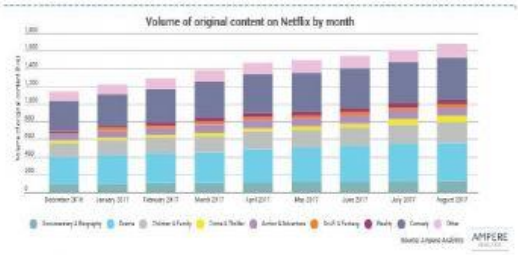
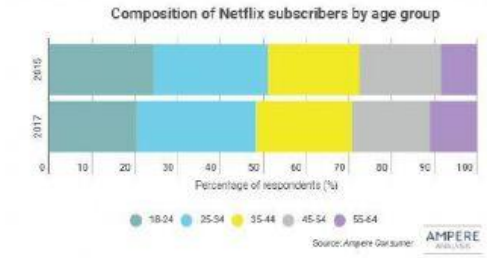
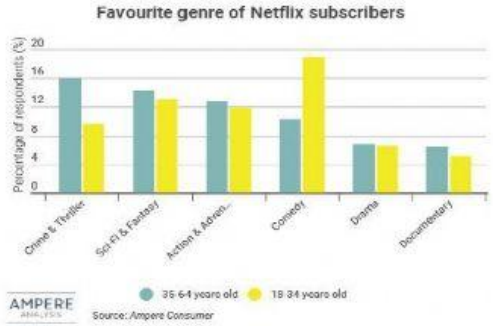
Reporting information from graphs

- Match the graphs with the corresponding information.







Netflix is rapidly adding to the amount of original Crime and Sci-Fi & Fantasy content, following the success of series such as Stranger Things and Narcos. But it is not forgetting about its older subscribers. In 2016 Ampere interviewed just over 5,000 Netflix subscribers between the ages of 35 and 64 about their genre preferences. Of those, 16% said Crime & Thriller was their favourite genre and Sci-Fi & Fantasy was a close second with 14%. Only 10% of respondents falling within this age group identified Comedy as their favourite genre. In contrast, younger respondents (between the ages of 18 and 34) preferred Comedy (19%), followed by Sci-Fi & Fantasy (13%) and Crime & Thriller (10%).

Netflix's shift in content investment is no surprise, as an increasing proportion of its subscribers fall into older demographics. In 2015, 49% of Netflix respondents were in the 35-64 year age group. In 2017, the 35-64 age group has become the majority, at 52%.

This additional revenue is important for Netflix, due to its heavy investments in original content, which have led to the streaming company's operating cash flow dipping to a low of -$1.5bn in 2016; between December 2016 and August 2017, Netflix's total hours of original content increased by approximately 50%. Comedy and drama have dominated, but recently the focus has shifted to other genres. Three genres in particular - Crime & Thriller, Sci-Fi & Fantasy, and Reality have seen the largest growth, with original content hours of these genres increasing threefold.

LIVEWORKSHEETS