

THINKDATA.

BRIDGING THE DATA GAP | APRIL 2022

THE PRESS SAY ABOUT US

“ The Film Agency’s new analytical product, Think Data: Bridging The Data Gap, aims to **empower** independent content creators by giving them access to European streaming data.

SCREENDAILY

“ An absolute must independent analysis for industry professionals. Think data offers **valuable information** to understand the trends in SVOD consumption, the positioning of platforms at European level and reliable key indicators about the popularity of genre and contents.

**BUSINESS
INSIDER**

“ In order to analyse **consumption trends**, Think Data focuses on the country of origin and the genre of the titles, as well as whether viewership happens in or outside the home.

EL PAÍS

“ These reports will allow subscribers to **analyse the market with ease**, as they will take a close look at indie titles, the most iconic genres and European content.

 **cineuropa**

“ Think data will provide **data analytical reports** regarding the subscription video on demand (SVOD) viewership in different strategical countries.

 **AUDIOVISUAL451**
el medio online de la industria audiovisual

“ At last there will be data of **the streamer services** thanks to Think Data.

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

In 2019, Digital i developed SoDA, our new SVOD viewing measurement system, starting with the biggest SVOD service in the world, Netflix. In 2020 we built upon the success of the project by launching measurement of Amazon Prime Video.

Much like TV audience measurement systems across the world, SoDA is a sample based system, however, our methodology is unique in the sense that it collects accurate viewing data that comes directly from the accounts of a fully managed panel.

The data we use is passively collected, meaning zero human error. Our methodology also means that we capture viewing across all devices (including the TV set) and also viewing to content that is recorded and viewed offline.

We are currently collecting this data from a sample of over 6250 accounts, this data is then processed through our system and weights are applied to make the viewing data representative of the subscriber bases in each territory. Our sampling methodologies have been verified by leading statisticians and are statistically robust.

The data allows us to interrogate SVOD viewing in great detail, including analysing total consumption, the lifecycle of content, binge viewing, series loyalty and much more.

The data is available through our online dashboard system which allows users to login and directly access and interrogate SVOD data with unprecedented flexibility.

The data is available in the following territories - UK, France, Germany, Spain and Italy.

All use of Digital i SoDA data in the press should be attributed as - Digital i - SoDA

Digital i's SVOD Measurement System SoDA



DIVERSITY AND INCLUSION RULE THE STREAMING LANDSCAPE

The diversity of formats, content and narratives has gained importance within streaming platforms' strategies. The success of content produced outside Hollywood is becoming the new normal after decades of American production domination. Undoubtedly, its popularity in territories of different cultural traditions is due to the extended accessibility of content. But it is also boosted by a significant change in the promotional approach. Platforms' promotional release investments rely on a familiar type of marketing, capable of transforming a local product into a 'must-see'.

Marketing endeavours focus on creating a robust identity and actively driving certain phenomena. Nowadays, marketing is crucial to positioning the offer of platforms, particularly to elevate the profile of concrete genres weaker than the classic catalogue. Sitcom continues to be the most delicate and unresolved challenge. Most services gave up billionaire bids to

secure classic licensing even if in-house productions haven't managed to take off and produce a similar effect: longevity of streaming, frequent consumption, and high engagement rates. The same difficulty levels are not being seen, however, with regard to the positioning of other genres.

TV realities and telenovelas command the attention of a desirable audience niche in most of the analysed markets, except in the UK. In terms of viewing hours, the genre's popularity offers an extraordinary opportunity to build loyalty thanks to the intensity of consumption and the broad appeal of these kinds of shows.

The multiplication of competition is increasing the pressure in the streaming landscape, which is the primary cause of hybridisation as far as business models go. Platforms are looking for their place as suppliers of a transversal offer capable of broadening

the scope of touch points available to users and, to some extent, reducing the churn. New proposals such as videogames and the bet on interactive experiences are the precursors to the meta-verse.

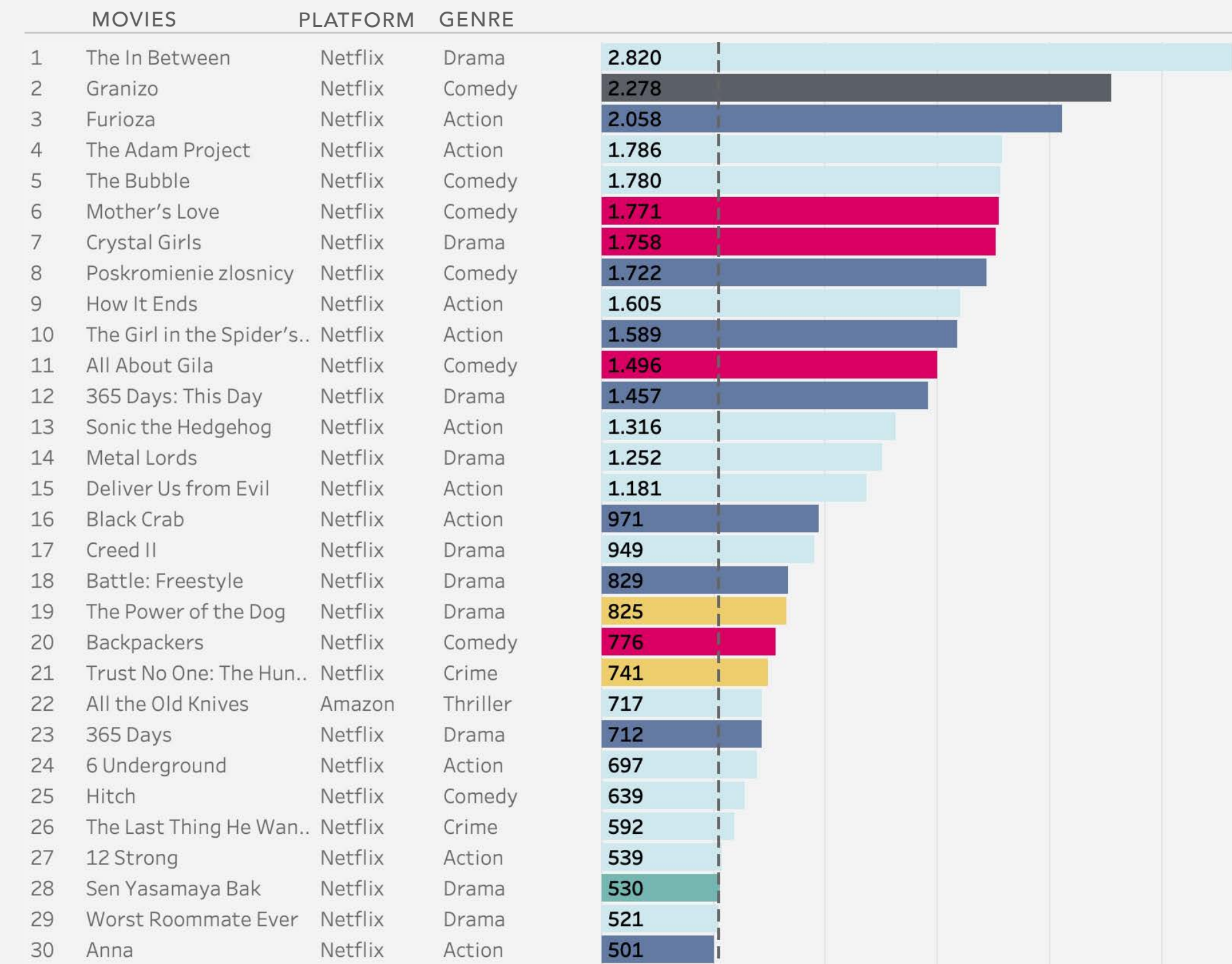
Vouching for diversity is no longer simply a publicity strategy. Inclusion, diversity, equality, representativeness, identification and momentum, underpin most programming decisions, and thus impact brand perception, which is especially relevant among the youngest audiences. Streaming companies know they can't take this segment for granted; they must deploy strategies to conquer them. Content is a fantastic starting point.

Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

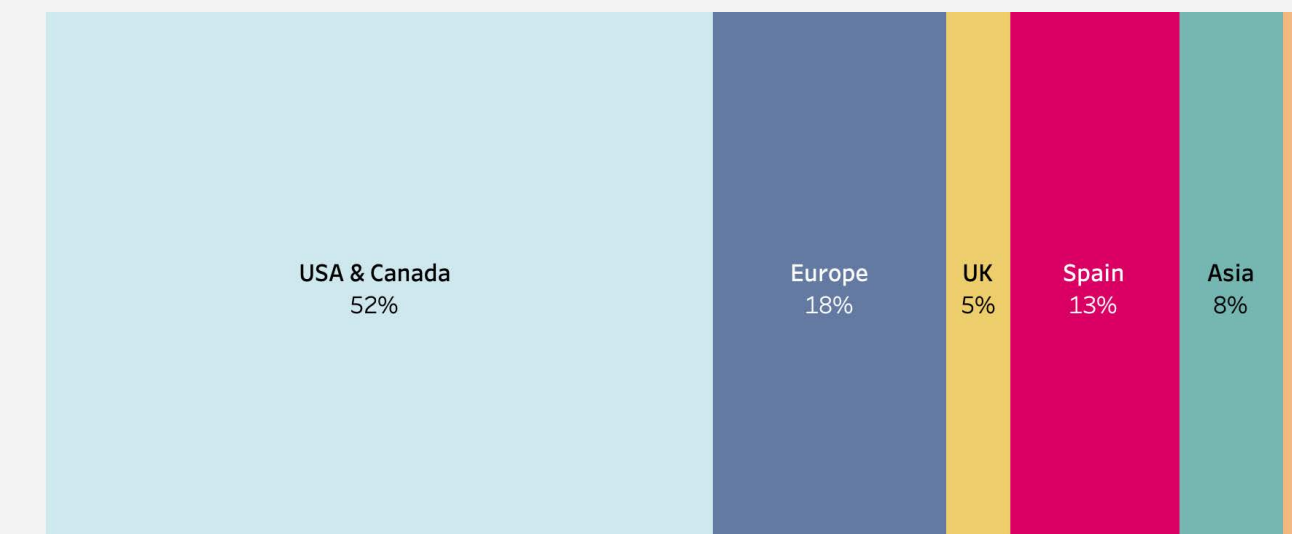


SHOWING 30/100 - [See complete chart here](#)

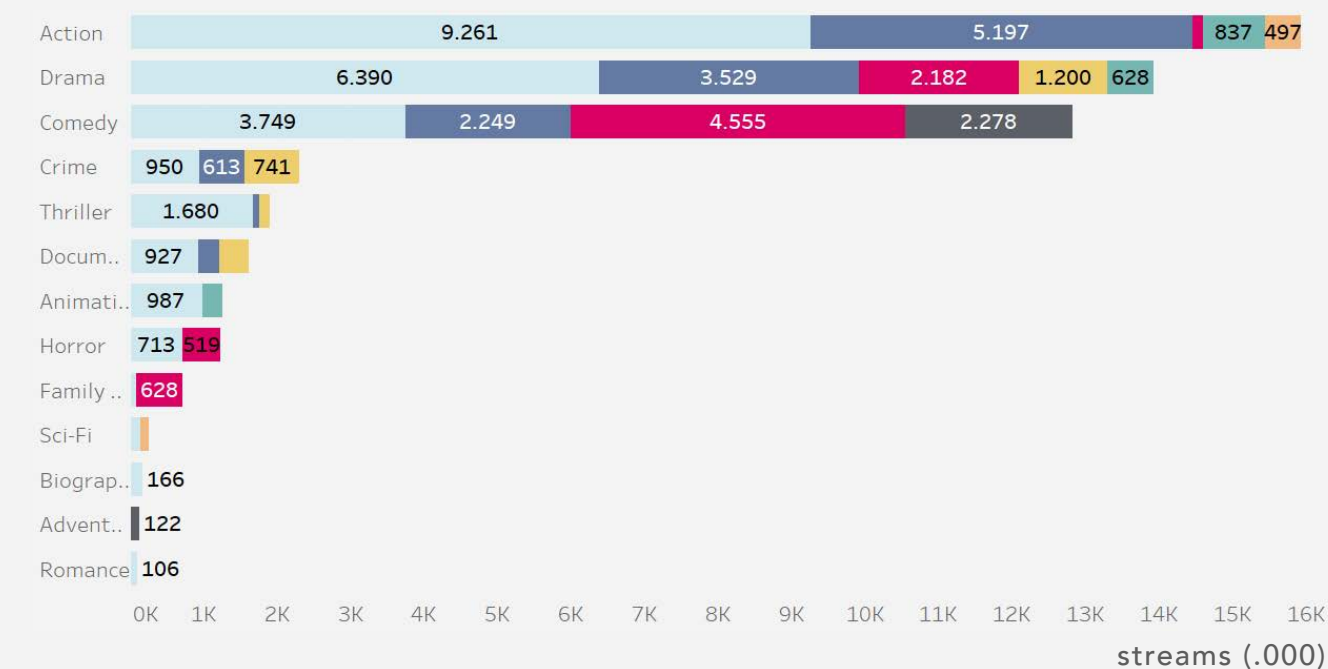
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



EUROPEAN TITLES REPRESENT HALF OF THE TOP #10, COLLECTING ALMOST 9M VIEWS

Spanish streams suffered a decline during the month of April. Number #1, "The In-Between", a film adaptation that mixes science fiction and romance, has 60% fewer streams than last month's number #1, "The Adam Project". However, top #3 are very close in numbers to each other. After the last three months, where Spanish productions have been in the top #3, this month's highest position is up to positions #6 and #7, respectively occupied by "Mother's Love" and "Crystal Girls".

Even though Latam productions usually hit higher in Show's numbers, the Argentinian film "Granizo" managed to break the bad habit and sneaked in as the second streamed movie in the month of April.

THE SUM OF EUROPEAN AND SPANISH MOVIES IS CLOSER THAN EVER TO REACHING 1/3 OF THE CATALOGUE DOMINANCE, ON BEHALF OF THE UK SHARE

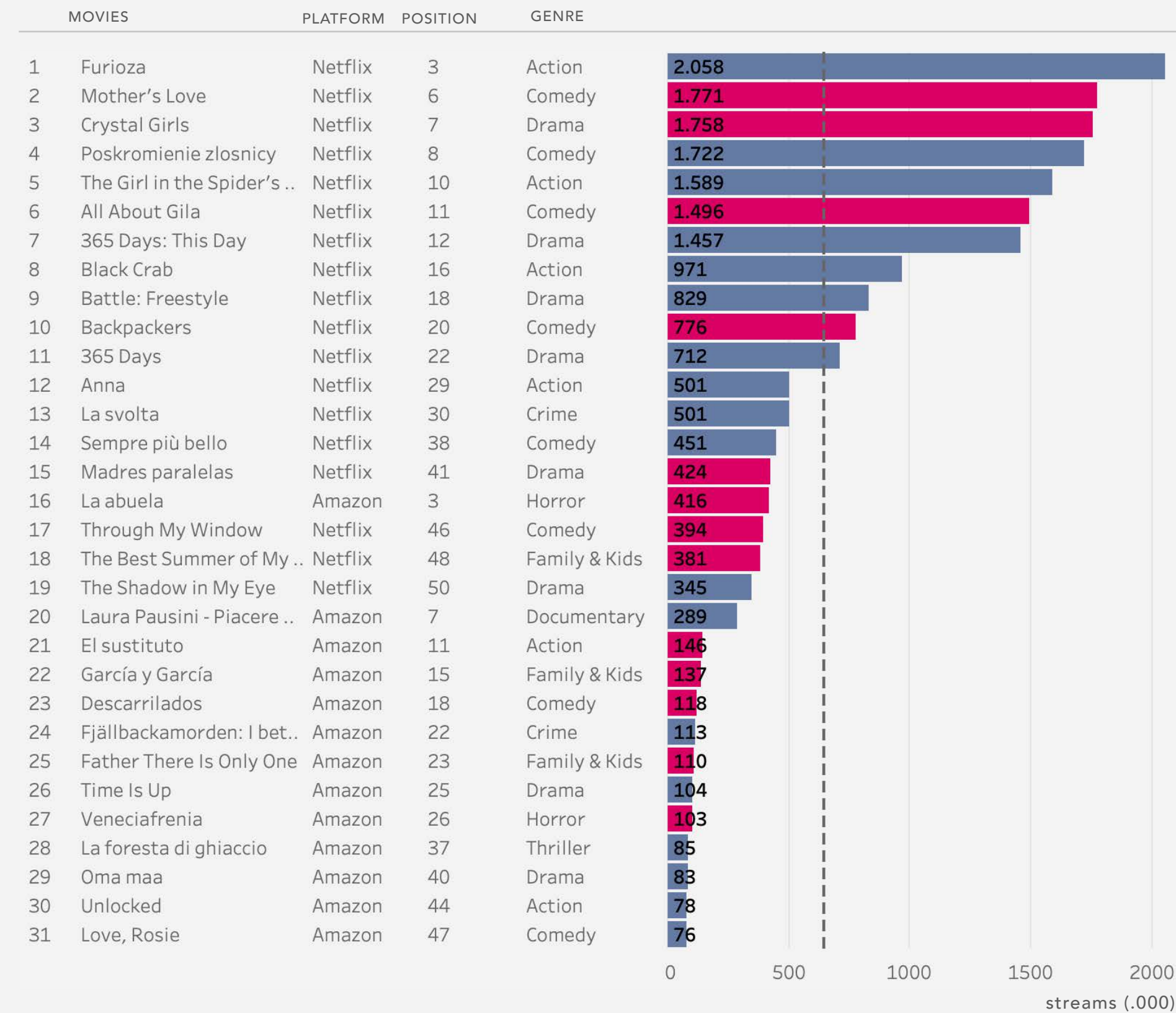
While USA & Canada preserve their 1/2 share, Spain comes back to its higher share while the UK shrinks to its lowest, which has more to do with UK absence rather than Spanish presence.

SPANISH STREAMS ARE VASTLY CONCENTRATED IN ACTION, DRAMA AND COMEDY

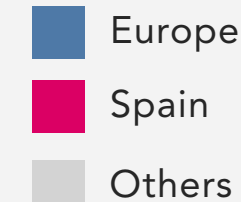
Although Action still takes the lead for the most streamed genre, this month's battle has definitely not been child's play. Both Comedy and Drama are closely followed by Action. This month's comedy preferred country is Spain, taking one third of the comedy audience. "Mother's Love", starring Carmen Machi and Quim Gutiérrez, "All about Gila" and the long-term effects of "Backpackers" explain these phenomena. Other genres have lost a great deal of audience this month.

SPAIN 100 MOVIES | EUROPEAN FOCUS

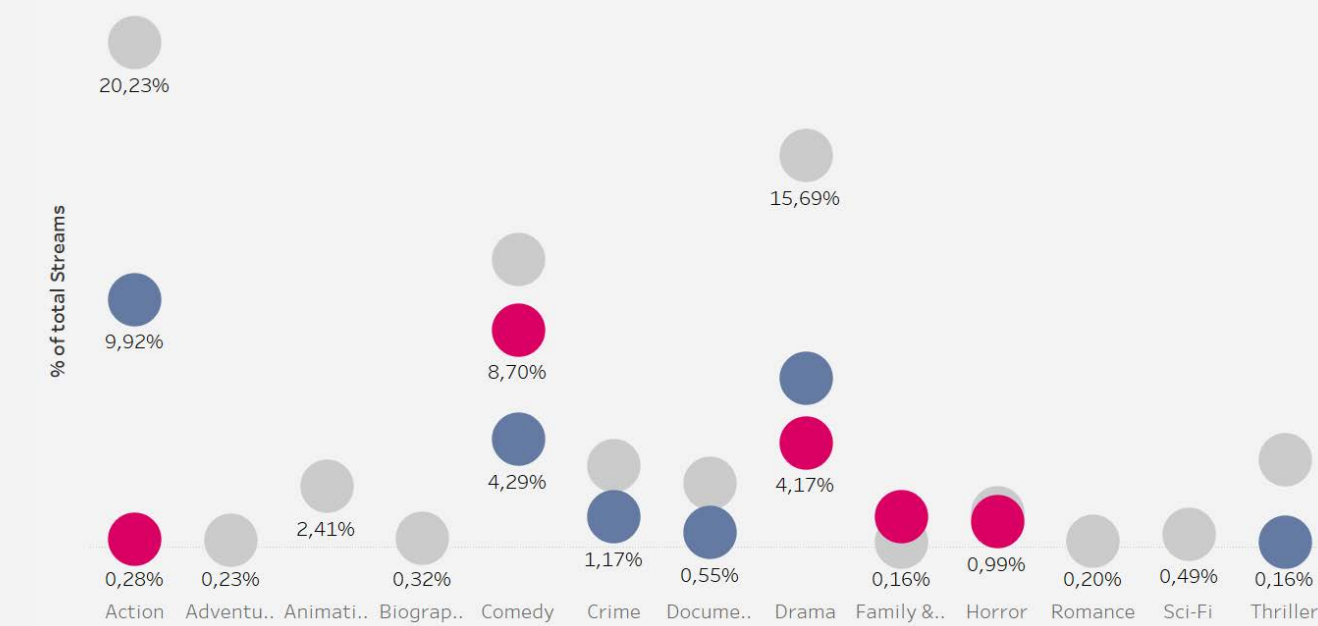
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



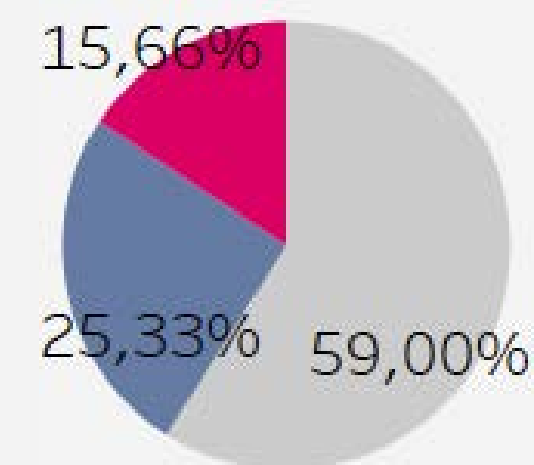
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movi..	Europe	Spain
Action	5	1	
Comedy	3	5	
Crime	2		
Documentary	1		
Drama	6	2	
Family & Kids		3	
Horror		2	
Thriller	1		

CONTRIBUTION TO DRAMA STREAMS



HALF OF THE TOP #25 MOST STREAMED EUROPEAN MOVIES ARE TAKEN BY SPANISH PRODUCTIONS

After the fall of local content in March, Spanish flicks are back at it. The Polish presence is also very noticeable. Two of their movies, "Furioza" (a movie that involves brotherhood and gang war-fares) and rom-com "Poskromienie Złonicy" have made their way out of the blue to Top #5. Was it just pure chance or is Poland really making content attractive to Spanish users?

EUROPEAN DRAMA CAN'T STOP, WON'T STOP: IT CONTINUES TO GROW, WITH INCREASING SUCCESS

European titles took 22,84% of total views in the drama genre, April as a month of conquest for other European titles for Spanish audiences. On the other hand, we can still observe how "Madres Paralelas"'s effect along with the brand-new "Crystal Girls", a movie that follows the competitive world of ballerinas starring Maria Pedraza from TV Show "Elite", have contributed to 15% of the share for drama content.

SPANISH CONTENT STANDS OUT IN COMEDIES

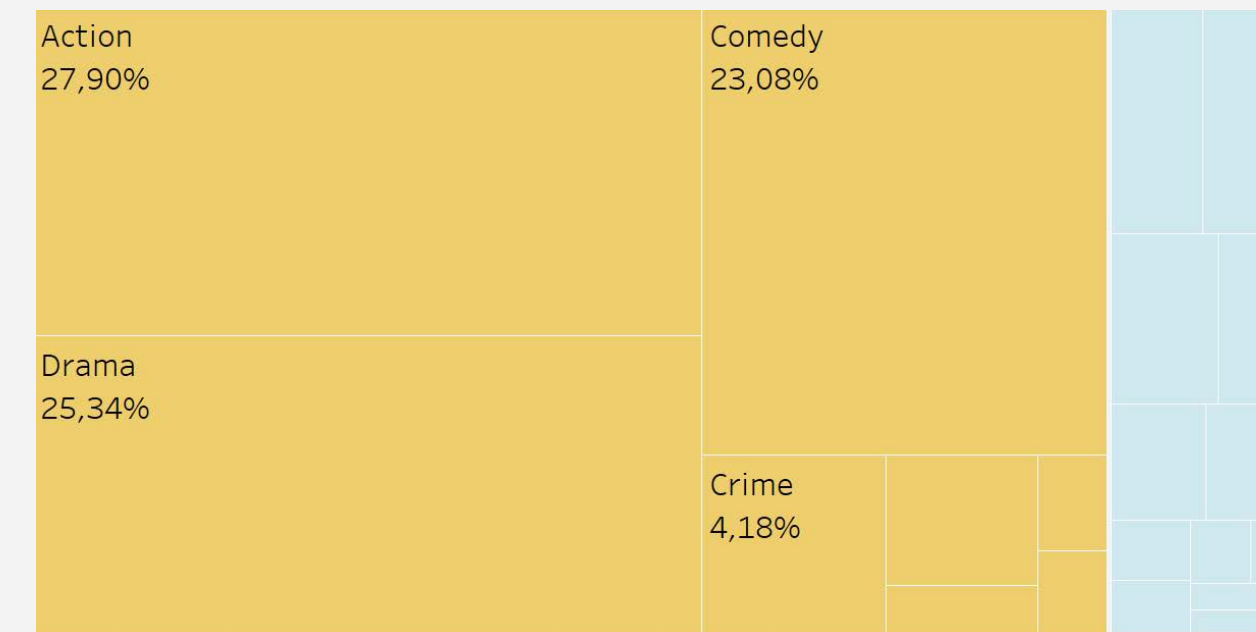
Comedy films accounted for 8,7% of the total streams of Spanish spectators, almost beating America and the UK productions altogether. This is one of the best numbers Spanish comedy has ever conquered so far.

SPAIN 100 MOVIES | SVOD PLATFORMS

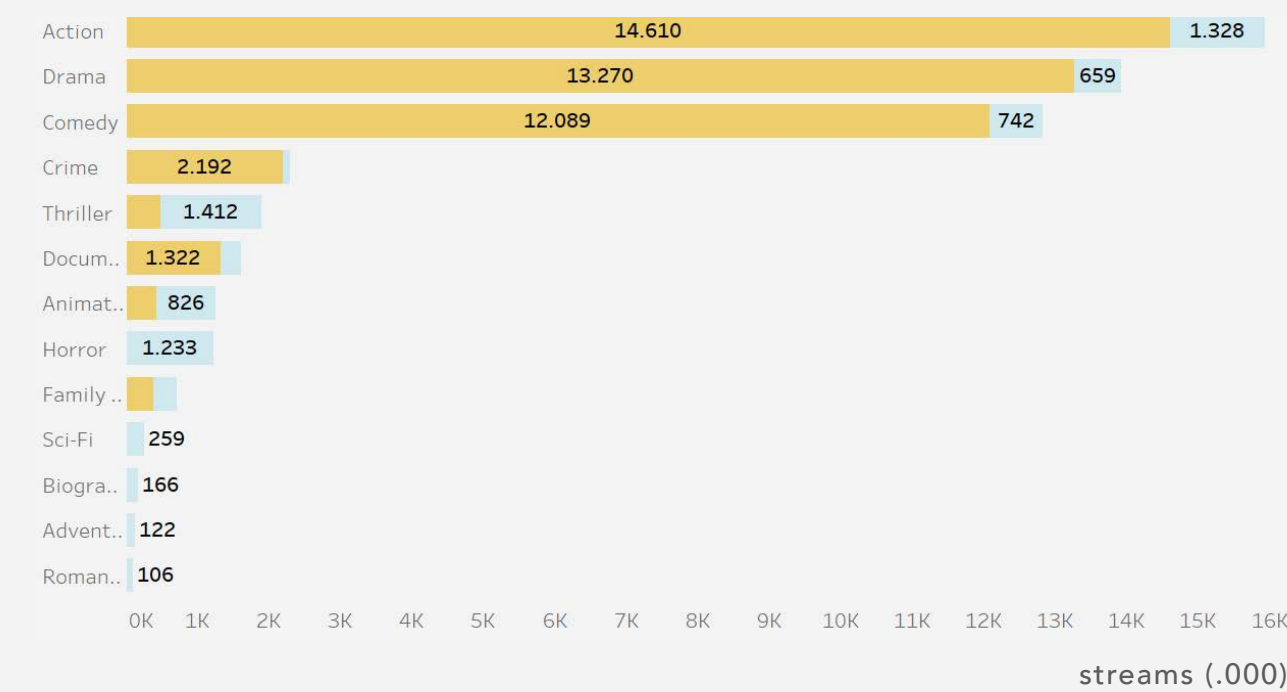
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

ACTION IS CLEARLY THE MOST ROBUST AND STEADY GENRE ON NETFLIX. THEIR "GENREMATES" ARE FAR FROM SCATTERED

The same cannot be said for Amazon's streams, which are very irregularly distributed. In one of these peaks we find the American Thriller "All the old Knives", Amazon's April highlight, a title that has surpassed the figure for the most-streamed Amazon movie, making its way the bottom of Global Top #25.

ACTION, DRAMA AND COMEDY ON NETFLIX TAKE TOTAL CONTROL OF THE VIEWS: THEY TAKE UP THREE-FOURTHS OF TOTAL STREAMS

These "together amount to almost 40M streams. Even though there has not been any American blockbuster premiere in the month of April, only Action itself has gathered 15M streams. This month Netflix's crime productions came, almost out of nowhere, as the fourth most-watched genre with 2M views, due to "Trust No One", "The Last Thing He Wanted", "La svolta" and "The Shadow in My Eye".

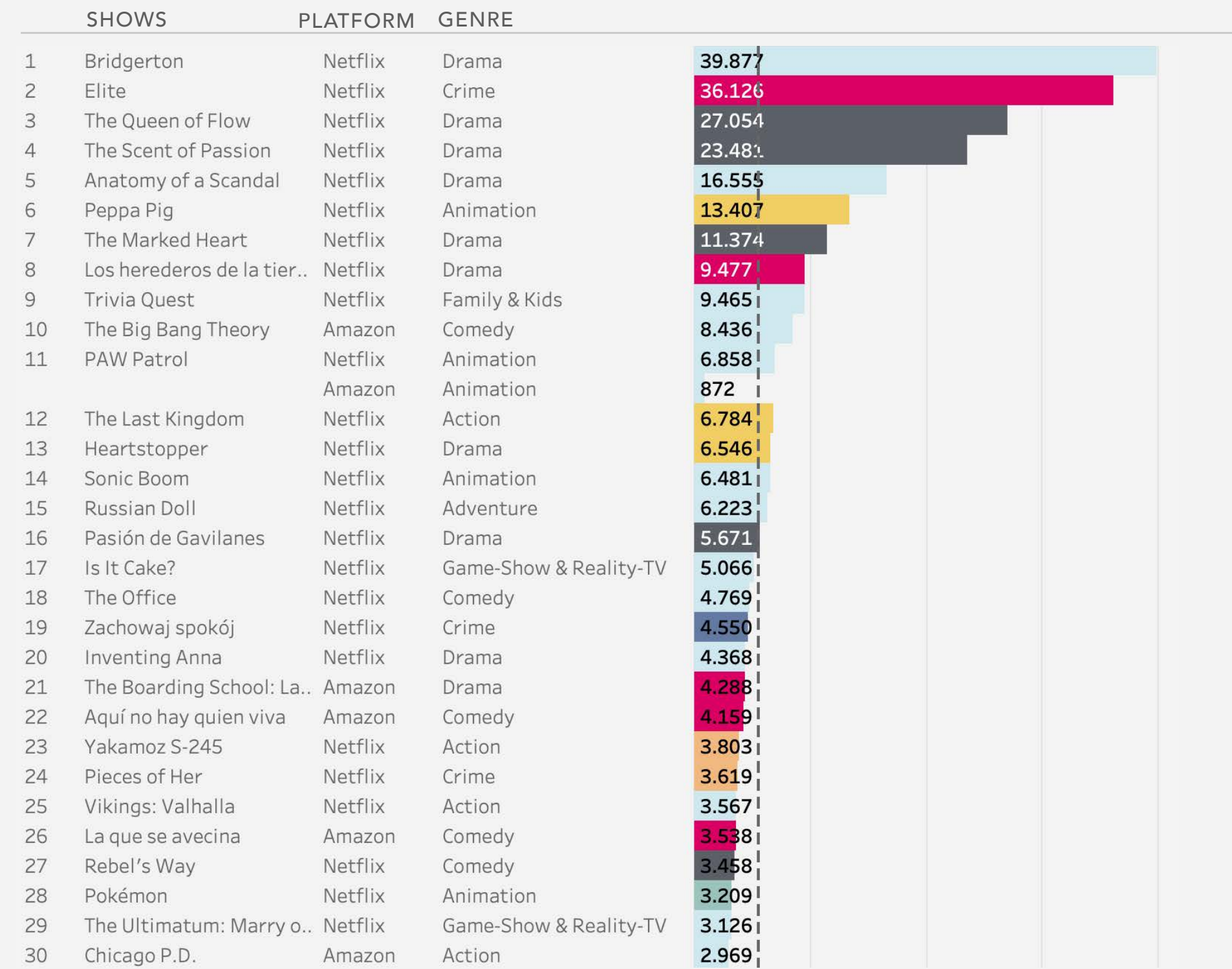
NETFLIX PLATFORM GRABS 82,52% OF THE TOTAL STREAMS, FOLLOWING ITS REGULAR TENDENCY

The lack of premiere product has led Amazon to a very short share of streams in the month of April. Amazon has definitely not been able to keep up with Netflix debuts.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

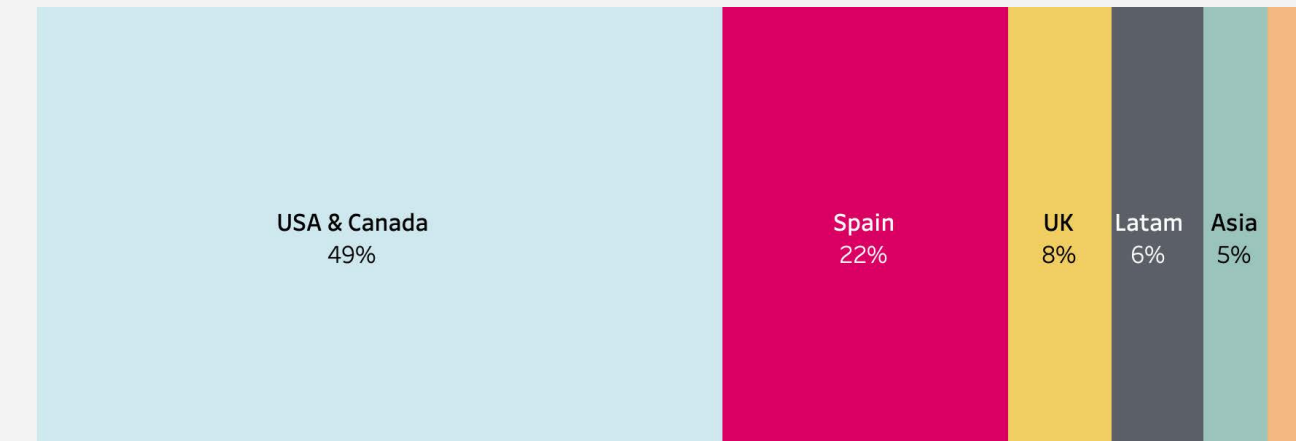
streams (.000)

PRODUCTION COUNTRIES



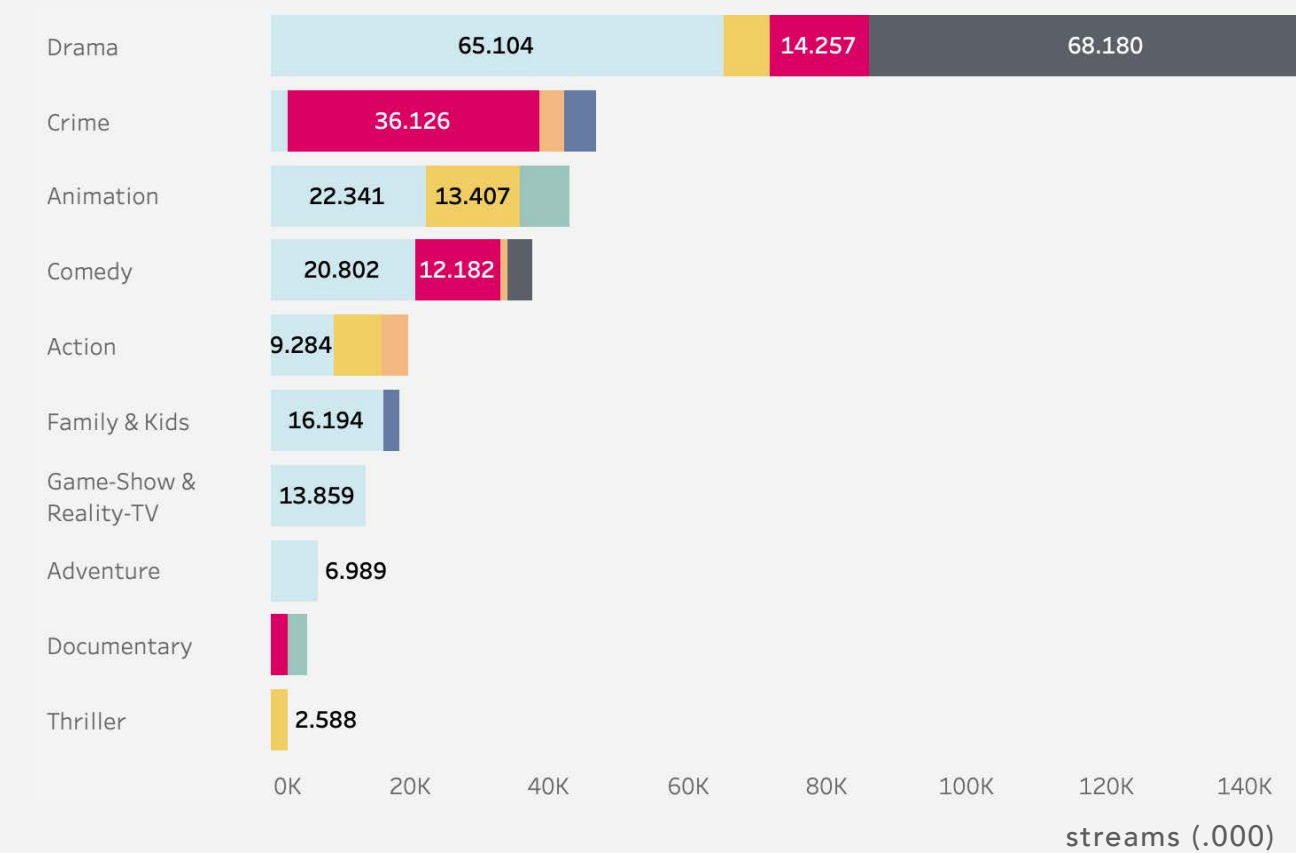
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



“BRIDGERTON” GETS AHEAD OF TELENOVELAS AND THE PREMIERE OF THE FIFTH SEASON OF “ELITE”

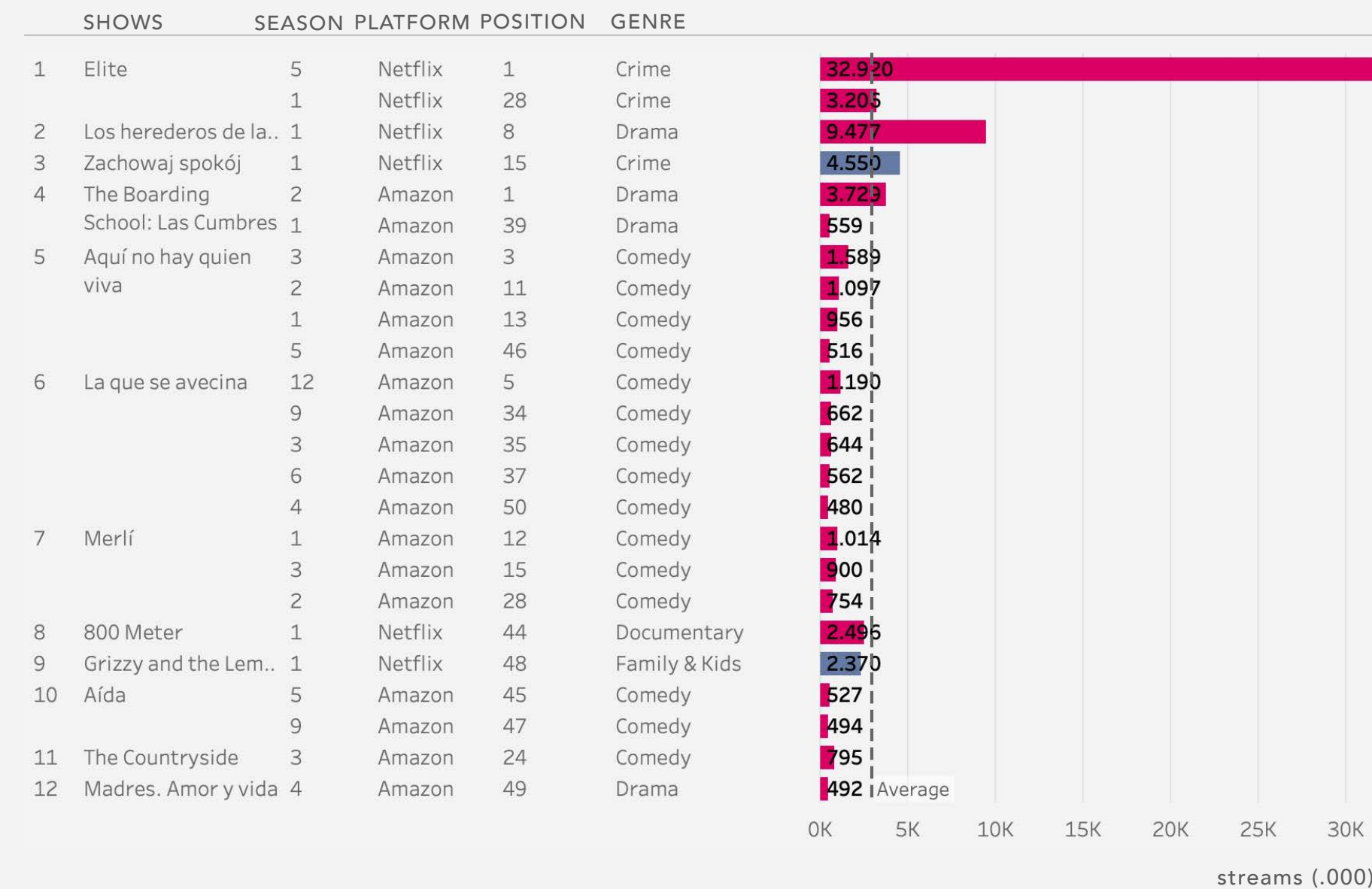
The start of the second quarter has also resulted in a change of tendencies. After three months of constant successes, Telenovelas are finally being forced to abandon their throne to give way to American historical romance, “Bridgerton”, a show that collects garners almost 40M views this month. As a result of this, the most-streamed genre during the month of April is, once again, drama, with an astonishing amount of 150M streams in total. Nevertheless, the sum of telenovelas streamed this month (mainly due to “The Queen of Flow”, “The Scent of Passion”, “The Marked Heart” and “Pasion de Gavilanes”) confirms that Latam dramas are still Spanish audiences’ favourite.

SPAIN’S SHARE RECOVERS FROM LAST MONTH, WHEN IT HAD ONE OF ITS WORST PERFORMANCES

After experiencing a dramatic drop, the premiere of “Elite” Season 5 makes Spanish content great again: the top 100 catalogue accounts for no less than 22% of Spanish productions. It also sets crime as the number #2 most preferred genre for Spanish spectators. What’s more interesting is how the presence of Telenovelas and “Elite” are making Spanish-speaking shows the absolute leaders of the Top #5. Will April be a turning point for the renaissance of Spanish-speaking shows or is it just a coincidence?

SPAIN 100 SHOWS | EUROPEAN FOCUS

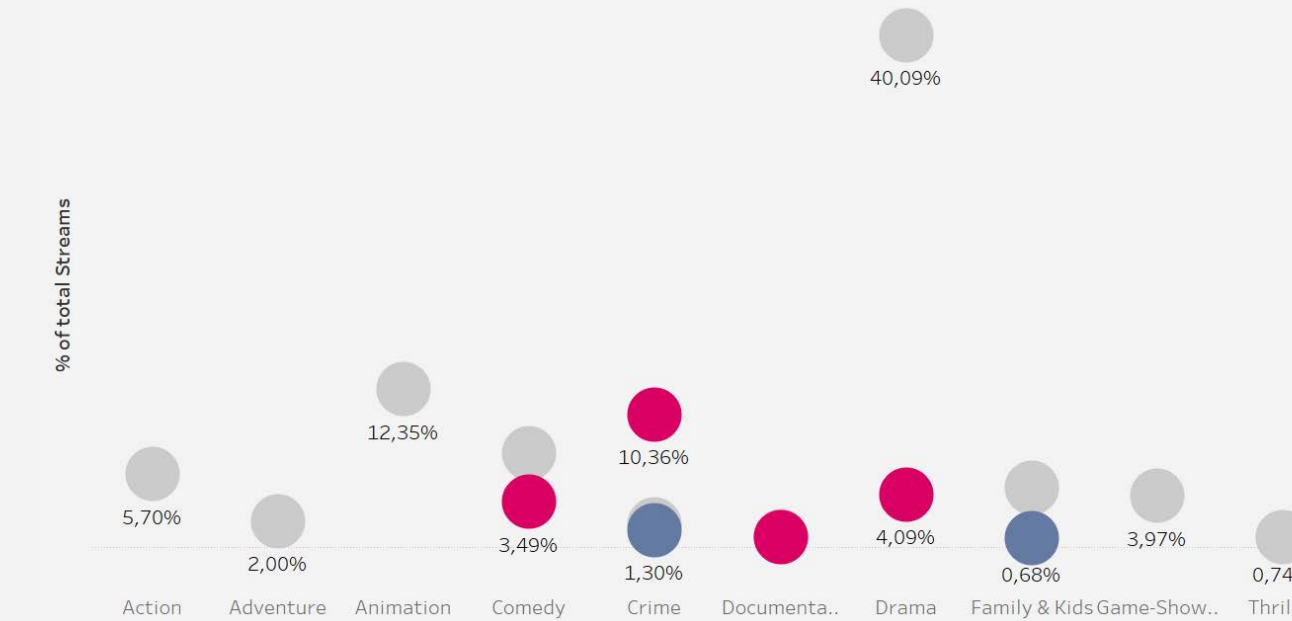
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES

- Europe
- Spain
- Others

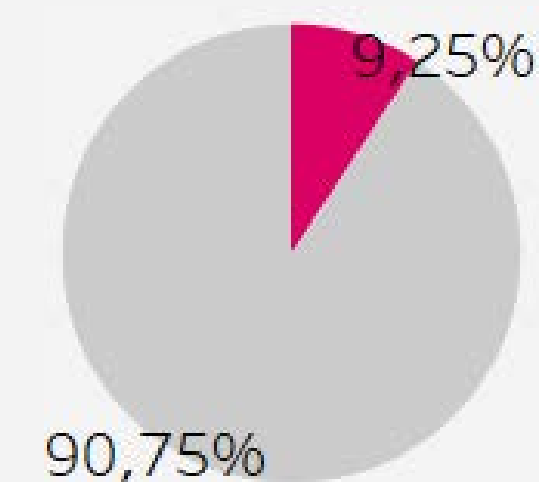
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres Shows ESP	Europe	Spain
Comedy		5
Crime	1	1
Documentary		1
Drama		3
Family & Kids	1	

CONTRIBUTION TO DRAMA STREAMS



“ELITE” SEASON 5 TAKES HALF OF THE EUROPEAN STREAMS BUT CANNOT TAKE THE CROWN FOR THE MOST SIGNIFICANT PREMIERE RECORD, WHICH STILL GOES TO “MONEY HEIST”

However, local triumph doesn't stop with the premiere of “Elite”. Spanish content occupies the vast majority of European titles in the Top #100. They constituted ten of twelve shows included in this list, taking total control of it, continuing last month's trend.

SPANISH COMEDIES AND DRAMA BOTH GET A GOOD PIECE OF THE CAKE

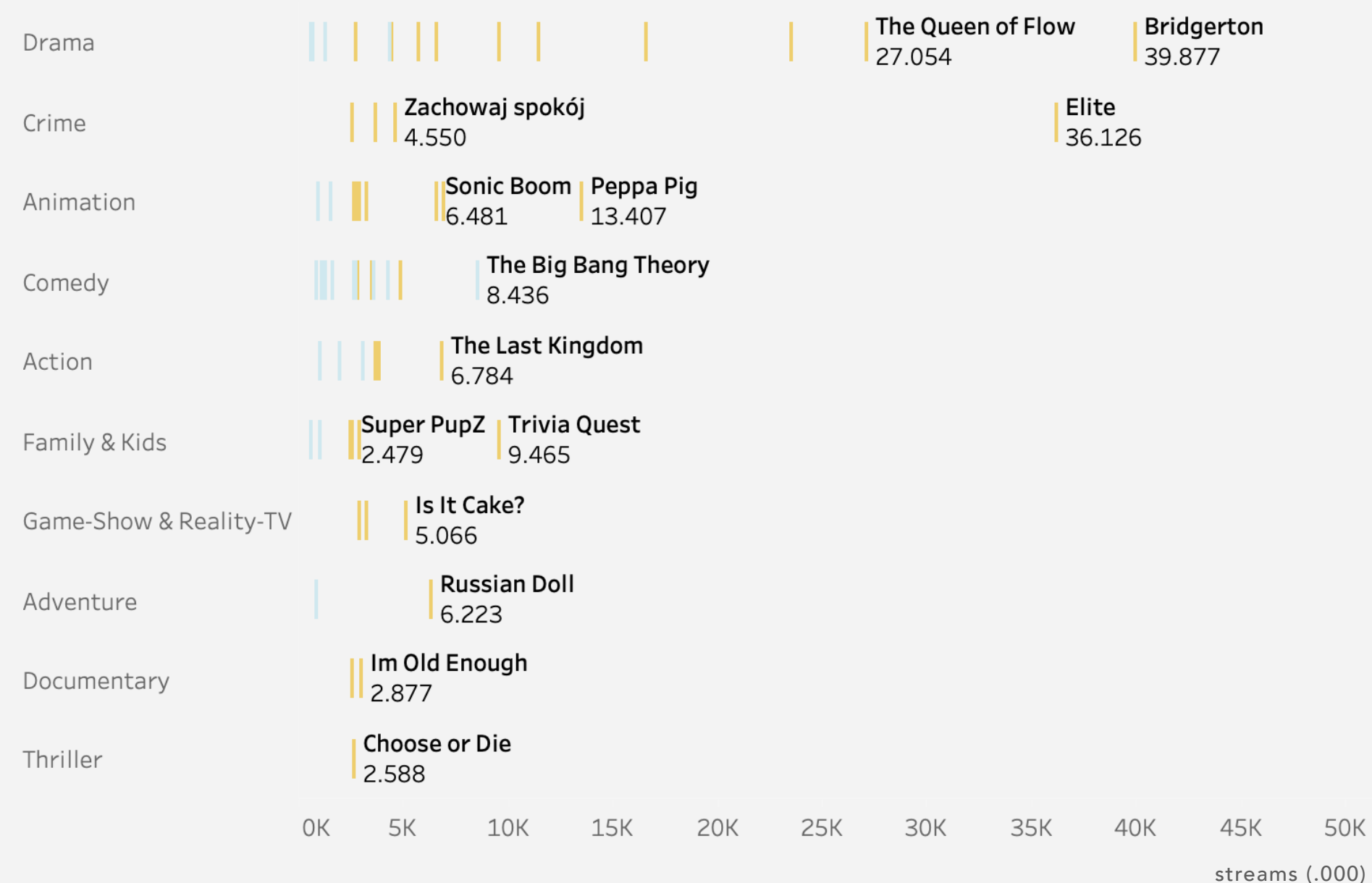
The highest share goes to non-European Drama, whose films collected 40% of the total share. Although this number for Drama seemed impossible to get, there's more big news: This month, Spanish comedy follows closely follows non-European shows in percentage terms. Another April highlight is the comeback of Spanish contribution to Drama. After a nine-month period of drought, “Los herederos de la Tierra”, reboot of the Spanish popular series “El Internado” and “Madres. Amor y Vida” bring local content closer to its biggest share so far, dating back to July 2021.

AMAZON'S CATALOGUE RESISTS UNSTOPPABLE CONTENT CREATOR NETFLIX

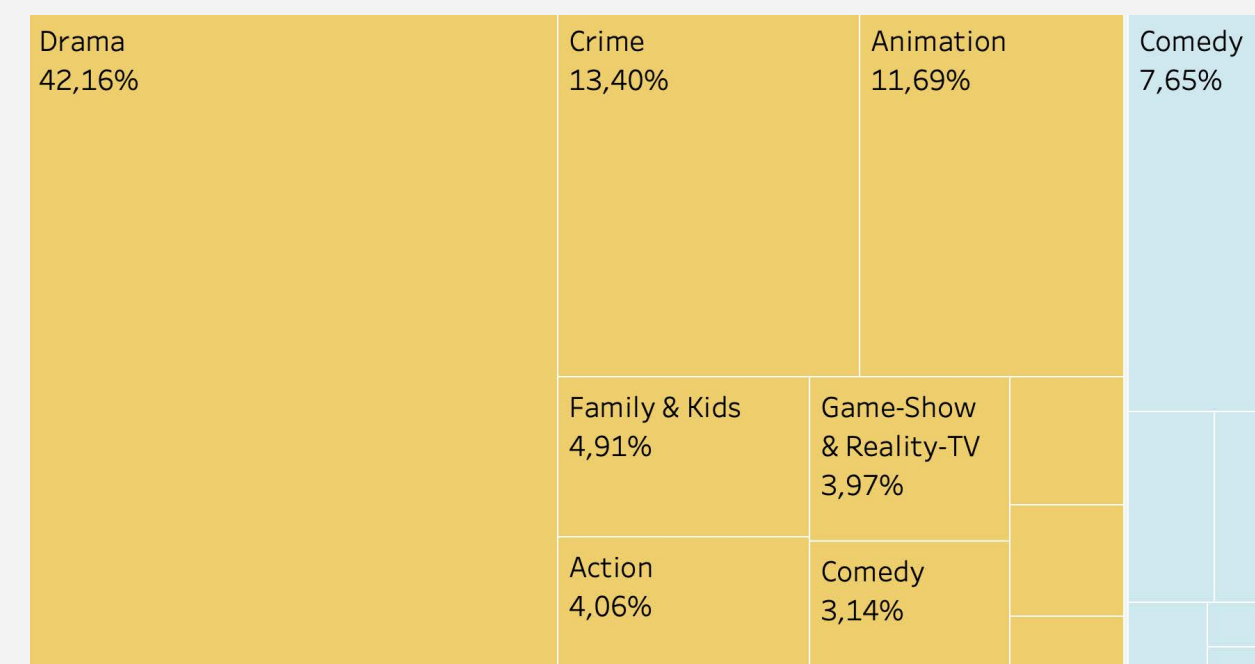
Amazon's bet for Spanish comedy classic shows (“Aquí no hay quien viva”, “La que se avecina”, “Aida” and “Merli”, which is already a classic) places the platform as the one which delivers the most titles to the April chart, following the recent trend. However, the lack of premieres from Amazon leads to classification at the bottom of the list.

SPAIN 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



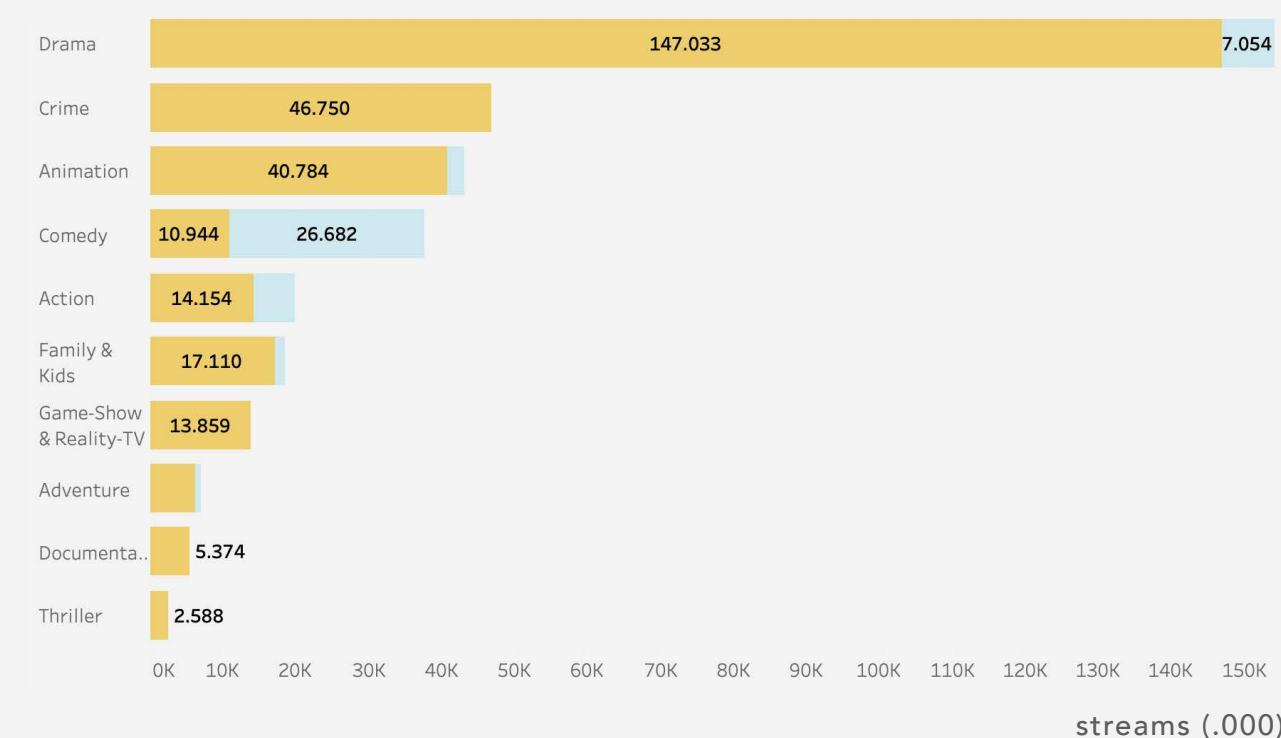
DRAMA SHOWS ON THE NETFLIX PLATFORM REPRESENT TWO OUT OF FIVE STREAMS FROM SPANISH AUDIENCES, BREAKING A NEW RECORD

A genre has never before taken such a wide share of the audience as far as our data goes. The sum of "Bridgerton", "The Queen of Flow", "The Scent of Passion" and other shows' views constituted 42,16% of views in Spain, a percentage that is nowhere to be found even in other markets. Spain certainly loves a great deal of romantic drama.

COMEDY ON AMAZON PROVES THAT IT IS NOT SIMPLY A COMPETITOR, BUT A WINNER

During the course of 2021 and 2022, comedy on Amazon platform has been slowly gaining ground on Netflix. In March we saw how Amazon eventually took the throne for comedy. Now, over the course of April, Amazon has come to double Netflix numbers. Could Amazon keep up with it?

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ALMOST 90% OF THE CONTENT SPANISH SPECTATORS WATCH COMES FROM NETFLIX

Horizontal bar charts clearly show how "Elite" pushes crime to the top #2 genre. Both drama and crime seem to be the least consistent genres in numbers in the chart, while comedy and action are the most consistent during April.

OTT

- Amazon
- Netflix

HOT CONTENT IN SPAIN

“FURIOZA”, A PROOF OF WHY NETFLIX IS BETTING ON THE POLISH FILM INDUSTRY

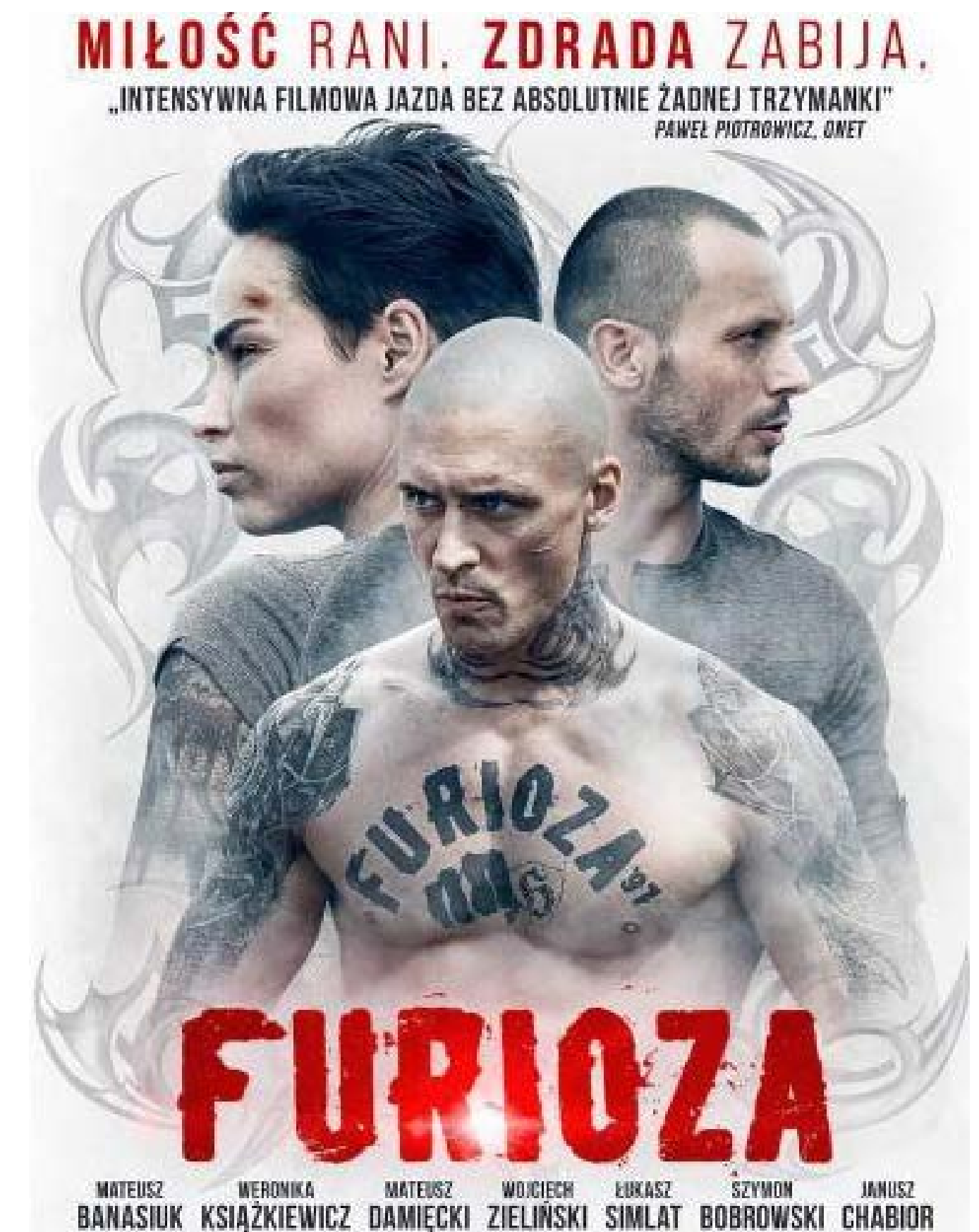
Cyprian T. Olencki is the director and screenplay writer together with Tomasz Klimala of Netflix’s April sensation “Furioza”. The movie follows an apparently simple and calm doctor, who is suddenly forced by her ex-girlfriend, a policewoman, to infiltrate a gang of hooligans, whose leader is the doctor’s sibling. The plot becomes the perfect excuse for covering the secrets of the criminal world of Polish soccer hooligans and everything around it: drugs, violence, corruption, prostitution, toxic masculinity and more.

Although “Furioza” was originally released in Polish theatres on Oct 22, 2021 and took \$2,419,521 at the local box office, it was the 7th most profitable movie in Poland in the year 2021. But the best came when Netflix bought its SVOD rights and streamed it from April the 6th. “Furioza” became the most popular non-English language movie on Netflix in the first week of its launch in the USA. It also took first place in the popularity ranking in 74 other countries, such as Brazil, Belgium, Croatia, The Czech Republic, France, Greece, Serbia, Spain, Ukraine, Morocco or New Caledonia. The film conquered Netflix’s audience across all analysed

countries. It ranked among the Top #5 most-streamed movies in the Italian, Spanish and French markets, gathering 1.26M, 2.05M and 2.38M views respectively during the month of April.

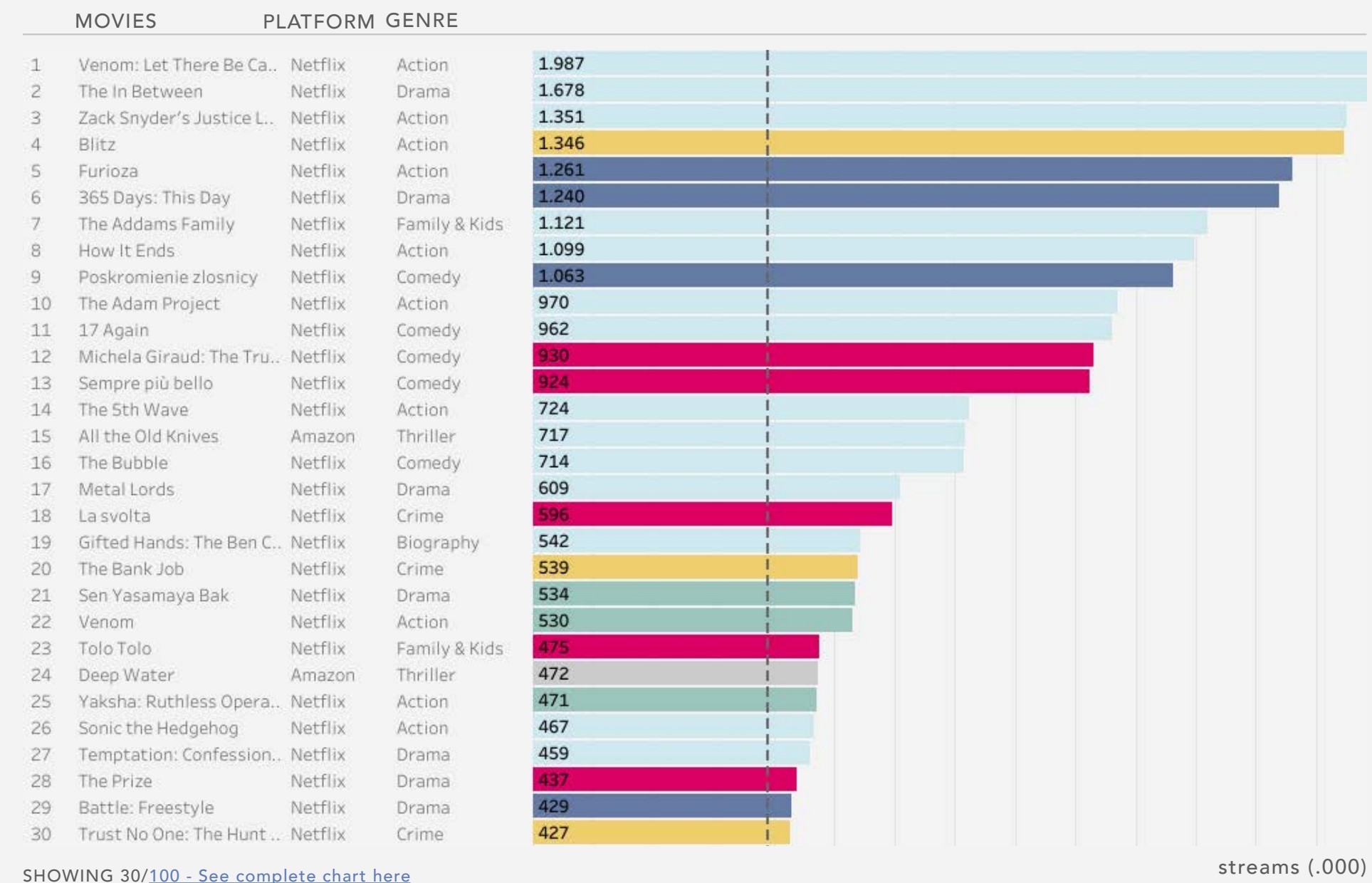
But “Furioza” is not the only Polish production that can be found in Spain’s stats. The Spanish audience seems to love Polish content. Three other movies are present in the Spanish chart for April: rom-com “Zachowaj spokój” (2022) and erotic thriller book-adaptions from Blanka Lipiska’s trilogy “365 Days: This Day” (2022) and “365 Days” (2020). “Zachowaj spokój”, a thriller and crime mini-series, has also made its way to the #20 most-streamed TV Shows in the Spanish market.

Netflix has already made the next natural step. At the beginning of the year, the streaming service announced that Warsaw was picked as the new regional headquarters for the streamer’s operations across Central and Eastern Europe, which is set to open at the end of the year. Is “Furioza” just the beginning of a new era for Polish productions? We’re definitely thrilled to see what is to come for Polish content.



ITALY 100 MOVIES | OVERVIEW

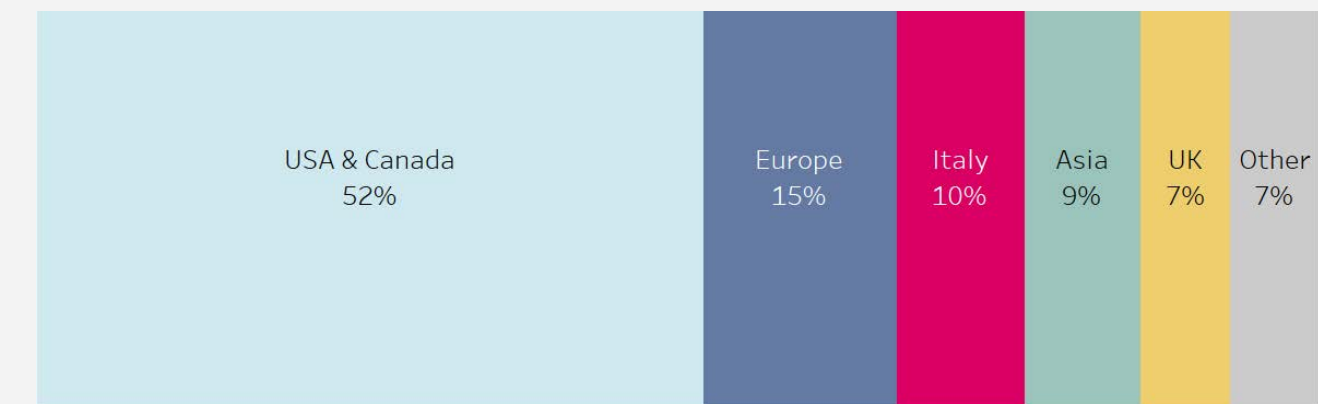
TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



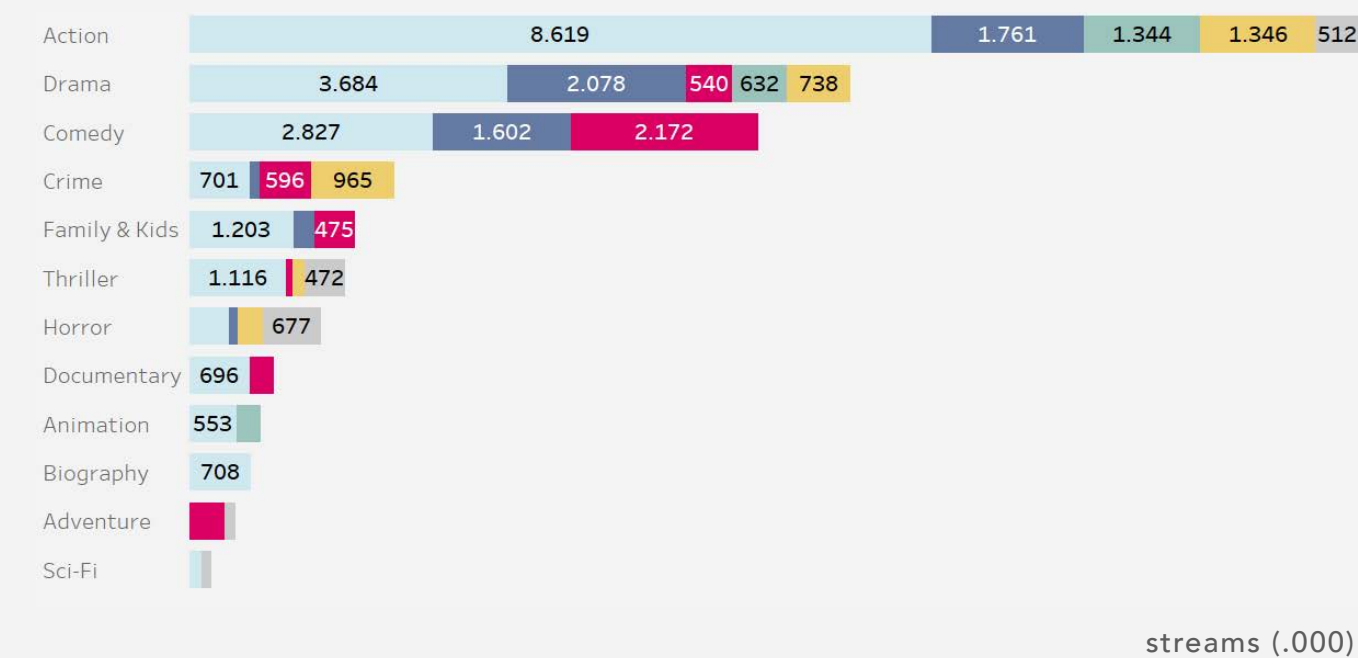
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



STREAMS IN ITALY ARE ALSO DROPPING IN APRIL: TOP #5 ALL TOGETHER ACCUMULATED 7,6M VIEWS, WHEREAS MARCH'S TOP #5 REACHED 11M

April's leading position goes for "Venom: Let There Be Carnage". The superhero film was theatrically released in the United States on October 1; October 14 in Italy. Actually, none of the movies that made up the Top #5 were originally premiered in April. The audience has certainly reacted to this, as we have also witnessed in the Spanish market: total streams have significantly dropped.

"The Addams Family", the computer-animated movie from the eccentric family that premiered in 2019, managed to introduce a Family & Kids movie in #7, gathering 1,12M views. In fact, the regular presence of Family & Kids movies in the upper positions of Italy's charts is one of the few aspects where Italian and Spanish markets usually differ.

USA & CANADA RECLAIM THE KINGDOM THEY STARTED LOSING BACK IN DECEMBER 2021

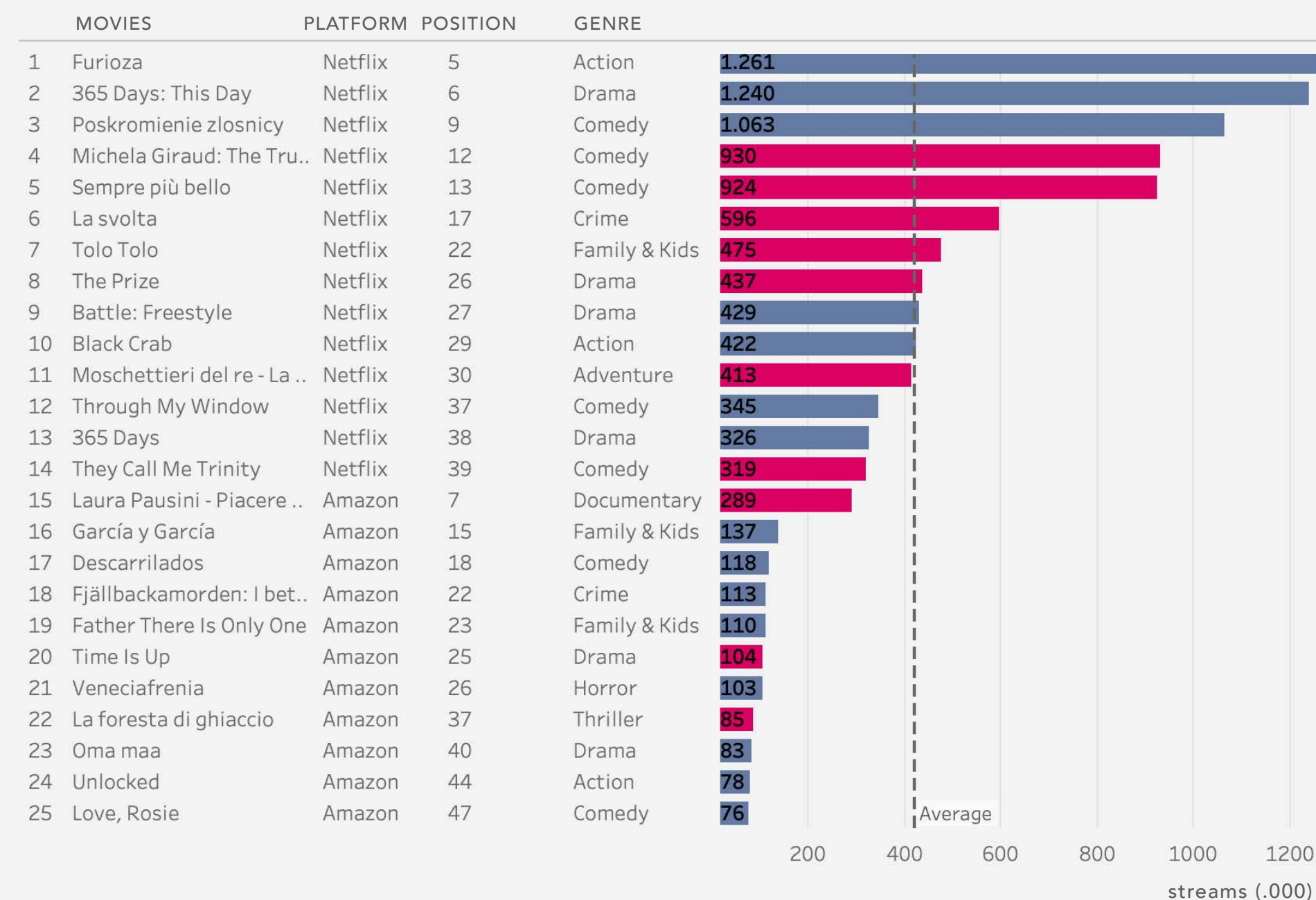
American English-speaking productions conquer 52% of the catalogue, mainly at Italy's productions expenses. Local content loses almost half of its share, going from 19% to 10% of total streams.

FOR THE THIRD CONSECUTIVE MONTH, ACTION IS THE PREFERRED GENRE FOR ITALIAN SPECTATORS, WITH ALMOST TWICE AS MANY STREAMS AS THE SECOND PLACED GENRE, DRAMA

On the other hand, just as an already well-established trend, local comedies are the local productions that Italians love the most when it comes to movies. However, USA & Canadian content in comedy, which is the third most-streamed genre in April, has a slightly higher number of streams than Italian ones.

ITALY 100 MOVIES | EUROPEAN FOCUS

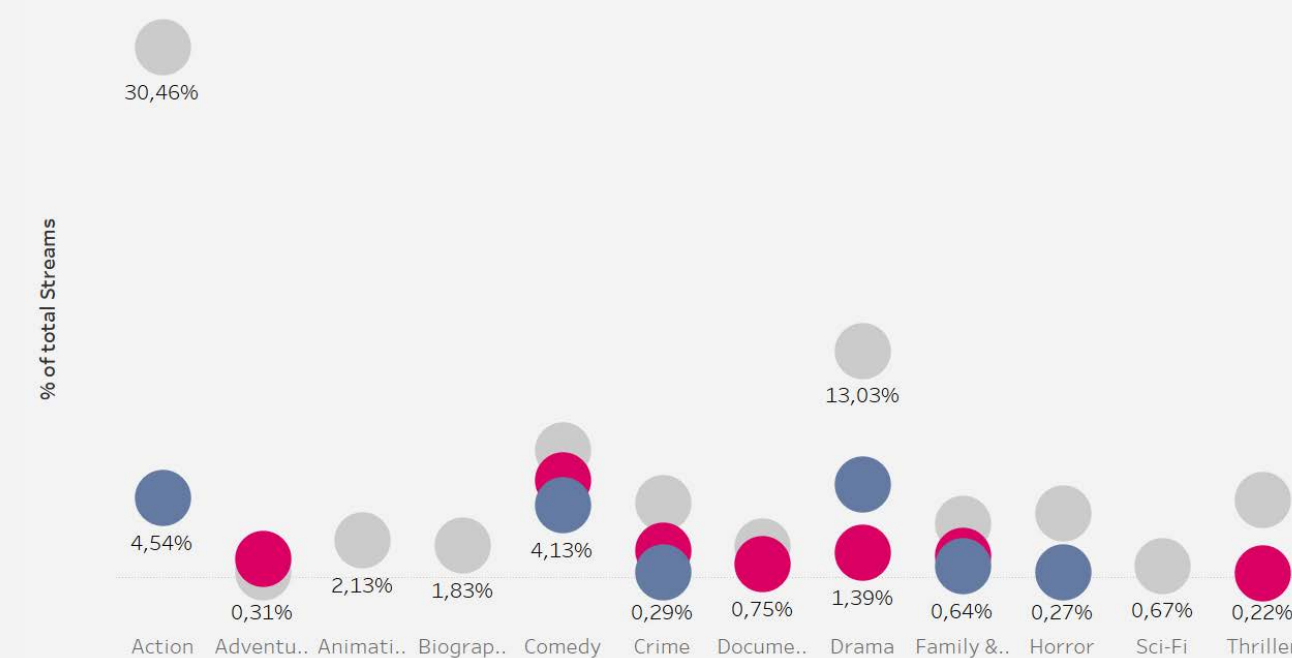
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



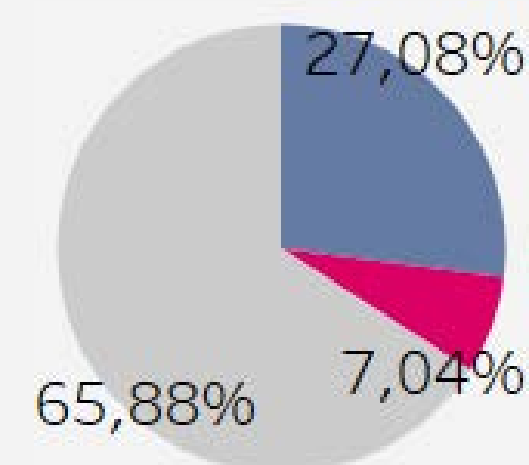
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movi..	Europe	Italy
Action		3	
Adventure			1
Comedy		4	3
Crime		1	1
Documentary			1
Drama		4	2
Family & Kids		2	1
Horror		1	
Thriller			1

CONTRIBUTION TO DRAMA STREAMS



ONLY TWO OUT OF FIVE MOVIES PRODUCED IN EUROPE WERE ITALIAN TITLES

Nonetheless, Italy is not the only market that cannot dominate its local content. Whereas Spain, France and the UK control at least half of the European titles, Italy and Germany do not surpass this fraction. Two comedies are leading the highest positions Italy has in this chart: "Michela Giraud: The Truth, I swear!" and "Sempre più bello". Comedy and made-for-family "Tolo Tolo" succeed in staying in the charts. This shouldn't come as a surprise: "Tolo Tolo" is the fifth highest-grossing film of all time in Italy. It only went from position #5 to #7.

SURPRISINGLY ENOUGH, COMEDIES DON'T CONTRIBUTE SIGNIFICANTLY TO TOTAL STREAMS IN APRIL

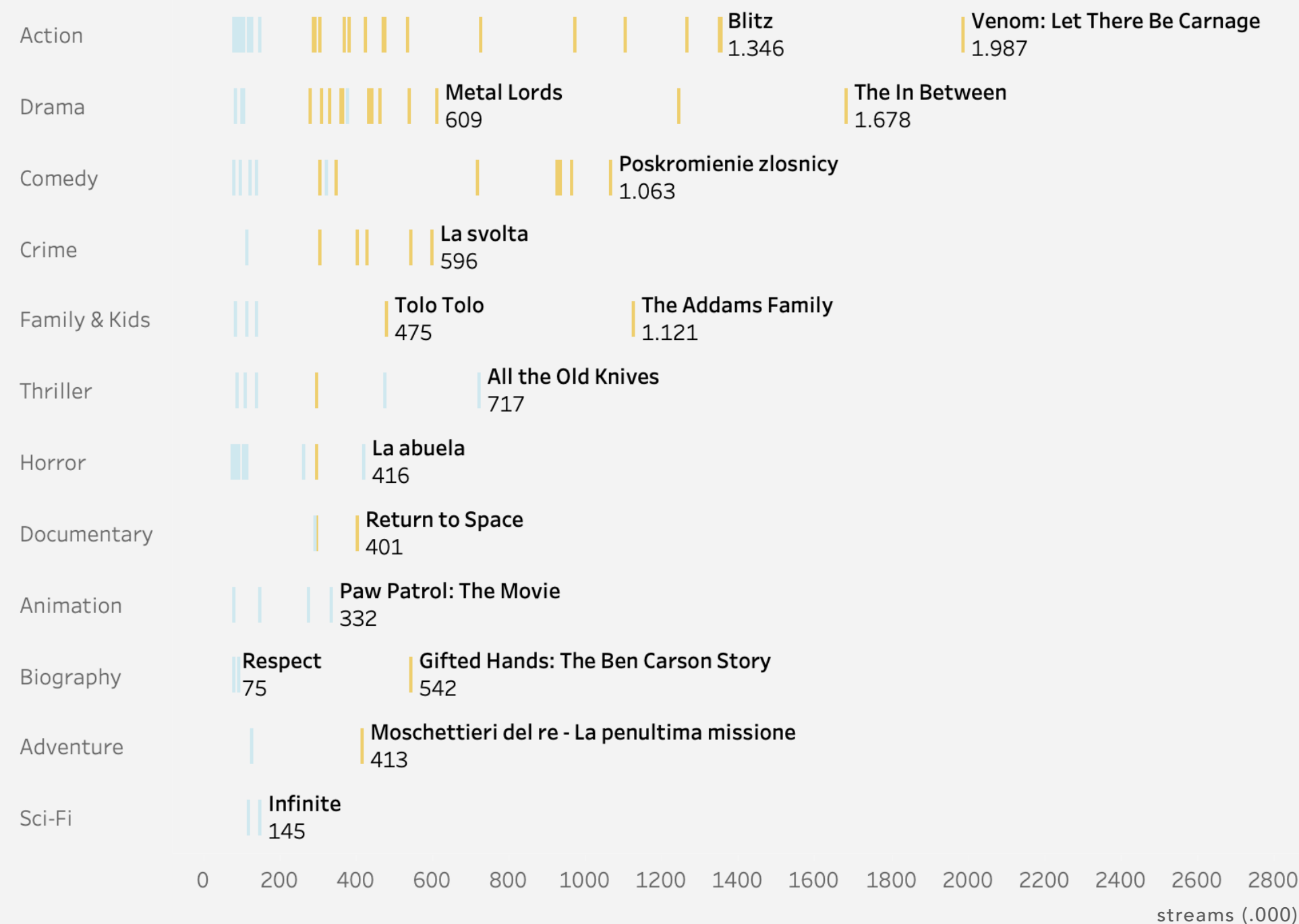
Since December 2021, comedies have been experiencing a reduction in percentage in relation to total streams for local audiences. But now they are getting to their lowest point. On the other hand, Italians successfully managed to definitively take on board the adventure genre. It's the only genre local content could lead in percentage. This is mainly due to "Moschettieri del re - La penultima missione", a movie loosely based on Alexandre Dumas's novels "The Three Musketeers" and "Twenty Years After".

THE SUM OF EUROPEAN TITLES GETS ONE-THIRD OF THE EVER-CHANGING PERCENTAGE CONTRIBUTION TO DRAMA TOTAL STREAMS

"365 Days: This Day" (2022), "Battle: Freestyle" (2021) and "The Prize" (2017) are the only dramas that are performing above average. Only the latter is an Italian production. Together they only sum 2M views.

ITALY 100 MOVIES | SVOD PLATFORMS

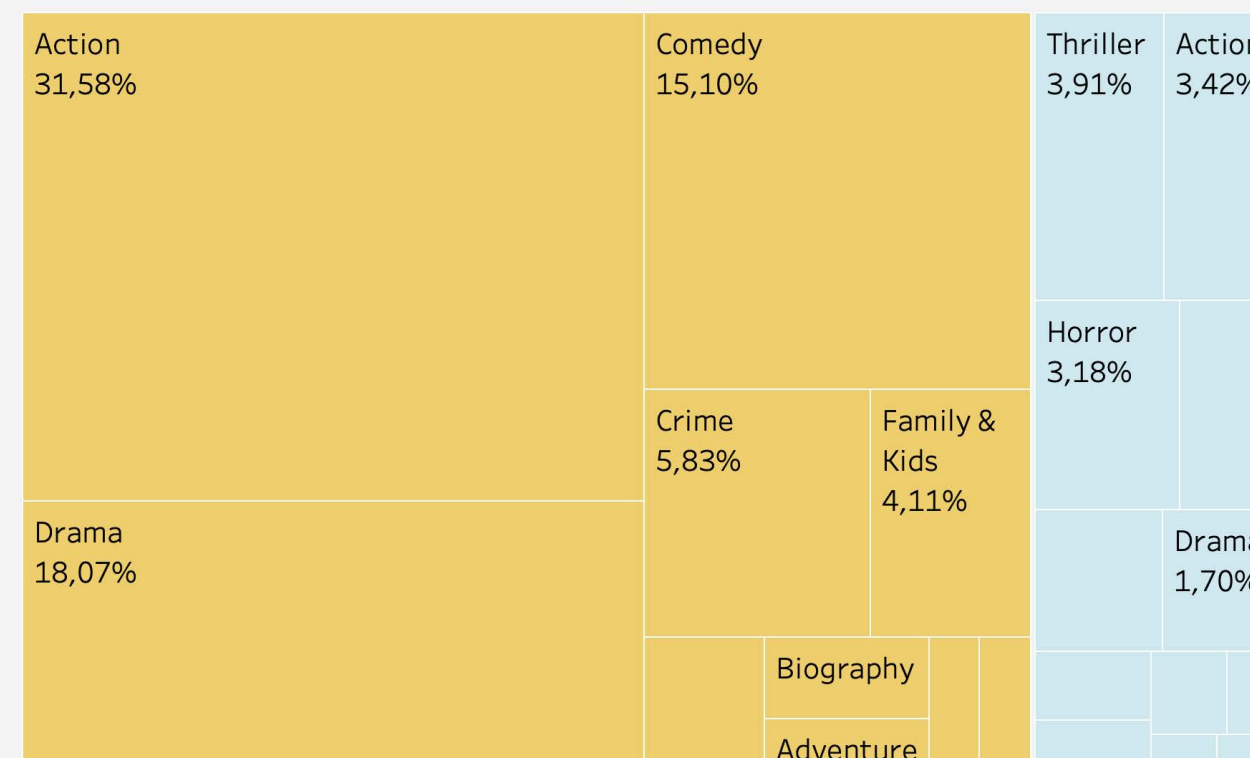
TOP MOVIES STREAMS BY GENRES



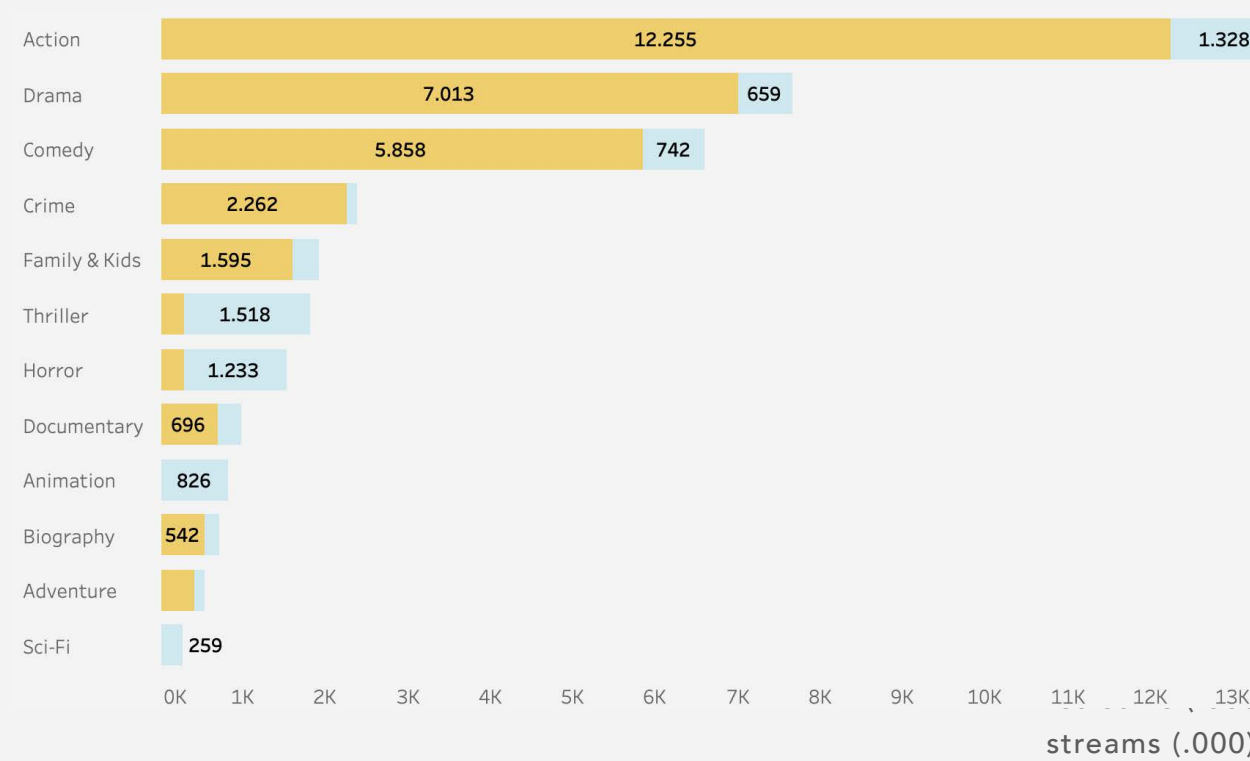
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



NETFLIX TAKES 80% OF TOTAL STREAMS, MAINTAINING ITS PRESENCE IN THE MARKET

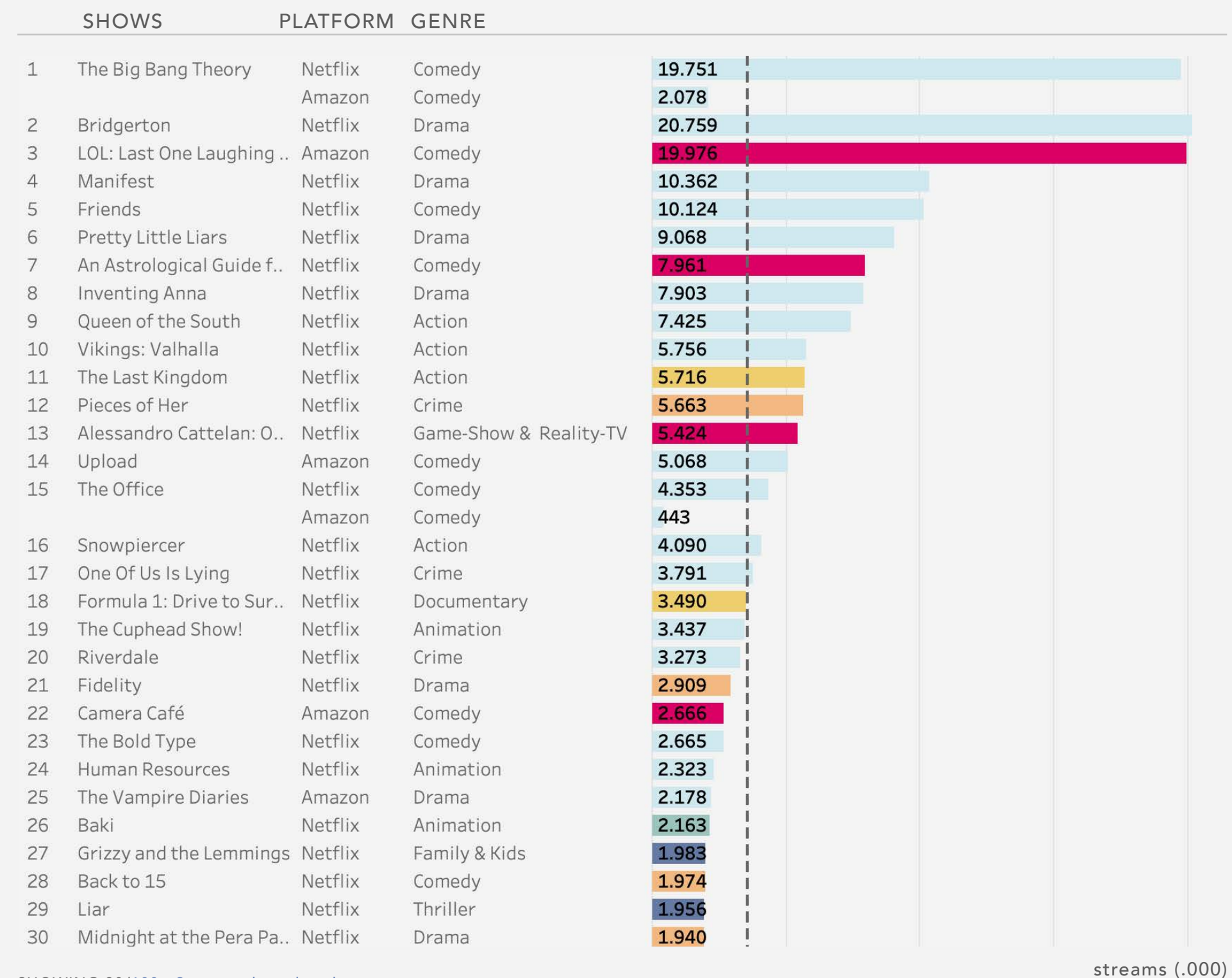
The action genre won't leave its first place since January as the most-streamed genre on the N platform. This time it is due to "Venom: Let There Be Carnage", "Blitz", "Furiosa", a team that gathered 31,58% of the share. Drama ranked as the second-most streamed genre on Netflix, followed closely by comedy, with 18.07 and 15.10% of total streams respectively. These two genres perform poorly on Amazon: 1.7 and 1.91.

On the other hand, Amazon's most played genre is a thriller, with the help of "All the Old Knives", "Deep Water" (the only two movies that managed to enter the #25 Top), collecting 3,9% of the total share. The platform finds no opponent and takes control of thriller, horror, animation and Sci-Fi during this month.

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



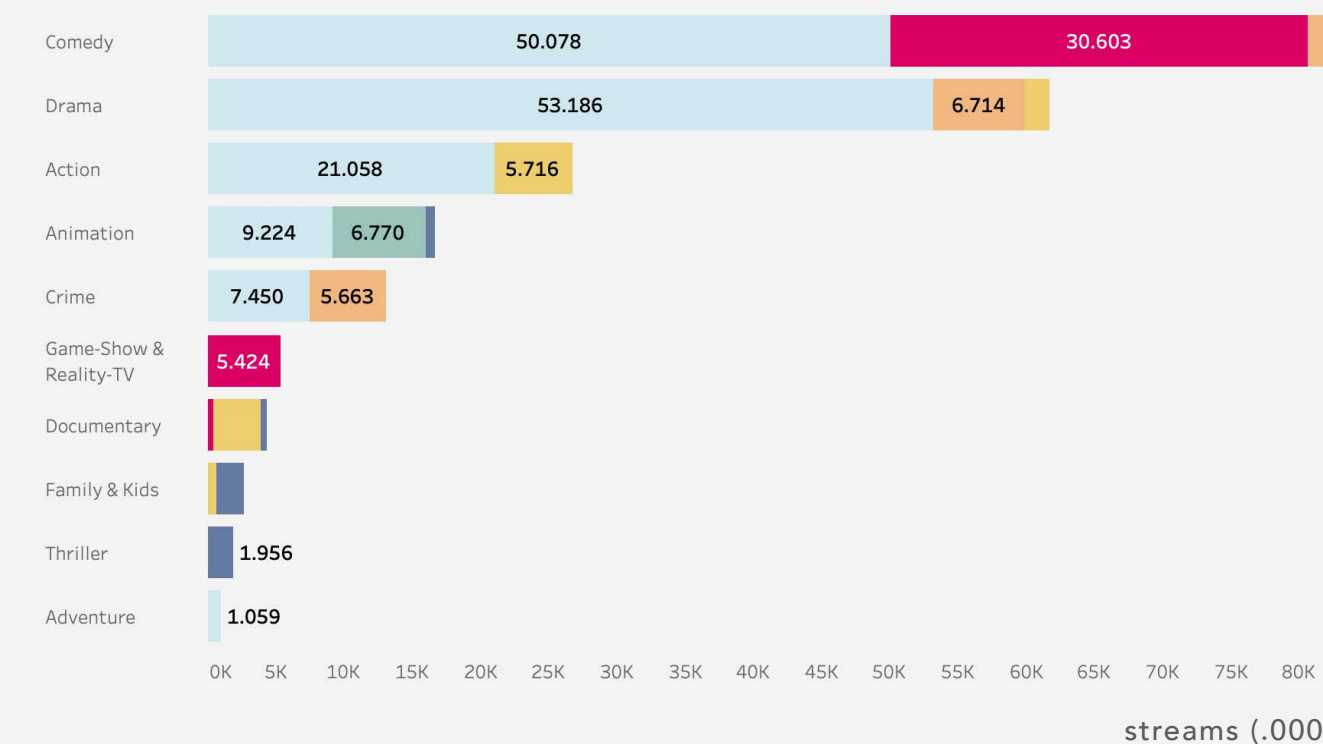
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



FOR THE SECOND CONSECUTIVE MONTH, "THE BIG BANG THEORY" HAS TOPPED THE ITALIAN CHARTS WITH ALMOST 33M VIEWS

The premiere spin-off prequel to "The Big Bang Theory", "Young Sheldon", is certainly pushing both titles to the top. The universe around Sheldon Cooper accounted for 57.7M, a highly impressive number that can only be compared to international hits such as "Squid Game" and "Money Heist". Equally striking is the fact that the second position goes for another non-active show, "Pretty Little Liars". The nail-biting teen thriller is closely followed by "Elite" and "Bridgerton", shows that actually premiered during April.

THE ARRIVAL OF SPRING RESULTED IN A DECREASE IN ITALY'S SHARES AND NUMBERS

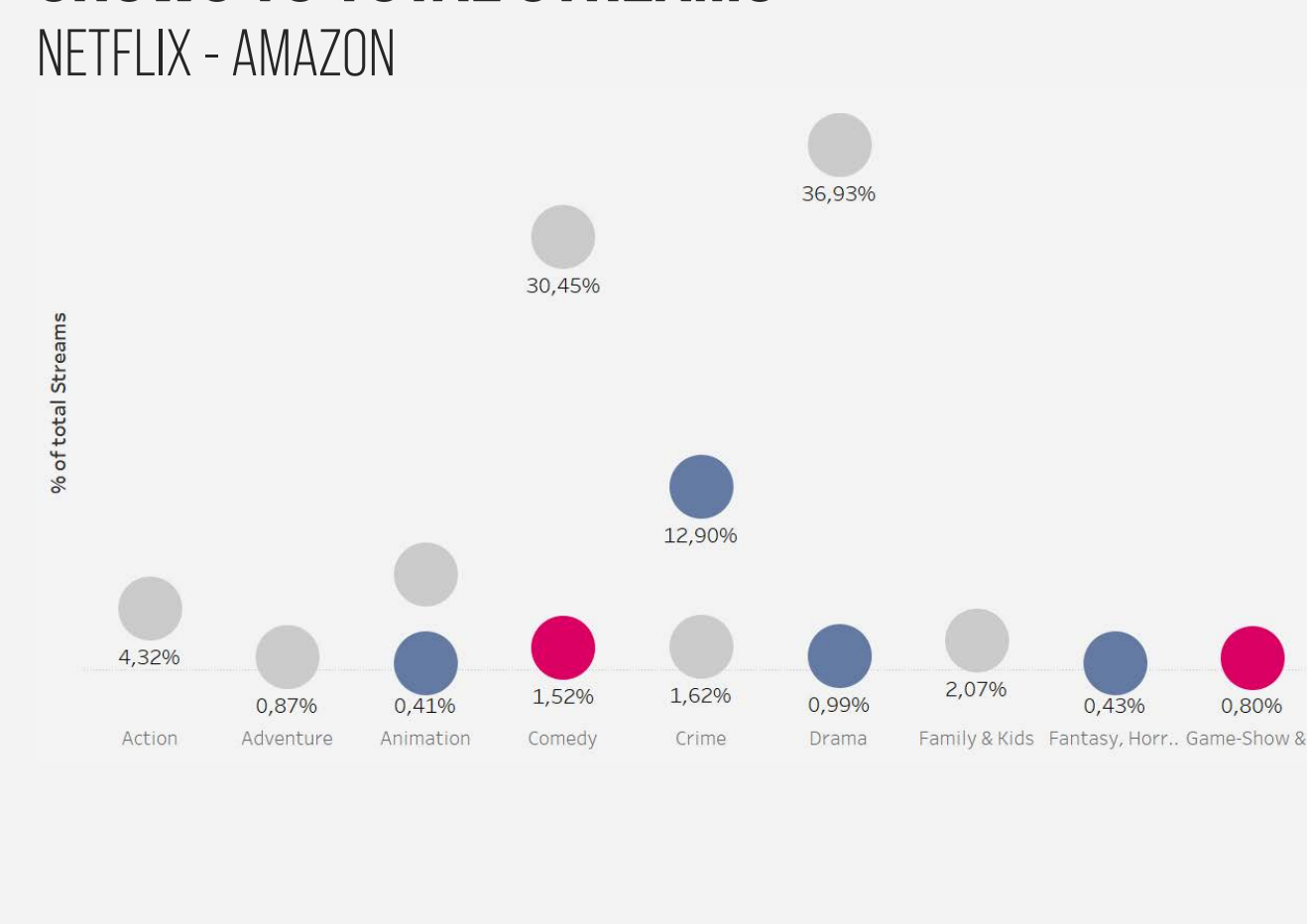
No Italian shows are found in the first 25 positions. "Alessandro Cattelan: One Simple Question", "LOL: Last One Laughing" and "Camera Café" are the only local shows present in the charts. None of them is above the 27th position. In the last reports, Italy's share of total views was just fine. But as spring arrived, numbers have tended to get low. In April, only 4 of every 100 streams were produced by local content. As far as we've registered, good weather seems to be a synonym for poor performances in Italy's market, particularly in this post-pandemic world when, at long last, people are getting off their screens and enjoying outdoor, travel and social activities. On the other hand, we've also noticed how the presence of local content is related to a higher amount of streams. We cannot help but wonder. Do Italians tend to watch more TV shows and movies in cold seasons because of the weather? Or, on the contrary, streams are higher in the last and first quarter of the year because of local premieres?

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



ONLY THREE ITALIAN TITLES ARE PRESENT IN THE CHART, AND NONE OF THEM IS ABOVE THE AVERAGE, ONCE AGAIN

Two of them are non-factual comedies, "LOL: Last One Laughing Italy" and "Camera Cafe". They represent only 1,52% of the total share, which is one of its worst numbers since October 2021.

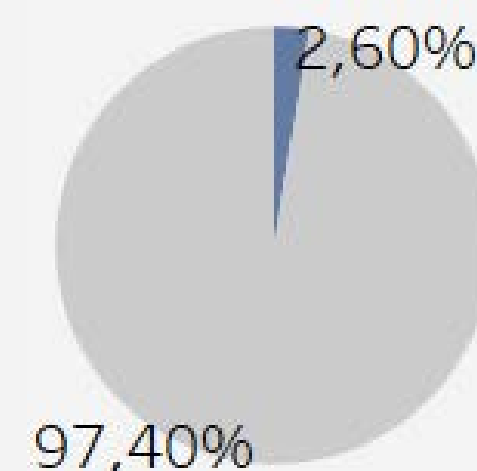
"ELITE" AND "THE BOARDING SCHOOL: LAS CUMBRES", TWO SPANISH TV SHOWS, ARE LEADING THE EUROPEAN CHART, ACCOUNTING FOR 75% OF EUROPEAN STREAMS

It is already public knowledge that Italy and Spain's audiences have a shared interest and complicity, and this month's chart is an irrefutable proof of that. The premiere of the fifth season of "Elite" sets crime as the third most-watched genre and the most-watched genre created by Europeans. Although non-European drama still gets the highest percentage of total streamers, Spanish mystery and teen drama "The Boarding School: Las Cumbres" manages to steal from them a 2,6% of the total share. Since January, non-European productions have had a monopoly on Drama.

NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Shows IT	Europe	Italy
Animation		1	
Comedy			2
Crime		1	
Drama		1	
Game-Show & Reality-TV			1

CONTRIBUTION TO DRAMA STREAMS

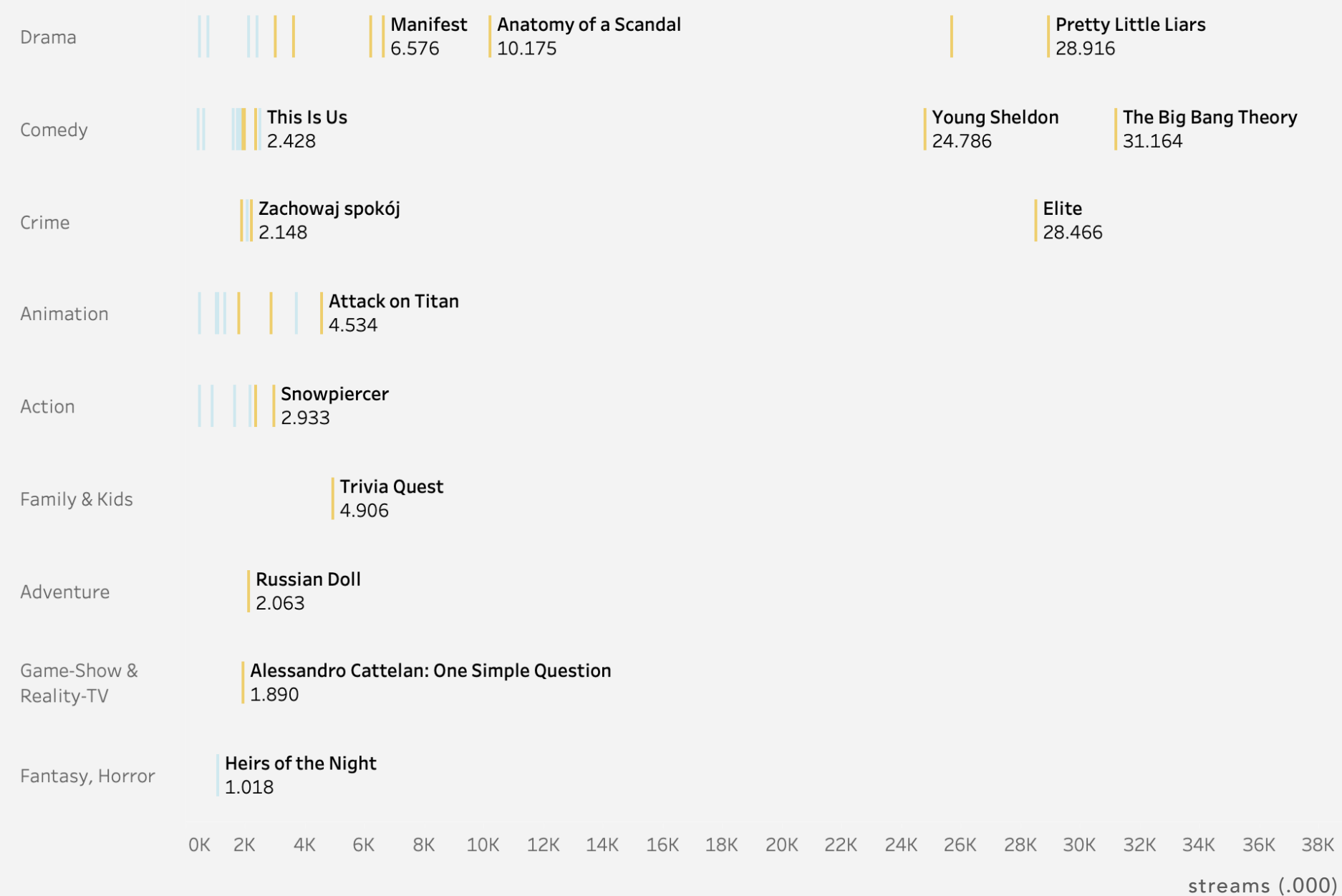


PRODUCTION COUNTRIES

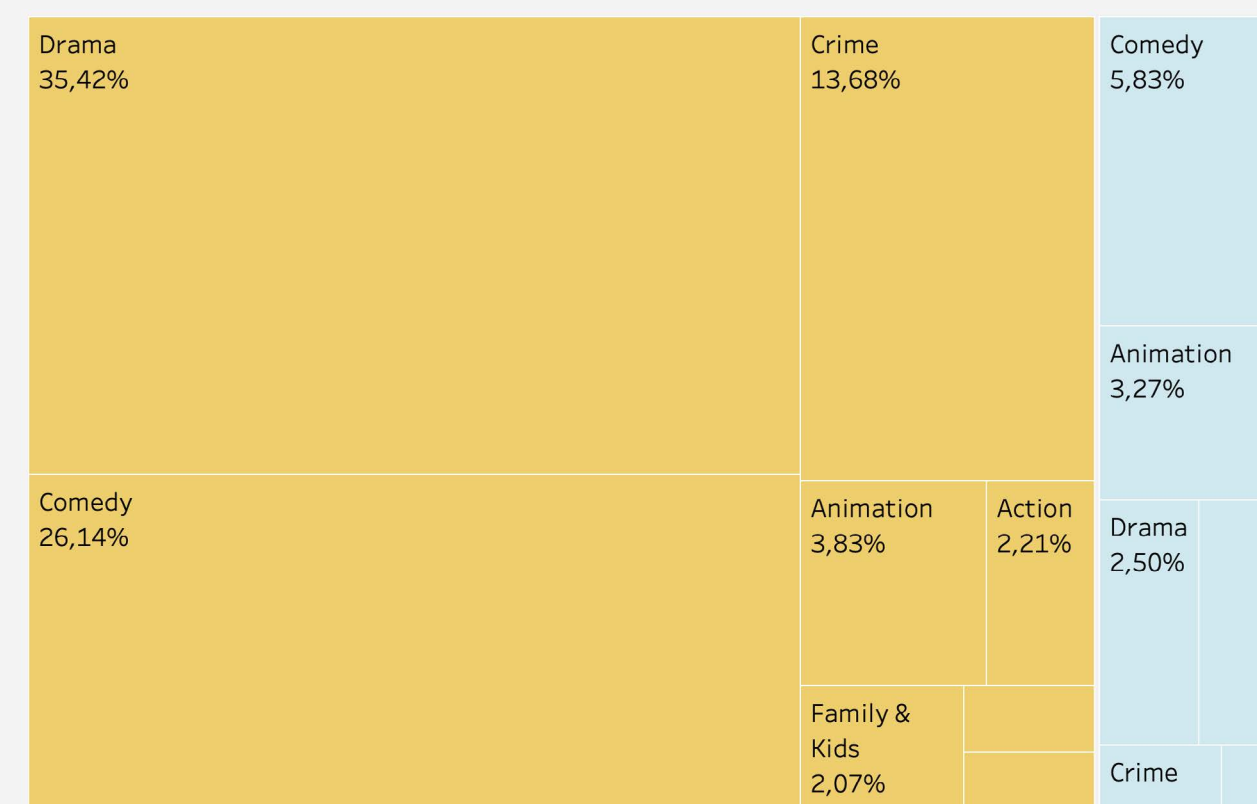
- Europe
- Italy
- Others

ITALY 100 SHOWS | SVOD PLATFORMS

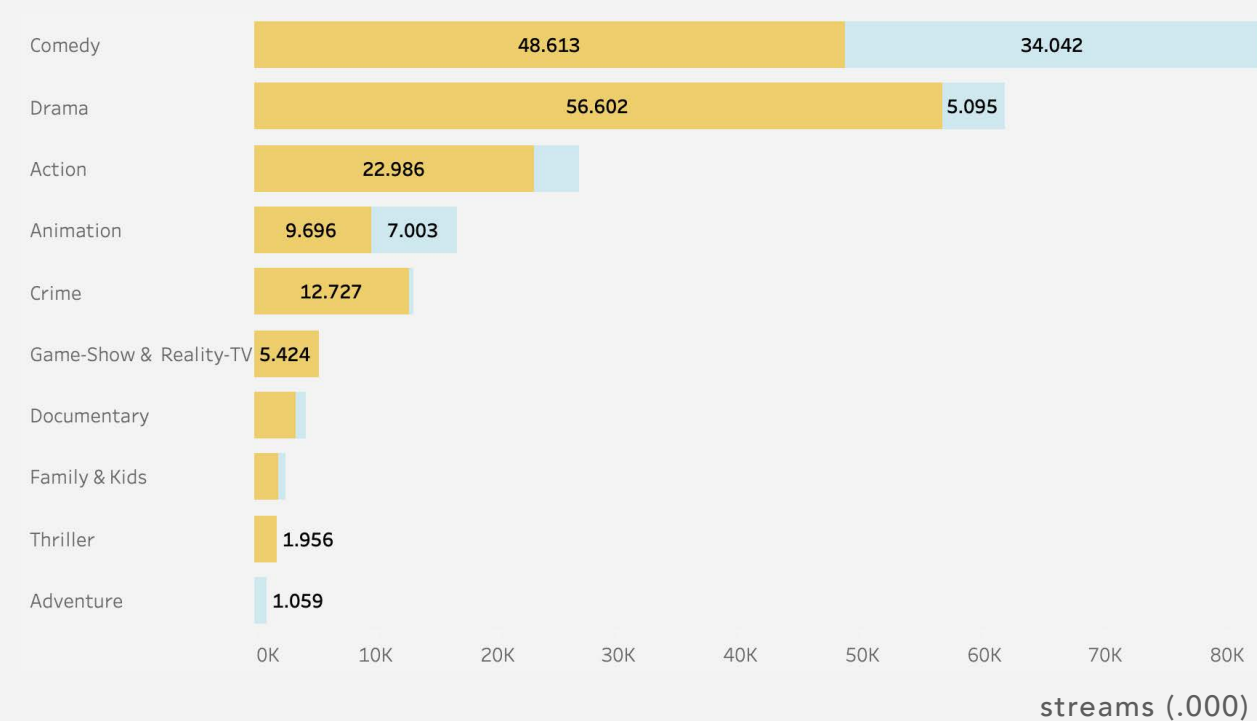
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

DRAMA SETTLES AS THE MOST-STREAMED CONTENT ON NETFLIX, WITH 35,43% OF THE TOTAL SHARE

The regular battle between Comedy and Drama for the first position is won by Drama again, gaining 10 points from drama's performance last month. Action, a special guest who would appear from time to time in the Comedy vs. Drama battle, has made it to the fifth position this time. Action is followed by Family & Kids, whose sixth position is exclusively pushed by "Trivia Quest", a daily interactive game show based on Trivia Crack, which premiered on Netflix on April 1, 2022.

ANIMATION RANKED THE #2 GENRE ON AMAZON: ONE IN EVERY FIVE STREAMS ON AMAZON CAME FROM ANIMATION

In the last two months, we have seen an exponential increase in the consumption of Animation in Italian audiences. While Amazon has just one more title than Netflix on the chart, the latter has gathered a slightly higher number of streams. It really seems like Italian platforms are investing in Asian animations, and the audience is certainly responding to that: Asia's share is also quite significant, as we've seen in the Overview charts. "Attack on Titan", "Hunter x Hunter", "Pokémon", and "Demon Slayer: Kimetsu no Yaiba" are some of the shows responsible for pushing Asian content, but also for animation's share at the top.

HOT CONTENT IN ITALY

“TRIVIA QUEST”, A NETFLIX SHOW IN THE BLURRY LINE BETWEEN TV SHOWS AND GAMES

It's time to test your knowledge! On April 1st, Netflix launched a new TV Show called "Trivia Quest", which is modelled after - yes, you guessed it - the popular, classic board game Trivial Pursuit. But what's most interesting about this new TV Show is its format: "Trivia Quest" is a narrative interactive experience, as "Black Mirror: Bandersnatch" - easily the most popular production of this kind - 'Minecraft: Story Mode' and "You vs. Wild". Like most of these titles, "Trivia Quest" is available on all devices, including smart TVs, streaming media players, game consoles, computer browsers, Android phones and tablets, and iPhones, iPads, and iPod touches.

Throughout the month of April, new episodes were aired daily. In every episode, we follow an adorable character, Willy, whose objective is to rescue his folks from the evil villain, Evil Rocky, who selfishly wants to hoard all the knowledge on earth to do some evil stuff. In order to release each of his folks, viewers must answer 24 questions. The quizzes pop up on-screen in a multiple-choice format, and players will have to choose their replies. The questions come in a wide range of categories, from pop culture and science to geography. "A titanic hit, what artist has the top-

grossing Las Vegas residency of all time?", "Fetching \$120000, Ja Rule sold an NFT of the logo of what disastrous 2017 event?" are some of the questions you may come across.

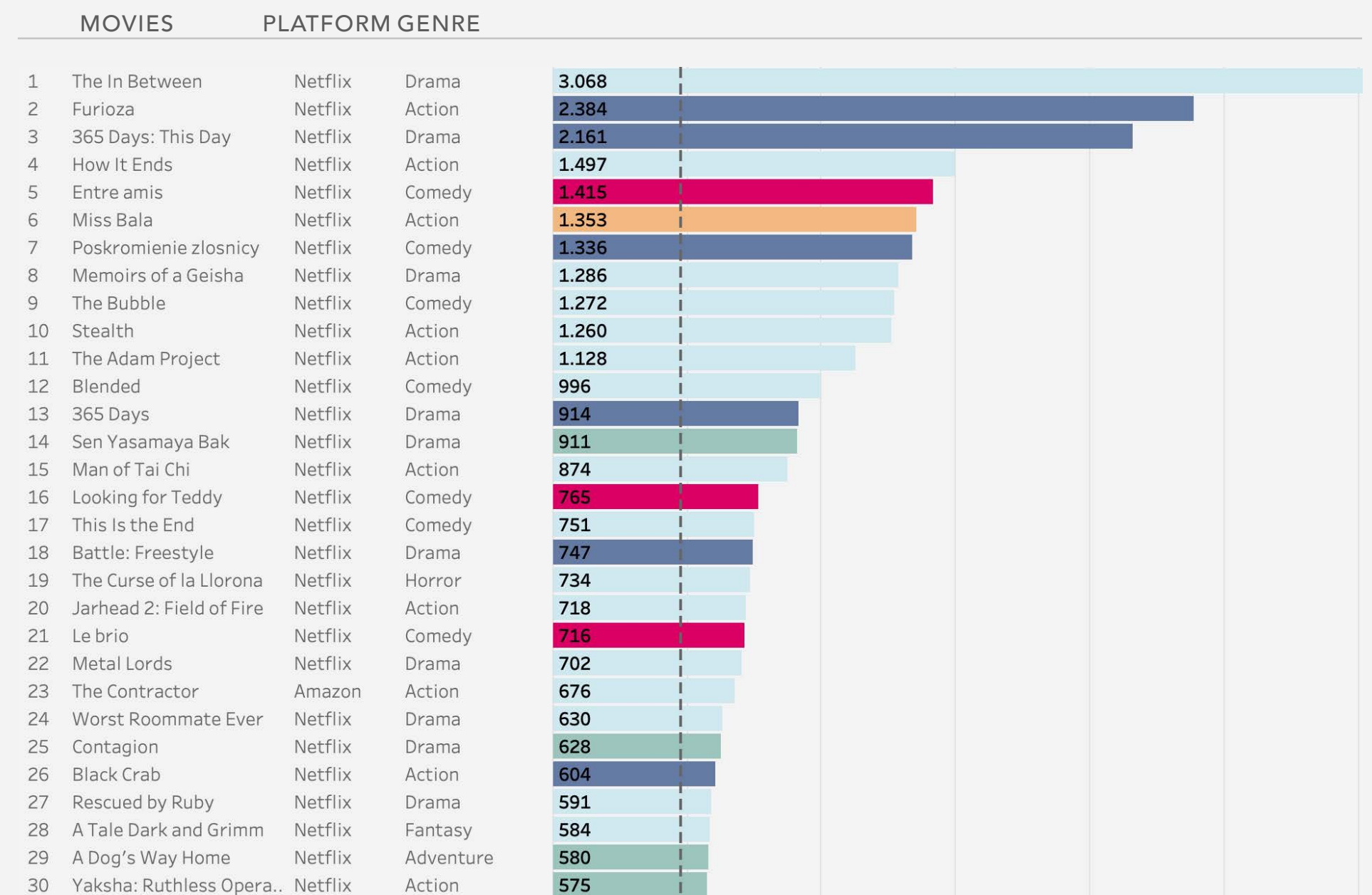
But the show has drawn some criticism with regard to its lack of shareability and comparability between the players. It is not possible to compare your score either with the members of your household or other participants. You can't share your results on social media either. That is why "Trivia Quest" has been compared to "Wordle", the simple and daily web-based word game, a game that took over the internet during almost the same period as our show premiered. Some argue that Wordle's success is mainly based on its capacity to share and compare results, and that is precisely what "Trivia Quest" lacks.

Is this the path that interactive and gaming shows should follow? Maybe "Trivia Quest"'s reviews are opening a new horizon for the future of interactive and gaming production. Maybe "Trivia Quest" is a small step but a steady leap in the slow but sure development of interactive shows.



FRANCE 100 MOVIES | OVERVIEW

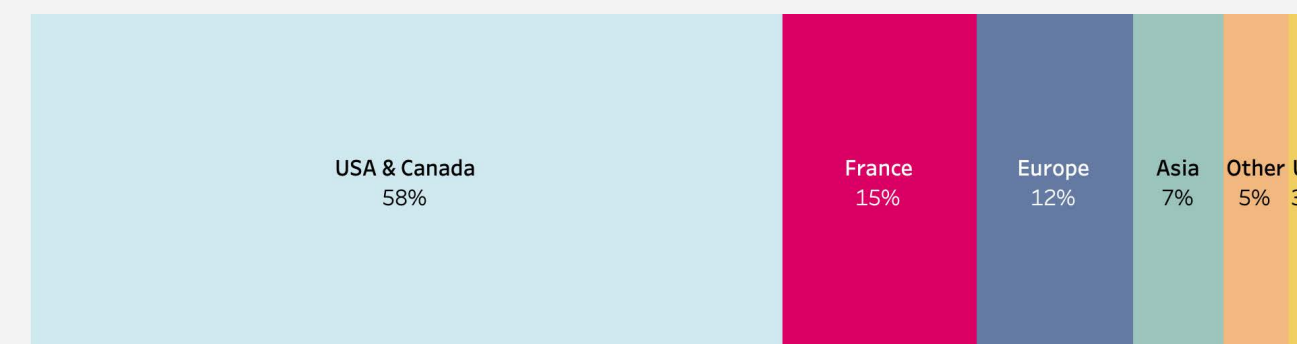
TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



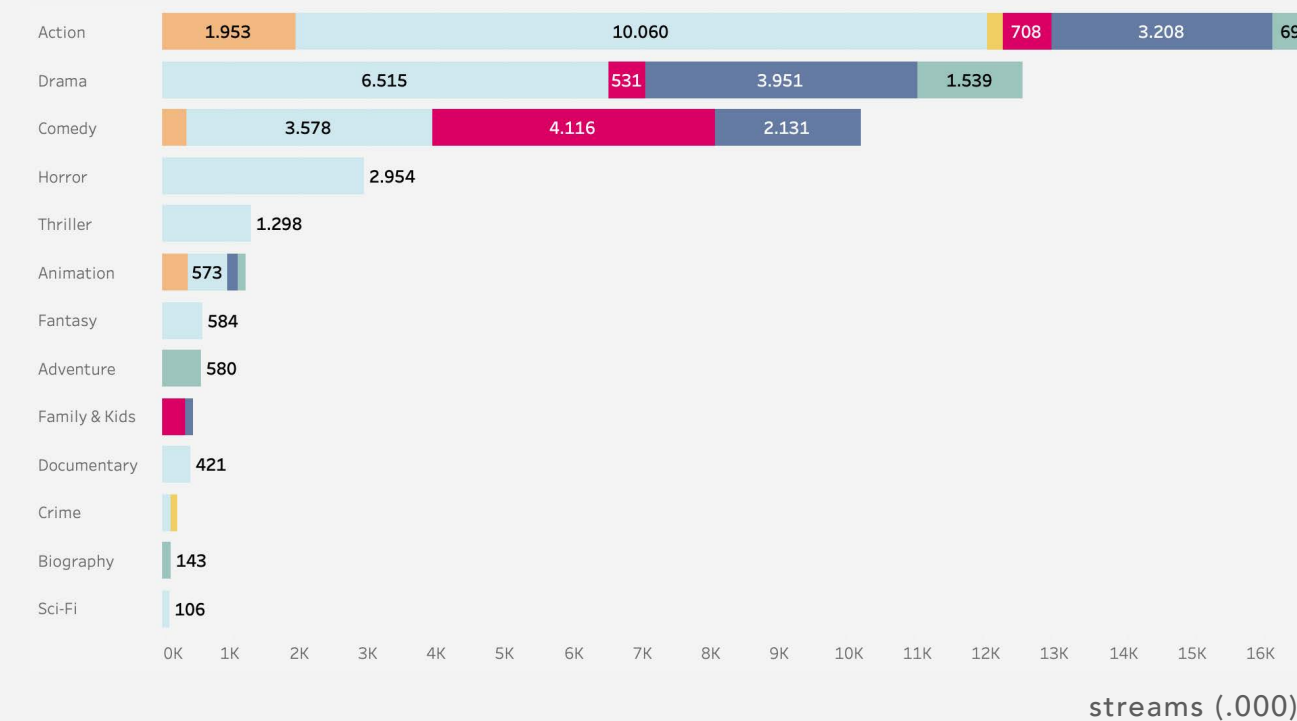
SHOWING 30/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

THE US PLAYS WELL IN FRANCE WITH A 58% SHARE AND INCLUDES 8 TITLES IN THE TOP 15

The proportions of American, French and European content are rather similar to the previous month: America still leads with 58% of the streams in the top 100, France is next with 15% and Europe follows with 12%. The US included 8 titles in the top 15. Amongst them, Drama "The In Between" with 3M streams in #1, Action "How it Ends" with 1.5M streams in #4 and already-classic Drama "Memoirs of a Geisha" with 1.3M in #8.

ASIAN FILMS RISE 1 SHARE POINT AND IT'S NOT THANKS TO ANIME THIS TIME

The leading Asian title leading the grid in #14 and with almost 1M streams is the Turkish drama about a single mother "Sen Yasamaya Bak". France is a new country not resisting Turkish influence. The other Asian titles in the grid are around top #25 and perform with 500K streams on average. None of them are Anime.

"MISS BALA" GIVES MEXICO ITS BEST SHOT IN THE FRENCH GRID

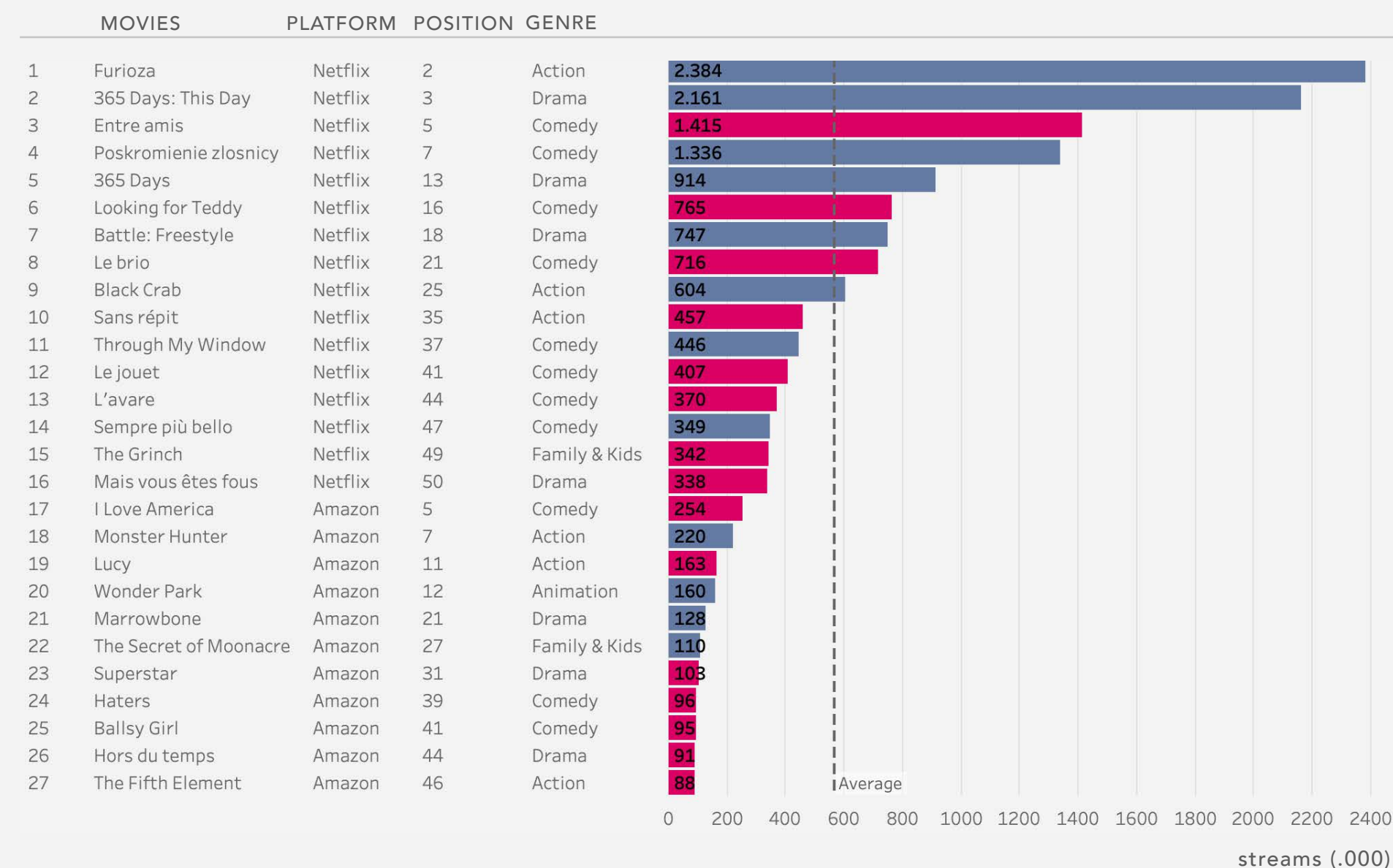
Mexican-American Action "Miss Bala" scored 1.3M streams in #6, a fabulous position for a LATAM film in the French market. This 2019 remake of the homonymous film of 2011, grossed theatrically \$15,383,580, with 15M in the US market. The film was not released in cinemas in France.

PRODUCTION COUNTRIES

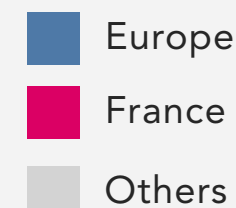


FRANCE 100 MOVIES | EUROPEAN FOCUS

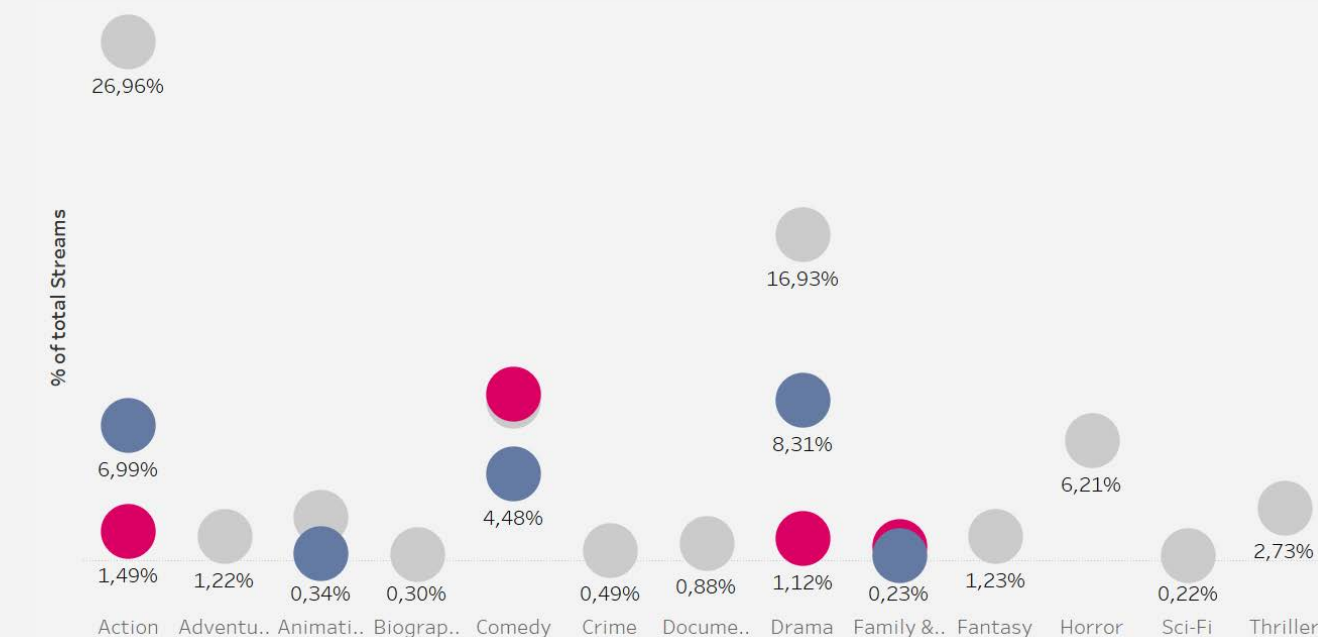
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



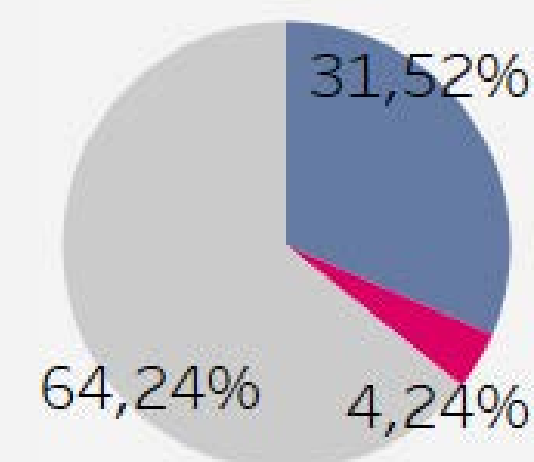
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Mov..	Europe	France
Action		3	3
Animation		1	
Comedy		3	8
Drama		4	3
Family & Kids		1	1

CONTRIBUTION TO DRAMA STREAMS



POLAND: AN UNPRECEDENTED WINNER IN TOP POSITIONS WITH FOUR FILMS

Truly unexpectedly, Poland represents the entire European share in the top 15 with 4 titles. Action "Furioza", Drama "365 Days: This Day", Comedy "Poskromienie Zlosnicy" and Drama "365" are the absolute winners of the grid. All together, these films amass almost 7M streams and conquer sweet positions: #2, #3, #7 and #13 respectively. This is totally unprecedented for France and the other markets analysed where all four films made a blast this month.

"ENTRE AMIS" PLACES SILVER-AUDIENCE CONTENT IN THE TOP 5

In a usually Young Adult-exclusive top 10, "Entre Amis" silver-audience Comedy holds top #5 with 1.4M streams. Starring Daniel Auteuil, accompanied by a coral cast of 3 mature couples in a boat, the comedy achieves the best position for France in the grid. The film premiered in 2015 in cinemas collecting 4M EUR at the box-office. In the few neighbouring countries where it was subsequently released, it attained a low box-office average of 80K.

A WIDE VARIETY OF FRENCH FILMS ARE PRESENT IN THE TOP EUROPEAN POSITIONS

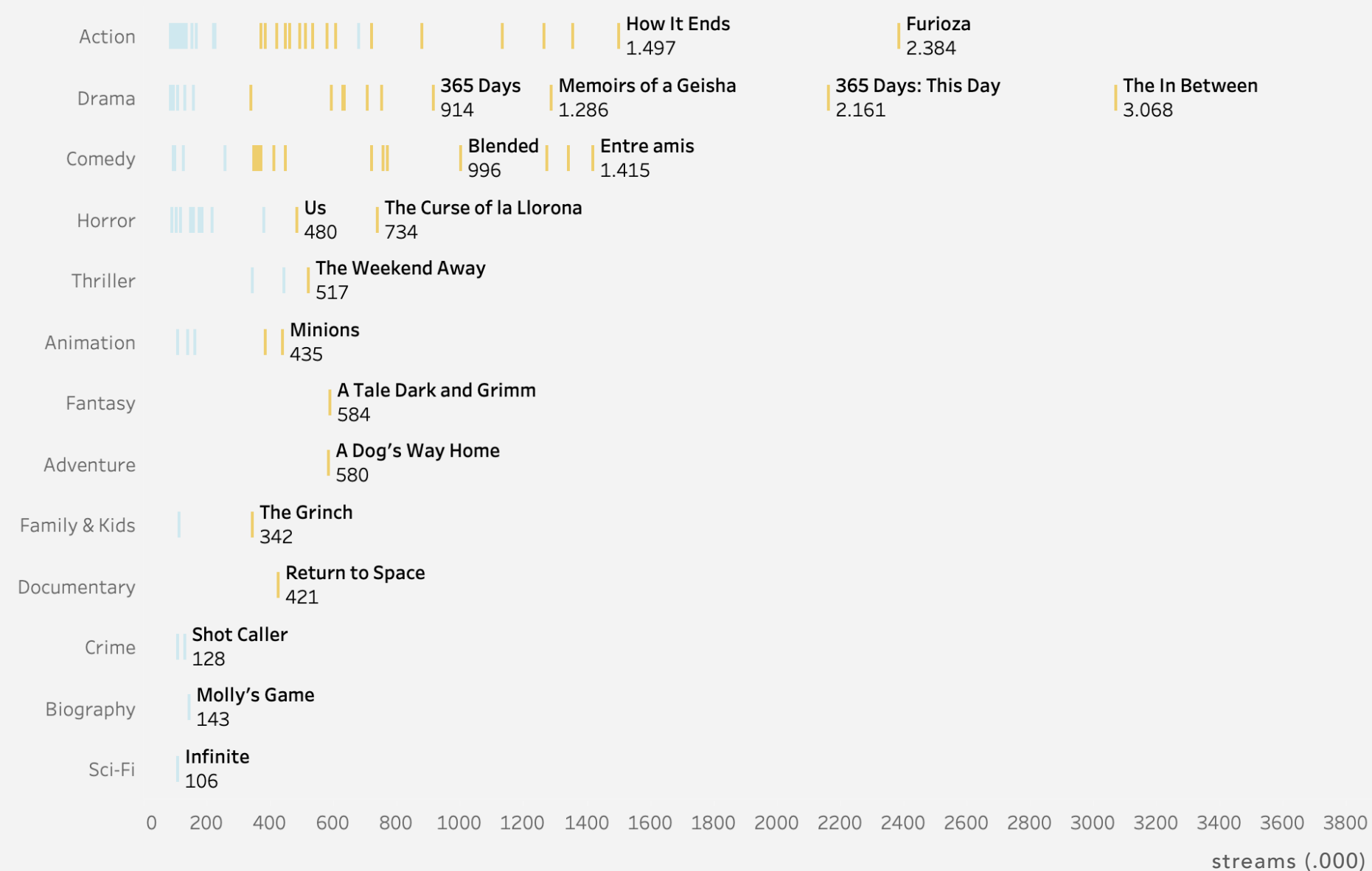
"Looking for Teddy" and "Le Brio" are other theatrical-relevant French films this month achieving 700K streams each. "Sans Répit", a Netflix Original released successfully on the platform last month, continues to garner almost half a million streams in its second month. Classic French films "Le Jouet" and "L'Avare" have tempted a more cinephile audience on Netflix. Each title achieved 380K streams on average.

NORDIC FILMS ALSO HAVE THEIR PLACE IN THE FRENCH GRID

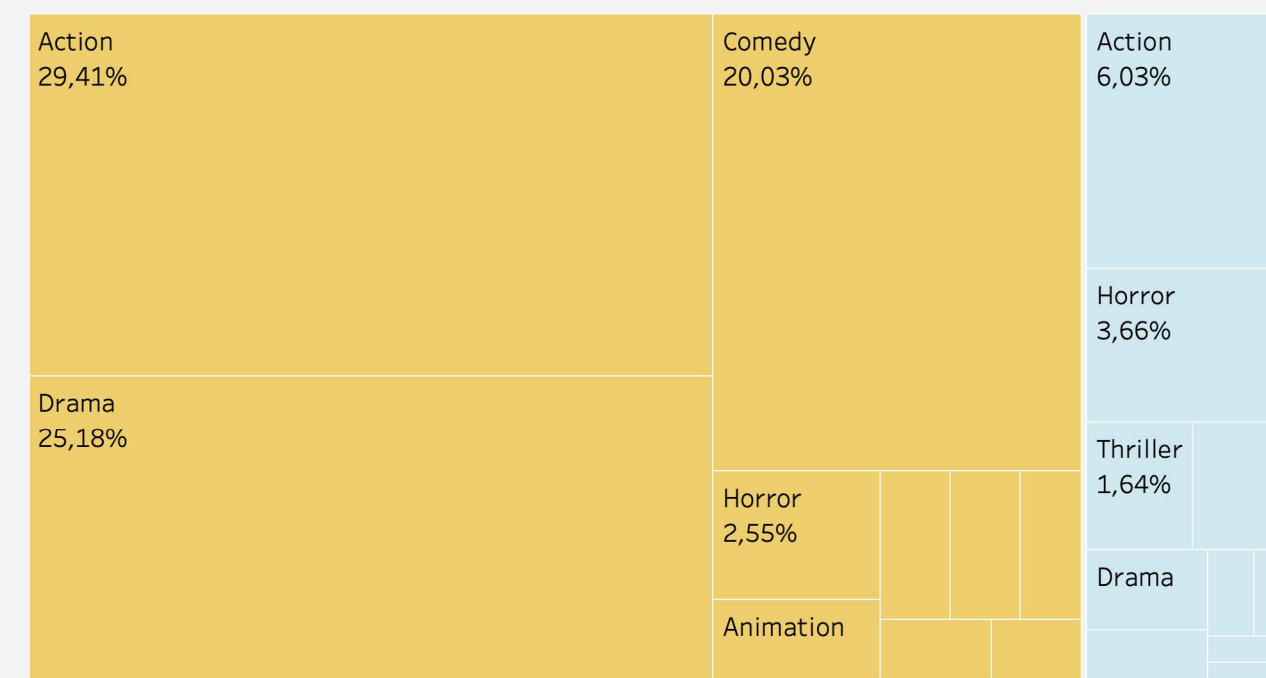
Norwegian title "Battle: Freestyle" (Dance Drama) gets 750K streams while Swedish Action "Black Crab" starring Noomi Rapace, a hit in March, continues to maintain 600K streams in its second month.

FRANCE 100 MOVIES | SVOD PLATFORMS

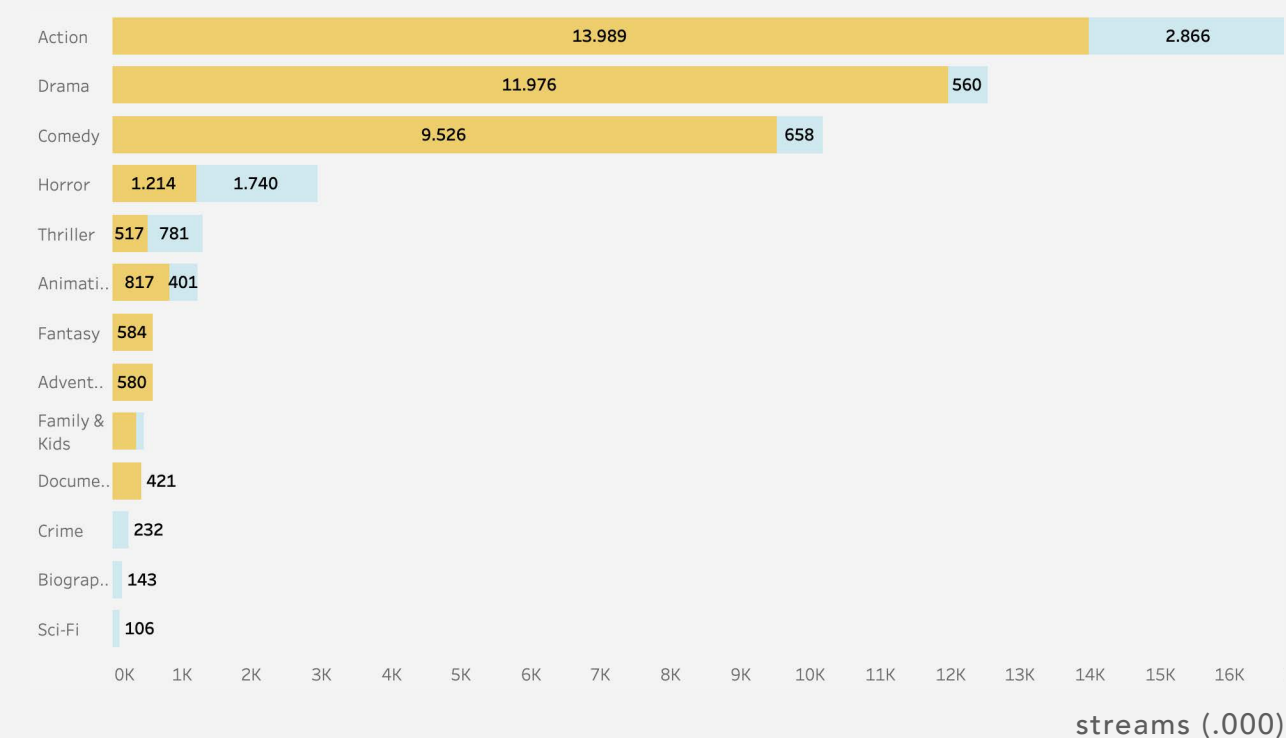
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

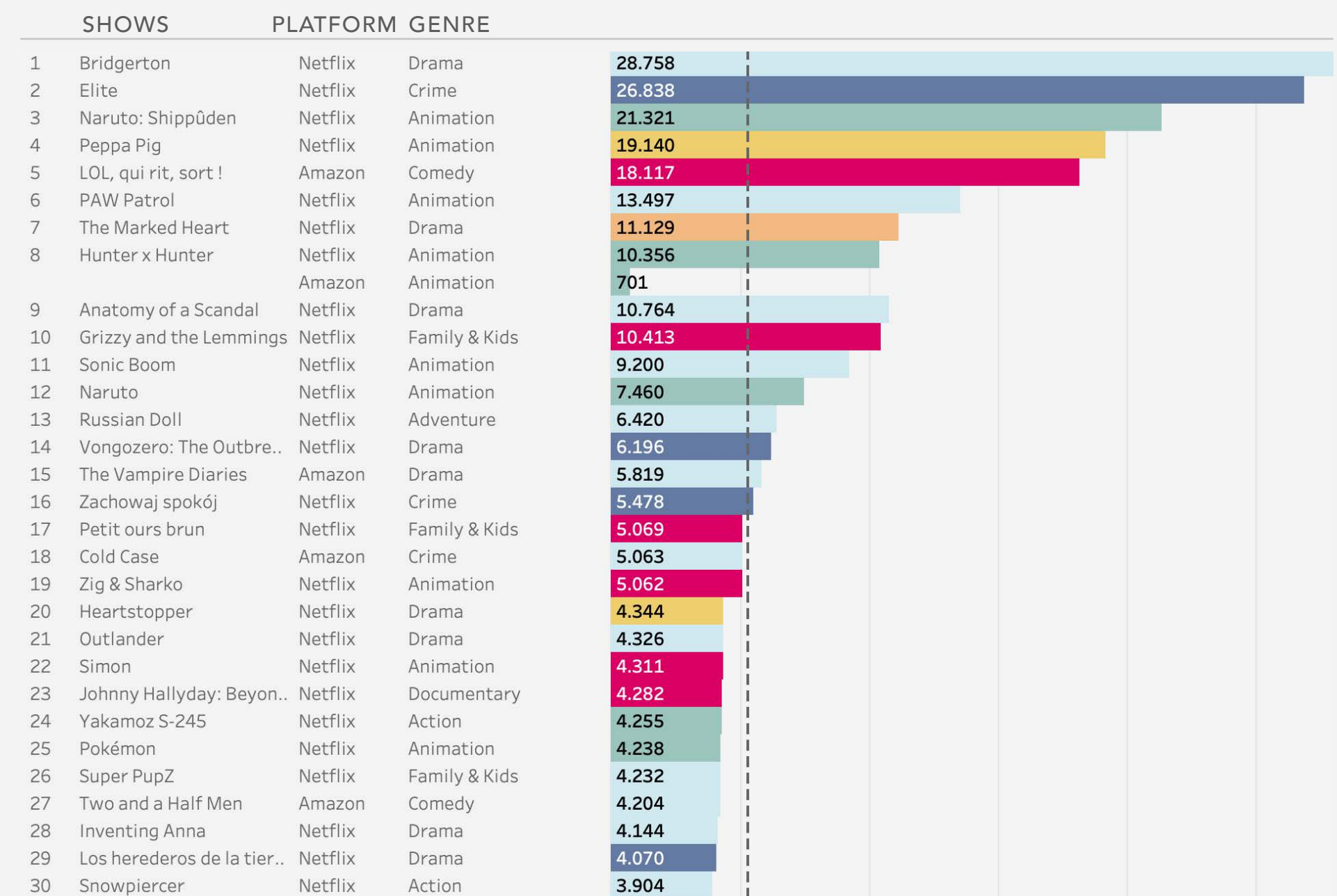
FRANCE IS NOT A HUGE FAN OF AMAZON

While in other territories Amazon is growing slightly, Amazon France remains almost static when it comes to films. Action is the preferred genre on both platforms, but Netflix amasses 14M streams vs 3M on Amazon. The only genre where the E-commerce giant wins the battle is Horror, where it scores 1.7M streams compared to a similar amount of 1.2M on Netflix.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - [See complete chart here](#)

streams (.000)

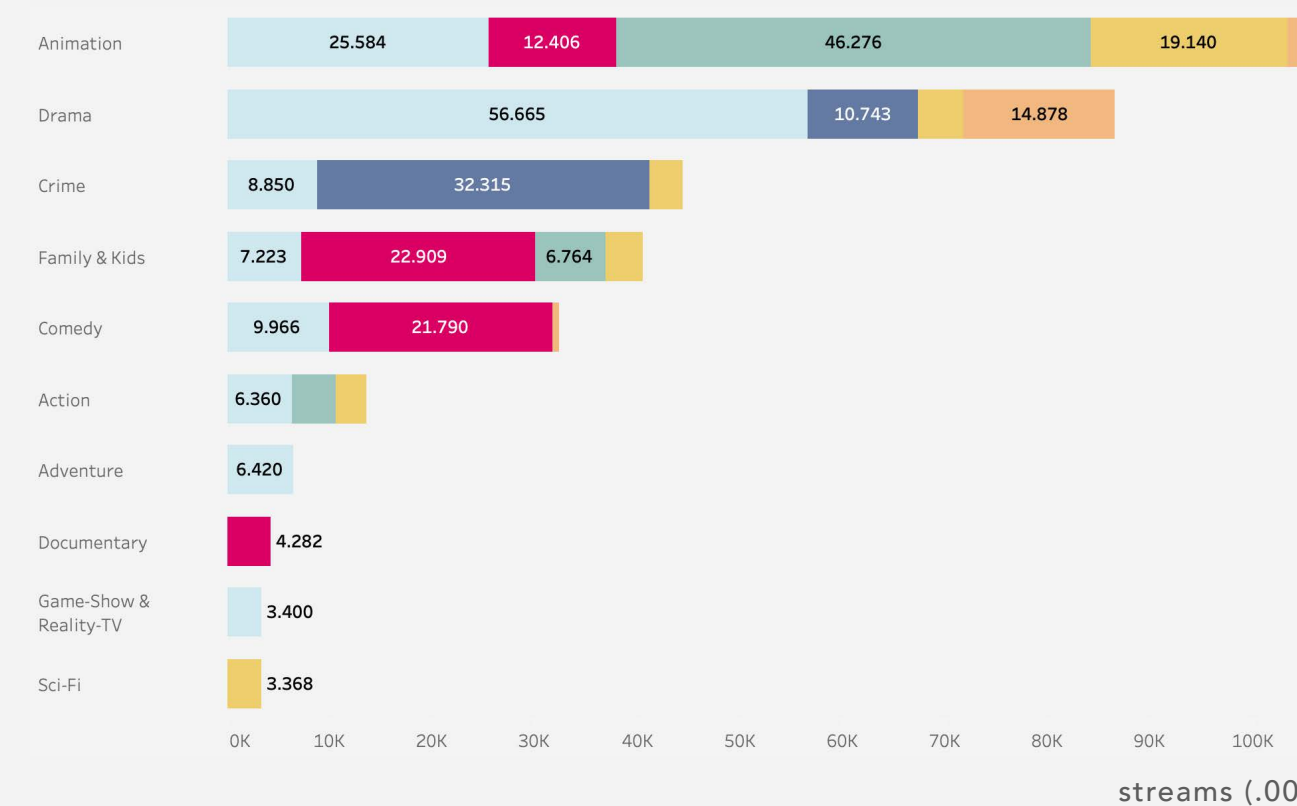
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES



A VERY DIVERSE TOP 15 STRIKES THE FRENCH SHOWS GRID

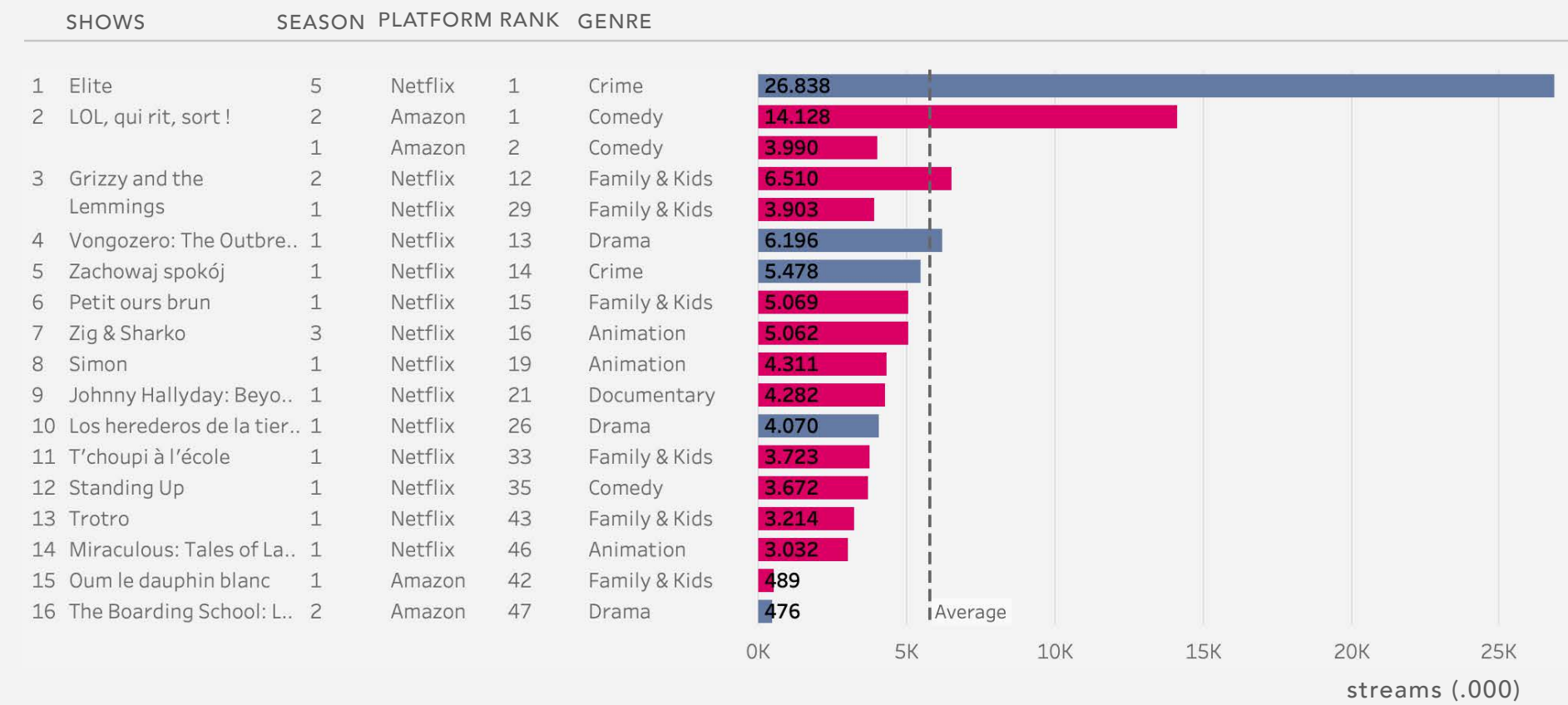
While other territories seem anchored to the glorious past of the 90's sitcoms, France welcomes a very colourful and diverse top 15 including diverse genres and veteran hits: "Bridgerton" is in top 1 amassing 29M streams (a similar amount of streams was already accomplished in March in only 5 days after its release); Spanish teen-crime "Elite" in season 5 with 27M; Colombian Telenovela "Marked by Heart" with 11M streams in top 7; and Russian titles "Russian Doll" and "Vongozero: The Outbreak" with 6.3M streams on average.

ANIMATION EARNS THE LEADING GENRE IN SHOWS THIS MONTH IN FRANCE

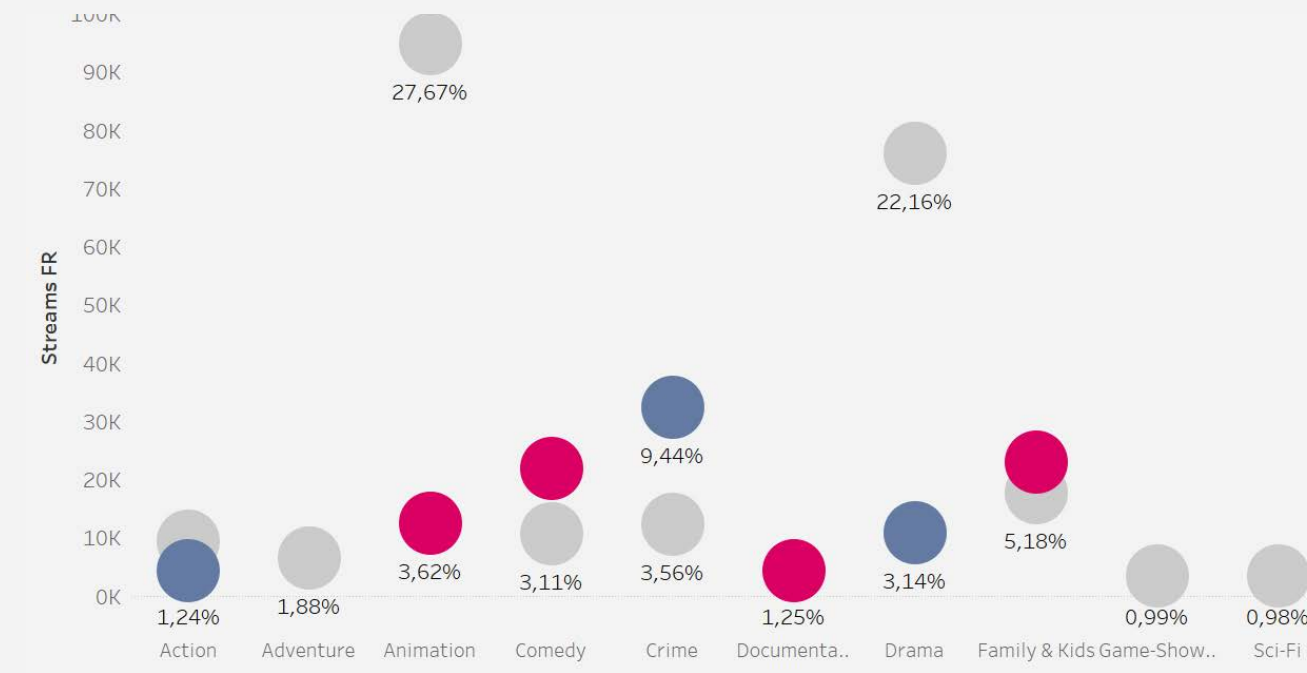
Animation is crowned with 104M streams and 8 titles in the top 15. Asian Animation contributes consistently with three titles in top positions: "Naruto: Shippūden" already in season 21 occupies #3 with 22M streams and "HunterxHunter" is in the top 8 with more than 10M streams. Finally, Naruto is in position 12 with 7.5M streams. Pre-school animations "Peppa Pig", "Paw Patrol" and "Grizzly and the Lemmings" cumulate together 43M. "French-participated "Sonic Boom" in season 2 is also pushing the family content numbers up and achieving position 11 with almost 10M streams.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



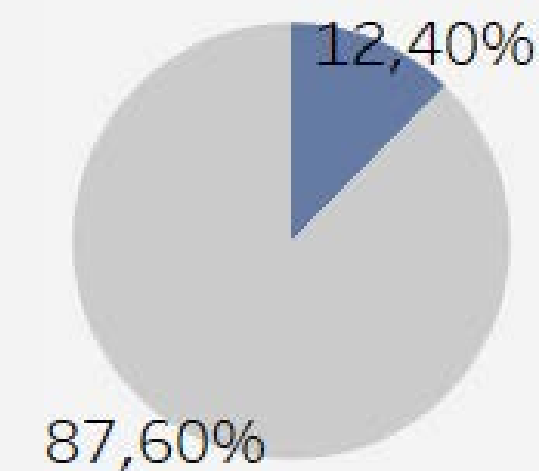
ALTHOUGH "ELITE" HOARDS EUROPEAN STREAMS, THERE'S MORE LEFT FOR FRANCE AND POLAND

The Spanish Teen-Crime achieves twice the streams as the next title and is the only EU title performing above average, by far. Amazon's Reality comedy format "LOL, Qui Rit Sort" leads the grid of French titles with 18.5M streams. The rest of the French top grid is mostly dedicated to Animation and Kids & Family titles, crucial for the streaming performance of this country. French Documentary "Johnny Hallyday: Beyond Rock" cumulates 4.3M streams. Poland is present as well on the shows grid with the "Hold Tight (Zachowaj Spokój)" achieving 5.5M streams.

NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres Sho..	Europe	France	Others
Family & Kids	5	5	5
Animation	3	3	3
Comedy	2	2	2
Documentary	1	1	1
Drama	3	3	3
Crime	2	2	2
Action	1	1	1

CONTRIBUTION TO DRAMA STREAMS

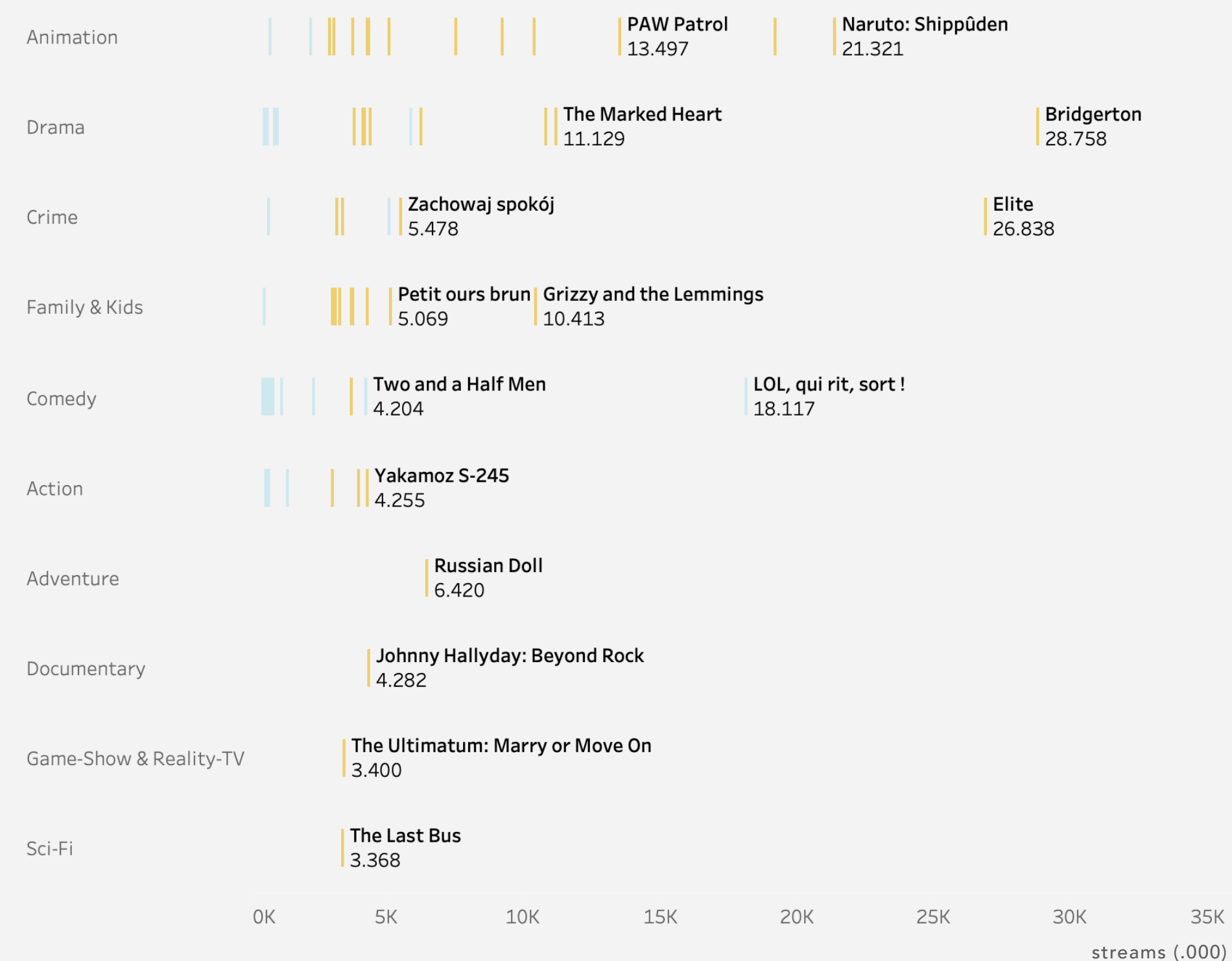


PRODUCTION COUNTRIES

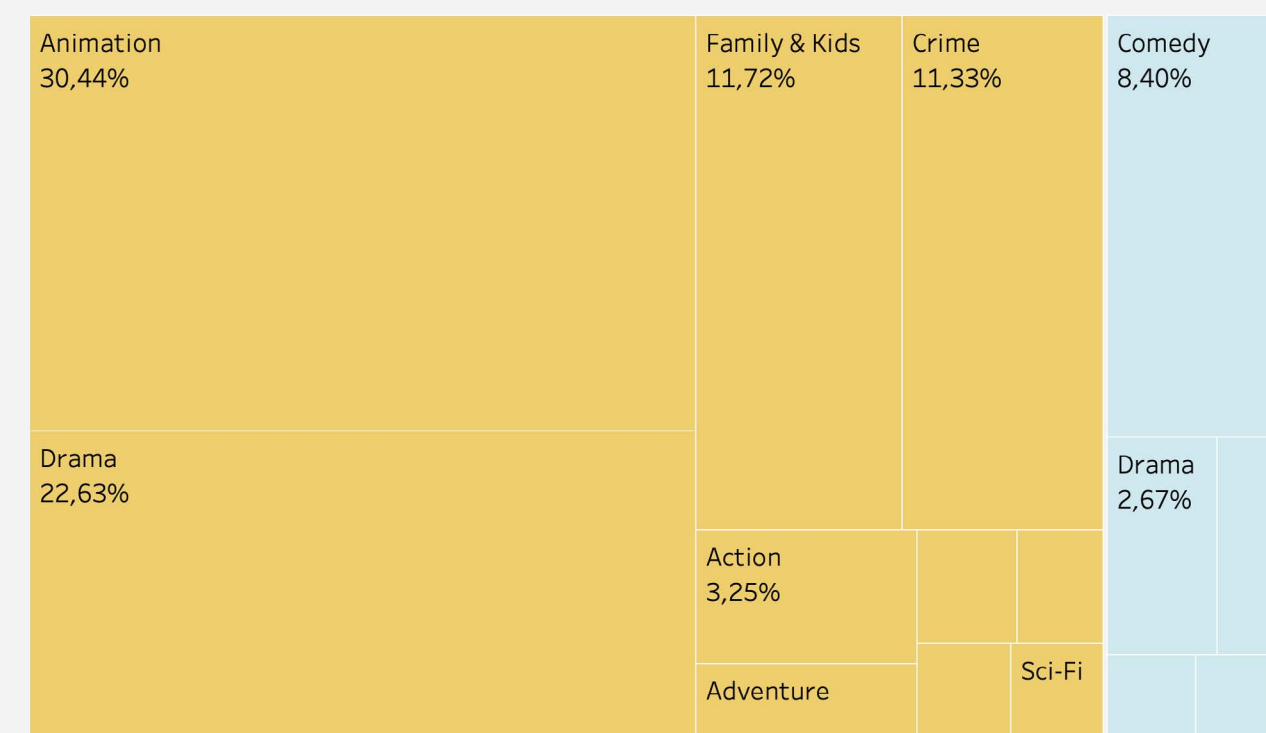
- Europe
- France
- Others

FRANCE 100 SHOWS | SVOD PLATFORMS

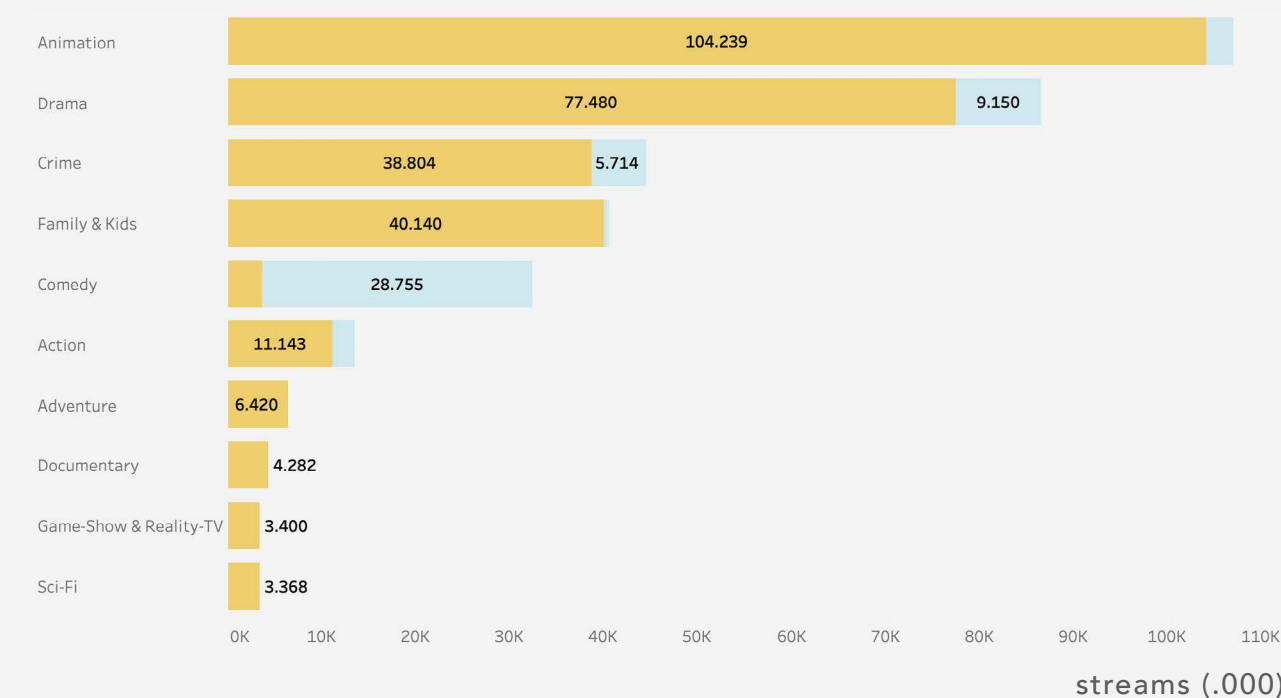
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

THE LOL EFFECT IS FUNDAMENTAL FOR AMAZON

With LOL: "Qui Rit Sort" Amazon is able to place a winning card in the highly-relevant Comedy genre. In this segment it knocks out Netflix. The N-platform is deceptively abandoning Comedy with only 3.5M streams while Amazon struck high with almost 29M streams. It's a very isolated case for France and for all the analysed territories. Amazon is also strong in Animation accounting for 8.4% of the streams for this genre.

HOT CONTENT IN FRANCE

“THE MARKED HEART” AND THE TRAVELABILITY OF TELENOVELAS THAT GO BEYOND THE SPANISH-SPEAKING AUDIENCE

We have seen Latin American productions conquer the Spanish audience throughout last year. Little by little, they have eventually reached a share that usually takes up between 6 and 8% of final views: telenovelas are far from unusual in Spanish charts now, and it seems that they're here to stay. But Latam productions are not only taking up the Spanish market. They are also penetrating Italy, Germany, and France's markets. Against all the odds, the French audience is loving telenovelas even more than Italy and Germany!

Since October 2021, we have witnessed at least one telenovela occupying a position in the top #25 in France. “Dark Desire”, “The Queen of Flow”, “The Five Juanas”, Action movie “Miss Bala” and now “The Marked Heart”, are responsible for what now seems to be a regular presence of Latam productions in the French market. Despite being premiered at the end of the month, on the 20th of April, “The Marked Heart” gathered 11M views, and was the #7 most-streamed show in France. Spanish audiences also embraced the show with 11M views, while Germany and Italy collected 7M and 6M, respectively.

In the show, Simon's wife is murdered in order to remove her heart and transplant it to another person,

Camila (Ana Lucía Domínguez), the wife of Zacarias, a wealthy man (Sebastián Martínez) who contacts an organ trafficking organization. While out in search of blood, descending into the world of organ trafficking, Simon (Michel Brown) falls in love with Camila, starting a love triangle that inevitably becomes very dramatic?*

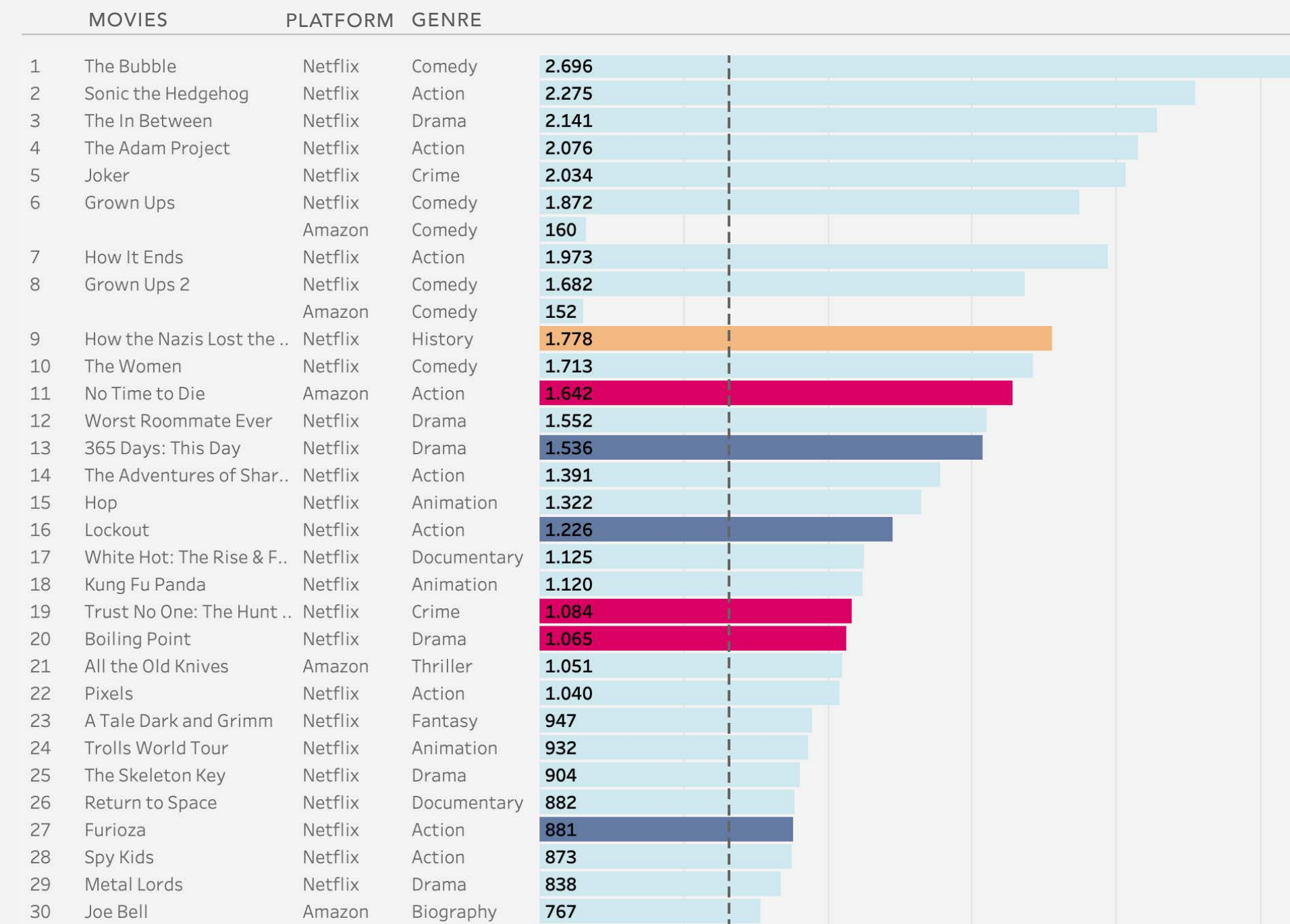
“The Marked Heart” is one of the products that have resulted from Netflix's investment in the Spanish-speaking world in the last few years, after the success of “Money Heist” and “Elite” and the growth and recognition of Latam subscriptions, which took up roughly of Netflix worldwide sign-ups”, in 2021. And it has already paid off: just nine days after the premiere, a second season was confirmed. Netflix also signed a creative partnership with Venezuelan Leonardo Padrón, the creator of the show, so as to continue feeding Latam content to the platform.

The presence of productions such as “The Marked Heart” only serves to show how far Latam's content can potentially go. Telenovelas have proven to have a travelability that goes beyond the Spanish-speaking audience. But we can't help but wonder: would we ever see a telenovela going as international and viral as “Money Heist”, “Stranger Things” or “Squid Game”?



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



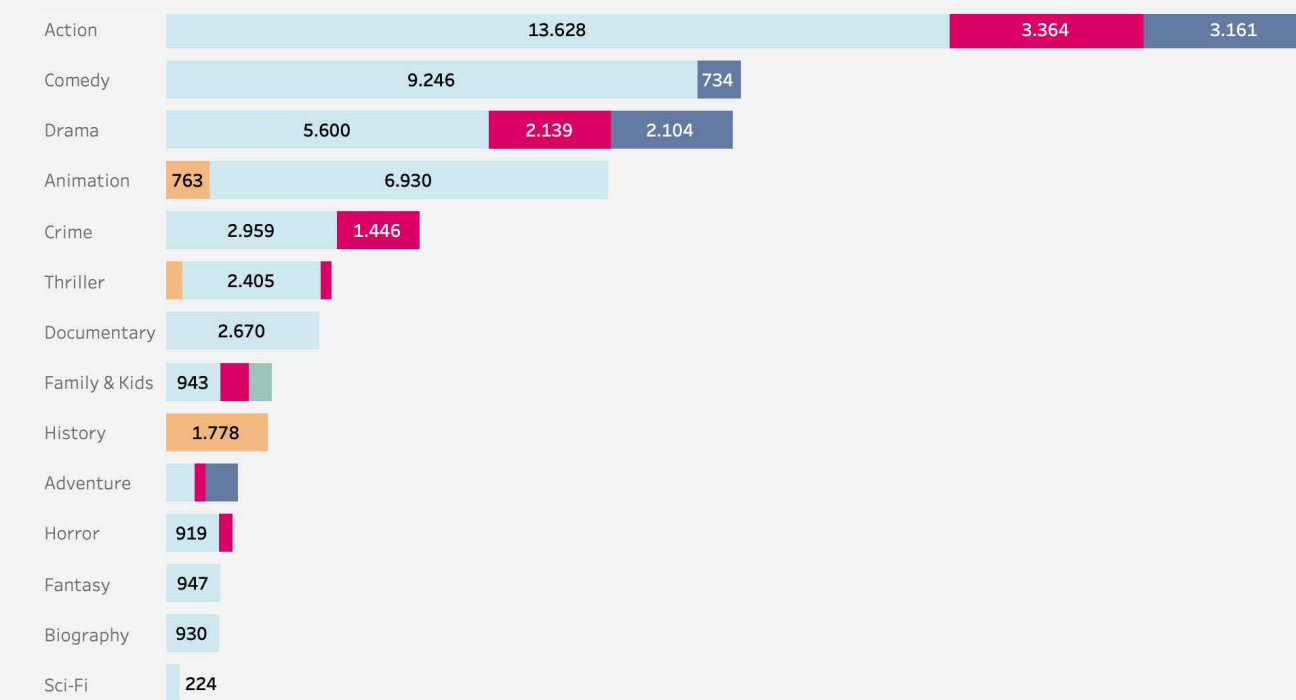
SHOWING 30/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON

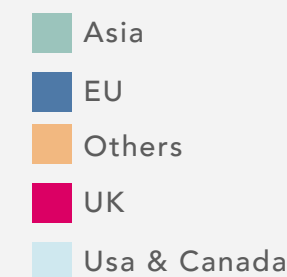


GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES



OMNIPRESENT AMERICAN CONTENT REINFORCES THE PRESENCE IN THE UK MARKET WITH US-EXCLUSIVE TOP 8 AND 66% OF THE CATALOGUE

Movies that didn't break through in other markets find the best spots among the British audience. Judd Apatow's "The Bubble," filmed at Shepperton Studios, is a light-hearted, satirical take on the resumption of productions after the COVID pandemic that the film industry had experienced. The film made top #1 with 2.6M streams. Just behind "Sonic the Hedgehog"; the 2020 action-adventure comedy film based on the Japanese video game series published by Sega, collected 2.2M streams. Gaming IP is the next well that studios, networks and streaming services will dig into, as they did with comic book IP in the 00s. Two decades after, the outcome? Marvel-ous amounts of money on franchises. Adult cinemagoers fare being proposed to them such as "The Adam Project" and "Joker."

THE UK MARKET SHOWS THE LOWEST RATES OF ASIAN CONTENT OF THE FIVE COUNTRIES

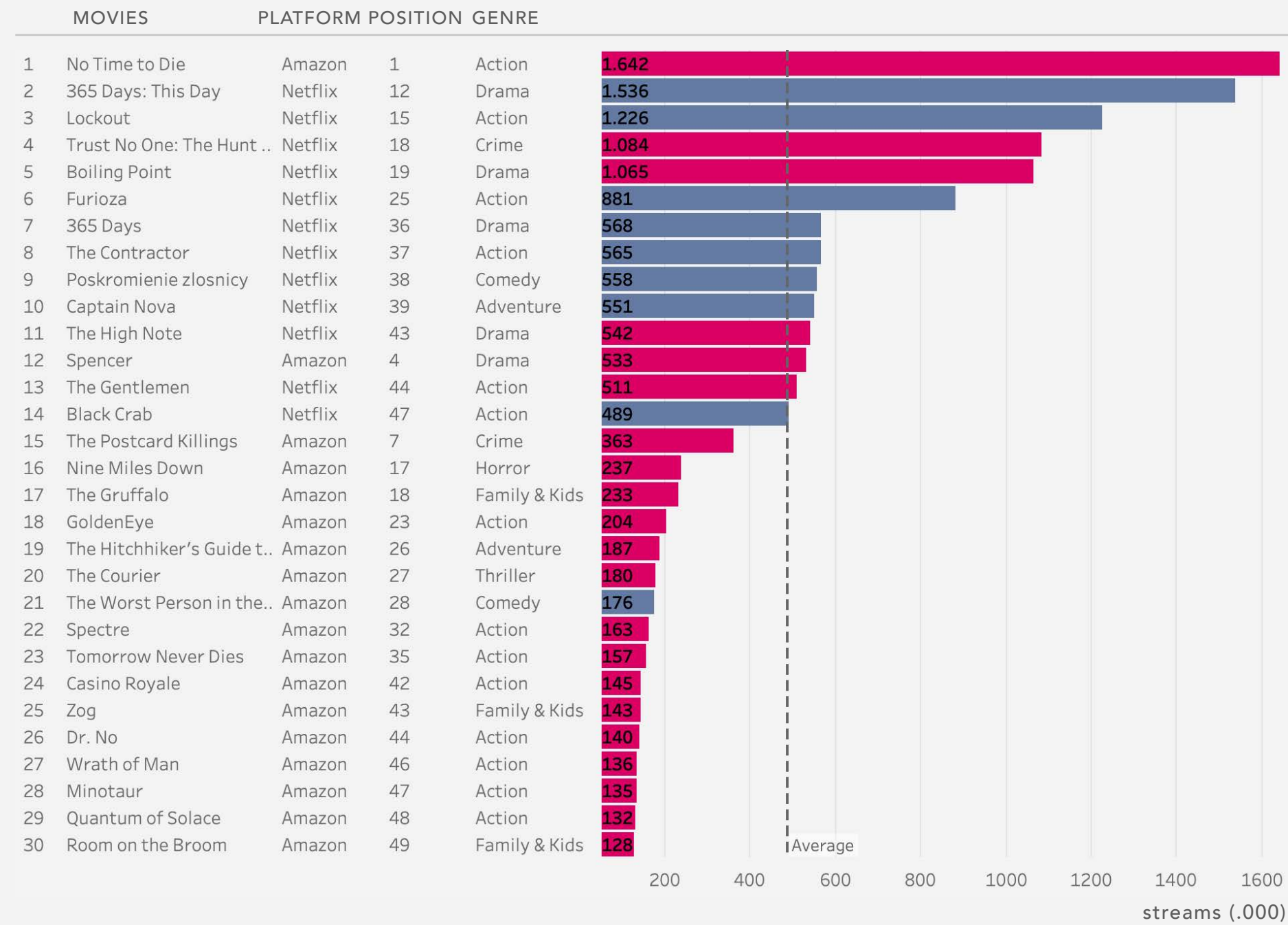
There is only one movie standing still in the Top100; the 2016 Japan-US computer-animated musical Comedy film produced by Illumination Entertainment and distributed by Universal Pictures. The Family Musical ranked #56 in the chart with 390K streams on Amazon.

LOCAL CONTENT STAKES A CLAIM FOR ITSELF IN THE CHARTS WITH 21% OF THE CATALOGUE

Productions are mainly competing in Action, Drama and Crime. European content equals the beat in the first two and finds some streams in the (always-so-hard-to-interest) British market.

UK 100 MOVIES | EUROPEAN FOCUS

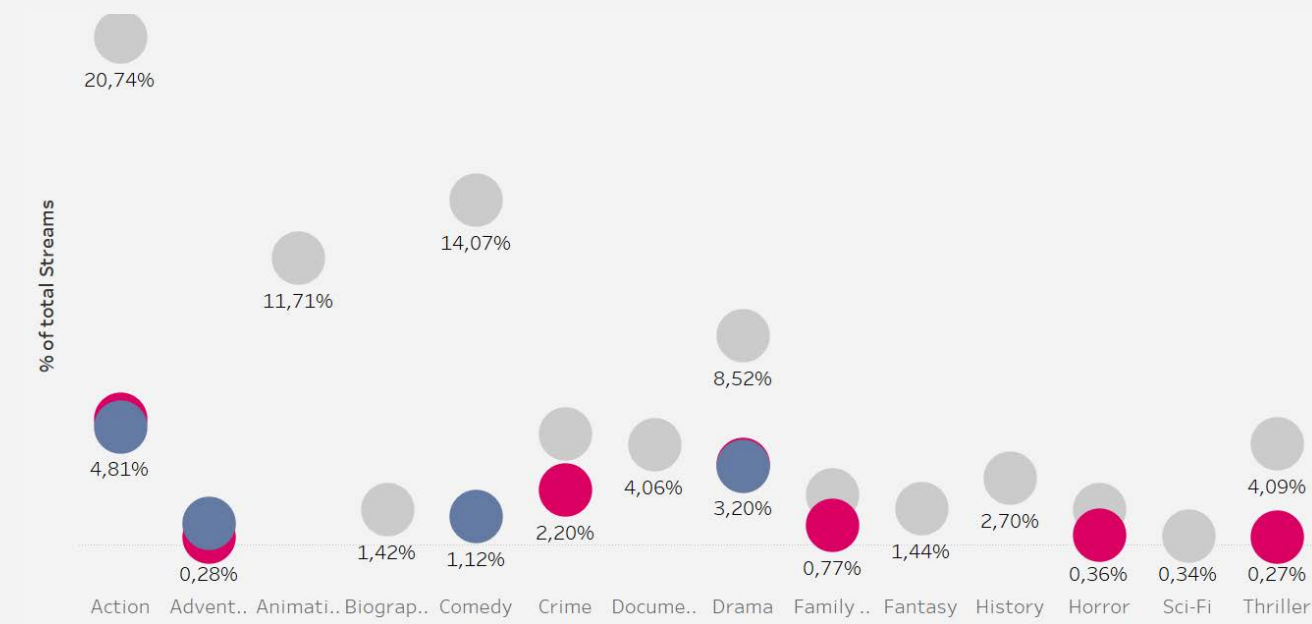
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



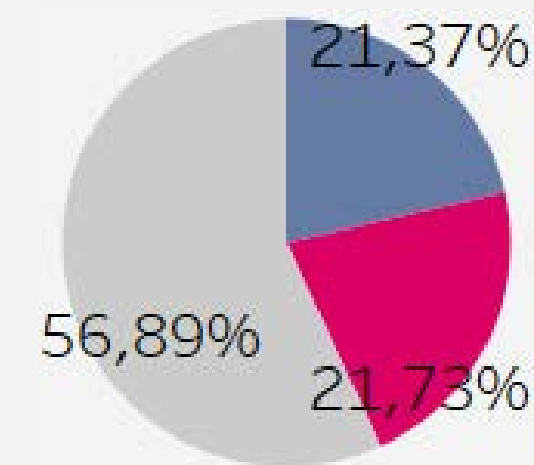
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Mo..	Europe	UK
Action	4	10	
Adventure	1	1	
Comedy	2		
Crime		2	
Drama	2	3	
Family & Ki..		3	
Horror		1	
Thriller		1	

CONTRIBUTION TO DRAMA STREAMS



LOCAL PRODUCTIONS SET THEIR EYES ON ACTION CONTENT TO ATTRACT THE AUDIENCE'S ATTENTION

We count 10 Action movies representing 5% of the total Top 100. "No Time to Die" on Amazon leads the chart with 1.6M streams. Other James Bond's franchise titles take advantage of this push and make it into the top: from classics "Dr No", visiting "Golden Eye" to Daniel Craig's collection, it seems like the UK is always in the mood for the iconic spy. Amazon knew how to seize upon the 007 watching trend.

"BOILING POINT", "THE WORST PERSON IN THE WORLD", AND "SPENCER" ACCLAIMED DRAMAS FIND AN AUDIENCE DESPITE THE BLOCKBUSTER WEIGHT OF THIS MARKET

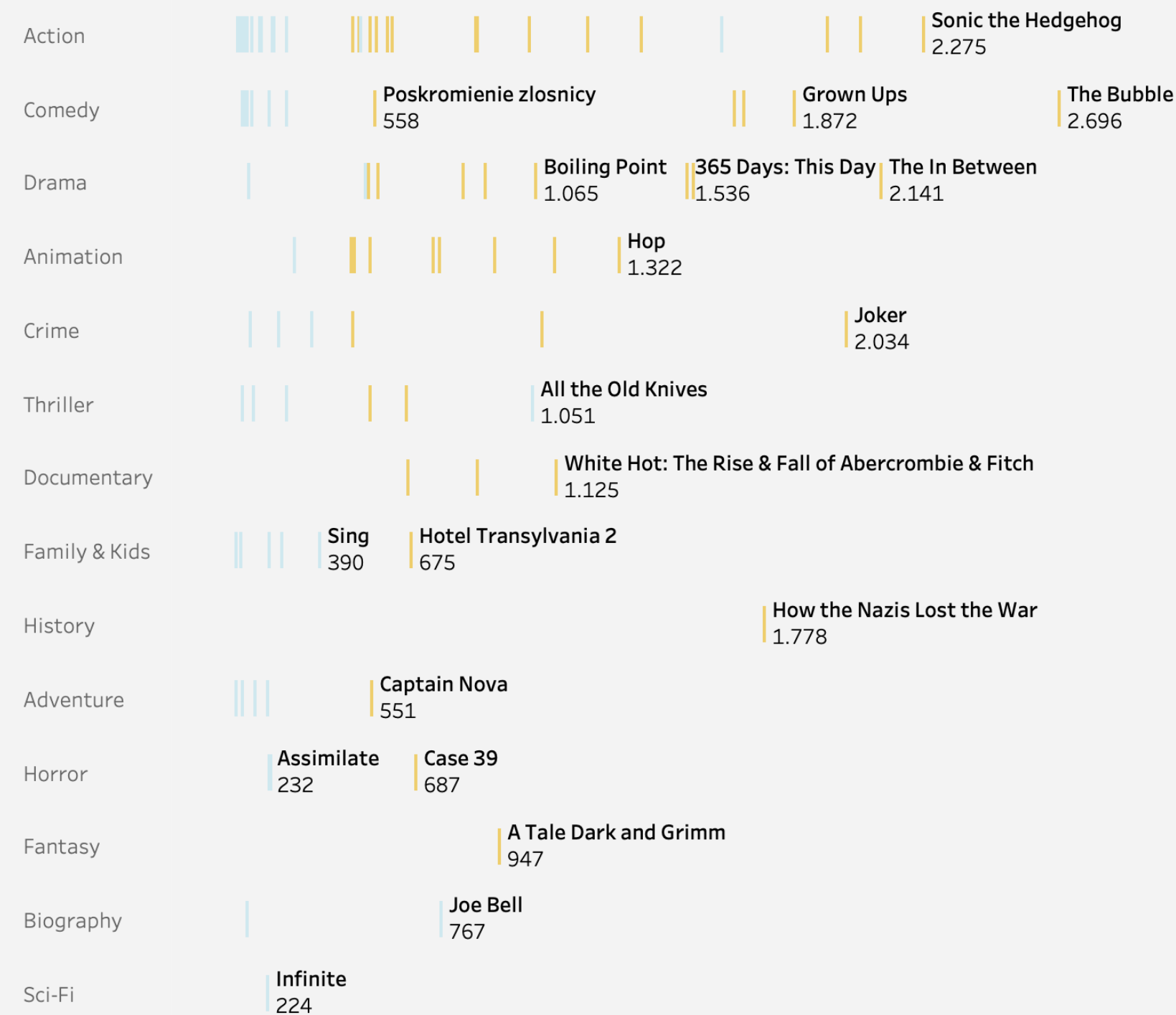
Philip Barantini's one-take film keeps collecting views; in April, it accounted for 1.06M streams. The film has amassed 2.3M streams since its release on Netflix in March. Pablo Larraín's portrait of a princess on the edge accounted for 532K streams this month. Norwegian romantic black comedy-drama by Joachim Trier landed in UK theatres on March 25, accounting for \$1,139,331, according to Box Office Mojo. At the end of April, it was added to the Amazon catalogue, collecting 176K streams. Amazon gathered most of the independent gems that had travelled across festivals and conquered audiences abroad.

EUROPEAN CONTENT STANDS OUT IN ACTION, DRAMA, ADVENTURE AND COMEDY. EU CONTENT IS NOT A REGULAR ON THE UK CHARTS

Polish content has gathered great impulse this month with 4 films in the chart: "365 Days" collection, the Polish gangster movie "Furioza", and the rom-com "Poskromienie Zlosnicy." We're spotting a rise in Polish productions in the Netflix Charts across countries. April deploys one of the largest European and local charts registered in the UK market with 30 movies.

UK 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES

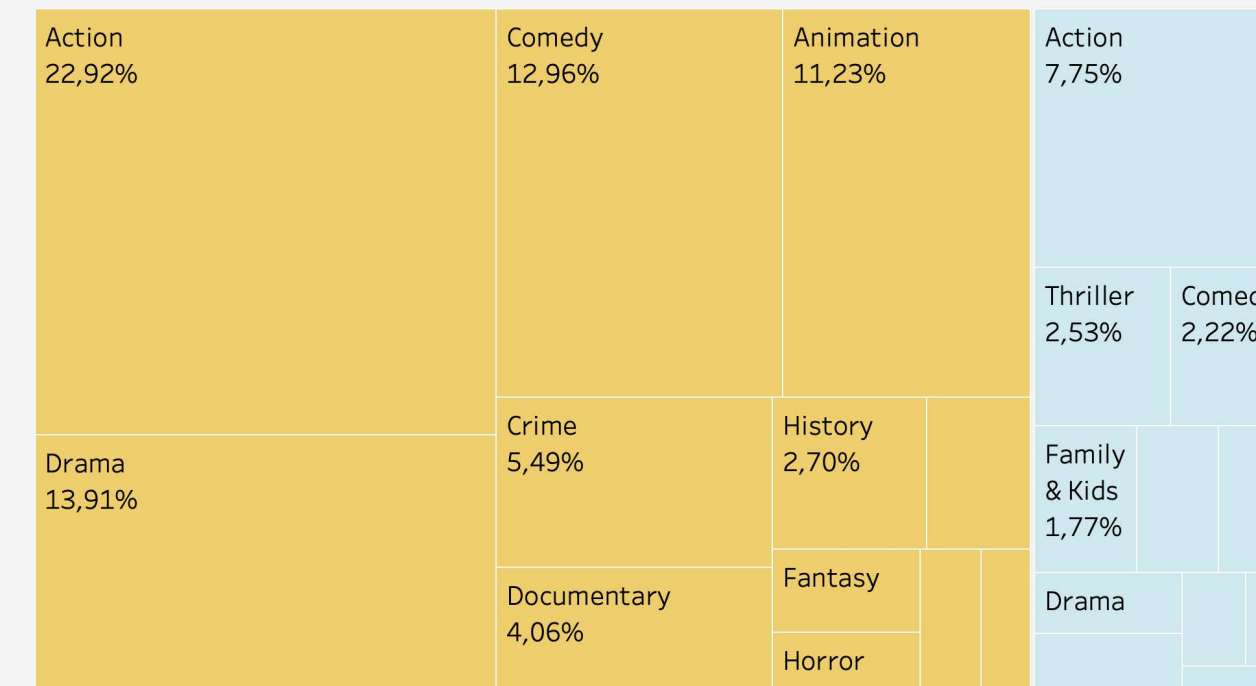


OTT

- Amazon
- Netflix

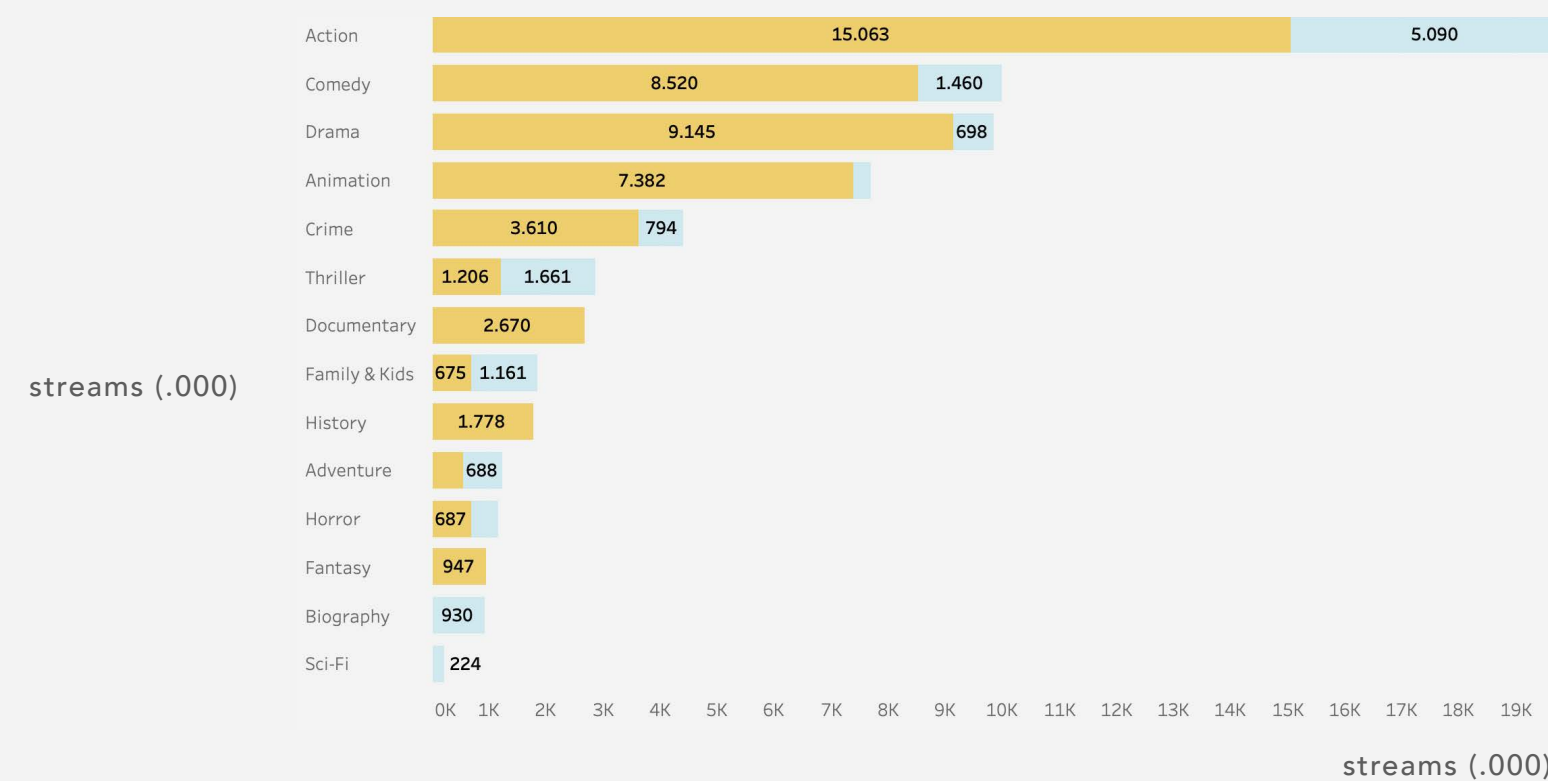
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



#1 GENRE: ACTION IS THE GENRE WITH THE MOST MOVIES IN THE CHARTS: IT TOOK 22.92% OF TOP 100 STREAMS WATCHED ON NETFLIX AND 7.75% ON AMAZON

With 20M streams, the genre has dominated the podium since we have records - with a little break at Christmas time. Amazon has been behind Netflix, leading the category, but in the past months, we see a pivot towards smoothly pushing the Action catalogue upwards.

Beyond popular titles, British audiences made other picks on thrillers, documentaries and History: "White Hot: The Rise & Fall of Abercrombie & Fitch" is Alison Klayman's documentary that captures how A&F's preppy youthquake elitism flamed out to the shopping-mall signifier of an exclusionist American dream. Young filmmaker and journalist Alison Klayman is the ace documentarian who made "Jagged," "The Brink," and "Take Your Pills."

Amazon bested Netflix in Thrillers with 1.66M, powered by "All the Old Knives" (1.05M streams), a spy thriller directed by Janus Metz Pedersen. Amazon presented more Family & Kids content titles, amassing 1.16M streams, even if the head title "Hotel Transylvania 2" was watched on Netflix.

UK 100 SHOWS | OVERVIEW

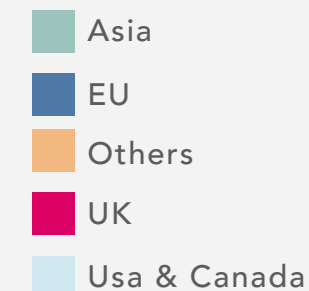
TOTAL STREAMS BY SHOW NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Friends	Netflix	Comedy	73.944
2	The Big Bang Theory	Netflix	Comedy	61.568
3	Peppa Pig	Netflix	Animation	30.967
		Amazon	Animation	14.573
4	Bridgerton	Netflix	Drama	37.188
5	Anatomy of a Scandal	Netflix	Drama	20.688
6	Selling Sunset	Netflix	Game-Show & Reality-TV	15.012
7	Heartstopper	Netflix	Drama	13.973
8	The Ultimatum: Mar..	Netflix	Game-Show & Reality-TV	13.205
9	Top Boy	Netflix	Crime	13.092
10	Jimmy Savile: A Briti..	Netflix	Documentary	12.926
11	Is It Cake?	Netflix	Game-Show & Reality-TV	11.235
12	Supernatural	Amazon	Drama	10.123
13	Mr. Bean: The	Netflix	Family & Kids	5.661
	Animated Series	Amazon	Family & Kids	3.549
14	Ben & Holly's Little	Netflix	Animation	7.211
	Kingdom	Amazon	Animation	1.230
15	PAW Patrol	Netflix	Animation	6.376
		Amazon	Animation	1.310
16	Pieces of Her	Netflix	Crime	7.655
17	The Last Kingdom	Netflix	Action	7.455
18	The Missing	Netflix	Crime	7.223
19	The Office	Netflix	Comedy	5.013
		Amazon	Comedy	2.197
20	Star Trek: Picard	Amazon	Action	6.978
21	Hard Cell	Netflix	Comedy	6.779
22	Sonic Boom	Netflix	Animation	6.734
23	Im Old Enough	Netflix	Documentary	6.551
24	SpongeBob SquareP..	Netflix	Family & Kids	6.133
25	Come Dine with Me	Netflix	Game-Show & Reality-TV	5.818
26	Conversations with ..	Netflix	Documentary	5.802
27	Elite	Netflix	Crime	5.265
28	Russian Doll	Netflix	Adventure	5.119
29	Get Organized with t..	Netflix	Game-Show & Reality-TV	5.076
30	Ozark	Netflix	Crime	5.031

SHOWING 30/100 - [See complete chart here](#)

streams (.000)

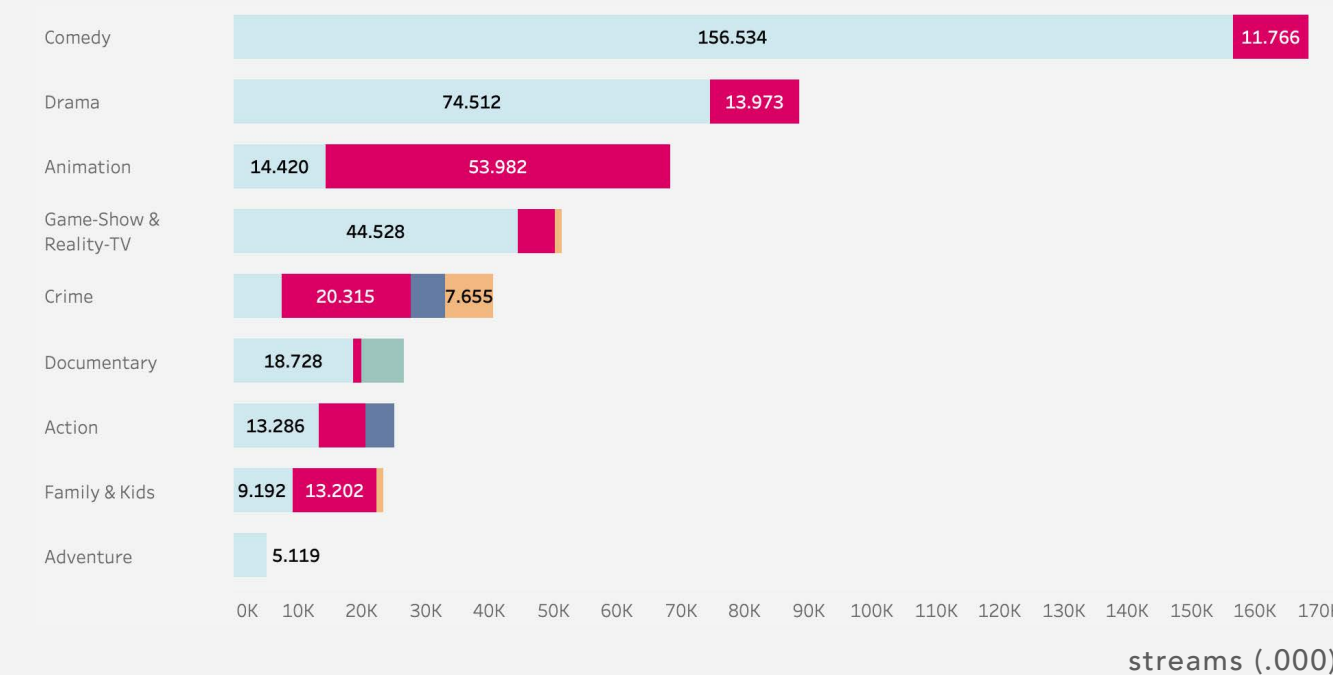
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



WHAT DO "BRIDGERTON", "ANATOMY OF A SCANDAL" AND "JIMMY SAVILE HAVE IN COMMON?: A BRITISH HORROR STORY

They seem, sound and look like British content - but money, profit and IP are American. The audience didn't care about production portions, but it does matter when the local and European content are both cornered to a niche. The talent drain is also affecting the sector. Behind the hits are mega-corporations such as Shondaland, which just signed with Netflix to carry out an ambitious production project.

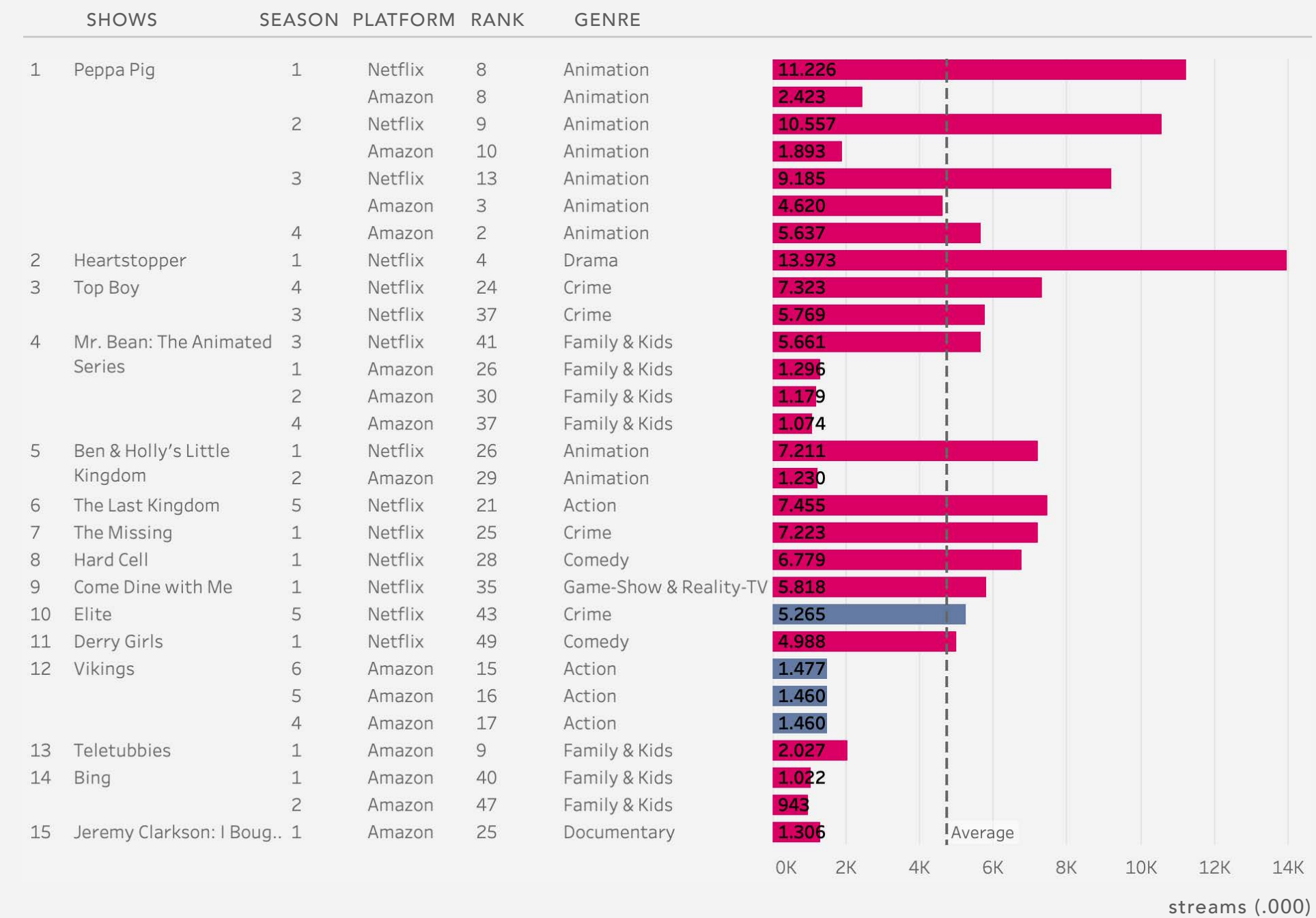
Behind "Anatomy of a Scandal" there's David E. Kelley Production company (Emmy and Golden Globes-winning series such as "Big Little Lies", "The Undoing", and iconic "Ally McBeal"). If female-driven dramas are a category, they will rule the hall of fame. Recently they also hooked audiences with "The Lincoln Lawyer."

Do you want to know more about it? Good news! Check our Hot Title of the month about representation on Netflix production.

British-y content conquered the top delivering diversity for all types of audiences. "Bridgerton", "Anatomy of a Scandal", and Alice Oseman's Netflix addictively sweet teen LGBTQ+ drama "Heartstopper" started low-key but stayed long after credits rolled.

UK 100 SHOWS | EUROPEAN FOCUS

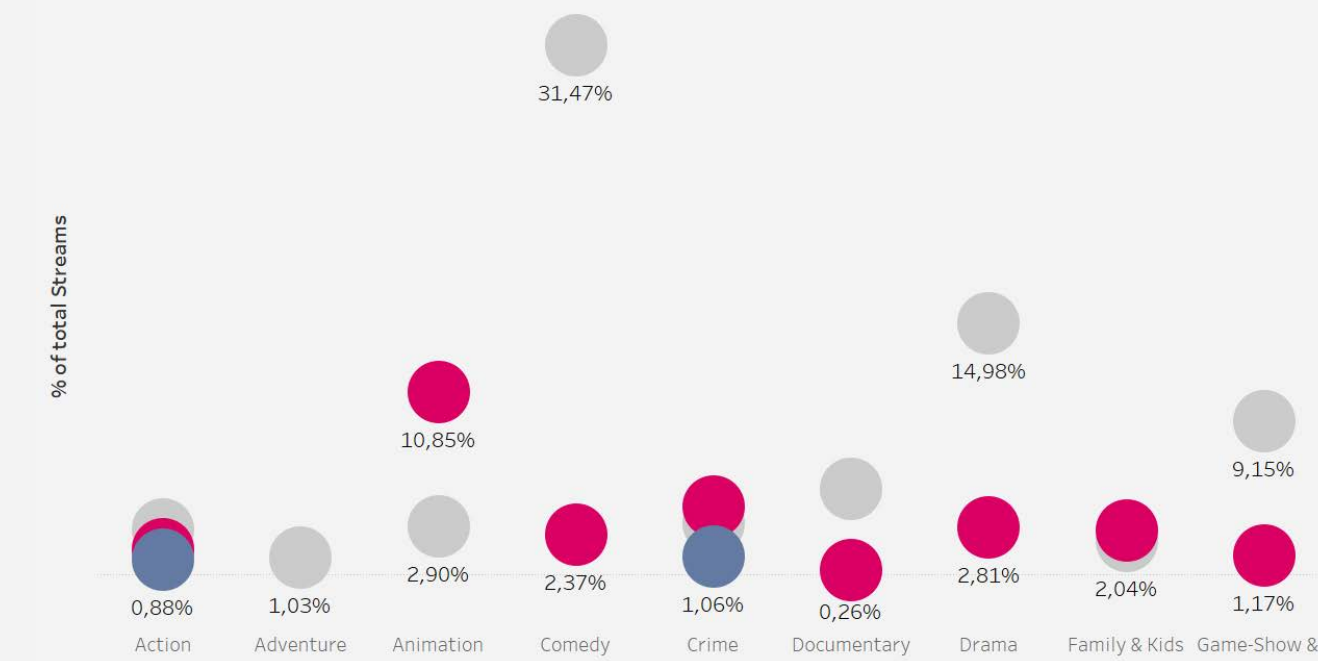
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



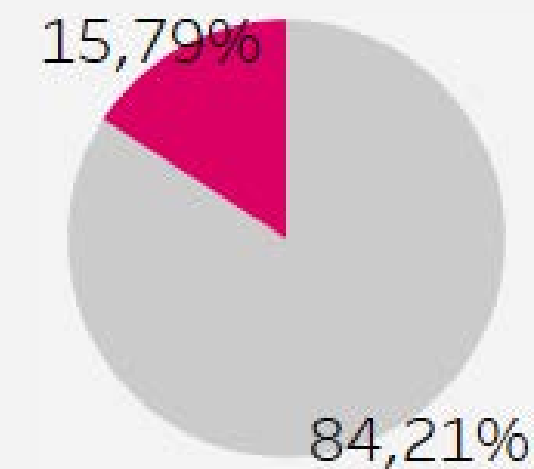
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genre	Europe	UK
Action	1	1
Animation		2
Comedy		2
Crime	1	2
Document..		1
Drama		1
Family & K..		3
Game-Sho..		1

CONTRIBUTION TO DRAMA STREAMS



LABELLED BRITISH CONTENT COMPETED HARD IN CRIME AND ANIMATION

Animation didn't find sufficient resistance to best American and other country origins with 10.85% of total Top100 streams: "Peppa Pig" and "Ben & Holly's" were the driving force to achieve 53.9M streams. Crime "Top Boy" 4 seems to be in storming*ripping* form in the most ambitious season as tagged by the critics. Back in 2019, Netflix's show was a soft reboot reviving a series that Channel 4 had dropped six years prior. The knotty crime drama occasionally threatens to fade away but always ends up back in the audience's top. Along with "The Missing", both shows got 20.3M streams - 4% of Top 100 streams.

"HEARTSTOPPER" PROVIDED 15.79% OF DRAMAS STREAMED IN APRIL

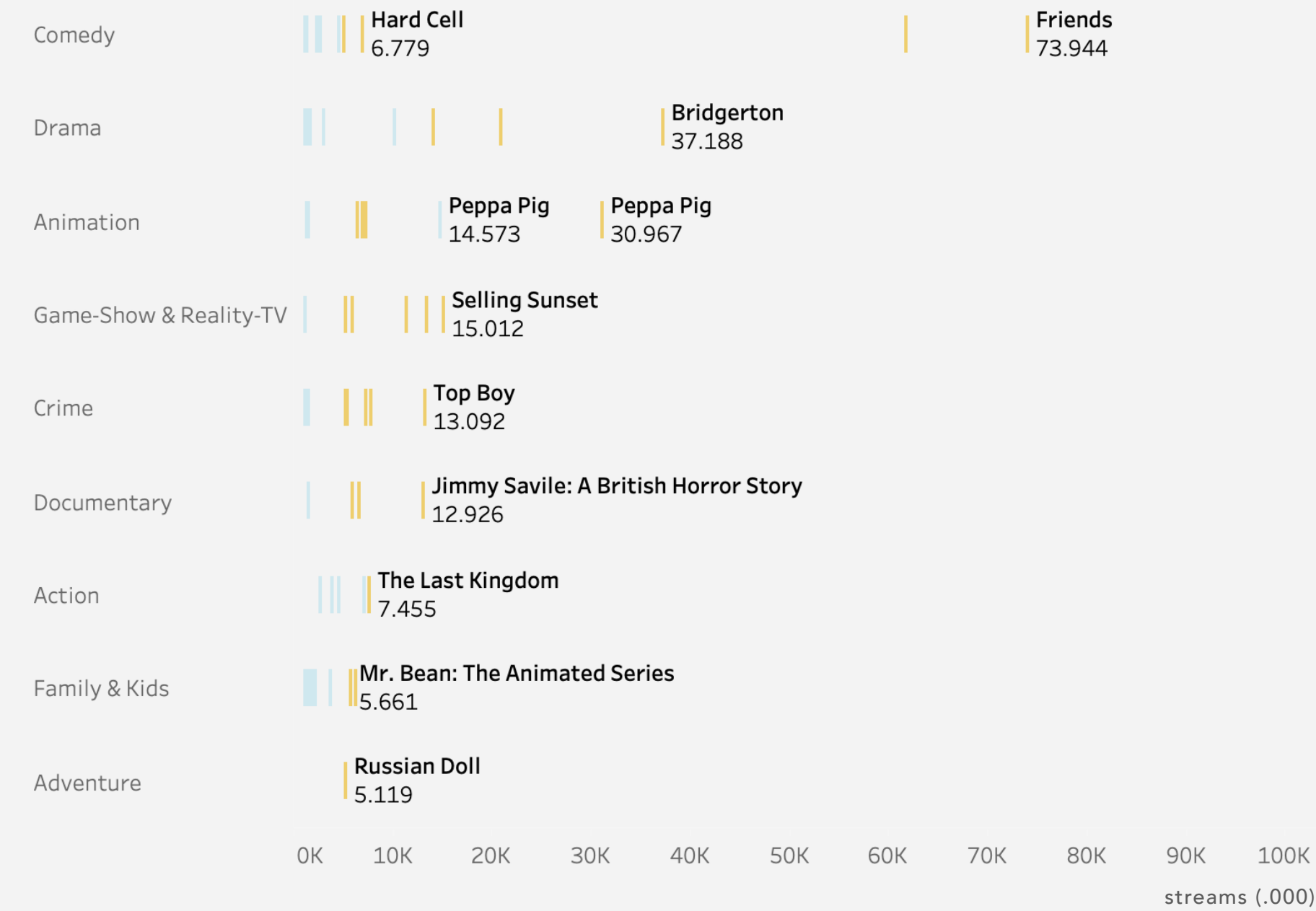
With 13.9M streams, dulcet Drama by Oseman - who also wrote the webcomic on which the show is based - reached a less regular audience in the market: teens. Beyond family and action, which we are used to seeing* on the menu.

NOT THE BRIGHTEST MONTH FOR EUROPEAN PRODUCTIONS BUT SOME EXCEPTIONS SHINE

With only two titles in the grid: the last drop of Teen Crime "Elite" reached 5.2M streams and "Vikings" on Amazon conquered 4.3M streams. It's the first time the twisted and sexy Spanish crime made the Top 100 grid in the UK.

UK 100 SHOWS | SVOD PLATFORMS

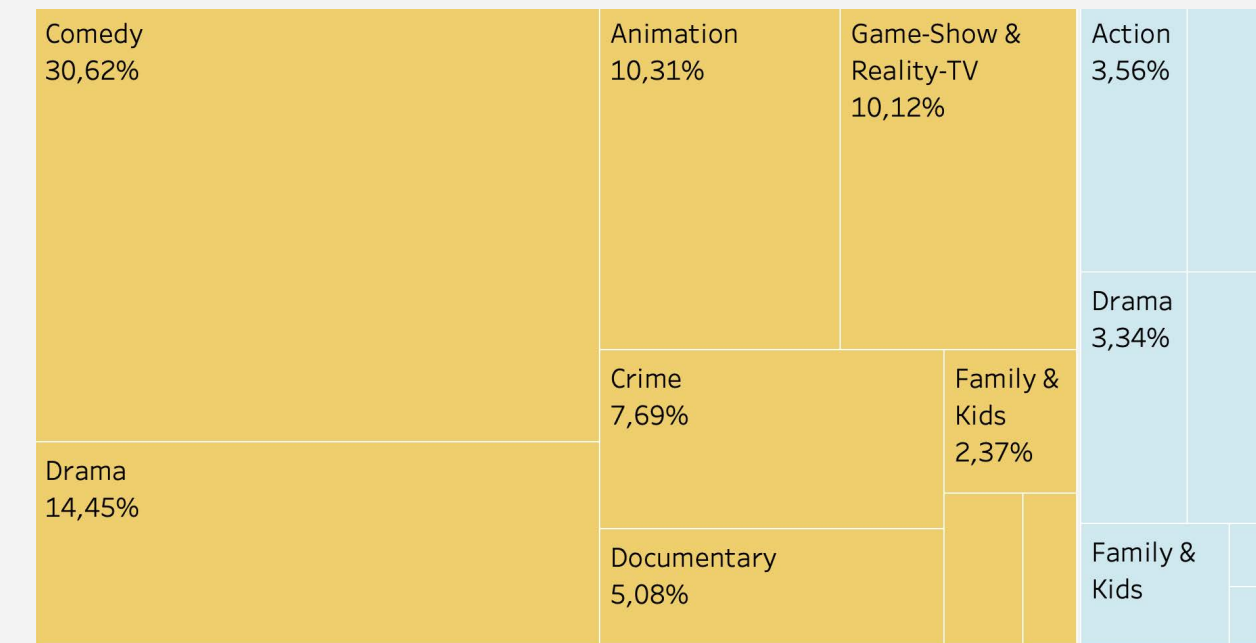
TOP SHOWS STREAMS BY GENRES



OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



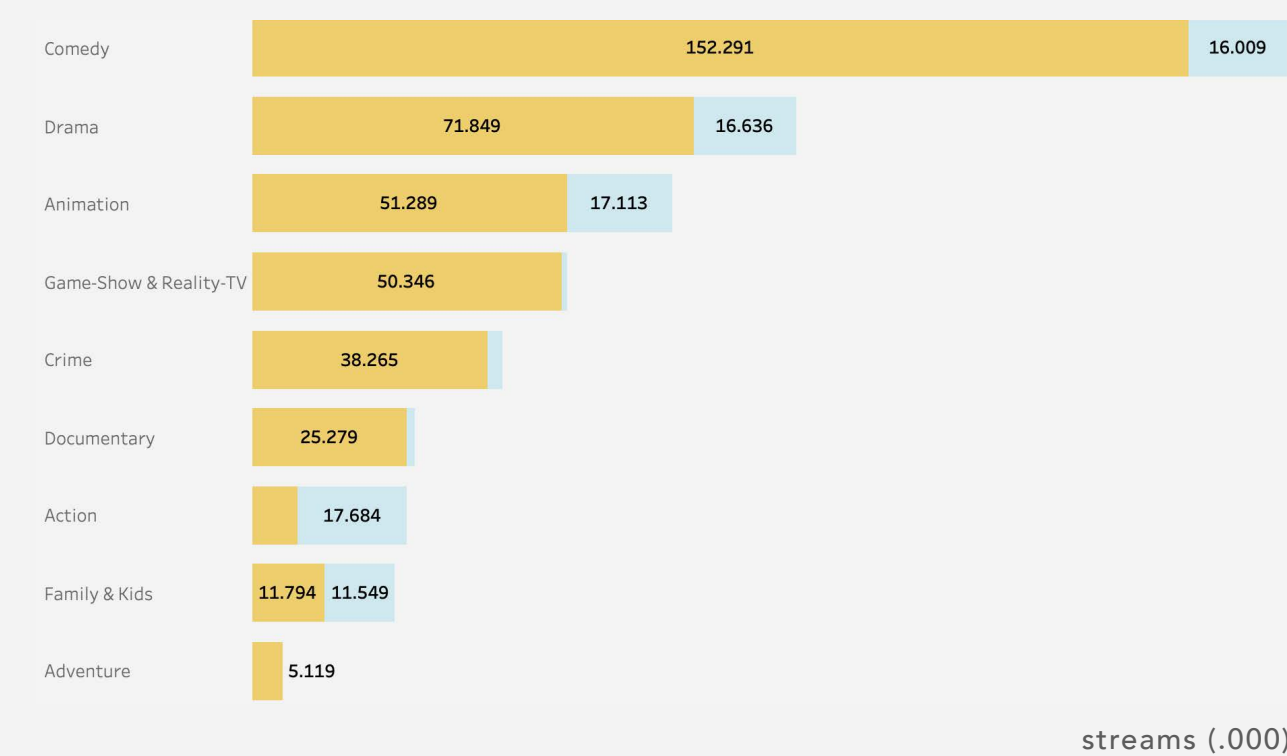
COMEDY ON NETFLIX STOLE THE SHOW WITH 30% OF TOTAL STREAMS (152M)

Some way behind the usual frontrunners "Friends" and "The Big-Bang Theory", appears "Derry Girls" with 4.9M streams. Success is no fluke. Lisa McGee's semi-autobiographical (aired on Channel 4) is a knockabout schooldays farce set in mid-90s Northern Ireland that has opted to go out on a high with its third season after being acclaimed as the most-watched series in Northern Ireland on record.

AMAZON KEEPS ITS ACTION-ANIMATION FORMULA TO MUSTER SOME STREAMS

Action shows on Amazon bested Netflix records with 17.6M streams against 7.4M streams. "Star Trek: Picard" leads with 6.9M streams, "Vikings" follows with 4.3M streams, "NCIS" and "Reacher" with 2.4M streams.

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



streams (.000)

HOT CONTENT IN UK

REPRESENTATION ON NETFLIX'S HIT THE TURBO BUTTON WITH SHONDALAND'S NEW DEAL

In 2021, Netflix presented its two-year study that analysed the diversity of the company's original shows and films. The report looked at representation across gender, ethnicity, LGBTQ, people with disabilities and the roles behind the camera in more than 125 movies and 180 shows. The outcome? In one year, Netflix raised all the bars. While they are still working on it; they have tied the knot with Shonda Rhimes, arguably the most high-profile and commercially successful showrunner on Netflix's payroll. She also happens to be a black woman with the habit of weaving characters of all backgrounds and orientations into her programming and writers' rooms.

A bit of context. Before millionaire showrunner Shonda Rhimes dumped Disney, she was already a superstar whose television empire had made the company more than \$2 billion. It was somewhat traumatic to see one of your most exceptional showrunners dump you for your rival in the middle of The Streaming Wars turmoil for a nine-figure deal.

As part of Rhimes' 2021 Netflix deal, they committed to broadening the focus on inclusion, diversity, equity, representation and access to opportunities, rolling out The Producers Inclusion Initiative and The Ladder - aiming to expand the pipeline for below-the-line talent.

Representativeness has always been in the DNA of Netflix. By 2021, the network created Netflix's Fund

For Creative Equity to create more behind-the-camera opportunities for underrepresented communities within the entertainment industry. Netflix committed \$14.5M towards programs that boost identity and diversity in the creative perspectives, pursuing better representation in front of the camera. Over \$5M is specifically to support women in the industry. Now with Shonda Rhimes in the equation, everything suggests that Netflix's commitment to inclusion will continue even as other parts of the hard-hit company scale back. (Layoffs have been instigated) To go deep into* the programmes, check the Hollywood Reporter issue here.

Netflix megahits proved travelability and spread the message in a global audience: "To All The Boys I've Loved Before" for the romantically inclined audience we find Vietnamese-American actress Lana Condor. Coming-of-Age sitcom "On My Block" with a predominantly Latinx/African-American context in Los Angeles. "Dear White People" documents the lives of young Black college students in a primarily white university. "Never Have I Ever" by Mindy Kaling put Indian-American romance comedy-drama in the spotlight. The diversity drive is even more accentuated in teens and young adult content such as "Sex Education", which shows a non-binary lead, "Heartstopper", a transexual character transit from friendzone to first love.

Something we have to concede to Netflix: they lead the

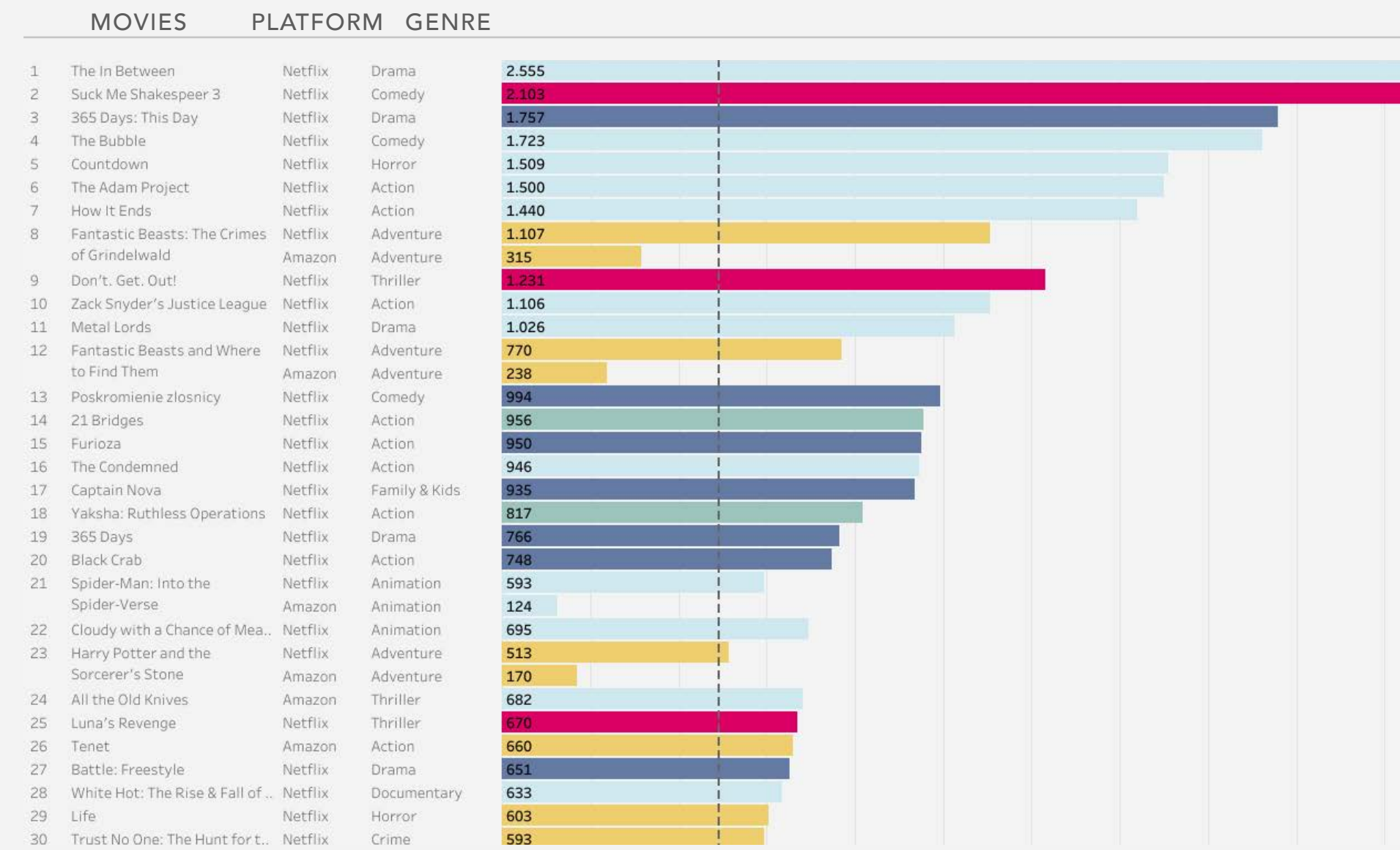
diversity and equity shift to competitors following the stream. Even if Netflix has raised the bar for representation and diversity, many stories are untold. We're still in the early stage of a significant change in storytelling, but the seeds are planted.

They also advocate for diversity in company roots, as revealed by their regular evaluations. You can check the last drop [here](#).



GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



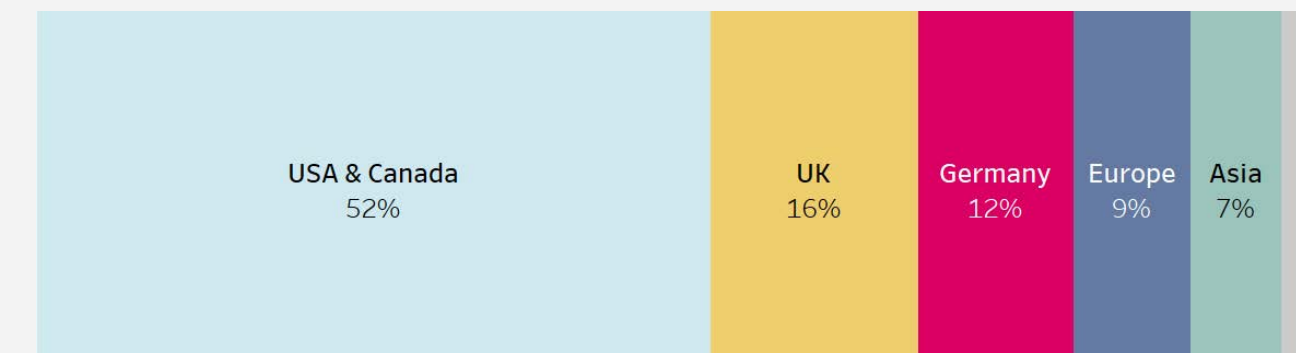
SHOWING 30/100 - [See complete chart here](#)

streams (.000)

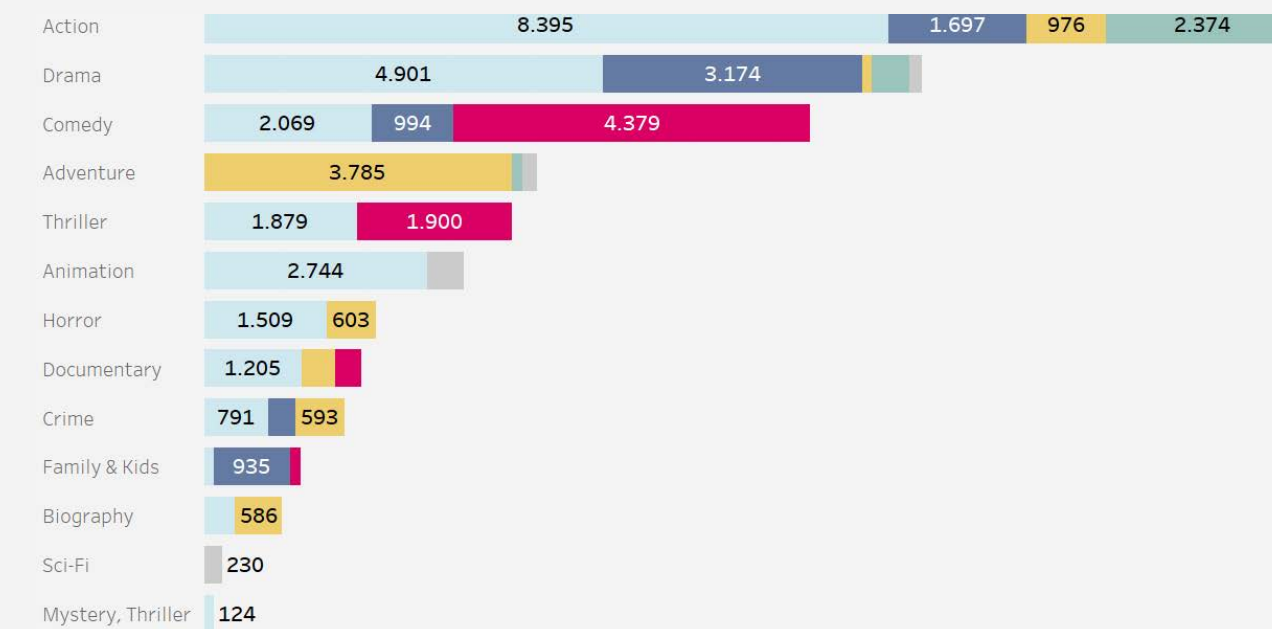
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



LOCAL PRODUCTIONS DOMINATE

It's been a few months since a local production entered the charts. German productions represent 12% of the catalogue and 6.7M streams, a rise of 3 points compared to previous months. At #2 with 2.1M streams, the local comedy "Suck Me Shakespeare 3" is the politically incorrect third and final part of the now famously successful trilogy having a go at the German education system. Thriller "Don't.Get.Out!" made the Top 10 with 1.2M streams.

EUROPEAN CONTENT ALMOST TAKES ON AMERICAN PRODUCTION IN THE SECOND-MOST STREAMED GENRE, DRAMAS

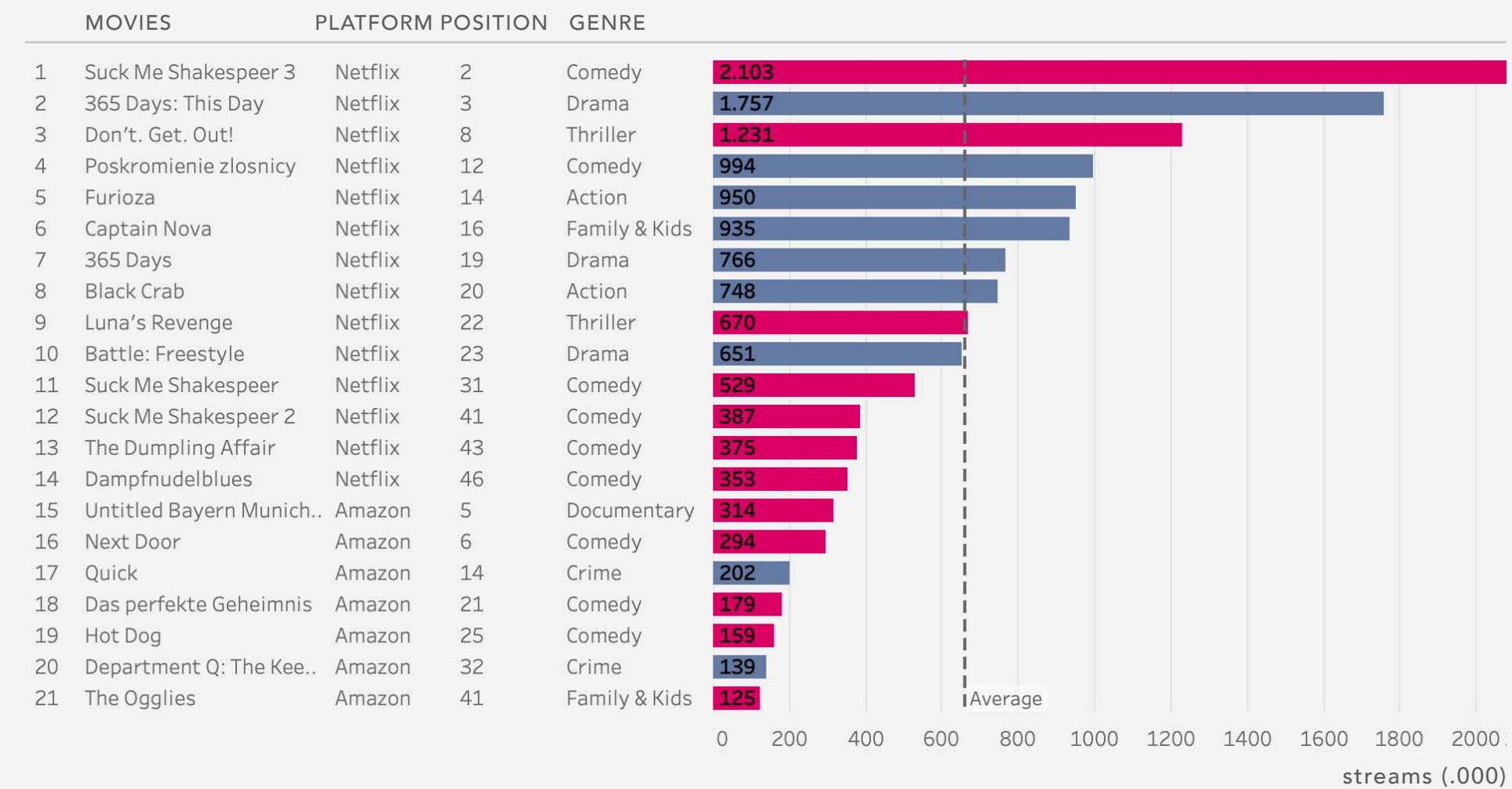
Dramas accounted for 8.8M streams, powered by two leading markets: the American and the European. "The In Between" made #1 - The American sci-fi romance drama film by Arie Posin was released on Paramount+ in February 2022 to land on Netflix in early April, collecting 2.5M streams. Polish 50-shades-of-Grey-erotic-drama "365 Days: This Day" carries almost all European streaming force with 1.7M streams.

J.K. ROWLING KNOWS HOW TO ENGAGE BROADER AUDIENCES

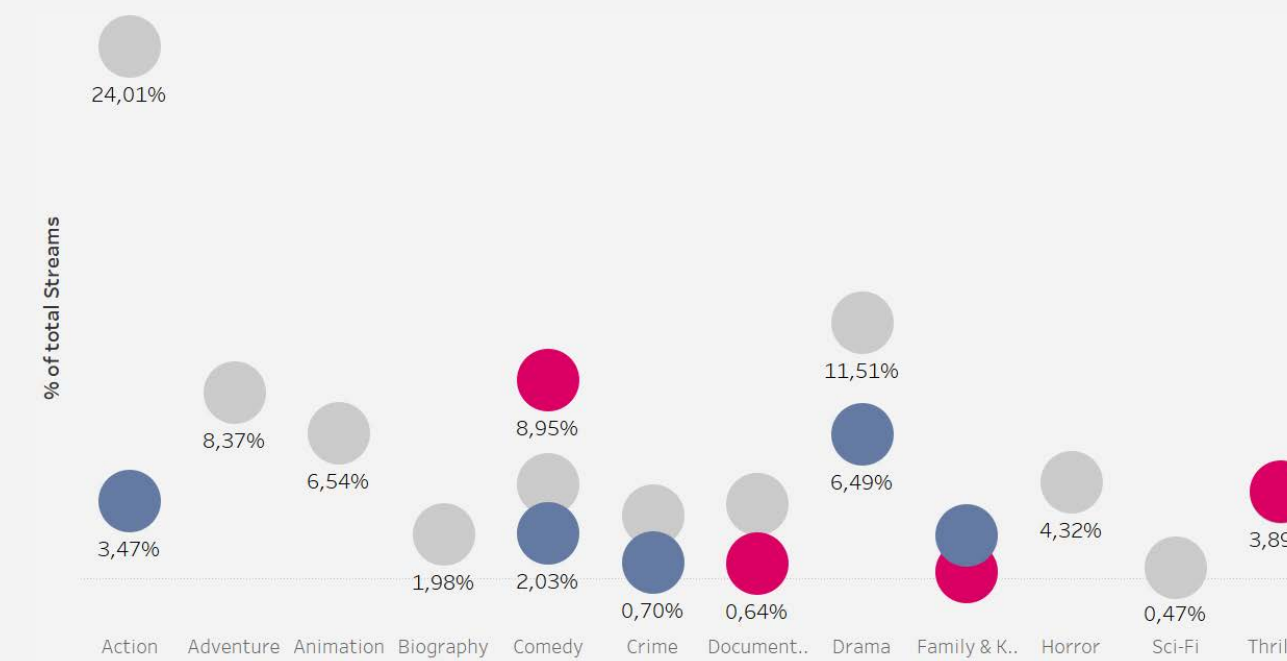
UK content really thrilled the German audience, mainly led by the "Fantastic Beasts" collection. Boosted by the fact that the film was released in cinemas, audiences took the opportunity to revisit the online content whether via Netflix or Amazon.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



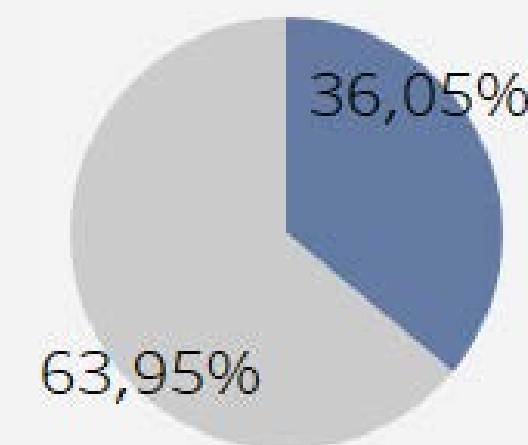
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Mov..	Europe	Germany
Action		2	
Comedy		1	8
Crime		2	
Documenta..			1
Drama		3	
Family & Kids		1	1
Thriller			2

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES



LOCAL COMEDIES SWEEP THE PODIUM WITH 8 MOVIES AND AN 8,95% CONTRIBUTION TO TOP100

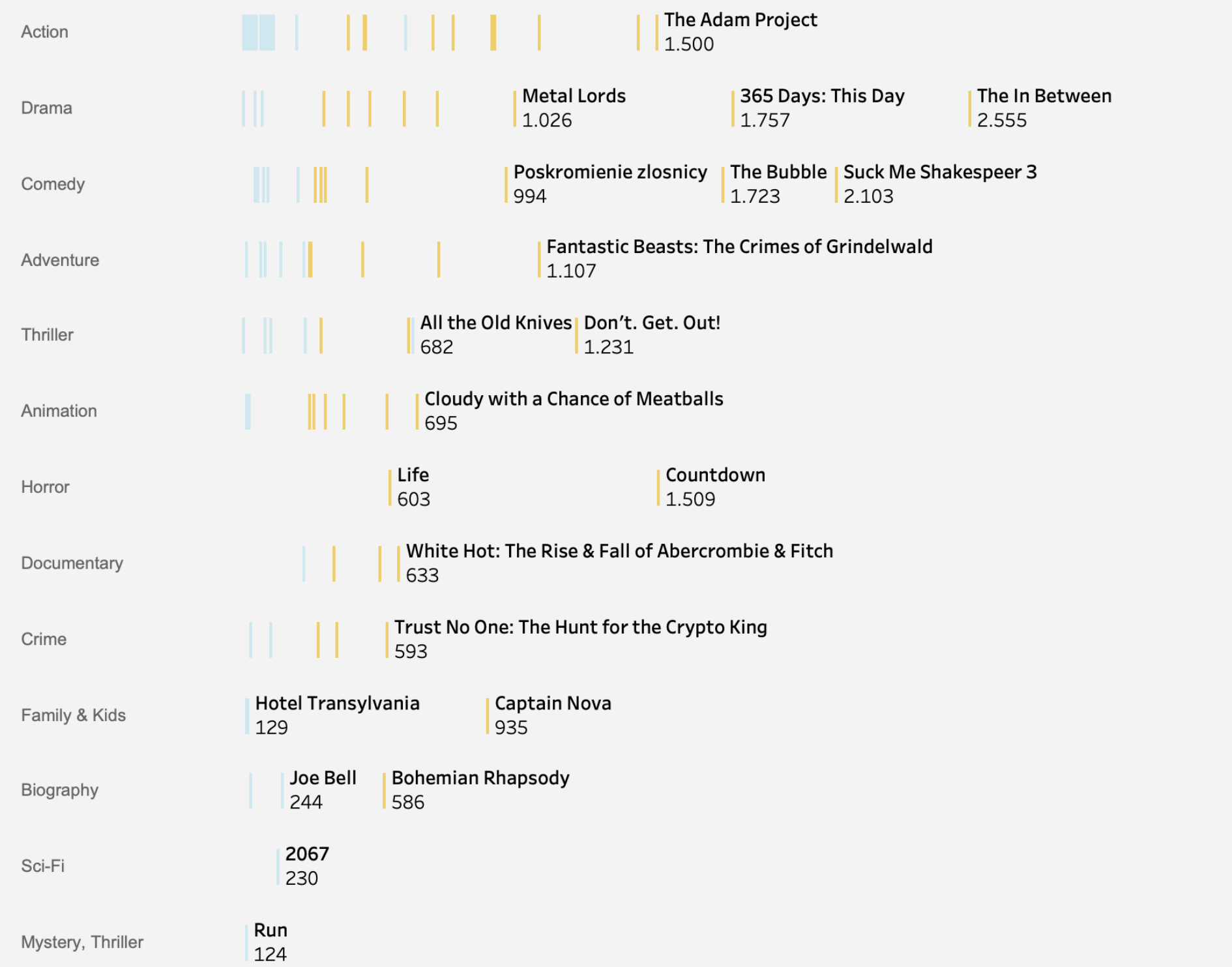
German comedies emphatically outdid other production origins thanks to "Suck Me Shakespeer" trilogy, which ranked #2, #31 and #41 on Netflix. Daniel Brühl's "Next Door" was released in domestic theatres in July 2021 by Warner Bros; since the film entered the grid in March, it has collected 533K streams.

EUROPEAN DRAMAS STAND OUT AT THE TOP

Only behind American content, the European movies carried 6.49% of the Top100 streams with only 3 films. Led by the Netflix-produced sequel "365 Days", the Polish erotic romance based on Blanka Lipi ska's trilogy collection made 1.7M streams for the second movie and 766K from the first after a successful domestic release in cinemas, taking some \$8.964.409 according to Box Office Mojo. Even though the critics hated the film, its popularity rose among the audience. It's stunning how blatantly this Euro-softcore series rips off "Fifty Shades of Grey."

GERMANY 100 MOVIES | SVOD PLATFORMS

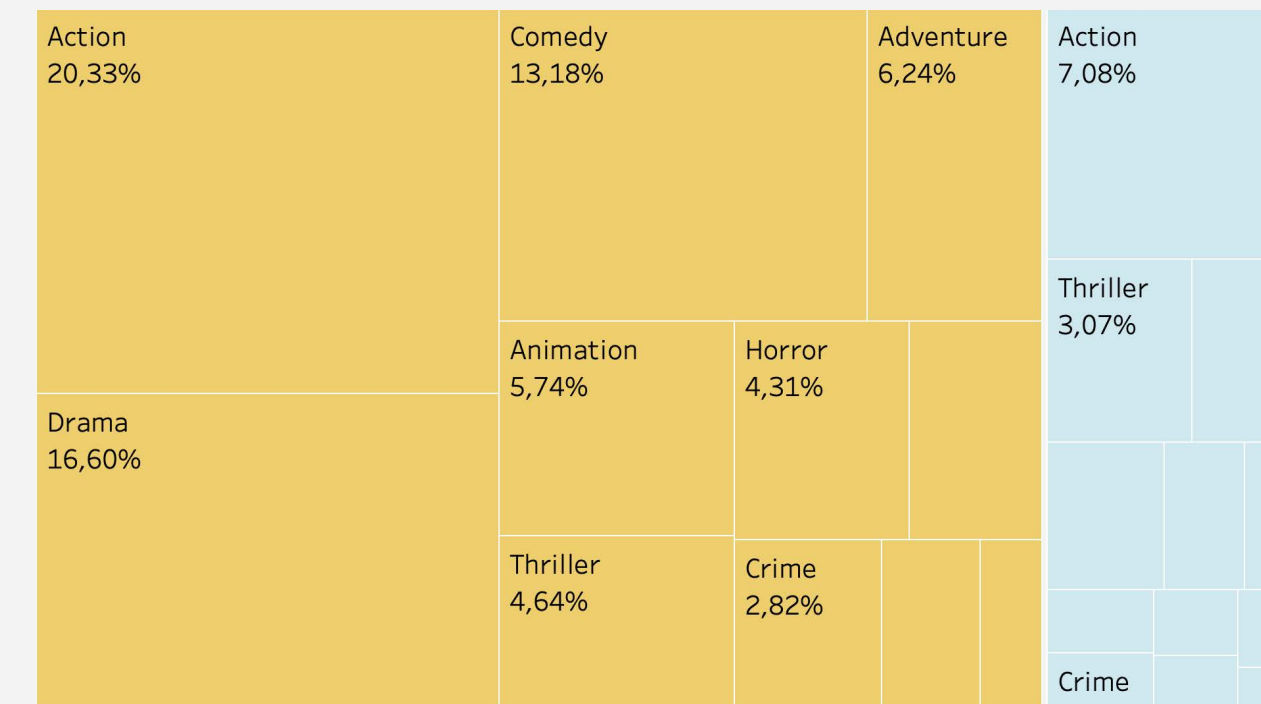
TOP MOVIES STREAMS BY GENRES



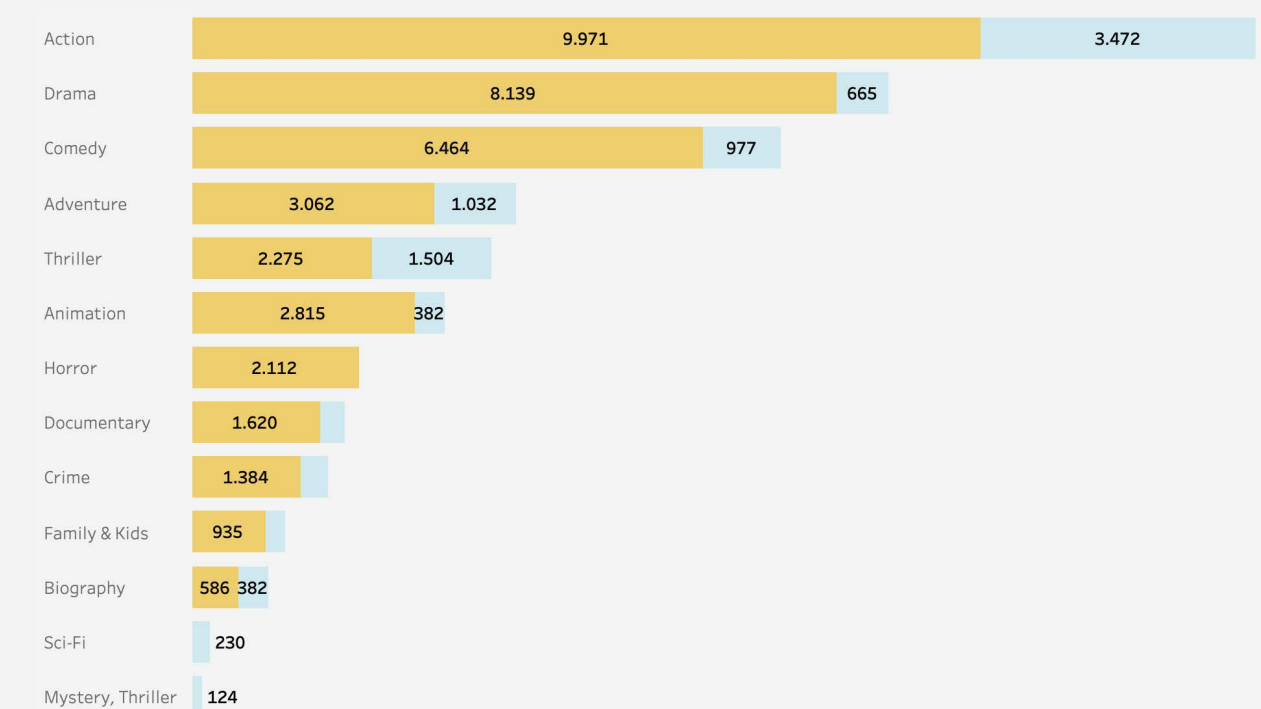
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



streams (.000)

ACTION RANKED #1 WITH 13.4M STREAMS; 20% OF CONTENT WAS WATCHED ON NETFLIX

Although no Action movie is found in the Top5, "The Adam Project" (#6) and "How it Ends" (#7) managed to collect 1.5M each. Action is powered by American content at 66%, followed by Asian at 17% (2.3M streams). Action is the largest genre, with 29 movies classified in the grid, against the second-best, Drama, with 13 titles collecting 8.8M streams.

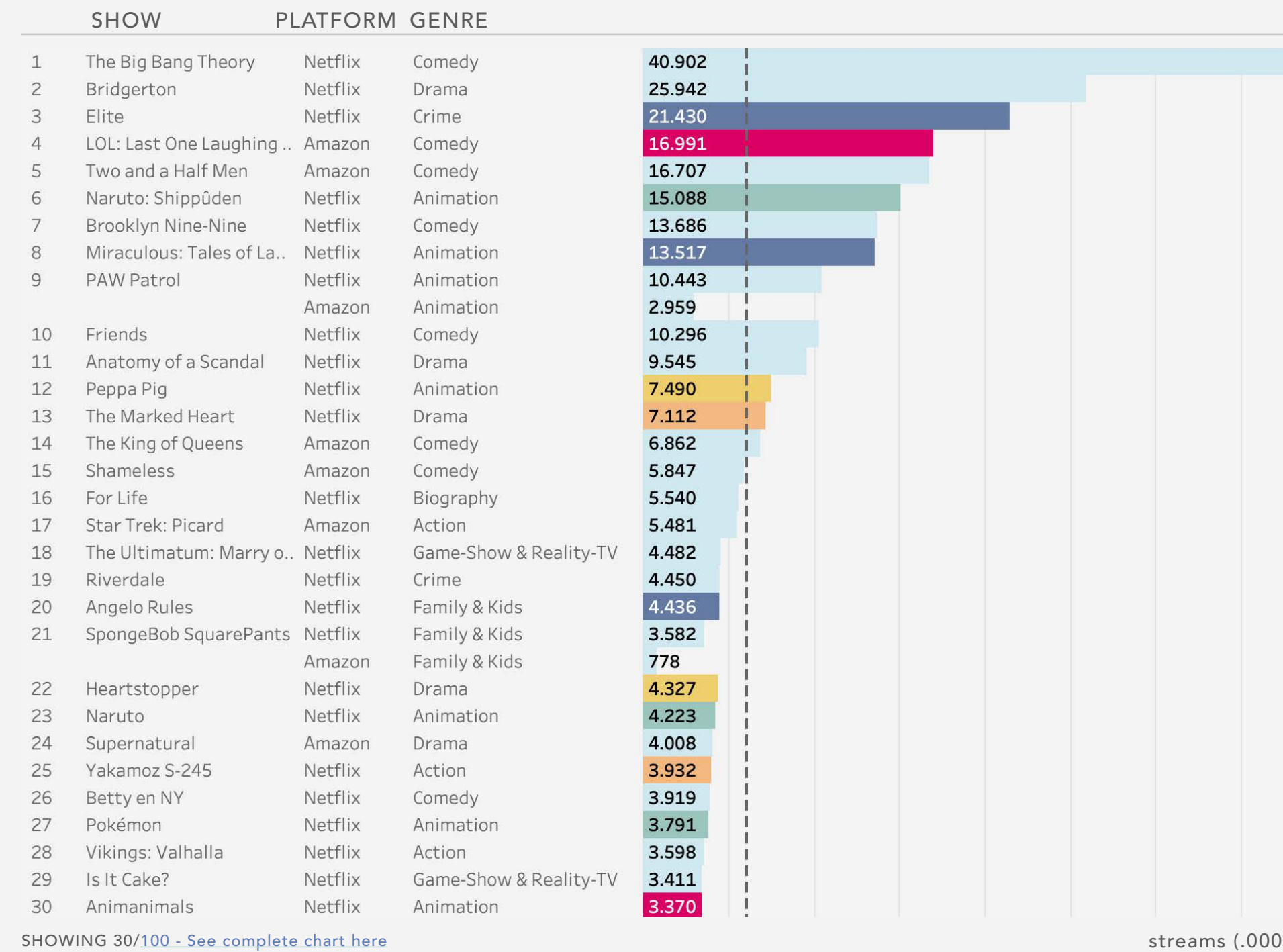
Comedies on Netflix were pre-eminent in the April grid with a a 4-point rise compared to the March report. Amazon usually rules the section with local productions, but this month, Netflix hoards the spotlight with 6.4M streams, which means 86.87% of Comedy accumulates.

ADVENTURE AND THRILLER ARE THE MOST BALANCED CATEGORIES BETWEEN THE STREAMING SERVICES

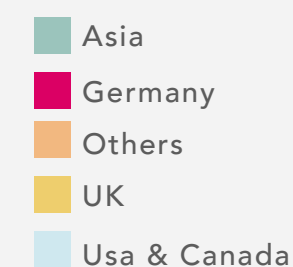
Adventure is one of the few categories where USA tentacles didn't grab streams. 5 out of 7 titles in the Top 100 are J.K Rowling's creations. The Potter effect keeps working. Amazon holds more Thrillers in the grid but only took 40% of the genre accumulated streams with 1.5M: Amazon studios' "All the Old Knives", "Deep Water", "The Invasion", and "Infinite" are just a few examples. Netflix took the only two local productions: "Don't.Get.Out!" (1.2M) and "Luna's Revenge" (670K streams)

GERMANY 100 SHOWS | OVERVIEW

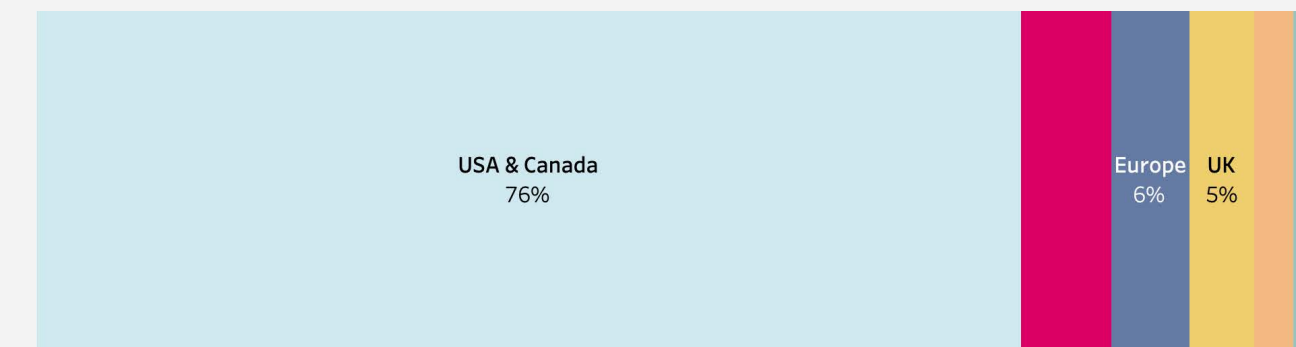
TOTAL STREAMS BY SHOW NETFLIX - AMAZON



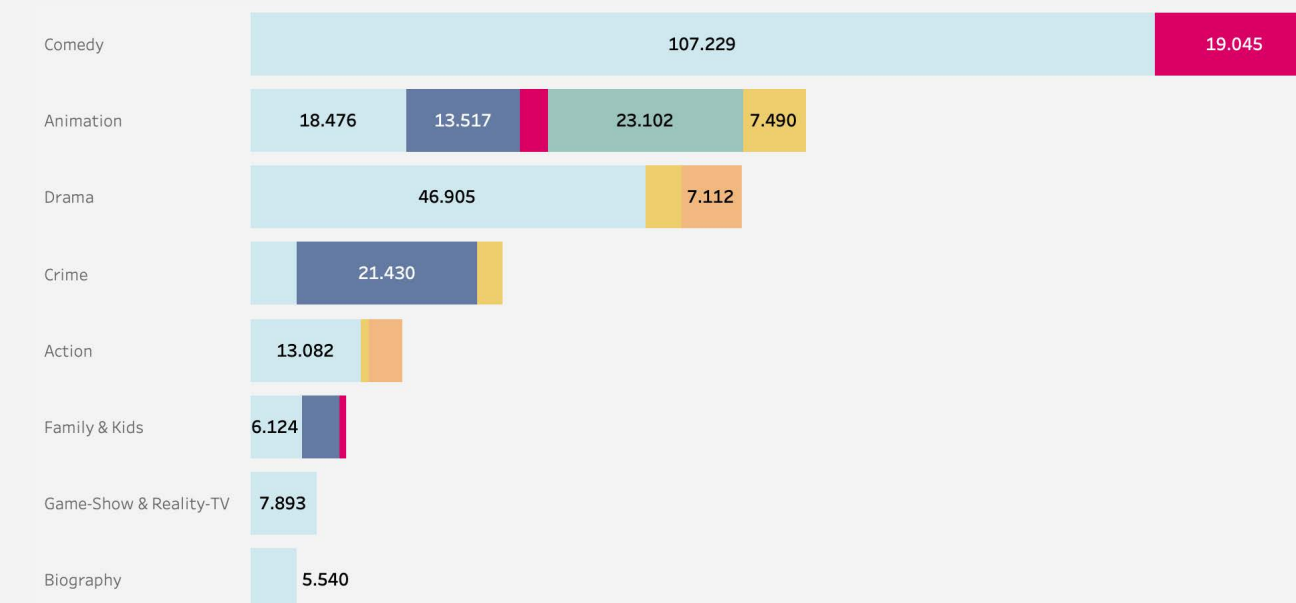
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



EUROPEAN CONTENT ROSE 10 POINTS AND AMASSED 12% OF TOTAL STREAMS IN THE CHART

“Elite” and kids “Miraculous: Tales Of Ladybug & Cat Noir” made it into the Top 10. In the graveyard of Netflix Originals, there are a lot of unfinished titles - Not the case for Elite season 5.

Elite’s cocktail of romance, Drama and murder mystery may not be to everyone’s liking, but there’s something palpable and gripping with the format that has conquered young and young adults. In season 4, the cracks were there for all to see, but an enticing murder mystery did well to paper over some of the issues. According to the critique, season 5 does not have that luxury. That didn’t hold back the audience, which backed the content with 21.4M streams. “Elite” collection has amassed 31M streams in the German market since we started the records.

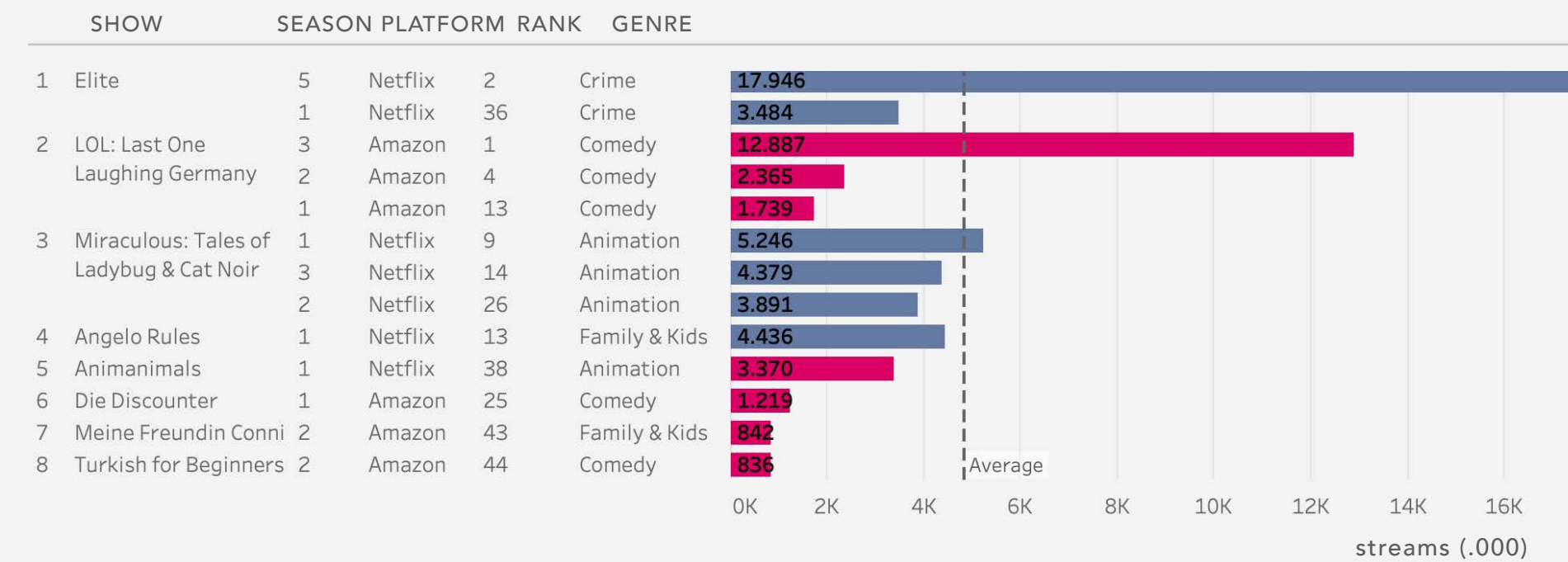
ASIA CONTENT REPRESENTS 3% OF THE CATALOGUE BUT TOOK MORE THAN 7% OF THE TOTAL TOP 100 STREAMS

Asian shows rule the Animation department with 23M streams – they bested American content and were classified as the leading origin production with only three shows in the grid. “Naruto: Shippūden” accounts for 15M streams. This genre may have once been considered niche, but it helped innovate today’s world of globalised content by transcending national and linguistic barriers.

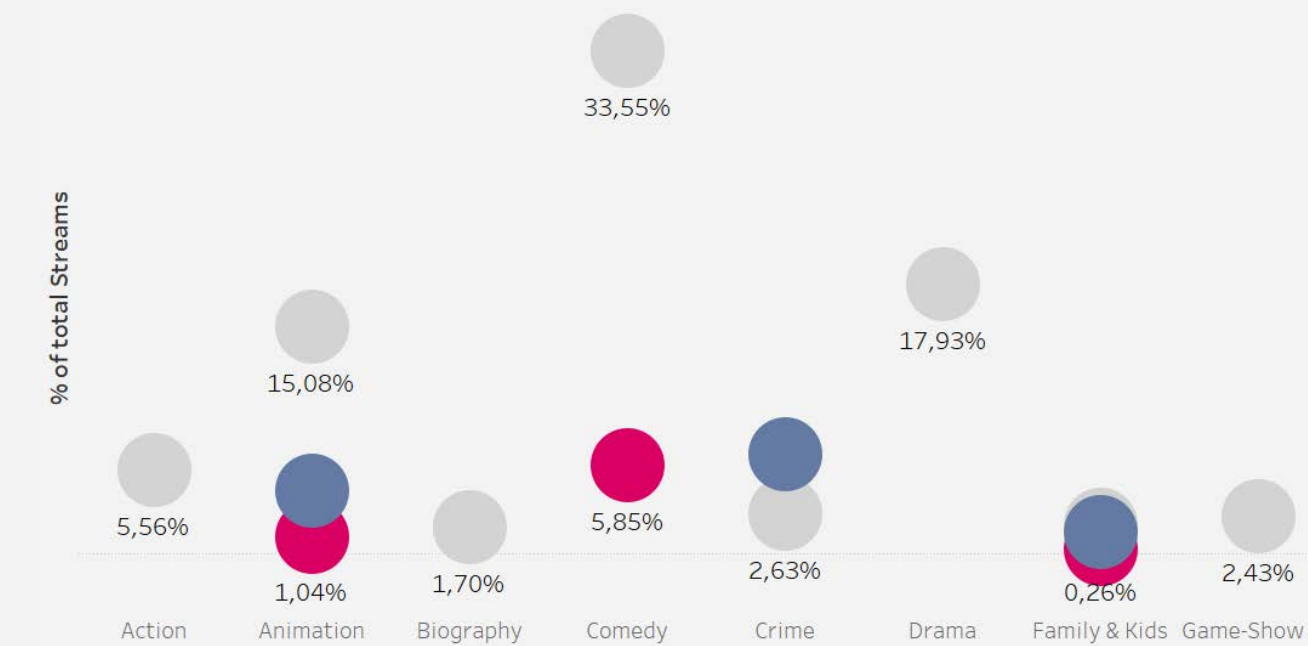
American content dropped 11 points compared to March. “Bridgerton” is the only US content in the Top 1

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



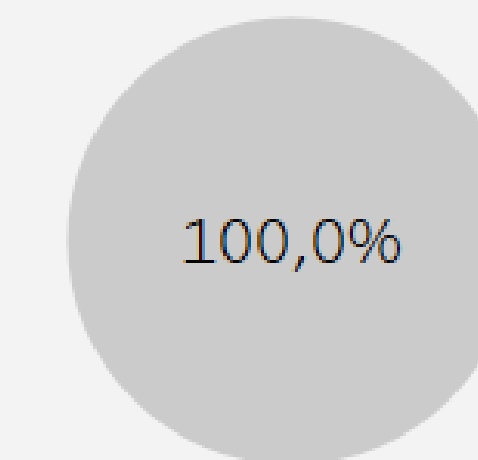
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres Sho..	Europe	Germa..
Animation	1	1
Comedy		3
Crime	1	
Family & Kids	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany
- Others

“ELITE” AND “LOL”: A NEW DIP IN CONTENT CAPTURING NEW WATCHERS OR RE-WATCHERS

Amazon comedy TV format, which is conquering European audiences, has fired up the German market with 12.8M streams with its last third edition having a bounce effect to rewatch previous seasons. Competition clearly defines Comedy, where American sitcoms fly too high (88% of comedies in the grid are US content), but Amazon seems to have nailed down a scalable and popular format.

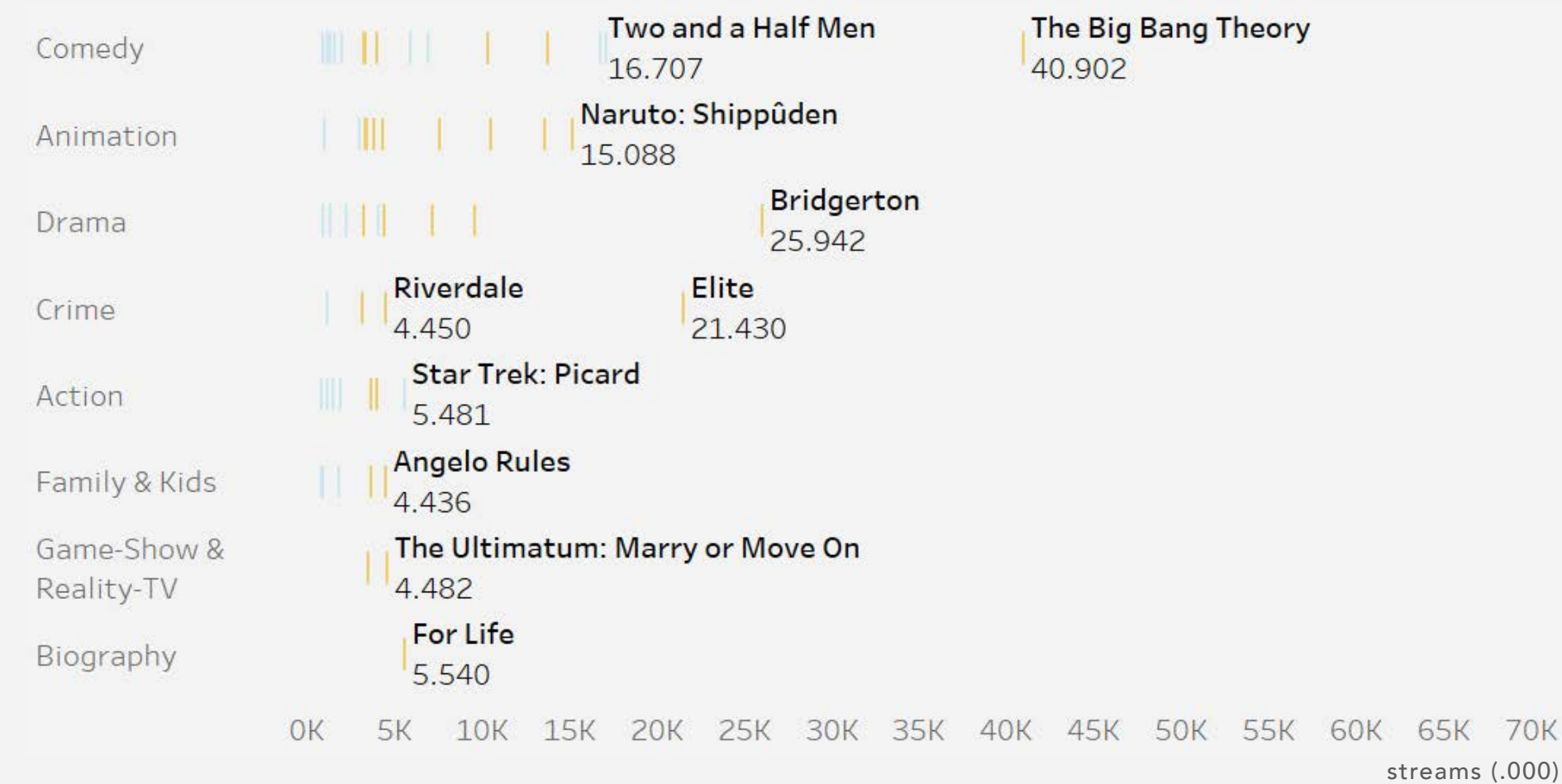
ANIMATION KID-FRIENDLY CONTENT GAINS GROUND

“Miraculous: Tales of Ladybug & Cat Noir” get to the Top 10 general grid with 13M streams. Unlike fictional shows for adults, kids prefer to give more viewing time to the first seasons after the novelty - with a very regular stream average per season; the first got 5.2 M.

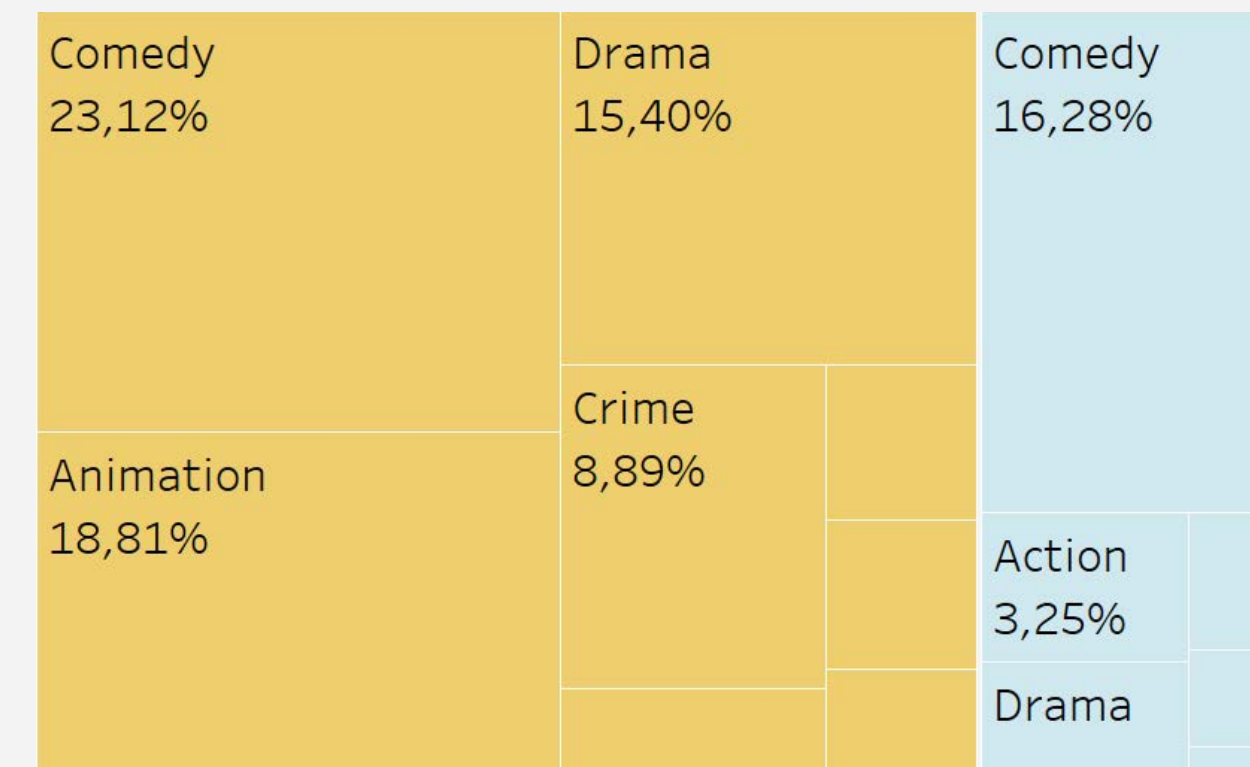
Netflix unlocked French “Angelo Rules” rights to stream the first season in their circuits. The content produced by France 3 is based on the book series Comment Faire Enrager... by Sylvie De Mathuisieulx and Sebastien Diologent.

GERMANY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM

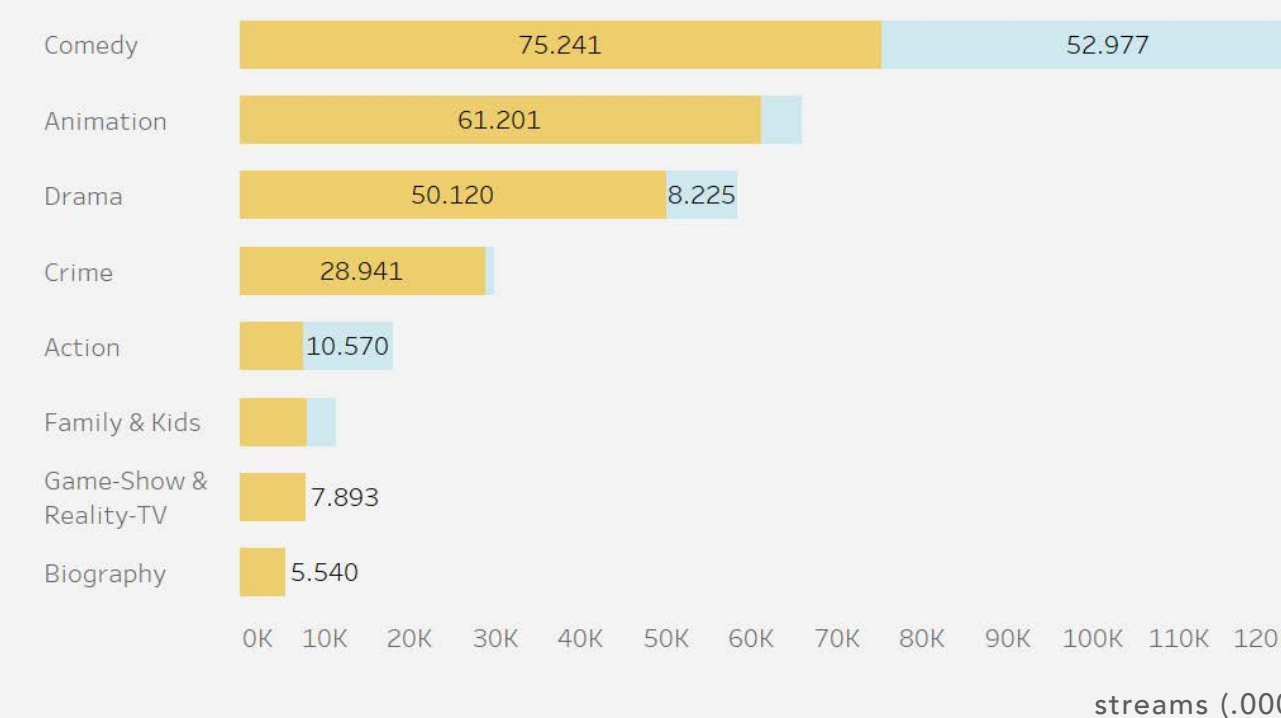


COMEDY IS THE #1 GENRE AND SHOWS THE MOST SIGNIFICANT GAPS BETWEEN TITLES

"The Big Bang Theory" climbed to the top with 40.9M streams, which means 53% of Netflix's total Comedy streams. Why mince words now? There is certainly something at stake for Netflix, since a significant number of its highest-performance titles are licensed from studios with their own streaming ambitions. The market's favourites are safe for now, but the services will have to extricate themselves from such a strong dependence on major Hollywood studios or, risk high levels of churn when competitors launch entirely in the market.

Comedy has largely extended in Amazon Prime with 52.9M streams and 16% of Top 100, led by their format "LOL" and other broadcast old-times hits such as "Two and a Half Men," "The King of Queens", and "Shameless." Netflix presents less density but higher total streams.

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



DRAMA MADE THE PODIUM DRIVEN BY NETFLIX RATES WITH 15.40% TOP100 WATCHED ON THE SERVICE (50.1M STREAMS)

"Bridgerton" has been holding firm since the March report with 25.9M streams in April (over 2M+ streams more than the previous month.) "Anatomy of a Scandal" achieved 9.5M views in Germany. David E.Kelley's and Mellisa James Gibson's courtroom thriller drama with a constellation of well-known British faces such as Michelle Dockery, Sienna Miller and Rupert Friend, is about a high-profile politician accused of a shocking crime. This USA-UK coproduction is an adult female-driven thriller drama, an audience that Netflix is feeding from time to time.

OTT

- Amazon
- Netflix

HOT CONTENT IN GERMANY

NETFLIX'S BET ON POLISH CONTENT IS THE SHIFT TO NEW EUROPEAN CONTENT CREATION

In early 2022, Netflix dropped the news about a new regional headquarters in Central and Eastern Europe. They pinned Warsaw to set the new office and hub for the streamer's operation. For most, this came as no surprise if we look at Netflix's bets on content in the past years.

Since 2016 when the streamers undertook operations in the region, Netflix has invested more than \$110 million in original Polish series, like crime-drama "The Woods", student comedy "Sexify" and popular genre fare "Operation Hyacinth", "Nobody Sleeps in the Woods Tonight", which was billed as the world's "first Polish slasher movie". Recently we have seen other Polish hits conquering the market grids, such as the erotic franchise "365 Days" - Netflix's biggest hit from Poland to date.

This April, Netflix revealed a slate of nine films and nine series it has commissioned in Poland. Going through the slate, you can find a deployment of diversity in taste and genres to attract all types of audience gaps across Europe. Most of them are novel-based or series adaptations to guarantee solid landing on the local ground. You can check the full line-up on Deadline's announcement [here](#).

Since the setback of losing 200,000 subscribers in Q1 of the year and with a US competition landscape in a mature market, Netflix is clinging to international operations and local-language productions to achieve its growth plans.

At the same time, its direct rivals are trying to secure Sports rights to diversify content creation. Apple bet on live sports and announced in June a 10-year deal with Major League Soccer to broadcast MLS matches on its streaming service. Disney, for its part, lost streaming rights for the Indian Premier League to Viacom partnership between Paramount Global and Reliance Industries that outbid the company. The operation would have given the company a significant leap in the streaming race. Contrary to the direction taken by all the giants in Eastern Europe, in July 2022 HBO Max announced a halt in all original productions from several European territories including Poland (less than one year after opening its doors). In [Variety](#), executives processing the new merger with Discovery explain: "the media conglomerate looks to recalibrate its streaming priorities, it will no longer produce originals for HBO Max in the Nordics (Denmark, Sweden, Norway, Finland), Central Europe, the Netherlands and Turkey, and will also remove some content from its platform in order to free up licensing deals elsewhere."

Hungary, Romania and The Czech Republic are world leaders in servicing big-budget international productions. Still, none of the surrounding territories matches Poland for home-grown content, both for the big and the small screen. Internationally, Poland is best known for its auteurs and A-Festival presence, with names such as Jerzy Skolimowski, Malgorzata Szumowska, and Agnieszka Smoczynska.

The influx of capital and increased demand for talents didn't go unnoticed. A new Polish law requires the streaming services operating in the country to contribute 1.5% of their local revenue to the Polish Film Institute. The injection of cash will be pooled and allocated to future Polish projects.

Level up your knowledge with the related Hollywood Reporter issue, [here](#).



GLOBAL TAKES

- 1 / **Netflix's investment in Polish production is delivering results and appeared in the top 10 in Spain, Italy, France and Germany.** In France, Poland represents the entire European share in the top 15 with 4 titles. Since 2016 Netflix has invested more than \$110 million in original Polish content. Recently we have seen other Polish hits conquering the market grids, such as the erotic franchise "365 Days" - Netflix's biggest hit from Poland to date.
- 2 / **Travelability and popularity of Polish Netflix productions go beyond Europe and accentuate the global Netflix strategy.** "Furioza" became the most popular non-English language movie on Netflix in the first week of its launch in the USA. It also took first place in the popularity ranking in 74 countries, among them Brazil, Belgium, Croatia, The Czech Republic, France, Greece, Serbia, Spain, Ukraine, Morocco and New Caledonia. The film conquered Netflix's audience across all analysed countries. It ranked among the Top #5 most-streamed movies in the Italian, Spanish and French markets, gathering 1.26M, 2.05M and 2.38M views respectively, during the month of April.
- 3 / **It's not a secret that Netflix is into gaming and it's improving the interactive experience.** Retention will ensure survival and reduce churn rates. Gaming IP is the next well that studios, networks and streaming services will tap into, as they did with comic book IP in the 00s. Amazon pivots to hybrid of TV-formats contests interwoven with reality shows such as "LOL" and Netflix is trying to make its platform an interactive playground for daily play - which would be crucial to hook and keep younger audiences. Netflix launched a new TV show-interactive experience called "Trivia Quest", which is modelled after the popular classic board game, Trivial Pursuit. The platforms have pursued other approaches such as 'Black Mirror: Bandersnatch' and 'Minecraft: Story Mode' - the most popular to date. Trivial Quest reached #9 in Spain, accounting for 9.4M streams and #9 in Italy, with 4.9M.
- 4 / **"Heartstopper" and "Bridgerton" led the charts to demonstrate the significant shift of diversity, inclusion and representativeness in storytelling.** As part of Rhimes' 2021 Netflix deal, they committed to broadening the focus on inclusion, diversity, equity, representation and access to opportunities, rolling out The Producers Inclusion Initiative and The Ladder - aiming to expand the pipeline for below-the-line talent; behind and in front of the camera. They allocate \$14.5M to fuel the program. The trend will be especially significant to engage younger audiences in seeking identity. Disney + and HBO Max have already tasted the waters as well with "Genera+ion", "Euphoria" or "Fire Island".
- 5 / **Beyond the Spanish audience, Telenovelas are taking by storm Italy, Germany, and France's markets by storm.** Since October 2021, at least one telenovela made the top #25 in France. "Dark Desire", "The Queen of Flow", "The Five Juanas", Action movie "Miss Bala" and now "The Marked Heart", anchor Latam production's presence as a regular in the market. In less than two weeks since its premiere on the 20th of April, "The Marked Heart" gathered 11M views, being and became the #7 most-streamed show in France. Spanish audiences also embraced the show with 11M views, while Germany and Italy collected 7M and 6M, respectively.
- 6 / **European Drama can't stop, won't stop: it continues to grow? wider and wider with increasing success in Spain and Italy.** European titles took 22,84% of total views in the drama genre, confidently proclaiming April as a month of conquest for other European titles for Spanish audiences. In Italy, Drama is consolidated as the most-streamed content on Netflix, with 35,43% of the total share. The regular battle between Comedy and Drama for the first position is won by Drama again, gaining 10 points from last month's performance.
- 7 / **Spain's show share recovers from last month when it had one of its worst performances.** After experiencing a dramatic drop in the domestic market, the premiere of "Elite" Season 5 propels the local production portion: the top 100 catalogue encompasses no less than 22% of Spanish productions. It also sets crime as the number #2 most preferred genre for Spanish spectators. What's more interesting is how the presence of Telenovelas and "Elite" are making Spanish-speaking shows the absolute leaders of the Top 5. In Italy, "Elite" and "The Boarding School: Las Cumbres", two Spanish TV shows, are leading the European chart, accounting for 75% of European streams. Will April be a turning point for the renaissance of Spanish-speaking shows or is it just a fluke?
- 8 / **In Germany, European movies almost took on American production as the second-most streamed genre, Dramas.** Dramas accounted for 8.8M streams, powered by two leading markets: American and European. "The In Between" made #1, collecting 2.5M streams. Polish 50-shades-of-Grey-erotic-drama "365 Days: This Day" carries almost all the European streaming force with 1.7M streams. The genre keeps to strongly compel German audiences in the show department; Drama shows made the podium, driven by Netflix rates with 15,40% Top100 watched on the service (50.1M streams).
- 9 / **What do "Bridgerton", "Anatomy of a Scandal" and "Jimmy Savile have in common?: A British Horror Story.** They seem, sound and look like British content - but money, profit and IP are American. The audience didn't care about production portions, but it does matter when the local and European content are both cornered to a niche.
- 10 / **Amazon and Netflix share a common problem they are trying to address with Comedy hits.** The streamer services will have to extricate themselves from such a strong dependence on major Hollywood studios or (risk high levels of churn when competitors launch entirely in the European market.

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