



# Future Horizons:

Gazing into Animations  
Crystal Ball

April 2024



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

LIONSGATE

sky



WE NOW LIVE IN THE

# THE ATTENTION ECONOMY

# What is Demand? Quick Recap





# IT'S NOT ALL DOOM AND GLOOM





# LOOK FORWARD BY LOOKING BACK

# Global Animation Trends



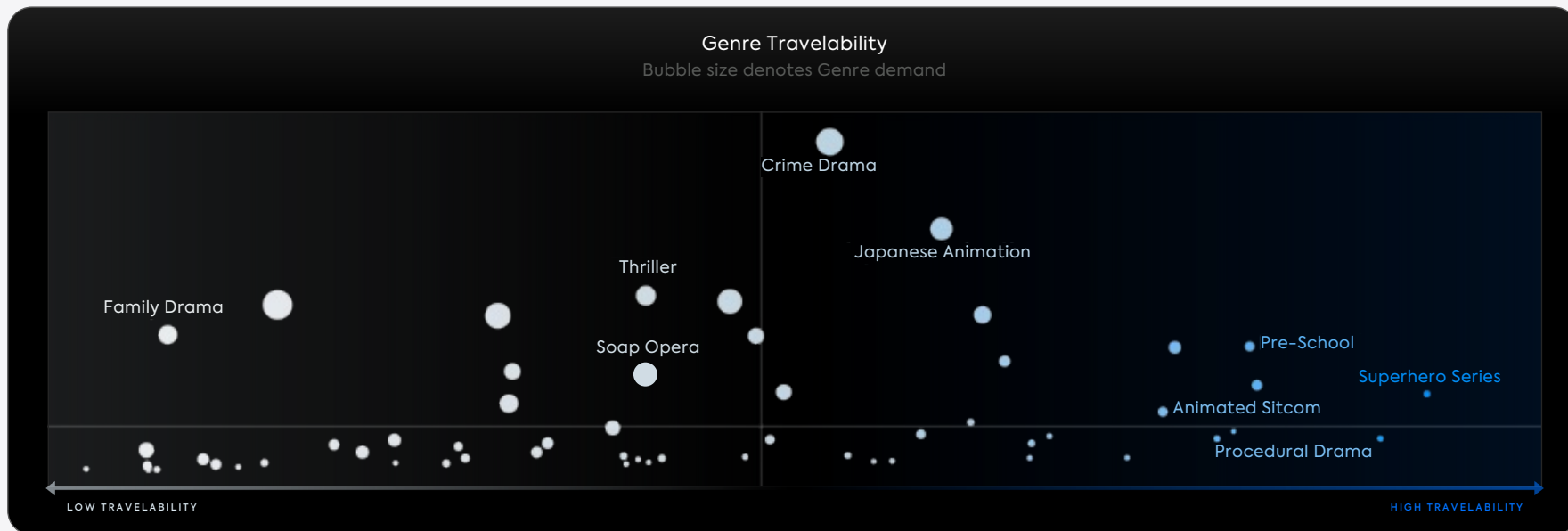


# Most Demanded Animation: Q1 2024



Despite an increased proliferation of platforms  
Linear Originals continue to outperform  
Digital Originals

# Animation Trends: Travelability



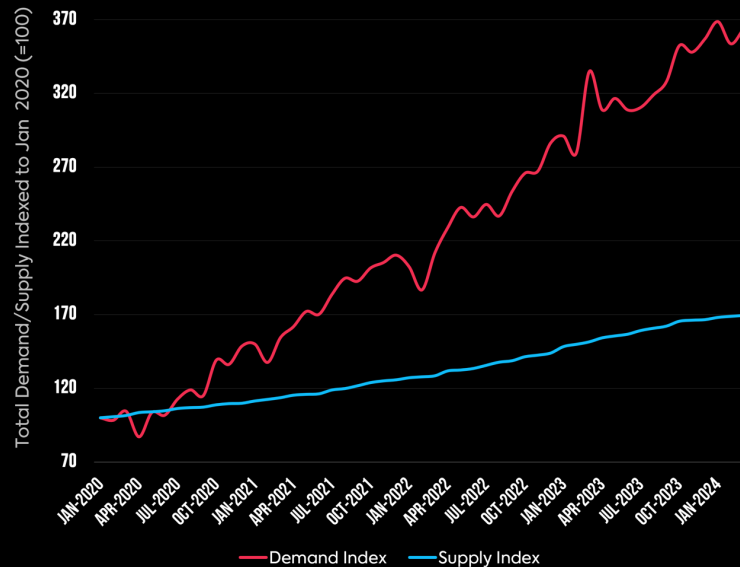
**Japanese Animation, Animated Sitcoms and Pre-School titles deliver the highest levels of international travelability**

# Animation Trends: Supply & Demand

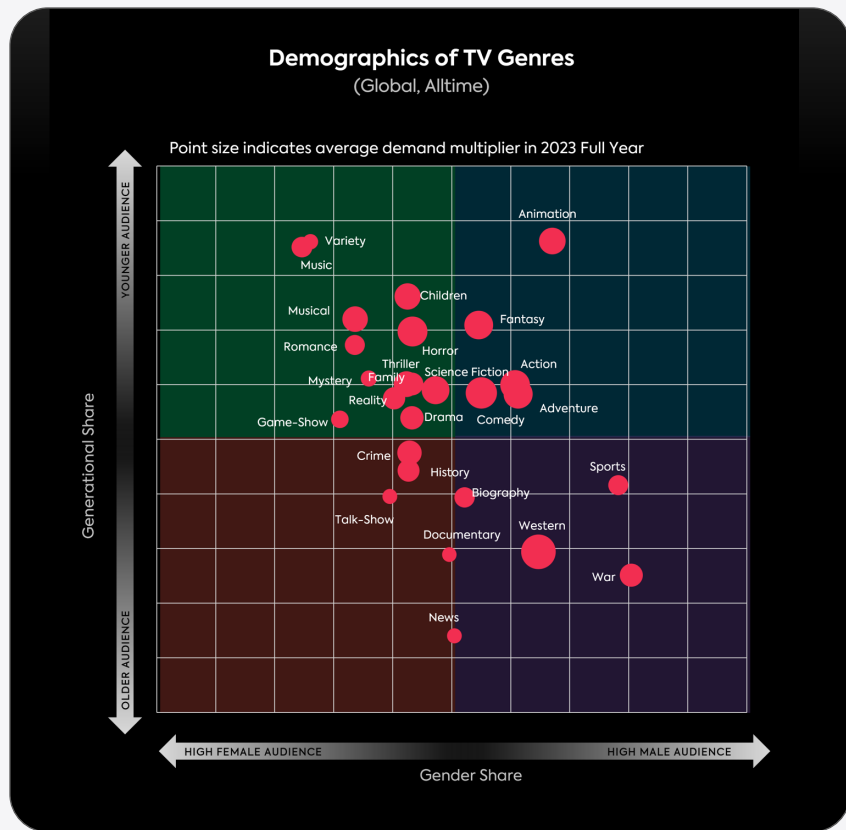
Since January 2020,  
Demand for **Adult Animation** has continually  
outpaced Supply

## Growth in Total Demand and Supply of Adult Animation Series

Global, January 2020 – March 2024



# Animation Trends: Demographic Profile

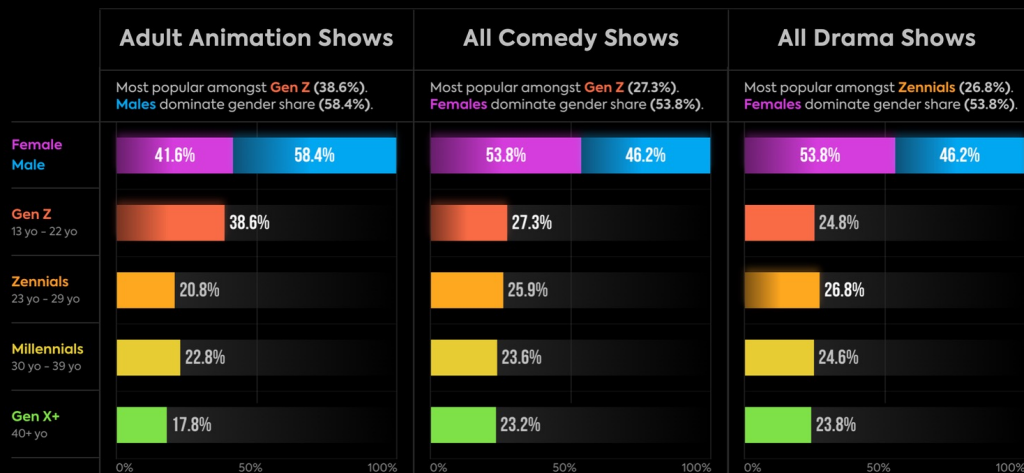


**Adult Animation** remains most popular with Younger, male audiences – This presents an opportunity for story tellers to attract a female demographic

# Animation Trends: Demographic Profile

## Audience Demographic Comparison of Selected Genres Worldwide

Worldwide, All Time

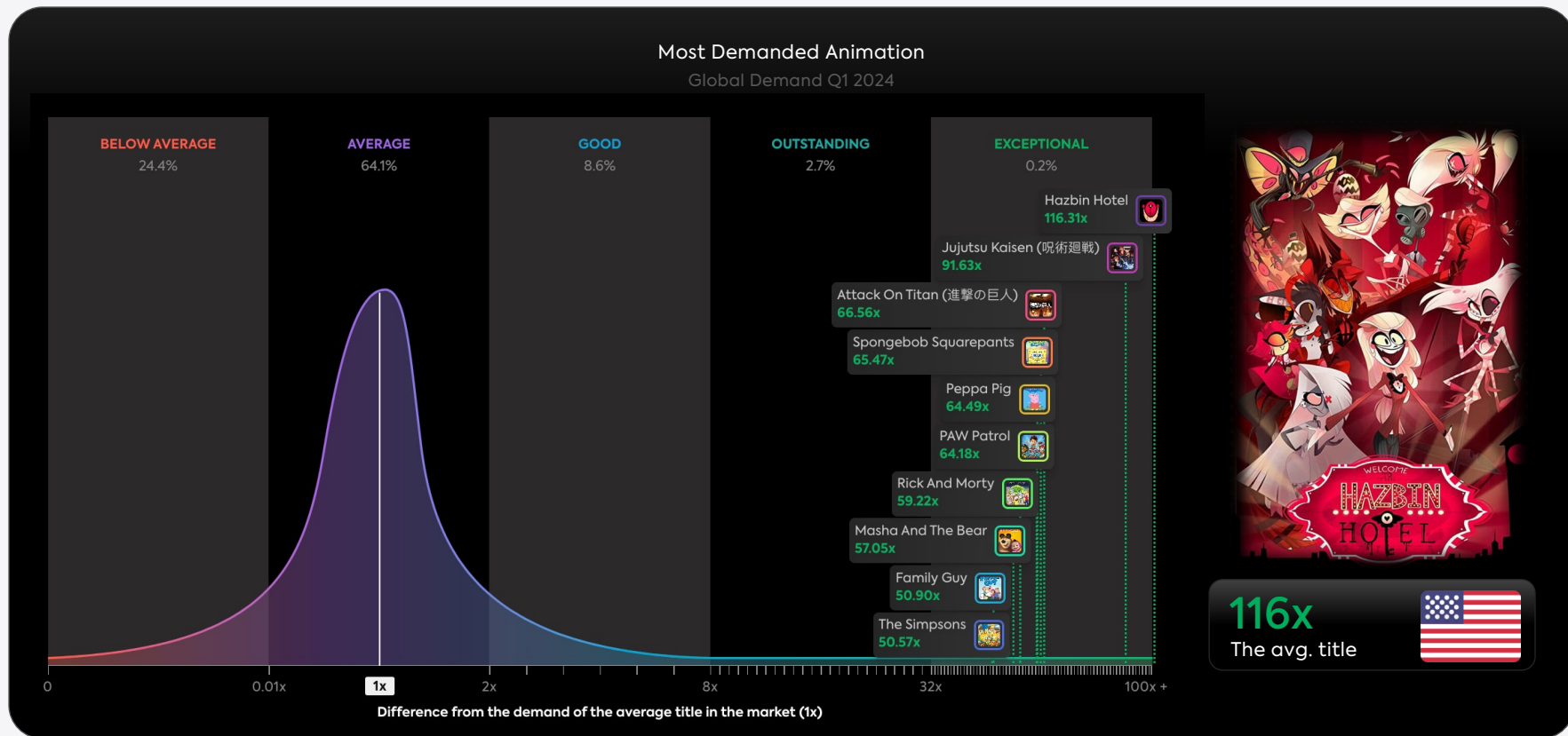


Especially when compared to **Comedy & Drama** titles which skew predominantly female and have a more even gender split

# Most Demanded Animated Titles



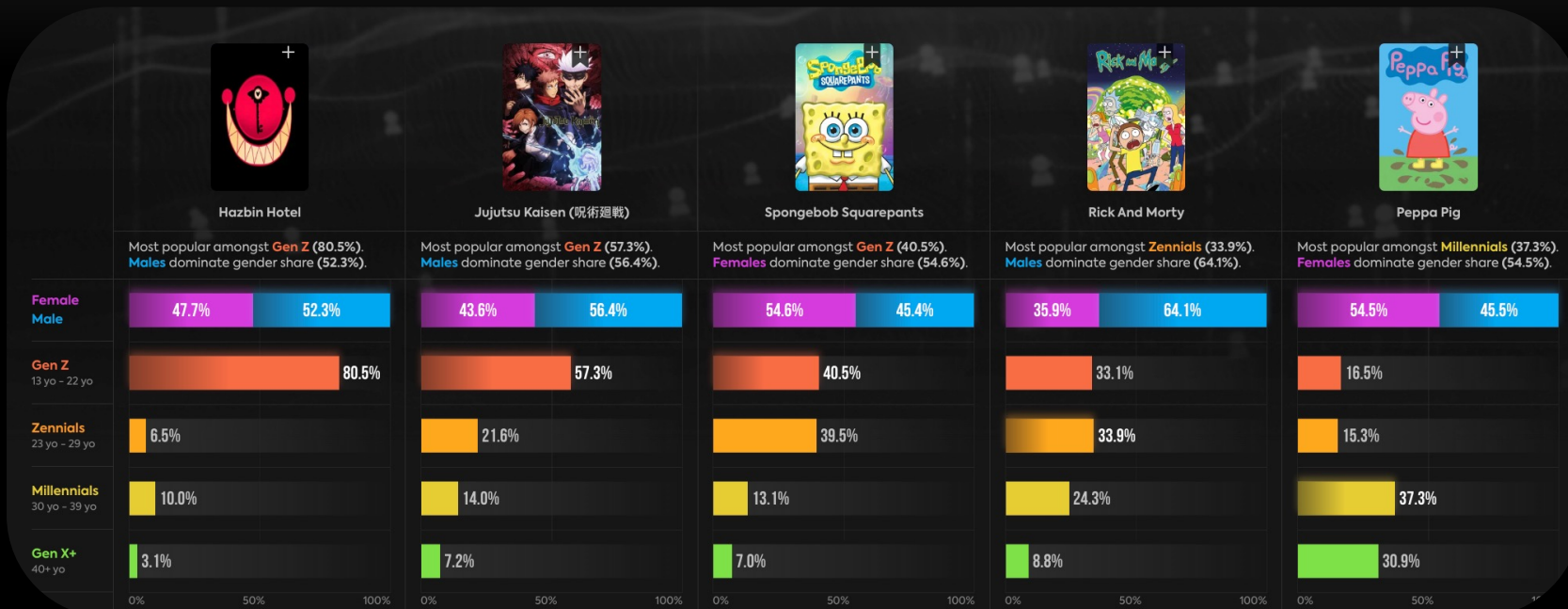
# Most Demanded Animation: Q1 2024



# Most Demanded Animation: Q1 2024

## Most Demanded Animation

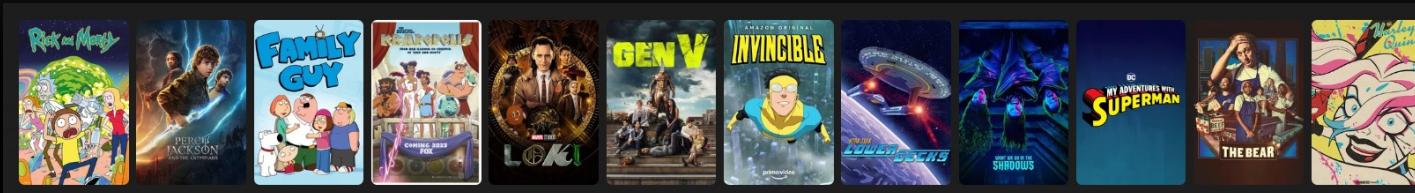
### Demographic Breakdown





# Most Demanded Animation: What Else Are You Watching?

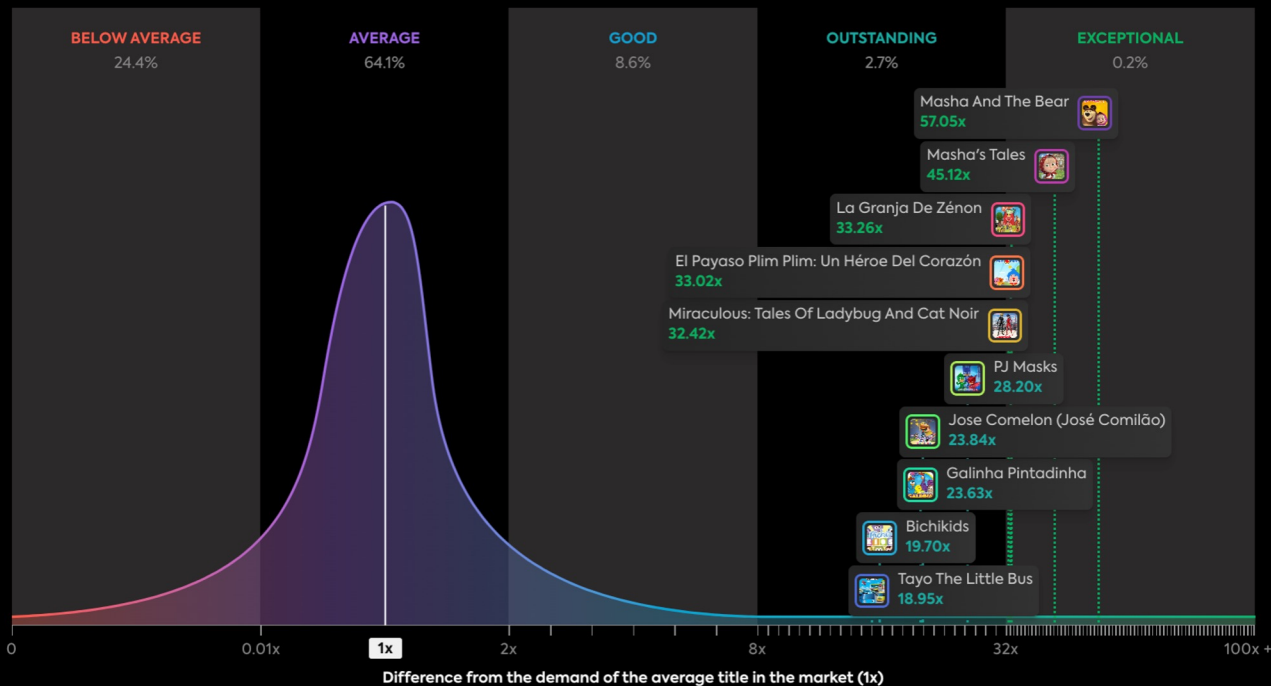
What Else Are We Watching?



# Most Demanded Animation: Q1 2024

## Most Demanded Animation (Non-English Language exc. Anime)

Global Demand Q1 2024

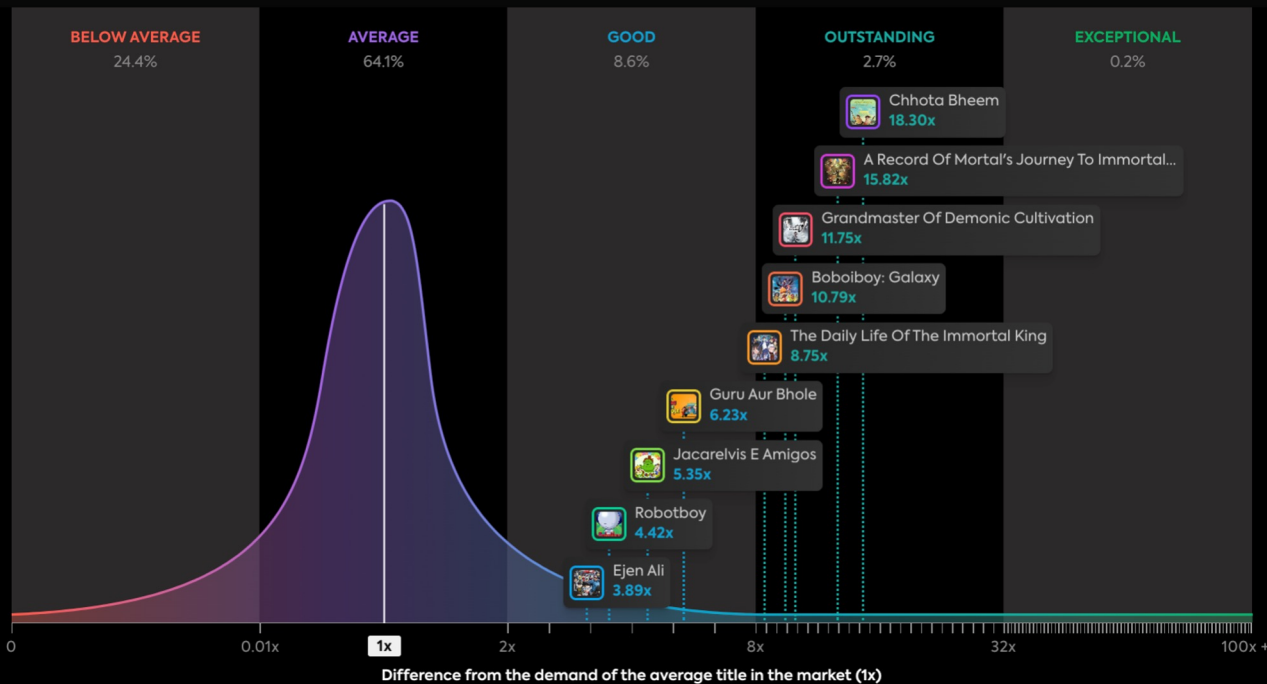


**33.3x**  
The avg. title

# Most Demanded Animation: Q1 2024

Most Demanded Animation (Non-English Language exc. Anime & Pre-school)

Global Demand Q1 2024



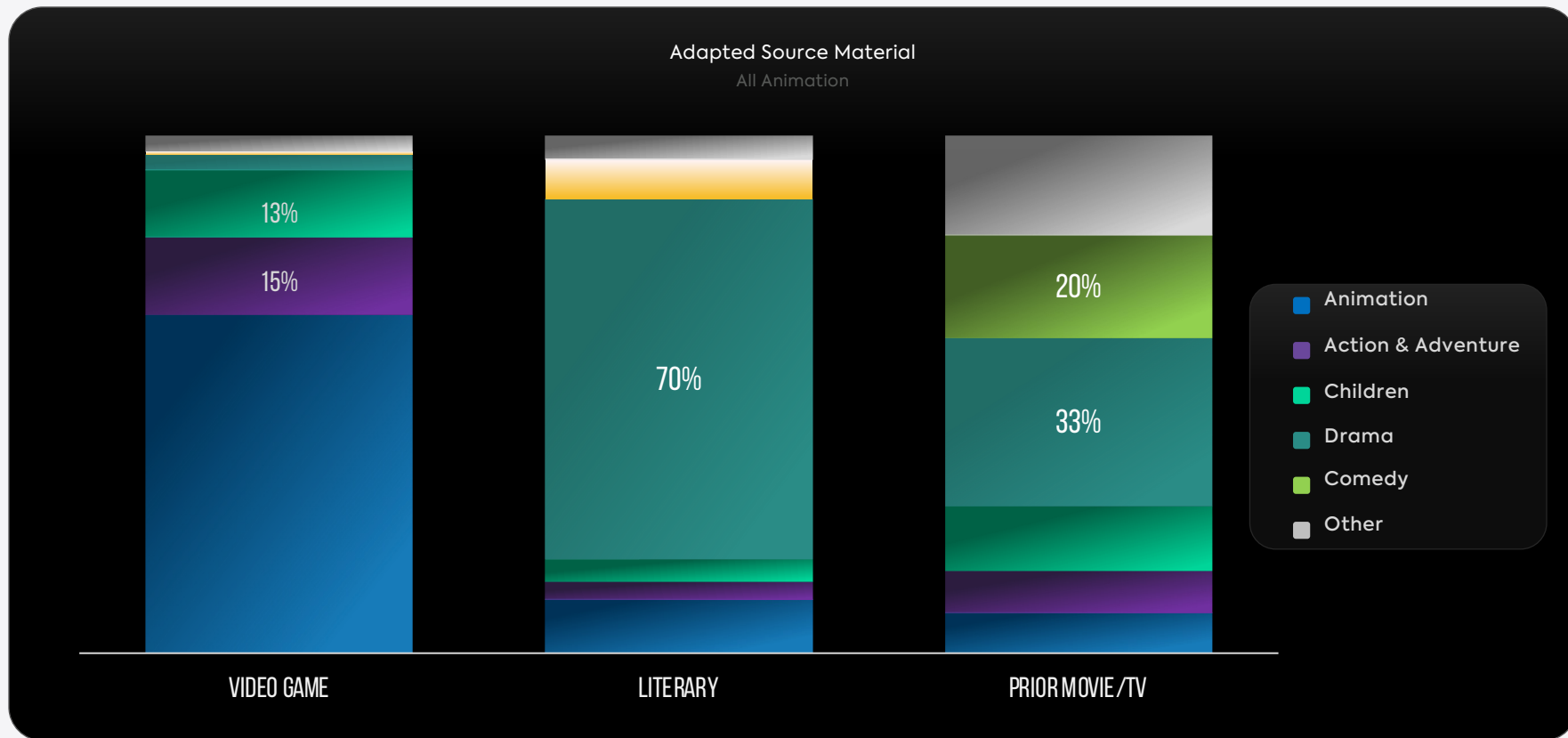
15.8x  
The avg. title



# The growing importance of Known IP

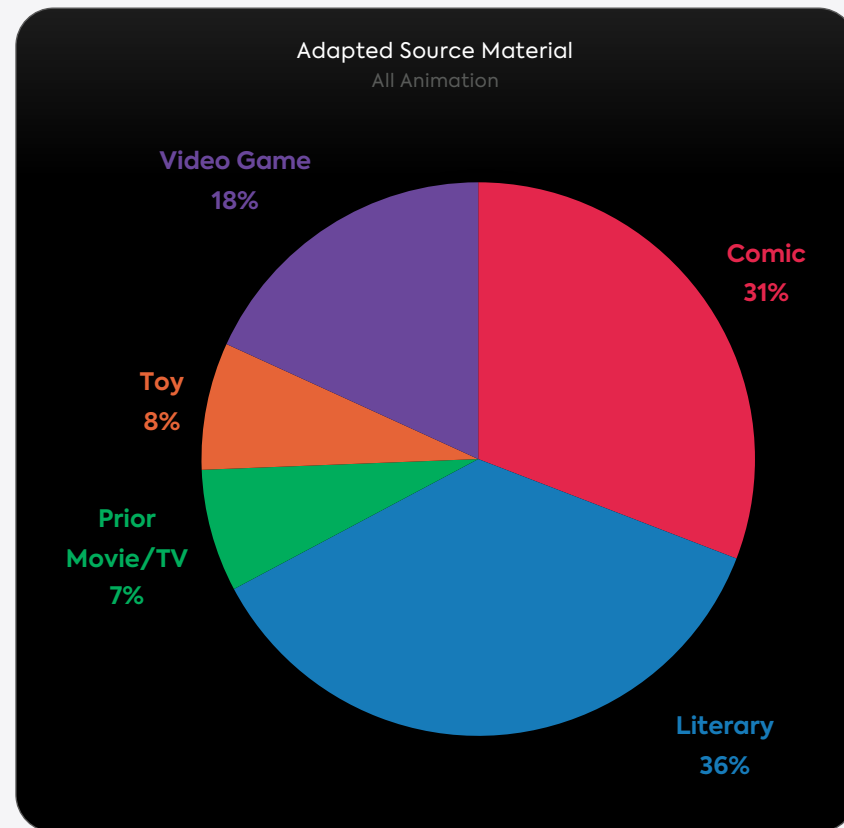


# IP Origination: Adapted Source Material



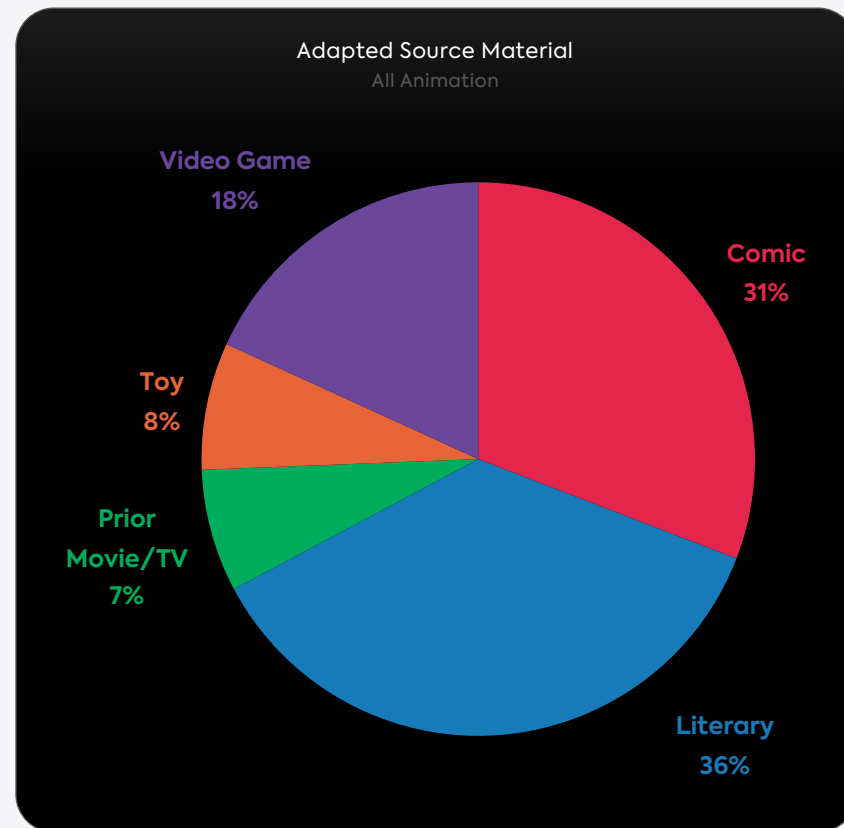
# Animation IP Origination: Adapted Source Material

**Literary Adaptations** and **Comic books** remain the most adapted source materials for Animation

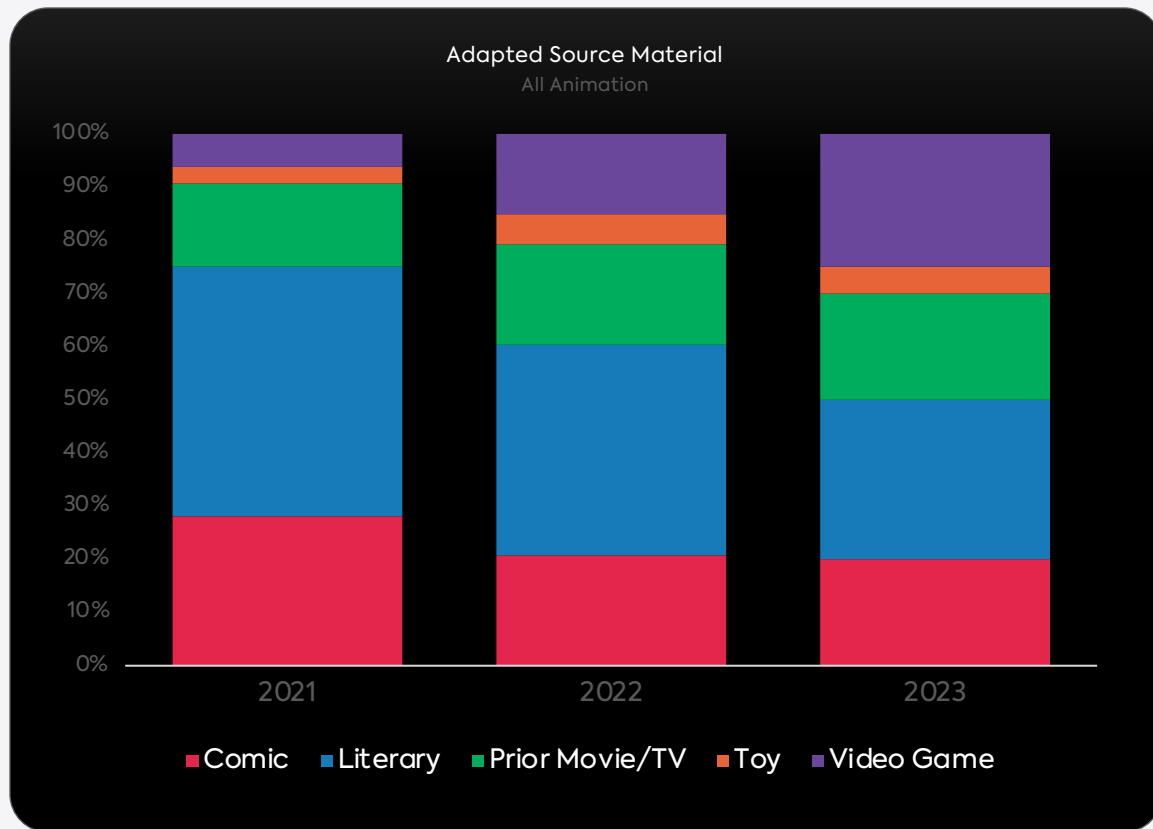


# Animation IP Origination: Adapted Source Material

**Video Games** account for 18% of all adapted source materials, ahead of **Toys** & **TV/Movie spin-offs**



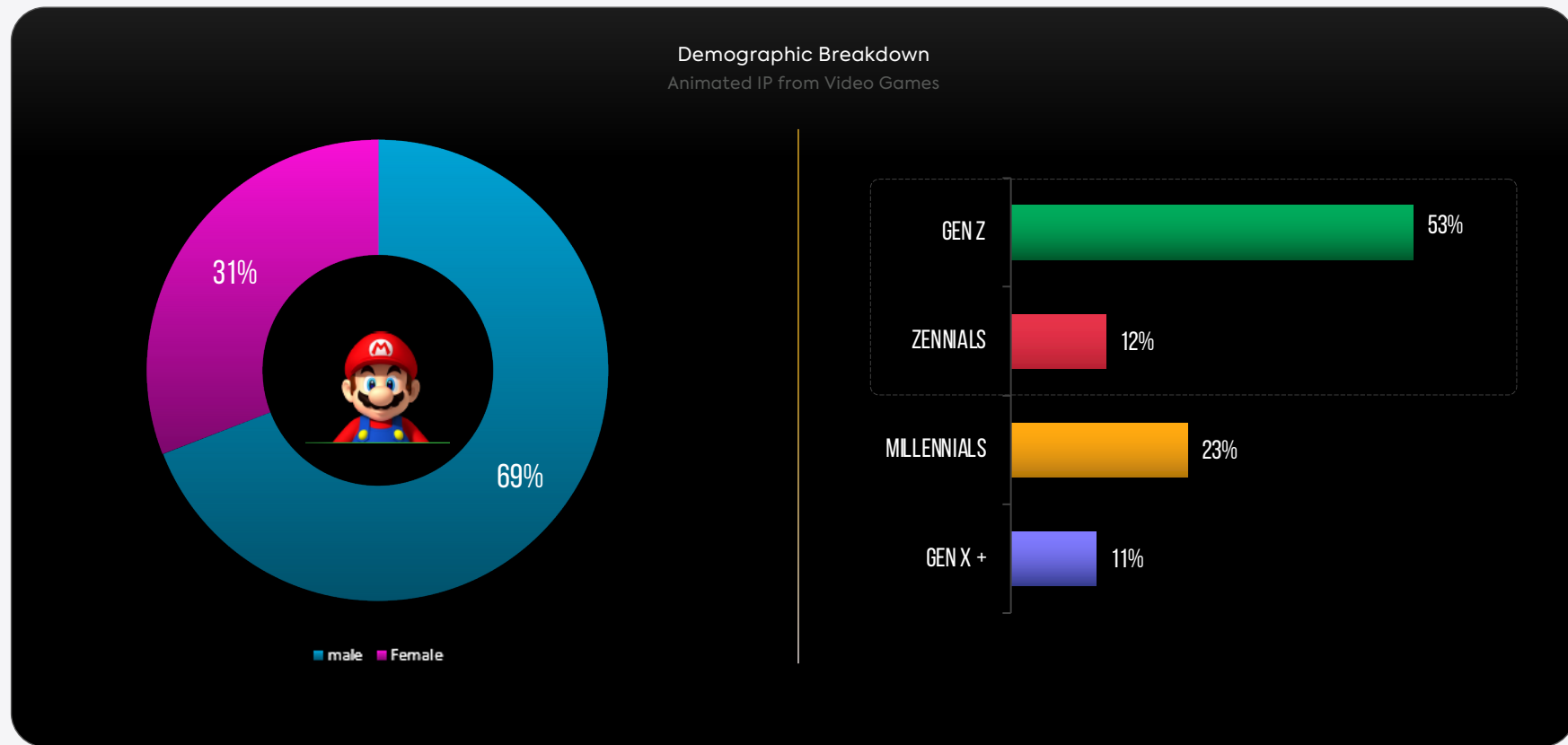
# Animation IP Trends: Year on Year



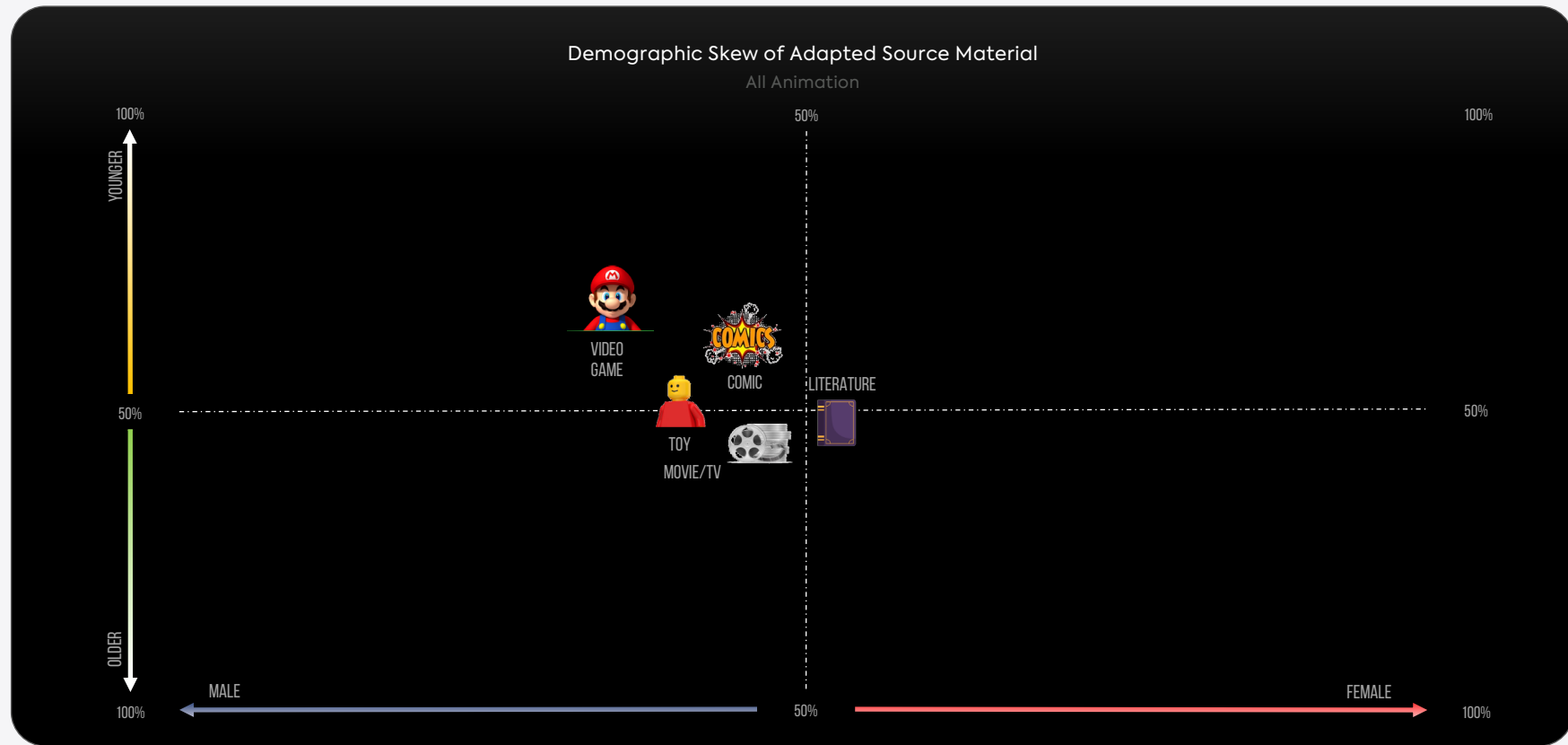
Adaptations from **Video Game IP** have seen the fastest growth over the past few years. Up **+150%** since 2021



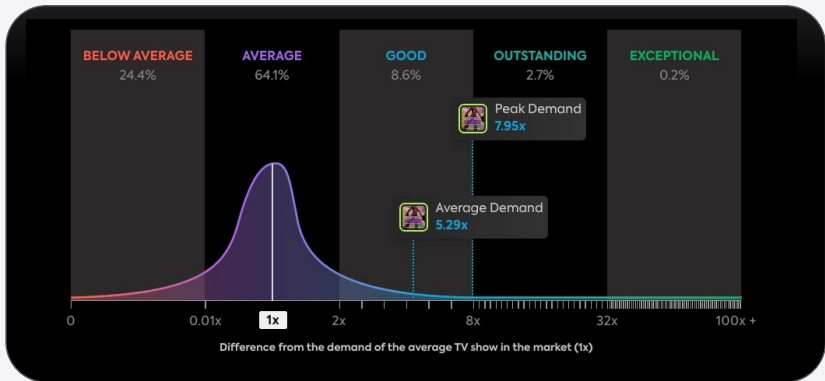
# Animation IP Trends: Video Games



# Animation IP Trends: Demographic Performance



# Spotlight: Captain Laserhawk – A Blood Dragon Remix



# The key role of digital distribution

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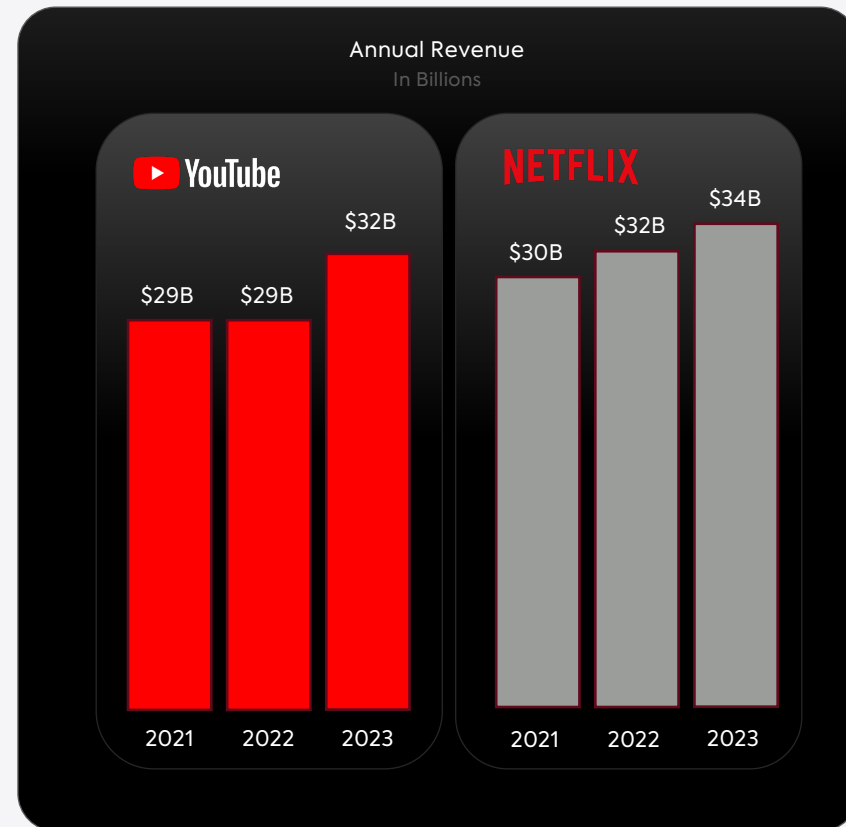
# Animation Distribution: The Importance of YouTube

YouTube is the No.1 Kids platform in the world - Netflix and others need help to capture those lost eyeballs



# Animation Distribution: The Importance of YouTube

- ▶ YouTube accounts for 9% of total TV time and 24% of streaming TV time and is the top streamer in the industry
- ▶ YouTube TV recently surpassed 8M subscribers
- ▶ YouTube Premium boasts more than 100M worldwide subscribers
- ▶ YouTube accounts for 45% of total CTV time



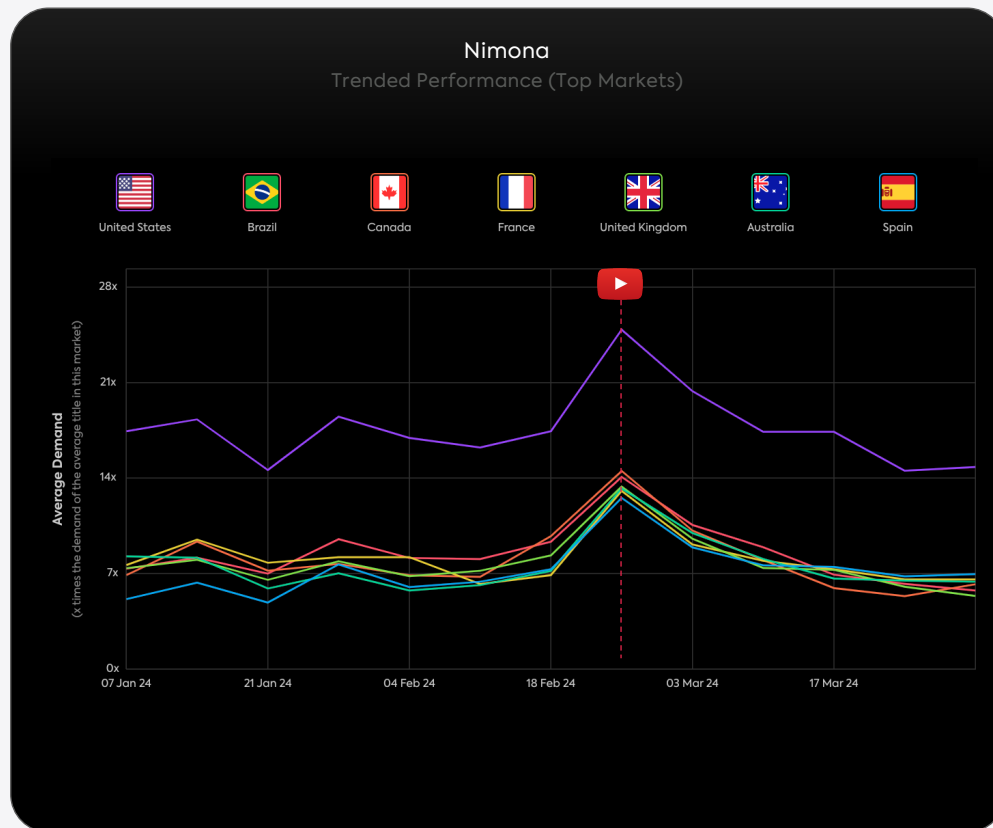
# YouTube: An IP Launching Pad



- ▶ Cocomelon the most viewed and most demanded kids' series in the world launched on YouTube
- ▶ Disney recently launched *Morphle and the Magic Pets* based on the YouTube original series
- ▶ *Amazon* airs a large handful of animated kids shows that are YouTube originals

# Spotlight: Nimona

- ▶ Netflix aired **Nimona** on YouTube for free to boost Oscars buzz and acknowledge its competitive gap in top-tier kids' animation.
- ▶ **Nimona** lagged in viewership, trailing hits like **Leo**
- ▶ Using YouTube's broad reach, Netflix sought to expand **Nimona's** audience.
- ▶ Netflix utilised YouTube's credibility with parents to increase viewership

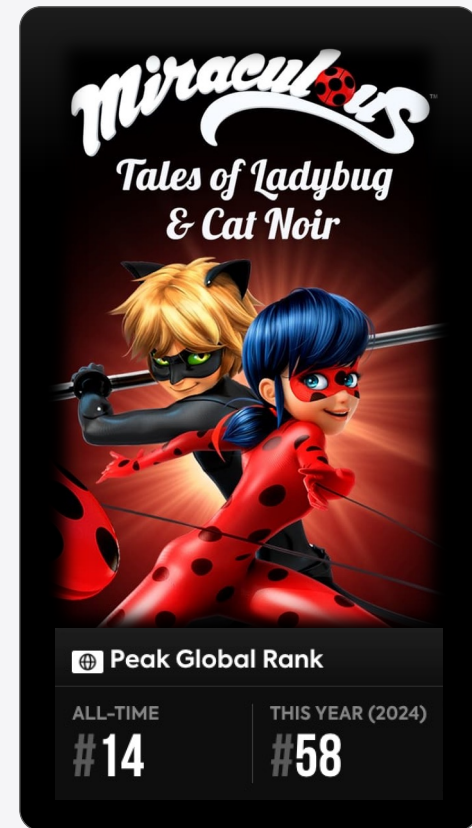
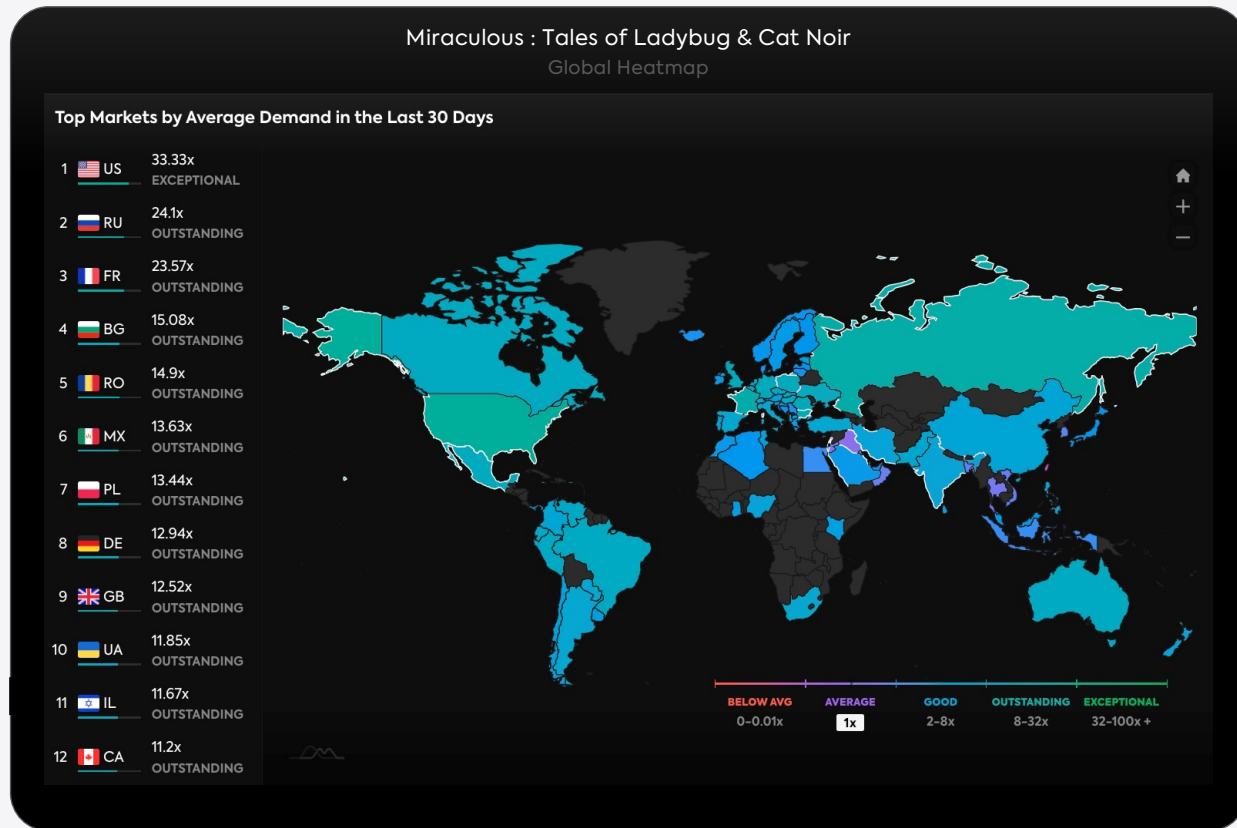




# Local Roots, Global Reach



# Spotlight: Miraculous: Tales of Ladybug & Cat Noir



# Gazing into the crystal ball...



# Future Horizons: Gazing into the Crystal Ball

- ▶ **Global Demand and Diversification:** As the appetite for adult animation continues to grow, the genre is no longer just a niche but a dominant force in global entertainment. Expect a surge in investment and innovative content targeting younger, predominantly male audiences who crave complex narratives and culturally resonant themes.
- ▶ **Explosion of Source Material:** The dynamic landscape of source material adaptation reveals a robust inclination towards comics and literary origins, with video games rapidly ascending as fertile grounds for creative exploration. This trend highlights the untapped potential of interactive media converging with traditional animation storytelling.
- ▶ **Technological Integration:** Advancements in AI and machine learning are not only enhancing animation production workflows but are also enabling hyper-personalised content delivery. This technological leap will empower creators to produce high-quality animations with increased efficiency and lower costs.

# Future Horizons: Gazing into the Crystal Ball

- ▶ ***YouTube as a Launchpad:*** The unrivalled reach of YouTube in the streaming domain, especially among children's content, underscores its role as a critical platform for launching new IPs. Animation studios should leverage this platform not only for distribution but also for gauging viewer interests and trends.
- ▶ ***Demographic Shifts:*** As generational viewing preferences evolve, animation content creators need to adapt their strategies to cater to a more diverse audience base, including an increasing share of female viewers and international markets.
- ▶ ***Local Content, Global Audience:*** Platforms like YouTube and Netflix have revolutionised the way locally produced content gains international exposure. These digital distribution channels allow unique, culturally-specific stories to find a global audience, breaking traditional geographic and linguistic barriers. This trend not only enriches the global content pool but also encourages diversity in storytelling, enabling local creators to thrive on a worldwide stage



# Unlocking the magic of content in the attention economy



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