Settling the Netflix & HBO Debate

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A month ago, a report by *Parrot Analytics* compared the top TV series from several platforms during September, including Netflix and HBO, in three countries. We concluded that HBO's *Game of Thrones* had the most demand out of these titles, with Netflix's original titles coming in second. Recently, Ted Sarandos made comments indicating that he believed that Netflix's digital original series, specifically *Narcos*, actually was more popular than Game of Thrones.

Expectedly, the comment sparked wide debates across fans and media alike. However, without a truly global cross-platform audience demand measure, it is impossible to make such comparisons.

Luckily, **Demand Rating™** enables the television to do exactly that.

By measuring global audience demand activity on video streaming sites, file-sharing and P2P protocols, blogging and micro-blogging sites, fan and critic rating sites and social media, *Parrot Analytics*' global demand measurement system is design to solve for the fragmentation of audiences across platforms with a single cross-platform, country-specific metric.

To shed some more light, in this study we compare the demand for *Game of Thrones* to the demand for Netflix's original series to determine which title comes out on top and in which markets. The **Demand Expressions™** —an absolute measure of demand for titles within *a* market — were averaged over the month of December in 53 countries, classified by whether *Game of Thrones* or a Netflix title had more demand.

Title Demand by Market

Game of Thrones — **39**

Jessica Jones — **12**

Orange is the New Black — **2**
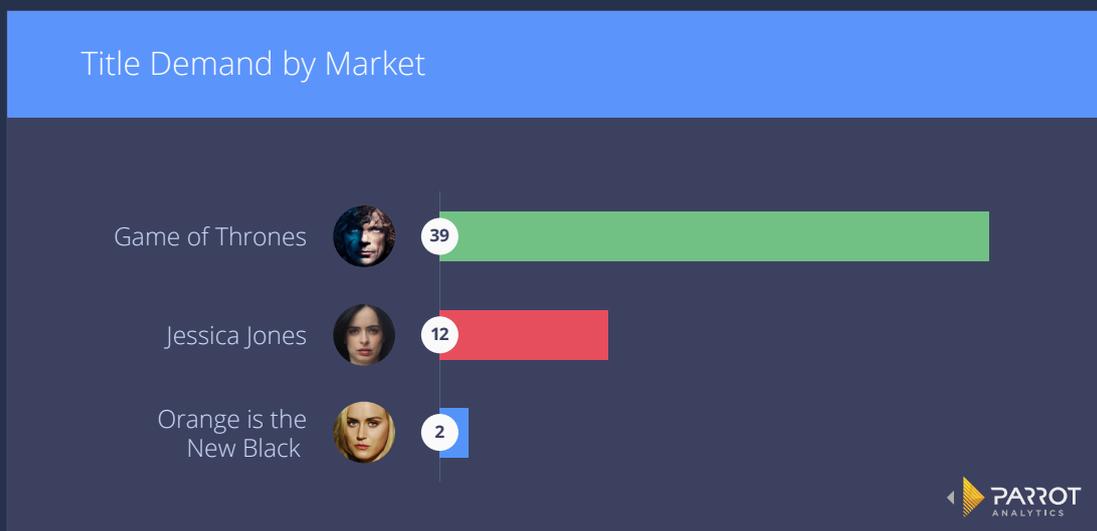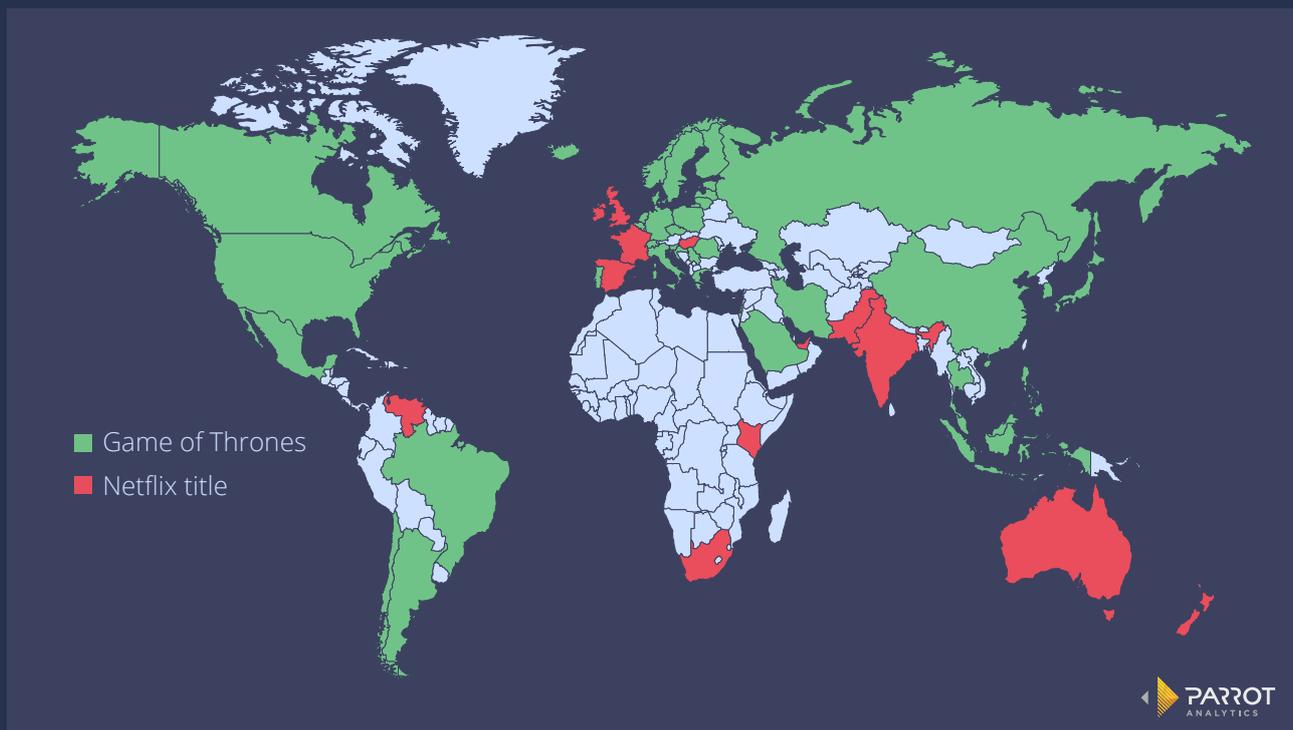
Out of the 53 countries, 39 markets preferred *Game of Thrones* over Netflix's original series, but 14 did prefer a Netflix title to HBO's hit. Netflix's top title, whether it came first or second, was usually Marvel's *Jessica Jones*, which was only released on November 20th. *Orange is the New Black* was also popular: it had more demand than *Game of Thrones* in France and Spain. In South Africa, both *Jessica Jones* and *Orange is the New Black* had more demand than *Game of Thrones*.

But where's *Narcos*? While it came second behind *Game of Thrones* in our September study, it has decreased in demand since its August 28th release. Marvel's *Jessica Jones*, released in mid-November, is now the most recent and most popular Netflix title.

While a Netflix title only had more demand than *Game of Thrones* in 26% of the markets included in this study, the markets where Netflix did come out on top are fairly important. From the map, it becomes clear that Netflix titles (specifically, *Jessica Jones*) have more demand than *Game of Thrones* in December in western Europe and Australia/New Zealand. Several other large countries, including South Africa and India, also have more demand for the Netflix show.

On the other hand, *Game of Thrones* has the most demand in much of eastern Europe, South America and Asia. While Netflix is not yet available in most Asian and Middle Eastern countries, it is available in most of Europe and South America, indicating that for many markets their *Game of Thrones* preference is not a result of Netflix's absence.

With *Parrot Analytics*' global **Demand Rating™** system,
the TV industry now has the tools to be able to compare
audience demand for content on different platforms
on a market-by-market basis.

As far as the HBO vs Netflix debate goes, in December 2015, here are the facts:

By demand, *Game of Thrones*
is still more popular
than Netflix's latest series
in the majority of markets
around the globe.

Appendix

These tables contain the **Demand Rating**™ for the titles in each country. **Demand Rating**™ are a relative measure of demand across markets, so that we can tell that *Game of Thrones* has more demand in France (78.63) than it does in Brazil (71.72). Note the "rank" is only between *Game of Thrones* and Netflix original series in this market.

Countries where a Netflix title
has more demand than *Game of Thrones*:

Country	Rank	Title	Rating
Australia	1	Jessica Jones	70.25
	2	Game of Thrones	66.96
France	1	Orange Is The New Black	78.85
	2	Game of Thrones	78.63
Hungary	1	Jessica Jones	73.09
	2	Game of Thrones	68.89
India	1	Jessica Jones	78.04
	2	Game of Thrones	69.27
Ireland	1	Jessica Jones	74.71
	2	Game of Thrones	72.42
Kenya	1	Jessica Jones	53.17
	2	Game of Thrones	52.90
New Zealand	1	Jessica Jones	76.17
	2	Game of Thrones	66.66
Pakistan	1	Jessica Jones	73.27
	2	Game of Thrones	66.97
Singapore	1	Jessica Jones	69.19
	2	Game of Thrones	63.43
South Africa	1	Jessica Jones	68.20
	2	Orange Is The New Black	59.53
	3	Game of Thrones	57.33
Spain	1	Orange Is The New Black	72.32
	2	Game of Thrones	64.88
UAE	1	Jessica Jones	75.39
	2	Game of Thrones	67.58
UK	1	Jessica Jones	77.60
	2	Game of Thrones	70.43
Venezuela	1	Jessica Jones	73.62
	2	Game of Thrones	72.65

Countries where *Game of Thrones* has more demand than the Netflix titles:

Argentina	1	Game of Thrones	75.21
	2	Jessica Jones	64.89
Belgium	1	Game of Thrones	77.91
	2	Orange Is The New Black	77.84
Brazil	1	Game of Thrones	71.72
	2	Jessica Jones	61.12
Bulgaria	1	Game of Thrones	70.27
	2	House of Cards	48.96
Canada	1	Game of Thrones	72.88
	2	Orange Is The New Black	67.86
Chile	1	Game of Thrones	73.16
	2	Jessica Jones	63.10
China	1	Game of Thrones	69.09
	2	House of Cards	58.51
Croatia	1	Game of Thrones	69.41
	2	Jessica Jones	60.04
Czech Republic	1	Game of Thrones	75.67
	2	Jessica Jones	58.51
Denmark	1	Game of Thrones	67.32
	2	House of Cards	53.93
Finland	1	Game of Thrones	70.10
	2	Jessica Jones	69.21
Germany	1	Game of Thrones	70.18
	2	Jessica Jones	66.22
Greece	1	Game of Thrones	77.22
	2	Jessica Jones	57.82
Hong Kong	1	Game of Thrones	68.76
	2	Jessica Jones	65.18
Iceland	1	Game of Thrones	64.60
	2	Jessica Jones	63.30
Indonesia	1	Game of Thrones	63.82
	2	Jessica Jones	59.47
Iran	1	Game of Thrones	75.17
	2	Master Of None	57.68
Israel	1	Game of Thrones	71.05
	2	Jessica Jones	70.93
Italy	1	Game of Thrones	76.21
	2	Daredevil	71.30
Japan	1	Game of Thrones	64.85
	2	Jessica Jones	51.12

Latvia	1	Game of Thrones	67.02
	2	Jessica Jones	59.36
Lithuania	1	Game of Thrones	64.62
	2	Orange Is The New Black	54.21
Malaysia	1	Game of Thrones	62.53
	2	Jessica Jones	60.24
Mexico	1	Game of Thrones	74.27
	2	Club de Cuervos	68.57
Netherlands	1	Game of Thrones	70.82
	2	Orange Is The New Black	60.21
Norway	1	Game of Thrones	67.68
	2	Orange Is The New Black	58.64
Philippines	1	Game of Thrones	65.23
	2	Jessica Jones	65.50
Poland	1	Game of Thrones	74.31
	2	Jessica Jones	64.41
Portugal	1	Game of Thrones	66.03
	2	Jessica Jones	64.66
Romania	1	Game of Thrones	75.27
	2	Jessica Jones	56.06
Russia	1	Game of Thrones	71.04
	2	Daredevil	60.04
Saudi Arabia	1	Game of Thrones	75.96
	2	Orange Is The New Black	57.48
Serbia	1	Game of Thrones	73.37
	2	Jessica Jones	55.42
Slovenia	1	Game of Thrones	64.44
	2	Jessica Jones	51.78
South Korea	1	Game of Thrones	70.67
	2	Jessica Jones	61.84
Sweden	1	Game of Thrones	69.92
	2	Orange Is The New Black	61.59
Switzerland	1	Game of Thrones	78.58
	2	Orange Is The New Black	73.59
Thailand	1	Game of Thrones	64.37
	2	Jessica Jones	54.05
United States	1	Game of Thrones	71.58
	2	Jessica Jones	71.17

Parrot Analytics is a data science company that has developed the industry's first and only cross-platform, country-specific, real-time demand rating platform for TV and film content (**Demand Rating™**). The company's next-generation technology helps TV and film producers, content buyers, sellers and advertisers make more effective content decisions. It does this by capturing and analysing TV content demand in real-time from hundreds of millions of viewers across the world; providing unprecedented insights into global content demand and predicting future country-specific content performance with a high degree of accuracy.