



The Global Television Demand Report

Global SVOD platform demand share, digital original series popularity and genre demand share trends in **Q2 2019**



○ GENOME

○ SOCIAL

○ AFFINITY

○ TRAVELABILITY

○ DEMAND

○ TRENDS

○ DEMOGRAPHICS

○ SENTIMENT

○ RECOMMENDATIONS

○ DISCOVERY

BRAND ○

GENRE ○

TITLE ○

PLATFORM ○

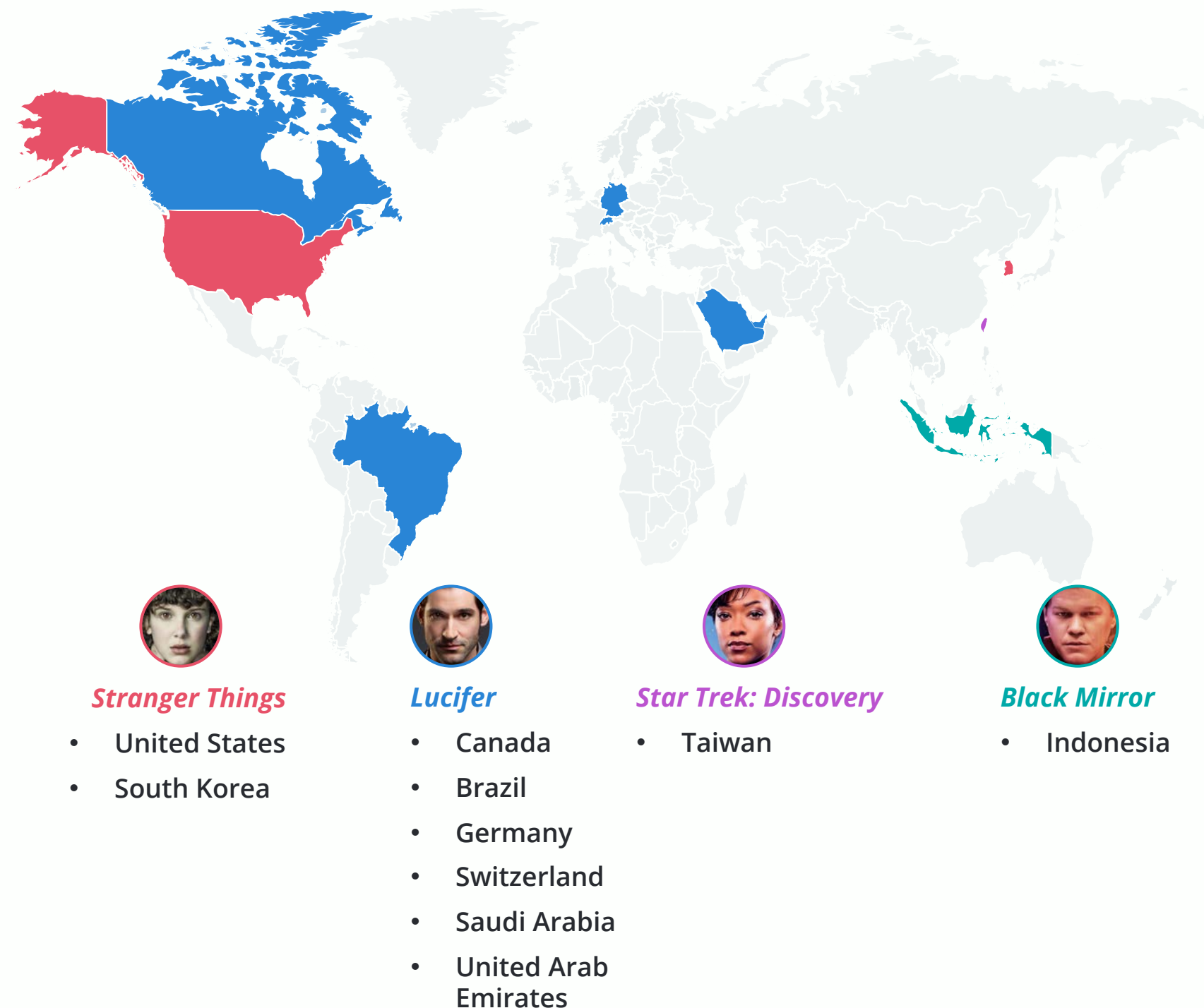
MARKET ○

TIME ○

Executive Summary

April – June, 2019

- In the second quarter of 2019 Netflix remains the clear global market-leading platform based on demand for original productions.
- The service has captured 62.6% of all demand for digital original series in over 100 markets analysed for this report, down 3.1% from its Q1 result of 64.6%.
- We speculate that Netflix's global demand share trend will likely reverse in the third quarter due to the global impact of *Stranger Things* season 3.
- The number of competitors offering original series is growing and this is being reflected in the fragmentation of consumer attention: 10.3% of the global share of demand is for originals from smaller, specialist and local SVODs. This is 2.5% more than in the first quarter of 2019.
- In the action/adventure genre of four markets, DC Universe Originals have more demand share than Netflix Originals. However, Netflix Originals still dominate the important drama genre.
- This quarter's most demanded subgenre is sci-fi drama, which was the largest subgenre in five markets. Superhero series was a clear second for markets in this report, with crime drama and comedy drama also in demand across all ten markets.
- Lucifer is the most in-demand digital original series in most of the markets in this report. The series has outperformed all other originals in six markets. Season 4 released in May 2019 was a Netflix production after 3 seasons at U.S. broadcaster FOX.



Executive Summary

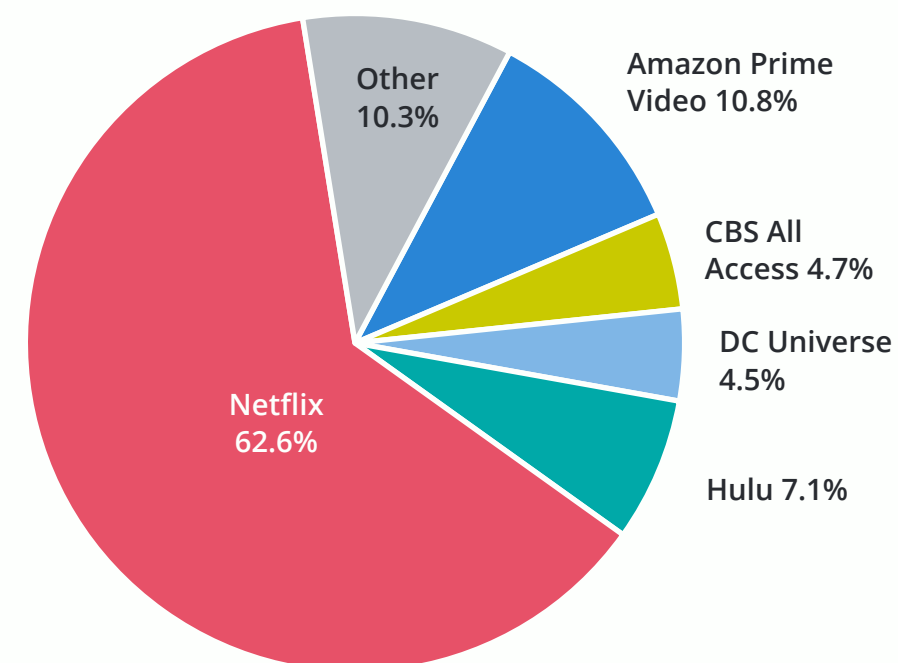
April – June, 2019

Major SVOD platform events (Quarter 2, 2019)

- On **April 17th**, Netflix posted a record quarterly subscriber growth of 9.6 million during Q1, more than projected.
- On **May 1st**, Hulu announced that they had reached 28 million subscribers, 12% more than the service had at the end of 2018.
- On **May 2nd**, YouTube Premium confirmed that the platform was moving to an AVOD model for all future and existing originals.
- On **June 14th**, Viacom announced a new specialist content SVOD, BET+, to launch in September 2019.
- On **June 24th**, Chinese platform iQiyi announced that it had reached 100 million subscribers and stated that it sees opportunities in international markets.

Global demand share by original platform for all digital originals

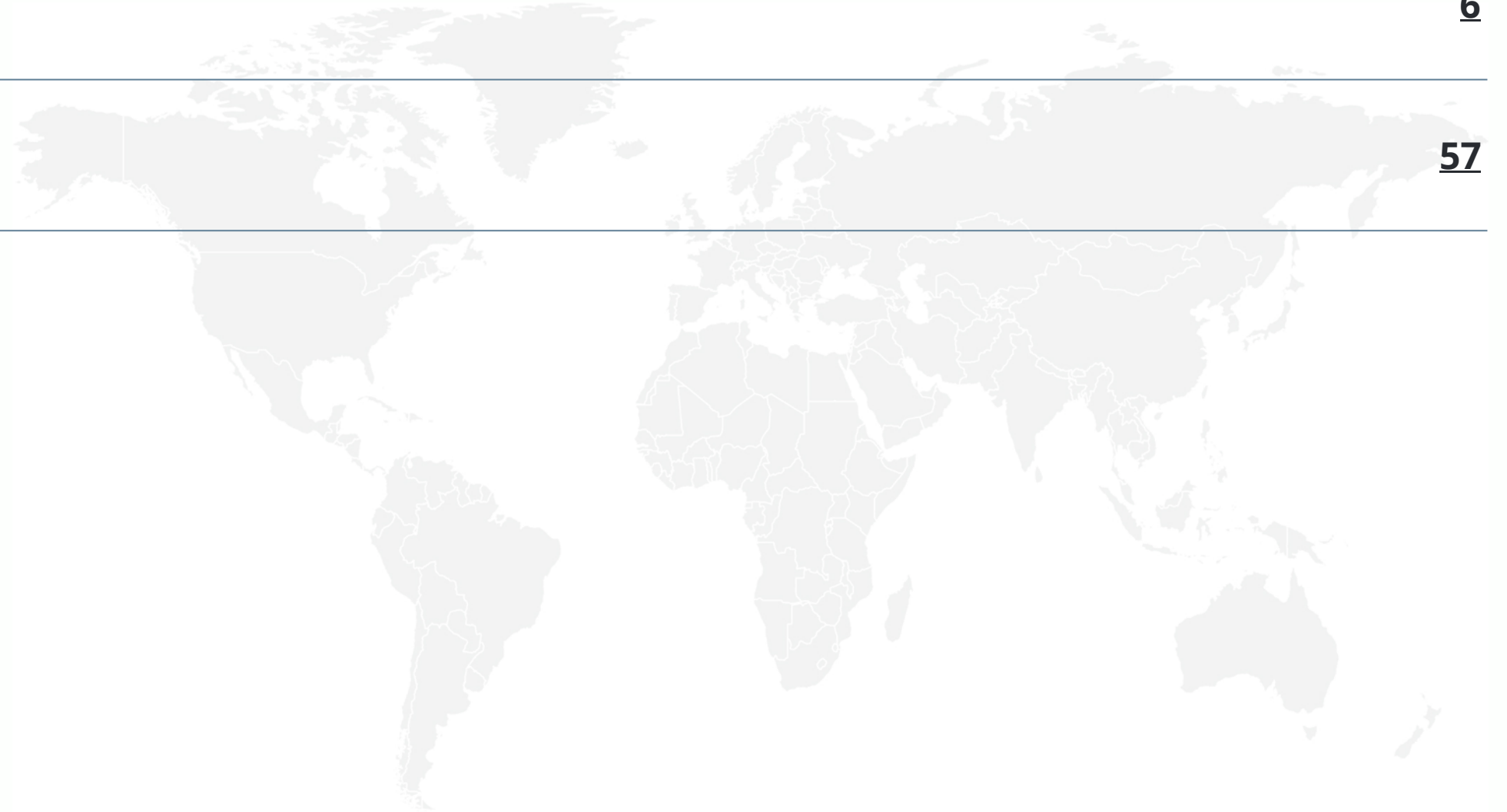
Global platform demand share (Q2 2019)



- Across all markets, the share of demand for digital original series remains highest for Netflix series. 62.6% of the global demand for all digital originals is expressed for a Netflix Original.
- Netflix's global share continues to show the pressure from competing platforms. The 62.6% figure for 2019 Q2 is exactly 2% lower than it was in our last report for 2019 Q1.
- While both Amazon Prime Video and CBS All Access originals have more global share than last quarter, the increase in the "Other" category (+2.5%) is due to more demand share for originals from smaller services. This reflects the increasing number of platforms offering originals and is a trend that will only accelerate over the year.

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Introduction

April – June, 2019

Demand as the new paradigm

In this latest edition of [Parrot Analytics' Global Television Demand Report](#), the SVOD platform demand share of digital originals, the global genre share as well as an individual analysis of key global markets was carried out. In addition, we are pleased to share with you once again the top digital original series in the reporting period, representing the most successful original content produced by SVOD platforms around the world. As these titles can play a key role in the success of these platforms, but their viewership numbers are kept a closely-guarded secret, 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 data for the first time.

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 in today's **attention economy** 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 TV 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, 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.**

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

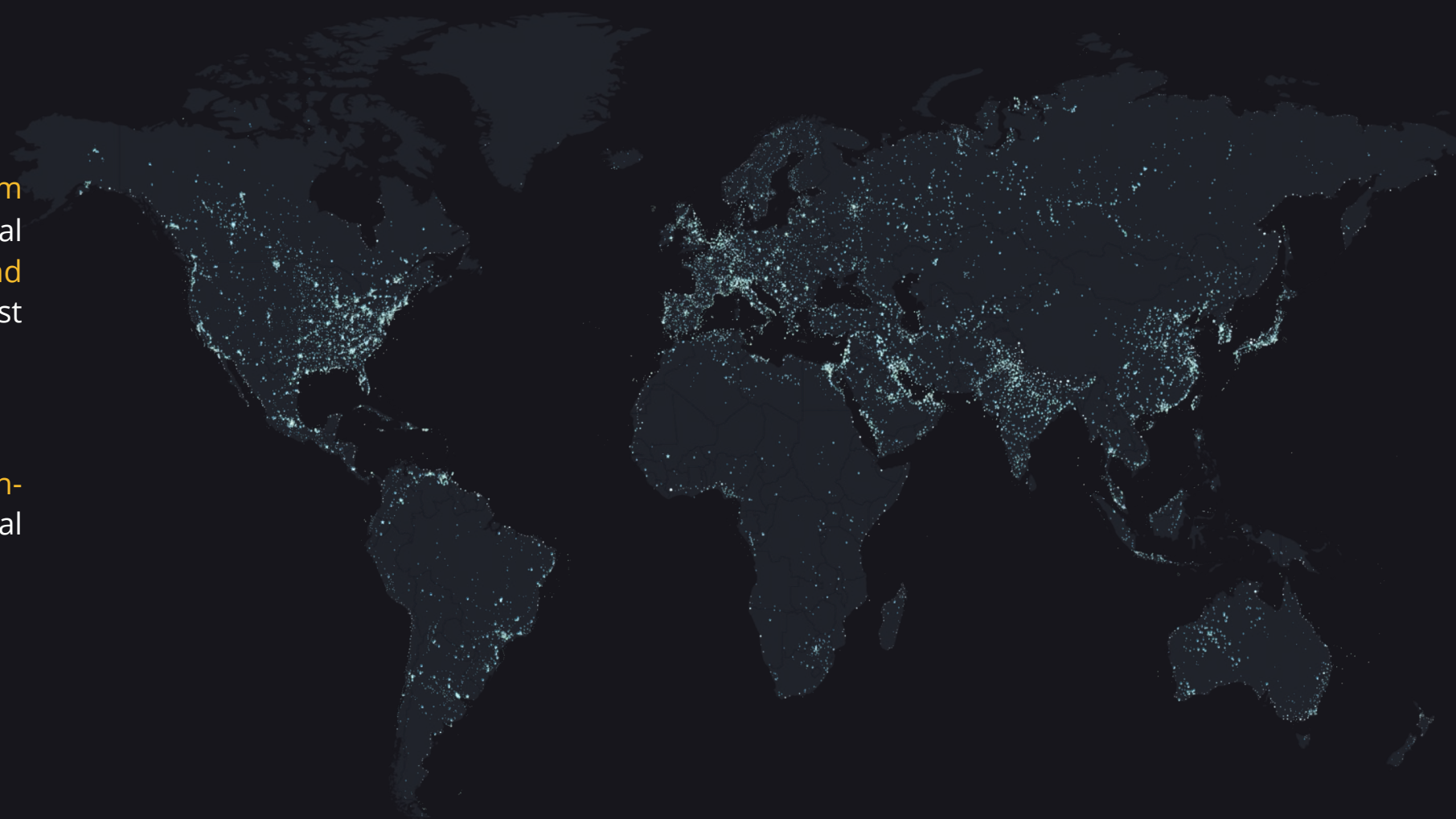


Market-specific TV content trends

SVOD platform market demand share and digital original genre and subgenre trends

In this section we present each market's SVOD demand share by original platform for digital originals and break this down for drama and action/adventure digital originals. We also reveal the demand share by genres and the most in-demand subgenres of digital original series to show which type of content is gaining the most traction in each market.

Finally, we include for each market a demand distribution of some of the most in-demand digital originals and we reveal the top 20 overall most in-demand digital originals across all platforms.

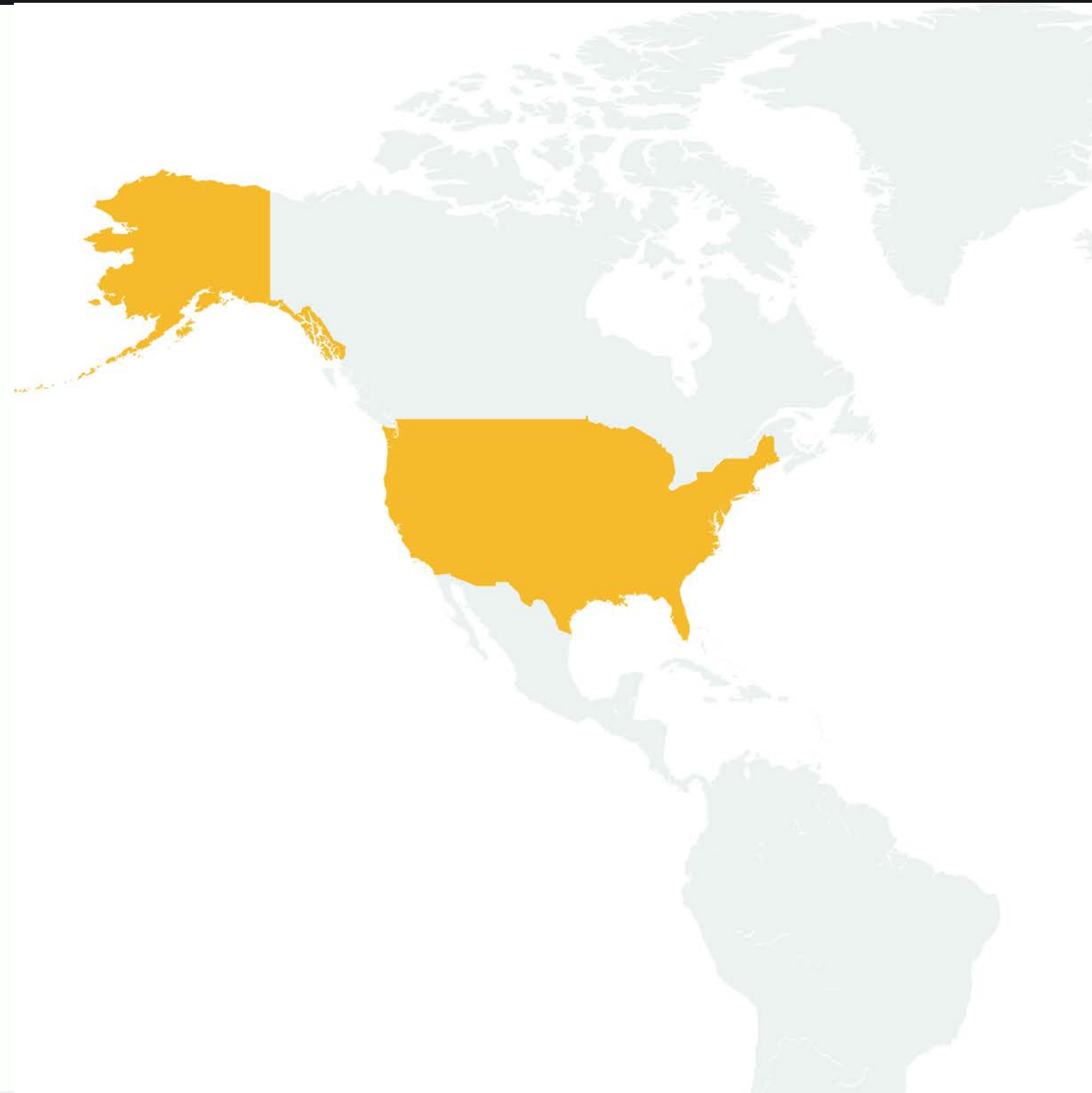


Genre, subgenre, platform demand share and digital original trends

United States

Learn which genres and subgenres of digital originals are most demanded by American audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

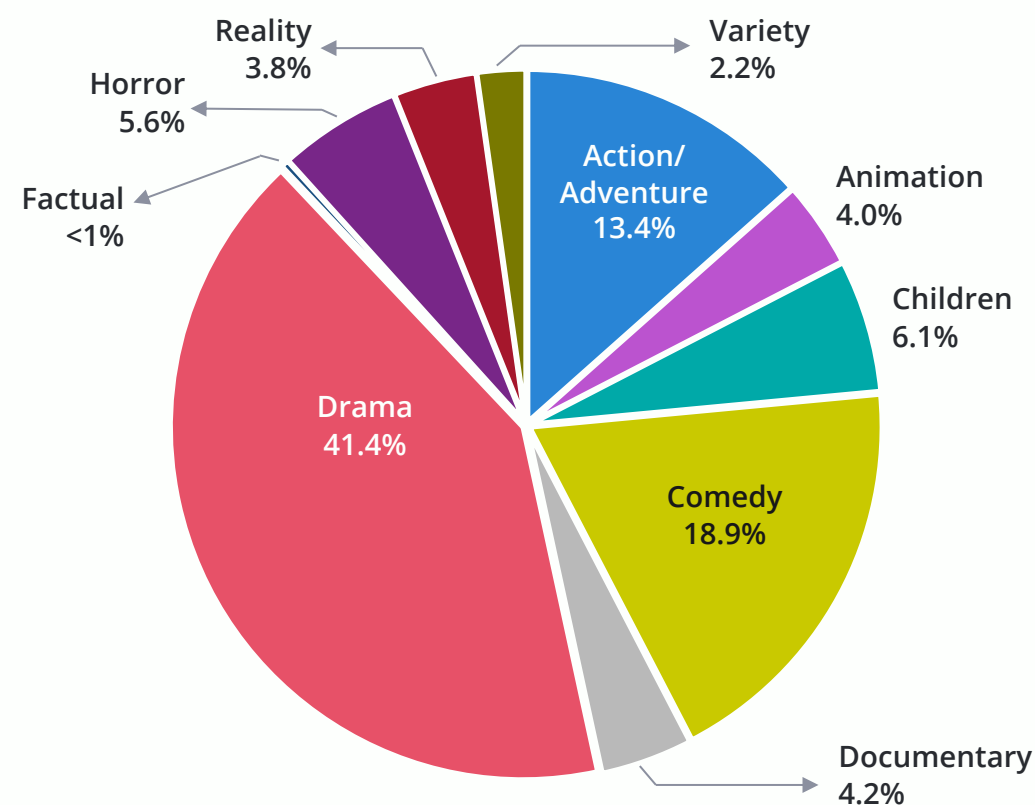
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



United States digital original genre and subgenre preferences

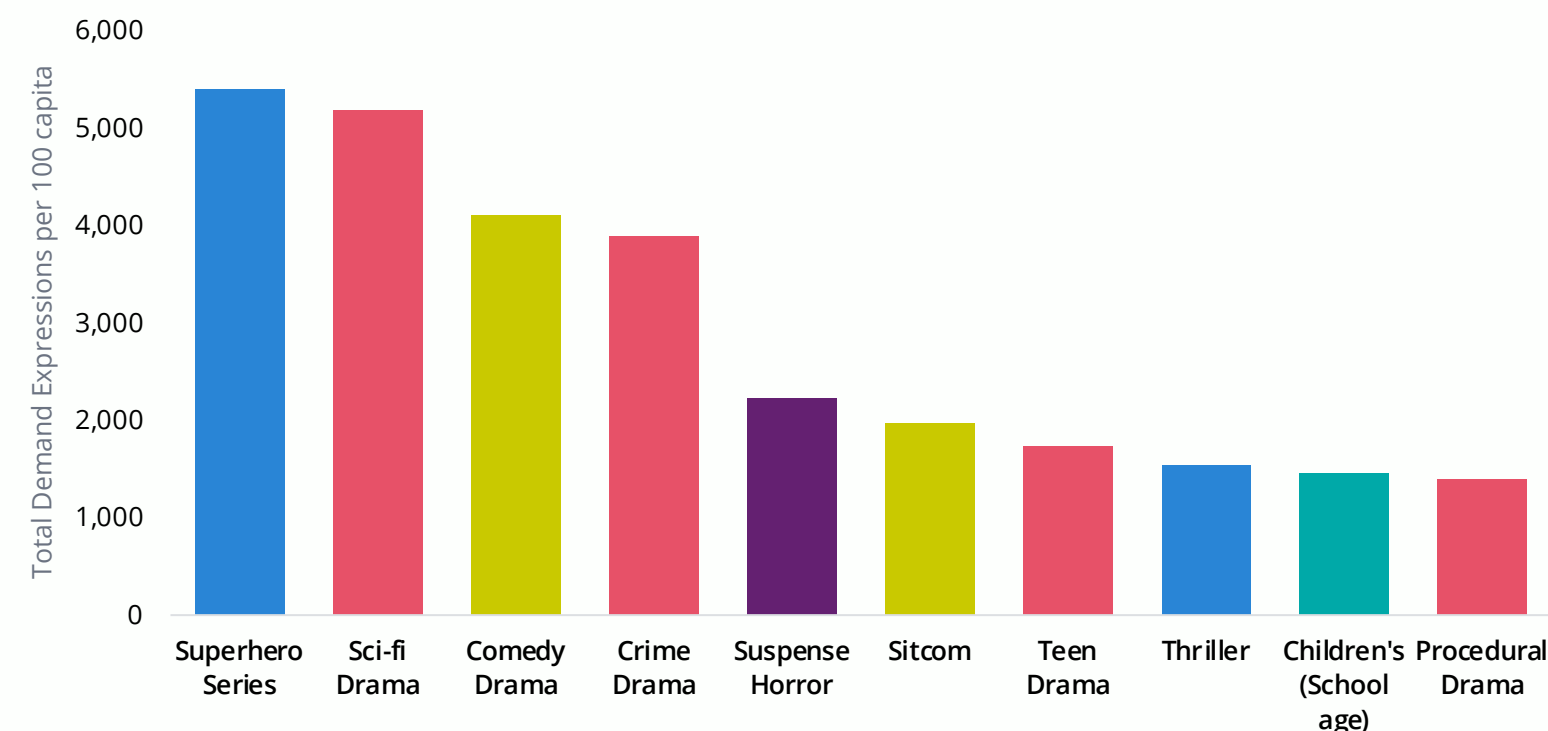
April – June, 2019

United States digital original series genre demand share (Q2 2019)



- The United States is one of the most mature markets for digital originals. This is reflected in the genre shares, which are more diverse than most markets.
- Of all the markets in this report, the demand share is highest in the United States for digital original series in seven genres. These are animation (4.0%), children (6.1%), comedy (18.9%), documentary (4.2%), factual (0.4%), reality (3.8%) and variety (2.2%).
- At 41.4% share, the United States has by far the lowest demand share for drama originals in the report. It is one of three markets where the drama share is below 50%.

The 10 most in-demand subgenres for digital originals in the United States (Q2 2019)



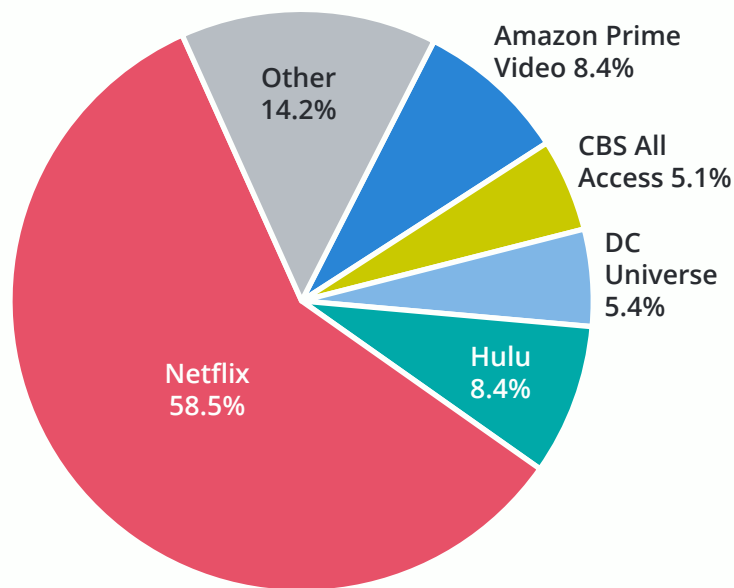
- The diversity of content favored by American audiences is reflected in the most demanded subgenres as well. This is the only market where only four drama subgenres are in the ten most demanded.
- The USA's largest subgenre in 2019 Q2 is superhero series. This is one of the three markets where superhero series was the most demanded.
- The high U.S. demand share for children's originals can also be observed. The United States is the sole market in this report where any children subgenres are in the ten largest. Children's (school age) is the ninth most demanded subgenre in 2019 Q2.

United States platform demand share and digital originals demand distribution

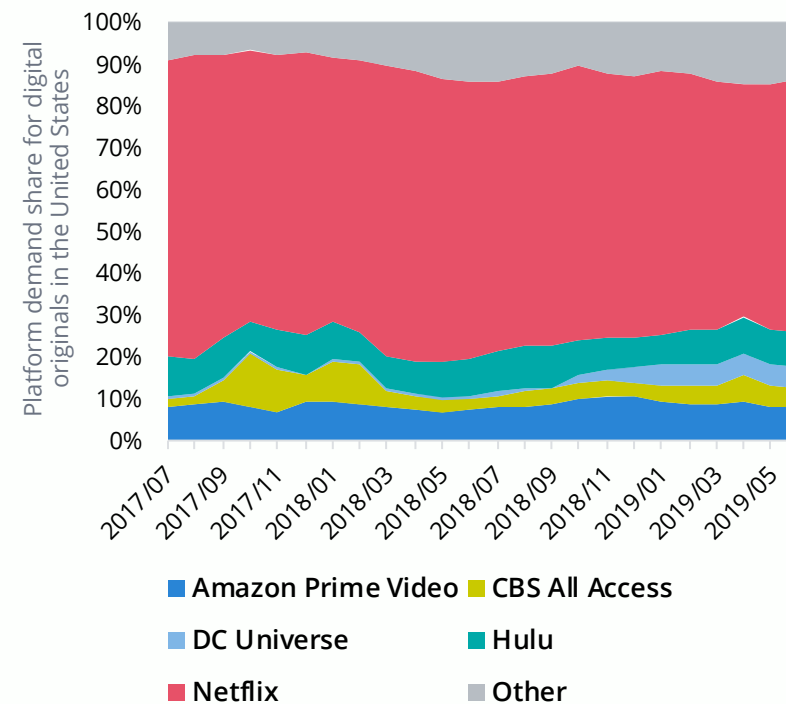
July, 2017 – June, 2019

United States market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



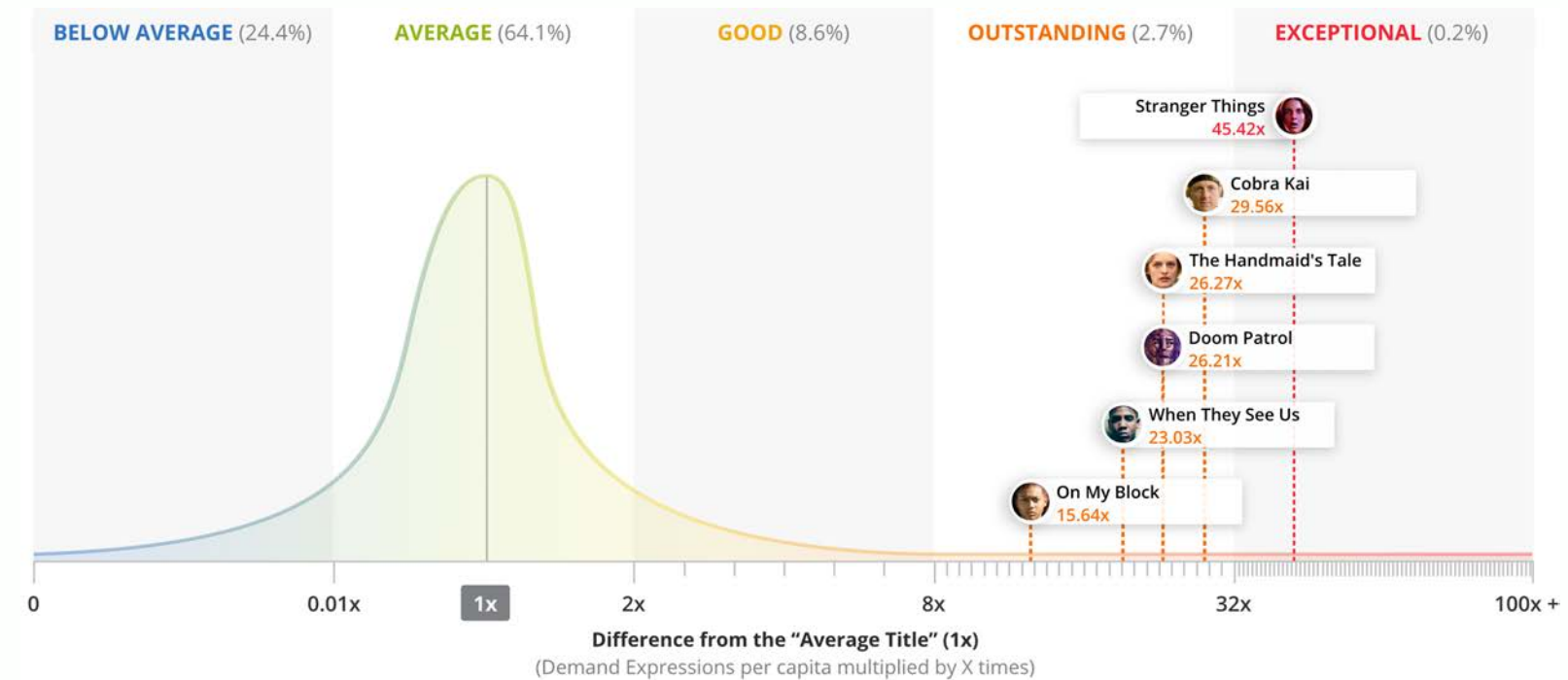
Platform demand share trend (24-months)



- Original series from Netflix account for 58.5% of expressed demand over the quarter. Although still the largest in this market, this is a below-average share for this report.
- The USA is arguably the most mature streaming market in the world. As such, it has many specialist SVOD services producing originals, leading to the highest share seen of all markets for originals from other services, at 14.2%.
- Compared to the other markets in this report, the United States is the market where original series from Amazon Prime Video have the lowest demand share with 8.4%.
- Over the long term the 24-month share trend has reversed recently for Netflix, increasing from 56% in April to 61% in June over the course of 2019 Q2.

Demand distribution of a selection of top digital originals in the United States

Show position in Demand Distribution (Q2 2019)

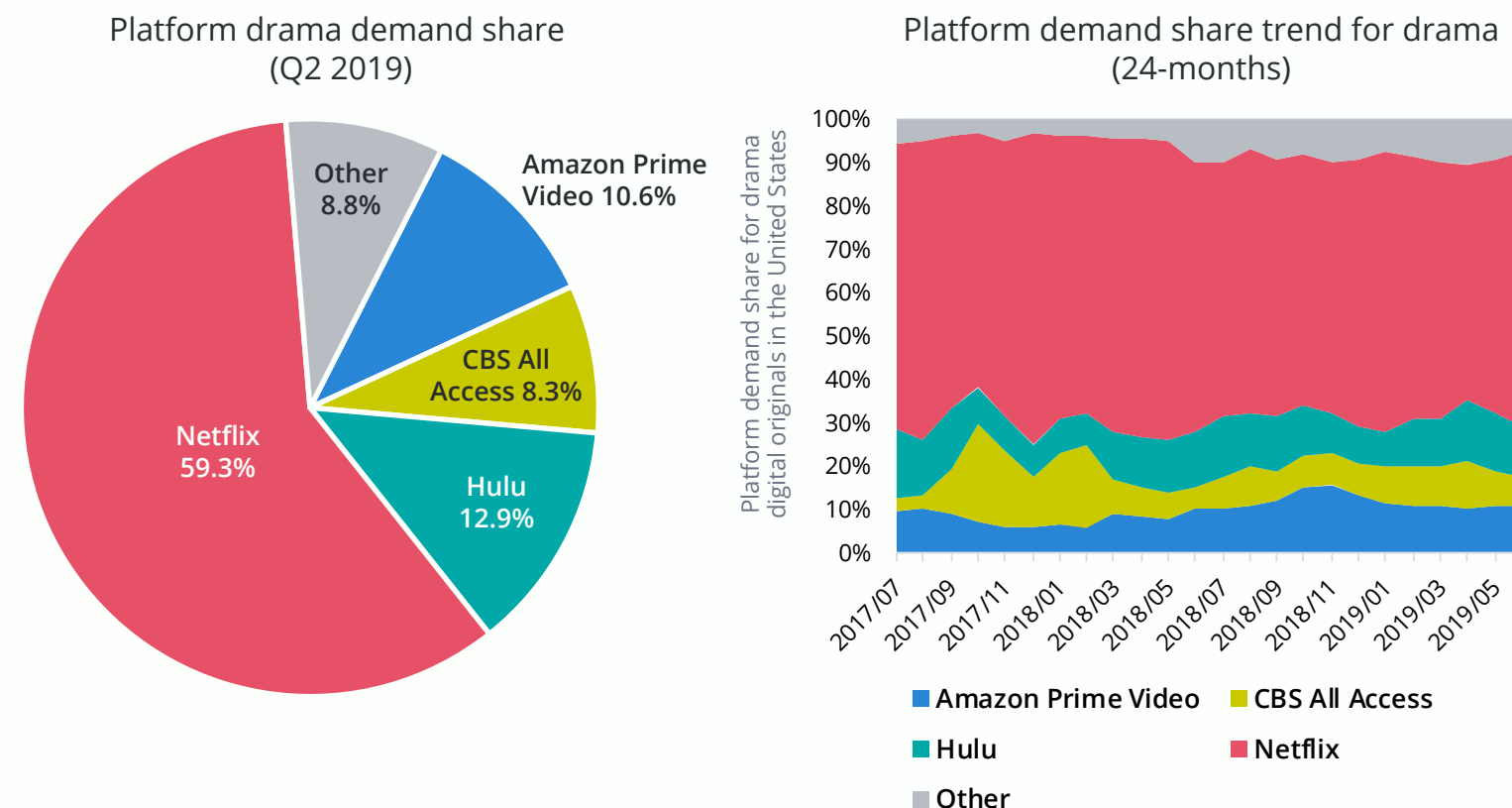


- The single most demanded original by U.S. audiences in 2019 Q2 is Netflix's sci-fi drama **Stranger Things**. South Korea is the only other market in this report where this show is number one.
- Stranger Things** has 45.4x the demand for the average title in the United States. This is the highest difference from the average title in this report.
- YouTube Premium's **Cobra Kai** is the third most demanded original this quarter. This makes the United States the market where the show places highest.
- As the 10th most in-demand original, Netflix's **When They See Us** resonated strongly in the U.S.

United States platform demand share for drama and action/adventure digital originals

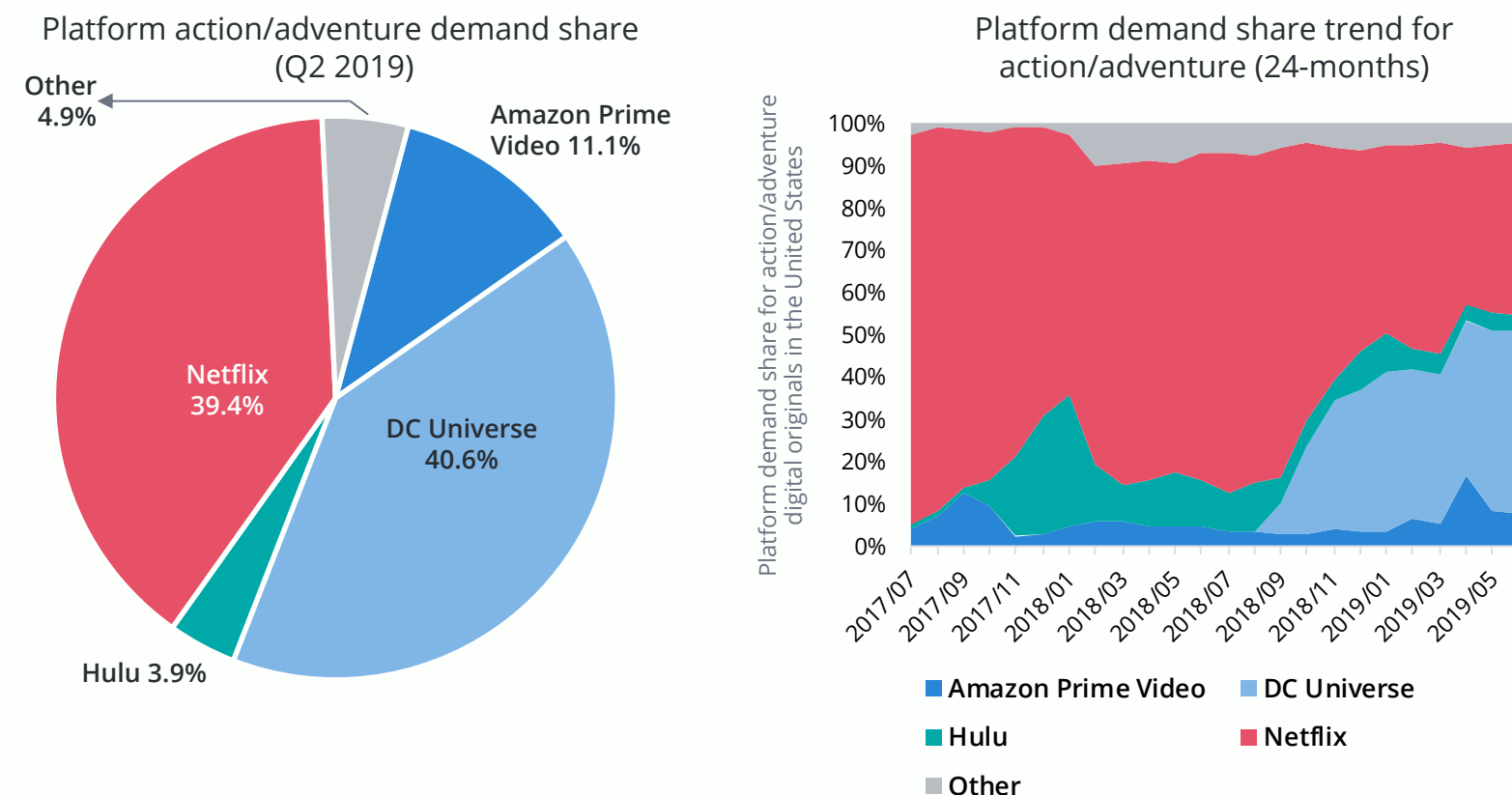
July, 2017 – June, 2019

United States market demand share by original platform for drama digital originals



- Following the trend across all genres, with 59.3% Netflix has a below-average share of the U.S. drama original series demand compared to other markets. However, the platform does still command most of the demand for the genre.
- Hulu drama originals perform well in this market. With a 12.9% demand share, this is above-average compared to the other markets in this report.
- Again following the trend observed across all genres in the United States, there has been a sharp increase in the Netflix share of drama originals recently. Over 2019 Q2 the Netflix demand share rose nearly 10%, going from 55% in April to 64% in June.

United States market demand share by original platform for action/adventure digital originals



- In the action/adventure genre, original series for DC Universe have the largest demand share with 40.6% of the U.S. market.
- However, with a 39.4% share Netflix is less than 2% behind DC Universe.
- Amazon Prime Video has 11.1% of the U.S. action/adventure originals demand, an above-average share in the United States compared to other markets in this report.
- The 24-month trend shows how after the disruption of DC's September 2018 arrival, conversely, over the 2019 Q2 period the genre has been relatively stable.

Top digital original series in the United States

April – June, 2019

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1	<i>Stranger Things</i>	Netflix	Netflix	Drama	28.0	<div></div>
2	<i>Lucifer</i>	Netflix	Netflix	Drama	22.2	<div></div>
3	<i>Cobra Kai</i>	YouTube Premium	YouTube Premium	Comedy	18.2	<div></div>
4	<i>Titans</i>	DC Universe	DC Universe	Action and Adventure	18.0	<div></div>
5	<i>The Handmaid's Tale</i>	Hulu	Hulu	Drama	16.2	<div></div>
6	<i>Doom Patrol</i>	DC Universe	DC Universe	Action and Adventure	16.1	<div></div>
7	<i>Black Mirror</i>	Netflix	Netflix	Drama	15.5	<div></div>
8	<i>Star Trek: Discovery</i>	CBS All Access	CBS All Access	Action and Adventure	14.6	<div></div>
9	<i>The Act</i>	Hulu	Hulu	Drama	14.2	<div></div>
10	<i>When They See Us</i>	Netflix	Netflix	Drama	14.2	<div></div>
11	<i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	13.9	<div></div>
12	<i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	13.6	<div></div>
13	<i>The Twilight Zone</i>	CBS All Access	CBS All Access	Horror	12.9	<div></div>
14	<i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	11.7	<div></div>
15	<i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	10.5	<div></div>
16	<i>Narcos</i>	Netflix	Netflix	Drama	10.4	<div></div>
17	<i>On My Block</i>	Netflix	Netflix	Comedy	9.6	<div></div>
18	<i>The Good Fight</i>	CBS All Access	CBS All Access	Drama	9.5	<div></div>
19	<i>Young Justice</i>	DC Universe	DC Universe	Action and Adventure	8.7	<div></div>
20	<i>Good Omens</i>	Amazon Prime Video	Amazon Prime Video	Drama	8.1	<div></div>

A selection of 5 additional digital original series of interest:

21	<i>Queer Eye</i>	Netflix	Netflix	Reality	7.9	<div></div>
23	<i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Reality	7.3	<div></div>
26	<i>Hanna</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	6.9	<div></div>
28	<i>Swamp Thing</i>	DC Universe	DC Universe	Action and Adventure	6.5	<div></div>
33	<i>Love Death And Robots</i>	Netflix	Netflix	Drama	6.3	<div></div>

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Canada

Learn which genres and subgenres of digital originals are most demanded by Canadian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

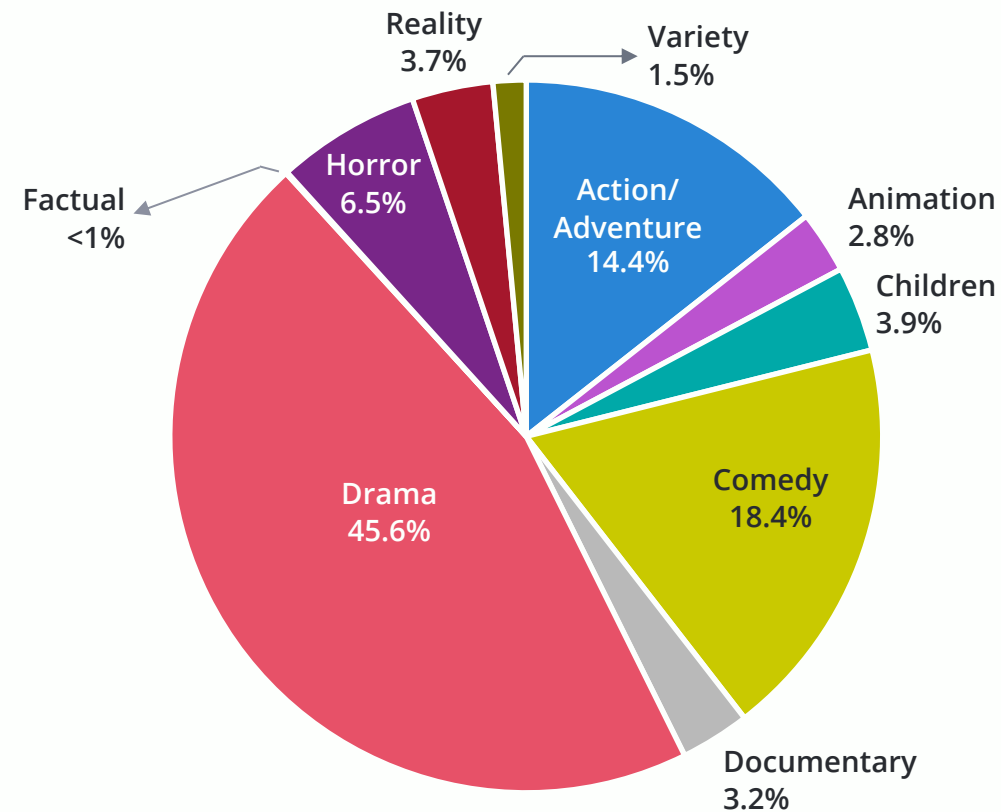
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Canada digital original genre and subgenre preferences

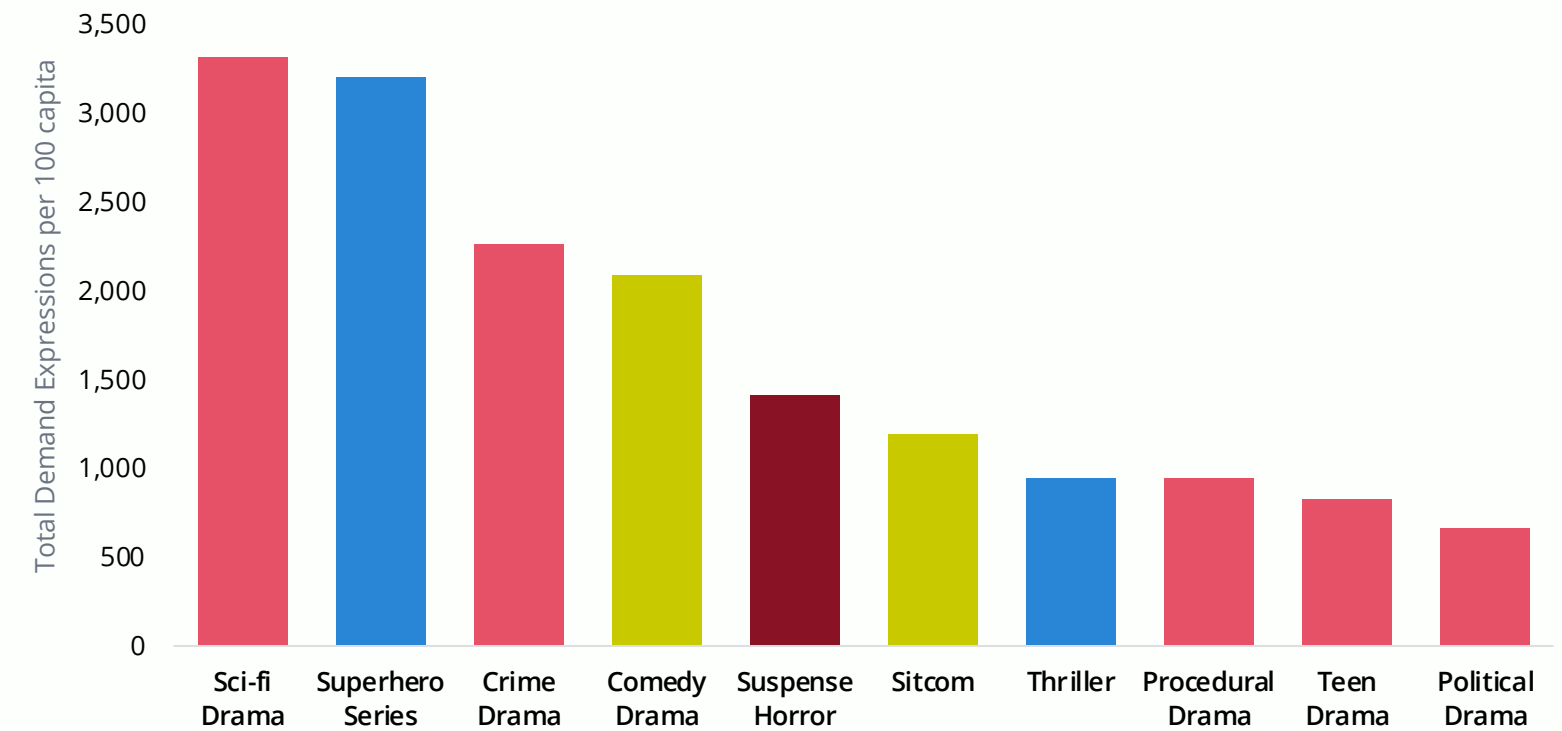
April – June, 2019

Canada digital original series genre demand share (Q2 2019)



- This is one of three markets in this report where drama digital originals command less than half of the 2019 Q2 demand; the demand share for drama in Canada is 45.6%.
- Canada is often considered to be similar to the United States in terms of its content demand and for some genres this is true: Canada is a close second to the U.S. in its demand share for the reality (3.7%) and comedy (18.4%) subgenres.
- However, Canadian audiences differ from U.S. audiences in other ways. The U.S. share for horror is average, but in Canada, horror has a 6.5% share, the second highest share for the genre in this report after Brazil.

The 10 most in-demand subgenres for digital originals in Canada (Q2 2019)



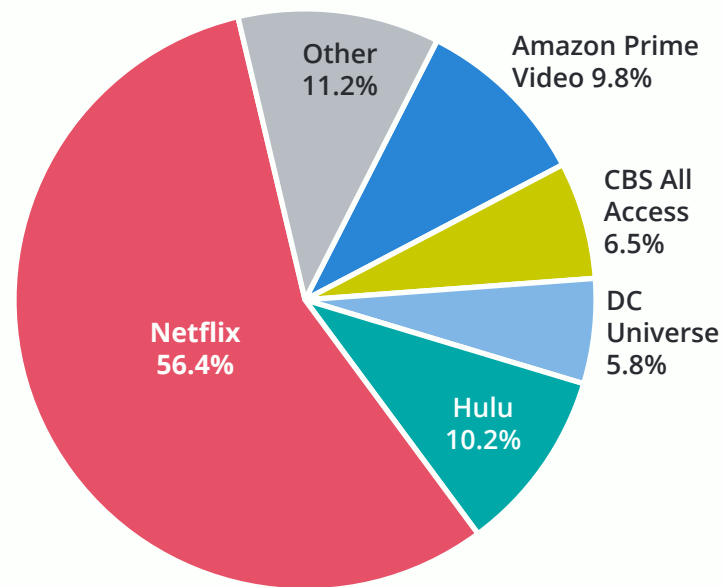
- Like most markets, five of the most in-demand subgenres for digital original titles in Canada are from the drama genre.
- The drama subgenre with the most demand in 2019 Q2 is sci-fi drama. This is also the largest overall subgenre in Canada, followed closely by superhero series.
- Following the high demand for the comedy genre in this market, both the comedy drama (4th) and sitcom (6th) subgenres place higher than most markets.

Canada platform demand share and digital originals demand distribution

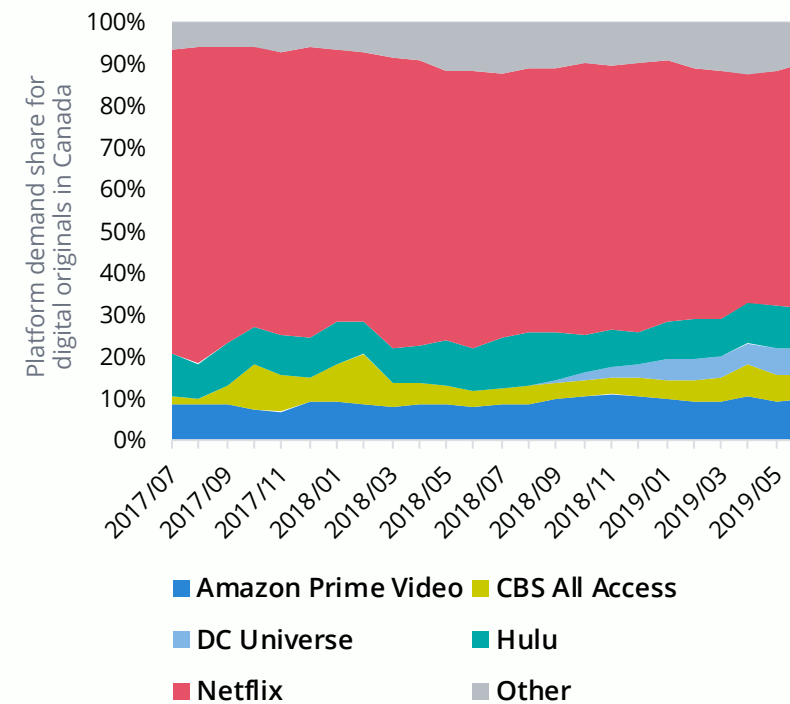
July, 2017 – June, 2019

Canada market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



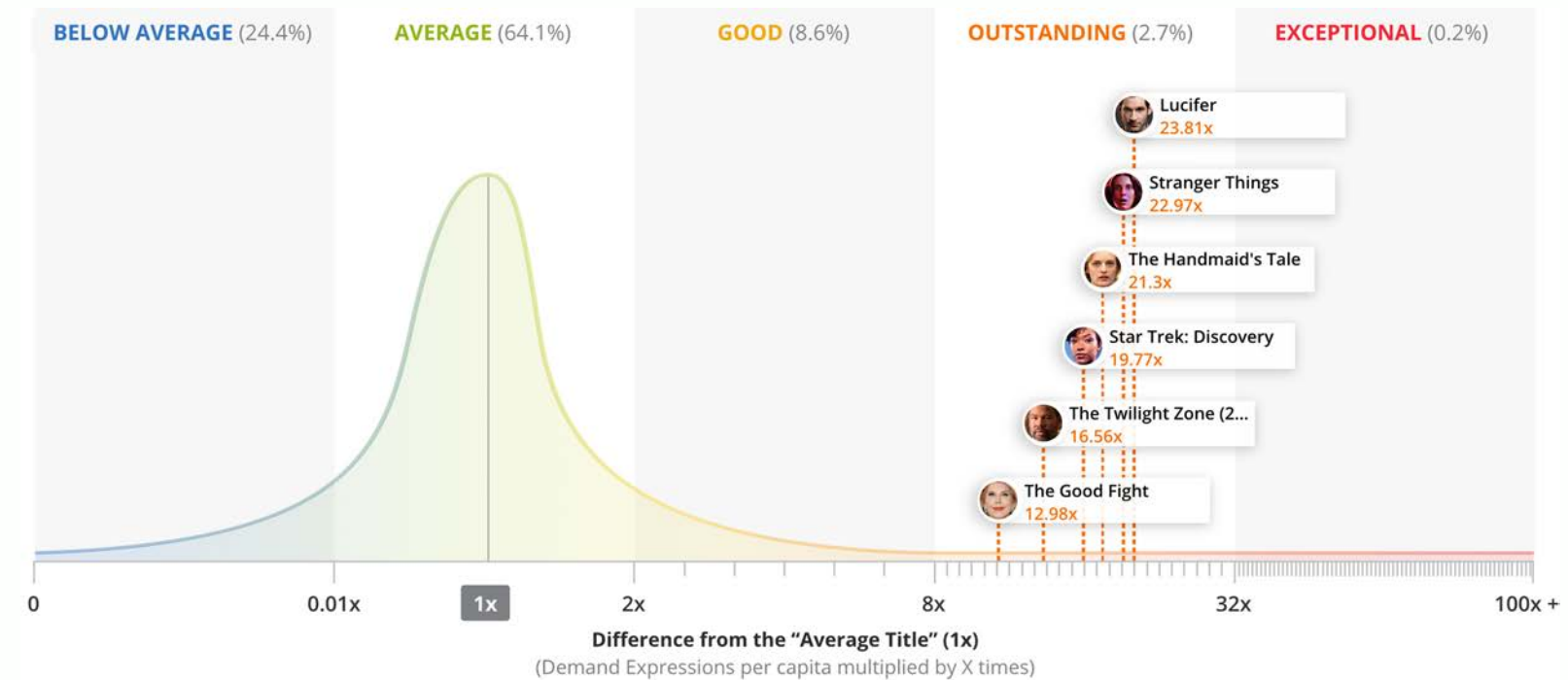
Platform demand share trend (24-months)



- Although still the platform with the largest demand share, at 56.4% Netflix drama originals have the second lowest demand share in Canada, after Brazil.
- Hulu drama digital originals have a higher than average demand share in this market (10.2%).
- Compared to other markets in this report, there have been few shifts in platform demand patterns in this market over the quarter.

Demand distribution of a selection of top digital originals in Canada

Show position in Demand Distribution (Q2 2019)



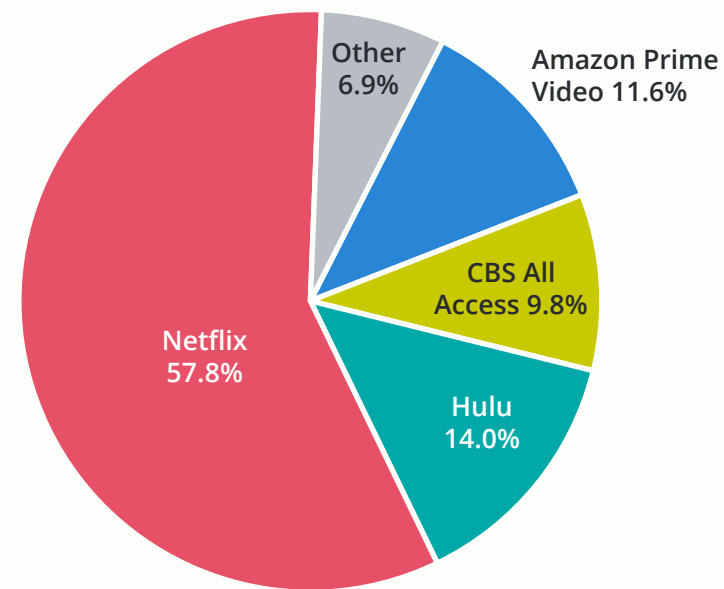
- Canada's top digital original this quarter is Netflix's **Lucifer**. The drama has 23.8 times the demand of the average title in 2019 Q2.
- The next most demanded titles are Netflix's **Stranger Things** and Hulu's **The Handmaid's Tale**.
- This market is the joint highest placement for CBS All Access' **The Twilight Zone**. Both here and in Taiwan, it is the seventh most demanded digital original series.
- Nine of the twenty most demanded original series in Canada are from Netflix. With Brazil, this is the joint lowest number from that platform in the top twenty of any market.

Canada platform demand share for drama and action/adventure digital originals

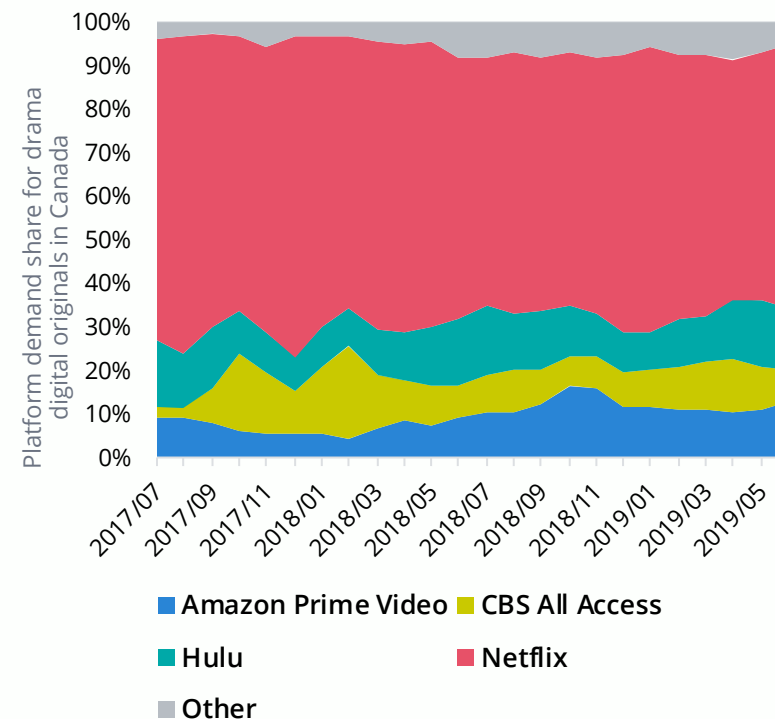
July, 2017 – June, 2019

Canada market demand share by original platform for drama digital originals

Platform drama demand share
(Q2 2019)



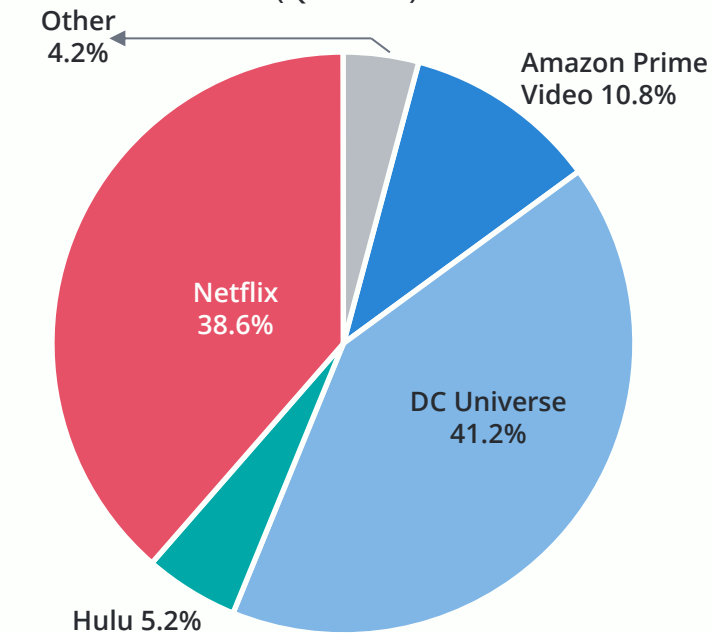
Platform demand share trend for drama
(24-months)



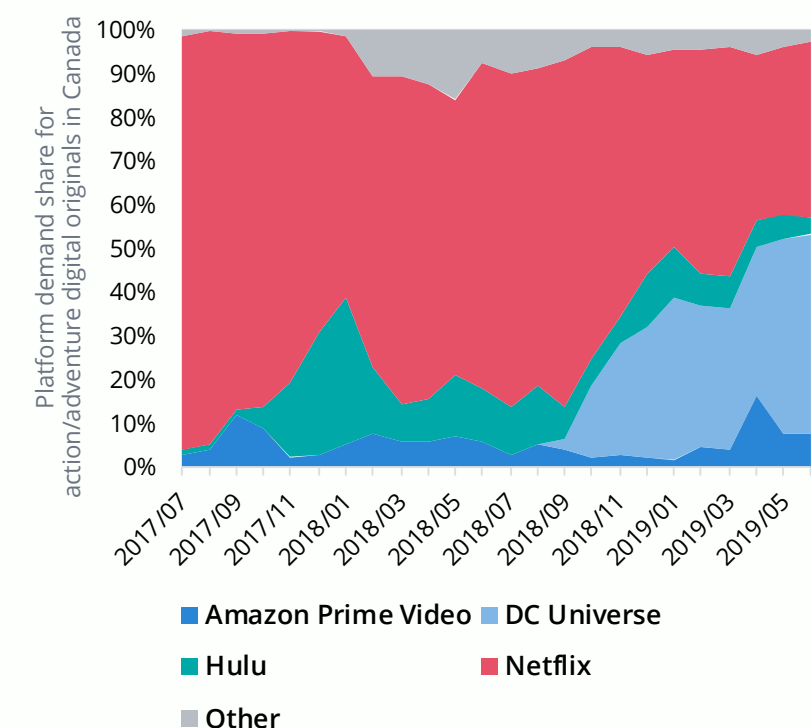
- With a demand share of 14.0%, Canada has the largest share for Hulu drama originals of all the markets in this report.
- This comes at the expense of drama originals from Netflix, which only has a 57.8% demand share in this market. This is a lower demand share than every other market.
- The chart of the share trend over time shows that over 2019 Q2, the share for Netflix drama has risen while the share for CBS All Access drama has declined.

Canada market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share
(Q2 2019)



Platform demand share trend for
action/adventure (24-months)



- With a demand share of 41.2%, DC Universe is the biggest platform for action/adventure digital originals in Canada for Q2.
- Netflix's demand share in this genre is 38.6%, which is below the average for the markets in this report. Conversely, along with DC Universe, Hulu (5.2%) and Amazon Prime Video (10.8%) also have above-average shares.
- The 24-month trend shows that Amazon Prime Video's share has increased from the share it had in late 2018.

Top digital original series in Canada

April – June, 2019

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1	<i>Lucifer</i>	Netflix	Netflix	Drama	23.8	<div></div>
2	<i>Stranger Things</i>	Netflix	Netflix	Drama	23.0	<div></div>
3	<i>The Handmaid's Tale</i>	Crave	Hulu	Drama	21.3	<div></div>
4	<i>Star Trek: Discovery</i>	Space	CBS All Access	Action and Adventure	19.8	<div></div>
5	<i>Doom Patrol</i>	Space	DC Universe	Action and Adventure	19.7	<div></div>
6	<i>Cobra Kai</i>	YouTube Premium	YouTube Premium	Comedy	17.3	<div></div>
7	<i>The Twilight Zone</i>	CBS All Access	CBS All Access	Horror	16.6	<div></div>
8	<i>Black Mirror</i>	Netflix	Netflix	Drama	16.6	<div></div>
9	<i>The Act</i>	Starz	Hulu	Drama	14.8	<div></div>
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13	<i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	12.0	<div></div>
14	<i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	11.3	<div></div>
15	<i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	10.8	<div></div>
16	<i>Trailer Park Boys</i>	Netflix	Netflix	Comedy	10.7	<div></div>
17	<i>Designated Survivor</i>	Netflix	Netflix	Drama	9.5	<div></div>
18	<i>Young Justice</i>	Netflix	DC Universe	Action and Adventure	9.4	<div></div>
19	<i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	9.2	<div></div>
20	<i>Castle Rock</i>	Crave	Hulu	Horror	8.9	<div></div>

A selection of 5 additional digital original series of interest:

22	<i>Good Omens</i>	Amazon Prime Video	Amazon Prime Video	Drama	8.5	<div></div>
34	<i>When They See Us</i>	Netflix	Netflix	Drama	7.4	<div></div>
35	<i>Bosch</i>	Amazon Prime Video	Amazon Prime Video	Drama	7.0	<div></div>
44	<i>Nailed It</i>	Netflix	Netflix	Reality	6.7	<div></div>
51	<i>Marvel's Runaways</i>	Showcase	Hulu	Action and Adventure	6.3	<div></div>

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Brazil

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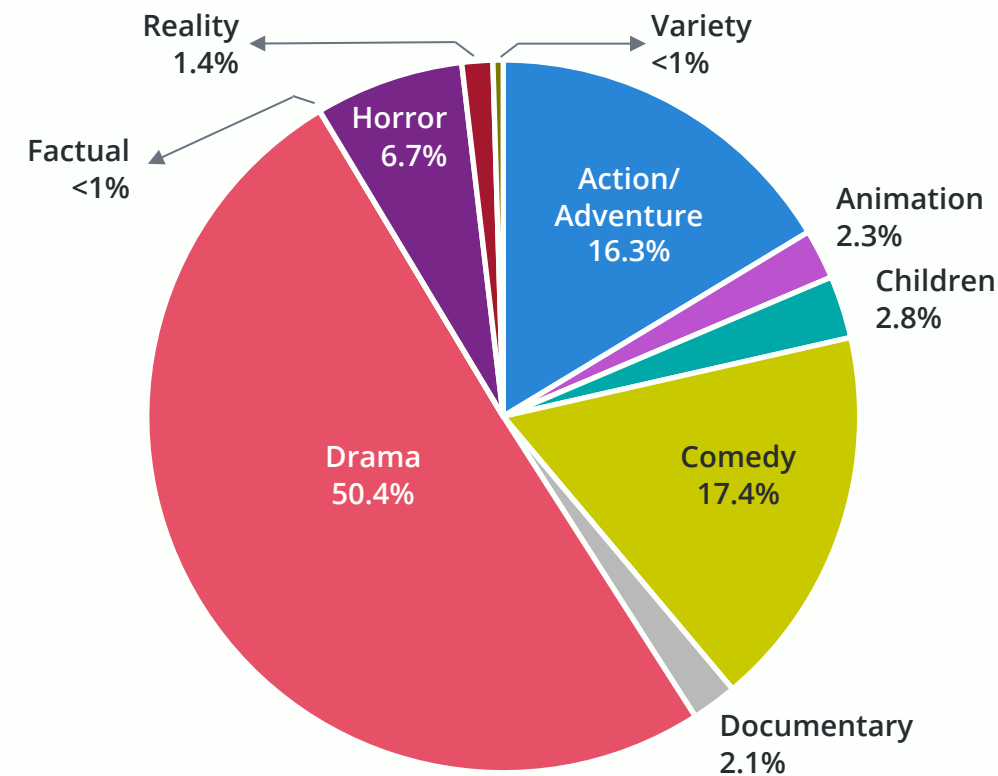
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Brazil digital original genre and subgenre preferences

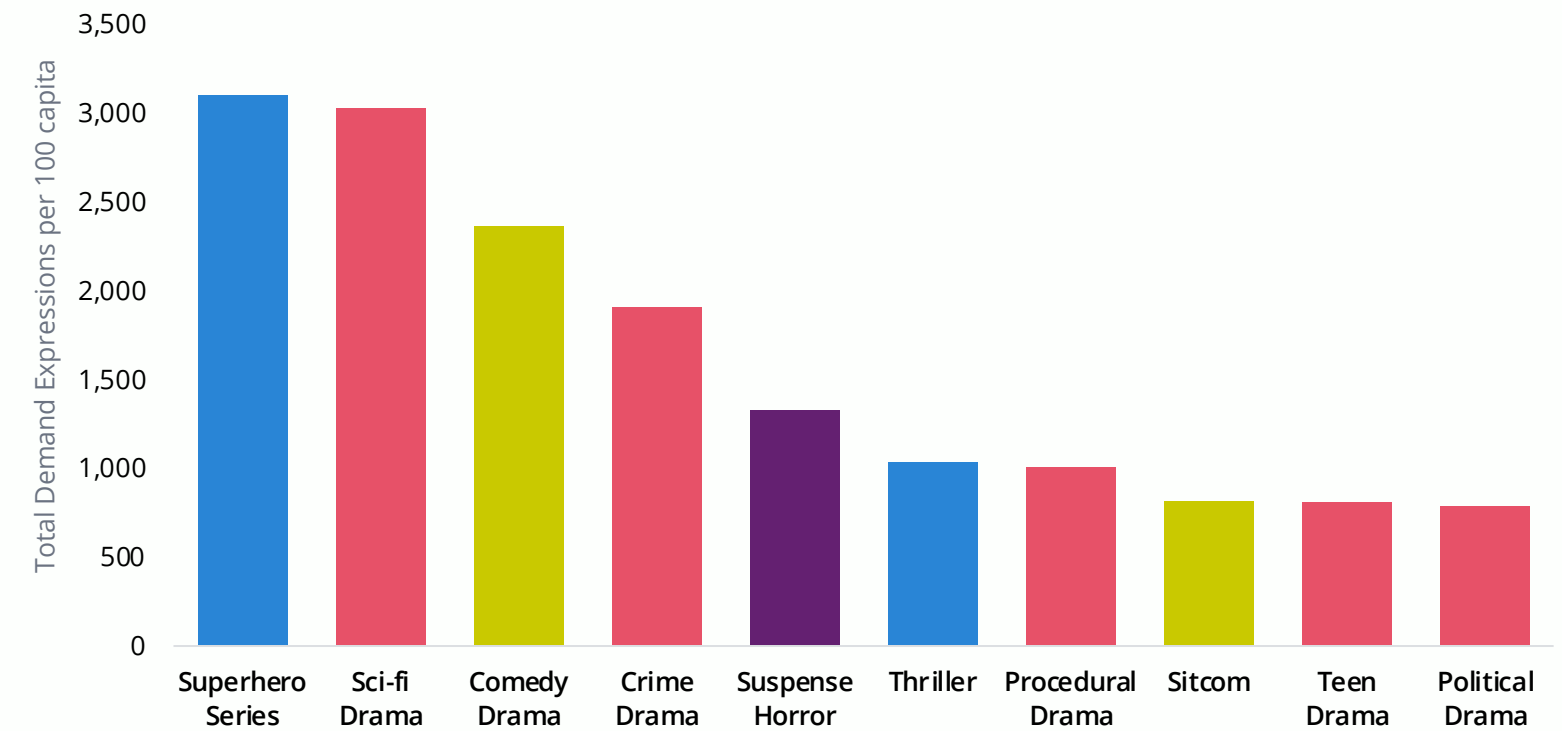
April – June, 2019

Brazil digital original series genre demand share (Q2 2019)



- Brazilian audiences are the most enthusiastic about digital original horror series. 6.7% of digital original demand is for shows in this genre, higher than any other market in this report.
- Along with Saudi Arabia, Brazil has the joint lowest demand for variety originals (0.5%).
- Compared to the other markets, in 2019 Q2 Brazil has a below-average demand share for documentaries (2.1%) and an above-average demand share for comedies (17.4%).

The 10 most in-demand subgenres for digital originals in Brazil (Q2 2019)



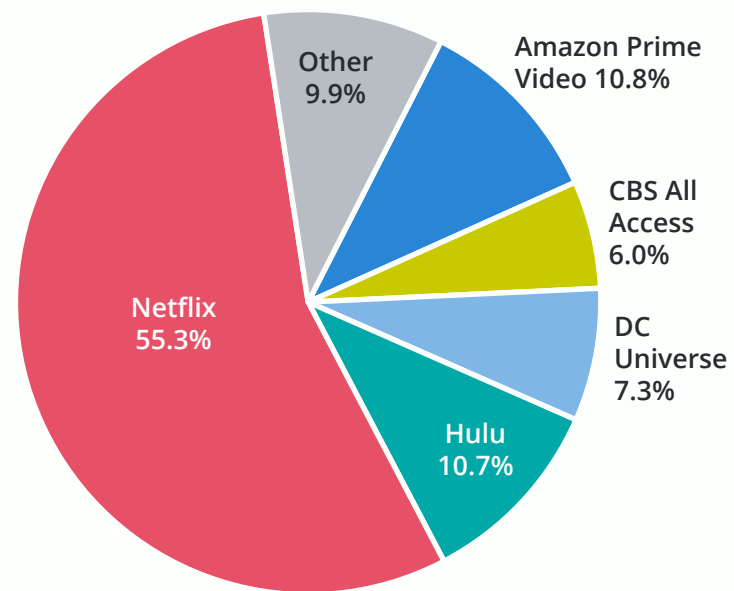
- Brazil is one of three markets in this report where the superhero series subgenre is the largest subgenre. Superhero series was only 2.4% larger in Brazil than sci-fi drama, the closest result between the two largest subgenres in any market.
- Although Brazil has the highest demand share for horror, suspense horror placing as the fifth largest subgenre is actually the case in four other markets as well.
- The largest comedy subgenre in Brazil is comedy drama, which is the third largest overall.

Brazil platform demand share and digital originals demand distribution

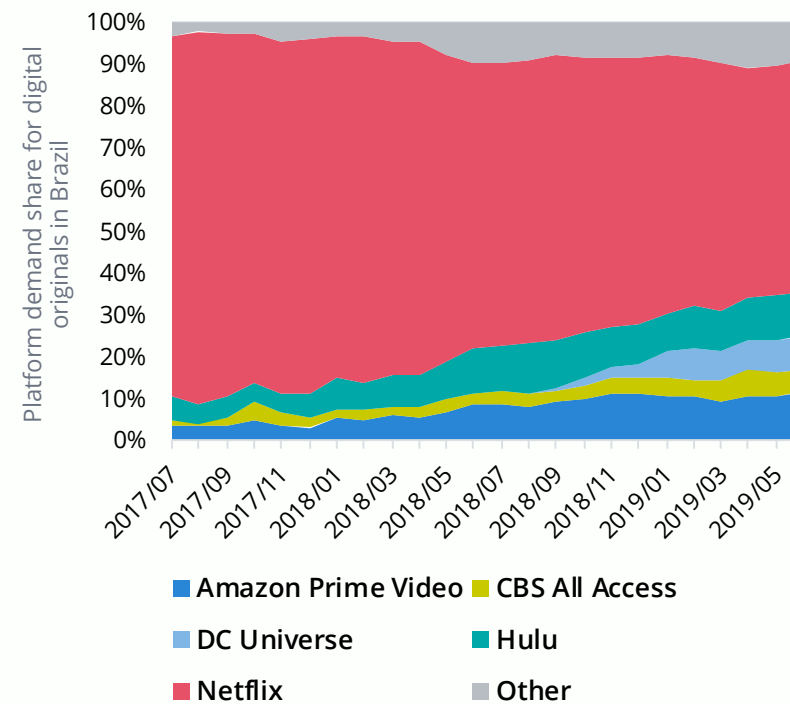
July, 2017 – June, 2019

Brazil market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



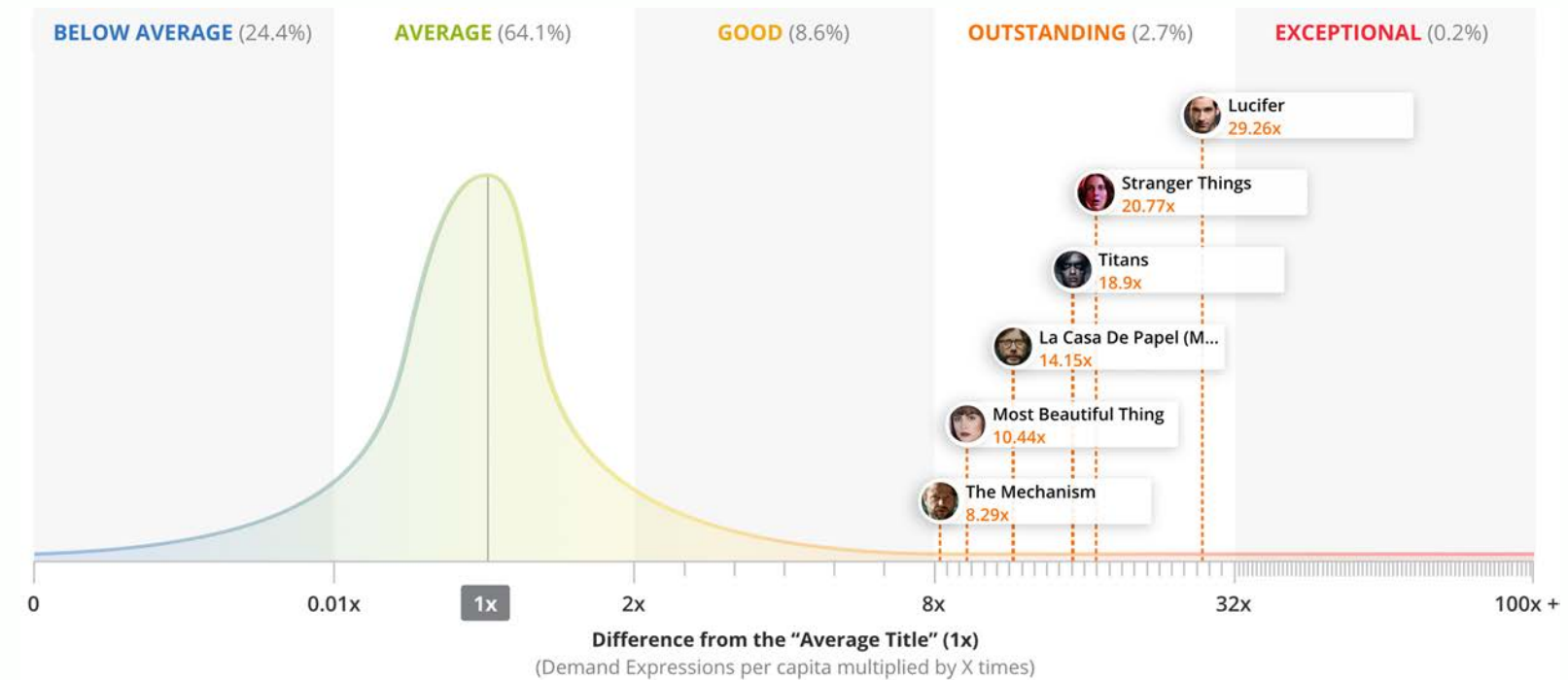
Platform demand share trend (24-months)



- Digital original series from Netflix still command the largest demand share of all platforms in Brazil. However, with a demand share of just 55.3% this is the lowest share for Netflix of all 10 markets analyzed.
- With above-average demand shares of 7.3% and 10.7% respectively, Brazil is a receptive market for originals from DC Universe and Hulu.
- The 24-month platform demand share trend shows how the Netflix demand share in Brazil has declined very steadily.

Demand distribution of a selection of top digital originals in Brazil

Show position in Demand Distribution (Q2 2019)



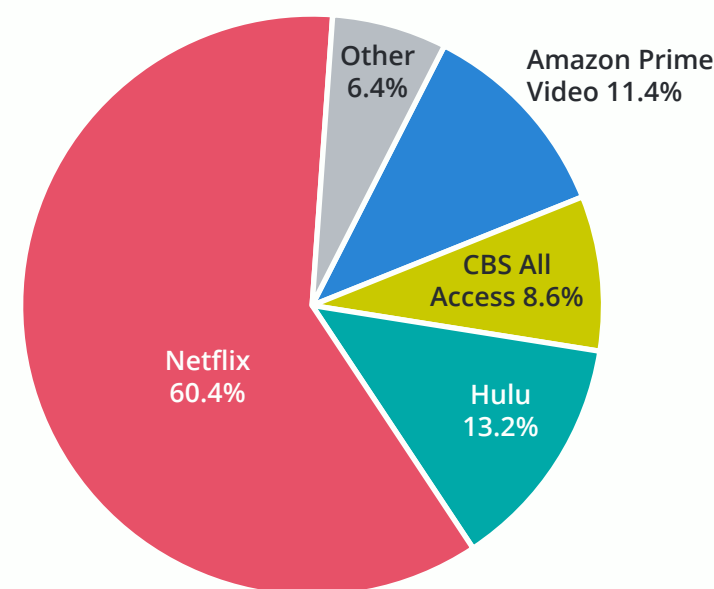
- In Brazil, Netflix's **Lucifer** is the most demanded original series of 2019 Q2. With 29.3 times the demand of the average title, this is the second largest difference from the average after the USA.
- Brazilian Netflix drama **Coisa Mais Linda (Most Beautiful Thing)** is the 17th most demanded original in Brazil this quarter. Netflix released the show a week before Q2 started.
- This is the best market in the report for Spanish Netflix original **La Casa De Papel (Money Heist)**, which is Brazil's eighth most demanded original.
- Nine of the twenty most demanded original series in Brazil are from Netflix. With Canada, this is the joint lowest number from that platform in the top twenty of any market.

Brazil platform demand share for drama and action/adventure digital originals

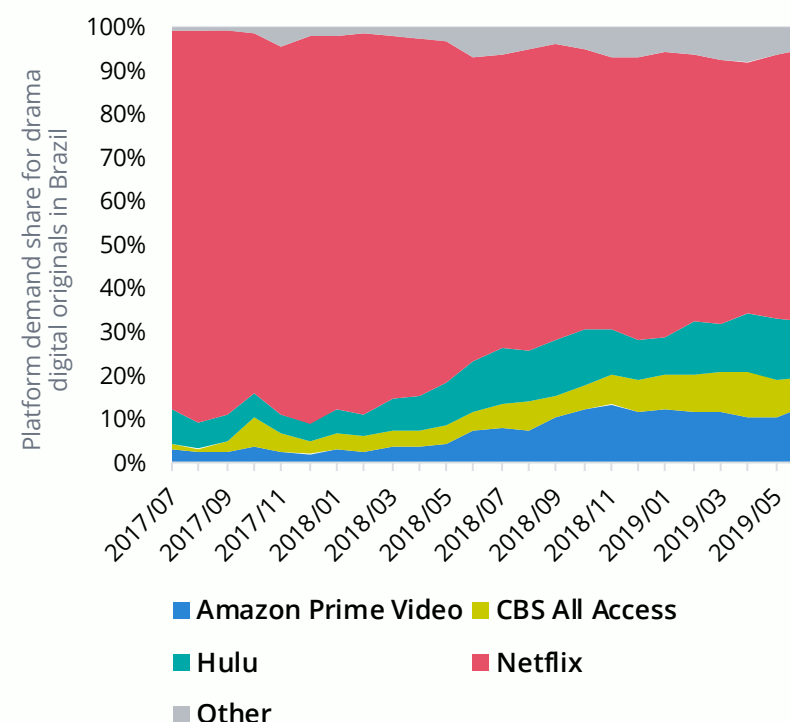
July, 2017 – June, 2019

Brazil market demand share by original platform for drama digital originals

Platform drama demand share
(Q2 2019)



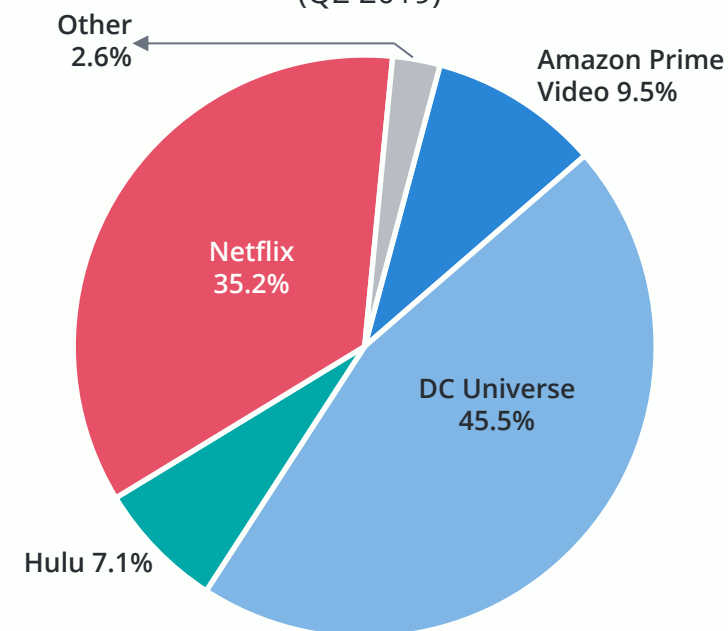
Platform demand share trend for drama
(24-months)



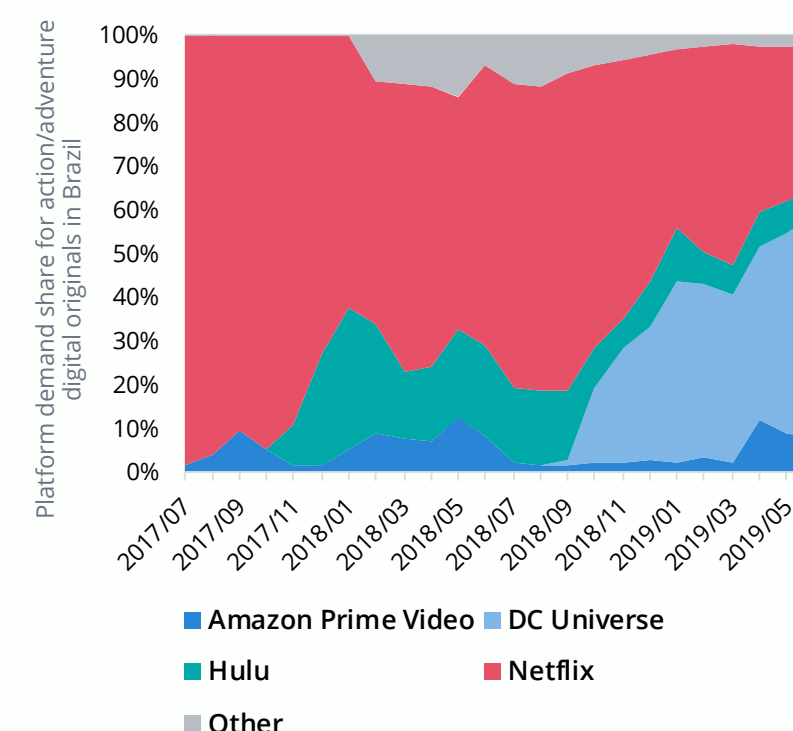
- Netflix titles account for 60.4% of all demand expressed for digital original drama titles in Brazil in 2019 Q2.
- Hulu has the second largest share in this market with 13.2%. Compared to other markets in this report, Hulu's drama share is above average in Brazil.
- The 24-month view shows how in this genre, Netflix has reversed the demand share shrinkage to slightly grow over 2019 Q2.

Brazil market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share
(Q2 2019)



Platform demand share trend for
action/adventure (24-months)



- The Brazilian action/adventure genre is a great place to be a DC Universe original. With 45.5% demand share, DC Universe has over 10% more share than Netflix's 35.2% in this market and genre.
- Unsurprisingly, when compared to the other markets in this report, the DC Universe share in Brazil is the 2nd largest share after Taiwan, while Netflix's share is the lowest in this report.
- Hulu's Brazil share of 7.1% is also the highest share seen for that platform's action/adventure originals of any market in this report.
- The 24-month trend for action/adventure originals in Brazil is especially striking, as it does not yet show any slowdown in the growth of DC Universe's demand share.

Top digital original series in Brazil

April – June, 2019

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1	<i>Lucifer</i>	Netflix	Netflix	Drama	29.3	<div></div>
2	<i>Stranger Things</i>	Netflix	Netflix	Drama	20.8	<div></div>
3	<i>The Handmaid's Tale</i>	Paramount Channel	Hulu	Drama	20.0	<div></div>
4	<i>Titans</i>	Netflix	DC Universe	Action and Adventure	18.9	<div></div>
5	<i>Cobra Kai</i>	YouTube Premium	YouTube Premium	Comedy	17.0	<div></div>
6	<i>Black Mirror</i>	Netflix	Netflix	Drama	16.5	<div></div>
7	<i>Doom Patrol</i>	Netflix	DC Universe	Action and Adventure	16.0	<div></div>
8	<i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	14.1	<div></div>
9	<i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	13.4	<div></div>
10	<i>Young Justice</i>	Netflix	DC Universe	Action and Adventure	13.2	<div></div>
11	<i>The Act</i>	Starzplay	Hulu	Drama	12.8	<div></div>
12	<i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	12.6	<div></div>
13	<i>The Twilight Zone</i>	--	CBS All Access	Horror	12.0	<div></div>
14	<i>Star Trek: Discovery</i>	Netflix	CBS All Access	Action and Adventure	11.5	<div></div>
15	<i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	11.3	<div></div>
16	<i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	10.6	<div></div>
17	<i>Coisa Mais Linda (Most Beautiful Thing)</i>	Netflix	Netflix	Comedy	10.4	<div></div>
18	<i>Community</i>	Amazon Prime Video	Yahoo!	Comedy	10.4	<div></div>
19	<i>The OA</i>	Netflix	Netflix	Drama	9.7	<div></div>
20	<i>Hanna</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	9.7	<div></div>

A selection of 5 additional digital original series of interest:

22	<i>The Man In The High Castle</i>	Amazon Prime Video	Amazon Prime Video	Drama	9.6	<div></div>
34	<i>O Mecanismo (The Mechanism)</i>	Netflix	Netflix	Drama	8.3	<div></div>
35	<i>Narcos</i>	Netflix	Netflix	Drama	7.7	<div></div>
44	<i>The Marvelous Mrs. Maisel</i>	Amazon Prime Video	Amazon Prime Video	Comedy	6.7	<div></div>
51	<i>Into The Dark</i>	Space	Hulu	Horror	5.6	<div></div>

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Germany

Learn which genres and subgenres of digital originals are most demanded by German audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

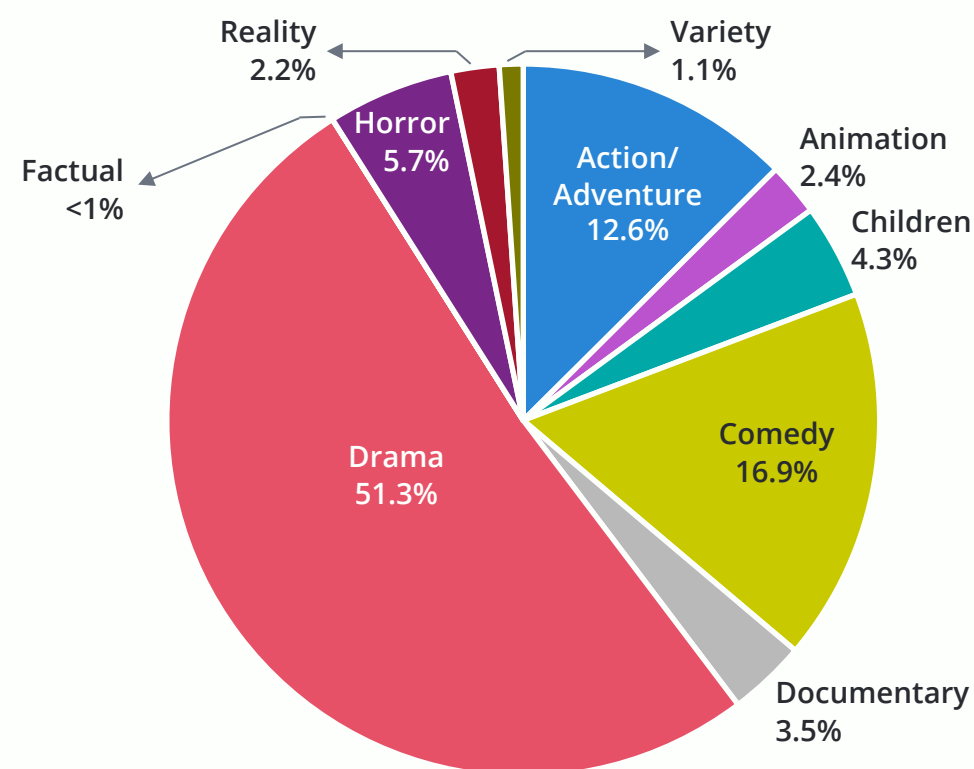
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



Germany digital original genre and subgenre preferences

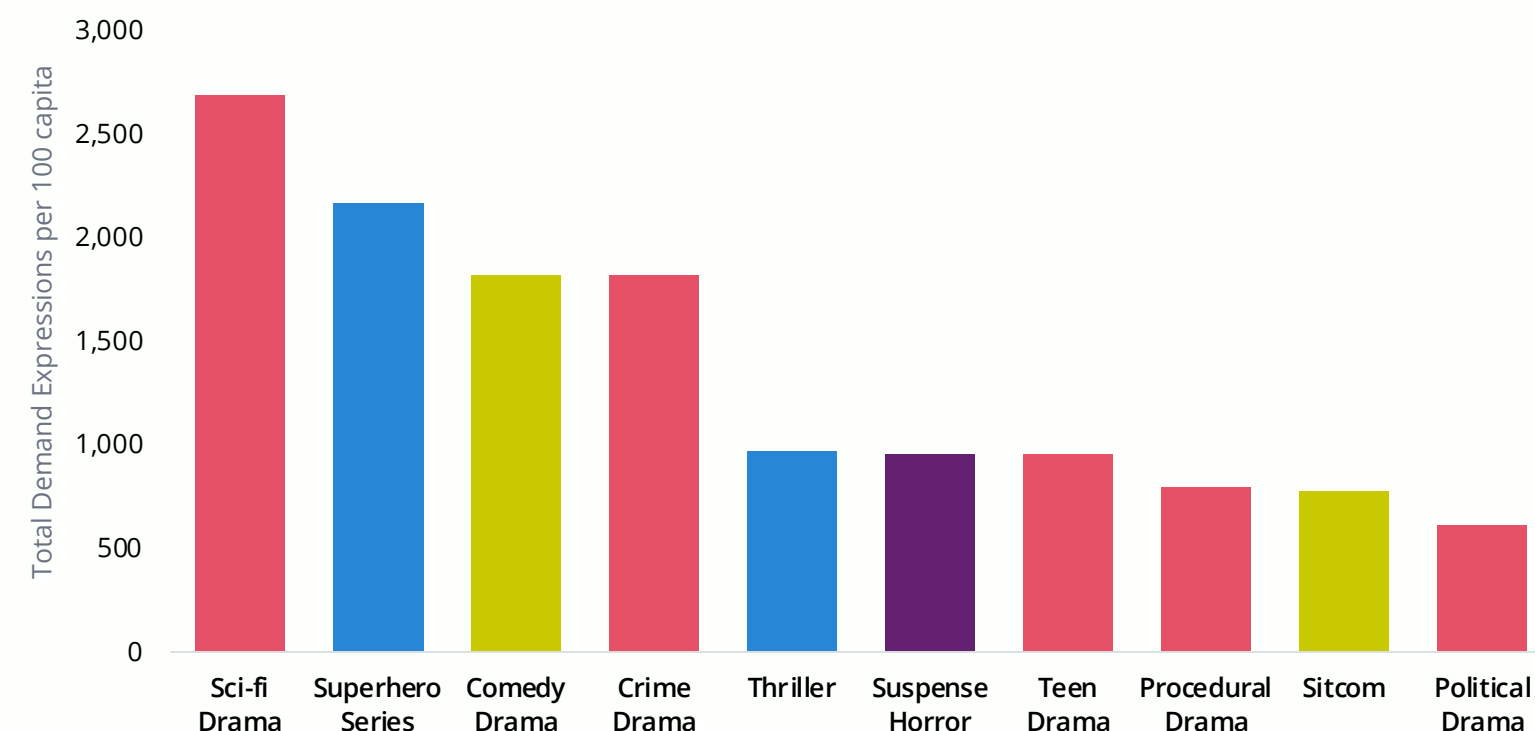
April – June, 2019

Germany digital original series genre demand share (Q2 2019)



- In Germany, the genre with the majority demand share of digital original series is drama. 51.3% of demand expressed for an original was for a series in this genre.
- German audiences are least likely to engage with digital original series in the action/adventure genre. Only 12.6% of demand is for this genre, the lowest in this report.
- Compared to the genre demand shares in the other markets in this report, the German 2019 Q2 demand shares for children (4.3%), comedy (16.9%) and documentary (3.5%) digital originals are all above average.

The 10 most in-demand subgenres for digital originals in Germany (Q2 2019)



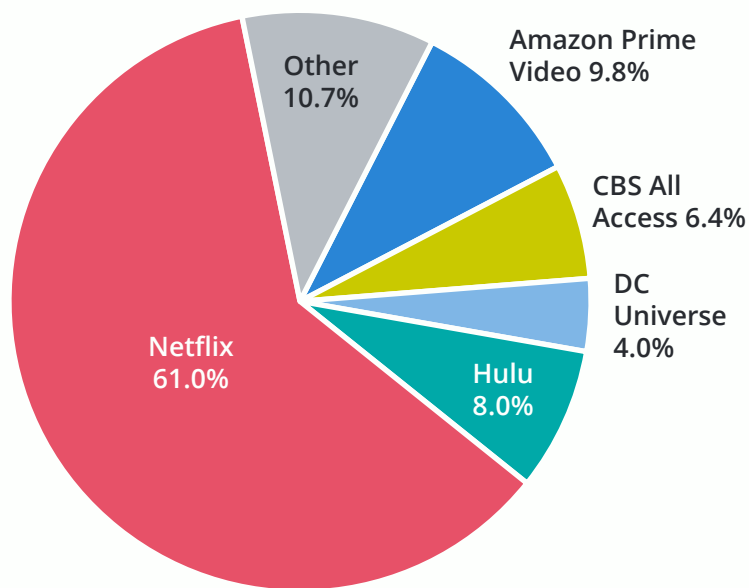
- As it is in half of the markets in this report, in Germany the largest subgenres in 2019 Q2 are sci-fi drama followed by superhero series.
- The fifth most demanded subgenre is the thriller action/adventure subgenre. This is the joint highest placement of thrillers in this report alongside Saudi Arabia.
- The teen drama subgenre is the seventh largest in this market. This is also a joint highest placement, this time with the USA.

Germany platform demand share and digital originals demand distribution

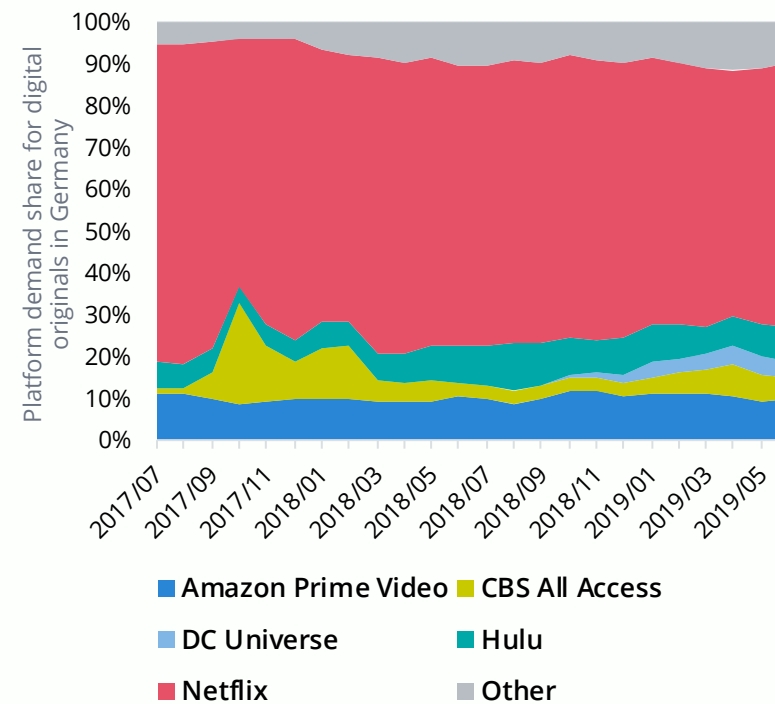
July, 2017 – June, 2019

Germany market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



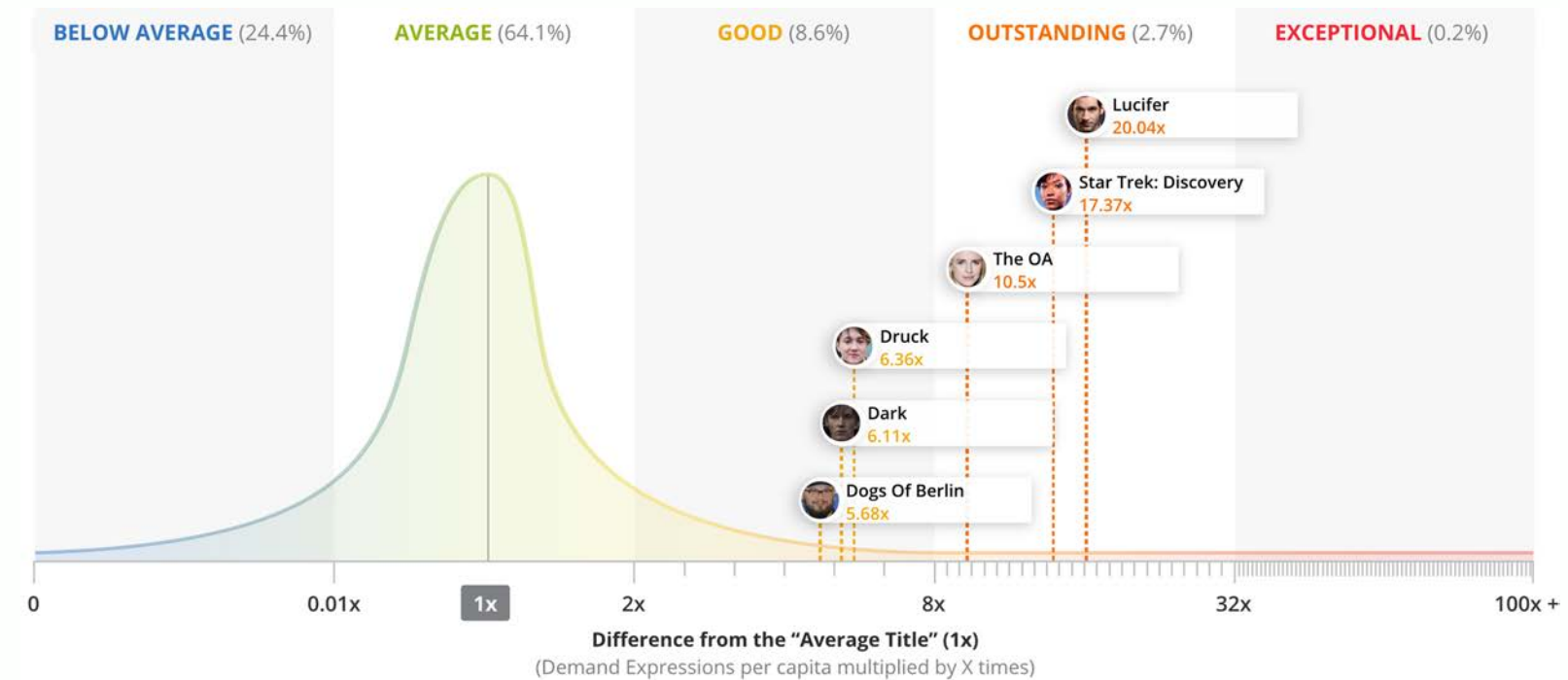
Platform demand share trend (24-months)



- Germany's 2019 Q2 demand shares for digital original series by platform are generally in line with the average when compared to the other markets in this report. Netflix is the largest platform in the market with a 61.0% demand share.
- The exception is the DC Universe demand share, which at 4.0% is below average for markets in this report.
- The 24-month platform demand trend shows for the past 15 months that the share for each service has overall been stable in Germany.

Demand distribution of a selection of top digital originals in Germany

Show position in Demand Distribution (Q2 2019)



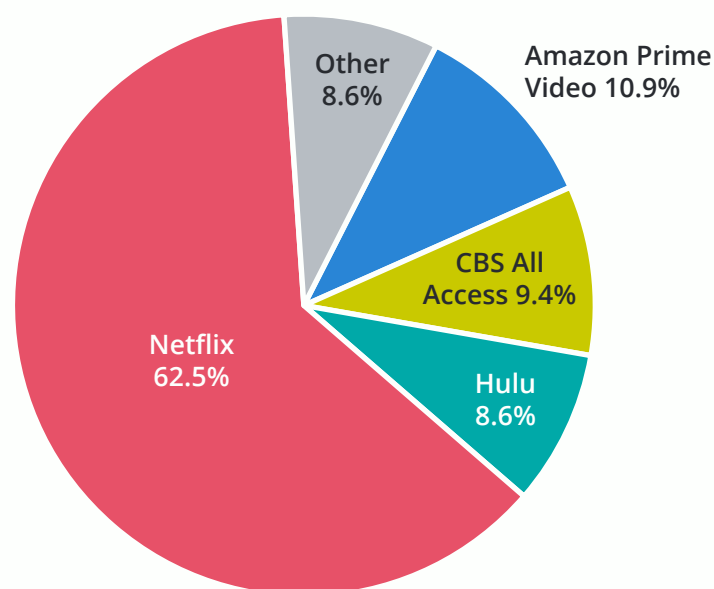
- As in the majority of markets in this report, the most demanded original in Germany is Netflix's **Lucifer**.
- Naturally, German originals rank higher here than in other markets. These include Funk's **Druck**, (a local adaptation of Norwegian hit **Skam**) and Netflix's **Dark** and **Dogs Of Berlin**.
- Germany still has high demand for CBS All Access' **Star Trek: Discovery** which is the second most demanded title this quarter. It shares this enthusiasm with neighbor Switzerland.
- This is the best of the markets analysed for Netflix's sci-fi series **The OA**, which is the eight most demanded title this quarter.

Germany platform demand share for drama and action/adventure digital originals

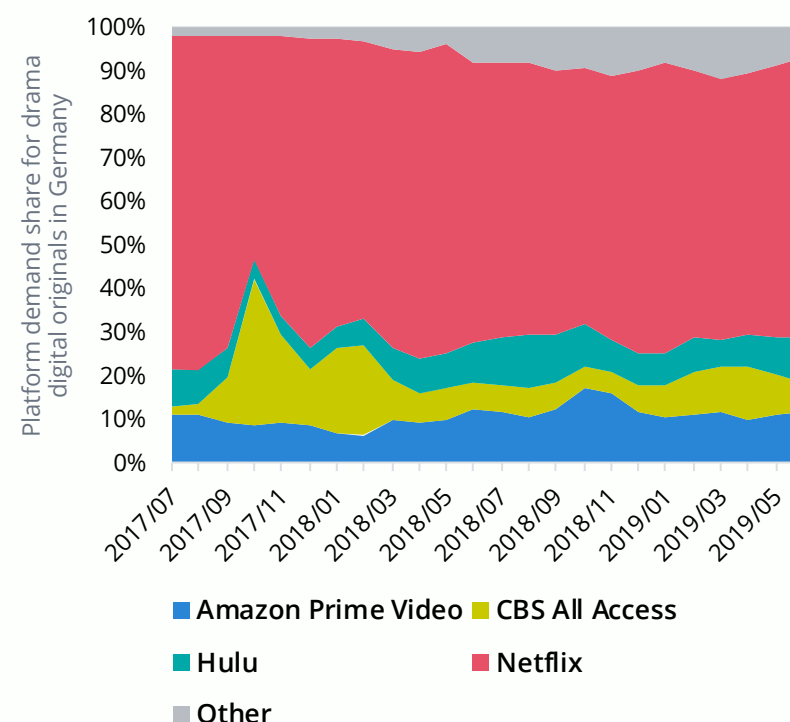
July, 2017 – June, 2019

Germany market demand share by original platform for drama digital originals

Platform drama demand share
(Q2 2019)



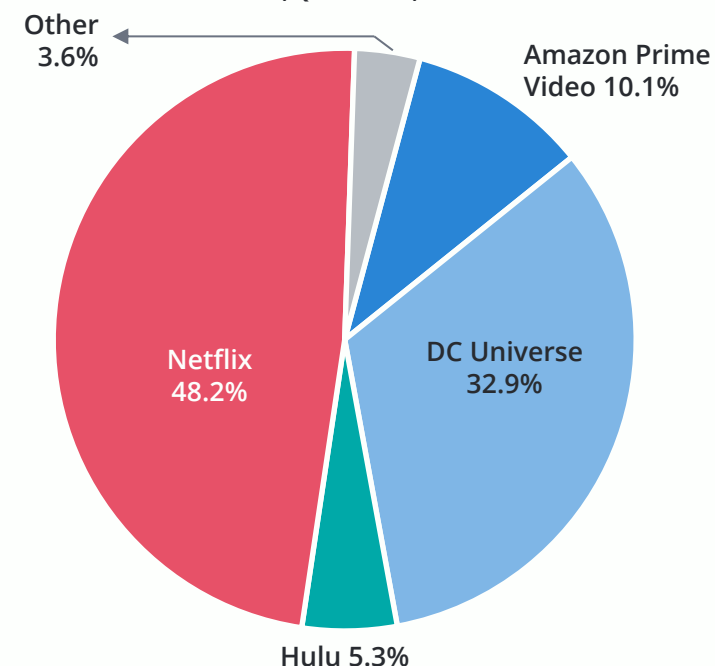
Platform demand share trend for drama
(24-months)



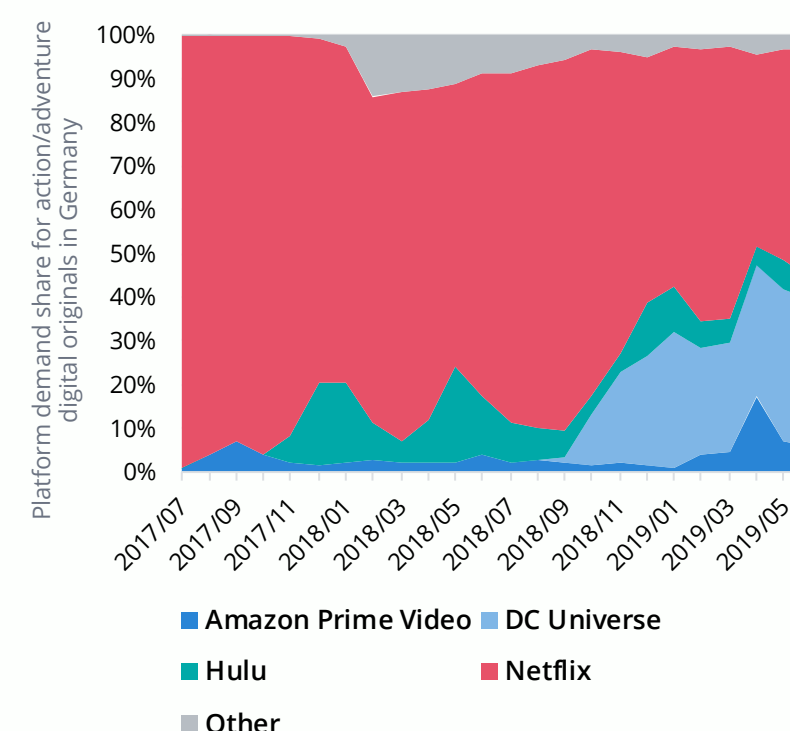
- When Germany's demand shares for digital originals in the drama genre are considered the platform shares are generally in line with the report averages. This is the same trend discovered in the all genre demand shares chart on the previous page.
- The exception in the drama genre is Hulu, which with a 2019 Q2 demand share of 8.6% is slightly below average compared to the other markets in this report.
- In the long-term trend chart, we can observe that Netflix's share is growing over 2019 Q2, while the share for CBS All Access is declining over the same time.

Germany market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share
(Q2 2019)



Platform demand share trend for
action/adventure (24-months)



- In the action/adventure genre, Netflix Originals attract less than half of the demand share. However, with 48.2% Netflix is still the largest platform in Germany this quarter.
- Originals from DC Universe have the second largest demand share, accounting for 32.9% of the demand for action/adventure digital originals this quarter.
- The 24-month chart reveals that current German trends in this genre are in Netflix's favor. Over 2019 Q2, Netflix has delivered a strong increase in demand share, increasing 4% from 59% in April to 63% in June.

Top digital original series in Germany

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Lucifer</i>	Netflix	Netflix	Drama	20.0	<div></div>
2 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Action and Adventure	17.4	<div></div>
3 <i>Stranger Things</i>	Netflix	Netflix	Drama	16.2	<div></div>
4 <i>Cobra Kai</i>	YouTube Premium	YouTube Premium	Comedy	13.0	<div></div>
5 <i>Black Mirror</i>	Netflix	Netflix	Drama	13.0	<div></div>
6 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	11.5	<div></div>
7 <i>Doom Patrol</i>	Amazon Prime Video	DC Universe	Action and Adventure	10.5	<div></div>
8 <i>The OA</i>	Netflix	Netflix	Drama	10.5	<div></div>
9 <i>The Handmaid's Tale</i>	MagentaTV	Hulu	Drama	10.4	<div></div>
10 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	9.9	<div></div>
11 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	9.9	<div></div>
12 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	9.7	<div></div>
13 <i>Love Death And Robots</i>	Netflix	Netflix	Drama	9.2	<div></div>
14 <i>Narcos</i>	Netflix	Netflix	Drama	9.1	<div></div>
15 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	9.0	<div></div>
16 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	8.8	<div></div>
17 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	8.5	<div></div>
18 <i>Designated Survivor</i>	Netflix	Netflix	Drama	8.4	<div></div>
19 <i>House Of Cards</i>	Netflix	Netflix	Drama	7.9	<div></div>
20 <i>Titans</i>	Netflix	DC Universe	Action and Adventure	7.8	<div></div>

A selection of 5 additional digital original series of interest:

21 <i>Druck</i>	Funk	Funk	Drama	6.4	<div></div>
23 <i>Hanna</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	6.3	<div></div>
24 <i>Marvel's Jessica Jones</i>	Netflix	Netflix	Action and Adventure	6.3	<div></div>
28 <i>Dark</i>	Netflix	Netflix	Drama	6.1	<div></div>
35 <i>Dogs Of Berlin</i>	Netflix	Netflix	Drama	5.7	<div></div>

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Switzerland

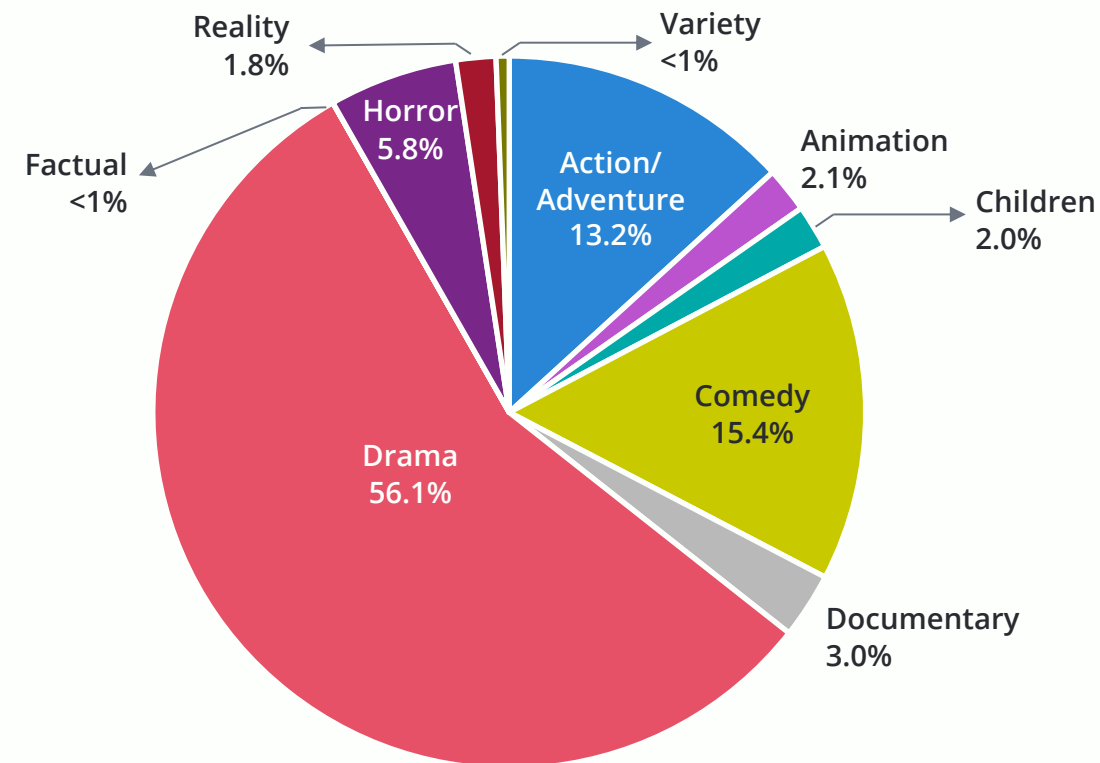
Learn which genres and subgenres of digital originals are most demanded by Swiss audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

Switzerland digital original genre and subgenre preferences

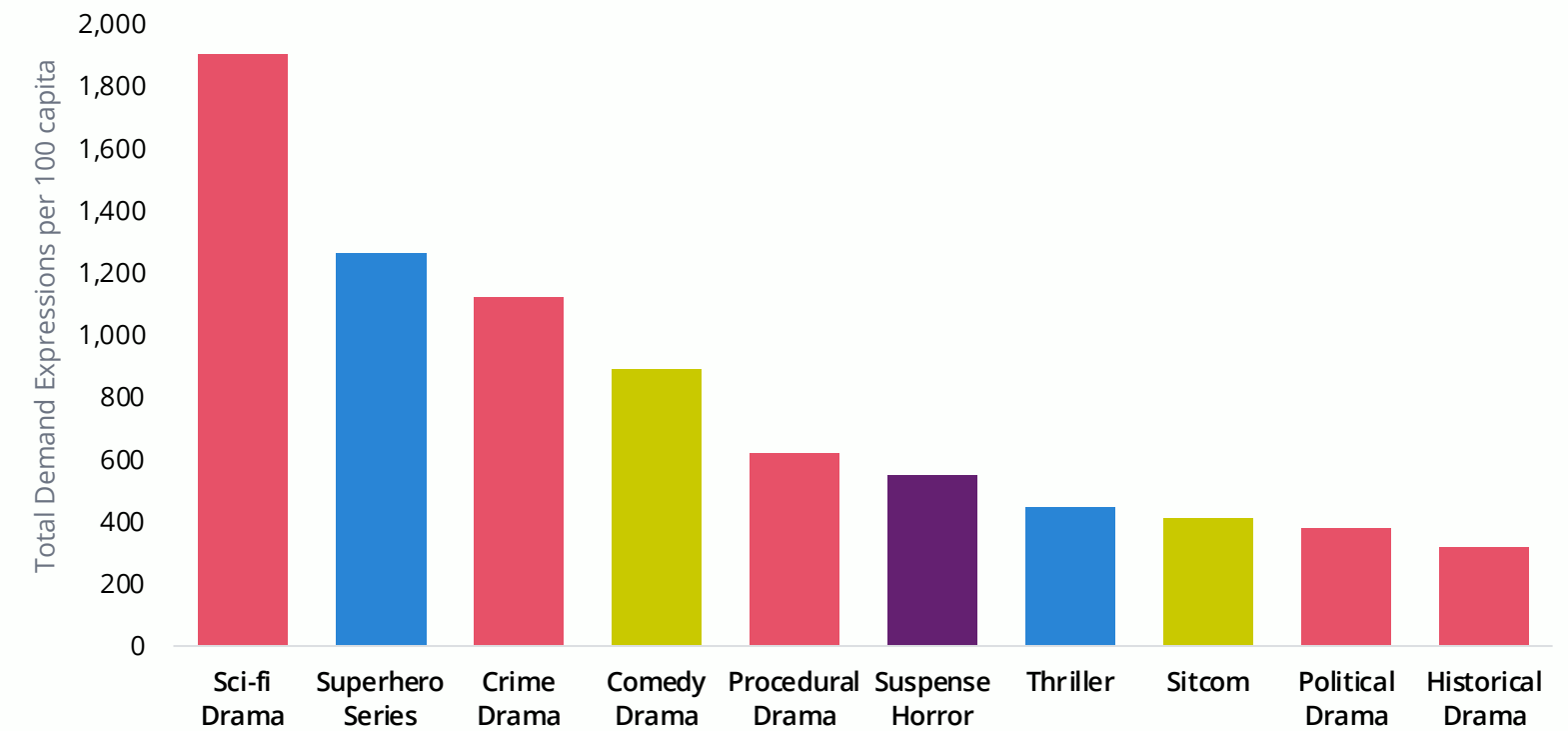
April – June, 2019

Switzerland digital original series genre demand share (Q2 2019)



- In Swiss demand for originals, drama is the largest genre in the market with 56.1% demand share. This is an above-average drama share compared to other markets in this report.
- Swiss audiences express less demand for originals in the action/adventure genre. With 13.2% share, this is the second smallest share for the genre after Germany.
- Compared to other markets in this report, Switzerland has below-average demand shares for digital originals in both the children (2.0%) and variety (0.6%) genres.

The 10 most in-demand subgenres for digital originals in Switzerland (Q2 2019)



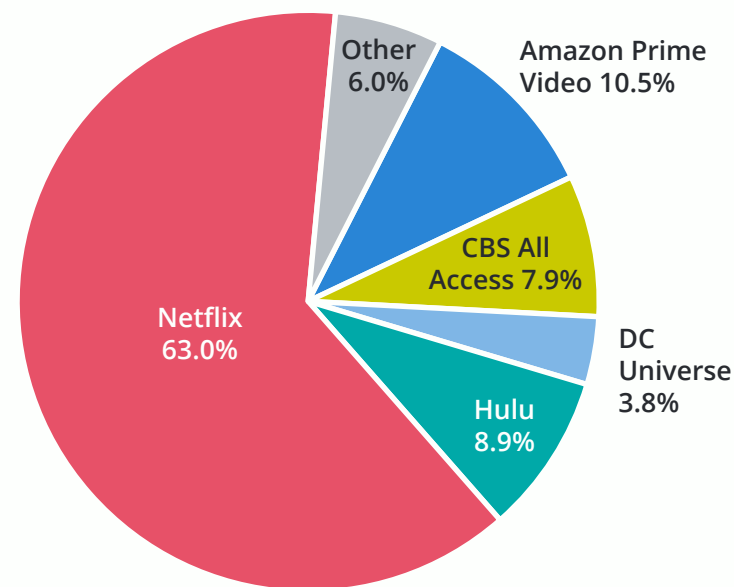
- In Switzerland, sci-fi drama has 51% more demand in 2019 Q2 than superhero titles. This is the largest lead over the second biggest subgenre seen in all the markets in this report.
- Swiss subgenre tastes differ from Germany; Swiss audiences prefer crime dramas above comedy dramas.
- Procedural dramas are the fifth largest subgenre in Switzerland, which is the joint-highest placement with the UAE.

Switzerland platform demand share and digital originals demand distribution

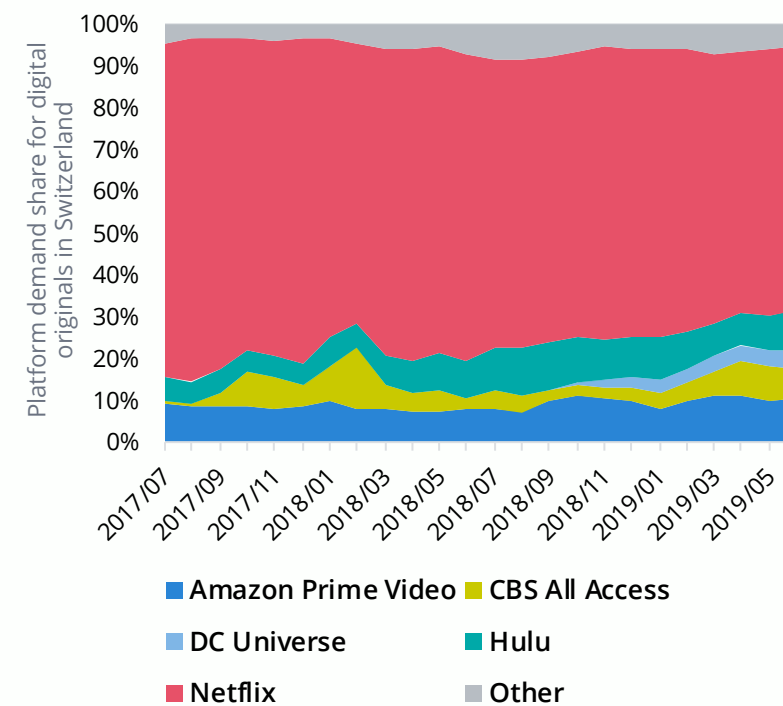
July, 2017 – June, 2019

Switzerland market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



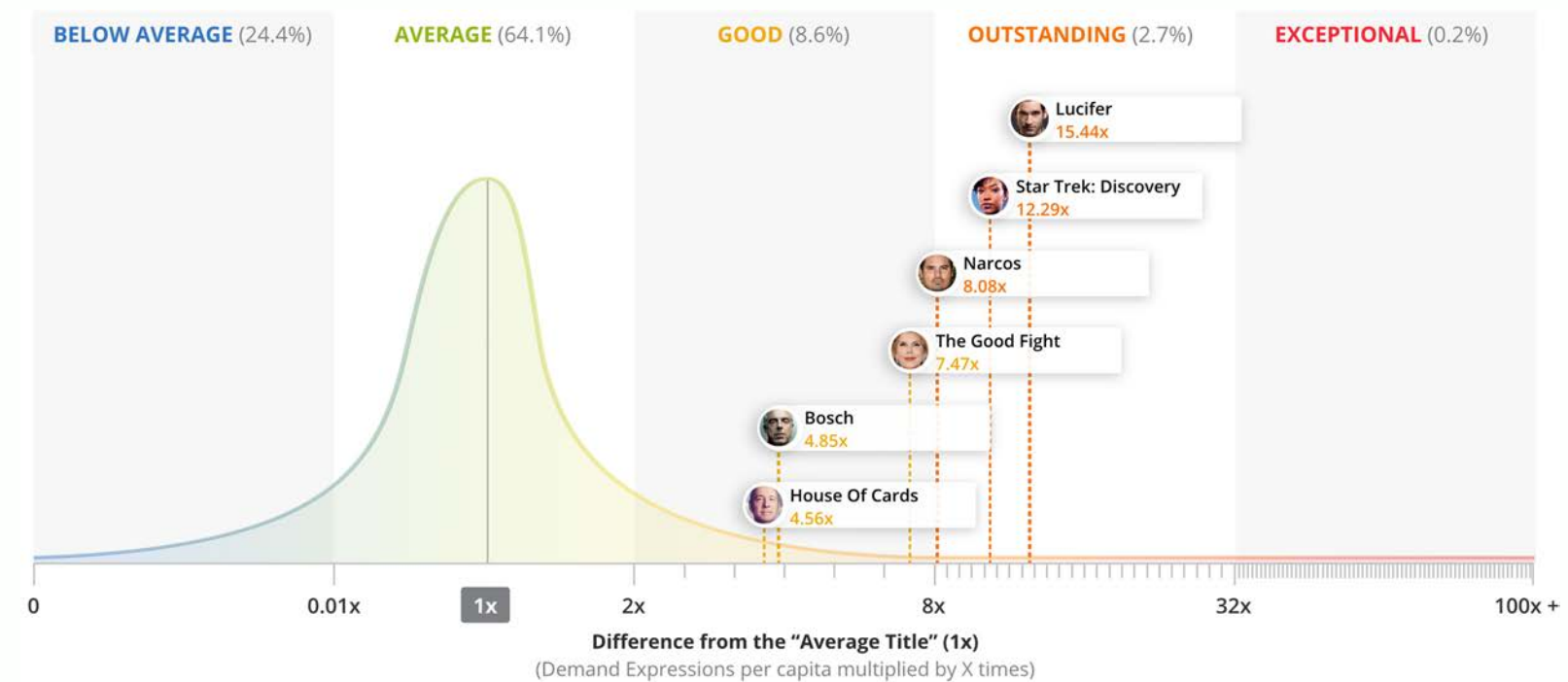
Platform demand share trend (24-months)



- Of all the markets analysed in this report, Switzerland has the lowest demand share for DC Universe digital original series at 3.8%.
- Swiss audiences express high demand for CBS All Access originals, which have an above-average 7.9% demand share.
- The chart of platform demand share trends over 24-months shows that changes in share have been small and consistent for multiple months.

Demand distribution of a selection of top digital originals in Switzerland

Show position in Demand Distribution (Q2 2019)



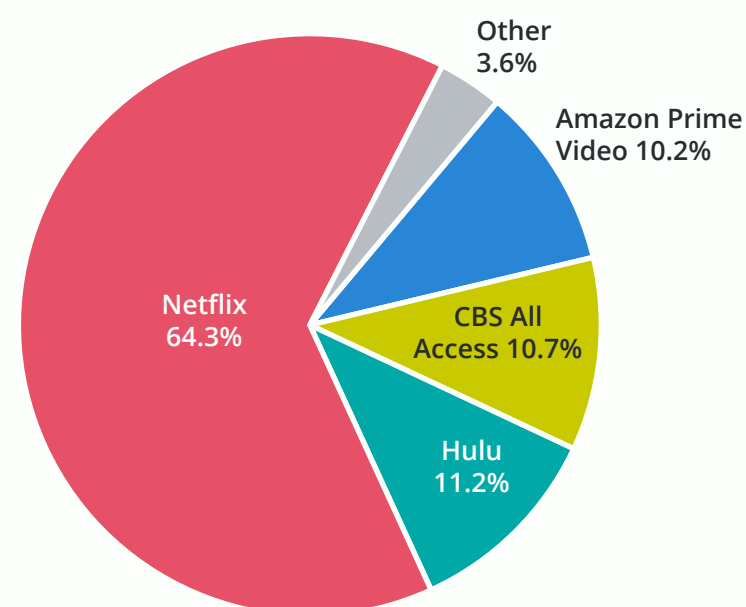
- Out of all digital originals, the Swiss expressed the most demand for the Netflix original series **Lucifer**. The drama had 15.4 times the demand of the average title.
- Like Germany, Switzerland has high demand for the CBS All Access titles **Star Trek: Discovery** and **The Good Fight**.
- This market has the highest ranking for the Amazon Prime Video drama **Bosch**, which is the 16th most demanded series.

Switzerland platform demand share for drama and action/adventure digital originals

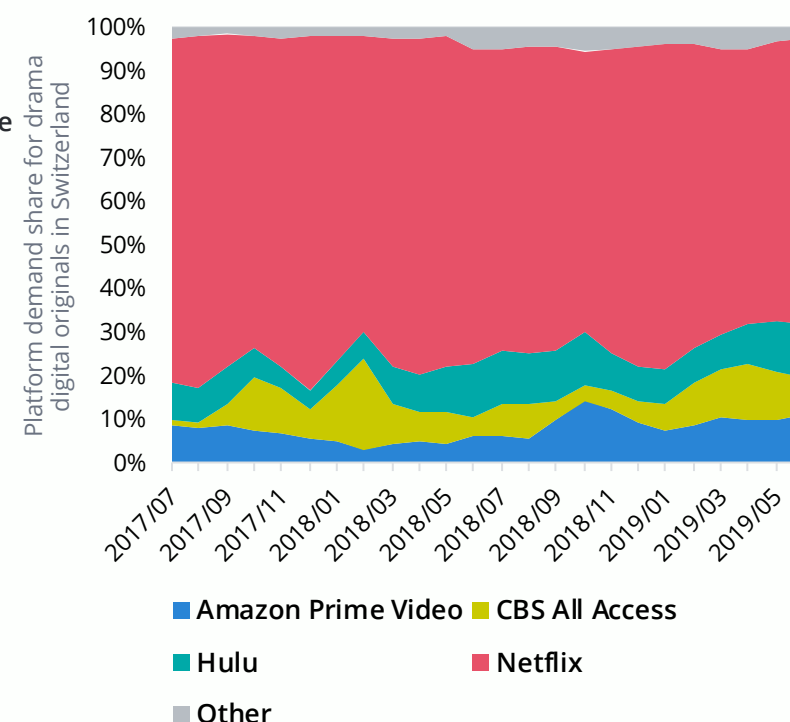
July, 2017 – June, 2019

Switzerland market demand share by original platform for drama digital originals

Platform drama demand share
(Q2 2019)



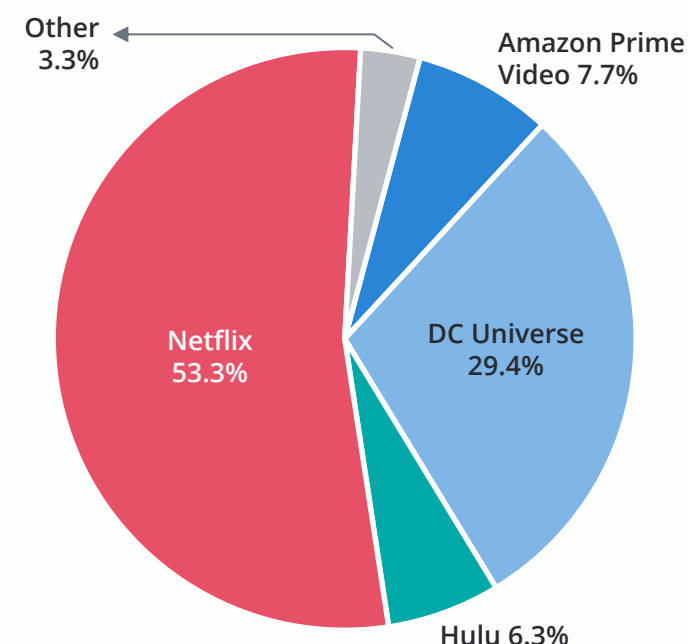
Platform demand share trend for drama
(24-months)



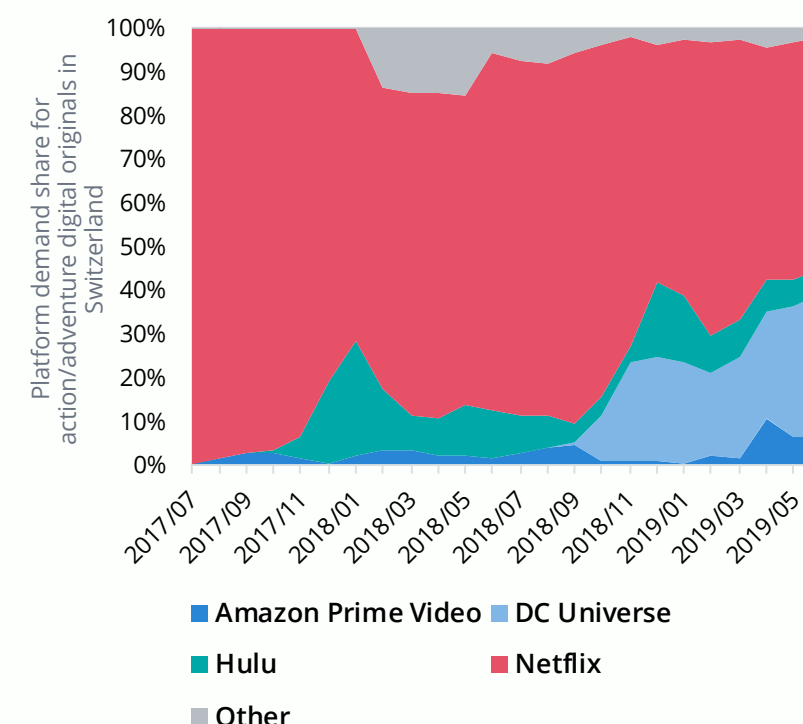
- Netflix has the largest demand share of drama originals in this market with 64.3%, compared to all other markets in this report.
- At 10.7%, the demand share for CBS All Access drama originals in the quarter is slightly above average.
- The 24-month trend shows that the demand share for CBS All Access drama originals was higher at the start of the quarter, but has since declined.

Switzerland market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share
(Q2 2019)



Platform demand share trend for
action/adventure (24-months)



- In the action/adventure genre, Hulu Originals have an above average demand share (6.3%) in Switzerland.
- With 53.3%, Netflix Original series have the highest demand share in the market this quarter.
- DC Universe Originals have captured 29.4% of the Swiss action/adventure demand. This is below average compared to other markets in this report.
- However, the long-term trend chart shows that the demand share of DC Universe has increased by 8% over 2019 Q2, rising from 30% in April to 38% in June.

Top digital original series in Switzerland

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Lucifer</i>	Netflix	Netflix	Drama	15.4	
2 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Action and Adventure	12.3	
3 <i>The Handmaid's Tale</i>	Teleclub	Hulu	Drama	12.1	
4 <i>Stranger Things</i>	Netflix	Netflix	Drama	11.7	
5 <i>Black Mirror</i>	Netflix	Netflix	Drama	11.3	
6 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	10.1	
7 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	8.3	
8 <i>Narcos</i>	Netflix	Netflix	Drama	8.1	
9 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	7.8	
10 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	7.5	
11 <i>The Twilight Zone</i>	--	CBS All Access	Horror	6.5	
12 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	5.6	
13 <i>Designated Survivor</i>	Netflix	Netflix	Drama	5.2	
14 <i>Marvel's Jessica Jones</i>	Netflix	Netflix	Action and Adventure	5.1	
15 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	5.1	
16 <i>Bosch</i>	Amazon Prime Video	Amazon Prime Video	Drama	4.9	
17 <i>Cobra Kai</i>	YouTube Premium	YouTube Premium	Comedy	4.8	
18 <i>House Of Cards</i>	Netflix	Netflix	Drama	4.6	
19 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	4.5	
20 <i>The OA</i>	Netflix	Netflix	Drama	4.4	

A selection of 5 additional digital original series of interest:

23 <i>Marvel's The Punisher</i>	Netflix	Netflix	Action and Adventure	3.9	
24 <i>The Last Kingdom</i>	Netflix	Netflix	Drama	3.7	
25 <i>Our Planet</i>	Netflix	Netflix	Documentary	3.0	
27 <i>The Act</i>	Amazon Prime Video	Hulu	Drama	2.7	
32 <i>Altered Carbon</i>	Netflix	Netflix	Drama	2.3	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Saudi Arabia

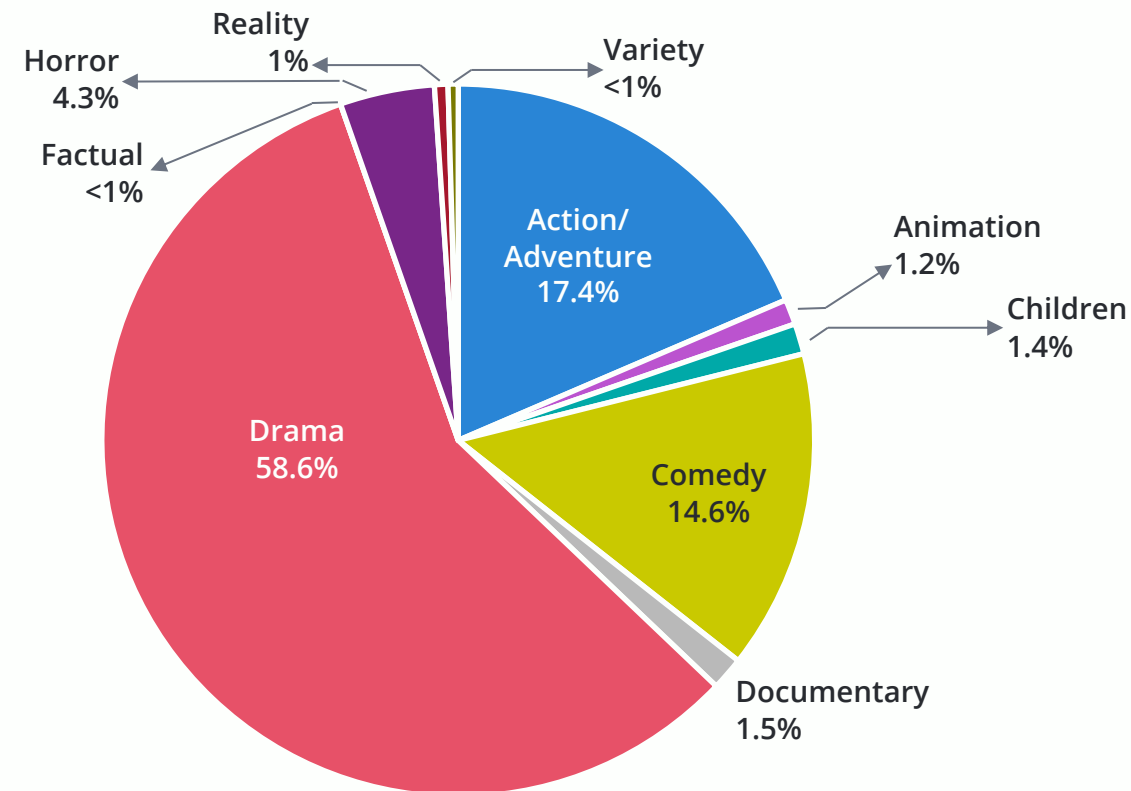
Learn which genres and subgenres of digital originals are most demanded by Saudi Arabian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

Saudi Arabia digital original genre and subgenre preferences

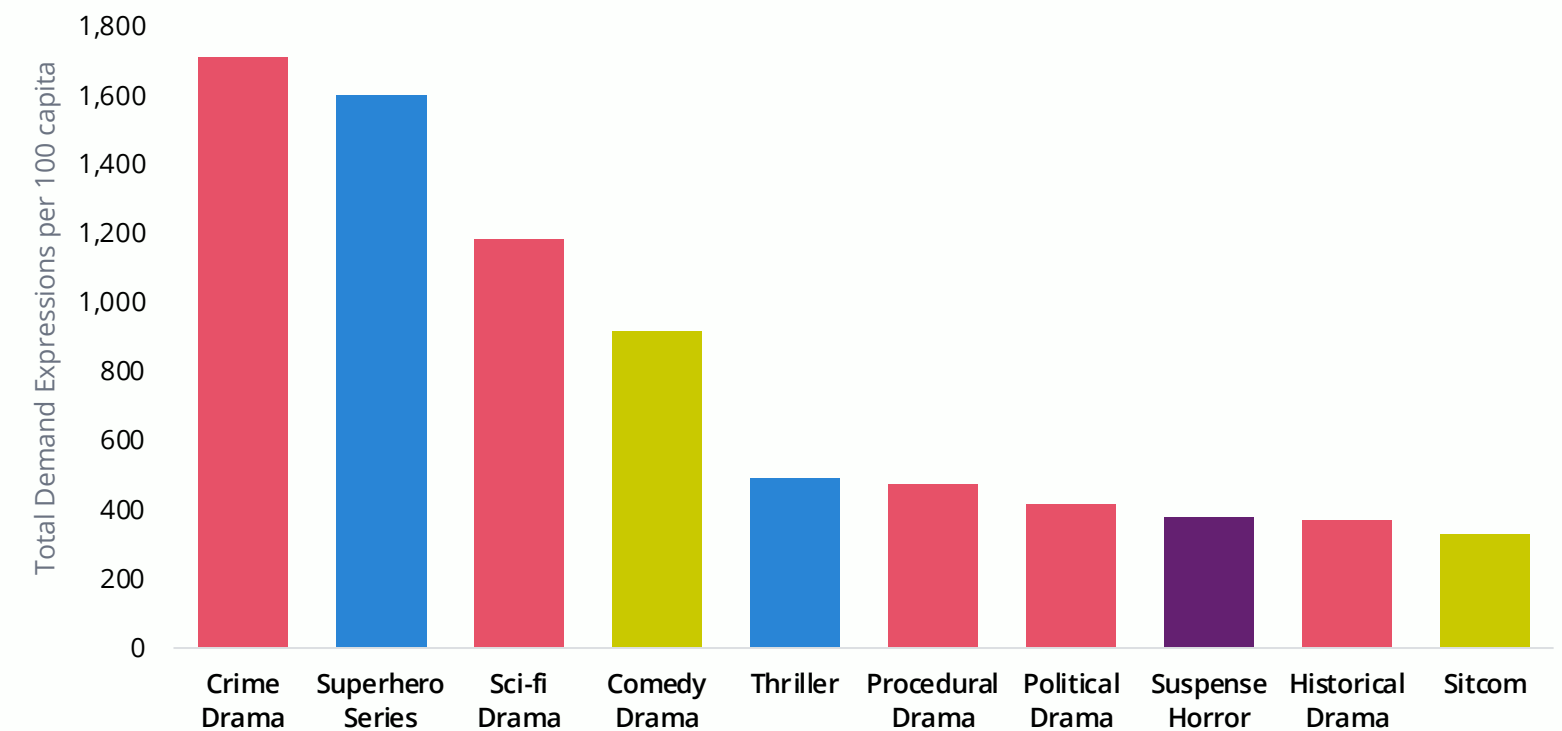
April – June, 2019

Saudi Arabia digital original series genre demand share (Q2 2019)



- Saudi Arabia is the least diverse market for digital original genres in this report. All but two genres have below-average demand shares compared to the rest of the markets examined.
- Out of all markets in this report, Saudi Arabia has the largest Q2 demand share for drama digital original series at 58.6%. At 17.4%, demand for action/adventure originals is also above average.
- However, Saudi Arabia has the lowest demand shares for multiple other genres. The demand shares for originals in the animation (1.2%), children (1.4%), documentary (1.5%), horror (4.3%), reality (0.6%) and variety (0.5%) genres are all the lowest or joint lowest shares of all markets in this report.

The 10 most in-demand subgenres for digital originals in Saudi Arabia (Q2 2019)



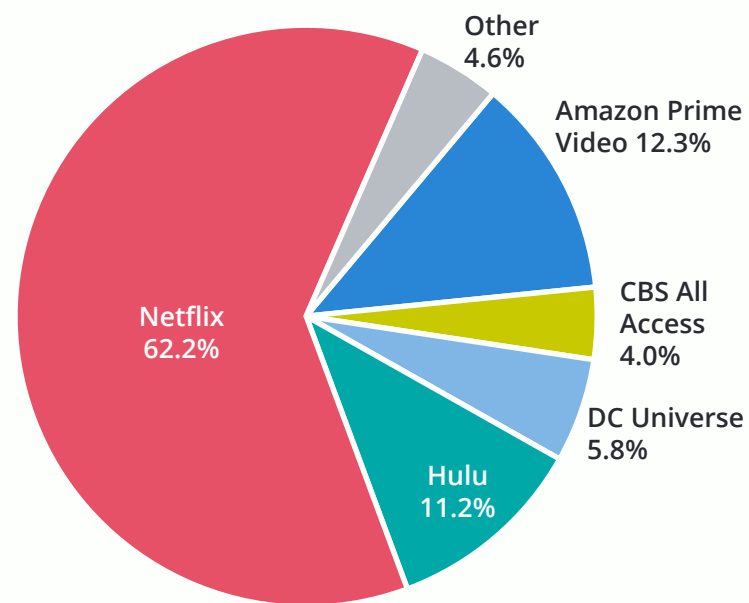
- Saudi Arabia and the UAE are the only markets in this report where the most demanded subgenre is crime drama. The superhero series & sci-fi drama genres are second and third largest here.
- Although the horror genre has a comparatively small share in Saudi Arabia, the suspense horror subgenre is still the eighth largest for 2019 Q2.
- Although Saudi Arabia has the highest demand share for drama originals out of all the markets in this report, it still has five drama subgenres in the ten most demanded. This is the same as all markets except the US, which has fewer.

Saudi Arabia platform demand share and digital originals demand distribution

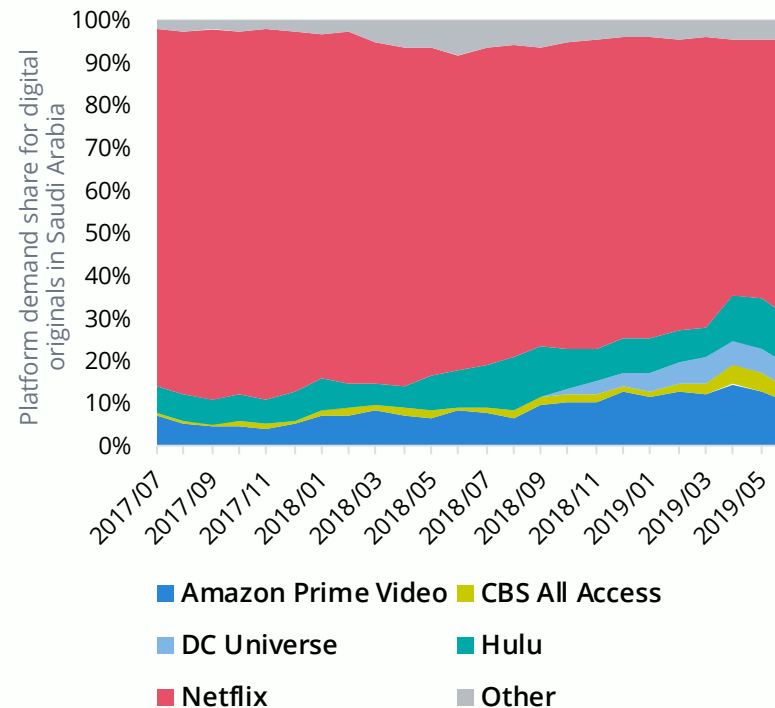
July, 2017 – June, 2019

Saudi Arabia market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



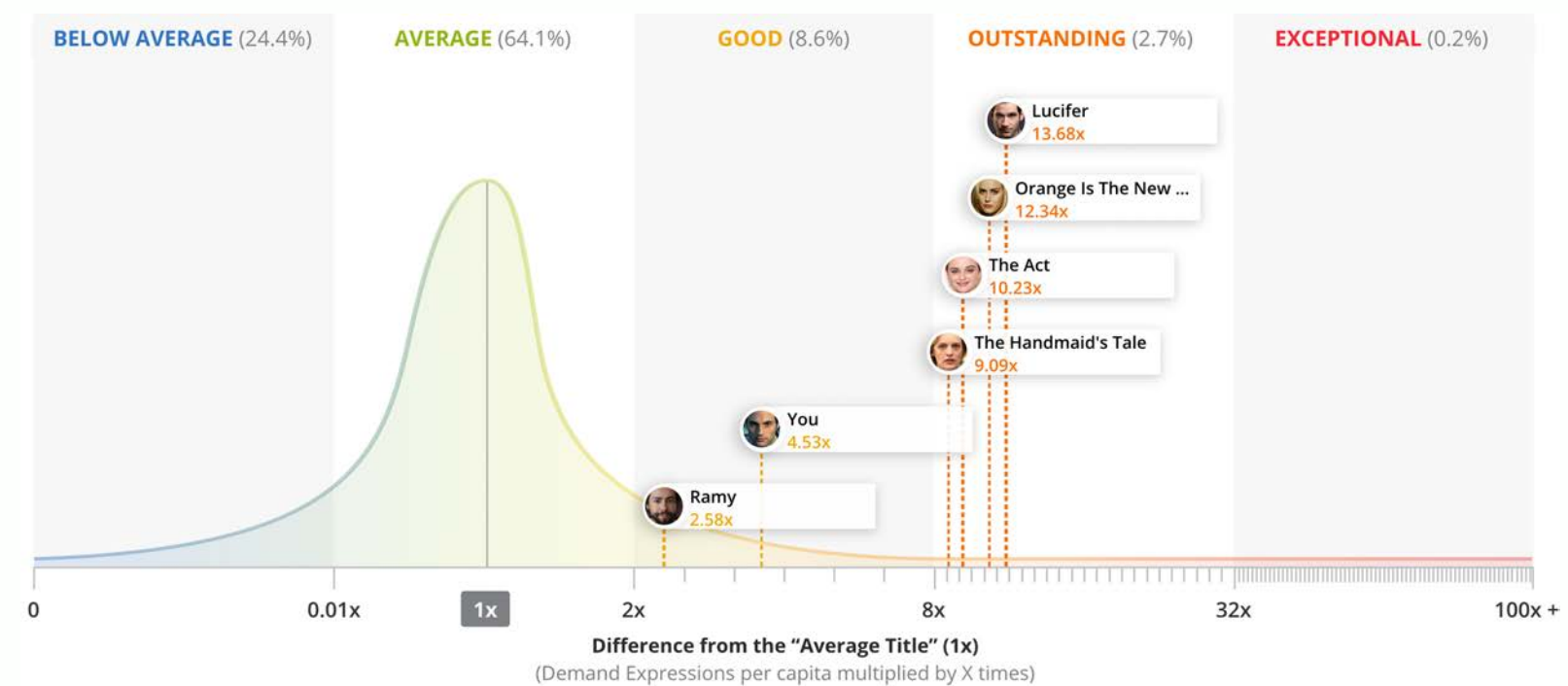
Platform demand share trend (24-months)



- Saudi Arabia has a higher demand share than every other market in this report for both Amazon Prime Video and Hulu original series; 12.3% of expressed demand in 2019 Q2 over all genres was for Amazon Originals and 11.2% was for Hulu Originals.
- The share for these services has come from originals from CBS All Access: While other services have maintained average demand in Saudi Arabia, the 4.0% share for CBS All Access is the lowest of all markets in this report.
- The 24-month chart shows that the long term trend of Netflix's demand share declining has completely reversed over the course of Q2.

Demand distribution of a selection of top digital originals in Saudi Arabia

Show position in Demand Distribution (Q2 2019)

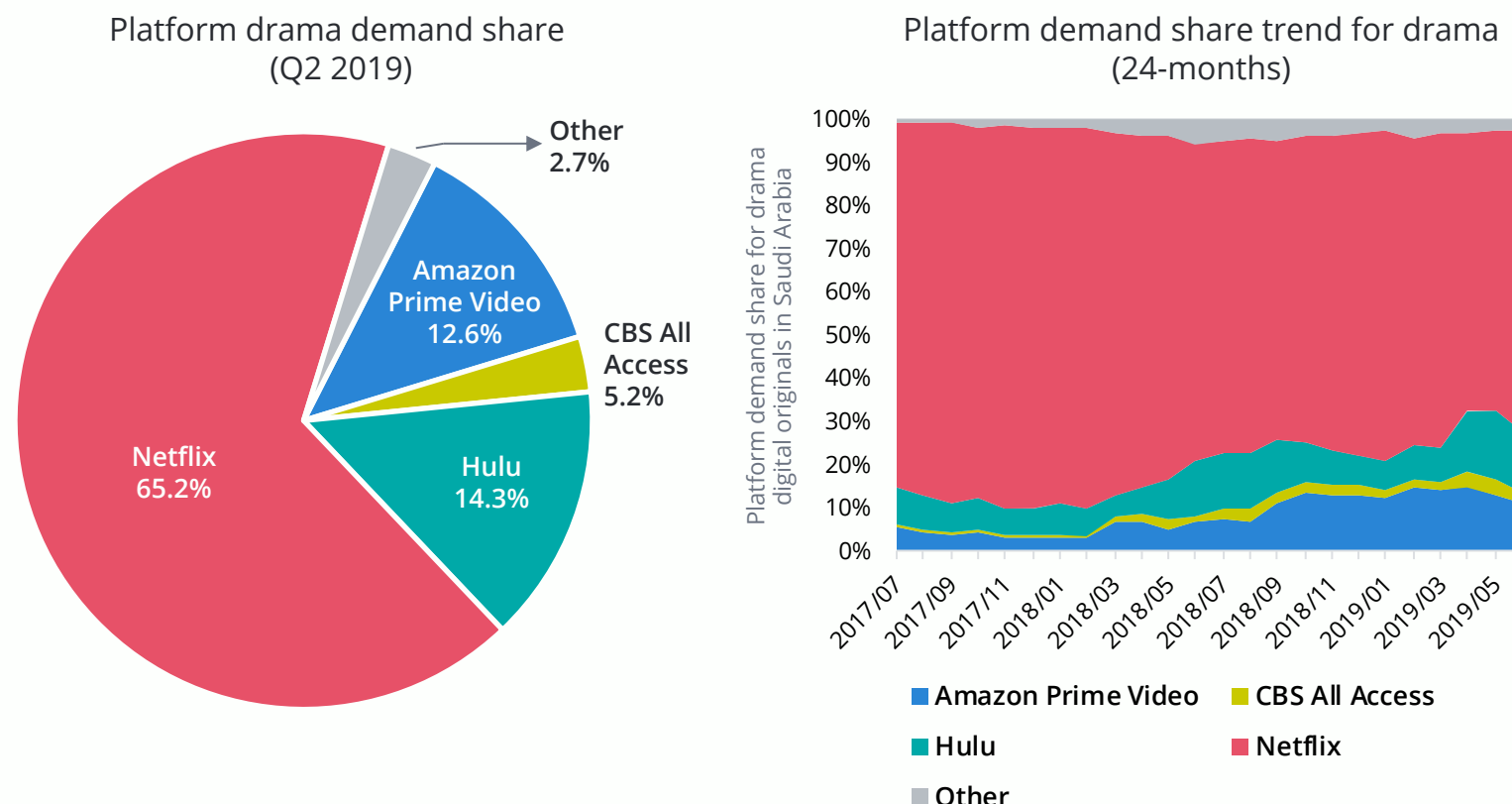


- The 20 most in-demand digital original titles in Saudi Arabia are comprised of a high number of Netflix series: Only six of the top originals are from other platforms.
- The single most demanded original by Saudi audiences is Netflix's drama **Lucifer**.
- Hulu Originals **The Act** and **The Handmaid's Tale** place higher here in the UAE than they do in other markets in this report. (These series are available on Starzplay in both markets). As the 6th most demanded Hulu Original, this is **The Act's** best market in this report.
- Ranked 39th, Hulu's comedy-drama **Ramy** places highest in this market. The series stars Muslim-American Ramy Youssef.

Saudi Arabia platform demand share for drama and action/adventure digital originals

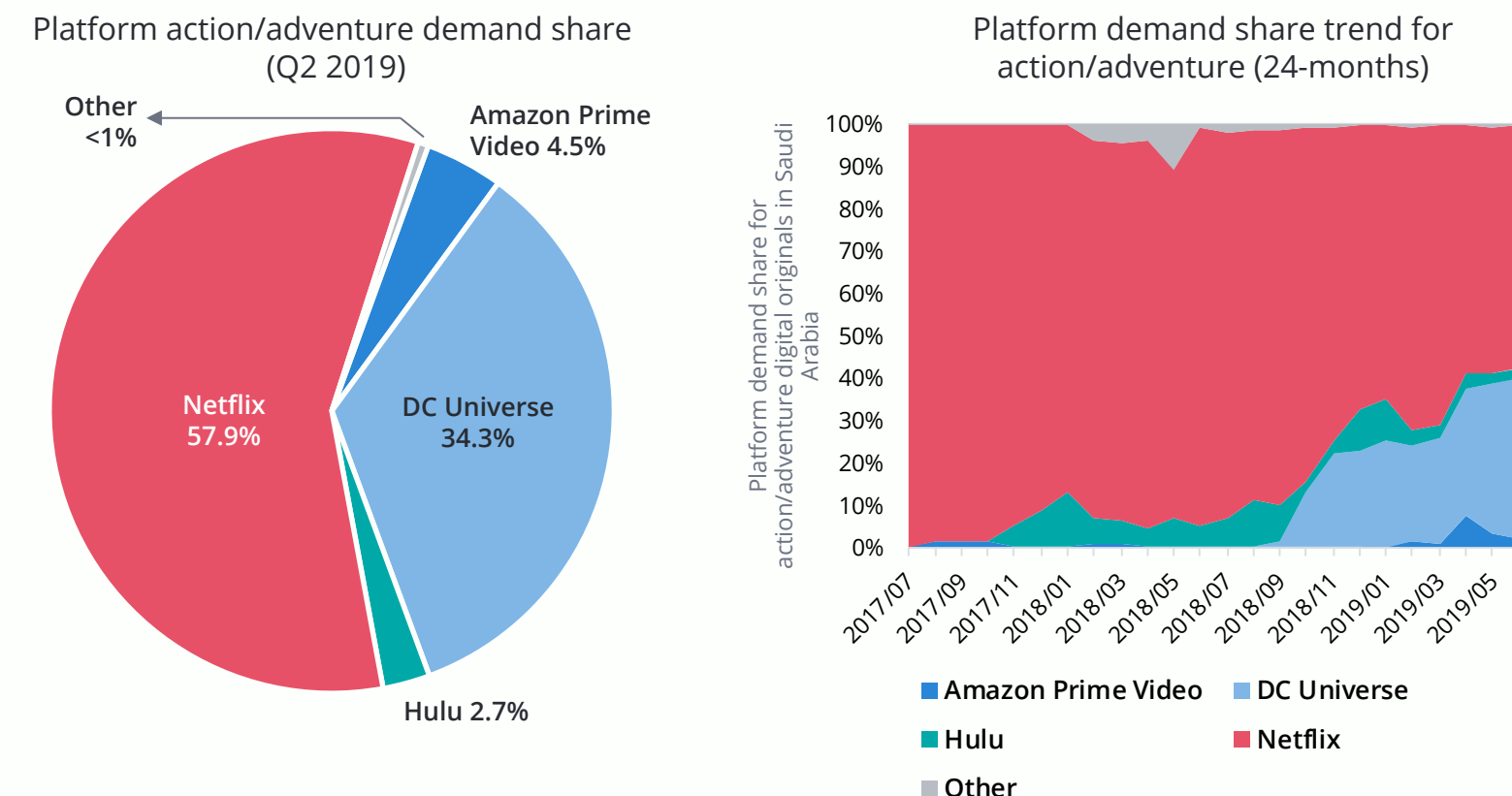
July, 2017 – June, 2019

Saudi Arabia market demand share by original platform for drama digital originals



- As for the all genre platform share chart, Saudi Arabia has the highest demand shares in this report for both Amazon Prime Video and Hulu drama original series. 12.6% of expressed demand for drama originals in 2019 Q2 was for Amazon Originals and 14.3% was for Hulu Originals.
- Continuing the all genre trend on the prior page, the 5.2% demand share for CBS All Access dramas is also the lowest in this report.
- The 24-month trend chart shows the same patterns as the all genre trend, with Netflix gaining share over 2019 Q2.

Saudi Arabia market demand share by original platform for action/adventure digital originals



- Netflix Originals have a 57.9% demand share in the action/adventure genre in 2019 Q2. This is the largest share for Netflix in this genre of all the markets in this report.
- The Saudi Arabian demand for Amazon Prime Video and Hulu drama originals does not carry through to action/adventure originals from these platforms. Both have a below-average demand share in this genre of 4.5% and 2.7%, respectively.
- While the other trend charts for Saudi Arabia show a recent growth in Netflix's demand share, for action/adventure the Netflix share shows a slight decline.

Top digital original series in Saudi Arabia

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Lucifer</i>	Netflix	Netflix	Drama	13.7	
2 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	12.3	
3 <i>Stranger Things</i>	Netflix	Netflix	Drama	12.2	
4 <i>Narcos</i>	Netflix	Netflix	Drama	11.3	
5 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	10.4	
6 <i>The Act</i>	Starzplay	Hulu	Drama	10.2	
7 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	9.1	
8 <i>The Handmaid's Tale</i>	Starzplay	Hulu	Drama	9.1	
9 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	9.1	
10 <i>Black Mirror</i>	Netflix	Netflix	Drama	8.5	
11 <i>Marvel's The Punisher</i>	Netflix	Netflix	Action and Adventure	7.8	
12 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	7.7	
13 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	6.9	
14 <i>The Last Kingdom</i>	Netflix	Netflix	Drama	6.1	
15 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	5.1	
16 <i>House Of Cards</i>	Netflix	Netflix	Drama	4.9	
17 <i>You</i>	Netflix	Netflix	Drama	4.5	
18 <i>When They See Us</i>	Netflix	Netflix	Drama	4.5	
19 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	4.5	
20 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Action and Adventure	4.3	

A selection of 5 additional digital original series of interest:

21 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	3.8	
25 <i>The Marvelous Mrs. Maisel</i>	Amazon Prime Video	Amazon Prime Video	Comedy	3.7	
27 <i>Mirzapur</i>	Amazon Prime Video	Amazon Prime Video	Drama	3.6	
32 <i>High Seas</i>	Netflix	Netflix	Drama	3.4	
39 <i>Ramy</i>	--	Hulu	Comedy	2.6	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

United Arab Emirates

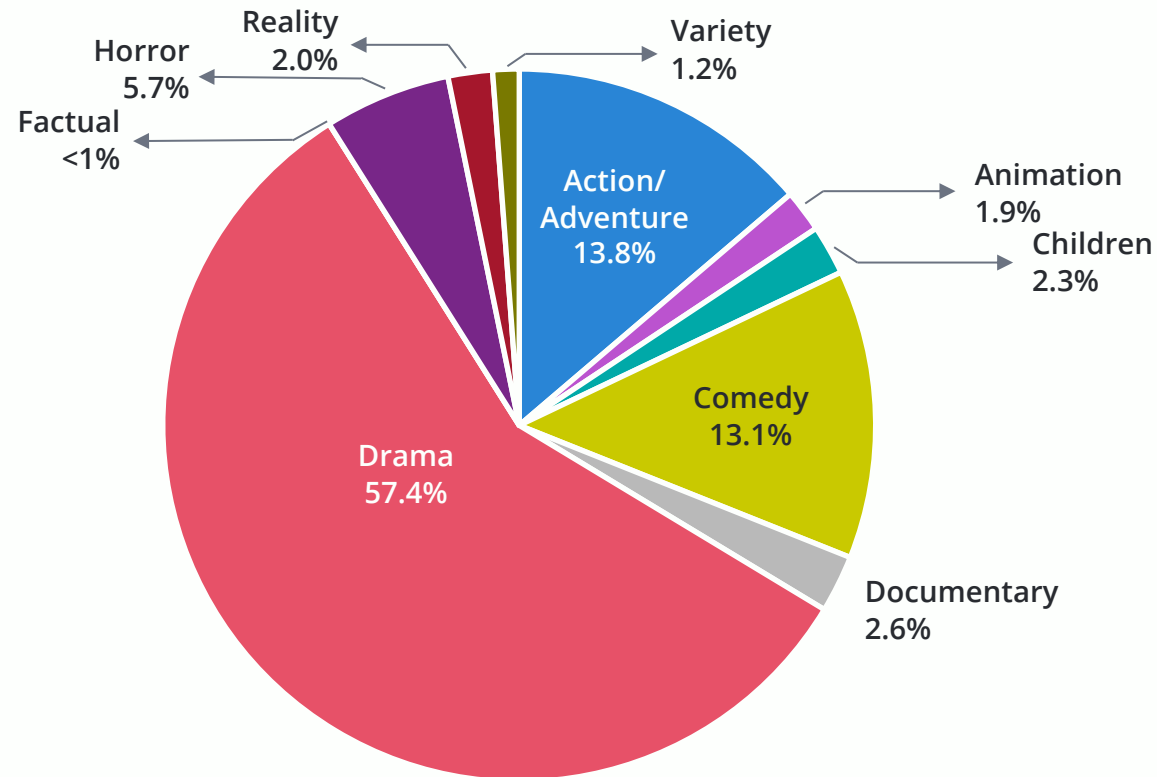
Learn which genres and subgenres of digital originals are most demanded by Emirati audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

United Arab Emirates digital original genre and subgenre preferences

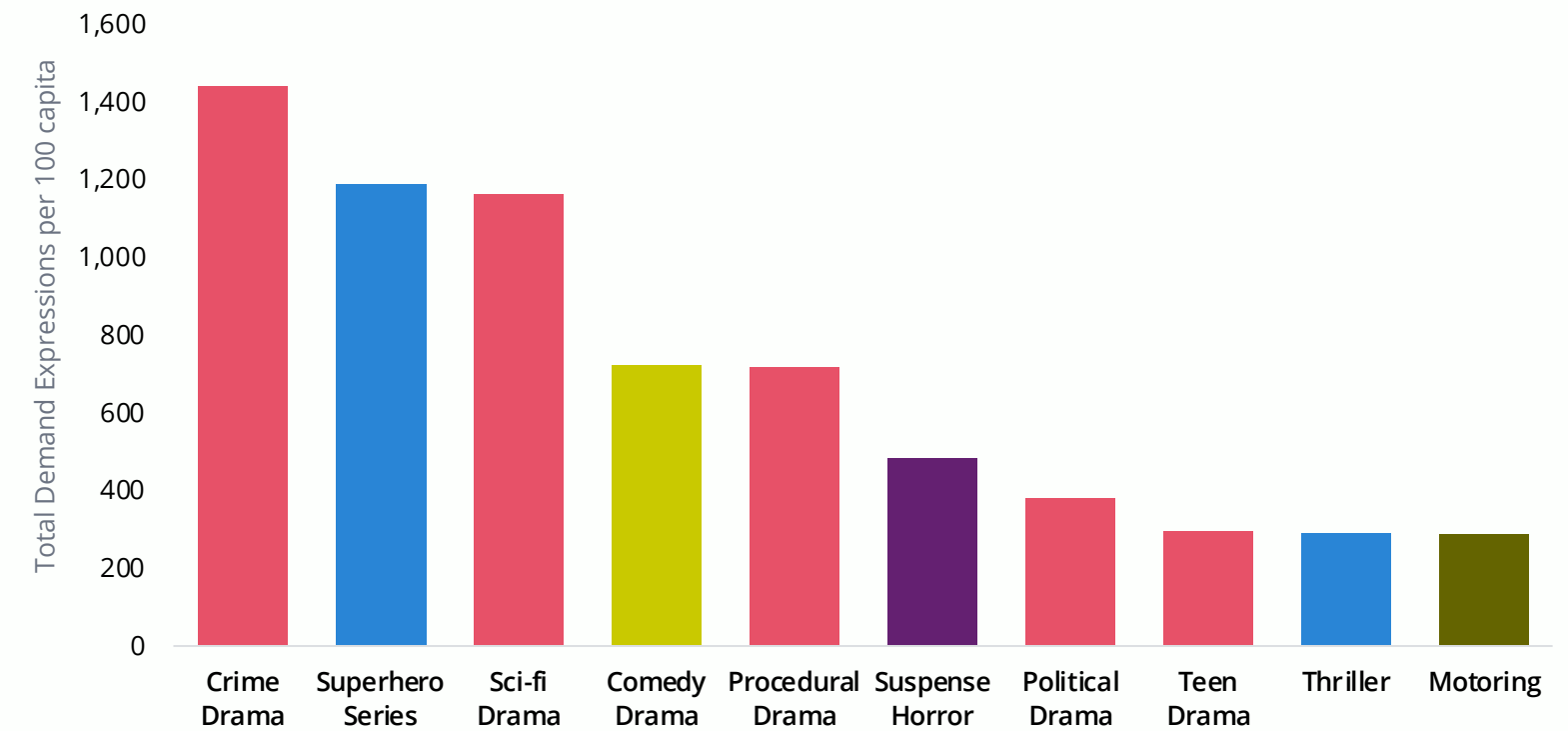
April – June, 2019

United Arab Emirates digital original series genre demand share (Q2 2019)



- Drama originals have the largest share in the UAE, with 57.4% of Emirati demand for original series being expressed for drama originals. The share is the second largest for drama in this report, behind only Saudi Arabia.
- Compared to the other markets in this report, the 13.1% demand share for comedy originals is lower than any other market.
- The UAE is the only market of the ten analysed where the demand share of comedy originals is smaller than the share of action/adventure originals (13.8%).

The 10 most in-demand subgenres for digital originals in the UAE (Q2 2019)

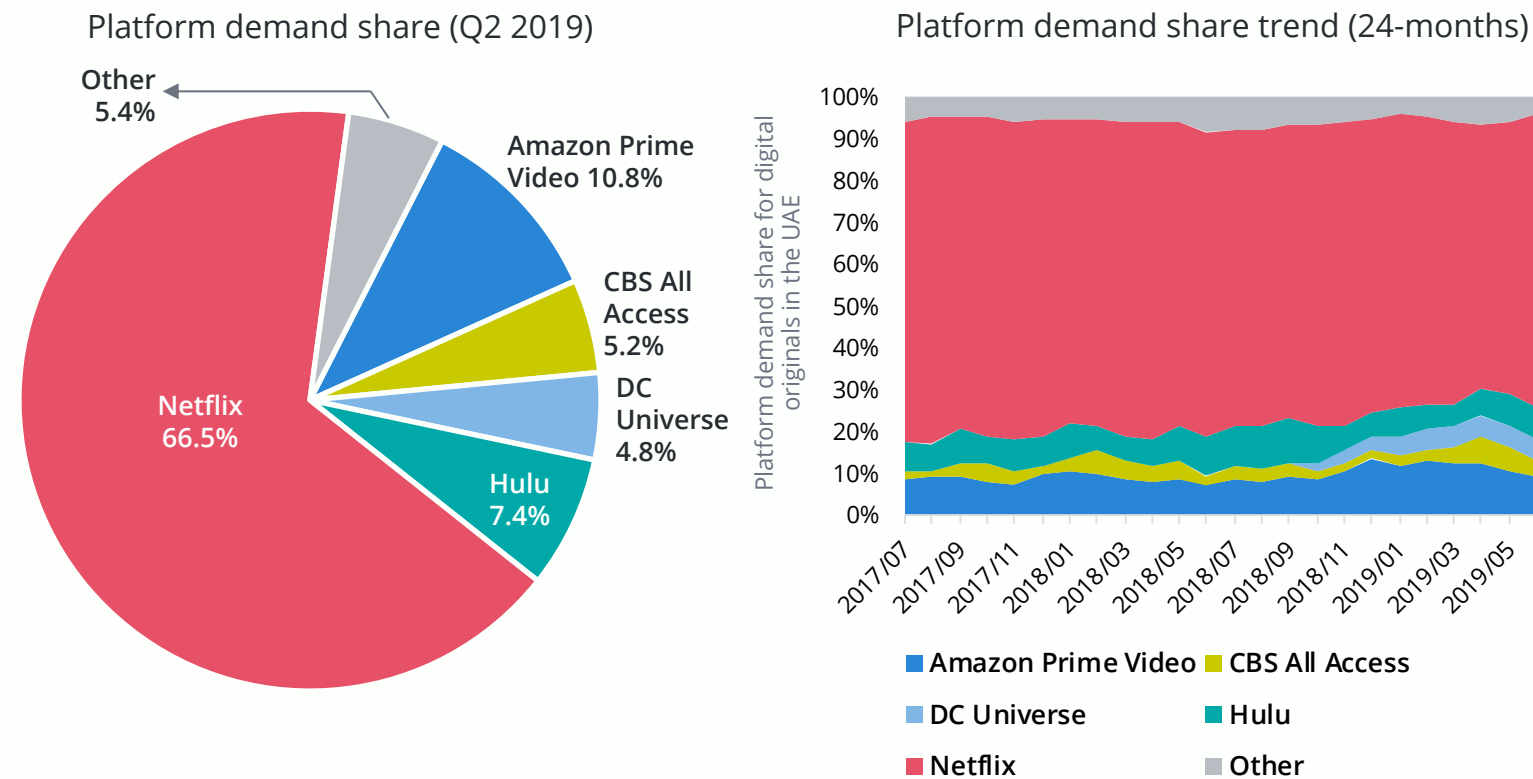


- The UAE and Saudi Arabia are the only markets in this report where the most demanded subgenre is crime drama. The superhero series and sci-fi drama genres are second and third largest in this market.
- Consistent with the low demand for comedy originals, the UAE is the only market in this report where the sitcom subgenre is not one of the ten largest.
- This is also one of only two markets where the motoring subgenre is present in the top ten, although it does not place as highly here as it does in Indonesia.
- Procedural dramas are the fifth largest subgenre in the UAE, which is the joint highest placement with Switzerland.

United Arab Emirates platform demand share and digital originals demand distribution

July, 2017 – June, 2019

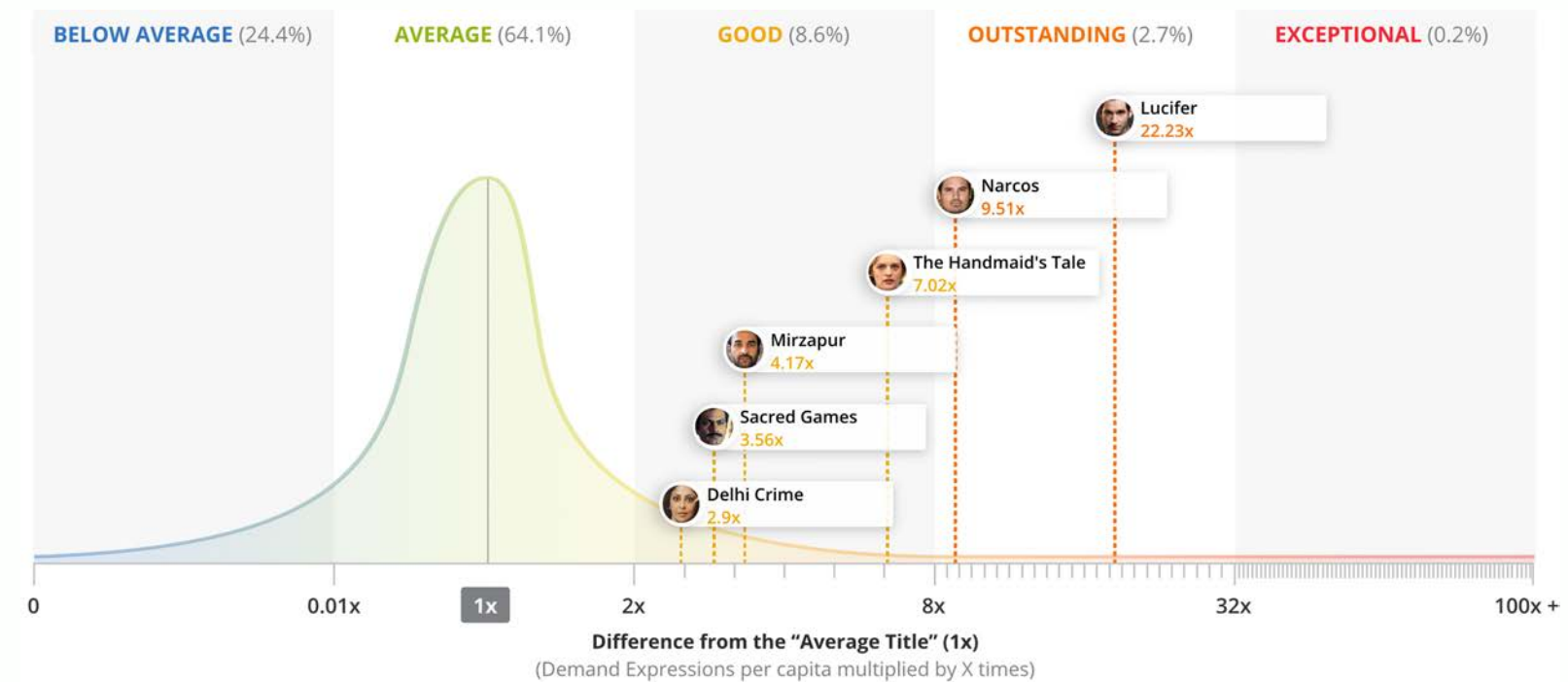
UAE market demand share by original platform for all digital originals



- Nearly two thirds (66.5%) of demand expressed for all digital originals in the UAE is for an original series from Netflix. This dominant position is the strongest for Netflix out of all the markets analysed in this report.
- While the Amazon Prime Video demand share can be considered average for this report, the shares for CBS All Access, Hulu and DC Universe Originals are below average.
- The chart of platform demand share trends over the past 24 months clearly shows a resurgence in the Netflix demand share over 2019 Q2, from 64% in April to 70% in June.

Demand distribution of a selection of top digital originals in the UAE

Show position in Demand Distribution (Q2 2019)

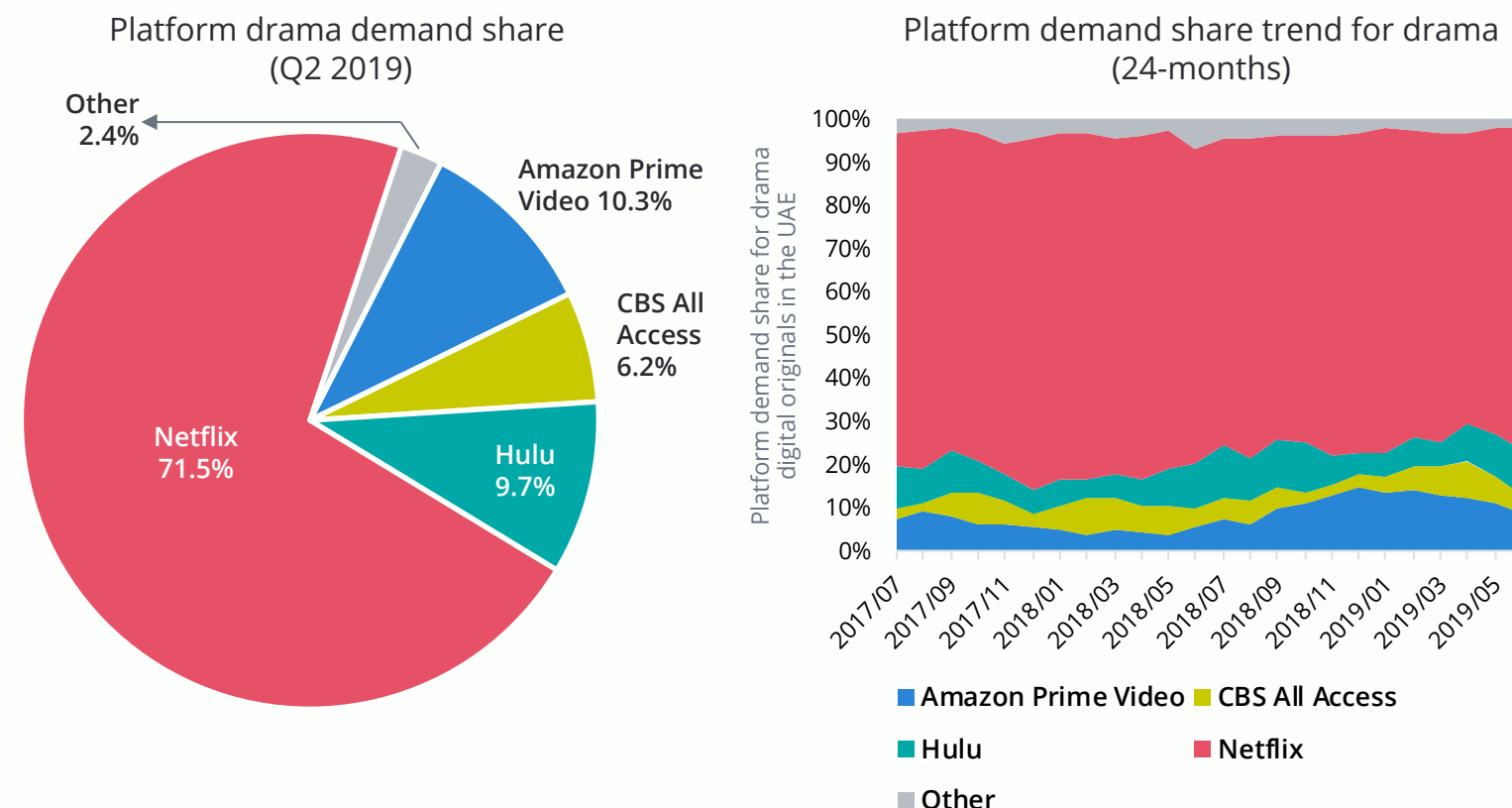


- Lucifer** is 2019 Q2's most demanded digital original in the United Arab Emirates. It has 22.2 times the demand of the average title.
- The United Arab Emirates has a much higher demand than most markets for Indian digital original series. These include Amazon Prime Video's **Mirzapur** and Netflix's **Sacred Games**, **Delhi Crime** and **Leila**. These all rank between 20th and 35th most demanded in the UAE.
- Hulu Originals **The Act** and **The Handmaid's Tale** place higher here and in Saudi Arabia than they do in other markets in this report. These series are available on Starzplay in both markets.
- In third, this market has the highest placement this quarter for Netflix's **Narcos**.

United Arab Emirates platform demand share for drama and action/adventure digital originals

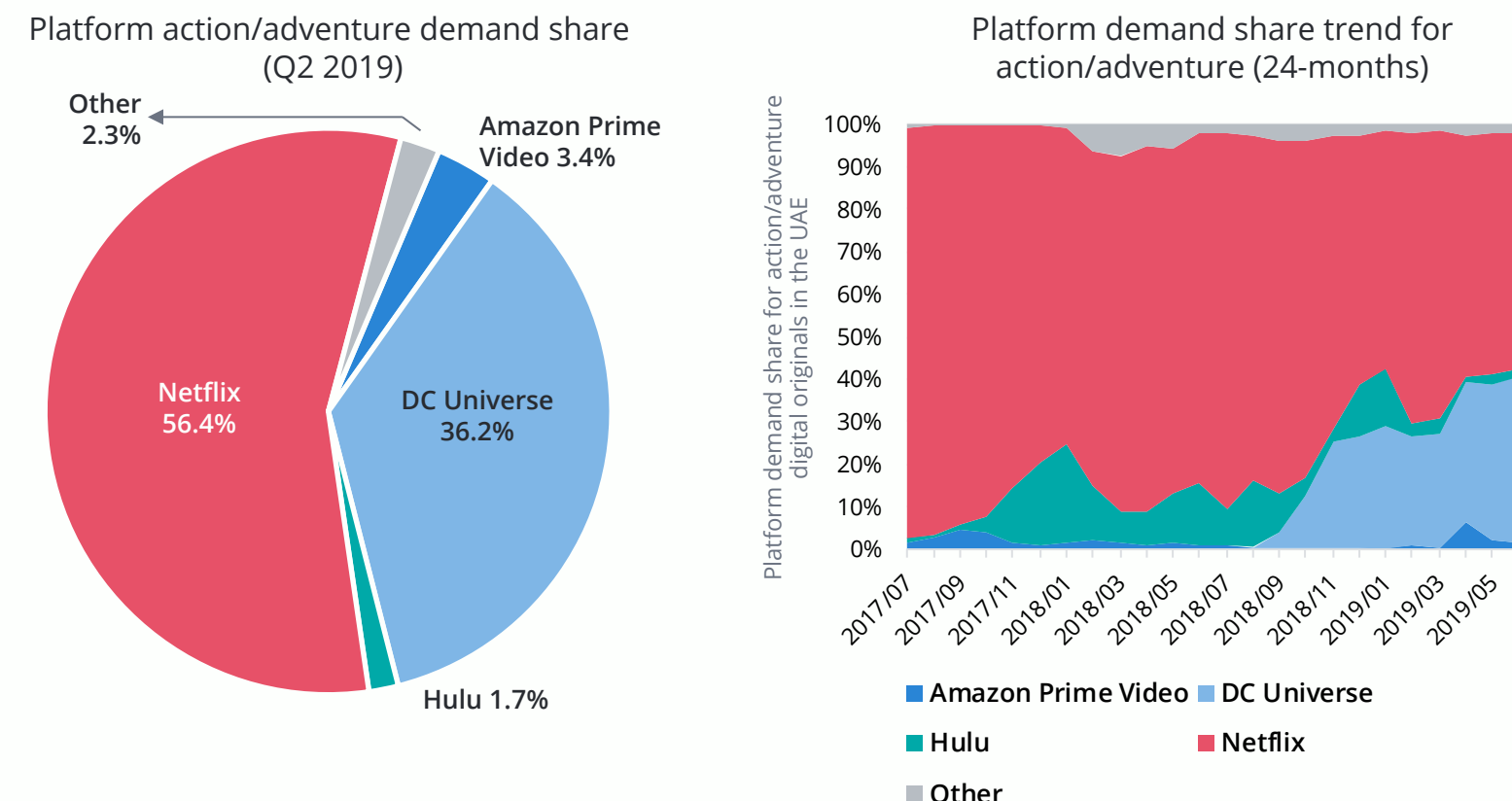
July, 2017 – June, 2019

UAE market demand share by original platform for drama digital originals



- Considering only UAE demand for drama originals, Netflix has an even stronger position than in the all genre dataset: At 71.5% share, Netflix is approaching three quarters of all original drama demand. This is the highest drama share of all markets in this report.
- Compared to the report averages, at 6.2% the UAE has the second lowest demand share for CBS All Access drama originals after Saudi Arabia.
- The 24-month trend chart shows that drama is the driving force behind the overall increase in Netflix's demand share over 2019 Q2. Netflix gained a 8% drama genre share from April to June 2019.

UAE market demand share by original platform for action/adventure digital originals



- The majority (56.4%) of demand for action/adventure originals in the UAE is for Netflix series. However, unlike drama it is not the largest share in the report as it is smaller than the Netflix action/adventure share in Saudi Arabia.
- The second largest share of demand belongs to titles from DC Universe, which accounts for 36.2% of action/adventure demand.
- Hulu's action/adventure demand share of 1.7% in the UAE is the lowest share in this report.
- In contrast to the strong movements in the drama share chart, the UAE platform shares over 2019 Q2 for action/adventure originals are relatively stable.

Top digital original series in the United Arab Emirates

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Lucifer</i>	Netflix	Netflix	Drama	22.2	<div></div>
2 <i>Stranger Things</i>	Netflix	Netflix	Drama	11.3	<div></div>
3 <i>Narcos</i>	Netflix	Netflix	Drama	9.5	<div></div>
4 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	9.4	<div></div>
5 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	8.4	<div></div>
6 <i>Black Mirror</i>	Netflix	Netflix	Drama	8.1	<div></div>
7 <i>The Handmaid's Tale</i>	Starzplay	Hulu	Drama	7.0	<div></div>
8 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	6.4	<div></div>
9 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	6.4	<div></div>
10 <i>Designated Survivor</i>	Netflix	Netflix	Drama	6.0	<div></div>
11 <i>The Act</i>	Starzplay	Hulu	Drama	5.9	<div></div>
12 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	5.6	<div></div>
13 <i>The Twilight Zone</i>	--	CBS All Access	Horror	5.6	<div></div>
14 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	5.3	<div></div>
15 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	5.2	<div></div>
16 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Action and Adventure	4.9	<div></div>
17 <i>Cobra Kai</i>	--	YouTube Premium	Comedy	4.9	<div></div>
18 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	4.7	<div></div>
19 <i>House Of Cards</i>	Netflix	Netflix	Drama	4.7	<div></div>
20 <i>When They See Us</i>	Netflix	Netflix	Drama	4.6	<div></div>

A selection of 5 additional digital original series of interest:

23 <i>Mirzapur</i>	Amazon Prime Video	Amazon Prime Video	Drama	4.2	<div></div>
27 <i>You</i>	Netflix	Netflix	Drama	4.0	<div></div>
30 <i>Sacred Games</i>	Netflix	Netflix	Drama	3.6	<div></div>
32 <i>Delhi Crime</i>	Netflix	Netflix	Drama	2.9	<div></div>
34 <i>Leila</i>	Netflix	Netflix	Drama	2.5	<div></div>

* Distributor for most recent season in case of multiple platforms

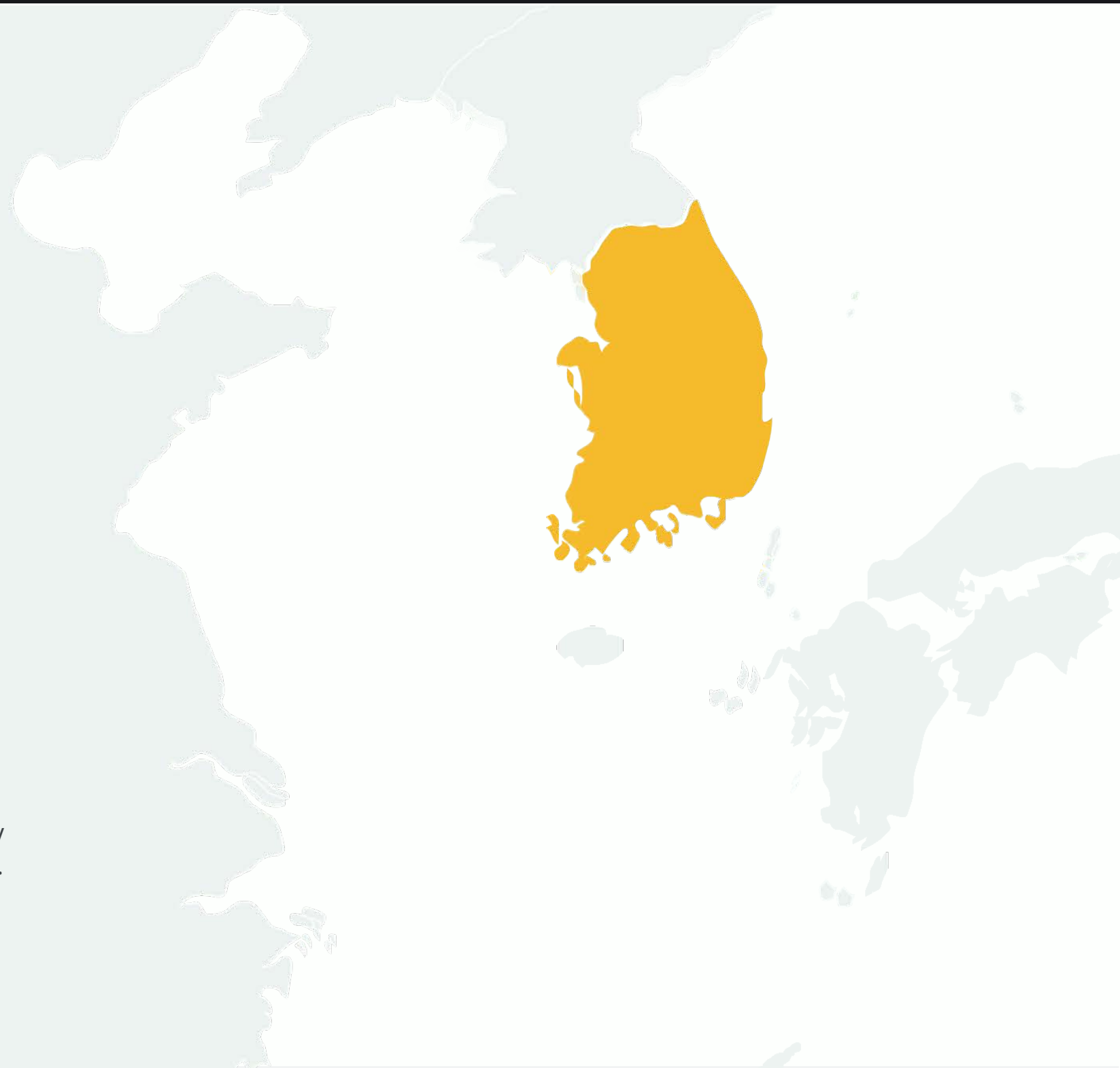
-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

South Korea

Learn which genres and subgenres of digital originals are most demanded by Korean audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

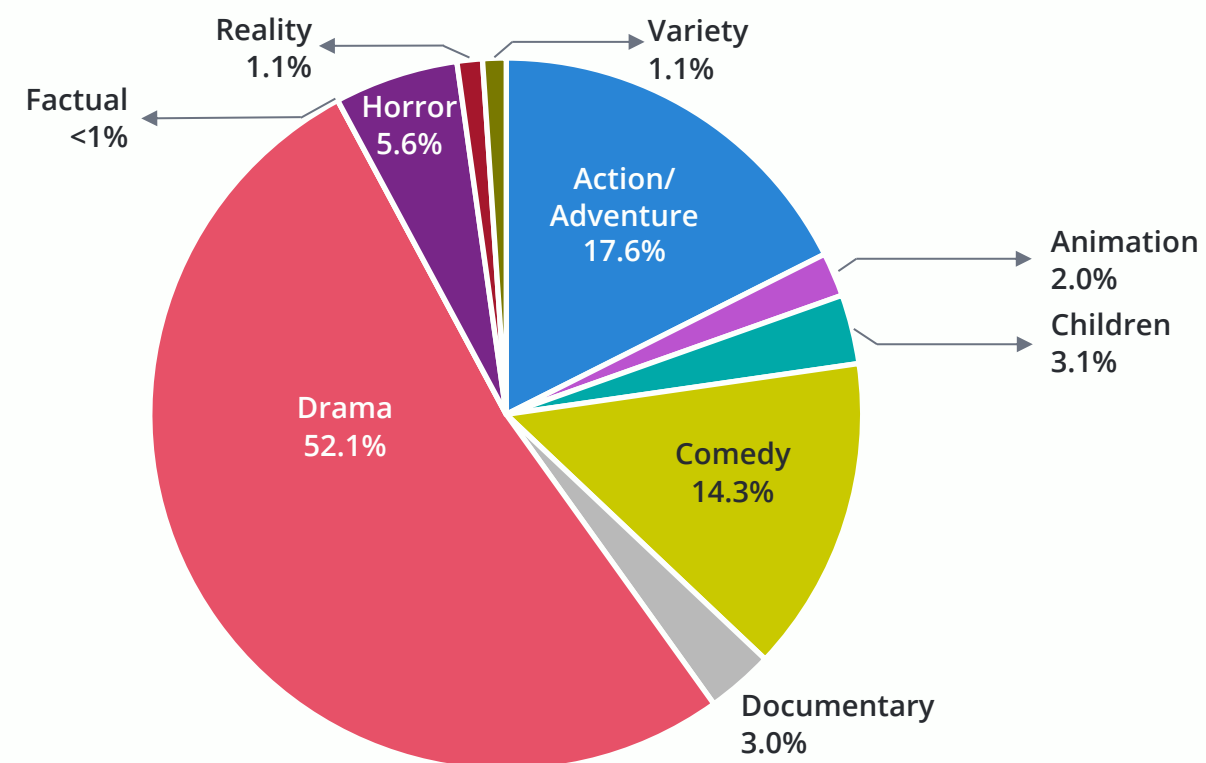
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



South Korea digital original genre and subgenre preferences

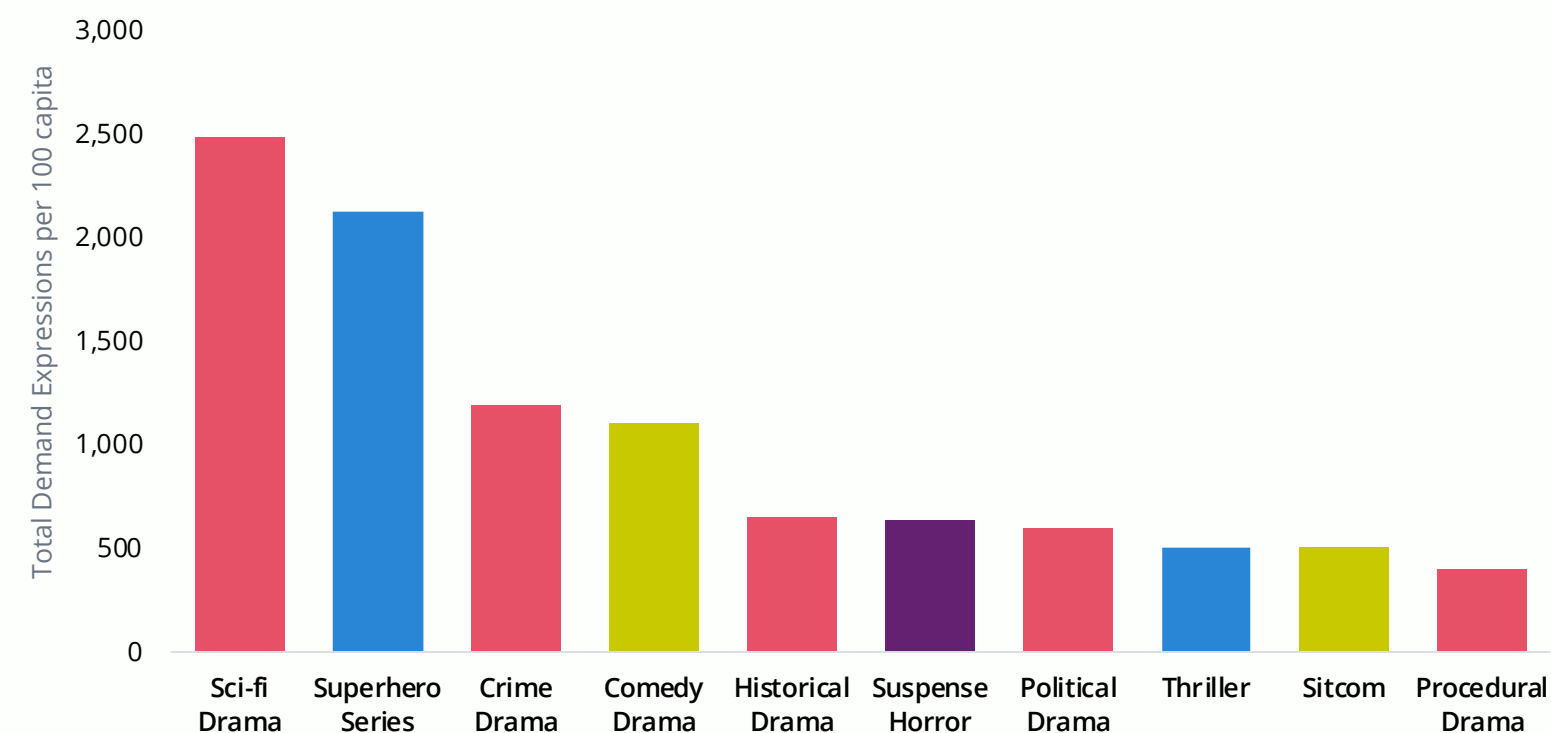
April – June, 2019

South Korea digital original series genre demand share (Q2 2019)



- South Koreans are expressing the most demand for drama digital originals, which have a 52.1% demand share in 2019 Q2.
- Compared to other markets, South Korea has above-average demand for action/adventure digital originals. 17.6% of demand expressed in Q2 was for an original in this genre.
- The demand shares for originals in the comedy (14.3%) and reality (1.2%) genres are lower than most markets in this report.

The 10 most in-demand subgenres for digital originals in South Korea (Q2 2019)



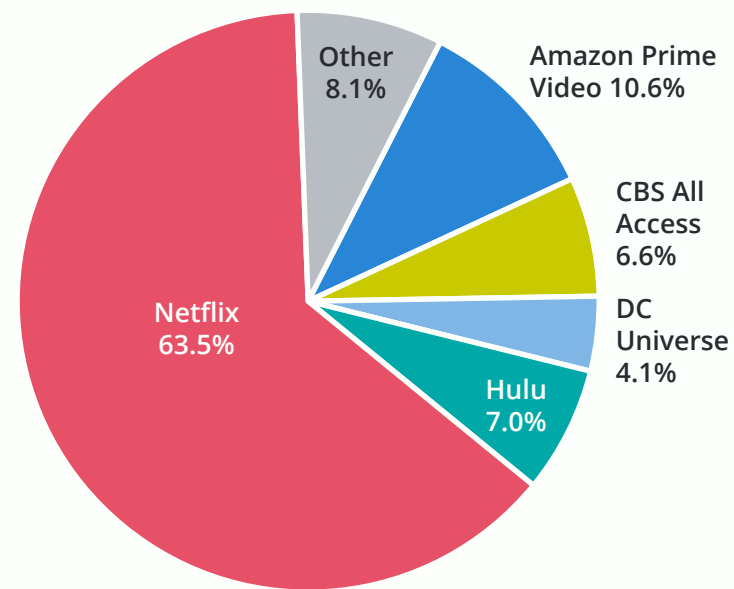
- In South Korea, the subgenres with the most expressed demand are sci-fi drama, superhero series and crime drama.
- This market has the highest placement in this report of the historical drama subgenre, which is the fifth largest subgenre in 2019 Q2.
- South Korea is also one of the markets where the political drama subgenre has the most demand of any market in this report.

South Korea platform demand share and digital originals demand distribution

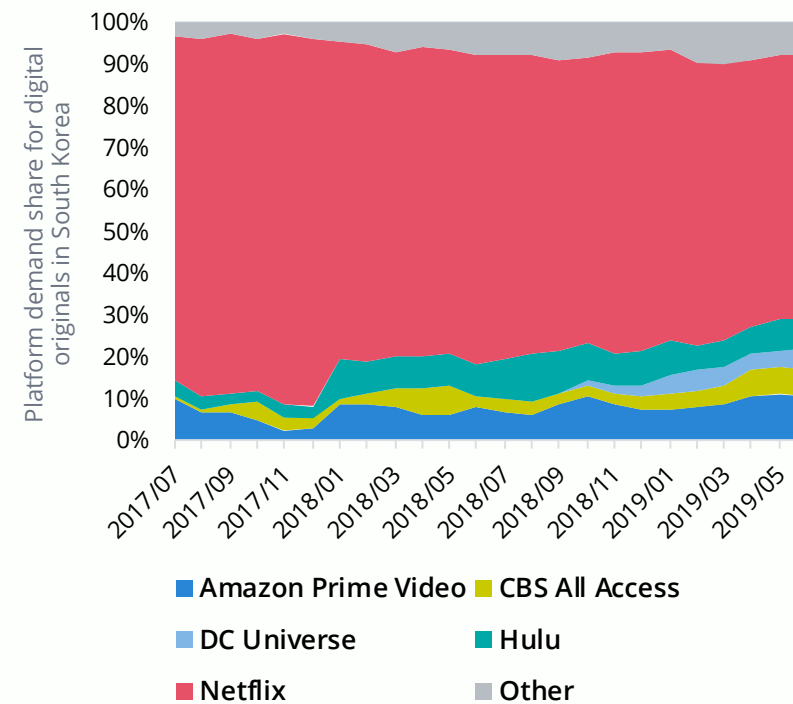
July, 2017 – June, 2019

South Korea market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



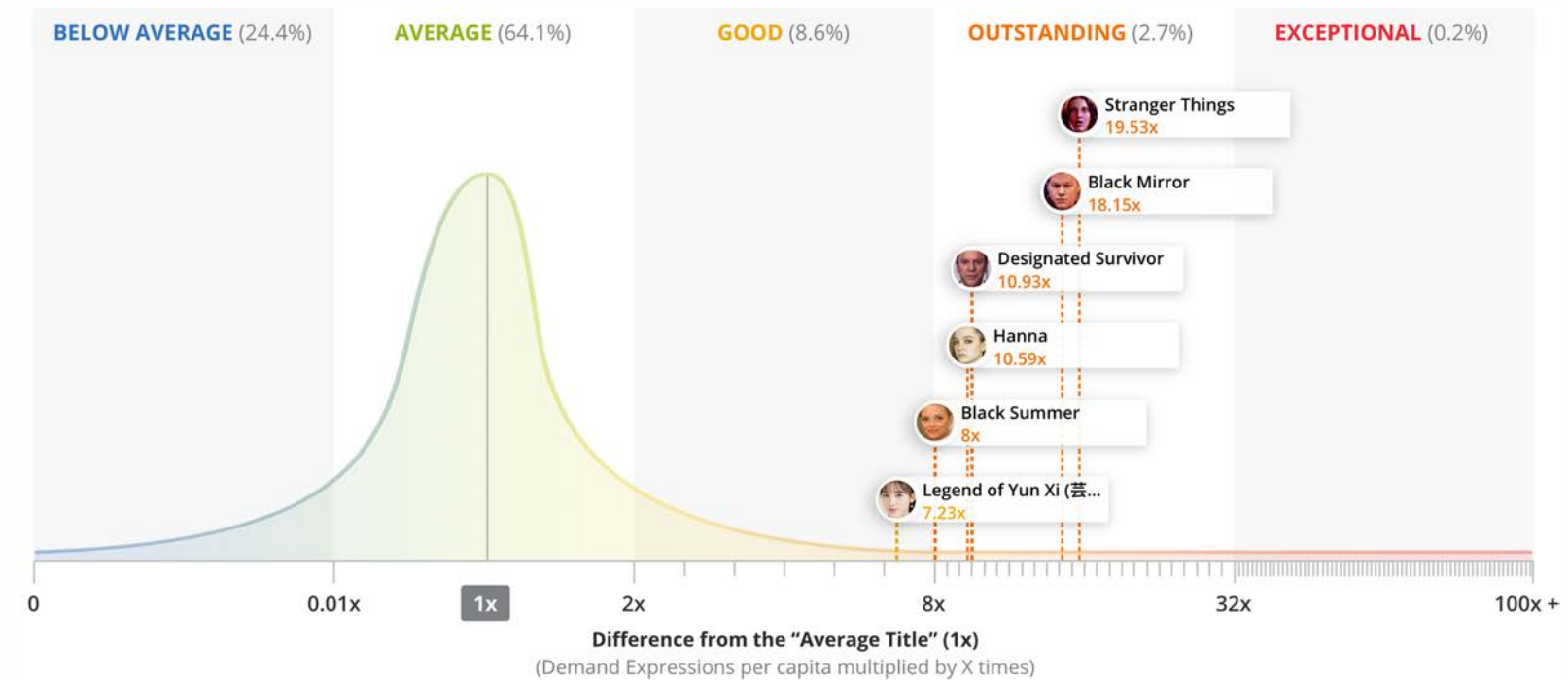
Platform demand share trend (24-months)



- The 63.5% demand share for Netflix Originals in South Korea is above-average compared to other markets in this report.
- Conversely, South Korea has a below-average demand share for originals from DC Universe. Only 4.1% of demand is for this platform's titles, the third lowest share of any market in this report.
- The 10.6% share for originals from Amazon Prime Video is just below the report market average. However, genre-specific data shows this is not even across genres.
- The 24-month trend graph shows that Netflix has lost share since the start of 2019 while Amazon Prime Video has gained share.

Demand distribution of a selection of top digital originals in South Korea

Show position in Demand Distribution (Q2 2019)



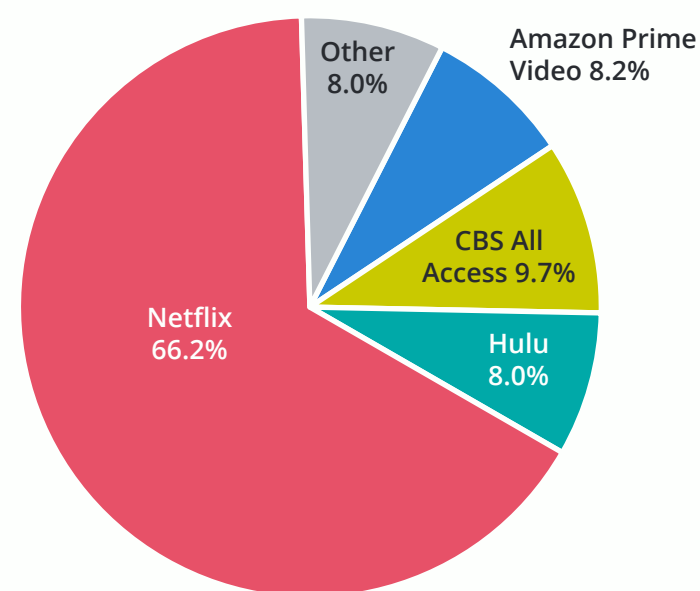
- Netflix's sci-fi original **Stranger Things** is 2019 Q2's most demanded digital original in South Korea. The USA is the only other market to have **Stranger Things** as number one.
- Like the other Asian markets in this report, **Black Mirror** has high demand in South Korea. It is the second most in-demand digital original title.
- iQiyi original drama **Legend of Yun Xi** ranks 18th for 2019 Q2, despite not having an official Korean distribution platform. 3 digital originals in the South Korean top 20 do not have official distribution in market – a missed monetization opportunity.
- This market has the only top 20 appearance of the Netflix zombie drama **Black Summer**.

South Korea platform demand share for drama and action/adventure digital originals

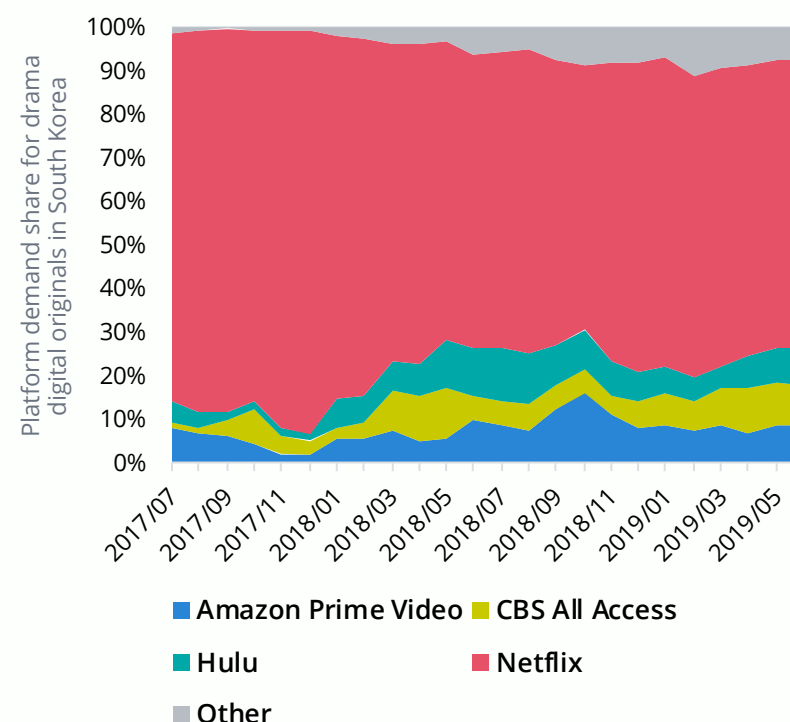
July, 2017 – June, 2019

South Korea market demand share by original platform for drama digital originals

Platform drama demand share
(Q2 2019)



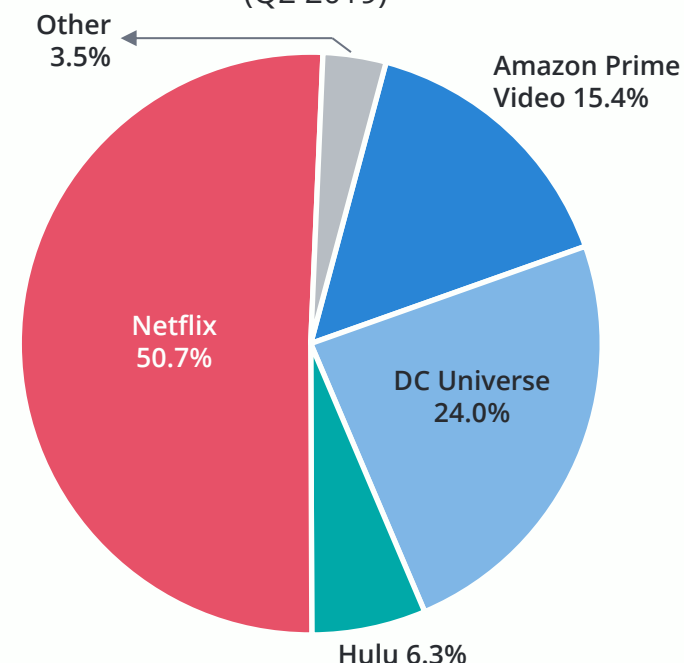
Platform demand share trend for drama
(24-months)



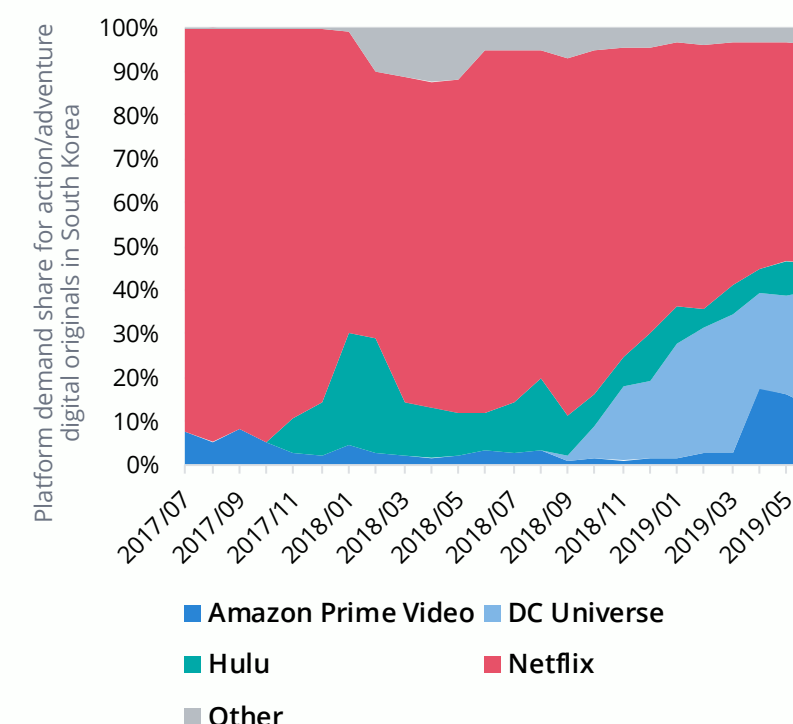
- In South Korea, Amazon Prime Video's 8.2% demand share for drama originals is the lowest share for the platform out of all the markets in this report.
- The main beneficiary of this is Netflix, which at 66.2% has an above-average demand share of drama in 2019 Q2.
- The chart of demand by month shows that the drama shares in South Korea have been relatively stable over the past few months.

South Korea market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share
(Q2 2019)



Platform demand share trend for
action/adventure (24-months)



- While the drama share for Amazon Prime Video is the lowest in this report, its 15.4% share for action/adventure originals is actually the highest out of all markets in this report.
- Conversely, although digital original titles from DC Universe are still the second largest segment of action/adventure originals in South Korea, the demand share here of 24.0% is the lowest out of all the markets in this report.
- However, the 24-month trend shows that over the quarter, DC Universe has taken demand share from Amazon Prime Video.

Top digital original series in South Korea

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Stranger Things</i>	Netflix	Netflix	Drama	19.5	
2 <i>Black Mirror</i>	Netflix	Netflix	Drama	18.1	
3 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	13.3	
4 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	12.7	
5 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Drama	12.2	
6 <i>Designated Survivor</i>	Netflix	Netflix	Drama	10.9	
7 <i>Hanna</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	10.6	
8 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	10.0	
9 <i>Lucifer</i>	Netflix	Netflix	Drama	9.1	
10 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	8.7	
11 <i>Narcos</i>	Netflix	Netflix	Drama	8.6	
12 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	8.6	
13 <i>Marvel's The Punisher</i>	Netflix	Netflix	Action and Adventure	8.0	
14 <i>Black Summer</i>	Netflix	Netflix	Drama	8.0	
15 <i>Marvel's Jessica Jones</i>	Netflix	Netflix	Action and Adventure	7.7	
16 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	7.7	
17 <i>The Twilight Zone</i>	--	CBS All Access	Horror	7.7	
18 <i>Legend of Yun Xi</i>	--	iQiyi	Drama	7.2	
19 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	6.8	
20 <i>House Of Cards</i>	Netflix	Netflix	Drama	6.4	

A selection of 5 additional digital original series of interest:

21 <i>The Handmaid's Tale</i>	--	Hulu	Drama	6.3	
22 <i>Catch 22</i>	--	Hulu	Drama	4.8	
25 <i>Travelers</i>	Netflix	Netflix	Drama	4.6	
27 <i>Titans</i>	Netflix	DC Universe	Action and Adventure	4.1	
32 <i>Trinkets</i>	Netflix	Netflix	Drama	3.0	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Indonesia

Learn which genres and subgenres of digital originals are most demanded by Indonesian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

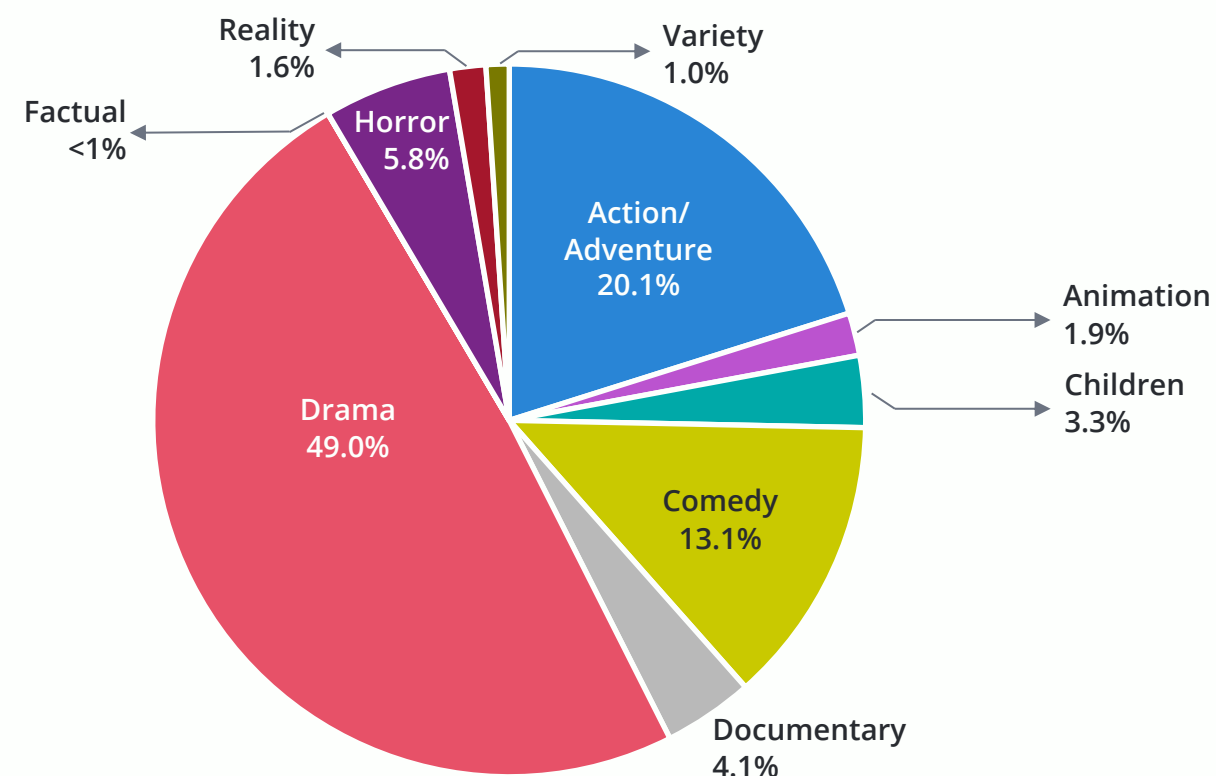
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



Indonesia digital original genre and subgenre preferences

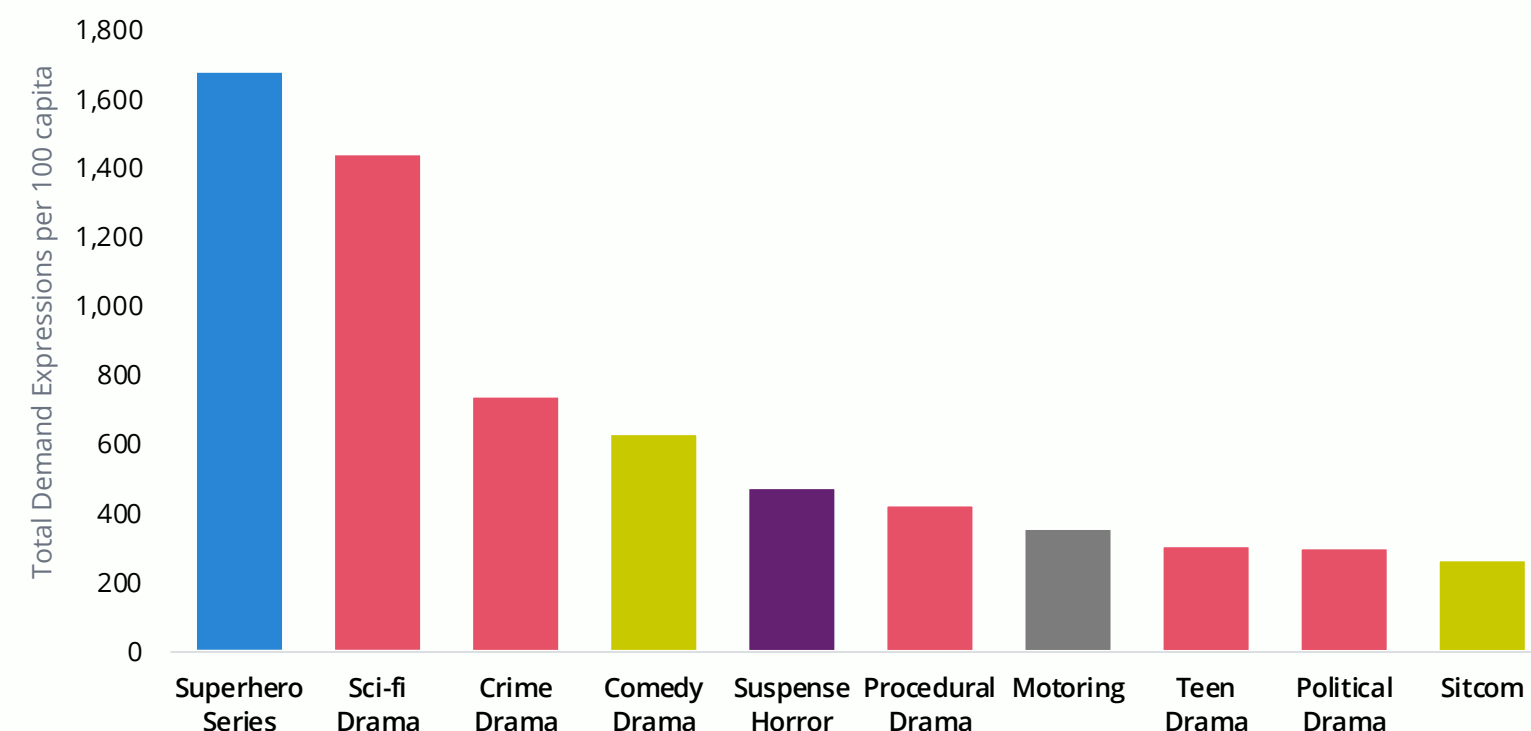
April – June, 2019

Indonesia digital original series genre demand share (Q2 2019)



- With a share of 49.0%, Indonesia is one of only 3 markets in this report where drama originals have less than 50% demand share.
- Compared to the other markets, Indonesia has the highest demand share in this report for action/adventure digital originals: 20.1% of the demand for original series in this market is in this genre.
- At 4.1%, Indonesia also has a higher than average demand share for documentary originals. Conversely, Indonesian audiences express greatly below-average demand for originals in the comedy genre. Comedies have a demand share of only 13.1%.

The 10 most in-demand subgenres for digital originals in Indonesia (Q2 2019)

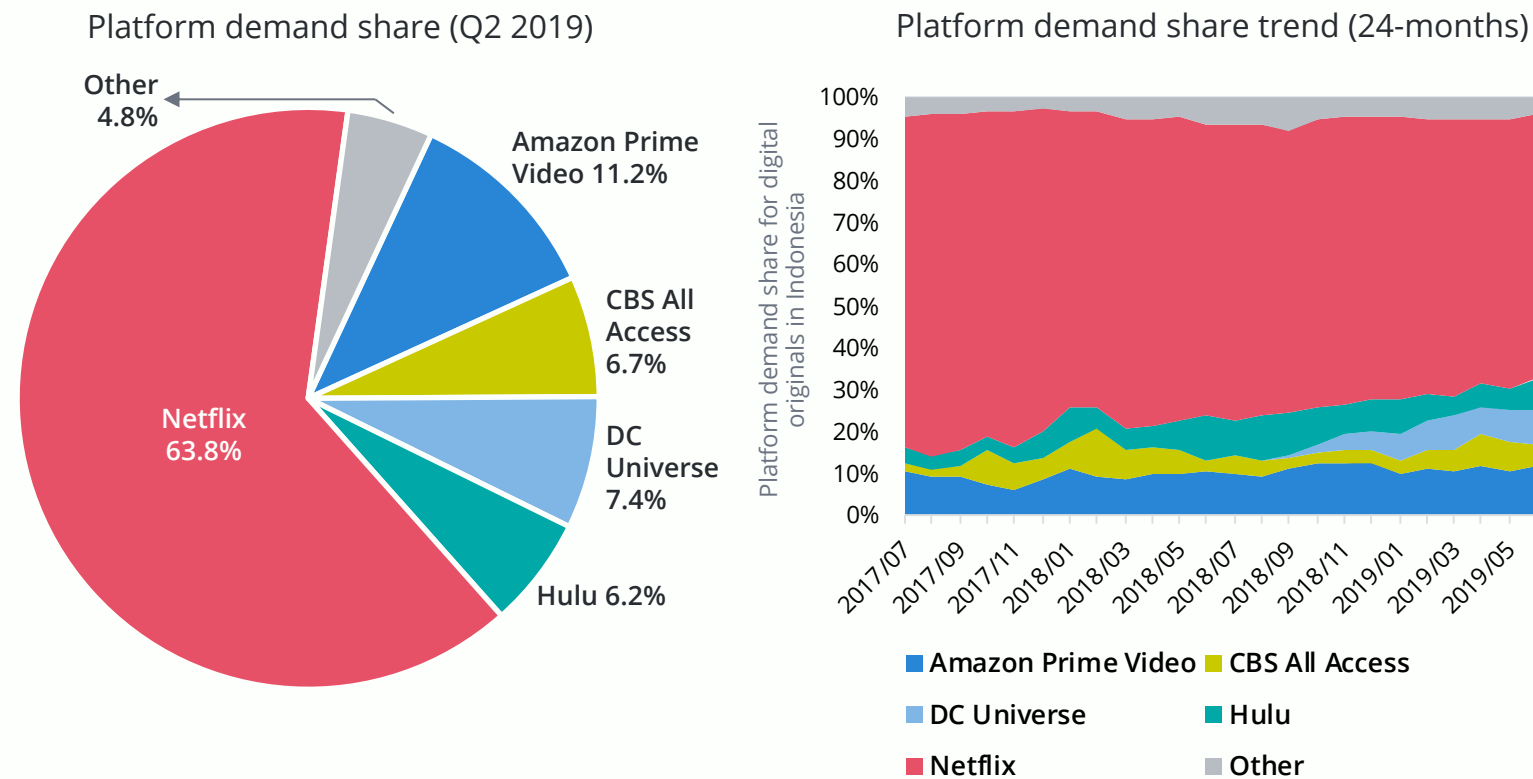


- In common with the other Asian markets, half of the ten most in-demand subgenres in Indonesia are in the drama genre. However, unlike in Korea and Taiwan where sci-fi drama is the largest subgenre, Indonesians prefer superhero series.
- Indonesia is one of only two markets where motoring is a top ten subgenre. Ranked seventh largest, it places higher here than it does in the UAE.
- Although Indonesia has a higher than average demand share for the action/adventure genre, superhero series is the only action/adventure subgenre in the top ten.

Indonesia platform demand share and digital originals demand distribution

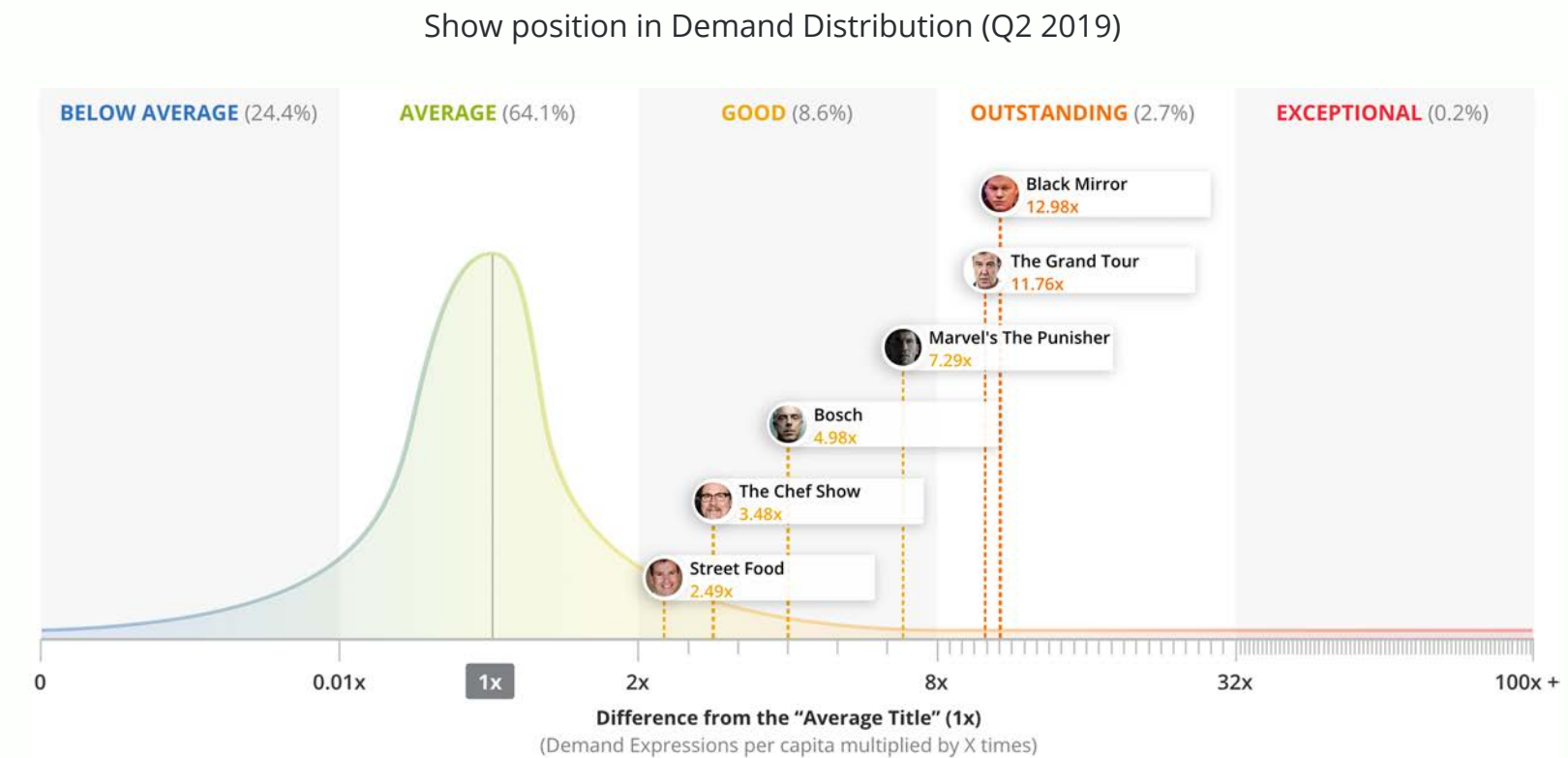
July, 2017 – June, 2019

Indonesia market demand share by original platform for all digital originals



- All three Asian markets analysed for this report have low demand shares for Hulu Originals, but Indonesia has the lowest share at 6.2%. This is the smallest share for Hulu original series of all the report markets in 2019 Q2.
- The largest demand share within Indonesia is 63.8% for Netflix Originals, which is slightly above-average for this report.
- The 24-month demand share chart shows how consistent the change in share for Netflix Originals has been in this market. From the chart's peak monthly share of 82% in August 2017, Netflix Originals have steadily lost around 20%.

Demand distribution of a selection of top digital originals in Indonesia

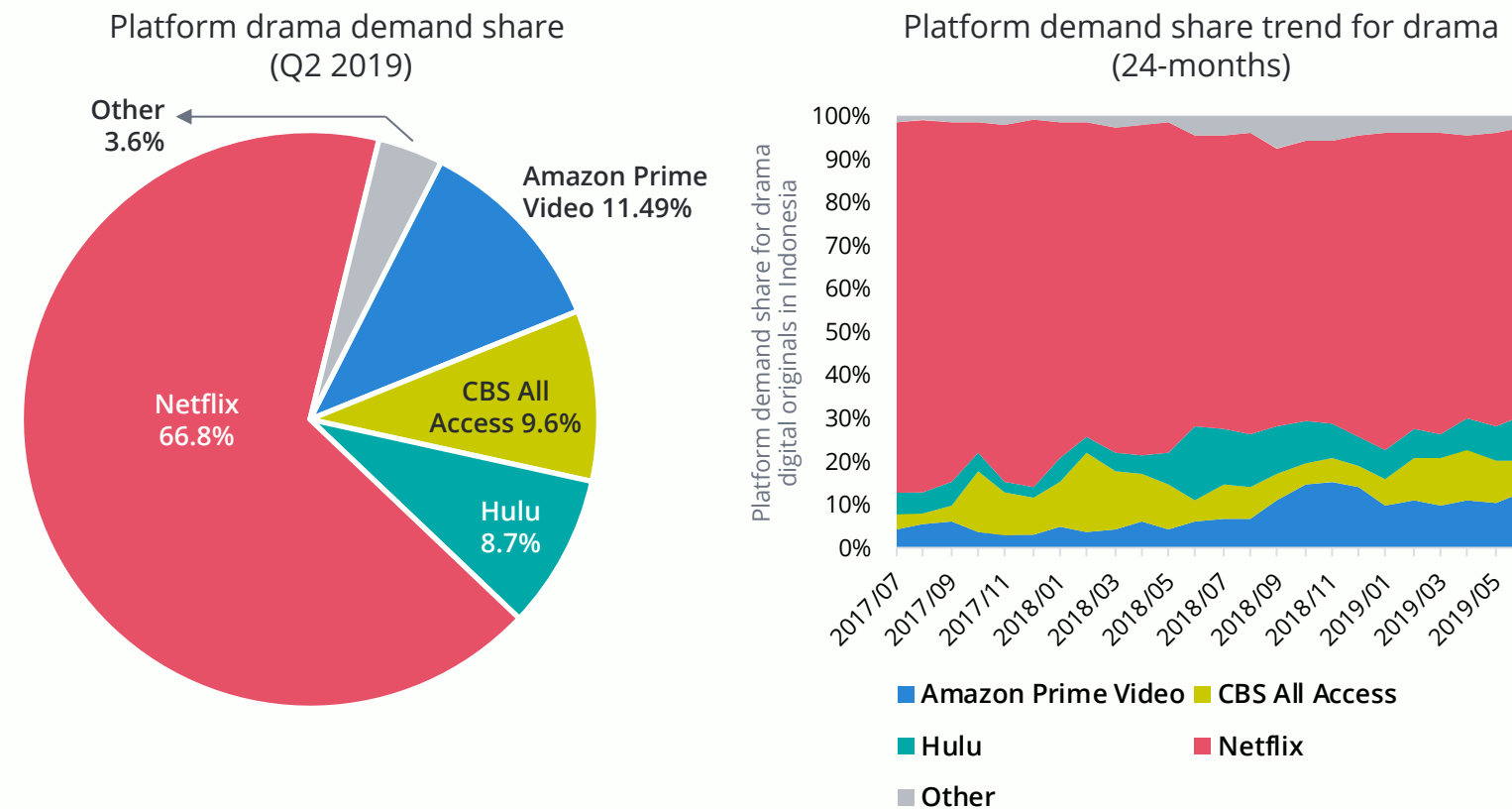


- Indonesia is the only market in this report where the most demanded digital original is Netflix's **Black Mirror**, although the show is also in top three of the other Asian markets analysed.
- Indonesia is also the only market where the second most demanded show is Amazon Prime Video's **The Grand Tour**, which demonstrates the high Indonesian demand for the motoring subgenre.
- Food-related digital originals clearly appeal to Indonesian audiences. This market has the only top 20 placement for Netflix's **The Chef Show**. Fellow Netflix food series **Street Food** also ranks highest here.

Indonesia platform demand share for drama and action/adventure digital originals

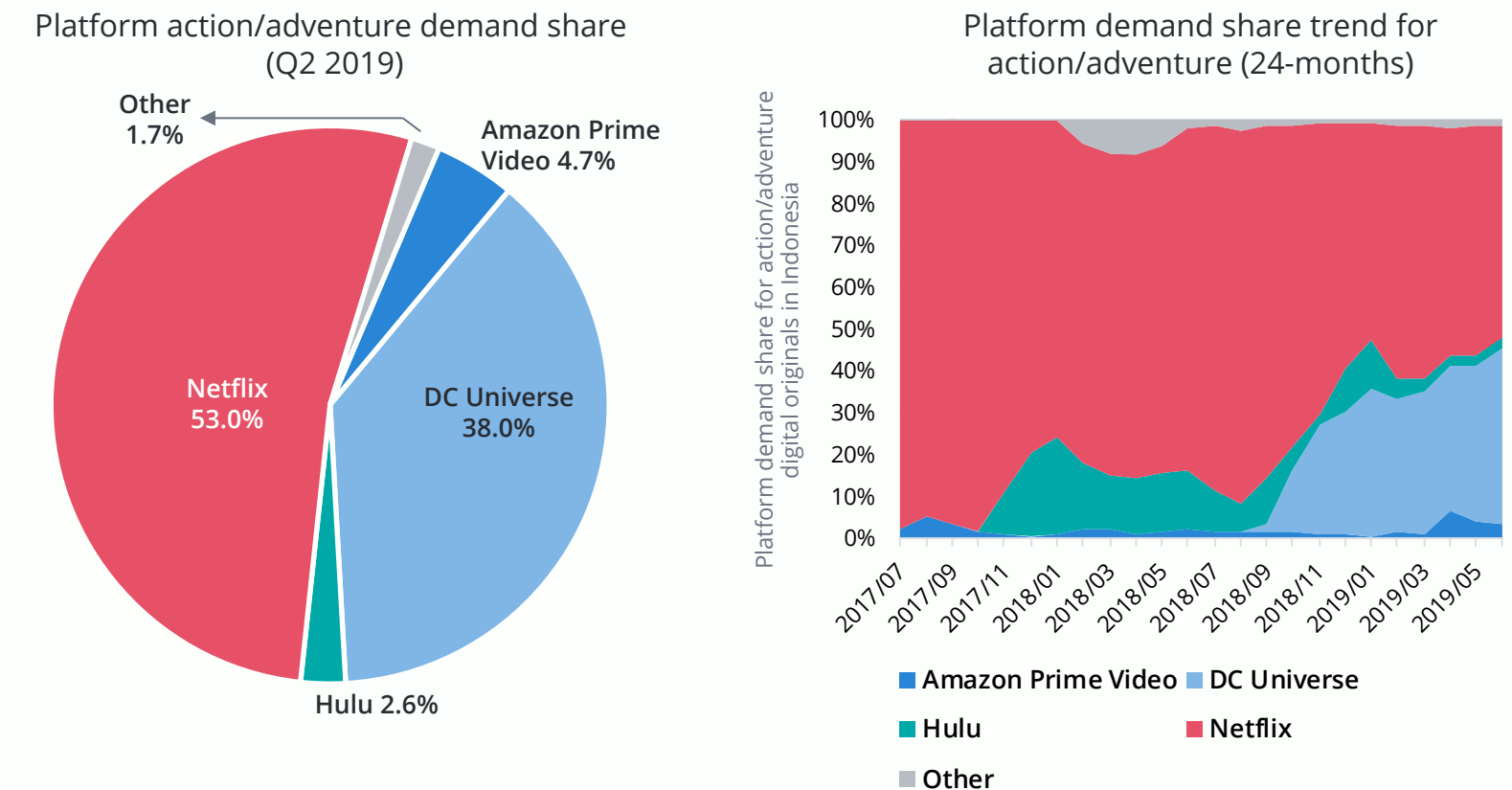
July, 2017 – June, 2019

Indonesia market demand share by original platform for drama digital originals



- Continuing the trend of the all genre dataset, Hulu drama digital originals in Indonesia have a below-average demand share compared to other markets in the report. However, other markets do have smaller Hulu shares than Indonesia.
- With 66.8%, Netflix drama originals have the largest demand share in Indonesia: Both Netflix and Amazon Prime Video originals series have above-average demand shares in 2019 Q2.
- The 24-month trend for this market shows how the share for Amazon Prime Video has increased over the last few months. If this recent trend continues, it will equal the late 2018 peak share.

Indonesia market demand share by original platform for action/adventure digital originals



- At 53.0%, the Indonesian Q2 demand share for Netflix Original series in this genre is above-average compared to other markets.
- As in drama, Indonesia is a weak market for Hulu action/adventure originals as well. With a demand share of 2.6%, only the Hulu share in the UAE is smaller.
- With a 38.0% share, DC Universe action/adventure demand in Indonesia is average compared to other markets in this report.
- Furthermore, the trend over time reveals that the demand share for DC Universe is still trending upward.

Top digital original series in Indonesia

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Black Mirror</i>	Netflix	Netflix	Drama	13.0	
2 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	11.8	
3 <i>Stranger Things</i>	Netflix	Netflix	Drama	10.0	
4 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	9.8	
5 <i>Lucifer</i>	Netflix	Netflix	Drama	9.0	
6 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Drama	7.9	
7 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	7.6	
8 <i>Titans</i>	Netflix	DC Universe	Action and Adventure	7.5	
9 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	7.5	
10 <i>Marvel's The Punisher</i>	Netflix	Netflix	Action and Adventure	7.3	
11 <i>Narcos</i>	Netflix	Netflix	Drama	6.9	
12 <i>The Twilight Zone</i>	--	CBS All Access	Horror	6.6	
13 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	6.4	
14 <i>Chilling Adventures Of Sabrina</i>	Netflix	Netflix	Horror	6.2	
15 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	5.9	
16 <i>The Handmaid's Tale</i>	HBO Asia	Hulu	Drama	5.5	
17 <i>The Good Fight</i>	Amazon Prime Video	CBS All Access	Drama	5.1	
18 <i>Bosch</i>	Amazon Prime Video	Amazon Prime Video	Drama	5.0	
19 <i>Love Death And Robots</i>	Netflix	Netflix	Drama	4.1	
20 <i>The Chef Show</i>	Netflix	Netflix	Documentary	3.9	

A selection of 5 additional digital original series of interest:

27 <i>House Of Cards</i>	Netflix	Netflix	Drama	3.7	
29 <i>Cobra Kai</i>	--	YouTube Premium	Comedy	3.5	
30 <i>The Man In The High Castle</i>	Amazon Prime Video	Amazon Prime Video	Drama	2.7	
41 <i>Street Food</i>	Netflix	Netflix	Drama	2.5	
49 <i>Tom Clancy's Jack Ryan</i>	Amazon Prime Video	Amazon Prime Video	Drama	2.4	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Genre, subgenre, platform demand share and digital original trends

Taiwan

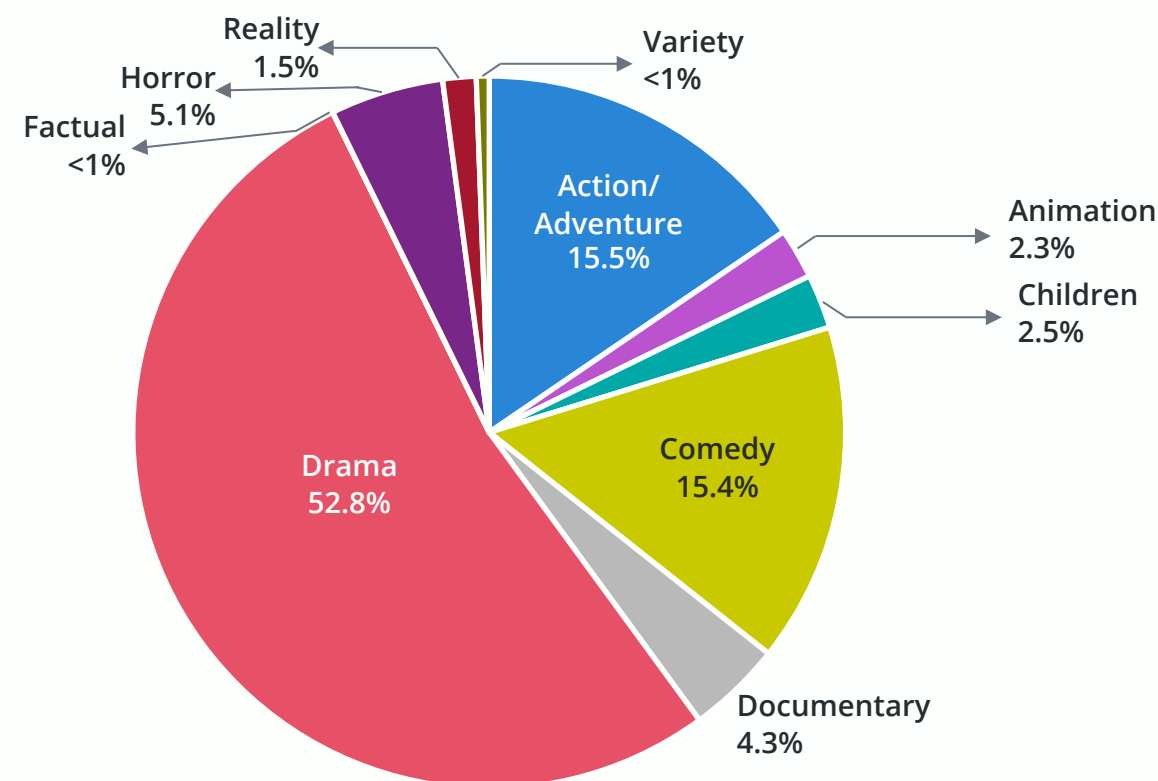
Learn which genres and subgenres of digital originals are most demanded by Taiwanese audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

Taiwan digital original genre and subgenre preferences

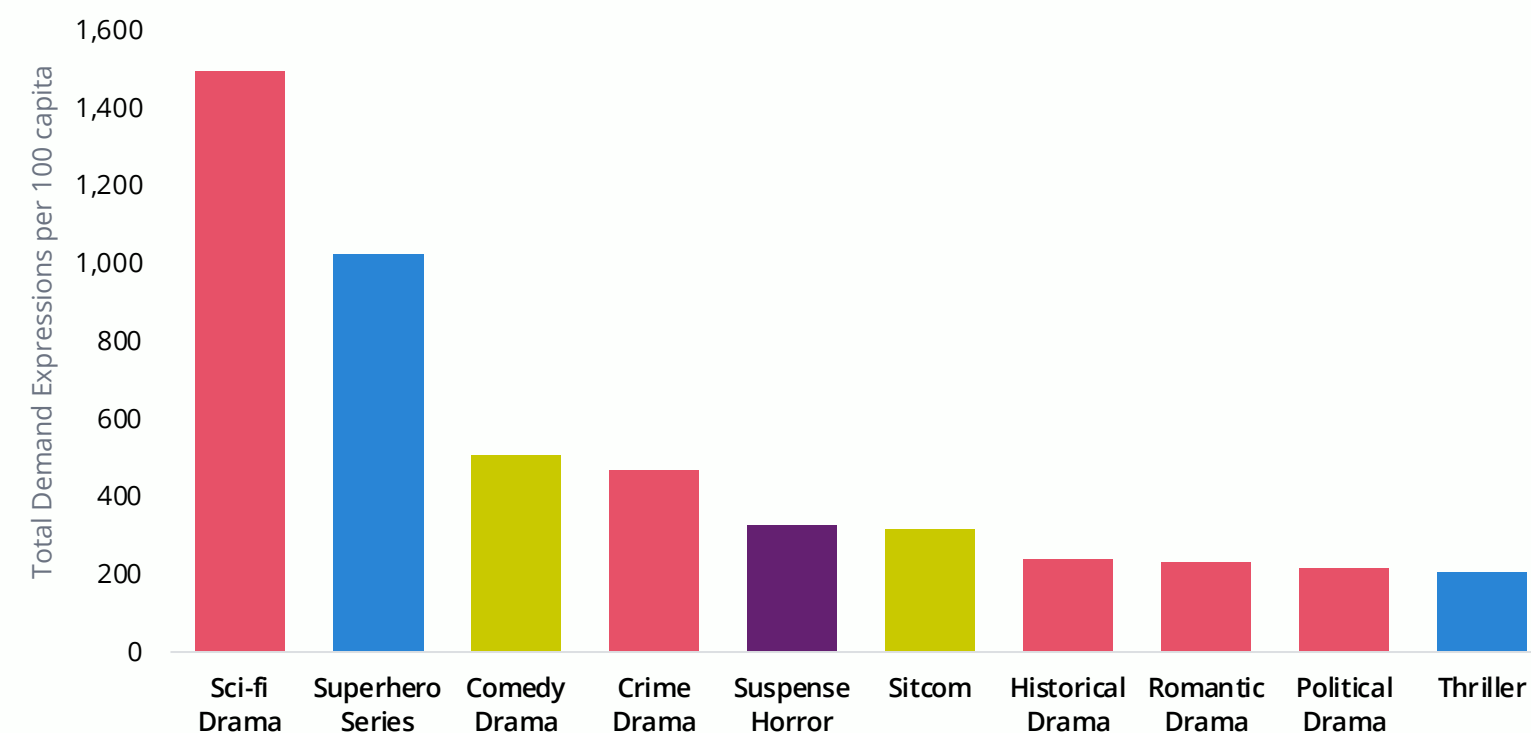
April – June, 2019

Taiwan digital original series genre demand share (Q2 2019)



- Taiwan has the highest demand share of all markets in this report for documentary digital originals. 4.3% of the demand for original series in this market is for this genre.
- Taiwanese audiences have lower than average demand for digital original variety shows, with a demand share of only 0.6%.
- With 5.1% share of demand for the horror genre, audiences in Taiwan do not enjoy this genre as much as other markets in this report.

The 10 most in-demand subgenres for digital originals in Taiwan (Q2 2019)



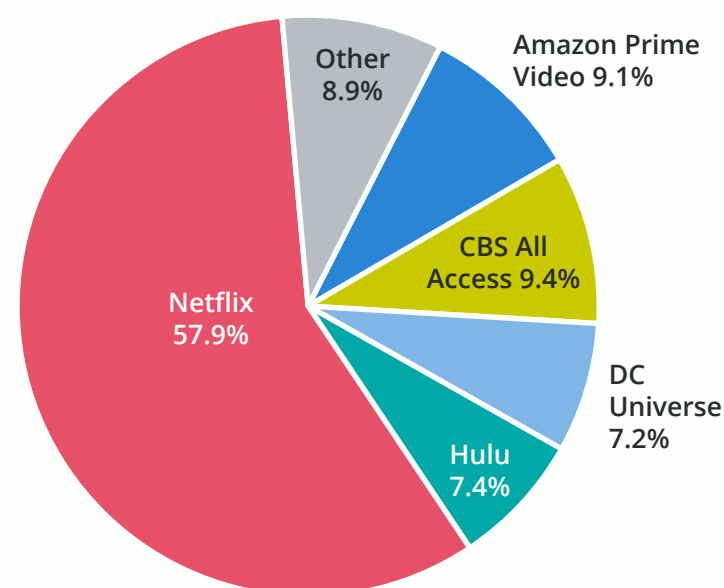
- Of the ten most in-demand subgenres in Taiwan, half are in the drama genre. Sci-fi drama is by far the biggest of the drama subgenres, as well as the biggest overall subgenre.
- The superhero series subgenre has more than double the demand of the third largest subgenre, comedy drama.
- This is the only market where romantic drama is one of the 10 most demanded subgenres.

Taiwan platform demand share and digital originals demand distribution

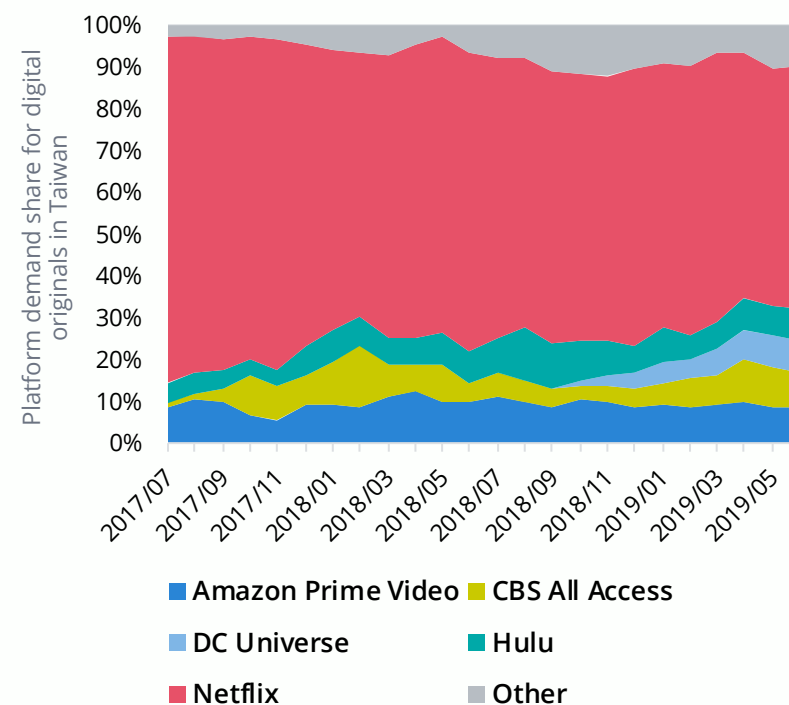
July, 2017 – June, 2019

Taiwan market demand share by original platform for all digital originals

Platform demand share (Q2 2019)



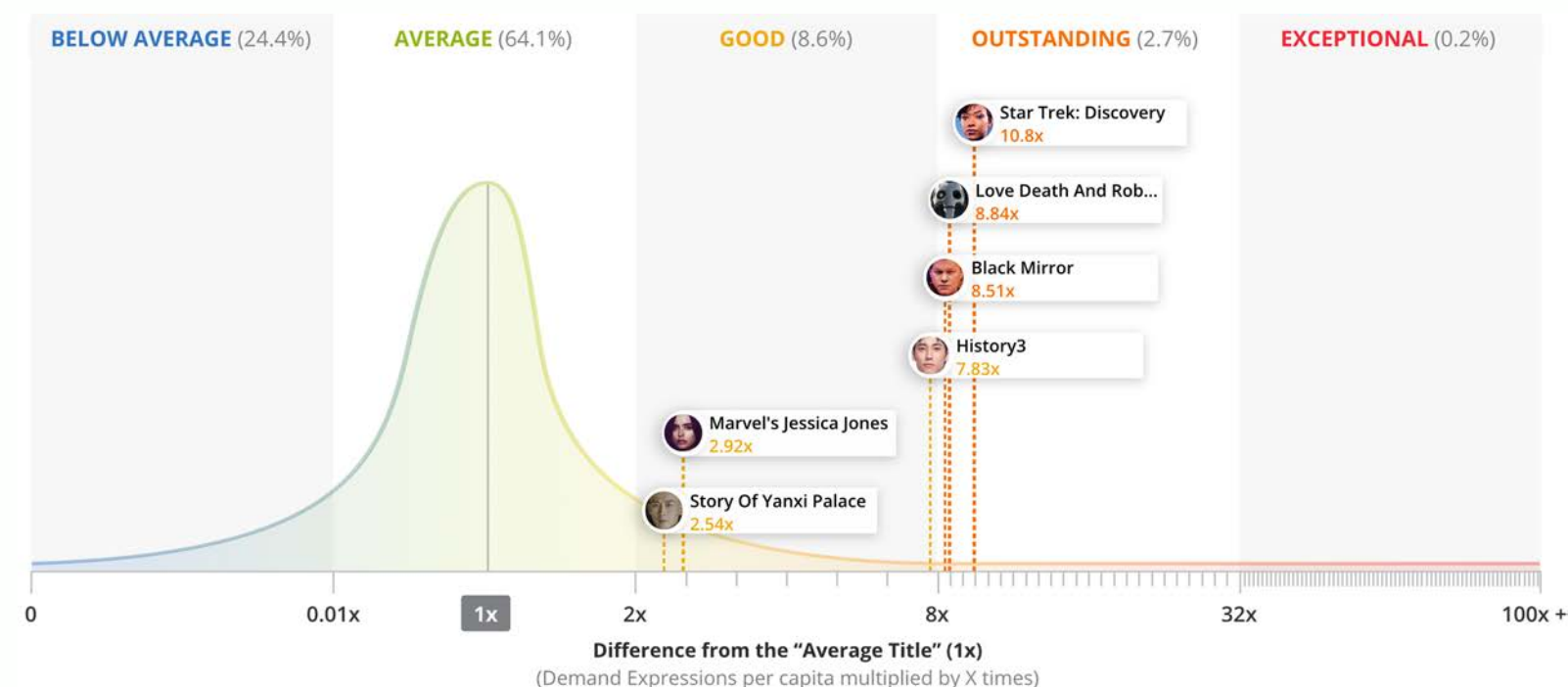
Platform demand share trend (24-months)



- With a share of 9.4%, Taiwan has the largest demand share for digital originals from CBS All Access in this report.
- The demand share for originals from DC Universe is also much higher than average in this market with a share of 7.2%. Only Indonesia has a larger share for DC Universe Originals.
- The strong demand for these two services result in a lower than average demand share for Netflix Originals in Taiwan. However, with a share of 57.9% Netflix Originals still have the largest share of audience attention within Taiwan.
- The share over time chart shows that after losing share to other services at the start of the year, Netflix has recovered share over Q2.

Demand distribution of a selection of top digital originals in Taiwan

Show position in Demand Distribution (Q2 2019)

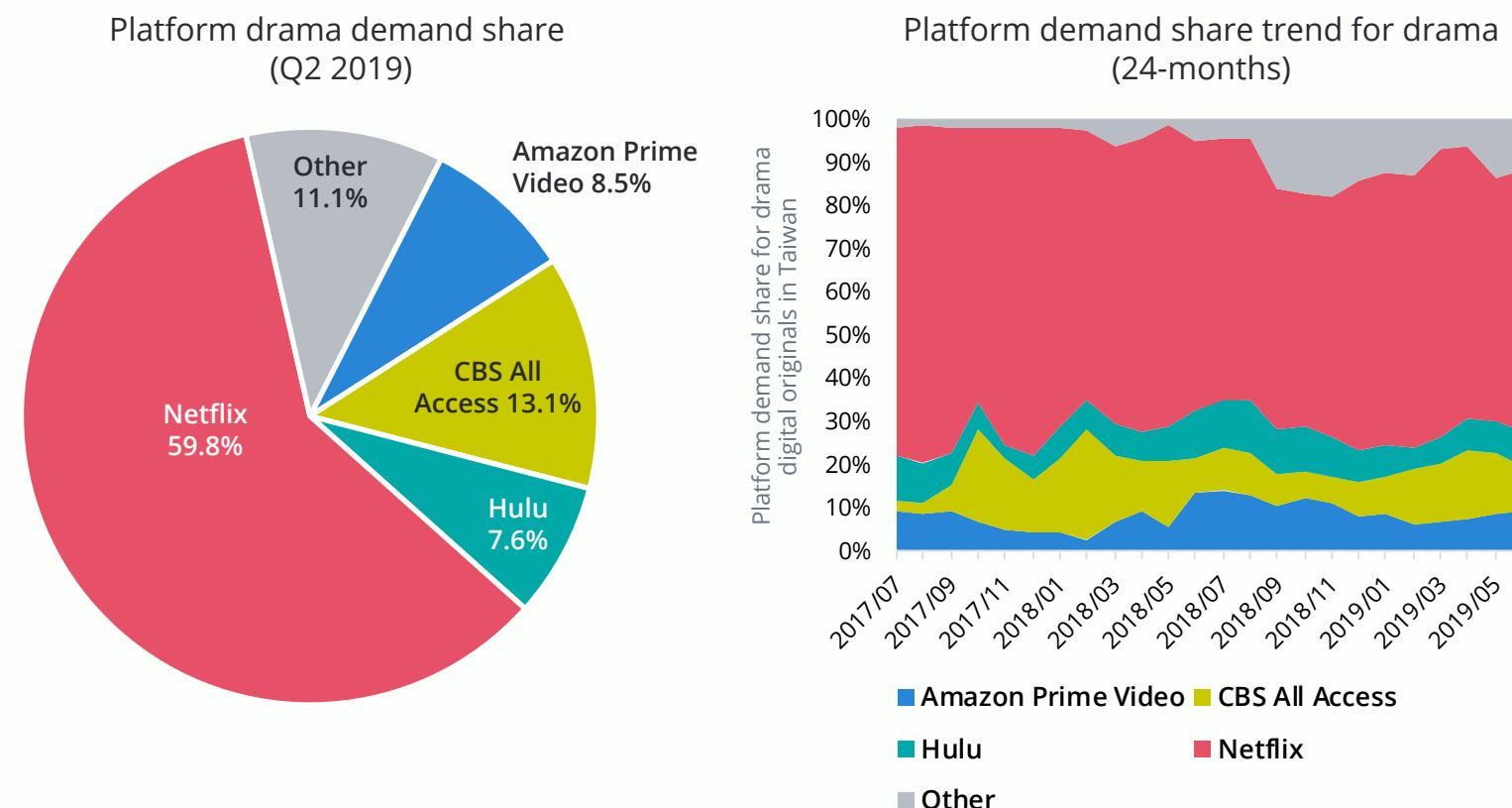


- Taiwan is the only market in this report where CBS All Access' **Star Trek: Discovery** is the most in-demand digital original in 2019 Q2. This matches the higher than average Taiwanese demand for CBS All Access and the sci-fi subgenre.
- Taiwanese original **HIStory3** from LineTV is the fourth most demanded series by Taiwanese audiences this quarter. Episodes of the crime drama were released three times a week between April and June 2019.
- Netflix's **Love, Death And Robots** found a strong audience in Taiwan. As the second most demanded original, this is 2019 Q2's best market for the show.
- 2018's Chinese blockbuster hit **Story Of Yanxi Palace** from iQiyi still has high demand in Taiwan.

Taiwan platform demand share for drama and action/adventure digital originals

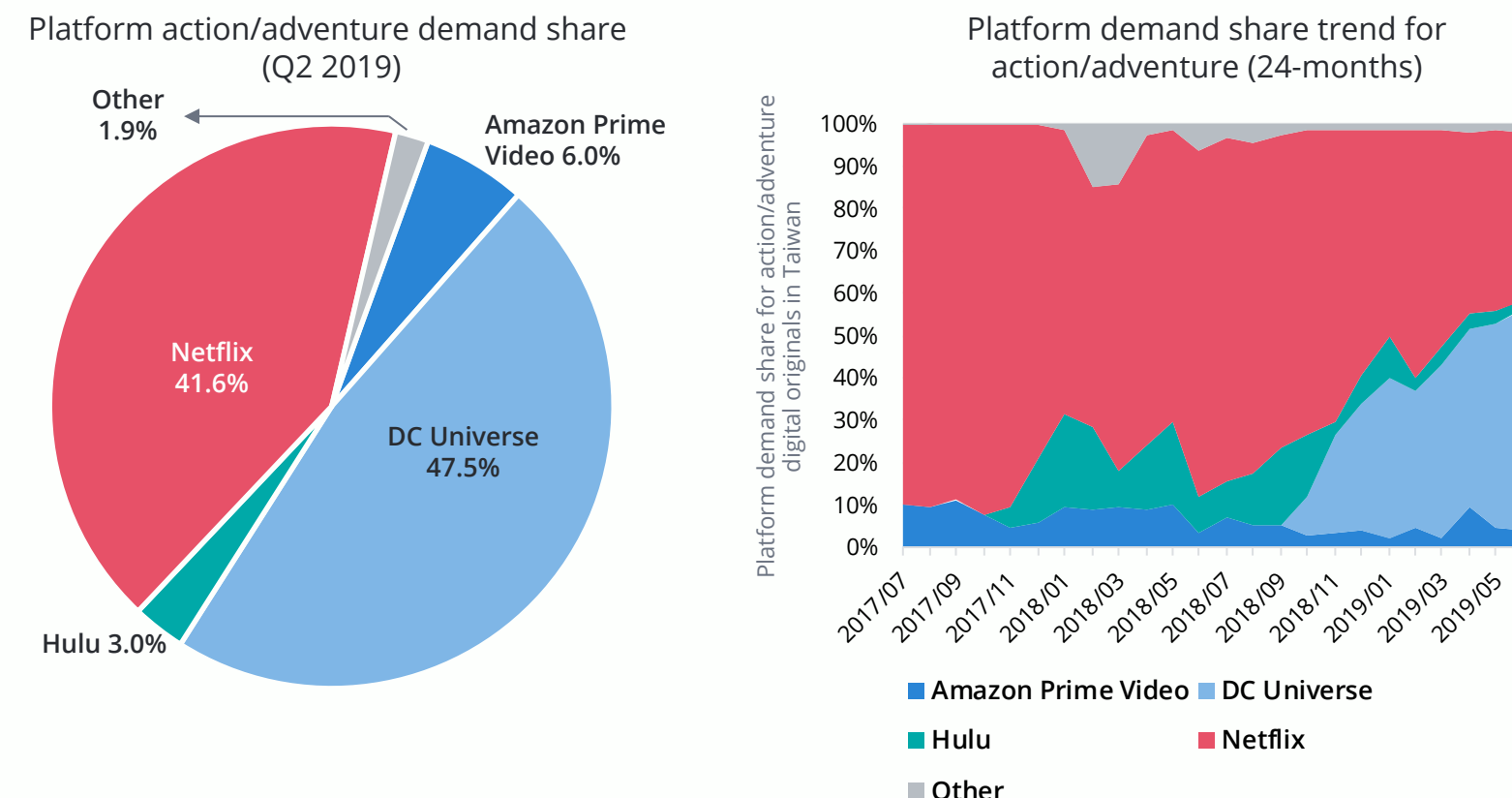
July, 2017 – June, 2019

Taiwan market demand share by original platform for drama digital originals



- As for the all genre charts, the Taiwan demand share for CBS All Access drama digital originals is also highest of all the markets covered. The CBS All Access share is 13.1%.
- Conversely, with 7.6% share of drama digital originals, Hulu has the smallest share in Taiwan out of the markets. As Hulu's share across all genres is slightly above average, this indicates Hulu's original dramas are less appealing to Taiwanese audiences than other markets.
- The graph of demand over time shows that although small in this market, Hulu's drama demand share has been consistent recently. In contrast, although large in this market CBS All Access has lost share to both Netflix and Amazon Prime Video during Q2.

Taiwan market demand share by original platform for action/adventure digital originals



- With 47.5%, Taiwan is the market in this report with the largest DC Universe action/adventure demand share for 2019 Q2.
- This leaves little room for action/adventure originals from other platforms. Netflix, Amazon Prime Video and Hulu all have below-average demand shares compared to the other markets.
- The 24-month demand share trend graph shows how with only a few exceptions, the DC Universe share in Taiwan has grown each month.

Top digital original series in Taiwan

April – June, 2019

The top 20 most in-demand digital original series:

Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q2 2019	
1 <i>Star Trek: Discovery</i>	Netflix	CBS All Access	Drama	10.8	
2 <i>Love Death And Robots</i>	Netflix	Netflix	Drama	8.8	
3 <i>Black Mirror</i>	Netflix	Netflix	Drama	8.5	
4 <i>History3</i>	LINE TV	LINE TV	Drama	8.0	
5 <i>Stranger Things</i>	Netflix	Netflix	Drama	7.7	
6 <i>Doom Patrol</i>	--	DC Universe	Action and Adventure	6.1	
7 <i>The Twilight Zone</i>	--	CBS All Access	Horror	5.9	
8 <i>Young Justice</i>	Cartoon Network Asia	DC Universe	Action and Adventure	5.4	
9 <i>Lucifer</i>	Netflix	Netflix	Drama	5.4	
10 <i>Marvel's The Punisher</i>	Netflix	Netflix	Action and Adventure	5.2	
11 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	4.3	
12 <i>The Good Fight</i>	FOX+	CBS All Access	Drama	4.2	
13 <i>Titans</i>	Netflix	DC Universe	Action and Adventure	3.9	
14 <i>Narcos</i>	Netflix	Netflix	Drama	3.7	
15 <i>House Of Cards</i>	Netflix	Netflix	Drama	3.5	
16 <i>The Handmaid's Tale</i>	HBO Asia	Hulu	Drama	3.4	
17 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	3.2	
18 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	3.0	
19 <i>Marvel's Jessica Jones</i>	Netflix	Netflix	Action and Adventure	2.9	
20 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	2.9	

A selection of 5 additional digital original series of interest:

27 <i>Sense8</i>	Netflix	Netflix	Drama	2.7	
29 <i>Story Of Yanxi Palace</i>	iQiyi	iQiyi	Drama	2.5	
30 <i>Chef's Table</i>	Netflix	Netflix	Documentary	2.0	
41 <i>Our Planet</i>	Netflix	Netflix	Documentary	1.9	
49 <i>Love</i>	Netflix	Netflix	Comedy	1.8	

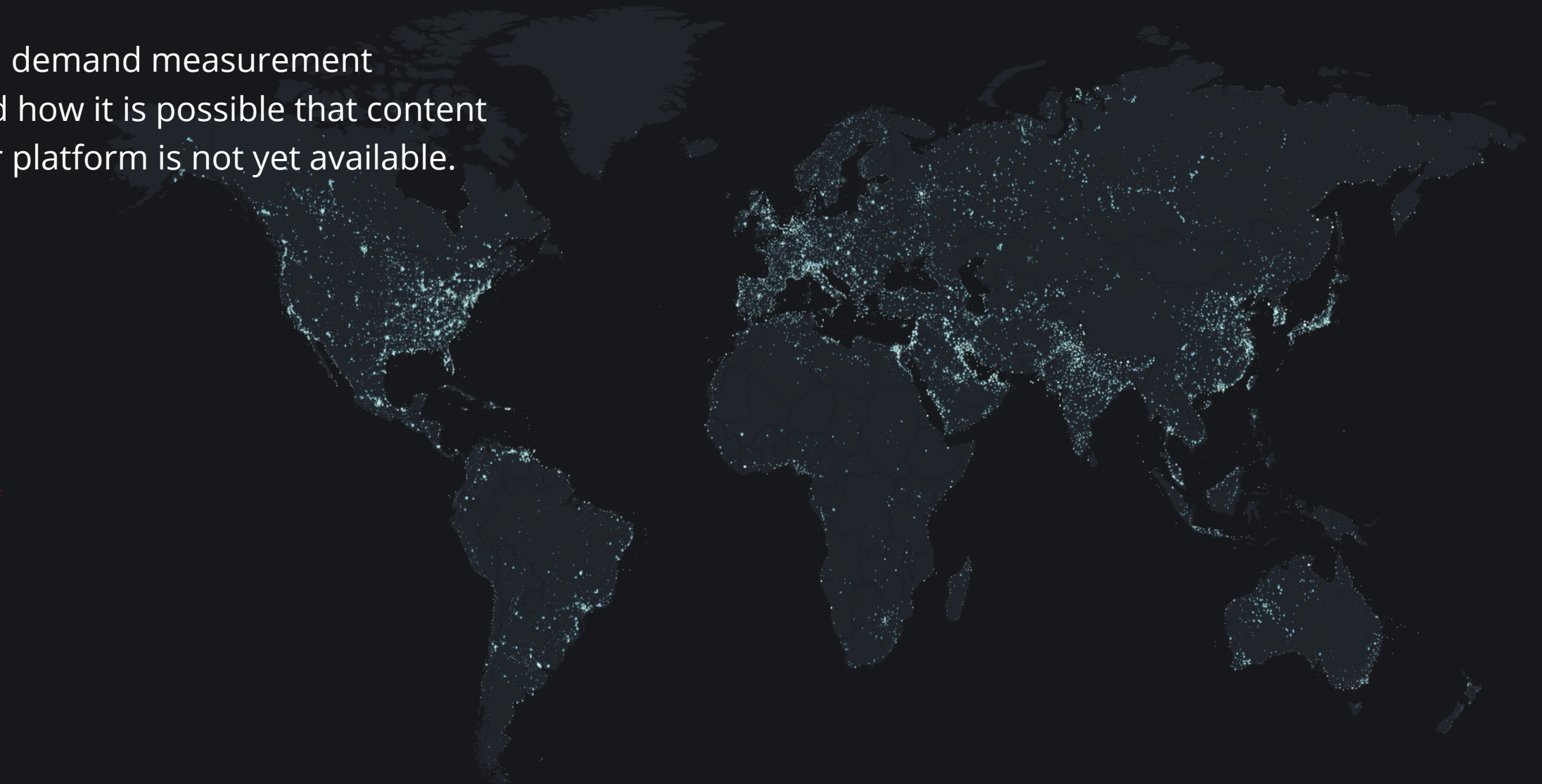
* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

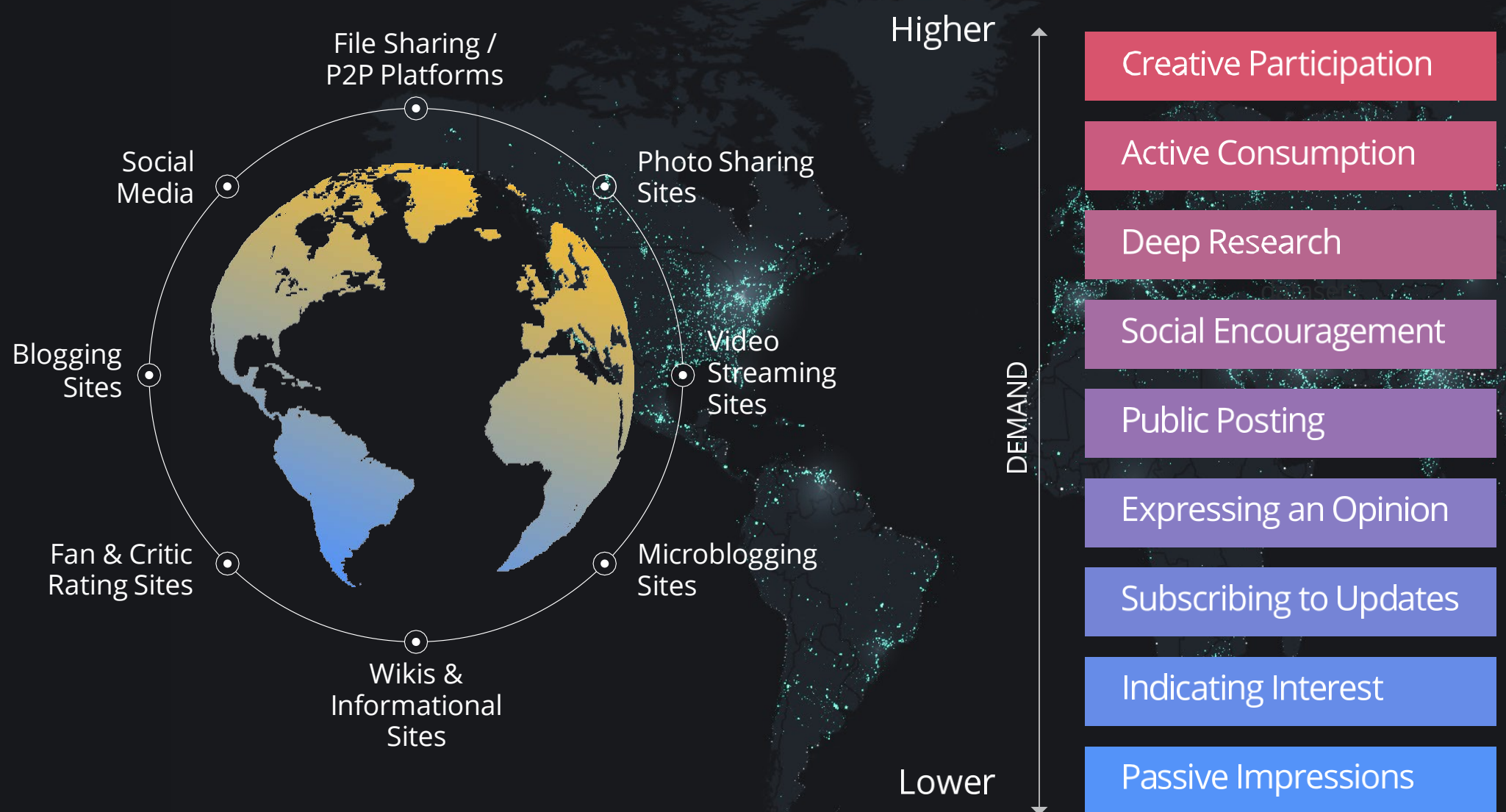
Appendix

The global demand measurement standard

Gain an understanding of Parrot Analytics' global demand measurement capabilities, how we define a "digital original" and how it is possible that content can generate demand in markets where a title or platform is not yet available.



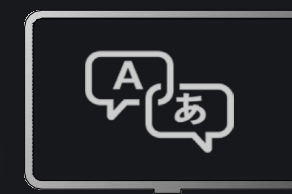
The standard for global content demand measurement



GLOBAL DEMAND FOR CONTENT



Across platforms



In all languages



In all markets

We capture the world's largest audience behavior datasets

We clean, enrich, combine and analyze the data

We provide TV's only global content demand measurement system

Definition of “Digital Original” series

We define a “digital original series” as a multi-episode series where the most recent season was produced or first made available on a streaming platform. Once we define a title as a digital original, we regard the original streaming platform to be the same in all markets. For example, ***The Handmaid’s Tale*** is considered a Hulu digital original, in all markets, even if Hulu is not currently available in a given territory.

Where a streaming platform has ordered a new season following a cancellation (e.g. ***Lucifer*** from Fox), we regard the series to be a network original until the new season is launched by the streaming platform; at that point we regard the series to be a “digital original”.

We therefore include, for example, ***Black Mirror*** in our definition of a digital original series. Originally on UK’s Channel 4 for the first two seasons, Netflix has since acquired the rights and commissioned seasons 3 and 4.

We include developed, acquired and co-licensed originals

Furthermore, we include in our definition all developed originals (titles that were developed, produced and released by the SVOD service that airs them, e.g. ***Stranger Things***) as well as acquired originals (titles developed and produced by a third-party studio, but where the streaming platform has acquired exclusive rights to air the series, e.g. ***The Crown***).

We think it is also fair to treat co-produced and co-licensed titles such as ***The End of the F*** World*** and ***Frontier*** as digital originals.

With the proliferation of new streaming platforms, sometimes a different platform is considered the original streaming network. Consider for example what the original network for ***Star Trek: Discovery*** should be? In our definition we take this to be CBS All Access, despite Netflix owning the exclusive rights to the series in most non-US markets. ***Star Trek: Discovery*** is therefore a digital original and we take CBS All Access to be the original (streaming) platform, not Netflix, in all markets.

We exclude licensed originals and licensed series

We exclude from our definition any licensed originals such as AMC’s ***Better Call Saul*** and NBC’s ***The Good Place***. And, finally, we also exclude all licensed series such as ***The Office*** and ***Friends*** from our definition.

For more information, please refer to our helpdesk article, available [here](#).



Methodology for demand attribution to the original platform

You might be wondering how it is possible that content can generate demand in markets where a title or platform is not yet available.

The short answer is that audiences express demand for TV series irrespective of commercially negotiated rights.

News about new TV shows travels quickly, and often audiences the world over are eagerly anticipating the launch of a new series in their country. Our full-year 2017 Global TV Demand Report highlighted just how important social media is, for example, in the discovery of new TV shows: Within seconds a consumer in the UK can be notified of a new TV show to watch by their friends in the U.S. - even if it is a “stealth release”.

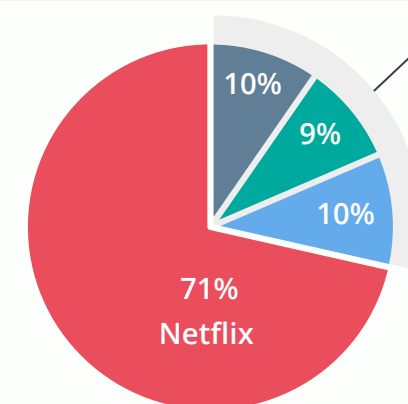
Because our global demand measurement system incorporates multiple country-specific content demand signals, we are able to gauge popularity for TV content long before a series, or platform, is officially released in its home market, or any other market.

In this example from 2017, Hulu is currently not available in the United Kingdom, yet it managed to attract 9% of the total digital originals UK demand share. How is this possible?

The answer is that Parrot Analytics quantifies the level of demand in any country for a show long before the rights have been agreed for a territory; we then attribute this local market demand to the original network/platform in that market (even if the platform has not yet launched in that market).

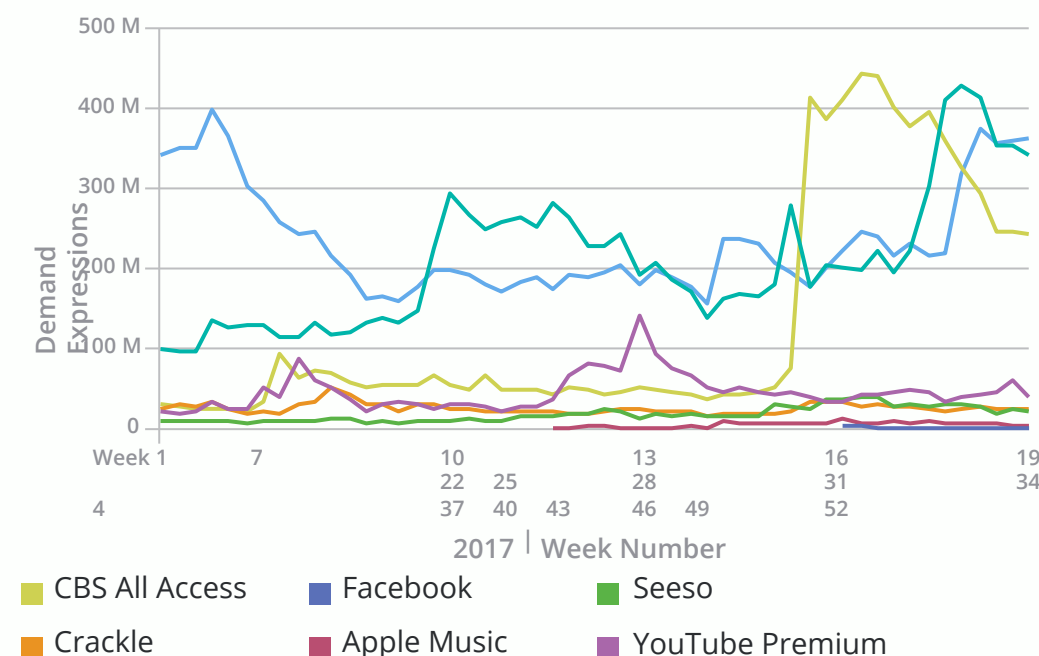
For more information please refer to our helpdesk article available [here](#).

Total share of demand for platforms in 2017



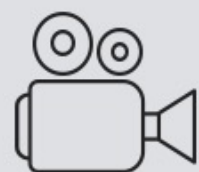
Other Platforms
(CBS All Access, Crackle, Facebook, Apple Music, Seeso, Youtube Red)

Total platform demand in 2017 (ex. Netflix)



Driving content decisions across the industry

What to make?



Investors

Producers

What to license?



OTT Platforms

Talent Agencies

Where to sell it?



Distributors

Brands

How to monetize it?



Networks

Consumer
Discovery

How to promote it?



Advertisers

Unlocking the magic of content



○ SOCIAL

○ GENOME

○ AFFINITY

BRAND ○ ○ TRENDS

GENRE ○ ○ TRAVELABILITY

TITLE ○

PLATFORM ○

MARKET ○

TIME ○

○ DEMAND

○ DEMOGRAPHICS

○ SENTIMENT

○ DISCOVERY

○ RECOMMENDATIONS