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NETFLIX

African Titles On Netflix

METRICS REPORT 2023

How Movies and TV shows
made in Africa performed from
January - December 2023

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Overview

What We Watched:

A *Netflix Engagement Report* has been published, capturing Netflix viewership from January to December 2023. Consumers watched 90 billion hours of Netflix in the second half of 2023 (and 183B in all of 2023). Here are the titles and metrics data that individually pulled double digits in hours watched.

The title ranking is based on views which are calculated to be the total hours watched divided by the runtime.



Most viewed African titles on Netflix 2023

13
SERIES



PRODUCTION COMPANY:
BBZEE Films (December 2023)

ADAPTATION:
Norwegian, Home For Christmas

12
SERIES



PRODUCTION COMPANY:
Urbanbrew Studios (May 2023)

11
SERIES



PRODUCTION COMPANY:
Samas David & Ferguson Films
(January 2023)

10
MOVIE

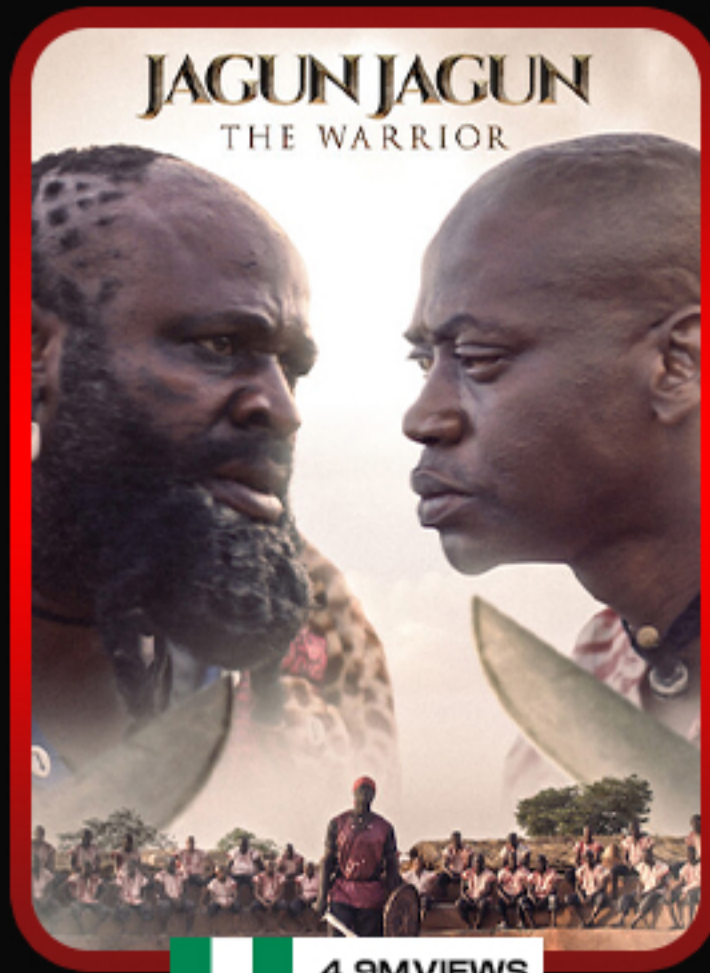


PRODUCTION COMPANY:
Yellowbone Entertainment
(November 2023)

STREAMING REPORT

Most viewed African titles on Netflix 2023

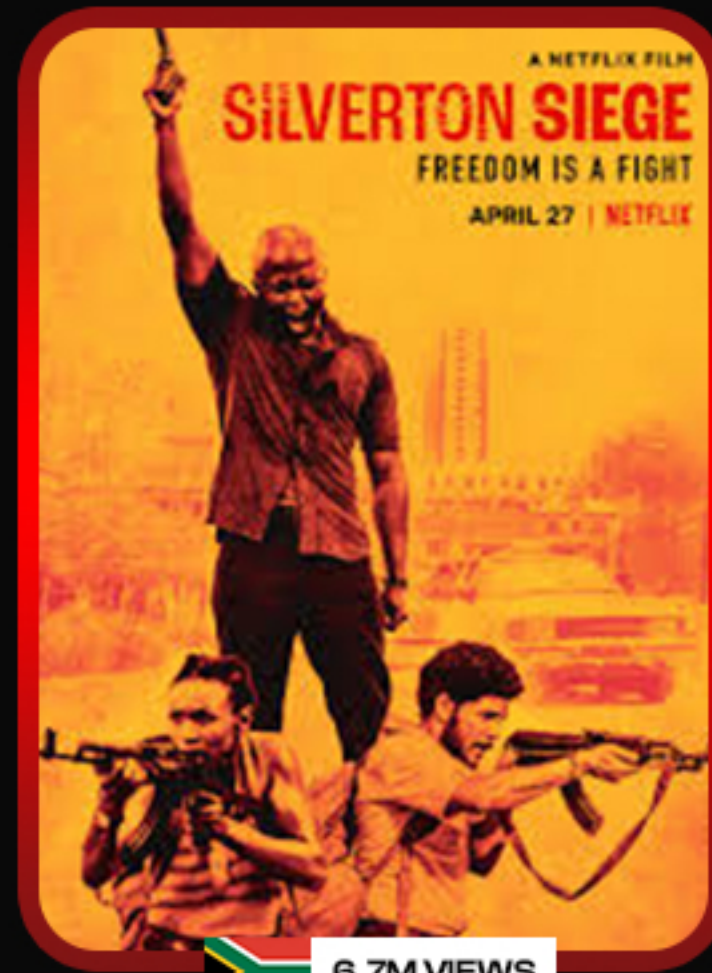
MOVIE 9



4.9M VIEWS

PRODUCTION COMPANY:
Euphoria 360 (August 2023)

MOVIE 8



6.7M VIEWS

PRODUCTION COMPANY:
Pambili Media (April 2022)

MOVIE 7



7.0M VIEWS

PRODUCTION COMPANY:
EbonyLife Studios (February 2023)

SERIES 6



8.2M VIEWS

PRODUCTION COMPANY:
Giant Creative Media, Champion One
Entertainment, Minini Empire Production
(January 2023)

Most viewed African titles on Netflix 2023

MOVIE 5



PRODUCTION COMPANY:
Play Network Studios
(December 2023)

MOVIE 4



PRODUCTION COMPANY:
Quizzical Pictures (June 2023)

SERIES 3



PRODUCTION COMPANY:
Gambit Films (March 2023)
ADAPTATION:
Turkish series, Fatma

SERIES 2



PRODUCTION COMPANY:
Ochre Moving Pictures (July 2023)
ADAPTATION:
Mexican, Dark Desire

STREAMING REPORT

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Most viewed African titles on Netflix 2023

1



28.3M VIEWS

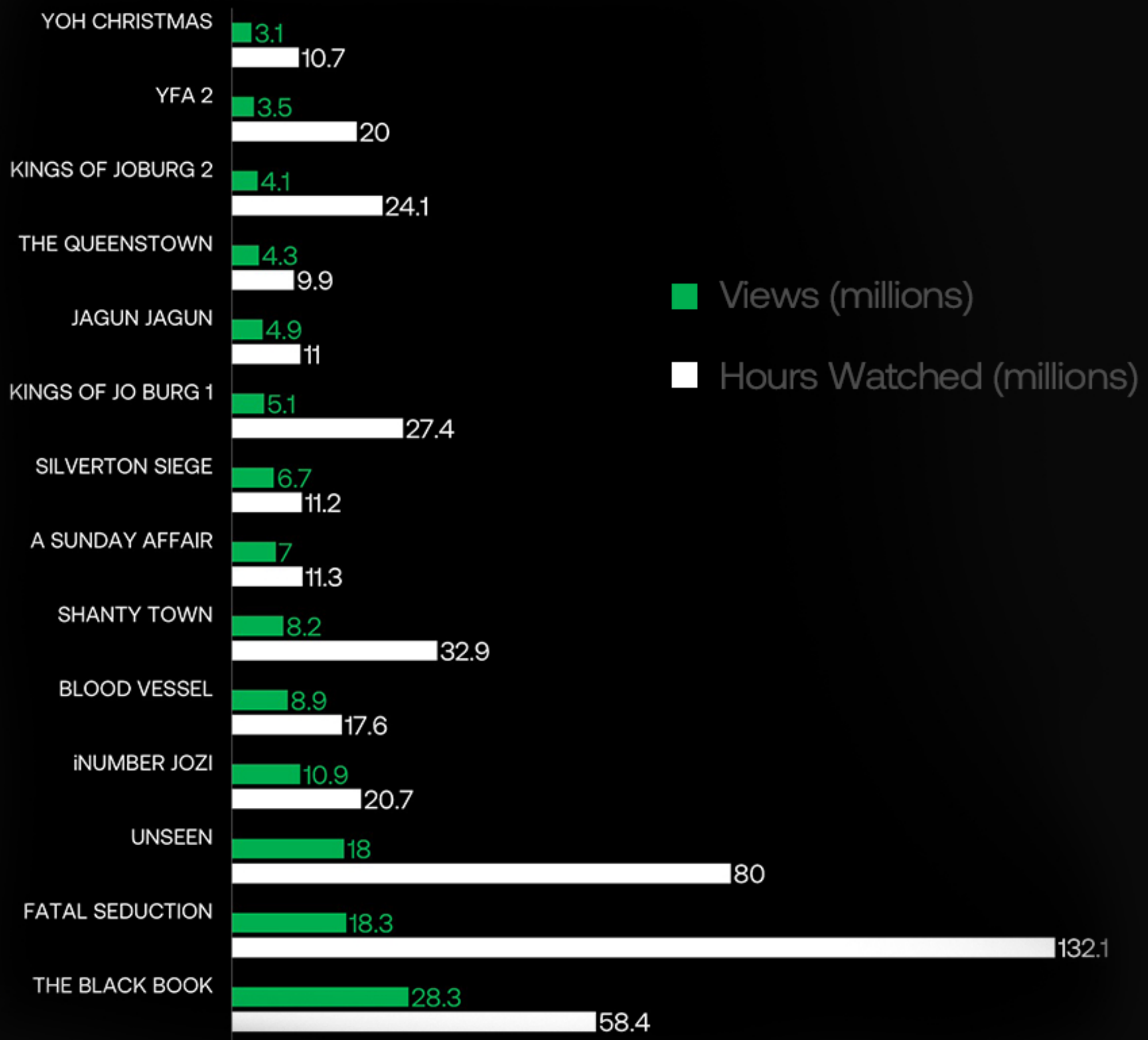
PRODUCTION COMPANY:
Anakle Films (September 2023)

MOVIE

STREAMING REPORT

African Titles Hits on Netflix 2023

This is the chart performance metrics of African titles using the combined “Netflix what we watched engagement report”



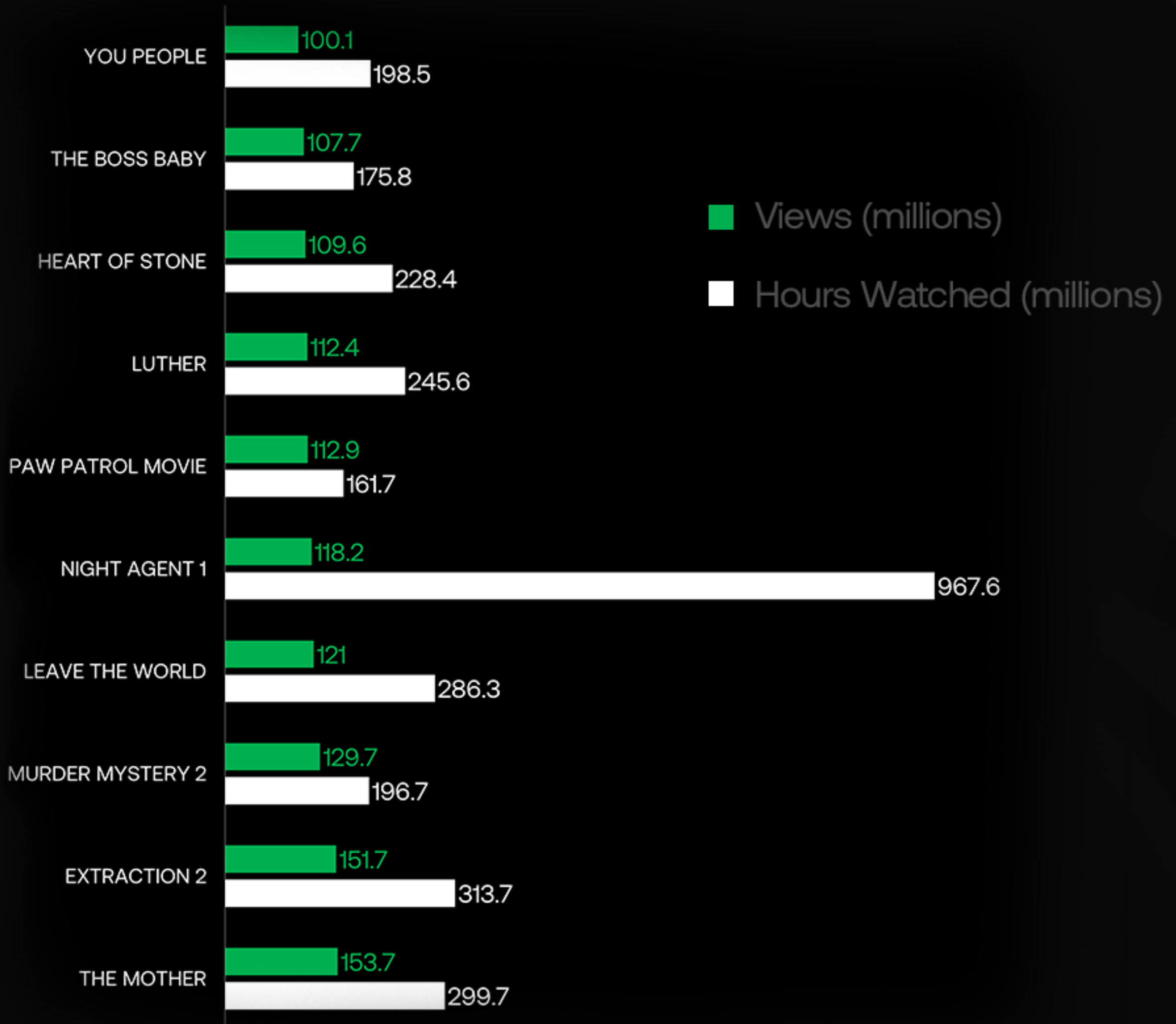
7 Key Insights

- The combined top 13 African titles on this list cumulated to 126M views
- 3 hit titles are adapted from Netflix foreign hit shows
- 7 of the top 13 titles are Movies, whilst 5 of 6 series are South African
- South Africa to Nigeria's hit ratio is 8:5. SA has a higher percentage of hits due to the number of quality series productions
- *Kings of Joburg* gets a double appearance on the hit charts
- *Fatal Seduction* series is the only African title to hit triple-digit watched hours. This is driven by its sex appeal scenes and suspense storyline
- *Shanty Town* greenlit for second season, *Jagun Jagun* sequel in the works



Global Titles Hits on Netflix 2023

This is the chart performance metrics of Global titles using the combined “Netflix what we watched engagement report”





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