



# PARROT ANALYTICS

## Demand Use Case: Making Strategic Distribution Choices

### ► CHALLENGE

- Lack of data concerning content in new markets makes channel or platform launches risky.

### ► SOLUTION

- Parrot Analytics' demand measurement system captures the popularity of all titles in every market.
- The demand for content in a new market can therefore be measured before it launches there.

### ► RESULTS

- Based on Parrot Analytics' demand data, the network decided to launch an SVOD platform focused on their most in-demand genre in Canada.
- New markets with the most demand for the linear channel's content were identified as good candidates for further expansion.

# Launching International Channels and SVOD Platforms Using Demand Data

Distribution opportunities for television content have grown significantly in the last few years. While airing content on linear channels is still common, this content can also be licensed to any of the hundreds of SVOD platforms around the world.

With recent advances in technology, and a simultaneous decrease in infrastructure costs, studios and networks can secure a strategic long-term IP and distribution advantage; by launching an SVOD service, content can be promoted and distributed direct to the end consumer, which shifts the industry balance of power back into the content producer's court.

### ► THE CHALLENGE

An international television network wanted to expand its business by expanding their linear channels to new markets and launching new SVOD platforms with its owned titles. However, the question of which markets to prioritize was difficult to answer with existing data.

For the linear channel, the proposed content had never aired before and so no ratings data was available. Additionally, though most of the content on the SVOD platform had already aired on linear channels in the potential market, the long-term appeal of these shows was unknown. ***Launching a new channel or platform is a big investment, and the lack of concrete data in new markets makes any expansion a risky strategic move.***

### ► THE SOLUTION

Unlike market-specific linear ratings, Parrot Analytics' demand measurement system captures data from a wide variety of sources to accurately measure the demand for content, no matter the country. These sources range from Wikipedia, where fans read about the show, to social media, where they discuss it, to download and streaming networks, where they consume the content.

Expressions of demand from these sources are captured from every country in the world, giving the most complete picture of the international popularity of content. ***By comparing the demand per capita between markets of interest, insights into the most optimal places to distribute content, or launch new SVOD platforms, can be easily discovered.***

### ► THE RESULT

Parrot Analytics has completed two comprehensive studies for the network, yielding two new strategic options for the client: The first, the launch of a SVOD platform in a new market, and the second, a proposed content expansion for their linear channel line-up.



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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.**

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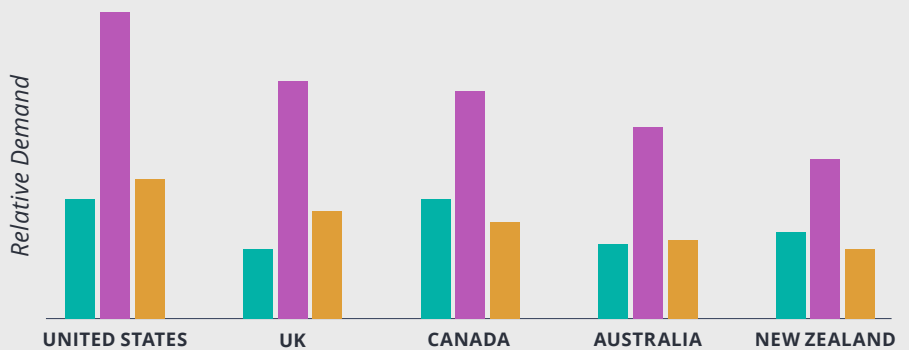
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Given the SVOD platform would host several genres, the demand for each segment was averaged over the past year in five potential markets.

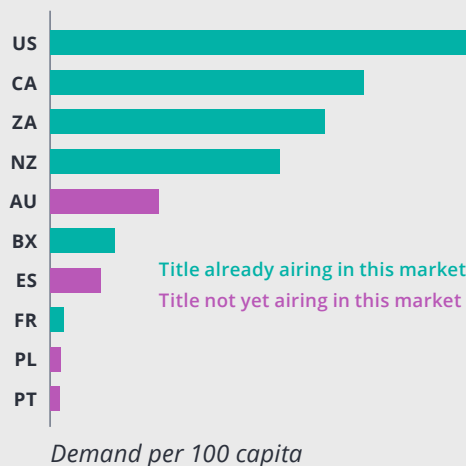
### Relative Median Demand in 2016



Parrot Analytics discovered that one genre attracted almost twice as much demand as the other two genres combined in all 5 markets examined. Based on its demand data analysis, Parrot Analytics was able to recommend to the network which titles to promote most heavily when marketing the new SVOD platform.

Based on this exclusive data, **the network decided to launch a genre-focused SVOD platform in Canada**, and used Parrot Analytics' demand data to determine which titles to promote.

### Average Title Demand in each Market



For the linear channel expansion into new markets, a similar analysis was carried out to find out which countries had the highest demand for the content that would be aired on the channel.

Most markets where the channel already aired naturally had higher demand for the content than markets where it had not aired.

However, additional markets Australia and Spain were determined to be ideal candidates for expansion.

**By using Parrot Analytics' demand data, the network minimized the risks associated with new market and platform launches**, by confirming which markets and genres have the highest demand for content - ahead of launch.

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

read the **GUIDE**