PARROT
A N A L Y T I C S

Demand Use Case:
Maximizing Content
Distribution Revenue

▶ CHALLENGE

- Lack of market-specific demand data to assess monetization

- Lack of market-sepcific demand data to drive pricing, windowing, and exclusivity decisions impacting downstream revenue

▶ SOLUTION

- Applying the *Demand Monetization Index* enables quick identification of missed revenue opportunities in under-monetized markets

- Parrot *Demand Measurement System* measures consumer demand for both aired and unaired content in a market

▶ RESULTS

- Actionable identification of how well individual markets around the globe are being monetized relative to title-sepcific demand in those markets

- Monetization decisions are supported by market-specific demand for content (even prior to the content airing in those markets), maximizing content distribution revenue

Using Global Content Demand to Identify Under-Monetized Markets & Maximize Distribution Revenue

In a fragmented industry where content distribution revenue is more of a negotiation art than a science, one of the world's largest international distributors of finished television programming seeks to assess **how well they are converting global demand for their content to revenue**; to identify opportunities for revenue maximization in different markets.

▶ **THE CHALLENGE**

Television content sold globally commands a different price in each market. Multiple factors come into play to determine that price. A global media company that produces and distributes finished televisions programming over 200 markets aims to assess how well they are monetizing consumer demand for their content in different markets. However, measuring demand for content on a market-specific basis is currently not possible with existing tools in the industry.

Furthermore, the Media Company would like to *apply the understanding of global demand for their content* to drive **key distribution decisions, from pricing their content to selecting the ideal platform and distribution windows to monetize the content most effectively**. Again, measuring market-specific demand for content is not currently possible with existing measurement services in the industry. This is particularly evident for content that had not yet aired in a particular market, when most of the up-front decisions need to be made.

▶ **THE SOLUTION**

For The Media Company learned that existing measurement services in the television industry were not built to answer such complex questions. Despite subscribing to seventeen (17) different television measurement services around the world, they were not able to address their exacerbating distribution challenges. **These can only be solved through measuring global content demand**.

Parrot Analytics captures global demand for content across the different demand expression Platforms consumers use, from file-sharing platforms to video streaming, social media and blogging platforms. The results are encapsulated in a country-specific, cross-platform **Demand Measurement System** consisting of:

- **Demand Expressions**, an absolute measure of demand within a market,
- **Demand Expressions per capita**, a relative measure of demand across markets.

Combining market-specific content demand with the Media Company's revenue data enabled them to discover under-monetized markets and uncover insights to better monetize their content.

⏵ THE RESULT

By comparing the revenue for a content title in a particular market to the title's demand in that market, the Media Company is able to assess how well they are monetizing that market.

In order to achieve this, *Parrot Analytics divided the title's revenue in each market by its Demand Expressions in that market*. Given *Demand Expressions* are an absolute measure of demand in each market that takes the market's population into account, the result — the *Demand Monetization Index* — allows direct comparison of how well each market is being monetized.

Monetization of Audience Demand for the Content in different countries
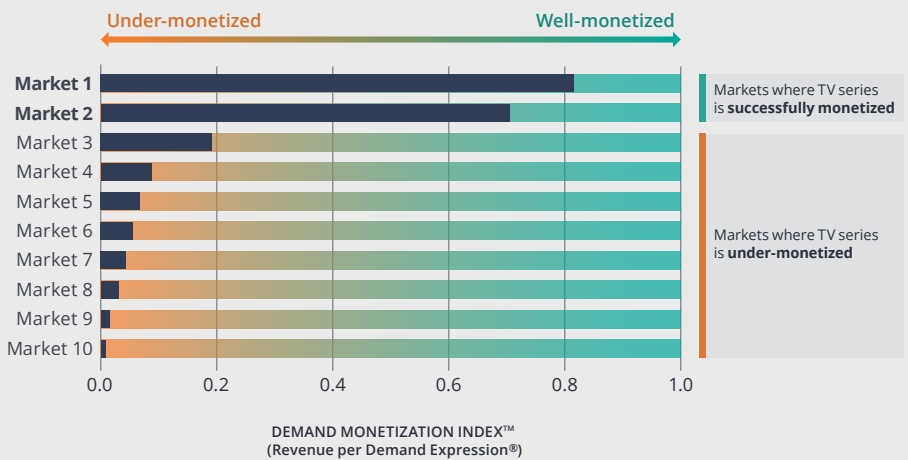
Markets with a high Demand Monetization Index are being well-monetized while markets with a low Demand Monetization Index are being under-monetized. In this case, two markets in particular are generating much higher revenue for the television series compared to their population's demand for that title. This means that the TV series is being successfully monetized (even over-monetized) in these markets. In comparison, many other countries are being under-monetized.

This provides unique and unprecedented insight into how well every market around the globe is being monetized; *enabling sales and distribution teams to identify clear (currently missed) opportunities to increase revenue*.

In addition, applying the *Demand Monetization Index* to markets where the content has not yet aired, based on the demand for that content in those markets, allows for *accurate revenue forecasting and strategy-setting for revenue maximization*.

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

read the **GUIDE** 📄

Demand Use Case:
Maximizing Content Distribution Revenue

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