



WEBINAR

Hidden in Plain Sight:

How to Unlock Audience Interests



We now live in an attention economy

Time is the most valuable
resource on the planet

*“At Netflix, we’re competing for our customers’ time.
So we actually compete with sleep.”*

Reed Hastings
CEO Netflix

100M+ METADATA TAGS
2K+ DISTRIBUTION PLATFORMS
1M+ TITLES & 1M+ TALENT

BEHAVIORAL DATA FROM
2B+ CONSUMERS

CONTENT GENOME®

DEMAND RANK

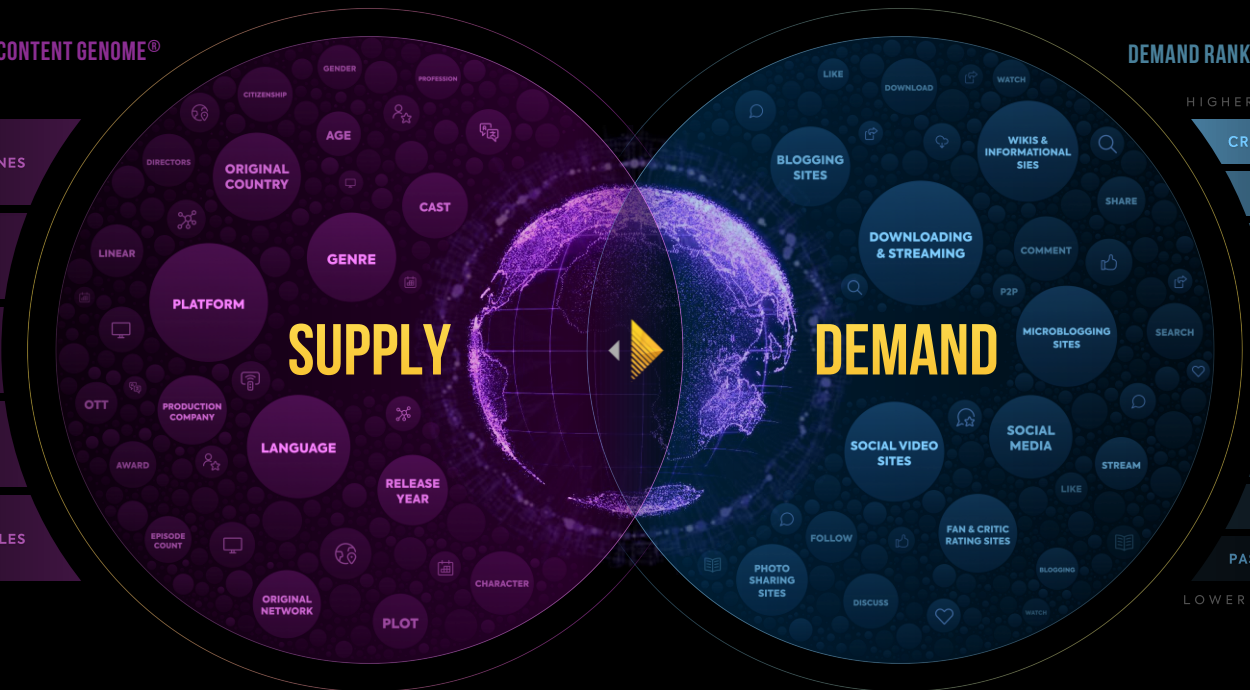
INTERNAL CREATIVE GENES

EXTERNAL INDUSTRY INFORMATION

SEASON & EPISODIC INFORMATION

EXTERNAL IDENTIFIERS TO PUBLIC DATA SOURCES

SOCIAL MEDIA HANDLES



The industry's most advanced

CONTENT TAXONOMY SYSTEM

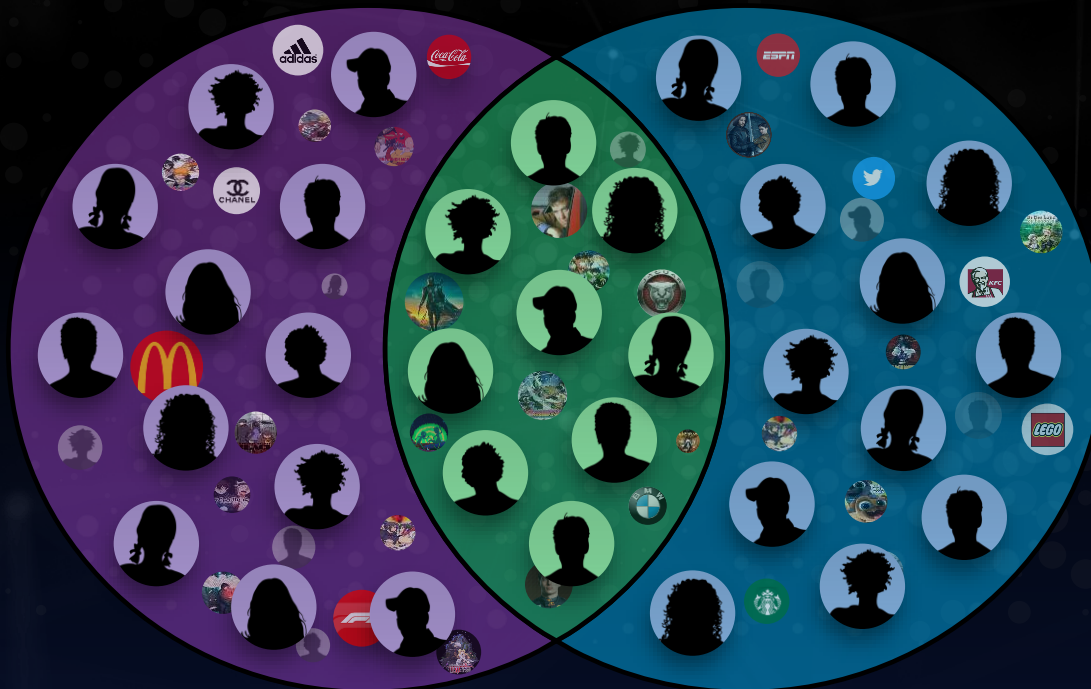
The world's only global audience

DEMAND MEASUREMENT PLATFORM

Introducing Affinity

Measuring Synergy between Audiences

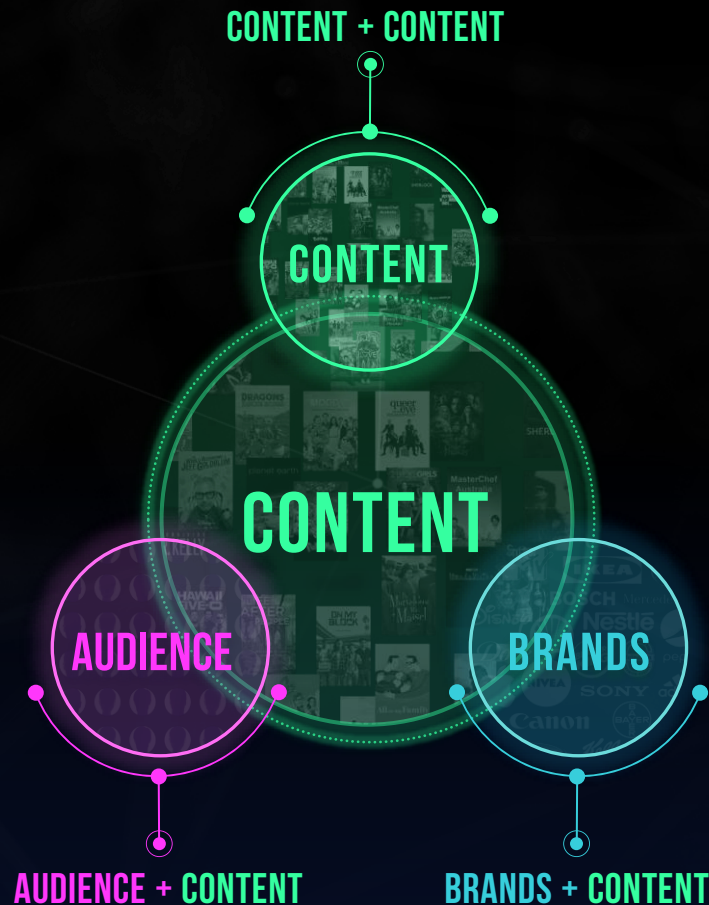
AUDIENCE
A



AUDIENCE
B

Today's Agenda

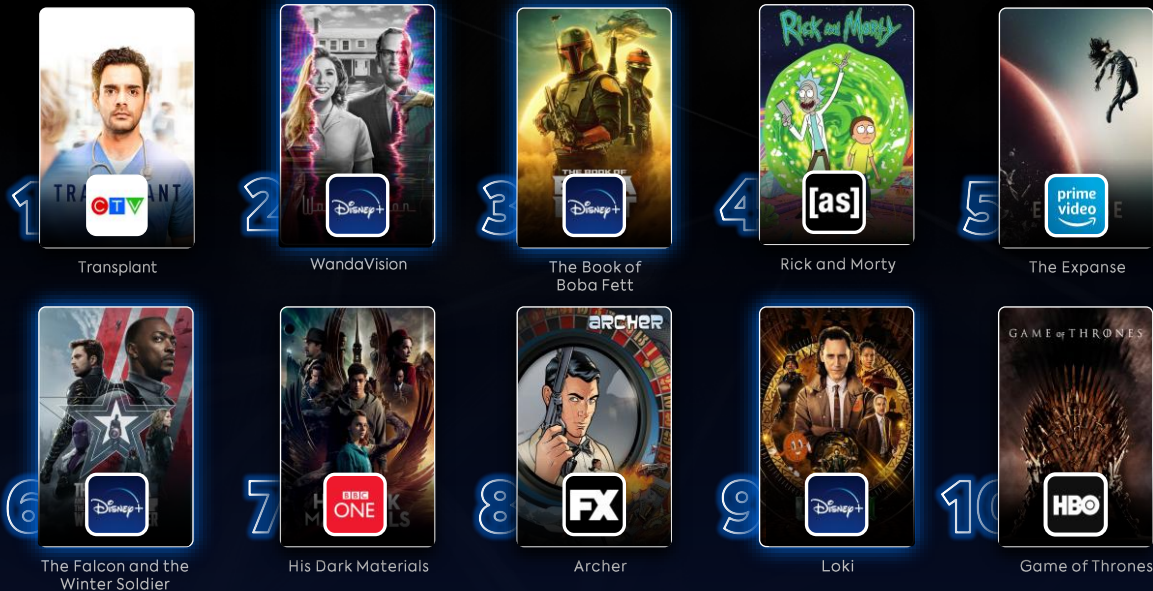
- Identify brands or IP are most **appealing** to your current audience
- How to **maximize** your content or brand's potential by analyzing audience affinity
- How you can **personalize** your strategy on a global or market scale
- Methods for **targeting** the right audience with in-depth demographic breakdowns that
- Match your brand with the right **talent** in every market



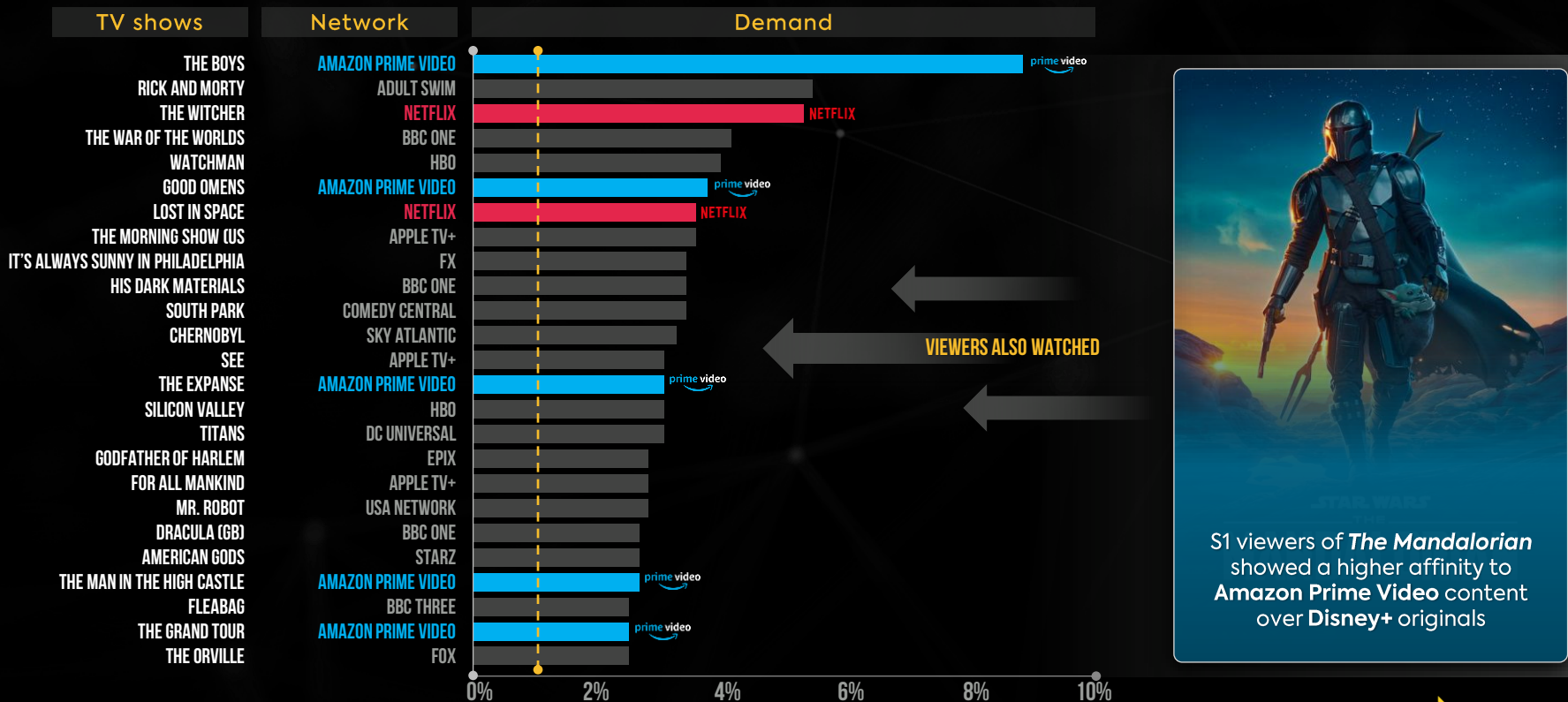
The top 10 shows most watched by the audience of *The Mandalorian* includes superhero series, science-fiction and adult cartoons across a variety of networks



Audiences are also watching:

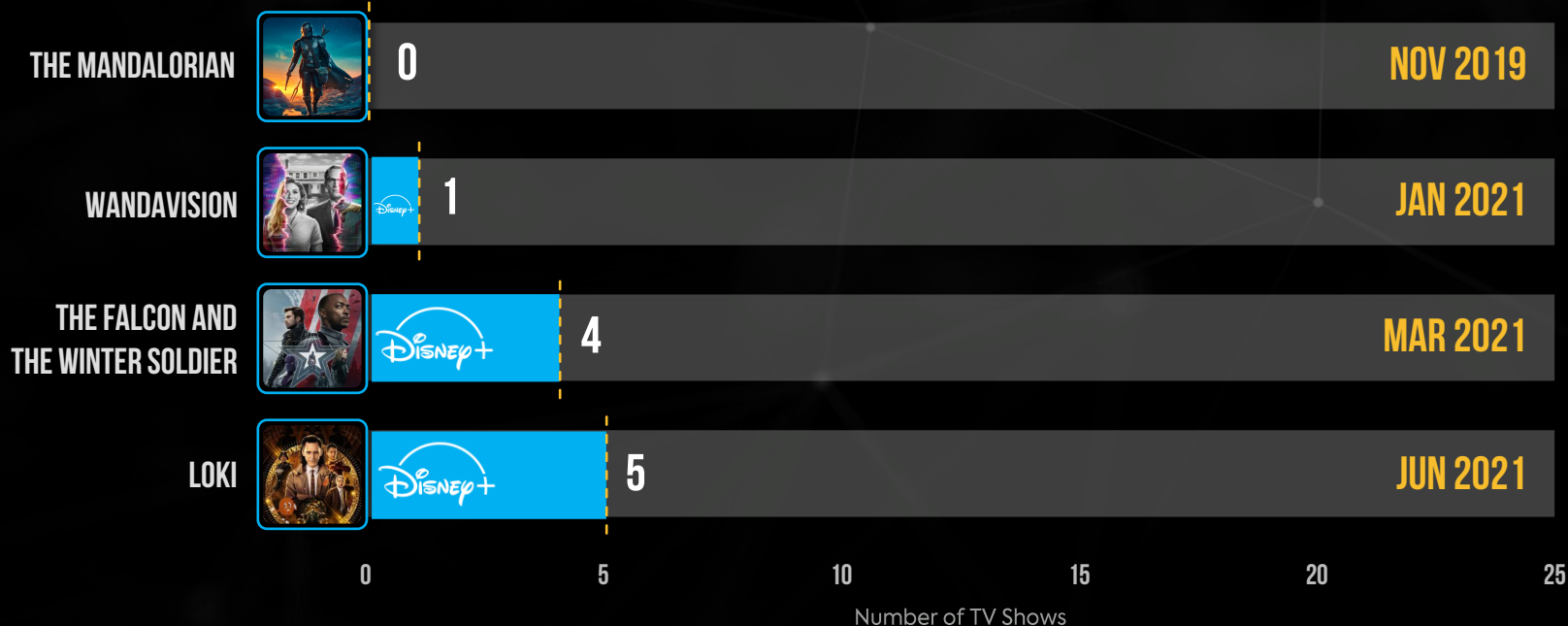


At launch, *The Mandalorian* struggled with affinity to other Disney+ content, showing high affinity to Prime Video, Netflix and Apple TV+

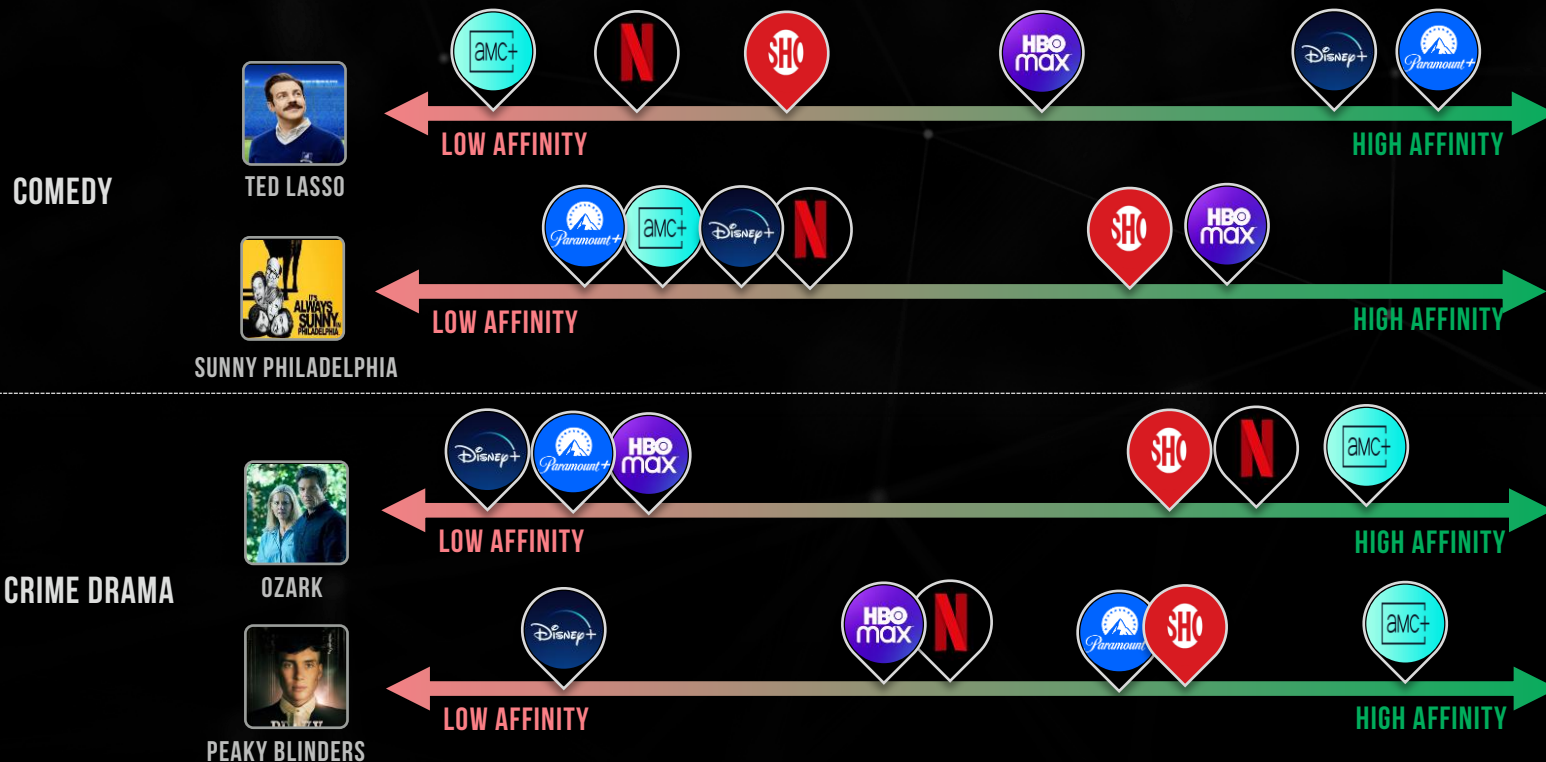


Affinity of new launches on Disney+ has increased for more recent tentpole launches

of the Top 25 with High Affinity to Each Show at Time of Launch



Use affinity to inform programming and licensing decisions based on a show's contribution to a platform

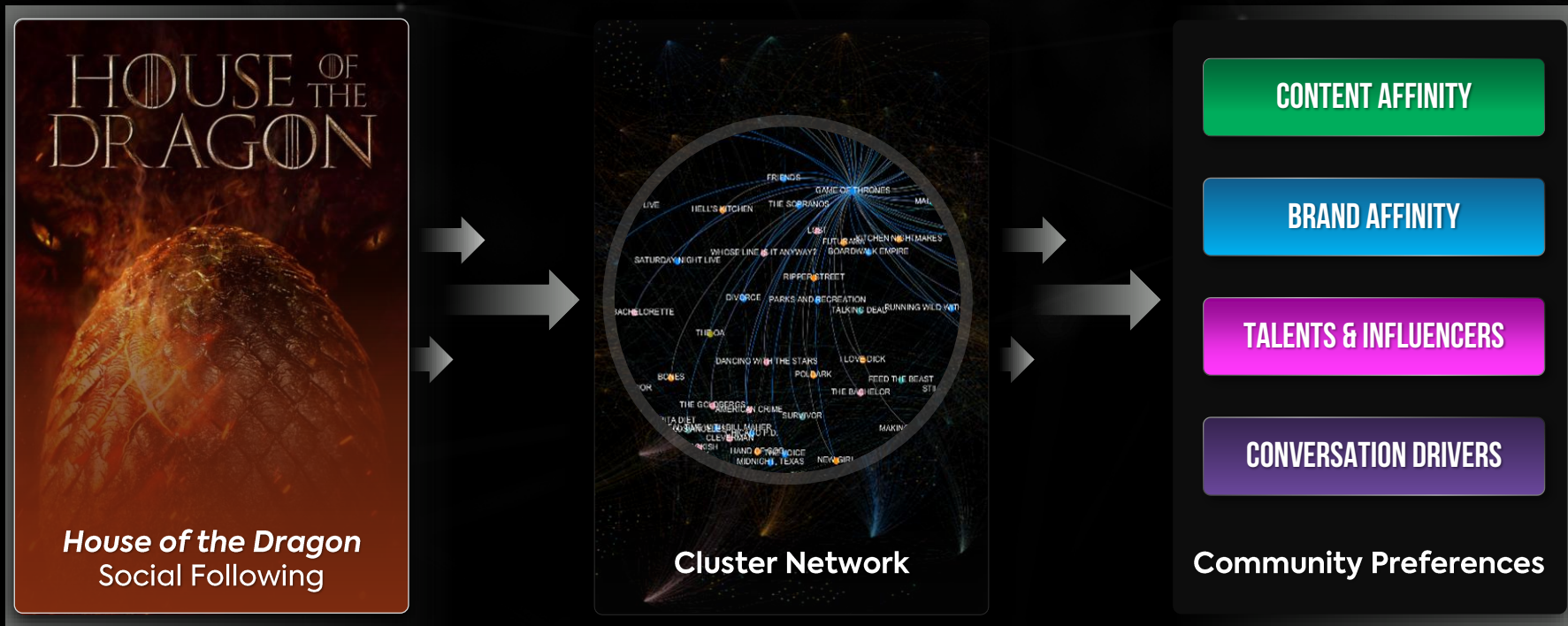


Personalizing Your Audience Strategy Based on Taste Clusters with Social Affinity

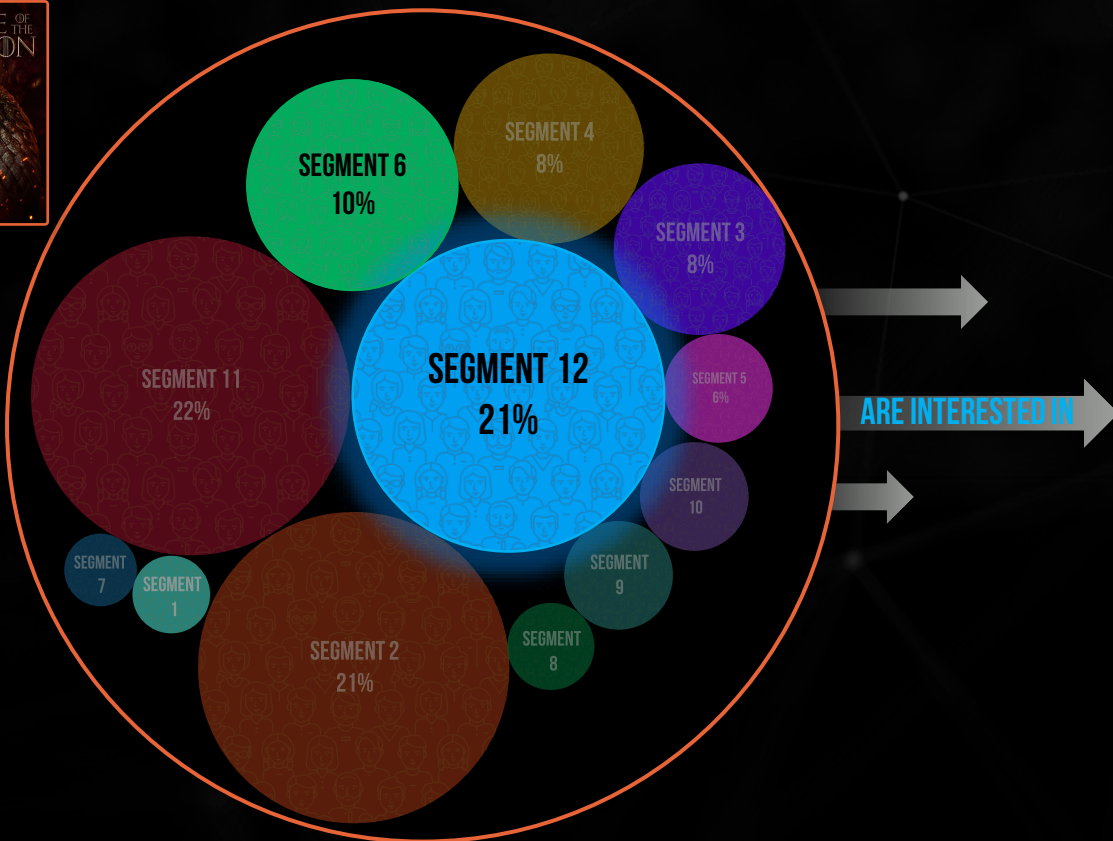


Identify distinct taste clusters of your audience to make personalized marketing strategies and creative content to appeal to these audiences

Audience Affinity leverages social media networks to create clusters of distinct audience profiles



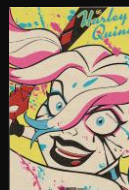
Segment 12: “Sci-fi Show and Movie Fans”



DC/Marvel Shows



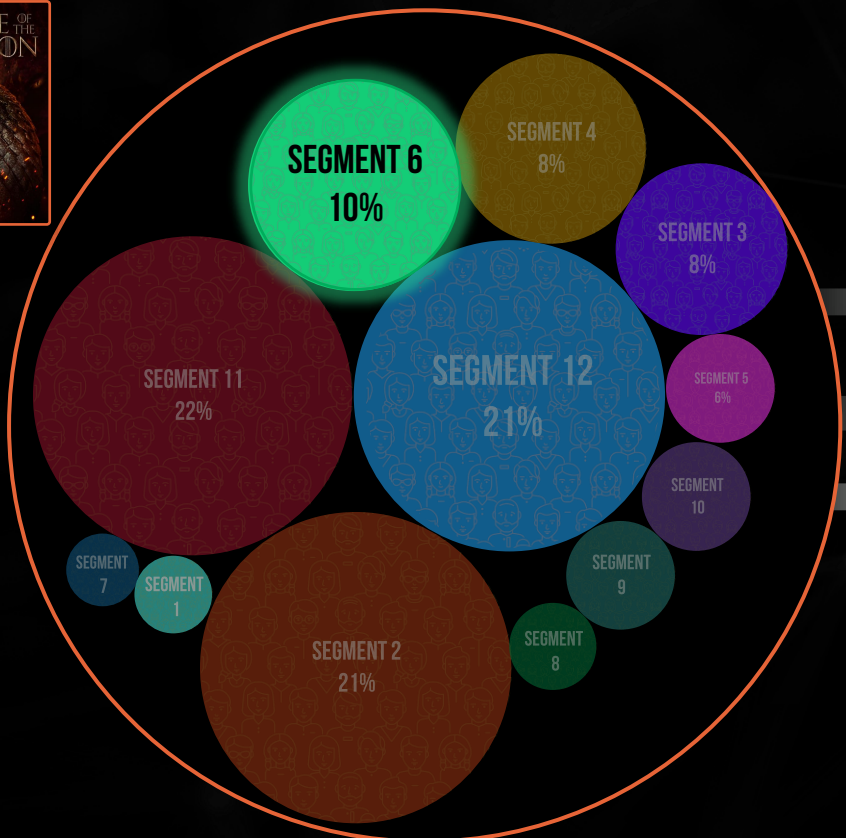
Sci - fi & Fantasy shows



New/upcoming TV & Film releases



Segment 6: “Game of Thrones Die-hard’s”



ARE INTERESTED IN

Game of thrones - cast

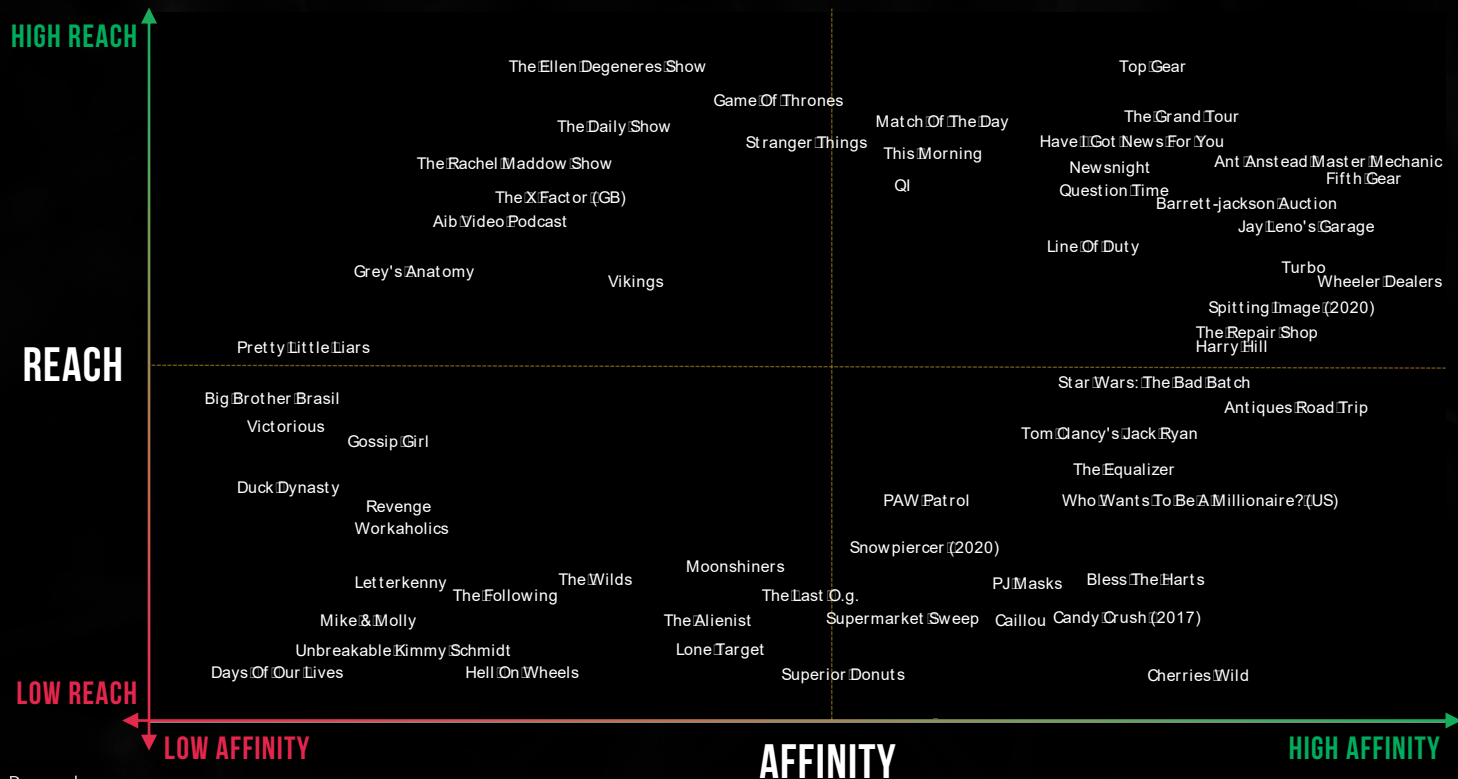
GAME OF QUOTES

WtC

Finding the Right Partnerships with Brand Affinity

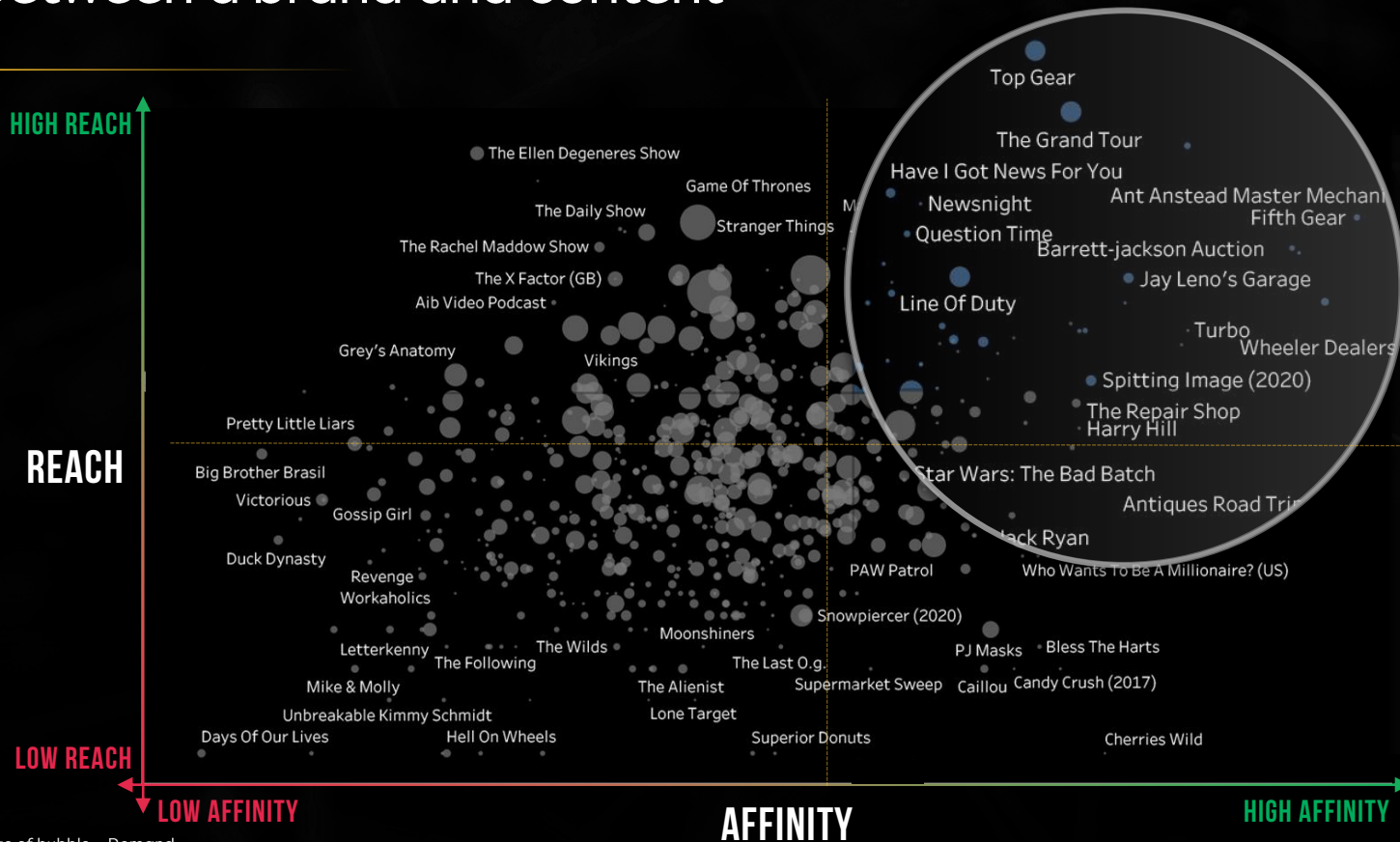


Use Affinity and Reach to measure similarity and audience scale between a brand and content

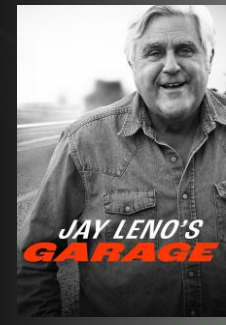


*Size of bubble = Demand

Use Affinity and Reach to measure similarity and audience scale between a brand and content

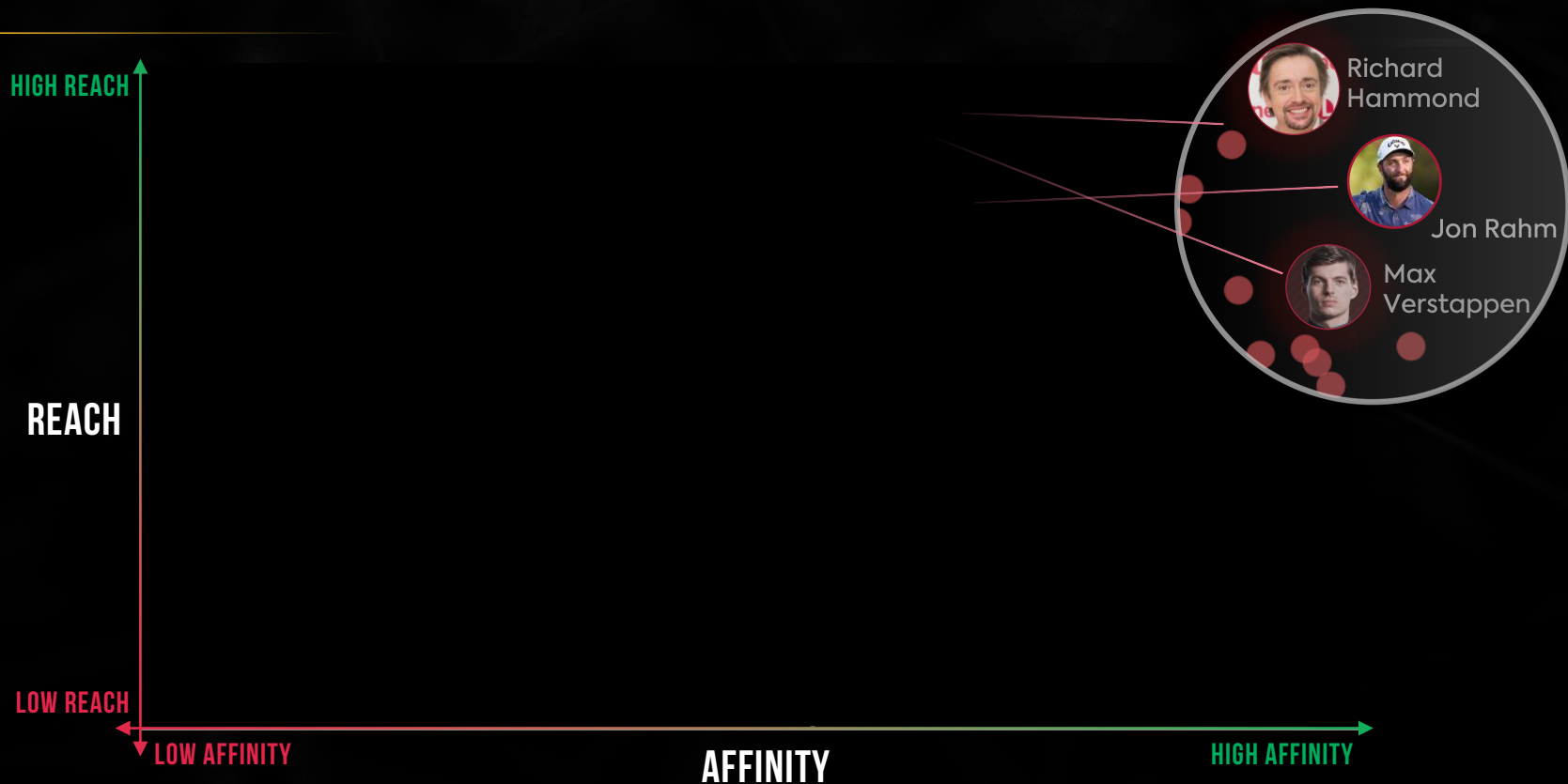


TITLES WITH HIGH AFFINITY AND HIGH REACH

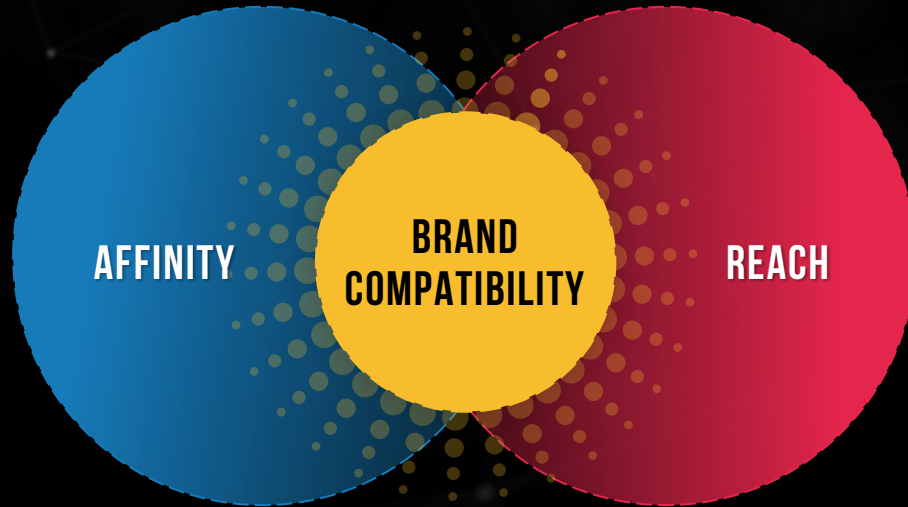


*Size of bubble = Demand

Use Affinity and Reach to measure similarity and audience scale between a brand and talent



We convert the two dimensions of Affinity and Reach into a single metric called **Brand Compatibility Score**



Affinity and Reach weighting is determined based on priority

$$\text{AVERAGE } ((\text{AFFINITY SCORE INDEX} * 75\%), (\text{REACH SCORE INDEX} * 25\%))$$

=

BRAND COMPATIBILITY SCORE

Using the **Brand Compatibility Score** creates a single rank ordering to inform partnership, marketing, content or ad sales strategies

SHOW NAME	REACH INDEX	AFFINITY INDEX	COMPATIBILITY SCORE
FIFTH GEAR	0.13	1.00	0.78
WHEELER DEALERS	0.06	0.86	0.66
MOTORWEEK	0.09	0.76	0.59
ANT ANSTEAD MASTER MECHANIC	0.10	0.73	0.57
FIA WORLD ENDURANCE CHAMPIONSHIP	0.27	0.44	0.40
TURBO	0.04	0.44	0.34
TOP GEAR	0.71	0.21	0.34
AUTOMOTO	0.04	0.43	0.33
FORMULA 1	1.00	0.08	0.31
THE GRAND TOUR	0.38	0.25	0.28
JAY LENO'S GARAGE	0.07	0.33	0.27
BARRETT-JACKSON AUCTION	0.06	0.33	0.26
SPITTING IMAGE (2020)	0.03	0.28	0.21
TOP GEAR AMERICA	0.04	0.27	0.21
THE ONE SHOW	0.04	0.26	0.21
HARRY HILL	0.02	0.26	0.20
COUNTRYFILE	0.05	0.25	0.20
THE REPAIR SHOP	0.02	0.26	0.20
ANTIQUES ROAD TRIP	0.01	0.25	0.19
ROADKILL GARAGE	0.02	0.20	0.16



**HIGH REACH, LOW-ISH
AFFINITY = MODERATE
COMPATIBILITY**



**MODERATE REACH, HIGH
AFFINITY = HIGH
COMPATIBILITY**

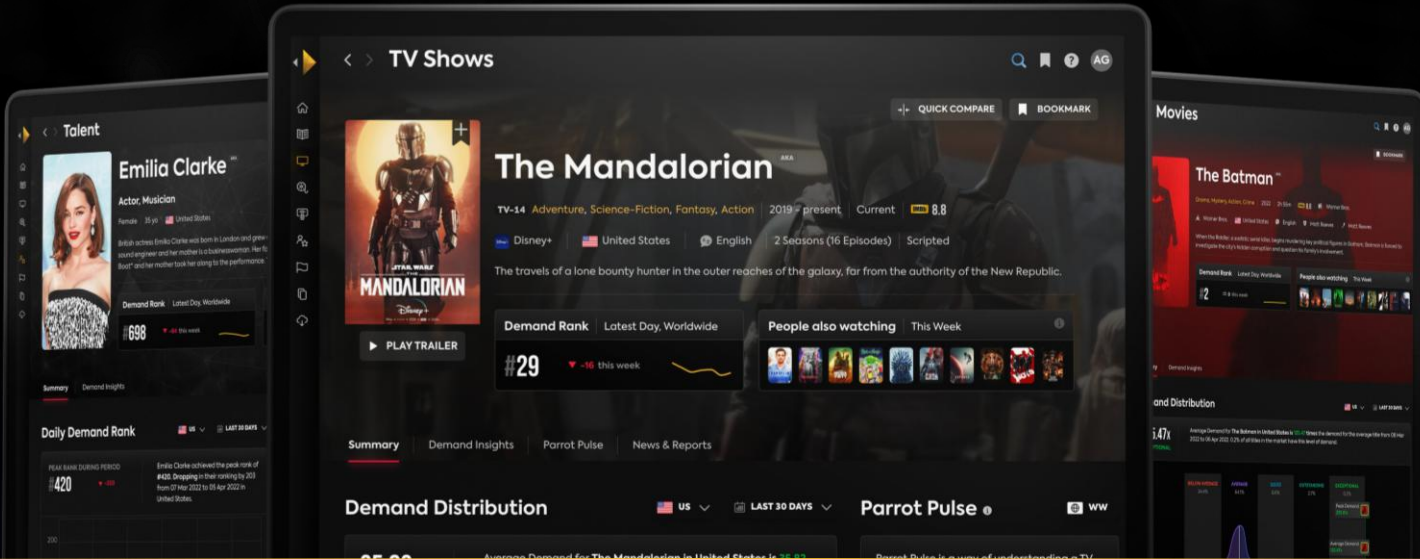
Thank You

For questions please contact:

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