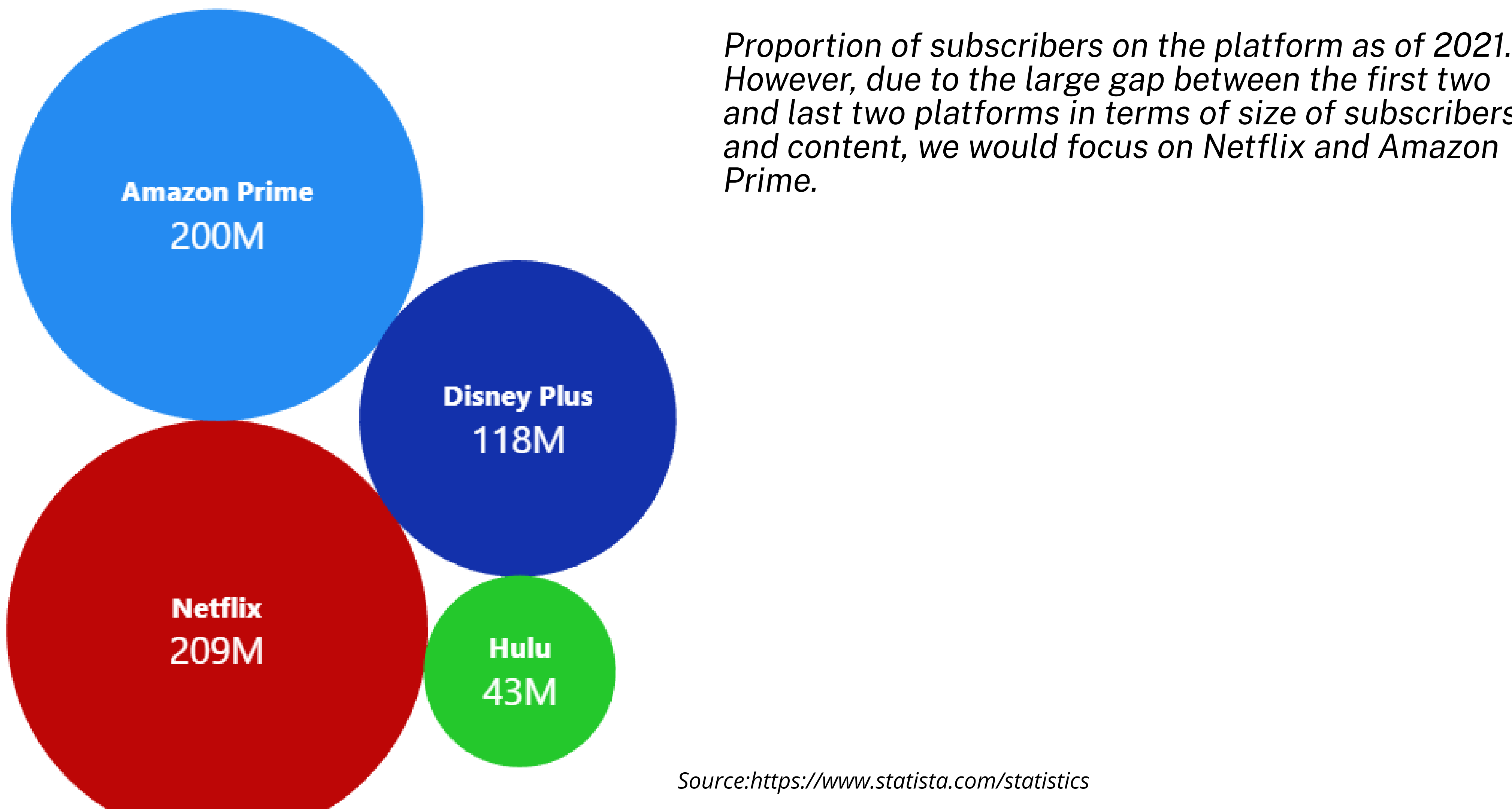
Content Distribution



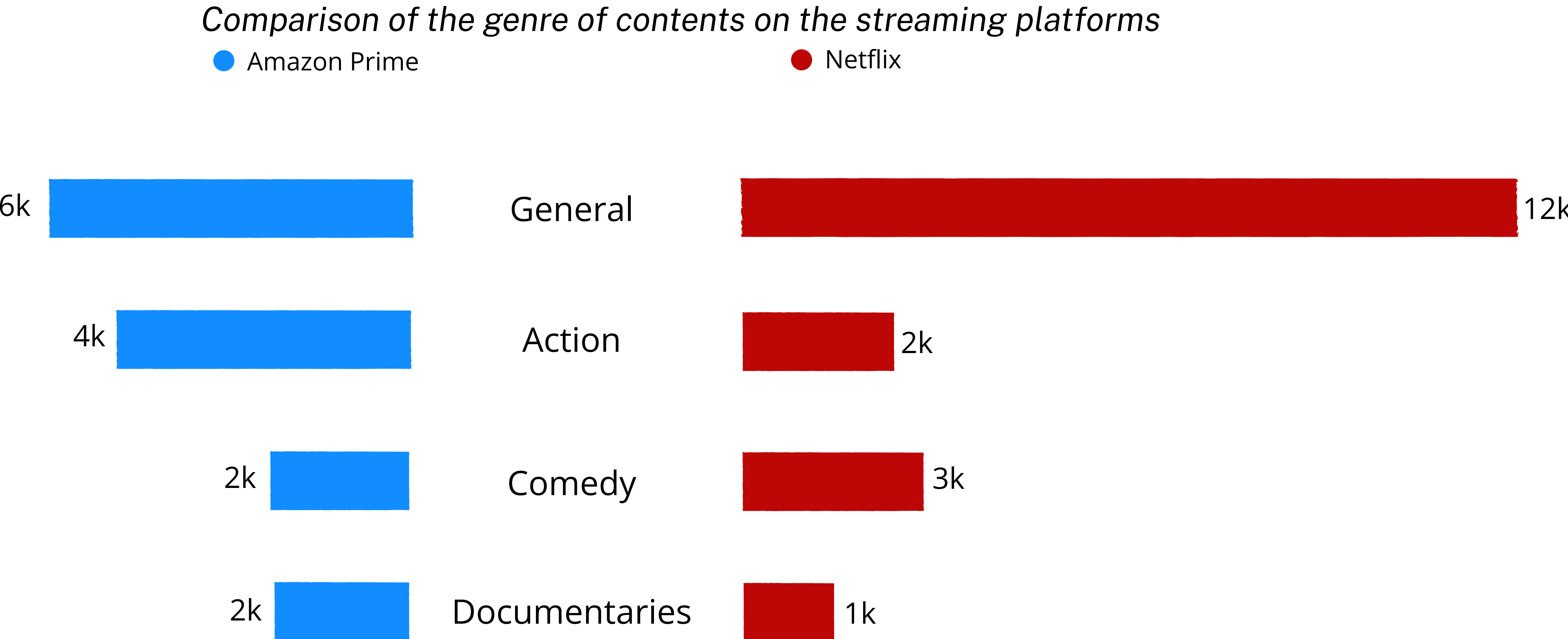
Platform Distribution



Subscribers



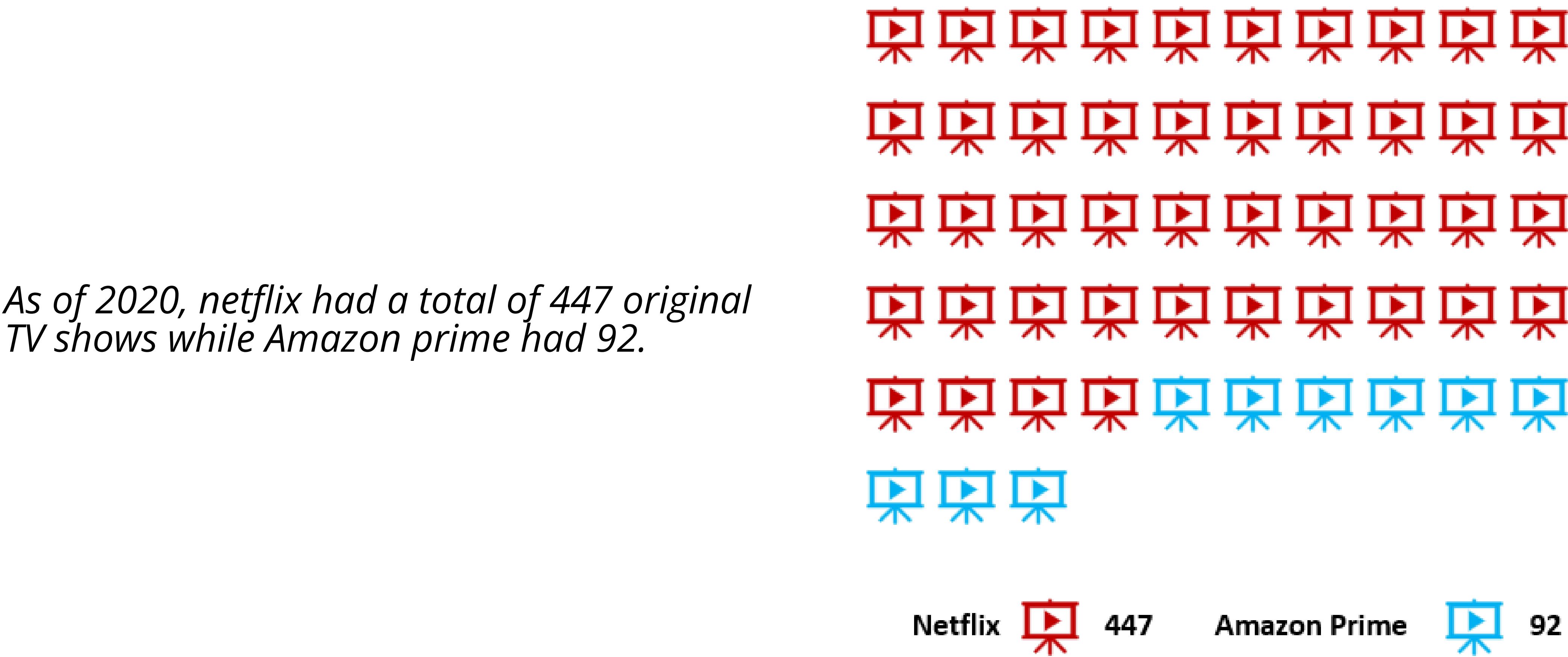
Genre Analysis



Country Analysis

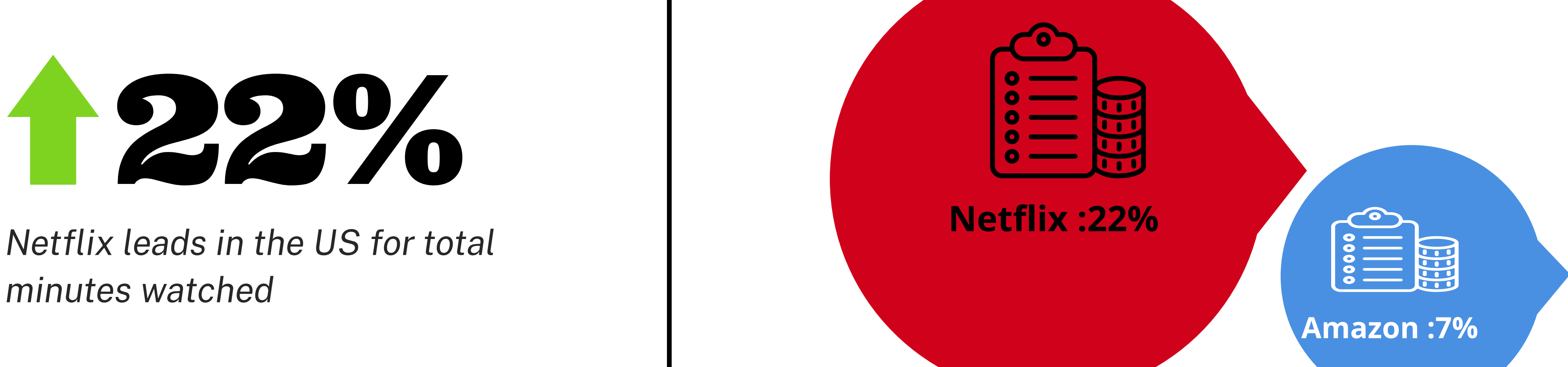


Original TV shows in US



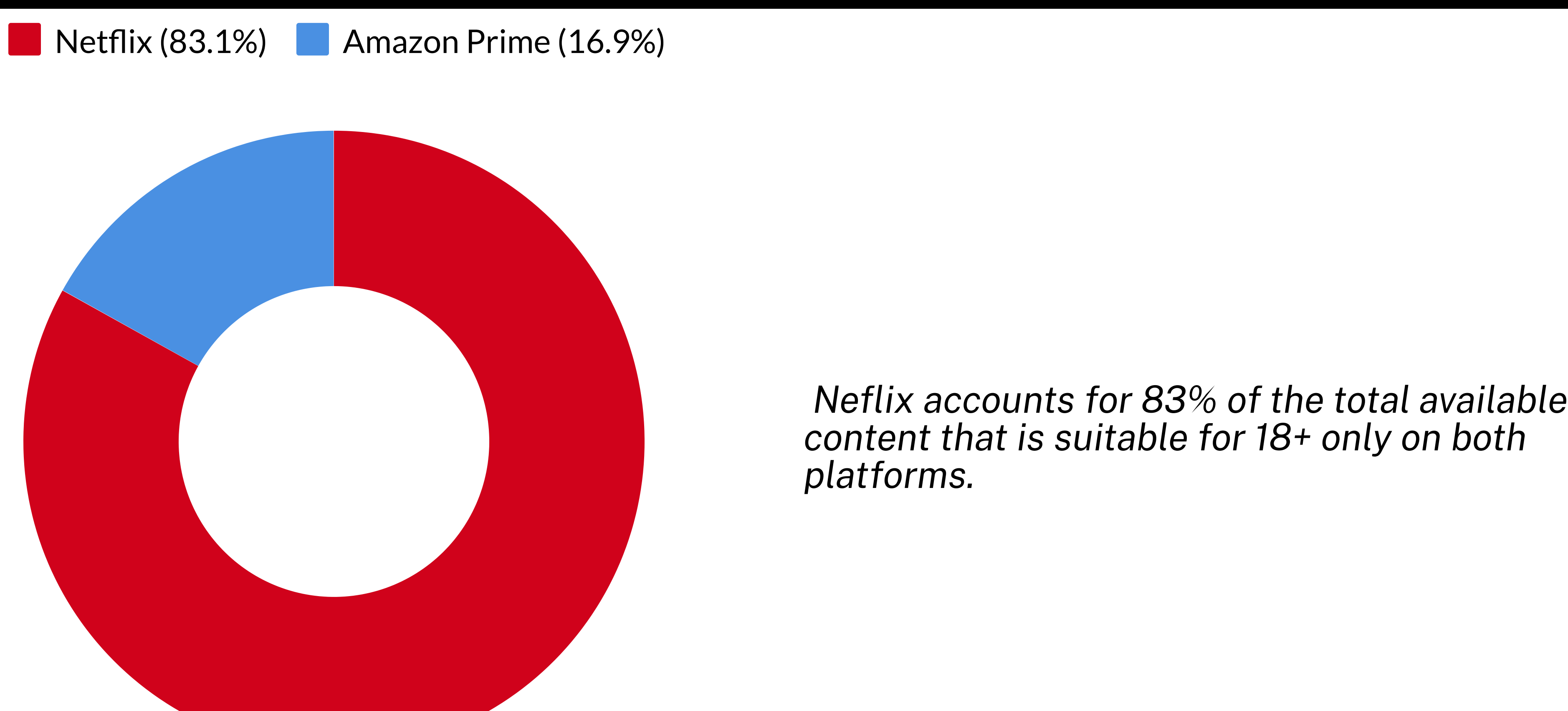
Source: <https://observer.com/2020/07/netflix-amazon-disney-plus-hbo-max-apple-tv-hulu-original-licensed-shows/>

US Streaming Minutes



Source: <https://www.businessofapps.com/data/netflix-statistics/>

18+ Content in US



Conclusion

In conclusion, based on the available data, Netflix currently leads in major categories above Amazon prime. Netflix leads in subscriber base, content, total minutes watched and original shows in the united states. Therefore, Netflix will be a suitable platform to run an 18+ centred campaign for US based audience.