

May 2024

Content Warsaw


Future Trends 2024



WE NOW LIVE IN THE

THE ATTENTION ECONOMY

What is Demand? Quick Recap



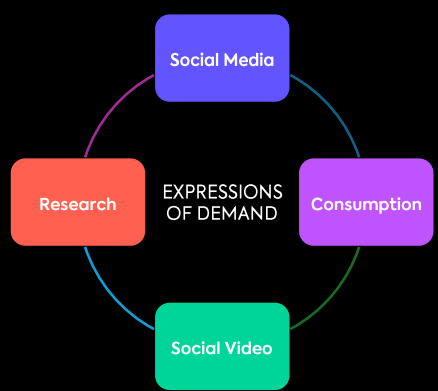
TIME & ATTENTION ARE A FINITE RESOURCE

- PLATFORM PROLIFERATION
- AUDIENCE FRAGMENTATION
- INEFFECTIVE TRADITIONAL AUDIENCE MEASUREMENT

We capture the behavior of **2 billion** consumers around the world

We clean, enrich, and combine all digital signals users emit for content into **a single metric** and weighting by the time and effort it takes for each interaction

We provide the world's only global audience demand measurement system quantifying the **value of content, talent & all forms of IP**



CONSUMER JOURNEY IS MUCH MORE COMPLEX THAN BEFORE

Demand System:

Higher

Creative Participation

Active Consumption

Deep Research

Social Encouragement

Public Posting

Expressing an Opinion

Subscribing to Updates

Indicating Interest

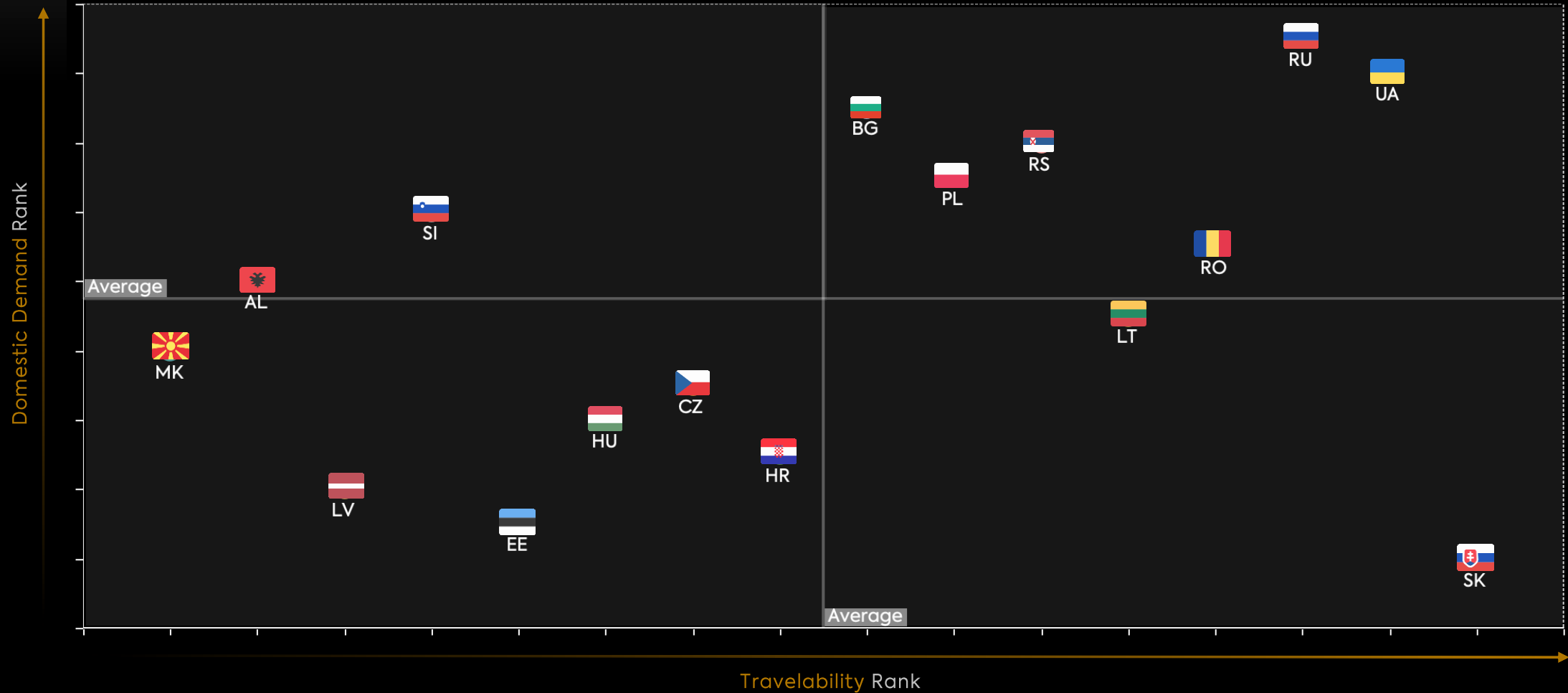
Passive Impressions

Lower

Weight of Demand

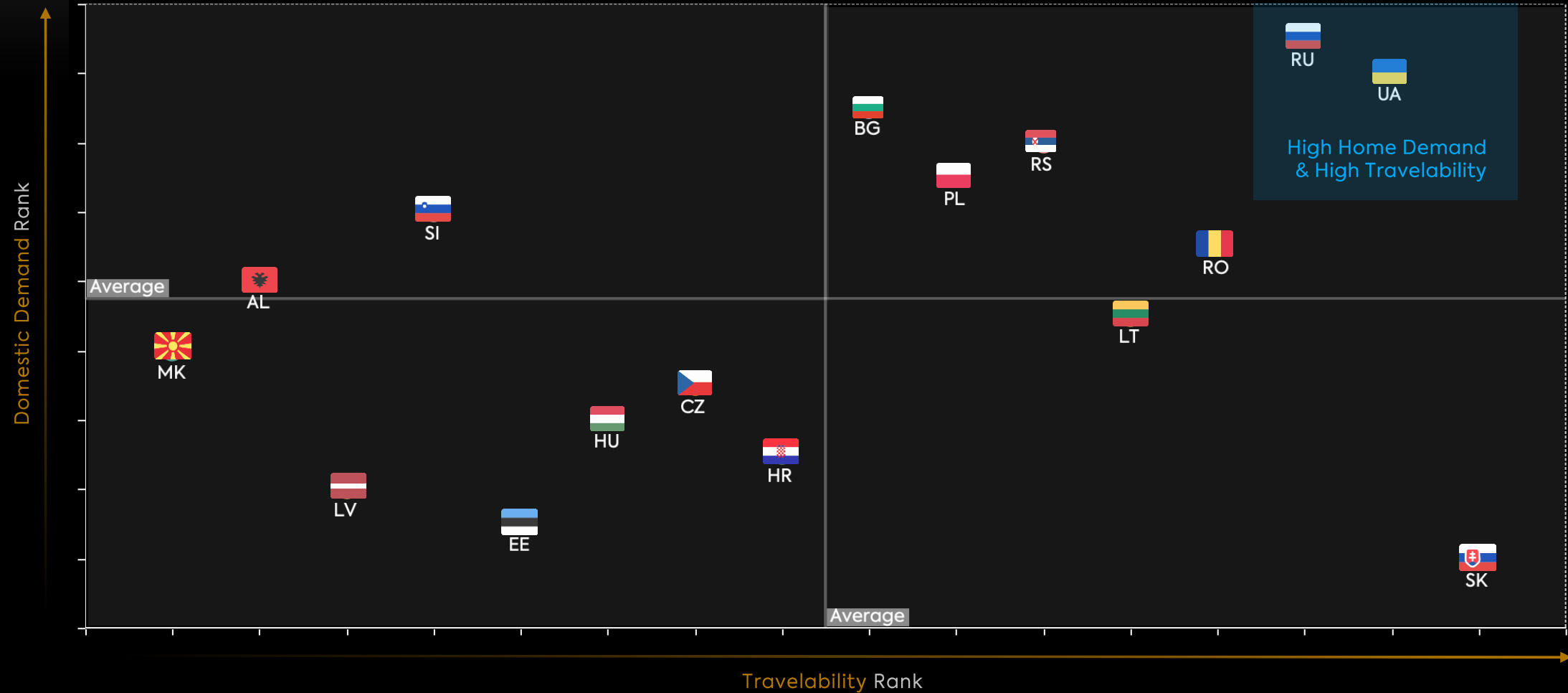
Uncovering CEE markets who produce stories which resonate globally

The Travelability of Local Originating Content



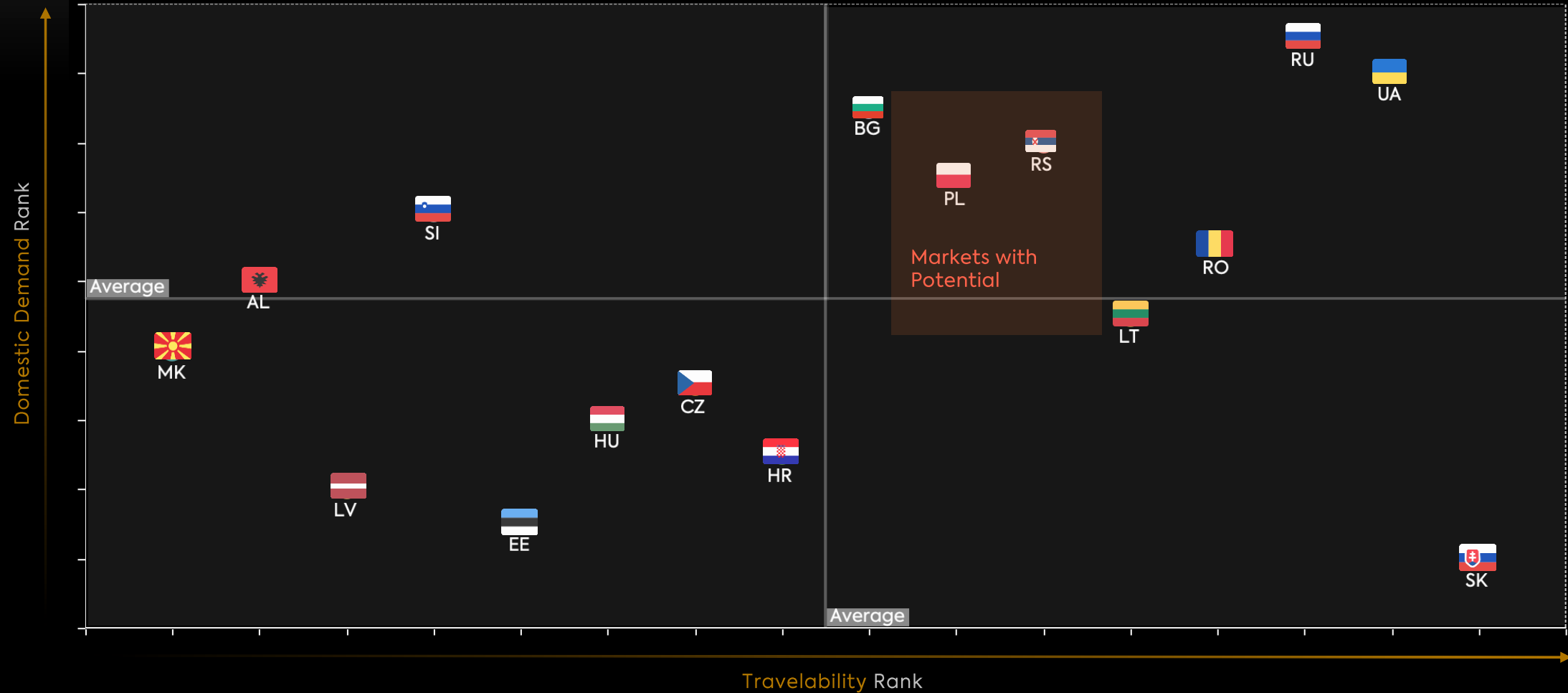
Content from **Russia** and **Ukraine** exhibit the highest levels of travelability

The Travelability of Local Originating Content



Poland and Serbia are markets who deliver shows with international potential

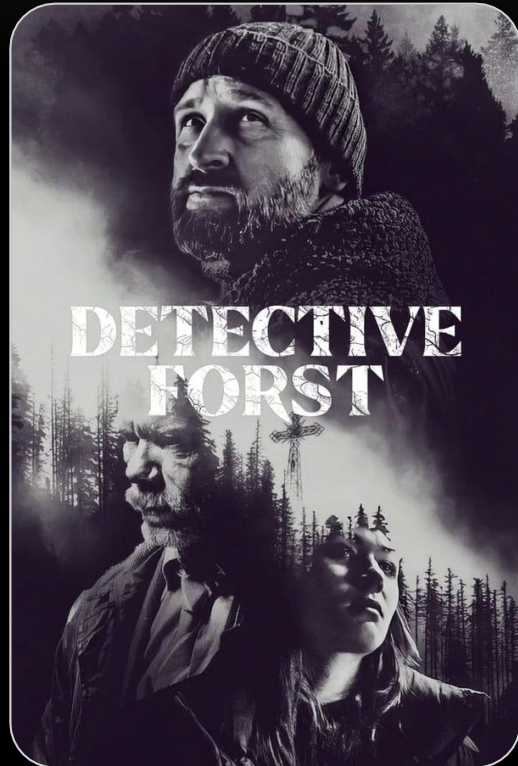
The Travelability of Local Originating Content



Most popular content from **Poland** comes from a variety of different sources



Spotlight on Poland



NETFLIX



CANAL+



TVP
TELEWIZJA POLSKA



tvn

The story is similar in **Serbia**, coming from both Pay TV & Public Service Channels



Spotlight on Serbia



SUPERSTAR TV



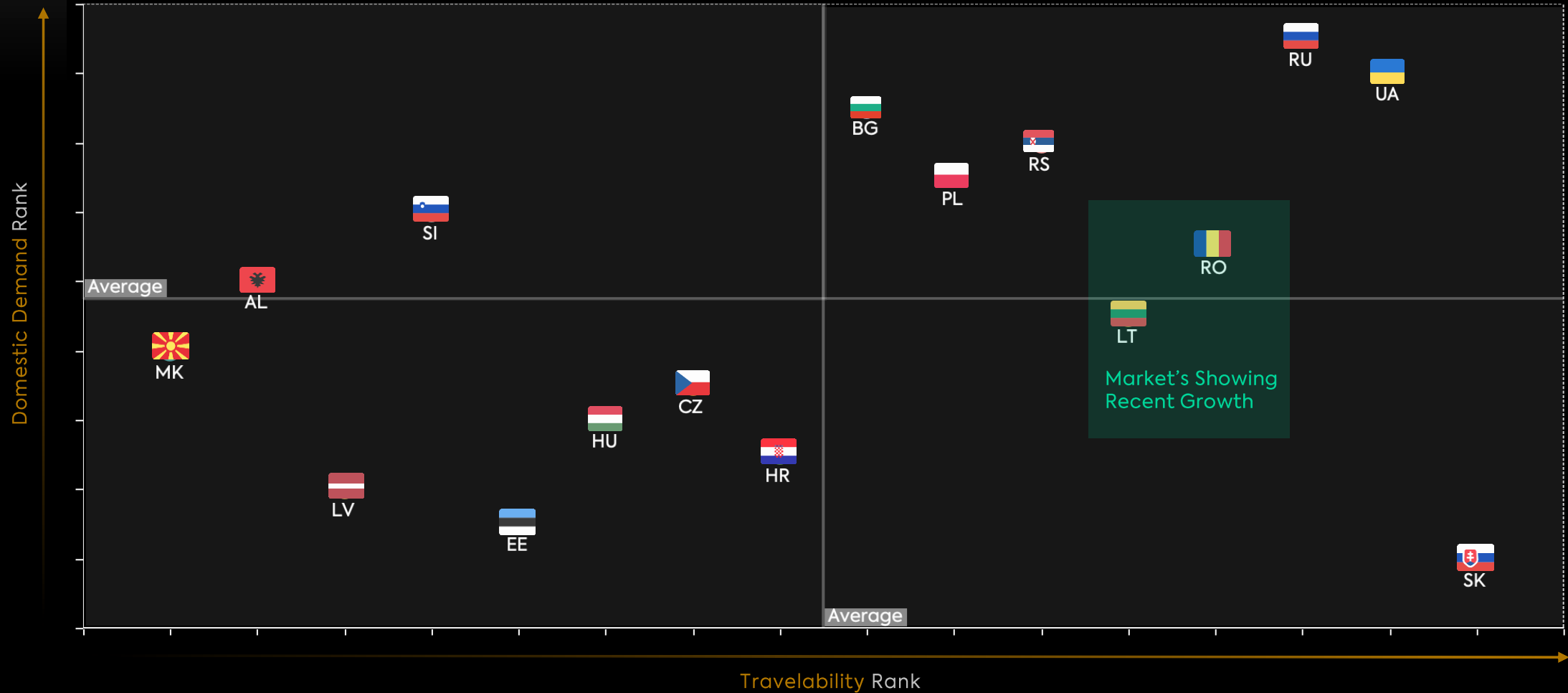
HBO



PTC 1

Lithuania and Romania are territories showing recent growth

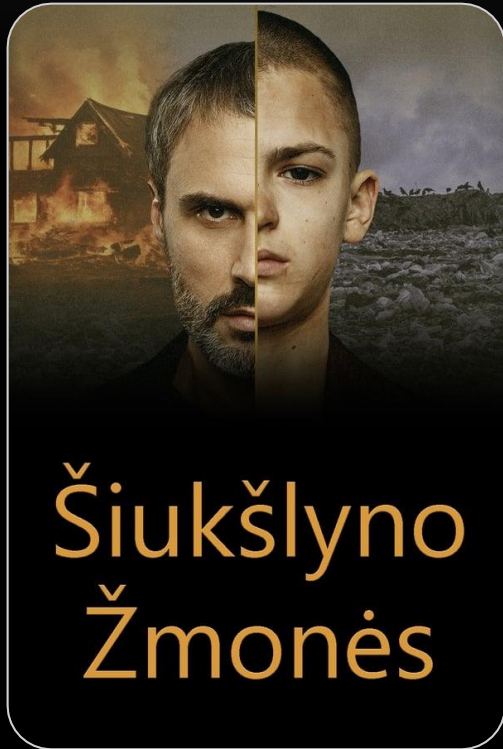
The Travelability of Local Originating Content



But one platform leads the way for **internationally relevant stories**...



Spotlight on Lithuania



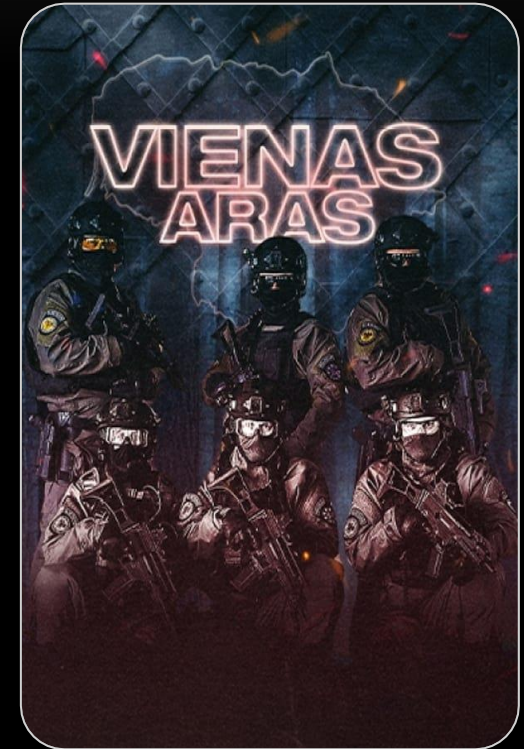
Go3



Go3



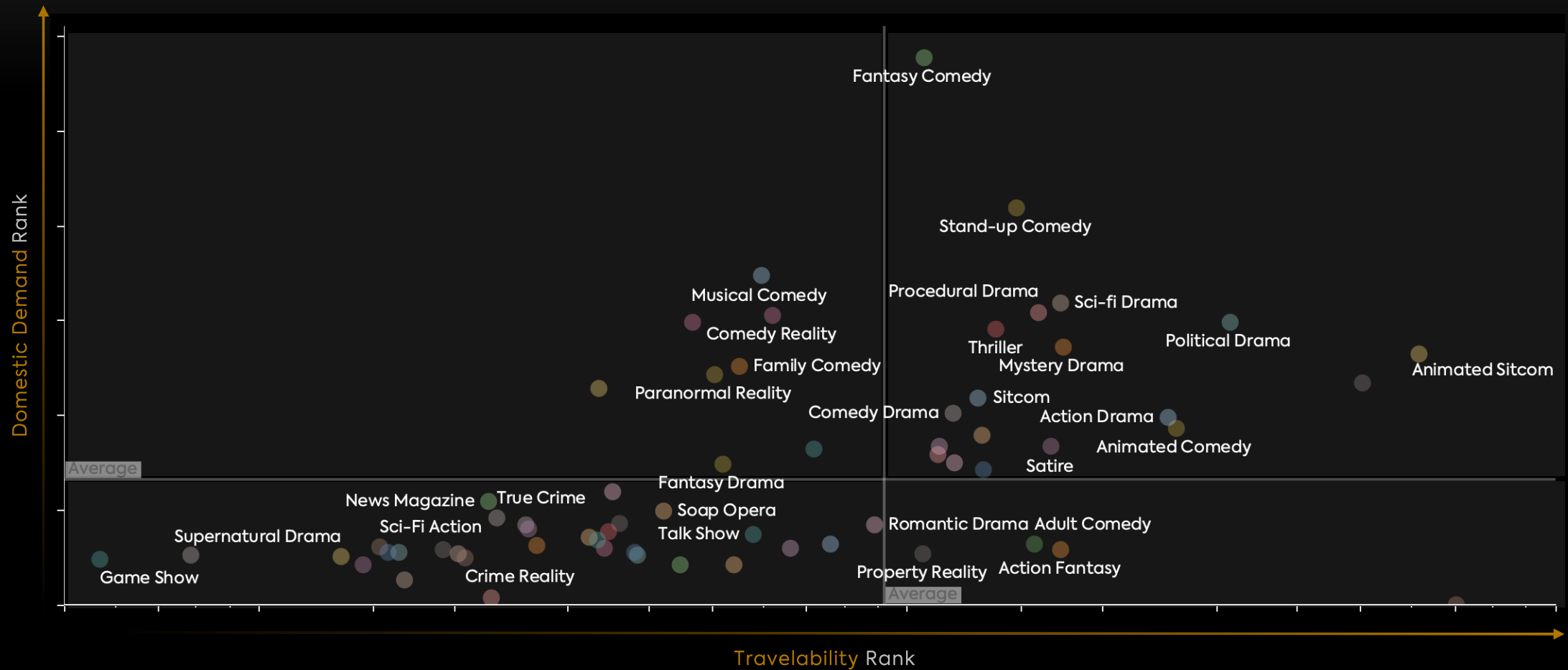
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Go3

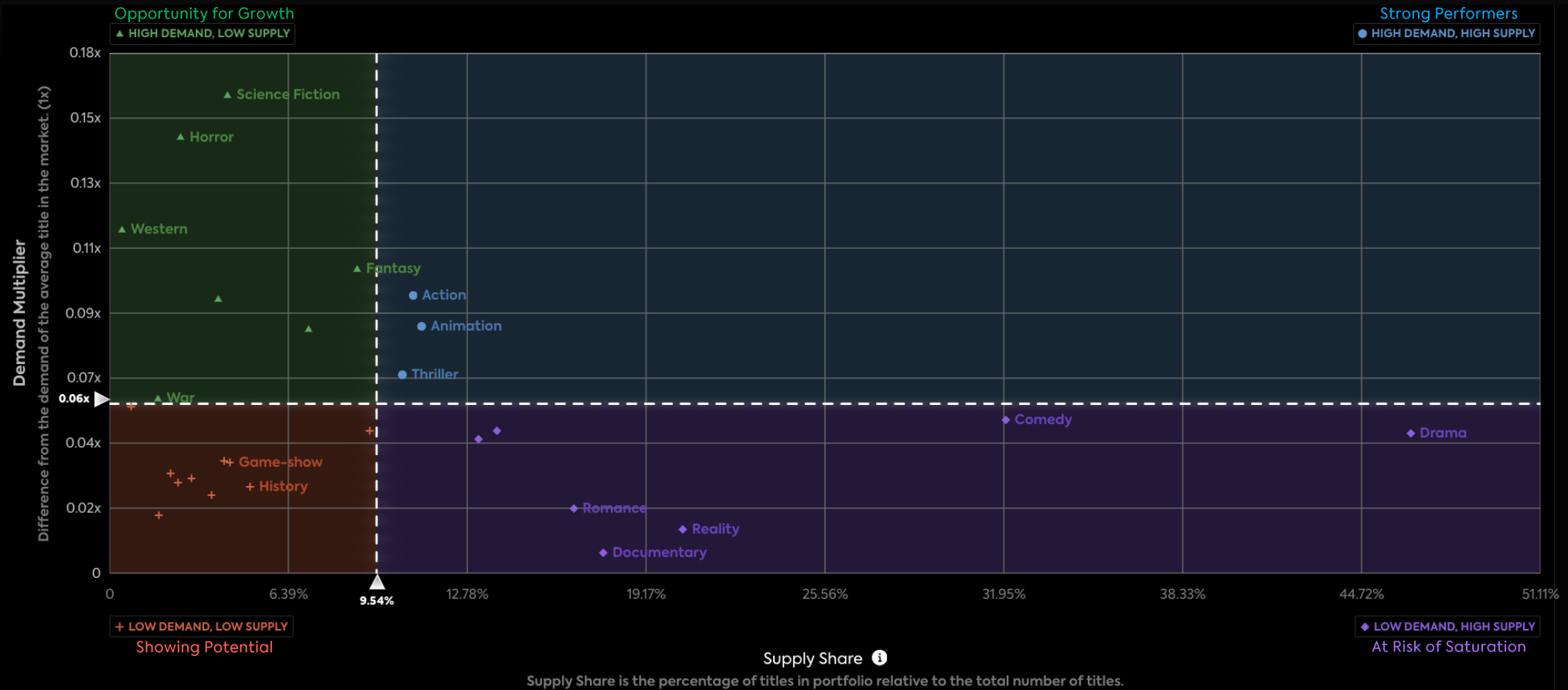
Which **Sub Genres** are enjoyed both locally and internationally?

Travelability of Sub-Genres into CEE



Understanding the Content **White Space Opportunities** in CEE

Supply & Demand Genre White Space





Download this presentation



Thank You

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