

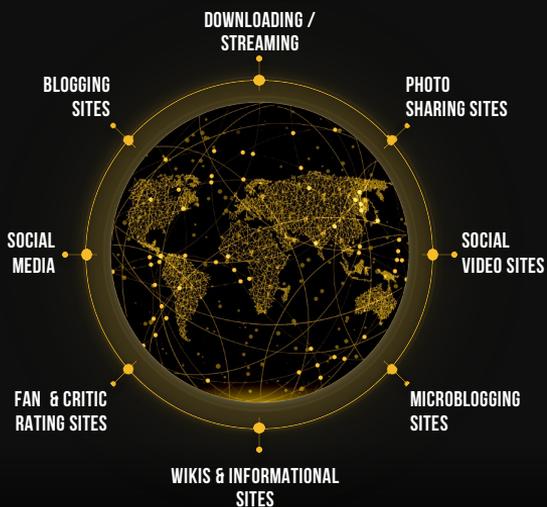
The Influence of Sporting events on Demand

MAY 2023



What is Incorporated in the Demand Metric?

We capture the world's largest audience behavior datasets



We clean, enrich, combine and analyze the data

Demand System:

Higher

Creative Participation

Active Consumption

Deep Research

Social Encouragement

Public Posting

Expressing an Opinion

Subscribing to Updates

Indicating Interest

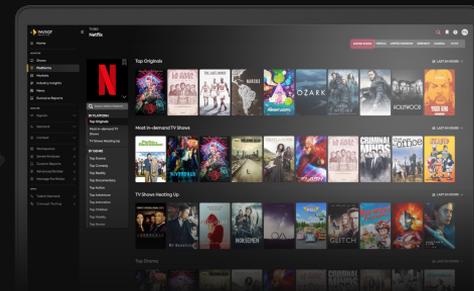
Passive Impressions

Lower

Weight of demand

We provide the world's only global audience demand measurement system

DEMAND360 Platform:



In all languages



In all markets

All Eyes on the World Cup



The World Cup had a Great Leverage on Football Players, with Demand Growing +200% During the Event

Sports Athletes Talent Demand Variation

Worldwide – October 20th to December 20th

Pre-World Cup Demand

World Cup Demand

+20%

Sports Athletes

1.29x

1.55x

+100%

Football Players

1.18x

2.36x

+205%

World Cup Football Players

2.15x

6.54x

For the First Time 3 Players Ranked Among the Top 10 Worldwide Most In-Demand Talents

Most in-Demand Football Players During 2022 World Cup



During the World Cup, Football Players Ranked High in Most Countries

Top 20 Most In-demand Talent in Argentina

November 18th – December 18th

Rank	Talent Name	Main Profession	Difference from Market Average (x times)	Ranking Variation During World Cup
1	Lionel Messi	Footballer	133.7x	+5
2	BTS	Musical Group	88.5x	-1
3	Elon Musk	Business Person	78.3x	0
4	Rodrigo De Paul	Footballer	75.3x	+25
5	Bad Bunny	Musician	68.7x	-3
6	Tini Stoessel	Singer/Songwriter	68.2x	-1
7	Duki	Actor	65.5x	0
8	Nacho	Musician	64.8x	+2
9	Harry Styles	Musician	64.0x	0
10	Emiliano Martínez	Footballer	62.2x	+70
11	Lali Espósito	Musician	60.0x	0
12	Sergio Agüero	Footballer	58.2x	+92
13	Cristiano Ronaldo	Footballer	54.5x	+31
14	Taylor Swift	Musician	54.1x	-10
15	Pablo Giral	Sports Journalist	51.5x	-8
16	Nicolás Otamendi	Footballer	49.8x	+164
17	Nas	Musician	45.8x	-5
18	Fuego	Musician	45.5x	-5
19	Lautaro Martínez	Footballer	43.7x	+62
20	Alexis Mac Allister	Footballer	43.7x	+96

Football Players in the Top 20 Ranking

Semi-finalist countries

Before World Cup During World Cup

1  8

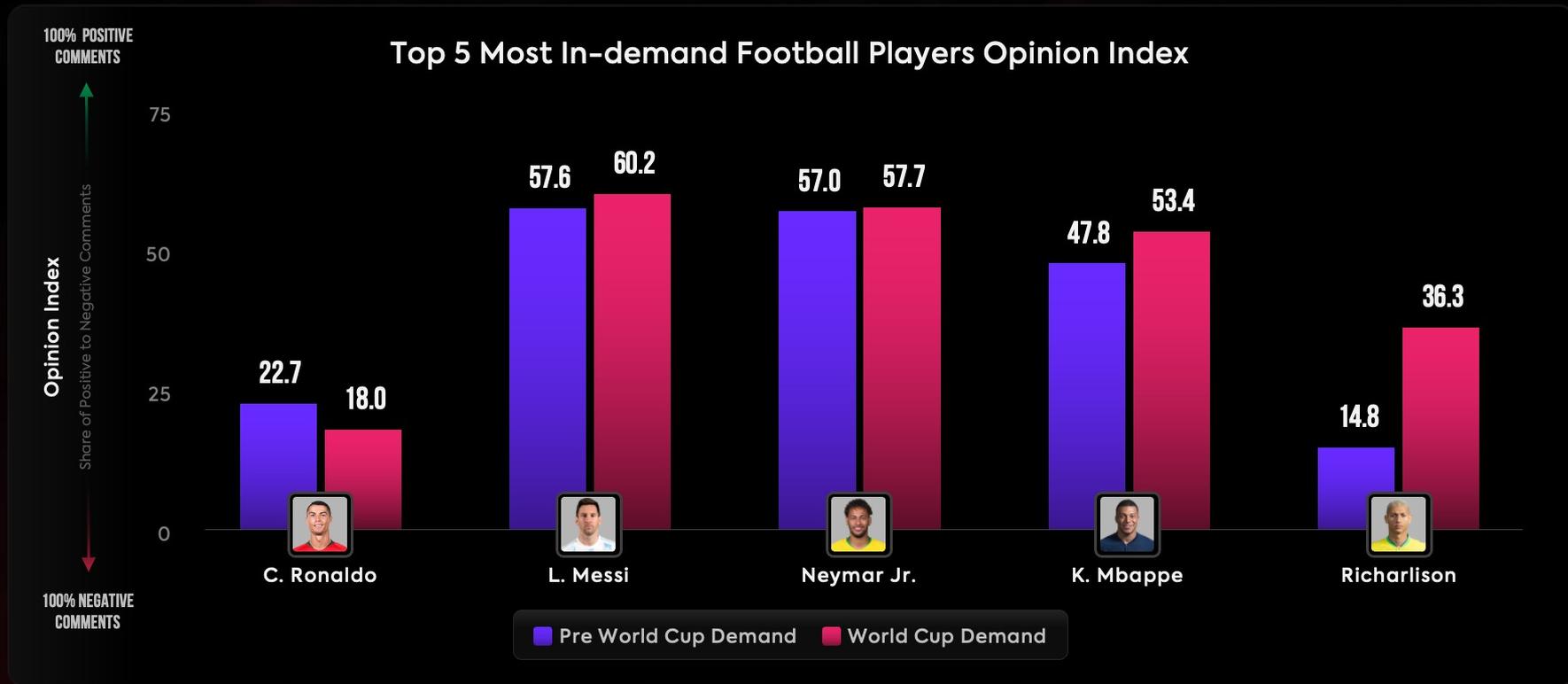
3  6

0  6

4  8

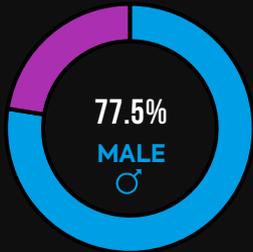
Audience Sentiment is an Exceptional Complementary Metric to Demand

Cristiano Ronaldo's sentiment decreased during the World Cup, despite showing an increase in Demand



Does Football Skew Primarily Towards a Male Audience?

Football Players Audience Affinity



29.9%

MILLENNIALS



Demographics of Global Footballer Audiences

Top 5 Ranked Male Footballers Zoom-in

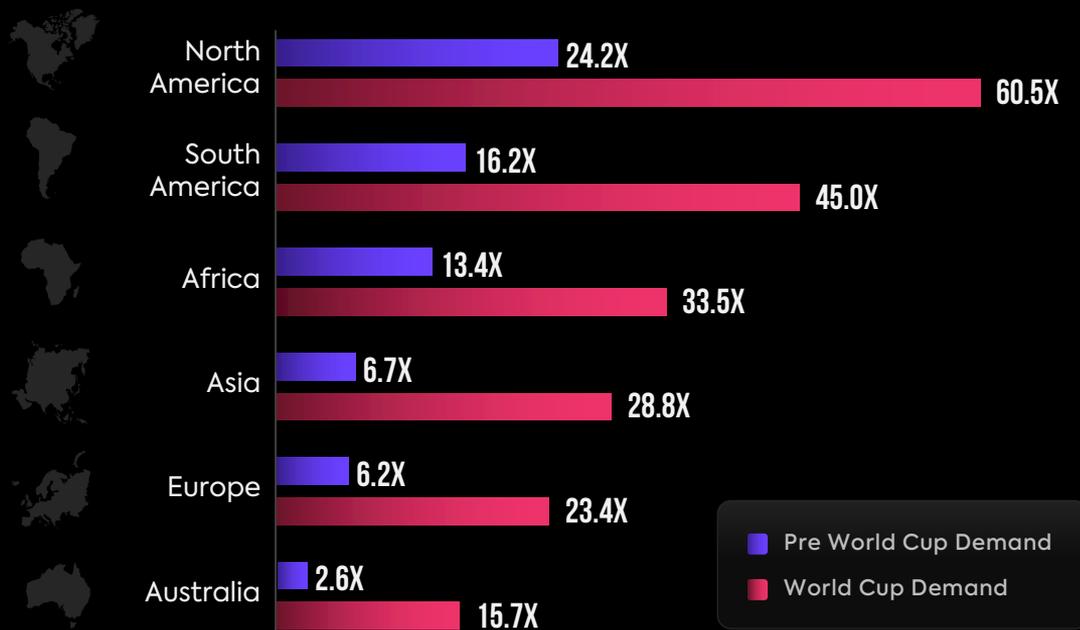
1		Cristiano Ronaldo	M 81.3% MALE	30.5% ZENNIALS
2		Lionel Messi	M 83% MALE	33.5% ZENNIALS
3		Neymar Jr.	M 80.3% MALE	45.2% GEN Z
4		Kylian Mbappe	M 89.5% MALE	33.2% ZENNIALS
5		Richarlison De Andrade	M 92.5% MALE	35.5% MILLENNIALS

Top 5 Ranked Female Footballers Zoom-in

1		Christen Press	F 63% FEMALE	34.4% ZENNIALS
2		Tobin Heath	M 53.1% MALE	39.6% ZENNIALS
3		Mallory Pugh	M 50.5% MALE	38.6% MILLENNIALS
4		Megan Rapinoe	M 56.3% MALE	47.3% GEN X+
5		Alex Morgan	M 56.3% MALE	33.5% ZENNIALS

The Messi Effect – Demand for Messi Grew +186% During the World Cup, Being Asia & Oceania the Regions with the Highest Variation

Lionel Messi Global Demand Evolution



Messi's Demand variation (%) during the World Cup*

- North America – 150%
- Africa – 151%
- Latam – 177%
- Europe – 280%
- Asia – 327%
- Oceania – 506%

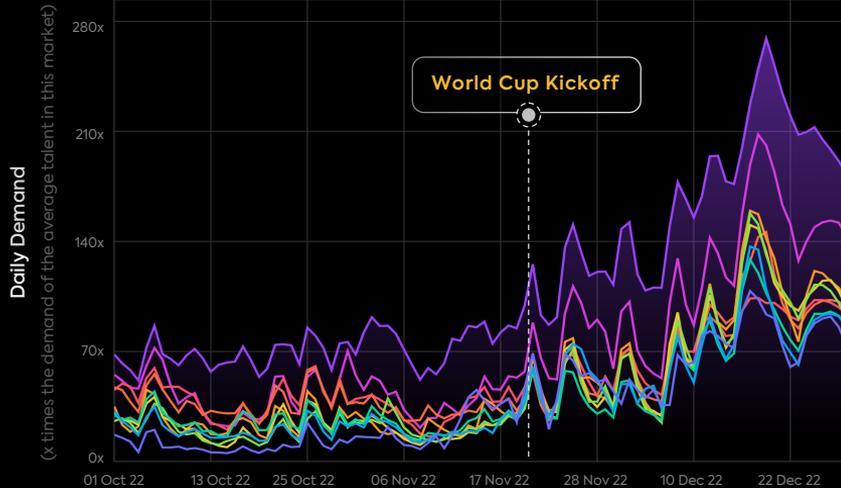
Major Sporting Events Have a Positive Influence on Athletes

Megan Rapinoe's demand also increased worldwide as the US advanced to the finals in the 2019 WC

Demographics of Global Footballer Audiences

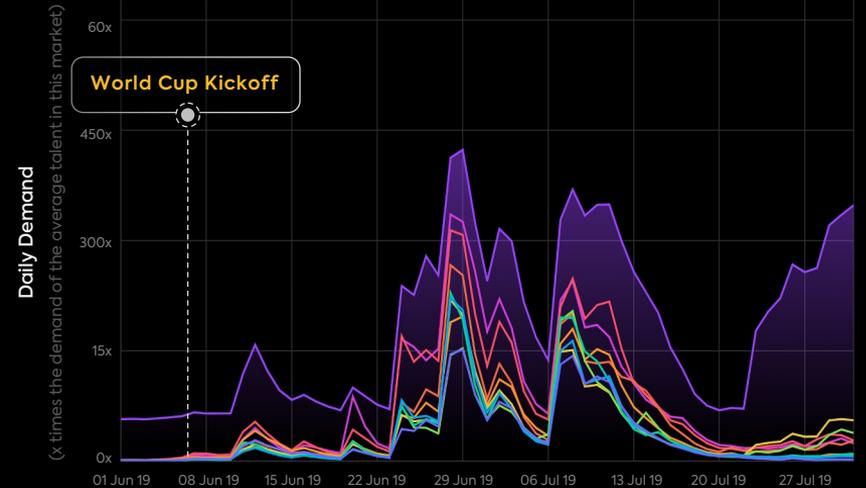
Lionel Messi Daily Demand Evolution

October–December 2022



Megan Rapinoe Daily Demand Evolution

June – July 2019



The World Cup presented the opportunity to focus on talents to promote brands

Mostaza, a local fast-food chain, was able to capitalize on Martinez' new level of attention

“Emiliano “Dibu” Martinez Weekly Demand Growth in Argentina

October 20th – December 20th



Brands With Highest Affinity & Reach to Martinez



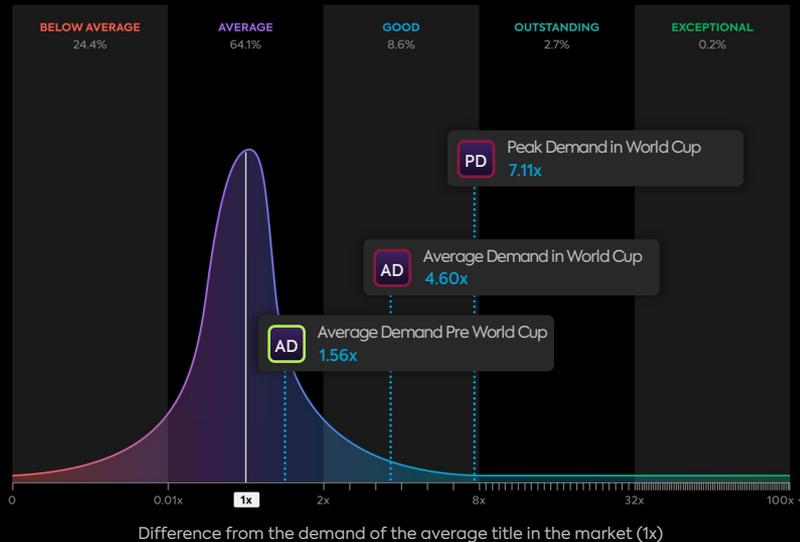
Sporting Events also Influence Content Demand

“El Gerente” Case Study

Qatar 2022: Influence on Sport Related Content

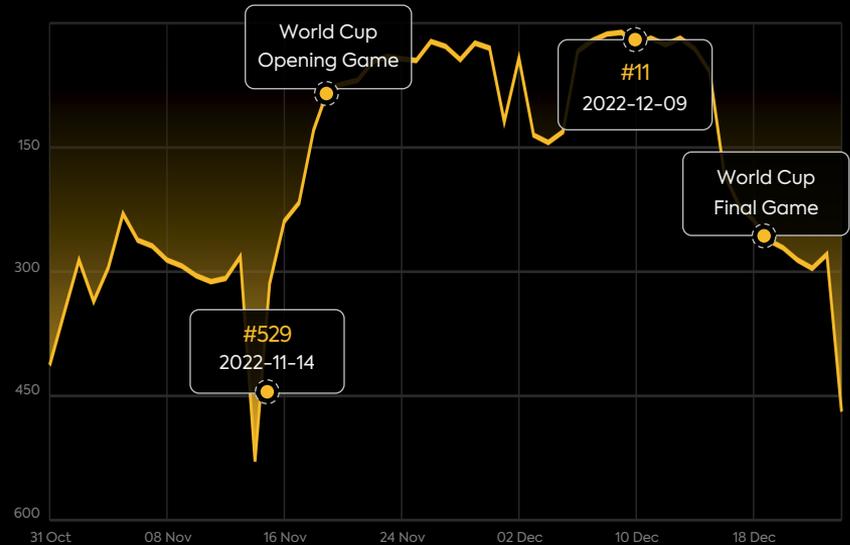
Demand for “El Gerente” in Argentina

Pre-World Cup vs World Cup Period | October 31st – December 24th



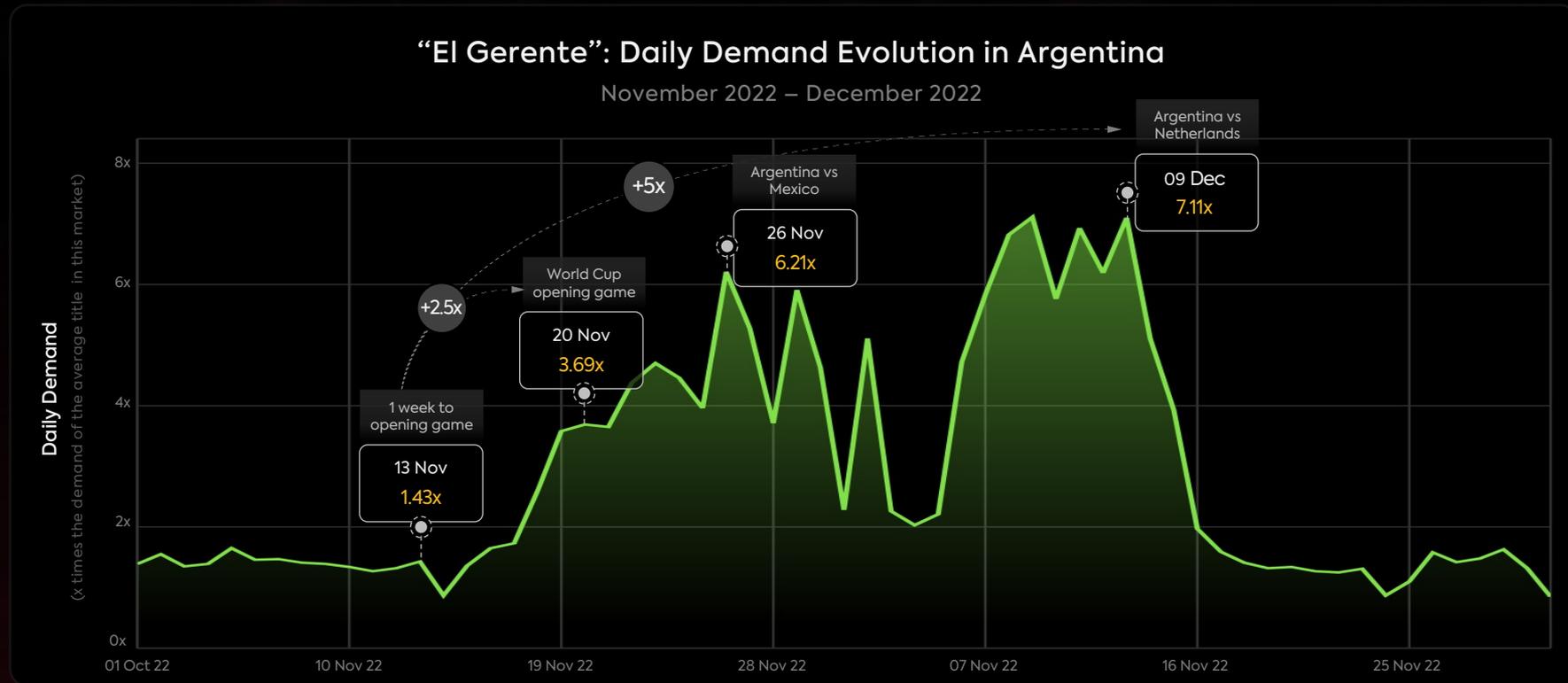
Daily Demand Ranking for “El Gerente” in Argentina

Pre-World Cup vs World Cup Period | October 31st – December 24th



The Strategy of Releasing “El Gerente” Close to the World Cup Paid Off:

As Argentina continued to advance in the WC, demand for the movie increased



Beyond Qatar 2022



F1: An All-Year Event with a High Demand Worldwide

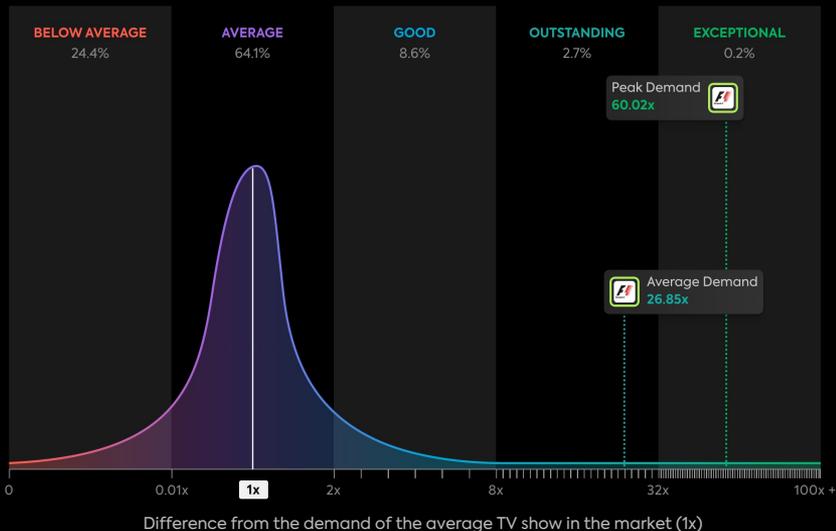
Formula 1 Annual Demand

2022

26.85x

OUTSTANDING

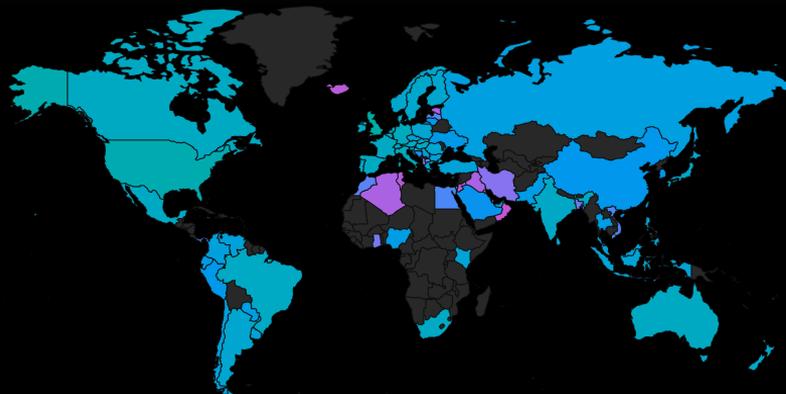
Average Demand for Formula 1 was **26.85 times** the demand for the average show during 2022. The event reached a peak demand **60.02 times** the average show



F1 Worldwide Annual Demand

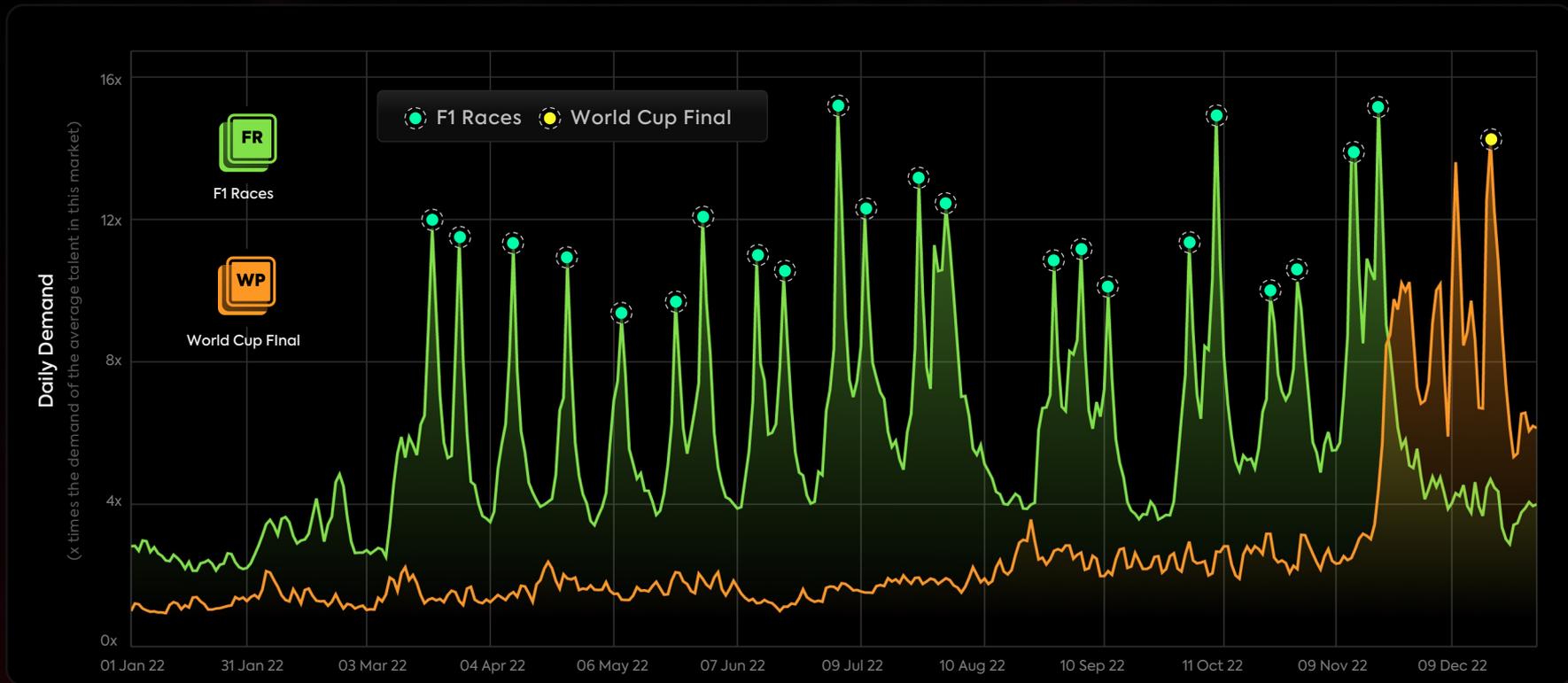
2022

1	GB	24.71x	OUTSTANDING	2	US	19.85x	OUTSTANDING	3	NL	19.05x	OUTSTANDING	4	DE	12.85x	OUTSTANDING	5	IT	12.41x	OUTSTANDING
6	FR	10.87x	OUTSTANDING	7	CA	10.46x	OUTSTANDING	8	ES	10.36x	OUTSTANDING	9	AU	10.25x	OUTSTANDING	10	MX	9.87x	OUTSTANDING



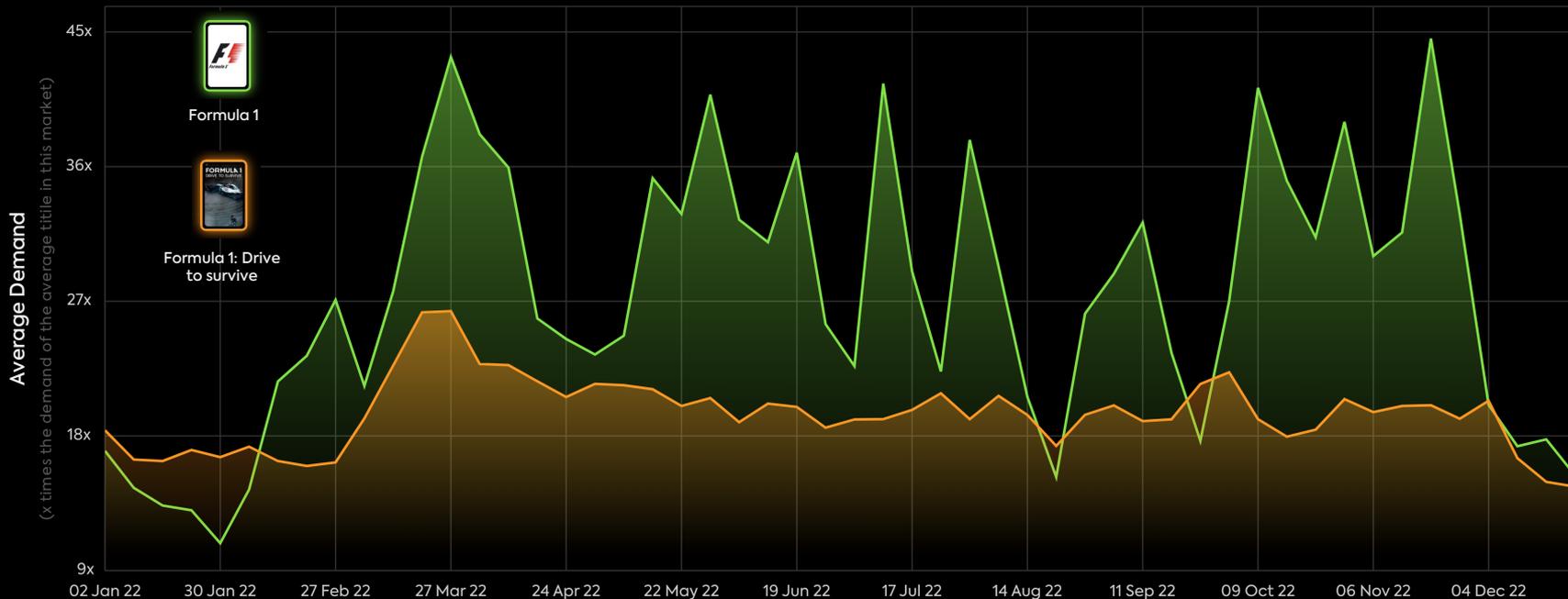
BELOW AVG 0-0.01x AVERAGE 1x GOOD 2-8x OUTSTANDING 8-32x EXCEPTIONAL 32-100x +

Demand for F1 Racers was High All-Year Around, Even During the Off Season



A High Demand on Sports Leads to the Creation of Related Successful Content

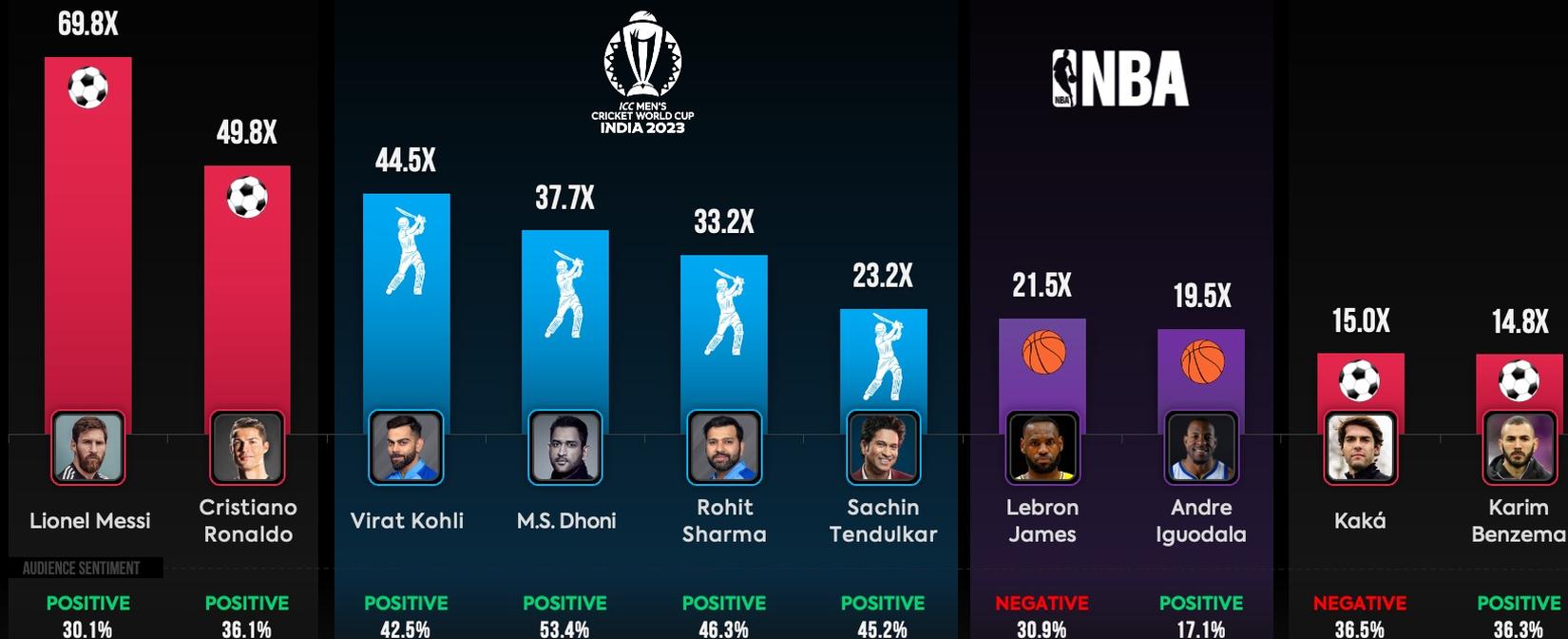
Formula 1 and Formula 1: Drive to survive 2022 Time Series



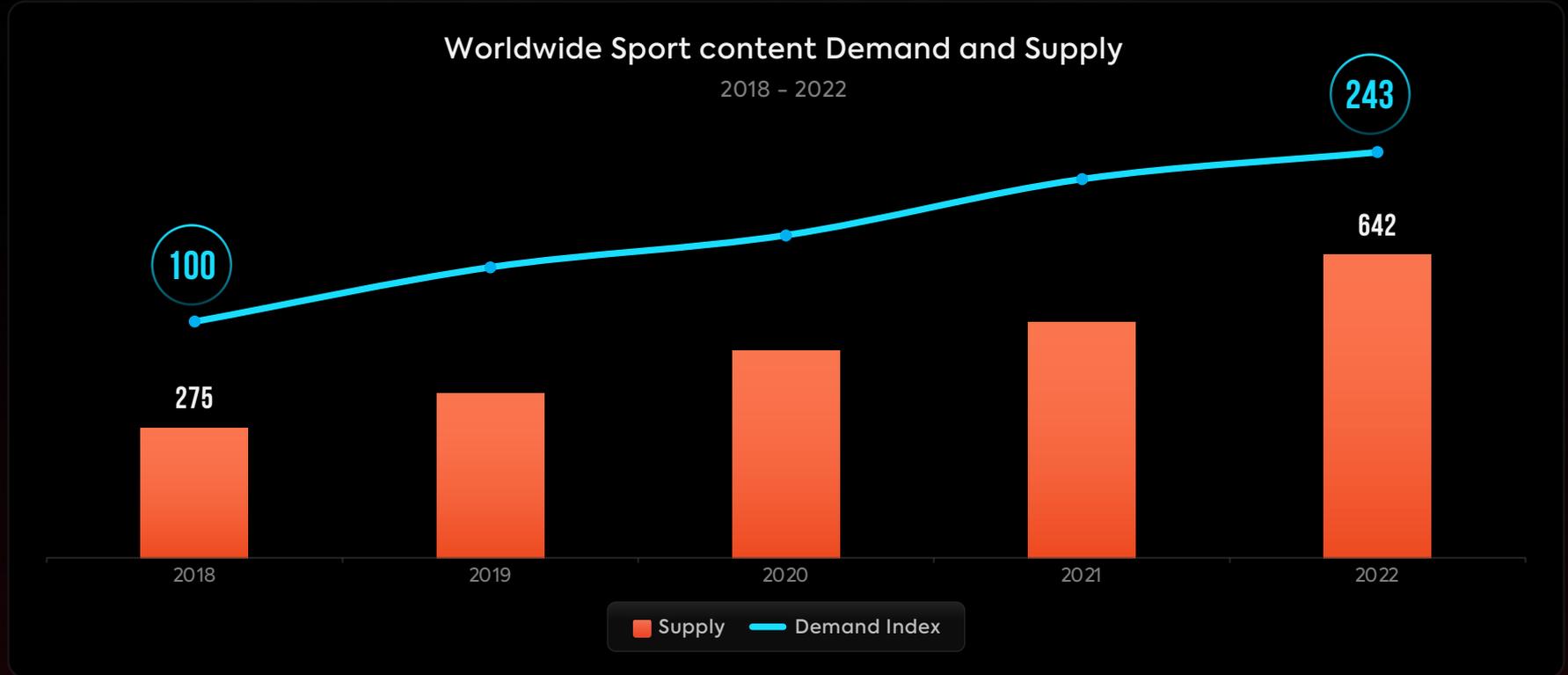
Identifying Global, Regional and Local opportunities

Most In-Demand Athletes Worldwide

2023



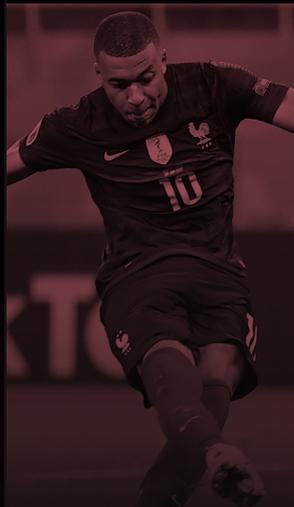
Demand and Supply for Sport Content has Increased Overtime



With Global Events Coming up in the Next Years...

Future Top Sporting Events

2023/2024 Top Sporting Events



...and Being Sports Part of our Daily Life, Endless Opportunities Arise Around Talents and Content

Year Around Most Relevant Sports & Events

Top Yearly Sporting Events



Thank You

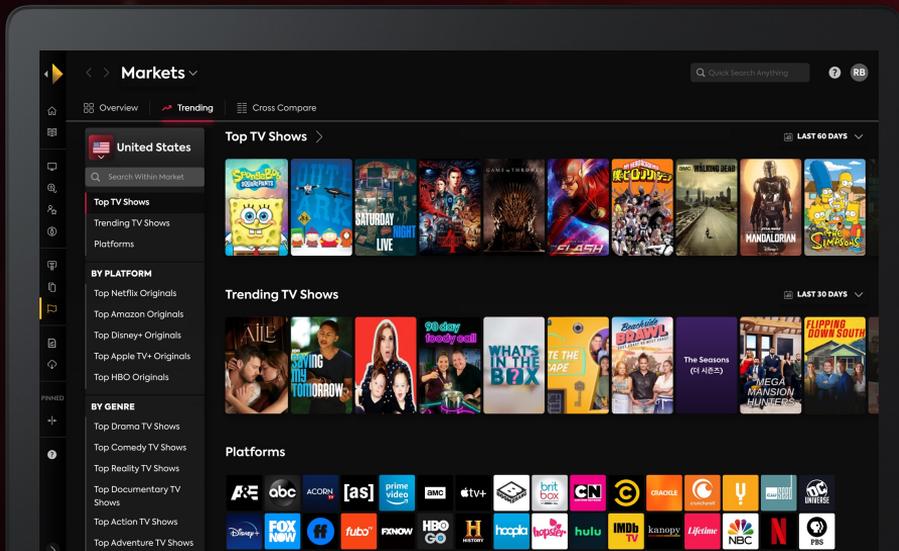
For questions please contact:

Maximo Sanchez Pagano

maximo.pagano@parrotanalytics.com



DEMAND360 LITE



30% discount for webinar attendees!

Monitor global content trends across 100+ platforms for 23,000+ TV shows, 14,000+ Movies and 19,000+ Talent in 50+ Markets and gain access to exclusive reports and analyses.

Why get DEMAND360 LITE ?

- Rank 23,000+ TV Shows, 14,000+ Movies and 19,000+ Talent in 50+ Markets and worldwide.
- See the top 20 shows for each platform and its genres.
- Get access to comprehensive TV analytics.
- Stay on top of global TV market and SVOD trends.
- Learn from exclusive reports and whitepapers.
- Save time with one curated feed of TV industry news.



DEMAND360 LITE trusted by:

