

# The Global Television Demand Report

Global SVOD platform demand share, digital original series popularity and genre demand share trends in **Q3 2019**



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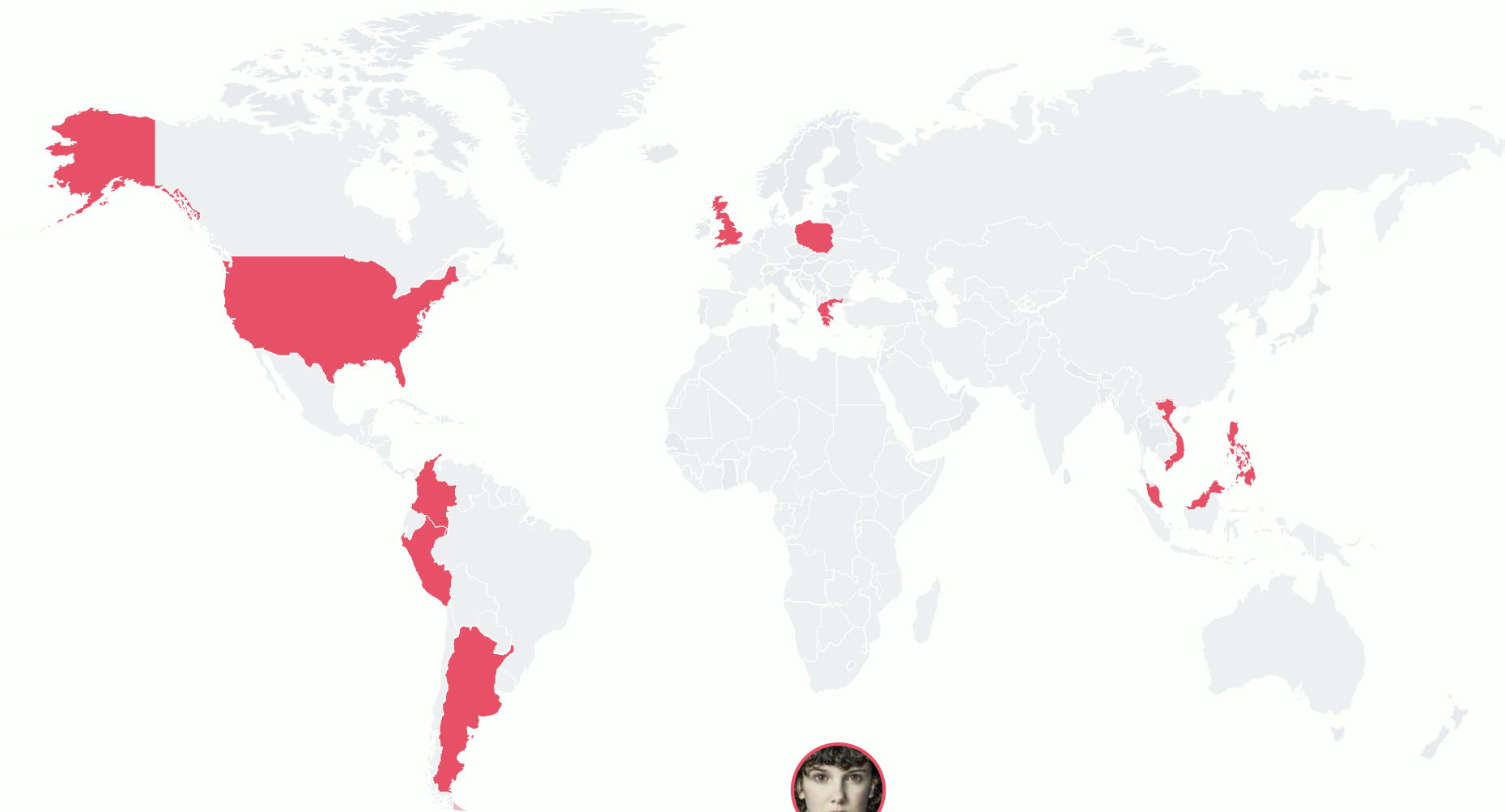




# Executive Summary

July – September, 2019

- Welcome to the Upside Down – Netflix's **Stranger Things** is the most in demand show for all ten markets in this report for Q3 2019, showcasing Netflix's ability to create a globe-spanning dominant blockbuster.
- The impact of **Stranger Things** is also evident at the subgenre level. This quarter, sci-fi drama is the most in-demand subgenre in eight of the ten markets in this report.
- Despite the stellar performance of **Stranger Things**, Netflix has continued its multi-quarter global loss of demand share to competing platforms. This shows that even the single most dominant hit is not enough in itself to keep audiences' attention on your platform.
- In the dynamic action/adventure genre, we see Netflix's share of attention decreasing again this quarter. This drop is due to pressure from both DC Universe and Amazon Prime Video.
- DC Universe has become the leader in the action/adventure genre. Prime Video's **The Boys** premiered this quarter and drove noticeable demand for its platform in this space.



## Stranger Things

- |                  |                   |
|------------------|-------------------|
| • United States  | • Poland          |
| • Argentina      | • Greece          |
| • Colombia       | • Vietnam         |
| • Peru           | • Malaysia        |
| • United Kingdom | • The Philippines |

# Executive Summary

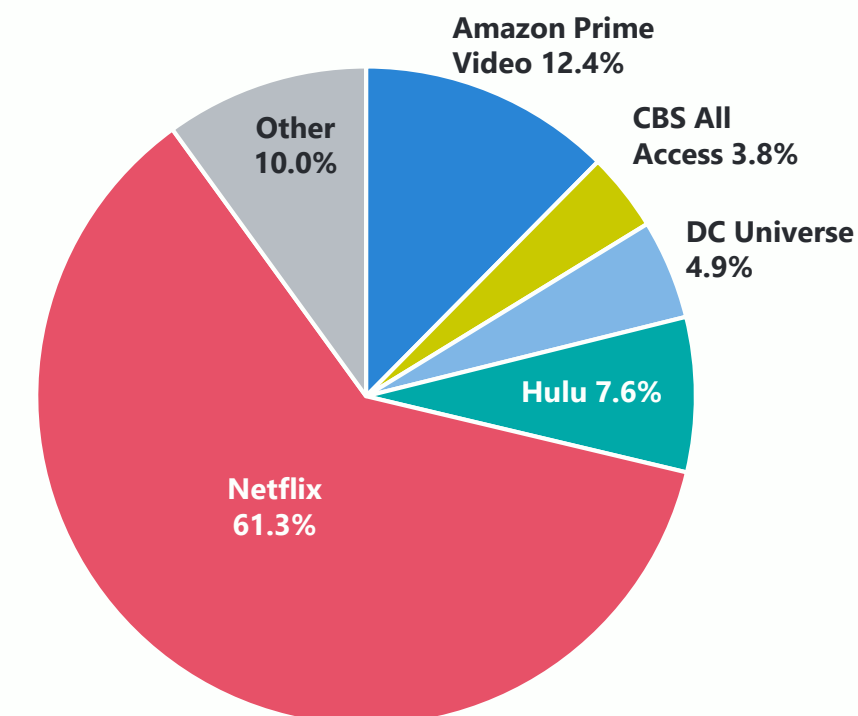
July – September, 2019

## Major SVOD platform events (Quarter 3, 2019)

- On July 9<sup>th</sup>, Netflix lost streaming rights to the strongly demanded classic sitcom *Friends*. Warner Media acquired the rights for a reported USD 435 million for its upcoming streaming service HBO Max.
- On July 16<sup>th</sup>, Netflix digital original *When They See Us* received the second most nominations after *Game of Thrones* at the 71<sup>st</sup> Emmys.
- On July 17<sup>th</sup>, Netflix reported its first ever quarterly drop in US subscribers.
- On August 5<sup>th</sup>, Flipkart announced a free streaming service to take on Amazon and Netflix in India.
- On August 7<sup>th</sup>, Disney+ announced its pricing, including a 13 USD bundle with Disney-owned Hulu.
- On August 13<sup>th</sup>, CBS and Viacom announced plans to merge by the end of 2019.
- On September 16<sup>th</sup>, Netflix acquired the global streaming rights to *Seinfeld* for an undisclosed amount, reported to be more than USD 500 million.
- On September 19<sup>th</sup>, BET+ launched in the USA. It is a specialist OTT SVOD service operated by BET Networks.

## Global demand share by original platform for all digital originals

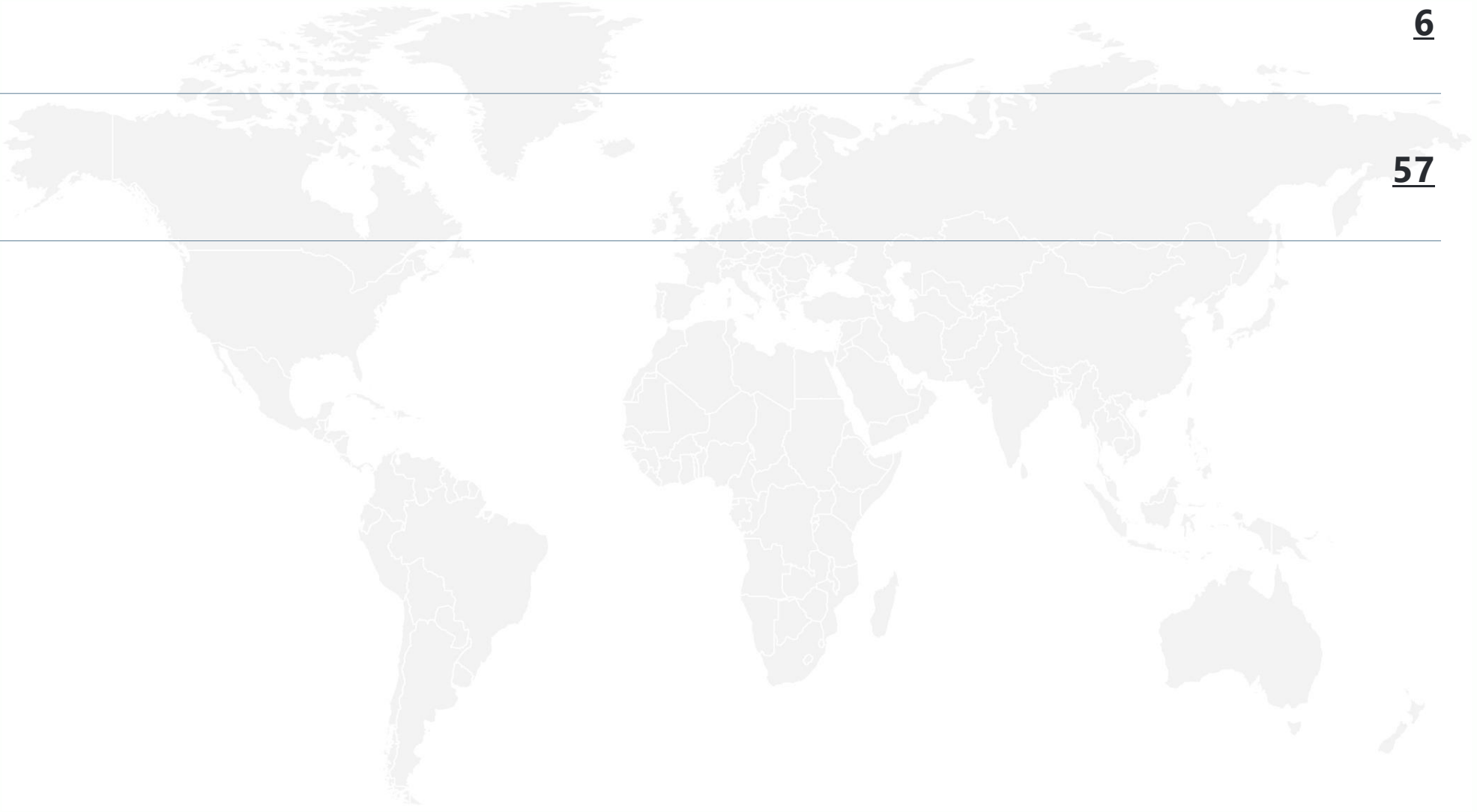
Global platform demand share (Q3 2019)



- Around the world, the Netflix digital originals has the highest share of demand for digital original series. 61.3% of the global demand for all digital originals is expressed for Netflix originals.
- Despite the dominance of *Stranger Things* this quarter, the 61.3% figure for 2019 Q3 is 1.3% lower than the 62.6% Netflix share in 2019 Q2.
- Amazon Prime Video has the largest demand gain in this period. The Amazon share grew 1.6% from the previous quarter's (2019 Q2) 10.8% demand share.
- Across all other platforms the demand share has been relatively stable across quarters. Changes for other platforms compared to last quarter were all <1%.

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# Introduction

July – September 2019

## Demand as the new paradigm

In this latest edition of [Parrot Analytics' Global Television Demand Report](#), we provide the SVOD platform demand share of digital originals, the global genre share, as well as an individual analysis of key global markets. 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. These titles can play a key role in the success of these platforms, yet viewership numbers are kept a closely-guarded secret. Thus, 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 creators across the globe.

Using Demand Expressions, a vast array of analyses become possible. Demand is measured on a market-by-market basis such that the differences in demand for content between markets can be **empirically measured. Importantly, demand can exist 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 full picture of the state of content demand in any given market **allows for empirical content acquisition, licensing, marketing, and advertising decisions to be made.**

In an industry traditionally guided by intuition and gut feelings, gaining insights into the consumer's behaviors expressing 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.*

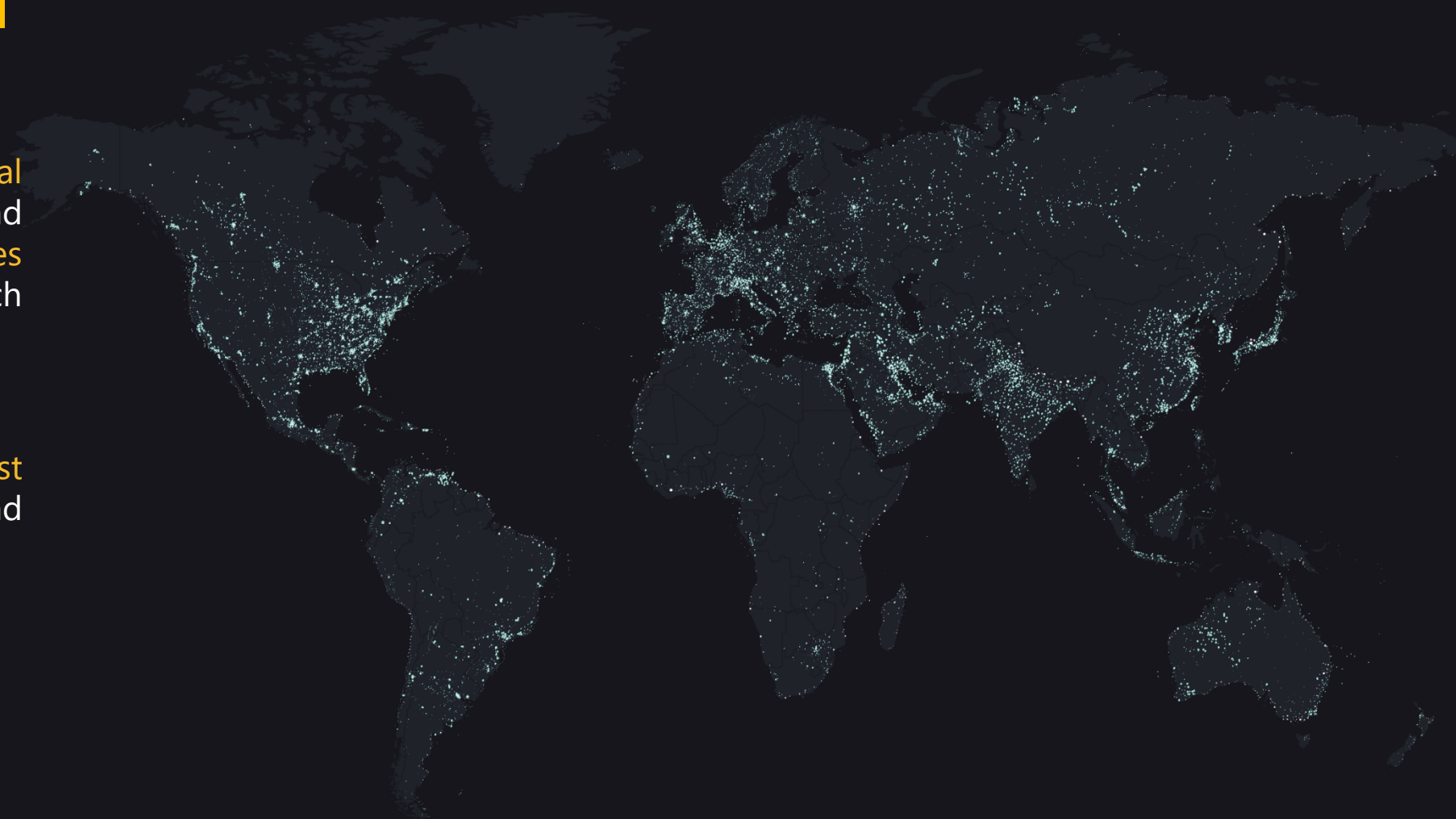


## Market-specific TV content trends

### SVOD platform market demand share: 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.



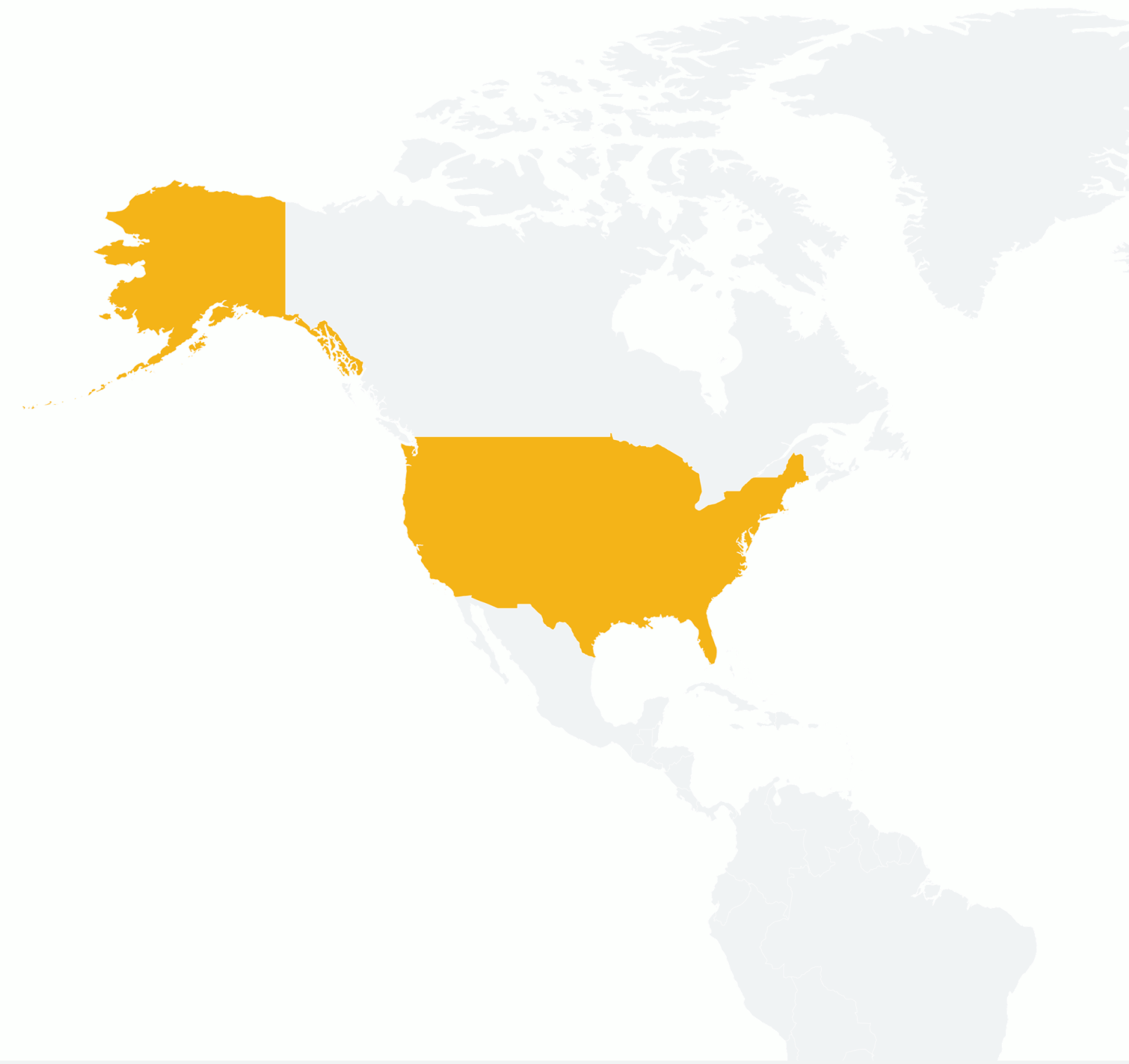


## Genre, subgenre, platform demand share and digital original trends

### 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.

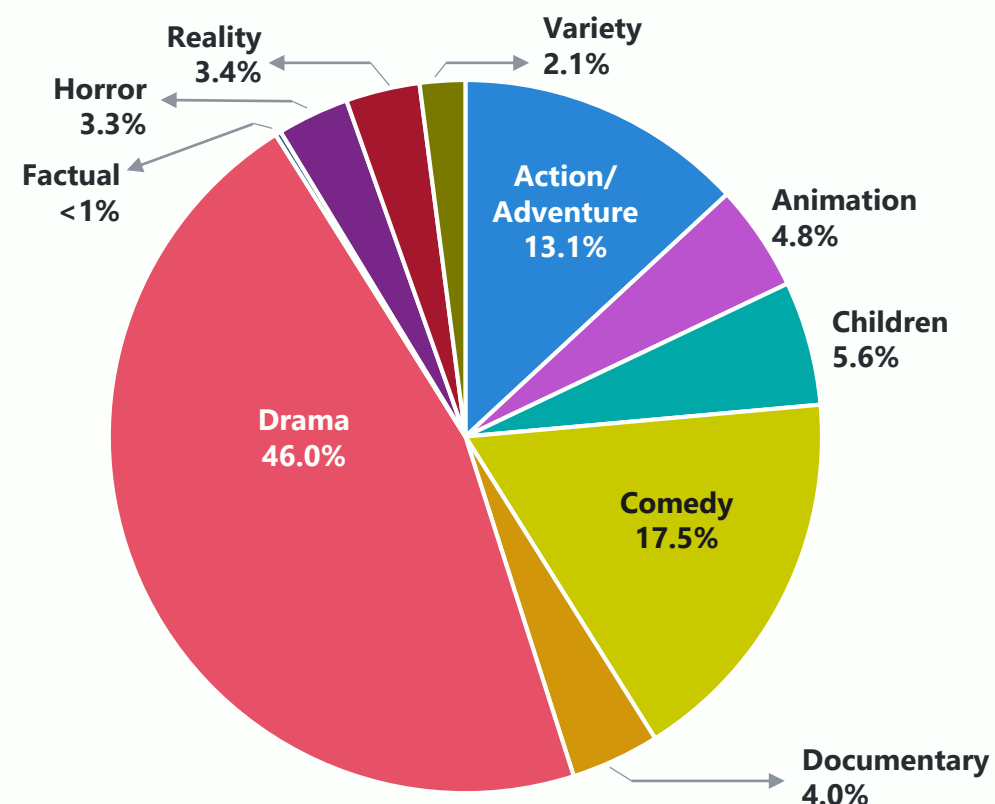
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



# United States digital original genre and subgenre preferences

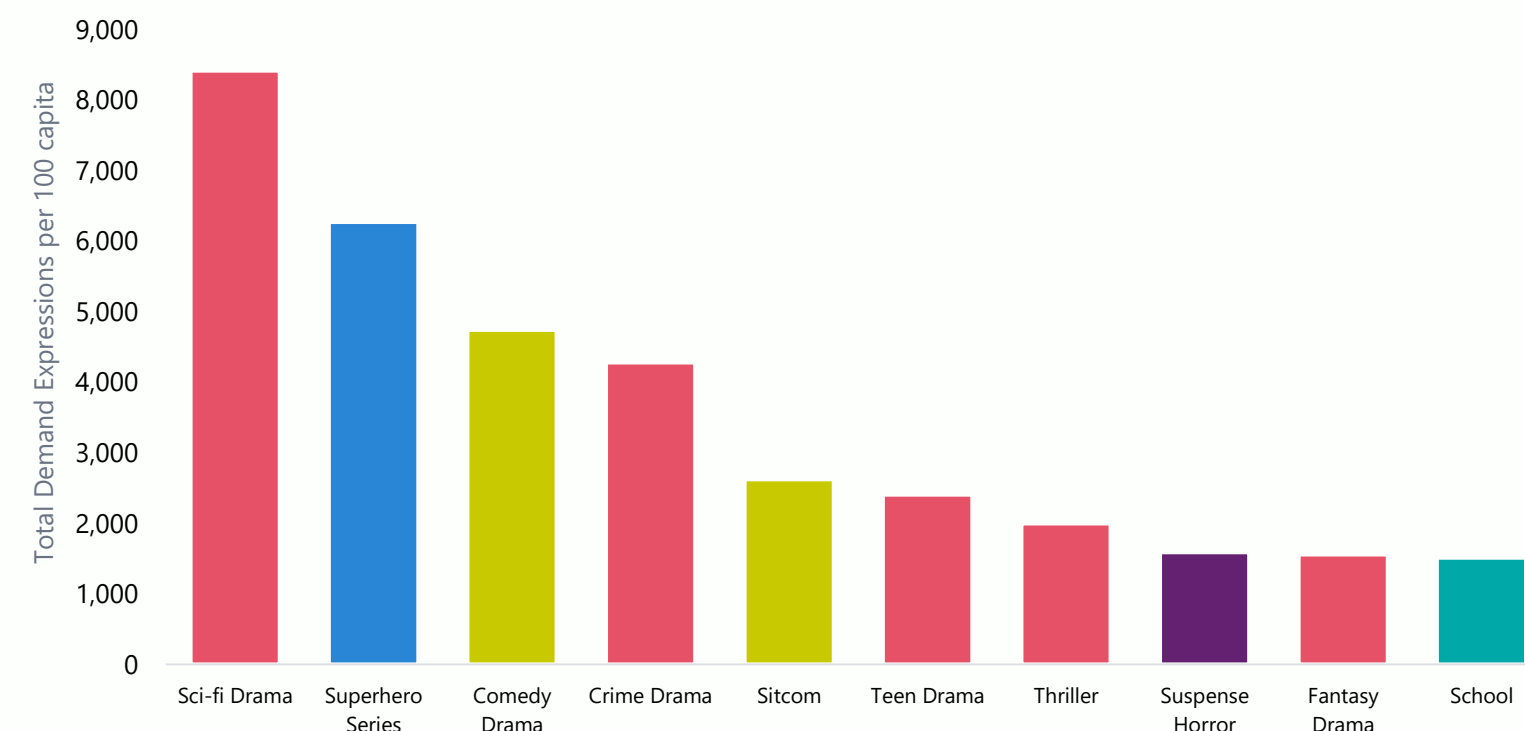
July – September, 2019

## United States digital original series genre demand share (Q3 2019)



- While less dominant in the US than in other markets, drama has gained demand share since Q1 and Q2 this year. Its 46% share in Q3 represents a 4.6% gain over the share in Q2 2019.
- Of all the markets in this report, the demand share is highest in the United States for digital original series in six genres. These are animation (4.8%), children (5.6%), comedy (17.5%), factual (0.3%), reality (3.4%) and variety (2.1%).
- Notably, the animation genre is the only category other than drama that grew this quarter. Its share of 4.8% in Q3 2019 is up from 4% the previous quarter.

## The 10 most in-demand subgenres for digital originals in the United States (Q3 2019)



- This is the first quarter this year where 5 of the 10 most in-demand subgenres fall in the drama category, reflecting the growing popularity of this genre in the US.
- After being the most in-demand subgenre for the first half of the year, the superhero series subgenre has been overtaken by sci-fi drama as the most in-demand subgenre.
- American viewers' taste for comedy is apparent here with comedy drama and sitcom performing the best out of any markets in this report.

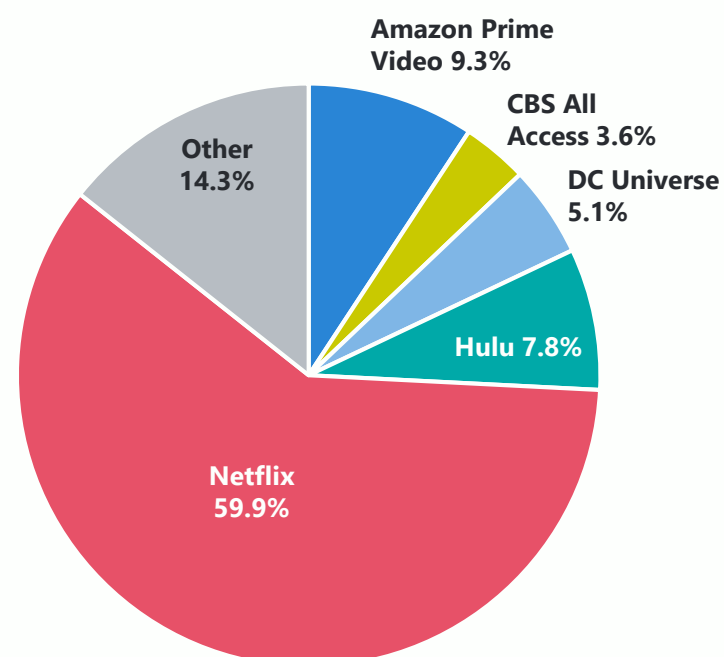


# United States platform demand share and digital originals demand distribution

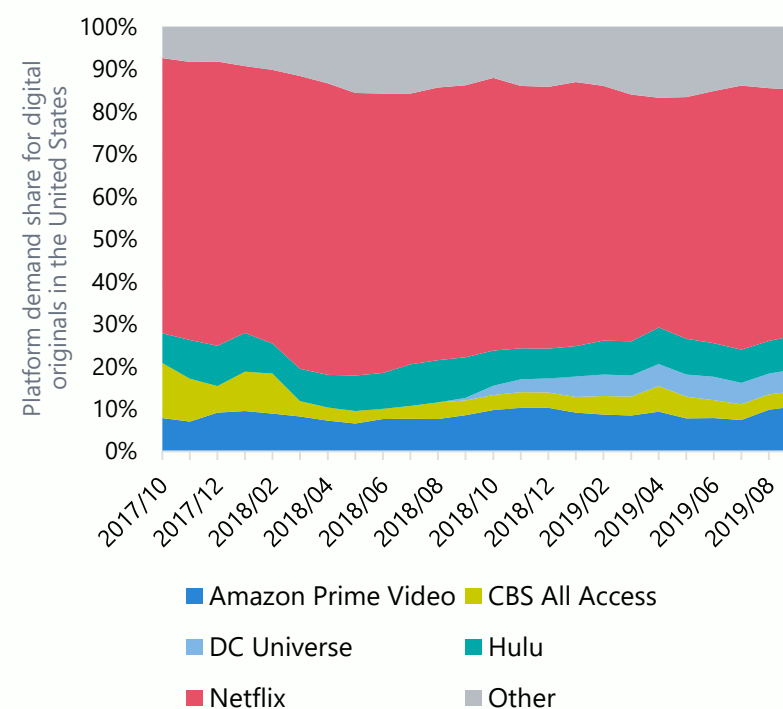
October 2017 – September, 2019

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

Platform demand share (Q3 2019)



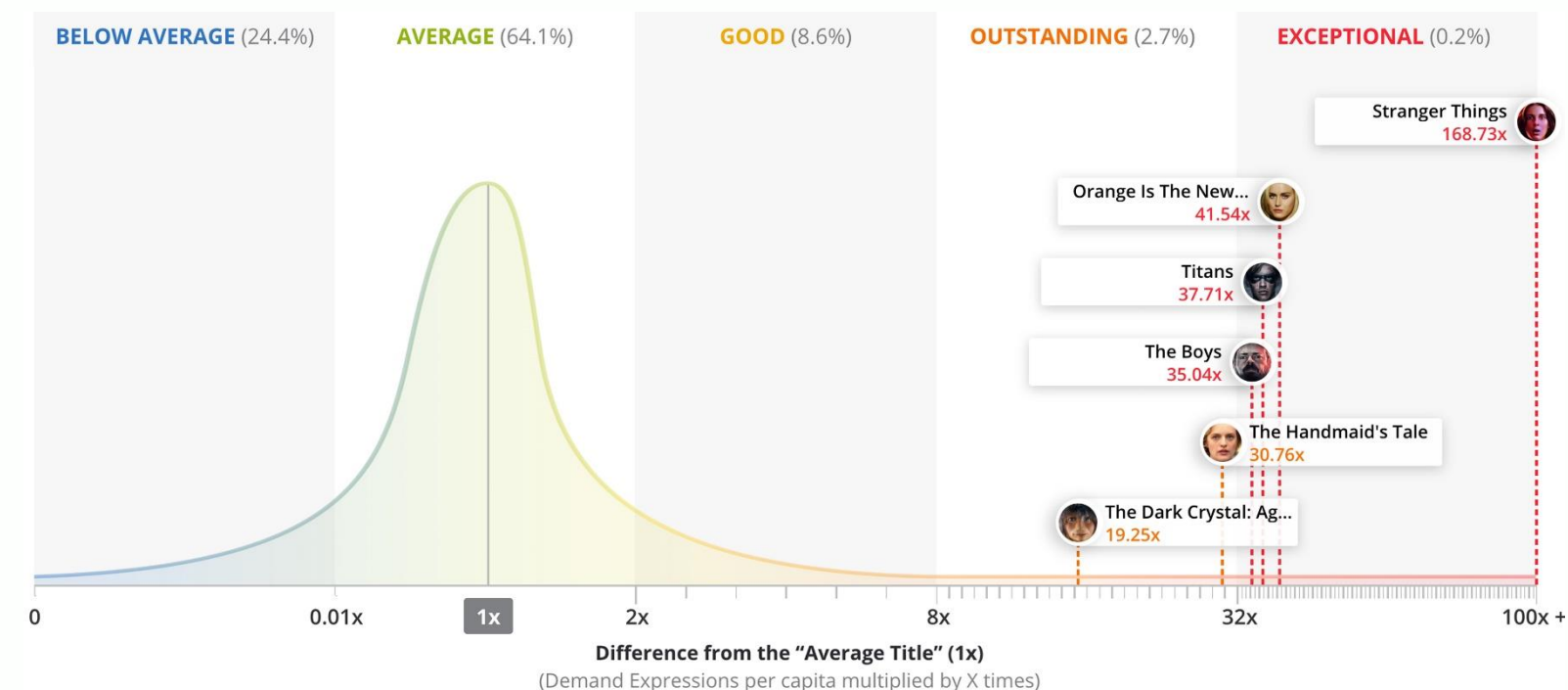
Platform demand share trend (24 months)



- Original series from Netflix account for 59.9% of expressed demand over the quarter. Although the largest in this market, this is still a below average share for Netflix in this report.
- Over the 24 months covered by the platform demand share trend chart (to the right above), we can observe how the long term decline in Netflix share reversed in 2019 Q2. In Q3, the average demand share of Netflix continued to increase (59.9% in Q3 compared to 58.5% the prior quarter).
- Compared to the other markets in this report, the US has one of the lowest demand for DC Universe content at only 5.1% demand share.

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

Show position in Demand Distribution (Q3 2019)



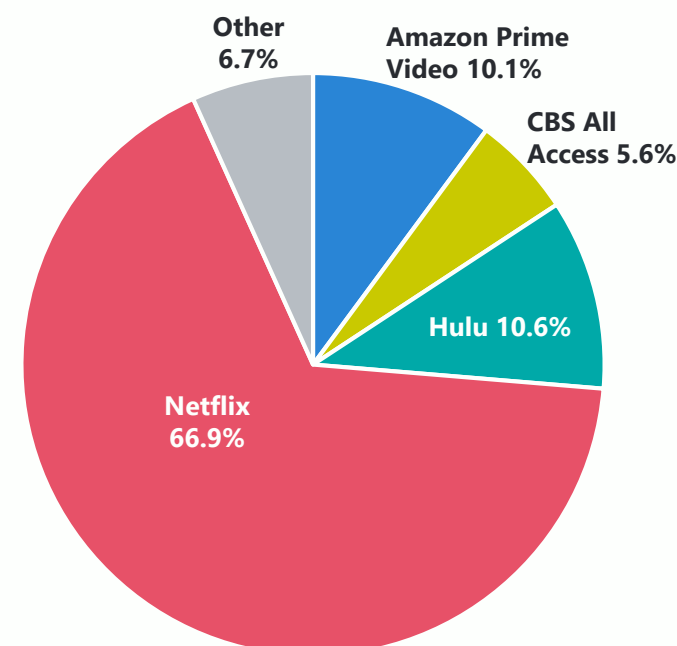
- The most in-demand digital original series in the US in 2019 Q3 is Netflix's **Stranger Things**. It has 168.73 times more demand than the average title, making it one of the 0.2% of titles that are classed as 'Exceptional'.
- Two titles that premiered in the middle of the quarter achieved 'Outstanding' demand in the US - Amazon Prime Video's **The Boys** (premiered July 26) and Netflix title **Dark Crystal: Age of Resistance** (premiered August 30).
- Going out with a bang, **Orange is the New Black** released its seventh and final season on July 26 and has had a strong showing this quarter as the second most in-demand digital original in the US.

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

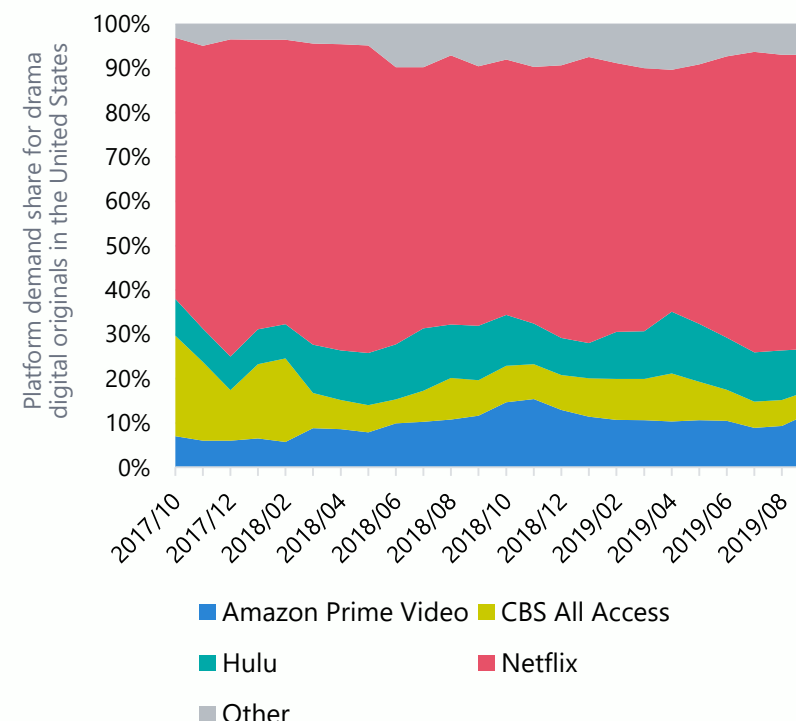
October 2017 – September, 2019

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

Platform drama demand share  
(Q3 2019)



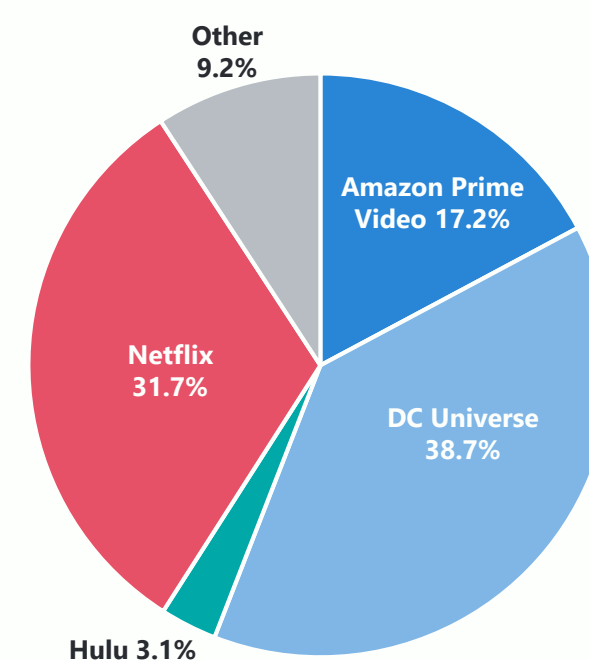
Platform demand share trend for drama  
(24 months)



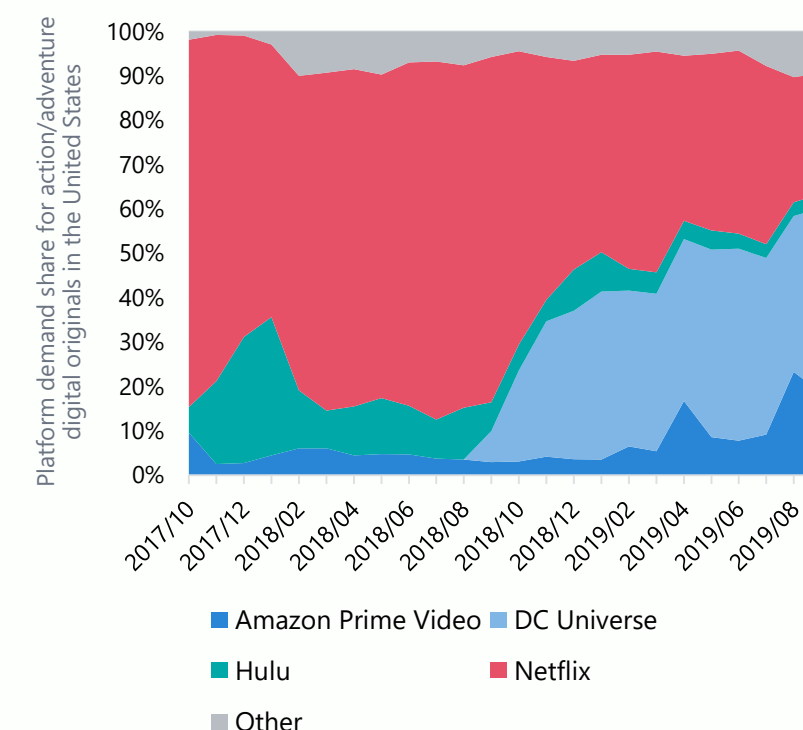
- Netflix maintained the growth in its share of drama originals it saw last quarter; its share has remained stable over the three months in Q3.
- Amazon Prime Video and Hulu are neck and neck to be the platform with the second highest share of demand for digital original drama series in the American market. Prime Video surged in the final month of the quarter to overtake Hulu.
- Netflix's competitors are all over-performing the average demand share among markets in this report for digital original dramas in the US market.

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

Platform action/adventure demand share  
(Q3 2019)



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



- In the action/adventure genre, DC Universe originals have the largest demand share with 38.7% of the US market. DC Universe's US share is under-performs against the global average, which highlights the strength of DC Universe content in international markets.
- In the year since DC Universe's launch it has witnessed stellar growth in demand share for action/adventure series, mainly at the expense of Netflix. This trend may continue given three of Netflix's four most in-demand action/adventure series are Marvel shows that were cancelled this year.
- Amazon Prime Video has 17.2% of the US action/adventure originals demand, an above average share compared to other markets in this report. Prime Video has continued to grow its demand share in spurts, securing its place as the third major player in this space.



# Top digital original series in the United States

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	168.7	<div></div>
2	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	41.5	<div></div>
3	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	39.0	<div></div>
4	<b>Titans</b>	DC Universe	DC Universe	Action and Adventure	37.7	<div></div>
5	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	35.0	<div></div>
6	<b>The Handmaid's Tale</b>	Hulu	Hulu	Drama	30.8	<div></div>
7	<b>Lucifer</b>	Netflix	Netflix	Drama	26.9	<div></div>
8	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	23.7	<div></div>
9	<b>Young Justice</b>	DC Universe	DC Universe	Action and Adventure	23.5	<div></div>
10	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	21.3	<div></div>
11	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	20.8	<div></div>
12	<b>Dark</b>	Netflix	Netflix	Drama	20.8	<div></div>
13	<b>Star Trek: Discovery</b>	CBS All Access	CBS All Access	Drama	20.6	<div></div>
14	<b>The Dark Crystal: Age Of Resistance</b>	Netflix	Netflix	Drama	19.2	<div></div>
15	<b>Black Mirror</b>	Netflix	Netflix	Drama	19.2	<div></div>
16	<b>Mindhunter</b>	Netflix	Netflix	Drama	19.0	<div></div>
17	<b>When They See Us</b>	Netflix	Netflix	Drama	17.3	<div></div>
18	<b>Narcos</b>	Netflix	Netflix	Drama	17.1	<div></div>
19	<b>Doom Patrol</b>	DC Universe	DC Universe	Action and Adventure	17.0	<div></div>
20	<b>The Umbrella Academy</b>	Netflix	Netflix	Action and Adventure	16.9	<div></div>

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

22	<b>Veronica Mars</b>	Hulu	Hulu	Drama	16.5	<div></div>
27	<b>The Twilight Zone (2019)</b>	CBS All Access	CBS All Access	Horror	13.0	<div></div>
28	<b>Carnival Row</b>	Amazon Prime Video	Amazon Prime Video	Drama	12.3	<div></div>
31	<b>Letterkenny</b>	Hulu	Hulu	Comedy	11.4	<div></div>
34	<b>The Boss Baby: Back In Business</b>	Netflix	Netflix	Children	10.8	<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

### Argentina

Learn which genres and subgenres of digital originals are most demanded by Argentinian 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.

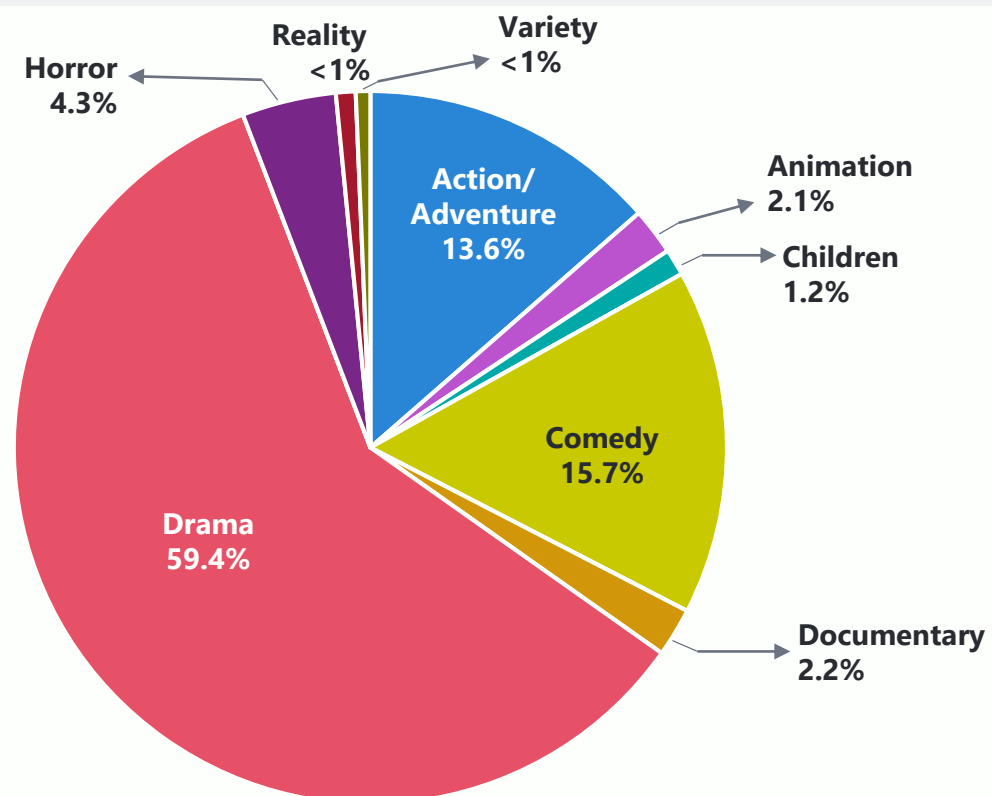




# Argentina digital original genre and subgenre preferences

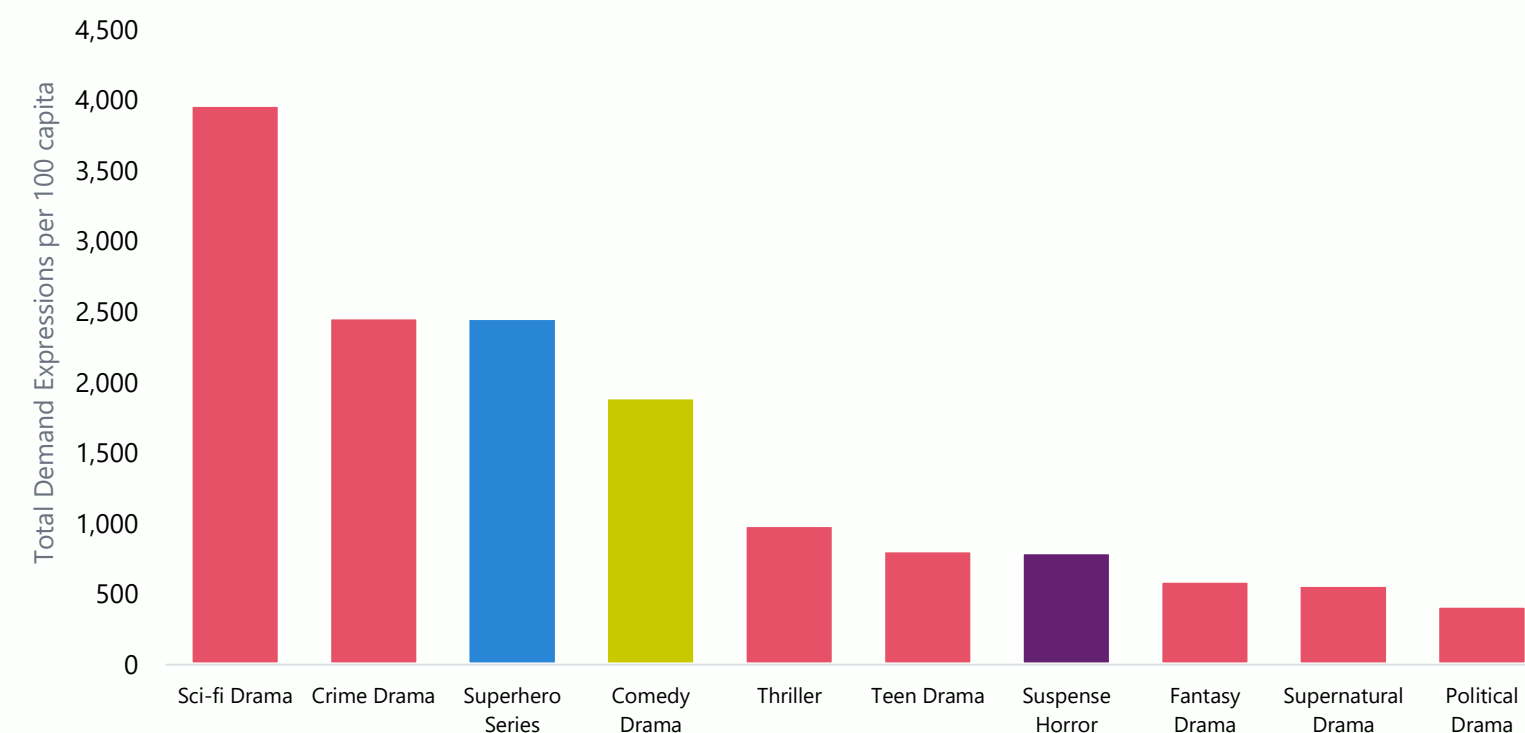
July – September, 2019

## Argentina digital original series genre demand share (Q3 2019)



- Argentinian audiences are the most enthusiastic about digital original horror series. This genre generates 4.3% of demand for digital original shows in Argentina, which is larger than its share in any other market in this report.
- Argentina is the least interested in animation of all markets in this report with only a 2.1% demand share. Audiences here also have a well below average demand for children's series (1.2%).
- Of the countries in this report, Argentina is the market with the second most demand for comedy (15.7%).

## The 10 most in-demand subgenres for digital originals in Argentina (Q3 2019)

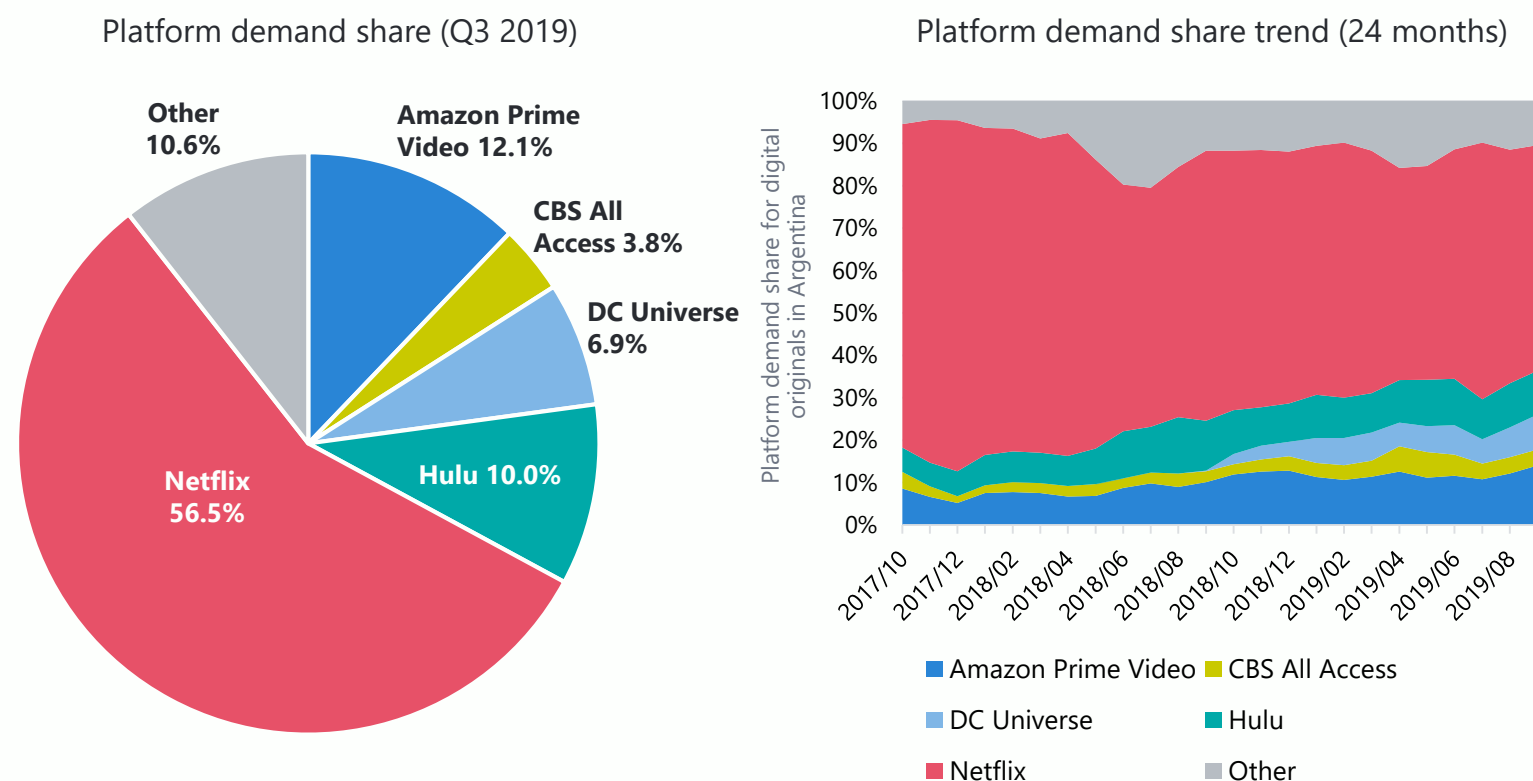


- In Argentina, 7 of the 10 most demanded subgenres are from the drama genre. The most in-demand subgenre overall is sci-fi drama.
- Argentina is one of only three markets (along with Peru and Greece) where crime drama is the second most in-demand subgenre.
- The thriller subgenre is the 5<sup>th</sup> most in-demand subgenre in Argentina - its highest ranking of the markets in this report.

# Argentina platform demand share and digital originals demand distribution

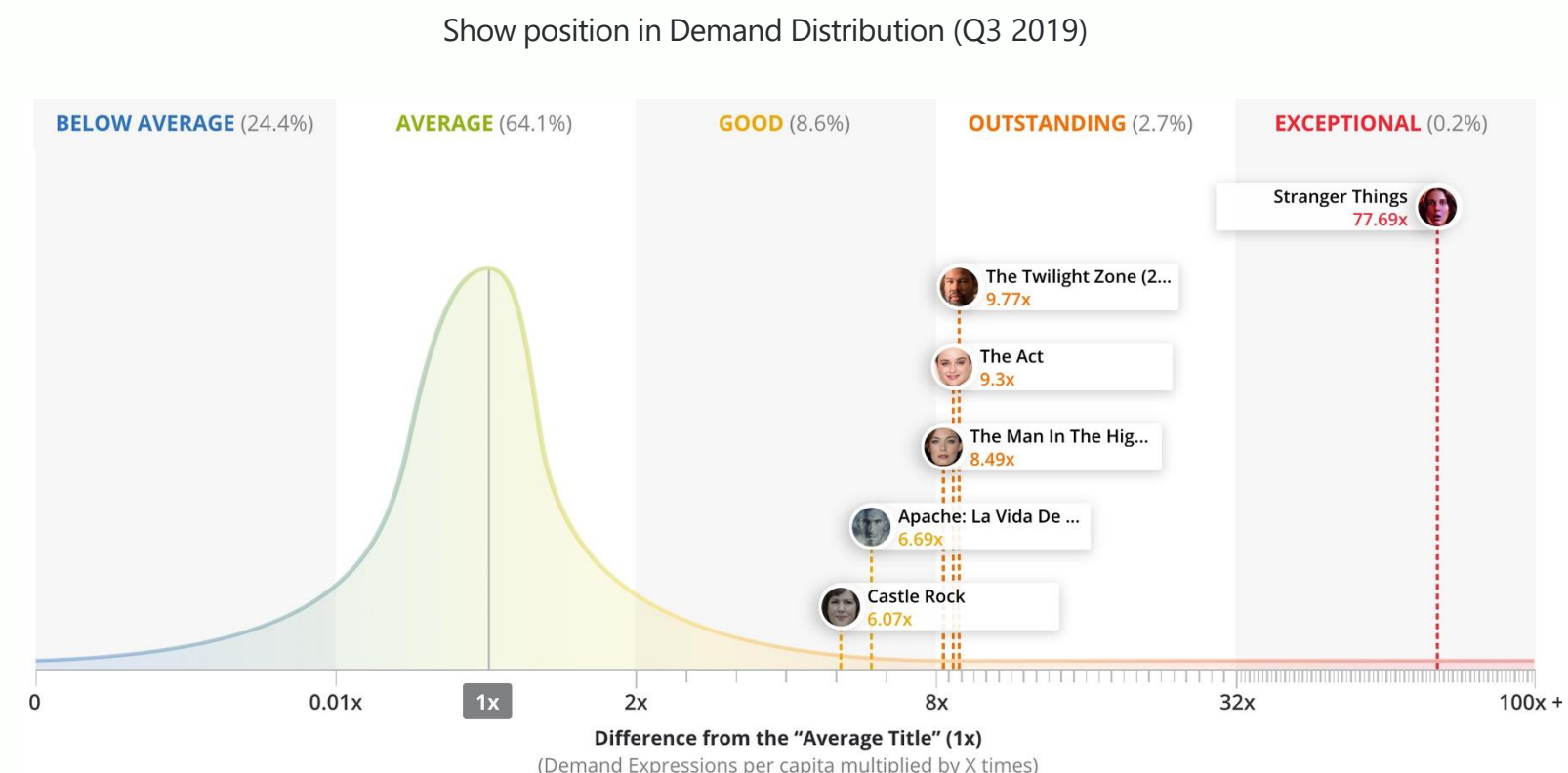
October 2017 – September, 2019

## Argentina market demand share by original platform for all digital originals



- Netflix captures a majority of Argentinian demand for digital original series at 56.5%. However, its demand share in Argentina is lowest demand share of all the markets in the report this quarter.
- Hulu digital original dramas have a higher than average demand share in this market (10.0%).
- Over the three months in Q3, both Amazon Prime Video and DC Universe saw a steady increase in their share of demand. After a brief reversal in Q2 this year, Netflix's long term decline in demand share has resumed.

## Demand distribution of a selection of top digital originals in Argentina



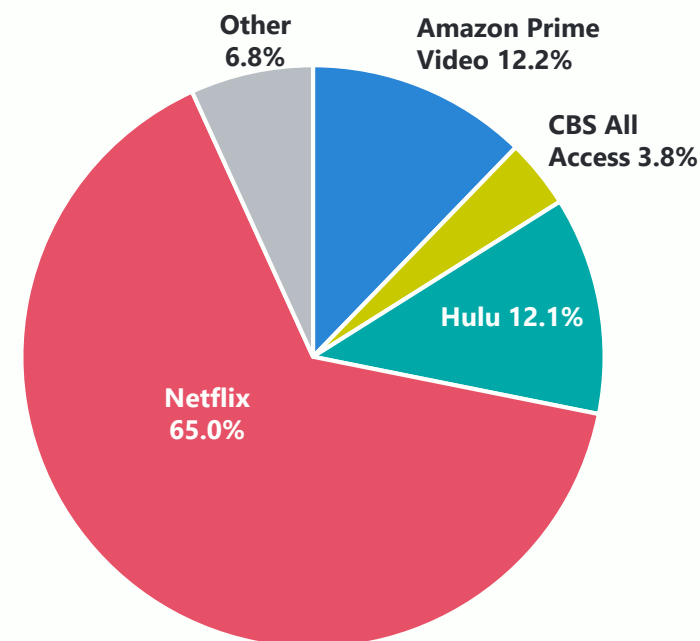
- The most in-demand digital original series in Argentina in 2019 Q3 is Netflix's **Stranger Things**.
- Argentina's top 20 most in-demand digital original series had the fewest Netflix digital originals (9), the most Hulu digital originals (2), and generally was the most balanced across all platforms.
- Hulu's **The Act** achieved its only top 20 rank only in Argentina, with 9.3 times the demand of the average title.
- Apache: The Life of Carlos Teves**, which premiered August 16, is a dramatized account of the childhood of an Argentinian soccer player, and was the 23<sup>rd</sup> most in demand show in Argentina for the quarter, far above any other market. This shows the value of local content within a market.

# Argentina platform demand share for drama and action/adventure digital originals

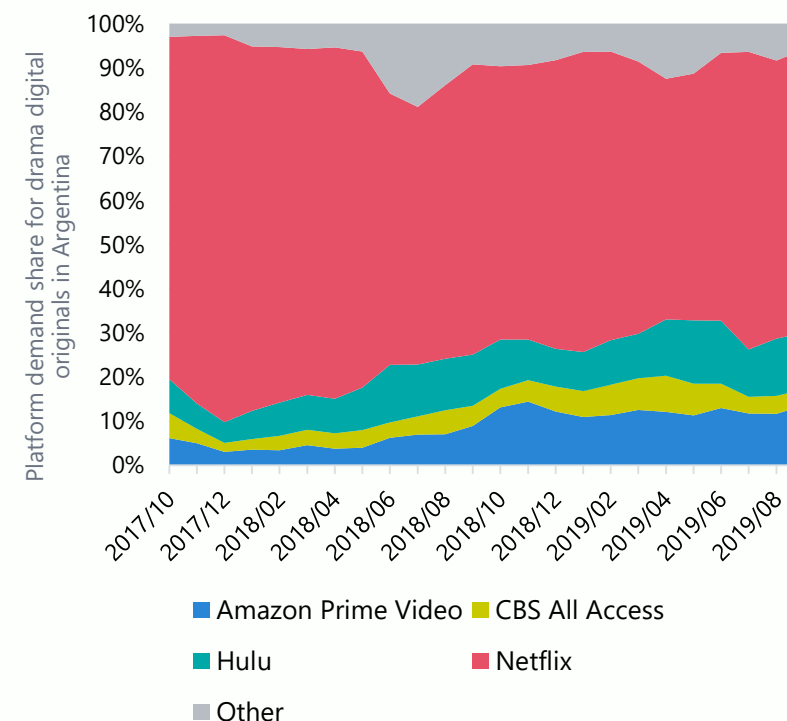
October 2017 – September, 2019

## Argentina market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



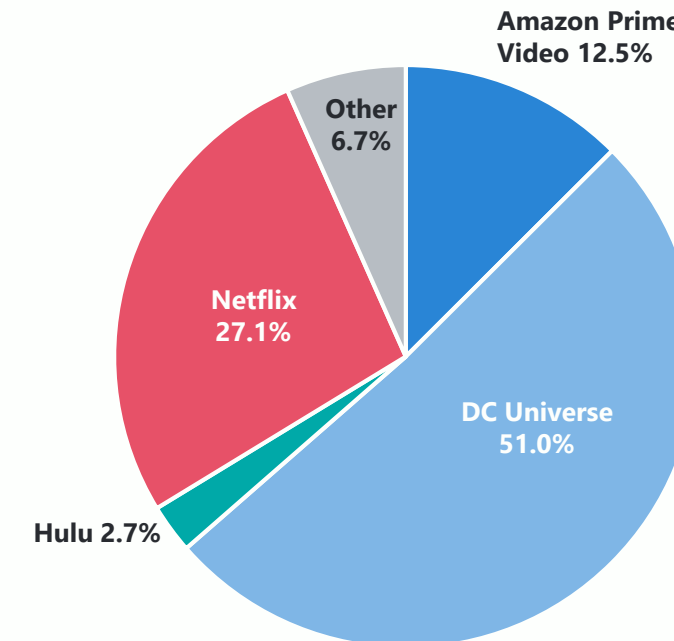
Platform demand share trend for drama  
(24 months)



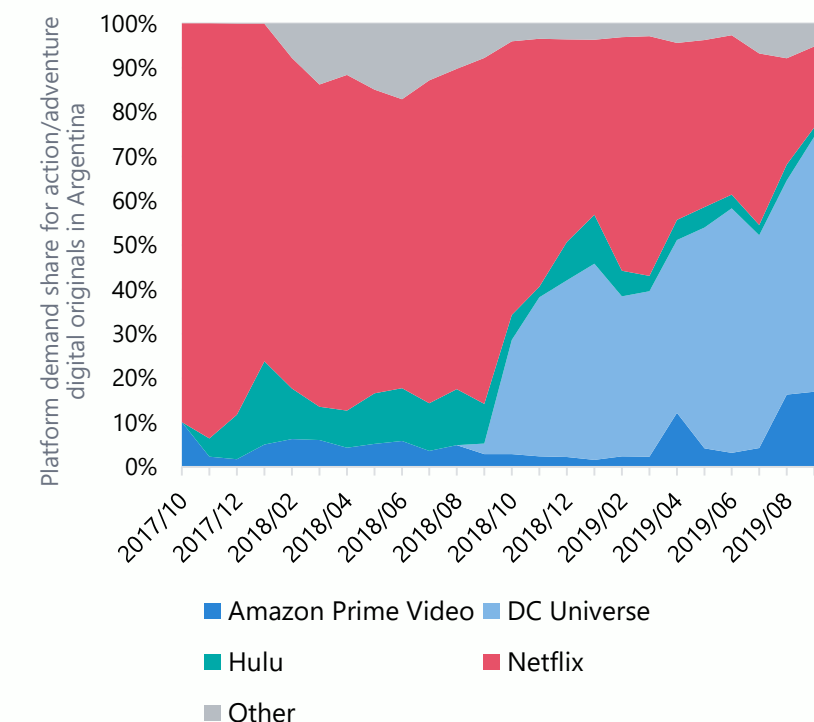
- With a demand share of 12.2%, Amazon Prime Video drama originals achieve their largest share in Argentina – out of all the markets in this report.
- This comes at the expense of drama originals from Netflix, which only has a 65.0% demand share in this market. This is the second lowest demand share for Netflix of all markets in this report.
- The chart of the share trend over time shows that in Q3 2019 the share for Netflix drama has risen each month while the share for CBS All Access drama has been squeezed.

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

Platform action/adventure demand share  
(Q3 2019)



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



- With a demand share of 51.0%, DC Universe is 2019 Q3's biggest platform for action/adventure digital originals in Argentina.
- Netflix's demand share in this genre is 21.7%, the lowest amongst markets in this report. Hulu (5.2%) and Amazon Prime Video (10.8%) have above average shares.
- The 24-month trend shows that Amazon Prime Video's demand share has jumped from the previous quarter. This steady increase throughout the quarter could be an indication that the service is establishing a lasting foothold in this space.



# Top digital original series in Argentina

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	77.7	<div></div>
2	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	23.1	<div></div>
3	<b>The Handmaid's Tale</b>	Cablevision	Hulu	Drama	19.0	<div></div>
4	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	18.4	<div></div>
5	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	17.2	<div></div>
6	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	16.4	<div></div>
7	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	14.7	<div></div>
8	<b>Dark</b>	Netflix	Netflix	Drama	13.7	<div></div>
9	<b>Black Mirror</b>	Netflix	Netflix	Drama	12.6	<div></div>
10	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	11.7	<div></div>
11	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	11.4	<div></div>
12	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	10.9	<div></div>
13	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	10.9	<div></div>
14	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	10.1	<div></div>
15	<b>Lucifer</b>	Netflix	Netflix	Drama	10.1	<div></div>
16	<b>Mindhunter</b>	Netflix	Netflix	Drama	9.8	<div></div>
17	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	9.8	<div></div>
18	<b>The Act</b>	STARZPLAY	Hulu	Drama	9.3	<div></div>
19	<b>The Man In The High Castle</b>	Amazon Prime Video	Amazon Prime Video	Drama	8.5	<div></div>
20	<b>Narcos</b>	Netflix	Netflix	Drama	8.5	<div></div>

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

23	<b>Apache: La Vida De Carlos Tevez</b>	Netflix	Netflix	Drama	6.7	<div></div>
25	<b>Castle Rock</b>	Movistar+	Hulu	Horror	6.1	<div></div>
31	<b>Cable Girls</b>	Netflix	Netflix	Drama	5.3	<div></div>
49	<b>Arde Madrid</b>	Movistar+	Movistar+	Comedy	3.5	<div></div>
66	<b>Velvet Colección</b>	Movistar+	Movistar+	Comedy	2.7	<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

### Colombia

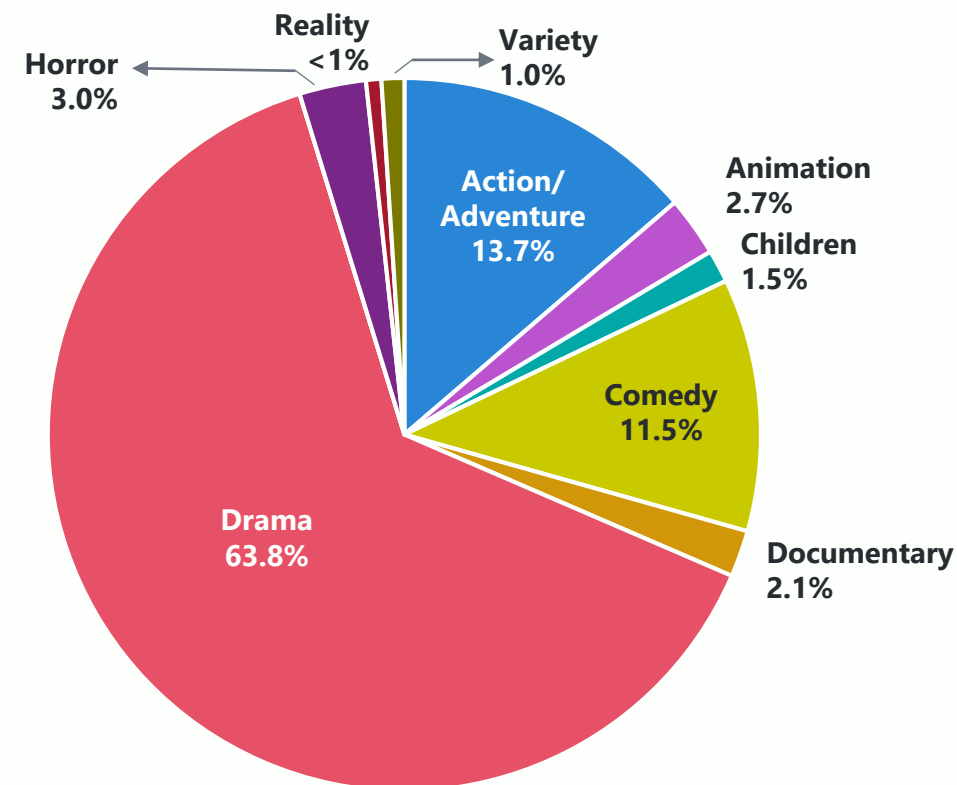
Learn which genres and subgenres of digital originals are most demanded by Colombian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

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# Colombia digital original genre and subgenre preferences

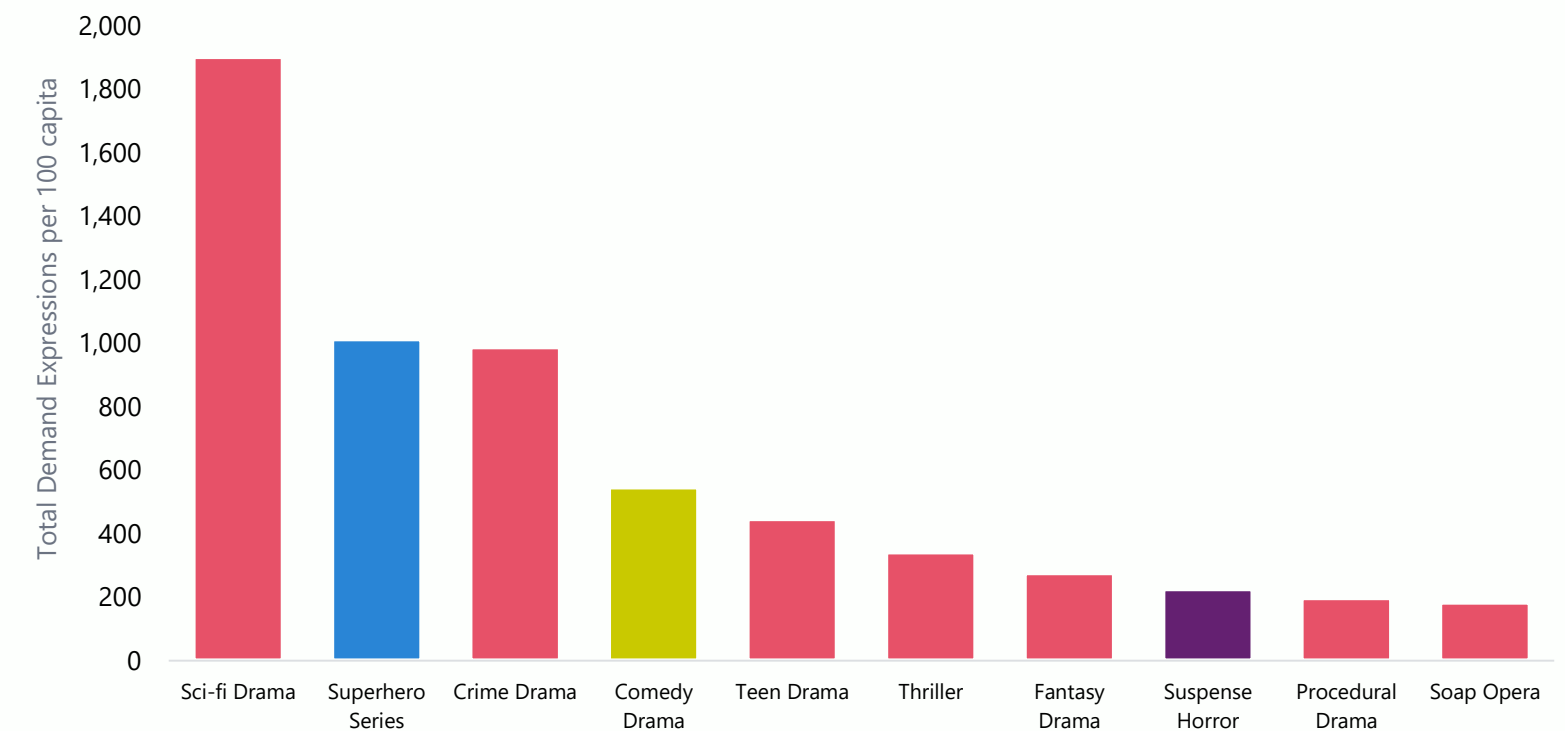
July – September, 2019

Colombia digital original series genre demand share (Q3 2019)



- Drama is the most in-demand digital original genre in Colombia. With 63.8% of demand, Colombia's digital original drama demand share is the second highest of all countries in this report.
- As a result of the high concentration of demand for drama, demand for all other genres in Colombia is below average in Q3 2019.
- In particular, Colombian audiences have well below average demand for the children's and reality genres.

The 10 most in-demand subgenres for digital originals in Colombia (Q3 2019)



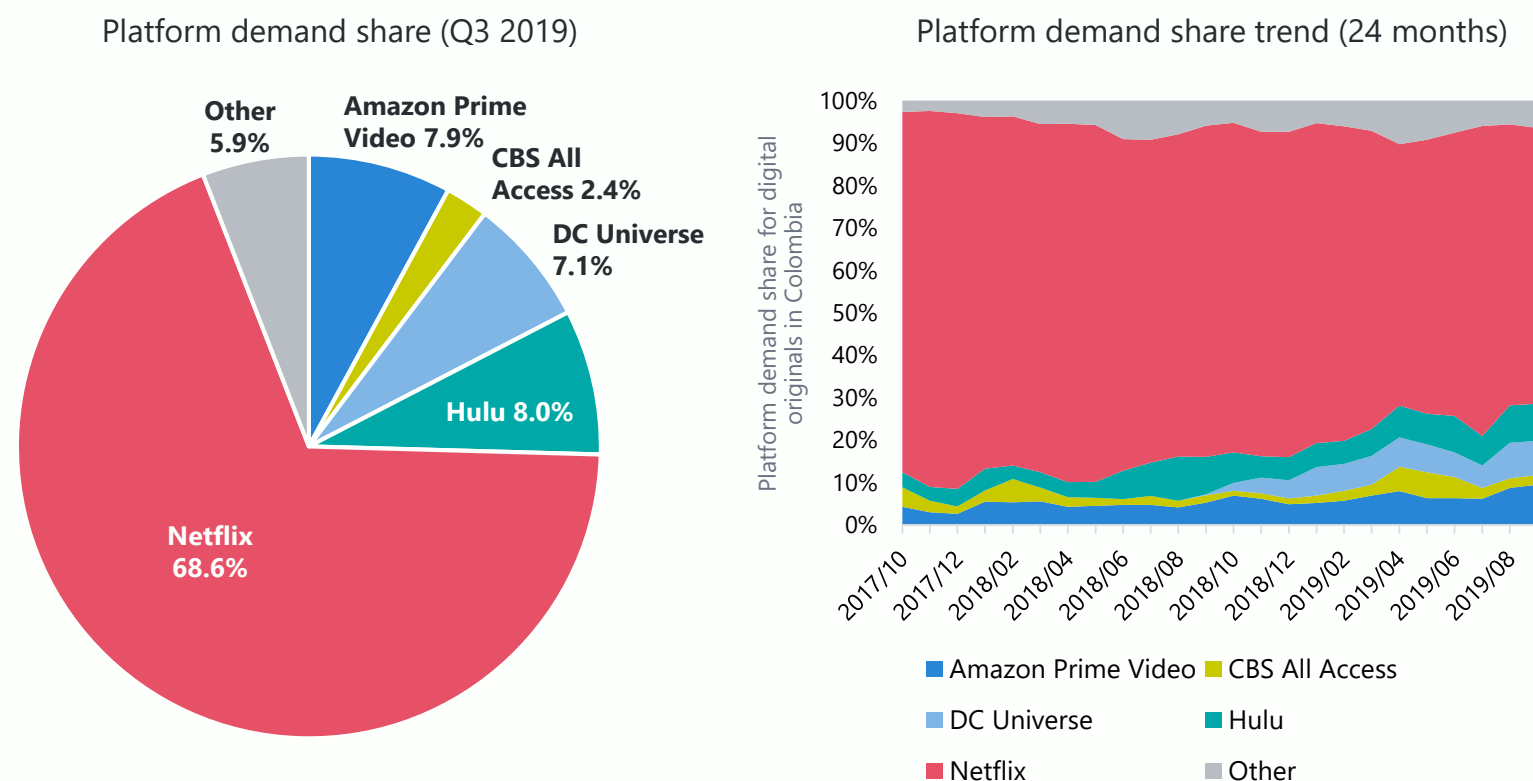
- Similar to other drama dominated markets, 7 of the top 10 in-demand subgenres are in the drama genre in Colombia.
- Sci-fi drama dominates the subgenre ranking. It has nearly double the demand of the next most in-demand subgenre – superhero series.
- Colombia is the only country in this report with soap opera in the top ten subgenres.



# Colombia platform demand share and digital originals demand distribution

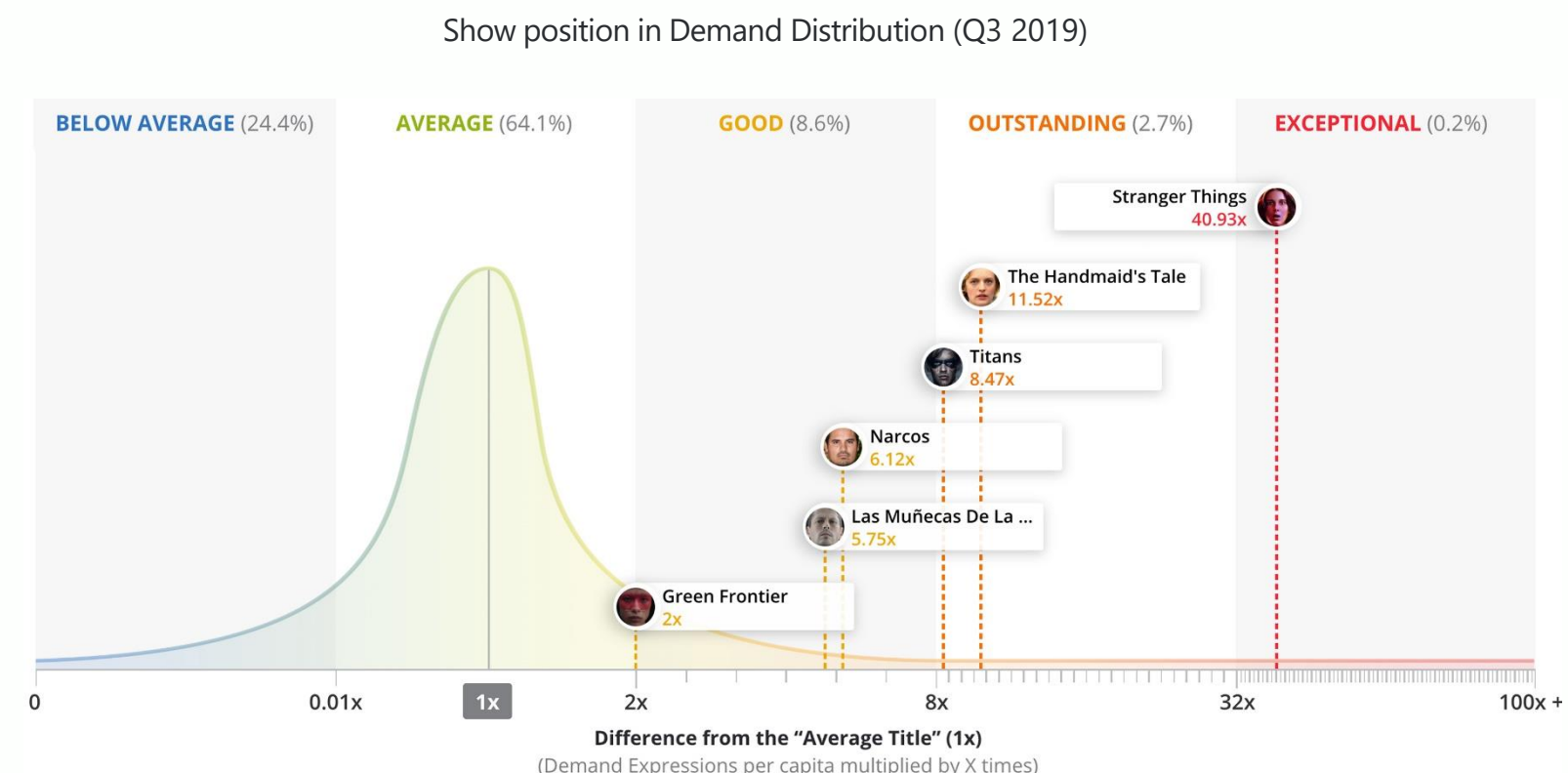
October 2017 – September, 2019

## Colombia market demand share by original platform for all digital originals



- Digital original series from Netflix have the largest demand share of all platforms in Colombia. Its 68.6% demand share is one of the highest achieved by Netflix amongst countries in this report.
- Conversely, Colombia is tied for the market with the lowest demand for digital original content from Other platforms with only 5.9% share. This falls well below the global average.
- With above average demand shares of 7.1% and 8.0% respectively, Colombia is a receptive market for originals from DC Universe and Hulu.
- After a long term decline across the 24 months here and a resurgence in Q2, we can see Netflix's share of demand beginning to level out this quarter.

## Demand distribution of a selection of top digital originals in Colombia



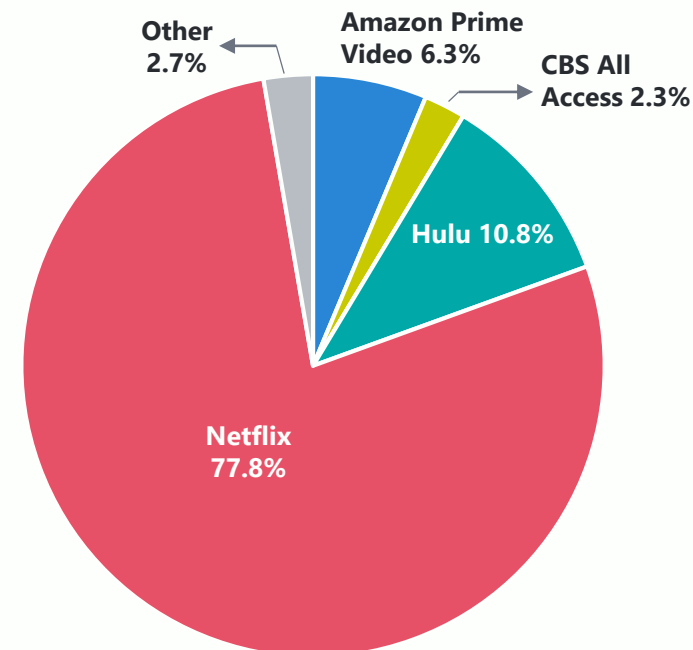
- The most in-demand digital original series in Colombia in Q3 2019 is Netflix's **Stranger Things**. It has 40.9 times more demand than the average title, putting it with shows in the top 0.2% of the demand distribution which we classify as 'Exceptional'.
- Las Muñecas de la Mafia** achieved it's highest demand rank in Colombia as the 10<sup>th</sup> most in-demand show of the quarter - far higher than its rank in any other market. The show originally aired in 2009 on Caracol Television, a Colombian network, and was revived for a second season by Netflix this year.
- Similarly, **Green Frontier**, a Colombian crime thriller series that premiered on Netflix on August 16, did well in its home market with twice the demand of an average show.
- The above examples illustrate the importance of both local content and globe spanning blockbusters to capture and hold audiences' attention in a market.

# Colombia platform demand share for drama and action/adventure digital originals

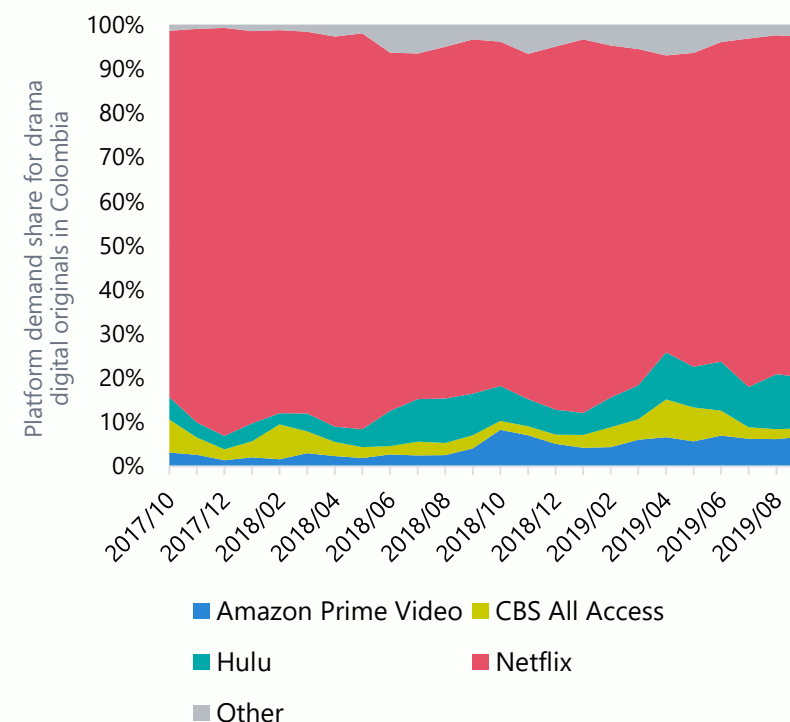
October 2017 – September, 2019

## Colombia market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



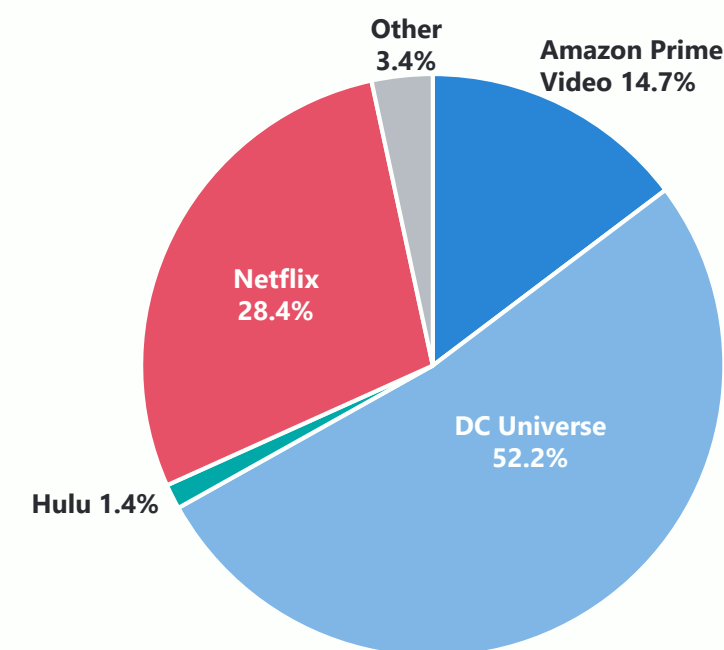
Platform demand share trend for drama  
(24 months)



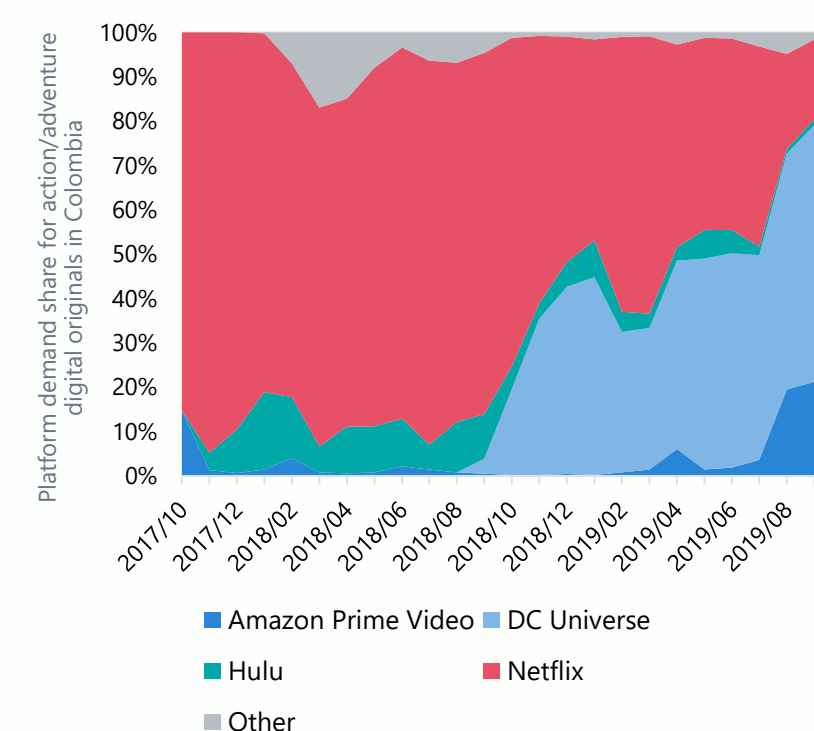
- Netflix owns the largest demand share for drama digital original content in Colombia this quarter with 77.8%.
- CBS All Access' 2.3% demand share was the platform's smallest demand share for digital original dramas of markets in this report.
- The 24 month view shows Netflix continuing to reassert its dominance in the Colombian market. This comes after jumps in the demand share for both Hulu and CBS All Access here earlier this year.

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

Platform action/adventure demand share  
(Q3 2019)



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























- Colombia is one of three markets in this report in which DC Universe has a greater than 50% demand share of digital original action/adventure content.
- Netflix underperforms in Colombia with 28.4% demand share of digital original action/adventure content.
- The 24 month trend for action/adventure originals in Colombia shows a dramatic rise in the demand share of both DC Universe and Amazon Prime this quarter – mainly at the expense of Netflix.

# Top digital original series in Colombia

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	40.9	
2	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	15.8	
3	<b>The Handmaid's Tale</b>	Cablevision	Hulu	Drama	11.5	
4	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	11.3	
5	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	8.5	
6	<b>Dark</b>	Netflix	Netflix	Drama	8.4	
7	<b>Lucifer</b>	Netflix	Netflix	Drama	6.7	
8	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	6.5	
9	<b>Narcos</b>	Netflix	Netflix	Drama	6.1	
10	<b>Las Muñecas De La Mafia 2</b>	Netflix	Netflix	Drama	5.7	
11	<b>Black Mirror</b>	Netflix	Netflix	Drama	5.3	
12	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	5.3	
13	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	5.1	
14	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	4.8	
15	<b>Elite</b>	Netflix	Netflix	Drama	4.7	
16	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	4.5	
17	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	4.4	
18	<b>Mindhunter</b>	Netflix	Netflix	Drama	3.6	
19	<b>Chilling Adventures Of Sabrina</b>	Netflix	Netflix	Horror	2.5	
20	<b>When They See Us</b>	Netflix	Netflix	Drama	2.4	

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

21	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	2.3	
28	<b>The Good Fight</b>	Amazon Prime Video	CBS All Access	Drama	2.0	
30	<b>Green Frontier</b>	Netflix	Netflix	Drama	2.0	
32	<b>A Pesar De Todo</b>	Netflix	Netflix	Comedy	1.9	
33	<b>The Act</b>	STARZPLAY	Hulu	Drama	1.9	

\* 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

### Peru

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

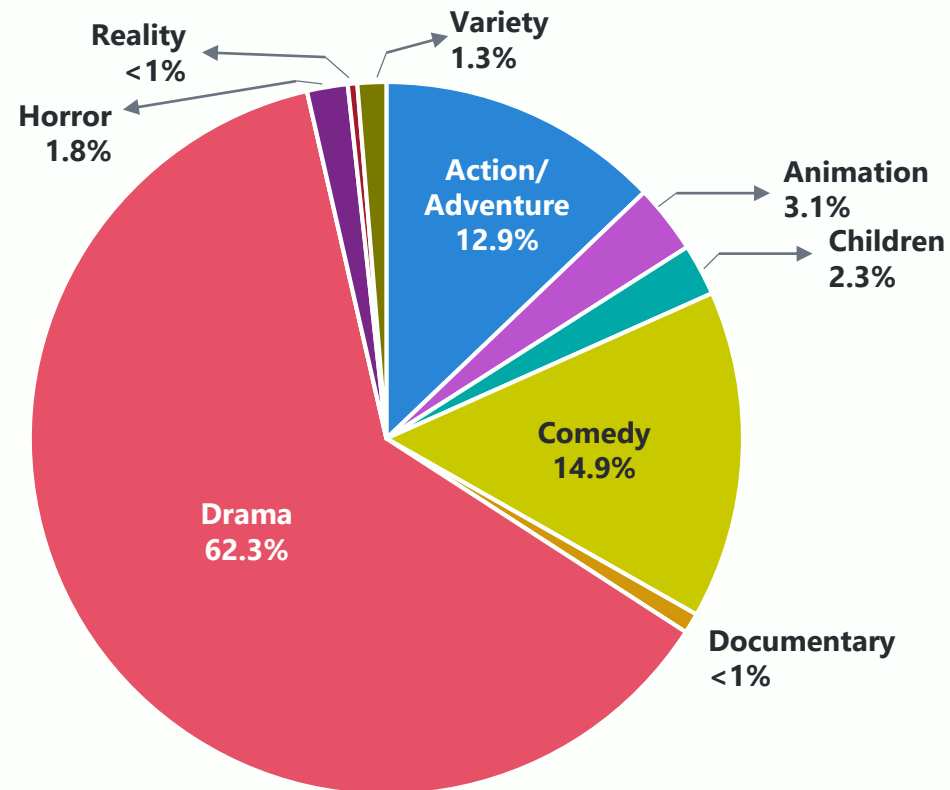
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



# Peru digital original genre and subgenre preferences

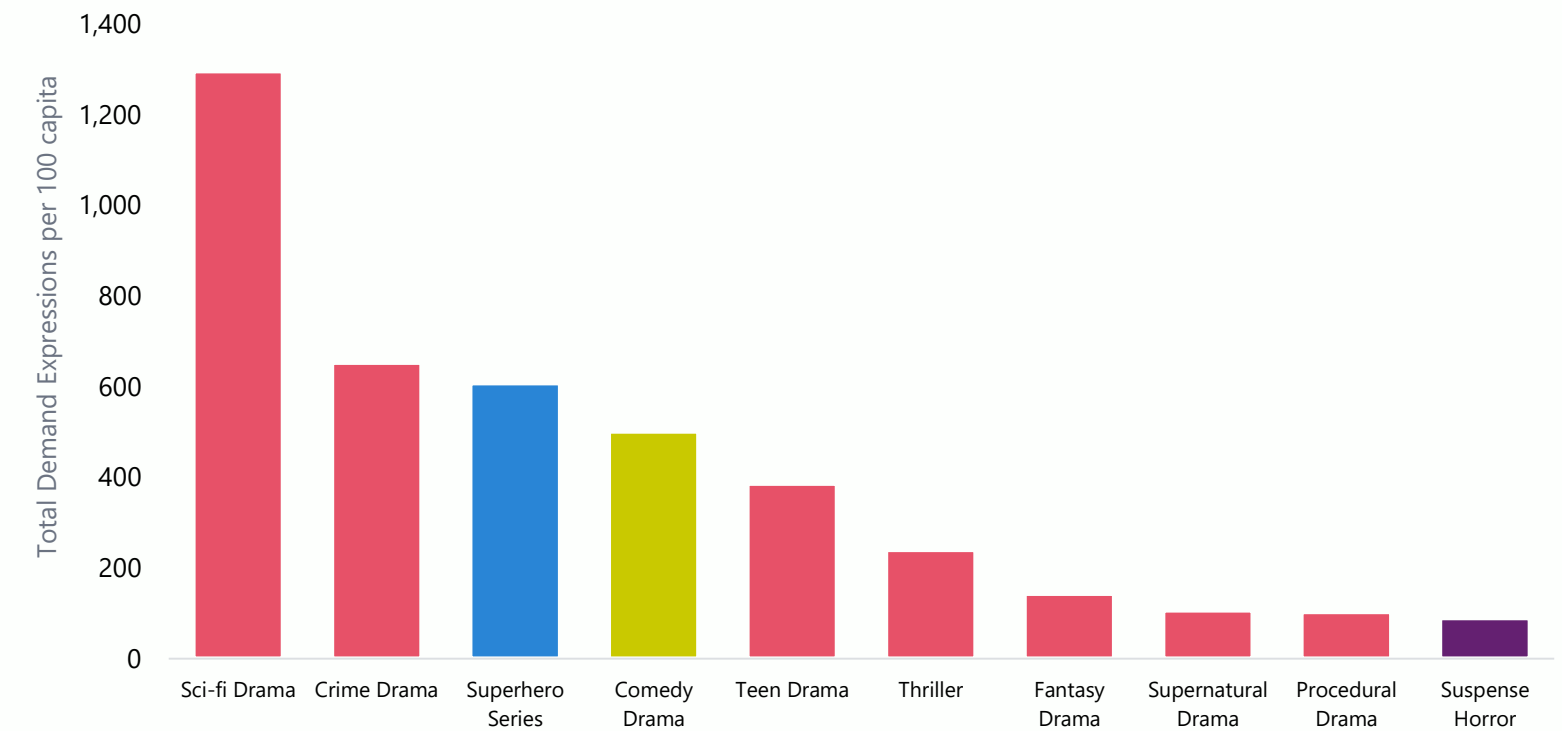
July – September, 2019

Peru digital original series genre demand share (Q3 2019)



- Peru is one of the three most drama dominated markets in this report. Drama captures a robust 62.3% of demand share here.
- Peruvian audiences express the lowest demand by far for the horror (1.8%) and documentary (0.9%) genres.
- Demand share for the comedy genre in Peru is above the global average at 14.9%.

The 10 most in-demand subgenres for digital originals in Peru (Q3 2019)



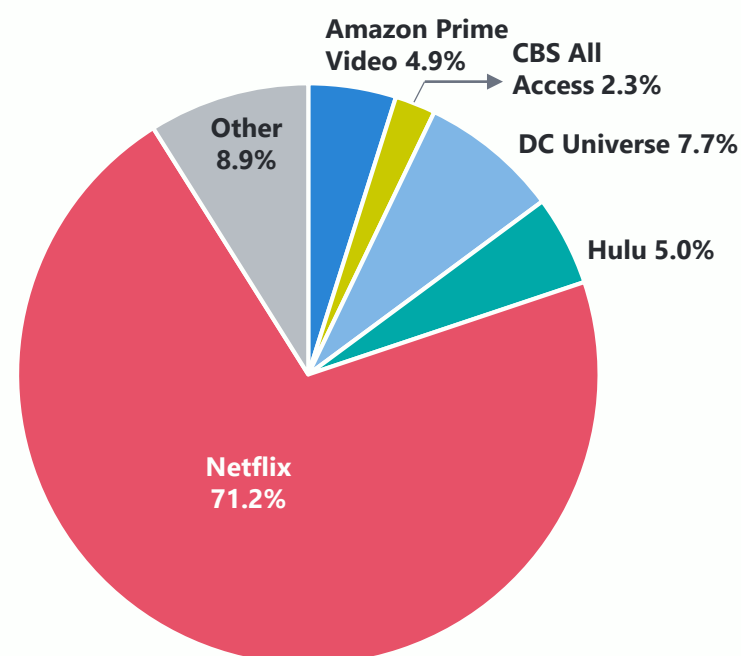
- Peru is one of three markets in this report (along with Argentina and Greece) where crime drama is the second most in-demand subgenre.
- Despite the relative popularity of crime drama in Peru, it is still dominated by the sci-fi drama subgenre which has more than twice as much demand as crime drama in Q3 2019.
- Peruvian audiences' subdued taste for the horror genre is apparent in the above chart. The suspense horror subgenre is the lowest ranked here out of all markets in this report.

# Peru platform demand share and digital originals demand distribution

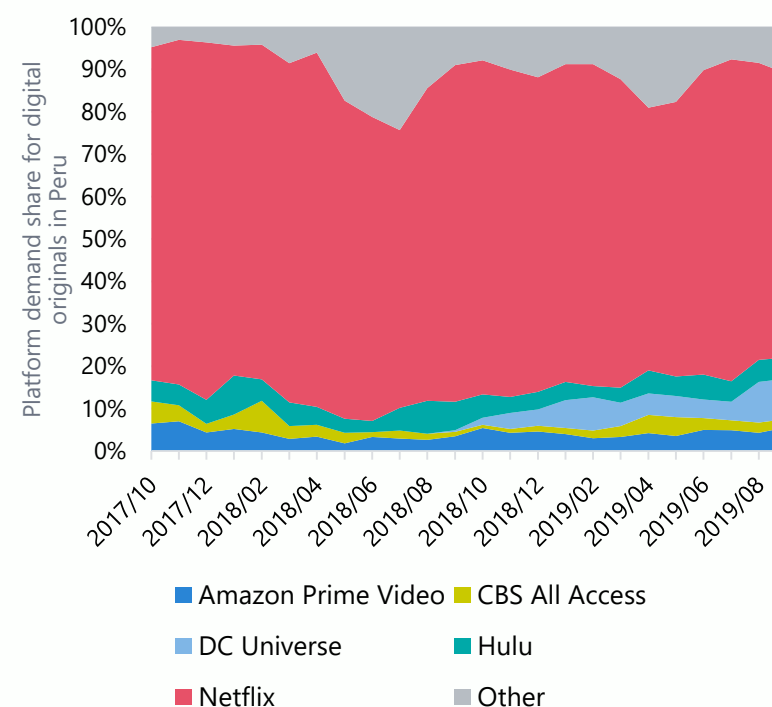
October 2017 – September, 2019

## Peru market demand share by original platform for all digital originals

Platform demand share (Q3 2019)



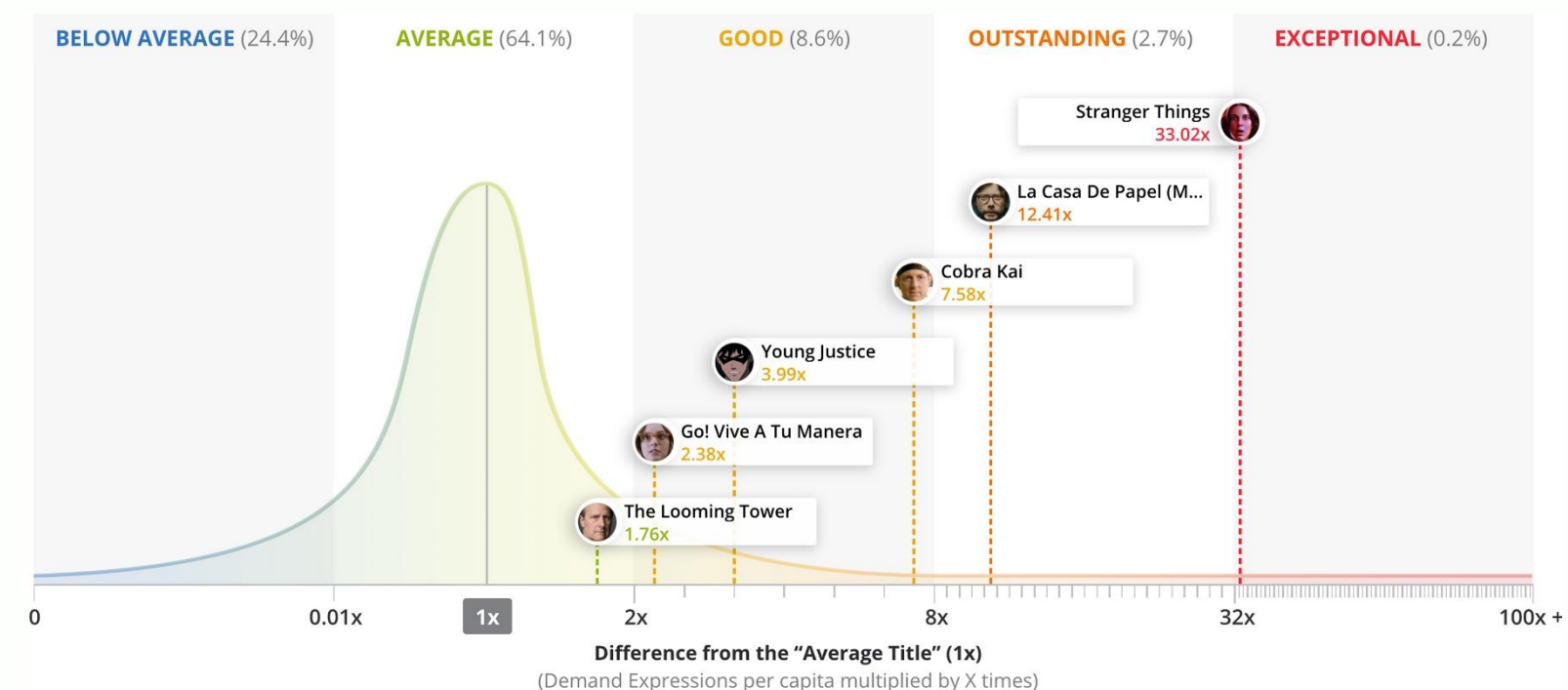
Platform demand share trend (24 months)



- Peru is the most Netflix dominated market in this report. It has the highest demand share for Netflix digital originals of all countries in this report, with 71.2%.
- Netflix appears to have mainly drawn the demand share of the other major players – Amazon Prime Video (4.9%), CBS All Access (2.3%), and Hulu (5.0%). All Netflix competitors have the lowest demand share in Peru of all the markets in this report.
- Despite Netflix's dominance here, demand in Peru for digital originals from Other platforms is relatively robust at 8.9%. This is second highest in this market following only Netflix.

## Demand distribution of a selection of top digital originals in Peru

Show position in Demand Distribution (Q3 2019)



- The most in-demand digital original series in Peru in 2019 Q3 is Netflix's **Stranger Things**. It has 33 times more demand than the average title, placing it among shows in the top 0.2% of the demand distribution which we classify as 'Exceptional'.
- La Casa de Papel (Money Heist)** was the second most in-demand show in the Latin American and European markets in this report. In Peru, it reached 12.4 times the demand of the average show making it one of the 2.7% of titles that are classed as 'Outstanding'.
- Cobra Kai** ranked highest in Peru (as well as Argentina) as the fifth most in demand show for the third quarter.

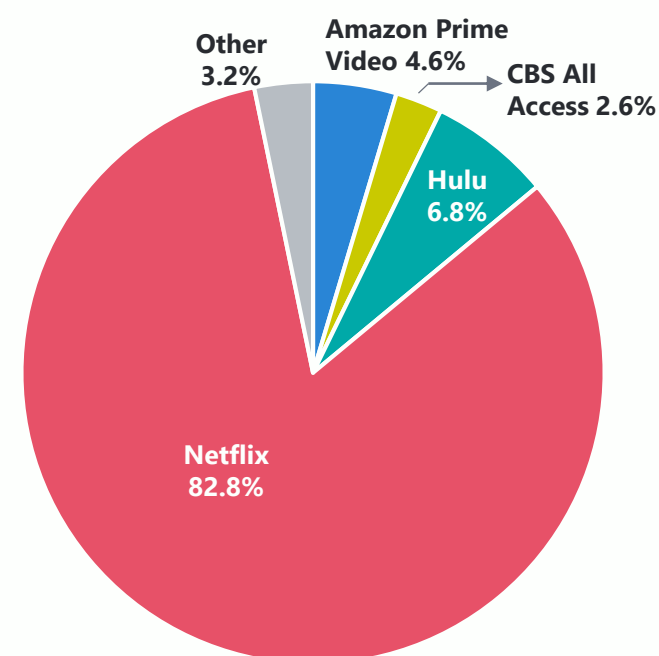


# Peru platform demand share for drama and action/adventure digital originals

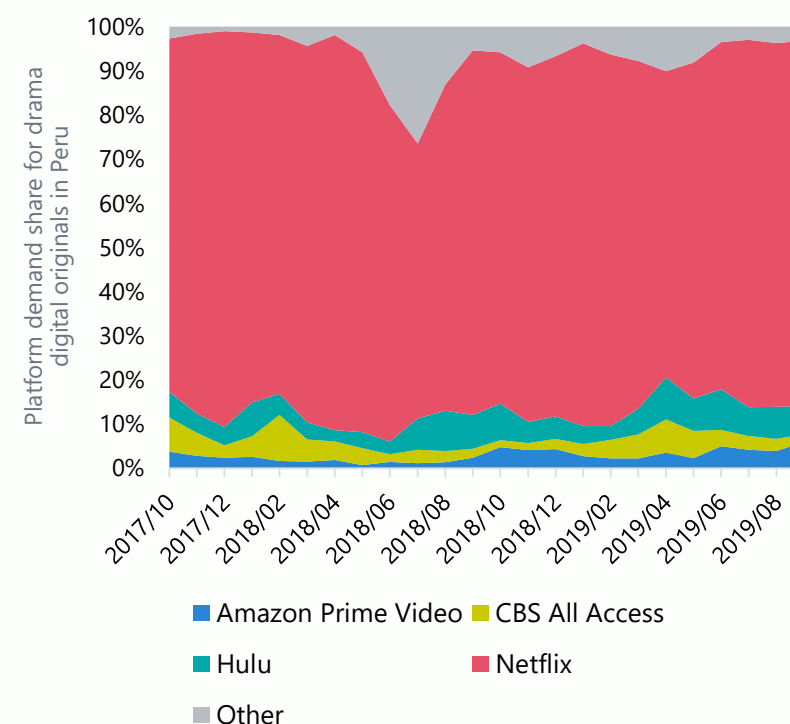
October 2017 – September, 2019

## Peru market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



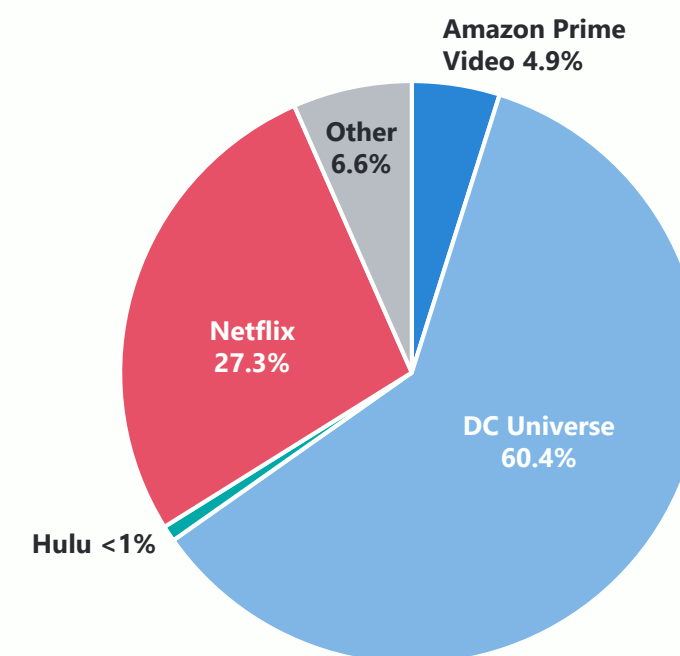
Platform demand share trend for drama  
(24 months)



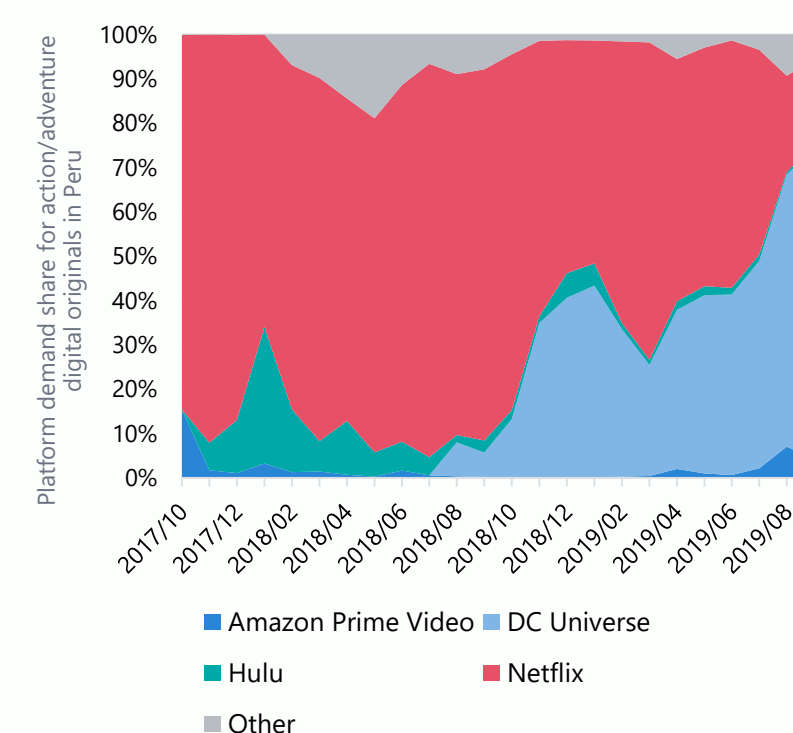
- In Peru, Netflix's share of market demand for digital original dramas sits at 82.8% this quarter. This is its largest share in this category for any market in this report.
- Netflix's dominance here has suppressed all other platforms' market shares. Each of them is well below average for markets in this report.
- In the 24 month trend chart, we can observe that Netflix's share has been relatively stable across time, with the other platforms unable to substantially disrupt the status quo.

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

Platform action/adventure demand share  
(Q3 2019)



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



- In the action/adventure genre, contrasting with the drama genre, Netflix originals have the second lowest demand share in the Peruvian market. This is a good illustration of how market dominance can be highly genre dependent.
- Peru also has by far the lowest demand share for action/adventure digital original content from Amazon Prime Video. However, its share this quarter improves the sliver of market share it had previously.
- The 24 month trend chart reveals a dramatic rise in demand share for DC Universe since it entered the market at the end of last year. Netflix has been particularly affected by this and Hulu's demand share in this country has been nearly erased.

# Top digital original series in Peru

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	33.0	<div></div>
2	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	12.4	<div></div>
3	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	11.7	<div></div>
4	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	7.8	<div></div>
5	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	7.6	<div></div>
6	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	5.2	<div></div>
7	<b>Dark</b>	Netflix	Netflix	Drama	4.6	<div></div>
8	<b>Elite</b>	Netflix	Netflix	Drama	4.3	<div></div>
9	<b>Black Mirror</b>	Netflix	Netflix	Drama	4.0	<div></div>
10	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	4.0	<div></div>
11	<b>The Handmaid's Tale</b>	Cablevision	Hulu	Drama	3.9	<div></div>
12	<b>Narcos</b>	Netflix	Netflix	Drama	3.8	<div></div>
13	<b>Lucifer</b>	Netflix	Netflix	Drama	3.5	<div></div>
14	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	3.3	<div></div>
15	<b>Mindhunter</b>	Netflix	Netflix	Drama	2.9	<div></div>
16	<b>Go! Vive A Tu Manera</b>	Netflix	Netflix	Comedy	2.4	<div></div>
17	<b>BoJack Horseman</b>	Netflix	Netflix	Animation	2.0	<div></div>
18	<b>Beyond Stranger Things</b>	Netflix	Netflix	Variety	2.0	<div></div>
19	<b>The Umbrella Academy</b>	Netflix	Netflix	Action and Adventure	1.8	<div></div>
20	<b>Luis Miguel</b>	Netflix	Telemundo/Netflix	Drama	1.8	<div></div>

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

21	<b>The Looming Tower</b>	Amazon Prime Video	Hulu	Drama	1.8	<div></div>
22	<b>Star Trek: Discovery</b>	Netflix	CBS All Access	Drama	1.7	<div></div>
24	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	1.5	<div></div>
26	<b>Dino Dana</b>	Amazon Prime Video	Amazon Prime Video	Children	1.2	<div></div>
28	<b>Most Beautiful Thing</b>	Netflix	Netflix	Comedy	1.2	<div></div>

\* Distributor for most recent season in case of multiple platforms

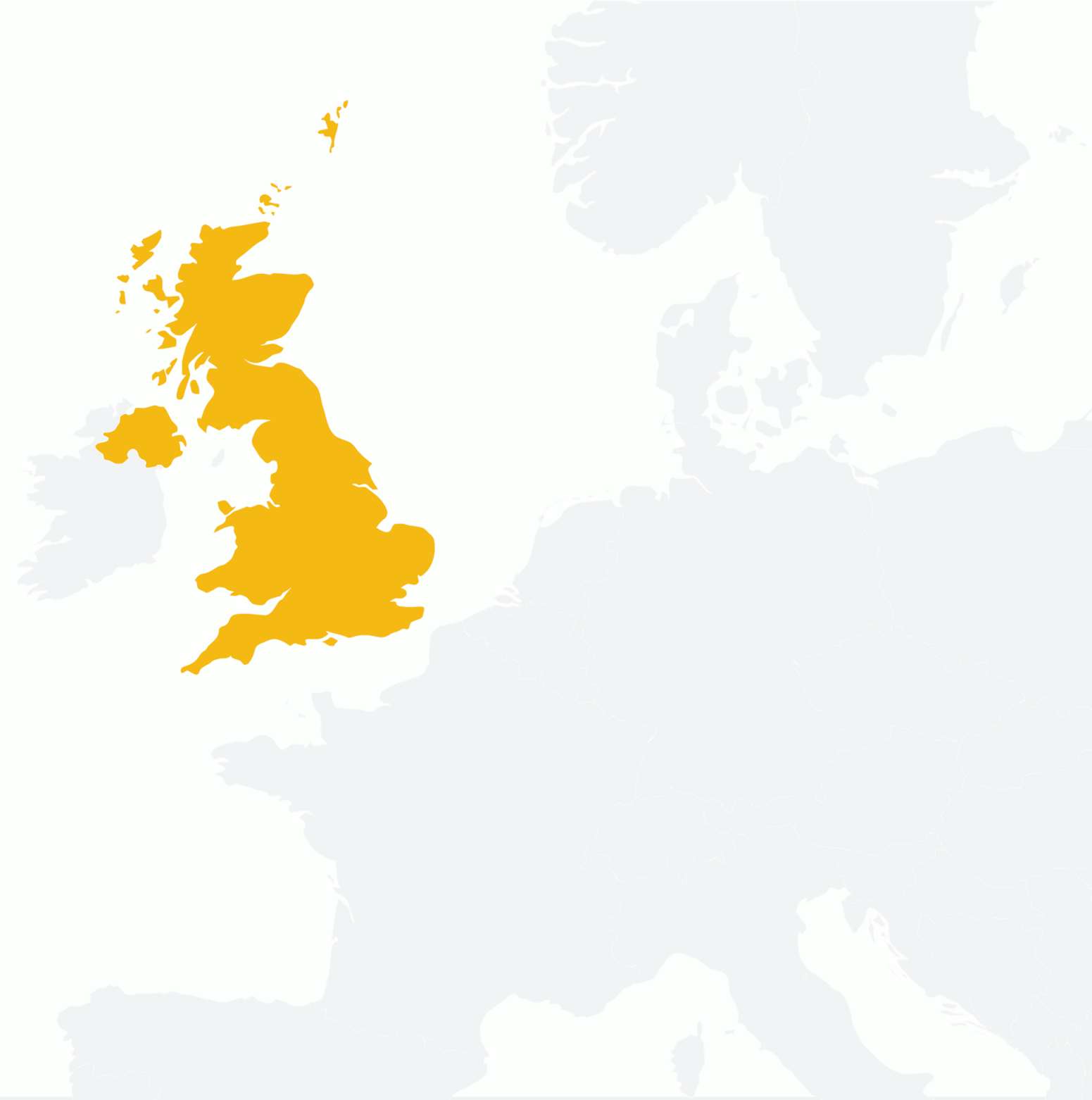
-- No platform information available, please refer to appendix

## Genre, subgenre, platform demand share and digital original trends

### United Kingdom

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

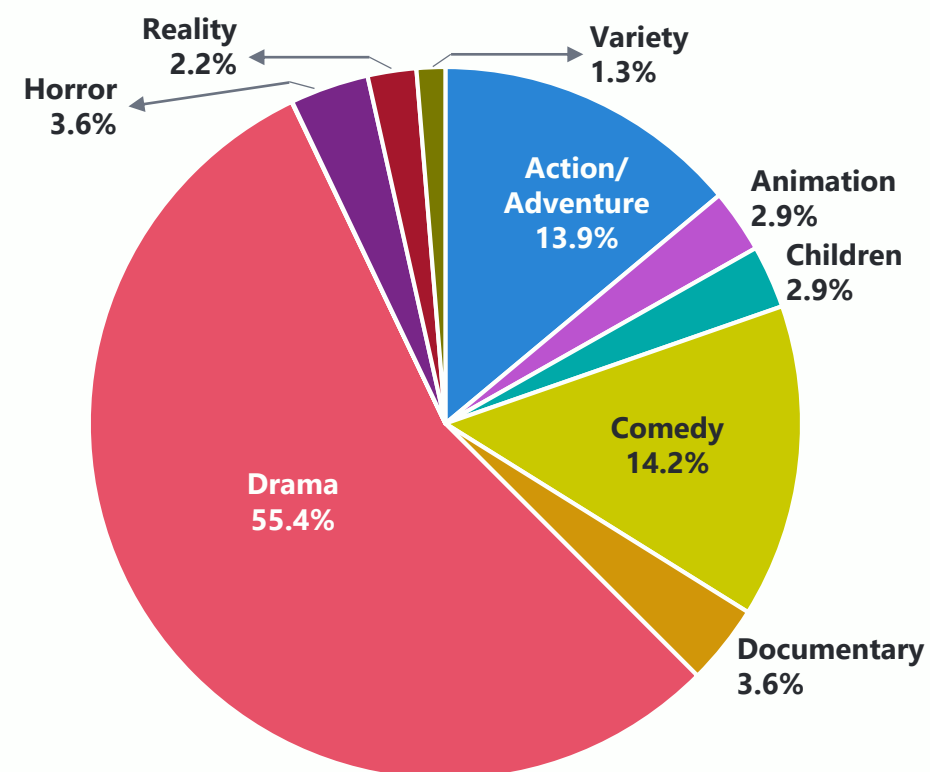
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# United Kingdom digital original genre and subgenre preferences

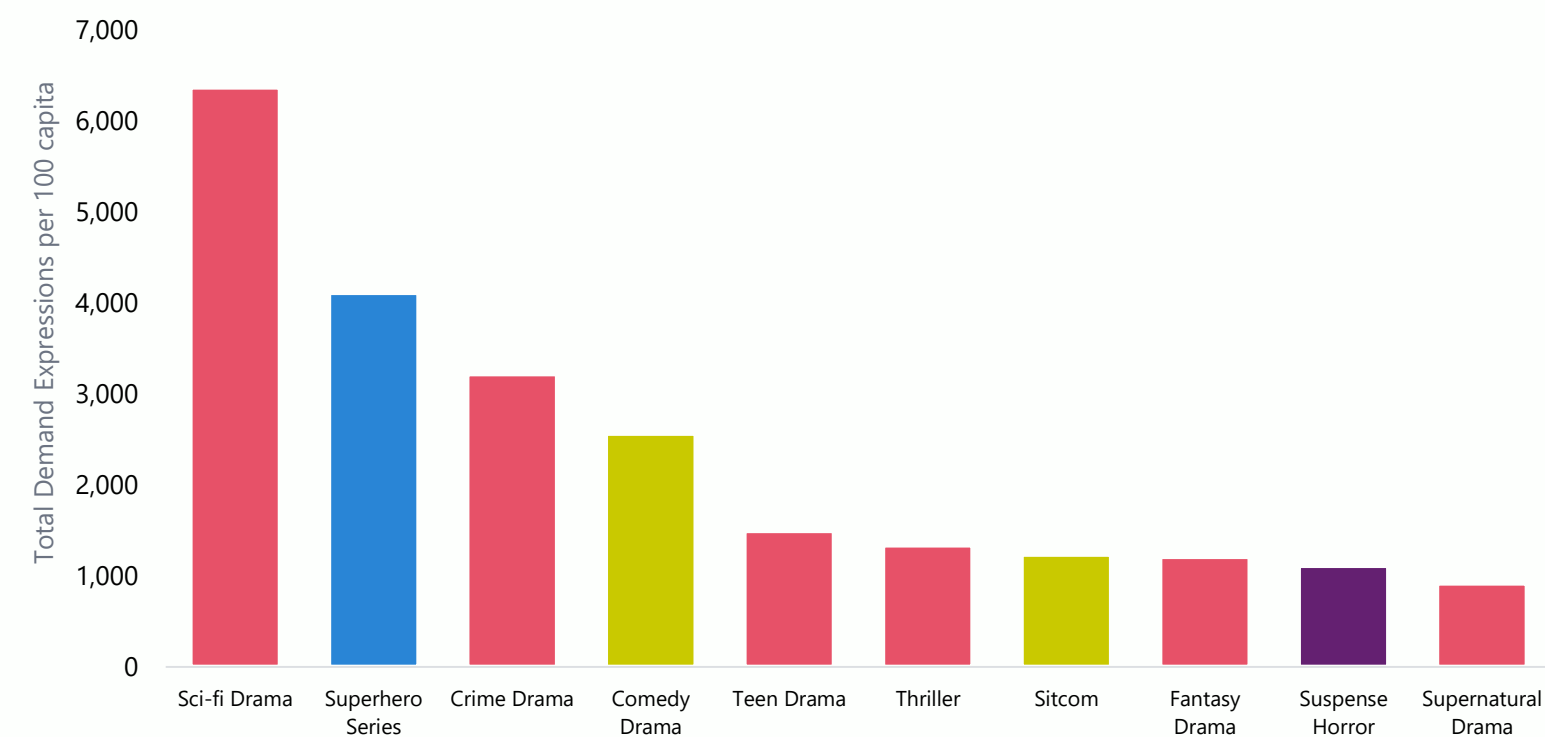
July – September, 2019

## UK digital original series genre demand share (Q3 2019)



- In the United Kingdom, drama captures just over half of the genre demand share (55.4%). This is below average for countries in this report.
- However, in the Q1 2019 report, drama's share in this market was only 41.9%; its share has dramatically increased from Q1 to Q3.
- Facing increasing demand for drama, only the horror and variety genres have been able to grow their share of demand since Q1 2019 (up from 3.5% and <1% respectively).

## The 10 most in-demand subgenres for digital originals in the UK (Q3 2019)



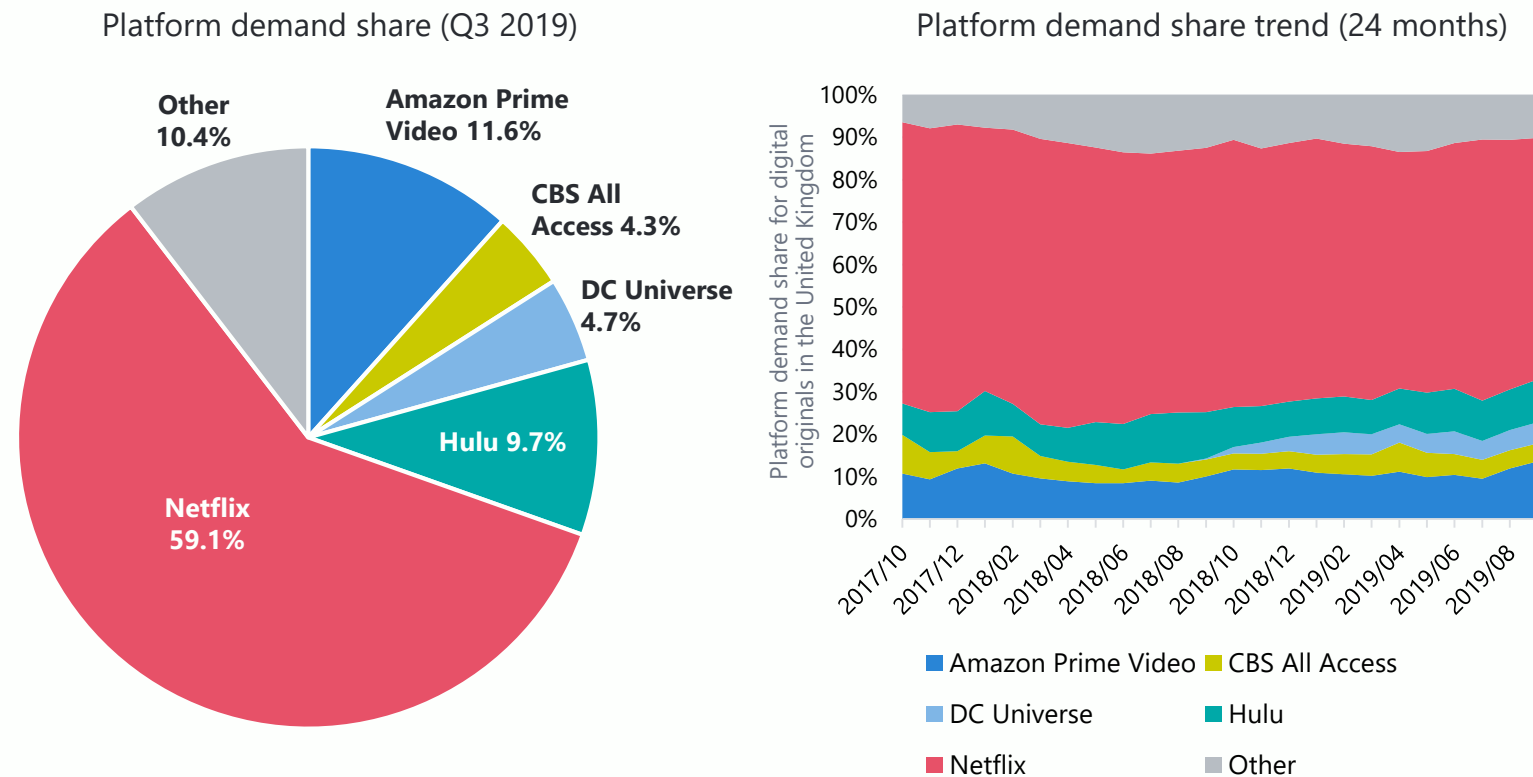
- As with most countries in this report, the subgenre with most demand in this quarter is sci-fi drama.
- The increasing demand for drama is apparent in the top subgenres capturing audience attention in the UK – 6 of the top 10 are within the drama genre, compared to only 4 in Q1 2019.
- Two comedy subgenres made it into the top ten, comedy drama and sitcom, reflecting the above average demand for the comedy genre in the UK.



# United Kingdom platform demand share and digital originals demand distribution

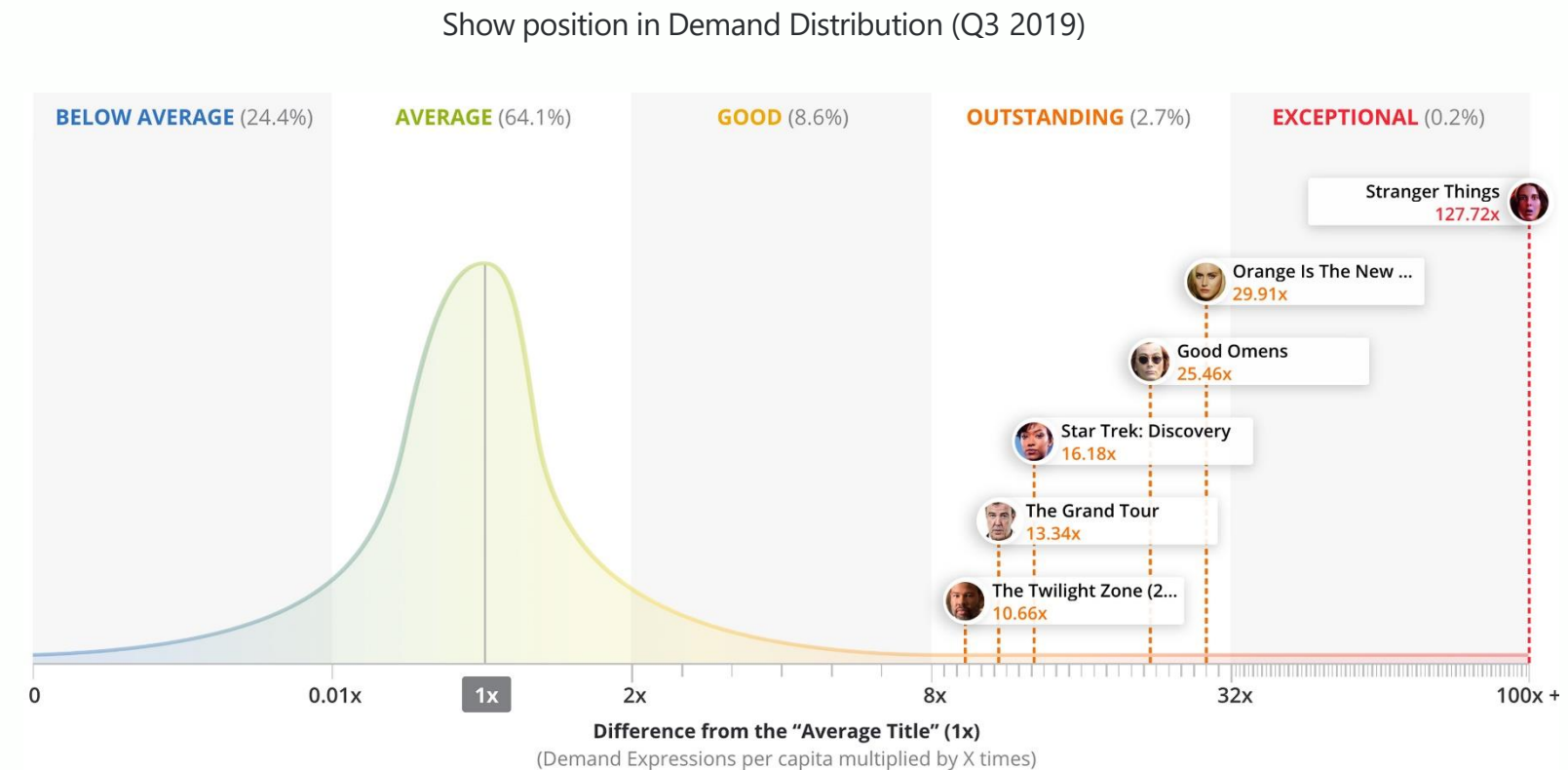
October 2017 – September, 2019

## UK market demand share by original platform for all digital originals



- Of all the markets in this report, the United Kingdom has the lowest demand share for DC Universe digital original series at 4.7%.
- British audiences expressed high demand for Hulu digital original series this quarter. With a 9.7% demand share in Q3 2019, the demand share for titles from Hulu has continued to gradually grow this year.
- The chart of platform demand share trends over 24 months shows Netflix holding a relatively stable demand share around 60% since Q1 2019.

## Demand distribution of a selection of top digital originals in the UK



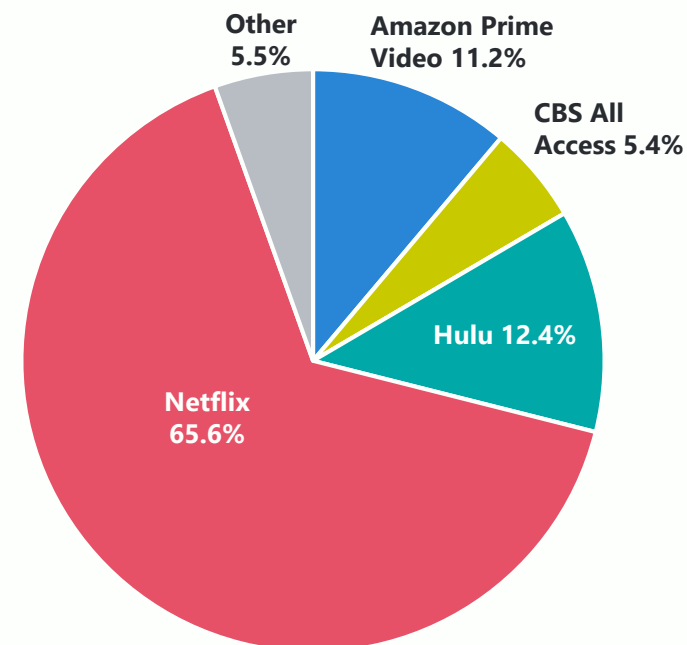
- Q3 2019's most in-demand digital original series in the United Kingdom is Netflix's **Stranger Things**. It has 127.7 times more demand than the average title. This is the second largest difference from the average of countries in this report.
- The seventh and final season of **Orange is the New Black** was the second most in demand show in the United Kingdom in Q3. Along with the US, this was the market this series did the best in this quarter.
- CBS All Access's **Star Trek: Discovery** placed highest in the United Kingdom out of markets in this report as the 10<sup>th</sup> most in-demand digital original with 5 times the demand of the average show.

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

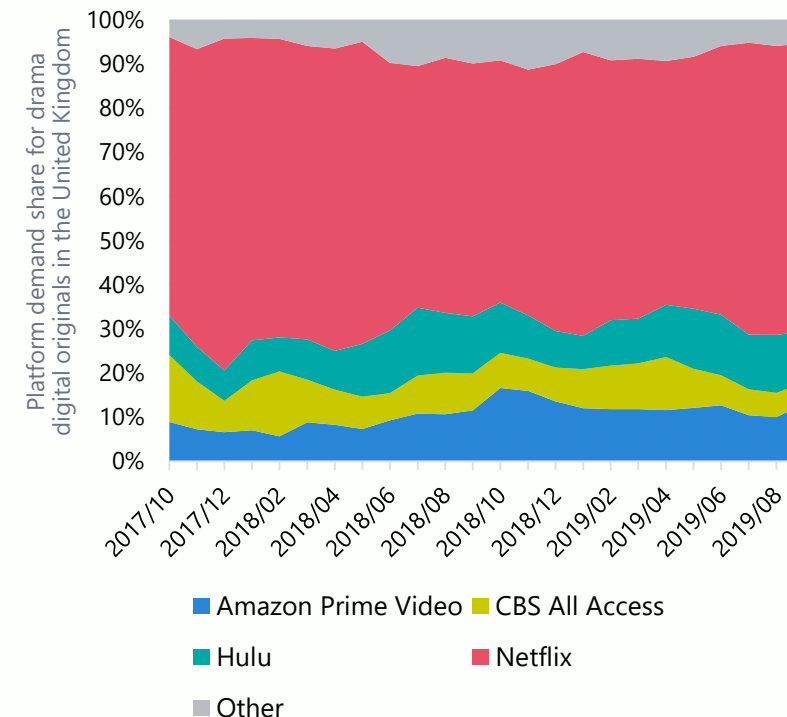
October 2017 – September, 2019

## UK market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



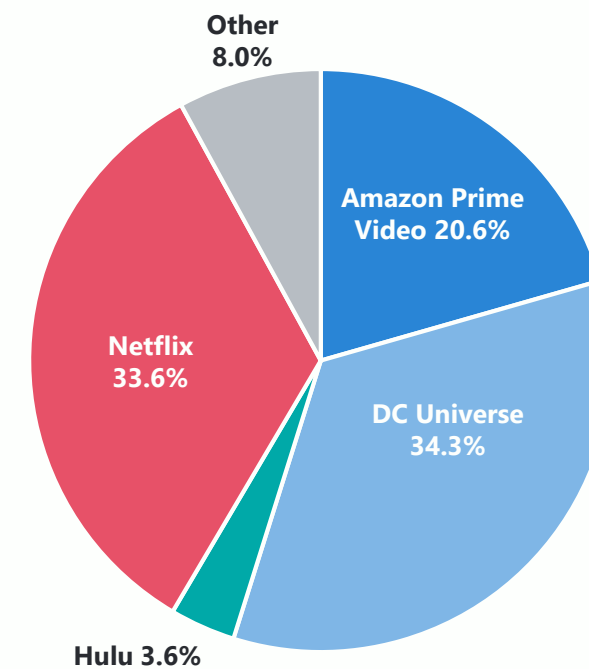
Platform demand share trend for drama  
(24 months)



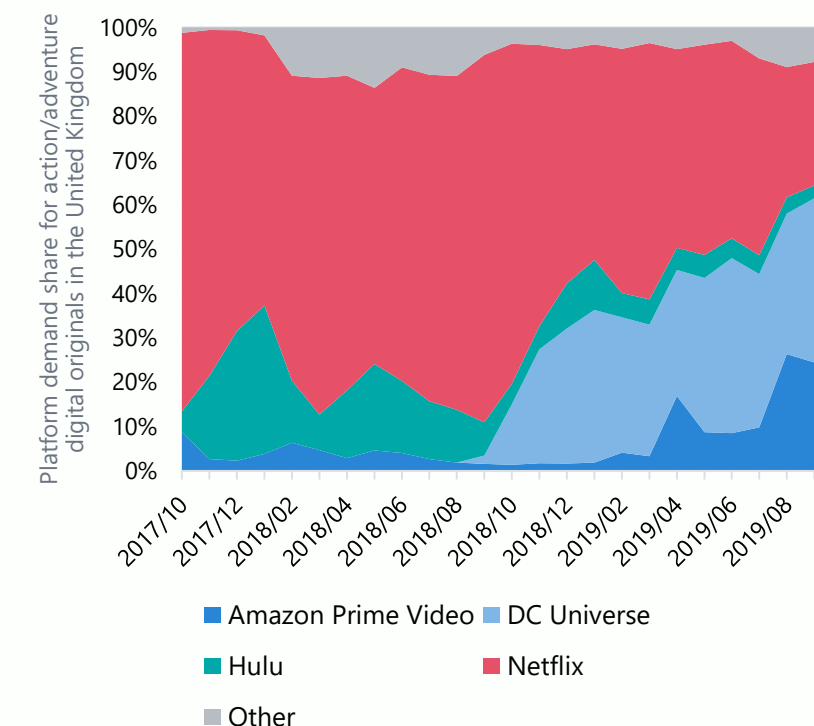
- Netflix has the largest demand share of drama originals in this market with 65.6%. This share, however, is below average for markets in this report.
- All platforms other than Netflix enjoy a larger than average demand share for digital original dramas in the British market.
- In the 24 month trend chart, we can see that the demand share for CBS All Access drama originals has been under pressure from all other competitors this quarter.

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

Platform action/adventure demand share  
(Q3 2019)



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



- In the action/adventure genre, the British market is comparatively more diverse than other markets. DC Universe's demand share is the lowest of all markets here.
- Amazon Prime Video has notably excelled in the UK market for action/adventure digital originals. It was the only market in this report for which Prime Video reaches above 20% demand share.
- The long term trend chart shows that in the middle of the quarter, Amazon Prime Video's demand share spiked, and DC Universe was only able to recover its share at the end of Q3.

# Top digital original series in the United Kingdom

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	127.7	
2	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	29.9	
3	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	27.1	
4	<b>The Handmaid's Tale</b>	Channel 4	Hulu	Drama	26.1	
5	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	25.8	
6	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	25.5	
7	<b>Lucifer</b>	Netflix	Netflix	Drama	18.5	
8	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	16.5	
9	<b>Dark</b>	Netflix	Netflix	Drama	16.4	
10	<b>Star Trek: Discovery</b>	Netflix	CBS All Access	Drama	16.2	
11	<b>Mindhunter</b>	Netflix	Netflix	Drama	16.1	
12	<b>The Dark Crystal: Age Of Resistance</b>	Netflix	Netflix	Drama	15.7	
13	<b>Black Mirror</b>	Netflix	Netflix	Drama	15.7	
14	<b>When They See Us</b>	Netflix	Netflix	Drama	14.3	
15	<b>Young Justice</b>	Sky Go	DC Universe	Action and Adventure	14.1	
16	<b>The Grand Tour</b>	Amazon Prime Video	Amazon Prime Video	Sports	13.3	
17	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	13.3	
18	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	13.3	
19	<b>Swamp Thing</b>	Amazon Prime Video	DC Universe	Action and Adventure	13.2	
20	<b>Doom Patrol</b>	STARZPLAY	DC Universe	Action and Adventure	13.1	

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

25	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	10.7	
30	<b>Carnival Row</b>	Amazon Prime Video	Amazon Prime Video	Drama	9.3	
33	<b>Catch 22</b>	Channel 4	Hulu	Drama	8.8	
36	<b>Castle Rock</b>	STARZPLAY	Hulu	Horror	7.4	
41	<b>Chilling Adventures Of Sabrina</b>	Netflix	Netflix	Horror	6.8	

\* 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

### Poland

Learn which genres and subgenres of digital originals are most demanded by Polish 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.

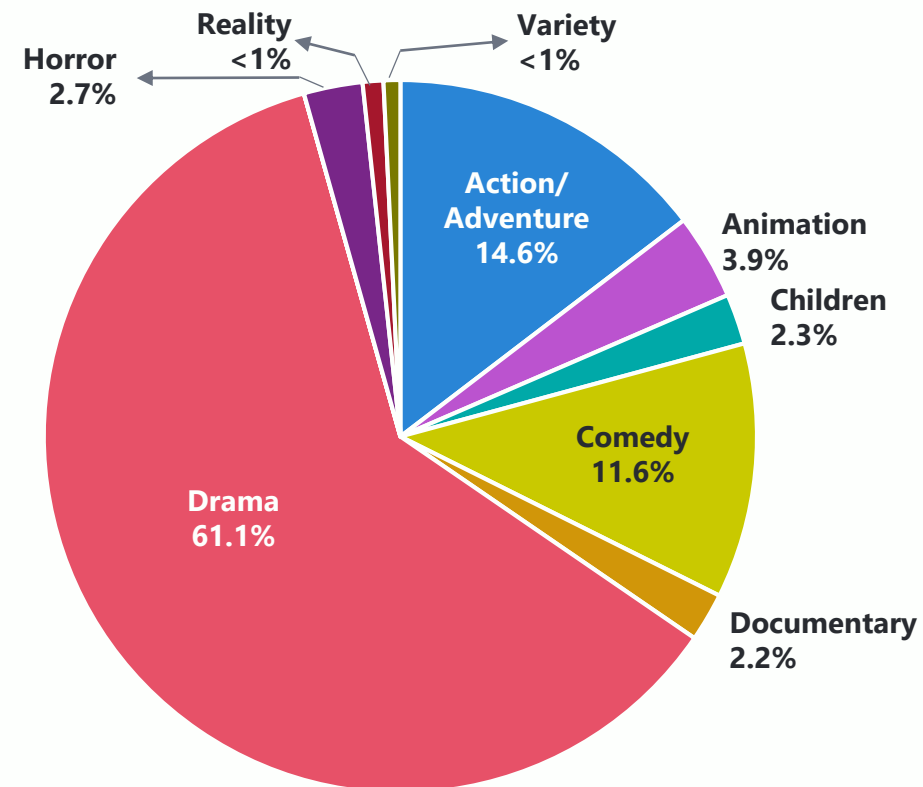




# Poland digital original genre and subgenre preferences

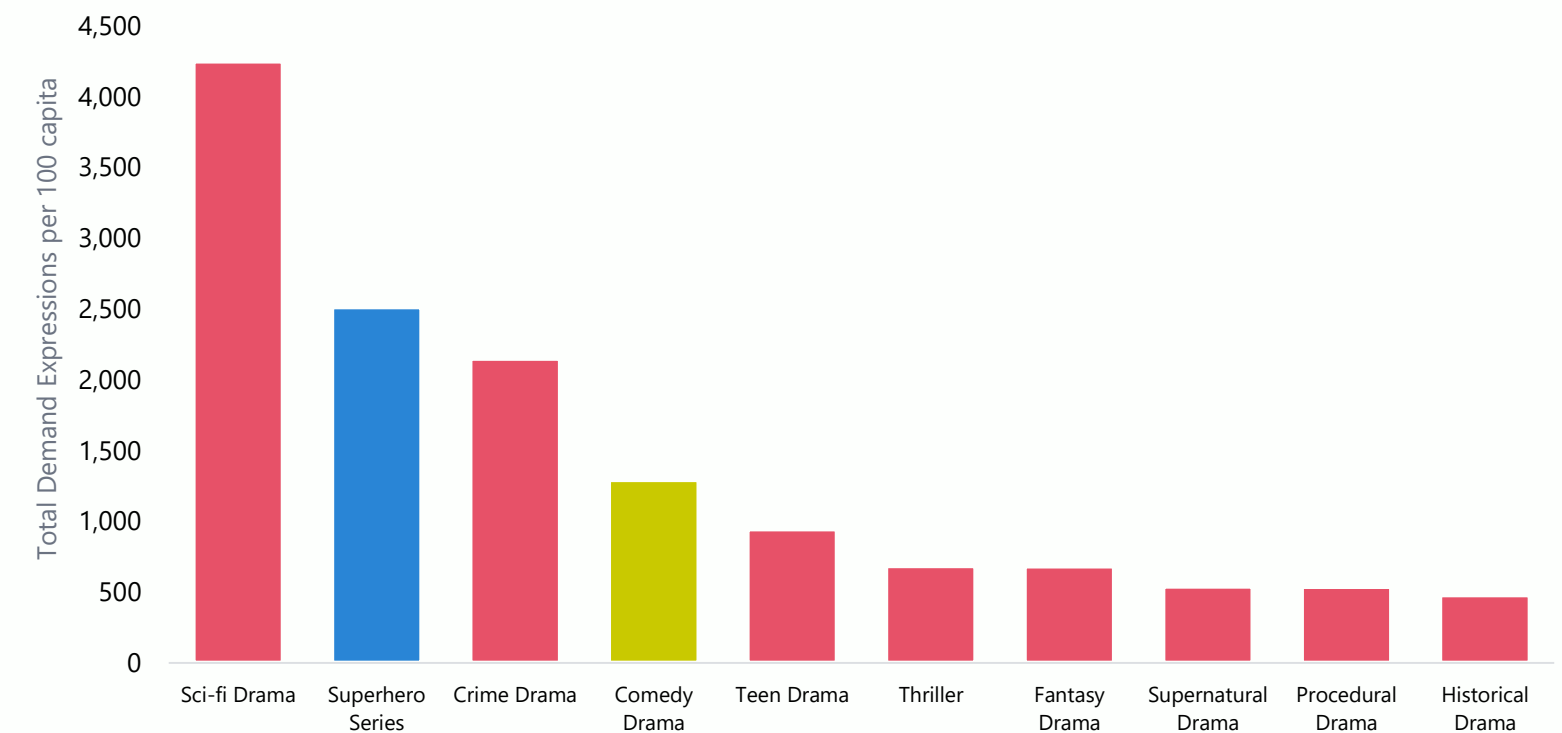
July – September, 2019

Poland digital original series genre demand share (Q3 2019)



- Dramas have the largest share of demand for digital originals in Poland, with 61.1% of Polish demand for digital originals. This is an above average share for markets in this report.
- Compared to other markets in this report, the demand share for horror is well below average (2.7%) in Poland.
- Polish audiences reveal an appreciation of animation; animation's Polish demand share is the second highest (3.9%) in this report.

The 10 most in-demand subgenres for digital originals in Poland (Q3 2019)



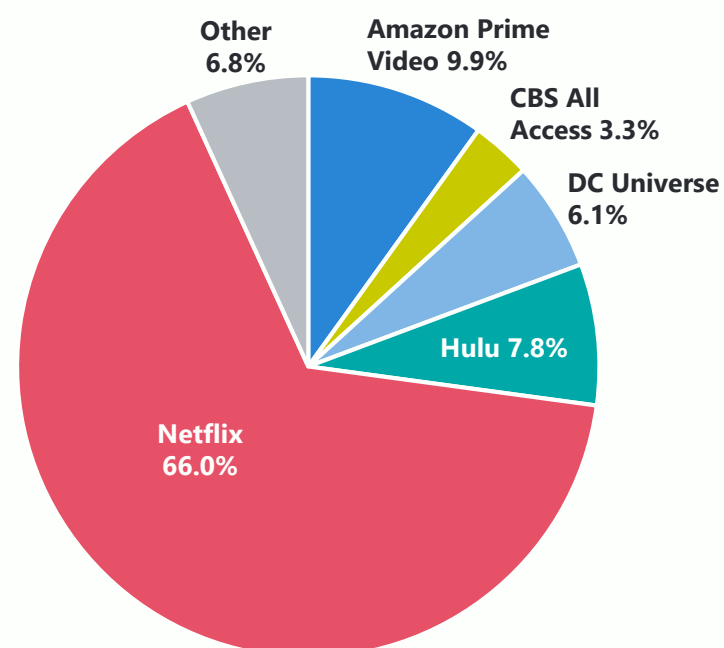
- As with most markets in this report, the top in-demand subgenre is sci-fi drama, which in Poland is followed by superhero series.
- Poland has the most drama subgenres in its top 10 with 8 of the 10 largest digital original subgenres.
- The Polish market is one of two in this report (Greece is the other) where historical drama appears in the top subgenres ranking.

# Poland platform demand share and digital originals demand distribution

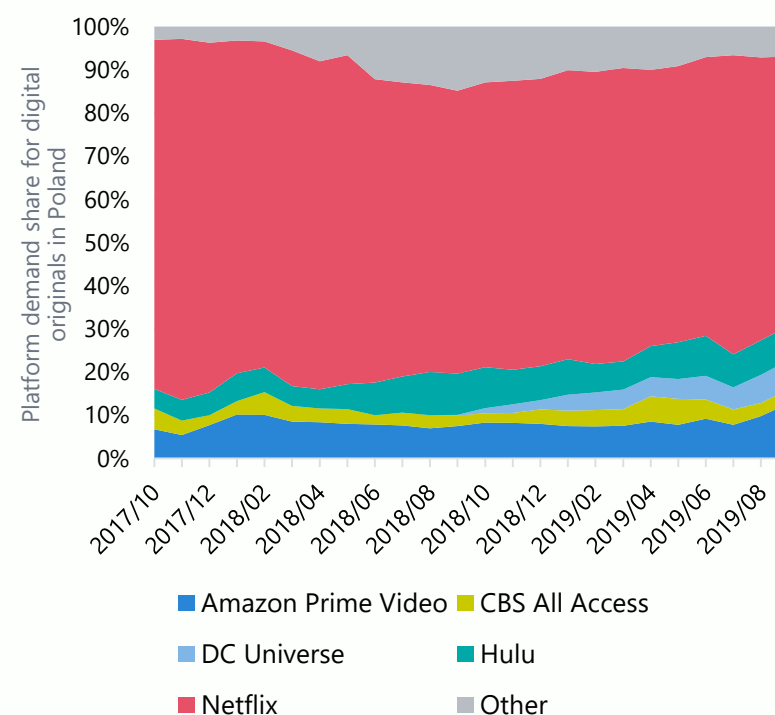
October 2017 – September, 2019

## Poland market demand share by original platform for all digital originals

Platform demand share (Q3 2019)



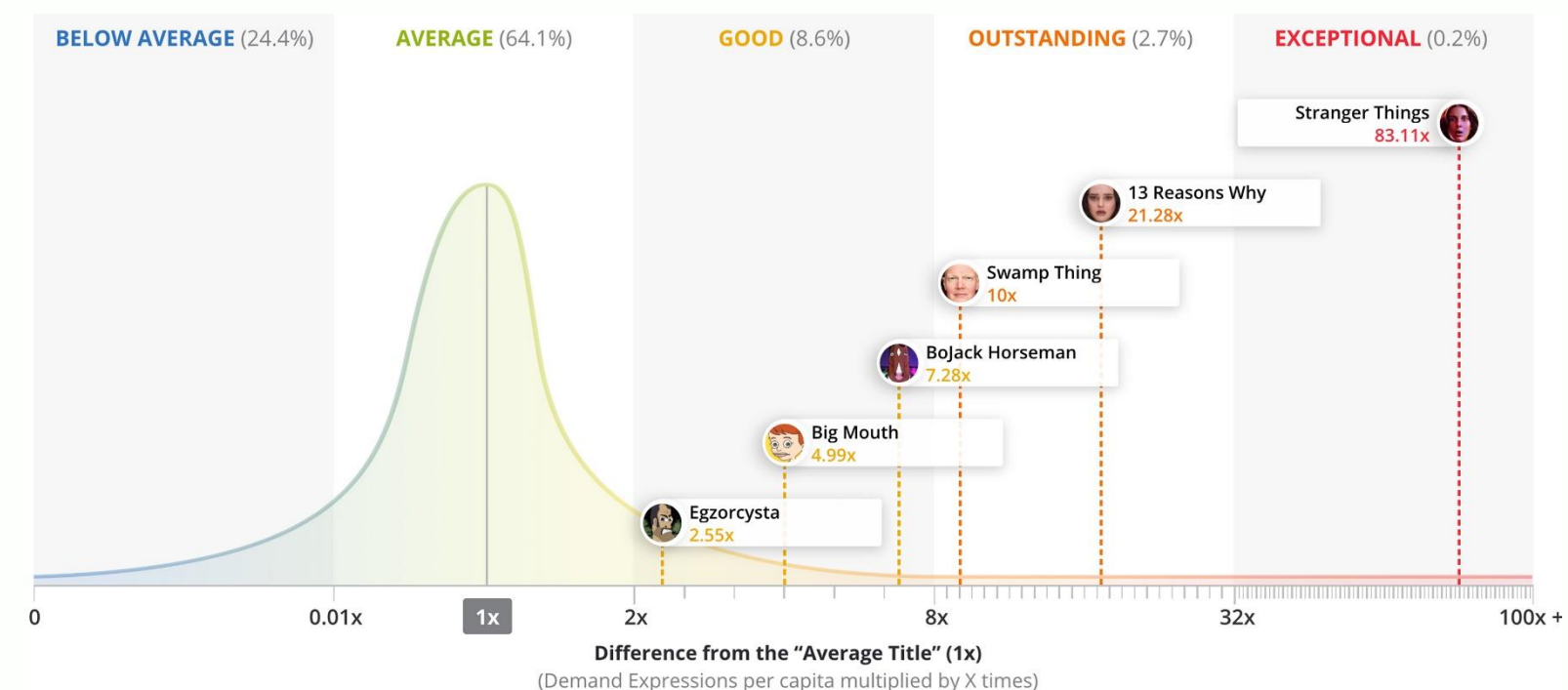
Platform demand share trend (24 months)



- Poland's 2019 Q3 demand shares for digital original series by platform are generally in line with the average of the other markets in this report. Netflix captures the most demand for digital originals in this market with an even 66% demand share.
- Amazon Prime Video has seen steady growth in its demand share over this quarter. It peaks in 2019 Q3 at 12.8%, it's highest yet in this market.
- The 24 month trend chart shows that Netflix's demand share has lost the ground it gained back in the previous quarter, hitting an all time low in the final month of the quarter.

## Demand distribution of a selection of top digital originals in Poland

Show position in Demand Distribution (Q3 2019)



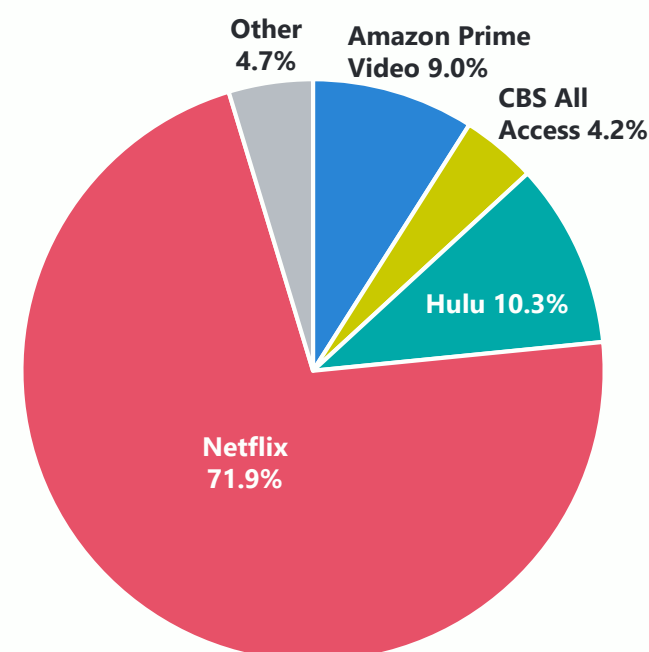
- The most in-demand digital original series in Poland in Q3 2019 is Netflix's **Stranger Things**.
- The Netflix series **13 Reasons Why** was the third most in-demand show in Poland this quarter, similar to many markets in this report. At 21.3 times the average title demand it falls in the 2.7% of shows we categorize as 'Outstanding'.
- Animated titles are performing particularly well in Poland this quarter. Netflix series **BoJack Horseman** and **Big Mouth** as well as the Showmax title **Egzorcysta** all have demand high enough this quarter to fall in the 8.6% of shows we classify as 'Good'.

# Poland platform demand share for drama and action/adventure digital originals

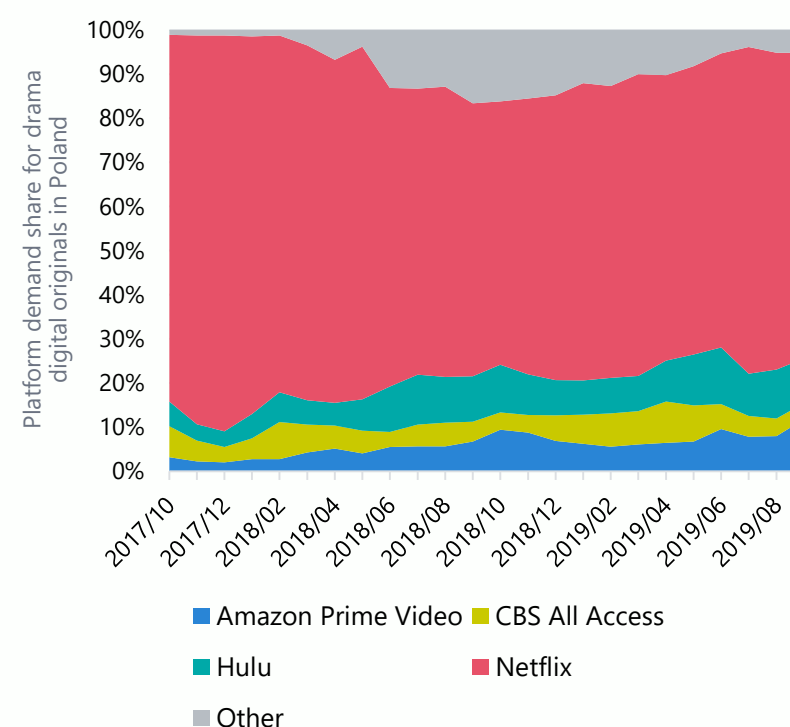
October 2017 – September, 2019

## Poland market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



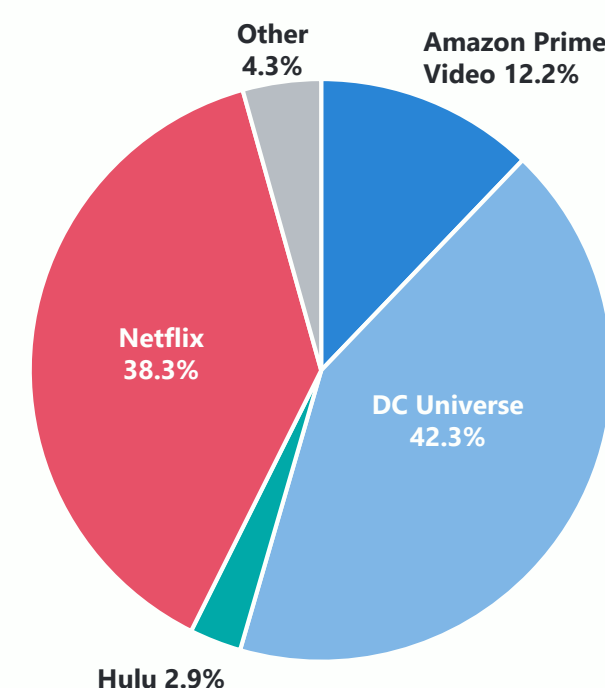
Platform demand share trend for drama  
(24 months)



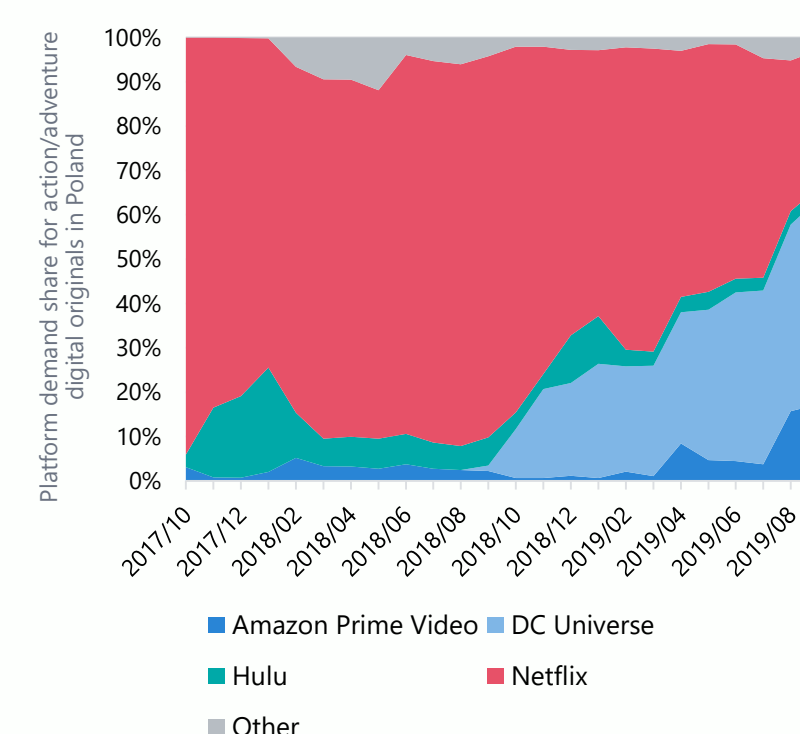
- Netflix has the largest share of demand for drama digital originals within the Polish market, at 71.9%.
- Poland has the demand share breakdown for drama digital originals most similar to the average market in this report. In fact, all platforms here are within a fraction of a percent from the average demand share for drama across these markets.
- The 24-month trend for drama shows the same patterns as the trend chart for all digital original series over the last few months. After a surge in Q2, Netflix continues to be beset by increasing demand for competitive platforms.

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

Platform action/adventure demand share  
(Q3 2019)



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























- As in the drama genre, Polish demand for action/adventure digital original content is relatively similar to the average demand breakdown.
- One notable difference is that Poland has the second highest demand share of markets in this report for Netflix action/adventure digital originals. Despite this, demand for titles from DC Universe is still higher than the average market in this report with a 42.3% share.
- DC Universe just overtook Netflix for the first time in August of this quarter as the platform with the largest demand share in Poland.




# Top digital original series in Poland

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from market average (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	83.1	
2	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	22.2	
3	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	21.3	
4	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	20.8	
5	<b>The Handmaid's Tale</b>	HBO Poland	Hulu	Drama	18.5	
6	<b>Lucifer</b>	Netflix	Netflix	Drama	17.3	
7	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	16.1	
8	<b>Dark</b>	Netflix	Netflix	Drama	15.3	
9	<b>Black Mirror</b>	Netflix	Netflix	Drama	13.4	
10	<b>The Grand Tour</b>	Amazon Prime Video	Amazon Prime Video	Sports	13.2	
11	<b>Narcos</b>	Netflix	Netflix	Drama	12.6	
12	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	12.3	
13	<b>Mindhunter</b>	Netflix	Netflix	Drama	12.2	
14	<b>Doom Patrol</b>	HBO Poland	DC Universe	Action and Adventure	10.9	
15	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	10.0	
16	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	9.7	
17	<b>Star Trek: Discovery</b>	Netflix	CBS All Access	Drama	9.3	
18	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	9.2	
19	<b>Marvel's The Punisher</b>	Netflix	Netflix	Action and Adventure	8.3	
20	<b>House Of Cards</b>	Netflix	Netflix	Drama	8.1	

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

23	<b>BoJack Horseman</b>	Netflix	Netflix	Animation	7.3	
30	<b>Big Mouth</b>	Netflix	Netflix	Animation	5.0	
54	<b>Kobiety Mafii</b>	Showmax	Showmax	Drama	2.7	
55	<b>Botoks</b>	Showmax	Showmax	Drama	2.6	
57	<b>Egzorcysta</b>	Showmax	Showmax	Animation	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

### Greece

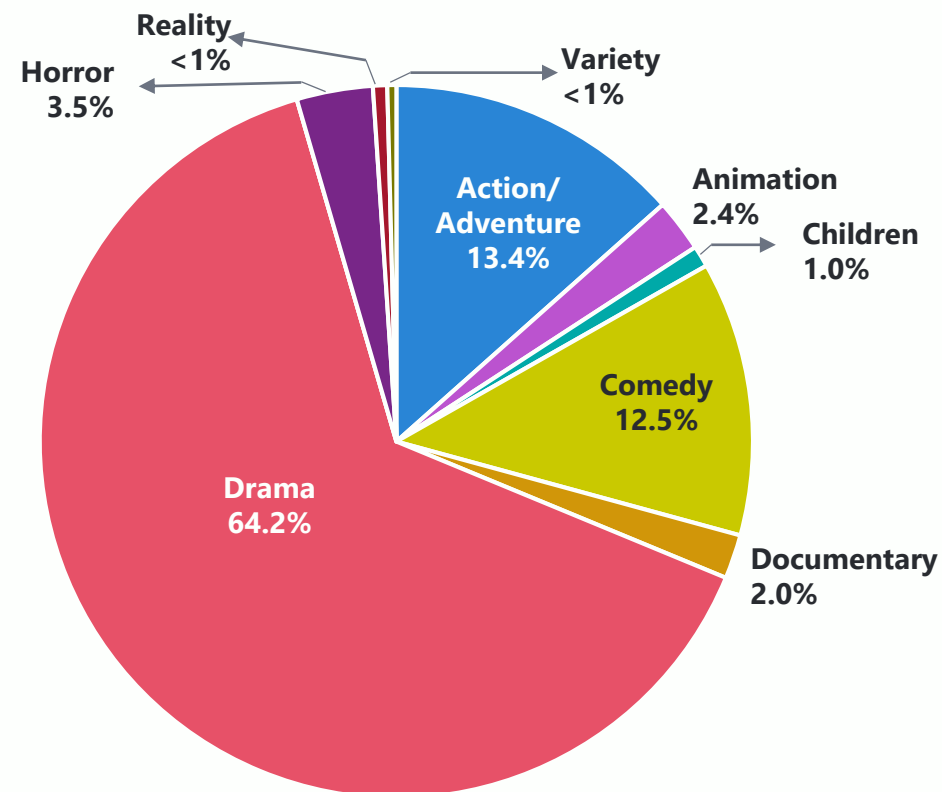
Learn which genres and subgenres of digital originals are most demanded by Greek audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

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.

# Greece digital original genre and subgenre preferences

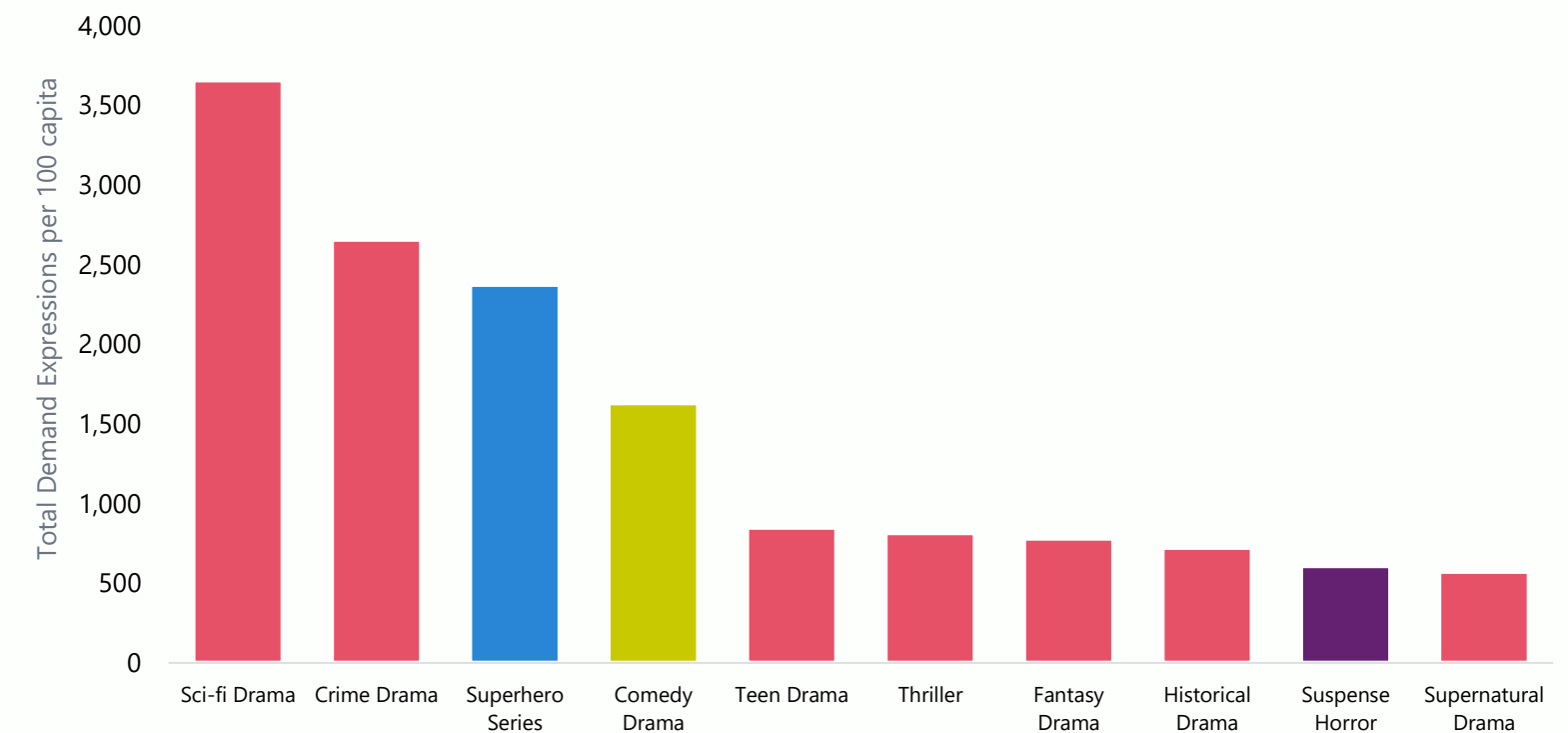
July – September, 2019

Greece digital original series genre demand share (Q3 2019)



- Drama has a 64.2% demand share of digital originals in the Greek market. This is the highest demand share for drama of all countries in this report
- Apart from drama, horror is the only genre to have a higher than average demand share in Greece with a 3.5% demand share.
- Greek audiences give the lowest share of their attention to children's (1.0%) and variety (0.4%) content compared to any market in this report.

The 10 most in-demand subgenres for digital originals in Greece (Q3 2019)

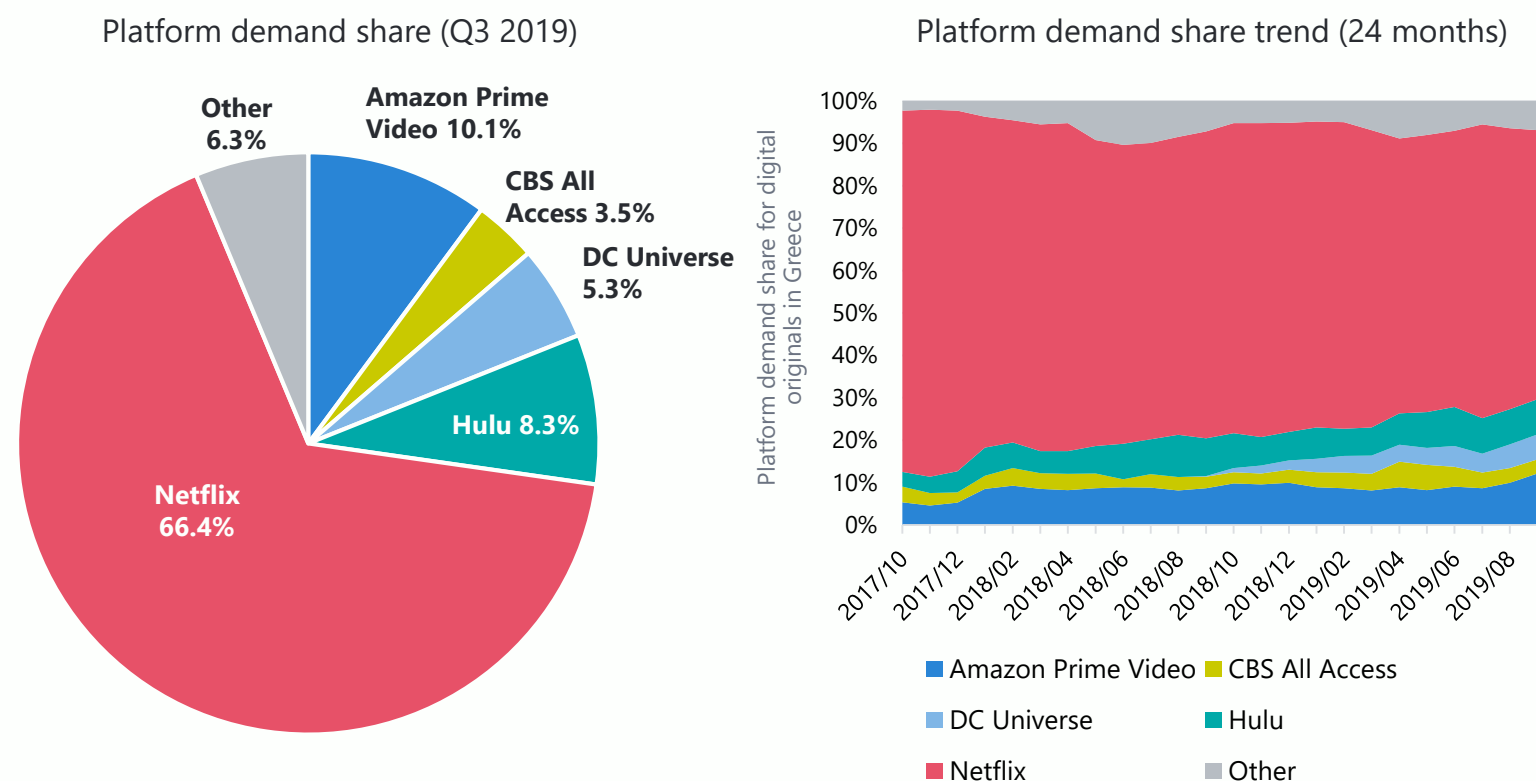


- Greek demand for drama is apparent in the subgenre ranking, with 7 out of the top 10 subgenres falling in the drama category.
- In the Greek market, historical drama was the seventh most in-demand subgenre. This was the highest rank it achieved of all markets in this report.
- Greece was one of three markets in this report (with Argentina and Peru) where crime drama peaked as the second most in-demand subgenre.

# Greece platform demand share and digital originals demand distribution

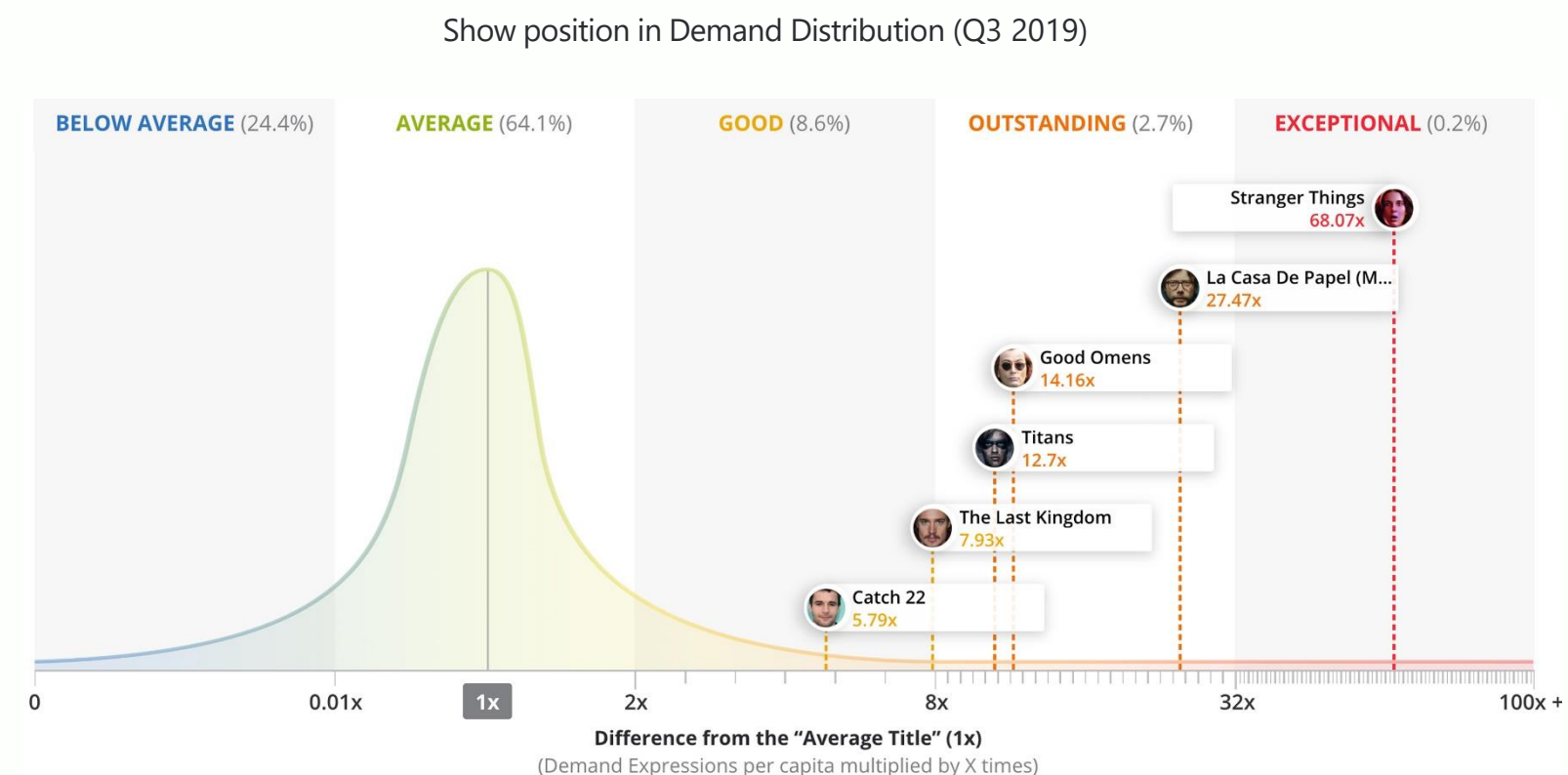
October 2017 – September, 2019

## Greece market demand share by original platform for all digital originals



- Nearly two thirds (66.4%) of demand expressed for all digital originals in Greece is for a Netflix original series.
- Greek audiences dedicate an above average share of their demand to digital original content from Hulu (8.3%) and a below average share to Other platforms (6.3%).
- The chart of platform demand share trends over the past 24 months shows an increase in the demand share of Amazon Prime Video, mainly at the expense of Netflix.

## Demand distribution of a selection of top digital originals in Greece



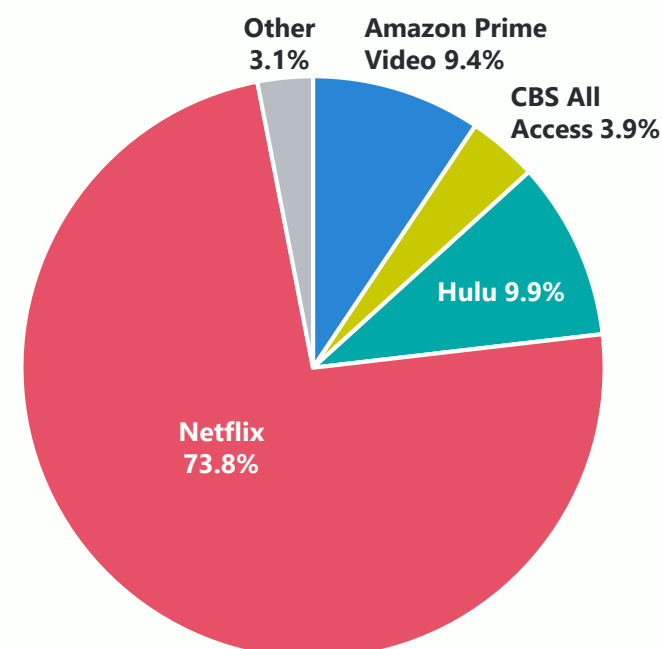
- The most in-demand digital original series in Greece in Q3 2019 is Netflix's **Stranger Things**. It has 68.1 times more demand than the average title, making it one of the 0.2% of titles that are classed as 'Outstanding'.
- Amazon Prime Video's **Good Omens** has been well received in Greece this quarter, achieving 14.2 times the average title demand.
- Hulu's **Catch 22** caught the 31<sup>st</sup> spot in Greece's demand ranking for Q3 – higher than it placed in any other market.

# Greece platform demand share for drama and action/adventure digital originals

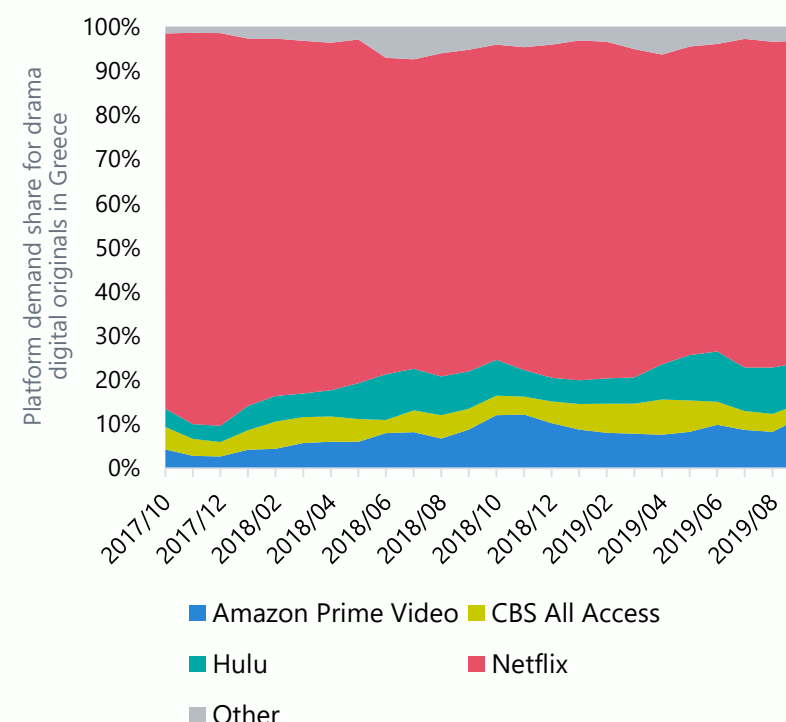
October 2017 – September, 2019

## Greece market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



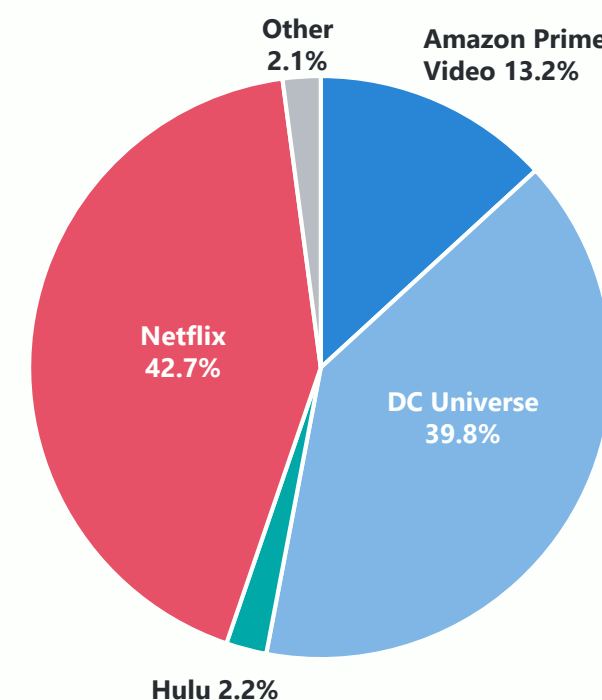
Platform demand share trend for drama  
(24 months)



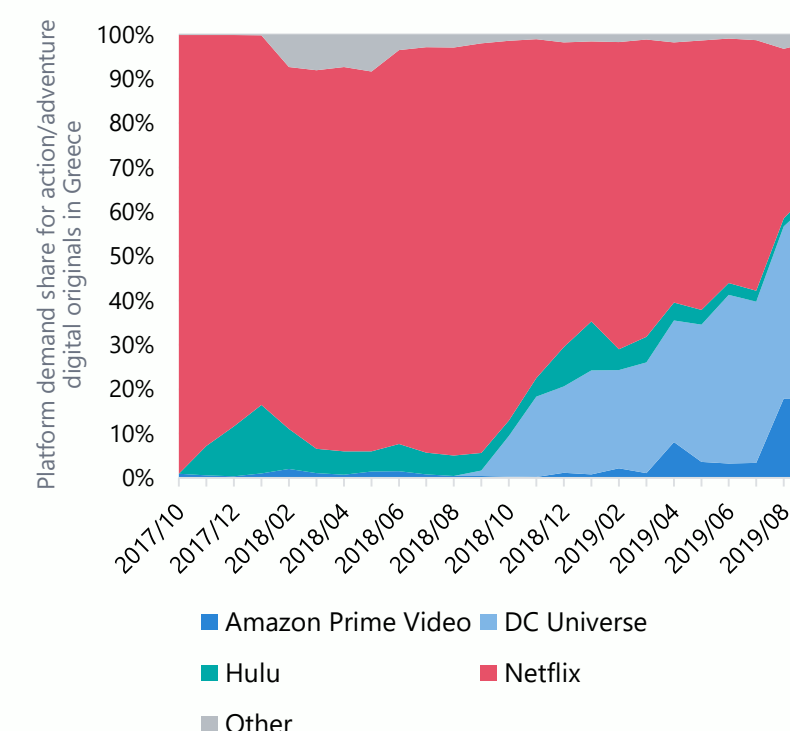
- Netflix has the highest demand share for drama digital original content in Greece this quarter, with 73.8%. This is above the average demand share for Netflix across markets in this report.
- Greece has a below average demand share for drama digital originals from Other platforms. These platforms only capture 3.1% of demand here.
- The 24-month trend chart shows a relatively stable demand breakdown across time for this market.

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

Platform action/adventure demand share  
(Q3 2019)



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



- Greece is the only market in this report where Netflix has a higher share of demand than DC Universe for action/adventure digital original content.
- Amazon Prime Video has a notably strong performance in this market in Q3 2019. Its demand share rose above 5% for the first time ever.
- Demand for action/adventure content from Hulu continues to be squeezed this quarter. They had only a 2.2% demand share in this market.



# Top digital original series in Greece

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	68.1	<div></div>
2	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	27.5	<div></div>
3	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	22.5	<div></div>
4	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	19.7	<div></div>
5	<b>The Handmaid's Tale</b>	Nova Cinema	Hulu	Drama	17.9	<div></div>
6	<b>Dark</b>	Netflix	Netflix	Drama	16.2	<div></div>
7	<b>Lucifer</b>	Netflix	Netflix	Drama	16.1	<div></div>
8	<b>Cobra Kai</b>	YouTube Premium	YouTube Premium	Comedy	14.8	<div></div>
9	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	14.2	<div></div>
10	<b>Mindhunter</b>	Netflix	Netflix	Drama	13.6	<div></div>
11	<b>Black Mirror</b>	Netflix	Netflix	Drama	12.8	<div></div>
12	<b>Narcos</b>	Netflix	Netflix	Drama	12.8	<div></div>
13	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	12.7	<div></div>
14	<b>When They See Us</b>	Netflix	Netflix	Drama	11.7	<div></div>
15	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	9.9	<div></div>
16	<b>House Of Cards</b>	Netflix	Netflix	Drama	9.8	<div></div>
17	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	9.2	<div></div>
18	<b>Marvel's Daredevil</b>	Netflix	Netflix	Action and Adventure	8.8	<div></div>
19	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	8.5	<div></div>
20	<b>Marvel's The Punisher</b>	Netflix	Netflix	Action and Adventure	8.0	<div></div>

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

21	<b>The Grand Tour</b>	Amazon Prime Video	Amazon Prime Video	Sports	8.0	<div></div>
22	<b>The Last Kingdom</b>	Netflix	Netflix	Drama	7.9	<div></div>
28	<b>Chilling Adventures Of Sabrina</b>	Netflix	Netflix	Horror	6.0	<div></div>
31	<b>Catch 22</b>	--	Hulu	Drama	5.8	<div></div>
46	<b>El Embarcadero</b>	Vodafone TV	Movistar+	Drama	3.1	<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

### Vietnam

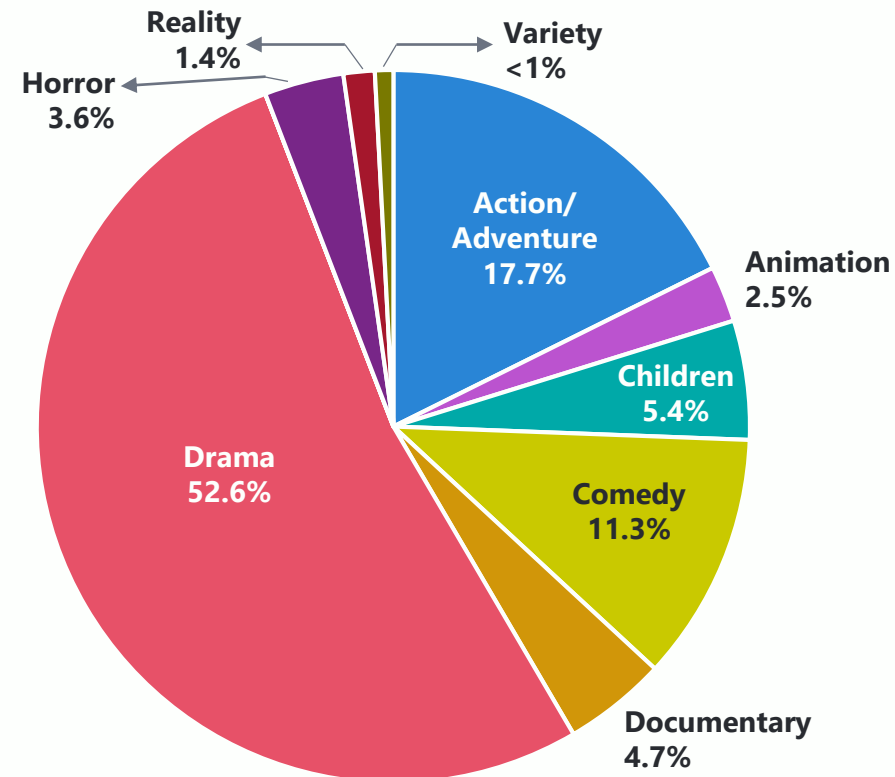
Learn which genres and subgenres of digital originals are most demanded by Vietnamese audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

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.

# Vietnam digital original genre and subgenre preferences

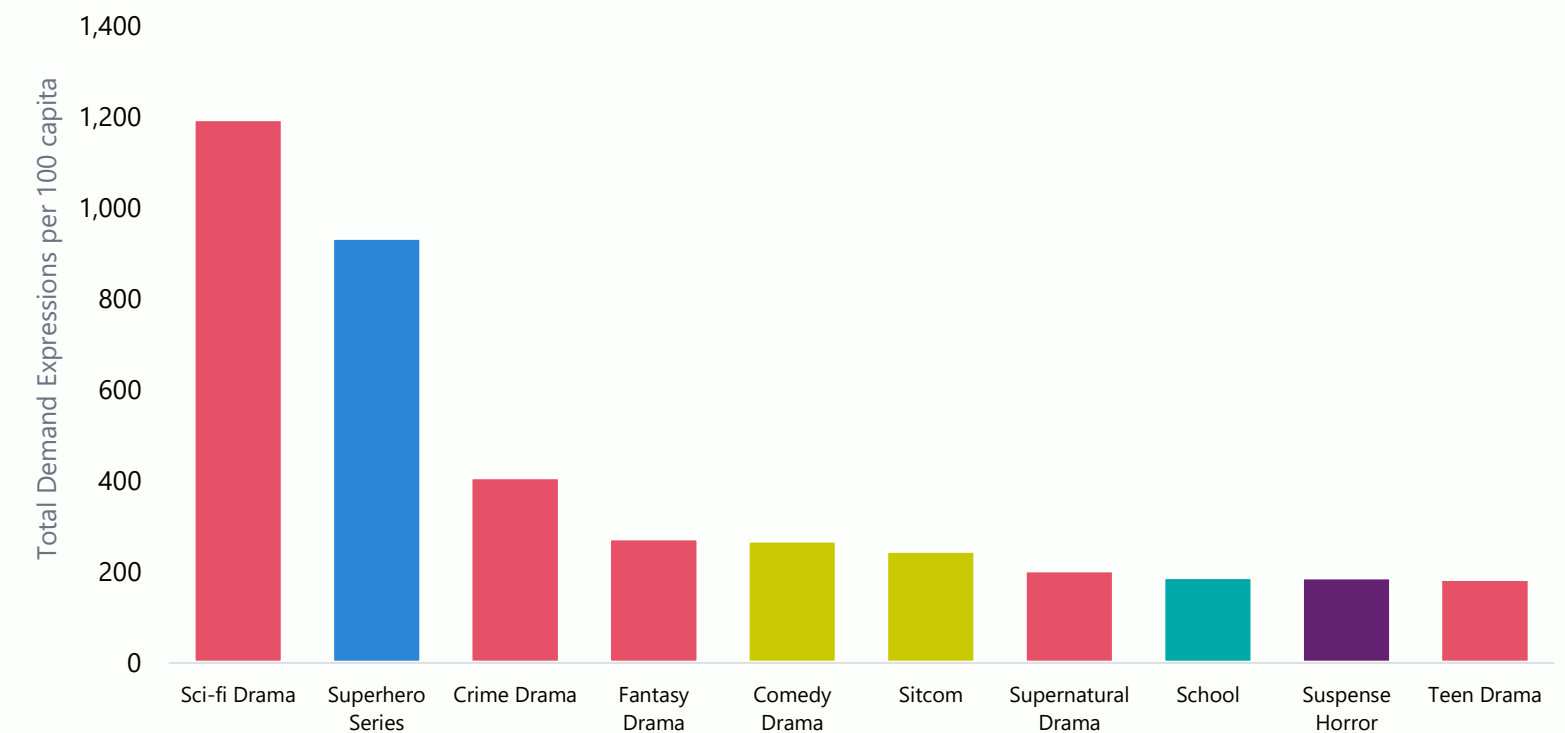
July – September, 2019

Vietnam digital original series genre demand share (Q3 2019)



- Vietnamese audiences express 52.6% of demand for digital originals for dramas. This is the second smallest demand share for drama of all markets in this report.
- The action/adventure, children, documentary, and horror genres all have a higher than average demand share for digital originals in Vietnam. This reflects the diversity of demand in this country.
- In Vietnam, the documentary genre captures the largest share of attention (4.7%) of any market in this report.

The 10 most in-demand subgenres for digital originals in Vietnam (Q3 2019)



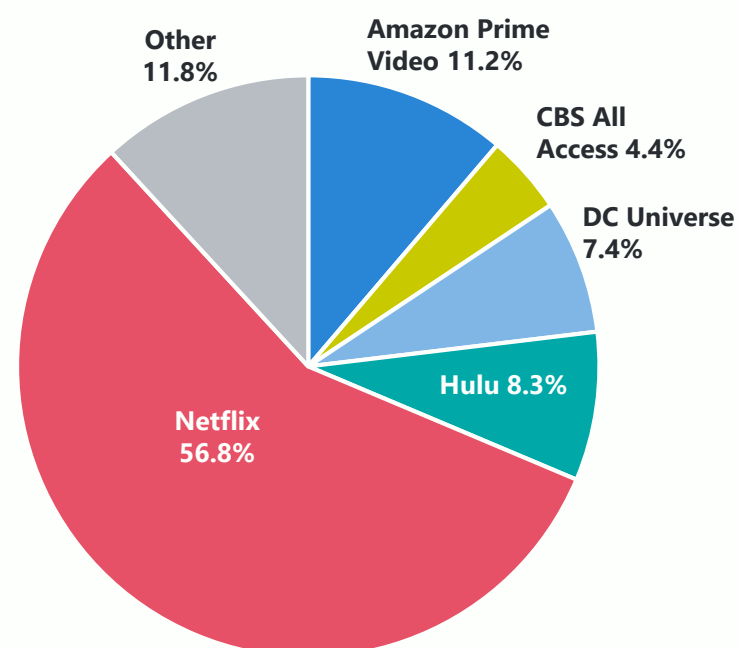
- Vietnam's top ten subgenres fall within 5 genres. This is the most diverse top ten of markets in this report.
- Of all markets, school (children's) content is the highest ranked in Vietnam, where it is the 7th most demanded subgenre. Vietnam is one of only two markets in this report where a children's subgenre made it into the top 10 (The other is the United States).
- This market has the highest placement in the report of the fantasy drama subgenre, which is Vietnam's fourth most in-demand subgenre in 2019 Q3. Conversely, teen drama is ranked the lowest in Vietnam of all the markets in the report.

# Vietnam platform demand share and digital originals demand distribution

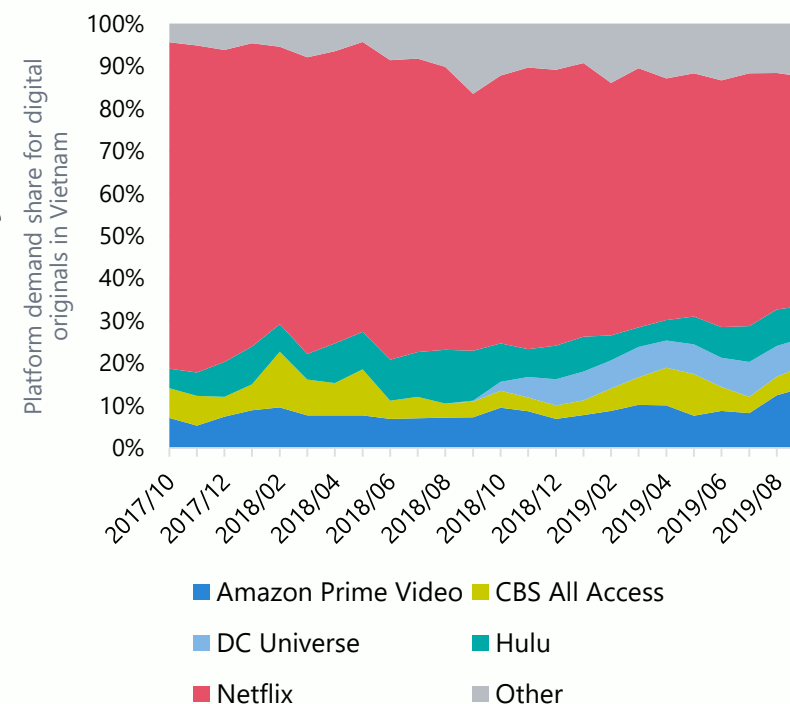
October 2017 – September, 2019

## Vietnam market demand share by original platform for all digital originals

Platform demand share (Q3 2019)



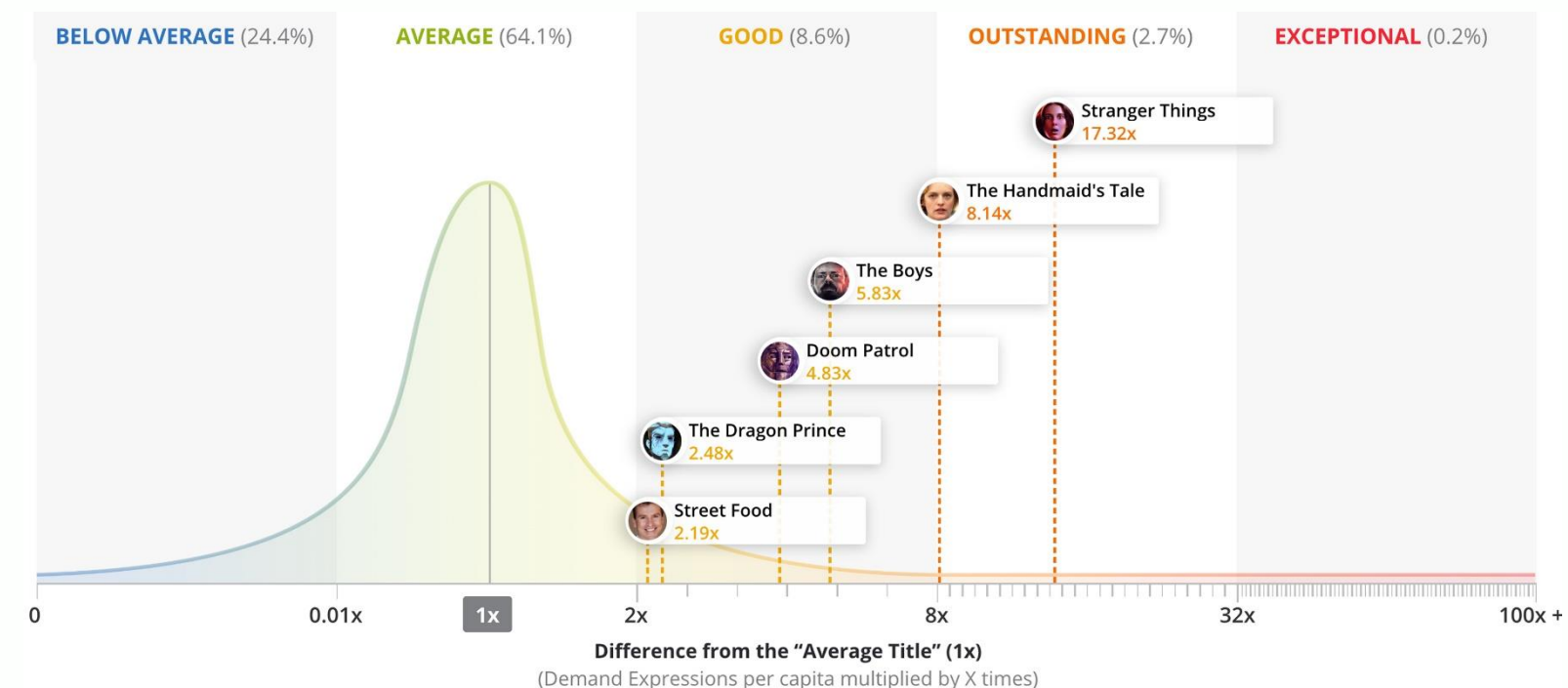
Platform demand share trend (24 months)



- Netflix has the second lowest demand share in Vietnam out of countries in this report. Netflix captures only 56.8% of demand here.
- Vietnam has the second highest demand share of Q3 reported markets for Other platforms (11.8%).
- The 24 month trend graph shows Netflix continuing to lose demand share in this market. In particular, Amazon Prime Video appears to have created pressure with noticeable growth in Q3 2019.

## Demand distribution of a selection of top digital originals in Vietnam

Show position in Demand Distribution (Q3 2019)



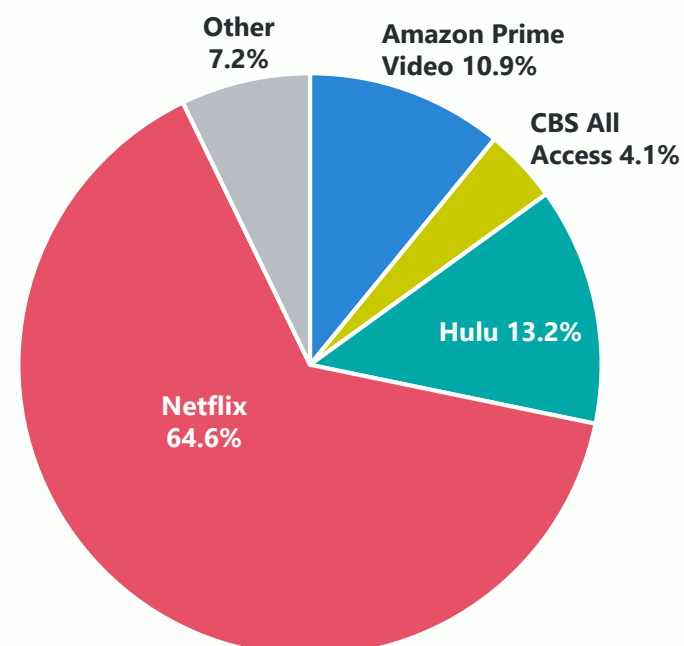
- The most in-demand show in Vietnam this quarter is **Stranger Things**. However, its demand is only 17.3 times higher than the average show, which is the lowest number in this report, classifying the title as 'Outstanding'.
- Hulu's **The Handmaid's Tale** is the second most in-demand show in Vietnam this quarter. This is the highest ranking of this series for markets in this report.
- Vietnam is the only market where a children's show (Netflix's **The Dragon Prince**) entered the list of the top 20 most in demand digital originals for the quarter.

# Vietnam platform demand share for drama and action/adventure digital originals

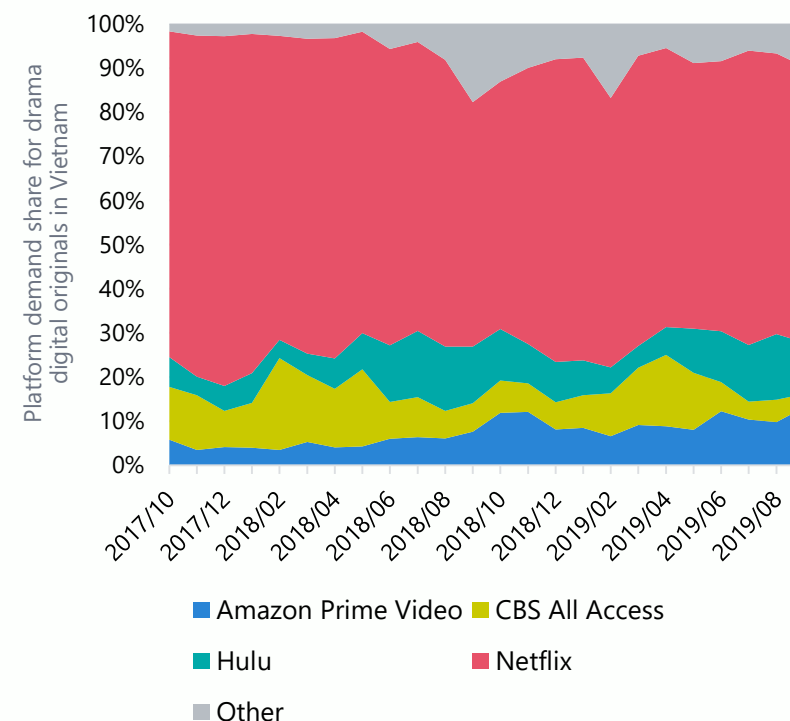
October 2017 – September, 2019

## Vietnam market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



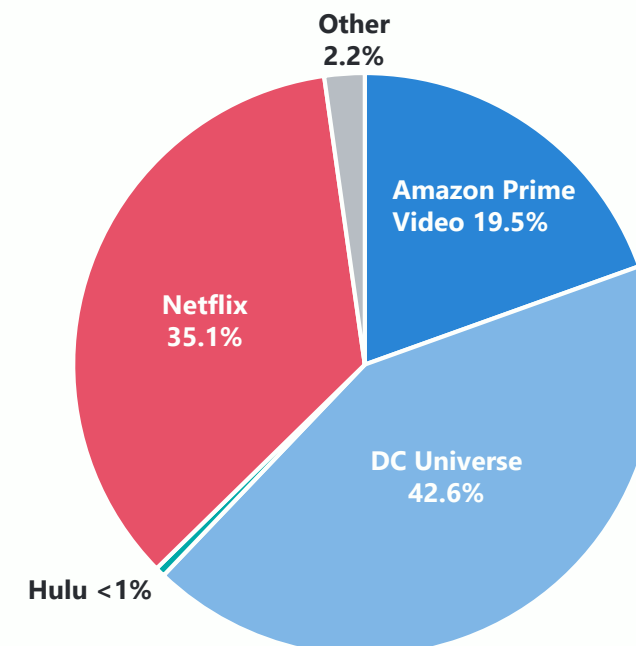
Platform demand share trend for drama  
(24 months)



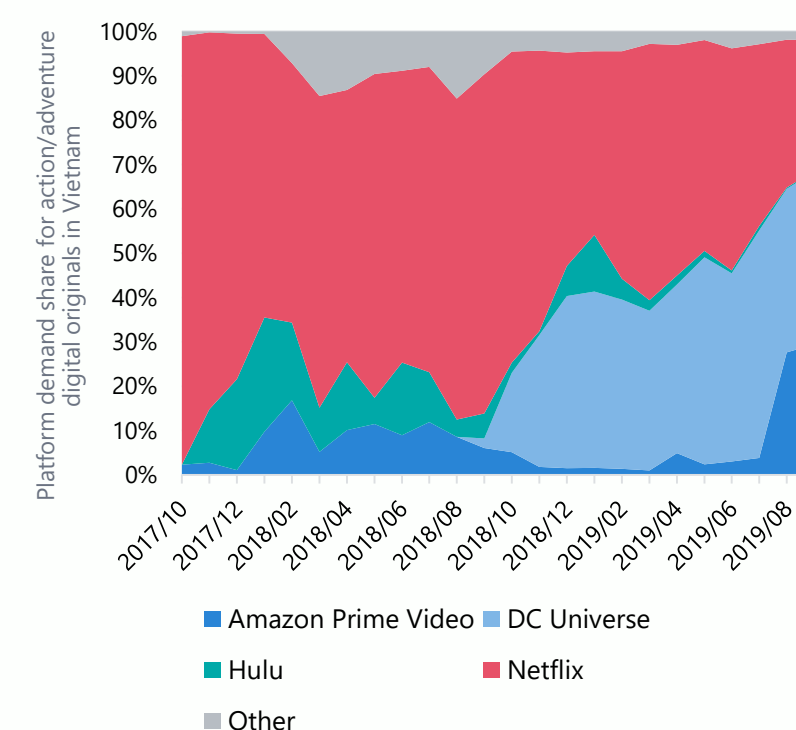
- Vietnamese audiences express the lowest share of their demand for Netflix drama digital originals compared to all other markets. It is the only market where this is below 65%.
- Vietnam has the largest share of demand for Hulu digital original dramas of all countries in this report. Its 13.2% demand share is above the average demand share for Hulu.
- The chart of demand by month shows that in the previous quarter digital original dramas from CBS All Access were second most in demand in Vietnam. However, in Q3 2019 digital original drama content from Hulu and Amazon Prime is now more in demand here.

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

Platform action/adventure demand share  
(Q3 2019)



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



- DC Universe has the largest demand share of action/adventure digital content in Vietnam. However, its 42.6% demand share is below DC's average amongst markets in this report.
- Within this quarter, Amazon Prime Video's demand share has spiked in this market, peaking at over 29% share in the final month of the quarter.
- In the 24 month trend chart we can see that demand for action/adventure digital original content from Hulu remains negligible at less than 1% demand share.



# Top digital original series in Vietnam

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	17.3	<div></div>
2	<b>The Handmaid's Tale</b>	HBO Asia	Hulu	Drama	8.1	<div></div>
3	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	5.8	<div></div>
4	<b>Black Mirror</b>	Netflix	Netflix	Drama	5.7	<div></div>
5	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	5.5	<div></div>
6	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	4.8	<div></div>
7	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	4.4	<div></div>
8	<b>Dark</b>	Netflix	Netflix	Drama	3.9	<div></div>
9	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	3.9	<div></div>
10	<b>Mindhunter</b>	Netflix	Netflix	Drama	3.8	<div></div>
11	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	3.7	<div></div>
12	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	3.5	<div></div>
13	<b>Love Death And Robots</b>	Netflix	Netflix	Drama	3.3	<div></div>
14	<b>The Umbrella Academy</b>	Netflix	Netflix	Action and Adventure	3.0	<div></div>
15	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	2.7	<div></div>
16	<b>Lucifer</b>	Netflix	Netflix	Drama	2.6	<div></div>
17	<b>Marvel's The Punisher</b>	Netflix	Netflix	Action and Adventure	2.5	<div></div>
18	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	2.5	<div></div>
19	<b>The Dragon Prince</b>	Netflix	Netflix	Children	2.5	<div></div>
20	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	2.3	<div></div>

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

22	<b>Street Food</b>	Netflix	Netflix	Documentary	2.2	<div></div>
24	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	2.1	<div></div>
28	<b>Our Planet</b>	Netflix	Netflix	Documentary	1.7	<div></div>
29	<b>The Good Fight</b>	Amazon Prime Video	CBS All Access	Drama	1.6	<div></div>
33	<b>The Act</b>	STARZPLAY	Hulu	Drama	1.4	<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

### Malaysia

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

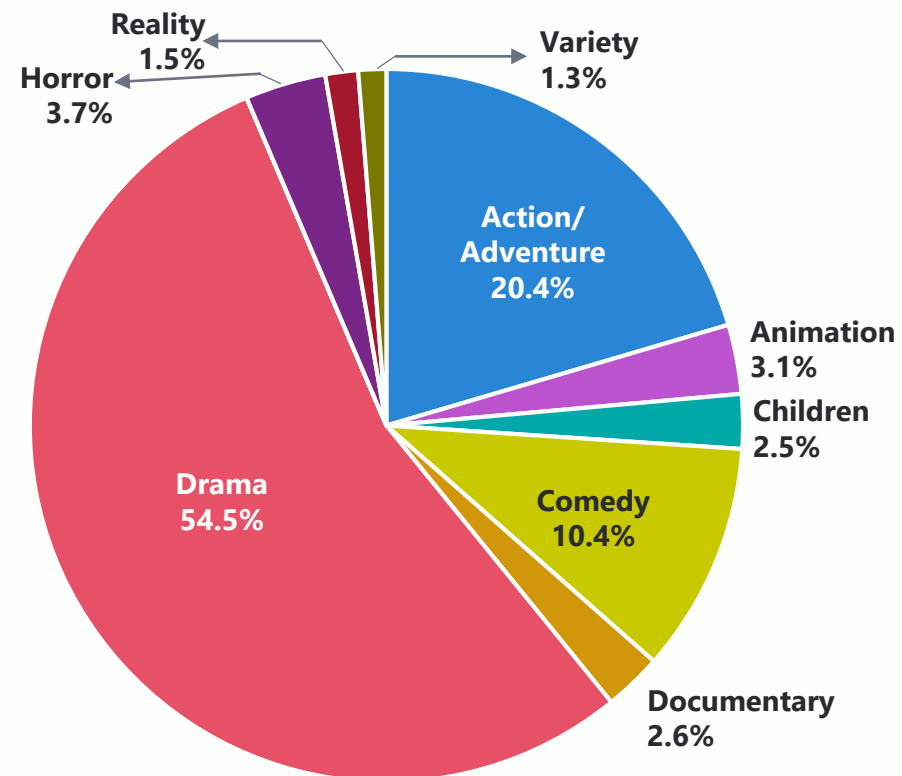
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# Malaysia digital original genre and subgenre preferences

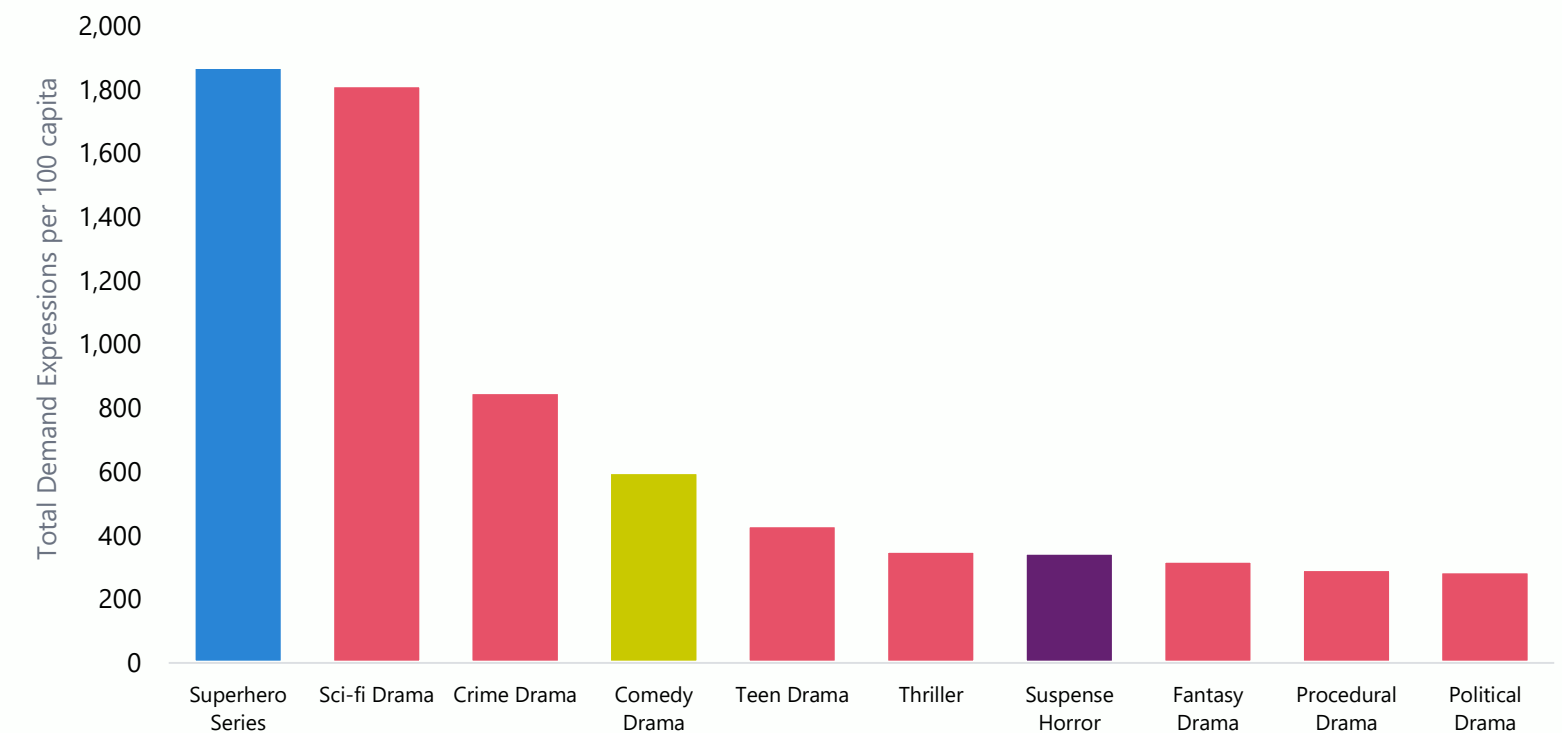
July – September, 2019

Malaysia digital original series genre demand share (Q3 2019)



- In Malaysia, action/adventure has by far the largest demand share (20.4%) of any market in this report.
- Malaysian audiences show the least demand for digital original comedy content. With a 10.4% demand share, it is the lowest of any market in this report.
- In Malaysia, the horror, reality, and variety genres all capture slightly more demand than the average market in this report.

The 10 most in-demand subgenres for digital originals in Malaysia (Q3 2019)



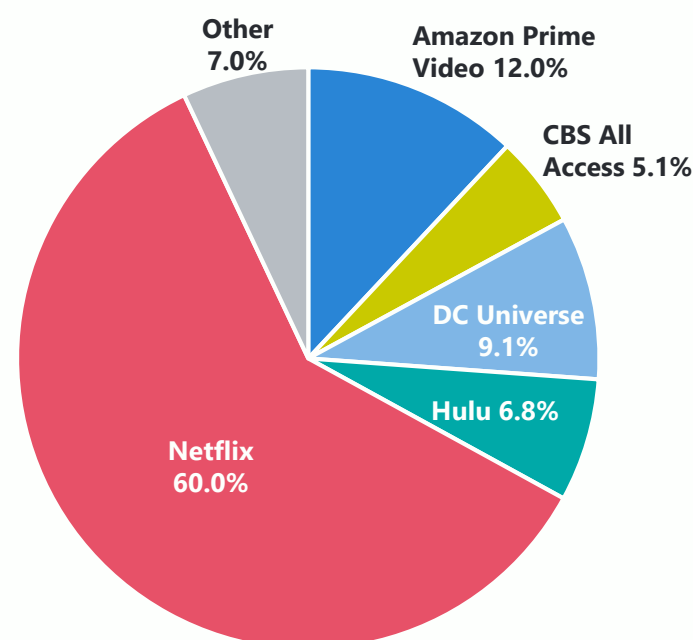
- The superhero and sci-fi drama subgenres dominate the Malaysian market. Each has more than twice the demand of the third ranked subgenre, crime drama.
- Malaysia is one of only two countries (the other being The Philippines) where superhero series just edged out sci-fi drama for the top spot in the most in-demand subgenre ranking.
- Of all the Asian markets in our report, the thriller subgenre ranks highest in Malaysia.

# Malaysia platform demand share and digital originals demand distribution

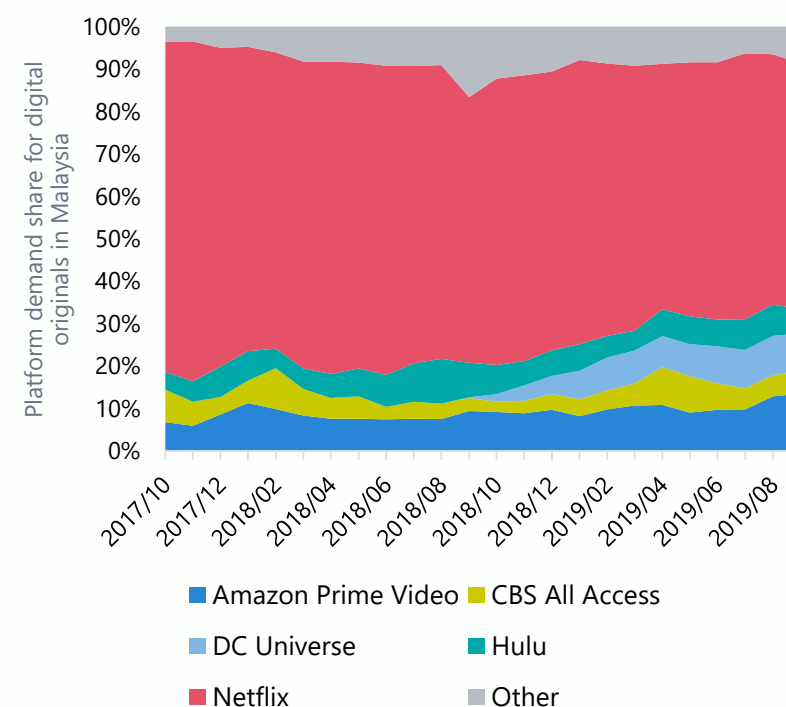
October 2017 – September, 2019

## Malaysia market demand share by original platform for all digital originals

Platform demand share (Q3 2019)



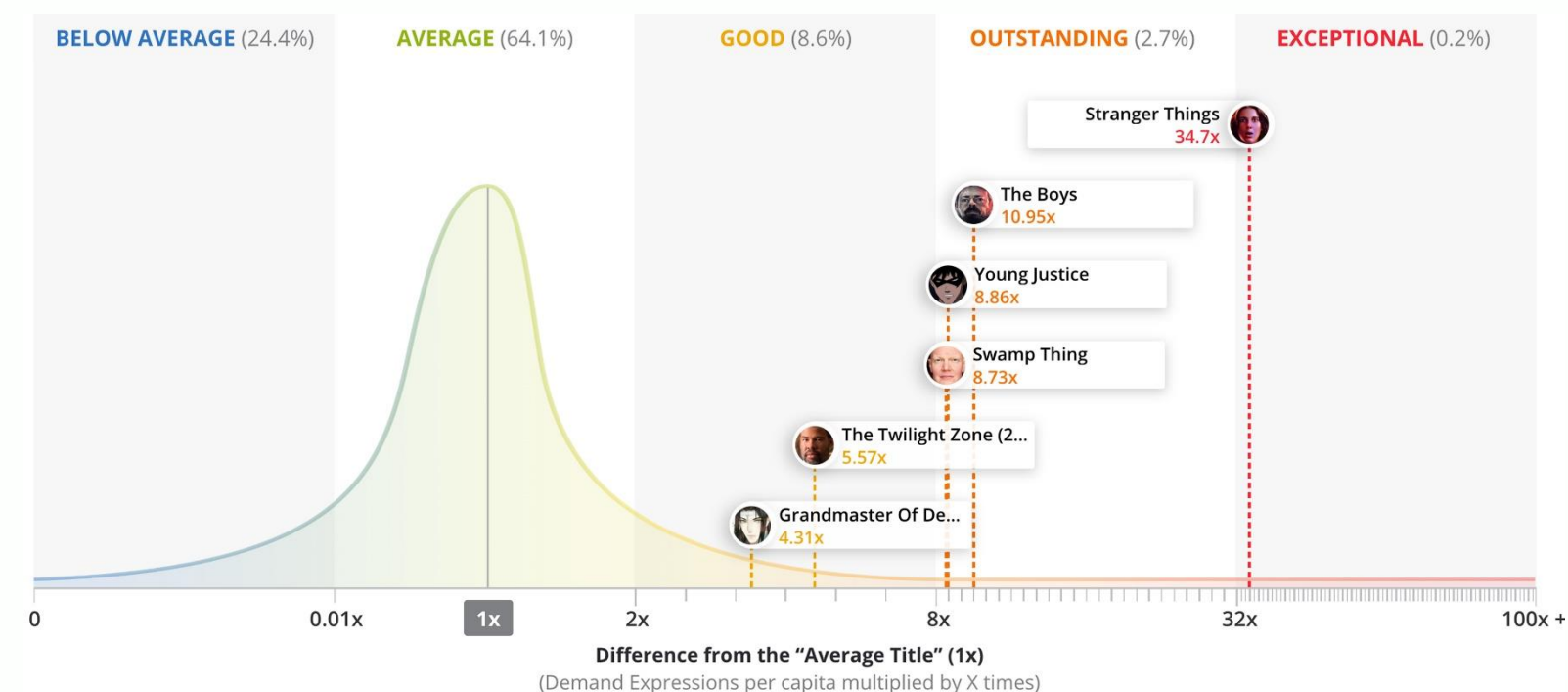
Platform demand share trend (24 months)



- With 60.0%, Netflix has the highest demand share for digital original content in Malaysia for Q3 2019.
- Malaysian audiences express well above average demand for digital original content from both CBS All Access (5.1%) and DC Universe (9.1%).
- The 24 month demand share chart shows Netflix dropping below its average 60% demand share in the final two months of the quarter. This is mainly due to solid growth this quarter in the demand share for titles from DC Universe and Amazon Prime Video.

## Demand distribution of a selection of top digital originals in Malaysia

Show position in Demand Distribution (Q3 2019)



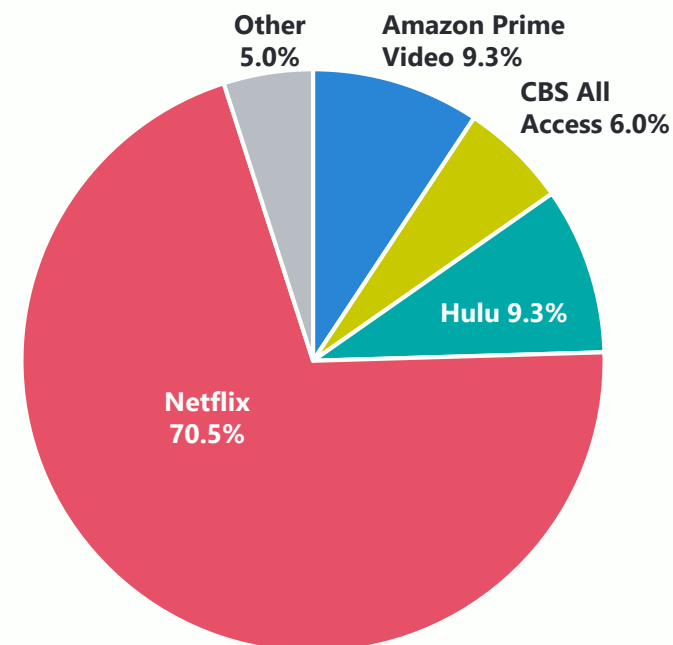
- Stranger Things** was the most in demand show in Malaysia during Q3 2019, capturing 34.7 times more demand than the average show.
- Amazon Prime Video's **The Boys** achieved its highest rank in Malaysia (along with Vietnam) as the third most in demand show for the quarter.
- Malaysia was the only market where two CBS All Access digital originals broke into the top 20 – **The Twilight Zone** and **The Good Fight**.
- The Tencent Video show, **Grandmaster of Demonic Cultivation**, achieved by far its highest rank in Malaysia of all markets in this report, nearly entering the top 20.

# Malaysia platform demand share for drama and action/adventure digital originals

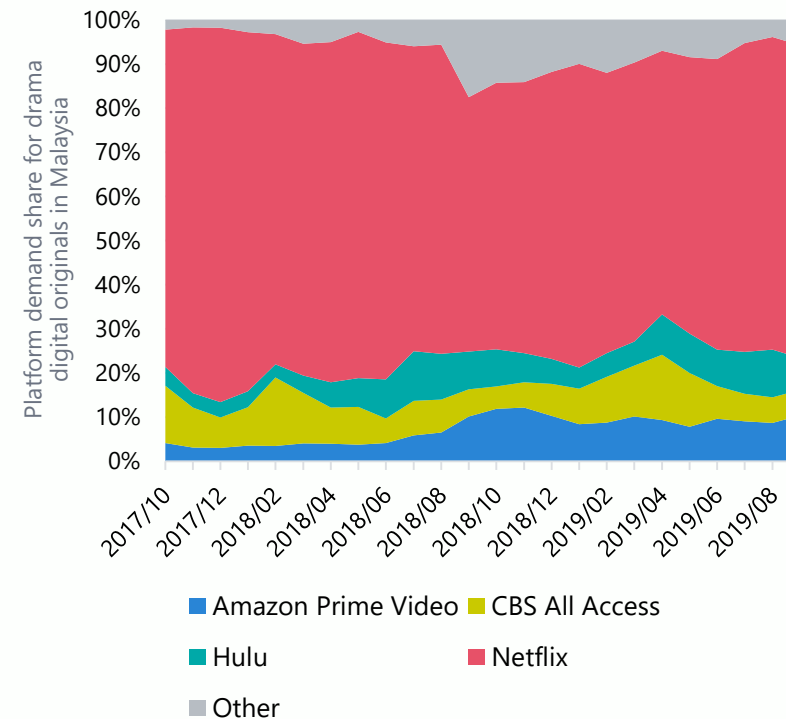
October 2017 – September, 2019

## Malaysia market demand share by original platform for drama digital originals

Platform drama demand share  
(Q3 2019)



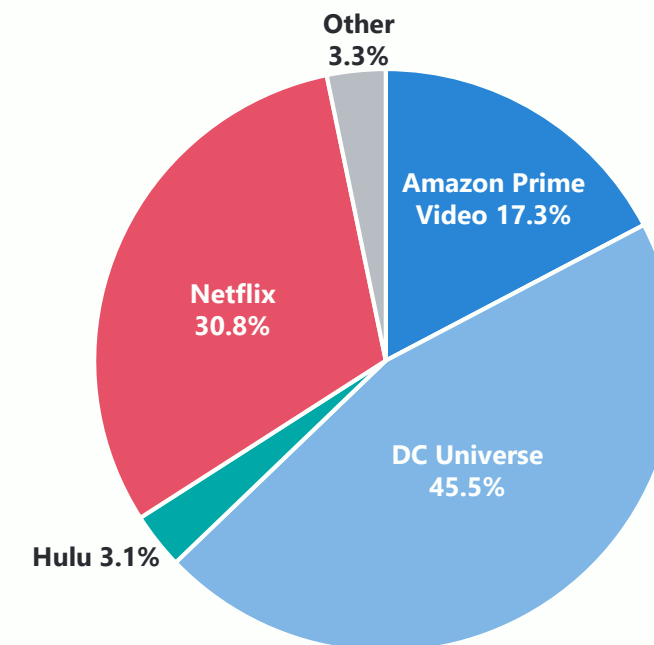
Platform demand share trend for drama  
(24 months)



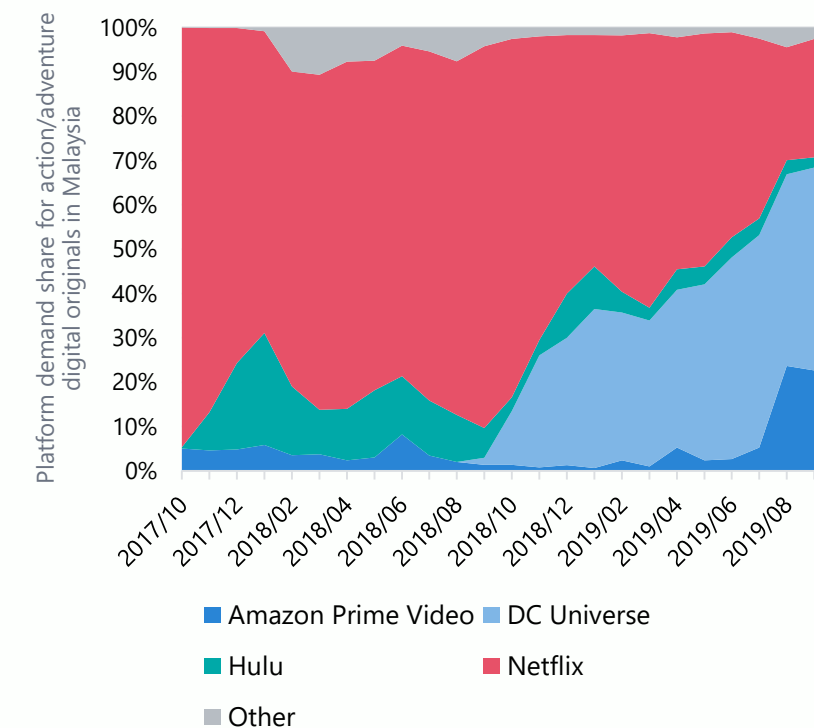
- Netflix has the greatest demand share for digital original dramas within Malaysia for the third quarter. At 70.5%, this is just below the average for markets in this report.
- Malaysia has the highest demand share of all countries in this report for digital original content from CBS All Access at 6.0% demand share.
- The 24 month trend for this market shows in Q3 2019 Netflix has managed to increase its lead in demand share for digital original dramas in Malaysia. This contrasts with the trend we see in its demand share for all genres.

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

Platform action/adventure demand share  
(Q3 2019)



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



- DC Universe has the highest demand share for digital original action/adventure content in Malaysia. With 45.5%, it is just above the average share for markets in this report and the highest of all Asian markets we've covered.
- As with many of the markets here, we see a surge in Amazon Prime Video's demand share in this quarter. It peaked in Malaysia at 23.7%.
- The trend over time reveals that Netflix's share of demand has been especially under pressure in the latest quarter. Netflix lost its top spot to DC Universe in July this year.



# Top digital original series in Malaysia

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	34.7	<div></div>
2	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	12.3	<div></div>
3	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	11.0	<div></div>
4	<b>Lucifer</b>	Netflix	Netflix	Drama	9.3	<div></div>
5	<b>The Grand Tour</b>	Amazon Prime Video	Amazon Prime Video	Sports	9.2	<div></div>
6	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	8.9	<div></div>
7	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	8.7	<div></div>
8	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	8.4	<div></div>
9	<b>The Handmaid's Tale</b>	HBO Asia	Hulu	Drama	7.9	<div></div>
10	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	6.9	<div></div>
11	<b>Black Mirror</b>	Netflix	Netflix	Drama	6.8	<div></div>
12	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	6.7	<div></div>
13	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	6.1	<div></div>
14	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	5.6	<div></div>
15	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	5.6	<div></div>
16	<b>Narcos</b>	Netflix	Netflix	Drama	5.5	<div></div>
17	<b>Mindhunter</b>	Netflix	Netflix	Drama	5.1	<div></div>
18	<b>The Umbrella Academy</b>	Netflix	Netflix	Action and Adventure	5.0	<div></div>
19	<b>Designated Survivor</b>	Netflix	Netflix	Drama	4.9	<div></div>
20	<b>The Good Fight</b>	Amazon Prime Video	CBS All Access	Drama	4.7	<div></div>

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

22	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	4.4	<div></div>
23	<b>Grandmaster Of Demonic Cultivation</b>	Tencent QQ	Tencent QQ	Animation	4.3	<div></div>
25	<b>Marvel's Daredevil</b>	Netflix	Netflix	Action and Adventure	3.9	<div></div>
40	<b>Marvel's Runaways</b>	--	Hulu	Action and Adventure	2.2	<div></div>
57	<b>Paskal</b>	Netflix	Netflix	Action and Adventure	1.5	<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

### The Philippines

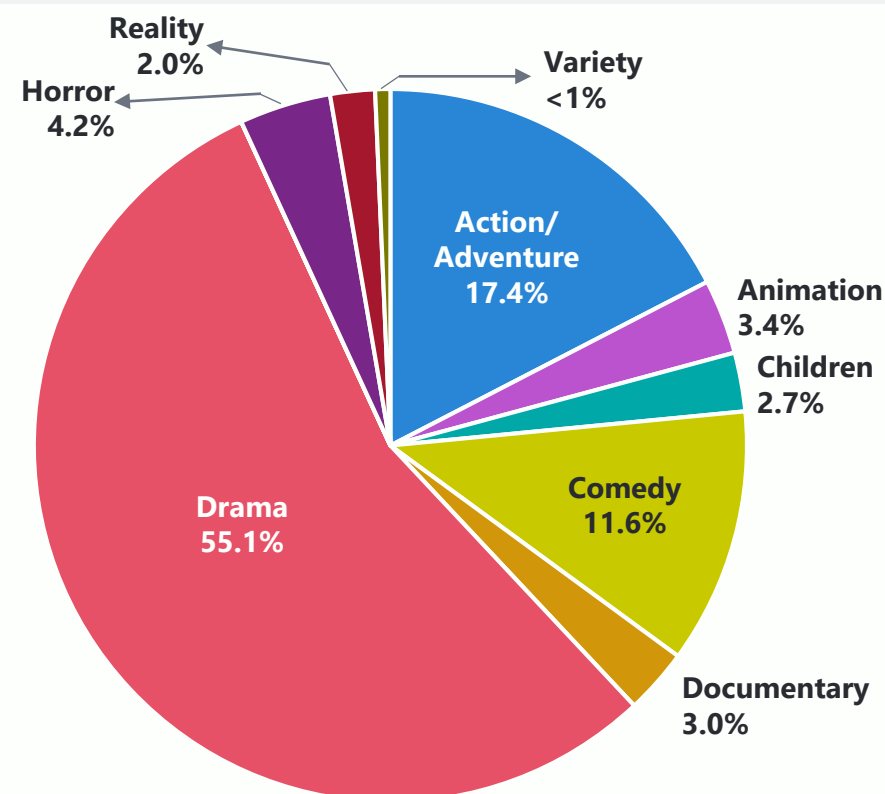
Learn which genres and subgenres of digital originals are most demanded by Philippine audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

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.

# The Philippines digital original genre and subgenre preferences

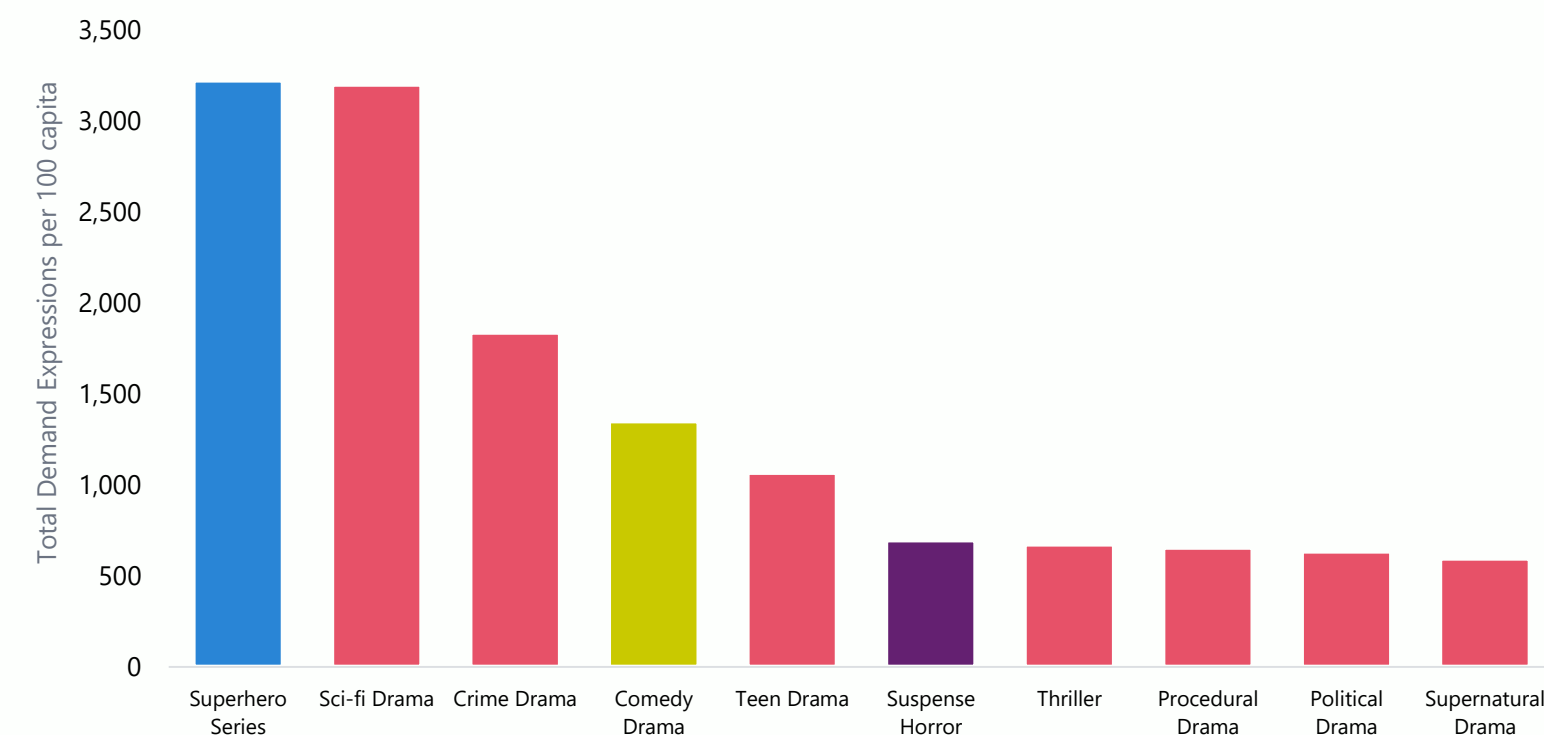
July – September, 2019

The Philippines digital original series genre demand share (Q3 2019)



- Similar to the other Asian markets in this report, Philippine demand for action/adventure is well above average amongst markets in this report at 17.4% demand share.
- The horror genre performs particularly well in the Philippines. Its 4.2% demand share comes in a close second of the markets in this report.
- The reality genre represents a potential opportunity in the Philippine market. While it only has a fraction of the demand of more popular genres, reality has over 2% demand share here, something only seen in a few markets.

The 10 most in-demand subgenres for digital originals in the Philippines (Q3 2019)



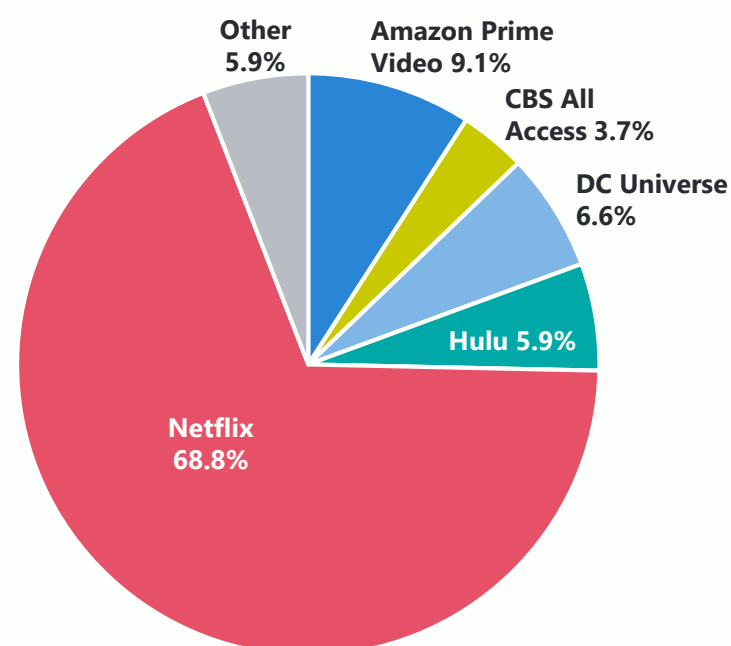
- Of the ten most in-demand subgenres in the Philippines, 7 of 10 are in the drama genre. Sci-fi drama is by far the most in-demand of the drama subgenres drawing nearly twice the demand of the next biggest subgenre, crime drama.
- Along with Malaysia, the Philippines is the only country where the superhero series subgenre beat out sci-fi drama for the most in-demand subgenre.
- The suspense horror subgenre is the 6<sup>th</sup> most in-demand subgenre in the Philippines. This is the highest rank for this subgenre of all markets in this report.

# The Philippines platform demand share and digital originals demand distribution

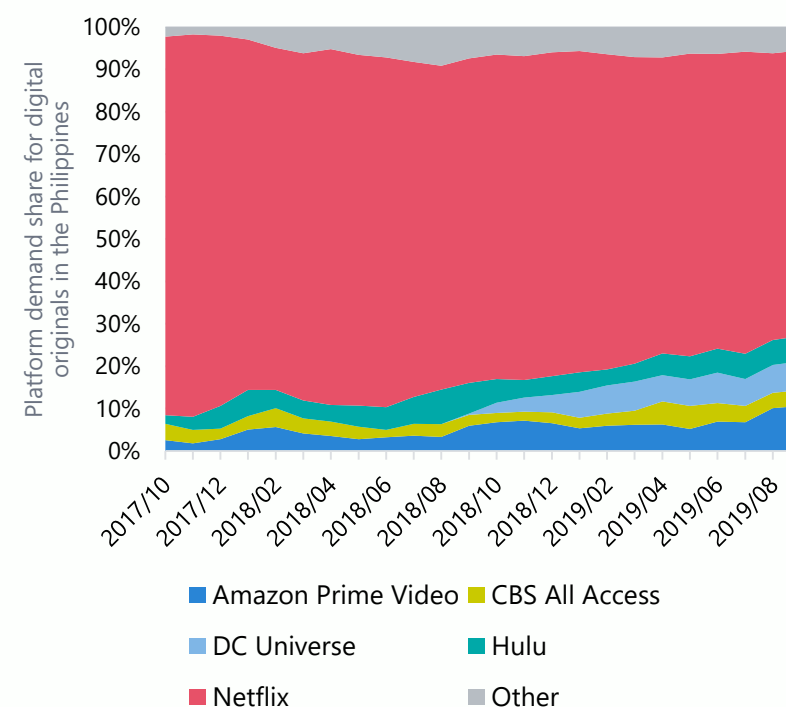
October 2017 – September, 2019

## The Philippines market demand share by original platform for all digital originals

Platform demand share (Q3 2019)



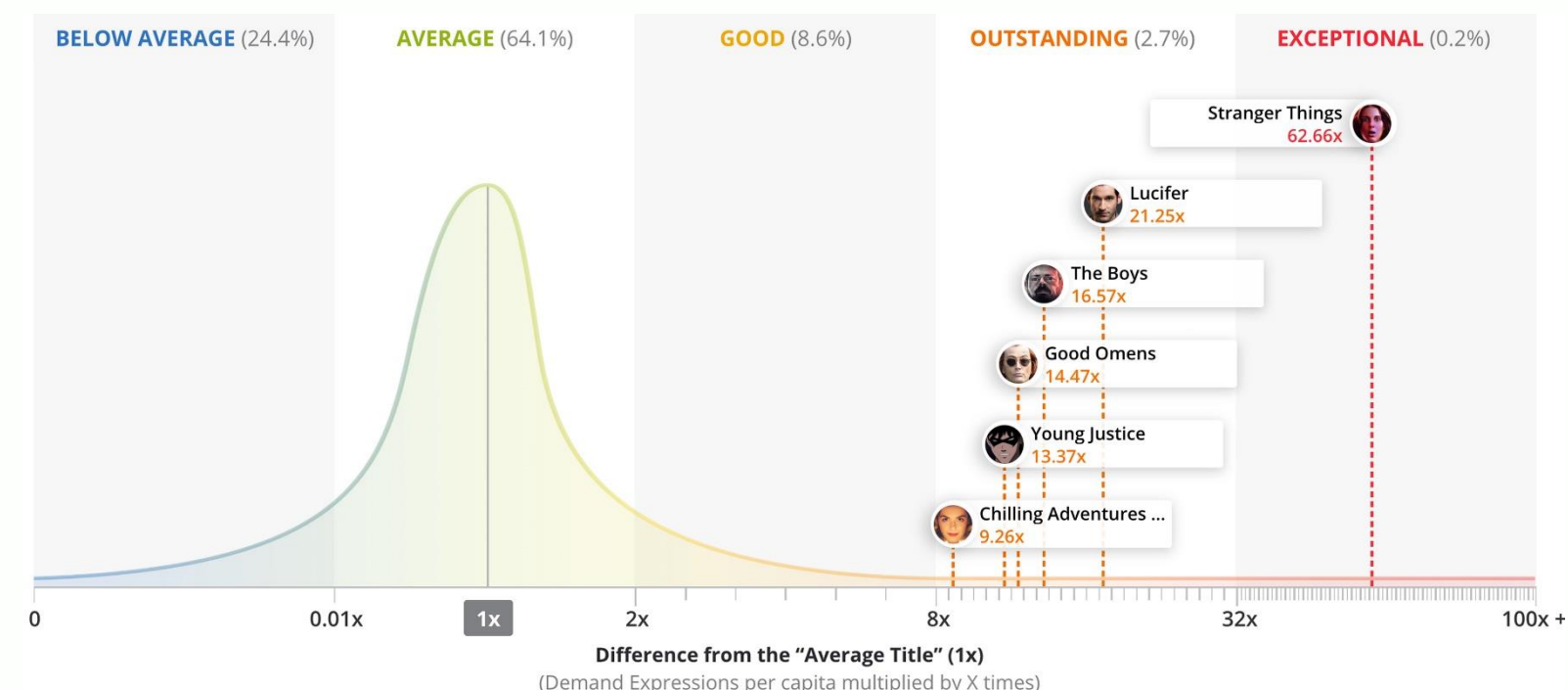
Platform demand share trend (24 months)



- Netflix captured over two thirds of the demand for digital original content in the Philippines in Q3 2019. The degree to which Netflix dominates this market is second only to Peru in this report.
- The demand share for Other platforms in the Philippines is tied with Colombia for the lowest in this report. This reflects a reduced diversity in demand here in the face of a dominant Netflix.
- The demand for digital original content from Amazon Prime Video (9.1%) is well below the global average demand share for this platform. However, Prime Video has seen impressive growth in the Philippines in Q3.

## Demand distribution of a selection of top digital originals in the Philippines

Show position in Demand Distribution (Q3 2019)



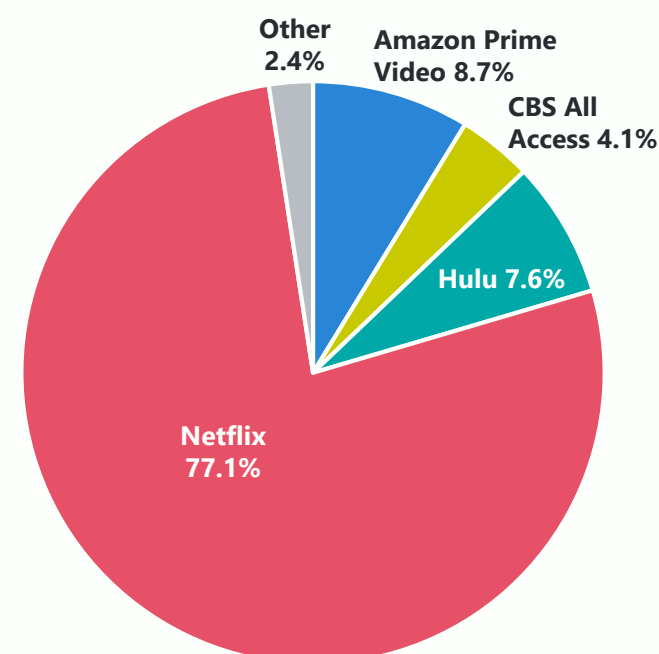
- Stranger Things** is the top digital original series in the Philippines for Q3 2019 and with 62.7 times the demand for the average show it performed the best here of any of the Asian markets in this report.
- The Philippines was the only country in this report where Netflix's **Lucifer** broke into the top 3 most in-demand shows
- The Chilling Adventures of Sabrina** achieved its highest demand rank of all markets in the Philippines, reflecting the country's taste for the horror genre.

# The Philippines platform demand share for drama and action/adventure digital originals

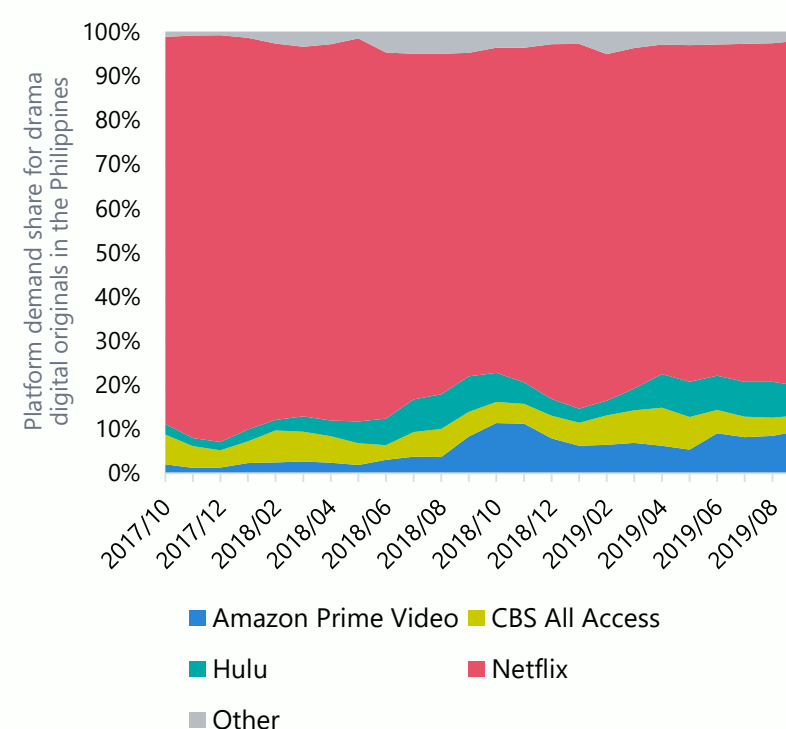
October 2017 – September, 2019

## The Philippines market demand share by original platform for drama digital originals

Platform drama demand share (Q3 2019)



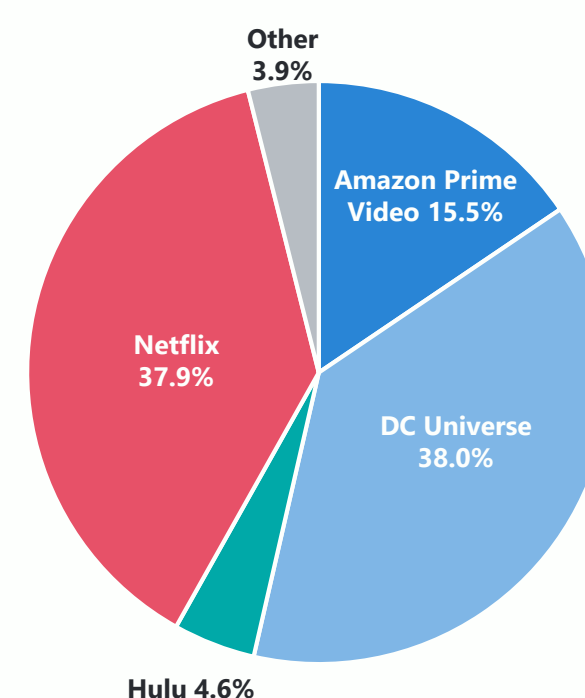
Platform demand share trend for drama (24 months)



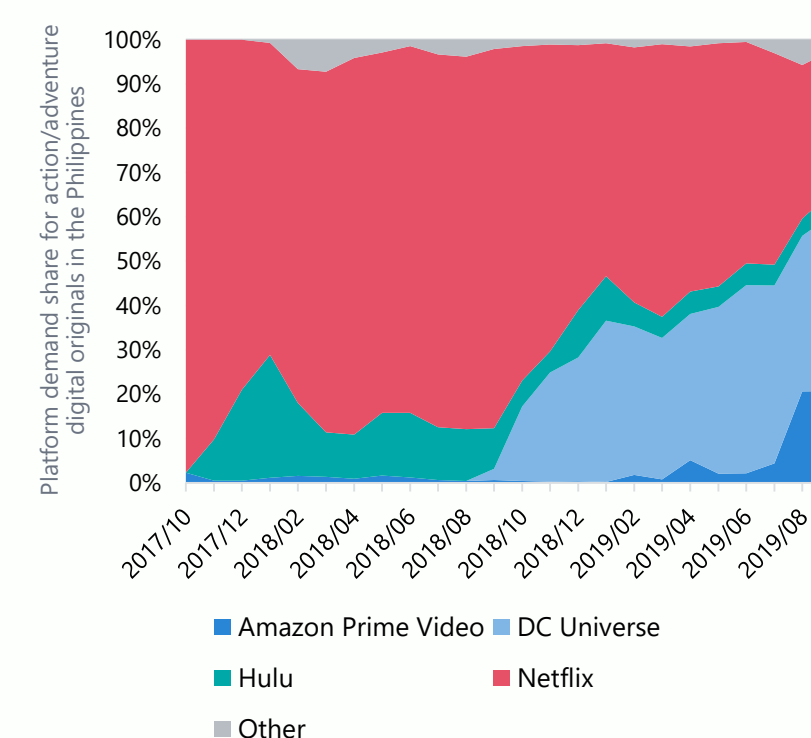
- Similar to all countries we've reported on, in the Philippines Netflix has over half the total demand share for drama digital original series. However, the Philippines is one of only three countries where Netflix impressively achieved over three fourths of demand share for this category.
- The Philippines has the lowest demand share for drama digital originals on Other platforms, with only 2.4% of the demand share coming from here.
- In the 24 month trend chart, we can see how demand for Netflix digital original dramas has continued to gradually grow over the past 6 months in the Philippine market.

## The Philippines market demand share by original platform for action/adventure digital originals

Platform action/adventure demand share (Q3 2019)



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



- DC Universe and Netflix are neck in neck to control the highest demand share for action/adventure digital original content in the Philippines. Demand for DC Universe content just surpassed Netflix here for the first time this quarter.
- In the two year trend chart, we can see Amazon Prime Video's share of demand in this category surges this quarter. This pushes both of the top players below 40% demand share in Q3 2019.
- Philippine audiences expressed 4.6% of their demand for action/adventure digital originals for Hulu series. This is the highest demand share for Hulu content in this category for all markets in this report.



# Top digital original series in The Philippines

July – September, 2019

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

	Series Name	In-Market Platform*	Original Platform	Genre	Difference from average title (1x) in Q3 2019	
1	<b>Stranger Things</b>	Netflix	Netflix	Drama	62.7	<div></div>
2	<b>13 Reasons Why</b>	Netflix	Netflix	Drama	24.6	<div></div>
3	<b>Lucifer</b>	Netflix	Netflix	Drama	21.2	<div></div>
4	<b>La Casa De Papel (Money Heist)</b>	Netflix	Netflix	Drama	18.7	<div></div>
5	<b>The Boys</b>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	16.6	<div></div>
6	<b>Good Omens</b>	Amazon Prime Video	Amazon Prime Video	Drama	14.5	<div></div>
7	<b>Designated Survivor</b>	Netflix	Netflix	Drama	13.9	<div></div>
8	<b>Young Justice</b>	Netflix	DC Universe	Action and Adventure	13.4	<div></div>
9	<b>The Umbrella Academy</b>	Netflix	Netflix	Action and Adventure	12.8	<div></div>
10	<b>Black Mirror</b>	Netflix	Netflix	Drama	12.7	<div></div>
11	<b>Orange Is The New Black</b>	Netflix	Netflix	Comedy	12.7	<div></div>
12	<b>Titans</b>	Netflix	DC Universe	Action and Adventure	12.5	<div></div>
13	<b>Narcos</b>	Netflix	Netflix	Drama	12.0	<div></div>
14	<b>The Handmaid's Tale</b>	HBO Asia	Hulu	Drama	11.0	<div></div>
15	<b>Doom Patrol</b>	--	DC Universe	Action and Adventure	10.6	<div></div>
16	<b>Swamp Thing</b>	--	DC Universe	Action and Adventure	9.8	<div></div>
17	<b>Marvel's Jessica Jones</b>	Netflix	Netflix	Action and Adventure	9.5	<div></div>
18	<b>Chilling Adventures Of Sabrina</b>	Netflix	Netflix	Horror	9.3	<div></div>
19	<b>Mindhunter</b>	Netflix	Netflix	Drama	8.5	<div></div>
20	<b>Marvel's Daredevil</b>	Netflix	Netflix	Action and Adventure	8.3	<div></div>

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

21	<b>The Twilight Zone (2019)</b>	--	CBS All Access	Horror	8.2	<div></div>
23	<b>Kingdom (2019)</b>	Netflix	Netflix	Drama	7.5	<div></div>
31	<b>Marvel's The Punisher</b>	Netflix	Netflix	Action and Adventure	6.2	<div></div>
37	<b>Marvel's Runaways</b>	Hooq	Hulu	Action and Adventure	5.5	<div></div>
49	<b>Santa Clarita Diet</b>	Netflix	Netflix	Horror	3.9	<div></div>

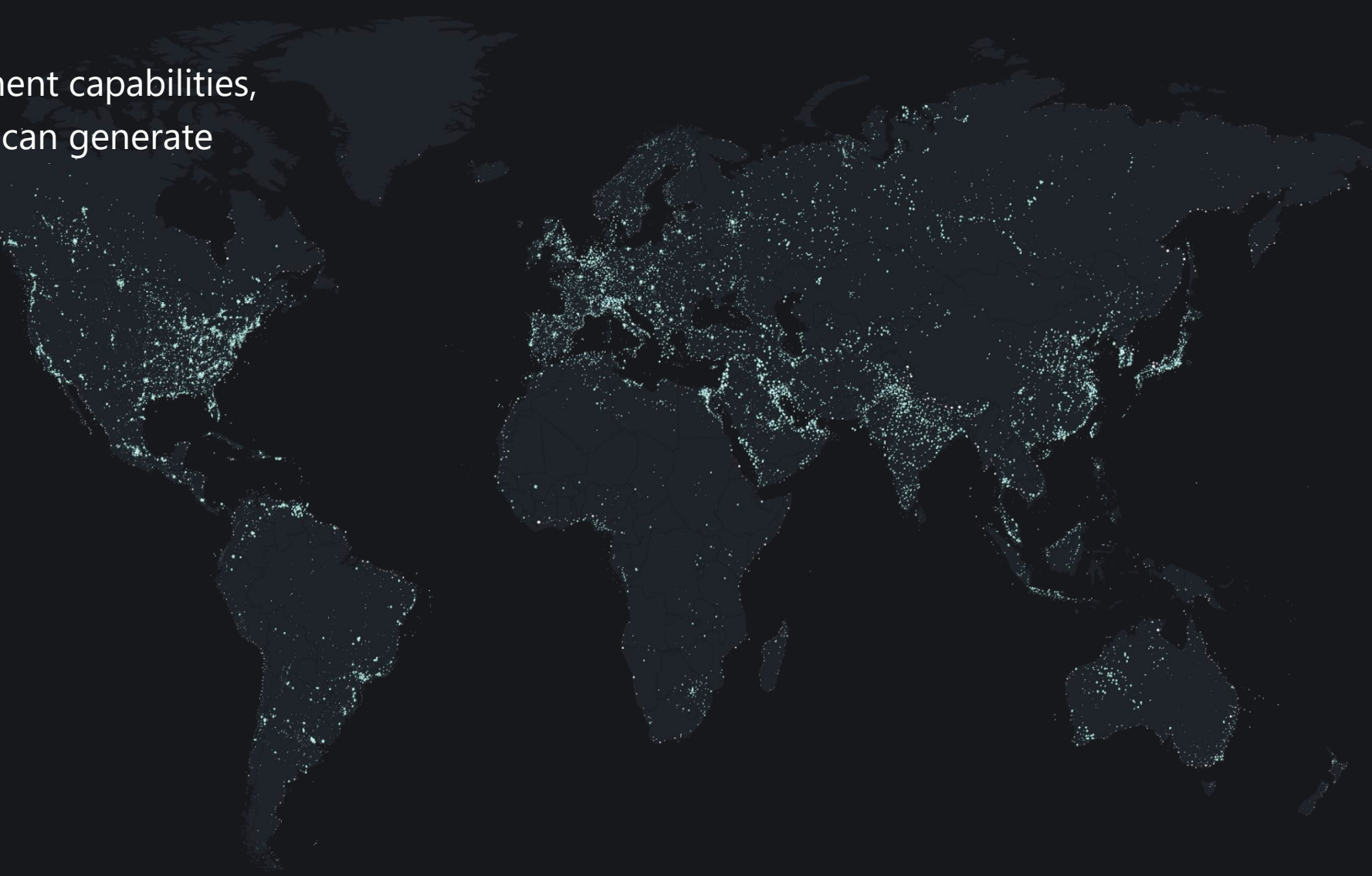
\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

## Appendix

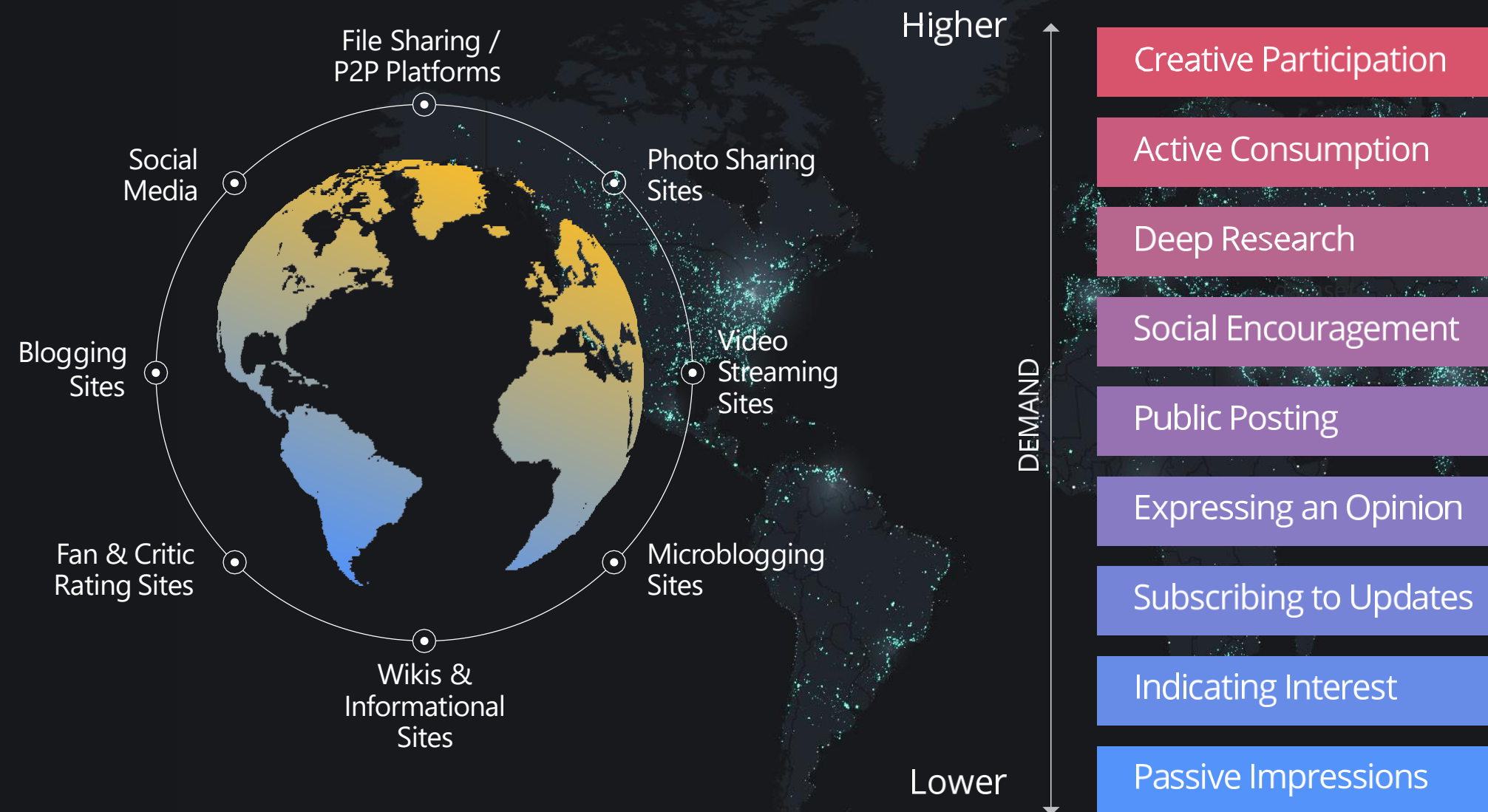
# The global demand measurement standard

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 US - even if it is a "stealth release".

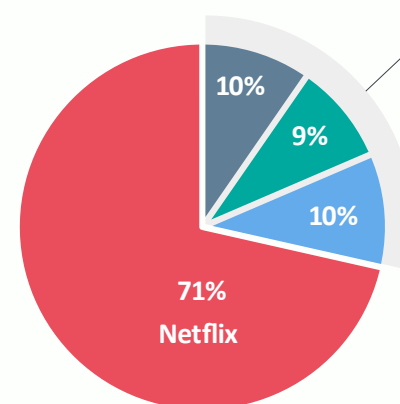
Because our global demand measurement system incorporates multiple country-specific content demand signals, we are able to gauge popularity for TV content long before a series, or platform, is officially released in its home market, or any othermarket.

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).

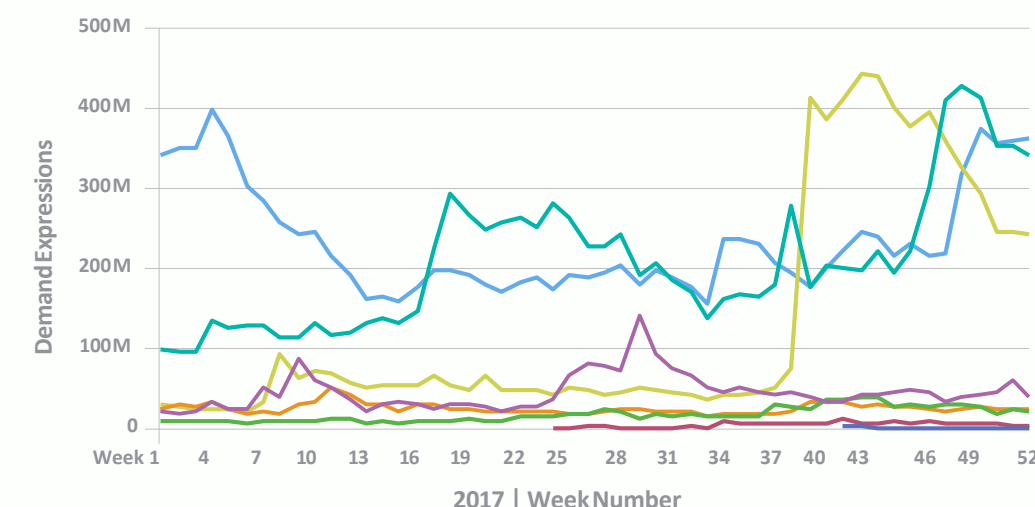
For more information please refer to our helpdesk article available [here](#).

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 Premium

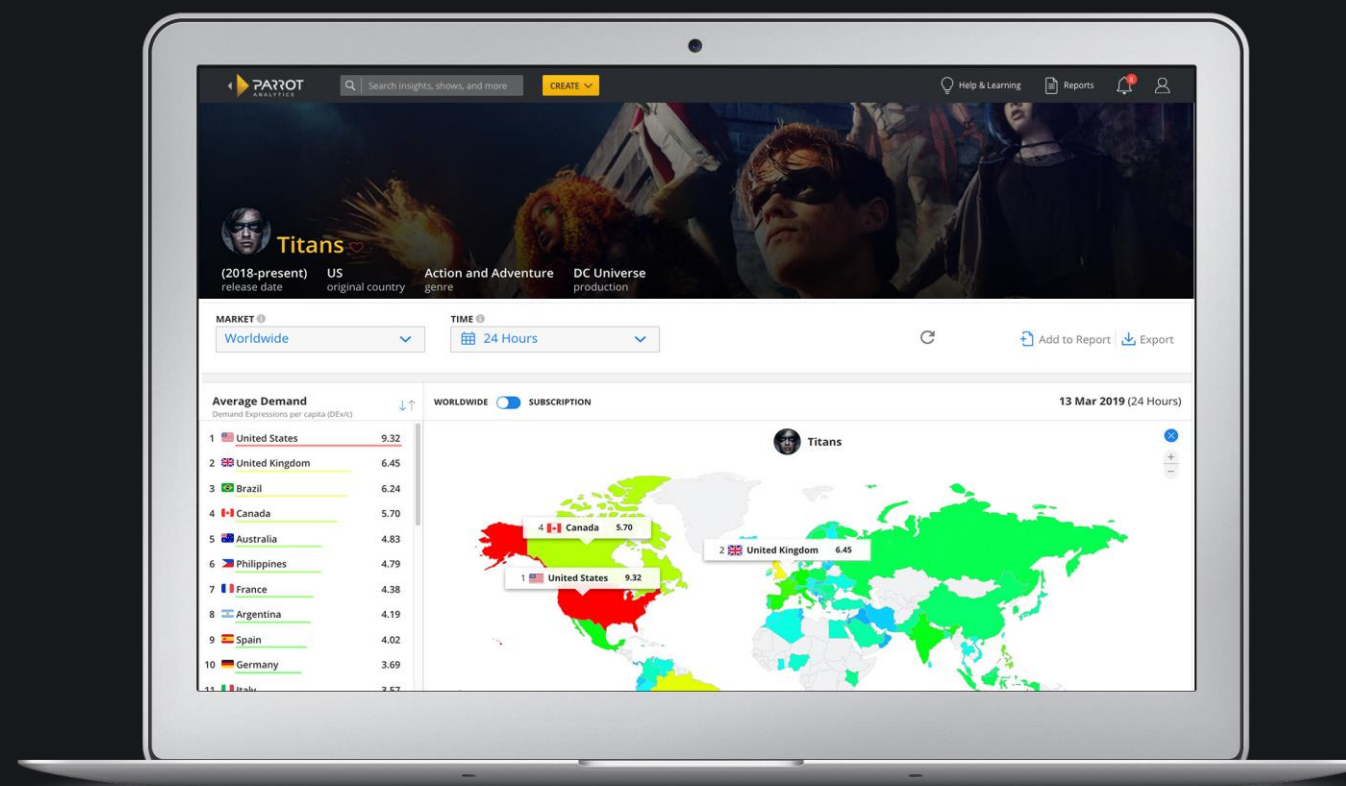




# The Global TV Demand Measurement Standard

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.

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# Unlocking the magic of content

**SOCIAL**

## ○ GENOME

## ○ AFFINITY

## TRENDS

## ○ TRAVELABILITY

## DEMAND

## ○ DEMOGRAPHICS

## SENTIMENT

**DISCOVERY**

## RECOMMENDATIONS

# SCIENCE



# ART