

NETFLIX

2010-2020

7302

TOTAL RELEASES

5135

MOVIES

2167

SHOWS

69.58

AVG. RUNTIME IN MIN

42

GENRES

2010

2011

2012

2013

2014

2015

2016

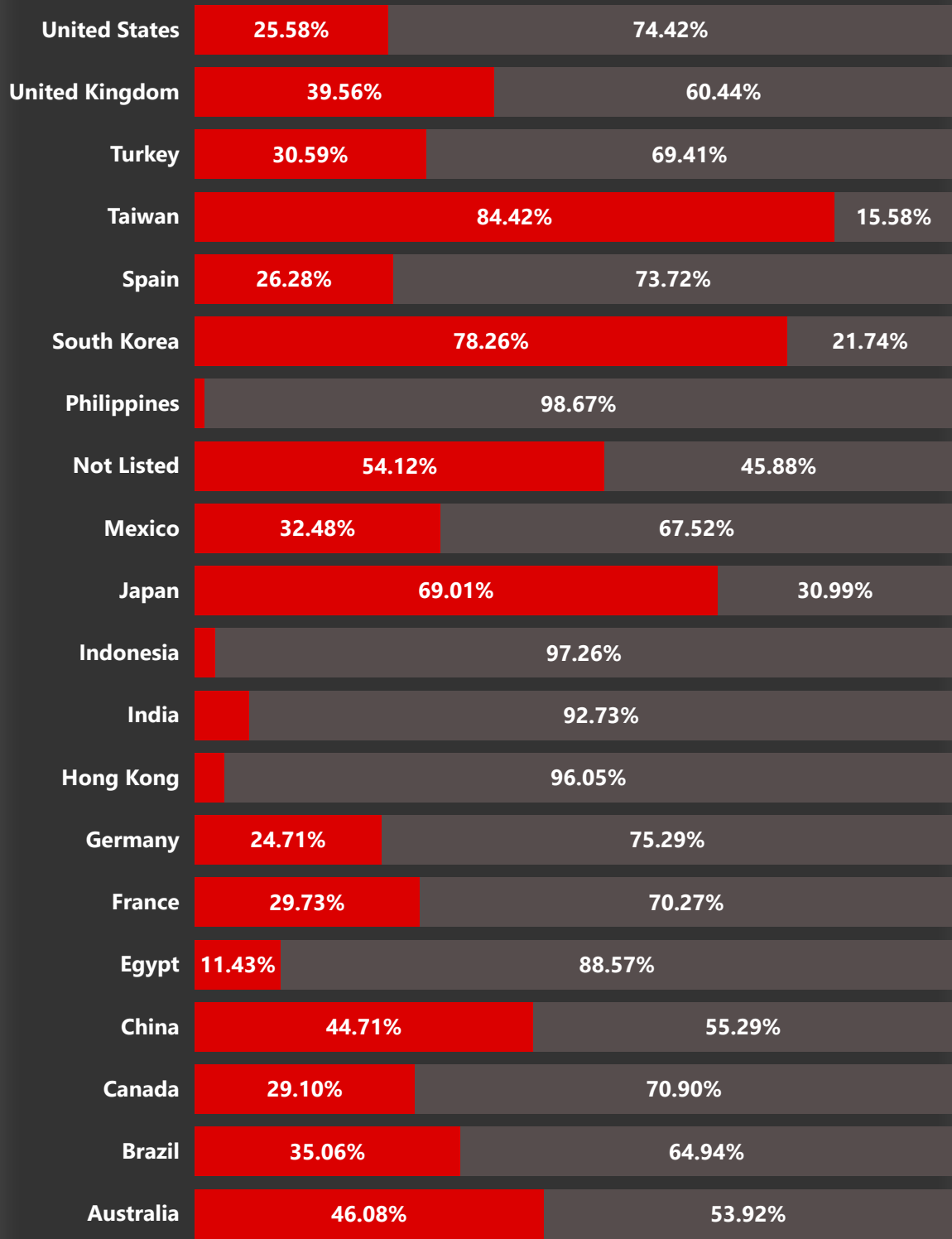
2017

2018

2019

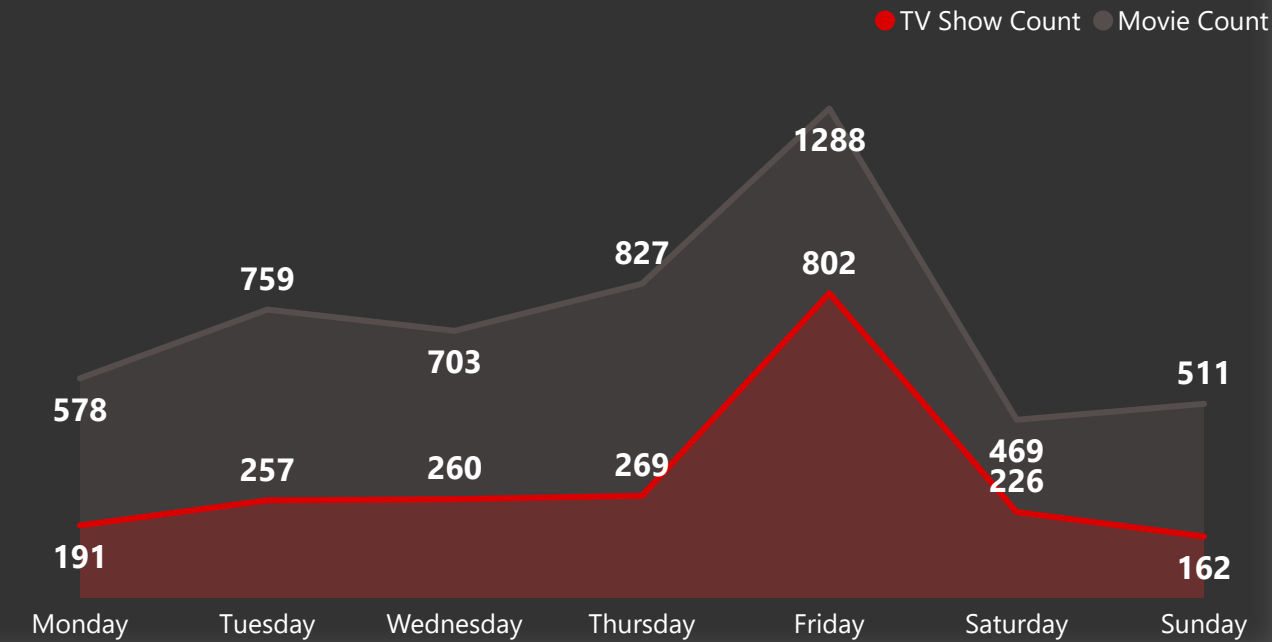
2020

Distribution of Movies & TV Shows for the Top 20 Countries

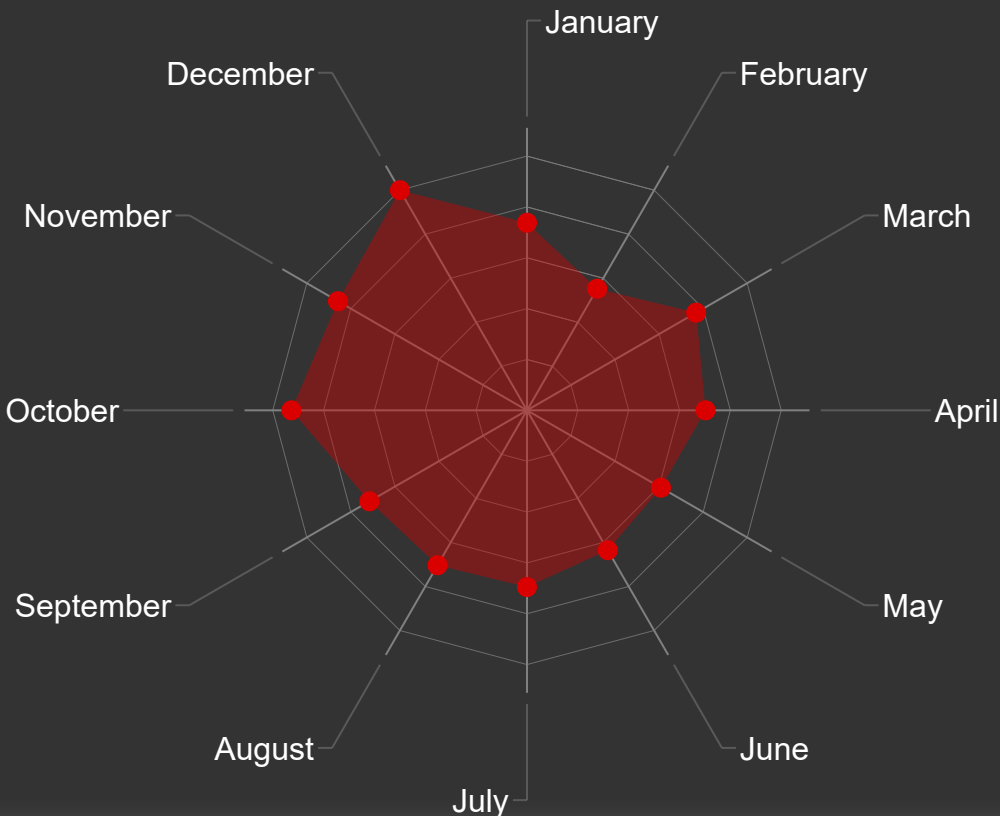


● TV Show Count ● Movie Count

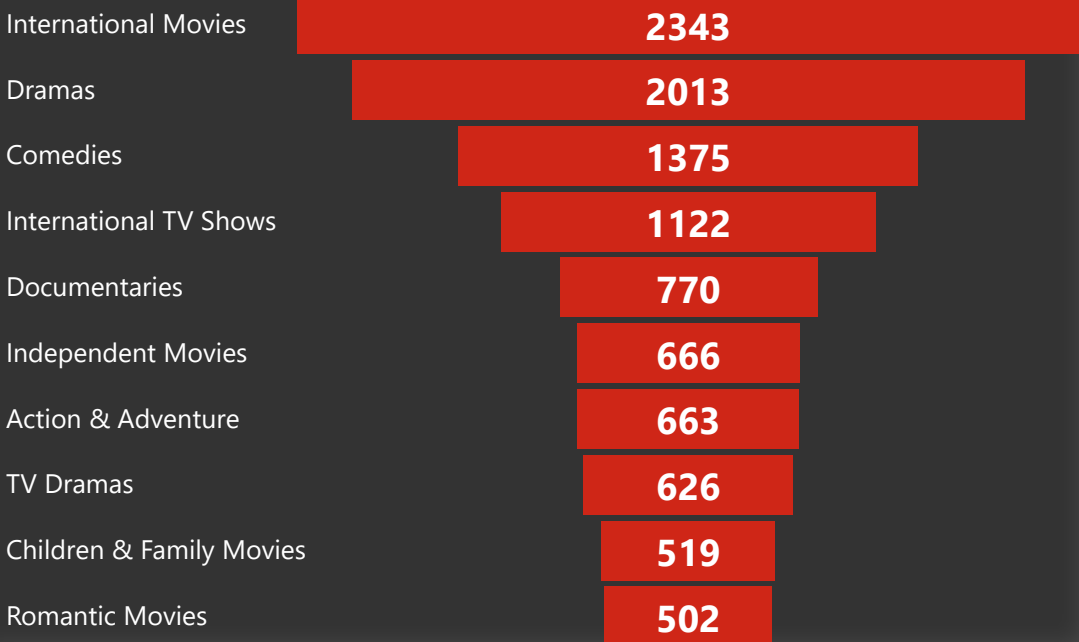
Releases by Day



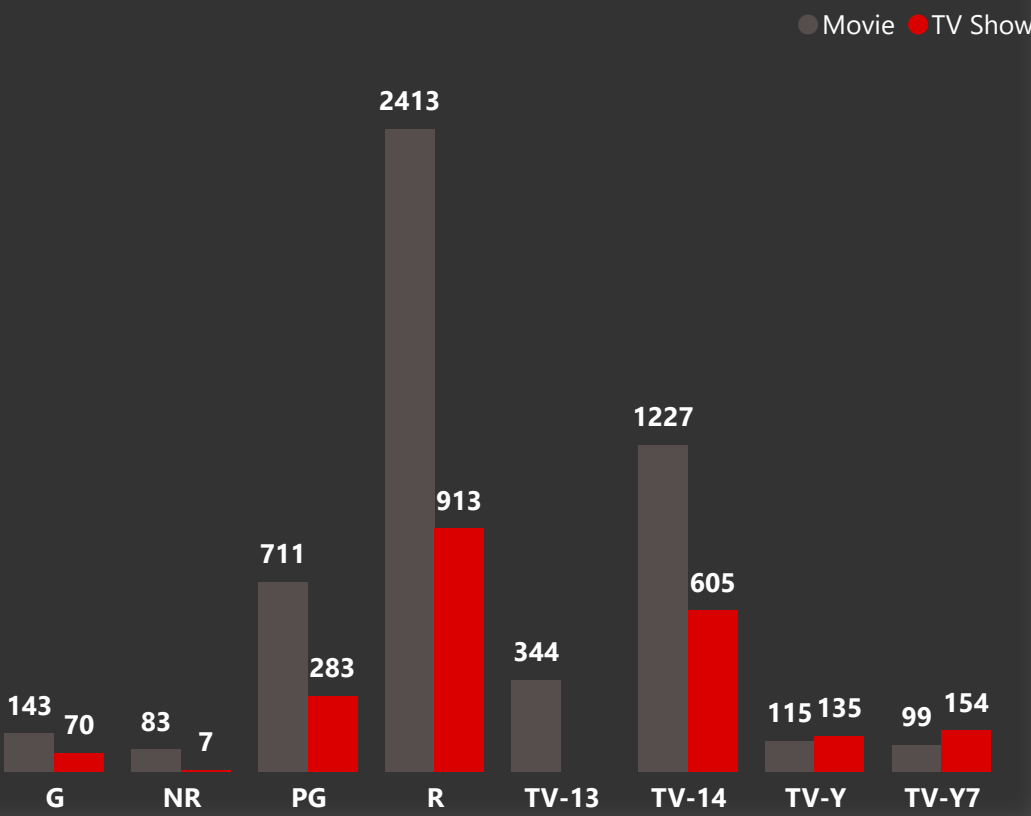
Releases by Month



Releases for the Top 10 Genres



Count by rating & type

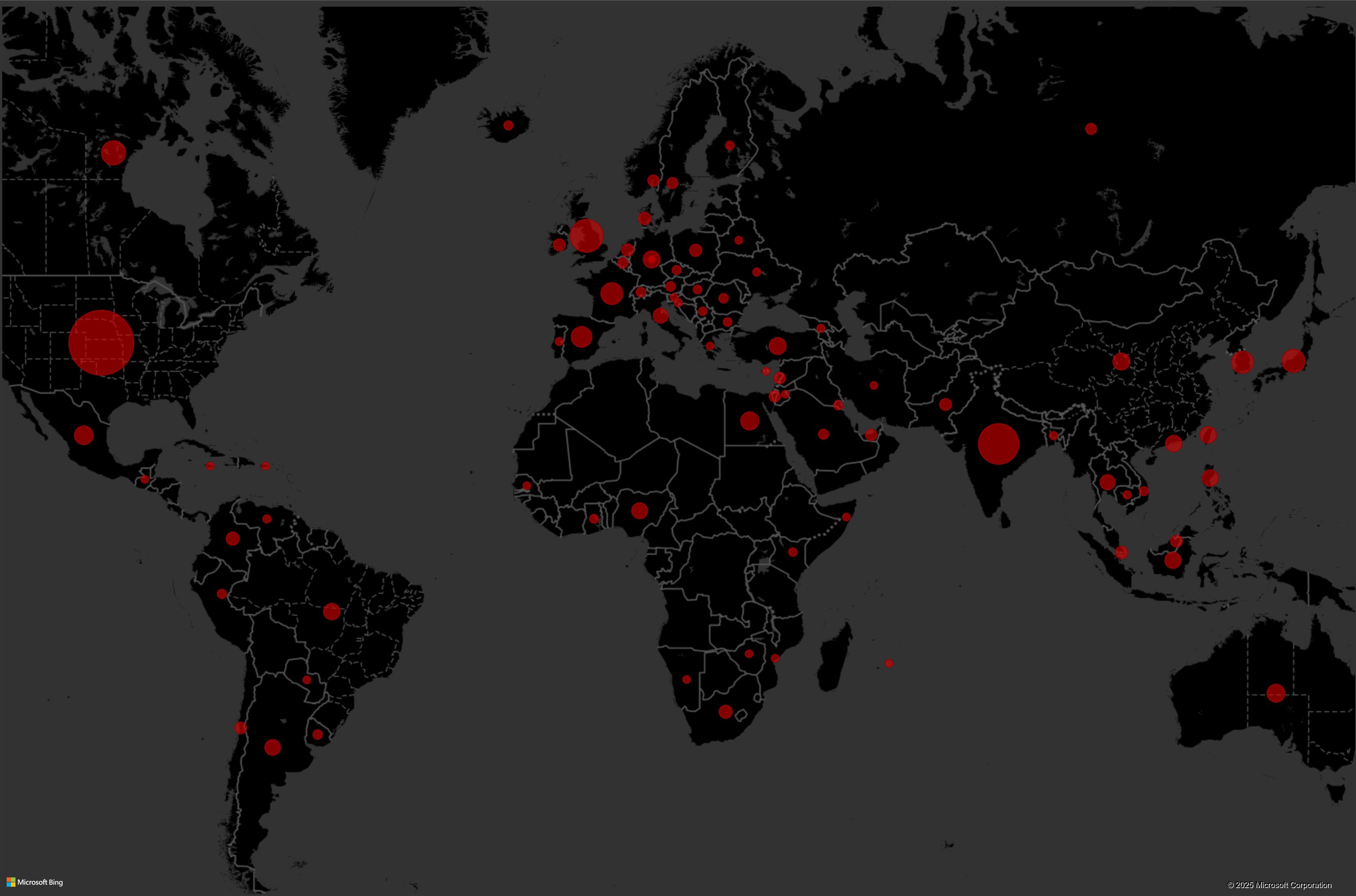


NETFLIX

2010-2020

2010	2011	2012
2013	2014	2015
2016	2017	2018
2019	2020	

January
February
March
April
May
June
July
August
September
October
November
December



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- > Movies make up 70.3% (5,135 titles) of the total content, compared to 29.7% (2,167 titles) for TV shows.
- > The content spans 42 different genres, with an average runtime of 69.58 minutes.
- > Friday has the highest number of releases (1,288 titles), followed by Tuesday (802) and Sunday (759), indicating a strategic release timing aimed at maximizing viewer engagement.
- > The United States leads in content volume, followed by India and the UK, accounting for about 36% of the entire world's content. Country-specific strategies vary significantly.
- > International Movies (2,343 titles), Dramas (2,013 titles), and Comedies (1,375 titles) are the top three genres, highlighting Netflix's global content acquisition strategy.