NETFLIX

BRANDING, PROMOTION, 'UX

Elena Neira
UOC

WORLD´S LEADER INTERNET TV

- Over **159 million subs**.

- **190 countries**.

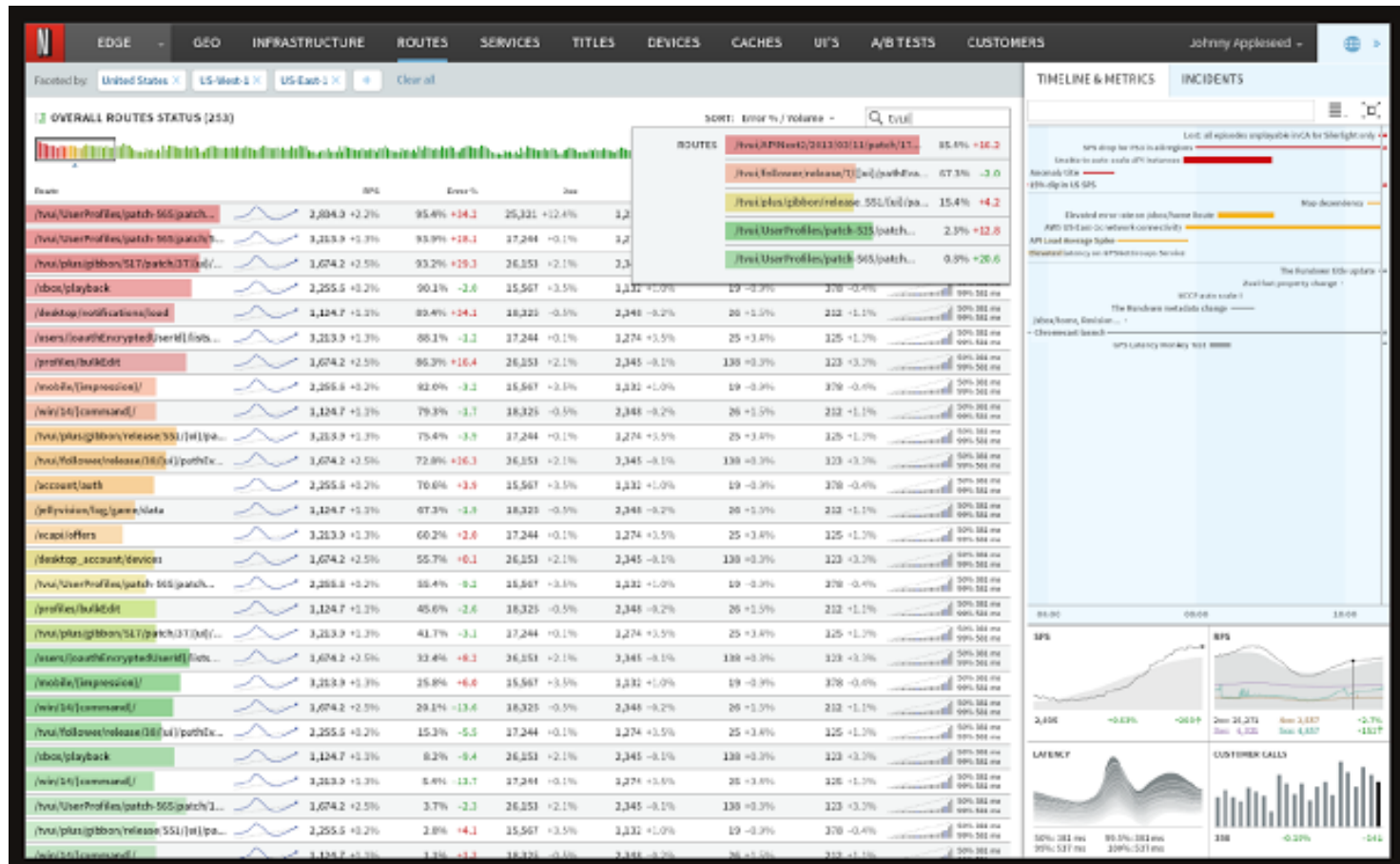- **1 billion hours streamed weekly**.

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 subscriptons.

- Two business goals: gain and retain subscribers.

- Content needs to be efficient. Efficency = 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.

IRREVERENT COMEDIES — BoJack Horseman
POLITICAL DRAMAS — House of Cards
HISTORICAL DRAMAS — Narcos
SUPERHERO DRAMAS — Marvel's Daredevil
CRIME DRAMAS — Bloodline
DRAMATIC COMEDIES — Orange is the New Black
ACTION & ADVENTURE — Marco Polo
SCI-FI — Sense8
HORROR — Hemlock Grove
THRILLERS — The Fall

< 2 hrs   **2+ hrs**

SHOWS TO **SAVOR**
Thought-provoking / open to interpretation

SHOWS TO **DEVOUR**
Garner a reaction / elicit emotional response

NETFLIX

WHAT IS BINGE RACING?

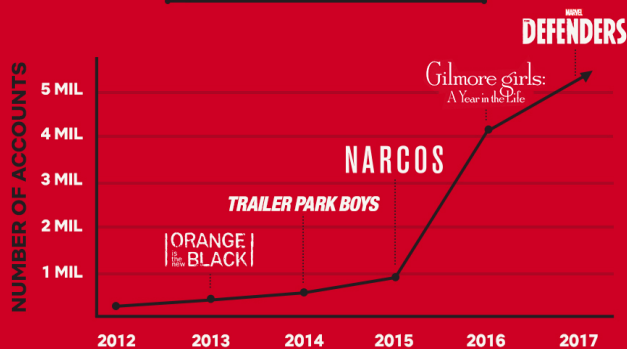## Binge Race (binj´rās) v.

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

DEFENDERS

Gilmore girls: A Year in the Life

NARCOS

TRAILER PARK BOYS

ORANGE is the new BLACK

NUMBER OF ACCOUNTS

5 MIL
4 MIL
3 MIL
2 MIL
1 MIL

2012   2013   2014   2015   2016   2017

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

| 4 | 2 | 1 | 3 | 5 |
| 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

EPISODES: 14 13 12 11 10 9 8 7 6 5 4 3 2 1

BATES MOTEL** | BETTER CALL SAUL** | Breaking Bad** | DAREDEVIL | Grace and Frankie | HOUSE of CARDS** | how i met your mother** | MADMEN | ORANGE is the new BLACK** | Pretty Little Liars** | BLACKLIST | UNBREAKABLE KIMMY SCHMIDT

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

**Denotes shows where for 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.

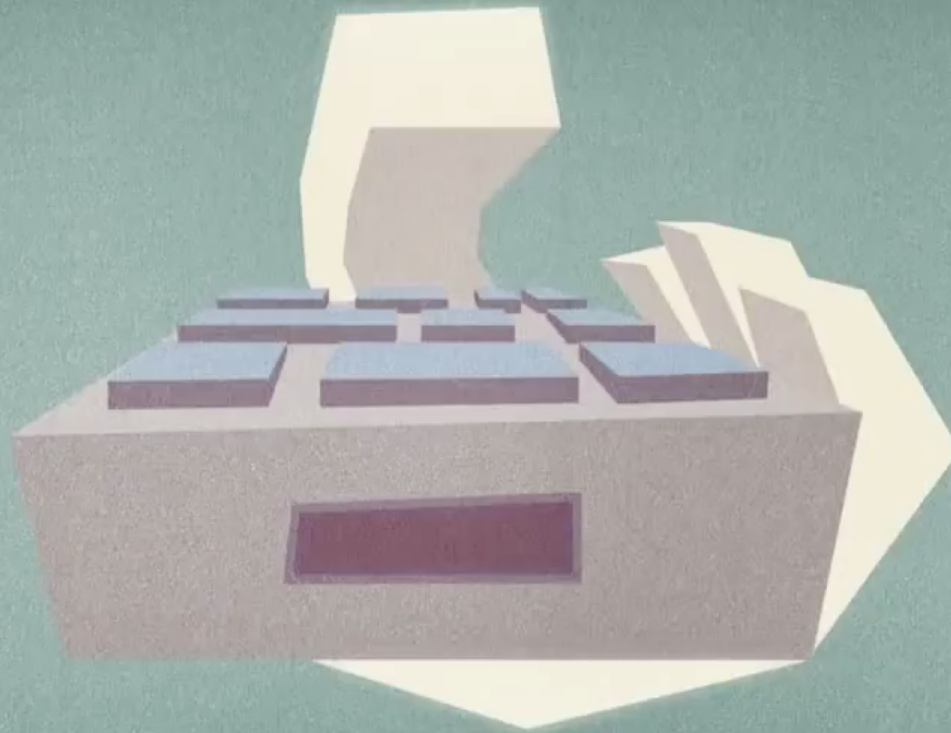Note: Shows are listed in alphabetical order.
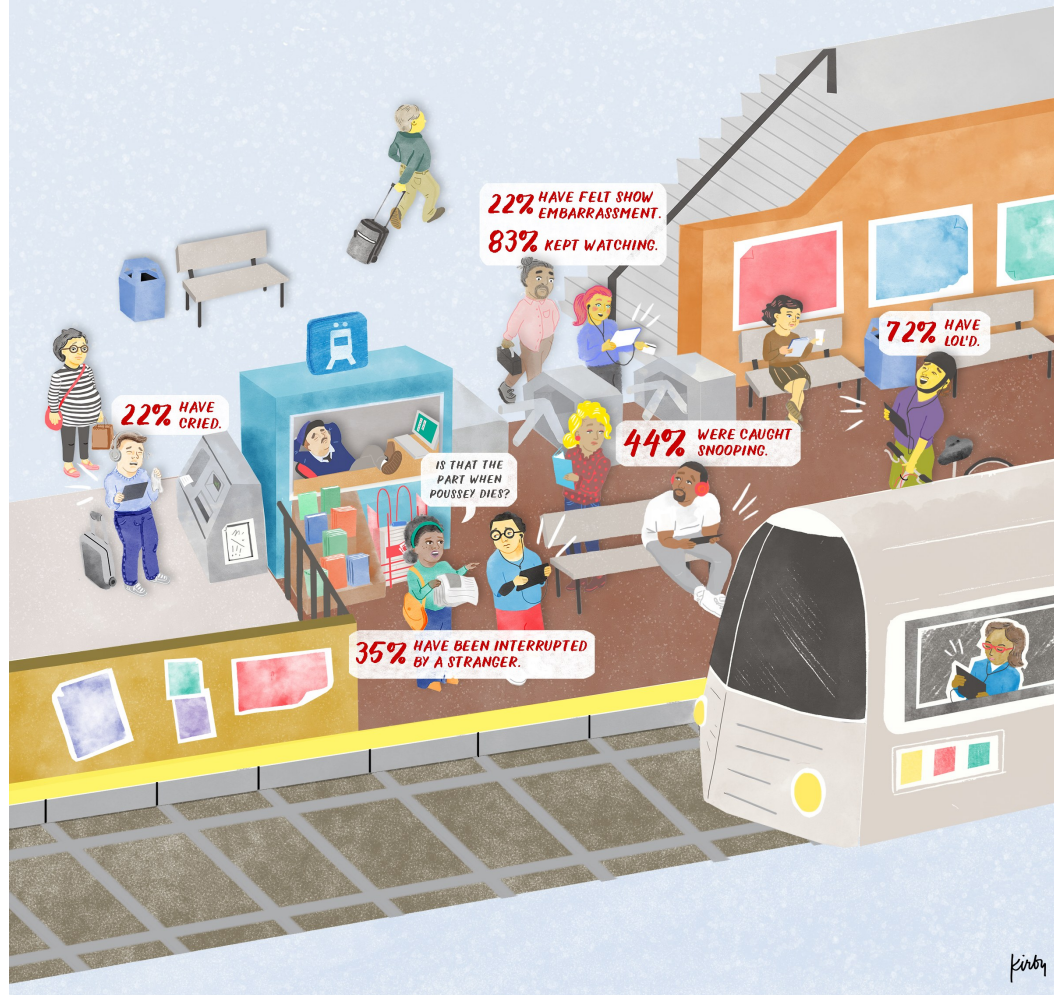
BIG DATA MEETS METADATA

Netflix Categories

ofrecido por Parishod.com

★★★★½ (137) | Diversión | 165.173 usuarios
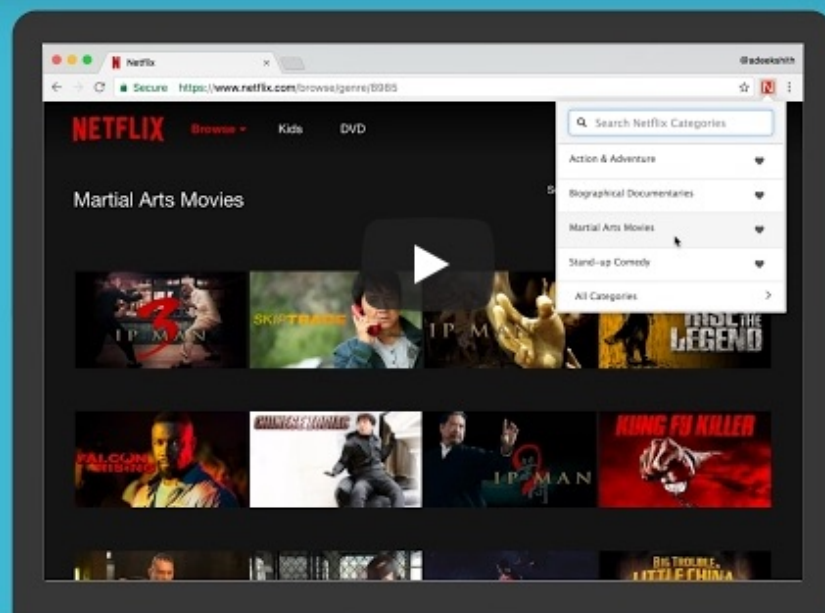
DESCRIPCIÓN GENERAL | OPINIONES | AYUDA | RELACIONADOS

○ ○ ●

Introducing Netflix Categories Chrome Extension

Explore Hidden Netflix Categories

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

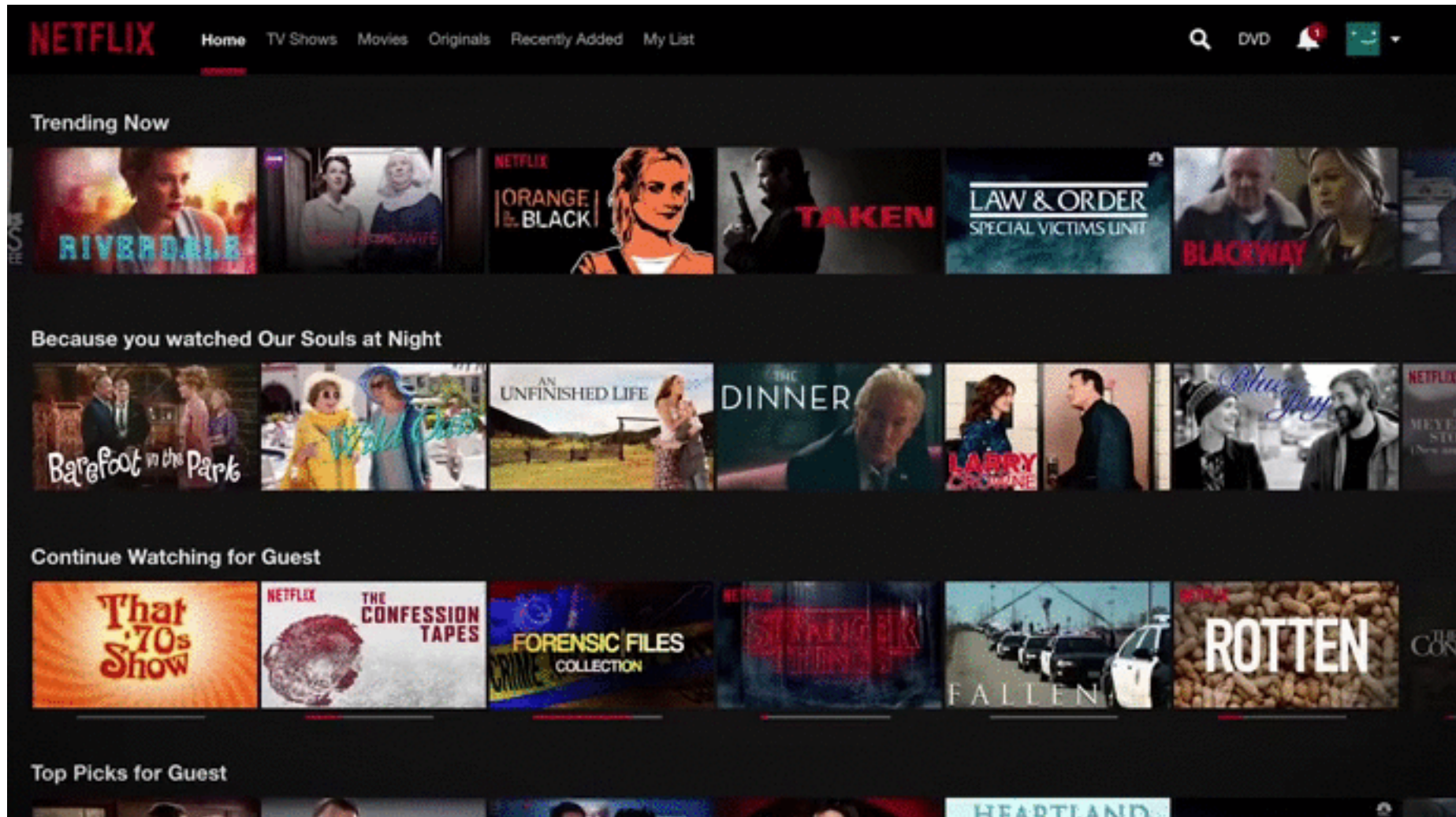Versión: **0.1.1**

Última actualización: **27 de febrero de 2017**

Tamaño: **179KiB**

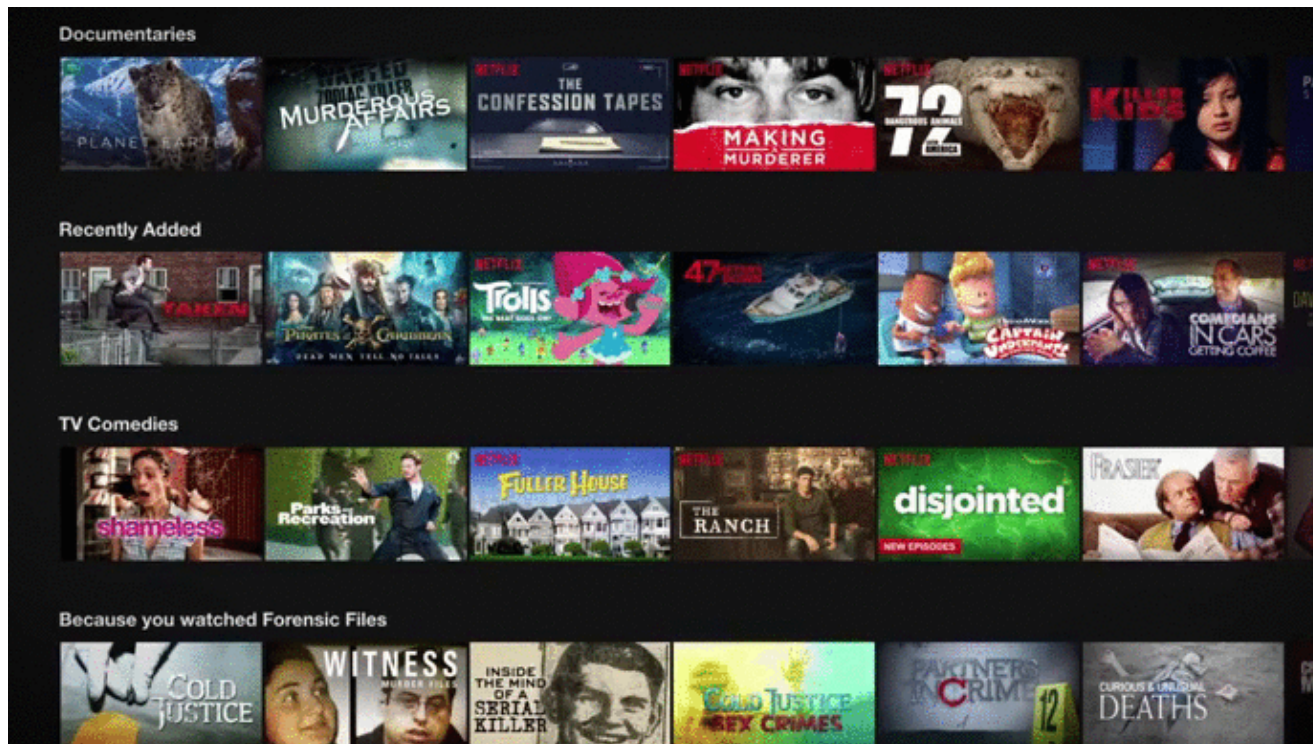Idioma: **English**

RELACIONADOS

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.
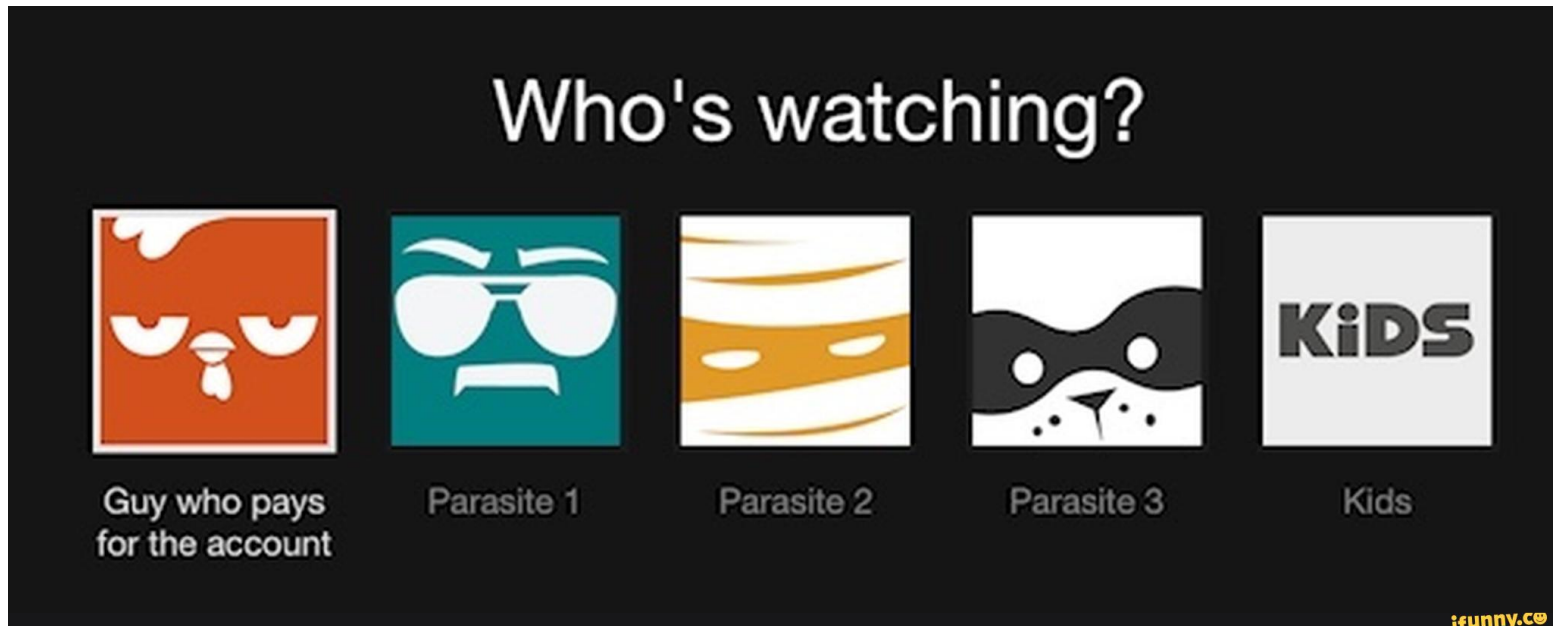
- 2/3 hours of content are discovered here.

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 comunnities.
- Global niches.

La casa de papel por capítulos

(mayo-noviembre 2017)

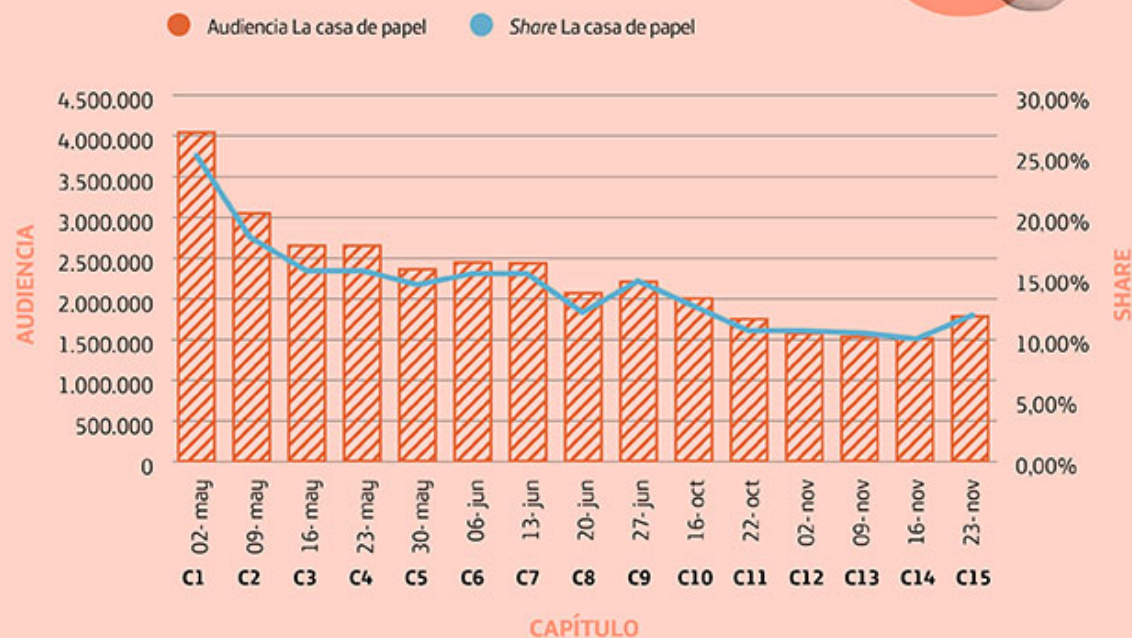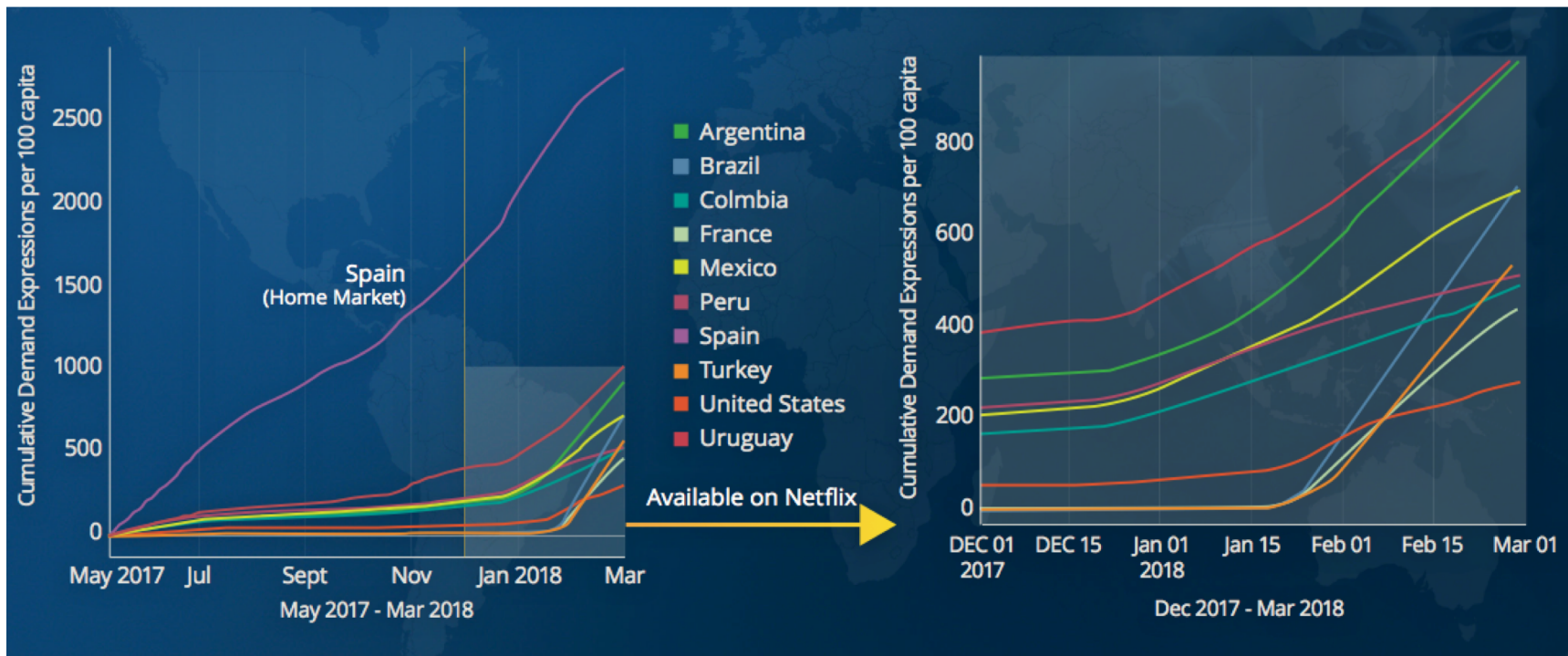Audiencia La casa de papel   Share La casa de papel

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)

Cumulative Demand Expressions per 100 capita

Spain (Home Market)

May 2017 – Mar 2018

Available on Netflix

Argentina
Brazil
Colmbia
France
Mexico
Peru
Spain
Turkey
United States
Uruguay

Cumulative Demand Expressions per 100 capita

Dec 2017 – Mar 2018

30 Shows (filtered applied)
Sorted by Average Demand worldwide

1. La Casa De Papel
2. Vis A Vis
3. El Barco
4. Merlí
5. Cable Girls
6. El Ministerio Del Tiempo
7. Gran Hotel
8. La Que Se Avecina
9. Velvet
0. La Peste
1. Masterchef: Es

Average Demand ↓↑
Demand Expressions per capita (DEX/c)

#	Country	DEX/c
1	🇧🇷 Brazil	15.57
2	🇫🇷 France	11.67
3	🇪🇸 Spain	10.54
4	🇦🇷 Argentina	10.44
5	🇹🇷 Turkey	9.39
6	🇲🇽 Mexico	8.15
7	🇮🇹 Italy	7.87
8	🇺🇸 United States	7.45
9	🇨🇱 Chile	7.34
10	🇨🇴 Colombia	7.28
11	🇩🇪 Germany	6.86
12	🇵🇹 Portugal	6.18
13	🇧🇪 Belgium	5.75
14	🇪🇨 Ecuador	5.64
15	🇺🇾 Uruguay	3.83
16	🇸🇦 Saudi Arabia	3.82

WORLDWIDE ⬤ SUBSCRIPTION MARKETS

Apr 2018 (Apr)

La Casa De Papel
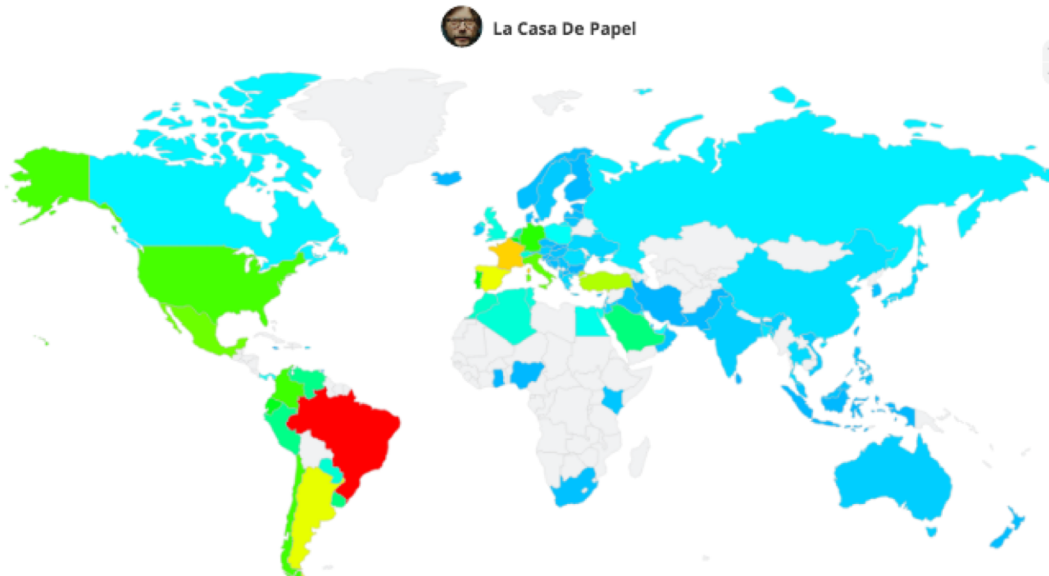
Demand for you subscription shows worldwide

LESS DEMAND   MORE DEMAND

Every week, millions of viewers around the world use TV Time to track the shows they're watching. TV Time uses this data to determine the Most Binged shows of the week.

1
Last Week: 1

La Casa de Papel
NETFLIX
Share of Streams: **4.05%**
5.11 episodes per viewer

2
Last Week: 4

Friends | NBC
Share of Streams: **2.14%**
10.94 episodes per viewer

3
Last Week: 3

Grey's Anatomy | abc
Share of Streams: **1.93%**
4.92 episodes per viewer

4
Last Week: 8

Everything Sucks! | NETFLIX
Share of Streams: **1.87%**
5.63 episodes per viewer

5
Last Week: 2

Riverdale | CW
Share of Streams: **1.79%**
3.55 episodes per viewer

6
Last Week: 5

Altered Carbon | NETFLIX
Share of Streams: **1.24%**
3.64 episodes per viewer

7
Last Week: 7

The Big Bang Theory | CBS
Share of Streams: **1.24%**
5.52 episodes per viewer

8
Last Week: 6

How to Get Away with Murder | abc
Share of Streams: **1.13%**
3.75 episodes per viewer

NEW
9
Last Week: —

Pretty Little Liars | FREEFORM
Share of Streams: **1.03%**
8.30 episodes per viewer

NEW
10
Last Week: —

Black Mirror | NETFLIX
Share of Streams: **0.92%**
2.89 episodes per viewer

Busca tu serie

MONEY HEIST ›

'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
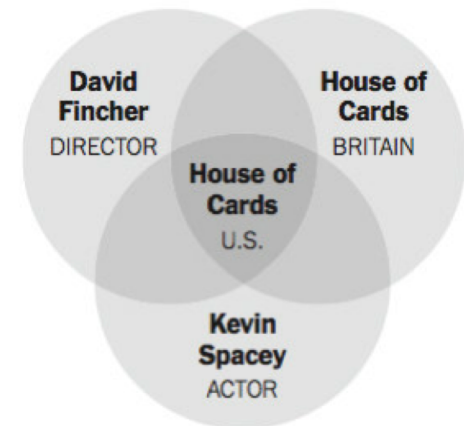
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Los protagonistas de 'La casa de papel'.

GIVE THE VIEWERS WHAT THEY WANT

COMING-OF-AGE TALES

SHAMELESS
GRACE & FRANKIE
LOVE
13 REASONS WHY

MARVEL'S IRON FIST

ANTI-HEROES AND MORAL AMBIGUITY

BREAKING BAD
DEXTER
HOUSE OF CARDS
NARCOS

MARVEL'S DAREDEVIL

MARVEL'S JESSICA JONES

MARVEL'S LUKE CAGE

SHARP HUMOR AND DARK CRIME

FRIENDS
MASTER OF NONE
ORANGE IS THE NEW BLACK
MAKING A MURDERER

DANGEROUS WORLDS AND COMPLEX CONSEQUENCES

AMANDA KNOX
BLACK MIRROR
STRANGER THINGS
THE WALKING DEAD

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.

⊕ **MY LIST**   👍 👎

OVERVIEW   EPISODES   MORE LIKE THIS   DETAILS

Thank you!

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