

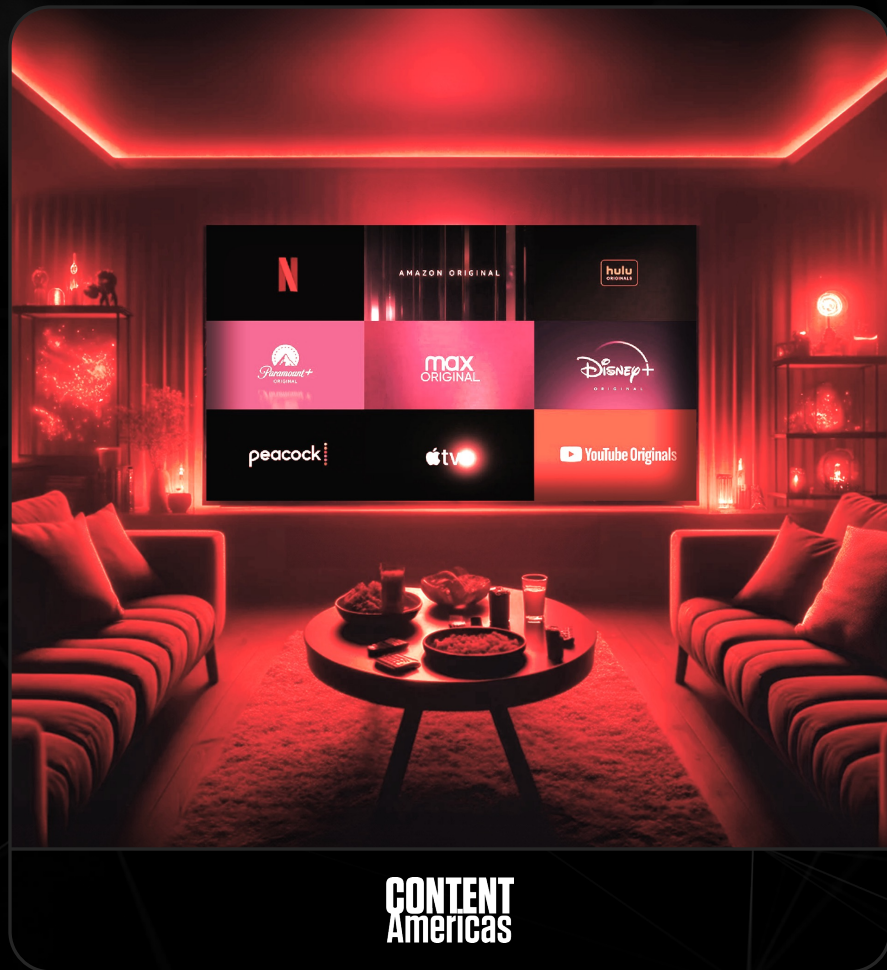


Future Content Trends

Reflecting & Projecting

January 2024

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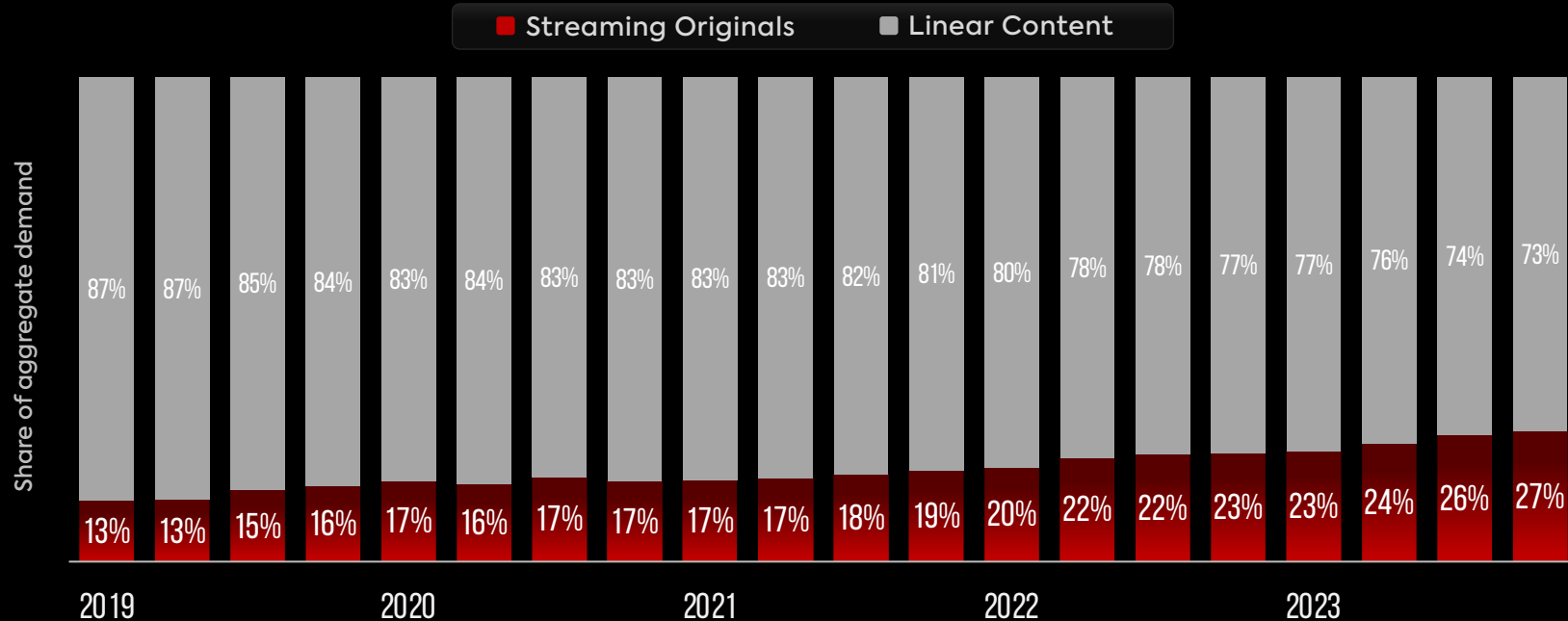
Trend #1

Demand for streaming originals in Latin America has grown steadily since 2019



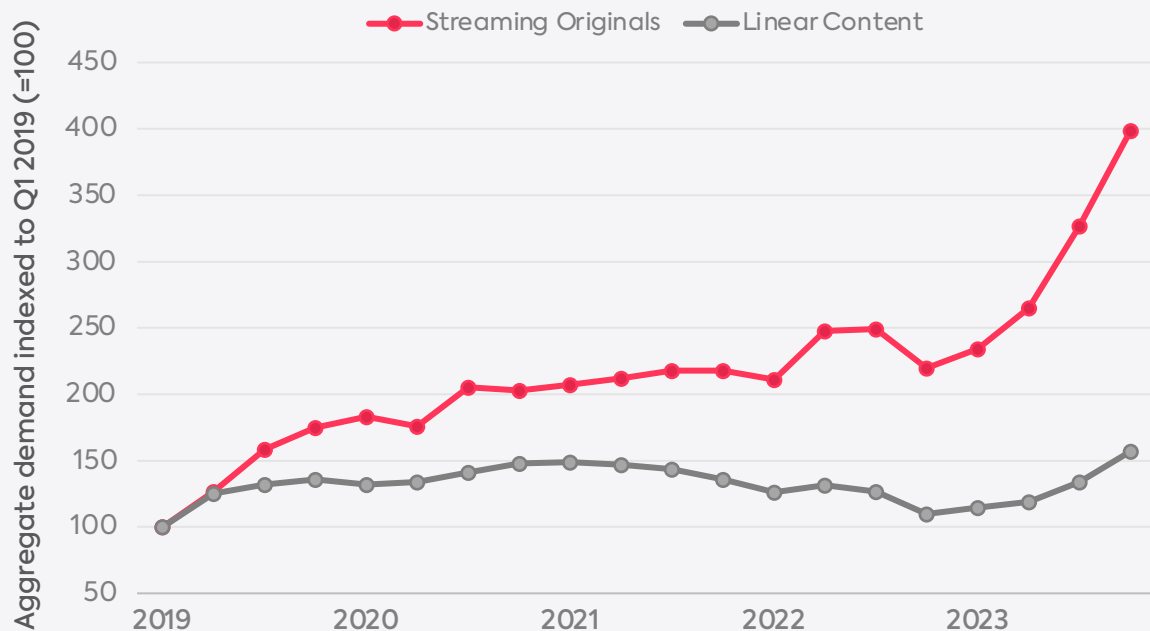
Demand for streaming originals in Latin America has been on the rise since 2019

Share of Demand for Streaming Originals by Quarter – Latin America, 2019-2023



Demand for streaming originals in Latin America has been on the rise since 2019

Aggregate Demand for Streaming Originals by Quarter – Latin America, 2019-2023



Audience demand for streaming originals has quadrupled in five years

+399%

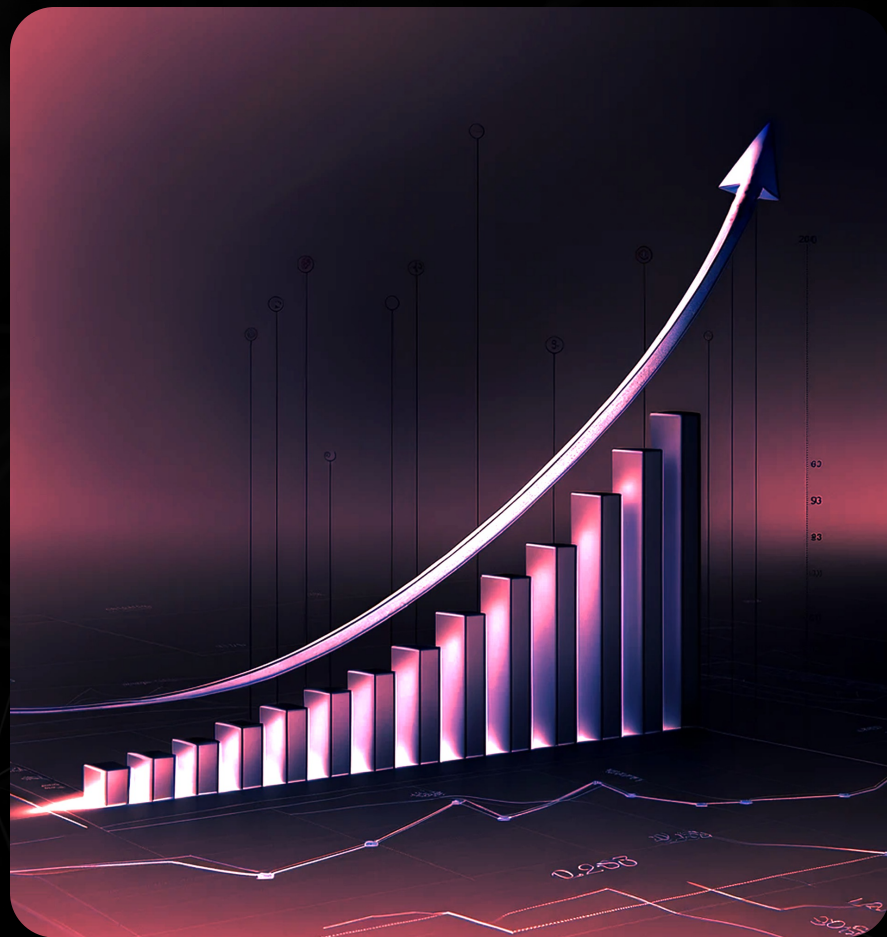
2023 Q4 vs. 2019 Q1

Trend #1

Demand for streaming originals in Latin America has grown steadily since 2019

Bold Prediction #1

Linear demand is declining as demand for streaming originals continues to grow; linear companies will have to think about the transition or face falling behind



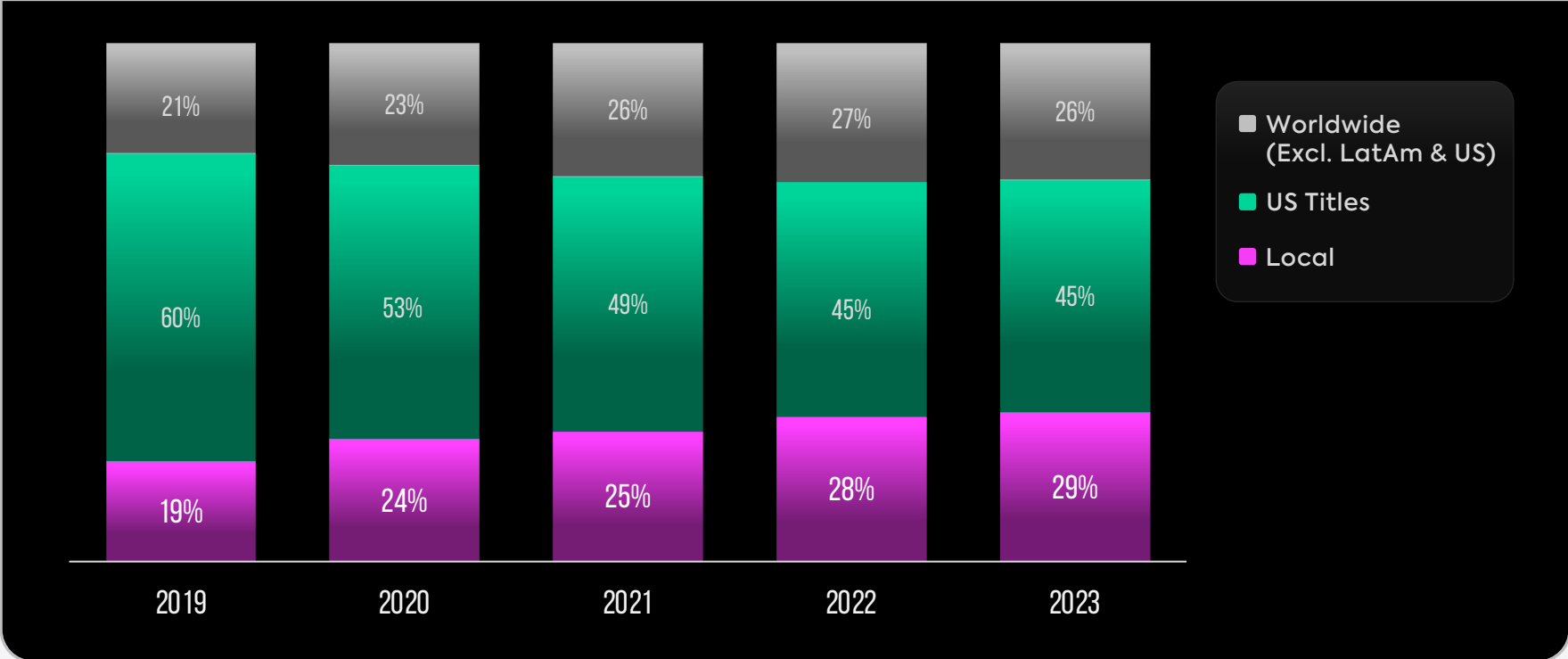
Trend #2

Appetite for local content drives growth in demand for streaming originals in the region



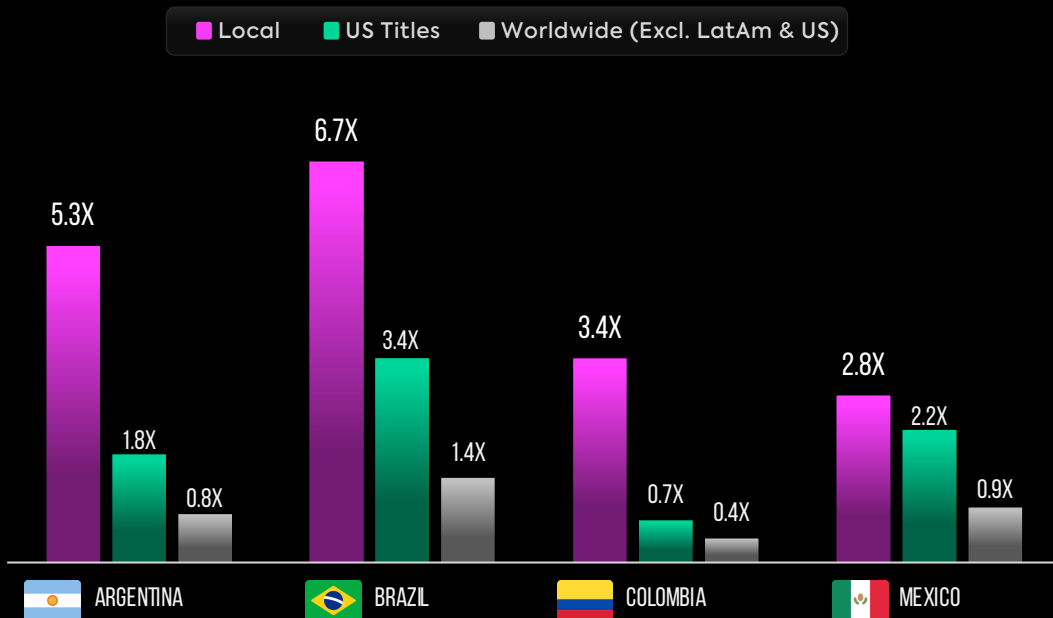
The share of demand for local streaming originals has increased steadily over the last five years

Share of Demand for TV Series by Origin over the last 5 years, Streaming Originals – Latin America



Local shows consistently generate higher demand

Average Demand per Title in 2023 for TV Shows Airing New Episodes, 28 days post-premiere – Latin America



Top shows with highest demand 28 days post-premiere per market



Trend #2

Appetite for local content drives growth in demand for streaming originals in the region

Bold Prediction #2

Investments in local storytelling continue to be a safe bet and are key to resonating with consumers



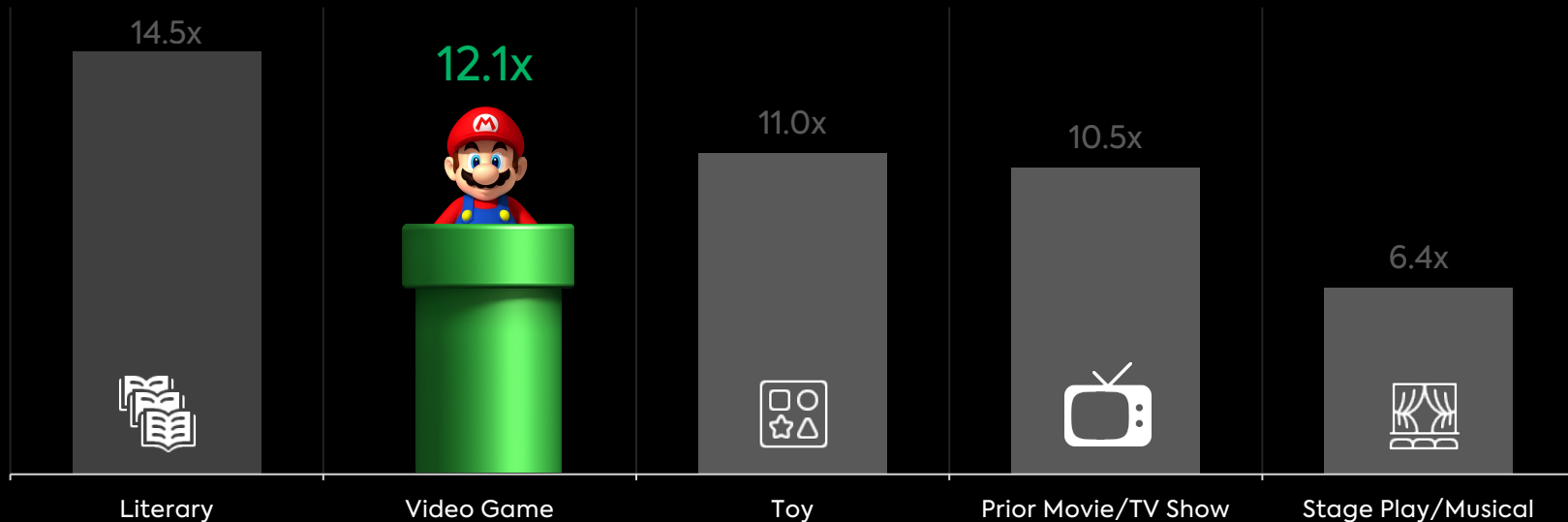
Trend #3

IP-based content with established fan bases are in high demand and travel well globally



Video game IP performs well at the box office

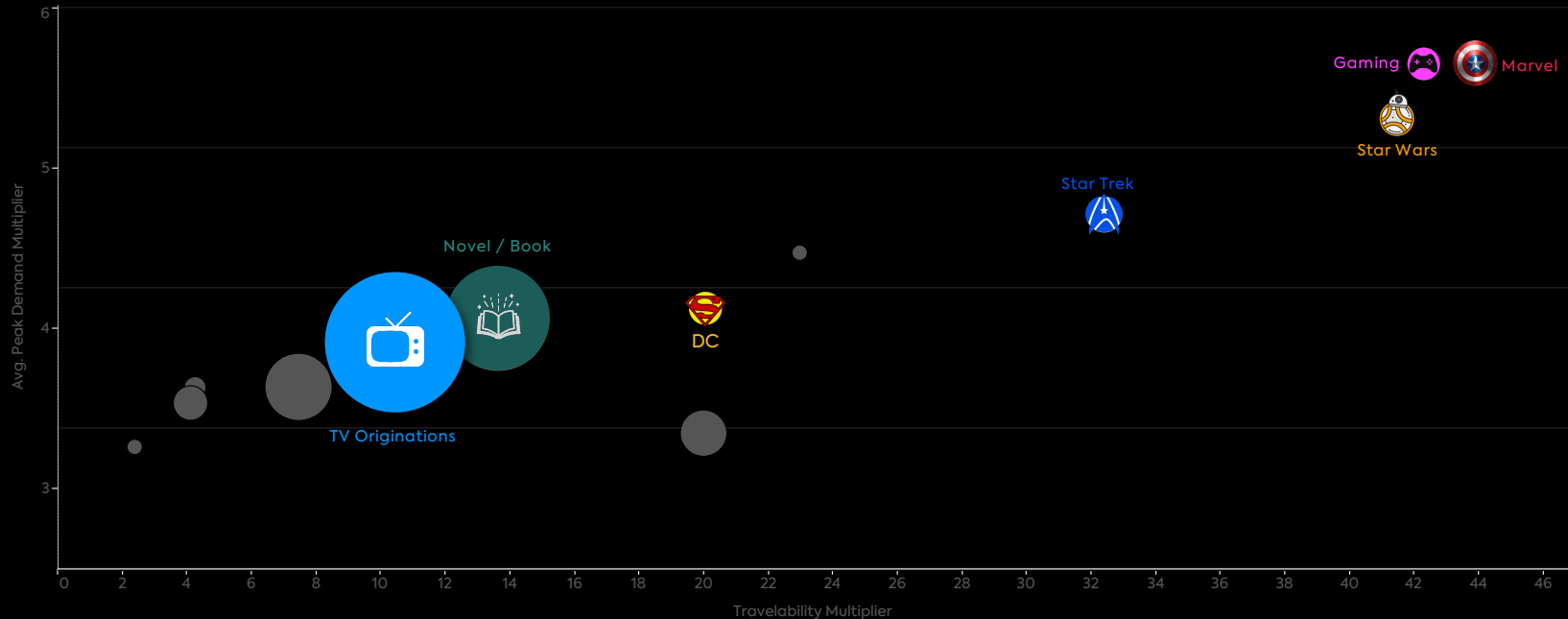
Average Demand by Original IP Type, 2010 – 2023, Theatrical Wide Releases Based on Existing IP | US, 2022 – 2023



Video game TV adaptations are also in high demand and resonate globally

TV Franchise Demand vs. Travelability

Marvel and Star Wars have a higher average peak demand & travelability, reaffirming its strong fan base and broad international appeal



Trend #3

IP-based content with established fan bases are in high demand and travel well globally

Bold Prediction #3

Gaming adaptations will continue to soar

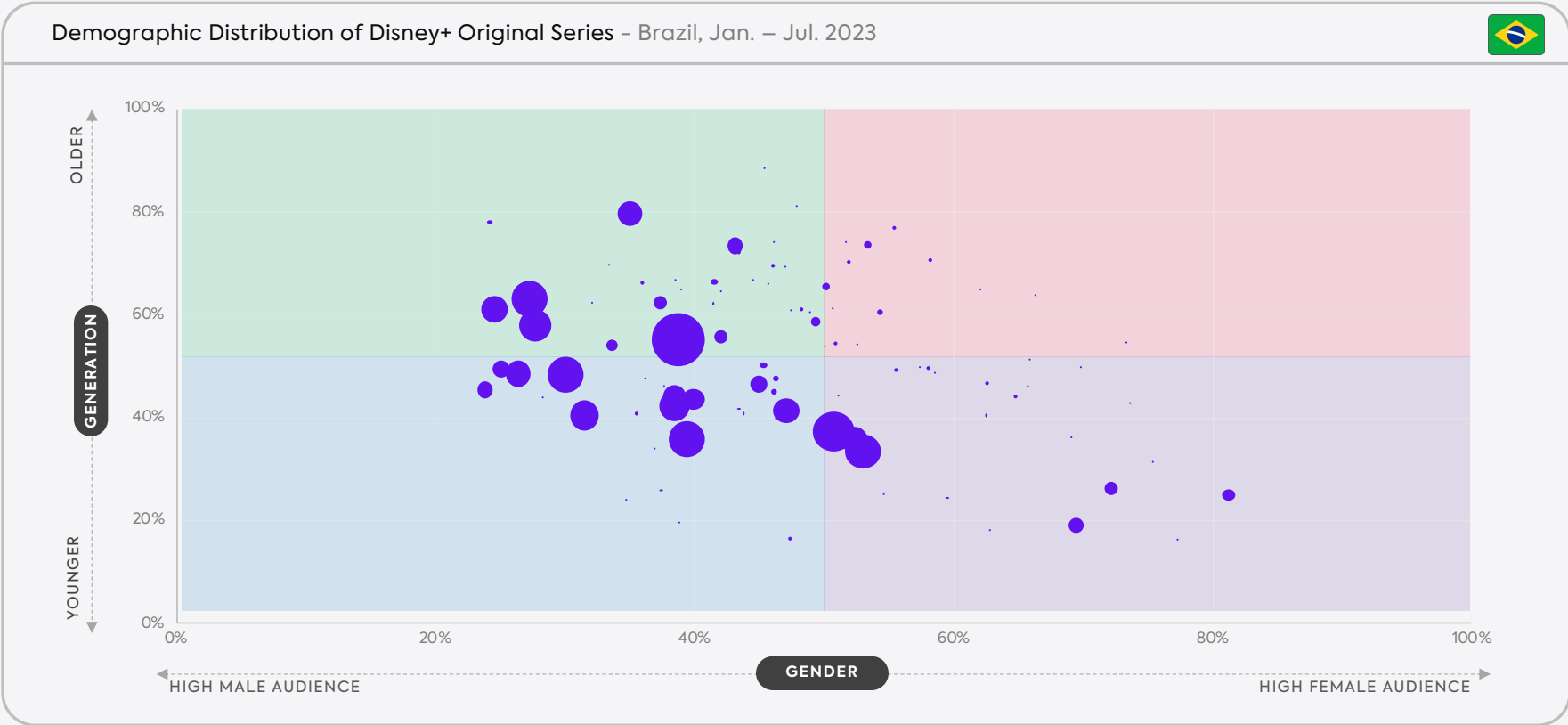


Trend #4

A continuation in the rise of consolidations, bundling, and ad-supported services

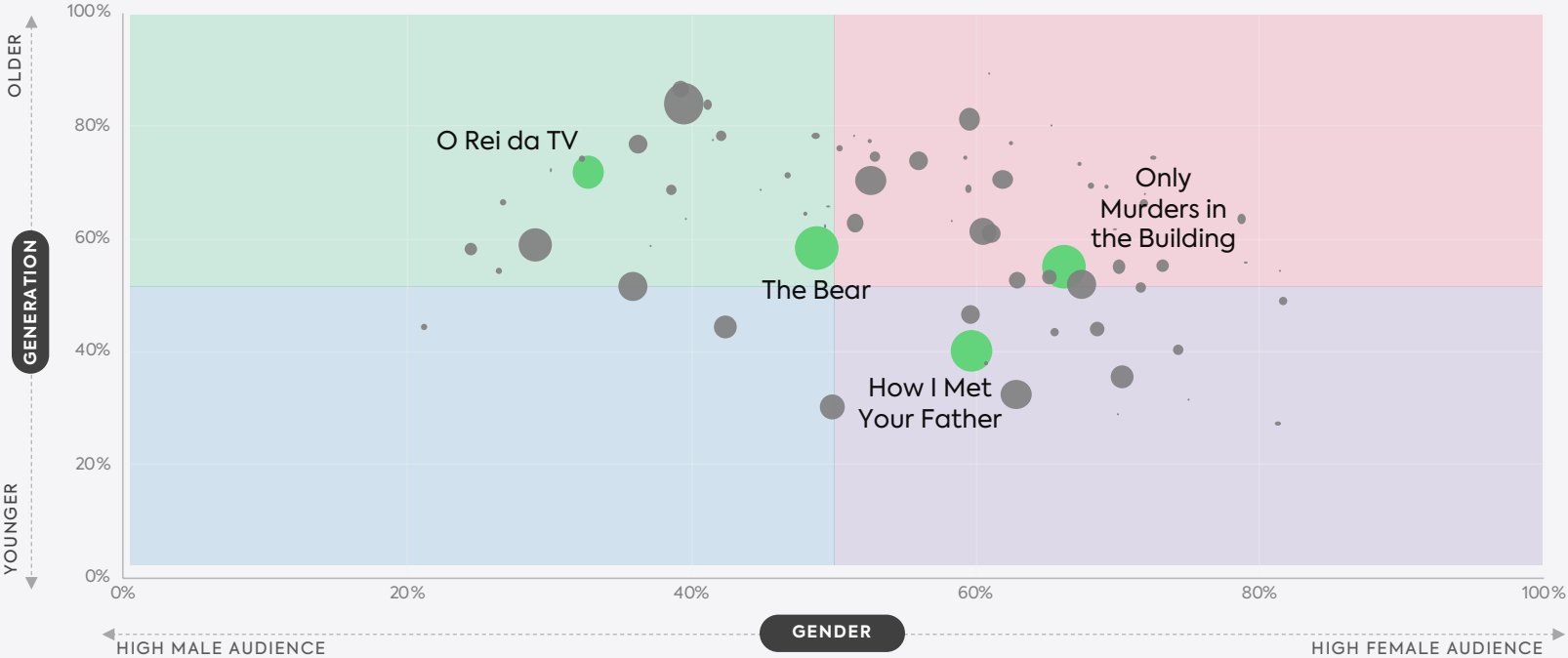


The power of consolidation: which audiences are driving demand for content?

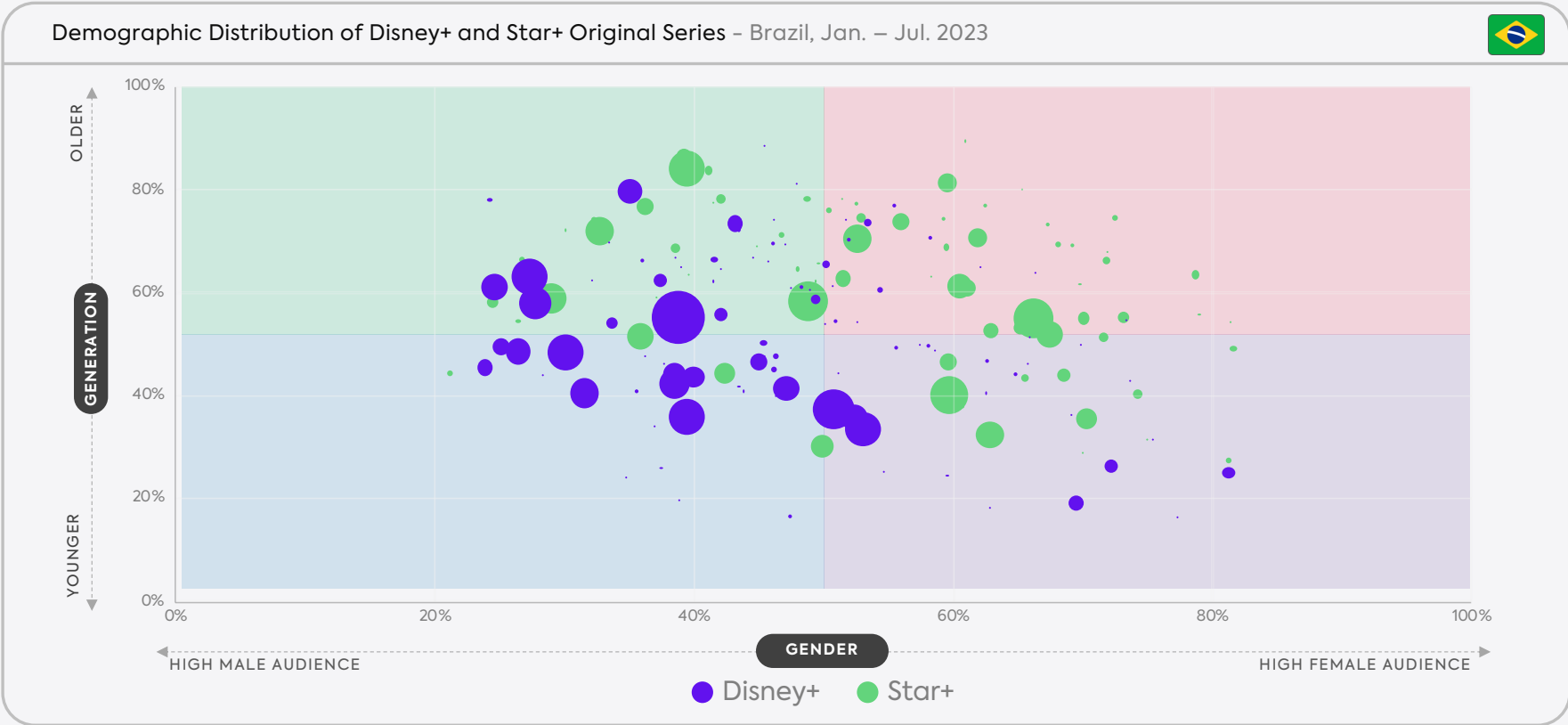


Star+ originals attract a more diverse audience

Demographic Distribution of Star+ Original Series – Brazil, Jan. – Jul. 2023



The power of bundling: a four-quadrant service with something for everyone

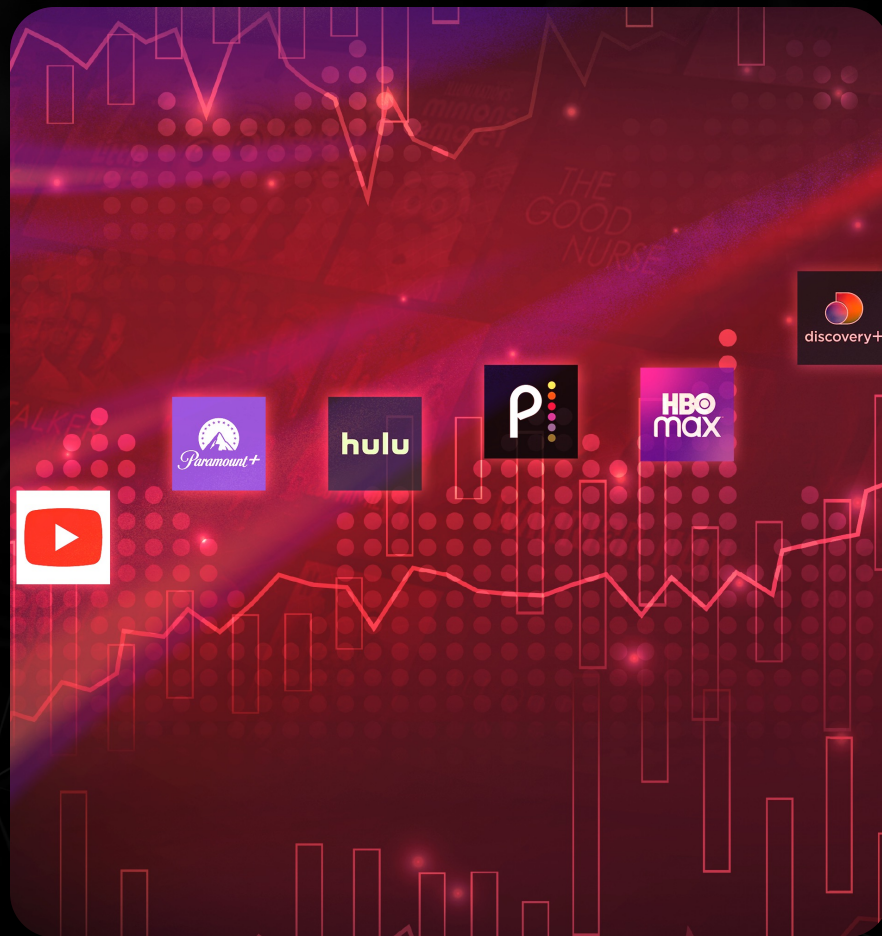


Trend #4

A continuation in the rise of consolidations, bundling, and ad-supported services

Bold Prediction #4

Non-traditional bundling will continue to grow as consumers' desire for simplicity increases



Trend #5

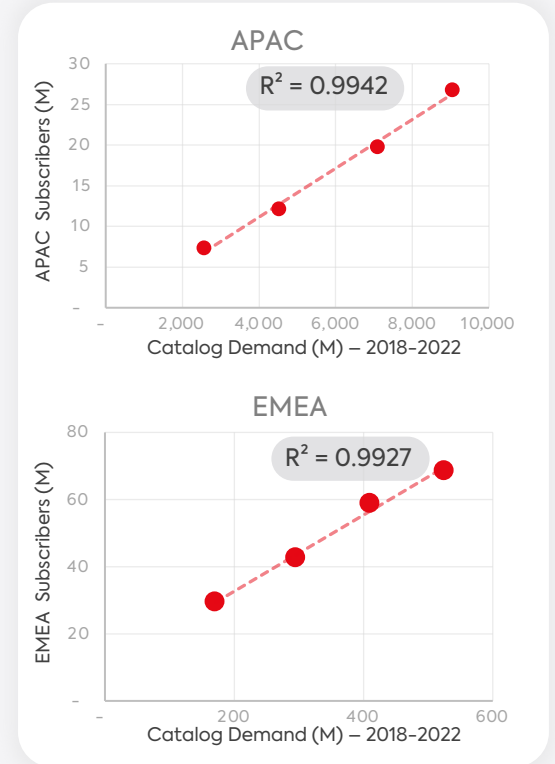
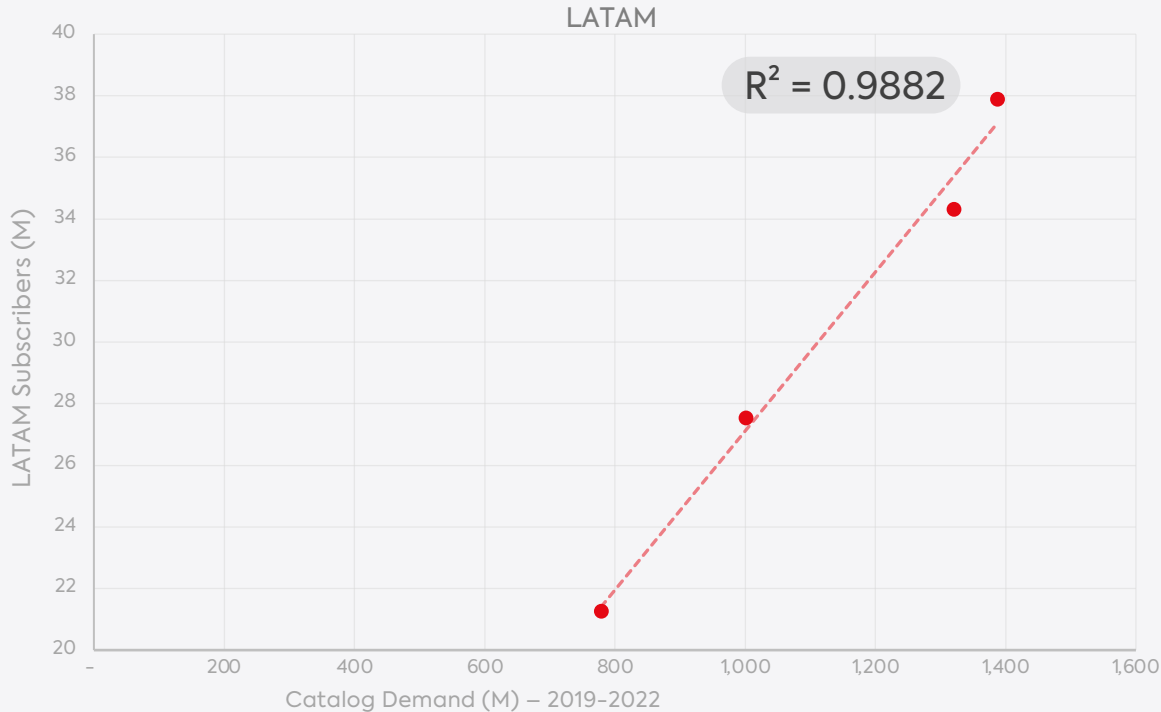
Need to understand the strategic role that each piece of content plays on a platform and its relative contribution



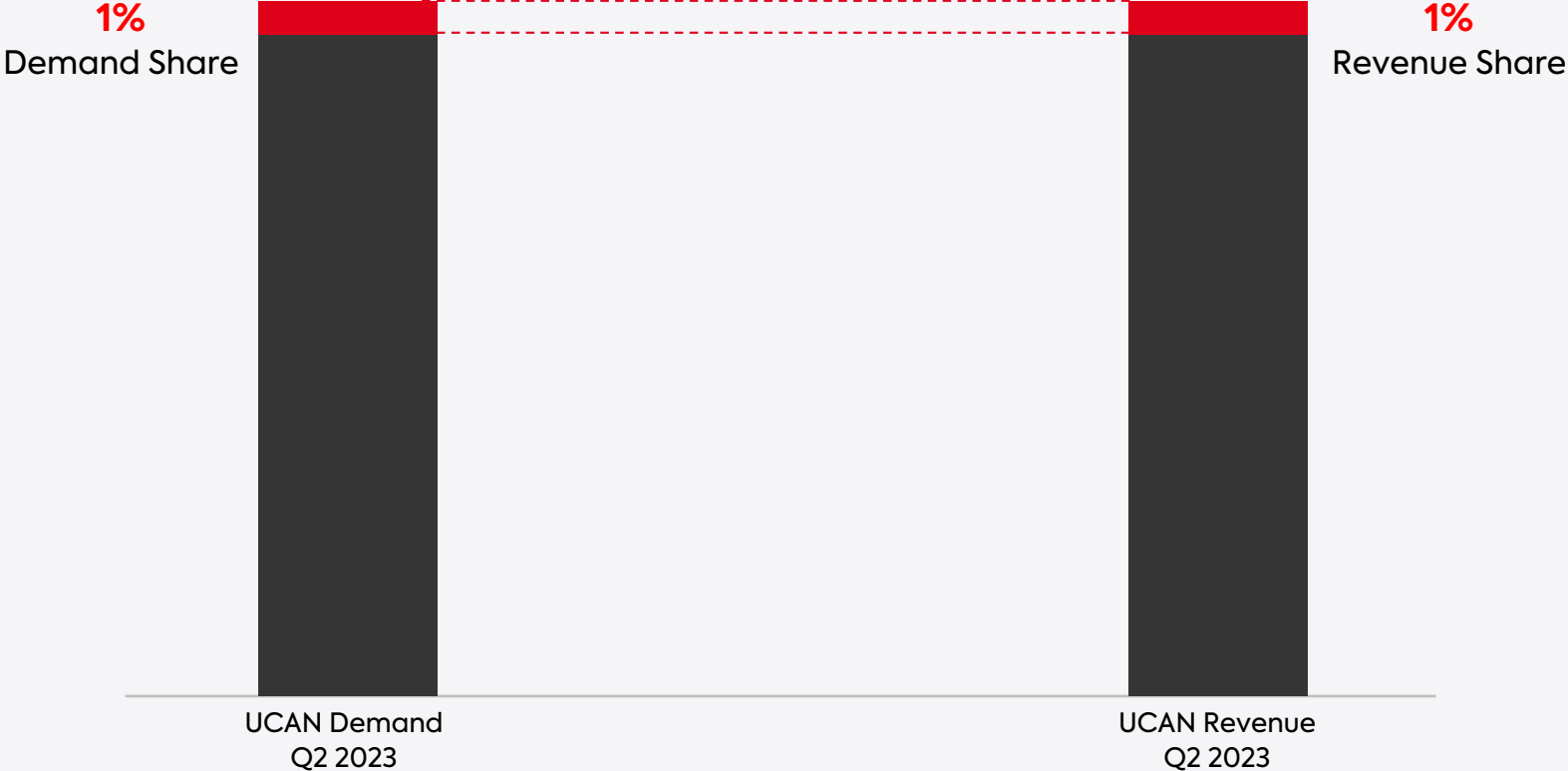
Demand Drives Revenue

Supply & demand drive pricing power & revenue for all platforms. Demand vs Netflix's self-reported subscriber numbers:

NETFLIX Demand drives subscriptions – Netflix figures for the 1st quarter of every year

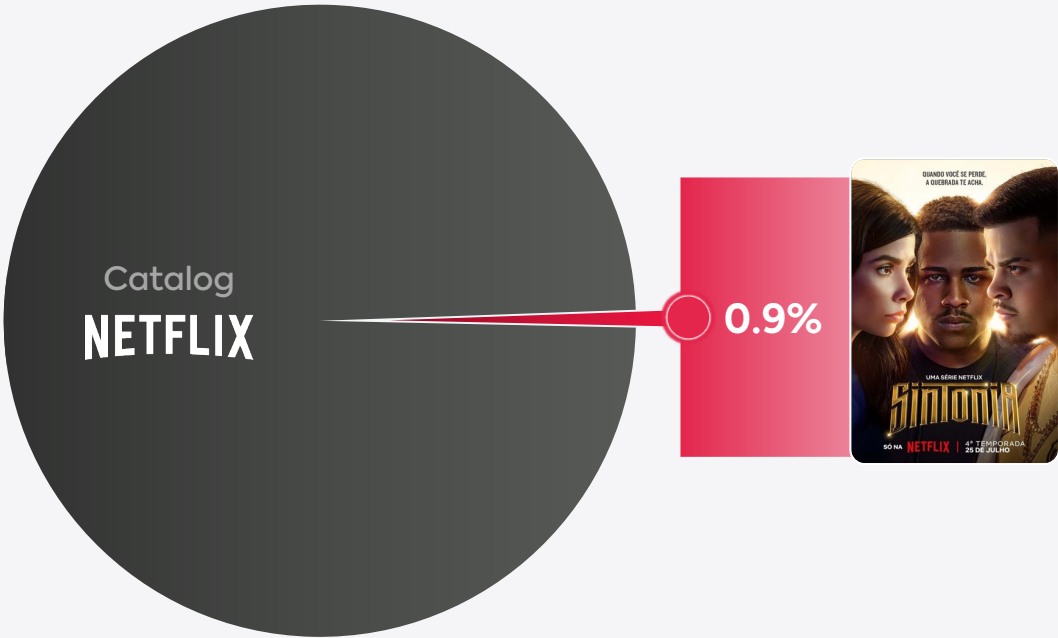


We can attribute 'x'% demand share to "x"% revenue share

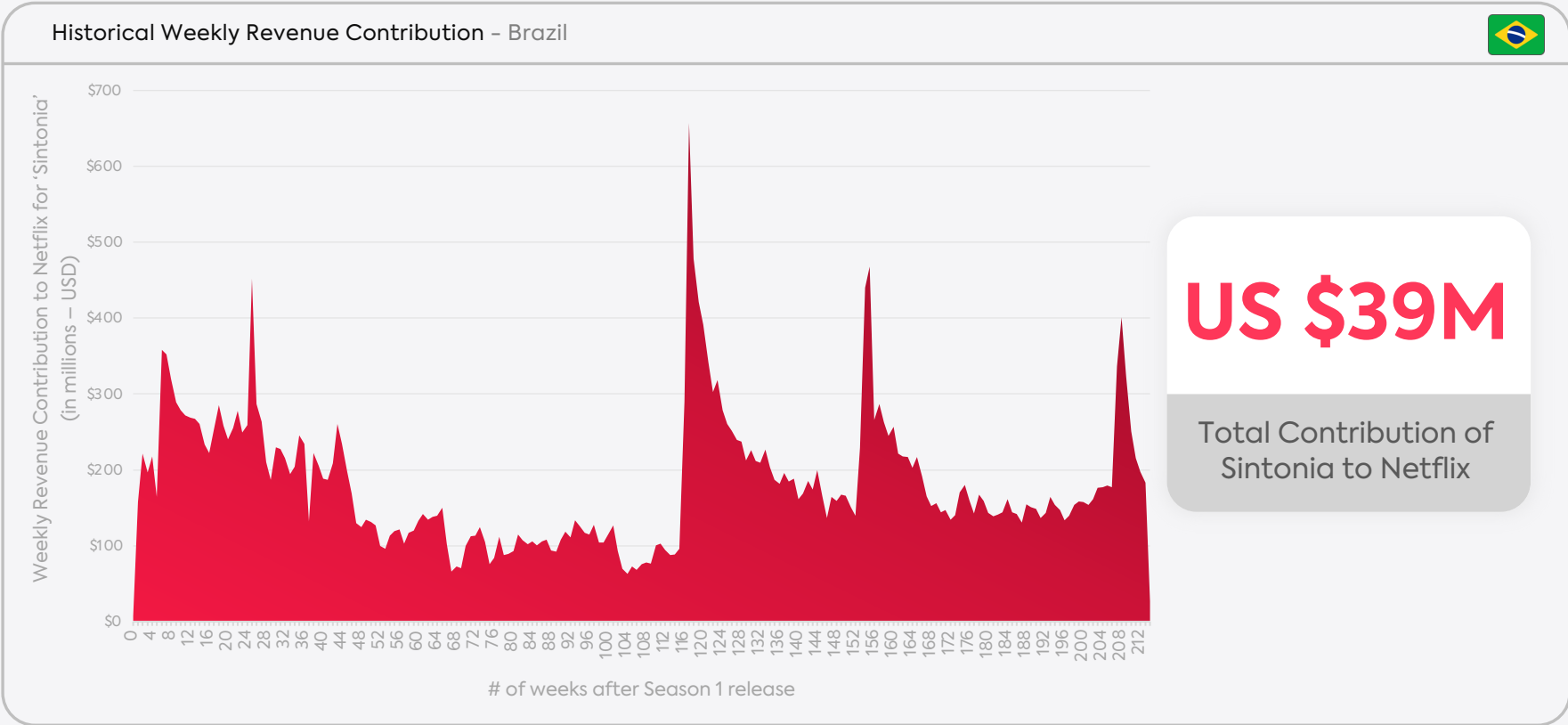


Sintonia generated 0.9% of the total demand on Netflix in Brazil in Q3 2023

Share of Demand, *Sintonia* vs. Netflix Catalog (TV Shows) – Brazil, Q3 2023

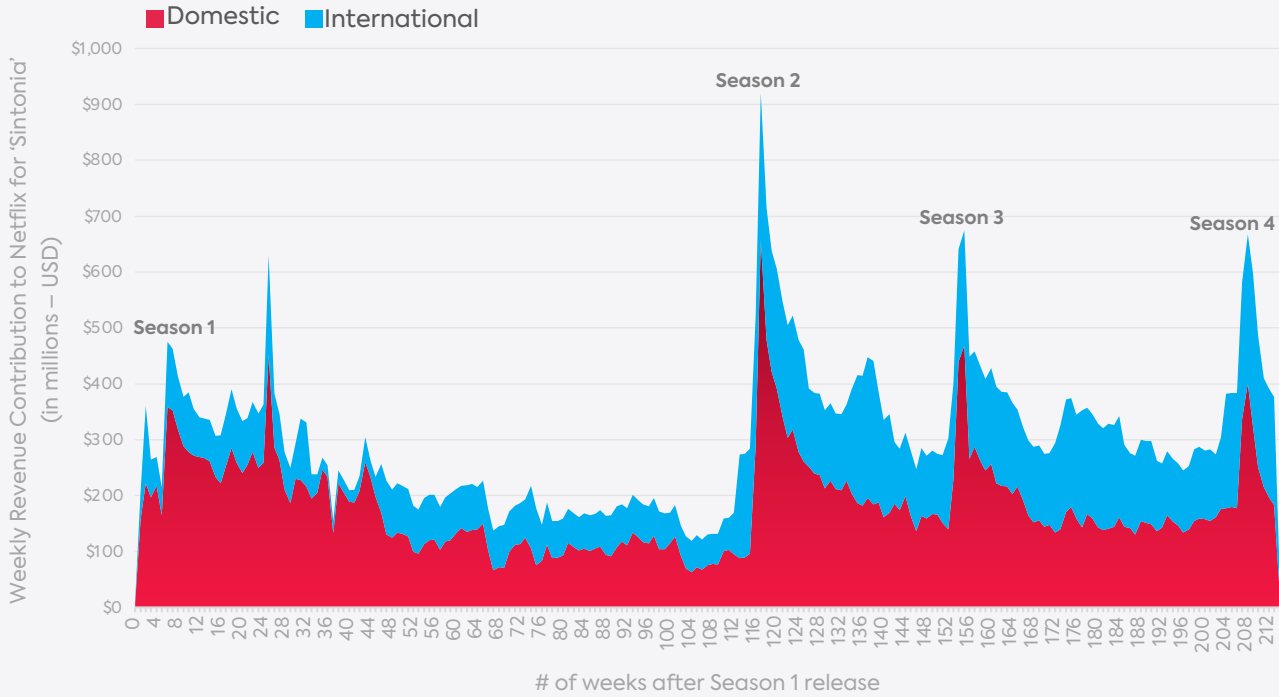


Sintonia's total contribution to Netflix's revenue in Brazil was \$39M

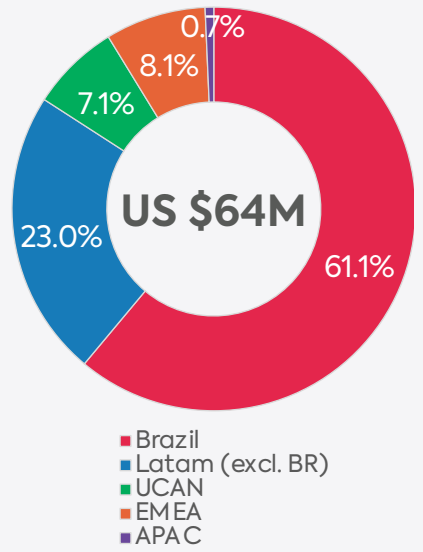


About 40% of the total revenue generated by *Sintonia* comes from markets outside Brazil

Historical Weekly Revenue Contribution by Region



Share of Revenue Contribution by Region



For Netflix Brazil, *Sintonia* is a powerful driver of engagement and retention

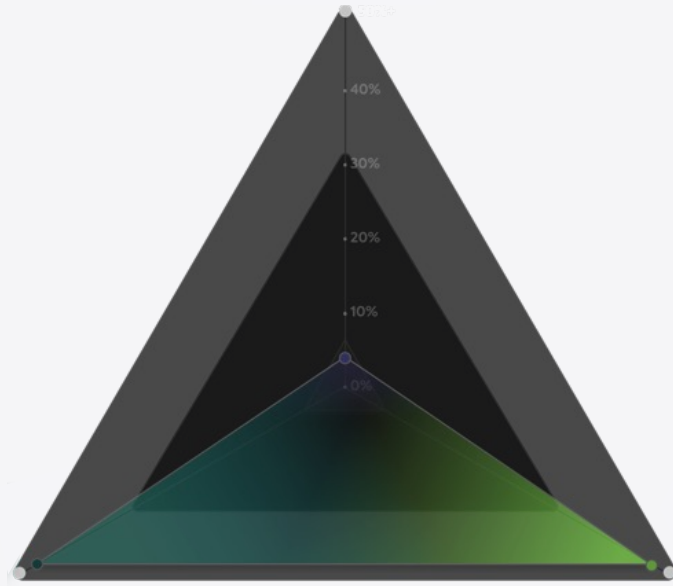


01 JUL – 15 SEP 2023



4%

Acquisition



48%

Engagement

48%

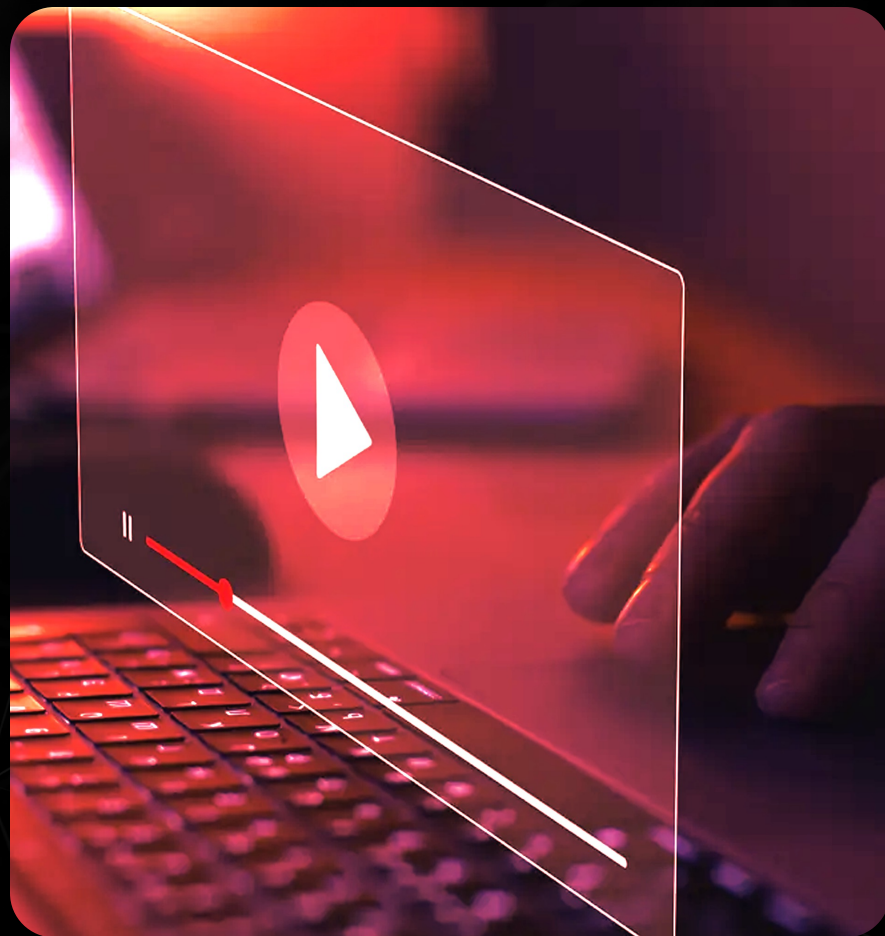
Retention

Trend #5

Need to understand the strategic role that each piece of content plays on a platform and its relative contribution

Bold Prediction #5

Streaming value drivers receive heightened importance in today's streaming wars





Thank You

For questions please contact:

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