



Demand Use Case: Content Buyer Acquisitions

► CHALLENGE

- Unknown performance of pre-release titles
- Acquisition decisions must often be made before a title has premiered

► SOLUTION

- Using a wealth of data and advanced algorithms, Parrot Analytics can accurately rank pre-release titles by predicted demand
- Ranking pre-release titles by predicted demand allows informed acquisition decisions to be made

► RESULTS

- 86.7% rank correlation between predicted and actual demand ranking for a set of 9 titles

Predicting the Demand Ranking for Pre-Release Titles

Before a show premieres, no one knows how it will perform. This fact poses a ***fundamental problem to content buyers***, who will often have to bid on new shows without any indication of its future performance on their platform.

Facing this challenge for the new shows of 2015–2016, a content buyer asked Parrot Analytics to predict the demand for these pre-release shows and rank them in order to inform their acquisition decisions.

► THE CHALLENGE

After the upfronts, content buyers from around the world must decide which new shows to buy for their platforms. Lacking any objective evidence for shows' future performance, buyers must rely on their past experiences, beliefs in what their audience will like, and gut instinct.

In August 2015, a content buyer contracted Parrot Analytics to predict the demand for a list of pre-release shows that they were considering. The nine titles were scheduled to be released from September 2015 to March 2016 in the United States, but the international buyer must prioritize the titles and make the final acquisition decisions before any of these shows were released.

► THE SOLUTION

For this challenge, Parrot Analytics conducted ***two experiments, approaching the problem from both a quantitative and predictive perspective***:

1. Parrot's existing massive data set and a neural network model were used to predict the demand for the pre-release shows.
2. Available data on the pre-release titles was collected from a variety of sources, then combined using the ***Parrot Demand Measurement algorithm***.

The measures of demand, both predictive and current, from the two methods were standardized and aggregated to generate a relative score for each pre-release title. This score was used to prioritize the pre-release titles, ranking them from one to nine in order of predicted demand.

► THE RESULT

Demand data for each show began to be collected after their premiere. In order to assess the results, the Demand Expressions in the United States for the nine test shows were averaged over the month following their



PARROT ANALYTICS

Demand Use Case: Content Buyer Acquisitions

About Parrot Analytics

Parrot Analytics is a data science company that empowers media companies, brands and agencies to understand global audience demand for television content.

Wielding the world's largest audience behavior data sets, the company has developed the world's only global cross-platform, country-specific audience **Demand Measurement System**.

► NORTH AMERICA

9465 Wilshire Blvd. Suite 300
Beverly Hills, CA 90210
United States
1 877 624 7109

► ASIA PACIFIC

99 Albert Street
Auckland 1010,
New Zealand
+64 9 666 0274

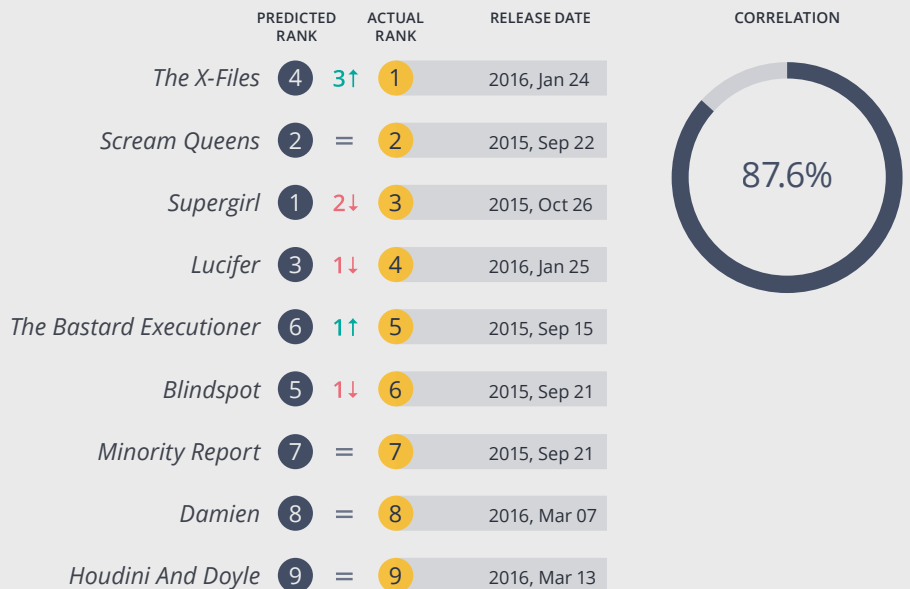
contact@parrotanalytics.com

www.parrotanalytics.com



release date. The shows were then ranked by their actual demand and this ranking compared to the predicted ranking generated for the content buyer.

US | 9 Titles averaged over the month after their release dates



The rankings have an 86.7% correlation, meaning that many of the titles were prioritized in the correct order by demand. The biggest miss was for *The X-Files*. When it was released in January it had the highest actual demand, but in the prediction was ranked behind titles like *Scream Queens* that were released four months earlier. The titles released in autumn 2015 were much closer to the prediction date in August, and thus had more pre-release activity surrounding them at that point in time.

Overall, this high success rate allowed the content buyer to make decisions on pre-release titles informed by data and advanced prediction techniques, thus improving their ROI for acquired content.

For more on **Parrot Analytics'**
Global Demand Measurement System,

[read the GUIDE](#) 