



Latest Trends in the US Streaming Landscape

January 2024



NATPE

WHAT WE DO

We help our partners navigate today's entertainment industry challenges.
From studios, streamers and producers to creators, talent, agents and lawyers.

FEATURED CUSTOMERS



HBOmax

amazon

Google

Meta



STARZ

CBS

Discovery

SONY

FOX
SPORTS

NBCUniversal

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sky

Hollywood and Wall Street Category Leadership

Referenced by Executives

 <p>Jeff Bezos Executive Chairman</p> 	 <p>Kelly Campbell President</p> 	 <p>Kevin Huvane Co-Chairman</p> 	 <p>Jeffrey Hirsch President & CEO</p> 	 <p>Casey Bloys Chairman & CEO</p> 	 <p>Dominique Delport President</p> 	 <p>Brad Schwartz President</p> 	 <p>Bob Bakish President & CEO</p> 
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Referenced by Creators

 <p>Taika Waititi Director</p> 	 <p>David Crane Co-Creator</p> 	 <p>John Cena Actor</p> 	 <p>Emily Swallow Actor</p> 	 <p>Pollyanna McIntosh Actor</p> 	 <p>Sera Gamble Creator, Showrunner</p> 	 <p>Martin Kove Actor</p> 	 <p>Carson Daly Host, Producer</p> 
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Referenced by Reporters

 <p>Ed Lee Assistant Editor</p> 	 <p>Brian Stelter Chief Media Correspondent</p> 	 <p>Peter Kafka Host, Recode Media</p> 	 <p>Dawn Chmielewski Entertainment Lead</p> 	 <p>Sara Fischer Media Lead</p> 	 <p>Alana Semuels Reporter</p> 	 <p>Carl Quintanilla Anchor</p> 	 <p>Lucas Shaw Entertainment Leader</p> 
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THE SOLUTION

Parrot Analytics has created the only global measure of the **attention economy**



QUANTIFYING THE VALUE OF **CONTENT, TALENT & ALL FORMS OF IP** THROUGH MICROECONOMICS OF

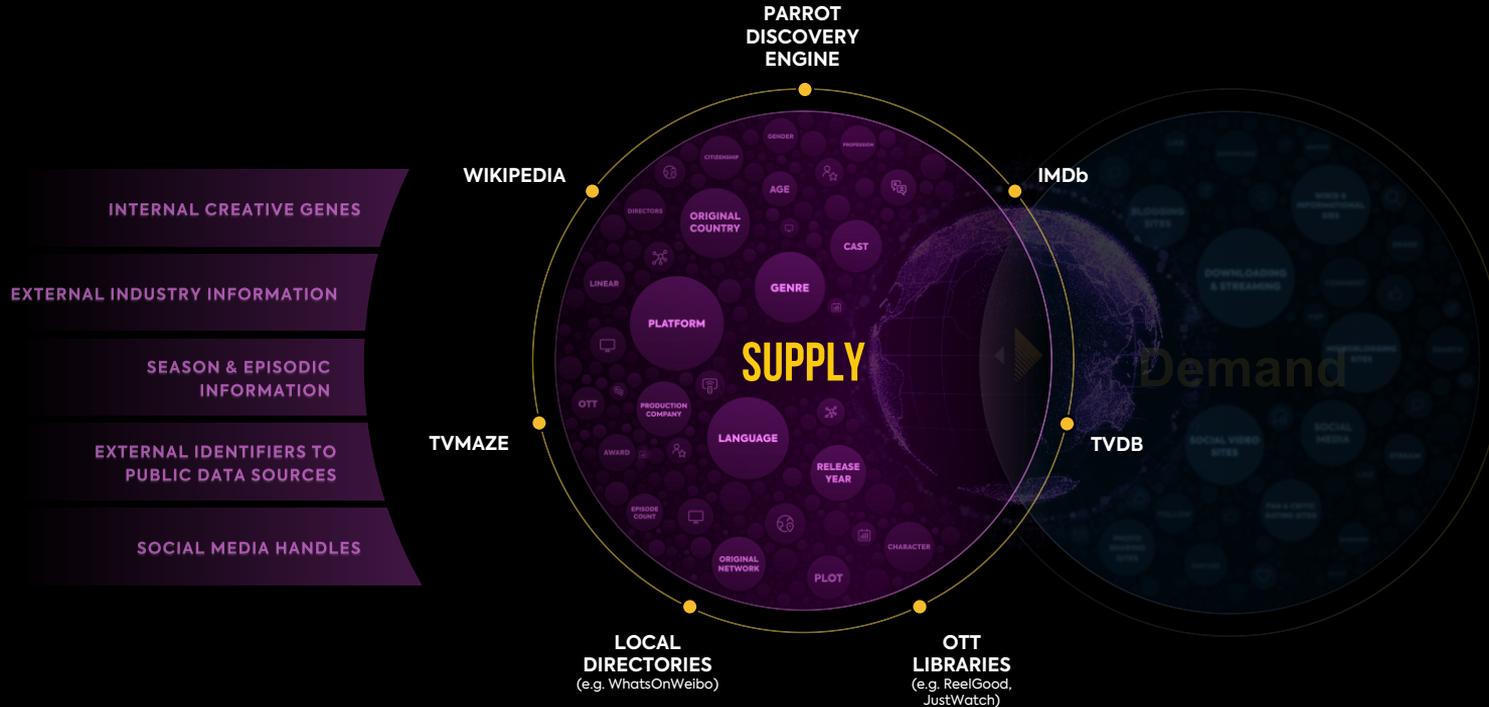
SUPPLY AND DEMAND

CAPTURING

Global content supply and demand

CAPTURE METADATA

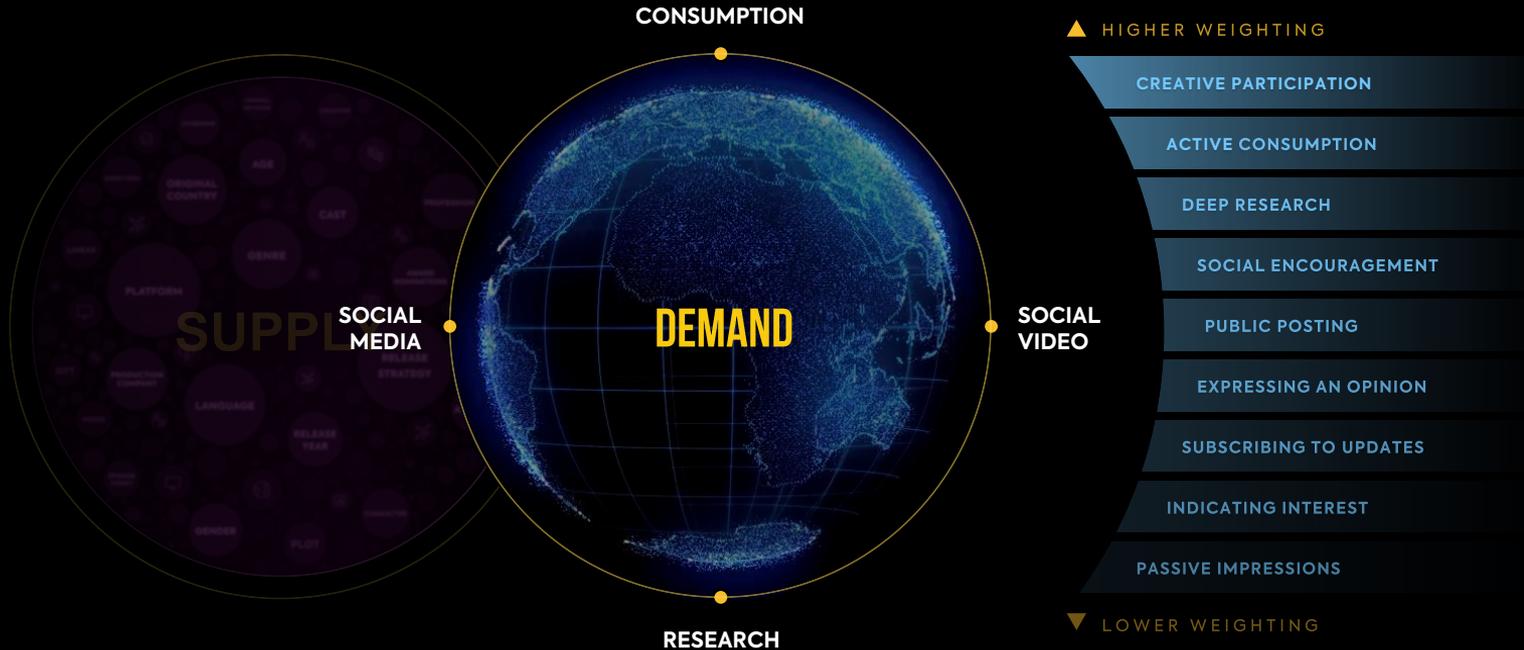
CONTENT GENOME[®]



CAPTURING

Global content supply and demand

CAPTURE PEOPLE INTERACTING WITH CONTENT
BEHAVIORAL DATA FROM 2B+ CONSUMERS



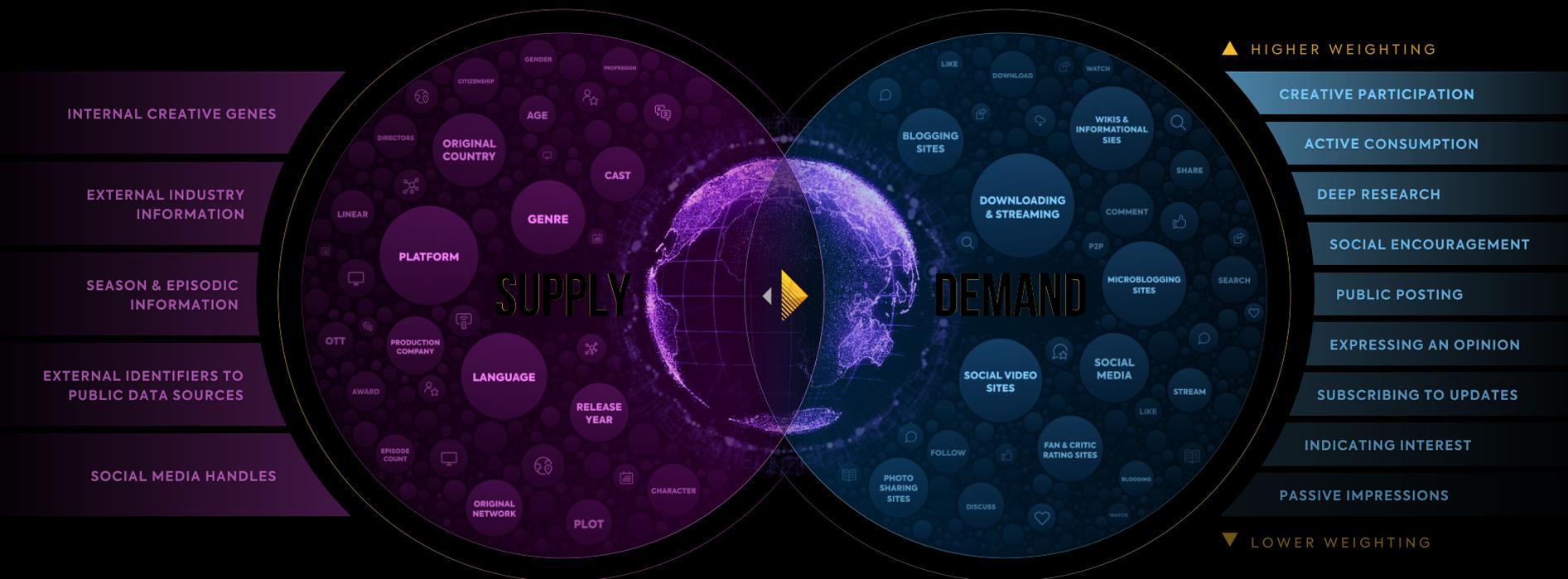
CAPTURING

CONTENT SUPPLY

AUDIENCE DEMAND

100M+ METADATA TAGS
2K+ DISTRIBUTION PLATFORMS
1M+ TITLES & 1M+ TALENT

BEHAVIORAL DATA FROM
2B+ CONSUMERS



The industry's most advanced

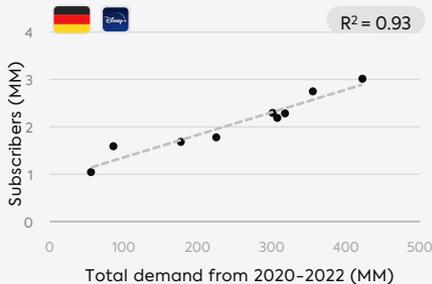
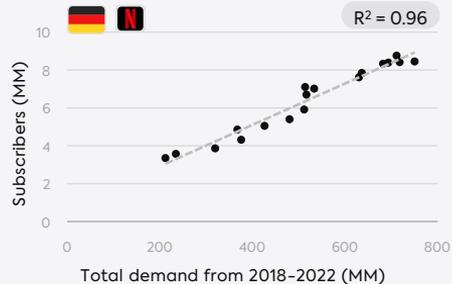
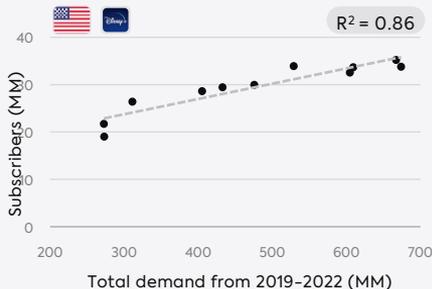
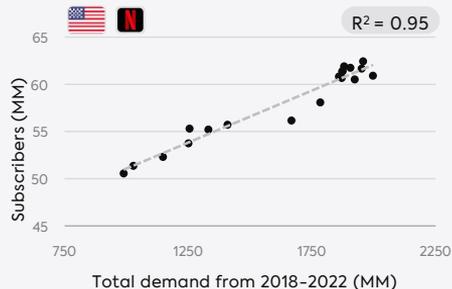
CONTENT TAXONOMY SYSTEM

The world's only global audience

DEMAND MEASUREMENT PLATFORM

Supply and demand are empirically proven to correlate to revenue

Netflix & Disney+ catalog demand (as measured by Parrot Analytics) vs Netflix & Disney+ subscribers



Catalog demand drives subscriptions and revenues for all platforms

“Demand interest is a measure of the popularity of shows and streaming services created by Parrot Analytics and a key barometer of how many new subscribers services are likely to attract.”

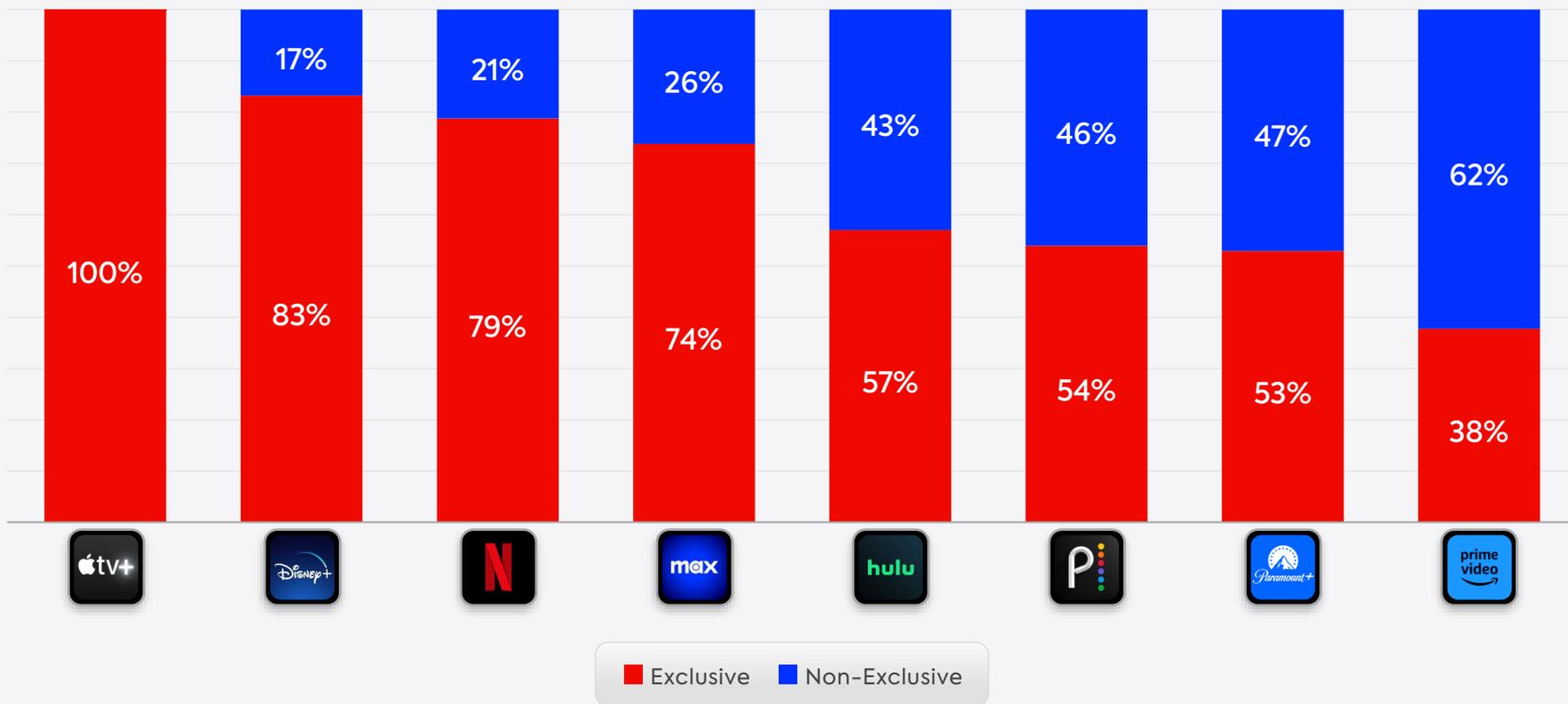
The New York Times (2021)

“Parrot Analytics has developed a metric to rate not only the number of viewers for given shows, but their likelihood of attracting subscribers to a streaming service.”

The New York Times (2020)

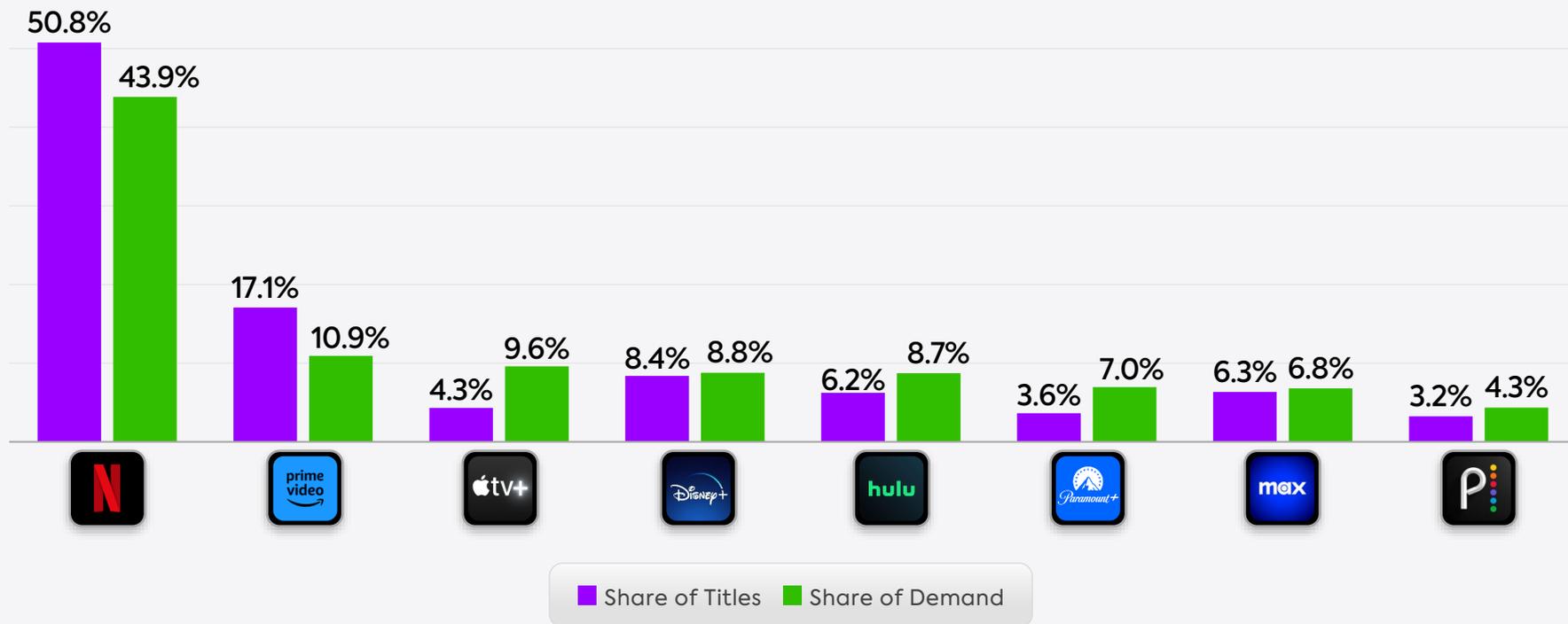
Most of the SVODs have a majority share of exclusive content.

SVOD | Share of Platform Demand from Exclusive vs Non-Exclusive Content | US | Jan - Nov 2023



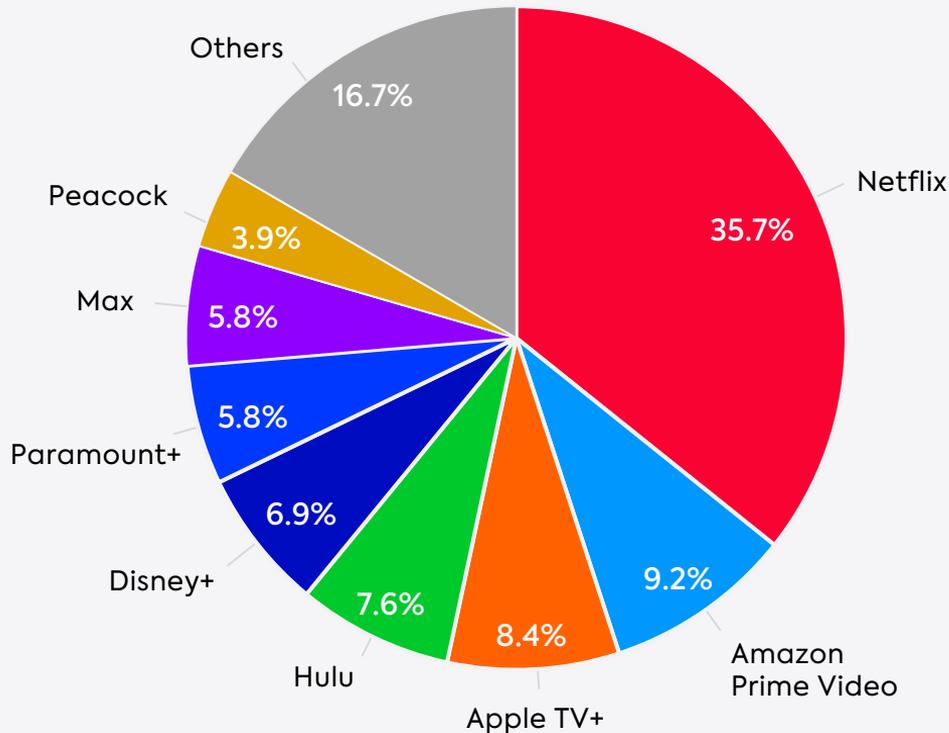
The vast majority of streaming original series are from Netflix, but other platforms punch above their weight in terms of demand

Share of Titles and Demand for original series on major US platforms | US | Q1 – Q3 2023



Fracturing Streaming Landscape

US Platform Demand Share for All Streaming Original Series | US | Q3 2023

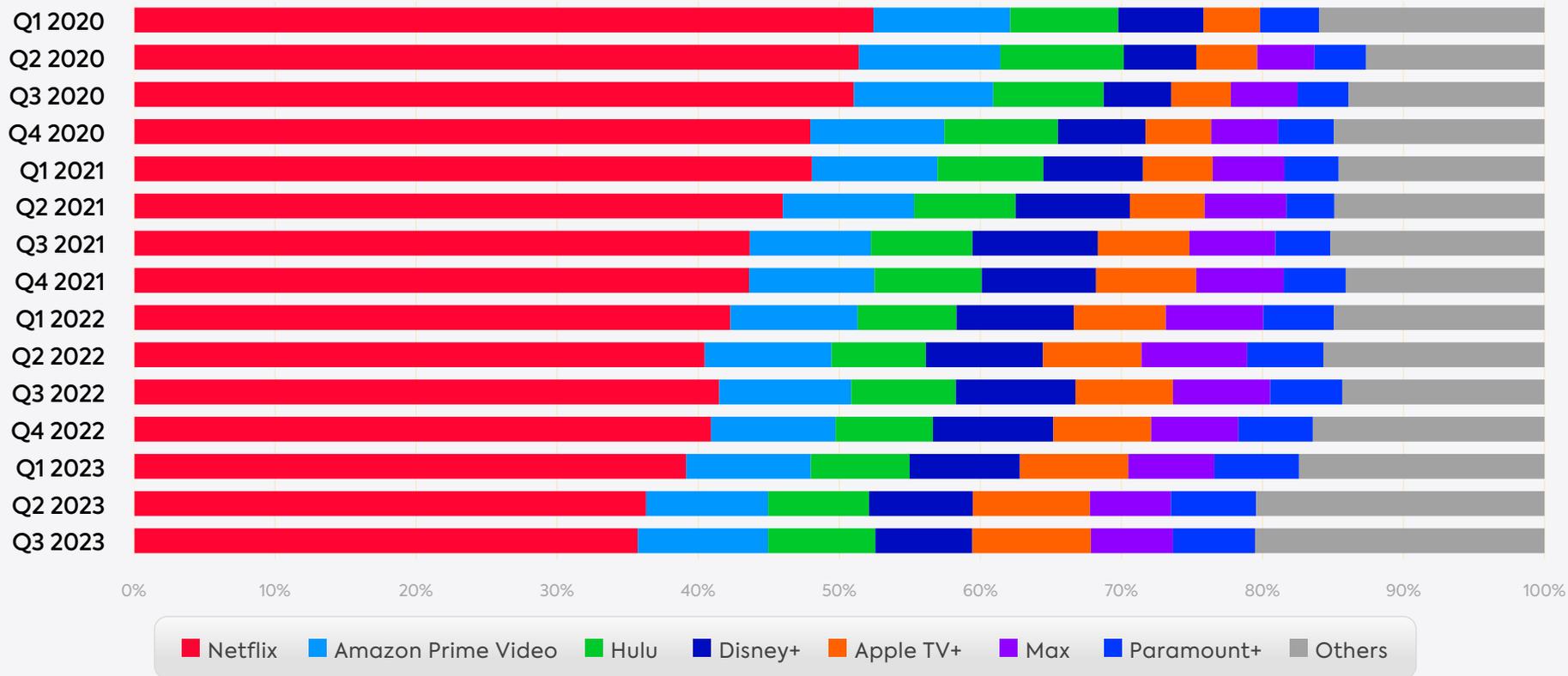


Top Performers from All Streaming Originals

	Futurama: 50.7x	
	Stranger Things: 50.0x	
	Star Trek: Strange New Worlds: 37.2x	
	The Mandalorian: 35.2x	
	Good Omens: 34.0x	
	Ted Lasso: 33.8x	
	Titans: 32.5x	
	Twisted Metal: 17.3x	

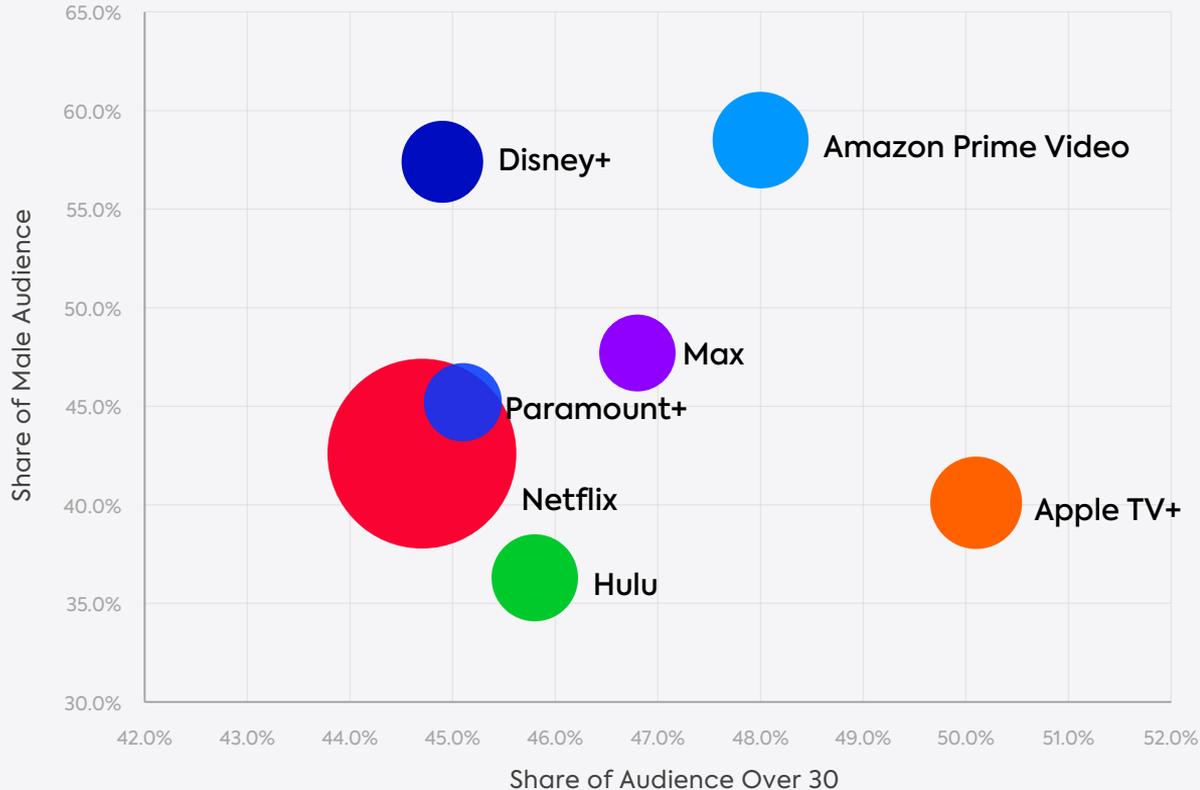
Fracturing Streaming Landscape

Share of US Demand for Original Series (US, Q1 2020 – Q3 2023)



Platform demographics reveal the who behind demand

Demographic Distribution of Platform Originals



- Streaming audiences in the US eschew younger than 30 yrs old, with AppleTV+ exception
- Amazon, Disney+ audiences eschew significantly male while Hulu's audience is mostly female
- Max has the most balanced demographic profile

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Netflix Originals

Most popular amongst **Gen Z (25.1%)**.
Females dominate gender share (57.4%).

Female
Male

57.4%

42.6%

Gen Z

13 yo - 22 yo

25.1%

Zennials

23 yo - 29 yo

19.6%

Millennials

30 yo - 39 yo

23.5%

Gen X+

40+ yo

19.6%

0%

50%

100%

Q3 2023
ACQUISITION



9.23%

One Piece

Q3 2023
RETENTION



16.74%

The Witcher

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Amazon Originals

Most popular amongst **Millennials (32.1%)**.
Males dominate gender share (**58.5%**).

Female
Male

41.5% 58.5%

Gen Z
13 yo - 22 yo

17.9%

Zennials
23 yo - 29 yo

30.1%

Millennials
30 yo - 39 yo

32.1%

Gen X+
40+ yo

30.1%

0% 50% 100%

Q3 2023
ACQUISITION



13.06%

The Wheel
of Time

Q3 2023
RETENTION



8.00%

Tom Clancy's
Jack Ryan

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Apple TV+ Originals

Most popular amongst **Millennials** (26.1%).
Females dominate gender share (59.9%).

Female
Male

59.9%

40.1%

Gen Z
13 yo - 22 yo

25.8%

Zennials
23 yo - 29 yo

24.3%

Millennials
30 yo - 39 yo

26.1%

Gen X+
40+ yo

24.3%

0% 50% 100%

Q3 2023
ACQUISITION



Foundation

Q3 2023
RETENTION



Ted Lasso

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Disney+ Originals

Most popular amongst **Gen Z (28.8%)**.
Males dominate gender share (57.4%).

Female
Male

42.6% 57.4%

Gen Z
13 yo - 22 yo

28.8%

Zennials
23 yo - 29 yo

16.1%

Millennials
30 yo - 39 yo

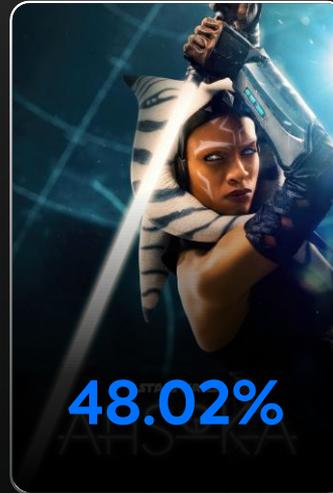
28.7%

Gen X+
40+ yo

16.1%

0% 50% 100%

Q3 2023
ACQUISITION



48.02%

Ahsoka

Q3 2023
RETENTION



34.39%

Secret Invasion

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global

hulu

Hulu Originals

Most popular amongst **Gen X+** (34.4%).
Females dominate gender share (63.7%).

Female
Male

63.7%

36.3%

Gen Z

13 yo - 22 yo

11.4%

Zennials

23 yo - 29 yo

34.4%

Millennials

30 yo - 39 yo

28.6%

Gen X+

40+ yo

34.4%

0%

50%

100%

Q3 2023
ACQUISITION



What We Do in the
Shadows

Q3 2023
RETENTION



Only Murders in
the Building

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Paramount+ Originals

Most popular amongst **Gen X+** (33.5%).
Females dominate gender share (54.8%).

Female
Male

54.8%

45.2%

Gen Z

13 yo - 22 yo

11.6%

Zennials

23 yo - 29 yo

33.5%

Millennials

30 yo - 39 yo

29.9%

Gen X+

40+ yo

33.5%

0%

50%

100%

Q3 2023
ACQUISITION



27.21%

Special Ops
Lioness

Q3 2023
RETENTION



29.92%

Star Trek: Strange New
Worlds

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Max Originals

Most popular amongst **Gen Z** (31.2%).
Females dominate gender share (52.3%).

Female
Male

52.3%

47.7%

Gen Z
13 yo - 22 yo

31.2%

Zennials
23 yo - 29 yo

15.6%

Millennials
30 yo - 39 yo

27.7%

Gen X+
40+ yo

15.6%

0%

50%

100%

Q3 2023
ACQUISITION



The Last of Us

Q3 2023
RETENTION



Game of Thrones

Platform demographics reveal the who behind demand

Demographic Profile of Exclusive Originals by Platform

Global



Peacock Originals

Most popular amongst **Zennials** (32.4%).
Females dominate gender share (61.2%).

Female
Male

61.2%

38.8%

Gen Z
13 yo - 22 yo

13.0%

Zennials
23 yo - 29 yo

32.4%

Millennials
30 yo - 39 yo

31.4%

Gen X+
40+ yo

23.2%

0%

50%

100%

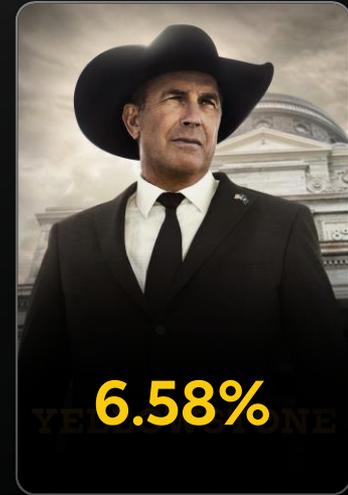
Q3 2023
ACQUISITION



17.15%

Twisted Metal

Q3 2023
RETENTION



6.58%

Yellowstone



Thank You

For questions please contact:

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Unlocking the magic of content in the attention economy



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