

# Deep Dive into Most Demanded TV Worldwide

Exclusively for ***Variety***





INDUSTRY TRENDS





Increasing platform  
proliferation

INDUSTRY TRENDS





**Increasing platform  
proliferation**



**Increasing audience  
fragmentation**

**INDUSTRY TRENDS**





**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





# Global Content Demand

◎ Real-Time





# Global Content Demand

- ◎ Real-Time
- ◎ Cross-Platform





# Global Content Demand

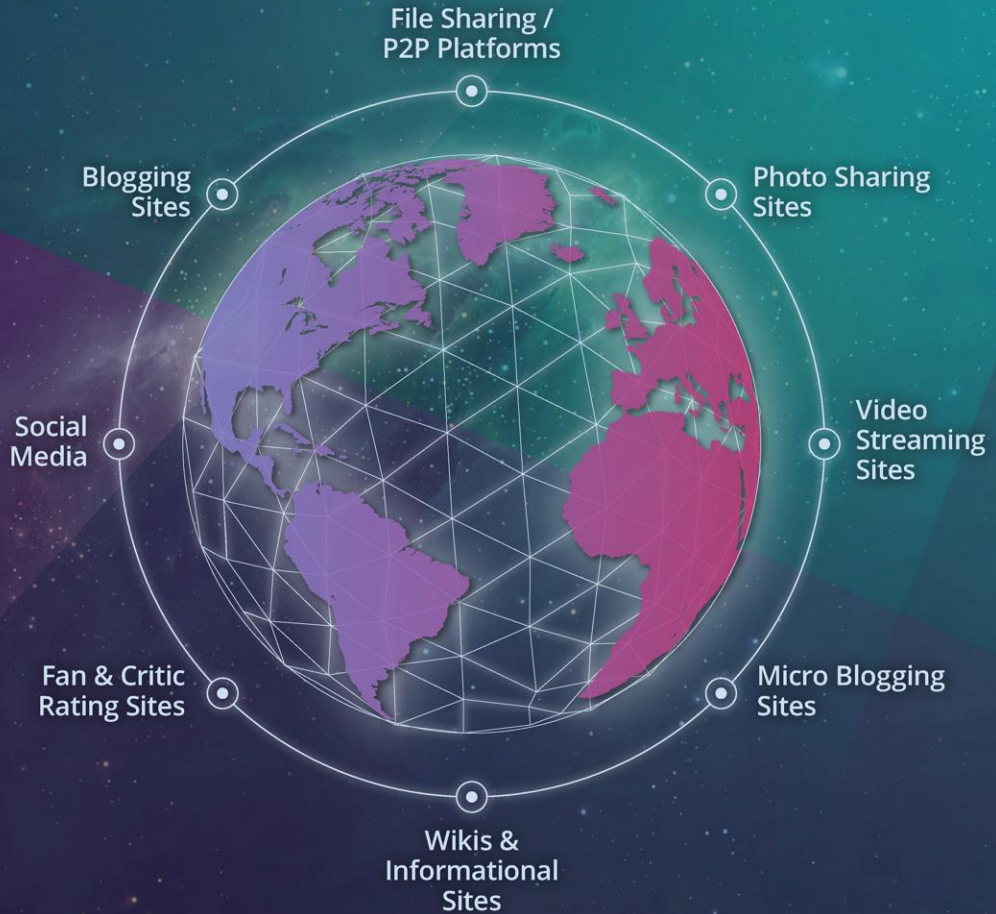
- ⦿ **Real-Time**
- ⦿ **Cross-Platform**
- ⦿ **Country-Specific**

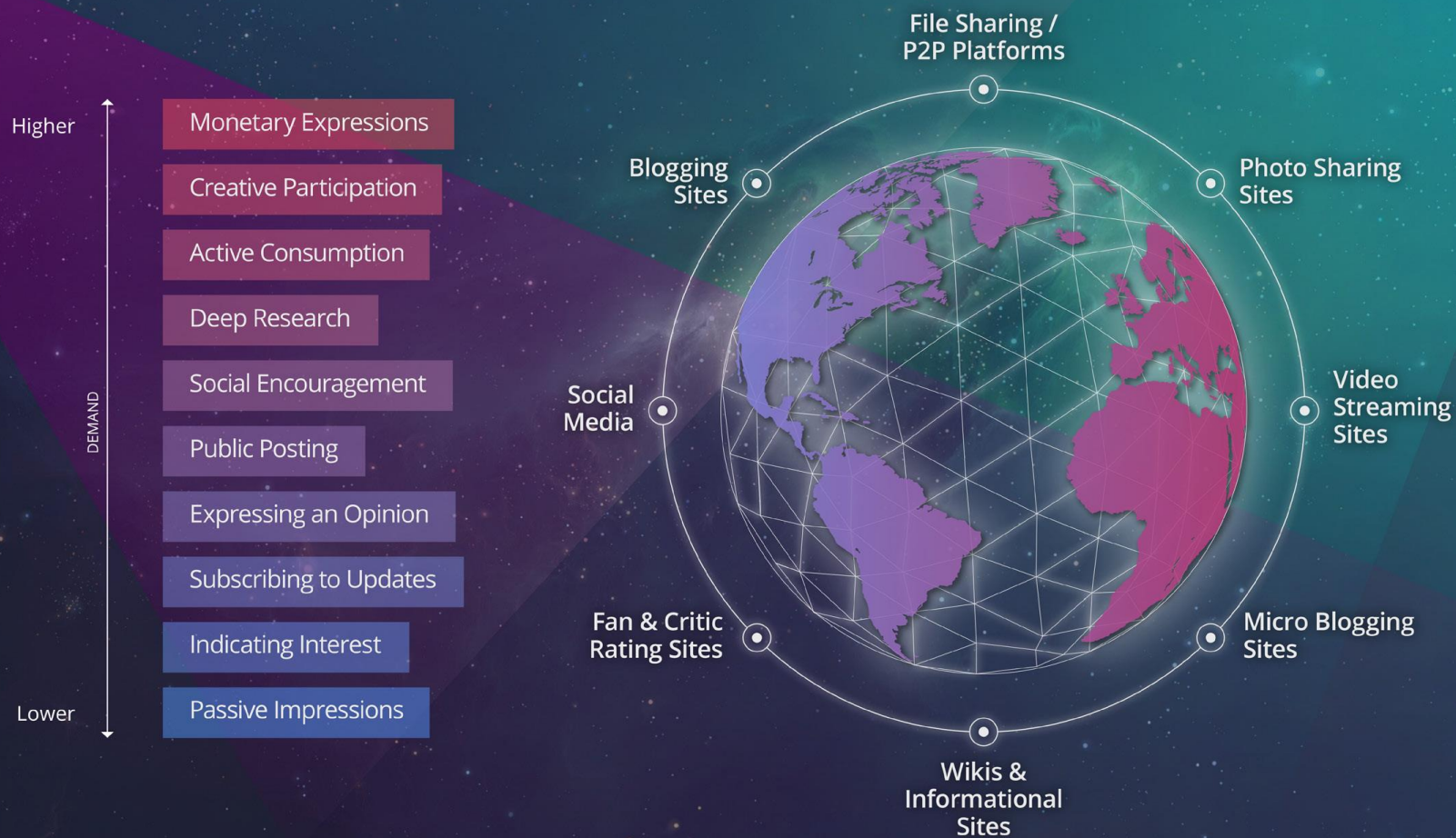




# Global Content Demand

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







# A UNIVERSE OF DEMAND DATA

1,250,000,000+  
DAILY EXPRESSIONS

# A UNIVERSE OF DEMAND DATA



**1,250,000,000+**  
DAILY EXPRESSIONS



**249**  
COUNTRIES









**30,000+**  
TV SERIES



# 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







TITLE ○

MARKET ○

○ MICRO-GENRE

○ TIME

○ STUDIO

○ GENRE

DEMOGRAPHICS ○

CREATOR ○

PLATFORM ○

# What shows had the highest peak demand in 2016?

US

1



Game of Thrones

2



The Walking Dead

3



Marvel's Luke Cage

4



American Horror Story

5



American Idol

Highest Peak Demand in 2016



# What shows had the highest peak demand in 2016?

US

- 1  Game of Thrones
- 2  The Walking Dead
- 3  Marvel's Luke Cage
- 4  American Horror Story
- 5  American Idol

CN

- 1  Game of Thrones
- 2  The Walking Dead
- 3  House of Cards
- 4  Marvel's Luke Cage
- 5  Sherlock

Highest Peak Demand in 2016

# What shows had the highest peak demand in 2016?

**US**

- 1  Game of Thrones
- 2  The Walking Dead
- 3  Marvel's Luke Cage
- 4  American Horror Story
- 5  American Idol

**BR**

- 1  Game of Thrones
- 2  The Walking Dead
- 3  Stranger Things
- 4  Mr. Robot
- 5  Pretty Little Liars

**CN**

- 1  Game of Thrones
- 2  The Walking Dead
- 3  House of Cards
- 4  Marvel's Luke Cage
- 5  Sherlock

Highest Peak Demand in 2016



# What shows had the highest peak demand in 2016?



Highest Peak Demand in 2016

# What shows had the highest peak demand in 2016?



Highest Peak Demand in 2016



# Regional differences in content popularity

## Over-Indexing Genres

Animation  
Variety  
Reality

Drama  
Children  
Horror  
Action & Adventure

Comedy  
Reality  
Action & Adventure  
Variety

Drama  
Horror

## NORTH AMERICA

## LATIN AMERICA

## ASIA

## EUROPE

Horror  
Action & Adventure  
Children  
Comedy  
Drama

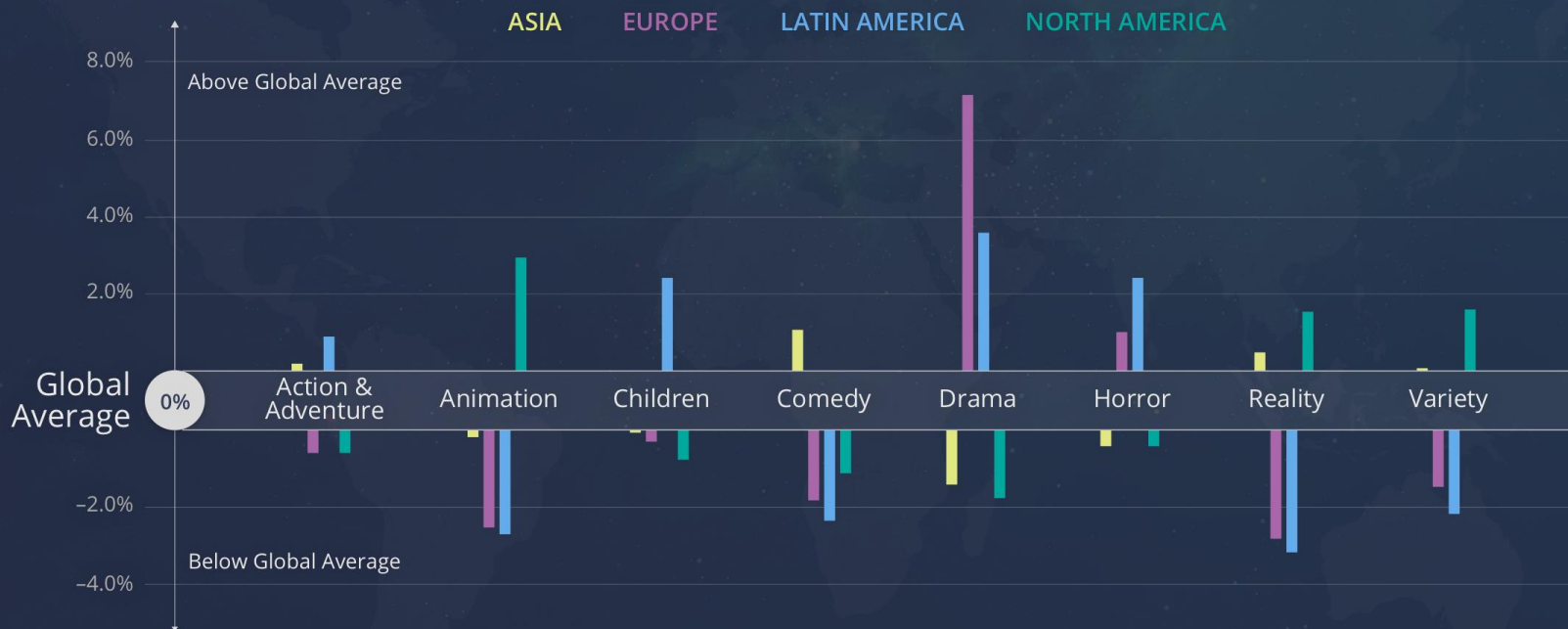
Variety  
Comedy  
Animation  
Reality

Children  
Animation  
Horror  
Drama

Children  
Action & Adventure  
Variety  
Comedy  
Reality  
Animation

## Under-Indexing Genres

# Regional differences in content popularity



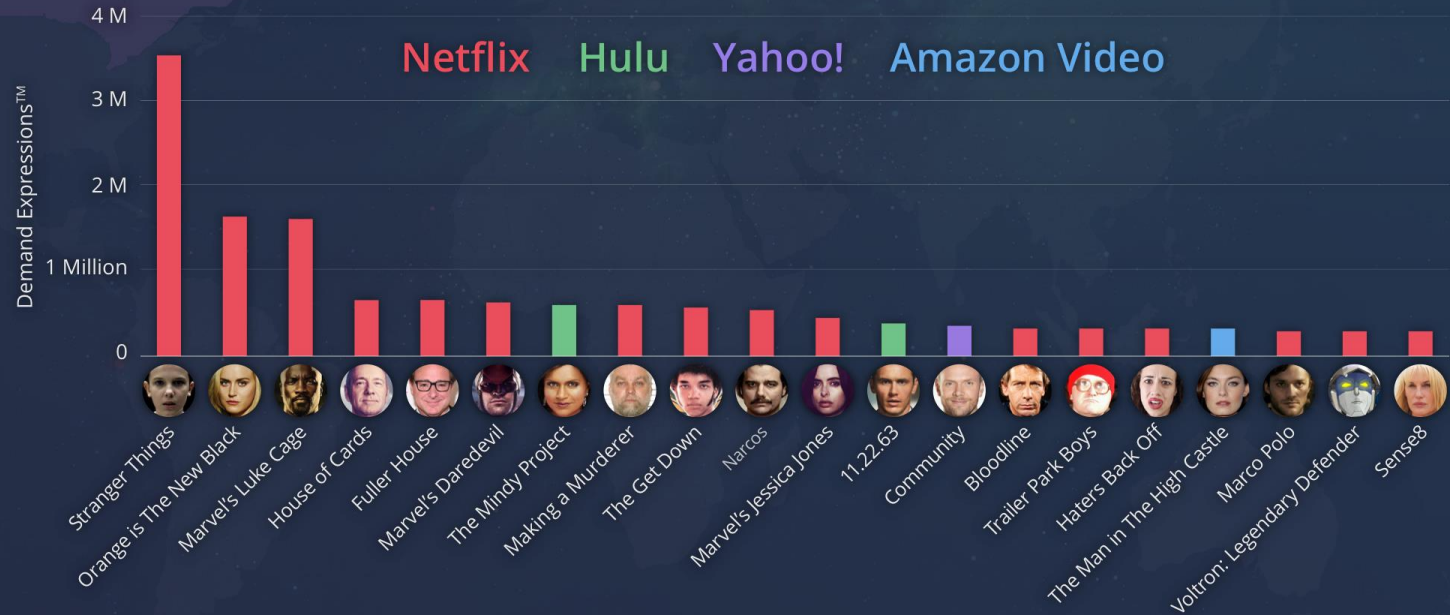
Share of Demand in 2016



# What are the top digital original series?

CA

## Demand for Digital Original Series in Canada



Average Demand Expressions™ in 2016

# Understanding pre-release demand

## Demand for Digital Original Series in China

### Top Shows



Marvel's Luke Cage



StartUp



Transparent



The Mindy Project



Prank Academy

NETFLIX

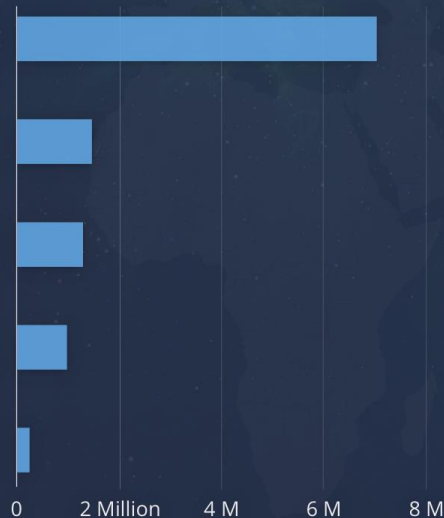
CRACKLE

amazon

hulu

You Tube Red

### Average Demand



Average Demand Expressions™

CN

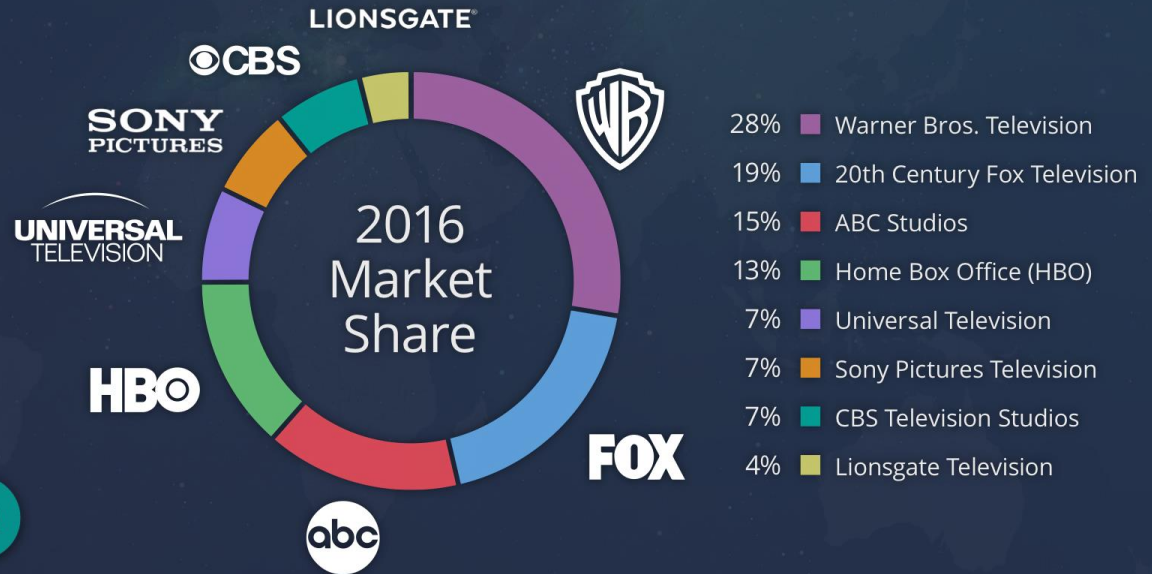


Average Demand in 2016



# Which studios have the largest demand share?

## Share of Demand Between Major Studios in Argentina



Sum of Demand Expressions™ in 2016

# How do people interact with content?

UK

## Demand Breakdown by 'Expression Platforms' in the UK







How does demand evolve?

# How does demand evolve?

US

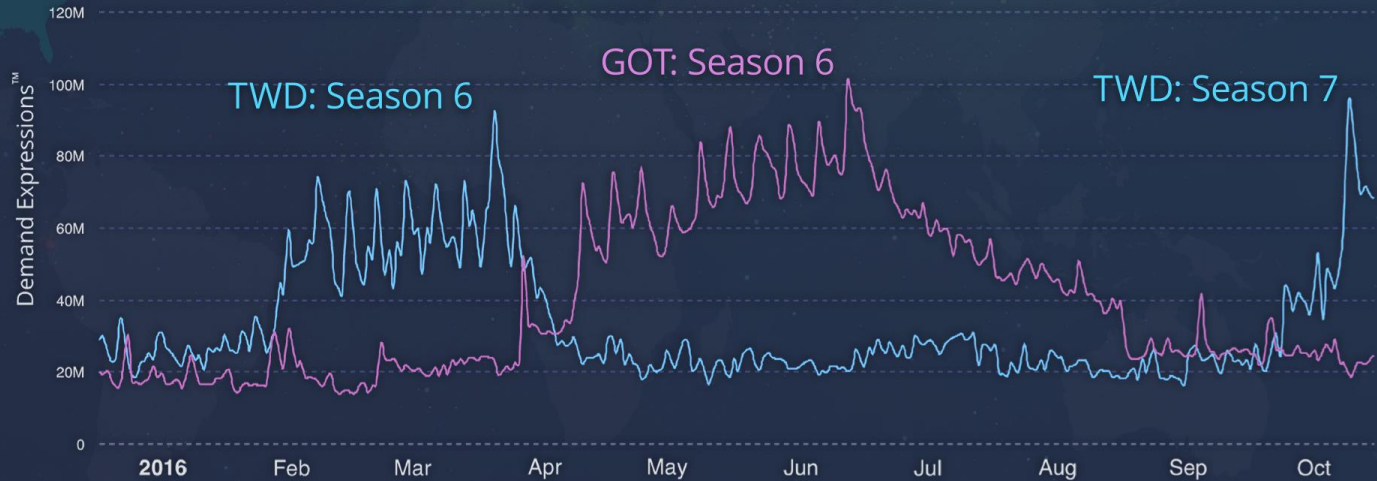
Episodic releases



Game of Thrones



The Walking Dead





# How does demand evolve?

US

Season releases

NEW TITLES



Fuller House



Jessica Jones



Stranger Things

VS



Daredevil

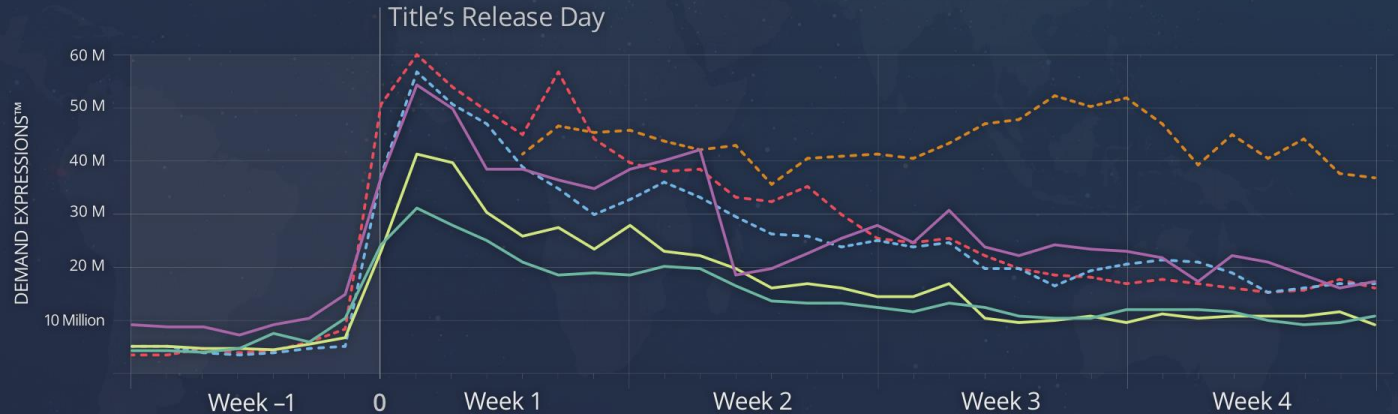


House of Cards



Orange is the New Black

RETURNING TITLES



Demand Expressions™

The background of the slide is a dark, stylized world map. A vibrant green aurora-like glow is centered over Europe and Western Asia. The map is set against a dark blue background filled with small, distant stars. The text "What affects demand?" is written in a bold, yellow, sans-serif font, centered horizontally across the middle of the image.

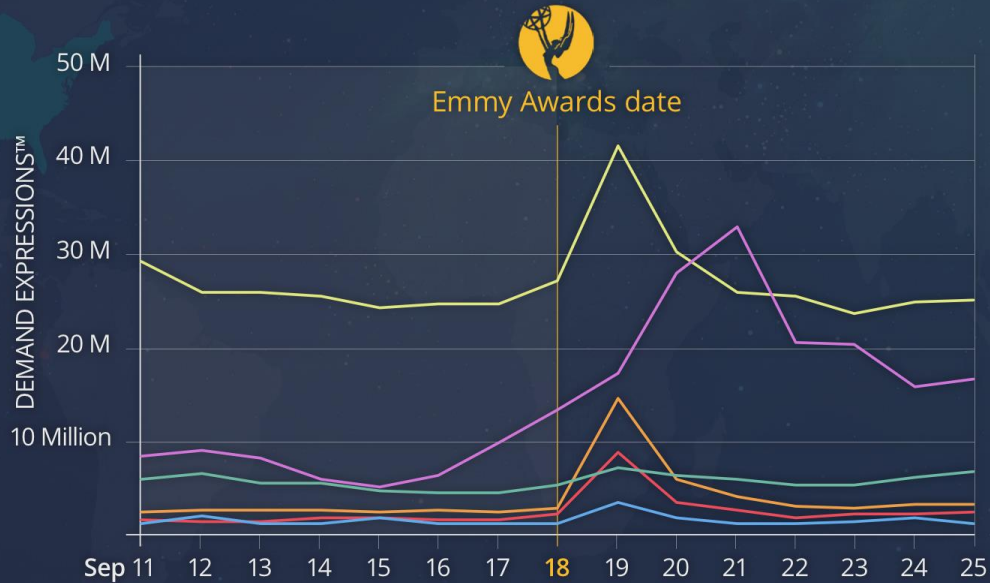
What affects demand?




# 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

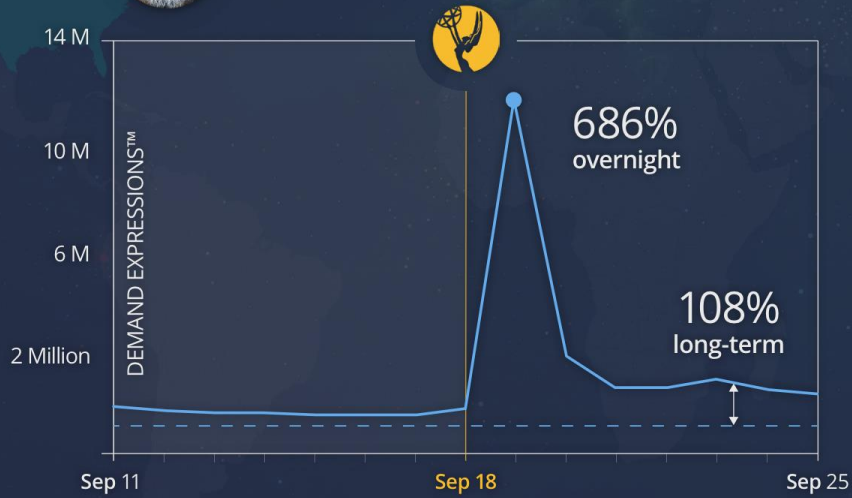
# What affects demand?

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%
<b>Baskets</b>		<b>686%</b>
Transparent		403%
Master Of None		380%



# What affects demand?

US

## Related Properties



Pokémon





Around the World in 60 seconds



# Mexico



Casual

87,218

Average Demand Expressions™ in 2016.

2.1x

MORE DEMAND



Wrecked

186,500

Average Demand Expressions™ in 2016.

# Russia



Colony

1,475,010

Average Demand Expressions™ in 2016.

1.5x

MORE DEMAND



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



Supernatural

33,643,588

Average Demand Expressions™ in 2016.

1.4x

MORE DEMAND



Teen Wolf

46,337,980

Average Demand Expressions™ in 2016



# Poland



Sanjay and Craig

77,936

Average Demand Expressions™ in 2016

1.8x  
MORE DEMAND



The Loud House

143,588

Average Demand Expressions™ in 2016



# Chile



Narcos

264,352

Average Demand Expressions™ in 2016.

1.8x  
MORE DEMAND

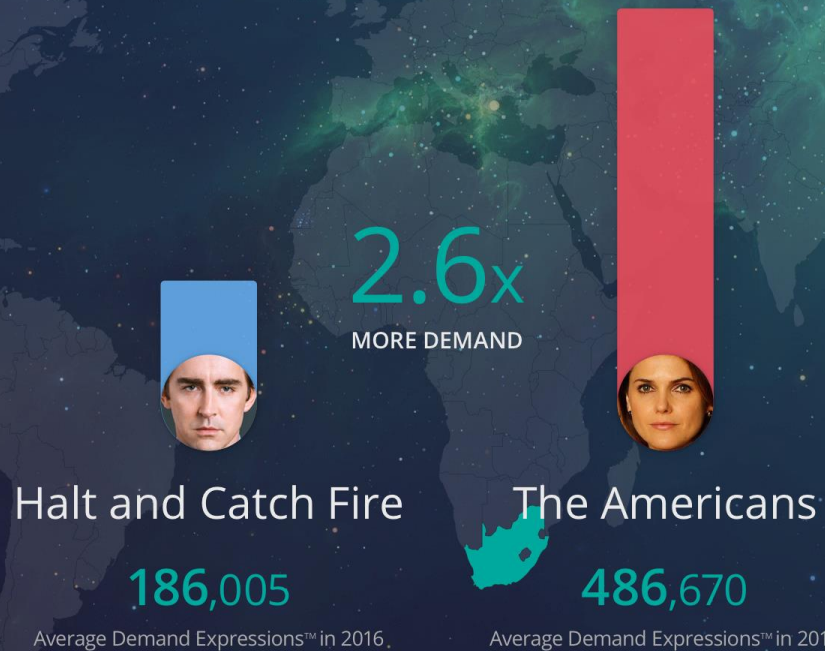


Breaking Bad

487,591

Average Demand Expressions™ in 2016

# South Africa

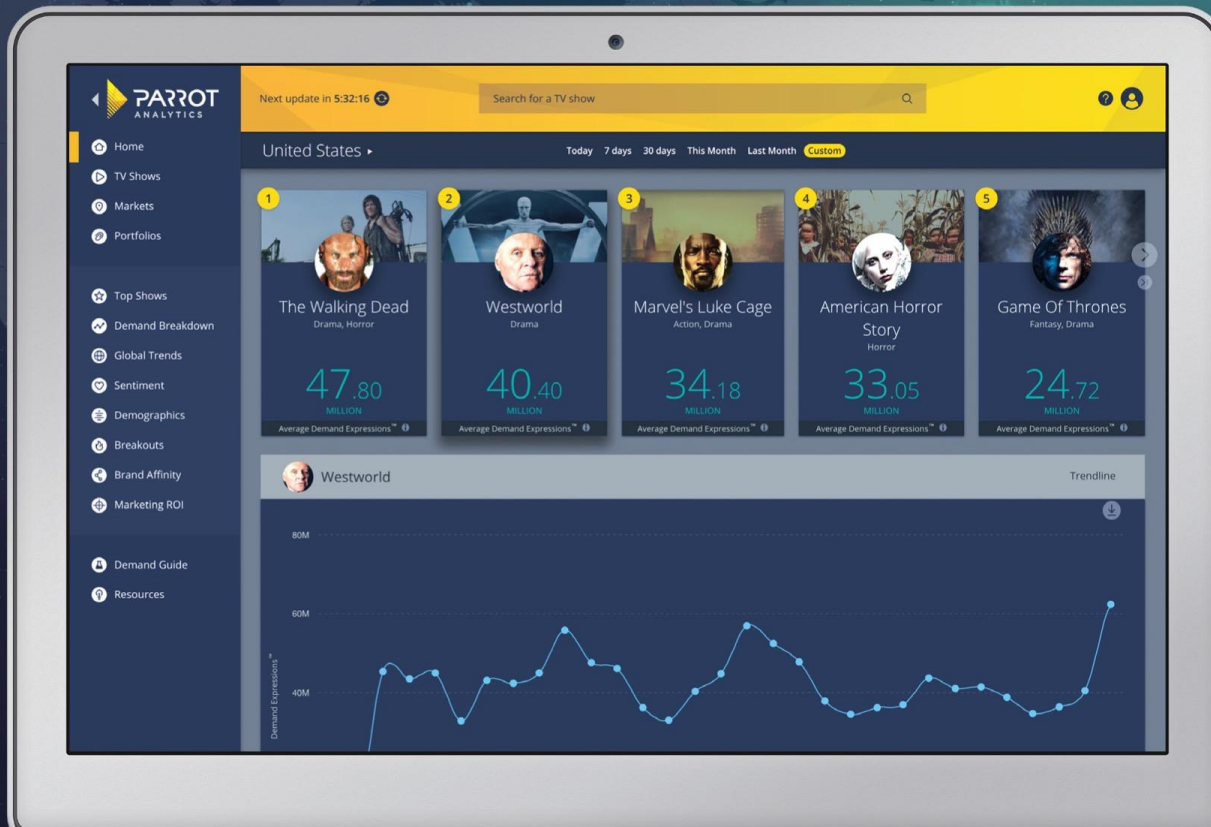


A world map is shown in a dark blue, semi-transparent style against a black background filled with small white stars. A vibrant green aurora-like glow emanates from the North Pole, spreading across the Arctic region and parts of Europe and Asia. The text "Global Demand Portal" is centered over the map in a yellow, sans-serif font.

# Global Demand Portal



# Global Demand Portal



# Compare shows in any market

United States ▶



10 Shows ▼



Colony  
Science Fiction, A

Resources



# Compare shows in any market

United States ▶



10 Shows ▼



Colony  
Science Fiction, A

Resources

Search for a TV show

Today 7 days 30 days This Month Last Month Custom

love Q RESET

Demand Expressions™

4,422,942

2,868,625

463,432



32,982,047



21,012,064



1,997,288

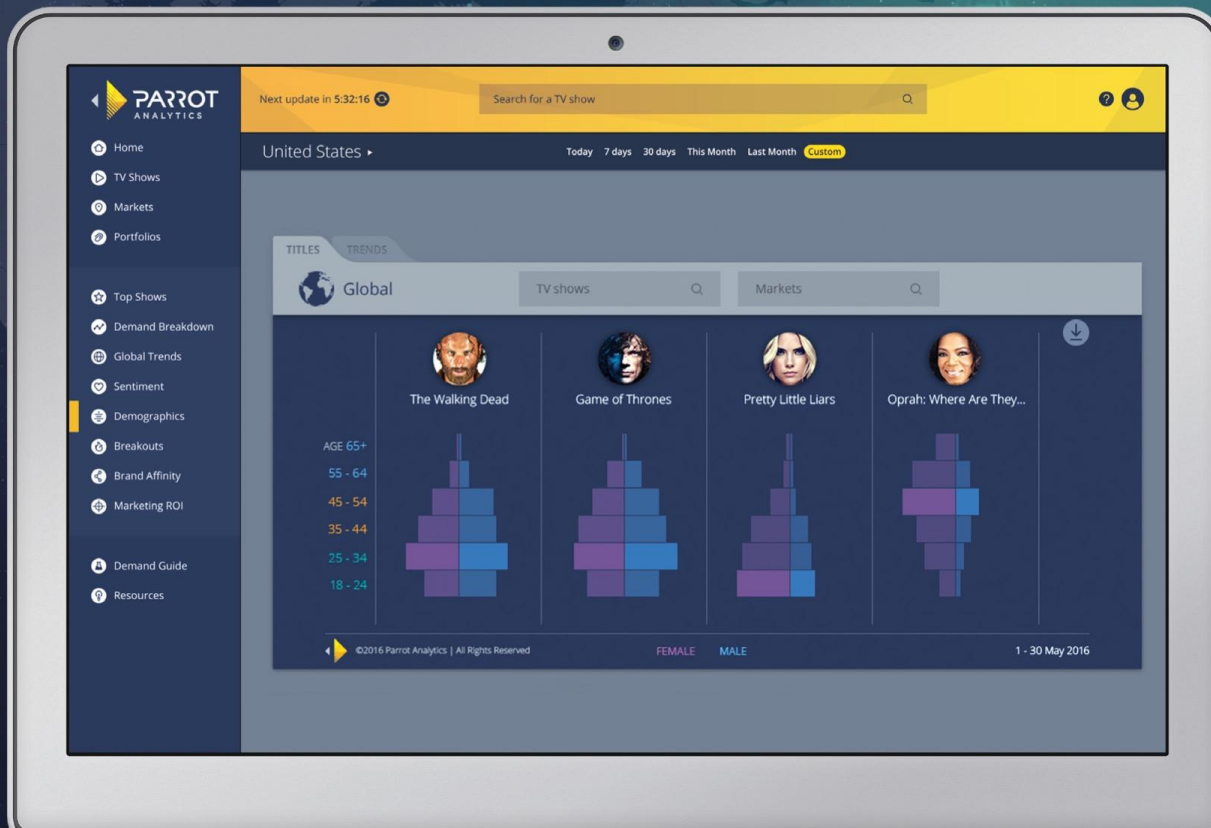
Apr 11

Apr 1 Apr 24, 2016

01 Jan



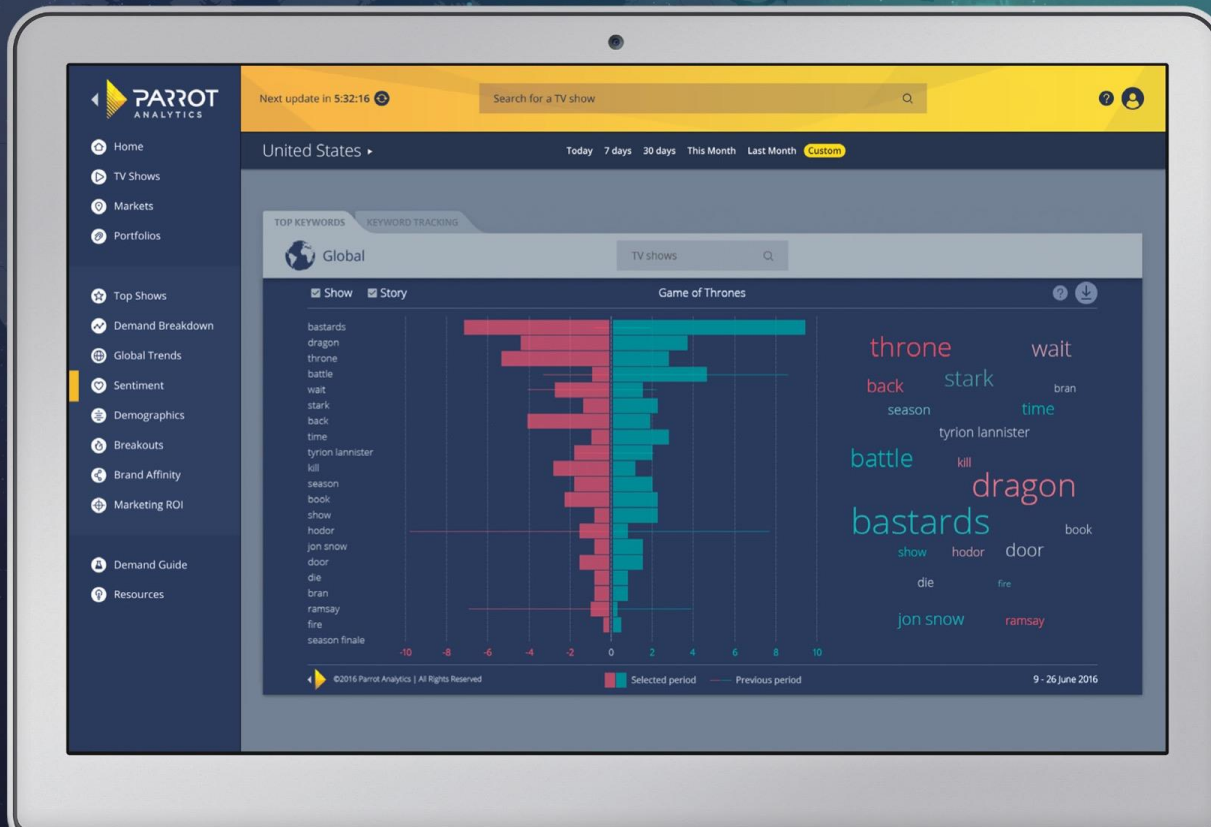
# Demographics



# Demographics



# Mood





# Mood



# Story Engagement



# Story Engagement

Global

## The Walking Dead

While watching the episode of TWD the only word that went through my mind was f\*\*\*

Engagement Score

10

9





# Story Engagement

Global

## The Walking Dead

While watching the episode of TWD the only word that went through my mind was f\*\*\*

Engagement Score

10

9

Next update in 5:32:16

Search for a TV show

United States

Today 7 days 30 days This Month Last Month Custom

Global

TV shows

The Walking Dead

Game of Thrones

Veep

American Horror

While watching the episode of TWD the only word that went through my mind was f\*\*\*

GoT would be a much shorter story if people in it could stop forgetting

Admit it, Mike is responsible for Melania's plagiarized speech and Jonah and

Saddest moment not over



3.9



2.7

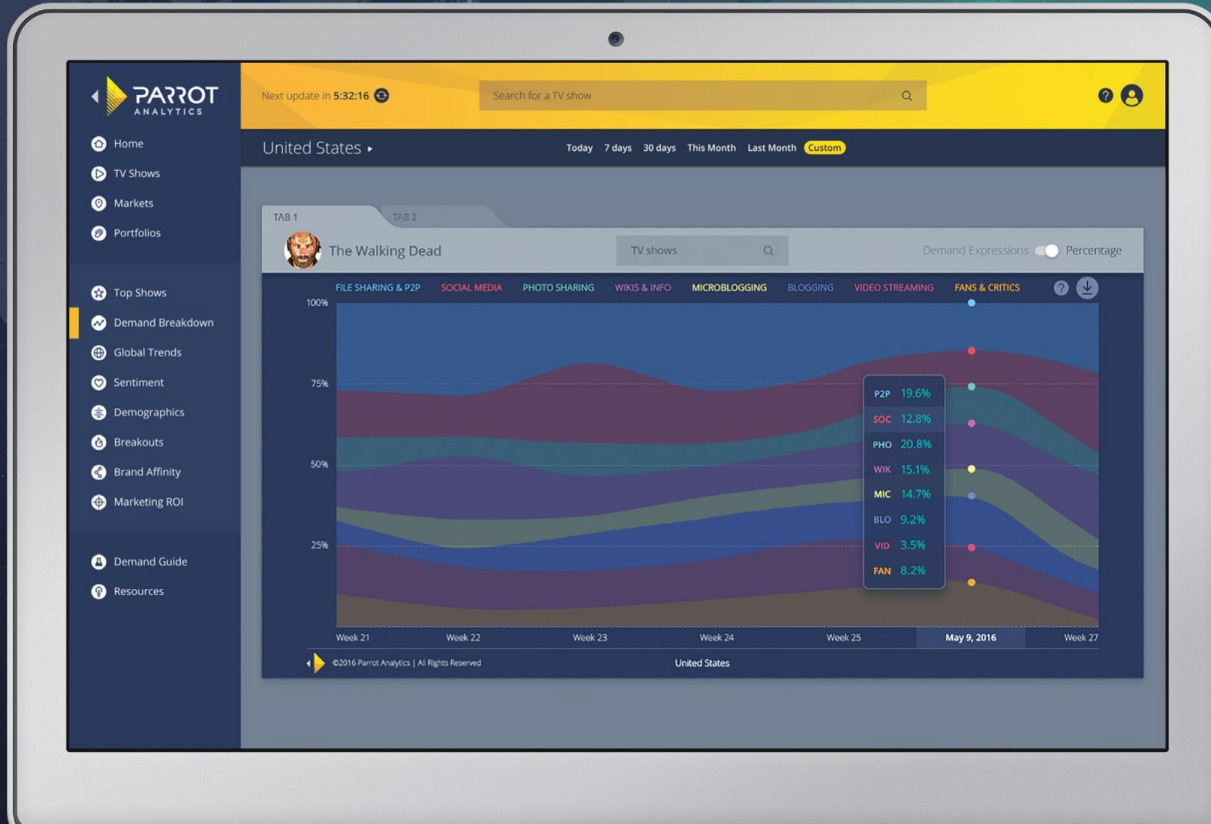


0.4

13 - 19 Jun, 2016

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# Demand Breakdown



# Demand Breakdown





# THE POSSIBILITIES ARE ENDLESS!

TITLE ○

MARKET ○

○ MICRO-GENRE

○ TIME

○ STUDIO

○ GENRE

DEMOGRAPHICS ○

CREATOR ○

PLATFORM ○

