PARROT ANALYTICS

Uncovering Market Value

Maximising Animated Ips Potential

NOVEMBER 2024

Cartoon
European Association
of Animation Film

Today's **Agenda**

- Introduction to Parrot Analytics

- State of the Amination Nation

- How Much Revenue Can Animation Drive?

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Existing audience measurement is outdated and disconnected from today's unit economics
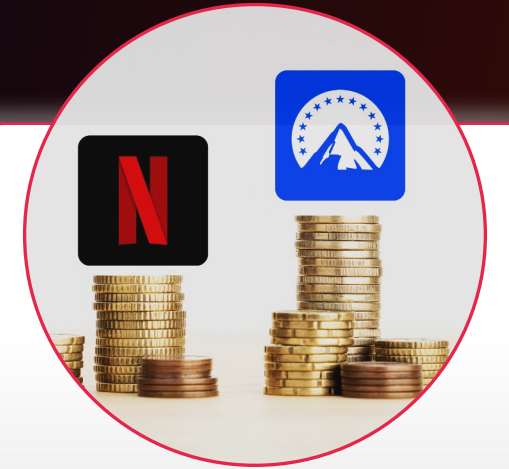
Platform Proliferation

Audience Fragmentation

No Unified Measure of Performance

Lack of Transparency

No Comparison of $ Value Across Platforms

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Cartoon ★
European Association
of Animation Film

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

CAPTURING

BEHAVIORAL DATA FROM
2B+ CONSUMERS
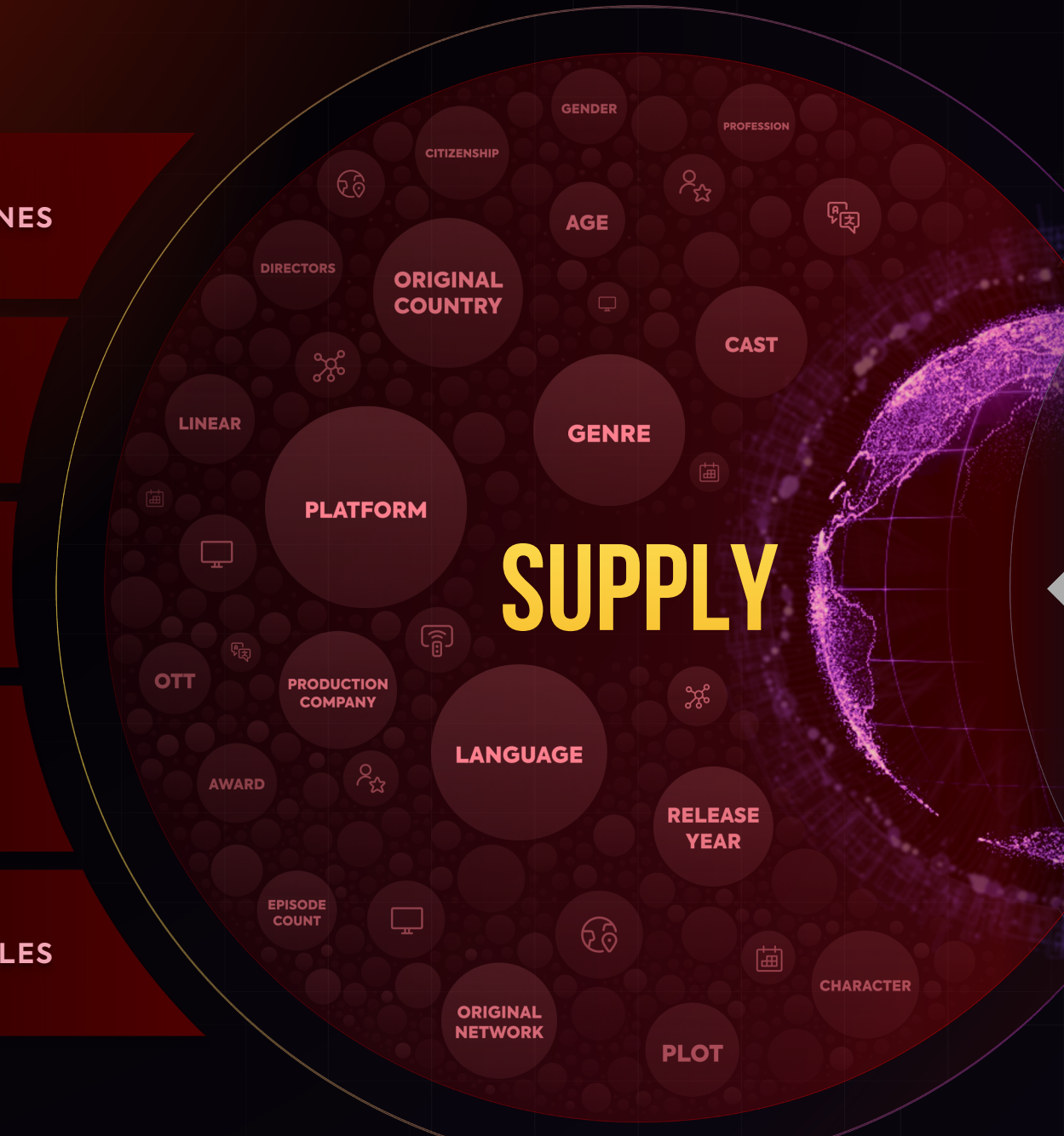
CONTENT SUPPLY — — — — AUDIENCE DEMAND

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

SUPPLY

GENDER

CITIZENSHIP

PROFESSION

AGE

DIRECTORS

ORIGINAL
COUNTRY

CAST

LINEAR

GENRE

PLATFORM

OTT

PRODUCTION
COMPANY

LANGUAGE

AWARD

RELEASE
YEAR

EPISODE
COUNT

ORIGINAL
NETWORK

CHARACTER

PLOT

DEMAND

LIKE

DOWNLOAD

WATCH

BLOGGING
SITES

WIKIS &
INFORMATIONAL
SIES

SHARE

DOWNLOADING
& STREAMING

COMMENT

P2P

MICROBLOGGING
SITES

SEARCH

SOCIAL VIDEO
SITES

SOCIAL
MEDIA

STREAM

LIKE

FOLLOW

FAN & CRITIC
RATING SITES

BLOGGING

PHOTO
SHARING
SITES

DISCUSS

WATCH

The industry's most advanced

CONTENT TAXONOMY SYSTEM

The world's only global audience

DEMAND MEASUREMENT PLATFORM

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Animation
What's Trending?

Demand for Digital Originals has overtaken linear

For the first time in mid-2024, demand for digitally commissioned animated originals has surpassed linear animation.
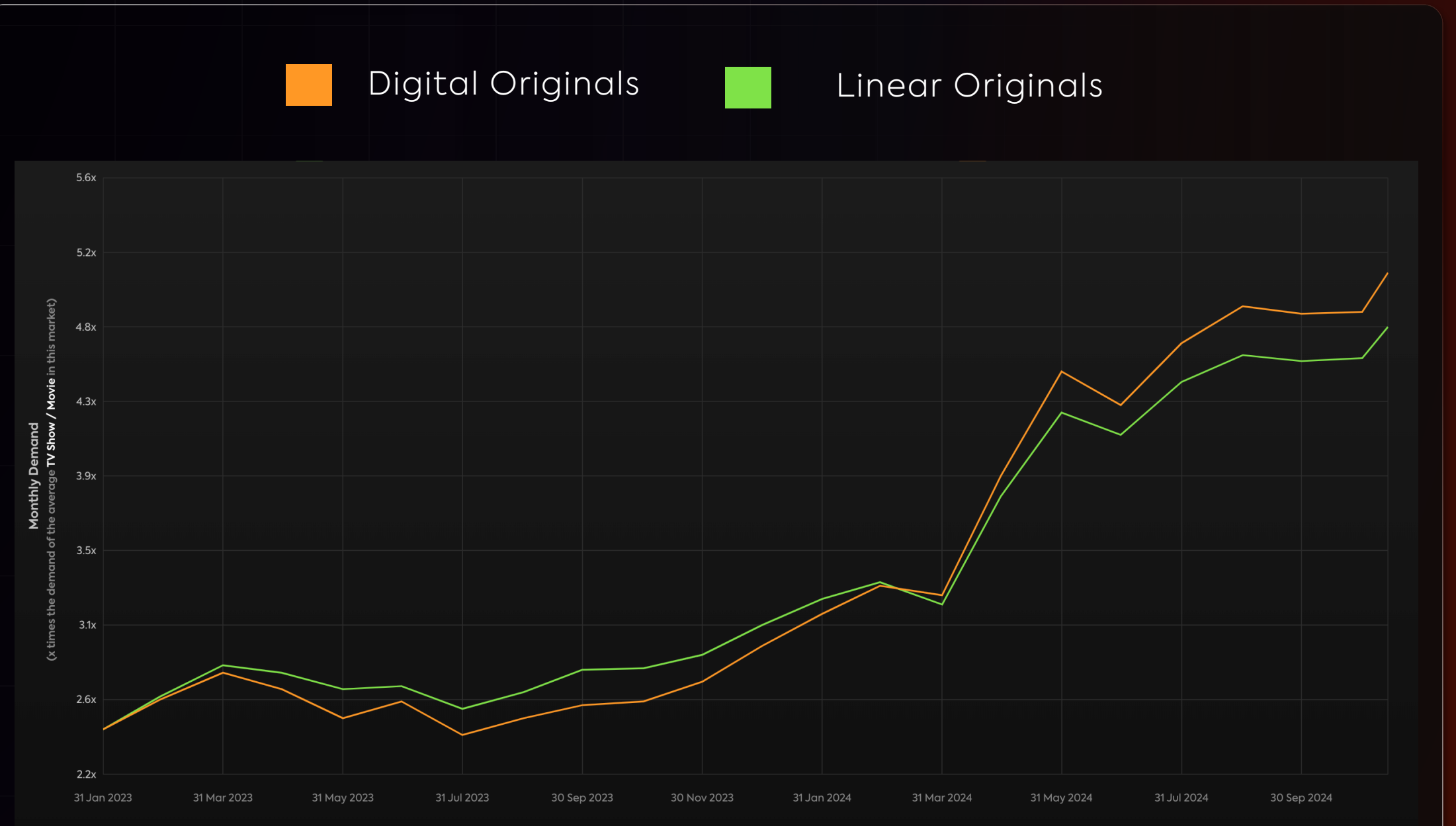
Key Drivers of Growth:
Increased digital commissions by streaming platforms.

Why It Matters:
Animation is becoming a cornerstone for audience engagement and platform growth.

Future Outlook:
Growing appeal to both younger and adult demographics signals long-term demand for digital-first animation.


Methodology Note: *Digital Original is any title which launched on a Streaming Platform.*

Boom in demand for new animation content

Demand share for new content by year, by genre

o From 2021 to 2024, the share of demand for new animated content has more than doubled.

o Drama remains the most in-demand genre with the share of new content from the Comedy and Action and Adventure space showing decline
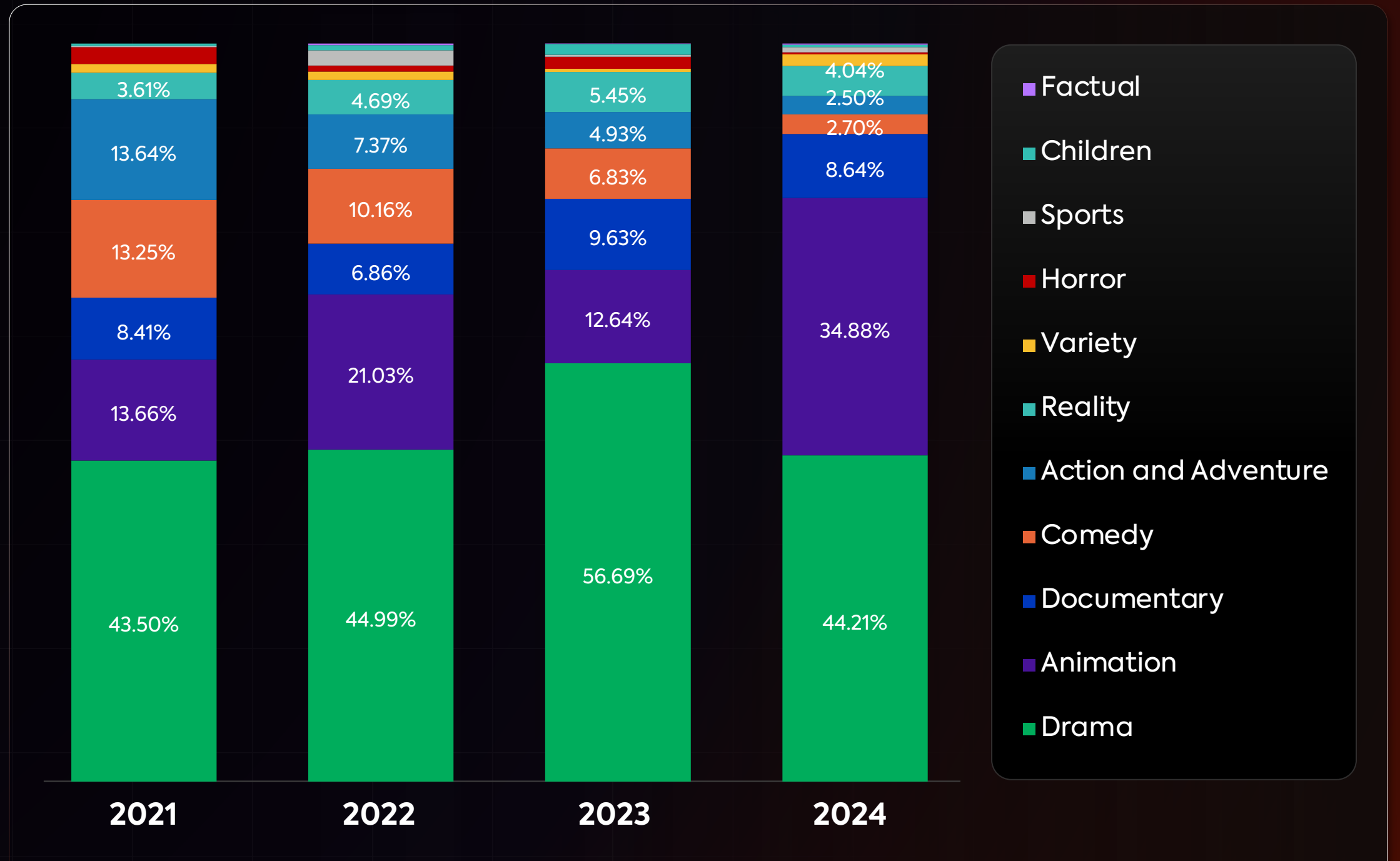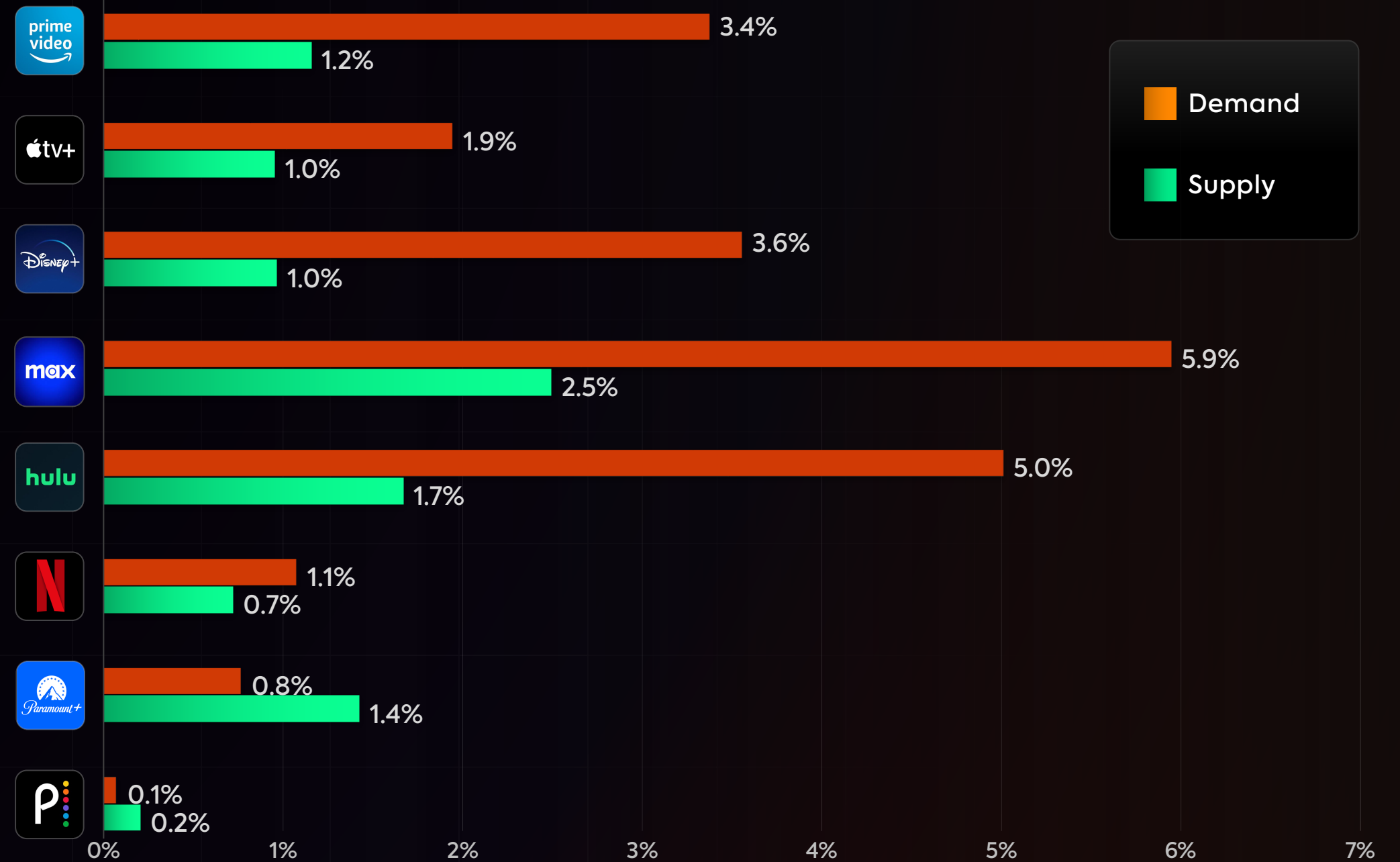

Methodology Note: *Bars represent the total number of streaming original series that have premiered each quarter or earlier, indexed to the total number that premiered prior to 2020 (=100).*

Everyone is chasing Animation Potential

Demand vs Supply for Animated Content

○ Opportunity are for platforms that haven't yet invested in animation space

Demand
Supply

Platform	Demand	Supply
prime video	3.4%	1.2%
apple tv+	1.9%	1.0%
Disney+	3.6%	1.0%
max	5.9%	2.5%
hulu	5.0%	1.7%
Netflix	1.1%	0.7%
Paramount+	0.8%	1.4%
peacock	0.1%	0.2%

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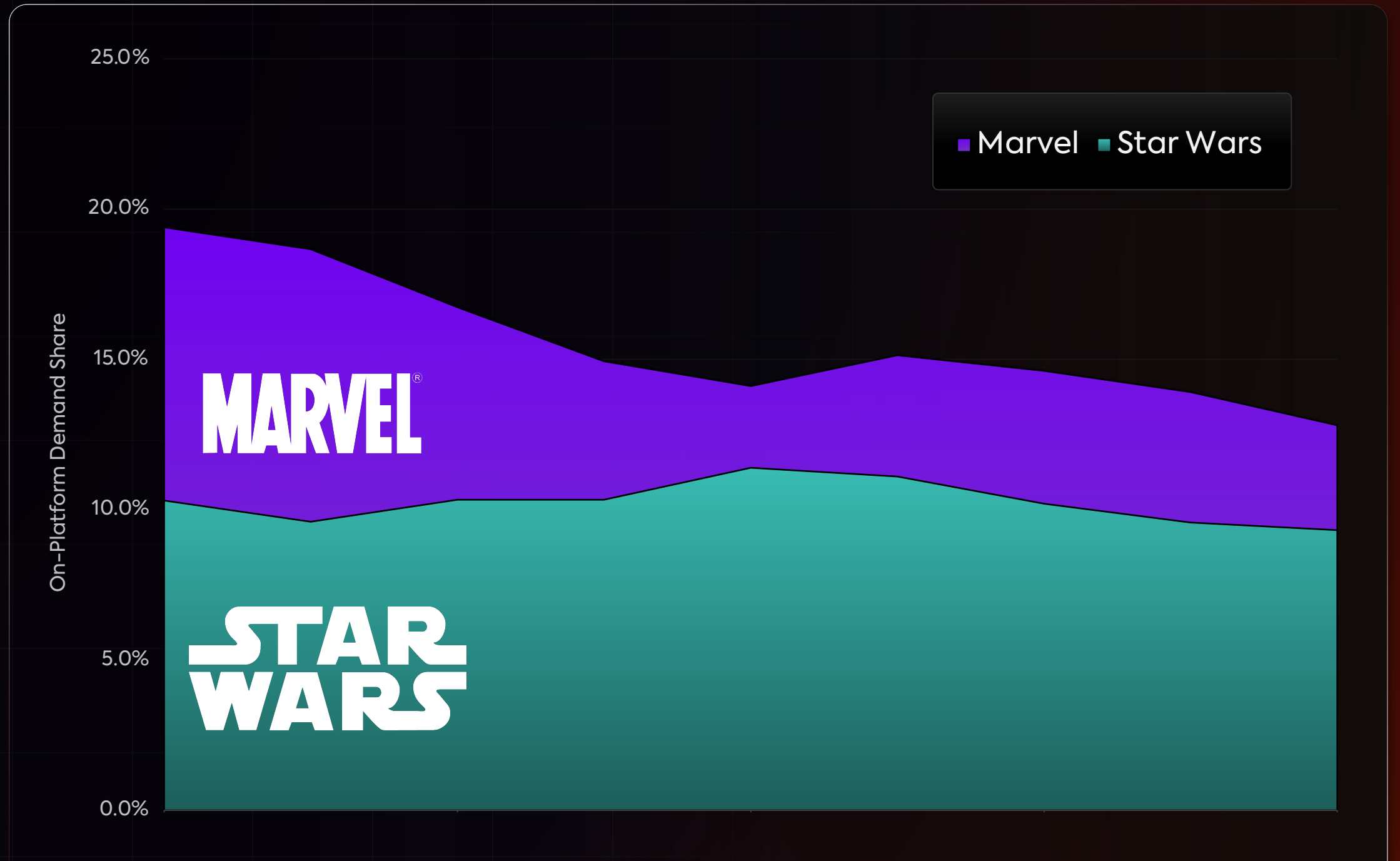
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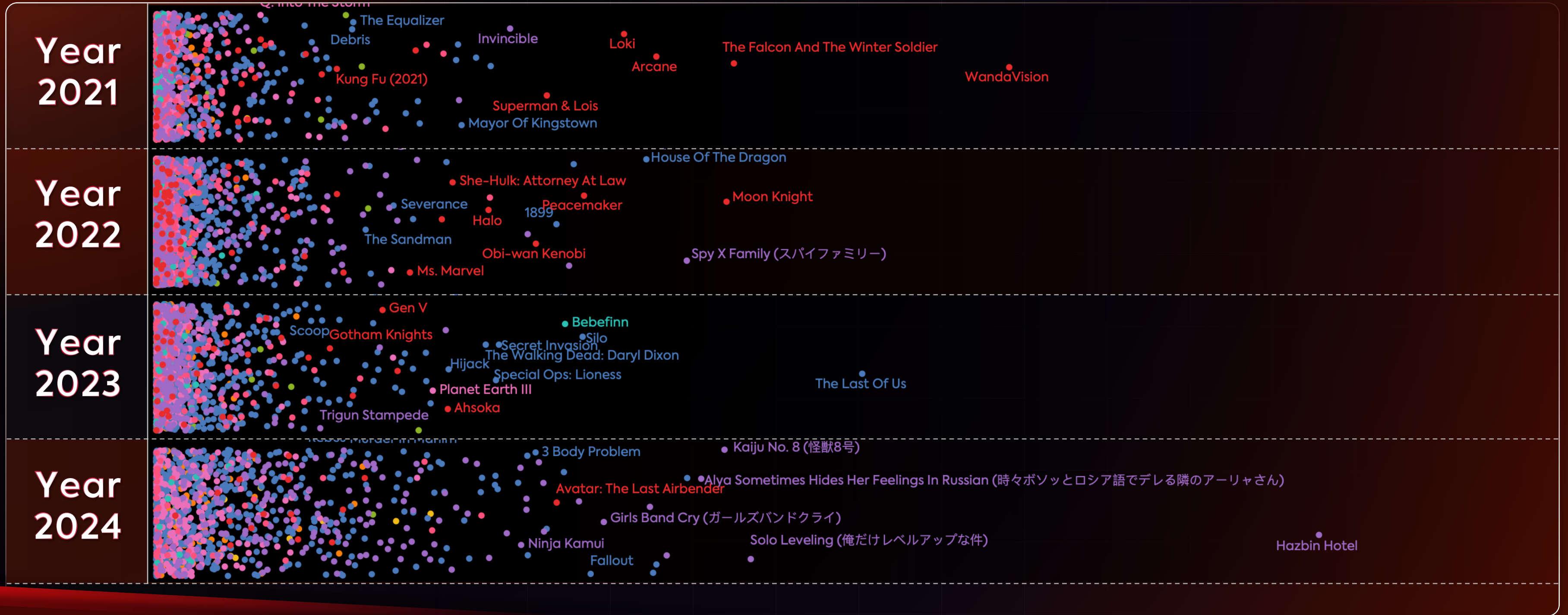
Franchise Fatigue Hits Action & Adventure

U.S. TV Demand Share on
Disney+ for Franchises
Q2 2022 – Q2 2024

- o Disney's TV franchises make up a smaller share of demand on the platform

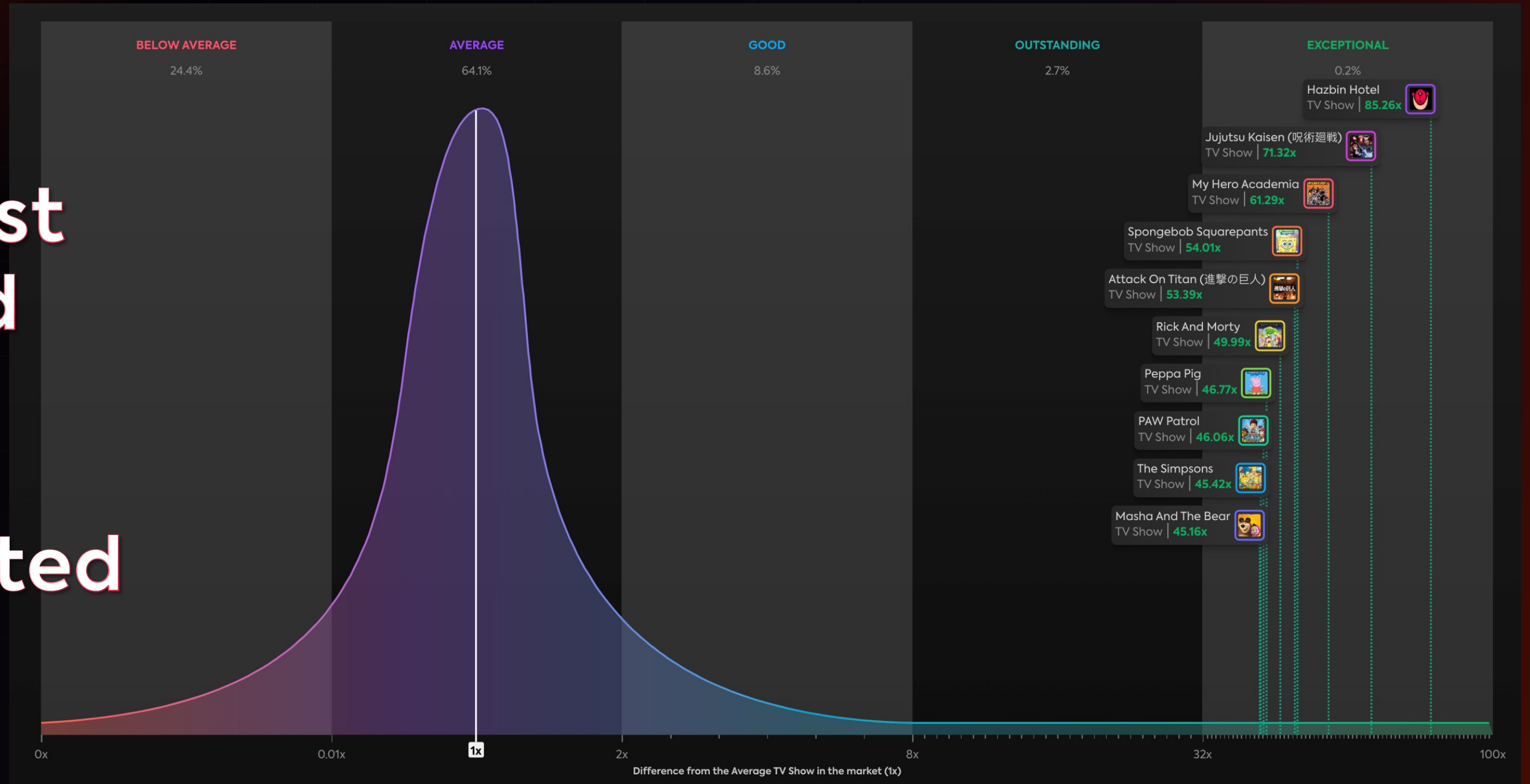- o Marvel has seen the largest decline while Star Wars has held up better over the past two years

Methodology Note: *Demand for each franchise is expressed as a share of the total demand for Disney+'s TV catalog.*
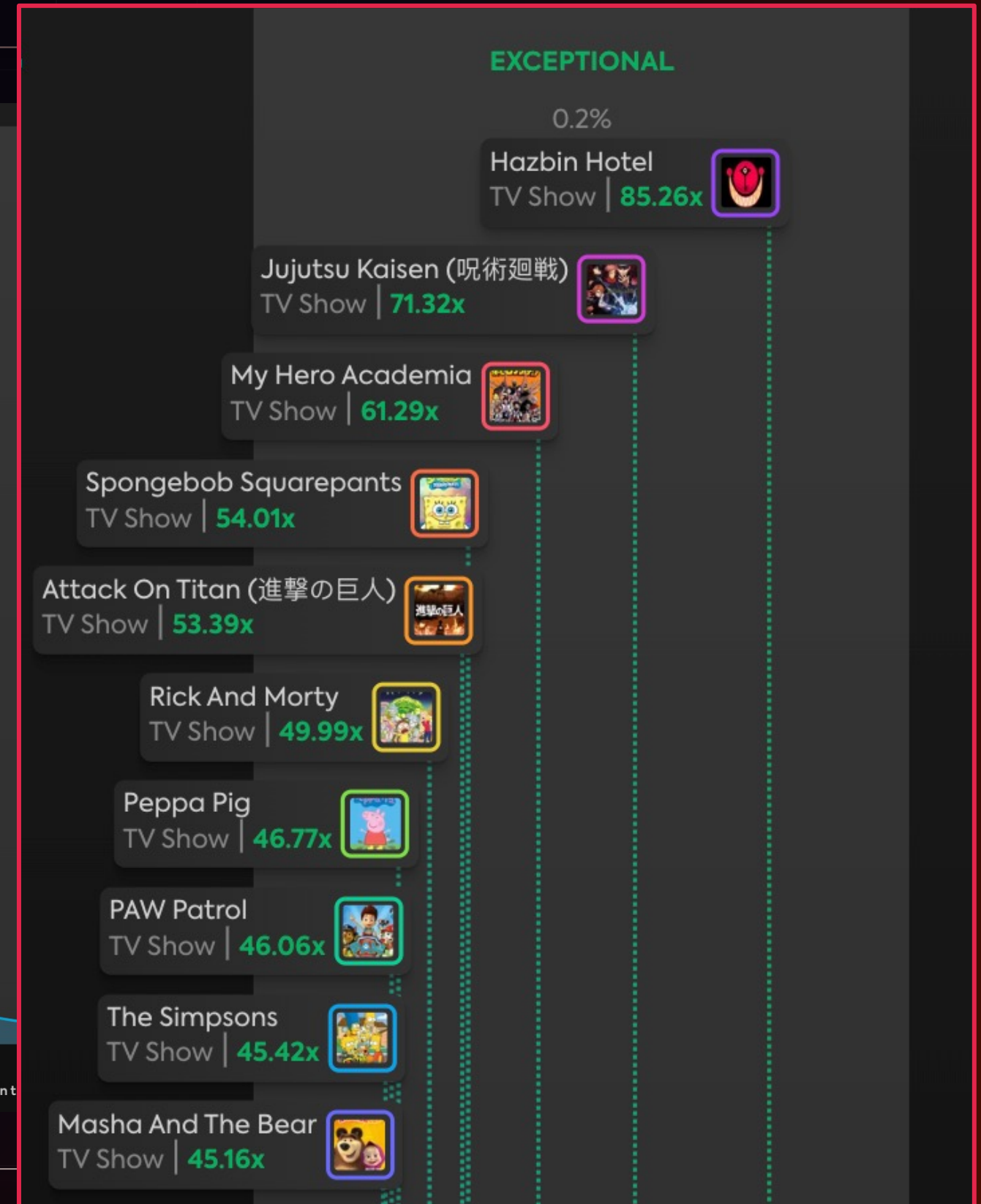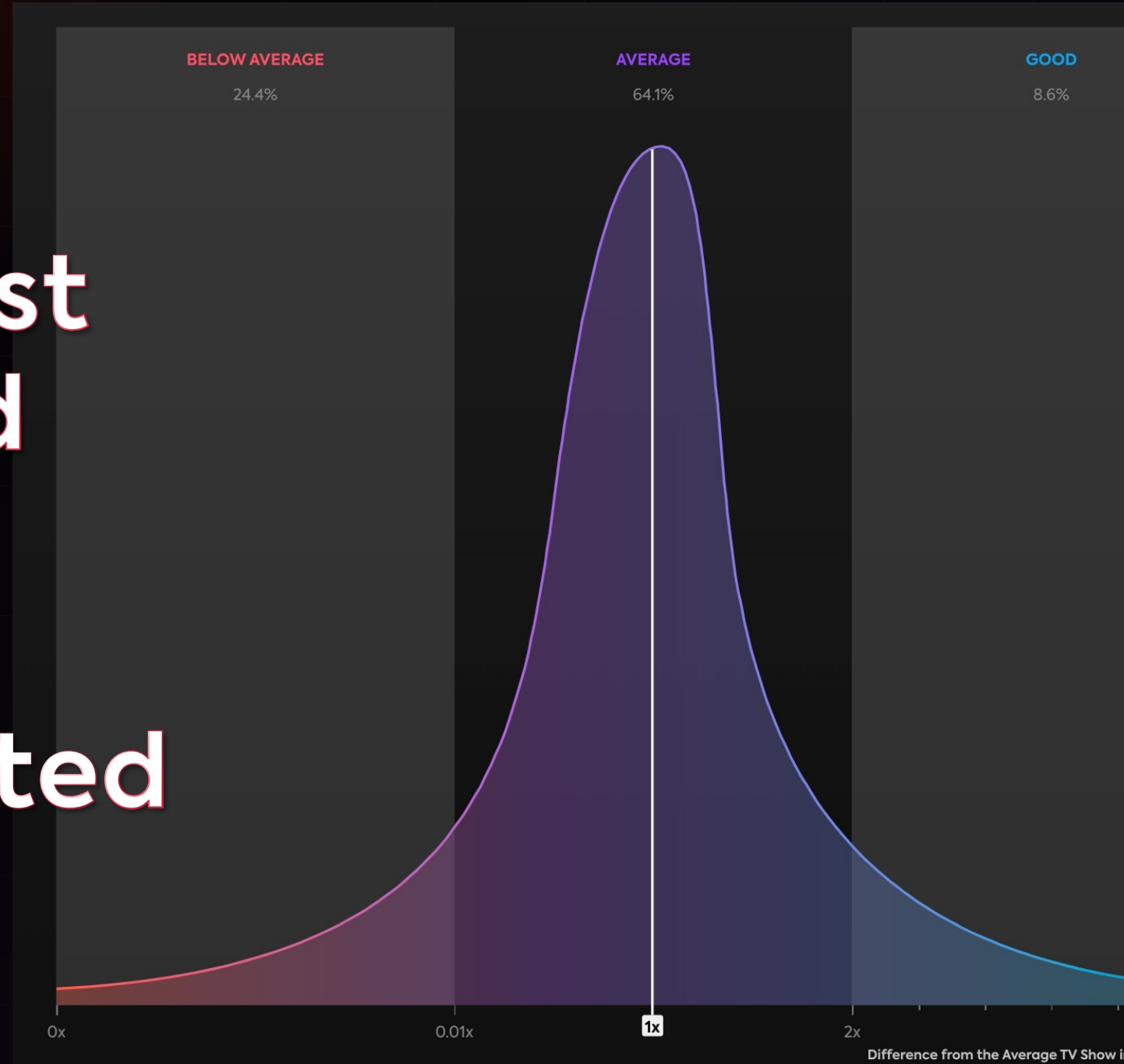
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Global | Most Demanded Animated Series 2024

16 of the Top 50 Most Demanded TV Shows Globally Are Animated Titles

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

Hazbin Hotel
TV Show | 85.26x

Jujutsu Kaisen (呪術廻戦)
TV Show | 71.32x

My Hero Academia
TV Show | 61.29x

Spongebob Squarepants
TV Show | 54.01x

Attack On Titan (進撃の巨人)
TV Show | 53.39x

Rick And Morty
TV Show | 49.99x

Peppa Pig
TV Show | 46.77x

PAW Patrol
TV Show | 46.06x

The Simpsons
TV Show | 45.42x

Masha And The Bear
TV Show | 45.16x

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

Difference from the Average TV Show in the market (1x)

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Global | Zooming in on the most demanded animation

16 of the
Top 50 Most
Demanded
TV Shows
Globally
Are Animated
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Global | Most Demanded New Non-Anime TV Shows of 2024

HAZBIN HOTEL

prime video

MARVEL ANIMATION
X-MEN '97

Disney+

TERMINATOR ZERO

Netflix

TWILIGHT OF THE GODS

Netflix

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Animation remains at the forefront of attracting younger audiences

Animation has the highest skew towards Gen Z compared to other genres

Why Animation Matters:
Animation's flexibility and universal appeal make it a powerful tool to engage both children and young adults. It plays a critical role in driving platform engagement and audience loyalty.

Key Takeaway:
To connect with younger audiences effectively, both broadcasters and streamers must make animation a cornerstone of their strategy.

Legend: ■ Gen Z ■ Zennials ■ Millennials ■ Gen X+

Y-axis: Share of Titles with Audiences Skewed toward Each Generation

X-axis categories: Animation, Romance, Horror, Western
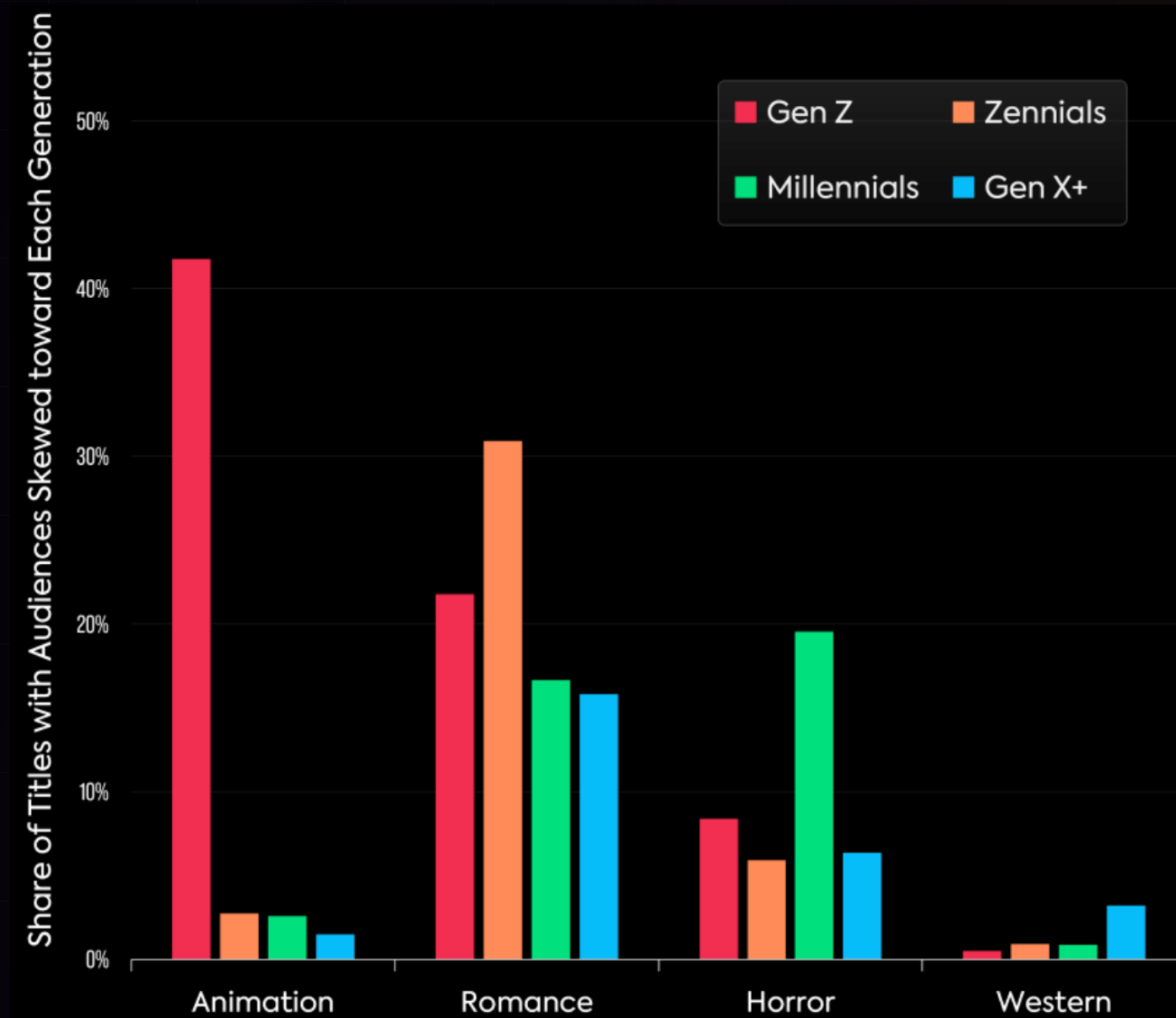
Methodology Note: *All TV Shows and Movies (Year to Date)*

Demographics by Sub-Genre

www.parrotanalytics.com

MALE — MILLENNIALS + GEN X+

MALE + OLDER

FEMALE — MILLENNIALS + GEN X+

FEMALE + OLDER

Historical Documentary

Legal Drama

Sci-Fi Drama

Sports Documentary

GENERATION

Romance Reality

Superhero Series

Japanese Animation

MALE + YOUNGER

FEMALE + YOUNGER

MALE — GEN Z + ZENNIALS

GENDER

FEMALE — GEN Z + ZENNIALS

AUDIENCE DEMOGRAPHICS ARE CALCULATED WW — ALL TIME

Size of bubble denotes demand

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www.parrotanalytics.com

Global | Most Demanded Female Skewing Animated Titles

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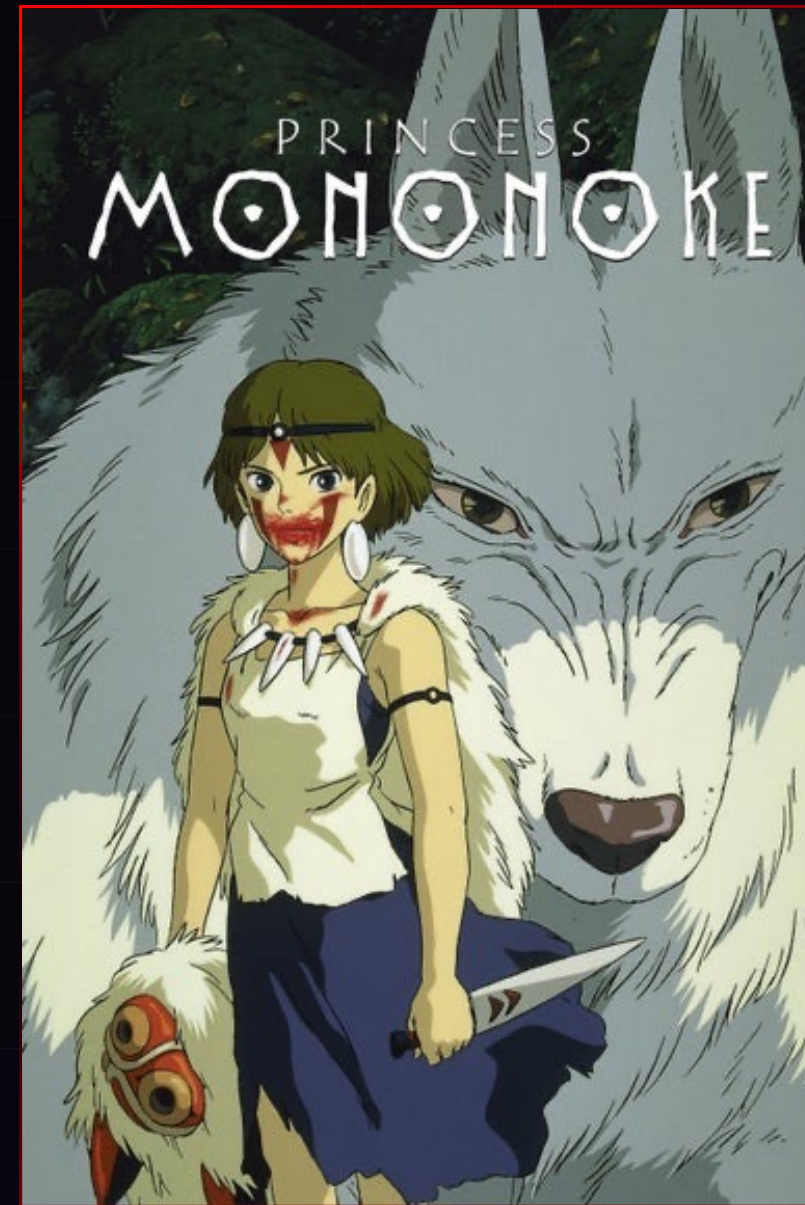
Traditional broadcasters looking to capture those eyeballs

The BBC acquired over 1000 episodes of legendary Japanese anime series, One Piece

The BBC is the only place in the UK that audiences can legally watch dubbed versions of the adventure story

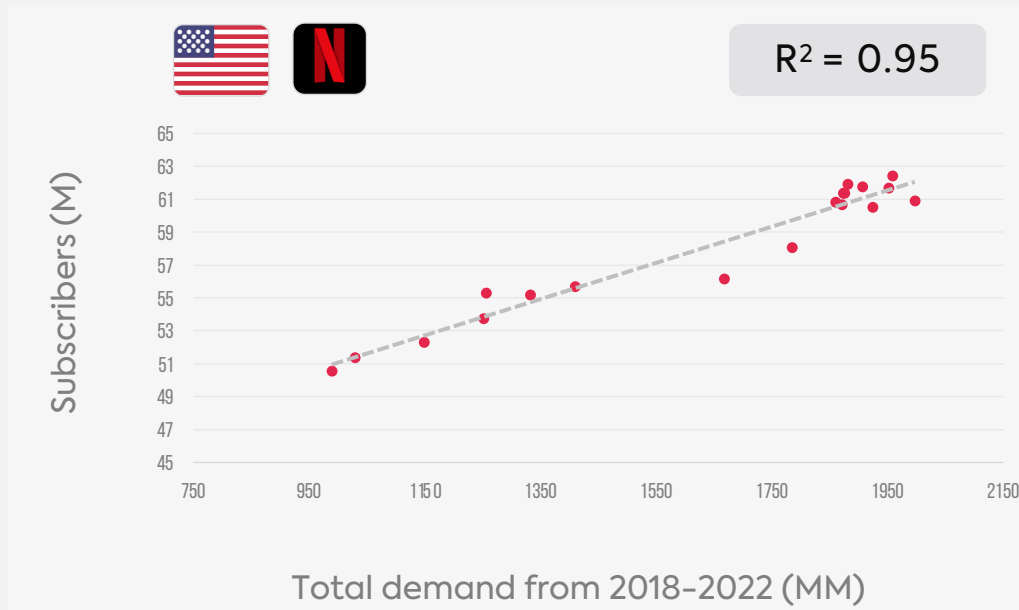www.parrotanalytics.com

How much revenue
does animation drive for streamers?

Valuation

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Supply and Demand Drive Value

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

R² = 0.95

Subscribers (M)

Total demand from 2018-2022 (MM)

R² = 0.86

Subscribers (M)

Total demand from 2019-2022 (MM)

R² = 0.96

Subscribers (M)

Total demand from 2018-2022 (MM)

R² = 0.93

Subscribers (M)

Total demand from 2020-2022 (MM)
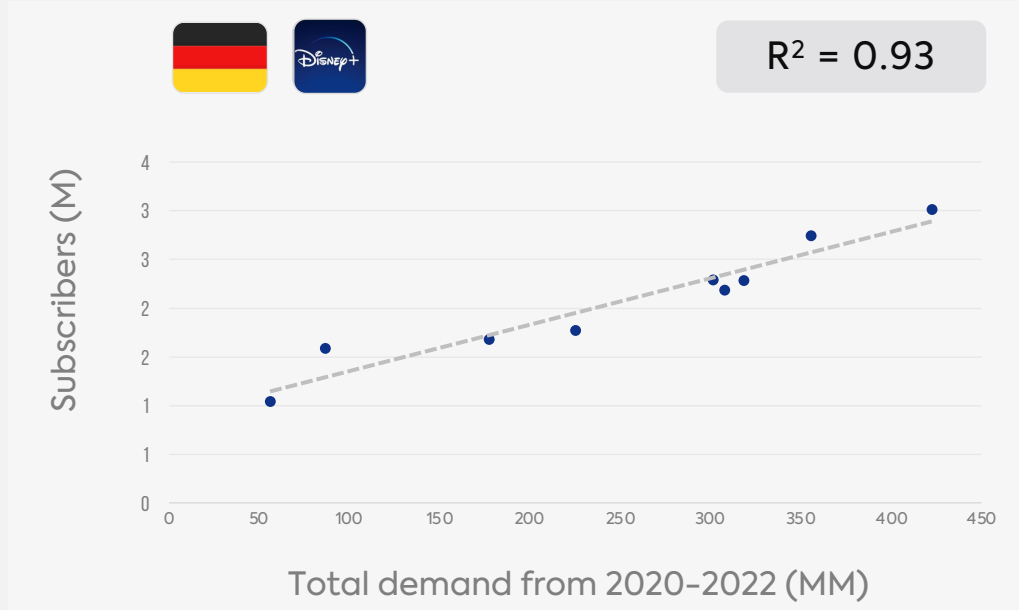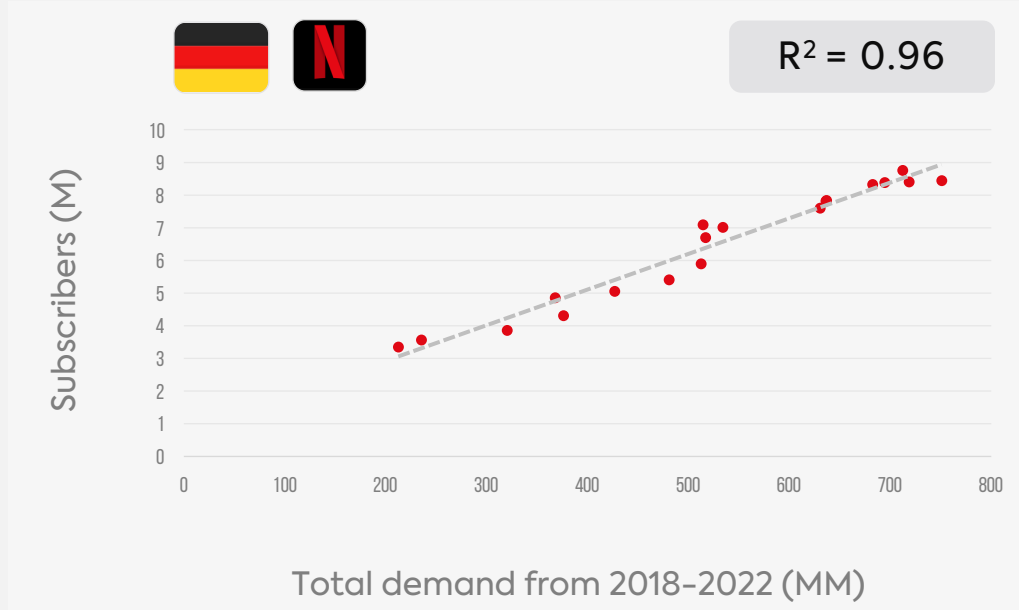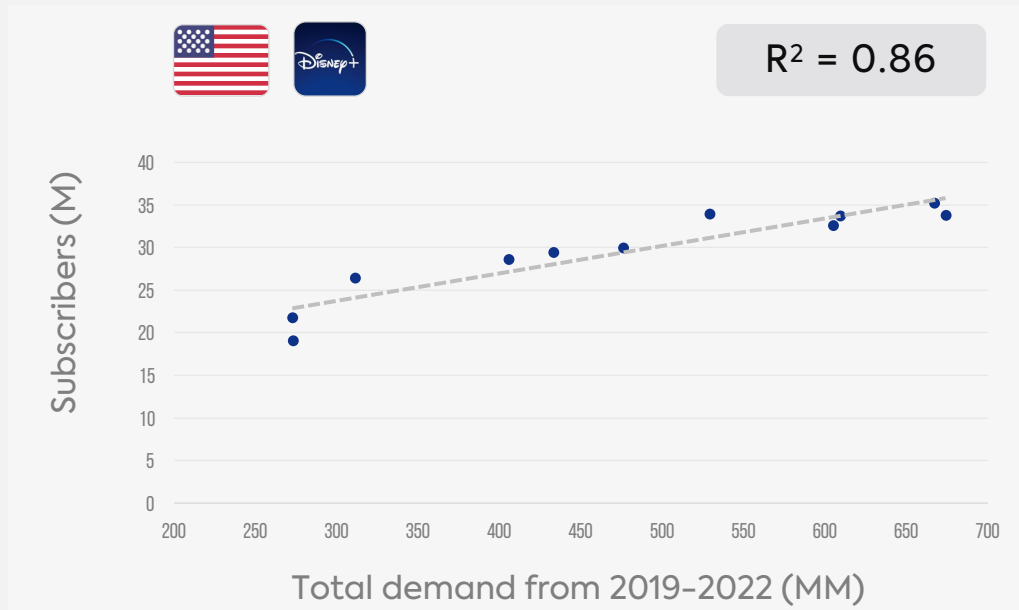
Catalog demand drives subscriptions and revenues for all platforms

"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 (2022)

"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 (2021)

Assigning a precise $ value for any title in any market

A title's demand share (e.g, 1%) translates to an equivalent share of platform revenue (e.g., $36M for Netflix, Q2 2023, with 1% UCAN demand share).

o *Pre-Release Insights*: Predict economic impact before titles launch on streaming platforms.

o *Value Differentiation:* Titles drive acquisition, reduce churn, and impact streaming services differently.

o *Granular Insights:* Analyse revenue contributions and audience behaviour to guide strategy.

1% Demand Share   **1% Revenue Share**

UCAN Demand Q2 2023   **UCAN Revenue** Q2 2023
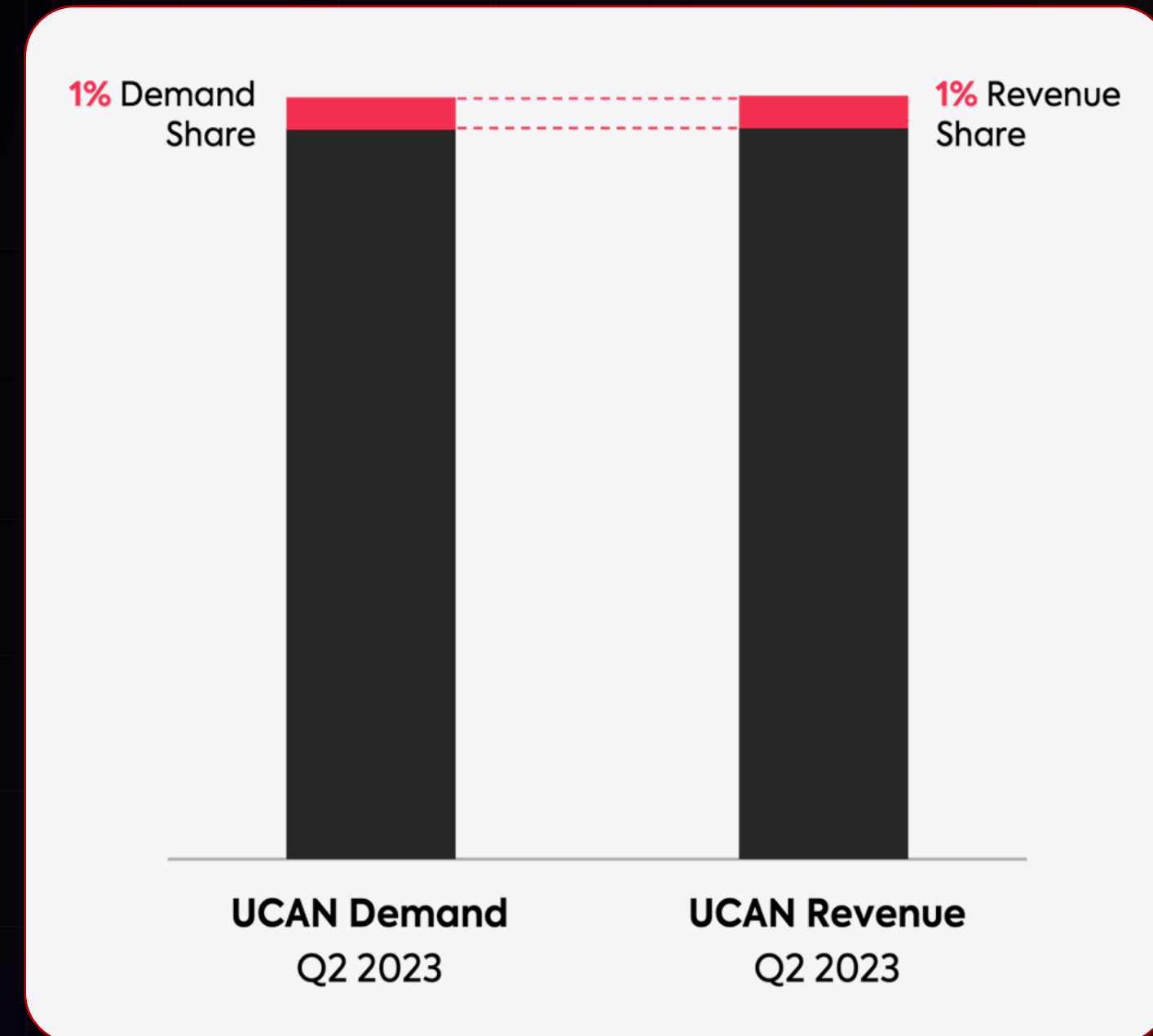
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We have valued some of the worlds most popular IPs

$62 Billion (and counting) in Content Assets Valued

By clients of Parrot Analytics' Content Valuation system in the past 12 months

CONTENT VALUATION
Certified By
Parrot Analytics

Crunchy Roll | Thriving Amidst Consolidation

Niche Strategy Wins: Crunchyroll thrives by focusing on anime, avoiding direct competition with generalist streamers.

Diverse Revenue Streams: Beyond streaming, Crunchyroll monetises fans through events, games, merchandise, manga, and theatrical releases.

Strong Growth: Subscribers grew from 5M in 2021 to 15M in 2024, generating over $1B in global consumer spending.

Sony's Flywheel Effect: Bundled offerings through Sony's ecosystem (PlayStation, Alamo Drafthouse, Sony Music) amplify growth.

Market Leader: Crunchyroll dominates Japanese Animation demand, outperforming Netflix and Hulu in this niche.

Demand and Supply for Japanese Animation
United States, 2024 Q2

Platform	Demand Share	Supply Share
Crunchyroll	98.3%	97.3%
hulu	14.4%	14.5%
Netflix	9.0%	5.9%
prime video	3.3%	2.8%
P (Peacock)	2.4%	3.8%
Disney+	0.6%	0.9%

■ Demand Share ■ Supply Share

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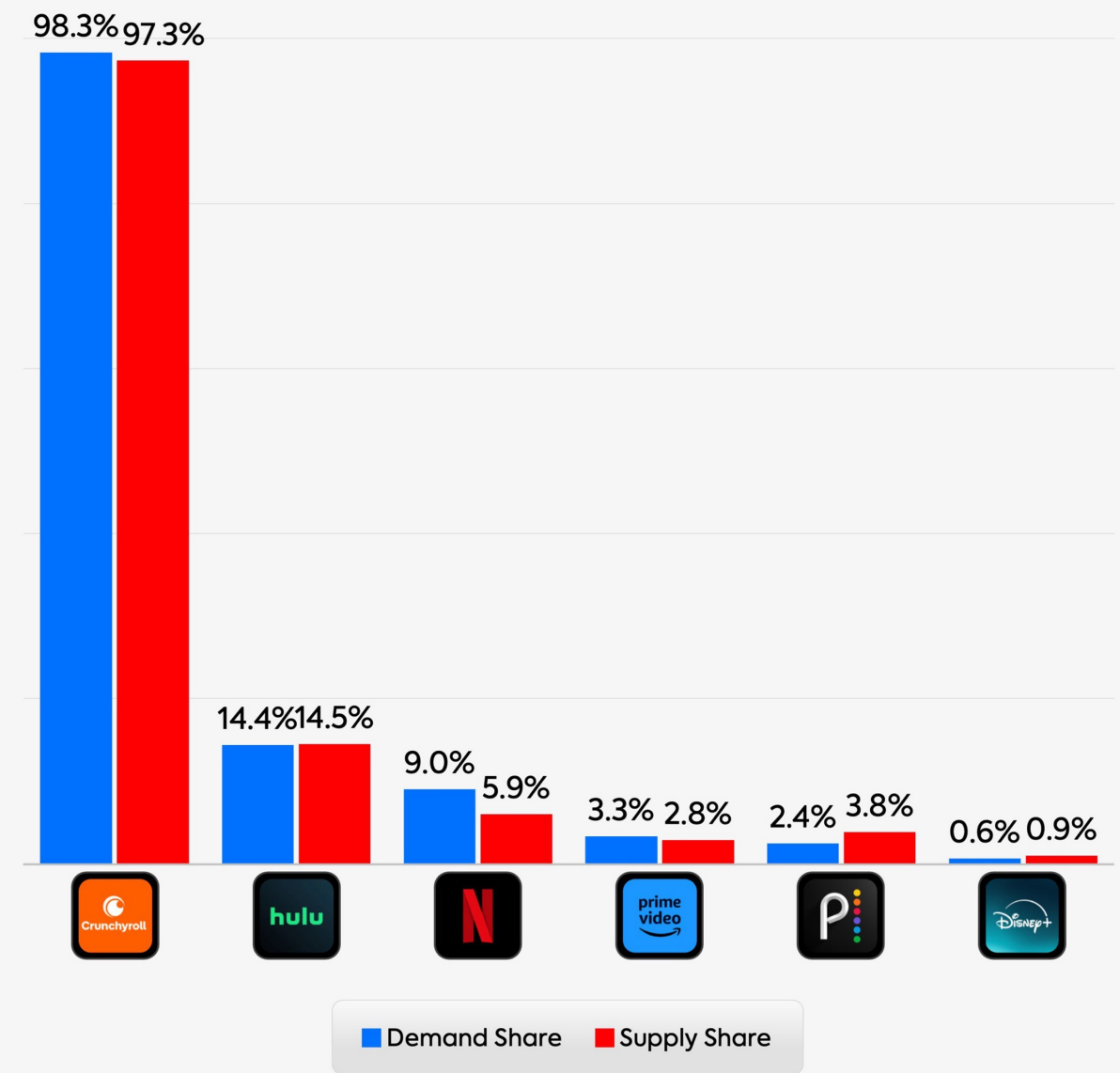
Streaming's Next Big Bet | Global Content for Zoomers

Learning from Crunchyroll: Netflix and Hulu are adopting anime strategies to attract and retain younger audiences.

Revenue Drivers: Naruto earned Netflix and Hulu over **$21M** in Q2 2024.My Hero Academia contributed nearly **$15M** across Netflix, Hulu, Peacock, and Amazon Prime Video.

Retention Assets: Libraries like Naruto (1,000+ episodes) and My Hero Academia (159 episodes) reduce churn and drive long-term engagement.

Cost-Effective: Licensed anime delivers high ROI, offering a cheaper alternative to in-house originals.

Gen Z Focus: Over 70% of anime audiences are under 30, making it key to engaging Gen Z. Balances demographics, appealing to young male viewers where many platforms skew female.

Q2, 2024 UCAN Revenue Contribution (USD, Millions)

My Hero Academia		Naruto			
$11.74 (hulu)	$9.97 (N)	$4.59 (prime video)	$2.46 (hulu)	$5.78 (N)	$1.74 (P)
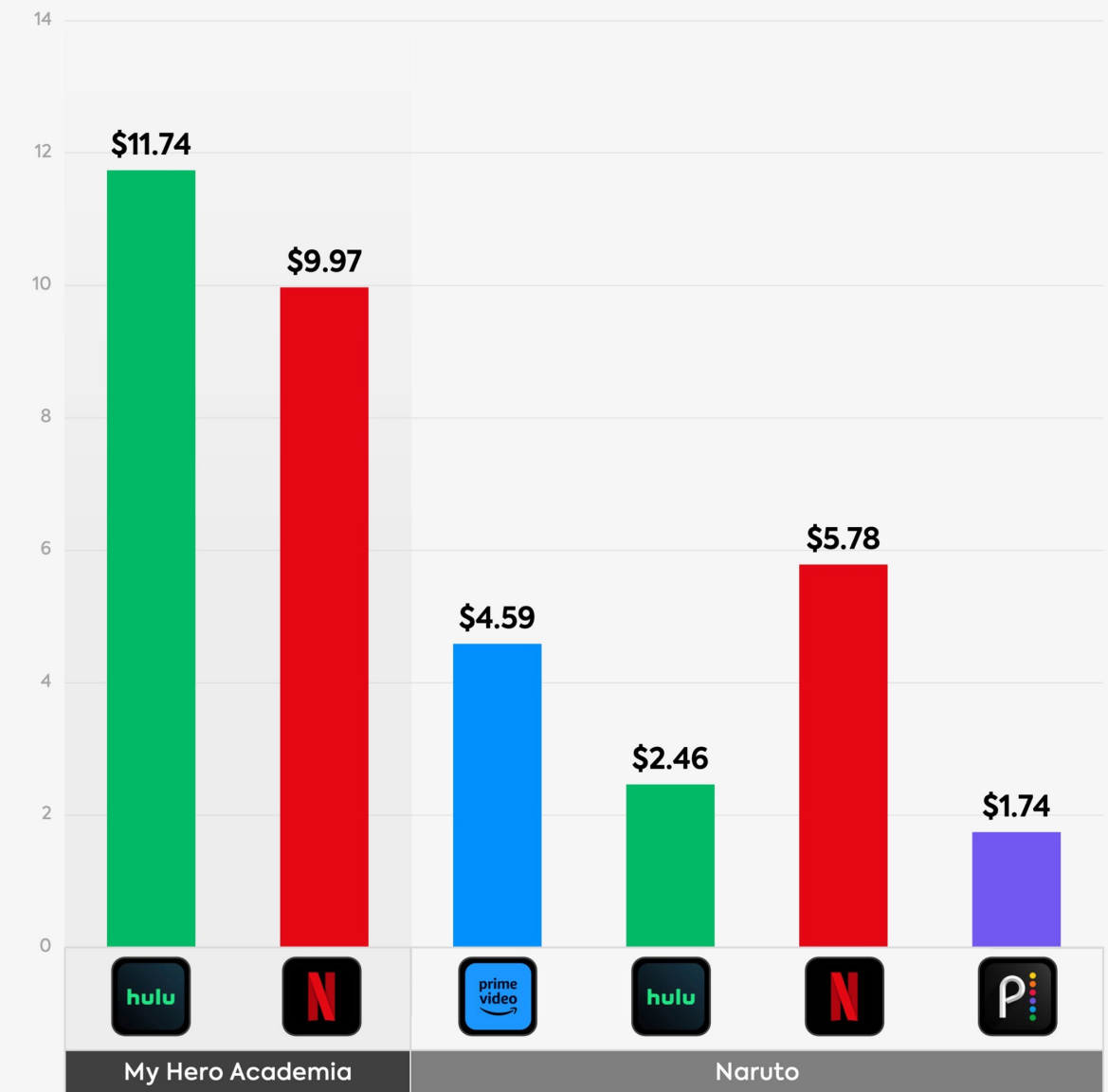
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By using this framework Parrot Analytics can assess the historical & projected $ value of any title – in any market, on any platform
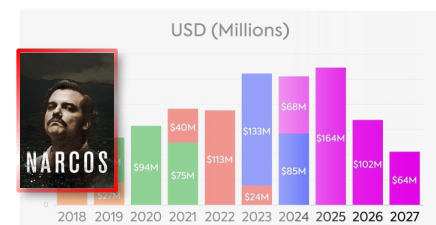
What type of content can we value?
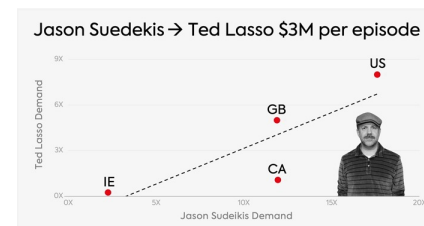

TV Show
- Season
- Episode
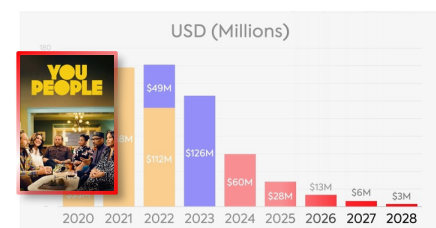
Movie
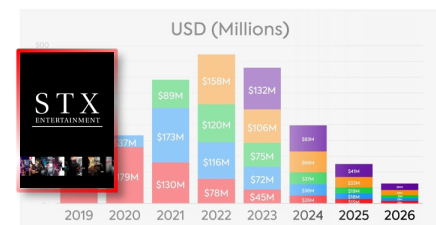
Library

Franchise
- Franchise installment
- Spin-off potential
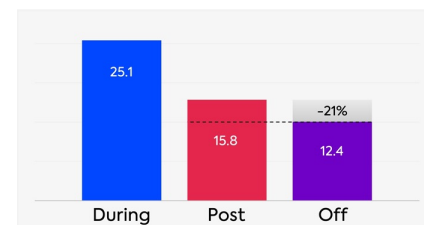- Merchandising

How can we break down the value?

Jason Suedekis → Ted Lasso $3M per episode

Talent value contribution

How much value is driven by the demand for a title's cast?
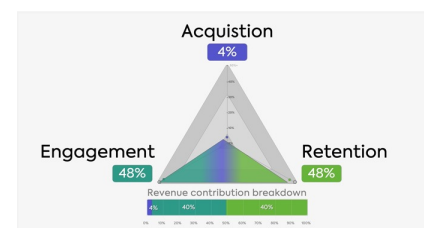
Streaming value drivers

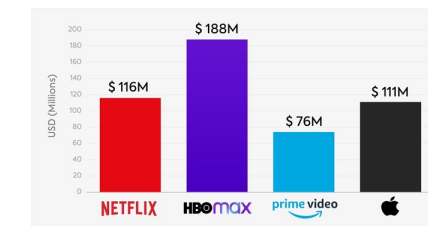Is a title attracting, engaging or retaining viewers?

Season window

How does the value grow and decay across seasons?

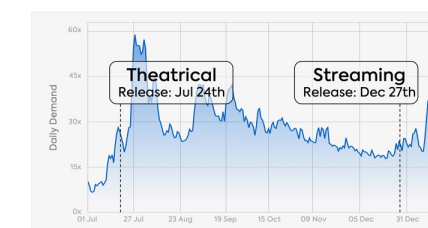53% MALE
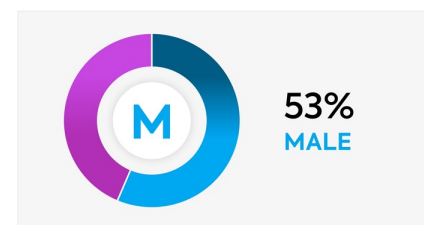
Audience demographics

Rank value by gender, generation and ethnicity

What scenarios can we model?

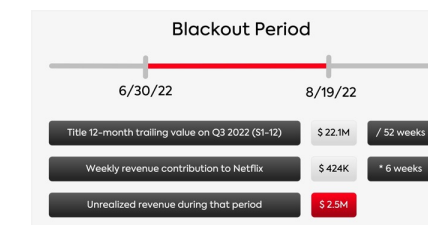**Platform scenarios**

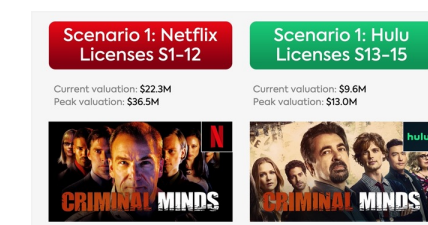Actual and hypothetical value on different platforms

Release windows

Which release strategy maximizes ROI?

Missed opportunities

What is the unrealized value from blackout periods?

Exclusive vs non-exclusive

Impact of cannibalization on multiple platforms

Thank You!

Let's shape the future together

alex@parrotanalytics.com