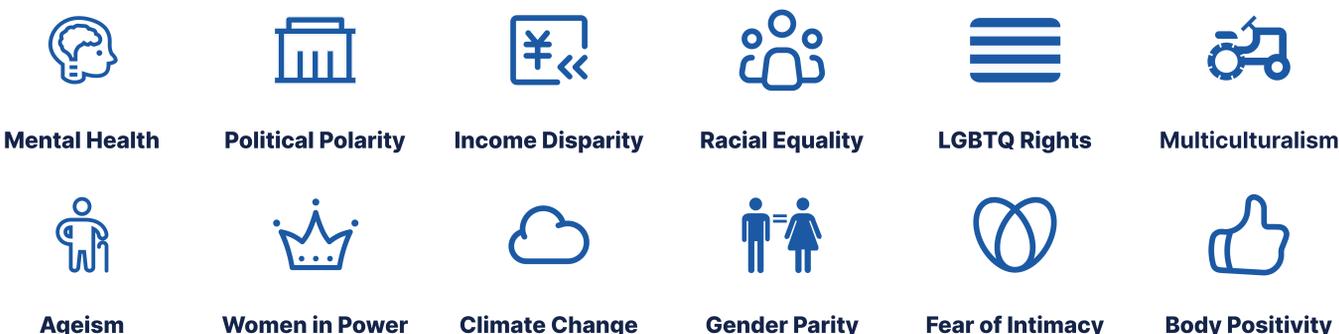# LATENTVIEW
Actionable Insights • Accurate Decisions

BETTER CONTENT CATALOGING CAN DRIVE ACQUISITION AND RETENTION OF SUBSCRIBERS
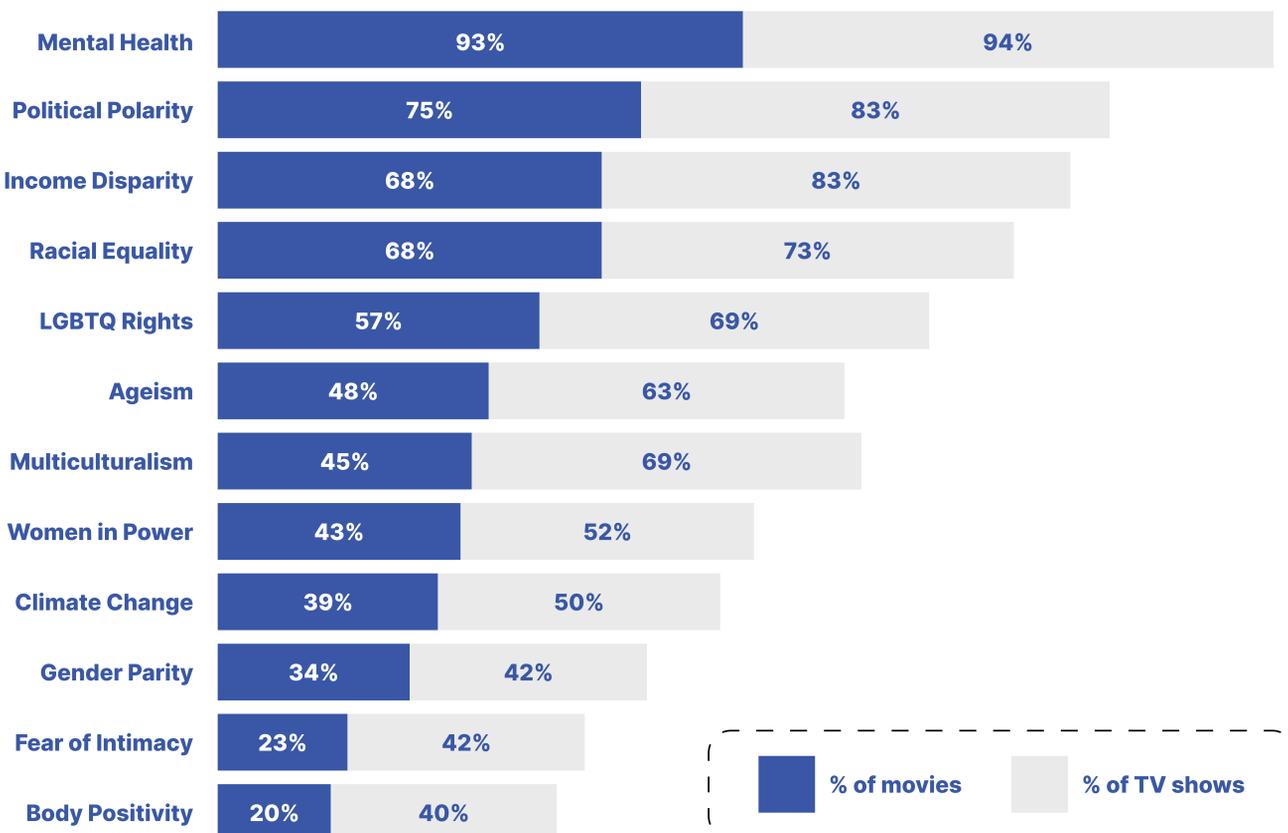
Timeframe for the Research: Q2 2021

We obtained top performing Movies/TV Shows (Total of 44 Movies and 48 Shows) from IMDb and Rotten Tomatoes and **mapped it to broad social themes** discussed during our period of research. By doing so, we identified new ways of cataloguing the content **(using external data)** in SVOD platforms thereby enabling easier content discovery and sharper recommendations to subscribers
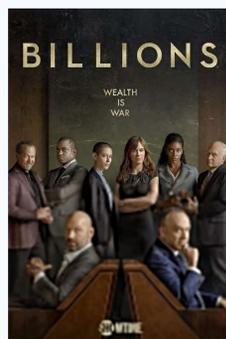
OUR FINDINGS
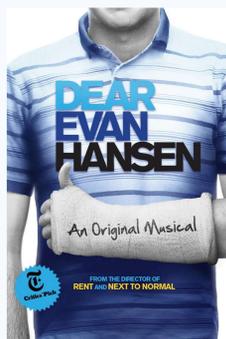
We mapped the Movies/Shows to broad social themes

- Mental Health
- Political Polarity
- Income Disparity
- Racial Equality
- LGBTQ Rights
- Multiculturalism
- Ageism
- Women in Power
- Climate Change
- Gender Parity
- Fear of Intimacy
- Body Positivity

Distribution of Movies/Shows across Themes

Theme	% of movies	% of TV shows
Mental Health	93%	94%
Political Polarity	75%	83%
Income Disparity	68%	83%
Racial Equality	68%	73%
LGBTQ Rights	57%	69%
Ageism	48%	63%
Multiculturalism	45%	69%
Women in Power	43%	52%
Climate Change	39%	50%
Gender Parity	34%	42%
Fear of Intimacy	23%	42%
Body Positivity	20%	40%

■ % of movies   ▢ % of TV shows

Top Movies/Shows on Political Polarity

- DUNE — DYSTOPIAN
- BLADE RUNNER 2049 — SOCIAL
- BILLIONS — POWERFUL

Top Movies/Shows on Mental Health

- JOKER — EMOTIONAL
- DEAR EVAN HANSEN — EARNEST
- MIDSOMMAR — DISTURBING

Top Movies/Shows on Income Disparity

- MONEY HEIST — ROBINHOOD
- SQUID GAME — POVERTY
- PARASITE — CLASS
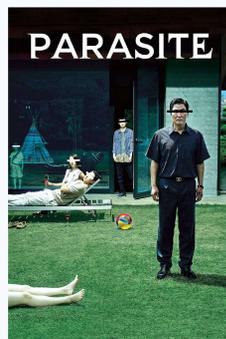
Solution Design/Process Followed

Obtained top performing Movies and Shows from IMDb and Rotten Tomatoes	Extracted user/critic reviews from IMDb and RT	Summarized reviews obtained for each Movie/Show to a set of Keywords	Compared the keywords with social themes	Mapped the top performing Movies and Shows to Social Themes