



The Global Television Demand Report

Digital original series popularity, TV demand trends and global audience consumer TV research for 2nd Quarter 2018

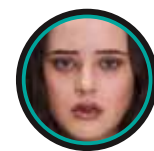
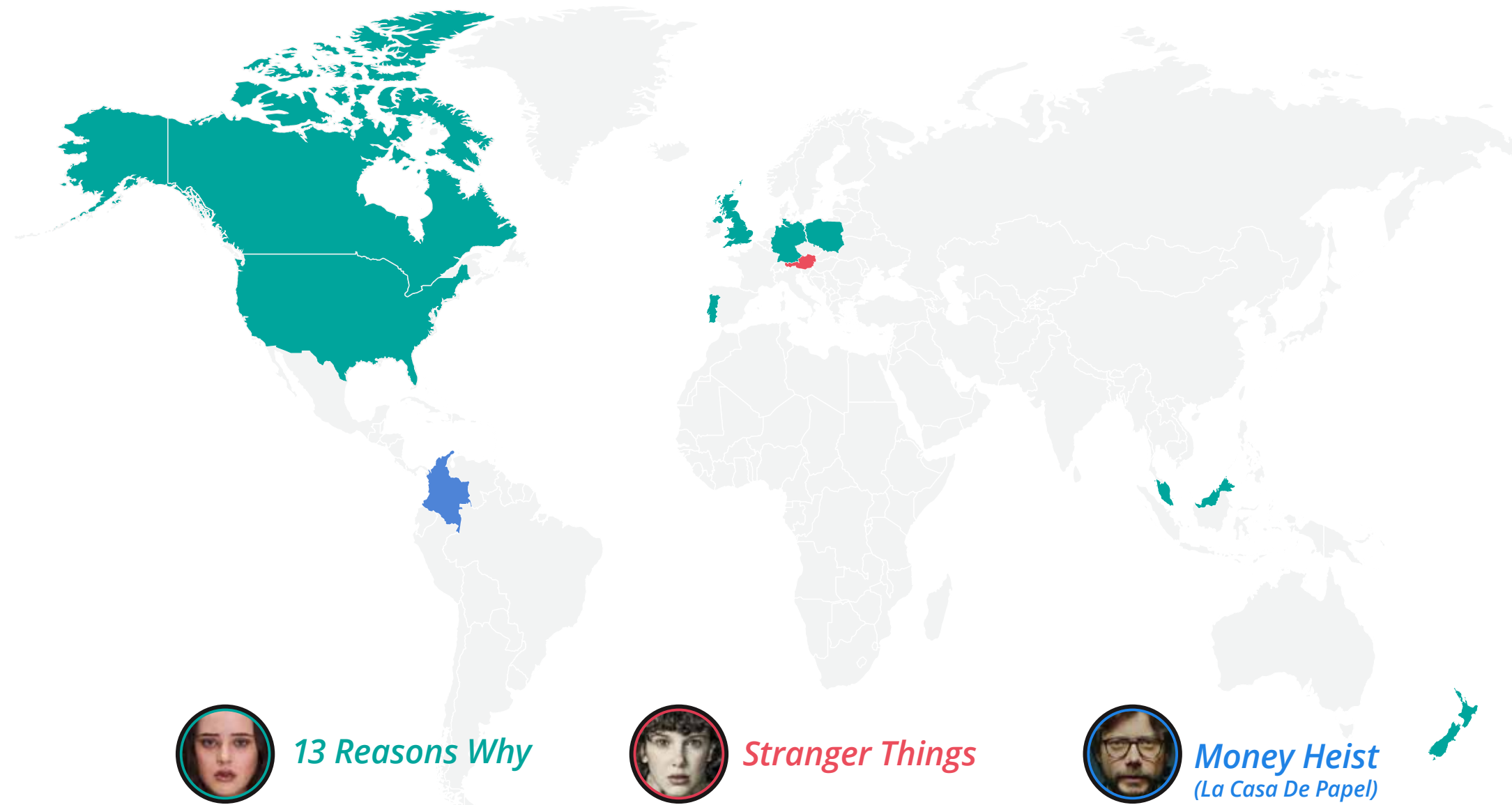
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 - SOCIAL
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 - DEMAND
 - TRENDS
 - DEMOGRAPHICS
 - SENTIMENT
 - RECOMMENDATIONS
 - DISCOVERY
- BRAND ○
- GENRE ○
- TITLE ○
- PLATFORM ○
- MARKET ○
- TIME ○



Executive Summary

April – June, 2018

- ▶ Netflix’s international sensation **13 Reasons Why** returned for its second season May 18th, topping the charts for eight of the ten markets evaluated.
- ▶ YouTube Premium (previously branded YouTube Red) landed its first breakout hit with the **Karate Kid** continuation series **Cobra Kai**, premiering May 2nd. The series made it to the top 20 in 7 of the 10 markets evaluated, and was as high as #3 in the United States.
- ▶ To the delight of **Sense8** fans, over a year after the last episode, Netflix released a 2 hour long finale wrapping up loose ends for the series. The episode helped drive the series to the top 15 among all markets evaluated. It ranked as high as #3 in Colombia.
- ▶ Hulu’s second season of **The Handmaid’s Tale** returned April 25th appearing within the top 20 across all evaluated markets. Across the English speaking markets evaluated (US, UK, CA, NZ) the series was the second most in-demand.



13 Reasons Why

- ▶ Canada
- ▶ United States
- ▶ Austria
- ▶ Germany
- ▶ United Kingdom
- ▶ Portugal
- ▶ Malaysia
- ▶ New Zealand



Stranger Things

- ▶ Poland



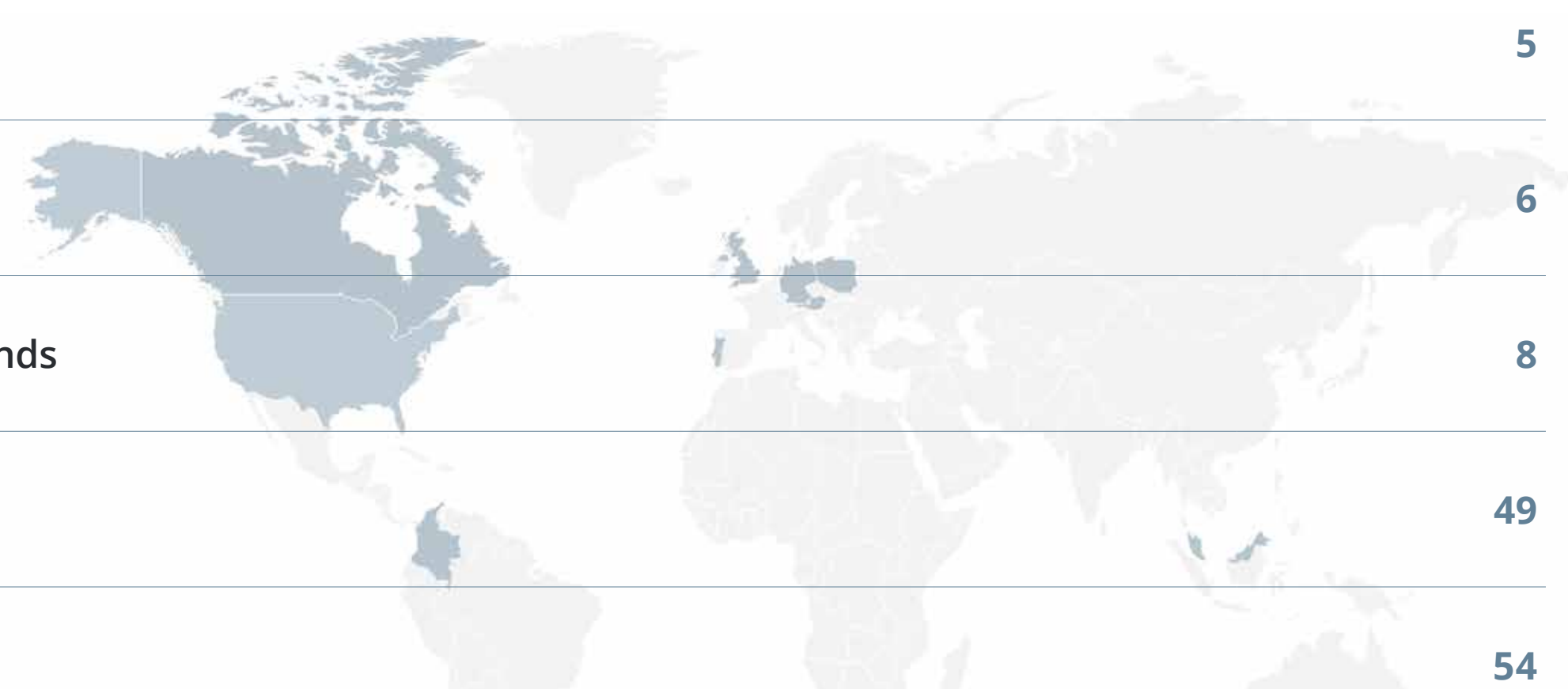
Money Heist (La Casa De Papel)

- ▶ Colombia

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Introduction

April – June, 2018

Demand as the new paradigm

In this twelfth edition of **Parrot Analytics' Global Television Demand Report**, the demand for all digital original series in ten global markets was analyzed over the second quarter of 2018. These digital original series are original content produced by SVOD platforms around the world, including the major services Netflix, Hulu, and Amazon, as well as other players such as Crackle, YouTube Premium and Facebook Watch. As these titles can play a key role in the success of these platforms, but their viewership numbers are kept a closely-guarded secret, the purpose of this report is to provide the industry with insights into the global and market-specific demand for these shows, backed by empirical data for the first time.

With the rapid proliferation of content distribution platforms and the unprecedented levels of consumer fragmentation, existing measurement services in the industry are falling increasingly short around the globe.

The solution to the industry's difficulty in navigating the cross-platform fragmentation is through measuring global content demand. Demand for content is what drives consumption on all platforms — linear and OTT alike.

Consumers express their demand for content through multiple “demand expression platforms” including video streaming platforms, social media platforms, photo sharing platforms, blogging and micro-blogging platforms, fan and critic rating platforms, peer-to-peer protocols and file sharing platforms. Parrot Analytics captures the expressions of demand from these sources and combines them, using the power of advanced artificial intelligence, into a single weighted measure of demand called **Demand Expressions®**.

This global industry standard demand metric enables Parrot Analytics to wield the industry's most powerful TV metric linking consumers and content across the globe.

Using Demand Expressions, a vast array of analyses become possible. Demand is country-specific,

meaning that the differences in demand for content between markets can be empirically measured **even if that content has not yet been officially released in that market.**

Demand is also platform-agnostic: While performance metrics may be available for certain titles on linear TV, **Parrot Analytics' Demand Expressions metric reaches all content**, from the popular broadcast programs to obscure cable titles, to SVOD digital original series, on which very little data has been released.

Knowing the demand for all this content **allows for empirical content investment, acquisition, licensing, sales & distribution, marketing and advertising decisions to be made**, with a full picture of the state of content demand in any given market.

In an industry traditionally guided by intuition and gut feelings, gaining insights into the actual demand for content, no matter the platform, device or market is a definite **competitive advantage.**

[Download](#) *Parrot Analytics' comprehensive whitepapers, industry analyses and global TV demand case studies.*



Quarterly Events

April – June, 2018

- ▶ Amazon announced it raised the price of Prime, its signature membership program which comes with free access to Amazon Prime Video, by 20% in the US, on April 26th. In the same month, Amazon CEO Jeff Bezos announced the service topped 100 million members.
- ▶ April 27th marked a year after Hulu launched its live-streaming pay-TV service. Since then, the biggest changes to the programming line-up have been on the local front. Hulu with Live TV now provides 51 national cable channels and 593 local TV affiliates.
- ▶ CBS Corporation chief executive Leslie Moonves told investors in New York May 5th, the company is seeking 8 million subscribers globally to its platforms, including CBS All Access and Showtime, by 2020. “By year’s end, we plan to bring All Access to Australia using our acquisition of Network TEN as a gateway to launch in that market,” he said. “After that, we’ll add more and more markets every year, leading to tremendous upside to our overall direct-to-consumer strategy. And importantly, these international subs are incremental to our 2020 target...”
- ▶ After landing its first breakout hit *Cobra Kai*, YouTube announced it was rebranding its subscription streaming platform from YouTube Red to YouTube Premium May 22nd. The offering includes access to the new YouTube Music—a streaming platform providing a tailored interface for browsing through music videos based on genres, playlists and recommendations.
- ▶ On May 24th, STARZPLAY announced its launch on Amazon Prime Video Channels’ line-up in the UK and Germany. While this gives European audiences access to all the STARZ series in one place, they can also watch future STARZ originals content on the same day it’s released in the United States.
- ▶ Film Struck, the joint venture between Turner International’s Digital Ventures & Innovation Group and Warner Bros. Digital Networks, announced its plans to expand to France and Spain on May 24th. While offering movies from Warner Bros, the SVOD also has a strong emphasis on catering to different audiences with carefully curated local content.
- ▶ On June 5th, Australia’s Stan—a joint venture of Nine Entertainment Co. and Fairfax Media—surpassed 1 million active subscribers. New output deals with STARZ and MGM as well as upcoming local commissions were also revealed.

New digital original series released this quarter

April – June, 2018

<i>Title</i>	<i>Original Platform</i>	<i>Genre</i>	<i>Premiere Date</i>
<i>Wakfu</i>	Netflix	Children	6 April 18
<i>All or Nothing: The Michigan Wolverines</i>	Amazon Video	Documentary	6 April 18
<i>Money Heist (La Casa De Papel): Part 2 (re-edited for Netflix)</i>	Netflix	Drama	6 April 18
<i>Félix</i>	Movistar+	Drama	6 April 18
<i>The Boss Baby: Back in Business</i>	Netflix	Children	6 April 18
<i>Fastest Car</i>	Netflix	Reality	6 April 18
<i>Troy: Fall of a City</i>	Netflix	Documentary	6 April 18
<i>Lost in Space</i>	Netflix	Science Fiction	13 April 18
<i>Chef's Table: Pastry</i>	Netflix	Documentary	13 April 18
<i>Aggretsuko</i>	Netflix	Anime	20 April 18
<i>Spy Kids: Mission Critical</i>	Netflix	Children	20 April 18
<i>Behind Baker</i>	Facebook Watch	Sports	20 April 18
<i>The Letdown</i>	Netflix	Comedy	21 April 18
<i>Luis Miguel, la serie</i>	Netflix	Drama	22 April 18
<i>Little Big Awesome</i>	Amazon Video	Children	26 April 18
<i>Bobby Kennedy for President</i>	Netflix	Documentary	27 April 18
<i>The New Legends of Monkey</i>	Netflix	Action & Adventure	27 April 18
<i>Tiny Shoulders: Rethinking Barbie</i>	Hulu	Documentary	27 April 18
<i>SKAM Austin</i>	Facebook Watch	Drama	27 April 18
<i>Cobra Kai</i>	YouTube Premium	Drama	2 May 18
<i>Help Us Get Married</i>	Facebook Watch	Reality	3 May 18
<i>The Rain</i>	Netflix	Drama	4 May 18
<i>Busted!</i>	Netflix	Variety	4 May 18
<i>A Little Help with Carol Burnett</i>	Netflix	Variety	4 May 18
<i>Diablo Guardián</i>	Amazon Video	Drama	4 May 18
<i>Fruit Ninja: Frenzy Force</i>	YouTube Premium	Children	5 May 18
<i>Red Table Talk</i>	Facebook Watch	Variety	7 May 18
<i>Safe</i>	Netflix	Drama	10 May 18

New digital original series released this quarter

April – June, 2018

<i>Title</i>	<i>Original Platform</i>	<i>Genre</i>	<i>Premiere Date</i>
<i>The Who Was? Show</i>	Netflix	Children	11 May 18
<i>Evil Genius: The True Story of America's Most Diabolical Bank Heist</i>	Netflix	Documentary	11 May 18
<i>All Night</i>	Hulu	Comedy	11 May 18
<i>Chacha Vidhayak Hain Humare</i>	Amazon Video	Comedy	18 May 18
<i>Explained</i>	Netflix	Documentary	23 May 18
<i>Matar al padre</i>	Movistar+	Drama	25 May 18
<i>The Break with Michelle Wolf</i>	Netflix	Variety	27 May 18
<i>November 13: Attack on Paris</i>	Netflix	Documentary	1 June 18
<i>All or Nothing: New Zealand All Blacks</i>	Amazon Video	Documentary	1 June 18
<i>Five Points</i>	Facebook Watch	Drama	4 June 18
<i>Impulse</i>	YouTube Premium	Drama	6 June 18
<i>The Hollow</i>	Netflix	Children	8 June 18
<i>The Staircase</i>	Netflix	Documentary	8 June 18
<i>Treehouse Detectives</i>	Netflix	Children	8 June 18
<i>Rog & Davo's Guide to Russia</i>	Crackle	Crackle	11 June 18
<i>Huda Boss</i>	Facebook Watch	Reality	12 June 18
<i>Strange Angel</i>	CBS All Access	Drama	14 June 18
<i>True: Wonderful Wishes</i>	Netflix	Children	15 June 18
<i>True: Magical Friends</i>	Netflix	Children	15 June 18
<i>Harvey Street Kids</i>	Netflix	Children	15 June 18
<i>Club of Crows Presents: The Ballad of Hugo Sanchez</i>	Netflix	Comedy	17 June 18
<i>The Sidemen Show</i>	YouTube Premium	Reality	18 June 18
<i>Next Up</i>	Facebook Watch	Reality	19 June 18
<i>El día de mañana</i>	Movistar+	Drama	22 June 18
<i>Cooking on High</i>	Netflix	Reality	22 June 18
<i>Baki</i>	Netflix	Anime	25 June 18
<i>Liza on Demand</i>	YouTube Premium	Comedy	27 June 18
<i>Recovery Boys</i>	Netflix	Documentary	29 June 18

Market-specific TV content trends

April – June, 2018

Device usage to access television content and title demand trends in 10 global markets

In this edition of *The Global Television Demand Report* we investigate how devices are used to consume television content in selected markets. We have compiled this information from a **comprehensive multi-language study** carried out by Parrot Analytics involving 5,000 participants in **10 global markets**.

In addition, for each of the ten markets, **the top 20 digital original series** as well as five further series of interest are ranked according to their demand over the period April to June 2018. A time series plot illustrating interesting demand trends over the same period accompanies our brief analysis of each market.

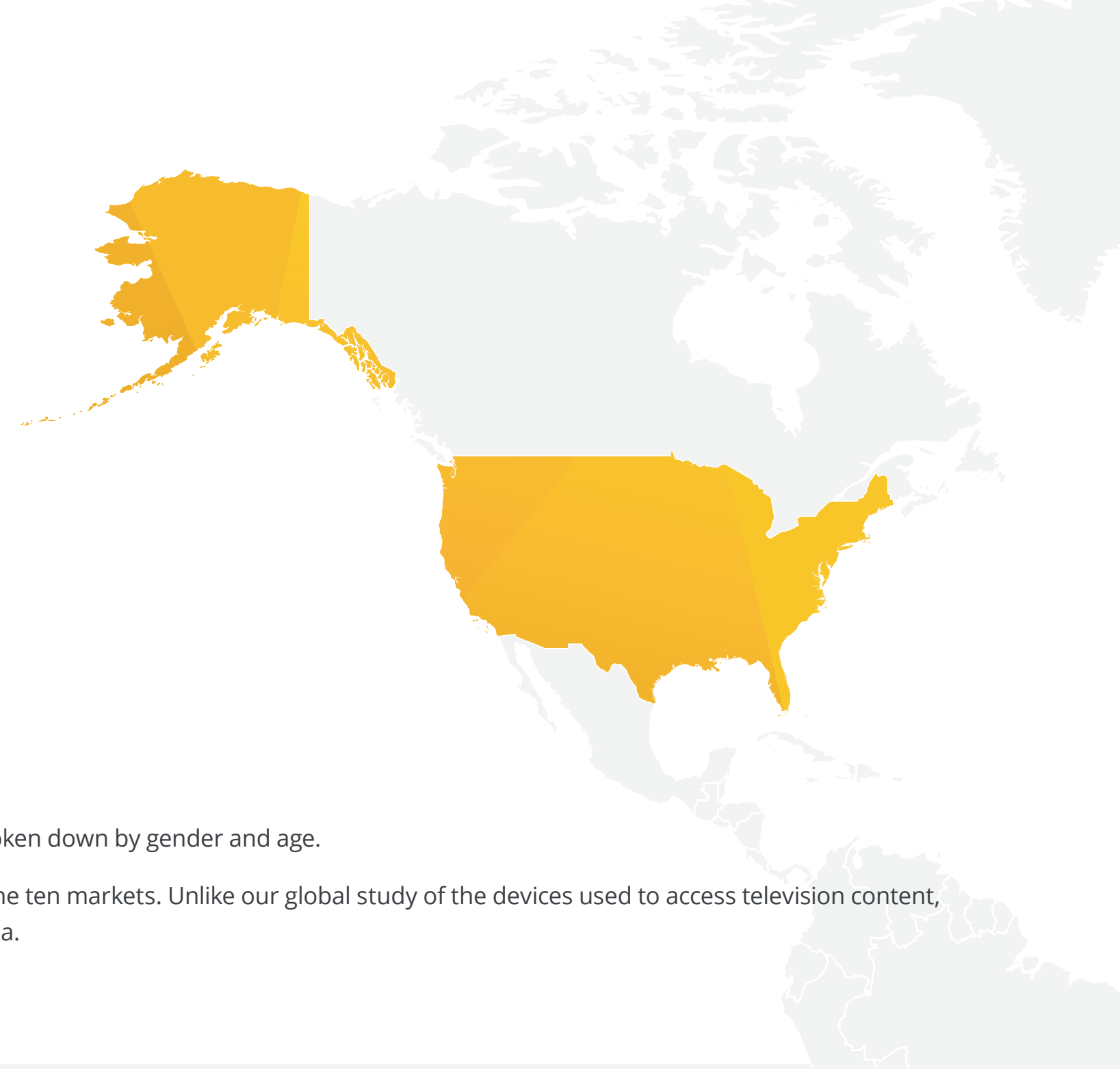
The Global Television Demand Report leverages the entire available Parrot Analytics global TV demand dataset, which is comprised of **3.5 trillion data points**, across 100+ languages and 100+ countries.

Consumer content access study and title demand trends

April – June, 2018

United States

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in the United States.



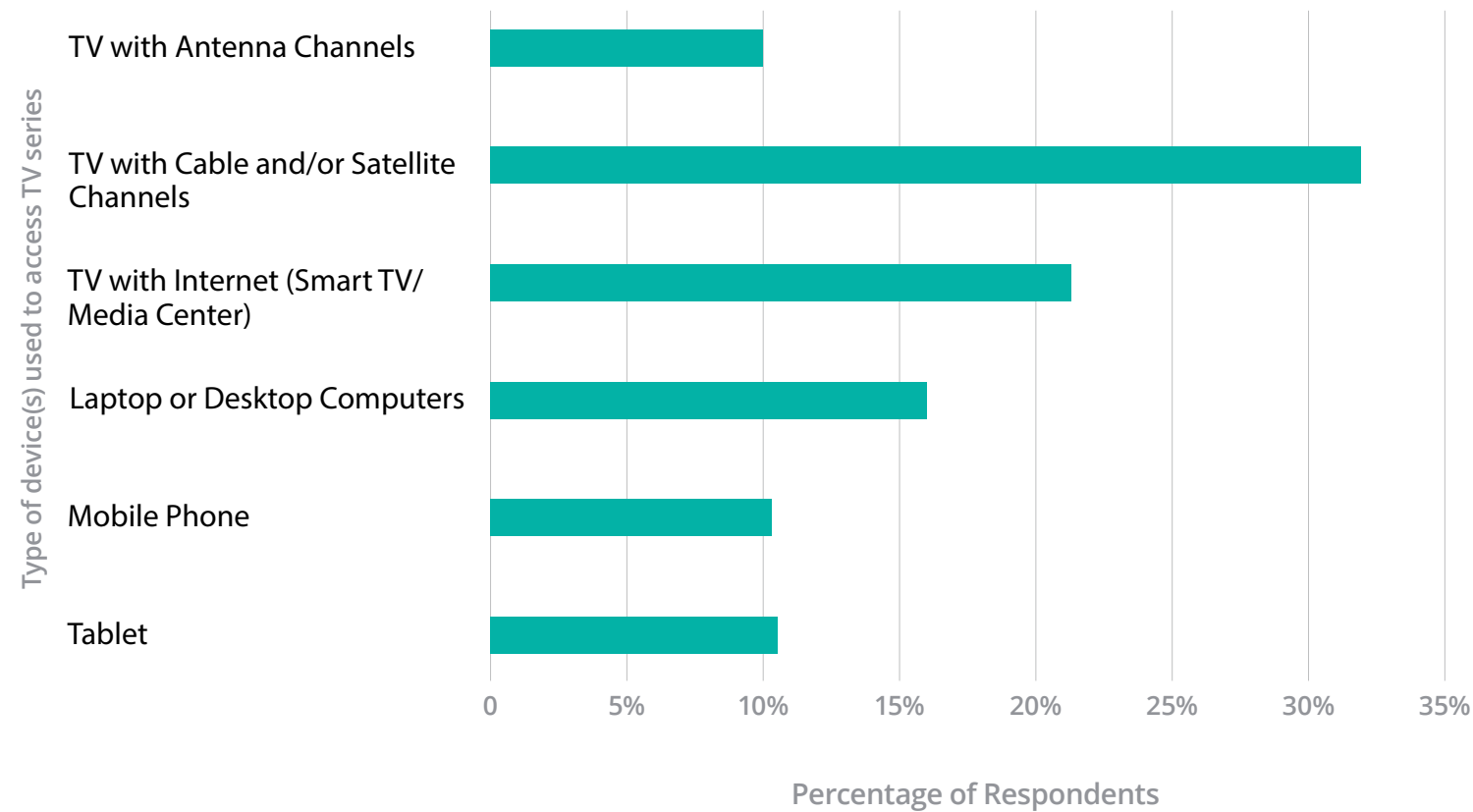
Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.

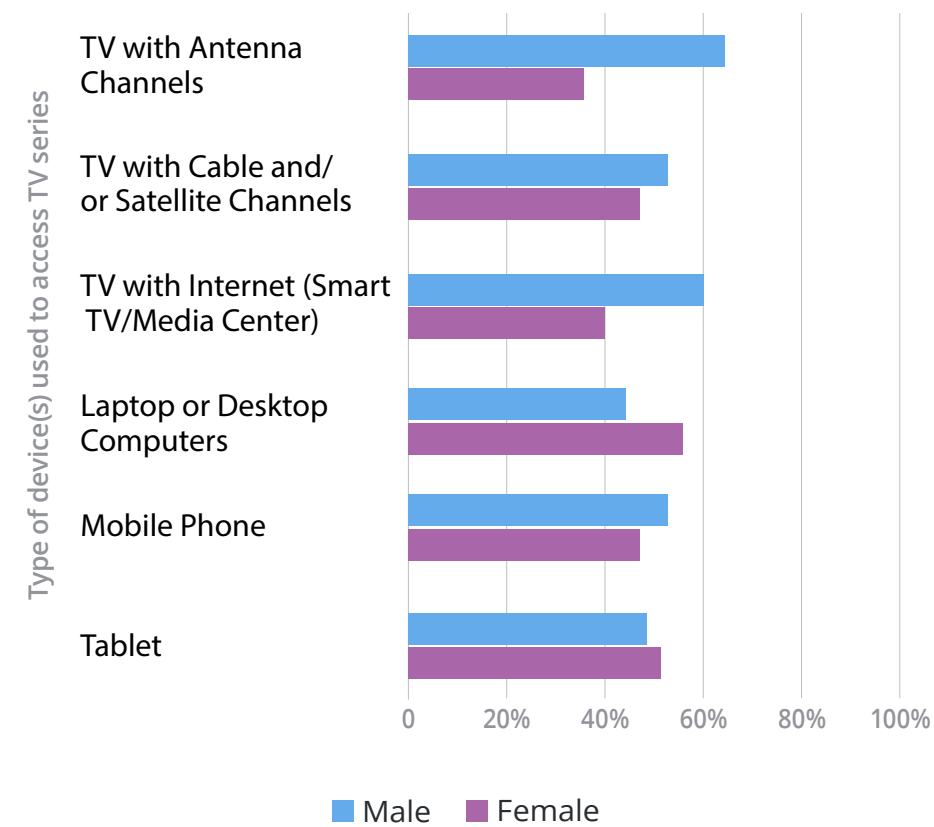
Devices used to access TV content in the United States

June, 2018

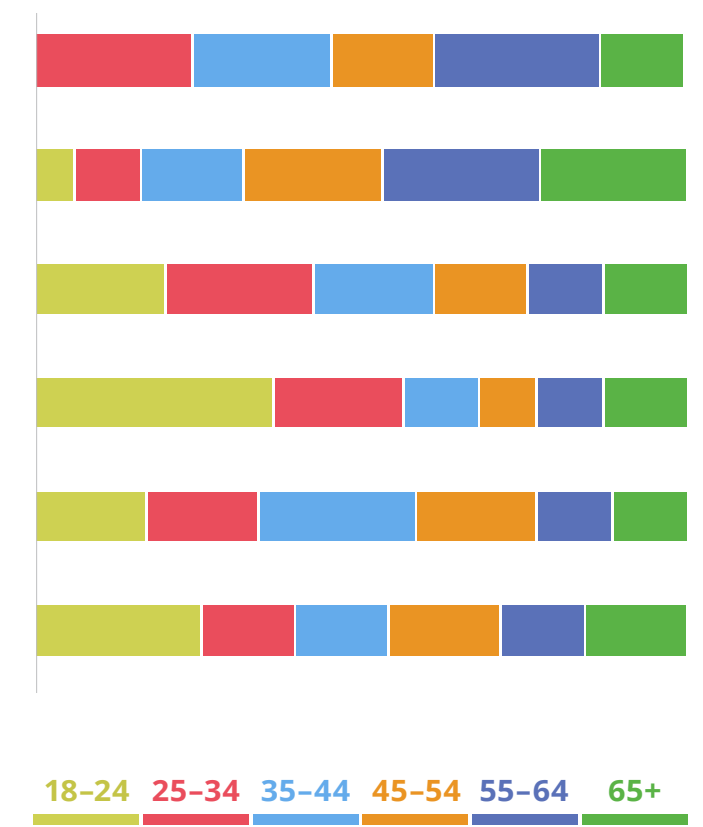
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



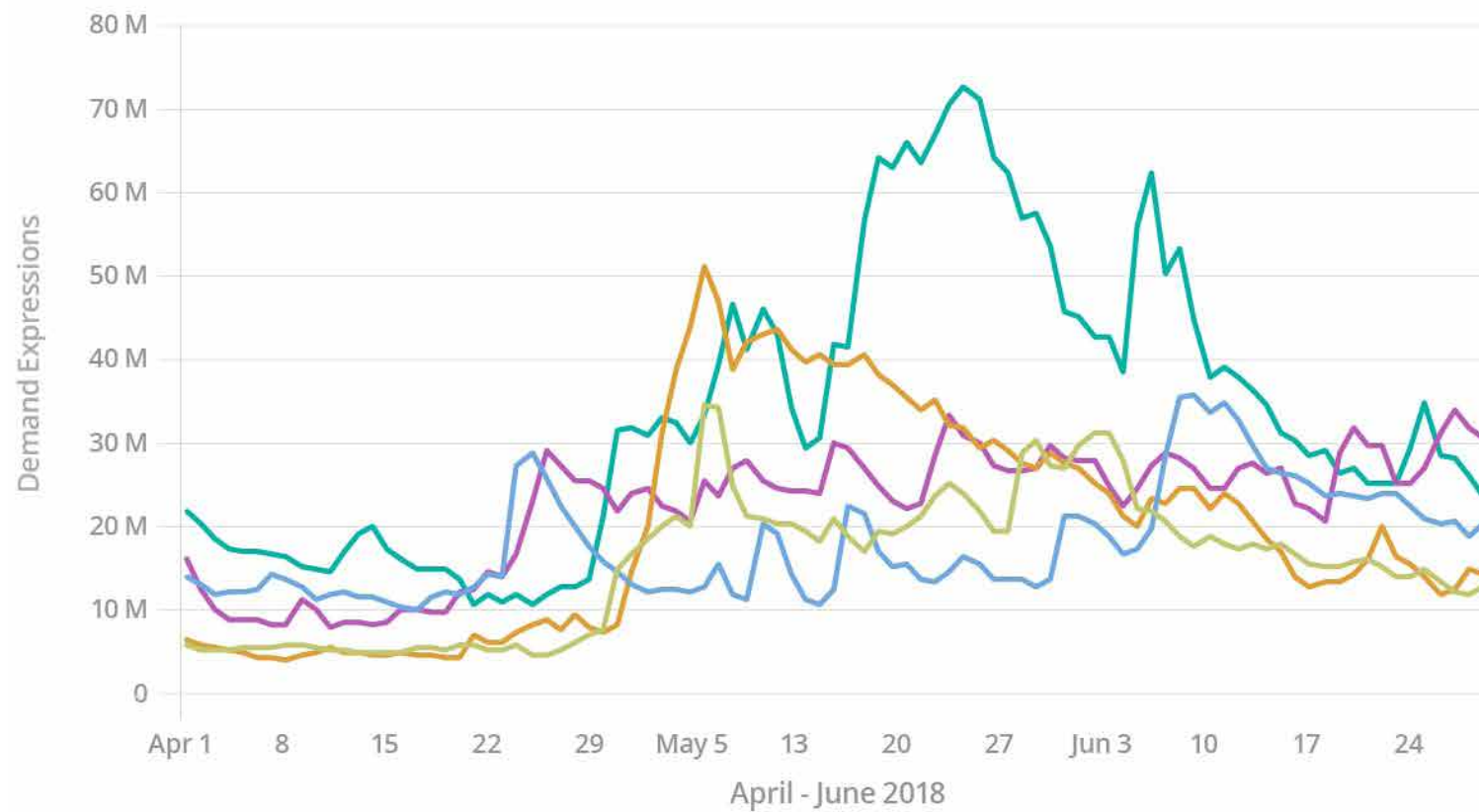
- ▶ The US has one of the highest reported rates of Smart TV usage (21%).
- ▶ While most devices were relatively closely split across gender, watching “TV with Antenna Channels” skewed more male (64%M vs. 36%F)






- ▶ Interestingly, the US has one of the most even distribution across the age brackets, suggesting audiences across all ages are engaging with television content across most devices.
- ▶ The 18-24 year-old bracket reported a tiny incidence of watching TV content on a regular TV - when they do watch on a TV screen its most likely a Smart TV.

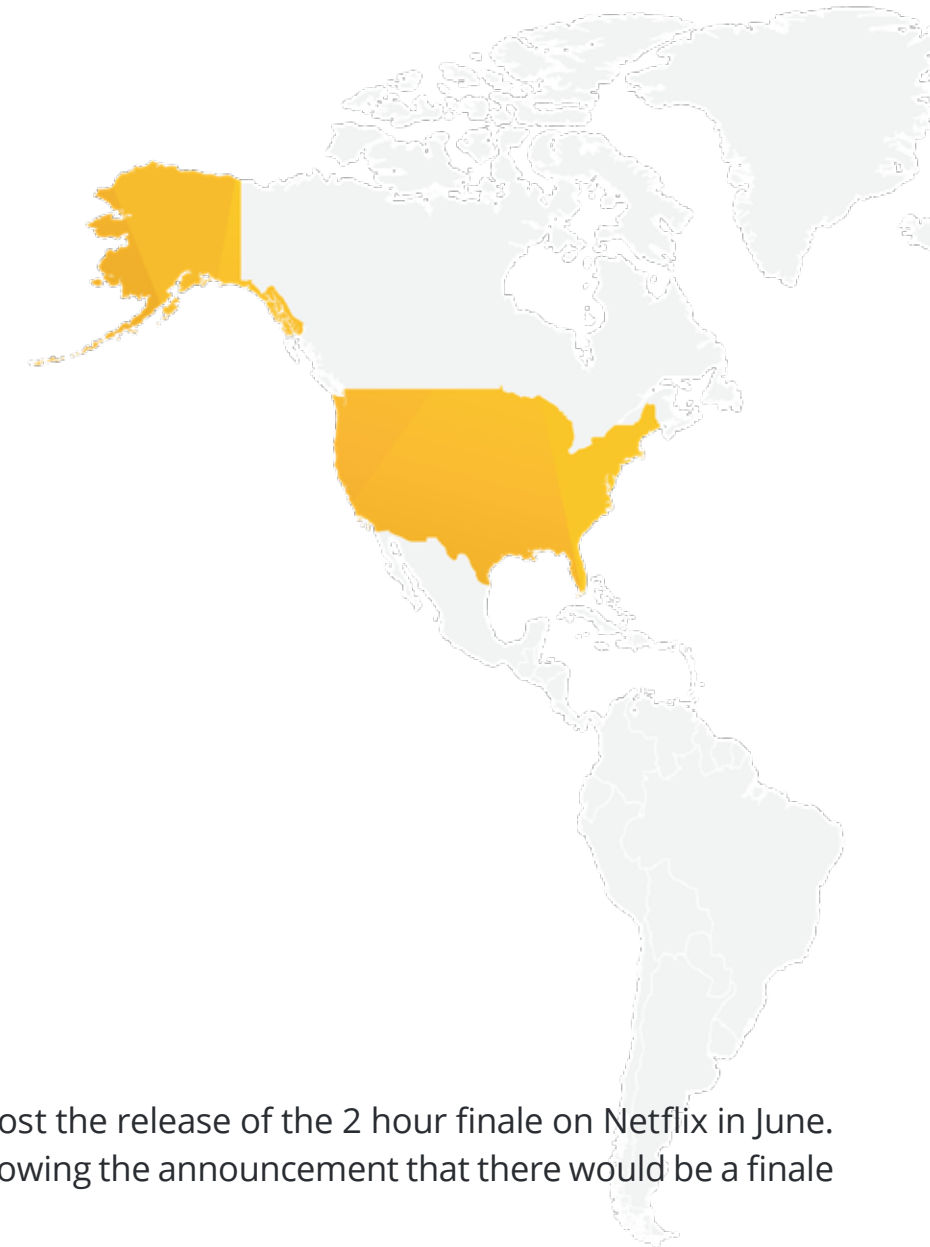
Demand trends in the United States

April – June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for the United States



-  *13 Reasons Why*
-  *The Handmaid's Tale*
-  *Cobra Kai*
-  *Sense8*
-  *Arrested Development*



- ▶ *13 Reasons Why* was increasing consistently in demand beginning in late April as the May 18th release date for the highly anticipated 2nd season neared.
- ▶ Out of the titles featured, *Cobra Kai* experienced the sharpest increase in demand post its release.

- ▶ *Sense8* drove its highest demand peak post the release of the 2 hour finale on Netflix in June. It's second highest demand peak was following the announcement that there would be a finale episode in April.
- ▶ *The Handmaid's Tale* generated consistent demand beginning in April, likely due to its episodic release format.

Top digital original series in the United States

April –June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	33,819,859	
2	<i>The Handmaid's Tale</i>	Hulu	Drama	22,438,417	
3	<i>Cobra Kai</i>	YouTube Premium	Drama	20,177,321	
4	<i>Sense8</i>	Netflix	Drama	18,059,156	
5	<i>Stranger Things</i>	Netflix	Drama	17,533,639	
6	<i>Money Heist (La Casa De Papel)</i>	Netflix	Drama	17,341,645	
7	<i>Orange Is The New Black</i>	Netflix	Comedy	17,170,946	
8	<i>Arrested Development</i>	Netflix	Comedy	15,605,254	
9	<i>Star Trek: Discovery</i>	CBS All Access	Drama	14,598,869	
10	<i>Lost In Space</i>	Netflix	Drama	14,453,266	
11	<i>Marvel's Daredevil</i>	Netflix	Action and Adventure	13,712,107	
12	<i>On My Block</i>	Netflix	Comedy	12,554,388	
13	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	12,049,996	
14	<i>Voltron: Legendary Defender</i>	Netflix	Children	11,260,640	
15	<i>Trailer Park Boys</i>	Netflix	Comedy	11,129,423	
16	<i>Black Mirror</i>	Netflix	Drama	10,846,737	
17	<i>Narcos</i>	Netflix	Drama	10,016,944	
18	<i>Marvel's Luke Cage</i>	Netflix	Action and Adventure	9,685,380	
19	<i>Altered Carbon</i>	Netflix	Drama	9,532,500	
20	<i>The Good Fight</i>	CBS All Access	Drama	9,359,790	

A selection of 5 additional digital original series of interest:

26	<i>Marvel's Runaways</i>	Hulu	Action and Adventure	8,095,662	
29	<i>Bosch</i>	Amazon Video	Drama	7,834,597	
31	<i>Carpool Karaoke</i>	Apple Music	Variety	7,733,511	
41	<i>The Looming Tower</i>	Hulu	Drama	6,565,675	
42	<i>Sneaky Pete</i>	Amazon Video	Drama	6,407,105	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

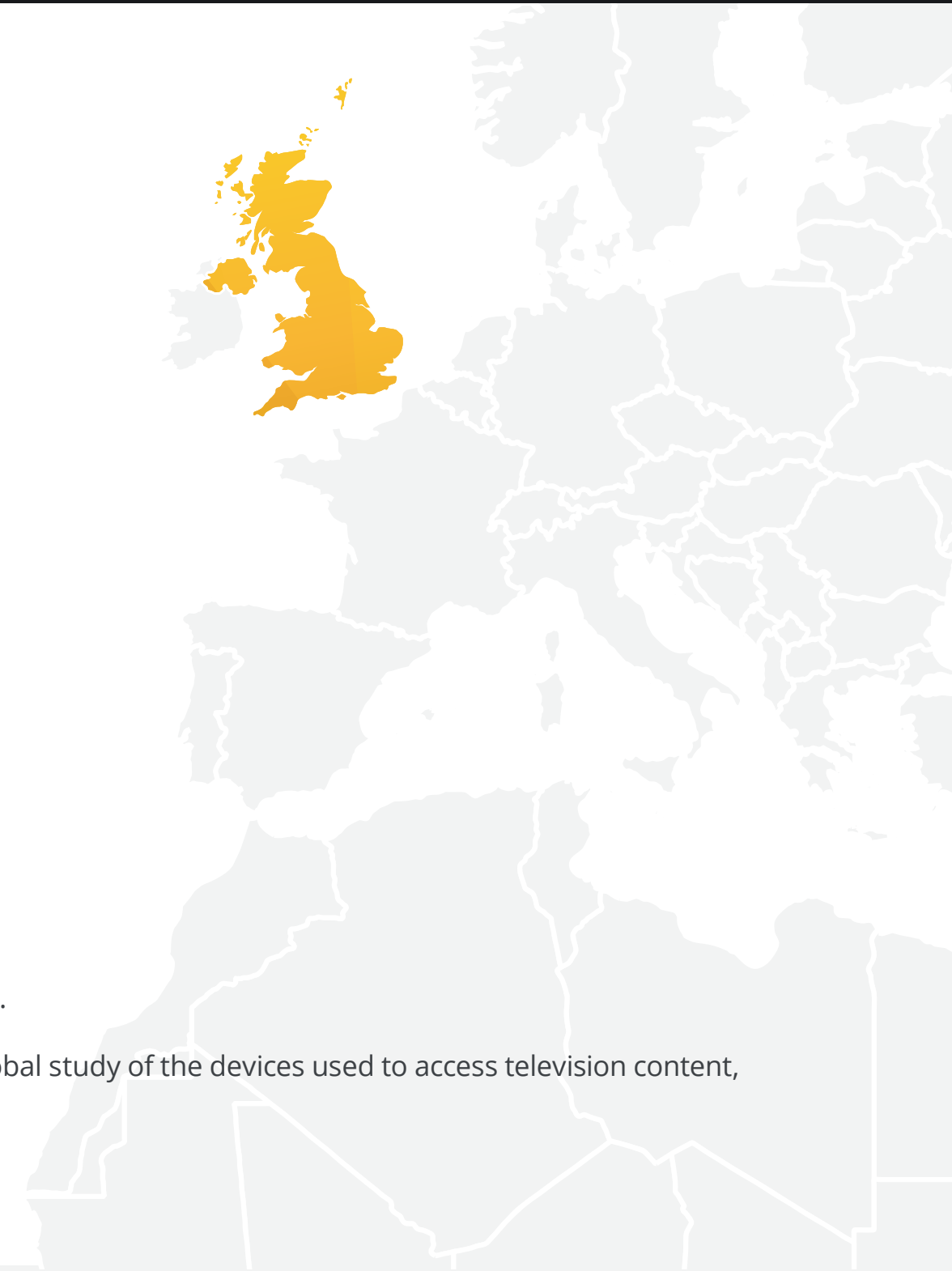
April – June, 2018

United Kingdom

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in the United Kingdom.

Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

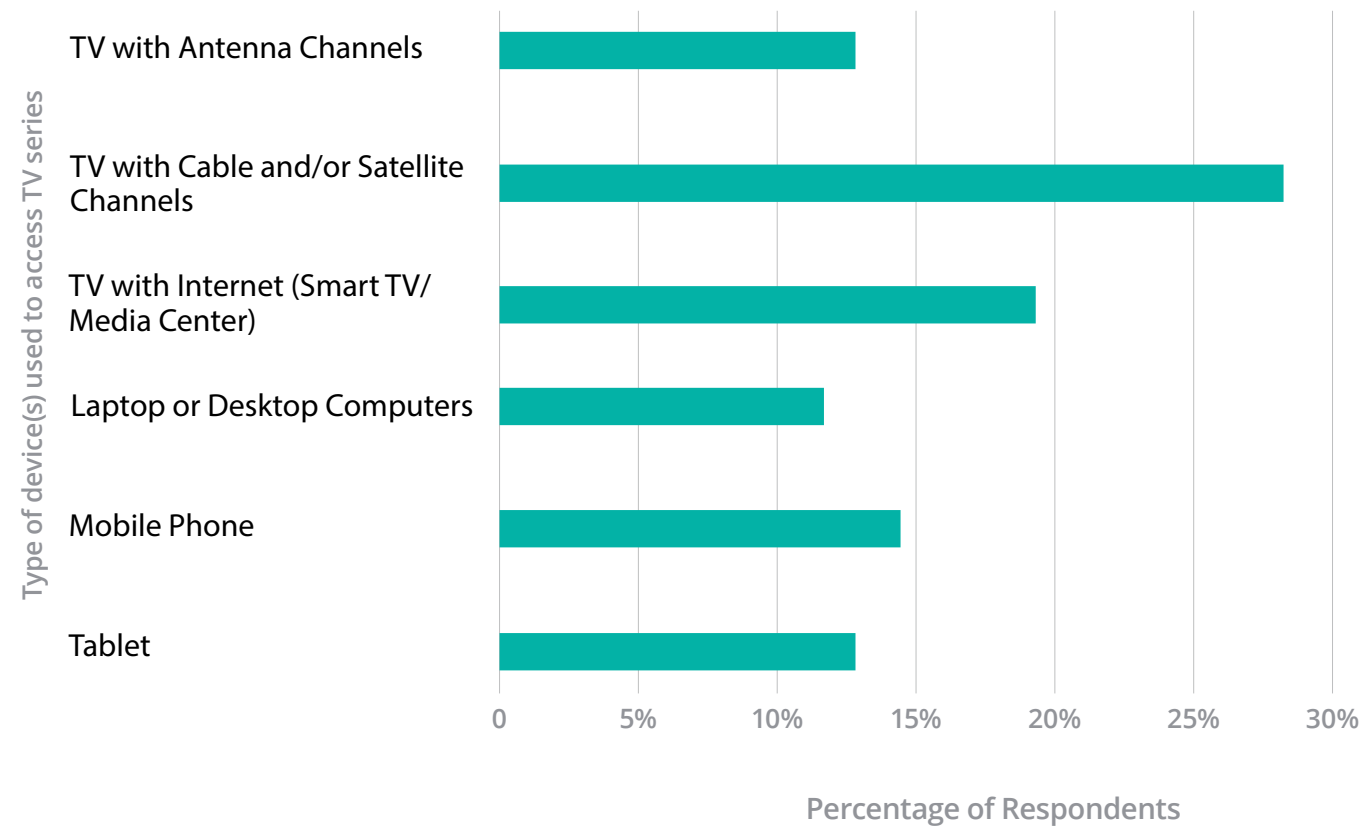
Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.



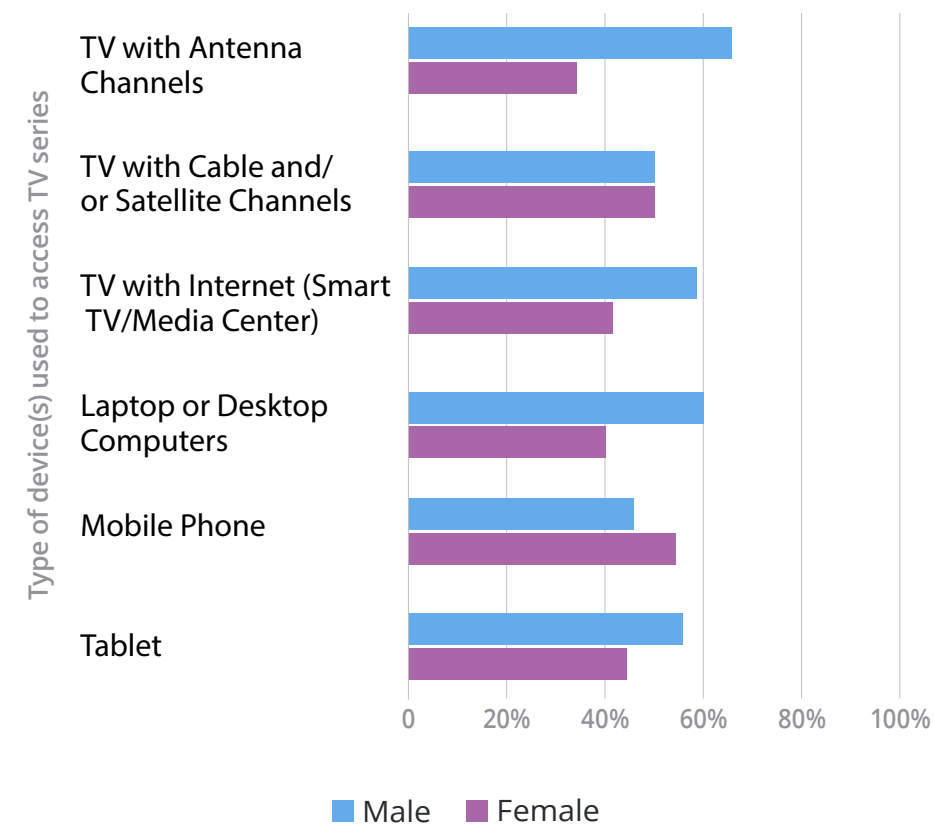
Devices used to access TV content in the **United Kingdom**

June, 2018

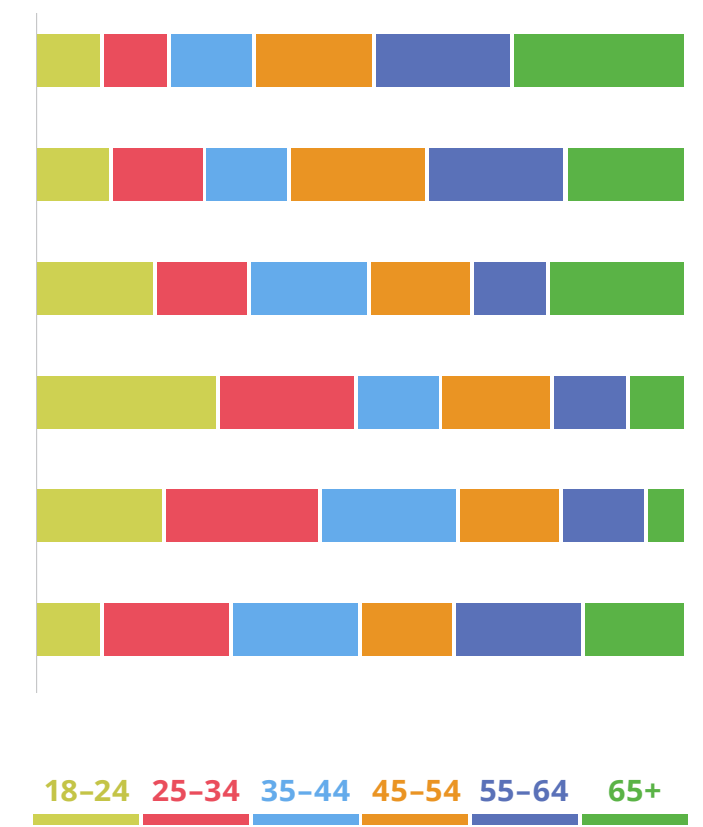
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



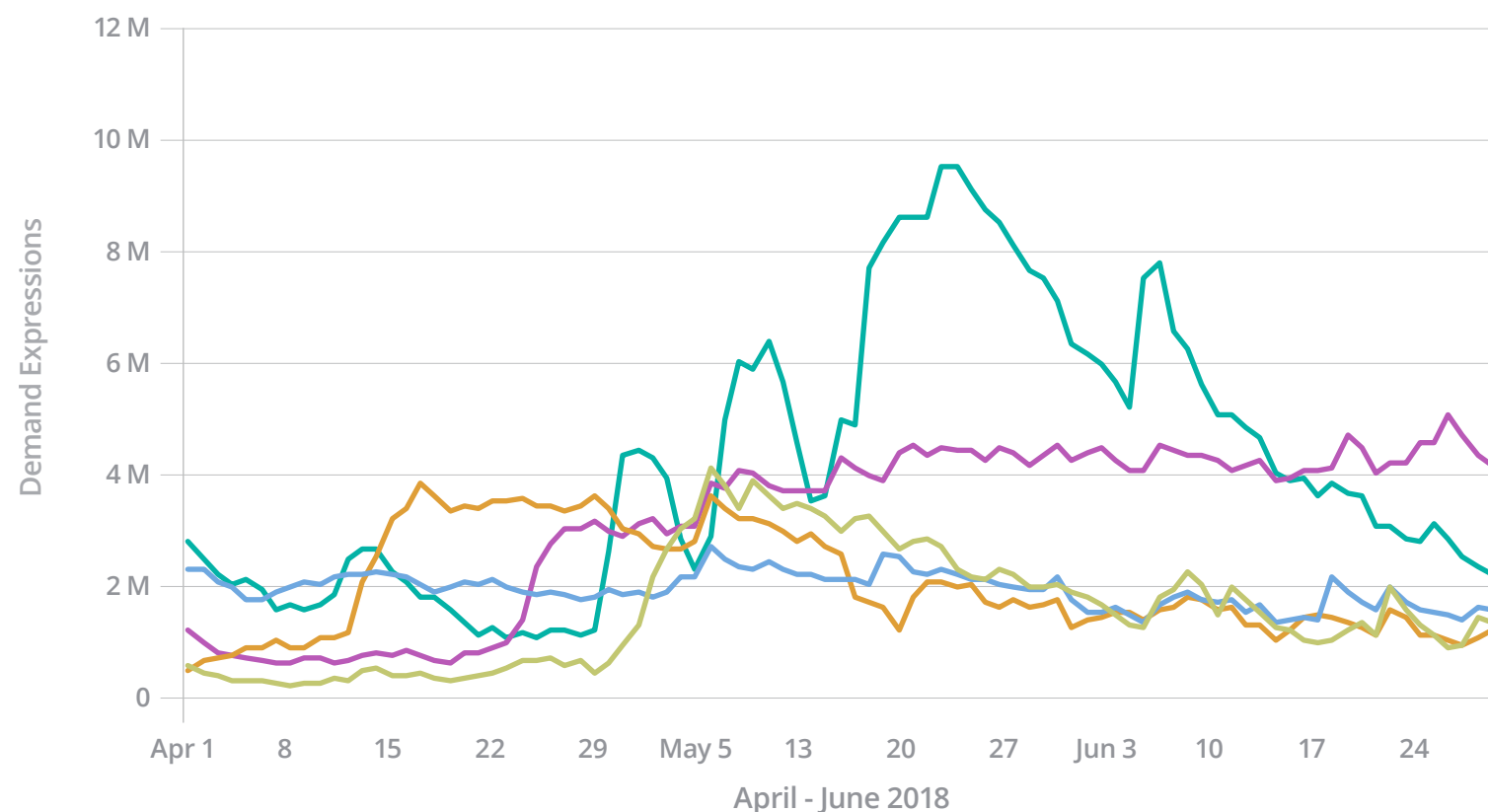
- ▶ Similar to the US, the UK has one of the highest reported usage of Smart TVs (19%).
- ▶ In the UK, both TV with Antenna channels and Smart TV skew male. (66% Male and 58% Male respectively).

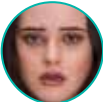

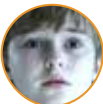


- ▶ Using a mobile phone to access TV content is pretty even among the 18-24 (19%), 25-34 (22%), and 35-44 (21%) age brackets.

Demand trends in the United Kingdom

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for the United Kingdom



-  *13 Reasons Why*
-  *The Handmaid's Tale*
-  *Lost In Space*
-  *The Grand Tour*
-  *Cobra Kai*

- ▶ *13 Reasons Why* was also extremely popular in the UK, generating the highest peak following its May 18th release.
- ▶ Netflix's *Lost in Space*, though an all-at-once release, managed to sustain high demand for a month post its release.

- ▶ *The Grand Tour*, though it hasn't released any new episodes since February 2018, has been maintaining its demand throughout Q2.

Top digital original series in the United Kingdom

April – June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	4,187,233	
2	<i>The Handmaid's Tale</i>	Channel 4	Drama	3,152,316	
3	<i>Stranger Things</i>	Netflix	Drama	2,250,368	
4	<i>Star Trek: Discovery</i>	Netflix	Drama	2,061,917	
5	<i>Lost In Space</i>	Netflix	Drama	2,022,984	
6	<i>Orange Is The New Black</i>	Netflix	Comedy	2,022,535	
7	<i>The Grand Tour</i>	Amazon Video	Sports	1,928,474	
8	<i>Sense8</i>	Netflix	Drama	1,820,964	
9	<i>Black Mirror</i>	Netflix	Drama	1,804,131	
10	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	1,718,087	
11	<i>Arrested Development</i>	Netflix	Comedy	1,618,601	
12	<i>The Good Fight</i>	Channel 4	Drama	1,588,088	
13	<i>Cobra Kai</i>	YouTube Premium	Drama	1,555,668	
14	<i>The Crown</i>	Netflix	Drama	1,453,701	
15	<i>Marvel's Daredevil</i>	Netflix	Action and Adventure	1,439,981	
16	<i>Altered Carbon</i>	Netflix	Drama	1,414,458	
17	<i>Marvel's Runaways</i>	Syfy UK	Action and Adventure	1,392,798	
18	<i>Narcos</i>	Netflix	Drama	1,340,973	
19	<i>Carpool Karaoke</i>	Apple Music	Variety	1,162,089	
20	<i>Lemony Snicket's A Series Of Unfortunate Events</i>	Netflix	Drama	1,037,023	

A selection of 5 additional digital original series of interest:

35	<i>Stargate Origins</i>	Stargate Command	Action and Adventure	736,204	
46	<i>Thunderbirds Are Go</i>	Amazon Video	Children	584,913	
48	<i>The Path</i>	Amazon Video	Drama	493,261	
64	<i>Talking Tom And Friends</i>	Boomerang UK/POP TV/ YouTube	Children	357,751	
72	<i>The Oath</i>	Crackle	Drama	305,758	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Austria

Discover the devices audiences use to watch TV series along with the demand for Digital Original series Austria.

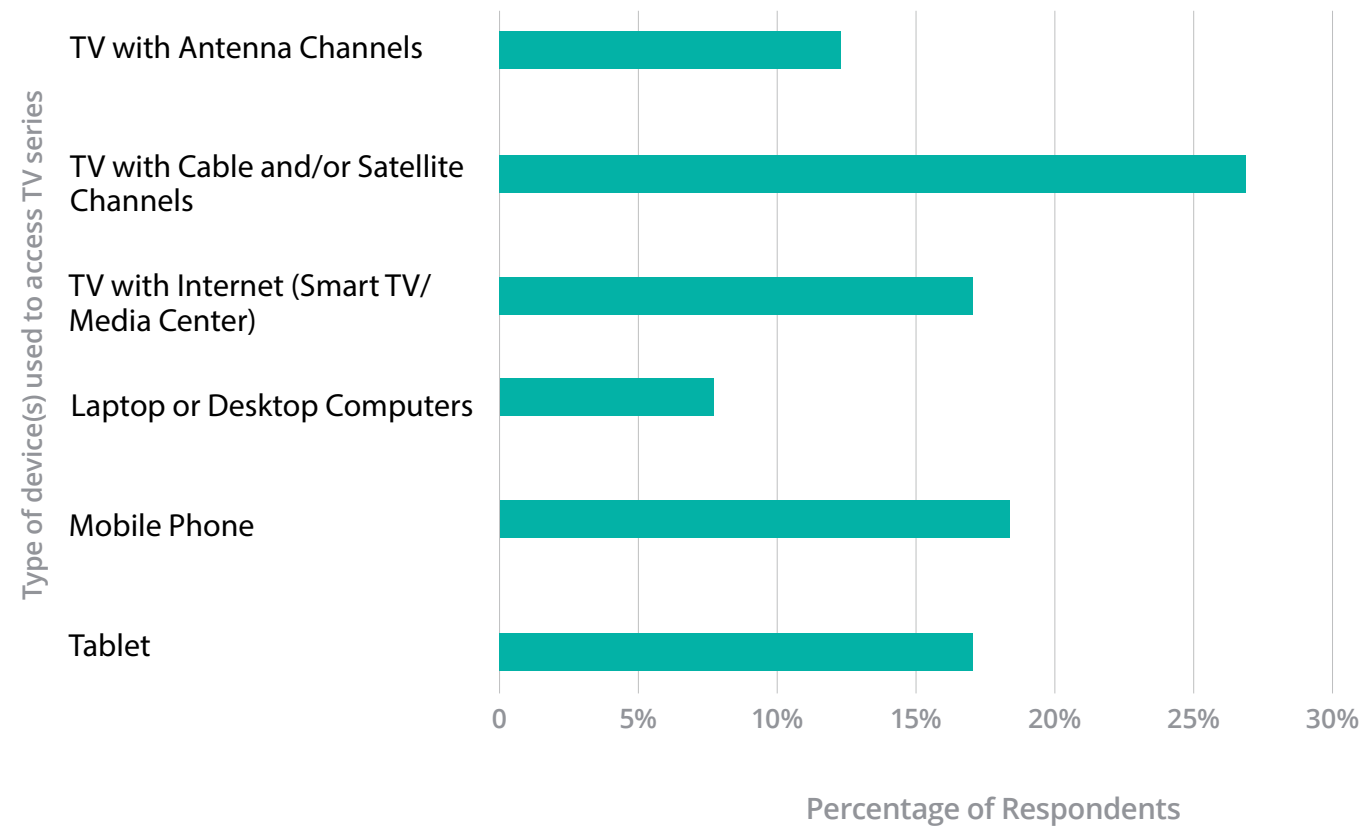
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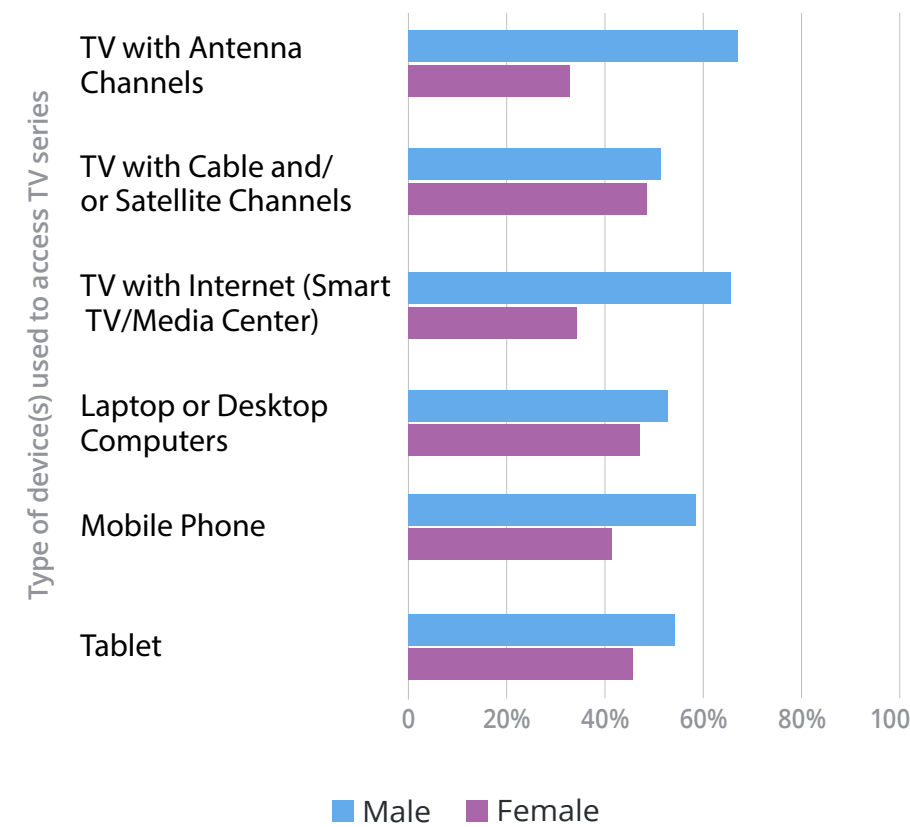
Devices used to access TV content in Austria

June, 2018

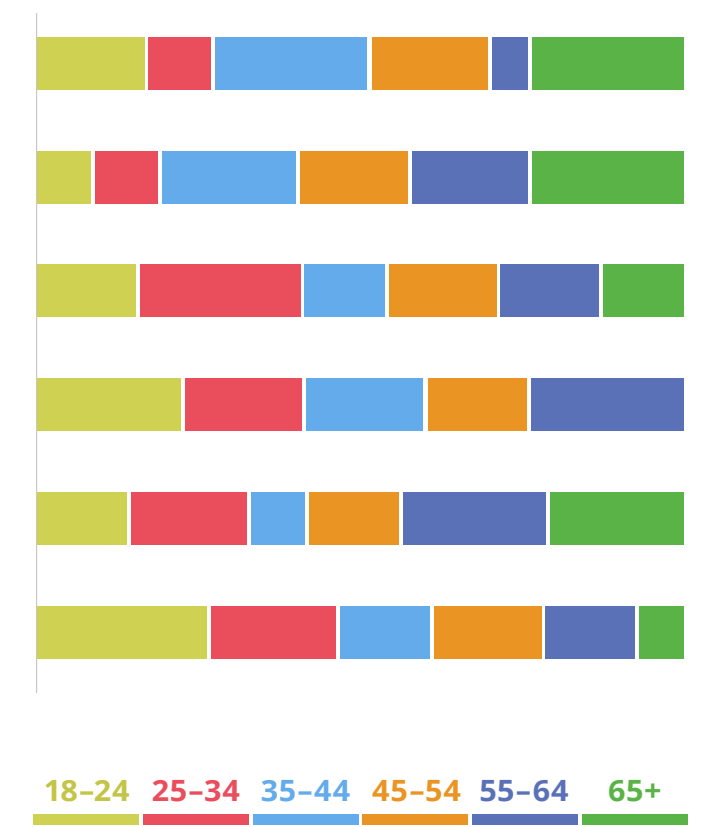
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



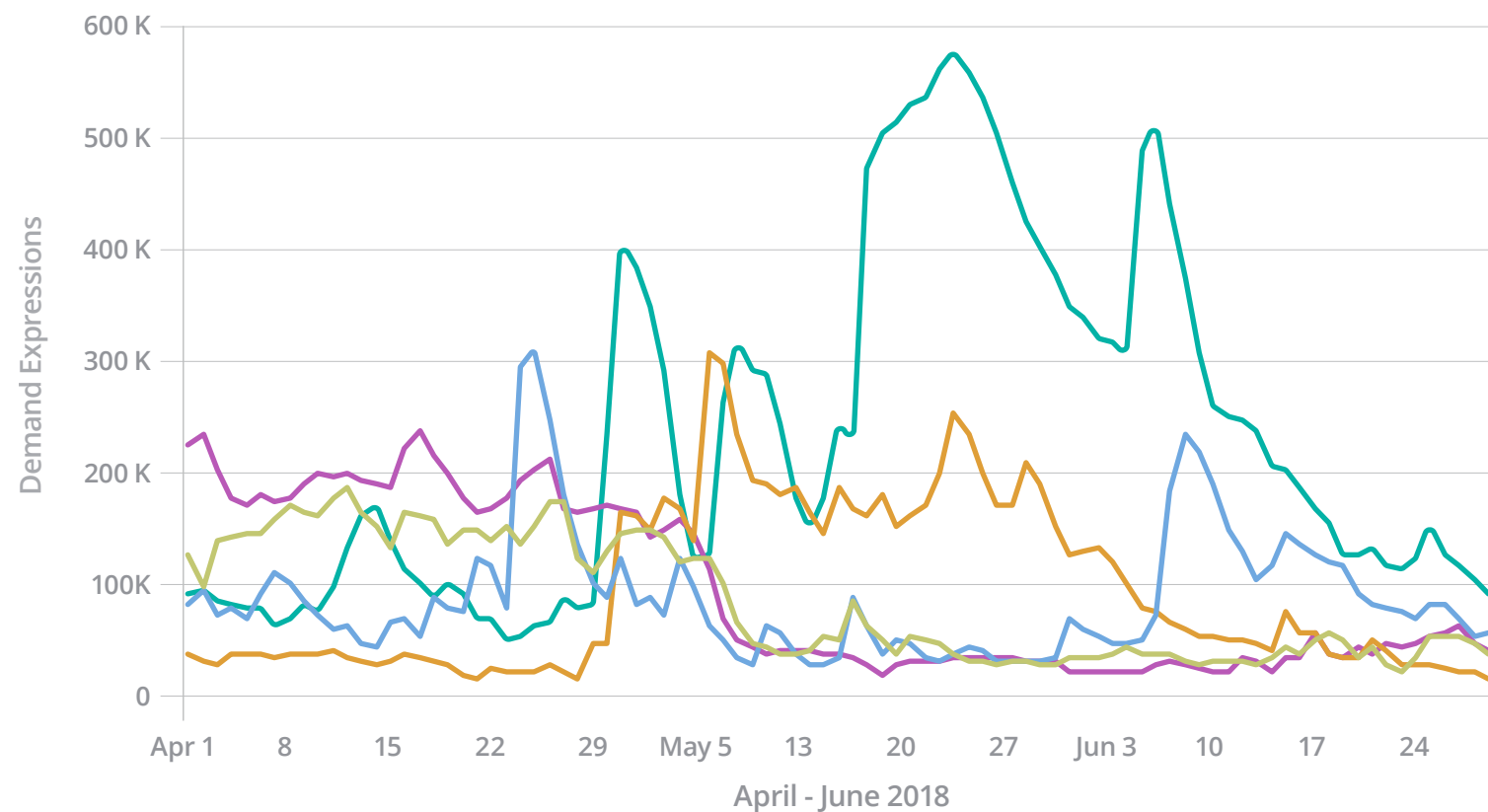
- ▶ Austrians are less likely to engage with television content on a Laptop or Desktop. Only 8% of respondents reported using that device for TV.
- ▶ Accessing TV content with Antenna or a Smart TV skew male (67% Male and 66% Male respectively)

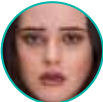




- ▶ In Austria, the age bracket that reports the highest Smart TV usage is 25-34.

Demand trends in Austria

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Austria



-  *13 Reasons Why*
-  *Black Mirror*
-  *Arrested Development*
-  *Sense8*
-  *Gilmore Girls: A Year in the Life*

- ▶ *Arrested Development* ranked highest in Austria. At #4 among digital originals, it peaked highest early May and sustained throughout the month.
- ▶ *Black Mirror* has consistently high demand up until May, although it hadn't released any episodes since Season 4 on December 2017.

- ▶ Interestingly for series *Sense8*, the announcement that there would be a 2 hour finale generated higher demand than the actual premiere of the finale.

Top digital original series in Austria

April – June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	236,867	
2	<i>Stranger Things</i>	Netflix	Drama	127,497	
3	<i>Black Mirror</i>	Netflix	Drama	100,405	
4	<i>Arrested Development</i>	Netflix	Comedy	98,419	
5	<i>Orange Is The New Black</i>	Netflix	Comedy	96,630	
6	<i>Sense8</i>	Netflix	Drama	92,219	
7	<i>Gilmore Girls: A Year in the Life</i>	Netflix	Comedy	89,712	
8	<i>Star Trek: Discovery</i>	Netflix	Drama	87,177	
9	<i>The Handmaid's Tale</i>	Deutsche Telekom	Drama	82,072	
10	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	73,488	
11	<i>Altered Carbon</i>	Netflix	Drama	66,348	
12	<i>3%</i>	Netflix	Drama	59,623	
13	<i>Marvel's Daredevil</i>	Netflix	Action and Adventure	58,932	
14	<i>Narcos</i>	Netflix	Drama	58,527	
15	<i>Carpool Karaoke</i>	Apple Music	Variety	52,502	
16	<i>Lemony Snicket's A Series Of Unfortunate Events</i>	Netflix	Drama	49,348	
17	<i>Lost In Space</i>	Netflix	Drama	48,359	
18	<i>Dark</i>	Netflix	Drama	42,944	
19	<i>The Grand Tour</i>	Amazon Video	Sports	40,543	
20	<i>The Man In The High Castle</i>	Amazon Video	Drama	39,088	

A selection of 5 additional digital original series of interest:

27	<i>Goliath</i>	Amazon Video	Drama	33,858	
28	<i>Sneaky Pete</i>	Amazon Video	Drama	32,911	
30	<i>The Good Fight</i>	Fox Channel	Drama	31,190	
34	<i>You Are Wanted</i>	Amazon Video	Drama	27,011	
49	<i>Pastewka</i>	Sat.1	Drama	17,909	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Canada

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Canada.



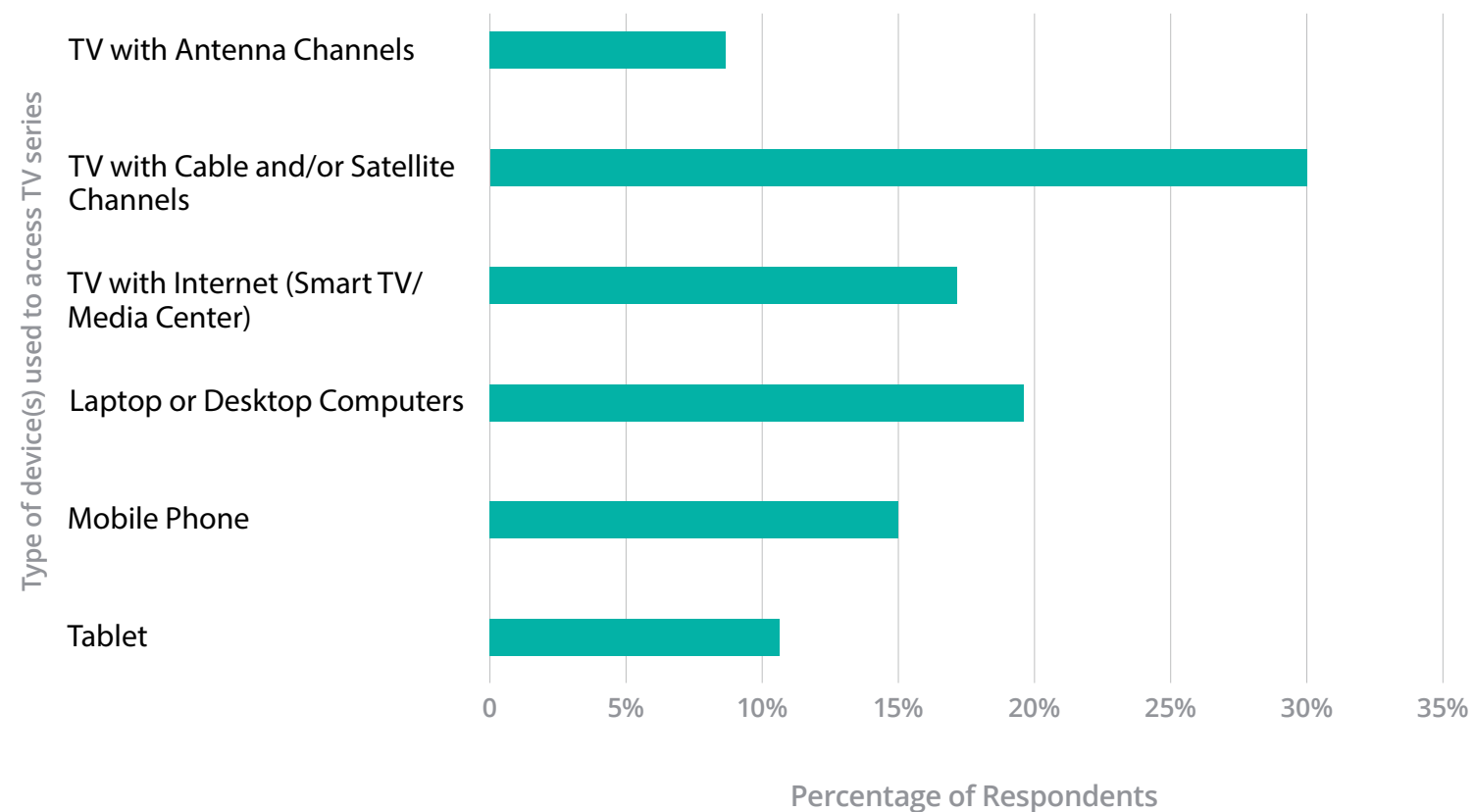
Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.

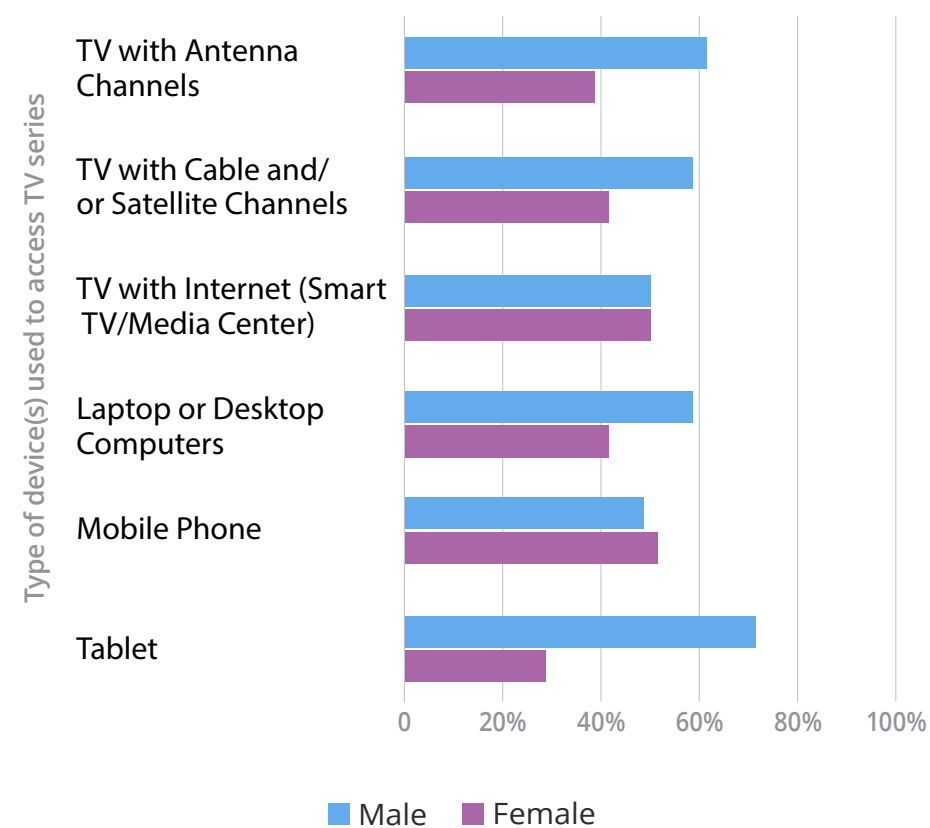
Devices used to access TV content in **Canada**

June, 2018

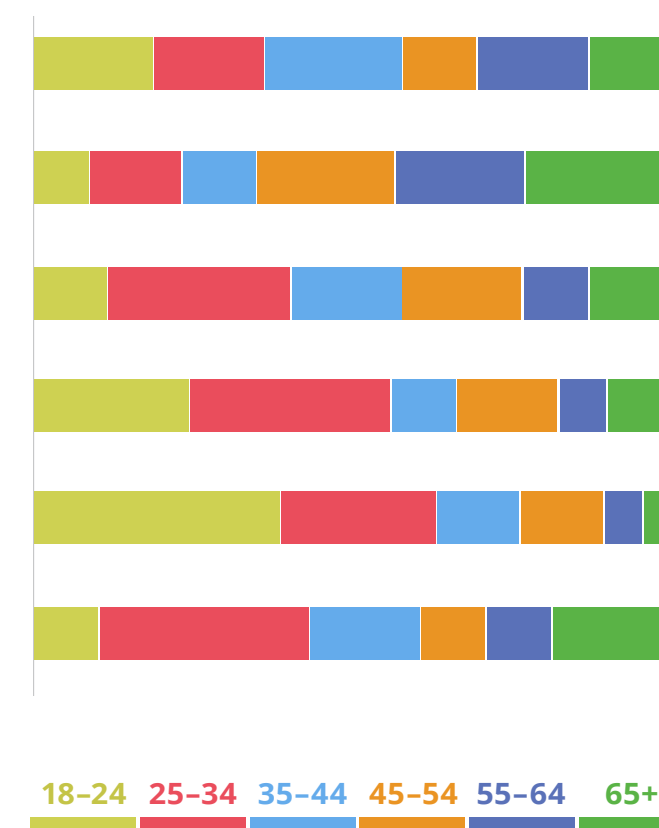
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



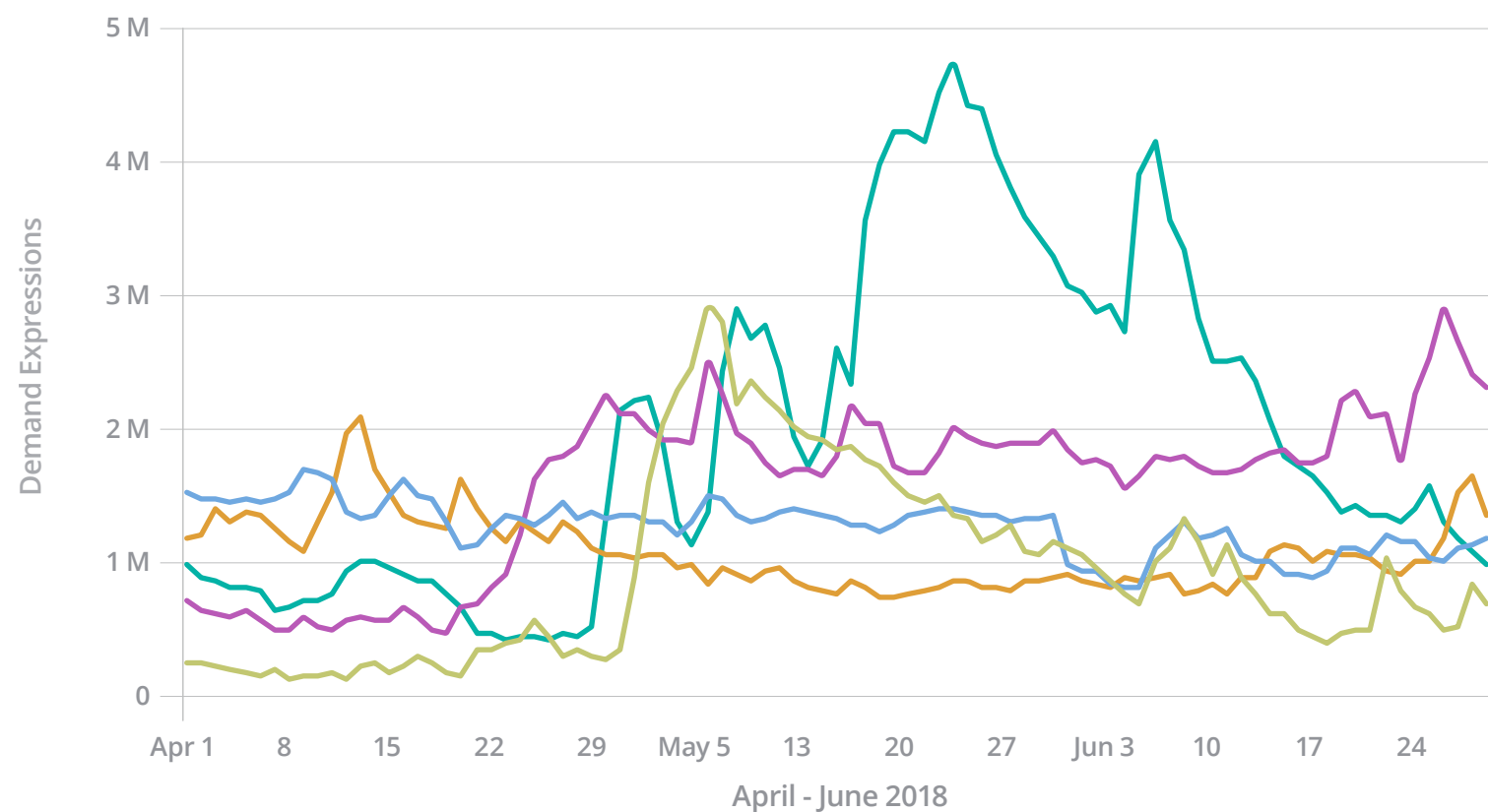
- ▶ Canadians report engaging with television content on a laptop/desktop (19%) at a similar rate as Smart TVs (17%).
- ▶ Tablets usage skews heavily male for TV content engagement (71%).

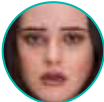




- ▶ In Canada, TV watching on a mobile phone is heavily led by 18-24 (38%).
- ▶ The 65+ bracket leads on viewing TV on a TV screen with Cable (25%).

Demand trends in **Canada**

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Canada



-  *13 Reasons Why*
-  *The Handmaid's Tale*
-  *Trailer Park Boys*
-  *Star Trek: Discovery*
-  *Cobra Kai*



- ▶ *Cobra Kai* ranked 11th in Canada for Q2 among digital originals and drove the highest demand among titles featured in this chart post the series' release in May.
- ▶ While *The Handmaid's Tale* generated consistently high demand beginning late April, its demand peak for Q2 was reached late June, aligning with the 3rd to last episode of the season.

- ▶ Demand in the quarter was steady though *Trailer Park Boys* last released new episodes in its 12th Season on March 30th.

Top digital original series in **Canada**

April –June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	1,982,557	
2	<i>The Handmaid's Tale</i>	CraveTV	Drama	1,588,424	
3	<i>Star Trek: Discovery</i>	Space	Drama	1,268,761	
4	<i>Trailer Park Boys</i>	Netflix	Comedy	1,067,399	
5	<i>Stranger Things</i>	Netflix	Drama	1,062,262	
6	<i>Lost In Space</i>	Netflix	Drama	1,024,348	
7	<i>Orange Is The New Black</i>	Netflix	Comedy	1,006,613	
8	<i>Arrested Development</i>	Netflix	Comedy	1,001,804	
9	<i>Sense8</i>	Netflix	Drama	965,432	
10	<i>The Good Fight</i>	W Network	Drama	928,190	
11	<i>Cobra Kai</i>	YouTube Premium	Drama	917,419	
12	<i>Black Mirror</i>	Netflix	Drama	746,954	
13	<i>Daredevil</i>	Netflix	Action and Adventure	746,266	
14	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	743,364	
15	<i>Altered Carbon</i>	Netflix	Drama	722,853	
16	<i>The Grand Tour</i>	Amazon Video	Amazon Video	691,103	
17	<i>Narcos</i>	Netflix	Netflix	599,760	
18	<i>Bosch</i>	Amazon Video	Amazon Video	589,987	
19	<i>Voltron: Legendary Defender</i>	Netflix	Netflix	571,355	
20	<i>Santa Clarita Diet</i>	Netflix	Netflix	561,162	

A selection of 5 additional digital original series of interest:

27	<i>Carpool Karaoke</i>	Apple Music	Variety	462,717	
31	<i>The Looming Tower</i>	Amazon Video	Drama	437,860	
32	<i>Travelers</i>	Netflix	Drama	431,666	
33	<i>Stargate Origins</i>	Stargate Command	Action and Adventure	430,664	
64	<i>Harmonquest</i>	--	Animation	228,194	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Colombia

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Colombia.

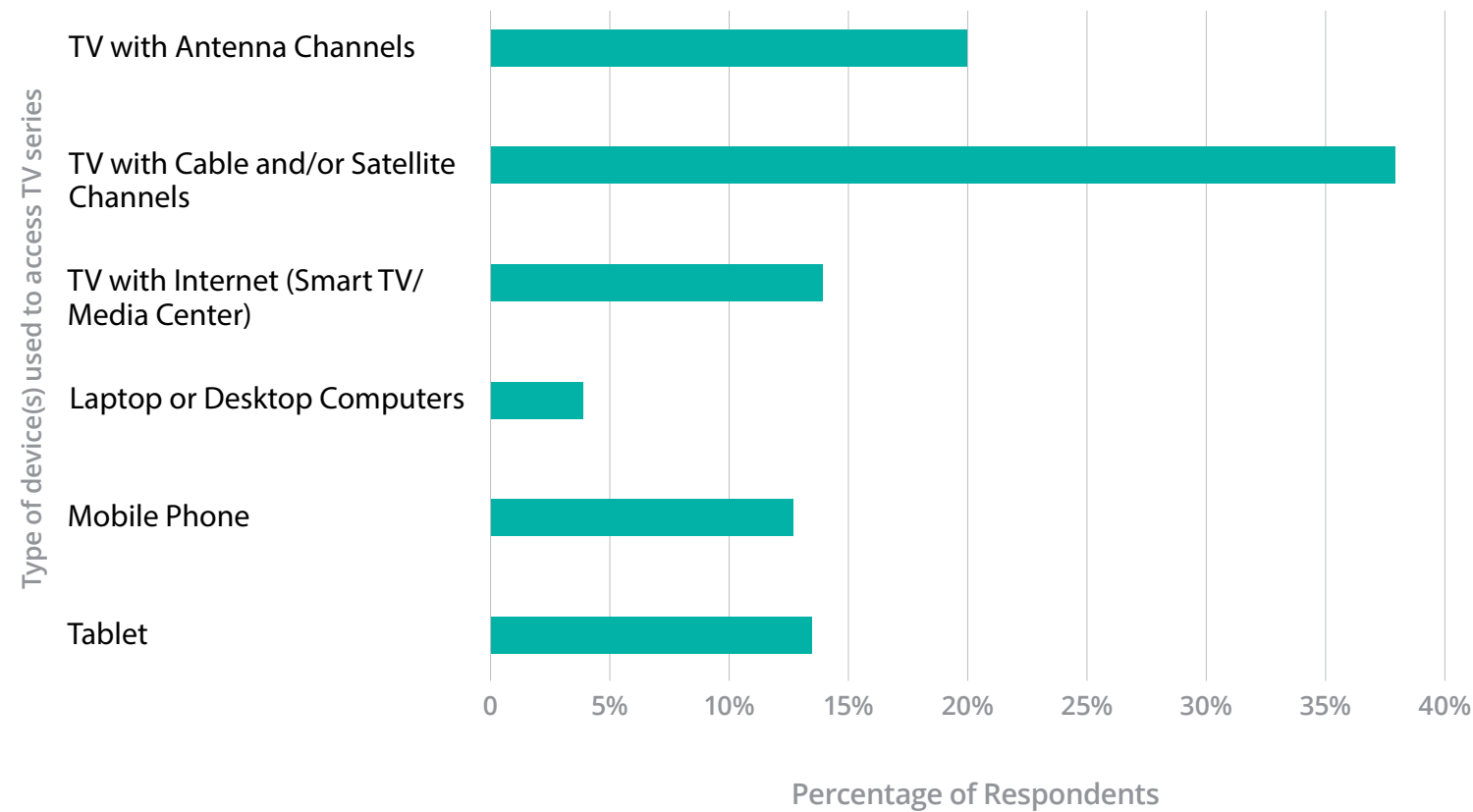
Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.

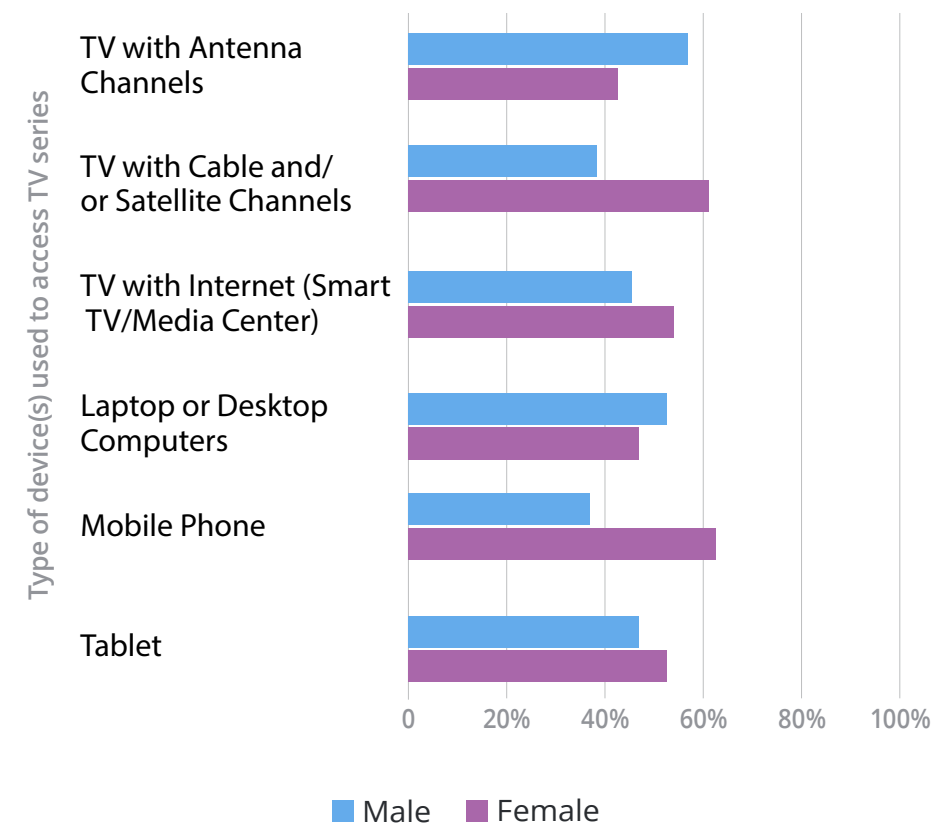
Devices used to access TV content in Colombia

June, 2018

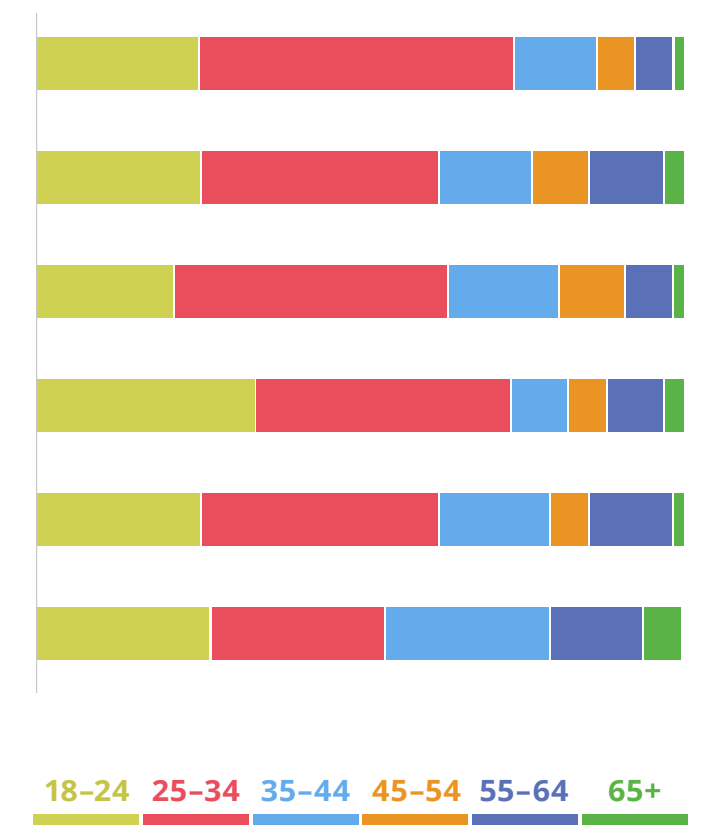
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



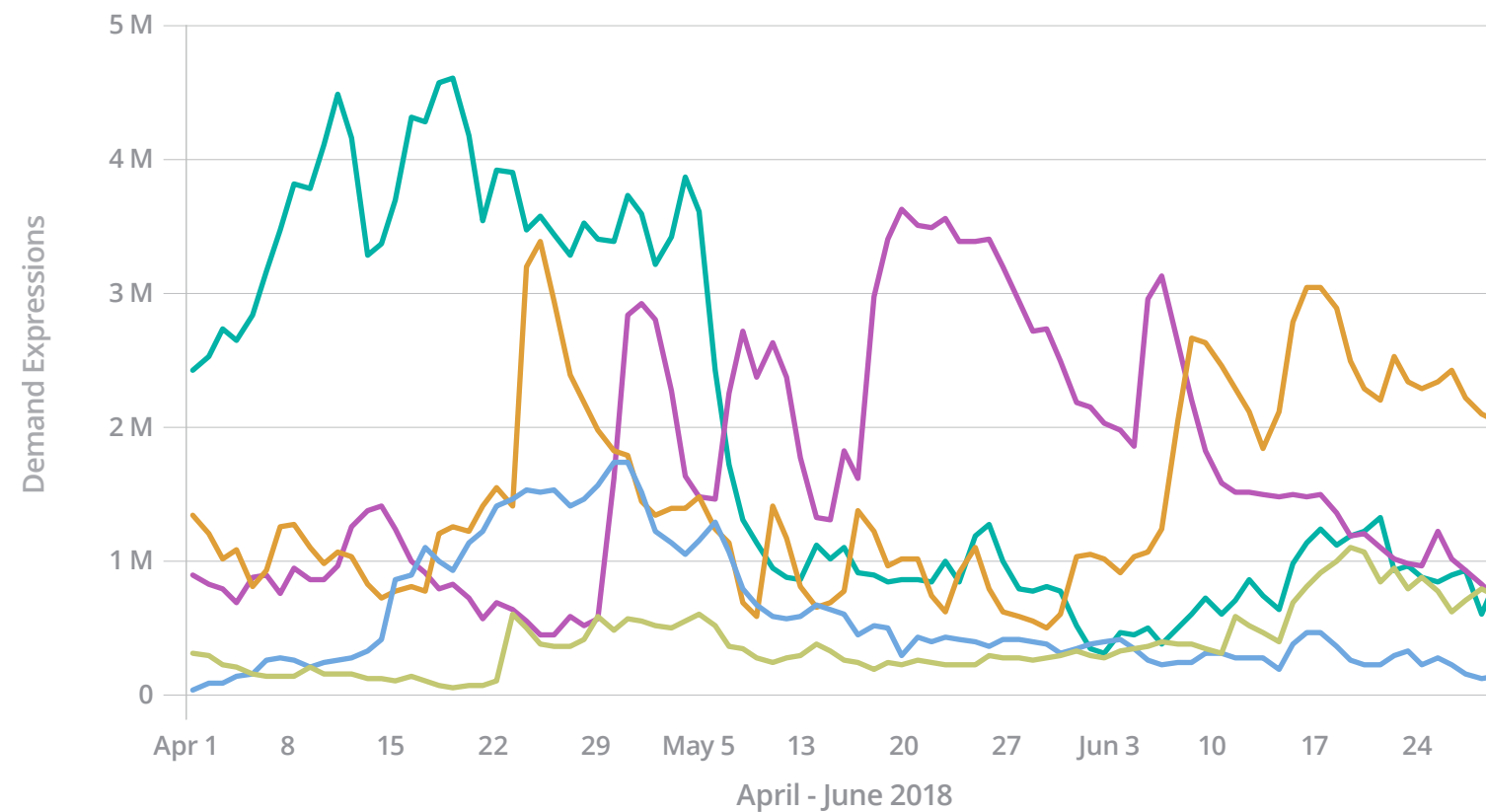
- ▶ Out of all markets evaluated, Colombia had the highest percentage of respondents reporting more traditional TV means of access; TV with Antenna is at 20% and TV with Cable/Satellite is at 37%.
- ▶ Colombians also reported the lowest usage for Laptop or Desktop for TV content consumption (4%).


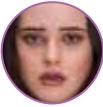

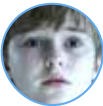

- ▶ Women report accessing TV content on a mobile device more than men (62%)
- ▶ The age brackets engaging with all devices across the board at a higher rate were 18-24 and 25-34.

Demand trends in Colombia

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Colombia



-  **Money Heist (La Casa De Papel)**
-  **13 Reasons Why**
-  **Sense8**
-  **Lost In Space**
-  **The Handmaid's Tale**



- ▶ **Money Heist (La Casa de Papel)** premiered internationally on Netflix in April, and generated significant demand that month, though it didn't sustain for the entirety of the quarter.
- ▶ Colombia was one of the only markets evaluated where international Netflix hit **13 Reasons Why** didn't generate the highest demand. Still yet, post its premiere, it was the top title from mid to end of May leading into June.

- ▶ **Lost in Space** ranked #6 in Colombia. While the series was released April 13th, its demand didn't peak until early May.

Top digital original series in Colombia

April –June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Money Heist (La Casa De Papel)</i>	Netflix	Drama	1,972,030	
2	<i>13 Reasons Why</i>	Netflix	Drama	1,690,802	
3	<i>Sense8</i>	Netflix	Drama	1,499,568	
4	<i>Stranger Things</i>	Netflix	Drama	1,216,813	
5	<i>Black Mirror</i>	Netflix	Drama	655,958	
6	<i>Lost In Space</i>	Netflix	Drama	594,291	
7	<i>Orange Is The New Black</i>	Netflix	Comedy	510,338	
8	<i>Galinha Pintadinha</i>	YouTube	Children	453,082	
9	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	433,874	
10	<i>3%</i>	Netflix	Drama	400,765	
11	<i>The Handmaid's Tale</i>	Paramount Channel (Latinoamérica)	Drama	393,724	
12	<i>Altered Carbon</i>	Netflix	Drama	350,386	
13	<i>Narcos</i>	Netflix	Drama	348,596	
14	<i>Bojack Horseman</i>	Netflix	Animation	326,397	
15	<i>Luis Miguel</i>	Netflix	Drama	320,371	
16	<i>Dark</i>	Netflix	Drama	272,675	
17	<i>The Grand Tour</i>	Amazon Video	Sports	263,128	
18	<i>House Of Cards</i>	Netflix	Drama	261,846	
19	<i>Cobra Kai</i>	--	Drama	250,831	
20	<i>Star Trek: Discovery</i>	Netflix	Drama	229,262	

A selection of 5 additional digital original series of interest:

27	<i>The Good Fight</i>	--	Drama	168,462	
38	<i>The Mechanism</i>	Netflix	Drama	118,368	
40	<i>Rurouni Kenshin</i>	Canal RCN	Animation	112,862	
49	<i>BTS: Burn The Stage</i>	--	Documentary	84,684	
65	<i>Érase Una Vez</i>	Blim	Children	41,213	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Germany

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Germany.

Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

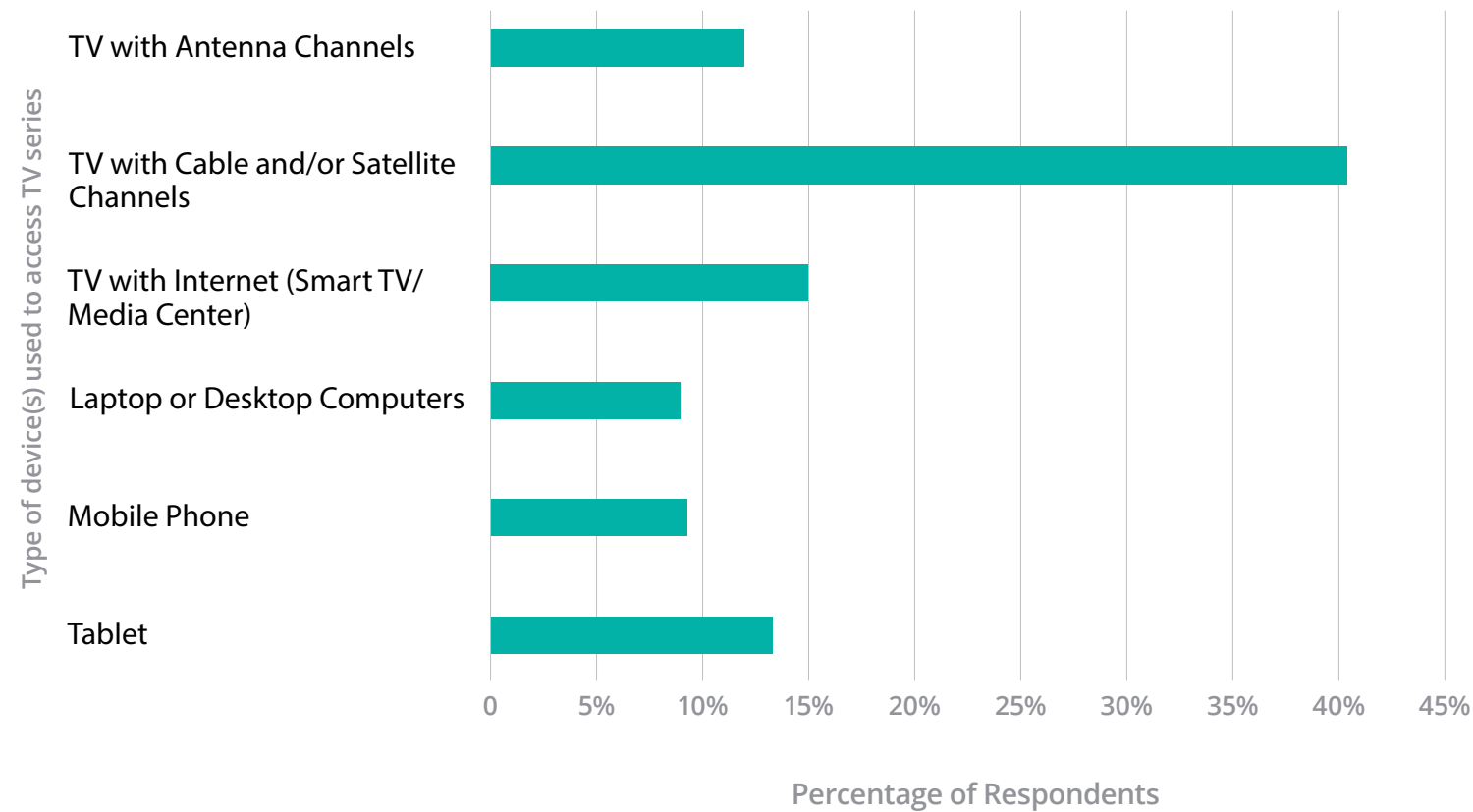
Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.



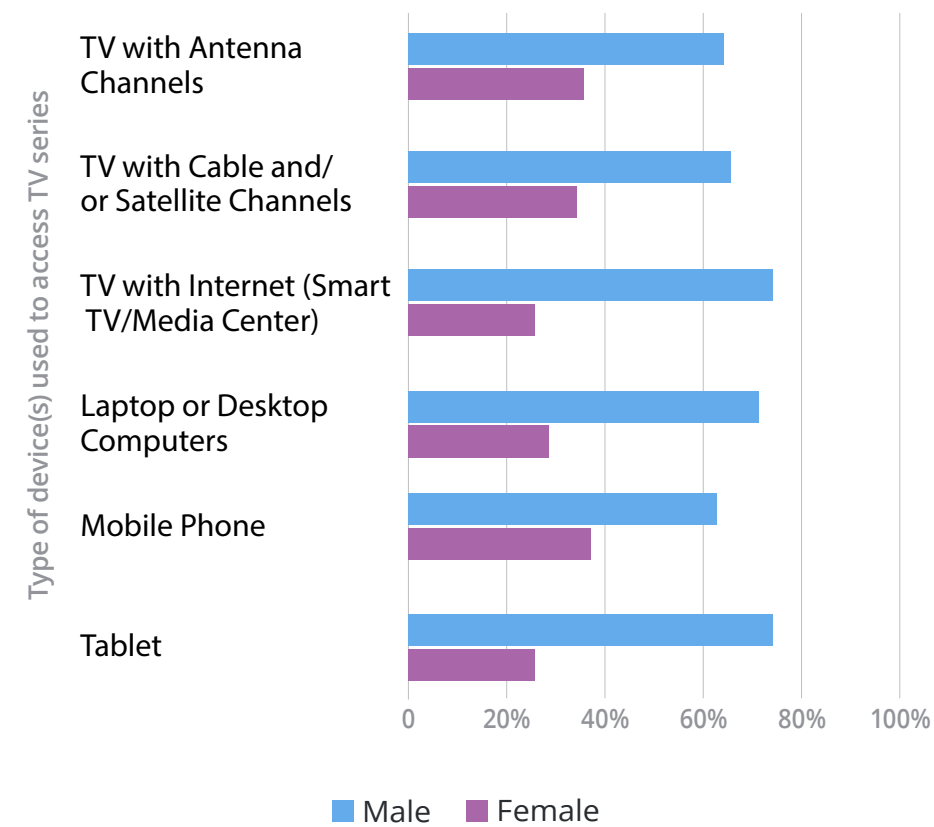
Devices used to access TV content in Germany

June, 2018

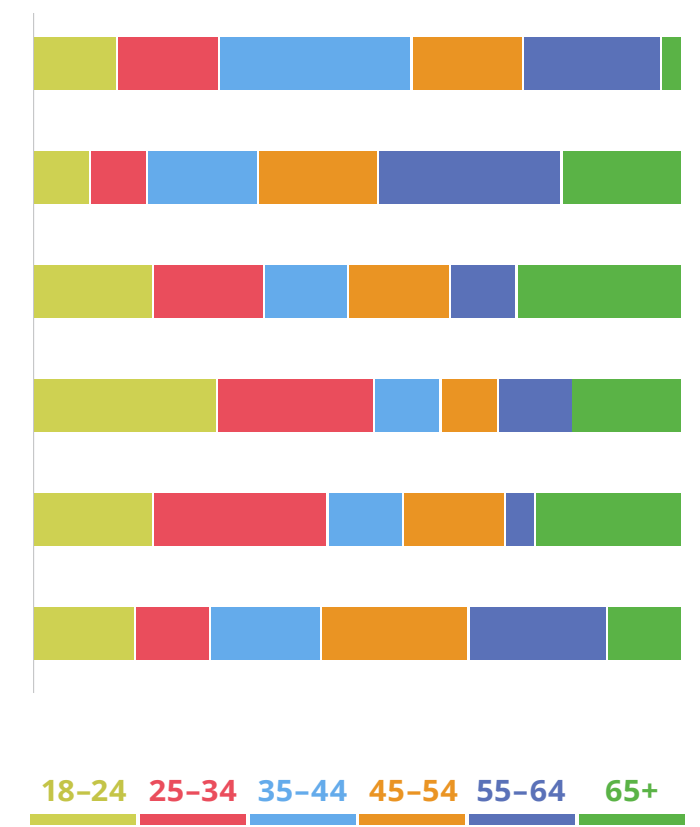
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



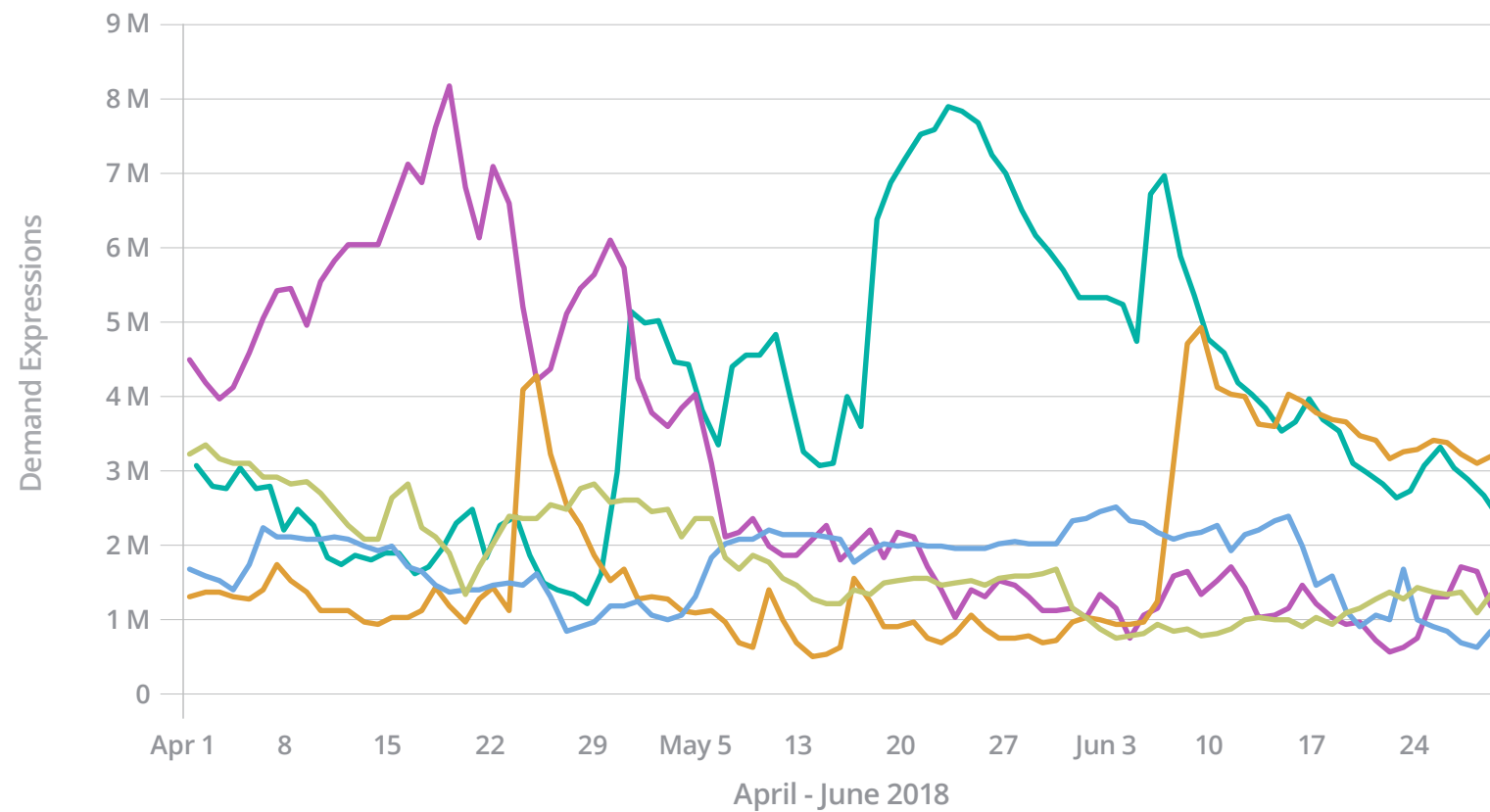
- ▶ Germany drove one of the higher responses for “TV with Cable and/or satellite,” while every other device option response was at least 60% less.
- ▶ Across the board, men use the devices more than women to engage with TV content. This is especially true for tablets and Smart TV both at around 75% male.

- ▶ In Germany, Cable TV has a somewhat even distribution across ages. Watching on a laptop/desktop or mobile device however skews 18-24 or 25-34 brackets.

Demand trends in Germany

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Germany



-  **13 Reasons Why**
-  **Money Heist (La Casa De Papel)**
-  **Sense8**
-  **The Good Fight**
-  **Star Trek: Discovery**



► **Money Heist (La Casa de Papel)** came into Q2 with very high demand, though it didn't sustain beyond mid-May.

► In Germany, audiences engage with both CBS All Access series **The Good Fight**, which aired new episodes from March through May, as well as **Star Trek: Discovery**, which hadn't released new episodes since February but managed to still sustain demand in the market.

Top digital original series in Germany

April – June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	3,863,567	
2	<i>Money Heist (La Casa De Papel)</i>	Netflix	Drama	3,012,829	
3	<i>Stranger Things</i>	Netflix	Drama	2,555,082	
4	<i>Sense8</i>	Netflix	Drama	1,825,841	
5	<i>Star Trek: Discovery</i>	Netflix	Drama	1,741,389	
6	<i>The Good Fight</i>	FOX Germany	Drama	1,706,675	
7	<i>Orange Is The New Black</i>	Netflix	Comedy	1,581,457	
8	<i>The Handmaid's Tale</i>	EntertainTV Serien	Drama	1,565,104	
9	<i>3%</i>	Netflix	Drama	1,507,272	
10	<i>Black Mirror</i>	Netflix	Drama	1,429,639	
11	<i>Narcos</i>	Netflix	Drama	1,355,627	
12	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	1,346,221	
13	<i>Lost In Space</i>	Netflix	Drama	1,174,650	
14	<i>Altered Carbon</i>	Netflix	Drama	1,152,802	
15	<i>Bosch</i>	Amazon Video	Drama	1,132,892	
16	<i>Dark</i>	Netflix	Drama	1,008,933	
17	<i>Marvel's Daredevil</i>	Netflix	Action and Adventure	996,249	
18	<i>Lemony Snicket's A Series Of Unfortunate Events</i>	Netflix	Drama	961,555	
19	<i>Disjointed</i>	Netflix	Comedy	932,391	
20	<i>Sneaky Pete</i>	Amazon Video	Drama	925,145	

A selection of 5 additional digital original series of interest:

29	<i>Marvel's Runaways</i>	--	Action and Adventure	795,918	
32	<i>The Looming Tower</i>	Amazon Video	Drama	744,054	
34	<i>Carpool Karaoke</i>	Apple Music	Variety	683,944	
41	<i>The Rain</i>	Netflix	Drama	598,519	
44	<i>Stargate Origins</i>	Stargate Command	Action and Adventure	542,718	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Malaysia

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Malaysia.

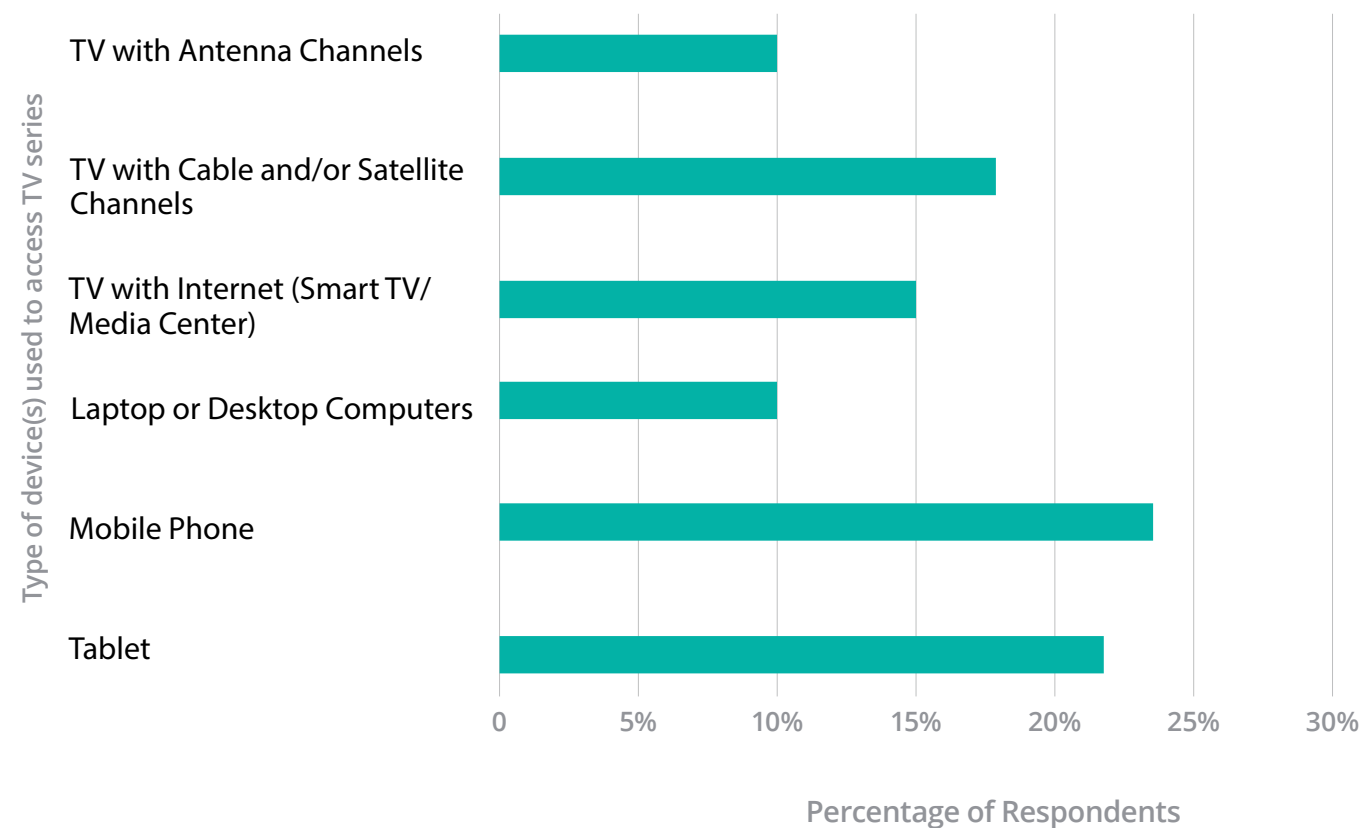
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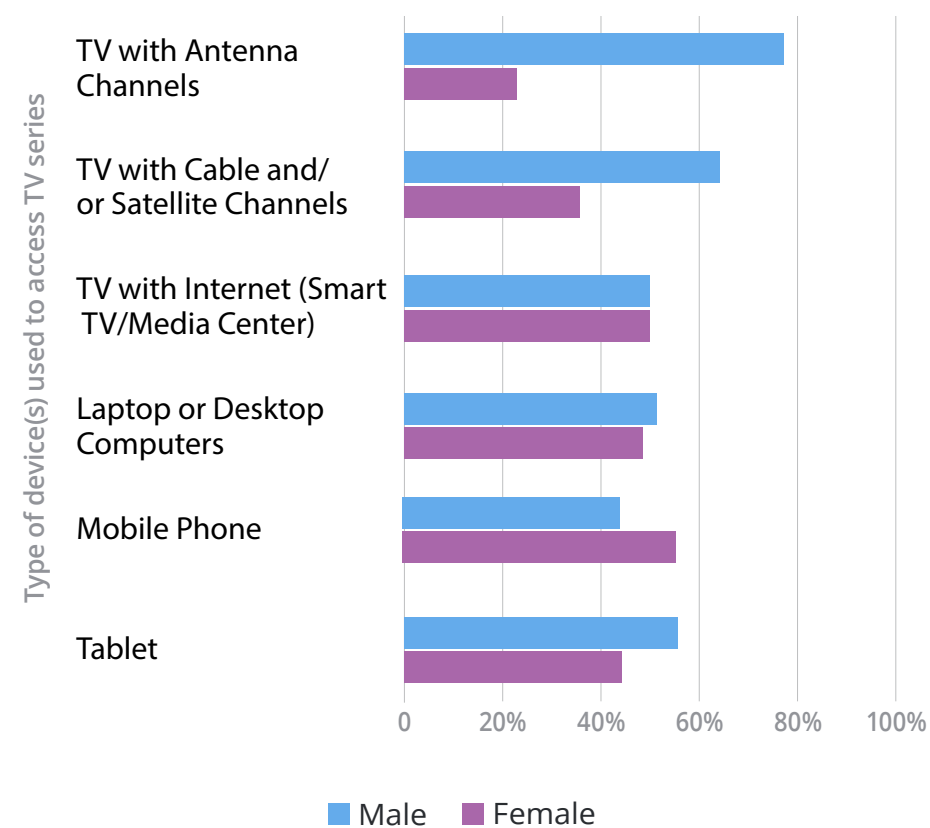
Devices used to access TV content in **Malaysia**

June, 2018

Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



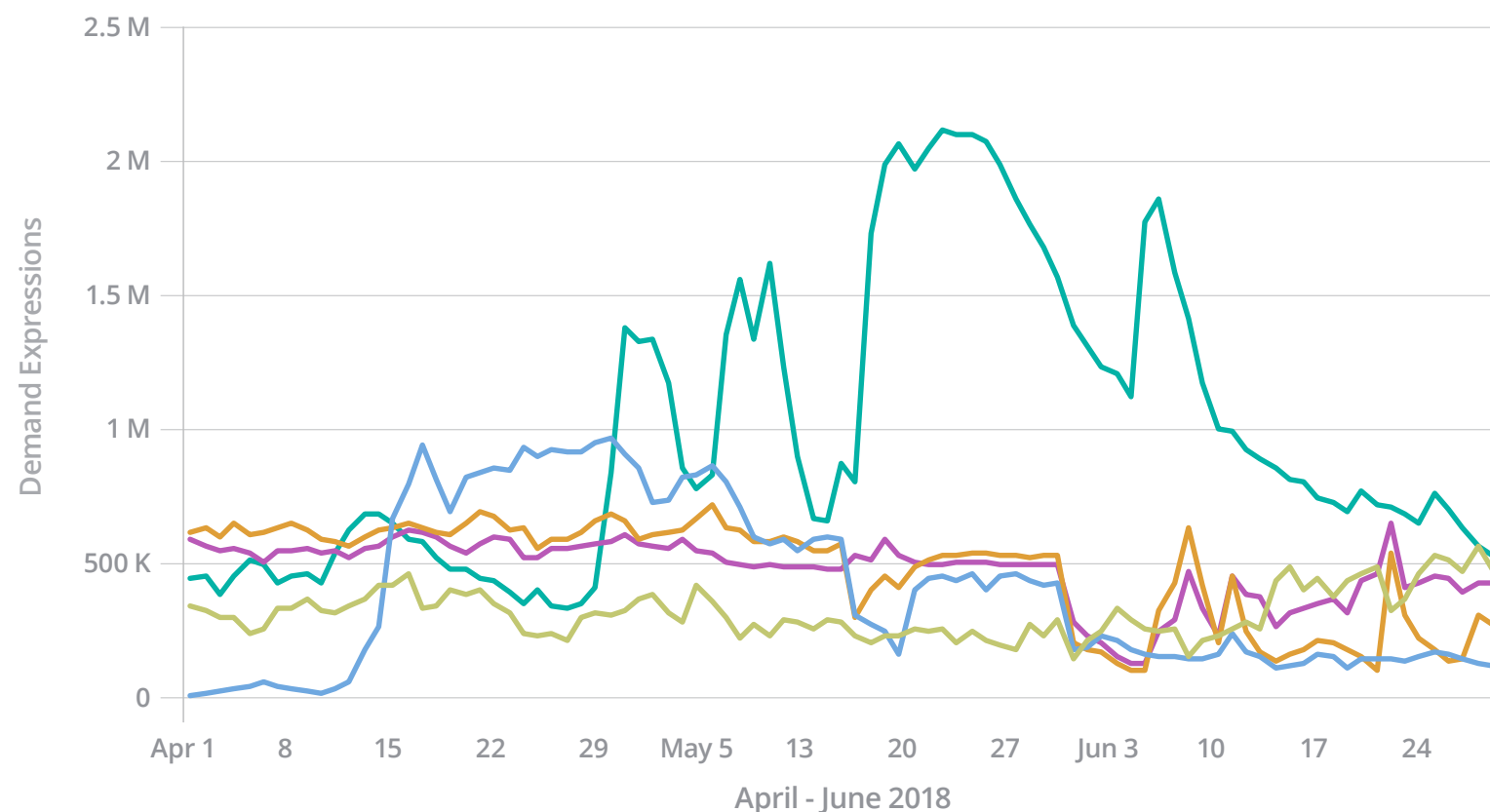
- ▶ Malaysia is more likely to watch television on a mobile (24%) or tablet device (22%) than through a regular television set.
- ▶ TV with Antenna (77% Male) & TV with Cable/Satellite (65%) skew male.

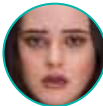




- ▶ The 65+ age bracket reports the highest usage of TV with Cable and/or satellite channels (47%).

Demand trends in Malaysia

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Malaysia



-  *13 Reasons Why*
-  *The Grand Tour*
-  *Altered Carbon*
-  *Lost In Space*
-  *Voltron: Legendary Defender*



- ▶ As in most of the markets evaluated, *13 Reasons Why* was the dominating series of Q2, generating significantly higher popularity than the other digital originals.
- ▶ Though *Altered Carbon's* first and only season was released on Netflix in February, the series held its own in Q2 against other popular digital originals.

- ▶ The same is true for *The Grand Tour*, which managed to maintain demand though its last episode was released on Amazon February 16th.

Top digital original series in Malaysia

April – June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	991,382	
2	<i>Stranger Things</i>	Netflix	Drama	554,011	
3	<i>The Grand Tour</i>	Amazon Video	Sports	480,203	
4	<i>Altered Carbon</i>	Netflix	Drama	476,699	
5	<i>Lost In Space</i>	Netflix	Drama	405,147	
6	<i>Black Mirror</i>	Netflix	Drama	386,789	
7	<i>Narcos</i>	Netflix	Drama	385,955	
8	<i>Star Trek: Discovery</i>	Netflix	Drama	357,962	
9	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	328,163	
10	<i>Voltron: Legendary Defender</i>	Netflix	Children	320,462	
11	<i>Lemony Snicket's A Series Of Unfortunate Events</i>	Netflix	Drama	299,937	
12	<i>Sense8</i>	Netflix	Drama	278,735	
13	<i>The Good Fight</i>	Astro	Drama	278,452	
14	<i>Daredevil</i>	Netflix	Action and Adventure	255,101	
15	<i>Marvel's The Punisher</i>	Netflix	Action and Adventure	218,658	
16	<i>House Of Cards</i>	Netflix	Drama	211,444	
17	<i>Orange Is The New Black</i>	Netflix	Comedy	197,928	
18	<i>Marvel's Runaways</i>	TV3	Action and Adventure	196,422	
19	<i>The Handmaid's Tale</i>	--	Drama	169,775	
20	<i>Cobra Kai</i>	--	Drama	166,569	

A selection of 5 additional digital original series of interest:

27	<i>Nas Daily</i>	--	Reality	136,931	
28	<i>BTS: Burn The Stage</i>	--	Documentary	124,073	
37	<i>Carpool Karaoke</i>	Apple Music	Variety	86,573	
41	<i>Stargate Origins</i>	--	Action and Adventure	83,070	
42	<i>Startup</i>	--	Action and Adventure	82,065	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Portugal

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Portugal.

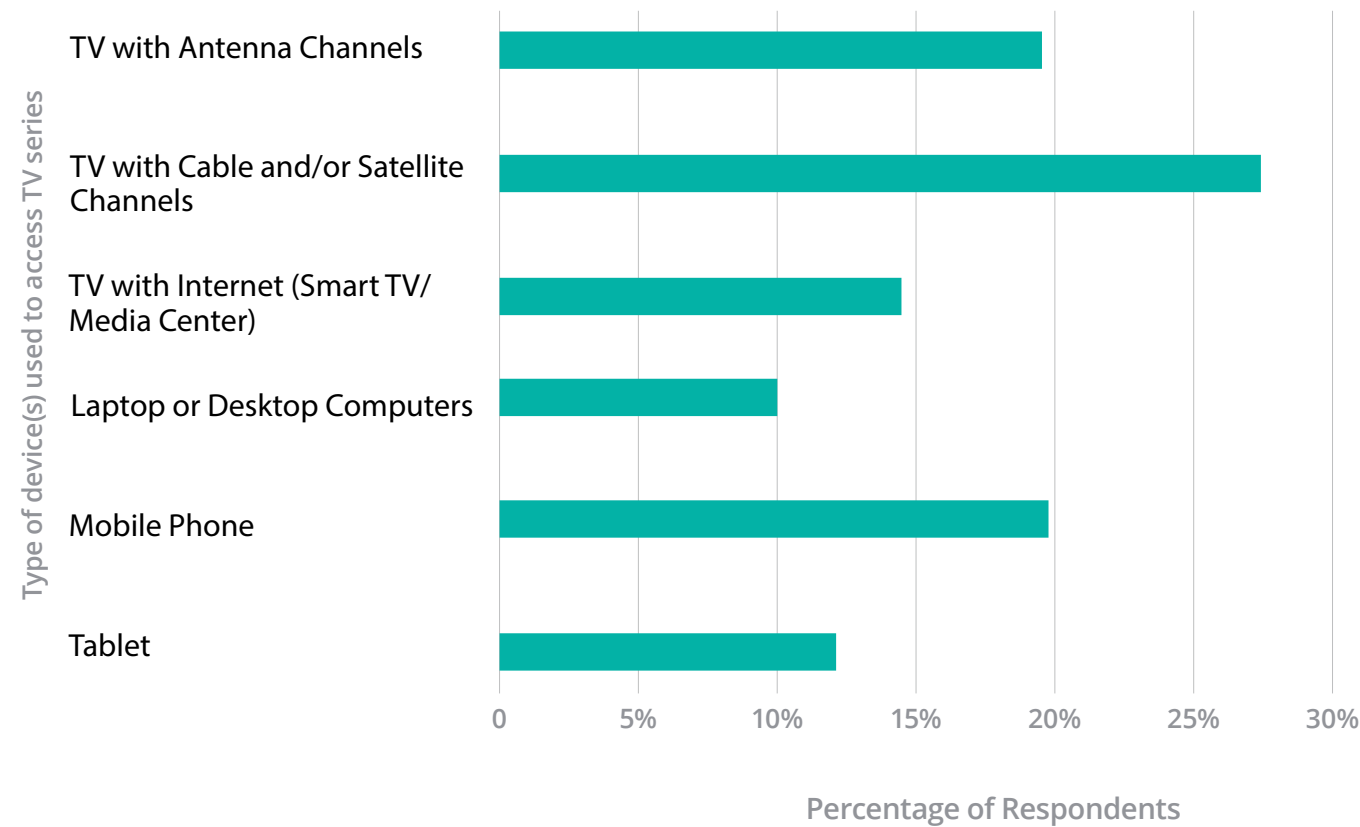
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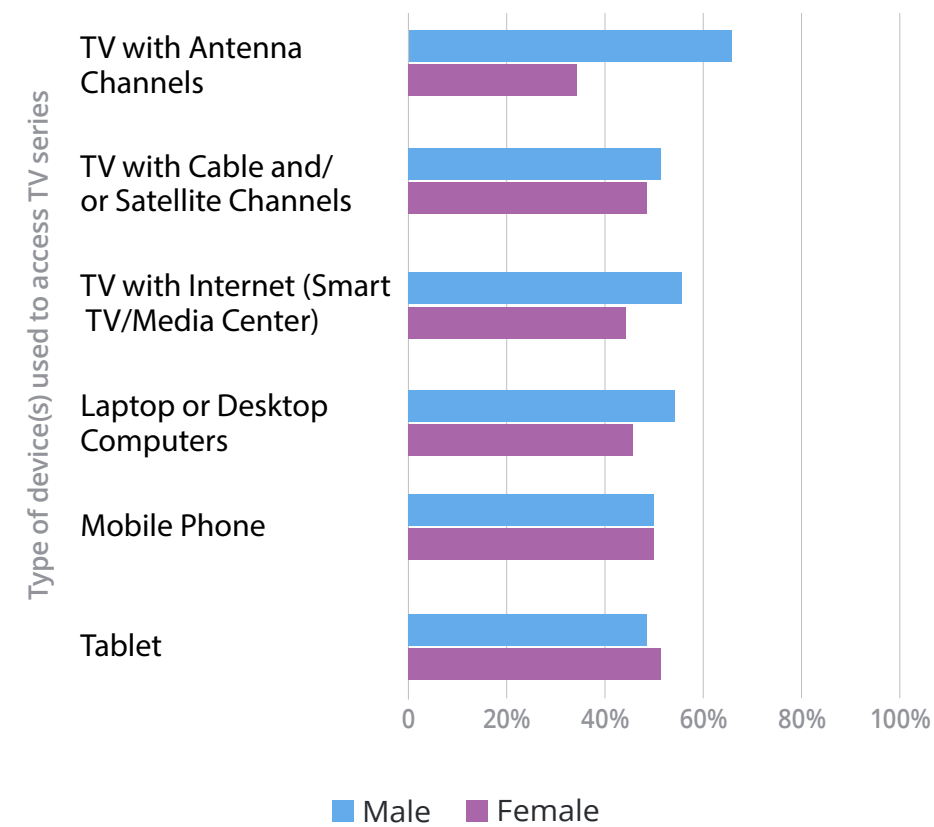
Devices used to access TV content in Portugal

June, 2018

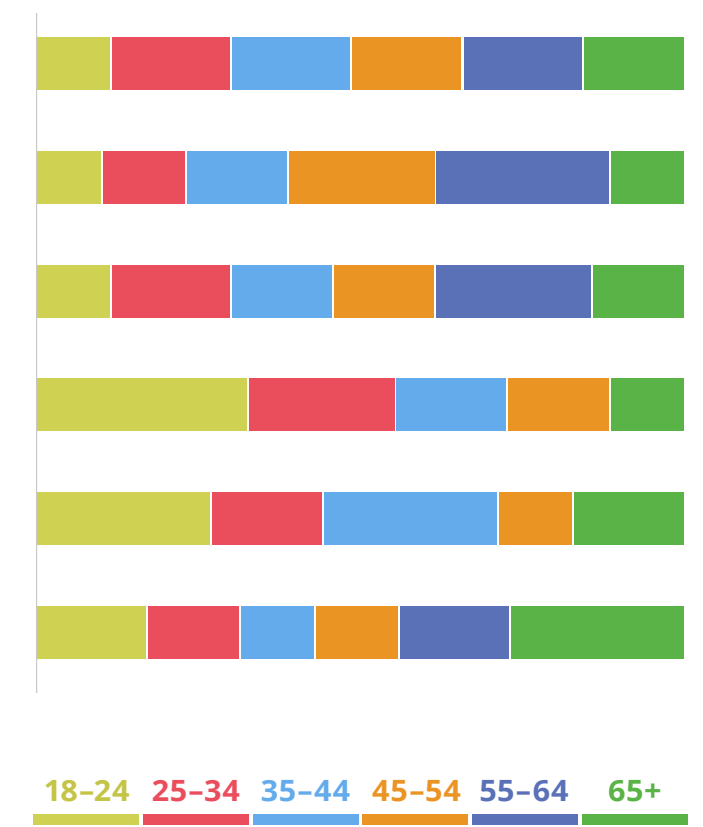
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



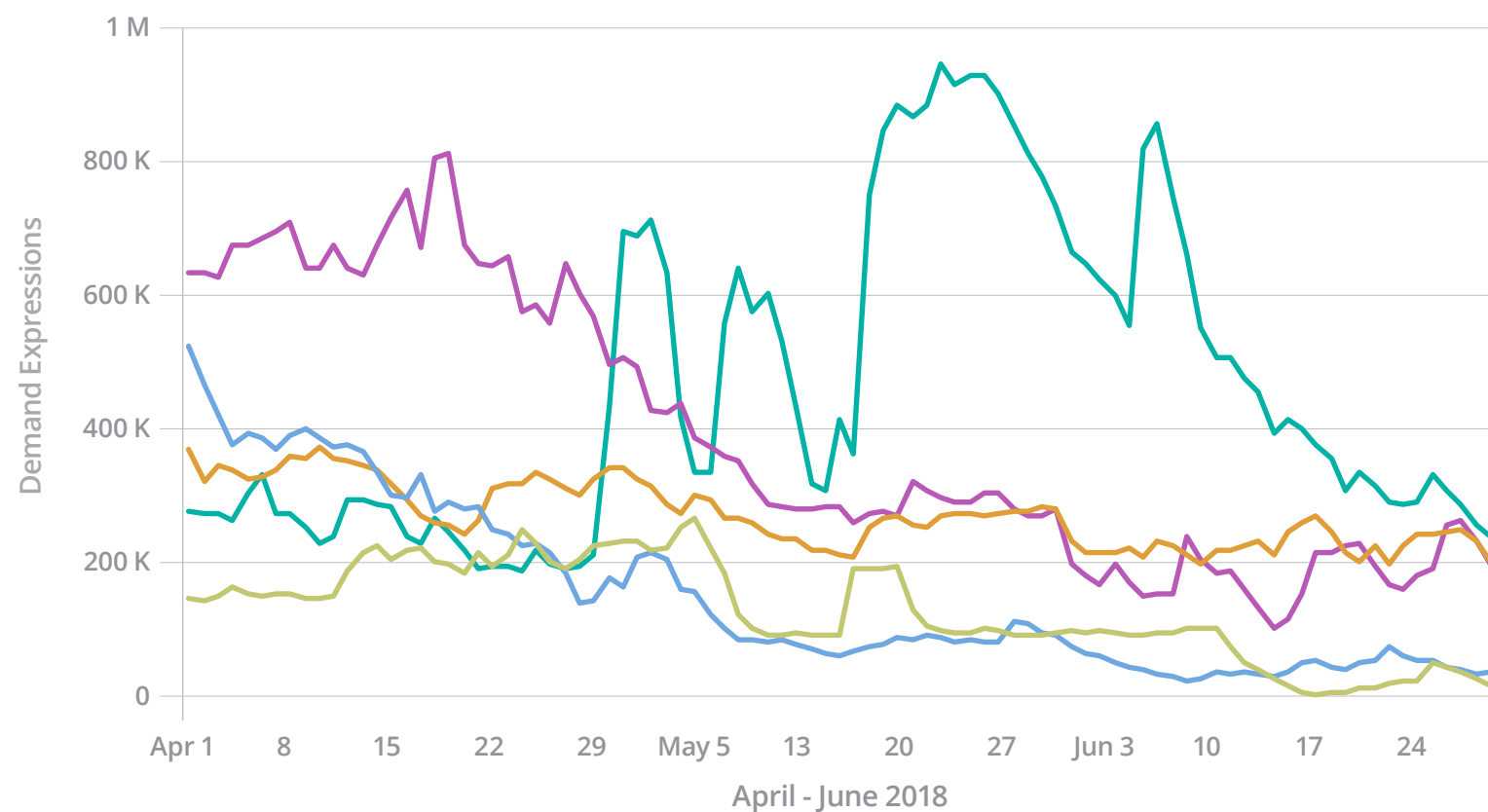
- ▶ In Portugal, the most common device used to access television content is TV with Cable and/or satellite channels (27%).
- ▶ Accessing content with a TV with Antenna channels skews male (66%).

- ▶ 23% of respondents that report watching on a laptop or desktop are aged 18-24. The youngest bracket also makes up 20% of all “mobile phone” responses.

Demand trends in Portugal

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Portugal



-  **13 Reasons Why**
-  **Money Heist (La Casa De Papel)**
-  **Narcos**
-  **The Mechanism**
-  **Galinha Pintadinha**



- ▶ Though *Narcos's* most recent season was released on Netflix in September 2017, the series held its own in terms of demand for Q2 2018 in Portugal against newer digital original content.
- ▶ *Money Heist (La Casa de Papel)* was the second most popular digital original of the quarter overall, and dominated demand for the month of April in the market.

- ▶ Brazilian political drama, *The Mechanism*, premiered worldwide on Netflix in March and started Q2 above popular digital original series *13 Reasons Why*.

Top digital original series in Portugal

April –June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	461,519	
2	<i>La Casa De Papel</i>	Netflix	Drama	387,522	
3	<i>Stranger Things</i>	Netflix	Drama	328,395	
4	<i>Narcos</i>	Netflix	Drama	270,712	
5	<i>The Handmaid's Tale</i>	Nos Play	Drama	229,461	
6	<i>Sense8</i>	Netflix	Drama	215,326	
7	<i>Black Mirror</i>	Netflix	Drama	197,338	
8	<i>The Grand Tour</i>	Amazon Video	Sports	182,478	
9	<i>Altered Carbon</i>	Netflix	Drama	182,046	
10	<i>Lost In Space</i>	Netflix	Drama	176,569	
11	<i>Orange Is The New Black</i>	Netflix	Comedy	175,245	
12	<i>The Mechanism</i>	Netflix	Drama	152,879	
13	<i>Star Trek: Discovery</i>	Netflix	Drama	134,420	
14	<i>Galinha Pintadinha</i>	YouTube	Children	127,115	
15	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	121,058	
16	<i>The Crown</i>	Netflix	Netflix	110,087	
17	<i>3%</i>	Netflix	Netflix	108,355	
18	<i>Cobra Kai</i>	--	YouTube Premium	106,359	
19	<i>Daredevil</i>	Netflix	Netflix	92,919	
20	<i>Voltron: Legendary Defender</i>	Netflix	Netflix	85,688	

A selection of 5 additional digital original series of interest:

26	<i>Carpool Karaoke</i>	Apple Music	Variety	61,041	
29	<i>Stargate Origins</i>	--	Action and Adventure	57,597	
33	<i>The Looming Tower</i>	--	Drama	50,693	
34	<i>Marvel's Runaways</i>	--	Action and Adventure	49,296	
37	<i>Sneaky Pete</i>	Amazon Video	Drama	43,868	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

New Zealand

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in New Zealand.



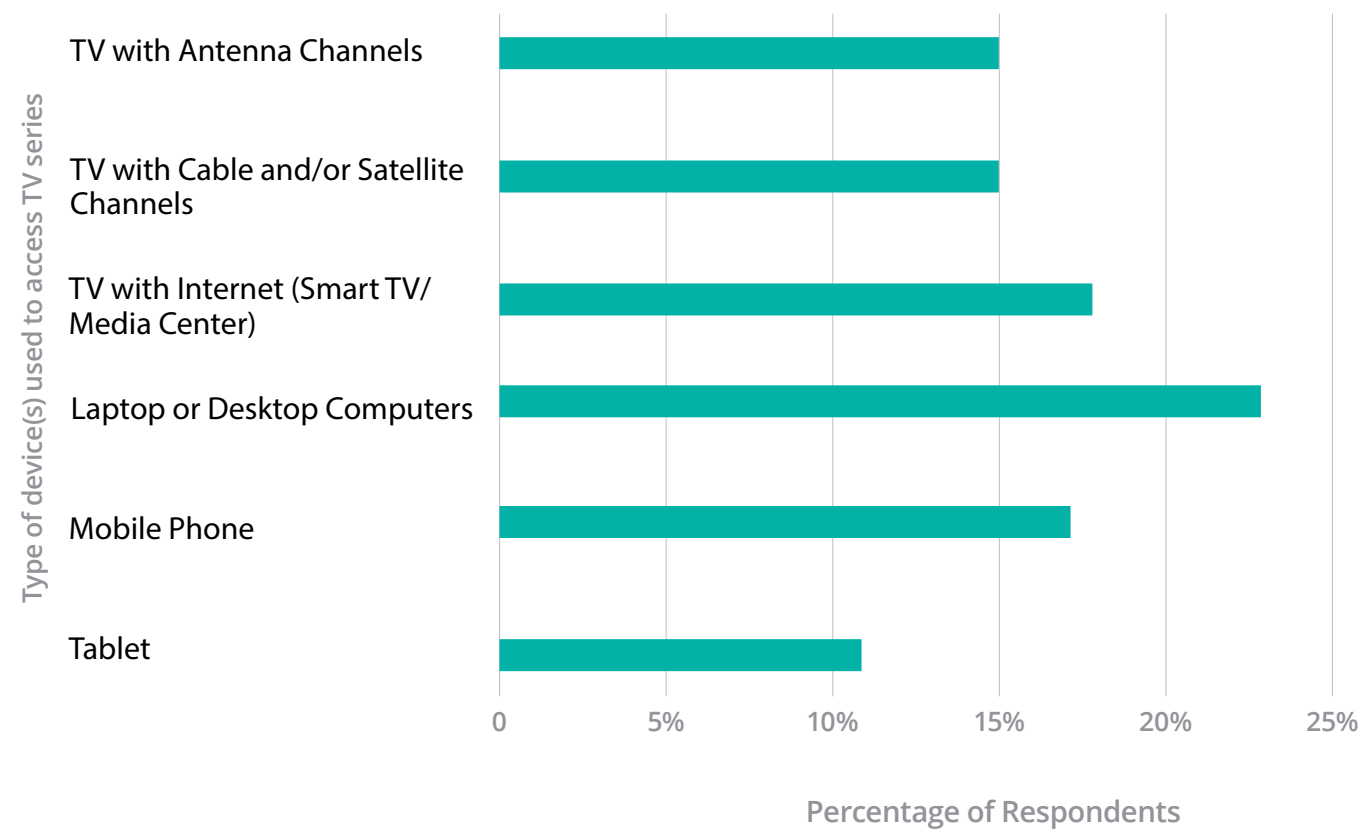
Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.

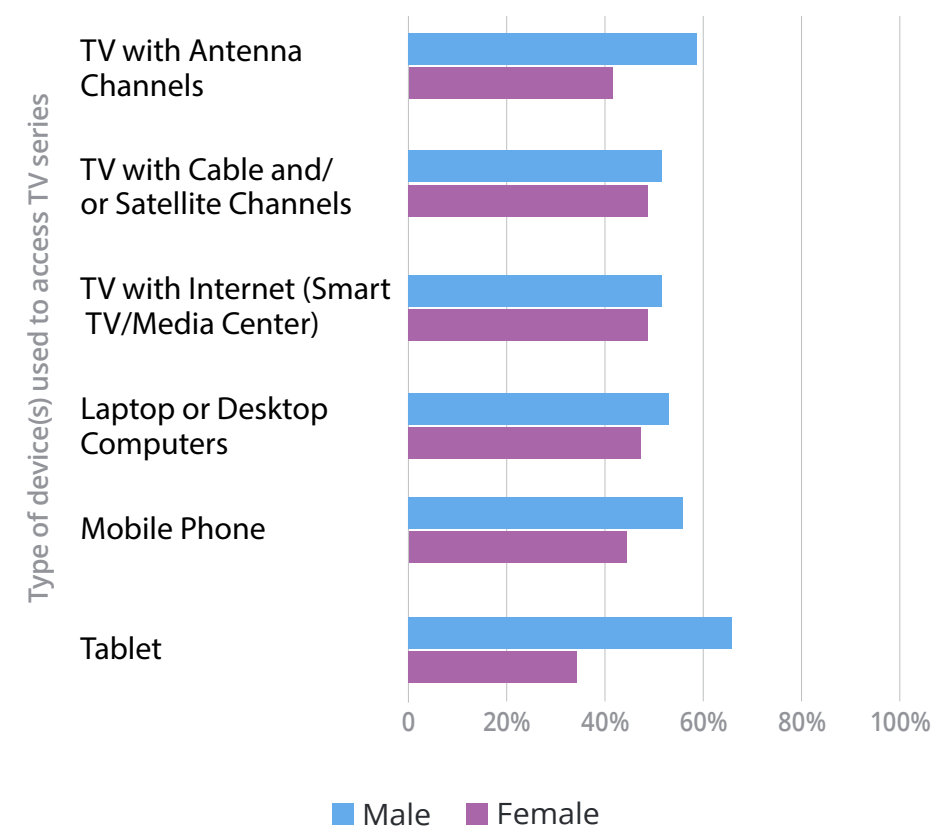
Devices used to access TV content in **New Zealand**

June, 2018

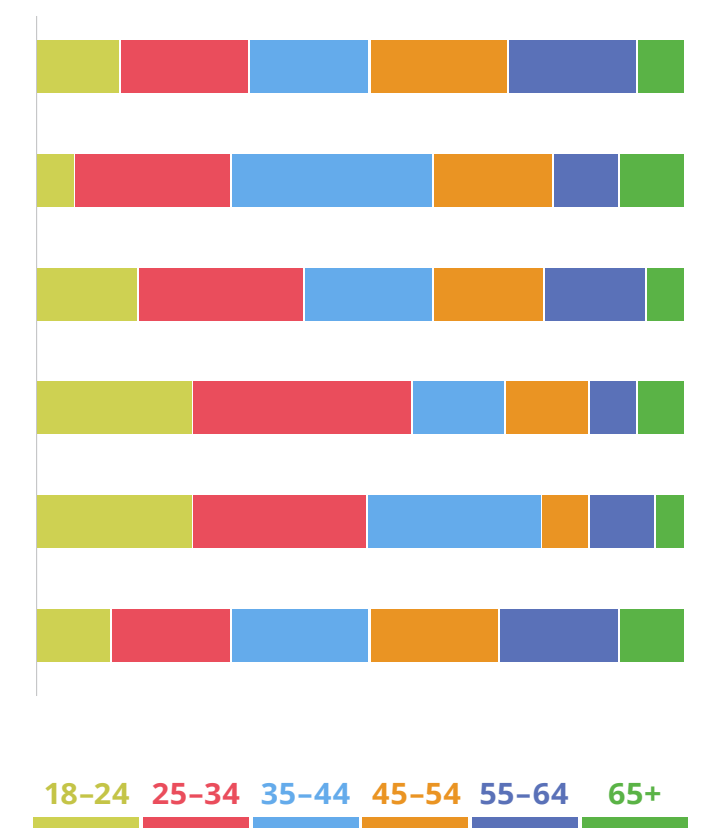
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



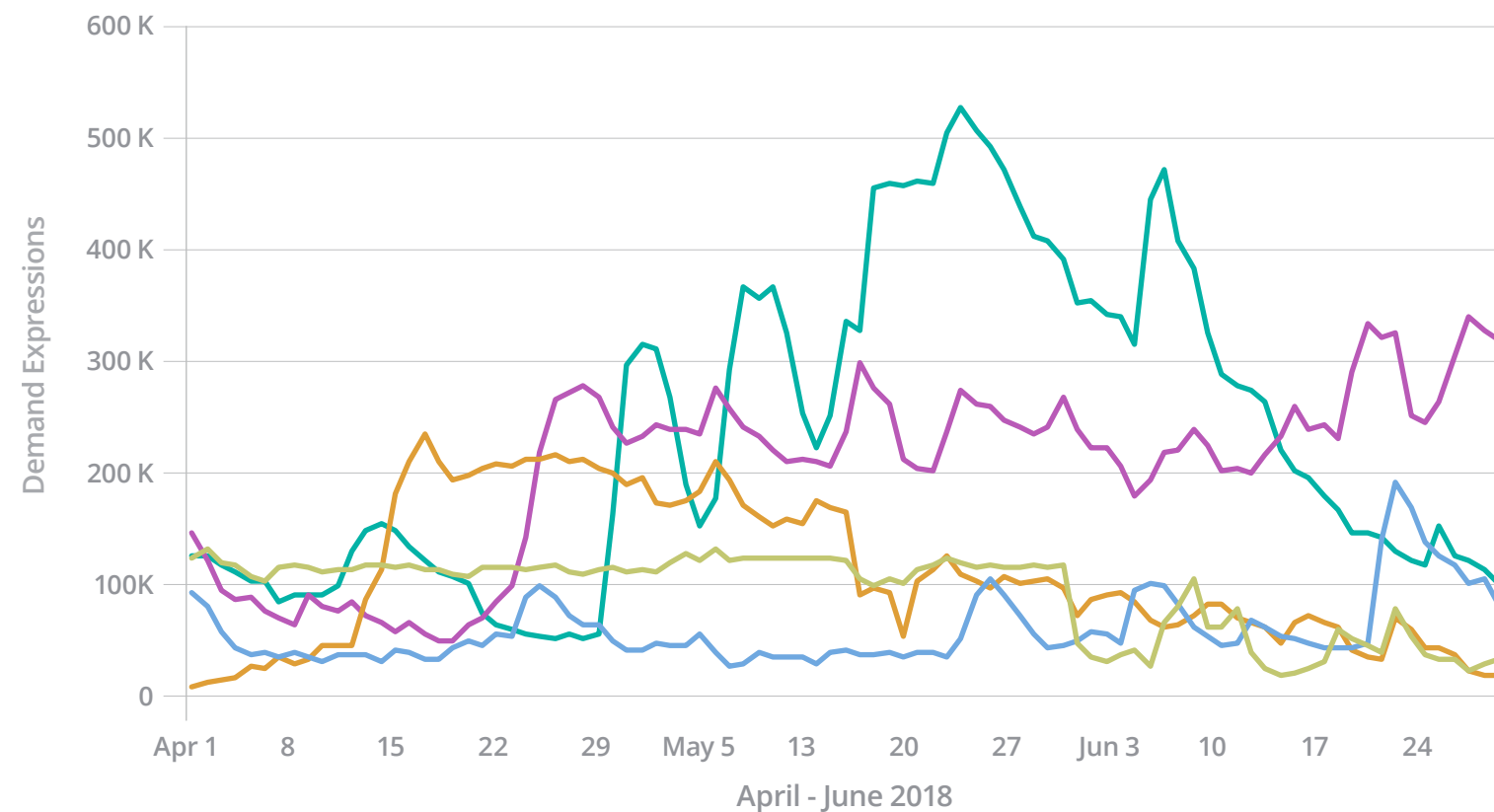
- ▶ In New Zealand, those that engage with TV content are very likely to do so on a laptop or desktop (23%).
- ▶ They are least likely to engage with TV content on a tablet. Usage for the device skews male 66%.

- ▶ While watching on a laptop/desktop is led by 18-24 & 25-34 at a combined 58%, interestingly mobile phone watching is pretty even for all those under 45 years old.

Demand trends in **New Zealand**

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for New Zealand



13 Reasons Why



The Handmaid's Tale



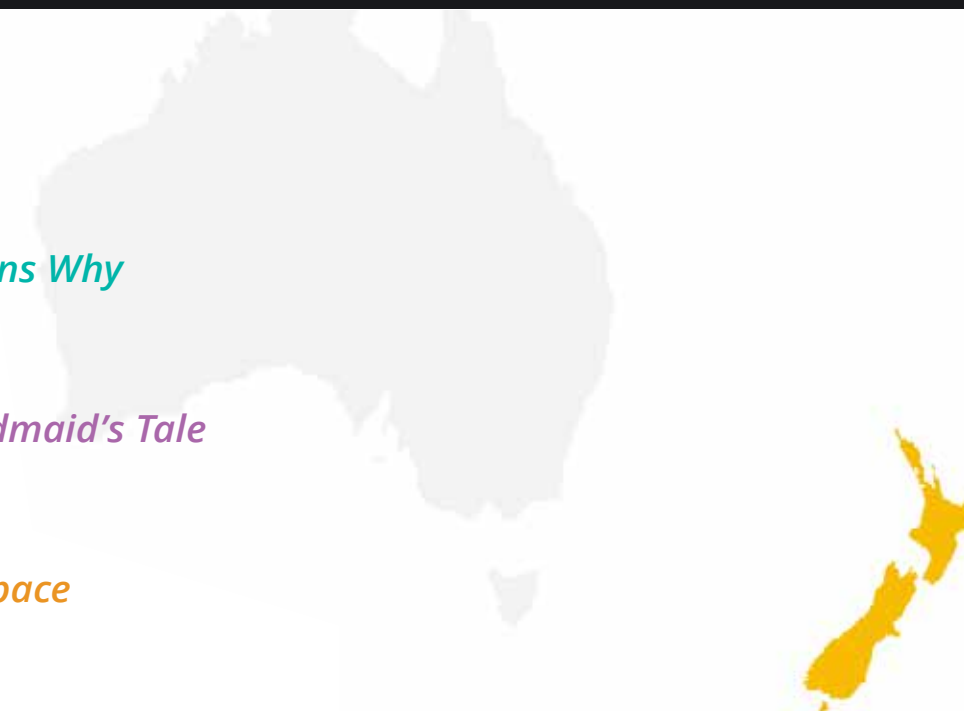
Lost In Space



Carpool Karaoke



The Grand Tour



- ▶ *The Handmaid's Tale* generated increasingly high demand in New Zealand, with peaks aligning with episodic releases of the series' second season.
- ▶ *Lost in Space* was the most popular digital original mid April, aligning with the reboot's release.

- ▶ Only in June did *Carpool Karaoke* release new episodes, aligning with the highest peak of the series. Prior to that, the series still maintained high demand.

Top digital original series in **New Zealand**

April –June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>13 Reasons Why</i>	Netflix	Drama	236,681	
2	<i>The Handmaid's Tale</i>	Lightbox	Drama	203,760	
3	<i>Stranger Things</i>	Netflix	Drama	110,839	
4	<i>Lost In Space</i>	Netflix	Drama	109,796	
5	<i>Cobra Kai</i>	YouTube Premium	Drama	98,940	
6	<i>Star Trek: Discovery</i>	Netflix	Drama	95,118	
7	<i>The Grand Tour</i>	Amazon Video	Sports	93,268	
8	<i>Black Mirror</i>	Netflix	Drama	90,849	
9	<i>Orange Is The New Black</i>	Netflix	Comedy	79,178	
10	<i>Sense8</i>	Netflix	Drama	78,497	
11	<i>Arrested Development</i>	Netflix	Comedy	68,459	
12	<i>Altered Carbon</i>	Netflix	Drama	65,262	
13	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	63,203	
14	<i>Carpool Karaoke</i>	Apple Music	Variety	60,015	
15	<i>The Crown</i>	Netflix	Drama	56,996	
16	<i>Queer Eye For The Straight Guy</i>	Netflix	Netflix	50,628	
17	<i>Marvel's Runaways</i>	Neon	Hulu	50,620	
18	<i>Santa Clarita Diet</i>	Netflix	Netflix	49,260	
19	<i>Lemony Snicket's A Series Of Unfortunate Events</i>	Netflix	Netflix	48,202	
20	<i>Community</i>	Lightbox	NBC	47,769	

A selection of 5 additional digital original series of interest:

28	<i>Stargate Origins</i>	Stargate Command	Action and Adventure	34,514	
29	<i>The Looming Tower</i>	Sky NZ	Drama	34,283	
33	<i>Bosch</i>	Amazon Video	Drama	30,315	
36	<i>Sneaky Pete</i>	Amazon Video	Drama	27,728	
60	<i>Nailed It</i>	Netflix	Reality	15,013	

-- No platform information available, please refer to Appendix

Consumer content access study and title demand trends

April – June, 2018

Poland

Discover the devices audiences use to watch TV series along with the demand for Digital Original series in Poland.

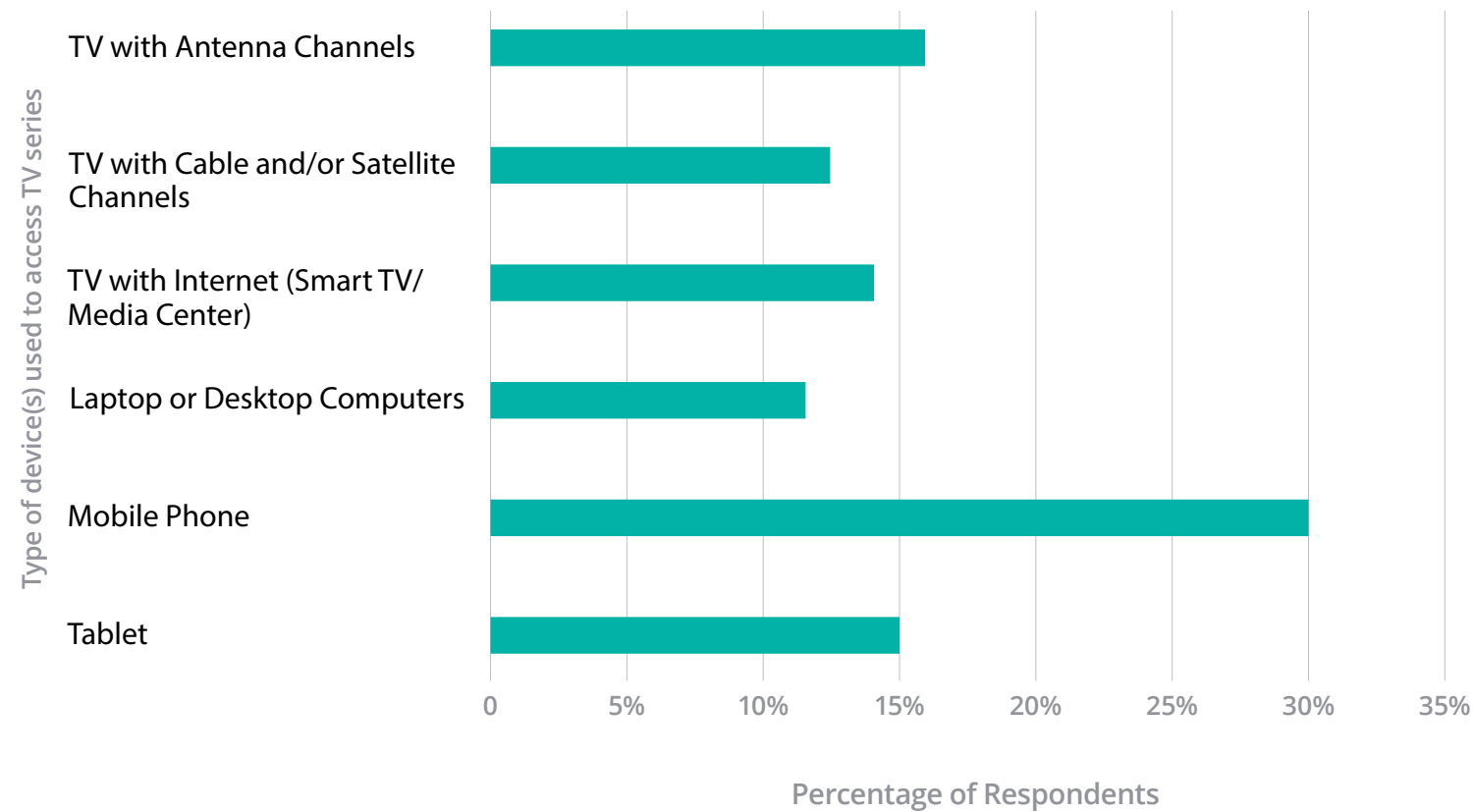
Based on our representative survey, the devices people use to access television series are collated and broken down by gender and age.

Additionally, the top 20 digital original series are ranked by their average Demand Expressions in each of the ten markets. Unlike our global study of the devices used to access television content, Demand Expressions measure the entire population in a market, and are not based on audience panel data.

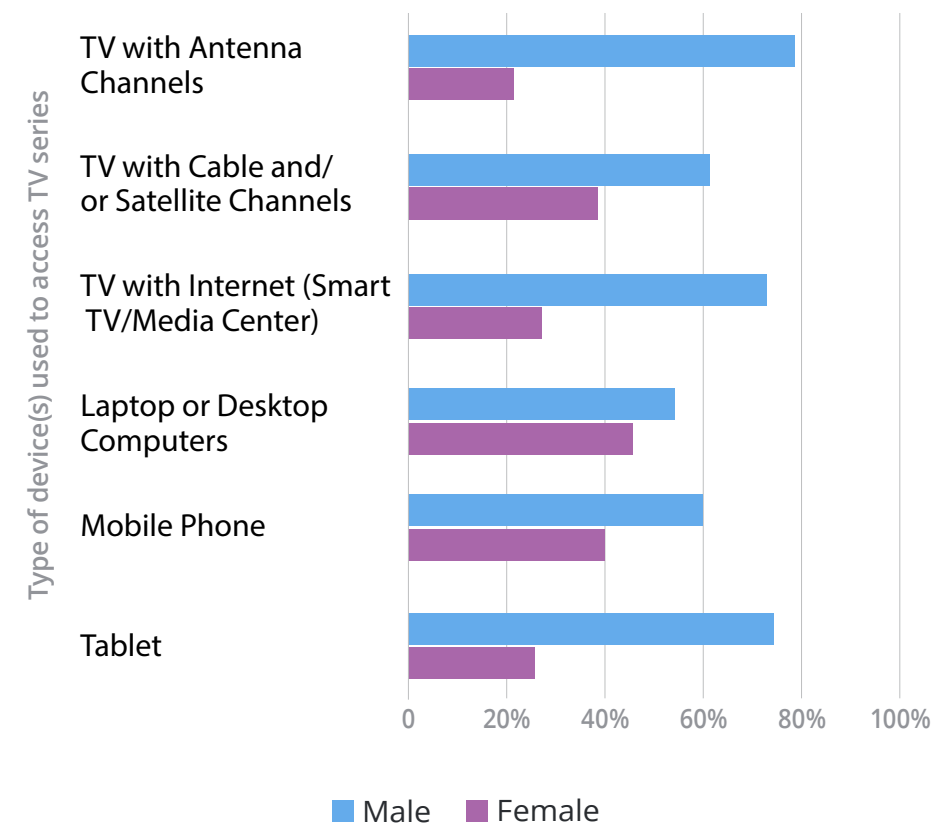
Devices used to access TV content in Poland

June, 2018

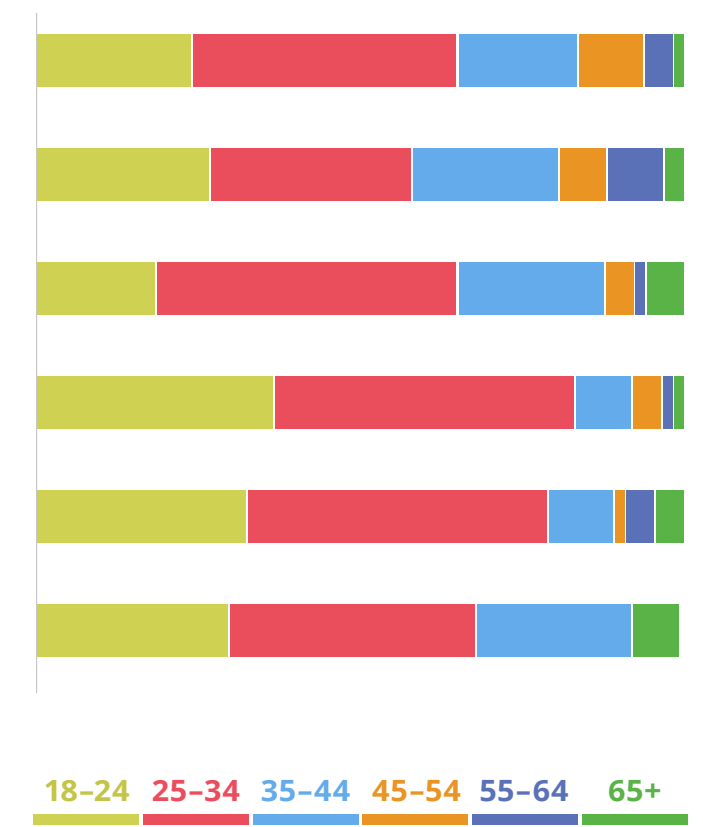
Devices Used to Access TV Series



Breakdown by gender



Breakdown by age



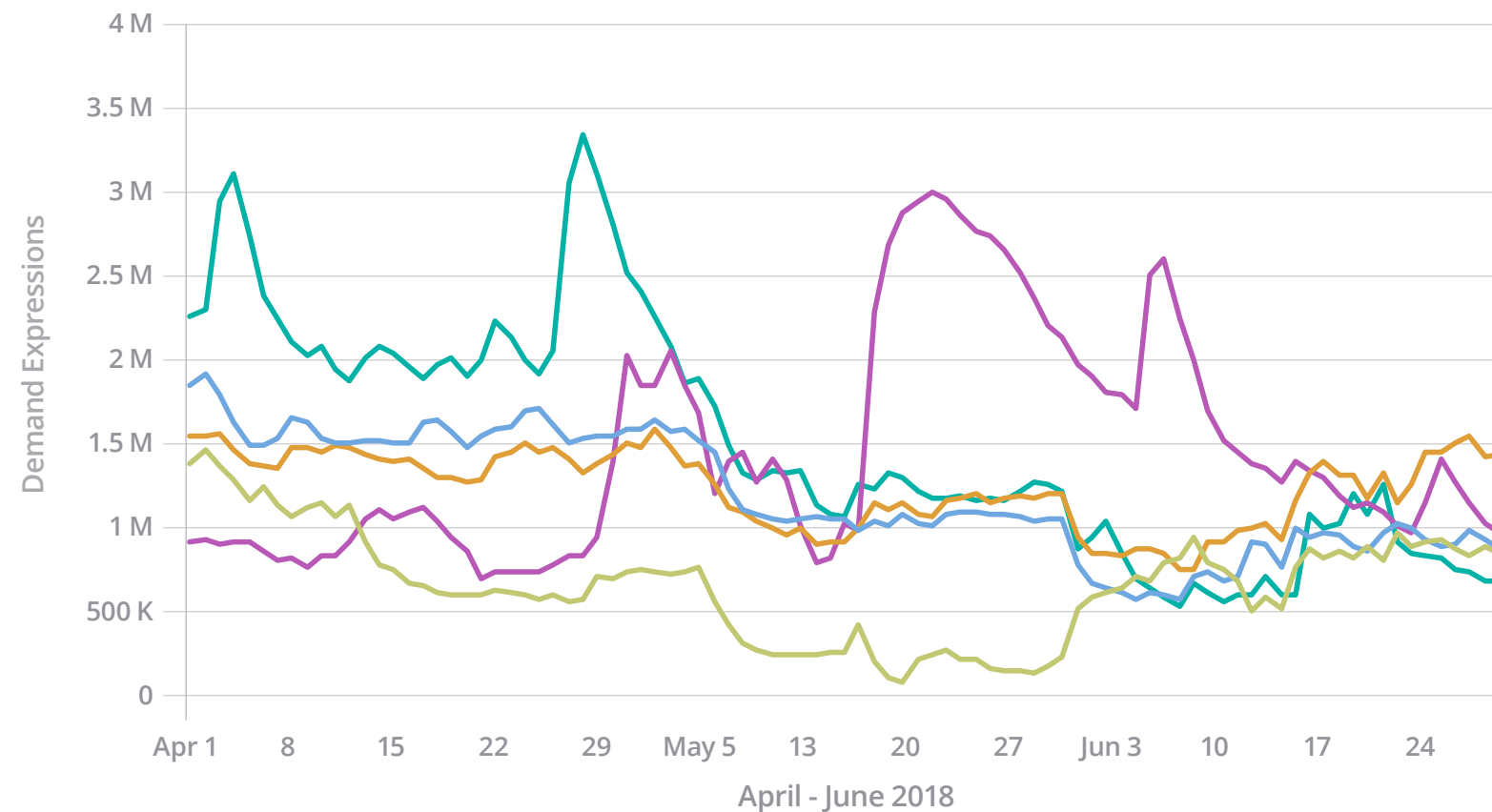
- ▶ Poland has the highest reported mobile phone usage for TV content across all 10 markets evaluated (30%).
- ▶ Men are more likely to engage with television content across devices, including tablets (74% male).

- ▶ 18-24 and 25-34 drive all categories especially Laptop/desktop & mobile phones, at a combined 83%.

Demand trends in Poland

April - June, 2018 | Average Daily Demand Expressions

Digital Original TV Demand Trends for Poland



-  *Stranger Things*
-  *13 Reasons Why*
-  *Narcos*
-  *Black Mirror*
-  *Botoks*



- ▶ Poland was one of the only markets where *13 Reasons Why* wasn't the top title—though it did drive significant demand for the quarter. Instead, fellow Netflix series, *Stranger Things* took the top spot, especially due its high demand for the month of April
- ▶ Crime drama *Narcos* managed to sustain high demand, ranking third overall, even though no new content was released since last year.

- ▶ Finally, Showmax's series *Botoks*, which wrapped its season in March, competed in demand with top digital originals, even ranking above *13 Reasons Why* at the beginning of April.

Top digital original series in Poland

April – June, 2018 | Average Daily Demand Expressions

The top 20 most in-demand digital original series:

				Avg. Demand Expressions	
1	<i>Stranger Things</i>	Netflix	Drama	1,503,800	
2	<i>13 Reasons Why</i>	Netflix	Drama	1,457,341	
3	<i>Narcos</i>	Netflix	Drama	1,231,315	
4	<i>Black Mirror</i>	Netflix	Drama	1,193,669	
5	<i>The Grand Tour</i>	Amazon Video	Sports	1,052,272	
6	<i>Orange Is The New Black</i>	Netflix	Comedy	1,044,973	
7	<i>Marvel's Jessica Jones</i>	Netflix	Action and Adventure	863,812	
8	<i>Altered Carbon</i>	Netflix	Drama	789,460	
9	<i>The Handmaid's Tale</i>	Showmax Poland	Drama	662,099	
10	<i>Botoks</i>	Showmax Poland	Drama	652,646	
11	<i>Star Trek: Discovery</i>	Netflix	Drama	642,898	
12	<i>House Of Cards</i>	Netflix	Drama	602,569	
13	<i>Sense8</i>	Netflix	Drama	599,479	
14	<i>Marvel's The Punisher</i>	Netflix	Action and Adventure	587,369	
15	<i>Lost In Space</i>	Netflix	Drama	579,568	
16	<i>Trailer Park Boys</i>	Netflix	Comedy	573,360	
17	<i>The Crown</i>	Netflix	Drama	563,413	
18	<i>Dark</i>	Netflix	Drama	547,570	
19	<i>Bojack Horseman</i>	Netflix	Animation	538,940	
20	<i>Daredevil</i>	Netflix	Action and Adventure	466,491	

A selection of 5 additional digital original series of interest:

26	<i>Ucho Prezesa</i>	Showmax Poland	Comedy	340,788	
28	<i>The Man In The High Castle</i>	Amazon Video	Drama	301,884	
29	<i>The Good Fight</i>	HBO Go	Drama	295,018	
32	<i>Stargate Origins</i>	--	Action and Adventure	252,408	
42	<i>Carpool Karaoke</i>	Apple Music	Variety	176,526	

-- No platform information available, please refer to Appendix

Appendix

April – June, 2018

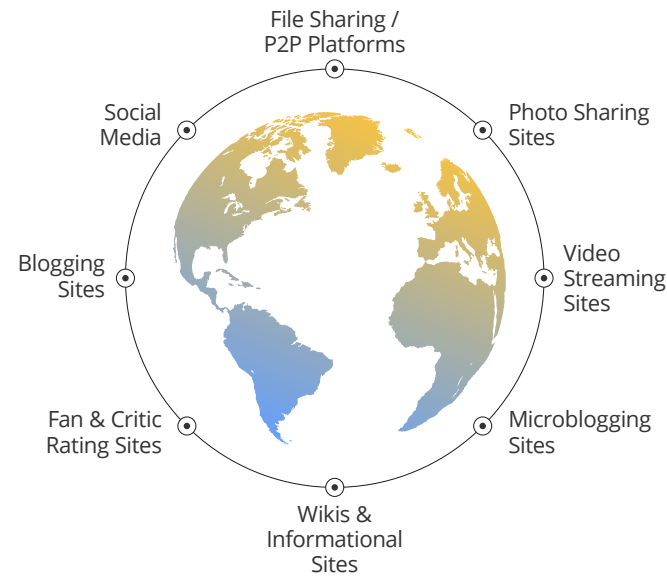
Methodology

Gain an understanding of Parrot Analytics' global demand measurement system, how demand is averaged to produce our country-specific digital original rankings, how it is possible that content can generate demand in markets where a title or platform is not yet available, and how we approached this quarter's global study of the devices used to access television content.



Methodology for global television demand measurement

April – June, 2018

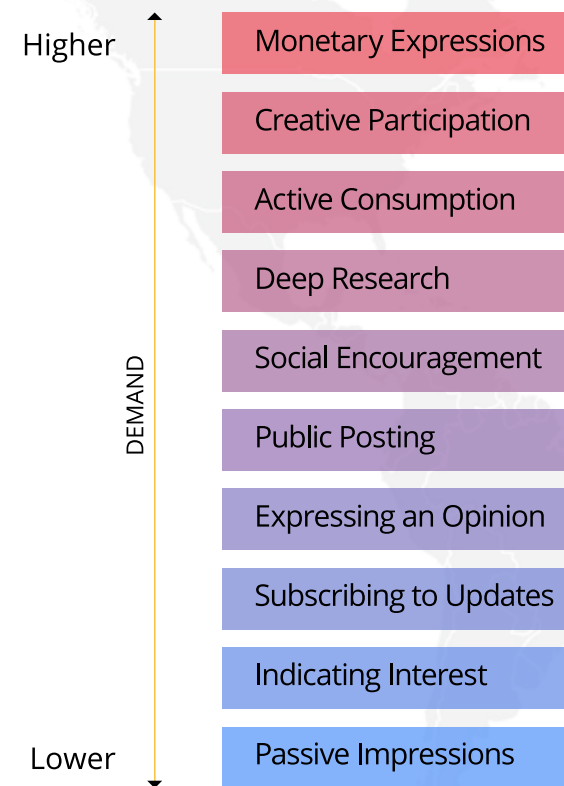


Consumers express their demand for content through various “demand expression platforms” including:

- ▶ Video Streaming Platforms
- ▶ Social Media Platforms
- ▶ Photo Sharing Platforms
- ▶ Blogging & Microblogging Platforms
- ▶ Fan & Critic Rating Platforms
- ▶ Wikis & Informational Sites
- ▶ Peer-to-Peer Protocols
- ▶ File-Sharing Platforms

Industry-first: *DemandRank*™

Parrot Analytics captures cross-platform audience demand for content around the world. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a passive impression or a comment.



Demand Expressions®

Total audience demand being expressed for a title, within a market.

Characteristics of *Demand Expressions*®:

- ▶ They measure actual, expressed demand. **Parrot Analytics** does not use panel data.
- ▶ They encompass demand expressed by audiences from a multitude of sources, weighted by importance.
- ▶ There is no ceiling to how many **Demand Expressions**® a title can generate in a market.

Methodology for averaging demand

April – June, 2018

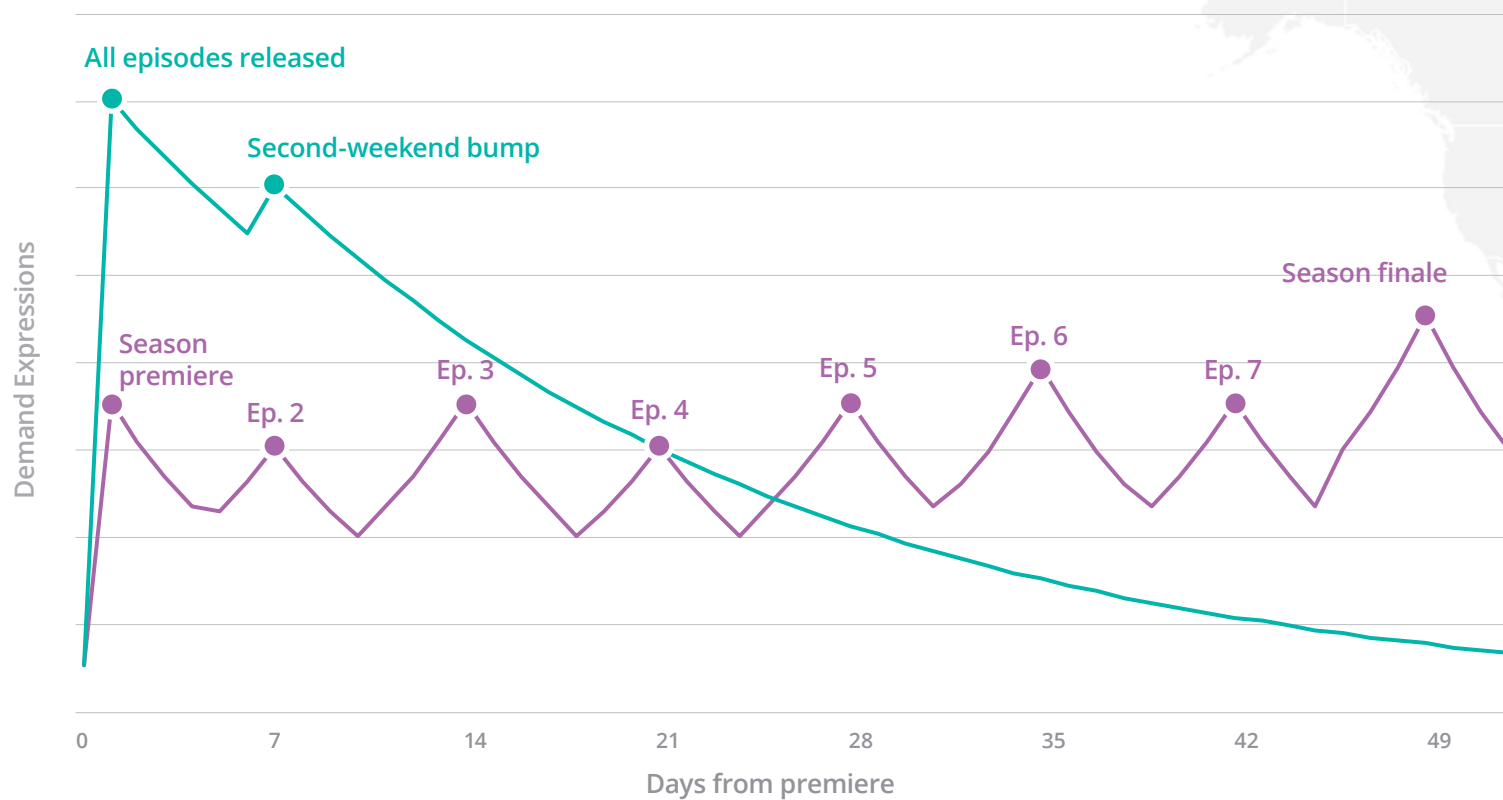
Simulated demand for all-at-once and episodic releases

Examples of platforms that generally release titles **all-at-once**:

- Amazon Video
- Crackle
- Netflix
- YouTube Red

Examples of platforms that generally release titles **episodically**:

- Hulu
- CBS All Access
- Apple Music



- ▶ The way in which an SVOD platform releases new episodes of its digital original series affects how the demand for these titles develop.
- ▶ Netflix pioneered the all-at-once method, where all episodes are released on a single day. This release method helped popularize binge-watching as viewers did not have to wait a week to watch the next episode; however, it has the side-effect of having demand for the show decline immediately after release. There is often a slight increase in demand during the second weekend after release as more people finish the season, but generally demand for shows plateau in about one month.
- ▶ In contrast, the episodic release schedule maintains demand throughout the season as people keep returning each week, but its premiere demand may not be as high because only one episode is available.

To be consistent, in this report we average demand over the month post-release for all-at-once titles and from season premiere to season finale for episodic titles.

Note: The average demand for these **all-at-once** and **episodic** titles are the same over this time period.

Methodology for demand attribution

April – June, 2018

You might be wondering how it is possible that content can generate demand in markets where a title or platform is not yet available.

The short answer is that audiences express demand for TV series irrespective of commercially negotiated rights.

News about new TV shows travels quickly, and often audiences the world over are eagerly anticipating the launch of a new series in their country. Our full-year 2017 Global TV Demand Report highlighted just how important social media is, for example, in the discovery of new TV shows: Within seconds a consumer in the UK can be notified of a new TV show to watch by their friends in the US - even if it is a “stealth release”.

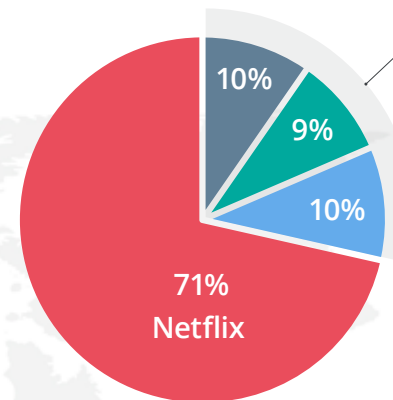
Because our global demand measurement system incorporates multiple country-specific content demand signals, we are able to gauge popularity for TV content long before a series, or platform, is officially released in its home market, or any other market.

In this example from 2017, Hulu is currently not available in the United Kingdom, yet it managed to attract 9% of the total digital originals UK demand share. How is this possible?

The answer is that Parrot Analytics quantifies the level of demand in any country for a show long before the rights have been agreed for a territory; we then attribute this local market demand to the original network/platform in that market (even if the platform has not yet launched in that market).

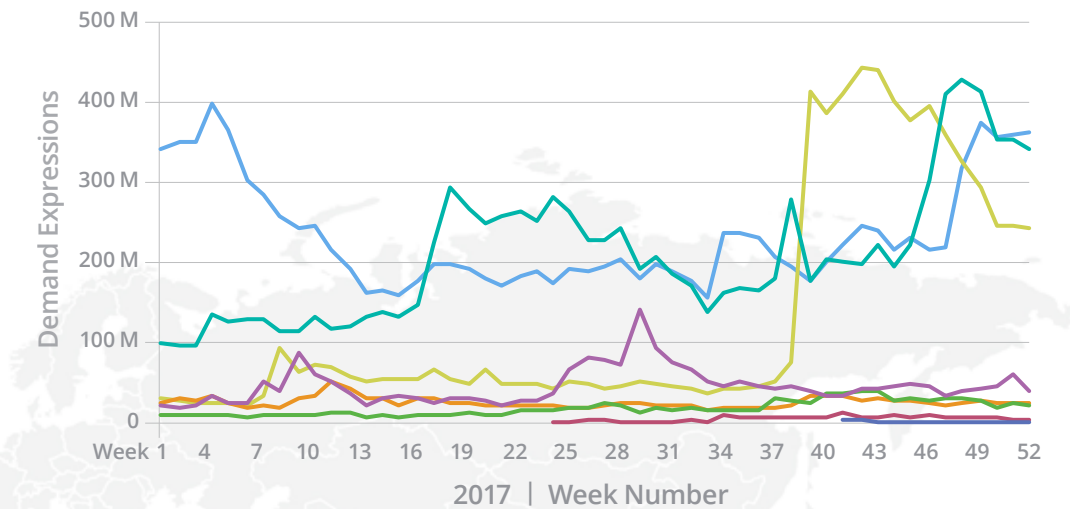
For more information please refer to our helpdesk article available [here](#).

Total share of demand for platforms in 2017



Other Platforms
(CBS All Access, Crackle, Facebook, Apple Music, Seeso, Youtube Red)

Total platform demand in 2017 (ex. Netflix)



Amazon Video CBS All Access Facebook Seeso
Hulu Crackle Apple Music Youtube Red

Methodology for Global SVOD subscription purchase propensity study

April – June, 2018

Parrot Analytics conducted a global survey in 10 markets with 500 respondents each, for a total of n=5,000 across all surveys and territories. Each of the survey questions asked about the device the respondent uses to access television content, and they were able to choose as many responses as applied. The text of the question and answers were translated into each country's primary language, and read as follows:

Which of the following devices have you used to watch any TV series in the past month?

- ▶ TV with Antenna channels
- ▶ TV with Cable and/or Satellite channels
- ▶ TV with Internet (Smart TV/Media Center)
- ▶ Laptop or Desktop computer
- ▶ Mobile Phone
- ▶ Tablet
- ▶ None of the above

For more information on Google Surveys, please refer to the whitepaper [here](#).

Note: Here we have explained the methodology used for our specific study of a respondent's device choices when accessing content, which was based on a global survey carried out by Parrot Analytics.

It must be noted, however, that our Demand Expressions metric underlying our global tv demand measurement does not use sampling. Instead, our global demand measurement system captures all known activities from the total population, in all markets, in real-time.

Download Parrot Analytics' comprehensive whitepapers, industry analyses and global TV demand case studies.

DOWNLOAD



About Parrot Analytics

April – June, 2018

Parrot Analytics is a data science company that empowers media & entertainment companies, brands and agencies to understand global audience demand for television content. Wielding the world's largest audience behavior data sets, the company has developed the world's only global cross-platform, country-specific audience demand measurement system.

Parrot Analytics captures an unprecedented spectrum of actual fan and audience behavior including video streaming consumption, social media, blogging platforms, file-sharing and peer-to-peer consumption spanning 100+ countries. This enables media companies, for the very first time, to understand audience demand for content across all content distribution platforms in all markets around the world.

Parrot Analytics' leadership includes a group of media industry executives, creatives and scientists who believe in the magic of content and the impact it has on people's lives. The company is on a mission to connect content creators and consumers by enabling data-driven decisions across the industry.

For more information, visit parrotanalytics.com

The Global TV Demand Measurement Standard

Use global demand data to stack content negotiations in your favor. Schedule a software demo and learn how you can increase the value extracted from global content deals.

[BOOK DEMO](#)

