



Saudi Media Forum

Building Hollywood 2.0

How to turn \$1m into \$5m:
Data-Driven Investments in the
Arabic Content Industry.



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




QUANTIFYING THE VALUE OF CONTENT, TALENT, SPORTS & IP GLOBALLY

MEASURING 2B AUDIENCES

UNLOCKING THE POWER OF 2 BILLION AUDIENCES GLOBALLY

End-to-End Entertainment Analytics System


TV, MOVIE, TALENT & SPORTS DEMAND



TV SHOWS

DASHBOARD


API ACCESS



MOVIES

DASHBOARD


API ACCESS



TALENT

DASHBOARD

API ACCESS



SPORTS

DASHBOARD

API ACCESS


IP, VIDEO GAMES & TOPIC DEMAND



IP & VIDEO GAMES

DASHBOARD

API ACCESS




TOPICS

DASHBOARD

API ACCESS

CONCEPT TESTING




CONCEPT TESTING

API ACCESS

CUSTOM ANALYSIS


STREAMING ECONOMICS



CONTENT VALUATION

DASHBOARD

API ACCESS




STREAMING METRICS

DASHBOARD

API ACCESS


AUDIENCE SOLUTIONS



AUDIENCE JOURNEYS

DASHBOARD

API ACCESS




BRAND AFFINITY

DASHBOARD

API ACCESS


METADATA & AVAILS



GLOBAL AVAILS

CONTENT PANORAMA

API ACCESS



METADATA API

API ACCESS

THE ONLY SOLUTION TO MEASURE CONTENT ECONOMICS ON STREAMING

The Content Valuation Standard

vii. Revenue Share

If the picture is released to a new media streaming platform, Producer will pay to the cast on a pro rata basis an amount equal to 2% of the quarterly "Revenue Contribution" as defined and determined by Parrot Analytics, which will be paid in addition to any other payment due. Pension &

STREAMING ECONOMICS



CONTENT VALUATION

DASHBOARD

API ACCESS



STREAMING METRICS

DASHBOARD

API ACCESS



SCREEN ACTORS GUILD - AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS INTERIM AGREEMENT

This Interim Agreement ("Agreement") is entered into between Screen Actors Guild-American Federation of Television and Radio Artists (hereinafter "SAG-AFTRA") and _____ (hereinafter "Producer"), an entity that is a bona fide employer of performers and actors in a television motion picture, theatrical motion picture, episodic series or multi-part closed end picture presently entitled _____ (hereinafter "Picture") (SAG-AFTRA and Producer collectively hereinafter referred to as "the Parties"). The Parties have executed one or more of the following agreements: the (1) 2014 SAG-AFTRA Codified Basic Agreement, as modified by the 2017 and 2020 Memoranda of Agreement ("Basic Agreement" or "CBA"); (2) the promulgated low budget agreements premised on and adhering to the Basic Agreement; (3) the 2014 SAG-AFTRA Television Agreement, as amended by the 2017 and 2020 Memoranda of Agreement, and the new media/HBSVOD/HBAVOD sideletters (collectively referred to herein as the "Television Agreement" or "TVA") (all three collectively hereinafter referred to as the "Agreements").

The Parties recognize that the July 12, 2023 expiration of the Agreements, the negotiations between SAG-AFTRA and the Alliance of Motion Picture and Television Producers ("AMPTP") for a successor to the Agreements, and the subsequent labor disruption have created uncertainty that may adversely impact the ability of motion picture producers to initiate and complete pictures. Producer and SAG-AFTRA desire harmonious labor relations by agreeing to the terms and conditions that will govern the employment of performers covered by the Basic Agreement and Television Agreement during and after any labor action that may occur.

The Parties have therefore agreed, on an interim basis to modify, to the extent set forth herein, certain terms and provisions of the Agreements with respect to employment of performers and background actors in the Picture. Unless otherwise stated, all such modifications are effective July 13, 2023 through such date as a Successor Agreement is agreed, as outlined in Section 7, below.

It is therefore agreed between Producer and SAG-AFTRA as follows:

1. Minimums, Salaries

a. Minimums

\$64 Billion in Content Assets Valued

By clients of Parrot Analytics' Content Valuation system in the past 24 months



A 6-Step Framework to Maximize ROI

Leveraging 2B audiences' data and AI analytics to optimize for success at every step



Hollywood 1.0



This rest of the world is gearing up...

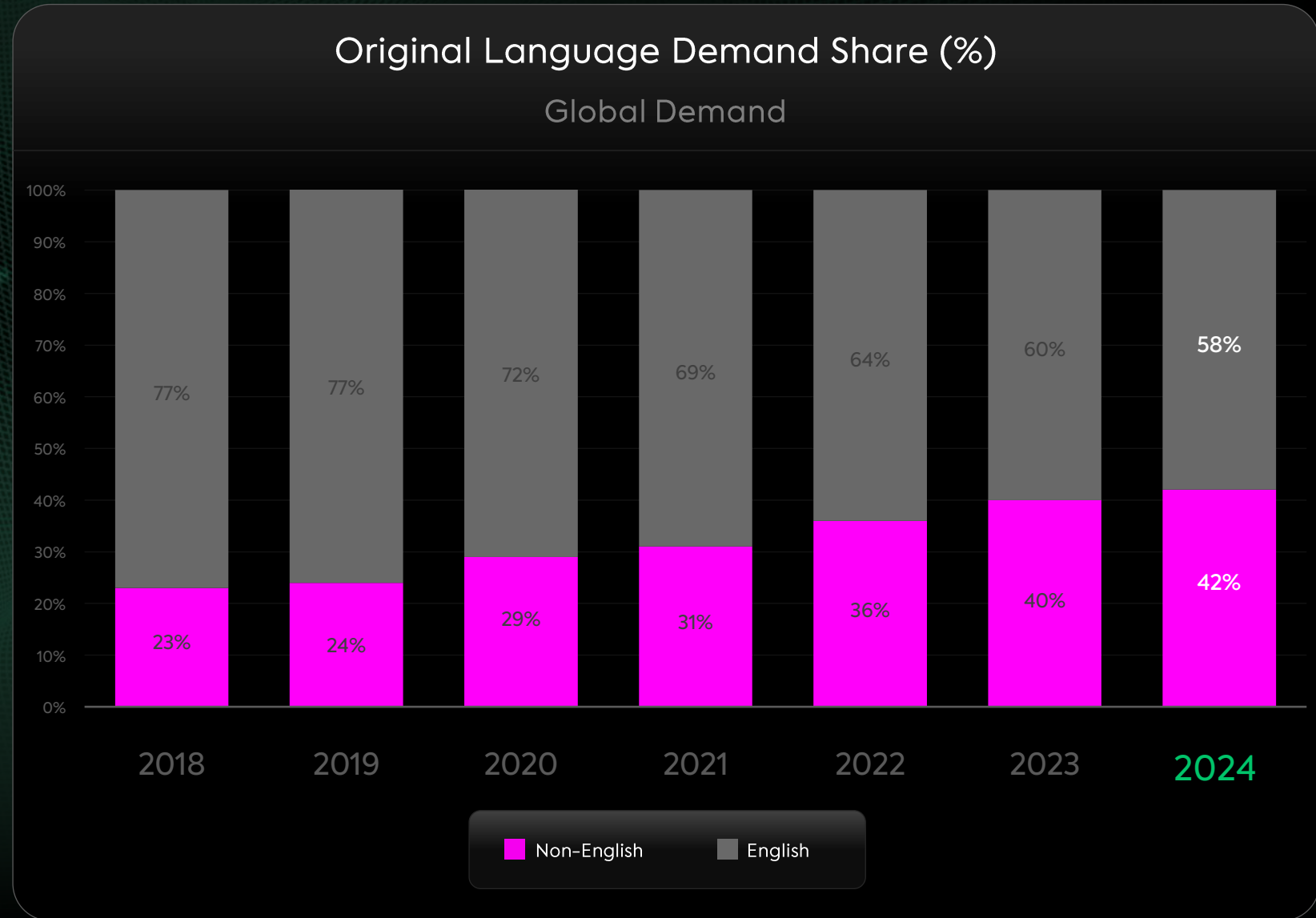


Growing Demand for Non-English Content



The world is at a tipping point

Global audience demand for non-English language content is approaching the **50% mark** for the very first time.

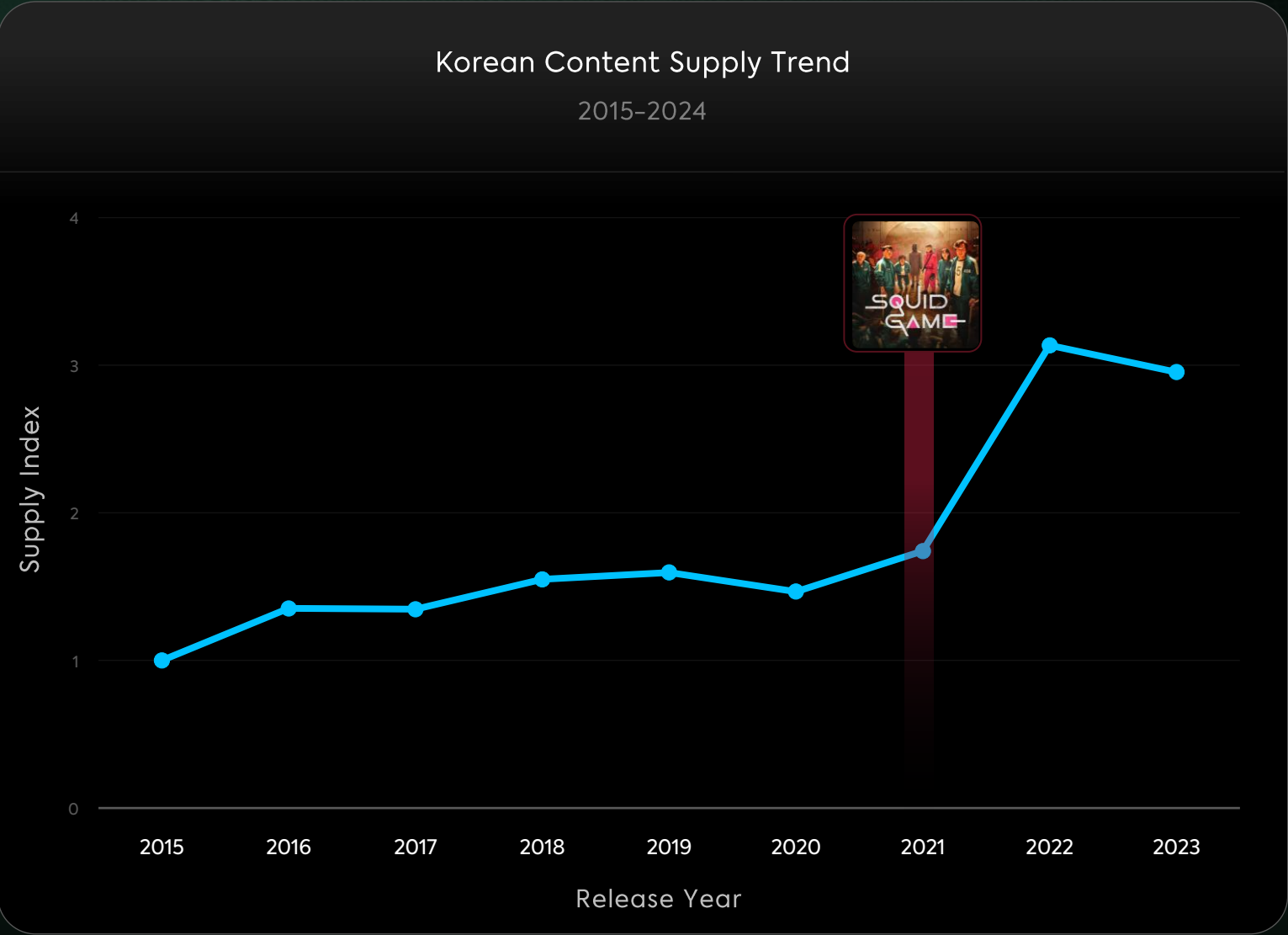


From Seoul to the World

K-Drama Goes Global

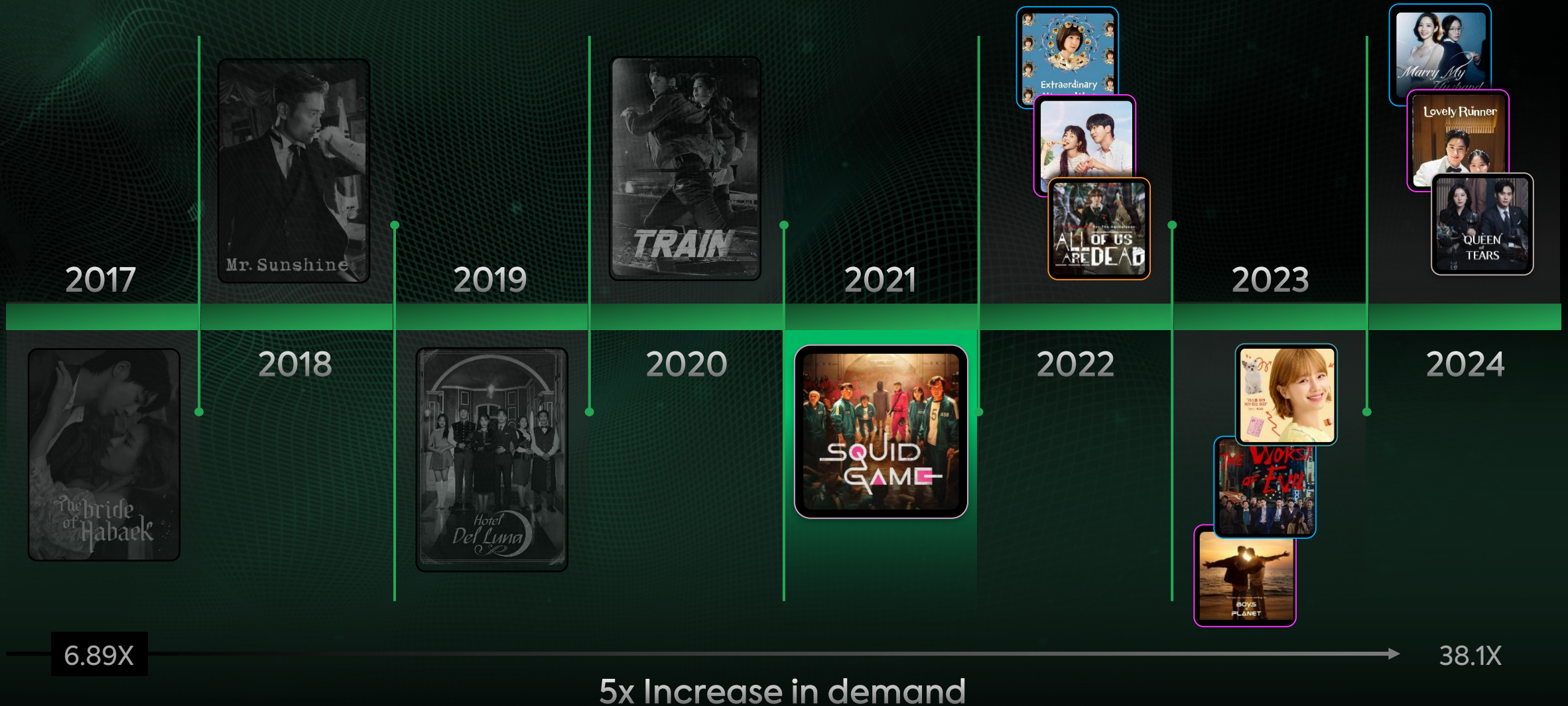


Squid Game: The catalyst for K-Drama Growth



All it takes is **one hit**.

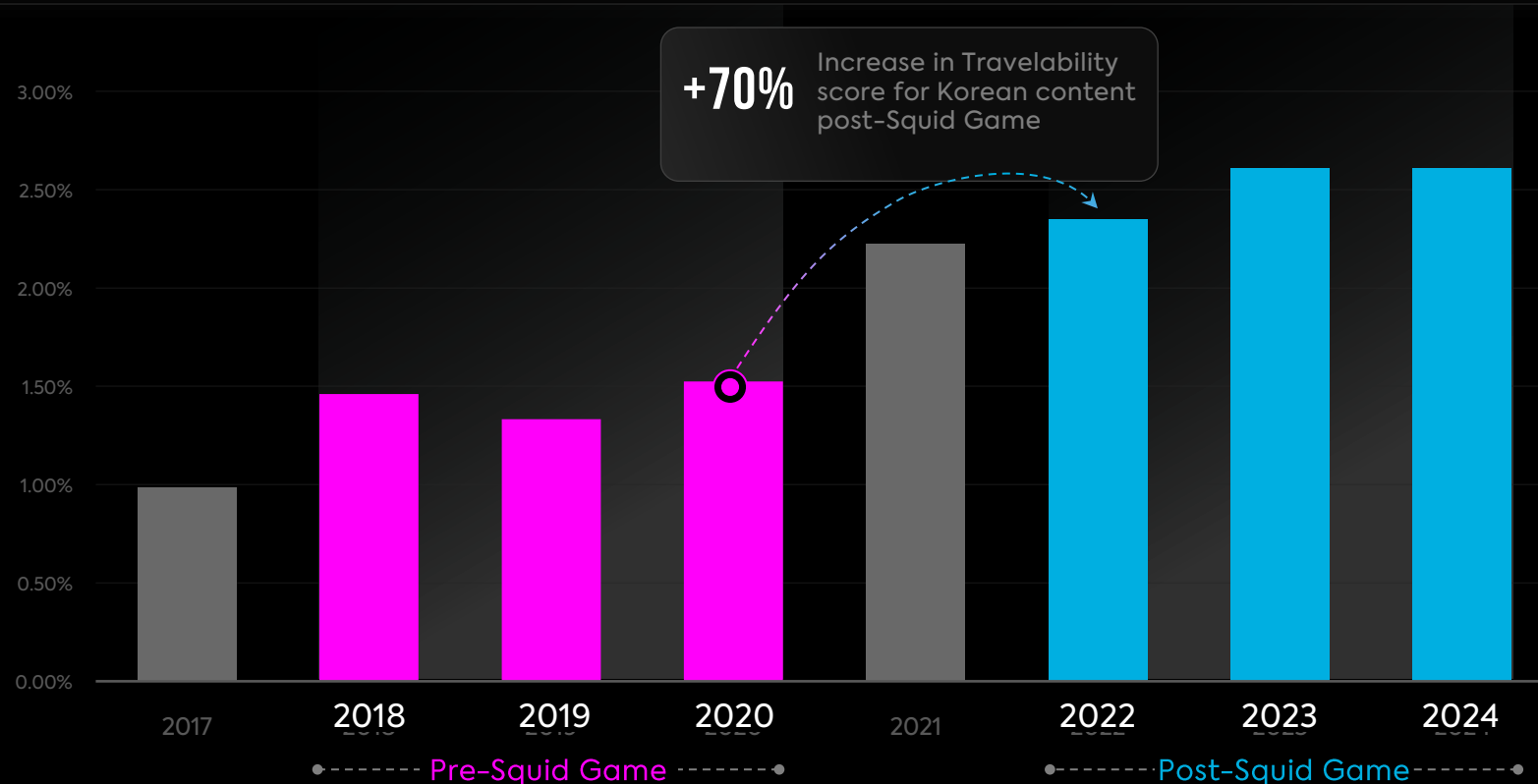
Globally Popular Korean Releases



Korean Content's Global Surge:

A 70% Boost in Travelability Post-Squid Game

Korean Content Travelability
2017-2024



The **Squid Game** Moment

Spanish Content

The Secret to
Streaming Success



La Casa de Papel

The Spark that Ignited Spain's Content Revolution

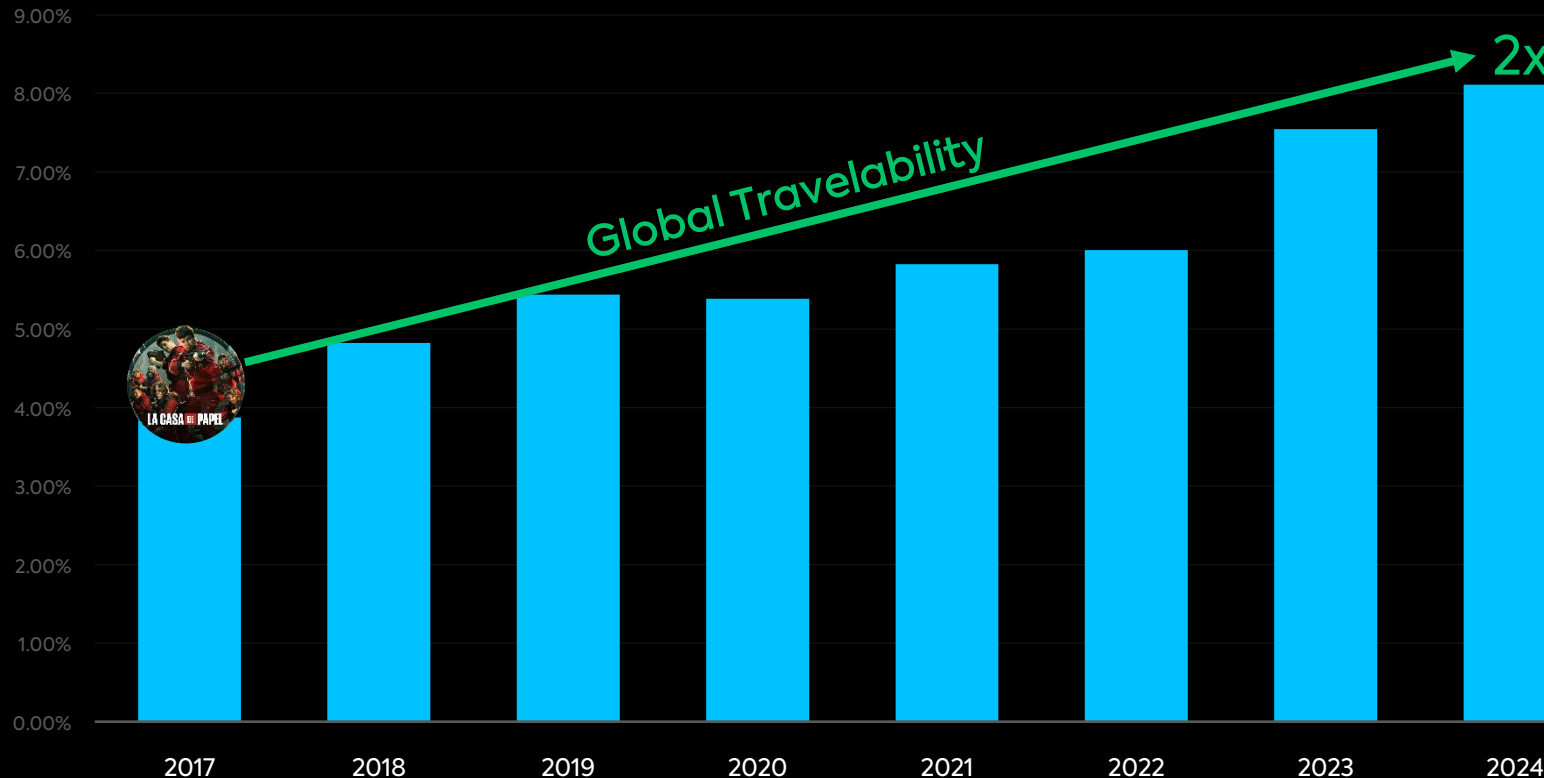


Accelerating Abroad

Spanish Content's Climbing Global Popularity

Yearly Travelability Of Spanish Content

2017 - 2024



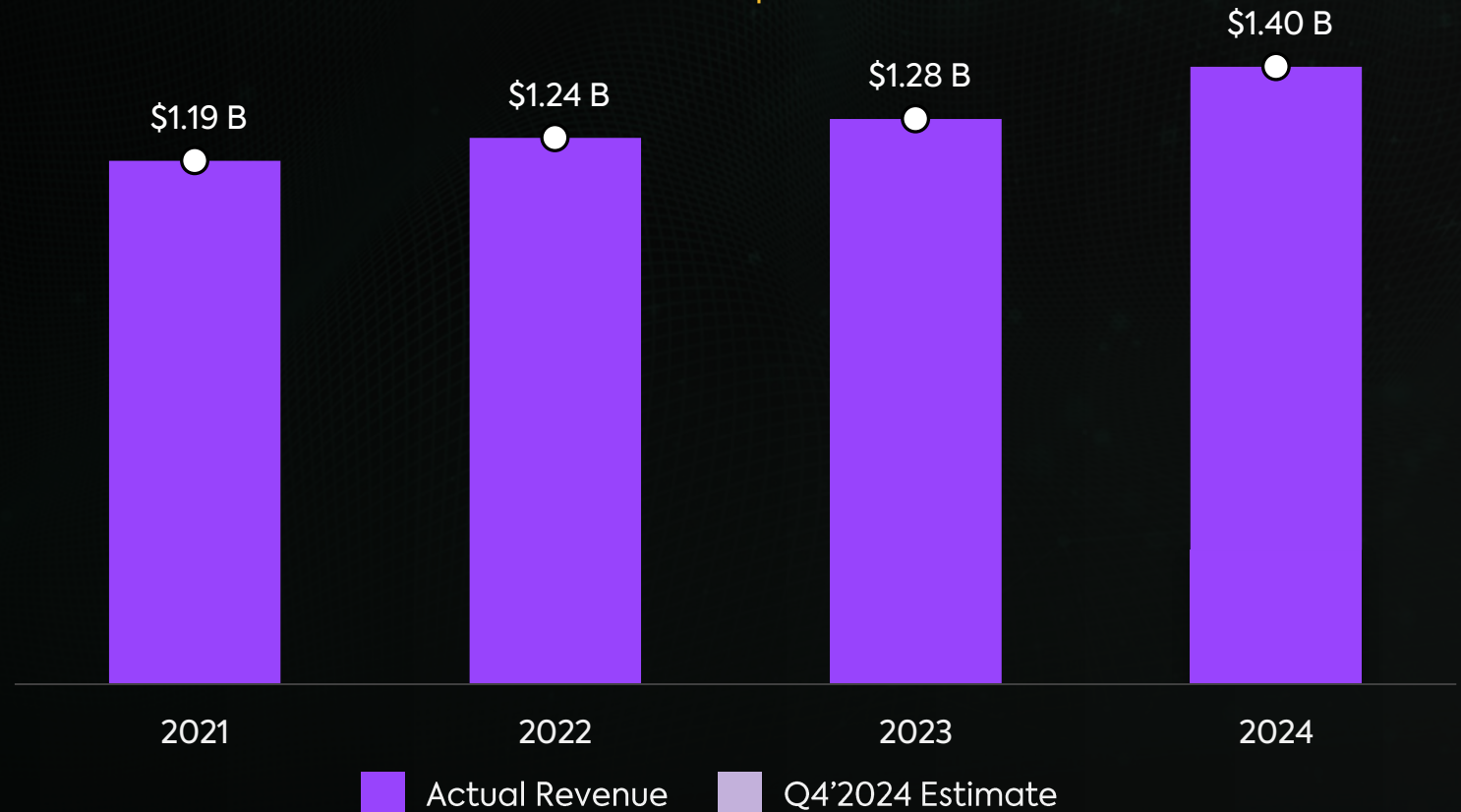
All it takes is **one hit**.

Spain-Originated Content Generates \$5.1 Billion in Global Revenue

- In total, Spain-originated content has generated **\$5.1 billion** in global revenue over the past four years, marking a significant contribution to the global entertainment landscape.

Global Streaming Revenue for Spain-Originated Content

2021 – 2024 | In Billions USD



Arabic Content's Global Potential

An Exciting New Era

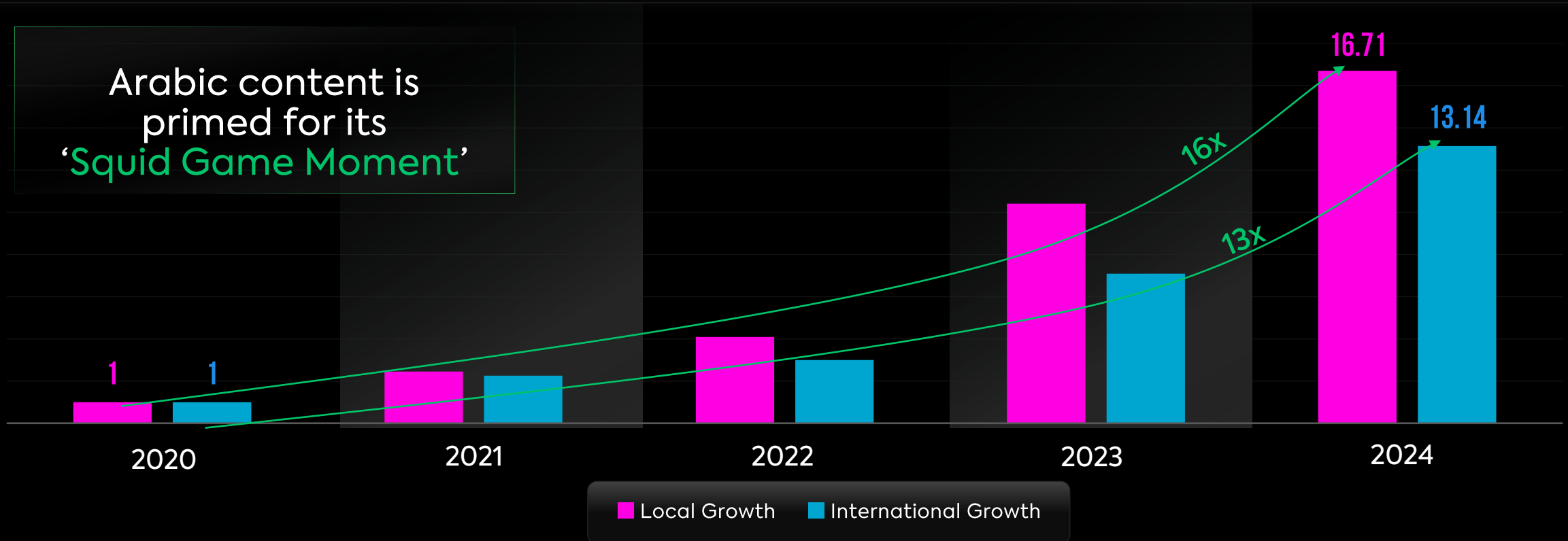


Incredible Local & Global Growth in Demand

Arabic Content's Rapid Ascendancy: A Global Awakening

Arabic Content Demand: Growth Index

Indexed to 2020



Global Demand
for Saudi Arabian
TV Content
has grown:

+422%
Since 2020

Global Demand
for Moroccan
TV Content
has grown:

+334%

Since 2020

Global Demand
for Iraqi TV
Content
has grown:

+241%

Since 2020

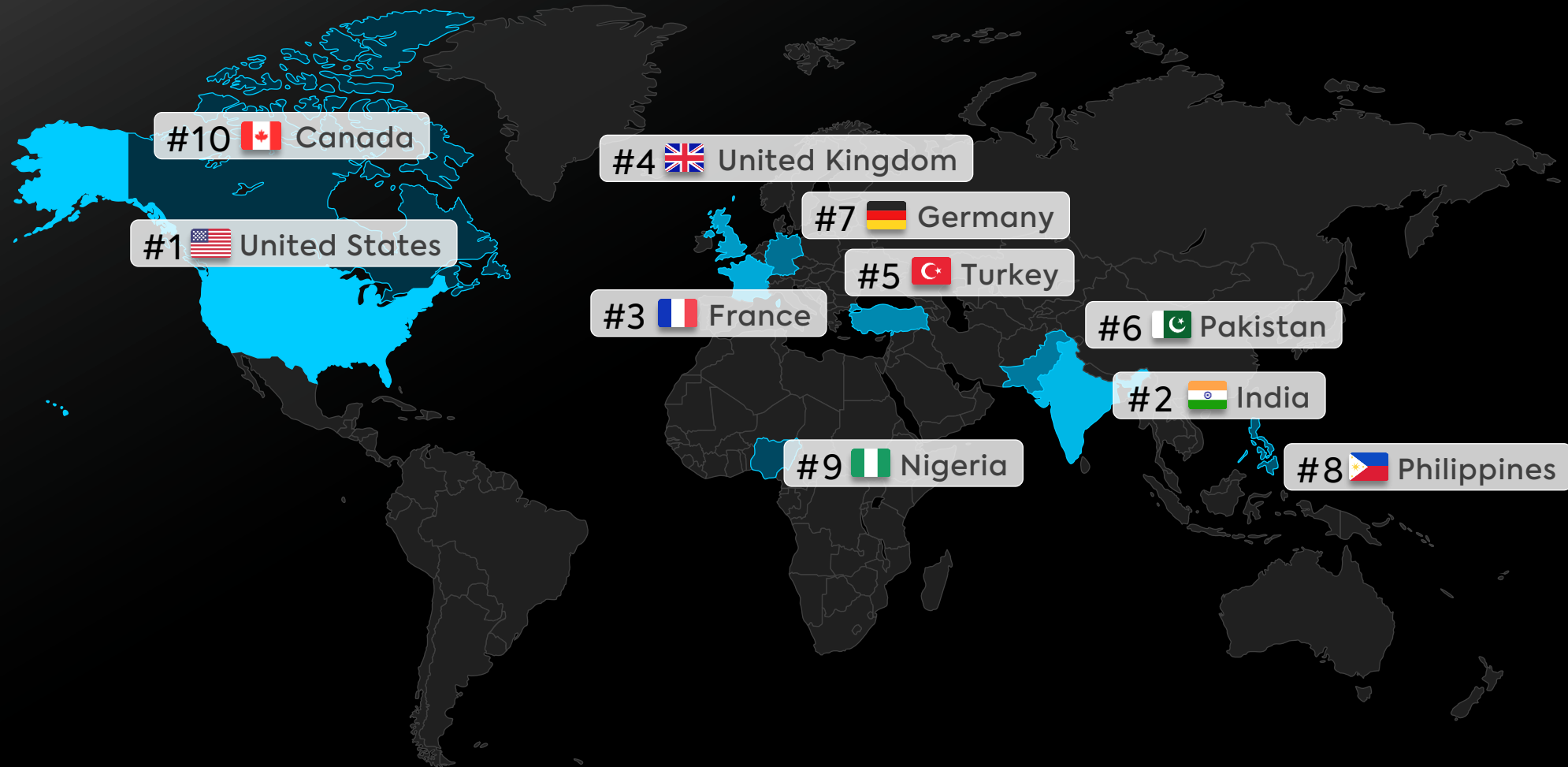
Global Demand
for Algerian TV
Content
has grown:

+226%

Since 2020

Top demanding markets for Arabic content

Outside of MENA



Arabic Content Economics

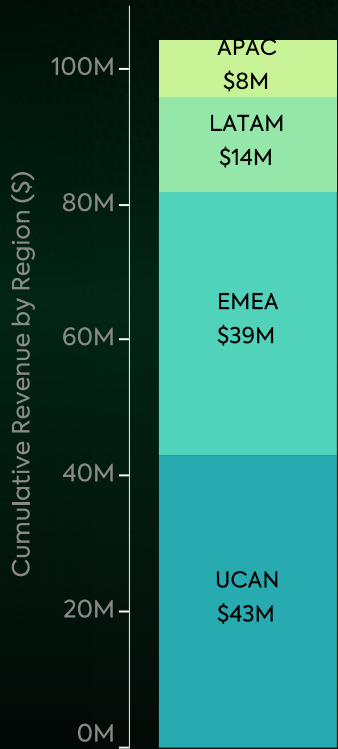
A Multi-Billion Dollar Opportunity



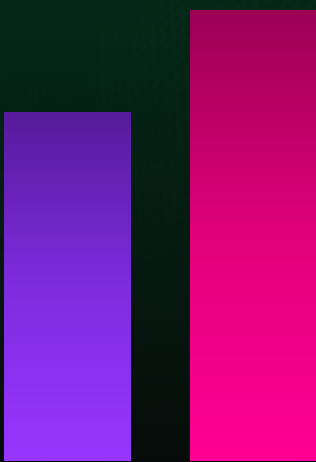
Last year, AlRawabi School For Girls, مدرسة الروابي للبنات generated over \$100m for Netflix



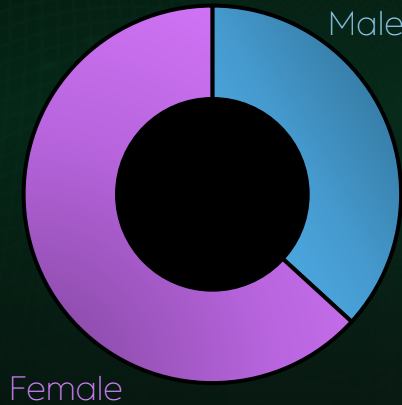
2024 REVENUE \$104M



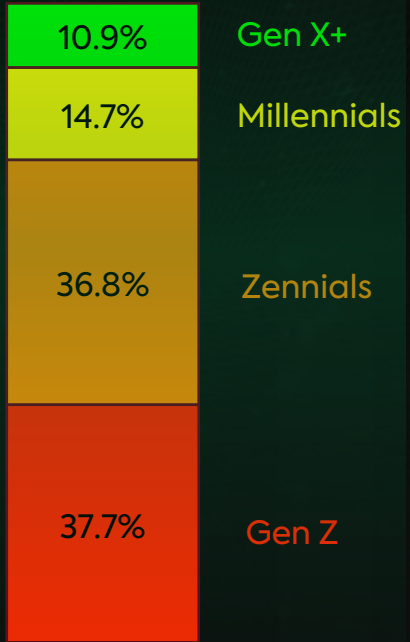
ACQUISITION VS. RETENTION



SUBSCRIBER COUNT BY GENDER

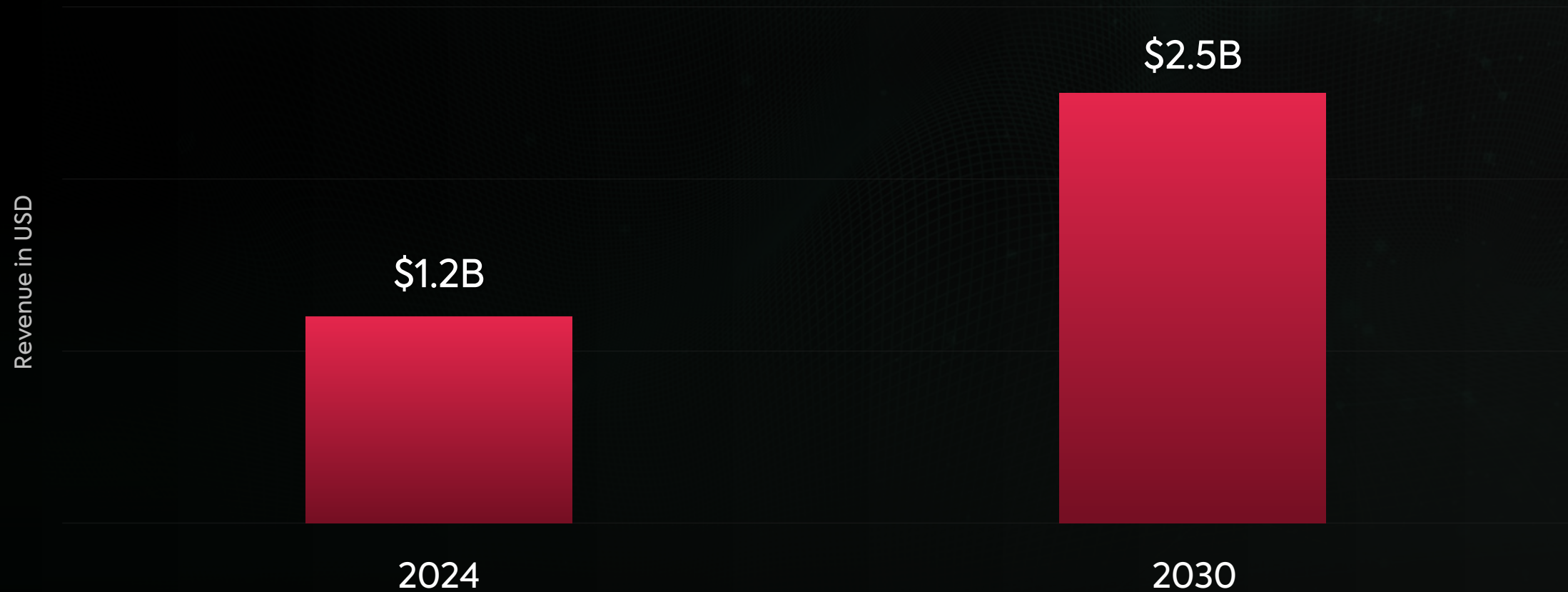


GENERATIONAL SHARE



MENA's streaming revenue is set to double by 2030

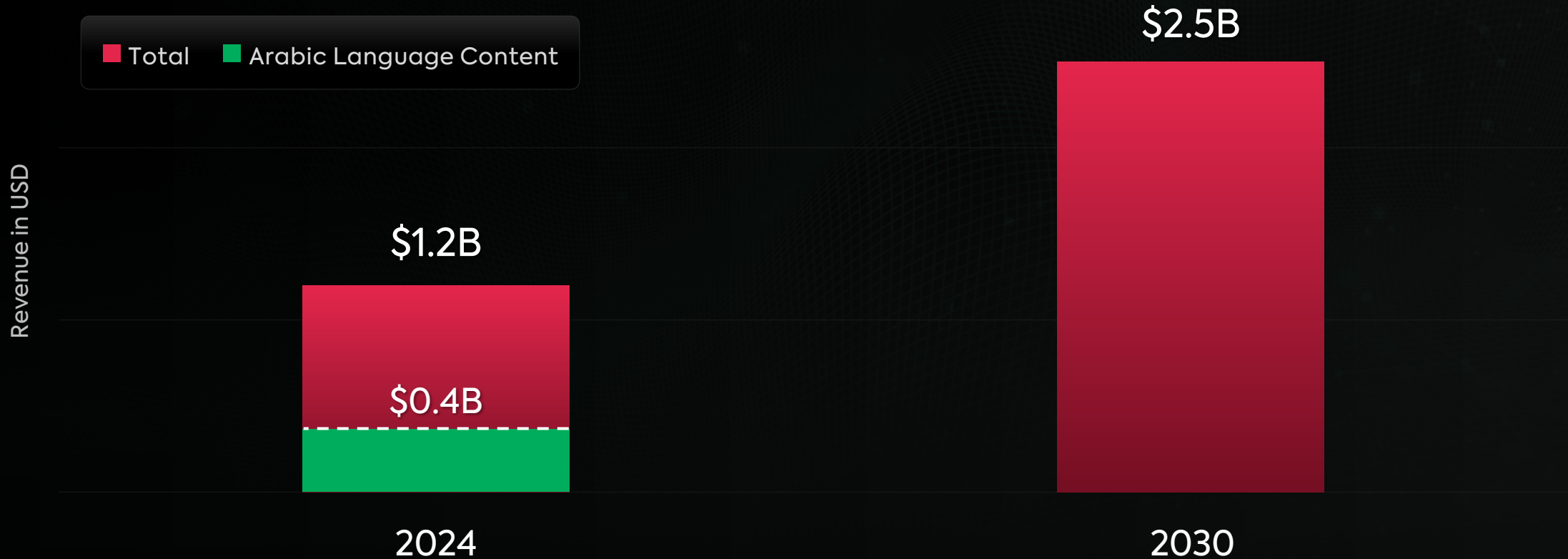
2024 vs 2030 Annual MENA OTT Streaming Revenue



Arabic content generates \$400m annually

On streaming services in MENA

2024 vs 2030 Annual MENA OTT Streaming Revenue



Arabic content will generate \$800m annually

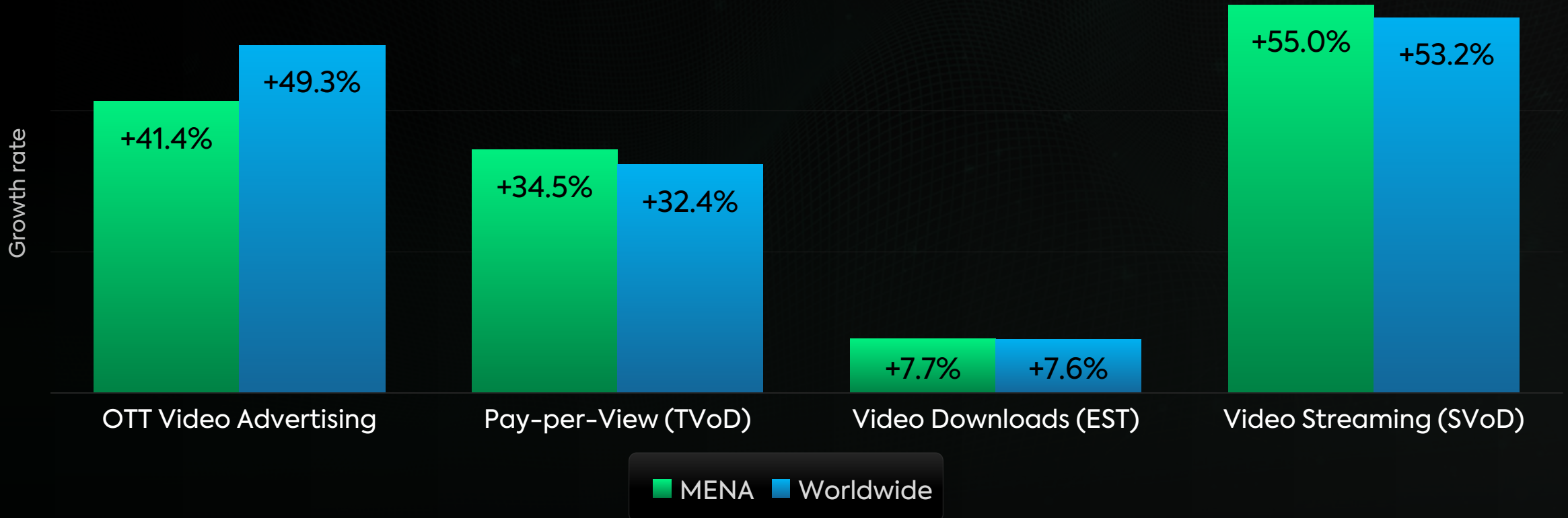
On streaming services in MENA

2024 vs 2030 Annual MENA OTT Streaming Revenue



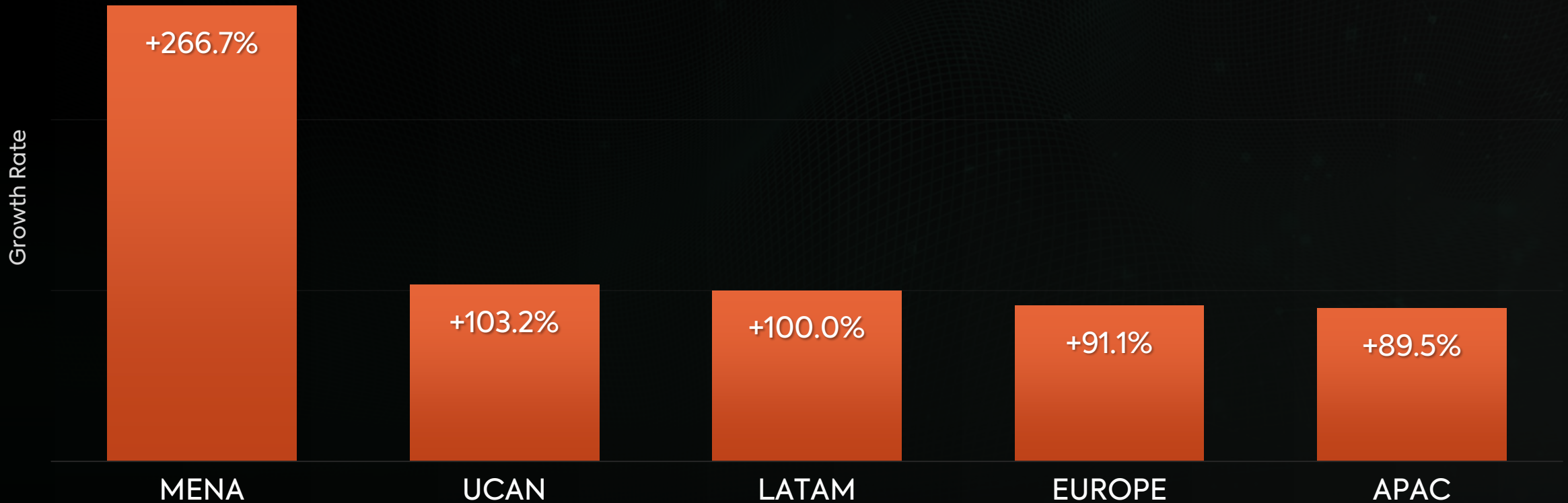
MENA has the highest SVOD growth rate

MENA vs. Worldwide 2030 vs. 2024 Projected Revenue Growth by OTT Segment

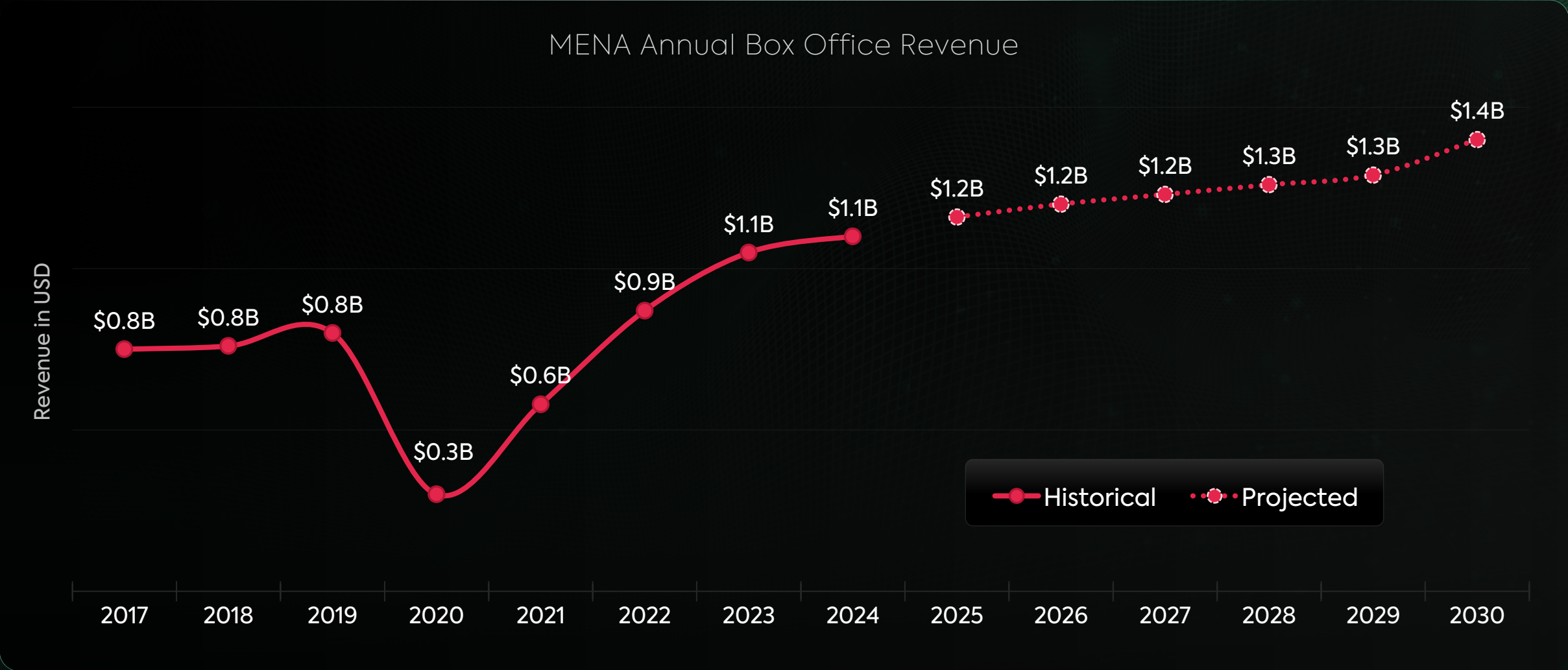


MENA's Box Office rebounded strongest post-COVID.

Box Office Revenue Growth 2024 vs 2020 by Region

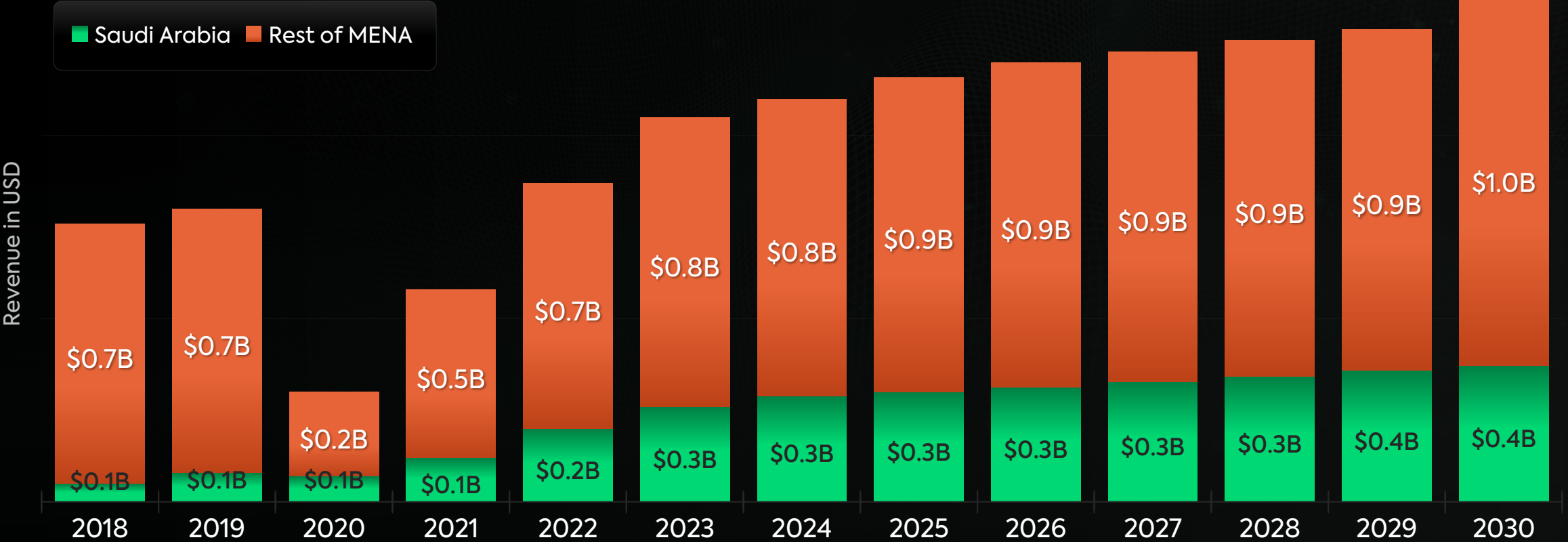


And is projected to generate \$1.4B in Box Office revenue by 2030



By 2030, Saudi Arabia will drive nearly a third of MENA's Box Office revenue

Saudi Arabia vs Rest of MENA Annual Box Office Revenue (2018 – 2030)



Not Just Entertainment

One Sports Highlight



Roshn Pro League is #4 Globally

4th Most In-Demand Football League, Worldwide



#1

Est. 1888



#2

Est. 1929



#3

Est. 1898



#4

Est. 2008



#5

Est. 1963

Mind-Blowing Global Export Pace

RSL is the 4th Most In-Demand Football League, Worldwide



#1

Est. 1888



#2

Est. 1929



#3

Est. 1898



#4

Est. 2008



#5

Est. 1963

A New Era in the Making



Our Commitment to the Region

Bringing the world's most advanced systems to accelerate growth



Thank you

○ SOCIAL

○ GENOME

○ AFFINITY

○ TRENDS

○ TRAVELABILITY

○ DEMAND

○ DEMOGRAPHICS

○ SENTIMENT

○ DISCOVERY

○ RECOMMENDATIONS

SCIENCE



ART