BRANDING, PROMOTION, UX

Elena Neira
UOC
WORLD’S LEADER IN INTERNET TV

- Over 159 million subs.
- 190 countries.
- 1 billion hours streamed weekly.

Source: 3rd Q 2019. Letter to stakeholders Netflix.com
BIG DATA

• The content they offer.
• The way it is showcased.
• How the streaming works.
• Their global expansion.

Illustration by: David Galletly
Source: The Hollywood Reporter
THE USER, A GOLD MINE
NETFLIX BUSINESS MODEL

• No ads. Audiences are «irrelevant».
• Profit is based on subscriptions.
• Two business goals: gain and retain subscribers.
• Content needs to be efficient. Efficiency = hours within the app.
THE MORE WE BINGE THE BETTER
TRACKING USER BEHAVIOUR

Netflix tracks…

- Viewed or discarded content type.
- Playback features.
- Playback intensity.
- Rating given by the user.
- Device.
- Paths taken by the user within the app.
- Location, time and day.
- Technological state of content delivery.
The Netflix binge scale.

Members blow through Breaking Bad, Orange is the New Black, and The Walking Dead; are captivated by House of Cards, Narcos, and Bloodline.

SHOWS TO SAVOR
Thought-provoking / open to interpretation

SHOWS TO DEVOUR
Garner a reaction / elicit emotional response
WHAT IS BINGE RACING?

Binge Race (bin'j-rəs) v.
To speed through an entire season within 24 hours of its release and to be the first to finish.

8.4 MILLION BINGE RACERS WORLDWIDE
Speeding through an entire season just for the bragging rights.

BINGE RACING HAS GROWN MORE THAN 20X IN THE LAST 4 YEARS

TOP 10 MOST BINGE RACED SHOWS

- Gilmore Girls: A Year in the Life
- Fuller House
- Marvel's The Defenders
- The Seven Deadly Sins
- The Ranch
- Santa Clarita Diet
- Trailer Park Boys
- F Is for Family
- Orange Is the New Black
- Stranger Things

TOP 5 COUNTRIES FOR BINGE RACING

- Finland
- United States
- Canada
- Denmark
- Norway

NETFLIX
DO YOU KNOW WHEN YOU WERE HOOKED*? NETFLIX DOES

NETFLIX UNVEILS THE MOMENT FANDOM BEGINS FOR SOME OF TODAY'S MOST POPULAR SERIES

*The hooked episode was defined as the episode that, when viewed, resulted in a 70% or higher number recognition rate of the first season of each series. Hooked episodes had no relation to viewership numbers.

**Denotes shows where in one or more countries, the show was unavailable to watch on Netflix and therefore the average is comprised of data from less than 16 countries.

Note: shows are listed in alphabetical order.
NETFLIX
NETFLIXING IN PUBLIC
2 in 3 people are watching Netflix on-the-go.
BIG DATA MEETS METADATA

Netflix analyzes and tags every movie and TV show available. They use people trained to watch content and tag it with all kinds of metadata. This generates dozens of different attributes and content categories. The metadata, combined with millions of users viewing habits is a competitive advantage for Netflix.
Explore Hidden Categories On Netflix

Netflix has thousands of hidden categories but only a few of them are actually accessible from the website. This extension helps you unlock many of those hidden categories. (Many more categories will be added soon)

Features:
- Search hidden categories
- Add category to favorites for easy access
- Free and open source

Privacy:
- No extra permissions required to install
- No data is sent or received

Notificar uso inadecuado

Información adicional
Versión: 0.1.1
Última actualización: 27 de febrero de 2017
Tamaño: 179KiB
Idioma: English
MEET THE JUICERS...
THEY WATCH US...
LINKING USER WITH CONTENT, THE GREATEST CHALLENGE.

• A 90 second critical window...
• Personal rows of content each time a user logs in.
• 2/3 hours of content are discovered here.
ALGORITHMS!!

- Personal Video Ranker:
- Top N Video Ranker
- Trending Now
- Continue Watching Ranker
- Video-video similarity
BYE BYE STARS... HELLO THUMBS!!
A NEW AUDIENCE PROTOTYPE

• No more demographics.
• Over 1,400 taste communities.
• Global niches.

Who's watching?

Guy who pays for the account  Parasite 1  Parasite 2  Parasite 3  Kids
La casa de papel por capítulos
(mayo-noviembre 2017)

Figura 1. Audiencia y share de La casa de papel por capítulos durante su emisión en Antena 3 desde mayo de 2017 hasta noviembre de 2017 (Elaboración propia. Fuente: Fórmula TV, 2017a)
### Average Demand

#### Demand Expressions per capita (DEX/c)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brazil</td>
<td>15.57</td>
</tr>
<tr>
<td>2</td>
<td>France</td>
<td>11.67</td>
</tr>
<tr>
<td>3</td>
<td>Spain</td>
<td>10.54</td>
</tr>
<tr>
<td>4</td>
<td>Argentina</td>
<td>10.44</td>
</tr>
<tr>
<td>5</td>
<td>Turkey</td>
<td>9.39</td>
</tr>
<tr>
<td>6</td>
<td>Mexico</td>
<td>8.15</td>
</tr>
<tr>
<td>7</td>
<td>Italy</td>
<td>7.87</td>
</tr>
<tr>
<td>8</td>
<td>United States</td>
<td>7.45</td>
</tr>
<tr>
<td>9</td>
<td>Chile</td>
<td>7.34</td>
</tr>
<tr>
<td>10</td>
<td>Colombia</td>
<td>7.28</td>
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<tr>
<td>11</td>
<td>Germany</td>
<td>6.86</td>
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<tr>
<td>12</td>
<td>Portugal</td>
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<tr>
<td>13</td>
<td>Belgium</td>
<td>5.75</td>
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<tr>
<td>14</td>
<td>Ecuador</td>
<td>5.64</td>
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<td>15</td>
<td>Uruguay</td>
<td>3.83</td>
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<tr>
<td>16</td>
<td>Saudi Arabia</td>
<td>3.82</td>
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</tbody>
</table>

*Demand for your subscription shows worldwide*
<table>
<thead>
<tr>
<th>Rank</th>
<th>Series</th>
<th>Platform</th>
<th>Share of Streams</th>
<th>Episodes per Viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>La Casa de Papel</td>
<td>Netflix</td>
<td>4.05%</td>
<td>5.11</td>
</tr>
<tr>
<td>2</td>
<td>Friends</td>
<td>NBC</td>
<td>2.54%</td>
<td>10.94</td>
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<tr>
<td>3</td>
<td>Grey’s Anatomy</td>
<td>ABC</td>
<td>1.93%</td>
<td>4.92</td>
</tr>
<tr>
<td>4</td>
<td>Everything Sucks!</td>
<td>Netflix</td>
<td>1.87%</td>
<td>5.63</td>
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<tr>
<td>5</td>
<td>Riverdale</td>
<td>CW</td>
<td>1.79%</td>
<td>3.55</td>
</tr>
<tr>
<td>6</td>
<td>Altered Carbon</td>
<td>Netflix</td>
<td>1.24%</td>
<td>3.64</td>
</tr>
<tr>
<td>7</td>
<td>The Big Bang Theory</td>
<td>CBS</td>
<td>1.24%</td>
<td>5.52</td>
</tr>
<tr>
<td>8</td>
<td>How to Get Away with Murder</td>
<td>ABC</td>
<td>1.13%</td>
<td>3.75</td>
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<tr>
<td>9</td>
<td>Pretty Little Liars</td>
<td>Freeform</td>
<td>1.03%</td>
<td>8.30</td>
</tr>
<tr>
<td>10</td>
<td>Black Mirror</td>
<td>Netflix</td>
<td>0.92%</td>
<td>2.89</td>
</tr>
</tbody>
</table>
‘La casa de papel’, la serie de habla no inglesa más vista en la historia de Netflix

‘Altered Carbon’, ‘Jessica Jones’ o ‘Santa Clarita Diet’, otros de los éxitos de la plataforma en 2018
GIVE THE VIEWERS WHAT THEY WANT

What are you looking at?

Circles of Proven Success

Netflix determined that the overlap of these three areas would make “House of Cards” a successful entry into original programming.

David Fincher
DIRECTOR

House of Cards
BRITAIN

House of Cards
U.S.

Kevin Spacey
ACTOR

THE NEW YORK TIMES
PROMOTION

• Netflix educates viewers about new programs and encourages them to watch is through its social media and brand content strategy.

• At the forefront of the pop-culture conversation: they use their social platforms with the personality of a meme-happy fan who lives for TV and movies (rather than being stunt-driven, deadpan, or, worse, mocking the very audience it seeks).

• When what Netflix delivers on social feels genuine, the difference in engagement is stark.
Paquita Salas

92% Match 2016 16 1 Season

One of Spain's best talent agents in the '90s, Paquita now finds herself searching desperately for new stars after suddenly losing her biggest client.

Starring: Brays Efe, Belén Cuesta, Lidia San José, Álex de Lucas, Mariona Terés
Creators: Javier Ambrossi, Javier Calvo
Genres: TV Shows, Spanish TV Shows, TV Comedies

This parody documentary series won three 2017 Feroz Awards: Best Comedy Series, Best Actor and Best Supporting Actress.
Thank you!

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