

Netflix

BRAND INSIGHTS

Statistics for January - December 2022

INSIGHTS²⁴



📌 Agenda

What We'll Cover

- 3 Report scope >
- 4 Key takeaways >
- 9 Competitive summary >
- 11 The brand perception >
- 12 SWOT >
- 13 Categories sentiment >
- 16 Presence Score >
- 17 Mentions trend >
- 18 Total Reach trend >
- 19 Mentions and Reach distribution >
- 20 Content efficiency >
- 22 Interaction with content >
- 23 Sentiment analysis >
- 30 House of the Dragon vs Rings of Power analysis >
- 33 Noteworthy mentions >



[Report description](#)

Report scope

The analyses regarding traffic online revealed that while direct comprised 80% of Netflix and Disney+ traffic, only 15% came from search. Nevertheless, during November, the big three - Netflix, Disney+, and HBO MAX - amassed over 100 million followers, resulting in a staggering 1.3 billion visits from 743 million unique users. That leads us to the question: how and where do people encounter these streaming brands before entering their sites?

With online reviews playing a massive role in people's decisions, we took a closer look at these powerhouses to uncover their secrets of engaging with the audience and brand-building success. From analyzing the most influential TV show premieres of 2022 to discovering the least appreciated features, we're unveiling the inner workings of these world-renowned brands!

Netflix

KEY TAKEAWAYS

Statistics for January - December 2022

Netflix

1. A dominance of positive sentiment

A growing trend in the percentage of positive mentions among all emotionally charged mentions.

2. Facebook was the essential social media source for Netflix

Simultaneously, Facebook is the biggest threat to the brand's reputation - the share of negatives was the biggest on Facebook for all three brands.

3. Netflix has been dethroned on Facebook by Disney+, and on Instagram by both competitors

Competitors were more efficient in generating Reach on Facebook and Instagram.



Disney+

- 1. The total Reach trend for Disney+ dropped over the year**
The brand could reach less audience at the end of 2022 than at the beginning of the year.
- 2. Customers perceived Disney+ to offer a more attractive value proposition than Netflix**
Certain users view Disney+ as a superior option to Netflix because it offers ad-free Ultra HD/IMAX content and additional perks.
- 3. Disney+'s platform rejoiced in being best-rated among competitors**
Disney+ demonstrated outstanding service and platform capabilities, with a Positive Ratio for platform features that outperformed competitors, on average, by 10%.



HBOmax

1. The trend of HBO's total reach saw an increase in the year 2022

The brand's potential to reach a wider audience grew through the past year - from 302k Reach in January to 382k in December (+26%).

2. HBO Max has strong position on Instagram

HBO Max was leading in terms of engaging people on Instagram. Their content generated, on average, almost six times more interactions than Netflix's.

3. The release of *House of the Dragon* fuels fan excitement, boosts HBO Max's performance, and strengthens the brand's image

The August premiere of *House of the Dragon* sparked a peak in fan discussion and a significant increase in mentions for HBO Max. The series positively impacted the brand's Presence Score, Reach, and Positive Ratio and kept HBO stable until the end of the year.



Competitive summary



Brands' online presence

Netflix and Disney+ have a strong presence in the market and are popular among consumers, particularly for their content offerings. HBO Max is also popular but lags behind the competition regarding overall reach.



Brand that engaging audience

Mentions about Netflix were significantly more engaging than those about Disney+ and HBO Max, with video mentions constituting a significant portion of all social media interactions for the analyzed brands and being an essential source of positive mentions and interactions with them.



Netflix has the lowest Positive Ratio

Netflix had the highest percentage of negative mentions compared to Disney+ and HBO Max, despite a significant portion of its mentions being positive. However, Disney+ had the best ratio of positive to negative mentions among the analyzed brands.

Competitive summary

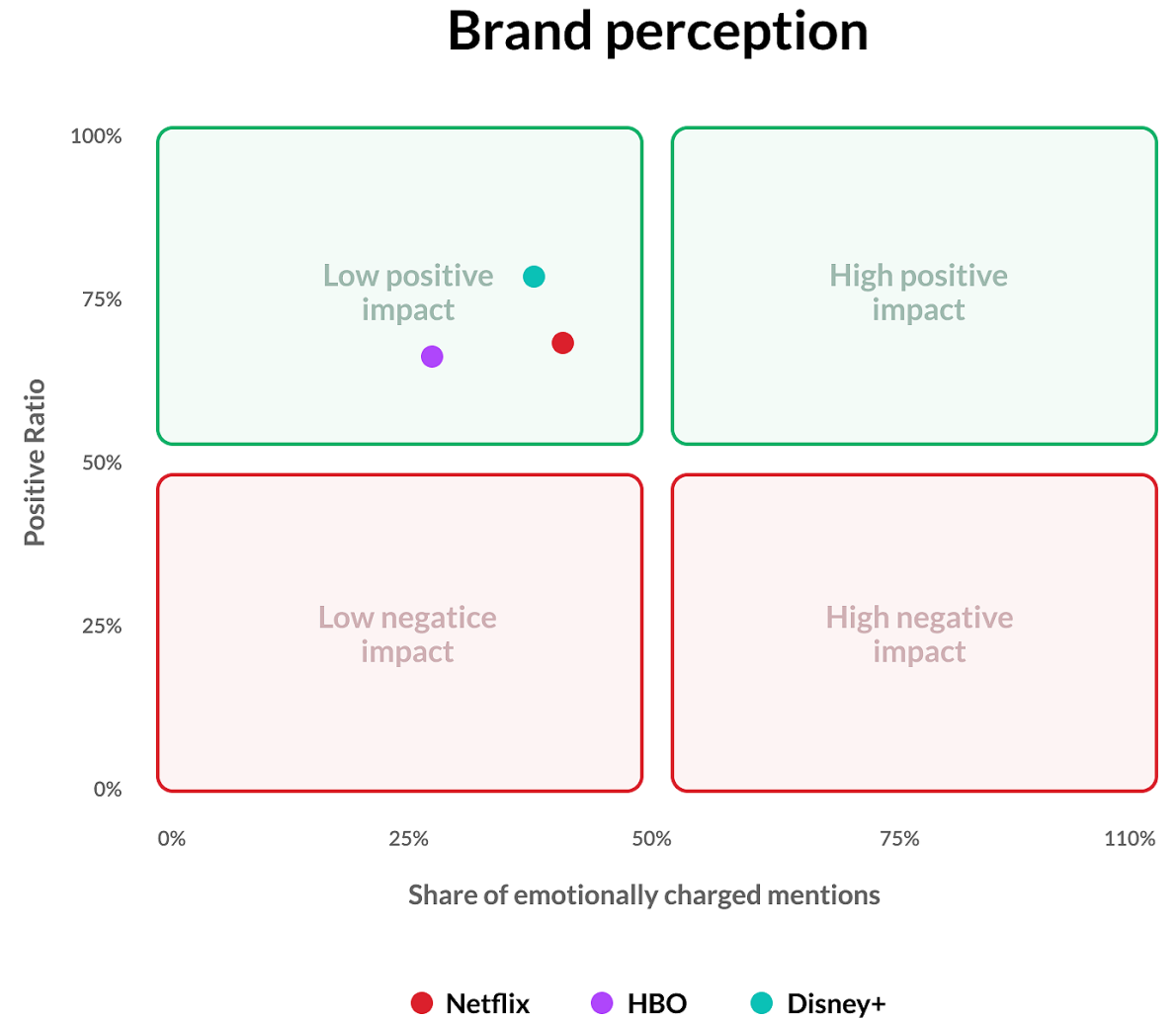
Brand	Presence Score	Total Reach	Mentions Volume	Sentiment Breakdown	Positive Ratio	Top Source
Netflix	99	72.8 B	18.2 B	15% Negative, 59% Neutral, 26% Positive	99% ↑	10 M mentions (Twitter), 25.2 B reach (News)
Disney+	94	24 B	5.8 M	11% Negative, 59% Neutral, 29% Positive	78% ↑	3.6 M mentions (Facebook), 7.8 B reach (News)
HBOmax	93	14.4 B	4 M	14% Negative, 63% Neutral, 23% Positive	64% ↓	3.1 M mentions (Twitter), 7.7 B reach (News)

👁 Statistics for January - December 2022

The Brand perception

Despite the high negative mention ratio, Netflix maintains a robust online presence and positive brand perception.

Netflix has an exceptional online presence and positive brand perception. However, the brand had the highest percentage of negative mentions compared to Disney+ and HBO Max, despite a significant portion of its mentions being positive. However, Disney+ had the best positive-to-negative mentions ratio of all the analyzed brands.



The Brand perception

People tend to engage more with positive mentions rather than with negatives.

For each brand, the share of positive Reach and interactions is more significant than the share of positive mentions. On the other hand, the percentage of negatives is higher than the share of the number of interactions.

The Reach of positive mentions about Netflix is four times higher than that of HBO Max and two times higher than that of Disney+, and the Reach of negative mentions about Netflix is more than six times higher than that of HBO Max and more than seven times higher than that of Disney+. Those statistics also indicate that Netflix has an excellent online presence compared to the other two brands.

Brand perception





Strengths

Strong brand recognition and reputation as a leader in streaming services.

Netflix leveraged videos to build its advantage – videos about Netflix are 3x more effective than those about Disney+.

Netflix has remained stable with a massive advantage in total Reach over HBO Max and Disney+ .

Netflix's efforts to improve customer experience were paying off – the share of positive mentions increased.



Weaknesses

The quality and selection of content on Netflix have been criticized compared to its competitors, and the cost of its basic tier with ads and limited video quality has been pointed out as a potential drawback.

Netflix was less efficient in generating engagement and Reach than Disney+ on Facebook.

Disney+ had a significant advantage in terms of reputation and perception of its features.

HBO beat Netflix in terms of engaging people on Instagram.

Netflix was the only brand for whom discussion about transactions and prices was recorded to be more negative than positive.



Opportunities

Good timing of series premieres provide more benefits. The simultaneous launch of multiple series may generate buzz and interest. However, it can dilute the potential impact and limit the ability to reach a wider audience.

Videos have the potential to build relations and improve Positive Ratios.

For HBO Max, the essential source was Instagram, with an average of 5k Reach per mention. The source was not leveraged optimally by Netflix.

Podcasts were more effective in terms of generating Reach than Twitter and Instagram.

Non-social media was the best source to reach the audience - especially News, with an average of more than 20k impressions per mention for each brand.



Threats

Rumours of free accounts, account sharing, and the introduction of advertising on Netflix were big sticking points with customers. These topics account for more than 90% of discussions in 2022.

The high-quality content offered by HBO Max and the value proposition of Disney+ are perceived as a better deal than what Netflix has to offer their customers

Facebook was the essential social media source for Netflix. Simultaneously, Facebook is the biggest threat to the brand's reputation – the share of negatives was the biggest for Facebook for all three brands.

On average, negative mentions about Netflix resulted in a Reach of at least 25% higher than its competitors.

Disney+ has the best-rated features

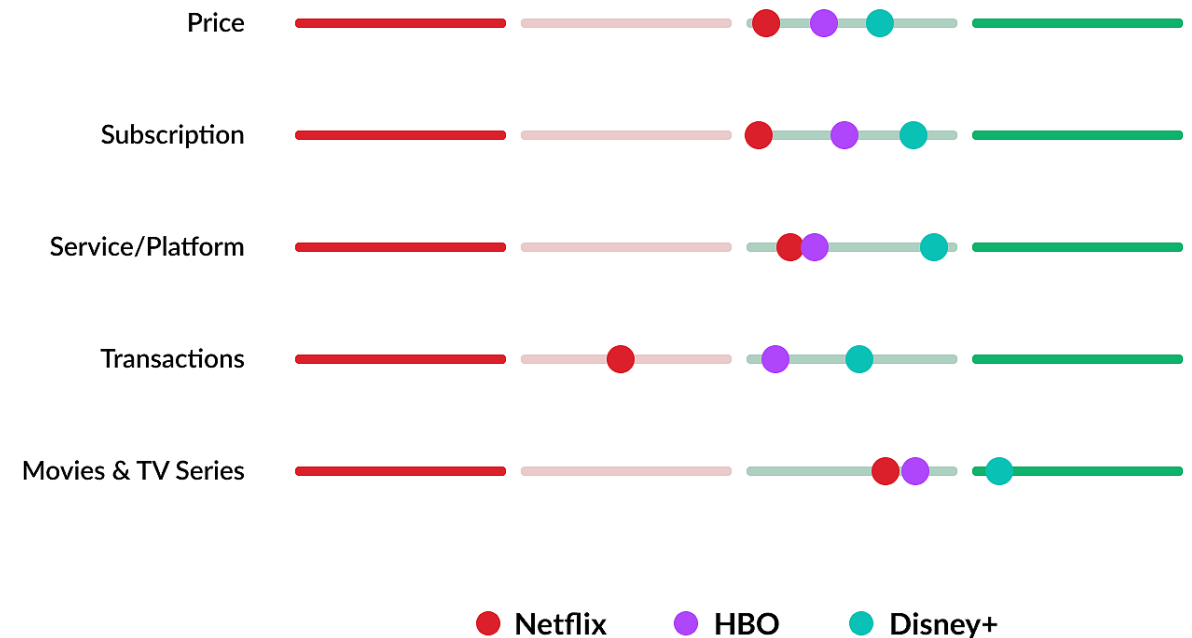
The highest and the lowest

For all three brands the the same features had the same highest and the lowest Positive Ratios.

- Transactions had the lowest Positive Ratio. Discussions were mostly linked to trusted transactions, premium accounts, using e-wallets, and sharing the account.
- Movies and TV series had the highest Positive Ratio – people underline good productions, new releases, the production's look, and the content itself.



Categories Sentiment



Disney+ has the best-rated features

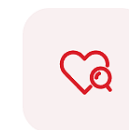
Disney: Exceptional results

Disney's service and platform were exceptional. The advantage over competitors varied from 9 to 10% in terms of the Positive Ratio for those features. Even though parents didn't appreciate the platform hosting non-family-friendly content in March, it didn't impact Disney's high Positive Ratio for service and the platform.

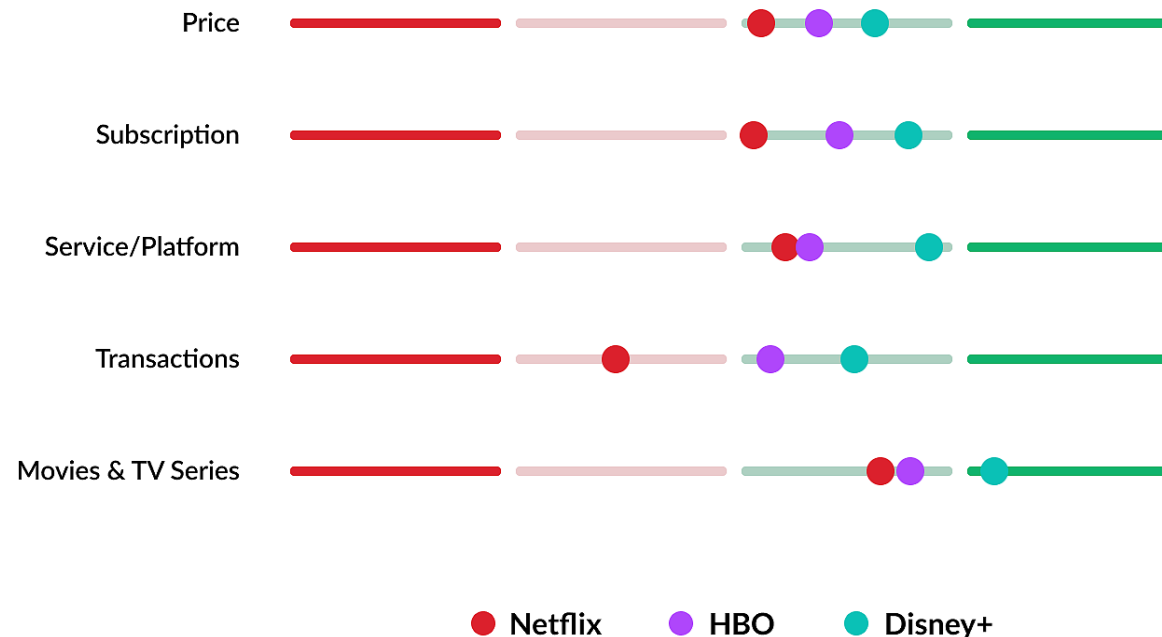
Netflix: Transactions generated more negative than positive mentions

Transactions received more negative mentions than positive ones, despite the topics of discussion being the same as those of competitors. However, the scale is more extensive, with Netflix raising concerns over issues such as non-shared accounts and the introduction of advertisements.

Other factors contributing to low Positive Ratios include affordability and pricing, with negative sentiment arising from discussions about the lack of a free option, premium costs, streaming, apps, and subscriptions. Discussions about free accounts and account sharing primarily drove negative sentiments.



Categories Sentiment



Netflix

COMPARATIVE ANALYSIS

Statistics for January - December 2022

House of the Dragon premiere significantly impacted HBO's online presence

The Presence Score for each brand was relatively high throughout the year, with only slight fluctuations (1-2% max). A presence score measures a brand or individual's online visibility and reach. A high presence score can indicate that the brand or individual has a solid online presence and is getting a large audience.

House of the Dragon premiere made the difference.

The presence score for HBO Max increased significantly in August and September, which is likely due to the premiere of the new series House of the Dragon. The release of the new series greatly impacted the increasing online presence of HBO Max. That being said, the successful launch of new content can often lead to increased online visibility and reach for a brand.

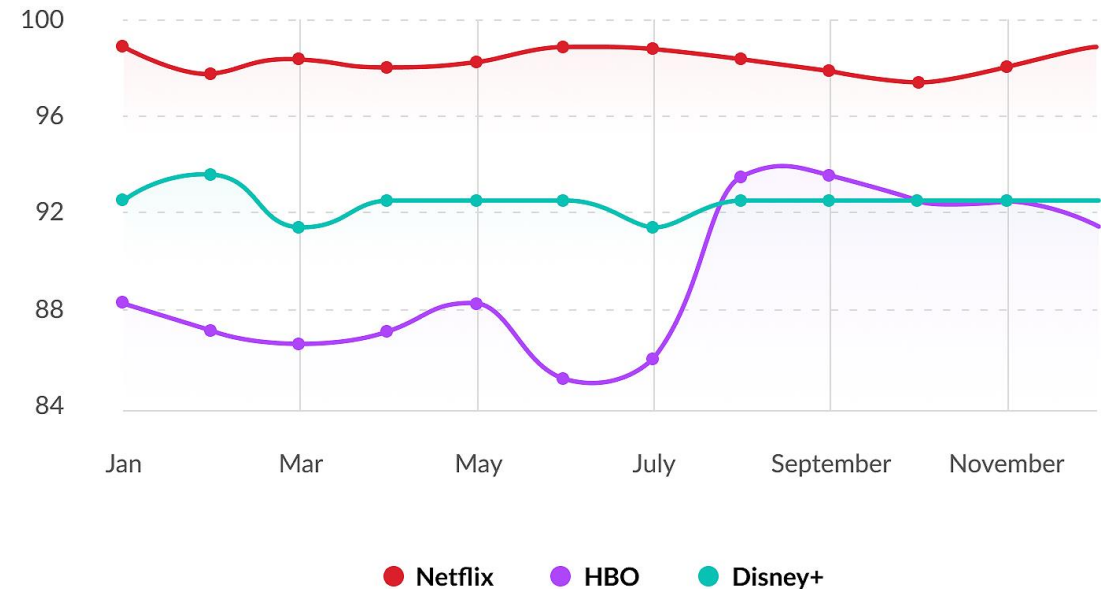
Exceptional Presence Score

Netflix, HBO Max, and Disney+ have an exceptional online presence and reach a large audience. It may be helpful for these brands to continue focusing on building and maintaining their online presence to stay competitive in their respective industries.



Presence Score

Popularity of the brand in the internet



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. Additionally, it can help to evaluate marketing & PR efforts providing a way to measure online presence/popularity.

The Brand's events generated the interests

1 The discussion sparked by Netflix's loss of subscribers

On April 20, a significant spike in mentions occurred due to a discussion of Netflix's loss of subscribers in the first quarter of 2022. A large portion of the mentions published that day were negative. Compared to the first half of the month on April 20, the number of negatives increased by more than three times.

3 Harry and Meghan did their job

The increased interest in the Harry and Megan documentary during the last quarter of the year led to a 10% increase in mentions of Netflix on social media, with most of the discussion taking place on Twitter.

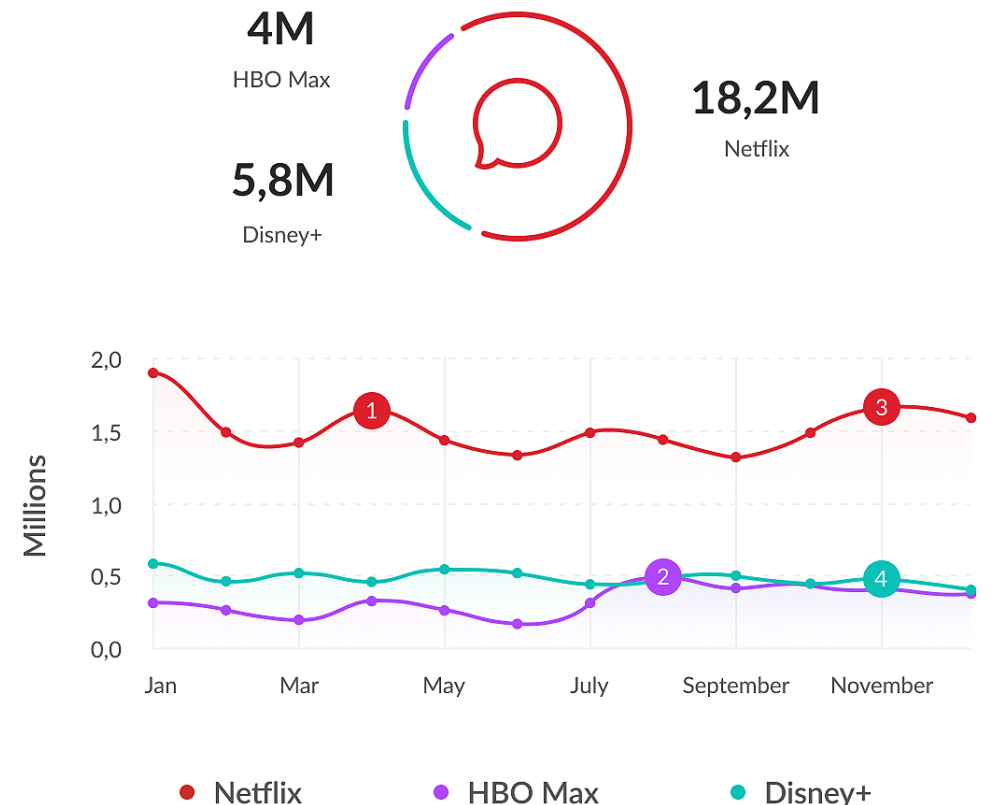
2 *The House of the Dragon's* impact

There was a significant increase in the number of mentions for HBO Max in August compared to the other months. It's the highest growth among all trend appreciations in 2022. It was related to *The House of the Dragon* premiere. This series also positively impacted the brand's Presence Score, total reach, and Positive Ratio.

4 Disney+ Day went viral

Disney + Day took place on November 12, and a great deal of content was added to the service. As a result, the number of mentions for Disney+ soared up to 46K (165% more than the brand's average number of mentions per day), causing the brand's presence to pick up.

Mentions distribution



Mention is content that contains a search keyword. It can be a post, comment, description, article, blog, or transcription. If a keyword appears more than once within a single text - it will be treated as one mention, including calculations of Reach, sentiment, etc.

Netflix dominated monthly brand reach

Netflix: Higher reach per mention

Netflix's Reach was stable when the number of mentions decreased over time. Mentions were more effective in June and October than in the other months of the year because Reach was generated at a relatively high level with fewer mentions. In June, Social Media mentions generated a 37% higher average Reach, while in October, Non-Social Media mentions generated a 17% higher average Reach.

HBO Max: Increased reach due to a higher number of mentions in Non-Social Media

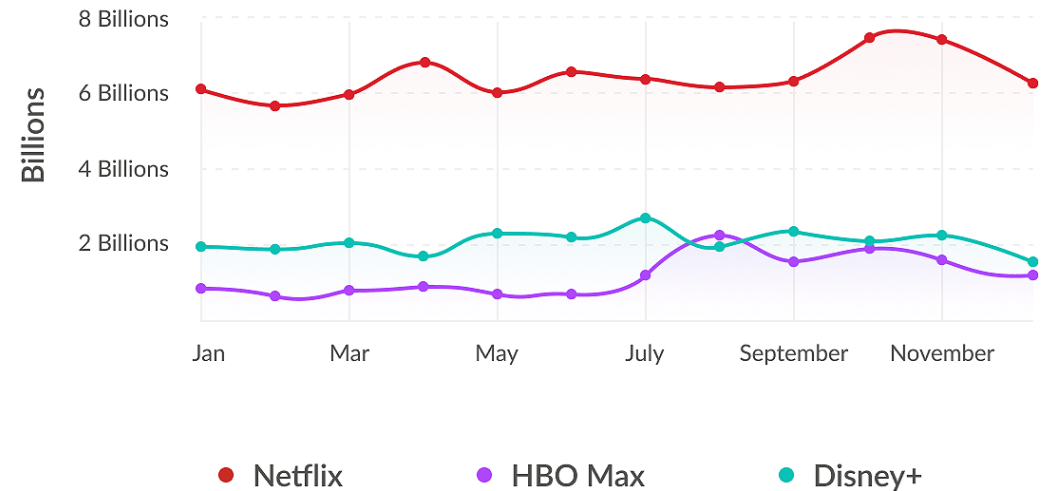
For most of the period analyzed, Reach was strictly correlated with the number of mentions. The exception was October, where the level of Reach increased without an apparent change in the number of mentions. That was due to an increase in the Reach of non-social Media mentions, particularly from the News category, which accounted for 76% of non-social media Reach in October ([click to see one of the most popular mentions](#))

Disney+: Marvel Studios Premieres drove an increase in Reach

The noticeable increase in Reach in July, not driven by increased mentions, was related to mentions about Marvel Studios' premieres (She-Hulk).

- Mentions about TV series and movies from the Marvel universe achieved nearly 30% higher reach than other mentions ([click to see one of the most popular mentions](#)).

Total Reach distribution



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, mainly Twitter, drove most brand mentions

The relationship between the number of mentions and Reach was not apparent, causing non-social media sources to generate a higher Reach for Netflix and HBO Max, with 70% of the Reach coming from non-social media mentions, while more than 80% of content was produced in social media.

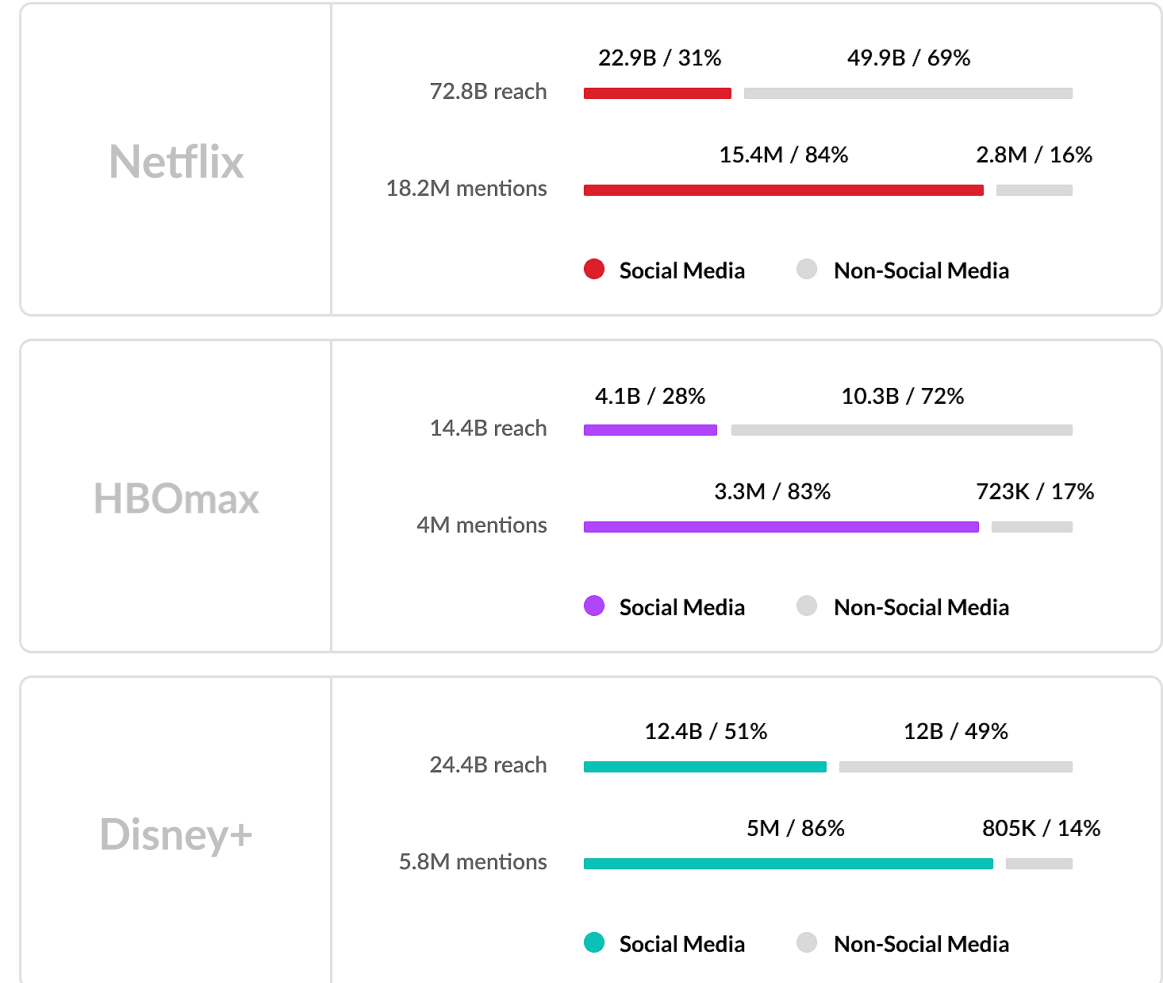
Balanced social and non-social media strategy leads to higher Reach for Disney+

Disney+ was the only brand that adopted a balanced strategy between social and non-social media, which resulted in a significantly higher average Reach for its social media posts compared to the other two brands analyzed. For all three brands, the highest social media reach was generated by mentions from Twitter, while for non-social media sources, it was news.

Netflix's advantage is based on the discussion regarding accounts and sharing

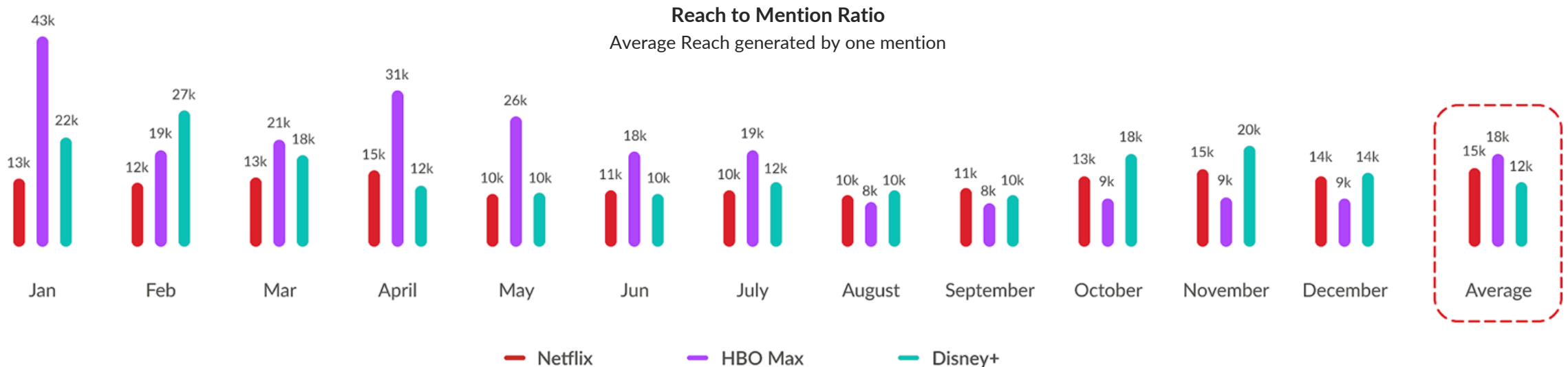
The predominant subjects of discussion for Netflix centered on accounts and sharing, which could potentially result in lower overall mentions for Netflix compared to its competitors if these topics were excluded from the conversation.

Mentions and Reach distribution



HBO Max's impressive reach from a single mention in H1

Statistics show that the average reach per mention is the highest for HBO Max, followed by Netflix and Disney+. It suggests that mentions of HBO Max were more likely to reach a wider audience than mentions about Netflix and Disney+, but only in the first half of the year.



The premiere of a popular series significantly affected the effectiveness of HBO's Reach

During the first half of 2022, HBO Max had the highest effectiveness in generating reach from one mention. However, in the year's second half, there was a significant decline in this effectiveness, with Netflix maintaining a stable level and Disney+ outpacing both by generating 63% more reach from one mention in Q4 than in Q3. The decline in effectiveness was attributed to the premiere of "House of the Dragon," which led to increased discussions and opinions being posted, significantly impacting the effectiveness of generating reach.

Netflix dethroned on Facebook and Instagram

Disney+ outperforms competitors in generating Reach on Facebook despite having lower base of followers

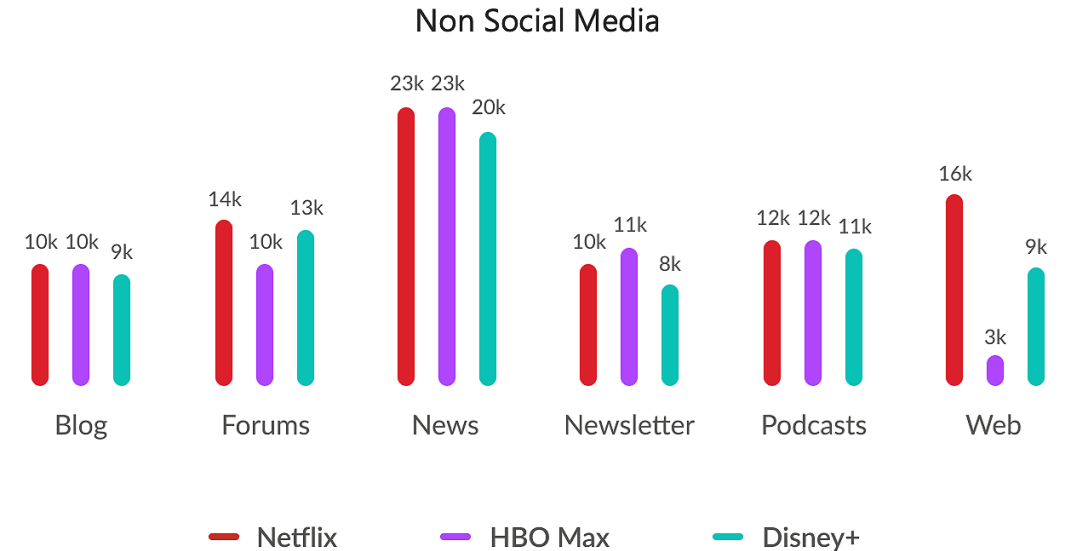
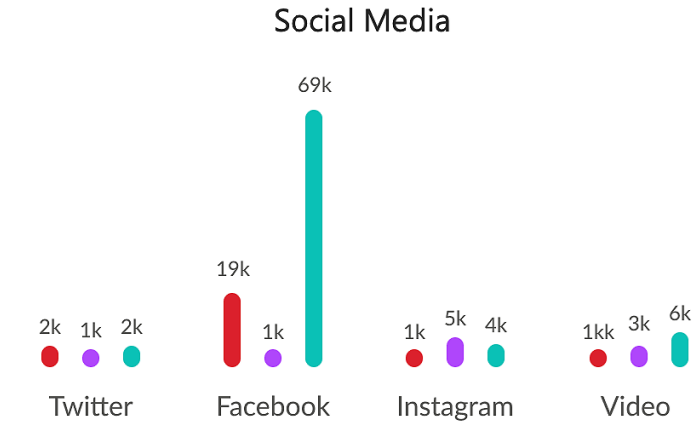
Despite having ~80 million fewer followers/likes on its Facebook page, Disney+ has a significant advantage in generating reach on the platform compared to Netflix and HBO Max. For Netflix, Facebook and videos are the most efficient sources for generating Reach, while a higher average reach originating from Instagram and Twitter may indicate more mentions, primarily by profiles with mediocre Reach and followers. However, with approximately 10 thousand more Facebook mentions about Disney+, Disney+ still achieved a significantly higher average Reach.

The importance of non-social media sources in building online presence for streaming services

The significance of non-social media sources in constructing a brand's online presence is evident despite social media mentions making up a large portion of the brand's total mentions.

News played a crucial role in this aspect, representing 34% of Netflix's Reach, 55% of HBO Max's Reach, and 31% of Disney+'s Reach. **The news generated a higher average Reach for Netflix than Facebook, emphasizing its importance in communication.**

Despite having fewer mentions, podcasts and newsletters were efficient in generating Reach, with high average Reach values per mention. In the case of Netflix, only Facebook and video were equally effective in generating Reach compared to non-social media sources.



Netflix and Disney+ 4x more engaging than HBO Max

Videos were the most successful in engaging audiences and generated the highest volume of interactions on social media

For Netflix, 89% of all social media mentions were related to videos, while Disney+ and HBO Max had 71% and 63%, respectively. Videos were also a significant source of positive interactions, with 87% of all interactions for Netflix being positive, 71% for Disney+, and 55% for HBO Max. The high proportion of positive mentions and reach of over 2.5 billion for Netflix highlights the importance of videos in promoting a positive brand image and potentially using platforms like TikTok or Youtube for future communication with audiences.

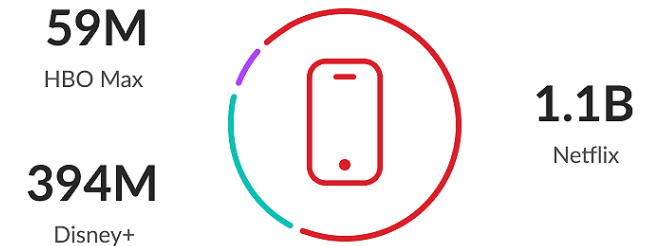
Regarding those statistics, videos are crucial in promoting a positive brand image. Therefore, it may be beneficial for the brands to use platforms like TikTok or YouTube for future communication with their audiences. The high volume of positive interactions that the videos generated for the mentioned brands (Netflix, Disney+, and HBO Max) supports this hypothesis.

Disney's advantage on Facebook, HBO Max's on Instagram

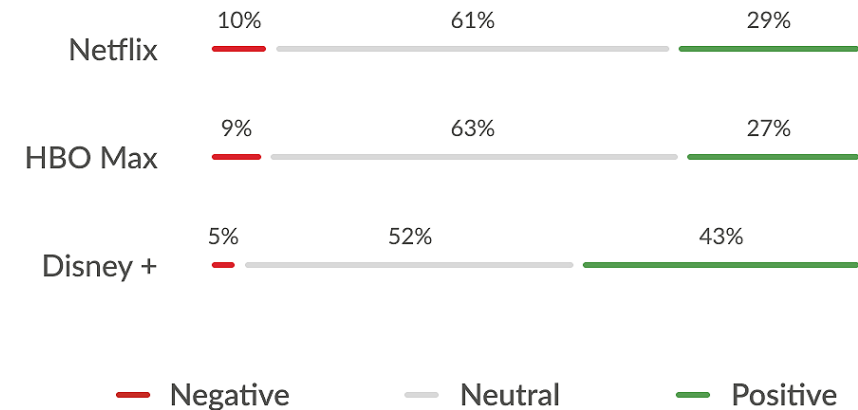
Disney outperformed Netflix on Facebook, generating, on average, over three times more interactions per mention. By leveraging Facebook's features to create more compelling and engaging content, Disney was able to create a stronger connection with its audience, resulting in higher levels of engagement.

HBO Max was the best in engaging people on Instagram, generating, on average, almost six times more interactions with the content than on Netflix.

Social Media Interactions



Interactions with Mentions



Netflix

SENTIMENT ANALYSIS

Statistics for January - December 2022

Stable Positive Ratio for all three brands over time

The Positive Ratio for each brand differed from one another, suggesting that the perceptions of the three brands may vary among consumers.

1 Decline for Disney+ due to lack of exciting premieres

The decline in the Positive Ratio in April for Disney+ was linked to fewer positive mentions that month. The likely reason for this was the smaller number of exciting premieres than in other months, such as Moon Knight (in March) or Obi-Wan Kenobi (in May).

2 Users' dissatisfaction with the platform's performance

In May and April, the Positive Ratio dropped to 61% (the lowest for Netflix in 2022). The drop was related to a higher number of negative mentions. The deterioration in sentiment was linked to users' dissatisfaction with the platform's performance, decisions made by Netflix, or events in movies and series.

4 Cobra Kai, Dahmer Story, and Fate's premiere affected the reputation

The significant increase in Positive Ratio in September is likely due to the premieres of productions such as Cobra Kai, Monster: The Jeffrey Dahmer Story, and Fate: The Winx Saga, which generated positive discussion.

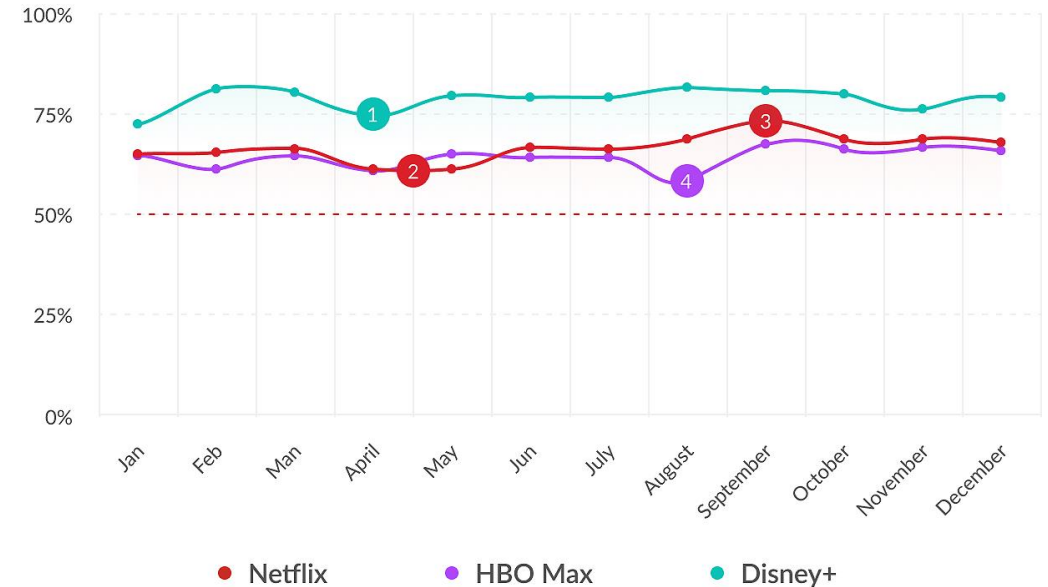
3 House of the Dragon impacted the rise of HBO's Positive Ratio

The peak in August was mainly related to fan discussion on days before the House of the Dragon premiere. After the first episode's release, the Positive Ratio started increasing again, and the metric for HBO remained stable until the end of the year.



Positives Ratio

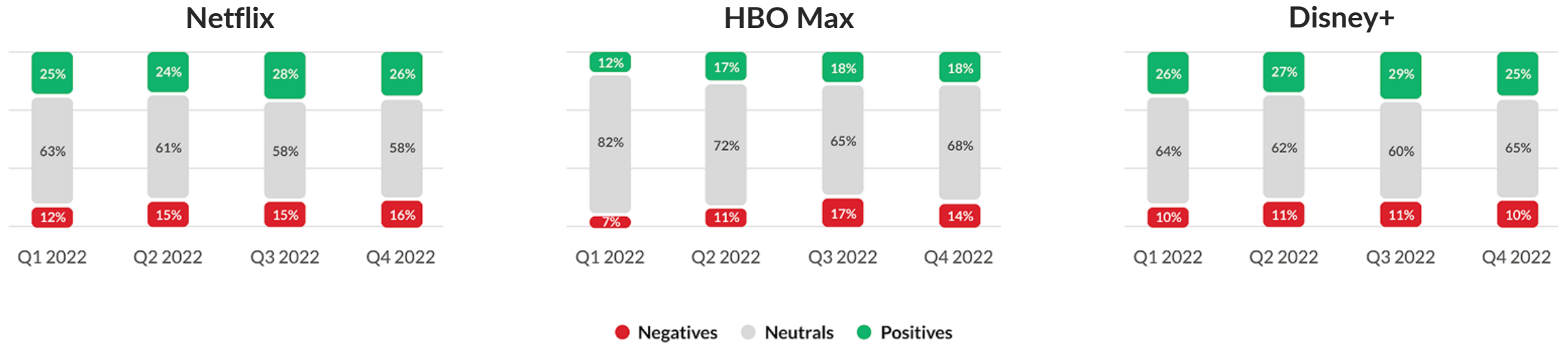
Positives to all mentions charged emotionally



Positive Ratio is the ratio of the number of positive mentions to the sum of emotionally charged mentions. A favorable Positive Ratio exceeds 50%, meaning that the number of positive mentions outweighs negative ones.

Brands' perception slightly more positive over year

Throughout 2022, the proportion of negative mentions for Netflix, HBO Max, and Disney+ remained relatively stable. However, fluctuations in the proportion of neutral and positive mentions were observed for each brand. For Netflix, there was a slight decrease in the proportion of neutral mentions from 63% in Q1 to 58% in Q3, with a corresponding increase in positive mentions from 25% to 28%. Overall, described trends suggest that the perceptions of these brands have become slightly more positive throughout 2022, though the majority of mentions for each brand are still neutral.



1. Netflix saw a slight increase in positive mentions, suggesting that its efforts to improve customer experience are paying off.
2. HBO Max had a significant decrease in neutral mentions and a corresponding increase in positive mentions, indicating a positive trend in customer satisfaction.
3. Disney+ had a slight decrease in neutral mentions and a corresponding increase in positive mentions, suggesting a positive impact on customer experience.

Brands should monitor the share of negatives, as many negative mentions could potentially harm its reputation. It may be helpful for the brand to consider strategies to address negative sentiment and improve its overall perception among consumers.

Critical insights on streaming service perceptions and expectations

The value proposition of Disney+ has been a point of contention among users, with some perceiving it as a better deal than Netflix

- The cost and value proposition of Disney+ has been a point of contention, with some users seeing it as a better deal than Netflix for its ad-free Ultra HD/IMAX content and additional bonuses.
- However, others have criticized the recent changes to the pricing and ad policy, feeling that they were being forced to pay more to remove ads.

The quality and selection of content on Netflix has been criticized compared to its competitors

- Despite releasing numerous TV series episodes, the quality and selection of content has been criticized compared to its competitors - HBO and Disney+.
- The cost of the basic tier with ads and limited video quality has been pointed out as a potential drawback.










HBO Max is highly appreciated for its high-quality content, but users have experienced technical difficulties and frustration with its reliability and ease of use.

- HBO Max is highly appreciated for providing their customers with what is seen as high-quality content - including shows that are perceived as some of the best available on any streaming platform.
- However, the platform's reliability and ease of use have been criticized, with some users experiencing technical difficulties and frustration.

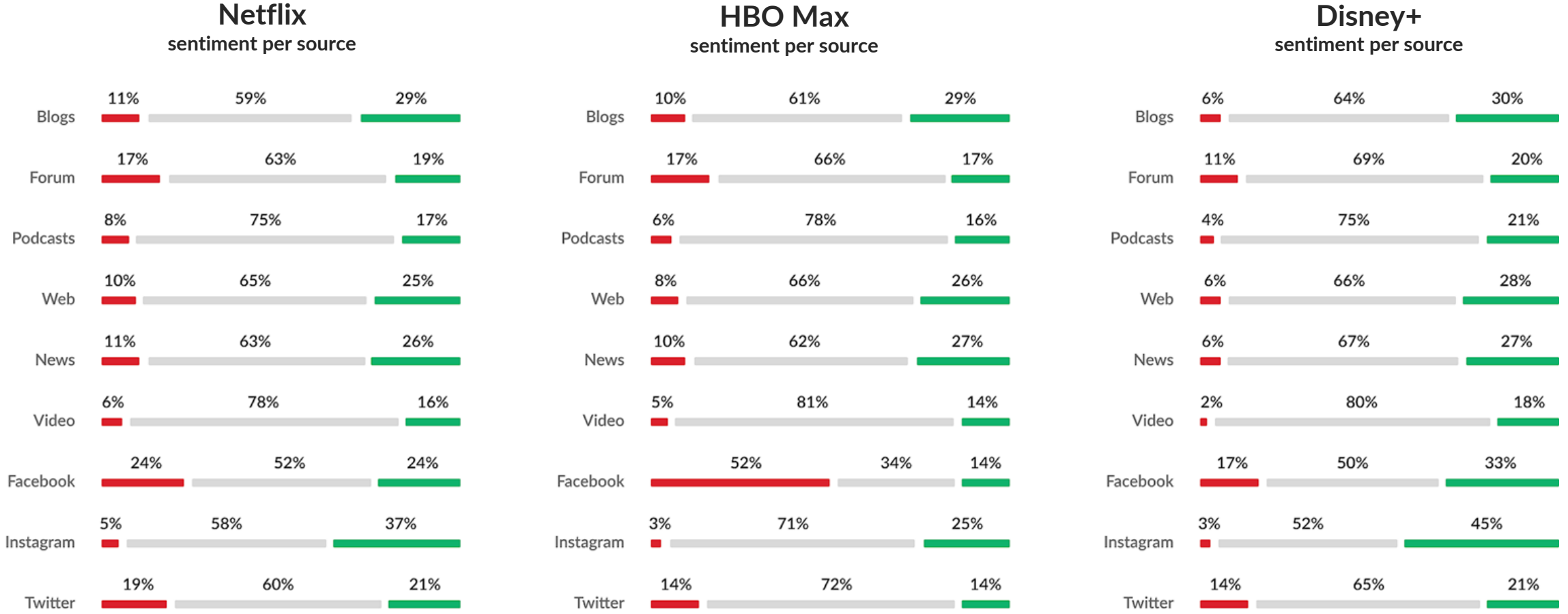


Netflix received the most negative mentions vs Disney+ and HBO Max

Mentions distribution

Netflix	<p>14% Negative</p>  <p>60% Neutral</p> <p>26% Positive</p>	<p> "Netflix released 1000+ TV series episodes in the last quarter (July - Sep 2022) which is five times than any other streaming platform. Global Streaming giant for a reason!"</p> <p> "What I m saying is Netflix is no longer the top dog for catalog or must-watch TV or movies. HBO will always have superior content, always, and Disney and Apple are both solid. Plus you can get 3 other services for the price of Netflix."</p>
HBOmax	<p>13% Negative</p>  <p>70% Neutral</p> <p>17% Positive</p>	<p> „No other platform does it like HBO. they literally have all the best shows”</p> <p> "HBO Max has some of my favorite shows and the worst, most unreliable platform. App be like “eh. Maybe.”</p>
Disney+	<p>14% Negative</p>  <p>60% Neutral</p> <p>26% Positive</p>	<p> „Netflix basic tier with ads and maximum 720p/HD quality is going to cost £6.99. For a quid more, Disney+ gives you ad-free Ultra HD/IMAX content and includes a load of bonus content for most of the series/films on there too. Netflix really is on its arse isn't it?"</p> <p> "So Disney is not lowering the price of Disney+ with ads. It s just adding ads to your current Disney+ and forcing you to upgrade (pay more) to remove them. Lolololol. Don t fall for this."</p>

Video built relations and positivity, Facebook threatened reputation



Non-social media significantly impacts the reception of the product

Features discussions are generating millions of Reach online. For example, all mentions regarding features in the analysis combined generated more than 80 million of Reach.

Non-social media generates significantly more reach than social media for product features

Non-social media generated more than 91% of the total reach for all features. That indicates the visibility of good and bad opinions lies on non-social media such as news, podcasts, blogs, newsletters, etc. Those media are influential and, therefore, capable of exposing some product characteristics that reach more audiences than social media.

Social media and non-social media have different roles in generating feedback on product features

Social media mentions constituted a more significant share of total mentions, with an average of 30%. Interestingly, content and transactions are the topics discussed most in social media (with a more significant share). Service/platform and subscriptions are mostly discussed in non-social media.

Interactions in social media

Only mentions regarding movies and TV series generated traction in terms of engagement. Other topics, on average, have less than one interaction per mention.



Netflix

HOUSE OF THE DRAGON ANALYSIS

Statistics for January - December 2022

House of the Dragon vs The Rings of Power

To compare House of the Dragon and The Lord of the Rings: The Rings of Power, we focused particularly on a period of five months (August – December). All statistics refer to TV series, not the platforms (HBO Max or Amazon).

House of the Dragon outperforms The Rings of Power

HBO's TV series had significantly higher Reach and interactions than Amazon's Lord of the Rings spinoff throughout the period. Both productions were similarly effective in generating Reach per mention (around 7k Reach per mention). Still, the engagement is three times bigger for HBO's TV series, with, on average, more than 300 interactions per post.

Interestingly, the audience also tends to interact more with positive content – in the case of The Lord of the Rings: The Rings of Power – 92% of all interactions were linked with positive content. For House of the Dragon, it was 78%.

Timing matters

It is likely that the timing of the two series also influenced the number of mentions. For example, House of the Dragon had two more episodes in 1st season and lasted more than two weeks longer than the first season of The Rings of the Power.

- *House of the Dragon* – premiere: 24 August, final episode: 24 October,
- *The Lord of the Rings: The Rings of Power* – premiere: 2 September, final episode: 14 October.

Highlights

Metric	House of the Dragon	The Rings of Power
Total Reach	9B	3B
Social media reach	7.2B	1.7B
Non-social media reach	1.8B	1.3B
Number of mentions	1.2M	480K
Social media mentions	1.1M	422K
Non-social media mentions	100K	58K
Interactions	380M	37M

House of the Dragon vs The Rings of Power

House of the Dragon was greatly welcomed after the premiere

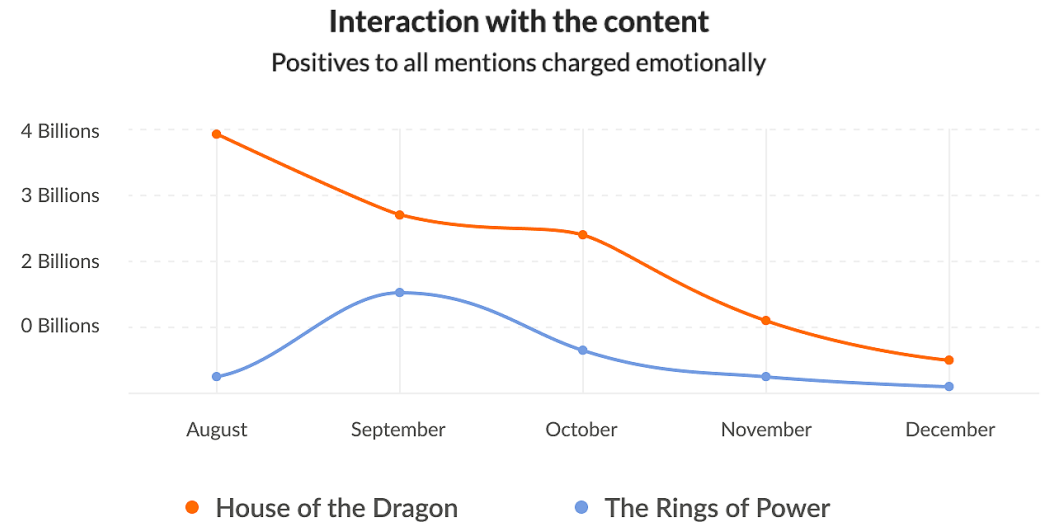
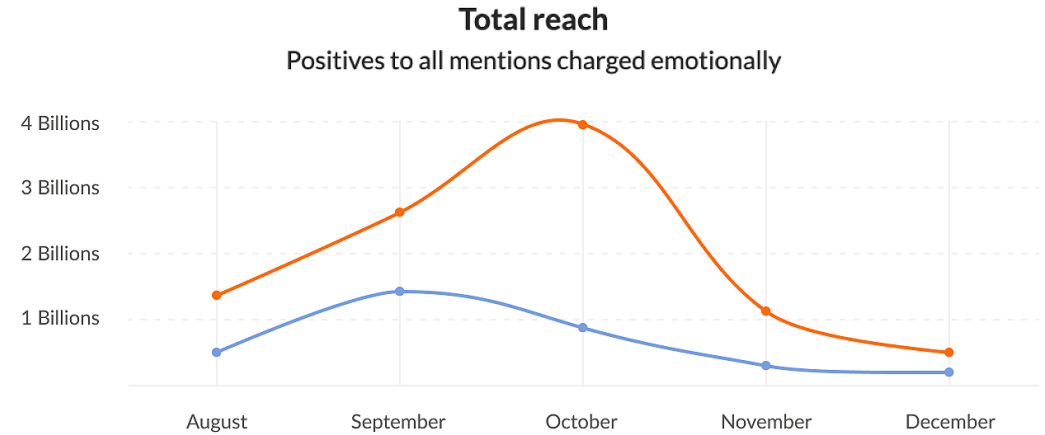
The reach and interactions for *House of the Dragon* saw a significant increase from August to September, peaked in October, and decreased in November. It may be due to the initial excitement and buzz around the show's premiere in August and September, followed by the culmination in October with the season's *House of the Dragon* final episode. The decrease is significant and strictly related to the lack of new content regarding the series.

Poor interest in *The Rings of Power*

The reach and interactions for *The Lord of the Rings: The Rings of Power* saw a significant increase from August to September, then a decrease in October and November. The Amazon series lost interest in September, which is visible in both trends – even the season premiere didn't impact the audience. There was no buzz and engagement around the final episode of *The Lord of the Rings: The Rings of Power*.

Summary

Overall, *House of the Dragon* was a popular show with a high online presence, while *The Lord of the Rings: The Rings of Power* had a lower reach and interactions. It may be helpful for the creators or marketers of these shows to consider strategies to maintain or increase their online presence and engagement with their audience.



Netflix

NOTEWORTHY MENTIONS

Statistics for January - December 2022

Harry and Meghan are filming docuseries with Netflix

Netflix

Number of visits

29.4M

Sentiment



Neutral



Lifestyle

ON THE HEIR Harry and Meghan ‘are filming at home with the Sussexes-style docuseries for Netflix as part of \$100m streaming deal’

[Alex Winter](#)

Published: 2:58 ET, May 19 2022 | Updated: 4:03 ET, May 19 2022

PRINCE Harry and Meghan Markle are reportedly filming an "at home with the Sussexes"-style docuseries for Netflix as part of their multi-million pound deal.

VISIT

Netflix



Places in "The Crown" you can visit

Netflix

Number of visits

141.8K

Sentiment



Neutral

Date

16 Nov

Mention category

News

Domain

vogue.nl



Buckingham Palace en Windsor Castle in beeld brengen is geen sinecure. Maar gelukkig voor de makers van *The Crown* zijn er genoeg statige locaties in het Verenigd Koninkrijk om uit te kiezen. "We kiezen locaties omdat ze er ongelooflijk vorstelijk uitzien", vertelde Pat Karam, de locatiemanager van het Netflix-drama, eerder aan Vogue. "Er wordt ontzettend veel onderzoek gedaan om [de sets] er zo accuraat mogelijk uit te laten zien."

Locaties in 'The Crown' die je kunt bezoeken

Veel van deze grootse huizen en kastelen zijn open voor het publiek, wat betekent dat fans van de serie een kijkje achter de schermen kunnen krijgen van waar gefilmd wordt. En, als extra bonus, vermijd je op die manier ook nog eens de enorme drukte bij de real-life koninklijke bezienswaardigheden.

How to dress like Wednesday Addams

Netflix

Number of visits

172.8K

Sentiment



High

Date

6 Dec

Mention category

Web

Domain

wear-next.com

How To Dress Like Netflix's Wednesday Addams and Where to Shop Her Looks

Oh my goth.

[Elaine O'Brien](#)  December 6, 2022  News, Trends



When you hear the words supernatural boarding school and angsty teens you can only imagine where this is going. You guessed it, there's a serial murderer on the loose, and Wednesday Addams has to solve the case (in style obvs).

Much of the show's popularity is, of course, thanks to Wednesday, and her unique sense of style but the remainder of the cast including Catherine Zeta-Jones as Morticia and the [original Wednesday Addams herself, Christina Ricci](#) also offer up some serious style envy moments.

While the Addams Family have been gothic fashion icons since the 1960s when the first TV series came out, this time round this time round Academy Award-winning costume designer Colleen Atwood, gave Wednesday a Gen-Z makeover.

Prosthetics, Visual Effects and Live Action in Wednesday

Netflix

Number of visits

4.4K

Sentiment



High

Date

6 Dec

Mention category

Web

Domain

reportwire.org

Entertainment

How 'Wednesday's' Thing Came to Life On-Screen: Prosthetics, Visual Effects and Live Action

🕒 5 minute read

🔗 Shares 📧 Share 🐦 Tweet



The camera effect was achieved through a combination of Dorobantu's natural dexterity — which is largely the byproduct of his day-job as a magician — and some tactful movie magic in post-production from visual effects supervisor [Tom Turnbull](#) and his team. But the real key to bringing Thing to life, both Dorobantu and Turnbull agreed, was the prosthetic tail-end of the hand, which perched atop Dorobantu's wrist to complete the illusion of a detached limb.

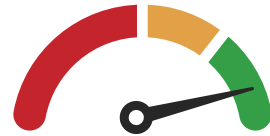
Man used Netflix show trailers to build CV

Netflix

Number of visits

31.6M

Sentiment



High

Date

28 Dec

Mention category

News

Domain

economictimes.indiatimes.com

Want to make your CV interesting? Take notes from this man who used Netflix show trailers to build his profile

ET Online • Last Updated: Dec 29, 2022, 10:37 AM IST

In reply to Scully's post, he shared a link to his YouTube channel of his 90-second video resume. But this was not an ordinary CV. He weaved together some Netflix trailers to give a glimpse of who he was as a professional and how he fits the role. "It isn't long enough to binge but I hope you get to watch it," he captioned his post.

A screenshot of a social media post. The user is Adityajit S Shergill, 2nd, with a profile picture of a man in a blue shirt. The post text reads: "Hey Netflix! Here are some Netflix trailers to give you a trailer of who I am and why I believe I fit this role. Watch this 🍌 <https://lnkd.in/gp3VnZG8> It isn't long enough to binge but I hope you get to watch it!" Below the text are several hashtags: #NetflixCanada #pr #communications #netflix #jobsearch #resume #toronto #torontojobs #canadajobs #advertising #advertisingandmarketing #hr #hrcanada #hrnetflix #hrcommunity #creativeresume #openforwork. There is a "+ Follow" button and a "Agencies" tag in the top right corner.

The series Euphoria criticized for glorifying drugs

HBOmax

Number of visits

35.8K

Sentiment



Low

Date

26 Jan

Mention category

News

Domain

latesthollywoodblog
.blogspot.com

Home > IFTTT

D.A.R.E. Program Slams HBO's 'Euphoria' For "Glorifying" Drug Use And Addiction Among Teenagers

 by Sarvech abro - January 26, 2022

#Roommates, as fans are currently enjoying the long-awaited second season of the Emmy-winning HBO series 'Euphoria,' national anti-drug information program D.A.R.E. feels an entirely different way. In a recent statement, D.A.R.E. (Drug Abuse Resistance Education) slammed 'Euphoria' for "glorifying" drug use and drug addiction among teenagers.



Tove Lo made song for HBO show Euphoria

HBOmax

Number of visits

1.2M

Sentiment



Neutral

Date

29 Jan

Mention category

News

Domain

eastmojo.com



3. Tove Lo - How Long (From "Euphoria")

ADVERTISEMENT

CONTINUE READING BELOW

The Swedish singer joins the club involving Billie Eilish and Rosalía by making a song for the hit HBO show 'Euphoria.' "How Long" is right up Lo's lane as it has a dark, edgy

and seductive vibe, perfectly suited for the notorious teen drama. In fact, the intro notes remind one of "are u gonna tell her" by Tove Lo.

Artwork created with the help of Artificial Intelligence

HBOmax

Number of visits

1.3M

Sentiment



Neutral

Date

30 Aug


Mention category

Web

Domain

creator.nightcafe.
studio



 **Vey Telmo** @Virgil
4 months ago

Photorealistic he portrait of Amelia May Alcock as a young Rhaenyra Targaryen in the HBO television series House of the Dragon realistic 8k...

Created 4 months ago · [0 comments](#) · [13 likes](#)

 Stable  Short  Thumb

This artwork was created with the help of Artificial Intelligence. Create your own AI-generated artworks using [NightCafe Creator](#).

Creation Settings

Text Prompts

"Photorealistic he portrait of Amelia May Alcock as a young Rhaenyra Targaryen in the HBO television series House of the Dragon realistic 8k resolution trending on Artstation by Annie Leibovitz and Marc Ryden"

Weight: 1

Miguel Sapochnik has stepped down from the HBO series

HBOmax

Number of visits

106.4M

Sentiment



Neutral

Date

31 Aug

Mention category

News

Domain

express.co.uk

House of the Dragon boss QUILTS show after season 2 renewal: 'Incredibly tough to move on'

HOUSE OF THE DRAGON boss Miguel Sapochnik has stepped down from his role after serving as showrunner for season one of the Game of Thrones spin-off series.

By **LAUREN WILLIAMS**

22:35, Wed, Aug 31, 2022 | UPDATED: 22:55, Wed, Aug 31, 2022

House of the Dragon showrunner Miguel Sapochnik has revealed he has stepped down from the **HBO** series after spending three years on the project. **The Game of Thrones** spin-off follows the story of the Targaryen Civil War at the height of their dynasty's power. Now co-creator Ryan Condal is set to step up to the plate and take over the role as showrunner.

House of the Dragon has dominated charts with its viewership numbers

HBOmax

Number of visits

267.2K

Sentiment



High

Date

18 Nov

Mention category

News

Domain

wikiofnerds.com

[Home](#) > [News](#) > House Of The Dragon Surpasses 1 BILLION Viewership Minutes, Rings Of Power Nowhere To Be Found

House Of The Dragon Surpasses 1 BILLION Viewership Minutes, Rings Of Power Nowhere To Be Found

House of the Dragon bags 1 BILLION + viewership minutes as Rings of Power drops out of the competition. Read on to know more

By Ishita Chatterjee November 19, 2022



House of the Dragon has dominated social media conversation from its release and now it's dominating charts with its viewership numbers. In both areas, it has surpassed *Lord of the Rings: Rings of Power* completely. As per newly released numbers, more than 1 billion minutes of the Game of Thrones prequel series has been viewed in just a week! Read more below:

VISIT

Netflix



A new Star Wars novel gives fans the Asajj Ventress backstory

Disney+

Number of visits

22.6M

Sentiment



High

Date

31 Mar

Mention category

News

Domain

[gizmodo.com](https://www.gizmodo.com)

A New *Star Wars* Novel Finally Gives Us the Asajj Ventress Backstory We've Been Waiting For

Obi-Wan Kenobi has a memorable first meeting with the Sith apprentice in Mike Chen's *Star Wars: Brotherhood*.

By [Linda Codega](#) | Published March 31, 2022 | [Comments \(6\)](#) | [Alerts](#)



With [Disney+ series *Obi-Wan Kenobi*](#) rapidly approaching, interest in the character is running sky-high, with a new novel on the way that'll examine another key period in the Jedi's life. Mike Chen's *Star Wars: Brotherhood* will explore how [Count Dooku's](#) Sith apprentice [Asajj Ventress](#) first met Kenobi at the very beginning of the Clone Wars.

The all-new animated special from Lucasfilm and the LEGO Group

Disney+

Number of visits

10.6K

Sentiment



High

Date

24 Jul

Mention category

Web

Domain

jediinsider.com

Disney+ LEGO Star Wars Summer Vacation - "A Vacation Adventure" Clip

Bespin refugee - July 25, 2022

Who's ready for a relaxing vacation adventure? 🌟 Stream LEGO Star Wars Summer Vacation, an original special, on @disneyplus August 5.



The all-new animated special from Lucasfilm and the LEGO Group and the newest entry in the popular signature branded cross-saga storytelling series that began with "LEGO Star Wars Holiday Special" and continued with "LEGO Star Wars Terrifying Tales," will premiere August 5, 2022, exclusively on Disney+.

"LEGO® Star Wars Summer Vacation," which is set shortly after the events of "Star Wars: The Rise of Skywalker," features the voices of "Weird Al" Yankovic, Yvette Nicole Brown, Kelly Marie Tran, Anthony Daniels, Billy Dee Williams, and returning cast members from previous "LEGO Star Wars" specials, and includes "Weird Al's" new original song, Scarif Beach Party.

Disney+ has got a plethora of shows and films for Halloween season

Disney+

Number of visits

4.5M

Sentiment



Neutral

Date

29 Oct

Mention category

News

Domain

[huffingtonpost.co.uk](https://www.huffingtonpost.co.uk)

[ENTERTAINMENT](#) [WE LOVE TV](#) [HALLOWEEN](#) [DISNEY](#)

18 Halloween Picks To Stream On Disney+: From Family Faves To Hair-Raising Horror

This spooky season, Disney's streaming service is giving out both tricks and treats.



By Daniel Welsh

30/10/2022 05:00am GMT | Updated November 3, 2022



When you're looking for some horror to give you the creeps on Halloween, you'd be forgiven for leaving [the House of Mouse](#) as the last place to go searching. But as it turns out, [Disney+](#) has got a plethora of shows and films to entertain and thrill this spooky season.

Of course, there are some family favourites in the mix – including some of the most iconic Halloween films of all time, no less – but thanks to their Star branch of programming and films, they also some genuinely terrifying horrors on offer, among their other more adult offerings (and yes, we're talking about Rocky Horror).

Here's our selection of 18 picks to watch on Disney+ as part of your Halloween festivities this year...

Disney+ is making a documentary about Stan Lee

Disney+

Number of visits

7.6M

Date

28 Dec

Mention category

News

Domain

hobbyconsolas.com

Sentiment



High

Disney+ anuncia un nuevo documental sobre la vida y legado de Stan Lee

CÓMICS Javier Cazallas 29 dic. 2022 8:40h.

Disney+ rendirá homenaje al legendario Stan Lee a través de un nuevo documental sobre la vida y la obra del icónico editor de Marvel Comics.

Figuras relevantes en el mundo de los **cómics**, hay muchas. Pero figuras relevantes en el mundo de las viñetas que trasciendan al nivel que lo hizo [Stan Lee](#), hay muy pocas.



The female version of The Hulk did not go down well at all

Disney+

Number of visits

6.3M

Sentiment



Low

Date

28 Dec

Mention category

News

Domain

creativebloq.com

The most controversial character designs of 2022

By [Georgia Coggan](#) published about 4 hours ago

These designs caused quite a stir online.



(Image credit: Marvel)

This year saw the release of a new She-Hulk series on Disney Plus. The clue's in the name as to the character design controversy in question, as the female version of The Hulk **did not go down well at all**. As soon as the first images of the angriest character in the land were released, folks spotted a problem. In short, for a character that's meant to be known for her strength, She-Hulk doesn't look very strong.

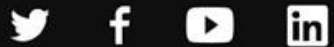
Viewers complained on Twitter about She-Hulk's petite size, pointing out that she doesn't have the bulk of The Hulk himself. And members of the VFX team agreed, as a now-deleted tweet showed.

Analysis based on Brand24 data
2020-2023

22 billions of online mentions from over
1 million sources

INSIGHTS²⁴
Analytics Division

Brand24 Global Inc.
121 Executive Circle
Daytona Beach, FL 32114



Netflix