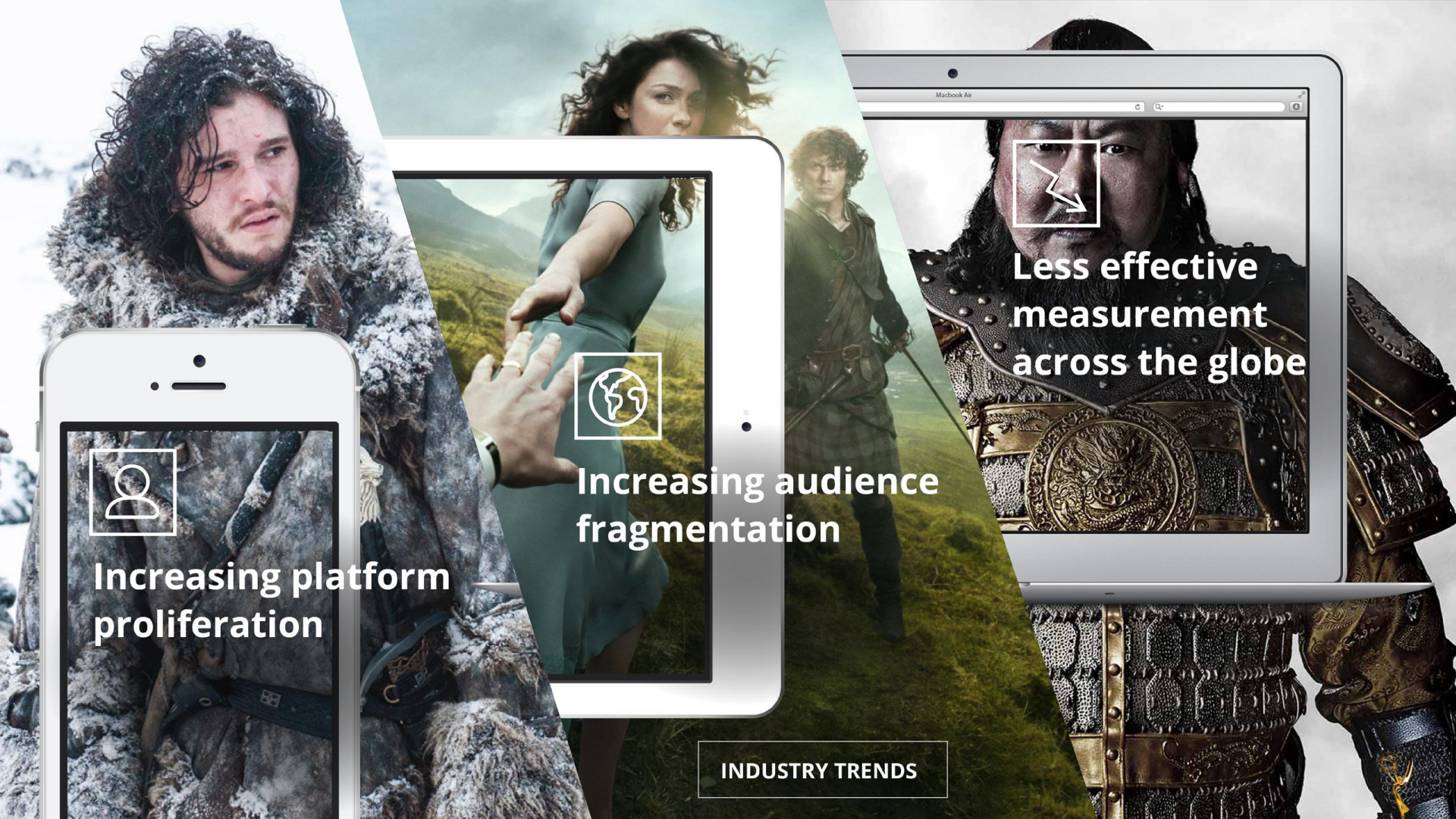
Understanding global demand for TV content: Making sense of the fragmented world

INTERNATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

PARROT ANALYTICS


Macbook Air
Increasing platform proliferation
Increasing audience fragmentation
Less effective measurement across the globe
INDUSTRY TRENDS

The Measurement Problem

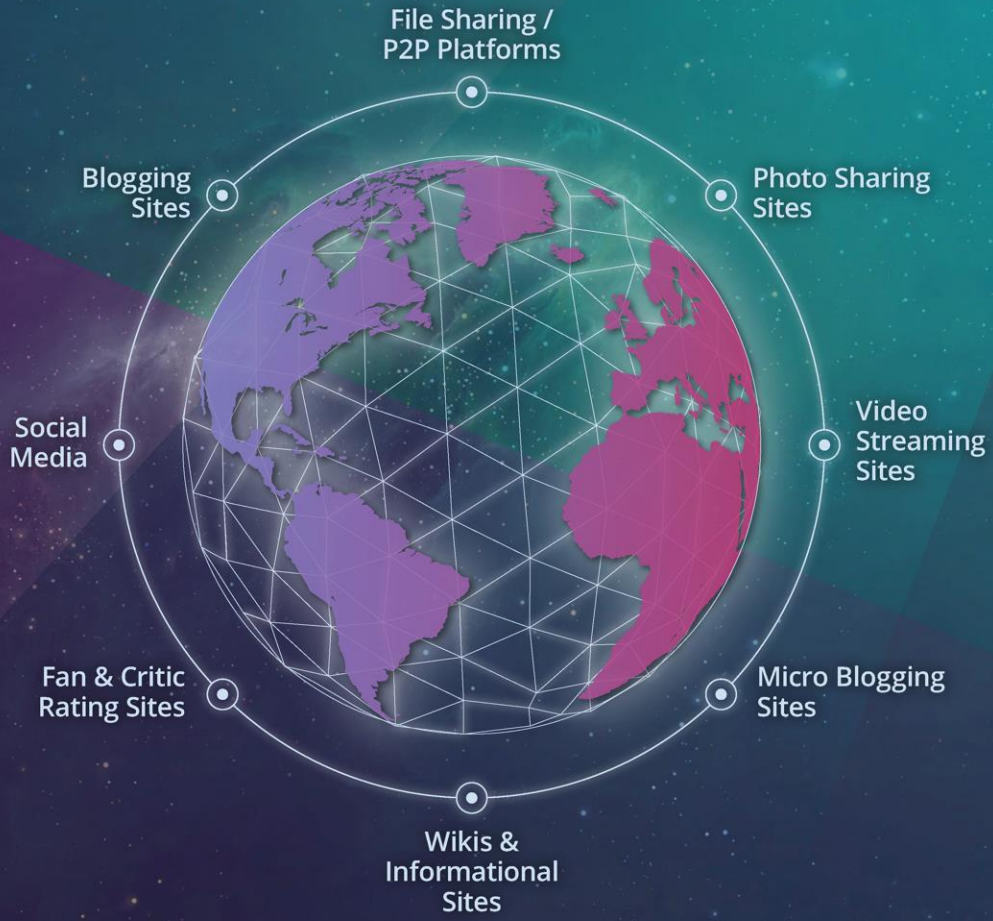
Surveys and panel-based measurement are no longer sufficient to provide the global, cross-platform view of consumer demand for content.

Global Content Demand

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

Global Content Demand

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



Industry-first: *DemandRank*™

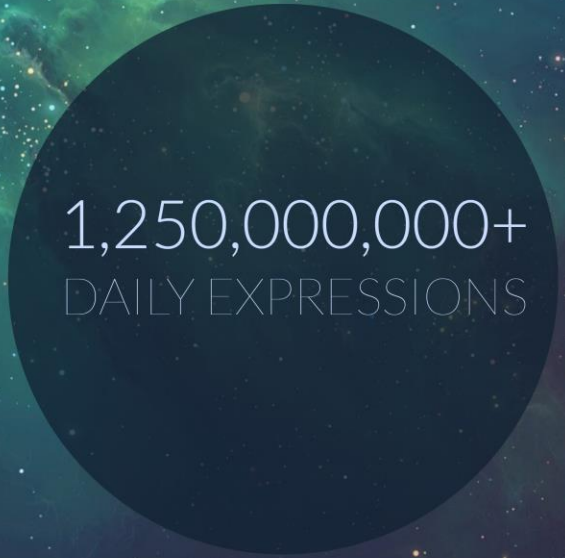
Higher

DEMAND

Lower

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

A UNIVERSE OF DEMAND DATA



Global Demand Measurement System

Demand Expressions™

An absolute measure of demand within a market.

France	November 6, 2016
Westworld	5,396,974
Orange is The New Black	3,069,145
Quantico	1,201,531
The Daily Show with Trevor Noah	334,044
Days of Our Lives	73,259

Demand Rating™

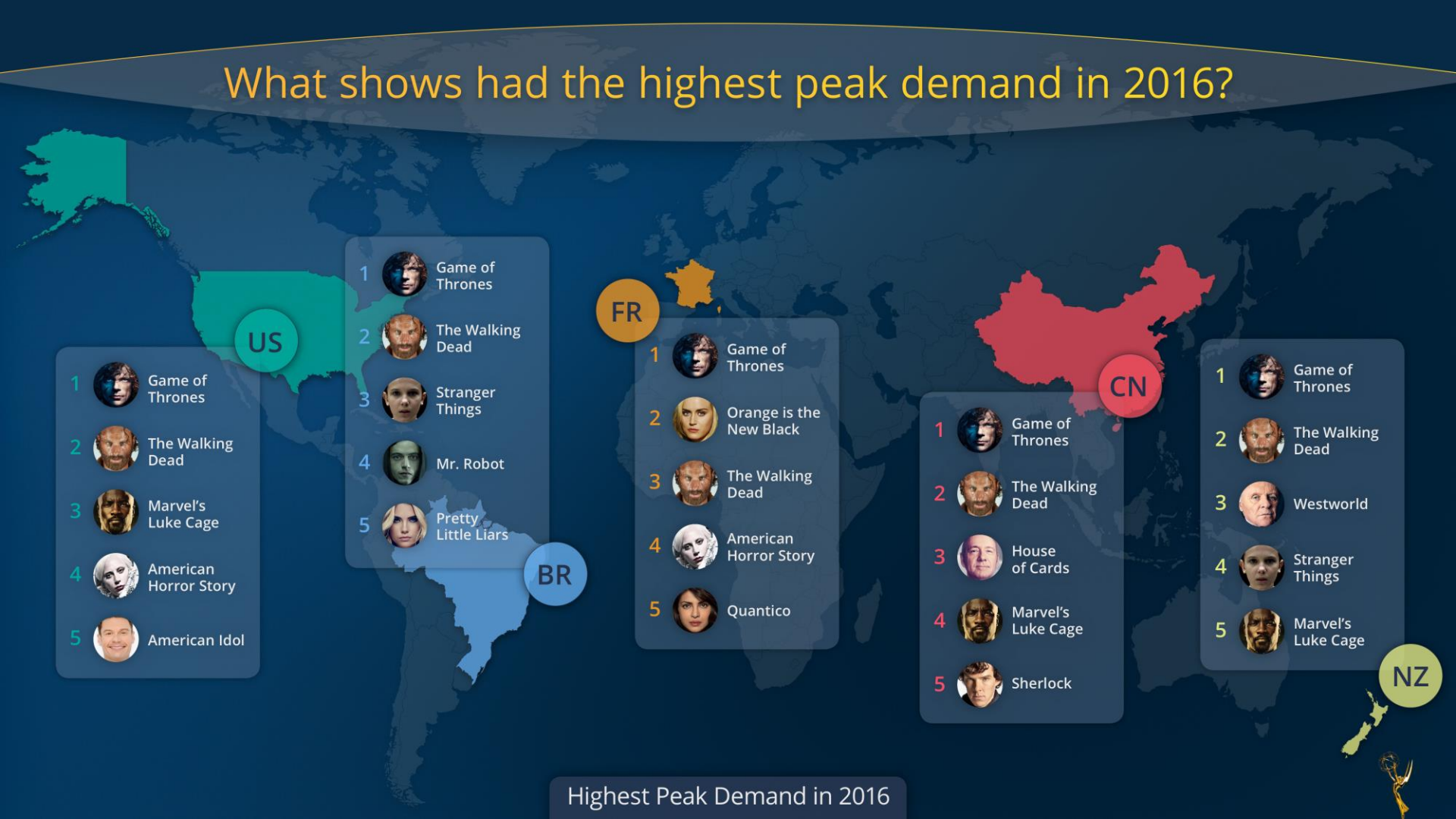
A relative measure of demand across markets.

The Crown	November 6, 2016
United Kingdom	88.06
Canada	82.91
Italy	77.94
New Zealand	75.15
China	54.74

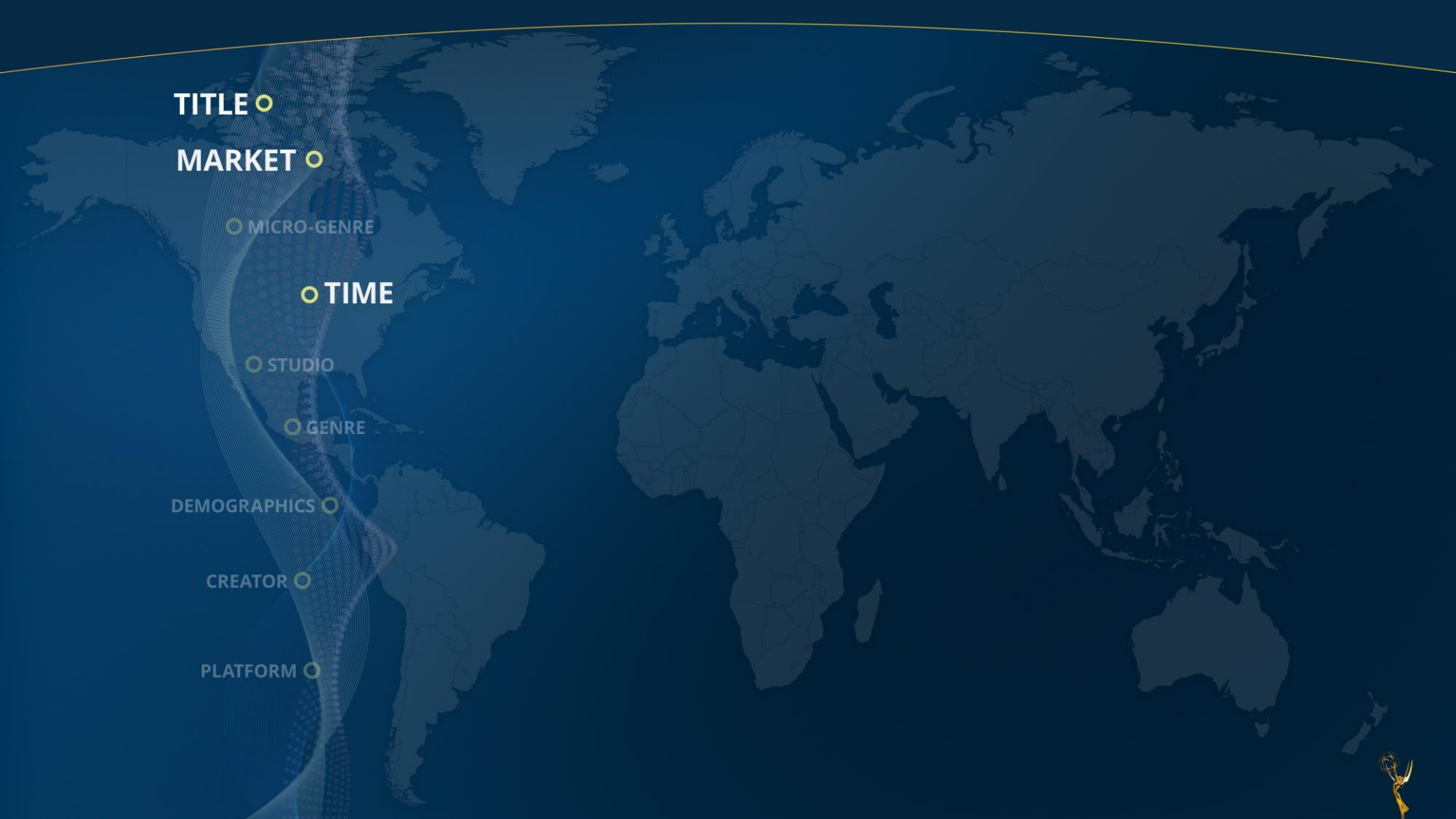
Maximum Demand in 2016

TITLE
MARKET
MICRO-GENRE
TIME
STUDIO
GENRE
DEMOGRAPHICS
CREATOR
PLATFORM

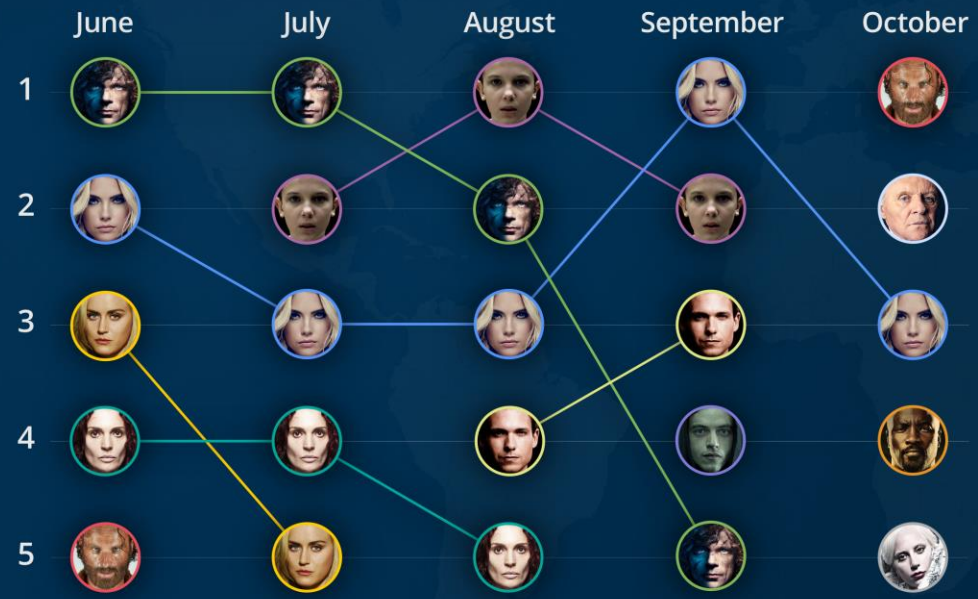
What shows had the highest peak demand in 2016?



Highest Peak Demand in 2016


TITLE
MARKET
MICRO-GENRE
TIME
STUDIO
GENRE
DEMOGRAPHICS
CREATOR
PLATFORM

Top Shows Change Over Time



The Walking Dead
Game of Thrones
Pretty Little Liars
Orange is The New Black
Westworld
Stranger Things
Suits
Wentworth
Mr.Robot
Marvel's Luke Cage
American Horror Story

AU

Average Demand | June – October, 2016

Dark and mysterious titles on top in LATAM

DEMAND DIFFERENCE

Game Of Thrones

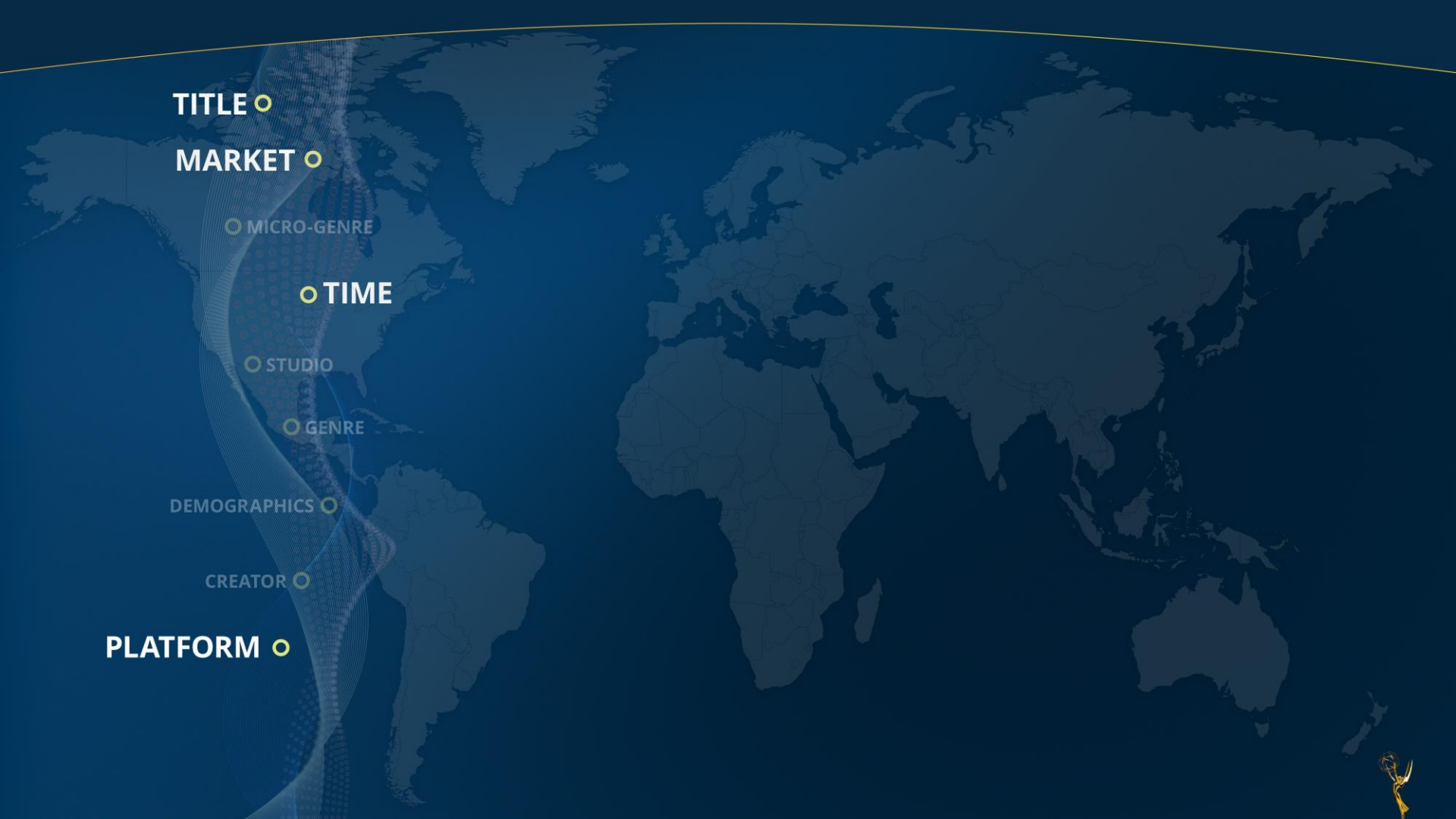
The Walking Dead -18%

Pretty Little Liars -24%

Stranger Things -59%

American Horror Story -60%

Average Demand in 2016


TITLE
MARKET
MICRO-GENRE
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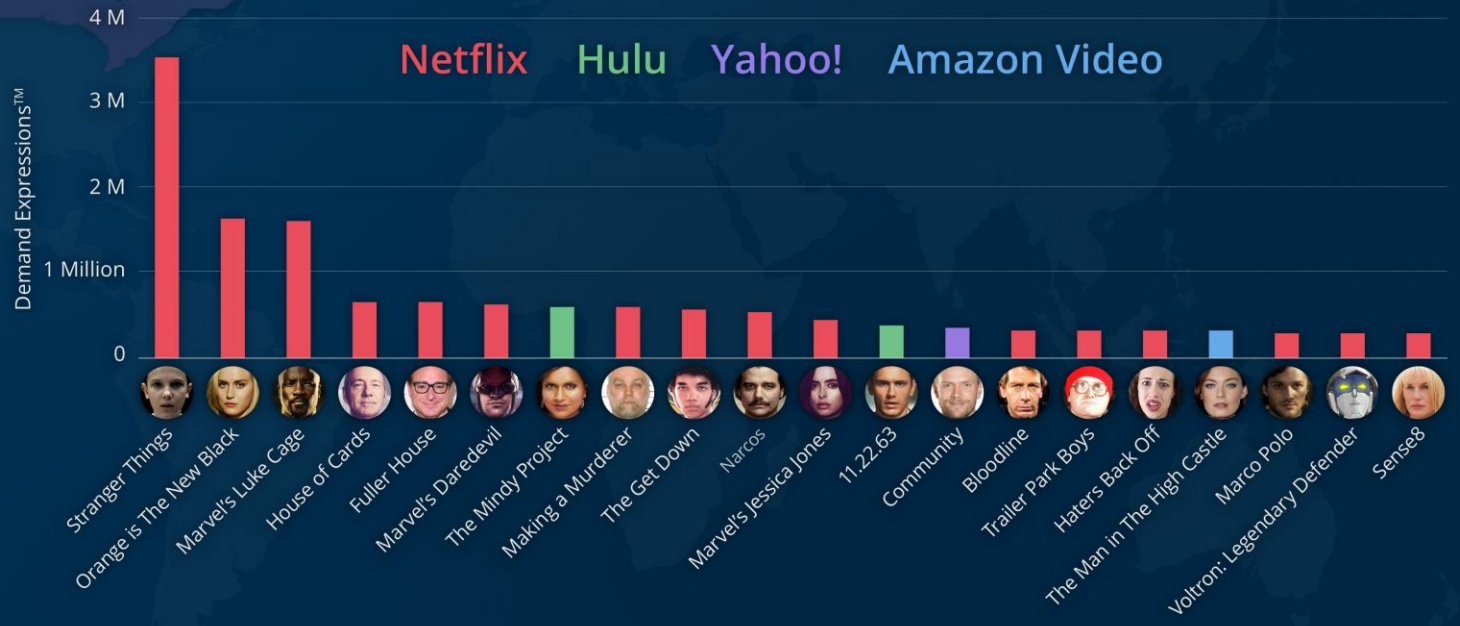
GENRE
DEMOGRAPHICS
CREATOR
PLATFORM

What are the top digital original series?

CA

Demand for Digital Original Series in Canada

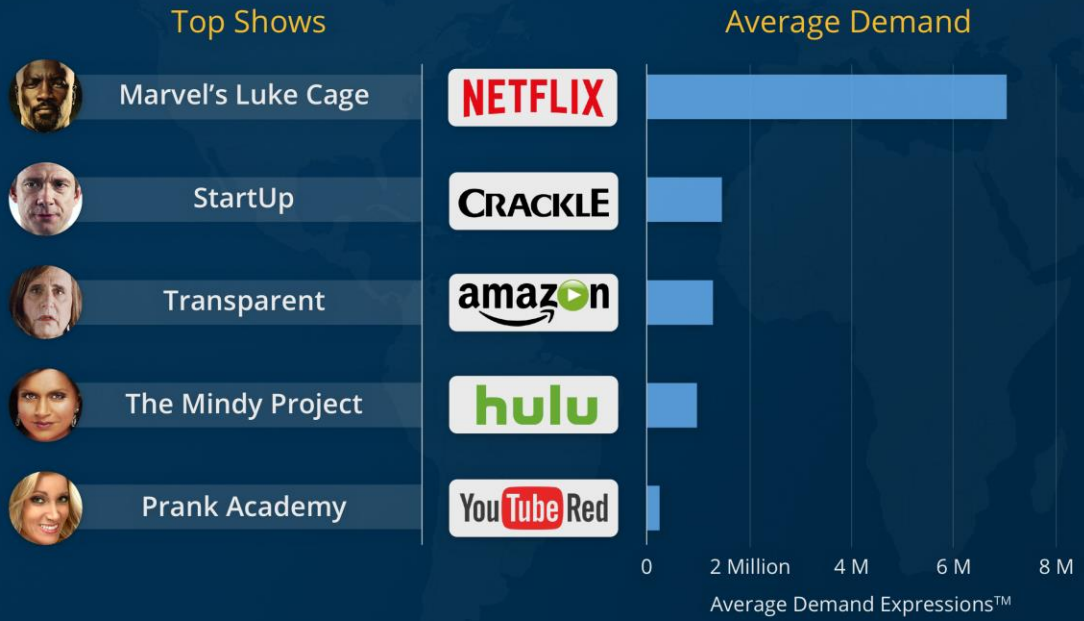


Average Demand Expressions™ in 2016

Understanding pre-release demand

CN

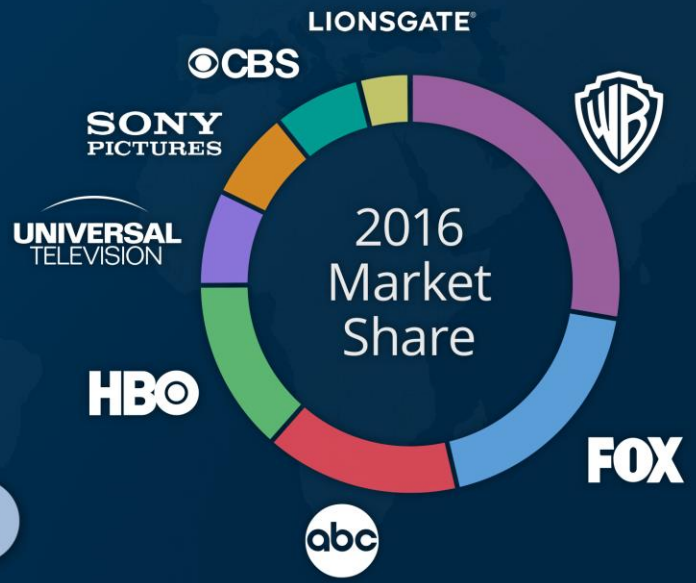
Demand for Digital Original Series in China



Average Demand in 2016

Which studios have the largest demand share?

Share of Demand Between Major Studios in Argentina



28%	Warner Bros. Television
19%	20th Century Fox Television
15%	ABC Studios
13%	Home Box Office (HBO)
7%	Universal Television
7%	Sony Pictures Television
7%	CBS Television Studios
4%	Lionsgate Television

Sum of Demand Expressions™ in 2016

Demand for ShondaLand titles globally

Shonda Rhimes Titles

High Demand

Low Demand

Average Demand in 2016

Most in-demand ShondaLand title by market

How do people interact with content?

UK

Demand Breakdown by 'Expression Platforms' in the UK

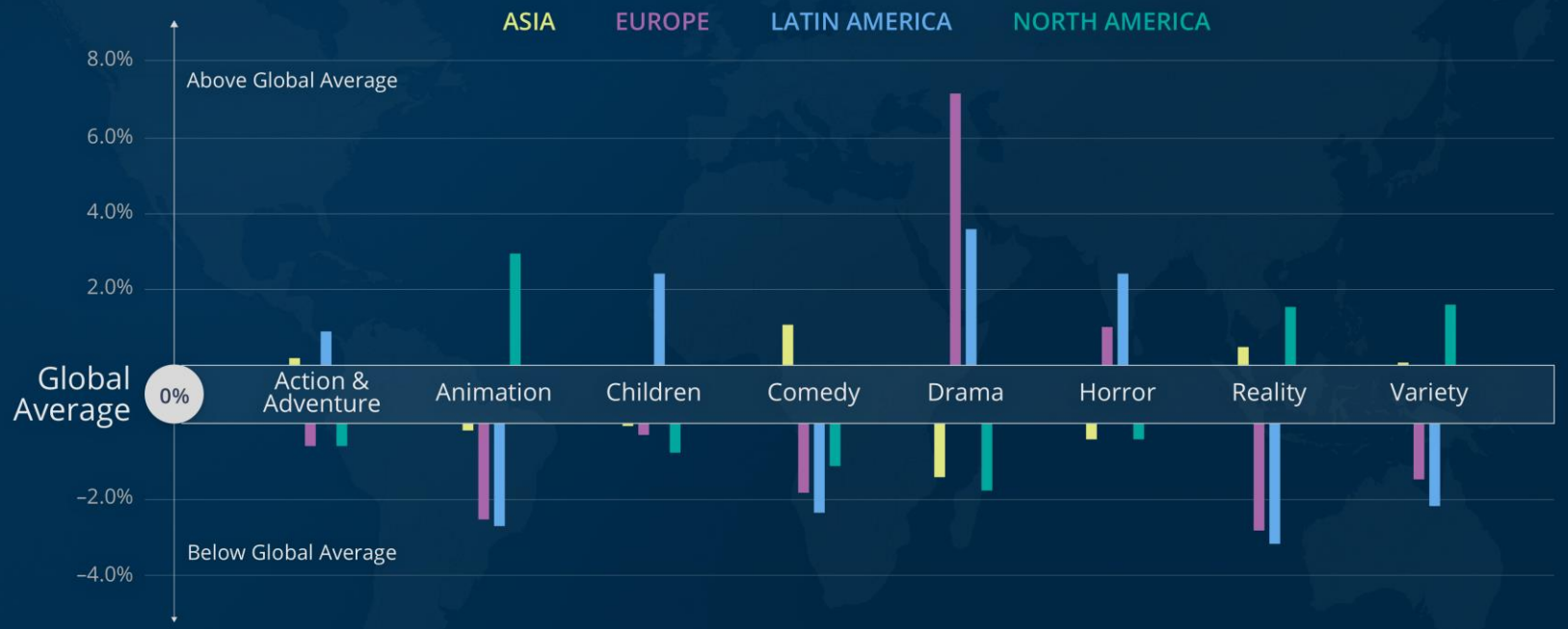
Share of Demand | October 24, 2016

TITLE
MARKET
MICRO-GENRE
TIME
STUDIO
GENRE
DEMOGRAPHICS
CREATOR
PLATFORM

Regional differences in content popularity

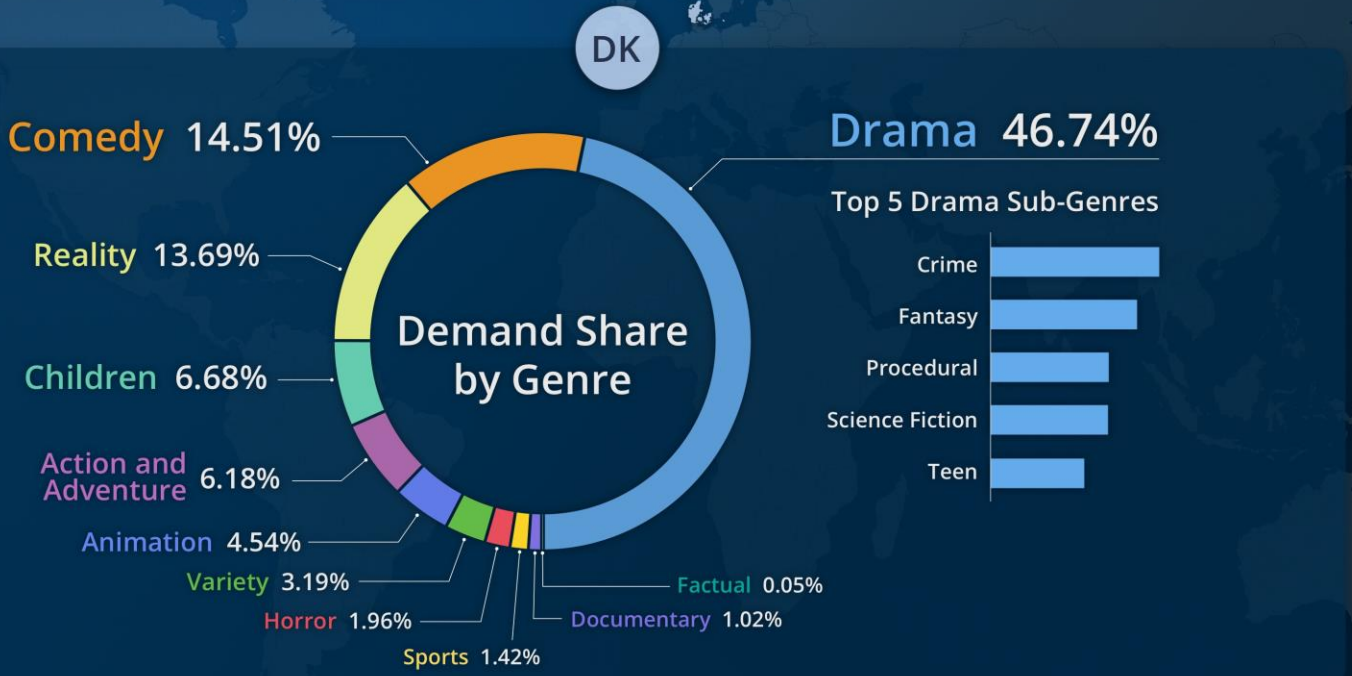
Share of Demand in 2016

Regional differences in content popularity



Share of Demand in 2016

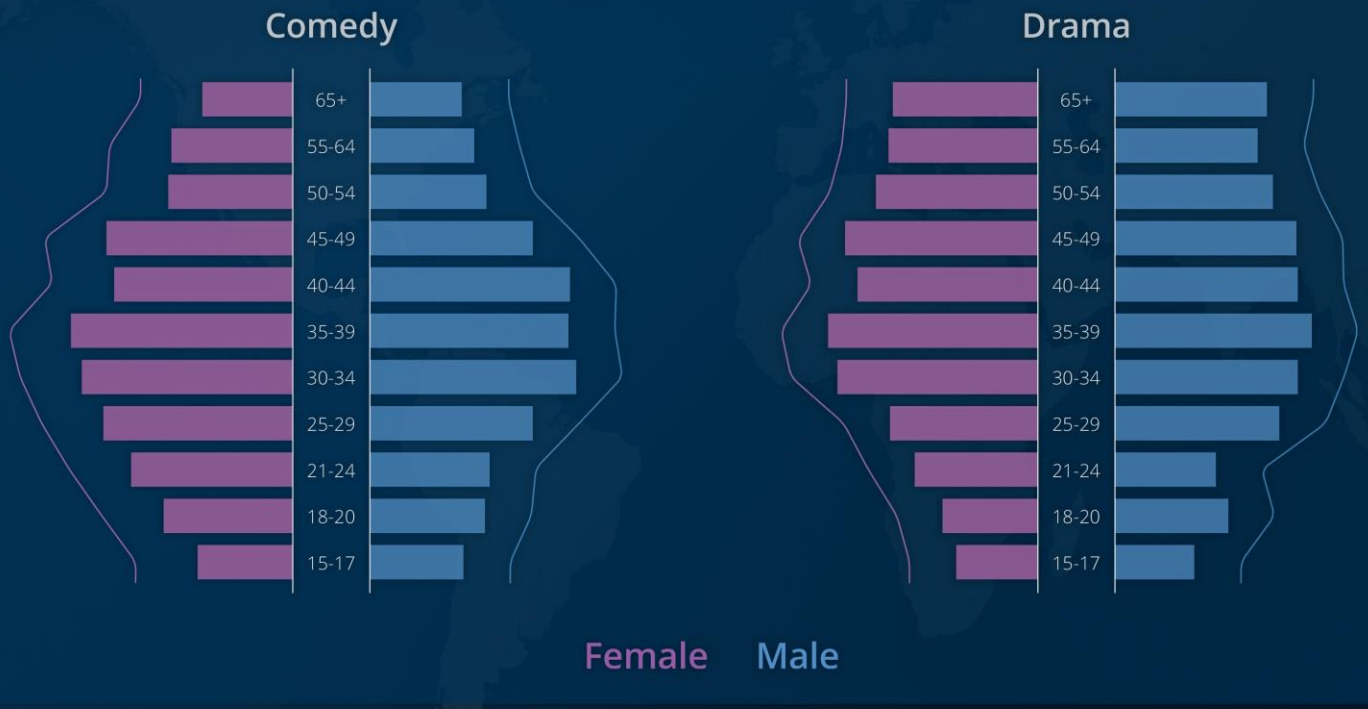
Crime-related dramas most popular in Denmark



Share of Demand in 2016

Dramas Skew Older than Comedies

JP



Share of Demand in 2016

How does demand evolve?

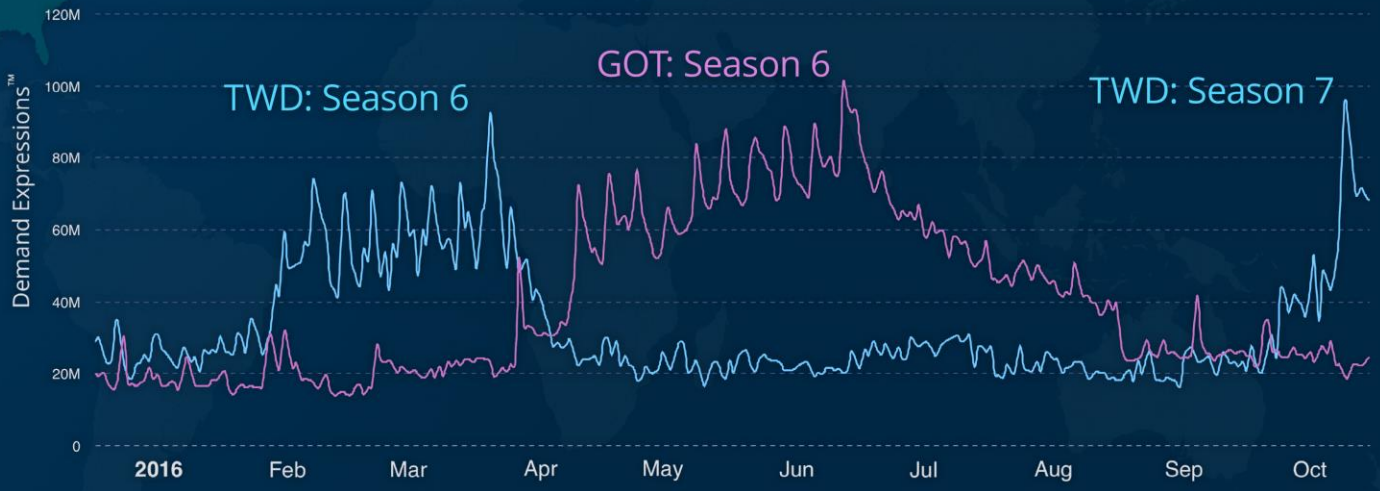
How does demand evolve?

US

Episodic releases

Game of Thrones

The Walking Dead



Demand Expressions™ | January 01 – October 30, 2016

How does demand evolve?

US

Season releases

NEW TITLES

Fuller House

Jessica Jones

Stranger Things

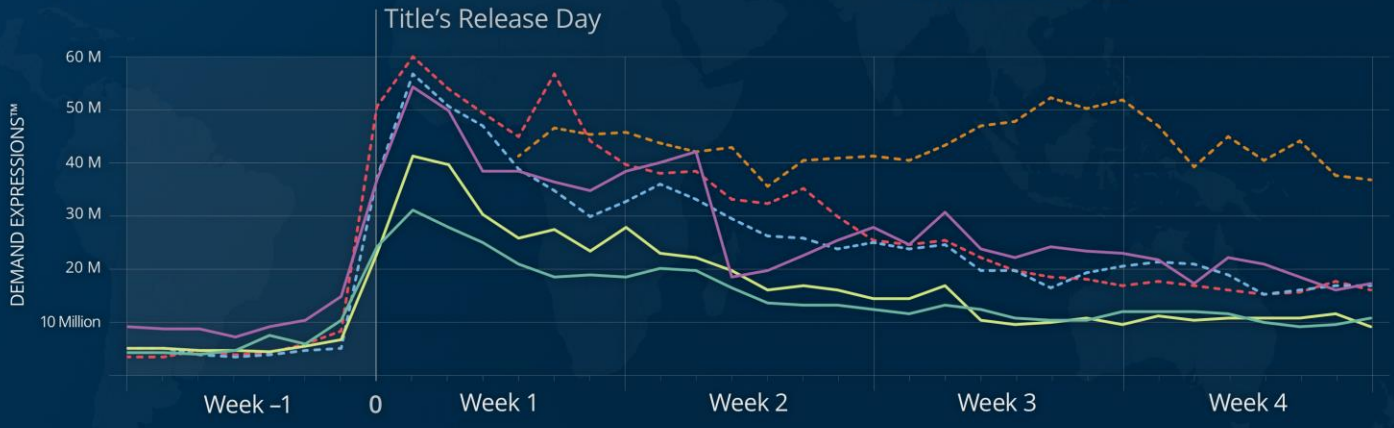
VS

Daredevil

House of Cards

Orange is the New Black

RETURNING TITLES



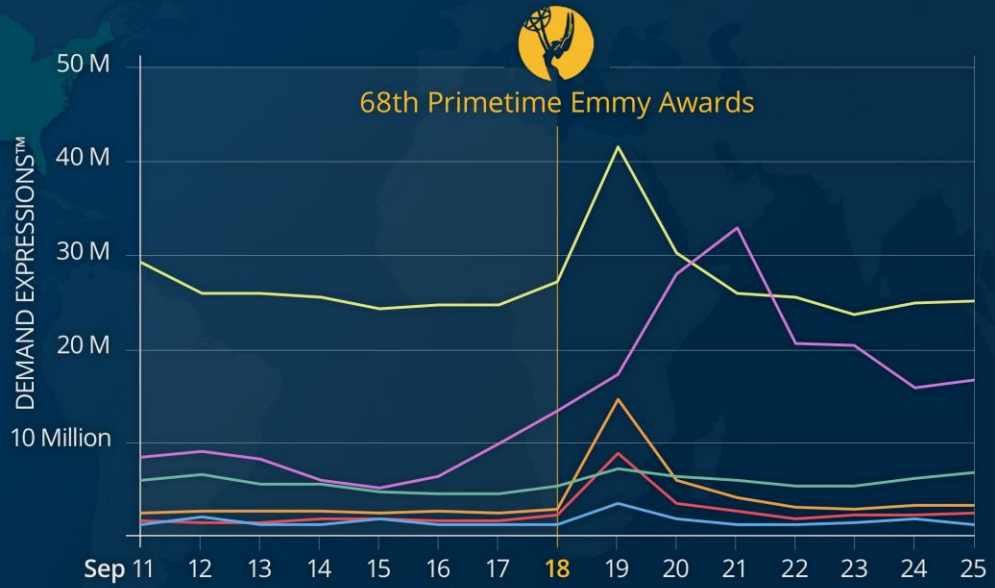
Demand Expressions™

What affects demand?

What affects demand?

US

Major awards



Winning Series

- Game of Thrones
- Veep
- The People v. O. J. Simpson
- The Voice
- Key & Peele
- Last Week Tonight With John Oliver

Demand Expressions™ | September 11–25, 2016

What affects demand?

US

Major awards

Baskets

Titles with Winning Actors, Writers, or Directors

	AVERAGE DEMAND EXPRESSIONS™	IMMEDIATE CHANGE
Mr. Robot		29%
Downton Abbey		6%
Orphan Black		251%
Saturday Night Live		73%
Bloodline		98%
The Night Manager		259%
American Crime		115%
Baskets		686%
Transparent		403%
Master Of None		380%

Demand Expressions™ | September 11–25, 2016

What affects demand?

US

Related Properties

Pokémon

Demand Expressions™ | June 25 – July 26, 2016

International Titles Can Also Find Global Popularity

Attack on Titan

Japan

High Demand

Low Demand

Average Demand in 2016

International Titles Can Also Find Global Popularity

La Que Se Avecina

Spain

High Demand

Low Demand

Average Demand in 2016

Around the World in 60 seconds

Mexico

2.1x

MORE DEMAND

Casual

87,218

Average Demand Expressions™ in 2016

Wrecked

186,500

Average Demand Expressions™ in 2016

Russia

1.5x

MORE DEMAND

Colony

1,475,010

Average Demand Expressions™ in 2016

The Expanse

2,225,985

Average Demand Expressions™ in 2016

Germany

Orange is the New Black

1,780,591

Average Demand Expressions™ in 2016

1.3x

MORE DEMAND

House of Cards

2,315,106

Average Demand Expressions™ in 2016

Thailand

StartUp

325,895

Average Demand Expressions™ in 2016

2.6x

MORE DEMAND

Silicon Valley

859,794

Average Demand Expressions™ in 2016

South Korea

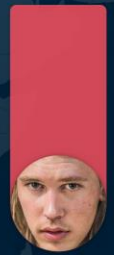
The Magicians

356,075

Average Demand Expressions™ in 2016

1.2x

MORE DEMAND



The Shannara Chronicles

434,750

Average Demand Expressions™ in 2016

Italy

1.4x

MORE DEMAND

Survivor

25,980

Average Demand Expressions™ in 2016

The Amazing Race

36,588

Average Demand Expressions™ in 2016

India

1.4x

MORE DEMAND

Supernatural

33,643,588

Average Demand Expressions™ in 2016

Teen Wolf

46,337,980

Average Demand Expressions™ in 2016

Poland

1.8x

MORE DEMAND

Sanjay and Craig

77,936

Average Demand Expressions™ in 2016

The Loud House

143,588

Average Demand Expressions™ in 2016

Chile

1.8x

MORE DEMAND

Narcos

264,352

Average Demand Expressions™ in 2016

Breaking Bad

487,591

Average Demand Expressions™ in 2016

South Africa

2.6x
MORE DEMAND

Halt and Catch Fire

186,005

Average Demand Expressions™ in 2016

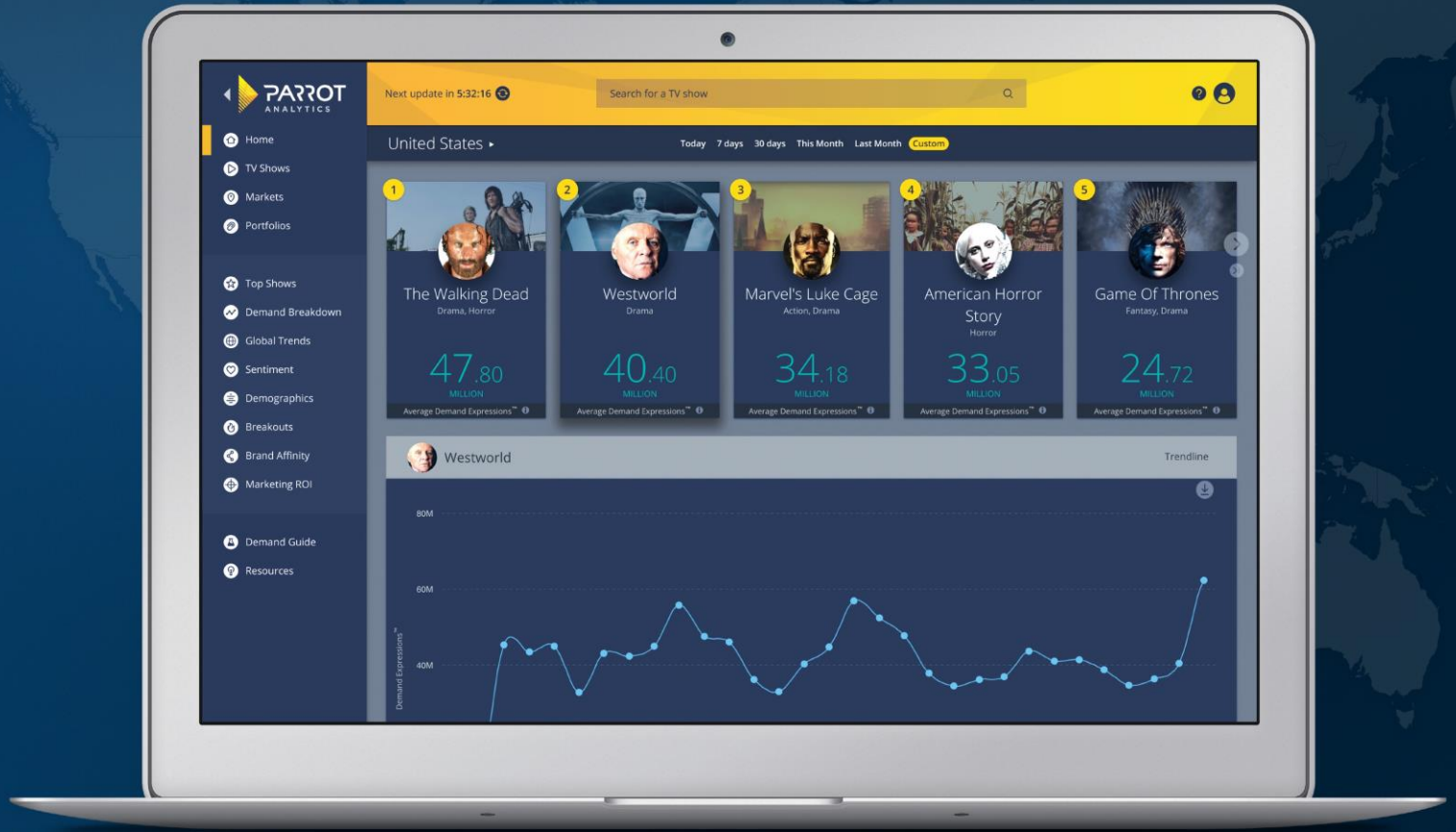
The Americans

486,670

Average Demand Expressions™ in 2016

Global Demand Portal

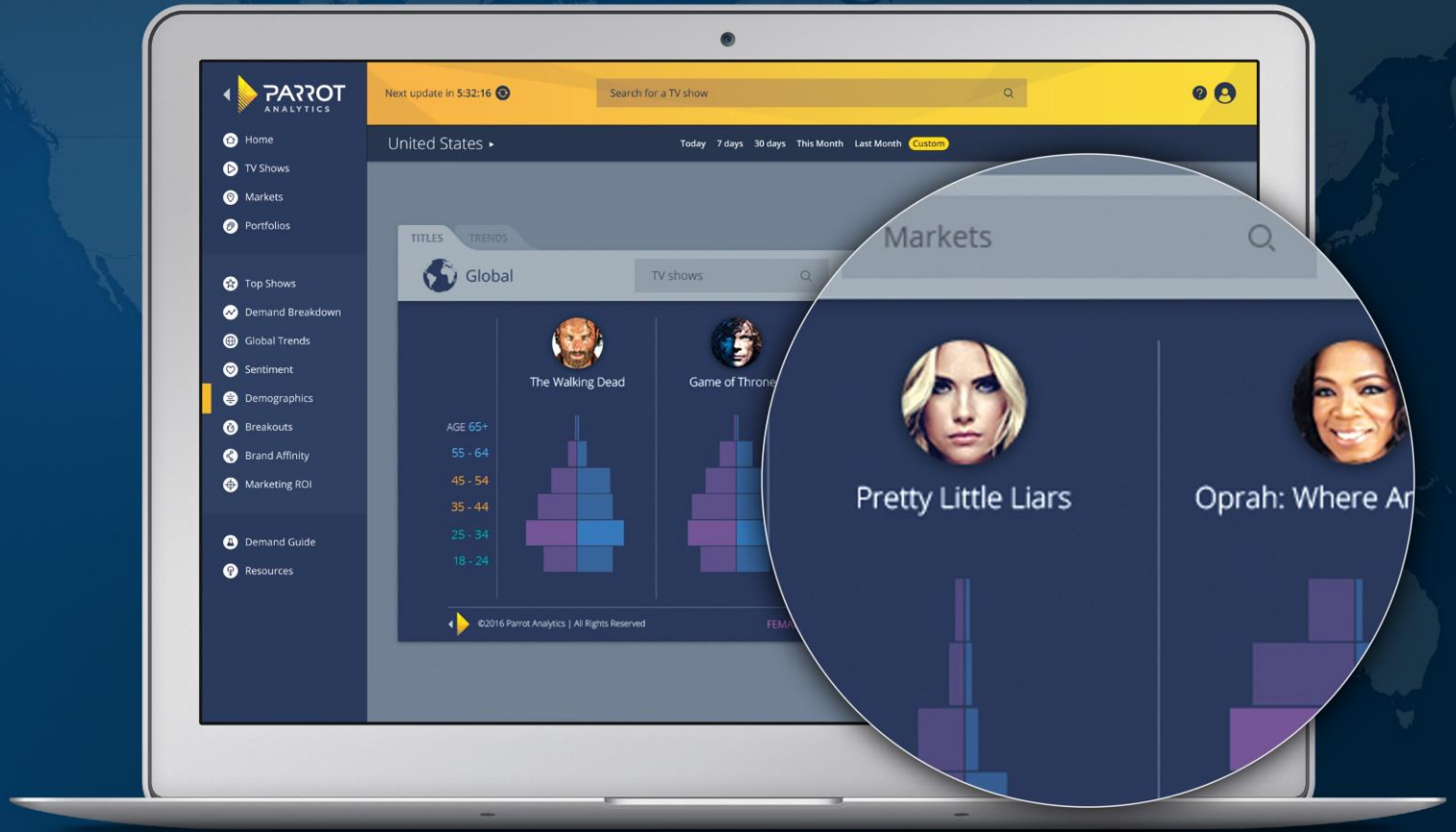
Global Demand Portal



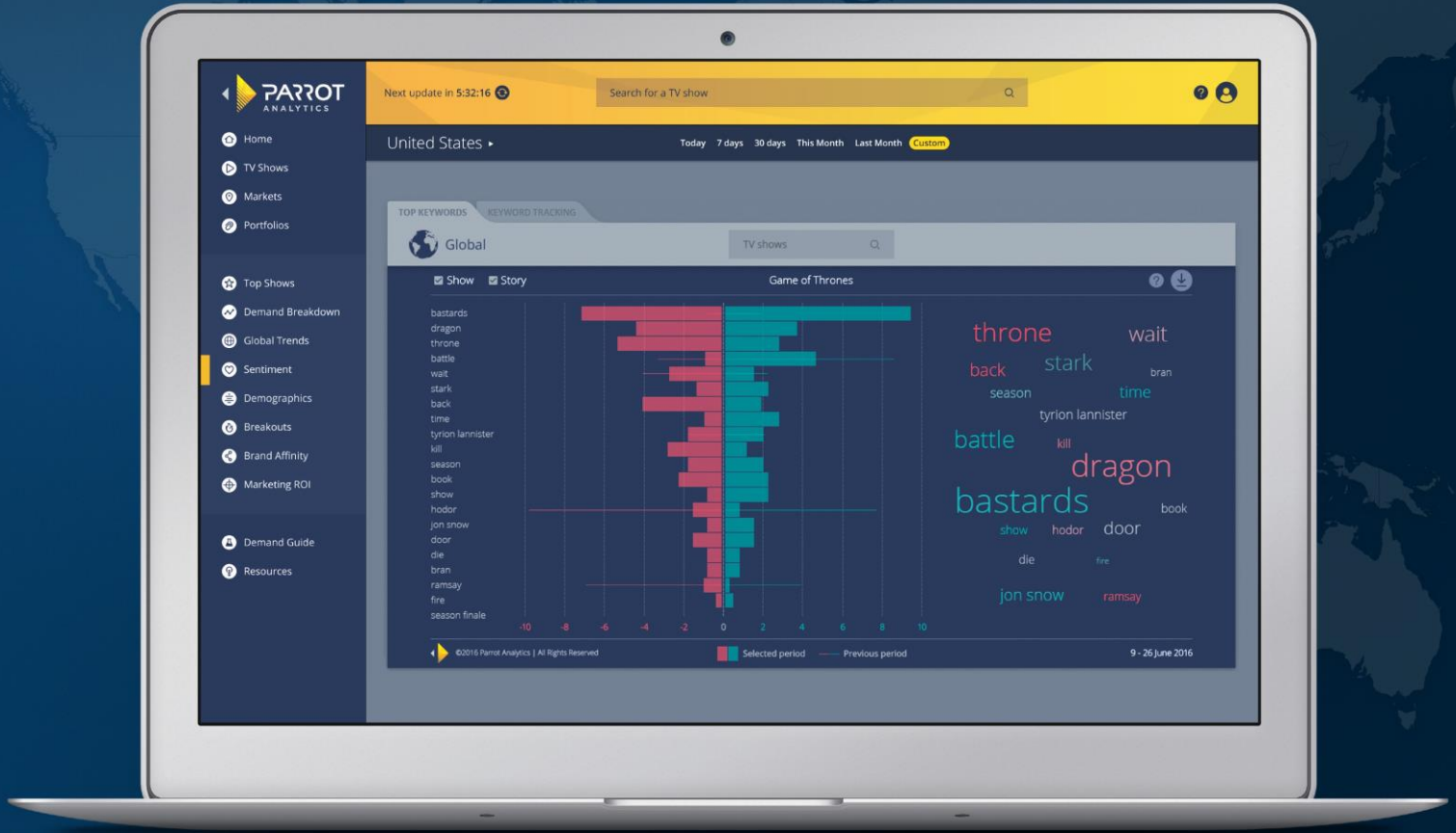
Compare shows in any market

Demographics

Demographics



Mood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Next update in 5:32:16
Search for a TV show
Home
TV Shows
Markets
Portfolios
Top Shows
Demand Breakdown
Global Trends
Sentiment
Demographics
Breakouts
Brand Affinity
Marketing ROI
Demand Guide
Resources
United States
Today 7 days 30 days This Month Last Month Custom
TOP KEYWORDS
KEYWORD TRACKING
Global
TV shows
Show
Story
Game of Thrones
bastards
dragon
throne
battle
wait
stark
back
time
tyrion lannister
kill
season
book
show
hodor
jon snow
door
die
bran
ramsay
fire
season finale
-10 -8 -6 -4 -2 0 2 4 6 8 10
throne
wait
back
stark
bran
season
time
tyrion lannister
battle
kill
dragon
bastards
book
show
hodor
door
die
fire
jon snow
ramsay
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Selected period
Previous period
9 - 26 June 2016

Mood

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bran
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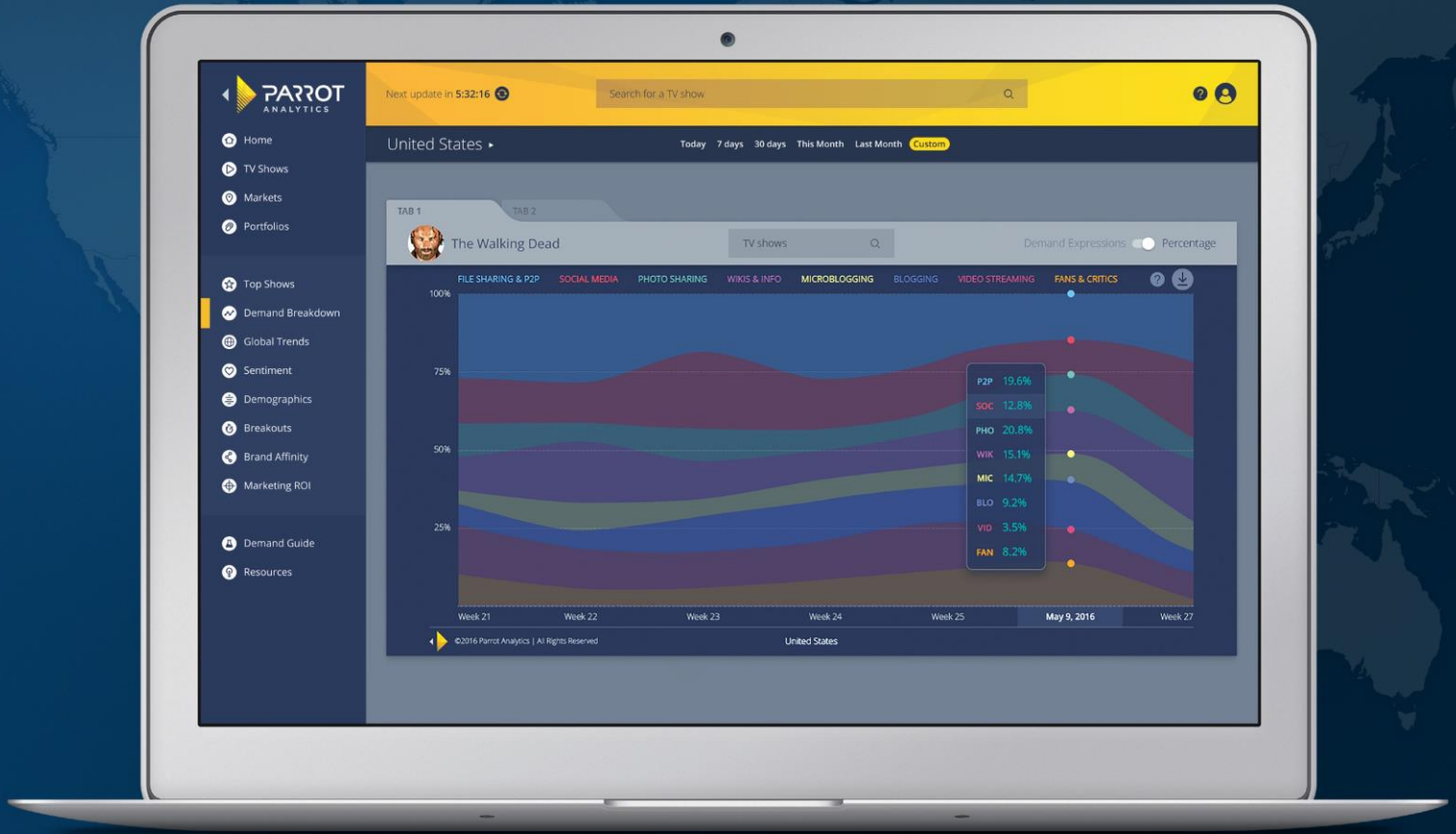
Selected period
Previous perio
9 - 26 June 2016

Story Engagement

Story Engagement

Story Engagement

Demand Breakdown



Demand Breakdown

TITLE
MARKET
MICRO-GENRE
TIME
STUDIO
GENRE
DEMOGRAPHICS
CREATOR
PLATFORM
THE POSSIBILITIES ARE
ENDLESS!
PARROT
ANALYTICS