

Basic facts and figures:

Netflix has 167 subscribers worldwide as of 2019.

23% of Netflix users stream on daily basis.

57% of the people state their main reason for subscribing to be original content.

81% of the subscribers use the service on a TV set

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80% of the watch choices come from their personal recommendation engine

A 2016 study by Reelgood and Learndipity Data Insights showed that the average Netflix subscriber spends 18 minutes deciding what to watch, twice as long as the traditional TV channel surfer.

About a total of 9.45 Billion hour. The study done to conclude this:
(<https://askwonder.com/research/time-wasted-worldwide-people-looking-movies-watch-netflix-annually-914sd364g>)

<https://www.broadbandsearch.net/blog/fascinating-facts-statistics-netflix>
<https://muchneeded.com/netflix-statistics/>
<https://www.broadbandsearch.net/blog/fascinating-facts-statistics-netflix>

The 'paradox of choice' on Netflix: Problems and Currently Available Solutions

There are external apps available in the market that help the users decide what to watch: Flixible, Just Watch, Decider, Fan TV app, Rotten Apples, Streamline. These tools ask for the subscription services you are subscribed to, help gauge your interests using filters, and provide with a list of options for you to watch and its availability on specific platforms.

On most of these forums the shows are sortable by Imdb, RT and Netflix scores. Also, filterable based on genre, cast, directors, etc.

I came across an interesting article on Quora that spoke about - **Why doesn't Netflix offer "advanced search" on their site?** (2011) Highlighting a few aspects from the answers given by a few users and a few people working at Netflix:

1. Netflix ex-employee: "The reality was that "advanced search" was tested, and if it had proven useful by advancement of a proxy metric that measured how easy it was to "find movies members will love" (the search metric was MRR) we likely would have implemented it. But it wasn't useful, and thus wasn't implemented."

2. User: "Not having advanced search is like not buying insurance for your business. You may not need it all the time but you'll be glad it's there when you do. There are elegant ways of hiding advanced features to the common masses using jQuery and animated elements, and the power users who are usually your strongest advocates will remain content."

https://www.huffpost.com/entry/netflix-sites-apps-search_n_5a68f2dae4b0e56300760a62
<https://www.quora.com/Why-doesnt-Netflix-offer-%E2%80%9Cadvanced-search-on-their-site>

NETFLIX: Add a feature | COMPETITOR ANALYSIS

Founding Year:	1997	2006	2015	2007
Estimated Subscribers	60 Million in the US (2020)	40 Million in the US (2019)	5 million in the US (2018)	30 Million in US (2020)
Subscription Model	Basic plan \$8.99/month	Single plan costs \$12.99/month or \$119/year.	\$14.99/month	Basic plan \$5.99/month
Strengths	<ul style="list-style-type: none"> Uses clever algorithms to tailor its content to you, recommending shows and movies you might like based on your past viewing habits Intuitive user interface, which makes it easy to navigate shows and films you've saved to your 'list', as well as making it easy to search by genre, director, actor and more Can download content for offline viewing Leading the market with a large number of international shows 	<ul style="list-style-type: none"> The service is already included for all the prime members Can download content for offline viewing Larger content as compared to Netflix Offers a ridiculous amount of add-on channels, including HBO, Showtime, Star, Cinemax, CBS All Access, and Shudder 	<ul style="list-style-type: none"> Fairly new subscription extension of the brand HBO that carried forward the brand value created by HBO High quality content with popular shows More emphasis on documentaries 	<ul style="list-style-type: none"> Leading the market with a large number of popular throwback and reality shows Option to subscribe to plan that includes 60 TV shows Has an interface with the ability to switch to night mode
Weakness	<ul style="list-style-type: none"> No filtering options. Users spend on an average 18% time to decide the content to view. User rely on external platform like 'Just watch', 'flexible', 'decider', etc. to filter and decide based on recommendations. 	<ul style="list-style-type: none"> Navigation still isn't quite as seamless as it is in Netflix. The easiest way to find something to watch on Amazon is already knowing what you want to watch and searching for it. Less highly rated movies than Netflix, despite the large library. The font isn't as easy to read as Netflix. Feels too squished. Doesn't have an algorithm in the same way as Hulu and Netflix 	<ul style="list-style-type: none"> Very limited amount of content Users rely on recommendations/trending shows to subscribe to this streaming service 	<ul style="list-style-type: none"> Higher fees for an ad free streaming Fairly new to the market with not a very robust content variety The lists spotlighted on the homepage are actually decent ways to find new content to watch, but not as personalized as it could or should be.