PARROT
A N A L Y T I C S

Demand Use Case:
Maximizing Content
Distribution Revenue

▶ CHALLENGE

- Determining how best to monetize back catalogue content.

- Finding titles that are consistently popular is difficult with linear ratings.

▶ SOLUTION

- Parrot Analytics' demand measurement system captures the current popularity of titles, whether they are on- or off-air.

▶ RESULTS

- *The Simpsons*, for example, has about the same demand both on- and off-air — a great example of evergreen content.

- Highly serialized titles tend to be significantly more popular when new content is released; platforms should release titles concurrently to keep overall demand high.

Maximizing Distribution Revenue with Evergreen Content

With more titles being produced every year, most studios have a growing back catalogue of titles that may not be optimally monetized.

Identifying these "evergreen" titles on a market-by-market basis across all platforms is difficult using current metrics. Demand data addresses this challenge, resulting in better strategic content decisions and increased monetization.

▶ THE CHALLENGE

Since more television shows exist now than ever before, *being able to accurately identify those that are still popular is the only way that revenue can be maximized* from this back catalogue of titles.

Though a show may have had high linear ratings when it aired, it may not be as in-demand today as a title that had lower ratings initially.

Yet *determining the current popularity of titles is not straightforward*, especially if the content has not aired recently and the linear ratings are out-of-date.

Analyze off-season popularity to generate incremental revenue from back catalog content

LINEAR RATINGS   DEMAND EXPRESSIONS

CURRENTLY AIRING

NOT AIRING
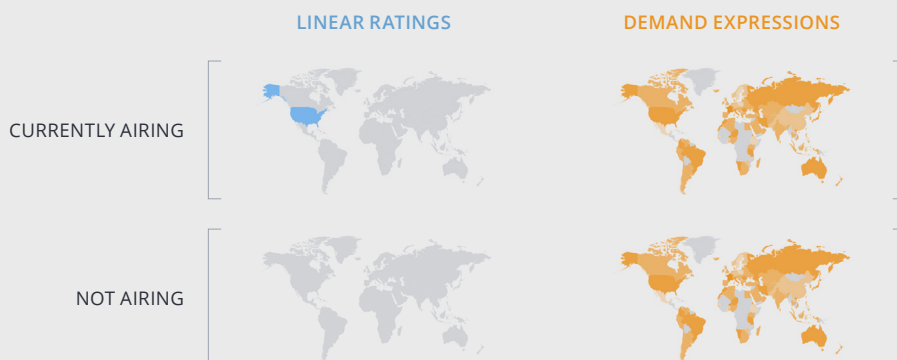
▶ THE SOLUTION

Traditional metrics such as linear ratings only measure how a title performed on a single platform while episodes were on air. In contrast, Parrot Analytics captures over 1 Billion expressions of demand from a variety of sources, every day, on a global scale and combines these into the world's first country-specific, cross-platform demand measurement system.

Parrot Analytics' data sources include downloads/streaming sites, social media sites and more, where people engage and consume content. The important consideration is that *consumers' expressions of demand occur whether a show is currently airing or not, enabling the popularity of a show to be measured, all year-round*. The result of this is an industry-standard metric, called Demand Expressions, which forms a holistic measure of a title's popularity, in real time, in any market.

▸ **THE RESULT**

Using Parrot Analytics' software-as-a-service Demand Portal, it is easy to identify "evergreen" shows: Titles with consistent demand, revealing that audiences continue to enjoy the large amount of back catalogue episodes. The below graph illustrates two such examples in the US market: *The Simpsons* and *The Big Bang Theory*:
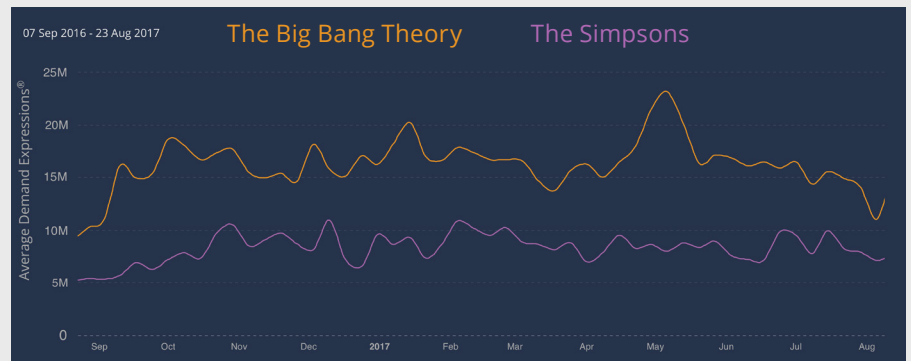
These shows both released new episodes from September to May, but demand for both titles remained equally high from May onwards, because both titles are popular no matter if they are airing new content or not. This fact makes them ideal content for syndication and SVOD platforms as they perform consistently throughout the year.

In contrast, we can look at the demand for *Preacher*, for example, which is greatly affected by each episode release, particularly the premiere and finale. The Netflix original series *House of Cards* has a different pattern still: As all the episodes for this series are released simultaneously, demand falls back to the baseline level much faster than with the episodic titles.
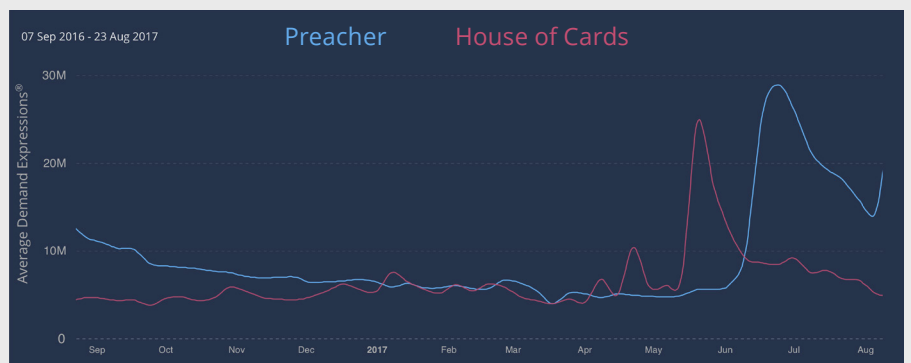
Though these titles have reasonably high off-season demand, they are only very popular when new content is released. Titles that follow this pattern tend to be highly serialized, meaning that new viewers must start watching from the beginning to understand the show. As a result, channels and platforms with this type of content need to schedule them concurrently so that demand remains high.

By using demand data, evergreen content can be identified and more strategic decisions about how best to monetize this type of content can be made.

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

read the **GUIDE** 📄