



Demand Use Case: Content Seller Monetization

► CHALLENGE

- Lower-than-expected linear TV ratings of a blockbuster show in Mexico despite healthy people engagement numbers on digital platforms as well as previous seasons success.
- Lack of market-specific demand data by the broadcaster to drive pricing, windowing, and exclusivity decisions to affect downstream revenue.

► SOLUTION

- **Demand Measurement** allows a complete overview of empirical demand for cross-platform content in any global market.
- **Parrot Analytics'** custom analysis of demand and customer data produces actionable insights to improve linear ratings and subsequently, revenue.

► RESULTS

- **Demand Measurement** reveals the full picture of a show's demand in Mexico, beyond linear ratings.
- The broadcaster renewed the show for another season due to the title's high **Demand Expressions per capita** for Mexico.

Using Demand Data to Value Content Internationally

Around the world, each market uses a different metric to measure the performance of television content, and these ratings often do not reveal the full story of demand for this content. For these reasons, one of the world's largest distributors of television programming sought a second opinion from **Parrot Analytics** on one of their top shows, which had performed well in several markets but was receiving low linear ratings in Mexico.

► THE CHALLENGE

The content distributor had sold the first two seasons of their popular show to an international broadcaster. Despite good levels of activity on social media, the show had low viewership ratings in Mexico; in fact, the ratings fell from the first to second season. This poor performance led to the possibility that the show would be cancelled in the region because ad revenue couldn't justify the title's licensing costs.

The distributor needed to prove to buyers in this international region that low linear ratings were not the most complete and accurate picture of actual audience needs, and that the show could be valued in a different way.

► THE SOLUTION

In order to assess the show beyond its ratings, the content distributor asked Parrot Analytics to analyze the demand for their title in multiple markets.

Parrot Analytics captures global demand for content across the different demand expression platforms that 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) and **Demand Expressions per capita** (a relative measure of demand across markets) providing the most accurate empirical measure of content demand.

For this analysis, **Demand Expressions per capita** were used to measure the true popularity of the show and its competitors in several markets in the region, in order to uncover the true reasons for poor monetization. In addition, **Demand Expressions** were used to compare the demand for the show to that of its competitors in Mexico with low linear ratings, including shows that were aired in the same timeslot.

With both of these metrics, the broadcaster received the full analysis on how their show fit into Mexico's content ecosystem and could therefore make impactful operational decisions to increase monetization.



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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 RESULTS

Despite the low ratings, Parrot found that demand for the show in Mexico was one of the highest from all the countries in the world, indicating that there's true demand for the show in Mexico which hasn't been converting to linear views at all.

Due to more in-demand competitors, as indicated by **Demand Expressions per capita**, in its timeslot during season two, the show's linear ratings had fallen. Therefore **Parrot Analytics combined Demand Expressions with demographic data** in Mexico, provided by the content distributor, to determine that the show was not reaching its ideal target audience (as defined by gender and age) in this region, leading to low linear ratings despite very high demand in Mexico.

Parrot Analytics concluded that the demand for the show in Mexico was not being monetized and, based on the audience demand analysis, suggested that the title would more effectively reach its target audience on an SVOD platform due to multiple systemic reasons unveiled by the analysis.

Armed with the most complete view of its hit show's international demand and Parrot Analytics' advanced data science analysis, the broadcaster could re-evaluate its content and scheduling strategy with the show and leverage this information to turn around the monetization of the title.

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

[read the GUIDE](#) 