THE SCIENCE OF POPULARITY

Exclusively for Variety
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.
What is popular?
Global Content Demand
Global Content Demand
Industry first: **DemandRank™**

- Higher
  1. Monetary Expressions
  2. Creative Participation
  3. Active Consumption
  4. Deep Research
  5. Social Encouragement
  6. Public Posting
  7. Expressing an Opinion
  8. Subscribing to Updates
  9. Indicating Interest
  10. Passive Impressions

- Lower

**DEMAND**

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

1,250,000,000+
DAILY EXPRESSIONS

249
COUNTRIES

100+
LANGUAGES
INTRODUCING

The World's Only Cross-Platform

Global Demand Measurement System
What were the top shows in the US last week?

1. Game of Thrones
2. Rick And Morty
3. The Walking Dead
4. Power
5. Preacher

Average Demand | August 28 – September 3, 2017
What were the top shows in China in June?

1. Suspicious Partner
2. Prison Break
3. Running Man
4. In The Name Of People
5. Fight For My Way

Average Demand | June, 2017
How did US OTT platforms rank (pre-release) in China last year?

Demand for Digital Original Series in China

<table>
<thead>
<tr>
<th>Top Shows</th>
<th>Average Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marvel's Luke Cage</td>
<td>Netflix</td>
</tr>
<tr>
<td>StartUp</td>
<td>Crackle</td>
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<tr>
<td>Transparent</td>
<td>Amazon</td>
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<tr>
<td>The Mindy Project</td>
<td>Hulu</td>
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<tr>
<td>Prank Academy</td>
<td>YouTube Red</td>
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</tbody>
</table>

Average Demand Expressions™

Average Demand in 2016
What were the top genres and subgenres in France in 2015?
What are the most popular dramas in South Korea?
Descendants Of The Sun vs Game Of Thrones in South Korea

May 1 – August 20, 2017
Descendants Of The Sun vs Game Of Thrones in South Korea

- 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
- DotS stars announce wedding details
- GoT Season 7 US premiere

May 1 – August 20, 2017
How does demand for episodic releases evolve?

Episodic releases

Game of Thrones

The Walking Dead

TWD: Season 6

GOT: Season 6

TWD: Season 7

Demand Expressions | January 01 – October 30, 2016
How does demand for season releases evolve?
What affects demand?

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?

Related Properties

Demand Expressions™ | June 25 – July 26, 2016
Popularity: Engagement vs Awareness

Demand Expressions (per person)

ENGAGEMENT

1M

AWARENESS

5M

People (Millions)
Popularity: Engagement vs Awareness

Attracting & Retaining Subscribers

Mass-Market Advertising

Engagement

Awareness

People (Millions)

Demand Expressions (per person)

1M

5M

0
Popularity: Understanding Affinity

15M people’s online TV consumption, US, July 2017
Popularity: Understanding Affinity

Niche content

Mainstream content

15M people's online TV consumption, US, July 2017
Popularity: Understanding Affinity

15M people’s online TV consumption, US, July 2017
Popularity: Understanding Affinity

Relationship between shows

15M people's online TV consumption
US, July 2017
Popularity: Understanding Affinity

Relationship between networks
These relationships are all country-specific...
Traditional

Plot-Driven Content
Mapping Popularity

‘Consumer–Content’ Interaction

Rose Leslie

Game of Thrones

A Storm of Swords (book)

A Clash of Kings (book)

Gwen Dawson

Downton Abbey

The Good Fight

Maia Rindell

Luther

DS Emma Lane

Ygritte
The Future

Consumer-Driven Content
THE SCIENCE OF POPULARITY