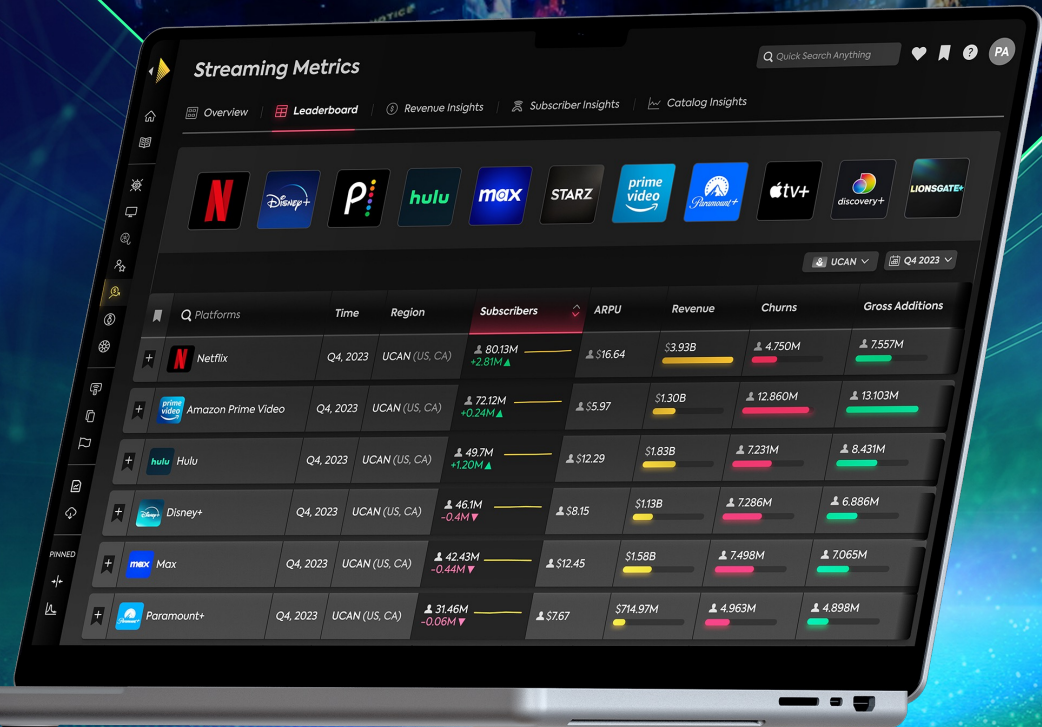




Measuring Global Performance of Streaming Services

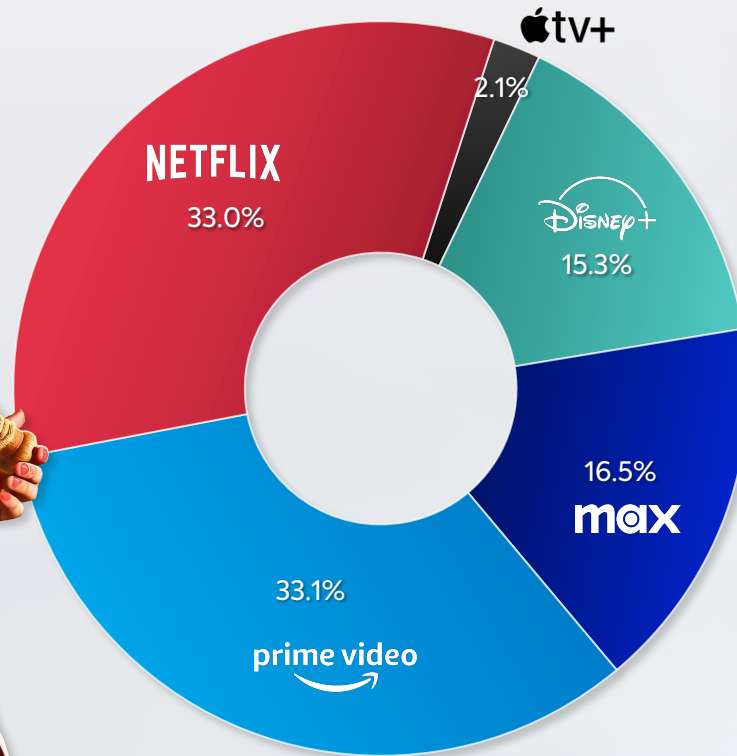
ottx



Demand of **global** streaming services



Global | Q3 2024

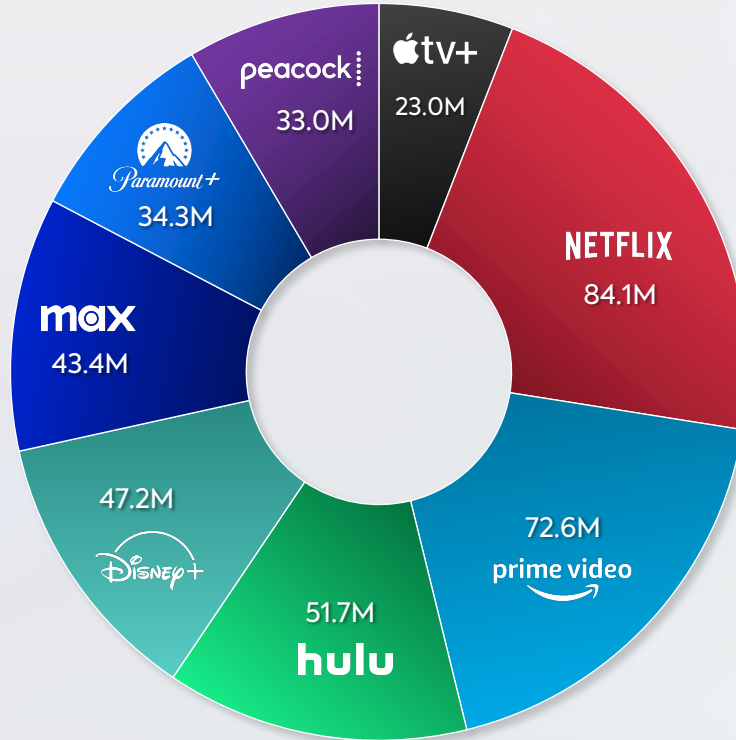


- Netflix
- Disney+
- Apple TV+
- Max
- Prime Video

Subscribers of streaming services in UCAN

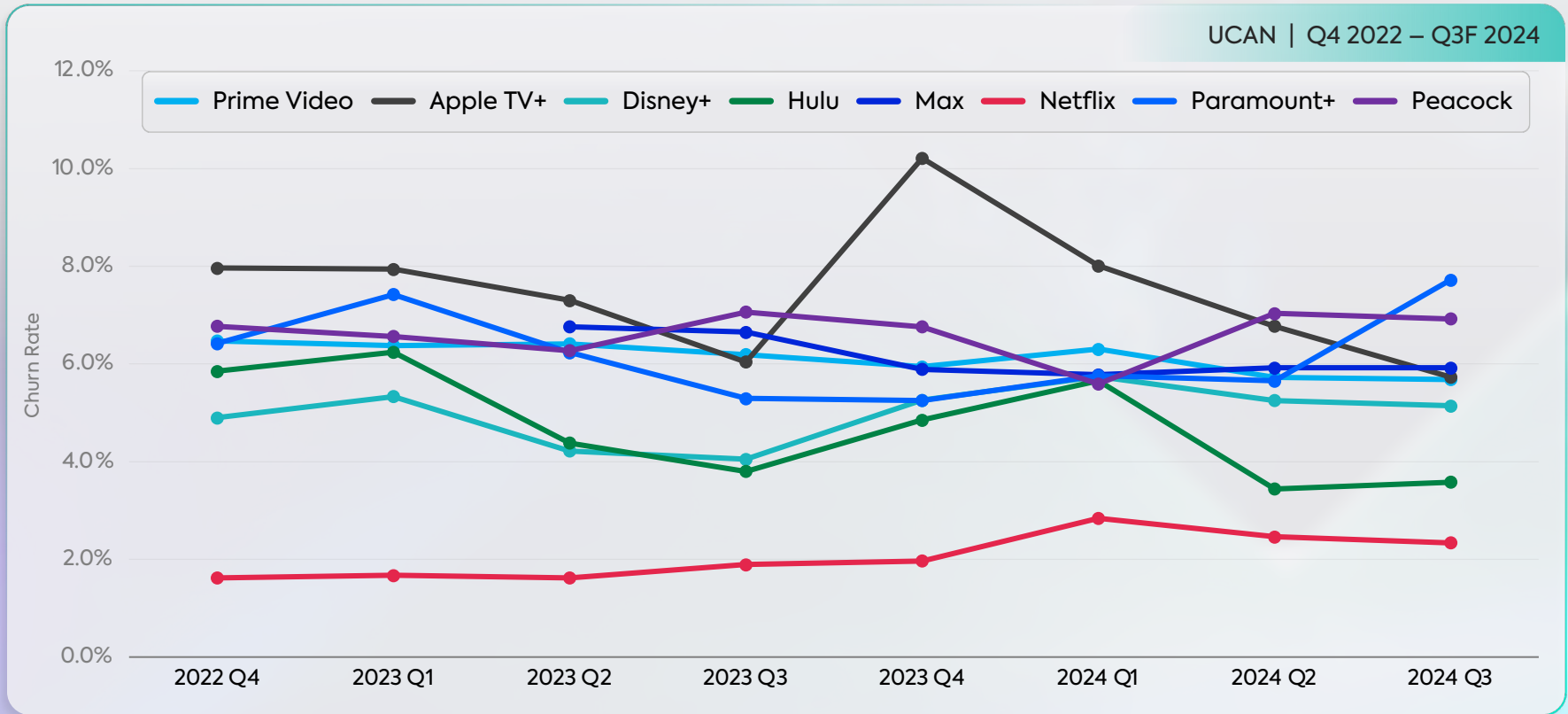


UCAN | Q3 2024



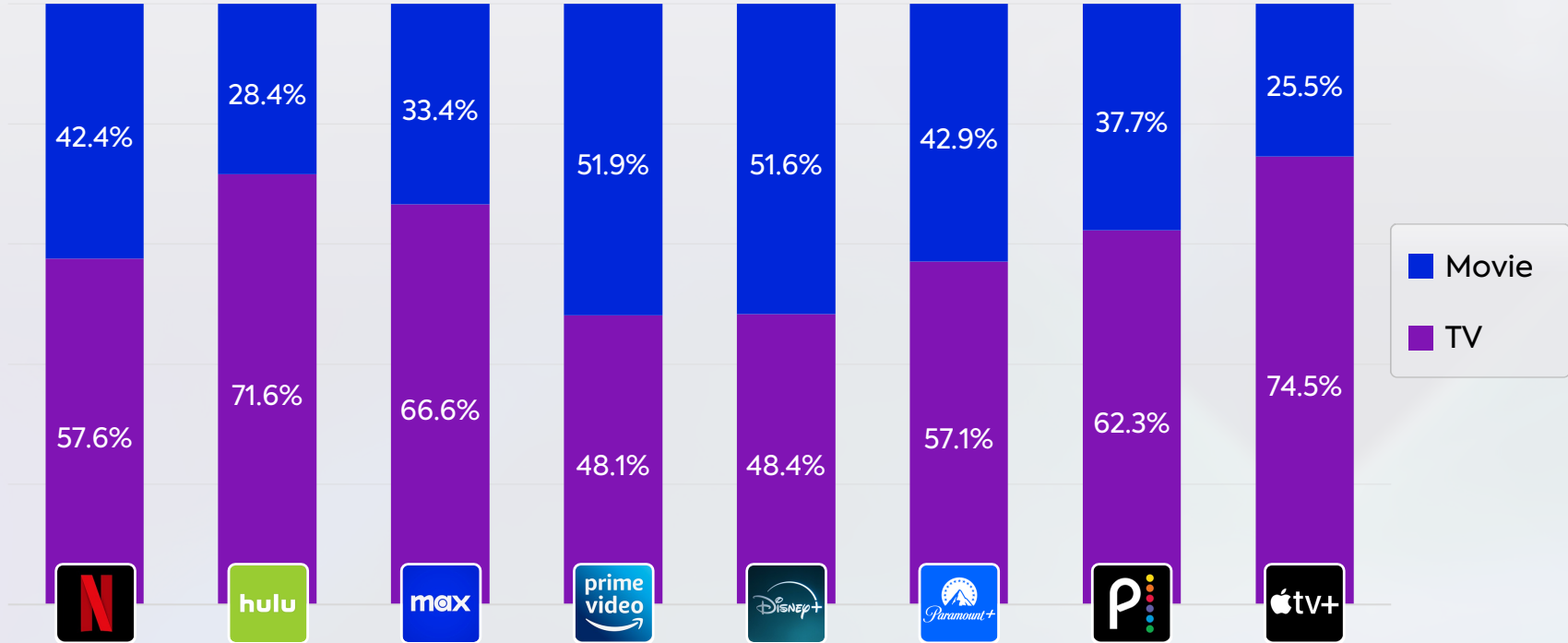
- Apple TV+
- Netflix
- Prime Video
- Hulu
- Disney+
- Max
- Paramount+
- Peacock

Churn Analysis – Main UCAN Streaming Platforms



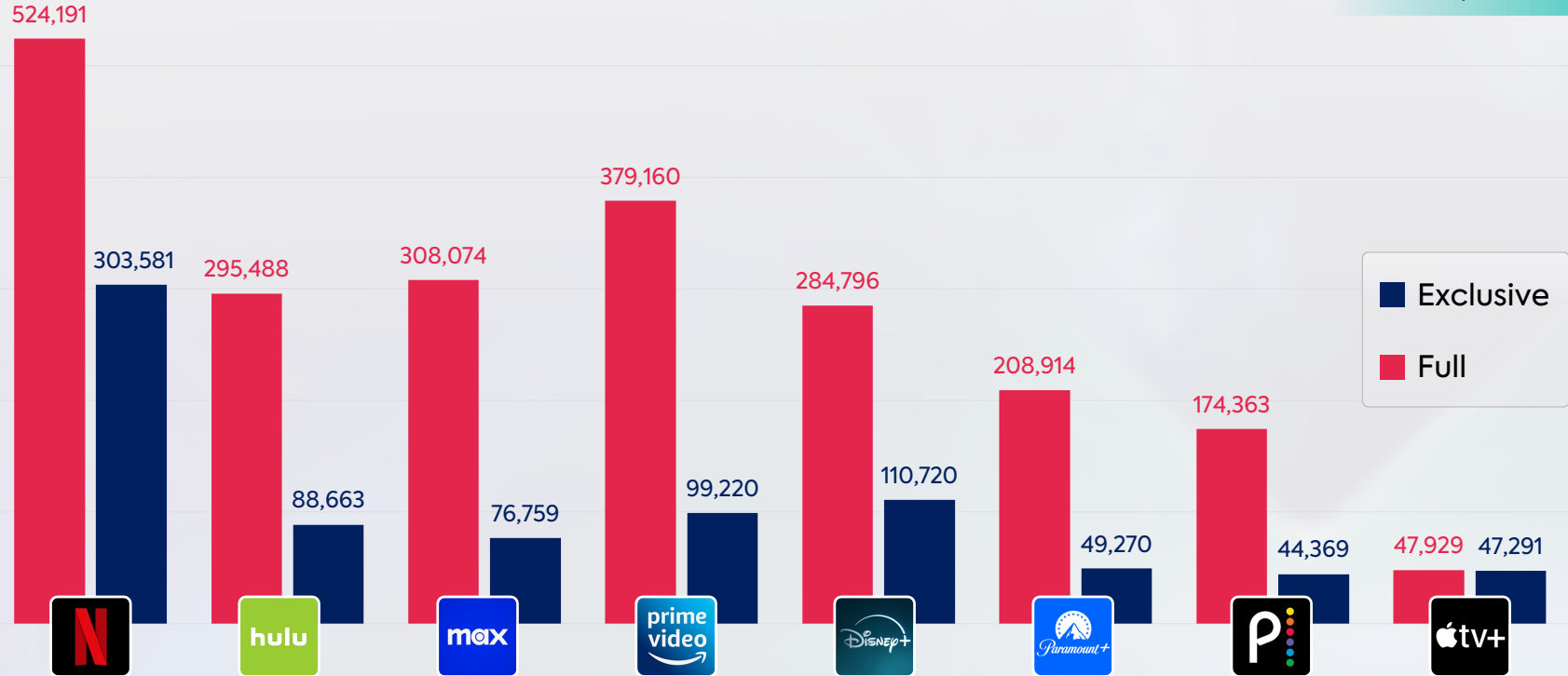
UCAN Demand – TV & Movie Full Catalog by Platform

UCAN | Q3F 2024



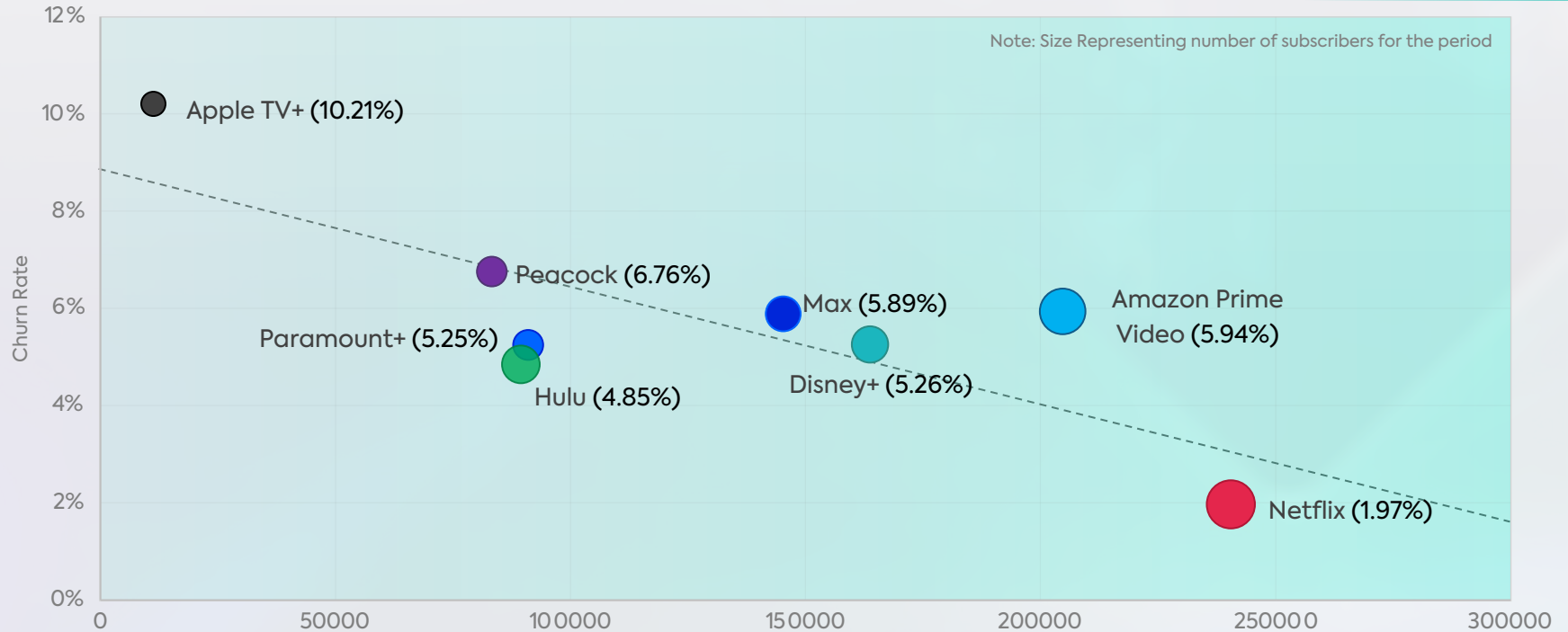
UCAN Demand – Exclusive vs. Full Catalog by Platform

UCAN | Q4 2023



Exclusive TV Demand vs. Churn Across Platforms

UCAN | Q4 2024



...but the growth of streaming originals is declining

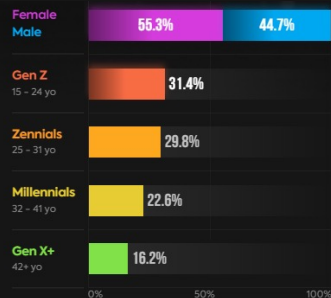


Platform originals behind Netflix retention success

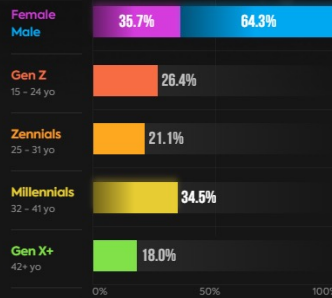
Global | Q2 2024

Q2 2024
SUBSCRIBER RETENTION CONTRIBUTION
(vs. entire catalog)

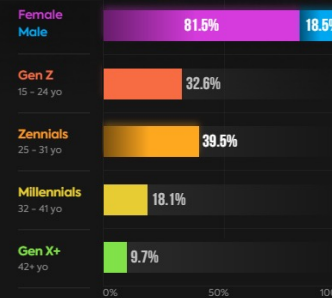
Netflix Full catalog



Cobra Kai



Bridgerton





Thank You

Jaime Otero

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