The Science of Popularity:

Audience Demand Trends in Asia

2017

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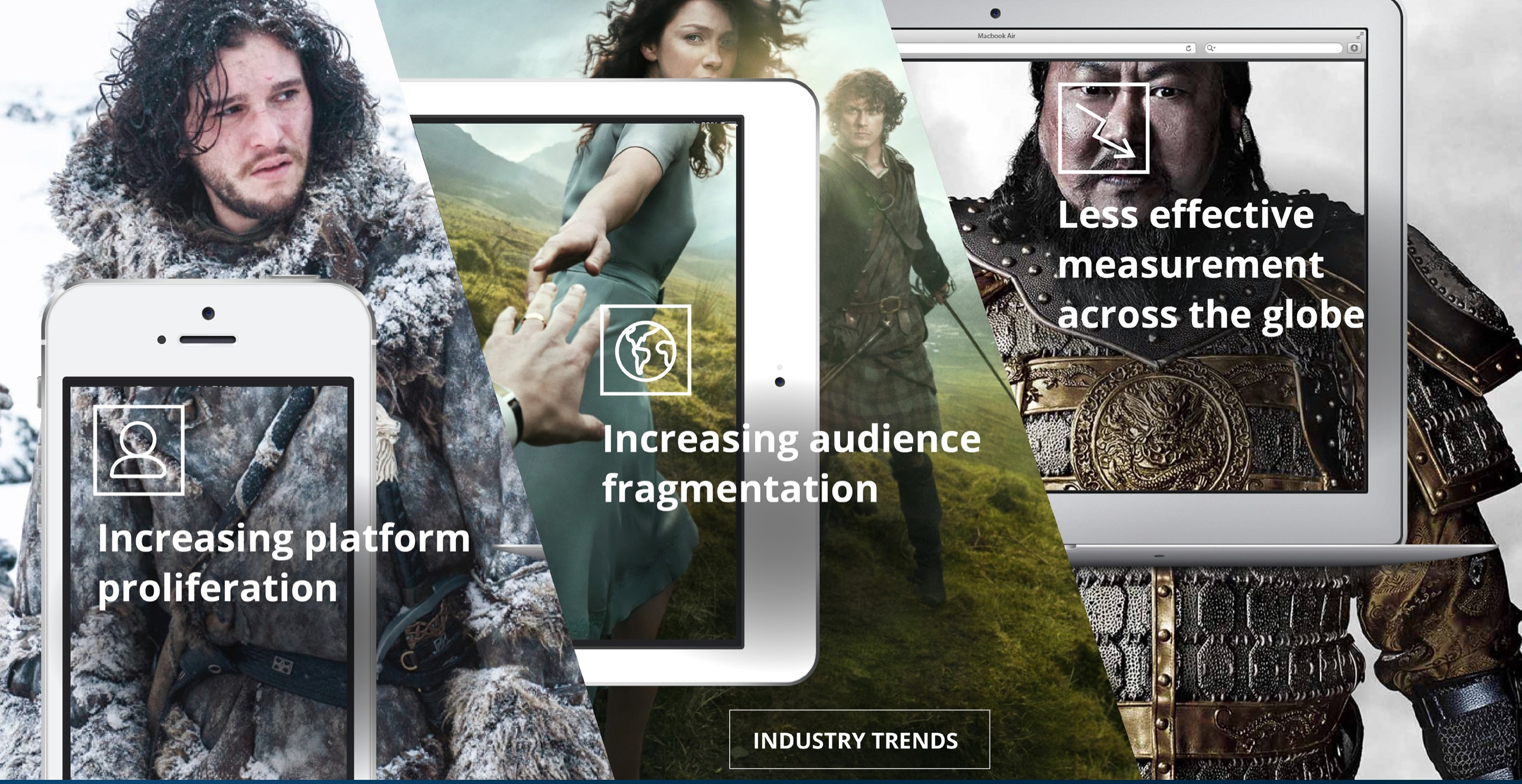

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The Measurement Problem

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

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Global Content Demand

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

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Industry first: *DemandRank*™

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INTRODUCING

The World's Only Cross-Platform

Global Demand Measurement System

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Global Demand Measurement System

DEMAND EXPRESSIONS®

An absolute measure of demand
within a market

Singapore	August 21, 2017
Running Man	783,995
Suits	581,618
The Walking Dead	482,159
The Big Bang Theory	461,239
The Flash	407,286

DEMAND EXPRESSIONS® PER CAPITA

A relative measure of demand
across markets

Running Man	August 21, 2017
Singapore	13.95
Malaysia	7.30
Hong Kong	5.86
Thailand	1.86
South Korea	1.80

Demand Expressions® per 100 capita

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What’s popular in Asia?

2017

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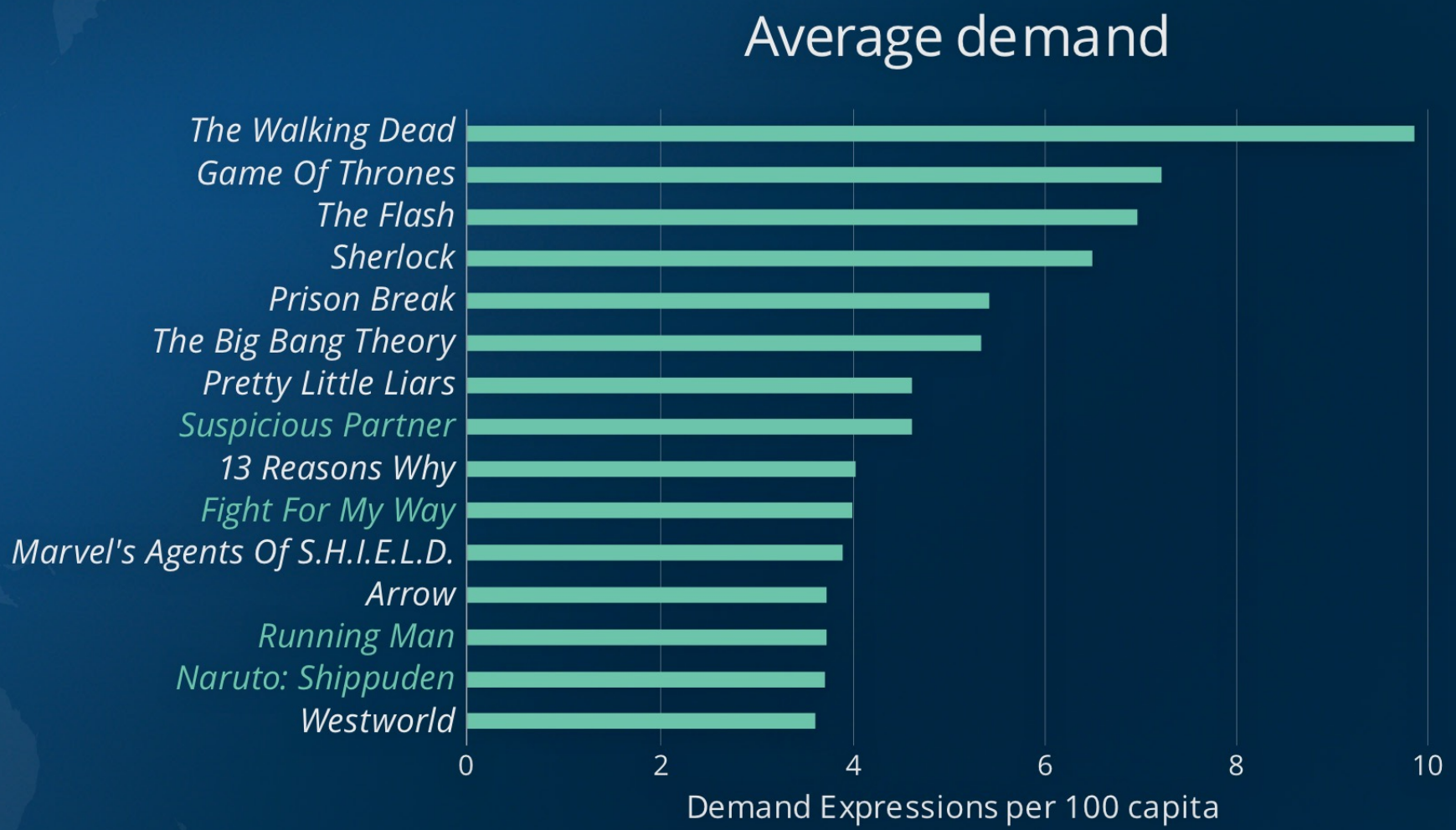
Top 15 Titles across Asia



January–June, 2017

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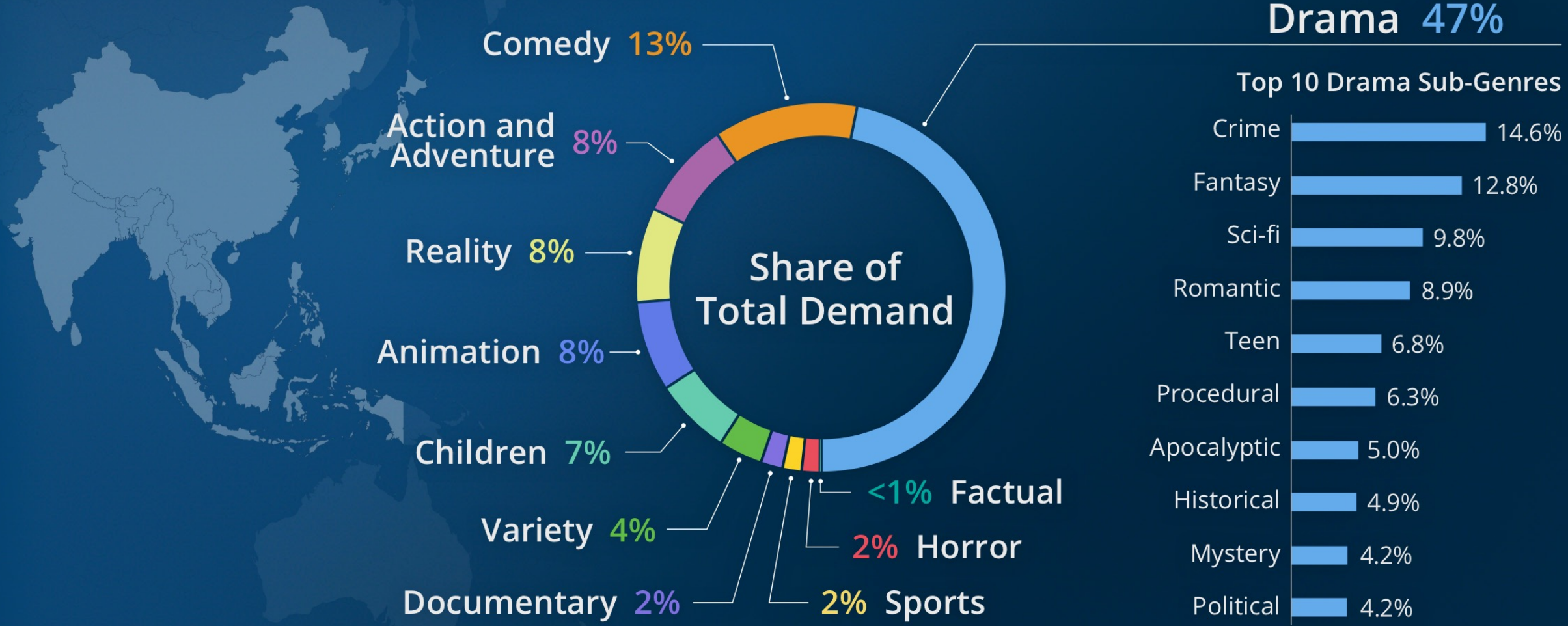
Genre demand breakdown for Asia



January–June, 2017

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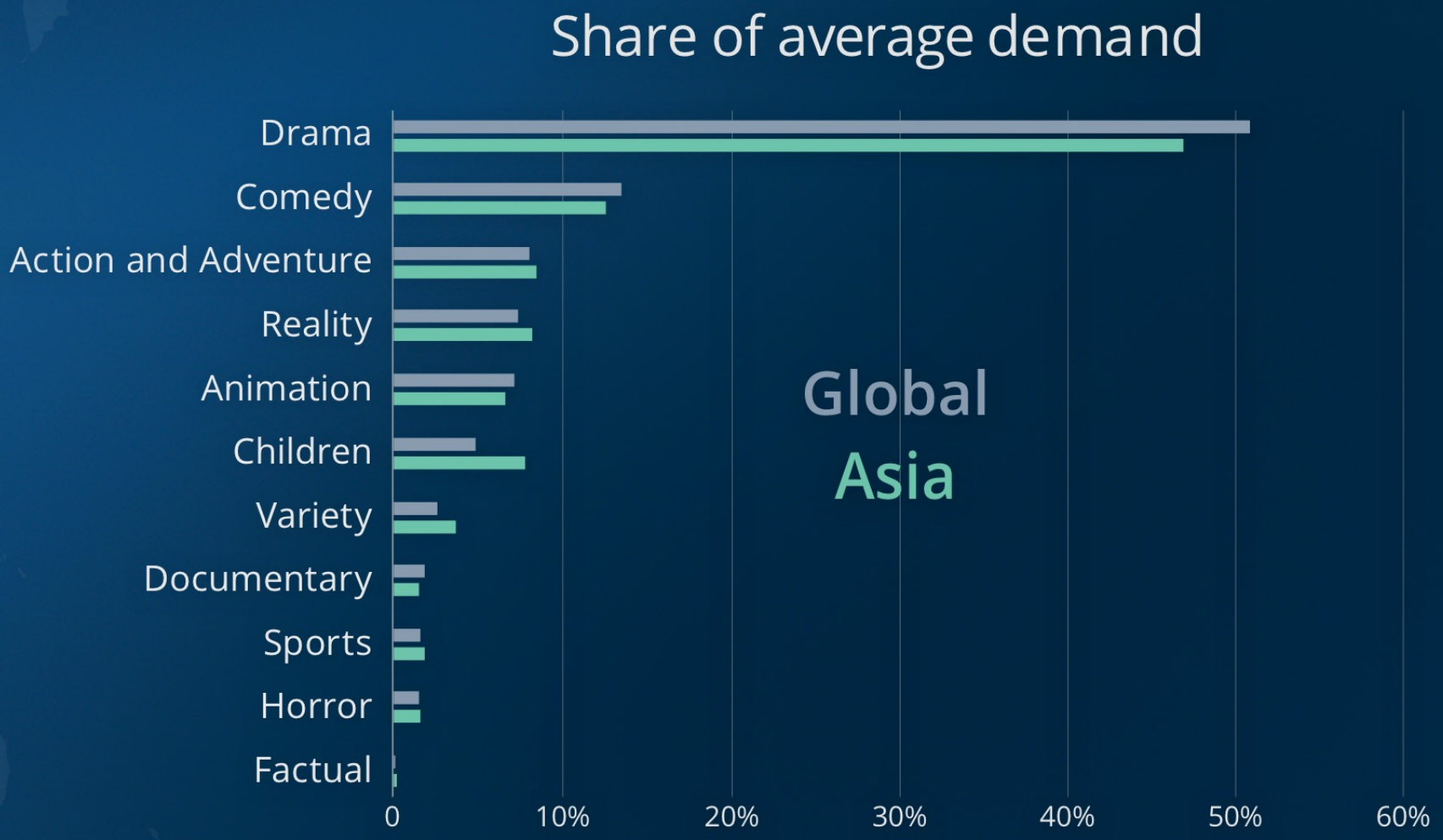
Asian genre demand compared to global averages



January–June, 2017

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In focus: South Korea

2017

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Most popular dramas in South Korea

July, 2017

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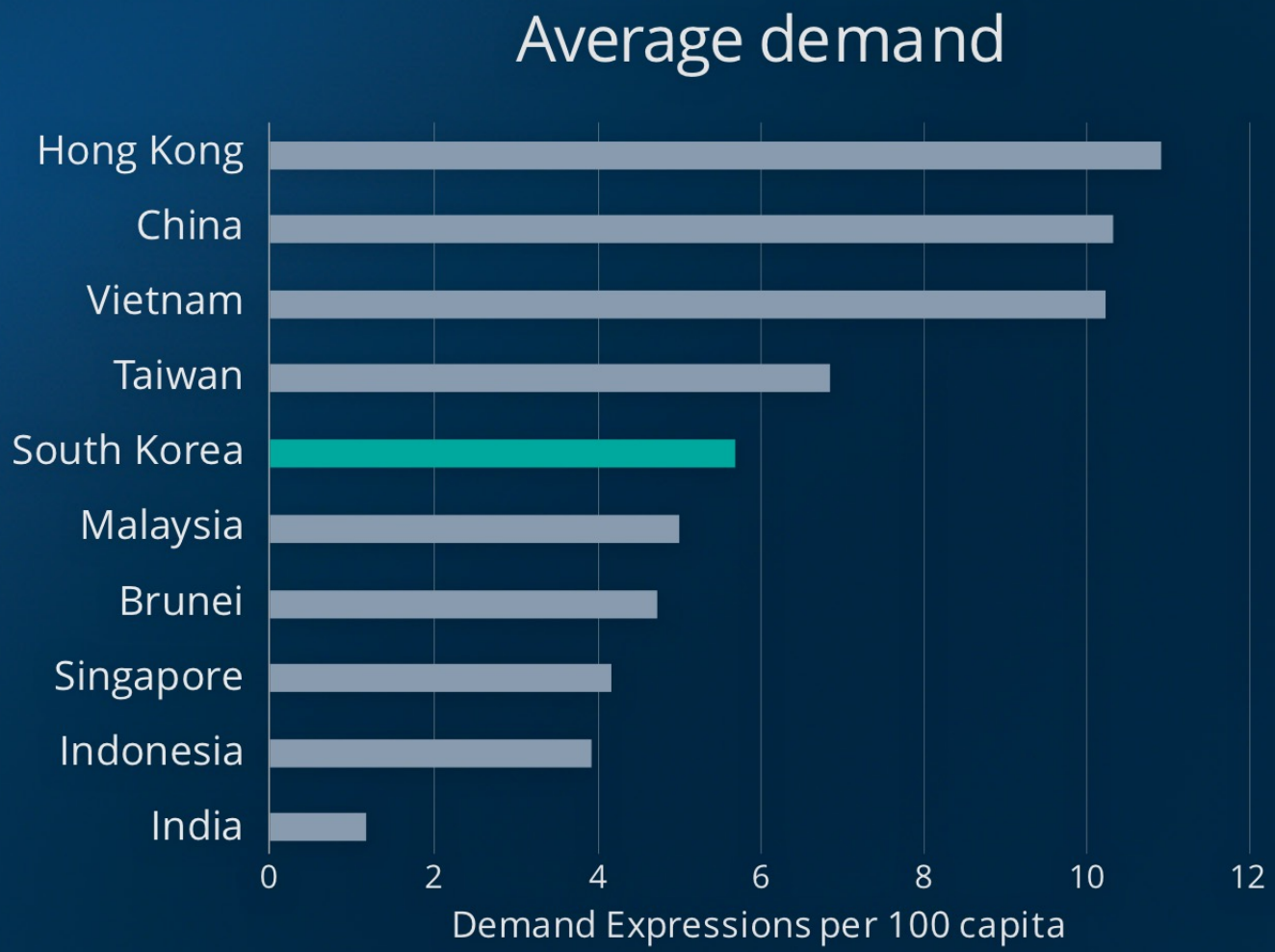
Suspicious Partner: Where else is it popular?

Suspicious Partner

South Korea



July, 2017

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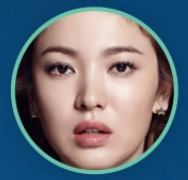
Descendants Of The Sun vs. *Game Of Thrones* in South Korea



Descendants Of The Sun

Game Of Thrones

DotS wins awards at DramaFever and Houston Intl Film Fest

GoT Season 7 trailer release

GoT information from San Diego Comic Convention

DotS romantic leads announce their real-life engagement

GoT Season 7 pre-release marketing

GoT Season 7 US premiere

DotS stars announce wedding details

Demand Expressions

10 M
8 M
6 M
4 M
2 M
0

May | June | July | August

May 1 – August 20, 2017

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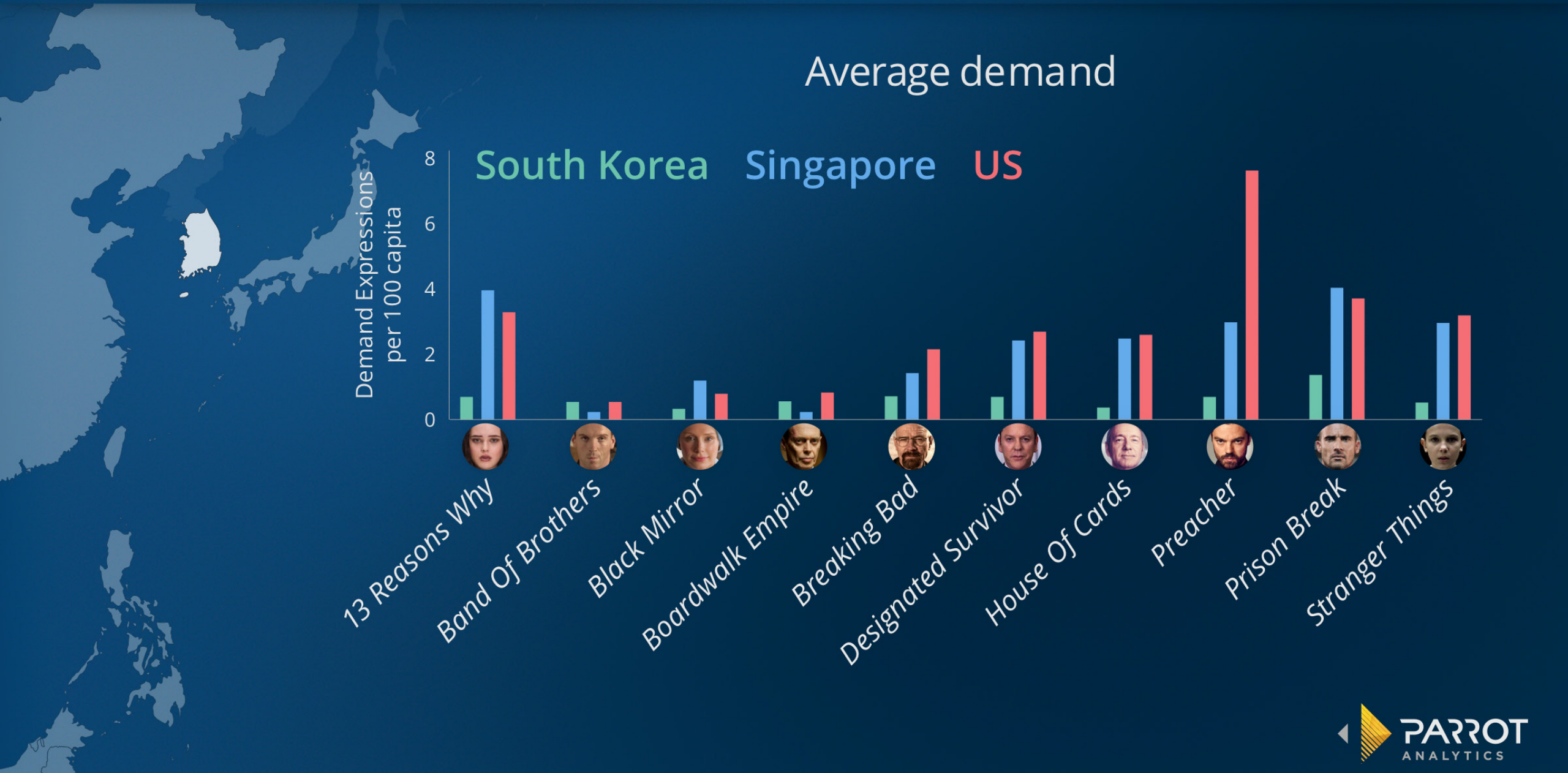
US dramas in South Korea vs. Singapore and the US



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Audience affinity in the US for *Fight For My Way*

July, 2017

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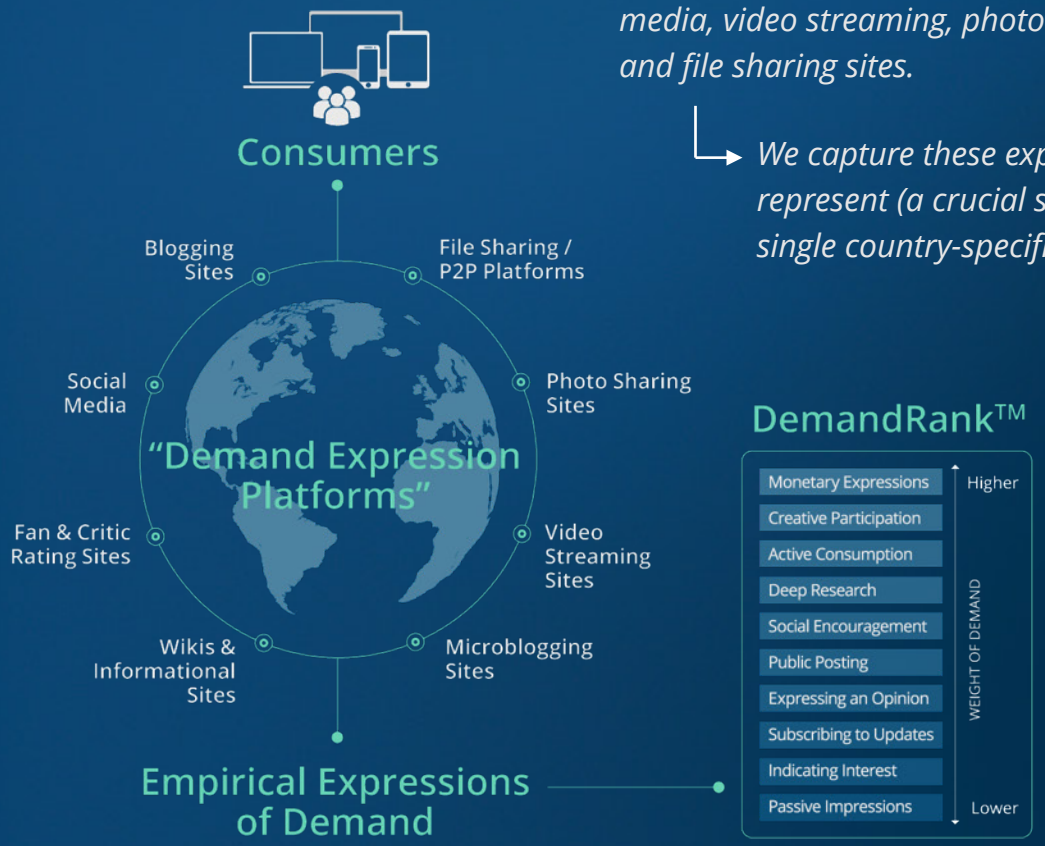
Global Demand Measurement

What is "demand" for content?

'Demand' for content is essentially the dictionary definition: it is the desire, engagement and viewership by consumers for a particular commodity. Demand for television content is what drives transactions and consumption on all platforms, such as linear TV, PayTV and SVOD services.

Consumers express their demand for television shows through a multitude of 'demand expression' platforms, including social media, video streaming, photo sharing, blogging and micro-blogging, fan and critic rating platforms, peer-to-peer protocols and file sharing sites.

We capture these expressions of demand from all of these sources, weight them according to how much demand they represent (a crucial step, unique to Parrot Analytics, which allows us to filter out the 'noise') and combine them into a single country-specific measure of demand.



DemandRank™ → **Demand Expressions®**

The Demand Expressions® quantify the weighted audience demand for a title, in a market (regardless of which platform the title airs on)

NOW, WE CAN BEGIN TO UNDERSTAND TV CONTENT LIKE NEVER BEFORE

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Global Demand Measurement

Cross-Platform, Country-Specific, Real-Time

Parrot Analytics is a technology and data science company that measures global demand for television content. Its *Demand Measurement System* is leveraged by leading global media organizations to understand global demand for content across their (and their competitors') portfolios, enabling them to increase the yield on their investments, acquisitions, marketing and distribution strategies to ultimately stand out in a crowded market through an unprecedented understanding of global content popularity.

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