PARROT
A N A L Y T I C S

Demand Use Case:
Maximizing Content
Acquisition ROI

▶ CHALLENGE

- The need for market-specific demand data to assess studio content on offer prior to licensing for an SVOD platform

- Lack of market-sepcific demand data to assess first-run content that has yet to air in a particular market

▶ SOLUTION

- Parrot Analytic's Global Demand Measurement System is platform-agnostic and measures the consumer demand for content on all platforms

- Parrot Analytic's Global Demand Measurement System measures consumer demand for both aired and unaired content in a market

▶ RESULTS

- 97% success rate from content acquisition driven by Demand Expressions

- Average views for titles recommended by demand data, nearly two years following the initial recommendation, are still five times (5X) higher than other titles not assessed by demand data

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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**.

PARROT
ANALYTICS

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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*.

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:

Comparing titles by average number of views | June 2015

VIEWS

CATALOGUE TITLES   DEMAND-RECOMMENDED TITLES

97%
CONSISTENT
WITH POST-LAUNCH
VIEWING

AVERAGE NUMBER OF VIEWS

5X

HIGHER THAN FOR THE REST
OF THE CATALOGUE
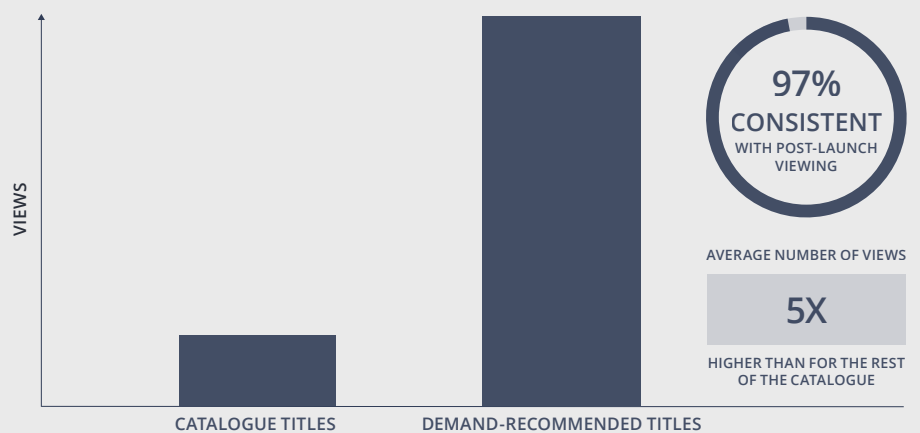
Every year, over $200 billion is spent on television content acquisition
globally. Much of that spending takes place without an empirical
understanding of the consumer's demand for content, leading to
inefficiency across the board.

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

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

read the **GUIDE** 📄