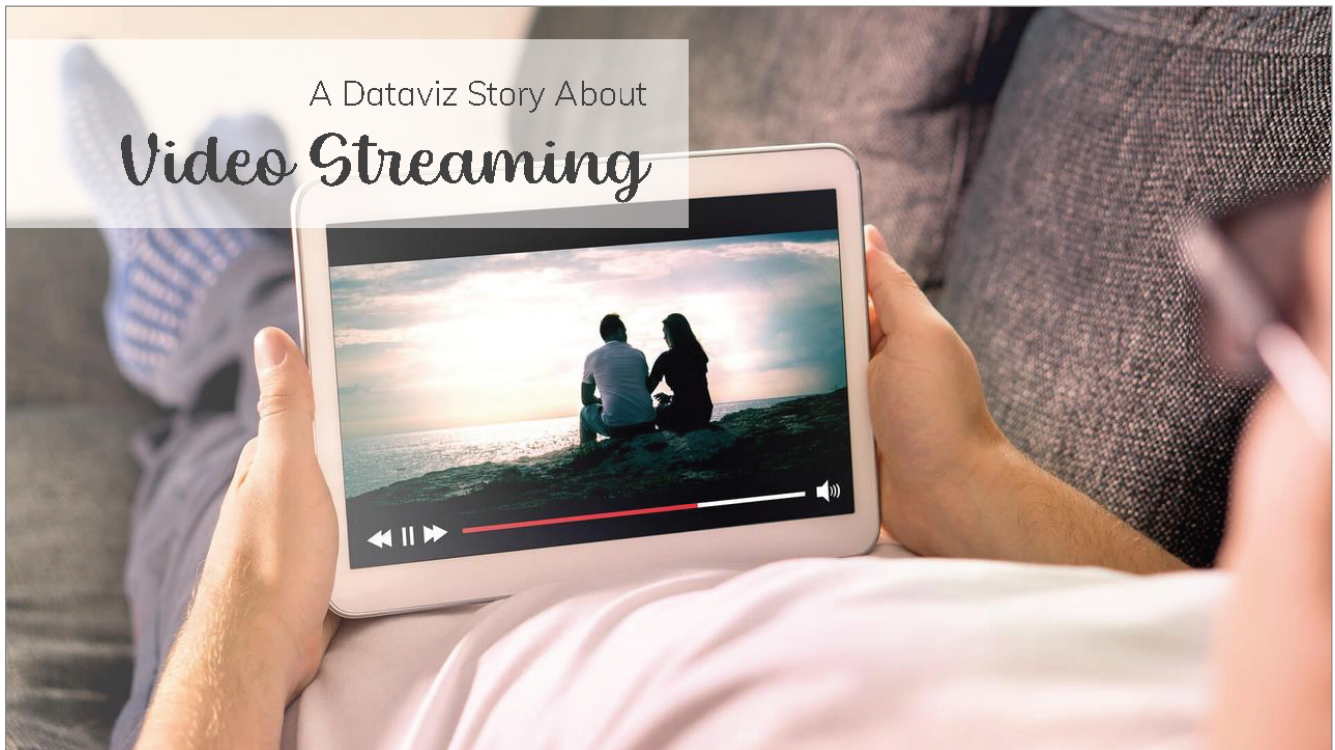




# Information Design

I – along with classmates Keziah Calmese and Karen Osher – created the slide deck below for a presentation in Information Design with Eric Patrick, MFA. The prompt for this project was to select a subject of mutual interest to our group, find and “clean” all the data we could related to that subject, and then, using various tools and resources, create a series of data visualizations that tell the story of that subject. My personal contributions to this slide deck included setting a creative direction; designing the data visualizations on slides 4 and 5; adapting my classmates’ data visualizations to fit the creative direction; collaborating on the written copy on slides 2, 8, and 9; and creating the actual slide deck. This project provided me with an opportunity to practice finding and preparing data, choosing relevant visual frameworks to represent that data, and using principles of visual design to ensure that data’s story is understood and retained.

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## Introduction

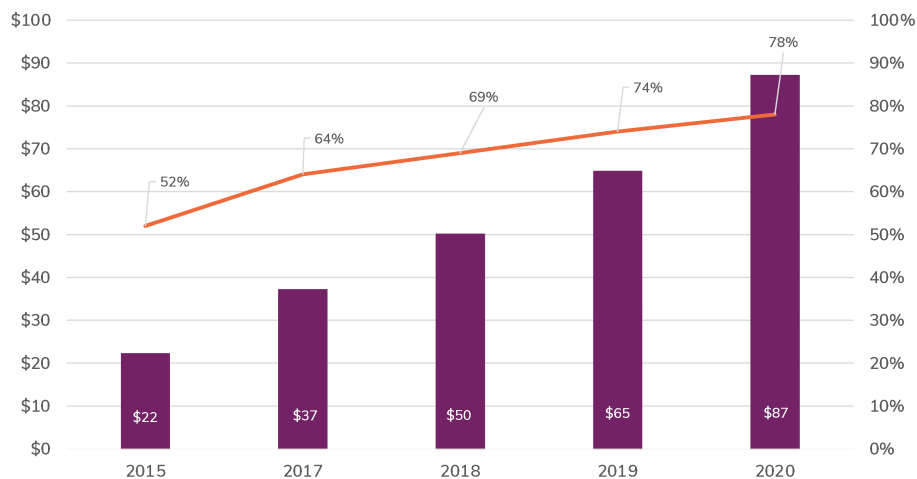
Our group chose to look at data on Subscription Video On Demand (SVOD). We used data from Statista, which we were able to access at no cost through the Northwestern University library. Initially, we identified video streaming as our topic area and sifted through the applicable data tables. We quickly realized there were many different subtopics and segments of data related to video streaming, so we narrowed our focus to figures and measurables for SVOD. After reviewing all collected data, we regrouped to analyze trends and then to break our SVOD “story” into different “chapters” – about consumer expenditures, usage, and demographics; platform popularity; and industry revenue. We worked independently to create the ideal visualizations to tell our story.

Project by: Hillary Bullock, Keziah Calmese & Karen Osher

## What percentage of U.S. residents have SVODs and how much are they spending?

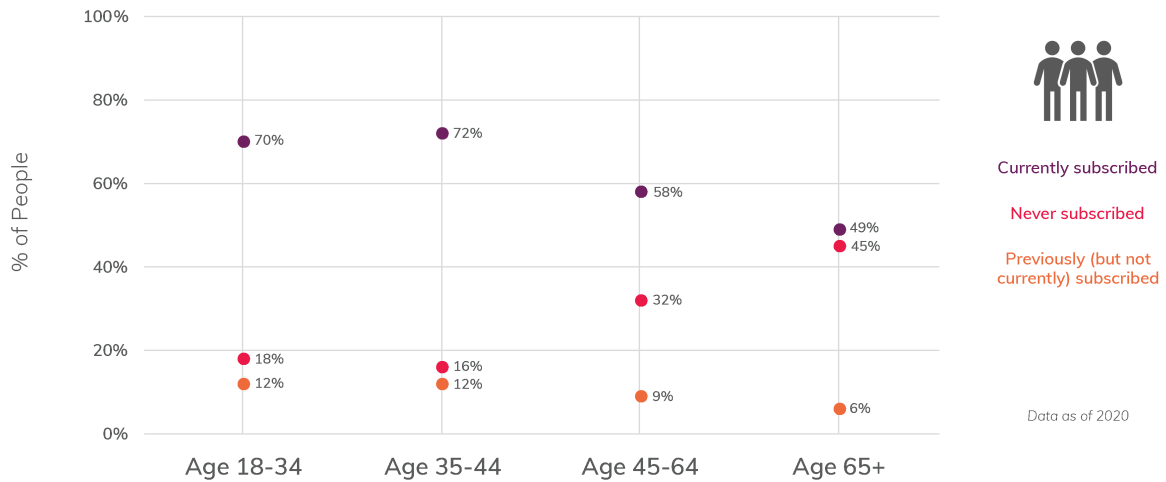


Average annual SVOD expenditures per U.S. consumer

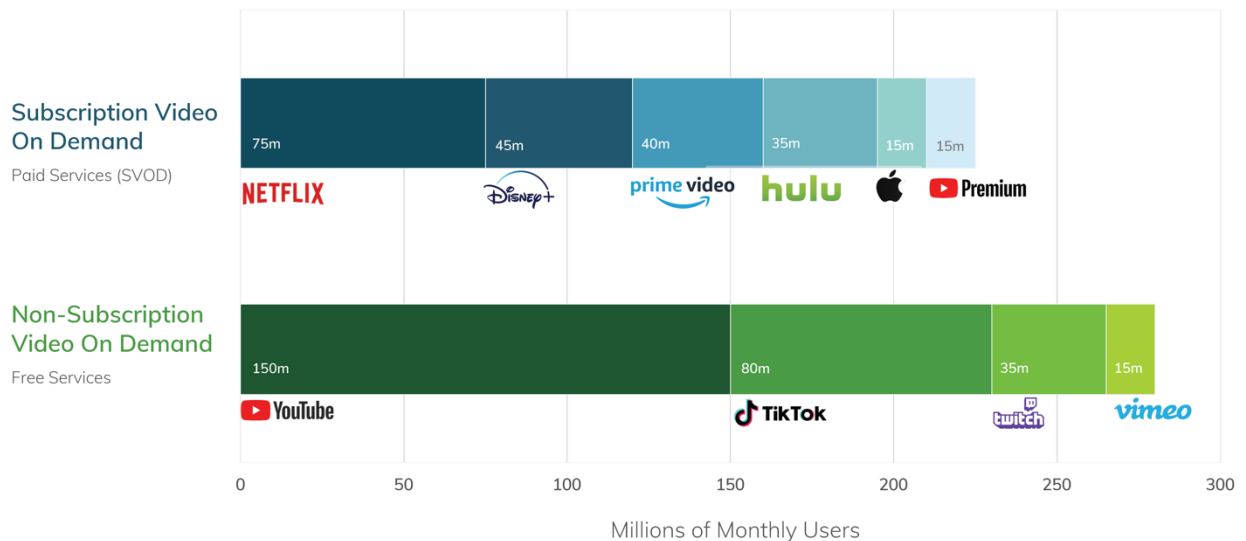


Share of U.S. consumers with an SVOD

## How does usage of video streaming services vary across age groups?



## What are the most popular video streaming services?



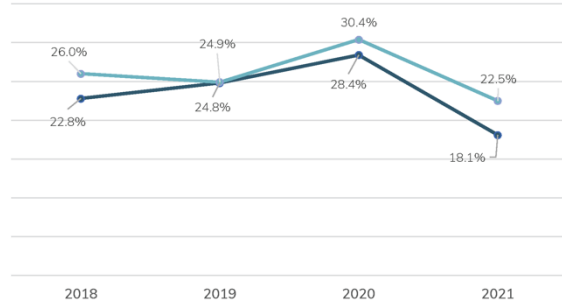
# How much revenue is generated by video streaming?

● U.S. ● Worldwide

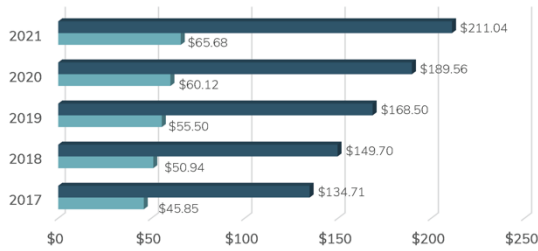
Streaming Revenue



Percentage of Revenue Growth\*



Average Streaming Revenue Per User

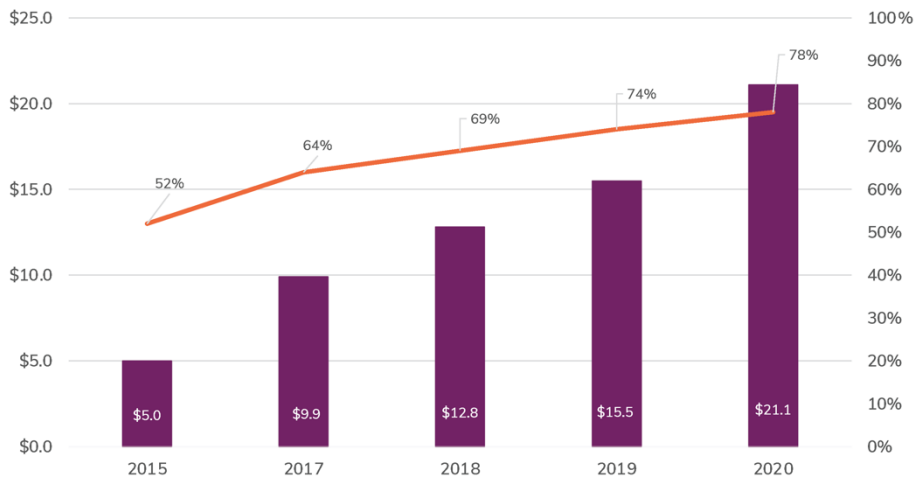


\*The downward trends between 2018 and 2019 (U.S. only) and between 2020 and 2021 (both U.S. and worldwide) indicate slower revenue growth, not revenue decline.

# How does U.S. user share relate to industry revenue?



SVOD revenue in the U.S. (billions of \$)



Share of U.S. consumers with an SVOD



## Conclusion

### Finding Data

- There were few datasets that were readily available, so we had to spend more time than expected (approximately two hours per person) digging deeper.
- Different datasets covered different years (e.g., some spanned from 2011 to 2021 while others spanned from 2015 to 2020), so it took a bit of comparing and contrasting to determine how to make effective year-over-year comparisons.
- We experienced some difficulty creating sophisticated infographics that incorporated such varied data points like years, dollars, population percentages, ages, etc. Selecting the right charts to reflect each data variable was key.
- The expenditure and revenue variables on slides 3 and 7 lack values for 2016 because they were missing from the original datasets. On those charts, the X-axis jumps from 2015 to 2017. Nonetheless, this had no effect on the trend line.



## Conclusion

### Visualizing Data

- Despite “seeing” in our minds which visualization method would work best for a particular dataset, it was sometimes challenging to translate that vision into reality. This was largely a result of limitations in Microsoft apps and online tools.
- We faced some challenges visualizing dollars in billions, singular dollars, and percentages – at scale and all on the same chart. In the future, this sort of challenge may actually be an opportunity to create an infographic that features a combination of visualizations.