

# ▶ Reelgood for Business 2021 VOD Catalog Insights Report



The video-on-demand (VOD) landscape has grown significantly in the United States as cord-cutting consumers have dropped cable and pay-TV packages in favor of streaming subscriptions. Furthermore, over the past year, several major new U.S. streaming services have launched, while macroeconomic factors have disrupted consumers' streaming behavior and preferences. What do companies need to do now to capture the opportunity, stay competitive, and succeed?

Reelgood's VOD Catalog Insights product enables streaming services and studios to accelerate growth, drive content acquisition and development, and inform partnership decisions - all driven by data from the industry's most comprehensive and accurate TV show and movie availability and metadata.

## Highlights:

- While Prime Video holds the title for the most movies and TV shows in its catalog overall, the story changes significantly once quality and pricing are considered — Netflix, Hulu, and HBO Max are catching up in terms of quality content available to stream for every dollar of their respective subscription costs.
- AVOD and TVOD platforms enjoyed the most growth in terms of content catalog this year, with growth in the AVOD sector mostly driven by Tubi TV, Vudu Free, and the launch of Peacock's free tier.
- In a move that likely comes as no surprise, many of the major subscription streaming services are steadily increasing their catalog of original TV shows at the expense of licensed content.
- In an effort to retain and acquire new users, the leading SVOD platforms are working to maintain a high percentage of content in their libraries that cannot be found elsewhere.
- Feel-good family-friendly content has been the key to success during the pandemic.
- Straight-to-VOD movie premieres have more than tripled in Q4 year-over-year.

*Reelgood provides availability data for movies and TV shows across 150+ SVOD, AVOD, TVOD, and TV Everywhere services. Its extensive catalog supports 150K+ movies, 20K+ TV shows, 1.3M+ TV episodes categorized with granular, normalized genres and tags. Numerous metadata fields include production company, network, and more. Reelgood's VOD Catalog Insights product provides historical trends at a monthly, weekly, and daily granularity.*

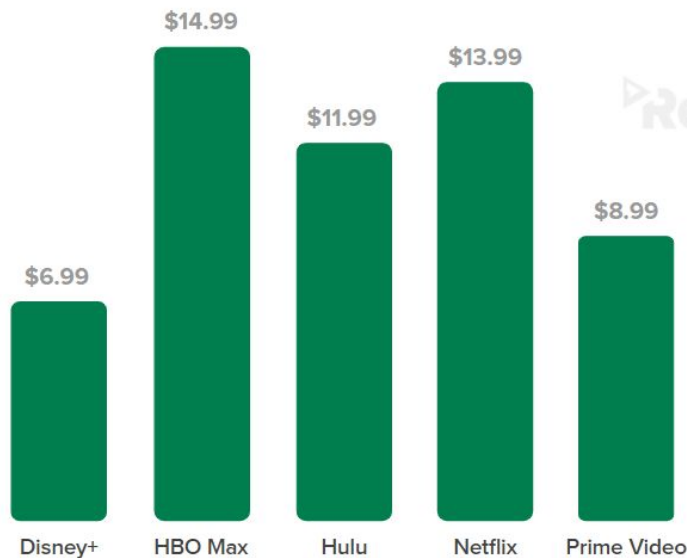
## Which SVOD streaming service is the best bang for buck?

As popular networks and companies begin to launch their own new streaming platforms to join the battle for consumer dollars, dominating the VOD market has become even more challenging. With these next few charts, we dive into the catalogs of the top five major streaming services to discover how much content (quality or not) they offer for every dollar each subscriber spends.

While Prime Video holds the title for the most movies and TV shows in its catalog overall, the story changes significantly once quality and pricing are considered.

### MONTHLY COST OF U.S. SVOD SERVICES

*\*as of Jan 15, 2021*



Source: Reelgood's VOD Catalog Insights product

[reelgood.com/business](https://reelgood.com/business)

First, a simple comparison of each of the top five streaming service's monthly subscription cost. We opted to include Netflix's standard pricing of \$13.99, and Hulu's no-ads rate of \$11.99 since all the others are commercial-free.

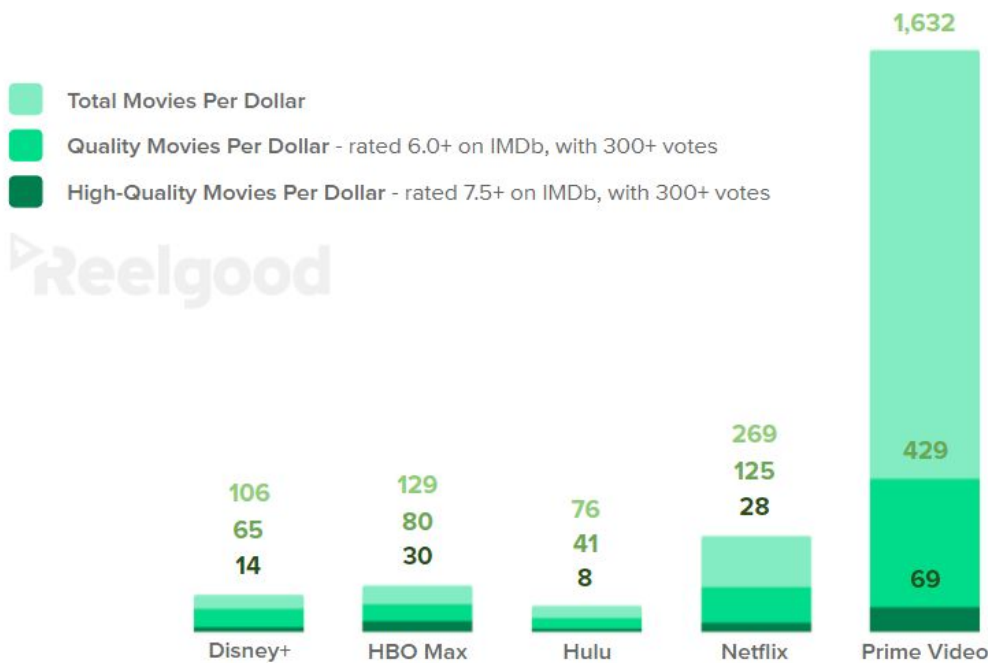
Before proceeding to the next charts — it's important to note that for this analysis, only movies and TV shows that automatically come with a subscription (e.g Prime Video) were taken into account. This means no rent/buy content was included.

Next, we sought to answer three questions with the help of the pricing index shown on the previous page and Reelgood's catalog data as well as IMDb scores:

1. How many movies and TV shows overall does each streaming service provide per dollar?
2. How many 'quality' movies and TV shows are included per dollar?
3. How many 'high quality' movies and TV shows are included per dollar?

## HOW MANY MOVIES PER DOLLAR DOES EACH SERVICE PROVIDE?

*\*based on Reelgood U.S. catalog data and monthly streaming service costs as of Jan 15, 2021*



Source: Reelgood's VOD Catalog Insights product

[reelgood.com/business](https://reelgood.com/business)

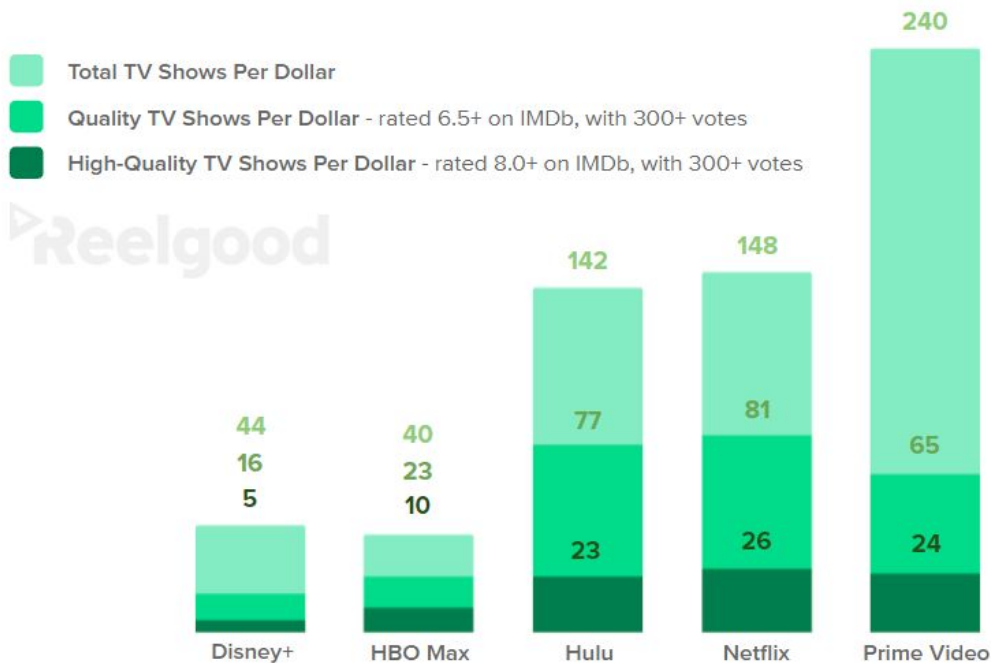
Looking at the number of movies available per dollar on each of the top five services — it's clear Prime Video wins by a mile both in terms of quality and sheer quantity. Contrary to the popular belief that Prime Video's extensive catalog is made up of mostly older films, in reality 57% of its movie library are titles released in the last 10 years.

Netflix, however, holds the honor of having the most number of relatively new films in its roster, with 87% of its movies released in 2010 or later years.

In this next chart, we look at the volume of TV shows consumers gain access to with every dollar they spend on each specific subscription service. While Prime Video remains in the lead for total number of TV shows available per dollar, it drops down to third in terms of quality. Netflix (despite the recent price hike) and Hulu, both known for their high-caliber original series, take first and second place respectively.

## HOW MANY TV SHOWS PER DOLLAR DOES EACH SERVICE PROVIDE?

*\*based on Reelgood U.S. catalog data and monthly streaming service costs as of Jan 15, 2021*



Source: Reelgood's VOD Catalog Insights product

[reelgood.com/business](https://reelgood.com/business)

HBO Max and Disney+ are not far apart, though it will be interesting to see how things in this aspect play out this year with Disney+ highlighting the release of several TV series taking place within the Marvel Cinematic Universe, and HBO Max beefing up their library with Warner Bros.' full slate of highly anticipated films for 2021.

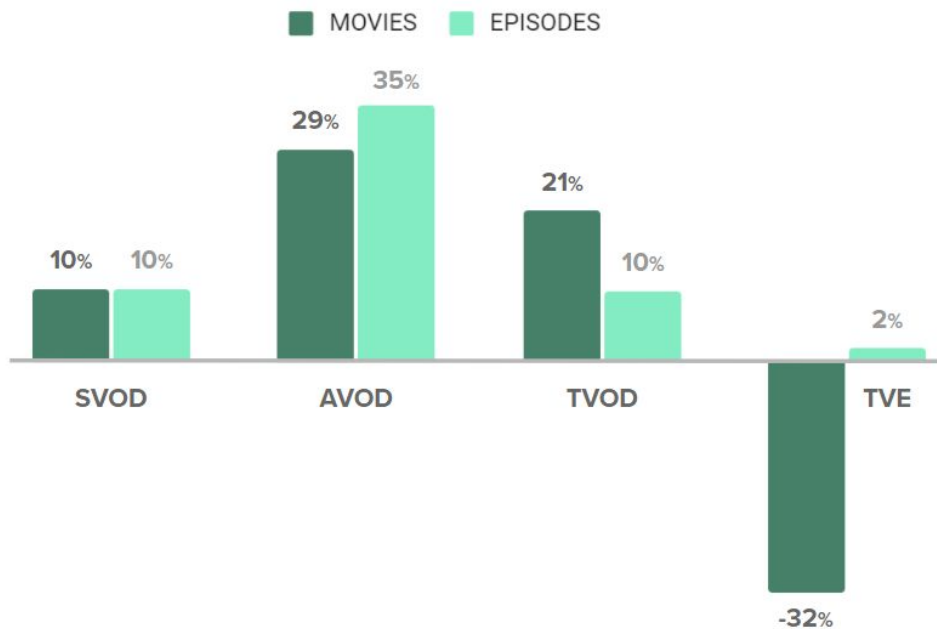
*WandaVision*, the first of all new Marvel content coming to Disney's streaming service, is already off to a great start. The series featuring Elizabeth Olsen and Paul Bettany was extremely well-received among 2 million Reelgood users in the U.S. during its 'opening weekend' on Jan 15-17, 2021, garnering a 9.3% share of engagement relative to the top 100 most-watched TV shows via the Reelgood platform.

## AVOD and TVOD platforms enjoyed the most growth in terms of content catalog

In an effort to keep up with consumer demand, VOD platforms aggressively expanded their movie and TV show libraries over this past year. Compared to January 2020, all VOD platforms combined now have 19% more movies and 14% more episodes available, with TV Everywhere (TVE) services being the only ones to see an overall decline.

### MOVIE & EPISODE CATALOG GROWTH PER VOD TYPE

*\*based on a comparison of Reelgood U.S. catalog data snapshots from Jan 15, 2020 and Jan 15, 2021*



Source: Reelgood's VOD Catalog Insights product

[reelgood.com/business](https://reelgood.com/business)

Growth in the AVOD sector was mostly driven this year by an increase in titles available via Tubi TV and Vudu Free. The launch of Peacock's free tier also helped with the spike.

For SVOD platforms, this influx of new content is the effect of catalog growth observed across the board with Prime Video leading the charge, followed by Hulu, CBS All Access, and Netflix. The launch of HBO Max and Peacock Premium also had a hand in things.

*\*For continuity, this analysis is based on the same set of services for both 2020 and 2021, except for newly launched platforms like HBO Max and Peacock. It does not include VOD services that were added to the Reelgood platform later than Jan 15, 2020, that were already previously available to consumers (e.g Pluto TV, Philo, etc.) For more information on this analysis, contact us at [sales@reelgood.com](mailto:sales@reelgood.com)*

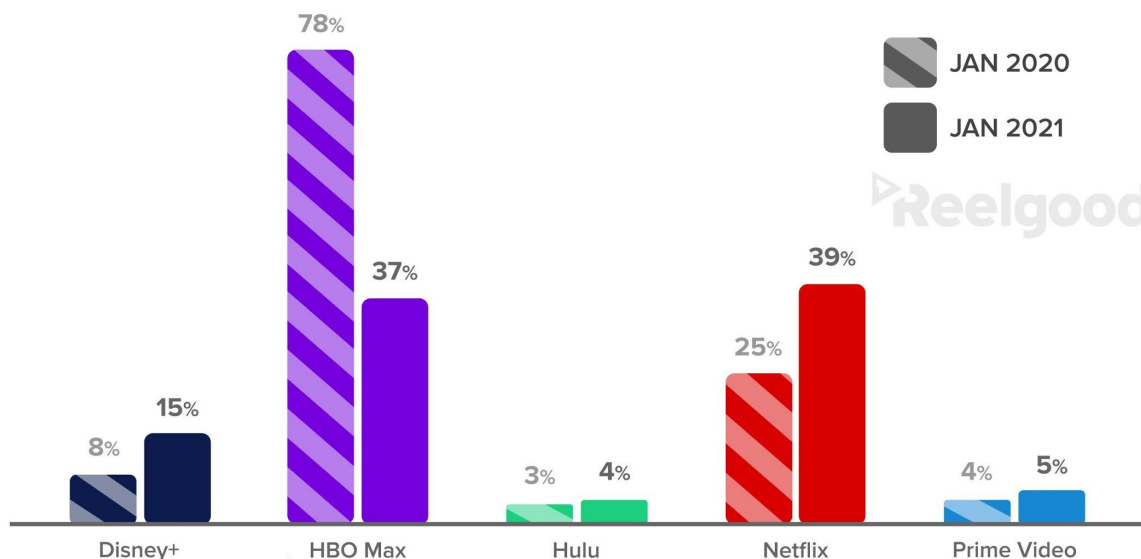


# SVOD platforms are steadily moving away from licensed content as they invest in producing their own lineup of original series

In a move that likely comes as no surprise, many of the major subscription streaming services are increasing their catalog of original TV shows at the expense of licensed content.

## 2020 v. 2021: CATALOG SHARE OF ORIGINAL TV SHOWS ON SVOD SERVICES

*\*based on a comparison of Reelgood U.S. catalog data snapshots from Jan 15, 2020 and Jan 15, 2021*



*\*\*in the case of HBO Max, catalog data for HBO Now was used for the previous year (2020)*

Source: Reelgood's VOD Catalog Insights product

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Netflix is the biggest grower with original series making up 39% of its entire TV show catalog — up 14 share points from last year, with almost 300 new original series added over the last 12 months.

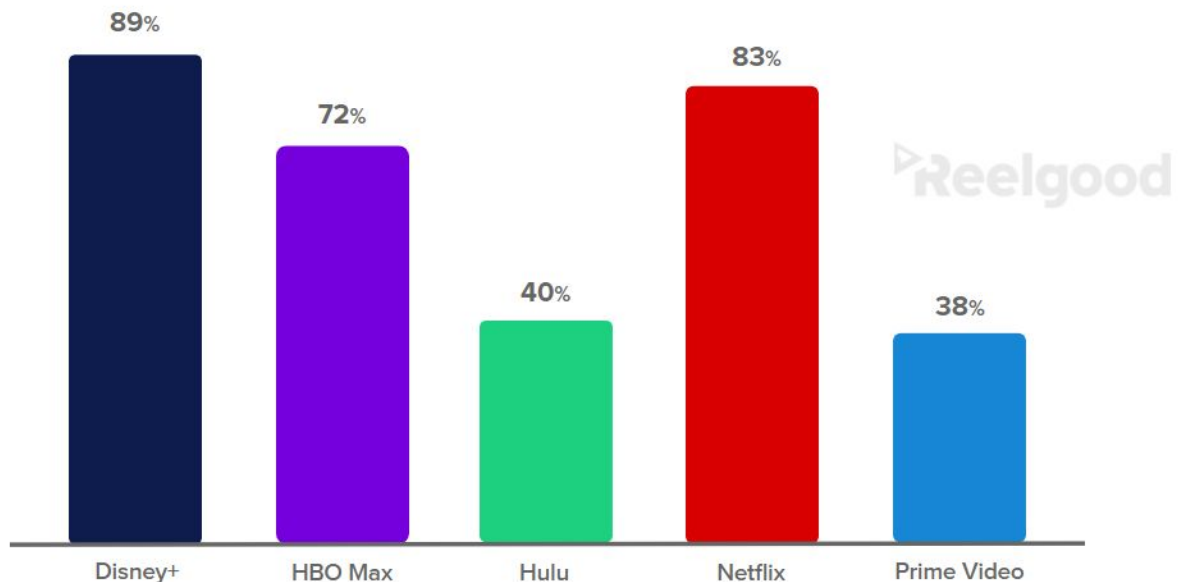
It's apparent that players who have been in the game for longer are transitioning away from heavily licensed libraries of content, while newer services like HBO Max, Apple TV+, and Peacock are working on buffing up their libraries with licensed content that feel familiar to consumers. While HBO Max does have 31% more originals today than HBO Now did in January 2020, the number of licensed TV shows on the service went from 40 to 330, hence the decline in catalog shares for its original content in 2021.

## The top SVOD platforms hold exclusive rights to stream a massive portion of their catalogs

An analysis of the exclusive content available via the leading SVOD platforms shows that companies are working to maintain a high percentage of content in their libraries that cannot be found elsewhere in an effort to retain and acquire new users. This struggle to keep their catalog exclusive and uniquely attractive to consumers lines up with the growth we are seeing in the volume of original content being produced.

### EXCLUSIVE CONTENT AVAILABLE THROUGH EACH U.S. SVOD STREAMING SERVICE

*\*Reelgood U.S. catalog data snapshot as of Jan 15, 2021*



*\*\*exclusive content defined as any movie or TV show episode that is not available to stream via any other SVOD or AVOD service*

Source: Reelgood's VOD Catalog Insights product

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While you'd expect to see Netflix at the top given its wide array of original movies and TV shows, it surprisingly comes only second to Disney+, and HBO Max is not very far behind.

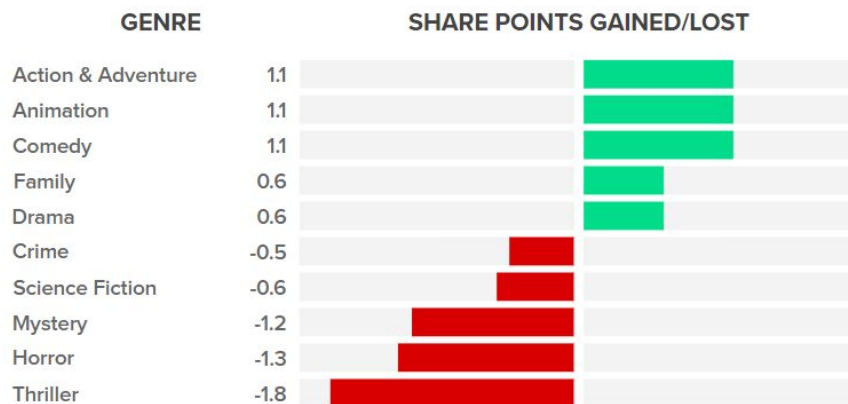


# Feel-good family-friendly content has been the key to success during the pandemic

To re-align with changing appetites for entertainment amidst a global pandemic, both SVOD and AVOD services have grown their library of feel-good, family-friendly movies. Meanwhile, catalog representation declined for more serious genres like drama, crime, and horror.

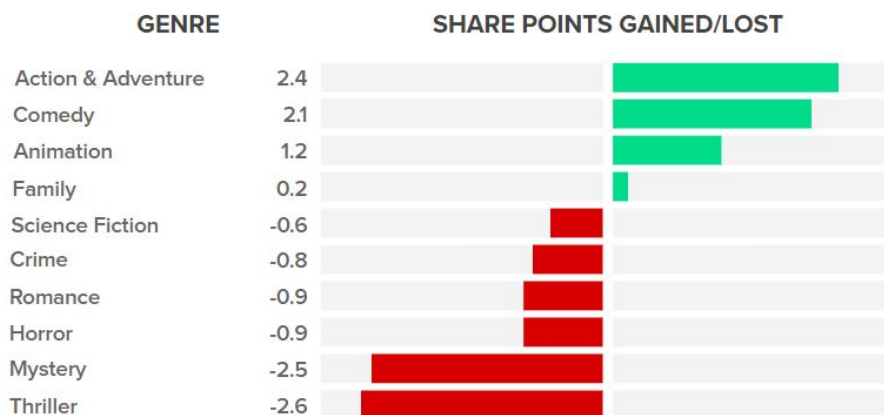
## THE BIGGEST GAINS AND LOSSES IN MOVIE CATALOG REPRESENTATION FOR SVOD SERVICES

*\*based on a comparison of Reelgood U.S. catalog data snapshots from Jan 15, 2020 and Jan 15, 2021*



## THE BIGGEST GAINS AND LOSSES IN MOVIE CATALOG REPRESENTATION FOR AVOD SERVICES

*\*based on a comparison of Reelgood U.S. catalog data snapshots from Jan 15, 2020 and Jan 15, 2021*

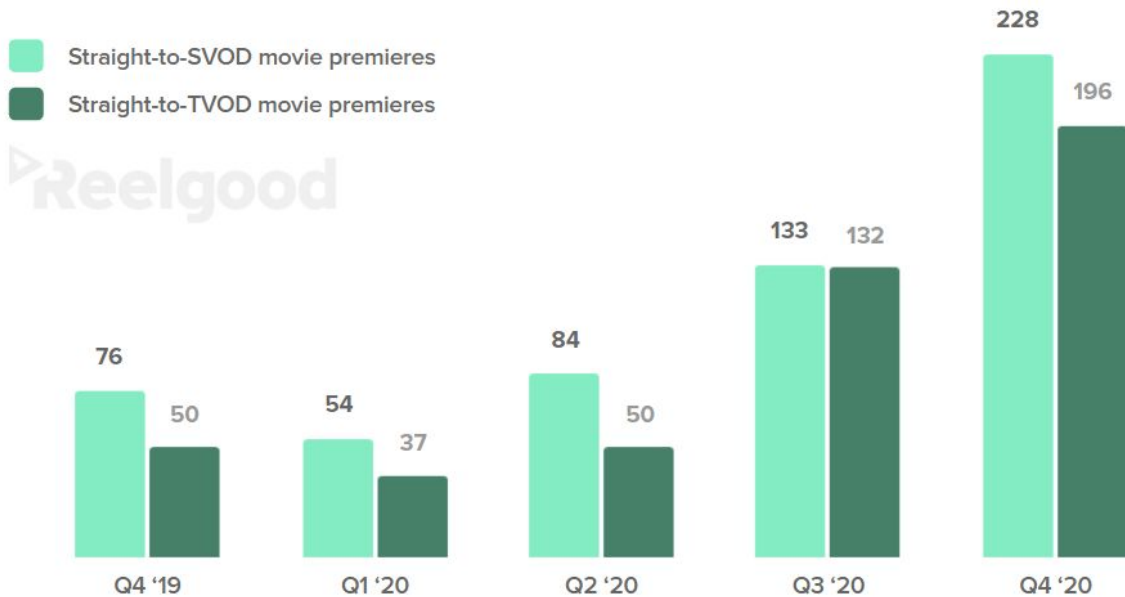


## Straight-to-VOD movie premieres have more than tripled in Q4 year-over-year

Straight-to-streaming movie premieres have become a trend in recent months with the debut of Soul on Disney+ and Wonder Woman 1984 on HBO Max proving to be massive successes.

### STRAIGHT-TO-STREAMING MOVIE PREMIERES IN 2020

*\*based on Reelgood U.S. catalog data on the total number of straight-to-VOD movie premieres per quarter*



*Note: this analysis counts all distinct movies that became available on any SVOD or TVOD service within 14 days of its theatrical release date*

Source: Reelgood's VOD Catalog Insights product

[reelgood.com/business](https://reelgood.com/business)

Among other things, the release of all major 2021 Warner Bros. films to HBO Max at the same time they hit theaters signals that this is likely to become the status quo for as long as the pandemic lasts and [consumers remain hesitant](#) to return to movie theaters.

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# U.S. Rankings

SVOD + AVOD Catalog Data

## Top 10 U.S. streaming services based on total hours of content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

- |               |                  |
|---------------|------------------|
| 1 Hulu        | 6 Pluto TV       |
| 2 Tubi        | 7 fuboTV         |
| 3 Prime Video | 8 CBS All Access |
| 4 Netflix     | 9 Vudu           |
| 5 Philo       | 10 IMDb TV       |

*Source: Reelgood's VOD Catalog Insights product*

## Top 10 U.S. streaming services based on hours of fresh\* content

*\*based on Reelgood data as of Jan 15, 2021, with fresh defined as any title released within the last 3 years*

- |               |                  |
|---------------|------------------|
| 1 Netflix     | 6 Tubi           |
| 2 Hulu        | 7 HBO Max        |
| 3 Philo       | 8 CBS All Access |
| 4 fuboTV      | 9 Peacock        |
| 5 Prime Video | 10 Crunchyroll   |

*Source: Reelgood's VOD Catalog Insights product*

## Top 10 U.S. SVOD services based on hours of original content

*\*based on Reelgood catalog data including original TV shows available on every service as of Jan 15, 2021*

- |                      |                         |
|----------------------|-------------------------|
| <b>1</b> Netflix     | <b>6</b> STARZ          |
| <b>2</b> HBO Max     | <b>7</b> Disney+        |
| <b>3</b> Hulu        | <b>8</b> CBS All Access |
| <b>4</b> Showtime    | <b>9</b> Apple TV+      |
| <b>5</b> Prime Video | <b>10</b> EPIX NOW      |

*Source: Reelgood's VOD Catalog Insights product*

## Top 10 U.S. streaming services based on hours of exclusive content

*\*based on Reelgood data as of Jan 15, 2021, with exclusive content defined as any movie or TV show episode that cannot be streamed via any other SVOD or AVOD platform in the U.S.*

- |                      |                         |
|----------------------|-------------------------|
| <b>1</b> Hulu        | <b>6</b> fuboTV         |
| <b>2</b> Netflix     | <b>7</b> CBS All Access |
| <b>3</b> Philo       | <b>8</b> Pluto TV       |
| <b>4</b> Prime Video | <b>9</b> IMDb TV        |
| <b>5</b> Tubi        | <b>10</b> HBO Max       |

*Source: Reelgood's VOD Catalog Insights product*

# Top 5 U.S. streaming services based on hours of genre content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

## Action & Adventure

- 1 Tubi
- 2 Netflix
- 3 Hulu
- 4 Prime Video
- 5 Pluto TV

## Animation

- 1 Hulu
- 2 Netflix
- 3 Prime Video
- 4 Tubi
- 5 Crunchyroll

## Anime

- 1 Crunchyroll
- 2 Funimation
- 3 Hulu
- 4 Netflix
- 5 Tubi

## Comedy

- 1 Hulu
- 2 Tubi
- 3 Netflix
- 4 Prime Video
- 5 Pluto TV

## Crime

- 1 Hulu
- 2 Netflix
- 3 Tubi
- 4 Prime Video
- 5 Pluto TV

## Documentary

- 1 Philo
- 2 Netflix
- 3 Hulu
- 4 Tubi
- 5 fuboTV



# Top 5 U.S. streaming services based on hours of genre content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

## Drama

- 1 Netflix
- 2 Tubi
- 3 Hulu
- 4 Prime Video
- 5 Pluto TV

## Family

- 1 Hulu
- 2 Tubi
- 3 Netflix
- 4 Prime Video
- 5 Pluto TV

## Horror

- 1 Tubi
- 2 Netflix
- 3 Prime Video
- 4 Hulu
- 5 Pluto TV

## Romance

- 1 Hulu
- 2 Netflix
- 3 Tubi
- 4 Prime Video
- 5 Pluto TV

## Science Fiction

- 1 Netflix
- 2 Hulu
- 3 Tubi
- 4 Prime Video
- 5 Crunchyroll

## Western

- 1 Tubi
- 2 Pluto TV
- 3 STARZ
- 4 Prime Video
- 5 Vudu

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# UK Rankings

SVOD + AVOD Catalog Data

## Top 10 UK streaming services based on total hours of content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

1 Prime Video

2 Netflix

3 NowTV

4 Channel 4

5 BritBox

6 hayu

7 Disney+

8 BBC iPlayer

9 My5

10 ITV

*Source: Reelgood's VOD Catalog Insights product*

## Top 10 UK streaming services based on hours of fresh\* content

*\*based on Reelgood data as of Jan 15, 2021, with fresh defined as any title released within the last 3 years*

1 Netflix

2 Prime Video

3 NowTV

4 Channel 4

5 hayu

6 BBC iPlayer

7 BritBox

8 My5

9 Disney+

10 ITV

*Source: Reelgood's VOD Catalog Insights product*

## Top 10 UK streaming services based on hours of exclusive content

*\*based on Reelgood data as of Jan 15, 2021, with exclusive content defined as any movie or TV show episode that cannot be streamed via any other SVOD or AVOD platform in the UK*

- |               |               |
|---------------|---------------|
| 1 Prime Video | 6 BritBox     |
| 2 Netflix     | 7 Disney+     |
| 3 NowTV       | 8 BBC iPlayer |
| 4 Channel 4   | 9 My5         |
| 5 hayu        | 10 ITV        |

*Source: Reelgood's VOD Catalog Insights product*

# Top 5 UK streaming services based on hours of genre content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

## Action & Adventure

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 Channel 4
- 5 Disney+

## Animation

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 Channel 4
- 5 Disney+

## Anime

- 1 Netflix
- 2 Prime Video
- 3 Channel 4
- 4 Disney+
- 5 NowTV

## Comedy

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 Channel 4
- 5 Disney+

## Crime

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 BritBox
- 5 Channel 4

## Documentary

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 Channel 4
- 5 hayu

# Top 5 UK streaming services based on hours of genre content

*\*based on Reelgood catalog data including movies & TV shows available on all SVOD + AVOD services as of Jan 15, 2021*

## Drama

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 BritBox
- 5 Channel 4

## Family

- 1 Netflix
- 2 Prime Video
- 3 Disney+
- 4 Channel 4
- 5 NowTV

## Horror

- 1 Prime Video
- 2 Netflix
- 3 NowTV
- 4 Channel 4
- 5 Shudder

## Reality

- 1 hayu
- 2 Prime Video
- 3 Channel 4
- 4 NowTV
- 5 Netflix

## Romance


- 1 Netflix
- 2 Prime Video
- 3 Channel 4
- 4 BritBox
- 5 NowTV

## Science Fiction

- 1 Netflix
- 2 Prime Video
- 3 NowTV
- 4 Disney+
- 5 BritBox



# Learn how VOD Catalog Insights enables data-driven decisions



The screenshot displays the 'CATALOG DETAIL' view for Netflix. It includes a table of titles and a 3D bar chart illustrating rental costs.

TITLE	CONTENT TYPE	SERVICE	PRODUCTION COMPANY	NETWORK
For Thinking of Ending Things	Movie	Netflix	Likely Story, Progressive Testing Service	Does not apply to movies
The Babysitter: Killer Queen	Movie	Netflix	Wonderland Sound and Vision	Does not apply to movies
Sentinas	Movie	Netflix	Denver and Dublin Productions, Dune Films, Sigdance Media	Does not apply to movies
The Old Guard	Movie	Netflix	Next Entertainment World, RedWax Film	Does not apply to movies
Train to Busan	Movie	Netflix	Cableage, Offspring Entertainment, Watpad	Does not apply to movies
After	Movie	Netflix	Screen Arcade, Supermural	Does not apply to movies
Project Power	Movie	Netflix	Argon Pictures, Excessum Labs, The Span Program	Does not apply to movies
The Social Dilemma	Movie	Netflix	Amelia Entertainment, Universal Pictures	Does not apply to movies
Back to the Future	Movie	Netflix	Ampt Productions, Columbia Pictures, Lord Miller, Miral	Does not apply to movies
Spider-Man: Into the Spider-Verse	Movie	Netflix		Does not apply to movies

3D Bar Chart Data:

- Movie: Rent: \$3.99
- TV Show: SERVICE: Netflix

Reelgood for Business  
VOD Catalog Insights

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Reelgood provides the most accurate and comprehensive streaming guide, with every TV show and movie available online. Companies such as Roku, AMC, Microsoft, and LG rely on Reelgood's catalog data to help their businesses succeed. Founded in 2015, the company has raised \$11MM in venture capital and performed three acquisitions. Reelgood is headquartered in San Francisco with offices in Canada, Ecuador, and Australia.

Contact us at [sales@reelgood.com](mailto:sales@reelgood.com)