



Q2 REPORT

# The Global Television Demand Report

Global SVOD Platform Demand Share, Digital Original Series Popularity, and Genre Demand Share Trends in Q2 2021



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# Introduction

## Demand as the new paradigm

In this latest edition of [Parrot Analytics' Global Television Demand Report](#), the SVOD platform demand share of digital originals, the global genre share as well as an individual analysis of key global markets was carried out. In addition, we are pleased to share with you once again the top digital original series in the reporting period, representing the most successful original content produced by SVOD platforms around the world. As these titles can play a key role in the success of these platforms, but their viewership numbers are kept a closely-guarded secret, the purpose of this report is to provide the industry with insights into the global and market-specific demand for these shows, backed by empirical data for the first time.

With the **rapid proliferation of content distribution platforms and the unprecedented levels of consumer fragmentation**, existing measurement services in the industry are falling increasingly short around the globe.

The solution to the industry's difficulty in navigating the cross-platform fragmentation is through measuring global content demand. Demand for content is what drives consumption on all platforms — linear and OTT alike.

Consumers express their demand for content through multiple “demand expression platforms” including video streaming platforms, social media platforms, photo sharing platforms, blogging and micro-blogging platforms, fan and critic rating platforms, peer-to-peer protocols and file sharing platforms. Parrot Analytics captures the expressions of demand from these sources and combines them, using the power of advanced artificial intelligence, into a single weighted measure of demand called Demand Expressions®

This global industry standard demand metric enables Parrot Analytics to wield the industry's most powerful TV metric linking consumers and content across the globe.

Using Demand Expressions, a vast array of analyses become possible. Demand is country-specific, meaning that the differences in demand for content between markets can be empirically **measured even if that content has not yet been officially released in that market**.

Demand is also platform-agnostic: While performance metrics may be available for certain titles on linear TV, **Parrot Analytics' Demand Expressions metric reaches all content**, from the popular broadcast programs to obscure cable titles, to SVOD digital original series, on which very little data has been released.

Knowing the demand for all this content **allows for empirical content acquisition, licensing, marketing, and advertising decisions to be made**, with a full picture of the state of content demand in any given market.

In an industry traditionally guided by intuition and gut feelings, gaining insights into the actual demand for content, no matter the platform or market, is a definite **competitive advantage**.

**[Discover](#) Parrot Analytics' comprehensive whitepapers, industry analyses and global TV demand case studies.**



# Executive Summary

## Major SVOD events in Q2 2021

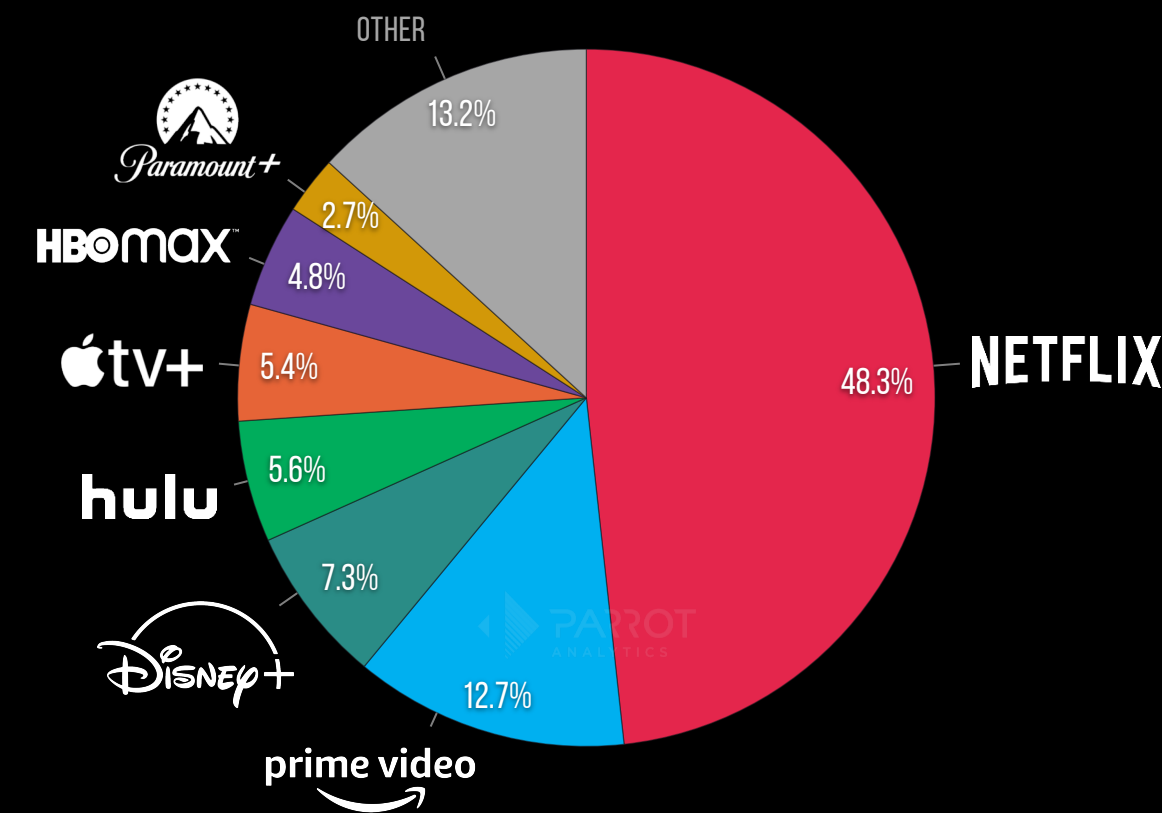
GLOBAL

- Disney+ continued its aggressive global growth in Q2 2021. Its latest Marvel hits, **The Falcon and the Winter Soldier** and **Loki** ranked among the most in-demand series in most markets this quarter. Additionally, it expanded its availability in Asia by launching in Thailand and Malaysia.
- HBO Max expanded for the first time outside of the US this quarter by launching in 39 markets in Latin America and the Caribbean at the end of June. Strong demand in this region for its original series like **Titans**, which were being licensed to competitors like Netflix, should bolster its expansion in the region.
- Apple announced a five year plan to invest \$430B in the US. Included in this number are plans for dozens of Apple TV+ productions, showing that the streamer has big expansion plans and plenty of money to put towards them.
- In its Q2 earnings, Netflix reported that it had added 1.54 million subscribers which beat its previous guidance of one million. However the long-dominant streamer lost around 400,000 subscribers in the US/Canada region. This highlights the difference between markets like the US where it is reaching a saturation point and international markets which are driving its subscriber growth.

## Global platform demand share for all digital originals in Q2 2021

GLOBAL

- When we last checked on Netflix’s demand share in Q1 2021, it held onto a slim majority of global audience demand for original series. This quarter it has fallen below the 50% threshold and its originals account for 48.3% of global audience demand.
- Despite having the second largest share of demand and increasing competition from multiple new platforms expanding globally, Amazon Prime Video has managed to grow its demand share this quarter. It accounts for 12.7% of global demand for originals, up from 12.2% in Q1 2021.
- Apple TV+, HBO Max, and Disney+ all grew their global demand shares from Q1 2021. Disney+ grew the most (up from 6.0% in Q1 2021) and surpassed Hulu’s share of demand for originals for the first time.





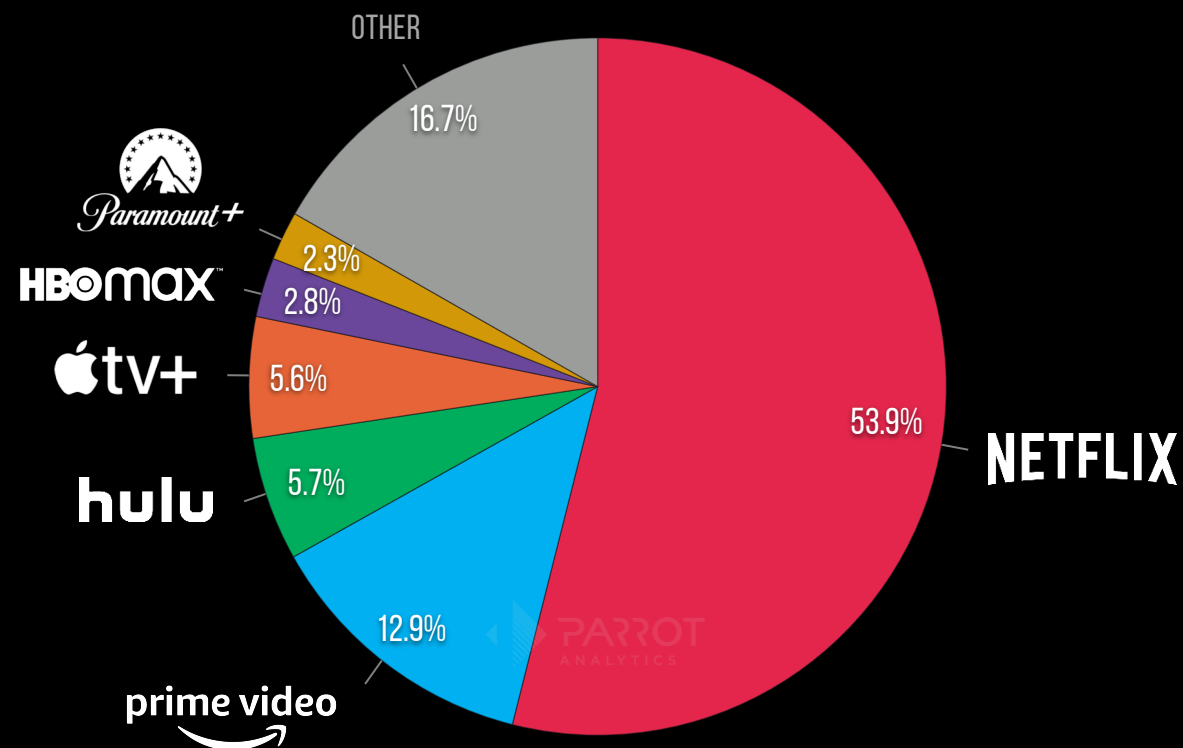


# Executive Summary

## Global platform demand share for drama digital originals in Q2 2021

GLOBAL

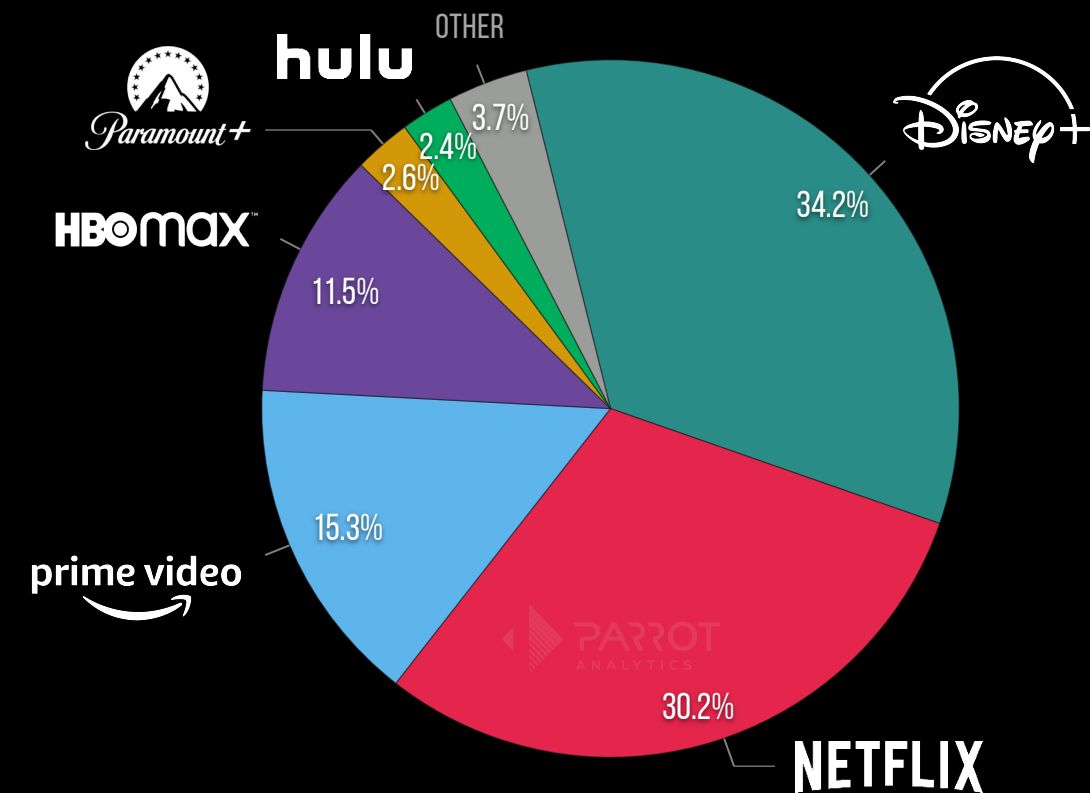
- The drama genre is a bright spot for Netflix. Not only do the platform’s originals still account for more than 50% of global demand in this category, but it has grown its demand share in this category – up from 53.4% in Q1 2021.
- Apple TV+ continued to grow its global demand share in the drama genre. In Q2 2021 its original series accounted for 5.6% for global demand for dramas. This is an increase from its 5.1% share last quarter.
- Both Hulu and Amazon Prime Video lost demand share in the drama genre this quarter. Their demand shares were down from 6.2% and 13.4% respectively in Q1 2021.



## Global platform demand share for action/adventure digital originals in Q2 2021

GLOBAL

- Disney overtook Netflix to become the platform whose originals account for the largest share of demand in the action/adventure genre. The finale of **The Falcon and the Winter Soldier** as well as the premiere of **Loki** helped it achieve a 34.2% demand share this quarter.
- A lack of new in-demand action/adventure content from HBO Max and Amazon Prime Video caused these platform’s demand shares to contract this quarter – down from 13.6% and 14.6% respectively in Q1 2021.
- Netflix did a good job of protecting its demand share from a growing Disney+ this quarter. Its 30.2% share of demand in Q2 2021 is nearly unchanged from the 30.3% share it had in Q1.







# AUDIENCE DEMAND

CAPTURING AUDIENCE DEMAND FROM 2B+ PEOPLE GLOBALLY

- Market-Specific Title Demand
- IP Valuation
- Content Affinity
- Brand Affinity
- Audience Taste Clusters
- Talent Demand

**PARROT**  
ANALYTICS

- Global Content Tracking
- D2C Catalog Coverage
- Pre-Release Commissioning
- Market Availability
- Windowing
- Genome Metadata

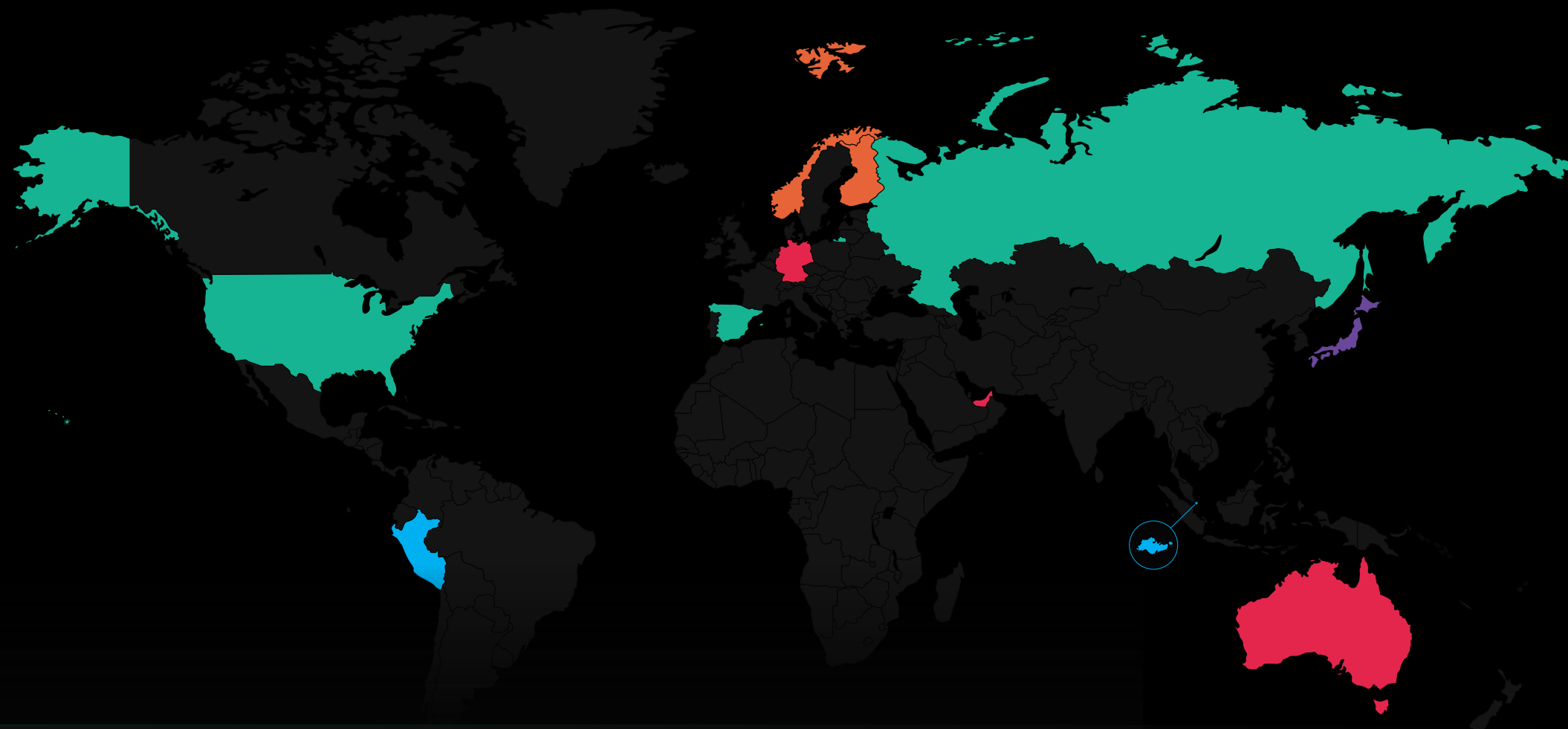
# CONTENT SUPPLY

CAPTURING CONTENT SUPPLY FROM ALL MARKETS & PLATFORMS



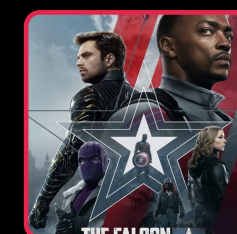


# #1 Most In-Demand Shows by Market



## Stranger Things

UNITED STATES  
RUSSIA  
SPAIN



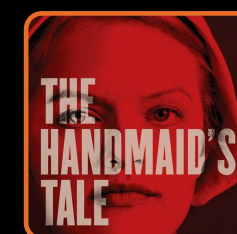
## The Falcon And The Winter Soldier

UNITED ARAB EMIRATES  
AUSTRALIA  
GERMANY



## WandaVision

SINGAPORE  
PERU



## Handmaid's Tale

FINLAND  
NORWAY



## Fischers And The Lost Treasure

JAPAN

In Q2 2021, a good variety of shows representing several platforms took the top spot as most in-demand original series across markets in this report.

Both **Stranger Things** and **The Falcon and the Winter Soldier** were the top original series in 3 markets each. Comparing this with **WandaVision's** dominance in Q1 shows that Marvel's chart-topping track record seems to be losing steam.

**WandaVision** and **The Handmaid's Tale** each took the top spot in two markets, while **Fischers and the Lost Treasure** from YouTube topped the rankings in Japan.

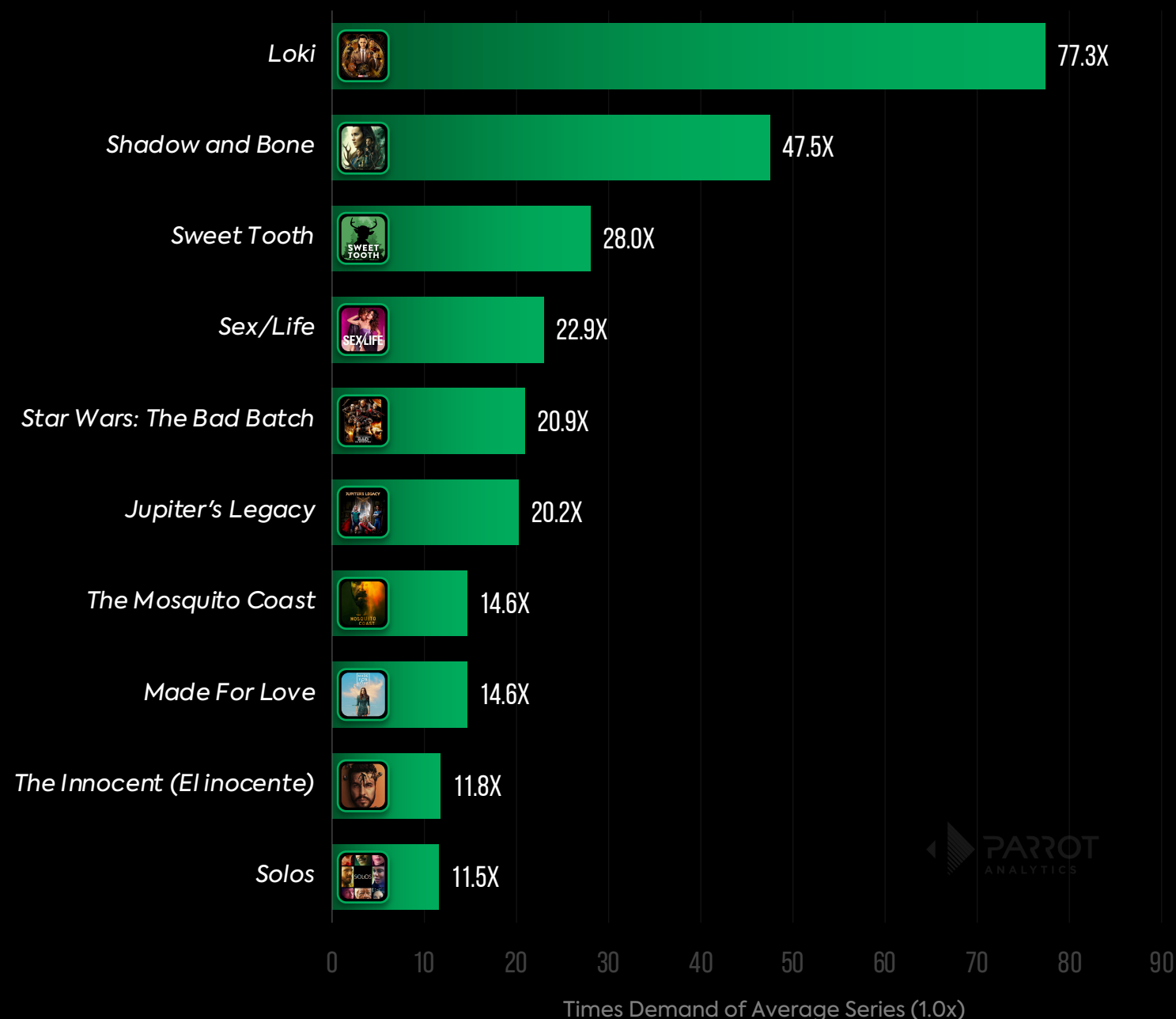




# Most In-Demand Premieres of Q2 2021

Global demand in the first 30 days following release

GLOBAL



Across markets in this report, it is notable that many of the most in-demand series for the quarter are not new. Often for a show to reach the highest levels of demand it needs time to build an audience of fans. That's why here we are focusing on which digital original series made the biggest splash with their debuts this quarter.

- The top digital original premiere of the quarter globally was *Loki*. It is following in the footsteps of its fellow Marvel series *WandaVision* and *The Falcon and the Winter Soldier* which were the top 2 new premieres last quarter. It is worth calling out that *Loki* trailed the performance of the other two shows which both had over 80x the average series demand in their first 30 days. This could be an indicator that some of the novelty appeal of these Marvel series is wearing off.
- A number of the most in-demand new series premieres this quarter are adaptations of books. *Shadow and Bone*, *Sex/Life*, *The Mosquito Coast*, *Made for Love*, and *The Innocent* are all book adaptations while *Sweet Tooth* and *Jupiter's Legacy* are based on comic books.
- While not based on a specific book or comic, *Loki* and *Star Wars: The Bad Batch* exist in two of the most extensively developed universes. Both are able to leverage this existing IP and launched to large pre-existing fanbases.
- The one Amazon Prime Video original that made it into the top 10, *Solos*, is the only show on this list that didn't have the benefit of existing IP. It is worth calling out that even though it ranked 10<sup>th</sup>, it achieved this as a truly innovative original. While Amazon didn't have any IP based hits this quarter, two upcoming shows from the streamer, *The Wheel of Time* and *The Lord of the Rings*, do have massive fanbases so could rival or exceed Disney+'s recent chart toppers.





# Demand Driving Conversations

## The New York Times

### 'What Counts as a Streaming Hit? A Start-Up May Have Answers'

The New York Times explains how demand data measures viewer attention for content and why that matters for proving a show's worth in the streaming age.

## Bloomberg

### 'Netflix Enters Middle Age. Brace for Speed Bumps'

Lucas Shaw takes a look at what Netflix's future looks like as it enters middle age and how it can sustain growth when faced with market saturation and increased competition.

## The New York Times

### 'Disney is chipping away at Netflix's dominance'

The New York Times reports on Netflix's second quarter earnings and what Netflix's record low share of demand means for the streamer as it faces new streaming threats including a formidable Disney+.



# MARKET-SPECIFIC TV CONTENT TRENDS

In this section we present each market's SVOD demand share by original platform for digital originals and break this down for drama and action/adventure digital originals. We also reveal the demand share by genre and the most in-demand subgenres of digital original series to show which type of content is gaining the most traction in each market.

Finally, we include for each market a demand distribution of some of the most in-demand digital originals and we reveal the top 20 overall most in-demand digital originals across all platforms.

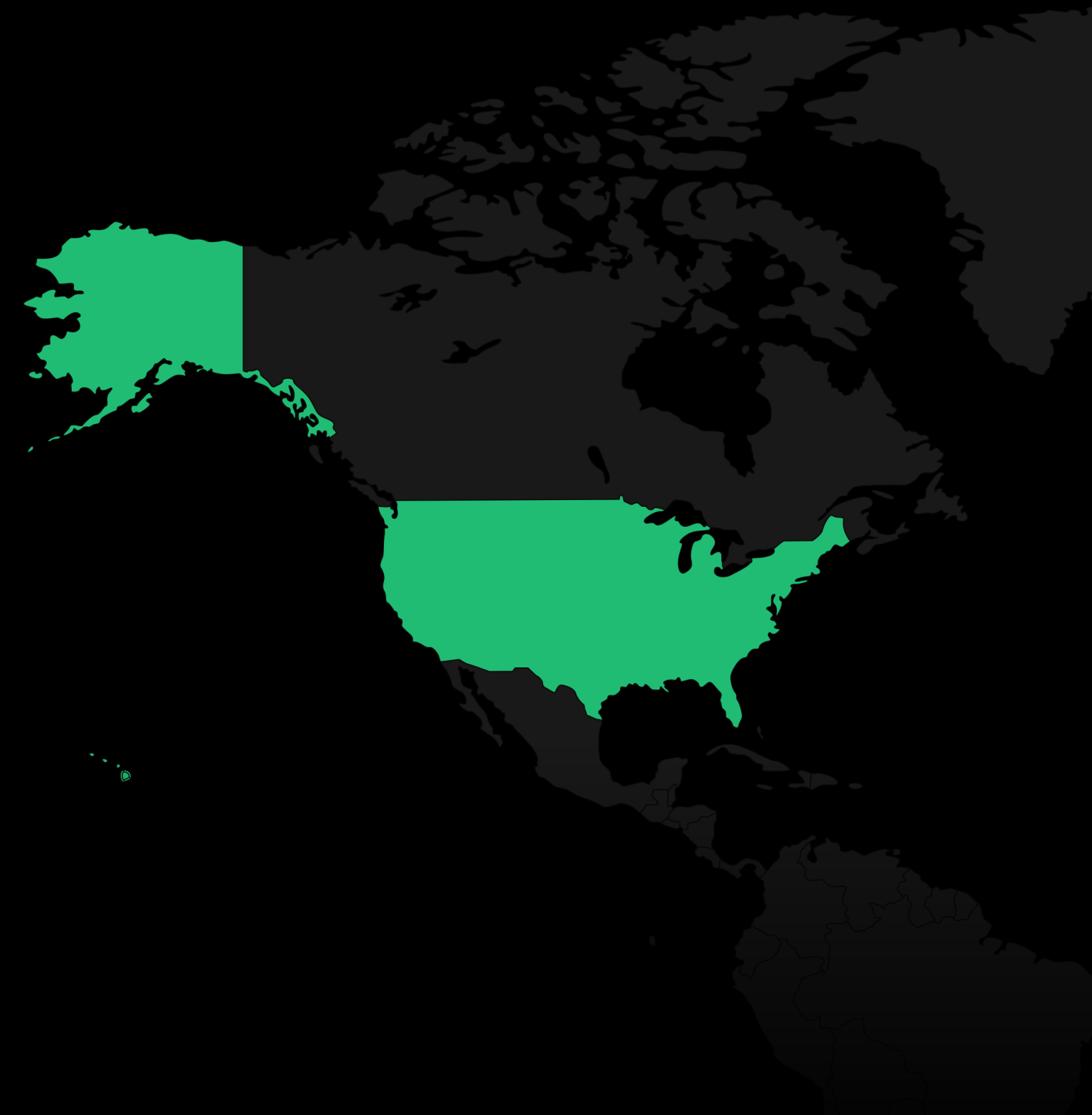






# UNITED STATES

Learn which genres and subgenres of digital originals are most demanded by American audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.



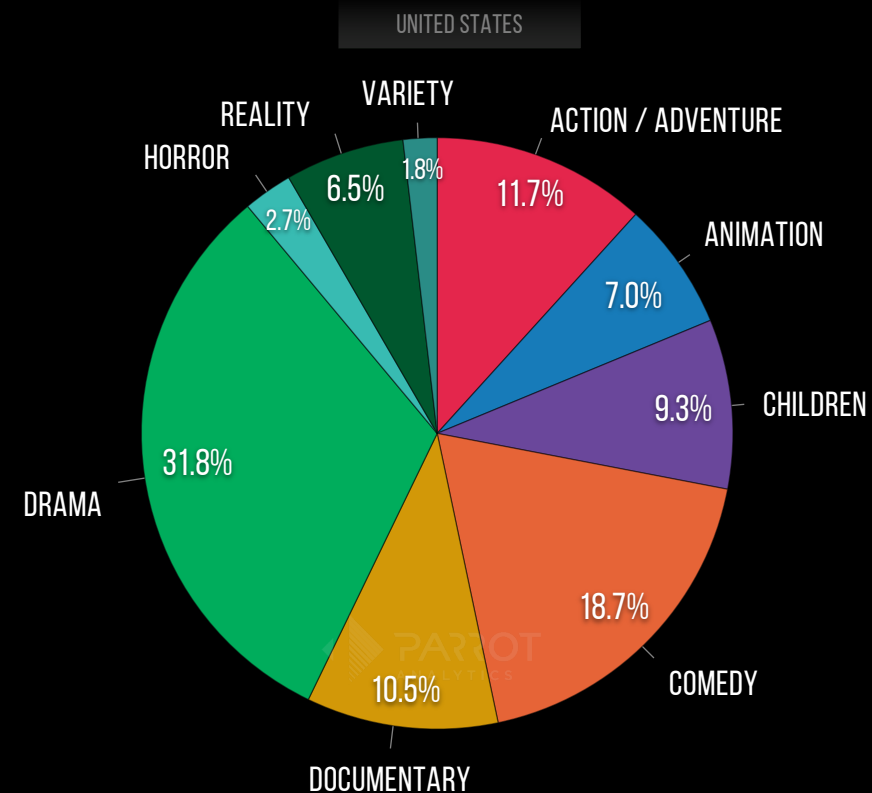
**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



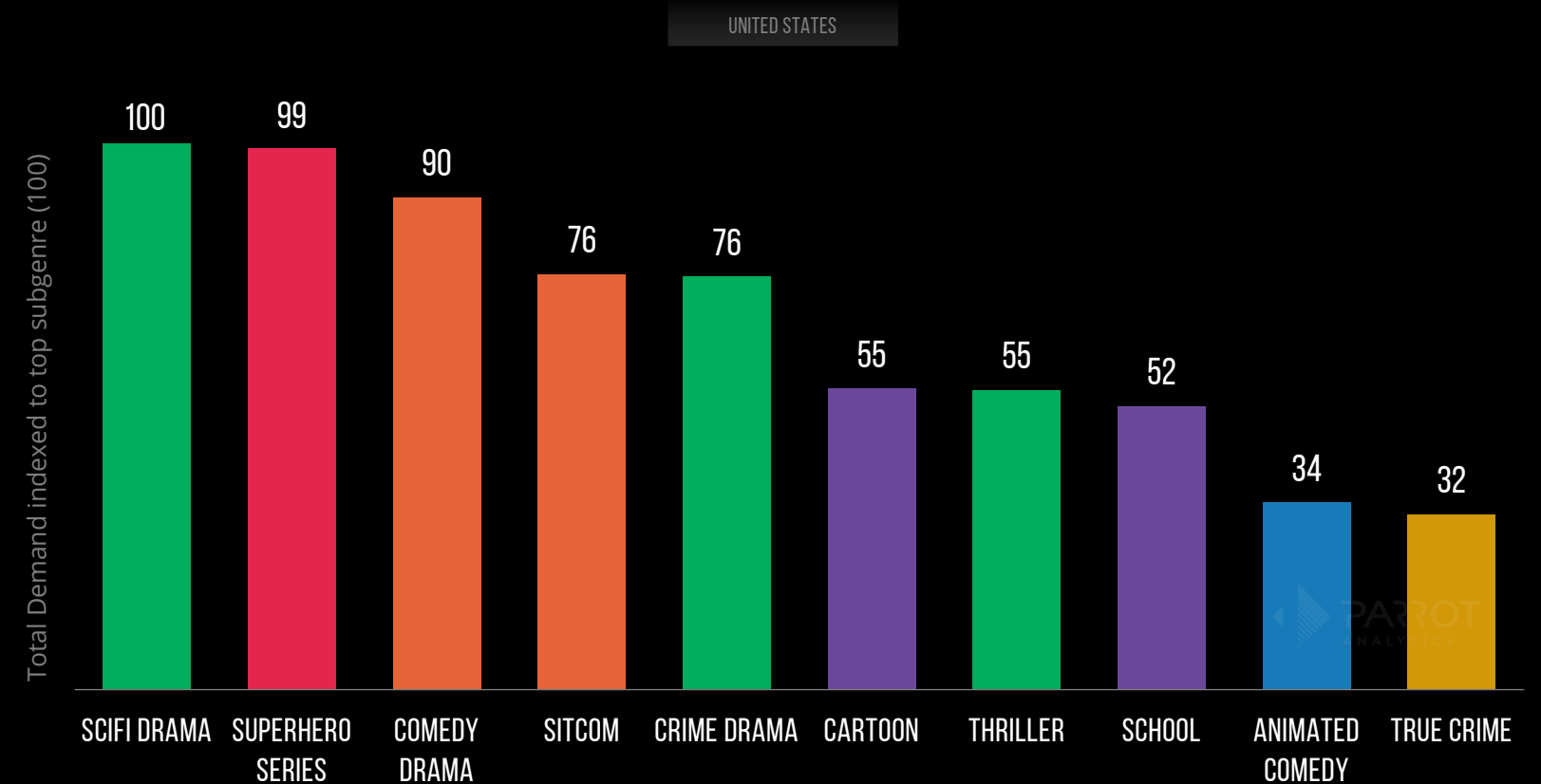


# United States Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- The US is the market in this report with lowest share of demand action/adventure (11.7%) originals. The Q2 2021 demand share for this genre is down from 12.5% in Q1 2021.
- Of all the markets in this report, the demand share is highest in the USA for digital original series in four genres – children (9.3%), comedy (18.7%), documentary (10.5%), and reality (6.5%).
- The documentary genre (10.5%) continued to see strong growth. In 2020 this genre accounted for 9% of digital original demand, in Q1 2021 it had grown to 9.9%.

- American audiences love comedy. Not only is the demand share for digital original comedies well above the global average (15.5%), the sitcom and comedy drama subgenres rank higher here than in any of the markets in this report. The animated comedy subgenre was also among the top 10 here.
- Reflecting the unique popularity of the documentary genre here, the US was the only market in this report where a documentary subgenre made it into the top 10. True crime was the tenth most in-demand subgenre for digital originals in Q2 2021.
- As with five of the markets in this report, sci-fi drama was the most in-demand subgenre for the quarter in the US. It had the narrowest lead over superhero series here with only 1% more demand over the quarter.

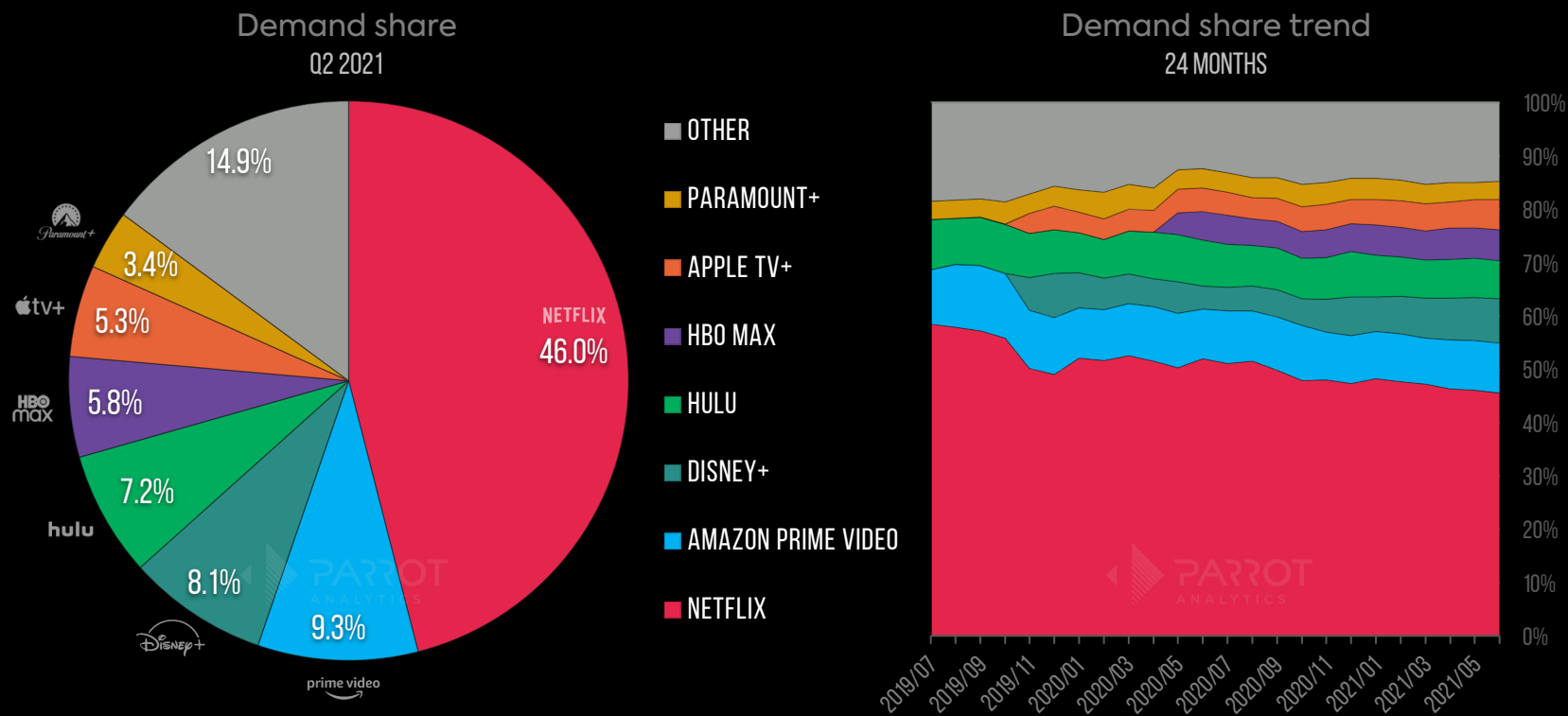




# United States Platform Demand Share and Digital Originals Demand Distribution

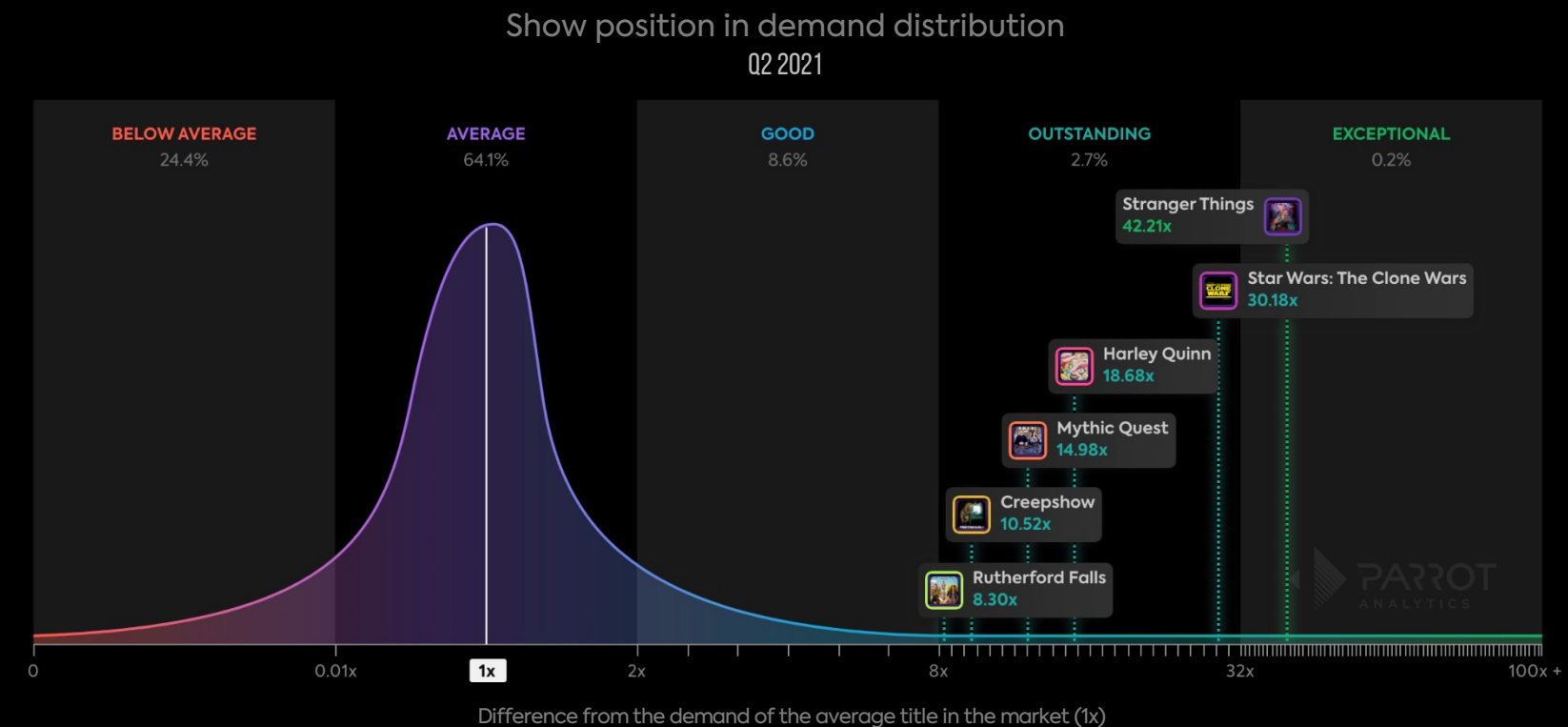
Market demand share by original platform for all digital originals

UNITED STATES



Demand distribution of a selection of top digital originals

UNITED STATES



- Netflix titles accounted for 46.0% of demand for all digital original titles in the United States in Q2 2021. This is below the global share of demand for originals from the platform – 48.3%
- Originals from Amazon Prime Video accounted for the smallest share of demand in the US out of markets in this report with a 9.3% share in Q2 2021.
- The share of demand for originals from Other platforms not broken out here amounted to 14.9% of demand in the US in Q2 2021. This is the largest share of demand for this category out of markets in this report and an increase from last quarter's share. The US is a crowded market for streaming content and is only getting more competitive.

- The most in-demand digital original series in the US for Q2 2021 is **Stranger Things**. It had 42.2 times the demand of the average title in the US. *Cobra Kai* also topped the ranking in Russia and Spain this quarter.
- The Shudder original, **Creepshow**, had 10.5 times the average series demand in the US this quarter. It also ranked higher in this market than any other market in this report as the 56<sup>th</sup> most in-demand digital original.
- Peacock's **Rutherford Falls** performed well in the US. It was 8.3 times more in demand than the average series here.





# United States Platform Demand Share for Drama and Action/Adventure Digital Originals

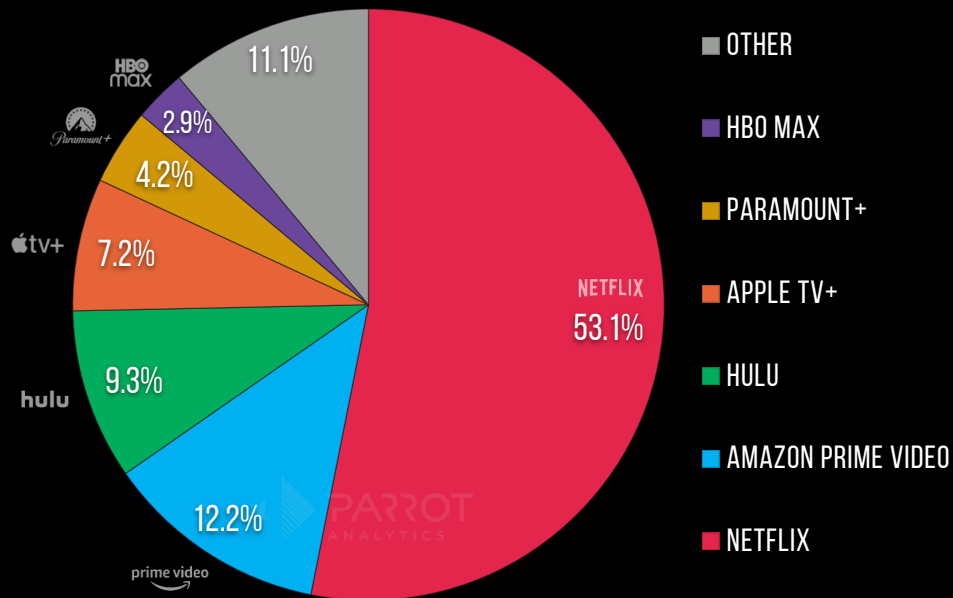
## Market demand share by original platform for drama digital originals

UNITED STATES

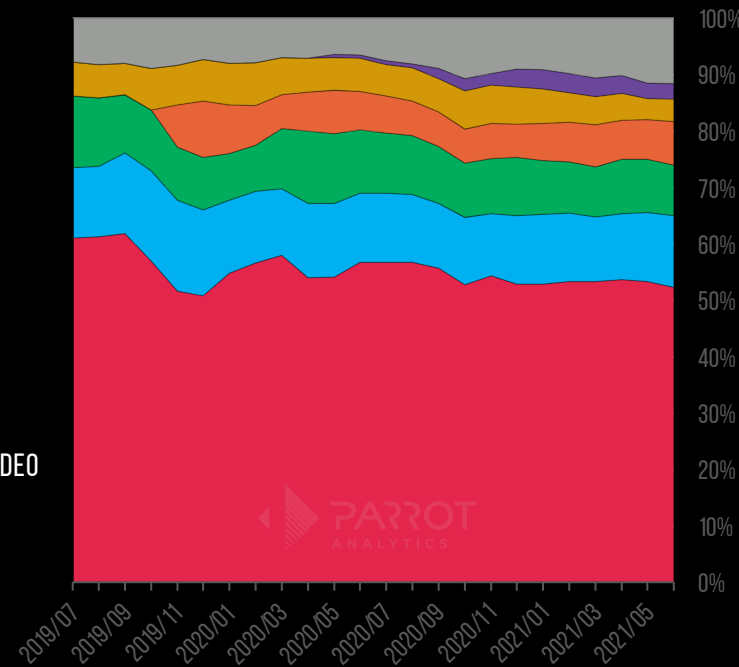
## Market demand share by original platform for action/adventure digital originals

UNITED STATES

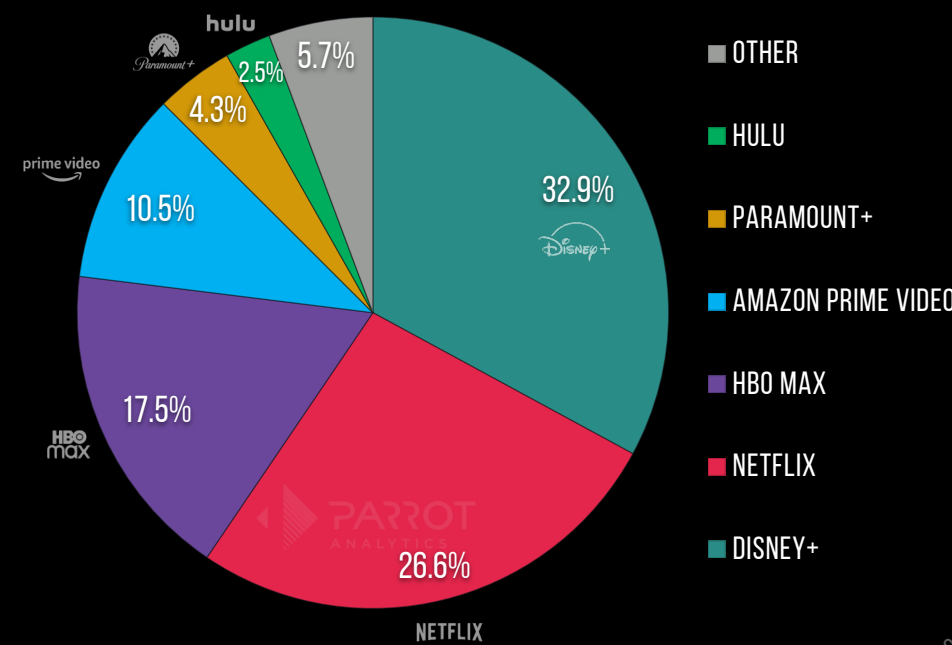
Demand share for drama Q2 2021



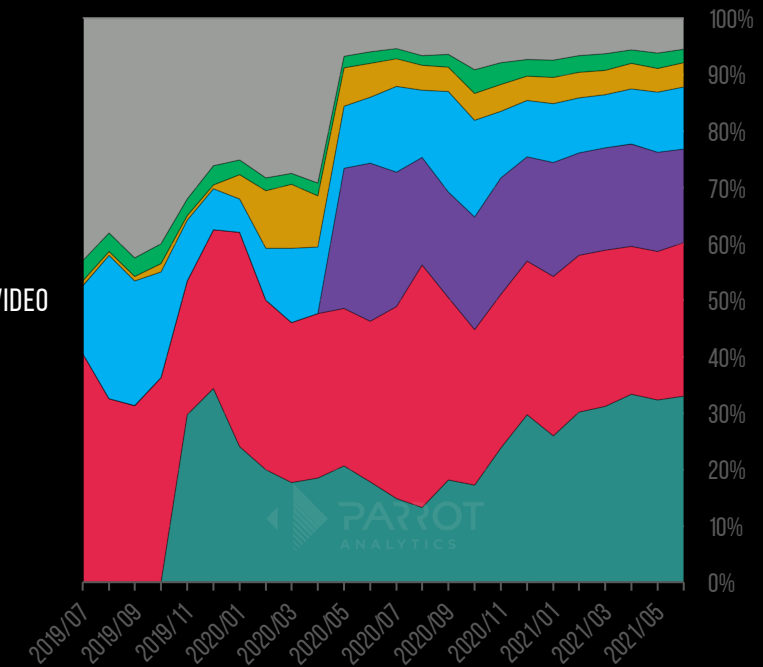
Demand share trend for drama 24 MONTHS



Demand share for action/adventure Q2 2021



Demand share trend for action/adventure 24 MONTHS



- When considering only demand for drama originals, Netflix still accounts for a majority of demand in the US – 53.1%. This is slightly below the 53.9% global share of demand Netflix has in the drama genre.
- Drama series from Paramount+ made up 4.2% of demand for original dramas in the US in Q2 2021. This is the platform’s largest share of demand in the drama genre of markets in this report.
- The share of demand for Apple TV+ dramas was 7.2% in the US. This is above the platform’s 5.6% share of demand for dramas globally. Additionally the platform has grown its share by nearly 1% over the quarter.

- In the US, the share of demand for action/adventure originals from Disney+ was 32.9%. This is the second smallest action/adventure demand share for the platform in this report and below its global share (34.2%).
- HBO Max had its largest share of demand for action/adventure originals in the US out of the markets we looked at. Its 17.5% share of demand in this genre here is well above its global share (11.5%).
- American audiences gave 10.5% of demand for digital original action/adventure series to an Amazon Prime Video original. This is below the platform’s global share in the genre (15.3%).



# Top Digital Original Series in the United States

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>Stranger Things</i>	Netflix	Netflix	Drama	42.2
2 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	35.6
3 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	34.2
4 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	33.0
5 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	30.2
6 <i>The Handmaid's Tale</i>	Hulu	Hulu	Drama	30.1
7 <i>Lucifer</i>	Netflix	Netflix	Drama	28.7
8 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	28.0
9 <i>Titans</i>	HBO Max	HBO Max	Action and Adventure	23.4
10 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	22.3
11 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	20.9
12 <i>Ted Lasso</i>	Apple TV+	Apple TV+	Comedy	20.5
13 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	20.1
14 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	19.3
15 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	18.8
16 <i>Harley Quinn</i>	HBO Max	HBO Max	Action and Adventure	18.7
17 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	18.5
18 <i>Castlevania</i>	Netflix	Netflix	Animation	17.4
19 <i>Infinity Train</i>	HBO Max	HBO Max	Children	17.1
20 <i>Star Trek: Discovery</i>	Paramount+	Paramount+	Drama	16.8

## A selection of 5 additional digital original series of interest:

25 <i>Mythic Quest</i>	Apple TV+	Apple TV+	Comedy	15.0
27 <i>Animaniacs</i>	Hulu	Hulu	Children	14.7
49 <i>The Stand (2020)</i>	Paramount+	Paramount+	Horror	11.2
56 <i>Creepshow</i>	Shudder	Shudder	Horror	10.5
83 <i>Rutherford Falls</i>	Peacock	Peacock	Comedy	8.3

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix





# AUSTRALIA

Learn which genres and subgenres of digital originals are most demanded by Australian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

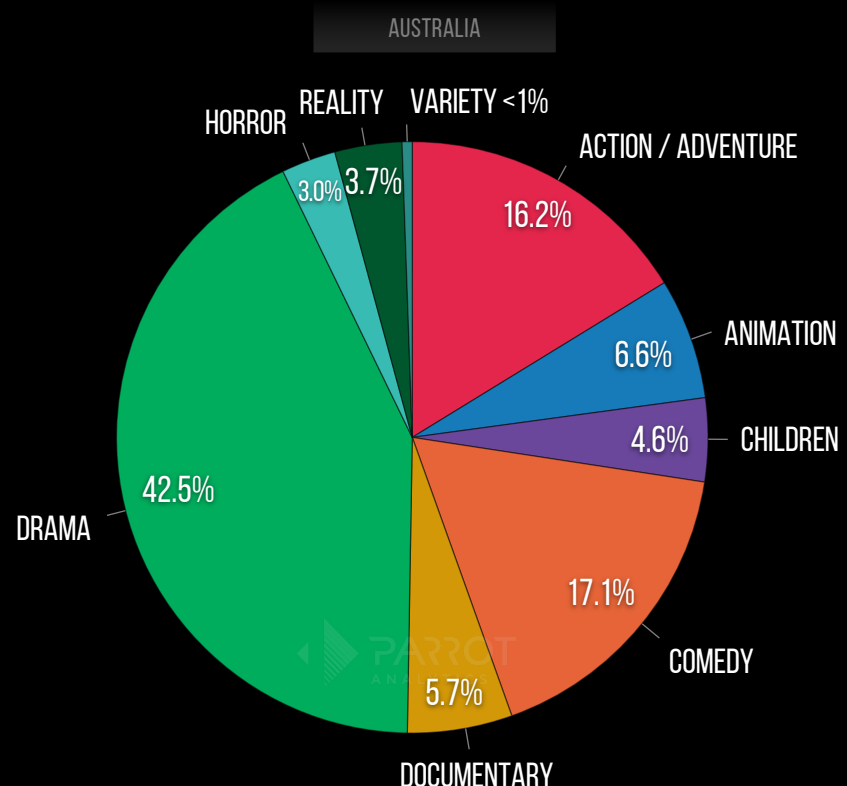


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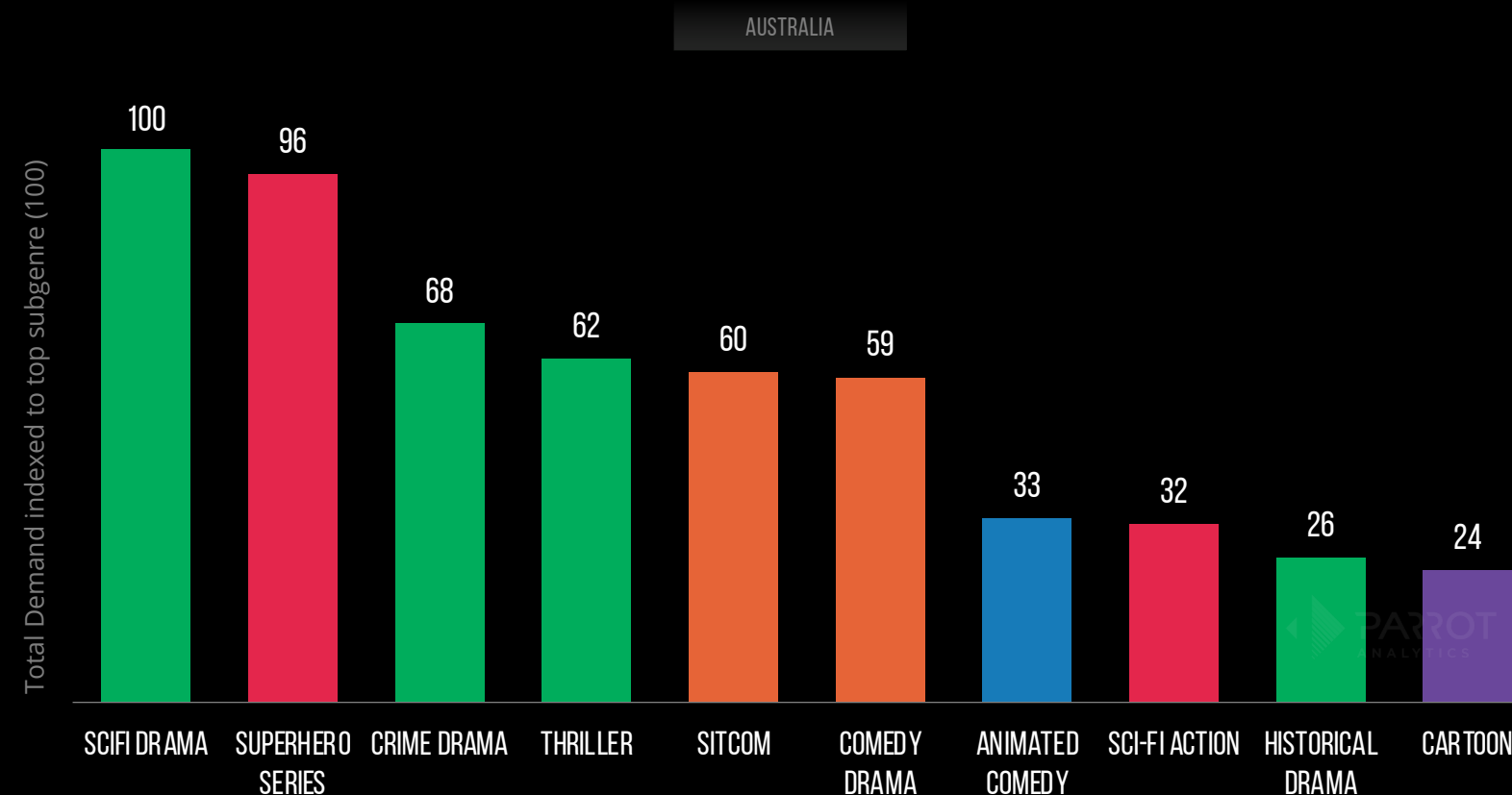


# Australia Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Australia is one of the most comedy-loving markets we are covering this quarter. In Q2 2021, 17.1% of demand for original series was for a comedy, placing it behind only the US in this report
- Similarly, Australia trailed only the US in its share of demand for documentary originals. Its 5.7% share of demand for this genre was the second largest in this report.
- The share of demand Australian audiences give to the reality (3.7%) and horror (3.0%) genres is above the global average for these genres – 2.7% and 2.6% respectively.

- The popularity of comedy in Australia is evident in the top subgenres for the quarter. Sitcom, comedy drama, and animated comedy were all among the top 10 most in-demand subgenres.
- Australia was unique in this report as the only market where the sitcom subgenre outranked comedy drama. Not only is comedy highly in-demand here but comedy preferences are distinct from other markets.
- Thriller was the fourth most in-demand subgenre in Australia in Q2 2021. This is higher than its global rank (5<sup>th</sup>).

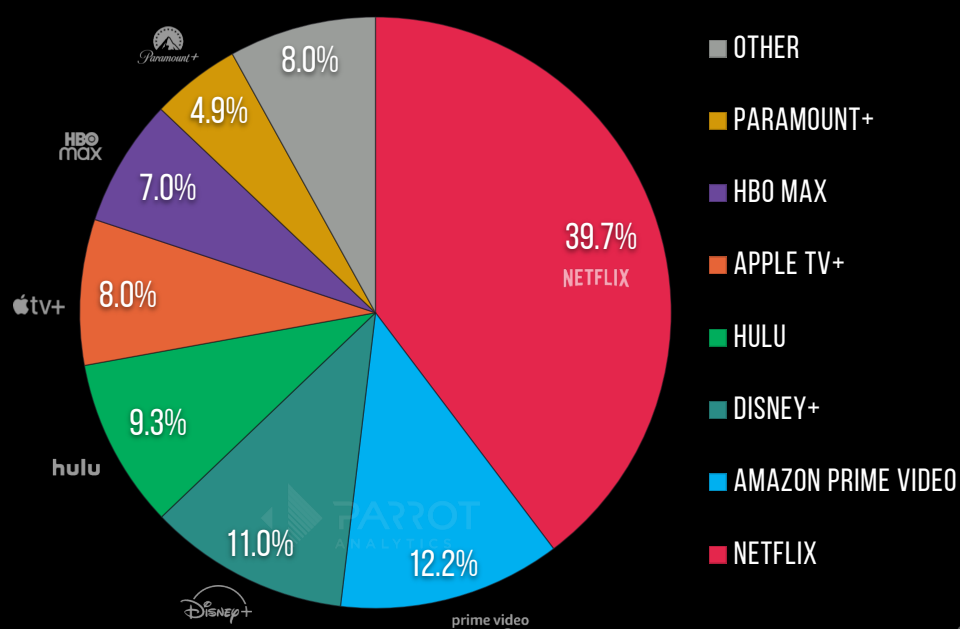


# Australia Platform Demand Share and Digital Originals Demand Distribution

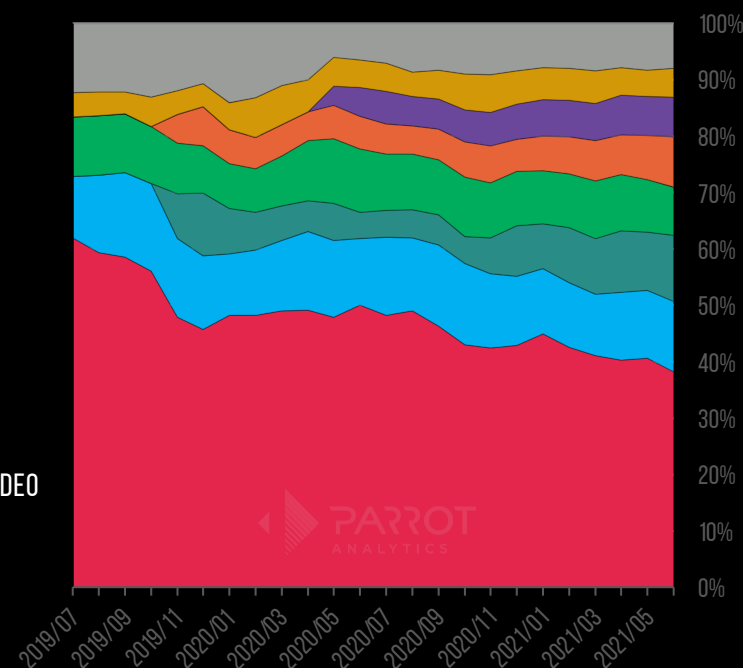
## Market demand share by original platform for all digital originals

AUSTRALIA

### Demand share Q2 2021



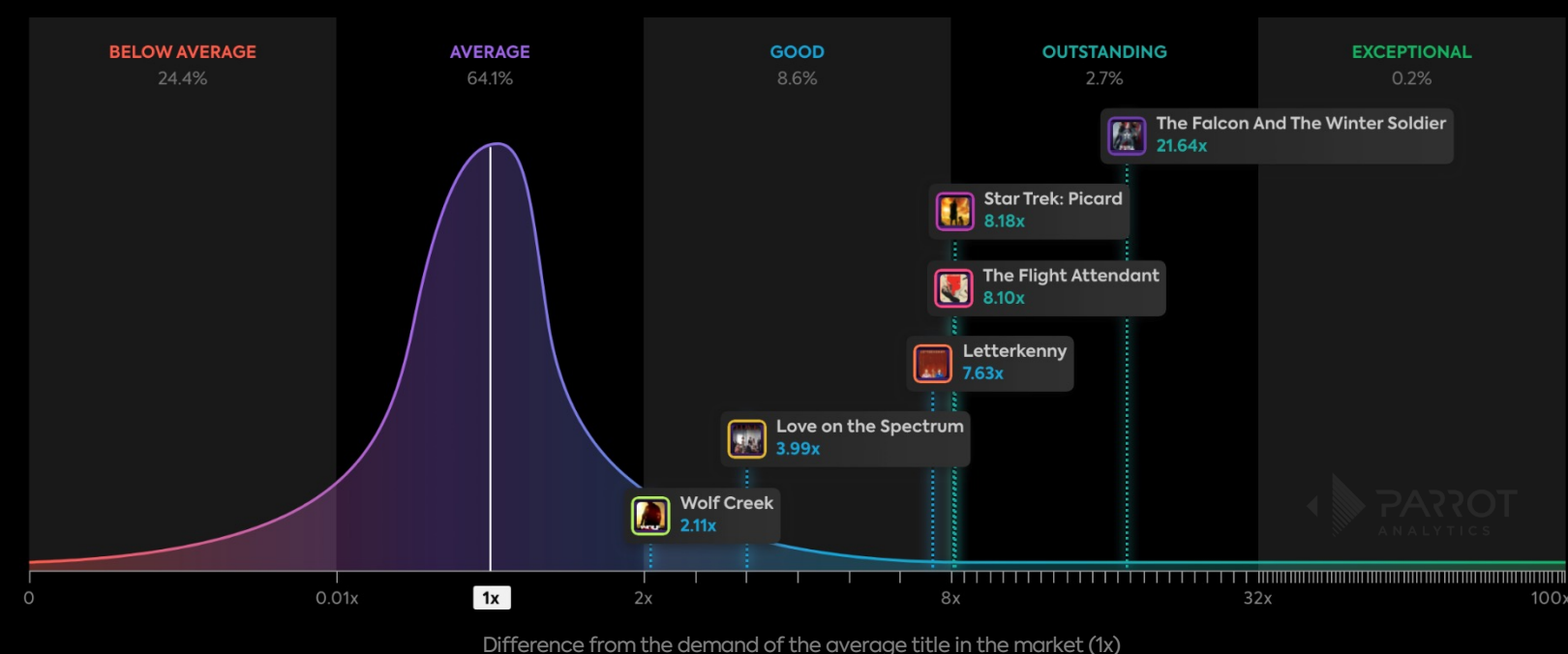
### Demand share trend 24 MONTHS



## Demand distribution of a selection of top digital originals

AUSTRALIA

### Show position in demand distribution Q2 2021



- Australia was one of two markets covered in this report where demand for Netflix originals fell below 40% for the quarter. While still the largest platform share in this market, Netflix's share has been on a steady downward trend here over the past two years.
- Apple TV+ achieved the highest share of demand for its originals in Australia of markets in this report. Apple TV+ originals accounted for 8.0% of demand for all digital originals here.
- Paramount+ originals also accounted for a larger share of demand in Australia than in other market in this report, making up 4.9% of demand for digital original series. The popularity of Paramount+ content beyond just the Star Trek franchise (such as **The Good Fight**) helped drive demand in Australia.

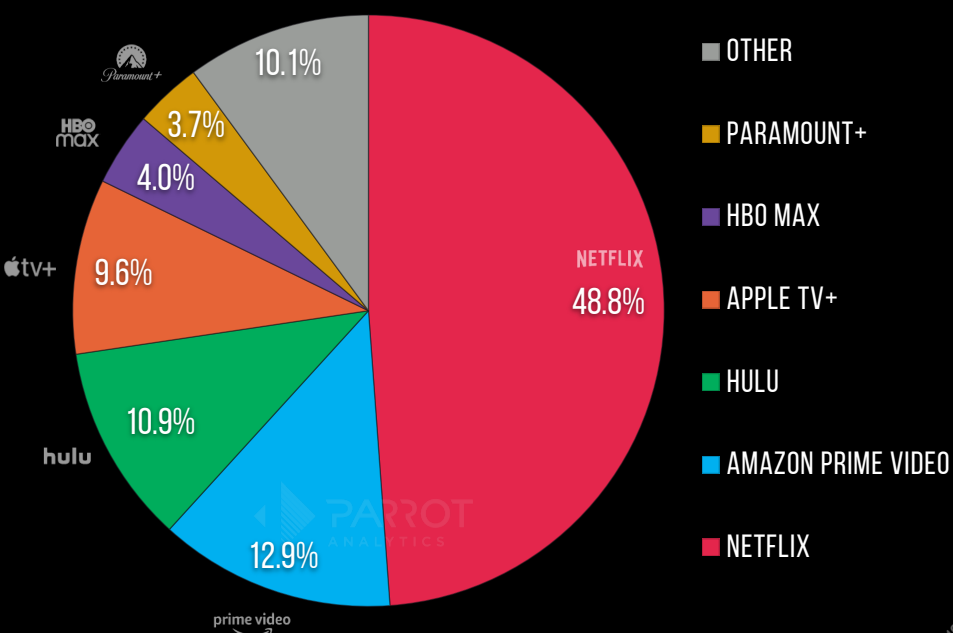
- In Q2 2021, the most in-demand digital original series in Australia is **The Falcon and the Winter Soldier**, with 21.6 times the demand of the average show.
- The Netflix reality show, **Love on the Spectrum**, ranked higher in Australia than in any other market in this report as the 62<sup>nd</sup> most in-demand digital original.
- The Stan original, **Wolf Creek** (a spinoff of the horror movie franchise) had 2.1 times the demand of the average series in Australia this quarter.

# Australia Platform Demand Share for Drama and Action/Adventure Digital Originals

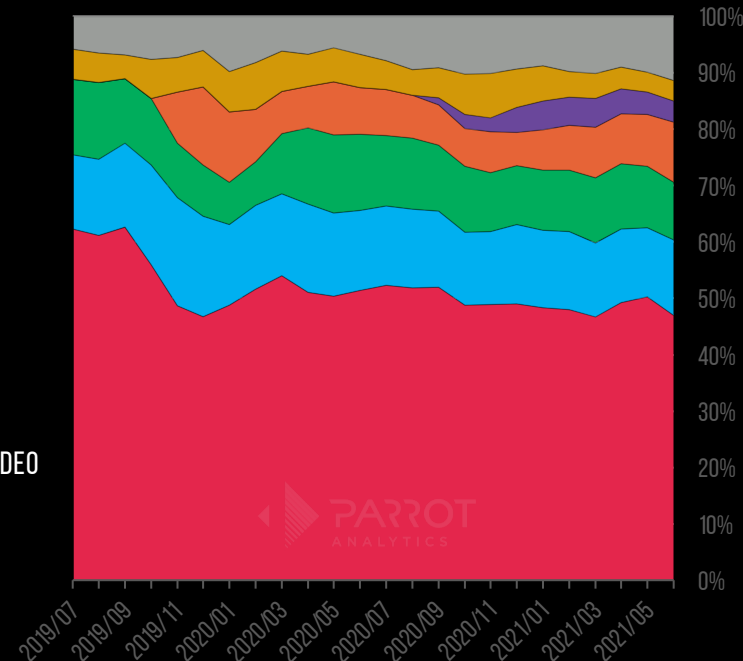
## Market demand share by original platform for drama digital originals

AUSTRALIA

### Demand share for drama Q2 2021



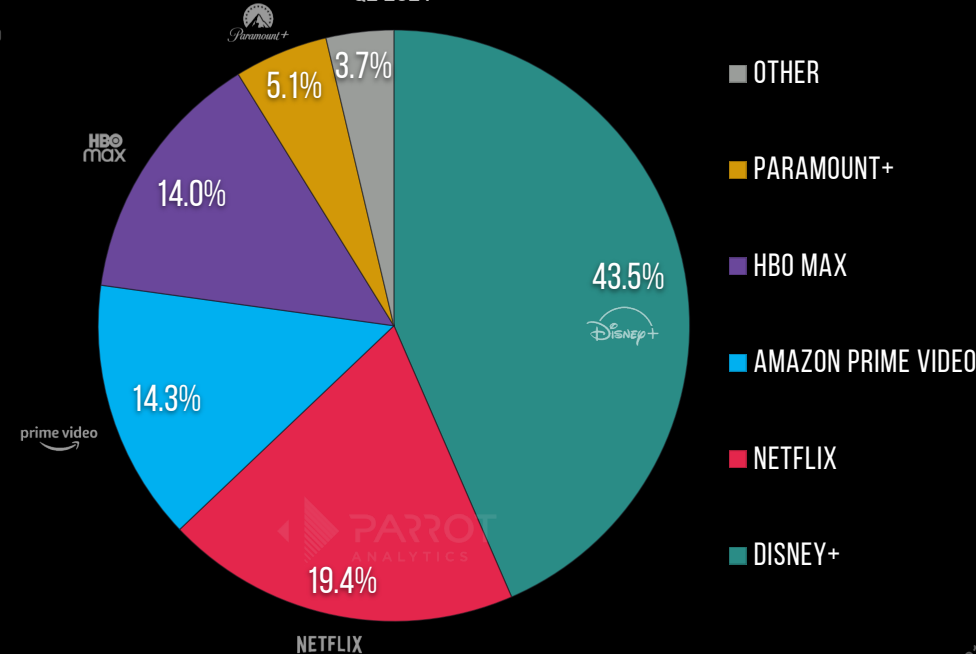
### Demand share trend for drama 24 MONTHS



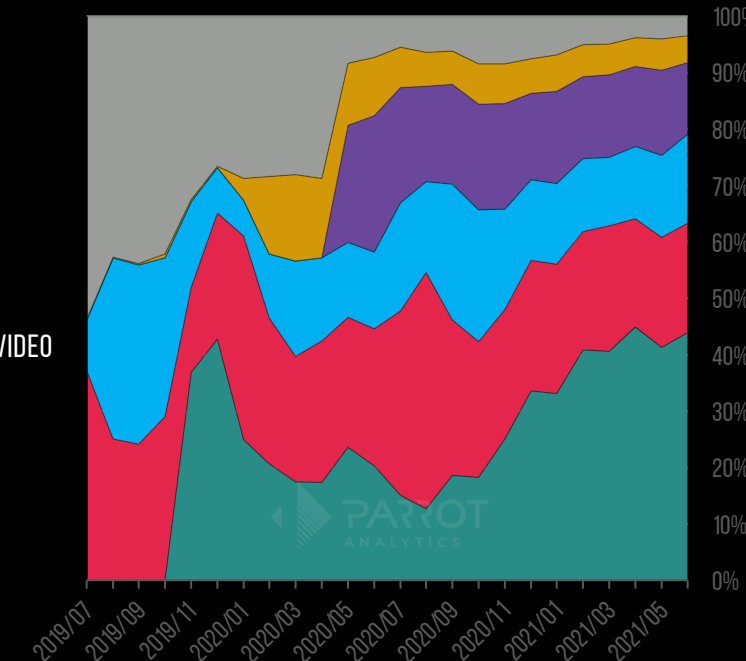
## Market demand share by original platform for action/adventure digital originals

AUSTRALIA

### Demand share for action/adventure Q2 2021



### Demand share trend for action/adventure 24 MONTHS



- Australian audiences gave 9.6% of demand for digital original dramas to original series from Apple TV+. This is a larger share of demand for the platform than in any other market in this report.
- Three platforms – Hulu, HBO Max, and Paramount+ achieved their second largest share of demand in this report for digital original dramas in Australia.
- Australia was one of two markets in this report where Netflix accounted for less than 50% of demand for drama originals. Netflix's demand share in this market is under pressure from the success of multiple other platforms here.

- As with nearly all markets in this report, Disney+ originals accounted for the largest share of demand for action/adventure originals in Australia. Original series from Disney+ made up 43.5% of demand for original series in this genre here.
- In this report, Paramount+ achieved its second largest share of demand for action/adventure originals in Australia with a 5.1% share.
- In Australia, the share of demand for original HBO Max series in the action/adventure genre (14.0%) was larger than the platform's global share of demand in this category (11.5%).





# Top Digital Original Series in Australia

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	21.6
2 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	21.6
3 <i>The Handmaid's Tale</i>	Stan, SBS On Demand	Hulu	Drama	21.6
4 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	19.0
5 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	14.9
6 <i>Lucifer</i>	Netflix	Netflix	Drama	14.8
7 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	13.9
8 <i>Stranger Things</i>	Netflix	Netflix	Drama	13.8
9 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	12.4
10 <i>The Crown</i>	Netflix	Netflix	Drama	11.6
11 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	11.1
12 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	10.9
13 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	10.5
14 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	10.0
15 <i>Ted Lasso</i>	Apple TV+	Apple TV+	Comedy	9.4
16 <i>Star Trek: Picard</i>	Amazon Prime Video	Paramount+	Action and Adventure	8.2
17 <i>The Flight Attendant</i>	BINGE, Foxtel Now	HBO Max	Drama	8.1
18 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	8.1
19 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	8.0
20 <i>Doom Patrol</i>	BINGE, Foxtel Now	HBO Max	Action and Adventure	8.0

## A selection of 5 additional digital original series of interest:

24 <i>Letterkenny</i>	SBS On Demand	Hulu	Comedy	7.6
28 <i>Long Way Up</i>	Apple TV+	Apple TV+	Documentary	7.2
35 <i>Made For Love</i>	Stan	HBO Max	Comedy	6.2
62 <i>Love on the Spectrum</i>	Netflix	Netflix	Reality	4.0
126 <i>Wolf Creek</i>	Stan	Stan	Horror	2.1

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix



# FINLAND

Learn which genres and subgenres of digital originals are most demanded by Finnish audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.



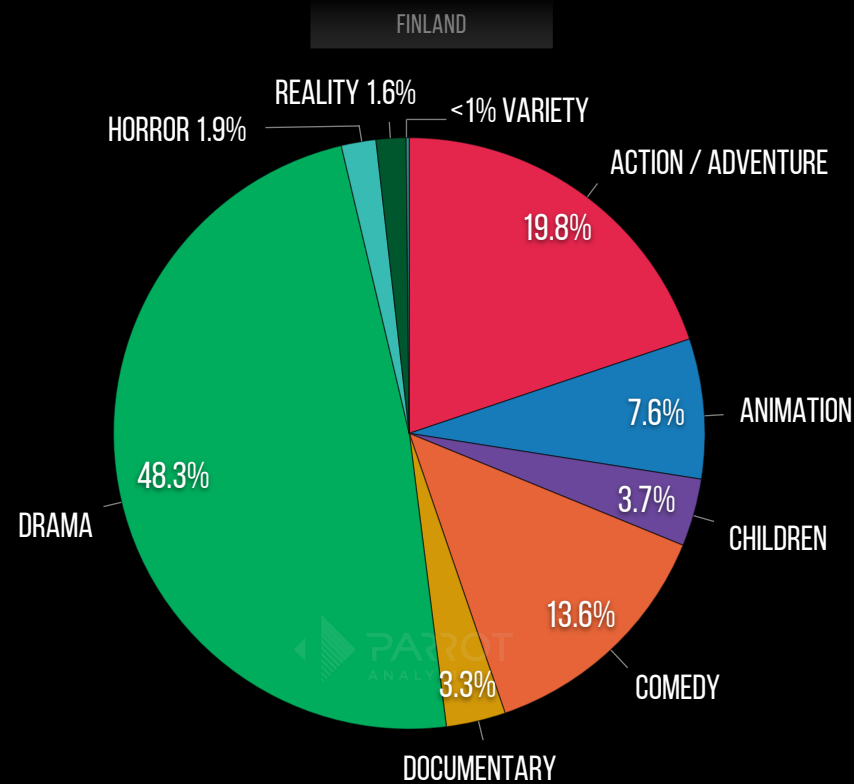
**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



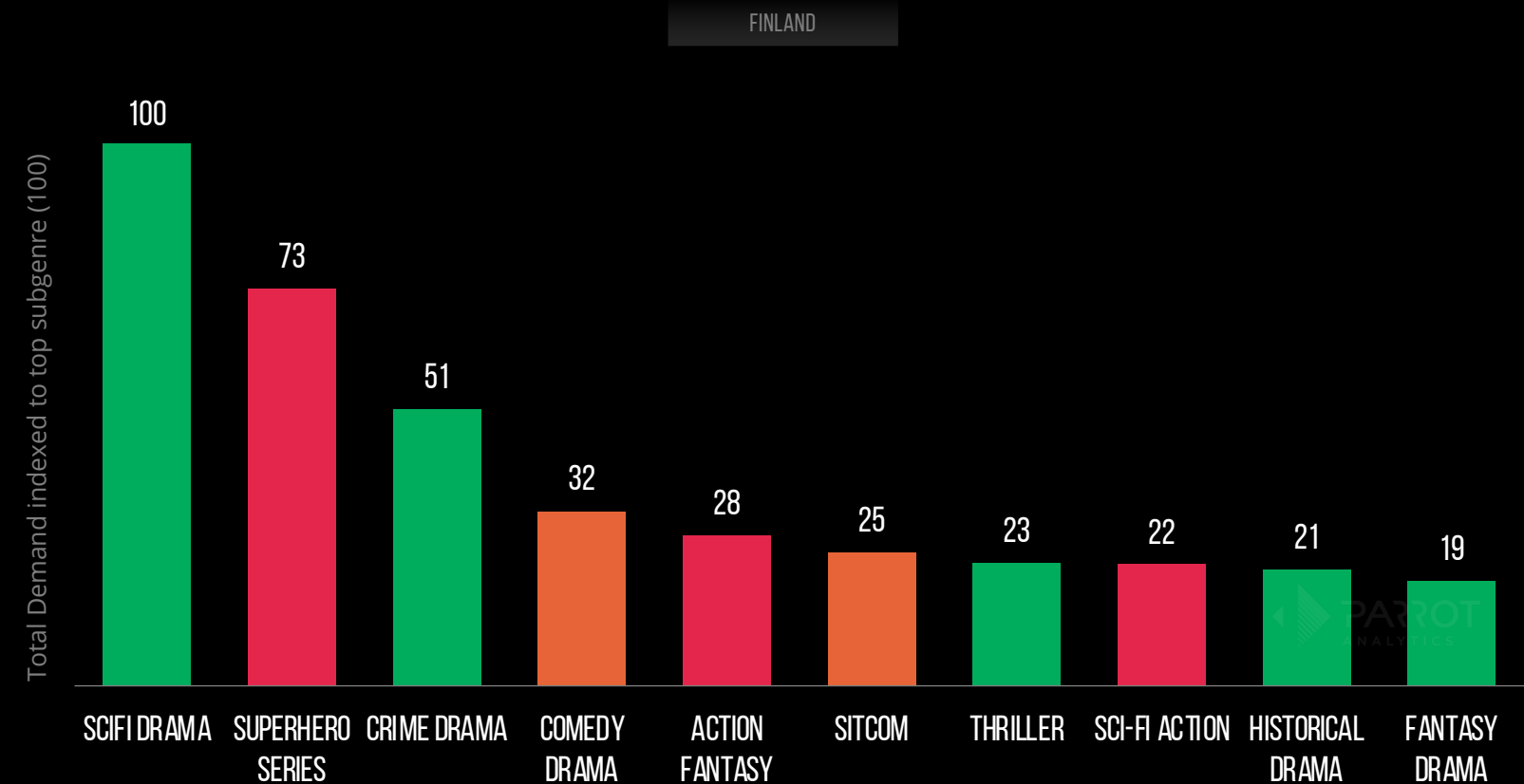


# Finland Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Finland is tied with Russia for the smallest share of demand for digital original variety series, which accounted for a mere 0.2% of demand here in Q2 2021.
- Finland is one of only 3 markets in this report (with the U.A.E and Peru) where the share of demand for the horror genre was less than 2% in Q2 2021.
- The action/adventure genre made up a larger share of demand for digital originals in Finland (19.8%) than globally (14.1%) in Q2 2021.

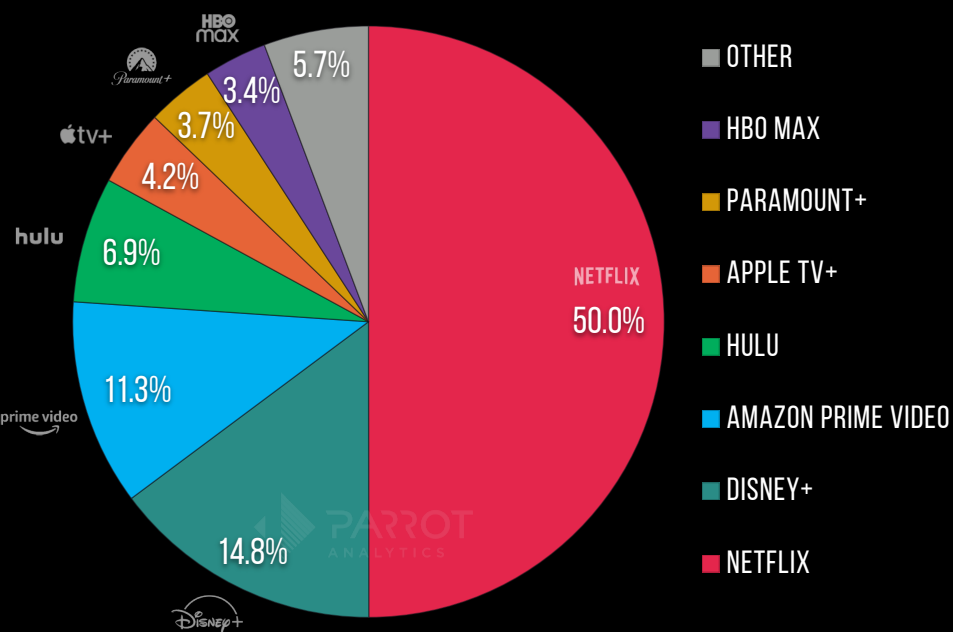
- As with four other markets in this report, sci-fi drama was the most in-demand digital original subgenre in Finland in Q2 2021.
- Action fantasy was the fifth most in-demand subgenre in Finland in Q2 2021. This is the highest rank this subgenre achieved in this report. It is also ranked fifth in Japan.
- Fantasy in general appears to be popular with Finnish audiences. Not only did action fantasy rank high here but fantasy drama also made it into the top 10 subgenres.

# Finland Platform Demand Share and Digital Originals Demand Distribution

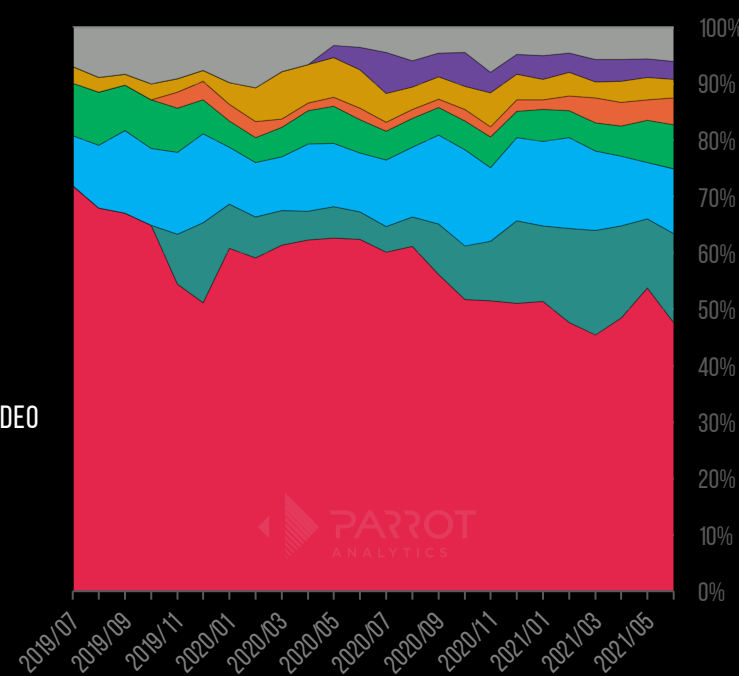
## Market demand share by original platform for all digital originals

FINLAND

Demand share Q2 2021



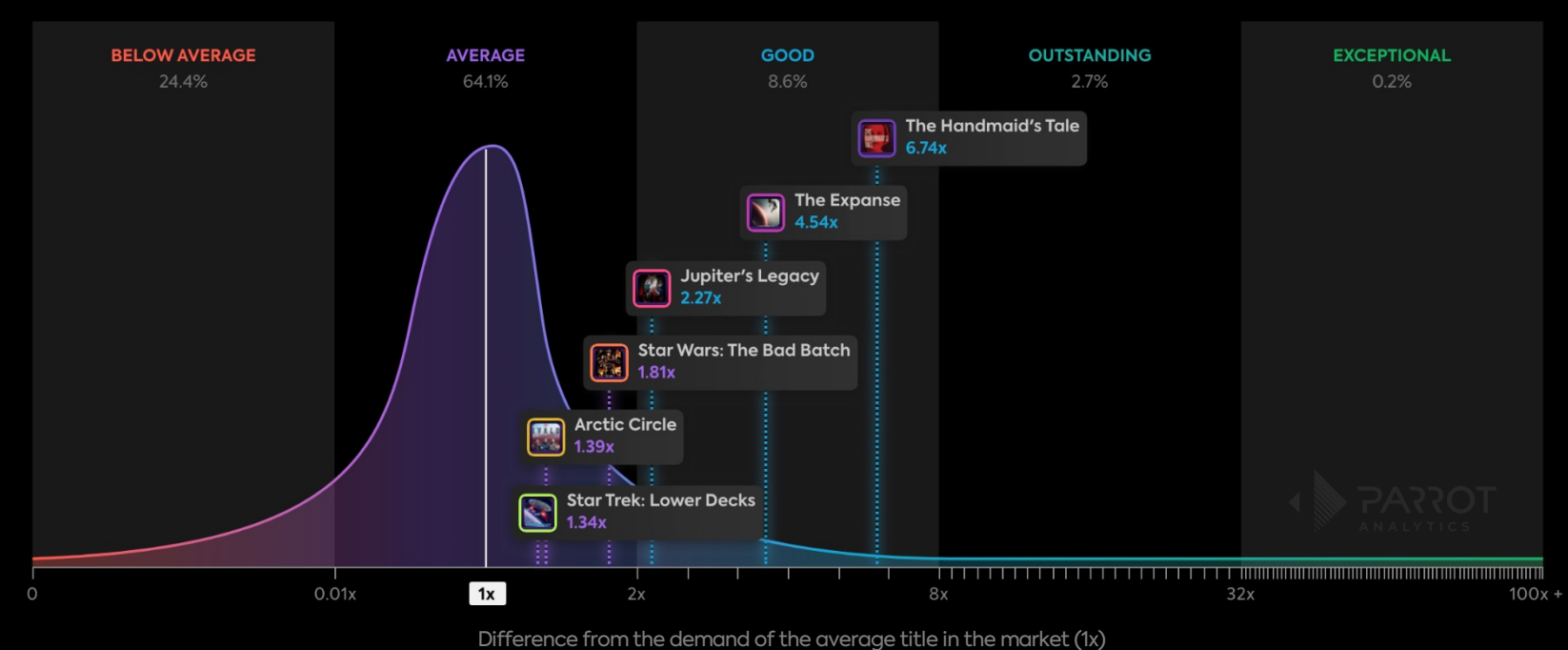
Demand share trend 24 MONTHS



## Demand distribution of a selection of top digital originals

FINLAND

Show position in demand distribution Q2 2021



- HBO Max accounted for the smallest share of digital original demand in Finland (3.4%) of all markets covered in this report.
- The share of demand for originals from Disney+ in Finland was 14.8% in Q2 2021. This is more than double the global share for the platform, 7.3%.
- Originals from Netflix make up exactly half of demand for all digital originals in Finland this quarter.

- Finland was one of two markets in this report (along with Nordic neighbor Norway) where **The Handmaid's Tale** was the most in-demand digital original for the quarter.
- **Star Trek: Lower Decks** outranks even **Star Trek: Discovery** and **Picard** in Finland. The animated Star Trek series was the 31<sup>st</sup> most in-demand digital original in Finland this quarter.
- **Arctic Circle** is a local digital original from the streamer Elisa Viihde. This show was the 28<sup>th</sup> most in-demand digital original in Finland and had 1.4 times the average series demand.

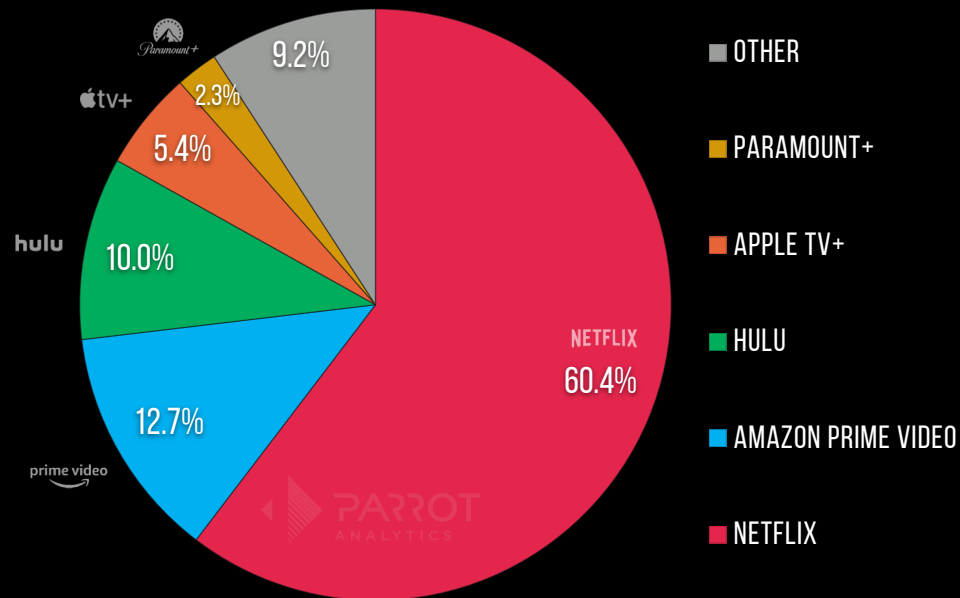


# Finland Platform Demand Share for Drama and Action/Adventure Digital Originals

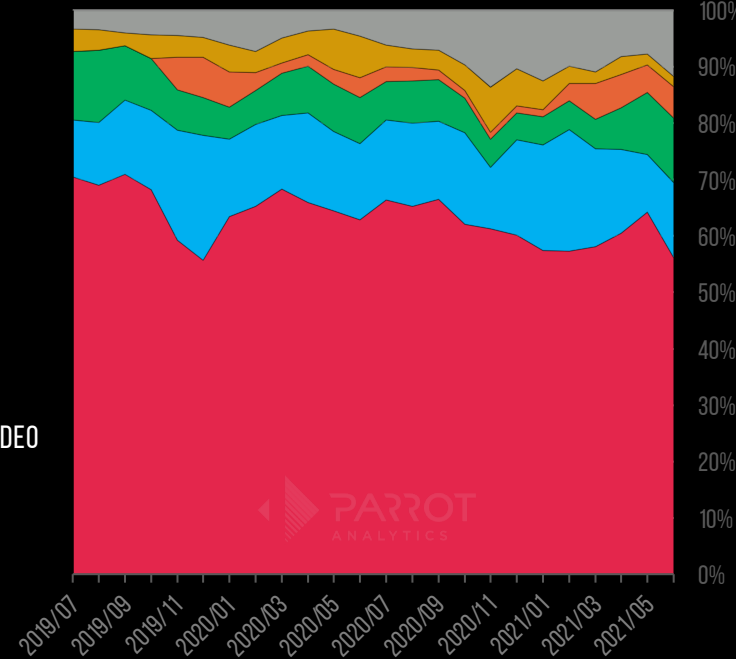
## Market demand share by original platform for drama digital originals

FINLAND

Demand share for drama  
Q2 2021



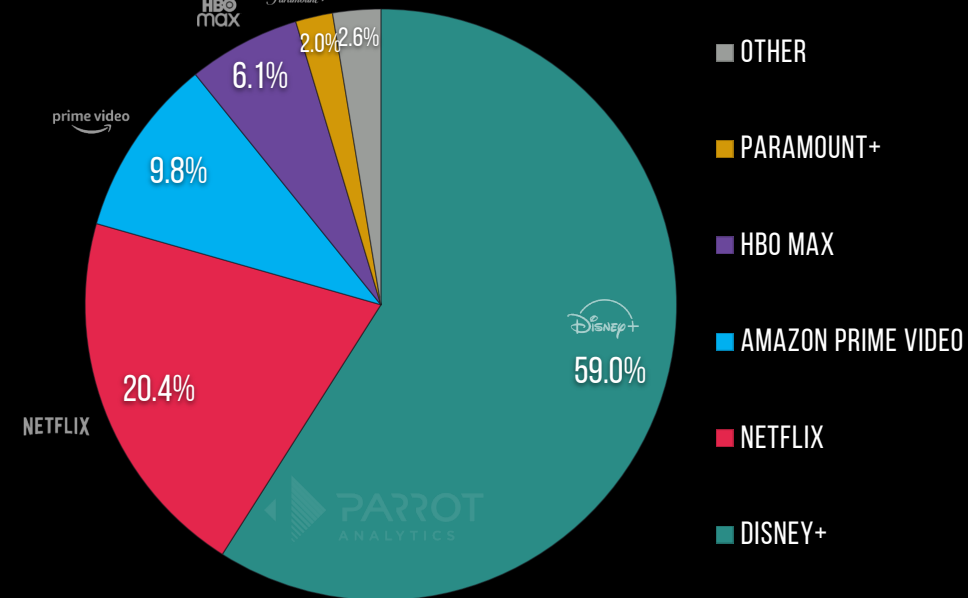
Demand share trend for drama  
24 MONTHS



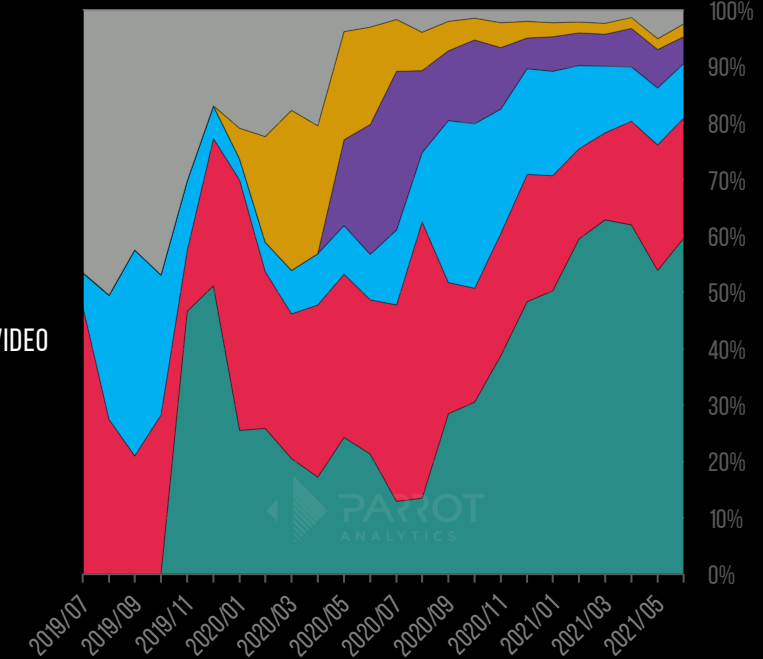
## Market demand share by original platform for action/adventure digital originals

FINLAND

Demand share for action/adventure  
Q2 2021



Demand share trend for action/adventure  
24 MONTHS



- Hulu's 10% share of demand for digital original dramas in Finland is the third largest share of drama demand achieved by Hulu in this report.
- Finnish audiences gave 5.4% of demand for drama originals to an original from Apple TV+ in Q2 2021. This is slightly below the global share of demand for the platform's originals – 5.6%.
- Netflix saw a steep decline in its demand share for dramas in Finland in the final month of Q2 2021. It ended the quarter with a 56.1% share of demand in the genre.

- Disney+ achieved its most dominant position in the action/adventure genre in Finland of markets in this report. 59% of demand for a digital original action/adventure series was for a Disney+ original in Q2 2021 here.
- HBO Max seems to have suffered the most from Disney+'s success here. Its 6.1% share of demand for action/adventure originals in Finland is the lowest of markets in this report.
- The growing share of demand for Disney+ action/adventure originals has severely cut into Amazon Prime Video's demand share in this market. The 9.7% share of demand for Amazon Prime Video originals in June is a third of what it was in October 2020.



# Top Digital Original Series in Finland

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>The Handmaid's Tale</i>	Viaplay	Hulu	Drama	6.7
2 <i>Stranger Things</i>	Netflix	Netflix	Drama	5.8
3 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	5.7
4 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	5.5
5 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	4.7
6 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	4.5
7 <i>The Crown</i>	Netflix	Netflix	Drama	3.9
8 <i>Loki</i>	Disney+	Disney+	Action and Adventure	3.8
9 <i>Lucifer</i>	Netflix	Netflix	Drama	3.4
10 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	3.0
11 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	3.0
12 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	2.8
13 <i>Orange Is The New Black</i>	Netflix	Netflix	Comedy	2.7
14 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	2.7
15 <i>Black Mirror</i>	Netflix	Netflix	Drama	2.4
16 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	2.3
17 <i>Jupiter's Legacy</i>	Netflix	Netflix	Drama	2.3
18 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	2.3
19 <i>Narcos</i>	Netflix	Netflix	Drama	2.2
20 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	2.0

## A selection of 5 additional digital original series of interest:

22 <i>Star Wars: The Bad Batch</i>	Disney+	Disney+	Drama	1.8
26 <i>Trailer Park Boys</i>	Netflix	Netflix	Comedy	1.5
27 <i>Aggretsuko</i>	Netflix	Netflix	Animation	1.4
28 <i>Arctic Circle</i>	Elisa Viihde	Elisa Viihde	Drama	1.4
31 <i>Star Trek: Lower Decks</i>	Amazon Prime Video	Paramount+	Animation	1.3

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Demand: The total TV audience demand being expressed for a title across all platforms in a market, compared to the average TV show.





# GERMANY

Learn which genres and subgenres of digital originals are most demanded by German audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

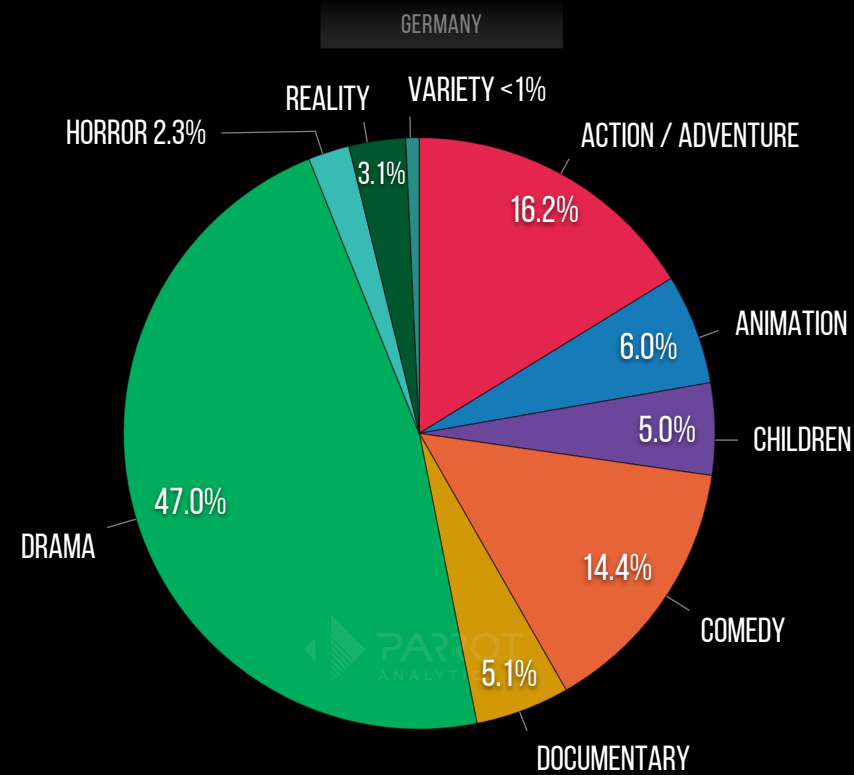


**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

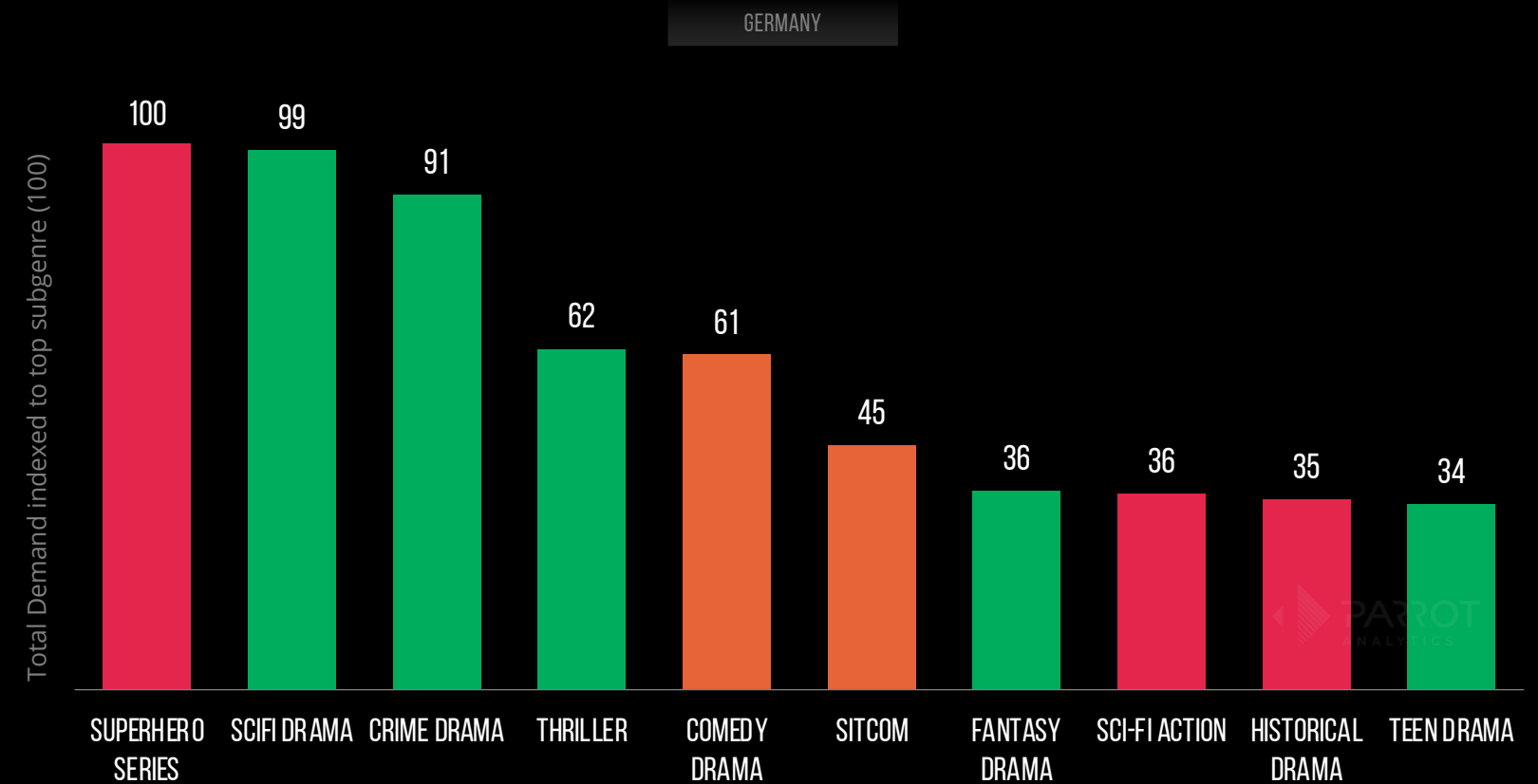


# Germany Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Germans had the third highest demand share for digital original children’s content in this report. In Q2 2021 5.0% of demand for digital originals in Germany was for a children’s series.
- Germany was one of only three markets in this report that had a share of demand for original documentary content above 5%.
- While the share of demand for animated content in Germany in Q2 2021 is equal to the global share for this genre (6.0%), eight of the markets in this report have a higher share of demand for animated content.

- As with five markets in this report, superhero series was the most in-demand subgenre in Germany in Q2 2021. It had the narrowest lead over sci-fi drama here with only 1% more demand for the quarter.
- Germany is tied with Russia in this report for the market where fantasy drama ranks highest. Fantasy drama was the 7<sup>th</sup> most in-demand subgenre in Germany in Q2 2021.
- Germany is one of two markets in this report where teen drama ranked among the top 10 subgenres for the quarter. This was helped by high demand for the local teen drama, **Druck**.



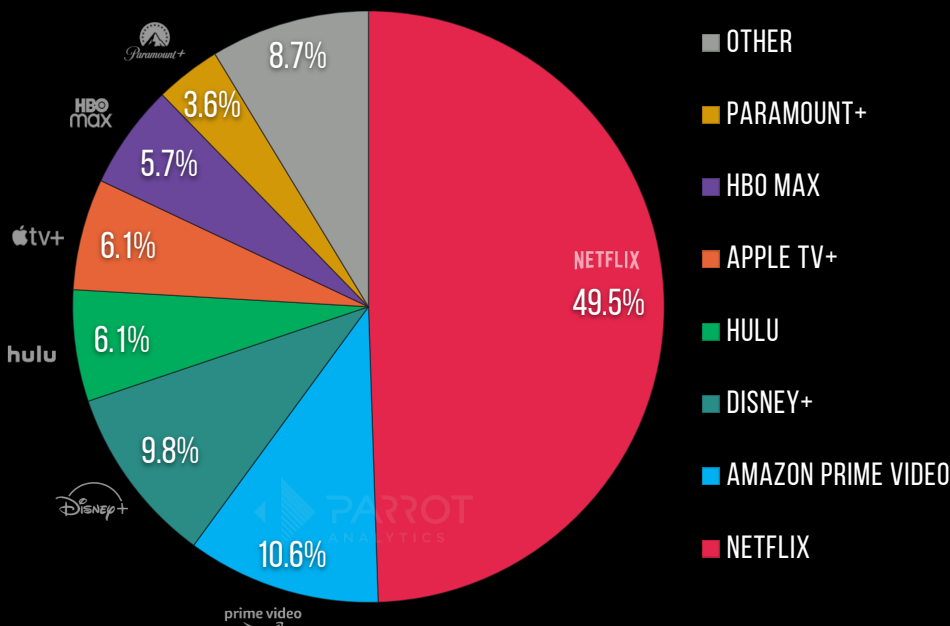


# Germany Platform Demand Share and Digital Originals Demand Distribution

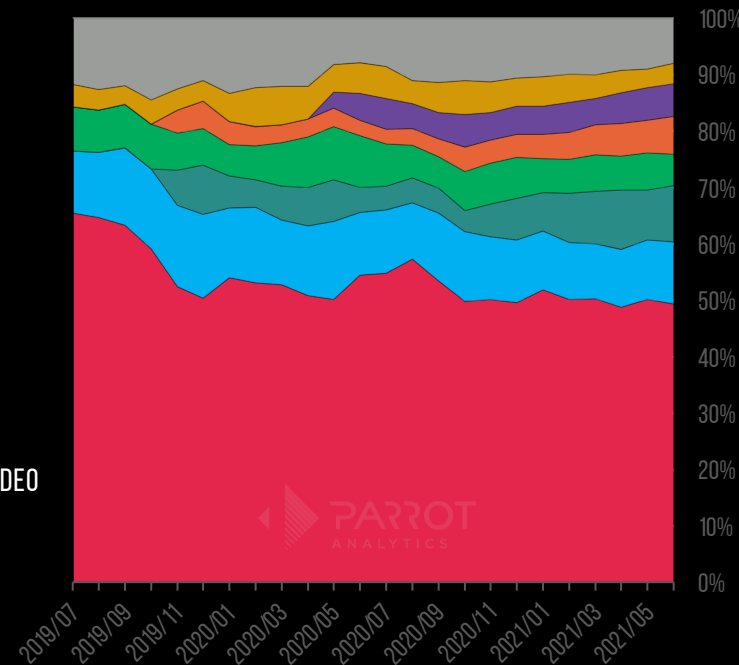
## Market demand share by original platform for all digital originals

GERMANY

Demand share Q2 2021



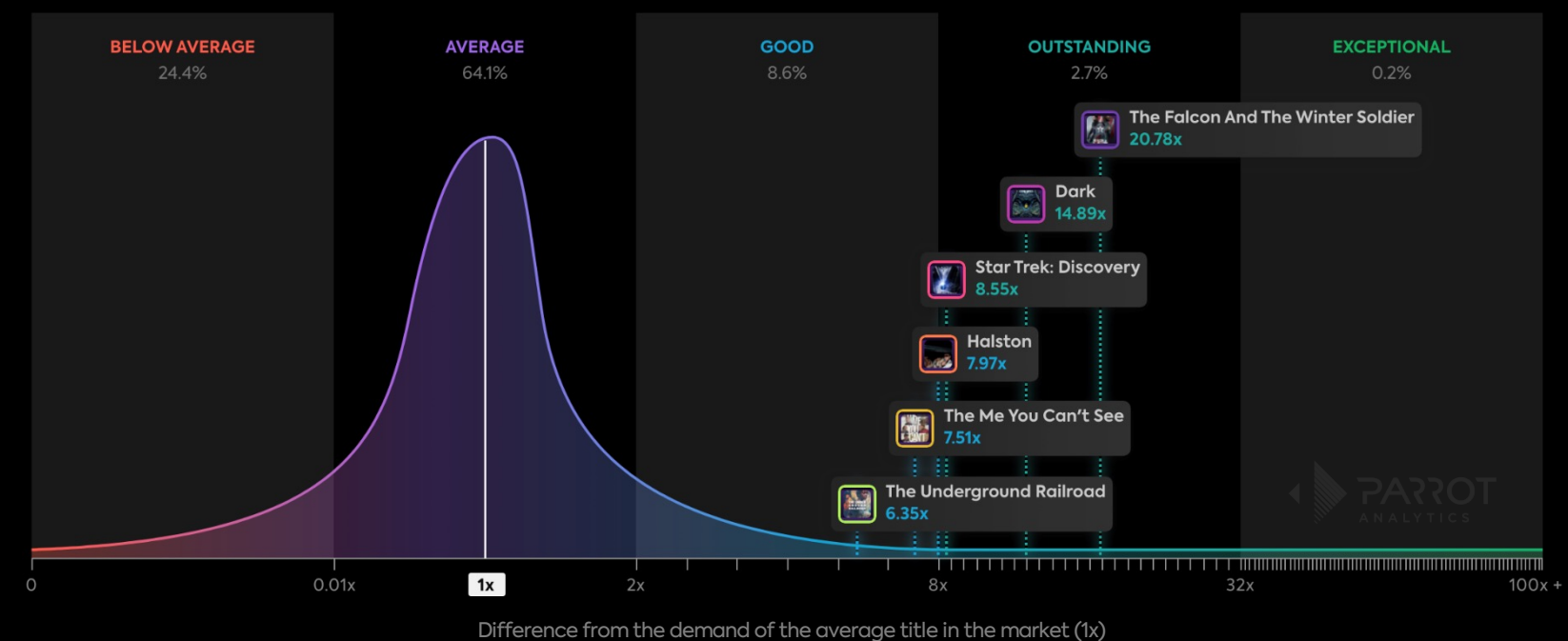
Demand share trend 24 MONTHS



## Demand distribution of a selection of top digital originals

GERMANY

Show position in demand distribution Q2 2021



- At just under 50%, Netflix had the third largest share of demand for originals in Germany of all markets in this report.
- Amazon Prime Video's 10.6% share of demand for digital originals in Germany was larger than only two other markets in this report.
- The demand share in Germany for originals from Apple TV+ has had an impressive growth streak, increasing each month from its share in December 2020 (4.1%).

- The most in-demand digital original series in Germany in Q2 2021 is **The Falcon and the Winter Soldier**. For the quarter it had 20.8 times the demand of the average series.
- Apple TV+'s **The Me You Can't See** ranked higher in Germany than any of the markets covered in this report. It was the 24<sup>th</sup> most in-demand original series with nearly 8 times the average series demand.
- **The Underground Railroad** from Amazon Prime Video also ranked more highly in Germany than in any other market in this report as the 33<sup>rd</sup> most in-demand digital original series.



# Germany Platform Demand Share for Drama & Action/Adventure Digital Originals

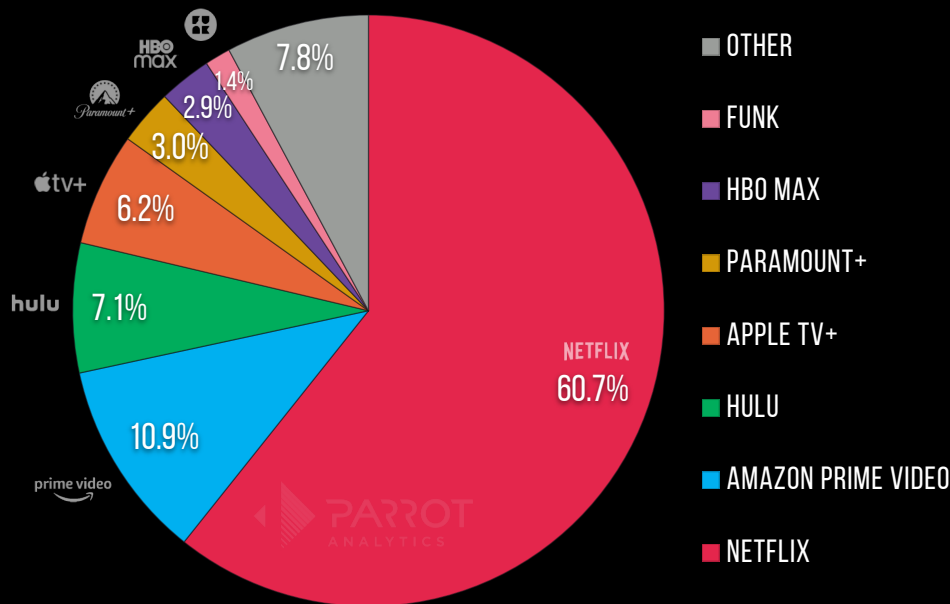
Market demand share by original platform for drama digital originals

GERMANY

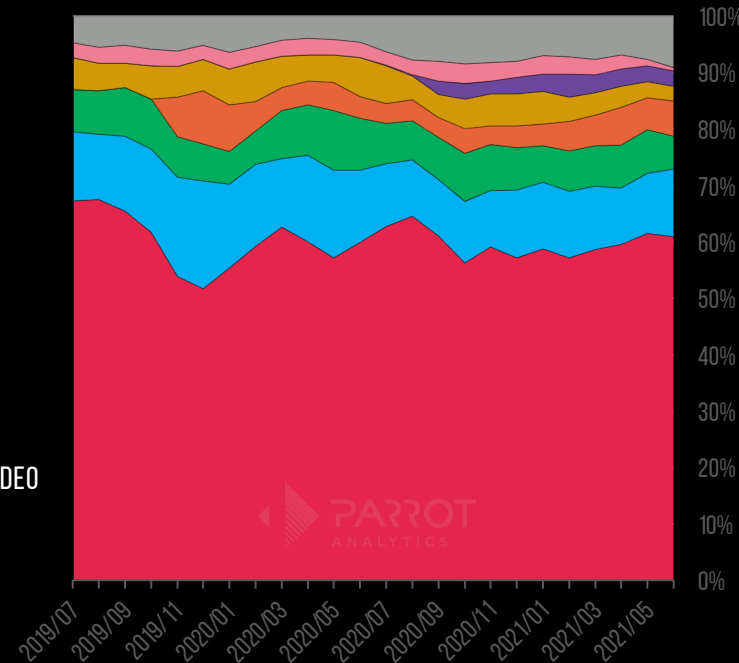
Market demand share by original platform for action/adventure digital originals

GERMANY

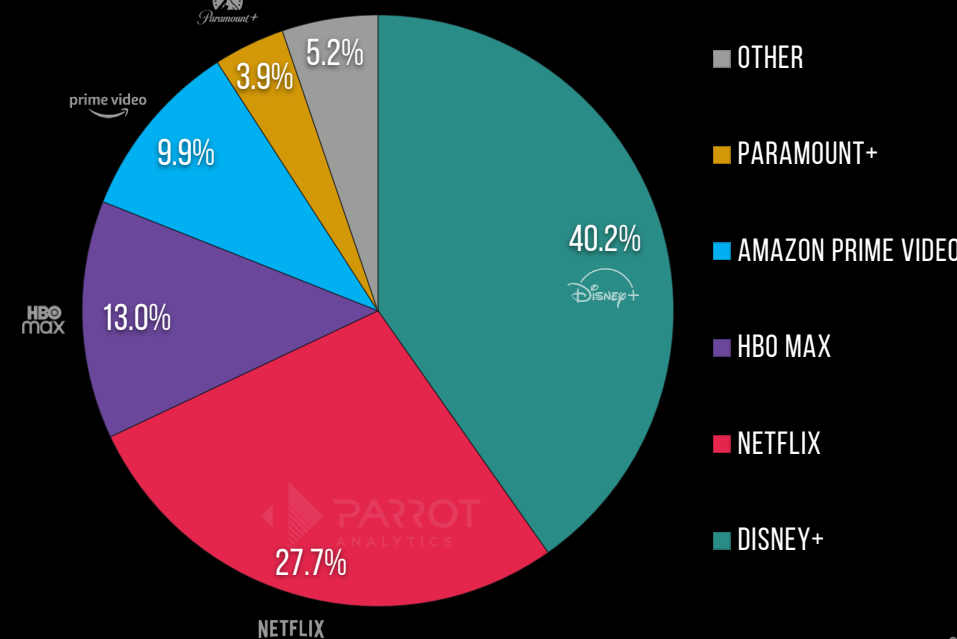
Demand share for drama Q2 2021



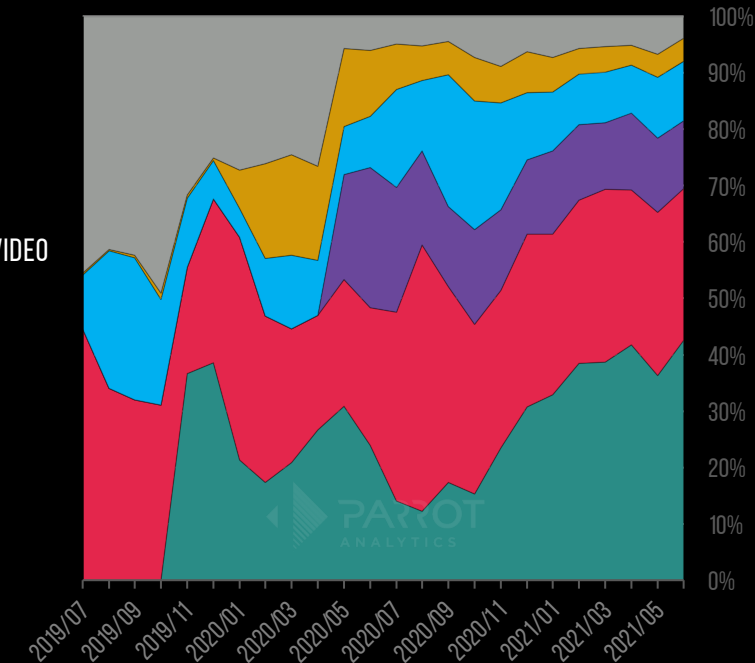
Demand share trend for drama 24 MONTHS



Demand share for action/adventure Q2 2021



Demand share trend for action/adventure 24 MONTHS



- In Germany, 60.7% of demand for digital original dramas was for a Netflix drama. This is Netflix's second largest share of demand for dramas in this report.
- Local platform, Funk, was able to carve out a 1.4% share of demand for original drama series in Germany in Q2 2021. The platform's demand share here has ebbed this quarter as the next season of its most in-demand drama, **Druck**, is not scheduled to premiere until October 2021.
- Amazon Prime Video originals made up 10.9% of demand for original dramas in Germany this quarter. This is one of the smallest shares for this platform's dramas in this report.

- The share of demand for Paramount+ originals in Germany has historically outperformed other markets due to the popularity of its Star Trek franchise here. This quarter however the platform's 3.9% share of demand for action/adventure originals trailed five other markets in this report.
- Germany was one of three markets in this report where the share of demand for Amazon Prime Video action/adventure originals fell below 10% this quarter.
- Netflix achieved its second largest share of demand for action/adventure originals in this report in Germany. 27.7% of all demand for action/adventure originals was for a Netflix series in Q2 2021.





# Top Digital Original Series in Germany

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	20.8
2 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	19.6
3 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	17.1
4 <i>Stranger Things</i>	Netflix	Netflix	Drama	16.7
5 <i>Lucifer</i>	Netflix	Netflix	Drama	16.2
6 <i>Dark</i>	Netflix	Netflix	Drama	14.9
7 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	14.5
8 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	14.2
9 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	12.0
10 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	11.5
11 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	11.1
12 <i>The Handmaid's Tale</i>	Amazon Prime Video	Hulu	Drama	11.1
13 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	10.8
14 <i>The Crown</i>	Netflix	Netflix	Drama	10.7
15 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	10.4
16 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	9.9
17 <i>Black Mirror</i>	Netflix	Netflix	Drama	8.7
18 <i>Star Trek: Discovery</i>	Netflix	Paramount+	Drama	8.5
19 <i>Halston</i>	Netflix	Netflix	Drama	8.0
20 <i>Loki</i>	Disney+	Disney+	Action and Adventure	7.8

## A selection of 5 additional digital original series of interest:

21 <i>Trese</i>	Netflix	Netflix	Animation	7.7
24 <i>The Me You Can't See</i>	Apple TV+	Apple TV+	Documentary	7.5
29 <i>Druck</i>	Funk	Funk	Drama	6.7
31 <i>Yasuke</i>	Netflix	Netflix	Animation	6.6
33 <i>The Underground Railroad</i>	Amazon Prime Video	Amazon Prime Video	Drama	6.3

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Demand: The total TV audience demand being expressed for a title across all platforms in a market, compared to the average TV show.





# JAPAN

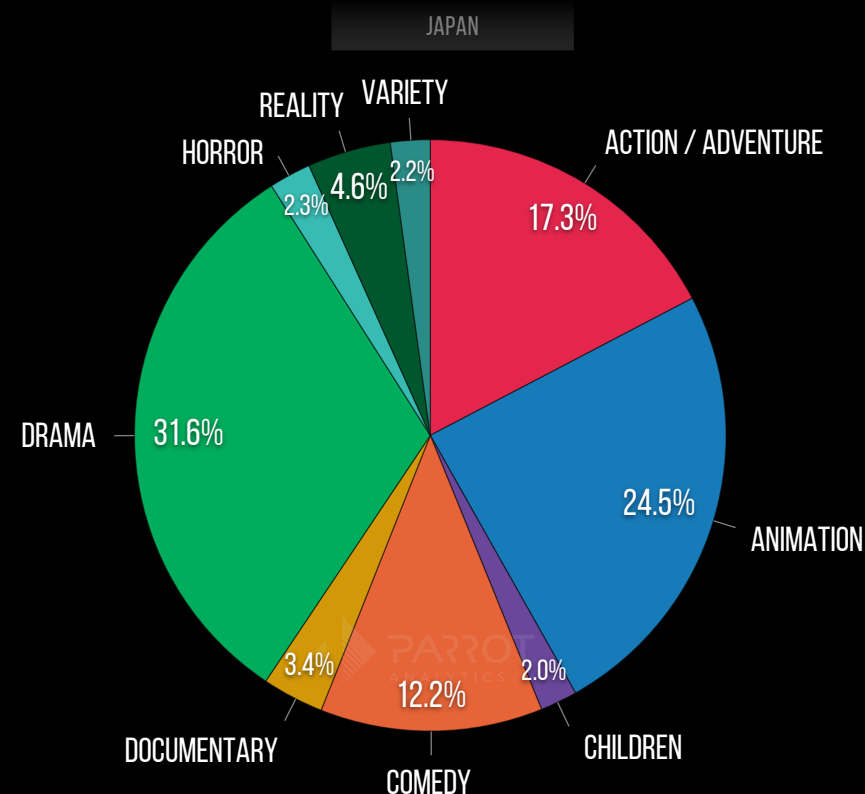
Learn which genres and subgenres of digital originals are most demanded by Japanese audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

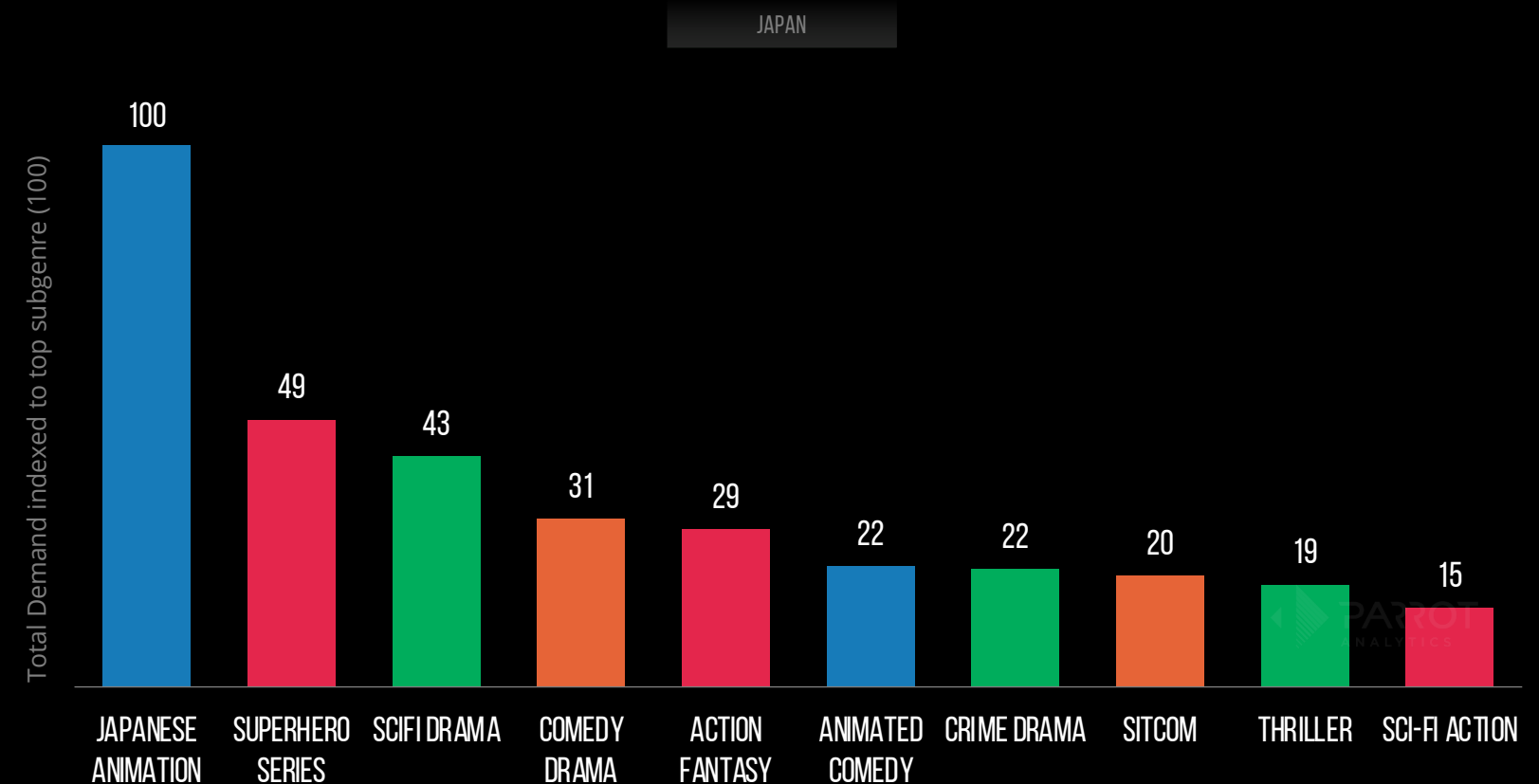


# Japan Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Japan is exceptional in that its share of demand for animated original content is significantly higher than other markets. Its 24.5% share of demand for this genre is more than four times as large as the global share of demand (6.0%).
- The children (2.0%) and drama (31.6%) genres make up a smaller share of demand for digital originals in Japan than any other market in this report.
- Of markets in this report, Japanese audiences gave the second largest share of demand to the reality (4.6%) and variety (2.2%) genres. While the outsize share of demand for animation has cut into the shares of other genres, these two have succeeded in Japan.

- Anime is by far the most in-demand digital original subgenre in Japan with more than twice the demand of the next most in-demand subgenre, superhero series.
- While the popularity of anime helps explain the success of animation more generally in Japan, the fact that animated comedy also ranks more highly here than in any other market in this report indicates that Japanese audiences love animation beyond just the anime subgenre.
- Crime drama was the 7<sup>th</sup> most in-demand subgenre in Japan in Q2 2021. This is lower than in any other market in this report and far lower than the global rank for this subgenre (#1).





# Japan Platform Demand Share and Digital Originals Demand Distribution

Market demand share by original platform for all digital originals

Demand distribution of a selection of top digital originals

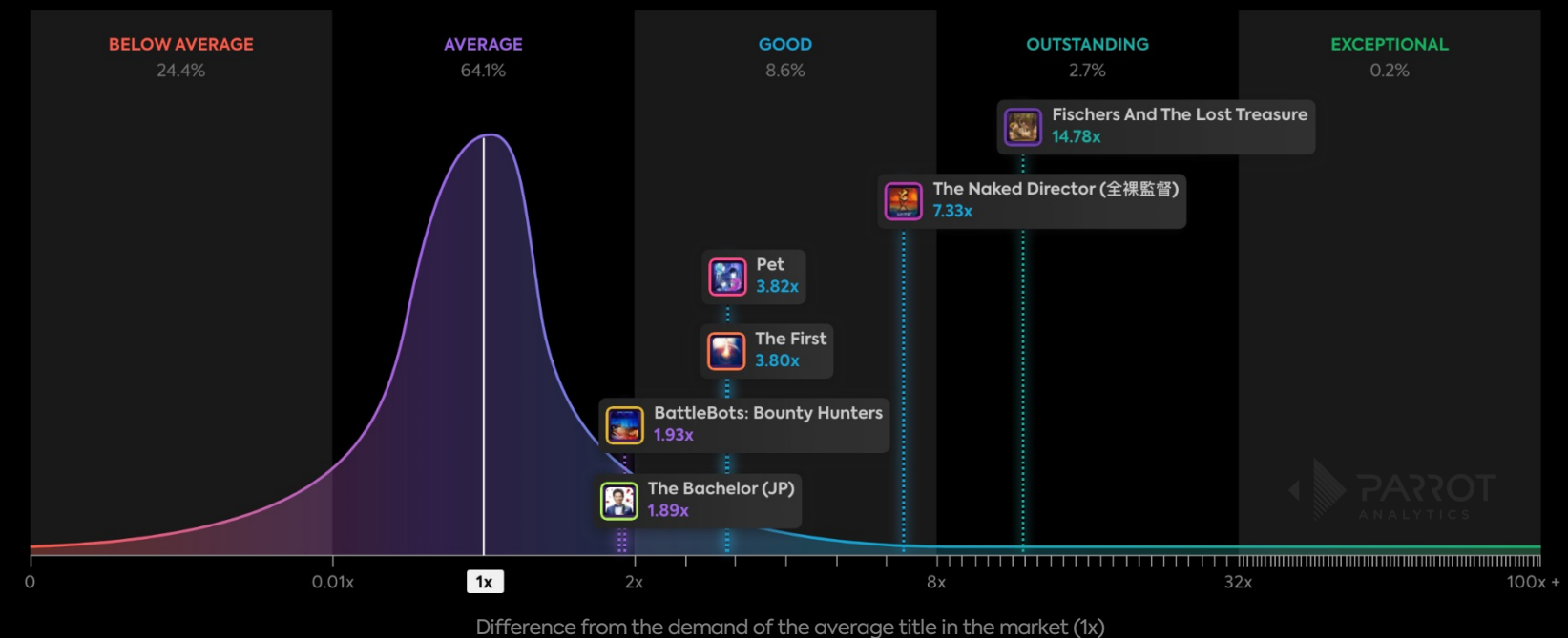
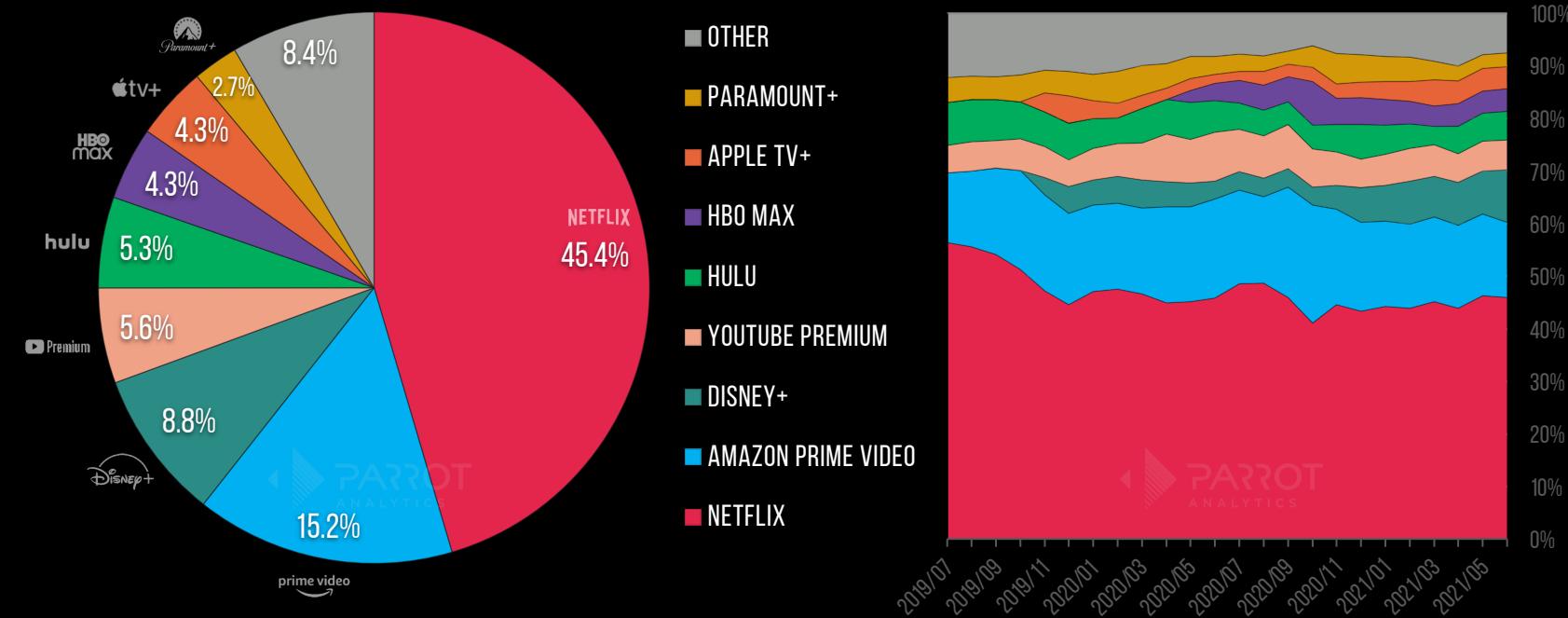
JAPAN

JAPAN

Demand share Q2 2021

Demand share trend 24 MONTHS

Show position in demand distribution Q2 2021



- Of markets in this report, Japan had the largest share of demand for original content from Amazon Prime Video which had a 15.2% share of demand in Q2 2021.
- Original series from YouTube have had unique success in Japan where they account for 5.6% of demand for all original content.
- HBO Max’s 4.3% share of demand for digital originals in Japan was among the lowest of markets in this report and below the global share of demand for this platform’s content (4.8%).

- Japan was unique in this report as the only market where **Fischers and the Lost Treasure** was the most in-demand original series. The YouTube original attracted 14.8 times the average series demand for the quarter.
- **The Naked Director**, a local Japanese production from Netflix has succeeded in Japan this quarter where it was the 4<sup>th</sup> most in-demand original series – another example of Netflix’s winning strategy of producing local content to appeal to audiences around the world.
- Reality series from Amazon Prime Video (**The Bachelor (JP)**) and Discovery+ (**Battlebots: Bounty Hunters**) both rank highly in Japan and show how the reality genre is succeeding in this market.

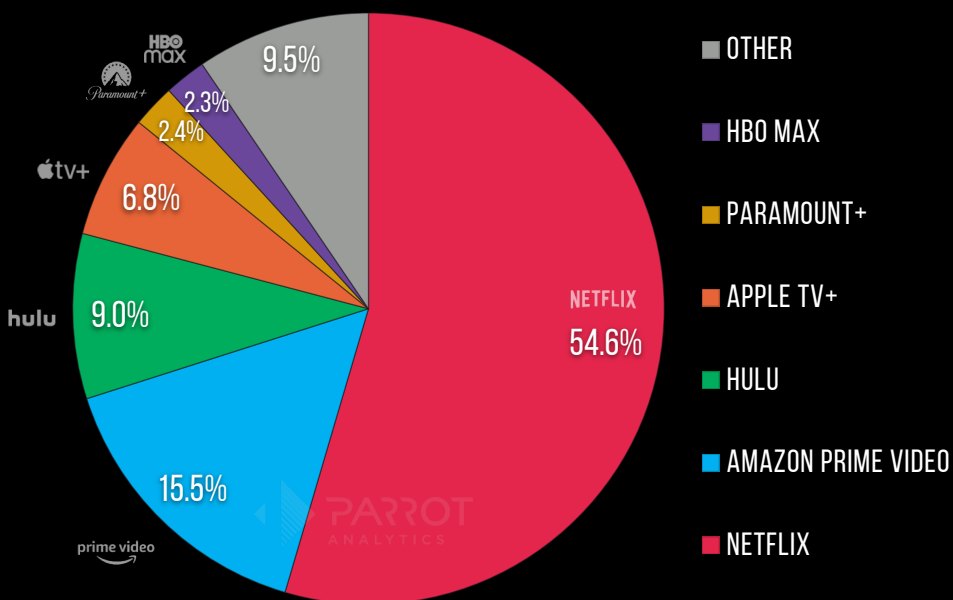


# Japan Platform Demand Share for Drama & Action/Adventure Digital Originals

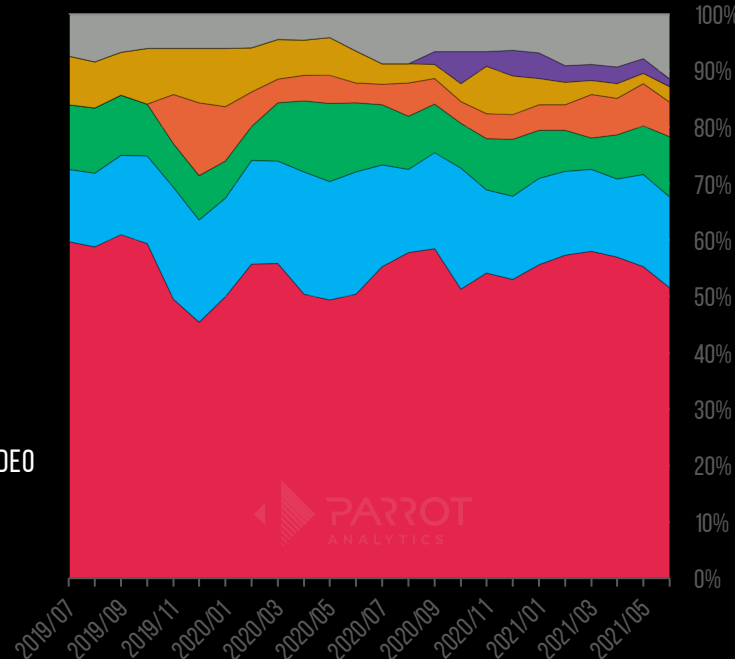
### Market demand share by original platform for drama digital originals

JAPAN

#### Demand share for drama Q2 2021



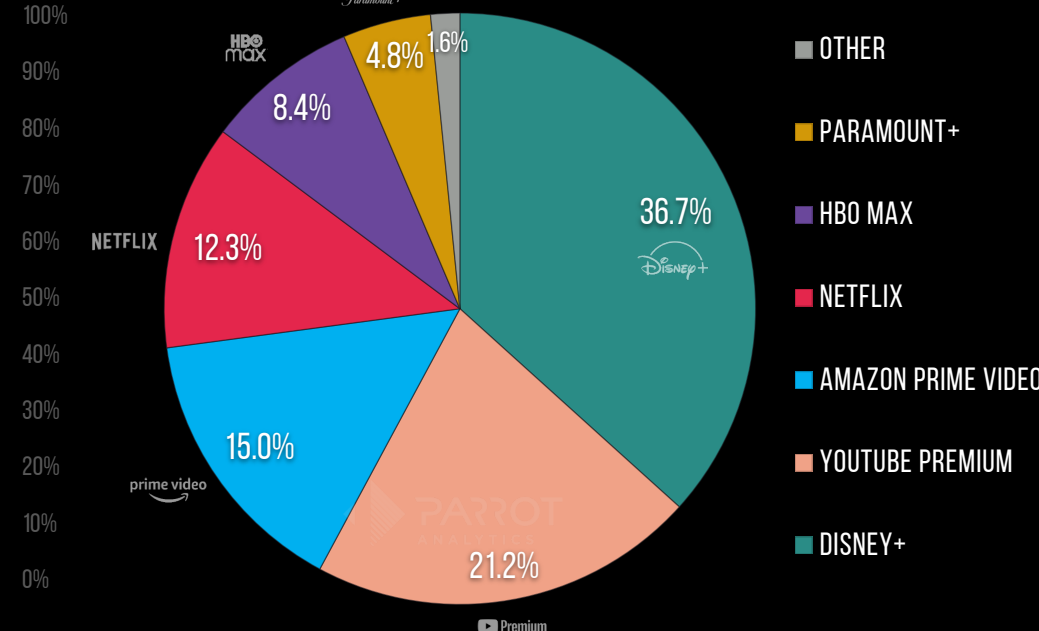
#### Demand share trend for drama 24 MONTHS



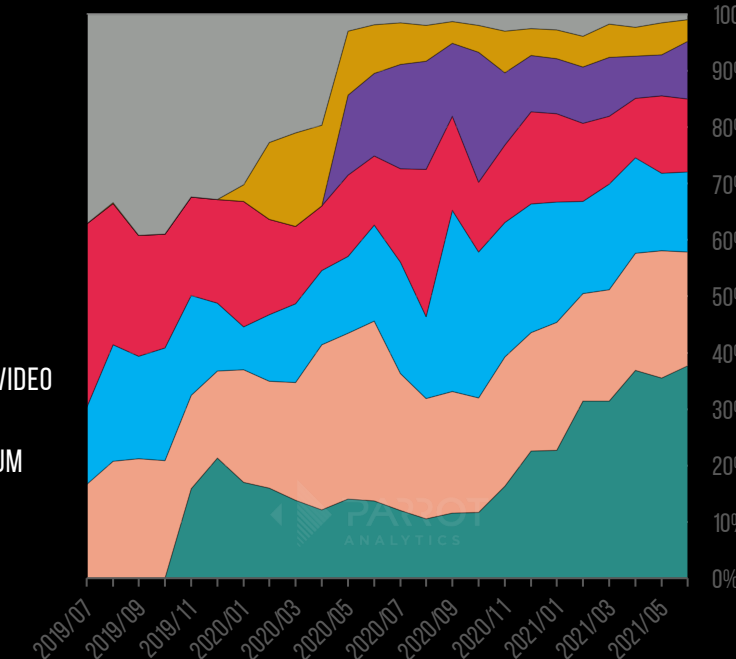
### Market demand share by original platform for action/adventure digital originals

JAPAN

#### Demand share for action/adventure Q2 2021



#### Demand share trend for action/adventure 24 MONTHS



- Amazon Prime Video's dramas have had notable success in Japan. The platform's original dramas accounted for 15.5% of demand for all digital original dramas in Q2 2021. This is the largest share the platform achieved in this category in this report.
- The share of demand for original dramas from Hulu (9.0%) in Japan is above the global share of demand for this platform's dramas – 5.7%. It is worth mentioning that Japan is the only non-US market with a Hulu branded platform.
- Just over the course of this quarter, HBO Max's share of demand for original dramas has been cut in half, ending the quarter with a 1.4% demand share.

- Youtube Premium has found particular success in Japan with its original content which accounted for a 21.2% share of demand for action/adventure originals. Its series, **Fischers and the Lost Treasure**, was the most in-demand digital original series in Japan for the quarter.
- 12.3% of demand for action/adventure original series in Japan was for a Netflix original. This is the platform's smallest share of demand in this genre in this report.
- Despite the additional competition from YouTube action/adventure originals in this market, the share of demand for Paramount+ originals in Japan (4.8%) exceeds its global share of demand (2.6%).



# Top Digital Original Series in Japan

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>Fischers And The Lost Treasure</i>	YouTube Premium	YouTube Premium	Action and Adventure	14.8
2 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	8.8
3 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	8.7
4 <i>The Naked Director (全裸監督)</i>	Netflix	Netflix	Comedy	7.3
5 <i>Knights Of The Zodiac: Saint Seiya</i>	Netflix	Netflix	Animation	6.8
6 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	6.6
7 <i>Terrace House</i>	Netflix	Netflix	Reality	5.7
8 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	5.4
9 <i>Stranger Things</i>	Netflix	Netflix	Drama	5.2
10 <i>Record of Ragnarok</i>	Netflix	Netflix	Animation	5.0
11 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	4.9
12 <i>Godzilla Singular Point</i>	Netflix	Netflix	Animation	4.5
13 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	4.1
14 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	4.1
15 <i>Crayon Shin-chan Gaiden</i>	Netflix	Amazon Prime Video	Animation	3.9
16 <i>Pet</i>	Netflix	Amazon Prime Video	Animation	3.8
17 <i>The First</i>	Hulu	Hulu	Drama	3.8
18 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	3.8
19 <i>Disenchantment</i>	Netflix	Netflix	Animation	3.8
20 <i>Star Wars: The Bad Batch</i>	Disney+	Disney+	Drama	3.8



## A selection of 5 additional digital original series of interest:

32 <i>Grandmaster Of Demonic Cultivation</i>	Amazon Prime Video	Tencent Video	Animation	2.7
49 <i>BattleBots: Bounty Hunters</i>	--	Discovery+	Reality	1.9
52 <i>The Bachelor (JP)</i>	Amazon Prime Video	Amazon Prime Video	Reality	1.9
54 <i>Idolish7 Vibrato</i>	YouTube Premium	YouTube Premium	Animation	1.8
75 <i>Central Park</i>	Apple TV+	Apple TV+	Animation	1.5

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix







# NORWAY

Learn which genres and subgenres of digital originals are most demanded by Norwegian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

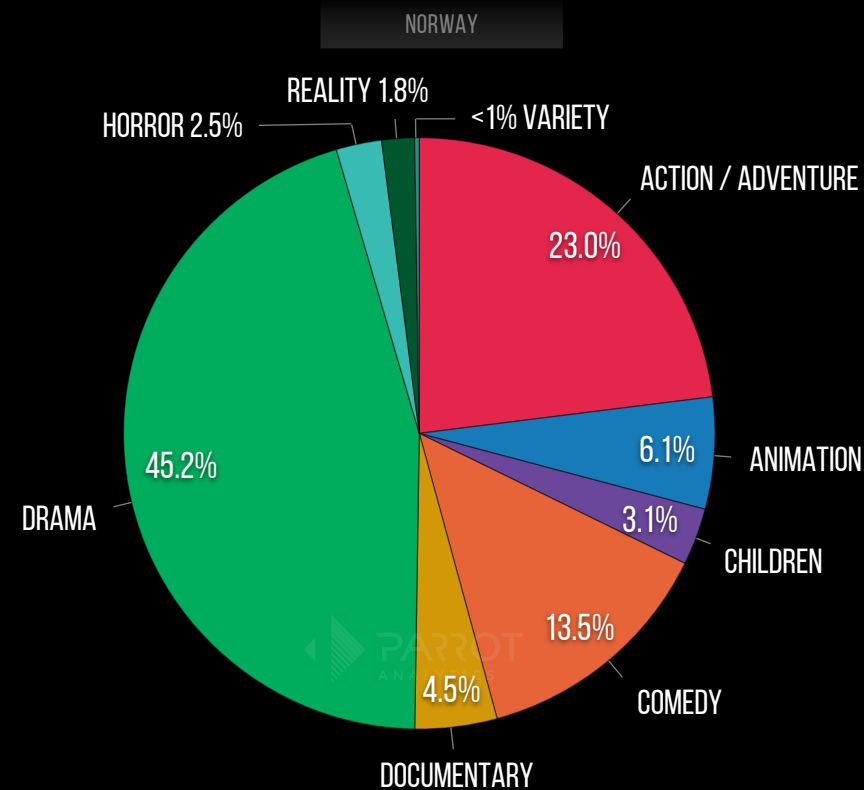


**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

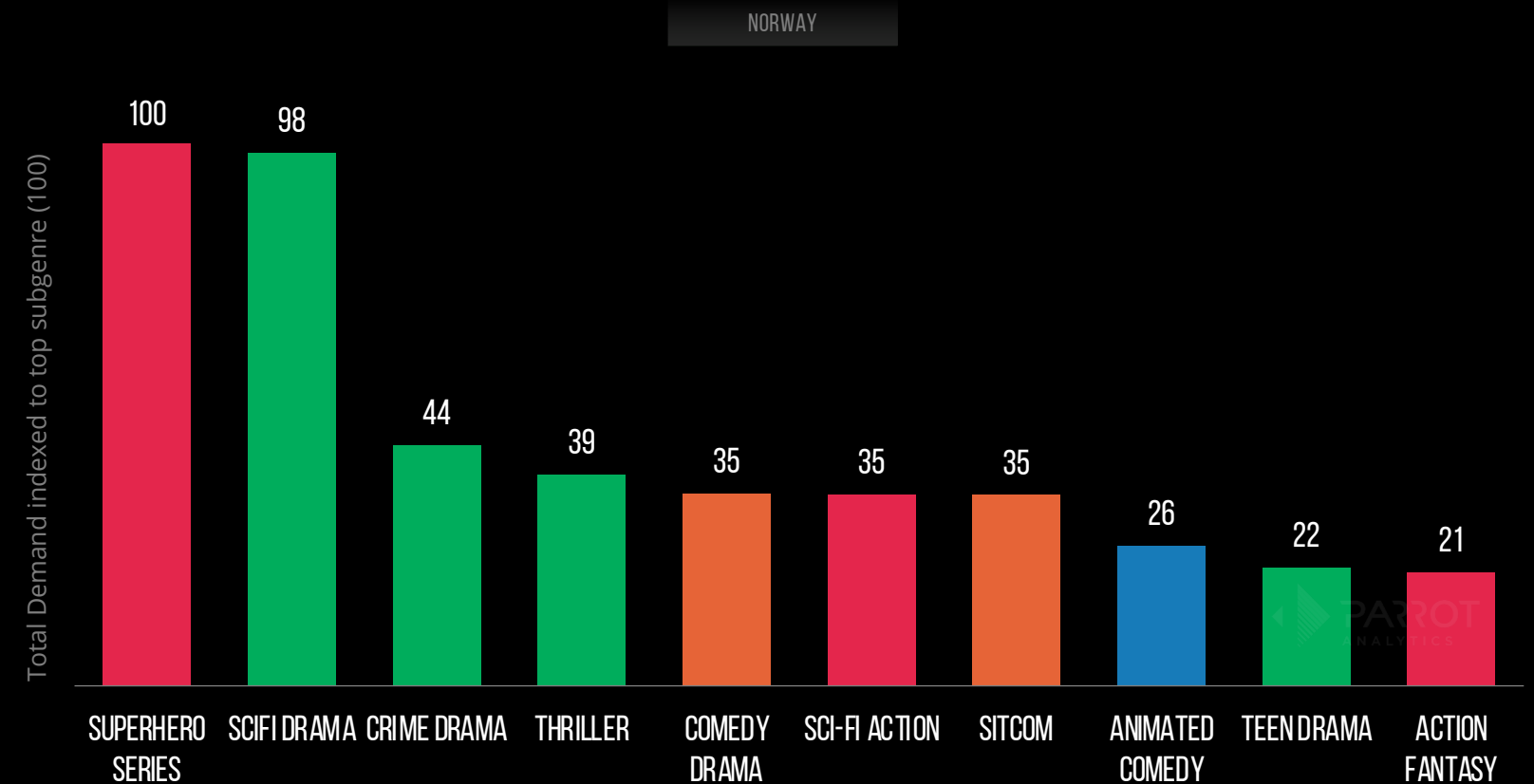


# Norway Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021

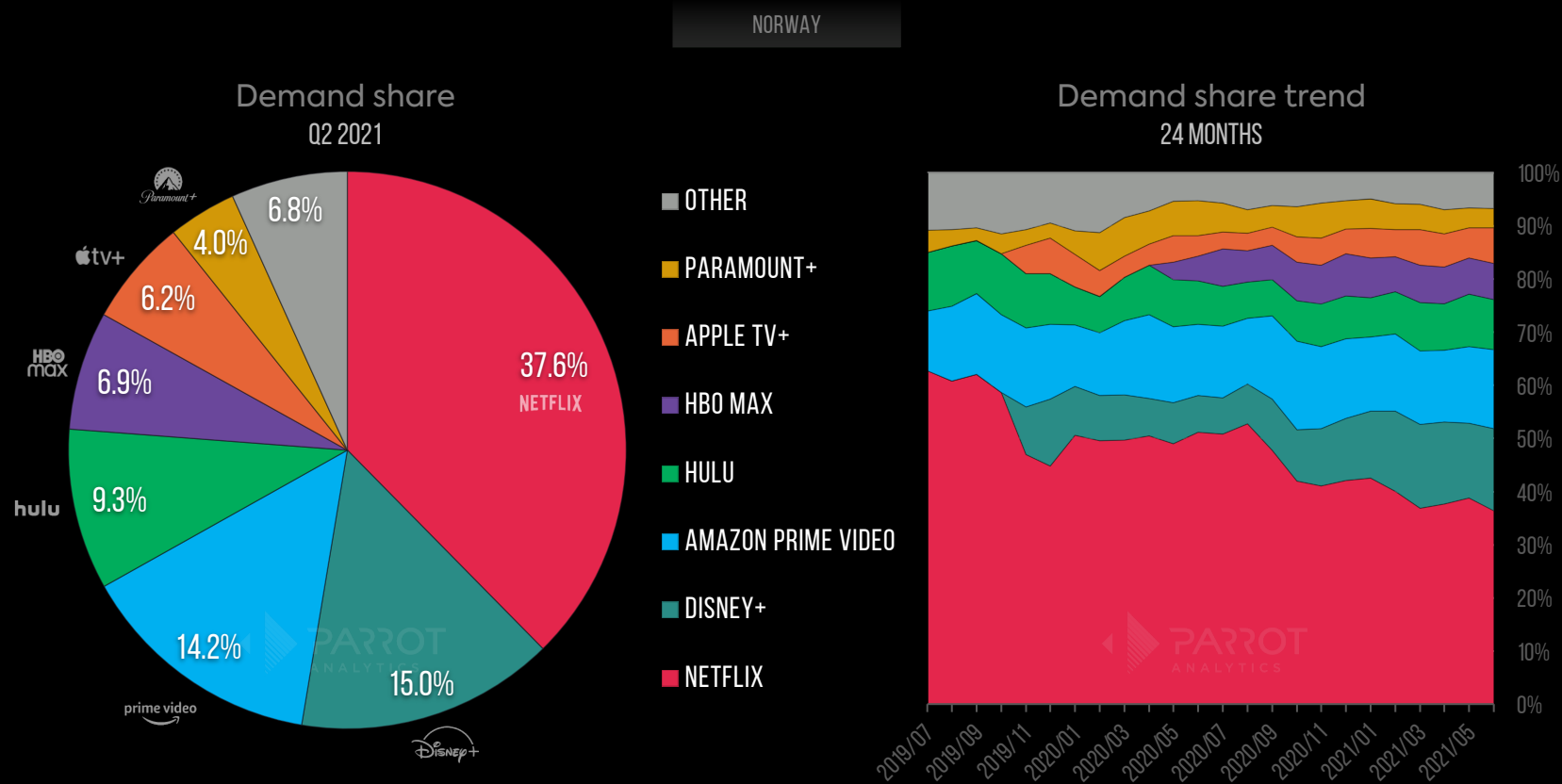


- Norway was one of four markets covered in this report that have a demand share for the action/adventure genre greater than 20%.
- With just over a 3% share of demand, Norwegians have a share of demand for children’s content smaller than all but three other markets in this report.
- The share of demand for digital original reality series in Norway (1.8%) is well below the global average share of demand for this genre (2.7%).

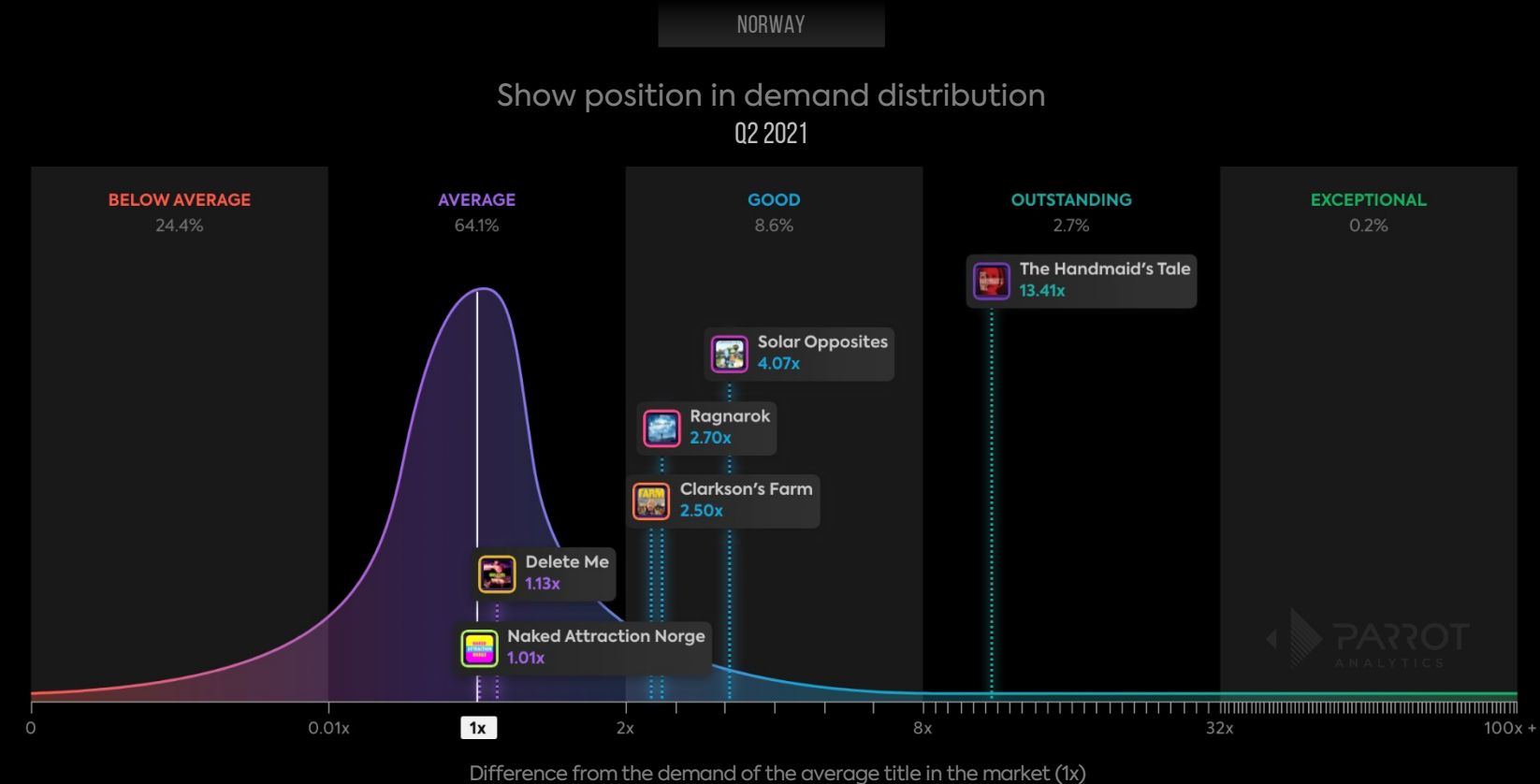
- Among digital original subgenres, teen drama ranked more highly in Norway than any other market covered in this report.
- Reflecting the popularity of the action/adventure genre in Norway, three of the top 10 subgenres for the quarter are action/adventure subgenres – superhero series, sci-fi action, and action fantasy.
- Norway has a below average share of demand for the comedy genre. Both comedy drama (#5) and sitcom (#7) rank lower here than they do globally (#4 and #6 respectively).

# Norway Platform Demand Share and Digital Originals Demand Distribution

Market demand share by original platform for all digital originals



Demand distribution of a selection of top digital originals



- Norwegian audiences gave the largest share of demand for original content from Hulu (9.3%) out of all the markets covered in this report.
- Netflix originals accounted for the smallest share of demand in Norway in this report (37.6%). This is a steep decline from two years ago when Netflix still accounted for over 60% of demand for originals here.
- Paramount+ achieved its second highest share of demand for digital originals in Norway in this report. 4.0% of demand for digital originals was for a Paramount+ original in Q2 2021.

- Norway is one of two markets in this report where **The Handmaid's Tale** was the most in-demand original series in Q2 2021. It had 13.4 times the average series demand.
- Although the reality genre has well below the global share of demand in Norway, certain reality series like **Clarkson's Farm** from Amazon Prime Video and **Naked Attraction Norge** from Discovery+ have stood out as uniquely popular in this market.
- Delete Me**, a drama from Viaplay, had above average demand in Norway.



# Norway Platform Demand Share for Drama & Action/Adventure Digital Originals

Market demand share by original platform for drama digital originals

Market demand share by original platform for action/adventure digital originals

NORWAY

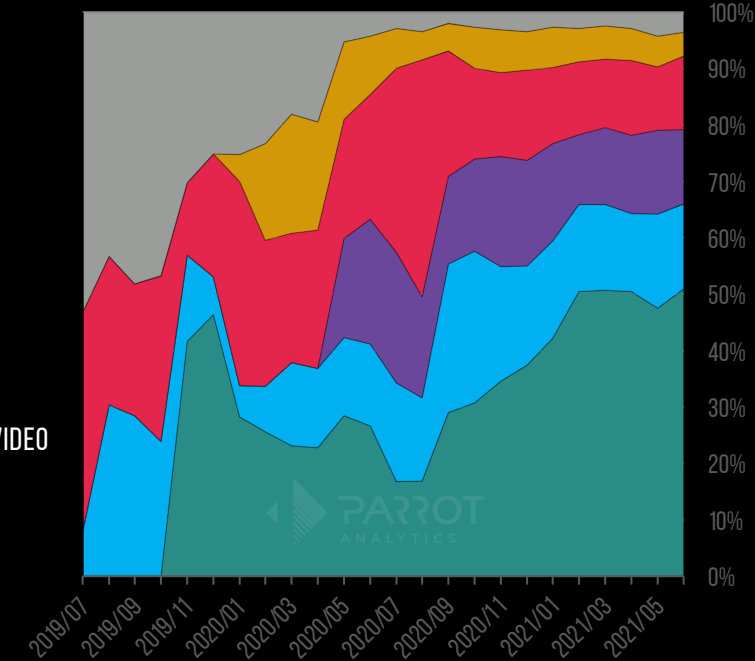
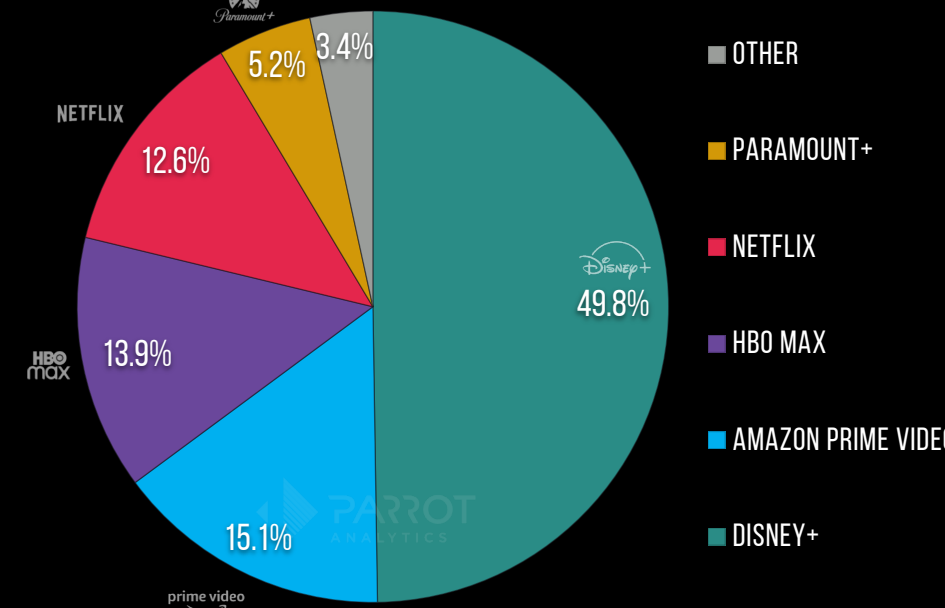
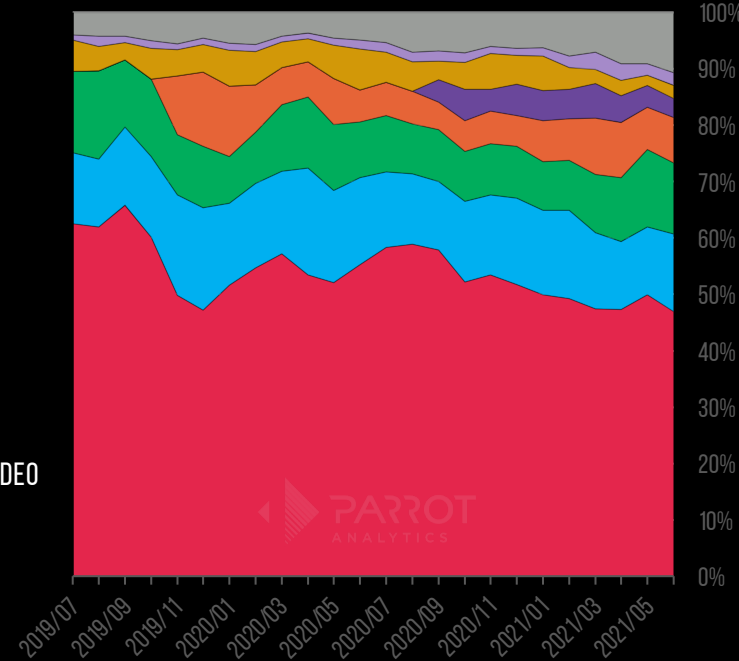
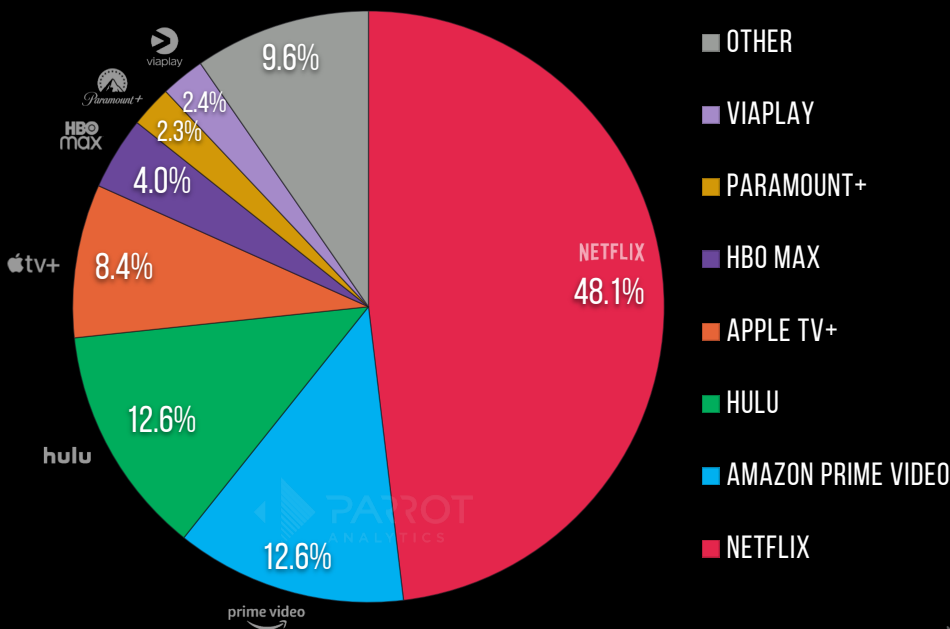
NORWAY

Demand share for drama Q2 2021

Demand share trend for drama 24 MONTHS

Demand share for action/adventure Q2 2021

Demand share trend for action/adventure 24 MONTHS



- Hulu achieved its largest share of demand for original dramas in this report in Norway. The 12.6% share of demand for Hulu original dramas was more than double its global share of drama demand – 5.7%. This was also the market where Hulu came closest to overtaking Amazon Prime Video’s share of demand for original dramas.
- Netflix’s 48.1% share of demand for digital original dramas in Norway was smaller than in any other market covered in this report.
- Original dramas from Viaplay accounted for 2.4% of demand for all digital original dramas in Norway this quarter.

- 5.2% of demand for action/adventure originals in Norway was for a Paramount+ original. This is the platform’s highest share of action/adventure demand in this report and twice its global share of demand (2.6%).
- With a 49.8% share of demand for original action/adventure series, Disney+ makes up nearly half of the demand for action/adventure original series in Norway.
- Netflix originals account for 12.6% of demand for all digital original action/adventure series in Norway. This is significantly below the platform’s 30.2% share of demand in the genre globally.



# Top Digital Original Series in Norway

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>The Handmaid's Tale</i>	Strim	Hulu	Drama	13.4
2 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	12.1
3 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	11.7
4 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	10.1
5 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	9.5
6 <i>Stranger Things</i>	Netflix	Netflix	Drama	7.3
7 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	6.4
8 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	6.2
9 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	5.9
10 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	5.8
11 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	5.1
12 <i>Lucifer</i>	Netflix	Netflix	Drama	4.9
13 <i>Loki</i>	Disney+	Disney+	Action and Adventure	4.7
14 <i>Titans</i>	Netflix	HBO Max	Action and Adventure	4.7
15 <i>The Crown</i>	Netflix	Netflix	Drama	4.4
16 <i>Solar Opposites</i>	Disney+	Hulu	Animation	4.1
17 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	4.0
18 <i>Star Trek: Picard</i>	Amazon Prime Video	Paramount+	Action and Adventure	4.0
19 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	3.6
20 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	3.6



## A selection of 5 additional digital original series of interest:

28 <i>Ragnarok</i>	Netflix	Netflix	Drama	2.7
31 <i>Clarkson's Farm</i>	Amazon Prime Video	Amazon Prime Video	Reality	2.5
36 <i>Absurd Planet</i>	Netflix	Netflix	Documentary	2.2
70 <i>Delete Me</i>	Viaplay	Viaplay	Drama	1.1
81 <i>Naked Attraction Norge</i>	Discovery+	Discovery+	Reality	1.0

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix





# PERU

Learn which genres and subgenres of digital originals are most demanded by Peruvian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.



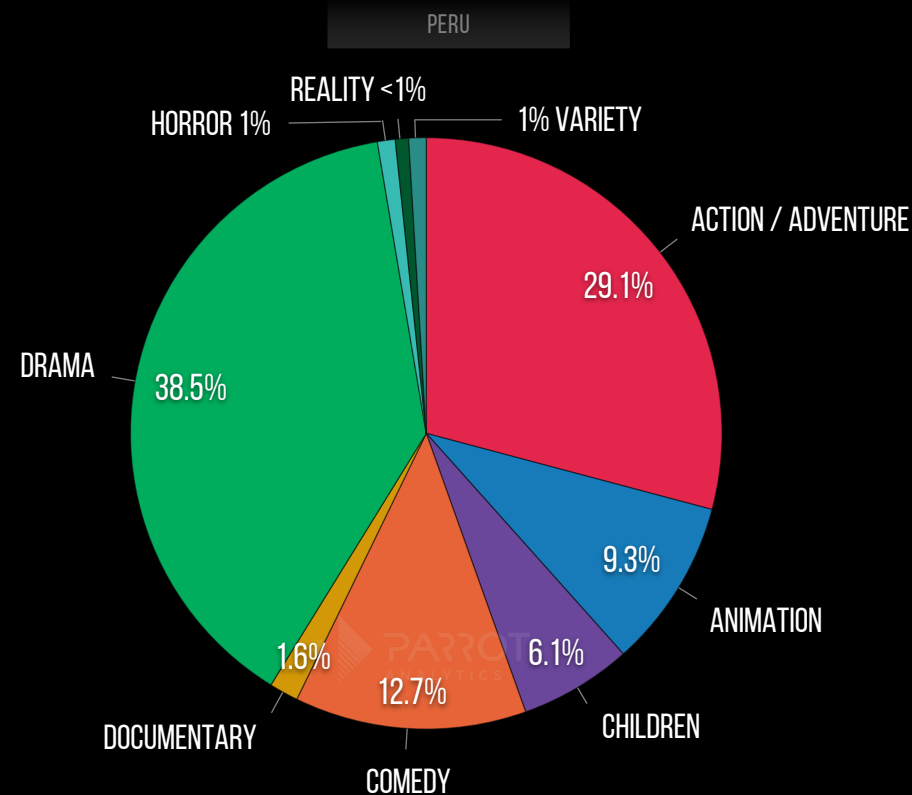
**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.



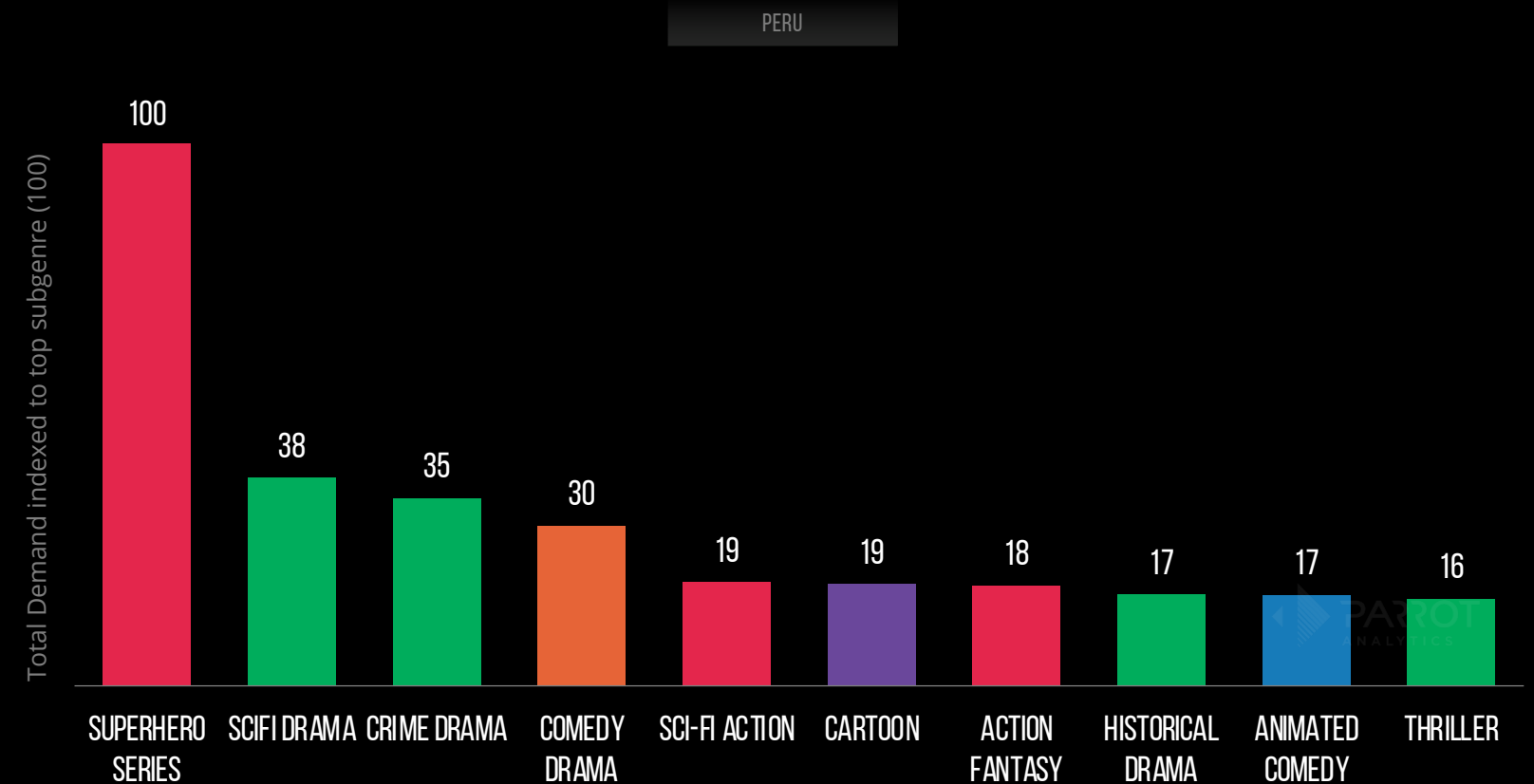


# Peru Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Peru was the most action/adventure loving market in this report, with a 29.1% share of demand for digital originals in this genre.
- Peruvians' share of demand for the documentary (1.6%) and horror (1.0%) genres was less than half that of the global average share for these genres and the smallest of markets in this report.
- Peru had the second largest share of demand for animated content of markets in this report. Its 9.3% share of demand for the genre was more than +55% greater than the global average demand share for animation.

- Peruvians' love of the action/adventure genre is driven in large part by the enormous popularity of superhero series here. It was the most in-demand subgenre here in Q2 2021 with more than 2.6 times the demand of the next most in-demand subgenre, sci-fi drama.
- The sci-fi action subgenre was the fifth most in-demand digital original subgenre in Peru for Q2 2021. This was the highest rank it achieved in this report.
- The thriller subgenre was the 10<sup>th</sup> most in-demand digital original subgenre in Peru which is its lowest rank of markets included in this report.

# Peru Platform Demand Share and Digital Originals Demand Distribution

Market demand share by original platform for all digital originals

Demand distribution of a selection of top digital originals

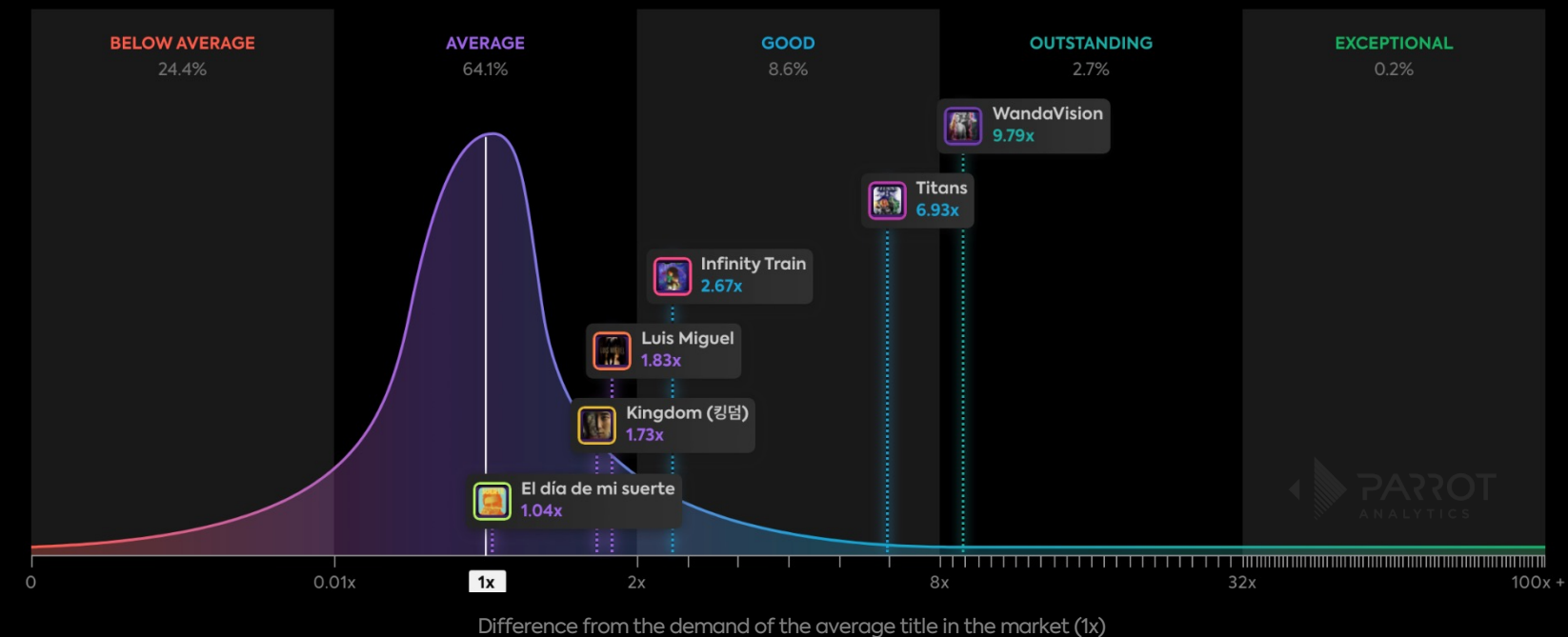
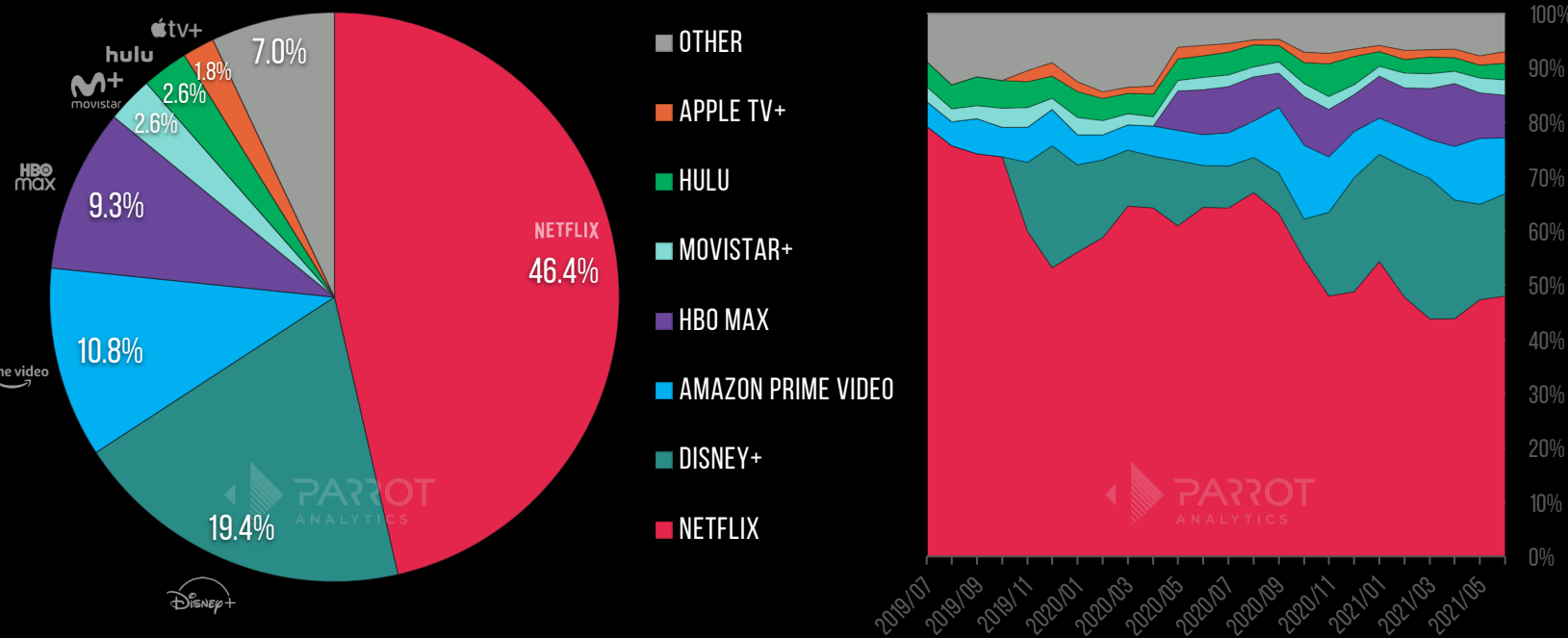
PERU

PERU

Demand share Q2 2021

Demand share trend 24 MONTHS

Show position in demand distribution Q2 2021



- Peruvians' strong interest in superhero content is reflected in the share of demand for platform originals. Both HBO Max and Disney+ achieved their largest share demand here with 9.3% and 19.4% respectively. Both platforms have a strong offering of original superhero series.
- Apple TV+ (1.8%) and Hulu (2.6%), whose original content is less skewed toward the action/adventure genre, make up a smaller share of demand in Peru than any of the other markets in this report.
- Original content from Movistar+ accounted for 2.6% of demand for digital original content in Peru, a larger share than either Hulu or Apple TV+ managed here. This shows how the Spanish platform's content has found international success.

- Unsurprisingly given Peruvians' love of superhero series, **WandaVision** was the most in-demand original series here in Q2 2021. It had 9.79x the average series demand.
- Titans**, from HBO Max was the second most in-demand digital original in Peru this quarter. This is the highest rank the show achieved of markets in this report and again reflects the love of the superhero genre here.
- Surprisingly, **Kingdom**, the Netflix Korean drama found success in Peru. It was the 21<sup>st</sup> most in-demand digital original for the quarter here – a higher rank than it achieved in any of the other markets in this report.



# Peru Platform Demand Share for Drama and Action/Adventure Digital Originals

Market demand share by original platform for drama digital originals

Market demand share by original platform for action/adventure digital originals

PERU

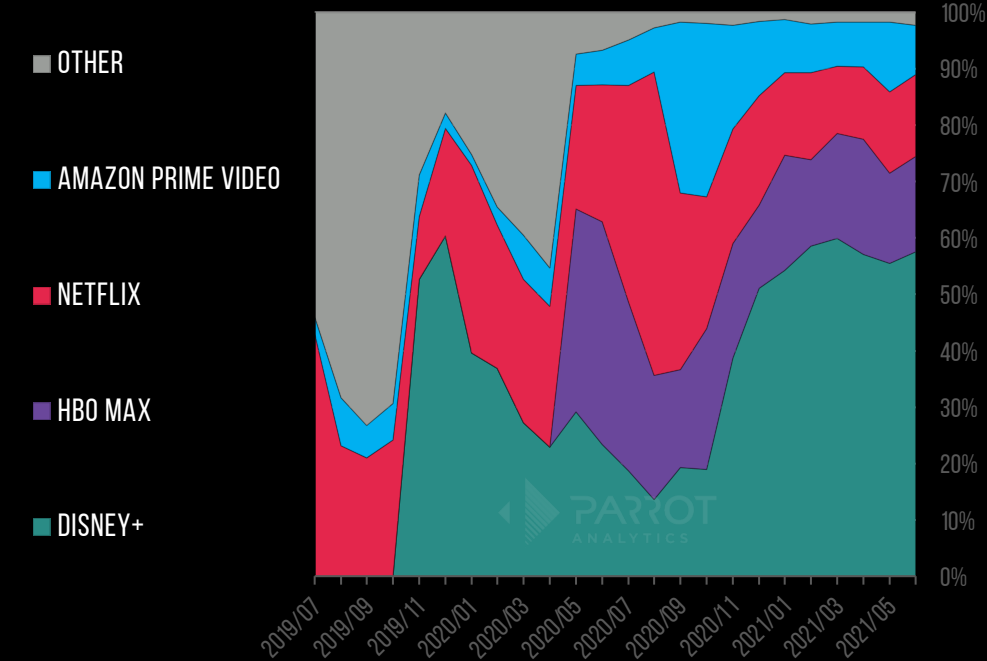
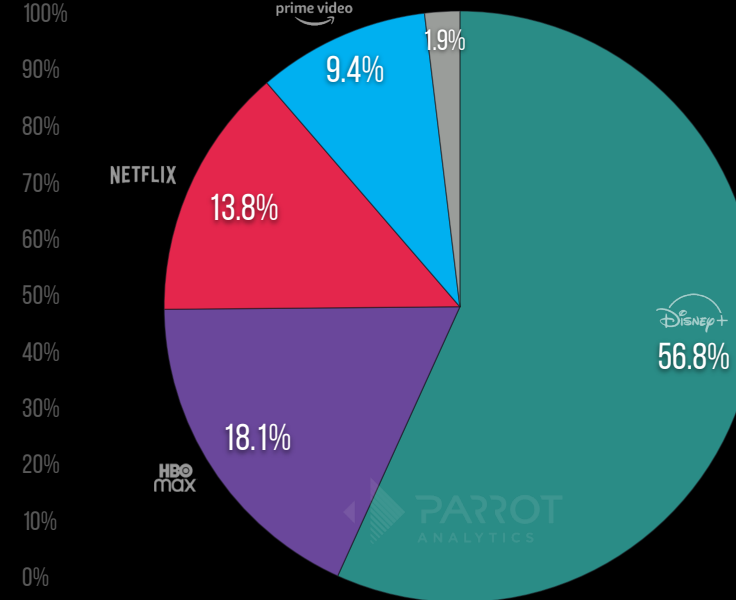
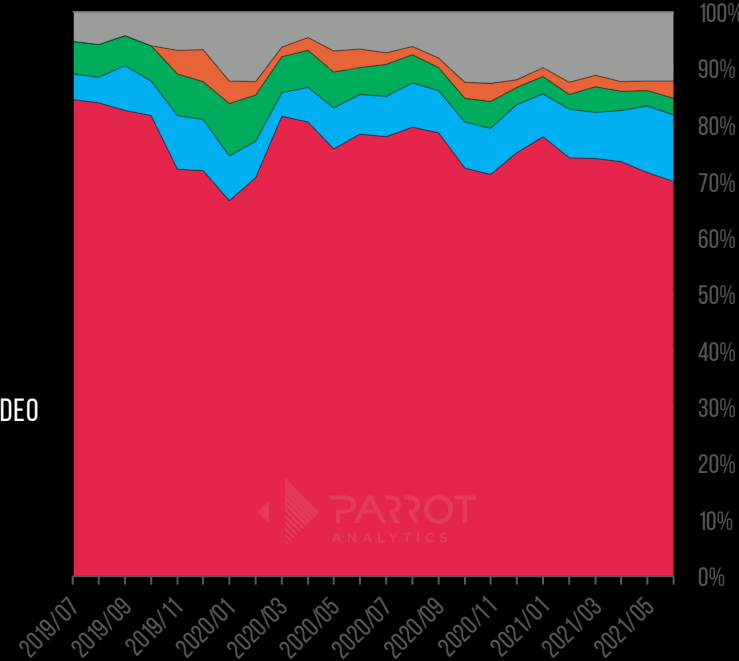
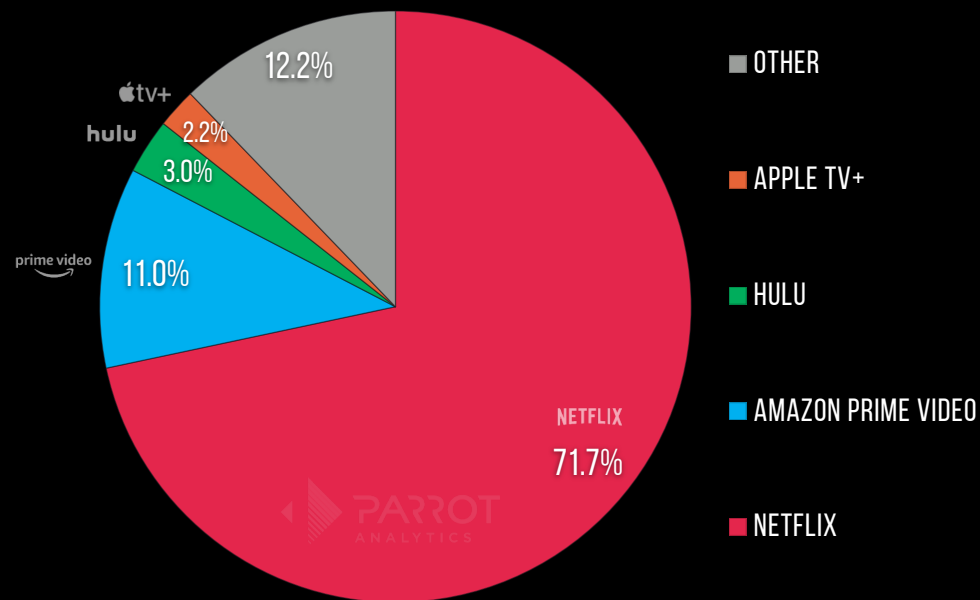
PERU

Demand share for drama Q2 2021

Demand share trend for drama 24 MONTHS

Demand share for action/adventure Q2 2021

Demand share trend for action/adventure 24 MONTHS



- Peruvians expressed 71.7% of demand for digital original dramas for a Netflix original. This is the largest share of demand for this platform’s dramas in this report.
- Netflix’s dominance in the drama genre has severely squeezed the share of demand for original dramas from Apple TV+ (2.2%) and Hulu (3.0%). Both platforms had their smallest share of demand for original dramas of markets in this report in Peru.
- Amazon Prime Video has managed to grow its share of demand for original dramas in Peru over the quarter despite being faced with an overwhelmingly dominant Netflix here. In the final month of the quarter, Amazon Prime Video dramas accounted for 11.8% of demand for all digital original dramas here.

- Of markets in this report, Peru is the market where HBO Max originals made up the largest share of demand for action/adventure originals, with an 18.1% share. This is the only market covered in this report where HBO Max controlled a larger share of demand in this category than Netflix.
- Disney+ originals accounted for 56.8% of demand for action/adventure originals in Peru. This is well above the platform’s 34.2% share of demand in this genre globally.
- Peruvians gave a smaller share of demand to action/adventure originals from Amazon Prime Video than any other market in this report. Amazon original action/adventure series accounted for only 9.4% of demand for action/adventure originals in Peru this quarter.





# Top Digital Original Series in Peru

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	9.8
2 <i>Titans</i>	Netflix	HBO Max	Action and Adventure	6.9
3 <i>Stranger Things</i>	Netflix	Netflix	Drama	6.0
4 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	5.4
5 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	5.2
6 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	4.5
7 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	4.3
8 <i>Loki</i>	Disney+	Disney+	Action and Adventure	3.9
9 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	3.8
10 <i>El Cid</i>	Amazon Prime Video	Amazon Prime Video	Drama	2.8
11 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	2.8
12 <i>Lucifer</i>	Netflix	Netflix	Drama	2.8
13 <i>Infinity Train</i>	HBO Max	HBO Max	Children	2.7
14 <i>Narcos</i>	Netflix	Netflix	Drama	2.6
15 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	2.3
16 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	2.0
17 <i>Black Mirror</i>	Netflix	Netflix	Drama	1.8
18 <i>Luis Miguel</i>	Netflix	Netflix	Drama	1.8
19 <i>Elite</i>	Netflix	Netflix	Drama	1.8
20 <i>The Crown</i>	Netflix	Netflix	Drama	1.8

## A selection of 5 additional digital original series of interest:

21 <i>Kingdom (2019)</i>	Netflix	Netflix	Drama	1.7
22 <i>Anne with an E</i>	Netflix	Netflix	Drama	1.6
23 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	1.4
28 <i>Marvel's Daredevil</i>	Netflix	Netflix	Action and Adventure	1.1
29 <i>El día de mi suerte</i>	--	Movistar+	Comedy	1.0

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix



# RUSSIA

Learn which genres and subgenres of digital originals are most demanded by Russian audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

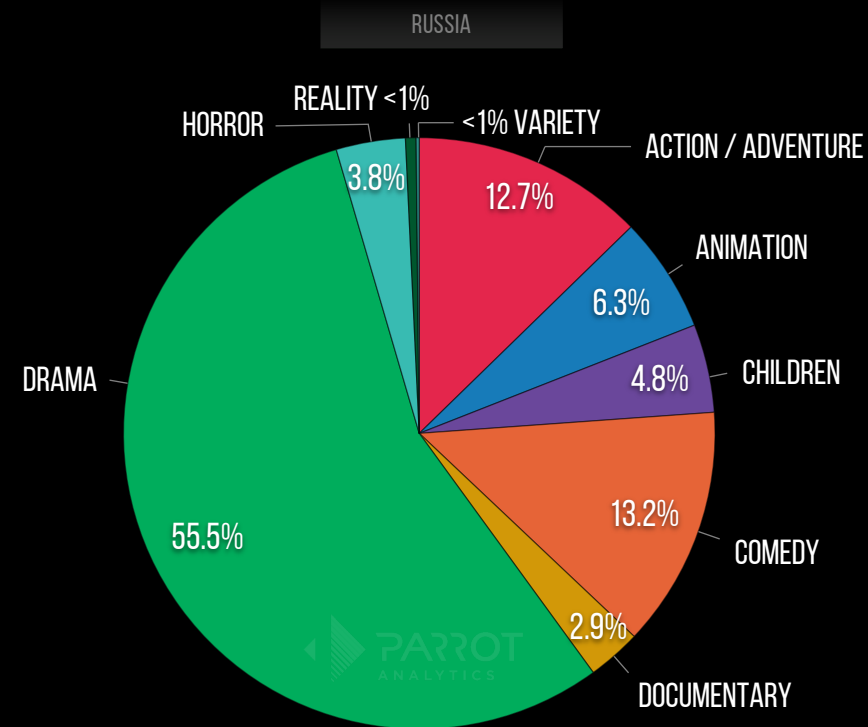


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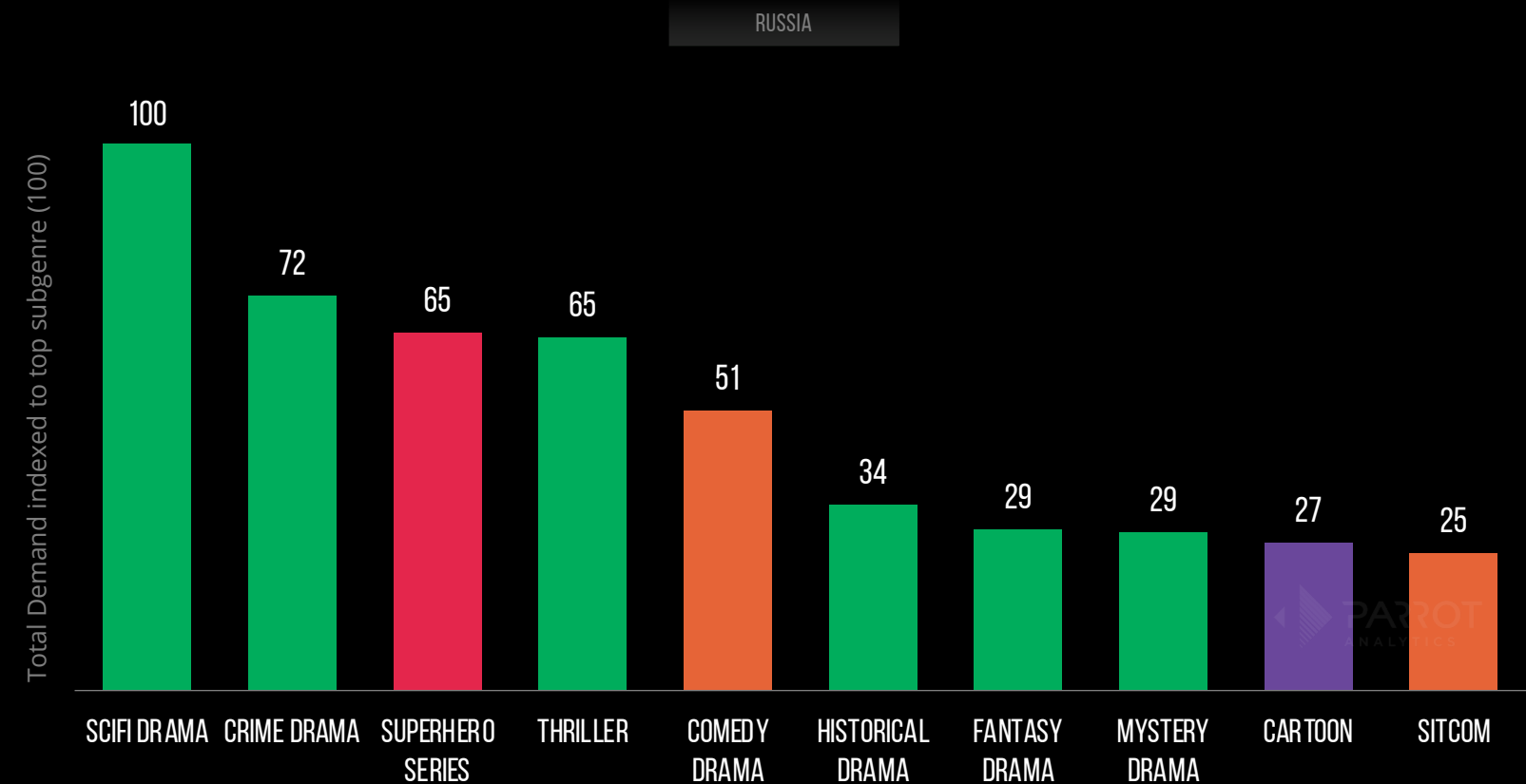


# Russia Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- With a 55.5% share of demand in Q2 2021, Russia was the most drama loving market covered in this report. This is well above the global average share of demand for this genre – 48.2%.
- Horror also accounts for a larger share of demand (3.8%) for digital originals in Russia than in any other market in this report.
- Russia is the market in this report least receptive to reality content. The country’s 0.6% share of demand for digital original realities is well below the global average for this genre, 2.7%.

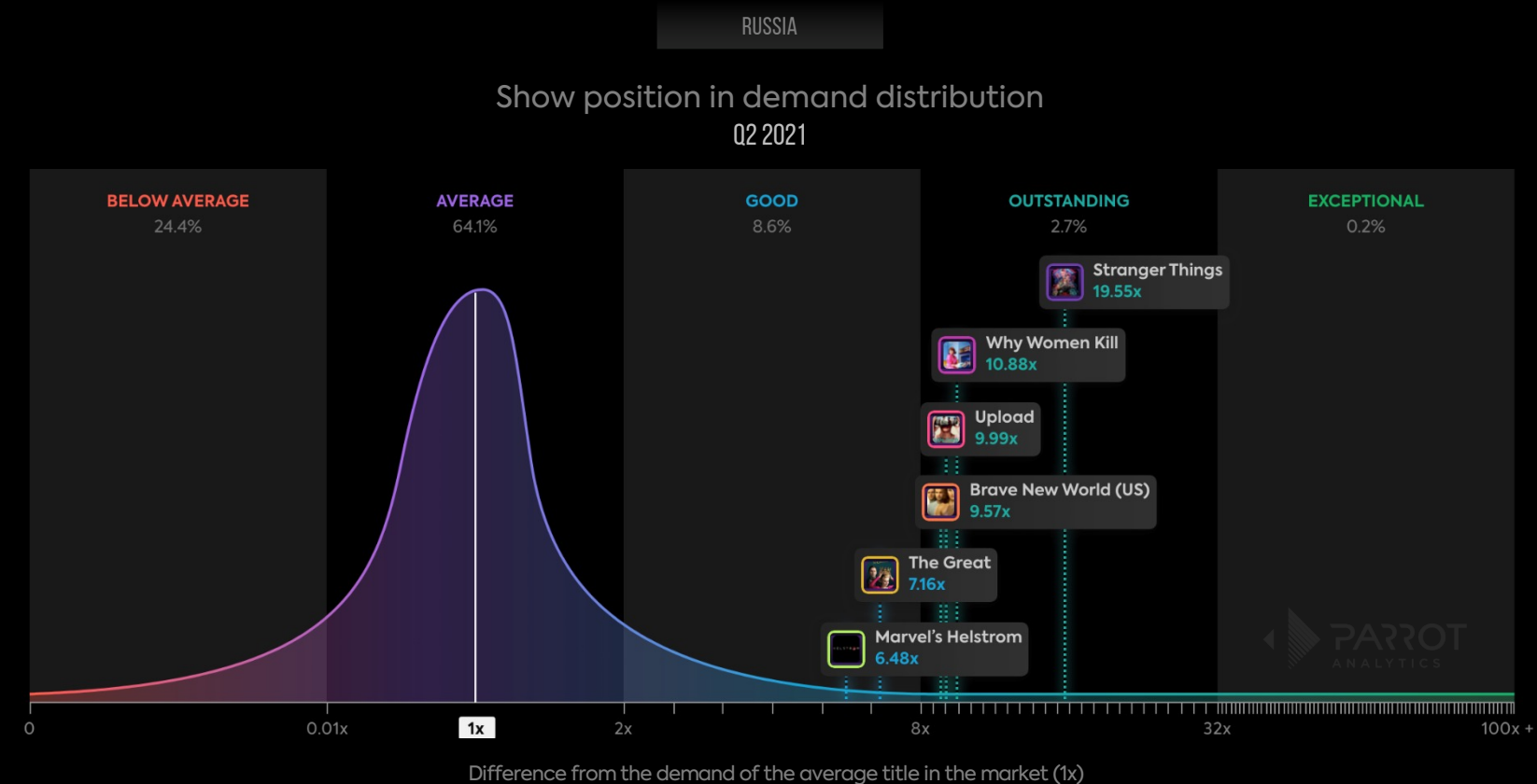
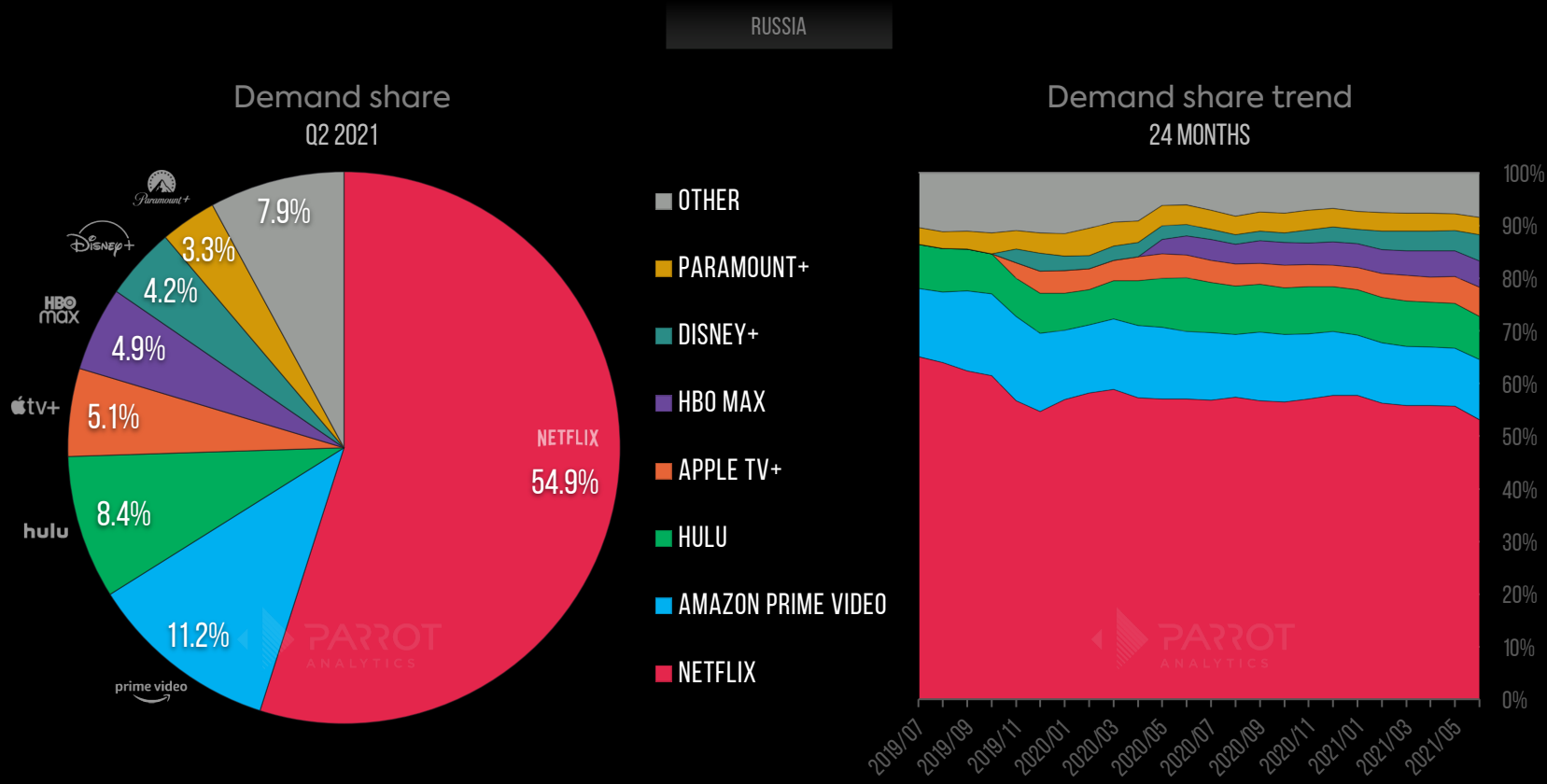
- Russia is one of five markets in this report where sci-fi drama was the most in-demand subgenre for the quarter. It had the largest lead over the second most in-demand subgenre (crime drama) in this market.
- Russia’s love of drama is apparent in the top subgenres for the quarter. Russia is one of three markets in this report with the most drama subgenres in the top 10. Along with Germany and Spain, six of the ten most in-demand digital original subgenres are in the drama category.
- In particular, historical drama ranks more highly in Russia as the 6<sup>th</sup> most in-demand subgenre, than any other market in this report.



# Russia Platform Demand Share and Digital Originals Demand Distribution

Market demand share by original platform for all digital originals

Demand distribution of a selection of top digital originals



- Disney+ accounted for a notably smaller share of demand in Russia than any other market in this report. Its 4.2% share of demand here is well below its global share (7.3%).
- Russia is the most Netflix-loving market in this report. Original series from the streamer accounted for 54.9% of demand for originals here in Q2 2021.
- Original content from Hulu has also done well capturing Russian audiences' attention. The platform's originals accounted for 8.4% of demand for original content this quarter. This is the third largest share for the platform in this report and above the global share of demand for Hulu originals (5.6%).

- Russia, along with Spain and the United States, was one of three markets in this report where **Stranger Things** was the most in-demand digital original in Q2 2021. It had 19.6 times the average series demand in Russia.
- Hulu's **The Great**, based on the life of Russian empress Catherine the Great ranked higher in Russia than in any other market in this report. It had 7.2 times the average series demand and shows this market's love of historical drama.
- **Marvel's Helstrom**, performed well in Russia with 6.5 times the average series demand. While an action/adventure series, **Helstrom** has strong horror themes as part of Marvel's Adventure into Fear franchise. Russians' love of horror content likely helped the show succeed here.

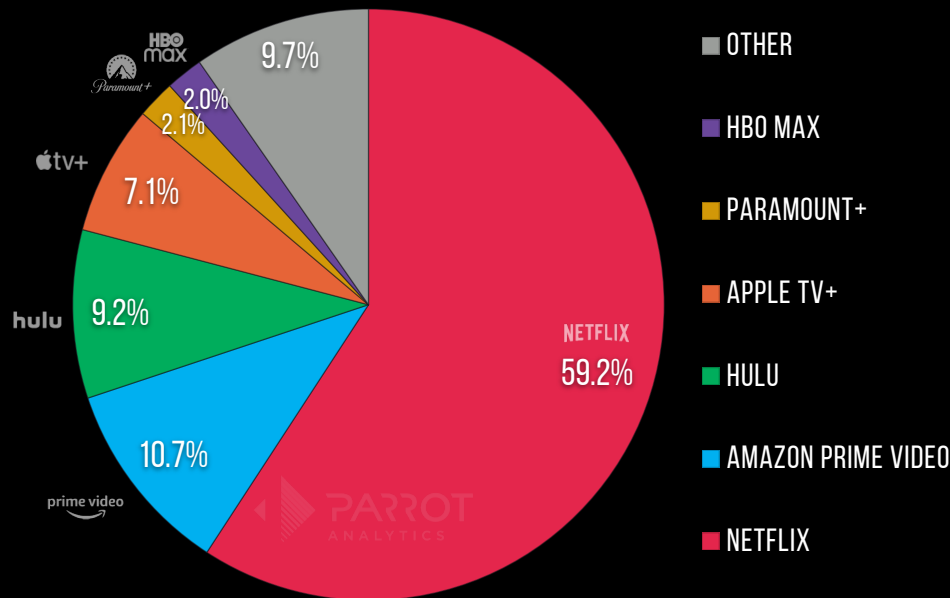


# Russia Platform Demand Share for Drama & Action/Adventure Digital Originals

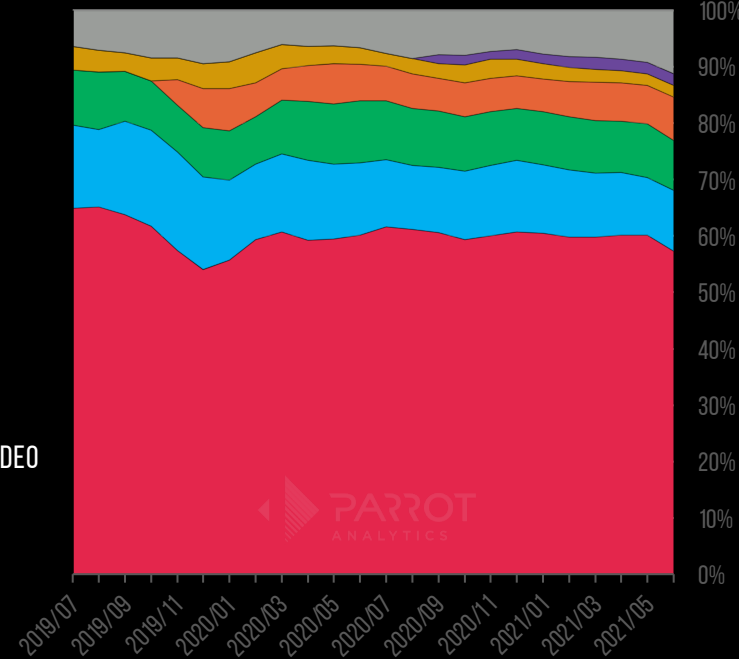
## Market demand share by original platform for drama digital originals

RUSSIA

Demand share for drama Q2 2021



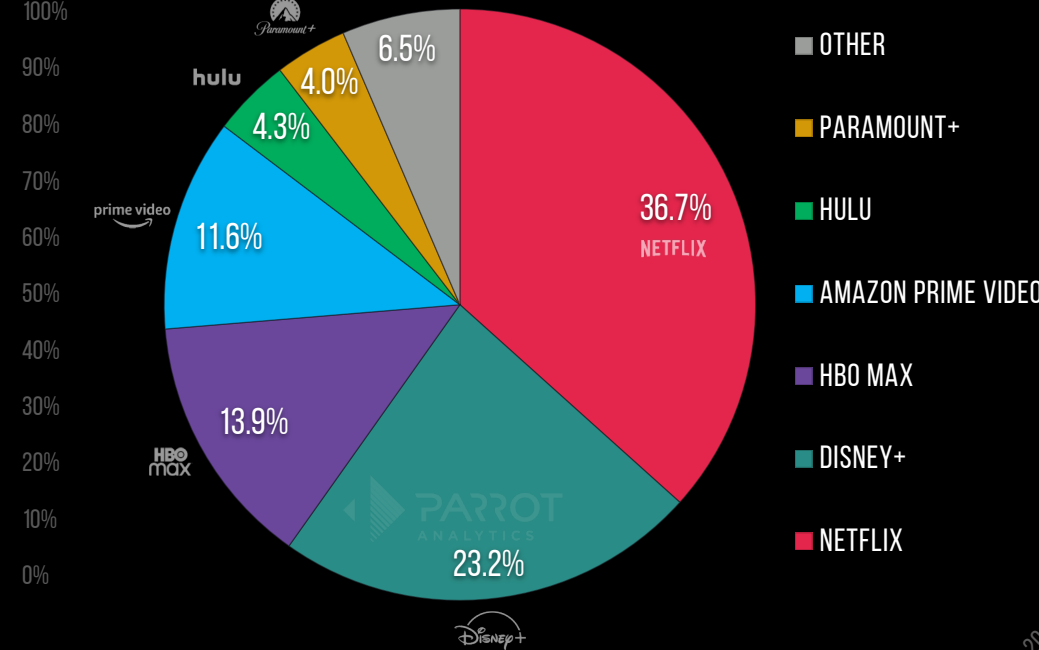
Demand share trend for drama 24 MONTHS



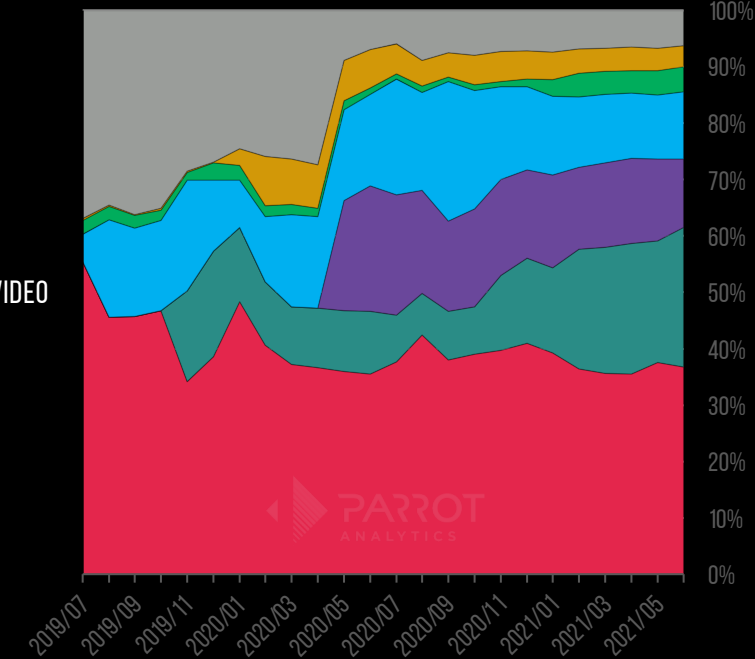
## Market demand share by original platform for action/adventure digital originals

RUSSIA

Demand share for action/adventure Q2 2021



Demand share trend for action/adventure 24 MONTHS



- 59.2% of demand for digital original dramas in Russia was for an original series from Netflix in Q2 2021. This is above the global average share of demand for the platform's dramas – 53.9%.
- HBO Max accounts for a 2.0% share of demand for drama originals in Russia. This is one of the smallest demand shares for this platform's dramas in this report.
- Russians gave 10.7% of demand for drama originals for an Amazon Prime Video original. In this report, Amazon Prime Video had a smaller share of demand for drama originals in only Spain (9.2%).

- Russians gave a smaller share of attention to action/adventure originals from Disney+ than any other country in this report. The relatively small 23.2% of demand for Disney+ originals may be driven in part by the fact that the platform has not yet announced plans to launch in Russia.
- Conversely, originals from Netflix made up a larger share of demand for action/adventure originals in Russia than in any other market covered in this report. 36.7% of demand for action/adventure originals in Russia this quarter was for a Netflix original.
- Amazon Prime Video's 11.6% share of demand for action/adventure originals in Russia was lower than the platform's 15.3% share of global demand in this genre.



# Top Digital Original Series in Russia

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>Stranger Things</i>	Netflix	Netflix	Drama	19.6
2 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	16.9
3 <i>Lucifer</i>	Netflix	Netflix	Drama	16.7
4 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	16.5
5 <i>Black Mirror</i>	Netflix	Netflix	Drama	16.3
6 <i>The Crown</i>	Netflix	Netflix	Drama	16.3
7 <i>The Handmaid's Tale</i>	Okko	Hulu	Drama	16.2
8 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	14.9
9 <i>WandaVision</i>	--	Disney+	Action and Adventure	14.0
10 <i>Dark</i>	Netflix	Netflix	Drama	13.7
11 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	13.0
12 <i>The Mandalorian</i>	--	Disney+	Action and Adventure	13.0
13 <i>Love Death And Robots</i>	Netflix	Netflix	Drama	12.5
14 <i>Infinity Train</i>	--	HBO Max	Children	12.4
15 <i>The Queen's Gambit</i>	Netflix	Netflix	Drama	12.3
16 <i>Narcos</i>	Netflix	Netflix	Drama	12.2
17 <i>Good Omens</i>	Amazon Prime Video	Amazon Prime Video	Drama	12.1
18 <i>Mindhunter</i>	Netflix	Netflix	Drama	11.8
19 <i>The Falcon and the Winter Soldier</i>	--	Disney+	Action and Adventure	11.5
20 <i>The Umbrella Academy</i>	Netflix	Netflix	Action and Adventure	11.2

## A selection of 5 additional digital original series of interest:

22 <i>Why Women Kill</i>	Amediateka	Paramount+	Comedy	10.9
28 <i>Upload</i>	Amazon Prime Video	Amazon Prime Video	Comedy	10.0
34 <i>Brave New World (US)</i>	Peacock	Peacock	Drama	9.6
71 <i>The Great</i>	Wink	Hulu	Drama	7.2
86 <i>Marvel's Helstrom</i>	Okko	Hulu	Action and Adventure	6.5

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Demand: The total TV audience demand being expressed for a title across all platforms in a market, compared to the average TV show.





# SINGAPORE

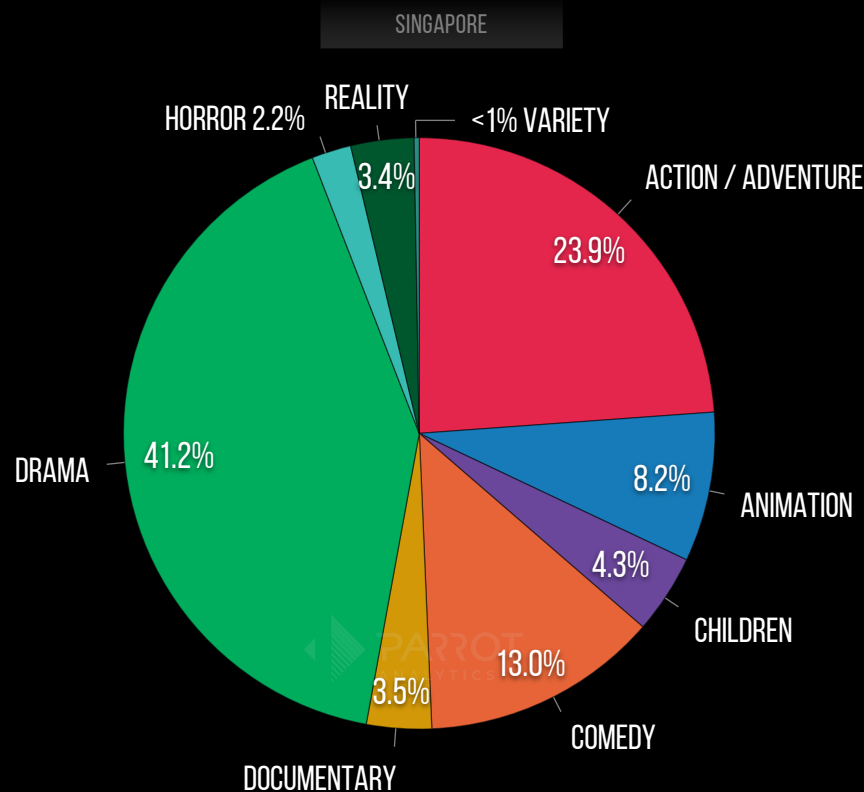
Learn which genres and subgenres of digital originals are most demanded by Singaporean audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.



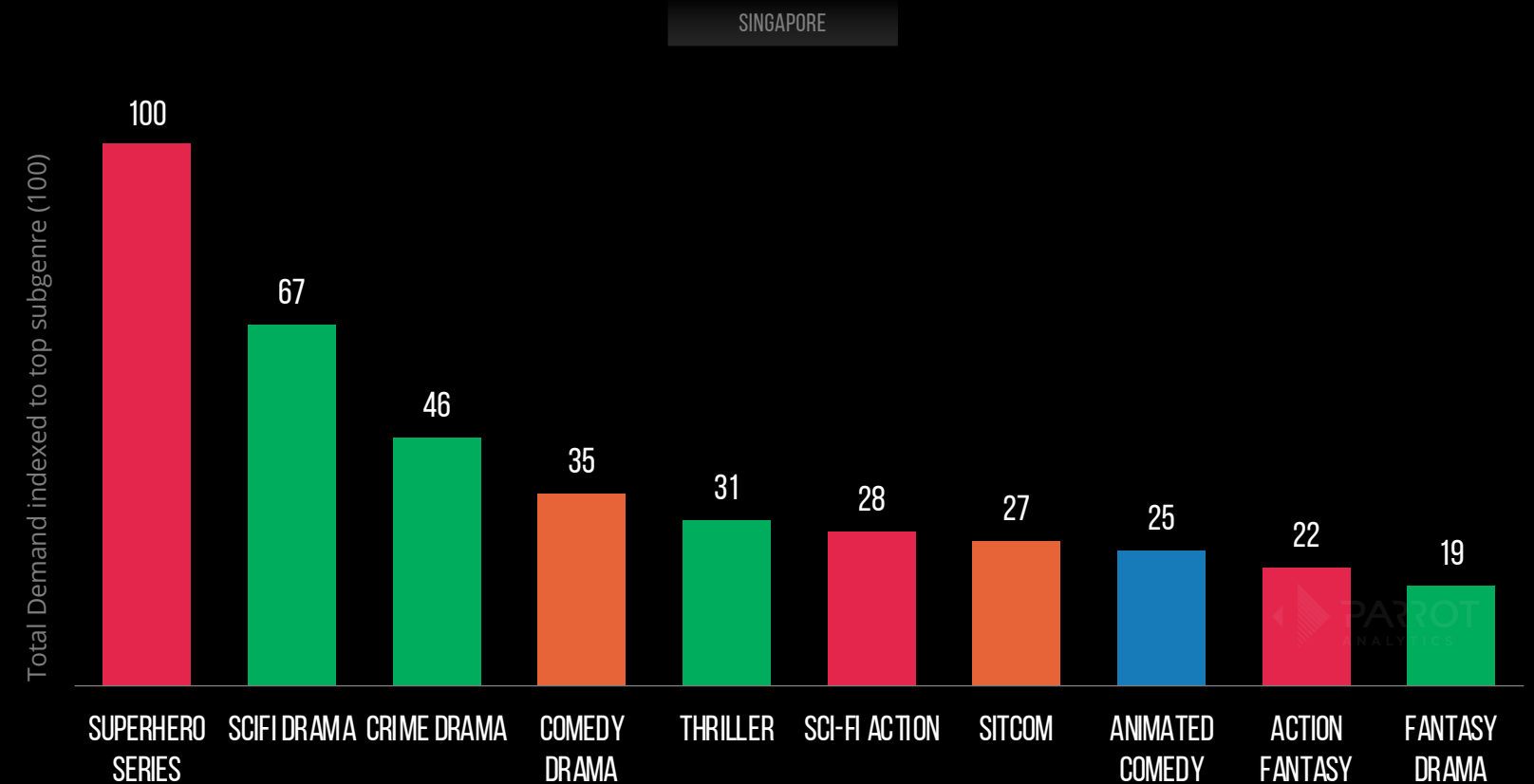
**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

# Singapore Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021

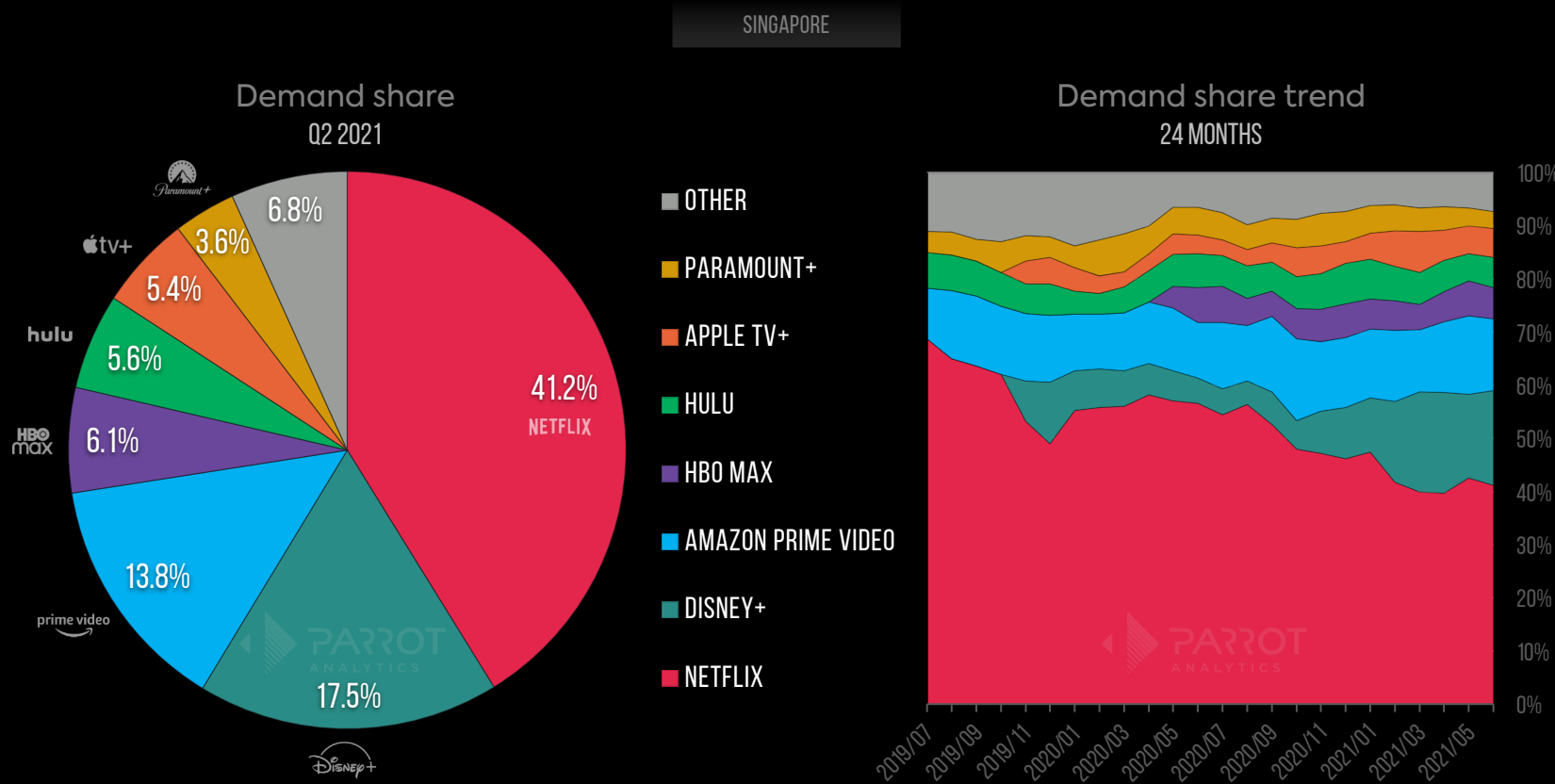


- The share of demand for action/adventure originals in Singapore was the second highest of markets in this report. With a 23.9% share for the genre, this was one of four markets that had a greater than 20% demand share for action/adventure.
- Singaporeans' 8.2% share of demand for animated content was the third highest of markets in this report – well above the global average of 6% for this genre.
- The reality genre performs well in Singapore. It's 3.4% share of demand for reality originals is +28% higher than the global average share for this genre, 2.7%.

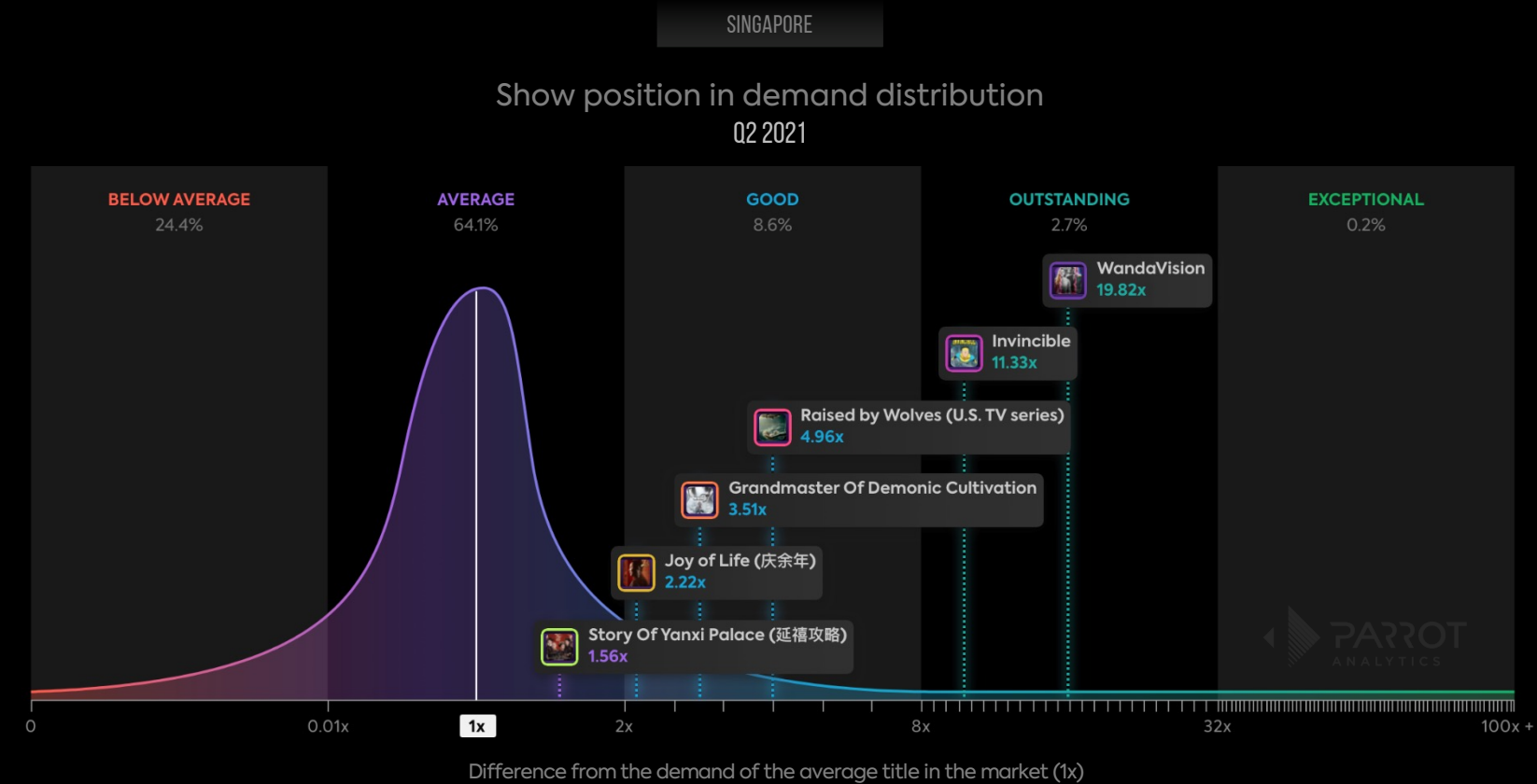
- Animated comedy was the 8<sup>th</sup> most in-demand digital original subgenre in Singapore for Q2 2021, reflecting the broader popularity of animation here.
- Both action fantasy and fantasy drama ranked in the top ten subgenres (9<sup>th</sup> and 10<sup>th</sup> respectively) indicating an interest in fantasy content in Singapore.
- The animated superhero series, **Invincible**, was more in-demand in Singapore than in any other market in this report. It combines Singaporeans' love of superhero series and animation into one show and had 11.3 times the average series demand here.

# Singapore Platform Demand Share and Digital Originals Demand Distribution

Market demand share by original platform for all digital originals



Demand distribution of a selection of top digital originals



- Singapore has the second highest share of demand for originals from Disney+ of markets in this report. 17.5% of demand for digital original series in Singapore was for a Disney+ original in Q2 2021.
- The 13.8% share of demand that Singaporeans expressed for Amazon Prime Video originals is above the global share of demand for this platform's originals – 12.7%.
- In Singapore, the share of demand for originals from Apple TV+ and Hulu is equal to the global share of demand for these platforms – 5.4% and 5.6% respectively.

- Singapore was one of two markets in this report where **WandaVision** was the most in-demand digital original series for the quarter. It had 19.8 times the average series demand in Singapore in Q2 2021.
- Tencent's **Grandmaster of Demonic Cultivation** performed well in Singapore where it had 3.5 times the average series demand this quarter.
- **Story of Yanxi Palace**, from iQIYI ranked higher in Singapore than in any of the other markets in this report. It had 1.6 times the average series demand in Q2 2021 here.



# Singapore Platform Demand Share for Drama and Action/Adventure Digital Originals

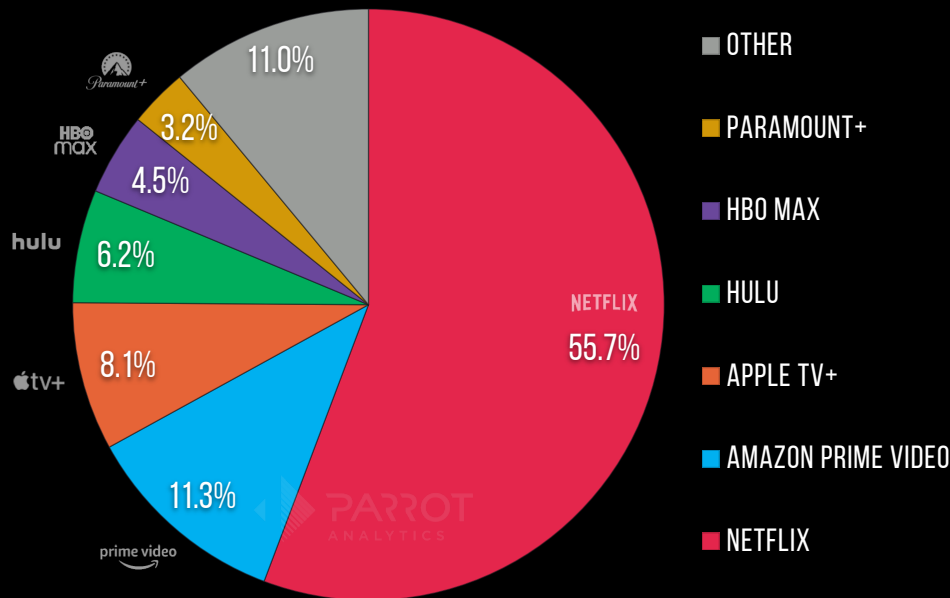
Market demand share by original platform for drama digital originals

SINGAPORE

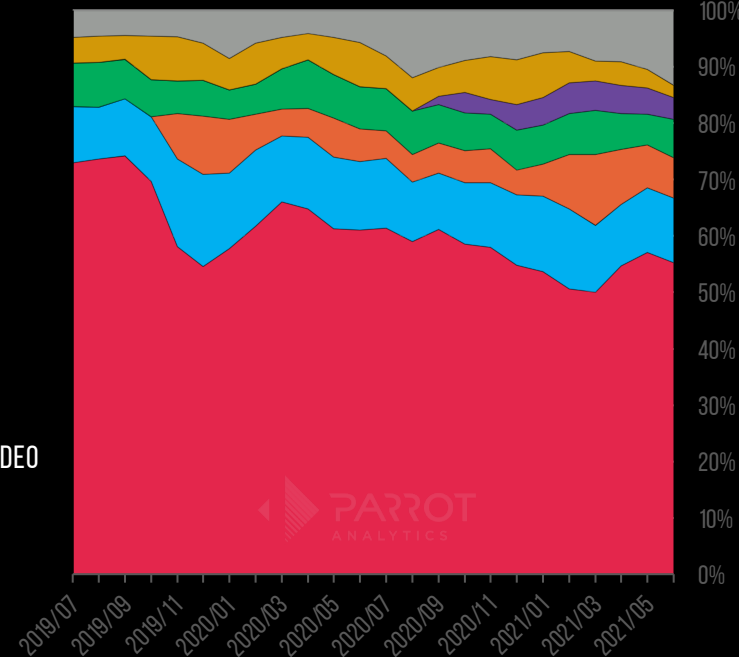
Market demand share by original platform for action/adventure digital originals

SINGAPORE

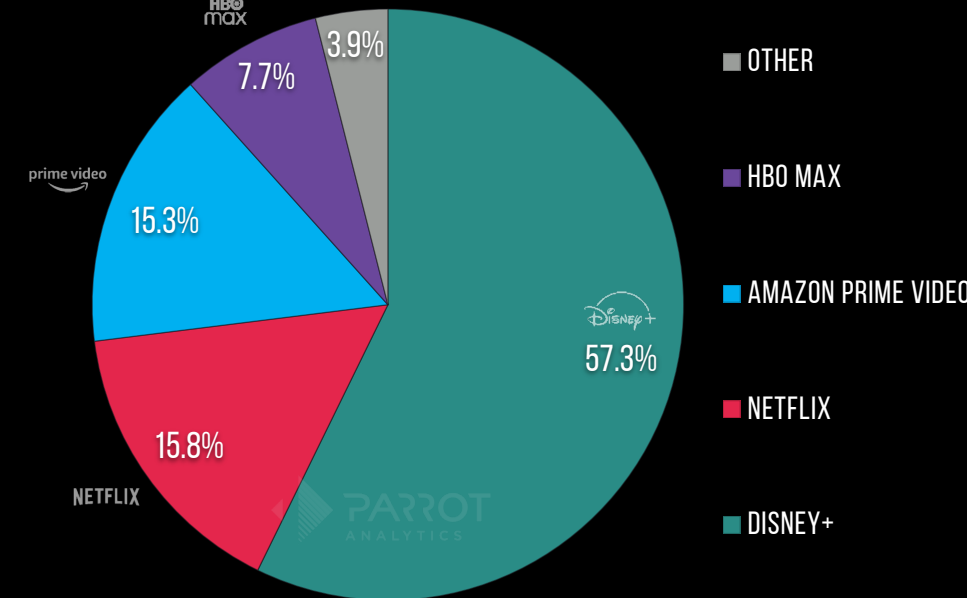
Demand share for drama Q2 2021



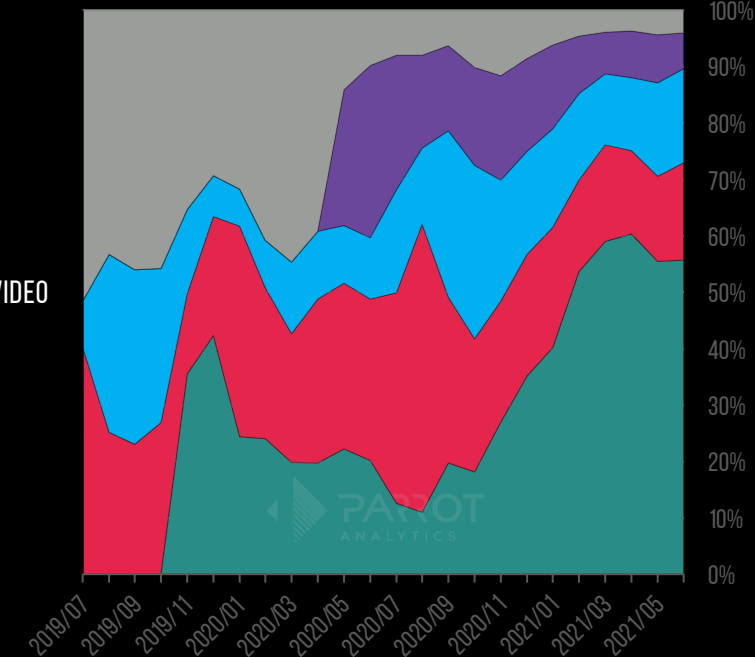
Demand share trend for drama 24 MONTHS



Demand share for action/adventure Q2 2021



Demand share trend for action/adventure 24 MONTHS



- Singaporeans gave a larger share of demand for drama originals from HBO Max than any other market in this report. HBO Max originals accounted for 4.5% of demand for all drama originals here this quarter.
- Original dramas from Hulu made up 6.2% of demand for all digital originals in Singapore. Hulu's drama demand share was smaller only in Peru in this report.
- 55.7% of demand for drama originals in Singapore was for a Netflix series. This is higher than the low point Netflix's demand share hit here in March, 50.0%.

- A majority of demand for action/adventure originals in Singapore this quarter was for a Disney+ original. Disney+ originals accounted for 57.3% of demand in this genre this quarter.
- 15.3% of demand for action/adventure originals in Singapore this quarter was for an Amazon Prime Video series. This is the second highest demand share in this genre for Amazon Prime Video in this report.
- The 7.7% of demand for action/adventure originals that was for an HBO Max original is below this platform's global share of demand in this genre.



# Top Digital Original Series in Singapore

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	19.8
2 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	18.7
3 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	15.5
4 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	11.6
5 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	11.3
6 <i>The Expanse</i>	Amazon Prime Video	Amazon Prime Video	Drama	7.7
7 <i>Lucifer</i>	Netflix	Netflix	Drama	7.1
8 <i>Loki</i>	Disney+	Disney+	Action and Adventure	7.0
9 <i>Black Mirror</i>	Netflix	Netflix	Drama	6.2
10 <i>Stranger Things</i>	Netflix	Netflix	Drama	6.1
11 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	6.1
12 <i>The Crown</i>	Netflix	Netflix	Drama	5.5
13 <i>Animaniacs</i>	--	Hulu	Children	5.4
14 <i>Star Wars: The Clone Wars</i>	Disney+	Disney+	Children	5.2
15 <i>The Handmaid's Tale</i>	HBO Go	Hulu	Drama	5.2
16 <i>For All Mankind</i>	Apple TV+	Apple TV+	Drama	5.1
17 <i>Raised by Wolves (U.S. TV series)</i>	HBO Go	HBO Max	Drama	5.0
18 <i>The Grand Tour</i>	Amazon Prime Video	Amazon Prime Video	Sports	4.6
19 <i>Castlevania</i>	Netflix	Netflix	Animation	4.5
20 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	4.5

## A selection of 5 additional digital original series of interest:

21 <i>Star Wars: The Bad Batch</i>	Disney+	Disney+	Drama	4.2
28 <i>Grandmaster Of Demonic Cultivation</i>	WeTV	Tencent Video	Animation	3.5
44 <i>Made For Love</i>	HBO Go	HBO Max	Comedy	2.4
52 <i>Joy of Life (庆余年)</i>	WeTV	Tencent Video	Drama	2.2
66 <i>Story Of Yanxi Palace</i>	iQIYI	iQIYI	Drama	1.6

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix



# SPAIN

Learn which genres and subgenres of digital originals are most demanded by Spanish audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

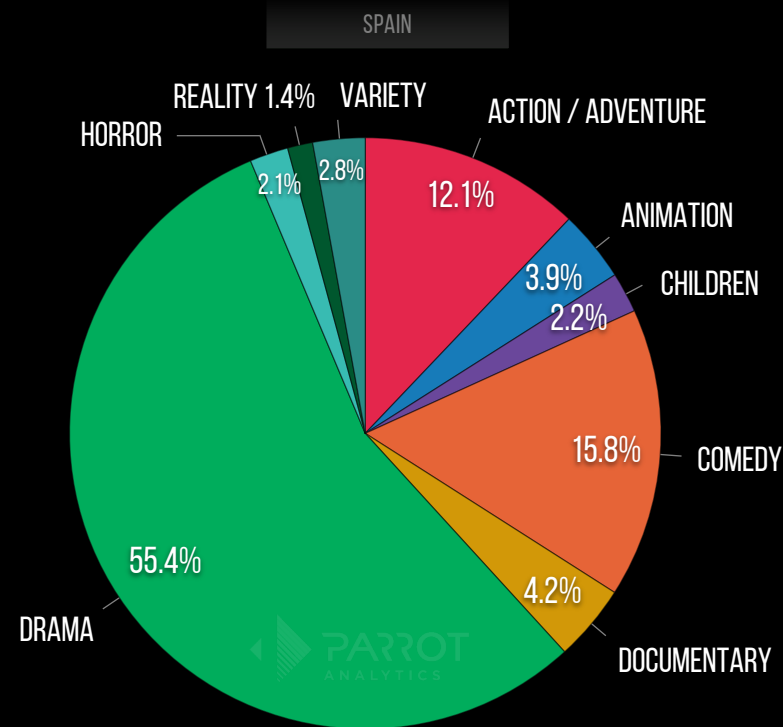


**NOTE:** The insights presented in this section are based on the entire available Parrot Analytics global TV demand dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

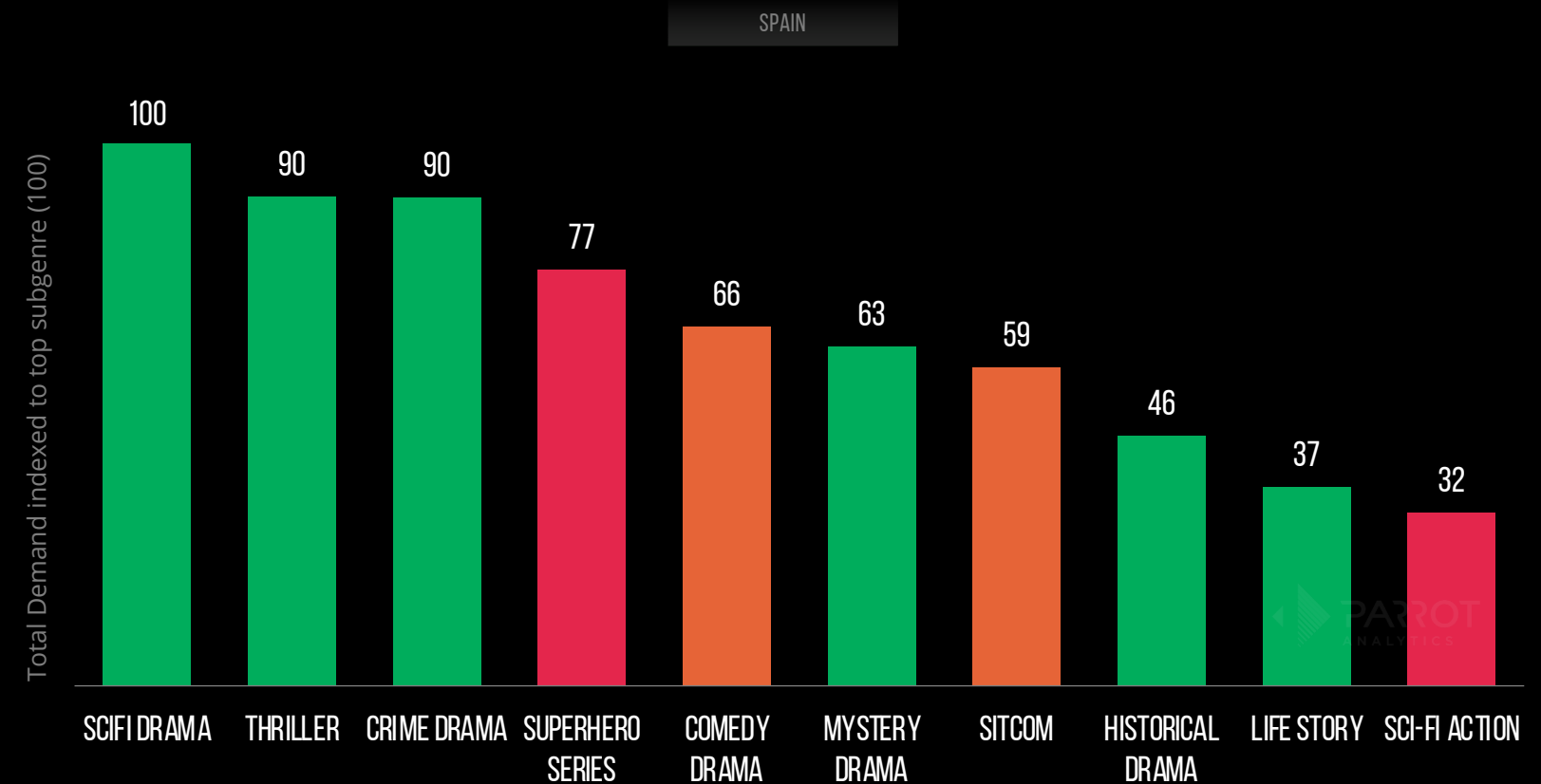


# Spain Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



- Spanish audiences gave 55.4% of demand for digital originals to a drama series in Q2 2021. This is the second highest share of demand for this genre in this report, only slightly behind Russia.
- Spaniards also have above an above average share of demand for the comedy (15.8%) and variety (2.8%) genres. Demand for these genres has been boosted by content offerings from local platforms.
- The action/adventure (12.1%), animation (3.9%), and children (2.2%) genres have below average demand in Spain. Notably the share of demand for animation is the lowest of markets in this report.

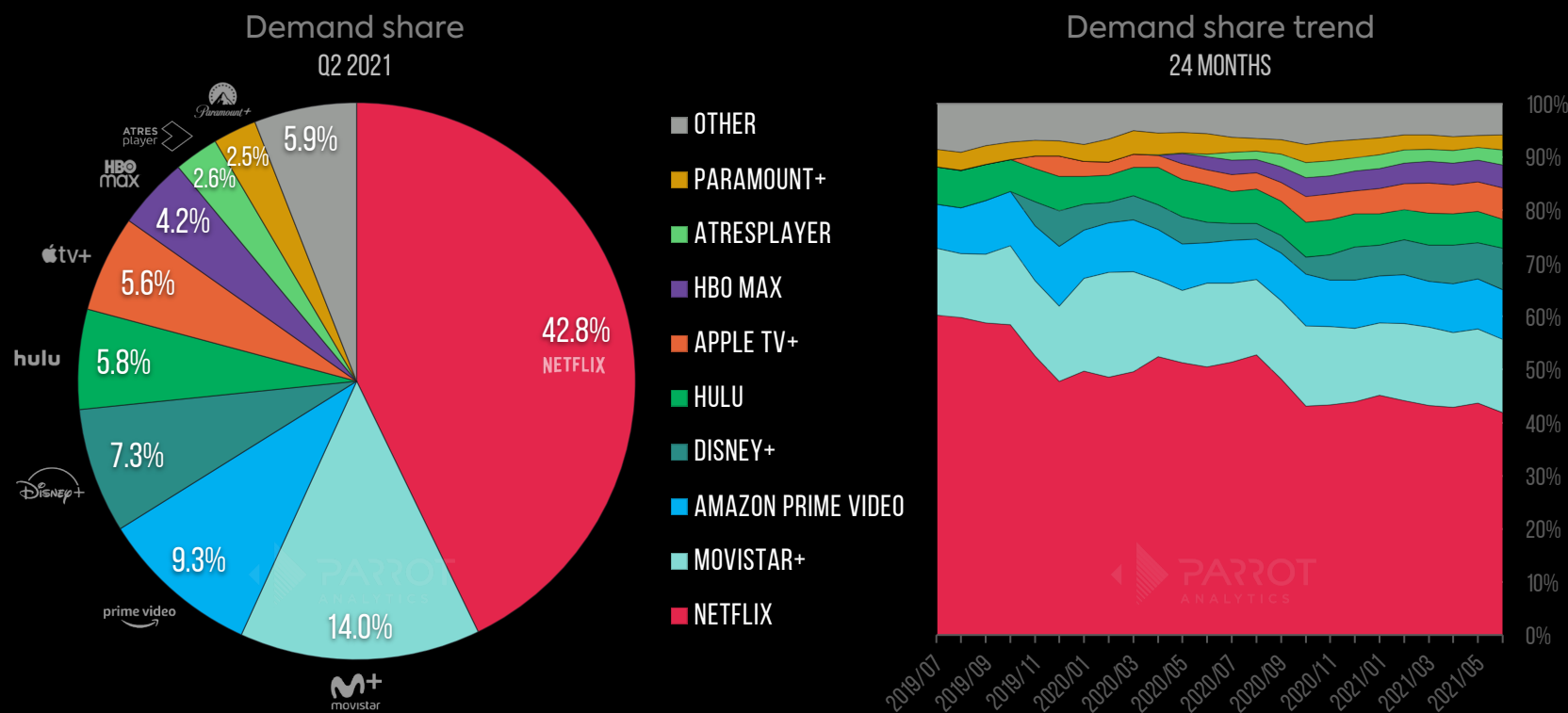
- The thriller subgenre is the second most in-demand digital original subgenre in Spain for Q2 2021. This is a higher rank for this subgenre than in any other market in this report.
- Mystery drama ranked higher in Spain than in any other market in this report and Spain was the only market where the life story subgenre was among the 10 most in-demand subgenres.
- As a result of the popularity of multiple drama subgenres, superhero series ranked lower in Spain (#4) than in any of the markets we looked at this quarter.



# Spain Platform Demand Share & Digital Originals Demand Distribution

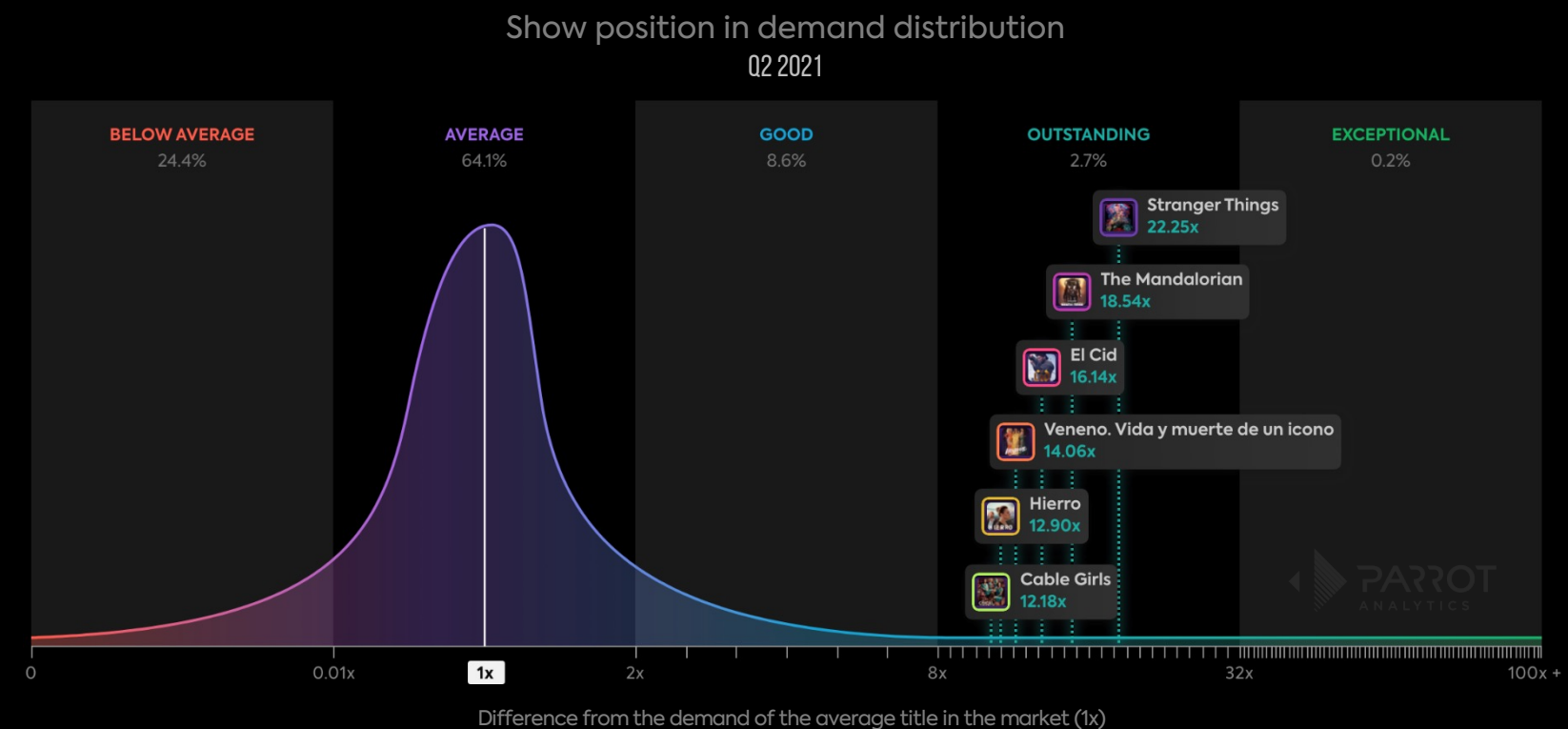
## Market demand share by original platform for all digital originals

SPAIN



## Demand distribution of a selection of top digital originals

SPAIN



- The Spanish SVOD market is unique due to the strong position of local content from Movistar+. With a 14.0% demand share in Q2 2021 it trails only Netflix in its home market.
- Competition from Movistar+ has put pressure on the demand shares of other platforms. Amazon Prime Video, Netflix, HBO Max, and Paramount+ each have a share of demand in Spain below their global share.
- Despite competitive headwinds in this market, Apple TV+ (5.6%) and Hulu (5.8%) have a slightly larger share of demand for their originals here than they do globally – 5.4% and 5.6% respectively.

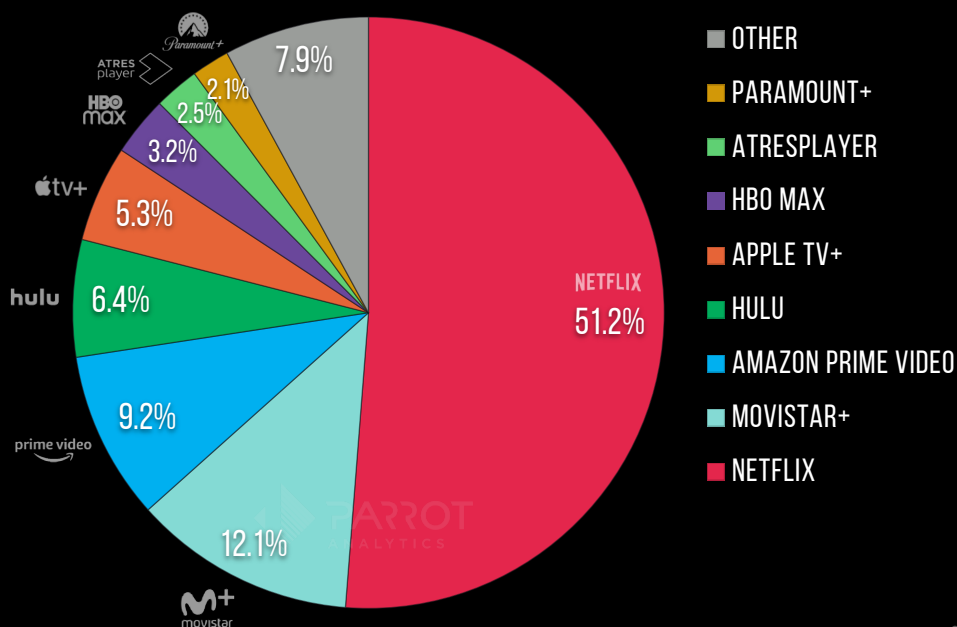
- **Stranger Things** was the most in-demand digital original series in Spain in Q2 2021. It had 22.3 times the average series demand.
- **Hierro**, from Movistar+, was the platform's most in-demand original series in Spain this quarter. It had 12.9 times the average series demand. Not only was this series a success in Spain, 7 of the top 20 digital originals here were from Movistar+.
- While Movistar+ has the largest demand share of a local platform, ATRESPlayer had the most in-demand digital original from a Spanish platform. **Veneno** was the 7<sup>th</sup> most in-demand digital original in Spain. Despite last releasing episodes in 2020 it had 14.1 times the average series demand.

# Spain Platform Demand Share For Drama and Action/Adventure Digital Originals

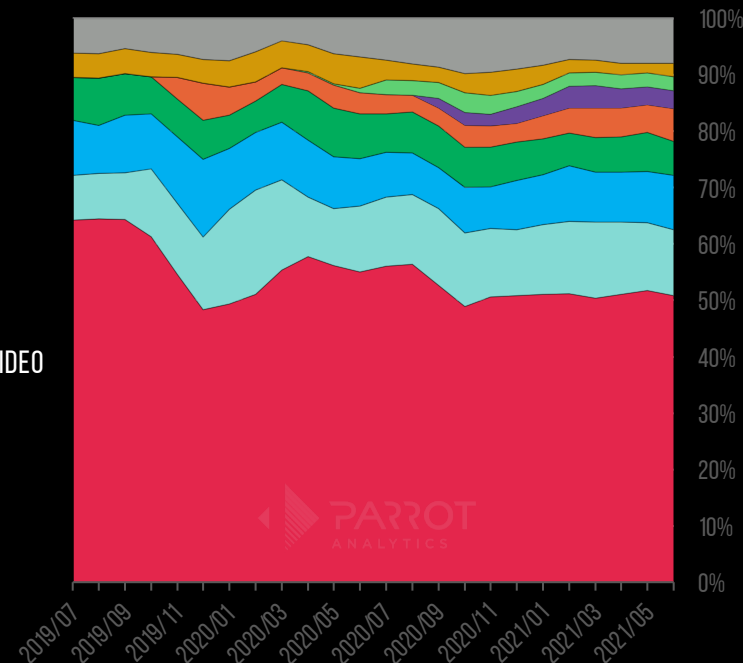
## Market demand share by original platform for drama digital originals

SPAIN

Demand share for drama  
Q2 2021



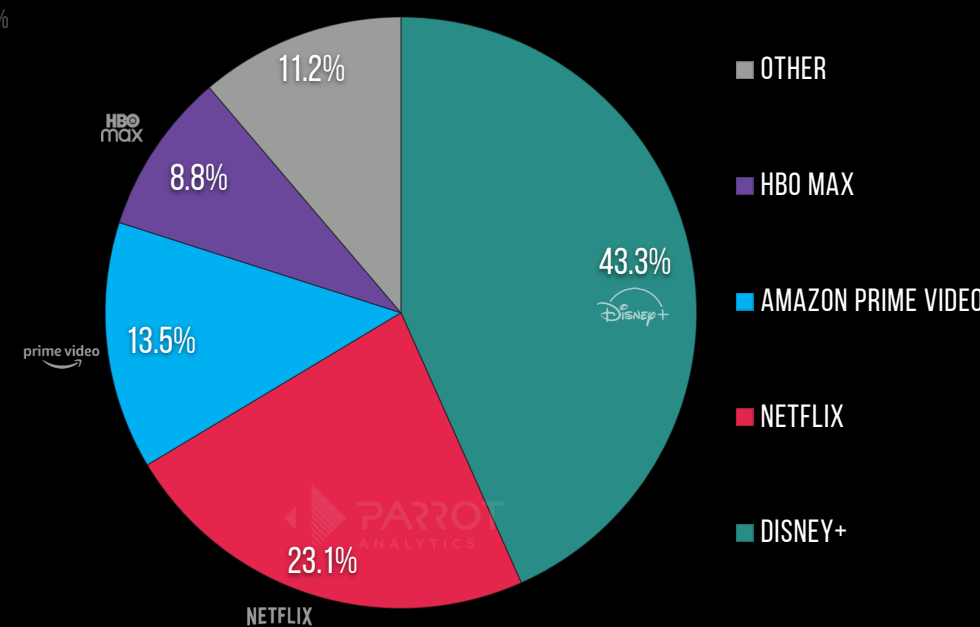
Demand share trend for drama  
24 MONTHS



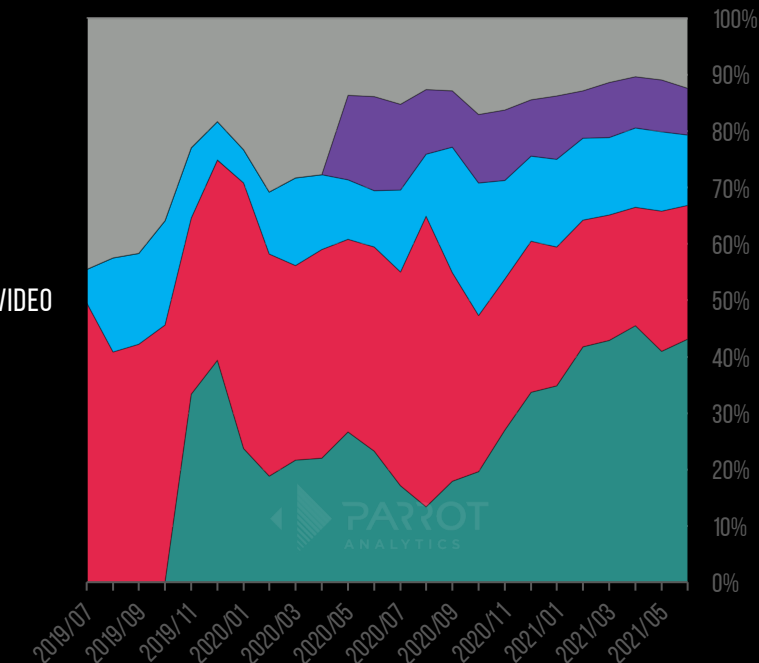
## Market demand share by original platform for action/adventure digital originals

SPAIN

Demand share for action/adventure  
Q2 2021



Demand share trend for action/adventure  
24 MONTHS



- Two local platforms have carved out respectable shares of demand for their original dramas in Spain. Movistar+ attracted 12.1% of demand for drama originals while ATRESPlayer accounted for a 2.5% share here.
- Despite the presence of a major local OTT platform, Netflix has a majority of demand for drama originals in Spain and a larger share than several other markets in this report. Netflix is likely well positioned to defend against Movistar+ in Spain because it has invested in many Spanish language originals of its own.
- The share of demand for Amazon Prime Video's dramas seems to have struggled the most in the face of local competition here. Its 9.2% share of demand for drama originals in Spain was the lowest of markets in this report.

- In Spain, 43.4% of demand for action/adventure originals was for a Disney+ series in Q2 2021. This is above its global share of demand in this genre – 34.2%.
- Although Disney+ has an above average share of demand this quarter, it has fallen from its peak of 45.5% in April.
- The share of demand for HBO Max original action/adventure series (8.8%) is well below the global share of demand for HBO Max series in this genre (11.5%).



# Top Digital Original Series in Spain

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>Stranger Things</i>	Netflix	Netflix	Drama	22.3
2 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	18.5
3 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	18.5
4 <i>The Handmaid's Tale</i>	Amazon Prime Video	Hulu	Drama	18.2
5 <i>El Cid</i>	Amazon Prime Video	Amazon Prime Video	Drama	16.1
6 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	15.5
7 <i>Veneno. Vida y muerte de un icono</i>	ATRESPlayer	ATRESPlayer	Drama	14.1
8 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	13.7
9 <i>La Valla</i>	ATRESPlayer	ATRESPlayer	Drama	13.2
10 <i>Hierro</i>	Movistar+	Movistar+	Drama	12.9
11 <i>Mira Lo Que Has Hecho</i>	Movistar+	Movistar+	Comedy	12.4
12 <i>El Embarcadero (The Pier)</i>	Movistar+	Movistar+	Drama	12.2
13 <i>Cable Girls</i>	Netflix	Netflix	Drama	12.2
14 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	12.1
15 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	12.1
16 <i>Arde Madrid</i>	Movistar+	Movistar+	Comedy	12.1
17 <i>La Resistencia</i>	Movistar+	Movistar+	Variety	12.0
18 <i>Late Motiv</i>	Movistar+	Movistar+	Variety	11.5
19 <i>Elite</i>	Netflix	Netflix	Drama	11.1
20 <i>La Unidad</i>	Movistar+	Movistar+	Drama	10.4

## A selection of 5 additional digital original series of interest:

21 <i>#Luimelia</i>	ATRESPlayer	ATRESPlayer	Comedy	10.4
33 <i>Instinto</i>	Movistar+	Movistar+	Drama	8.0
38 <i>Drag Race España</i>	ATRESPlayer	ATRESPlayer	Reality	6.8
58 <i>The Innocent (El inocente)</i>	Netflix	Netflix	Drama	4.6
65 <i>Merlí: Sapere Aude</i>	Movistar+	Movistar+	Comedy	4.3

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix

Demand: The total TV audience demand being expressed for a title across all platforms in a market, compared to the average TV show.



# UNITED ARAB EMIRATES

Learn which genres and subgenres of digital originals are most demanded by Emirati audiences. Discover the demand share of the leading SVOD platforms over the past 24 months and explore demand for the top streaming originals.

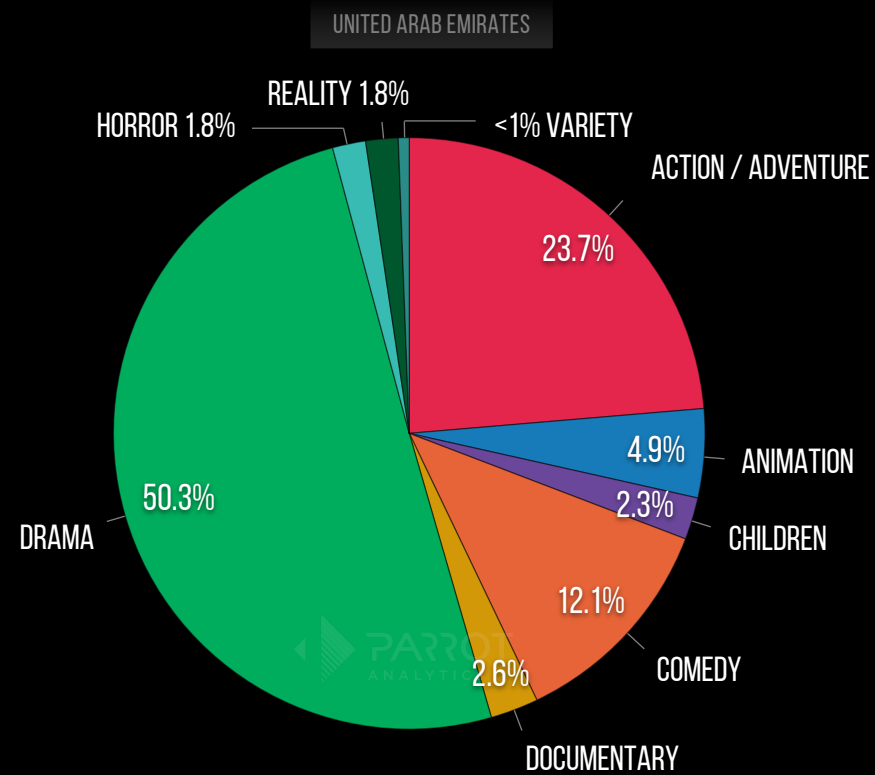
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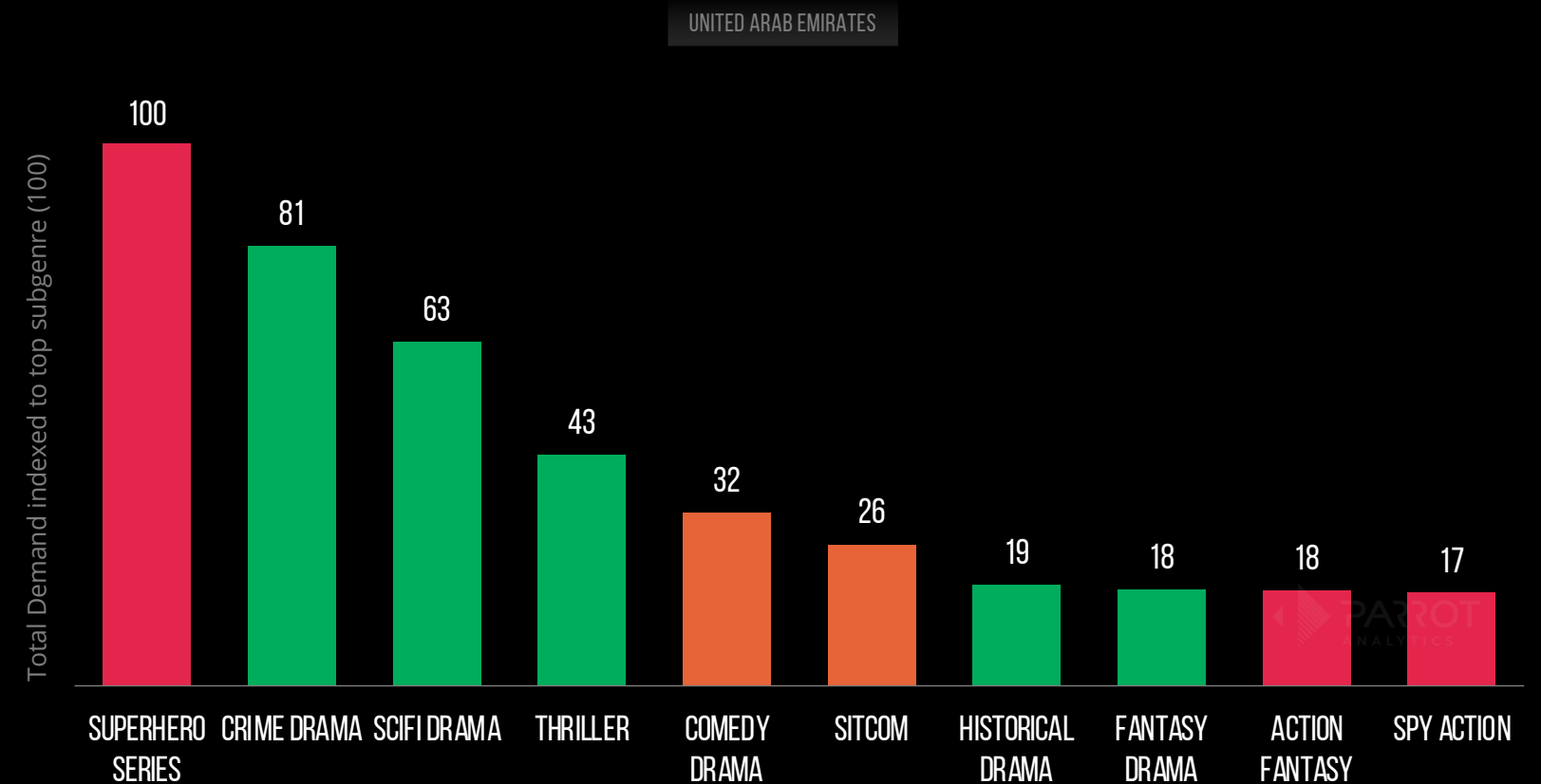


# United Arab Emirates Digital Original Genre and Subgenre Preferences

Digital original series genre demand share in Q2 2021



The 10 most in-demand subgenres for digital originals in Q2 2021



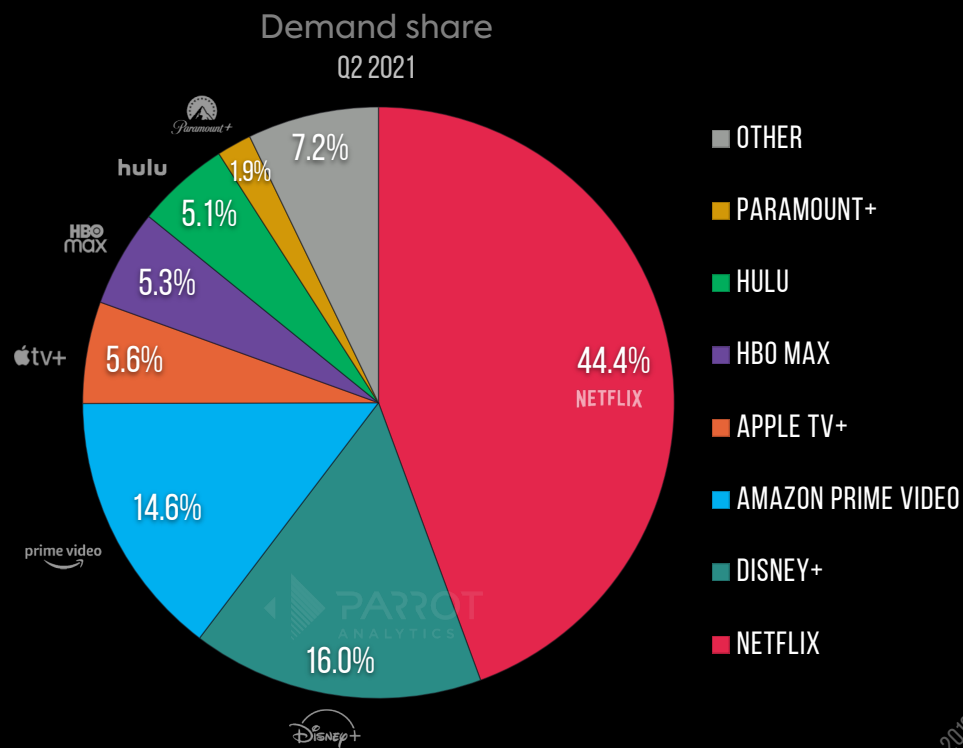
- The United Arab Emirates was one of only three markets in this report where the share of demand for drama originals was greater than 50%.
- The 23.7% share of demand for the action/adventure genre in the U.A.E was the third highest in this report and well above the global average share for the genre - 14.1%.
- Audiences in the U.A.E gave a 12.1% share of demand to original series in the comedy genre. This is the lowest share for comedy of the 11 markets in this report.

- The U.A.E. was the only market in this report where spy action ranked in the top 10 most in-demand digital original subgenres.
- Despite comedy being less popular in the U.A.E. than other markets covered in this report, the sitcom subgenre ranked higher here than in six of the markets in this report.
- Crime drama was the second most in-demand digital original subgenre in the U.A.E. This is the highest rank this subgenre reached in this report which it also achieved in Russia.

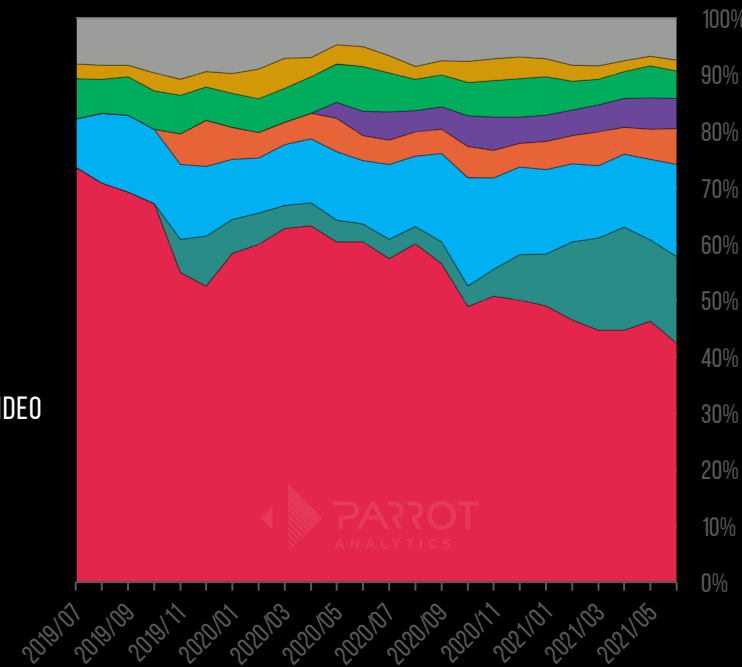
# United Arab Emirates Platform Demand Share & Digital Originals Demand Distribution

Market demand share by original platform for all digital originals

UNITED ARAB EMIRATES



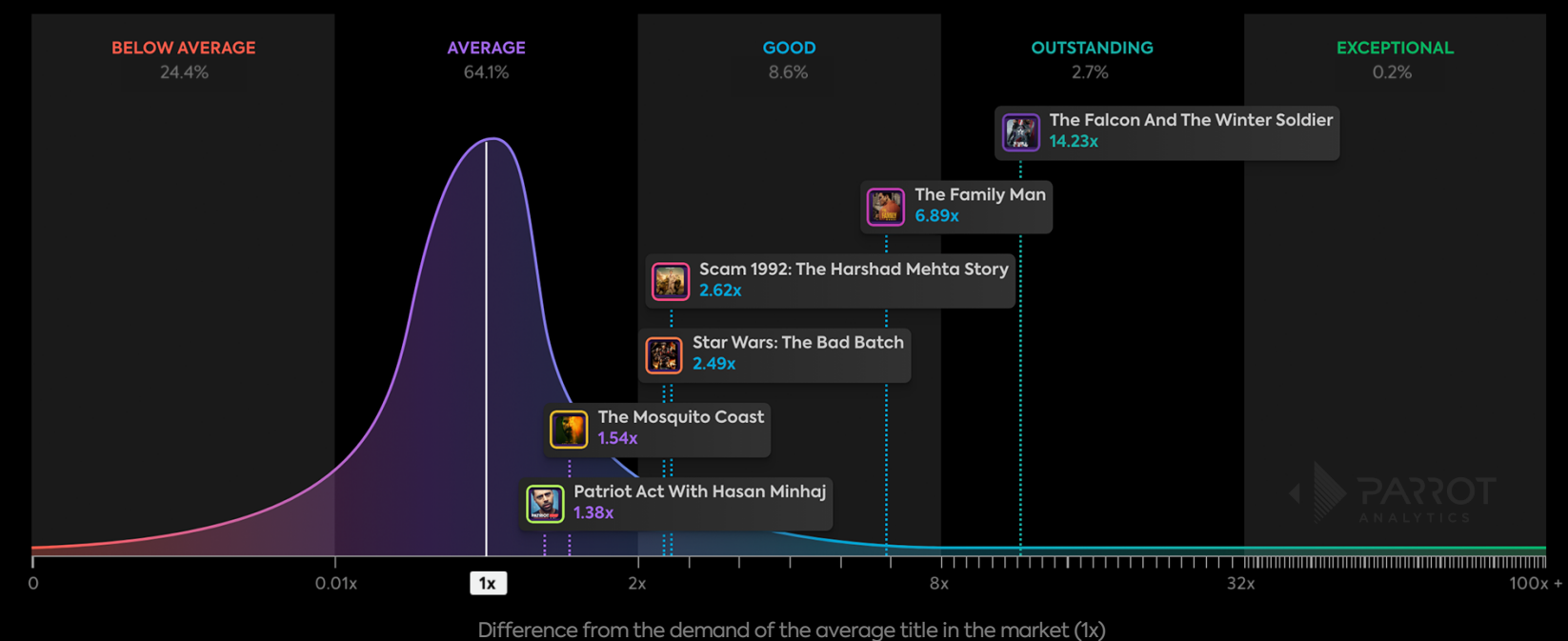
Demand share trend 24 MONTHS



Demand distribution of a selection of top digital originals

UNITED ARAB EMIRATES

Show position in demand distribution Q2 2021



- Originals from Netflix accounted for the largest share of demand for originals in the United Arab Emirates in Q2 2021 with a 44.4% share.
- Disney+ had the second largest share of demand for originals in this market. The platform’s 16.0% share here is more than twice its global share of demand – 7.3%.
- Originals from Hulu made up 5.1% of demand for original series in the U.A.E. this quarter. This is the platform’s second smallest share of markets in this report.

- **The Falcon and the Winter Soldier**, from Disney+ was the most in-demand digital original series in the U.A.E. for Q2 2021. It had 14.2 times the average series demand.
- Sony Liv’s **Scam 1992: The Harshad Mehta Story** was the 18<sup>th</sup> most in-demand original series in the U.A.E for the quarter. It had 2.6 times the average series demand here.
- **Patriot Act with Hasan Minhaj**, ranked higher in the U.A.E. than in any other market in this report. It had 1.4 times the average series demand this quarter despite being cancelled by Netflix in August 2020.



# United Arab Emirates Platform Demand Share For Drama and Action/Adventure Digital Originals

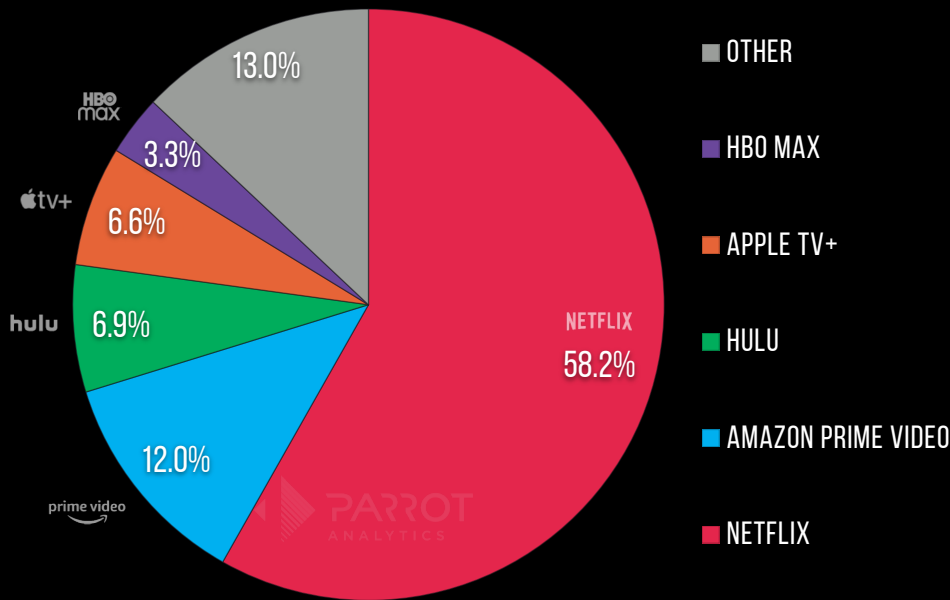
Market demand share by original platform for drama digital originals

UNITED ARAB EMIRATES

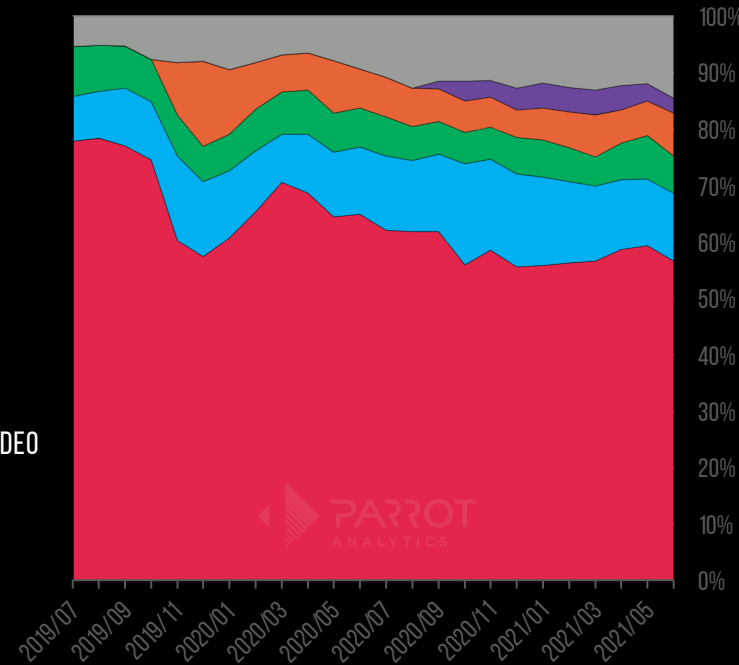
Market demand share by original platform for action/adventure digital originals

UNITED ARAB EMIRATES

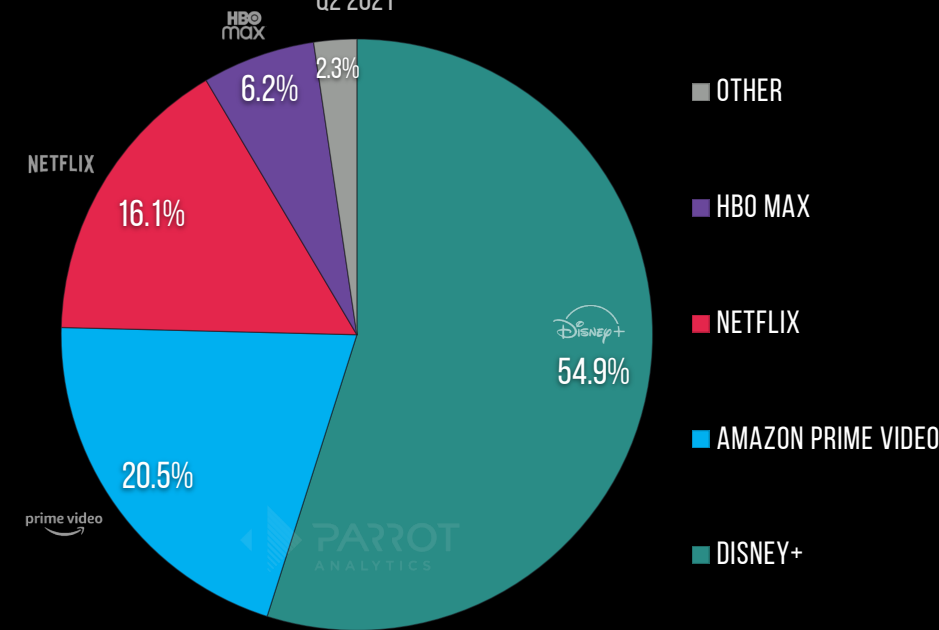
Demand share for drama Q2 2021



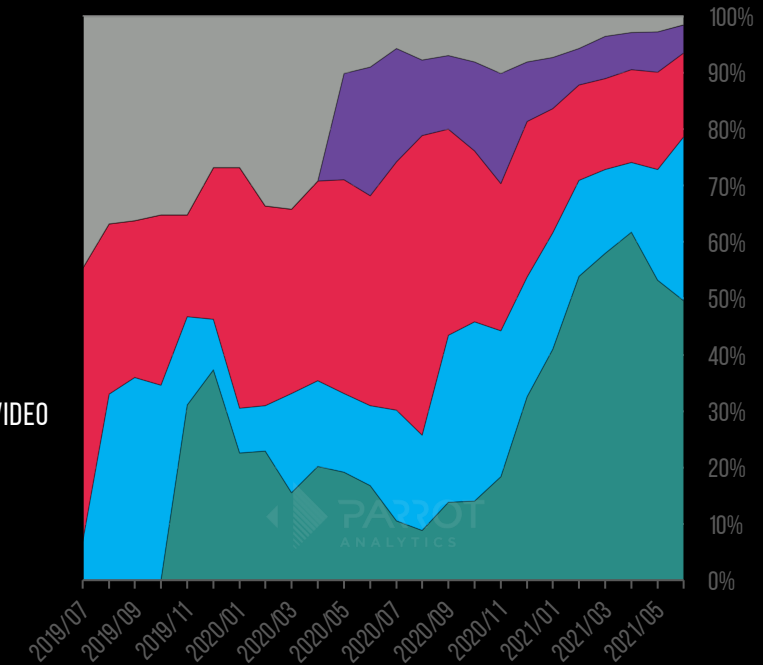
Demand share trend for drama 24 MONTHS



Demand share for action/adventure Q2 2021



Demand share trend for action/adventure 24 MONTHS



- Netflix originals accounted for a majority of demand for digital original dramas in the U.A.E. with a 58.2% demand share in Q2 2021.
- While not the largest in this report, the share of demand for Apple TV+ original dramas showed strong growth in the U.A.E this quarter, from 5.9% in April to 7.6% in June.
- The share of demand for original dramas for other platforms not broken out here was among the largest in this report. Popular original dramas from platforms such as Shahid and Voot helped boost this share in Q2 2021.

- 20.5% of demand for action/adventure originals in the U.A.E. was for an Amazon Prime Video series. This is a larger share of demand for the platform than in any other market in this report. In the 24 month trend chart we can see how demand for the platform's content has surged this quarter, helped by the season 2 release of **The Family Man**.
- Disney+'s share of action/adventure demand in the U.A.E. has fallen steeply over Q2 2021. From a high of 61.7% in April it ended the quarter with a 49.6% share of demand.
- The share of demand for HBO Max action/adventure originals in the U.A.E. was 6.2% this quarter. In this report HBO Max's share of demand in this genre was smaller only in Finland (6.1%).



# Top Digital Original Series in United Arab Emirates

## The top 20 most in-demand digital original series:

SERIES NAME	IN-MARKET PLATFORM *	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q2 2021
1 <i>The Falcon And The Winter Soldier</i>	Disney+	Disney+	Action and Adventure	14.2
2 <i>WandaVision</i>	Disney+	Disney+	Action and Adventure	14.2
3 <i>Stranger Things</i>	Netflix	Netflix	Drama	8.6
4 <i>La Casa De Papel (Money Heist)</i>	Netflix	Netflix	Drama	7.4
5 <i>The Family Man</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	6.9
6 <i>Lucifer</i>	Netflix	Netflix	Drama	6.6
7 <i>The Handmaid's Tale</i>	OSN Play	Hulu	Drama	6.0
8 <i>The Boys</i>	Amazon Prime Video	Amazon Prime Video	Action and Adventure	5.8
9 <i>The Mandalorian</i>	Disney+	Disney+	Action and Adventure	5.4
10 <i>Invincible</i>	Amazon Prime Video	Amazon Prime Video	Animation	4.8
11 <i>Mirzapur</i>	Amazon Prime Video	Amazon Prime Video	Drama	4.6
12 <i>Shadow and Bone</i>	Netflix	Netflix	Drama	4.1
13 <i>The Crown</i>	Netflix	Netflix	Drama	3.8
14 <i>Loki</i>	Disney+	Disney+	Action and Adventure	3.1
15 <i>13 Reasons Why</i>	Netflix	Netflix	Drama	3.1
16 <i>Cobra Kai</i>	Netflix	Netflix	Comedy	3.0
17 <i>The Witcher</i>	Netflix	Netflix	Action and Adventure	2.7
18 <i>Scam 1992: The Harshad Mehta Story</i>	Sony Liv	Sony Liv	Drama	2.6
19 <i>Narcos</i>	Netflix	Netflix	Drama	2.6
20 <i>The Last Kingdom</i>	Netflix	Netflix	Drama	2.6

## A selection of 5 additional digital original series of interest:

21 <i>Star Wars: The Bad Batch</i>	Disney+	Disney+	Drama	2.5
35 <i>The Mosquito Coast</i>	Apple TV+	Apple TV+	Drama	1.5
38 <i>Paatal lok</i>	Amazon Prime Video	Amazon Prime Video	Drama	1.5
41 <i>Patriot Act With Hasan Minhaj</i>	Netflix	Netflix	Variety	1.4
42 <i>Trese</i>	Netflix	Netflix	Animation	1.4

\* Distributor for most recent season in case of multiple platforms

-- No platform information available, please refer to appendix



# THE GLOBAL DEMAND MEASUREMENT STANDARD

Gain an understanding of Parrot Analytics' global demand measurement capabilities, how we define a "digital original" and how it is possible that content can generate demand in markets where a title or platform is not yet available.



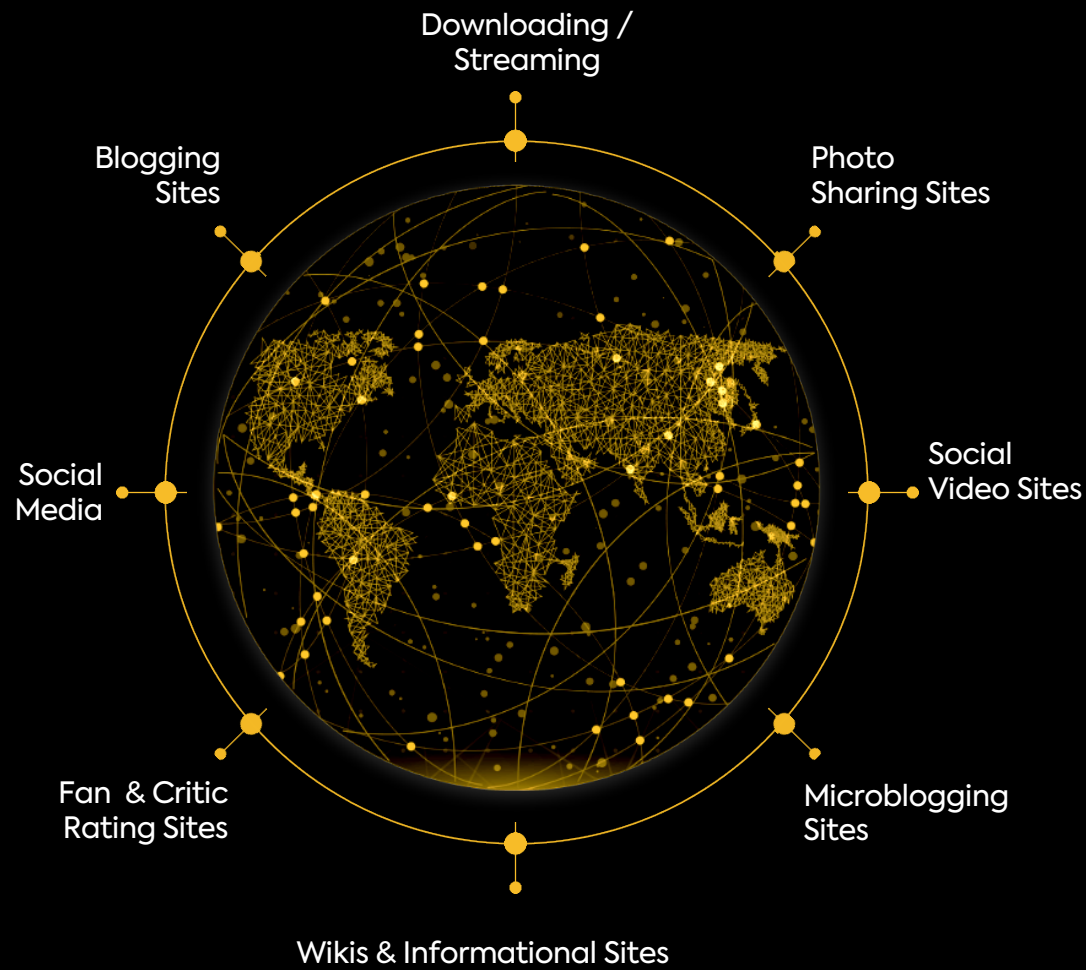


# The Standard for Global Audience Demand Measurement

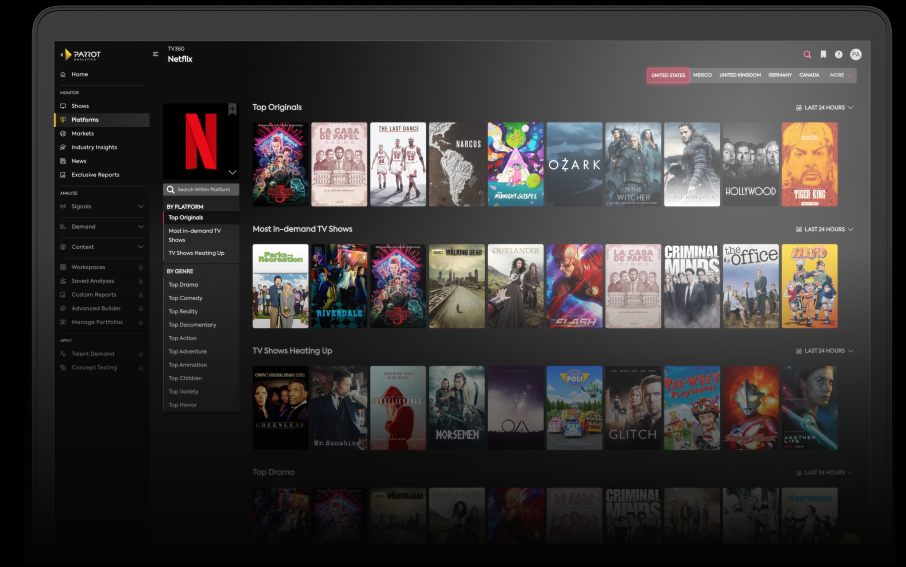
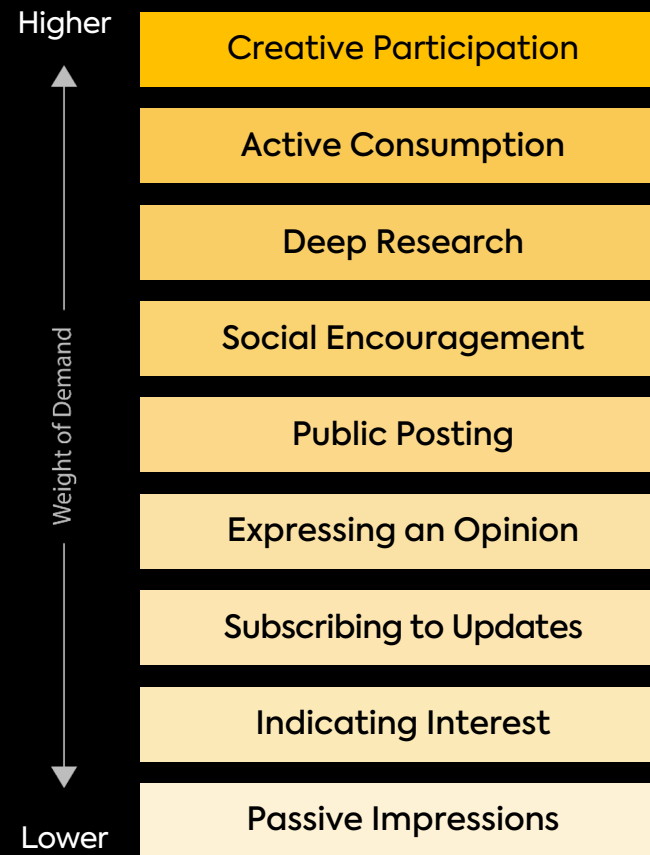
We capture the world's largest audience behavior datasets

We clean, enrich, combine and analyze the data

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



Demand System:



  
Across platforms

  
In all languages

  
In all markets

## Definition of “Digital Original” Series

We define a “digital original series” as a multi-episode series where the most recent season was produced or first made available on a streaming platform. Once we define a title as a digital original, we regard the original streaming platform to be the same in all markets. For example, *The Handmaid’s Tale* is considered a Hulu digital original, in all markets, even if Hulu is not currently available in a given territory.

Where a streaming platform has ordered a new season following a cancellation (e.g. *Lucifer* from Fox), we regard the series to be a network original until the new season is launched by the streaming platform; at that point we regard the series to be a “digital original”.

We therefore include, for example, *Black Mirror* in our definition of a digital original series. Originally on UK’s Channel 4 for the first two seasons, Netflix has since acquired the rights and commissioned seasons 3 and 4.

### We include developed, acquired and co-licensed originals

Furthermore, we include in our definition all developed originals (titles that were developed, produced and released by the SVOD service that airs them, e.g. *Stranger Things*) as well as acquired originals (titles developed and produced by a third-party studio, but where the streaming platform has acquired exclusive rights to air the series, e.g. *The Crown*).

We think it is also fair to treat co-produced and co-licensed titles such as *The End of the F\*\*\* World* and *Frontier* as digital originals. With the proliferation of new streaming platforms, sometimes a different platform is considered the original streaming network.

Consider for example what the original network for *Star Trek: Discovery* should be? In our definition we take this to be Paramount+, despite Netflix owning the exclusive rights to the series in most non-US markets. *Star Trek: Discovery* is therefore a digital original and we take Paramount+ to be the original (streaming) platform, not Netflix, in all markets.

### We exclude licensed originals and licensed series

We exclude from our definition any licensed originals such as AMC’s *Better Call Saul* and NBC’s *The Good Place*. And, finally, we also exclude all licensed series such as *The Office* and *Friends* from our definition.

For more information, please refer to our helpdesk article, available [here](#).



# Methodology for Demand Attribution to the Original Platform

You might be wondering how it is possible that content can generate demand in markets where a title or platform is not yet available.

The short answer is that audiences express demand for TV series irrespective of commercially negotiated rights.

News about new TV shows travels quickly, and often audiences the world over are eagerly anticipating the launch of a new series in their country. Our full-year 2017 Global TV Demand Report highlighted just how important social media is, for example, in the discovery of new TV shows: Within seconds a consumer in the UK can be notified of a new TV show to watch by their friends in the US – even if it is a “stealth release”.

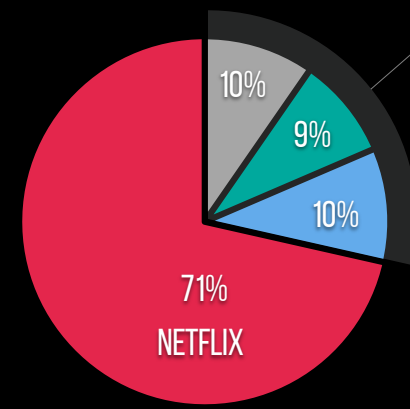
Because our global demand measurement system incorporates multiple country-specific content demand signals, we are able to gauge popularity for TV content long before a series, or platform, is officially released in its home market, or any other market.

In this example from 2017, Hulu is currently not available in the United Kingdom, yet it managed to attract 9% of the total digital originals UK demand share. How is this possible?

The answer is that Parrot Analytics quantifies the level of demand in any country for a show long before the rights have been agreed for a territory; we then attribute this local market demand to the original network/platform in that market (even if the platform has not yet launched in that market).

For more [information](#) please refer to our helpdesk article available [here](#).

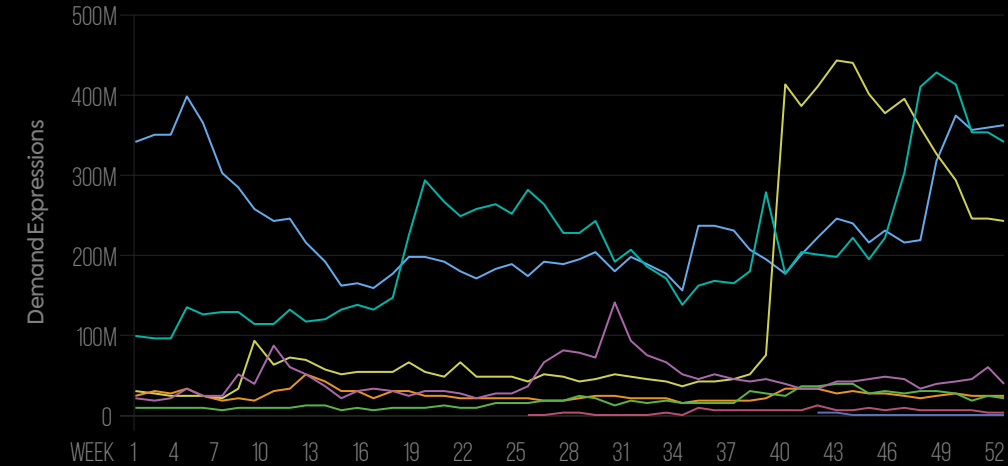
**Total share of demand for platforms in 2017**



**OTHER PLATFORMS**  
 (CBS All Access, Crackle, Facebook, Apple Music, Seeso, Youtube Red)

- AMAZON VIDEO
- CBS ALL ACCESS
- FACEBOOK
- SEESO
- HULU
- CRACKLE
- APPLE MUSIC
- YOUTUBE PREMIUM

**Total platform demand in 2017 (ex. Netflix)**





# The Global Audience Demand Measurement Standard

The world's largest studios, networks and OTT platforms apply our 360-degree view of content, talent and audiences to optimize monetization decisions. Partner with Parrot Analytics to understand how to harness demand measurement to compete and thrive in the global attention economy.

[Contact Us](#)

