

Title ○

Market ○

○ Micro-Genre

○ Time

○ Studio

○ Genre

Demographics ○

Creator ○

Platform ○

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.





Content



Consumer



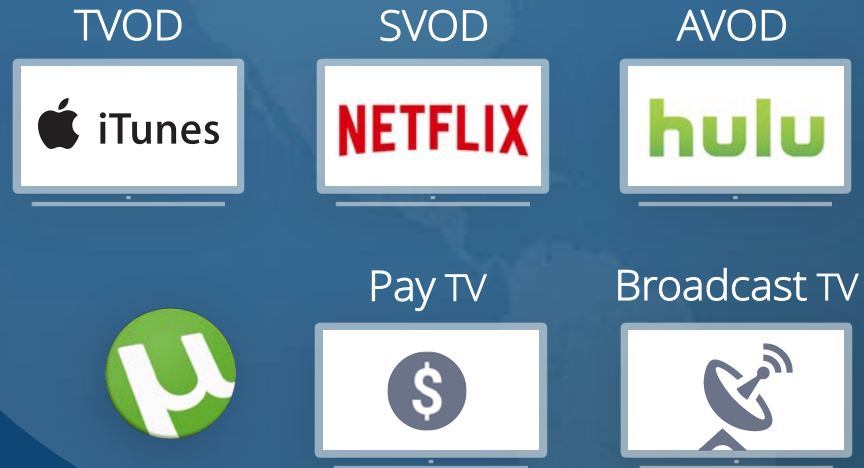
What is popular?



SENTIMENT ○
TITLE ○
CONTENT ○
MARKET ○
TIME ○
PLATFORM ○
GENRE ○
DEMOGRAPHICS ○

Fragmentation

Viewing Platforms



Engagement Platforms



Consumer

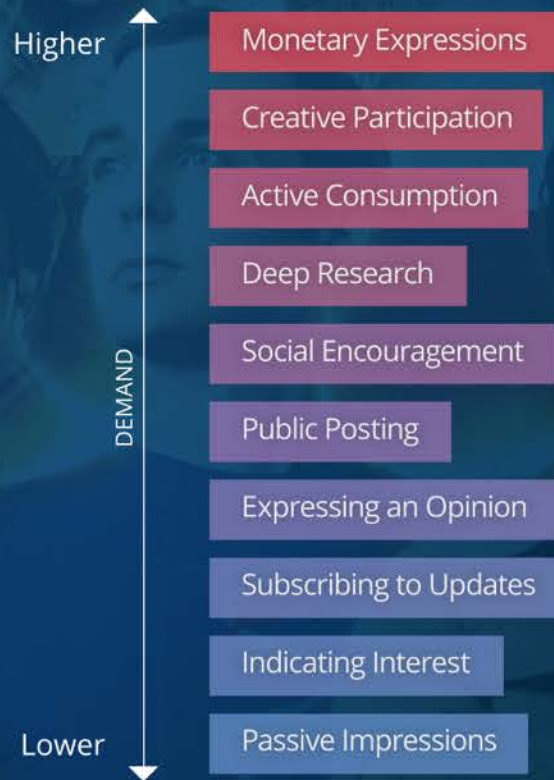
Global Content Demand



Global Content Demand



Industry first: *DemandRank*™



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



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What were the top shows in the US last week?

US

1



Game of Thrones

2



Rick And Morty

3



The Walking Dead

4



Power

5



Preacher

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

CN

How did US OTT platforms rank (pre-release) in China last year?

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

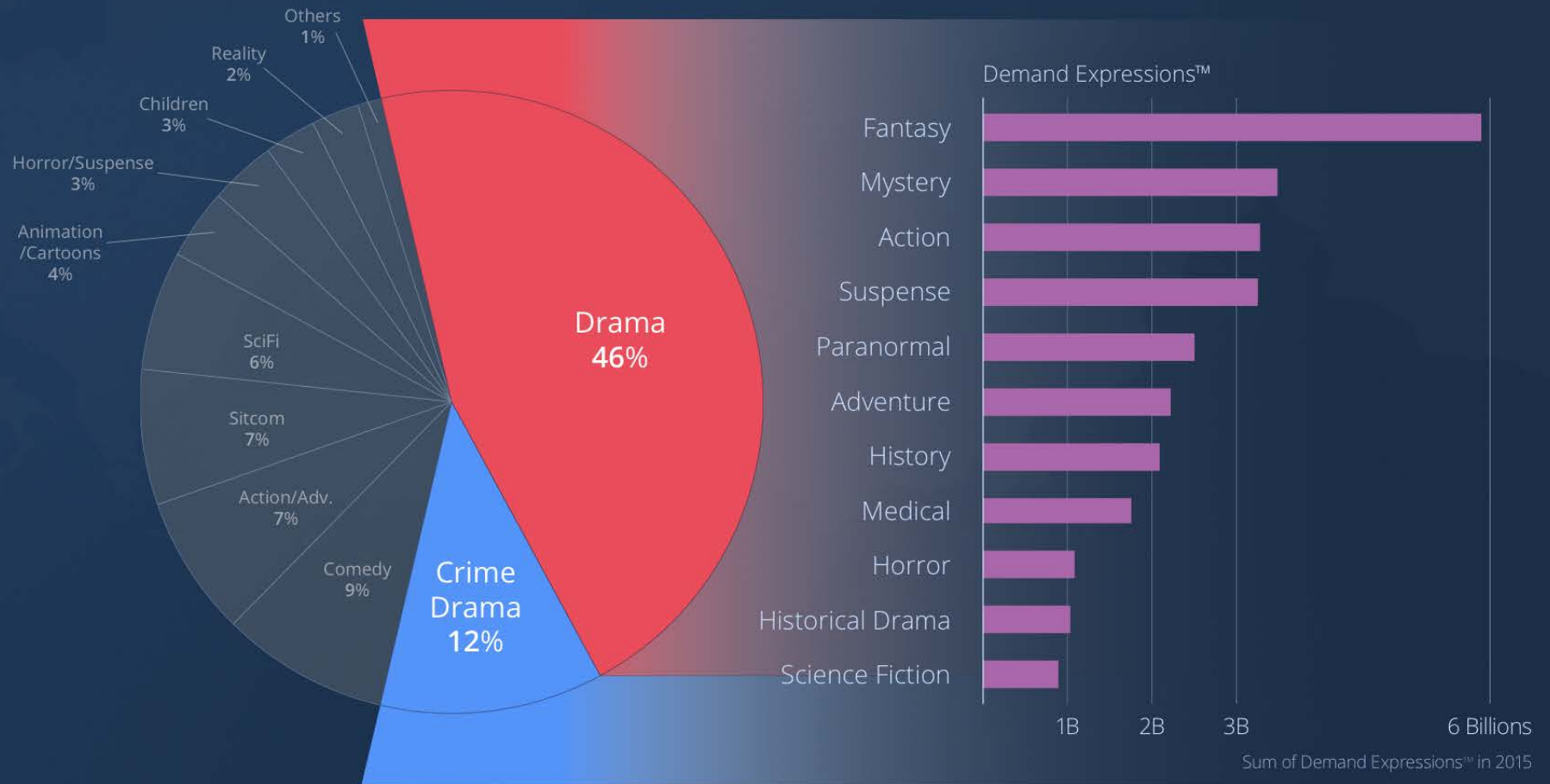


CN



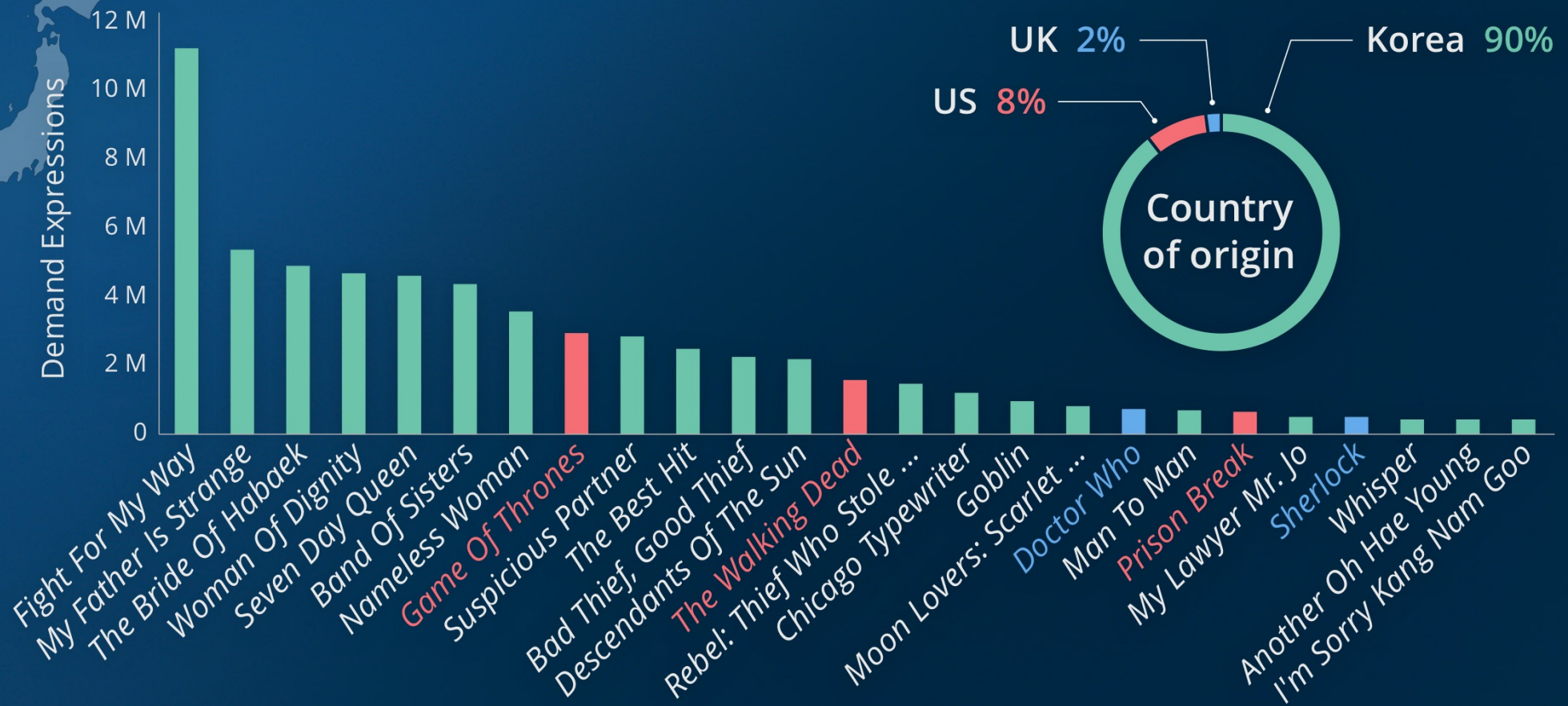
What were the top genres and subgenres in France in 2015?

FR

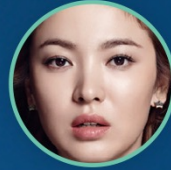


What are the most popular dramas in South Korea?

Average demand



Descendants Of The Sun vs Game Of Thrones in South Korea



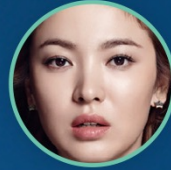
*Descendants
Of The Sun*



*Game Of
Thrones*



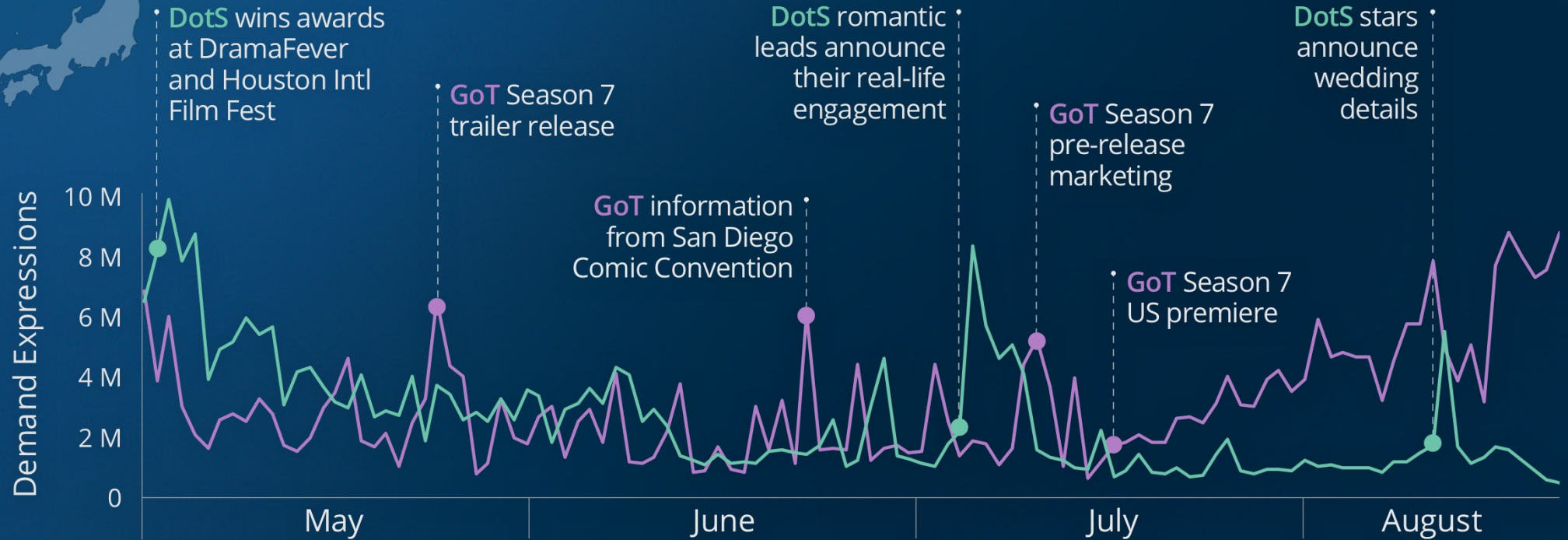
Descendants Of The Sun vs Game Of Thrones in South Korea



*Descendants
Of The Sun*



*Game Of
Thrones*



How does demand for episodic releases evolve?

US

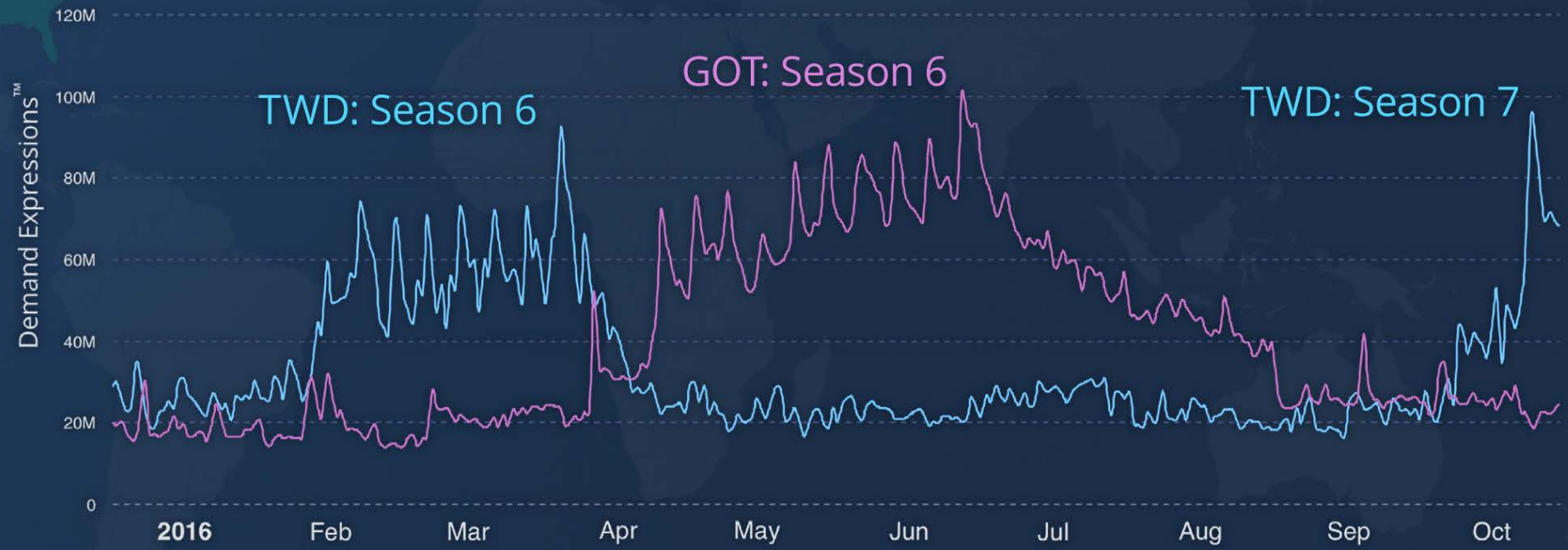
Episodic releases



Game of Thrones



The Walking Dead



Demand Expressions | January 01 – October 30, 2016

How does demand for season releases evolve?

US

Season releases

NEW TITLES



Fuller House



Jessica Jones



Stranger Things

VS



Daredevil



House of Cards



Orange is the New Black

RETURNING TITLES

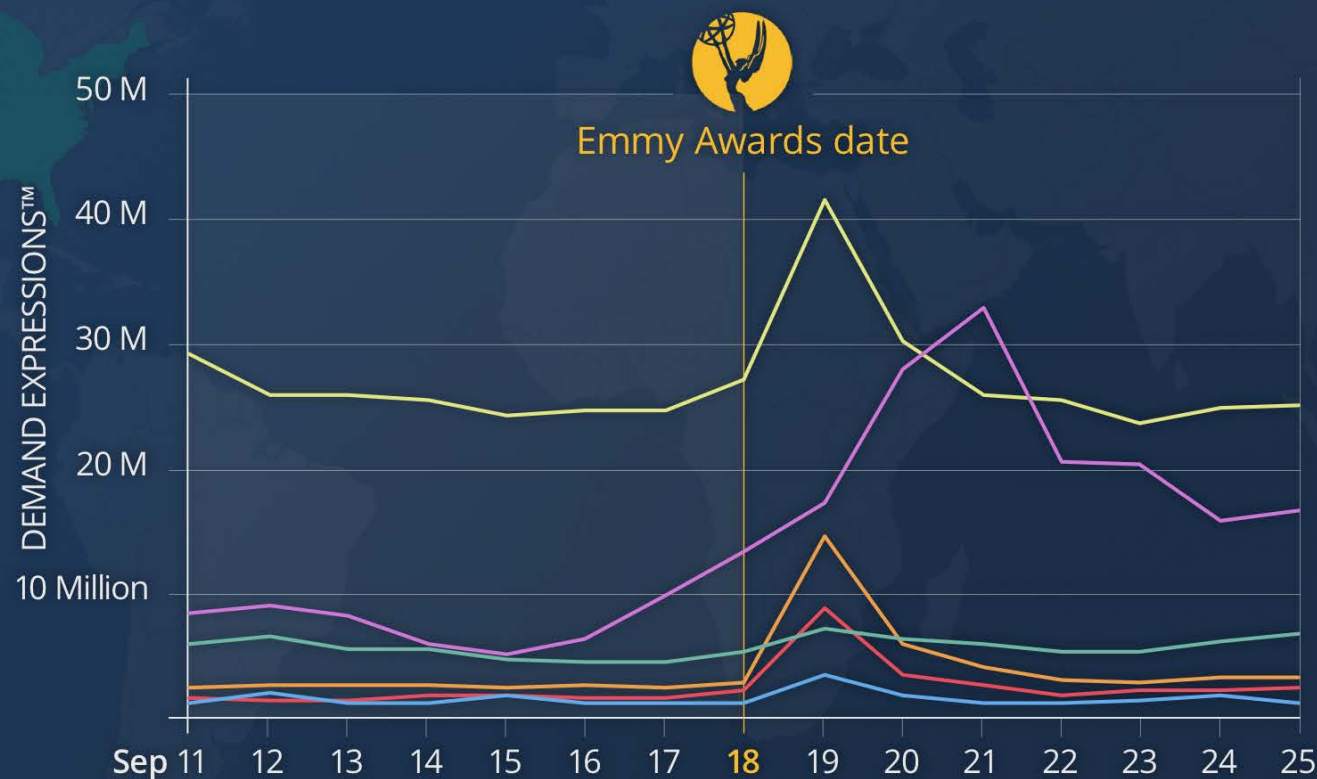


Demand Expressions

What affects demand?

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

Related Properties



Pokémon





Content



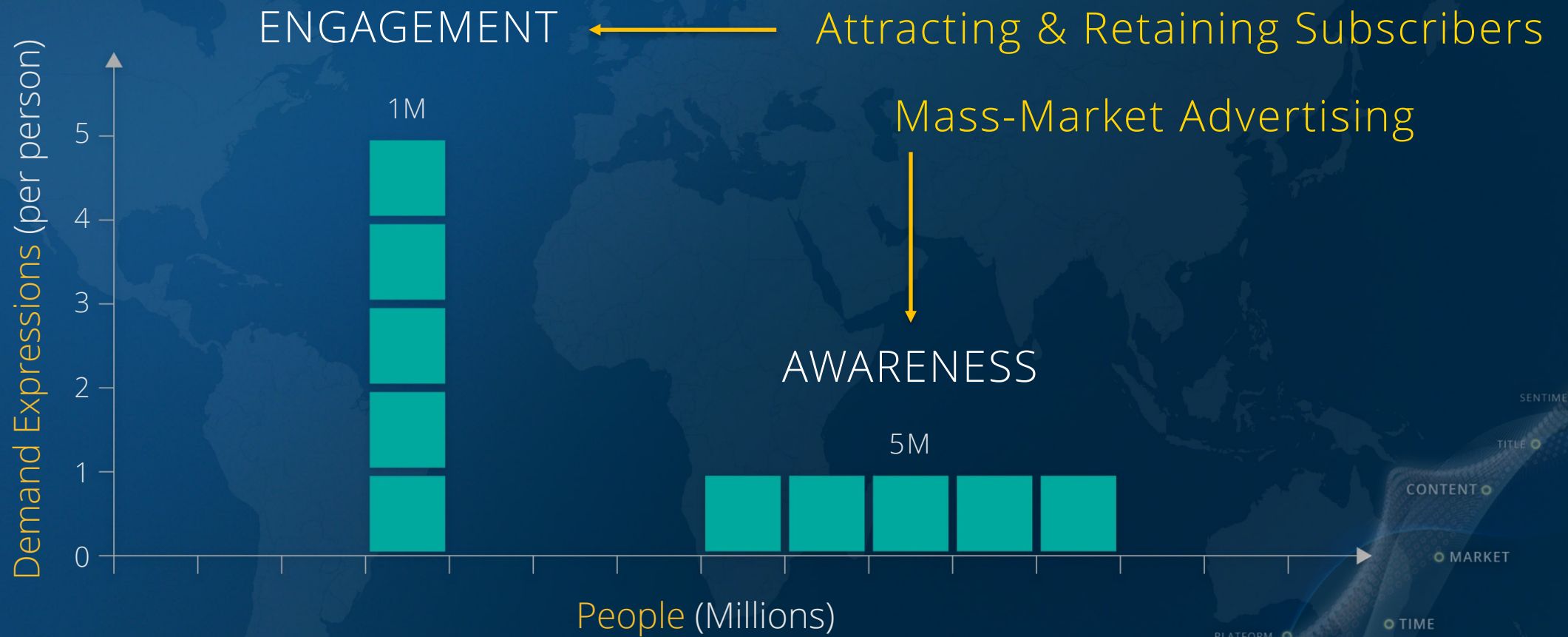
Consumer



Popularity: Engagement vs Awareness



Popularity: Engagement vs Awareness



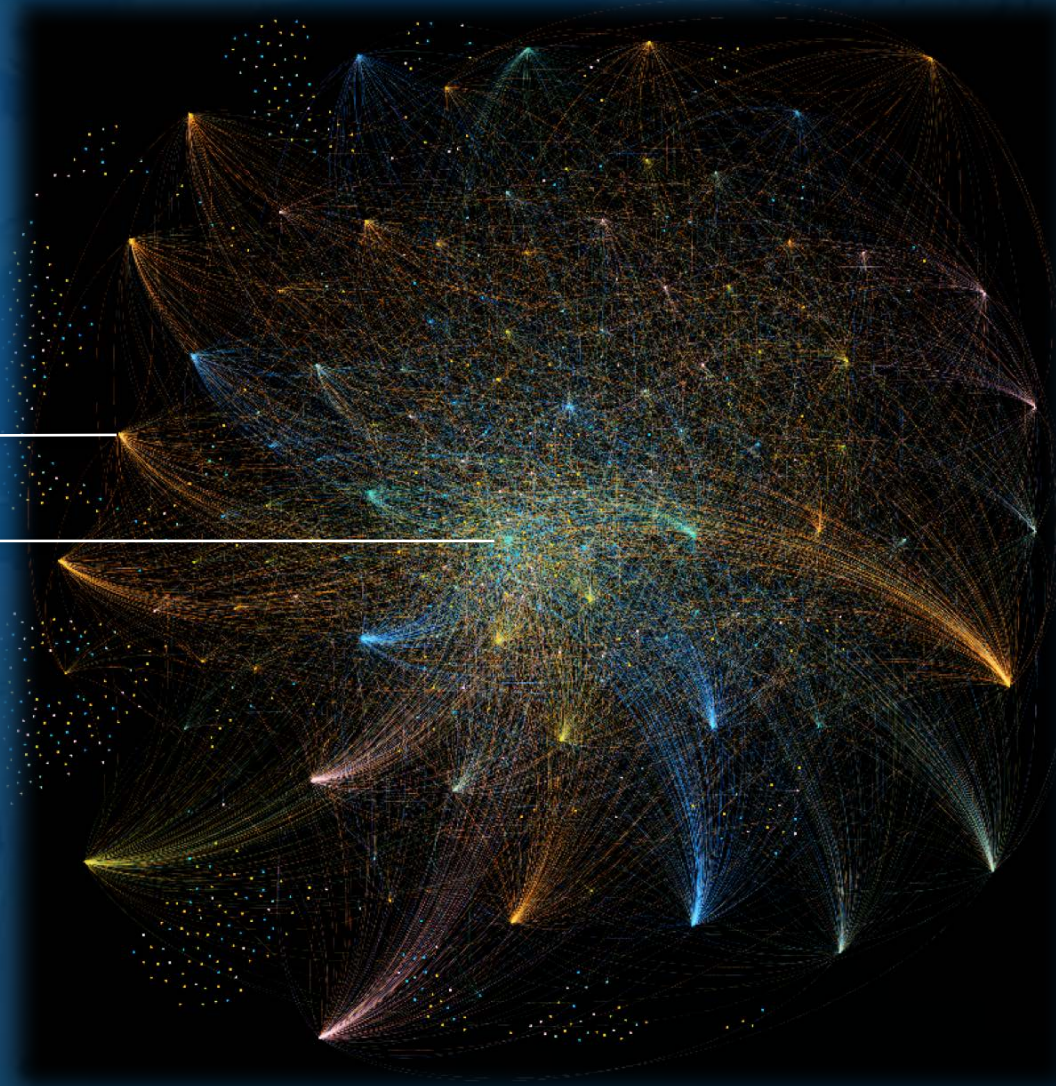
Popularity: Understanding Affinity



15M people's online TV consumption, US, July 2017

Popularity: Understanding Affinity

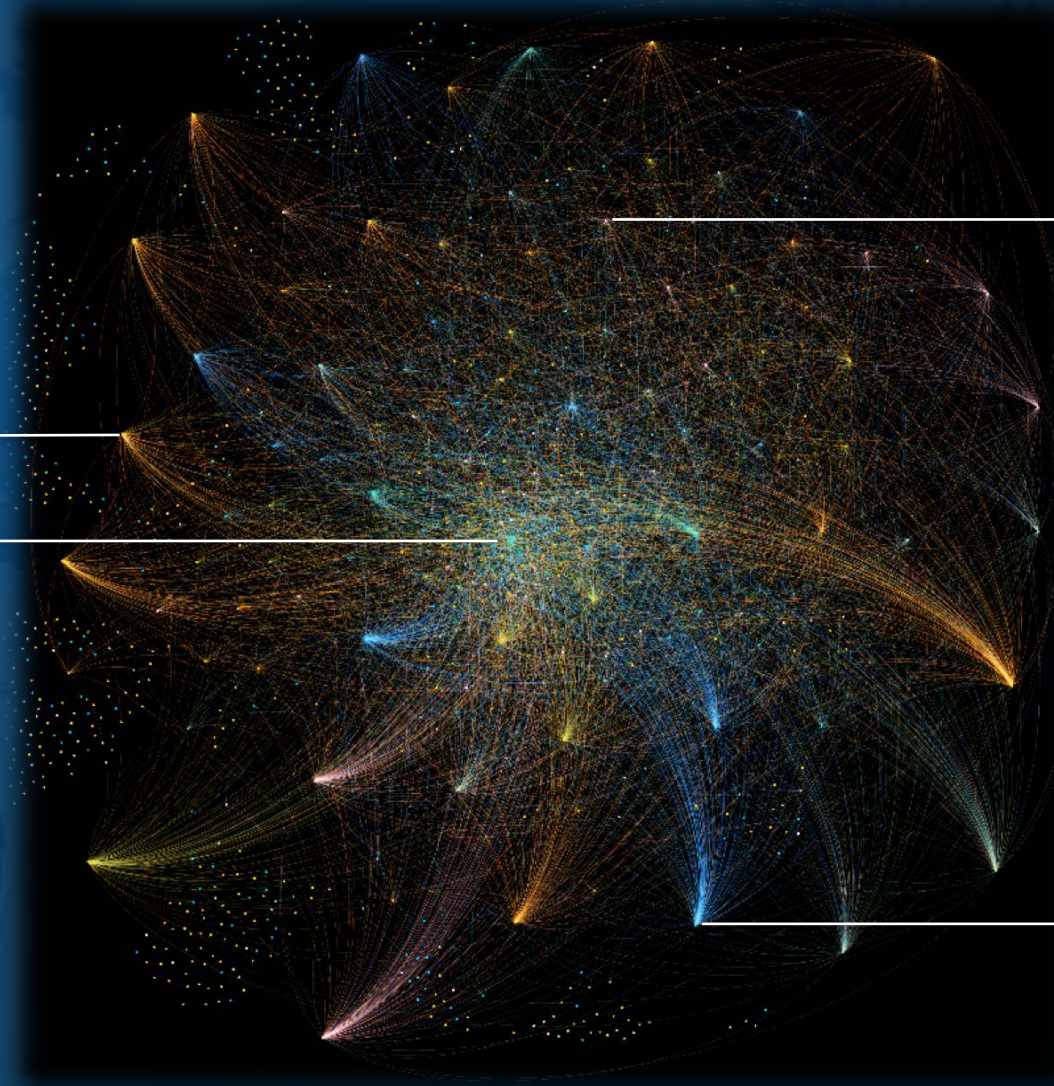
Niche content —
Mainstream content —



15M people's online TV consumption, US, July 2017

Popularity: Understanding Affinity

Niche content
Mainstream content



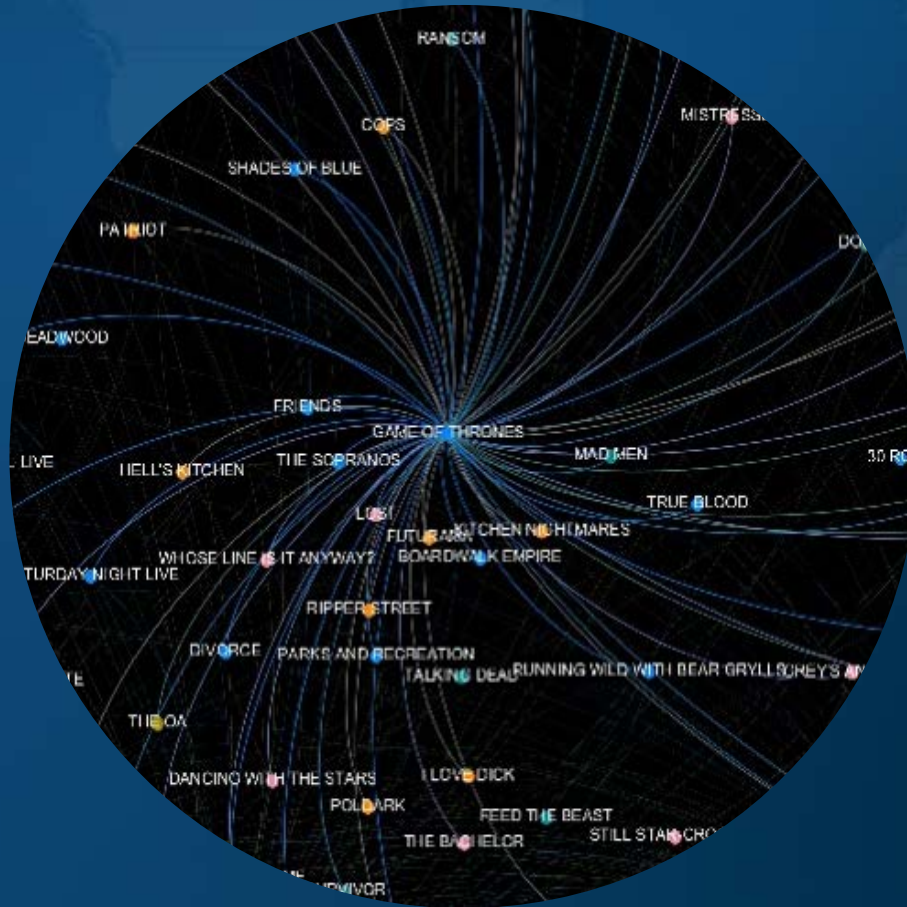
Low loyalty
High affinity

High loyalty
Low affinity

15M people's online TV consumption, US, July 2017

Popularity: Understanding Affinity

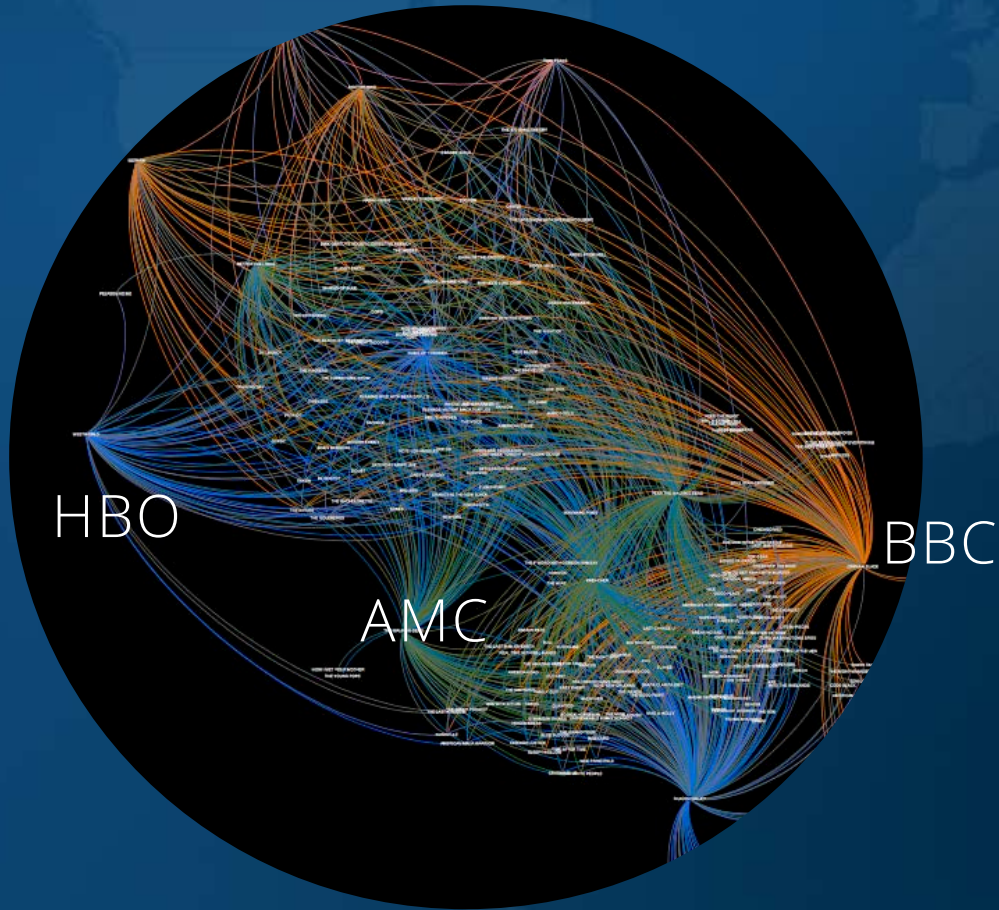
Relationship between shows



15M people's online TV consumption
US, July 2017

Popularity: Understanding Affinity

Relationship between networks



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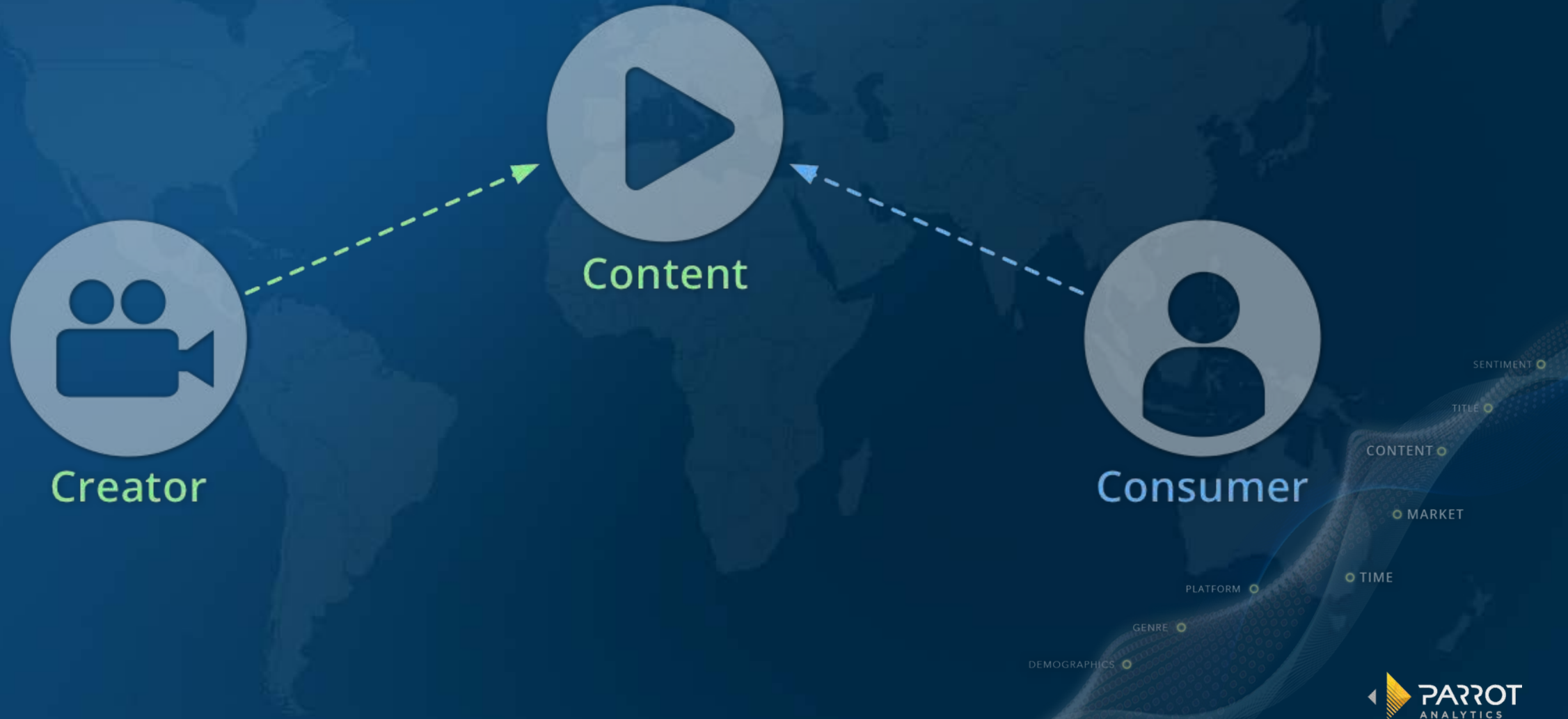
Creator ○

Platform ○

These relationships are all country-specific...



Traditional Plot-Driven Content

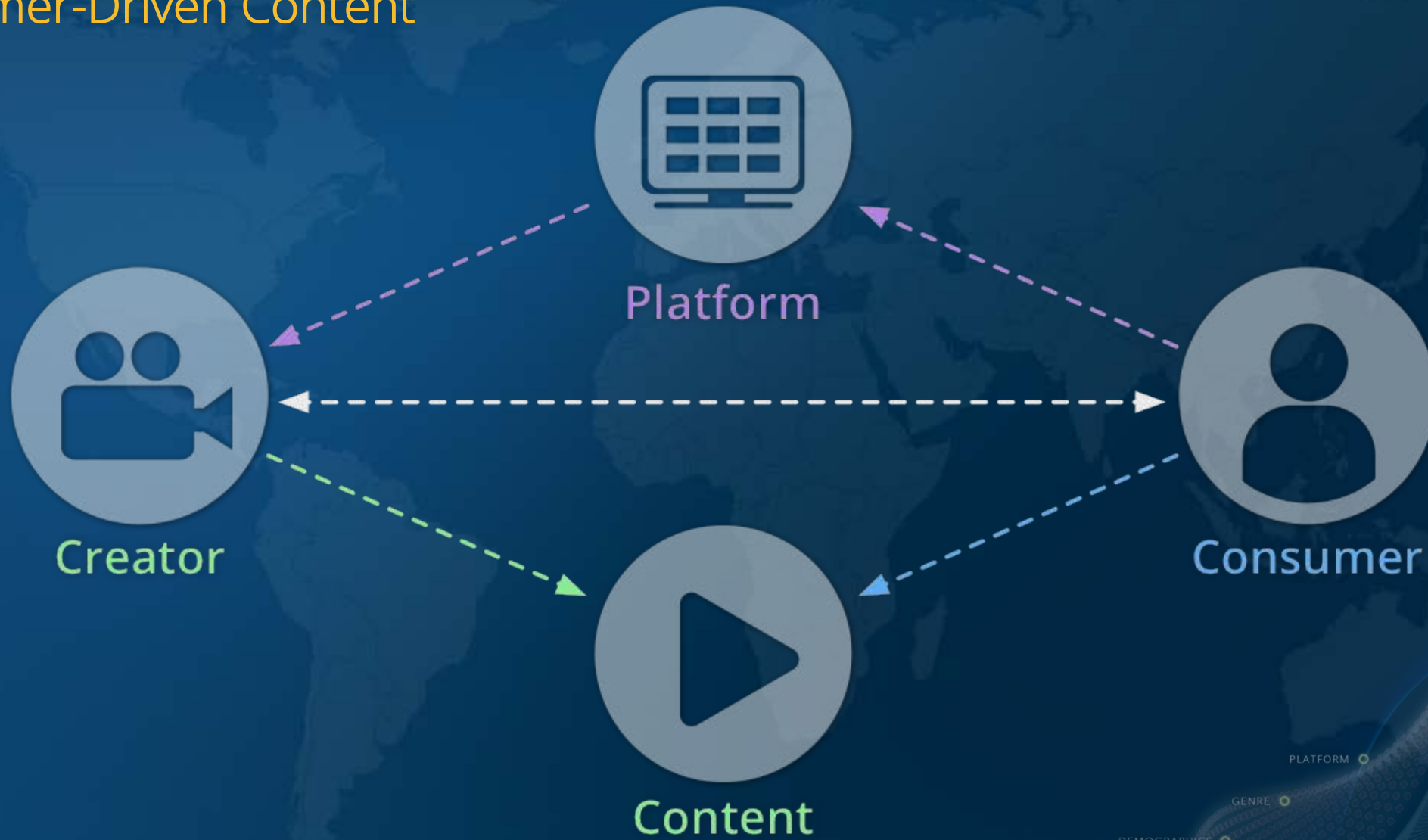


'Consumer-Content' Interaction



The Future

Consumer-Driven Content



THE SCIENCE OF POPULARITY

Science



Art