Crimson Hexagon

# Brand Comparison:
# Netflix v Amazon Prime Video

Which stream queen reigns supreme?

The entertainment landscape has changed significantly. Music-listening, movie-and-TV-watching, and more leisurely pursuits have become more instant than ever. In the past, movie-watching was an event that required getting out of the house and transporting yourself to the nearest theater, and buying tickets. Watching favorite TV shows required a cable subscription. But now, all it takes is logging into your streaming account and selecting from a large library of movies and TV shows.

With this convenient new way to enjoy entertainment, more streaming services have sprung up. For our analysis, we looked at the two most prominent: Netflix and Amazon Prime Video. The former is already a household name and the latter is doing everything it can to gain more recognition and subscribers. We compared the two brands to find out the following:
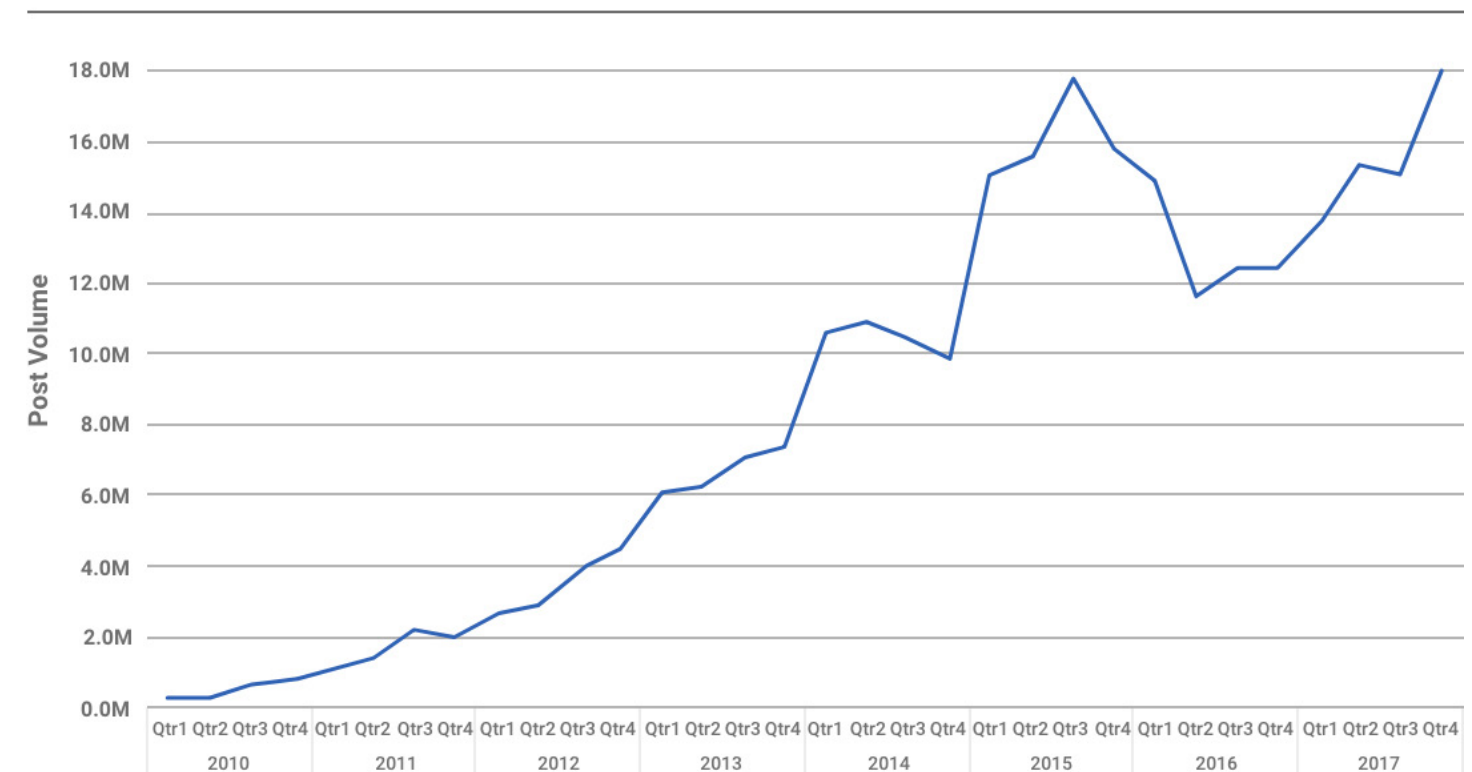
• Discussion trends throughout the years

• Sentiment and drivers of sentiment

• Topics of conversation

• Demographics

By analyzing this information, we are able to obtain a better understanding of which brand is besting the other and why.

# Netflix Analysis

Netflix launched in April 1998 as an online DVD rental store. It wasn't until 2007 that Netflix introduced video-on-demand. The company had about 1,000 movies and TV shows when it first started offering video-on-demand services and subscribers began to grow. The rise in subscribers was fast, and Netflix became a social media sensation. From 2010 to 2014, the conversation grew almost 22 times in size. With realistic jokes like not leaving the bed and putting on Netflix, it was easy for consumers to discuss Netflix on social media. While conversation died down a bit in Q4 2014, it surged again in 2015, reaching 17.8m posts by Q3 2015. 2015 was a huge year for Netflix, as the "Netflix and Chill" meme took off and the company's shows "House of Cards" and "Orange is the New Black" (both premiered in 2013) gained an even larger following. The same year, a study by MoffettNathanson found that Netflix made up half of the 3 percent decline in TV viewing time among U.S. audiences. While the conversation dipped again from Q3 2015 to Q2 2016, it rose once more as the company produced more original series, expanding the library overall.

Netflix Discussion Trend

Main topics in the Netflix conversation include watching movies, catching up on TV show seasons, Netflix and Chill, comparison to Hulu, and watching with friends.

Sentiment has remained fairly consistent for Netflix, with a gradual increase in positive sentiment. Sentiment rose from 63 percent positive in 2010 to 73 percent positive in 2018. Positive attributes include its large library of movies and TV shows, the convenience, and original shows. On the other hand, negativity can be attributed to technical difficulties consumers experience and certain TV shows not being available.

Negative: TV show not available:

### Netflix Sentiment Trend



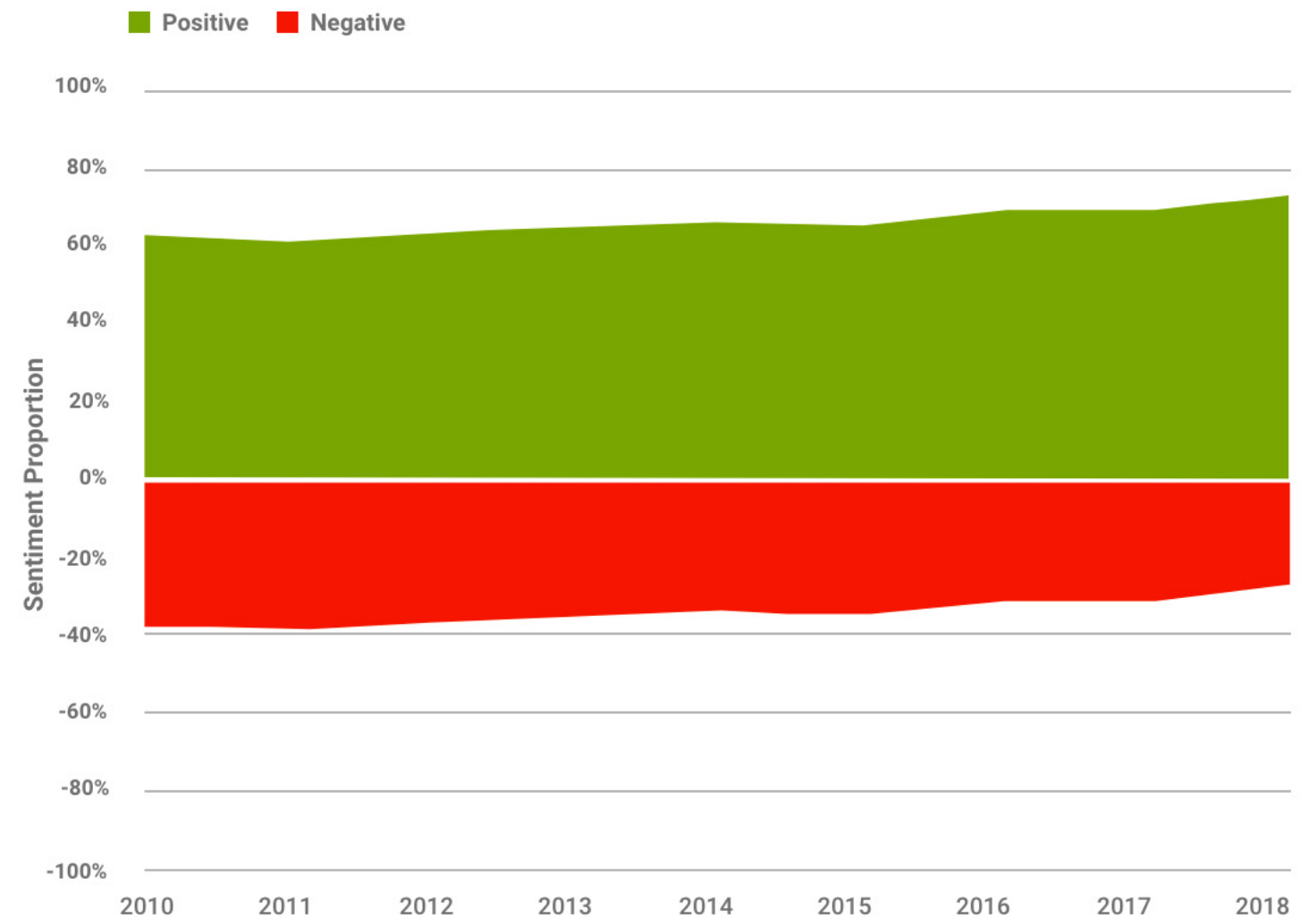### Jason from Priceville
@jkilgro

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"@PetiteOrange: @jkilgro Seinfeld is not available on Netflix :(" // dream crusher! fine, i'll substitute The Wonder Years instead.
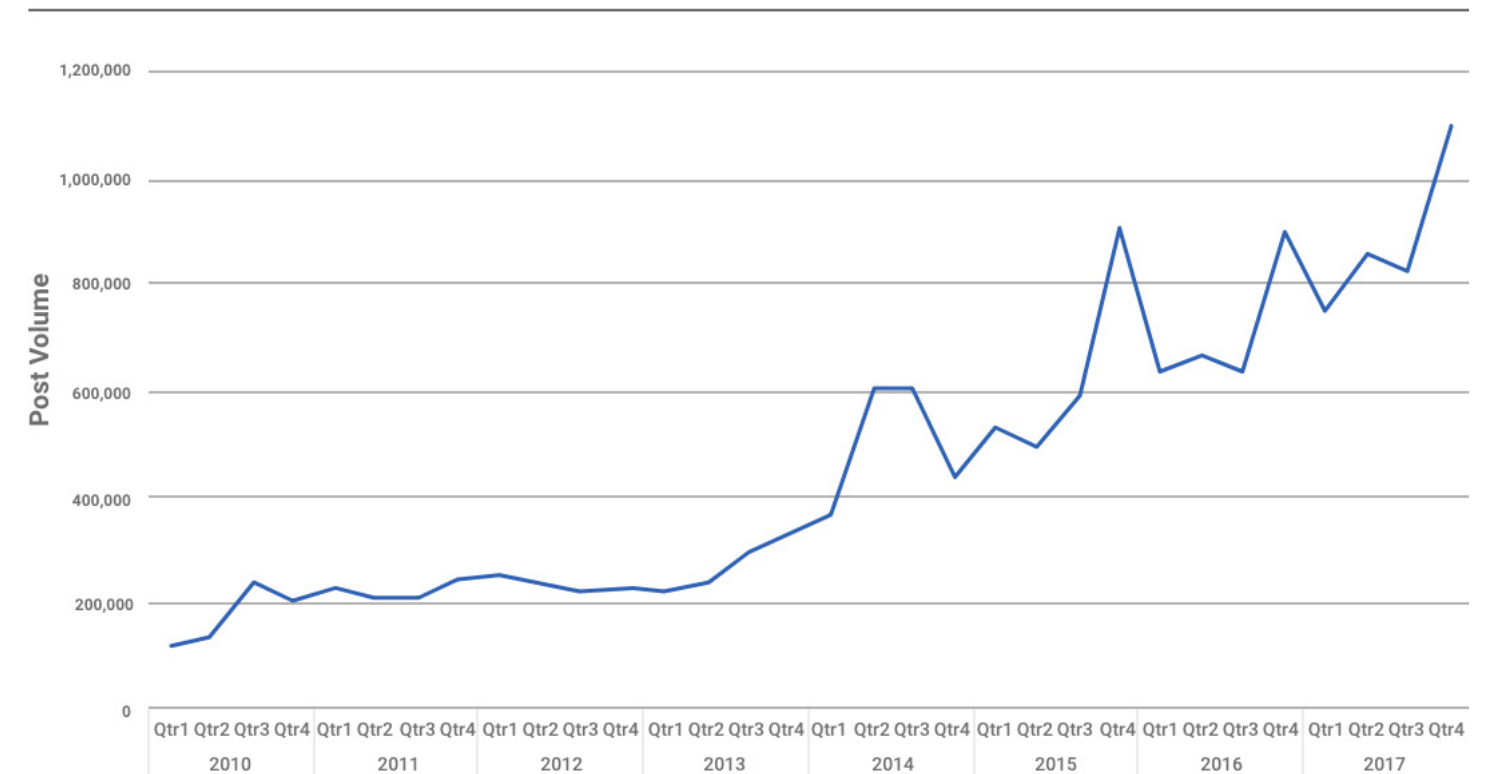
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## Amazon Prime Video Analysis

Amazon Prime Video launched in 2006. While its ascent is not as meteoric as competitor Netflix's, it gained quite a following and social buzz starting in 2014. That year, the award-winning original series "Transparent" premiered on Amazon Prime Video. Since then, the streaming service has followed a pattern of dips in the conversation followed by spikes when new shows are made available. In 2015, "High Castle" helped propel the streaming service's popularity.

**Amazon Prime Video Discussion Trend**

For Amazon Prime Video, top conversation drivers include TV shows. In contrast with Netflix, TV shows are more popular on Amazon Prime Video than movies. Consumers also discuss new series, the cost, the Amazon Prime Video app, and related Amazon technologies.

Similar to Netflix, sentiment did not change drastically in the past eight years. However, its positive sentiment is lower than Netflix's. In 2010, Amazon Prime Video had 55 percent positive sentiment. It rose to 63 percent in 2018. The streaming service generates positivity from its original shows and large content library (especially for films), but negativity from unsatisfactory customer service and prices.

Negative: Customer Service:

**Steve George**
@pepgooner

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@PrimeVideo the selection of older movies on Amazon, good and bad, is continually getting better and better. So grateful for this. Some amazing old horror movies turning up.
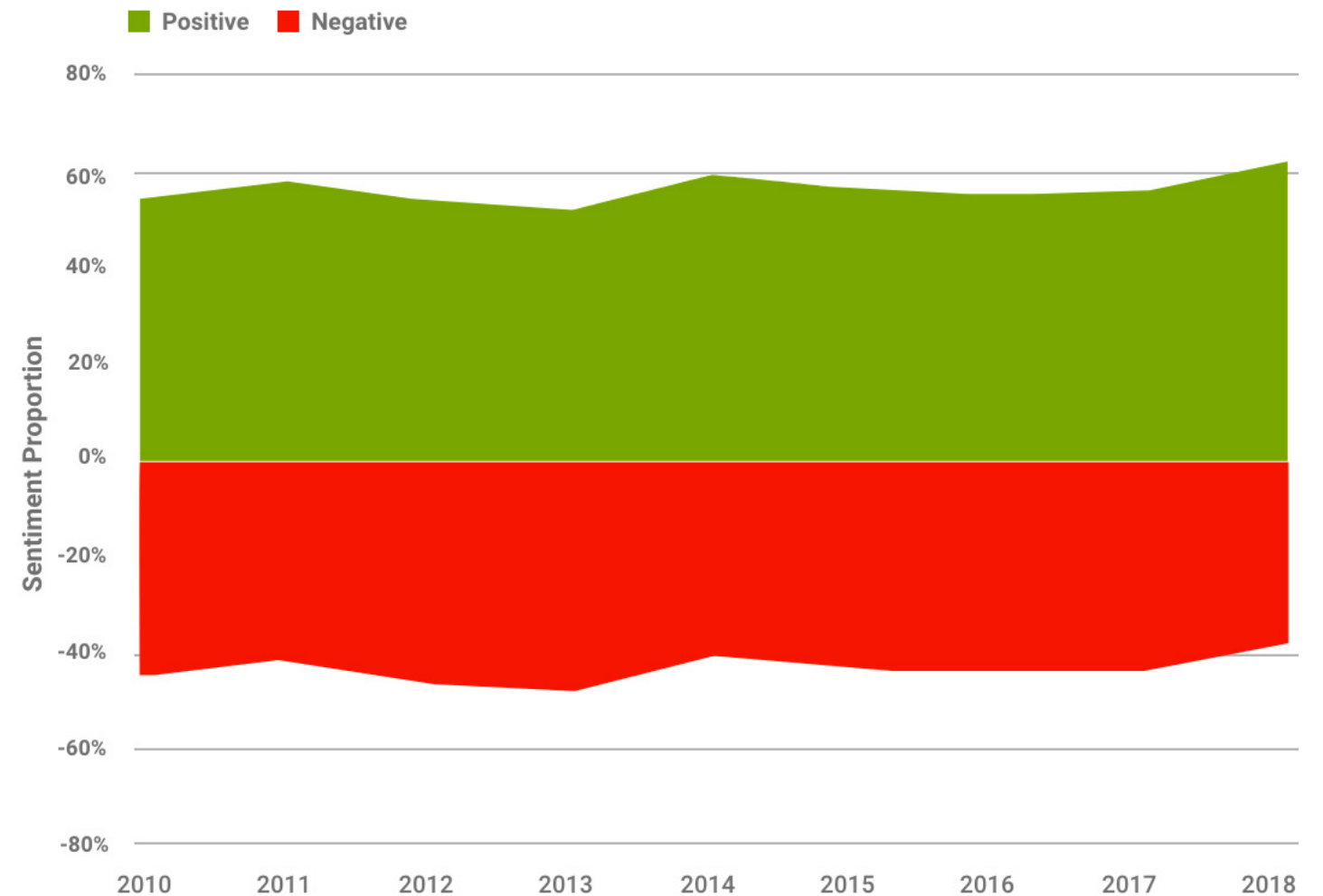
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Amazon Prime Video Sentiment Trend

■ Positive ■ Negative

## Brand Comparisons

Comparing the two, Netflix has always dominated, and has eaten up Amazon Prime Video's share of voice even more starting in 2011. In 2010, Amazon Prime Video may have had a larger share of voice than it does today due to the Amazon name recognition. However, Netflix quickly established itself. Netflix increased its share of voice from 74 percent in 2010 to 96 percent in 2013. From 2013 to 2017, Netflix's share of voice ranged between 95 percent and 96 percent. In 2018, Netflix's share of voice actually decreased, but not dramatically, standing at 94 percent. This decrease, though slight, signifies that competitors are catching up and have the opportunity to leap in and expand their services, attract more subscribers and viewers, and compete with Netflix.

### Netflix v Amazon Prime Video Share of Voice Trend
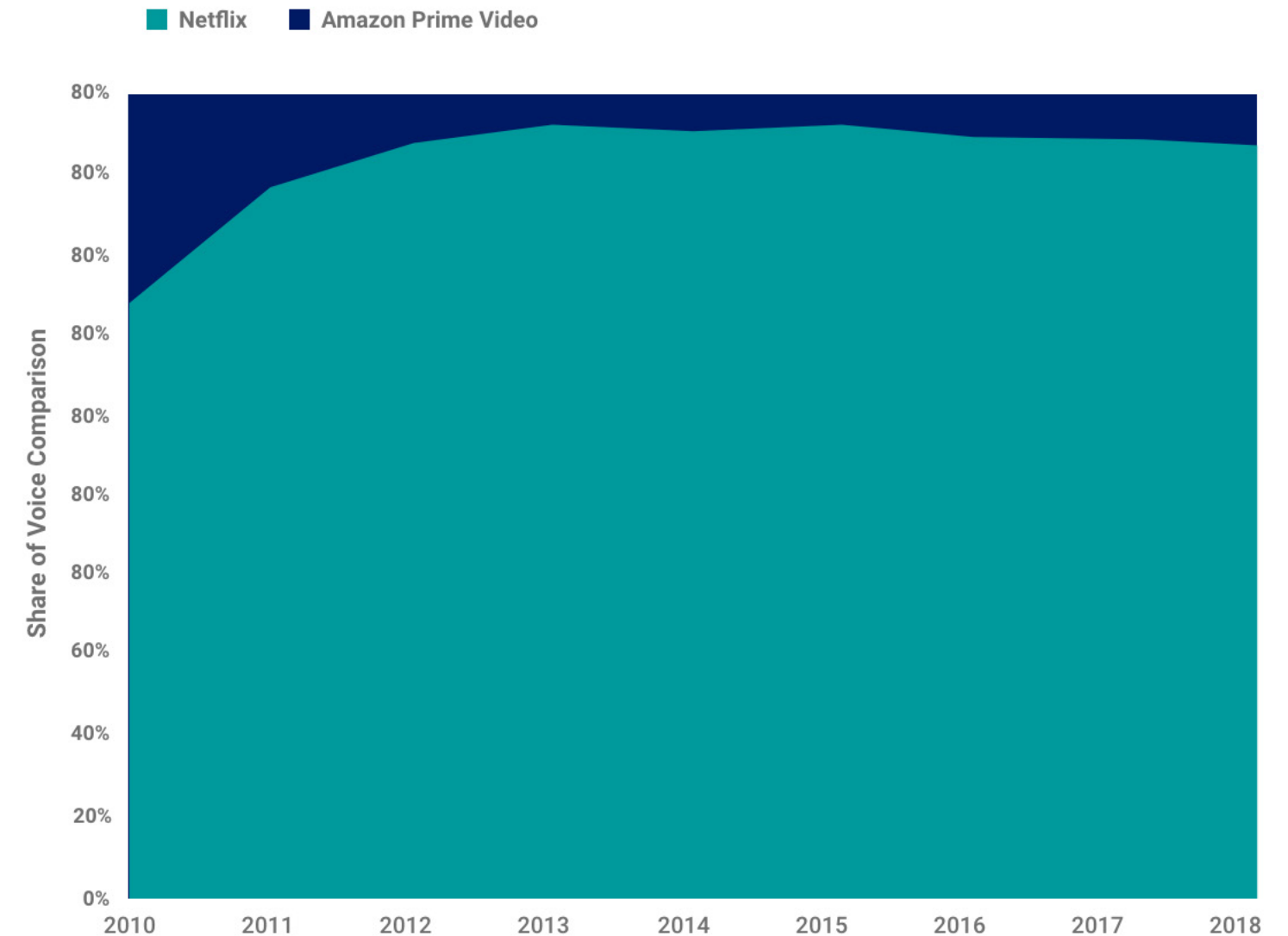
What are the features and qualities that make a consumer choose one streaming service over another? Price, content library, original shows, and AV quality are among the top discussed topics. Comparing the two streaming services on each, price is the primary concern. However, concerns about price for Amazon Prime Video are far higher than Netflix. Netflix's two-stream HD plan is $10.99 per month, with a higher cost of $13.99 per month for the Premium plan. Amazon Prime Video, included with Amazon prime membership, has plans ranging from $4.92 per month (billed annually) to $6.49 per month (billed monthly) for students. For non-students, the prices range from $9.92 per month (billed annually) to $12.99 per month (billed monthly). The second most popular discussion topic is the content library; consumers care about the variety of movies and TV shows. Amazon Prime Video beats Netflix in terms of the number of movies and TV shows available. Where Netflix and Amazon Prime Video differ most is on the discussion about original shows. While original shows is a positive point for Amazon Prime Video, it only accounts for 3 percent of the discussion. Original shows account for 17 percent of the Netflix discussion. Lastly, AV quality matters to consumers, and 3 percent more discuss it in conjunction with Amazon Prime Video than they do with Netflix.

Netflix v Amazon Prime Video Topics Share of Voice - 2010-2018
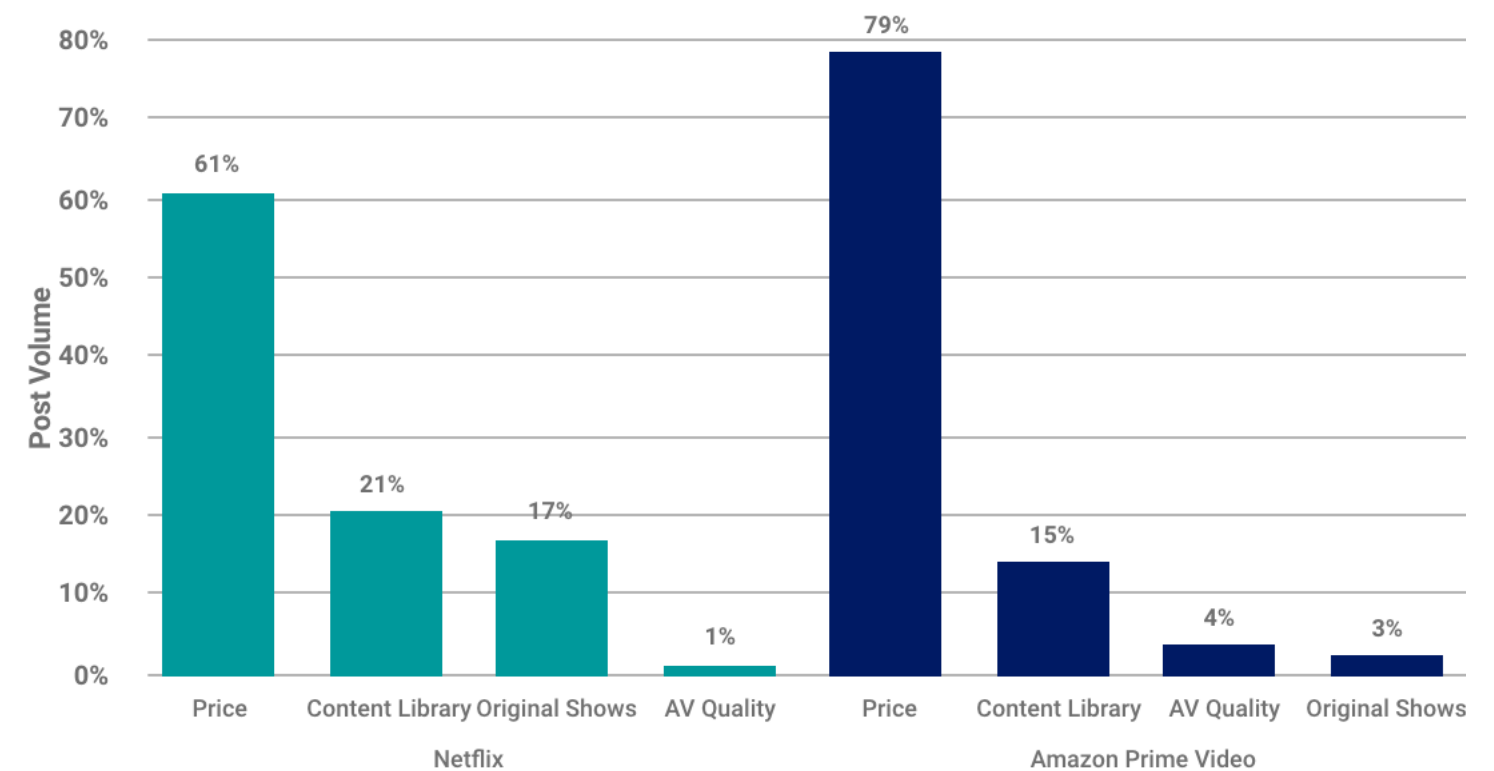
Looking at the gender demographics, Netflix skews female while Amazon Prime Video skews male. Amazon, in particular, has really ramped up its sports programming in the past year by vowing to focus on streaming live sports.

## Netflix v Amazon Prime Video Gender Demographics - 2010-2018

■ Male   ■ Female

| | Netflix | Amazon Prime Video |
|---|---|---|
| Female | 56% | 46% |
| Male | 44% | 54% |
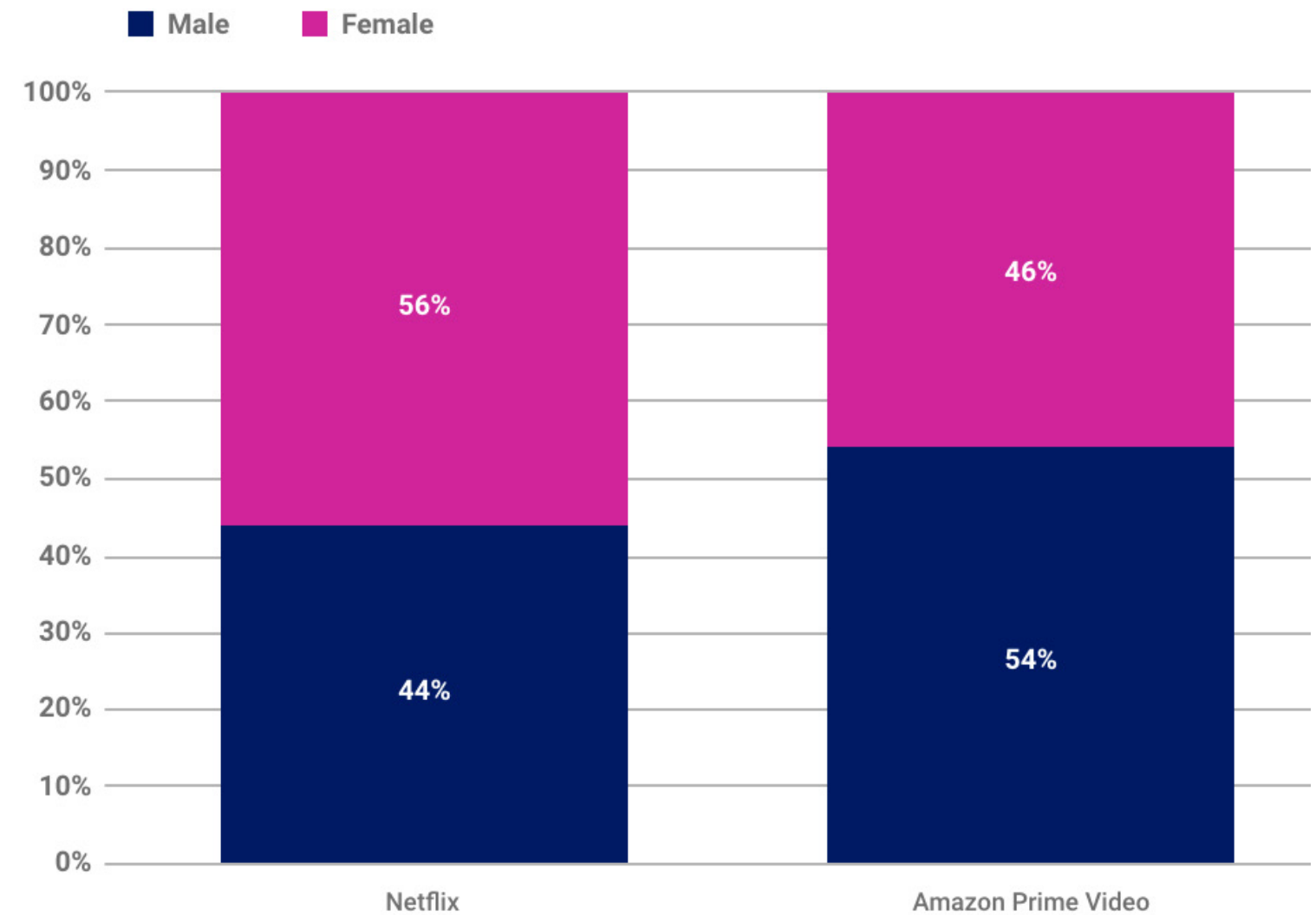
There is a stark age difference between those discussing Amazon Prime Video and those using Netflix. Netflix is very millennial friendly, with 28 percent of the conversation made up by those 17 and below and 38 percent of the conversation generated by those 18-24. Only a quarter of the conversation comes from those 35 and above. With its meme-ability, it is no surprise that Netflix attracts millennials. In contrast, 73 percent of the conversation for Amazon Prime Video comes from those 35 and above. The Amazon Prime Video conversation is most prominent among the oldest and youngest age categories.



Netflix v Amazon Prime Video Age Demographics - 2010-2018

■ 17 and below    ■ 18-24    ■ 25-34    ■ 35 and above
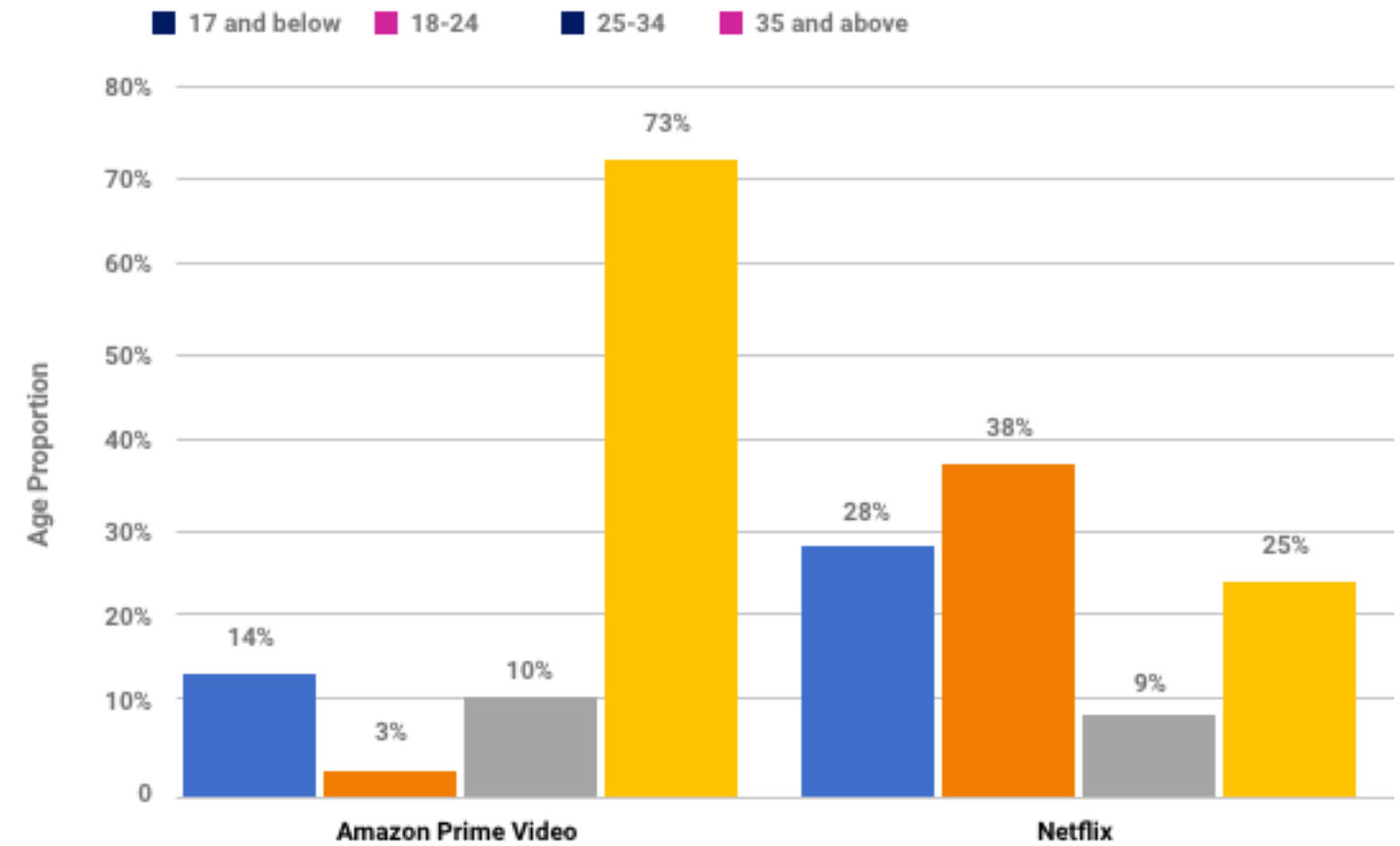
## Key Takeaways

By analyzing the two streaming giants, we are not only able to understand industry trends, but also assess the major players on multiple factors that matter to consumers. By diving deep into each brand's best attributes and flaws and comparing the two, we are able to gain a better picture of where they stand in the market and how they stack up to one another.

## About Crimson Hexagon

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