The Science of Popularity: Audience Demand Trends in Asia

2017
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

- Real-Time
- Cross-Platform
- Country-Specific
Industry first: **DemandRank™**

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

- File Sharing / P2P Platforms
- Blogging Sites
- Social Media
- Photo Sharing Sites
- Video Streaming Sites
- Fan & Critic Rating Sites
- Wikis & Informational Sites
- Micro Blogging Sites

**Demand**

Higher

Lower
INTRODUCING

The World’s Only Cross-Platform

Global Demand Measurement System
# Global Demand Measurement System

**DEMAND EXPRESSIONS®**

*An absolute measure of demand within a market*

<table>
<thead>
<tr>
<th>Country</th>
<th>Demand Expressions®</th>
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<tbody>
<tr>
<td>Singapore</td>
<td>738,995</td>
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<tr>
<td>Running Man</td>
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<td>The Flash</td>
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**DEMAND EXPRESSIONS® PER CAPITA**

*A relative measure of demand across markets*

*Demand Expressions® per 100 capita*
What’s popular in Asia?

2017
Top 15 Titles across Asia

Average demand

- The Walking Dead
- Game Of Thrones
- The Flash
- Sherlock
- Prison Break
- The Big Bang Theory
- Pretty Little Liars
- Suspicious Partner
- 13 Reasons Why
- Fight For My Way
- Marvel's Agents Of S.H.I.E.L.D.
- Arrow
- Running Man
- Naruto: Shippuden
- Westworld

Demand Expressions per 100 capita

January–June, 2017
Genre demand breakdown for Asia

Drama 47%

Top 10 Drama Sub-Genres
- Crime 14.6%
- Fantasy 12.8%
- Sci-fi 9.8%
- Romantic 8.9%
- Teen 6.8%
- Procedural 6.3%
- Apocalyptic 5.0%
- Historical 4.9%
- Mystery 4.2%
- Political 4.2%

January–June, 2017
In focus: South Korea

2017
Most popular dramas in South Korea

Average demand

Country of origin

UK 2%
Korea 90%
US 8%

Fight For My Way
My Father Is Strange
The Bride Of Habaek
Seven Day Queen
Band Of Sisters
Nameless Woman
Suspicious Partner
Bad Thief, Good Thief
Descendants Of The Sun
Rebel: Thief Who Stole The Sun
Moon Lovers: Scarlet...
Suspicious Partner: Where else is it popular?

Average demand

- Hong Kong
- China
- Vietnam
- Taiwan
- South Korea
- Malaysia
- Brunei
- Singapore
- Indonesia
- India

Demand Expressions per 100 capita

July, 2017
Descendants Of The Sun vs. Game Of Thrones in South Korea

- DotS wins awards at DramaFever and Houston Intl Film Fest
- DotS romantic leads announce their real-life engagement
- GoT Season 7 trailer release
- GoT Season 7 pre-release marketing
- GoT Season 7 US premiere
- DotS stars announce wedding details

May 1 – August 20, 2017
US dramas in South Korea vs. Singapore and the US

Average demand

13 Reasons Why, Band Of Brothers, Black Mirror, Boardwalk Empire, Breaking Bad, Designated Survivor, House Of Cards, Preacher, Prison Break, Stranger Things
Audience affinity in the US for *Fight For My Way*
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.

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

Global Demand Measurement

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