Analysis based on brand24 data 2020-2021. 22 billions of online mentions from over 1 million sources.
GLOSSARY

**Presence Score** is a proprietary metric that helps to measure brand/topic online presence (popularity) at the given time. This metric can help to measure and benchmark brand awareness. It can help to evaluate marketing & PR efforts providing a way to measure online presence/popularity.

**Reputation Score** is a proprietary metric representing how brand is perceived online. A good reputation is built over a long time, even years - a brand must earn it. However, it can be lost quite quickly. This metric is based on the volume, reach, and the sentiment of the brand-related discussion. Reputation Score operates on a scale from -100 to 100.

**Total Reach** is a combined reach for both social media and non-social mentions. Reach is an estimated number of contacts (impressions) related to collected mentions.

**Social Media Reach** is an estimated number of social media users that could have contact with a social media post. Social media reach is based on the number of followers / fans / subscribers / connections and visibility percentage. This last one is an estimation of what part of an audience usually sees a given social media message on a given social media platform.
OVERVIEW

TOP SHARE OF VOICE
Netflix dominates the online streaming services discussion with 64.3% share of voice.

EXCEPTIONAL BRAND REPUTATION
Netflix brand Reputation Score is higher than 92% of brands out there.

1.9 BILLION IN ONLINE REACH (impressions)
Total Reach for Netflix online discussion over past 30 days grew by 131% reaching 1.9 B.
KEY METRICS
30 DAYS PRESENCE

**STATISTICS FOR PAST 30 DAYS**

Total Reach for Netflix online discussion over past 30 days grew by 131% reaching 1.9 B.

Number of online mentions for Netflix over past 30 days grew by 61% reaching 550 K.

Starting 2nd Feb, you can observe a spike in both number of mentions and reach mostly related to premiere of the new Netflix series called The Witcher.

Presence Score for Netflix reached the highest possible value of 97/100, higher than for 98% of brands out there.

Presence Score helps to measure brand/topic online presence (popularity) at the given time.
STATISTICS FOR PAST 6 MONTHS

6 MONTHS PRESENCE

Total Reach for Netflix online discussion over past 30 days grew by 131% reaching 1.9 B.

Number of online mentions for Netflix over past 30 days grew by 61% reaching 550 K.

Starting 2nd Feb, you can observe a spike in both number of mentions and reach mostly related to premiere of the new Netflix series called The Witcher.

Presence Score for Netflix reached the highest possible value of 97/100, higher than for 98% of brands out there.

Presence Score helps to measure brand/topic online presence (popularity) at the given time.
Presence Score for Netflix reached the highest possible value of 99/100, higher than for 99% of brands out there.

Netflik dominates the online streaming services discussion with 64.3% share of voice.

Total share of voice is a combined reach of mentions for all three brands.

Please keep in mind Presence Score algorithm is logarithmic (much more difficult to get from 80 to 90 than from 10 to 20 in Presence Score).
The vast majority of conversation is happening on Twitter. 61.2% of mentions.

Second most active source is Instagram with majority of mentions related to binge watching.

Video category (mostly YouTube) generated only 1% of brand mentions but was responsible for 34% of total reach.
Sources

Netflix dominates most of source categories.

The exception is Instagram, where HBO Go generated 85% more mentions than Netflix.

Disney+ number of mentions on Facebook grew 425% over past 30 days (versus previous 30 days).

Netflix conversations across podcasts grew 54% since previous 30 days.
239\text{K} (71.1\%) \text{POSITIVES}

The number mentions / threads with potentially positive sentiment.

97\text{K} (28.9\%) \text{NEGATIVES}

The number mentions / threads with potentially negative sentiment.

REPUTATION SCORE

Positive mentions dominate the discussion with over 71% of positives over past 30 days.

Reputation Score grew to 80 points - representing exceptional brand reputation.

Netflix brand Reputation Score is higher than 92% of brands out there.

Reputation Score helps to measure reputation based on reach of positives vs reach of positives.
Positive mentions dominate the discussion with over 71% of positives over past 30 days.

Reputation Score grew to 80 points - representing exceptional brand reputation.

Netflix brand Reputation Score is higher than 92% of brands out there.

Reputation Score helps to measure reputation based on reach of positives vs reach of positives.
TOP NEGATIVES

STATISTICS FOR PAST 30 DAYS

Most of negatives related to troubles with login during the January 21st temporary unavailability.

Second largest issue was the increase in pricing that occurred on 10th of January.

Around 1K of brand mentions over past 30 days related to quality. Some people experienced low quality video - likely due to broadband issues.
Netflix has the highest Reputation Score out of the analyzed streaming services.

Brand reputation is proprietary metric representing how brand is perceived online. A good reputation is built over a long time, even years - a brand must earn it. However, it can be lost quite quickly.

This metric is based on the volume, reach, and the sentiment of the brand-related discussion.

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### Statistics for Past 30 Days

#### Top Public Profiles

<table>
<thead>
<tr>
<th>Profile</th>
<th>Voice Share</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>60.308%</td>
<td>1,550,626,683</td>
</tr>
<tr>
<td>CNN</td>
<td>1.737%</td>
<td>44,665,910</td>
</tr>
<tr>
<td>Reuters</td>
<td>1.675%</td>
<td>43,057,570</td>
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<tr>
<td>Mashable</td>
<td>1.147%</td>
<td>29,503,060</td>
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<tr>
<td>NYTimes</td>
<td>0.974%</td>
<td>25,052,090</td>
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<tr>
<td>Netflix</td>
<td>0.833%</td>
<td>21,420,000</td>
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<tr>
<td>ElNacionalWeb</td>
<td>0.741%</td>
<td>19,049,387</td>
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<tr>
<td>BBCWorld</td>
<td>0.613%</td>
<td>15,760,307</td>
</tr>
<tr>
<td>THR</td>
<td>0.586%</td>
<td>15,066,019</td>
</tr>
<tr>
<td>IGN</td>
<td>0.572%</td>
<td>14,699,073</td>
</tr>
</tbody>
</table>
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**TRENDING HASHTAGS**

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<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Mentions</th>
</tr>
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<tbody>
<tr>
<td>#netflix</td>
<td>130759</td>
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<tr>
<td>#love</td>
<td>10829</td>
</tr>
<tr>
<td>#series</td>
<td>8910</td>
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<tr>
<td>#vsnetflix</td>
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<td>#movie</td>
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<td>#film</td>
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<td>6631</td>
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<td>#movies</td>
<td>6574</td>
</tr>
<tr>
<td>#instagram</td>
<td>6311</td>
</tr>
</tbody>
</table>
### Statistics for Past 30 Days

**Most Active Countries**

Netflix dominates most of source categories.

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<table>
<thead>
<tr>
<th>Country</th>
<th>Mentions</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>63,171</td>
<td>1,759,230,223</td>
</tr>
<tr>
<td>Indonesia</td>
<td>49,179</td>
<td>18,444,426</td>
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<tr>
<td>United Kingdom</td>
<td>15,203</td>
<td>41,280,823</td>
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<tr>
<td>Canada</td>
<td>5,355</td>
<td>512,912</td>
</tr>
<tr>
<td>Suriname</td>
<td>3,941</td>
<td>213,315</td>
</tr>
</tbody>
</table>
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Password sharing costs US streamers $25 bn every year, report says

Netflix is losing about $6.2 billion annually

KOLKATA: Several reports suggest that Netflix is testing a feature to curb widespread password sharing. It makes sense for the streaming giant, as it is losing $6.2 billion each year due to the prevailing trend of multiple unauthorised people using the same account. Overall, the issue has led to a loss of $25 billion for US streaming platforms.

According to media reports, Credit Suisse Global Markets analyst Jason Bazinet said in a note it is going to be an important issue for HBO Max, Disney+, Peacock, Spotify as well as all other streaming services move to a cash-positive stage, thwarting this theft will grow in importance for share price, he wrote.
Subtitles keep disappearing

Do not know if any of you have the same issue. I started watching one documentary with Croatian subs and everything was fine. Since my wife does understand that much, I switched to English sub. After a while I wanted to continue watching with cro subs and they somehow magically disappeared. I contacted Netflix support, some dude keeps telling me that there are no cro subs for that title. And I was like, did I my family imagined those subtitles. I mean WTF.

Visit Now
BBC 'not here to beat Netflix', director general Tim Davie says
[Rant] Why no option to select video quality?

So Netflix is what, over ten years old? And in all that time they didn’t consider the ability to switch between 720, 1080p, 1440p etc as something essential to a streaming service?

I was just watching a movie in 2K on my TV, then I came to the PC to finish it (wife fell asleep) and was greeted with a lovely 480p quality that won’t change no matter what. My internet is absurd and it’s functioning perfectly fine right now, but because I have absolutely no control over the quality of Netflix’s streams I’m subject to their algorithm randomly deciding that 480p is good enough for me.

Pausing the movie and waiting does nothing and neither does playing it, it’s set to 480p and that’s it. Meanwhile Youtube on PC can reproduce 4K content without any pauses and Netflix on my phone is in 1080p, so it’s not that my internet or Netflix are slow, it’s just their stupid algorithm and the lack of an option to choose video quality.

It’s about time we get this feature. Even if I did have an internet problem I should be able to select the quality I want and wait for the content to buffer.
In the streaming war, is Disney+ or Netflix better?
Do you know anyone personally who eventually quit subscribing to Netflix after using it for many years? If so did they switch to a rival streaming platform like Amazon Prime or Hulu? Or did they stop for completely different reasons?

Michael O’Leary, Broadcast Video Engineer at Various Radio Tv Broadcasting Positions over 40+ Yrs (1978-present)

Answered March 17, 2021 · Author has 482 answers and 97.9K answer views

I know lots of people who Streamer Hop and Binge...

Subscribe to one streaming service and watch all the programs they have available until they have seen all the shows they wanted to see then cancelled and used the money for another service they could binge watch and do the same thing.

Why pay a company like CBS All Access over the course of three months just to see Discovery when you can wait until the season is completed and binge watch the entire season in a single month?

This is the future consumer model of streaming services. Netflix and HBO Go already saw this happen before with shows like the Marvel series and Game of Thrones.

Disney will see similar fluctuations...

(Edit made to correct from DC to Marvel)

89 views · View upvotes · Answer requested by Sied Talebinejad

View 12 Other Answers to this Question
HBO Max will debut its cheaper, ad-supported tier in June

WarnerMedia is set to launch an ad-supported tier for its HBO Max streaming service this June, and executives are hoping that having a cheaper option will help boost subscriber growth.

AT&T didn’t provide additional information in a press release sent out, including price or exact launch date, but noted that HBO Max will also launch in about 60 markets outside of the US in 2021. WarnerMedia CEO Jason Kilar recently spoke about the incoming advertisement supported tier at the Goldman Sachs conference, noting that “most people on this planet are not wealthy.”

Executives seemingly have a lot of hope that an ad-supported tier will help subscriber count skyrocket. AT&T is raising subscriber targets for both 2021 and 2023, and the company now expects to end 2021 with roughly 67-70 million subscribers worldwide and end 2025 with anywhere between 120 and 125 million subscribers.
However, the metric used to determine what qualifies as “watching” a film or TV series is also a matter of some debate. Netflix currently counts anything watched for at least two minutes as a “view”.

On Twitter, people questioned the opacity surrounding viewing figures on Disney, in the wake of the *Falcon* announcement.

### Tweet by Daniel Fienberg (@TheFienPrint)

Seven people watched the premiere of “Falcon and the Winter Soldier” on Disney+, beating the previous record of 5 people for “WandaVision” and 4 people for S2 of “The Mandalorian.” When actual numbers aren’t provided, I guess I just insert my own data.

**10:48 PM - Mar 22, 2021**

### Tweet by Jack Sharpe (@JackJackson5)

This is a useless metric as there's no damn viewing figures provided so nice to see Disney+ copying Netflix in that regard.

These companies should be forced to say what there viewing figures are.

**10:55 PM - Mar 22, 2021**
HBO Max just added a feature we wish Netflix had — how to try it now

By Henry T. Casey 4 hours ago

HBO Max's new profile photo options are a great new feature

HBO Max gets better every day, and its latest trick to be the best streaming service is so obvious we're shocked Netflix hasn't done it before. In addition to adding a series of profile photo options, you can now use an actual photo of yourself for your HBO Max account. Yes, unlike every other service where you pick a favorite character or design, HBO Max will now let you be your own profile photo.