

SEPTEMBER 2021

Welcome to the era of empirical measurement

# Is Binge Watching Over?

Understanding Consumer Demand  
for Series Release Strategies



ottx



# Are weekly releases starting to see a resurgence? Are we past peak binge?

## THE TIMES

We've reached peak binge: now viewers prefer an old-fashioned weekly hit



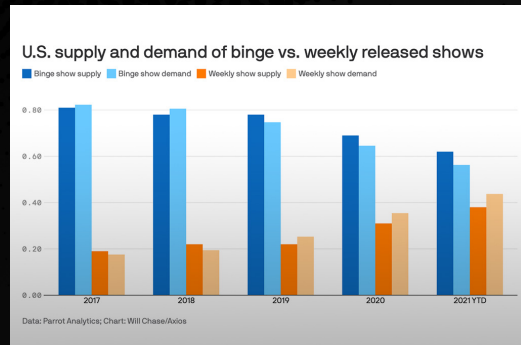
## Digital Spy.

Are we seeing the end of binge-watching? The weekly serial is back



## AXIOS

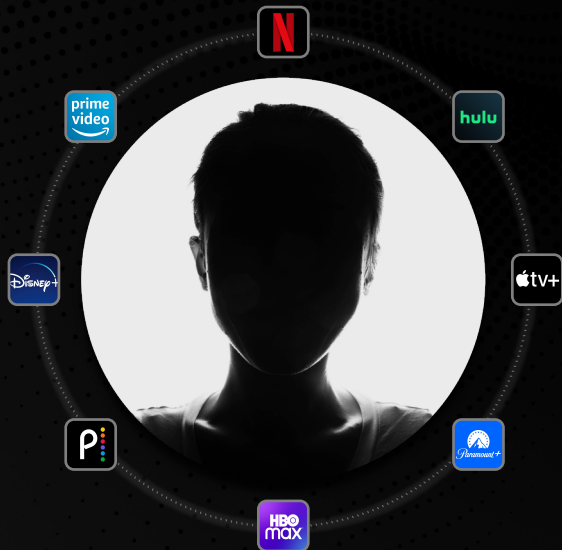
Bored of bingeing: Weekly streaming releases on the rise



# A show typically serves one of two purposes: **Acquisition** or **Retention**

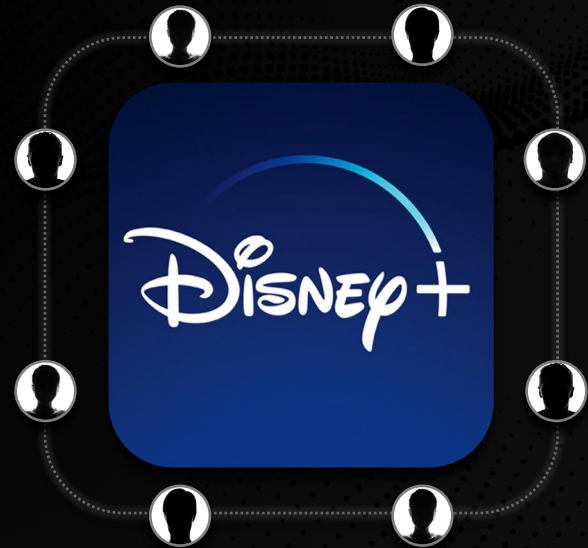
## Acquisition

Draws new viewers to a platform



## Retention

Keeps viewers on a platform



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## Acquisition

Draws new viewers to a platform



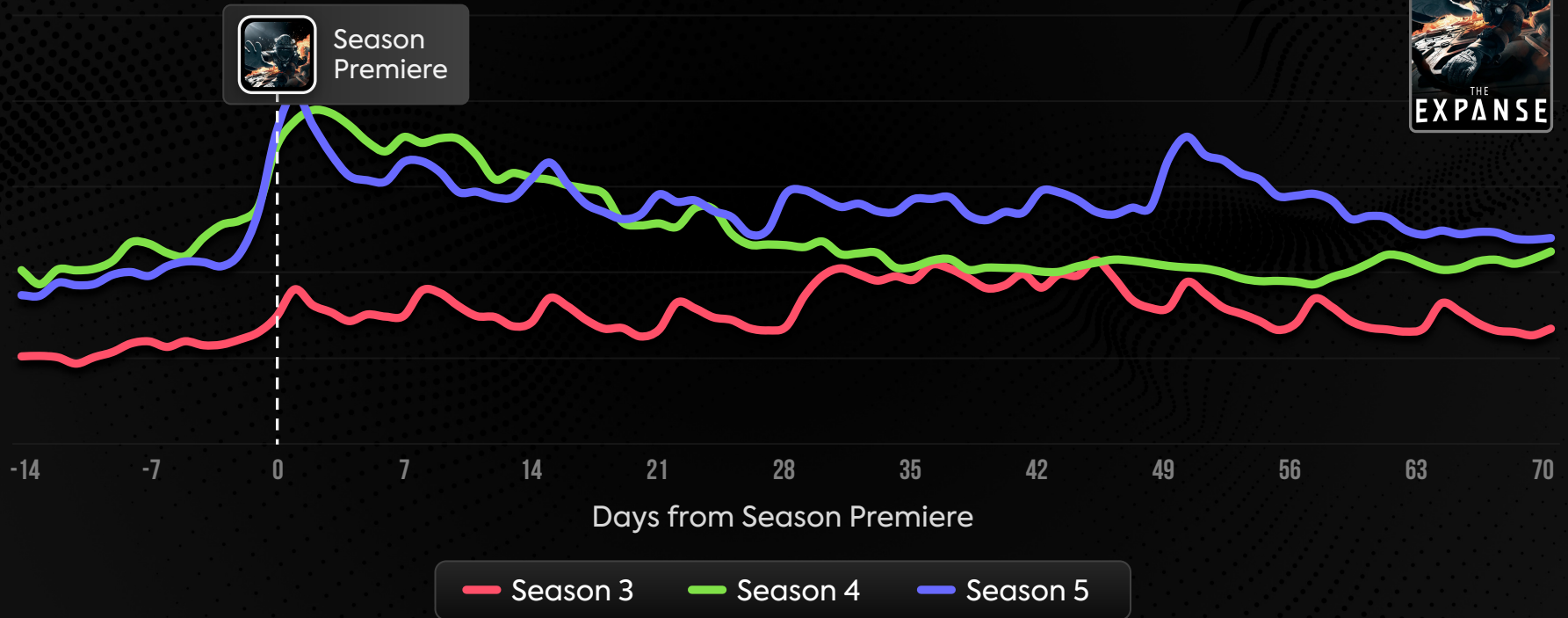
## Retention

Keeps viewers on a platform



# Release strategies measured by Demand

US Daily Demand of *The Expanse* by Season



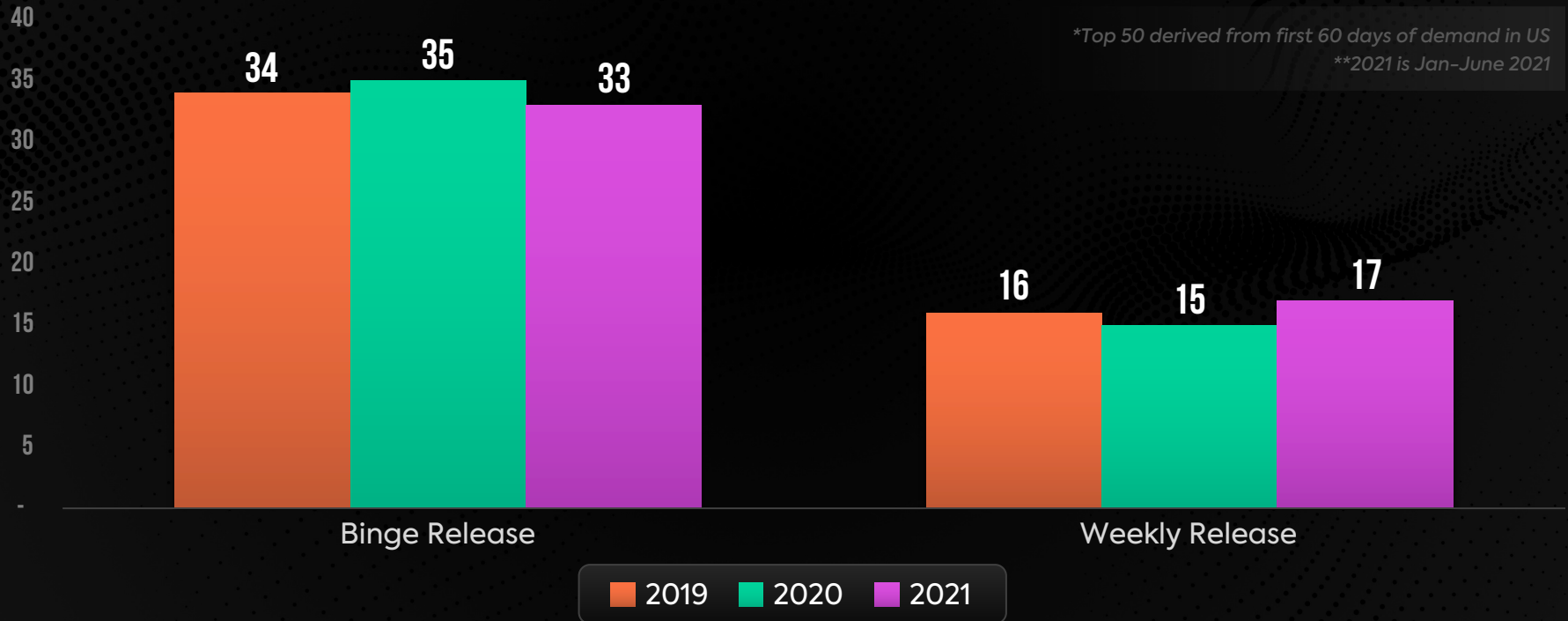
# Series Release Strategies Measured by Demand



# Top 50 New Series

## Supply

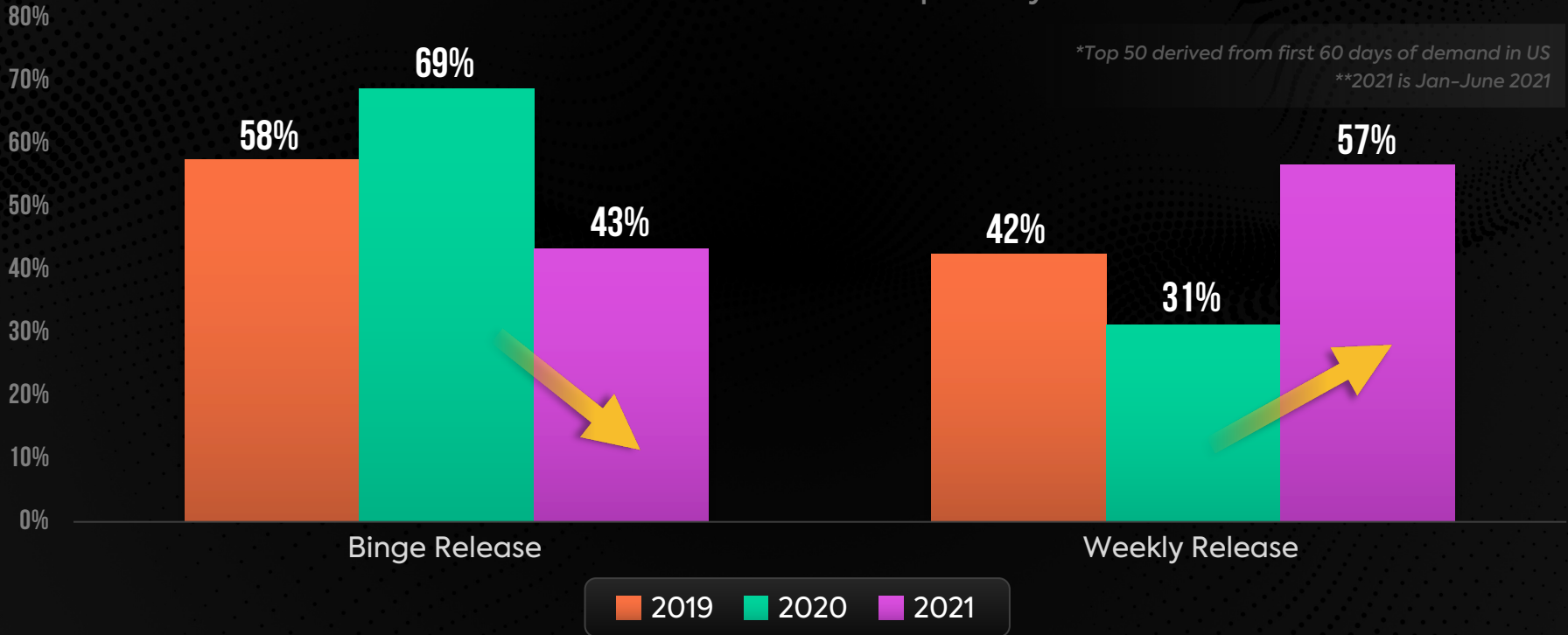
### Numbers of Titles by Year



# Top 50 New Series

## Demand

Share of the Demand of Top 50 by Year

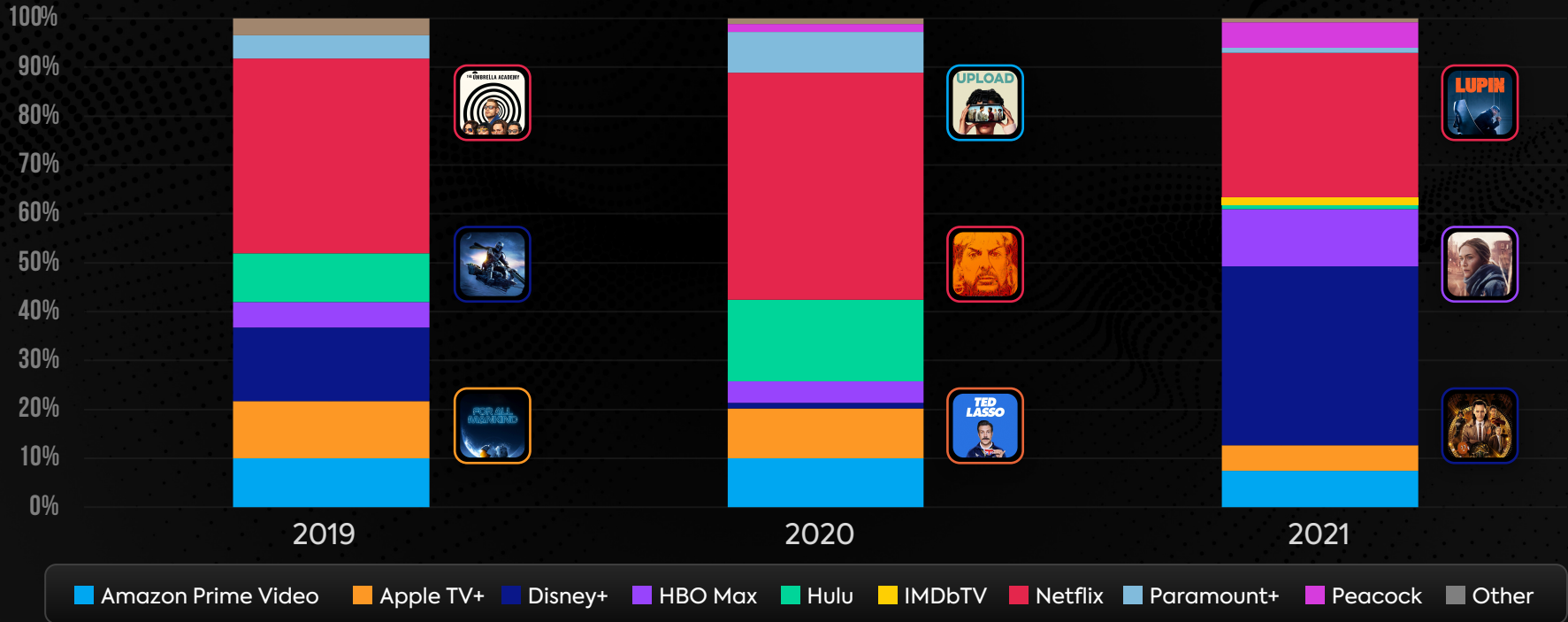




# Top 50 New Series

## Demand

Share of Demand of Top 50 by Platform

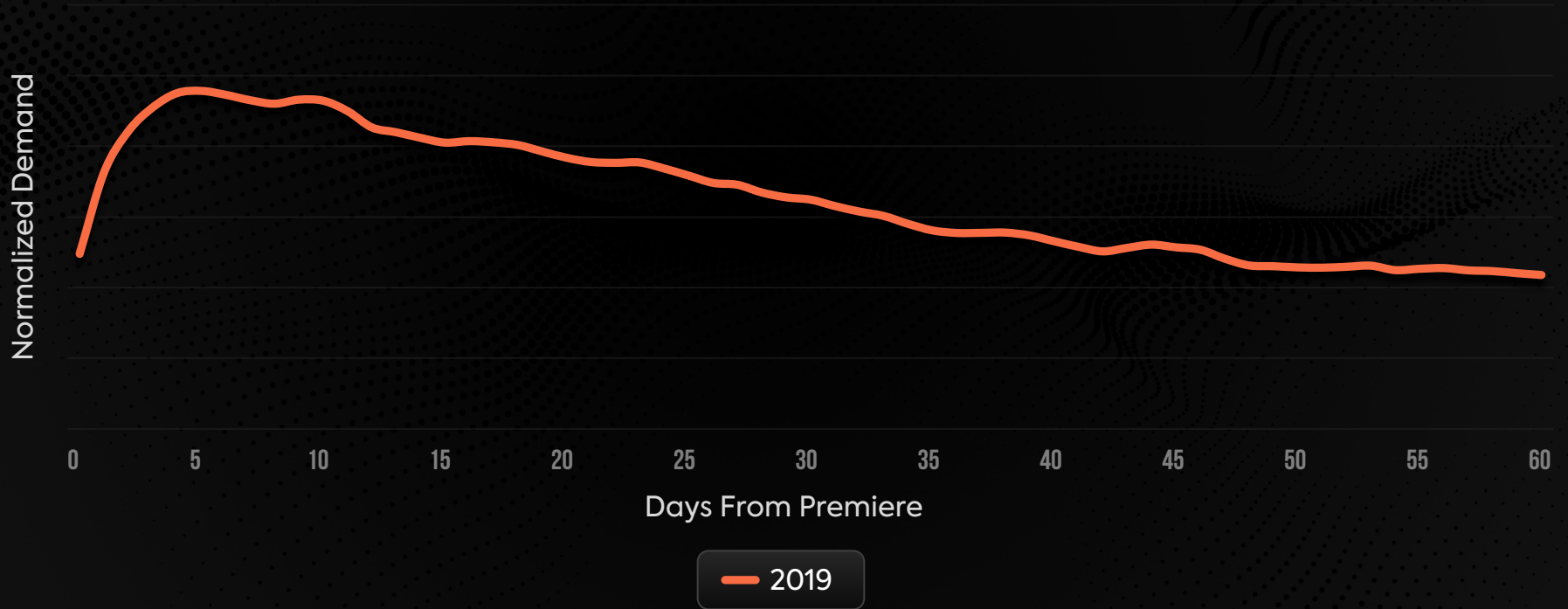


# A Closer Look at Demand for Binge Releases



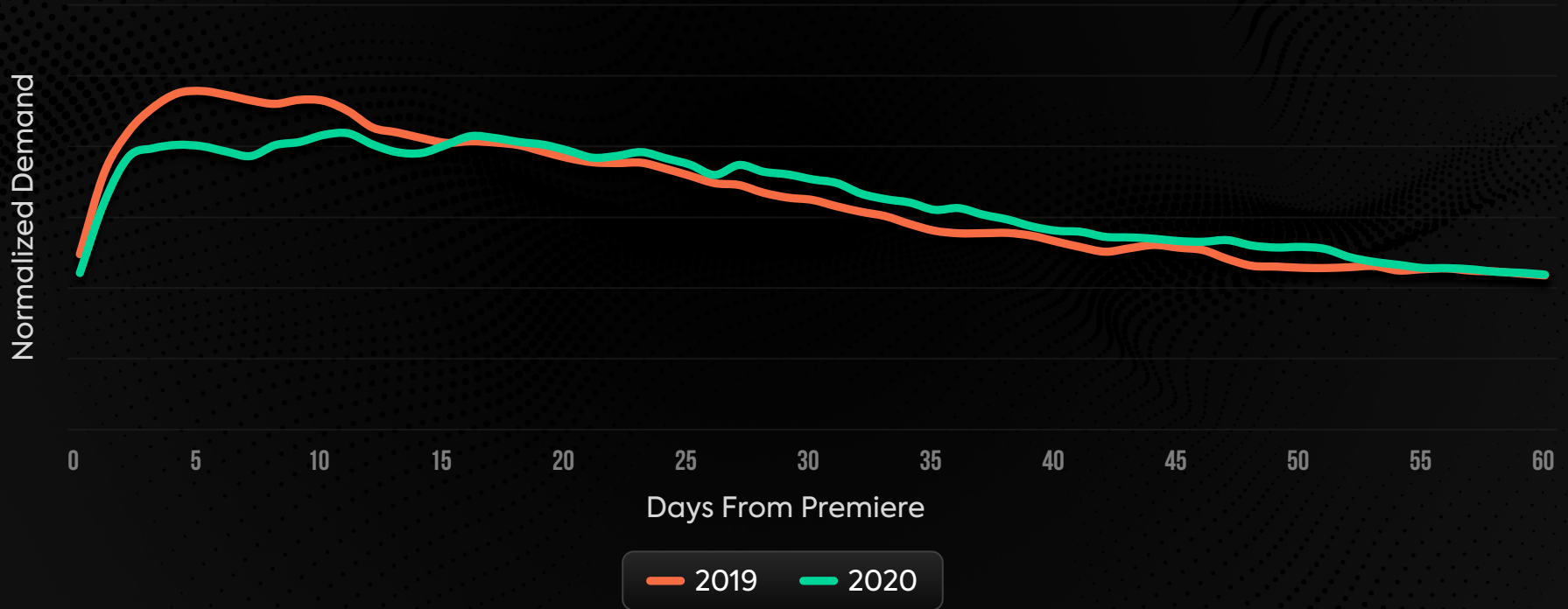
# Does demand for binge releases decay more quickly?

Average Daily Demand for Binge Releases



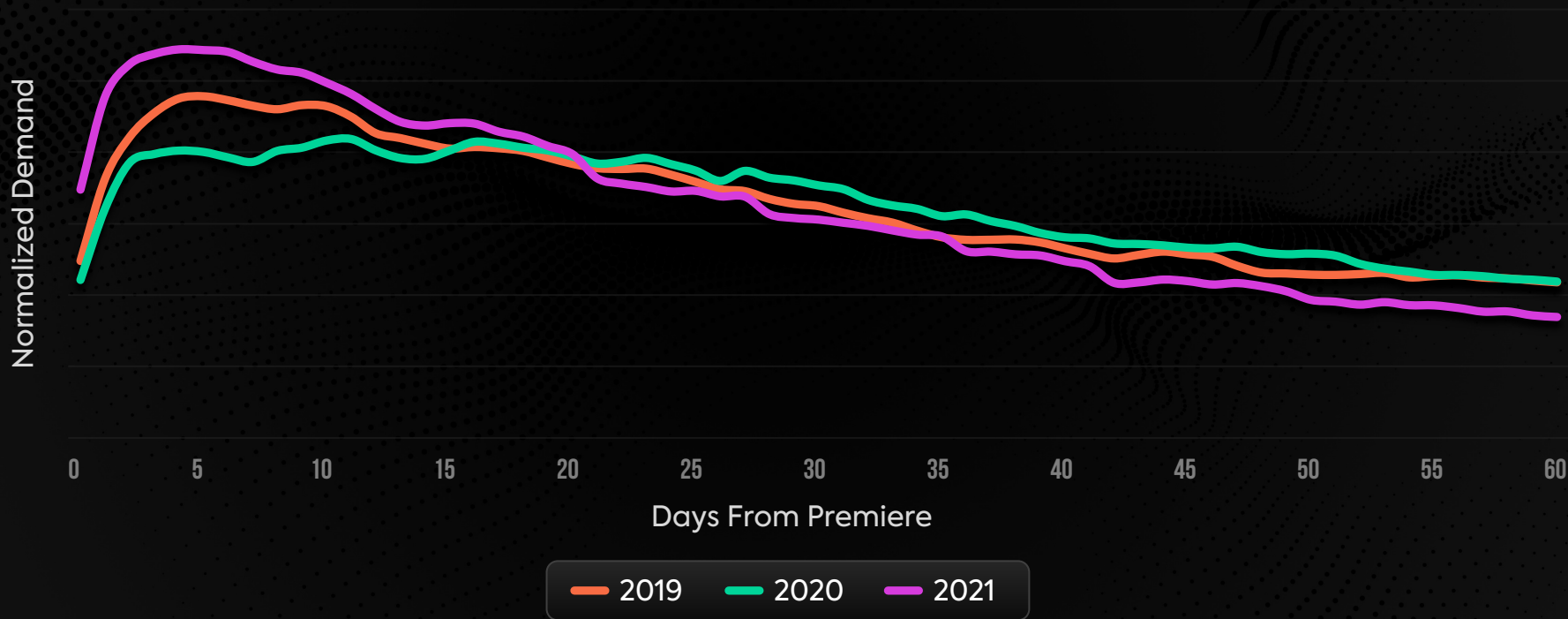
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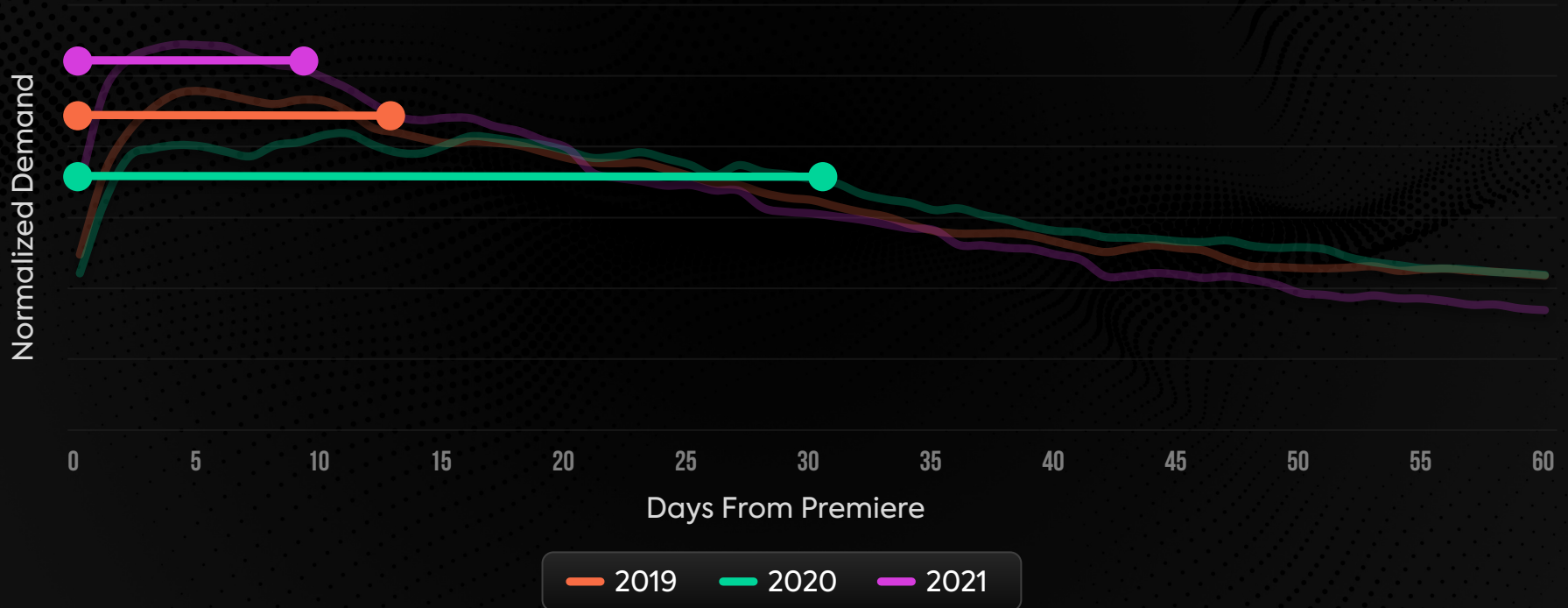
Average Daily Demand for Binge Releases



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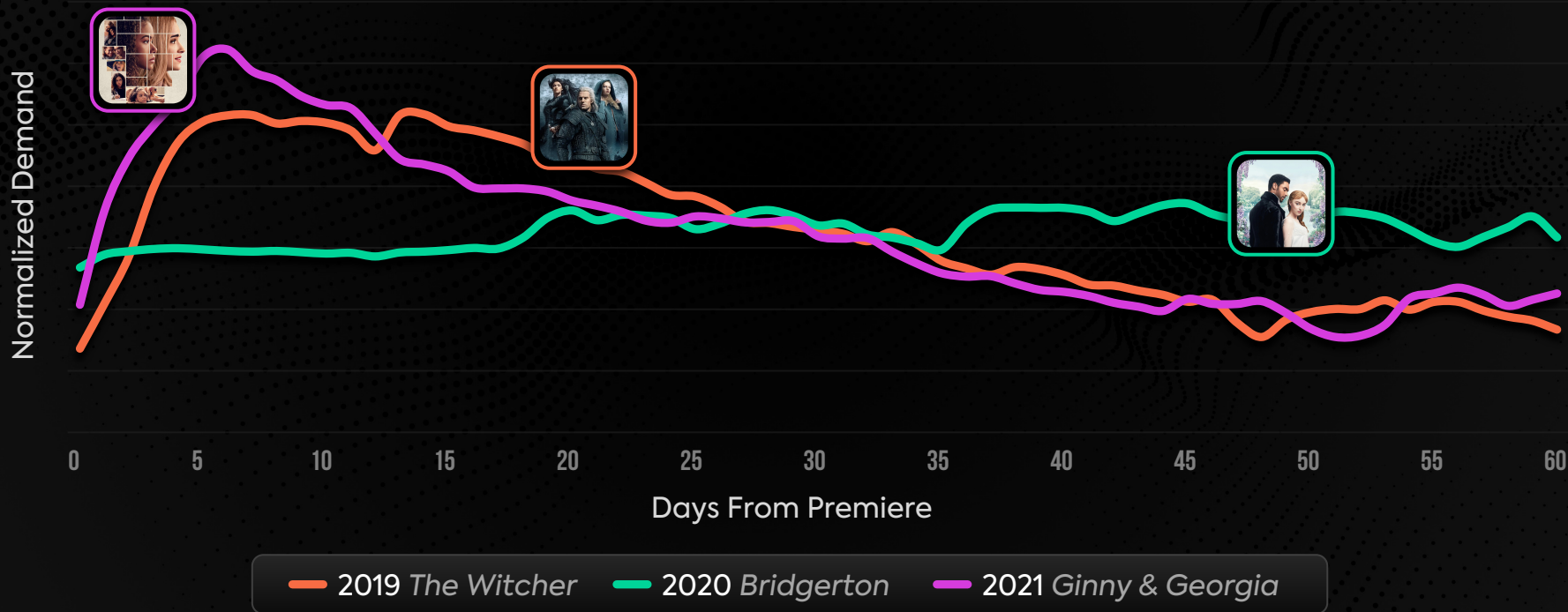
Binge releases now have a shorter half-life

Average Daily Demand for Binge Releases



# Binge Release Examples

## Average Daily Demand for Binge Releases





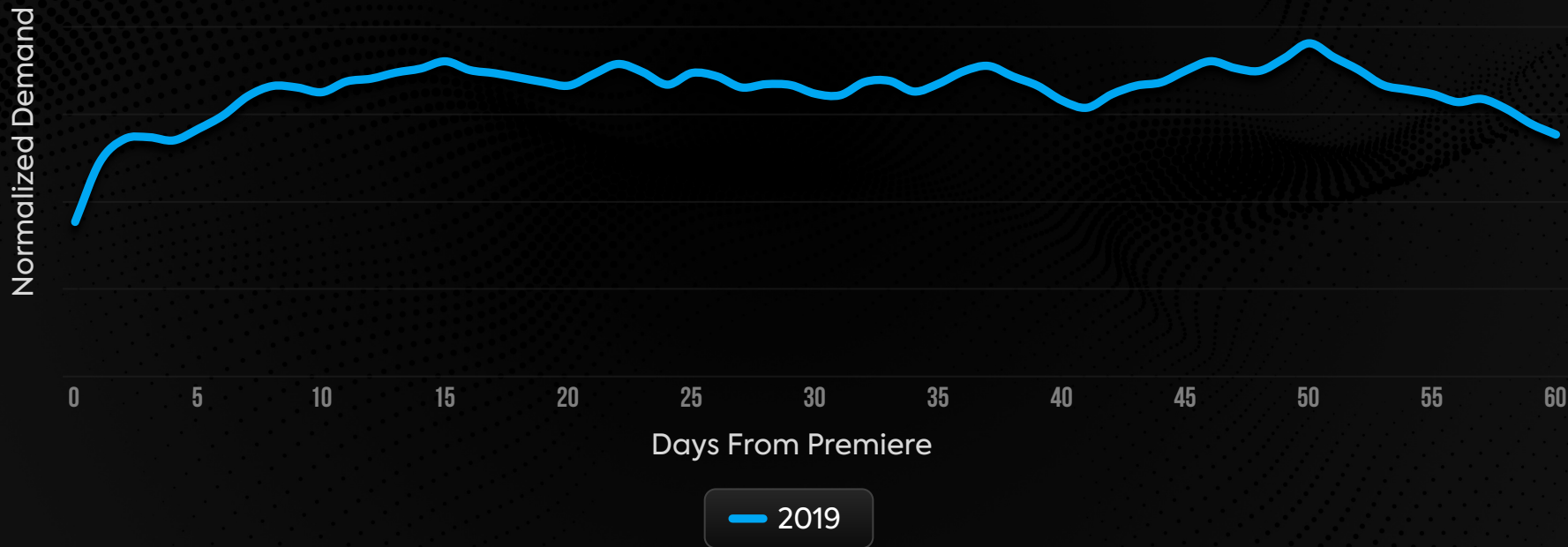
A woman in a police uniform, likely a detective, is shown in profile, looking back over her right shoulder. She is wearing a dark blue jacket with a police badge on the sleeve. The background is a blurred city street with buildings and trees, suggesting an urban environment. The lighting is warm, possibly from a low sun, creating a golden glow on the buildings and her hair.

# A Closer Look at Demand for **Weekly** Releases



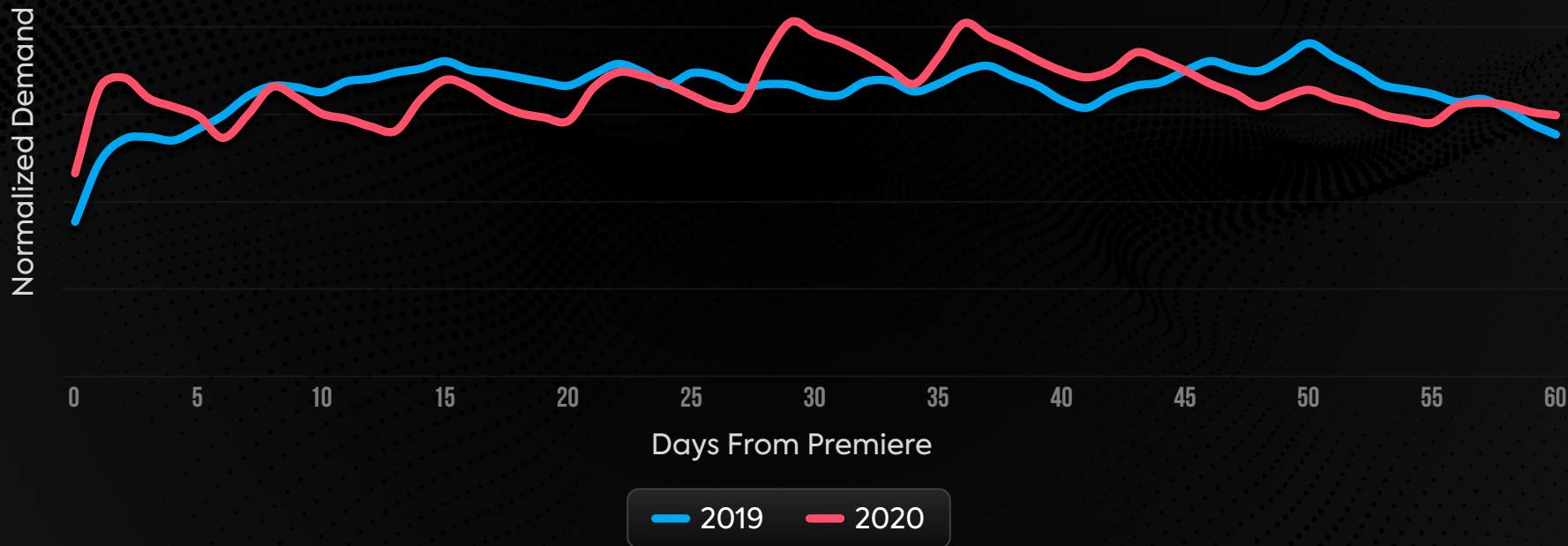
# Does demand for weekly releases grow over the duration of the season?

Average Daily Demand for Weekly Releases



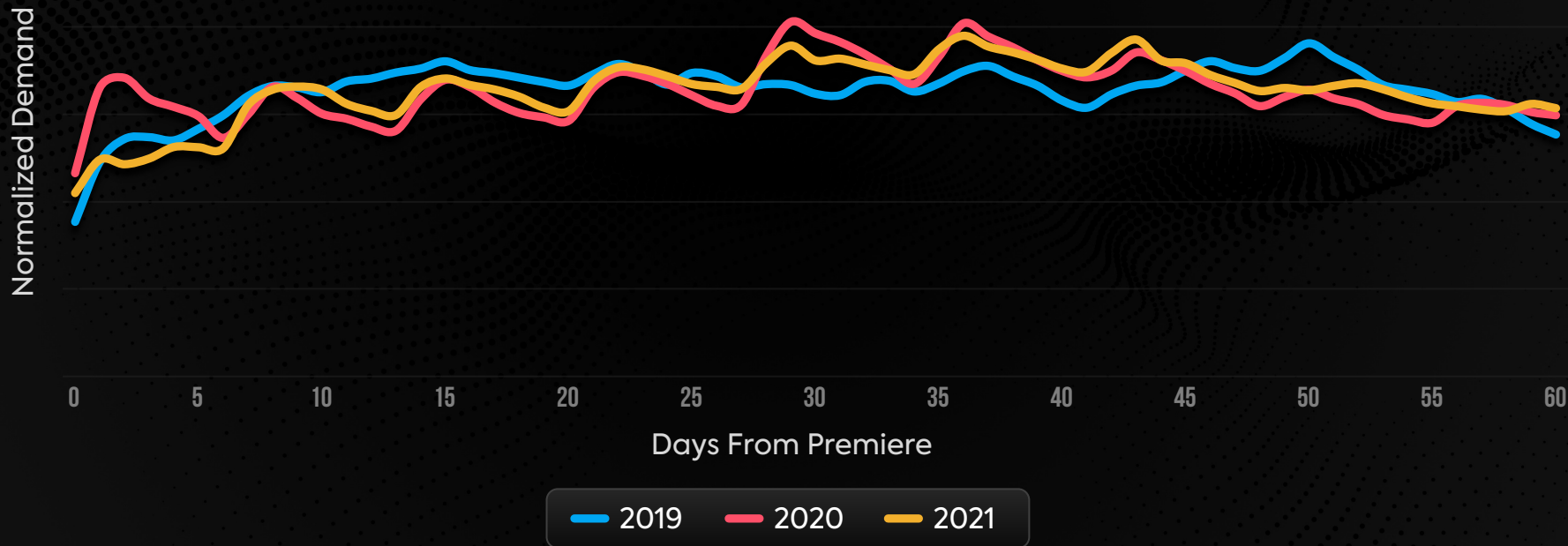
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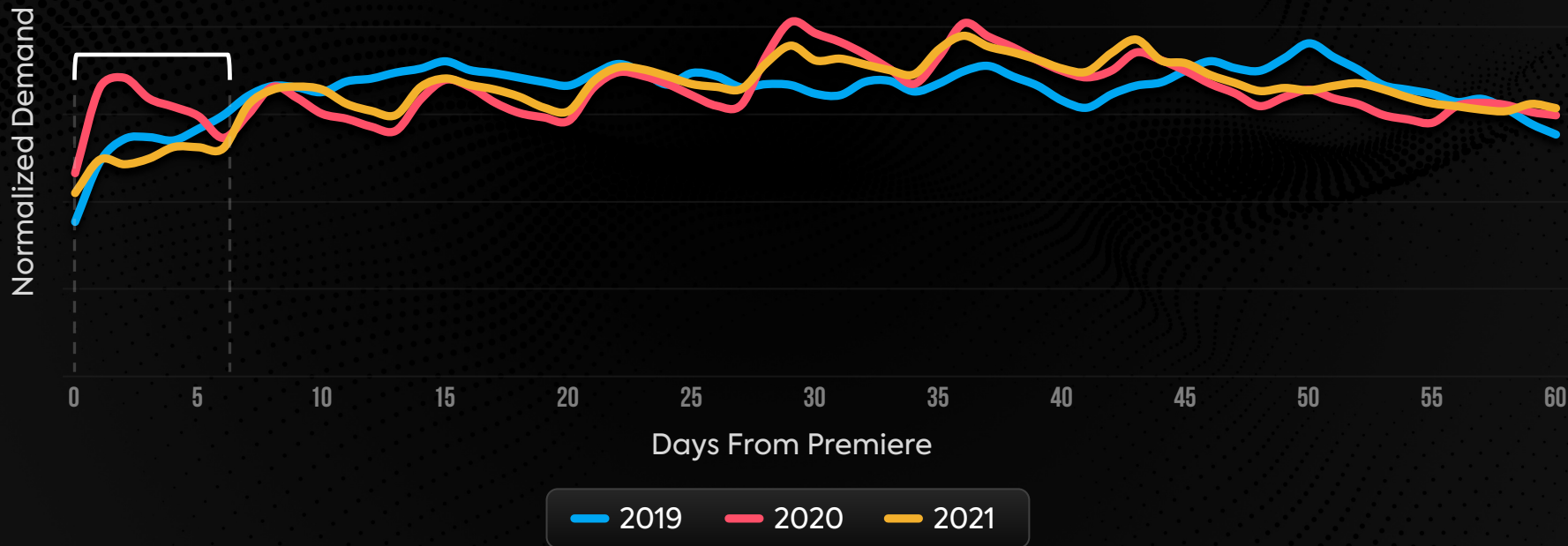
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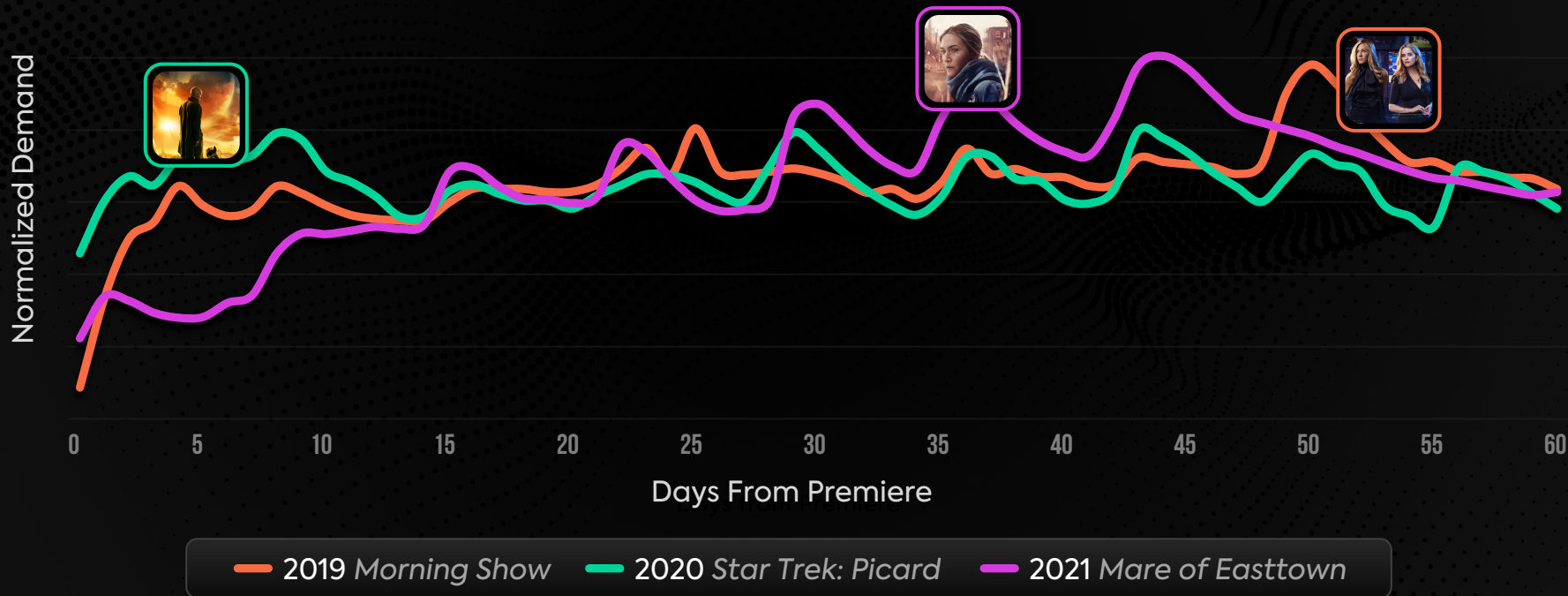
# Does demand for weekly releases grow over the duration of the season?

Average Daily Demand for Weekly Releases



# Weekly Release Examples

Average Daily Demand for Weekly Releases



# What's next for release strategies?

- How will mature platforms adapt? How will new entrants adapt?
- How will content (genres, talent) define the strategy?
- How does the evolving distribution of movies impact series releases?



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# Thank You

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Contact

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# Unlocking the magic of content in the attention economy

○ SOCIAL

○ GENOME

○ AFFINITY

BRAND ○ ○ TRENDS

GENRE ○ ○ TRAVELABILITY

TITLE ○

PLATFORM ○ ○ DEMAND

MARKET ○

TIME ○

○ DEMOGRAPHICS

○ SENTIMENT

○ DISCOVERY

○ RECOMMENDATIONS

SCIENCE



ART

