



## Demand Use Case: Making Strategic Marketing Choices

### ► CHALLENGE

- Reaching a title's ideal audience is more difficult due to the proliferation of content platforms.
- Shows may be popular but have low ratings, likely due to a platform-audience mismatch.

### ► SOLUTION

- Parrot Analytics' Demand Expressions measure the holistic popularity of a title.
- The main sources of demand reveal where a title is most popular.

### ► RESULTS

- In this study, about 30% of the show's demand was generated by downloading and streaming, revealing a strong online audience.
- Alternative monetization methods, such as licensing to an SVOD platform, would capture this demand better than linear TV.

# Identifying the Best Platform for Your Content

The proliferation of platforms airing content, from niche cable channels to SVOD platforms, means that audiences are fragmenting rapidly. As a result, reaching the right viewers requires choosing the right home for your content, but the myriad of choices often make this a difficult task.

## ► THE CHALLENGE

A pay TV network approached Parrot Analytics with a show that had just premiered in its second season. The first season of this series had performed disappointingly according to its linear ratings, and the second season did not generate good initial ratings either. Yet despite this, the series was among the top five titles in the market according to Parrot Analytics' Demand Expressions metric, which measures the popularity of content. To reconcile these different results, the pay TV network asked Parrot Analytics to investigate where the demand for their title was coming from.

## ► THE SOLUTION

Traditional metrics such as linear ratings only measure how a title performs on a single platform. In contrast, Parrot Analytics captures expressions of demand from a variety of sources on a global scale and combines these on a weighted basis into the world's first country-specific, cross-platform demand measurement metric. These sources are not the content platforms themselves, but instead represents the websites and platforms, such as social media and file sharing sites, where people engage with and consume content. ***Incorporating all sources into a single industry standard metric, Demand Expressions, provides a holistic measure of a title's popularity, in real time, in any market.***

Since the Demand Expressions metric for a title has many different weighted inputs, it does not necessarily correlate with the performance of a single platform. By investigating the percentage of demand from each source, however, insights about where a title is most popular and its relationship with its audience can be extracted with the goal of understanding where the title would perform best.

## ► THE RESULT

By examining the demand for the pay TV network's underperforming title, Parrot discovered that while the linear ratings were declining season-on-season, the second season had 30% more demand so far than the first season. This high popularity indicated that the show's audience was fulfilling their demand for the title in other ways. ***Breaking down the show's demand by source revealed that 30% came from downloading and streaming activity on file sharing sites.***



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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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In addition, this level of file sharing demand was 136% higher than it was during season one, indicating that the audience for the show had actually grown. Fans of the show (80% of which were in the key 18-49 demographic) were consuming it online rather than on linear television, leading to the show's low ratings. In summary, ***the traditional linear ratings did not tell the full story about this title's immense popularity.***

Demand from Downloads and Streaming

Demand Expressions®



It is important to understand that fans who watched the series for free are still valuable: Studies have shown that consumers who pirate content are three times more likely to pay for downloads or streams, and are approximately 30% more likely to buy physical [media](#). In addition, these fans likely express their enjoyment of the show in other ways, such as on social media, spreading the word about the series and driving more people to consume it. Despite low linear ratings, the show had a healthy fan base and an online audience that could be capitalized on with alternative monetization strategies, such as licensing it to online SVOD platforms.

By using Parrot Analytics' demand data, the pay TV network was able to identify and monetize a previously unknown audience for its content.

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

[read the GUIDE](#)