

THINK DATA.

BRIDGING THE DATA GAP

JULY 2023



THINK DATA FOREWORD

MOVISTAR+ AND FILMIN DATA ARE NOW PART OF THE THINK DATA REPORT

THINK DATA was born with the mission of democratising audience data for the independent audiovisual sector. After a year of commercialising the monthly THINK DATA report featuring the top 100 of Netflix, Amazon, HBO MAX, and Disney+ with data from the UK audience measurement company Digital-I, our clients in Spain are asking for more insights into essential local platforms like Filmin and Movistar+. That's why we have sought the support of the GECA Barometer to include viewing data from these Spanish platforms from this report onwards.

“**Readers will find a bimonthly supplement showcasing a separate top 30 of Filmin and a top 30 of Movistar. Some months we will include series, and some others films. The methodology and metrics are entirely different from Digital-I's, so this new data is not to be directly compared with the global platforms'.**

The GECA Barometer provides us with specific data on the share of a series or movie on the platform. In other words, we can determine the percentage of users who have watched a given film or show in the indicated quar-

ter. This comes from a methodology of quarterly spot waves where we interview users of different platforms and learn about their preferences and trends.

The independent audiovisual industry is interested in analysing the results of films that reflect its interests and serve as benchmarks and inspiration for future productions.

“**Films like “Aftersun,” “Drive My Car,” “El Agua,” “Modelo 77,” “Holy Spider,” “Cerdita,” “As Bestas,” “Alcarràs,” “Operación Camarón,” or series like “Rapa,” “Hierro,” “Yellowjackets,” “In My Skin,” “Doctor Portuondo,” or “Inside No 9” all rank in the top 30 from May to July 2023 in the new report.**

Through this new data supplement from the GECA Barometer, we can observe the success of independent titles in VOD, analyse comparable titles, and focus future productions based on audience results. Our clients are gradually learning to use data in their decision-making.

Analysing the first three months, from May to July, we can observe notable titles as mentioned in the infographic:

In the realm of movies, Spanish films have shown outstanding performance on platforms like Movistar+ and Filmin, capturing a remarkable 18% market share on both.

This latter platform predominantly showcases the international festival catalogue, whereas Movistar+ emphasises the esteemed Spanish box office titles. As for television shows, Movistar+ has introduced a notable number of Spanish titles to the top 60 list, totaling 16. Meanwhile, Filmin's most popular local content for the recent quarter includes “Doctor Portuondo”, “Autodefensa” and “Selftape”, which are Catalan productions and show the importance of smaller streamers' Originals.

This special report, includes already 6 platforms for the territory of Spain and a wide overview on global, Telcos and entirely independent streamers. Think Data is getting consolidated in this way, as a meaningful report for independent European ambitious players. You're one of the lucky ones to jump in. Enjoy your reading and get ready to discover a handful of interesting trends,

Yours analytically,
Celia, Lola, Luis & Sarah

THEFILMAGENCY

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* provides information about Netflix, Prime Video, Disney+, and HBO Max, and with the new agreement with GECA, it **expands its coverage** in the Spanish market. Specifically, the report will include a Top 30 list for Movistar+ and Filmin platform in the bimonthly supplement.

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

“Subscribers to the monthly *Think Data* report, conducted by The Film Agency, will see their service expanded with the inclusion in the bimonthly supplement of a top 30 list for Filmin and Movistar Plus+, based on data from the GECA consultancy’s OTT Barometer. *Think Data* thus consolidates itself as **an essential source for understanding trends in European and Spanish audiovisual content**.

lafm.

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



THINK DATA MEETS EL BARÓMETRO GECA

En nuestro constante esfuerzo por ofrecer a nuestros lectores una visión más completa del mercado audiovisual, **nos complace anunciar la incorporación de datos de Filmin y Movistar+ al Think Data.**

El Barómetro GECA destaca como un estudio pionero en el territorio español. Es una herramienta exhaustiva que se adentra en las formas de acceso, preferencias y hábitos de consumo de los usuarios de OTTs en España. A diferencia de otras fuentes, GECA se centra en el "share" o porcentaje de audiencia de cada plataforma, ofreciendo una perspectiva única del mercado. En este nuevo conjunto de datos, el Barómetro

GECA nos ha brindado información exclusiva sobre los datos de las principales plataformas locales de España: Movistar+ y Filmin.

Es crucial mencionar que, debido a las diferencias metodológicas, los datos proporcionados por el Barómetro GECA para Filmin y Movistar+ no son directamente comparables con los datos de plataformas globales en otras partes de nuestro informe. Sin embargo, creemos que esta inclusión enriquece nuestra comprensión y ofrece una visión más holística del panorama OTT en España.

Invitamos a nuestros lectores a sumergirse en estos nuevos hallazgos. **¡Adelante! Descubre lo que el Barómetro GECA y Think Data te pueden ofrecer.**

STREAMERS ARE AIMING TO GROW IN THEIR LOCAL ENGAGEMENT WITH EUROPEAN MARKETS

BY PAU BRUNET
FILM & MEDIA ANALYST AND PRODUCER



In the dynamic landscape of (SVOD) platforms, 2023 has seen significant transformations. Major streaming platforms, mainly rooted in North America, are adjusting their strategies in response to market saturation and changing consumer expectations in their home region. This evolution has prompted them to turn their attention to the European continent, which remains a lucrative area for expansion and growth.

One of the primary reasons for this strategic shift is the untapped potential of the European market. Europe is seen as a vast and diverse arena where streaming platforms can not only attract new subscribers but also engage in ambitious local content production distinct from their high-budget projects. Instead of focusing on securing large Intellectual Properties (IP) and cultivating a global brand identity, their European strategies emphasise projects that capitalise on the talent, narratives, and local allure of key European markets. As a result, they produce cost-effective content and are eager to leverage financial incentives and opportunities within these regions.

Historically, industry disruptions like the rise of television, VHS, and multiplexes expanded distribution and exhi-

“**SVOD platforms are choosing to redefine these avenues rather than merely expand them.**”

bition avenues. In contrast, SVOD platforms are choosing to redefine these avenues rather than merely expand them. Hence, their active involvement in local projects is no longer just a strategic decision but an essential move to engage meaningfully with the European sector.

This past July, the combined impact of various European productions amounted to an impressive 30% market share. This figure becomes even more notable considering the vast viewership these contents attract, especially since many of these productions are joint ventures with local partners. The collaboration between global streaming behemoths and European talent has fostered an environment where creativity flourishes.

For instance, July introduced feature films such as Netflix’s “Bird Box Barcelona” and “Gold Brick,” along with Am-

azon’s “L’estate più calda.” These films not only topped local charts but also resonated throughout the broader European market. This success underlines the platforms’ dedication to crafting content suited to regional tastes while retaining a global appeal.

As SVOD platforms adapt to the shifting terrain of streaming entertainment, Europe presents an opportunity to create content that occasionally suffers from a “cultural discount.” This situation has led to a harmonious relationship between streamers and the European industry, enabling the creation of cinematic experiences that, although using universal languages to meet global needs, maintain a strong local connection. The move towards local content and partnerships with European talent revitalises these platforms and enhances the content selection for viewers continent-wide. A forthcoming challenge for European companies is crafting content that remains authentically local without diluting its unique essence for broader international appeal.

Pau Brunet
Film & Media Analyst and Producer

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

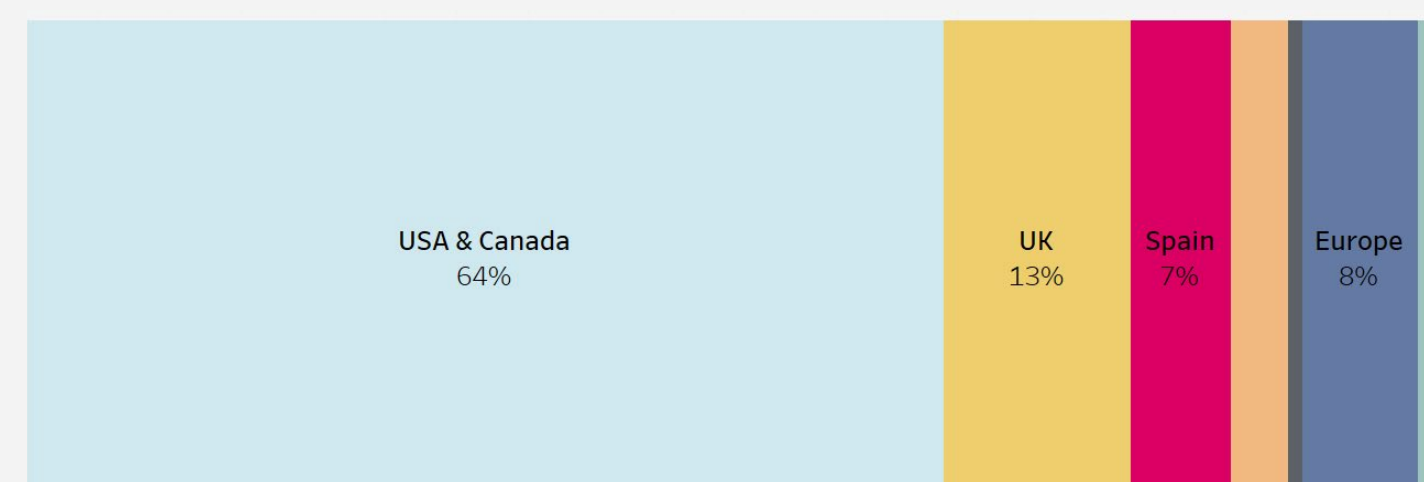
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Bird Box: Barcelona	Netflix	Horror & Fantasy	3.417
2 The Outlaws	Netflix	Action	2.735
3 Run Rabbit Run	Netflix	Horror & Fantasy	1.174
4 Extraction 2	Netflix	Action	1.062
5 Gold Brick	Netflix	Comedy	995
6 A través del mar	Netflix	Comedy	974
7 Don't Breathe 2	Netflix	Action	964
8 Nimona	Netflix	Animation	944
9 Vacation	Netflix	Adventure	914
10 John Wick: Chapter 4	Amazon	Action	897
11 Babylon	Amazon	Comedy	826
12 Pan Samochodzik i Templariusze	Netflix	Family & Kids	825
13 Snafu	Netflix	Action	792
14 Prey for the devil	Netflix	Horror & Fantasy	696
15 Culpa mía	Amazon	Drama	660
16 The Deepest Breath	Netflix	Documentary	640
17 Paradise	Netflix	Action	636
18 They Cloned Tyrone	Netflix	Comedy	628
19 Venom: Let There Be Carnage	Netflix	Action	620
20 Ladybug and Cat Noir: Awakening	Netflix	Animation	612
21 Make Me Believe	Netflix	Comedy	594
22 Unknown: The Lost Pyramid	Netflix	Documentary	586
23 Johnny English Strikes Again	Netflix	Action	532
24 Happiness for Beginners	Netflix	Comedy	501
25 Ask Taktikler 2	Netflix	Comedy	494
26 The Dry	Netflix	Crime	493
27 Beautiful Disaster	Amazon	Drama	477
28 The Perfect Find	Netflix	Comedy	477
29 Sing	Netflix	Family & Kids	471
30 Luca	Disney+	Animation	470
31 Robots	Amazon	Comedy	449
32 Bird Box	Netflix	Horror & Fantasy	440
33 Avatar: The Way of Water	Disney+	Action	433
34 Spider-Man: Into the Spider-Verse	Netflix	Animation	432
35 Paw Patrol: The Movie	Netflix	Animation	414
36 Tin & Tina	Netflix	Horror & Fantasy	411
37 Get Hard	Netflix	Comedy	401
38 Wham!	Netflix	Documentary	392
39 Scream	Netflix	Horror & Fantasy	381
40 Indiana Jones and the Raiders of the Lost Ark	Disney+	Action	378
41 Extraction	Netflix	Action	369

SHOWING 41 / 100 - [See complete chart here](#)

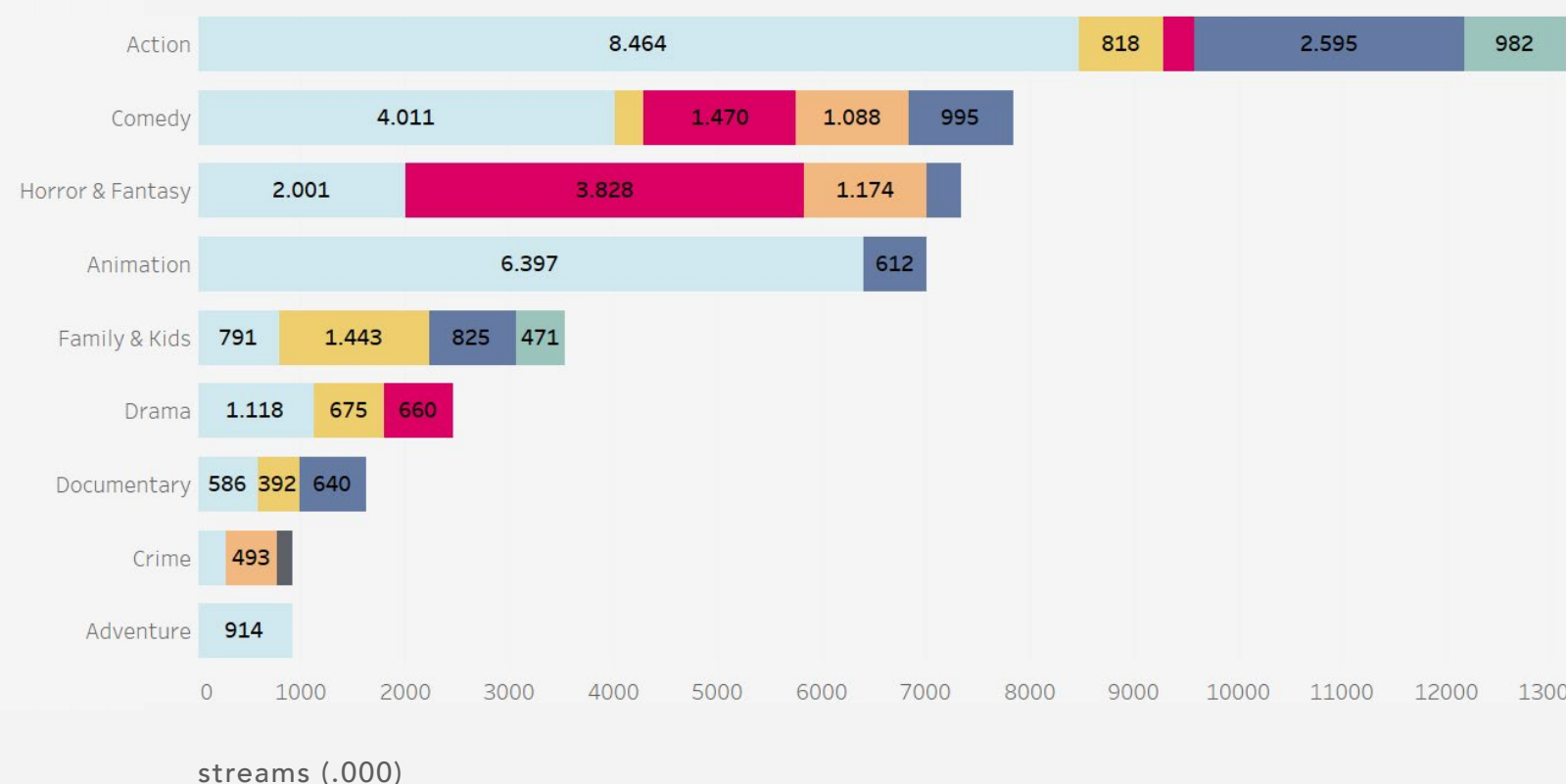
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



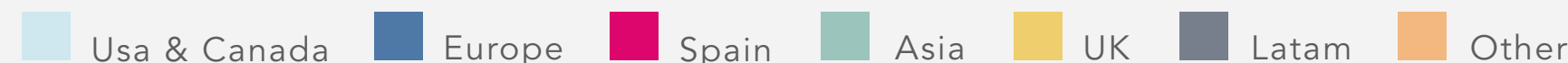
ACTION AND COMEDY DESCEND WHILE HORROR FEVER UP +12 POINTS

The ever-popular Action movies amassed 13.1M streams, having American productions dominating the category: "The Outlaws", "Don't Breath 2" and "John Wick: Chapter 4" registered the best marks, with European "Extraction 2" classified as third-best performance movie. However, the favoured genre dropped 7 points compared to the previous month. A similar situation affected comedies, losing almost 3M streams in this report.

THE UNDERDOG GENRES HIT THE TOP MARKS

Horror & Fantasy and Animation performed an enormous increase of around 12 points. Boosted by the #1 movie "Bird Box: Barcelona" and Australian psychological horror "Run Rabbit 2" where Sarah Snook is back on screen to show family trauma after her stellar performance on "Succession". Animation "Nimona" has claimed the best-movie-of-the-year label from critique and audience. Many films end up being cancelled at different stages of development. Still, the case of 'Nimona' would have been historical, as when Disney decided not to go ahead with it mainly due to the LGTBIQ angle, after having enough with the "Lightyear" boycott. Luckily, Netflix came to the rescue, and the adaptation of this comic by ND Stevenson arrived exclusively on the platform after its limited theatrical release.

PRODUCTION COUNTRIES:



SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

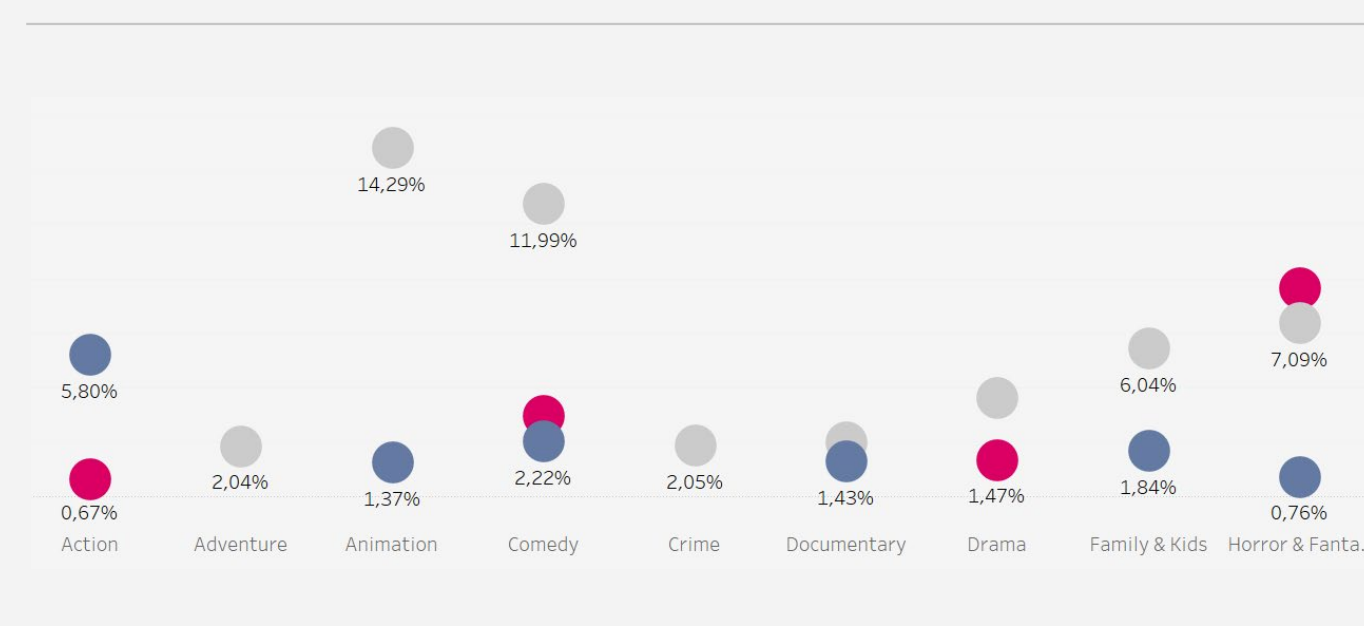
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Bird Box: Barcelona	Netflix	ES	Horror & Fantasy	3,417
2 Extraction 2	Netflix	CZ	Action	1,062
3 Gold Brick	Netflix	FR	Comedy	995
4 A través del mar	Netflix	ES	Comedy	974
5 John Wick: Chapter 4	Amazon	DE	Action	897
6 Pan Samochodzik i Templ..	Netflix	PO	Family & Kids	825
7 Culpa mía	Amazon	ES	Drama	660
8 The Deepest Breath	Netflix	IE	Documentary	640
9 Paradise	Netflix	DE	Action	636
10 Ladybug and Cat Noir: Aw..	Netflix	FR	Animation	612
11 Tin & Tina	Netflix	ES	Horror & Fantasy	411
12 Evil Dead Rise	HBO Max	IE	Horror & Fantasy	340
13 Through My Window	Netflix	ES	Comedy	303
14 Asedio	Amazon	ES	Action	301
15 ¡A todo tren! Destino Astu..	Amazon	ES	Comedy	193

SHOWING 15 / 24 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



PRODUCTION COUNTRIES:

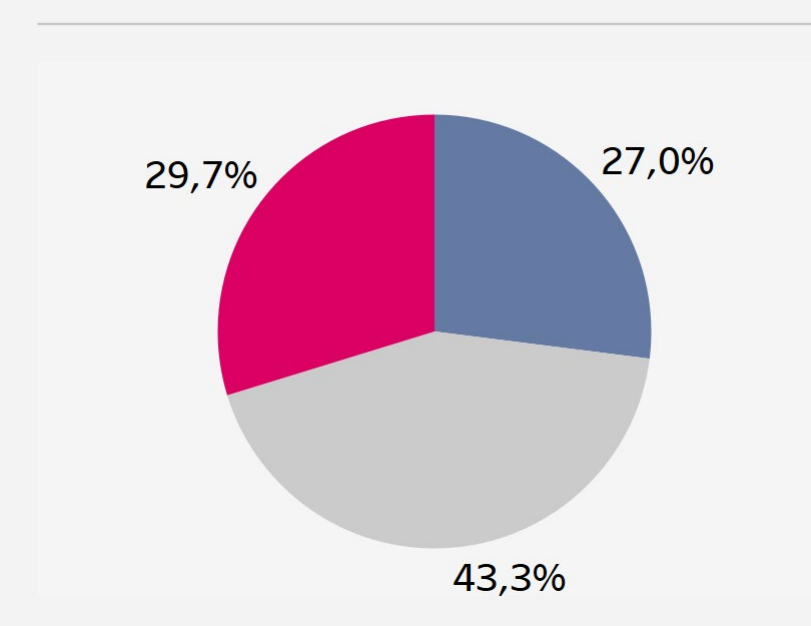
Europe Spain Others

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Animation	1	0
Comedy	1	3
Documentary	1	0
Drama	0	1
Family & Kids	1	0
Horror & Fantasy	1	2

CONTRIBUTION TO DRAMA STREAMS



SPANISH CINEMA IS THE RUNNER-UP

Local content is the second-most streamed country of origin in the grid, only behind the USA, with less than 7 titles in the Top 100. The Spanish success has to be grateful for Mario Casas in the second instalment of the horror dystopia "Bird Box: Barcelona", a sequel to Susanne Bier's mega-hit 2018 Netflix Sci-fi starring Sandra Bullock. This time, Pastor Brothers transport us to a post-apocalyptic version of Barcelona -the creative dupla are old hands when it comes to dystopian Sci-fi scenarios triggered by preposterous events.

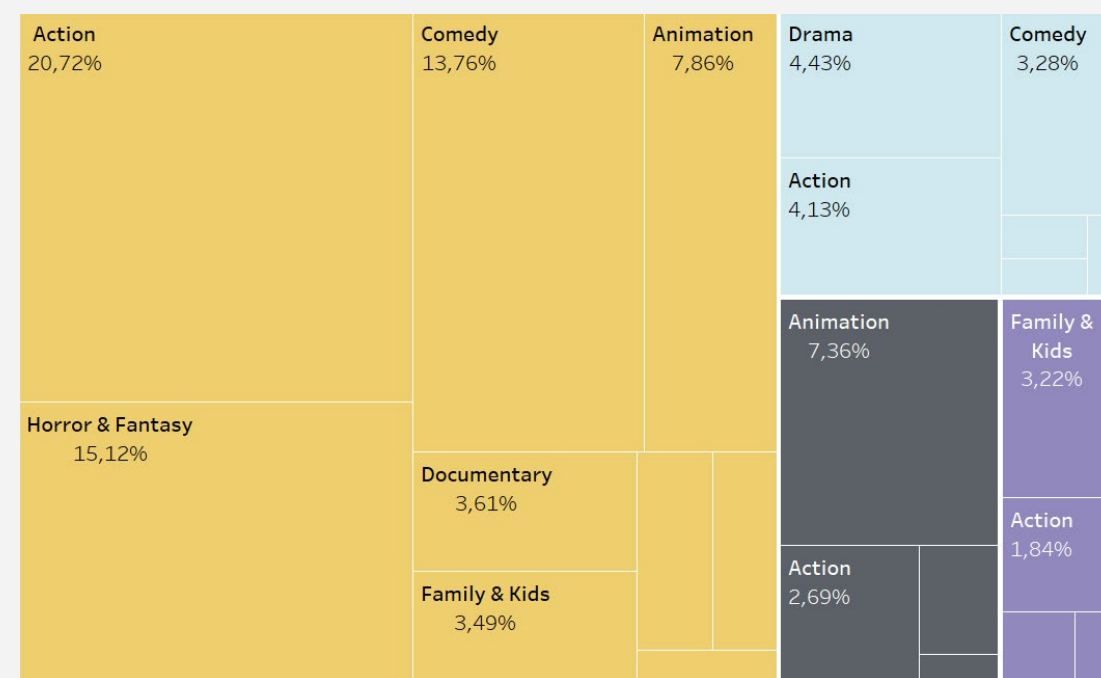
SPANISH ORIGINALS

Another Netflix original made a fuss in the top list: "Through My Window: Across the Sea", the sequel of the steamy teen romance "Through My Window," had a smooth performance compared to the global sensation of the first movie. Apparently, the fans were much less content with the free creative continuity Netflix took on Ariana Godoy's universe. Teens obsessed with each other is also the beat of "Culpa Mía", which stayed longer than 6 weeks in the most-streamed movies since its release on June, 8. Czech "Extraction 2" and French "Gold Brik" made the European podium, where only the first two titles surpassed the 1M streams mark.

SPAIN 100 MOVIES | SVOD PLATFORMS

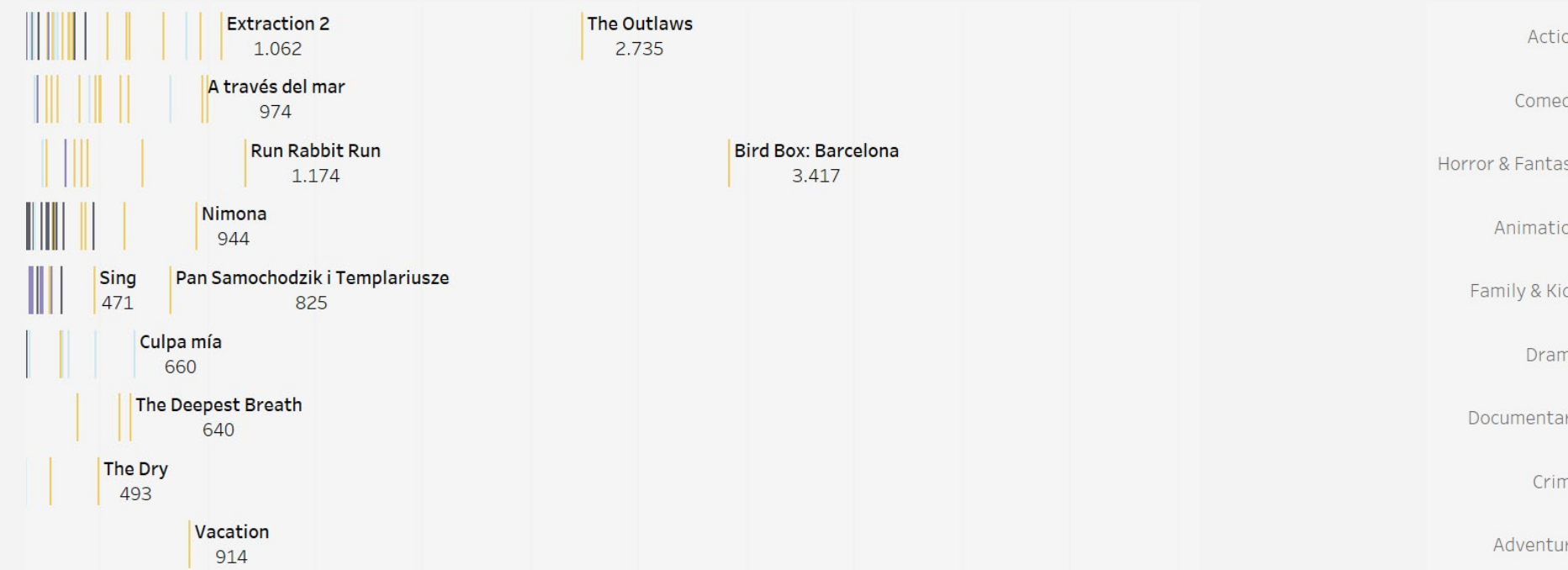
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



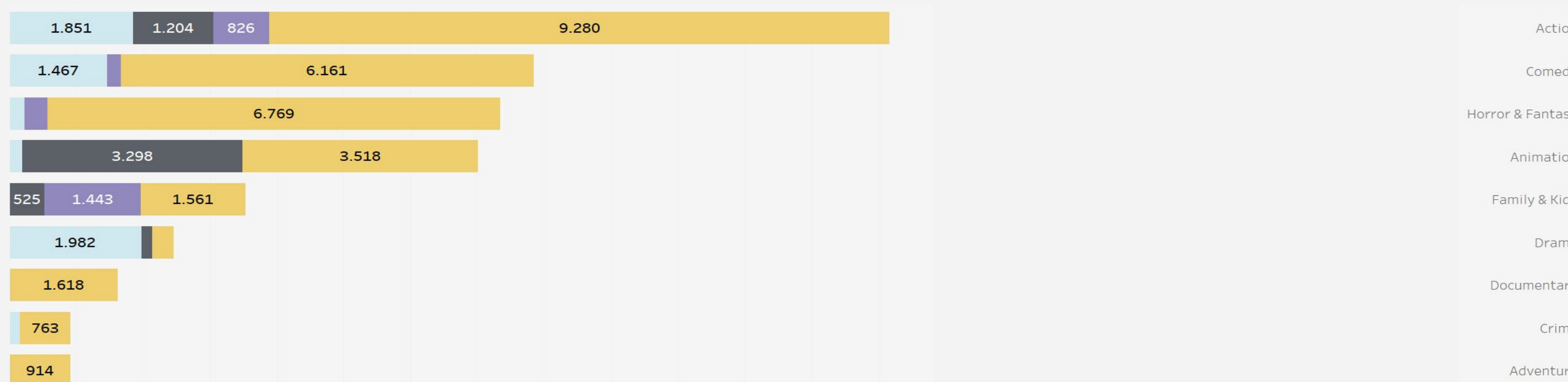
NETFLIX CONSOLIDATES ITS PRESENCE WITH 69% SHARE

All the platforms increased their quotes, but Amazon Prime Video descended by 6 points. However, it still sits as the second-most viewed platform on the podium, only behind Netflix. Netflix increased its share by 4 points and amassed 30.8M streams this month. Animation and Family & Kids content with over 4.8M streams give a +2 point boost to Disney+ quota.

DRAMA OUTPERFORMED ON AMAZON PRIME VIDEO WITH A 7.5% SHARE

Drama was the third-most viewed genre, comprising 13% of all platform content. Action was the front-runner genre on all the platforms, with a 37% total quota. Action movies on Netflix took 23% while registering 9% on Prime Video. Comedy made an 18% quota on Netflix with leading titles such as Spanish "A través del mar", followed by Turkish "You Do You" and Prime Video's "Medellin". Drama performed well on Amazon with 3.4M streams, turning over Netflix to second place.

TOP SHOWS STREAMS BY GENRES

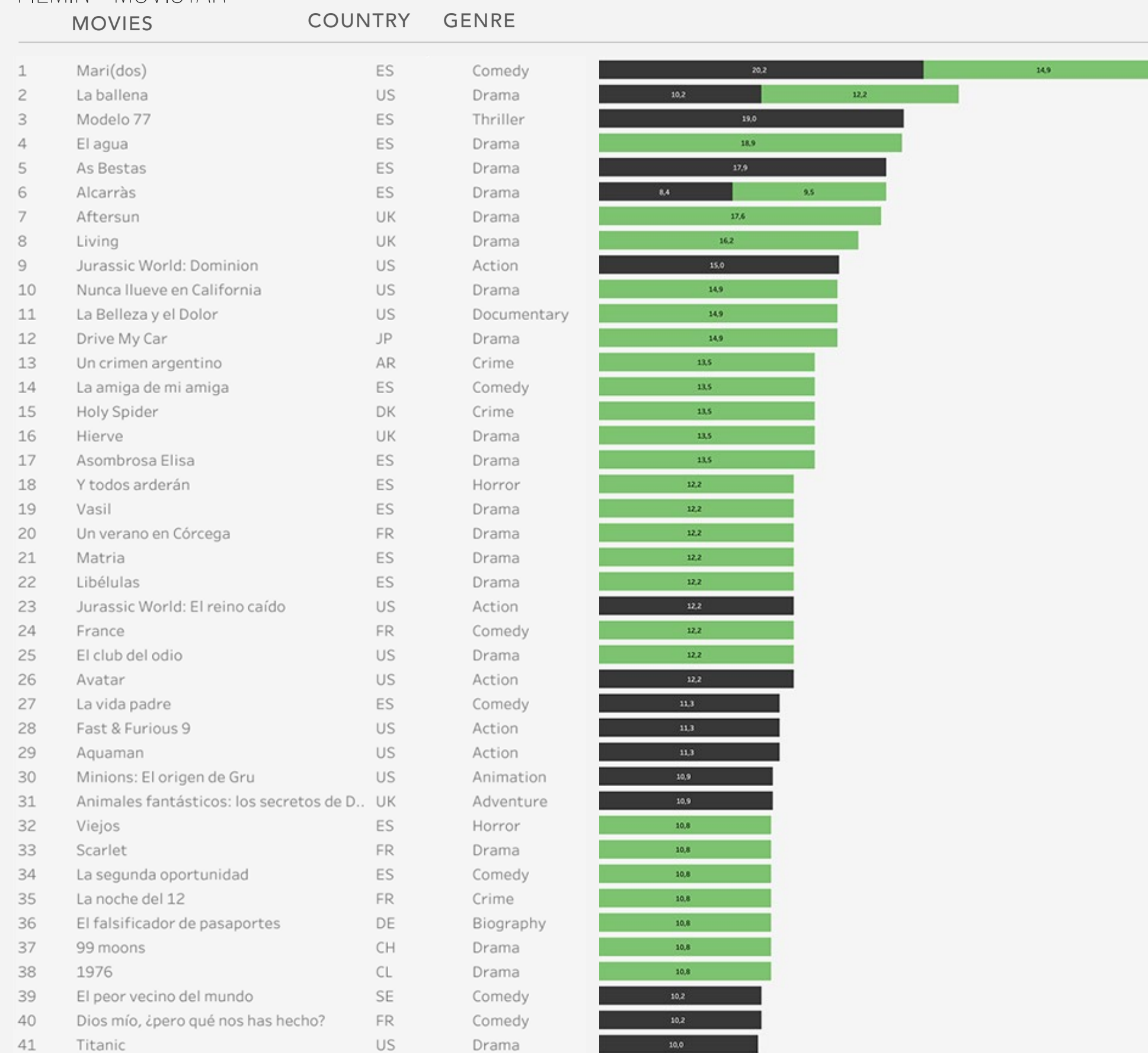


OTT: Amazon Netflix HBO Max Disney

SPAIN 100 MOVIES | SVOD PLATFORMS

TOP 60 MOVIES : TOTAL MOVIES

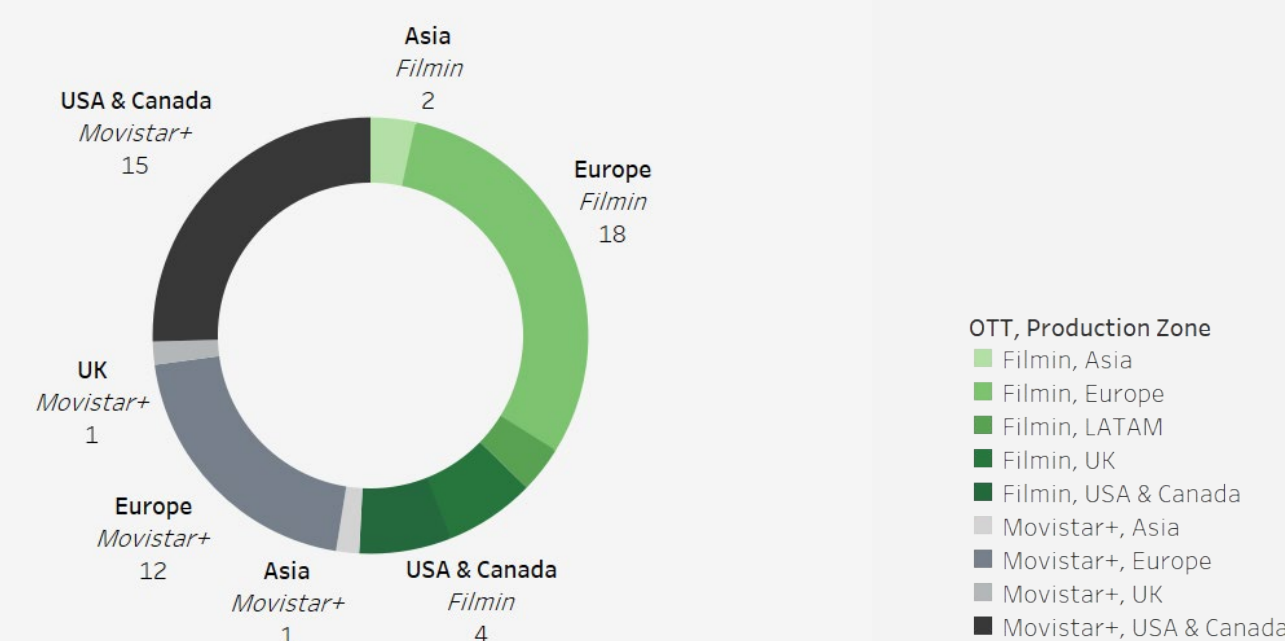
FILMIN - MOVISTAR



SHOWING 41 / 56 - [See complete chart here](#)

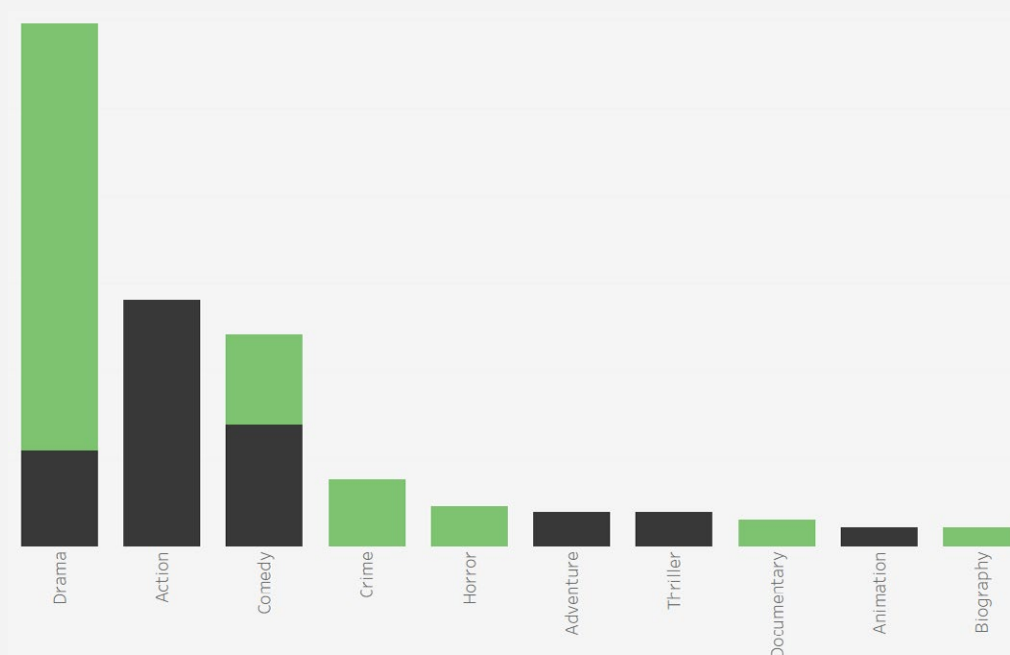
NUMBER OF TITLES BY PRODUCTION ZONE AND OTT

FILMIN - MOVISTAR



SHARE PERFORMANCE BY GENRES AND OTT

NETFLIX - AMAZON



OTT: ■ Filmin ■ Movistar

LAS PRODUCCIONES LOCALES SON LA FUERZA PRINCIPAL EN FILMIN

Las películas locales han tenido un rendimiento excepcional en Movistar+ y Filmin, obteniendo un 18% de participación en ambas plataformas y ocupando el primer lugar en la plataforma catalana, un share bastante alto. En términos de cantidad, en Movistar+, las producciones locales en España superaron al resto de los países europeos, quedando solo detrás del dominio estadounidense.

Las joyas españolas siempre están presentes entre los favoritos del público: "Alcarràs", "Modelo 77", "As Bestas", "Matria" o "Cerdita". Todas estas producciones tuvieron una fuerte presencia mediática en premios, festivales y cines. Esto muestra una mejor compatibilidad entre el modelo de theatrical y el de los streamers locales, que con sus equivalentes globales.

EL DRAMA CAUTIVÓ EN FILMIN, Y LA ACCIÓN EN MOVISTAR+

Filmin reunió narrativas europeas subversivas dirigidas a un público amante de los festivales con una cuota del 14%: los dramas ocupan un lugar destacado en la lista. Filmin domina la mitad de la tabla con 15 títulos que se encuentran entre el #10 y el #26, con España liderando el grupo. Las películas que causaron sensación en Cannes, "Drive My Car" y "Holy Spider", mantuvieron una presencia con alrededor del 15% de participación en Filmin. La plataforma VOD catalana se centra en el catálogo internacional de festivales, mientras que Movistar+ se enfoca en la prestigiosa taquilla española

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

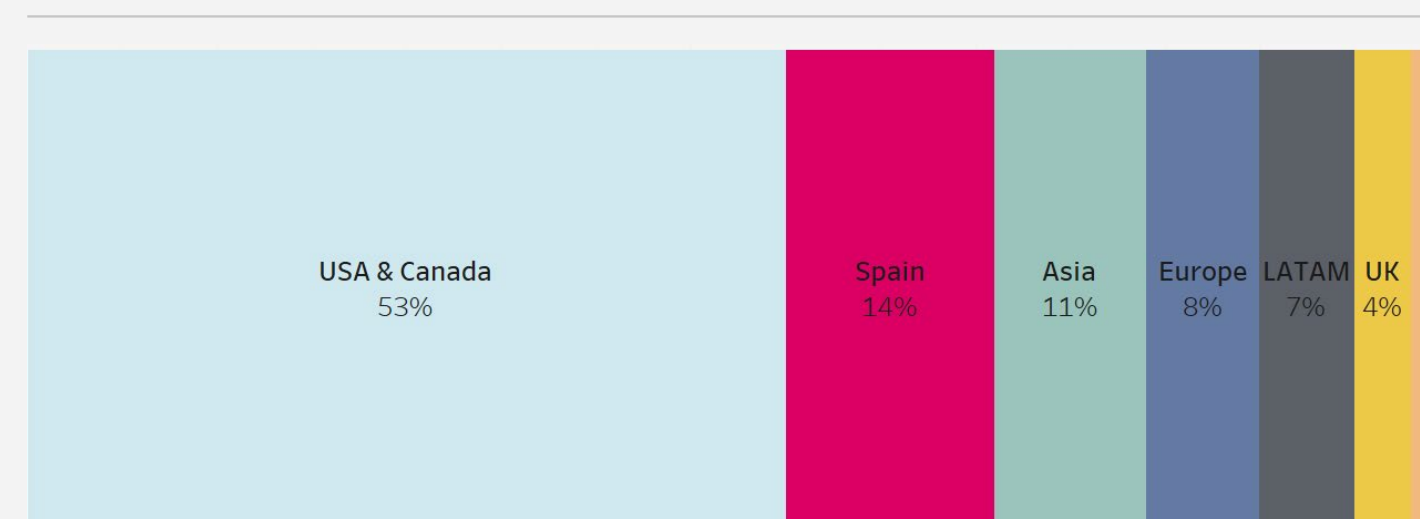
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	Bluey	Disney+	Family & Kids	39.197
2	The Witcher	Netflix	Action	18.989
3	La caza. Monteperdido	Netflix	Adventure	10.621
4	PAW Patrol	Netflix	Animation	9.201
5	Aquí no hay quien viva	Netflix	Comedy	8.411
6	Gossip Girl	Netflix	Drama	8.212
7	The Lincoln Lawyer	Netflix	Crime	8.171
8	From	HBO Max	Drama	8.132
9	Secret Invasion	Disney+	Action	7.305
10	Ventino. El precio de la gl..	Netflix	Drama	7.181
11	Grey's Anatomy	Disney+	Drama	7.004
12	How I Met Your Mother	Disney+	Comedy	6.904
13	Deep Fake Love	Netflix	Game-Show & Reality-TV	6.658
14	Un cuento perfecto	Netflix	Drama	6.654
15	Valeria	Netflix	Adventure	6.565
16	Grizzy and the Lemmings	Netflix	Animation	6.053
17	Black Mirror	Netflix	Drama	5.686
18	The Simpsons	Disney+	Animation	5.422
19	And Just Like That...	HBO Max	Comedy	5.375
20	Fatal Seduction	Netflix	Crime	5.022
21	Les Schtroumpfs	Netflix	Animation	4.989
22	El Castillo de Takeshi	Amazon	Comedy	4.920
23	Survival of the Thickest	Netflix	Comedy	4.690
24	Is It Cake?	Netflix	Game-Show & Reality-TV	4.531
25	The Surrogacy	Netflix	Drama	4.438
26	Titans	Netflix	Action	4.131
27	Glamorous	Netflix	Comedy	4.092
28	Futurama	Disney+	Animation	4.082
29	The Queen of Flow	Netflix	Drama	3.390
30	Never Have I Ever	Netflix	Comedy	3.343
31	Sweet Magnolias	Netflix	Drama	3.328
32	The Beauty Queen of Jeru..	Netflix	Drama	3.256
33	King the Land	Netflix	Comedy	3.212
34	Miraculous: Tales of Lady..	Disney+	Animation	3.208
35	548 días: Captada por una..	Disney+	Documentary	3.162
36	Not Quite Narwhal	Netflix	Animation	2.871
37	Celebrity	Netflix	Drama	2.799
38	The Amazing World of Gu..	HBO Max	Animation	2.760
39	New Amsterdam	Netflix	Drama	2.733
40	Manifest	Netflix	Drama	2.636
41	Tom Clancy's Jack Ryan	Amazon	Action	2.619

SHOWING 41 / 76 - [See complete chart here](#)

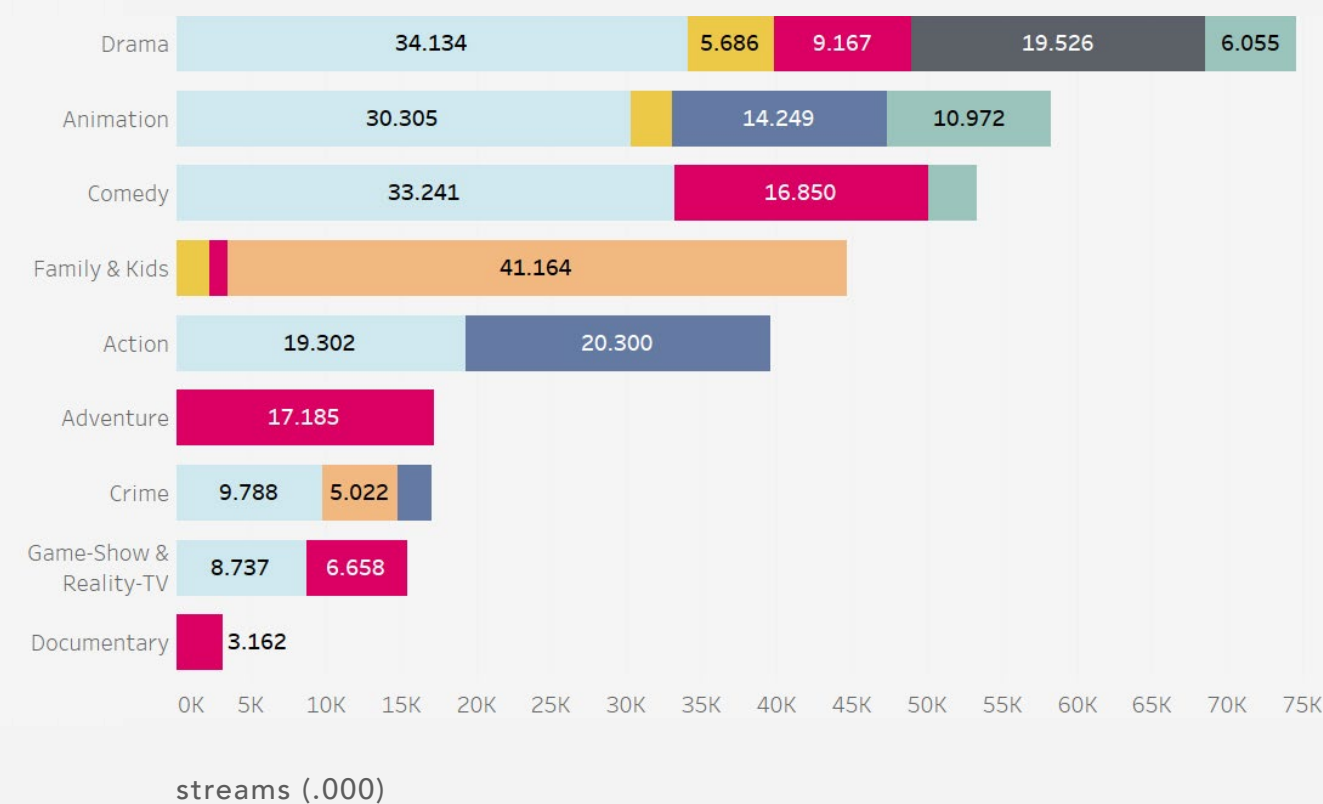
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON

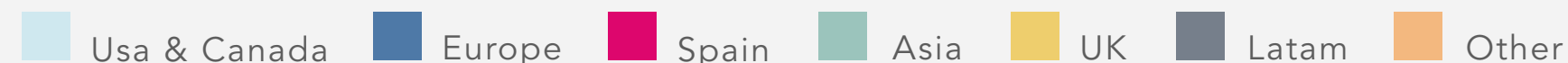


SUMMER DOES NOT DESTABILISE THE SPANISH MARKET

Surprisingly, the Spanish market has remained quite stable in terms of accumulated streams in the Top #100 since February of this year. Although this is undoubtedly better than a decline, the reality is that, so far, what is observed at the beginning of summer is an increase in streams.

In fact, in general, most genres have experienced a decline, except for the Animation genre with an 18% increase and shows like "PAW Patrol," "Grizzy and the Lemmings," or "The Simpsons." But also genres like Family & Kids, leading the Top with 13.8%, thanks to Disney+'s "Bluey." This decrease in streams has also significantly affected the American and Canadian share, which has dropped to only 42% despite holding 53% of the catalogue.

PRODUCTION COUNTRIES:



SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

MOVIES	SEASON	PLATFORM	POSITION	GENRE	STREAMS
1 The Witcher	3	Netflix	PO	Action	13.802
	2	Netflix	PO	Action	2.163
2 La caza. Monteperdido	1	Netflix	PO	Action	3.025
	3	Netflix	ES	Adventure	4.429
3 Aquí no hay quien viva	2	Netflix	ES	Adventure	2.513
	1	Netflix	ES	Adventure	3.679
	4	Netflix	ES	Comedy	1.913
	3	Netflix	ES	Comedy	2.001
4 Deep Fake Love	2	Netflix	ES	Comedy	2.124
	1	Netflix	ES	Comedy	2.373
	1	Netflix	ES	Game-Show & Reality-TV	6.658
5 Un cuento perfecto	1	Netflix	ES	Drama	6.654

SHOWING 5 / 17 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

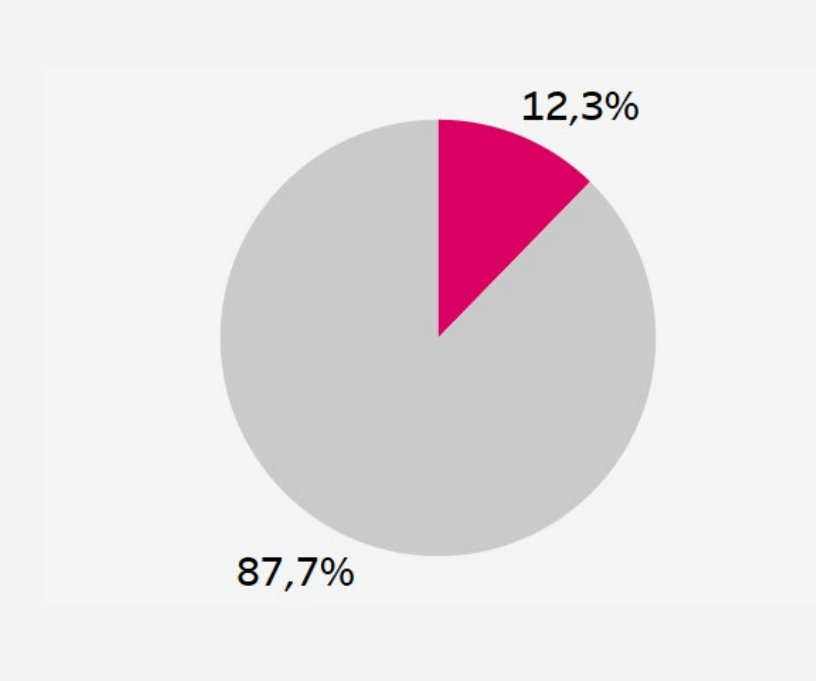


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	2	
Adventure		2
Animation	3	
Comedy		4
Crime	1	
Documentary		1
Drama		2
Family & Kids		1
Game-Show & Reality-TV		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe Spain Others

LOCAL PRODUCTIONS SHINE IN A COMPETITIVE MARKET

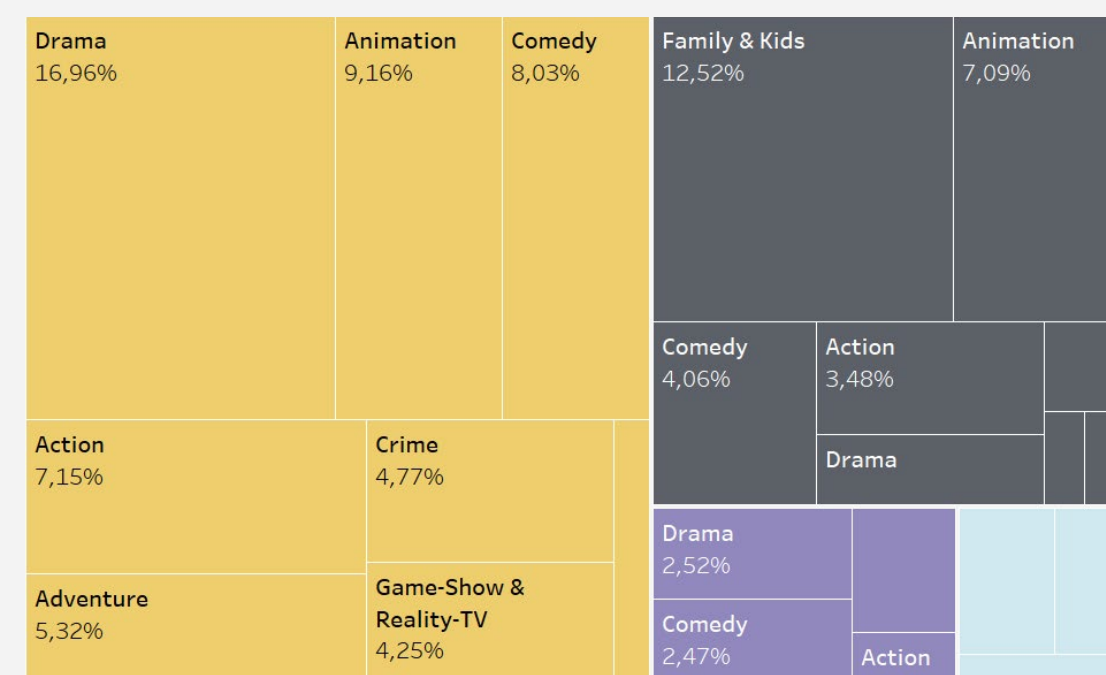
Local products continue to enjoy the good health they have had for almost the past two years, with a 16.8% increase this month. "La caza. Monteperdido" continues to accumulate streams and has now reached 45.9M since its debut in the month of March on the platform. The reality show "Deep Fake Love" premieres and gathers 6.6M, just a few streams ahead of "Un Cuento Perfecto", the ultimate series for many young (and not-so-young) Spanish viewers this summer. This series has been produced by Plano a Plano, the same production company behind "Valeria", which adds 6.5M to its collection this month.

On the other hand, Amazon continues to gather a significant number of streams, thanks to "Cites", which adds 1.3M. It also features the return of "El Castillo de Takeshi", a classic, and "El día menos esperado", a product from Movistar+ that now has its window on Netflix.

SPAIN 100 SHOWS | SVOD PLATFORMS

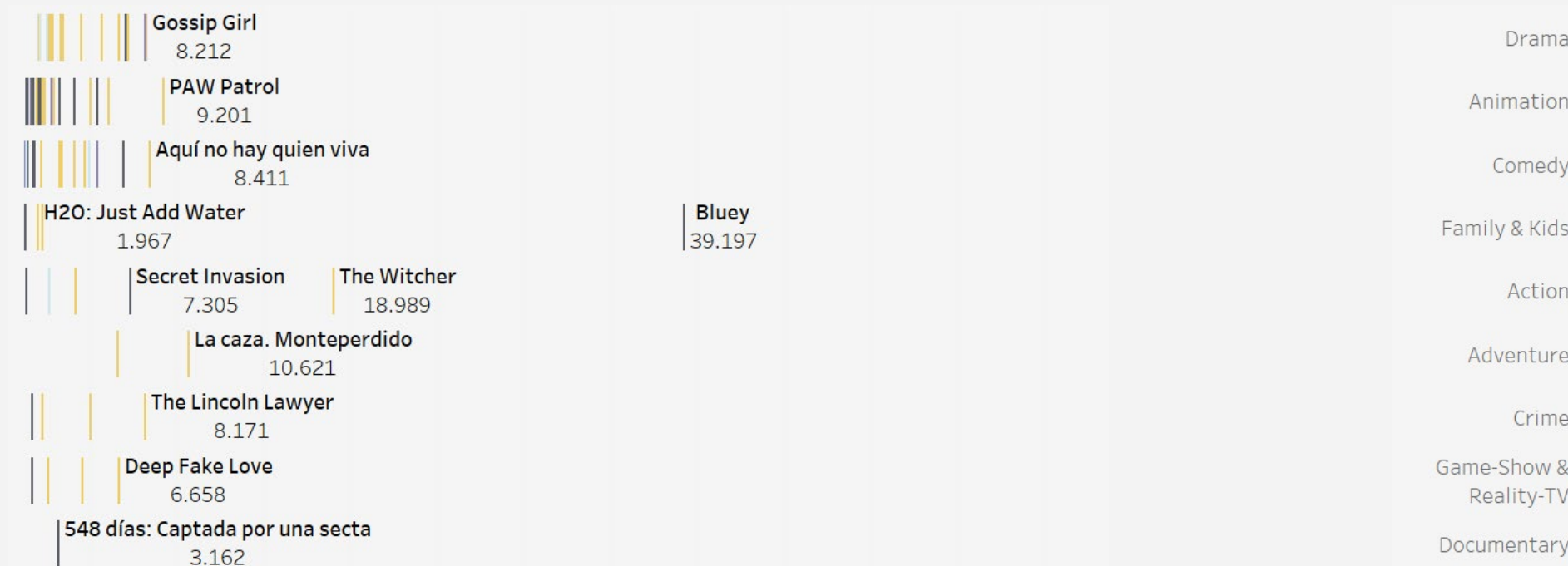
MOST WATCHED GENRES

SHARE BY PLATFORM

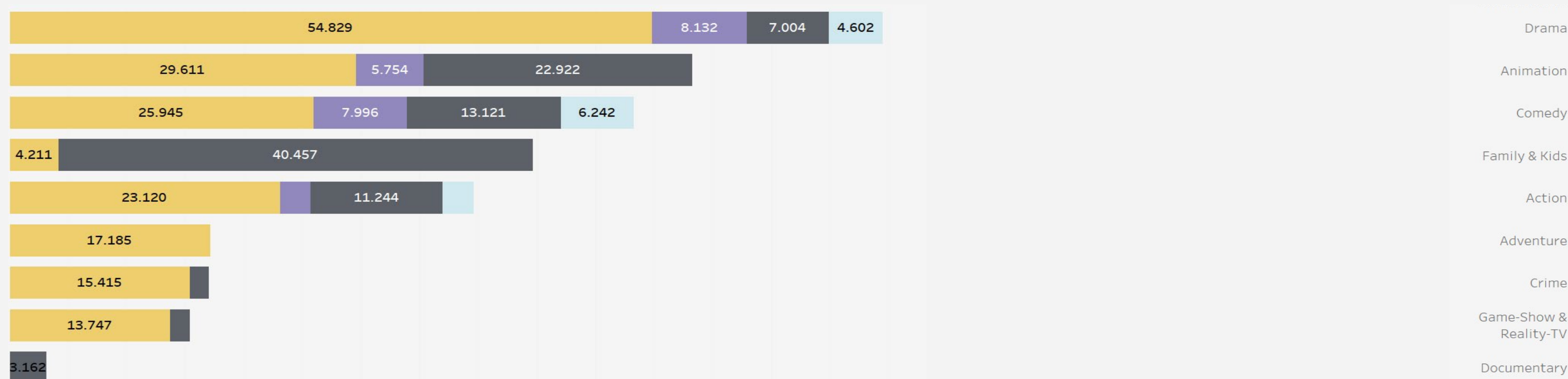


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



DISNEY+ SURGES WHILE NETFLIX SLIPS

As has been the trend across the board, Disney+ has significantly improved its figures, increasing by 10 points compared to last month, reaching a 31.3% share with the top spot held by "Bluey", amassing nearly 40M views. This improvement is also attributed to shows like "Secret Invasion" (7.3M), "Grey's Anatomy" (7M), and "How I Met Your Mother".

The streaming platform most affected by this situation is Netflix, which dropped to a 57% share, losing almost 9 points. On the other hand, HBO Max and Amazon maintain their shares from the previous month without any issues, at 7.6% and 4%, respectively. Notable on HBO Max are "From" and the arrival of the second season of the adaptation of "Sex and The City" titled "And Just Like That...". As for Amazon, noteworthy entries begin at position #41 with "Tom Clancy's Jack Ryan" and at position #43 with "El día menos pensado".

OTT: Amazon Netflix HBO Max Disney

SPAIN TOP 60 SHOWS | OVERVIEW

TOP 60 SHOWS : TOTAL SHOWS

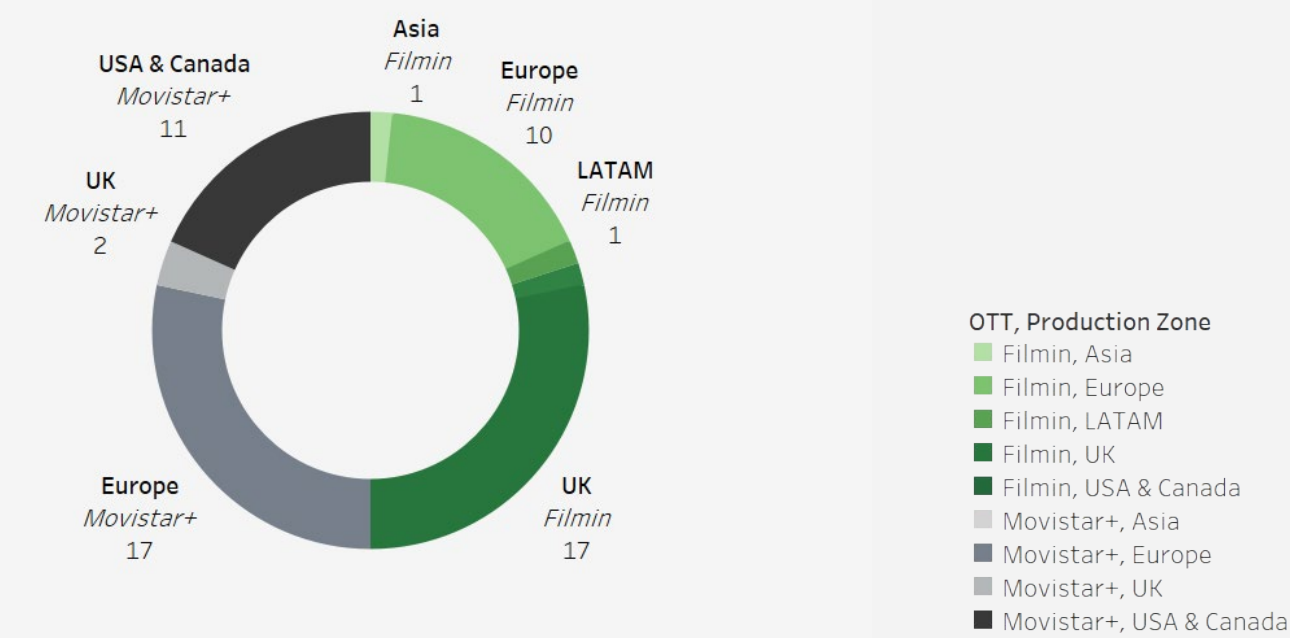
FILMIN - MOVISTAR

MOVIES	COUNTRY	GENRE	SHARE (%)
1	US	Comedy	28.9
2	ES	Crime	22.1
3	US	Animation	17.9
4	ES	Comedy	17.4
5	US	Comedy	17.0
6	UK	Comedy	11.2
7	ES	Crime	11.0
8	ES	Action	10.3
9	ES	Thriller	10.6
10	US	Drama	11.0
11	ES	Comedy	13.0
12	US	Drama	12.8
13	ES	Documentary	12.3
14	ES	Drama	11.9
15	NO	Crime	11.7
16	US	Drama	11.6
17	UK	Crime	10.4
18	ES	Drama	10.3
19	US	Crime	9.8
20	ES	Thriller	9.8
21	ES	Drama	9.4
22	ES	Crime	9.4
23	US	Drama	9.2
24	US	Crime	9.2
25	NO	Drama	9.1
26	UK	Documentary	9.1
27	FR	Action	9.1
28	ES	Drama	8.7
29	DE	Drama	8.5
30	US	Crime	8.5
31	ES	Comedy	8.3
32	ES	Comedy	8.1
33	UK	Crime	7.8
34	UK	Comedy	7.8
35	ES	Comedy	7.8
36	UK	Drama	7.4
37	US	Adventure	7.4
38	ES	Comedy	7.2
39	UK	Drama	6.5
40	UK	Comedy	6.5
41	ES	Comedy	6.5

SHOWING 41 / 59 - [See complete chart here](#)

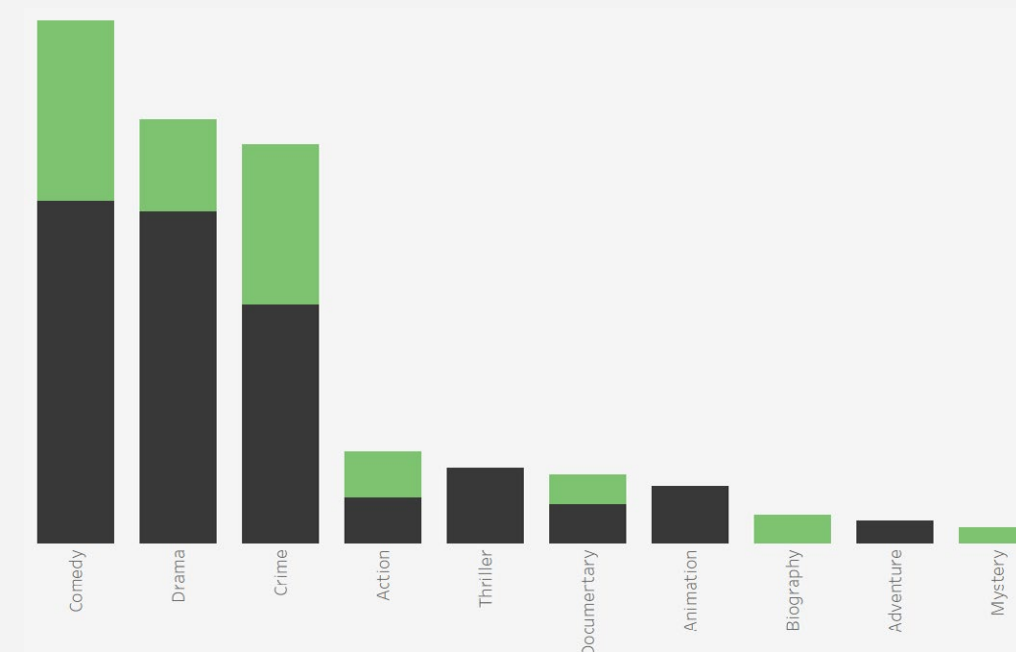
NUMBER OF TITLES BY PRODUCTION ZONE AND OTT

FILMIN - MOVISTAR



SHARE PERFORMANCE BY GENRES AND OTT

NETFLIX - AMAZON



OTT: ■ Filmin ■ Movistar

CLÁSICOS DE TODA LA VIDA Y "RAPA" FORMAN EL TOP #5

El Top #5 de los programas más vistos en Movistar+ y Filmin incluye principalmente clásicos como "El Joven Sheldon", "Los Simpsons", "La que se Avecina" y "Big Bang Theory". Estas series hacen que la Comedia sea el género más popular en la lista. A parte de estos títulos, encontramos "Rapa", serie dirigida por Jorge Coira (conocido por "El Comisario", "Pelotas" y "Hierro") y protagonizada por Javier Cámara y Mónica López, ha obtenido un share del 22,1%, convirtiéndolo en el programa español más visto durante mayo, junio y julio.

DOMINIO DE MOVISTAR+ CON EL CONTENIDO ESPAÑOL Y FILMIN CON EL CATALÁN

Movistar+ ha contribuido con un número significativo de títulos españoles al top #60, 16 en total. Entre estos, "Hierro", "La unidad", "Los 8 de Irak", "Supergarcía", "Apagón", "El Hijo Zurdo", "El inmortal" y "Crímenes, de Carles Porta" se destacan como los más populares en la plataforma. Por otro lado, Filmin, la plataforma catalana, tiene una inclinación hacia el contenido británico. Títulos como "Edeavour", "Los crímenes de Essex" y "The Control Room" son algunos ejemplos. En cuanto a contenido local, "Doctor Portuondo", "Autodefensa" y "Selftape" han sido los más populares este trimestre, todas de ellas producciones catalanas.

HOT CONTENT IN SPAIN

LOLA RODRÍGUEZ
DATA SPECIALIST



BARCELONA TAKES THE SPOTLIGHT WITH “BIRD BOX BARCELONA” AND “CITES BARCELONA”

“Valeria”, “La Casa de Papel”, “El Ministerio del Tiempo” and “Antidisturbios” are some of the series that have achieved fascinating success on the platforms where their setting, Madrid, played a fundamental role. “Valeria” brought a chic touch, and “La Casa de Papel” even offered guided tours of the city for its die-hard fans.

Not every city can achieve this. A city must be able to contribute a unique tone, some vibes, and enough personality to tell a part of the story. Barcelona is more than capable of doing just that. Lately, we’ve noticed that Barcelona is more in the limelight than ever when it comes to Spanish productions.

We saw it at the end of last year with “Smiley” and now there are two more additions: “Bird Box Barcelona” and “Cites Barcelona”. “Bird Box Barcelona” is a Barcelona-inspired remake of the hit film “Bird Box”, which featured Sandra Bullock in the lead role and created a social media frenzy with its Bird Box Challenge. This time, Netflix entrusted the project to the Pastor brothers, Àlex and David, who, after their post-apocalyptic thriller “Los últimos días” have returned to Barcelona in collaboration with the Nostromo production company. And, of course, the city of

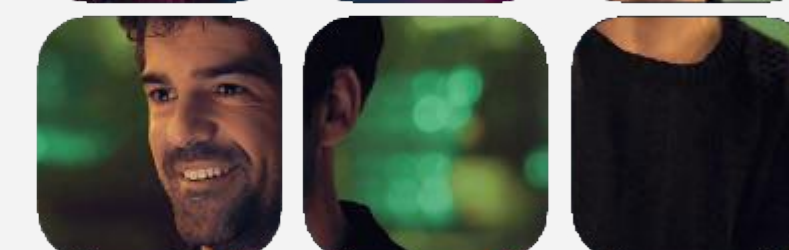
Barcelona plays a central role in this first (and possibly not the last) remake of the film. Barcelona truly shines in the movie: the directors use the Gothic character of the urban architecture to convey horror. They also make the most of the winding alleys and narrow corners of the Gothic Quarter to create suspense. It’s a perfect backdrop to portray the invisible, menacing violence that the strange virus in the film constantly threatens.

The film has succeeded in expressing all these nuances and has garnered significant success. In fact, “Bird Box Barcelona” is currently the second most popular film of this month across five markets, with 11.5M views. It’s the fourth most popular European film of 2023, despite being on the charts for only half a month, trailing just behind “Extraction 2”, “AKA”, and “All Quiet on the Western Front”. Internationally, it has remained on the Global Top 10 on Netflix for four weeks, accumulating over 80M hours of watch time.

The other title on our radar is “Cites Barcelona”. Based on the British series “Dates” this installment serves as the third season of “Cites” with the first part originally airing exclusively on TV3. The first season was a resounding success, while the second, despite maintaining its popularity, didn’t quite reach the same heights. Now, this third season is a co-production between Amazon Prime, TV3, and Filmax, with its episodes premiering in June 2023. According to director Pau Freixas, the partnership is a blend of “continuity from TV3’s ‘Cites’ and a new series for

Prime Video”, hence the title “Cites Barcelona,” signifying both continuity and evolution.

“Cites Barcelona” explores encounters with individuals who have just been through breakups, involve significant age differences, or are nostalgic reunions after years apart in Barcelona’s architecture and most iconic places. The show has been a massive hit with a 21% share during Monday nights and nearly 5M accumulated views since its Amazon debut in June, there have been criticisms on social media regarding the Catalan-dubbed version.



Barcelona is clearly becoming a magnet for Spanish and international productions alike, offering a captivating backdrop that can add depth and uniqueness to any storyline. “Bird Box Barcelona” and “Cites Barcelona” are just two recent examples of how this vibrant city continues to inspire filmmakers and capture the hearts of audiences worldwide. Barcelona is poised to remain a favourite location for future cinematic adventures. As the world keeps its eyes on Barcelona, we eagerly anticipate what the next show or film will bring from this enchanting city.

ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 The Outlaws	Netflix	Action	1.598
2 Bird Box: Barcelona	Netflix	Horror & Fantasy	1.579
3 La straordinaria scoperta	Netflix	Comedy	1.334
4 L'estate più calda	Amazon	Comedy	1.066
5 John Wick: Chapter 4	Amazon	Action	1.057
6 Extraction 2	Netflix	Action	944
7 Make Me Believe	Netflix	Comedy	818
8 Culpa mía	Amazon	Drama	815
9 Nimona	Netflix	Animation	803
10 Run Rabbit Run	Netflix	Horror & Fantasy	740
11 Ask Taktikleri 2	Netflix	Comedy	665
12 Corro da te	Netflix	Comedy	651
13 Extraction	Netflix	Action	639
14 L'ultima cena	Netflix	Comedy	636
15 Scream	Netflix	Horror & Fantasy	630
16 Escape Room 2	Netflix	Action	620
17 My Summer Prince	Netflix	Family & Kids	599
18 They Cloned Tyrone	Netflix	Comedy	552
19 Giorgio Panariello: La fav..	Netflix	NULL	548
20 The Meg	Netflix	Action	536
21 Gold Brick	Netflix	Comedy	521
22 Pan Samochodzik i Templ..	Netflix	Family & Kids	508
23 A través del mar	Netflix	Comedy	496
24 Da grande	Amazon	Comedy	462
25 The Wave	Amazon	Action	423
26 Mortal Engines	Amazon	Action	172
27 Muti	Netflix	Action	241
28 Indiana Jones and the Rai..	Amazon	Crime	407
29 The Deepest Breath	Disney+	Action	382
30 Laggiù Qualcuno Mi Ama	Netflix	Documentary	378
31 AKA	Netflix	Documentary	365
32 Aurora Leone - Una famigl..	Netflix	Action	357
33 Ladybug and Cat Noir: Aw..	Amazon	Comedy	355
34 Frozen	Netflix	Animation	353
35 Pokémon Detective Pikac..	Netflix	Animation	350
36 Dune	Disney+	Action	349
37 Compagni di scuola	Netflix	Action	327
38 So Tutto di Te	Netflix	Comedy	325
39 Skyscraper	Amazon	Family & Kids	323
40 Encanto	Netflix	Action	321
41 Il grande giorno	Disney+	Family & Kids	321
	Amazon	Comedy	314

SHOWING 41/ 99 – [See complete chart here](#)

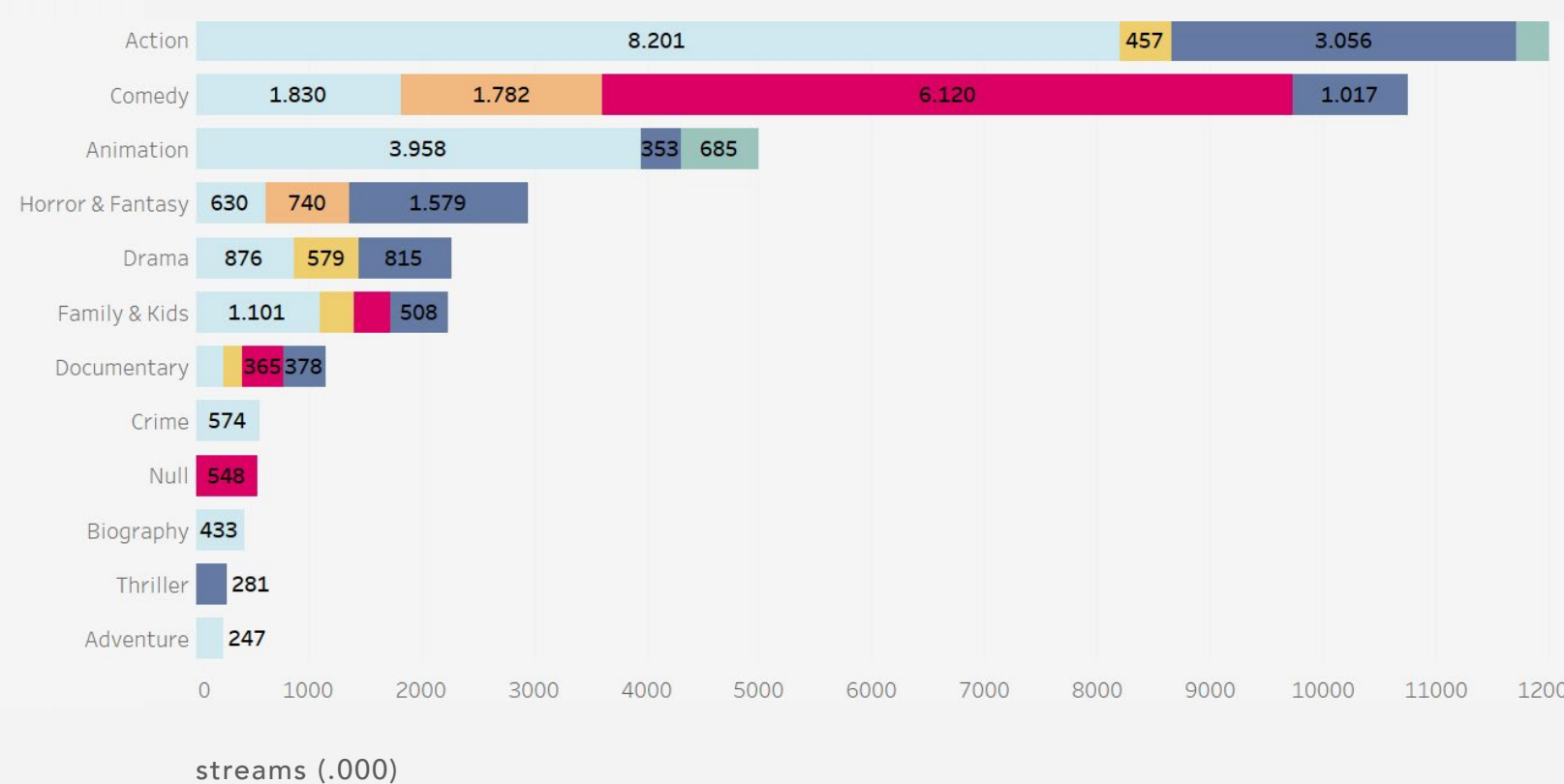
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



PRODUCTION COUNTRIES:



EUROPEAN PRODUCTIONS TAKE TOP 6

Out of the top six movies, only one is American, namely "The Outlaws" which holds the winning position. The rest Top 6 movies are European productions that fall under various genres. (Yes, including German co-production "John Wick: Chapter 4"). Netflix Original "Bird Box: Barcelona" and "Extraction 2" made it to the top list. Turkish productions anchor some titles in the Top 11, such as "Make Me Believe" (#7 and 818K streams) and "Ask Taktikleri 2" the sequel of the internationally known "Love Tactics".

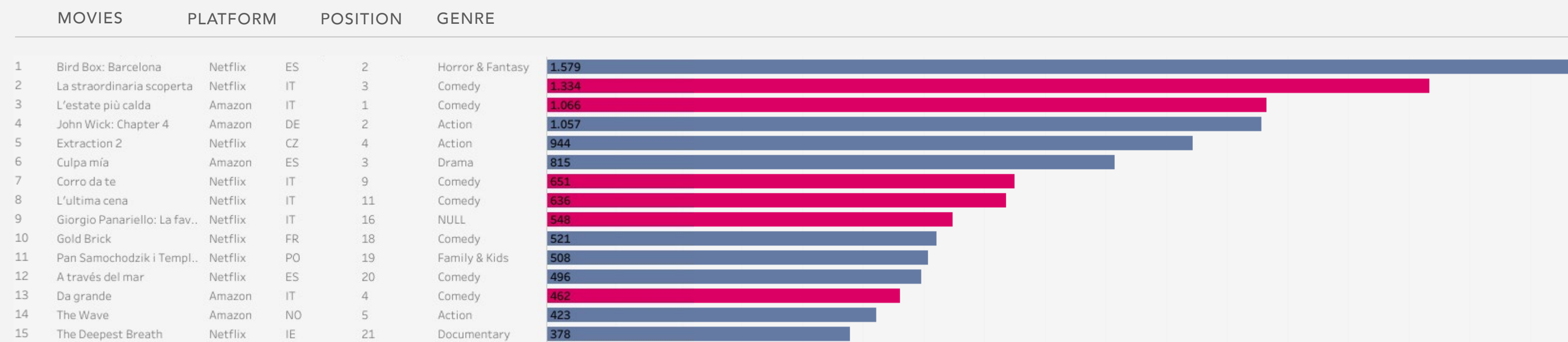
ACTION BOOST SHARE BY 11 POINTS TO LEADER POSITION

With an alternating power struggle, Action and Comedy have been vying for the top spot since December 2022. Italy dominates the ever-present comedy genre, with 4 films in the top 14 and an average viewership of over 636K. Italy is the country with the lowest presence of US content in the Top 100, with a share of less than 47%. US productions ranked lower than other production countries in most genres, maintaining its top position in Action and being on par in Animation. US movies this month showcase a range of genres with moves such as "Nimona" to "Scream" and "Escape Room".

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

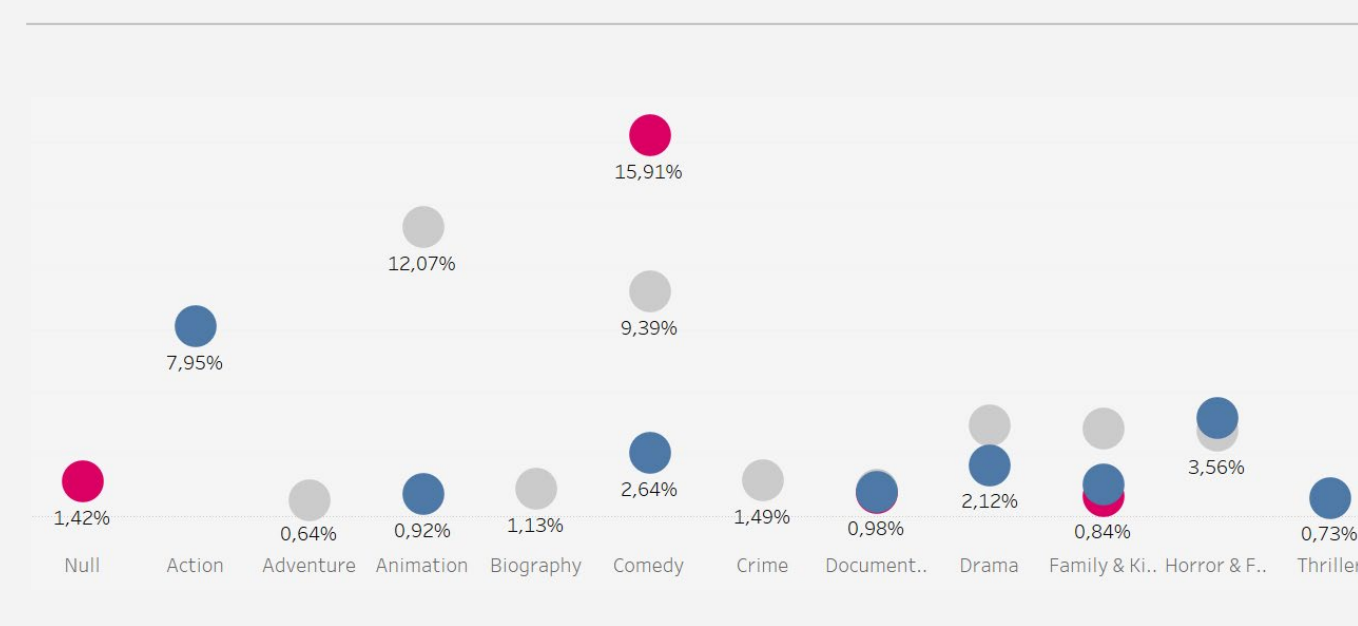
NETFLIX - AMAZON



SHOWING 15 / 28 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



PRODUCTION COUNTRIES:

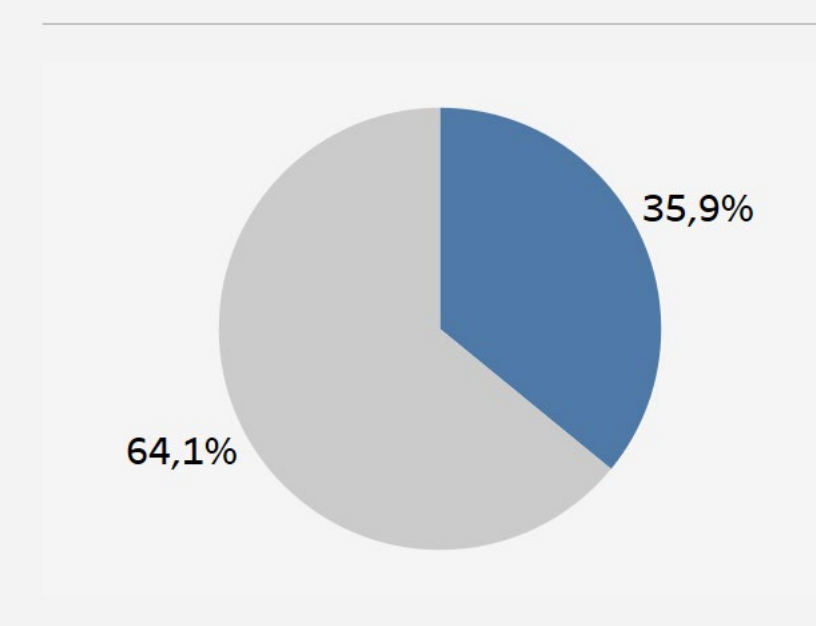


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	5	
Animation	1	
Comedy	2	12
Documentary	1	1
Drama	1	
Family & Kids	1	1
Horror & Fantasy	1	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



LOCAL PRODUCTION COLLECTED 20% SHARE

The local production had an impressive month and was second only to American content in the Top 100 list. In the European charts, Italian productions accounted for 43% of the viewing quotas among the Top 28 most-watched European movies and showed off an incredible viewership force in the local arena. In the comedy genre, Italian comedies outperformed American content by 16% and surpassed 6 million streams. "La Straordinaria Scoperta" and "L'estate più calda" achieved the 1 million mark.

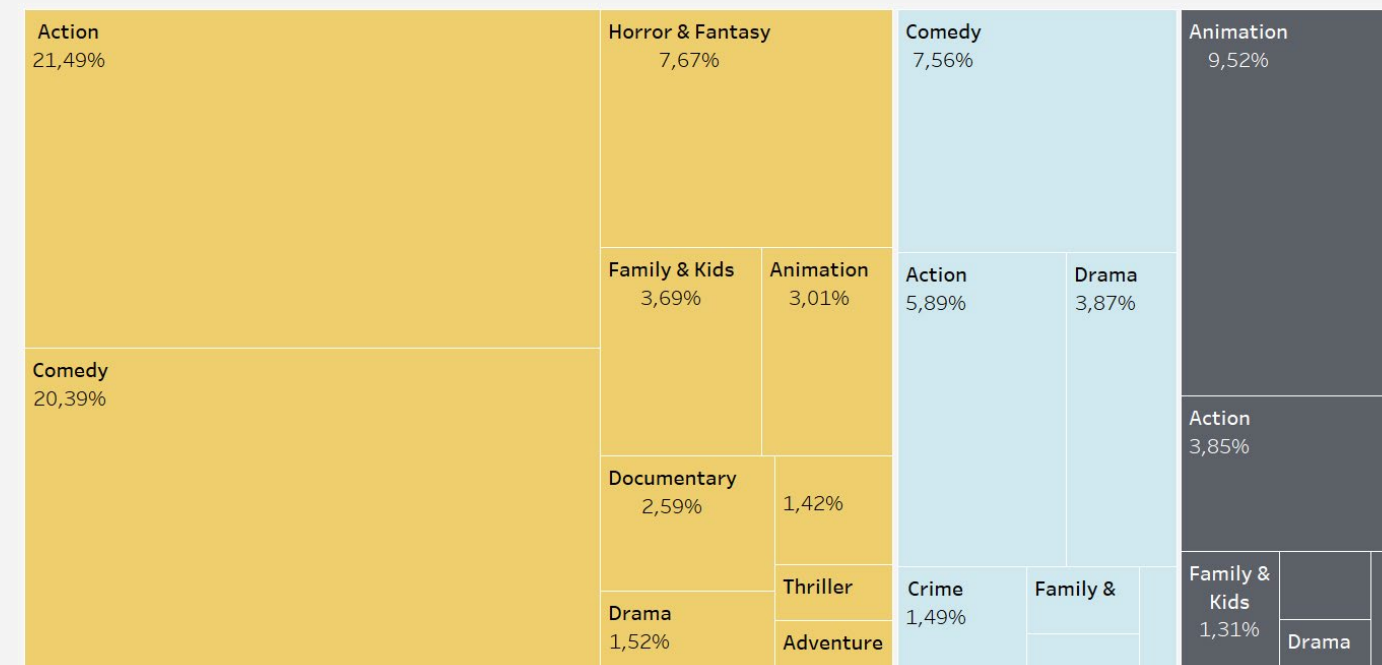
SPAIN HITS PROPELL EUROPEAN QUOTA WITH A JUMP OF 12 POINTS

It seems that the Spanish films "Bird Box: Barcelona" and Amazon's "Culpa Mía" have contributed to a significant jump in the Spanish share, making it the second-best performer of the European grid with an 18% share. However, the general European performance has dropped by 10 points, and most streamed titles are sitting under the 944K top bar ceiling. Polish "Pan Samochodzik", nordic "The Wafe", and French "AKA" which has been a regular in the list classified within Top 31.

ITALY 100 MOVIES | SVOD PLATFORMS

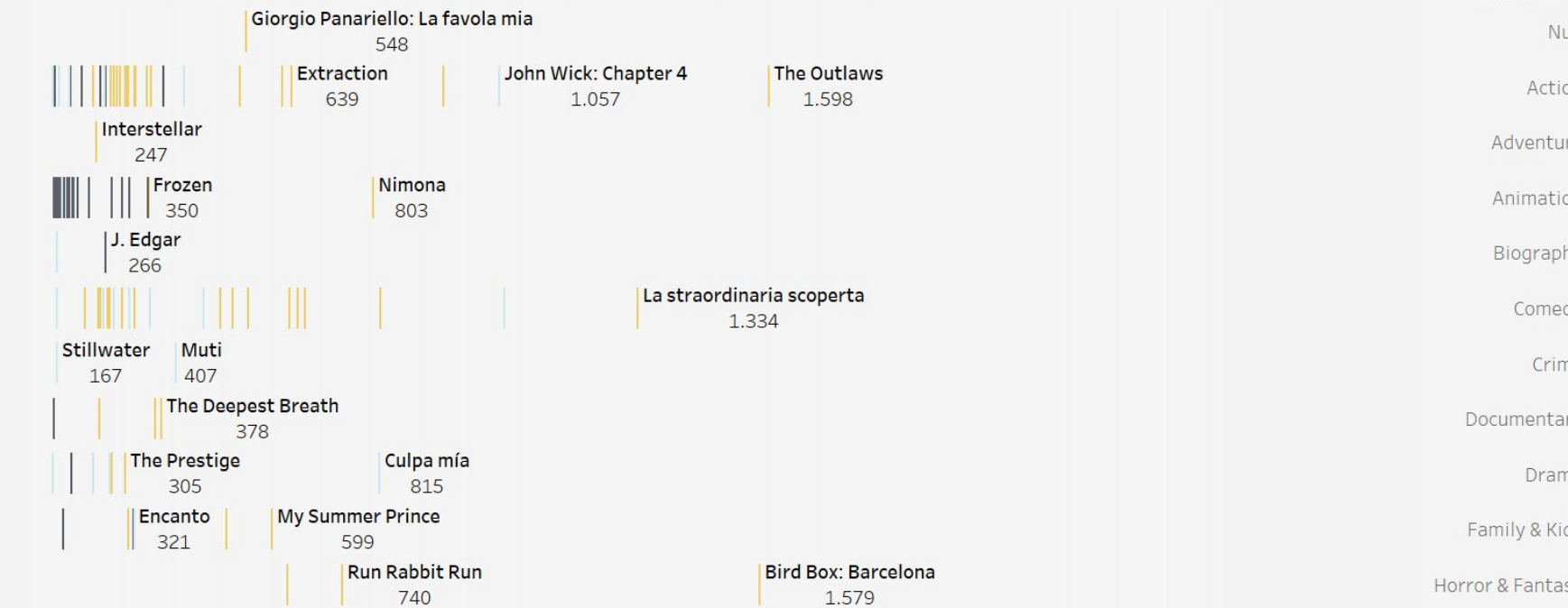
MOST WATCHED GENRES

SHARE BY PLATFORM

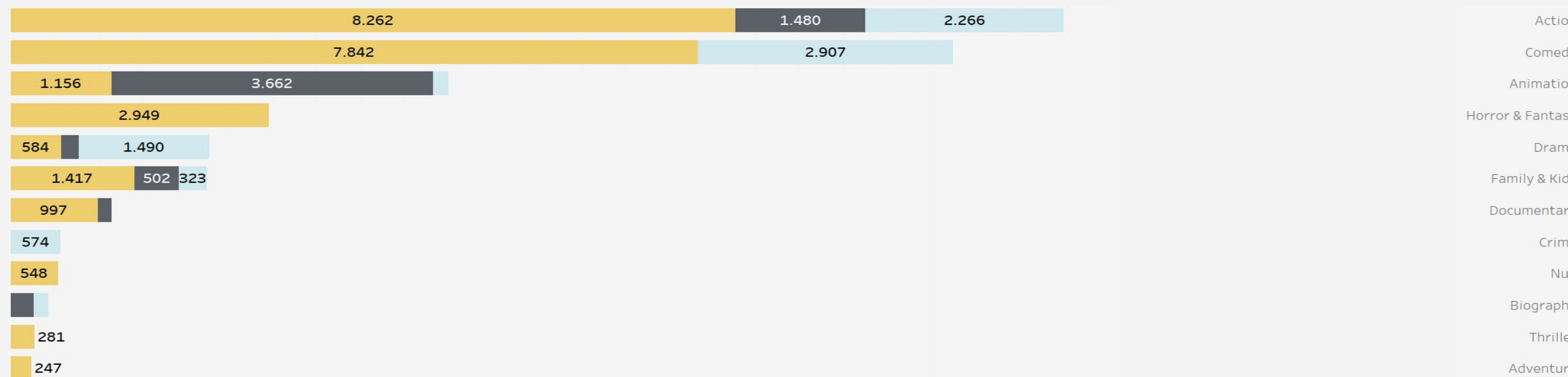


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

NETFLIX ORIGINALS PROPELLED THE PLATFORM SHARES

According to the latest report, the N-giant is the only platform that has witnessed an increase in its viewing figures this month, with a growth rate of 5% compared to the previous report. The Action genre has garnered the highest share of streams this month, accounting for 21% of all content viewed on the platform. The outstanding performance of "The Outlaws," a 2023 American action comedy film directed by Tyler Spindel and produced by Adam Sandler, has contributed significantly to this growth rate. The film is the result of Adam Sandler's long-standing relationship with the studio, and last year, the two parties signed a \$250 million deal for four movies. Recently, the deal was extended to include four additional movies scheduled for release in the coming years.

DISNEY+ REACH THE BEST MARK ON ANIMATION

Disney+ dominated Animation with a 9% share, registering the highest number of streams in the genre. The platform's success in the genre was boosted by over 15 movies classified in Top100. Amazon Prime Video remained the runner-up with a 20% share, thanks to some local comedies that fired up the audience, and a few flicks such as "John Wick" and the original "Culpa Mía".

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1	Bluey	Disney+ Family & Kids	17.101
2	Grey's Anatomy	Disney+ Drama	16.450
3	The Rookie	Netflix Action	15.883
4	Supernatural	Amazon Action	14.959
5	The Big Bang Theory	Netflix Comedy	14.191
6	The Witcher	Netflix Action	13.283
7	Secret Invasion	Disney+ Action	10.417
8	Gossip Girl	Netflix Drama	8.081
9	Lucifer	Netflix Action	7.914
10	Friends	Netflix Comedy	7.531
11	Miraculous: Tales of Lady..	Disney+ Animation	5.677
12	The Lincoln Lawyer	Netflix Crime	5.648
13	The Summer I Turned Pret..	Amazon Drama	5.507
14	This World Can't Tear Me ..	Netflix Animation	4.930
15	Manifest	Netflix Drama	4.570
16	Fatal Seduction	Netflix Crime	4.366
17	Grizzy and the Lemmings	Netflix Animation	4.336
18	Chuck	Amazon Action	4.154
19	Not Dead Yet	Disney+ Comedy	4.101
20	Black Mirror	Netflix Drama	3.712
21	Record of Ragnarok	Netflix Animation	3.675
22	The Bureau of Magical Thi..	Netflix Family & Kids	3.598
23	Sweet Magnolias	Netflix Drama	3.596
24	9-1-1	Disney+ Action	3.532
25	Glamorous	Netflix Comedy	3.427
26	How I Met Your Father	Disney+ Comedy	3.400
27	Baki Hanma	Netflix Animation	3.368
28	Titans	Netflix Action	3.040
29	Nana	Netflix Animation	2.576
30	I Cesaroni	Netflix Family & Kids	2.441
31	The Kardashians	Disney+ Game-Show & Reality-TV	2.435
32	Soy Luna	Disney+ Family & Kids	2.397
33	Hunter x Hunter	Netflix Animation	2.310
34	Bread Barbershop	Netflix Family & Kids	2.213
35	Modern Family	Disney+ Comedy	2.209
36	The Glory	Netflix Drama	2.160
37	Not Quite Narwhal	Netflix Animation	2.147
38	Tom Clancy's Jack Ryan	Amazon Action	2.146
39	Pesci piccoli - Un'agenzia, ..	Amazon Comedy	2.131
40	Survival of the Thickest	Netflix Comedy	2.064
41	Teen Titans Go!	Netflix Animation	2.050
42	Bleach: Thousand Year Bl..	Disney+ Animation	2.043

SHOWING 41/ 65 - [See complete chart here](#)

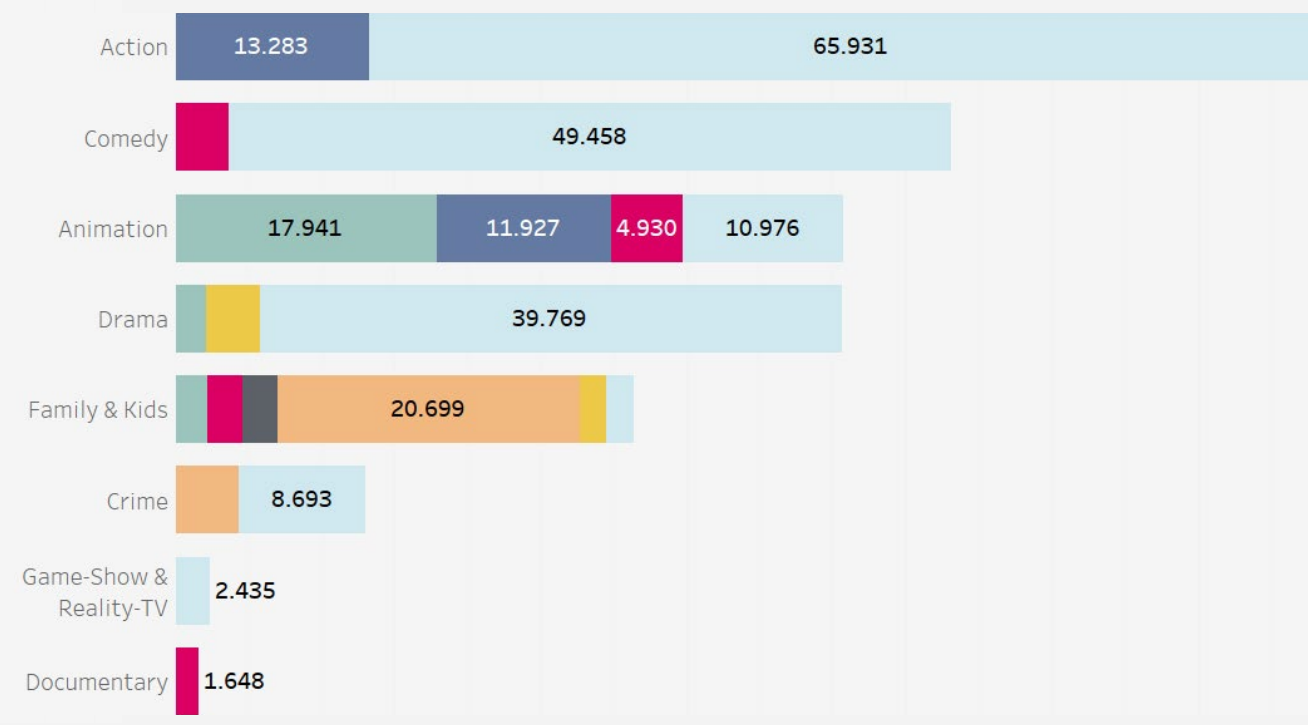
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

ACTION AND CRIME SHOWS THRIVE AS COMEDY TAKES A SUMMER BREAK

After a few months of growth in 2023, the Italian market is now experiencing a slight decline for the summer season. In terms of genre trends, this has had a greater impact on Comedy shows, which have lost over half of their streams, slipping to third place. In their place, Action and Crime shows are taking advantage of the situation. With a 20% share, shows like "The Rookie", "Supernatural", "The Witcher" and "Secret Invasion" are driving the Action genre. Just as popular for summer viewing, as observed in Think Data reports, is content from the Crime genre. "The Lincoln Lawyer" and "Fatal Seduction" are making a comeback for the Crime genre with a 7.7% share.

It's also worth noting a significant decrease in American and Canadian productions, which, although they haven't lost as much in relative terms (only three percentage points of share), amount to nearly 40M streams in absolute terms.

PRODUCTION COUNTRIES:



ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

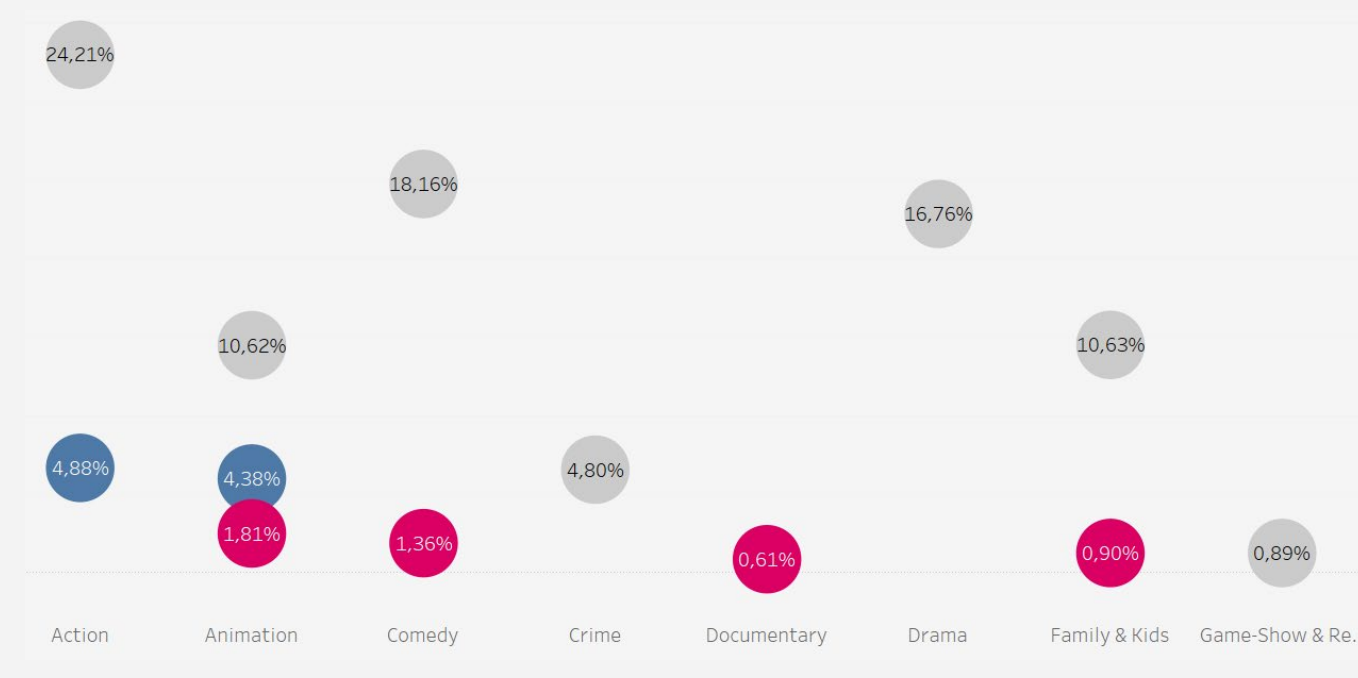
NETFLIX - AMAZON

MOVIES	SEASON	PLATFORM	POSITION	GENRE	STREAMS	
1 The Witcher	3	Netflix	PO	2	Action	9.464
	2	Netflix	PO	44	Action	1.780
2 Miraculous: Tales of Ladybug & Cat Noir	1	Netflix	PO	35	Action	2.038
	5	Disney+	FR	10	Animation	2.567
3 This World Can't Tear Me Down	1	Netflix	IT	3	Animation	4.930
	4	Netflix	FR	22	Animation	2.732
4 Grizzly and the Lemmings	1	Netflix	FR	48	Animation	1.604
	1	Netflix	IT	26	Family & Kids	2.441
5 I Cesaroni	1	Netflix	IT	26	Family & Kids	2.441
6 Pesci piccoli - Un'agenzia, molte idee, poco budget	1	Amazon	IT	5	Comedy	2.131
7 Robin Hood: Mischief in Sherwood	1	Amazon	FR	12	Animation	1.914

SHOWING 9 / 9 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



PRODUCTION COUNTRIES:

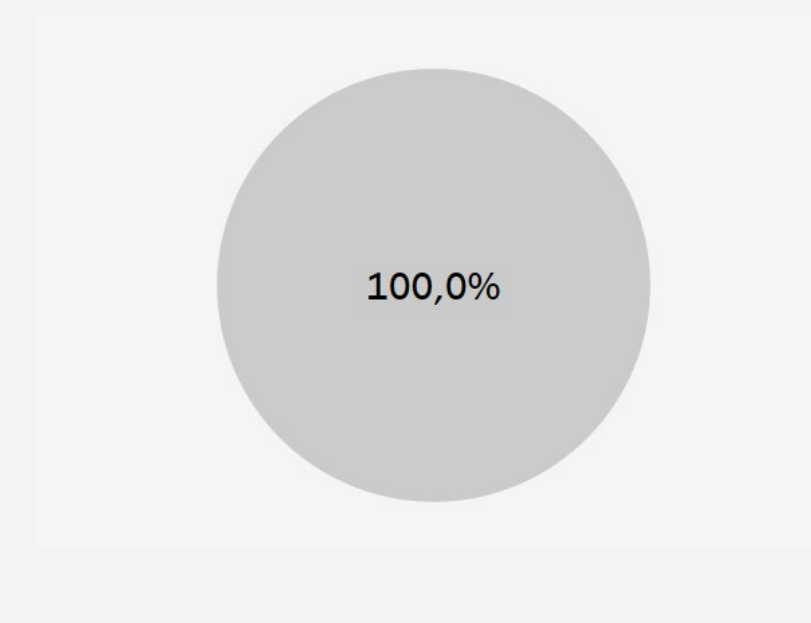


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	1	
Animation	3	1
Comedy		2
Documentary		1
Family & Kids		1

CONTRIBUTION TO DRAMA STREAMS



“THIS WORLD CAN’T TEAR ME DOWN” KEEPS SCORING IN JULY

With only a 4.6% share, it falls behind the “Others” category with 9.2% and Asia, which holds 8.2%. The standout titles this month include:

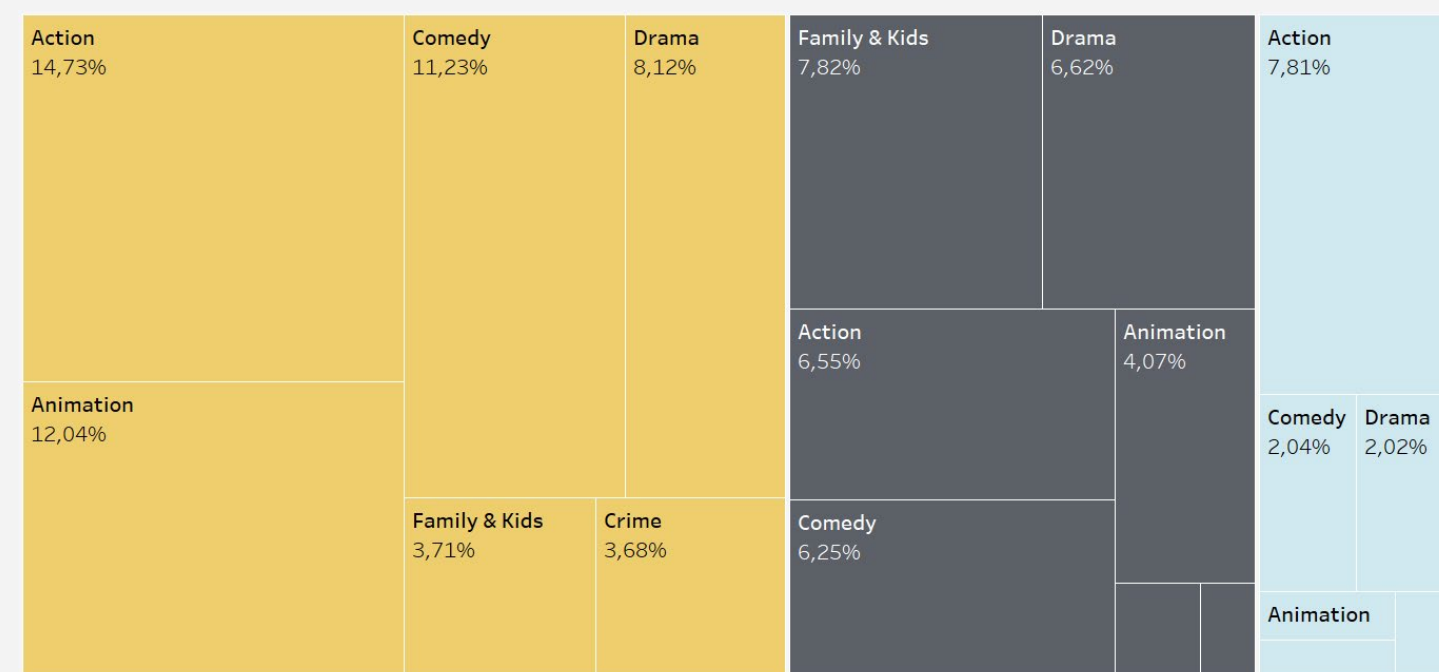
Firstly, “This World Can’t Tear Me Down”, which has reached 28.3M streams. Last month, we discussed this production on the Italy Hot Title and its significance in a landscape dominated by more feel-good narratives. Amidst its labyrinthine storytelling, the series unfolds an unvarnished exploration of critical contemporary themes. “This World Can’t Tear Me Down” resonates not only as a significant exploration of pertinent societal issues but also comes from a place that is not the most privileged, both in the world and at Netflix headquarters. “I Cesaroni”, with 4.9M streams, is produced by Publispei for RTI and is based on the format of the Spanish television series “Los Serrano”. And “Pesci piccoli - Un’agenzia, molte idee, poco budget” has gathered 11.7M streams.

Regarding the standout European titles, “The Witcher” emerges as the winner for July, amassing 338M streams since its release. This series, along with “Miraculous: Tales of Ladybug & Cat Noir,” contributes significantly to the European share this month, which stands at 9.2%.

ITALY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

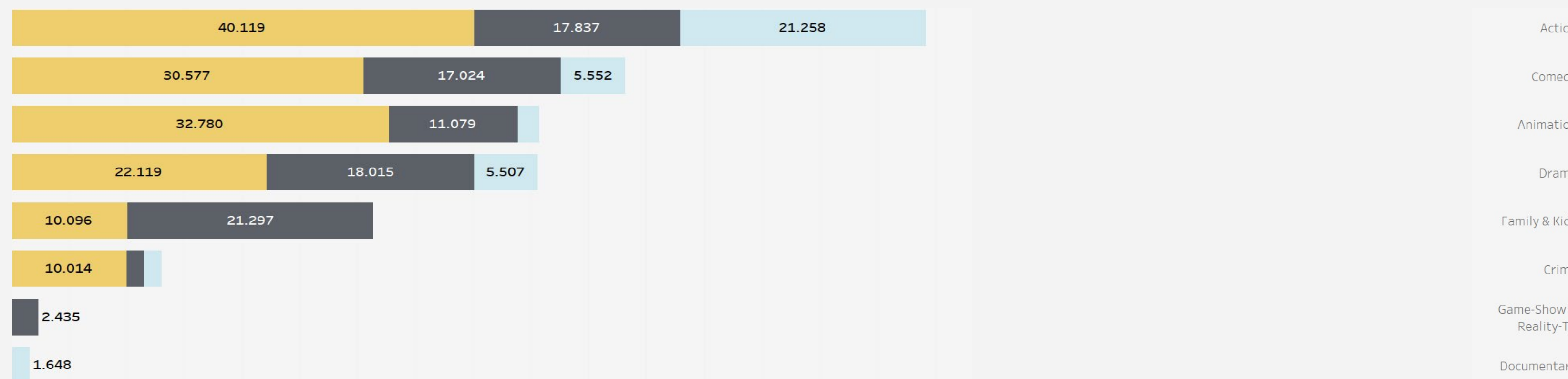


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

AMAZON PRIME STEALS ALL THE ATTENTION

Italy is the only market where Disney+ has not seen significant growth this month. In fact, it has lost nearly 5 percentage points here. Netflix, on the other hand, has also lost 3 points.

It's Amazon that has managed to grow in this context. Prime Video now commands almost 14% of the total share, a very impressive number compared to recent months. Amazon has excelled, especially in the Action genre, primarily with "Supernatural" an already-concluded show that has just become part of Amazon's catalogue. Also noteworthy, as it is in other markets, is "The Summer I Turned Pretty."

HOT CONTENT IN ITALY

LOLA RODRÍGUEZ
DATA SPECIALIST



AMAZON PRIME VIDEO: LEARNING FROM THE NETFLIX PLAYBOOK

“ **It’s official - Prime Video is picking up the pace, taking cues from Netflix’s playbook. Amazon has been keen to provide precisely the kind of content audiences crave, especially during this time of year.** ”

This summer, the streaming giant has introduced a slew of new series catering to various tastes. Whether you were in the mood for an adrenaline-pumping action drama or a heartwarming summer romance, Prime Video had something for everyone.

Internationally, the Action genre boasts the highly anticipated fourth and final season of “Jack Ryan”, promising more action-packed thrills than ever before. In the realm of romance, there’s the second season of “The Summer I Turned Pretty”, which has already garnered 13.4M streams across the five markets.

Yet, Amazon hasn’t limited its efforts to international productions alone; it’s also doubling down on local content right here in Europe. Last month, we highlighted “Medellin” in France, an action-packed French film. We noted how Netflix had successfully tapped into the world of French action movies, captivating a young, action-loving VOD audience.



Amazon, clearly taking notes, ventured into this territory with “Medellin”, crafting an ambitious local action film. Similarly, with the release of the Spanish movie “Culpa Mía”, a highly successful YA romance fiction, Amazon incorporated a unique feature: prestigious Intellectual Properties (IPs) sourced from Wattpad. Amazon is making its mark in this genre, as evidenced by its commitment to local YA and IP projects.

On a similar note, “L’estate più calda” has made its debut. The film centres around Lucia, a volunteer at a summer camp

in Sicily. This summer, however, proves to be the hottest one yet, not only in terms of temperature but also because of Nicola, the new deacon who is soon to become a priest. Aside from being incredibly handsome, Nicola harbors a tormented and idealistic soul. His arrival sets the coastal town abuzz, forever altering Lucia’s plans. Love, triangles, priests, Sicily’s sun-soaked shores, the gentle sea breeze – what else could you ask for?

Directed by Maschile Singulare and produced by Notorious Pictures and Amazon Studios, in collaboration with Rufus Film, the film has already amassed 1M streams and ranks as the fourth most popular movie of the month, albeit limited to its current markets.

One thing is clear: Amazon Prime Video, especially since this 2023 summer, seems to be encroaching on the territory pioneered by Netflix. The e-commerce giant is treading a path that Netflix first blazed, and it’s doing so with gusto. Will this shift the dynamics in the latter half of the year? Could Amazon steal even more of the spotlight, or are things destined to remain unchanged for the e-commerce powerhouse here in Europe?

FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

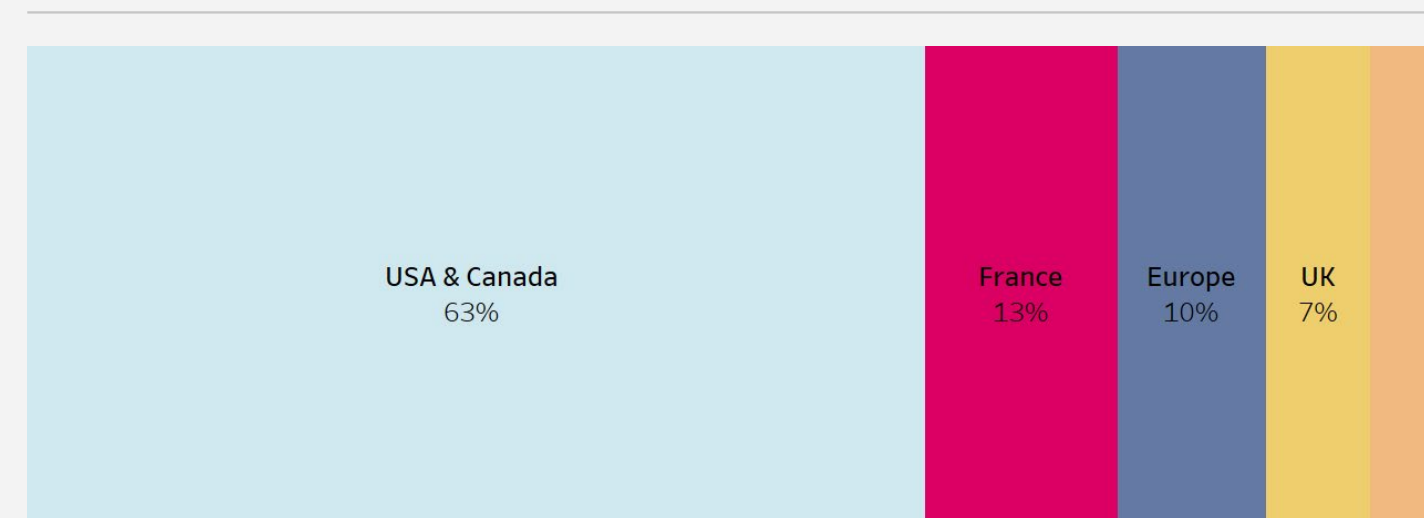
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 The Outlaws	Netflix	Action	3.061
2 Bird Box: Barcelona	Netflix	Horror & Fantasy	2.338
3 Gold Brick	Netflix	Comedy	2.313
4 The Bad Guys	Netflix	Animation	2.005
5 Run Rabbit Run	Netflix	Horror & Fantasy	1.435
6 Extraction 2	Netflix	Action	1.381
7 Little Spirou	Netflix	Family & Kids	1.223
8 Case départ	Netflix	Comedy	1.131
9 Someone, Somewhere	Netflix	Comedy	1.119
10 Pan Samochodzik i Templ..	Netflix	Family & Kids	1.091
11 Snafu	Netflix	Action	1.083
12 Make Me Believe	Netflix	Comedy	1.019
13 Scoob!	Netflix	Animation	996
14 Uncharted	Amazon	Action	971
15 A través del mar	Netflix	Comedy	944
16 Random Hearts	Netflix	Drama	874
17 Ask Taktikleri 2	Netflix	Comedy	874
18 Tout schuss	Netflix	Comedy	861
19 Simply Black	Netflix	Comedy	829
20 Culpa mía	Amazon	Drama	818
21 They Cloned Tyrone	Netflix	Comedy	798
22 Nimona	Netflix	Animation	794
23 La Tête dans les Étoiles	Amazon	Comedy	792
24 War of the Buttons	Netflix	Family & Kids	783
25 Happiness for Beginners	Netflix	Comedy	775
26 Pacific Rim: Uprising	Amazon	Action	186
27 C'est tout pour moi	Netflix	Comedy	701
28 Skyscraper	Amazon	Action	145
29 Bank Error in Your Favour	Netflix	Comedy	673
31 The Hunt	Netflix	Action	665
32 Sing 2	Netflix	Animation	655
33 Paradise	Netflix	Action	651
34 The Covenant	Amazon	Action	647
35 King Arthur: Legend of th..	Netflix	Action	622
36 The Meg	Netflix	Action	613
37 Ambulance	Netflix	Action	580
38 Bird Box	Netflix	Horror & Fantasy	571
39 First Daughter	Netflix	Comedy	550
40 Bridget Jones's Diary	Netflix	Comedy	545
41 Extraction	Netflix	Action	533

SHOWING 41/ 97 – [See complete chart here](#)

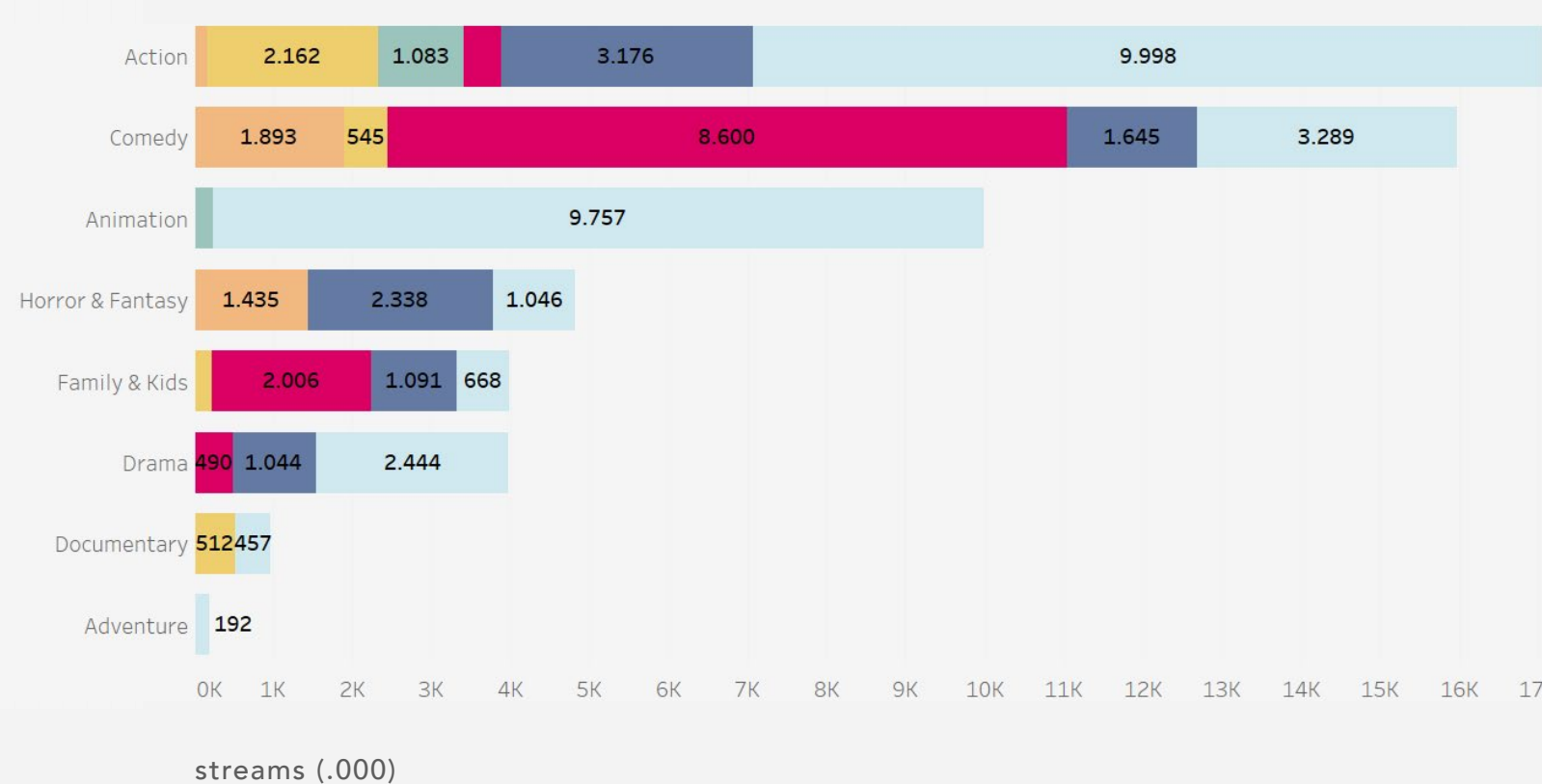
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



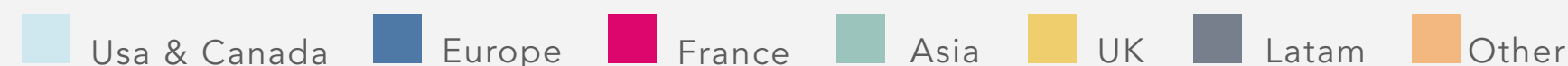
ACTION THRIVES TO #1, FOLLOWED BY COMEDY BY A MINIMUM GAP

American Action movies dominate the genre, with 9.9M streams having only one title classified in the Top 28; most flicks didn't pass the 691K streams mark. Asian co-production Action movie "Hidden Strike" faced several setbacks and delays due to complications between the US and China administrations, as well as the aftermath of COVID-19, before finally being released. Two European productions, "Extraction 2" and "Uncharted", secured positions in the top 14 with over 971K streams.

A LOOK AT THE TOP-STREAMED GENRE

Comedy has emerged as the second most-streamed genre, thanks in large part to the success of French comedies, which have amassed 8.6 million streams. Among them, "Gold Brick" is leading the pack with 2.3 million streams, while five other productions have also made it to the top 24. Animation scored 17% share and confirmed 24 flicks in the Top 100. "The Bad Guys", "Scoob", and "Nimona" were the most watched content in a genre in which American production powerhouses steal the show. Horror movies "Bird Box: Barcelona" and "Run Rabbit Run" pushed upward the genre to its highest quota since February 2023.

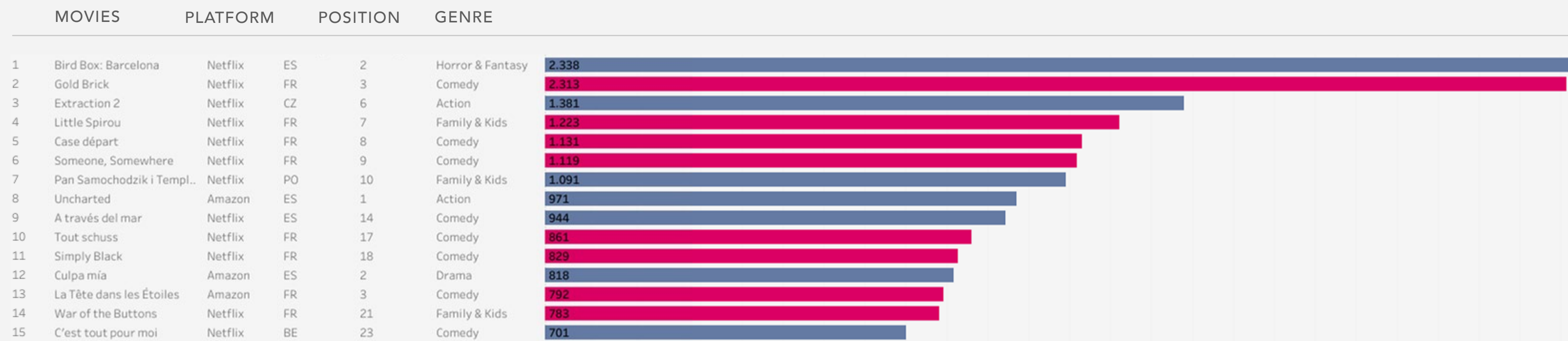
PRODUCTION COUNTRIES:



FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON



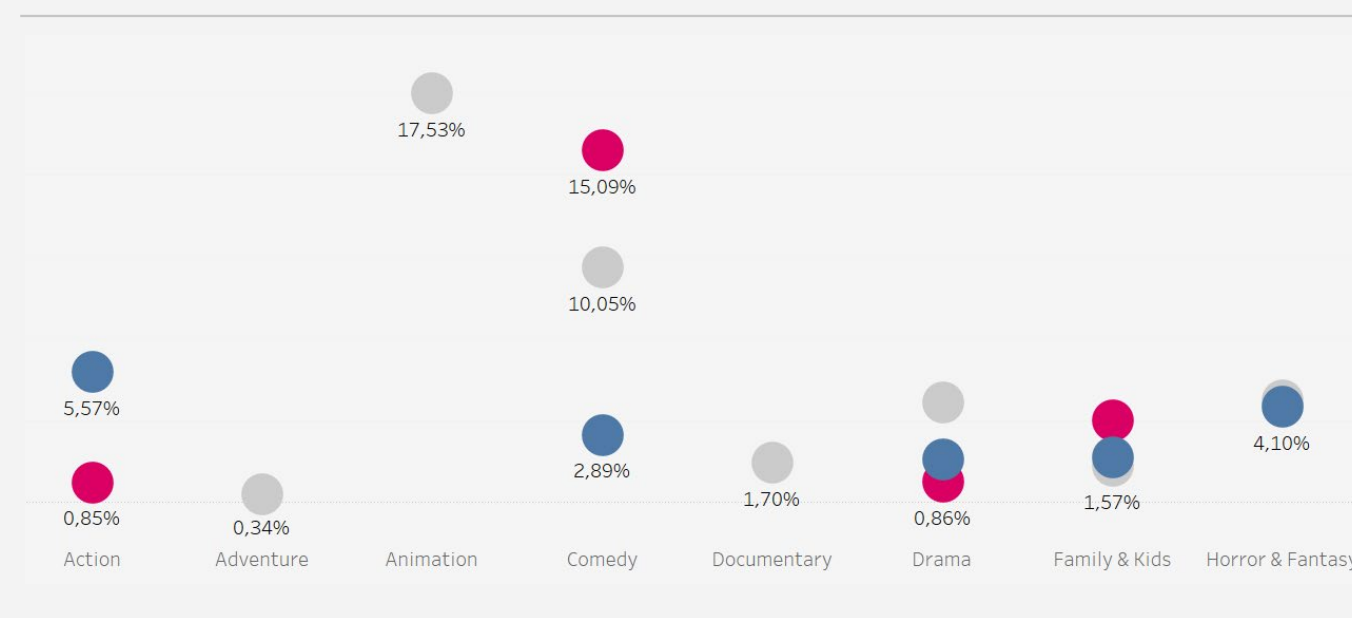
SHOWING 15 / 23 - [See complete chart here](#)

EUROPEAN FILMS GROWN THEIR VIEWERSHIP TO 24M EVEN IF SHARE SLIGHTLY DROPPED

Action movies, including "Extraction 2" and "Uncharted," have attracted a substantial number of viewers. Family and kids movies are in demand this month with a slight rise of 2 points: titles such as "Little Spirou" and "Pan Samochodzik i Templariusze" have found their audience, indicating the continued demand for family-friendly content. European productions, in particular, are contributing to this genre's success. Spanish Drama "Culpa Mía" and local "Unfaithful" collected some views. However, European dramas are almost out of the game in this report; after the lowest quota registered in May, the genre hasn't recovered its health.

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

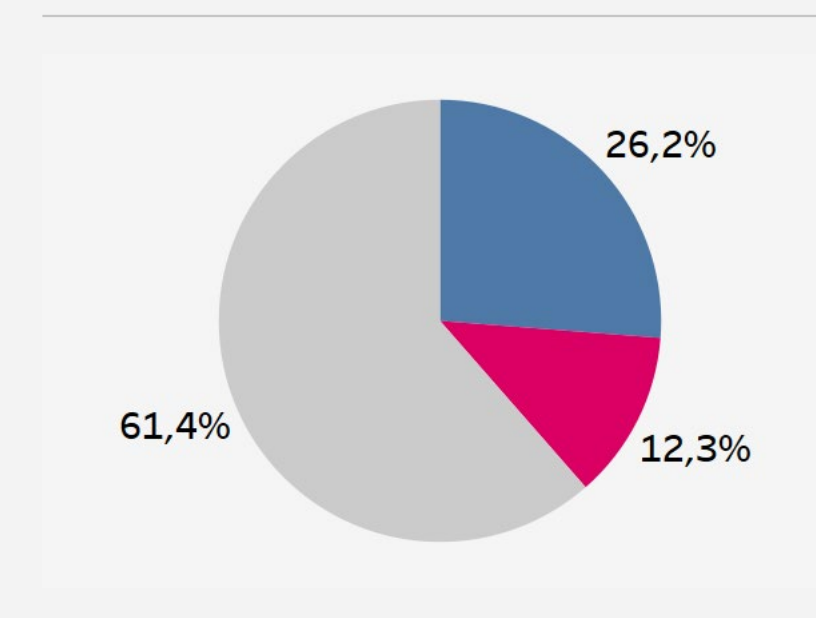


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	4	1
Comedy	2	9
Drama	2	1
Family & Ki..	1	2
Horror & Fa..	1	

CONTRIBUTION TO DRAMA STREAMS



FRENCH COMEDIES GAIN POPULARITY AND SAVED THE LOCAL RECORDS

French comedies, such as "Gold Brick," "Case départ," and "Someone, Somewhere," have gained significant popularity across various countries. "Gold Brick", in particular, has led the pack with over 2.3 million streams. This trend suggests a global appetite for French humour and storytelling, which amassed a 15% total viewership quota.

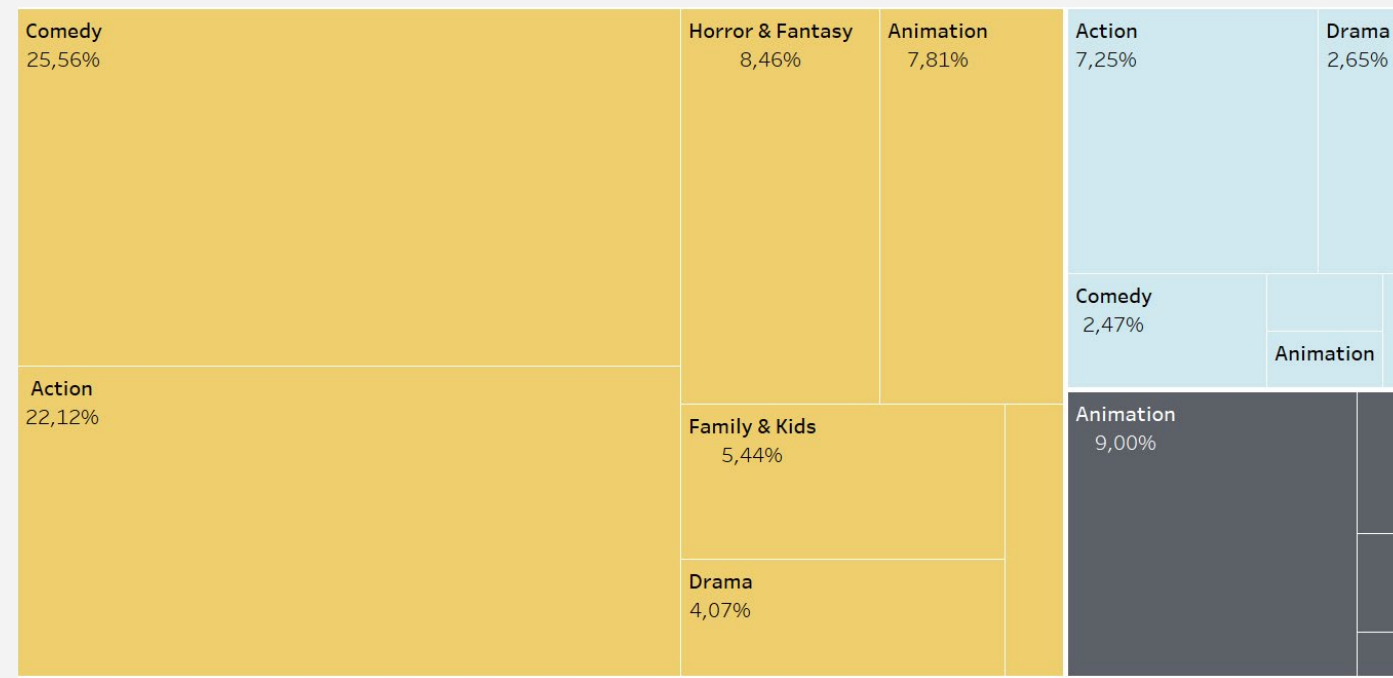
PRODUCTION COUNTRIES:



FRANCE 100 MOVIES | SVOD PLATFORMS

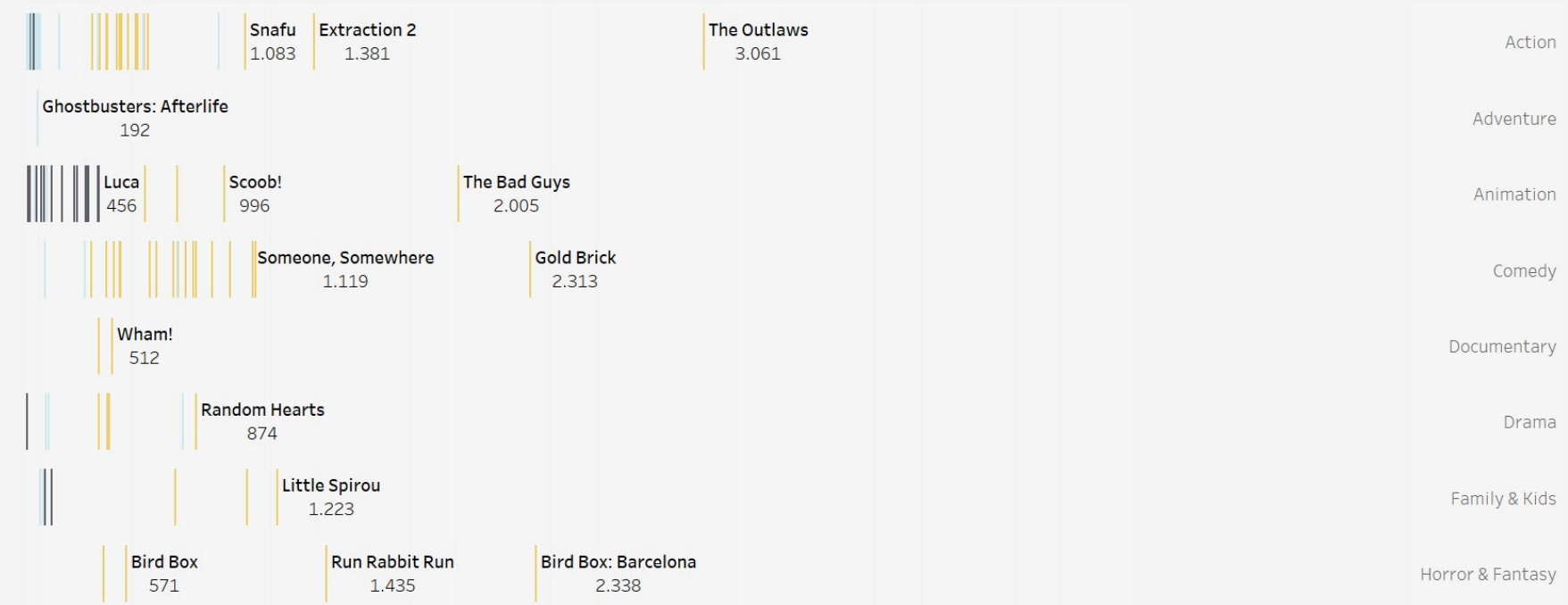
MOST WATCHED GENRES

SHARE BY PLATFORM

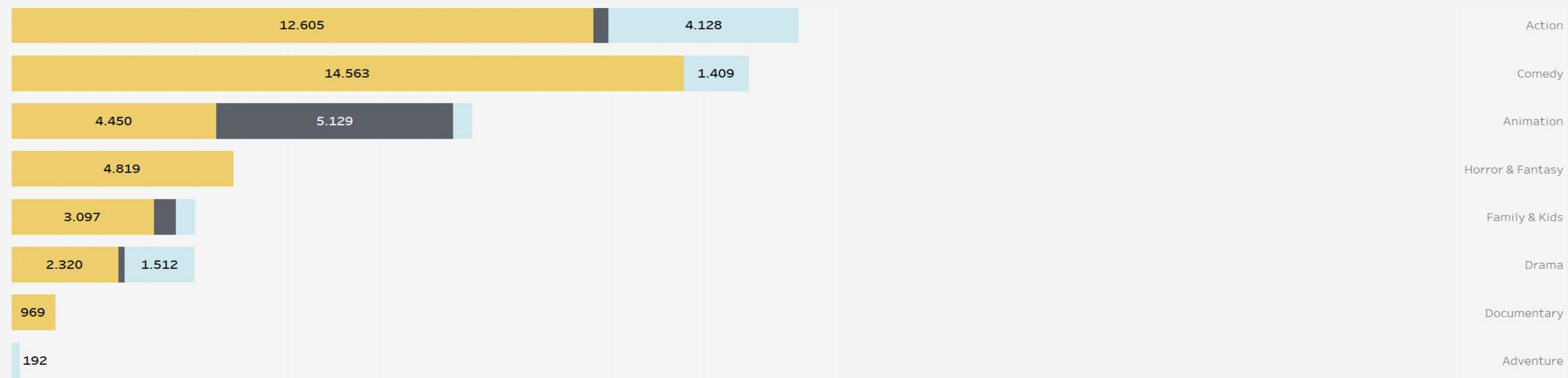


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

NETFLIX RULES THE COMEDY PACK

Netflix represents the massive consumption of Comedy movies with a 25% top share, while Amazon only took up 2%, and Disney didn't reach the 1% bar minimum with 331K. The N-giant made the first position as the most-streamed platform. Netflix positioned a movie leading all the genres with the outstanding performance of Action "The Outlaws", Comedy "Gold Brick", "The Bad Guys" and "Bird Box: Barcelona" out of the charts average. However, Action was the most popular genre this month, with a 30% quota due to all the platforms squeezing a few titles in the pack, even though only two titles outbeat the genre average: "The Outlaws" and Czech "Extraction 2".

DISNEY+ SEES UPTICK IN ANIMATION CONSUMPTION

Disney+ experienced a slight growth in its viewership, primarily driven by increased consumption of animated content. Despite not having any titles in the top positions, Disney+ leads in the animation category with 5.1 million streams. "Luca" and "Moana," both from Disney, garnered significant attention with 456K and 410K streams, respectively. This demonstrates that children's preferences are not limited to brand-new content and that family classics still hold appeal.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

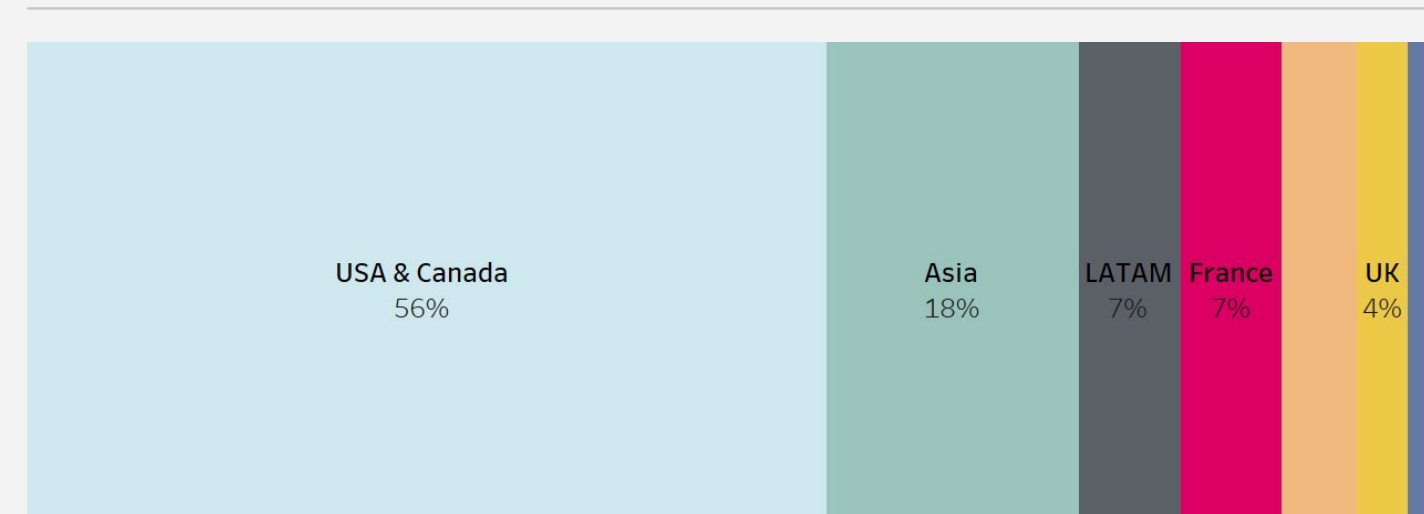
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Young Sheldon	Netflix	Comedy	48.380
2 The Witcher	Netflix	Action	29.063
3 Grey's Anatomy	Disney+	Drama	21.373
4 Gossip Girl	Netflix	Drama	20.415
5 Bluey	Disney+	Family & Kids	15.203
6 Criminal Minds	Disney+	Crime	14.146
7 Desperate Housewives	Disney+	Comedy	13.987
8 Malcolm in the Middle	Disney+	Family & Kids	13.645
9 Sweet Magnolias	Netflix	Drama	12.982
10 Naruto: Shippūden	Amazon	Animation	2.059
11	Netflix	Animation	8.708
12 The Simpsons	Disney+	Animation	10.490
13 Boruto: Naruto Next Gene..	Netflix	Animation	10.352
14 Jessie	Disney+	Family & Kids	8.292
15 Fatal Seduction	Netflix	Crime	8.179
16 The Bureau of Magical Thi..	Netflix	Family & Kids	8.145
17 Celebrity	Netflix	Drama	7.868
18 Grizzly and the Lemmings	Netflix	Animation	7.803
19 The Lincoln Lawyer	Netflix	Crime	7.443
20 Les Schtroumpfs	Netflix	Animation	7.337
21 The Summer I Turned Pret..	Amazon	Drama	7.244
22 Secret Invasion	Disney+	Action	6.611
23 Titans	Netflix	Action	6.484
24 Brooklyn Nine-Nine	Netflix	Comedy	6.167
25 Hunter x Hunter	Netflix	Animation	5.951
26 Les Sisters	Netflix	Family & Kids	5.656
27 Outlander	Netflix	Action	5.516
28 Baki Hanma	Netflix	Animation	5.403
29 Survival of the Thickest	Netflix	Comedy	5.370
30 Fake Profile	Netflix	Drama	4.440
31 Zig & Sharko	Netflix	Family & Kids	4.428
32 Boy Girl Dog Cat Mouse C..	Netflix	Family & Kids	4.415
33 Never Have I Ever	Netflix	Comedy	4.306
34 King the Land	Netflix	Comedy	4.235
35 Record of Ragnarok	Netflix	Animation	4.167
36 XO, Kitty	Netflix	Comedy	4.156
37 Too Hot to Handle	Netflix	Game-Show & Reality-TV	4.032
38 Soy Luna	Disney+	Family & Kids	3.954
39 Glamorous	Netflix	Comedy	3.868
40 Spidey and His Amazing F..	Disney+	Animation	3.708
41 Black Mirror	Netflix	Drama	3.691
Back to 15	Netflix	Comedy	3.604

SHOWING 41/ 57 - [See complete chart here](#)

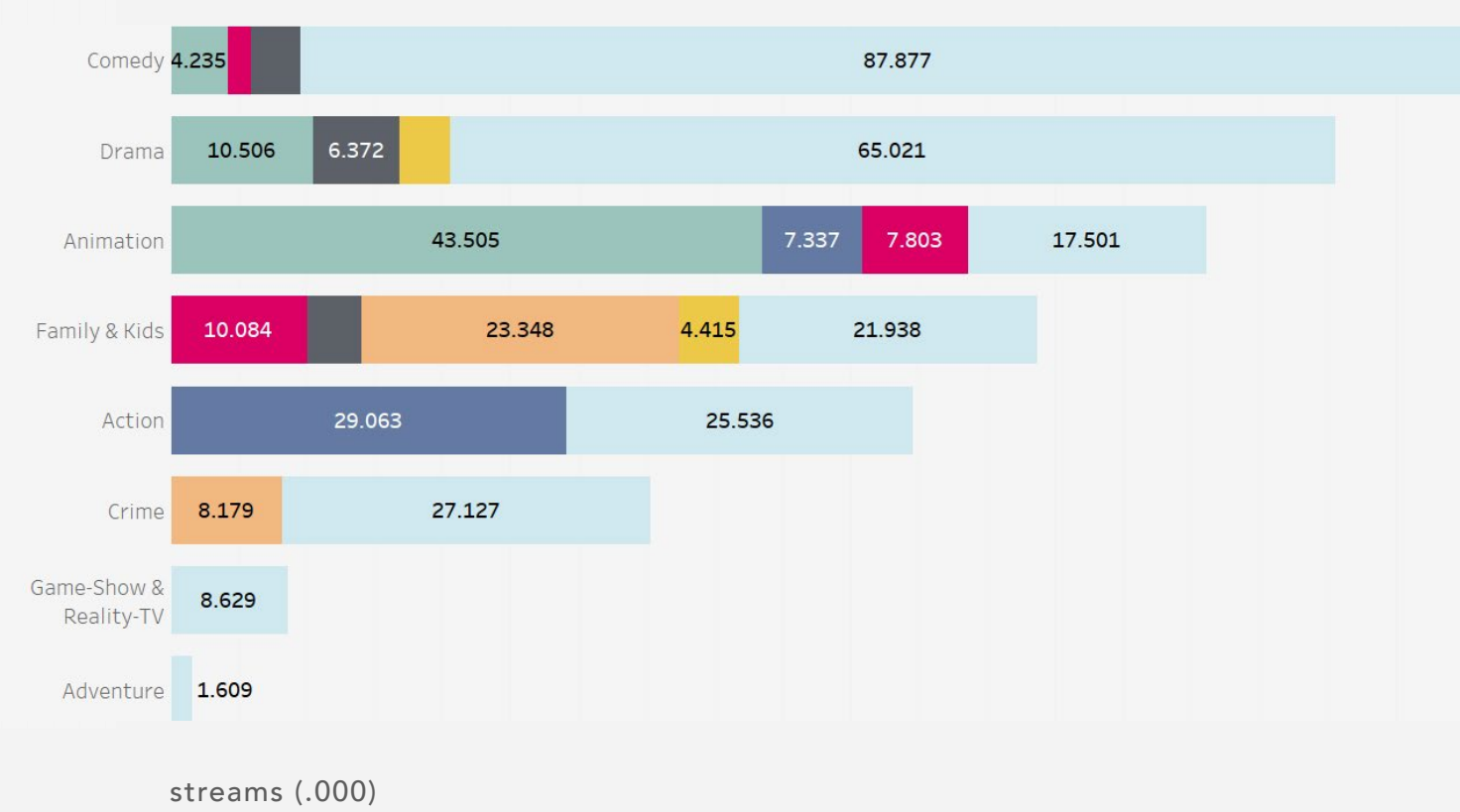
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



COMEDY MAKES ITS DEBUT, AND CRIME REAPPEARS FROM THE SHADOWS

Comedy takes the first stand as the most popular genre this month, reaching a staggering 23%, reaching for the very first time the number #1 spot for the genre. This surge in popularity can be attributed mainly to the success of "Young Sheldon" (Netflix) and the classic "Desperate Housewives" (Disney+).

Crime, on the other hand, is also experiencing a notable uptick in viewership, a phenomenon not seen since May and June of last year when the first season of "The Lincoln Lawyer" was released. This month, all eyes are on the second season of "The Lincoln Lawyer," which has garnered an impressive 7.8M viewers on Netflix. Additionally, "Criminal Minds" boasts an impressive audience of 14.1M on Disney+, while "Fatal Seduction" has captivated 8.1M viewers.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

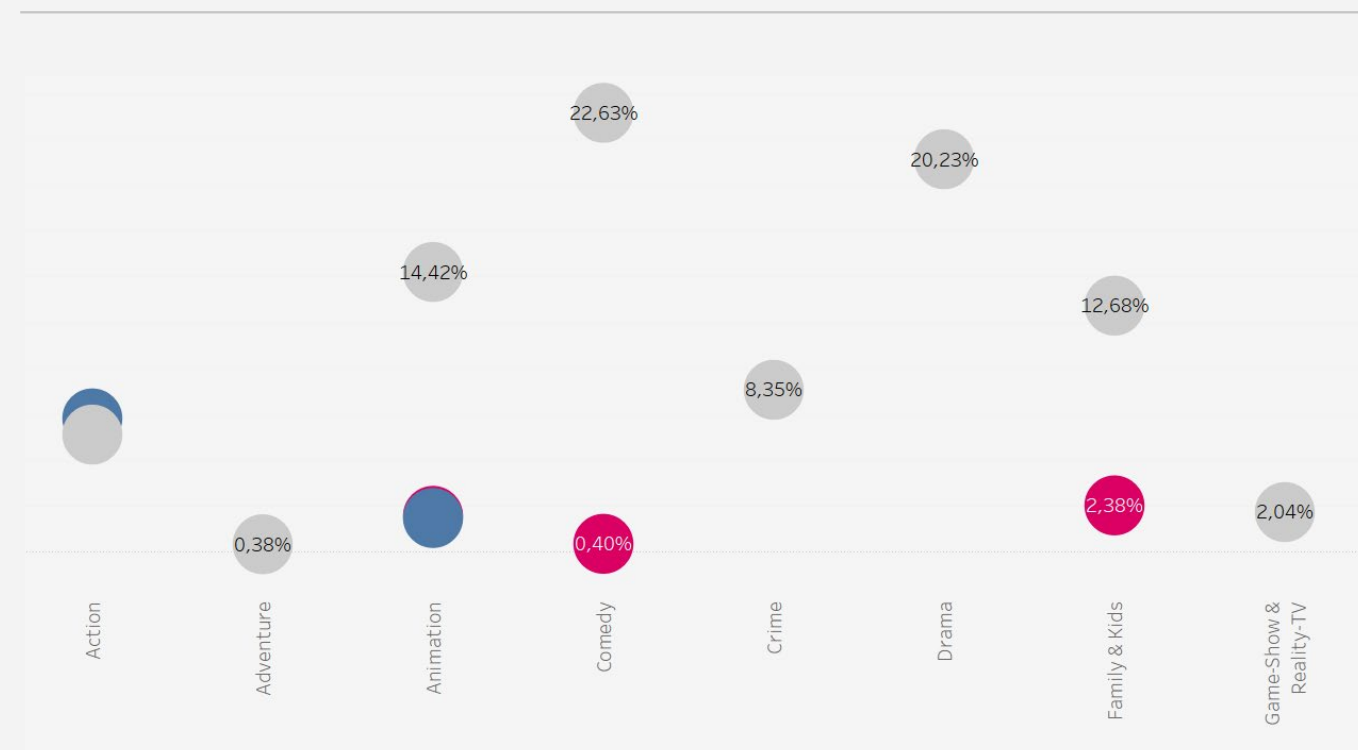
NETFLIX - AMAZON

	MOVIES	SEASON	PLATFORM	POSITION	GENRE		
1	The Witcher	3	Netflix	PO	2	Action	19,853
		2	Netflix	PO	21	Action	4,605
		1	Netflix	PO	22	Action	4,605
2	Grizzy and the Lemmings	2	Netflix	FR	24	Animation	4,456
		1	Netflix	FR	38	Animation	3,347
3	Les Schtroumpfs	1	Netflix	BE	11	Animation	7,337
4	Les Sisters	1	Netflix	FR	15	Family & Kids	5,656
5	Zig & Sharko	3	Netflix	FR	26	Family & Kids	4,428
6	HPI Haut Potentiel Intelle..	1	Disney+	FR	37	Comedy	1,701

SHOWING 6 / 6 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



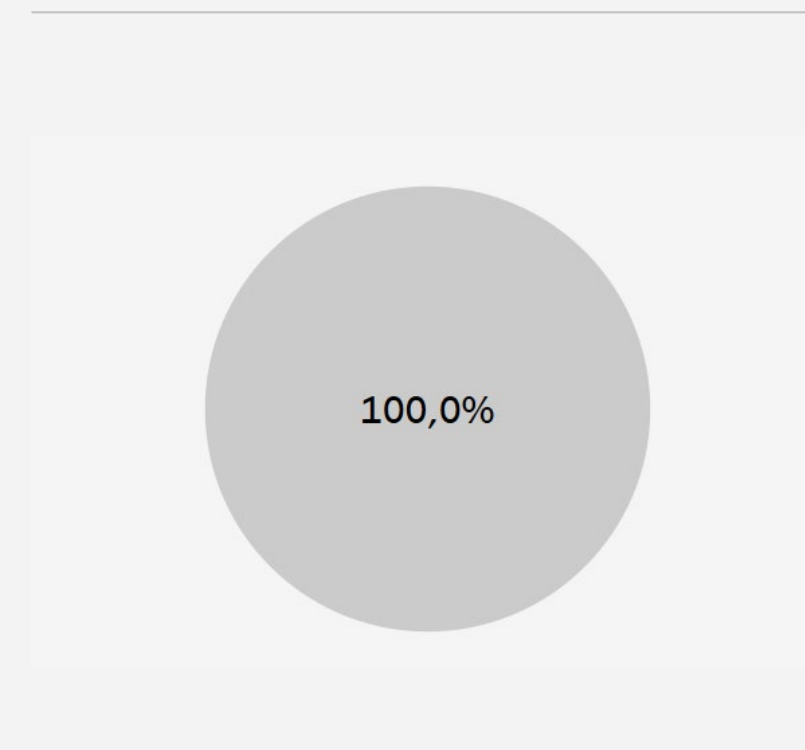
PRODUCTION COUNTRIES: ■ Europe ■ France ■ Others

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action		1
Animation	1	1
Comedy	1	
Family & Kids	2	

CONTRIBUTION TO DRAMA STREAMS



LOCAL SHOWS MAKE RESISTANCE THANKS TO KIDS CONTENT

14% of total streams is dominated by local productions, a pretty regular and average share. Only four shows are making the cut for this month. Among them, the unstoppable "Grizzy and the Lemmings", "Les Sisters", "Zig & Sharko" and "HPI Haut Potentiel Intellectuel" shine. It's worth noting that, except for the latter, all of these are Kids' content. Could France survive without it? And is there a way to diversify the top French streaming content?

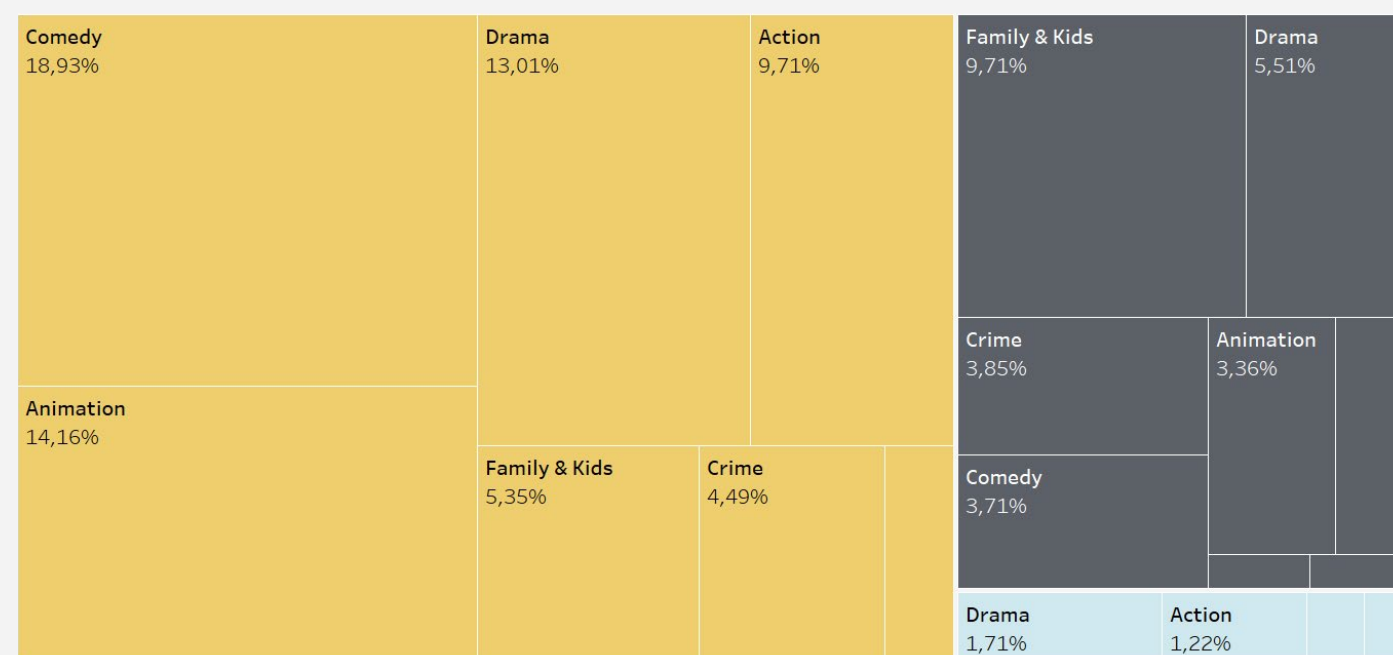
ASIAN ALMOST TAKES THE SAME SHARE AS EUROPEAN PRODUCTION

Europe, boasting a share of 14.7%, surprises since February 2022, not continuously but as a constant trend, American and Canadian series have gradually been taking up a larger share. This month, their share reached an impressive 60%. In contrast, European productions, including those from the UK, account for a mere 15% of the total streams, highlighting a significant shift. Interestingly enough, Asian productions claim nearly the same share as European ones, standing at 13.77%.

FRANCE 100 SHOWS | SVOD PLATFORMS

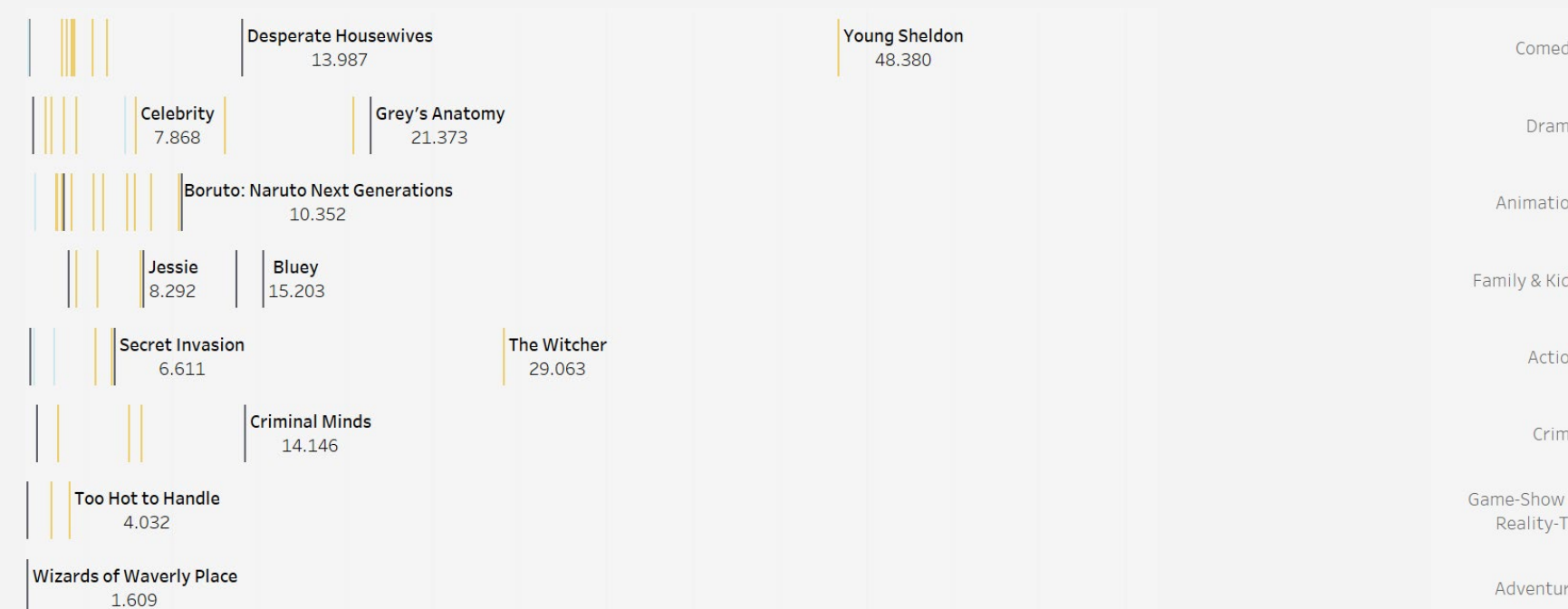
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



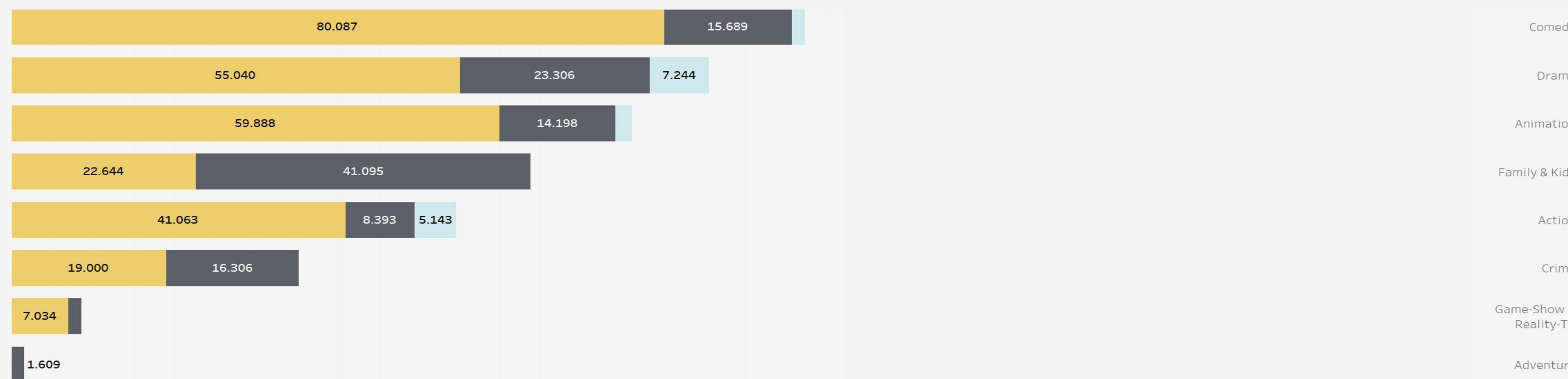
DISNEY+ SURGES AND AMAZON SHINES IN DRAMA

This month, Disney+ takes a leap forward, gaining more than 8 percentage points compared to the previous month, thanks to its performance. Meanwhile, Amazon maintains a meagre 3.8% share in the French series market, while it's Netflix that loses the points Disney+ gained.

Unsurprisingly, Disney+ captures more streams from the Family & Kids section, accounting for 41M views, while also performing exceptionally well in the Animation genre with 23.3M views.

Amazon stands out this month in the Drama genre, courtesy of "The Summer I Turned Pretty," a coming-of-age romantic drama that proves to be one of Amazon's most successful Young Adult (YA) content offerings in the show market.

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

HOT CONTENT IN FRANCE

LOLA RODRÍGUEZ
DATA SPECIALIST



NETFLIX'S GROUNDBREAKING AGREEMENT WITH FRENCH AUDIOVISUAL SECTOR

Without a doubt, France is, according to our data, the biggest European market (apart from the UK) in the movie landscape. But it's definitely an opposite typology that works in the giant streamers than what represents the Galic country in the red carpets and theatrical windows. "The Take-down," "AKA," "8 Humanity Street," "No Limit," "Sans Répit," "Athena," or "Lost Bullet 2" — all these titles have undoubtedly left their mark in our reports and in the streaming era in general.

It comes as no surprise that in a significant development, France's leading audiovisual creator and producer organisations have joined forces with Netflix, forging an agreement that sets the stage for Netflix's commitments within the French audiovisual industry. This historic agreement unites various influential French guilds and associations, including USPA (representing AV content producers), SPI (independent production companies), AnimFrance (animation production firms), SATEV (audiovisual news agencies), SED-PA (AV distribution companies), SACD (drama authors), and SCAM (multimedia authors), presenting a collective front for the French audiovisual sector.

Netflix's dedication to the French audiovisual industry takes a significant step forward through this partnership. It reaffirms Netflix's commitment to nurturing French original content, documentaries, and animation. It effectively addresses industry concerns regarding previous inadequacies, injecting an estimated additional €10 million annually into these categories. This collaborative venture, backed by major un-

ions and author societies, mirrors Amazon Prime Video's commitment made in 2022.

Under this agreement, Amazon Prime Video pledged to invest a substantial 85% of its financing into local French production. Furthermore, Prime Video committed to diversifying its content portfolio, allocating a minimum of 13% of its total spending to documentaries, animation, and live performances—a significant increase from its prior 6%.

“ **Amazon also promised to increase its audiovisual investment to 70% in independent production. Additionally, the agreement underscored Prime Video's dedication to promoting diversity, combating discrimination, and enhancing eco-conscious production practices.** ”



“ **Central to the Netflix agreement are its financial commitments. Netflix's obligations to finance French content will surge to an impressive 85%, signalling a substantial increase** ”

The agreement will be integrated into Netflix's existing convention with ARCOM and will remain effective until December 31, 2026. The terms of the new agreement are stringent, with Netflix's audiovisual obligations comprising 16% of its net revenues in France, plus an additional 4% for cinema, all of which must be fully spent on the creation of enduring works such as animation, drama, documentary, live shows, and music videos. This marks a shift from the previous convention with Arcom, which had set the rate at 95% instead of 100%. The agreement further bolsters Netflix's investment in French-speaking productions, increasing its commitment from 75% to 85% for the first year and from 66% to 68% for the second year.

So, what about Disney+? Notably, Disney's platform is the sole major streaming service in France that has yet to sign this agreement, leaving Netflix and Amazon Prime Video at the forefront of fostering the growth and sustainability of the French audiovisual industry. The crucial point is that, at least for now, as Netflix and Prime Video continue to invest in the French audiovisual landscape, the future appears promising for both creators and viewers in France.

UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

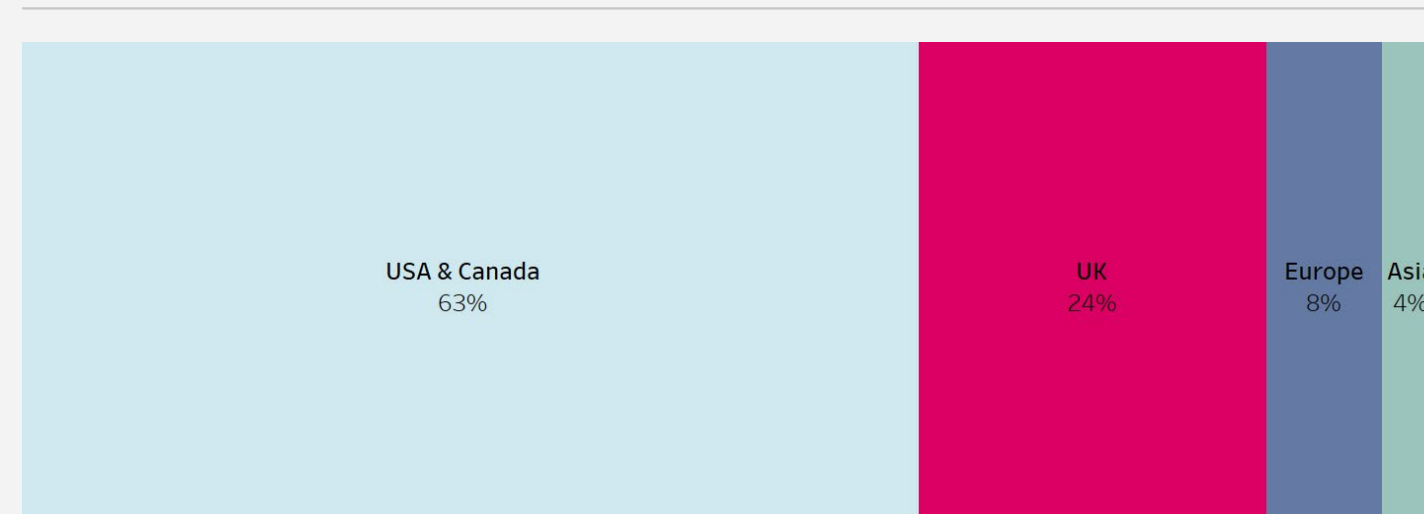
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 The Outlaws	Netflix	Action	3.824
2 Matilda	Netflix	Family & Kids	2.981
3 Bird Box: Barcelona	Netflix	Horror & Fantasy	2.227
4 Wham!	Netflix	Documentary	1.979
5 The Take	Netflix	Action	1.876
6 10x10	Netflix	Drama	1.682
7 Extraction 2	Netflix	Action	1.623
8 Spider-Man: Into the Spid..	Netflix	Animation	1.562
9 Venom: Let There Be Carn..	Netflix	Action	1.484
10 Venom	Netflix	Action	1.452
11 Nimona	Netflix	Animation	1.437
12 Tokyo Crime Squad: The L..	Netflix	Documentary	1.390
13 Paw Patrol: The Movie	Netflix	Animation	1.306
14 They Cloned Tyrone	Netflix	Comedy	1.277
15 Run Rabbit Run	Netflix	Horror & Fantasy	1.259
16 The Deepest Breath	Netflix	Documentary	1.210
17 Sing	Netflix	Family & Kids	1.037
18 Harry Potter and the Sorc..	Netflix	Family & Kids	1.036
19 Unknown: The Lost Pyram..	Netflix	Documentary	973
20 The Commuter	Netflix	Action	913
21 Snafu	Netflix	Action	890
22 Mamma Mia! Here We Go ..	Netflix	Comedy	848
23 Harry Potter and the Pris..	Netflix	Family & Kids	826
24 Dragged Across Concrete	Netflix	Action	823
25 First Daughter	Netflix	Comedy	823
26 Johnny English Strikes Ag..	Netflix	Action	814
27 How to Train Your Dragon..	Netflix	Animation	793
28 Harry Potter and the Cha..	Netflix	Family & Kids	777
29 Take Care of Maya	Netflix	Documentary	772
30 Ladybug and Cat Noir: Aw..	Netflix	Animation	756
31 Unknown: Cave of Bones	Netflix	Documentary	754
32 The Last Letter from Your ..	Netflix	Drama	730
33 The Interrogation of Tony ..	Netflix	Documentary	716
34 Harry Potter and the Deat..	Netflix	Family & Kids	697
35 Pattie et la colère de Posé..	Netflix	Animation	694
36 Harry Potter and the Half..	Netflix	Family & Kids	684
37 Unspeakable	Netflix	Drama	673
38 Profile	Netflix	Thriller	671
39 Robots	Amazon	Comedy	642
40 Dune	Amazon	Action	639
41 Harry Potter and the Orde..	Netflix	Family & Kids	620
42 Bird Box	Netflix	Horror & Fantasy	610

SHOWING 41/ 100 – [See complete chart here](#)

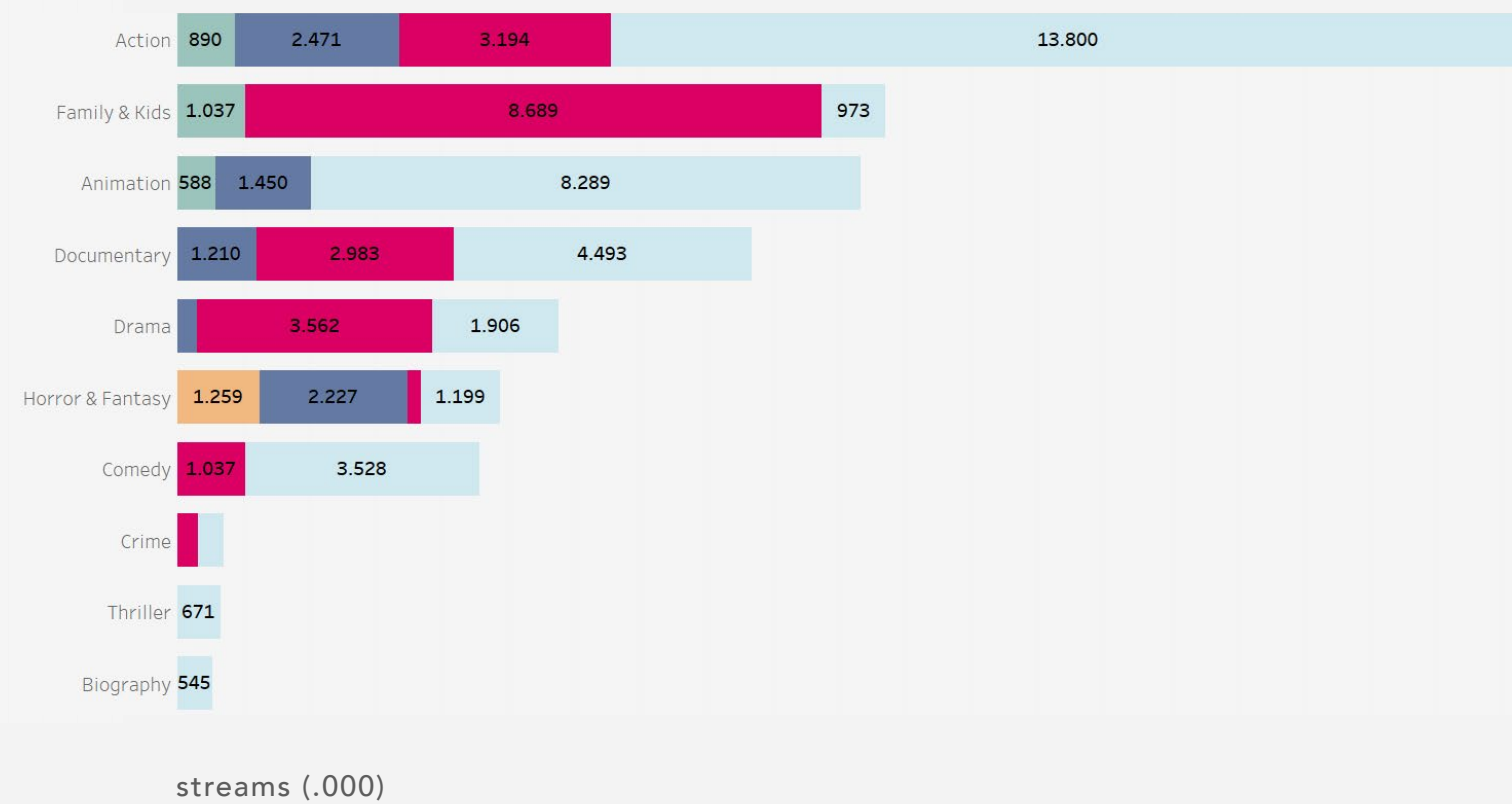
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



ACTION AND FAMILY-FRIENDLY CONTENT MASSIVELY DROPPED THE QUOTA

Action made it to #1 after falling 5 points compared to the last report and scored 20M streams, primarily boosted by “The Out-laws”, “The Take”, “Extraction 2”, “Venom: Let There Be Carnage”, “Venom” within Top 10 and above the 1.4M streams minimum bar. British Action movies were in demand this month and tracked 3.2M, including national wonders such as “Johnny English”. Family & Kids genre topped local records with 8.6M streams, boosted by Netflix Original’s new musical take on Roald Dahl’s classic “Matilda” and all Harry Potter collections. For weeks, the British audience has been under the spell of Potter’s magic, propelling the beloved hero to the Top 52.

USA RATE HAS GAINED 12 POINTS SINCE LAST MONTH

It’s no secret that American content dominates some of the most popular genres in the streaming world. Action, with 13.8M streams, and Comedy, with 3.5M streams, are just some examples. In addition, genres such as Animation, with 8.2M streams and Documentaries, with 4.5M streams, are also in high demand this month. Animation’s top spot is held by “Spider-Man: Into the Spider-Verse” with 1.5 million streams, closely followed by “Nimona”, with most of the top options coming from Disney+ catalogues.

PRODUCTION COUNTRIES:



UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

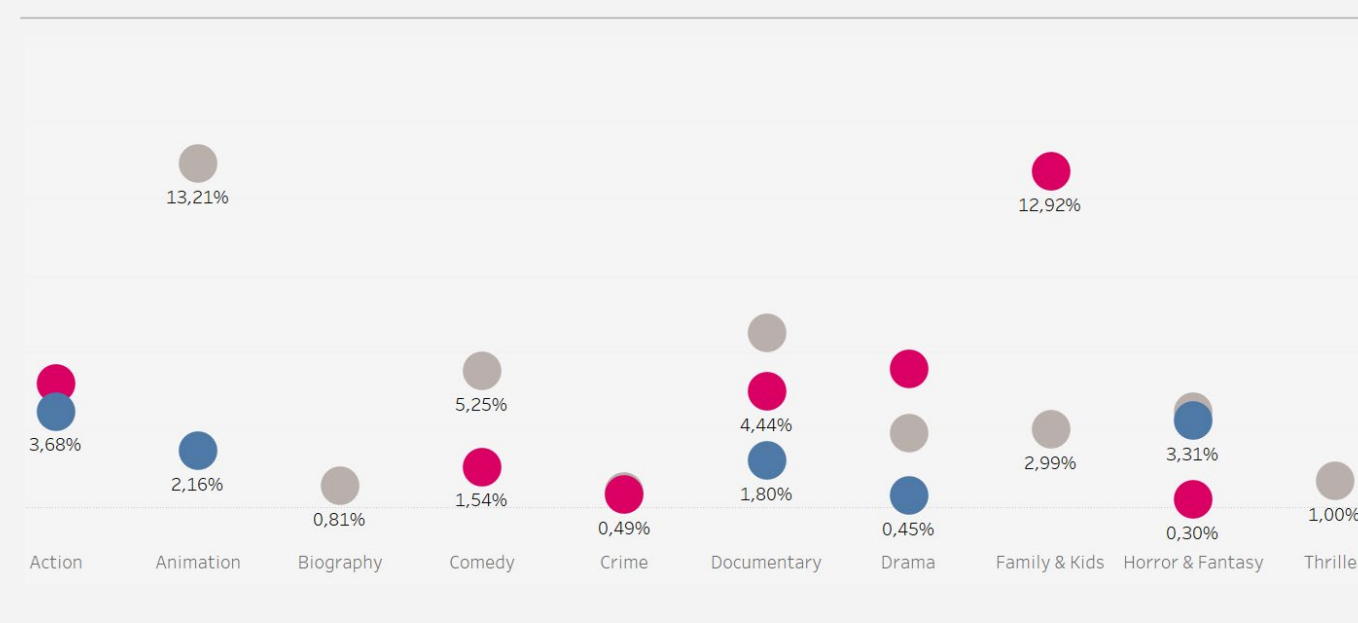
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS	
1 Matilda	Netflix	UK	2	Family & Kids	2,981
2 Bird Box: Barcelona	Netflix	ES	3	Horror & Fantasy	2,227
3 Wham!	Netflix	UK	4	Documentary	1,979
4 The Take	Netflix	UK	5	Action	1,876
5 10x10	Netflix	UK	6	Drama	1,682
6 Extraction 2	Netflix	CZ	7	Action	1,623
7 The Deepest Breath	Netflix	IE	16	Documentary	1,210
8 Harry Potter and the Sorc..	Netflix	UK	18	Family & Kids	1,036
9 Mamma Mia! Here We Go ..	Netflix	UK	22	Comedy	848
10 Harry Potter and the Pris..	Netflix	UK	23	Family & Kids	826
11 Johnny English Strikes Ag..	Netflix	UK	26	Action	814
12 Harry Potter and the Cha..	Netflix	UK	28	Family & Kids	777
13 Ladybug and Cat Noir: Aw..	Netflix	FR	30	Animation	756
14 The Last Letter from Your ..	Netflix	UK	32	Drama	730
15 The Interrogation of Tony ..	Netflix	UK	33	Documentary	716

SHOWING 15 / 32 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

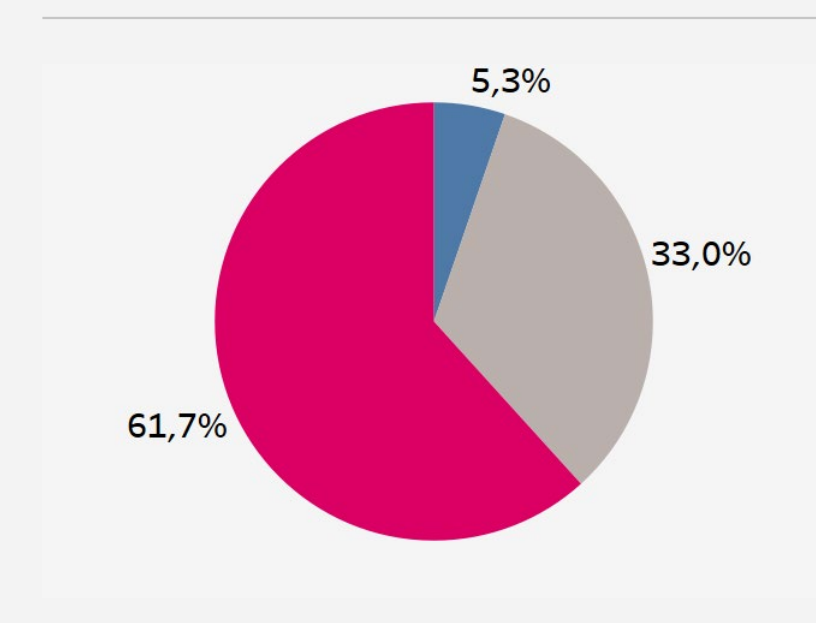


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	3	3
Animation	2	
Comedy		2
Crime		1
Documentary	1	3
Drama	1	5
Family & Kids		9
Horror & Fan..	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



LOCAL RATE PLUMPED 8 POINTS

British-produced content dominated in genres such as Family-friendly, Drama, Documentary, Crime, and Action, outperforming European films. In the Drama category, local British productions constituted a significant 61% of the genre share—a notable achievement compared to films from other countries. The film “10x10” led the way with an impressive 1.7M streams. Additionally, alongside the beloved Harry Potter series, another franchise emerged triumphant: “Mamma Mia! Here We Go Again” garnered 848K streams. Furthermore, content tailored for families and children comprised 13% of the top 100 most-streamed titles. Nostalgia rhymes with the UK.

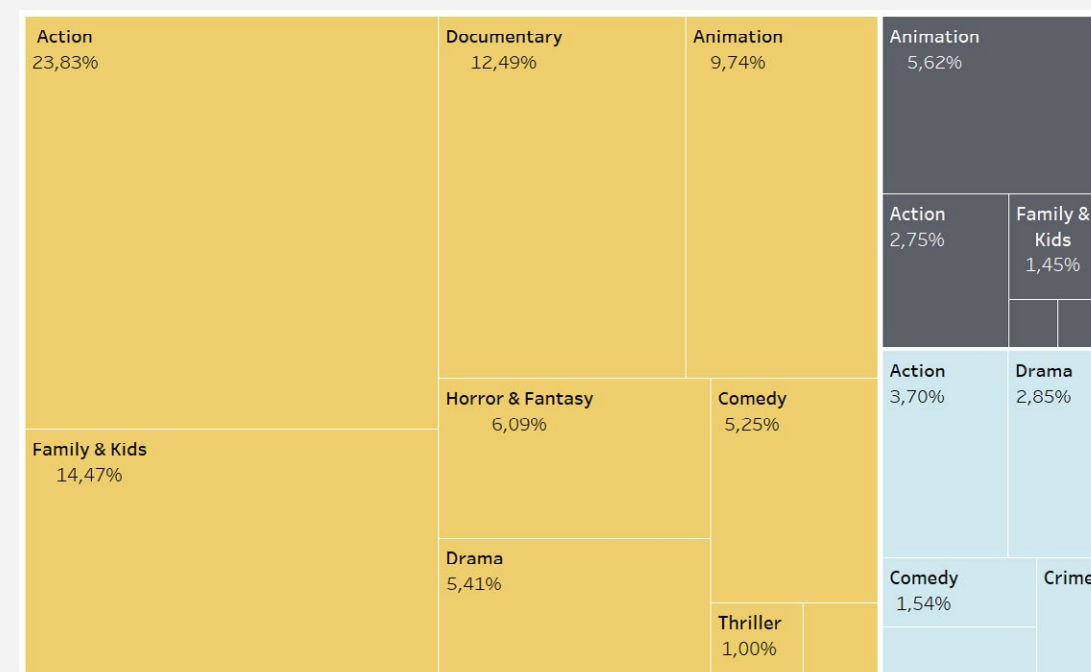
EUROPEAN ANIMATION'S STRONG SUIT

European Animation content seems relatively robust, constituting 2.16% of the total streams with approximately 1.45M views. However, the most-streamed European movie genre is Action, with approximately 2.47M streams, constituting 3.68% of the total streams. This is closely followed by Horror & Fantasy, with 2.23M streams, making up 3.31% of the total. Contrary to Drama, which needs a boost, it only accounts for 0.45% of total streams with around 303K views, which is especially low compared to Drama content from both the UK (5.30%) and others (2.84%).

UK 100 MOVIES | SVOD PLATFORMS

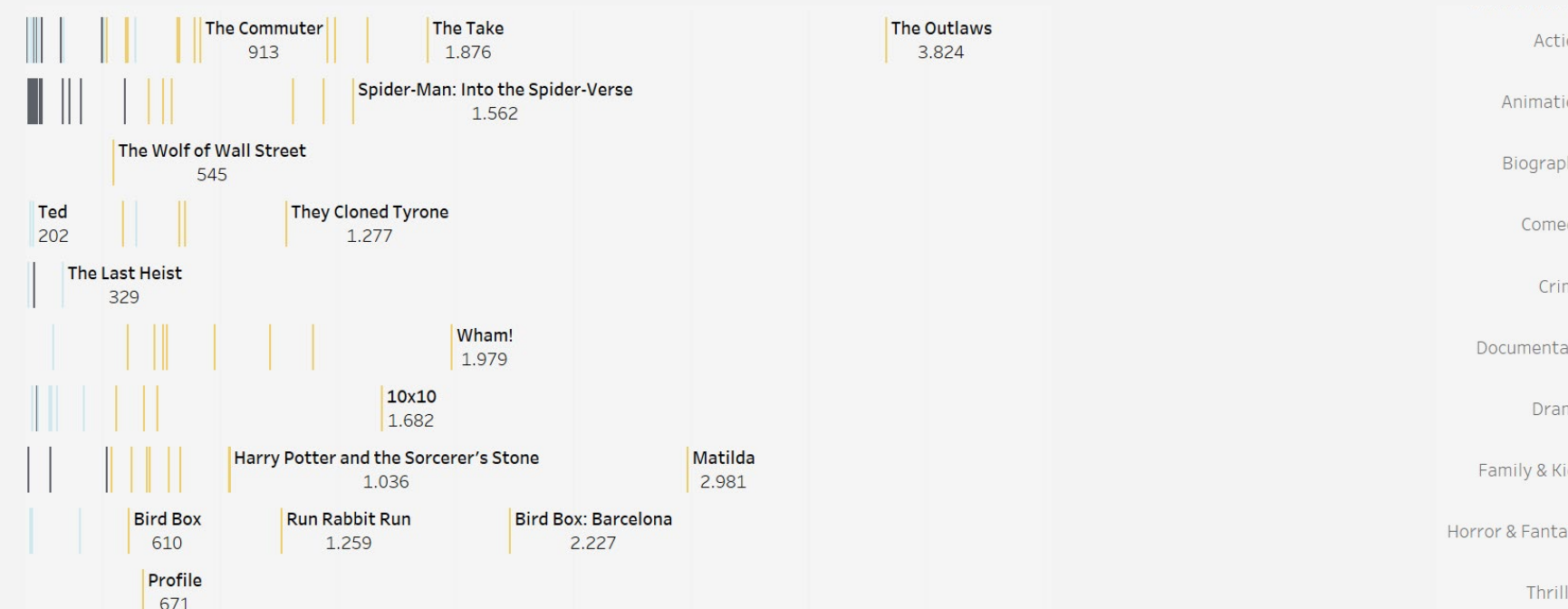
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



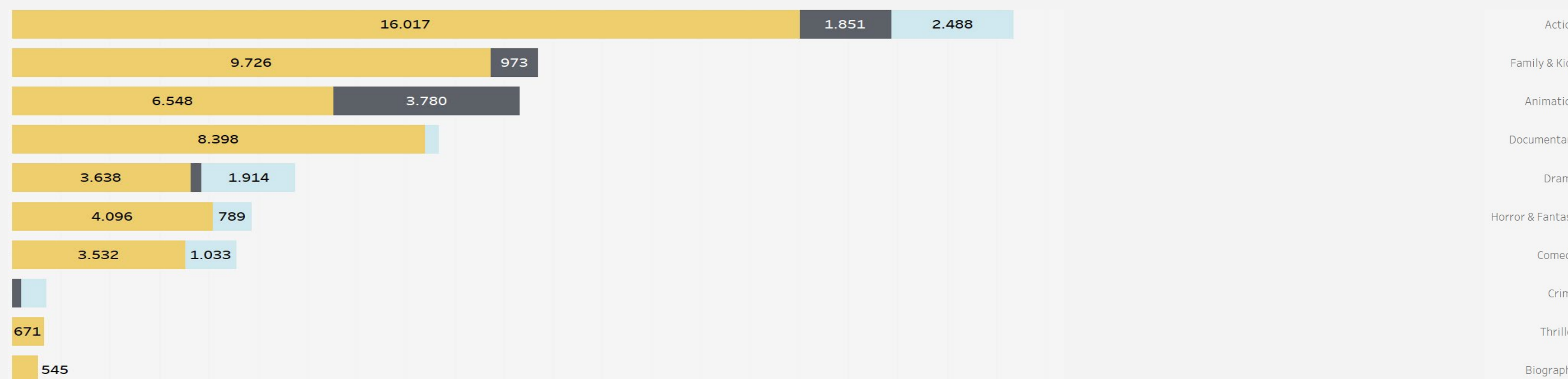
NETFLIX IS THE DOMINANT PLATFORM WITH 75%

Netflix is a clear front-runner in most genres, boasting the highest number of streams across most categories and ruling the most preferred genres such as Action, Family & Kids, Animation and Documentary. The 8 leading Action movies were streamed on Netflix: "The Out-laws", "The Take", "Extraction 2" and Venom flicks, among others.

DISNEY+ FAMILY ORIENTED

As per the report, the giant has been focusing on family-oriented content, which is reflected in their high streams in the Animation category with 3.7M streams and the Family and Kids pack with 973K streams. Amazon Prime seems to offer a well-rounded selection, but they don't dominate in any specific category. However, they are still competitive, especially in genres like Drama and Action. If second place platforms are looking to grow, they might consider focusing on genres where Netflix is weak.

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

UK 100 SHOWS | OVERVIEW

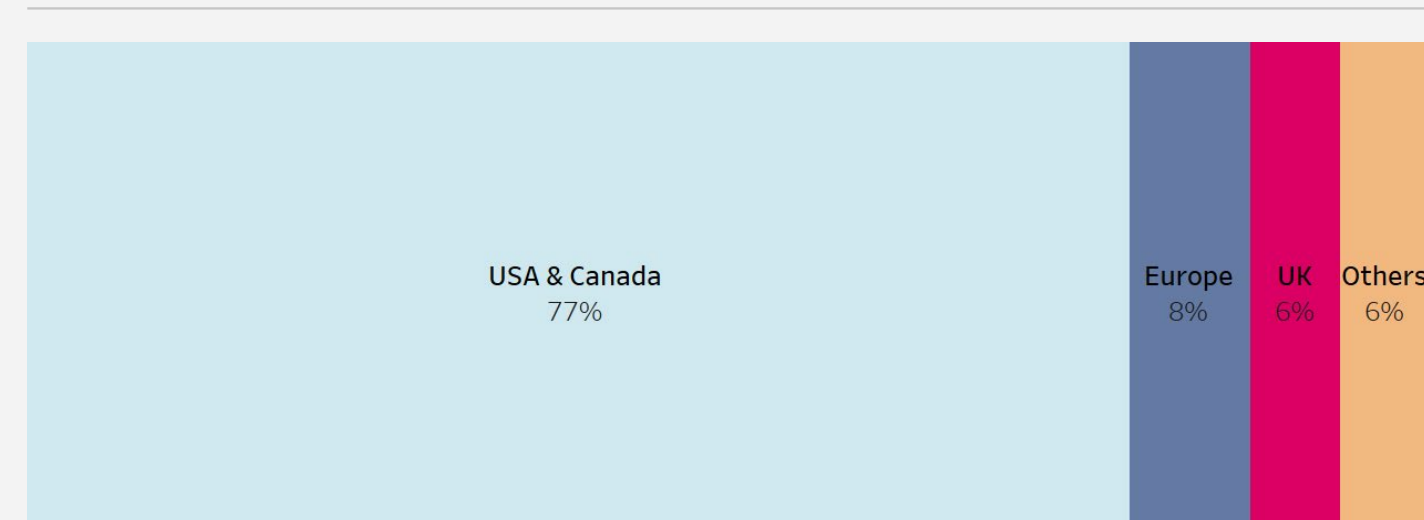
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	52.830
2	Bluey	Disney+	Family & Kids	43.267
3	Friends	Netflix	Comedy	37.803
4	Family Guy	Disney+	Animation	36.359
5	Young Sheldon	Netflix	Comedy	31.581
6	The Witcher	Netflix	Action	27.290
7	Grey's Anatomy	Disney+	Drama	21.290
8	Manifest	Netflix	Drama	19.777
9	The Lincoln Lawyer	Netflix	Crime	14.607
10	Secret Invasion	Disney+	Action	13.188
11	Brooklyn Nine-Nine	Netflix	Comedy	12.776
12	The Vampire Diaries	Netflix	Action	10.589
13	The Bear	Disney+	Comedy	9.513
14	Is It Cake?	Netflix	Game-Show & Reality-TV	8.794
15	Tom Clancy's Jack Ryan	Amazon	Action	8.257
16	The Kardashians	Disney+	Game-Show & Reality-TV	7.578
17	9-1-1	Disney+	Action	7.543
18	Sweet Magnolias	Netflix	Drama	7.416
19	Modern Family	Disney+	Comedy	7.257
20	Gossip Girl	Netflix	Drama	7.040
21	Les Schtroumpfs	Netflix	Animation	7.026
22	Rick and Morty	Netflix	Animation	6.570
23	Black Mirror	Netflix	Drama	6.367
24	American Housewife	Disney+	Comedy	6.017
25	Too Hot to Handle	Netflix	Game-Show & Reality-TV	5.557
26	Survival of the Thickest	Netflix	Comedy	5.294
27	Miraculous: Tales of Lady..	Disney+	Animation	5.250
28	The Summer I Turned Pret..	Amazon	Drama	5.049
29	Titans	Netflix	Action	4.853
30	Good Omens	Amazon	Action	4.576
31	Sonic Boom	Netflix	Animation	4.381
32	The Simpsons	Disney+	Animation	4.305
33	Glamorous	Netflix	Comedy	4.270
34	PAW Patrol	Netflix	Animation	4.178
35	Fatal Seduction	Netflix	Crime	3.770
36	Grizzy and the Lemmings	Netflix	Animation	3.548
37	The Surrogacy	Netflix	Drama	3.535
38	The Bureau of Magical Thi..	Netflix	Family & Kids	3.447
39	Phineas and Ferb	Disney+	Animation	3.109
40	Spidey and His Amazing F..	Disney+	Animation	2.719
41	NCIS	Disney+	Action	2.428
42	Big City Greens	Disney+	Animation	2.311

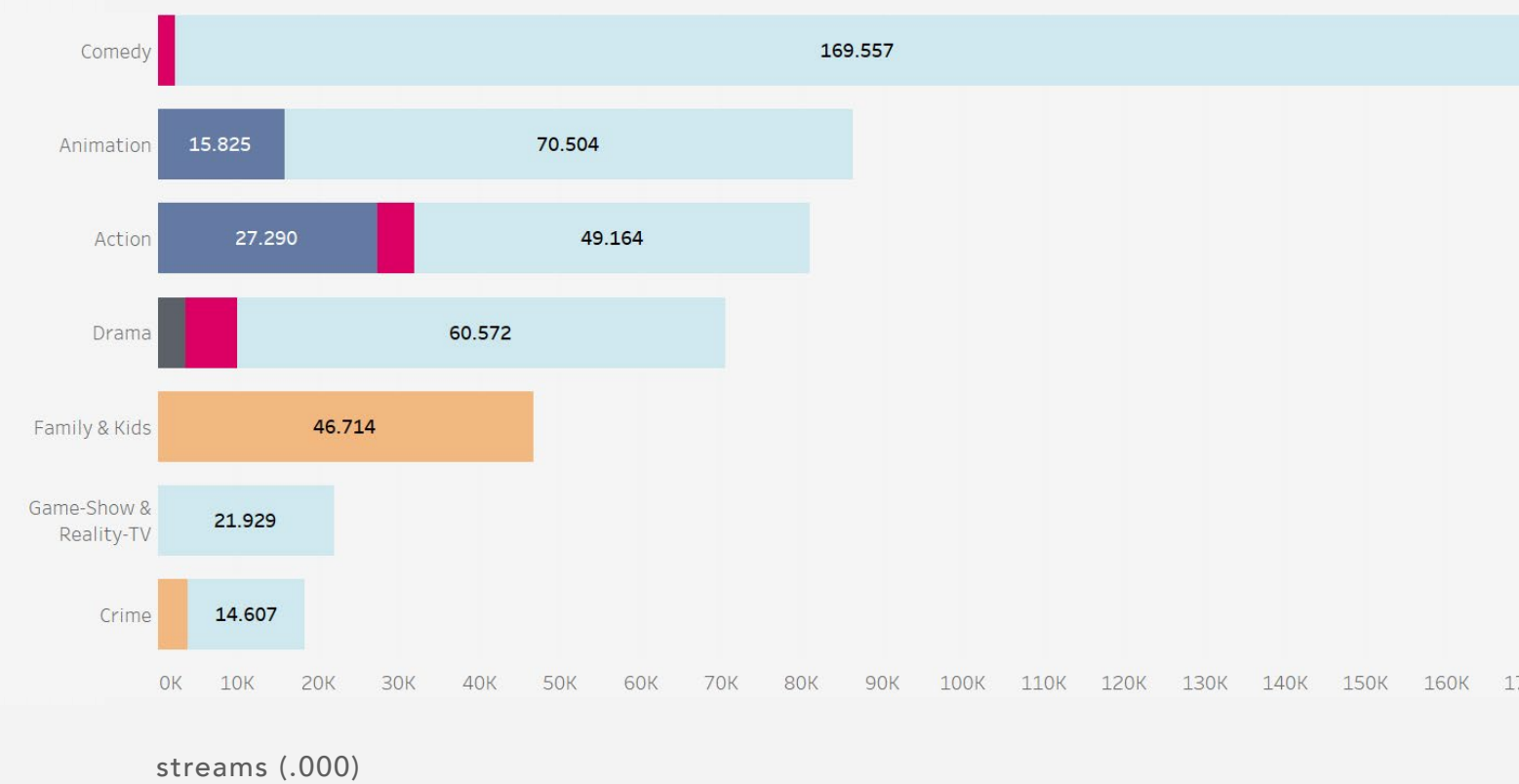
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



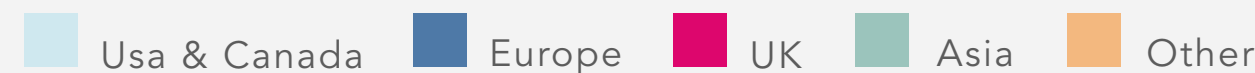
GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



SHOWING 41/ 48 – [See complete chart here](#)

PRODUCTION COUNTRIES:



SUMMER STREAMING: COMEDY RULES THE UK SHOW MARKET

Just like the other two main markets, the UK show market has grown since last month, signalling the official arrival of summer. Summer often brings a break from school for students and a more relaxed schedule for adults, which results in a free time that allows for binge-watching and catching up on favourite shows. What surprises will this summer bring to the streaming war?

In this market, there's not so much room for novelty competition. There's one thing and only one thing that English viewers love to find on their favourite streaming platforms: laughs, and often classic laughs. With a dominant 35.5%, Comedy once again claims the top spot, thanks to hits like "The Big Bang Theory". "Friends", "Young Sheldon", "Brooklyn Nine-Nine" and all the classics. Unsurprisingly, only one non-English-speaking content manages to sneak into the Top #10, and that's Polish "The Witcher".

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

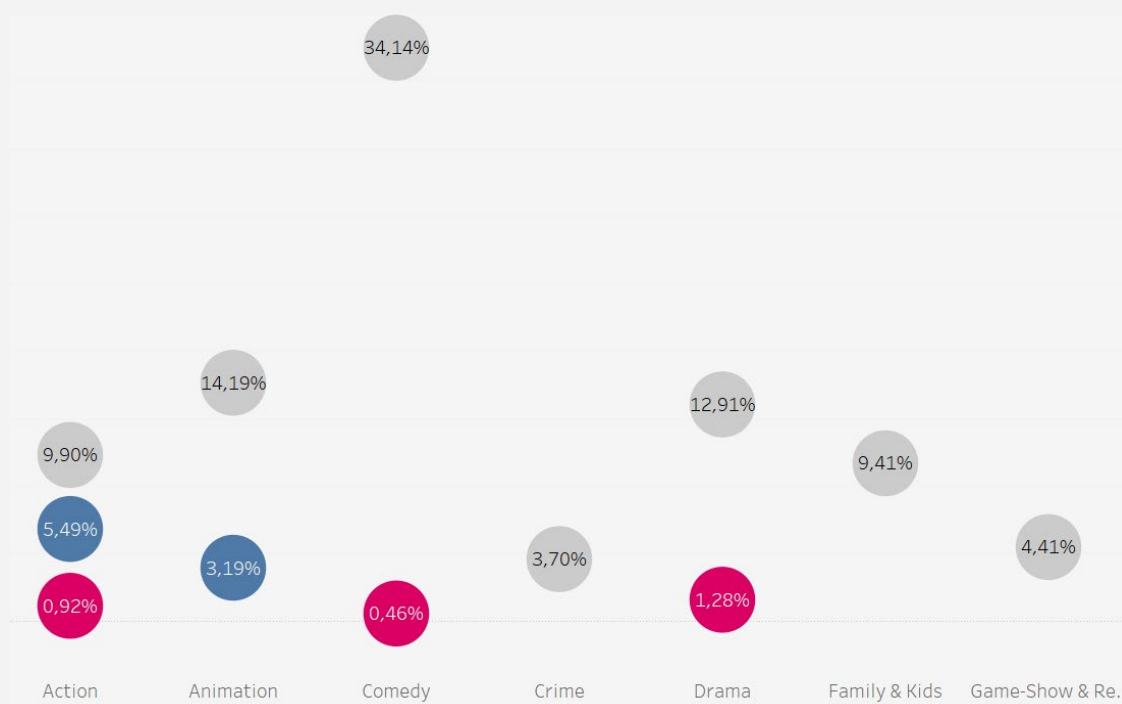
NETFLIX - AMAZON

MOVIES	SEASON	PLATFORM	POSITION	GENRE	STREAMS
1 The Witcher	3	Netflix	PO	Action	19,281
	2	Netflix	PO	Action	4,093
	1	Netflix	PO	Action	3,916
2 Les Schtroumpfs	1	Netflix	BE	Animation	7,026
3 Black Mirror	6	Netflix	UK	Drama	6,367
4 Miraculous: Tales of Ladybug & Cat Noir	5	Disney+	FR	Animation	2,355
	4	Disney+	FR	Animation	2,895
5 Good Omens	2	Amazon	UK	Action	4,576
6 Grizzy and the Lemmings	1	Netflix	FR	Animation	3,548

SHOWING 6 / 7 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

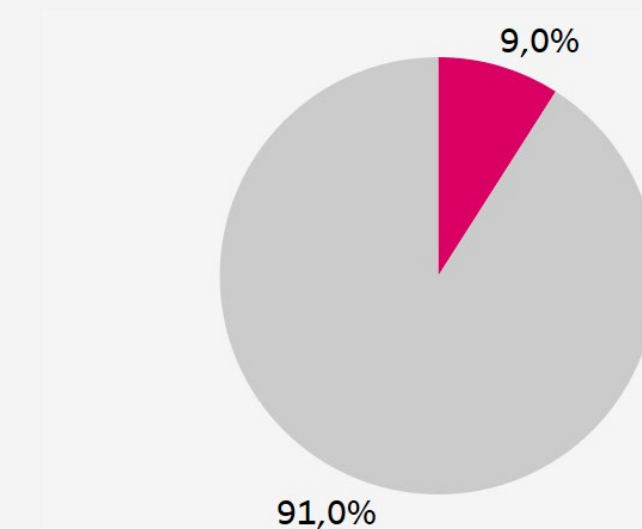


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	1	1
Animation	3	
Comedy		1
Drama		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



UK FACES ITS WORST PERFORMANCE

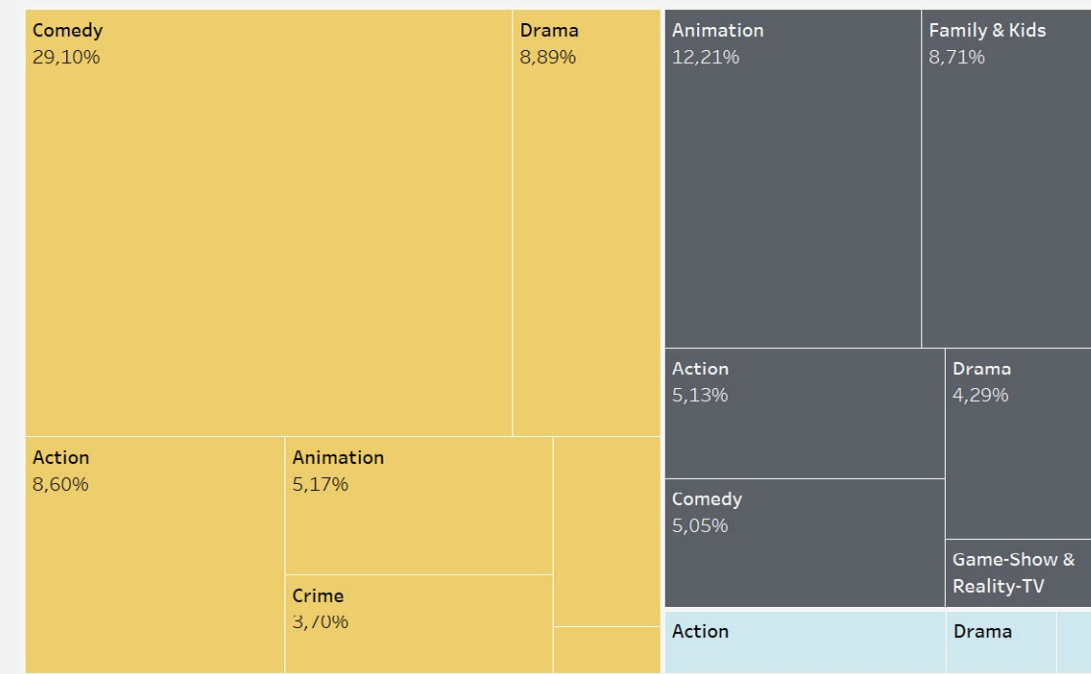
With less than 3% and only three titles in the Top #100, UK shows have hit their lowest share ever, not only in their local market but also across all markets.

Interestingly, the second most popular production zone category is the "Others" category, accounting for 10.1% of the share, followed by Europe with 8.7%. Among the notable titles are "The Witcher", "Les Schtroumpfs", "Miraculous: Tales of Ladybug & Cat Noir" and "Grizzy and the Lemmings." It's worth noting that all of these are Kid's content, except for the Polish show "The Witcher". Is the UK losing competitive muscle given that more and more European territories are boosted by hybrid models that include sustainable public funding and streaming opportunities?

UK 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

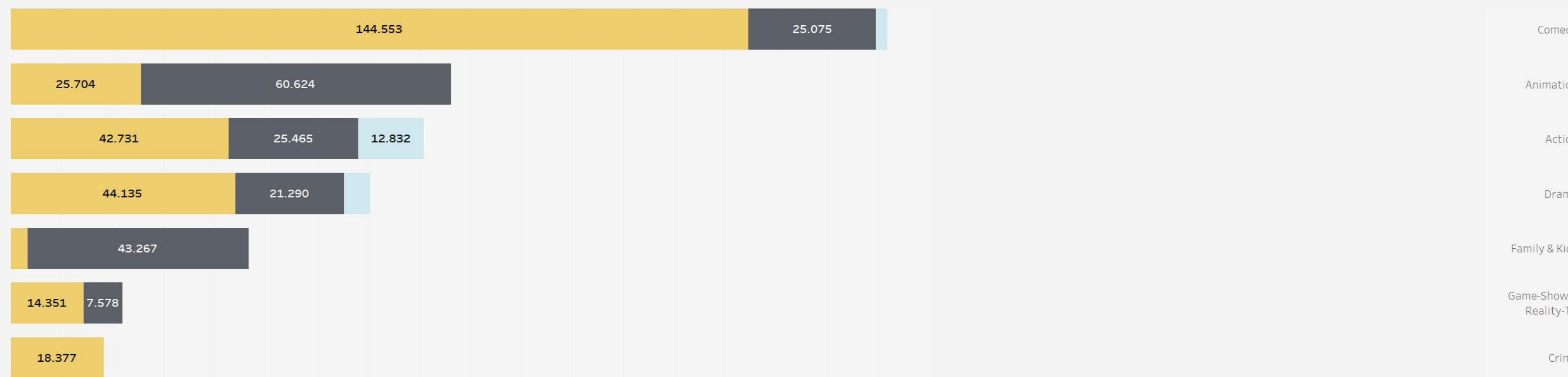


NETFLIX SHARE HITS RECORD LOW AND DISNEY+ TAKES ADVANTAGE OF IT

Disney+ dominates with nearly 37% of the total share, causing Netflix to hold just 60%, its lowest share ever in the UK market. Disney+ shines most brightly in the Animation and Family & Kids genres, featuring shows such as "Bluey", "Family Guy" or "Miraculous: Tales of Ladybug & Cat Noir".

On the other hand, Netflix claims victory in the Comedy genre, amassing over 144M streams. In contrast, Amazon holds a mere 4% of the total share, featuring only three titles in the Top #100: "Tom Clancy's Jack Ryan", "The Summer I Turned Pretty" and "Good Omens".

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

HOT CONTENT IN UK

LUIS ACEITUNO
CONTENT MANAGER

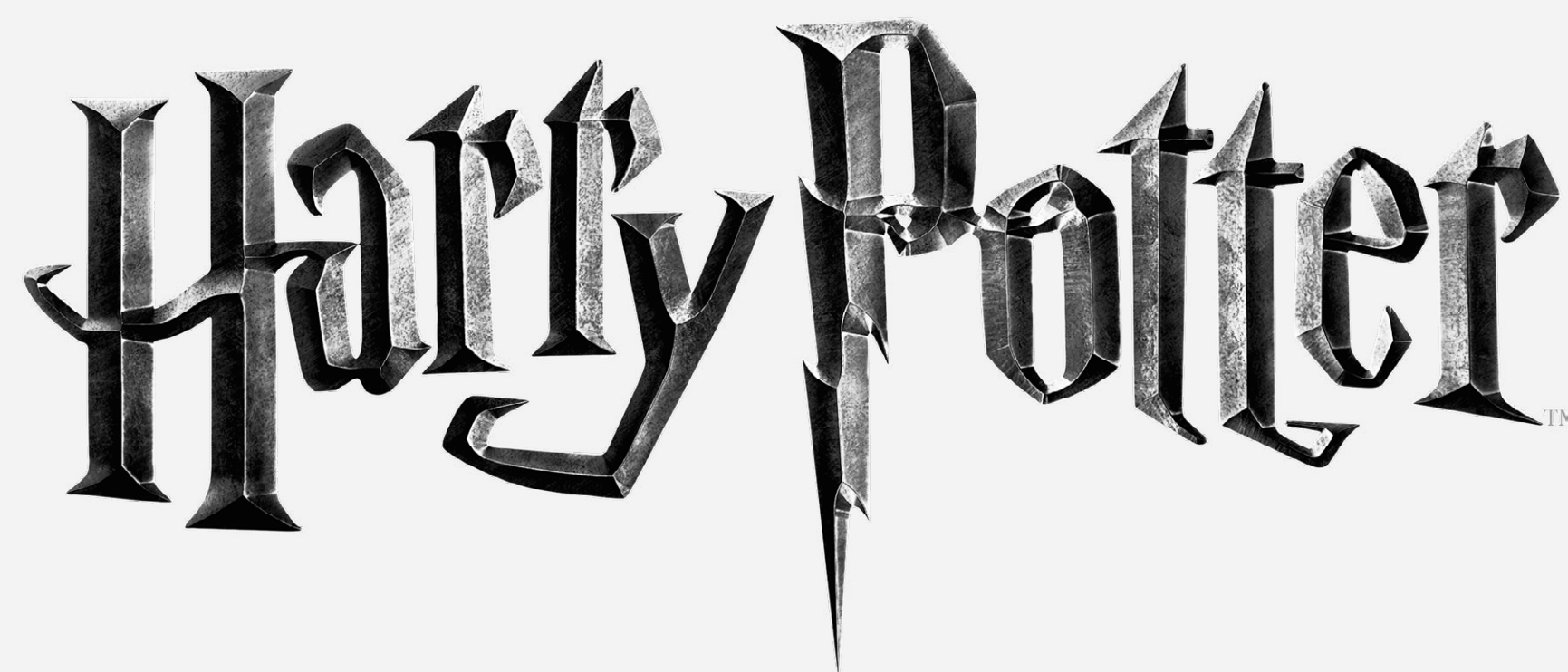


'HARRY POTTER' REBOOTS AS AN IP CONSUMPTION BOOST: LIQUID SERIALISATION IN THE STREAMING

IP, Licensing, and Serialisation. The three pillars upon which major streaming players seek to consolidate their programmatic strategies and, above all, the economic profit of their content, one that is increasingly challenging to monetize through mere subscriptions. In a trans-media world of hyperconnected content, players are exploring the iteration of narrative products, traditionally known as sagas, to foster engagement with each of their unique titles, as well as their licensed products. This is a common strategy in an attention-driven market characterised by fierce structural competition for global leadership.

In her article "Seriality and Blockbusters: It's Not Cinema. It's Marvel", published in the Volume 142 of the Spanish strand of Cahiers du cinema, Caimán Cuadernos de Cine, film theorist Violeta Kovasics argues that "if the first decade of this 21st century coincided with the so-called golden

“ Mainstream cinema, which had long been aiming to build sagas, in this new digital consumption landscape, has begun to adopt the formal model of TV series, as well as their methods of exploitation and consumption.



age of television seriality, which in some cases ("The Sopranos", "The Wire") looked after to cinema for inspiration, the second has seen the film industry responding to this success by turning its major blockbusters into a serial". Mainstream cinema, which had long been aiming to build sagas, in this new digital consumption landscape, has begun to adopt the formal model of TV series, as well as their methods of exploitation and consumption.

Remakes, sequels, spin-offs, and reissues now are different facets of the same phenomenon: an all-encompassing serialisation in which titles cease to be specific unique pieces of narrative unified by causality and formal matters (same cast, author's style)

of and become a brand itself in which loosely connected titles can fit in. This serialisation not only revolves around new products but also encourages the consumption of previously exploited content in catalogues, thereby anticipating the consumption of what is yet to come.

Following these principles, pioneer streamers are working tirelessly to build their own hit IP franchises: Netflix is investing substantial resources in "The Witcher" saga, which, after several unnoticed spin-offs, relies mainly on its original series, the future of which remains uncertain after the near departure of its flagship star, Henry Cavill. Meanwhile, Amazon Prime Video is quietly developing a less-anticipated follow-up season for its "budget record-breaking" series based on "The Lord of the Rings".

On the other hand, historical majors are capitalising on their established brands: Disney+ has built an entire content strategy around Theater-TV transmedia narrative iterations of the Marvel and Star Wars franchises. Any previously successful content can undergo this process, not just high-budget films. For example, Paramount+ has embarked on serial explorations of their own studio's past successes during Hollywood's Golden Age ("The Offer") and has quickly created an ambitious universe around a microgenre like Taylor Sheridan's neo-western (Yellowstone). But Paramount+ has even ventured into a brief 10-episode continuation of its iconic sitcom "Frasier", which can easily be seen as a modest marketing campaign in favour

of its remastered catalogue of 263 episodes of the original series – a true anti-churn medicine.

In the case of Warner Bros. Discovery, their crown jewels are “Game of Thrones” and “Harry Potter”. As can be deduced from Think Data’s May 2023 report, this July marks three months of uninterrupted consumption of the entire saga based on J.K. Rowling’s novels, catapulting it into the Top 15 most-watched films, both nationally and internationally. In total, there are more than 37.4M cumulative streams recorded in just the studied quarter.

This phenomenon, as evident from Think Data’s April and May reports on how it structurally modifies the percentages of genres consumed in the UK within a single month, is not a spontaneous occurrence. It has been sparked by two events that should not be understood but in a strategic relationship, sequentially: the announcement of a greenlight for a serialised reboot of the saga spanning 10 years in April 2023, prior to the inclusion of the entire saga in Netflix’s catalogue in the United Kingdom. [The Independent reflects how this event marks a true milestone in the UK](#), the saga’s country of origin - it’s the first time the entire saga has been included in a single catalogue.

More than 20 years after its theatrical release, Harry Potter had been domestically exploited title by title on television windows, but never as a whole on a single SVoD platform. The anticipation of a new series serves as both a hinge and a marketing campaign for the exploitation of the original films in an untapped window, carefully planned by Warner Bros. Discovery.

Kovasics also argues in her article that the era of episodic storytelling “has brought about a reevaluation of the author figure in favour of other narrative elements and figures such as the showrunner”. She uses “Mission: Impossible” as an example. Initially, the saga counted on directors such as Brian de Palma and John Woo but later transitioned to a more diluted authorship under Tom Cruise’s production. In the case of Harry Potter, it began with directors such as Christopher Columbus and Alfonso Cuarón, who strongly stamped their authorial style on the early films, but the saga concluded with four films directed by David Yates, a director with a television background who



was barely recognized as an author but formally unified the saga’s ending.

The announcement of a reboot of the Harry Potter IP as a TV show highlights a fluid conception of IP serialisation, where the formal and authorial sanctity of the original works gives way to iterations that stand essentially compartmentalised from the Originals. A phenomenon that encourages the consumption of

all works involved in the IP. It is easy to predict that consumption and distribution rights for the original films will be strategically placed on mainstream television and streaming platforms during each of the 10 years of the new series.

How can independent European cinema, rooted in an authorial conception of Film, take advantage of this trend? Part II of this article will be relieved in the next UK’s Hot Title.

“ This July marks three months of uninterrupted consumption of the entire saga based on J.K. Rowling’s novels, catapulting it into the Top 15 most-watched films, both nationally and internationally.

GERMANY 100 MOVIES | OVERVIEW

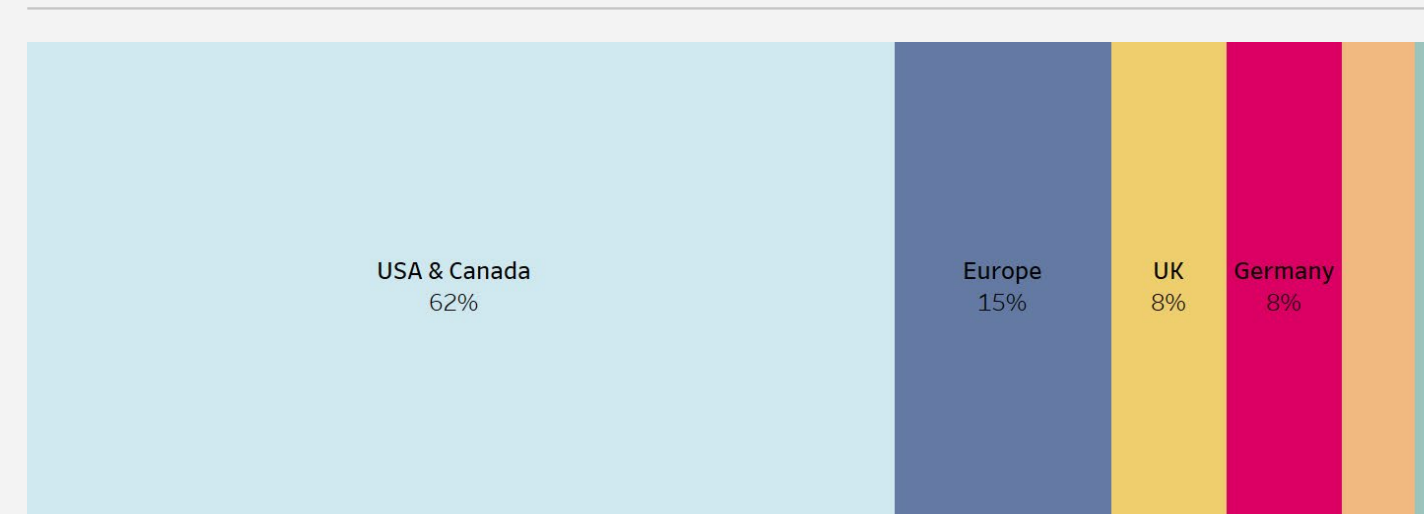
TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 The Outlaws	Netflix	Action	2.746
2 Bird Box: Barcelona	Netflix	Horror & Fantasy	2.017
3 The Covenant	Amazon	Action	1.246
4 Venom: Let There Be Carn..	Netflix	Action	1.497
5 Extraction 2	Netflix	Action	1.441
6 Run Rabbit Run	Netflix	Horror & Fantasy	1.253
7 Snafu	Netflix	Action	1.026
8 They Cloned Tyrone	Netflix	Comedy	1.007
9 The Scorpion King: Book o..	Netflix	Action	949
10 Gold Brick	Netflix	Comedy	831
11 Paradise	Netflix	Action	794
12 Don't Breathe 2	Netflix	Action	790
13 Missing	Netflix	Drama	657
14 Extraction	Netflix	Action	630
15 Bad Boys for Life	Netflix	Action	616
16 Pan Samochodzik i Templ..	Netflix	Family & Kids	599
17 Fall	Amazon	Thriller	578
18 A través del mar	Netflix	Comedy	561
19 Ask Taktikleri 2	Netflix	Comedy	541
20 Unknown: The Lost Pyram..	Netflix	Documentary	511
21 I Wanna Dance with Some..	Netflix	Biography	504
22 Make Me Believe	Netflix	Comedy	502
23 The Deepest Breath	Netflix	Documentary	498
24 What a Girl Wants	Netflix	Family & Kids	492
25 Scream	Netflix	Horror & Fantasy	486
26 The Perfect Find	Netflix	Comedy	477
27 Paw Patrol: The Movie	Netflix	Animation	477
28 Wedding Daze	Netflix	Comedy	441
29 Nimona	Netflix	Animation	429
30 Lakeview Terrace	Netflix	Crime	410
31 Culpa mía	Amazon	Drama	407
32 Unknown: Cave of Bones	Netflix	Documentary	386
33 Unknown: Cosmic Time M..	Netflix	Documentary	363
34 How About Adolf?	Amazon	Comedy	353
35 Bird Box	Netflix	Horror & Fantasy	349
36 Minions & More 2	Netflix	Animation	346
37 Elle	Netflix	Crime	326
38 Stardust	Netflix	Family & Kids	322
39 Unknown: Killer Robots	Netflix	Documentary	312
40 Stillwater - Gegen jeden V..	Amazon	Crime	312

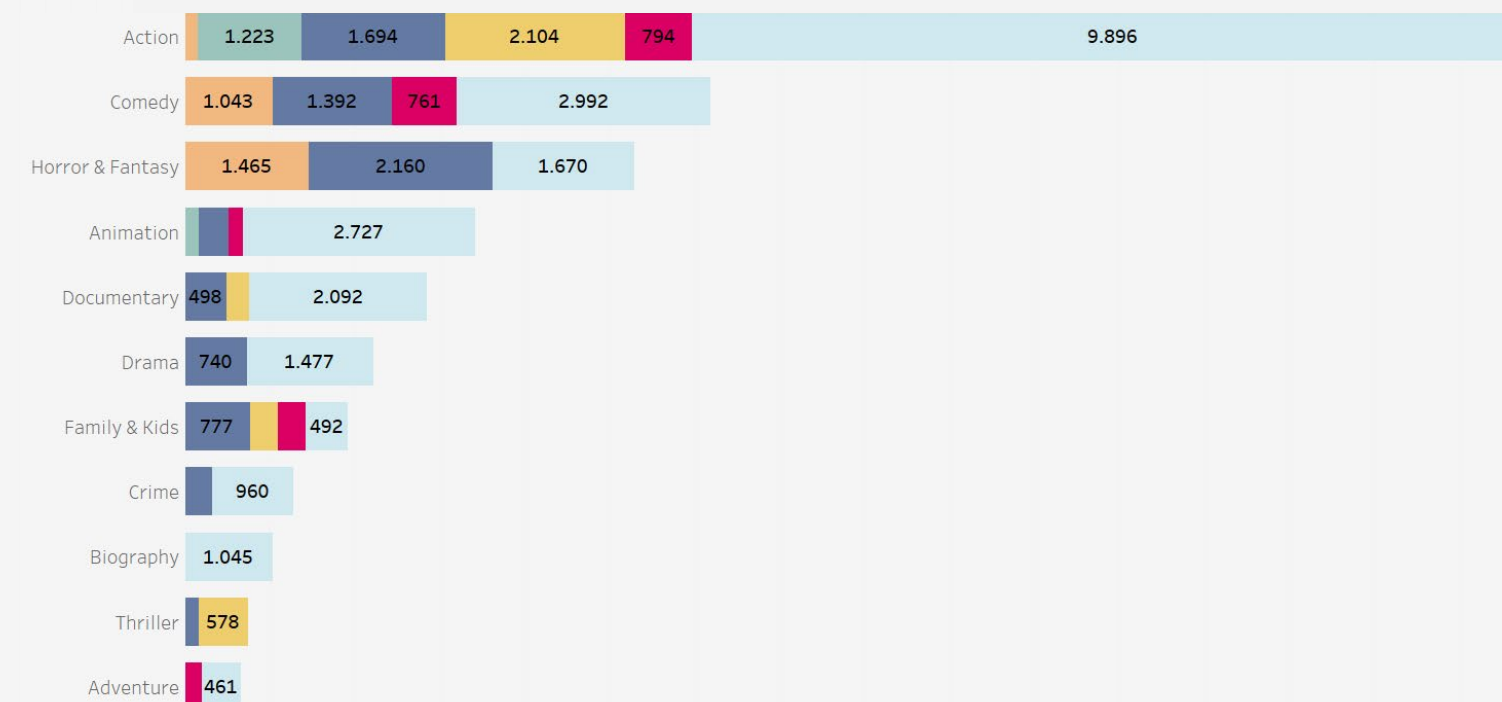
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



SHOWING 41/ 99 – [See complete chart here](#)

streams (.000)

PRODUCTION COUNTRIES:



ACTION MOVIES QUOTA SKYROCKETS TO OFF THE CHARTS

Despite presenting a slight drop of 5 points, Action, the most popular genre, garnered 38% viewing share and dominated the pack by a large gap of 23 points ahead of the next most-streamed genre, Comedy, with 15%. With an impressive cast starring Adam DeVine, Pierce Brosnan and Ellen Barkin, "The Outlaws" Action bizarre pleaser Comedy heads the heap with 2.7M streams. Directed by Tyler Spindel, formerly director for Adam Sandler's Happy Madison Production. "Guy Ritchie's The Covenant" follows US Army Sergeant and Afghan interpreter in a war zone. The heartfelt Action film was widely released in April and lands, a few weeks later in Amazon Prime Video after a domestic box office of \$16.9M.

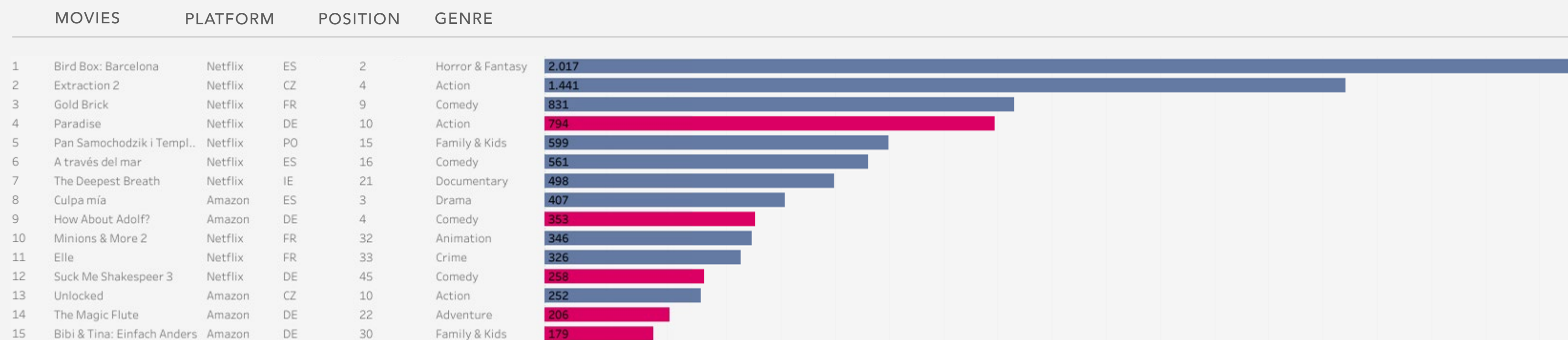
COMEDY, HORROR & FANTASY MEET AROUND 14% SHARE

"The Cloned Tyrone" is a grim yet intriguing flick that blends Sci-fi and blaxploitation and reached the 1M streams mark. French "Gold Brick" is classified into the German Top10 with less bright performance than in other markets. Most of the comedies sit under the Top26. "Bird Box" and "Run Rabbit Run" rule the Horror pack and they cause a ripple effect in other seven movies from the genre that entered the Top100.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

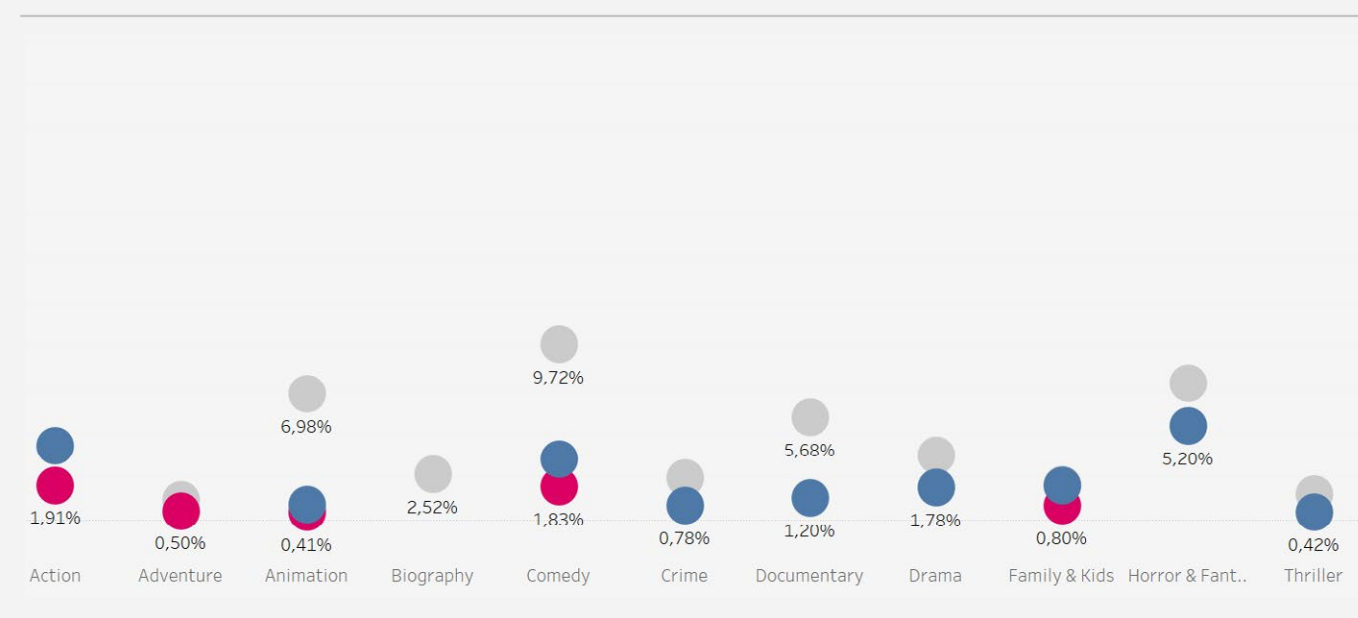
NETFLIX - AMAZON



SHOWING 15 / 23 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



PRODUCTION COUNTRIES:

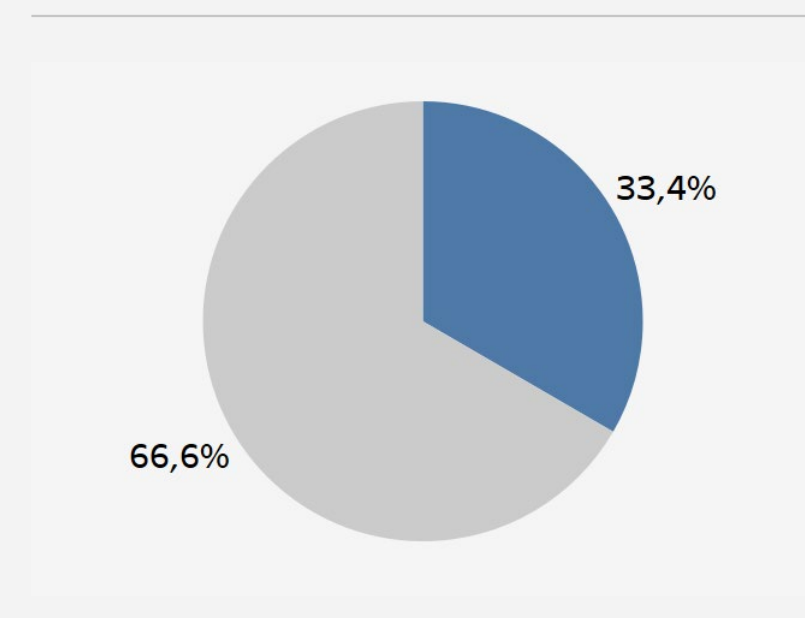
■ Europe
 ■ Germany
 ■ Others

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	GERMANY
Action	2	1
Adventure		1
Animation	1	1
Comedy	2	3
Crime	1	
Documentary	1	
Drama	3	
Family & Kids	2	2

CONTRIBUTION TO DRAMA STREAMS



LOCAL PRODUCTIONS ARE FREE FALLING SINCE MAY

German movies barely earned 5% of the share, with Sci-fi "Paradise" standing solo in the Top 33 and European Top9. Netflix's latest original explores the absolutely terrifying concept of trading your life for money. Some experts have appointed the films with one of the best Sci-fi Thrillers of recent years, no question the film has all the elements for it. 8 German movies entered the top-list pack, a drop of 3 compared to last month. "How About Adolf" and "Suck Me Shakespeer 3" are becoming regulars in every other report.

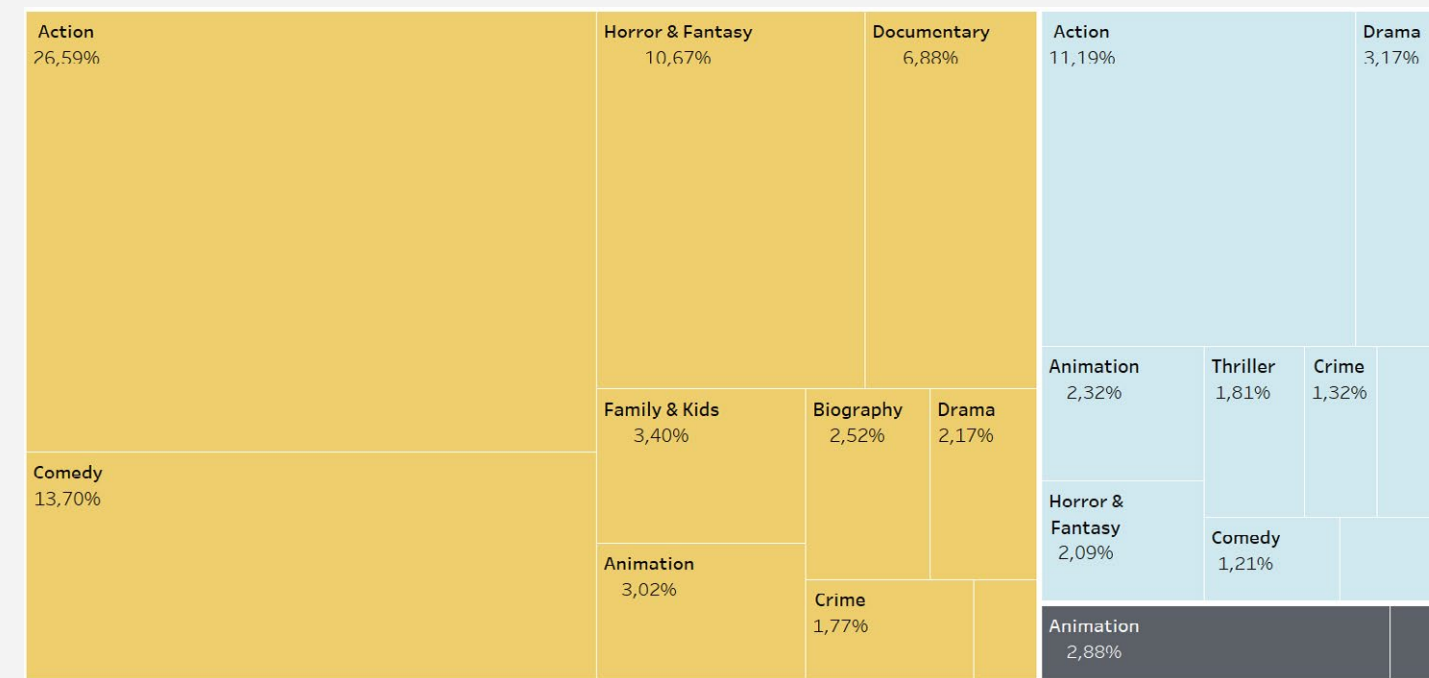
EUROPEAN PRODUCTIONS SECURE 15 TITLES AND CONSOLIDATES QUOTA

The German audience follows the general preference for this month's international hits: "Bird Box: Barcelona", "Extraction 2" and "Gold Brick" are off the charts. Spain reinforces its presence with 8% European Share in Germany, adding to the list Young Adult flicks such as "A través del Mar" and "Culpa Mía" keeping warm in the hot spot after weeks in the index.

GERMANY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

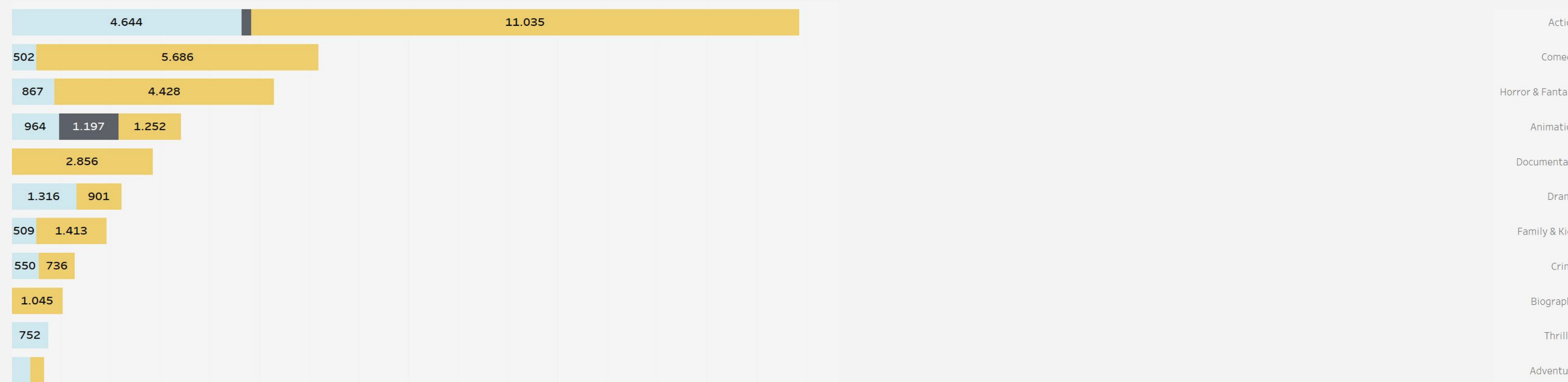
PLATFORM COMPARATIVE



AMAZON HITS THE HIGHEST QUOTA IN A MARKET

Amazon Prime Video has emerged as the top streaming platform with a 25% market share, with 10.4M streams. Amazon registered the highest rate in the German market. The most watched title on the platform is Guy Ritchie's "The Covenant" with 1.2M streams. "Culpa Mía" has also been performing well, maintaining a position above 4K streams for 8 weeks on the charts and boosting drama up to 1.3 million streams, giving Amazon Prime Video a significant advantage. Who would have thought that locally originated European titles that are relatively low budget, would have accomplished more share points for the E-commerce giant than the series of "Lord of the Rings"? That's how Glocal is important for streamers.

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

DISNEY+ KEEP A LOW INFLUENCE

Disney+ maintains a limited impact in Germany, with its lowest streaming rate at just 1.3M streams. The platform primarily contributes to the Animation genre, with only a minor presence in Action content. Netflix gained fuel with its Documentary section: 8 titles accounted for 2.8M streams. "Unknown: The Lost Pyramid" lead the pack with 5K streams. Set in the latest hotspot of Egyptian archaeology, two of the world's most famous Egyptologists seek to unearth ancient treasures. The collection of movies "Unknown" fired up the German audience as its four titles conquered the Top 100 chart.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

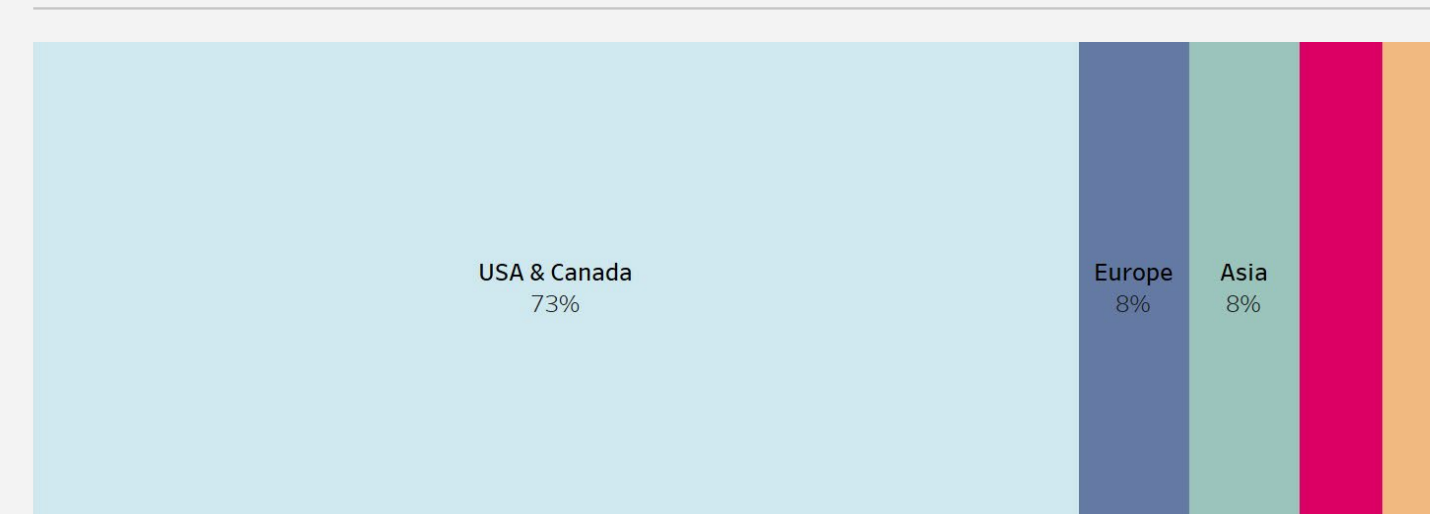
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	The Rookie	Netflix	Action	44.085
2	Modern Family	Disney+	Comedy	30.324
3	The Vampire Diaries	Netflix	Action	21.398
4	The Witcher	Netflix	Action	24.738
5	The Big Bang Theory	Netflix	Comedy	21.115
6	Grey's Anatomy	Disney+	Drama	17.831
7	Das Haus Anubis	Netflix	Family & Kids	16.769
8	Two and a Half Men	Amazon	Comedy	14.427
9	Gossip Girl	Netflix	Drama	10.406
10	PAW Patrol	Netflix	Animation	9.868
11	The Lincoln Lawyer	Netflix	Crime	9.582
12	Tom Clancy's Jack Ryan	Amazon	Action	9.045
13	The Simpsons	Disney+	Animation	6.799
14	Manifest	Netflix	Drama	6.698
15	Secret Invasion	Disney+	Action	6.454
16	The Summer I Turned Pret..	Amazon	Drama	6.367
17	Bluey	Disney+	Family & Kids	5.860
18	Sweet Magnolias	Netflix	Drama	5.183
19	Not Quite Narwhal	Netflix	Animation	5.075
20	Black Mirror	Netflix	Drama	4.762
21	Ninjago: Dragons Rising	Netflix	Animation	4.592
22	Too Hot to Handle	Netflix	Game-Show & Reality-TV	4.538
23	Stalk	Netflix	Drama	4.497
24	How I Met Your Mother	Disney+	Comedy	4.395
25	Record of Ragnarok	Netflix	Animation	4.378
26	Rick and Morty	Netflix	Animation	4.359
27	Fatal Seduction	Netflix	Crime	4.207
28	Baki Hanma	Netflix	Animation	3.779
29	Survival of the Thickest	Netflix	Comedy	3.702
30	Station 19	Disney+	Action	3.318
31	Never Have I Ever	Netflix	Comedy	3.227
32	Titans	Netflix	Action	3.218
33	The Night Agent	Netflix	Action	3.210
34	Sleeping Dog	Netflix	Crime	3.161
35	Riverdale	Netflix	Crime	2.888
36	Fubar	Netflix	Action	2.879
37	Is It Cake?	Netflix	Game-Show & Reality-TV	2.811
38	Turkish for Beginners	Netflix	Comedy	2.810
39	Celebrity	Netflix	Drama	2.724
40	Quarterback	Netflix	Documentary	2.714

SHOWING 41/ 52 – [See complete chart here](#)

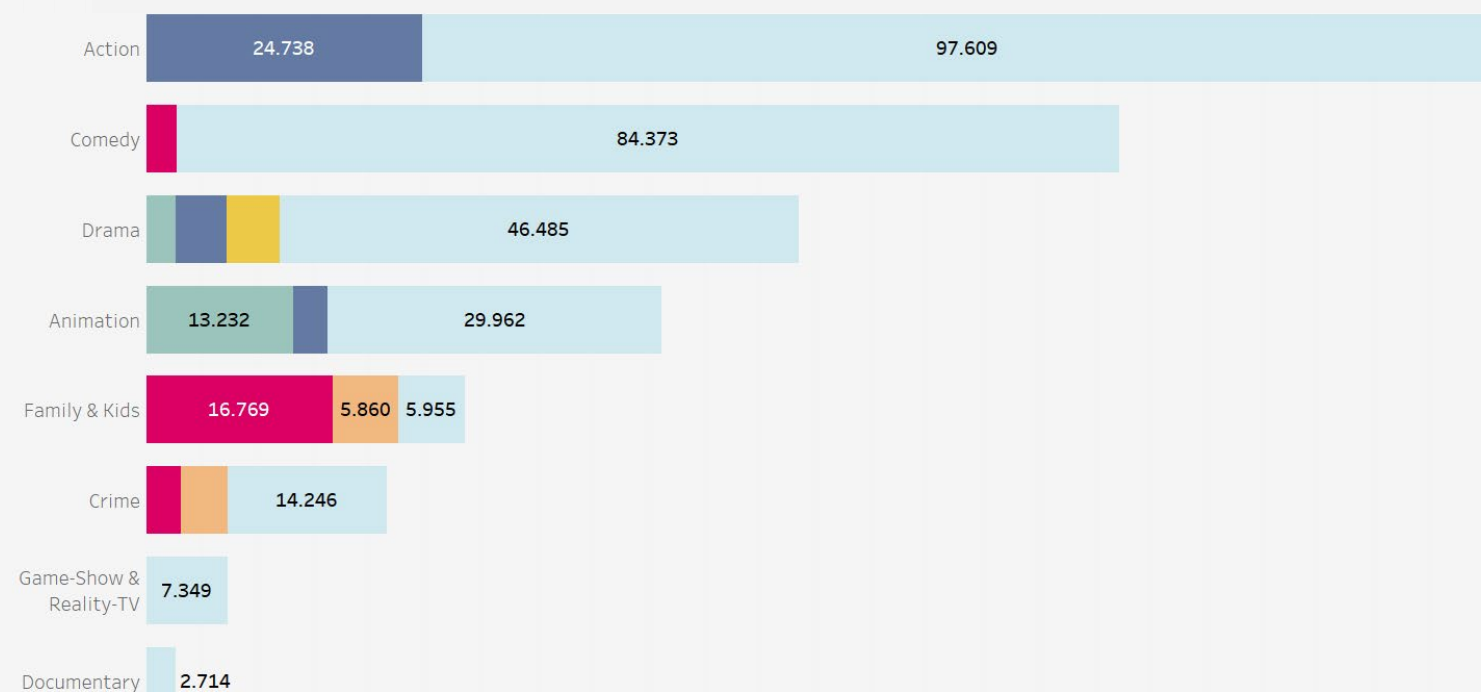
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

MARKET REBOUND, ACTION COMES ALIVE AGAIN AND ENGLISH-SPEAKING DOMINANCE

In the previous month, the German show market experienced a significant drop in its streams, reaching one of its lowest points. However, this month, Germany made a strong comeback, securing the third position, surpassing both Italy and Spain, and gaining more than 374M streams in Top #100.

Regarding genre trends, this month, the top three positions, and even the fourth, coexist closely. Action takes the throne this month, but by a narrow margin, with reminiscent percentages of those seen in 2022, almost 26%, thanks to "The Rookie" (44M). Furthermore, the top #100 is filled with predominantly English-speaking content: among the top #20 most-watched series, only three of them are not entirely in English.

PRODUCTION COUNTRIES:



GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

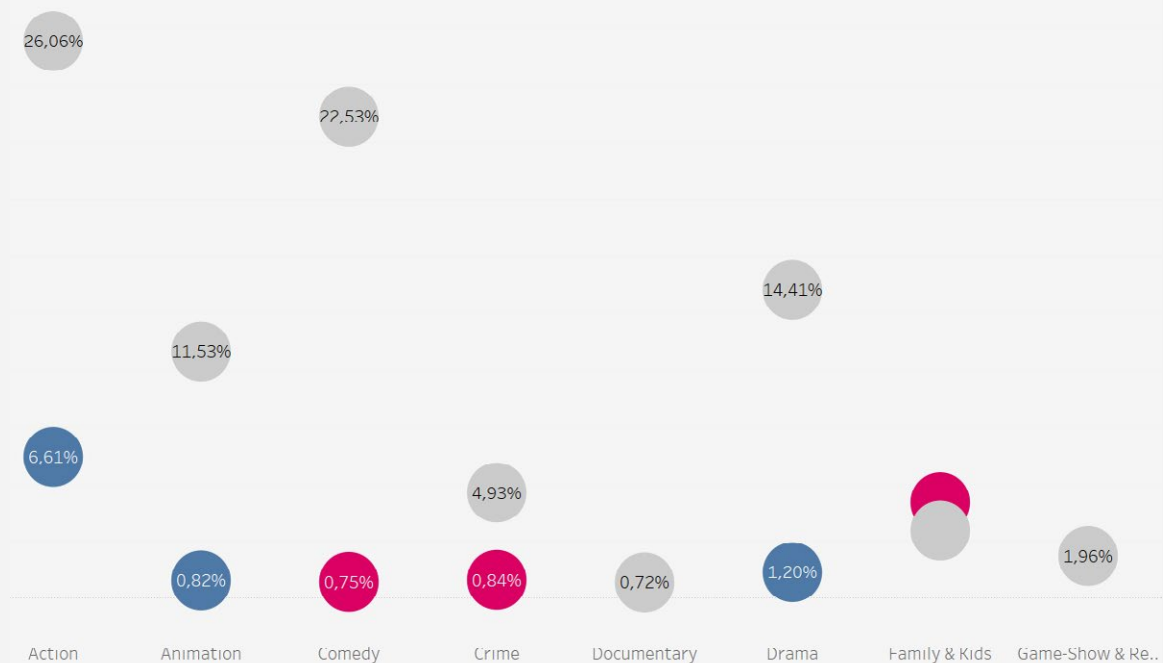
NETFLIX - AMAZON

MOVIES	SEASON	PLATFORM	POSITION	GENRE	STREAMS
1 The Witcher	3	Netflix	PO	Action	16.855
	2	Netflix	PO	Action	3.814
	1	Netflix	PO	Action	4.069
2 Das Haus Anubis	2	Netflix	DE	Family & Kids	9.049
	1	Netflix	DE	Family & Kids	7.720
3 Stalk	1	Netflix	FR	Drama	4.497
4 Sleeping Dog	1	Netflix	DE	Crime	3.161
5 Turkish for Beginners	2	Netflix	DE	Comedy	2.810
6 Maya the Bee	1	Disney+	FR	Animation	1.582

SHOWING 6 / 7 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

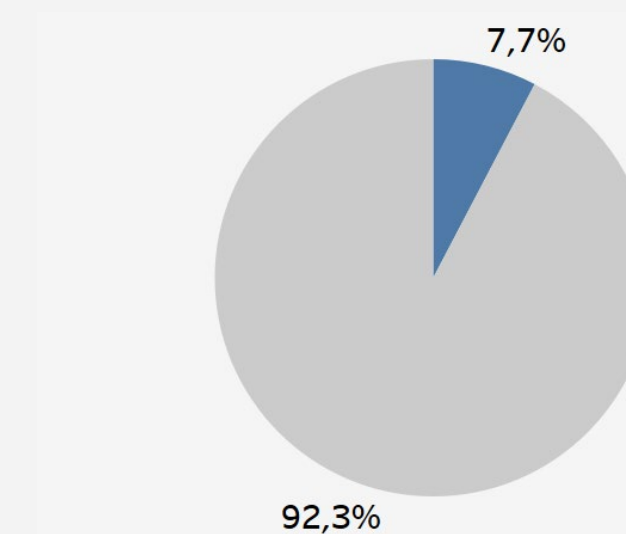


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	GERMANY
Action	1	
Animation	2	
Comedy		1
Crime		1
Drama	1	
Family & K..		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



POLAND IS THE MAIN CHARACTER OF THIS MONTH

Poland makes a significant presence with 6.6%, accounting for 24.7M streams of "The Witcher", a show based on the book series of the same name by Polish writer Andrzej Sapkowski. Since its premiere in 2019, the show has gathered 338M streams across all markets in Think Data reports, becoming the most popular Polish show by far. Behind "The Witcher" is "Cyberpunk: Edgerunners" and "High Water". Poland is definitely a relatively new comer in the streaming wars that knows how to play this game and this show is not an exception in the impressive Polish track record.

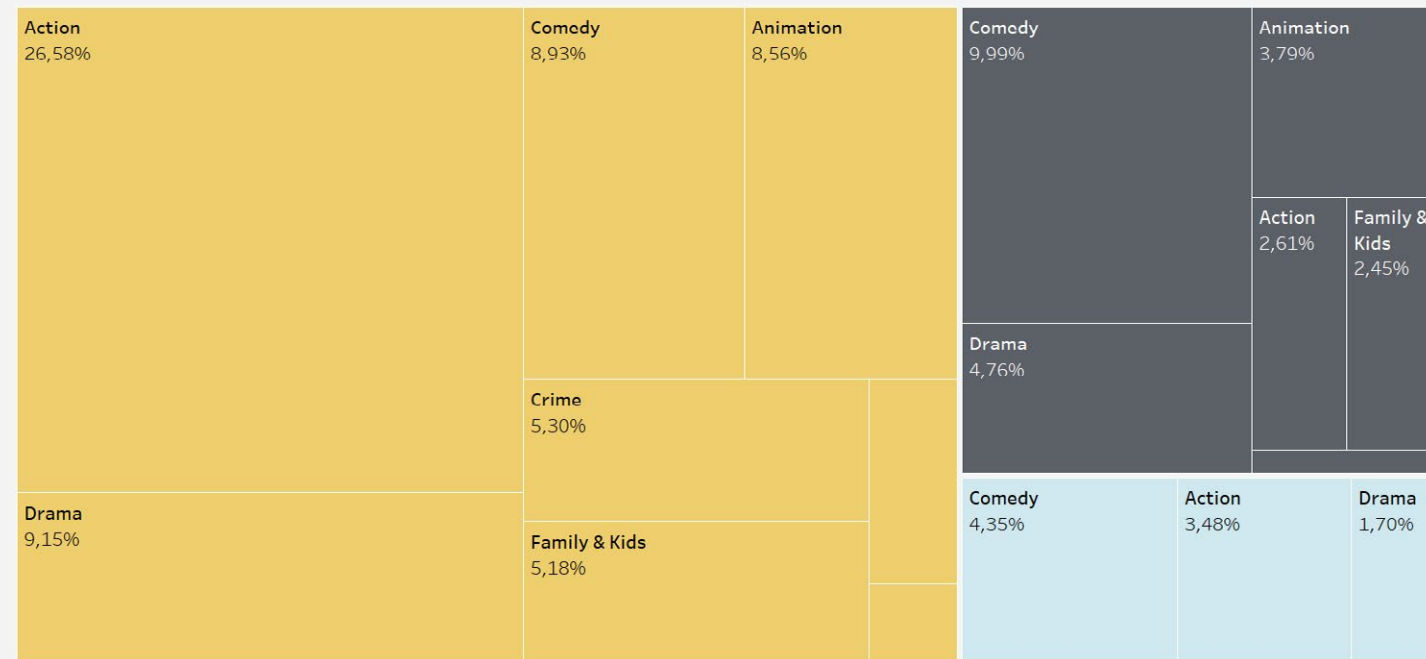
CLASSIC "DAS HAUS ANUBIS" MAKES THE MONTH FOR LOCAL CONTENT

Germany secures a 6% share with "Das Haus Anubis", one of Nickelodeon's largest in-house productions. It is the first German daily soap opera specifically targeted at older children and is a remake of the successful Dutch television program "Het Huis Anubis". Additionally, we also see the return of series that have appeared in previous months, such as "Sleeping Dog" and "Turkish for Beginners," accumulating 10.9M and 46.4M streams, respectively.

GERMANY 100 SHOWS | SVOD PLATFORMS

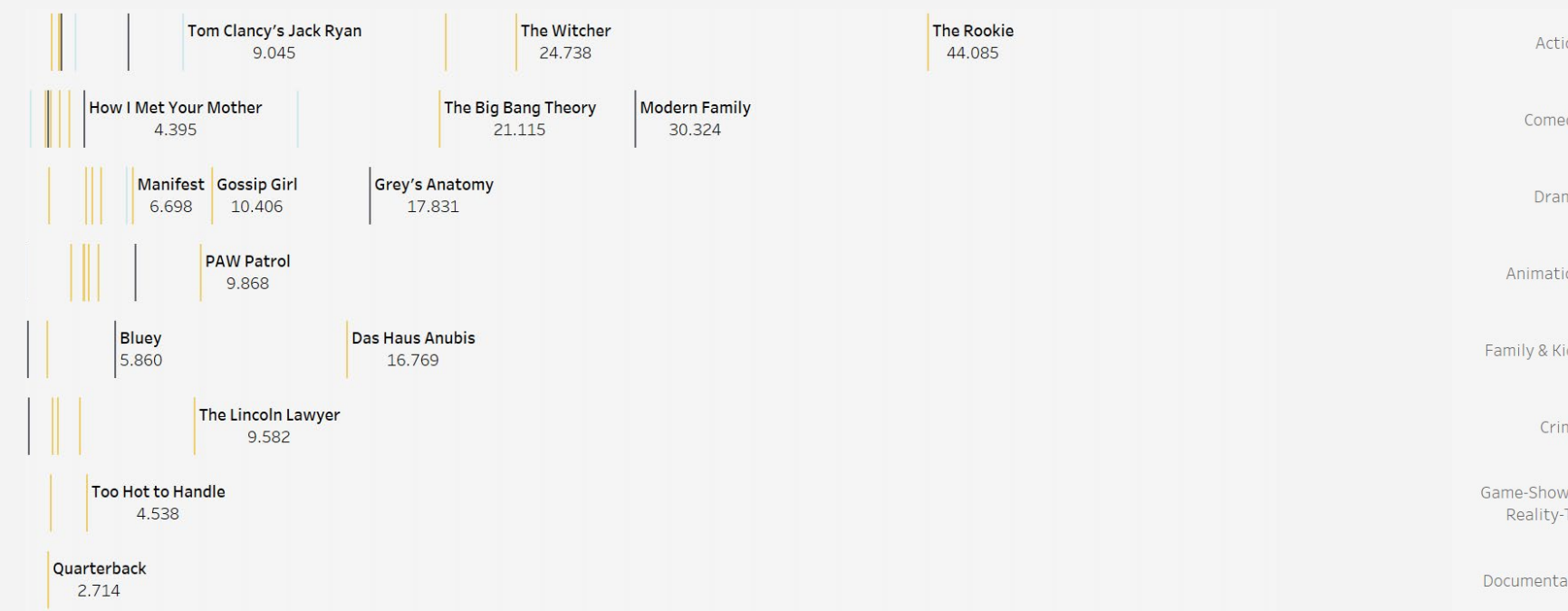
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

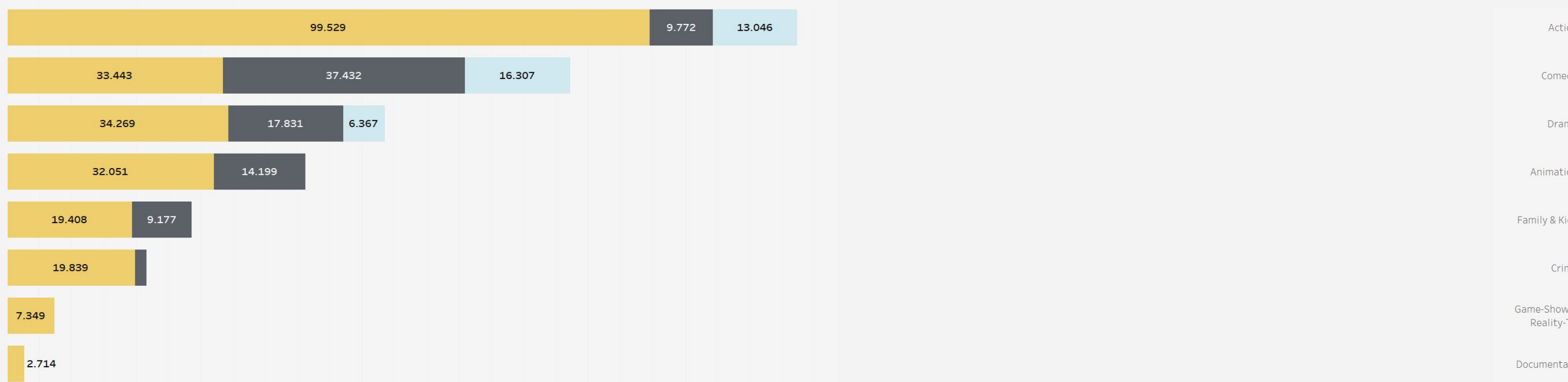


DISNEY+ SURGES AND DOMINATES COMEDY

Disney+ experiences incredible growth this month, doubling its share and now holding nearly a quarter of the market with 90M streams. This month, it shines particularly with the Comedy genre, where it secures the majority of streams (37.4M), surpassing even Netflix, thanks in large part to "Modern Family".

Netflix and Amazon, on the other hand, see a decline in their market presence, settling at 66% and 9.5% of the share, respectively. This month, Amazon stands out with its classic "Two and a Half Men" and the successful "Tom Clancy's Jack Ryan" which has already accumulated 94M streams across all markets: an Amazon success story.

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

HOT CONTENT IN GERMANY

A NEW BLAXPLOITATION WAVE ON SVOD: NETFLIX ENDORSES BLACK TALENTS

CELIA FUMANAL
INNOVATION DIRECTOR



There was a time when blackness in Hollywood was synonymous with rage, controversy, counterculture, subversion, and fierce activism in the seventies. This phenomenon was termed Blaxploitation, an era of films where black talents came to the fore, both in front of and behind the camera.

“ Recently, with the likes of Viola Davis and Spike Lee gaining prominence and shows like “Ma Rainey’s Black Bottom”, “Dear White People”, “The Get Down”, and “Luke Cage” creating buzz, black cinema is experiencing a resurgence. Much of this new wave in mainstream culture is driven by Netflix.

“They Cloned Tyrone”, a 2023 American Sci-fi, Comedy, Mystery film, stands as a testament to this revival. Directed by Juel Taylor in his feature film debut and co-written with Tony Rettenmaier, the movie stars John Boyega, Teyonah Parris, and Jamie Foxx. The narrative centers around Fontaine, a suburban drug dealer who, after a mysterious resurrection, alongside associates Slick Charles and Yo-



Yo, unravels a government conspiracy targeting the predominantly Black population in their community.

Juel Taylor’s “They Cloned Tyrone” is not merely a black-led comedy; it is a vibrant reflection of the African-American experience seen through the Blaxploitation lens. The

film prominently employs stereotypes historically linked with African Americans, providing a contemporary take on the Blaxploitation genre. While it may remind viewers of the FX series “Atlanta” and past Blaxploitation classics, “They Cloned Tyrone” stands out with its self-aware approach. Taylor and Rettenmaier have delivered a narrative that fits well into Netflix’s unique lineup, similar to peculiar films like “Horse Girl” (2020). Essentially, the film is a modern tribute to Blaxploitation cinema.

The movie premiered at the American Black Film Festival on June 14, 2023, had a limited theatrical release on July 14, 2023, and was available for streaming on Netflix from July 21, 2023. Critics largely appreciated the

film, noting its humor and stellar performances from the leading cast. Remarkably, “They Cloned Tyrone” garnered 8.9M streams, with the French market accounting for 3.1M streams. As Netflix continues its trend of spotlighting narratives with racial themes, audiences can look forward to more such productions in the future.

GLOBAL TAKES

1 NETFLIX'S DOMINANCE AND THE RISE OF LOCAL CONTENT IN THE SPANISH MARKET

Netflix solidified its position in the movie sector, commanding an impressive 69% share, with its acquisition of animated titles like "Nimona" -garnered significant acclaim and attention due to Disney's initial hesitation with the LGBTIQ+ angles. However, the rise of Spanish cinema on the streaming platform underscores the increasing appetite for local content, as evidenced by "Bird Box: Barcelona" and the sequel of "Through My Window". But while Netflix reigns supreme in the movies arena, Disney+ has markedly surged in the show sector, grabbing a 31.3% share bolstered by popular titles like "Bluey". This illustrates the importance of diversifying content offerings and the increasing challenge, even for giants like Netflix, to hold ground in a rapidly evolving content market.

2 THE CHANGING TASTES OF THE SPANISH AUDIENCE

The Spanish market, known for its love for Action and Comedy, saw a declining trend in these genres, with the Action category witnessing a significant drop of 7 points from the previous month. Conversely, the appetite for Horror & Fantasy, and Animation genres is

rising, surging by approximately 12 points. This indicates a potential shift in audience preferences. Additionally, the market remains stable in the summer, contrary to the expected uptick in streams, suggesting that the season might not significantly influence streaming habits. However, local series and shows have seen consistent growth and remain dominant, highlighting the importance of culturally relevant content and the enduring appeal of local storytelling.

3 EUROPEAN DOMINANCE & U.S. CONTENT UNDERPERFORMANCE SHAPED ITALIAN MOVIE MARKET

The Italian movie market has showcased an exciting trend of European productions holding strong positions in the top lists. With European films occupying five of the top six slots and American content making up less than 47% of the Top 100, Italy exhibits a unique trend of appreciating regional content over big American blockbusters. Even within genres like Comedy, local Italian productions have a stronghold, emphasising Italy's distinct flavour in the global cinematic landscape.

4 STREAMING GIANT WARS WITH NETFLIX AND AMAZON IN THE LIMELIGHT

In the Italian OTT movie scene, Netflix solidifies its position, with its original movies fueling the platform's growth, emphasising the importance of exclusive content. However, in the OTT show segment, Amazon Prime has emerged as a dark horse, outpacing both Disney+ and Netflix in growth. With the inclusion of popular shows like "Supernatural," Prime Video has managed to garner significant attention in the Italian market.

5 SHIFT IN TV VIEWING PREFERENCES & EUROPEAN SHOWS MAKING A MARK

The summer season in Italy has witnessed a decline in the popularity of Comedy shows and an incline towards Action and Crime genres. This shift reflects the evolving preferences of viewers. On the European shows front, titles like "The Witcher" continue to maintain their stronghold, demonstrating the growing affinity for European-produced content in the Italian OTT space.

GLOBAL TAKES

6 AMERICAN CONTENT TOPPED FRENCH CHARTS WHILE LOCAL PRODUCTIONS SCALE UP

While American movies and series largely dominate the French market, particularly in the Action and Comedy genres, there's a notable rise in the popularity of local French content. French Comedies, especially "Gold Brick", are making their mark internationally. Moreover, local children's shows like "Grizzy and the Lemmings" prove again pivotal in keeping the French TV show sector vibrant.

7 AMAZON IS A STRONGHOLD ON THE GERMAN CHARTS

Amazon Prime Video holds an impressive market share, thanks to titles like "The Covenant" leading the pack. Disney+ seems to have limited influence, while Netflix strides in the documentary genre. When it comes to Shows, Disney+ makes a significant surge, especially in the comedy genre.

8 THE EBB AND FLOW OF GERMAN VS. EUROPEAN PRODUCTIONS ON DOMESTIC SOIL

German movies have seen a dip in popularity, holding only a 5% share. Yet, European movies generally secure a significant portion of the market, with hits like "Bird Box: Barcelona" and "Extraction 2". With its offering "The Witcher", Poland dominates the European series scene. The domestic show market witnessed a rebound, with a preference for English-speaking content. Local content like "Das Haus Anubis" also finds its place, showing the audience's love for familiar titles and narratives.

9 TUG OF WAR: ACTION, FAMILY-FRIENDLY CONTENT AND COMEDY LEAD THE CHARGE

Despite a drop in quota, Action content in the UK market returned to the top, driven by national and international titles. British Action movies such as "Johnny English" and American Action content dominated streaming platforms with over 33 million streams. This genre's dominance extended across movies and

shows, signifying a robust demand for high-adrenaline content. The Family & Kids genre saw a surge in streams, amassing 8.6 million streams for movies, driven significantly by new and nostalgic releases like Netflix's "Matilda" and the entire "Harry Potter" collection. This genre's appeal reflects the cross-generational allure of such content, offering a blend of new experiences and nostalgic trips down memory lane. As summer rolled in, the UK audience turned towards comedy to lighten the mood. Shows like "The Big Bang Theory", "Friends", and "Brooklyn Nine-Nine" dominated the platforms, underlining the importance of humour in drawing viewer engagement during leisurely summer days.

10 OTT PLATFORM TUSSLE WITH THE GROWTH OF DISNEY+ ON THE RACE

Netflix remains a heavyweight across all the markets, especially in Comedy and Action movies. However, Disney+ is making significant strides, primarily driven by its animated and popular family content. Despite the global success of Disney+ in many markets, Italy remains an outlier with no significant growth for the platform. Disney+'s Family-Centric approach positioned itself as the go-to platform for family-oriented and animated content.

THINKDATA.

BRIDGING THE DATA GAP

JULY 2023

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