Maximizing Content Acquisition ROI: Titles acquired using DEMAND DATA out-perform other SVOD Acquisitions

A subscription video on demand (SVOD) service, which allows users to stream television content on multiple devices, aims to stand out with a high-quality range of content fine-tuned for an international market.

THE CHALLENGE
With premium content becoming more expensive than ever, there is significant pressure on content buyers to make accurate content selection and acquisition decisions. However, making accurate data-driven decisions is becoming increasingly difficult in today's fragmented windowing and measurement landscape. If you are launching an SVOD service, how do you make data-driven decisions on acquiring content that has yet to air in your market?

Faced with investment decisions on which content to acquire from different studios, the SVOD provider needed to ensure their launch content line-up provided the highest return on investment. Since many of the television shows the SVOD provider were assessing had yet to air in this market, very little data was available to determine the content's in-market popularity prior to acquisition.

THE SOLUTION
To provide critical insights into demand for content within the market, the SVOD provider used Parrot Analytics' Demand Measurement System to rank content on offer from different studios by consumer demand for that content within their target market.

Consumers express their demand for content across different demand expression platforms, from file-sharing and peer-to-peer platforms to video streaming, social media and blogging platforms. The results are encapsulated in a global cross-platform, country-specific demand measurement system. Using the Demand Measurement System, the SVOD provider was able to assess the demand for various studio content titles in their target market, prior to many of those titles airing there.

THE RESULT
By understanding the country-specific demand for content (even prior to the content airing in that country), the SVOD provider had access to a key variable that – combined with content pricing and editorial considerations – enabled key content acquisition decisions to be made with high precision.
Using **Demand Expressions** to select a number of television shows ("demand-recommended shows"), the SVOD provider was able to maximize their content acquisition budget and achieve the highest yield from that content. Titles ranked by demand were 97% consistent with post-launch viewing.

Nearly two years on, the results are still speaking for themselves. By comparing the total number of views on the SVOD platform in June 2015 for demand-recommended shows to the rest of the catalog, we observe that the average number of views for the recommended titles is about five times (5X) higher:

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<thead>
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<th>CATALOGUE TITLES</th>
<th>DEMAND-RECOMMENDED TITLES</th>
<th>5X higher than for the rest of the catalogue</th>
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<td><strong>Consistent with post-launch viewing</strong></td>
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Every year, over $200 billion is spent on television content acquisition globally. Much of that spending takes place without an empirical understanding of the consumer’s demand for content, leading to inefficiency across the board.

Leveraging global demand for content enables accurate decisions that yield the best results.