



# Ahead of the Trend: Data to Back Up the Pitch

January 2024



REALSCREEN



# Agenda

## Ahead of the Trend:

Data to Back up the Pitch, and Knowledge to Develop the Next Hit

---

- Global Trends in Unscripted Productions
  - Supply Trends by Platform
  - Global Demand for Unscripted Content
  - Travelability of Unscripted Content
  - Building Complementary Audiences
-



## The Problem

Existing audience measurement is outdated, panel-based, fragmented and disconnected from today's unit economics.

Empirical data is siloed. Even the largest D2C platforms only see a fraction of the complete audience picture.

**So, Hundreds of \$Billions in Media & Entertainment Decisions are Made Without a 360° View of Value.**

We Now Live In The Attention Economy

# Time Is The Most Valuable Resource On The Planet

“

At Netflix, we're competing for our customers' time.  
So we actually compete with sleep.

Reed Hastings | CEO Netflix

”

# Supply & Demand in the Attention Economy

CONTENT GENOME®

DEMAND RANK

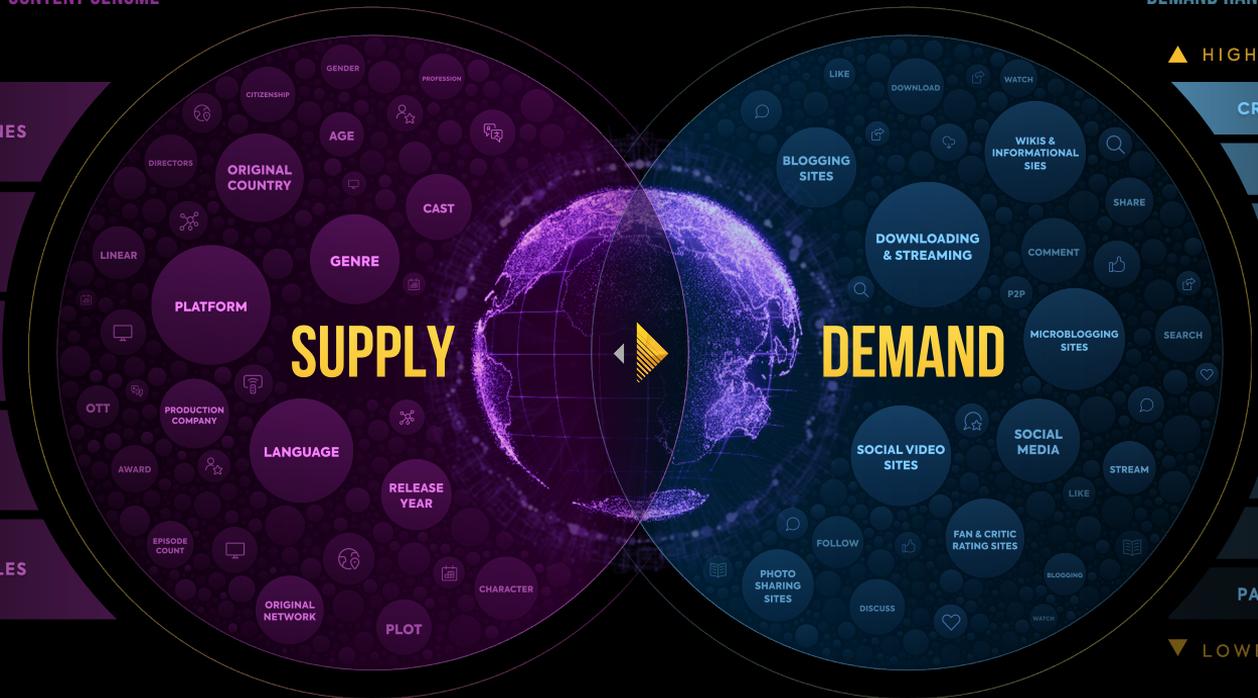
INTERNAL CREATIVE GENES

EXTERNAL INDUSTRY INFORMATION

SEASON & EPISODIC INFORMATION

EXTERNAL IDENTIFIERS TO PUBLIC DATA SOURCES

SOCIAL MEDIA HANDLES



▲ HIGHER WEIGHTING

CREATIVE PARTICIPATION

ACTIVE CONSUMPTION

DEEP RESEARCH

SOCIAL ENCOURAGEMENT

PUBLIC POSTING

EXPRESSING AN OPINION

SUBSCRIBING TO UPDATES

INDICATING INTEREST

PASSIVE IMPRESSIONS

▼ LOWER WEIGHTING

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

CONTENT SUPPLY ——— CAPTURING ——— AUDIENCE DEMAND

BEHAVIORAL DATA FROM  
2B+ CONSUMERS

# What is Incorporated in the Demand Metric?

We capture the world's largest audience behavior datasets



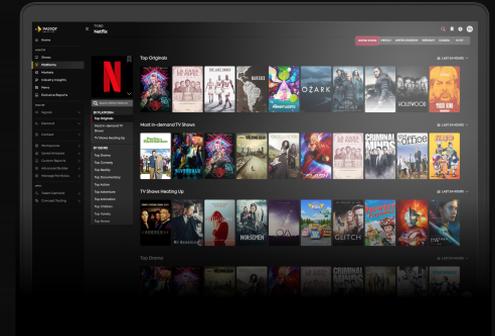
We clean, enrich, combine and analyze the data

Demand System:



We provide the world's only global audience demand measurement system

DEMAND360 Platform:

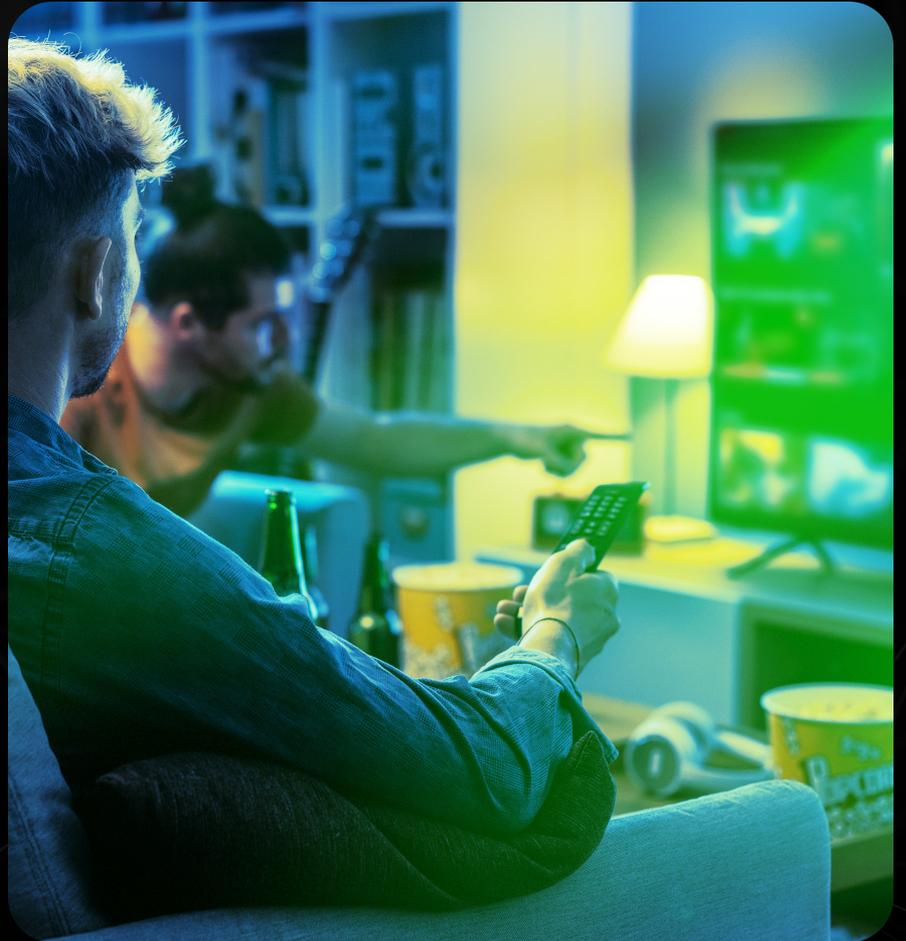


In all languages

In all markets

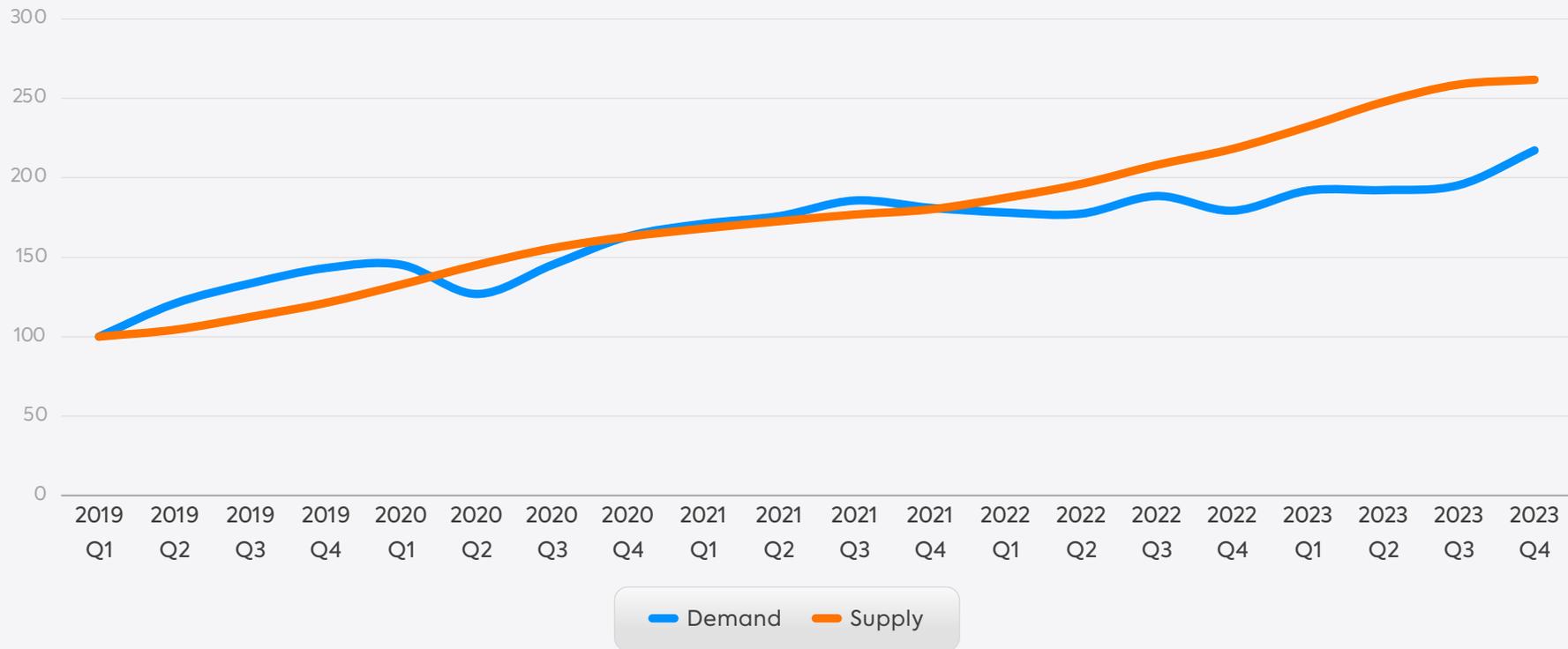
# Demand & Supply Fluctuations

---



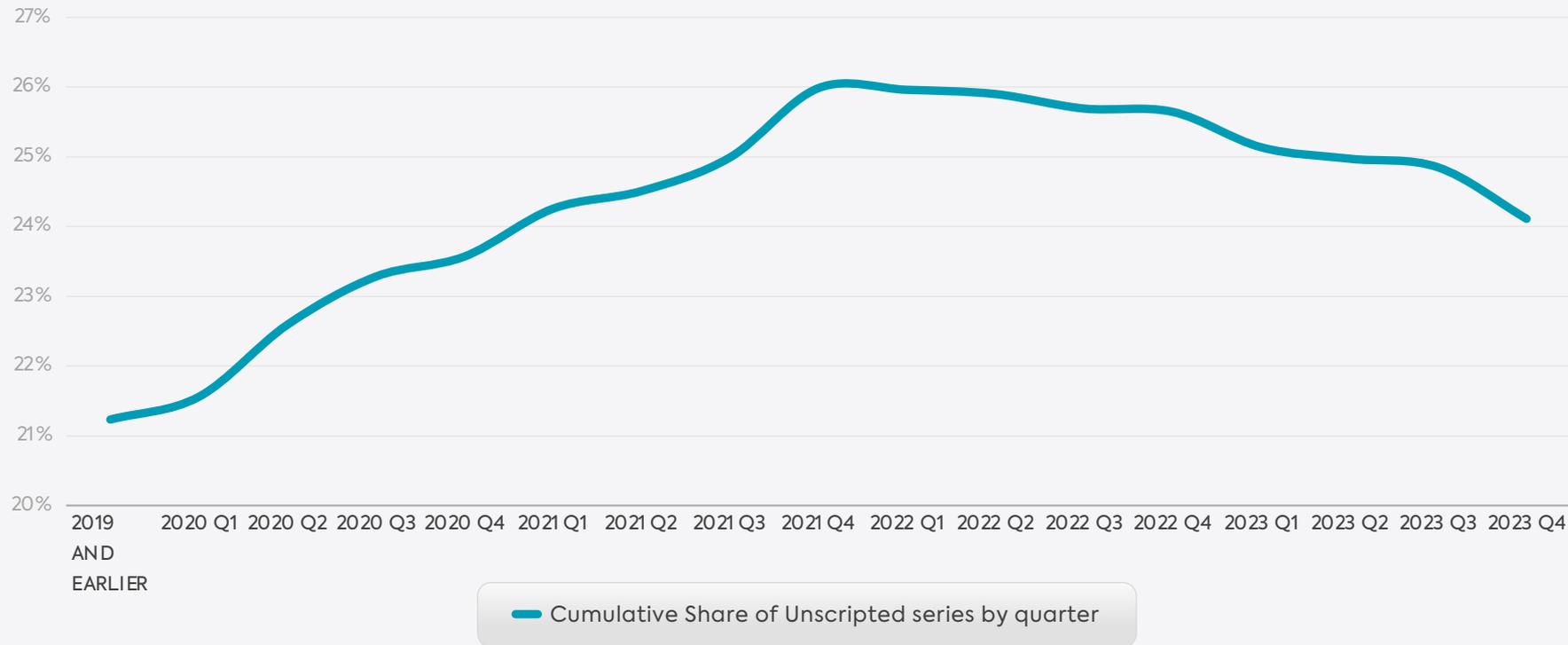
# Supply for unscripted content in the United States has started to outpace demand

Supply and Demand for Unscripted Content in the US (2019 – 2023)



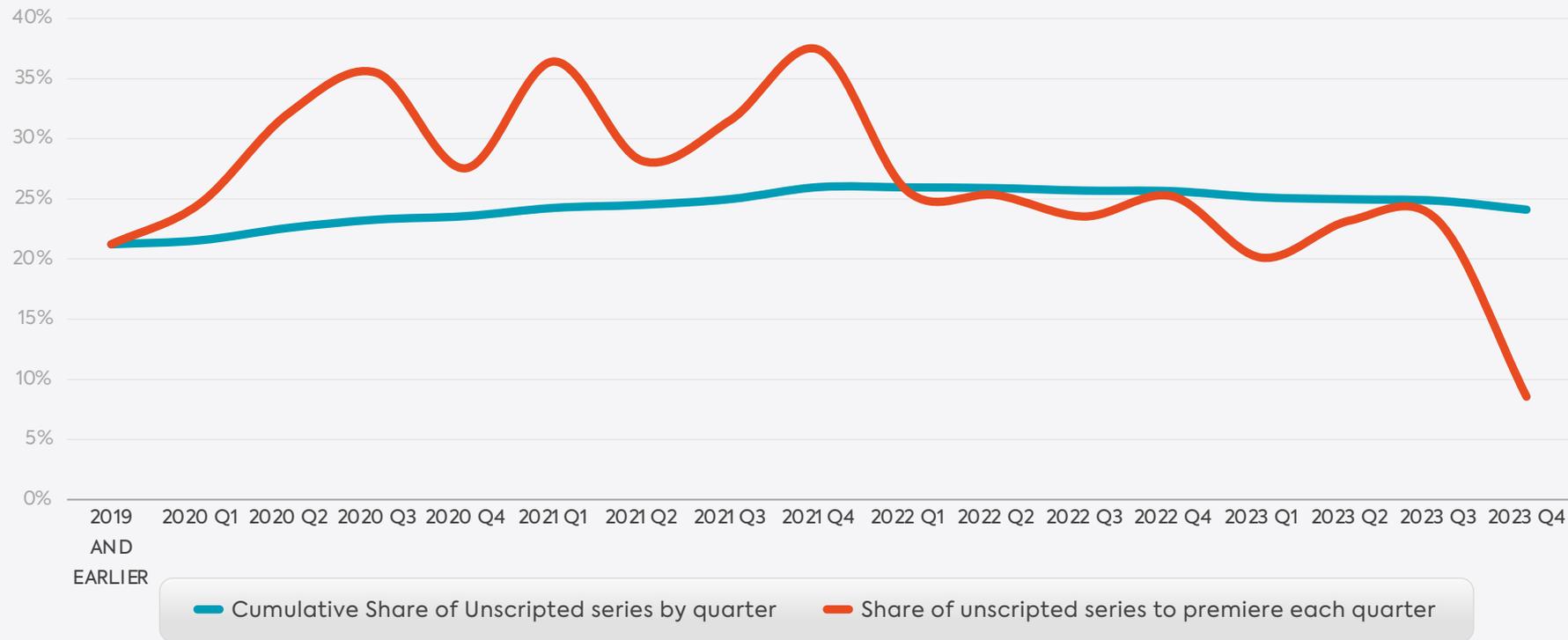
# We've started to see a pullback on content across the board, including the peak of unscripted series

Cumulative Share of Streaming Original Unscripted Series by Quarter



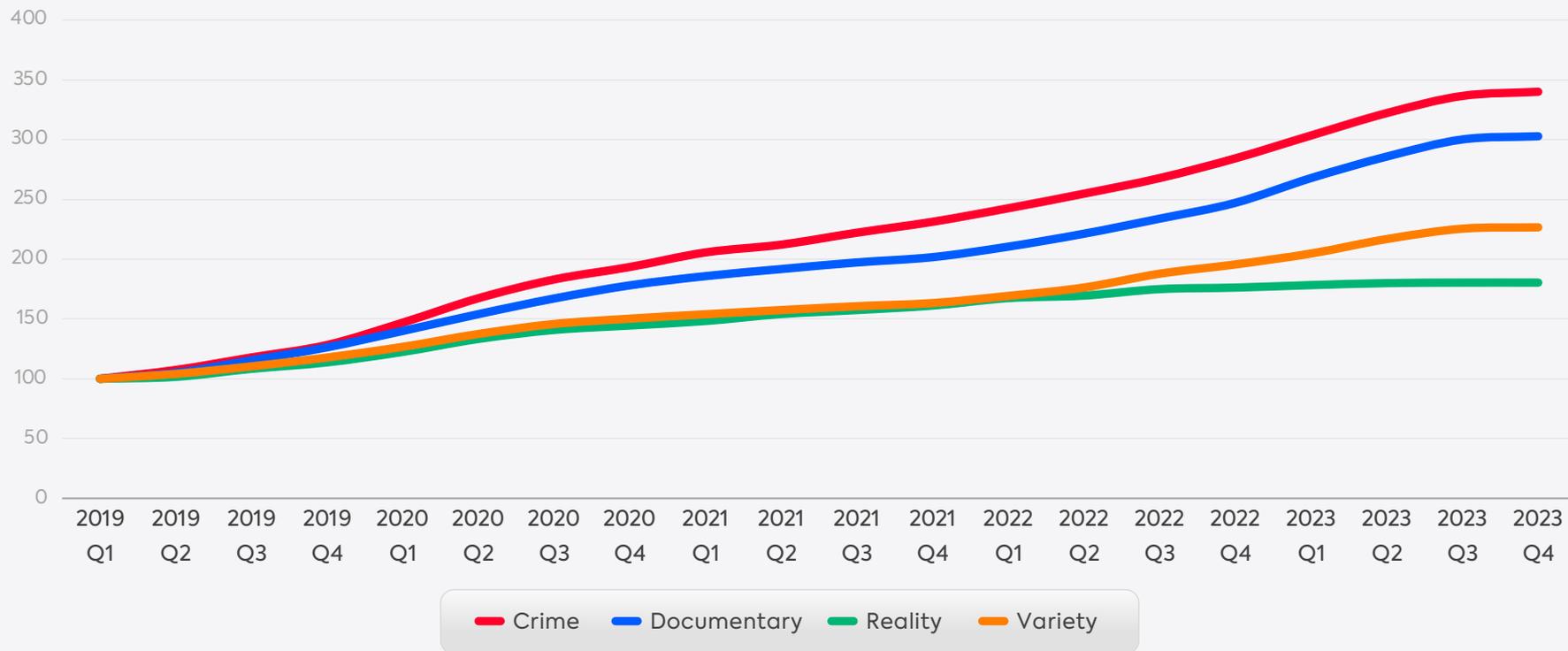
# Premieres of unscripted series on streaming started to dip in 2022 and plummeted in 2023

Cumulative and Quarterly Share of Streaming Original Unscripted Series



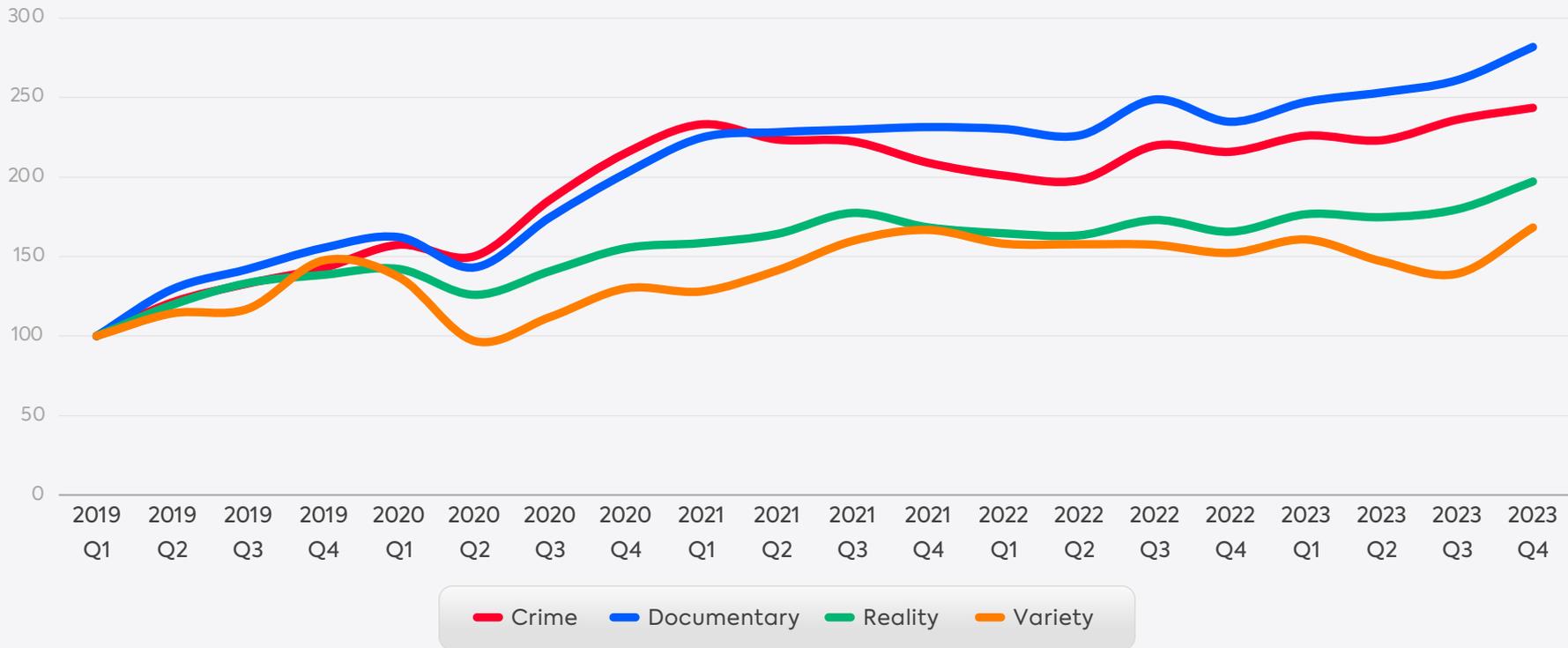
# Supply for unscripted crime documentary series has the highest level of supply, with reality programming indexing the lowest

Indexed Supply by Unscripted Sub-Genre



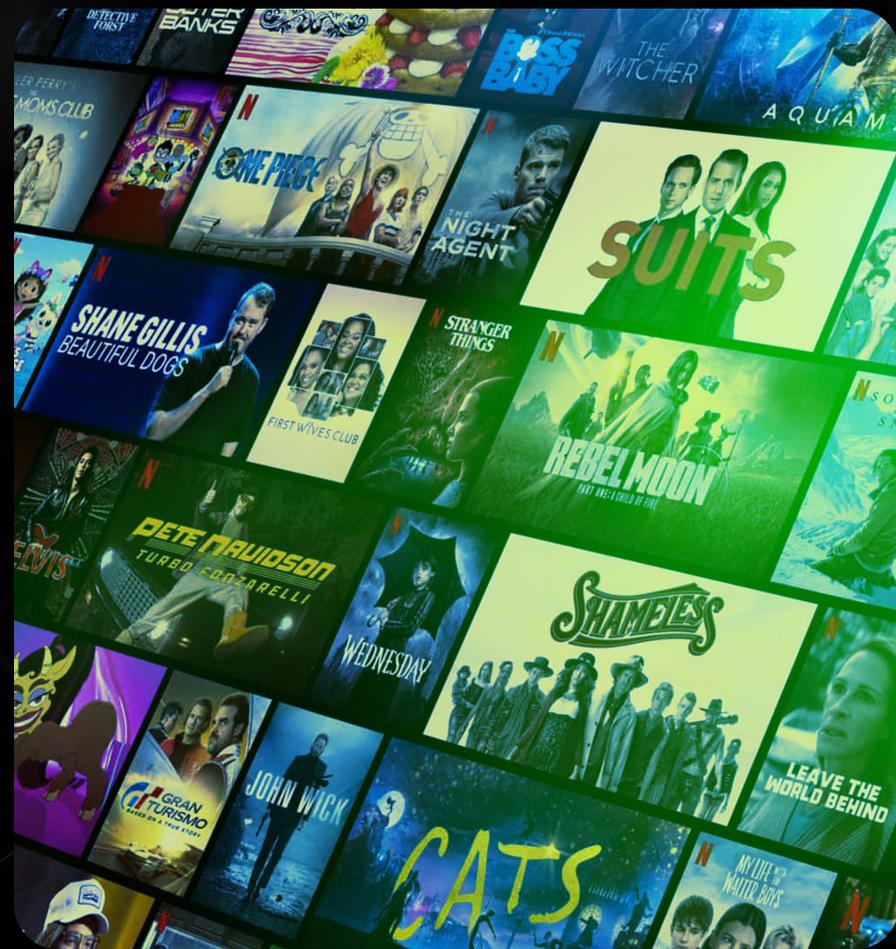
# But demand for non-crime documentary programming is higher than the supply, creating a strong white space opportunity

Indexed Demand for Unscripted Subgenres



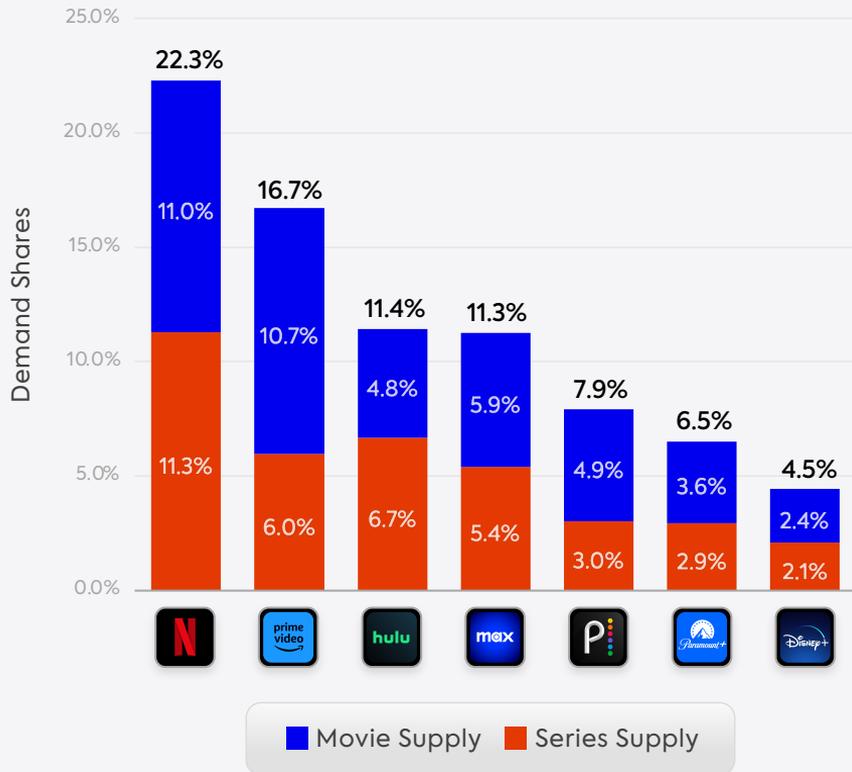
# Key Players in a Consolidating Market

---

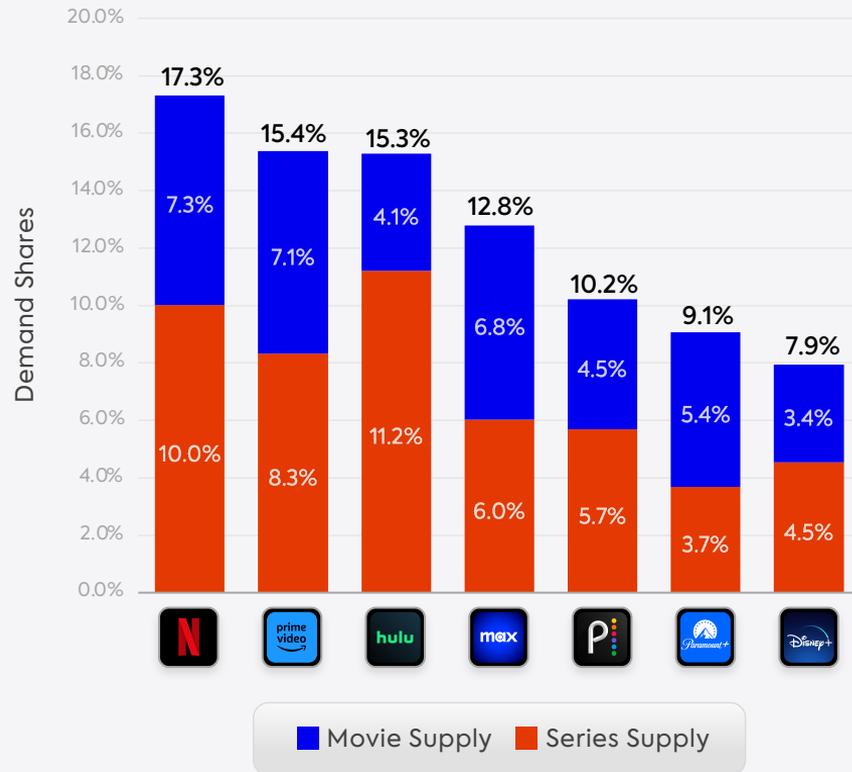


# TV Titles drive more demand with less titles

Total On-Platform **Supply** Shares  
(United States, Q3 2023)

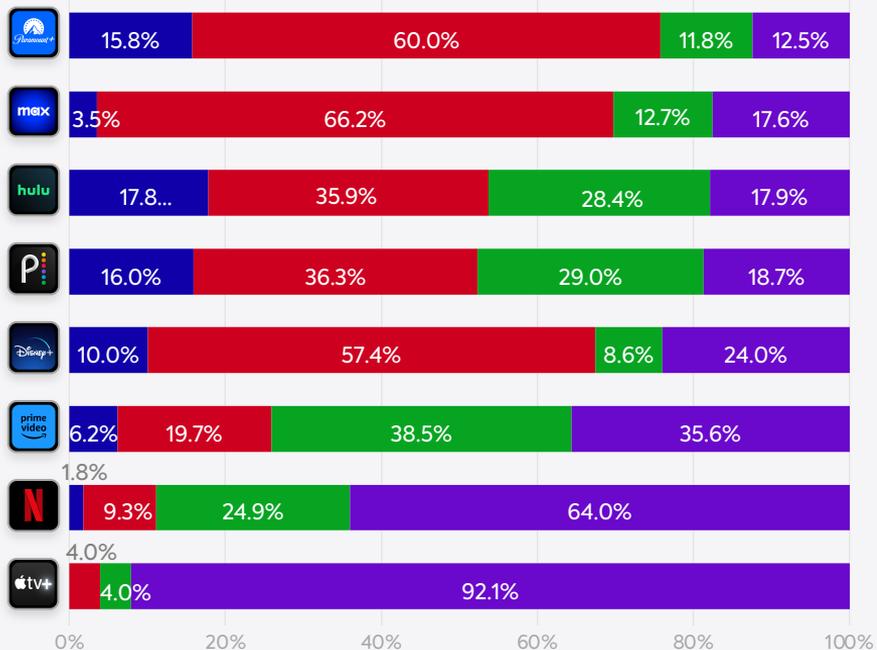


Total On-Platform **Demand** Shares  
(United States, Q3 2023)

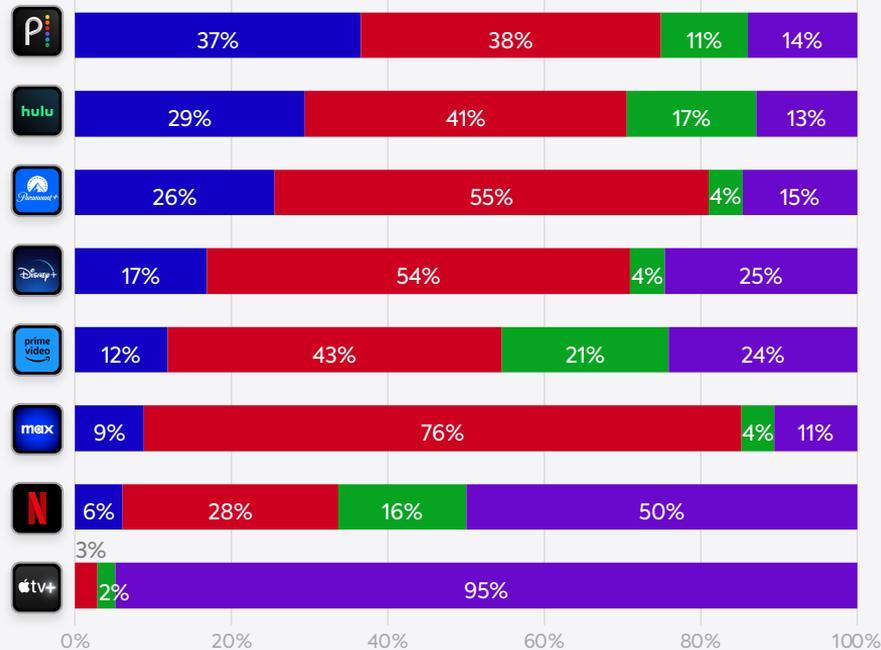


# Broadcast and cable titles work well for streaming

Platform Catalog **Supply** Shares by Original Release Type  
(United States, Q3 2023)



Platform Catalog **Demand** Shares by Original Release Type  
(United States, Q3 2023)

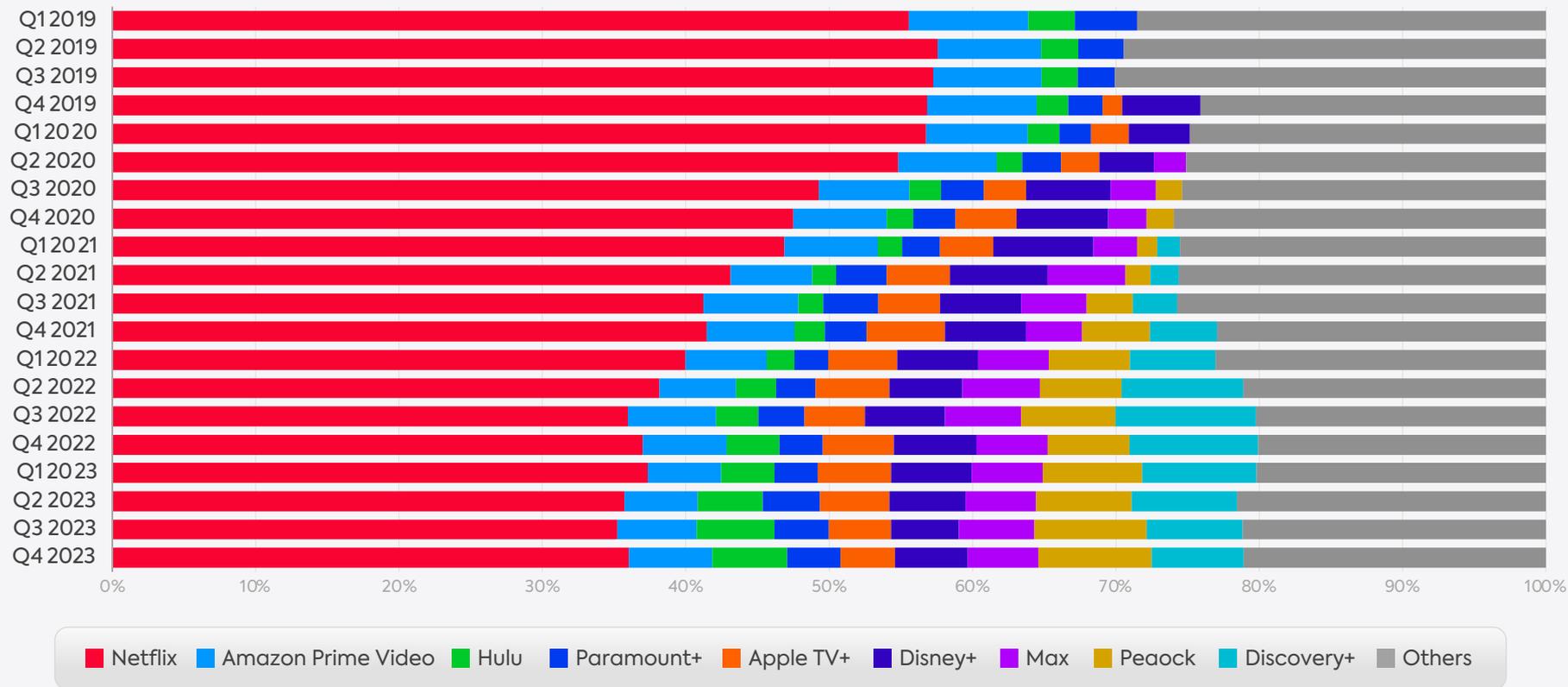


■ Broadcast ■ Cable ■ International ■ Streaming

■ Broadcast ■ Cable ■ International ■ Streaming

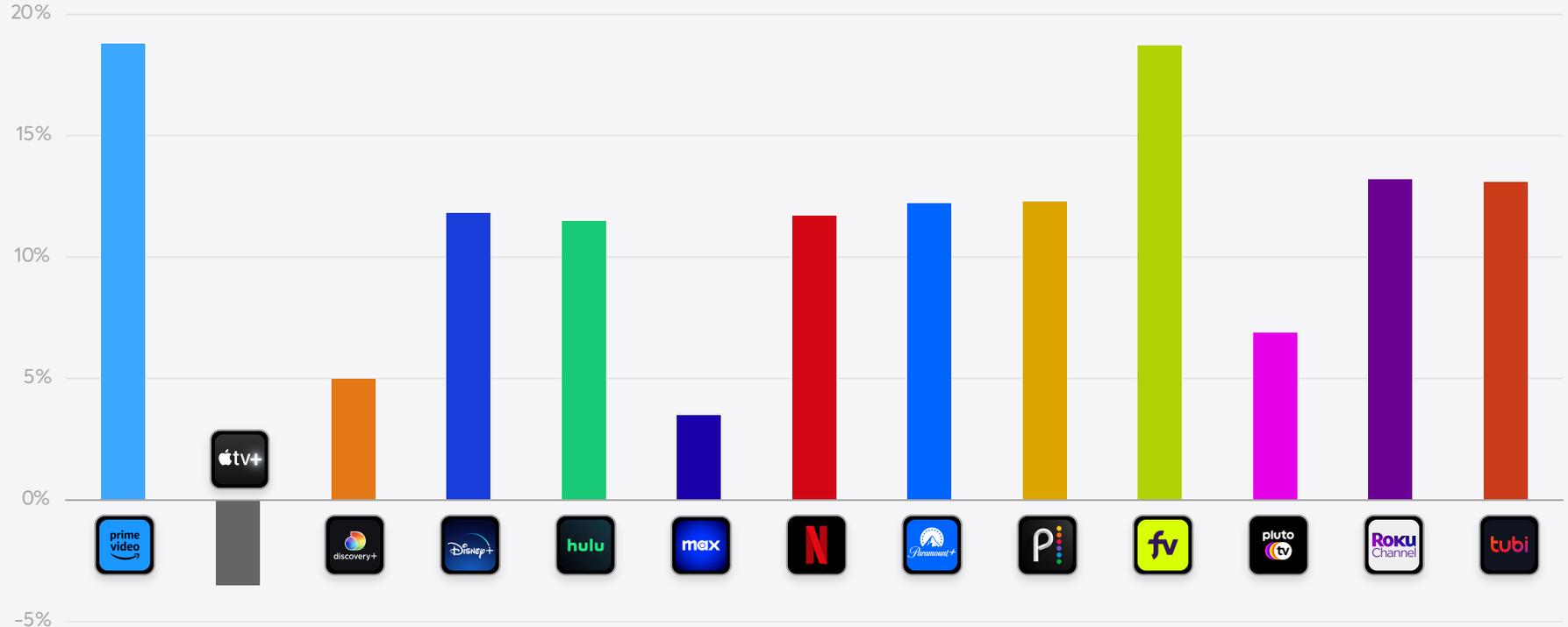
# Netflix has the highest share of demand for unscripted content in the US, but competition is starting to impact

Share of US Demand for Unscripted Original Series (Q1 2019 – Q4 2023)



# When looking at it on a platform by platform basis, there is increased demand for reality programming on FAST platforms

Demand for Reality Programming Based on Supply Levels



# This is further illustrated when looking at the supply and demand for unscripted programming in general across all platforms

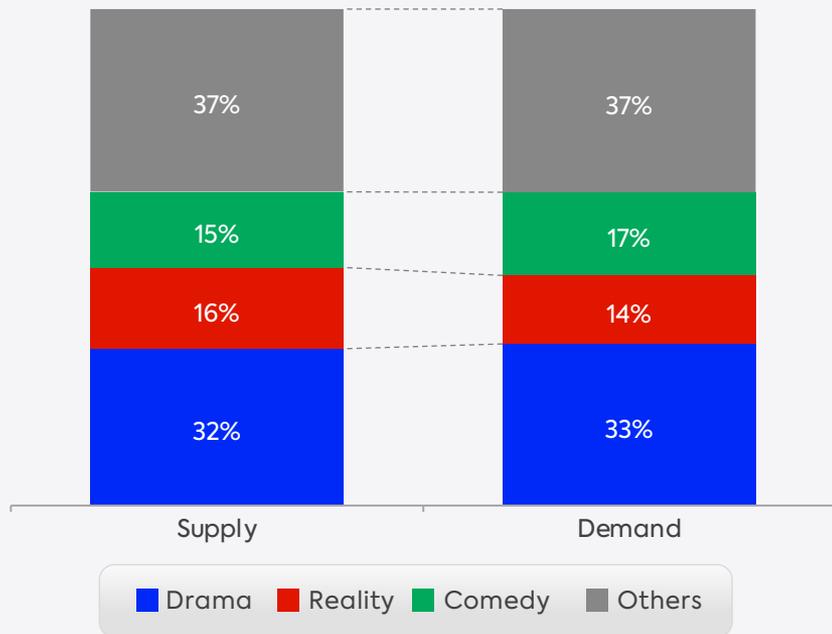
Share of on-platform supply & demand for unscripted content (US, Q4 2023)



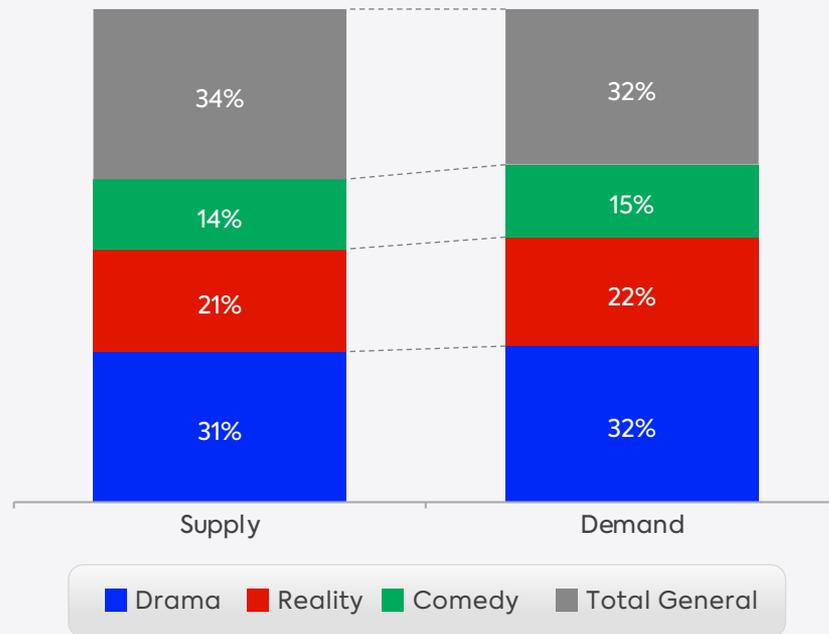
# In addition, SVOD and FAST platforms focus on offering the same genres, which at the same time generate the most demand

Share of Supply and Demand by Genre | US | 3Q'23

**SVOD Platforms**  
(NETFLIX, PRIME VIDEO, MAX, PARAMOUNT+, HULU, PEAOCOCK)



**FAST Platforms**  
(FREEVEE, ROKU, TUBI, PLUTO TV)



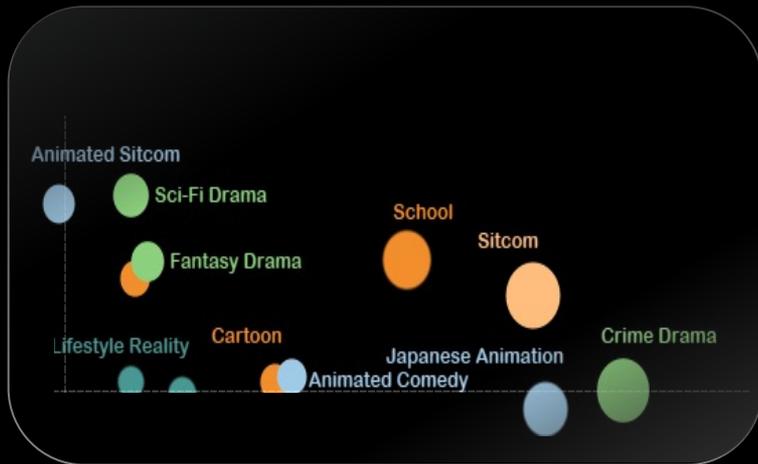
# Compared to SVOD, Reality shows gain more relevance among FAST platforms

Strong Subgenres Performers | FAST vs SVOD Platforms | US | 3Q 2023

## Strong-performing SUBGENRES COMPARISON SVOD vs FAST

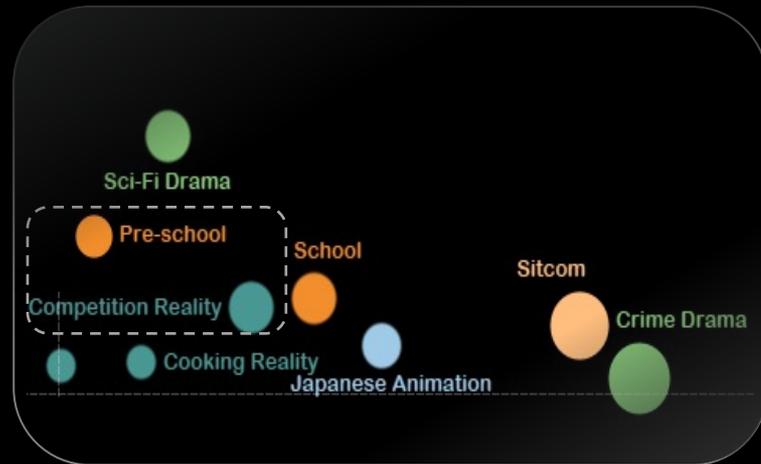
### SVOD Platforms

(NETFLIX, PRIME VIDEO, MAX, PARAMOUNT+, HULU, PEACOCK)



### FAST Platforms

(FREEVEE, ROKU, TUBI, PLUTO TV)



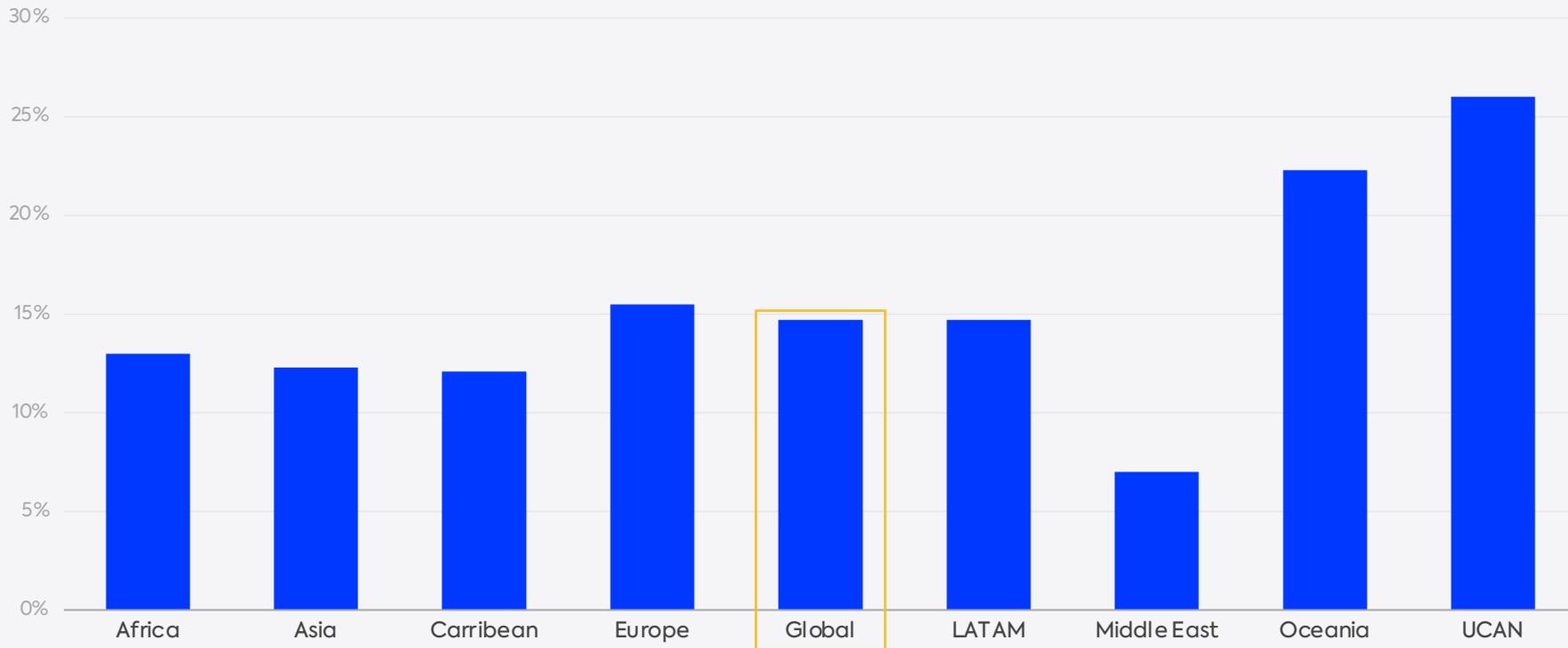
# Whitespace Opportunities for Subgenres

---



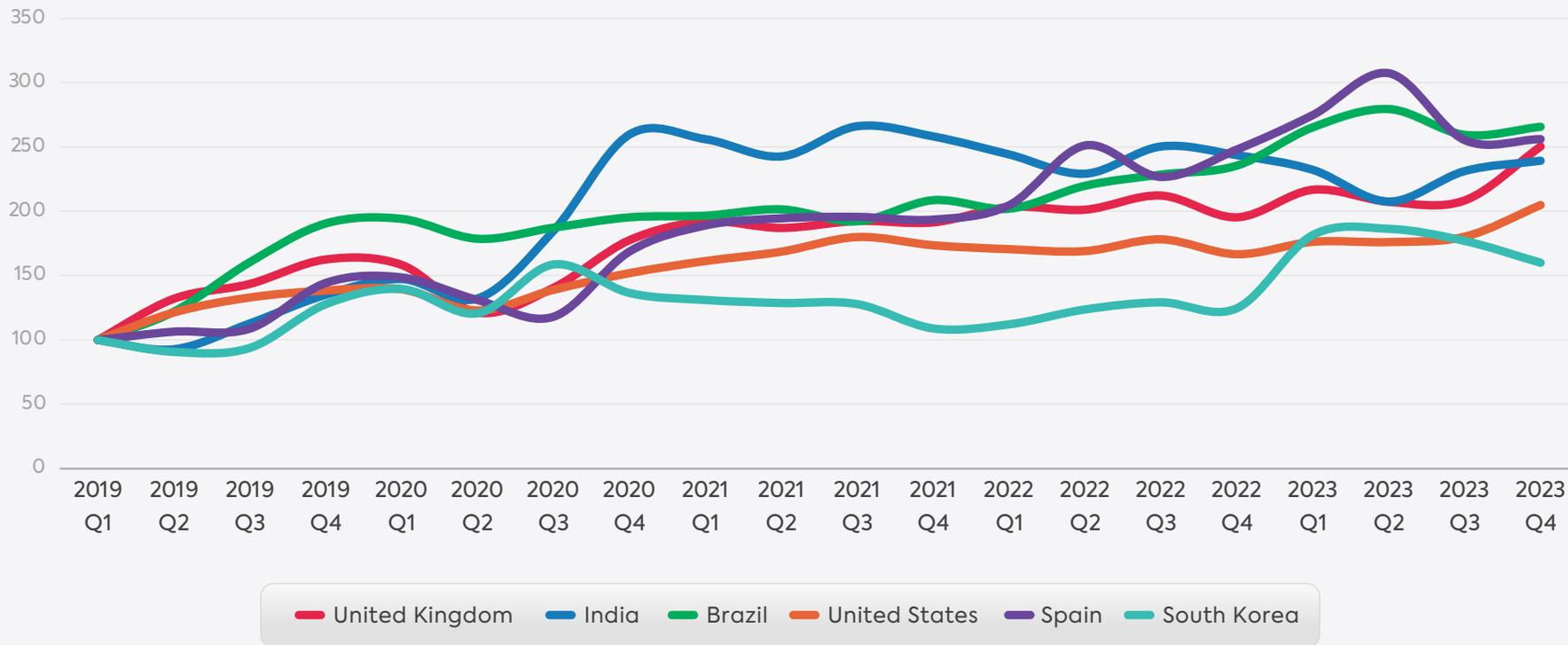
# UCAN maintains the highest share of unscripted demand, followed by the Oceania region

Share of Unscripted Demand (2023)



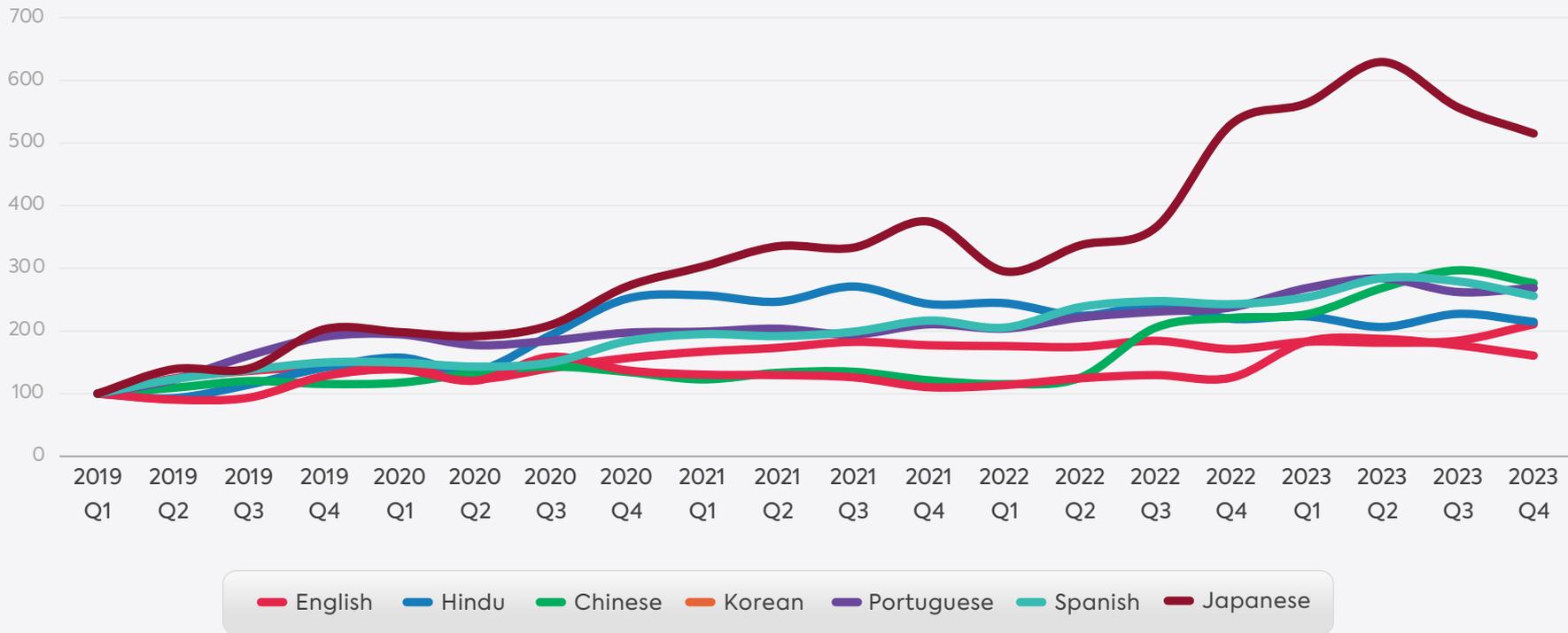
# Some of the highest level of demand comes from series that originated out of Brazil and Spain

Indexed Demand by Country of Origin



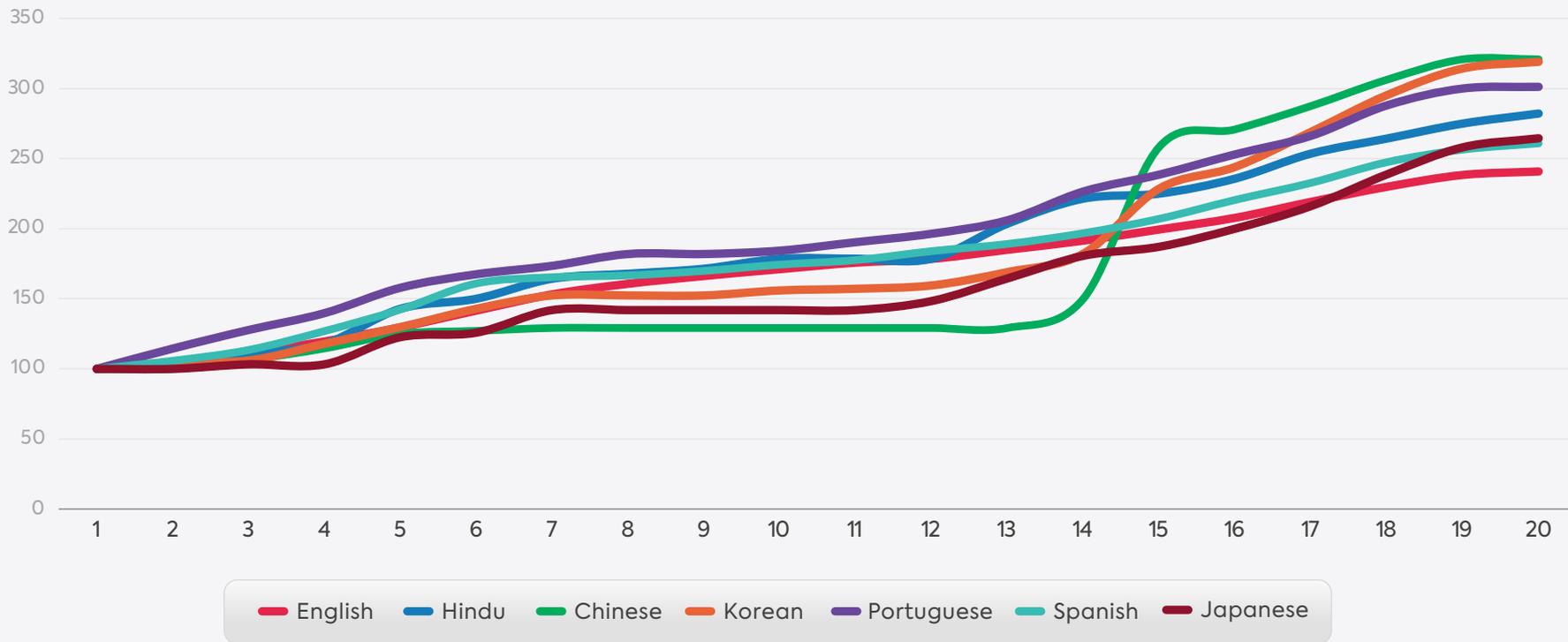
# In terms of language, the highest level of demand for unscripted series is Japanese

Indexed Demand for Unscripted Show by Language



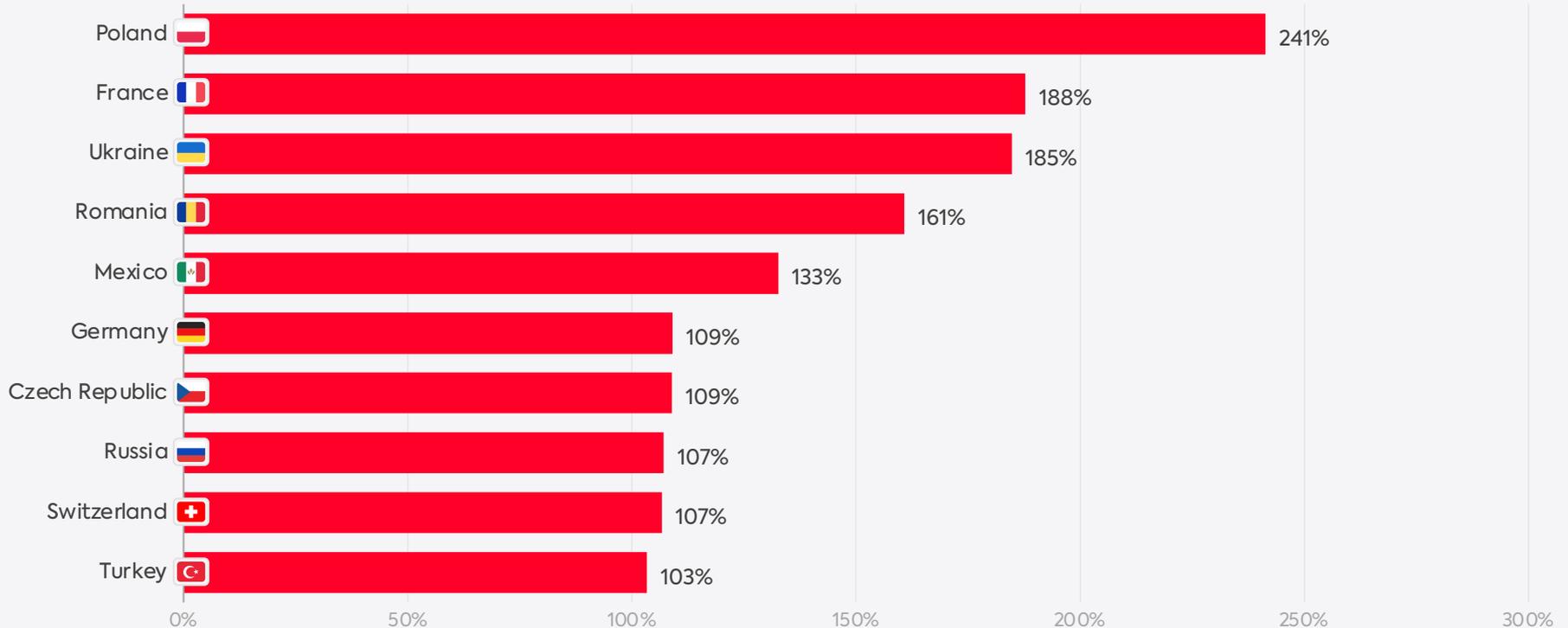
# But the highest level of supply comes from languages including Chinese, Korean, Hindu, and Portuguese

Supply of Unscripted Series by Language



# But countries like Poland, Mexico, and Turkey are seeing some of the strongest growth when looking at individual markets

Growth of the Demand for Unscripted Shows by Market



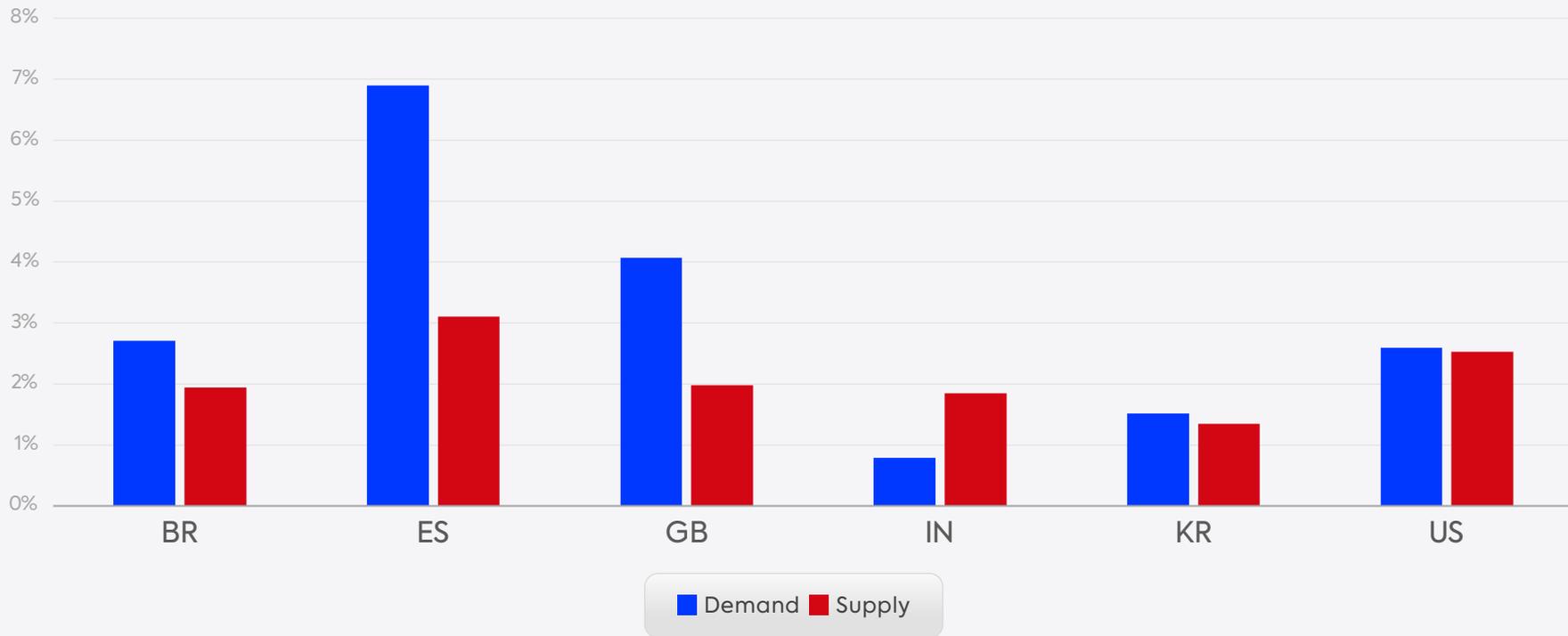
# The Sports Bubble? Not Quite Yet

---



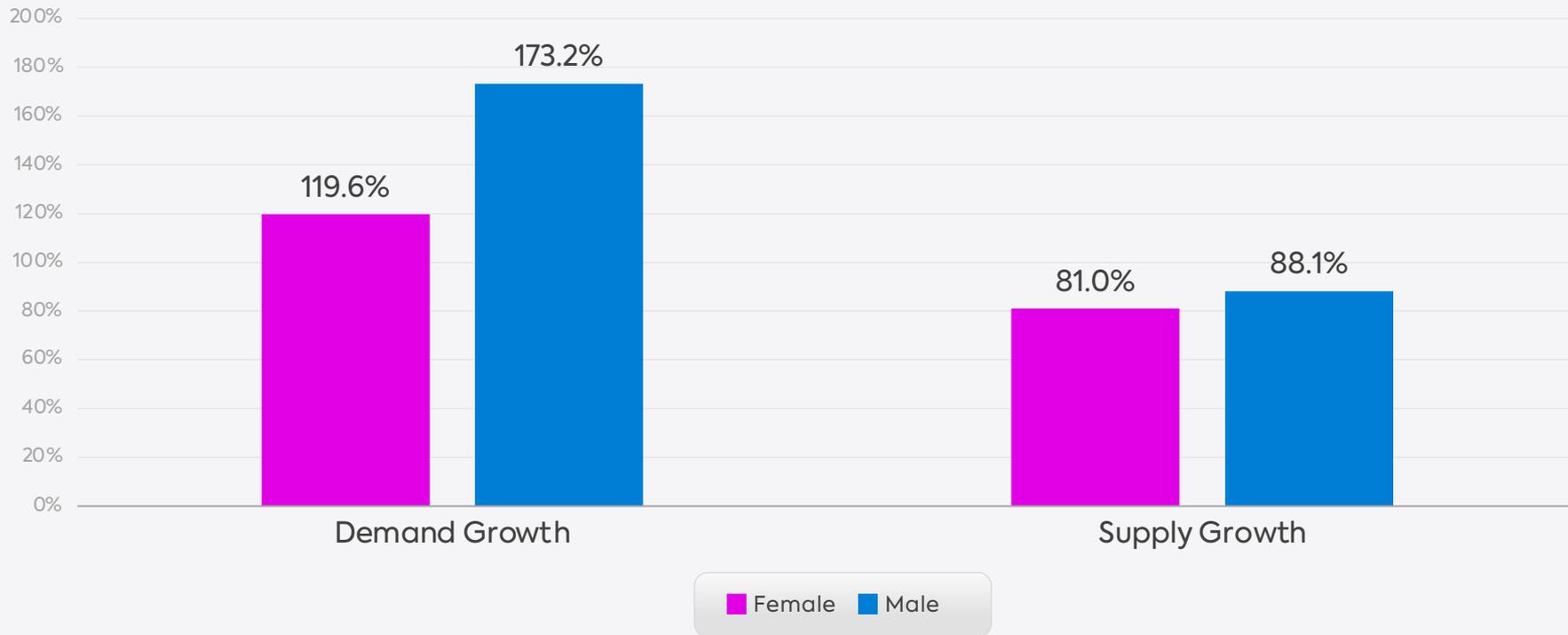
# Demand for unscripted sports series still outpaces supply in many key territories, but is closing in on saturation in the U.S.

Demand vs Supply for Sports Docuseries in 2023



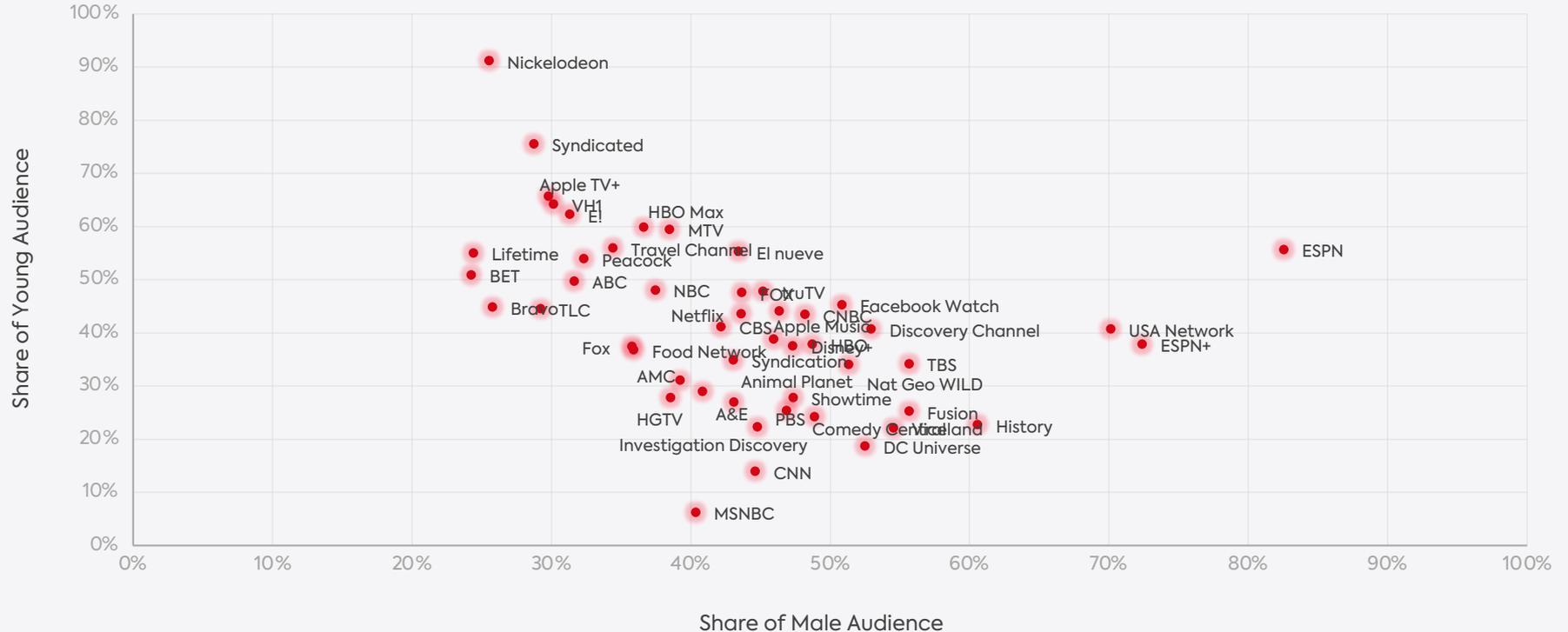
# Demand is growing for both male and female audiences, and still outstrip the level of supply

Demand and Supply Growth for Gender Indexed Shows



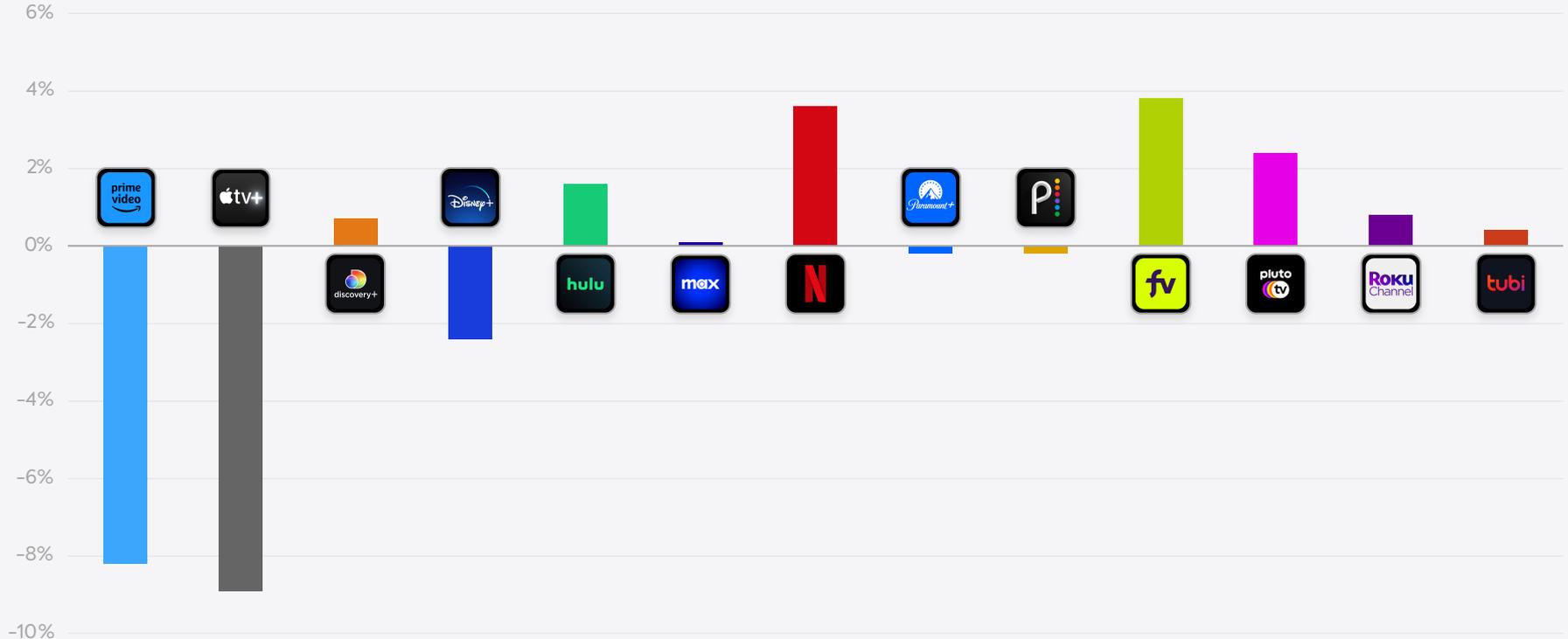
# Unsurprisingly, ESPN and other sports networks lean more male but there is opportunity on Max, Peacock, and more to lean into female audiences

Demographic Shares of Unscripted Content by Original Network

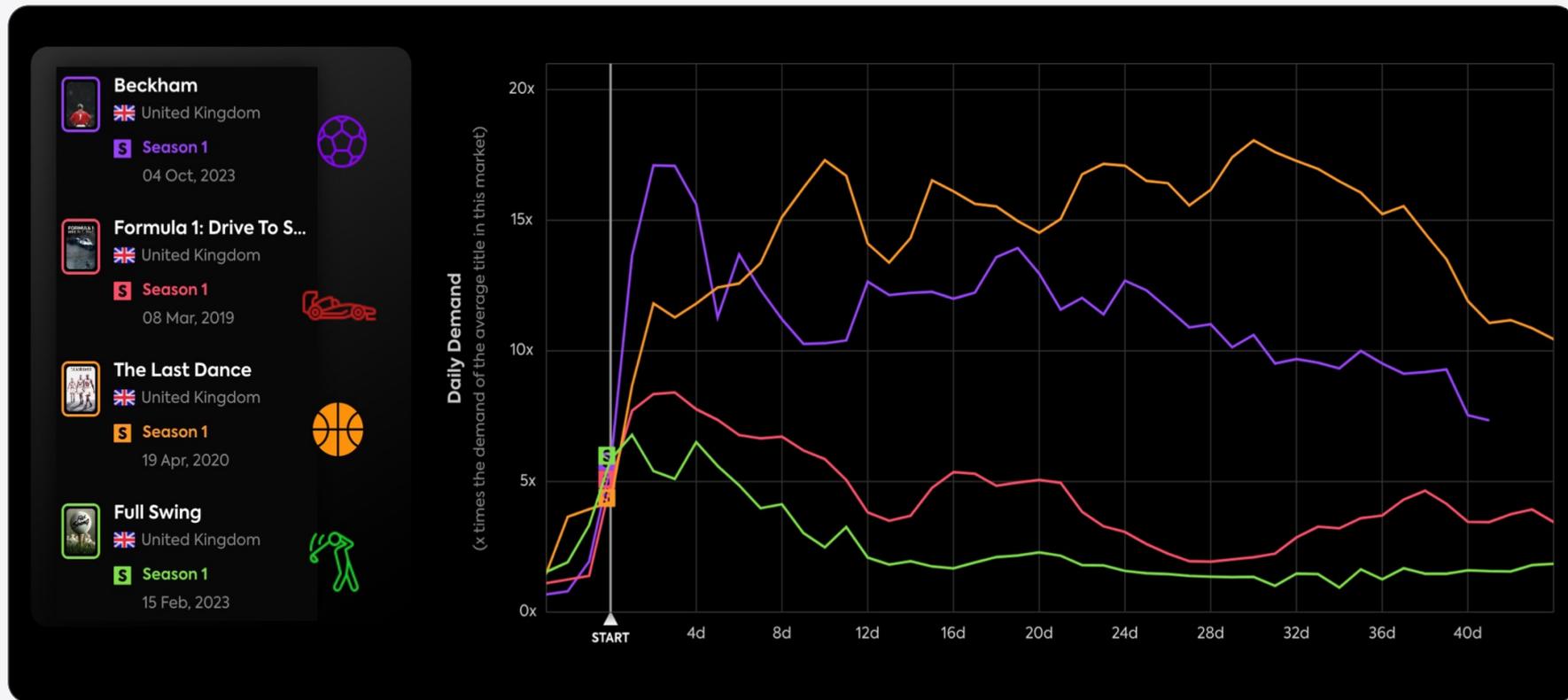


# There is strong opportunity on Netflix and FAST, less so on Prime Video, Disney+, and Apple TV+

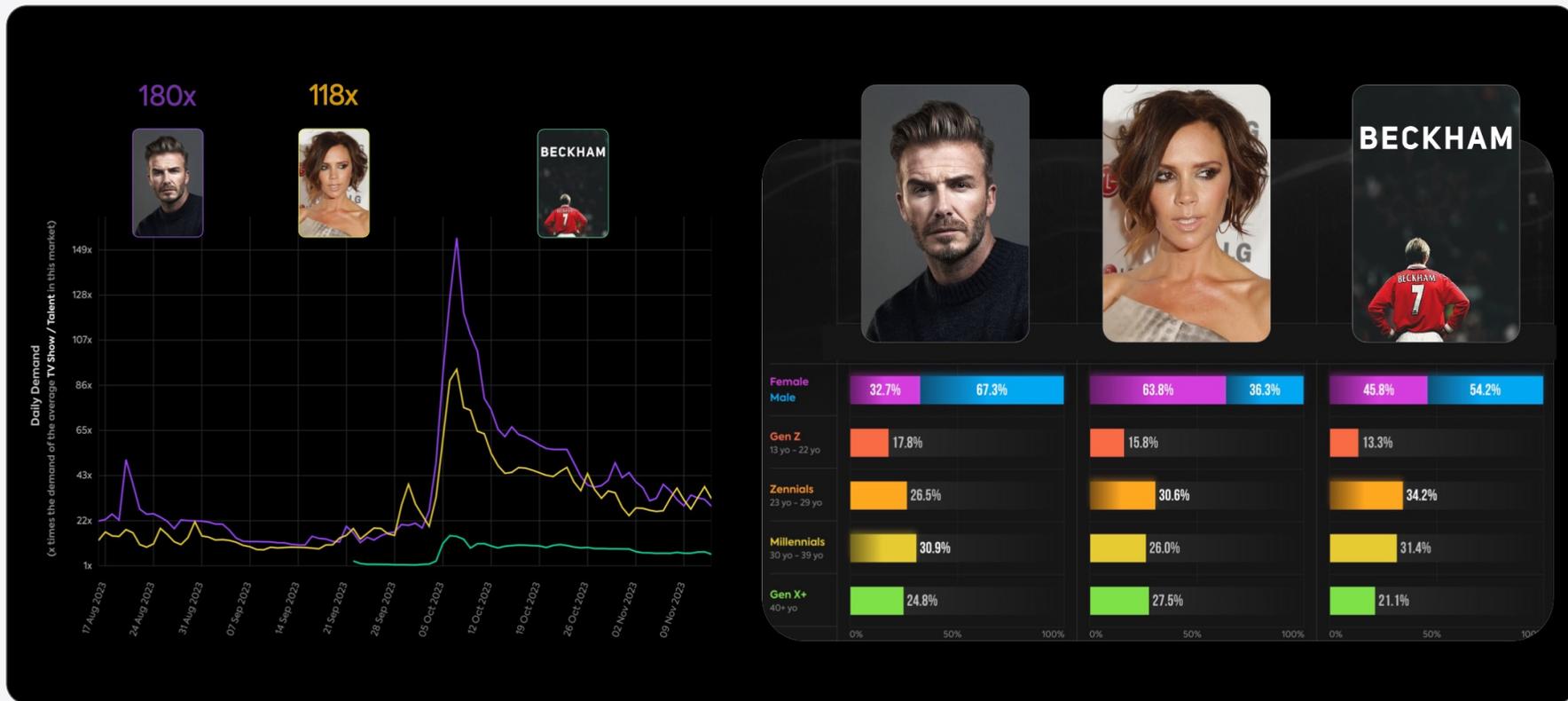
Demand for Sports Programming Based on Supply Levels



# Leaning on world class talent, like David Beckham, has the ability to match team-based or sports-based documentaries



# Beckham also incorporates talent like Victoria Beckham, which helps to balance out gender interest



# Valuing Content Across Different Platforms

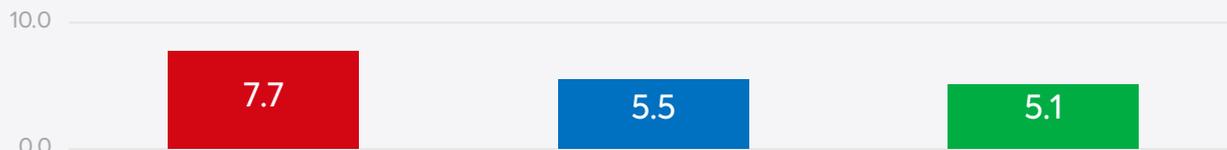
---



# Last Week Tonight with John Oliver is likely to reach \$5.5 million on HBO



LWT's revenue contribution will reach \$5.5M per episode for the next 5 seasons



|                                  | United States | International | Global        |
|----------------------------------|---------------|---------------|---------------|
| First Transmission               | \$3.0M        | \$0.5M        | \$3.5M        |
| Extension                        | \$1.7M        | \$0.3M        | \$2.0M        |
| <b>Total Revenue per Episode</b> | <b>\$4.7M</b> | <b>\$0.8M</b> | <b>\$5.5M</b> |

# This can be determined by looking at revenue share based on demand share to HBO and Max



HBO + HBO Max Annual Global Revenue (in \$M)



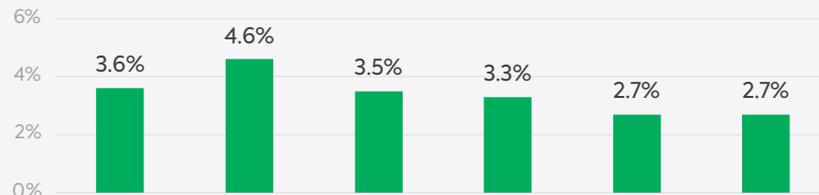
HBO + HBO Max Annual Global Revenue from TV only (in \$M)



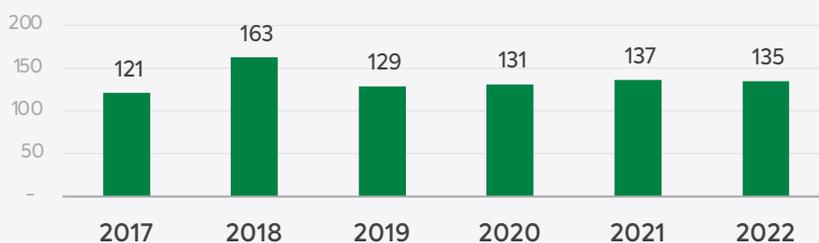
2017-2022 Historical Contribution:

|                   |        |
|-------------------|--------|
| Revenue           | \$815M |
| Contribution:     | 6      |
| Number of years   | \$136M |
| Revenue per year: |        |

Last Week Tonight as a % Share of the Total TV Catalog Demand



Last Week Tonight Global Revenue Contribution (in \$M)



2023-2027 Contribution Forecast:

|                   |        |
|-------------------|--------|
| Revenue           | \$852M |
| Contribution:     | 5      |
| Number of years   | \$170M |
| Revenue per year: |        |

# This revenue share is also broken down by demand share in specific regions

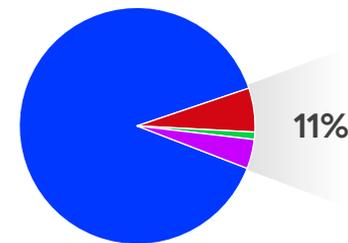
2017-2028+ Revenue Contribution by Region:



Last Week Tonight generates 89% of its global revenue contribution from the UCAN region and the other 11% from a combination of EMEA, APAC and LATAM.

2017-2028+ Revenue Contribution by Region:

|        |     |          |
|--------|-----|----------|
| UCAN   | 89% | \$1,556M |
| \$3.0M | 6%  | \$99M    |
| APAC   | 4%  | \$66M    |
| LATAM  | 1%  | \$24M    |



# By looking at revenue contribution and cost of product, we can determine the average value per season



| Platform                 | HBOmax |        |
|--------------------------|--------|--------|
| Seasons : Episodes       | 5 :150 | 5 :150 |
| Revenue Contribution     | \$829M | \$829M |
| Revenue per Episode      | \$5.5M | \$5.5M |
| x COGS margin            | 40%    | 70%    |
| = Value per new episode  | \$2.2M | \$3.9M |
| Average value per season | \$66M  | \$117M |

# Major Takeaways

FAST platforms in the United States have experienced a significant growth over the last 5 years...but so have SVOD platforms

- *While demand for content available on FAST platforms has increased +110% in the past five years, content available on SVOD platforms has increased 130% during the same period*
  - *FAST platforms account for ~30% of the Demand Share, remaining stable over the last 5 years; Demand/Supply surplus remains negative among FAST Platforms*
- 

Overall, SVOD & FAST platforms attract similar audiences

- *Except for FuboTV, all major FAST & SVOD platforms slightly skew towards a female audience*
  - *As for age, FAST platforms show a higher affinity towards an older audience*
- 

FAST value proposition relies on exploiting those opportunities SVOD platforms are not focusing on

- *FAST Platform Demand come from “older” licensed shows with a high episode count, which it aligned with the supply strategy*
- *However, this type of content that generates 2/3 of the FAST Platforms Demand share is also available on SVOD Platforms*
- *Arguably FAST value proposition is designed to solve consumer pain points: high cost, and finding content that is otherwise buried on other platforms*



Thank You

For questions please contact:

Julia Alexander

[julia@parrotanalytics.com](mailto:julia@parrotanalytics.com)



Download this presentation



# Unlocking the magic of content in the attention economy



Los Angeles, US <sup>TM</sup>  
750 N San Vicente Blvd  
West Hollywood, CA 90069



Auckland, NZ  
20 Augustus Terrace  
Parnell, 1052



New York, US  
12 East 49th St,  
11<sup>th</sup> Floor NY 10017



London, UK  
16 Great Chapel St  
London, W1F 8FL



Sao Paulo, BR  
Av. Paulista, 2537  
SP 01311-300