



# Valuing Content Beyond the View

October 2024



# Subscribers and Market Share | UCAN | Q2 2024

Market Share:

19%

6%

12%

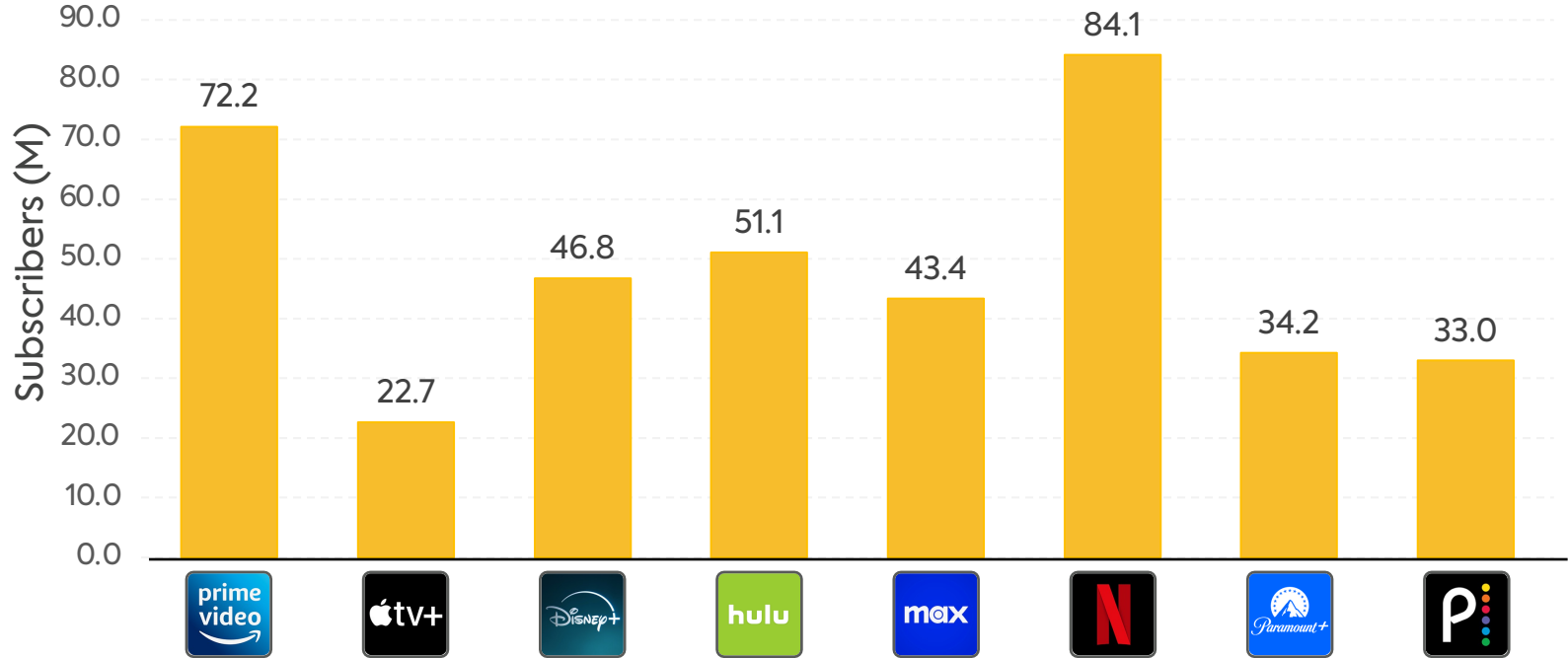
13%

11%

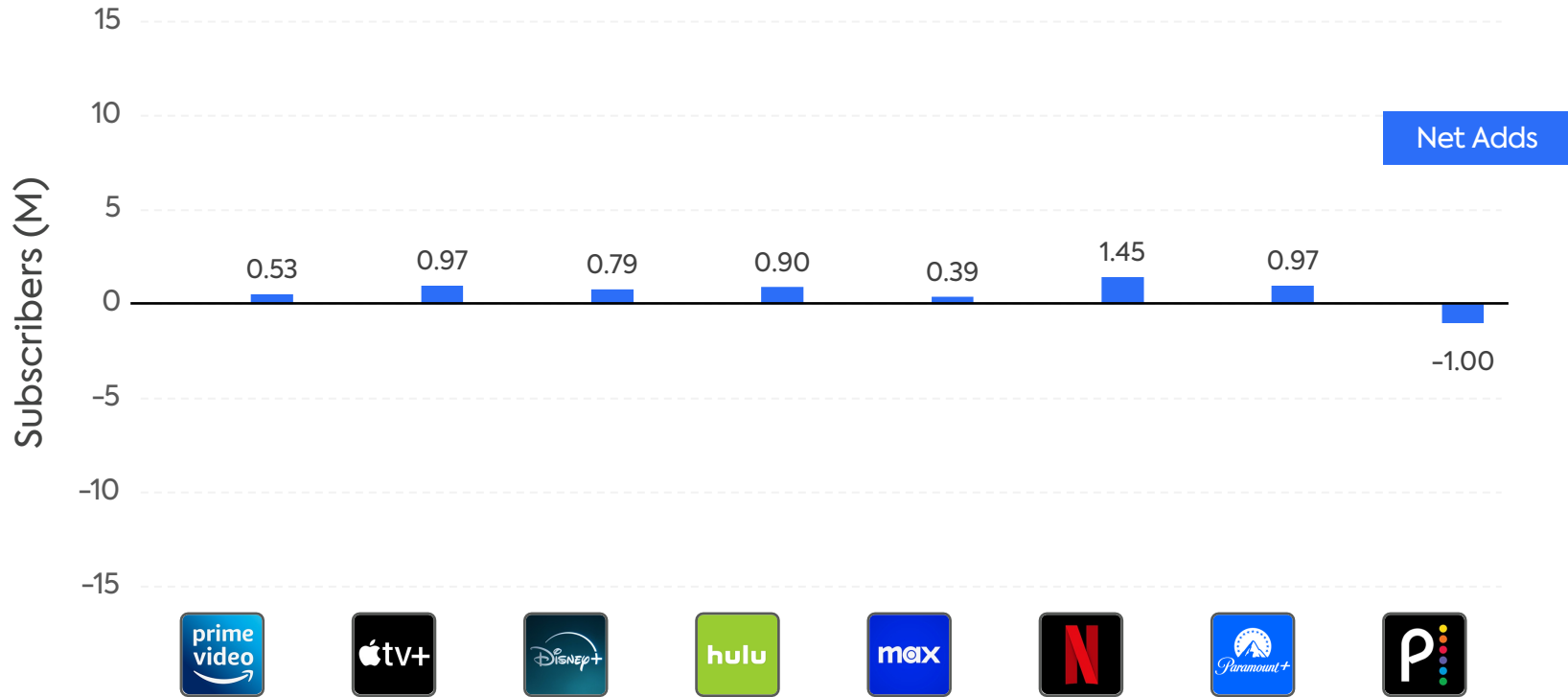
22%

9%

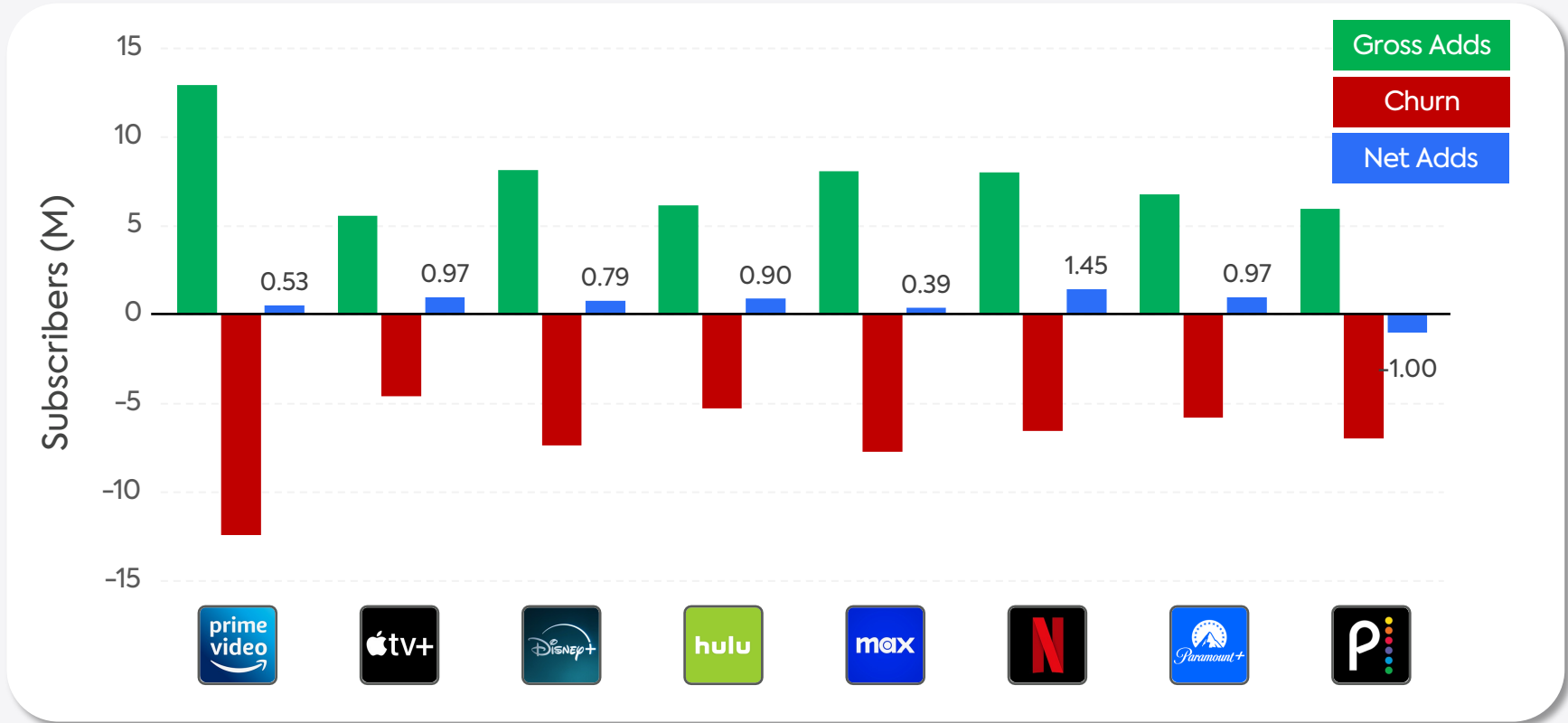
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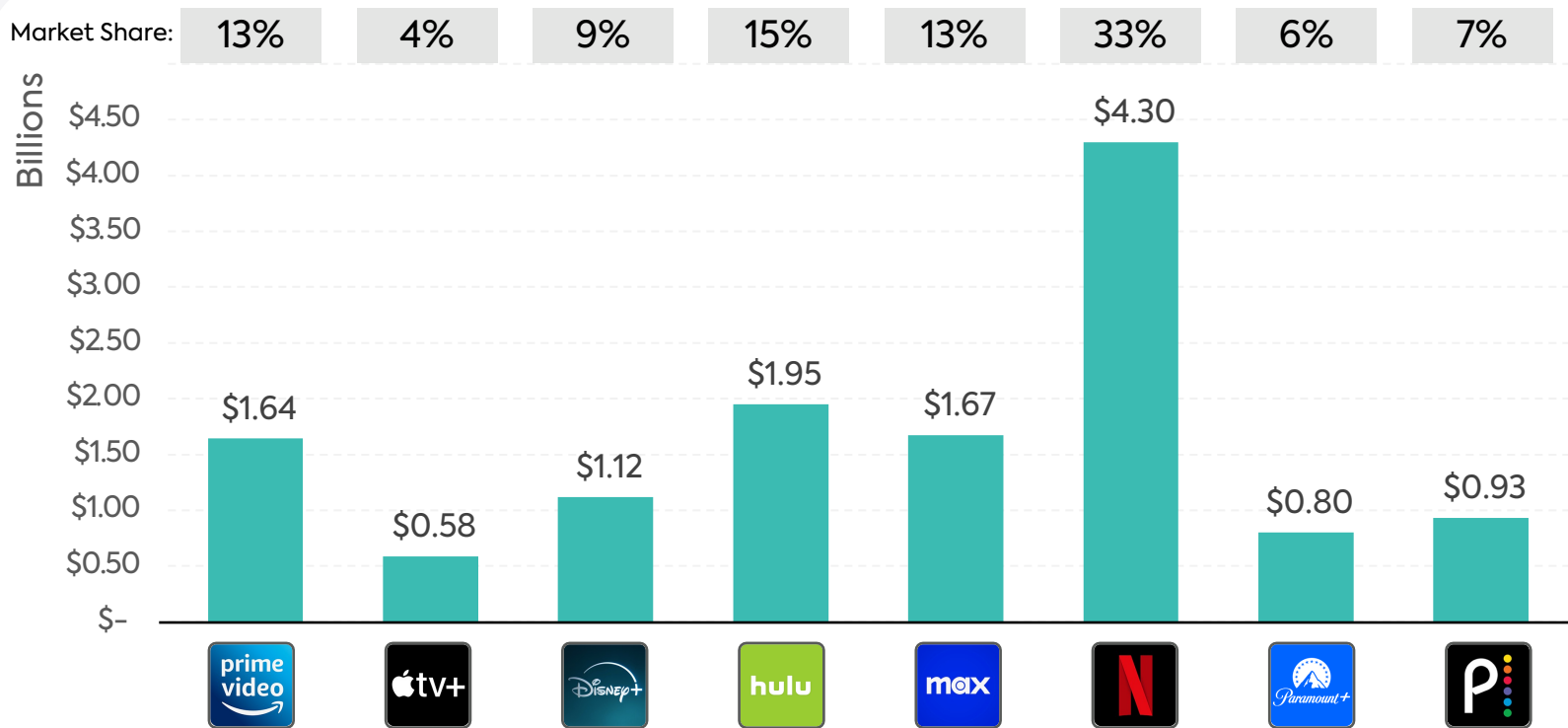
# Net Subscriber Growth | UCAN | Q2 2024



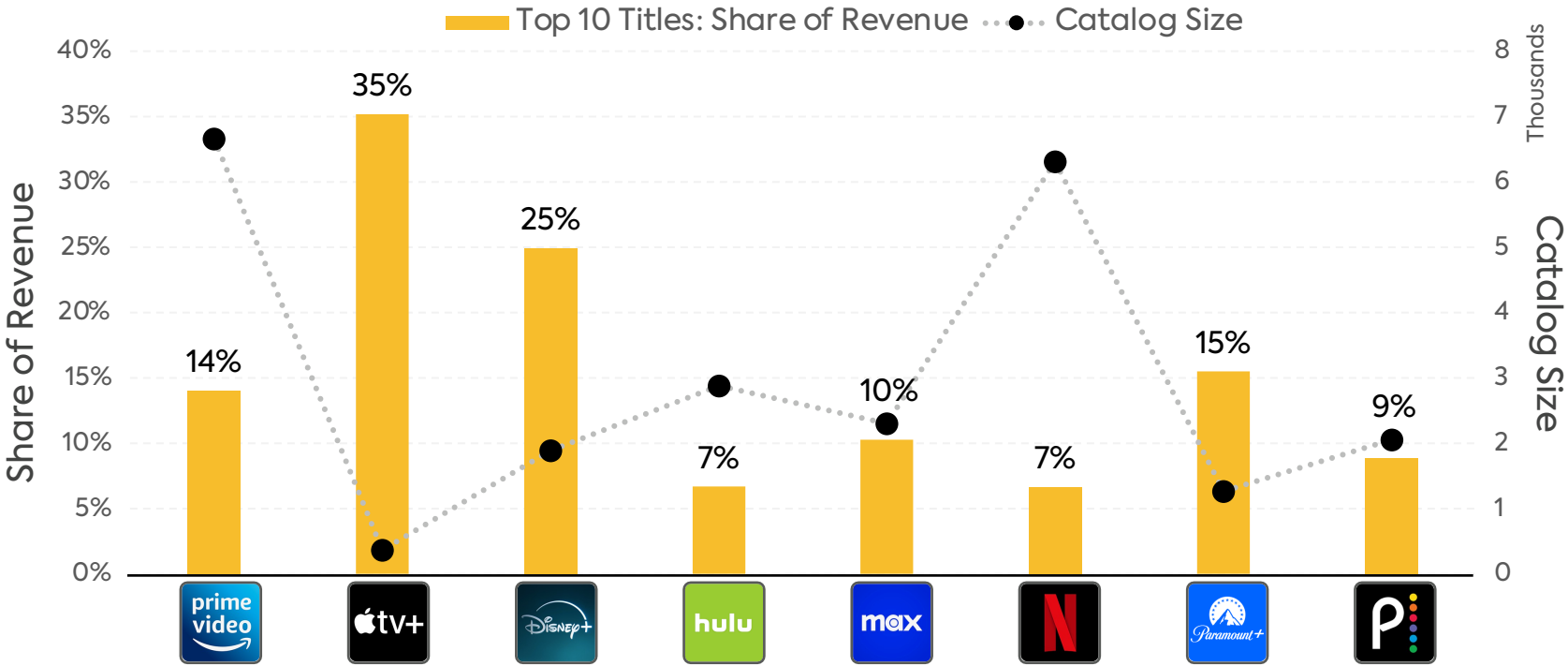
# Net Subscriber Growth | UCAN | Q2 2024



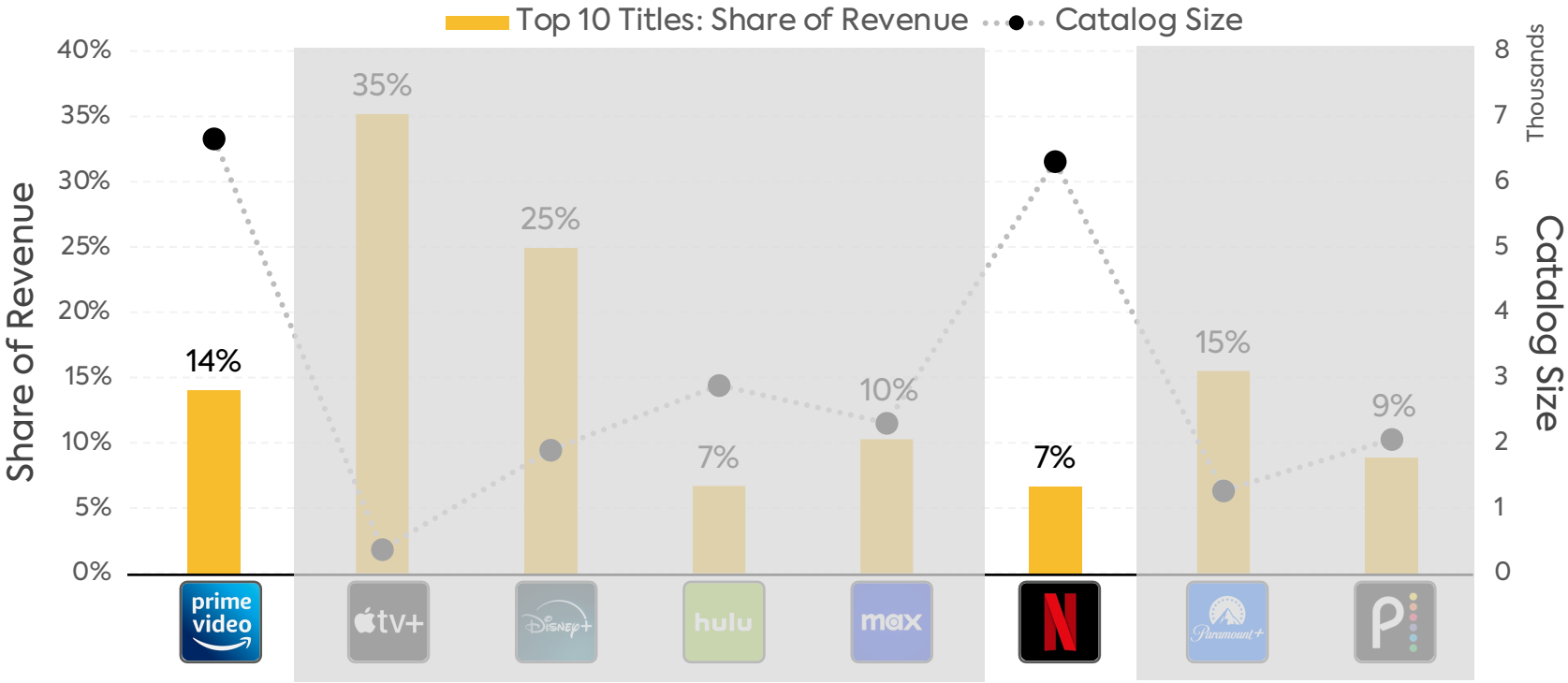
# Subscriber Revenue and Market Share | UCAN | Q2 2024



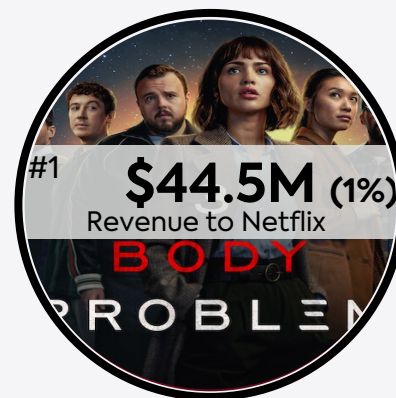
# Top 10 Titles: Share of Revenue | UCAN | Q2 2024



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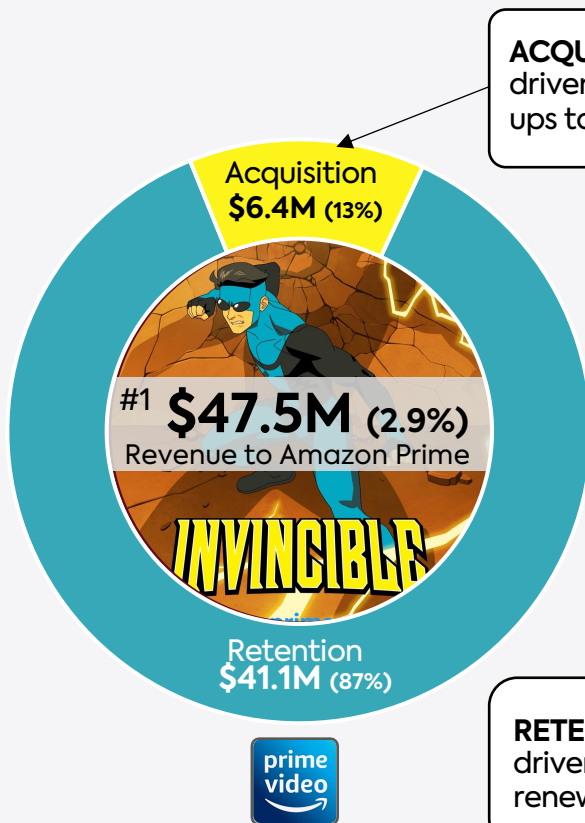


# #1 Revenue Generating Titles on Amazon Prime and Netflix | UCAN | Q2 2024

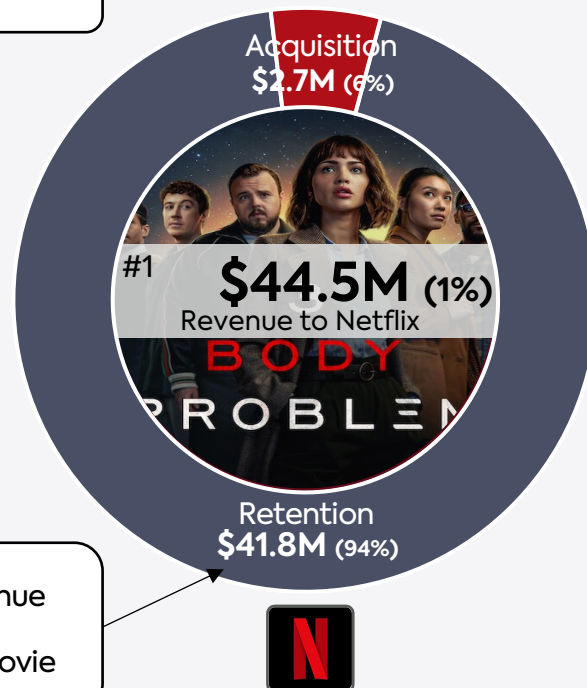




# #1 Revenue Generating Titles on Amazon Prime and Netflix | UCAN | Q2 2024

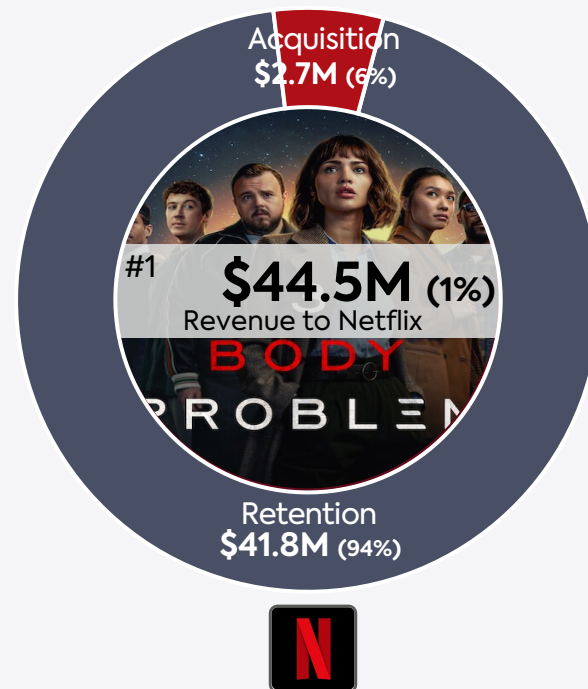
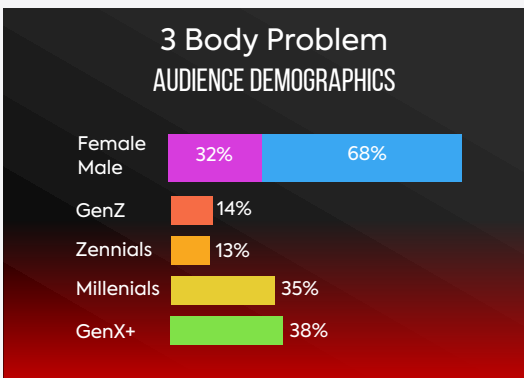
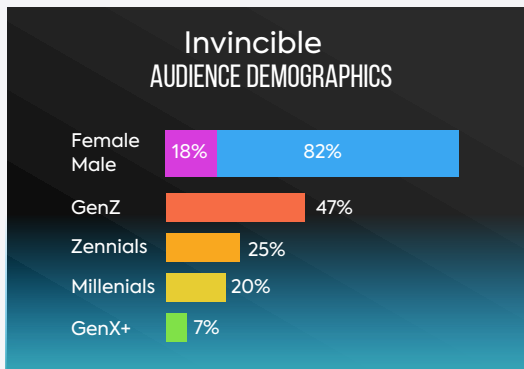
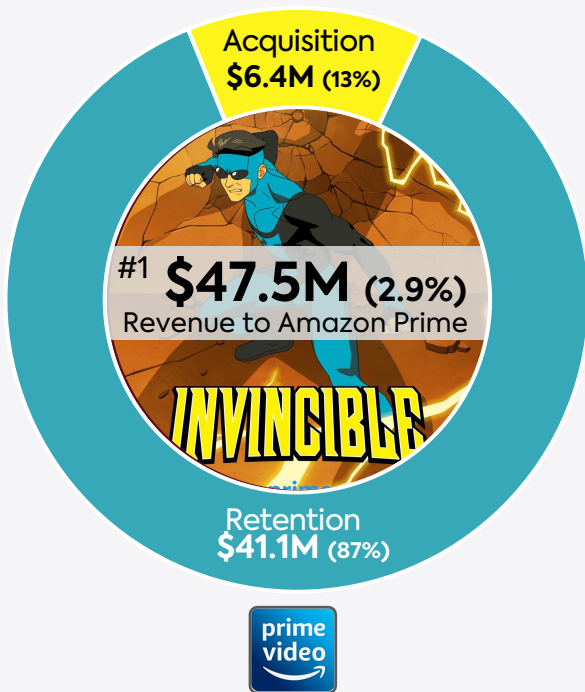


**ACQUISITION REVENUE:** Revenue driven from non-subscriber sign ups to watch the show

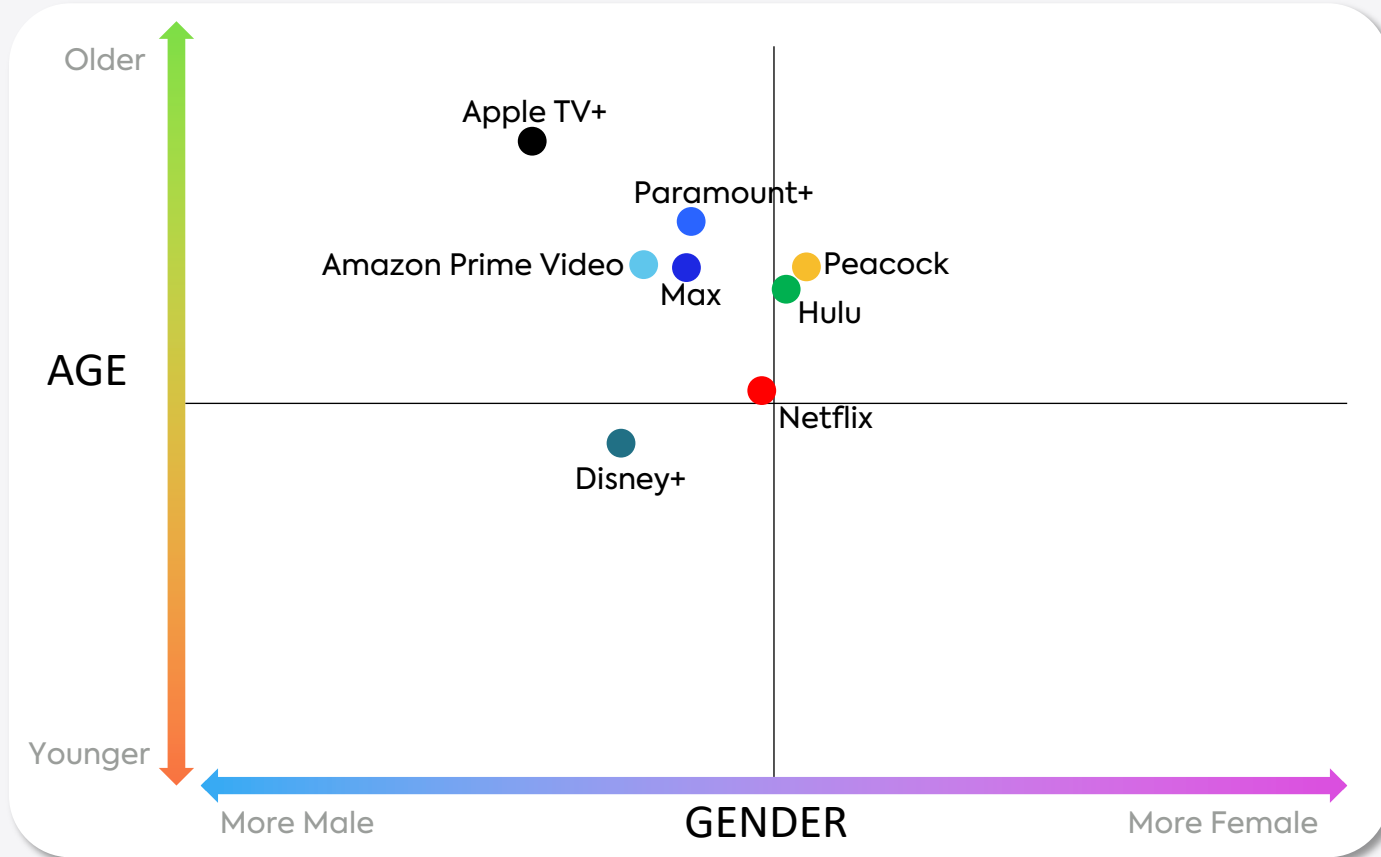


**RETENTION REVENUE:** Revenue driven from subscribers that renew to watch the show/movie

# #1 Revenue Generating Titles on Amazon Prime and Netflix | UCAN | Q2 2024



# Audience Segments Driving Revenue | UCAN | Q2 2024



# Thank You!



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**PARROT**  
ANALYTICS



**FUTURE**  
OF TELEVISION

# Unlocking the magic of content in the attention economy



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