



How Audience Demand Data can help SVOD Platforms succeed

While SVOD platforms are proliferating all around the globe, strategies to ensure their success are still being developed.

Cross-platform audience demand metrics such as Parrot Analytics' ***Demand Expressions™*** are helping SVOD platforms understand audiences for content on any platform, in any market, at any time — to better inform their strategies from content acquisition to performance. The universality of these metrics make them a powerful tool for SVOD platforms.

Here, we outline a few examples of analyses that can be done using cross-platform audience demand data to help inspire ideas around ***how such data can help improve the performance of an SVOD platform, in any part of the world.***

ACQUISITION	Guiding the process of licensing of content that will compel customers to subscribe by bringing them the content they are most passionate about
MARKETING	Helping to inform the most effective marketing activities surrounding content to attract and retain subscribers
RECOMMENDATION	Developing the most context-aware content recommendations that surfacing the right content to the right users
PERFORMANCE	Improving the evaluation of content performance on the platform

By combining these types of analyses along with data from the SVOD platform, you will be able to gain deeper insights that can help drive customer acquisition and retention at every step to ensure the SVOD platform stands out in today's hyper competitive TV world.

CONTENT ACQUISITION

Unless an SVOD platform is producing its own shows, all platforms must begin by licensing content that will compel customers to subscribe. Demand data can guide this process:

Key Actions	How Demand Contributes	Examples
<i>Prioritize content by popularity in a specific market</i>	Demand can measure the popularity of all content in all markets, even if a title has never aired in that market.	Using Demand Expressions™, an SVOD platform found the most in-demand titles that were available to license in their market.
<i>Balance content popularity with licensing cost</i>	With both licensing cost and demand, the two measures can be plotted against each other in order to find the best deals.	The SVOD platform found that high demand shows often had a high price, but found several gems with high demand and low cost.
<i>Select the most appealing content for the platform's target demographic</i>	Parrot Analytics' Demographic Classification System determines the amount of demand for title from each age and gender.	By ranking potential acquisitions by demand from certain demographics, the SVOD platform could get the titles for which their ideal audience had the most demand.
<i>Compare genres and catalogue to other SVOD platforms in order to target a niche</i>	Demand can be evaluated for both owned and competing content, and can be broken down by genre, studio, etc.	The SVOD platform evaluated competitors' catalogues to find they had few in-demand comedies, allowing them to acquire these comedies as a point of difference.

CONTENT MARKETING

Once an SVOD platform has an appealing selection of content, it must market this content in order to attract and retain subscribers. Demand data, in addition to **Parrot Analytics'** Demographic Classification System and Content Genome, can help by:

Key Actions	How Demand Contributes	Examples
<i>Identify which titles to promote in a given market</i>	Demand measures the popularity of content in the wider market, not only on a specific platform.	By monitoring demand for its licensed shows, the SVOD platform could promote those which were currently popular in the market, thus attracting new subscribers.
<i>Target the right demographic with marketing campaigns</i>	Parrot Analytics' Demographic Classification System determines the amount of demand for title from each age and gender.	The SVOD platform targeted certain demographics with low numbers on their platform by advertising their shows that appealed to them.
<i>Identify the best time to promote titles</i>	Demand is most effective when it is tracked over time, revealing patterns in demand for each title.	The SVOD platform found that demand for content is generally highest when it is currently airing new episodes, so they promoted the shows during this time to drive views.

CONTENT RECOMMENDATION

A study by Netflix found that users spend no more than 90 seconds trying to find something watch before they exit the platform. Recommendation, or surfacing the right content to the right users, is critical for the success of an SVOD platform with hundreds of titles. Demand data and Parrot Analytics' own recommendation algorithms can:

Key Actions	How Demand Contributes	Examples
<i>Surface long-tail library content to improve user engagement with the platform</i>	Parrot Analytics has developed a content-based recommendation engine that recommends shows that are similar in genre, themes, etc.	The platform recommended content that was similar to their most popular titles, yet had a lower profile on the platform in order to encourage people to watch this content and explore more options.
<i>Target specific demographics with personalized recommendations</i>	Parrot Analytics has developed a user-based recommendation engine that recommends shows based on their viewing history and appeal to a user's demographic.	A different set of titles was recommended to a young female viewer than to an older male viewer, even if both of them had watched the same popular show.
<i>Make context-aware recommendations to emphasize strengths of the platform</i>	Parrot Analytics has developed a demand-based recommendation engine that recommends the most in-demand related titles.	If a user had been watching sitcoms, the SVOD platform recommended them other in-demand comedies from their strong catalogue.

CONTENT PERFORMANCE

Once users are enjoying content on the SVOD platform, it is important to continually monitor the performance of each title. While views are important, demand can enhance the evaluation of content performance by:

Key Actions	How Demand Contributes	Examples
<i>Evaluate how well content is performing on the platform</i>	<p>Demand and views can be correlated, with the results indicating different things:</p> <p>High correlation means that demand has successfully translated to views.</p> <p>Low correlation for select titles means that it is under- or over-performing: over-performers have more views than demand and under-performers have more demand than views.</p>	<p>High correlation: since views on their platform correlated well to demand, the SVOD platform used demand for new content to judge how it would do on their platform in order to drive customer retention.</p> <p>Low correlation: For an under-performing title, the SVOD platform launched a marketing campaign to bring new and existing customers' attention to this show, increasing its views to become correlated to its demand.</p>
<i>Compare demand for your catalogue to that of competitors and the wider market</i>	Demand for groups of content can be aggregated in order for catalogue comparisons to be made.	The SVOD platform monitored the average demand for its comedies to those on competing platforms to ensure that its catalogue had more demand and is therefore more attractive to customers.
<i>Compare demand for licensed shows to comps</i>	Demand for content is available no matter the platform or market.	By comparing demand for its shows to similar, available shows, the SVOD platform replaced its low-demand, low-viewed titles with better options.
<i>Track demand for SVOD digital originals</i>	Demand is available for SVOD digital original series, even if their number of viewers is secret.	If a competitor had a popular original comedy title, the SVOD platform could compare its demand to its own original series to either promote its more popular title or invest more in show development.

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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For more on **Parrot Analytics'**
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