



THE FUTURE OF ENTERTAINMENT ANALYTICS

How to Maximize ROI Across the
Content Lifecycle



TABLE OF CONTENTS

The Executive Guide to Success

Executive Summary	05
Navigating Challenges	06
Content ROI Framework	06
• Development	07
• Financing	10
• Production	13
• Distribution	16
• Marketing	19
• Performance	22
Sports Programming	25
How to Move Forward	27
About Parrot	28

Where **Art** Meets **Science**

The New Era of Entertainment Analytics

The entertainment industry is at an inflection point. With more releases competing for audience attention, many titles fail to stand out – especially among younger viewers who quickly abandon platforms when their expectations aren't met. This churn, compounded by fragmented distribution channels and complex monetization models, has created a content saturation crisis, where even top-quality productions often struggle to achieve their full potential. In this attention economy of shifting consumer demands and intense competition, **redefining how we measure the value of content** is more critical than ever.

Moving beyond one-dimensional metrics – like ratings, viewership, or box office – studios and platforms need a **holistic framework that captures a title's full commercial and cultural impact**, from IP selection and production through distribution and long-tail monetization.

Now is the time to redefine content value with an approach that blends creativity and commercial success – **because in this new era, analytics aren't just an add-on; they're the deciding factor in who wins and who gets left behind.**



Future Winners

Those most likely to succeed will be the companies that **fuse the “art” of content creation with a “science” of audience insight**. Instead of scaling production in hopes of a few breakout hits, they're gauging demand signals long before greenlighting a project. They're analyzing how cultural nuances affect audience uptake, tracking sentiment across platforms, and timing each release for maximum impact. Through this deeper, more nuanced understanding of viewer demand and therefore content value, they can invest strategically, focus on the concepts with genuine global or local pull, and market in ways that resonate with targeted audiences.

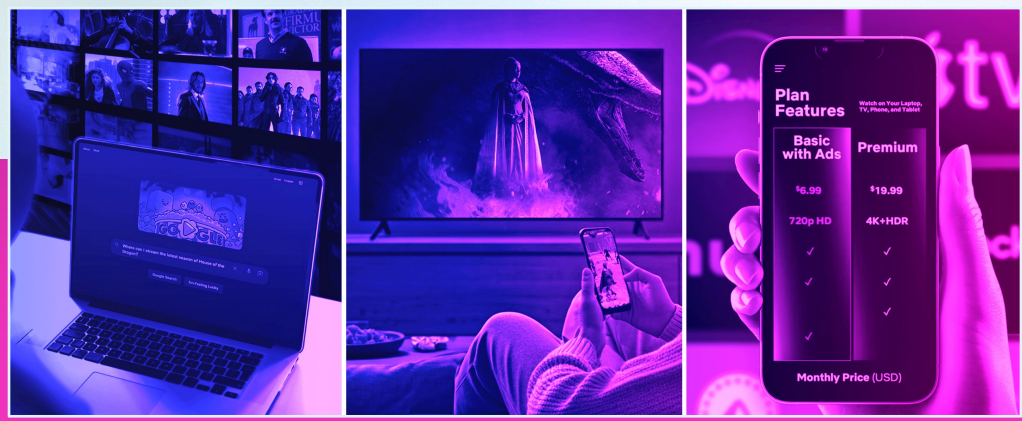
The Rethinking of Content ROI

New measurement models are challenging the industry's long-standing assumptions about what drives success. When decisions around IP selection, financing structures, talent, partnerships, and windowing are guided by **holistic cross-platform data**, each stage of content creation can deliver incremental improvements in profitability, audience engagement, and brand recognition.

Navigating a New Era of Media Challenges

Sustainable, profitable growth in today's media landscape is being redefined by fast-evolving viewer behavior, content overload, and shifting monetization models. Yet, traditional strategies and metrics often fail to capture the realities of churn, oversaturation, and revenue attribution.

The next section outlines four core challenges that underscore why the old playbook no longer delivers the results it once did.



1. High Churn and Fragmented Audiences

Continual shifts in consumer attention make retention efforts increasingly difficult. Younger viewers, in particular, switch platforms for specific shows or genres and then churn out just as rapidly. This “serial churn” effect drives up acquisition costs and exacerbates audience fragmentation.



2. Content Saturation in the Attention Economy

Massive inflows of capital have fueled unprecedented production levels, creating a glut of content that often goes unnoticed. At the same time, cost pressures have surged, even as overall content spending growth slows. After years of double-digit increases, industry content investment has flattened—a reflection of tighter budgets and a shift from “growth at any cost” to fiscal caution. As a result, even high-cost productions struggle to stand out, with consumers overwhelmed by endless choices.



3. Complex Monetization Ecosystems

The so-called “streaming wars” have evolved into a multi-layered ecosystem that includes bundle deals, gaming integrations, e-commerce partnerships, and more. Bundles may add subs, but they muddle revenue attribution and blur release windows. With further mergers and consolidations on the horizon, platforms that don't overhaul their monetization strategy risk burning budgets and losing visibility in the crowd.



4. The Complexity of Content Value

Facing fierce competition and rising content costs, major entertainment companies are embracing more sophisticated, data-driven frameworks to assess return on their content investments. Traditional metrics like ratings, broad viewership, or opening-weekend box office are akin to measuring a three-dimensional world with a ruler—they simply can't capture the deeper layers of engagement, subscriber retention, and ancillary revenue potential that can unfold over time.

- **From Opening Weekend to Endless Runway:** Streaming content generates value throughout its lifecycle. A show might find a loyal audience months after release, driving ongoing subscriber engagement long after traditional metrics would have stopped counting.
- **Breaking Geographic Boundaries:** Content that resonates modestly at home can become a cultural phenomenon overseas, underscoring how global preferences significantly shape overall performance.
- **The Subscription Revolution:** It's no longer just, "How many people watched?" but "Did this content attract new subscribers, keep existing ones engaged, or inspire them to explore more of our library?" That shift fundamentally changes how we measure value.
- **Engagement Beyond Viewing:** Rewatching favorite episodes, sharing clips on social media, or following recommendations to discover new titles all generate sustained value in ways old-school metrics never captured.

One show can drive sign-ups on one platform and slash churn on another—only **a shared valuation system makes that value visible.**



The New Economics of Content Strategy

ROI Across the Content Lifecycle

Industry leaders are increasingly asking nuanced questions at each stage of the content value chain – from concept ideation to post-launch performance – to ensure every creative decision is anchored in real audience demand.

For many organizations, unlocking higher return on investment requires looking beyond their own internal data. By integrating robust, real-time audience insights throughout each phase, studios, networks, and platforms can make better-informed strategic decisions that both mitigate risk and boost commercial outcomes. This approach elevates each step of the content lifecycle, transforming creative vision into measurable success while delivering experiences that resonate deeply with viewers.



DEVELOPMENT

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Gut Instinct to Greenlight

Producers and showrunners need more than creative intuition to craft compelling content – they require feedback loops that inform scriptwriting, concept testing, and IP selection. From original concepts to adaptations and franchise expansions – creatives need evidence to pinpoint which concepts are most likely to achieve commercial success and cultural impact.

Many studios rely on known IP for built-in name recognition, but not every franchise extension is guaranteed success. In fact, the majority of TV and movie projects fail – making data-driven validation an essential ingredient for sustainable ROI.

Most content doesn't deliver on expectations – **making early, evidence-based decisions more critical than ever.**



Key Questions Industry Leaders Are Asking:

- Which genres, themes, or story elements are on the rise – or in decline – among our target audience?
- Which existing IPs (books, comics, podcasts) have untapped global potential, making them strong candidates for adaptation or spin-offs?
- Are there dormant or lesser-known IPs with hidden fan bases that could become profitable revivals or spin-offs?
- How large and engaged is the potential audience for each concept or IP being considered?
- Does our proposed script resonate equally across different regions and demographics, or should we tailor it further?

DEVELOPMENT

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Industry Spotlight

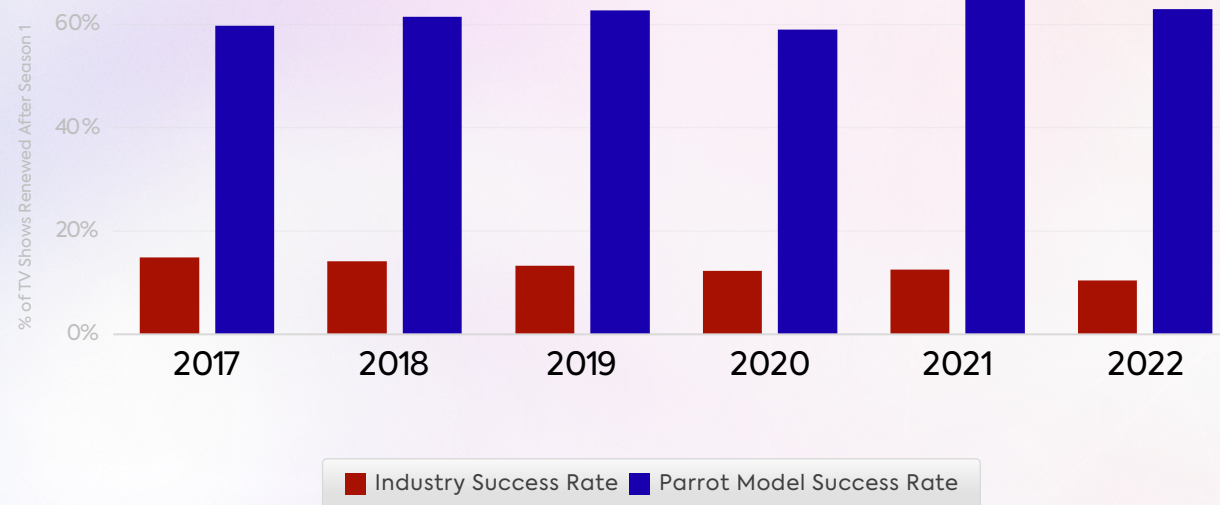
Data-Driven Concept Testing

Independently verified, back-tested analyses confirm how a data-driven strategy can substantially outperform the industry average. For television, Parrot Analytics examined more than **100,000 series released in the past six years** (excluding single-season miniseries), comparing how many shows were actually renewed—or achieved an “outstanding” threshold of 8x demand—against those our pre-release Concept Testing system would have identified as successes.

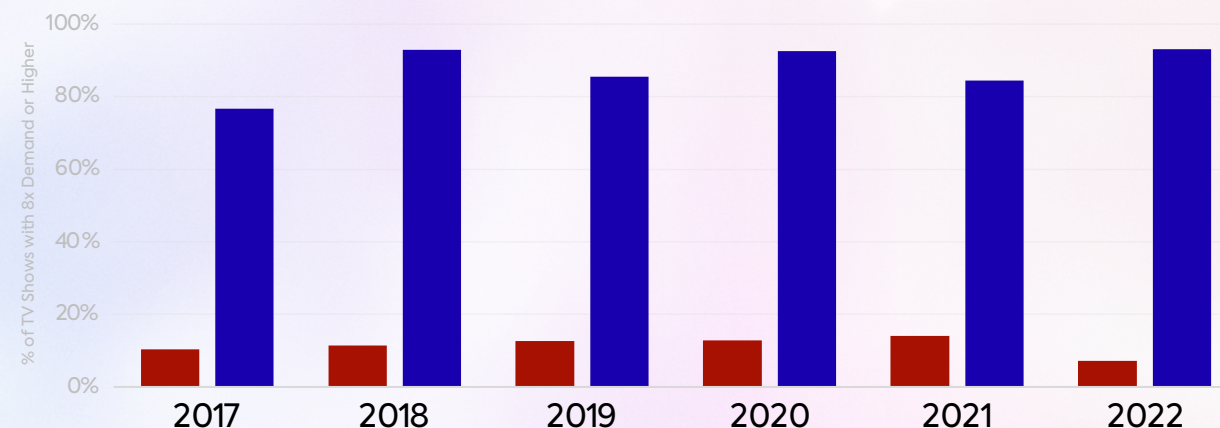
Concept Testing Against Industry Average:

- **4x more effective** in predicting the renewal of shows
- **7x more effective** at identifying standout shows
- **80% accurate** in predicting if a show will be cancelled

Picking **Renewed TV Shows** at the Concept Stage



Picking **Outstanding Shows** at the Concept Stage



DEVELOPMENT

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

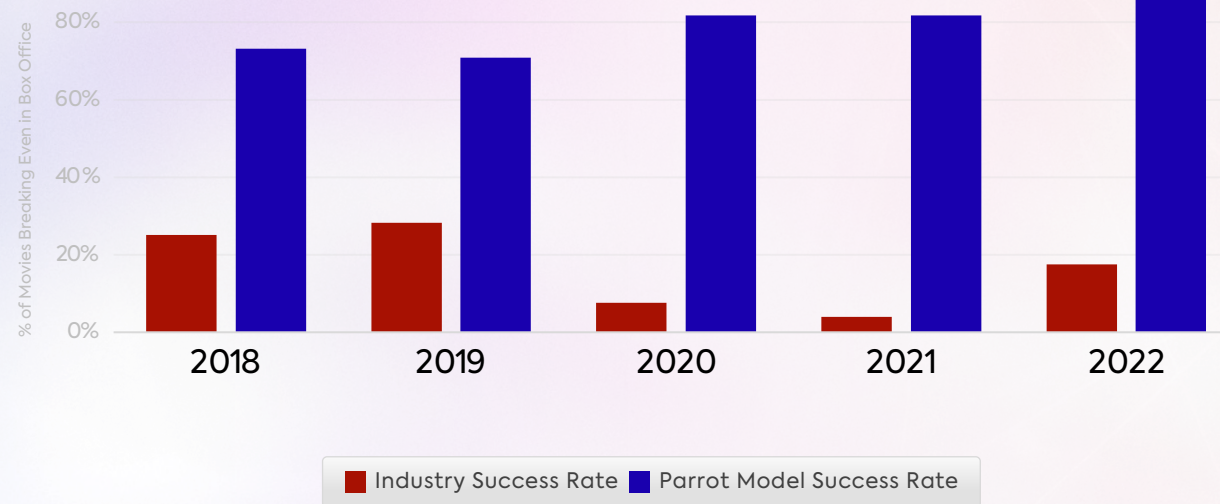
We applied a similar lens to **45,000+ movies**, defining success as breaking even at the box office (global gross surpassing production budget), and found profitable titles 400–700% more effectively than the industry average—while accurately flagging likely unprofitable releases 70–80% of the time.

These findings underscore how deeper audience-demand insights can mitigate risk and significantly boost a project's viability, enabling leaders to invest confidently in stories that truly resonate.

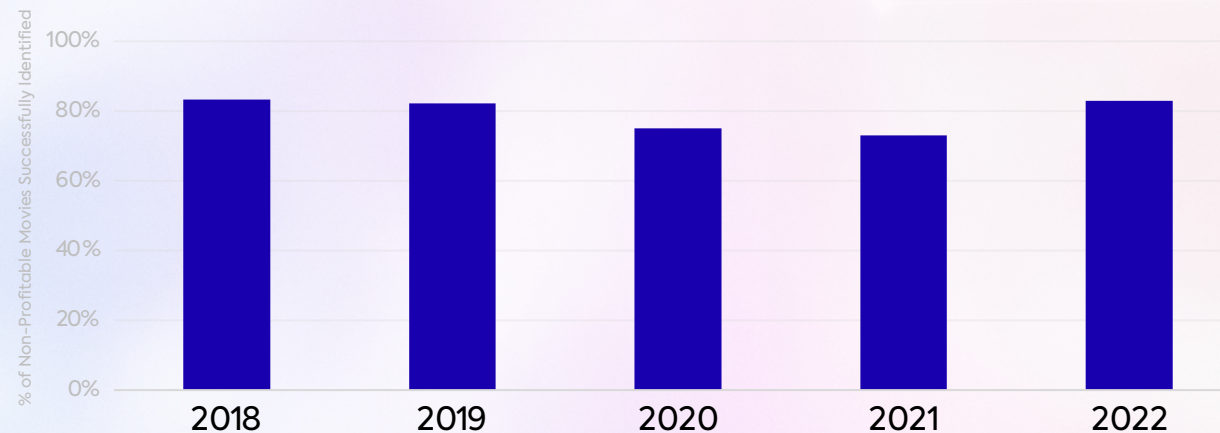
Concept Testing Against Industry Average:

- **70–90% accurate in predicting** whether a wide theatrical release film will break even.
- **80% accurate in identifying movies** that are unlikely to reach their break-even point.

Picking **Movie Successes** in Box Office at the Concept Stage



Identifying **Movie Failure** at the Concept Stage



FINANCING

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Getting the Deal Right

From choosing the right platform partner to projecting box office potential, knowing how viewers might respond can optimize licensing deals and investments. As deal structures grow increasingly complex – spanning multi-platform releases and revenue-sharing agreements – companies equipped with nuanced data gain a decisive advantage at the negotiating table.

By knowing precisely how a title might impact subscriber acquisition, retention, and broader catalog value, sellers can secure better deals and drive sustainable ROI.

Box office and subscriber value projections are no longer guesswork – **they're inputs to smarter dealmaking.**



Key Questions Industry Leaders Are Asking:

- Which distribution channel (theatrical, streaming, hybrid) will generate the highest ROI for my project?
- How can we forecast the retention, acquisition, and revenue potential of a title before greenlighting production?
- How can we mitigate financial risk in multi-platform deals, ensuring each release window contributes meaningfully to overall ROI?
- When extending a known IP or franchise, is the additional cost of licensing or talent justified by the forecasted revenue lift?
- What geographic markets or demographic segments offer untapped potential for co-financing or multi-territory releases?

FINANCING

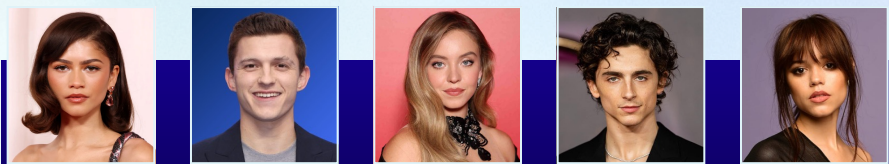
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Industry Spotlight

From Script to Sale: Packaging a Film with Predictable Payoff

An independent production company was in the packaging stage for an upcoming film and wanted to maximize its returns. Armed with a **strong script and several potential casting options**, the producers sought data-driven insights into how budget levels, casting mixes, and distribution pathways could collectively impact the film's ROI. Parrot Analytics insights were used to pitch to a streaming service.

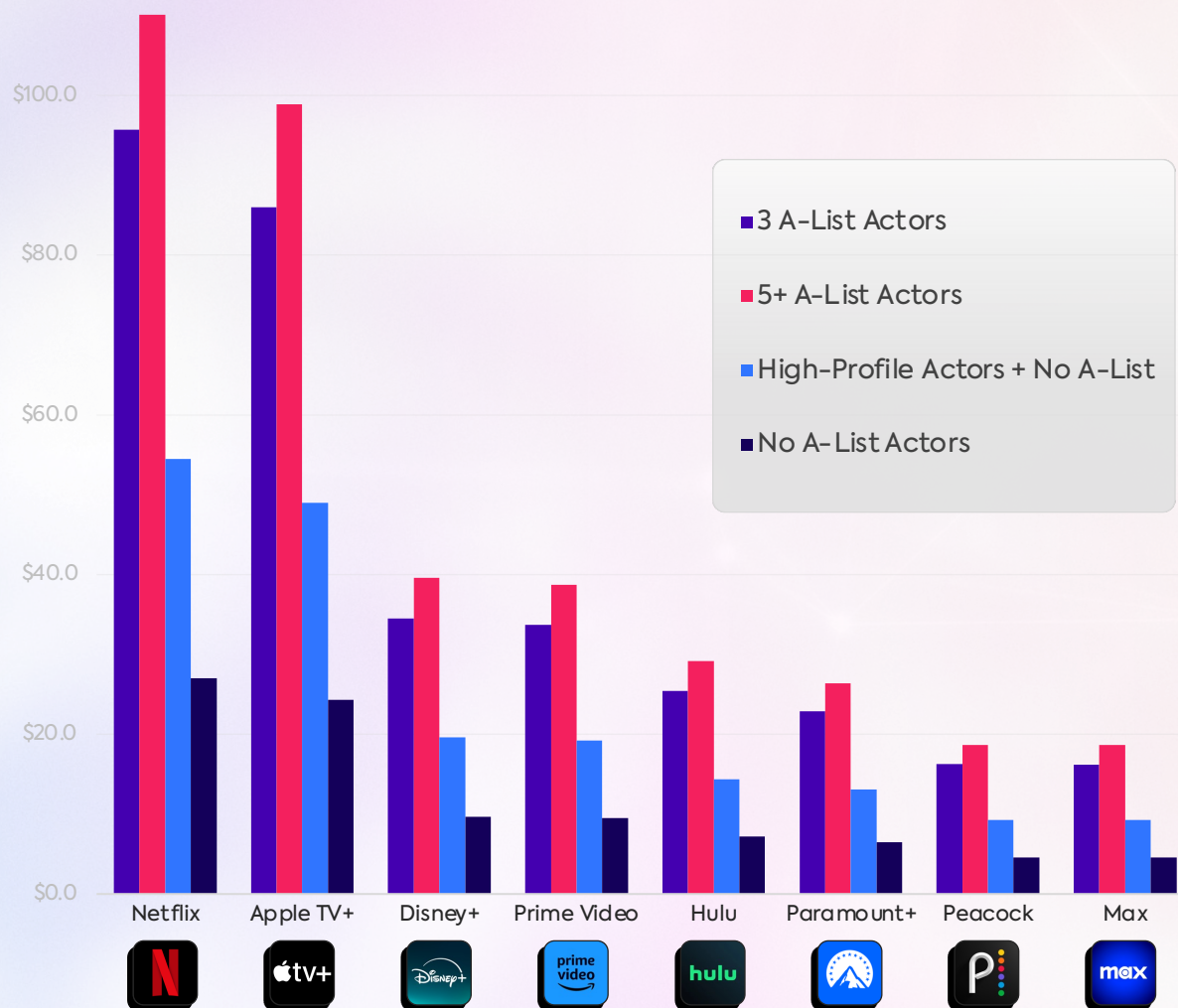
Challenge: The production company had a script and some potential casting options that they wanted to pitch to a streaming platform, but they didn't know how the different casting options would ultimately impact the ROI of the project.



Shown actors are for illustration purposes only. Anonymous client example.

Revenue Contribution of the Project by Platform (in \$M USD)

Global, 20 Year-License (4Q 2024 – 3Q 2044)



FINANCING

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Insight: Applying a data-driven approach that considered the key themes and storyline of the script as well as the demand of the actors, the production company was able to get insights into various casting scenarios: multiple, single or no high-profile actors.

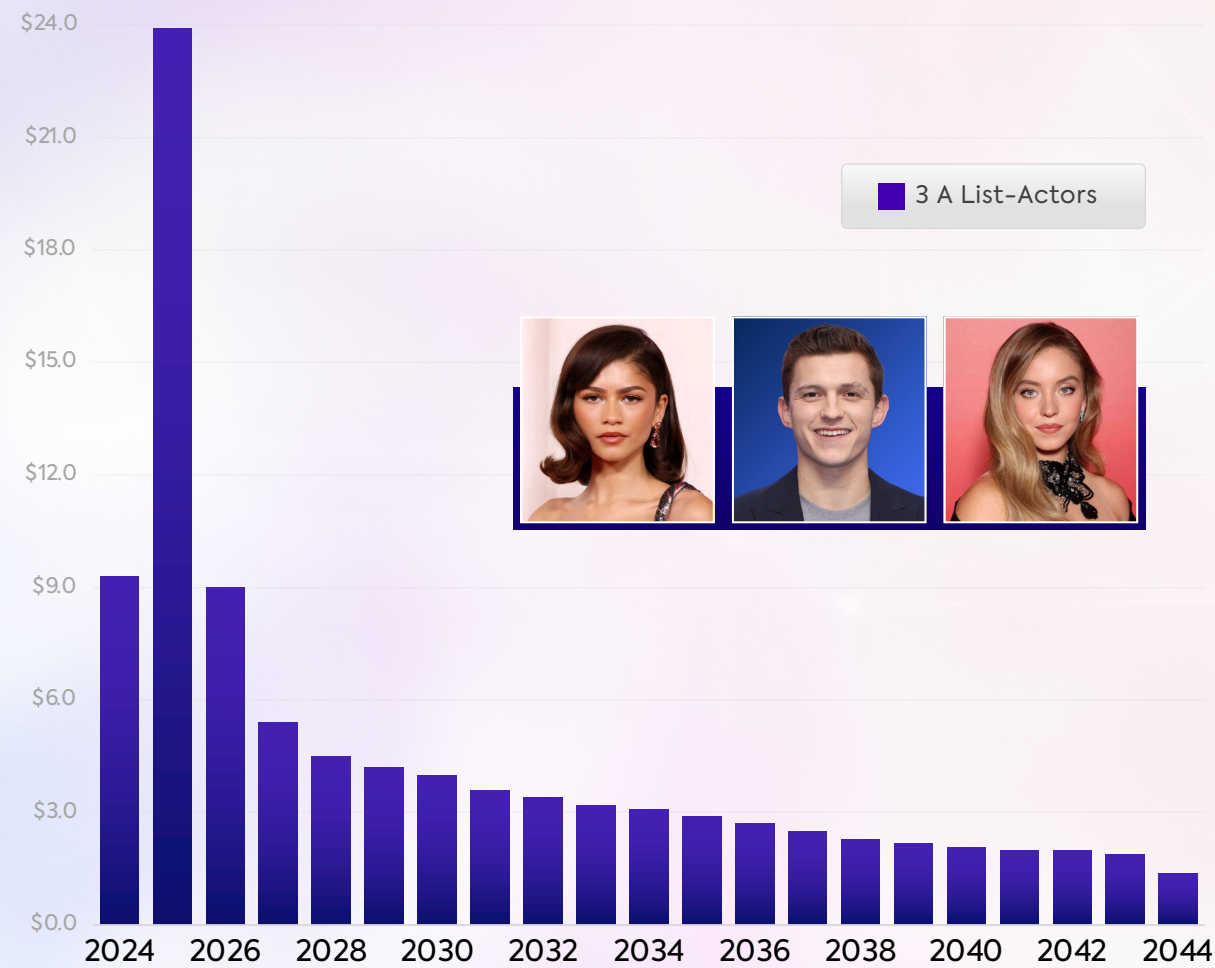
By quantifying each scenario across various streaming platforms, they could pinpoint the optimal casting blend and platform for maximum ROI. Using a long-term (20-year) revenue projection model, they also got deeper insights into the potential earnings for the targeted streaming platform to inform the licensing deal structure.

Box Office Forecast: The production company also evaluated domestic opening weekend performance under different cast and budget assumptions, incorporating the possibility of a short theatrical window before heading to on-demand services.

The production company’s project was successfully sold at a premium, achieving a sale price that was significantly higher than the production budget.

Revenue Contribution of the Project on Streaming Platform (in \$M USD)

Global, 20 Year-License (4Q 2024 – 3Q 2044)



PRODUCTION

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Making Every Dollar Count

During production, creative leaders must juggle talent selection, budgets, and timelines without compromising the creative vision. By using data-driven insights, they can prioritize investments that genuinely resonate with target audiences—whether it's securing the right on-screen talent, optimizing production schedules, or fine-tuning visual effects.

This approach ensures each dollar spent not only enhances storytelling but also increases the project's long-term profitability and audience appeal and can help in renewal negotiations and pitches.

What happens in production echoes far beyond the edit – affecting **cost, value, and renewal strategy**.



Key Questions Industry Leaders Are Asking:

- Which on-screen talent combinations will drive higher engagement, and can that guide casting decisions?
- Will casting an international actor increase the fandom of the show in the actor's country, and to what extent?
- Which actors or talent choices would provide the best 'lift' in terms of both audience interest and budget feasibility?
- How do we balance creative innovation with proven audience preferences, ensuring each decision enhances both storytelling and commercial viability?

PRODUCTION

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Industry Spotlight

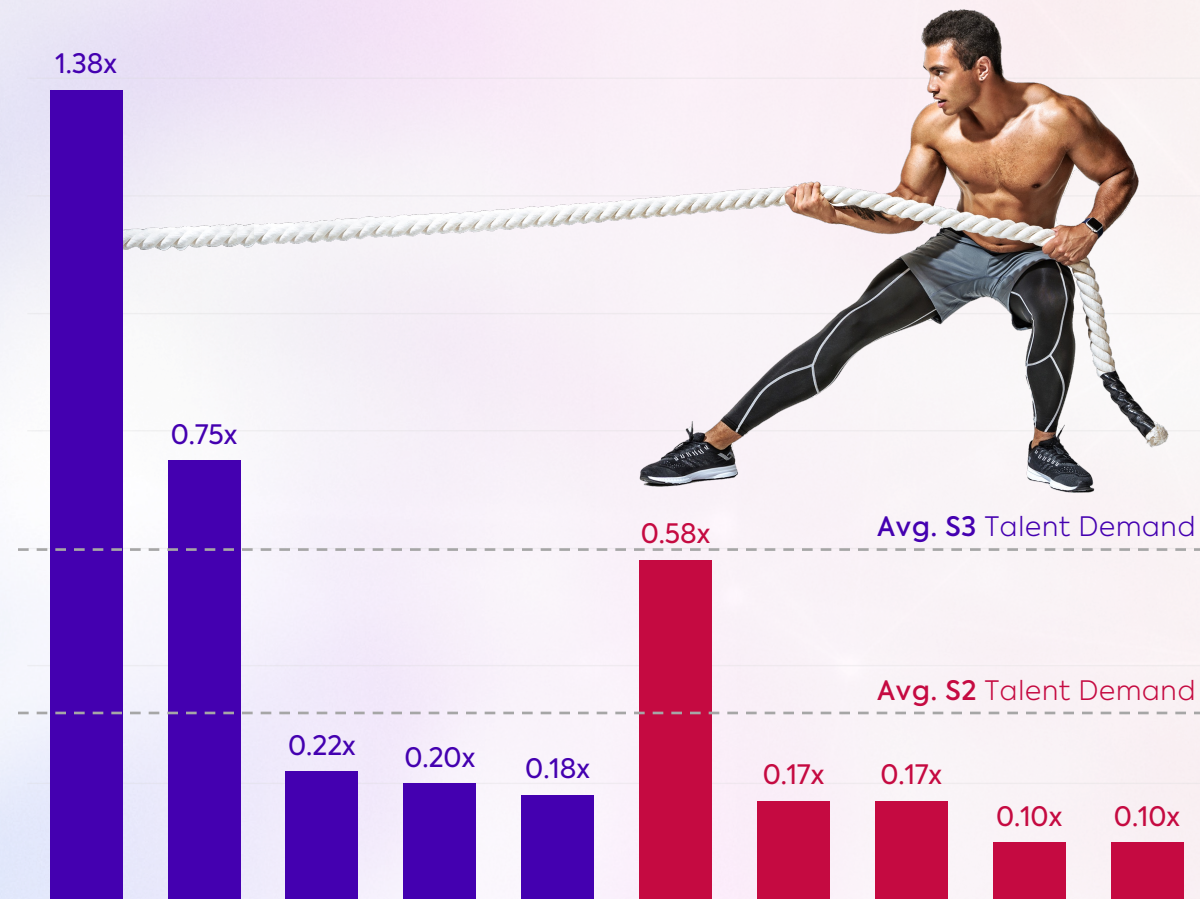
Talent Boosted Budget and Value for a Reality Competition Series

The creators behind a successful reality competition series aimed to level up both the budget and producer fees for the show's third season. They hypothesized that adding leading international talent would expand the show's global reach, thereby increasing its overall value to the platform's subscription base and potential advertisers.

By quantitatively demonstrating how these cast additions would elevate audience demand worldwide, the producers were able to negotiate higher budget and producer fees for the upcoming season.

Challenge: After two successful seasons, the production team believed adding globally recognized figures could unlock broader appeal and justify higher production costs. To secure streamer backing, they needed data proving that international talent would substantially boost domestic and international engagement.

Star Power Lift: Global Demand Comparison for Season 2 & Season 3 Talent



Expanding the sourcing of talent for Season 3 cast showed a **promising lift in global demand** for the series. The targeted talent for S3 showed demand levels that were, on average, **2.44x higher (+144%)** than the average global demand for S2 talent.

PRODUCTION

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Insight: Using granular audience demand data, Parrot Analytics projected how much incremental revenue the show could generate by featuring recognized international talent. This analysis included:

- **Global Star Power:** Certain cast additions projected a +144 % lift in worldwide demand.
- **Home-Market Surge:** Each new contestant was forecast to spike viewership—and monetizable streams—in their own territory.
- **Revenue Uplift:** “What-if” scenarios suggested annual series revenue could top \$120 M with the expanded cast.
- **Ad Premium:** Higher global watch-time translated into premium advertising rates and broader brand reach.

By proving the cast’s global pull, the producers secured a substantially higher budget, **with the streamer confident of matching revenue gains.**

Season 3 Lifetime Revenue Value Waterfall Model (in \$M)



Season 3 of the show is expected to **generate \$121M USD in revenue** for the streaming platform, using S1 as a starting baseline. It includes the impact of S2, content localization, casting of higher caliber & more international talent, & the S3 terminal value.

DISTRIBUTION

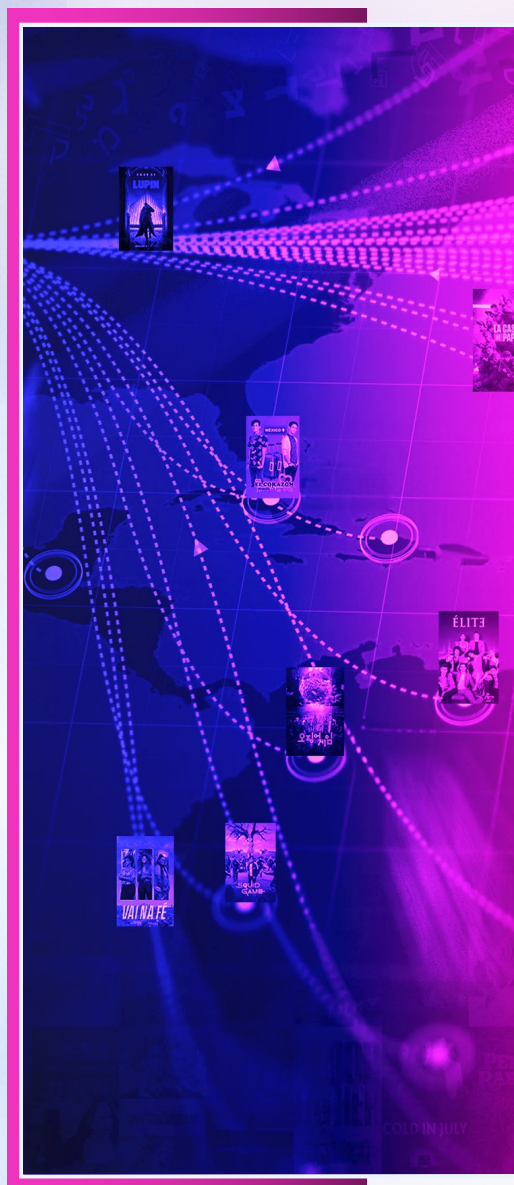
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

From Launch to Longevity

Selecting the right platforms and strategic release windows can dramatically elevate success and revenue potential. Well-timed rollouts ensure that each title meets audience demand at its peak – whether for an initial launch, ongoing renewal deal, or expansion into new territories.

Using granular data on existing catalog performance helps pinpoint which shows or films are poised for lucrative licensing renewals and uncover underexploited regions eager for fresh or previously unserved content.

The smartest teams **use data to release and renew where demand is growing** – not just where it's obvious.



Key Questions Industry Leaders Are Asking:

- Which underexploited markets offer untapped revenue potential or growing demand for existing content?
- Which platforms and territories promise the highest incremental revenue or subscriber lift for a given title?
- When is the optimal release window to capture peak audience interest and outpace competing content?
- How can we determine the most advantageous licensing terms or renewal deals based on current catalog performance and audience trends?
- What metrics indicate whether to prioritize exclusivity versus wider distribution across multiple platforms?

DISTRIBUTION

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

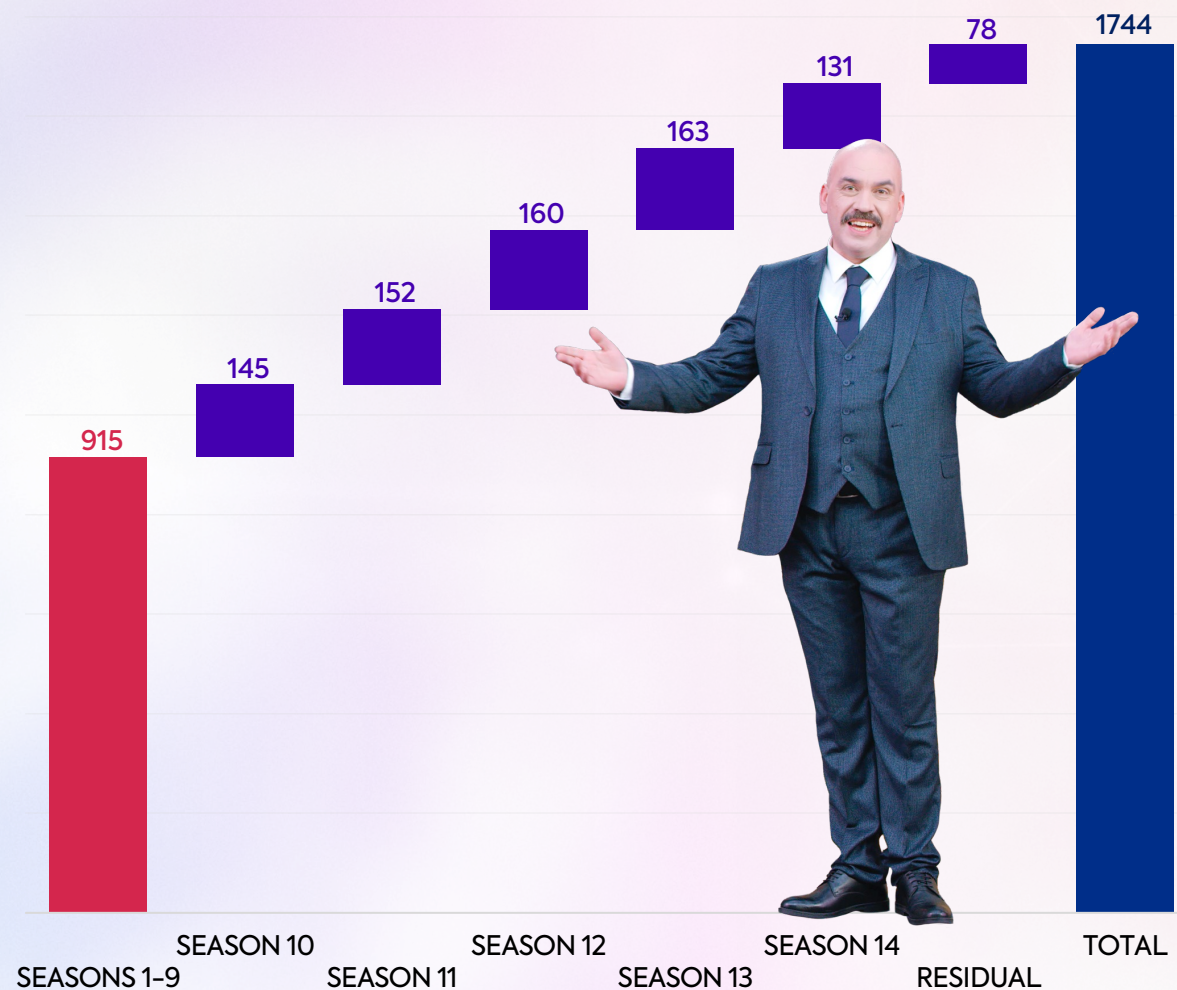
Industry Spotlight

When the Numbers Talk: Using Streaming Economics to Reshape a Renewal Deal

A production company behind a successful long-running comedy series faced a renewal offer from its distributor that undervalued the show's global performance – particularly in high-growth international markets. To strengthen their position, the team used detailed streaming economics data to highlight regional and episode-level demand. This helped them renegotiate improved deals with international subsidiaries, significantly increasing ROI.

Challenge: The original offer overlooked the show's surging streaming popularity and rising overseas viewership. To establish fair market value, the company needed neutral, in-depth analytics to support their case across finance, legal, and strategy teams in multiple territories.

Global **Revenue Contribution** to Streaming Platform (in \$M)



DISTRIBUTION

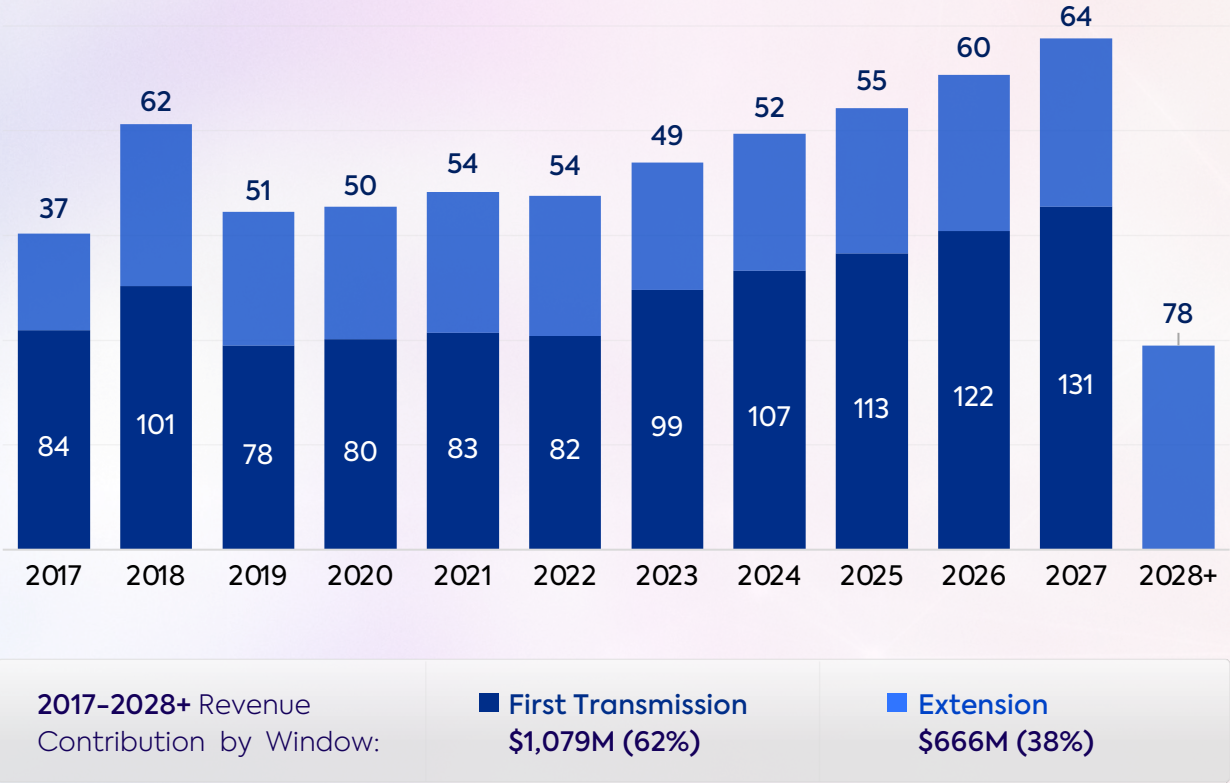
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Insight: A commissioned valuation report assessed global audience demand—measuring streaming consumption, search activity, and social media engagement—and linked it to subscription revenue across key regions. The analysis projected the show could generate over \$5.5 million per episode across a five-year period, highlighting its strong contribution to both domestic and international platforms.

The report also identified long-tail revenue potential from the show’s 270+ legacy episodes, which continue to reduce churn and maintain high engagement. Competitive benchmarking revealed that if licensed to a global competitor, the show would likely command even greater value, reinforcing its “must-have” status and strengthening the producers’ negotiating position.

The production company turned a single, low renewal offer into multiple territory-specific deals, significantly increasing total contract value—backed by data proving the show’s global impact on subscriber growth and retention.

Global Revenue Contribution to Streaming Platform (in \$M)



The valuation report showed that the next 5 seasons of the series will add **\$829 million dollars in global revenue** to the streaming platform, which will lift the contribution of the franchise from \$915M to \$1.7B,

Because of its outstanding longevity and freshness, the show generates 38% of its total revenue contribution from extension rights, versus 62% from first transmission.

MARKETING

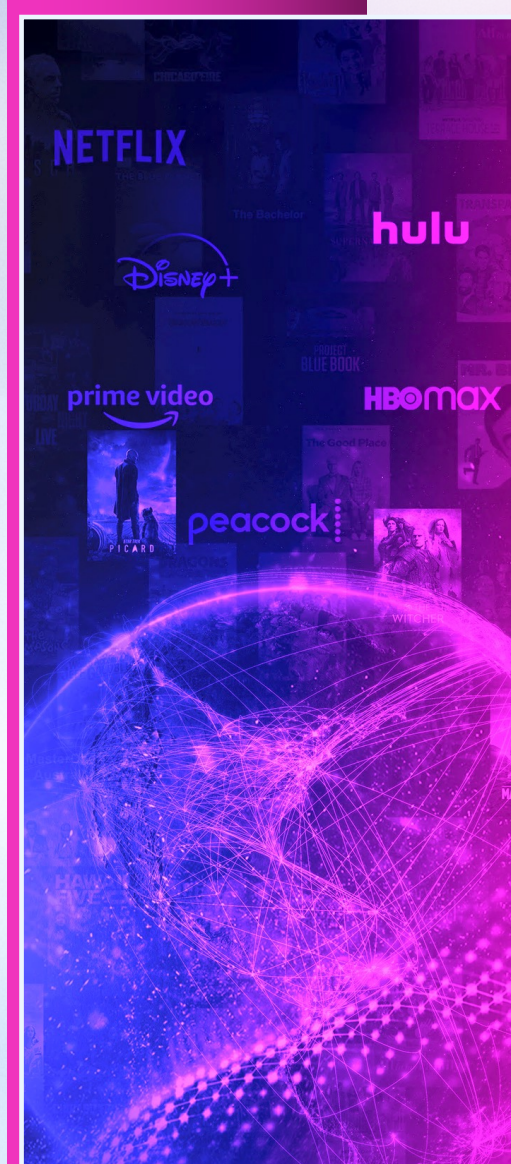
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

The Science of Standing Out

Marketing is no longer just about creating awareness – it's about positioning each title to cut through the noise and connect with audiences who will genuinely embrace it. Traditional campaign metrics can show impressions and clicks, but they rarely reveal why one demographic engages while another tunes out – or how competing releases, talent synergies, or partnership opportunities might shift the odds of success.

Data-driven insights solve for this complexity, enabling marketing teams to anticipate audience preferences, gauge the effect of star power, and adapt campaigns in real time.

High-impact marketing starts by mapping where fanbases overlap – **across talent, brands, and content.**



Key Questions Industry Leaders Are Asking:

- Which audience segments are most likely to convert, and how should we tailor messaging for each?
- How can we time our release to avoid overlap with competing titles targeting the same audience?
- Which brand or talent partnerships will best boost reach and credibility with shared fan bases?
- Are our marketing channels and creatives driving viewer action, and how can we improve mid-campaign?
- What new or adjacent audiences can we reach using data on sentiment, sharing, and past behavior?

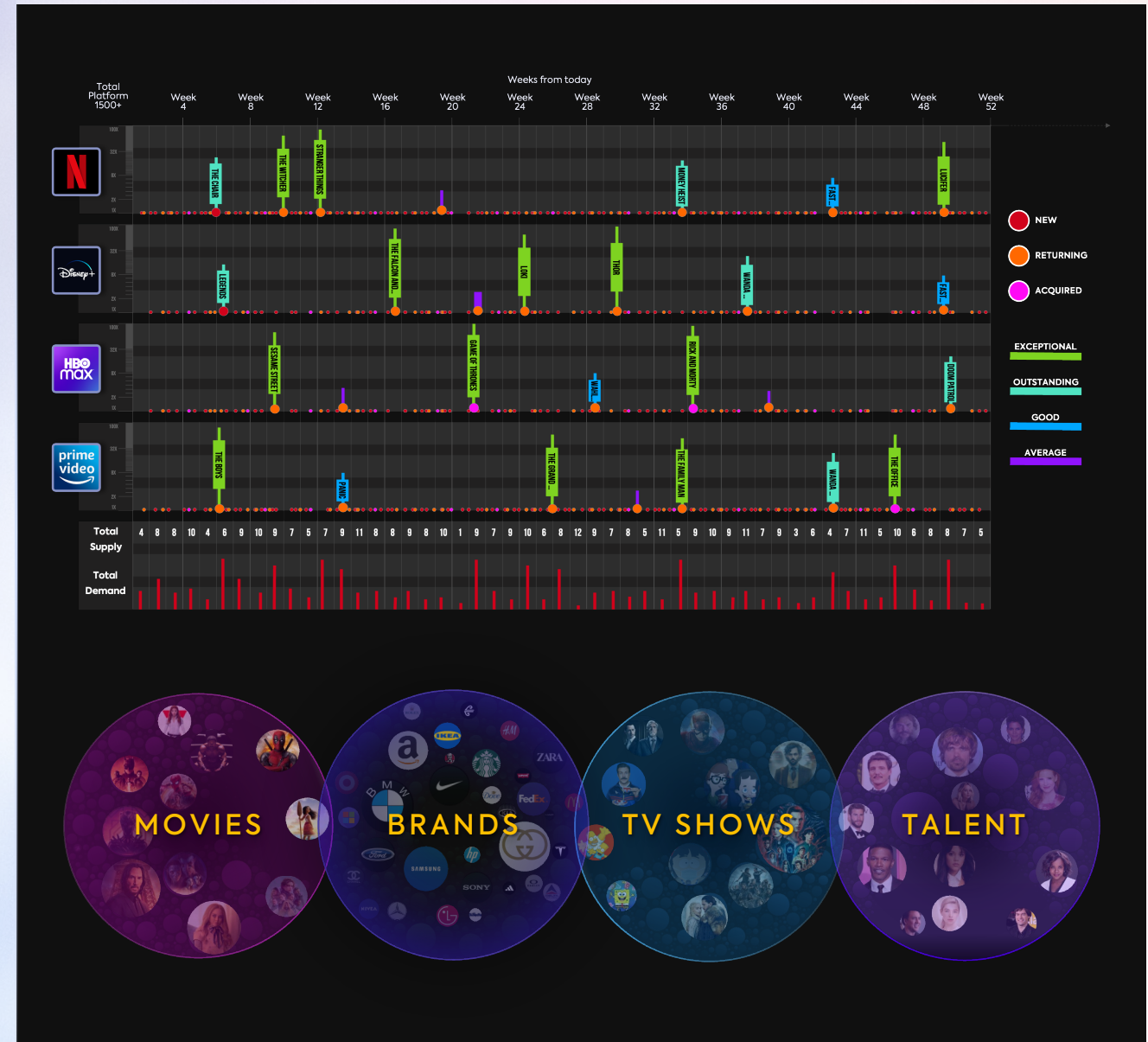
MARKETING

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Industry Spotlight

Data-driven Capabilities For Marketing Leaders

- **Release & Launch Planning:** Marketing teams are increasingly analyzing the competitive landscape to time releases more strategically. By identifying overlapping audience targets and clustering of similar content, they're able to avoid crowded windows and position campaigns for maximum visibility.
- **Brand, Content & Talent Affinity:** Understanding where fan bases intersect—between shows, genres, talent, and brands—is becoming a core input into sponsorship and partnership decisions. Marketers use this overlap to identify collaborations that feel authentic and are more likely to drive engagement across shared audiences.



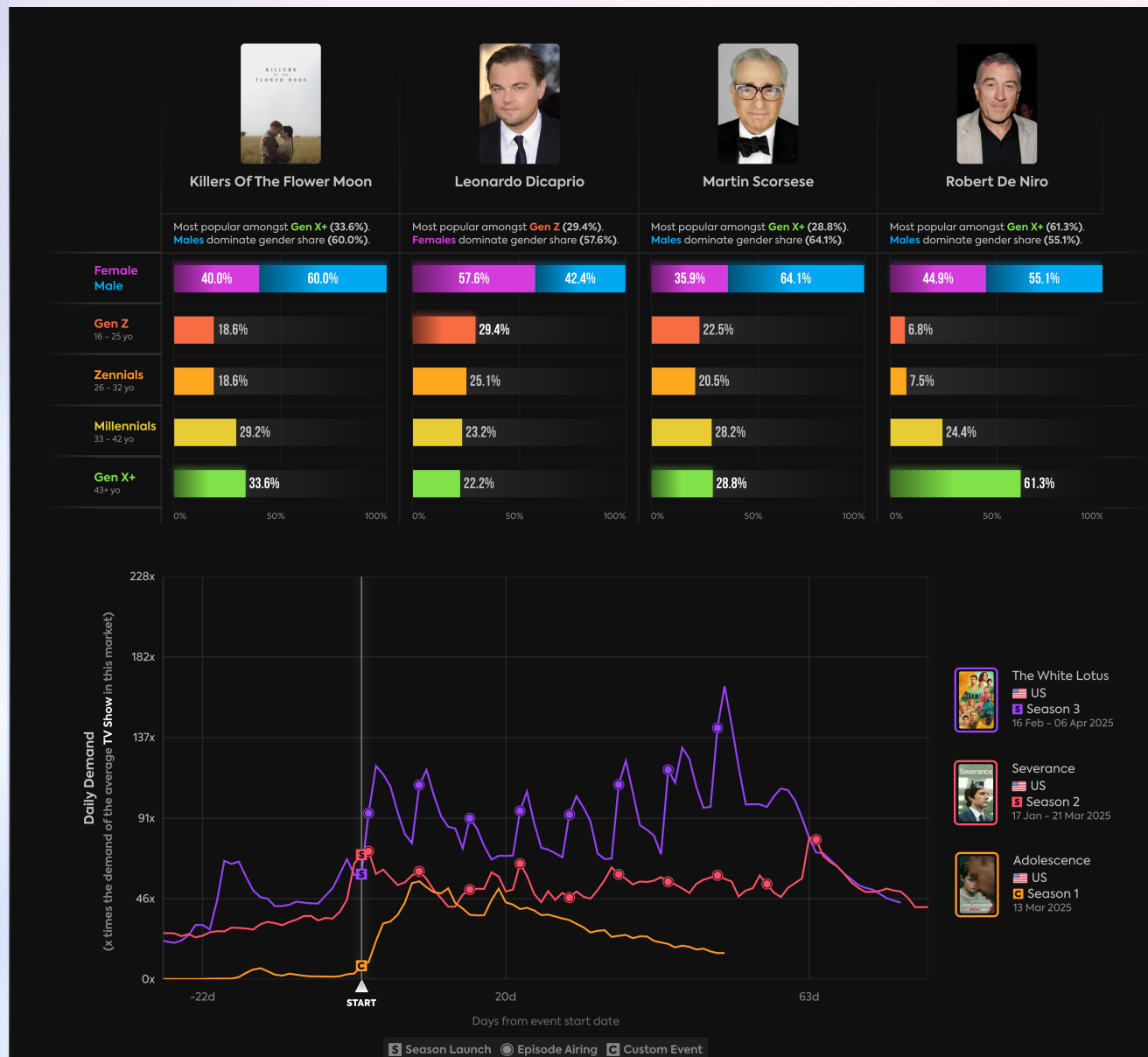
MARKETING

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

- **Talent & Content Synergies:** Campaign performance is increasingly evaluated in terms of how well an actor's fan base is activated around a release. Teams are assessing whether talent-driven audiences are converting and using that insight to expand reach into adjacent or under-tapped viewer segments.

For example, comparing Killers of the Flower Moon's audience with its talent's audience reveals that the film's audience skews male, while Leonardo DiCaprio's audience skews female. This presented an opportunity to leverage the actor's fanbase to broaden the film's appeal.

- **Release Benchmarking:** Marketing leaders are tracking audience behavior & sentiment throughout the campaign lifecycle – pre-release, during launch and post launch. These benchmarks help them adjust creative and channel strategies in real time, making promotional efforts more responsive to shifting audience signals.



PERFORMANCE

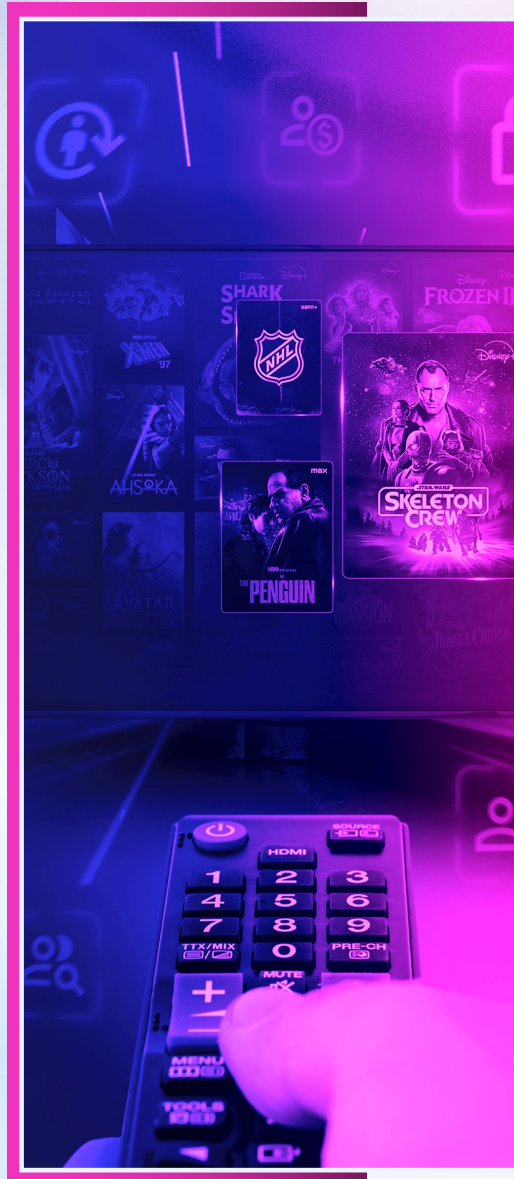
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Title Impact Beyond Views

Once a title is released, streaming economics become the primary yardstick – gauging whether it attracts new subscribers, retains existing viewers, or fuels ad revenue through increased engagement. Crucially, a single title can serve different strategic roles across platforms: on one service it might drive acquisition among a key demographic, while on another it solidifies loyalty among existing subscribers.

By unifying data on audience behaviors, revenue trends, and social sentiment, executives can evaluate how each title meets strategic goals, pinpoint areas for expansion (e.g., spin-offs or merchandise), and continuously refine their approach.

Understanding a **title's economic role** – on each platform – is essential to expanding its impact.



Key Questions Industry Leaders Are Asking:

- What specific audience segments does this title attract, and does it drive new subscribers or keep existing subscribers engaged longer?
- Which demographic or regional variations indicate that the same content plays a different strategic role (e.g., acquisition vs. retention) across multiple platforms?
- How does the title's contribution to overall engagement and catalog depth compare with other flagship or long-tail titles in the library?
- What insights can be gleaned from viewing patterns, social sentiment, and user feedback to guide potential spin-offs, merchandising, or broader franchise expansion?

PERFORMANCE

DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Industry Spotlight

Bridgerton vs. Outlander A Streaming Economics Perspective

While both **Bridgerton** & **Outlander** are period romances, they've demonstrated very different economic roles on Netflix. Bridgerton is a Netflix exclusive, designed to draw in new viewers with its buzzworthy appeal. By contrast, Outlander—available on multiple streaming platforms—plays a more nuanced role on Netflix, leaning heavily toward retention: It keeps existing subscribers engaged through a dedicated fan base that eagerly follows each new season or re-watches past episodes.



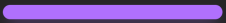


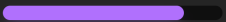
Acquisition vs. Retention: A single show can play distinct strategic roles on different services, but on Netflix specifically, Bridgerton leans into boosting net-new subscribers while Outlander serves to engage the existing user base.

Licensing Implications: For platforms aiming to drive sign-ups, securing an exclusive hit like Bridgerton may command a premium. Meanwhile, a known retention driver, even if non-exclusive, can still offer substantial value.

Why it matters:

- **Monetization:** Whether a title pulls in newcomers or secures loyalty determines how much a platform may be willing to invest (or reinvest) in future seasons.
- **Platform Differentiation:** Exclusive, high-visibility hits bolster brand identity, while multi-platform shows can maintain steady viewership without blockbuster hype.
- **Evolving Strategy:** Analyzing what each show contributes—acquisition or retention—allows streaming services to fine-tune their content mix, promotional campaigns, and overall catalog strategy.

Bridgerton & Outlander's Acquisition & Retention Impact to Netflix UCAN, Q4 2024

Rank By Revenue ^	Q TV Shows	Acquired Users	Retained Users
46	 Outlander	 9.767K	 169.898K
61	 Bridgerton	 17.473K	 140.189K

PERFORMANCE

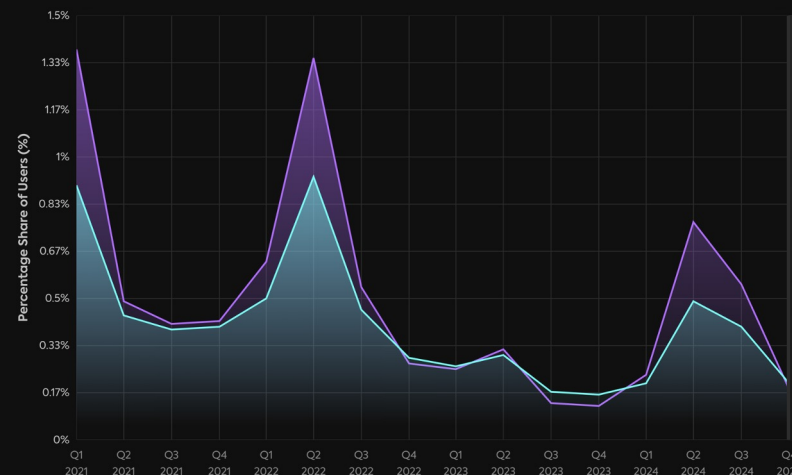
DEVELOPMENT · FINANCING · PRODUCTION · DISTRIBUTION · MARKETING · PERFORMANCE

Since its debut, **Bridgerton** has consistently served as a powerful acquisition driver for Netflix. Its global appeal, high production value, and strong cultural resonance have attracted large volumes of new subscribers with each season release. According to Parrot Analytics' Streaming Economics data, Bridgerton has generated more revenue for Netflix in the U.S. than any other period romance.

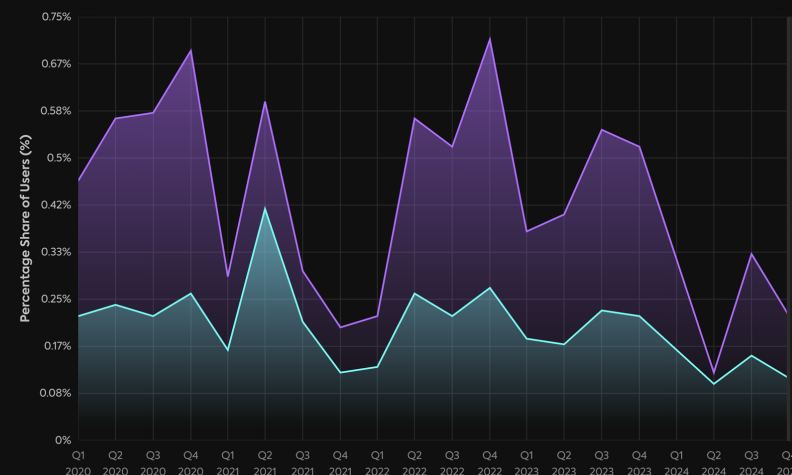


While **Outlander** is not exclusive to Netflix and is available across multiple platforms, it has delivered strong retention value within the Netflix ecosystem. The series' dedicated fanbase re-engages with the show season after season, contributing to sustained viewership and reducing churn. Parrot Analytics' data shows that Outlander consistently delivers long-tail value, helping stabilize engagement even outside of major release windows.

Bridgerton & Outlander's Acquisition & Retention Impact to Netflix UCAN, Q4 2024



Bridgerton drove **0.18%** of Netflix's user retentions, ranking #66 with 140.19K retained users, and contributed **0.2%** to new user acquisitions, ranking #30 with 17.47K new users in UCAN during Q4 2024.



Outlander drove **0.22%** of Netflix's user retentions, ranking #45 with 169.9K retained users and contributed **0.11%** to new user acquisitions, ranking #115 with 9.77K new users in UCAN during Q4 2024.

A Closer Look: Sports Programming

Rethinking Value Beyond the Live Window

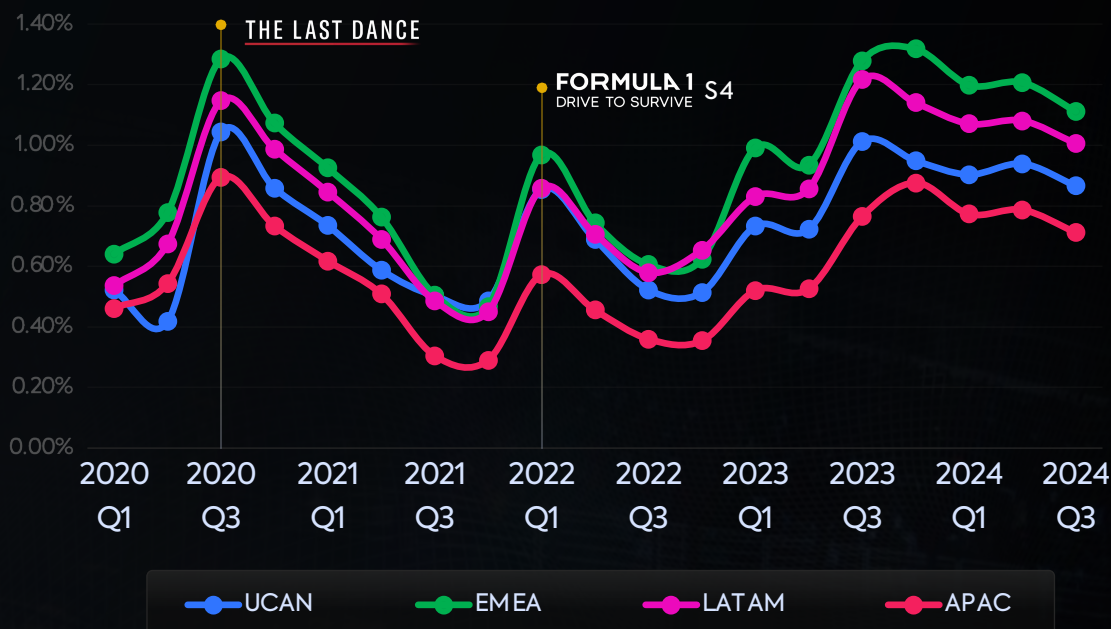
In the evolving economics of streaming, sports content occupies a unique position. Unlike scripted titles, which follow demand arcs shaped by discovery and virality, live sports commands real-time attention—but often at a steep cost. Yet the full value of sports programming isn't just in the game itself—it's in how platforms leverage that engagement to retain and activate fans across the calendar.

Sports as a Retention Anchor

Live events generate powerful short-term spikes in viewership, but their long-term ROI depends on how well that momentum is carried into the off-season. This is where sports-adjacent programming—like docuseries, athlete profiles, and behind-the-scenes content—comes into play. These titles sustain fandom, reduce churn, and deepen the emotional connection to a platform.

The value of sports content isn't limited to live viewership—it's what keeps fans coming back when the stadium lights are off.

Sports Docuseries Share of Netflix Regional Streaming Revenue
UCAN, Q1 2020 – Q4 2024



Case in point: Drive to Survive on Netflix

Though Netflix doesn't stream live Formula 1 races, Drive to Survive has significantly expanded F1's global reach. The series has introduced millions to the sport and kept fans engaged during the off-season, making it a strong retention tool.

According to Parrot Analytics, the show consistently delivers above-average retention value, especially with its timely seasonal drops. It has helped grow F1's fanbase in new markets like the U.S., while also strengthening Netflix's catalog with globally appealing, repeatable content that supports long-term subscriber loyalty.

A Closer Look: Sports Programming

Maximizing the Value of Sports Content

The success of “Drive to Survive” has clearly made Netflix even more bullish on Formula 1. It was recently reported that the company is thinking of bidding for the sport’s US live broadcast rights. For platforms looking to tap into sports audiences, documentary sports content is a way of doing this without having to pay the big dollars for the rights to live sports.

Even if the sports docuseries genre has not performed as well on other platforms as it has on Netflix, the relatively lower cost of producing documentary series compared with the high cost of live sports rights make these an appealing investment for streamers looking to attract and retain sports fans on their platform.

Sports Role in Streaming Economics:

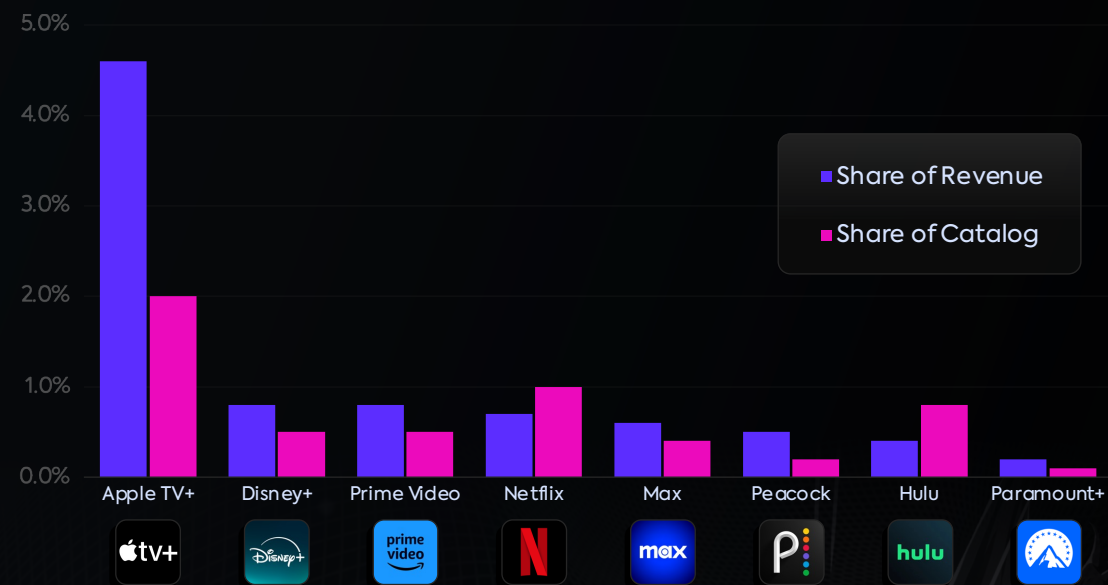
Acquisition: Premier events (e.g. championship finals or tentpole docs) drive new subscriber sign-ups.

Retention: Serialized docs and league-related formats help reduce churn by sustaining off-season engagement.

Strategic Extension: Franchises like Drive to Survive demonstrate how rights-adjacent content can amplify a platform’s brand without the cost of live rights.

Sports Docuseries Catalog vs. Streaming Revenue Share

UCAN, Q1 2020 – Q4 2024



Netflix Sets the Benchmark for Sports Docs’ ROI

Netflix and Hulu are the only platforms where sports documentaries’ share of subscriber revenue outpaces its share of catalog. This is largely driven by high performing outliers like “Drive to Survive” and “Welcome to Wrexham”. Across all platforms 0.72% of titles available to stream are sports docuseries and these are responsible for 0.74% of streaming revenue (i.e. roughly even performance).

However, if you exclude Netflix, the global supply share across the other seven platforms is 0.75%, with revenue share at 0.56%, highlighting that other platforms have not yet figured out how to make the genre deliver in the same way as Netflix.

Executing on the New Economics of Content

The path to smarter, more profitable decision-making starts with knowing where to focus. As content costs rise and competition intensifies, leaders must identify the specific points in the content lifecycle where better insights can deliver outsized returns.

From greenlighting the right concepts to fine-tuning release strategies, the goal isn't just to optimize each stage in isolation—but to align creative, financial, and strategic decisions around a clearer understanding of content value. The following actions outline how to move forward with a more data-informed, ROI-driven approach.



- **Pinpoint High-Impact Levers:** Take a hard look at your content lifecycle—from development to distribution—to identify where deeper insights can deliver the biggest lift. Whether you're improving IP selection, refining release windows, or strengthening your marketing spend, focusing on the stage with the greatest potential ROI makes every subsequent decision more impactful.
- **Marry Creative Vision with Data:** In an era of abundant choices, creativity and data are equally essential. Data-driven intelligence should guide decisions on which projects to fund, how to structure budgets, and which audience segments to target, while still leaving room for creative innovation and bold storytelling.
- **Harness AI and Advanced Analytics:** Recent breakthroughs in AI technology make it faster than ever to analyze large, unstructured datasets. This extends from real-time audience sentiment to nuanced forecasting on how different cast choices affect ROI.
- **Adopt a “Global” Mindset from Day One:** Rather than retrofitting shows or movies for overseas markets, plan for them from the outset. Identify which cultures and regions are primed for your content, partner with local talent or distributors, and sync marketing efforts globally to maximize cross-border opportunities.

Every content decision carries economic weight—the winners are those who know **where that value is created and captured.**

The Leader in Global Entertainment Analytics

Trusted by the World's Leading Media Brands

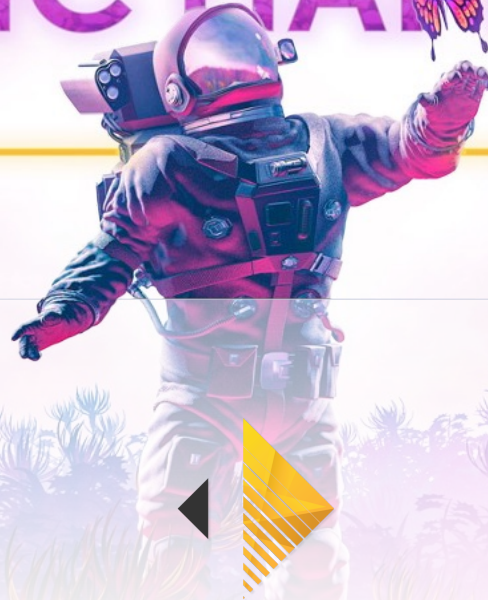
Parrot Analytics is the global leader in entertainment analytics. The company reveals the true value of content, talent and intellectual property through its industry expertise & proprietary datasets capturing **2B+ people globally**.

From production through to direct-to-consumer streaming, Parrot Analytics empowers the world's leading media and entertainment brands, to answer today's most complex industry questions about **content, talent, sports, IP and brands**.

Capabilities

- **Global Content Supply:** Parrot Analytics tracks more than 1 million TV shows & movies and 1 million talent across 2,000+ platforms in over 100 languages. Our extensive supply database includes 100 million+ metadata tags, offering unparalleled visibility into the evolving global content landscape.
- **Global Audience Demand:** We capture behavioral signals from over 2 billion people worldwide, incorporating first-party consumption data, search trends, social engagement, reading activity, and demographic insights. This provides a real-time view of how audiences connect with content, talent, and brands across every major market.
- **Concept Testing:** Parrot Analytics models "what-if" scenarios to predict the success of movies and TV projects. Our Concept Testing solutions evaluate casting, script, IP, and distribution strategies—projecting outcomes such as streaming revenue impact, subscriber acquisition and retention, and box office performance before major investment decisions are made.
- **Streaming Economics:** Our Streaming Economics datasets span both platform-level and title-level financial insights. This includes metrics like subscribers, churn, ARPU, as well as detailed evaluations of individual titles' contribution to acquisition, retention, and overall platform value.
- **Audience Solutions:** Our content, talent, and brand affinity datasets reveal audience interests, preferences, and engagement behaviors, empowering marketing leaders to optimize campaign targeting, sponsorship activations, and talent partnerships with precision.

When science meets art
MAGIC HAPPENS



PARROT
ANALYTICS

For more information & questions, visit

www.parrotanalytics.com