



# The Global Television Demand Report

Digital original series popularity, TV demand trends and global audience consumer TV research for 3rd Quarter 2018

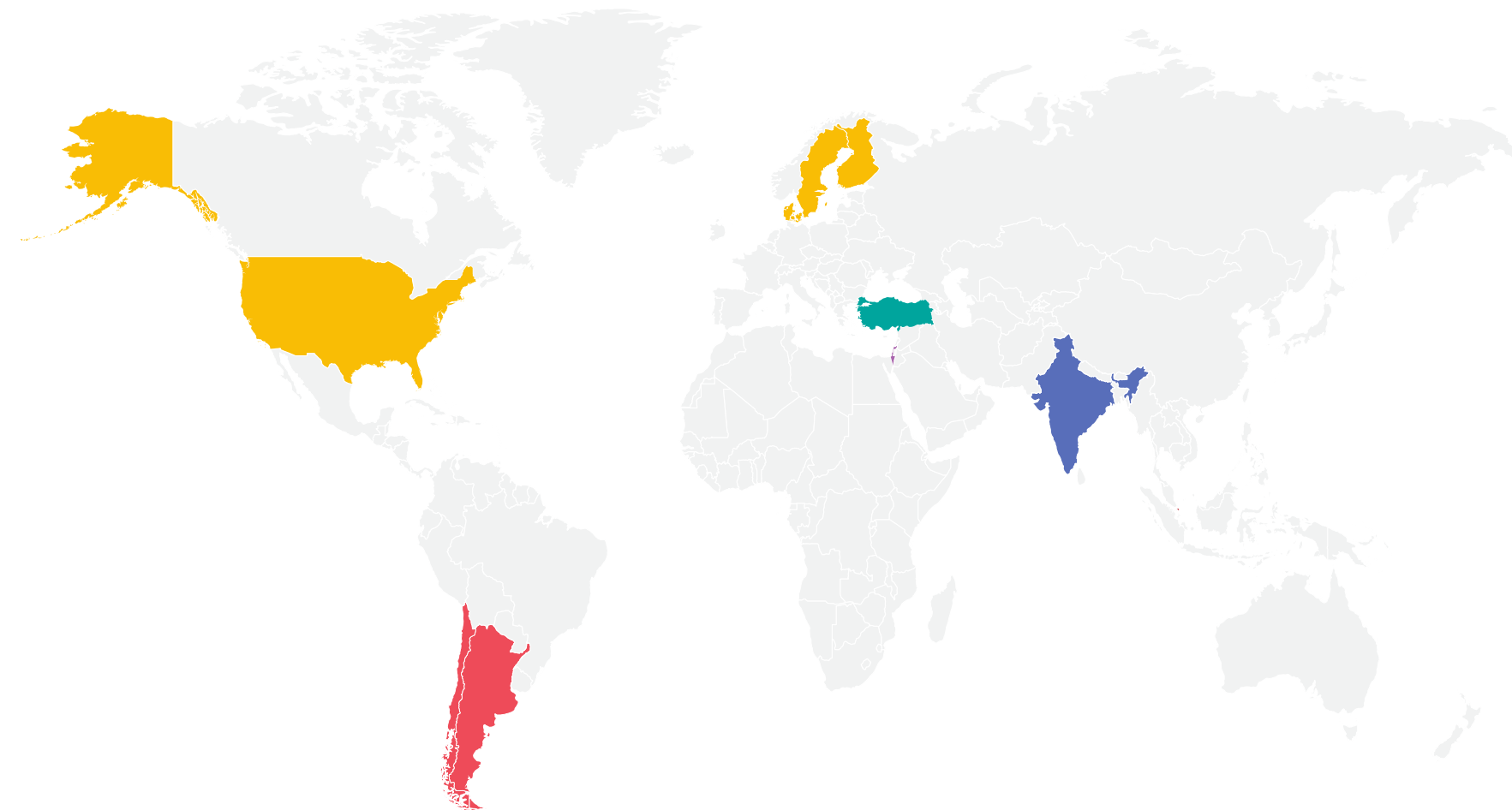
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- MARKET ○
- TIME ○
- DEMAND
- TRENDS
- DEMOGRAPHICS
- SENTIMENT
- RECOMMENDATIONS
- DISCOVERY



# Executive Summary

July – September, 2018

- ▶ Netflix's *Orange Is The New Black* is the most in-demand **digital original series** in most markets this quarter, topping the chart in four countries. *Stranger Things* topped three markets, while in India, Netflix's first Indian original series *Sacred Games* was a smash hit with double the demand of any other series.
- ▶ Hulu's *Castle Rock* was the big debut this quarter, appearing in the top series of all ten markets.
- ▶ In the four markets surveyed, we found that between 10 and 15% of the population have downloaded or streamed TV series using peer-to-peer (P2P) services. Sweden has the most regular users of P2P services, followed by the USA, Denmark and Finland.
- ▶ The number of digital originals now being produced in a variety of languages means there is now an ever-increasing diversity in the top 20 digital original charts for each market, with local titles becoming local hits.



### *Orange Is The New Black*

- ▶ *United States*
- ▶ *Denmark*
- ▶ *Finland*
- ▶ *Sweden*



### *Stranger Things*

- ▶ *Chile*
- ▶ *Argentina*
- ▶ *Singapore*



### *Black Mirror*

- ▶ *Turkey*



### *Sacred Games*

- ▶ *India*



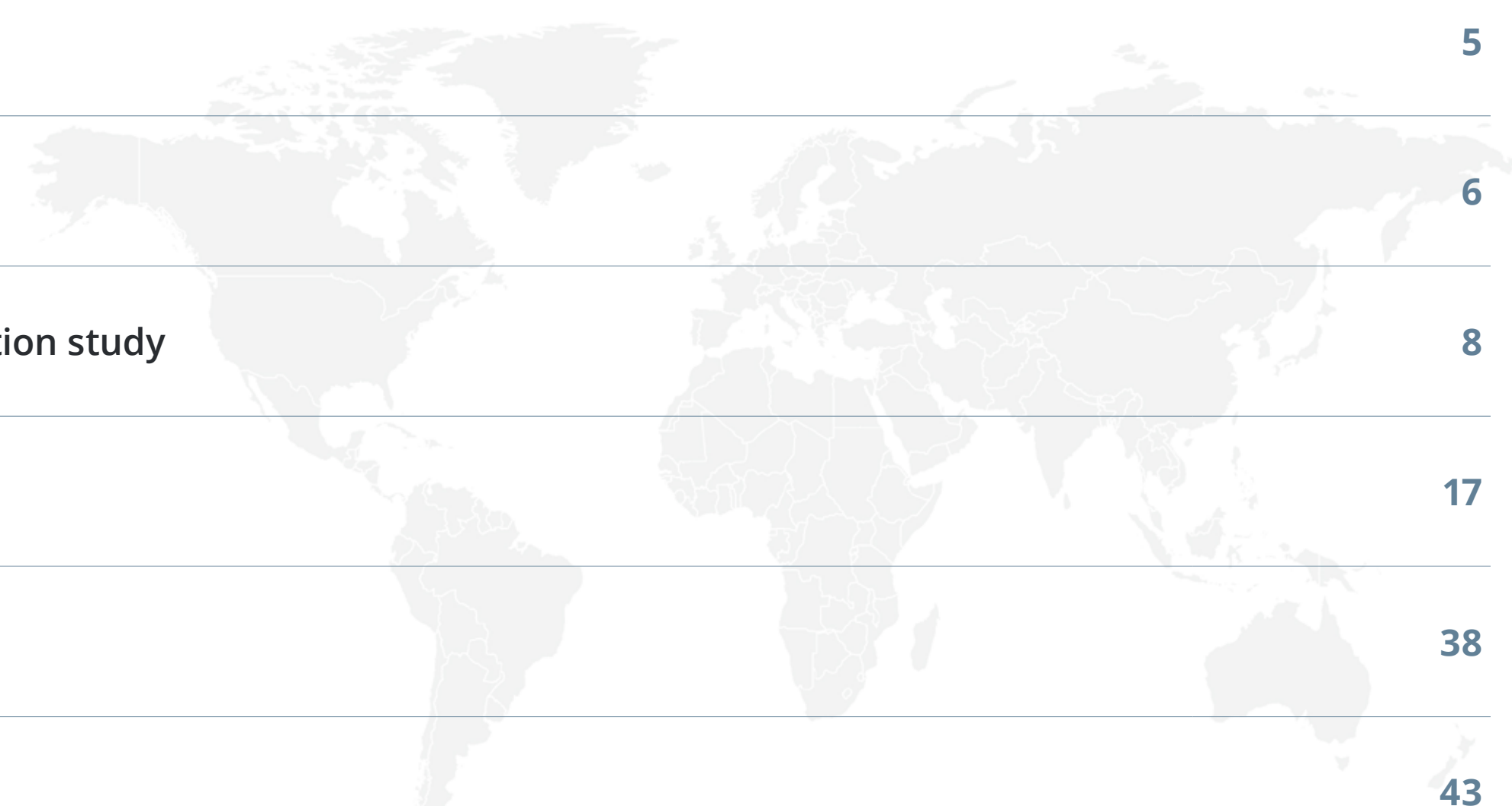
### *The Handmaid's Tale*

- ▶ *Israel*

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# Introduction

July – September, 2018

## Demand as the new paradigm

In this thirteenth edition of [Parrot Analytics' Global Television Demand Report](#), the demand for all digital original series in ten global markets was analysed over the third quarter of 2018. These digital original series are original content produced by SVOD platforms around the world, including the major services Netflix, Hulu, and Amazon, as well as smaller players such as Sony Crackle, YouTube Premium and Facebook Watch. 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 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.*



# Quarterly Events

July – September, 2018

- ▶ Digital original series broke records at both the Emmy nomination announcement and at the 70th Emmy awards held on September 18<sup>th</sup>:
  - ▶ Amazon's Netflix made history at the nominations by being the first streamer to have the most total nominations, with the service nominated 112 times.
  - ▶ On the night, Netflix tied with customary winner HBO in total awards won, with both platforms winning 23 Emmy awards.
  - ▶ Repeating its Golden Globes success, Amazon's *The Marvelous Mrs. Maisel* won five Emmy awards including Outstanding Comedy and Outstanding Lead Actress in a Comedy Series for lead Rachel Brosnahan.
  - ▶ Amazon won 8 Emmys, the majority from *The Marvelous Mrs. Maisel*.
- ▶ In July, Disney won their 71.3 billion USD bid to buy Fox. When the deal is completed, Disney will own a 60% stake in US streamer Hulu, which they have since announced they intend to expand to international markets. They will also own Fox's TV production arm, which is expected to provide content for the streaming service.
- ▶ Disney also released more details of their new streaming service (now known to be called Disney+) over the quarter, including that the service will launch with new Star Wars series.
- ▶ YouTube Premium expanded to multiple new European markets and announced the commissioning of foreign-language series, including series in German, French and Spanish.
- ▶ Facebook Watch became a global platform in August, becoming available in all markets.
- ▶ Specialist streaming service DC Universe launched in the US in September, with a catalog of superhero content.
- ▶ Chinese service iqiyi released *Story of Yanxi Palace*, which became a huge hit in markets around Asia.
- ▶ Matt Groening, creator of *The Simpsons*, returned to TV this quarter when Netflix debuted new animated comedy *Disenchantment* in August.

# New Digital Original Series Released this Quarter

July – September, 2018

<i>Title</i>	<i>Original Platform</i>	<i>Genre</i>	<i>Premiere Date</i>
<i>Ghost Blows Out the Light: Mu Ye Gui Shi</i>	iQiyi	Drama	3-July-2018
<i>Sacred Games</i>	Netflix	Drama	6-July-2018
<i>Samantha!</i>	Netflix	Comedy	6-July-2018
<i>Confetti</i>	Facebook Watch	Variety	11-July-2018
<i>The Epic Tales of Captain Underpants</i>	Netflix	Children	13-July-2018
<i>Sugar Rush</i>	Netflix	Reality	13-July-2018
<i>Comicstaan</i>	Amazon Prime Video	Reality	13-July-2018
<i>Fox News Update</i>	Facebook Watch	Factual	16-July-2018
<i>Anderson Cooper Full Circle</i>	Facebook Watch	Factual	16-July-2018
<i>Mic Dispatch</i>	Facebook Watch	Factual	17-July-2018
<i>Undivided ATTN:</i>	Facebook Watch	Factual	18-July-2018
<i>Best Shot</i>	YouTube Premium	Documentary	18-July-2018
<i>Story of Yanxi Palace</i>	iQiyi	Drama	18-July-2018
<i>Quartz News</i>	Facebook Watch	Factual	19-July-2018
<i>Amazing Interiors</i>	Netflix	Reality	20-July-2018
<i>Dark Tourist</i>	Netflix	Documentary	20-July-2018
<i>Jimmy: The True Story of a True Idiot</i>	Netflix	Comedy	20-July-2018
<i>More in Common</i>	Facebook Watch	Factual	21-July-2018
<i>Profile</i>	Facebook Watch	Factual	22-July-2018
<i>Castle Rock</i>	Hulu	Horror	25-July-2018
<i>Sideswiped</i>	YouTube Premium	Comedy	25-July-2018
<i>Sacred Lies</i>	Facebook Watch	Drama	27-July-2018
<i>Cupcake &amp; Dino: General Services</i>	Netflix	Children	27-July-2018
<i>Eat. Race. Win.</i>	Amazon Prime Video	Documentary	27-July-2018
<i>Hum - I'm Because of Us</i>	ALTBalaji	Drama	30-July-2018
<i>Turnt</i>	Facebook Watch	Drama	1-Aug-2018
<i>Switched</i>	Netflix	Drama	1-Aug-2018
<i>Marching Orders</i>	Netflix	Documentary	3-Aug-2018

# New Digital Original Series Released this Quarter

July – September, 2018

<i>Title</i>	<i>Original Platform</i>	<i>Genre</i>	<i>Premiere Date</i>
<i>All or Nothing: Manchester City</i>	<a href="#">Amazon Prime Video</a>	Documentary	17-Aug-2018
<i>An Imperfect Union</i>	<a href="#">Facebook Watch</a>	Factual	22-Aug-2018
<i>Rob Riggle's Ski Master Academy</i>	<a href="#">Sony Crackle</a>	Comedy	23-Aug-2018
<i>Follow This</i>	<a href="#">Netflix</a>	Documentary	23-Aug-2018
<i>Ghoul</i>	<a href="#">Netflix</a>	Horror	24-Aug-2018
<i>The Innocents</i>	<a href="#">Netflix</a>	Drama	24-Aug-2018
<i>Sneaker Hustle</i>	<a href="#">Facebook Watch</a>	Reality	26-Aug-2018
<i>Home</i>	<a href="#">ALTBalaji</a>	Drama	29-Aug-2018
<i>One Dollar</i>	<a href="#">CBS All Access</a>	Drama	30-Aug-2018
<i>Jack Ryan</i>	<a href="#">Amazon Prime Video</a>	Drama	31-Aug-2018
<i>Paradise PD</i>	<a href="#">Netflix</a>	Comedy	31-Aug-2018
<i>Troy the Magician</i>	<a href="#">Facebook Watch</a>	Reality	5-Sept-2018
<i>Real America with Jorge Ramos</i>	<a href="#">Facebook Watch</a>	Factual	6-Sept-2018
<i>First and Last</i>	<a href="#">Netflix</a>	Reality	7-Sept-2018
<i>Lefloid Vs The World</i>	<a href="#">YouTube Premium</a>	Documentary	12-Sept-2018
<i>Bullsprit</i>	<a href="#">YouTube Premium</a>	Comedy	12-Sept-2018
<i>Neuland</i>	<a href="#">YouTube Premium</a>	Variety	12-Sept-2018
<i>Boca Juniors Confidential</i>	<a href="#">Netflix</a>	Documentary	14-Sept-2018
<i>The First</i>	<a href="#">Hulu</a>	Drama	14-Sept-2018
<i>The Dragon Prince</i>	<a href="#">Netflix</a>	Children	14t-Sept-2018
<i>Norm Macdonald Has a Show</i>	<a href="#">Netflix</a>	Variety	14-Sept-2018
<i>Car Masters: Rust to Riches</i>	<a href="#">Netflix</a>	Reality	14-Sept-2018
<i>Forever</i>	<a href="#">Amazon Prime Video</a>	Comedy	14-Sept-2018
<i>I Am More: OBJ</i>	<a href="#">Facebook Watch</a>	Documentary	14-Sept-2018
<i>DC Daily</i>	<a href="#">DC Universe</a>	Factual	15-Sept-2018
<i>Human Kind Of</i>	<a href="#">Facebook Watch</a>	Comedy	16-Sept-2018
<i>Sorry for Your Loss</i>	<a href="#">Facebook Watch</a>	Drama	18-Sept-2018
<i>Chasing Corruption</i>	<a href="#">Facebook Watch</a>	Factual	18-Sept-2018

# Consumer TV Series Streaming/ Downloading Consumption Study

In this first section we explore how widespread and prevalent TV series consumption is via streaming/downloading (P2P) in selected markets. We have compiled this information from a multi-language survey carried out by Parrot Analytics involving 2,000 study participants in 4 global markets.

Note: Unlike the next section, data in this section is based on audience panel data.

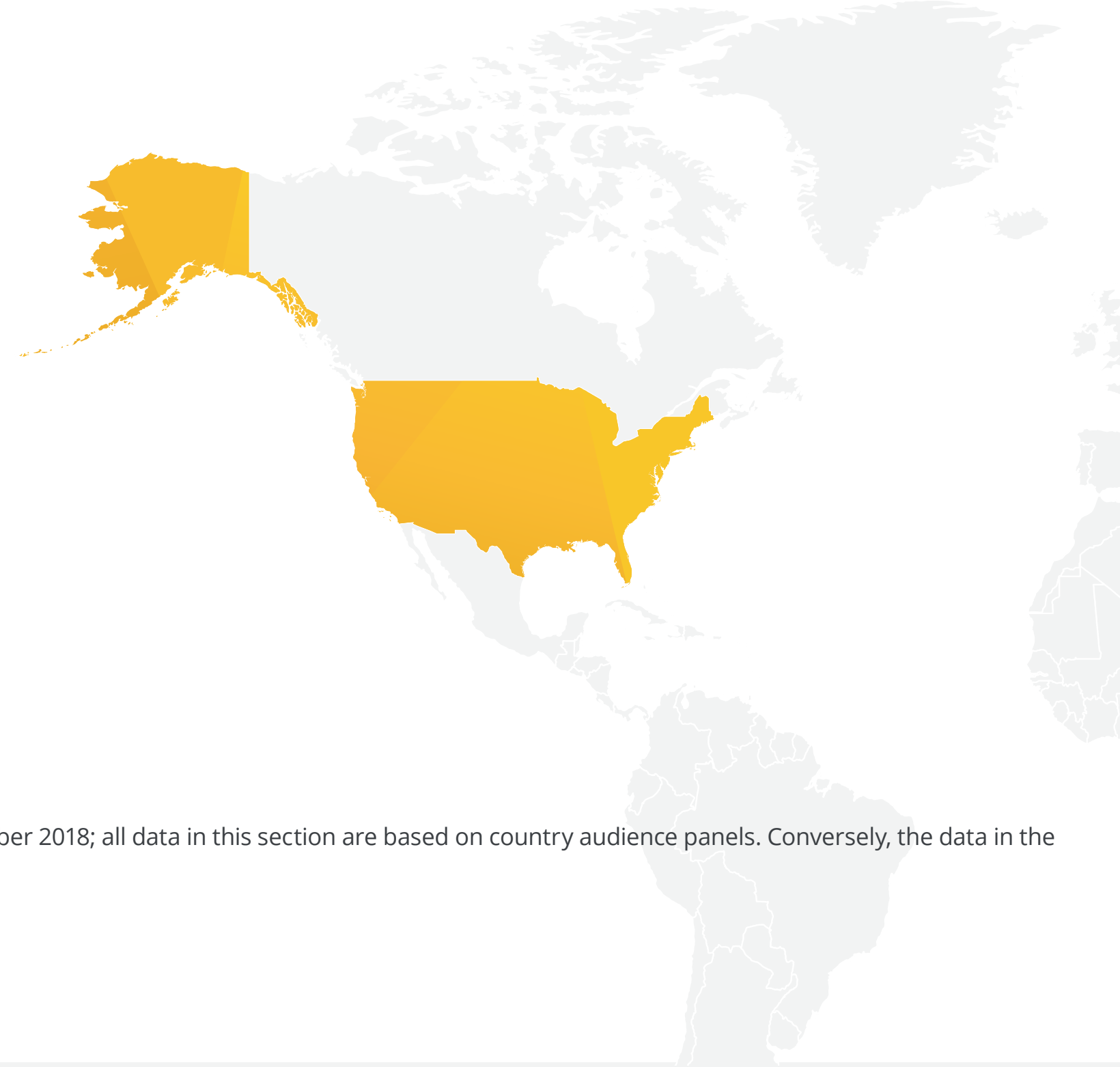


# Parrot Analytics Global TV Series Consumption Study

September, 2018

## United States

A study of how audiences are consuming TV series using downloading/streaming (P2P) and how this behaviour varies by age and gender in the United States.

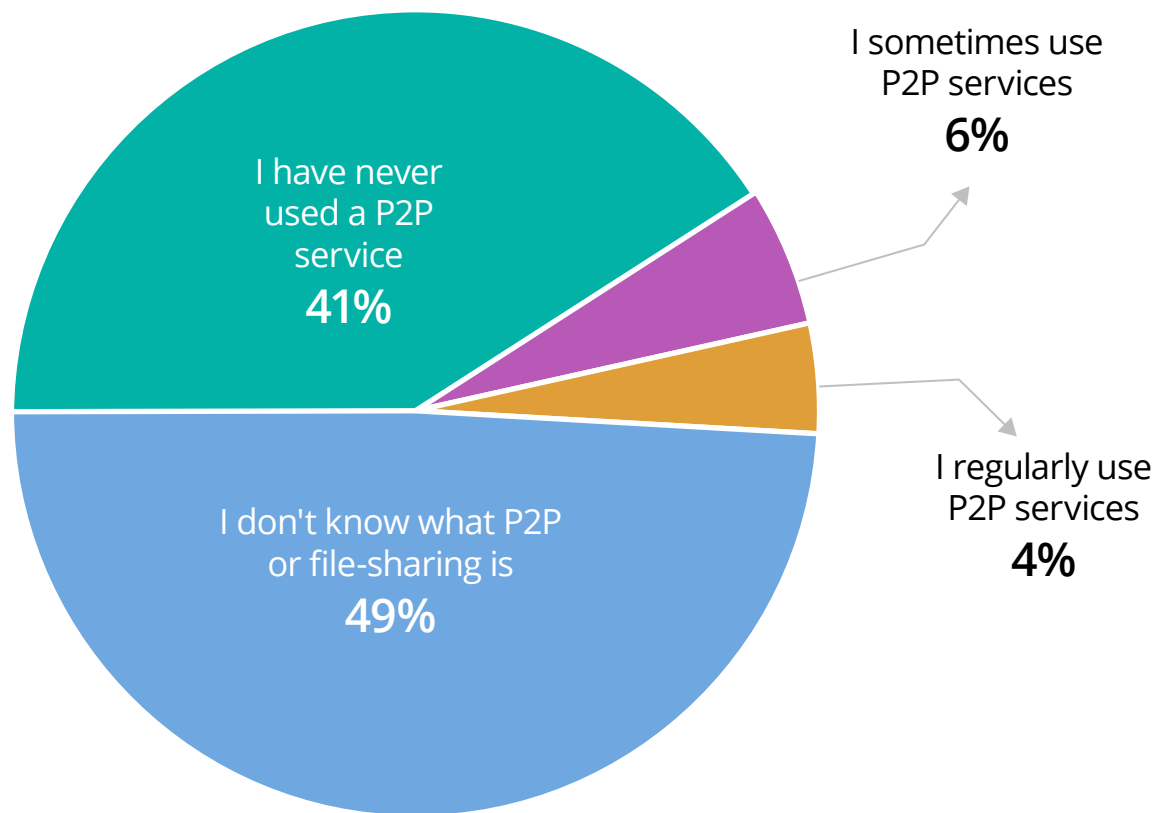


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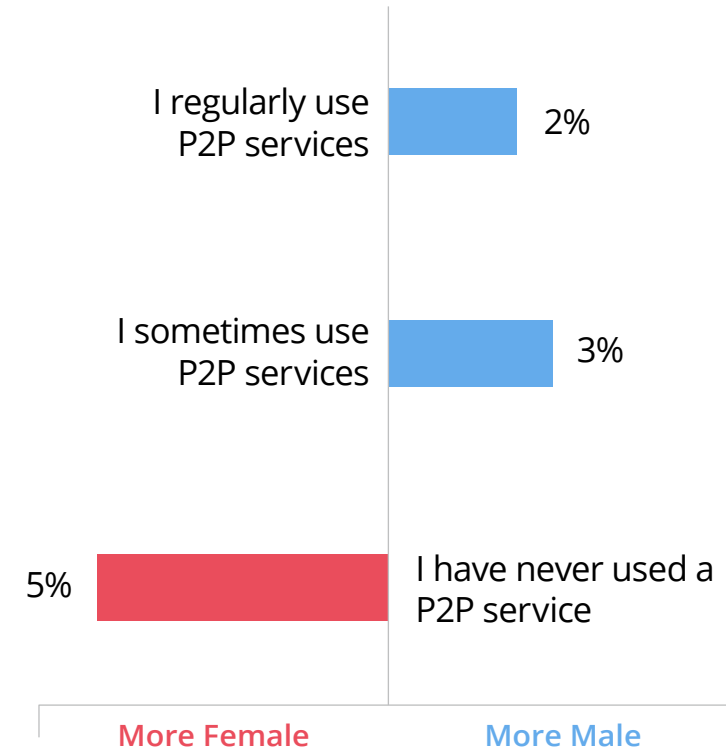
# The prevalence of using downloads/streaming for TV content in the United States

September, 2018

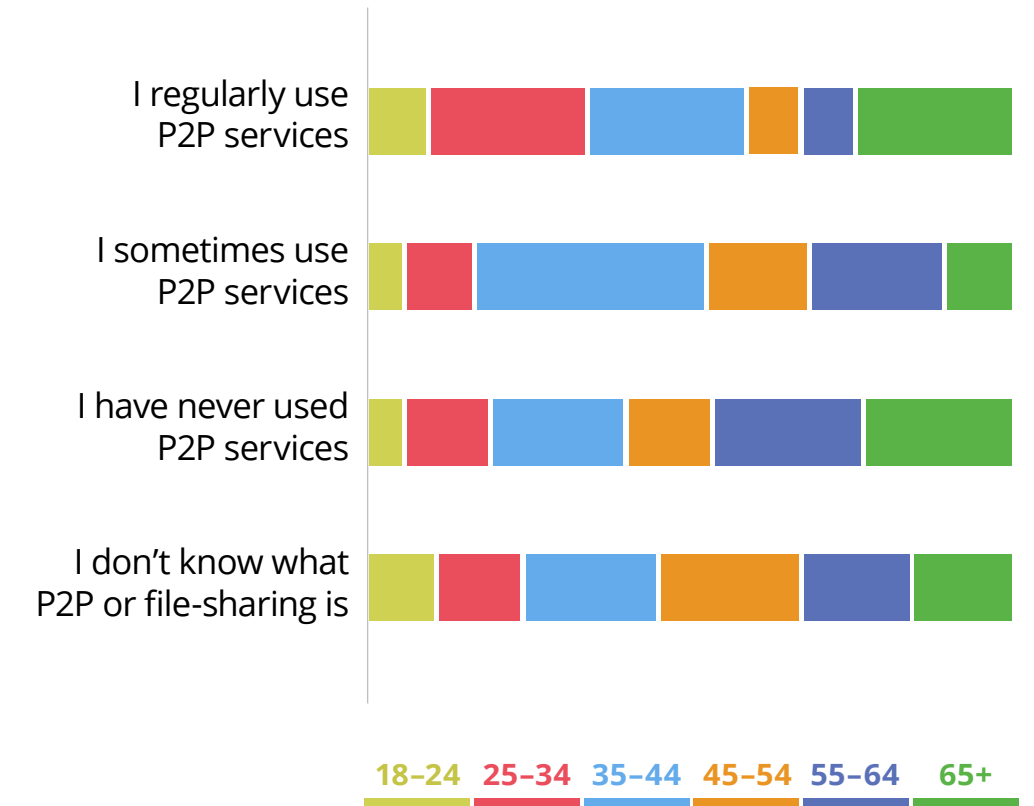
Attitudes towards P2P downloads/streaming in the United States



Attitude differences by gender



Attitude differences by age



- ▶ In the United States, almost half of all respondents said they did not know what P2P or filesharing meant.
- ▶ Of those that were aware of P2P, the majority stated that they had never used such a service to download TV content.

- ▶ 10% of respondents answered that they have used P2P services to acquire TV content, with 4% saying that they were regular users.
- ▶ US males are 5% more likely to use P2P services than females. Those aged under 35 were more likely to say they were regular users.

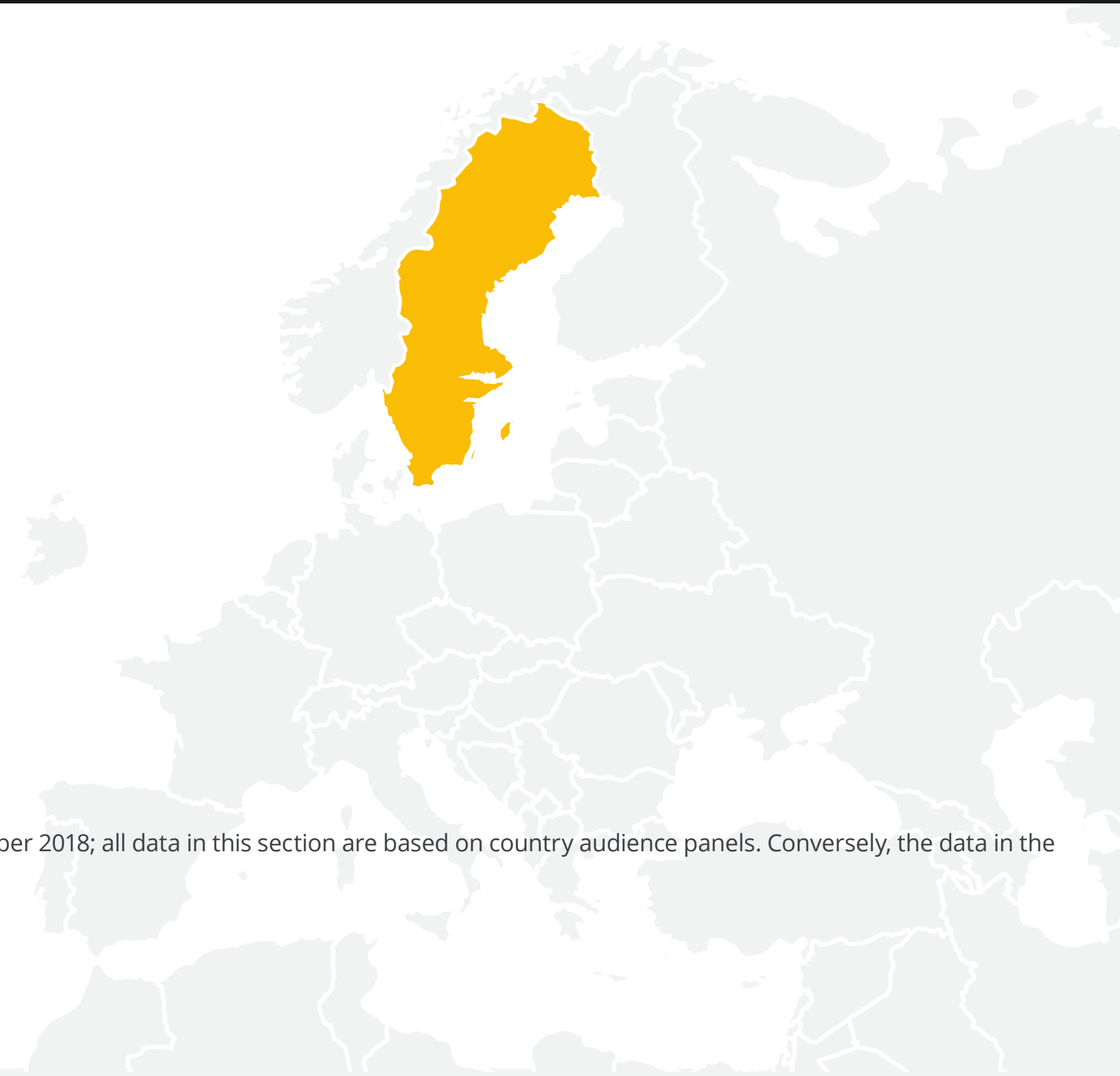
# Parrot Analytics Global TV Series Consumption Study

September, 2018

## Sweden

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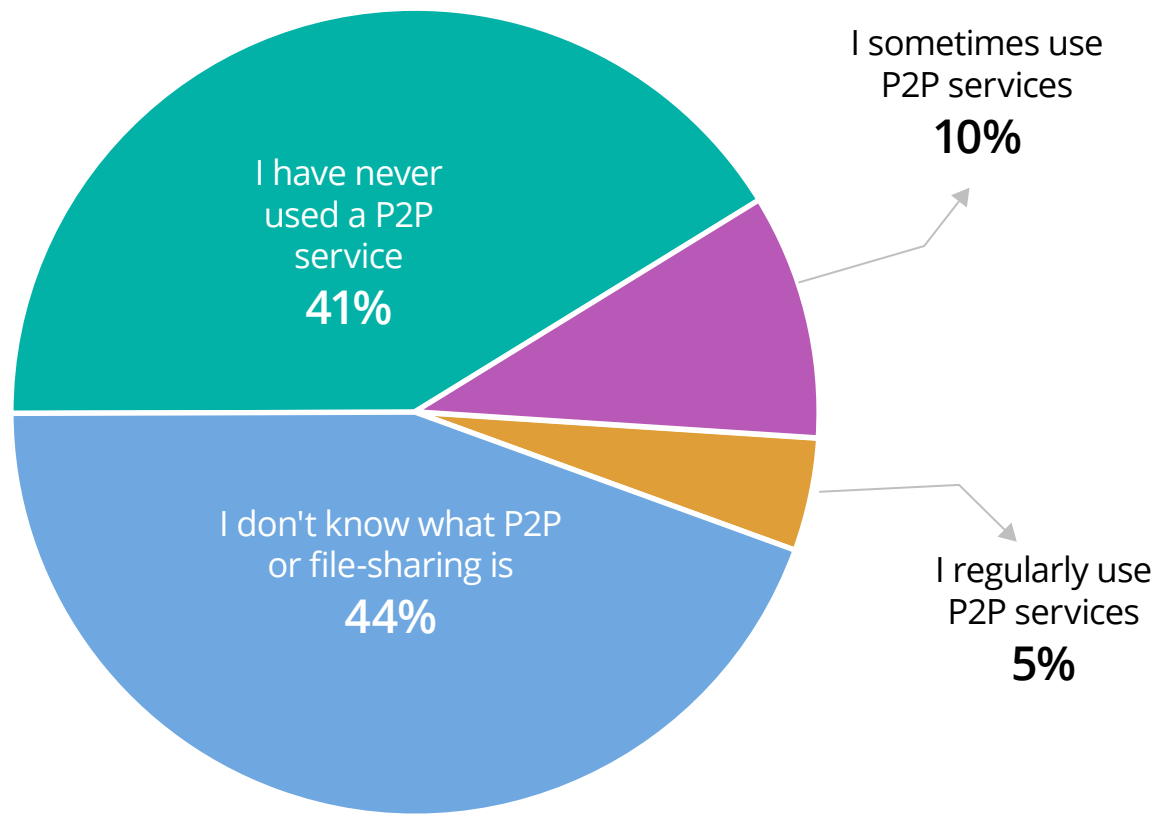
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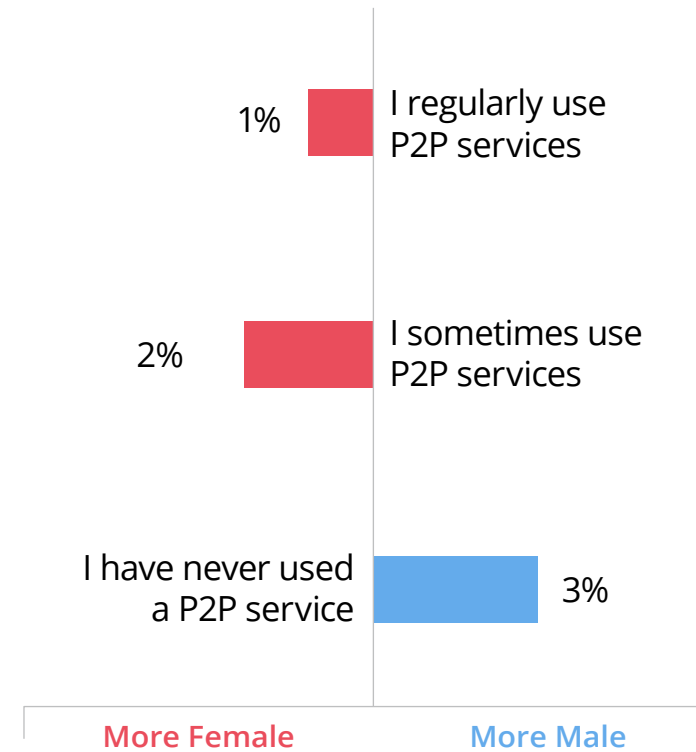
# The prevalence of using downloads/streaming for TV content in Sweden

September, 2018

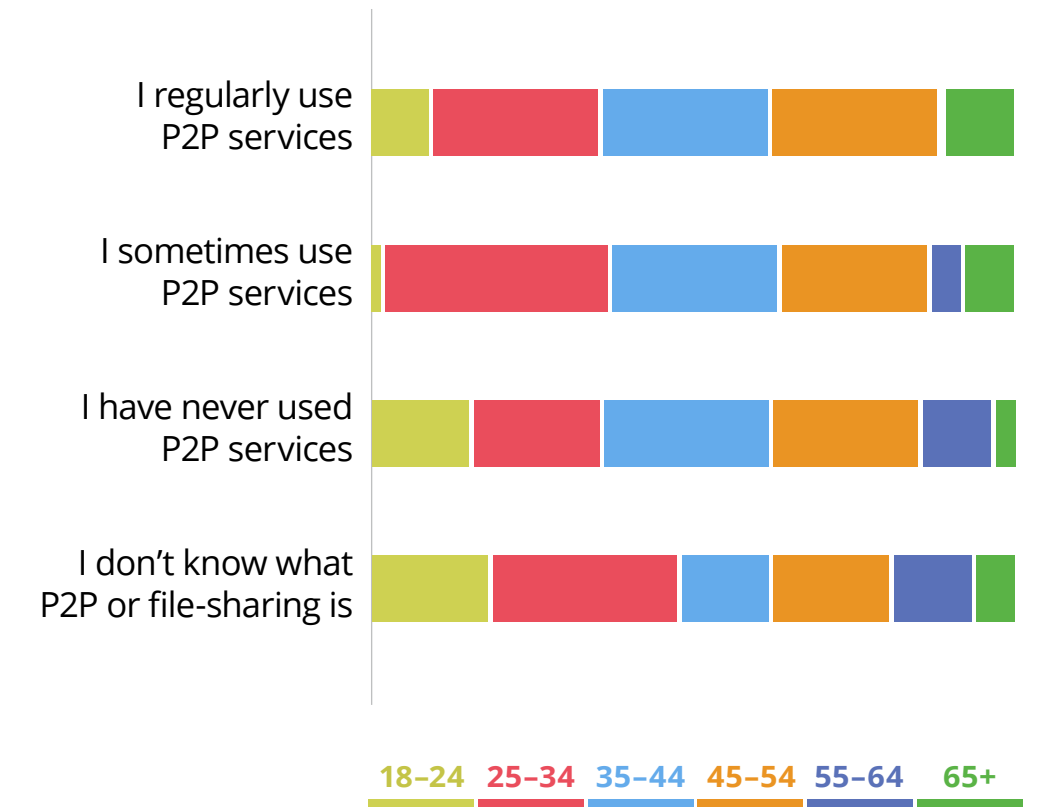
Attitudes towards P2P downloads/streaming in the United States



Attitude differences by gender



Attitude differences by age



- ▶ Sweden has the highest incidence of P2P usage of all four countries in the survey.
- ▶ 15% of respondents said they used P2P services regularly or sometimes to download TV content.

- ▶ 5% of respondents said they regularly used P2P services, the most of all four countries.
- ▶ Unlike the USA and Finland, females were more likely to say they used P2P services than males in Sweden.

# Parrot Analytics Global TV Series Consumption Study

September, 2018

## Denmark

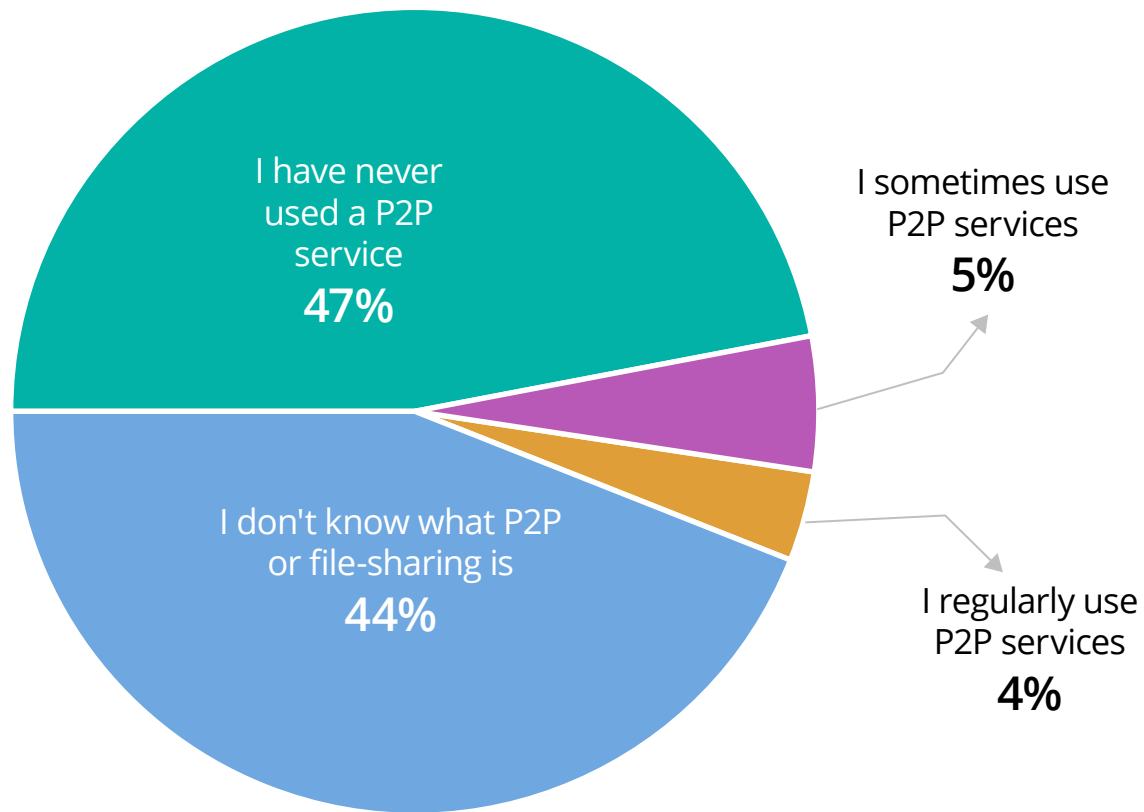
A study of how audiences are consuming TV series using downloading/streaming (P2P) and how this behaviour varies by age and gender in Denmark.

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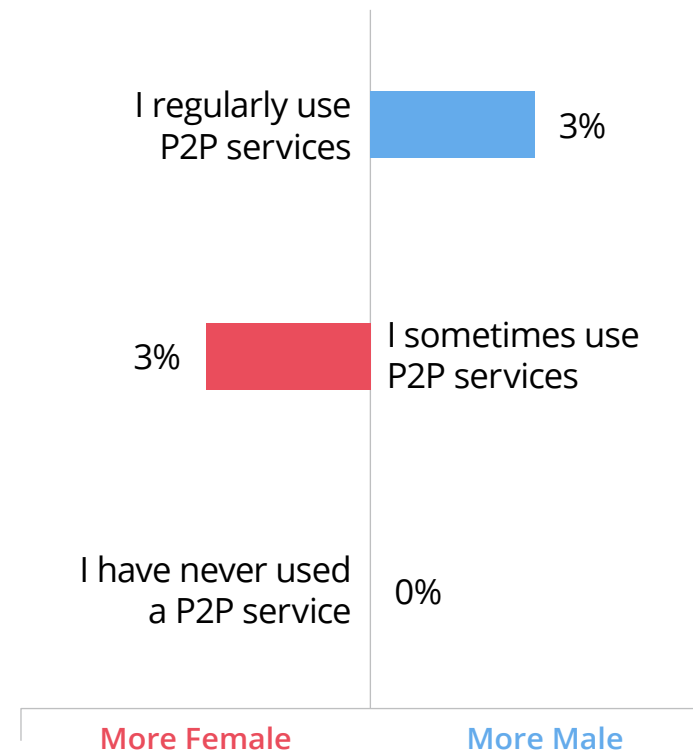
# The prevalence of using downloads/streaming for TV content in Denmark

September, 2018

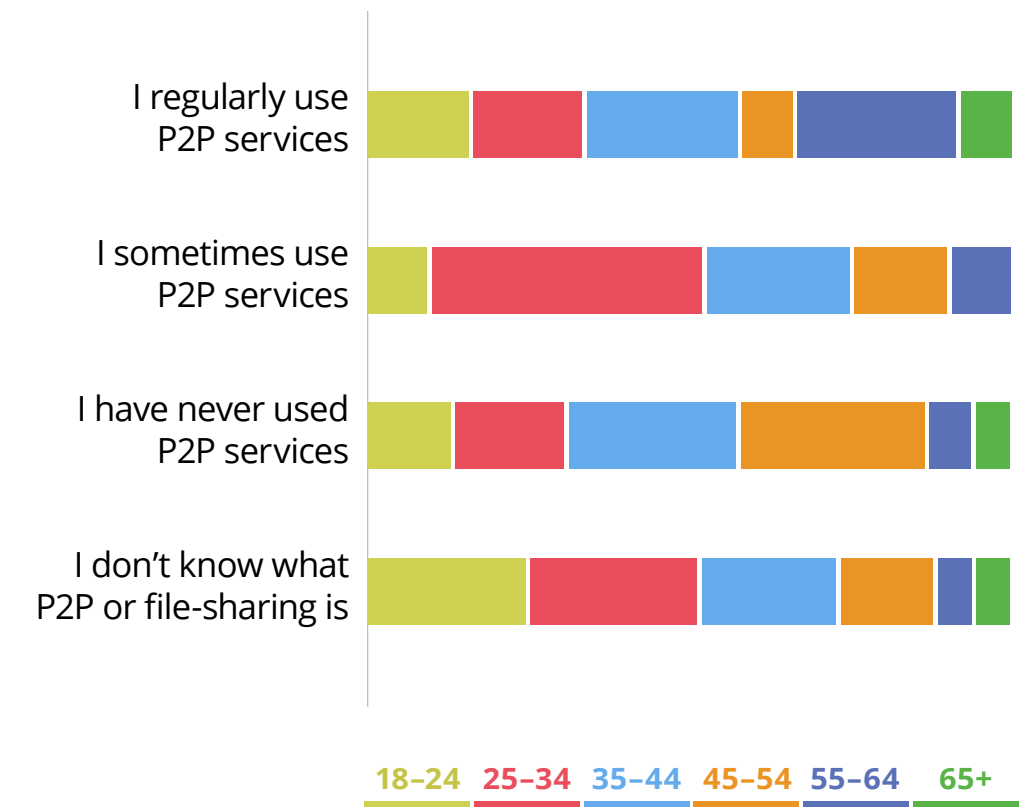
Attitudes towards P2P downloads/streaming in the United States



Attitude differences by gender



Attitude differences by age



- ▶ Denmark had the lowest prevalence of P2P service usage of the countries surveyed. Only 9% of respondents said that they used P2P services to download TV content, with 4% being regular users.
- ▶ Denmark was the only country where there was not an overall bias towards one gender regarding P2P usage preferences.

- ▶ Although Danish males were 3% more likely to answer that they were regular P2P users, Danish females were 3% more likely to be occasional users.
- ▶ Danes who said they sometimes used P2P services were most likely to be aged between 25 and 34.

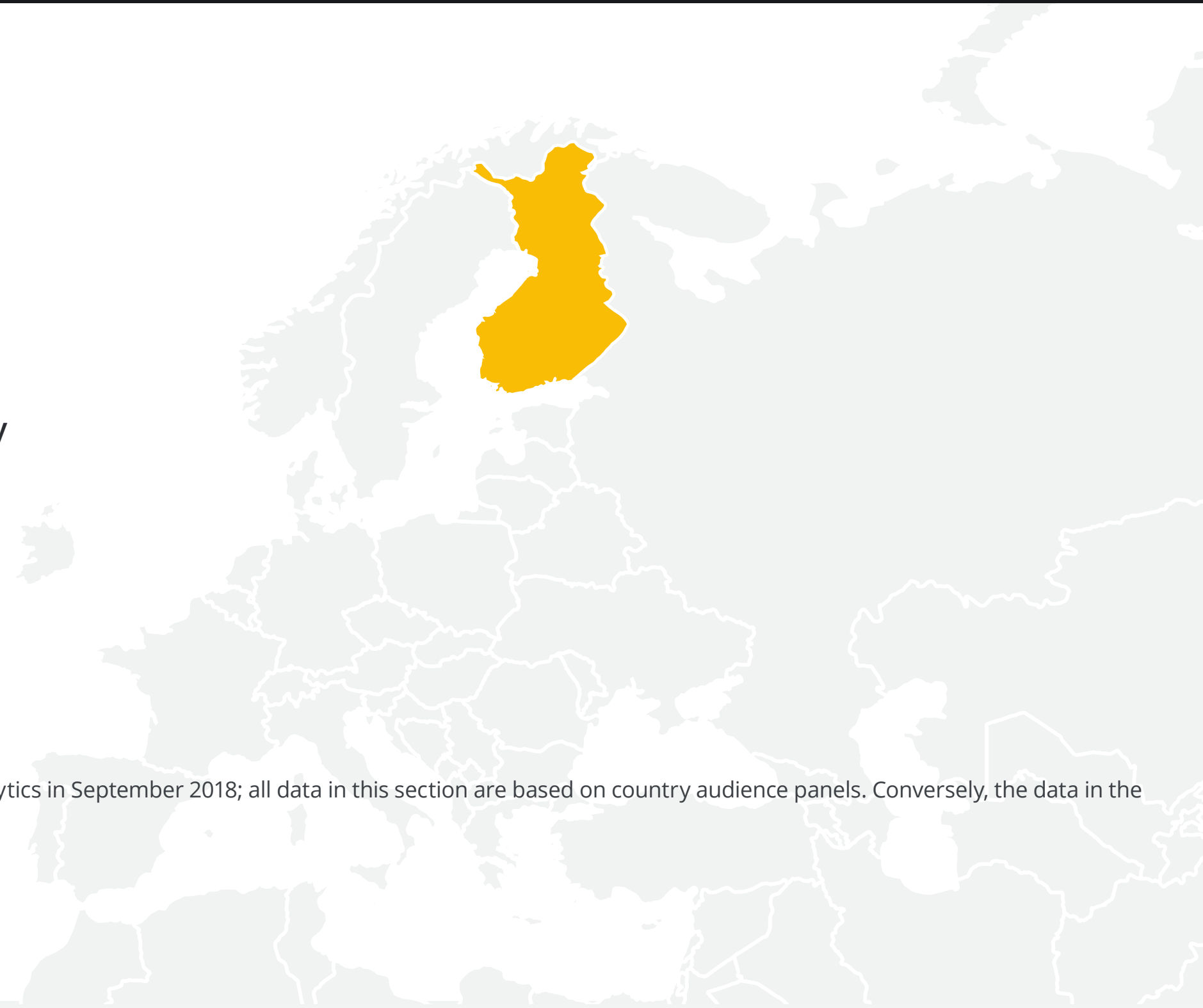
# Parrot Analytics Global TV Series Consumption Study

September, 2018

## Finland

A study of how audiences are consuming TV series using downloading/streaming (P2P) and how this behaviour varies by age and gender in Finland.

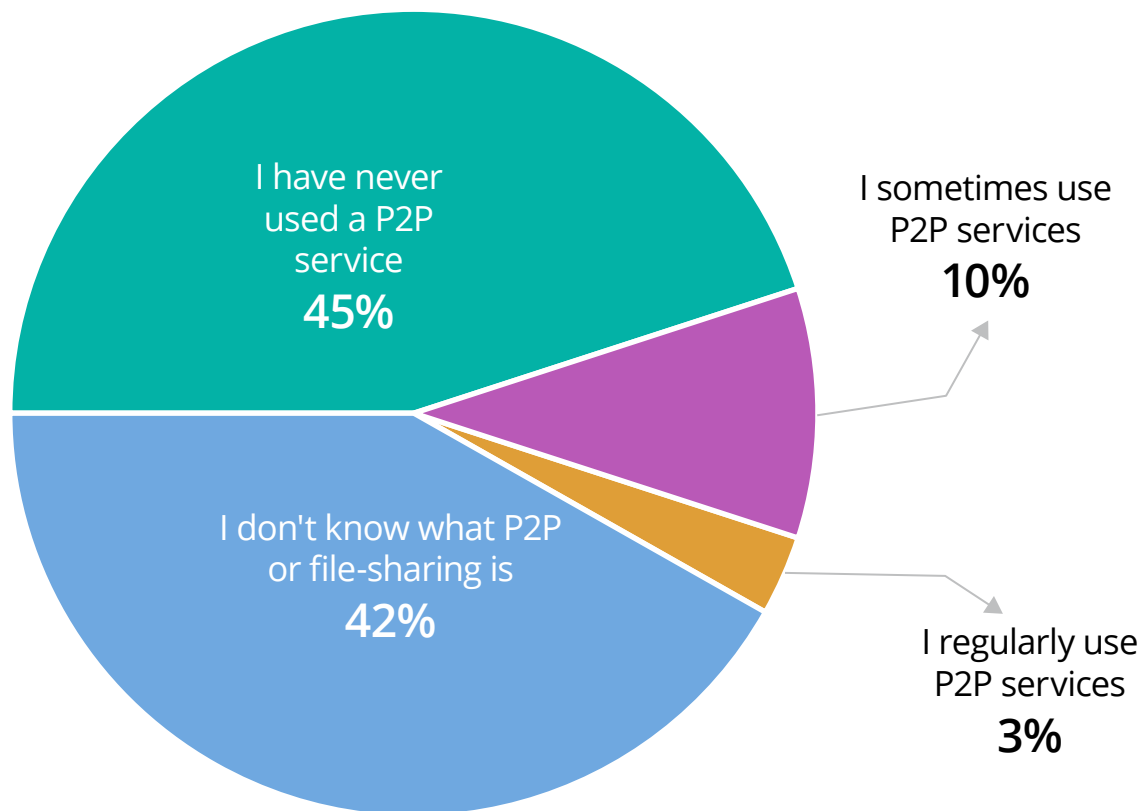
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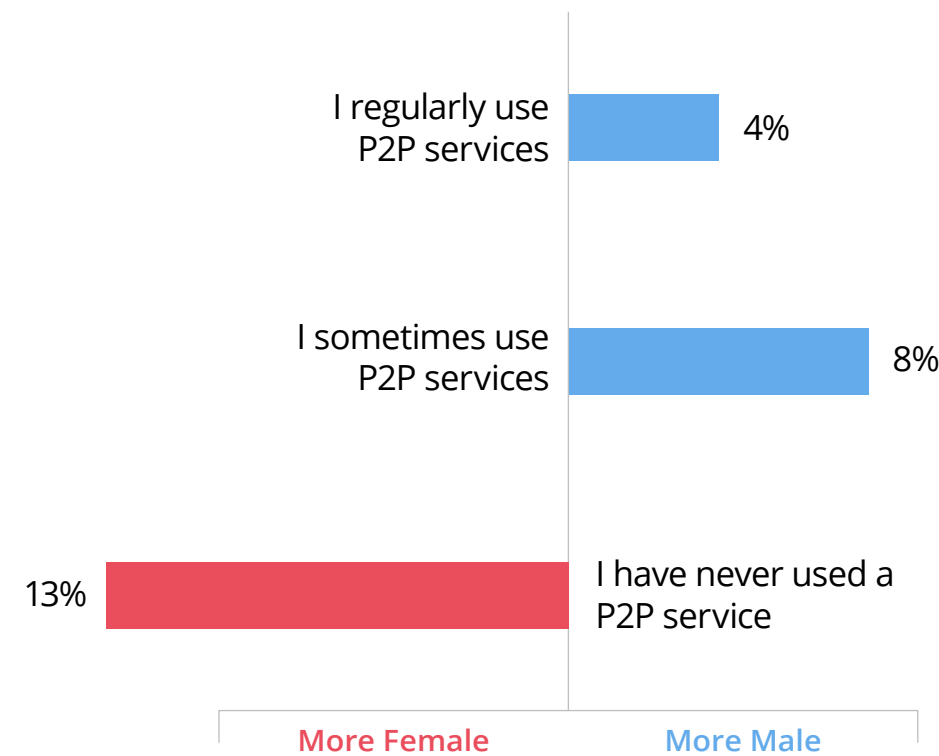
# The prevalence of using downloads/streaming for TV content in Finland

September, 2018

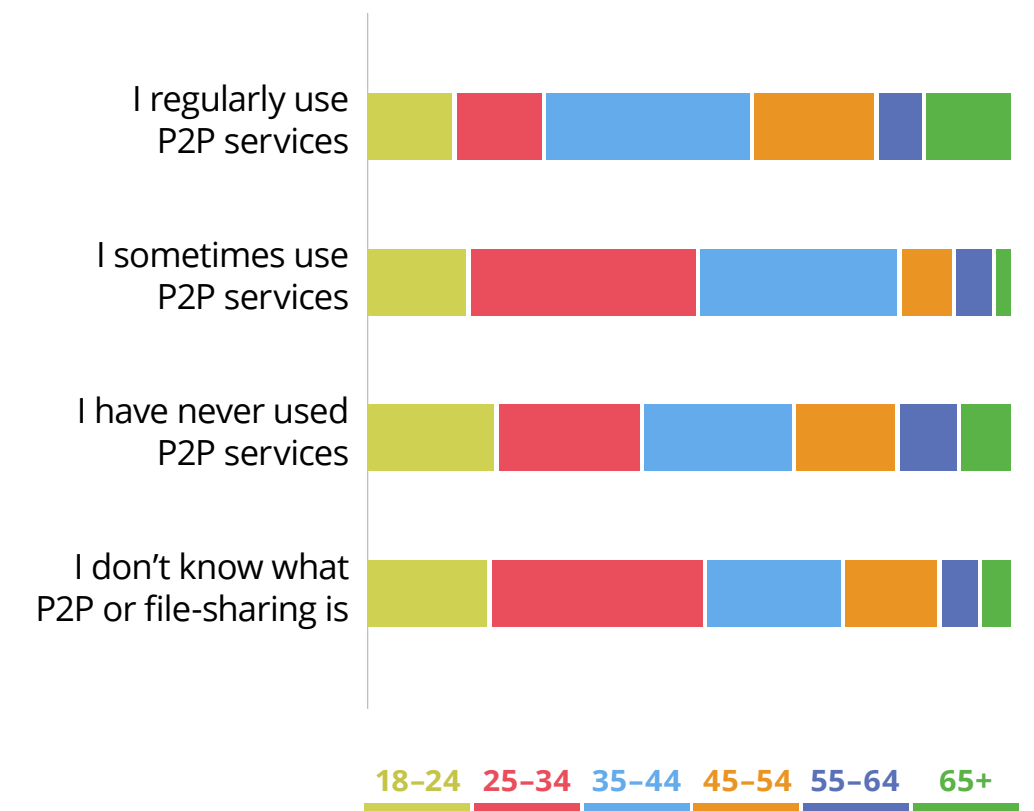
Attitudes towards P2P downloads/streaming in the United States



Attitude differences by gender



Attitude differences by age



- ▶ The Finnish population has the most knowledge about P2P services as only 42% of respondents did not know what it was. After Sweden, Finland has the second highest rate of using P2P services in the survey.
- ▶ 13% of Finnish respondents answered that they used P2P services to download TV content, although only 3% said they were regularly using them.

- ▶ Finns aged between 35 and 44 make up the largest proportion of those who said they regularly use P2P services for TV content.
- ▶ Like in the US, males were more likely than females to say they used P2P services in Finland.

## Parrot Analytics Global TV Demand Data

July – September, 2018

# Global Demand for Digital Original Series by Market

For each of the ten markets, the top 20 digital original series and 5 series of interest are ranked by their average Demand Expressions from July through to September, 2018. A time plot illustrating interesting demand trends over the last three months accompanies an analysis of these trends in each market.

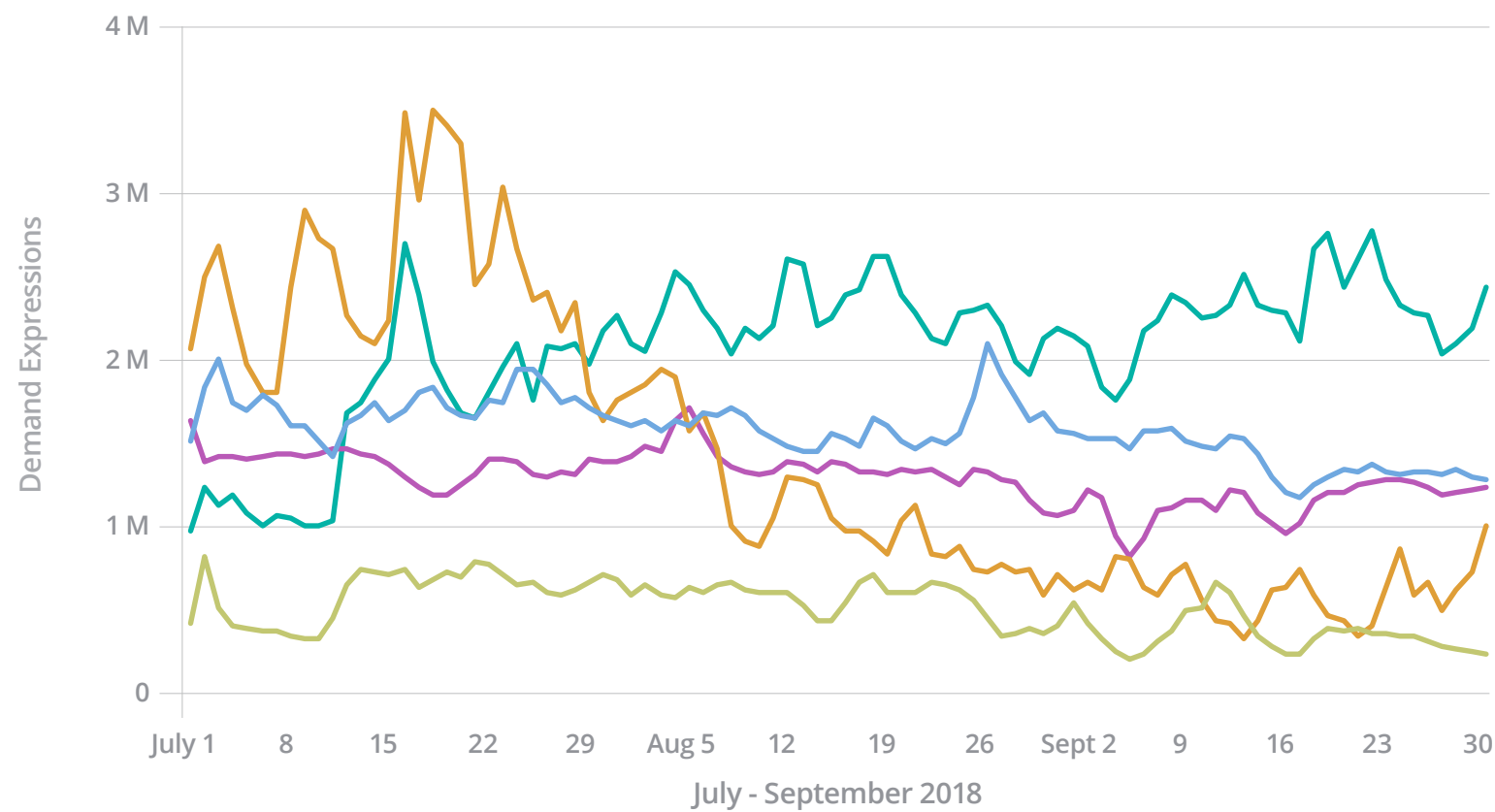
Note: Unlike the prior section, Demand Expressions measure the entire population and are not based on panel data.








# Demand trends in Argentina

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Argentina



-  *Stranger Things*
-  *Cobra Kai*
-  *Luis Miguel*
-  *La Casa De Papel*
-  *Marvel's Luke Cage*



- ▶ In Argentina, *Stranger Things* continued to have the highest average demand in Q3.
- ▶ Latin American biopic *Luis Miguel* entered the quarter with very strong demand with demand declining after the season concluded.

- ▶ Despite YouTube Premium not yet being available in this market, *Cobra Kai* maintained steady demand, as did Spanish-language series *Money Heist/La Casa De Papel* and the now-cancelled Marvel series *Luke Cage*.
- ▶ Argentina's first Netflix Original, *Edha*, was released at the end of Q1 and is still the 66th most in demand Digital Original series in Q3.

# Top digital original series in Argentina

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

			Avg. Demand Expressions	
1	<i>Stranger Things</i>	Netflix	2,072,396	
2	<i>The Handmaid's Tale</i>	Paramount Channel	1,739,126	
3	<i>Money Heist/La Casa De Papel</i>	Netflix	1,578,236	
4	<i>Castle Rock</i>	--	1,557,847	
5	<i>Luis Miguel, la serie</i>	Netflix	1,397,830	
6	<i>Cobra Kai</i>	--	1,286,407	
7	<i>Orange Is The New Black</i>	Netflix	1,278,644	
8	<i>13 Reasons Why</i>	Netflix	1,267,633	
9	<i>Sense8</i>	Netflix	1,103,396	
10	<i>Black Mirror</i>	Netflix	998,564	
11	<i>Narcos</i>	Netflix	960,126	
12	<i>Cable Girls/Las Chicas Del Cable</i>	Netflix	920,272	
13	<i>The House of Flowers/La Casa De Las Flores</i>	Netflix	775,834	
14	<i>The Last Kingdom</i>	Netflix	657,490	
15	<i>Carpool Karaoke</i>	Apple Music	646,831	
16	<i>The Good Fight</i>	--	619,501	
17	<i>BoJack Horseman</i>	Netflix	602,216	
18	<i>Insatiable</i>	Netflix	573,702	
19	<i>Star Trek: Discovery</i>	Netflix	563,826	
20	<i>Community</i>	Comedy Central LATAM/ Canal Sony (Latin America)	560,249	

## A selection of 5 additional digital original series of interest:

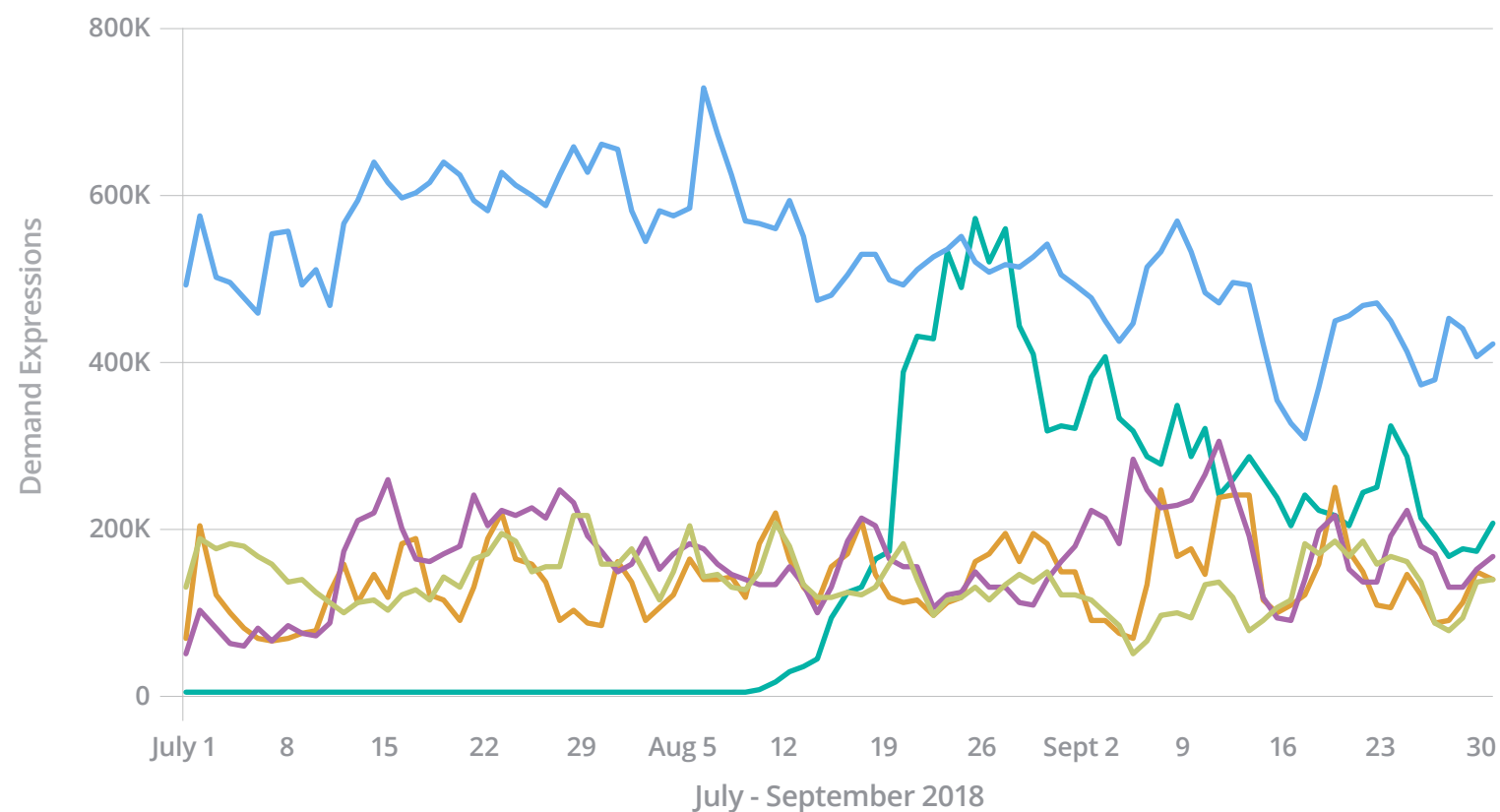
26	<i>The Man In The High Castle</i>	Amazon Prime Video	482,166	
27	<i>Impulse</i>	--	471,543	
28	<i>Transparent</i>	Amazon Prime Video	434,082	
41	<i>The Marvelous Mrs. Maisel</i>	Amazon Prime Video	345,994	
66	<i>Edha</i>	Netflix	228,222	






-- No platform information available, please refer to Appendix

# Demand trends in Chile

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Chile



-  *La Casa De Las Flores*
-  *The Last Kingdom*
-  *Mozart In The Jungle*
-  *La Casa De Papel*
-  *Lost In Space*



- ▶ Although Spanish crime drama *Money Heist/La Casa De Papel* maintains very high demand in Chile, it was briefly surpassed in demand by the Mexican comedy-drama *La Casa De Las Flores*.
- ▶ The Chilean market has consistent demand for several older series like *Mozart In The Jungle* and *Lost In Space* that rank higher in this market than usual.

- ▶ The British series *The Last Kingdom* is being enjoyed by LATAM audiences as it ranks highly in both Chile and Argentina.
- ▶ *La Peste*, a Spanish original series from Moviestar+, ranked highest in Chile out of the ten markets examined in this study.

# Top digital original series in Chile

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

			Avg. Demand Expressions	
1	<i>Stranger Things</i>	Netflix	659,885	
2	<i>Orange Is The New Black</i>	Netflix	529,569	
3	<i>Money Heist/La Casa De Papel</i>	Netflix	526,595	
4	<i>The Handmaid's Tale</i>	Paramount Channel	508,717	
5	<i>13 Reasons Why</i>	Netflix	452,474	
6	<i>Castle Rock</i>	--	394,704	
7	<i>Sense8</i>	Netflix	381,606	
8	<i>Black Mirror</i>	Netflix	330,916	
9	<i>Luis Miguel, la serie</i>	Netflix	301,473	
10	<i>BoJack Horseman</i>	Netflix	269,909	
11	<i>Narcos</i>	Netflix	250,918	
12	<i>Insatiable</i>	Netflix	228,425	
13	<i>Cobra Kai</i>	--	222,928	
14	<i>Carpool Karaoke</i>	Apple Music	204,633	
15	<i>Cable Girls/ Las Chicas Del Cable</i>	Netflix	172,323	
16	<i>The Last Kingdom</i>	Netflix	162,213	
17	<i>Queer Eye</i>	Netflix	156,305	
18	<i>Transparent</i>	Amazon Prime Video	153,451	
19	<i>The House of Flowers/ La Casa De Las Flores</i>	Netflix	152,965	
20	<i>Marvel's Luke Cage</i>	Netflix	151,445	

## A selection of 5 additional digital original series of interest:

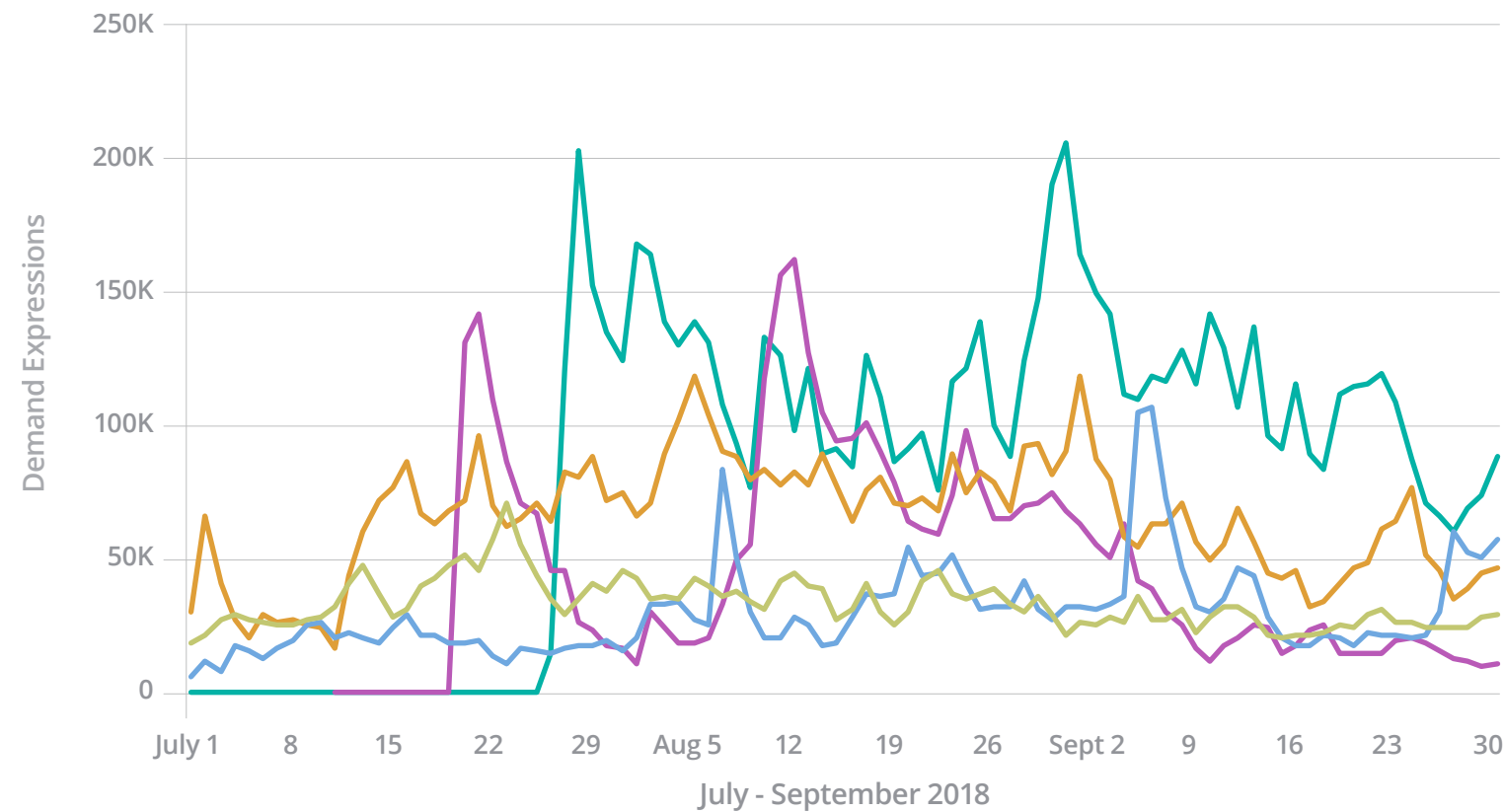
27	<i>The Grand Tour</i>	Amazon Prime Video	112,093	
28	<i>Dark</i>	Netflix	112,069	
35	<i>Stargate Origins</i>	--	88,810	
38	<i>American Vandal</i>	Netflix	85,818	
40	<i>La Peste</i>	Movistar +	83,052	


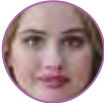



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# Demand trends in Denmark

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Denmark



-  *Castle Rock*
-  *Insatiable*
-  *Star Trek: Discovery*
-  *House Of Cards*
-  *The Rain*

- ▶ The controversy surrounding new Netflix release *Insatiable* in late July caused a large spike in demand for the title in Denmark after being virtually unknown. The show's release in August only had 14% higher peak demand.
- ▶ However, *Insatiable's* release demand was not as strong as the release demand for *Castle Rock*, which became the 6th most in-demand digital original in Denmark.

- ▶ Netflix's Danish original *The Rain* is the 19th most in-demand series in Denmark after the show's May release.
- ▶ Even though season 6 is not released until November, demand for long-running political drama *House Of Cards* spiked a few times in Q3 as news about the new season was released, while *Star Trek: Discovery* continues to be strongly in-demand in this market.

# Top digital original series in Denmark

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	189,168	
2	<i>Carpool Karaoke</i>	Apple Music	Reality	151,184	
3	<i>Stranger Things</i>	Netflix	Science Fiction	111,048	
4	<i>The Handmaid's Tale</i>	HBO Nordic	Drama	106,058	
5	<i>The Grand Tour</i>	Amazon Prime Video	Reality	98,190	
6	<i>Castle Rock</i>	HBO Nordic	Horror	83,734	
7	<i>Black Mirror</i>	Netflix	Science Fiction	76,180	
8	<i>Star Trek: Discovery</i>	Netflix	Science Fiction	65,286	
9	<i>Queer Eye</i>	Netflix	Reality	64,085	
10	<i>13 Reasons Why</i>	Netflix	Drama	54,892	
11	<i>Community</i>	TV3+	Comedy	53,565	
12	<i>Marvel's Runaways</i>	HBO Nordic	Drama	49,587	
13	<i>The First</i>	--	Drama	47,266	
14	<i>Narcos</i>	Netflix	Drama	46,670	
15	<i>Insatiable</i>	Netflix	Comedy-Drama	45,872	
16	<i>Voltron: Legendary Defender</i>	Netflix	Children	42,827	
17	<i>BoJack Horseman</i>	Netflix	Comedy	39,924	
18	<i>Marvel's Daredevil</i>	Netflix	Drama	37,046	
19	<i>The Rain</i>	Netflix	Drama	33,176	
20	<i>Marvel's Luke Cage</i>	Netflix	Drama	31,160	

## A selection of 5 additional digital original series of interest:

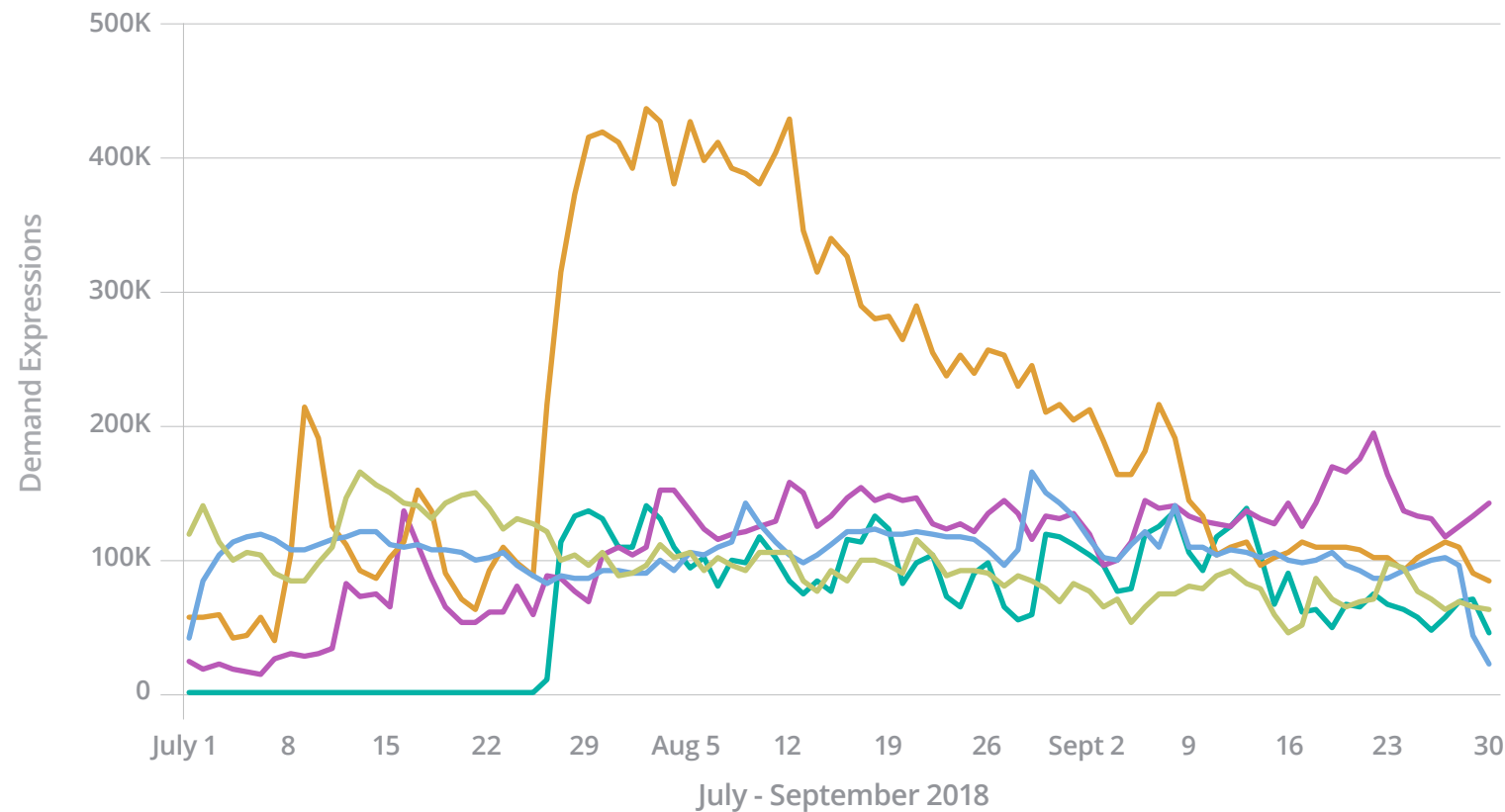
29	<i>Disenchantment</i>	Netflix	Comedy	24,285	
30	<i>The Man In The High Castle</i>	Amazon Prime Video	Drama	23,963	
34	<i>Transparent</i>	Amazon Prime Video	Comedy	19,720	
41	<i>Impulse</i>	YouTube Premium	Science Fiction	17,265	
44	<i>Modus</i>	C More	Drama	15,454	






-- No platform information available, please refer to Appendix

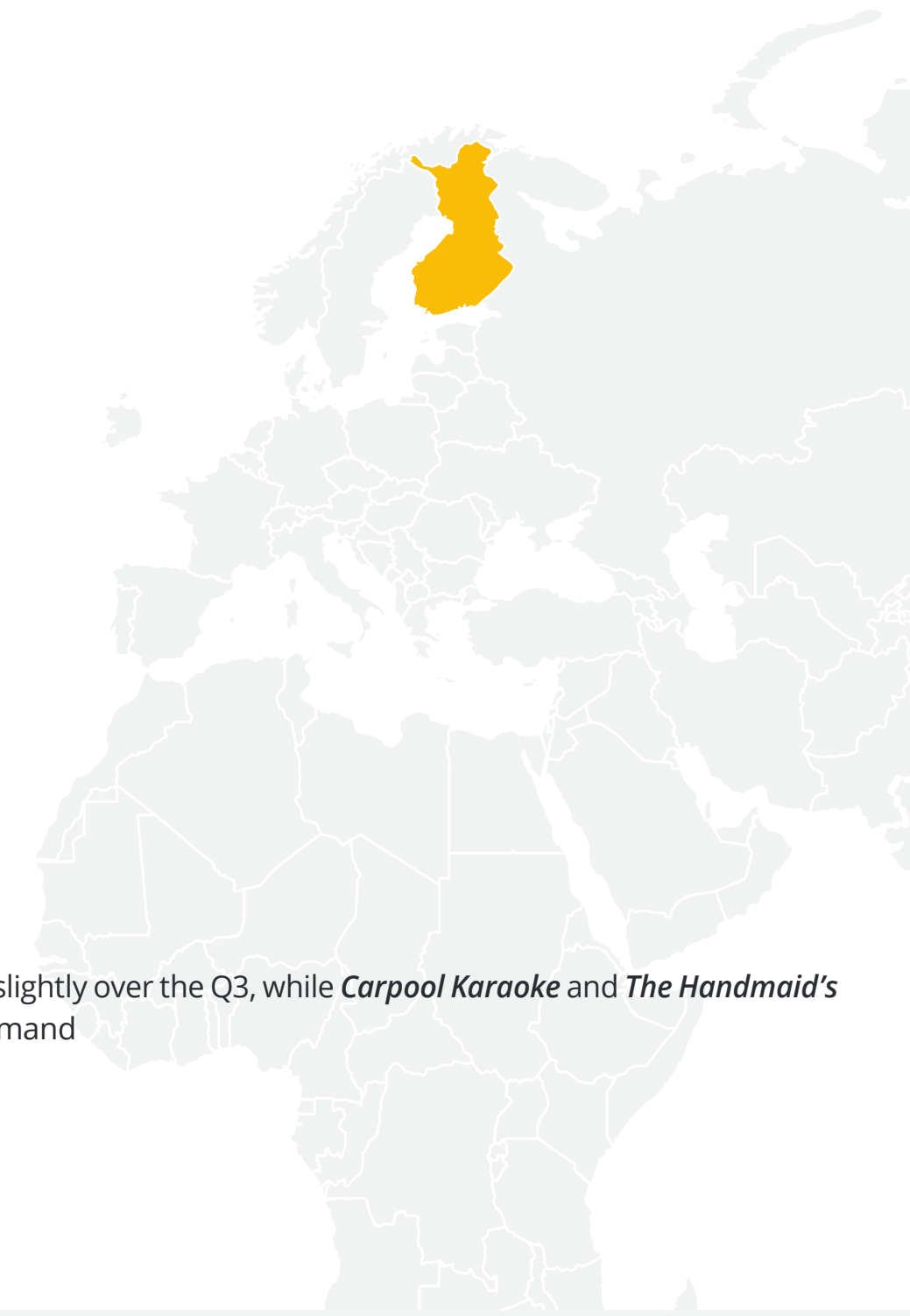
# Demand trends in Finland

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Finland



-  *Castle Rock*
-  *Stranger Things*
-  *Orange Is The New Black*
-  *Carpool Karaoke*
-  *The Handmaid's Tale*



- ▶ *Orange Is The New Black* dominates the Finnish digital originals list for Q3, with demand for the show shooting up after the release of Season 6. Over the quarter it has around twice as much average demand as any other title.
- ▶ *Castle Rock* also captured a large amount of Finnish demand, becoming the fifth most in-demand digital original over the quarter despite only premiering partway through Q3.

- ▶ Demand for *Stranger Things* rose slightly over the Q3, while *Carpool Karaoke* and *The Handmaid's Tale* remained consistently in-demand

# Top digital original series in Finland

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	199,806	
2	<i>Stranger Things</i>	Netflix	Science Fiction	108,956	
3	<i>Carpool Karaoke</i>	Apple Music	Reality	104,982	
4	<i>The Handmaid's Tale</i>	HBO Nordic	Drama	95,421	
5	<i>Castle Rock</i>	HBO Nordic	Horror	66,734	
6	<i>Voltron: Legendary Defender</i>	Netflix	Children	56,361	
7	<i>The Grand Tour</i>	Amazon Prime Video	Reality	51,102	
8	<i>13 Reasons Why</i>	Netflix	Drama	48,154	
9	<i>Sense8</i>	Netflix	Science Fiction	47,893	
10	<i>Insatiable</i>	Netflix	Comedy-Drama	46,396	
11	<i>Black Mirror</i>	Netflix	Science Fiction	44,204	
12	<i>The Crown</i>	Netflix	Drama	43,687	
13	<i>Queer Eye</i>	Netflix	Reality	38,404	
14	<i>Star Trek: Discovery</i>	Netflix	Science Fiction	37,295	
15	<i>Marvel's Daredevil</i>	Netflix	Drama	32,773	
16	<i>Narcos</i>	Netflix	Drama	31,953	
17	<i>BoJack Horseman</i>	Netflix	Comedy	29,515	
18	<i>Gilmore Girls: A Year in Life</i>	Netflix	Comedy-Drama	26,840	
19	<i>Trailer Park Boys</i>	Netflix	Comedy	25,240	
20	<i>Mindhunter</i>	Netflix	Drama	22,582	

## A selection of 5 additional digital original series of interest:

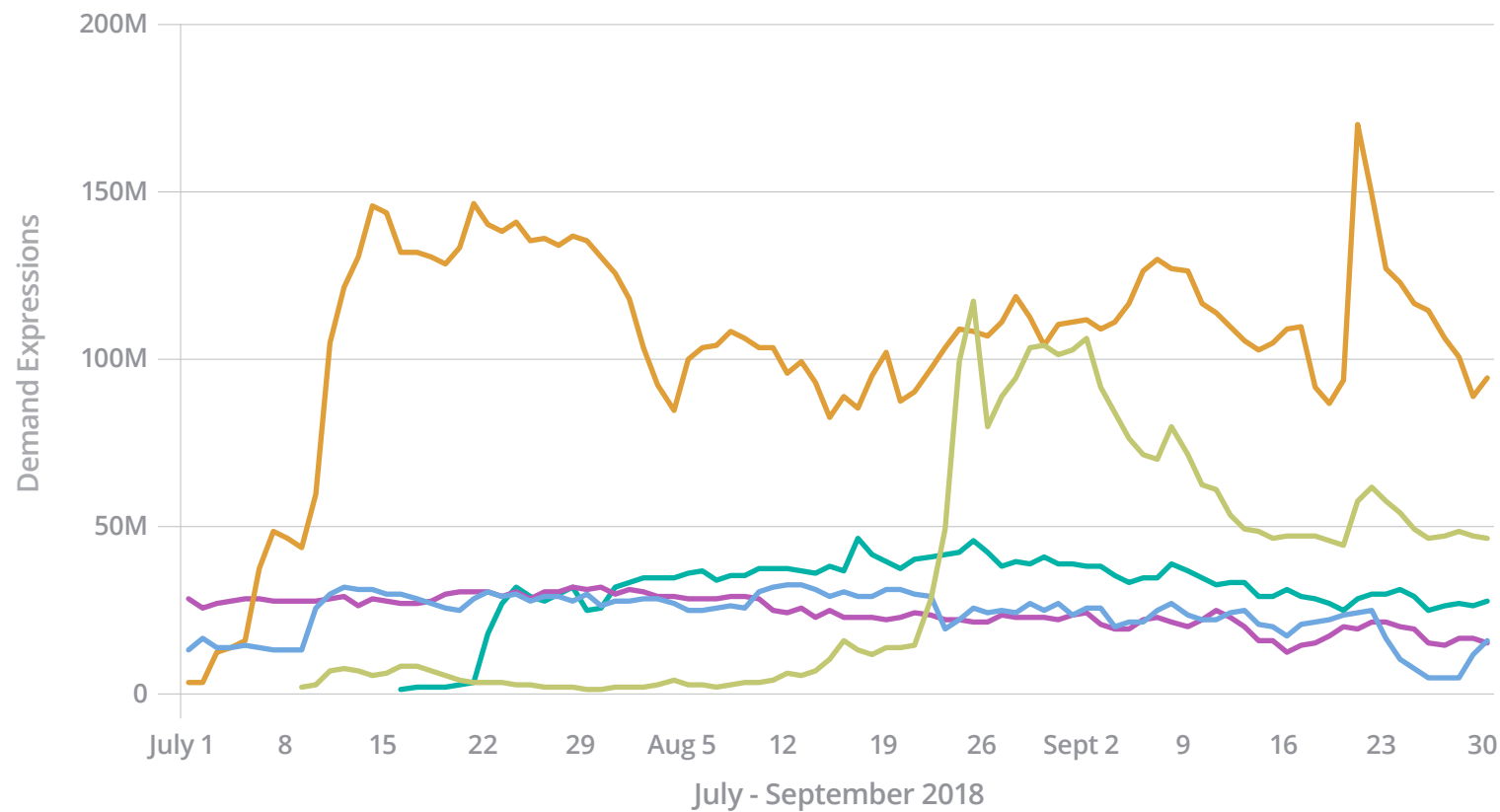
30	<i>Bosch</i>	Amazon Prime Video	Drama	16,717	
39	<i>Strange Angel</i>	--	Drama	12,811	
42	<i>Free Rein</i>	Netflix	Children	12,182	
44	<i>Jean-Claude Van Johnson</i>	Amazon Prime Video	Comedy	11,520	
45	<i>Castlevania</i>	Netflix	Science Fiction	11,388	






-- No platform information available, please refer to Appendix

# Demand trends in India

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for India



-  **Comicstaan**
-  **Inside Edge**
-  **Sacred Games**
-  **Breathe**
-  **Ghoul**



- ▶ The big story in this market is Netflix’s first Indian digital original series, **Sacred Games**. Not only is **Sacred Games** the most in-demand of the Indian digital originals, it is the most in-demand of all digital originals in Q3, with over twice the average demand as the second placed **13 Reasons Why**.
- ▶ Netflix’s second Indian digital original **Ghoul** also performed strongly, becoming the 11th most in-demand original despite not being released until halfway through Q3.

- ▶ The Indian market was also well served by Amazon Prime Video’s Indian digital original title, like **Comicstaan**, **Inside Edge** and **Breathe**. These series are all in the top 30 digital original series in the market, with **Comicstaan** the highest at 19th most in-demand.

# Top digital original series in India

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions
1	<i>Sacred Games</i>	Netflix	Drama	104,644,436
2	<i>13 Reasons Why</i>	Netflix	Drama	51,779,167
3	<i>Stranger Things</i>	Netflix	Science Fiction	48,286,520
4	<i>Narcos</i>	Netflix	Drama	46,611,007
5	<i>The Handmaid's Tale</i>	SonyLIV	Drama	38,042,743
6	<i>Black Mirror</i>	Netflix	Science Fiction	37,655,051
7	<i>House Of Cards</i>	Netflix	Drama	37,256,581
8	<i>Marvel's Daredevil</i>	Netflix	Drama	37,070,693
9	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	36,608,427
10	<i>Marvel's Luke Cage</i>	Netflix	Drama	35,532,699
11	<i>Sense8</i>	Netflix	Science Fiction	34,957,517
12	<i>Wild Wild Country</i>	Netflix	Documentary	34,939,855
13	<i>Ghoul</i>	Netflix	Drama	34,525,110
14	<i>The End of the F...ing World</i>	Netflix	Comedy-Drama	34,253,881
15	<i>Marvel's The Punisher</i>	Netflix	Drama	33,239,271
16	<i>Marvel's Iron Fist</i>	Netflix	Drama	32,759,059
17	<i>The Crown</i>	Netflix	Drama	32,569,537
18	<i>Lost In Space</i>	Netflix	Science Fiction	32,514,295
19	<i>Comicstaan</i>	Amazon Prime Video	Stand-up	31,077,707
20	<i>Altered Carbon</i>	Netflix	Science Fiction	30,261,261

## A selection of 5 additional digital original series of interest:

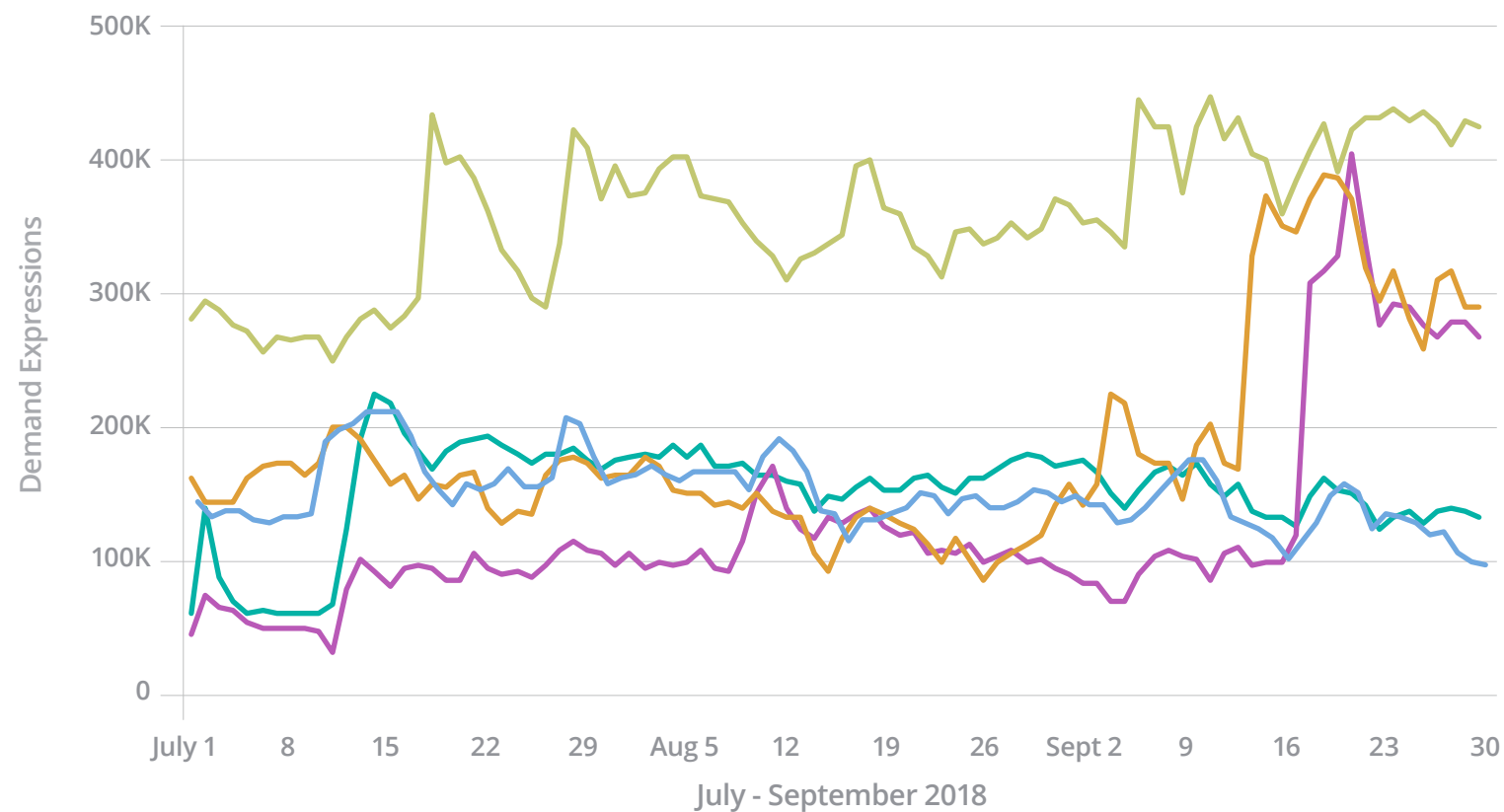
26	<i>Breathe</i>	Amazon Prime Video	Drama	23,379,889
31	<i>The Grand Tour</i>	Amazon Prime Video	Reality	19,485,539
33	<i>Cobra Kai</i>	--	Drama	18,937,540
38	<i>Dark</i>	Netflix	Drama	17,239,414
40	<i>The Indian Detective</i>	Netflix	Comedy	16,732,989


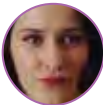
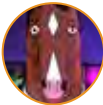


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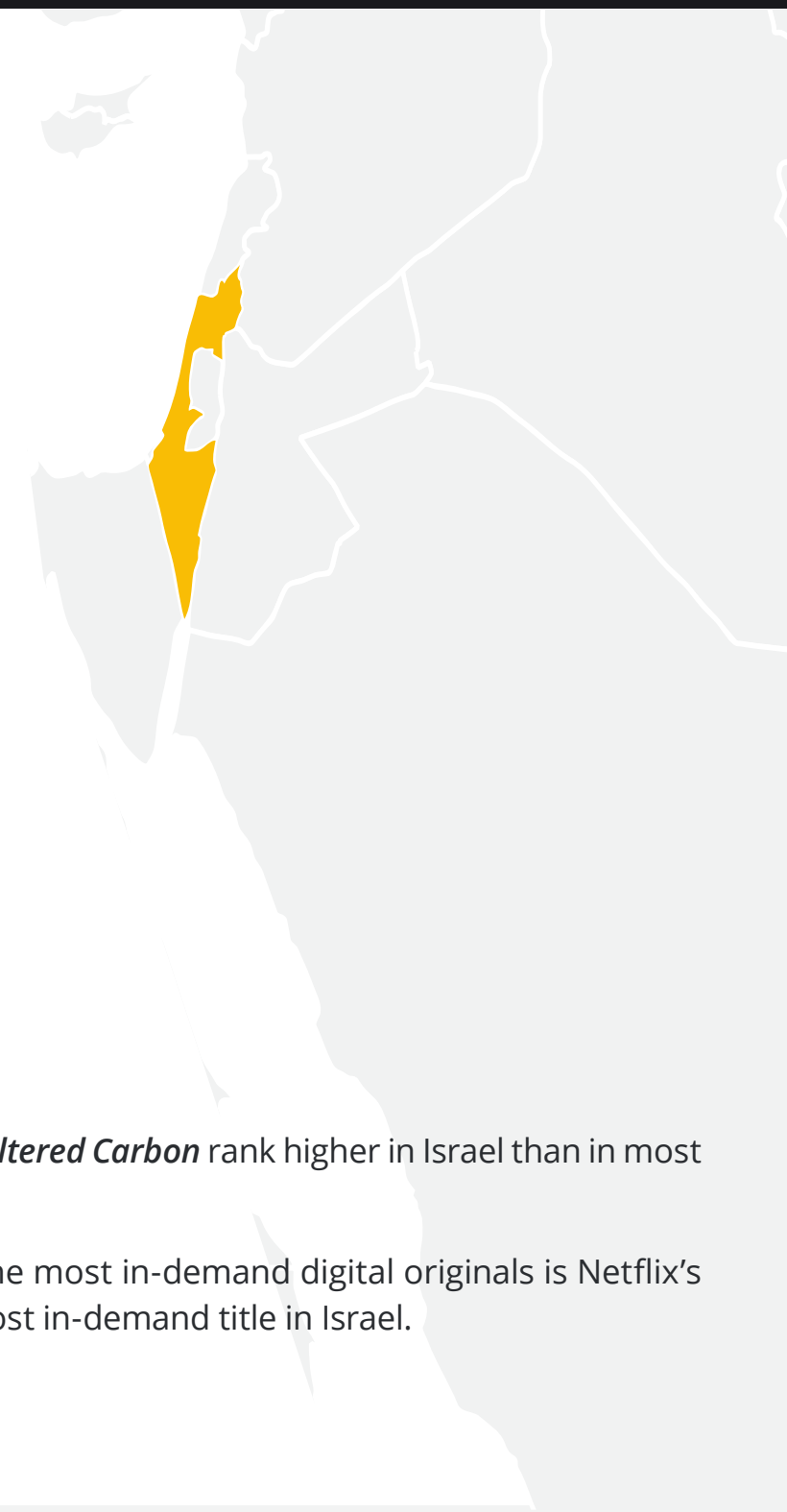
# Demand trends in Israel

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Israel



-  *Wild Wild Country*
-  *The Marvelous Mrs. Maisel*
-  *Bojack Horseman*
-  *Altered Carbon*
-  *Narcos*



- ▶ As it did in most markets, demand for *The Marvelous Mrs. Maisel* spiked sharply in Israel after the show won Emmy awards in September.
- ▶ The dark comedy of *Bojack Horseman* seems to resonant especially well with Israeli audiences as it is the 9th most in-demand series, the highest placement of the 10 markets.

- ▶ Similarly, crime drama *Narcos* and sci-fi series *Altered Carbon* rank higher in Israel than in most markets.
- ▶ One of the rare documentaries to be one of the most in-demand digital originals is Netflix's *Wild Wild Country*, which in Q3 was the 14th most in-demand title in Israel.

# Top digital original series in Israel

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>The Handmaid's Tale</i>	HOT	Drama	388,851	
2	<i>Narcos</i>	Netflix	Drama	358,639	
3	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	331,130	
4	<i>Black Mirror</i>	Netflix	Science Fiction	285,136	
5	<i>Stranger Things</i>	Netflix	Science Fiction	251,790	
6	<i>13 Reasons Why</i>	Netflix	Drama	216,249	
7	<i>The Good Fight</i>	Yes VOD	Drama	206,083	
8	<i>Star Trek: Discovery</i>	Netflix	Science Fiction	195,083	
9	<i>Bojack Horseman</i>	Netflix	Comedy	183,858	
10	<i>Castle Rock</i>	HOT	Horror	169,828	
11	<i>Marvel's Luke Cage</i>	Netflix	Drama	167,988	
12	<i>Altered Carbon</i>	Netflix	Science Fiction	154,494	
13	<i>Money Heist/La Casa De Papel</i>	Netflix	Drama	153,350	
14	<i>Wild Wild Country</i>	Netflix	Documentary	152,190	
15	<i>The Grand Tour</i>	Amazon Prime Video	Reality	147,028	
16	<i>House Of Cards</i>	Netflix	Drama	132,655	
17	<i>Marvel's Jessica Jones</i>	Netflix	Drama	132,151	
18	<i>The Crown</i>	Netflix	Drama	130,338	
19	<i>Community</i>	--	Comedy	129,790	
20	<i>Sense8</i>	Netflix	Science Fiction	129,144	

## A selection of 5 additional digital original series of interest:

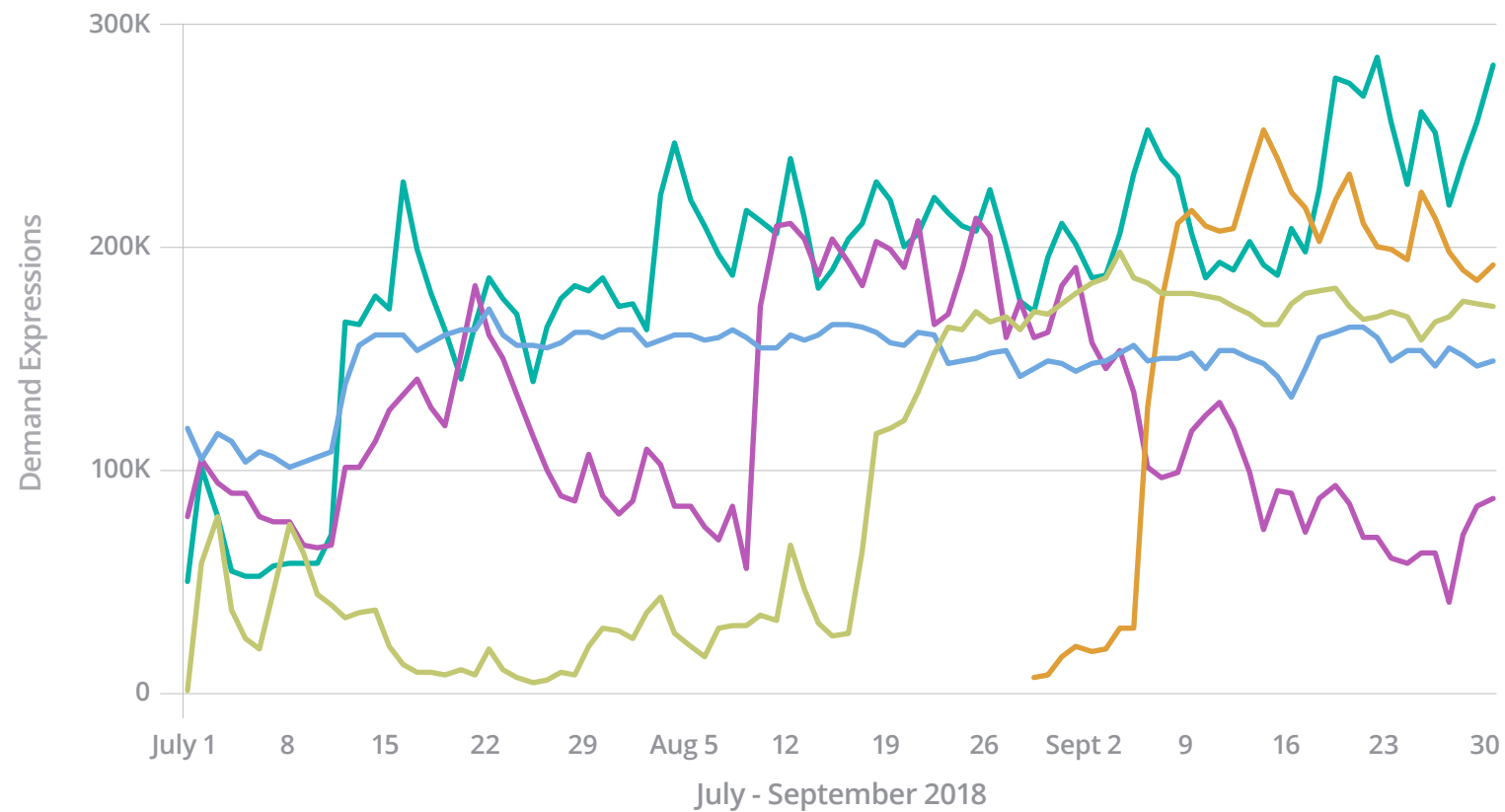
28	<i>Carpool Karaoke</i>	Apple Music	Reality	101,438	
30	<i>Impulse</i>	--	Science Fiction	91,506	
31	<i>The Man In The High Castle</i>	Amazon Prime Video	Drama	91,476	
36	<i>Cobra Kai</i>	--	Drama	83,670	
38	<i>Future Man</i>	Bago	Comedy	81,466	

-- No platform information available, please refer to Appendix

# Demand trends in Singapore

July – September, 2018 | Average Daily Demand Expressions

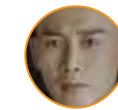
Digital Original TV Demand Trends for Singapore



*Stranger Things*



*Voltron: Legendary Defender*



*Story Of Yanxi Palace*



*The Grand Tour*



*Nas Daily*

- ▶ Chinese digital original *Story Of Yanxi Palace* proved to be a big hit with Singaporean audiences, almost immediately reaching *Stranger Things* levels of demand after being released in September.
- ▶ Short-form Facebook Watch travel reality series *Nas Daily* is especially in-demand in Singapore, it is the 13th most in-demand digital original series in the market.

- ▶ Netflix's anime series *Voltron: Legendary Defender* is one of the top 10 digital original series in many markets in this series; it ranks eighth in Singapore
- ▶ Even though the second season of Amazon's *The Grand Tour* concluded in February, the show maintains strong baseline demand in this market.

# Top digital original series in Singapore

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Stranger Things</i>	Netflix	Science Fiction	188,250	
2	<i>Story of Yanxi Palace</i>	Hub VV Drama	Drama	160,705	
3	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	159,232	
4	<i>The Grand Tour</i>	Amazon Prime Video	Reality	148,542	
5	<i>Black Mirror</i>	Netflix	Science Fiction	141,916	
6	<i>The Handmaid's Tale</i>	HBO Asia	Drama	136,536	
7	<i>Queer Eye</i>	Netflix	Reality	121,653	
8	<i>Voltron: Legendary Defender</i>	Netflix	Children	119,983	
9	<i>Star Trek: Discovery</i>	Netflix	Science Fiction	116,244	
10	<i>13 Reasons Why</i>	Netflix	Drama	110,354	
11	<i>Narcos</i>	Netflix	Drama	104,895	
12	<i>Carpool Karaoke</i>	Apple Music	Reality	100,142	
13	<i>Nas Daily</i>	Facebook Watch	Reality	94,893	
14	<i>Marvel's Luke Cage</i>	Netflix	Drama	88,837	
15	<i>Castle Rock</i>	--	Horror	85,634	
16	<i>Insatiable</i>	Netflix	Comedy-Drama	84,198	
17	<i>Marvel's Daredevil</i>	Netflix	Drama	83,014	
18	<i>Sense8</i>	Netflix	Science Fiction	75,446	
19	<i>The First</i>	--	Drama	68,048	
20	<i>Marvel's The Defenders</i>	Netflix	Drama	65,034	

## A selection of 5 additional digital original series of interest:

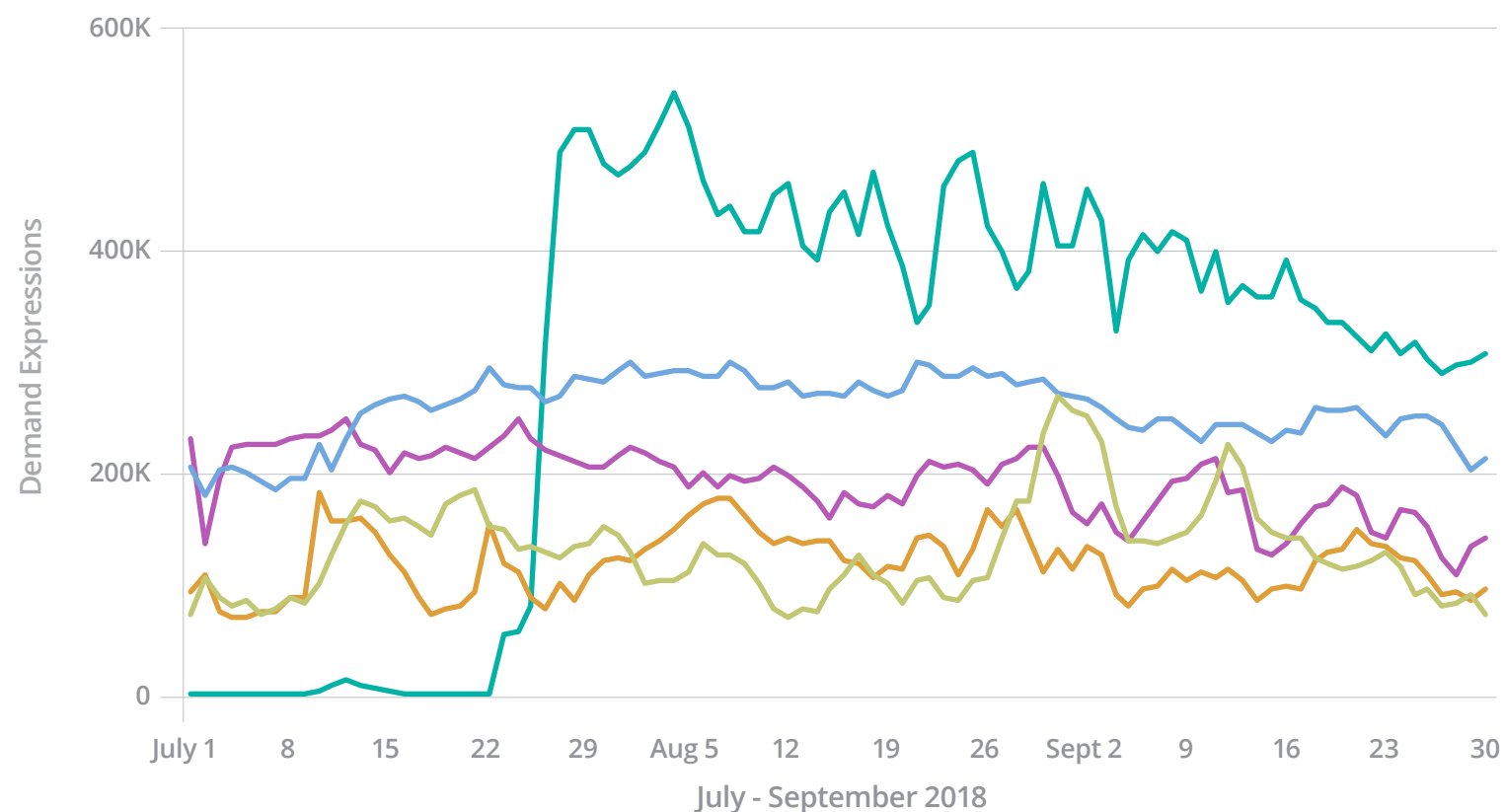
26	<i>The Good Fight</i>	Amazon Prime Video	Drama	52,265	
30	<i>The Man In The High Castle</i>	Amazon Prime Video	Drama	45,081	
37	<i>Marvel's Runaways</i>	Hooq	Drama	34,847	
40	<i>Sacred Games</i>	Netflix	Drama	29,309	
67	<i>A Taiwanese Tale of Two Cities</i>	Netflix	Documentary	14,534	






-- No platform information available, please refer to Appendix

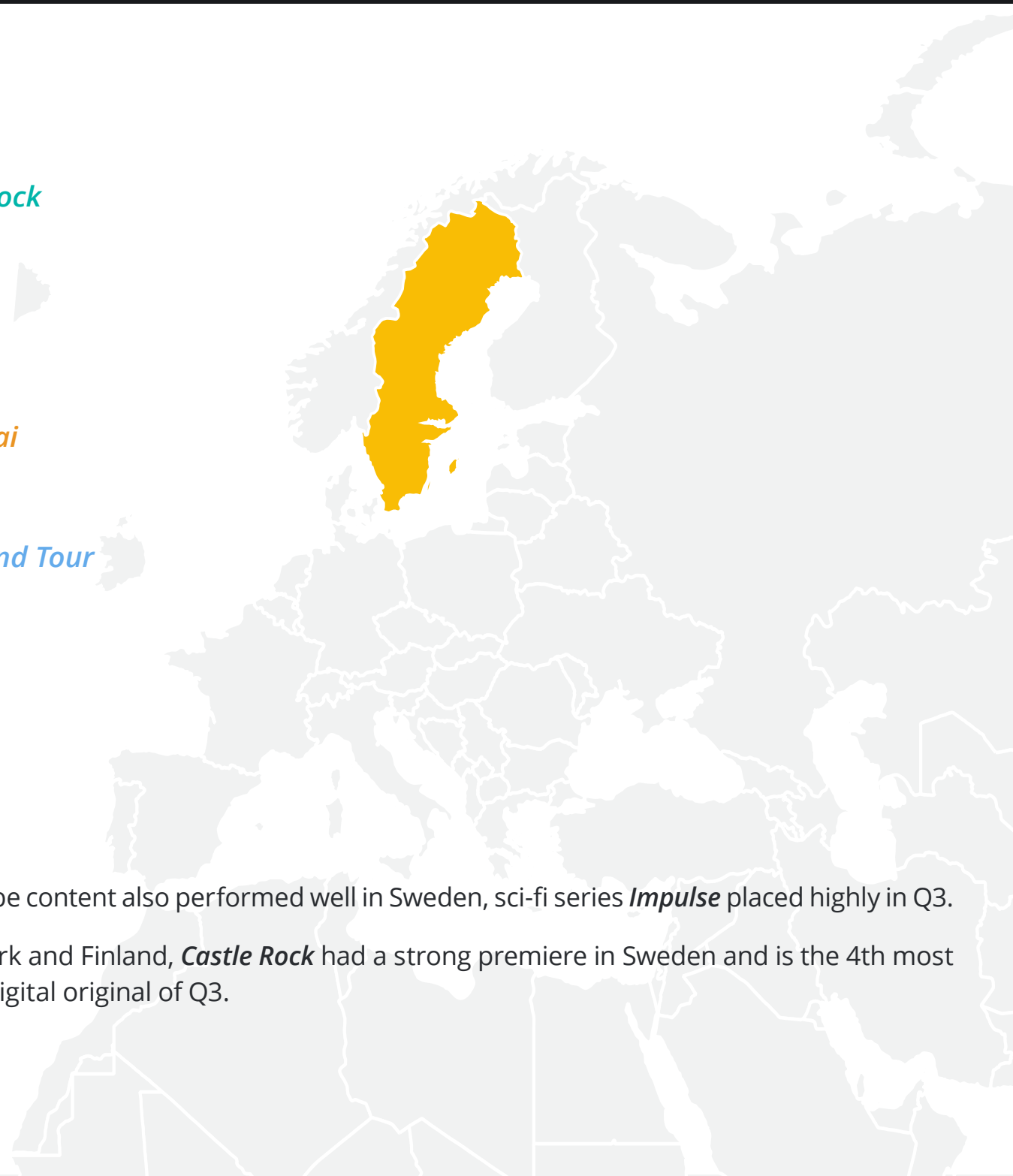
# Demand trends in Sweden

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Sweden



-  **Castle Rock**
-  **Modus**
-  **Cobra Kai**
-  **The Grand Tour**
-  **Impulse**



- ▶ Swedish series **Modus** has maintained demand in Sweden well, remaining the 8th most in-demand digital original series after the show's season 2 premiered on local SVOD C More in November 2017.
- ▶ **Modus** is not alone in maintaining Swedish demand. The YouTube Premium series **Cobra Kai** remains in the top 25 most in-demand digital original series in Sweden despite premiering worldwide in May, while Amazon's **The Grand Tour** is in the top 5 after **TGT** season 2 concluded in February.

- ▶ Other YouTube content also performed well in Sweden, sci-fi series **Impulse** placed highly in Q3.
- ▶ As in Denmark and Finland, **Castle Rock** had a strong premiere in Sweden and is the 4th most in-demand digital original of Q3.

# Top digital original series in Sweden

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	447,022	
2	<i>The Handmaid's Tale</i>	HBO Nordic	Drama	316,399	
3	<i>Stranger Things</i>	Netflix	Science Fiction	301,054	
4	<i>Castle Rock</i>	HBO Nordic	Horror	294,990	
5	<i>The Grand Tour</i>	Amazon Prime Video	Reality	256,332	
6	<i>Carpool Karaoke</i>	Apple Music	Reality	243,320	
7	<i>Star Trek: Discovery</i>	Netflix	Science Fiction	210,358	
8	<i>Modus</i>	C More	Drama	191,429	
9	<i>Marvel's Luke Cage</i>	Netflix	Drama	177,481	
10	<i>13 Reasons Why</i>	Netflix	Drama	167,145	
11	<i>The First</i>	--	Drama	161,550	
12	<i>Black Mirror</i>	Netflix	Science Fiction	157,488	
13	<i>Altered Carbon</i>	Netflix	Science Fiction	146,954	
14	<i>The Last Kingdom</i>	Netflix	Drama	143,655	
15	<i>Narcos</i>	Netflix	Drama	143,033	
16	<i>Impulse</i>	YouTube Premium	Science Fiction	129,339	
17	<i>Marvel's The Punisher</i>	Netflix	Drama	126,086	
18	<i>Sense8</i>	Netflix	Science Fiction	120,278	
19	<i>The Man In The High Castle</i>	Amazon Prime Video	Drama	117,709	
20	<i>Cobra Kai</i>	YouTube Premium	Drama	117,286	

## A selection of 5 additional digital original series of interest:

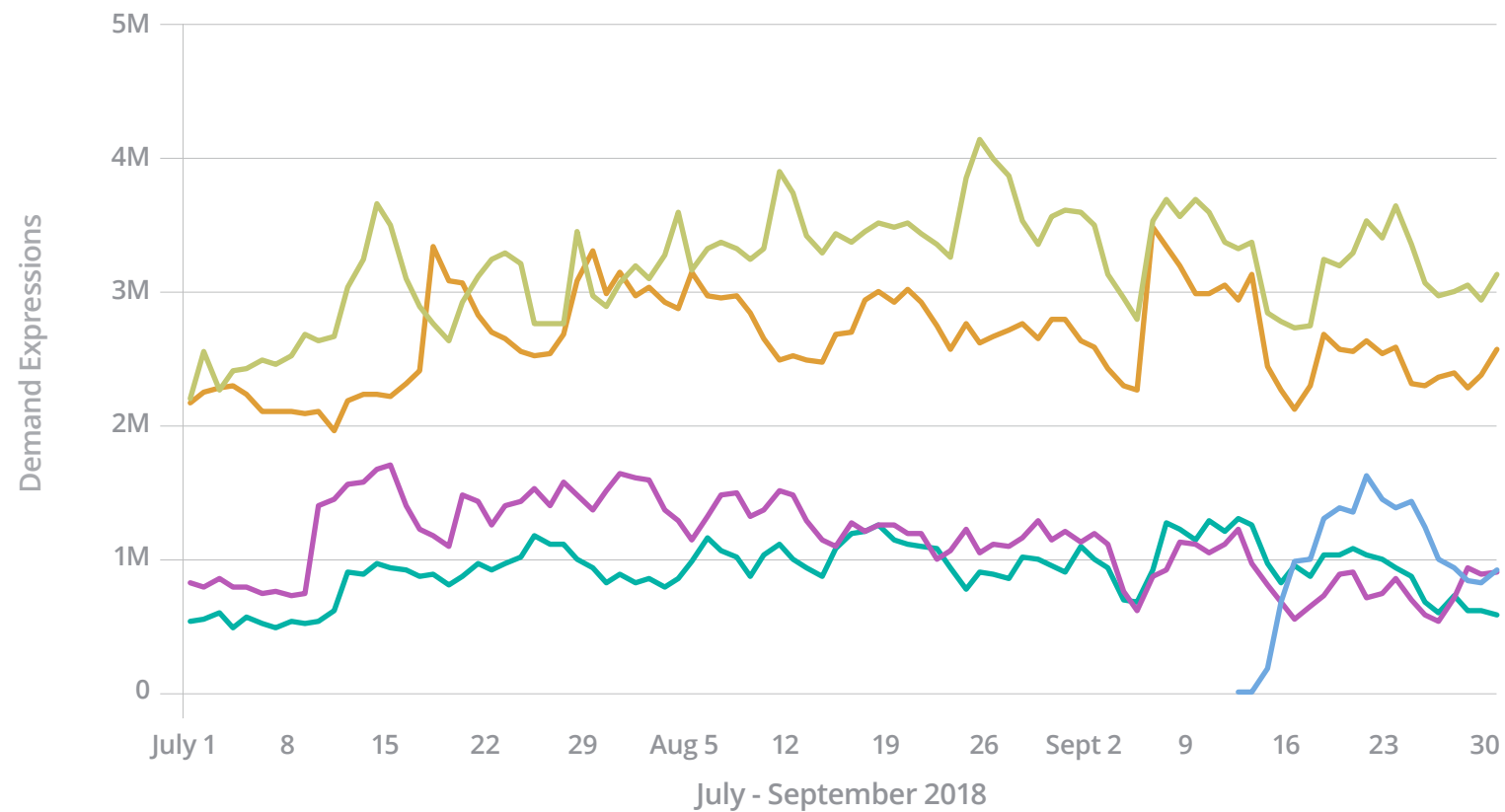
30	<i>Disenchantment</i>	Netflix	Comedy	86,291	
31	<i>Tom Clancy's Jack Ryan</i>	Amazon Prime Video	Drama	83,696	
35	<i>The Rain</i>	Netflix	Drama	75,635	
41	<i>The Looming Tower</i>	Amazon Prime Video	Drama	70,944	
63	<i>Swedish Dicks</i>	Viaplay	Comedy	44,769	






-- No platform information available, please refer to Appendix

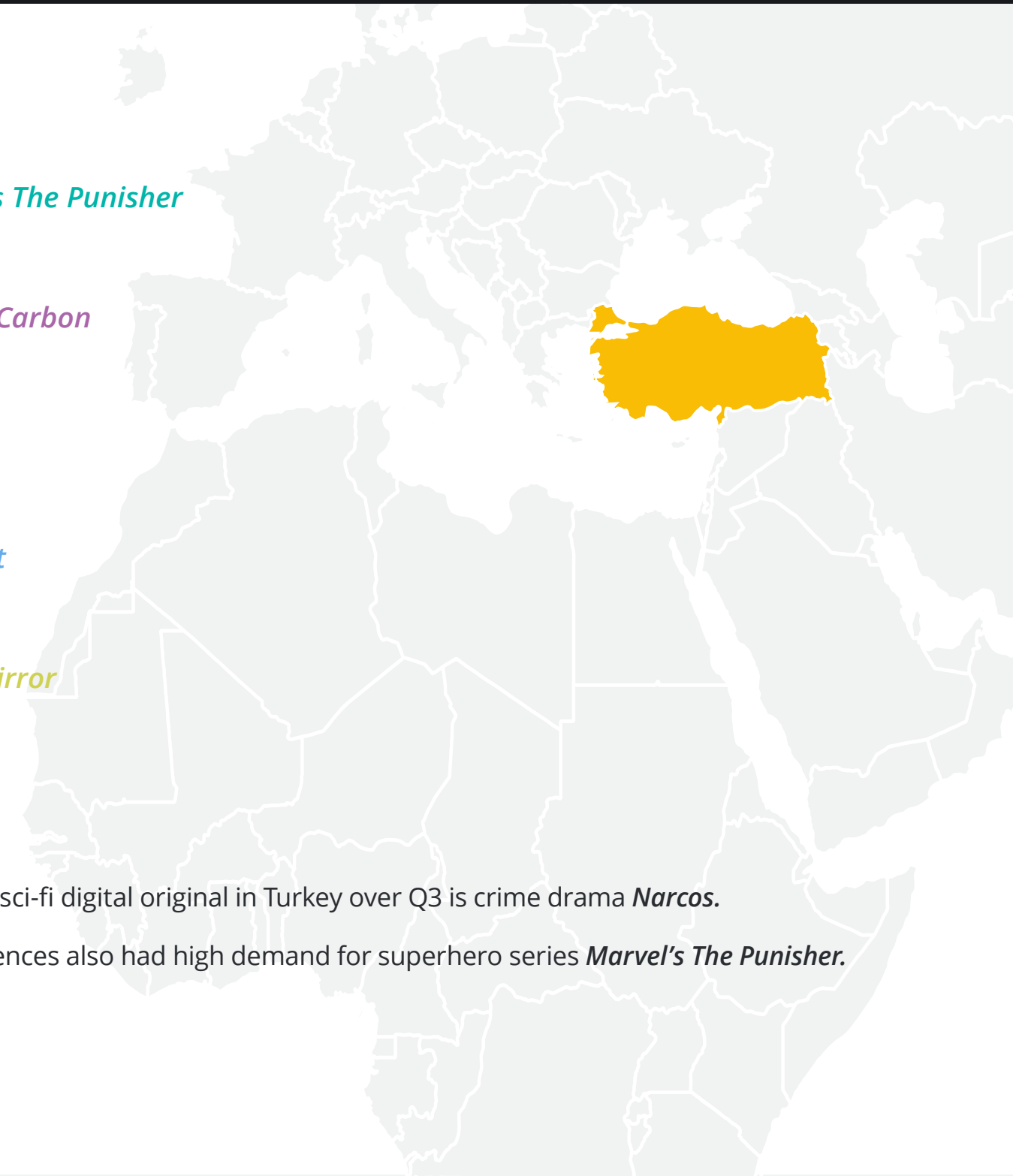
# Demand trends in Turkey

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Turkey



-  *Marvel's The Punisher*
-  *Altered Carbon*
-  *Narcos*
-  *The First*
-  *Black Mirror*



- ▶ Once again, **Black Mirror** is the top digital original title in Turkey with the dark sci-fi series remaining a firm favorite of Turkish audiences with fellow Netflix sci-fi series **Altered Carbon** also remaining popular.
- ▶ Turkey is an especially strong market for sci-fi: the top three Turkish digital original series in Q3 are sci-fi. This is likely why there is strong demand for new sci-fi series **The First** even though the show is not yet officially available in Turkey.

- ▶ The top non-sci-fi digital original in Turkey over Q3 is crime drama **Narcos**.
- ▶ Turkish audiences also had high demand for superhero series **Marvel's The Punisher**.

# Top digital original series in Turkey

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Black Mirror</i>	Netflix	Science Fiction	3,180,769	
2	<i>Stranger Things</i>	Netflix	Science Fiction	3,082,343	
3	<i>Sense8</i>	Netflix	Science Fiction	2,700,550	
4	<i>Narcos</i>	Netflix	Drama	2,631,222	
5	<i>Money Heist/La Casa De Papel</i>	Netflix	Drama	2,545,850	
6	<i>The Handmaid's Tale</i>	--	Drama	2,216,031	
7	<i>13 Reasons Why</i>	Netflix	Drama	2,188,471	
8	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	1,810,324	
9	<i>Castle Rock</i>	--	Horror	1,582,857	
10	<i>Altered Carbon</i>	Netflix	Science Fiction	1,125,925	
11	<i>The First</i>	--	Drama	972,281	
12	<i>Marvel's The Punisher</i>	Netflix	Drama	911,210	
13	<i>Marvel's Luke Cage</i>	Netflix	Drama	850,915	
14	<i>House Of Cards</i>	Netflix	Drama	833,330	
15	<i>The End of the F...ing World</i>	Netflix	Comedy-Drama	828,152	
16	<i>Ozark</i>	Netflix	Drama	819,275	
17	<i>Galinha Pintadinha</i>	YouTube	Children	763,376	
18	<i>The Crown</i>	Netflix	Drama	743,361	
19	<i>BoJack Horseman</i>	Netflix	Comedy	733,880	
20	<i>Marvel's Daredevil</i>	Netflix	Drama	719,735	

## A selection of 5 additional digital original series of interest:

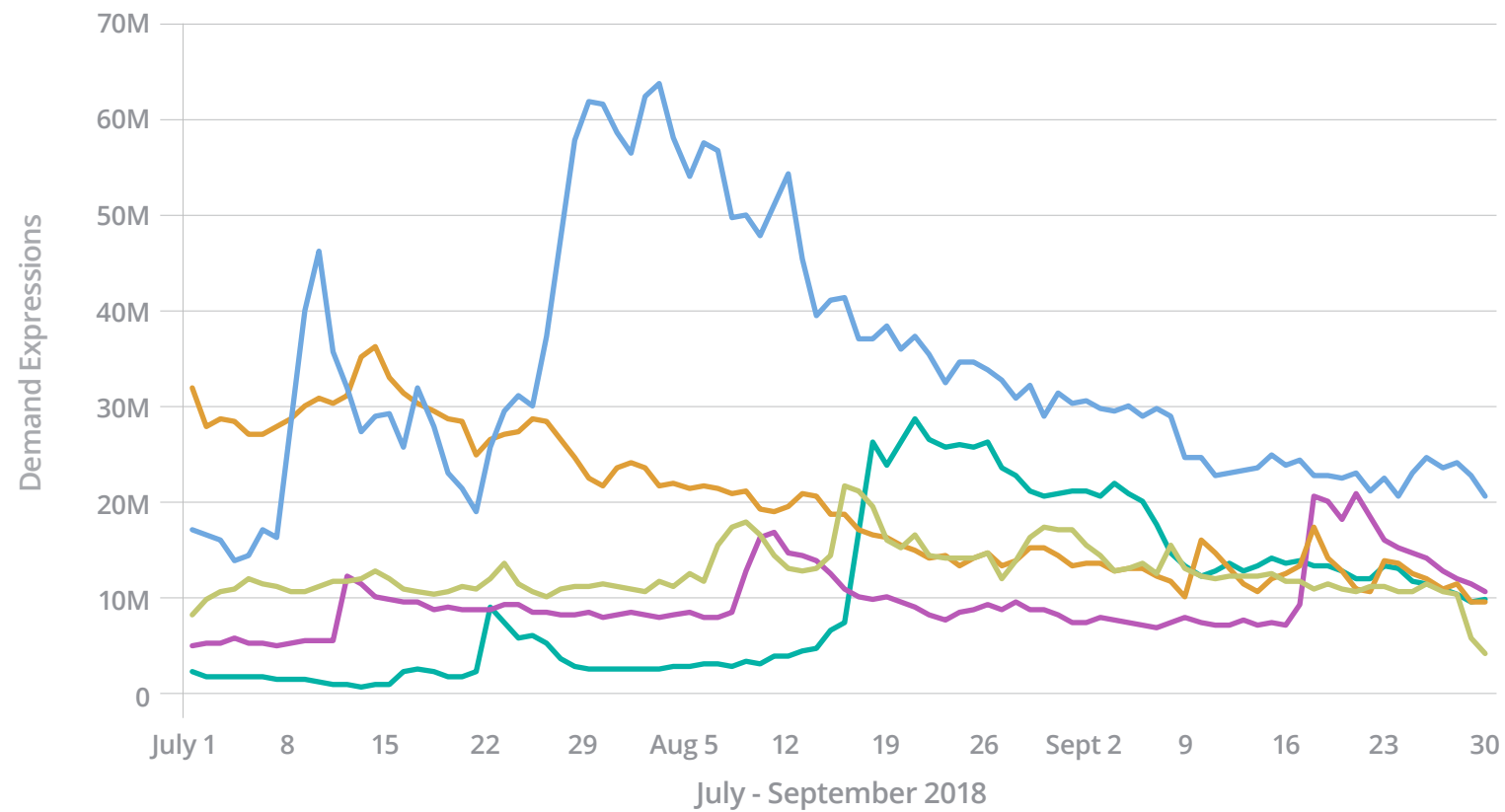
26	<i>Wild Wild Country</i>	Netflix	Documentary	590,485	
31	<i>The Rain</i>	Netflix	Science Fiction	469,127	
36	<i>Tom Clancy's Jack Ryan</i>	Amazon Prime Video	Drama	396,864	
40	<i>Cobra Kai</i>	--	Drama	325,572	
46	<i>Carpool Karaoke</i>	Apple Music	Reality	281,951	


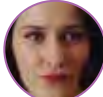


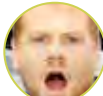
-- No platform information available, please refer to Appendix

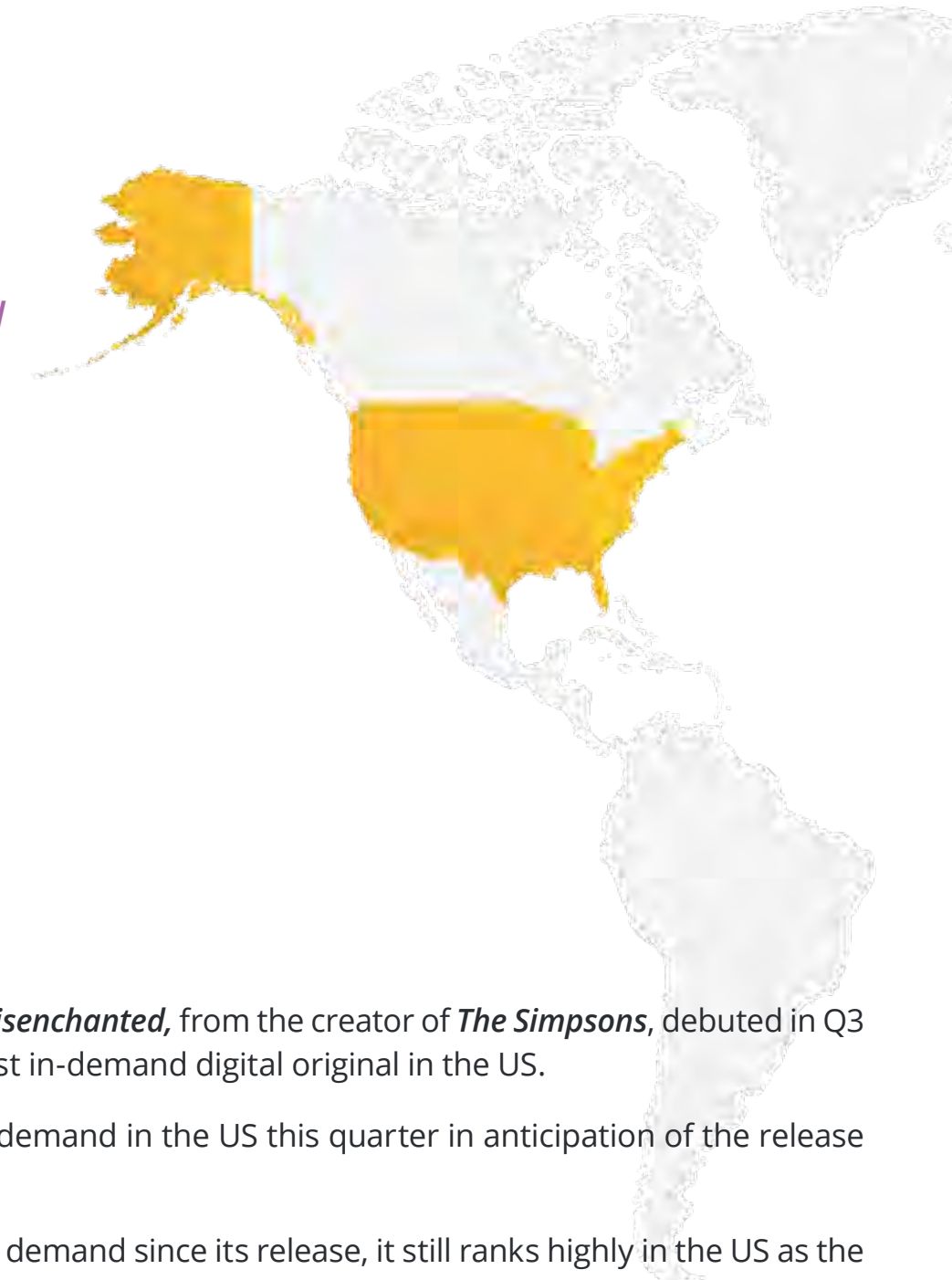
# Demand trends in the United States

July – September, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for the United States



-  *Disenchanted*
-  *The Marvelous Mrs. Maisel*
-  *Queer Eye*
-  *Orange Is The New Black*
-  *Carpool Karaoke*



- ▶ Q3's top digital original series in the USA is *Orange Is The New Black*, which attracted huge demand in both the lead up to and after the release of season
- ▶ Amazon's *The Marvelous Mrs. Maisel* made history this quarter as the first digital original comedy winner at the Emmys; both the nomination and wins are reflected in demand increases after each announcement.

- ▶ Netflix's new animated comedy *Disenchanted*, from the creator of *The Simpsons*, debuted in Q3 and rose to become the 23rd most in-demand digital original in the US.
- ▶ Apple's *Carpool Karaoke* grew in demand in the US this quarter in anticipation of the release of S2.
- ▶ While *Queer Eye* has decreased in demand since its release, it still ranks highly in the US as the 6th most in-demand digital original, the highest placement of all markets in this report.

# Top digital original series in the United States

July – September, 2018 | Average Daily Demand Expressions

## The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Orange Is The New Black</i>	Netflix	Comedy-Drama	33,140,651	
2	<i>Stranger Things</i>	Netflix	Science Fiction	28,247,096	
3	<i>The Handmaid's Tale</i>	Hulu	Drama	25,934,565	
4	<i>Castle Rock</i>	Hulu	Horror	22,444,613	
5	<i>Voltron: Legendary Defender</i>	Netflix	Children	21,104,847	
6	<i>Queer Eye</i>	Netflix	Reality	19,563,886	
7	<i>13 Reasons Why</i>	Netflix	Drama	19,494,412	
8	<i>Star Trek: Discovery</i>	CBS All Access	Science Fiction	18,195,828	
9	<i>Ozark</i>	Netflix	Drama	15,998,588	
10	<i>Marvel's Daredevil</i>	Netflix	Drama	15,858,224	
11	<i>Marvel's Luke Cage</i>	Netflix	Drama	15,088,176	
12	<i>Narcos</i>	Netflix	Drama	14,816,620	
13	<i>BoJack Horseman</i>	Netflix	Comedy	14,173,368	
14	<i>The First</i>	Hulu	Drama	14,091,058	
15	<i>Insatiable</i>	Netflix	Comedy-Drama	13,256,326	
16	<i>Carpool Karaoke</i>	Apple Music	Reality	12,359,878	
17	<i>Sense8</i>	Netflix	Drama	11,881,059	
18	<i>Black Mirror</i>	Netflix	Science Fiction	11,512,681	
19	<i>Cobra Kai</i>	YouTube Premium	Drama	10,995,881	
20	<i>Marvel's Iron Fist</i>	Netflix	Drama	10,490,083	

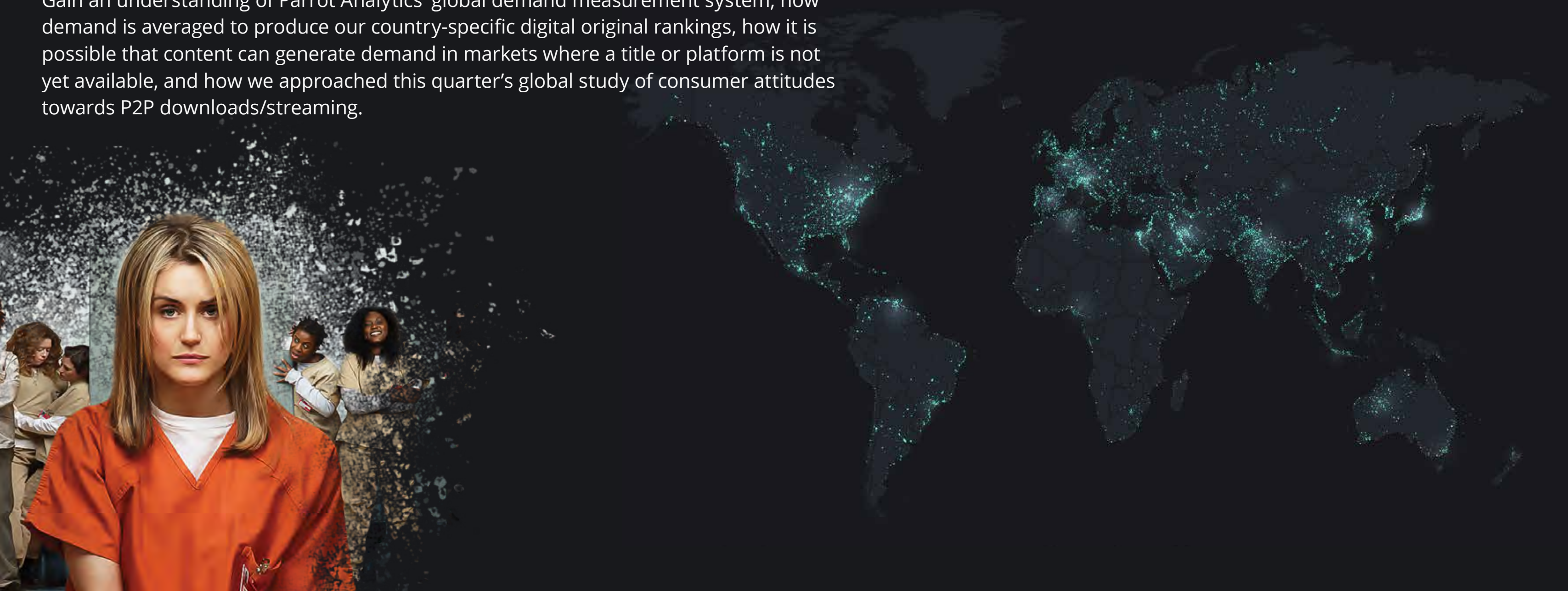
## A selection of 5 additional digital original series of interest:

30	<i>The Marvelous Mrs. Maisel</i>	Amazon Prime Video	Comedy	9,345,179	
48	<i>Tom Clancy's Jack Ryan</i>	Amazon Prime Video	Drama	6,697,895	
52	<i>Nailed It</i>	Netflix	Reality	6,228,731	
53	<i>Strange Angel</i>	CBS All Access	Drama	6,179,906	
65	<i>Maniac</i>	Netflix	Comedy	5,406,194	

-- No platform information available, please refer to Appendix

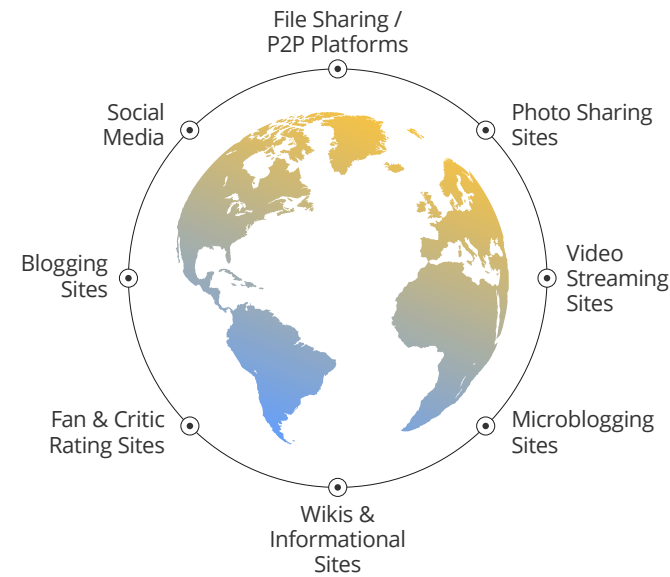
## Methodology

Gain an understanding of Parrot Analytics' global demand measurement system, how demand is averaged to produce our country-specific digital original rankings, how it is possible that content can generate demand in markets where a title or platform is not yet available, and how we approached this quarter's global study of consumer attitudes towards P2P downloads/streaming.



# Methodology for global television demand measurement

July – September, 2018

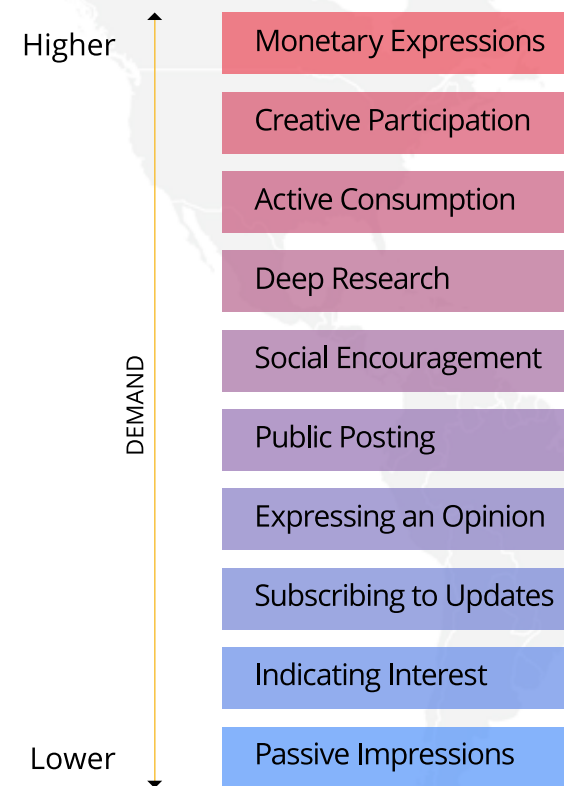


Consumers express their demand for content through various “demand expression platforms” including:

- ▶ Video Streaming Platforms
- ▶ Social Media Platforms
- ▶ Photo Sharing Platforms
- ▶ Blogging & Microblogging Platforms
- ▶ Fan & Critic Rating Platforms
- ▶ Wikis & Informational Sites
- ▶ Peer-to-Peer Protocols
- ▶ File-Sharing Platforms

## Industry-first: *DemandRank*™

**Parrot Analytics** captures cross-platform audience demand for content around the world. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a passive impression or a comment.



## *Demand Expressions*®

Total audience demand being expressed for a title, within a market.

### Characteristics of *Demand Expressions*®:

- ▶ They measure actual, expressed demand. **Parrot Analytics** does not use panel data.
- ▶ They encompass demand expressed by audiences from a multitude of sources, weighted by importance.
- ▶ There is no ceiling to how many **Demand Expressions**® a title can generate in a market.

# Methodology for averaging demand

July – September, 2018

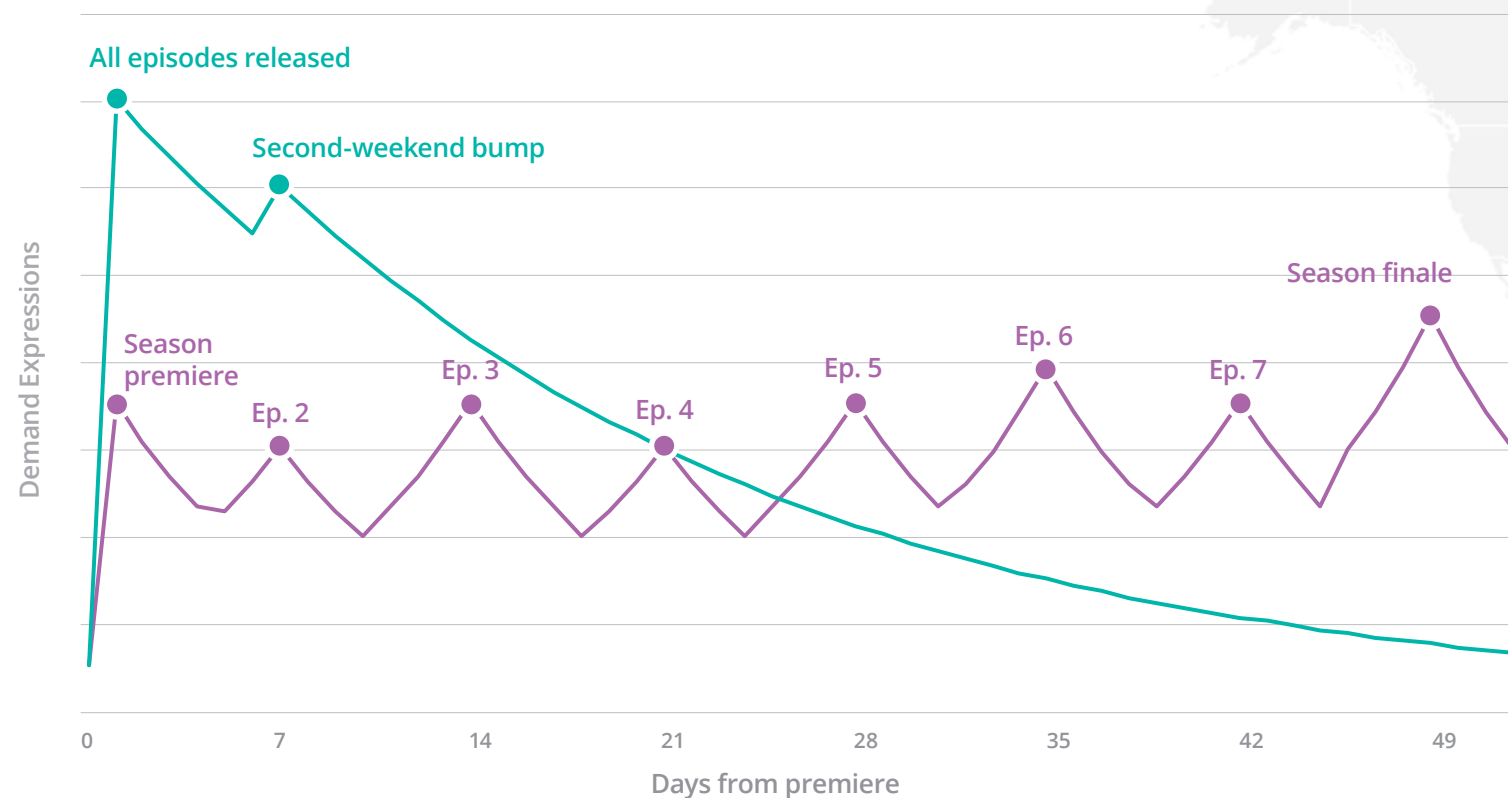
## Simulated demand for all-at-once and episodic releases

Examples of platforms that generally release titles **all-at-once**:

- Amazon Video
- Crackle
- Netflix
- YouTube Red

Examples of platforms that generally release titles **episodically**:

- Hulu
- CBS All Access
- Apple Music



- ▶ The way in which an SVOD platform releases new episodes of its digital original series affects how the demand for these titles develop.
- ▶ Netflix pioneered the all-at-once method, where all episodes are released on a single day. This release method helped popularize binge-watching as viewers did not have to wait a week to watch the next episode; however, it has the side-effect of having demand for the show decline immediately after release. There is often a slight increase in demand during the second weekend after release as more people finish the season, but generally demand for shows plateau in about one month.
- ▶ In contrast, the episodic release schedule maintains demand throughout the season as people keep returning each week, but its premiere demand may not be as high because only one episode is available.

*To be consistent, in this report we average demand over the month post-release for all-at-once titles and from season premiere to season finale for episodic titles.*

Note: The average demand for these **all-at-once** and **episodic** titles are the same over this time period.

# Methodology for demand attribution

July – September, 2018

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 US - even if it is a “stealth release”.

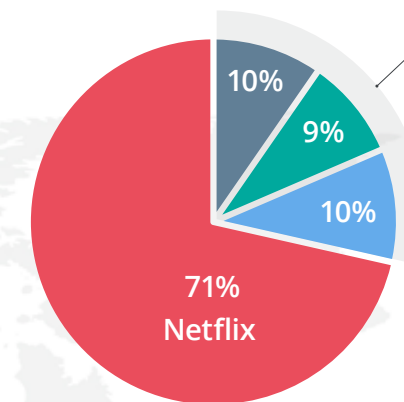
Because our global demand measurement system incorporates multiple country-specific content demand signals, we are able to gauge popularity for TV content long before a series, or platform, is officially released in its home market, or any other market.

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).

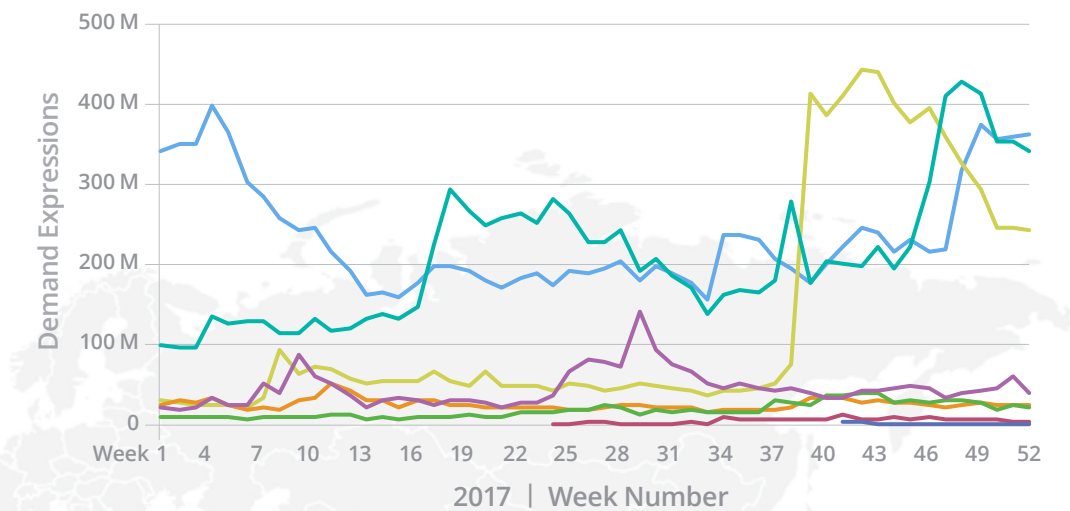
For more information please refer to our helpdesk article available [here](#).

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)



Amazon Video    CBS All Access    Facebook    Seeso  
Hulu    Crackle    Apple Music    Youtube Red

# Methodology for global TV series consumption study

July – September, 2018

[Parrot Analytics](#) conducted a global survey in 4 markets with 500 respondents each, for a total of n=2,000 across all surveys and territories. Each survey asked a single question about how many video streaming platforms the respondent was willing to subscribe to. The text of the question and answers were translated into each country's primary language, and read as follows:

## How often do you download TV content through file-sharing or peer-to-peer (P2P) services?

- ▶ I regularly use P2P services.
- ▶ I sometimes use P2P services.
- ▶ I have never used a P2P service.
- ▶ I don't know what P2P or file-sharing is.

For more information on Google Surveys, please refer to the whitepaper [here](#).

Note: In this section we have explained the methodology used for a consumer survey carried out by Parrot Analytics.

It must be noted, however, that our Demand Expressions metric underlying our global tv demand measurement does not use sampling extrapolation. Instead, our global demand measurement system captures all known activities from the total population, in all markets, in real-time.

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

[DOWNLOAD](#)

## About Parrot Analytics

July – September, 2018

**Parrot Analytics** is a data science company that empowers media & entertainment companies, brands and agencies to understand global audience demand for television content. Wielding the world's largest audience behavior data sets, the company has developed the world's only global cross-platform, country-specific audience demand measurement system.

**Parrot Analytics** captures an unprecedented spectrum of actual fan and audience behavior including video streaming consumption, social media, blogging platforms, file-sharing and peer-to-peer consumption spanning 100+ countries. This enables media companies, for the very first time, to understand audience demand for content across all content distribution platforms in all markets around the world.

**Parrot Analytics'** leadership includes a group of media industry executives, creatives and scientists who believe in the magic of content and the impact it has on people's lives. The company is on a mission to connect content creators and consumers by enabling data-driven decisions across the industry.

For more information, visit [parrotanalytics.com](http://parrotanalytics.com)

# The Global TV Demand Measurement Standard

Use global demand data to stack content negotiations in your favor. Schedule a software demo and learn how you can increase the value extracted from global content deals.

BOOK DEMO

