



The Global Television Demand Report



Global Platform Demand Share,
Most In-Demand Series, And Genre
Demand Share Trends in Q1 2024

Q1 24

R E P O R T

Q1 2024 Global Demand Report

The beginning of 2024 has seen several changes in the streaming industry. The market leader, Netflix, looks to be strengthening its position while competition has been looking at consolidation, whether through M&A talk or creative bundling alliances.

Pressure to achieve streaming profitability has pushed companies to re-evaluate their streaming strategy. It has never been more critical to have a clear-eyed understanding of what audiences want in order to navigate the choppy waters of today's attention economy.

Parrot Analytics is the leader in measuring today's digital attention economy to help drive intelligent content decisions that create value for content creators, distributors, and consumers alike.



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Introduction

DEMAND AS THE NEW PARADIGM



In this latest edition of [Parrot Analytics Global Television Demand Report](#) an analysis of the globally most in-demand series as well as a deep dive into key global markets was carried out. In addition, we are pleased to share with you the top series in the reporting period, representing the most successful content attracting audience attention around the world. The purpose of this report is to provide the industry with insights into the global and market-specific demand for these shows, backed by empirical demand data.

With the **rapid proliferation of content distribution platforms and the unprecedented levels of consumer fragmentation**, existing measurement services in the industry are falling increasingly short around the globe.

The solution to the industry's difficulty in navigating the cross-platform fragmentation is through measuring global content demand. Demand for content is what drives consumption on all platforms — linear and OTT alike.

Consumers express their demand for content through multiple “demand expression platforms” including video streaming platforms, social media platforms, photo sharing platforms, blogging and micro-blogging platforms, fan and critic rating platforms, peer-to-peer protocols and file sharing platforms.

Parrot Analytics captures the expressions of demand from these sources and combines them, using the power of advanced artificial intelligence, into a single weighted measure of demand called Demand Expressions®

This global industry standard demand metric enables Parrot Analytics to wield the industry's most powerful entertainment metric linking consumers and content across the globe.

Using Demand Expressions, a vast array of analyses become possible. Demand is country-specific, meaning that the differences in demand for content between markets can be empirically measured even if that content has not yet been officially released in that market.

Demand is also platform-agnostic: While performance metrics may be available for certain titles on linear TV, Parrot Analytics' Demand Expressions metric reaches all content, from the popular broadcast programs to obscure cable titles, to SVOD digital original series and movies, on which very little data has been released.

Knowing the demand for all this content allows for empirical content acquisition, licensing, marketing, and advertising decisions to be made, with a full picture of the state of content demand in any given market.

In an industry traditionally guided by intuition and gut feelings, gaining insights into the actual demand for content, no matter the platform or market, is a definite competitive advantage.

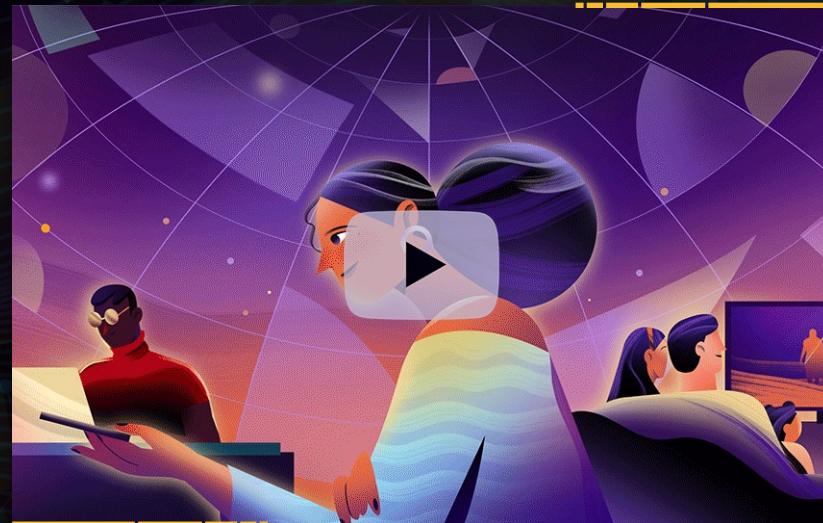
[Discover Parrot Analytics' comprehensive whitepapers, industry analyses and global TV demand case studies.](#)

What is demand and why is it important to understanding the future of content

Parrot Analytics' comprehensive audience attention measurement system captures the world's largest audience behavior dataset. We extract the signals from the noise to deliver the first globally standardized measurement of audience demand for all markets, in all languages and across all platforms and devices.

Our technology quantifies global consumer demand for TV, movies, and talent. Billions of people interact with content and talent each month and Parrot Analytics systems collect and analyze the activities, interactions and behaviors from over 2 Billion people every day, which includes exclusive first-party consumption datasets from over 350 million households globally as well as hundreds of millions of households' search, posts, reading and social interactions activity. Our data sources include search engines, wikis and informational sites, fan and critic rating sites, social video sites, blogs and micro-blogging sites, social media platforms, peer-to-peer apps and open streaming platforms.

By measuring demand for TV, movies, and talent we are quantifying the attention economy, our system captures how much attention, engagement, desire and viewership is expressed by consumers for content and talent, all around the world.



WATCH NOW

Demand Driving Conversations



Netflix interest in Live Sports is Rising

Live sports appear to be the next key battleground in the streaming wars with Netflix targeting a few key live sports additions to its platform



Disney and Warner Bos. Discovery Just Reinvented Cable

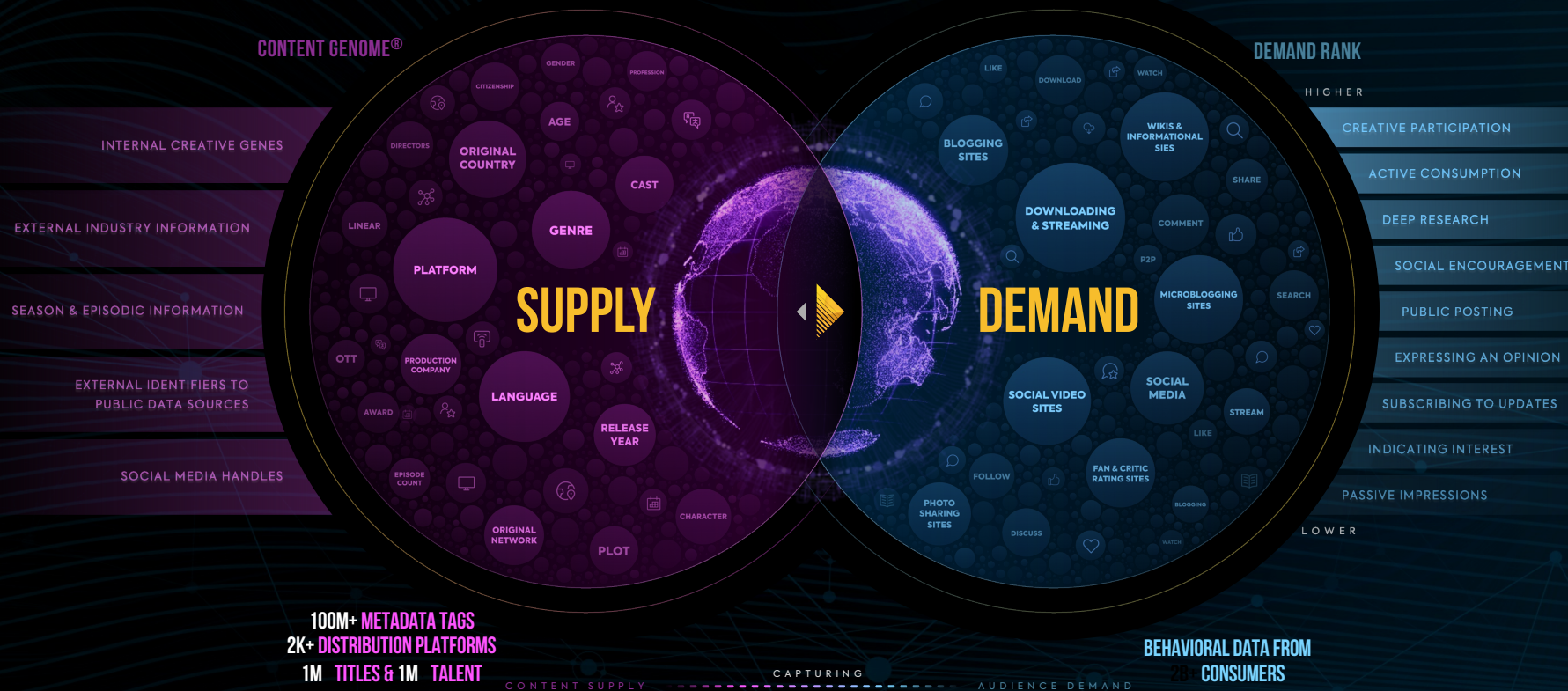
Is the newly announced mega bundle between Disney+, Hulu, and Max returning the streaming era to the days of cable?



Netflix's password-sharing crackdown is paying off

Netflix continues to show strong performance in 2024 in key metrics like demand, subscribers, and profitability beating Wall Street estimates

Supply and Demand in the Attention Economy



Global Demand Highlights in Q1 2024

Global SVOD Platform Demand Distribution,
Global Supply and Demand Trends





Which platforms have the best hit rate?

When it comes to streaming platforms, some take the quantity approach to building out their offering. If a company has the means to pump out enough content something is bound to succeed. However, ultimate financial success lies in being able to make smart content decisions with finite resources.

Making effective content investments is key to surviving in today's crowded streaming space. Finding the right show to cut through the noise of the modern content glut will help platforms prove their value to subscribers.

Amazon Prime Video had a notably successful quarter with high global demand for its original series like **Reacher** and **Invincible**.

The most globally in-demand Disney+ originals tend to be from the company's two major franchises, Star Wars and Marvel. However, **Percy Jackson** was an exception to this rule and resonated with audiences around the world.

Global Demand for Platform Originals

January 1 – March 31, 2024



Parrot Analytics – DEMAND360

Methodology Note: Demand multiplier is the global demand for a series expressed as a multiple of demand for the average series over the time period.

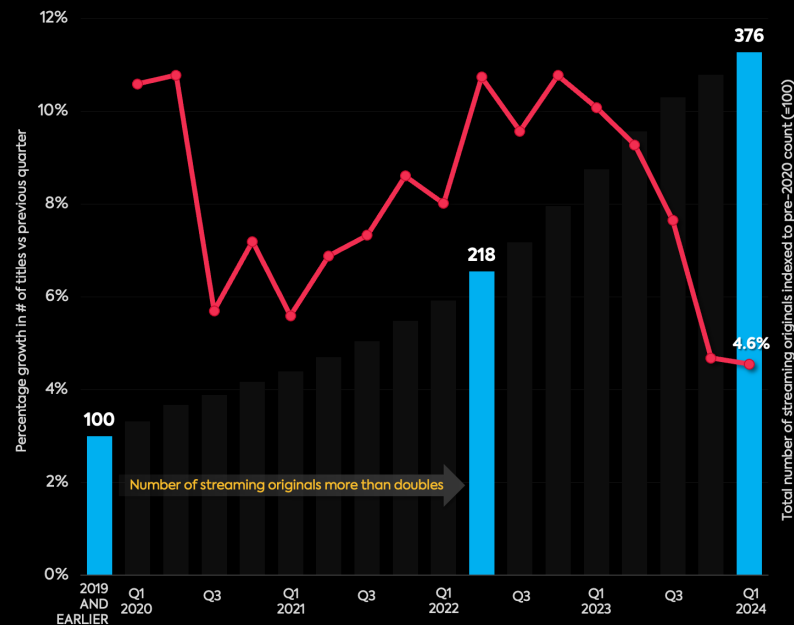


The pace of new streaming series premieres has slowed

- The first quarter of 2024 marked the fifth consecutive quarter of slowing output from streaming services.
- However, the rate of decline slowed sharply compared to steep slowdowns of previous quarters, potentially indicating a new stable rate of new shows premiering after several frothier years.
- The slowdown in new series premiering over the past 5 five quarters marks a shift after output accelerated from 2020 – 2022. This growth in those years was driven in part by the launch of several streaming platforms.
- As platforms prioritize profitability instead of growing subscriber counts at all costs, finding ways to stretch less content further may be the new norm. Doling out new episodes over several weeks instead of dropping them all at once has become more common. Additionally, numerous platforms have implemented price increases to extract the most value from their subscribers.

Quarterly Percentage Growth in Number of Streaming Original Titles

Global, Q1 2020 – Q1 2024



Parrot Analytics – Content Panorama

Methodology Note: Bars represent the total number of streaming original series that have premiered each quarter or earlier, indexed to the total number that premiered prior to 2020 (=100). The line shows the percentage growth in number of streaming originals each quarter from the previous quarter.



Netflix has grown its share of quarterly streaming premieres

- Netflix once again reported strong results for Q1 2024 when it announced it had added 9.3 million subscribers. This brought the platform's total number of subscribers to over 269.6 million globally.
- Although the share of new streaming originals premiering in Q1 2024 that were Netflix originals slowed from Q4 2023, it was still higher than at any point since 2022.
- This underscores that the recent strength we have seen from Netflix in terms of content demand and financial results was not just an aberrantly successful quarter.
- While other streamers have slowed down their pipeline of new original content, Netflix has kept its recent momentum. This has translated to two consecutive quarters where Netflix has grown its global share of demand for original content.

Netflix Cumulative Share of Global Streaming Original Series & Quarterly Premieres

Global, 2019 – Q1 2024



Parrot Analytics – Content Panorama

Methodology Note: Each quarter, the number of Netflix originals that premiered that quarter is calculated as a percent of all streaming originals that premiered that quarter. Cumulative share is calculated as the percent of Netflix series to premiere in a particular quarter or prior as a share of all streaming original series that have premiered as of that quarter.

The State of US Streaming in Q1 2024

Share of Demand for On-platform Series and Movies, Platform Catalog Analysis, International Content Demand, Platform Pricing Power, Platform Bundling, and Corporate Demand Share



Want the full Global Television Demand Report and a deep dive on 10 markets?



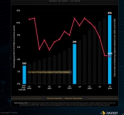
Global Demand in the Attention Economy



Peru



The pace of new streaming series premieres has slowed



United States





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