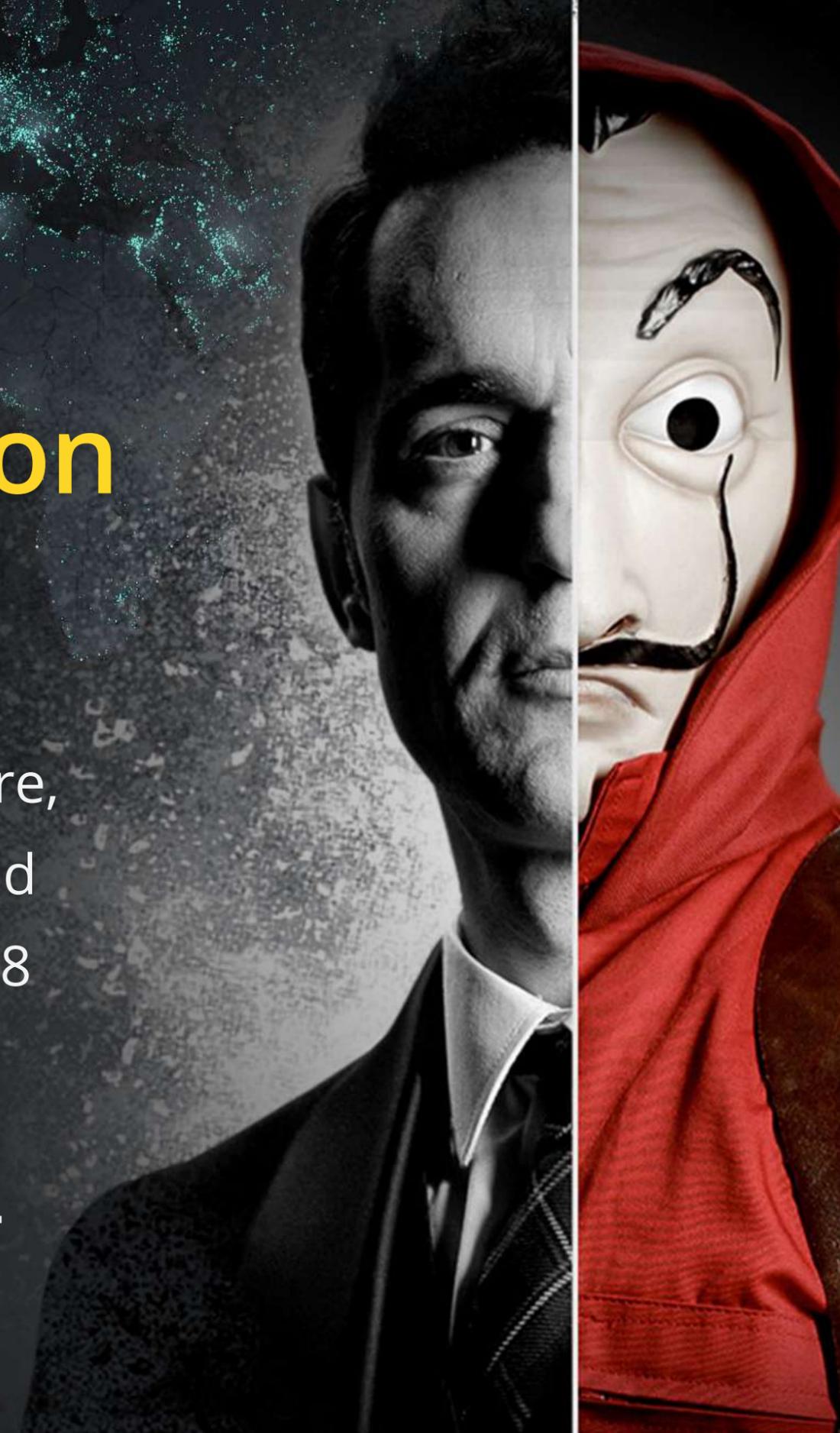Latin America Edition

The Global Television Demand Report

Global SVOD platform demand share, digital original series popularity and genre demand share trends in 2018

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GENOME

SOCIAL

AFFINITY

TRAVELABILITY

BRAND

GENRE

DEMAND

TITLE

PLATFORM

TRENDS

MARKET

TIME

DEMOGRAPHICS

SENTIMENT

RECOMMENDATIONS

DISCOVERY

Introduction

Demand as the new paradigm

In this latest edition of **Parrot Analytics' Global Television Demand Report**, the SVOD platform demand share of digital originals, the global genre share as well as an individual analysis of key global markets was carried out. In addition, we are pleased to share with you once again the top digital original series of the year, representing the original content produced by SVOD platforms around the world. 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 acquisition, licensing, 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 or market, is a definite **competitive advantage.**

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

Market-specific TV content trends

Global content travelability, digital originals and genre trends, and SVOD platform market demand share

This section presents our latest global TV demand data trends: For each of the 6 territories examined, we present our findings with respect to how well each market's productions travel around the world relative to the home market, and how much demand exists for a market's subgenres relative to the global average.

We also reveal each market's SVOD demand share by original platform for digital originals and break this down for drama and action/adventure digital originals. Finally, we include for each market a demand distribution of some of the most in-demand digital originals and also reveal the top 20 overall most in-demand digital originals across all platforms.

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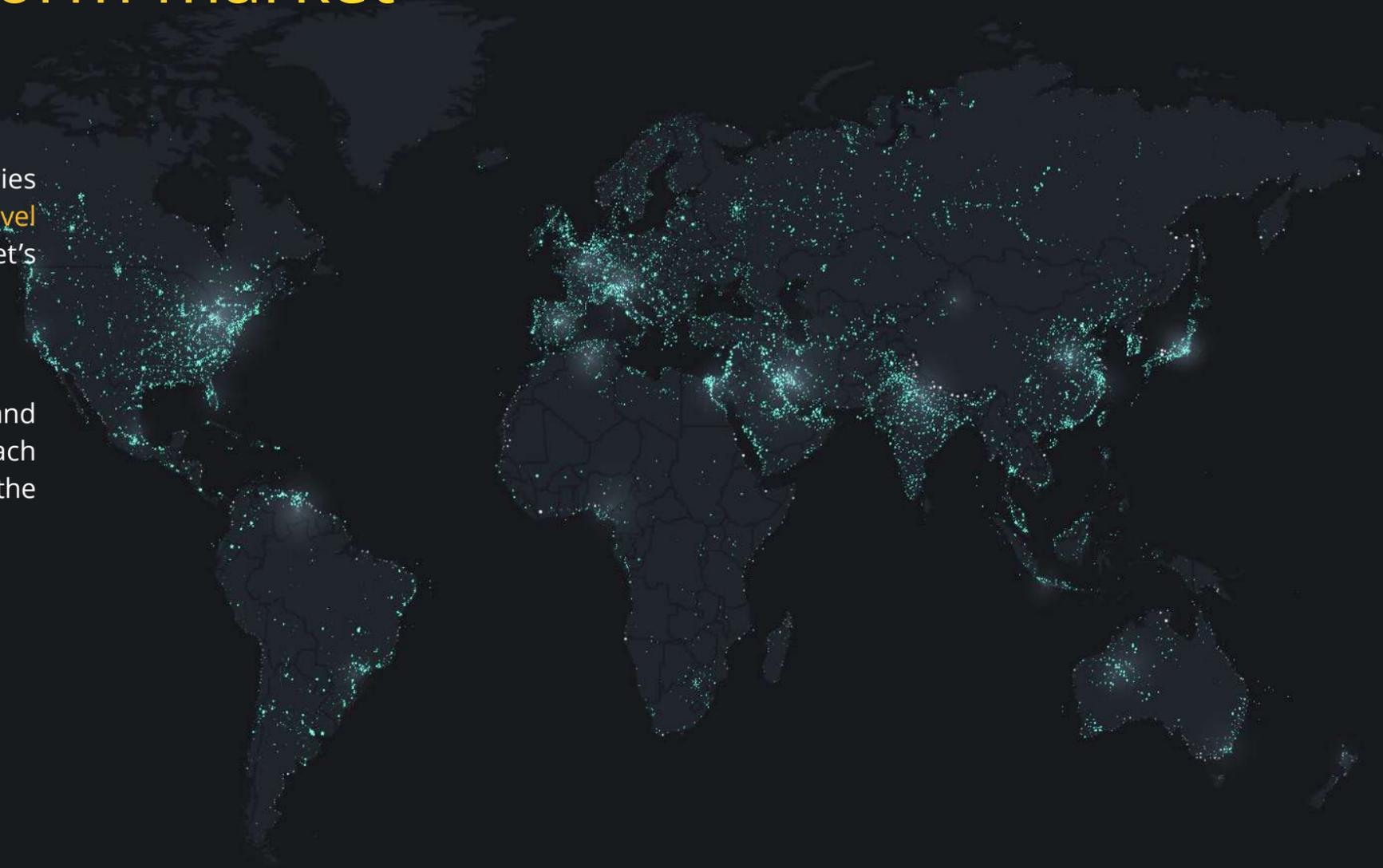
Travelability, subgenre, platform demand share and digital original trends

Brazil

Learn where in the world content produced in this market is most wanted and which subgenres resonate the most with Brazilians. Discover the demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 streaming originals.
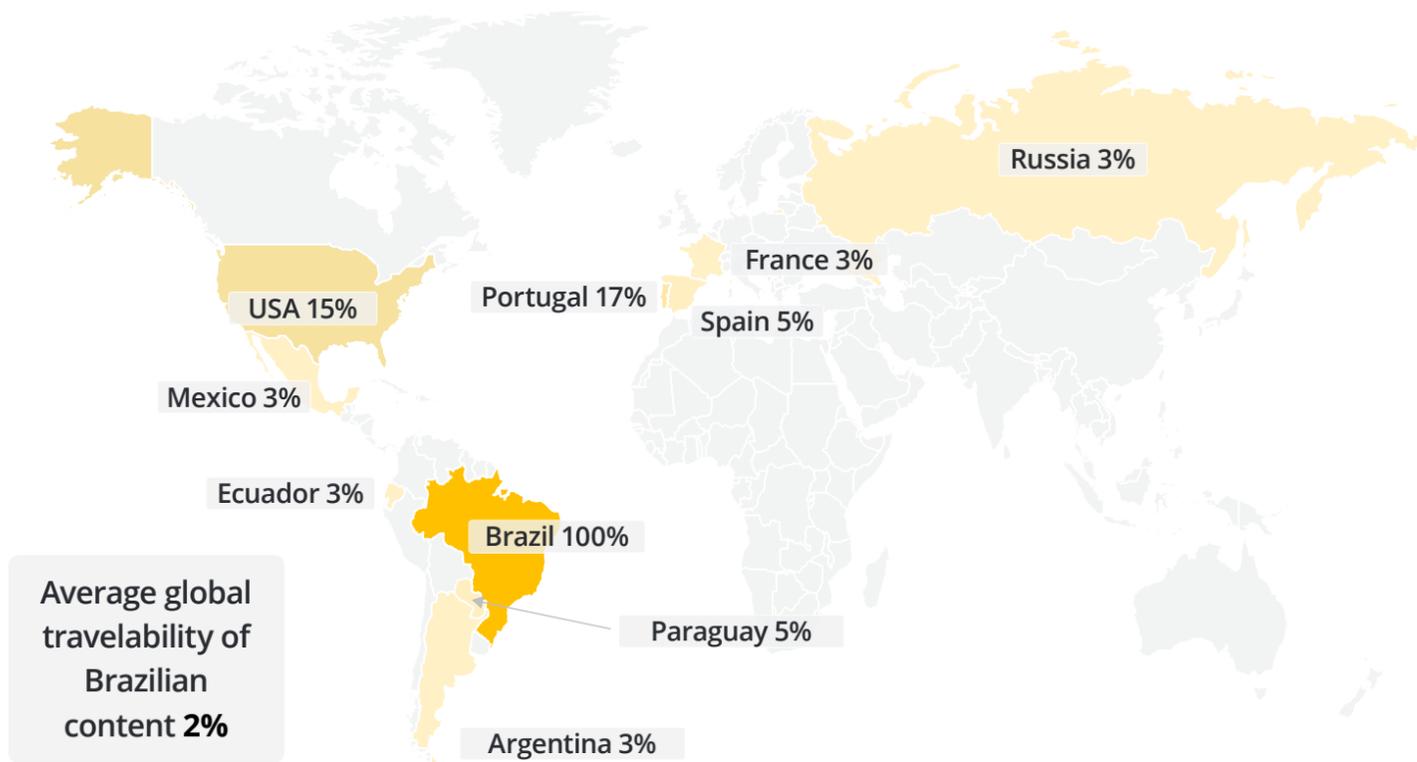
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

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Travelability of Brazilian local productions and local subgenre preferences

January – December, 2018

The global travelability of content produced in the Brazil

Russia 3%

France 3%

Portugal 17%

Spain 5%

USA 15%

Mexico 3%

Ecuador 3%

Brazil 100%

Paraguay 5%

Argentina 3%

Average global travelability of Brazilian content 2%

Most in-demand Brazilian subgenres compared to global trends

Difference from Global demand share

- Sitcom
- Sci-fi Drama
- Fantasy Drama
- Procedural Drama
- Crime Drama
- Superhero Series
- Comedy Drama
- Children's (school age)
- Japanese Animation
- Teen Drama

▸ Content from Brazil generally does not reach audiences in other markets as well as content produced in other markets.

▸ Brazilian content has a global travelability of 2.4%, the lowest of the 6 markets in this report.

▸ Portugal is currently the best international market for Brazilian titles.

▸ The largest demand share is for crime drama, which accounts for 7.9% of all expressed demand in this market, 0.8% less than the global average.

▸ While crime dramas and sitcoms command the largest genre share, as in other markets, they have a lower demand share in Brazil than the global average.

▸ Teen drama does very well in Brazil, it is one of the 10 largest subgenres and has 1.4% more demand share in this market than the worldwide average.

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Brazil platform demand share and digital originals demand distribution
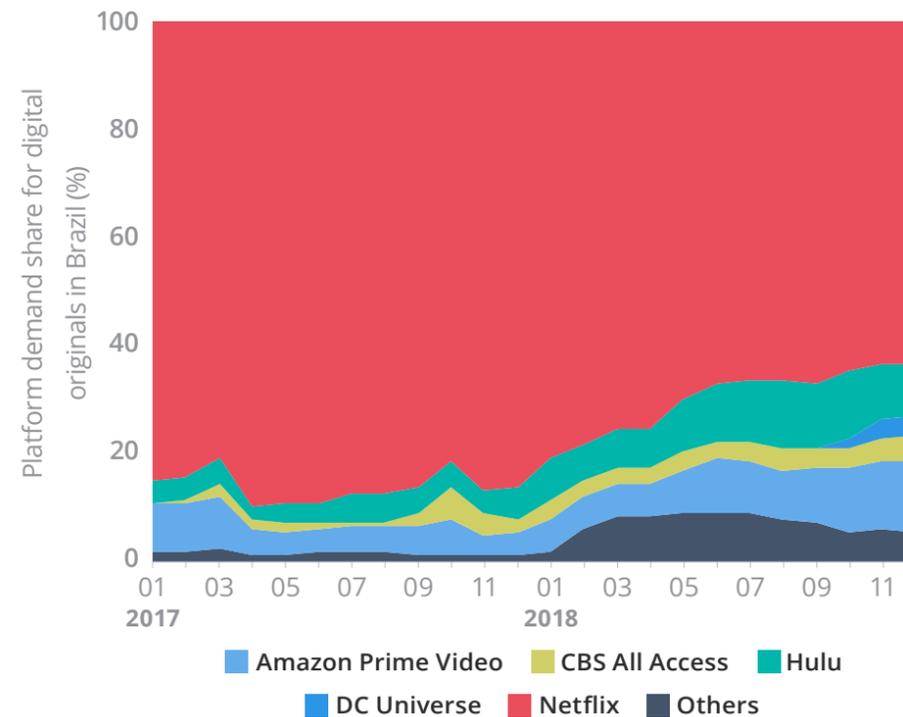
January, 2017 – December, 2018

Brazil market demand share by original platform for all digital originals

Brazil platform demand share (2018)

- DC Universe **1%**
- CBS All Access **3%**
- Others **7%**
- Hulu **10%**
- Netflix **69%**
- Amazon Prime Video **10%**

Brazil platform demand share trend

Platform demand share for digital originals in Brazil (%)

01 03 05 07 09 11 | 01 03 05 07 09 11
2017 | **2018**

■ Amazon Prime Video ■ CBS All Access ■ Hulu
■ DC Universe ■ Netflix ■ Others

Demand distribution of a selection of top digital originals in Brazil

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (34.8%)   AVERAGE (65.1%)   GOOD (0.1%)   OUTSTANDING (0.03%)   EXCEPTIONAL (0.01%)

- La Casa De Papel (M... 26.14x
- Titans 13.21x
- The Haunting Of Hill... 8.61x
- The Mechanism 7.53x
- Marvel's Runaways 5.42x
- Trollhunters 3.56x

0   0.01x   1x   2x   8x   32x   100x

Difference from the "Average Title" (1x)

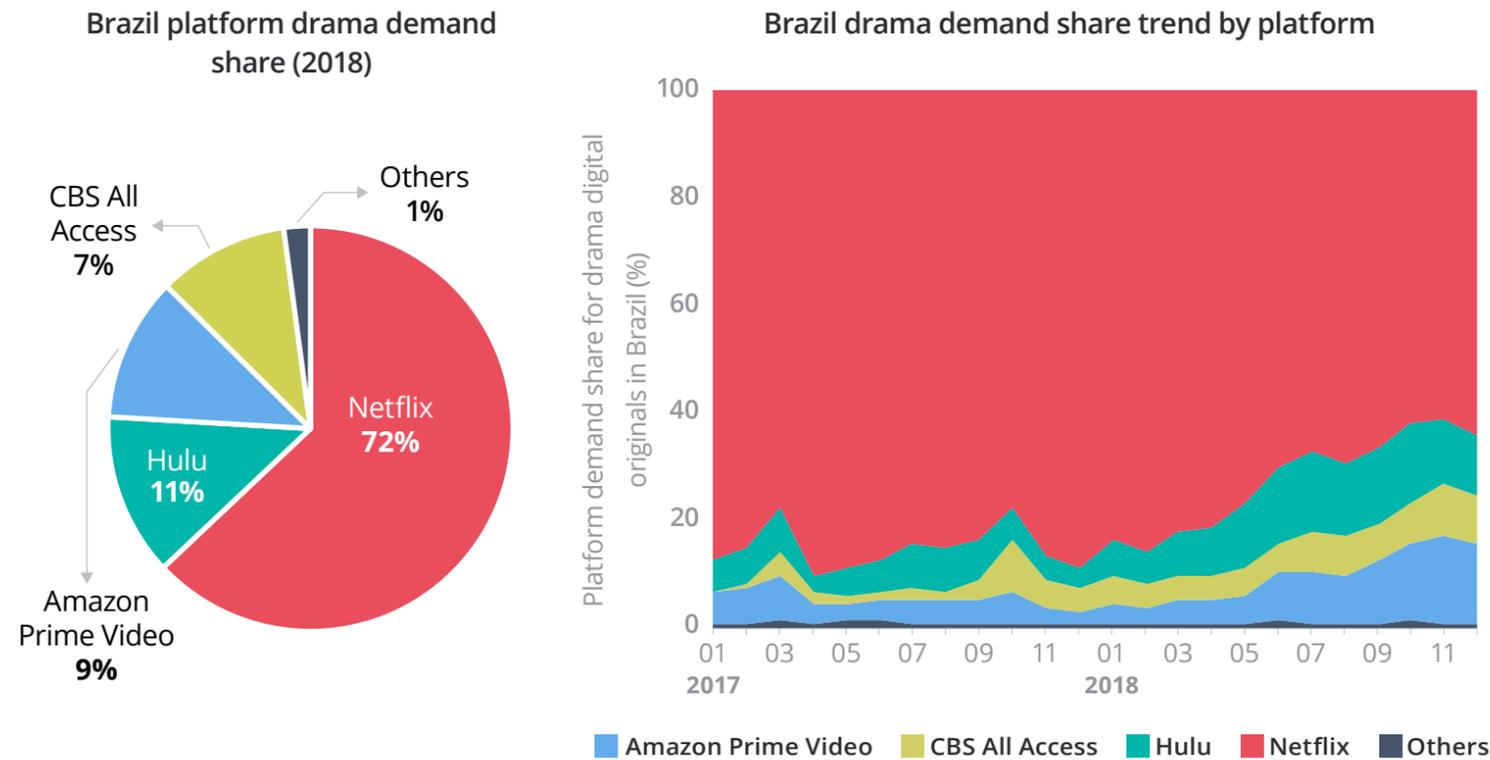(Demand Expressions per capita multiplied by X times)
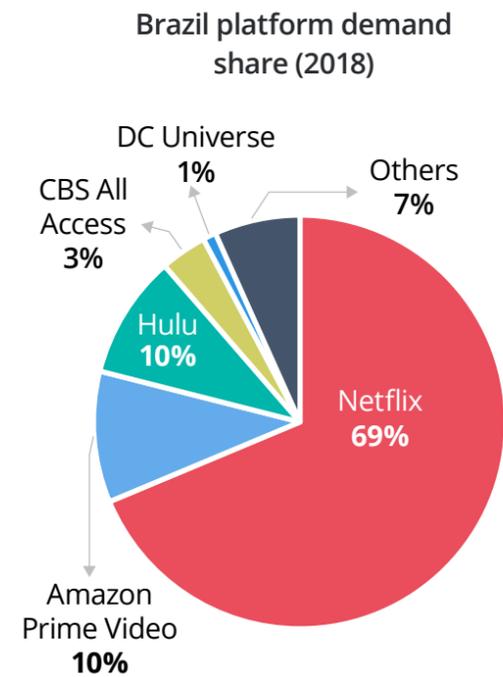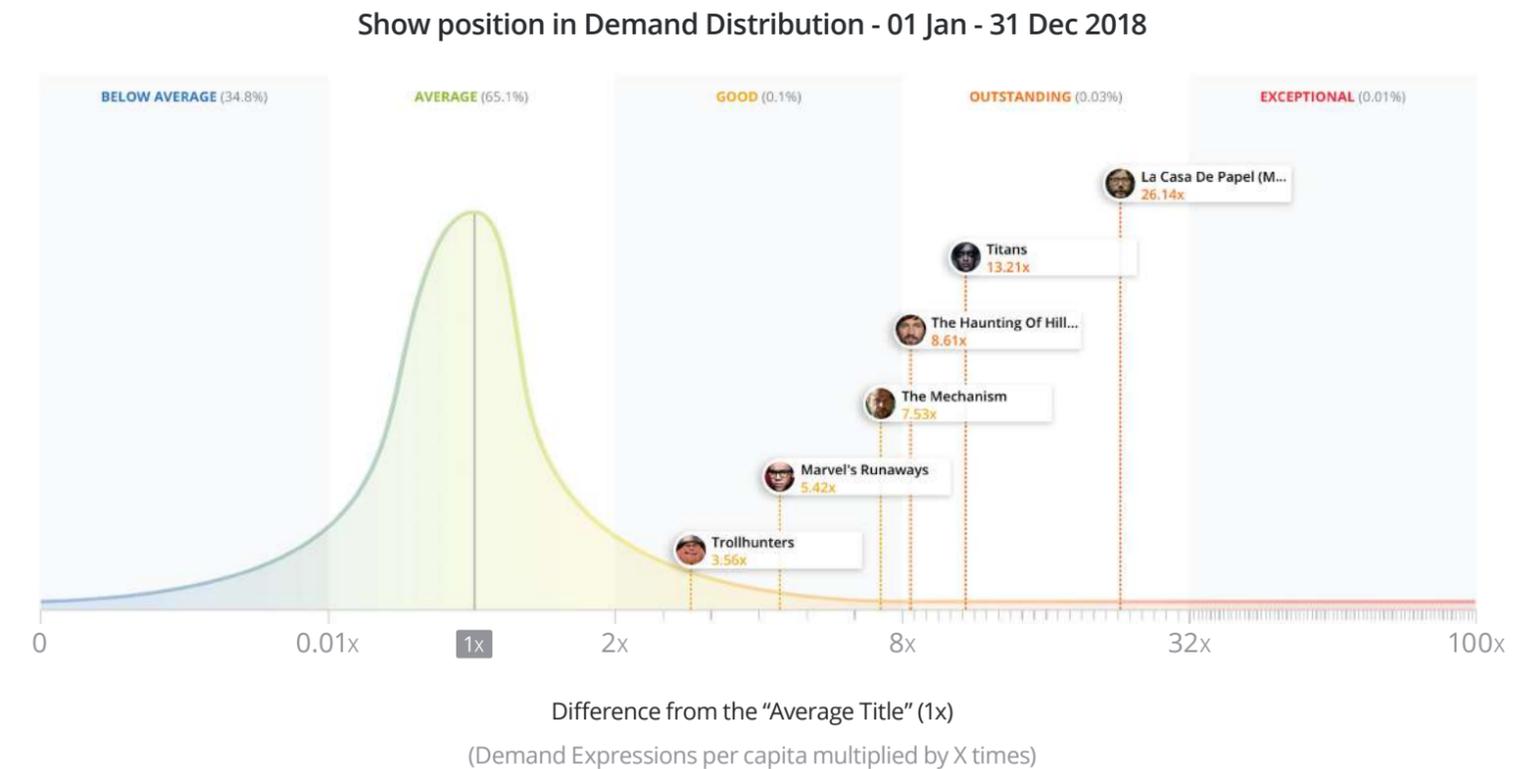
- ▸ In 2018, the majority (69%) of demand for digital original content in Brazil was for Netflix titles.

- ▸ Hulu and Prime Video both account for 10% of the demand share.

- ▸ The change in Brazil's platform demand share over time is swifter than in most markets, with the Netflix share decreasing by around 15% since the start of 2018.

- ▸ *La Casa De Papel* is the number one ranked digital original series of 2018 in Brazil, with 26 times more demand over the year than the average title in Brazil. We refer to this as "Outstanding".

- ▸ DC Universe's *Titans* and Netflix's *The Haunting Of Hill House* were also part of the 0.03% of titles classed as "Outstanding" in Brazil.

- ▸ Out of all children's titles, *Trollhunters* performs well in this market.
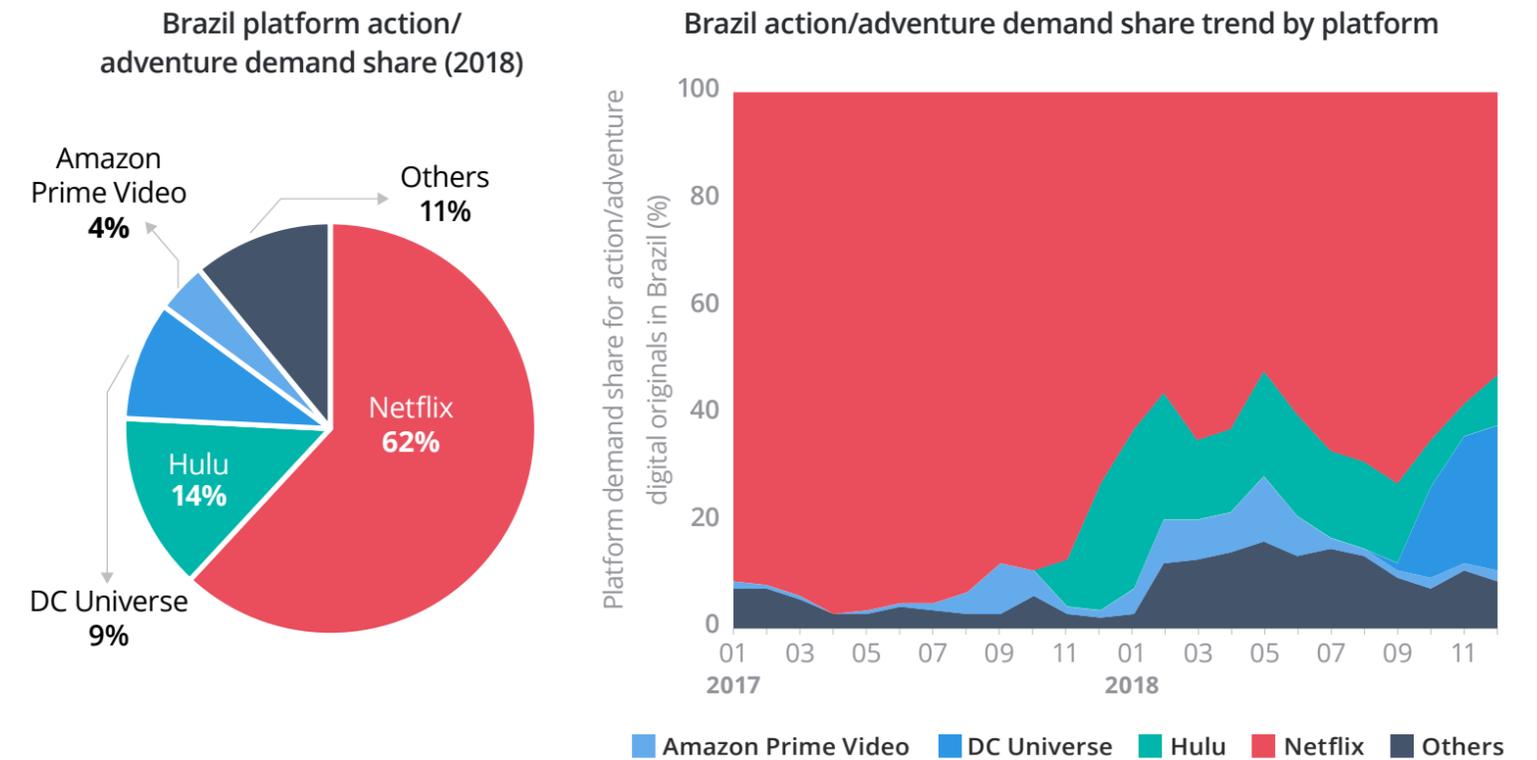
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Brazil platform demand share for drama and action/adventure digital originals

January, 2017 – December, 2018

Brazil market demand share by original platform for drama digital originals

Brazil platform drama demand share (2018)

Brazil drama demand share trend by platform

Legend: Amazon Prime Video, CBS All Access, Hulu, Netflix, Others

Brazil market demand share by original platform for action/adventure digital originals

Brazil platform action/adventure demand share (2018)

Brazil action/adventure demand share trend by platform

Legend: Amazon Prime Video, DC Universe, Hulu, Netflix, Others

- Netflix titles account for 72% of all demand expressed for digital original drama titles in Brazil in 2018.

- Hulu has the second largest demand share for drama titles in Brazil with 11%, while Prime Video has 9%.

- Competition for drama platform demand has accelerated in 2018 resulting in a decrease in Netflix's share of drama digital originals to around 70%.

- While Netflix has the largest Action and Adventure demand share in Brazil, at 62% it is the smallest share of all the markets in the report.

- Conversely, Brazil is the best market for Hulu action/adventure original titles, with a 14% demand share in 2018.

- DC Universe already has a 9% demand share in this market in 2018, despite only launching in mid-September 2018; its platform demand growth for action/adventure is evident in the 24 month trend chart.

Top digital original series in Brazil

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
1	*La Casa De Papel (Money Heist)*	Netflix	Antena 3/Netflix	Drama	17,528,268	
2	*Stranger Things*	Netflix	Netflix	Sci-Fi	11,071,019	
3	*Galinha Pintadinha*	YouTube	YouTube	Children	11,011,176	
4	*Chilling Adventures Of Sabrina*	Netflix	Netflix	Horror	9,795,503	
5	*Titans*	Netflix	DC Universe	Action/Adventure	9,342,402	
6	*The Handmaid's Tale*	Paramount Channel	Hulu	Drama	8,621,339	
7	*13 Reasons Why*	Netflix	Netflix	Drama	8,185,855	
8	*Orange Is The New Black*	Netflix	Netflix	Comedy Drama	7,633,249	
9	*Sense8*	Netflix	Netflix	Sci-Fi	5,958,784	
10	*The Haunting Of Hill House*	Netflix	Netflix	Horror	5,826,953	
11	*Black Mirror*	Netflix	Netflix	Sci-Fi	5,486,431	
12	*O Mecanismo (The Mechanism)*	Netflix	Netflix	Drama	5,066,178	
13	*Cobra Kai*	YouTube Premium	YouTube Premium	Comedy	4,946,715	
14	*The Last Kingdom*	Netflix	Netflix	Drama	4,738,443	
15	*Narcos*	Netflix	Netflix	Drama	4,178,917	
16	*Marvel's Runaways*	Canal Sony Brasil	Hulu	Action and Adventure	3,685,895	
17	*Marvel's Daredevil*	Netflix	Netflix	Action/Adventure	3,668,619	
18	*Marvel's Jessica Jones*	Netflix	Netflix	Action/Adventure	3,643,672	
19	*The Man In The High Castle*	Amazon Prime Video	Amazon Prime Video	Sci-Fi	3,601,865	
20	*Marvel's The Punisher*	Netflix	Netflix	Action/Adventure	3,349,719	

A selection of 5 additional digital original series of interest:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
22	*The End of the F...ing World*	Netflix	Netflix	Drama	3,255,444	
34	*3%*	Netflix	Netflix	Drama	2,448,398	
35	*Trollhunters*	Netflix	Netflix	Children	2,439,543	
44	*Tom Clancy's Jack Ryan*	Amazon Prime Video	Amazon Prime Video	Drama	2,010,853	
51	*Tell Me A Story*	--	CBS All Access	Drama	1,789,273	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

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Travelability, subgenre, platform demand share and digital original trends

Mexico

Learn where in the world content produced in this market is most wanted and which subgenres resonate the most with Mexicans. Discover the demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 streaming originals.
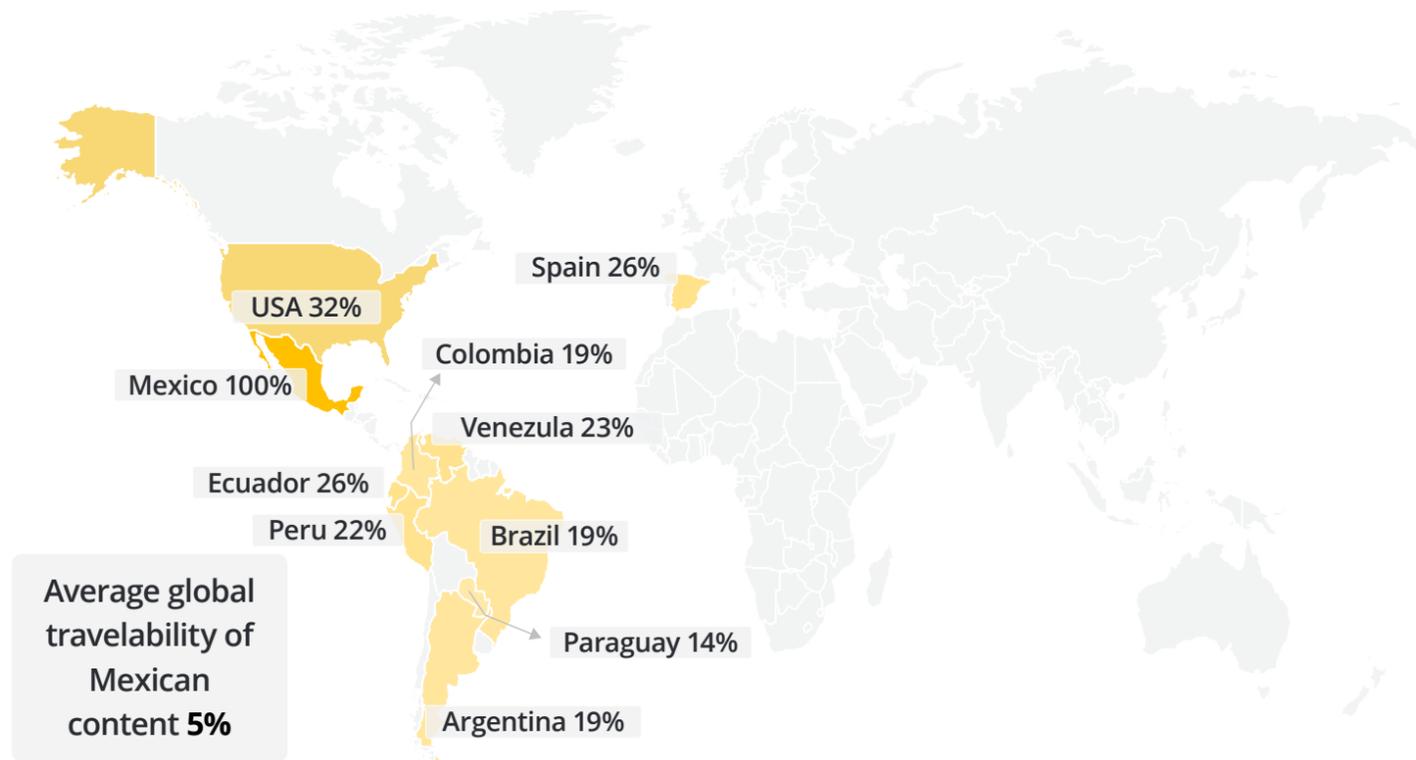
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

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Travelability of Mexican local productions and local subgenre preferences

January – December, 2018

The global travelability of content produced in Mexico

Spain 26%

USA 32%

Colombia 19%

Mexico 100%

Venezula 23%

Ecuador 26%

Peru 22%

Brazil 19%

Average global travelability of Mexican content **5%**

Paraguay 14%

Argentina 19%

Most in-demand Mexican subgenres compared to global trends

Difference from Global demand share

- Sitcom
- Sci-fi Drama
- Fantasy Drama
- Telenovela
- Crime Drama
- Superhero Series
- Comedy Drama
- Children's (school age)
- Japanese Animation
- Animated Sitcom

▸ The international market where Mexican content performs best is the USA: Demand for the average Mexican title in the USA is 32% of Mexican demand.

▸ Mexican content also travels well to Spain and Latin American countries such as Ecuador, Venezuela and Peru.

▸ Globally, Mexican content has 4.8% travelability; this is approximately in the middle of the 6 countries in this report.
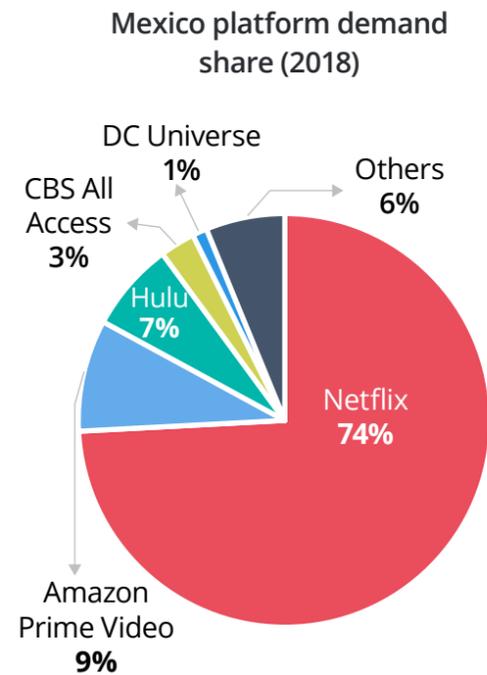
▸ The largest demand share in Mexico is for crime drama, which accounts for 7.5% of all expressed demand in this market, 1.3% less than the global average.

▸ Like in other markets, the two largest subgenres in Mexico are crime dramas and sitcoms, however, both of these have a lower demand share in Mexico than the global average.

▸ School age children's shows and telenovelas have a higher demand share in Mexico than they do worldwide; the demand share for these subgenres in this market is 2.9% and 2.1% more than the worldwide average, respectively.
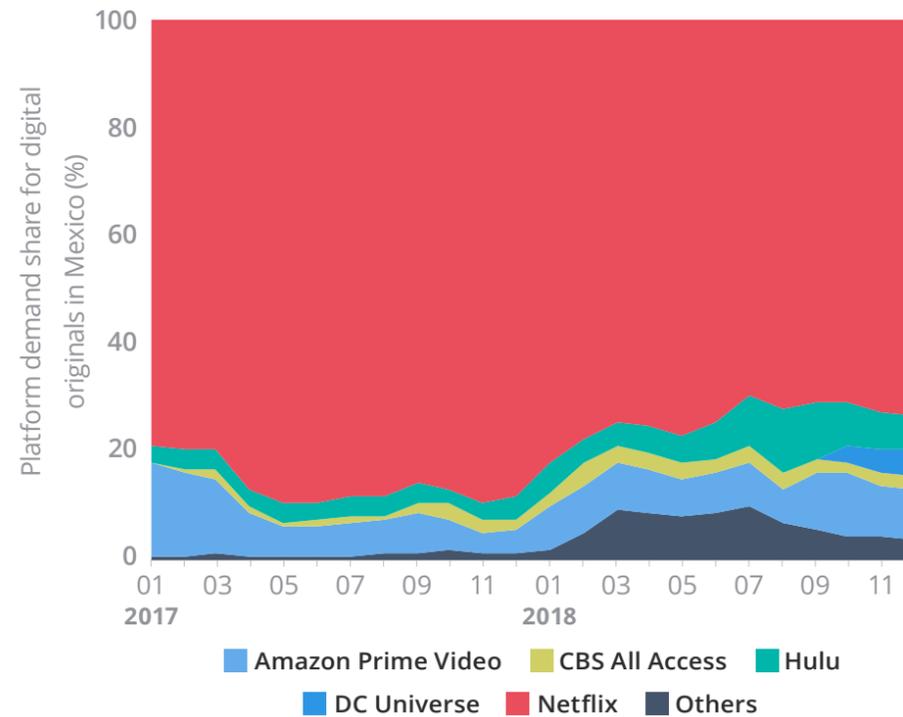
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Mexico platform demand share and digital originals demand distribution

January, 2017 – December, 2018

Mexico market demand share by original platform for all digital originals

Mexico platform demand share (2018)

- DC Universe **1%**
- CBS All Access **3%**
- Hulu **7%**
- Others **6%**
- Netflix **74%**
- Amazon Prime Video **9%**

Mexico platform demand share trend

Platform demand share for digital originals in Mexico (%)

Legend: Amazon Prime Video, CBS All Access, Hulu, DC Universe, Netflix, Others

Demand distribution of a selection of top digital originals in Mexico

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (34.8%) · AVERAGE (65.1%) · GOOD (0.1%) · OUTSTANDING (0.03%) · EXCEPTIONAL (0.01%)

- Stranger Things 15.24x
- La Casa De Papel (M... 12.02x
- Luis Miguel 8.53x
- Club De Cuervos 6.86x
- Cable Girls 3.81x
- Nosotros Los Guapos 2.88x

Difference from the "Average Title" (1x)

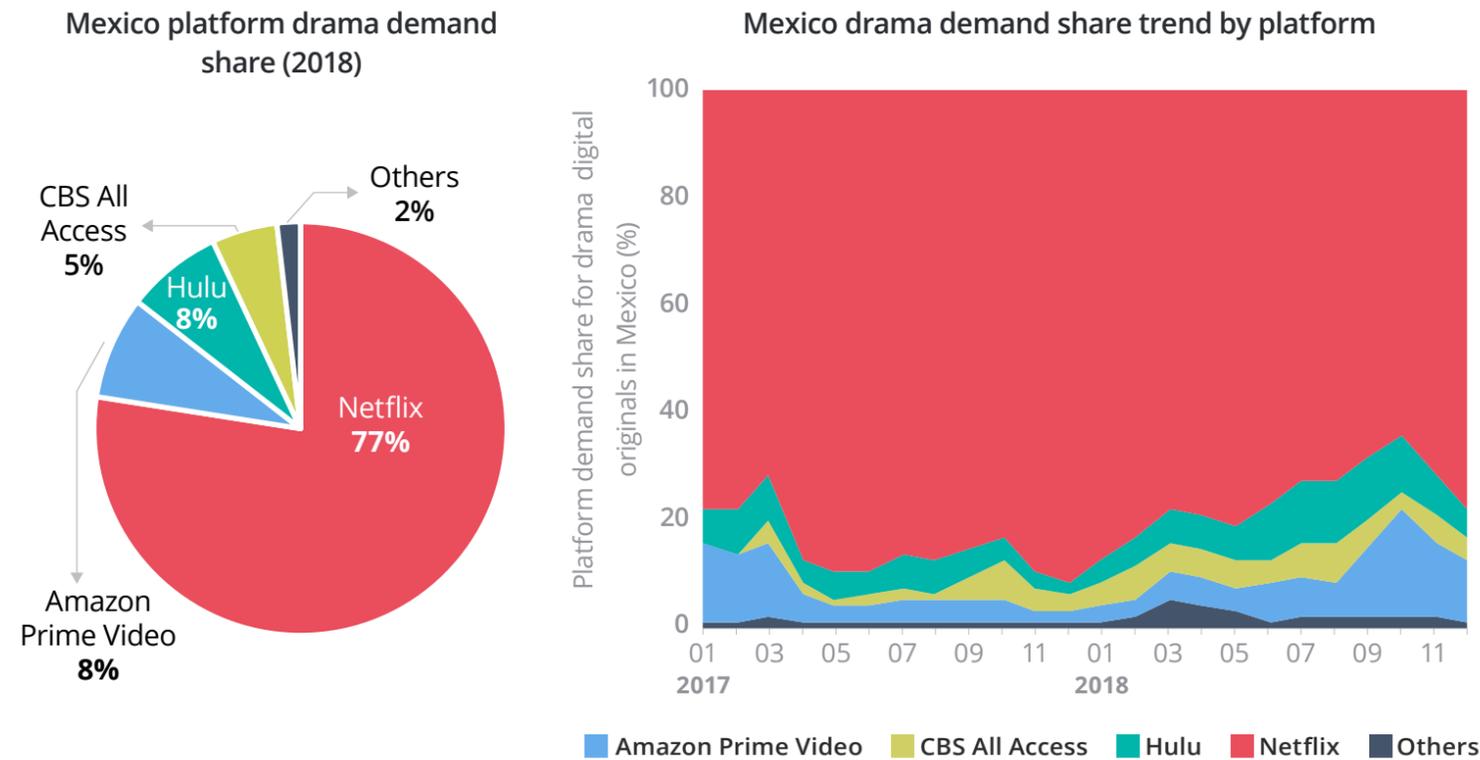(Demand Expressions per capita multiplied by X times)
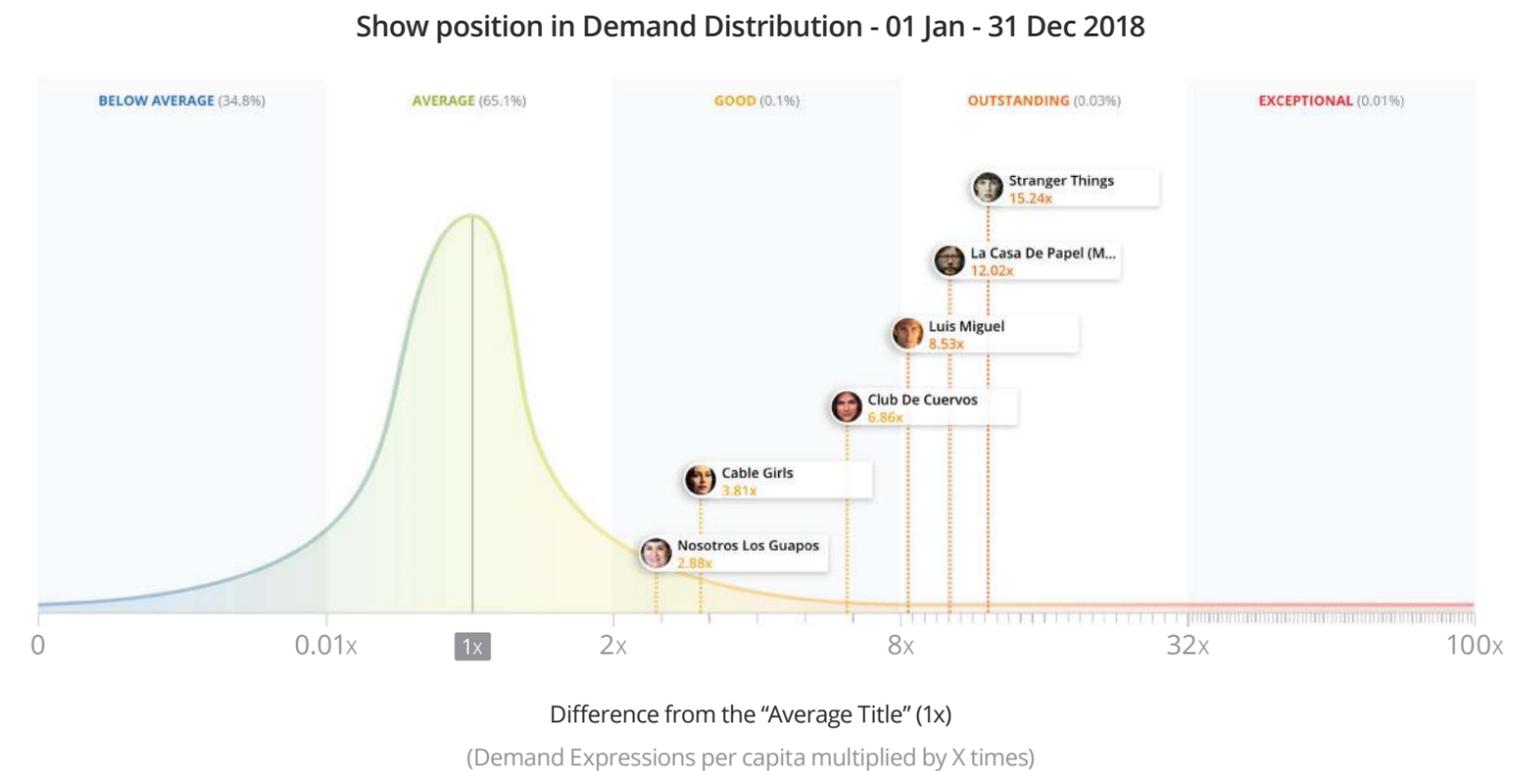
▶ Mexico is one of the strongest markets for Netflix in this report: 74% of all demand expressed for digital originals is for a Netflix title in 2018. In fact, the 24 month platform demand share trend sees the company moderately strengthen its position in the second half of 2018.

▶ The second highest demand share in 2018 is for Prime Originals (9%), followed by Hulu Originals (7%).

▶ The impact in Mexico of highly in-demand DC Universe content can be clearly seen towards the end of 2018.

▶ Sci-fi hit *Stranger Things* was Mexico's most in-demand digital original of 2018.

▶ Mexico benefits from both international and local SVOD service investment in Mexican content. Local titles from both Netflix (e.g. *Club De Cuervos*) and Blim (e.g. *Nosotros Los Guapos*) are some of the most in-demand digital original titles in this market.

▶ *Luis Miguel* has also resonated well with Mexican audiences with over eight and a half times the demand of an average title in this market.

| *Demand Expressions®: The total audience demand being expressed for a title, within a country, on any platform.*

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Mexico platform demand share for drama and action/adventure digital originals

January, 2017 – December, 2018

Mexico market demand share by original platform for drama digital originals

Mexico platform drama demand share (2018)

- CBS All Access **5%**
- Others **2%**
- Hulu **8%**
- Netflix **77%**
- Amazon Prime Video **8%**

Mexico drama demand share trend by platform

Platform demand share for drama digital originals in Mexico (%)

01 03 05 07 09 11 01 03 05 07 09 11
2017 **2018**

■ Amazon Prime Video ■ CBS All Access ■ Hulu ■ Netflix ■ Others

Mexico market demand share by original platform for action/adventure digital originals

Mexico platform action/ adventure demand share (2018)

- Amazon Prime Video **2%**
- Others **9%**
- Hulu **9%**
- Netflix **67%**
- DC Universe **13%**

Mexico action/adventure demand share trend by platform

Platform demand share for action/adventure digital originals in Mexico (%)

01 03 05 07 09 11 01 03 05 07 09 11
2017 **2018**

■ Amazon Prime Video ■ DC Universe ■ Hulu ■ Netflix ■ Others

▸ Netflix has a stronger presence in the drama SVOD space in Mexico than in the other five markets in this report.

▸ 77% of all demand for digital original drama titles in Mexico is expressed for a Netflix title, followed by Prime Originals (8%) and Hulu (8%).

▸ Our 24 month series chart reveals that Netflix has re-captured lost platform demand share in the last two months of 2018.
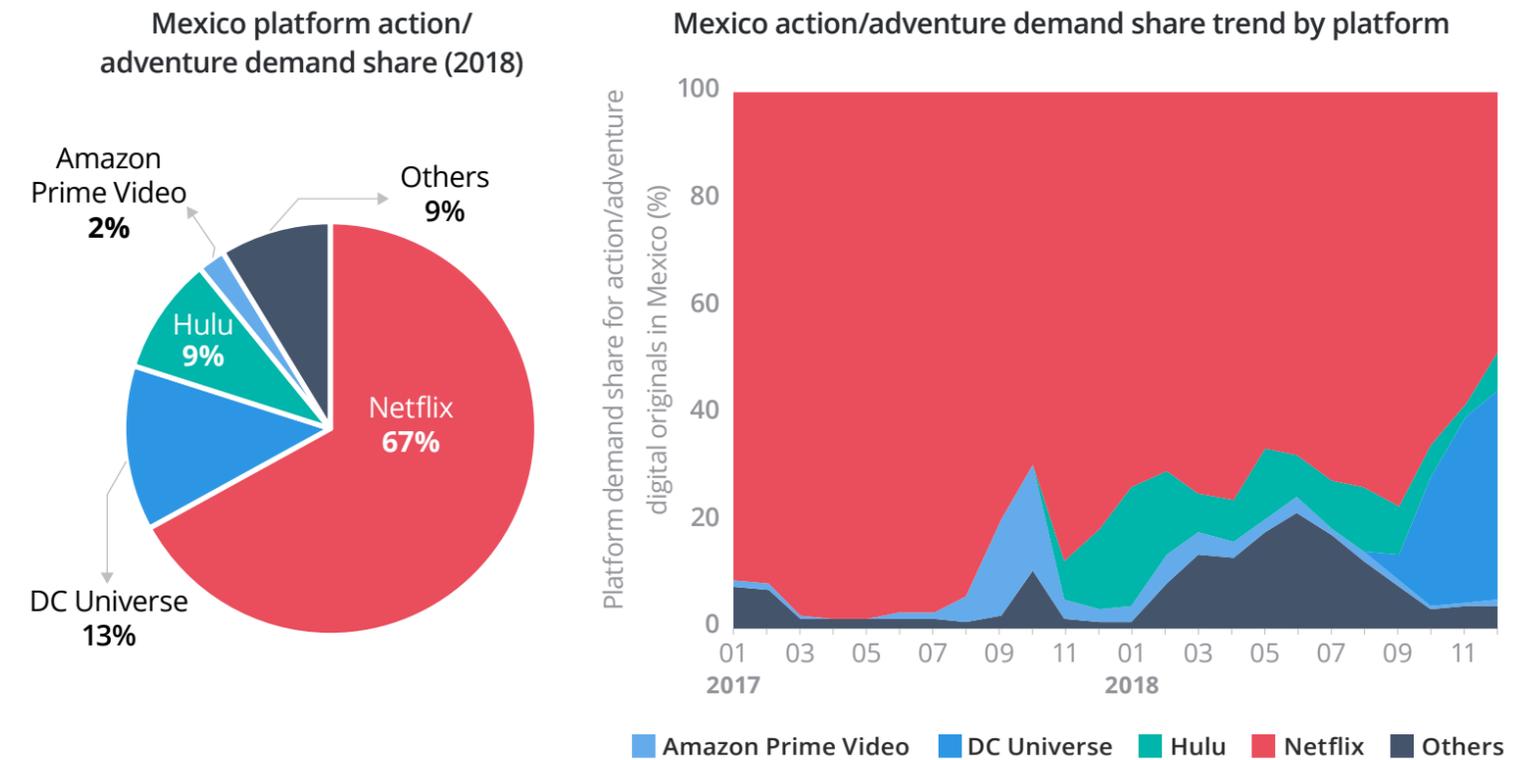
▸ Netflix has 67% of the demand share for digital originals in the action/adventure genre in Mexico.

▸ DC Universe titles perform best in Mexico out of all territories in this report with 13% of platform demand expressed for titles in this genre. The platform's rapid rise is clearly evident in the 24 month timeseries chart.

▸ Hulu titles account for 9% of action/adventure digital originals in Mexico.

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Top digital original series in Mexico

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
1	Stranger Things	Netflix	Netflix	Sci-Fi	6,301,817	
2	Chilling Adventures Of Sabrina	Netflix	Netflix	Horror	5,011,887	
3	La Casa De Papel (Money Heist)	Netflix	Antena 3/Netflix	Drama	4,930,702	
4	Titans	Netflix	DC Universe	Action/Adventure	4,068,909	
5	13 Reasons Why	Netflix	Netflix	Drama	3,671,005	
6	Luis Miguel, La Serie	Netflix	Telemundo/Netflix	Drama	3,498,038	
7	Black Mirror	Netflix	Netflix	Sci-Fi	2,838,494	
8	Orange Is The New Black	Netflix	Netflix	Comedy Drama	2,833,209	
9	Club De Cuervos	Netflix	Netflix	Comedy	2,813,632	
10	Cobra Kai	YouTube Premium	YouTube Premium	Comedy	2,798,155	
11	The Haunting Of Hill House	Netflix	Netflix	Horror	2,760,418	
12	Narcos	Netflix	Netflix	Drama	2,554,644	
13	Sense8	Netflix	Netflix	Sci-Fi	2,397,169	
14	The Handmaid's Tale	Paramount Channel LA	Hulu	Drama	2,196,423	
15	The House of Flowers (La Casa De Las Flores)	Netflix	Netflix	Comedy	2,064,381	
16	Marvel's Daredevil	Netflix	Netflix	Action/Adventure	1,863,544	
17	BoJack Horseman	Netflix	Netflix	Comedy	1,741,863	
18	Dark	Netflix	Netflix	Drama	1,690,867	
19	Cable Girls (Las Chicas Del Cable)	Netflix	Netflix	Drama	1,641,718	
20	Altered Carbon	Netflix	Netflix	Sci-Fi	1,541,485	

A selection of 5 additional digital original series of interest:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
25	Made In Mexico	Netflix	Netflix	Reality	1,297,052	
29	Nosotros Los Guapos	Blim	Blim	Comedy	1,194,718	
33	Ingobernable	Netflix	Netflix	Drama	1,059,792	
36	Mozart In The Jungle	Amazon Prime Video	Amazon Prime Video	Comedy	908,714	
43	40 Y 20	Blim	Blim	Comedy	729,768	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

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Travelability, subgenre, platform demand share and digital original trends

Argentina

Learn where in the world content produced in this market is most wanted and which subgenres resonate the most with Argentinians. Discover the demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 streaming originals.
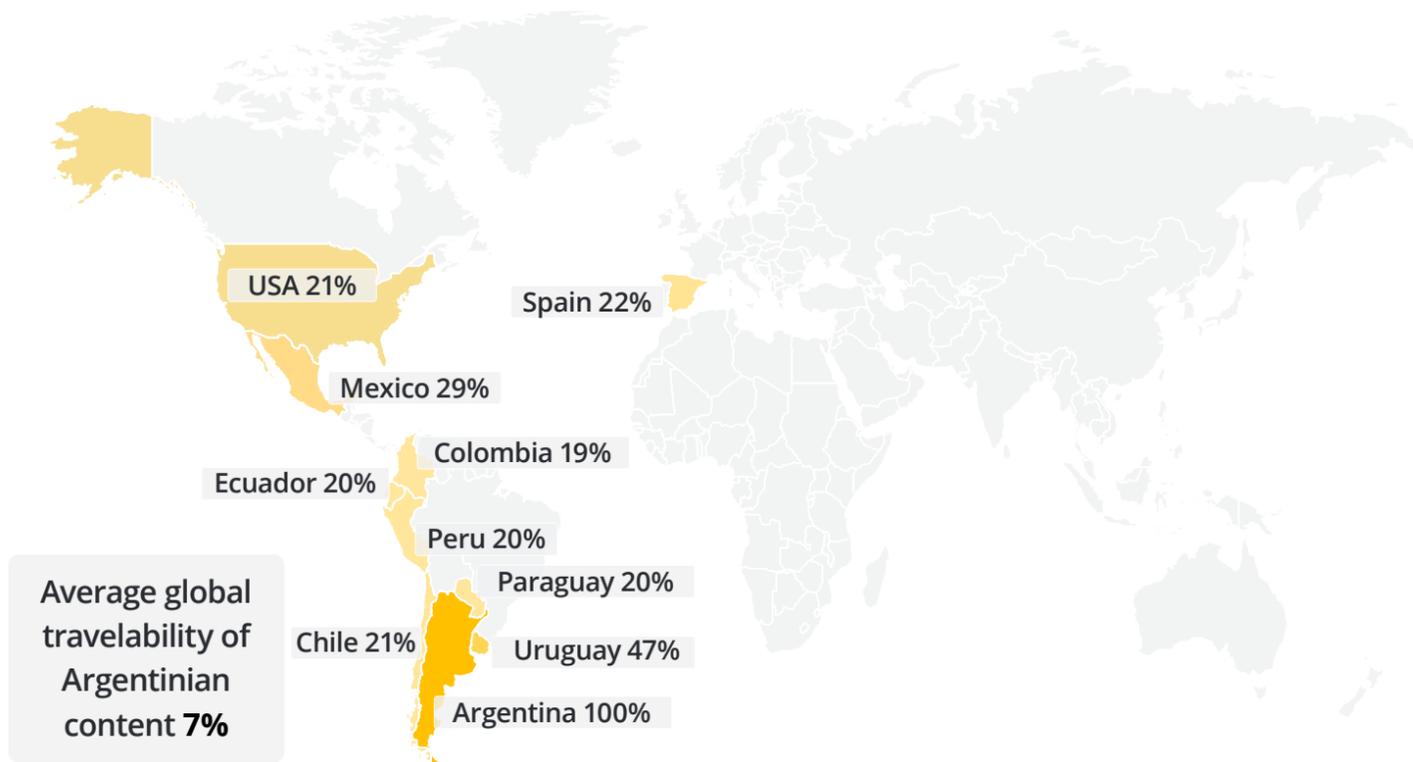
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Travelability of Argentinian local productions and local subgenre preferences

January – December, 2018

The global travelability of content produced in Argentina

USA 21%

Spain 22%

Mexico 29%

Colombia 19%

Ecuador 20%

Peru 20%

Paraguay 20%

Chile 21%

Uruguay 47%

Argentina 100%

Average global travelability of Argentinian content 7%

Most in-demand Argentinian subgenres compared to global trends

Difference from Global demand share

Legend:
- Sitcom
- Sci-fi Drama
- Fantasy Drama
- Historical Drama
- Crime Drama
- Superhero Series
- Comedy Drama
- Children's (school age)
- Thriller
- Japanese Animation

▶ Content from Argentina generally reaches the most prominent Spanish language markets in Latin America.

▶ Argentinian content has a global travelability of 7%, one of the highest in Latin America.

▶ The neighbouring market of Uruguay is currently the best international market for Argentinian titles.

▶ In Argentina, the demand share for crime drama titles is 3.5% higher than the global average.

▶ Sitcoms have a lower demand share in Argentina, 2.8% less than the global average.

▶ Thrillers do very well in Argentina, it is one of the 10 largest subgenres with 1.4% more demand share in this market than the worldwide average.
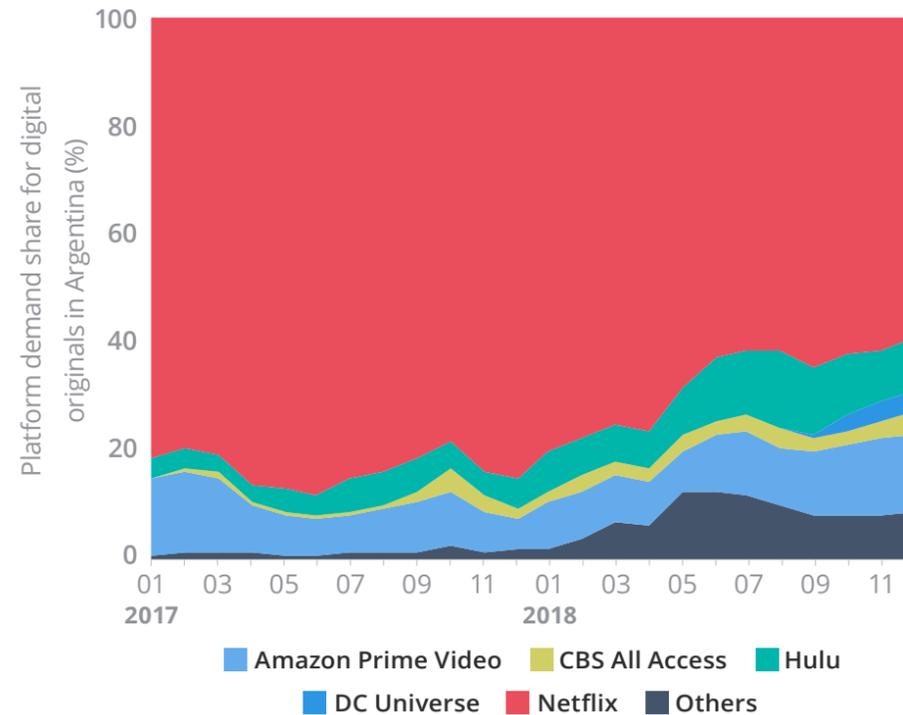
| *Demand Expressions®: The total audience demand being expressed for a title, within a country, on any platform.*

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Argentina platform demand share and digital originals demand distribution

January, 2017 – December, 2018

Argentina market demand share by original platform for all digital originals

Argentina platform demand share (2018)

- DC Universe **1%**
- CBS All Access **3%**
- Others **8%**
- Hulu **10%**
- Netflix **67%**
- Amazon Prime Video **11%**

Argentina platform demand share trend

Platform demand share for digital originals in Argentina (%)

Legend: Amazon Prime Video, CBS All Access, Hulu, DC Universe, Netflix, Others

Demand distribution of a selection of top digital originals in Argentina

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (24.4%) AVERAGE (64.1%) GOOD (8.6%) OUTSTANDING (2.7%) EXCEPTIONAL (0.2%)

- La Casa De Papel (M... 17.97x
- Stranger Things 17.92x
- Titans 12.47x
- Black Mirror 9.61x
- 13 Reasons Why 9.4x

Difference from the "Average Title" (1x)

(Demand Expressions per capita multiplied by X times)
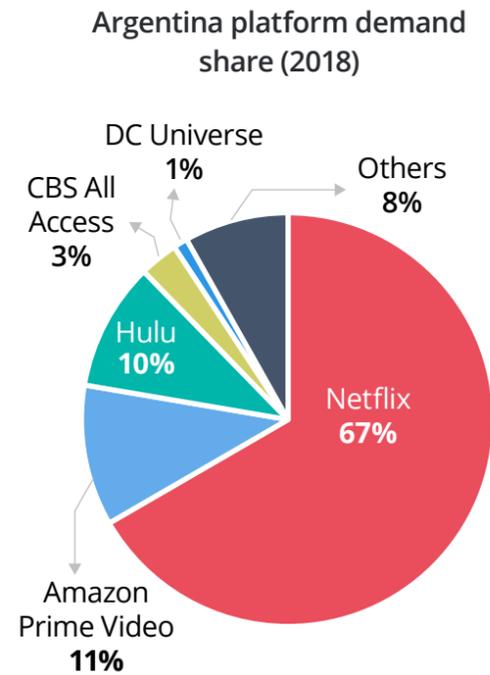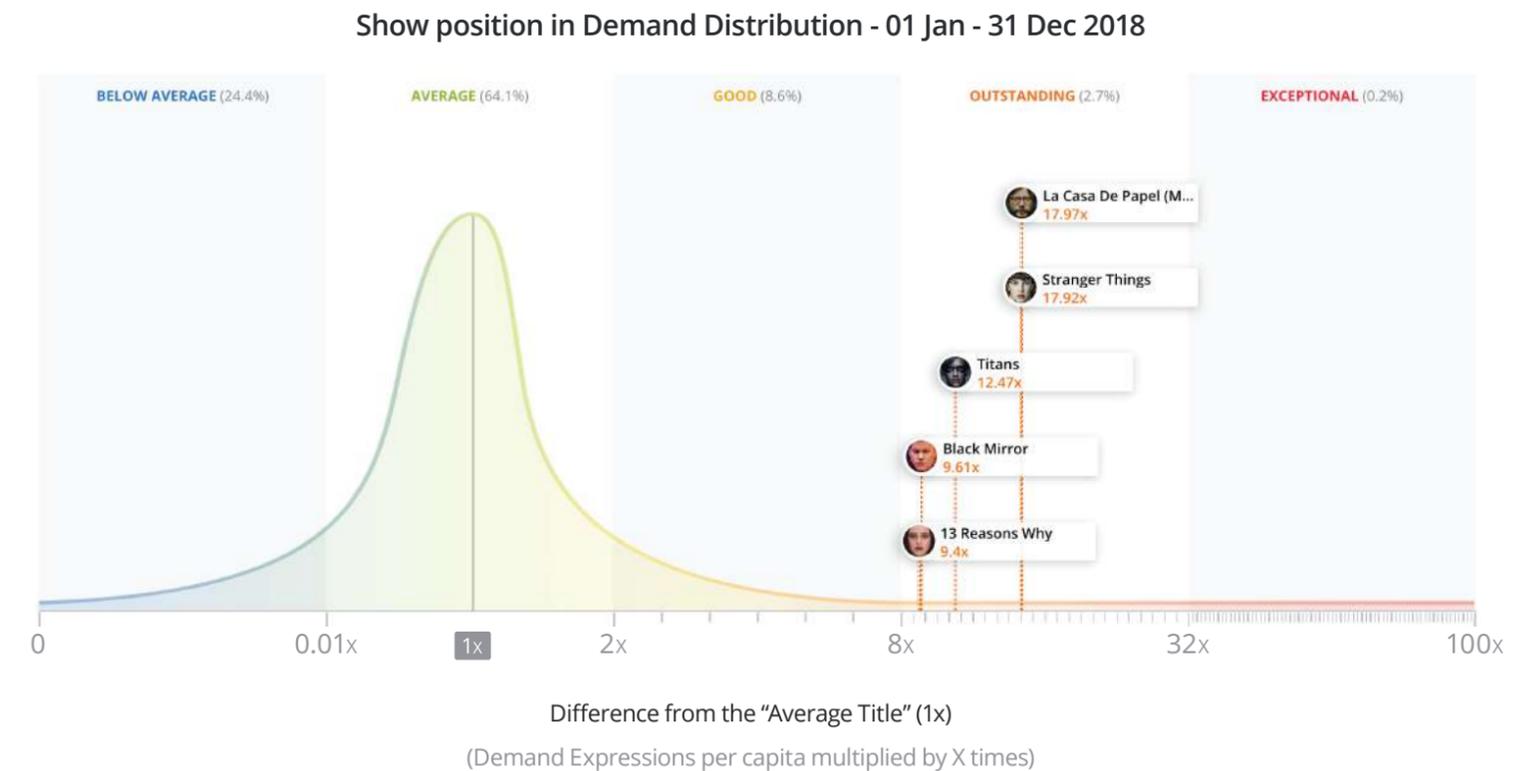
- In 2018, the majority (67%) of demand for digital original content in Argentina was for Netflix titles.

- Amazon Prime Video has the second largest demand share for digital original titles in this market with 11%, while Hulu has 10%.

- The change in the Argentina platform demand share over time is swifter than in most markets, with the Netflix share decreasing by around 20% since the start of 2017.
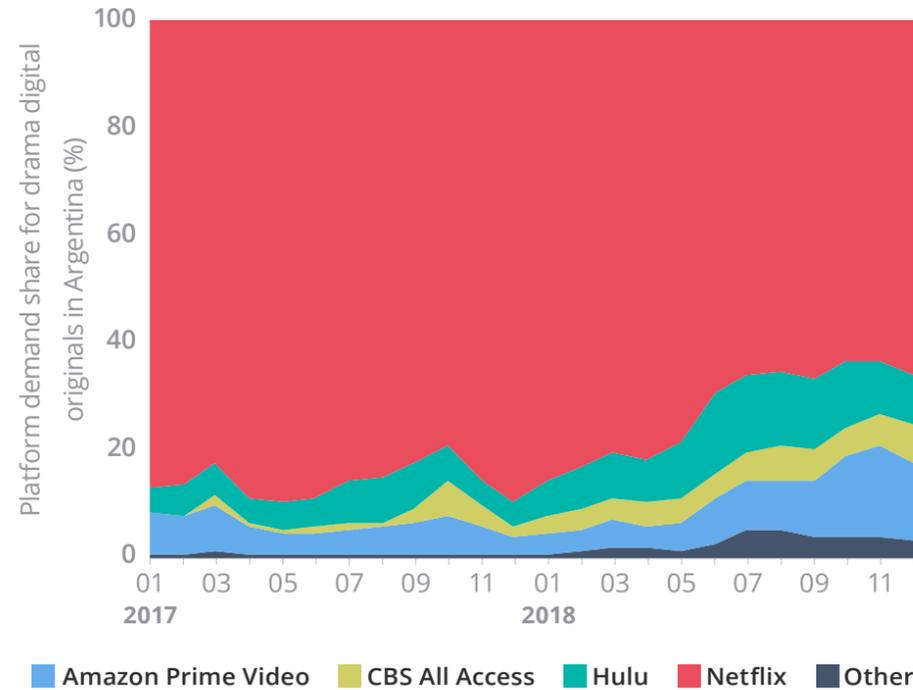
- *La Casa De Papel* is the number one ranked digital original series of 2018 in Argentina, with an average demand over the year almost 18 times more than the average title in Argentina. We refer to this as *"Outstanding."*

- Netflix's *Stranger Things, Black Mirror, 13 Reason Why*, and DC Universe's *Titans* were also part of the 0.03% of all titles that are classed as *"Outstanding"* in Argentina.

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Argentina platform demand share for drama and action/adventure digital originals

January, 2017 – December, 2018

Argentina market demand share by original platform for drama digital originals
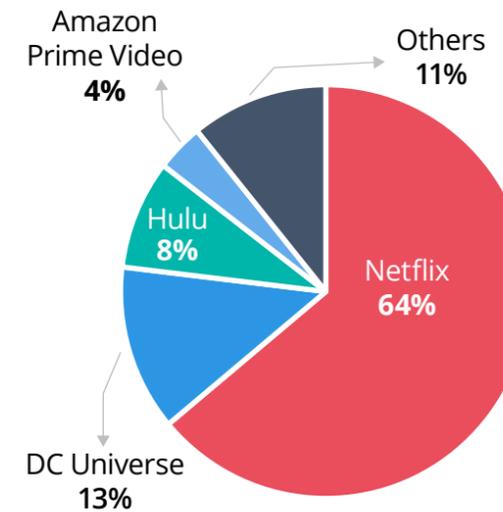
Argentina platform drama demand share (2018)
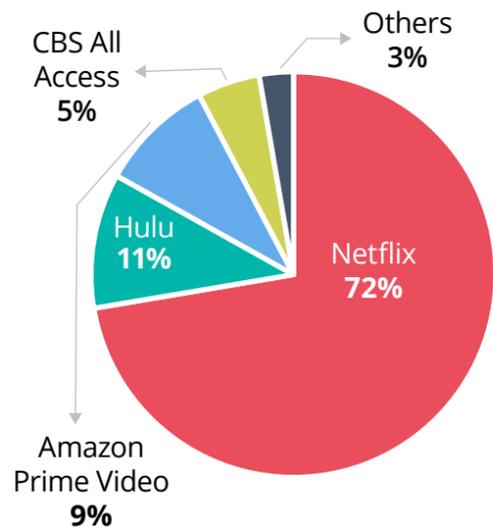

Argentina drama demand share trend by platform

■ Amazon Prime Video ■ CBS All Access ■ Hulu ■ Netflix ■ Others

Argentina market demand share by original platform for action/adventure digital originals

Argentina platform action/adventure demand share (2018)

Argentina action/adventure demand share trend by platform

■ Amazon Prime Video ■ DC Universe ■ Hulu ■ Netflix ■ Others

▸ Netflix titles account for 72% of all demand expressed for drama titles in Argentina.

▸ Hulu digital originals have the second largest demand share for drama titles with 11%, while Amazon Prime Video has 9%.

▸ The demand share for Netflix digital original drama titles has decreased by around 20% since the start of 2017.
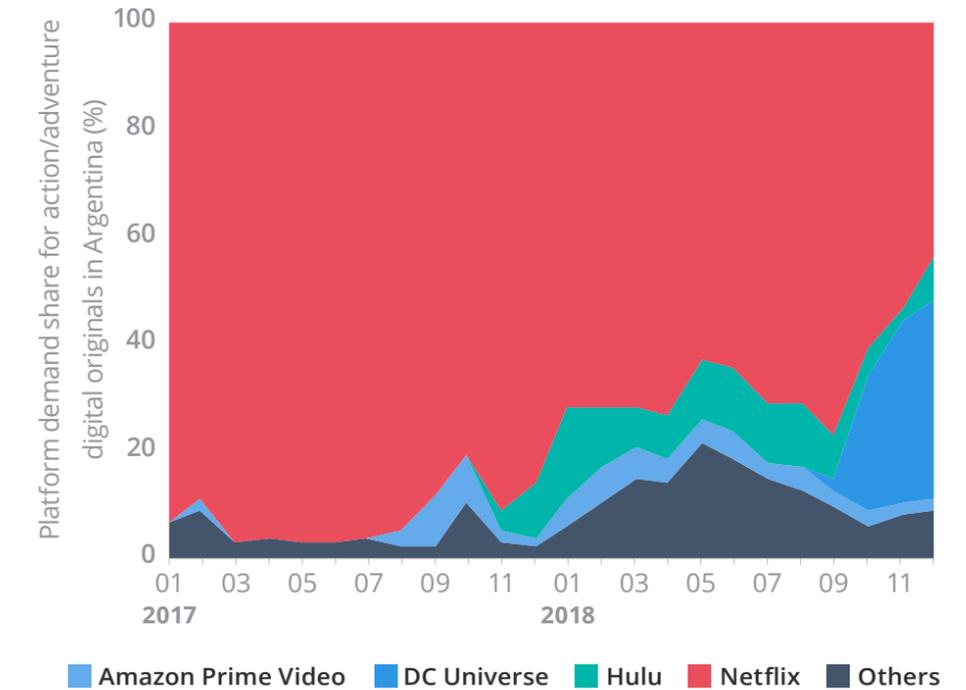
▸ Netflix titles have the most significant action/adventure demand share in Argentina with 64%.

▸ However, Argentina is one of the best markets for DC Universe action/adventure titles, with a 13% demand share. As in all markets, the share for DC Universe is very fast growing since the service's U.S. launch in September 2018.

▸ Hulu digital originals have achieved a 8% demand share in this market in the action/adventure genre.

Top digital original series in Argentina

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
1	Money Heist (La Casa De Papel)	Netflix	Antena 3/Netflix	Drama	2,516,984	
2	Stranger Things	Netflix	Netflix	Drama	2,509,979	
3	Titans	Netflix	DC Universe	Action and Adventure	1,746,633	
4	Black Mirror	Netflix	Netflix	Drama	1,346,991	
5	13 Reasons Why	Netflix	Netflix	Drama	1,316,907	
6	The Handmaid's Tale	Paramount Channel	Hulu	Drama	1,296,285	
7	Chilling Adventures Of Sabrina	Netflix	Netflix	Horror	1,231,244	
8	The Haunting Of Hill House	Netflix	Netflix	Drama	1,224,691	
9	Cobra Kai	YouTube Premium	YouTube Premium	Comedy	1,203,923	
10	Sense8	Netflix	Netflix	Drama	1,040,552	
11	Luis Miguel	Netflix	Telemundo/Netflix	Drama	950,174	
12	Narcos	Netflix	Netflix	Drama	904,555	
13	Orange Is The New Black	Netflix	Netflix	Comedy	879,276	
14	Cable Girls (Las Chicas Del Cable)	Netflix	Netflix	Drama	848,908	
15	House Of Cards	Netflix	Netflix	Drama	793,205	
16	Castle Rock	--	Hulu	Horror	689,293	
17	The Last Kingdom	Netflix	Netflix	Drama	660,873	
18	Marvel's Daredevil	Netflix	Netflix	Action and Adventure	650,764	
19	Star Trek: Discovery	Netflix	CBS All Access	Drama	602,865	
20	The Man In The High Castle	Amazon Prime Video	Amazon Prime Video	Drama	578,773	

A selection of 5 additional digital original series of interest: Still need to update

22	La Casa De Las Flores	Netflix	Netflix	Comedy	542,749	
23	Dark	Netflix	Netflix	Drama	529,894	
27	The Good Fight	--	CBS All Access	Drama	432,685	
28	Marvel's Jessica Jones	Netflix	Netflix	Action and Adventure	432,306	
34	Homecoming	Amazon Prime Video	Amazon Prime Video	Drama	377,010	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

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Travelability, subgenre, platform demand share and digital original trends

Chile

Learn where in the world content produced in this market is most wanted and which subgenres resonate the most with Chileans. Discover the demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 streaming originals.
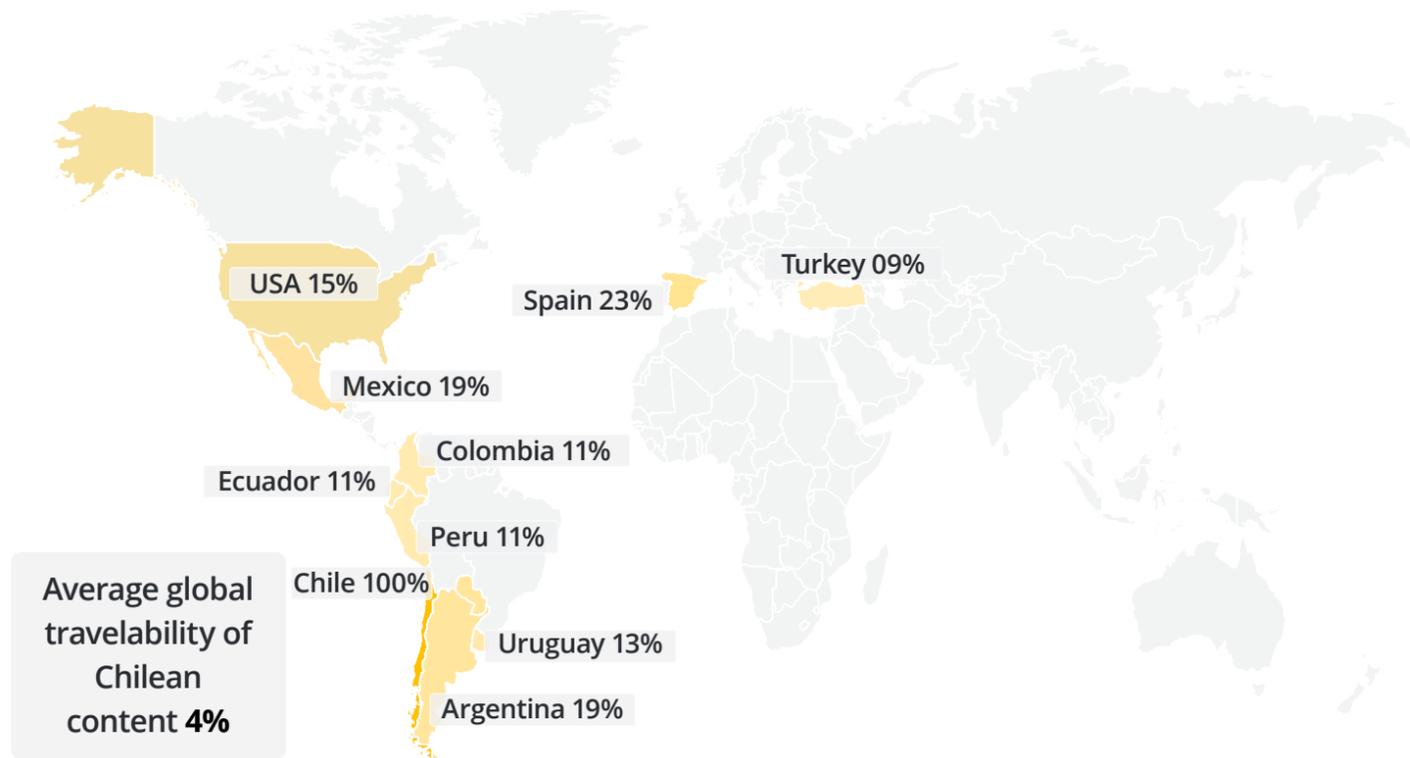
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

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Travelability of Chilean local productions and local subgenre preferences

January – December, 2018

The global travelability of content produced in Chile

USA 15%

Spain 23%

Turkey 09%

Mexico 19%

Colombia 11%

Ecuador 11%

Peru 11%

Chile 100%

Uruguay 13%

Average global travelability of Chilean content 4%

Argentina 19%

Most in-demand Chilean subgenres compared to global trends

Legend:
- Sitcom
- Sci-fi Drama
- Fantasy Drama
- Apocalyptic Drama
- Crime Drama
- Superhero Series
- Comedy Drama
- Children's (school age)
- Animated Sitcom
- Japanese Animation

Y-axis: Difference from Global demand share

▸ Content from Chile generally does not reach audiences in other markets as well as content produced in other markets. Chilean content has a global travelability of 4%.

▸ However, this still outperforms other LATAM markets such as Brazil.

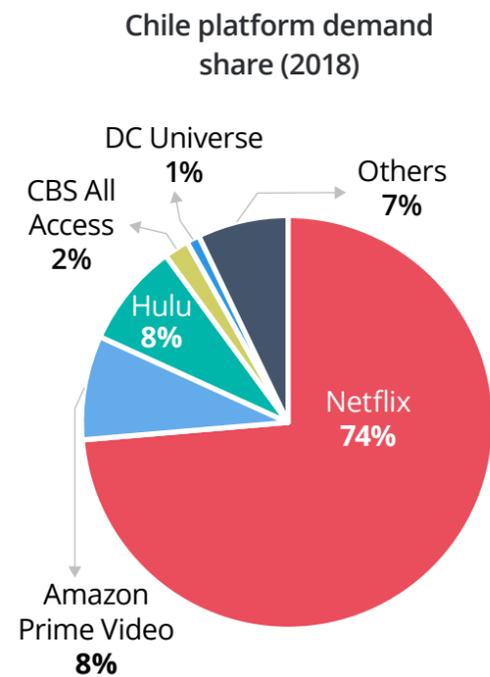▸ Spain, Argentina, and Mexico are currently the best international markets for Chilean titles.

▸ Chilean audiences have higher affinity to children's and Japanese animation, both of which reach total shares that are 2% higher than the global average.

▸ Sitcoms have one of the lowest relative demand shares in the region, 1.9% less than the global average.

▸ Apocalyptic dramas and animated sitcoms do very well in Chile, these have 1.4% and 1.3% more demand share in this market than the worldwide average.
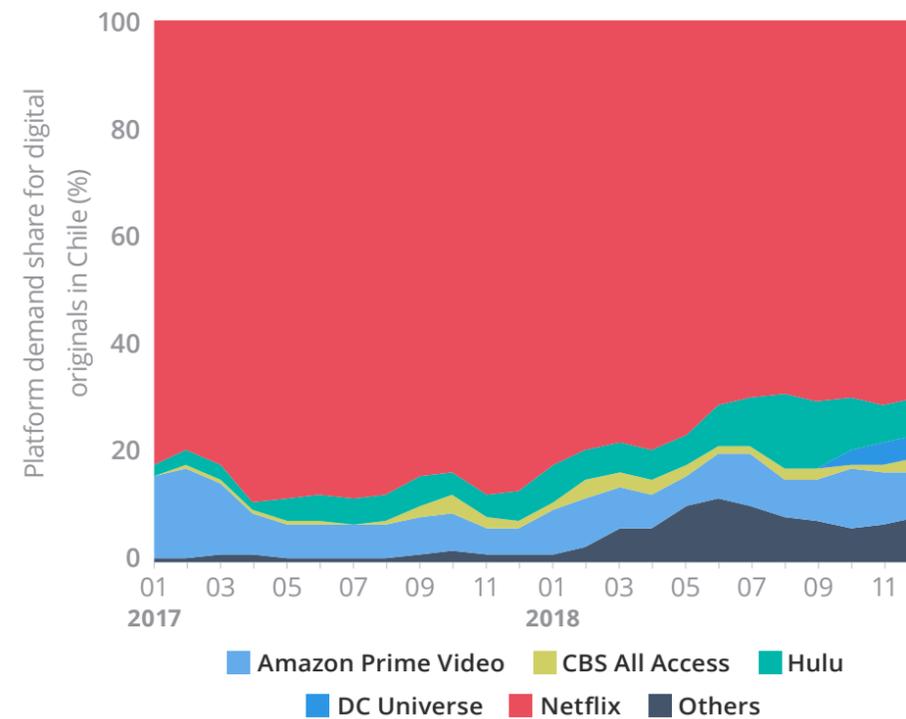
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Chile platform demand share and digital originals demand distribution

January, 2017 – December, 2018

Chile market demand share by original platform for all digital originals

Chile platform demand share (2018)

- DC Universe **1%**
- CBS All Access **2%**
- Others **7%**
- Hulu **8%**
- Netflix **74%**
- Amazon Prime Video **8%**

Chile platform demand share trend

Platform demand share for digital originals in Chile (%)

Legend: Amazon Prime Video, CBS All Access, Hulu, DC Universe, Netflix, Others

Demand distribution of a selection of top digital originals in Chile

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (24.4%) AVERAGE (64.1%) GOOD (8.6%) OUTSTANDING (2.7%) EXCEPTIONAL (0.2%)

Stranger Things 14.23x
La Casa De Papel (M... 11.37x
Lucifer 10.02x
13 Reasons Why 8.42x
Black Mirror 7.54x

0   0.01x   1x   2x   8x   32x   100x

Difference from the "Average Title" (1x)
(Demand Expressions per capita multiplied by X times)
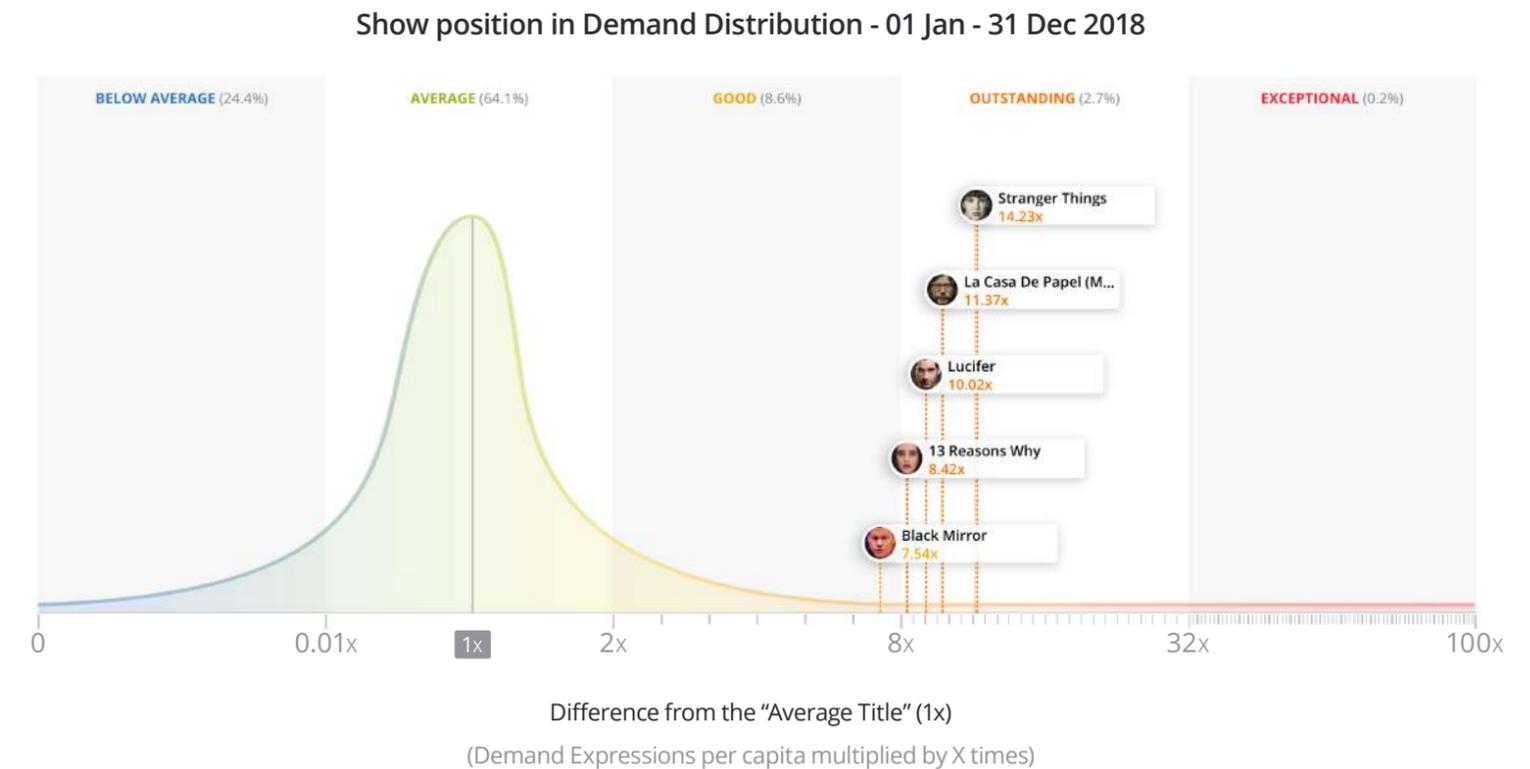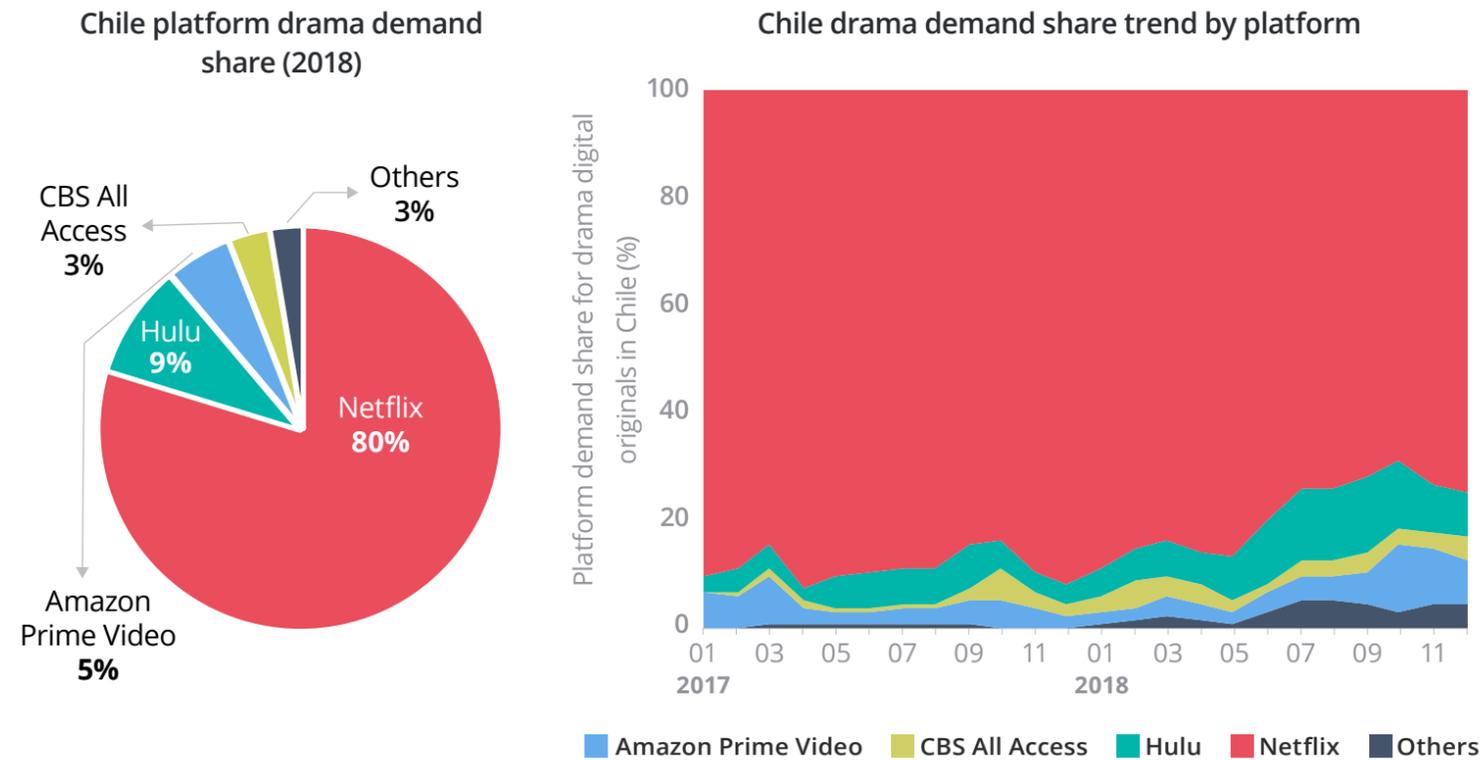
- In 2018, the majority (74%) of demand for digital original content in Chile was for Netflix titles.

- With 8% demand share each, Hulu and Amazon Prime Video digital originals combined account for 16% of the demand share in this market.

- The Netflix demand share in Chile has decreased by around 10% since the start of 2017.

- *Stranger Things* is the number one ranked digital original series of 2018 in Chile, with an average demand over the year of almost 15 times more than the average title in the country. We refer to this as **"Outstanding."**

- Netflix's *La Casa de Papel* and *Lucifer* were also part of the 0.03% of titles classified as **"Outstanding"** in Chile.
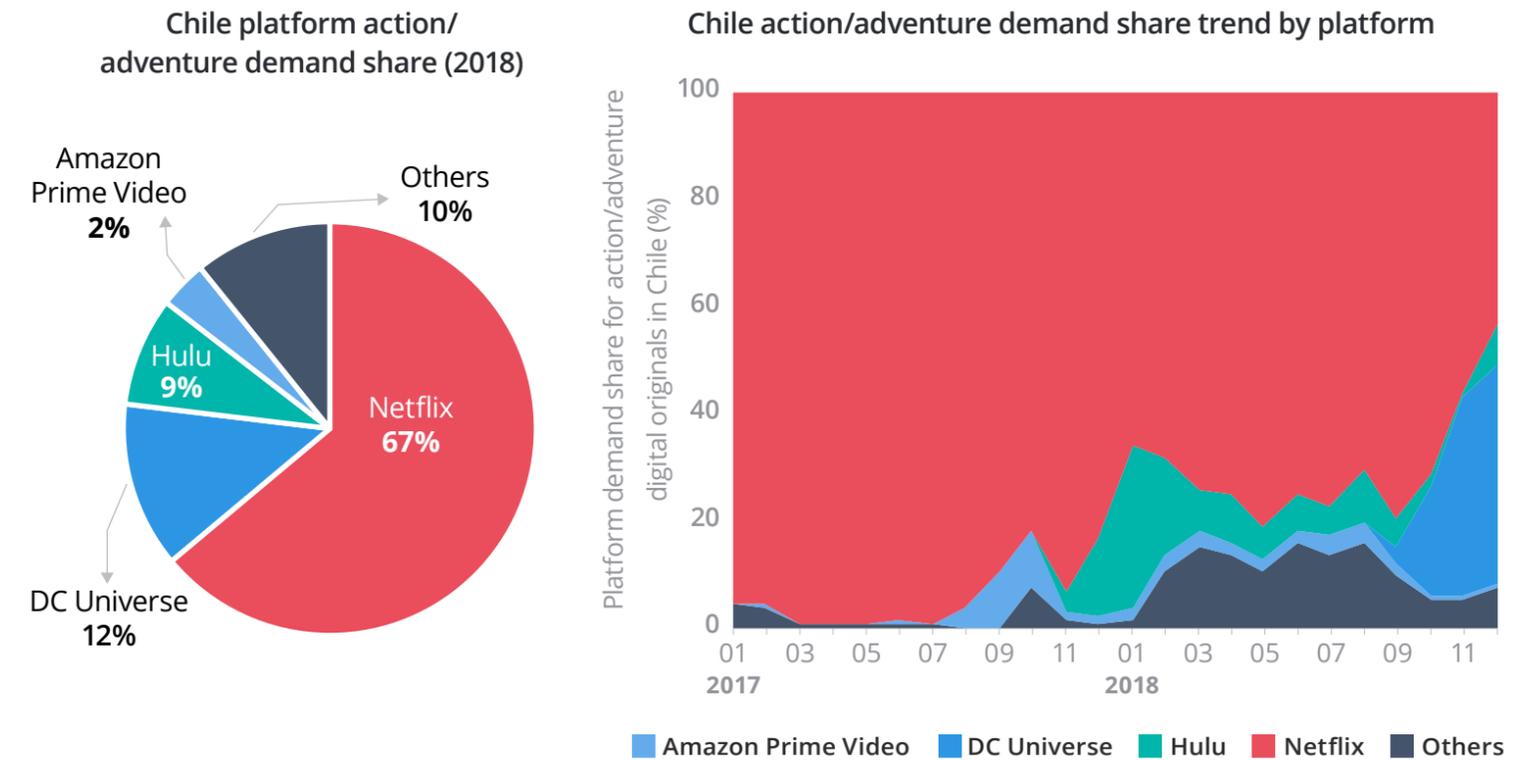
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Chile platform demand share for drama and action/adventure digital originals

January, 2017 – December, 2018

Chile market demand share by original platform for drama digital originals

Chile platform drama demand share (2018)

- CBS All Access **3%**
- Others **3%**
- Hulu **9%**
- Netflix **80%**
- Amazon Prime Video **5%**

Chile drama demand share trend by platform

Platform demand share for drama digital originals in Chile (%)

01 03 05 07 09 11 01 03 05 07 09 11
2017 **2018**

■ Amazon Prime Video ■ CBS All Access ■ Hulu ■ Netflix ■ Others

Chile market demand share by original platform for action/adventure digital originals

Chile platform action/adventure demand share (2018)

- Amazon Prime Video **2%**
- Others **10%**
- Hulu **9%**
- Netflix **67%**
- DC Universe **12%**

Chile action/adventure demand share trend by platform

Platform demand share for action/adventure digital originals in Chile (%)

01 03 05 07 09 11 01 03 05 07 09 11
2017 **2018**

■ Amazon Prime Video ■ DC Universe ■ Hulu ■ Netflix ■ Others

- ▶ Netflix titles account for 80% of all demand expressed for drama digital original titles in Chile.

- ▶ Digital originals from Hulu have the second largest demand share for drama titles in Chile with 9%, while Amazon Prime Video titles have 5%.

- ▶ The drama demand share for Netflix titles has decreased by around 15% since the start of 2017.

- ▶ While Netflix has the most extensive action/adventure demand share in Chile, at 67%, it is one of the smallest percentages of all the markets in the report.

- ▶ After Argentina, Chile is the best market for DC Universe action/adventure digital originals, with a 12% demand share. As in all LATAM markets, the share for DC Universe is very fast growing since the service's US launch in September 2018.

- ▶ Hulu action/adventure digital originals have a 9% demand share in this market.

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Top digital original series in Chile

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
1	Stranger Things	Netflix	Netflix	Drama	847,652	
2	Money Heist (La Casa De Papel)	Netflix	Antena 3/Netflix	Drama	677,367	
3	13 Reasons Why	Netflix	Netflix	Drama	501,837	
4	Black Mirror	Netflix	Netflix	Drama	449,290	
5	Titans	Netflix	DC Universe	Action and Adventure	422,092	
6	Chilling Adventures Of Sabrina	Netflix	Netflix	Horror	397,648	
7	The Haunting Of Hill House	Netflix	Netflix	Drama	378,787	
8	Orange Is The New Black	Netflix	Netflix	Comedy	367,990	
9	Sense8	Netflix	Netflix	Drama	366,111	
10	The Handmaid's Tale	Paramount Channel	Hulu	Drama	356,880	
11	Narcos	Netflix	Netflix	Drama	301,289	
12	Cobra Kai	YouTube Premium	YouTube Premium	Comedy	256,207	
13	BoJack Horseman	Netflix	Netflix	Animation	251,704	
14	Dark	Netflix	Netflix	Drama	245,865	
15	Luis Miguel	Netflix	Telemundo/Netflix	Drama	210,841	
16	The Last Kingdom	Netflix	Netflix	Drama	195,986	
17	Marvel's Daredevil	Netflix	Netflix	Action and Adventure	192,379	
18	House Of Cards	Netflix	Netflix	Drama	177,073	
19	Cable Girls (Las Chicas Del Cable)	Netflix	Netflix	Drama	166,394	
20	Lost In Space	Netflix	Netflix	Drama	160,821	

A selection of 5 additional digital original series of interest:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
21	The Man In The High Castle	Amazon Prime Video	Amazon Prime Video	Drama	160,075	
22	Baby	Netflix	Netflix	Drama	156,526	
23	The Grand Tour	Amazon Prime Video	Amazon Prime Video	Sports	151,060	
29	The Rain	Netflix	Netflix	Drama	120,996	
32	Star Trek: Discovery	Netflix	CBS All Access	Drama	115,295	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

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Travelability, subgenre, platform demand share and digital original trends

Colombia

Learn where in the world content produced in this market is most wanted and which subgenres resonate the most with Colombians. Discover the demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 streaming originals.
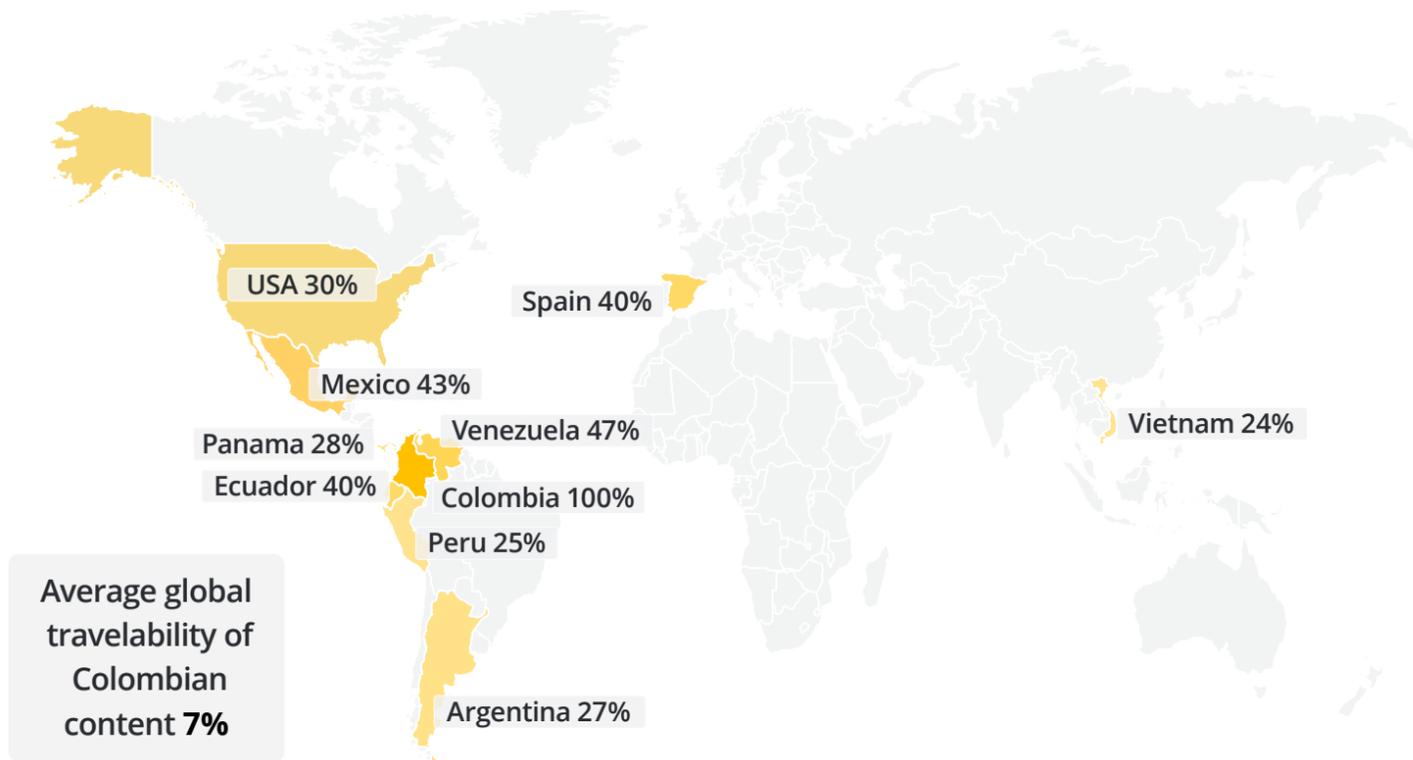
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

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Travelability of Colombian local productions and local subgenre preferences

January – December, 2018

The global travelability of content produced in Colombia

USA 30%

Spain 40%

Mexico 43%

Venezuela 47%

Panama 28%

Vietnam 24%

Ecuador 40%

Colombia 100%

Peru 25%

Argentina 27%

Average global travelability of Colombian content 7%

Most in-demand Colombian subgenres compared to global trends

Legend:
- Sitcom
- Sci-fi Drama
- Fantasy Drama
- Apocalyptic Drama
- Crime Drama
- Superhero Series
- Animated Drama
- Children's (school age)
- Soap Opera
- Japanese Animation

(Y-axis: Difference from Global demand share, ranging from -3% to 5%)

▸ Content from Colombia has a high travelability among LATAM countries, reaching 7% of the global audience.

▸ Venezuela, Mexico, Ecuador, and Spain are currently the best international markets for Colombian titles.

▸ It is interesting to observe the high demand for Colombian titles in Vietnam.

▸ The subgenres with the highest relative demand share are telenovelas (local soap operas), Japanese animation, apocalyptic drama, and children's (school age) content; these subgenres have 3.1%, 1.9%, 1.8% and 1.8% more demand share than the global average respectively.

▸ However, the sitcom and crime drama subgenres have 2.5% and 1.5% less demand share than the global average.

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Colombia platform demand share and digital originals demand distribution
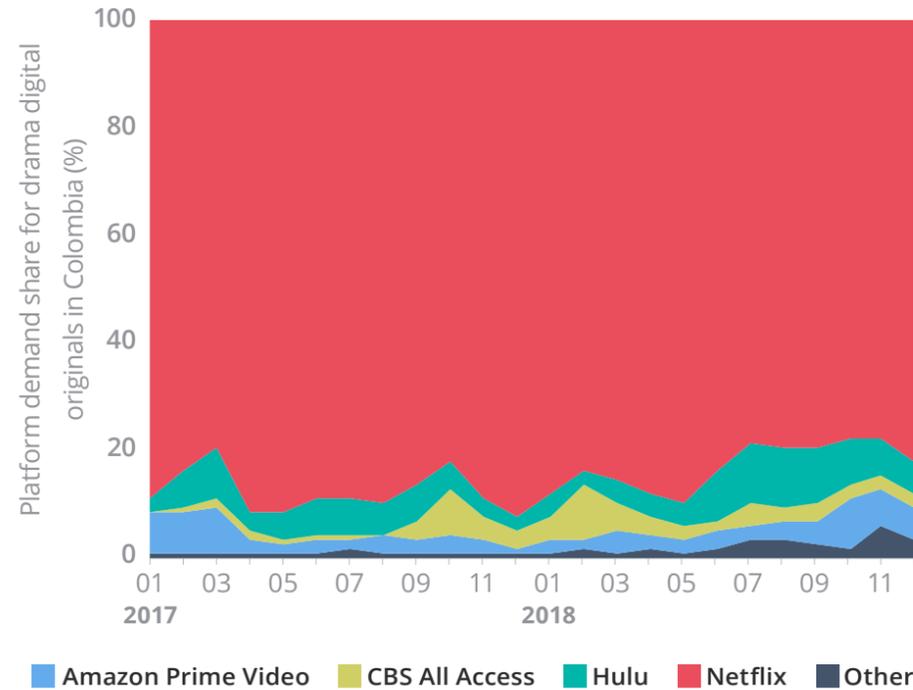
January, 2017 – December, 2018

Colombia market demand share by original platform for all digital originals
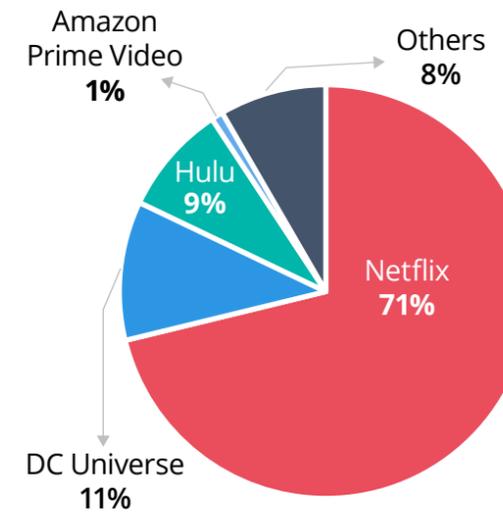
Colombia platform demand share (2018)

- DC Universe **1%**
- CBS All Access **2%**
- Others **6%**
- Hulu **6%**
- Netflix **79%**
- Amazon Prime Video **6%**

Colombia platform demand share trend

Platform demand share for digital originals in Colombia (%)

Legend: Amazon Prime Video | CBS All Access | Hulu | DC Universe | Netflix | Others

Demand distribution of a selection of top digital originals in Colombia

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (24.4%) AVERAGE (64.1%) GOOD (8.6%) OUTSTANDING (2.7%) EXCEPTIONAL (0.2%)

- Stranger Things 12.26x
- La Casa De Papel (M... 9.53x
- Lucifer 8.32x
- 13 Reasons Why 6.92x
- Sense8 6.85x

0   0.01x   1x   2x   8x   32x   100x

Difference from the "Average Title" (1x)

(Demand Expressions per capita multiplied by X times)
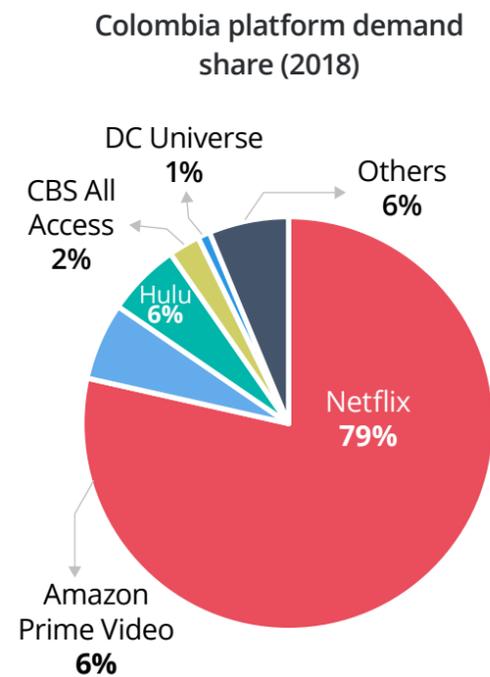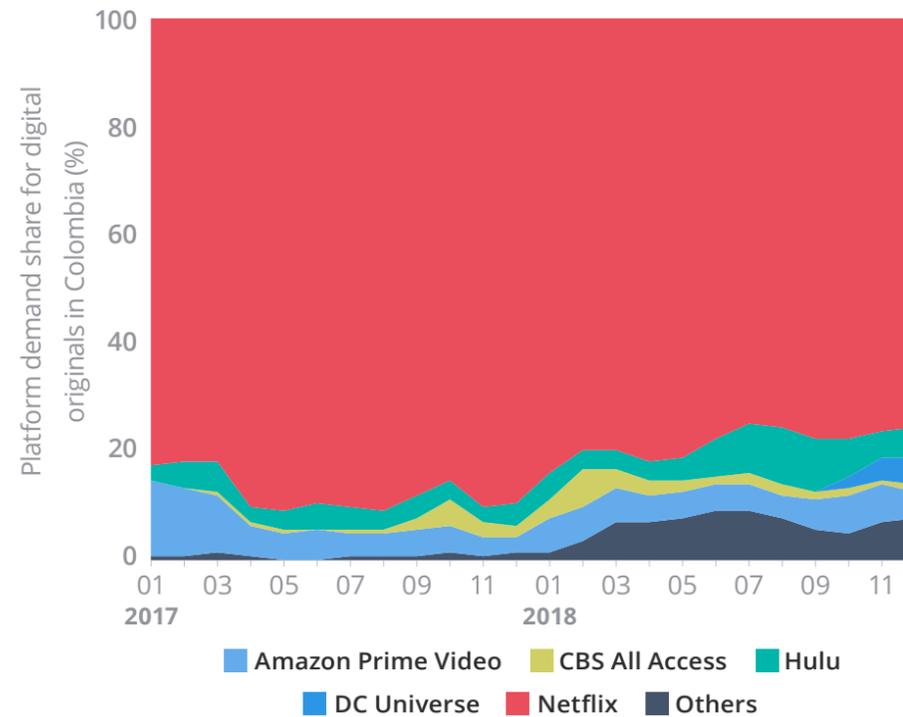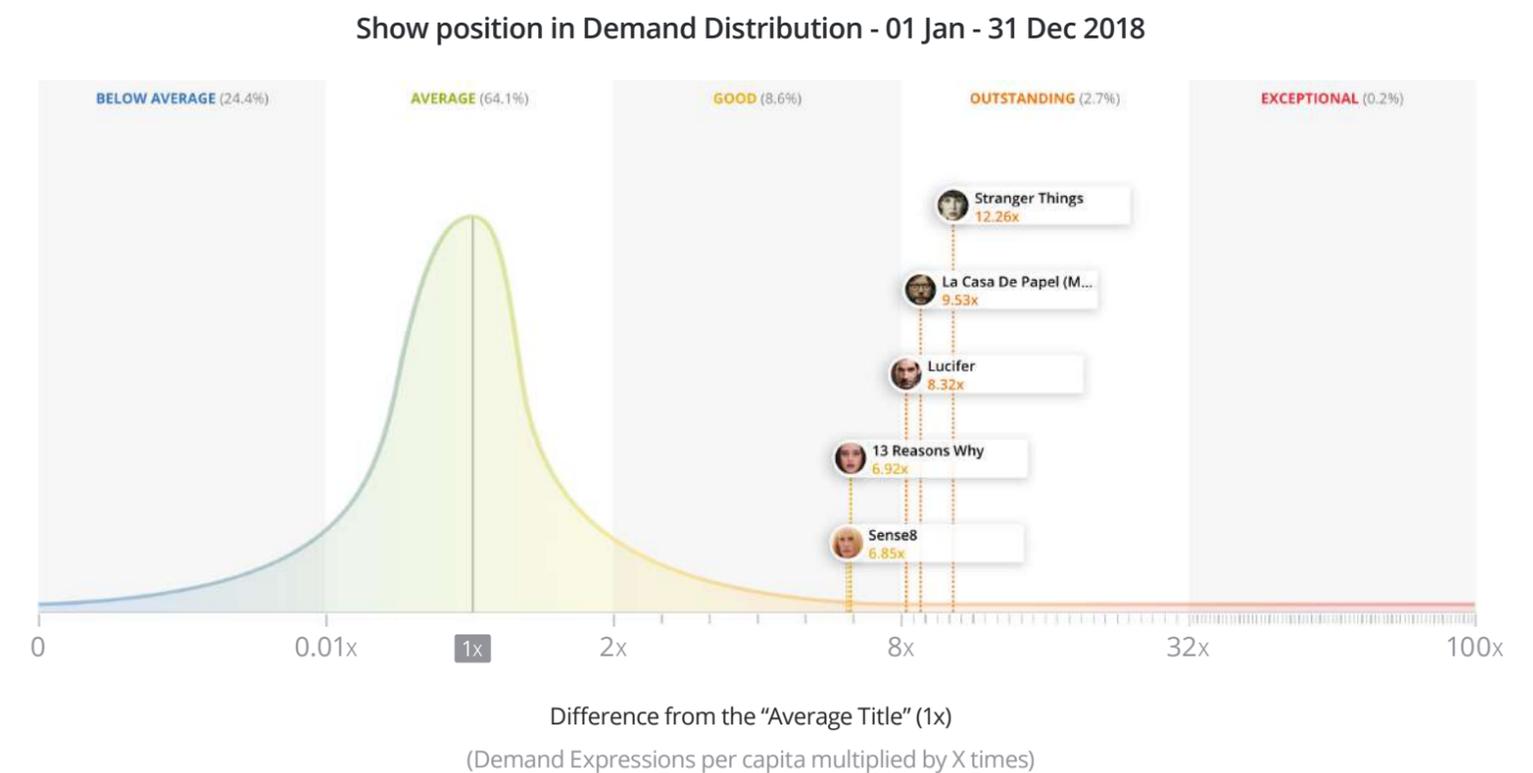
- In 2018, the majority (79%) of demand for content in Colombia was for Netflix titles.

- Hulu and Amazon Prime Video digital original titles together account for 12% of the demand share, with 6% each.

- The change in Colombia's platform demand share over time was less pronounced than in most markets in this report and even the arrival of DC Universe titles did not significantly affect the Netflix share.

- *Stranger Things* and *La Casa De Papel* are the top ranked digital original series of 2018 in Colombia, with an average demand over the year of almost 12 and 9 times more than the average title in Colombia, respectively. We refer to titles with this level of performance as **"Outstanding"**.

- Netflix's *Lucifer, 13 Reasons Why,* and *Sense8* were part of the 0.1% of all titles classed as **"Good"** in Colombia.

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Colombia platform demand share for drama and action/adventure digital originals

January, 2017 – December, 2018

Colombia market demand share by original platform for drama digital originals

Colombia platform drama demand share (2018)
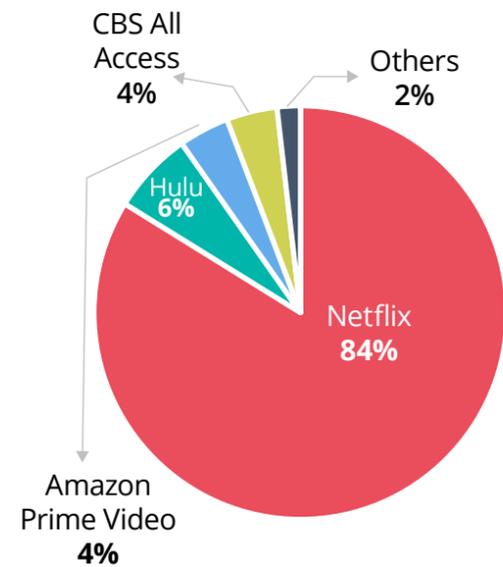
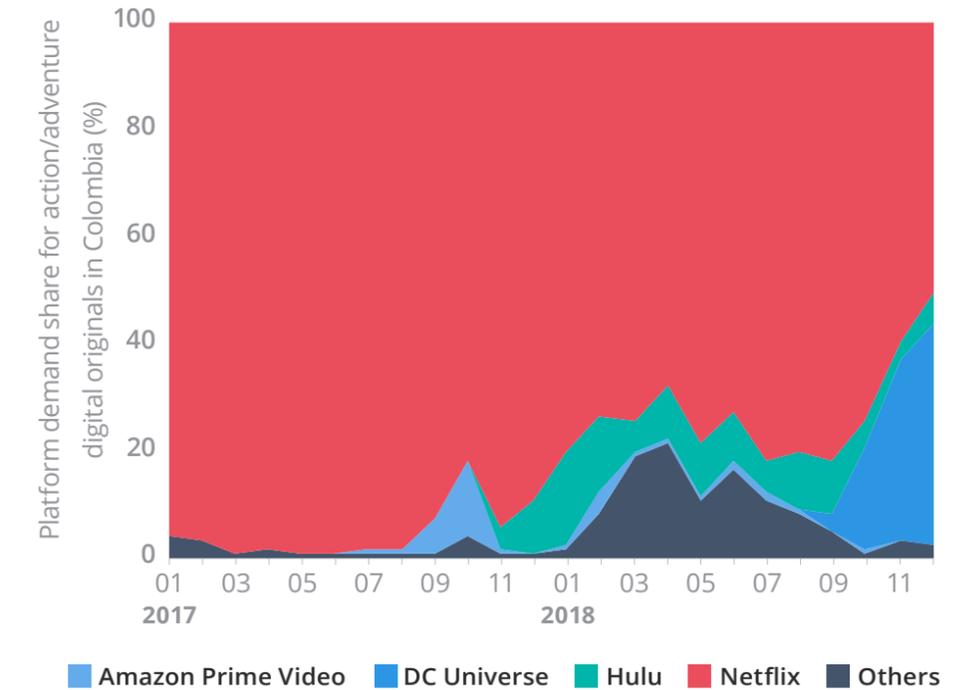### Colombia drama demand share trend by platform

■ Amazon Prime Video ■ CBS All Access ■ Hulu ■ Netflix ■ Others

Colombia market demand share by original platform for action/adventure digital originals

Colombia platform action/adventure demand share (2018)

Colombia action/adventure demand share trend by platform

■ Amazon Prime Video ■ DC Universe ■ Hulu ■ Netflix ■ Others

▸ Netflix titles account for 84% of all demand expressed for drama digital original titles in Colombia.

▸ Hulu has the second largest demand share for drama titles in Colombia with 6%, while Amazon Prime Video has 4%.

▸ Overall the drama demand shares of digital originals in this market are stable, with shares at the end of 2018 similar to how they were at the start of 2017.

▸ Netflix has the largest action/adventure demand share in Colombia with 71%.

▸ DC Universe has 11% and Hulu has 9% of the demand share in this genre segment.

▸ As in all the LATAM markets, the demand share of DC Universe in this genre has grown fast in the last quarter of 2018.

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Top digital original series in Colombia

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
1	Stranger Things	Netflix	Netflix	Drama	2,017,848	
2	Money Heist (La Casa De Papel)	Netflix	Antena 3/Netflix	Drama	1,568,274	
3	13 Reasons Why	Netflix	Netflix	Drama	1,139,359	
4	Sense8	Netflix	Netflix	Drama	1,126,960	
5	Black Mirror	Netflix	Netflix	Drama	1,089,635	
6	Chilling Adventures Of Sabrina	Netflix	Netflix	Horror	966,009	
7	Titans	Netflix	DC Universe	Action and Adventure	859,003	
8	The Haunting Of Hill House	Netflix	Netflix	Drama	754,609	
9	Orange Is The New Black	Netflix	Netflix	Comedy	732,116	
10	Narcos	Netflix	Netflix	Drama	676,743	
11	The Handmaid's Tale	Paramount Channel	Hulu	Drama	567,773	
12	House Of Cards	Netflix	Netflix	Drama	476,543	
13	BoJack Horseman	Netflix	Netflix	Animation	443,209	
14	Cable Girls (Las Chicas Del Cable)	Netflix	Netflix	Drama	438,680	
15	Dark	Netflix	Netflix	Drama	418,436	
16	Star Trek: Discovery	Netflix	CBS All Access	Drama	412,251	
17	Baby	Netflix	Netflix	Drama	408,272	
18	Marvel's Daredevil	Netflix	Netflix	Action and Adventure	395,093	
19	The Grand Tour	Amazon Prime Video	Amazon Prime Video	Sports	388,656	
20	Marvel's Jessica Jones	Netflix	Netflix	Action and Adventure	386,408	

A selection of 5 additional digital original series of interest:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018	
21	La Casa De Las Flores	Netflix	Netflix	Comedy	353,759	
23	The Last Kingdom	Netflix	Netflix	Drama	325,790	
27	Elite	Netflix	Netflix	Drama	264,656	
33	Cobra Kai	--	YouTube Premium	Comedy	230,486	
34	The Man In The High Castle	Amazon Prime Video	Amazon Prime Video	Drama	223,458	

* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

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International markets, platform demand share and digital original trends

U.S. Hispanic

Learn where in the world Spanish and Portuguese language content is most in demand. Discover the U.S. Hispanic demand share of the leading SVOD platforms over the last 2 years and explore demand for the top 20 Spanish and Portuguese language streaming originals.
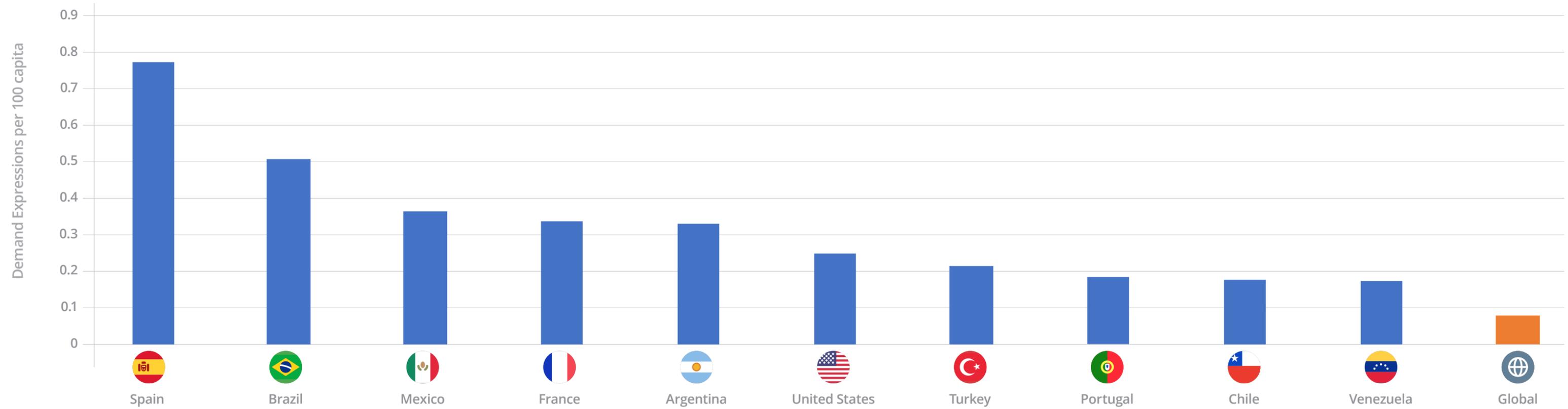
NOTE: The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

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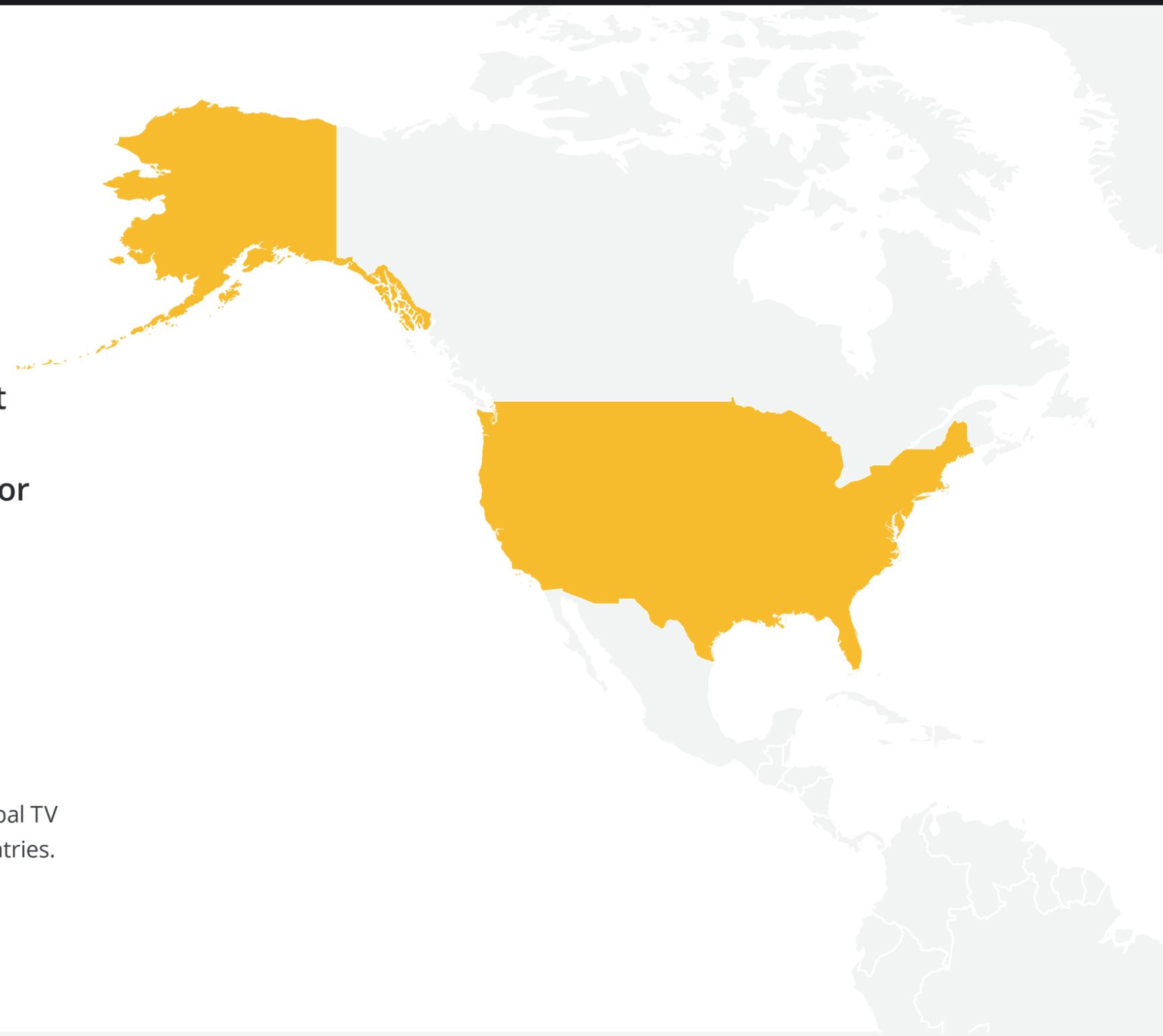
International demand for Spanish and Portuguese language productions

January – December, 2018

Markets with the highest average demand for Spanish and Portuguese digital original titles

Demand Expressions per 100 capita (y-axis, 0 to 0.9)

Categories: Spain, Brazil, Mexico, France, Argentina, United States, Turkey, Portugal, Chile, Venezuela, Global

▸ We have reviewed content produced in Spanish or Portuguese to assess which markets have the highest demand for Iberian digital original content in 2018.

▸ Spanish and Portuguese language content has strong demand even beyond traditional natural markets. For example, in France and Turkey this content is well received.

▸ The demand per capita of Spanish and Portuguese productions in the US is around a third of the demand per capita in Spain.

▸ This reflects the increasing importance of this type of content to Hispanic/Iberian audiences in the U.S.A.

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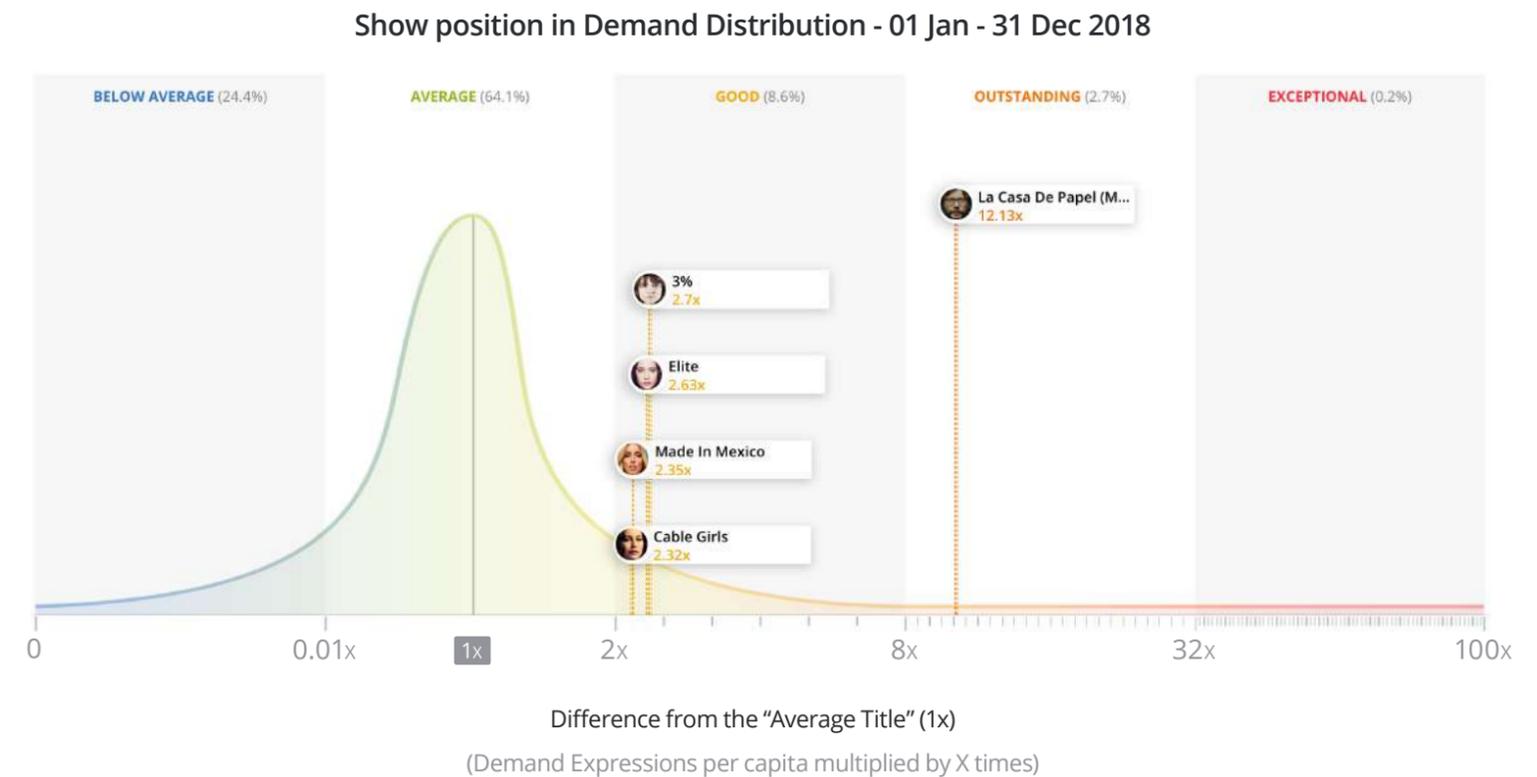# U.S. Hispanic platform demand share and digital originals demand distribution

January – December, 2018

U.S. Hispanic market demand share by original platform for all digital originals

U.S. Hispanic platform demand share (2018)

Blim
3%

Moviestar+
5%

Others
1%

Netflix
91%

U.S. Hispanic platform demand share trend

Platform demand share for Spanish/Portuguese digital originals in the United States

Netflix **Hotstar+** **Blim** **Others**
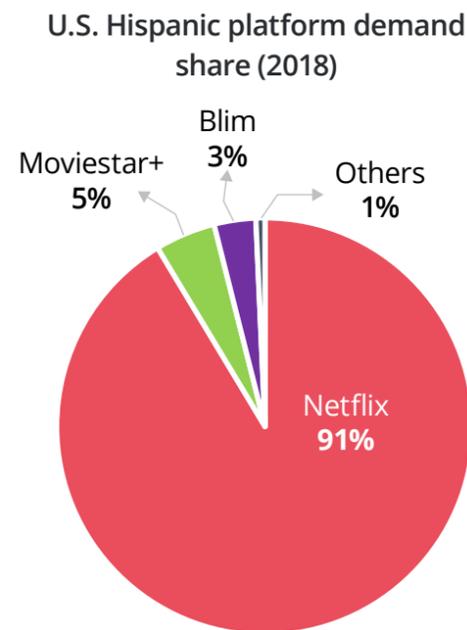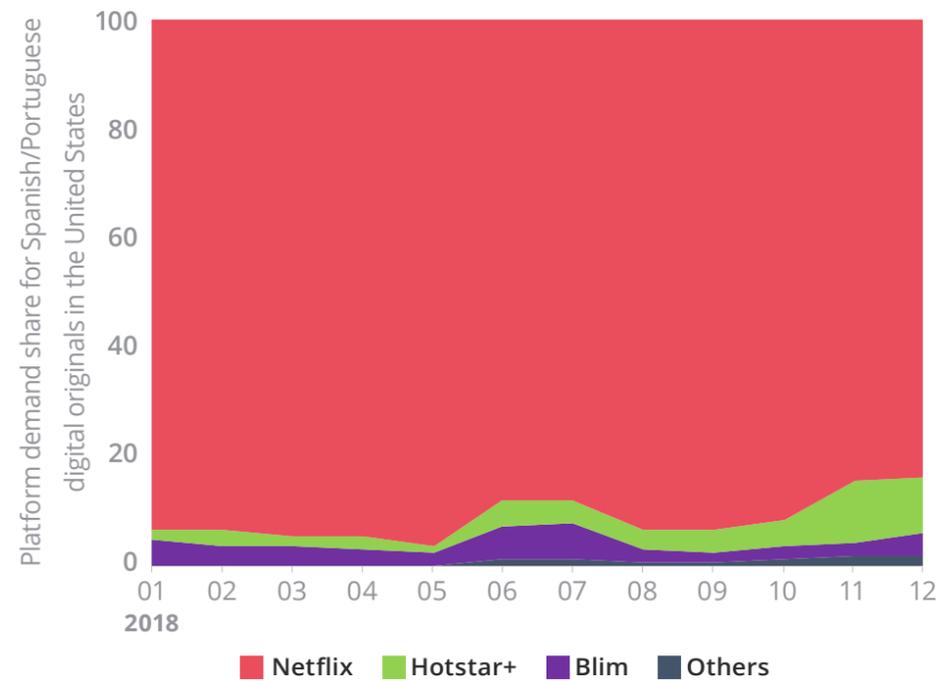
Demand distribution of a selection of top Hispanic digital originals in the U.S

Show position in Demand Distribution - 01 Jan - 31 Dec 2018

BELOW AVERAGE (24.4%)   AVERAGE (64.1%)   GOOD (8.6%)   OUTSTANDING (2.7%)   EXCEPTIONAL (0.2%)

La Casa De Papel (M...
12.13x

3%
2.7x

Elite
2.63x

Made In Mexico
2.35x

Cable Girls
2.32x

0   0.01x   1x   2x   8x   32x   100x

Difference from the "Average Title" (1x)

(Demand Expressions per capita multiplied by X times)

▸ In 2018, the majority (91%) of demand for Spanish and Portuguese language digital original content in the U.S. was for Netflix titles.

▸ Movistar+ digital originals from Spain account for 5% of the demand share for Spanish and Portuguese language titles in the United States. Similarly, Mexican digital originals from Blim account for 3% in the U.S.

▸ The change in the Hispanic platform demand share in the U.S. over time was slower than in the other markets and Netflix remains in a dominant position.

▸ Of the Spanish and Portuguese language digital original series, *La Casa De Papel* is the most in-demand title in 2018 in the United States. With an average demand over the year of over 12 times more than the average title in the country, this series is classified as **"Outstanding."**

▸ Netflix's 3%, *Elite* and others reached the 0.1% of all titles in the United States classified as **"Good."**

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U.S. Hispanic platform demand share for drama and comedy digital originals
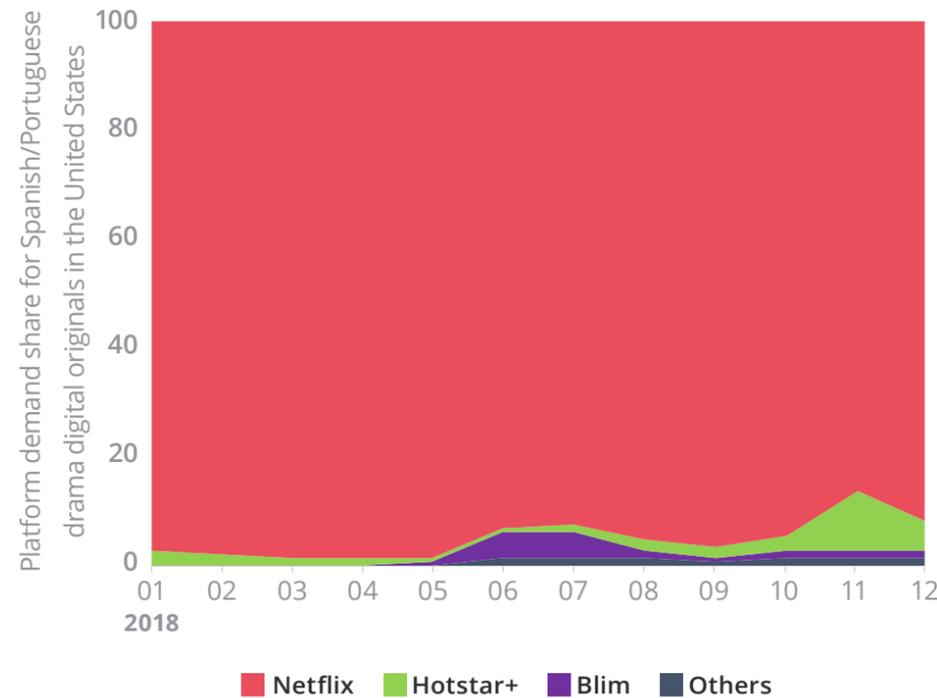
January – December, 2018

U.S market demand share by original platform for drama digital originals

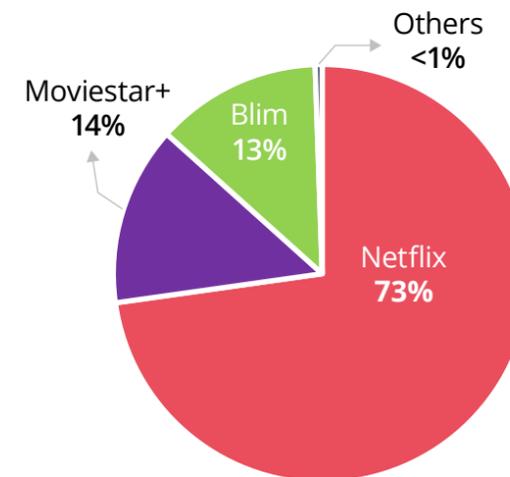### U.S. Hispanic platform drama demand share (2018)
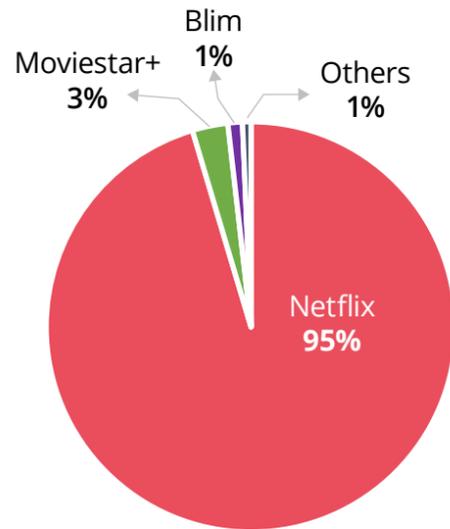
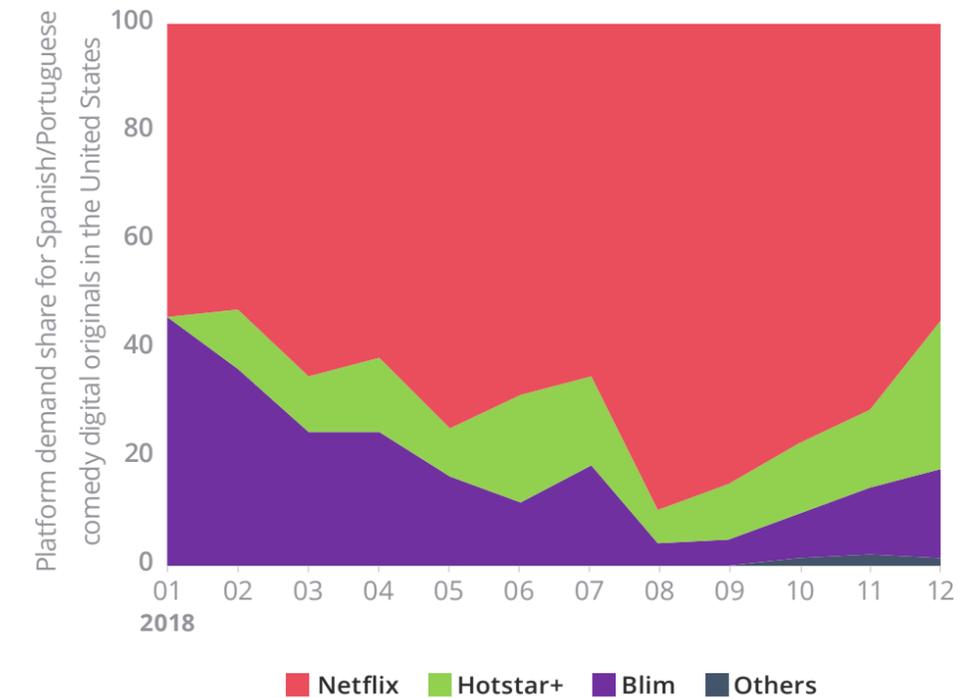### U.S. Hispanic drama demand share trend by platform

Legend: Netflix, Hotstar+, Blim, Others

U.S. Hispanic market demand share by original platform for comedy digital originals

U.S Hispanic platform comedy demand share (2018)

U.S. Hispanic comedy demand share trend by platform

Legend: Netflix, Hotstar+, Blim, Others

- ▸ Netflix titles account for 95% of all demand expressed for Spanish and Portuguese language drama digital originals titles in the United States.

- ▸ Drama originals from Movistar+ and Blim have gained demand in the U.S. and decreased Netflix's share since the start of 2018.

- ▸ Netflix has the largest demand share in the US for Spanish and Portuguese language comedy digital originals, with 73% demand share over 2018. However, the Netflix demand share has been as low as 53% in February 2018.

- ▸ Original comedy content from Blim and Movistar+ are becoming relevant destinations for US Hispanics, together capturing over a quarter of the total demand for the comedy genre in 2018.

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Top digital original series for U.S. Hispanic market

January – December, 2018

The top 20 most in-demand digital original series:

	Series Name	In-Market Platform*	Original Platform	Genre	Average daily Demand Expressions (DEx) in 2018
1	Money Heist (La Casa De Papel)	Netflix	Antena 3/Netflix	Drama	13,110,962
2	Galinha Pintadinha	YouTube	YouTube	Children	4,814,037
3	3%	Netflix	Netflix	Drama	2,920,450
4	Elite	Netflix	Netflix	Drama	2,842,683
5	Made In Mexico	Netflix	Netflix	Documentary	2,541,842
6	Cable Girls (Las Chicas Del Cable)	Netflix	Netflix	Drama	2,511,550
7	La Casa De Las Flores	Netflix	Netflix	Comedy	1,983,841
8	Club De Cuervos	Netflix	Netflix	Comedy	1,578,159
9	Ingobernable	Netflix	Netflix	Drama	808,763
10	La Noche De 12 Años	Netflix	Netflix	Drama	672,923
11	The Mechanism	Netflix	Netflix	Drama	666,285
12	Skam España	--	Movistar+	Drama	590,039
13	Nosotros Los Guapos	--	Blim	Comedy	564,572
14	Super Drags	Netflix	Netflix	Animation	536,783
15	Velvet Colección	Netflix	Movistar+	Comedy	501,618
16	Diablero	Netflix	Netflix	Drama	406,022
17	La Peste	--	Movistar+	Drama	329,510
18	Érase Una Vez	--	Blim	Drama	302,193
19	Paquita Salas	Netflix	Netflix	Comedy	293,078
20	Wild District	Netflix	Netflix	Drama	283,533

A selection of 5 additional digital original series of interest:

22	Las Muñecas de la Mafia	Netflix	Caracol Televisión, Netflix	Drama	264,427
25	Arde Madrid	--	Movistar+	Comedy	220,372
26	Cupcake & Dino -- General Services	Netflix	Netflix	Animation	180,302
27	Edha	Netflix	Netflix	Drama	174,822
31	40 Y 20	Univision	Blim	Comedy	112,713

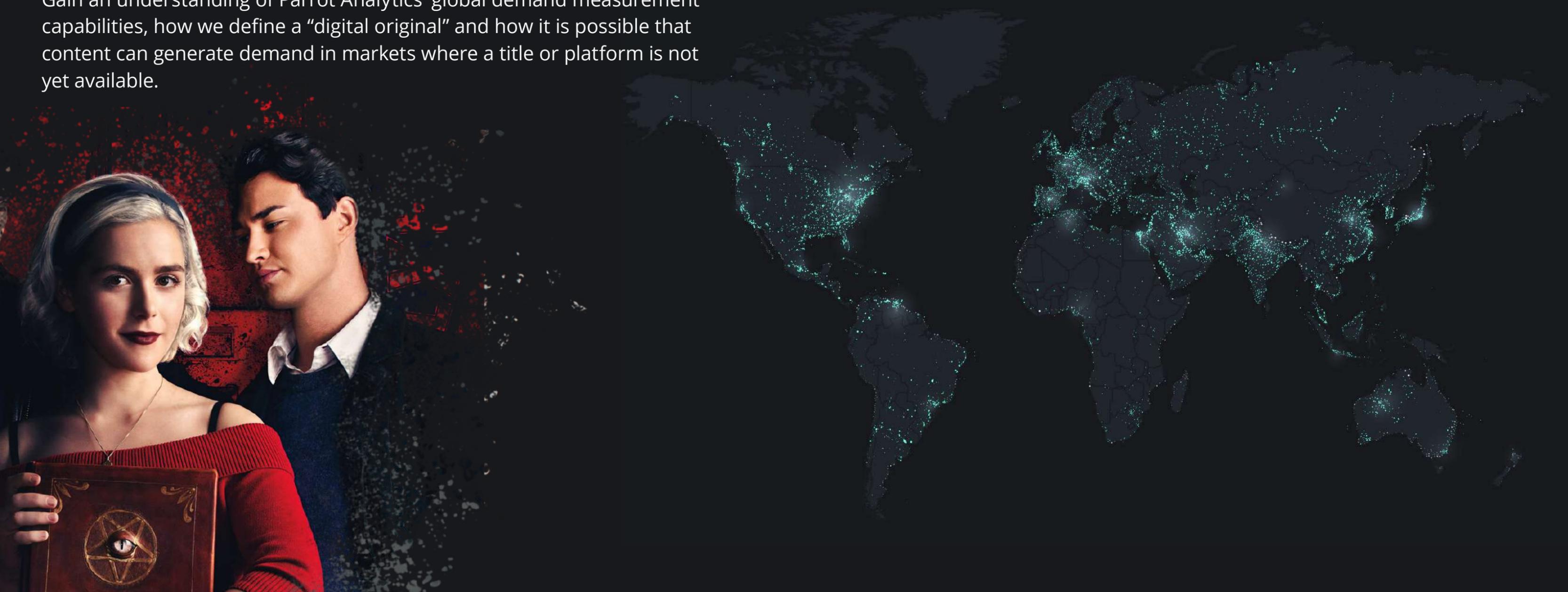** Distributor for most recent season in case of multiple platforms*

-- No platform information available, please refer to appendix
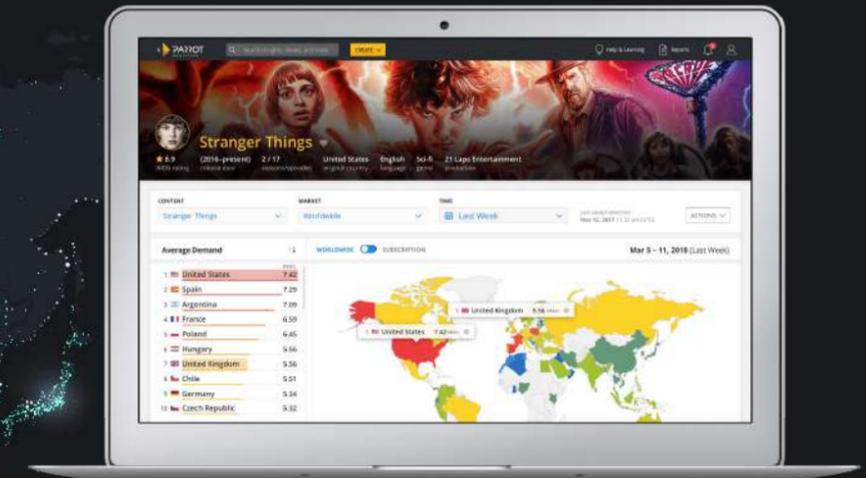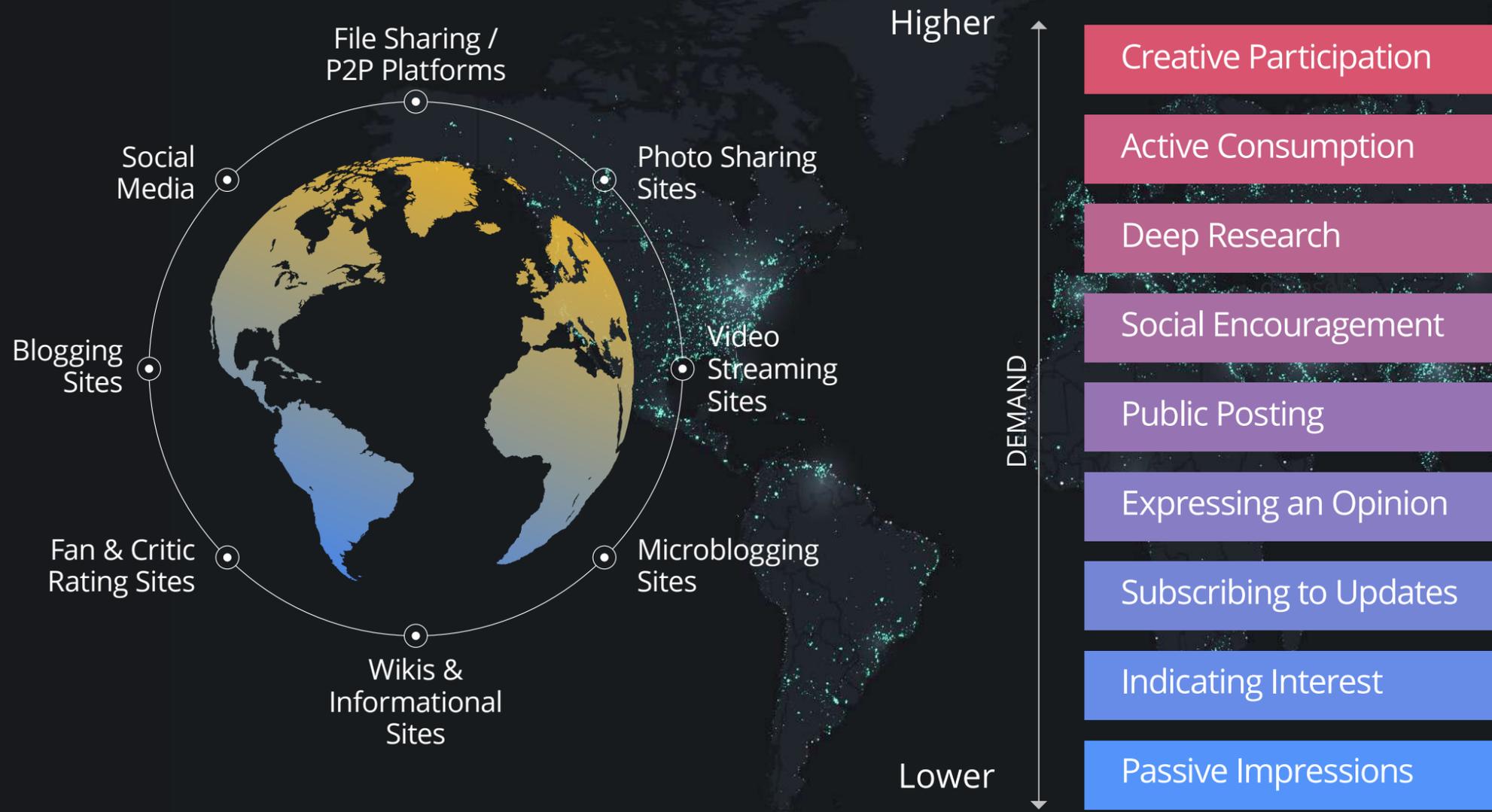
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Appendix

The global demand measurement standard

Gain an understanding of Parrot Analytics' global demand measurement capabilities, how we define a "digital original" and how it is possible that content can generate demand in markets where a title or platform is not yet available.
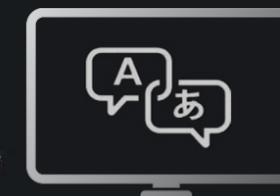
The standard for global content demand measurement

File Sharing / P2P Platforms

Social Media

Photo Sharing Sites

Blogging Sites

Video Streaming Sites

Fan & Critic Rating Sites

Microblogging Sites

Wikis & Informational Sites

DEMAND

Higher

Creative Participation

Active Consumption

Deep Research

Social Encouragement

Public Posting

Expressing an Opinion

Subscribing to Updates

Indicating Interest

Passive Impressions

Lower

GLOBAL DEMAND FOR CONTENT

NETFLIX
amazon

Across platforms

In all languages

In all markets

We capture the world's largest audience behavior datasets

We clean, enrich, combine and analyze the data

We provide TV's only global content demand system

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Definition of "Digital Original" series

We define a "digital original series" as a multi-episode series where the most recent season was produced or first made available on a streaming platform. Once we define a title as a digital original, we regard the original streaming platform to be the same in all markets. For example, *The Handmaid's Tale* is considered a Hulu digital original, in all markets, even if Hulu is not currently available in a given territory.

Where a streaming platform has ordered a new season following a cancellation (e.g. *Lucifer* from Fox), we regard the series to be a network original until the new season is launched by the streaming platform; at that point we regard the series to be a "digital original".

We therefore include, for example, *Black Mirror* in our definition of a digital original series. Originally on UK's Channel 4 for the first two seasons, Netflix has since acquired the rights and commissioned seasons 3 and 4.

We include developed, acquired and co-licensed originals

Furthermore, we include in our definition all developed originals (titles that were developed, produced and released by the SVOD service that airs them, e.g. *Stranger Things*) as well as acquired originals (titles developed and produced by a third-party studio, but where the streaming platform has acquired exclusive rights to air the series, e.g. *The Crown*).

We think it is also fair to treat co-produced and co-licensed titles such as *The End of the F*** World* and *Frontier* as digital originals.

With the proliferation of new streaming platforms, sometimes a different platform is considered the original streaming network. Consider for example what the original network for *Star Trek: Discovery* should be? In our definition we take this to be CBS All Access, despite Netflix owning the exclusive rights to the series in most non-US markets. *Star Trek: Discovery* is therefore a digital original and we take CBS All Access to be the original (streaming) platform, not Netflix, in all markets.

We exclude licensed originals and licensed series

We exclude from our definition any licensed originals such as AMC's *Better Call Saul* and NBC's *The Good Place*. And, finally, we also exclude all licensed series such as *The Office* and *Friends* from our definition.

For more information, please refer to our helpdesk article, available **here.**

Methodology for demand attribution to the original platform

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)
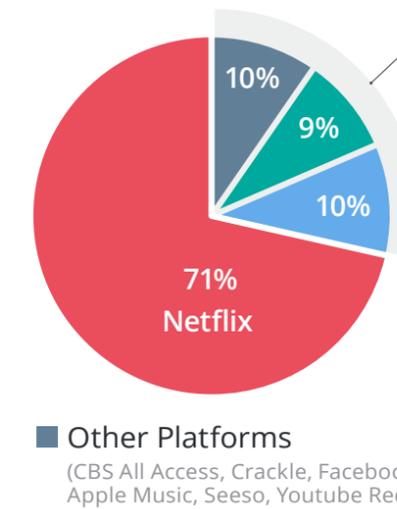
Total platform demand in 2017 (ex. Netflix)
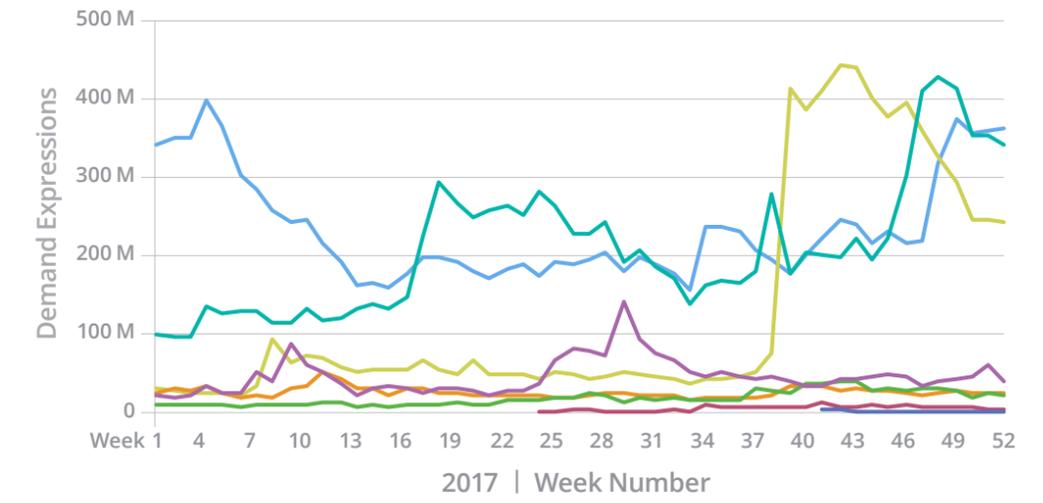
- Amazon Video
- CBS All Access
- Facebook
- Seeso
- Hulu
- Crackle
- Apple Music
- Youtube Red

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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
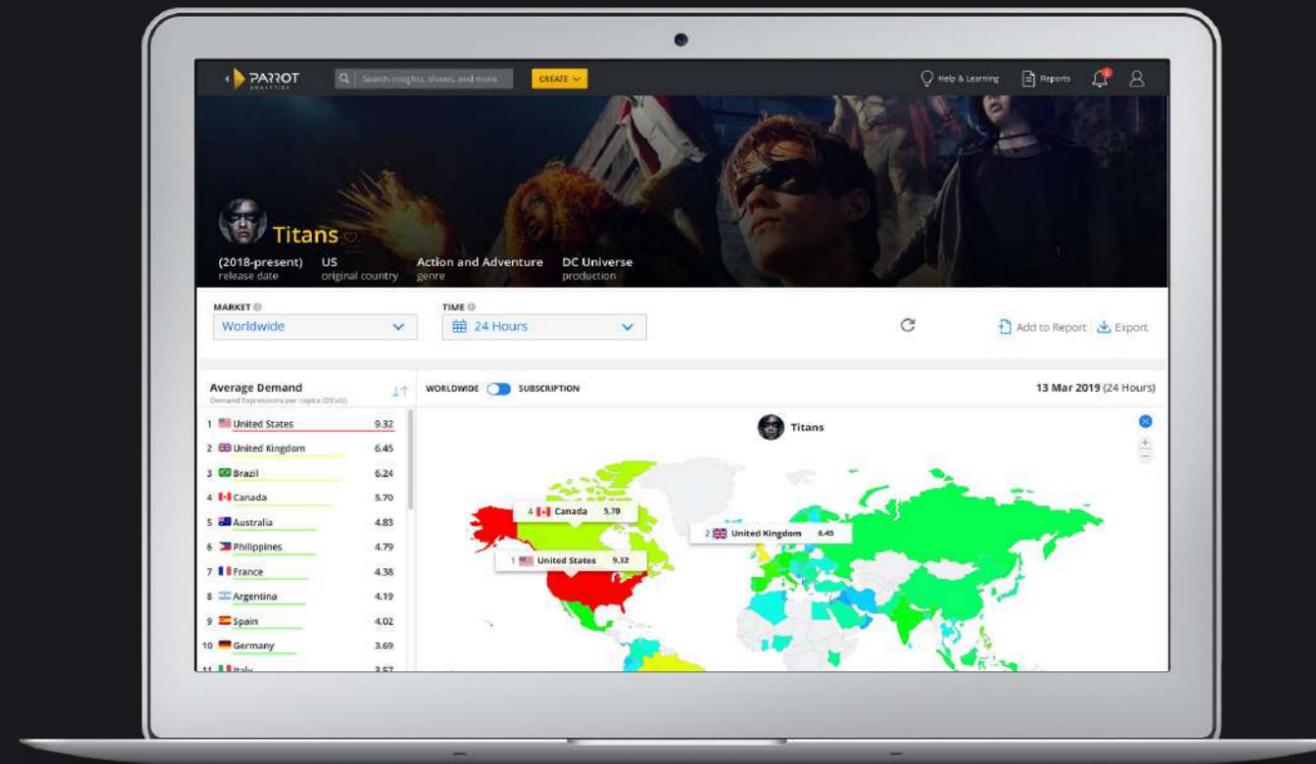
Unlocking the magic of content

SOCIAL
GENOME
AFFINITY
TRENDS
TRAVELABILITY
DEMAND
DEMOGRAPHICS
SENTIMENT
DISCOVERY
RECOMMENDATIONS

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GENRE
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TIME

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ART