

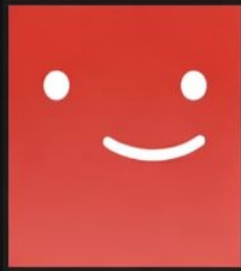
# PATRICK STARS STA199 PROJECT

A **NETFLIX** ORIGINAL SERIES

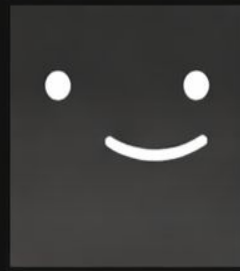
# Who's watching?



Sam



Skylar



Tomi



Ann



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MANAGE PROFILES

**N** SERIES

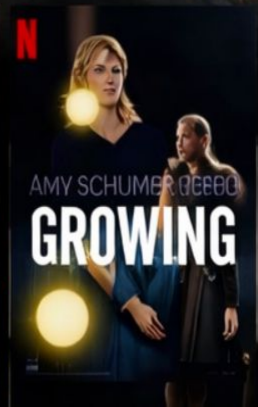
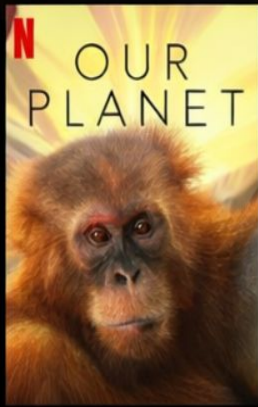
# WORLD ON DEMAND

Does a movie's global availability on Netflix lead to statistically higher viewership than movies not released globally, and how does the age of a film impact this relationship? We investigate...

 **Play**

**More Info**

## Trending Now



# SOURCE DISCLAIMER

THE DATA IN THIS PROJECT SAMPLES DATA FROM NETFLIX'S OFFICIAL ENGAGEMENT REPORTS, WHICH WERE DERIVED FROM NETFLIX MOVIE AND VIEWERSHIP DATA FROM LATE 2023 TO EARLY 2025 AND COMPILED BY THE TIDYTUESDAY PROJECT.

OUR PROJECT USES THE ABOUT 36,000 MOVIE TITLES OBSERVATIONS AND CORRESPONDING VARIABLES SUCH AS RELEASE DATE, VIEWERSHIP AND AVIBILITY TO INVESTIGATE WHETHER A MOVIE'S INTERNATIONAL AVAILABILITY AND WHICH COUNTRIES A MOVIE IS AVAILABLE IN CORRELATES WITH ITS VIEWERSHIP.

THE FINDINGS OF OUR INVESTIGATION WOULD BE IMPORTANT TO FILMMAKERS WHO SEEK HIGHER VIEWERSHIP FIGURES IN DECIDING WHERE THEIR FILMS SHOULD BE RELEASED AND POTENTIALLY SUBSEQUENT DECISIONS ABOUT THE MOVIES WHICH ALLOW IT FOR RELEASE AND UNDERSTANDING FROM INTERATIONAL AUDIENCES.

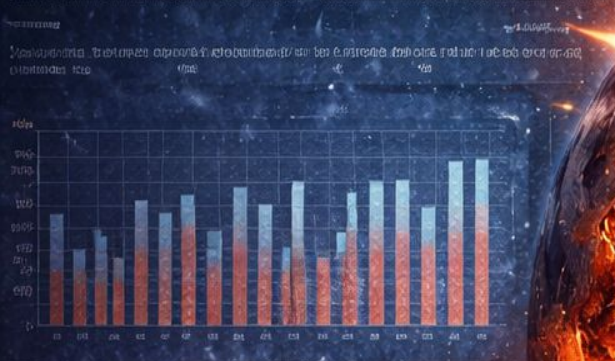
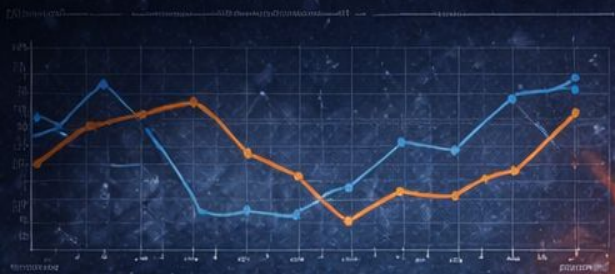
THE FOLLOWING **RESEARCH QUESTION** HAS BEEN APPROVED FOR  
**ALL AUDIENCES**  
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

DOES A MOVIE'S GLOBAL AVAILABILITY ON NETFLIX LEAD TO  
STATISTICALLY HIGHER VIEWERSHIP THAN MOVIES NOT RELEASED  
GLOBALLY, AND HOW DOES THE AGE OF A FILM IMPACT THIS RELATIONSHIP?

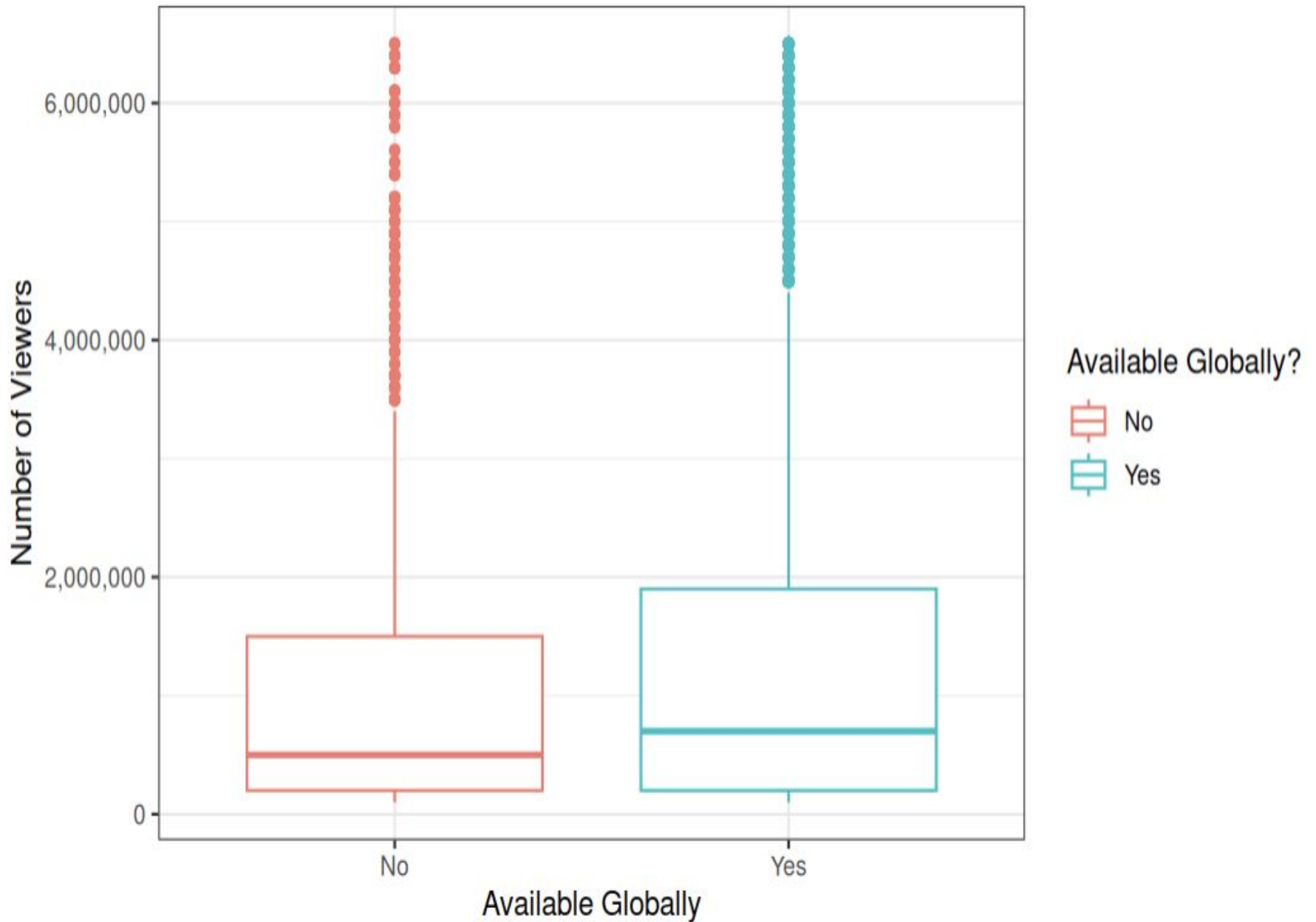
Dedicated to providing a better understanding of how the media people consume can vary in popularity and success based on international availability and examining global cultural trends for those involved in film distribution.



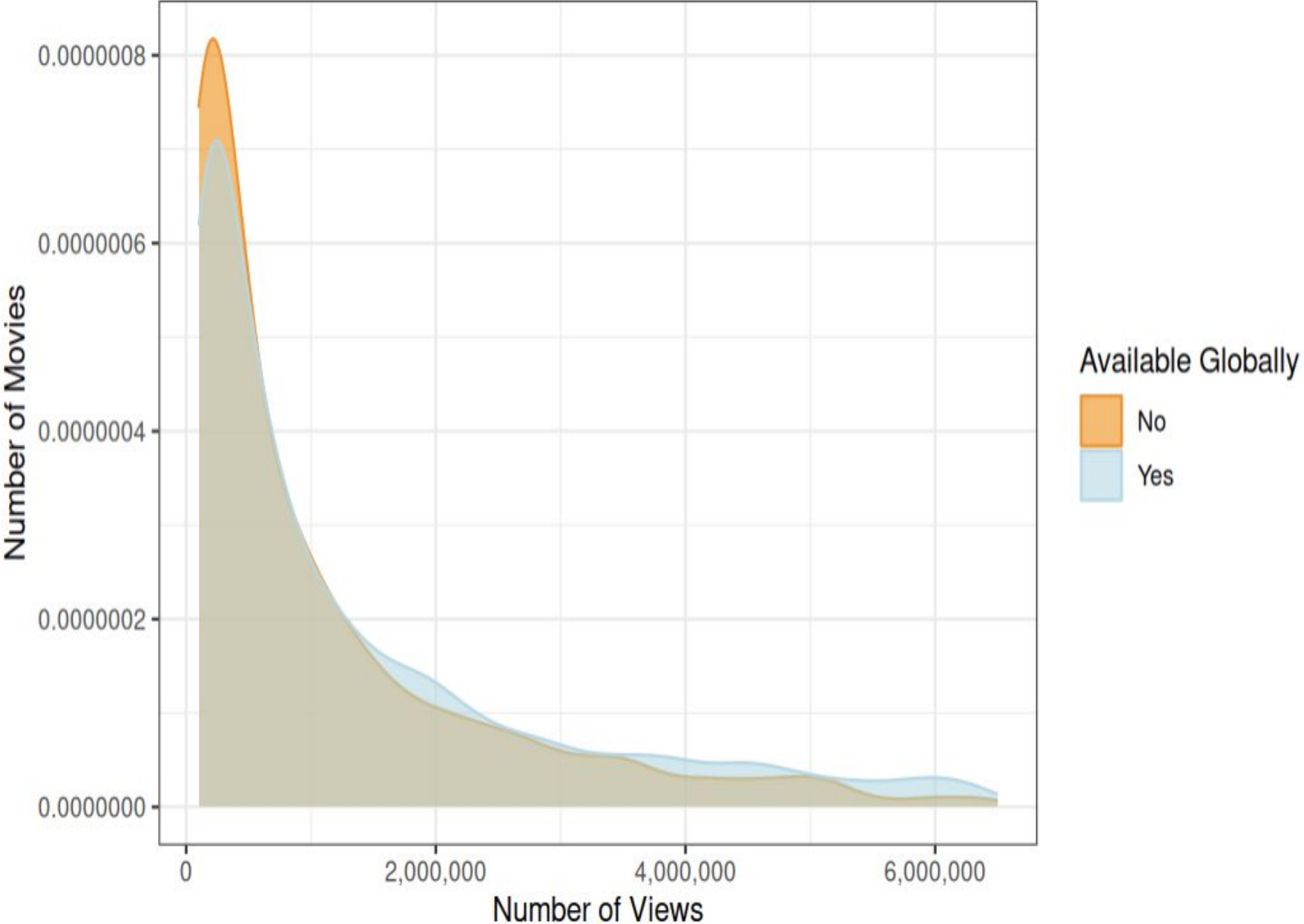
# WORLD ON DEMAND



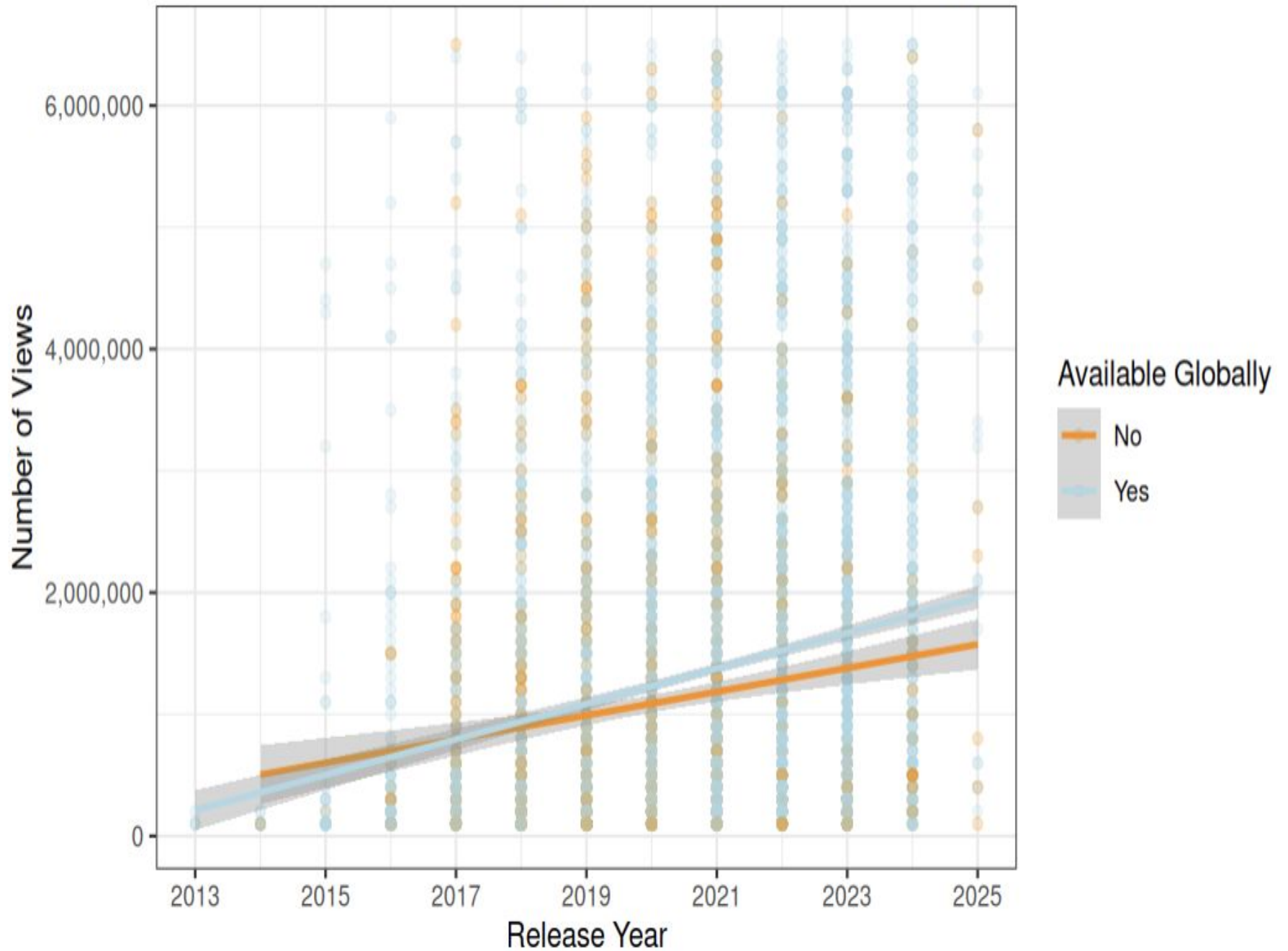
# Viewership Numbers of Global v.s. Locally Available Netflix Movies



# Distribution of Viewership by Global Availability



# Impact of Global Availability and Film Age on Viewership



# Analysis and Discussion

Movies released globally on Netflix tend to have higher viewership compared to those that are not.

For older movies, global availability does not provide much viewership advantage. However, for newer movies, global availability leads to substantially higher viewership, and the gap widens over time.

Even after filtering out data that was skewing results, our graphs still show a lot of outliers, suggesting that there is another reason for higher viewership than film age or global availability.

# Limitations

- Cannot make causal conclusions – viewership is influenced by many factors beyond global availability
  - Collect additional variables and use a multiple regression model
- Ambiguity in “global availability – the variable is treated as binary (Yes/No), but in reality, it could vary along a degree of availability across regions
  - Use a continuous or more detailed metric, such as: number of countries available or percentage of global Netflix markets
- Since the data is collected every 6 months and spans 2 years, the lack of specificity could have impacted our results for film age as we cannot be accurate to what day the film was added to Netflix.

## AI Disclosure:

Slides / images created using ChatGPT image generation. All text, graphs, and analysis are 100% our own.