



**Demand Use Case:**  
Content Seller  
Monetization

► CHALLENGE

- Distributors do not have access to the same data as SVOD platforms in licensing negotiations.
- SVOD platforms do not care as much about traditional metrics, like linear ratings, as much as other buyers do.

► SOLUTION

- Parrot Analytics' demand measurement system captures the popularity of a title, regardless of what platform it aired on.
- Parrot Analytics global demand data provides insights into the affinity between titles.

► RESULTS

- By using Parrot Analytics' title affinity score, the distributor found that their titles had a stronger link to the SVOD platform's titles than their competitors' titles.
- The distributor's titles had strong affinity to a variety of titles, indicating that they would be popular on the platform, in turn strengthening the distributor's negotiation position.

# Leverage Title Affinity Data to Strengthen SVOD Licensing Negotiations

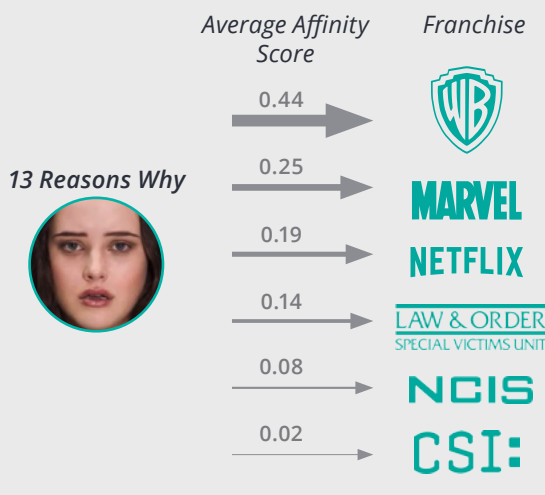
Selling content to SVOD platforms can be difficult for distributors due to asymmetrical information: Whilst the platform knows how each show has performed, the distributor only has data on their own titles. Distributors must therefore seek alternate information sources to strengthen their negotiation position. Parrot Analytics' global demand data enables content sellers to highlight the true value of each of their brands.

► THE CHALLENGE

A distributor was about to renegotiate licensing agreements with a major SVOD platform for several of their most popular titles, which had reasonable linear ratings. The distributor engaged Parrot Analytics' data science capabilities to uncover the relationship between their titles, and the SVOD's own original content: By proving that people who watched the SVOD provider's content also watched the distributor's shows, the distributor would be able to argue that the presence of their content on the platform reduces churn, and is therefore valuable.

► THE SOLUTION

Though only the SVOD platform has access to their viewership data, **Parrot Analytics' demand measurement system captures billions of weekly data points** from a variety of sources that reflect the popularity of content, no matter if a title is only available on SVOD or also on linear platforms.



Parrot Analytics utilizes a subset of this demand data to uncover the affinity between content: By demonstrating how many people who viewed one title also viewed another, the strength of the relationship between the two shows can be found.

Parrot Analytics captures consumers' expressions of demand from a variety of sources, such as social media and download/

streaming sites, and combines these sources on a weighted basis into **the world's first country-specific, cross-platform demand measurement metric**. Incorporating all sources into a single industry standard metric called Demand Expressions, provides a holistic measure of a title's popularity, in real time, in any market.



# 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.**

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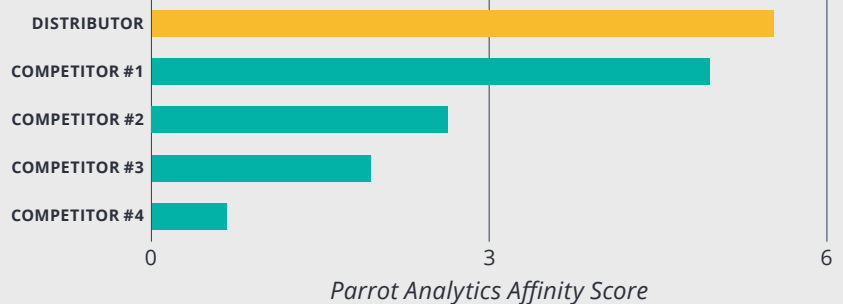


## ► THE RESULT

Parrot Analytics' title affinity score, which combines affinity strength with the demand for the title, was calculated between the SVOD platform's original content and the titles from both the distributor and several of their competitors.

By averaging these scores, Parrot Analytics proved that **the distributor's content had a stronger relationship to the SVOD platform's content than their competitors.**

### Average Affinity Between SVOD Platform and Other Content



This result therefore demonstrated that people who watched an SVOD original title were more likely to watch a TV show from the distributor than from any of their competitors, indicating that **the distributor's TV shows are the best titles for the SVOD platform to license to reduce subscriber churn.**

In addition, Parrot Analytics provided data on the affinity of the distributor's titles to the SVOD's content. These titles had a strong relationship with a variety of titles on the platform, showing that they appeal to a broad audience and so would likely be popular on the SVOD service. This result provided the distributor with another **strong line of argument for their negotiations with the SVOD platform.**

Parrot Analytics' worldwide dataset not only represents the most holistic and complete measure of content demand in the industry, but also provides content sellers with the powerful ability to **maximize sales yield in any market by demonstrating the true value of their content.**

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

[read the GUIDE](#)