

The Netflix data set has been analyzed to identify a common trend in the given data. By identifying the common trend in the data set, we are planning to extract meaningful information that may help Netflix produce movies according to the findings and improve their number of subscribers.

The top year for Netflix is calculated by counting the number of movies released per year, and the top countries are found by counting the number of movies produced in each country. The primary data set is filtered based on these two main findings, the top country and the top year. Top casts, directors, genres, and actor-director combos were founded out, and the duration for each cast was calculated.

The given data set has 8807 rows and the following columns: Show_id, Type, Title, Director, Cast, Country, Date_added, Release_year, Rating, Duration, Listed_in, and Description. Show_id is the unique ID for every movie or TV show, whereas Type identifies the show as a movie or TV show. The title gives the title of the movie or TV show, and the country column identifies the country where the movie or show was produced. The directors and actors involved in the film or show are listed in the director and cast columns, respectively. Listed_in gives the genre of the movie or show, and the Duration column gives the duration in minutes or the number of seasons. The column Date_added provides the date the movie or show was added to Netflix, whereas the Release_year column gives the actual release year. The rating column represents the TV rating of the movie or show, and the description column gives the description of the movie or show.

The data type of the given file is given in the following table.

Column	Dtype
show_id	object
type	object
title	object
director	object
cast	object
country	object
date_added	object
release_year	int64
rating	object
duration	object
listed_in	object
description	object

Table 1: Data type of the file

From Table 1, we can see that most columns are object types, including date_added and duration. Hence, date_added is converted into datetime format, and duration is split and converted into int format. Other than that, the director, cast, country, and listed_in columns have multiple entries for a single movie or show; hence, these columns are also split for further analysis. **"Only one column is split at a time to avoid duplicate values, hence maintaining the counts as true as possible."** The director column has 2634, the cast has 825, the country has 831, date_added has 10, the rating has 4, and duration has 3 **NaN** values each. If we look at Movies and TV shows separately, TV Shows have more NaN values than Movies.

1 Initial Analysis of the data

The initial analysis is done without any filtering or conditioning so that we can understand the data set. After analyzing the data, we can filter the data based on the findings we obtained from the data set.

1.1 Yearly Data analysis

Netflix started adding movies in 2007. Between 2008 and 2015, Netflix altogether added only 138 movies or shows to their platform, and by the year 2016, they started adding more movies. The number of shows per year increased compared to previous years, as shown in the below graph.

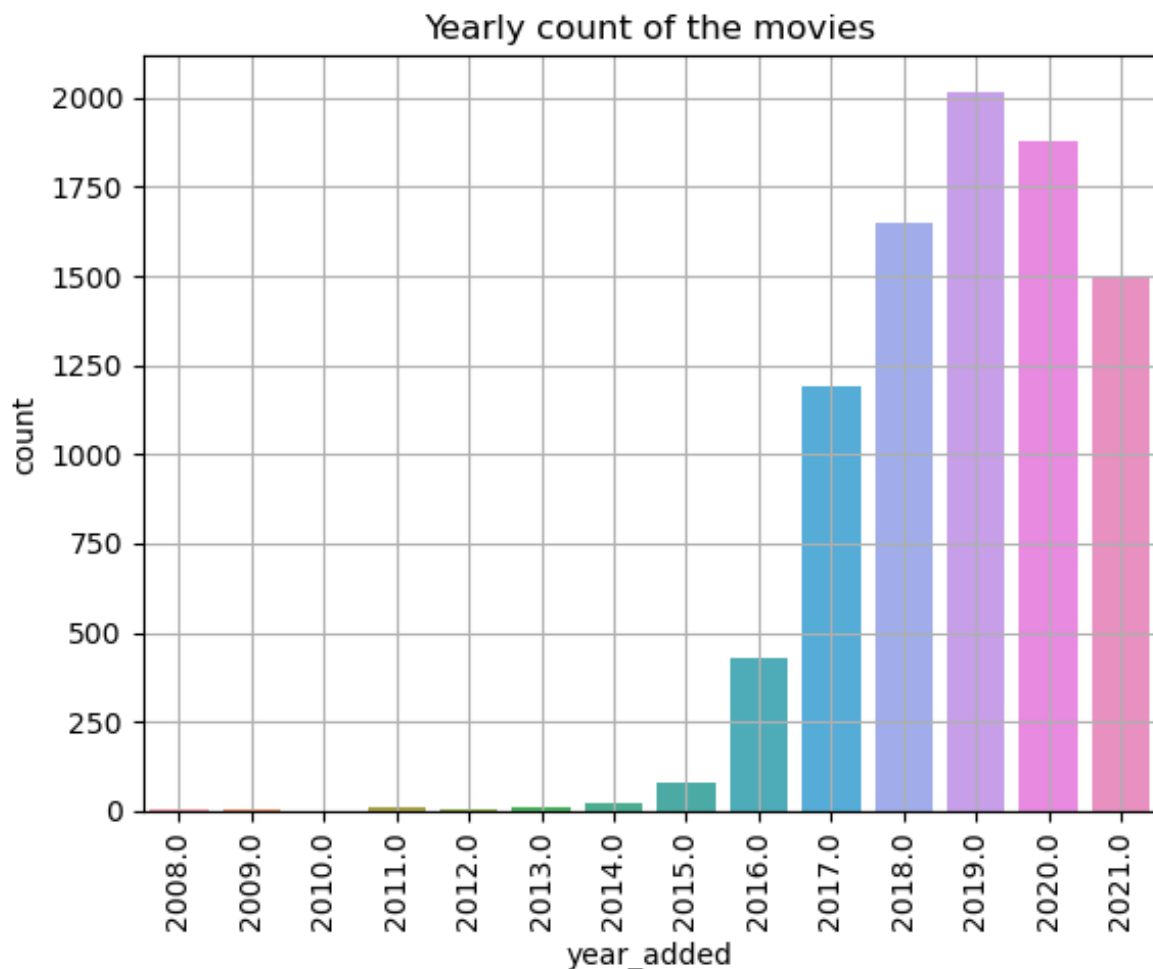


Figure 1: Shows added per different year

In the year 2016, Netflix added 429 shows, which is higher than the movies added by Netflix in the period from 2007 to 2015. After 2016, the movies added by Netflix increased dramatically, with the year 2019 being the top year in which they added the most movies (2016 movies were added in 2019). After 2019, the movie count per year started decreasing, but for 2021, the rate of adding new shows is high but complete data is absent; hence, we can't say more details about 2021. Due to the lack of complete data in 2021, and most movies were added between 2018 and 2020, we filtered the data in this range for further analysis.

Monthly addition of the shows was observed for the top three years (that is, 2018, 2019, and 2020), and the result is plotted.

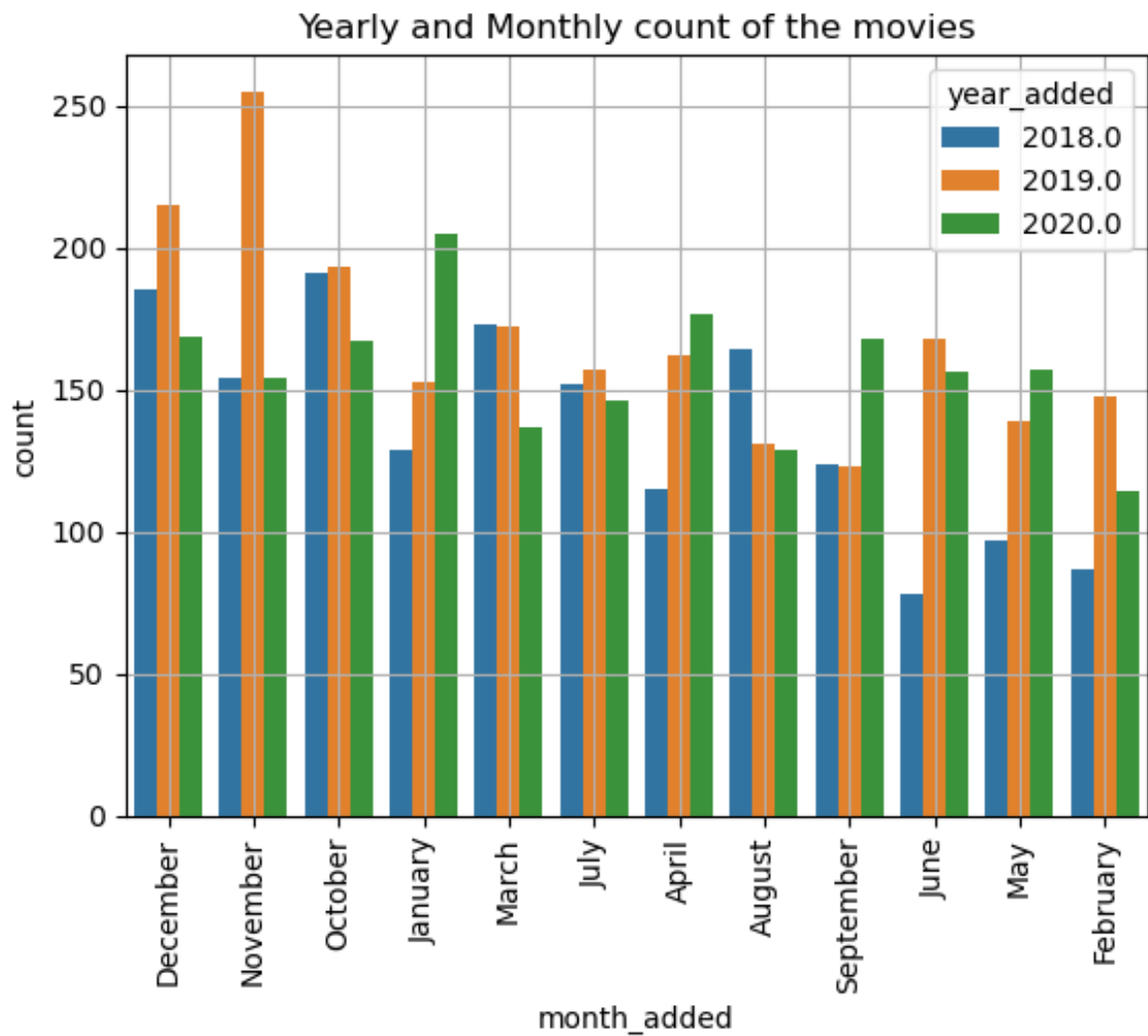


Figure 2: Shows added in different months

We can see that most shows are added at the end of the year (December and November) or at the start of the year (January). Comparing years, we can see that some years have a slightly different trend, observable in Figure 3. For 2018 most movies are added in December, October, and November. For 2019 it is almost the same, but most of the movies are added at the end of the year. For 2020 most movies are added at the beginning, and a decrease in movie count is observed. This may be due to the covid pandemic. For 2021, the movie count will increase gradually as we reach July.

The graph shows that most movies are added at the end or the beginning of the year. But a new trend is also observed for the last two years: the count of movies added increased for the month Middle of the year.

Monthly count for the top Years

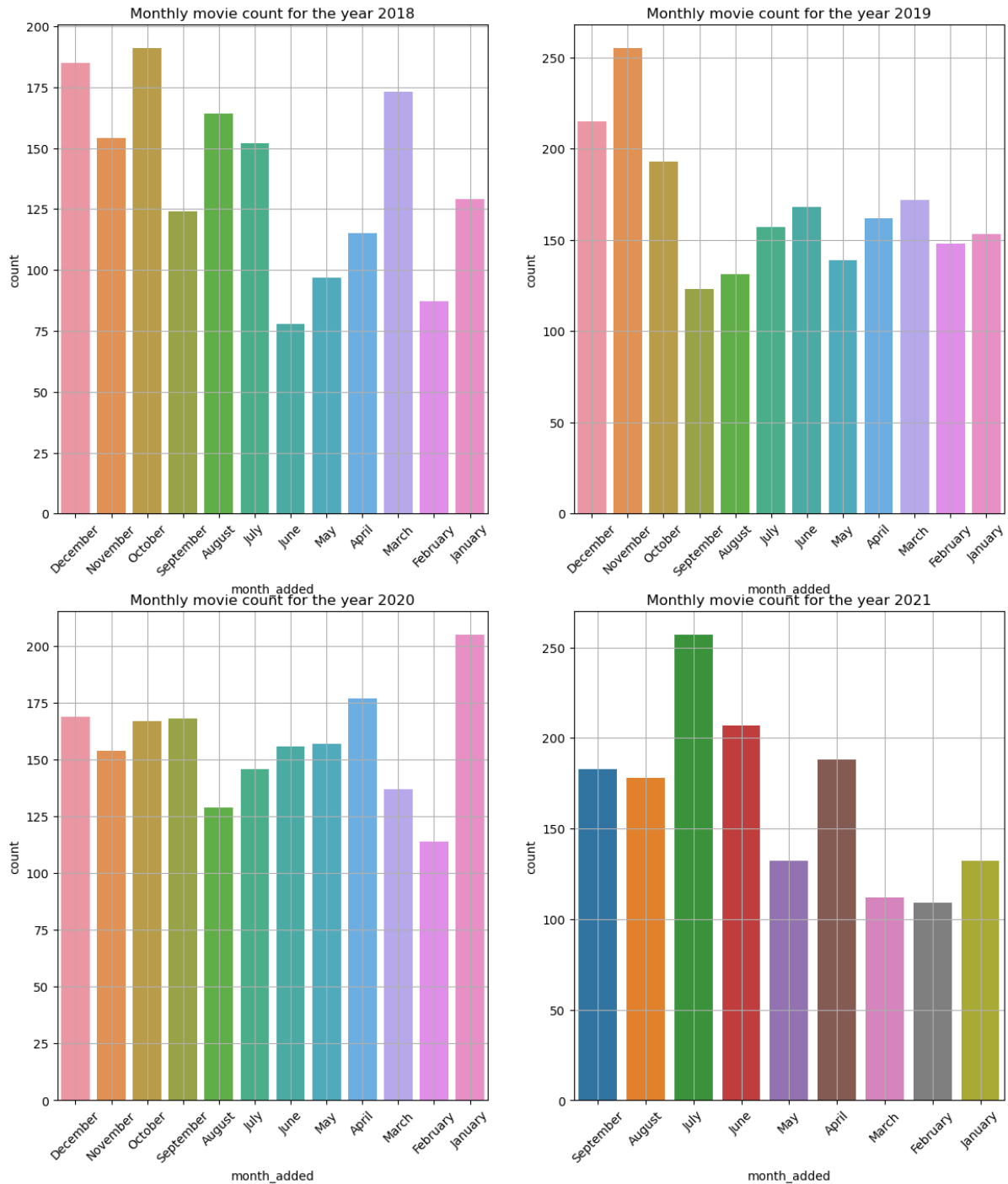


Figure 3: Shows added in different months for top years

The release year column gives the year in which the movie was produced; hence analyzing the given table, we can see that Netflix has shows that were produced in the year 1990 to the year 2021 (Figure 4). Most of the movies uploaded on Netflix were produced between 2015 and 2021.

Hence we can see a growing trend in the production of shows by Netflix or other companies that are collaborating with Netflix.

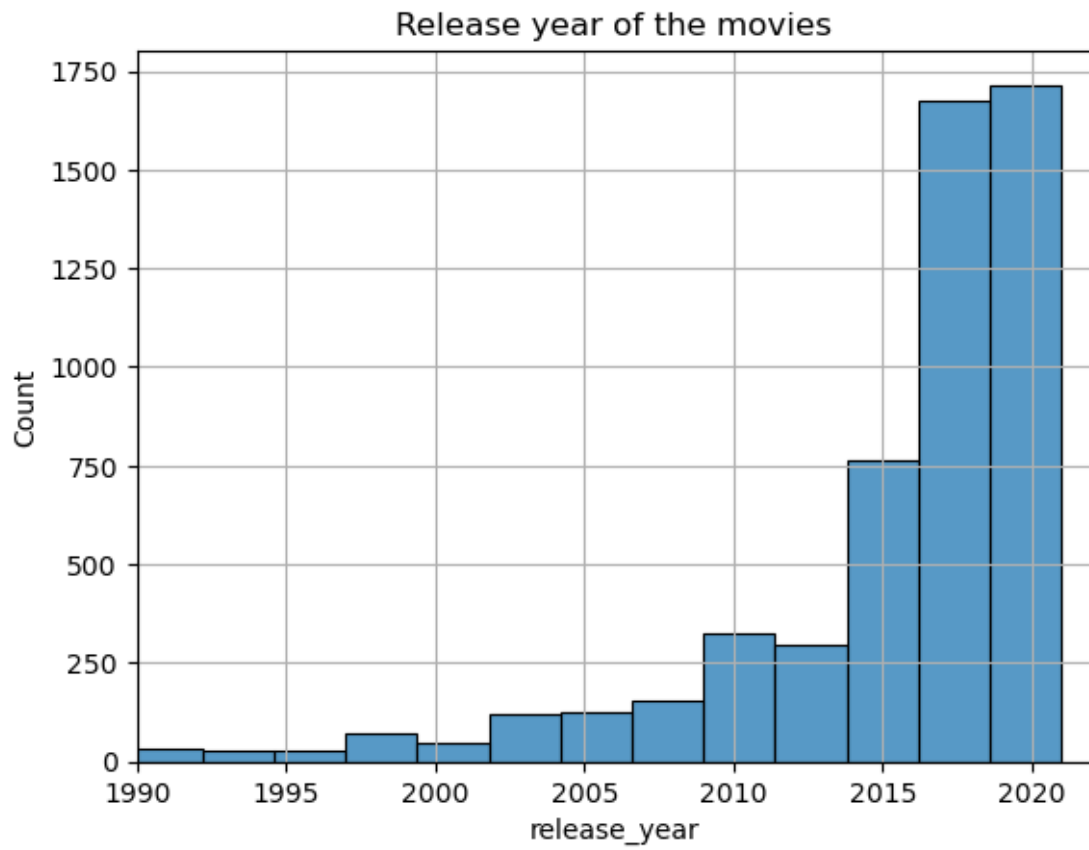


Figure 4: Shows that were produced from the years 1990 to 2021

1.2 Top show Production Countries

Until now, we have found out that most shows are produced in the period of 2018-2020. Hence, we filter the given data between these periods, and analysis is done accordingly. After the analysis, we found the top 10 countries where Netflix selects its TV shows and movies (Figure 5).

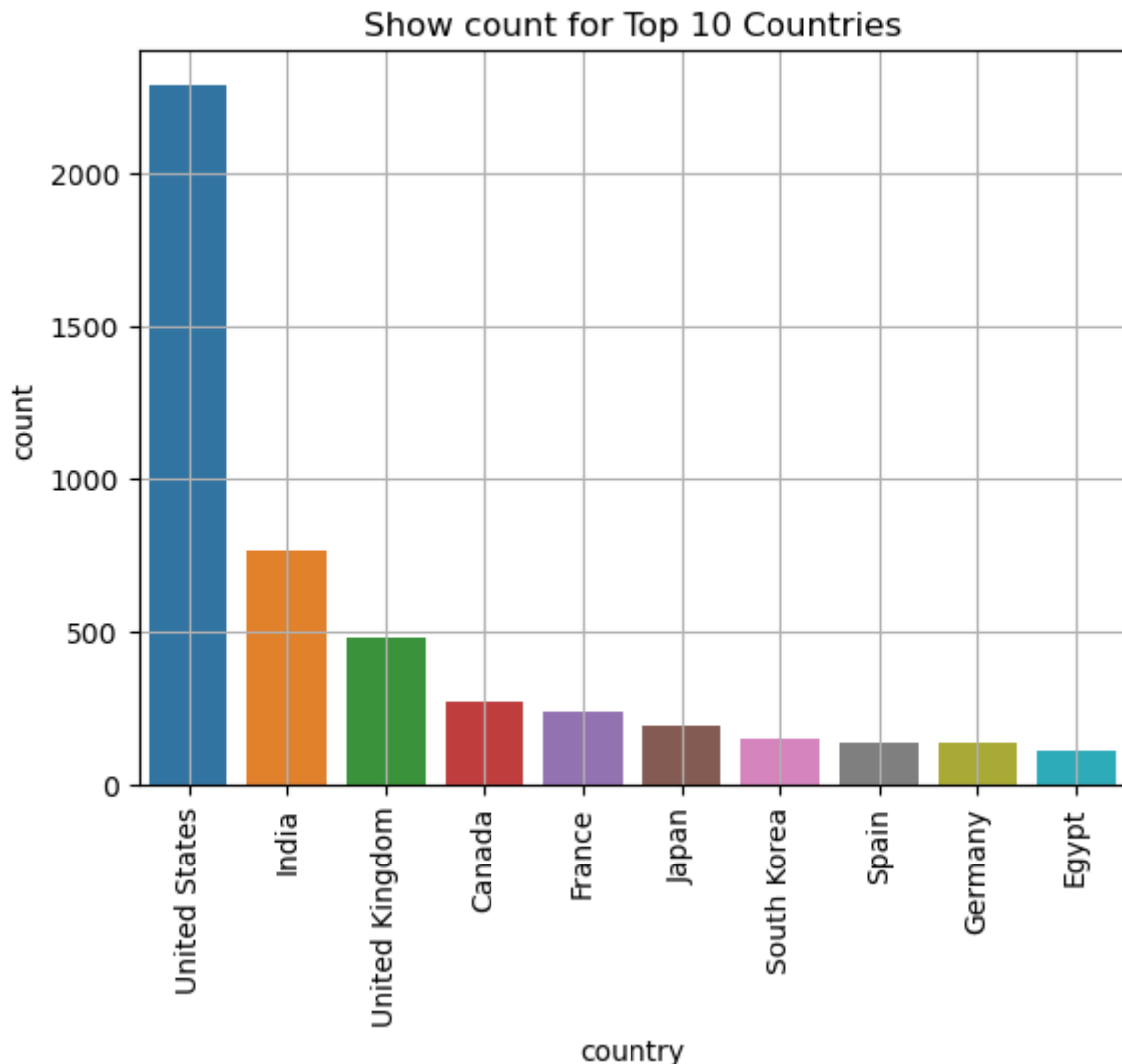


Figure 5: Show count for the top 10 countries

The above figure shows that most of the movies on Netflix are taken from the United States, followed by India and the United Kingdom. Canada, France, Japan, South Korea, Spain, Germany, and Egypt are the remaining countries. If we compare movies taken from different countries year-over-year, we can see that the top 5 countries remain the same, despite a slight change for the remaining ranks.

1.3 Top genre for Netflix

The `listed_in` column in the data frame gives the genre in which the movies are categorized. Here we can see that a single movie has multiple genres, so we need to split the column to get the specific categories we need. After filtering, analyses based on the genre were done for the shows produced from all the countries and obtained in Figure 6. We can see that most of the shows added to Netflix are in the genre of International Movies, followed by Dramas, Comedies, International TV Shows, Action & Adventure, Independent Movies, Documentaries, TV Dramas, Romantic Movies, and Children & Family Movies. Most movies are listed in the top 3 genres: international movies, dramas, and comedies.

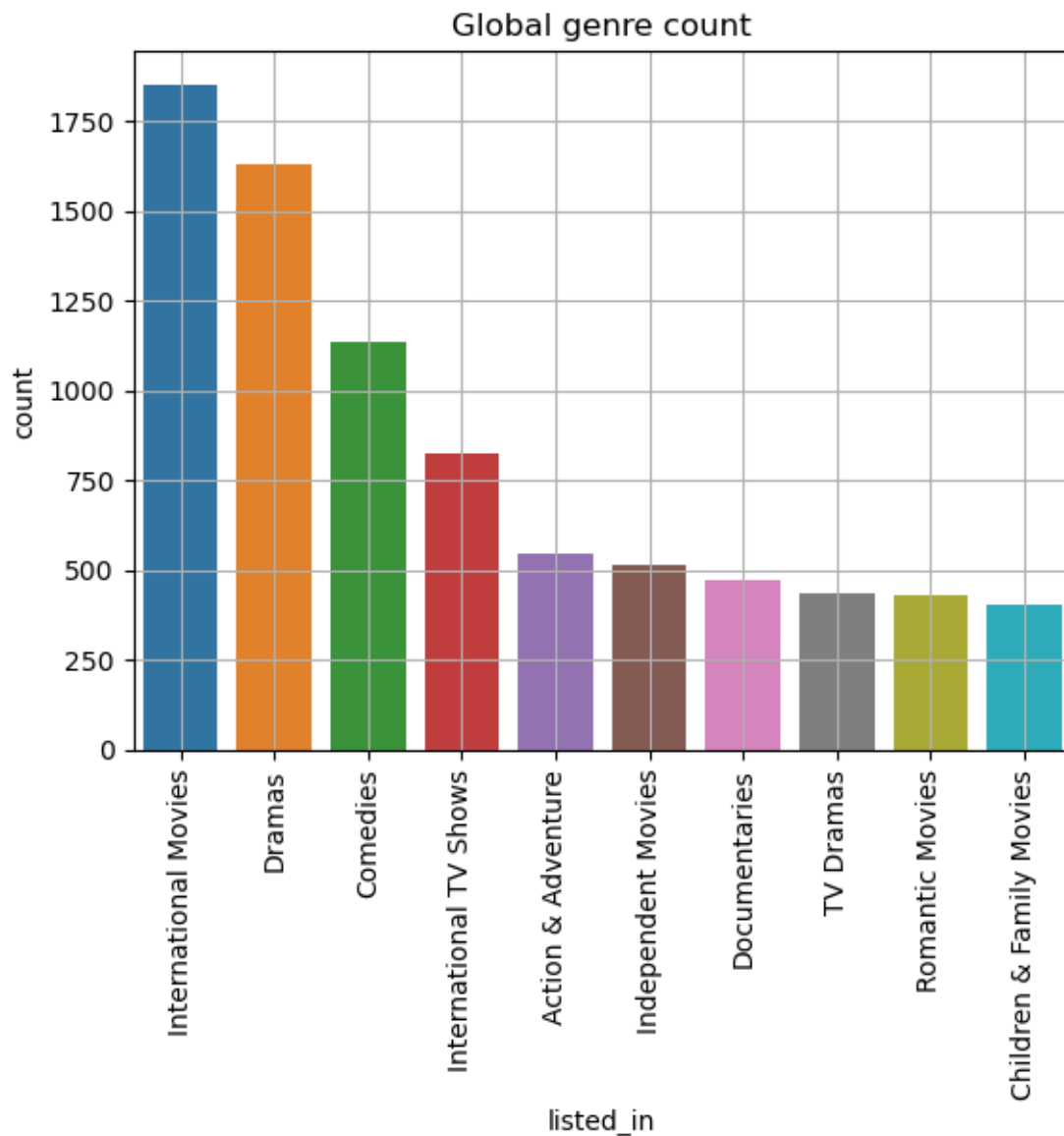


Figure 6: Top 10 genres for Netflix

1.4 Top Cast for Netflix

The Cast column in the data frame gives the cast that played the roles of different movie characters. Here, we can also see that a single movie has many cast members; hence, we need to split the cast column to get the list of all the cast members associated with the film. After filtering, analyses based on cast were done for all the shows on Netflix (figure 7).

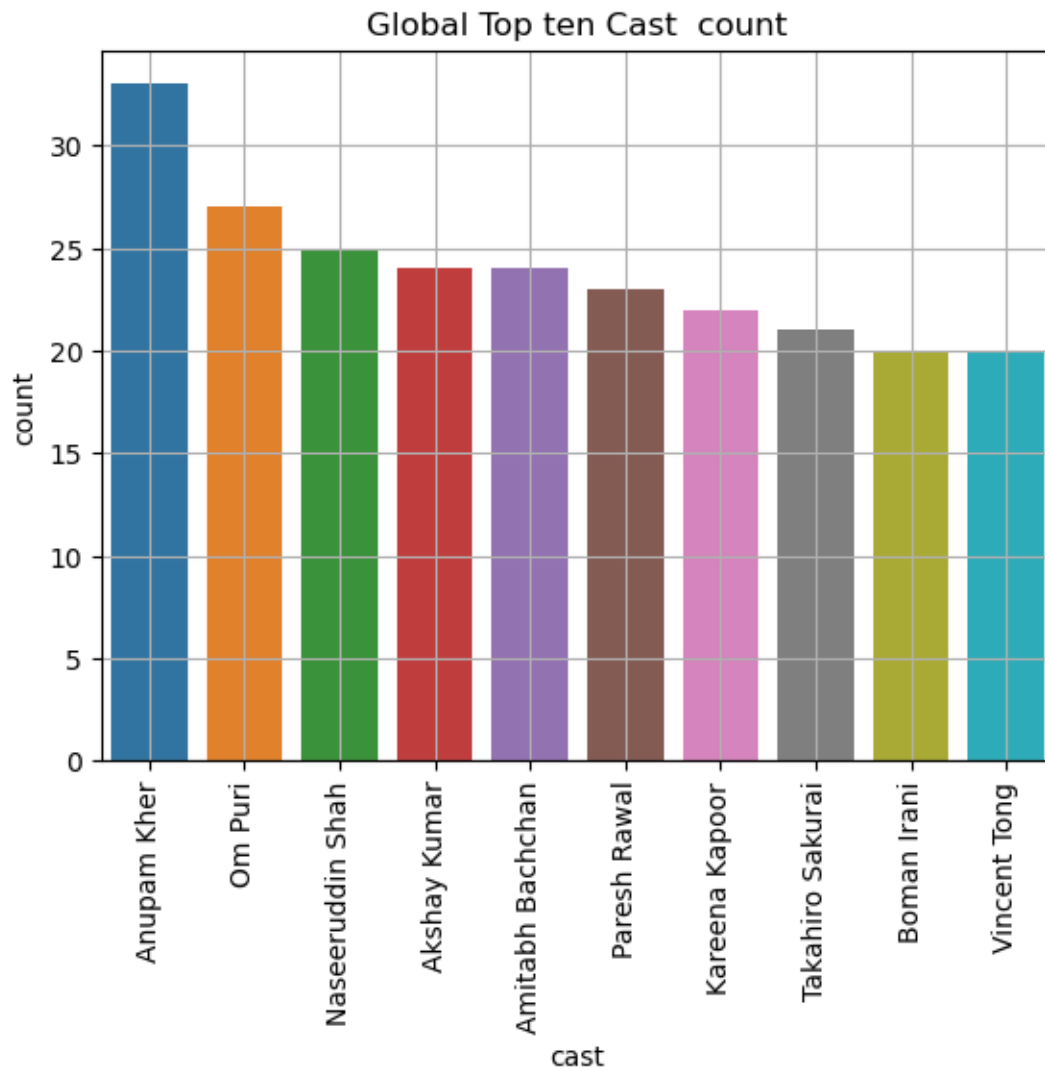


Figure 7: Top 10 cast for Netflix

We can see that most of the cast members in the top 10 ranks are from India, implying that the Cast from India does more shows than any other country. Hence, to identify the cast for different countries, we need to filter the given data by country and then do the visualization to conclude. The obtained data show that Anupam Kher has appeared in most movies on Netflix, followed by Om Puri, Naseeruddin Shah, Akshay Kumar, Amitabh Bachchan, Paresh Rawal, Kareena Kapoor, Takahiro Sakurai, Vincent Tong, and Boman Irani.

1.5 Top Directors for Netflix

The director column in the data frame gives the names of the directors who directed the movies. Here, a film can have one or more directors; hence, the column was split for further analysis. After filtering, analyses based on directors were done for all the shows on Netflix (Figure 8).

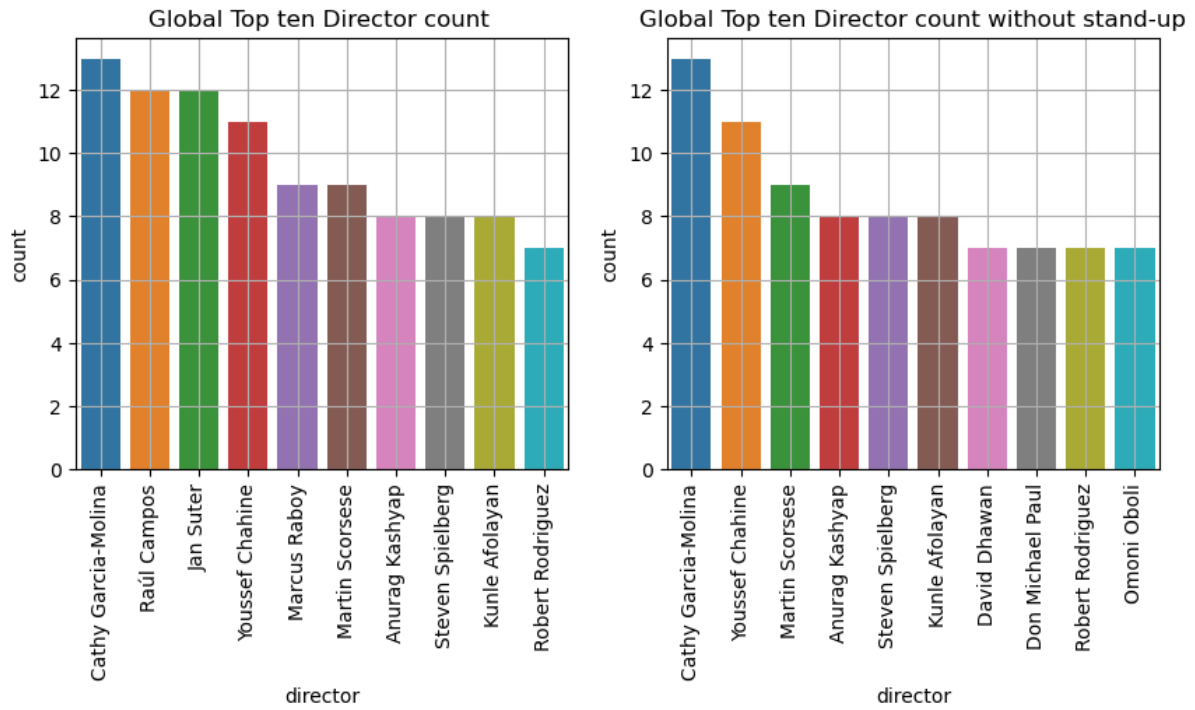


Figure 8: Top 10 directors for Netflix

The left figure in Figure 8 shows the top directors who directed the most shows for Netflix. Cathy Garcia-Molina has directed the most movies for Netflix, followed by Raúl Campos, Jan Suter, Youssef Chahine, Martin Scorsese, Marcus Raboy, Anurag Kashyap, Kunle Afolayan, Steven Spielberg, and Robert Rodriguez. If we look deeply into this data, we can see that some of the directors listed here are stand-up comedy directors. We can see that Netflix has concentrated more on stand-up comedy recently. The right figure gives the list of directors who directed a more significant number of shows other than stand-up comedy. Here also, Cathy Garcia-Molina remains the same, but the ranks change. Youssef Chahine comes in at No. 2, followed by Martin Scorsese, Anurag Kashyap, Steven Spielberg, Kunle Afolayan, Omoni Oboli, Don Michael Paul, Robert Rodriguez, and David Dhawan.

"Up until now we were doing our analysis only by filtering years, but for more clarity and ease in analysis we are going to analyse the data more deeply for the top 3 countries that were obtained from the analysis so far"

2 Netflix data analysis for the top three countries

For further investigation, the given data set is filtered for the top three countries, the United States, India, and the United Kingdom, from 2018 to 2020. After filtering, analyses are done to calculate these countries' top genres, casts, and top directors in the given period.

2.1 Top genres for top 3 countries

After analyzing the data, it was found that, for Figure 9, the top countries produce movies that are mainly in the genre Drama, followed by International Movies, Comedies, Independent Movies, Action & Adventure, Documentaries, Children & Family Movies, Thrillers, Romantic Movies, and TV Comedies.

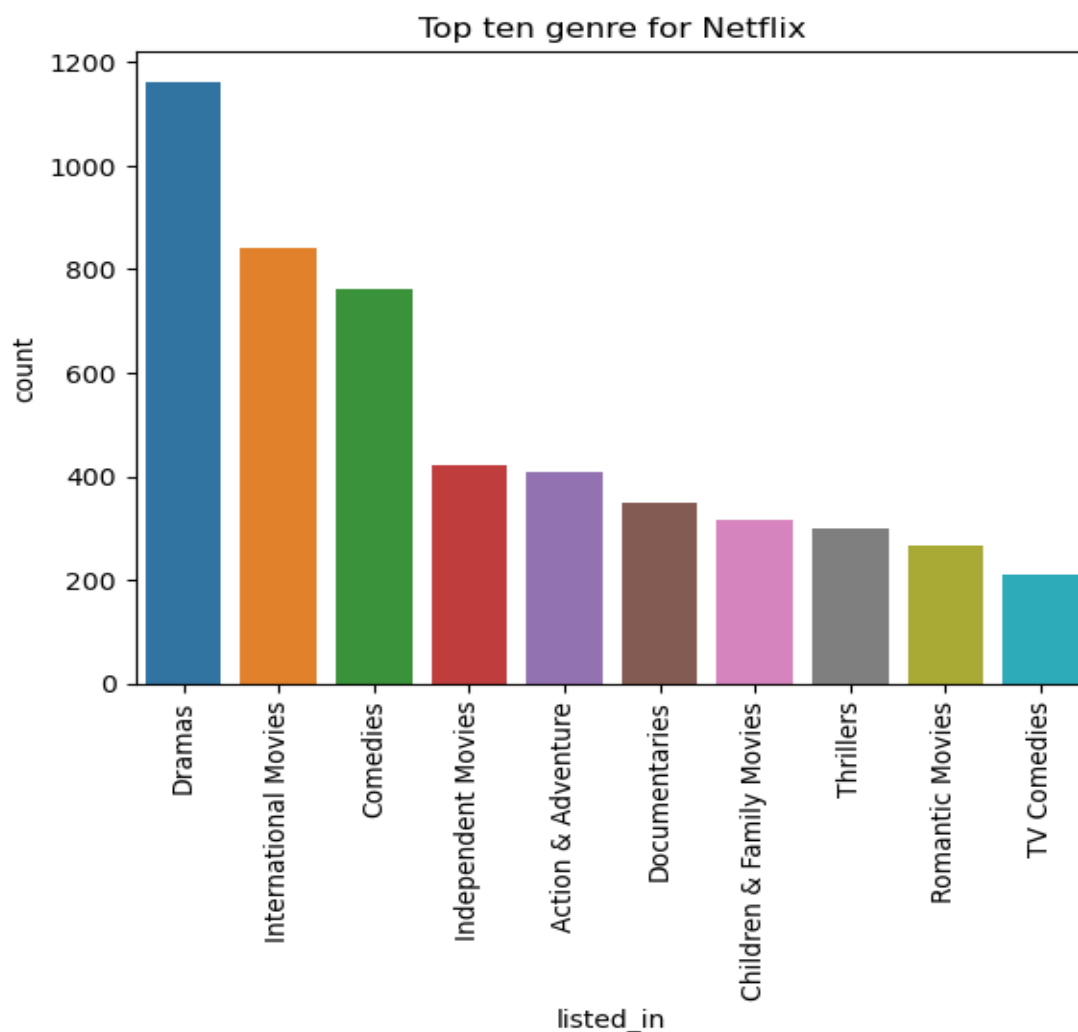


Figure 9: Top 10 genres for top countries

Here is some insight that differs from the data shown in figure 6. Here, most movies are categorized as dramas, and the new genres of thriller and television comedy are in the top 10 ranks, replacing TV drama and international TV shows.

We can see a large discrepancy if we further divide each category for the countries (Figure 10). Here, we can see that different countries concentrate on other genres. So, to get more clarity, country-wise data is analyzed.

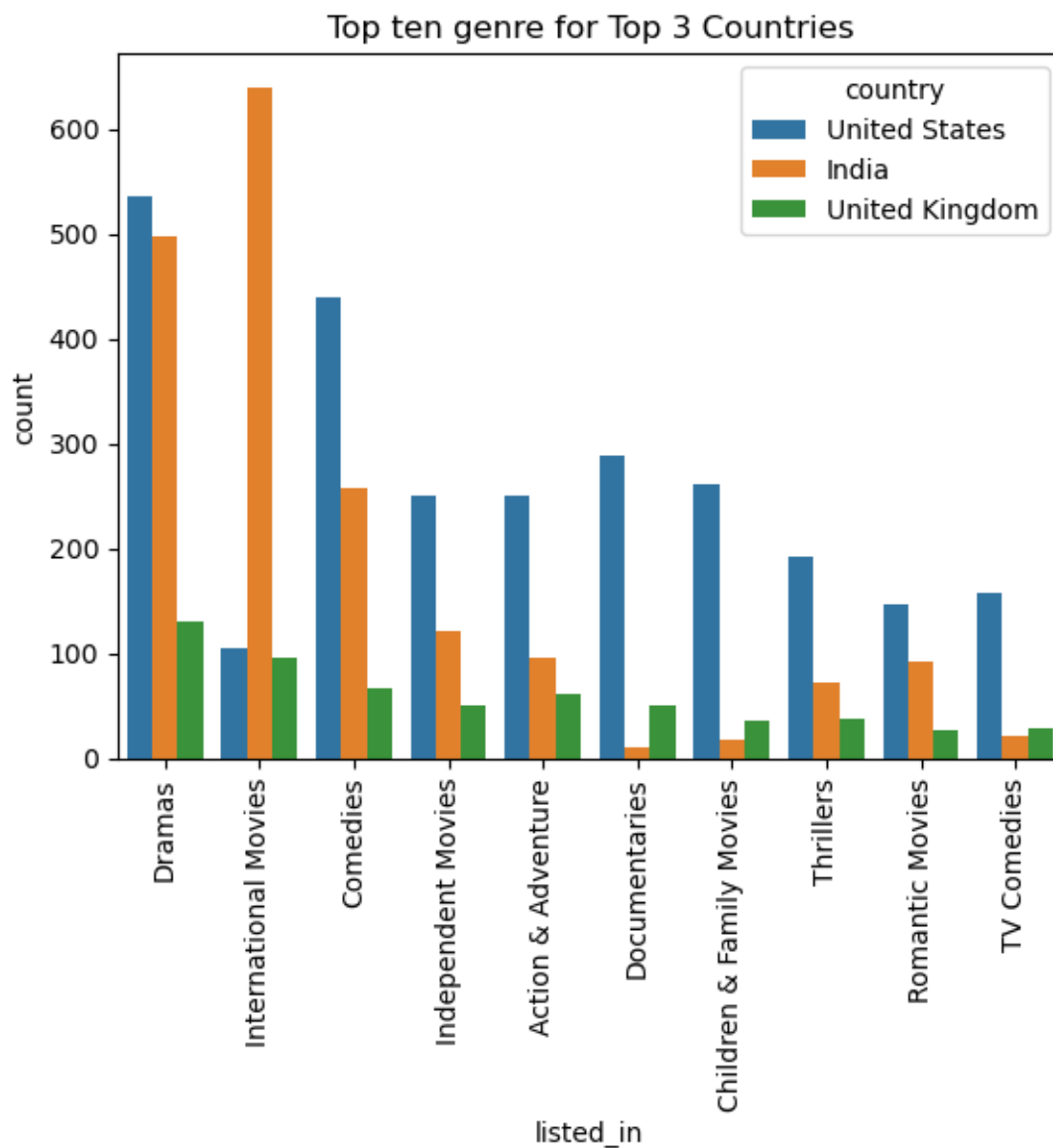


Figure 10: Top 10 genres for countries India, United States, and the United Kingdom.

2.1.1 Top genres for India

Figure 11 gives the top 10 genres for India. Here we can see that the top five categories remain the same as in figure 10, but international movies take the lead in India over comedy and drama. Also, thrillers and action movies have immense potential for the Indian market.

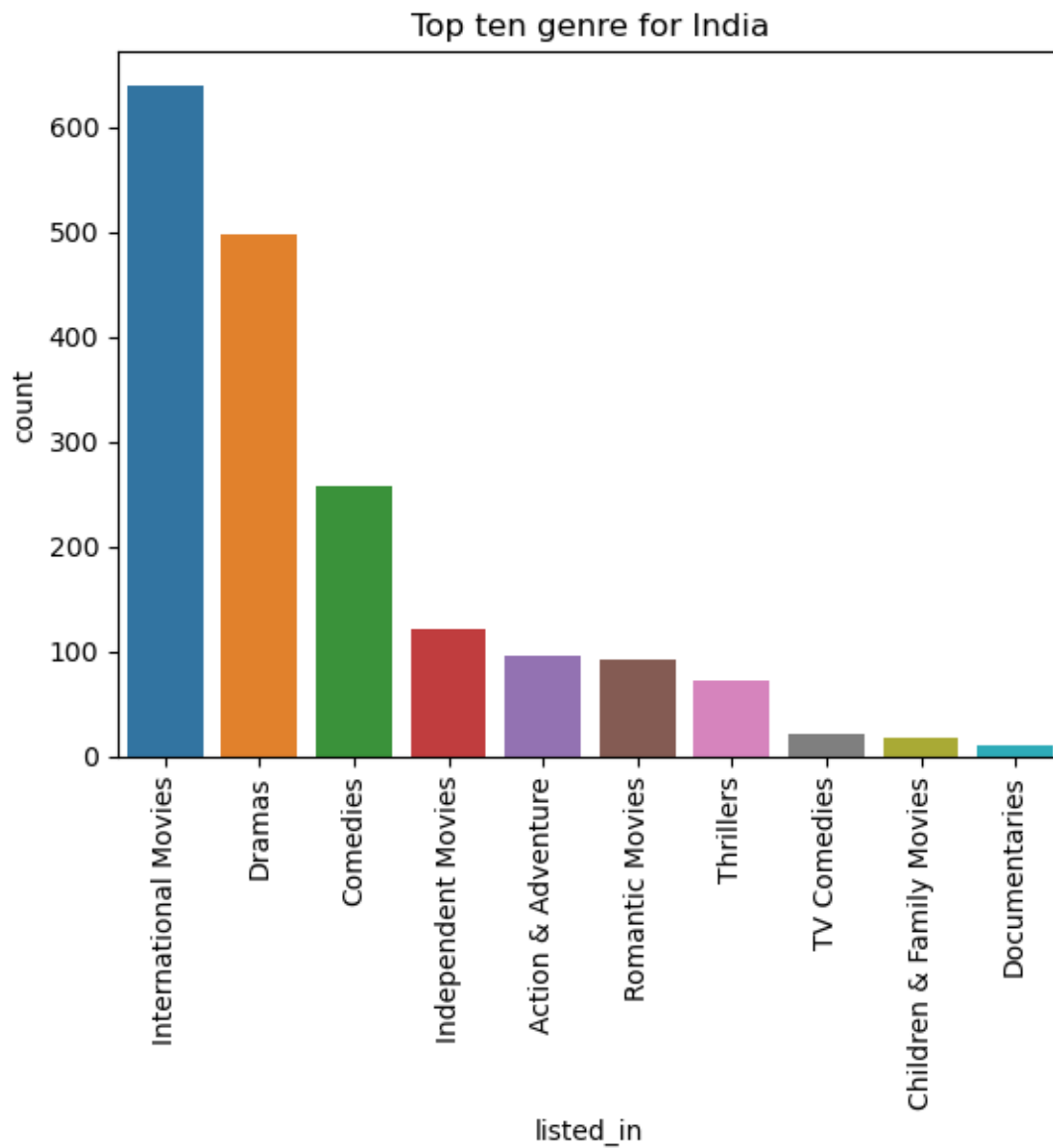


Figure 11: Top 10 genres for India.

2.1.2 Top genres for the United States

Figure 12 gives the top 10 genres in the United States. Here we can see a change in the top five categories. Here, the drama remains the same but is followed by comedies, documentaries, children's & family movies, action & adventure movies, independent movies, thrillers, TV comedies, romantic movies, and international movies. So we can say that more comedies, documentaries, children's and family films, and action and adventure films are needed for the US audience.

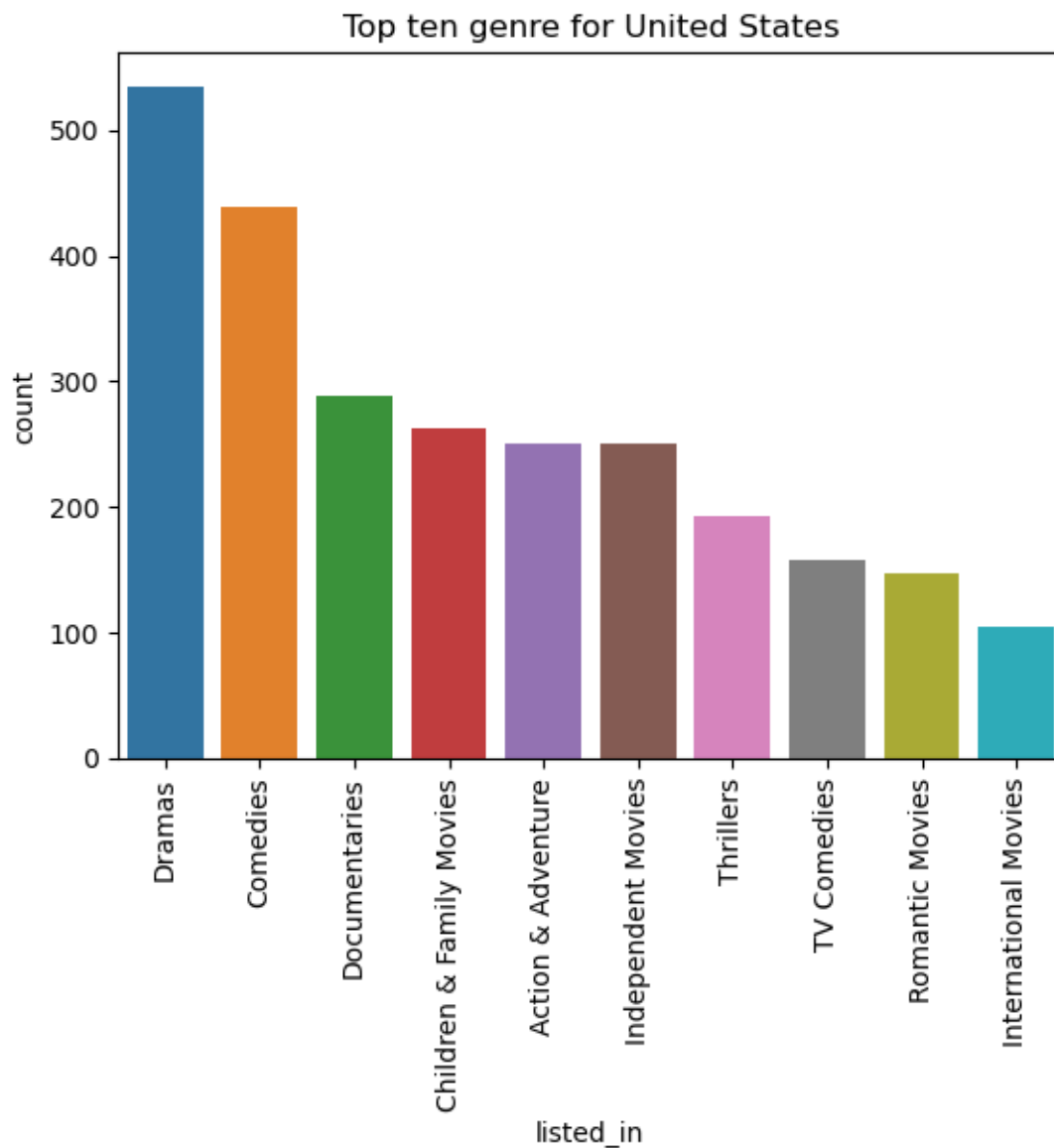


Figure 12: Top 10 genres for the United States.

2.1.3 Top genres for the United Kingdom

Figure 13 gives the top 10 genres for the United Kingdom. Here also, we can see a change in the top five categories. Here, the drama remains the same but is followed by international movies, comedies, action and adventure, documentaries, independent movies, thrillers, children and family movies, TV comedies, and romantic movies. So, we can say that for the UK audience, we must provide dramas, international comedies, documentaries, action and adventure-type films, and more.

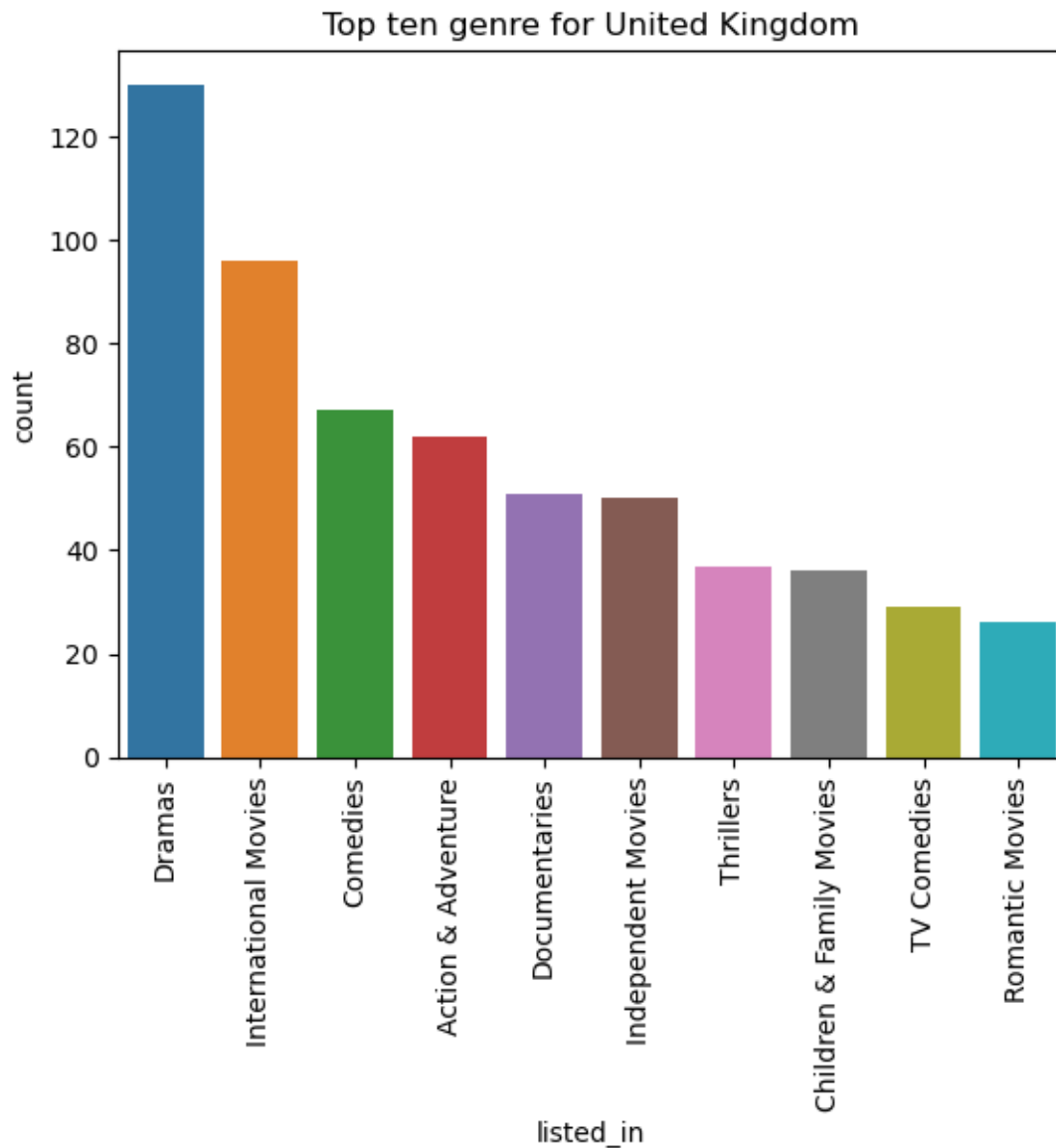


Figure 13: Top 10 genres for the United Kingdom.

2.2 Top casts for top 3 countries

Figure 14 gives the top actors that appeared in most movies that aired in our three top countries. Here we can see a significant dominance of Indian casts over others because of the more films they appear in than other countries' casts. So further classifications based on countries are done.

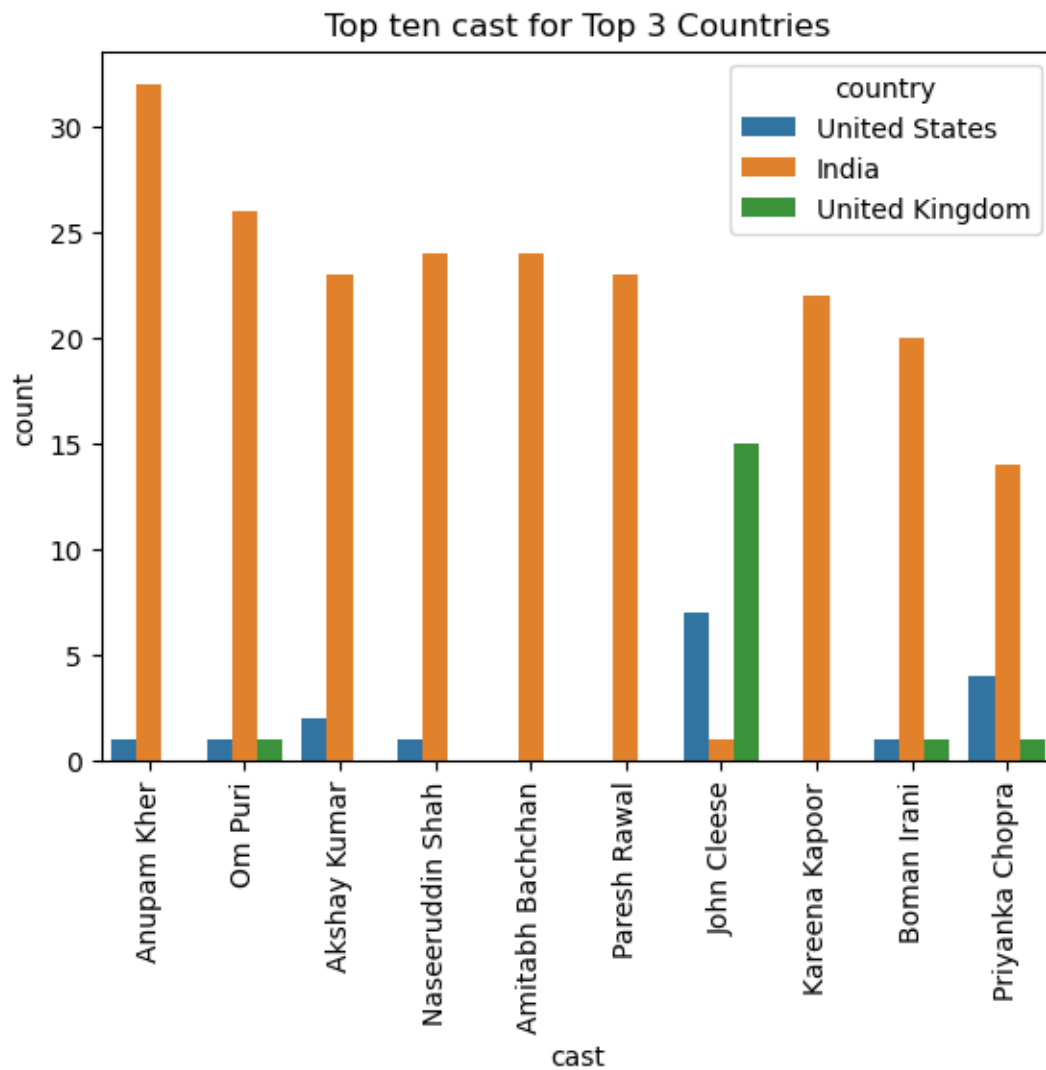


Figure 14: Top 10 cast for countries India, United States, and United Kingdom.

2.2.1 Top casts for India

Figure 15 shows we have obtained similar results for India to those in the previous figure. Anupam Kher has appeared in the most movies, followed by Om Puri, Amitabh Bachchan, Naseeruddin Shah, Akshay Kumar, Paresh Rawal, Kareena Kapoor, Boman Irani, Shah Rukh Khan, and Kay Kay Menon. Hence, we can say that the Indian audience wants more films by these people.

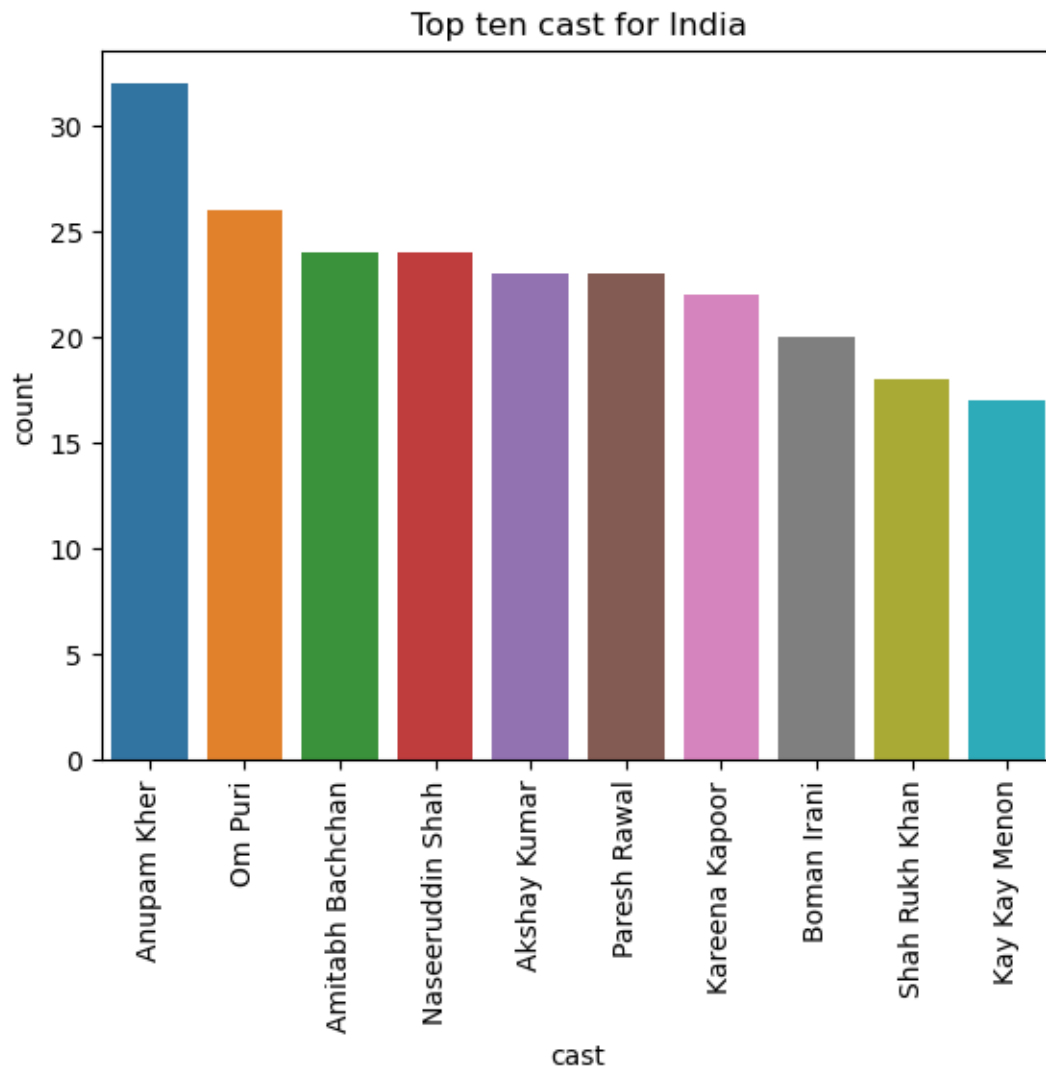


Figure 15: Top 10 cast for India.

Figure 16 gives the median duration from the movies they have appeared in. Shah Rukh Khan has the most extensive screen time among the top 10, whereas Amitabh Bachchan has the most spread in duration, showing the dominance of Amitabh Bachchan. Kay Kay Menon has the least screen time and the little stretch in the values.

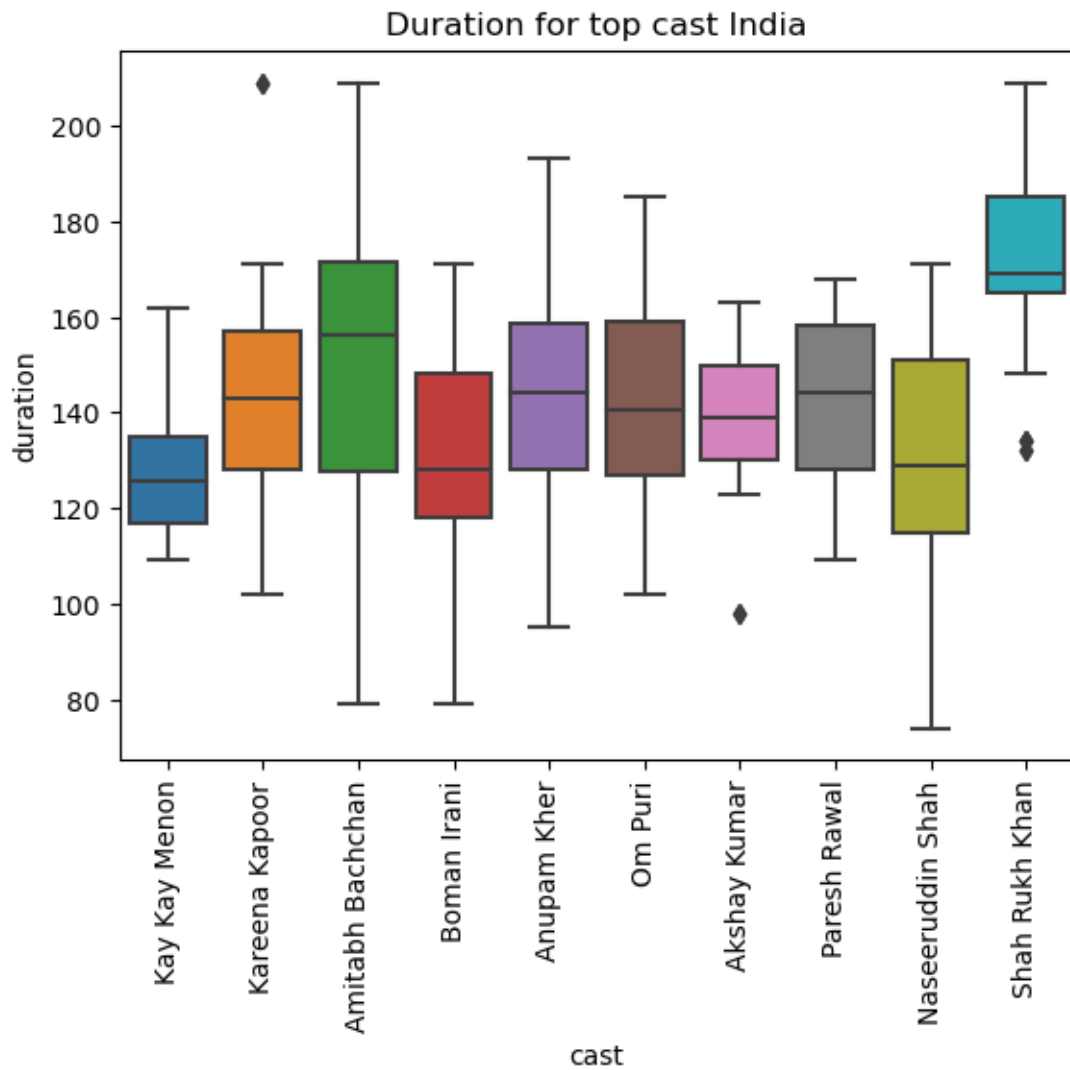


Figure 16: Show duration for top Cast in India.

2.2.2 Top casts for United States

Figure 17 shows the top cast count for the United States. We can see that Samuel L. Jackson is the leading actor from the US, followed by Nicolas Cage, Tara Strong, Adam Sandler, Sean Astin, Antonio Banderas, Morgan Freeman, Fred Armisen, Gerard Butler, and James Franco.

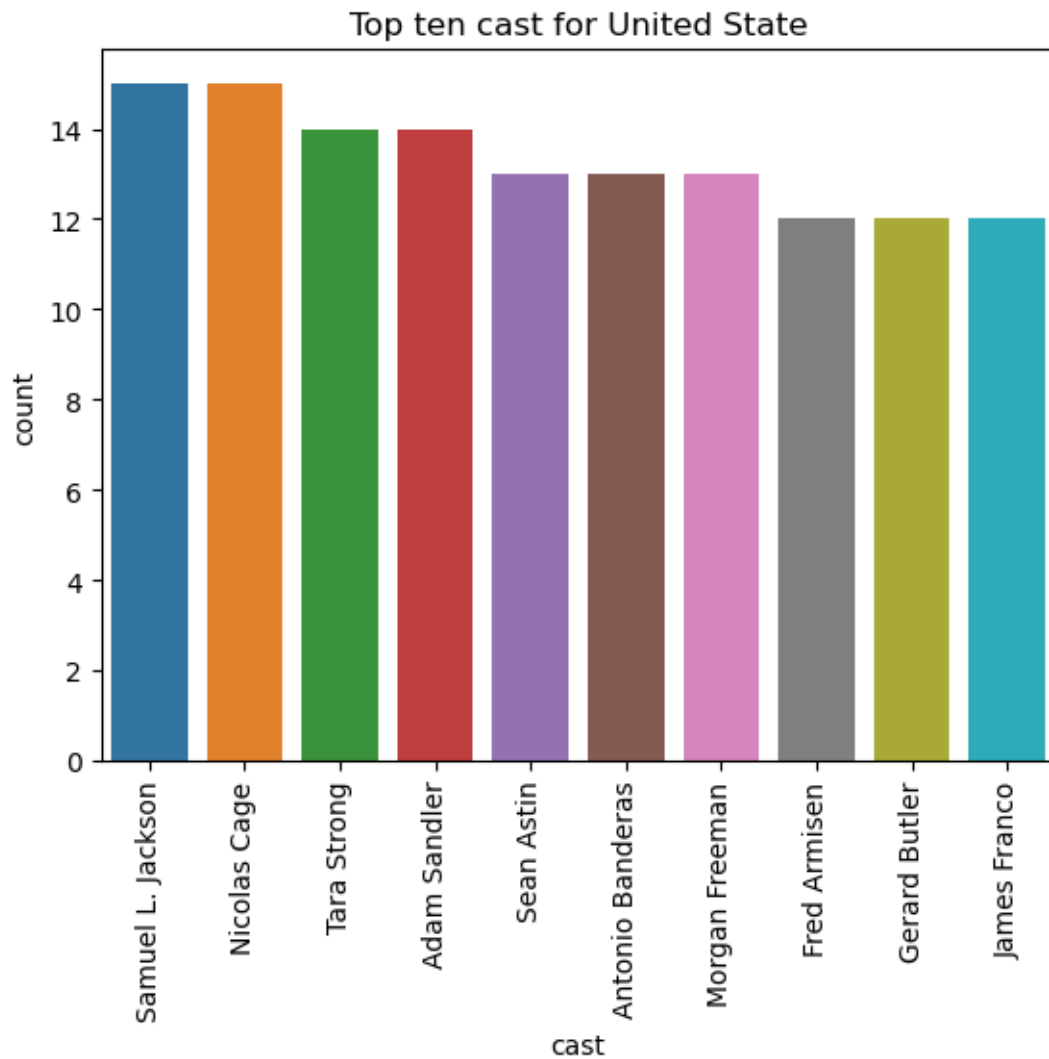


Figure 17: Top 10 cast for the United States.

Figure 18 gives the median duration of the total number of movies in which the actors from the United States have appeared. Compared to the Indian actors, we can see that the screen time is lower for US actors. Among the US actors, we can see that Samuel L. Jackson, Nicolas Cage, and James Franco have higher screen time and a more comprehensive range.

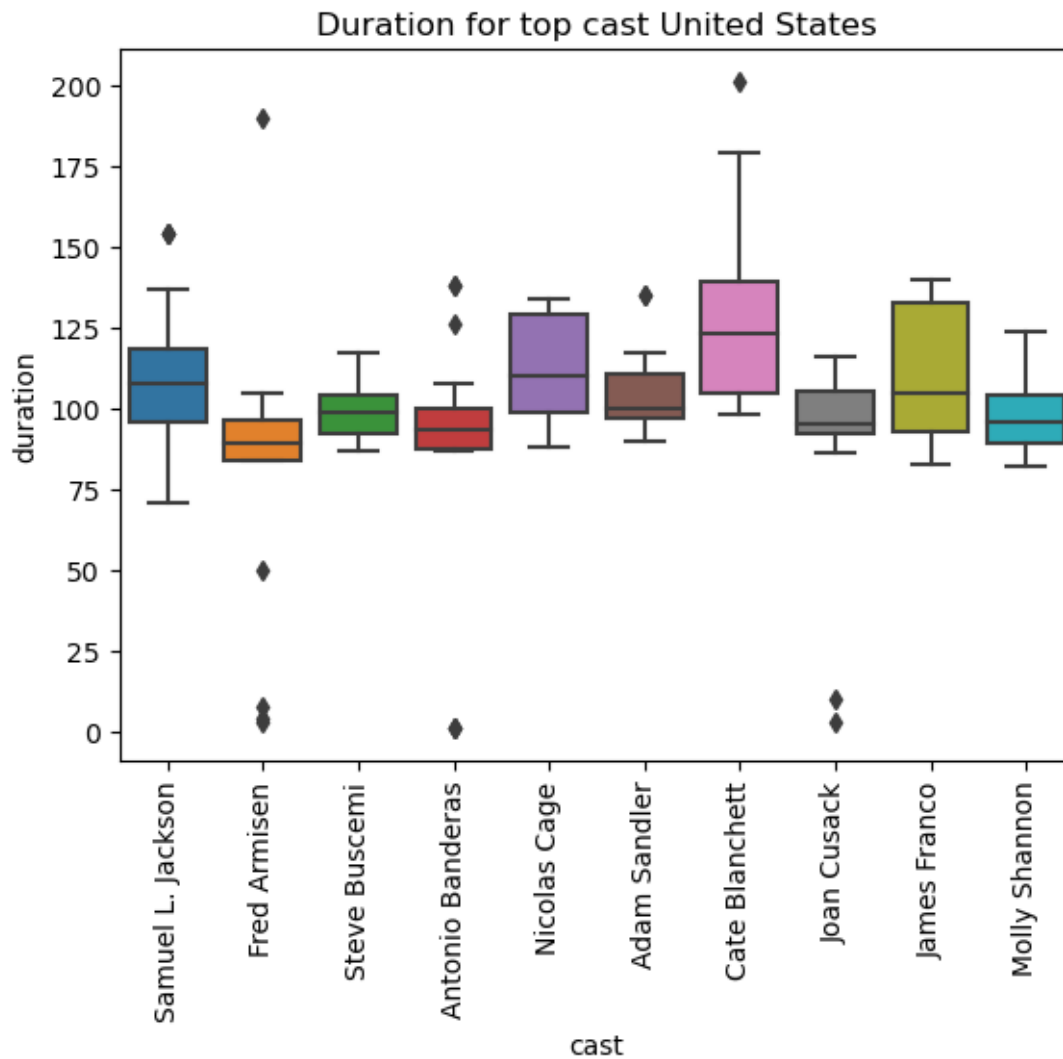


Figure 18: Show duration for top cast in the United States.

2.2.3 Top casts for the United Kingdom

Figure 19 shows the top cast count for the United States. Here we can see that John Cleese is the leading actor from the US, followed by Michael Palin, Eric Idle, Terry Jones, Graham Chapman, Terry Gilliam, Helena Bonham Carter, Judi Dench, Jason Flemyng, and Johnny Depp.

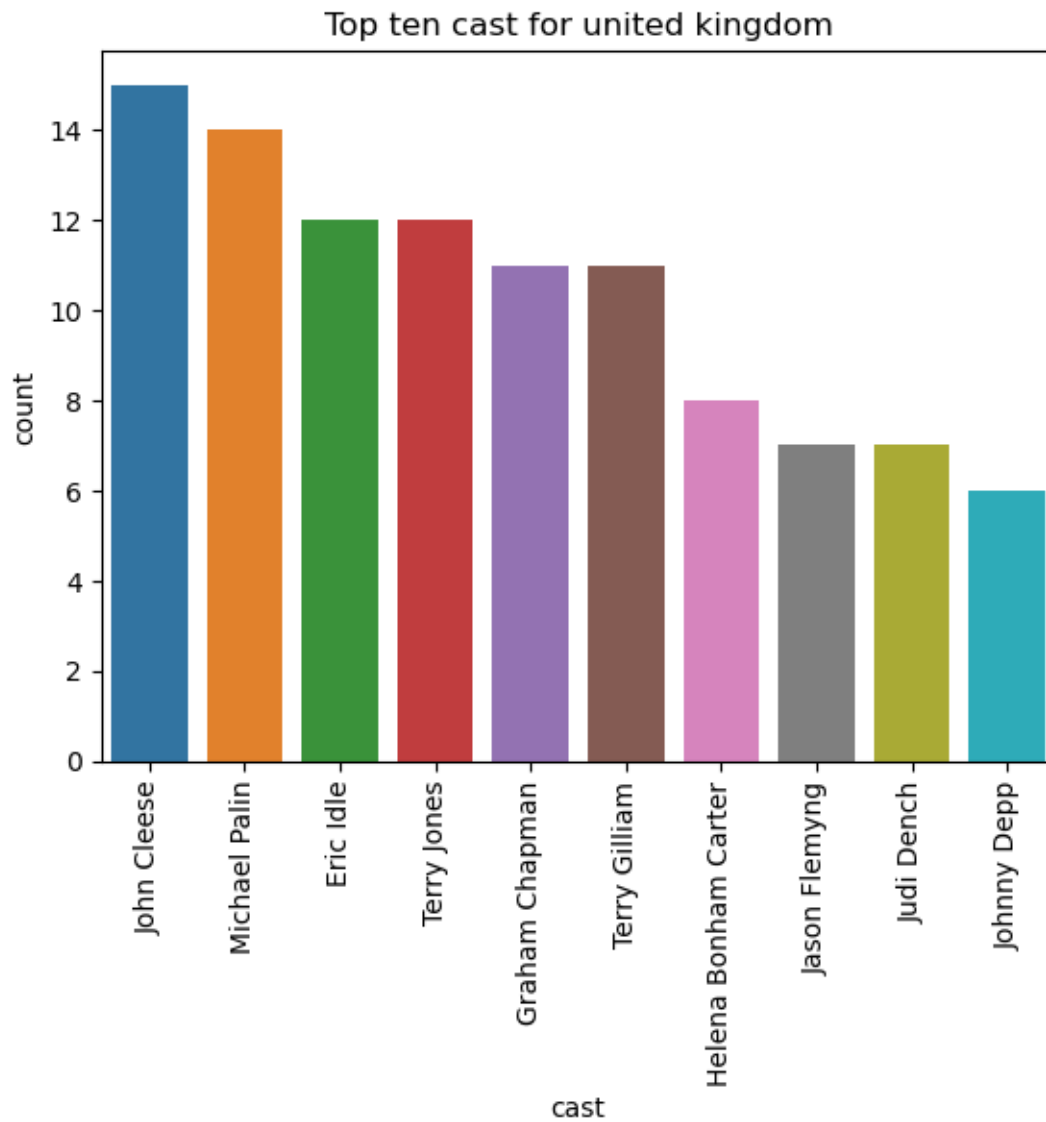


Figure 19: Top 10 cast for the United Kingdom

Figure 18 gives the median duration of the total number of movies in which the actors from the United Kingdom have appeared. Here the actors have lower screen time than the US actors, and top screen time is observed with a low spread in value, and a more extensive spread is observed with a low screen on time.

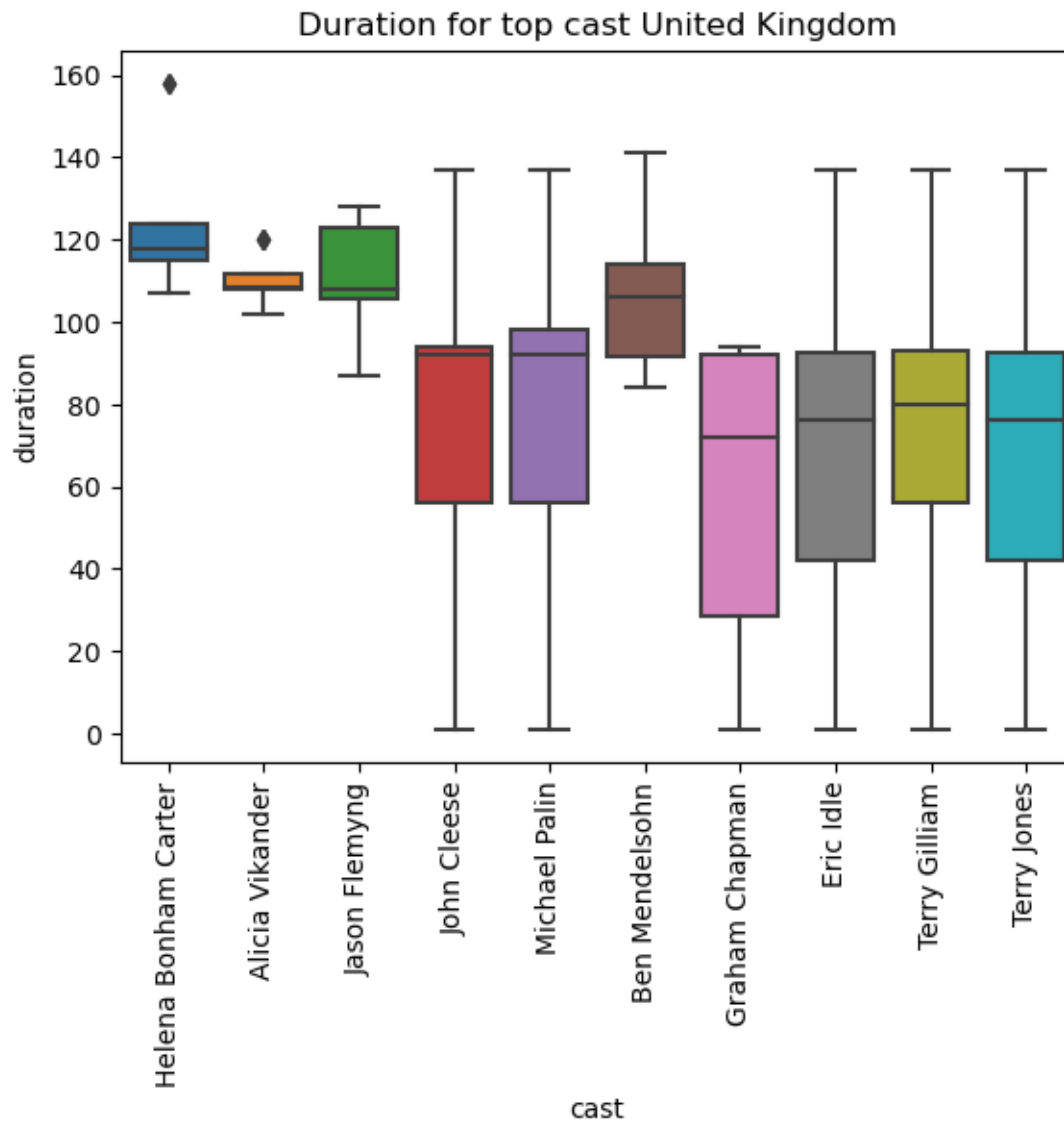


Figure 20: Show duration for top cast in the United States.

2.3 Top Directors for top 3 countries

Figure 21 shows the top directors who directed most of the movies aired in the top three countries. Here we can see that there is mixed data for directors. The dominance of Indian and US directors is visible. So further classifications based on countries are done.

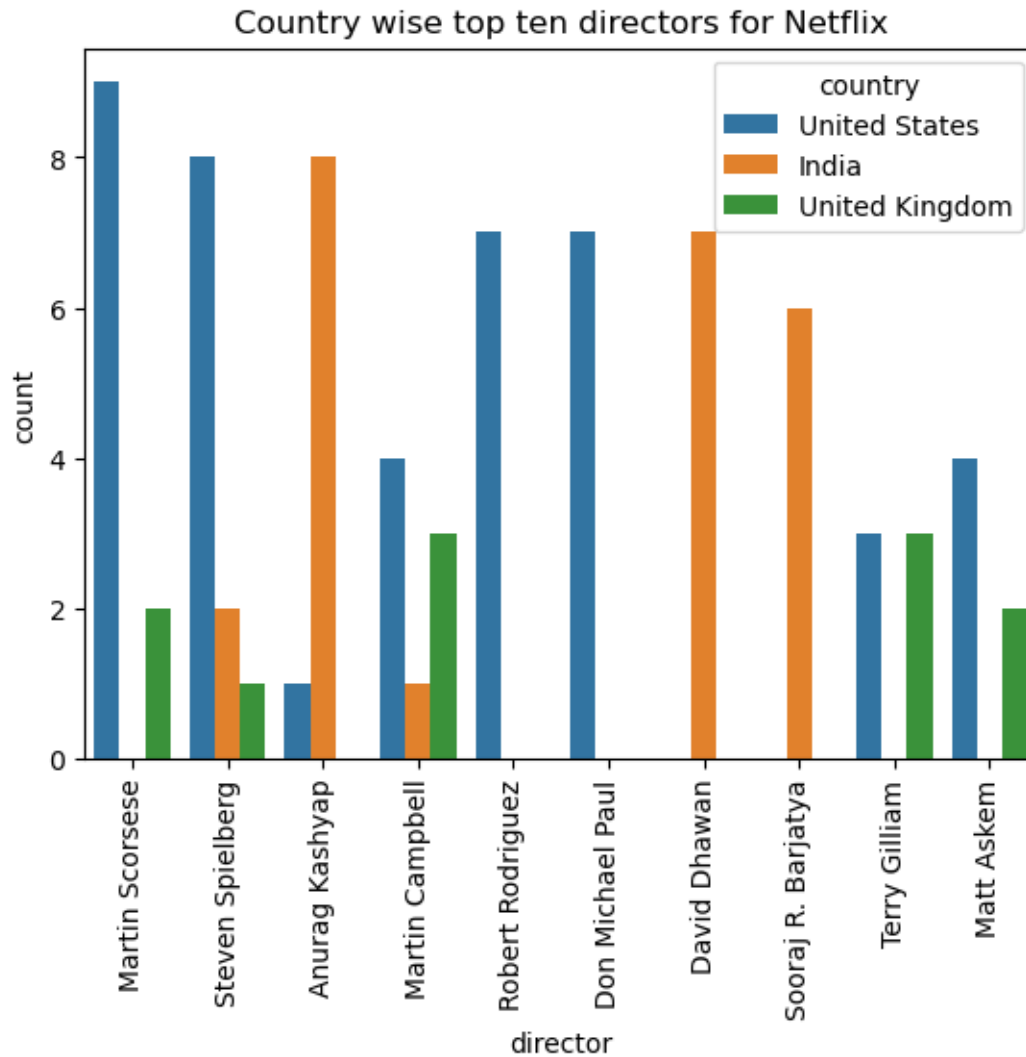


Figure 21: Top 10 directors for countries India, the United States, and the United Kingdom

2.3.1 Top directors for countries India

For India, we can see that Anurag Kashyap is the top director, followed by David Dhawan, Rajkumar Santoshi, Dibakar Banerjee, Karan Johar, Zoya Akhtar, Sooraj R. Barjatya, Imtiaz Ali, Mahesh Manjrekar, and Ram Gopal Varma. Anurag Kashyap directed eight movies, whereas David Dhawan directed seven films.

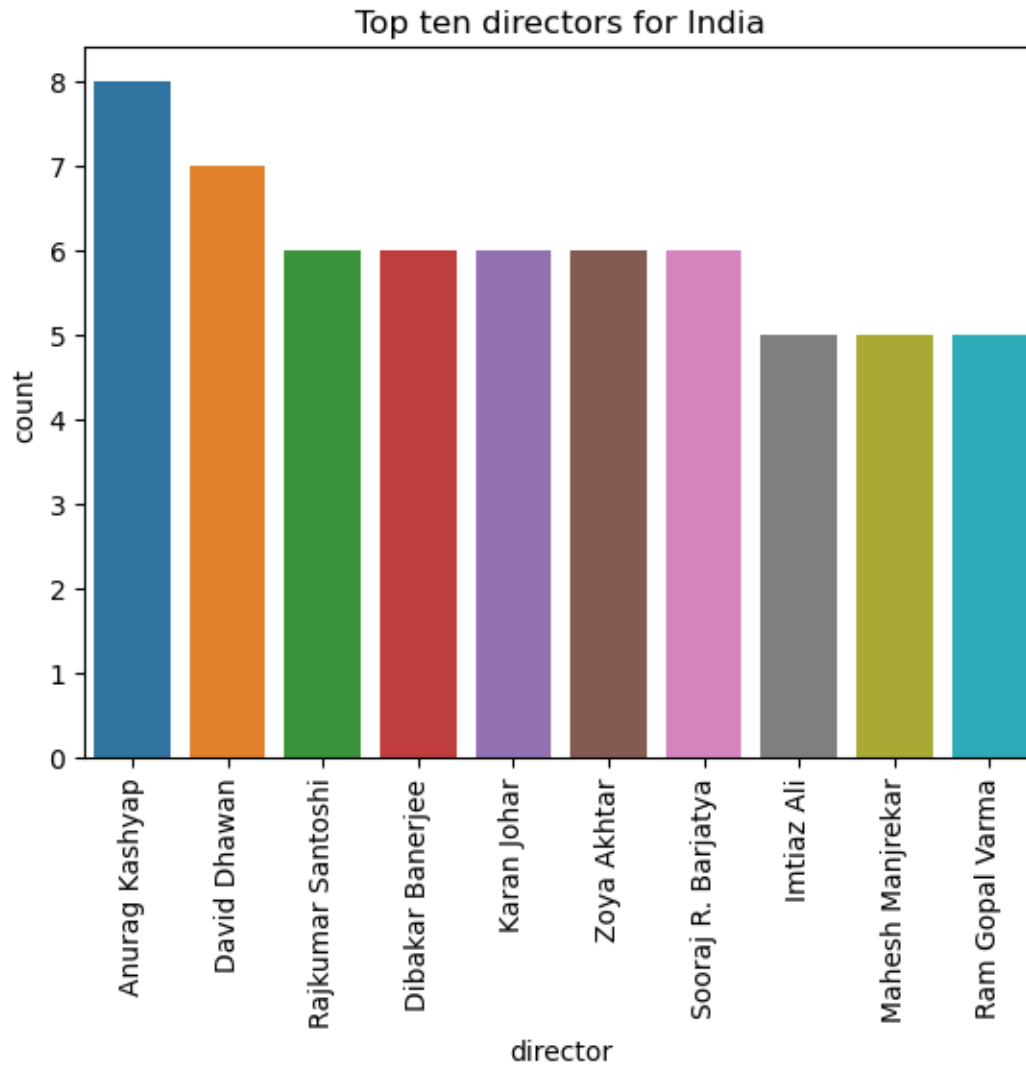


Figure 22: Top 10 directors for India.

2.3.2 Top directors for countries United States

Figure 23 gives the top directors for the US. The obtained data are Martin Scorsese as the director with the most directed movies, followed by Steven Spielberg, Robert Rodriguez, Don Michael Paul, Steven Soderbergh, McG, Ron Howard, Quentin Tarantino, Martin Campbell, and Lana Wachowski.

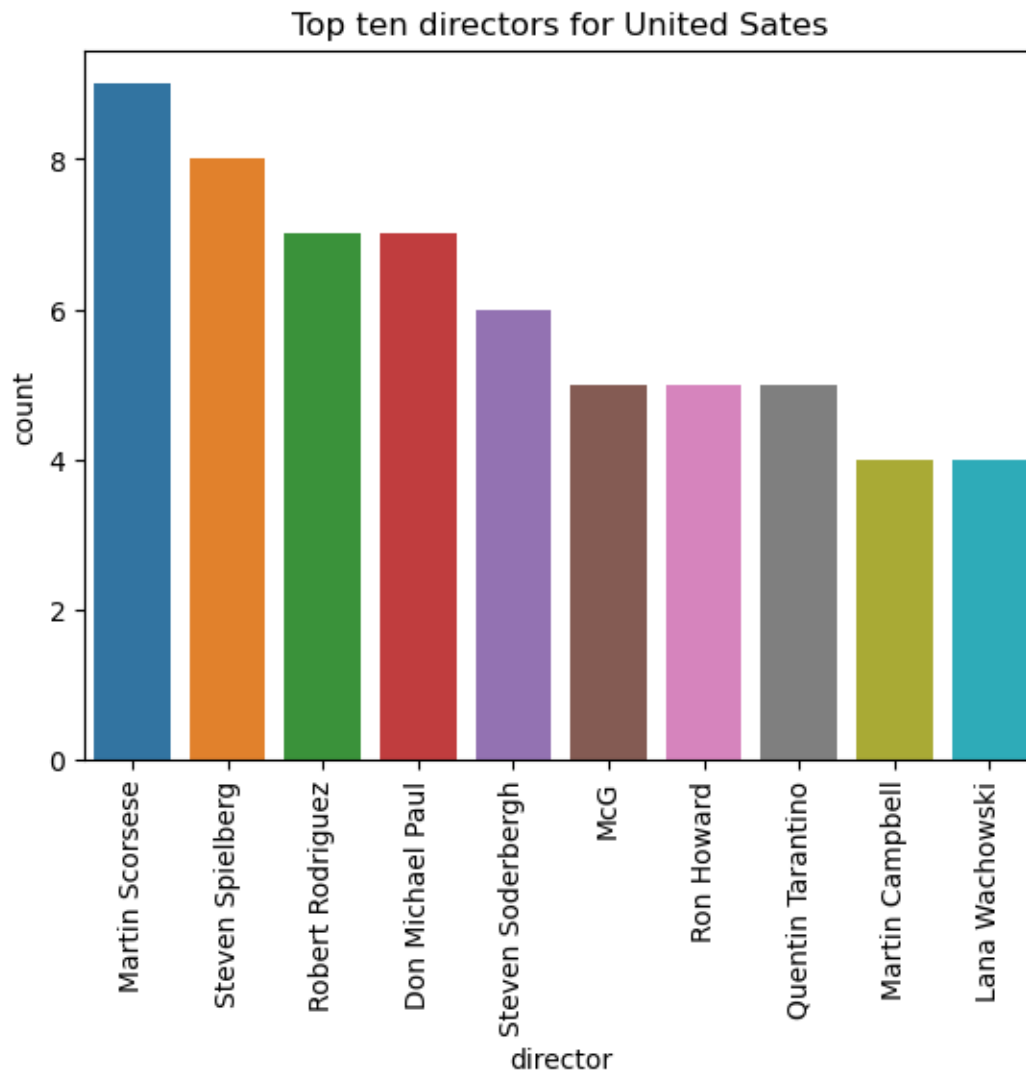


Figure 23: Top 10 directors for the United States.

2.3.2 Top directors for countries United Kingdom

From figure 24 for the united Kingdom, we can see that Tom Hooper directed most movies and followed by Terry Gilliam, Martin Campbell, Vince Marcello, Terry Jones, Matt Askem, Mike Newell, Stanley Kubrick, Asif Kapadia, and Paul W.S. Anderson

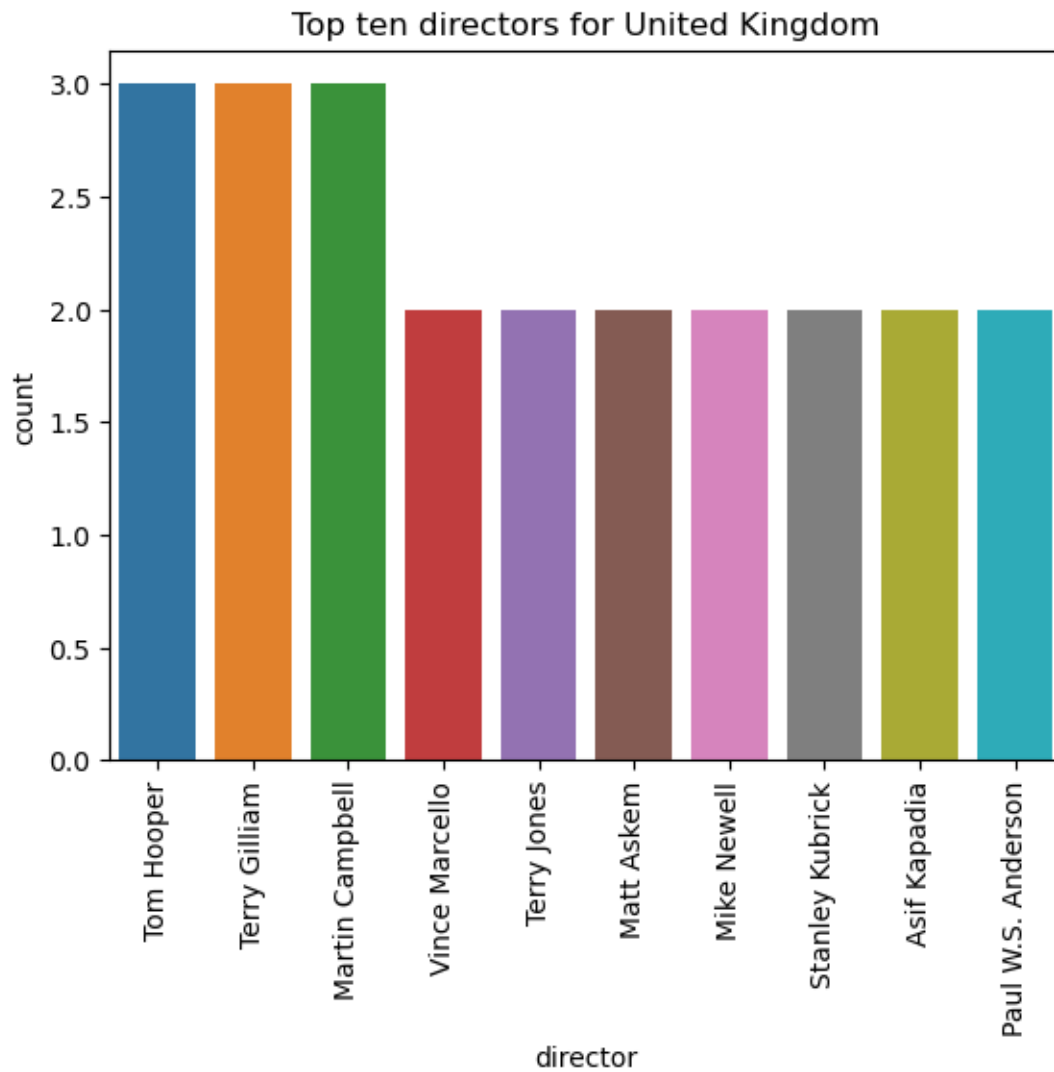


Figure 24: Top 10 directors for the United Kingdom.

"Up until now we have analysed the top genre, cast, and directors for the top 3 countries: India, the United States, and the United Kingdom. After these studies, we are trying to link the top actors and directors with the genre in which they act or direct their movies."

3 Genre analysis of top cast & directors

In this section, we are trying to find the genres that top actors select to act in and that top directors like to direct. The years are also set between 2018 and 2020; the top 3 countries are chosen to analyze the data.

3.1 Genre analysis of top cast

Top casts are selected, and genres are filtered. Genres are studied for casts from different countries.

3.1.1 Genre analysis of top Cast - India

Figure 25 gives the genres in which top Indian actors appeared over the year. We can clearly see that they all prefer the international and drama genres. Followed by comedy, action, romance, and thrillers. They selected a lower number of documentaries and children's and family movies.

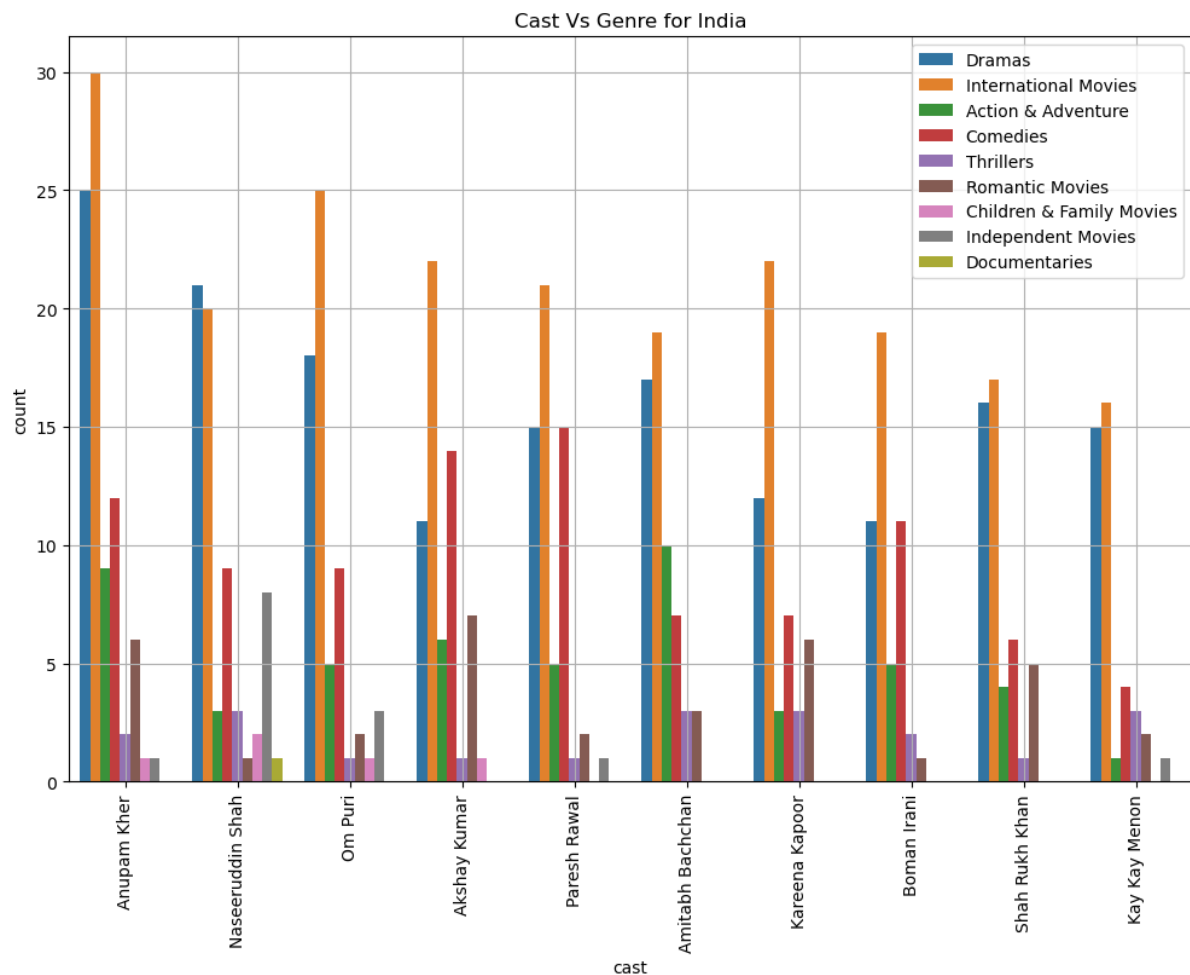


Figure 25: Genres selected by Indian casts.

3.1.2 Genre analysis of top Cast - United states

Figure 26 shows the genres in which top US actors appeared yearly. We can see that they all prefer the comedy, action, and drama genres. Followed by children's and family movies, thrillers, and documentaries. They selected fewer romantic, TV comedy, and international films.

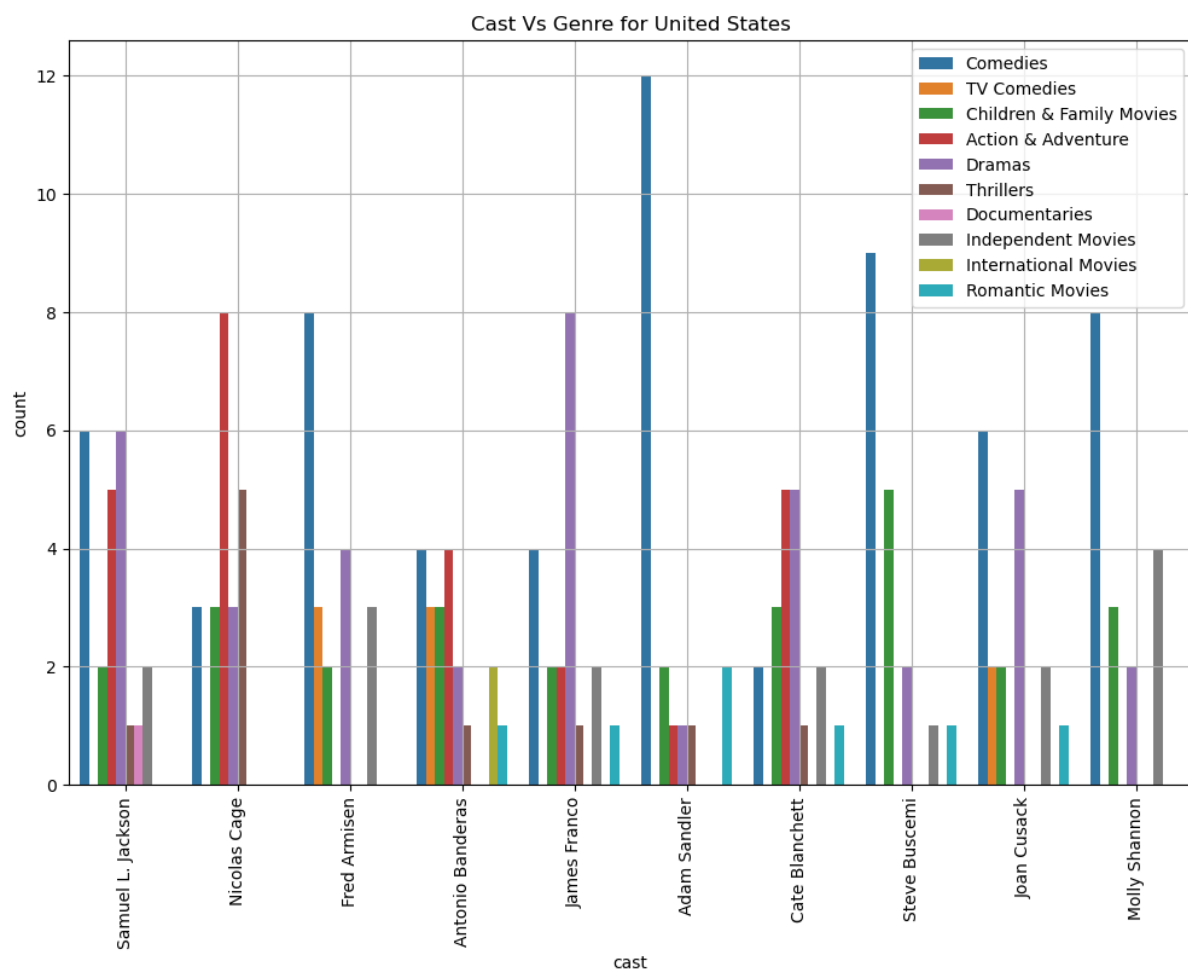


Figure 26: Genres selected by US casts.

3.1.3 Genre analysis of top Cast - United Kingdom

Figure 27 shows the genres in which top UK casts appeared yearly. We can see that most of them prefer the comedy, action, and drama genres. Followed by international movies, TV comedies, and documentaries. They selected a lower number of romantic, and none chose a thriller.

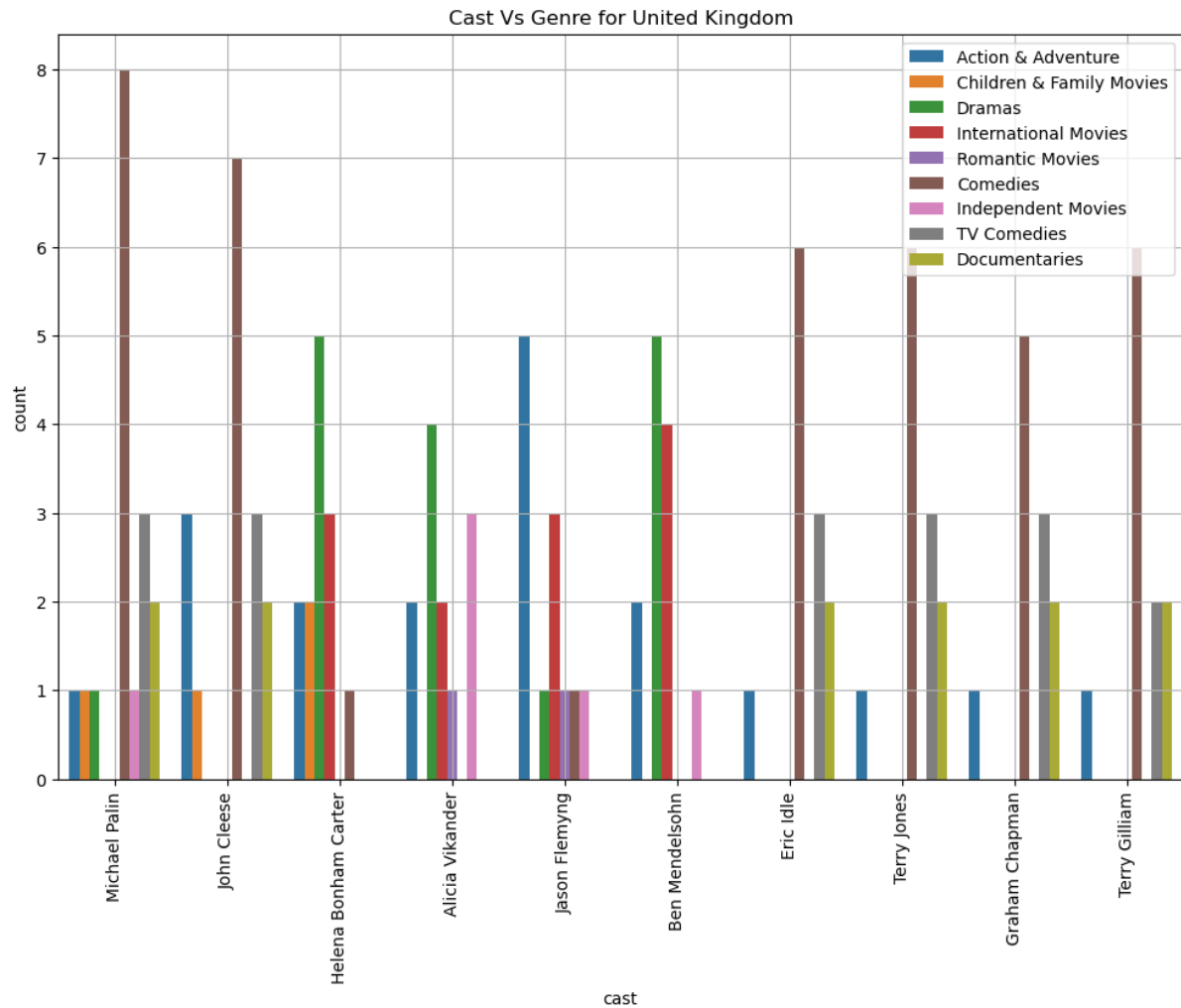


Figure 27: Genres selected by UK casts.

3.2 Genre analysis of top Directors

Top directors are selected, and genres are filtered. Genres are studied for directors from different countries.

3.2.1 Genre analysis of top Directors - India

Figure 28 gives the genres selected by top Indian directors to direct their movies. We can see that they all prefer international films, dramas, thrillers, and comedy genres similar to those selected by the cast. They have a slight tendency towards direct romance and action movies, too. They haven't directed any documentaries or children's and family movies.

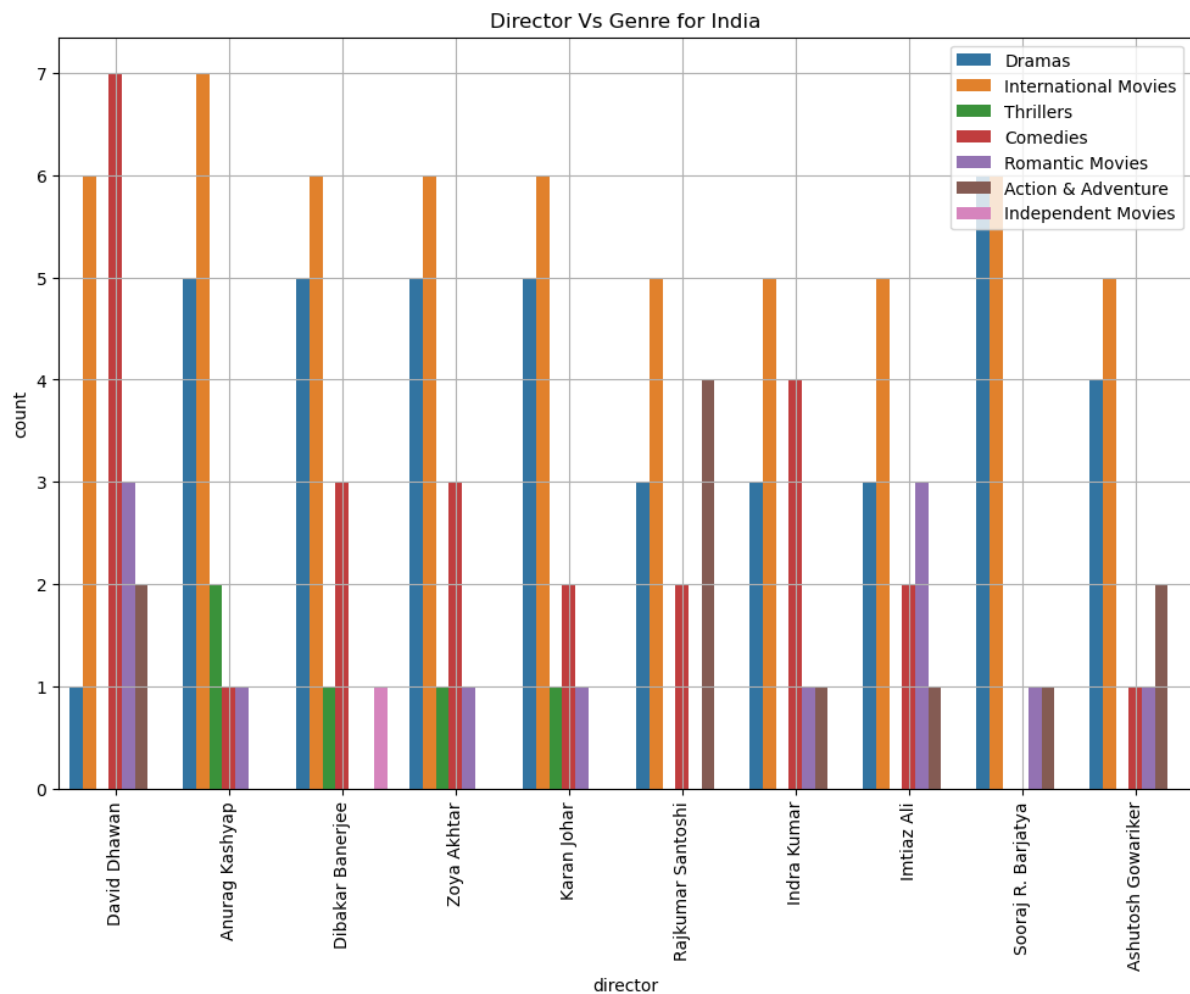


Figure 28: Genres selected by Indian directors.

3.2.2 Genre analysis of top Directors - United States

Figure 29 gives the genres selected by top US directors to direct their movies in. We can see that most of them prefer the drama, comedy, and family genres, almost similar to those selected by their casts. They slightly tend to direct documentaries, thrillers, and romantic movies.

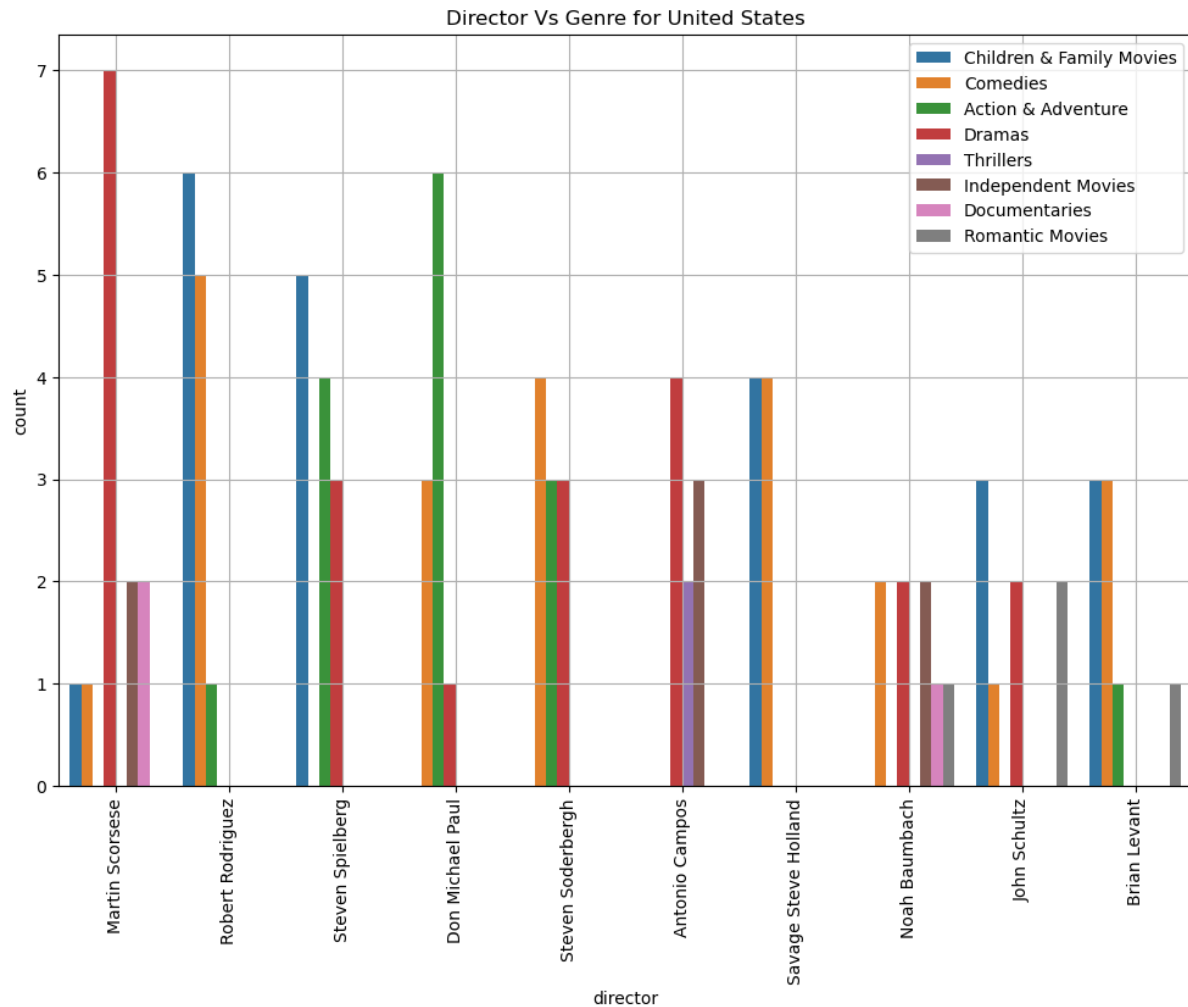


Figure 29: Genres selected by US directors.

3.2.3 Genre analysis of top Directors - United Kingdom

Figure 30 gives the genres selected by top UK directors to direct their movies in. We can see that most of them prefer international film, drama, and comedy. They tend slightly to direct romance, action, and children's and family movies. They haven't directed any documentaries.

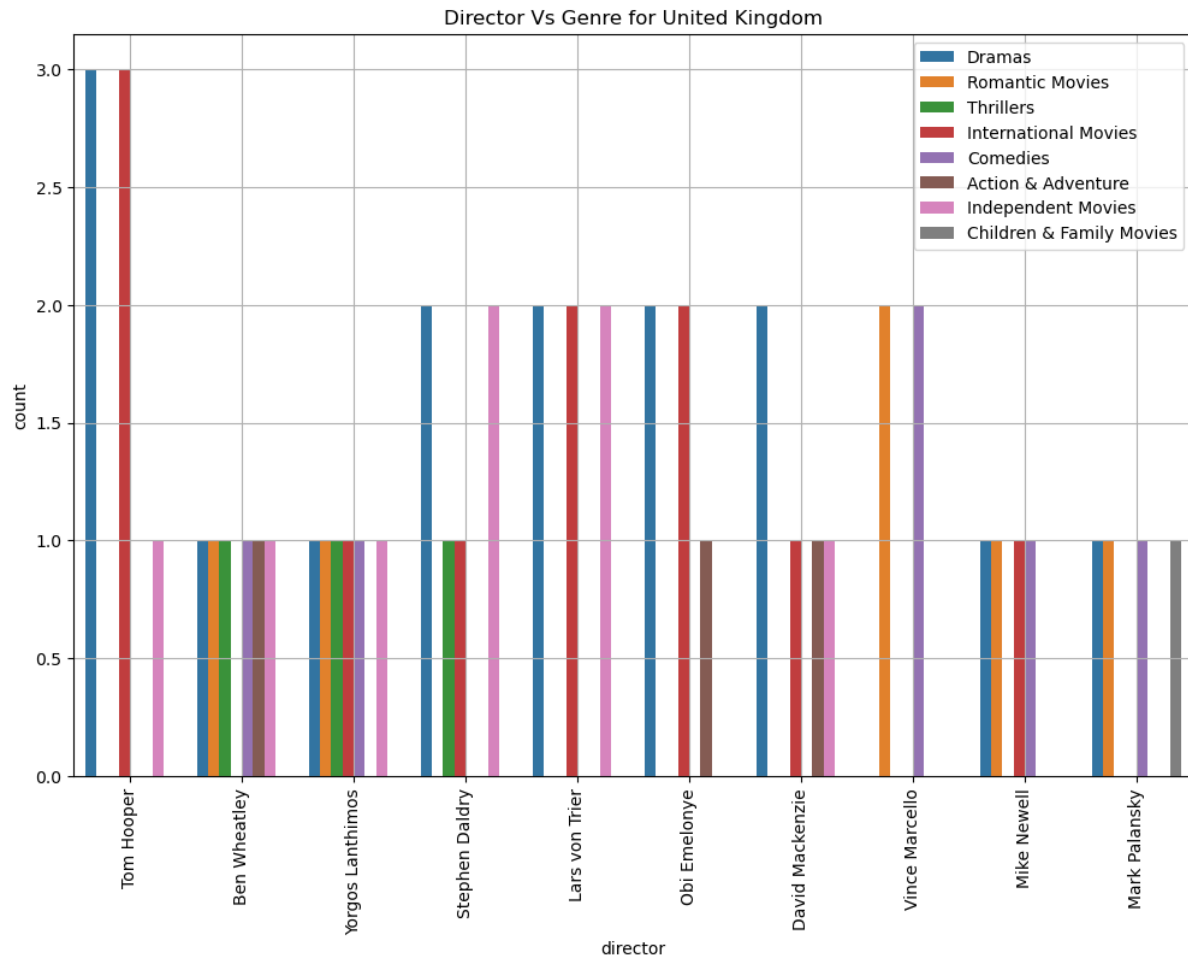


Figure 30: Genres selected by UK directors.

Table 2: Cast Director combo

IN cast-director combo			UK cast-director combo			US cast-director combo		
director	cast		director	cast		director	cast	
Sooraj R. Barjatya	Salman Khan	11	Lars von Trier	Stacy Martin	6	Steven Spielberg	Harrison Ford	8
David Dhawan	Anupam Kher	11	Yorgos Lanthimos	Colin Farrell	6	Martin Scorsese	Harvey Keitel	7
Sooraj R. Barjatya	Alok Nath	11	Lars von Trier	Sophie Kennedy	6	Robert Rodriguez	Alexa PenaVega	7
David Dhawan	Salman Khan	11	Lars von Trier	Clark	6	Greg Rankin	Skai Jackson	6
	Rani Mukerji	10	Lars von Trier	Shia LaBeouf	6	Barry Sonnenfeld	Jackson	6
Karan Johar	Mukerji	10	Lars von Trier	Stellan Skarsgård	6	Will Smith	Andre	6
Neeraj Pandey	Anupam Kher	9	Lars von Trier	Uma Thurman	6	Greg Rankin	Robinson	6
David Dhawan	Karisma Kapoor	9	Lars von Trier	Christian Slater	6	Jeff Baena	Paul Reiser	6
	Farhan Akhtar	9	Lars von Trier	Charlotte Gainsbourg	6		Molly Shannon	6
Zoya Akhtar	Akhtar	9	Lars von Trier	Armie Hammer	6	Jeff Baena	Shannon Andre	6
David Dhawan	Kader Khan	9	Ben Wheatley	Sam Riley	6	TJ Sullivan	Robinson Marsai	6
David Dhawan	Shakti Kapoor	9	Ben Wheatley	Eddie Redmayne	5	TJ Sullivan	Martin Carlos	6
	Shahid Kapoor	8	Tom Hooper	Redmayne	5	TJ Sullivan	Alazraqui Carlos	6
Ken Ghosh	Mohnish Bahl	8	David Mackenzie	Sam Spruell	5	Greg Rankin	Alazraqui Nicolas	6
Sooraj R. Barjatya	Shah Rukh Khan	8	Vince Marcello	Joel Courtney	4	TJ Sullivan	Cantu Noah Kaye	6
	Amrish Puri	8	Mark Palansky	Peter Dinklage	4	TJ Sullivan	Bentley Skai	6
	Rajpal Yadav	8		Helena Bonham	4	TJ Sullivan	Jackson Zach	6
Priyadarshan	Anupam Kher	8	Tom Hooper	Carter	4	TJ Sullivan	Callison Brenneley	6
Sooraj R. Barjatya	Kher	8	Vince Marcello	Molly Ringwald	4	Greg Rankin	Brown	6
David Dhawan	Rajpal Yadav	8	Vince Marcello	Joey King	4	Greg Rankin	Nicolas Cantu	6
Sumitra Bhave	Devika Daftardar	7	Vince Marcello	Jacob Elordi	4	Greg Rankin	Marsai Martin	6
Rohit Shetty	Ajay Devgn	7	Joachim R��nning	Gustaf Skarsgård	3	John Schultz	Alice Krige	6
	Amitabh Bachchan	7	Joachim R��nning	Eilif Hellebraker	3			

5 Business Insights

- 1) Netflix added most of its shows between the years 2018 to 2021. The added performances were primarily produced between 2015 to 2021.
 - ❖ For the year 2018, most of the shows were added in October.
 - ❖ For 2019, they added most movies in November and December.
 - ❖ For 2020 they added most movies in January, followed by April.
 - ❖ The complete data for 2021 was unavailable; from the given data set, it was found that most films were added in July, June, and April.
- 2) Most of the shows on Netflix are taken from the United States, followed by India, the United Kingdom, Canada, France, Japan, South Korea, Spain, Germany, and Egypt.
- 3) The most shows added to Netflix are in the genre of International Movies, followed by Dramas, Comedies, International TV Shows, Action & Adventure, Independent Movies, Documentaries, TV Dramas, Romantic Movies, and Children & Family Movies.
- 4) Cathy Garcia-Molina has directed the most movies for Netflix, followed by Raúl Campos, Jan Suter, Youssef Chahine, Martin Scorsese, Marcus Raboy, Anurag Kashyap, Kunle Afolayan, Steven Spielberg, and Robert Rodriguez.
 - ❖ If we look deeply into this data, we can see that some of the directors listed here are stand-up comedy directors. We can see that Netflix has concentrated more on stand-up comedy recently.
- 5) The top 3 countries (India, US and UK) produce movies that are mainly in the genre Drama, followed by International Movies, Comedies, Independent Movies, Action & Adventure, Documentaries, Children & Family Movies, Thrillers, Romantic Movies, and TV Comedies.
 - ❖ For India international movies take the lead over comedy and drama.
 - ❖ But more comedies, documentaries, children's and family films, and action and adventure films are needed for the US audience.
 - ❖ For the UK audience, we must provide dramas, international comedies, documentaries, action and adventure-type films.
- 6) Top Indian actors are Anupam Kher, followed by Om Puri, Amitabh Bachchan, Naseeruddin Shah, Akshay Kumar, Paresh Rawal, Kareena Kapoor, Boman Irani, Shah Rukh Khan, and Kay Kay Menon.
 - ❖ Shah Rukh Khan has the most extensive screen time among the top 10, whereas Amitabh Bachchan has the most spread in duration, showing the dominance of Amitabh Bachchan.
 - ❖ All the top actors have performed mostly in the international and drama genres. Followed by comedy, action, romance, and thrillers.

- 7) Samuel L. Jackson is the leading actor from the US, followed by Nicolas Cage, Tara Strong, Adam Sandler, Sean Astin, Antonio Banderas, Morgan Freeman, Fred Armisen, Gerard Butler, and James Franco.
- ❖ Compared to the Indian actors, we can see that the screen time is lower for US actors.
 - ❖ Among the US actors, we can see that Samuel L. Jackson, Nicolas Cage, and James Franco have higher screen time and a more comprehensive range.
 - ❖ They all prefer the comedy, action, and drama genres. Followed by children's and family movies, thrillers, and documentaries.
- 8) John Cleese is the leading actor from the US, followed by Michael Palin, Eric Idle, Terry Jones, Graham Chapman, Terry Gilliam, Helena Bonham Carter, Judi Dench, Jason Flemyng, and Johnny Depp.
- ❖ For UK actors have lower screen time than the Indian and US actors.
 - ❖ Top screen time is observed with a low spread in value, and a more extensive spread is observed with a low screen on time.
 - ❖ Most of them prefer the comedy, action, and drama genres. Followed by international movies, TV comedies, and documentaries.
- 9) For India, we can see that Anurag Kashyap is the top director, followed by David Dhawan, Rajkumar Santoshi, Dibakar Banerjee, Karan Johar, Zoya Akhtar, Sooraj R. Barjatya, Imtiaz Ali, Mahesh Manjrekar, and Ram Gopal Varma.
- ❖ All the directors prefer international films, dramas, thrillers, and comedy genres similar to those selected by the cast.
- 10) For US Martin Scorsese directed most movies, followed by Steven Spielberg, Robert Rodriguez, Don Michael Paul, Steven Soderbergh, McG, Ron Howard, Quentin Tarantino, Martin Campbell, and Lana Wachowski.
- ❖ We can see that most of them prefer the drama, comedy, and family genres, almost similar to those selected by their casts.
 - ❖ They slightly tend to direct documentaries, thrillers, and romantic movies.
- 11) For the United Kingdom, we can see that Tom Hooper directed most movies and followed by Terry Gilliam, Martin Campbell, Vince Marcello, Terry Jones, Matt Askem, Mike Newell, Stanley Kubrick, Asif Kapadia, and Paul W.S. Anderson.
- ❖ We can see that most of them prefer international film, drama, and comedy. They tend slightly to direct romance, action, and children's and family movies.
 - ❖ They haven't directed any documentaries.
- 12) Top cast director combos were found out in Table 2

Recommendations

- 1) Produce more shows for India, United states, and United Kingdom.
- 2) Release shows in the end of the year or at the middle of the year.
- 3) Globally produce more shows in the genre International Movies, Dramas, and Comedies.
 - ❖ For India produce more international movies.
 - ❖ But more comedies, documentaries, children's and family films, and action and adventure films are needed for the US audience.
 - ❖ For the UK audience, we must provide dramas, international comedies, documentaries, action and adventure-type films.
- 4) For Indian content add more shows that have one or more of the following cast Anupam Kher, Om Puri, Amitabh Bachchan, Naseeruddin Shah, Akshay Kumar, Paresh Rawal, Kareena Kapoor, Boman Irani, Shah Rukh Khan, and Kay Kay Menon.
- 5) For US content add more shows starring, Samuel L. Jackson, Nicolas Cage, Tara Strong, Adam Sandler, Sean Astin, Antonio Banderas, Morgan Freeman, Fred Armisen, Gerard Butler, or James Franco.
- 6) For UK content add more shows starring the following actors John Cleese, Michael Palin, Eric Idle, Terry Jones, Graham Chapman, Terry Gilliam, Helena Bonham Carter, Judi Dench, Jason Flemyng, and Johnny Depp.
- 7) For India include shows that directed by the following directors Anurag Kashyap, David Dhawan, Rajkumar Santoshi, Dibakar Banerjee, Karan Johar, Zoya Akhtar, Sooraj R. Barjatya, Imtiaz Ali, Mahesh Manjrekar, and Ram Gopal Varma.
- 8) For US include shows that directed by the following directors Martin Scorsese, Steven Spielberg, Robert Rodriguez, Don Michael Paul, Steven Soderbergh, McG, Ron Howard, Quentin Tarantino, Martin Campbell, and Lana Wachowski.
- 9) For UK include shows that directed by the following directors Tom Hooper, Terry Gilliam, Martin Campbell, Vince Marcello, Terry Jones, Matt Askem, Mike Newell, Stanley Kubrick, Asif Kapadia, and Paul W.S. Anderson.
- 10) Try the Cast-director combo from the table 2