



ONLINE DISCUSSIONS REPORT

MAR 2021

BRAND24
SAMPLE ONLINE
DISCUSSIONS
REPORT

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



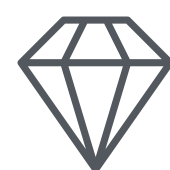
TOP SHARE OF VOICE

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**.





NETFLIX ONLINE CONVERSATION

KEY METRICS

1.9 B (+131%)
TOTAL REACH

Estimated number of contacts (impressions) with brand mentions.

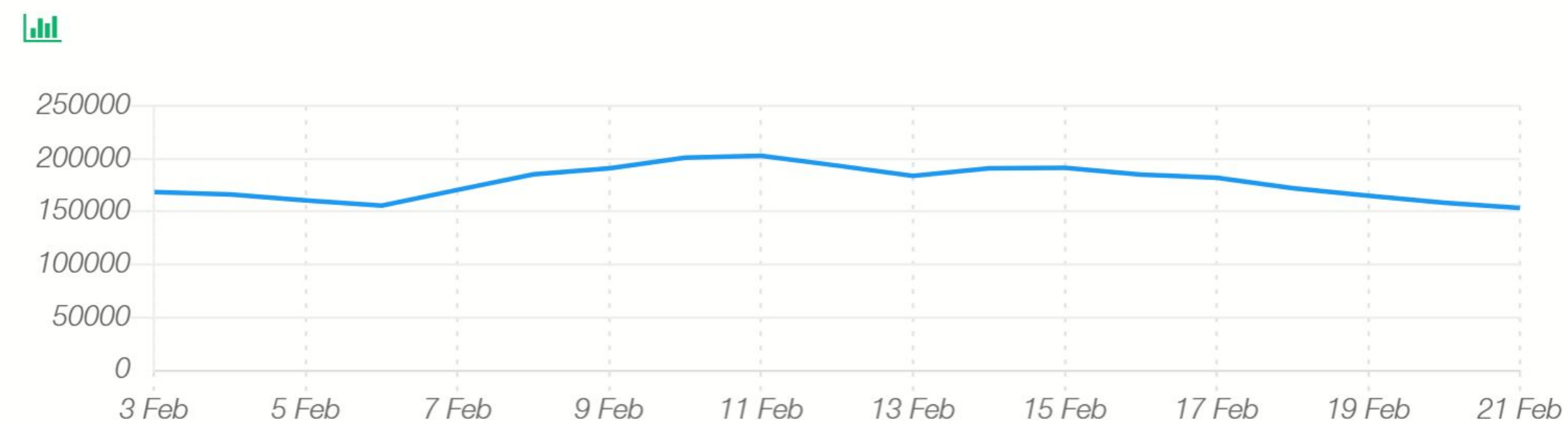
550 K (+61%)
NO OF MENTIONS

Number of online mentions for monitored brand.

Presence Score ?
for Netflix.



Your Presence Score
is higher than 99% of brands ?



Social Media Reach



STATISTICS FOR PAST 30 DAYS

30 DAYS PRESENCE

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

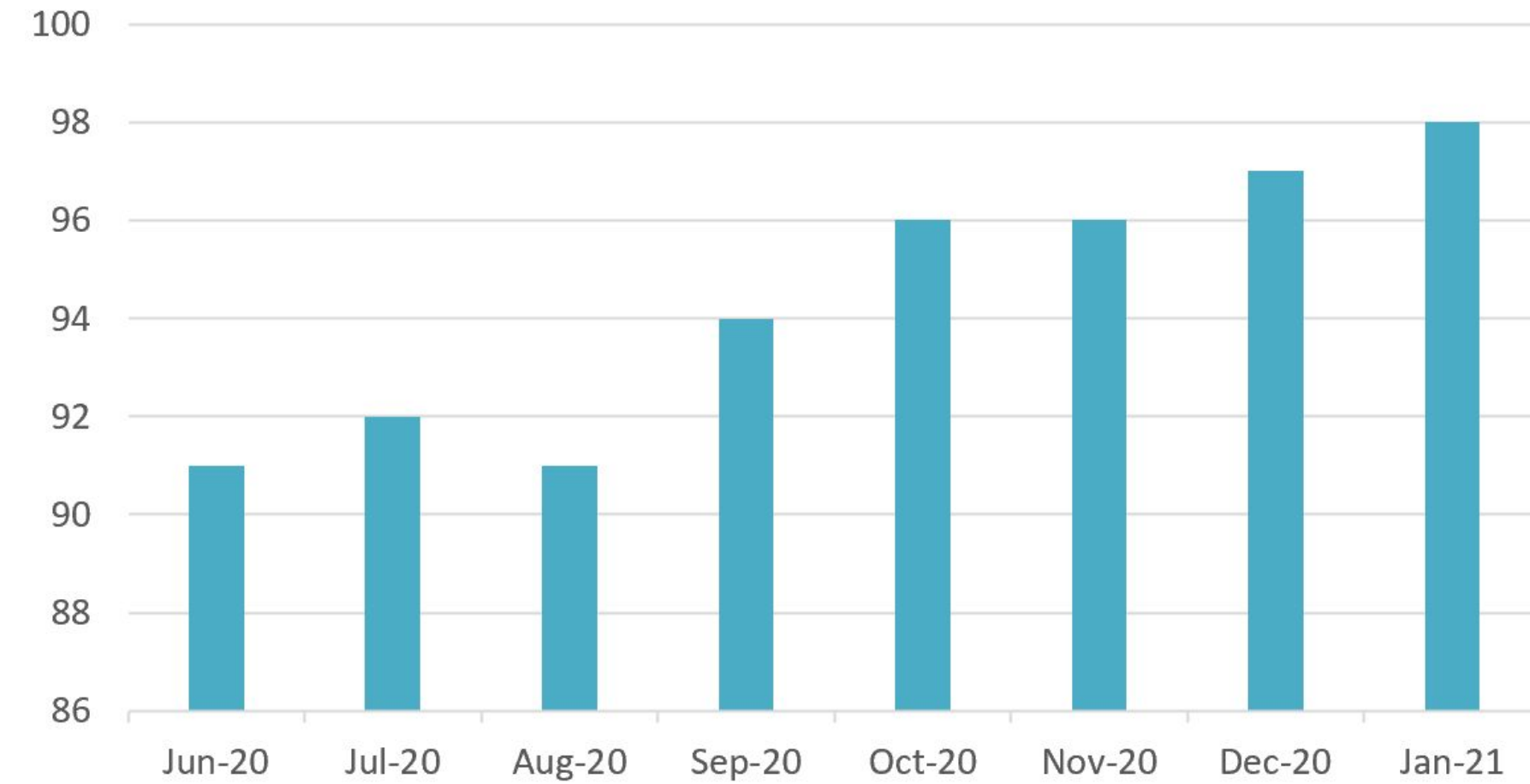
Number of online mentions for Netflix over past 30 days grew by 61% reaching 550 K.

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.

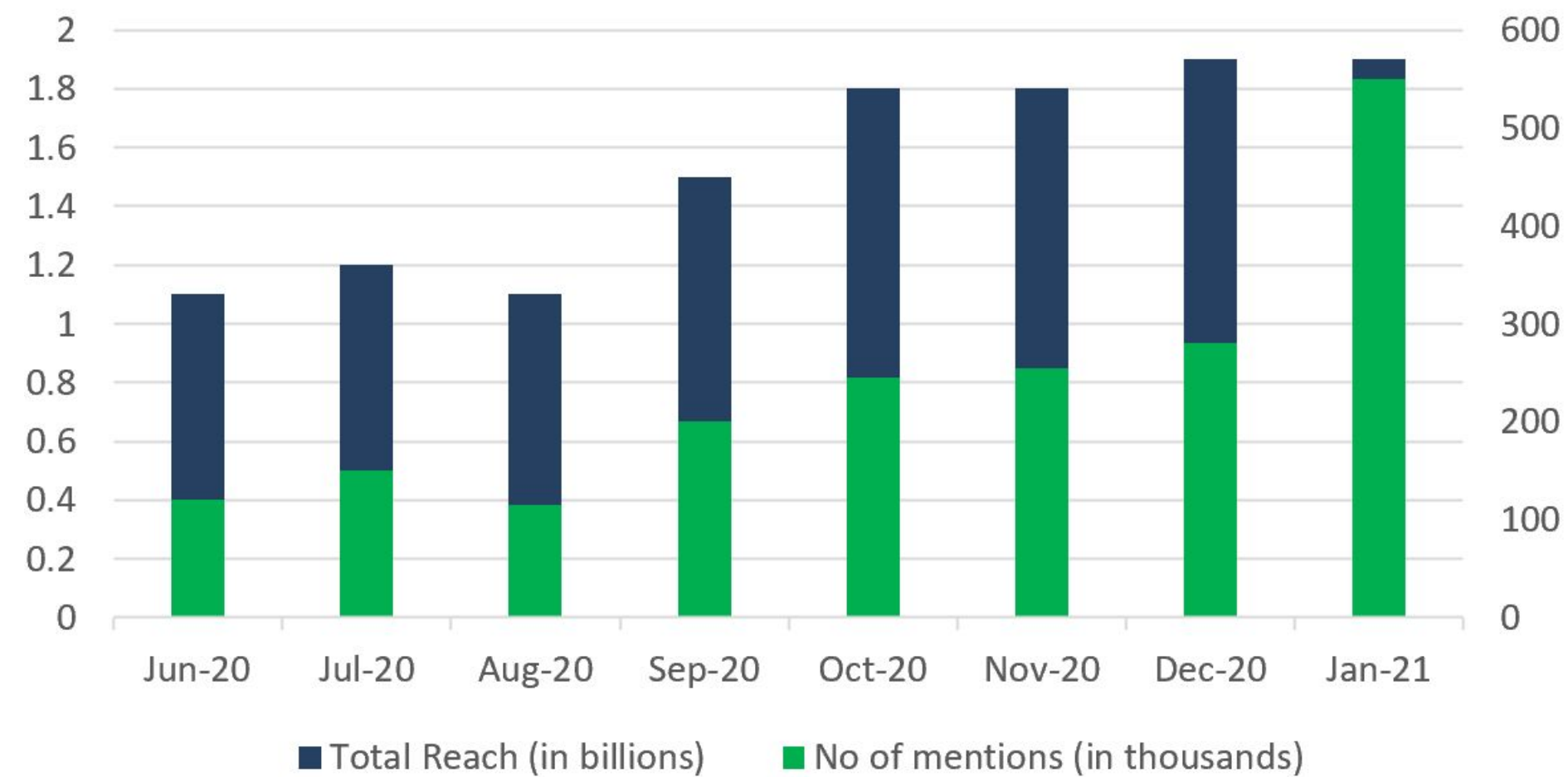
Presence Score for Netflix reached the highest possible value of 97/100, higher than for 98% of brands out there.

Presence Score helps to measure brand/topic online presence (popularity) at the given time.

PRESENCE SCORE



REACH & MENTIONS



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.

Netflix

99/100 (+2)
PRESENCE SCORE

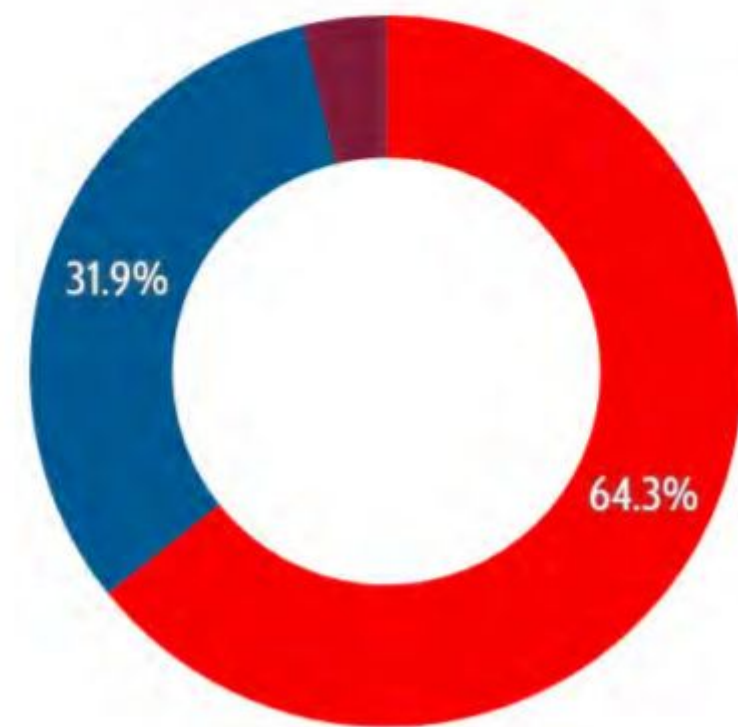
HBO Go

59/100 (+1)
PRESENCE SCORE

Disney+

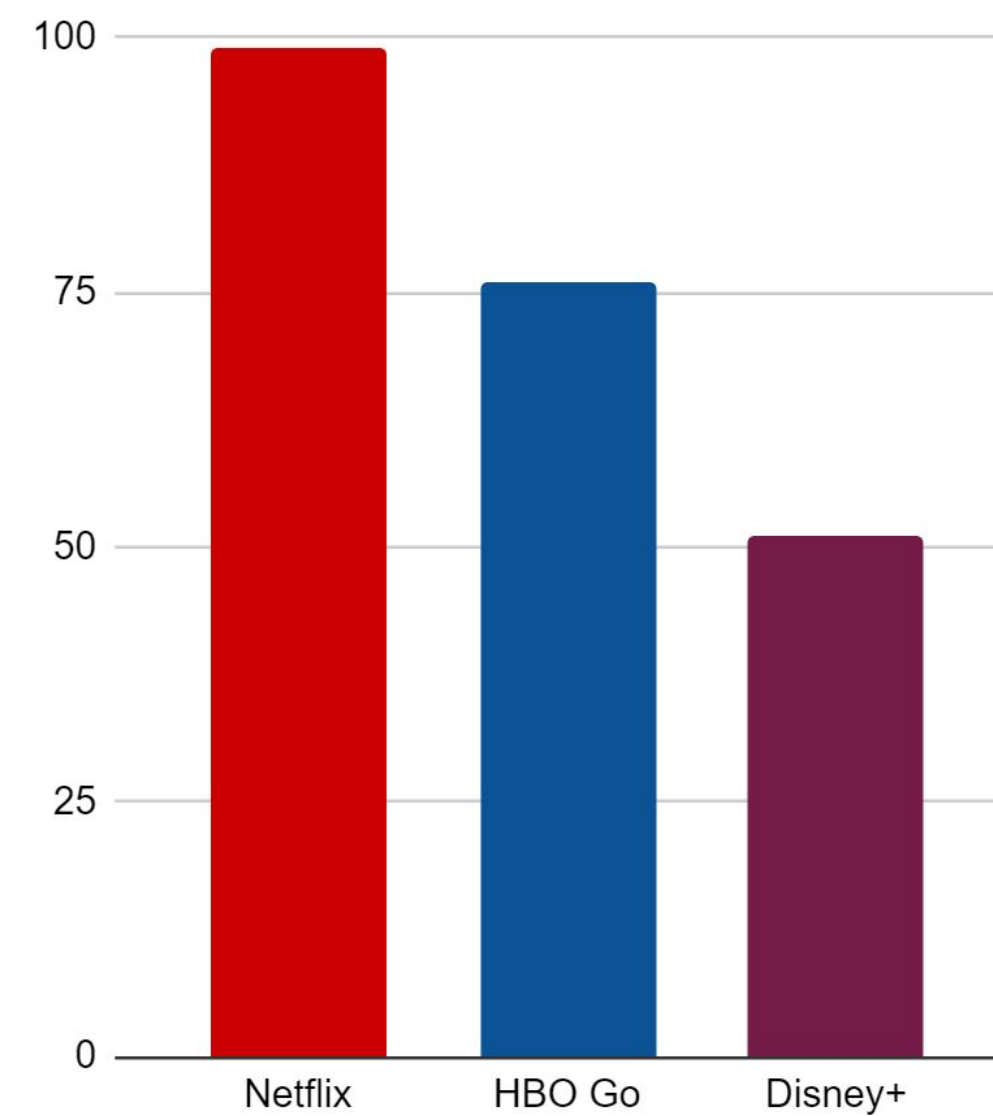
51/100 (+4)
PRESENCE SCORE

Share of voice



Netflix HBO Go Disney +

Presence Score



STATISTICS FOR PAST 30 DAYS

PRESENCE BENCHMARKS

Presence Score for Netflix reached the highest possible value of 99/100, higher than for 99% of brands out there.

Netflix 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).

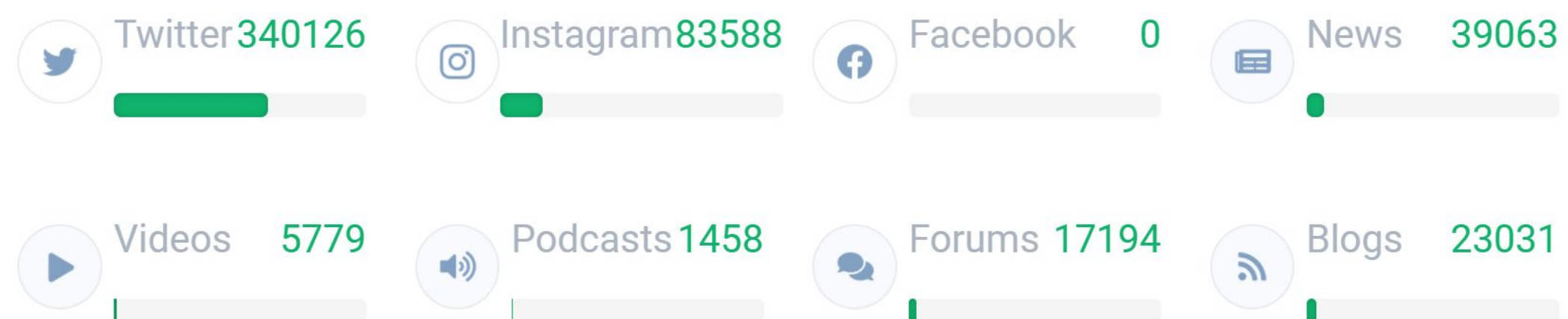
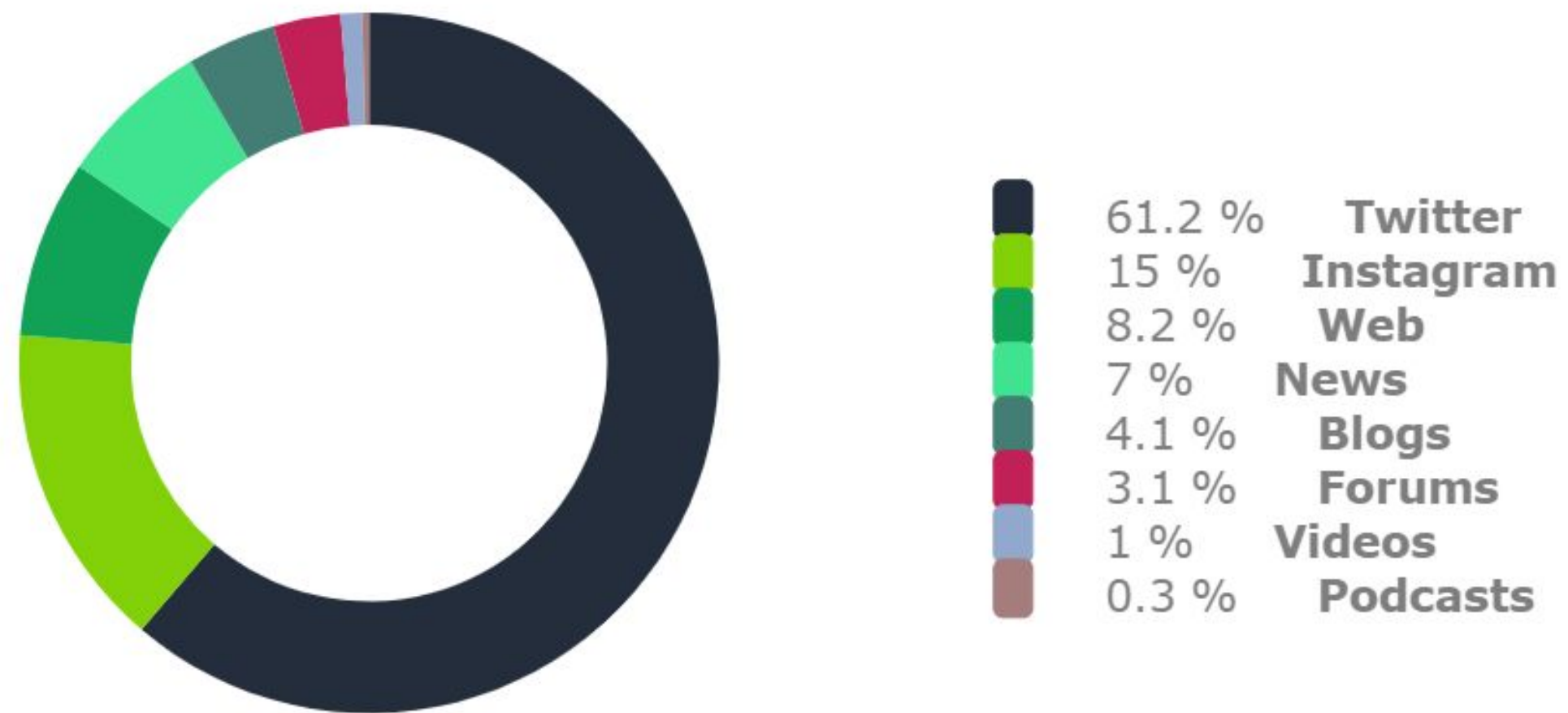
STATISTICS FOR PAST 30 DAYS

SOURCES OF MENTIONS

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.



STATISTICS FOR PAST 30 DAYS

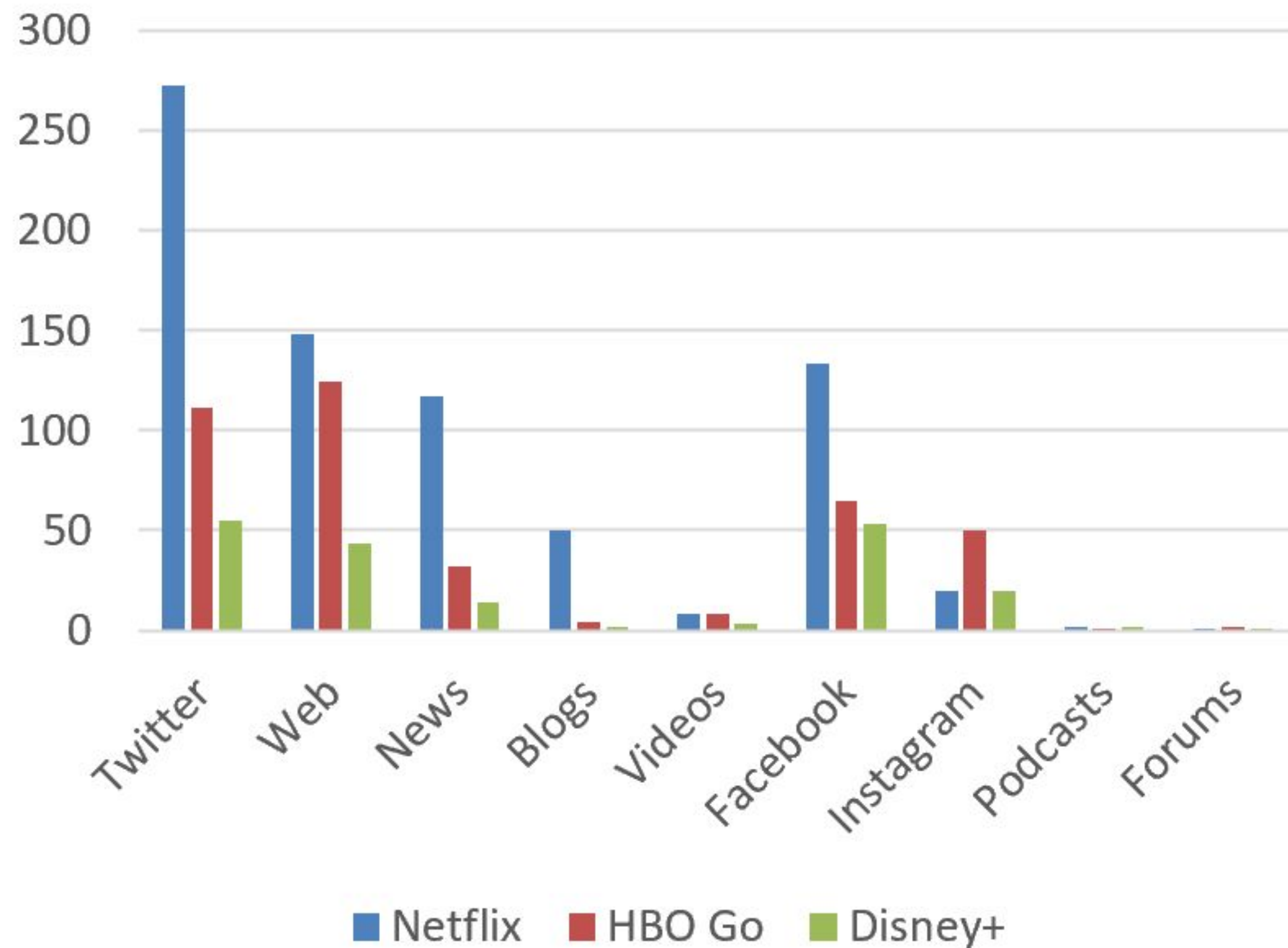
SOURCES BENCHMARKS

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 K (71.1%)
POSITIVES

The number mentions / threads with potentially positive sentiment.

97 K (28.9%)
NEGATIVES

The number mentions / threads with potentially negative sentiment.

REPUTATION SCORE



Your Brand Reputation Score is better than 92% of brands.



STATISTICS FOR PAST 30 DAYS

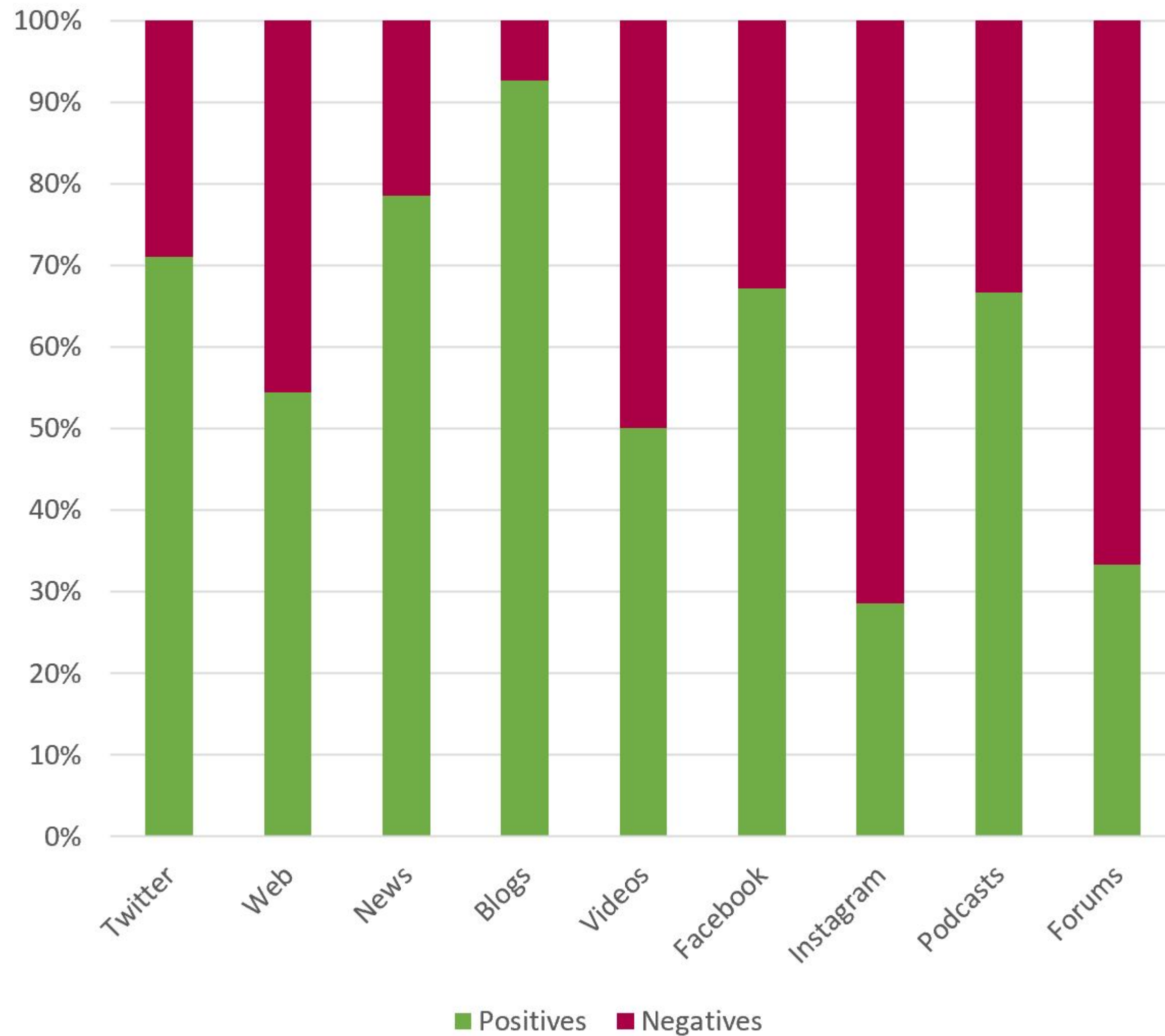
SENTIMENT ANALYSIS

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.



STATISTICS FOR PAST 30 DAYS

SENTIMENT PER SOURCE

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.

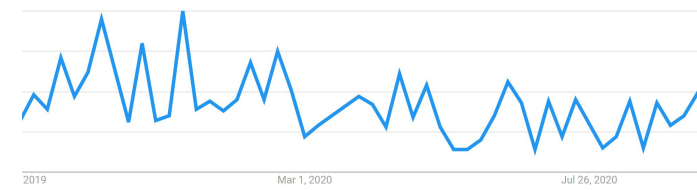
Reputation Score helps to measure reputation based on reach of positives vs reach of positives.

LOGIN

A popularity of discussions related to Netflix in combination with keyword Login

5K

Number of
Netflix + Login
Mentions

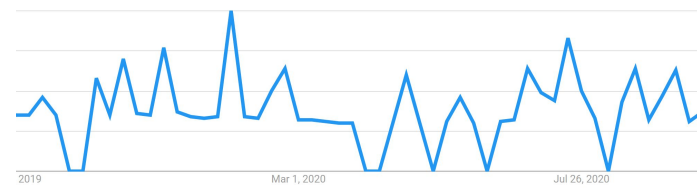


PRICING

A popularity of discussions related to Netflix in combination with keywords related to pricing

2K

Number of
Netflix + price
Mentions



QUALITY

A popularity of discussions related to Netflix in combination with keywords related to quality

1K

Number of
Netflix + quality
Mentions



STATISTICS FOR PAST 30 DAYS

TOP NEGATIVES

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

80/100 (+2)
REPUTATION SCORE

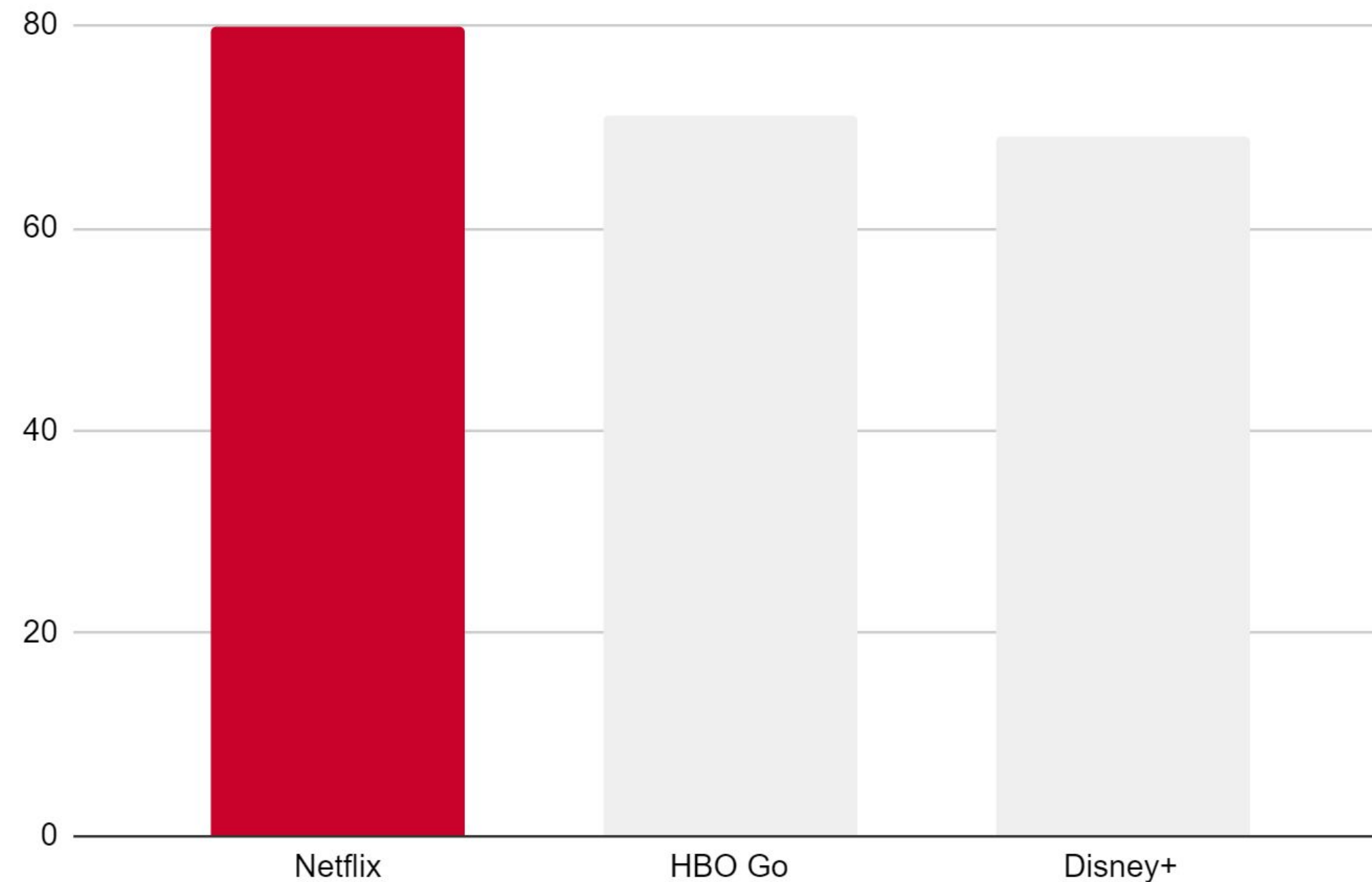
HBO Go

71/100 (+1)
REPUTATION SCORE

Disney+

69/100 (+4)
REPUTATION SCORE

Reputation Score



STATISTICS FOR PAST 30 DAYS






SENTIMENT BENCHMARKS

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.

Reputation Score operates on a scale from -100 to 100.

	cnnbrk Two men who appeared on the Netflix docuseries \Cheer\ have been arrested and charged in separate sex	Influencer Score: 10/10	Influence 10 306 692	Reach 60 627 602
	CNN Netflix went from DVD rentals to become a global streaming giant. Now its sights are set on	Influencer Score: 10/10	Influence 8 944 875	Reach 52 616 914
	nytimes Netflix drew a jaw-dropping 42 nominations. Here's the full list of nominees for the 2021 Golden Globes.	Influencer Score: 10/10	Influence 8 350 697	Reach 49 121 745
	BBCWorld Michelle Obama to star in Netflix show that aims to teach children the joys of home cooking	Influencer Score: 10/10	Influence 5 261 359	Reach 30 949 173
	priyankachopra 1 more day! #TheWhiteTiger @_GouravAdarsh @RajkummarRao #RaminBahrani @netflix https://t.co/aM5diJMej2	Influencer Score: 10/10	Influence 4 584 771	Reach 26 969 243

STATISTICS FOR PAST 30 DAYS

TOP MENTIONS

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.



Comente um personagem que b...

#geekbrasil #geek #geekbr #universonerd #universogeek #herois #heróis #curtidas #netflix #netflixbrasil #hbo #hbobrasil #primevideo

instagram.com
2021-03-17 06:16

★ 3349 ↶ 112 ↷ 0



Im a 37, a single earner ma...

is gracious enough to let me use her Netflix and Hulu accounts as well as her Amazon [...] the couch with my cat to watch some Netflix (The One). Total spending: \$9.31 Tuesday I need to use my [...] This afte...

reddit.com
2021-03-23 06:05

📊 1.6B



Method Man Joins 'Godfather o

dets. Link in bio. #GodFatherofHarlem #MethodMan #WuTangClan #CliffordSmith #Epix #Netflix #blackfilm. #visitblackfilm

instagram.com
2021-03-19 16:20

★ 1487 ↶ 52 ↷ 0



Should the DCEU be continued

audiences or analysts to evaluate which shows on Netflix, Amazon, HBO Max etc. are doing better or worse

quora.com
2021-03-23 00:07

📊 486.3M

STATISTICS FOR PAST 30 DAYS





















TOP CROSS COMPETITOR MENTIONS

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.

 netflix		60.308% Voice share	1 550 626 683 Influence
 CNN		1.737% Voice share	44 665 910 Influence
 Reuters		1.675% Voice share	43 057 570 Influence
 mashable		1.147% Voice share	29 503 060 Influence
 nytimes		0.974% Voice share	25 052 090 Influence
 Netflix		0.833% Voice share	21 420 000 Influence
 ElNacionalWeb		0.741% Voice share	19 049 387 Influence
 BBCWorld		0.613% Voice share	15 760 307 Influence
 THR		0.586% Voice share	15 066 019 Influence
 IGN		0.572% Voice share	14 699 073 Influence

STATISTICS FOR PAST 30 DAYS

TOP PUBLIC PROFILES

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.

STATISTICS FOR PAST 30 DAYS

TRENDING LINKS

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.

1	https://bit.ly/3pckZjH	8044
2	http://linktr.ee/nabilahchill	7748
3	http://wa.me/6289616076376	6467
4	https://twitter.com/jiminienuna_/status/1359796365509812225?s=19	6359
5	http://wa.me/6282241825992	6022
6	https://t.co/1Qm18HHrno	5482
7	http://tinyurl.com/nomorayana	4386
8	https://wa.me/qr/4W3NKYCMKUF6L1	3910
9	https://t.co/EDnlyeOXLs	3603
10	https://drive.google.com/folderview?id=1-DlgsVE1CjFJ2zdH4u6dPX0vIEvffkeb	3531
11	http://wa.me/6289627444820	3484
12	https://t.co/hwObDN0o6R	3437

STATISTICS FOR PAST 30 DAYS

TRENDING HASHTAGS






Netflix dominates most of source categories.

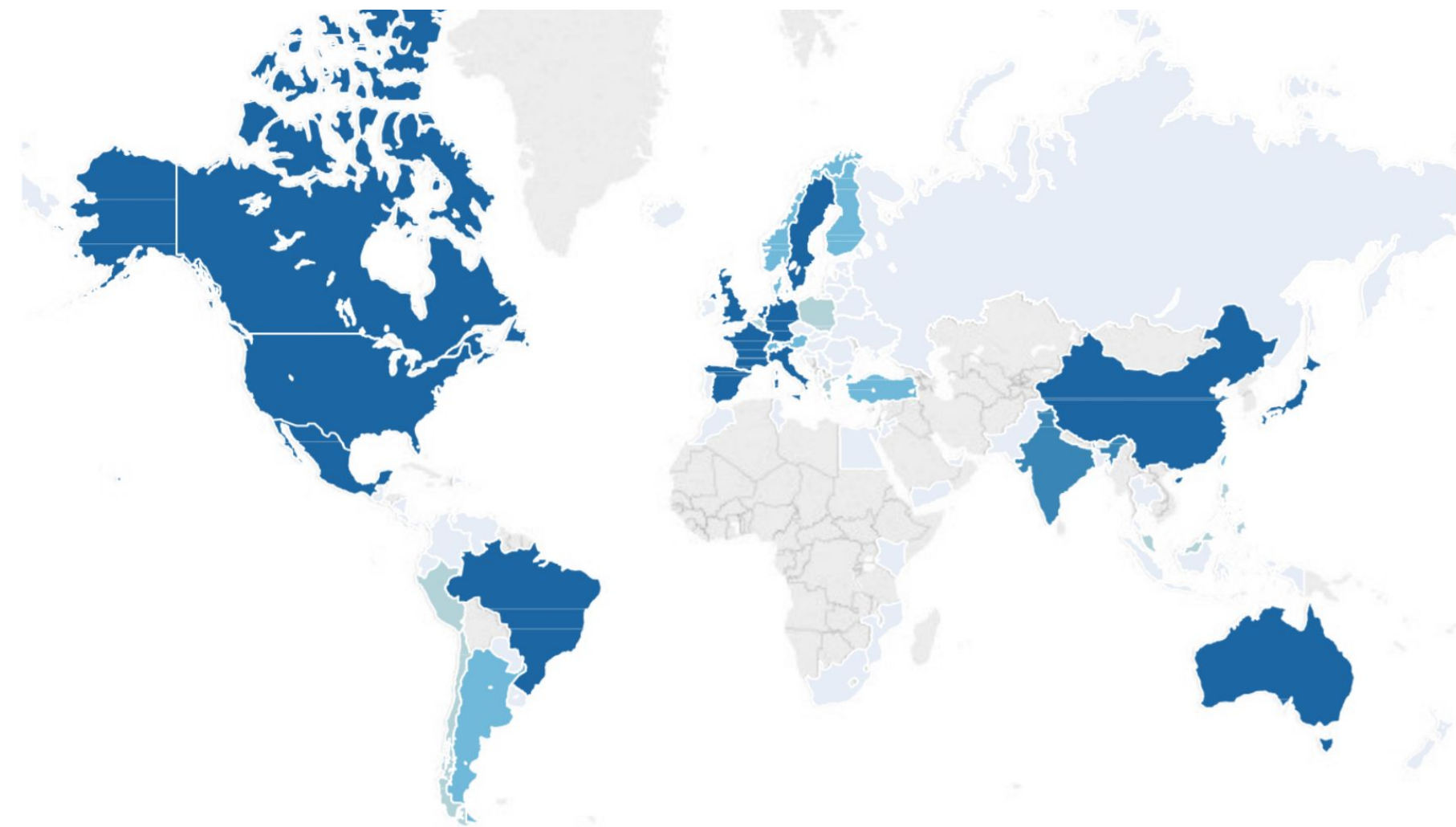
The exception is Instagram, where HBO Go generated 85% more mentions than Netflix.

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.

1	#netflix	130759 Mentions
2	#love	10829 Mentions
3	#series	8910 Mentions
4	#หนังnetflix	8861 Mentions
5	#movie	8552 Mentions
6	#film	8094 Mentions
7	#netflixseries	7433 Mentions
8	#netflixmovies	6631 Mentions
9	#movies	6574 Mentions
10	#instagram	6311 Mentions

1	United States		63 171 Mentions	1 759 230 223 Reach
2	Indonesia		49 179 Mentions	18 444 426 Reach
3	United Kingdom		15 203 Mentions	41 280 823 Reach
4	Canada		5 355 Mentions	5 124 912 Reach
5	Suriname		3 941 Mentions	213 315 Reach



STATISTICS FOR PAST 30 DAYS

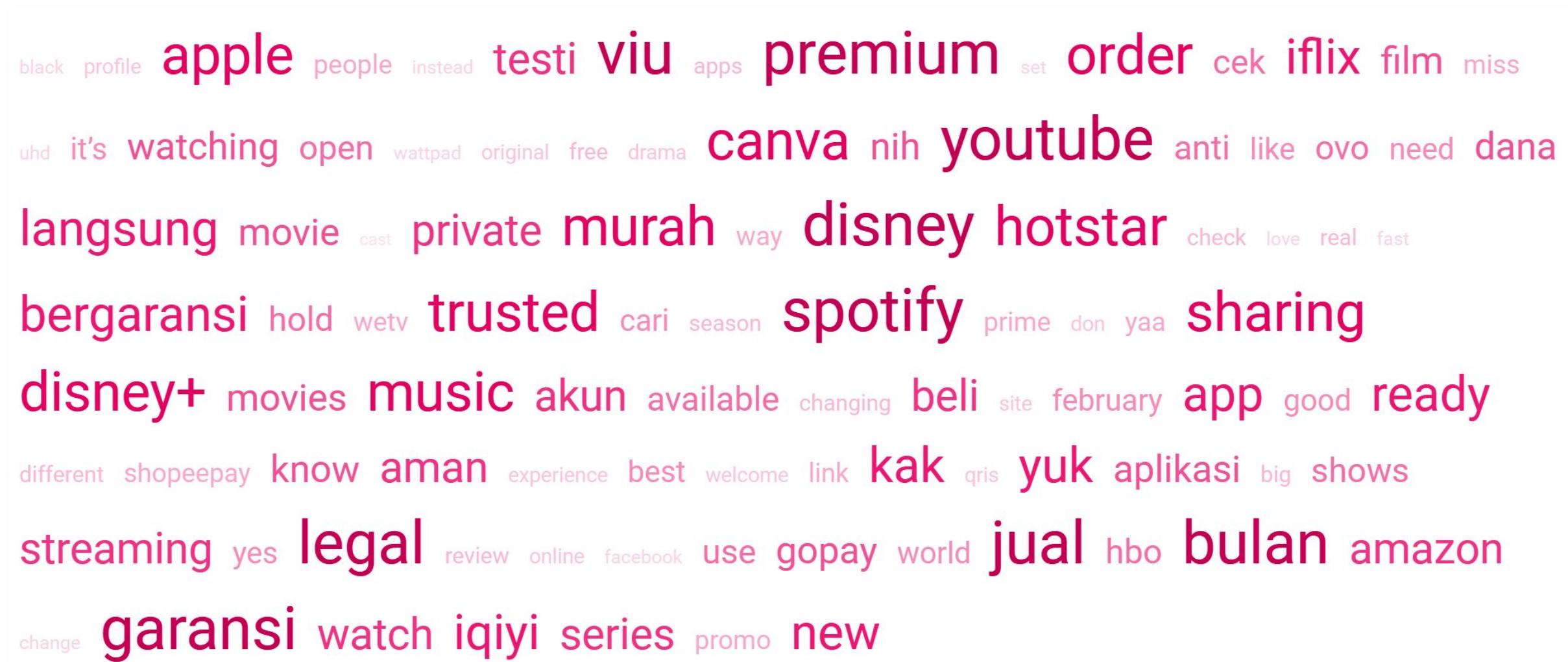
MOST ACTIVE COUNTRIES

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.



STATISTICS FOR PAST 30 DAYS

WORD CLOUD

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.



NETFLIX REPORT

KEY MENTIONS

Password sharing costs US streamers \$25 bn every year, report says

Netflix is losing about \$6.2 billion annually

23 Mar, 2021 - 09:06 AM IST | By indiantelevision.com Team



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

According to media reports, Citigroup Global Markets analyst Jason ... said in a note it is going to be an important issue for HBO Max, Disney+, Peacock, Spotify as video streaming services move to centre stage, thwarting this theft will have growing importance for shareholders, he wrote.

ESTIMATED NUMBER OF VISITS
161.8 K

MENTION CATEGORY
NEWS

DOMAIN
INDIANTELEVISION.COM

DATE
23 MAR

[Visit Now](#)



SENTIMENTmeter

Posted by [u/Careful_with_ThatAxe](#) 44 minutes ago

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 do 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.

0 Comments Share Save Hide Report 100% Upvoted

Log in or sign up to leave a comment

Log In Sign Up

SORT BY **BEST**

NETFLIX and chill

r/netflix

Unofficial Netflix discussion, and all things Netflix related! (Mods are not Netflix employees, but employees occasionally post here).

821k Members 2.2k Online

Created Nov 21, 2008

Join

ESTIMATED
NUMBER OF VISITS
1.6 B

MENTION
CATEGORY
FORUMS

DOMAIN
REDDIT.COM

DATE
3 MAR

Visit Now >



SENTIMENTmeter

BBC 'not here to beat Netflix', director general Tim Davie says

🕒 18 hours ago



ESTIMATED
NUMBER OF VISITS

934 M

MENTION
CATEGORY

NEWS

DOMAIN

BBC.COM

DATE

23 MAR

Visit Now >



SENTIMENTmeter

ESTIMATED
NUMBER OF VISITS

1.6 B

MENTION
CATEGORY
FORUMS

DOMAIN

REDDIT.COM

DATE

23 MAR

[Visit Now](#)



SENTIMENTmeter

↑ Posted by u/JavierHendrix 8 hours ago

2 [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.



r/netflix

Unofficial Netflix discussion, and all things Netflix related! (Mods are not Netflix employees, but employees occasionally post here).

821k
Members

1.6k
Online

🏠 Created Nov 21, 2008

[Join](#)



NETFLIX REPORT

COMPETITOR MENTIONS

DIGITAL CULTURE

#NETFLIX | #DISNEY | #STREAMING - MUSIC/VIDEO/CONTENT

In the streaming war, is Disney+ or Netflix better?

MARCH 10, 2021 PUBLISHED AT 10:30 AM

By [S.M ONG](#) | [THE NEW PAPER](#)



ESTIMATED NUMBER OF VISITS

6.1 M

MENTION CATEGORY

NEWS

DOMAIN

ASIAONE.COM

DATE

10 MAR

Visit Now >



SENTIMENTmeter

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 Poditions 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 >](#)

ESTIMATED
NUMBER OF VISITS

486.3 M

MENTION
CATEGORY

FORUMS

DOMAIN

QUORA.COM

DATE

17 MAR

[Visit Now >](#)



SENTIMENTmeter

HBO Max will debut its cheaper, ad-supported tier in June

GK86 · Mar 12, 2021

Forums > Discussion > EtcetEra Forum

1 2 Next >



GK86

Member

Mar 12, 2021

#1

[Link.](#)

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 2025, 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.

ESTIMATED
NUMBER OF VISITS

9.6 M

MENTION
CATEGORY

FORUMS

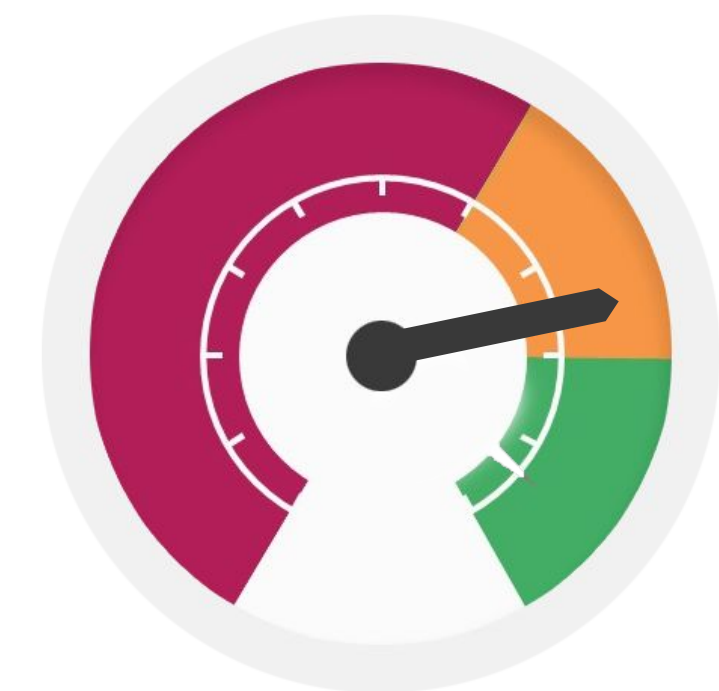
DOMAIN

RESETERA.COM

DATE

12 MAR

Visit Now >



SENTIMENTmeter

The Falcon and the Winter Soldier: Disney Plus users question record-breaking viewership announcement


Streaming service did not disclose any numbers when making a claim about its latest Marvel hit

Louis Chilton | 56 minutes ago | comments



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.

 **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

300 43 Copy link to Tweet

 **Jack Sharpe** 🌈
@JackJacksharpe5

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.

 **Deadline Hollywood** ✓ @DEADLINE

'The Falcon And The Winter Soldier': Disney+ Reports That Marvel Series Premiere Is Streaming Service's Most Watched Ever
deadline.com/2021/03/the-fa...

10:55 PM · Mar 22, 2021

ESTIMATED
NUMBER OF VISITS

139.4 M

MENTION
CATEGORY

NEWS

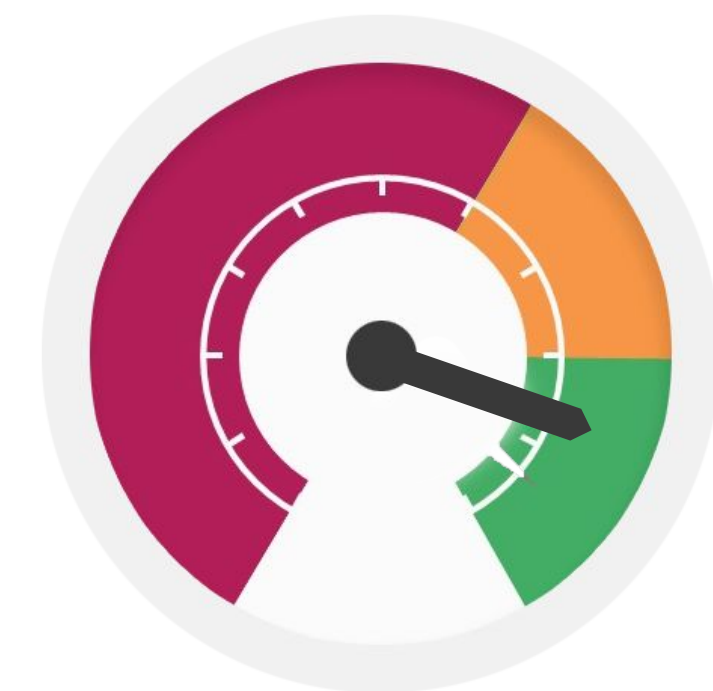
DOMAIN

INDEPENDENT.CO.UK

DATE

23 MAR

Visit Now >



SENTIMENTmeter

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

[f](#) [t](#) [r](#) [p](#) [e](#) [c](#) [o](#) [m](#) [m](#) [e](#) [n](#) [t](#) [s](#) [\(0\)](#)



(Image credit: Shutterstock)

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.

ESTIMATED
NUMBER OF VISITS

25.7M

MENTION
CATEGORY

NEWS

DOMAIN

TOMSGUIDE.COM

DATE

23 MAR

[Visit Now >](#)



SENTIMENTmeter

ANALYSIS BASED ON BRAND24 DATA 2020-2021
22 BILLIONS OF ONLINE MENTIONS FROM OVER 1 MILLION SOURCES

BRAND24

ANALYTICS DIVISION

Brand24 Global Inc.

121 Executive Circle

Daytona Beach, FL 32114

