



What Content Works Best for Platforms & Business Models

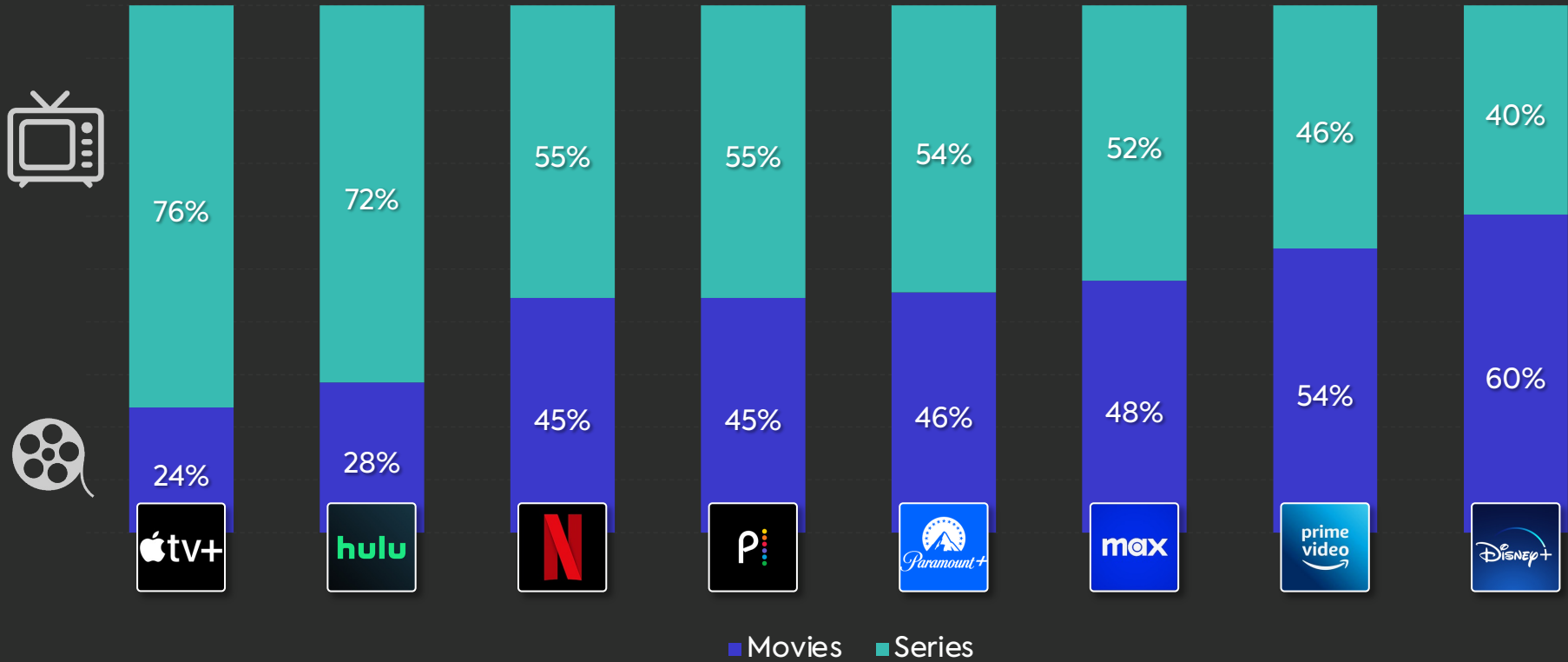
December 2023

ottx



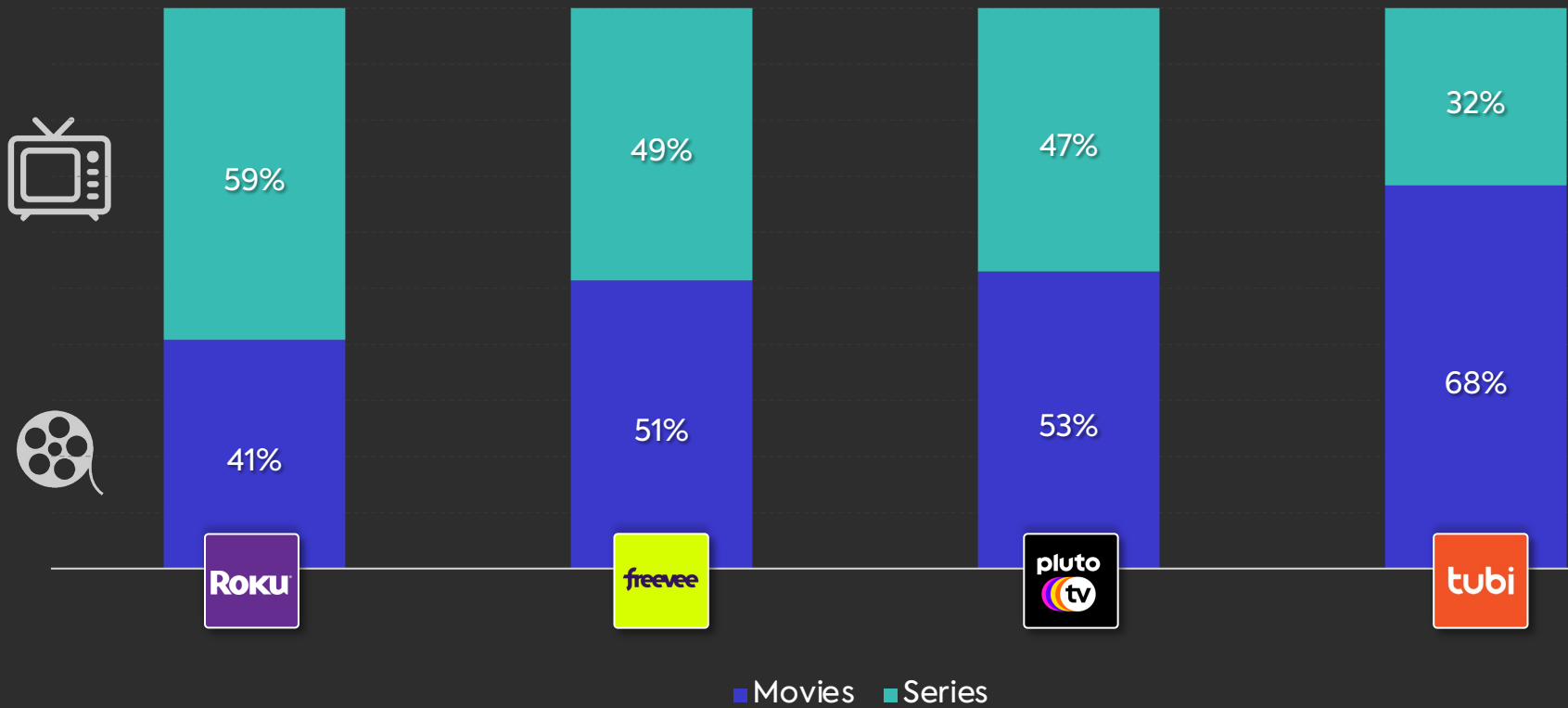
There is no one-size-fits-all strategy for movies and series as platforms seek to differentiate themselves from the competition.

SVOD | Share of Platform Demand | US | Jan - Nov 2023



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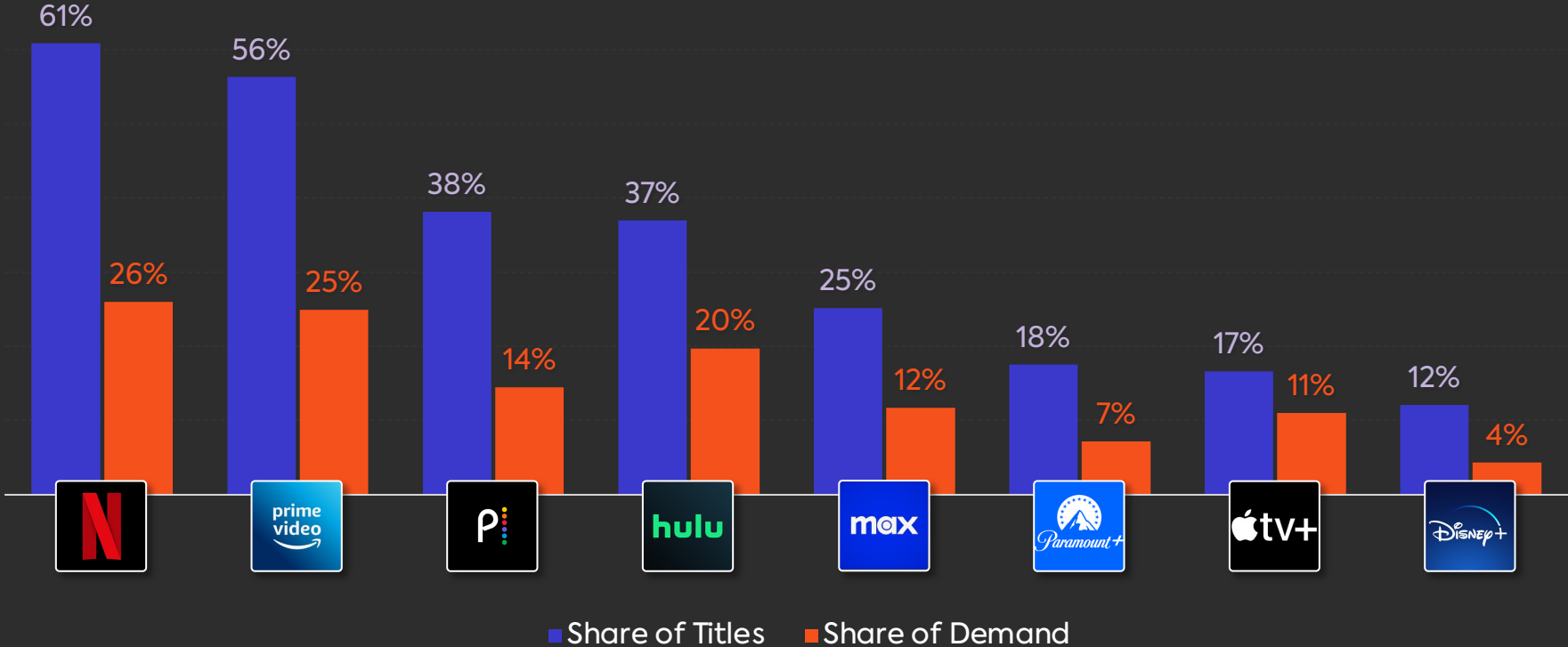
FAST | Share of Platform Demand | US | Jan - Nov 2023



■ Movies ■ Series

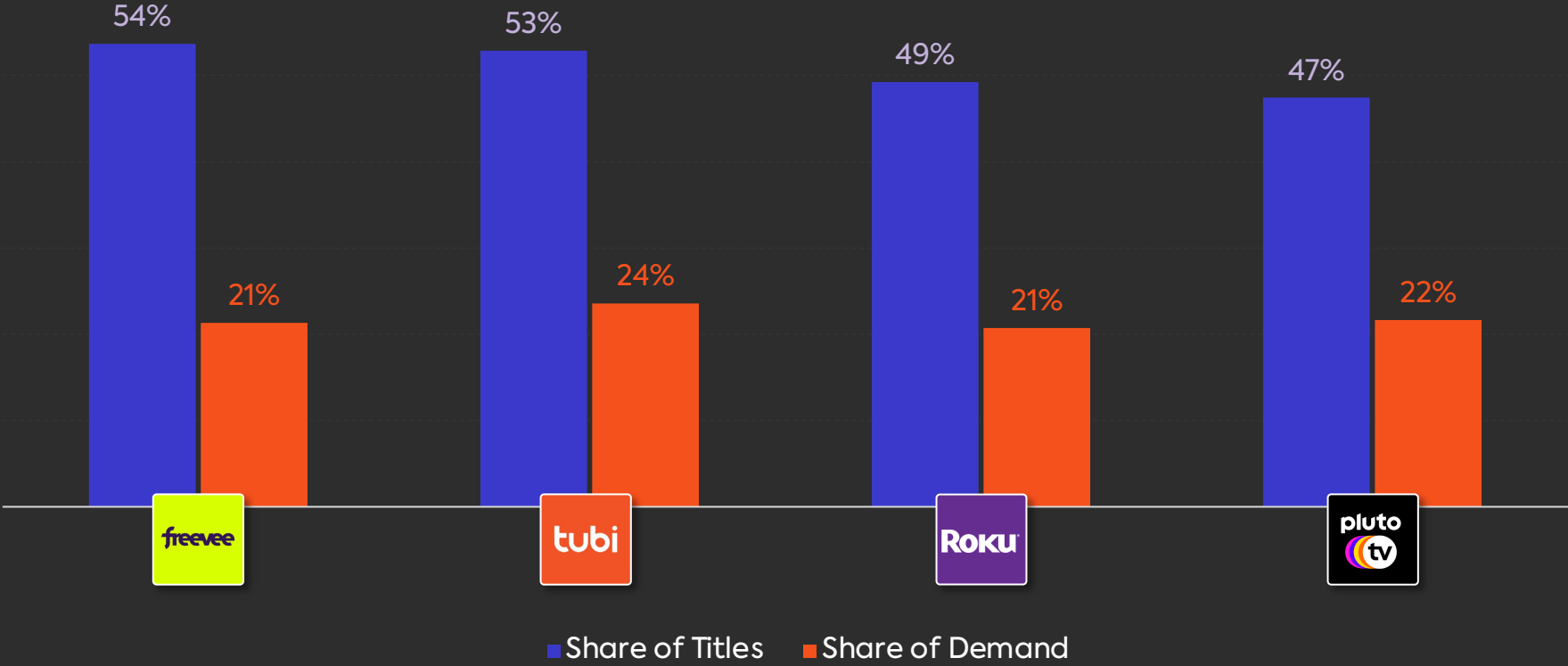
International content plays a significant role in a platform's catalog strategy, with continued room for growth in audience demand to close the demand & supply gap.

SVOD | International Content Share of Platform Titles and Demand | US | Jan - Nov 2023



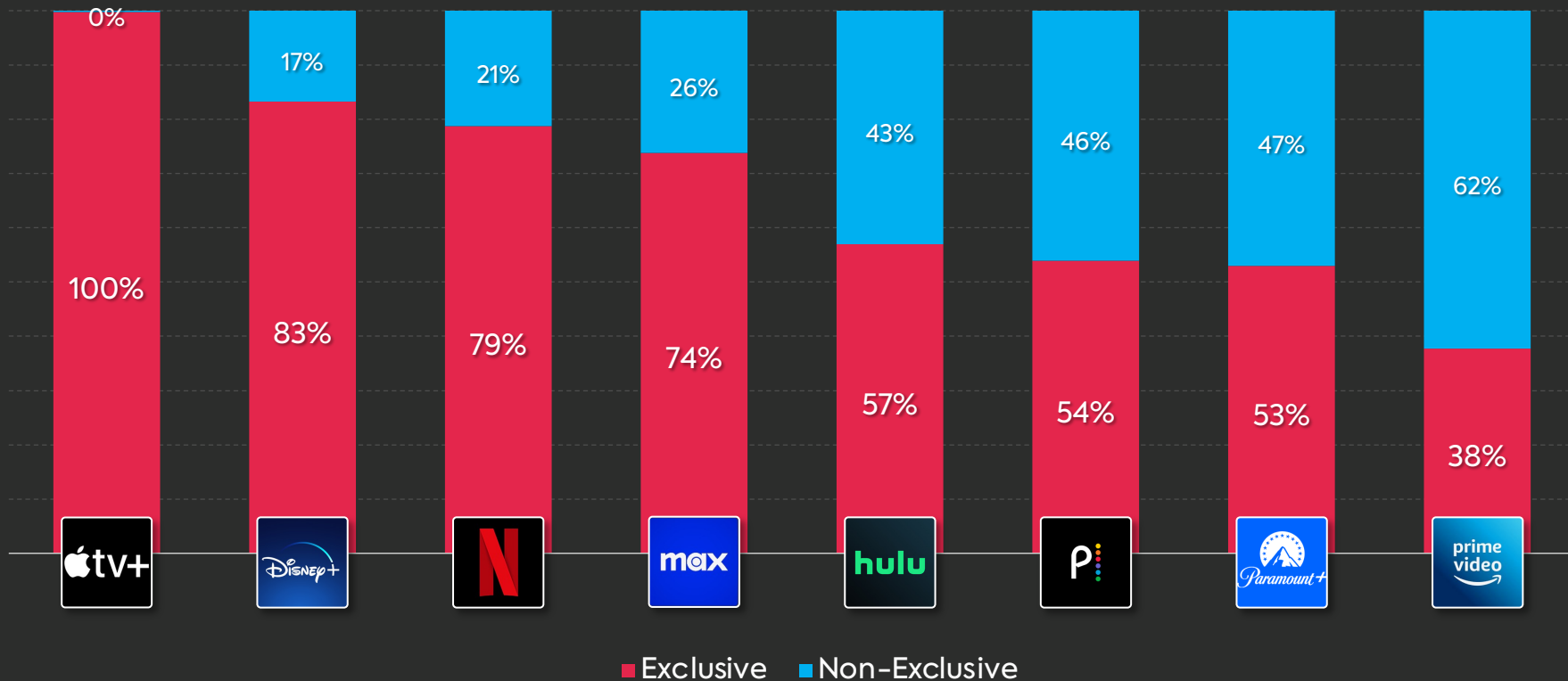
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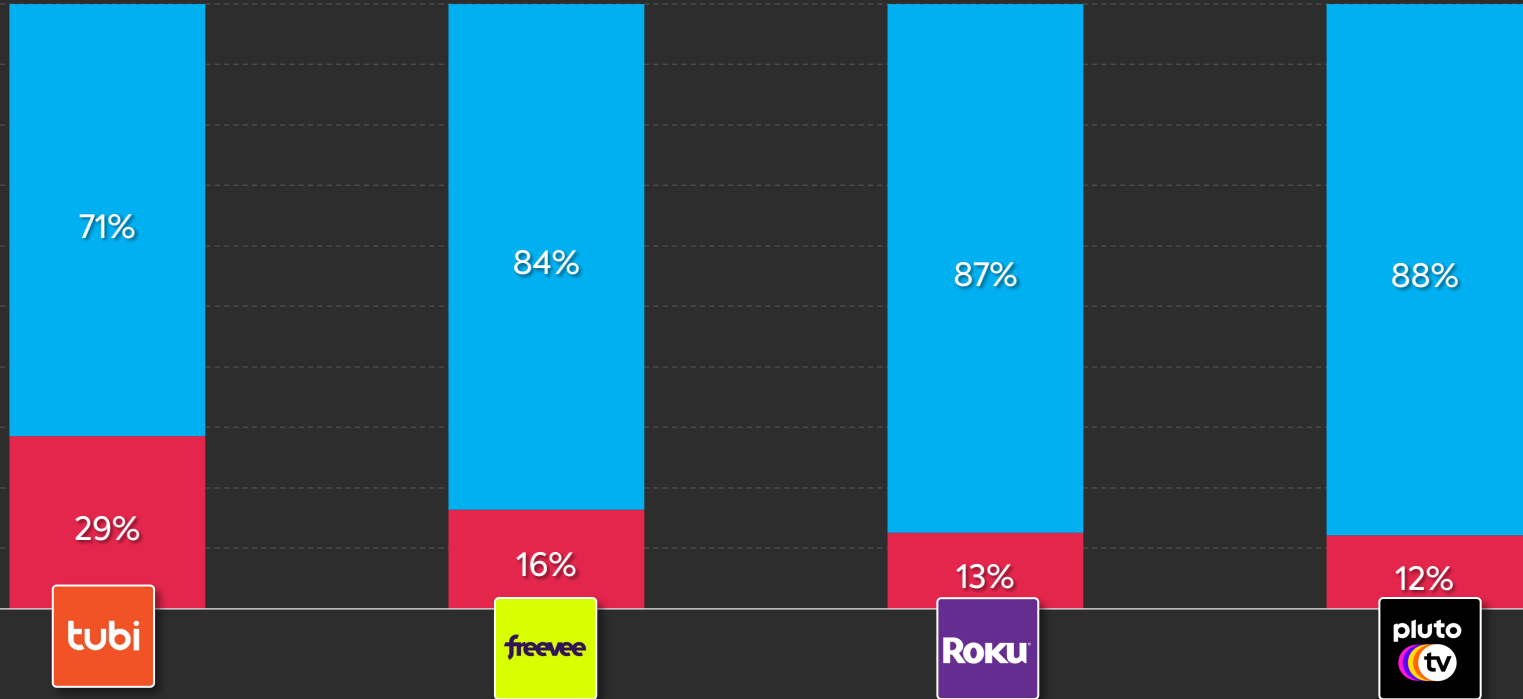
Majority of SVODs have a majority share of exclusive content.

SVOD | Share of Platform Demand from Exclusive vs Non-Exclusive Content | US | Jan - Nov 2023



FAST platforms earn the majority of demand from non-exclusive content.

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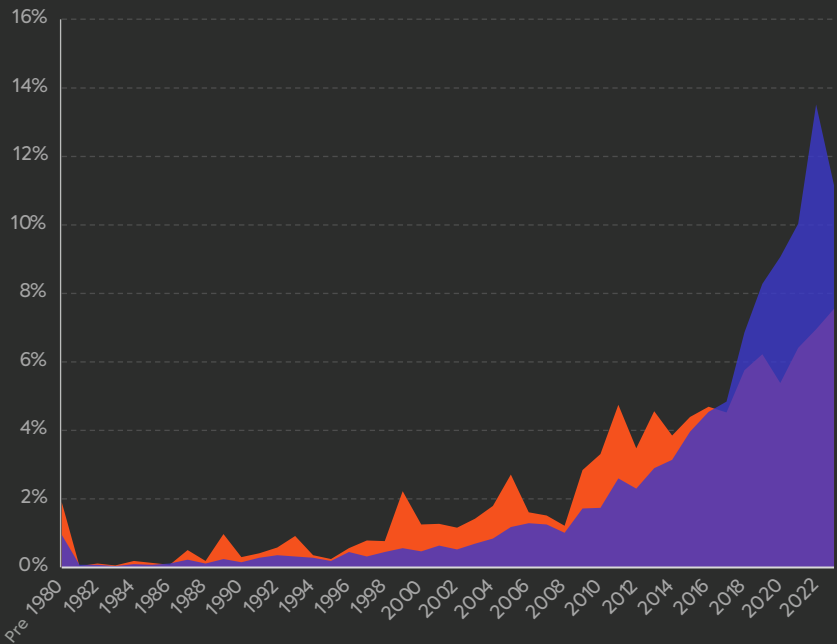
■ Exclusive ■ Non-Exclusive

FAST platforms rely heavily on older content; SVOD platforms invested heavily in new releases though earn more demand from slightly older content.

Share of Platform Titles and Demand by Release Year | US | Jan – Nov 2023

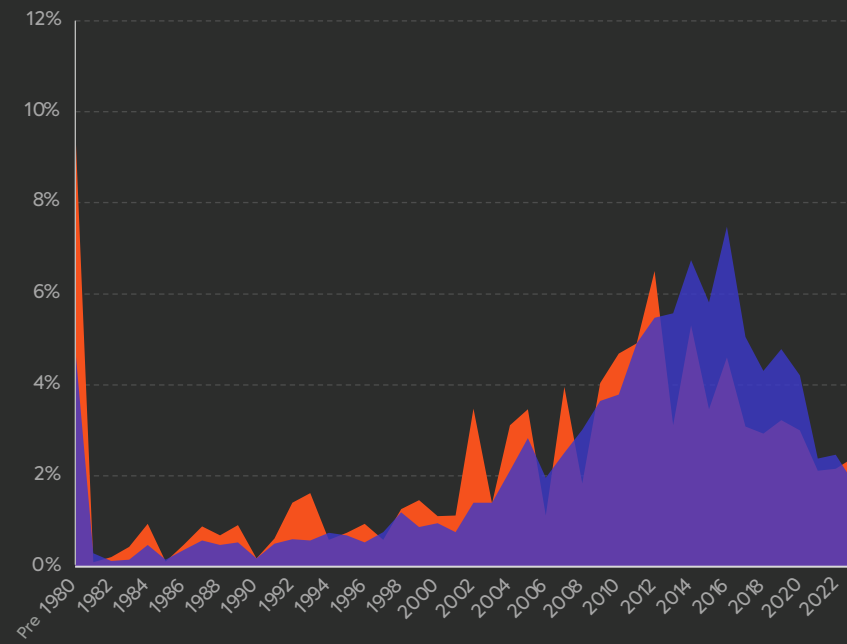
SVOD Platforms

(Apple, Amazon Prime Video, Disney+, Hulu, Max, Paramount+, Peacock)



FAST Platforms

(Freevee, Pluto TV, Tubi, Roku)



Release Year

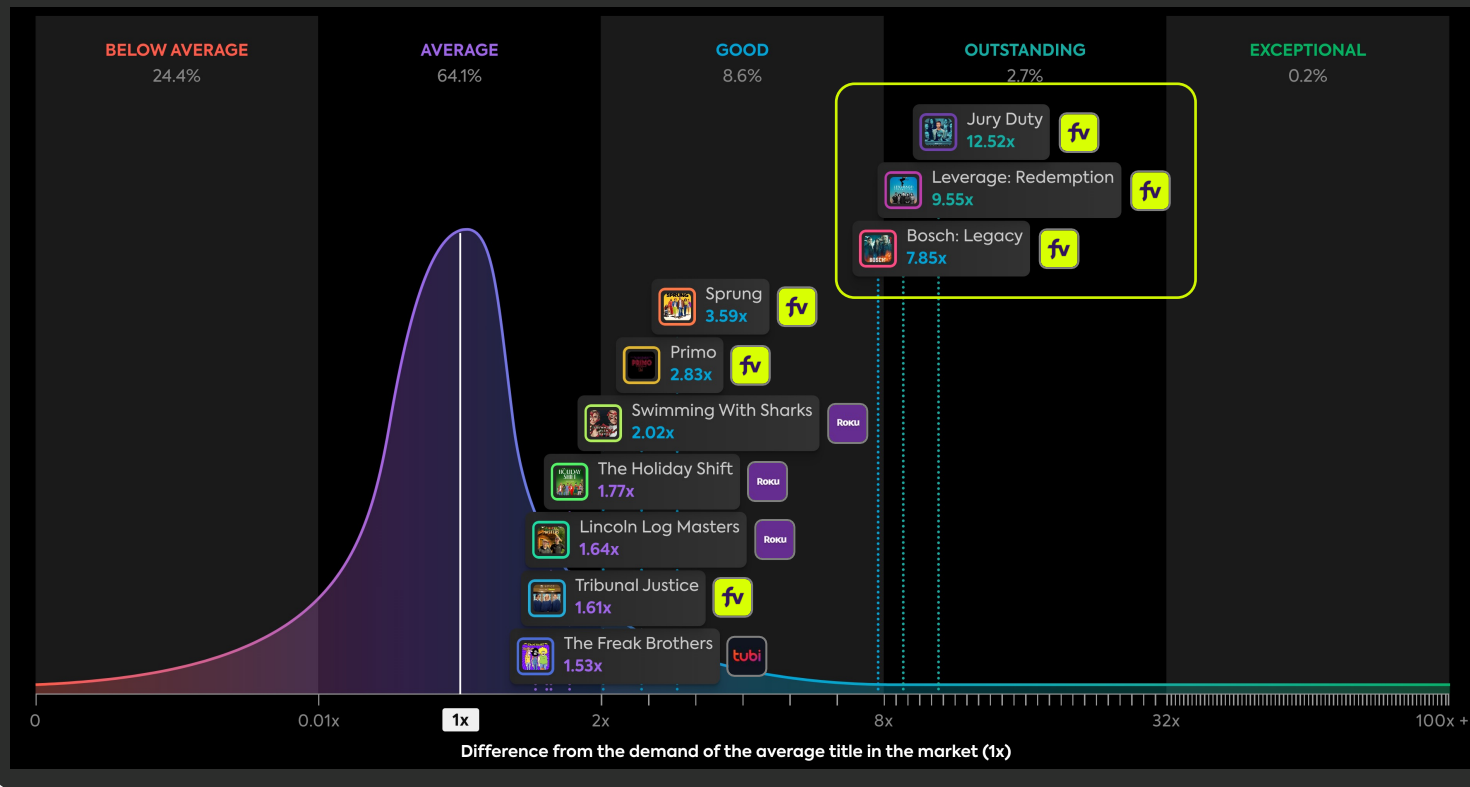
Share of Demand

Share of Titles

Release Year

Freevee has seen successes with their original series.

Top 10 FAST Original Series | Average Demand | US | Jan - Nov 2023



Jury Duty reached a peak demand of **25.21x** on May 1st, 2023

A Platform's business model drives subscriber priorities

Acquisition

FAST (Ad Revenue):

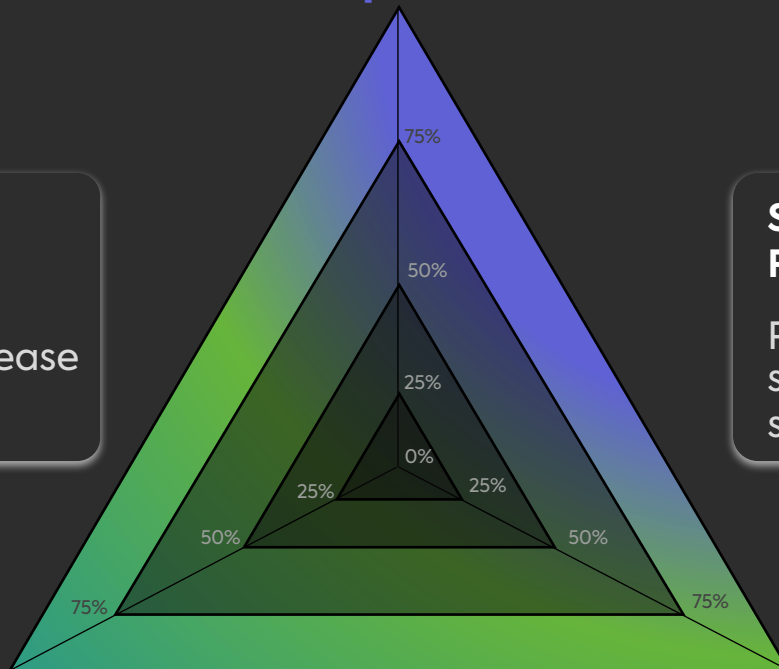
Priority to drive engagement to increase time on platform

SVOD (Subscriber Revenue):

Priority to acquire new subscribers and retain subscribers

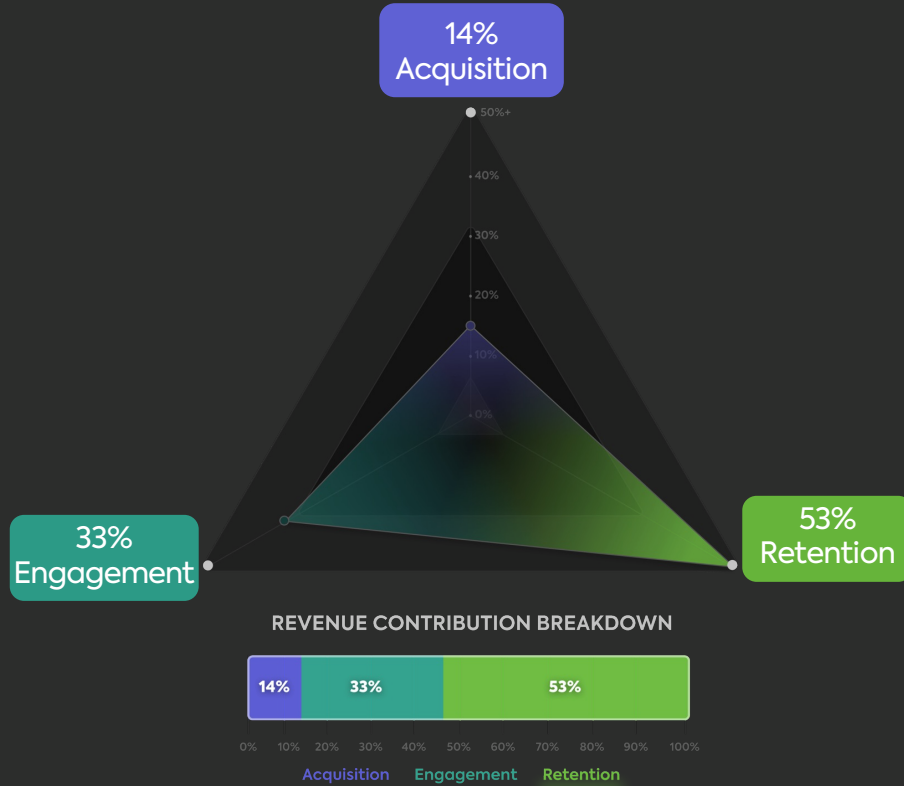
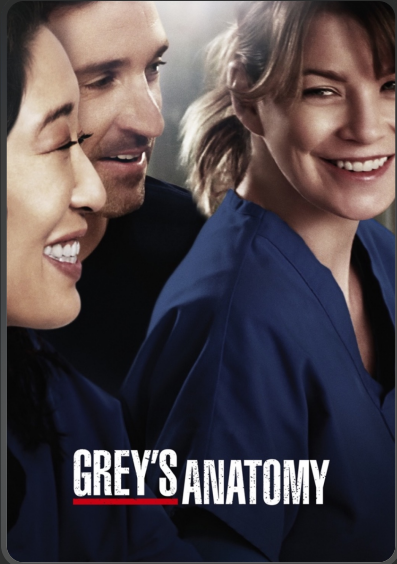
Engagement

Retention



For all business models, content strategy is driven by total value (revenue) generated which can be further quantified by *HOW* content drives value.

VALUE ON TIME MARKET
NETFLIX Q2, 2023 US



Grey's Anatomy is valuable to Netflix because:

- **14%** of its revenue contribution is due to its ability to **acquire new customers**
- **33%** of its revenue contribution is due to its ability to **engage existing customers**
- **53%** of its revenue contribution is due to its ability **retain existing customers**

Over **80%** of the value of Grey's Anatomy for Netflix comes from its ability to **prevent churn** and **increase engagement**



Thank You

For questions please contact:

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