Welcome to the era of empirical measurement

Is Binge Watching Over?
Understanding Consumer Demand for Series Release Strategies
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 binging: Weekly streaming releases on the rise

![Graph showing U.S. supply and demand of binge vs. weekly released shows](chart)
A show typically serves one of two purposes: **Acquisition** or **Retention**

**Acquisition**
- Draws new viewers to a platform

**Retention**
- Keeps viewers on a platform
A show typically serves one of two purposes: **Acquisition** or **Retention**

**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

Days from Season Premiere

- Season 3
- Season 4
- Season 5
Series Release Strategies Measured by Demand
Top 50 New Series

Supply

Numbers of Titles by Year

*Top 50 derived from first 60 days of demand in US
**2021 is Jan-June 2021

<table>
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Top 50 New Series

Share of the Demand of Top 50 by Year

*Binge Release*
- 2019: 58%
- 2020: 69%
- 2021: 43%

*Weekly Release*
- 2019: 42%
- 2020: 31%
- 2021: 57%

*Top 50 derived from first 60 days of demand in US
**2021 is Jan-June 2021*
A Closer Look at Demand for Binge Releases
Does demand for binge releases decay more quickly?

Average Daily Demand for Binge Releases

Days From Premiere

Normalized Demand
Does demand for binge releases decay more quickly?

Chart Title

Average Daily Demand for Binge Releases

Normalized Demand

Days From Premiere

2019

2020
Does demand for binge releases decay more quickly?

Average Daily Demand for Binge Releases

Days From Premiere

Normalized Demand

- Orange: 2019
- Teal: 2020
- Purple: 2021
Does demand for binge releases decay more quickly?

Binge releases now have a shorter half-life

Average Daily Demand for Binge Releases
Binge Release Examples

Average Daily Demand for Binge Releases

Normalized Demand

Days From Premiere

2019 The Witcher
2020 Bridgerton
2021 Ginny & Georgia
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

Days From Premiere

Normalized Demand

2019
Does demand for weekly releases grow over the duration of the season?

Average Daily Demand for Weekly Releases

Chart Title

Days From Premiere

Normalized Demand

2019  2020
Does demand for weekly releases grow over the duration of the season?

Average Daily Demand for Weekly Releases
Does demand for weekly releases grow over the duration of the season?

Average Daily Demand for Weekly Releases

Days From Premiere

Normalized Demand

2019  2020  2021
Weekly Release Examples

Average Daily Demand for Weekly Releases

- 2019 Morning Show
- 2020 Star Trek: Picard
- 2021 Mare of Easttown
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?
Thank You

Contact

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Unlocking the magic of content in the attention economy