

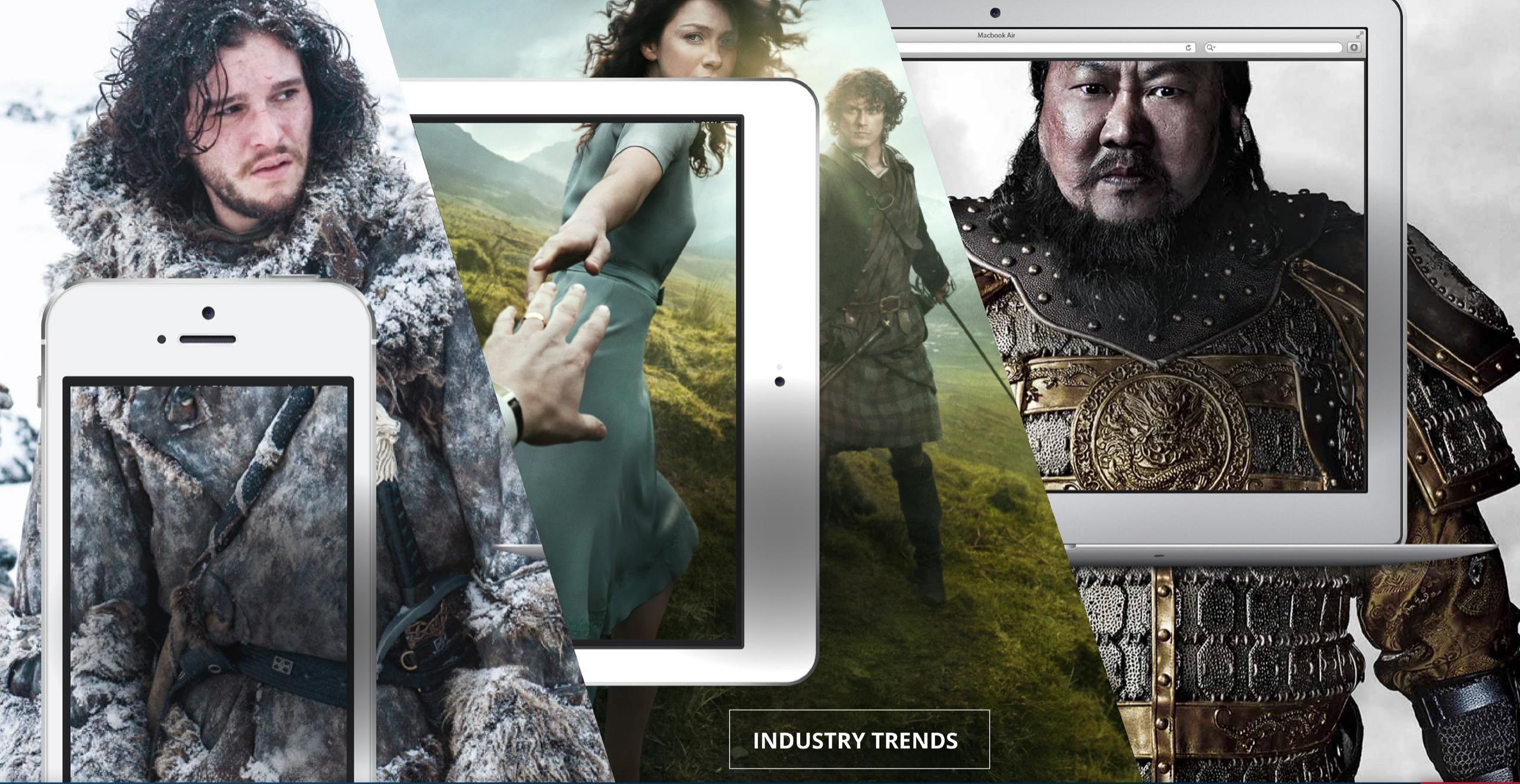


What is in demand in Asia?

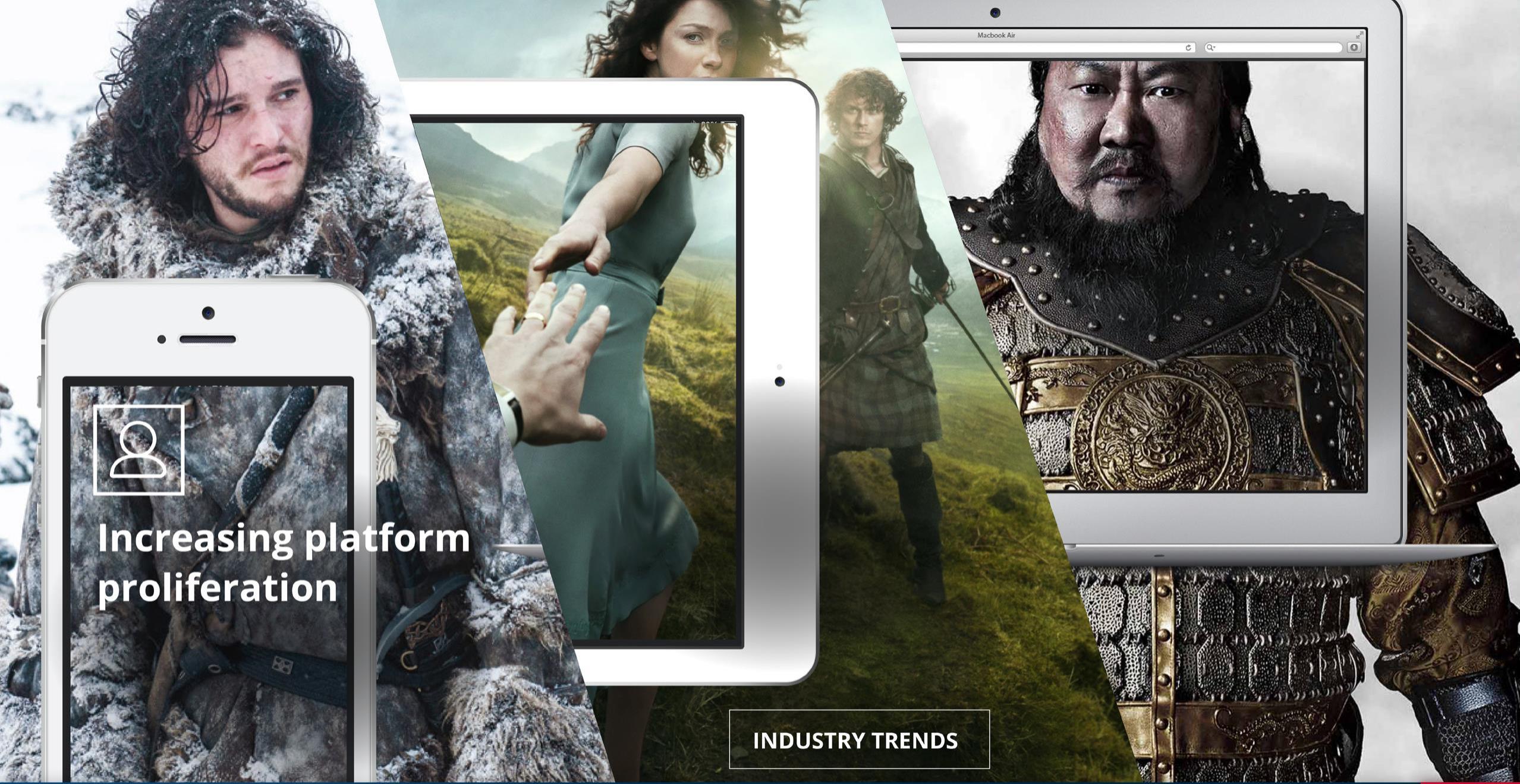


2017 Q1





INDUSTRY TRENDS





Increasing platform proliferation



Increasing audience fragmentation

INDUSTRY TRENDS



Increasing platform proliferation



Increasing audience fragmentation

INDUSTRY TRENDS

The Measurement Problem

Surveys and panel-based measurement are no longer sufficient to provide the global, cross-platform view of consumer demand for content.



Global Content Demand



Global Content Demand

- Real-Time



Global Content Demand

- Real-Time
- Cross-Platform



Global Content Demand

- Real-Time
- Cross-Platform
- Country-Specific



Global Content Demand

- Real-Time
- Cross-Platform
- Country-Specific



Industry first: *DemandRank™*

Higher
DEMAND
Lower

- Monetary Expressions
- Creative Participation
- Active Consumption
- Deep Research
- Social Encouragement
- Public Posting
- Expressing an Opinion
- Subscribing to Updates
- Indicating Interest
- Passive Impressions





INTRODUCING

The world's Only Cross-Platform

Global Demand Measurement System

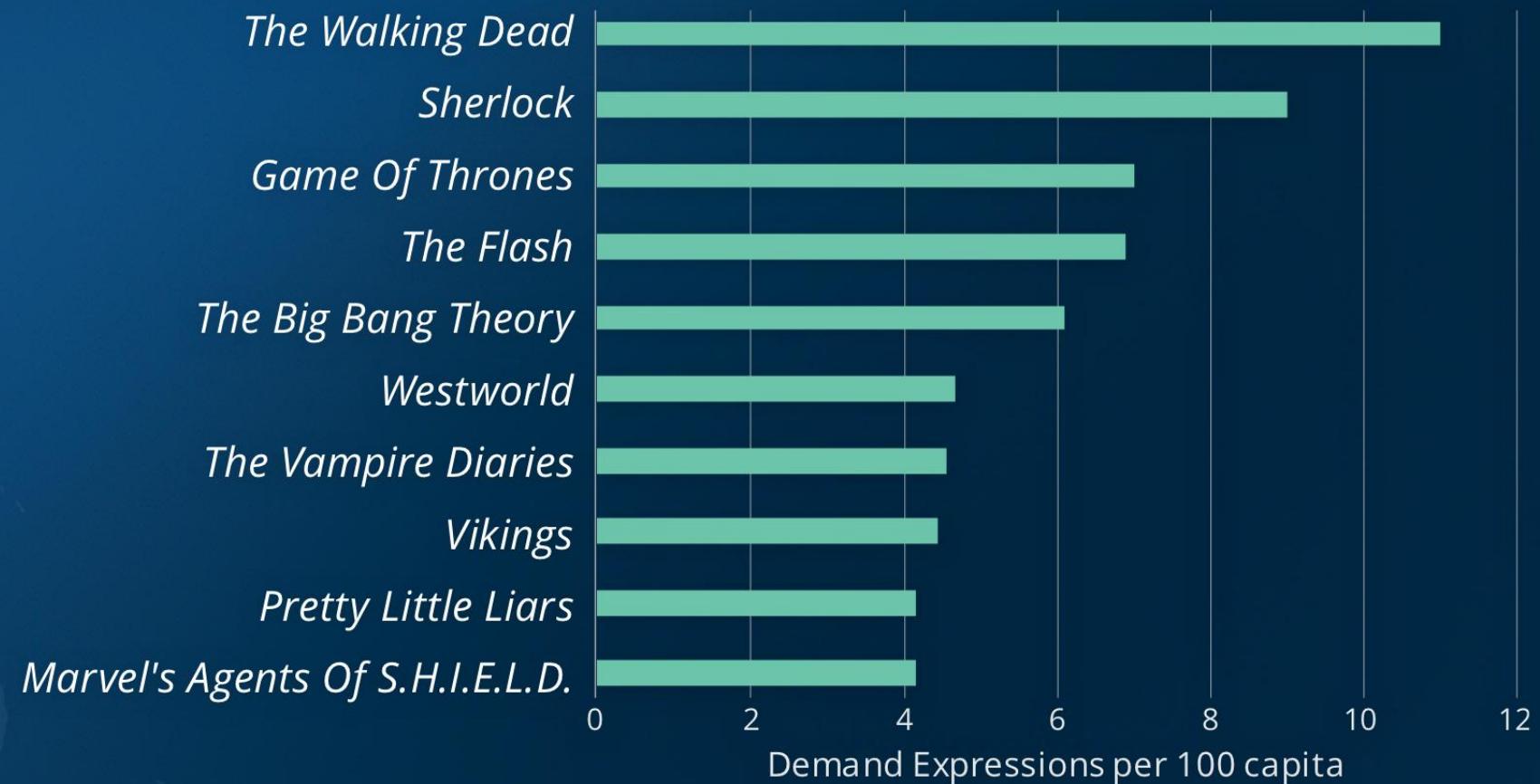


What's popular in Asia?

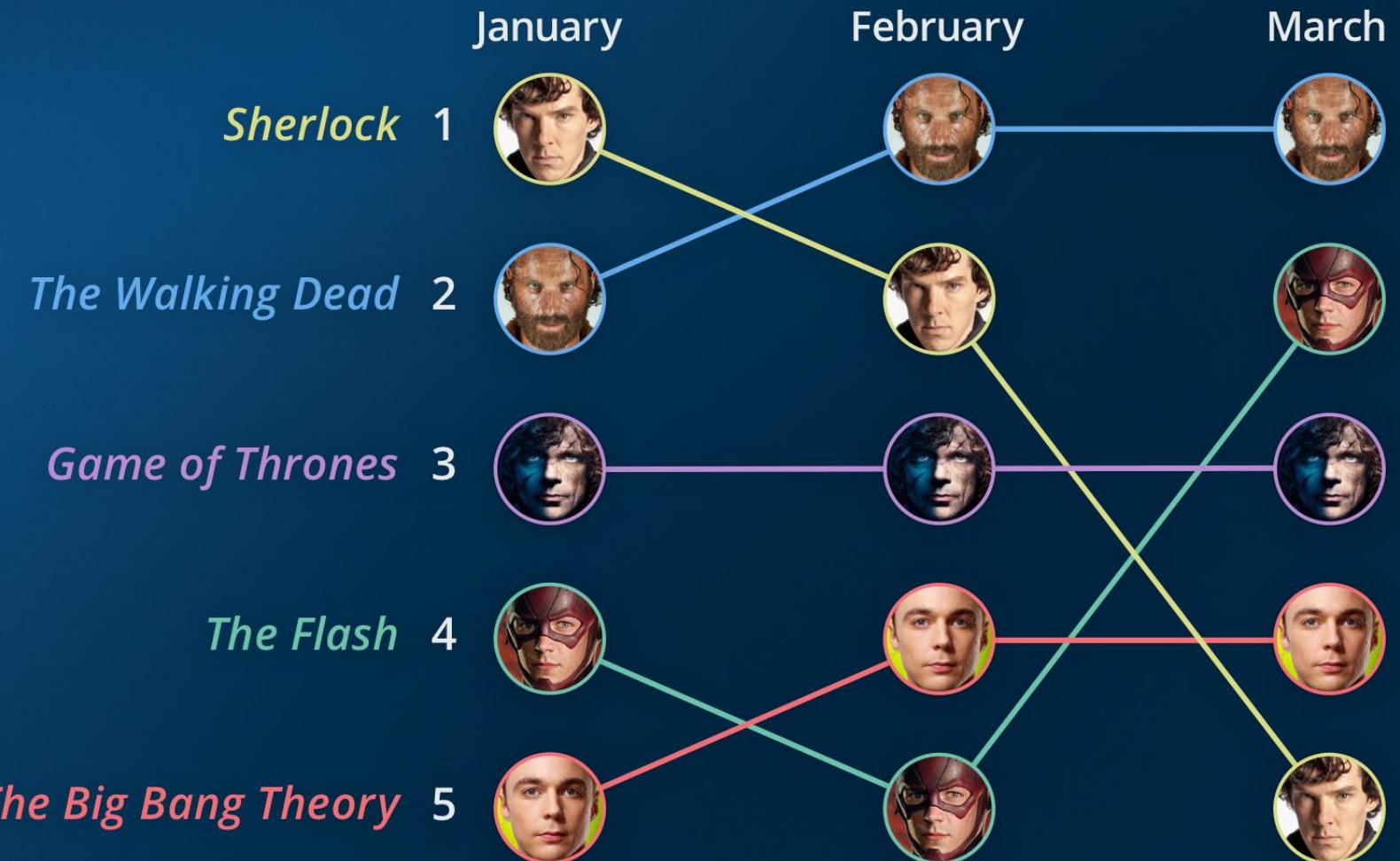
2017 Q1

Top English-language titles in Asia for Q1

Average demand

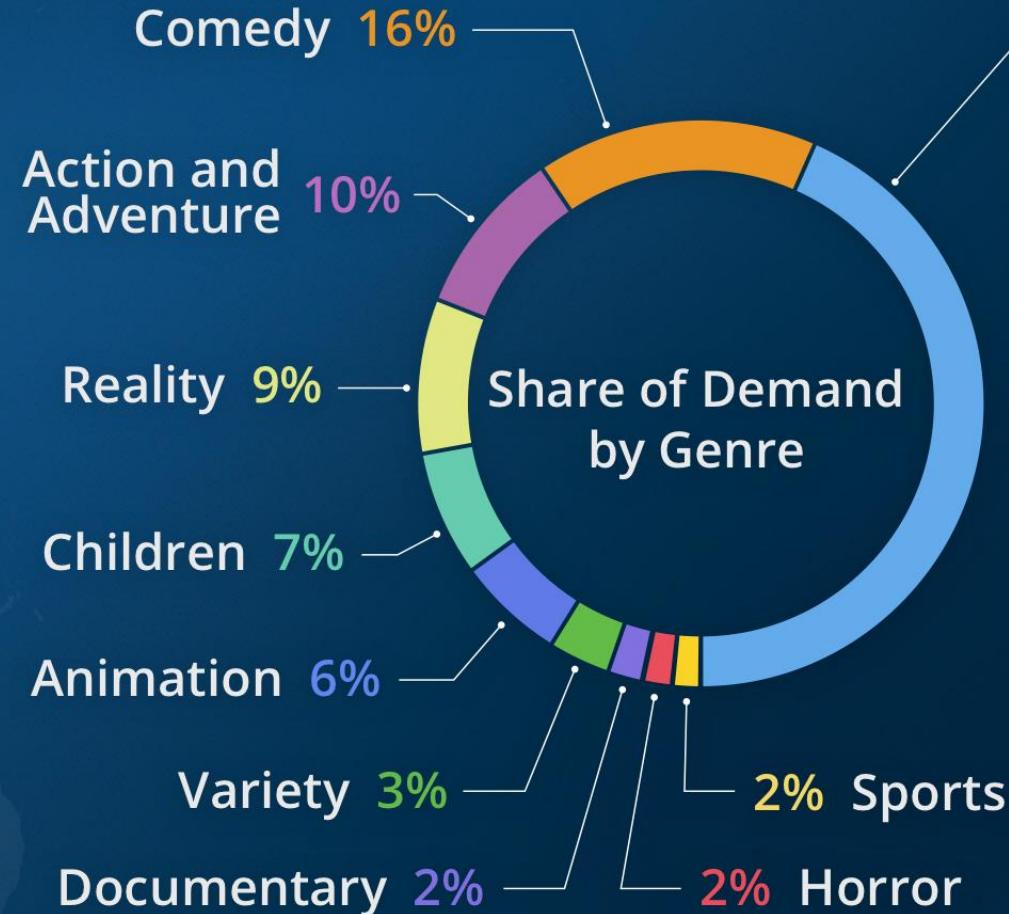


Top titles over the quarter



January–March, 2017

Genre share by total demand



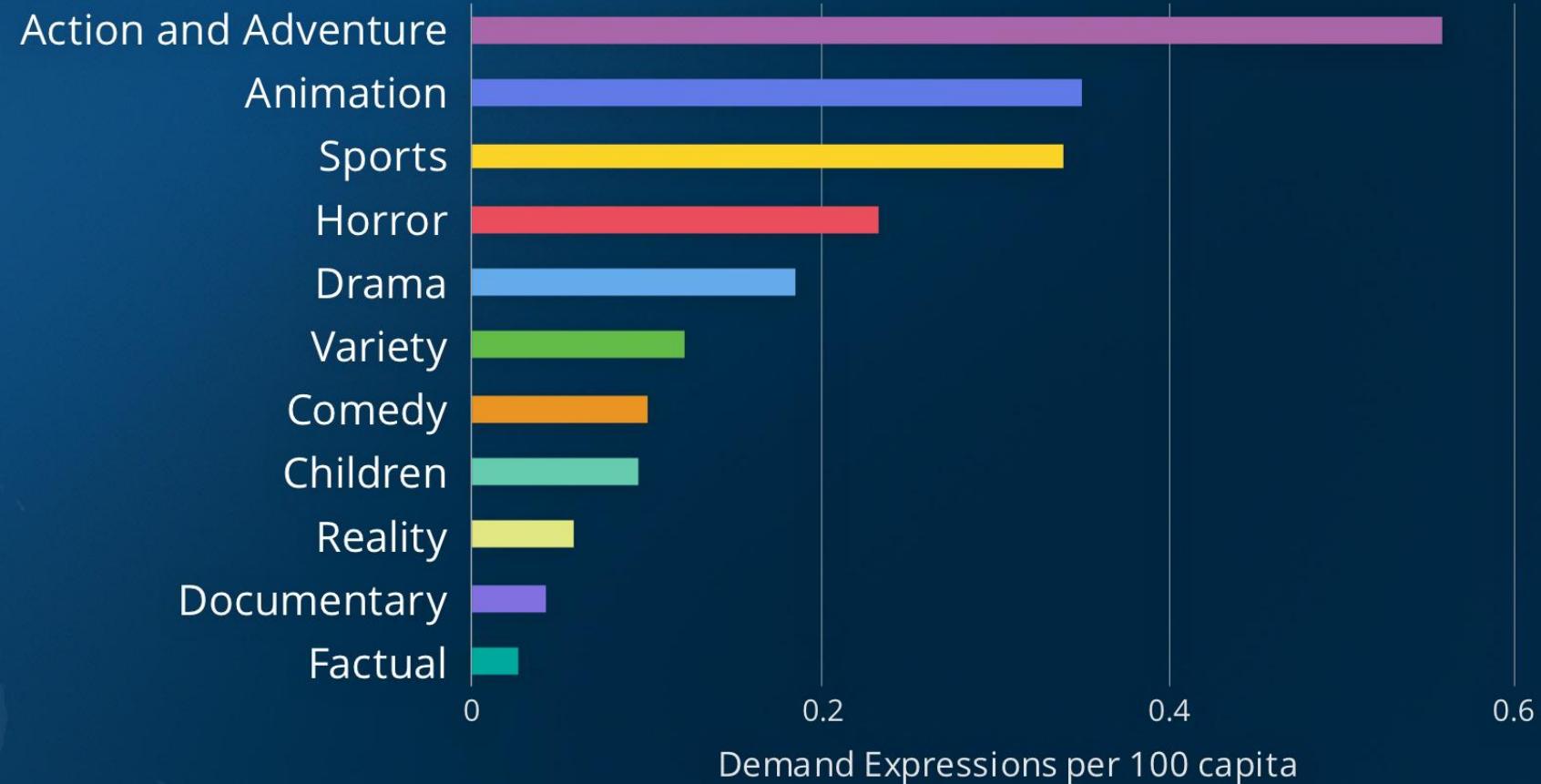
Drama 43%

Top 15 Drama Sub-Genres

Crime	17.2%
Fantasy	12.2%
Sci-fi	10.3%
Procedural	7.1%
Mystery	6.4%
Teen	5.7%
Legal	5.3%
Apocalyptic	4.9%
Period	4.8%
Historical	4.6%
Political	4.4%
Thriller	3.3%
Medical	3.1%
Romantic	2.6%
Soap Opera	2.3%

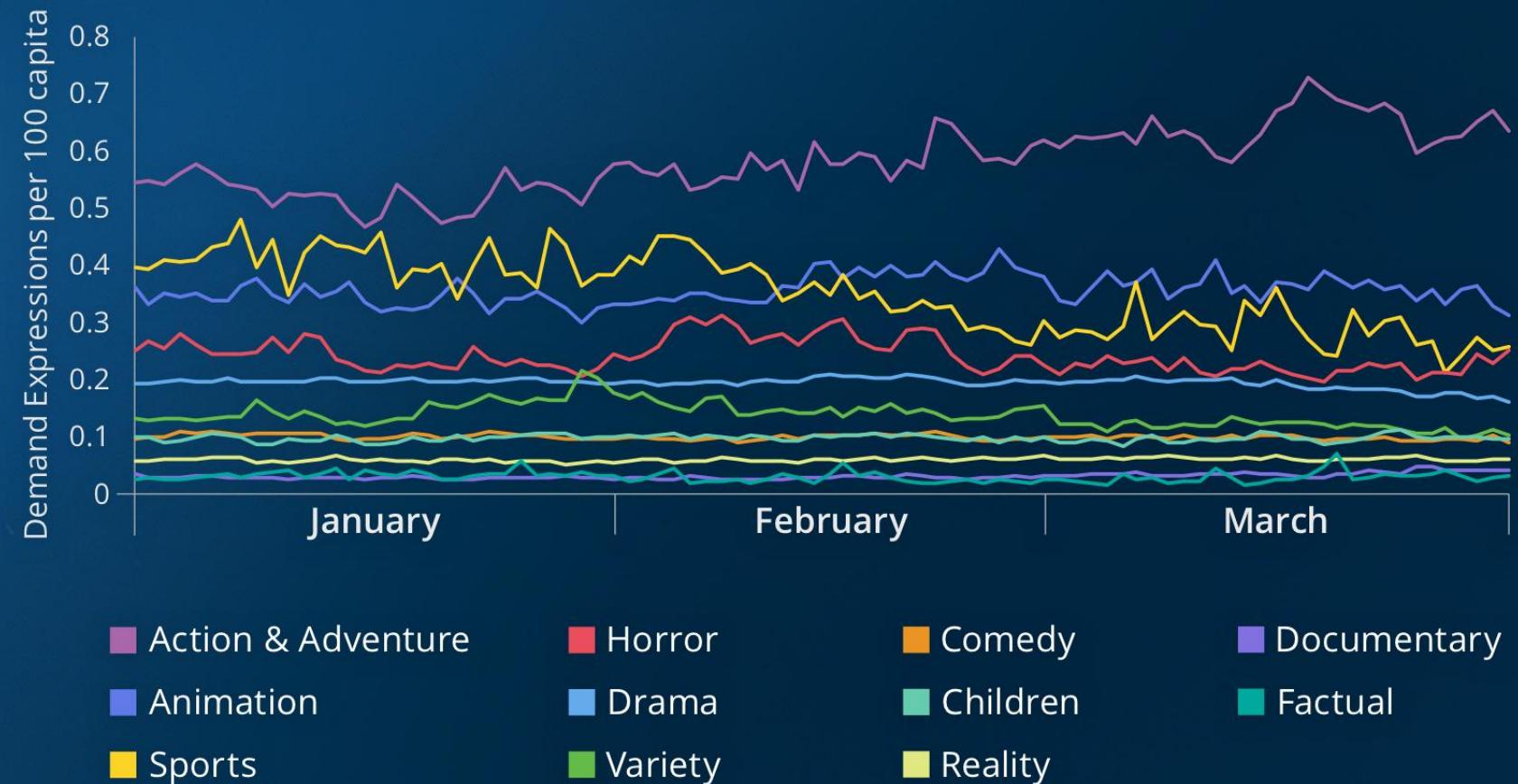
Genres by average demand

Average genre demand



Quarterly genre trends

Average genre demand



Most popular sub-genres in Asia

- Superhero Series
- Apocalyptic Drama
- Historical Adventure
- Japanese Animation
- Techno Thriller
- Fantasy Drama
- Comedy Horror
- Motoring Sports
- Wrestling Sports
- Procedural Drama

Average sub-genre demand



Percent difference from demand for Superhero Series



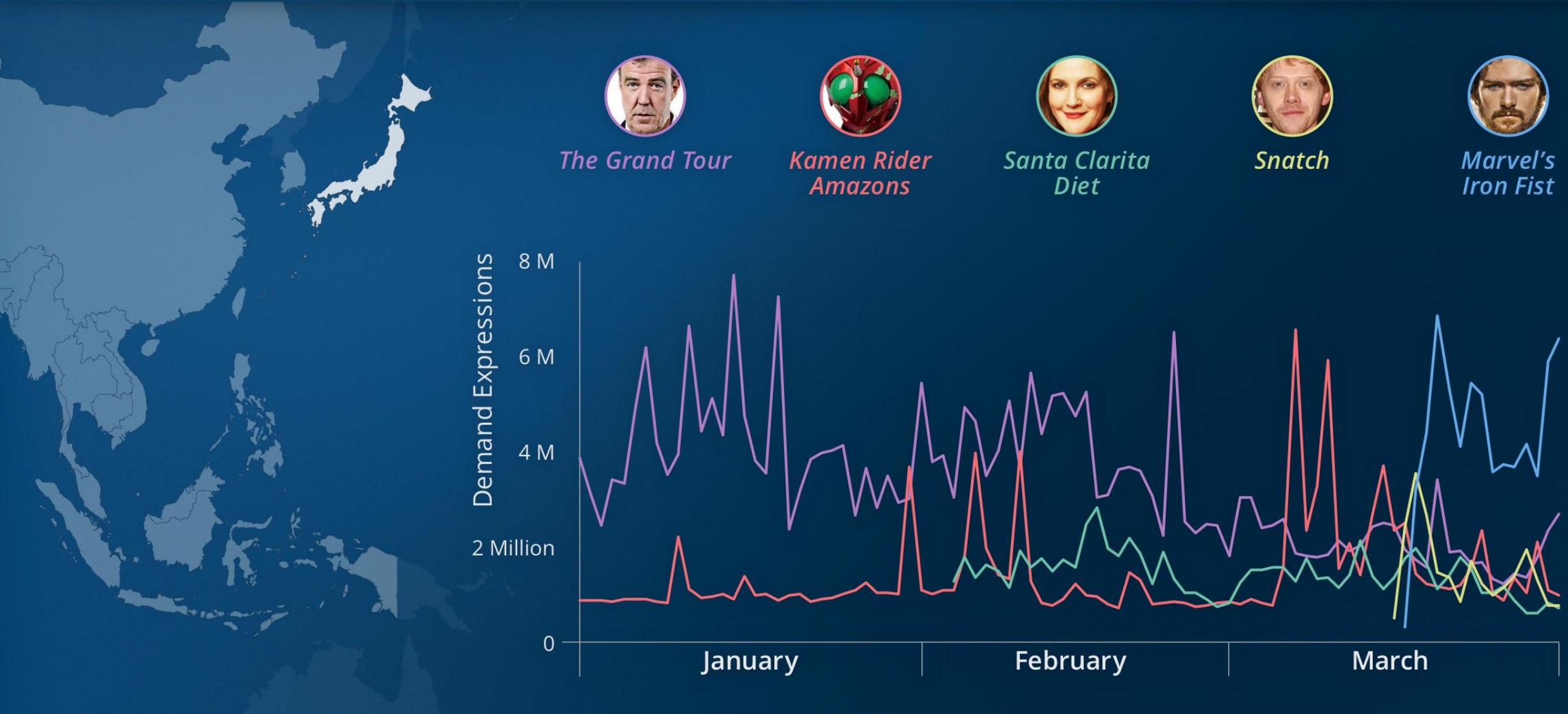
In focus: Digital Originals in Japan

2017 Q1

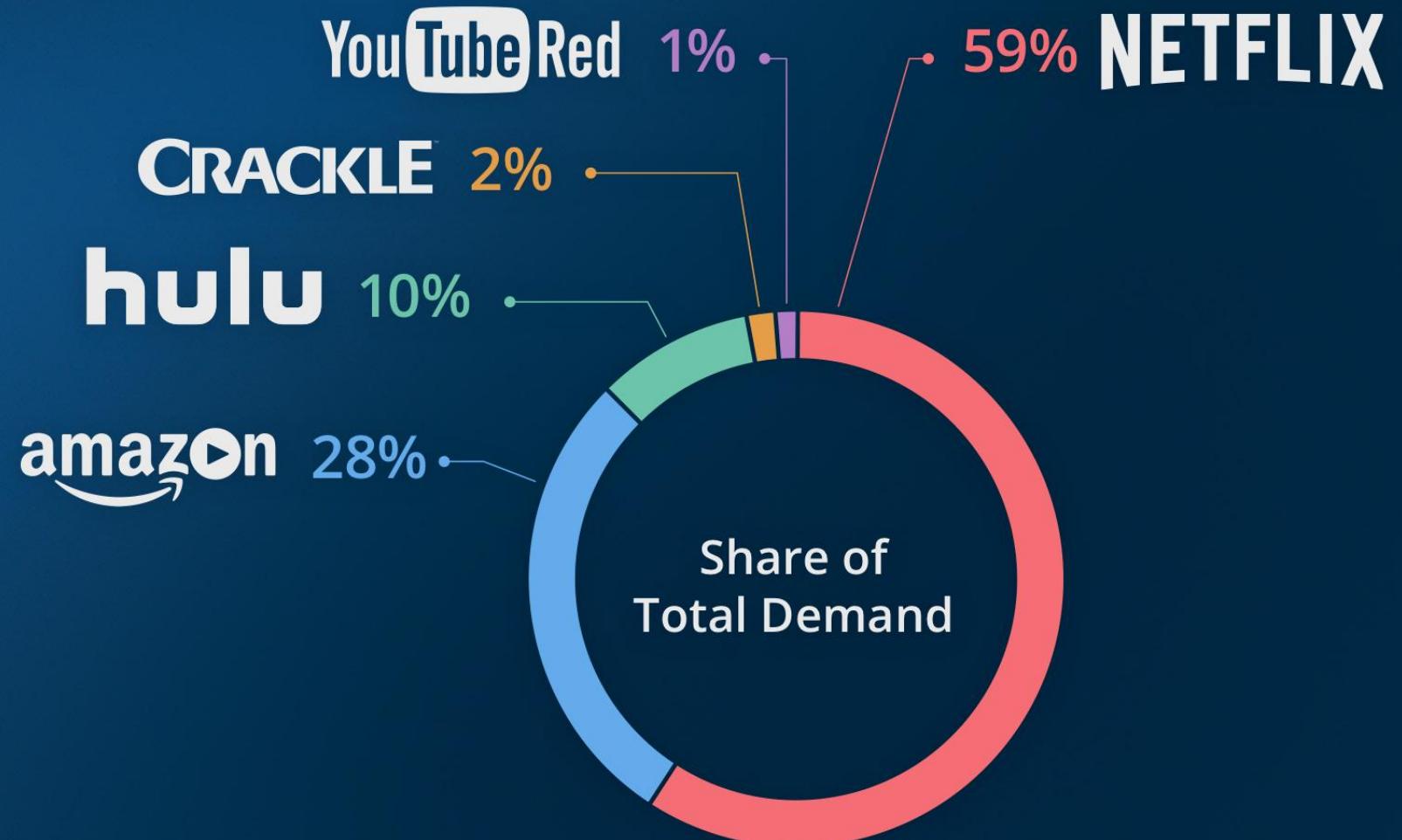
Top digital original series in Japan



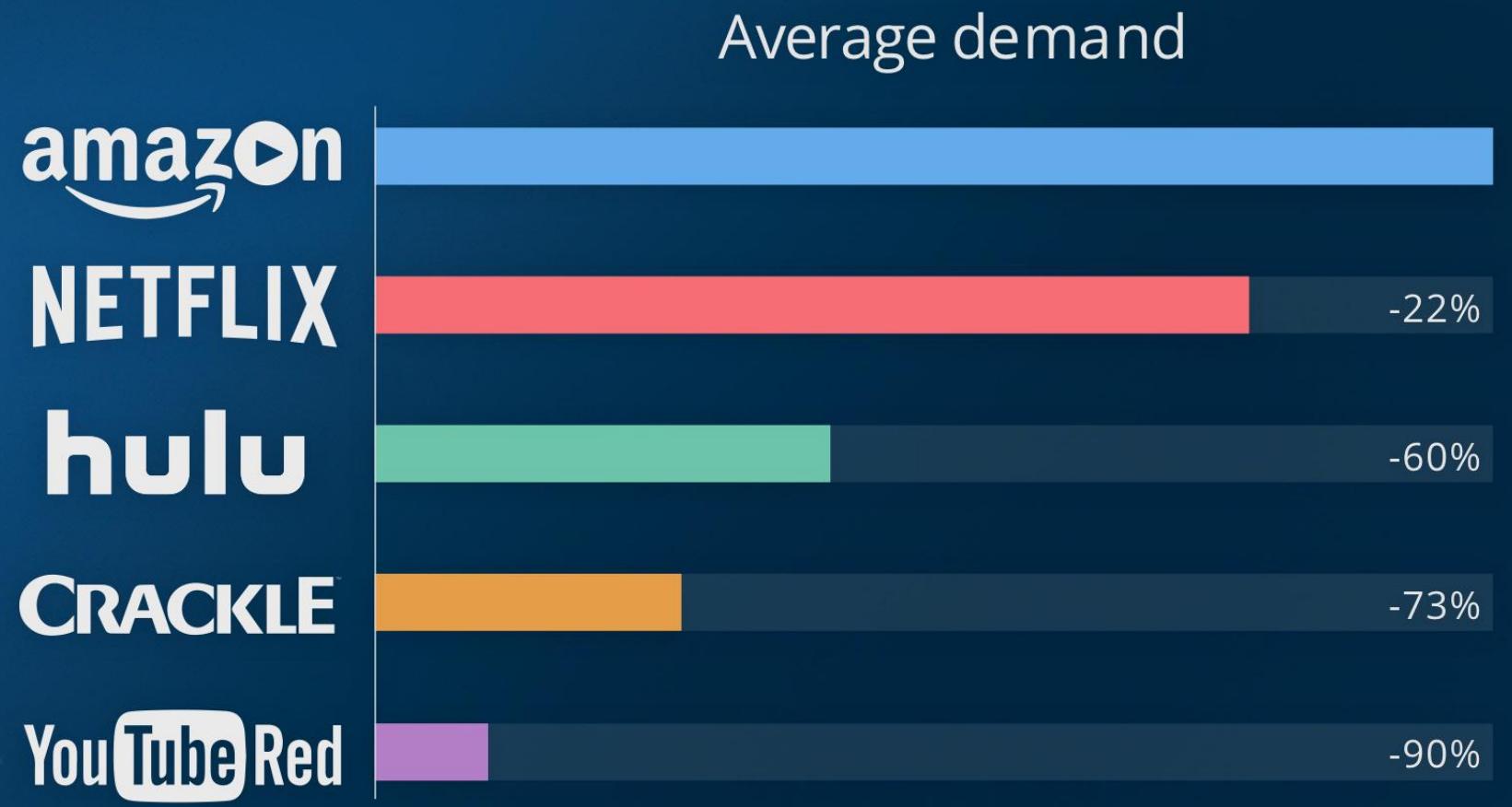
Evolution of demand for key titles



Share of total demand by SVOD platform in Japan

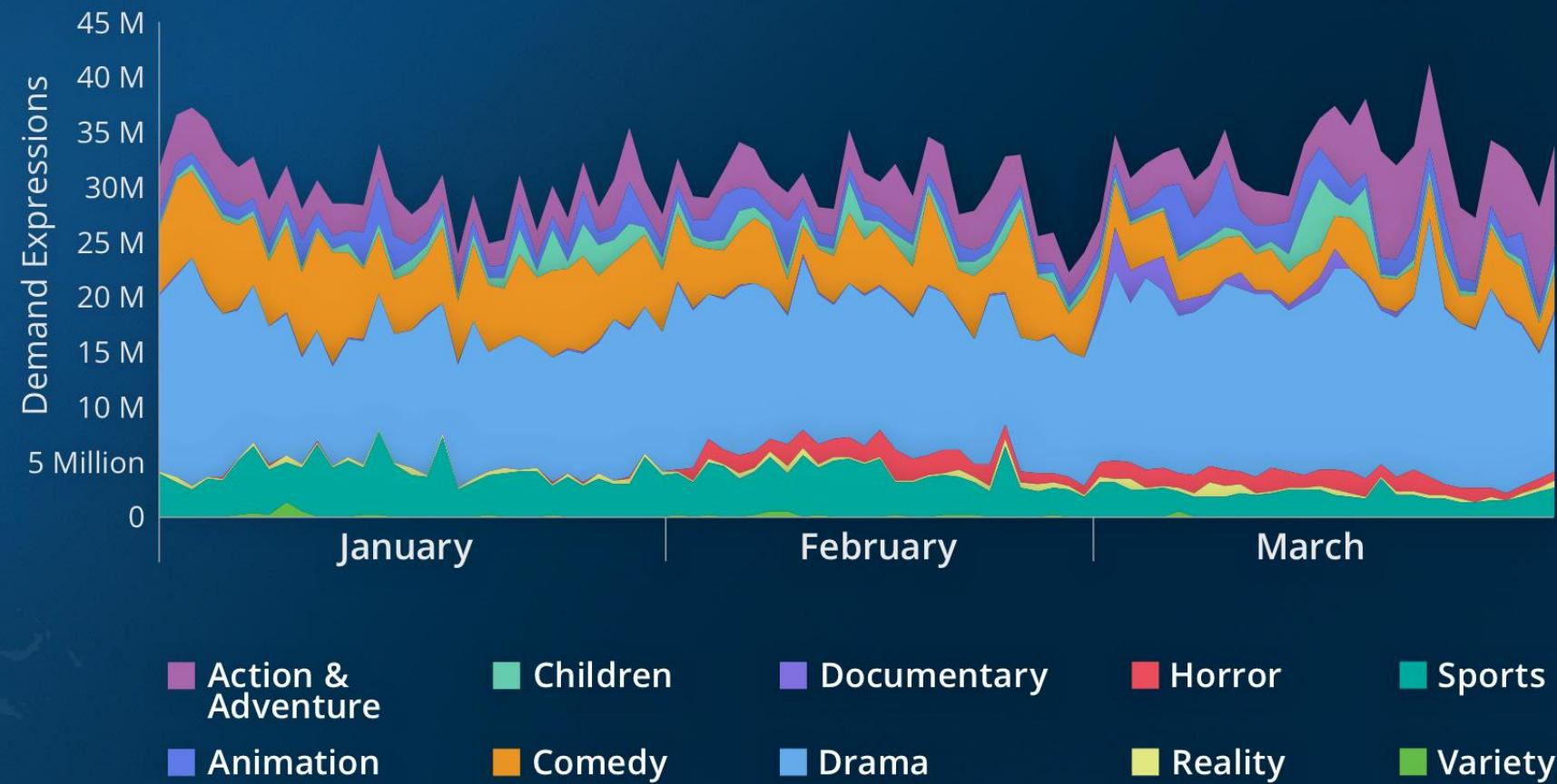


Average title demand by SVOD platform in Japan



Genre trends for digital originals in Japan

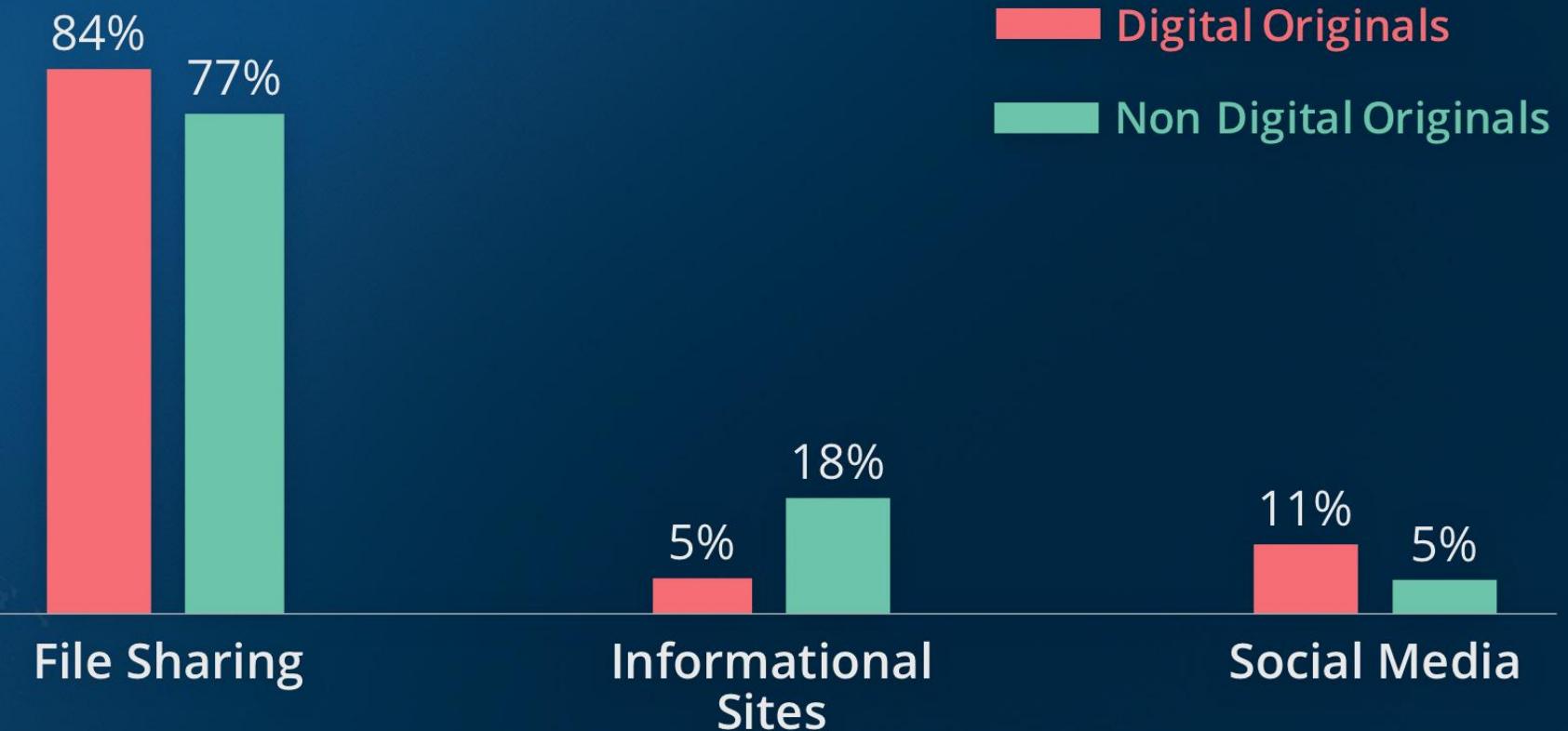
Total digital originals demand by genre



January–March, 2017

Demand breakdown for digital originals v. others

Percent of demand by source



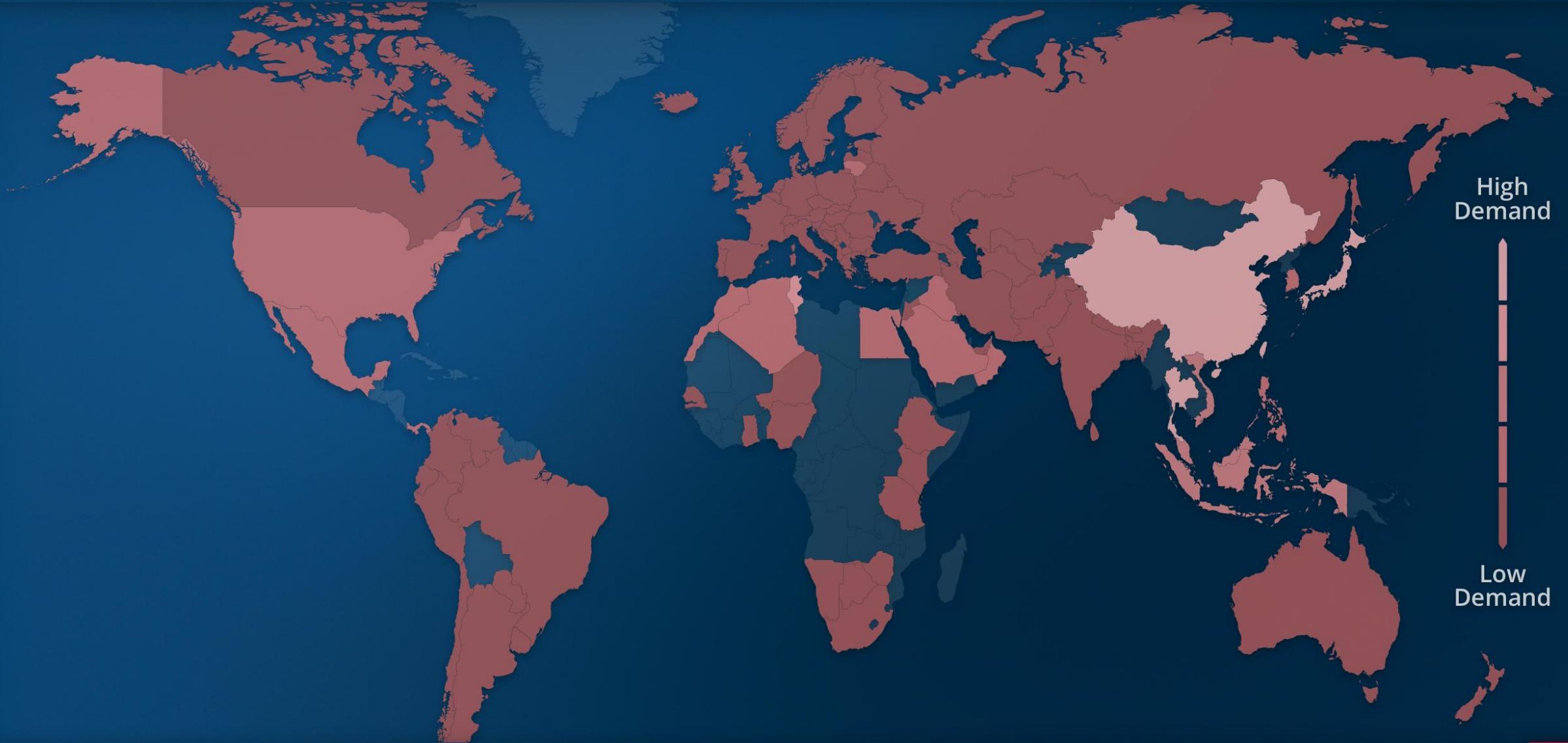
Where in the world is Asian content popular?

2017 Q1

Anime around the world



Korean dramas around the world



Running Man



Fullmetal Alchemist



Pokémon

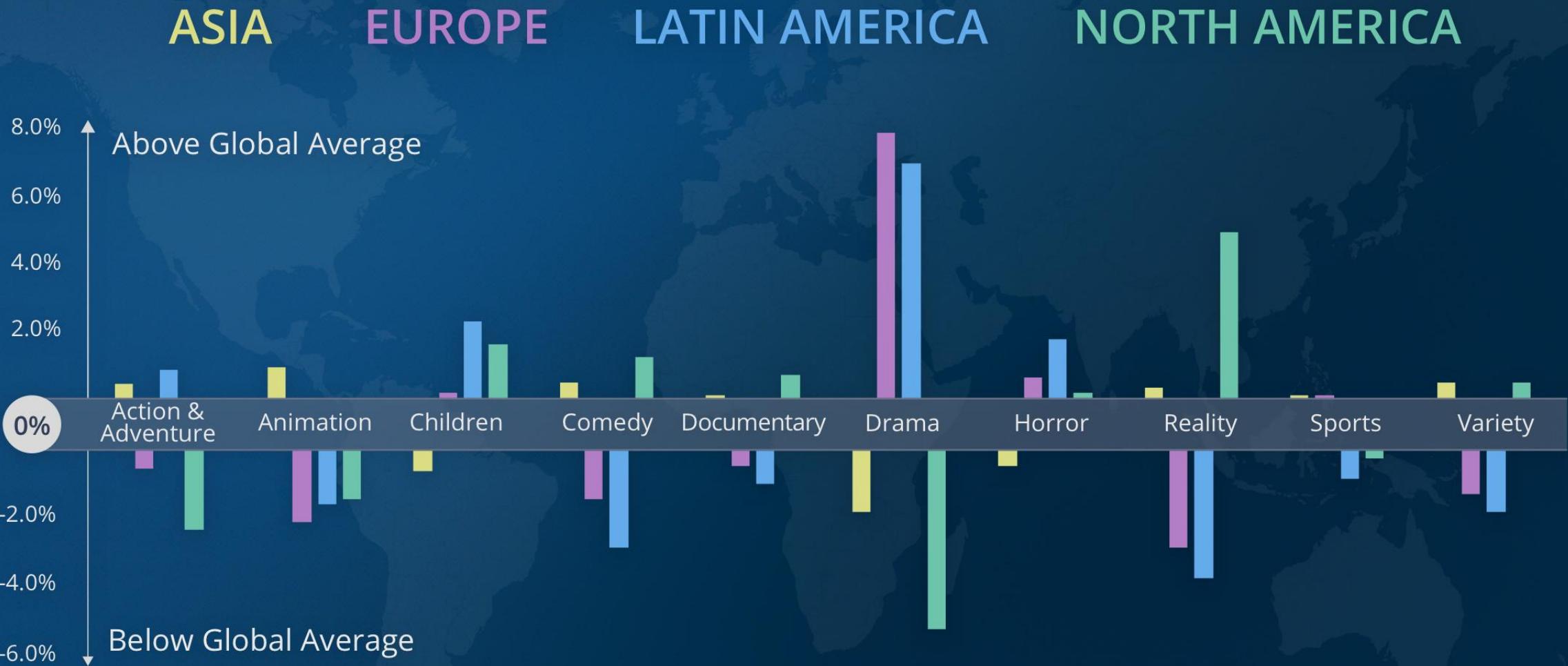




What's more popular in Asia than anywhere else?

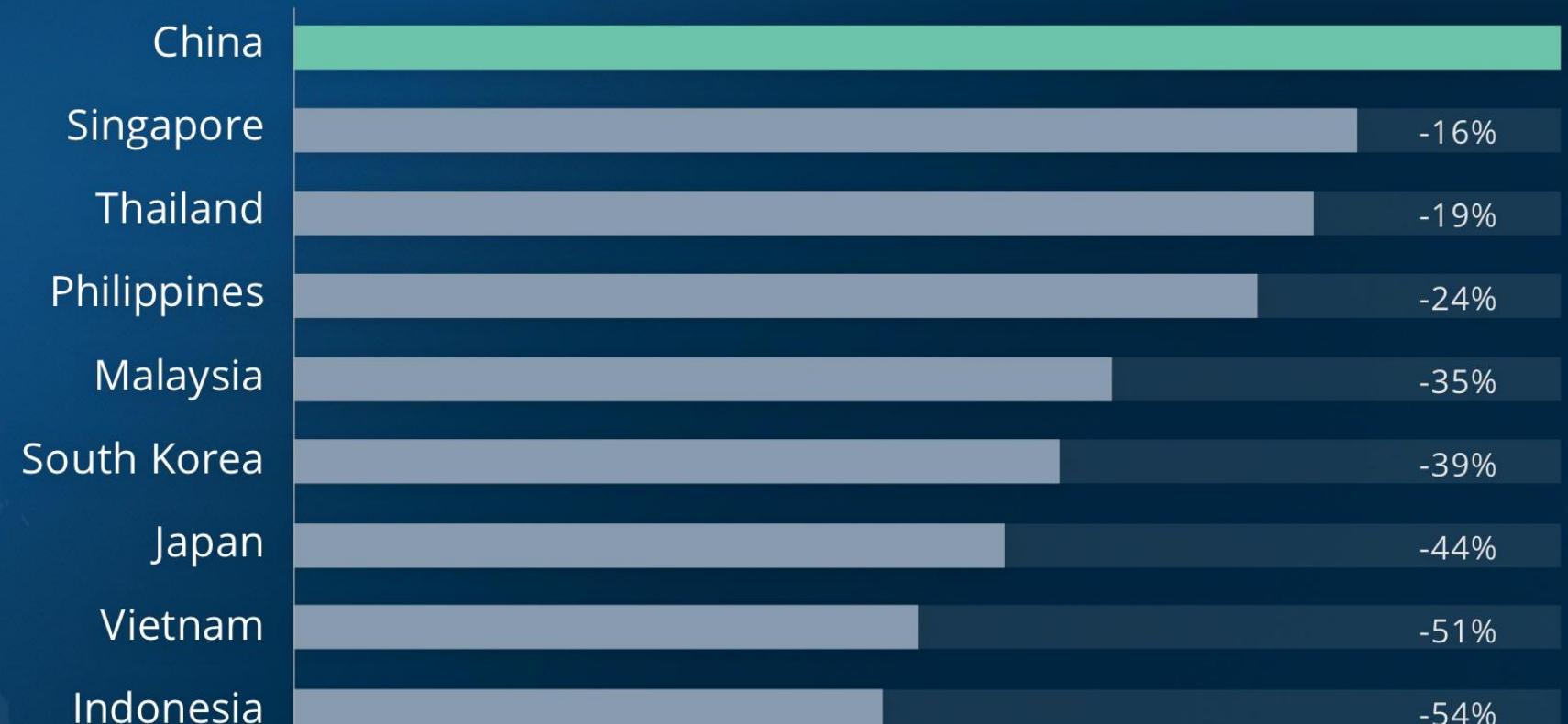
2017 Q1

Over and under-indexing genres



In Asia, political dramas most popular in China

Average Demand for Political Dramas



Percent difference from demand for Political Dramas in China

In the Name of the People: Most Popular Show in China



In The Name Of People



The Walking Dead



House Of Cards



April 9 – May 3, 2017

Variety and game shows most popular in Asia

Top countries by average demand for Variety Shows

- 1 Singapore
- 2 Malaysia
- 3 Thailand
- 4 Hong Kong
- 5 United States
- 6 Vietnam
- 7 China
- 8 Brunei
- 9 Canada
- 10 New Zealand



Saturday Night Live

United States
Canada
New Zealand



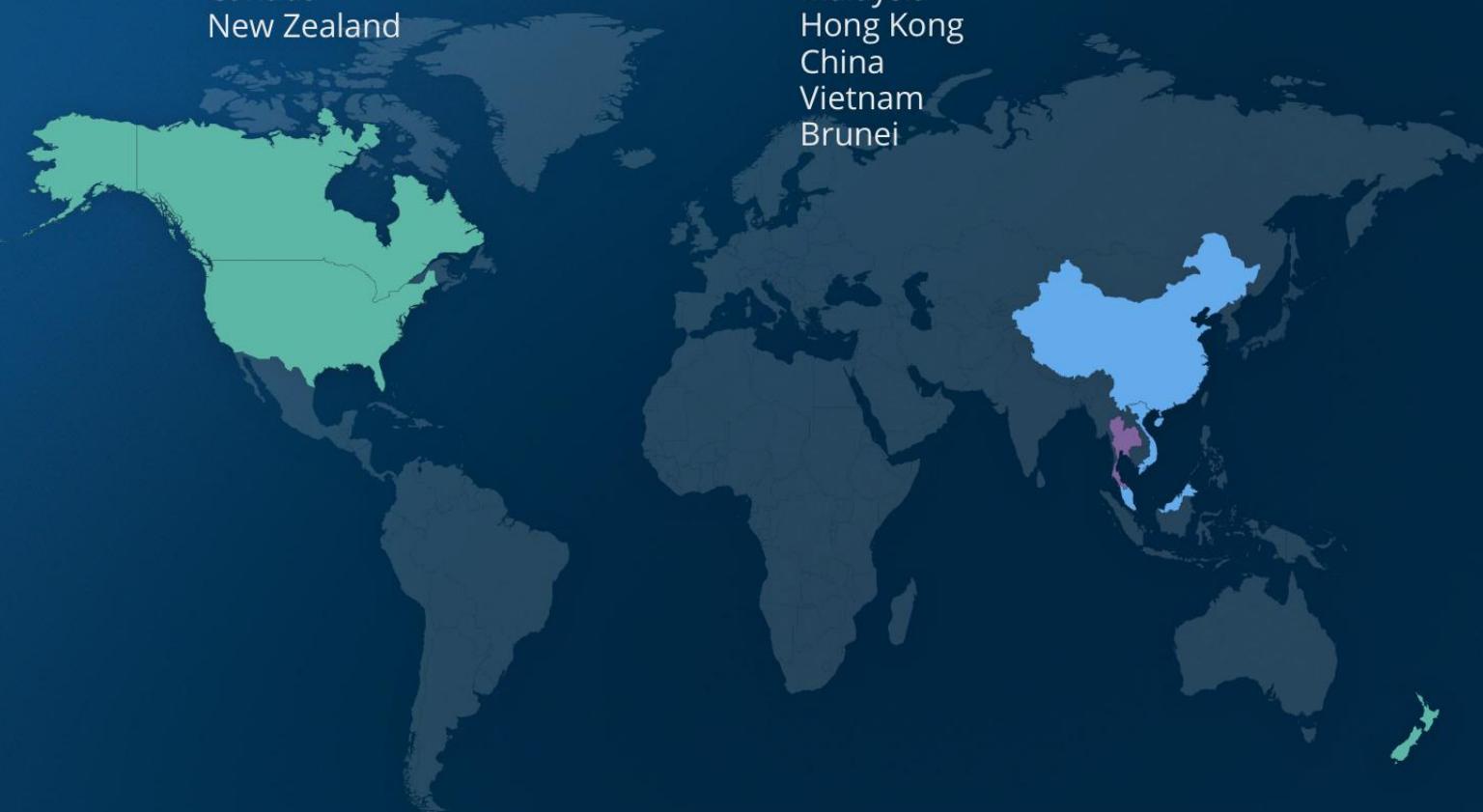
Running Man

Singapore
Malaysia
Hong Kong
China
Vietnam
Brunei



Miss Universe

Thailand

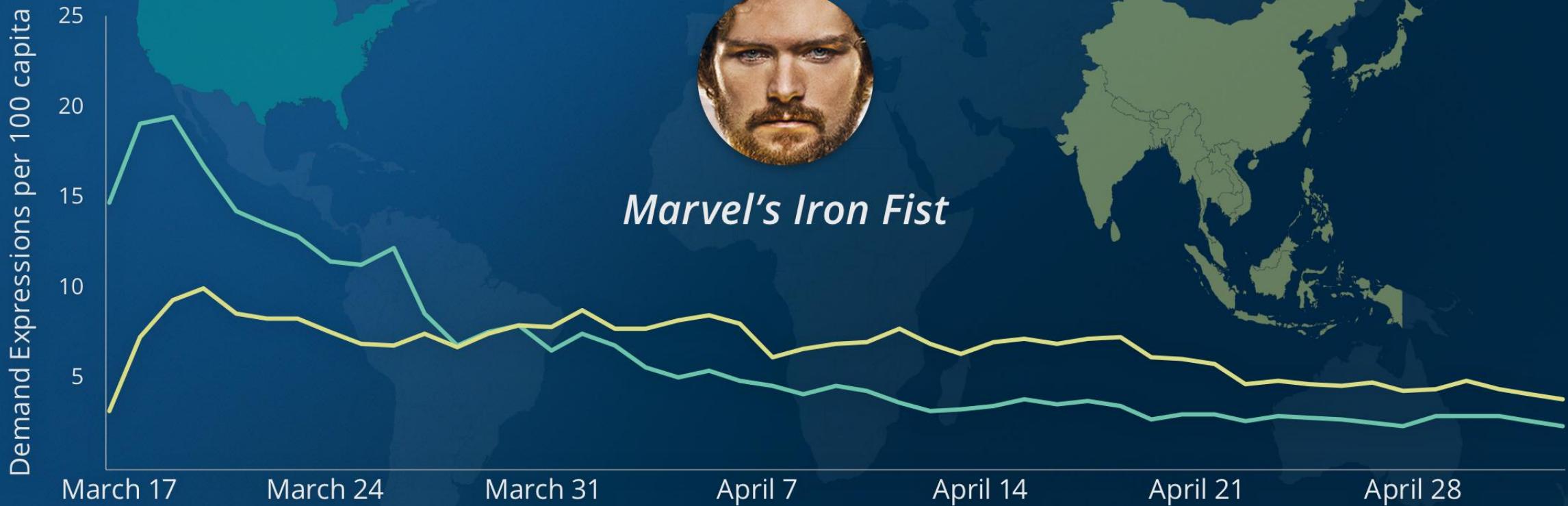


Sustained popularity for Netflix's *Iron Fist* in Asia

ASIA vs. UNITED STATES



Marvel's Iron Fist





Global Demand Measurement

Cross-Platform, Country-Specific, Real-Time

