

THINKDATA.

BRIDGING THE DATA GAP | JULY 2022

THINK DATA: BRIDGING THE DATA GAP

BY SARAH CALDERÓN - CEO



BY CELIA FUMANAL - INNOVATION DIRECTOR



European content is delivering diverse entertainment to a growing audience.

We hereby present the July 2022 report. After a year of SVOD market analysis, including a first biannual report, our data team has begun to grasp trends and identify progressive changes in the audiovisual landscape. One of the exciting angles we're observing is how American content competes with European content, but ultimately opens new doors Europe didn't knock on before. In our biannual report, we found that European content represents 30% of total views in Italy, Spain and France. Gone are the days when European audiovisual fare was immediately identified with Art-house drama. That genre has become just a portion of it all in our current industry.

The technological element of the algorithm is the major driving force of a process in which a massive locomotive is powerful enough to haul in similar shows or films, as a key part of content. This cycle ultimately harnesses some European contents, that wouldn't have their place in theaters or on traditional TV, taking them to top positions.

To use the theatrical analogy, it would be like if a spectator watched a trailer after the closing credits of an American film, and walked out to immediately go see a European film on the screen next door. This is unlikely to happen in a real space, but it's the dynamic circle of a platform. It seems that there are two leagues playing together in strong synergy, but at their own pace, and the European league scores good goals all the time.

Although American titles like 200M-budget "The Gray Man" and flagship show "Stranger Things" take the lead, amassing a significant number of streams, the European glocal and diverse content is a regular guest at the top of the game. More and more languages and countries are in the race for the most-viewed European content and are achieving top 10 results every month. From Spanish "Alba", to French rom-com "Liaisons Dangereuses" and kids content "Grizzy and the Lemmings", to German game adaptation "Resident Evil" or comedy "Turkish for Beginners", this month clearly shows that Europe is playing in more leagues than ever before and successfully placing a wide variety of titles on the grid.

When we take a step back and lean on the figures for July 2021, we realize only a few Spanish titles were shining. Now, more European countries place titles in those leading positions and compete for their place in the streaming wars. Also, this is something that distinguishes European territories even more than before: each country seems to be embracing a whole new set of preferred glocal content, while a year ago we could identify two clear "European blocks", separating Northern European and Southern European preferences. This is in keeping with Netflix's creative hub locomotives being located in strategic cities across Europe, serving diversity and representativeness, while broadening and giving tangibility to the concept of so-called (and much needed) "European culture", inwards and outwards.

While we learn about all these new cultural processes, enjoy whatever light our July report can shed as you look to the future.

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

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

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

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



STREAMING NEEDS TO GO BEYOND THE NICHE

BY ELENA NEIRA



Netflix and Prime Video, the two veteran platforms in the streaming business, have been searching for years for a winning formula for their content offerings. The starting point of the two companies is quite different. Netflix bases its entire acquisition and retention process on the brand's name and an infinite programming flow. The more hours watched, the better. What Prime Video offers, on the contrary, goes hand in hand with the Prime service in which it is integrated. However, the path both platforms have followed has been marked by a fairly similar content policy: third-party catalogue and original content. In both cases, the ideal on-demand offer seems to be one that is cross-cutting enough to reach all the existing audiences. Unlike linear and conventional TV, which relied on a more generalist programming, streaming has provided a wide variety of niches, giving customers exactly what they want.

Specialization in original production has proven to be a fruitful path in terms of positioning. Rom-coms, in the case of Netflix, are a fantastic example of this philosophy. Not only has it paved the way for a relaunching of the genre by connecting with its core target (the Gen X, the generation that originally took it to its peak in the 90's). They have also connected with younger generations, perfectly blending the most traditional narrative with new elements. The Netflix stamp on a romantic comedy gives it value and explains much of the demand for this type of genre. Sure, the recommendation algorithms definitely help Netflix's original to grow, but romantic comedies break records just because we love them. They are that comforting product that Netflix promotes. Amazon seems to be looking for a similar result using the fantasy genre. "The Lord of the Rings: The Rings of Power" could become

the gateway for Prime Video towards one of the most elusive and loyal audiences: the fantasy genre.

The real question is whether, in the medium term, a handful of niches could sustain the business given the economic challenges OTTs are facing at present. A single-window circuit is clearly not sufficient to bear the brunt of the steep numbers, especially in the current context of the decrease in the number of subscribers on the platforms. The inability to generate an event around a movie premiere without a good theatrical campaign (as demonstrated by "The Gray Man") or how quickly the premiere of a series is forgotten, is beginning to be viewed with concern, especially by investors. Will these financial problems convince platforms of the need to integrate a sort of windowing or splitting seasons as a way to extend the product's life?

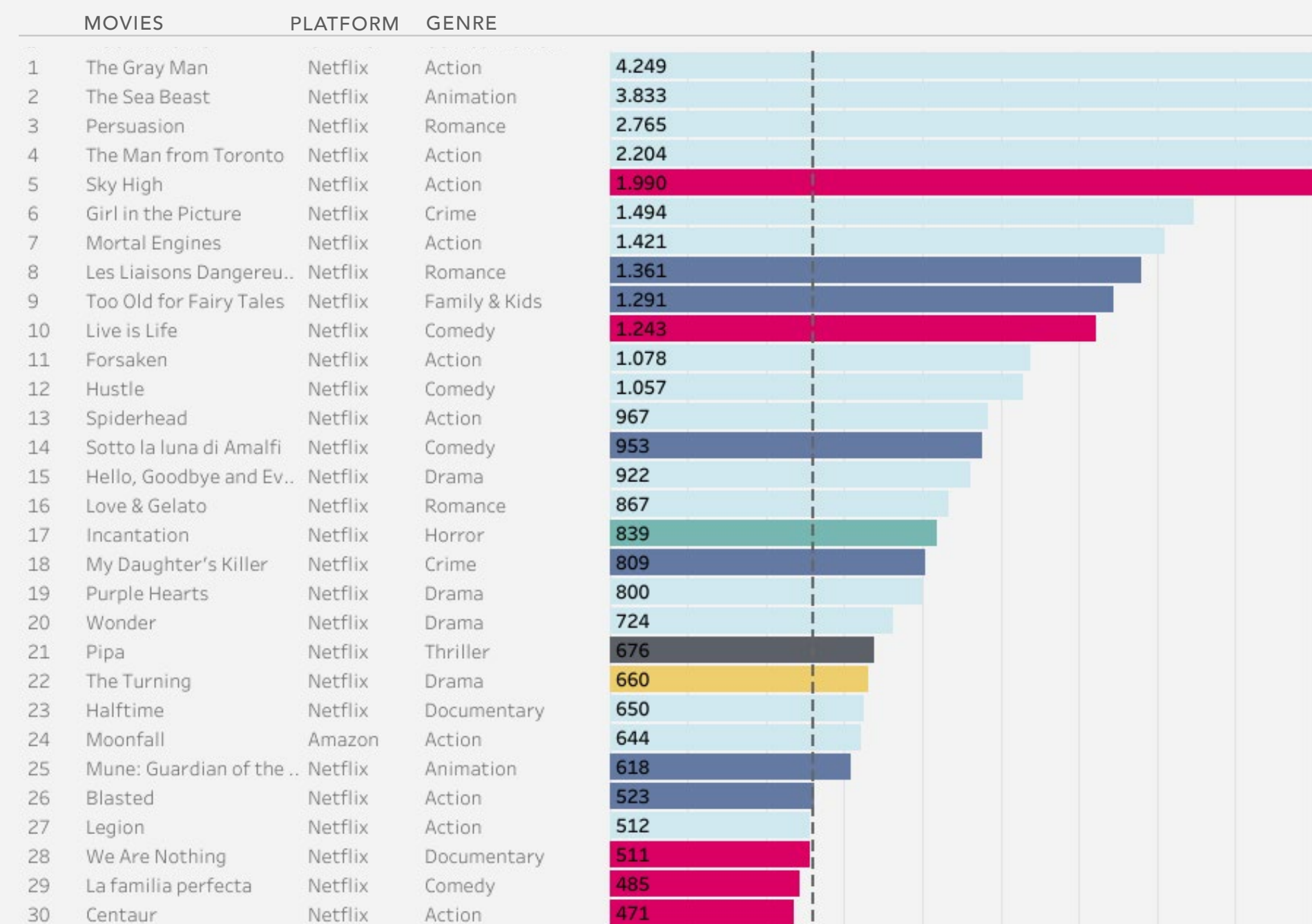
Time will tell.

Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



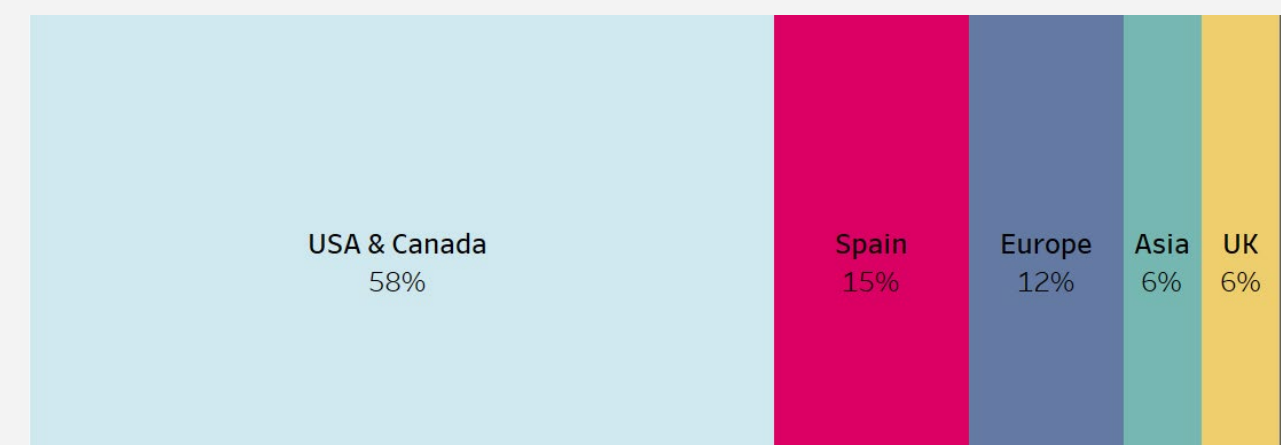
SHOWING 30/100 - [See complete chart here](#)

streams (.000)

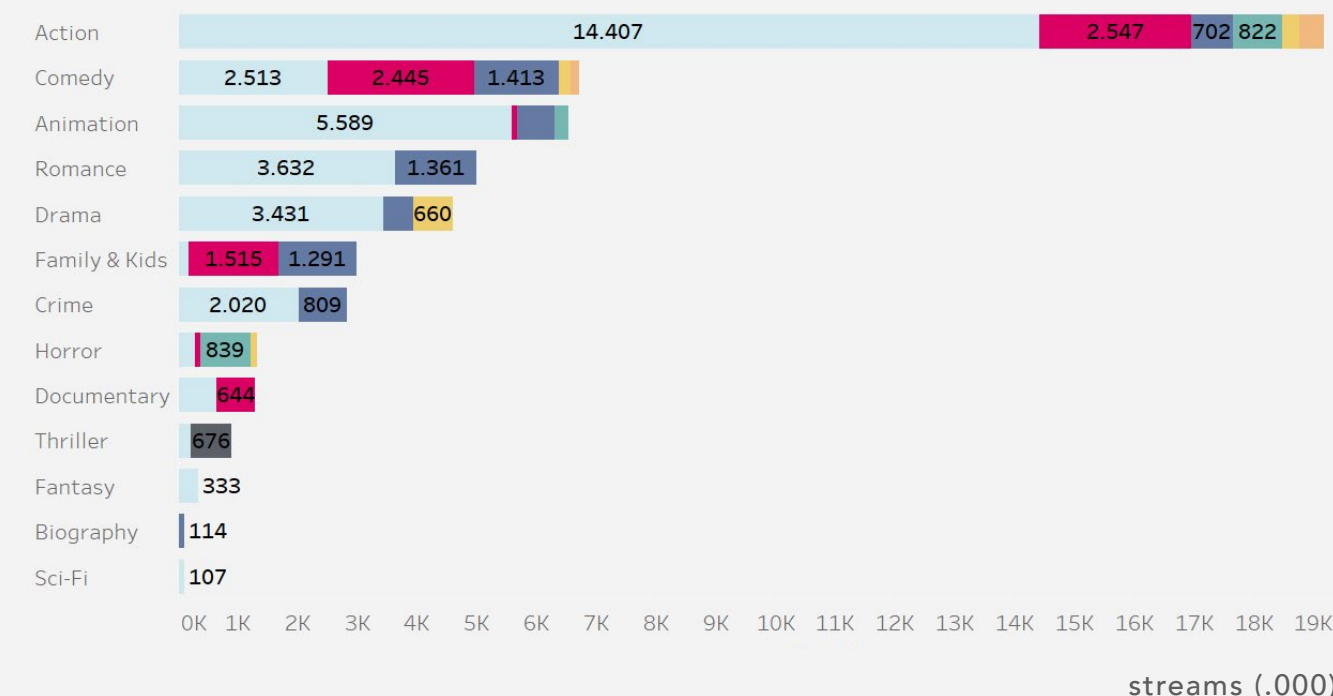
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



ACTION, THE UNDEFEATED NUMBER ONE GENRE THIS MONTH, ALMOST TRIPLES COMEDY, WHICH STANDS IN SECOND POSITION

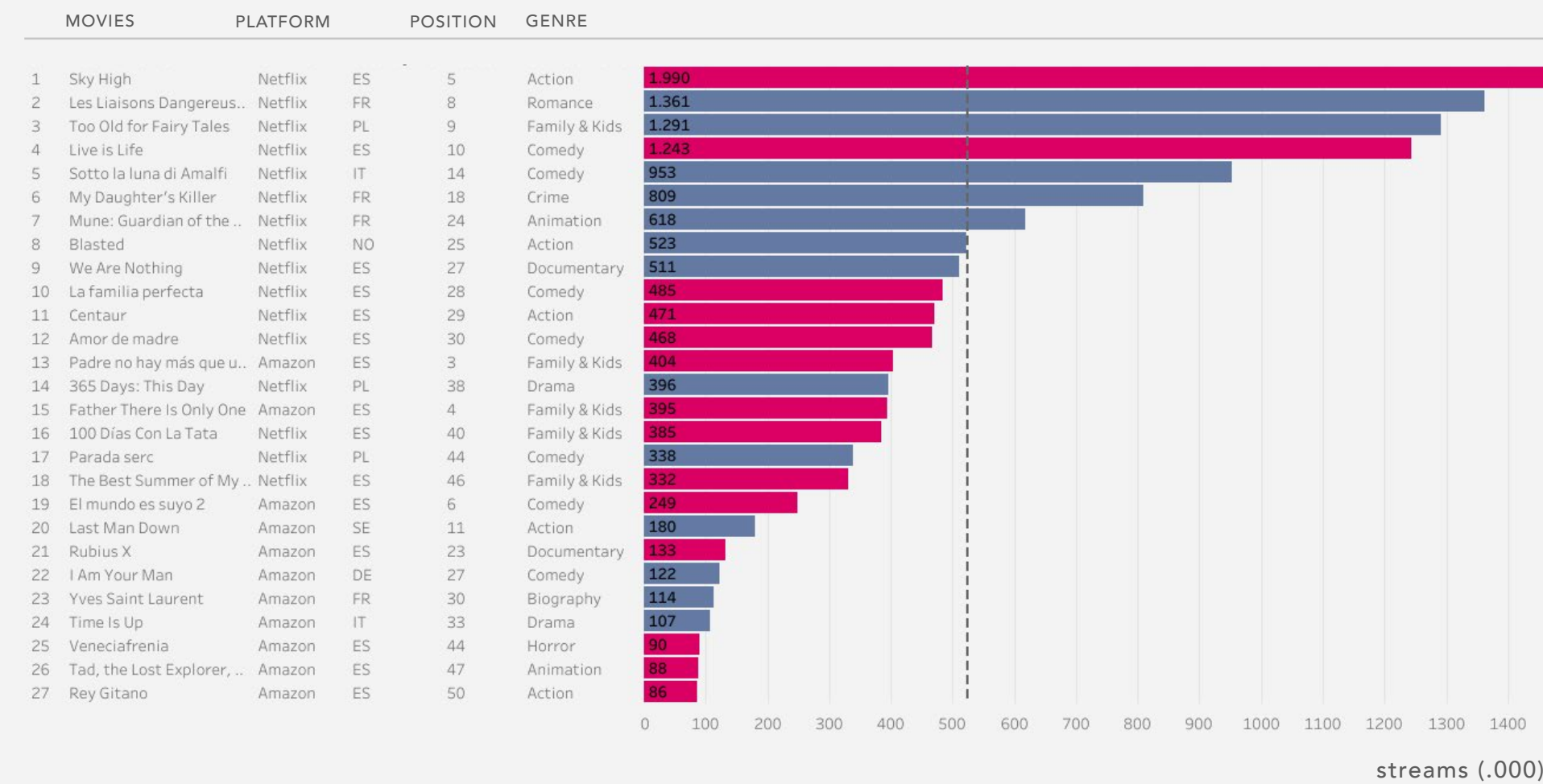
Action blockbusters such as "The Gray Man", "The Man from Toronto", "Sky High", "Moral Engines" and "Forsaken" have made the summer for Spanish audiences. They all feature a well-known cast: Ryan Gosling, Ana de Armas, Chris Evans, Kevin Hart, Woody Harrelson, Miguel Herrán, Luis Tosar and more. But not all of them are USA productions. "Sky High" was originally and theatrically premiered in Spain in 2020. However reduction of seating in movie theatres and fear of going to the pictures created a very unfavorable scenario for "Sky High" to perform well in the theaters. In this second life chance on Netflix, the movie has gathered almost 2K views, and was the most streamed Spanish movie in the month of July.

ASIA PICKS UP WHAT THE UK DROPS

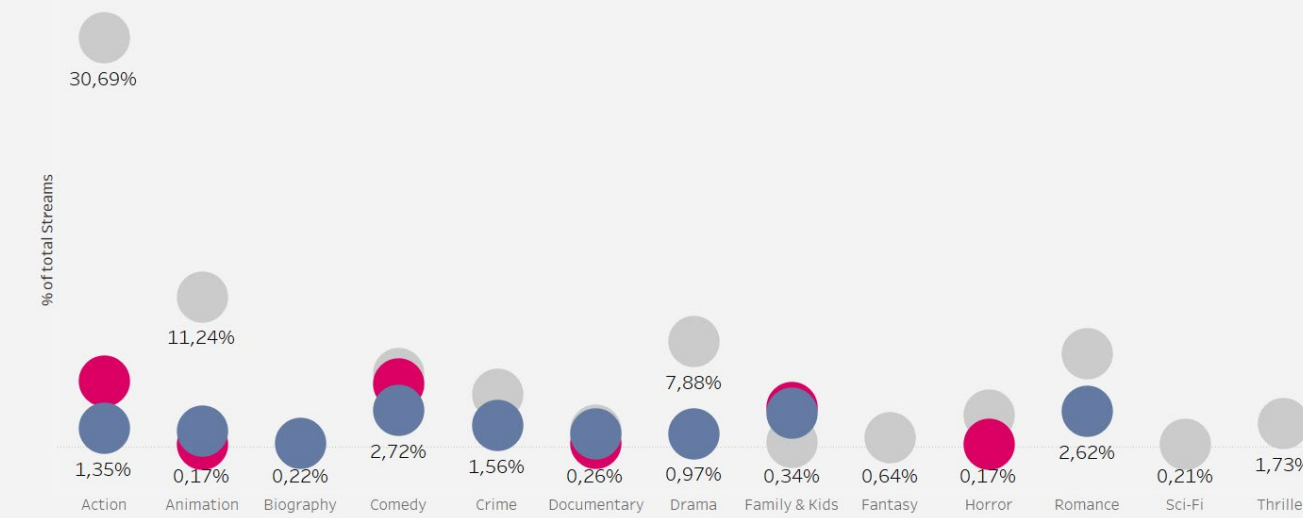
The UK loses a great amount of share that it had picked up during the last two months, having only one movie in Top #25: "The Turning". The baton has been passed on to two Asian movies that have certainly broken records outside and inside the platform world. "Incantation" was in the global Top #10 most streamed non-English films on Netflix from July 4 to August 7, while "RRR" stayed from May 23 to June 12. Both films have also made it into other types of tops. "Incantation" became the highest-grossing Taiwanese horror film and "RRR" is the most expensive Indian film to date, becoming the third highest-grossing Indian film.

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



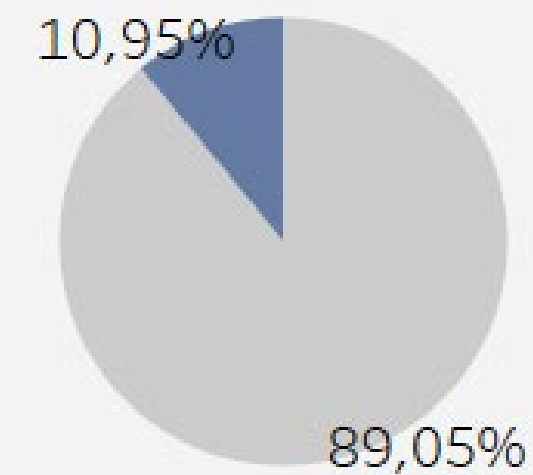
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	2	3
Animation	1	1
Biography	1	
Comedy	3	4
Crime	1	
Documentary	1	1
Drama	2	
Family & Kids	1	4
Horror		1
Romance	1	

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN CONTENT LOSES ALMOST HALF OF ITS VIEWS IN THE MONTHS OF JUNE AND JULY

From May to June, the reported European streams experienced an intensive drop. In May, EU content collected 26K views, while in June it only gathered 12K. July seems to bring a little bit of light: it accumulated 14K. These views are equally distributed for local and European content.

“LIVE IS LIFE” IS THE ONLY ORIGINAL LOCAL MOVIE TO SNEAK INTO THE SPANISH CHARTS

Apart from “Sky High”, there are only two movies in the Top #10: “Live is Life” and “La Familia Perfecta”. We had already seen the latter, but “Live is Life” is new on the block. It’s also kind of the star of local productions this summer.

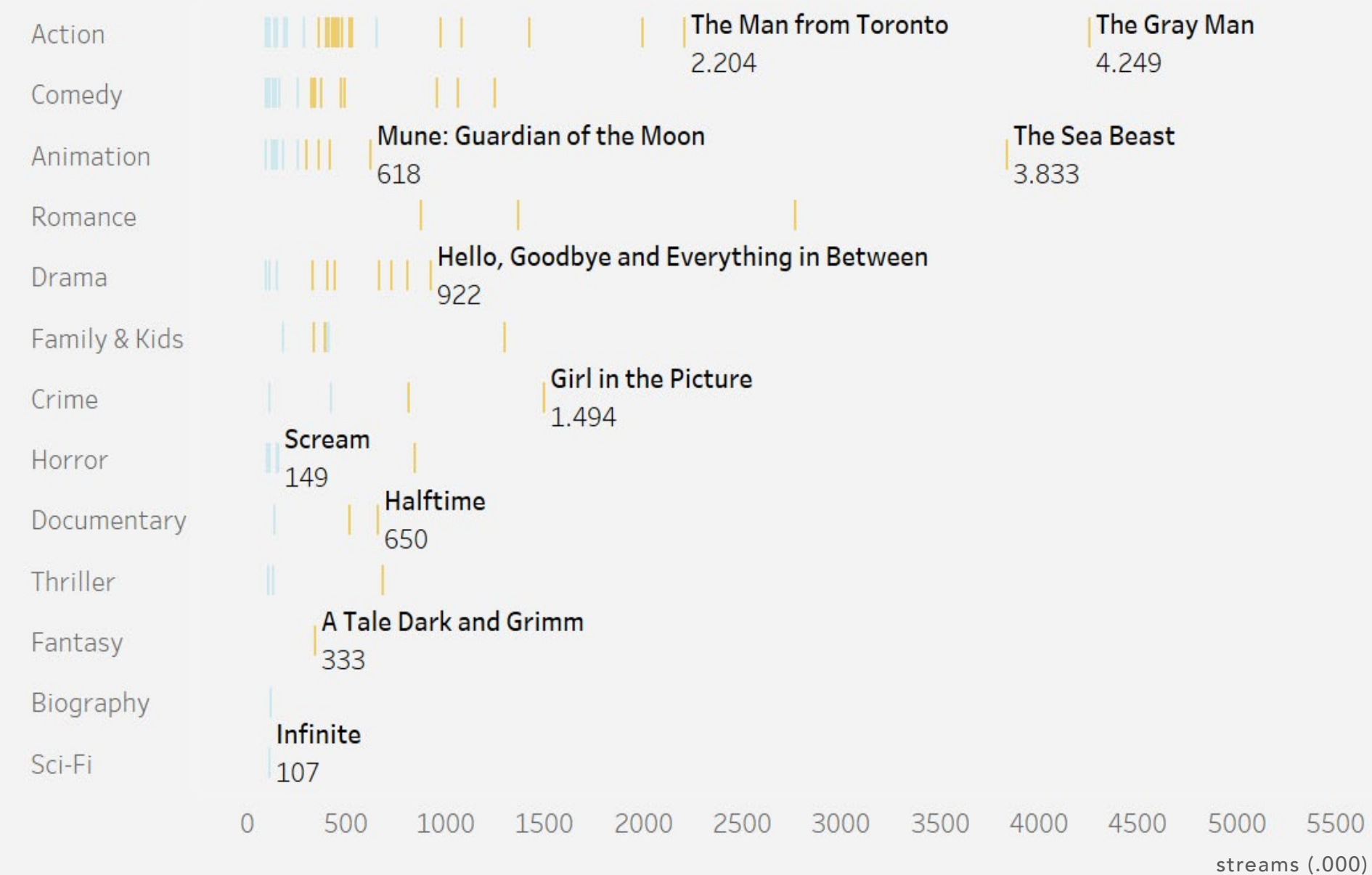
“Live is Life” is the new film by Dani de la Torre, a filmmaker used to the Thriller and Action genre who has dared to create an adventurous and precious coming-of-age film, in which the audience follows a group of friends that plan to escape on midsummer’s night. The movie has traveled very well across every market except the UK. It was present in every EU Top #10 most streamed movie chart.

PRODUCTION COUNTRIES

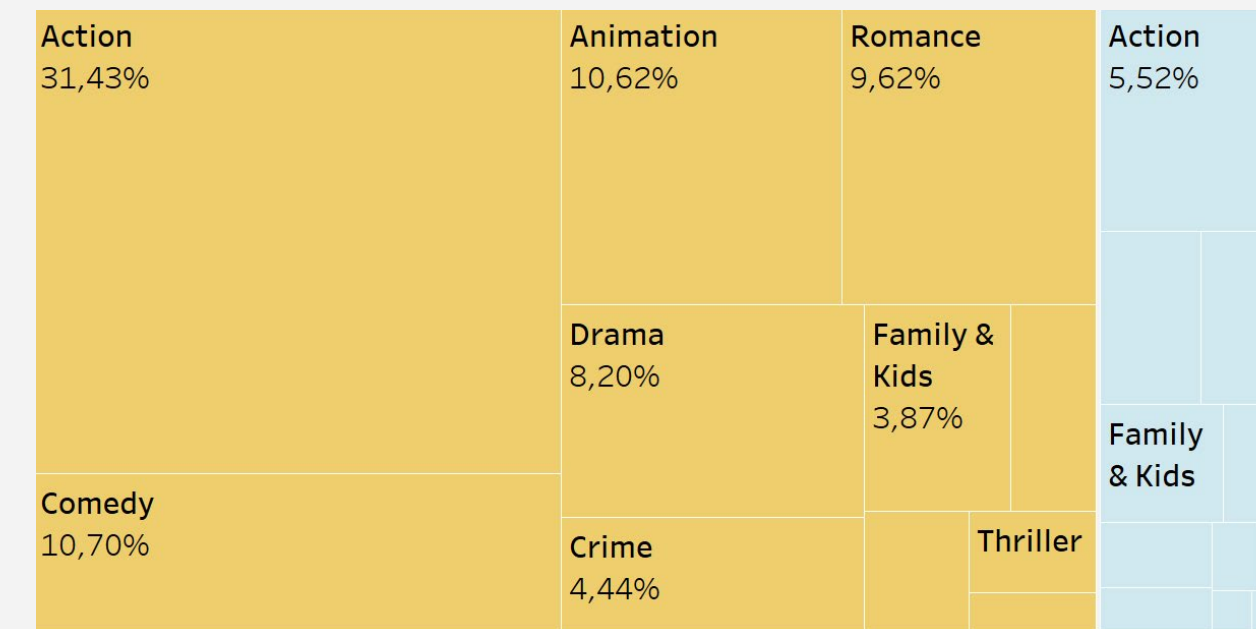
- Europe
- Spain
- Others

SPAIN 100 MOVIES | SVOD PLATFORMS

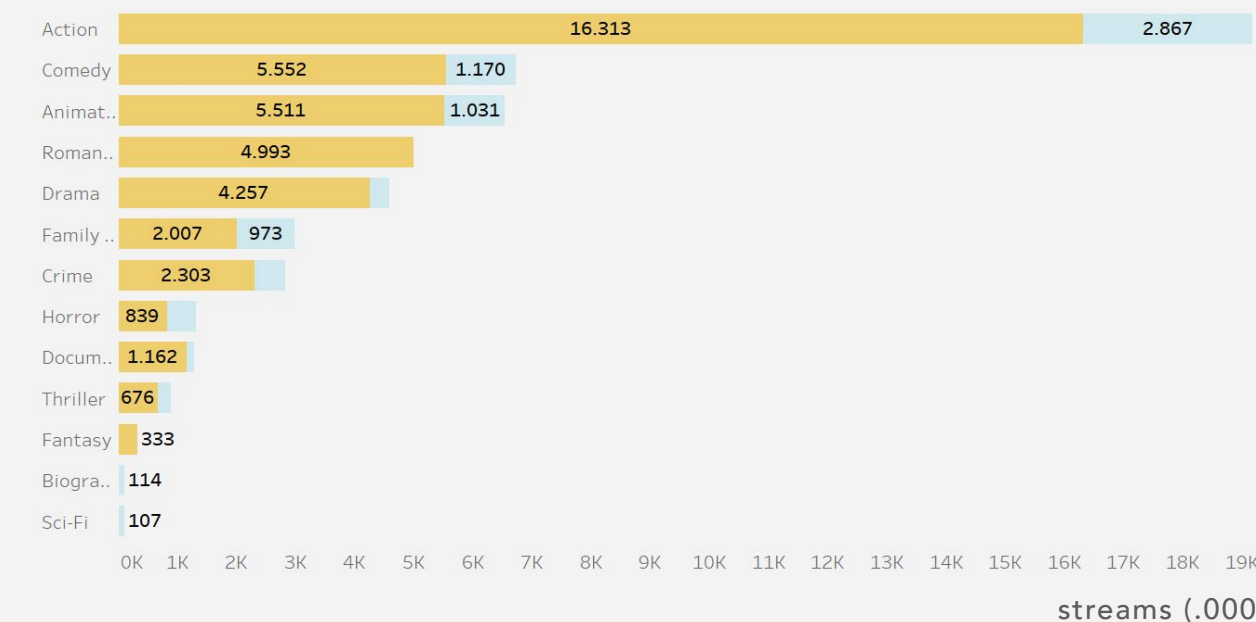
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ACTION IS THE MOST STREAMED GENRE ON BOTH NETFLIX AND AMAZON, 31.43% AND 5.52% RESPECTIVELY

The most streamed movie on Amazon is indeed an Action movie, "Moonfall". Having originally premiered on February 3, 2022, with a \$138–146 million budget, it is one of the most expensive independently produced films ever made. The director, Roland Emmerich ("Independence Day", "The Day After Tomorrow" and "2012") managed to raise a massive budget without a major studio, mobilizing Halle Berry, Patrick Wilson and John Bradley on a last-ditch mission to stop the Moon from falling into the Earth.

Since its premiere, the movie has broken some records. Not the best one, though. It has become one of the largest box-office sensations of all time, grossing only \$59 million worldwide. In Spain, it got to number #3 and #1 in June and July respectively on Amazon. However, it did not achieve a remarkable number, not even for #1 Amazon standards.

WITH ONLY THREE TITLES, ROMANCE IS THE THIRD MOST PLAYED GENRE ON NETFLIX, THE FOURTH IN GENERAL TERMS

"Persuasion" is the main character in this genre, although "Les Liaisons Dangereuses" and "Love & Gelato" are also significant. Together, they all gather 5K.

AMAZON COULD ONLY RULE THE BIOGRAPHY AND SCI-FI GENRES, THANKS TO "YVES SAINT LAURENT" AND "INFINITE"

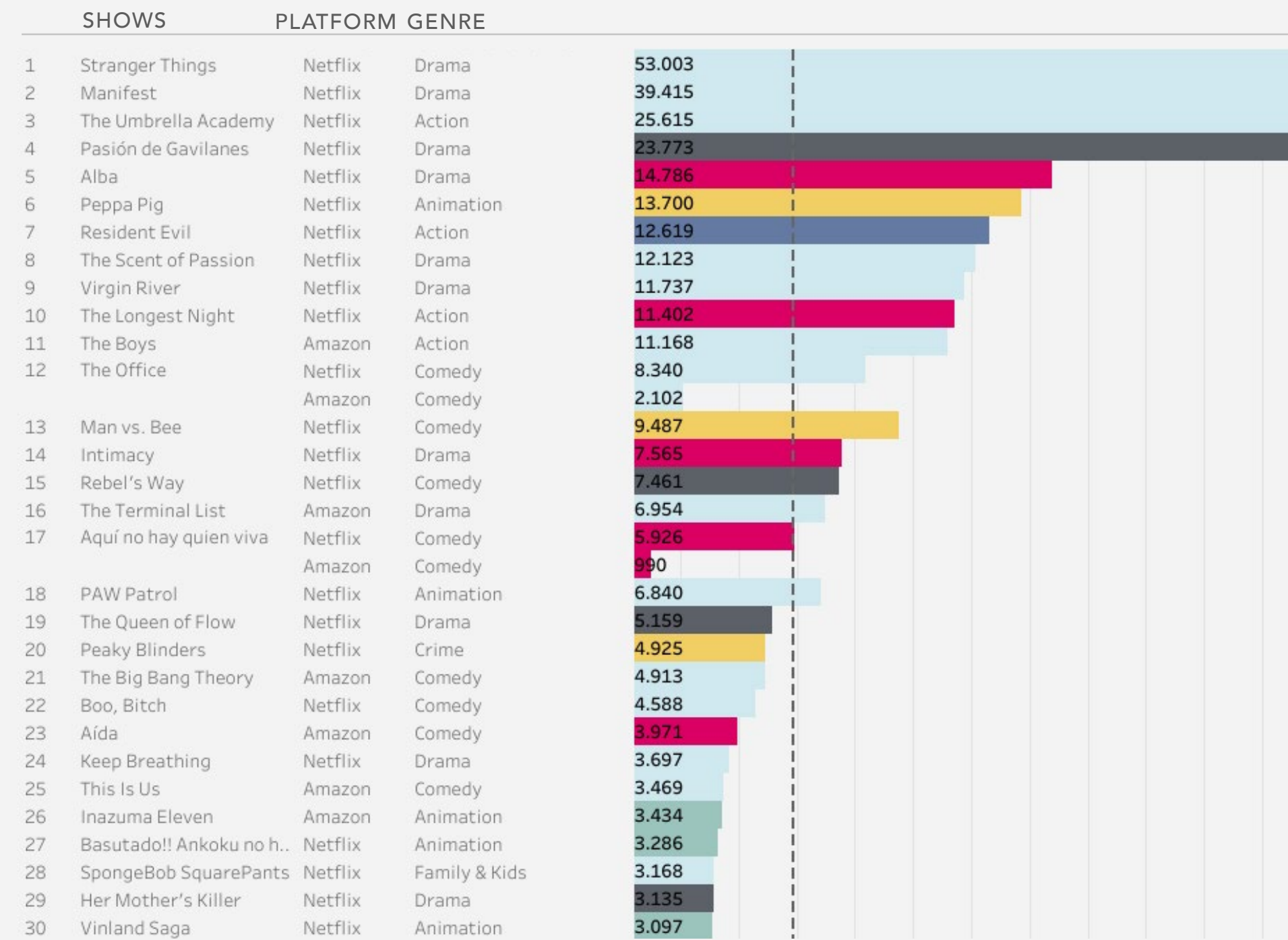
OTT

- Amazon
- Netflix

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



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

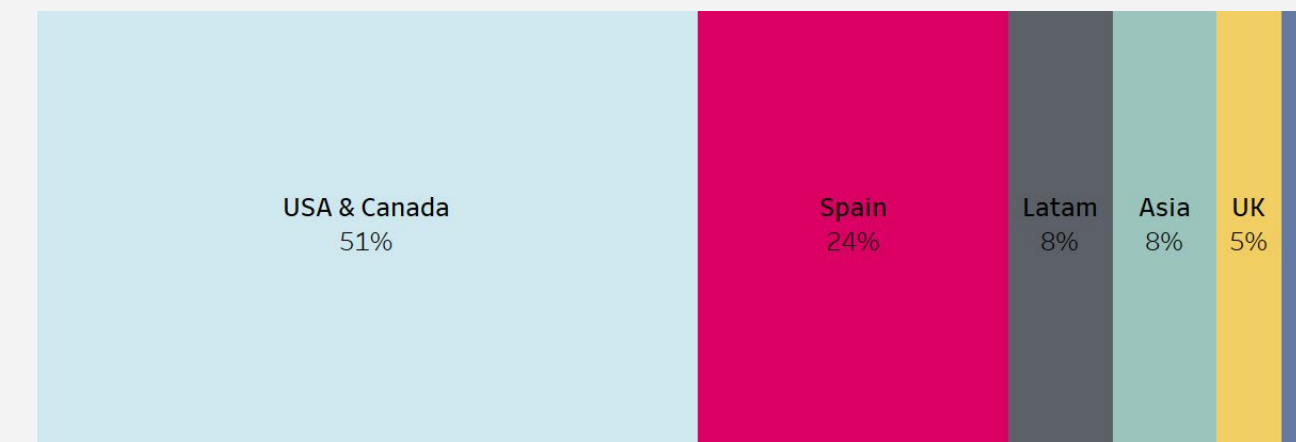
streams (.000)

PRODUCTION COUNTRIES



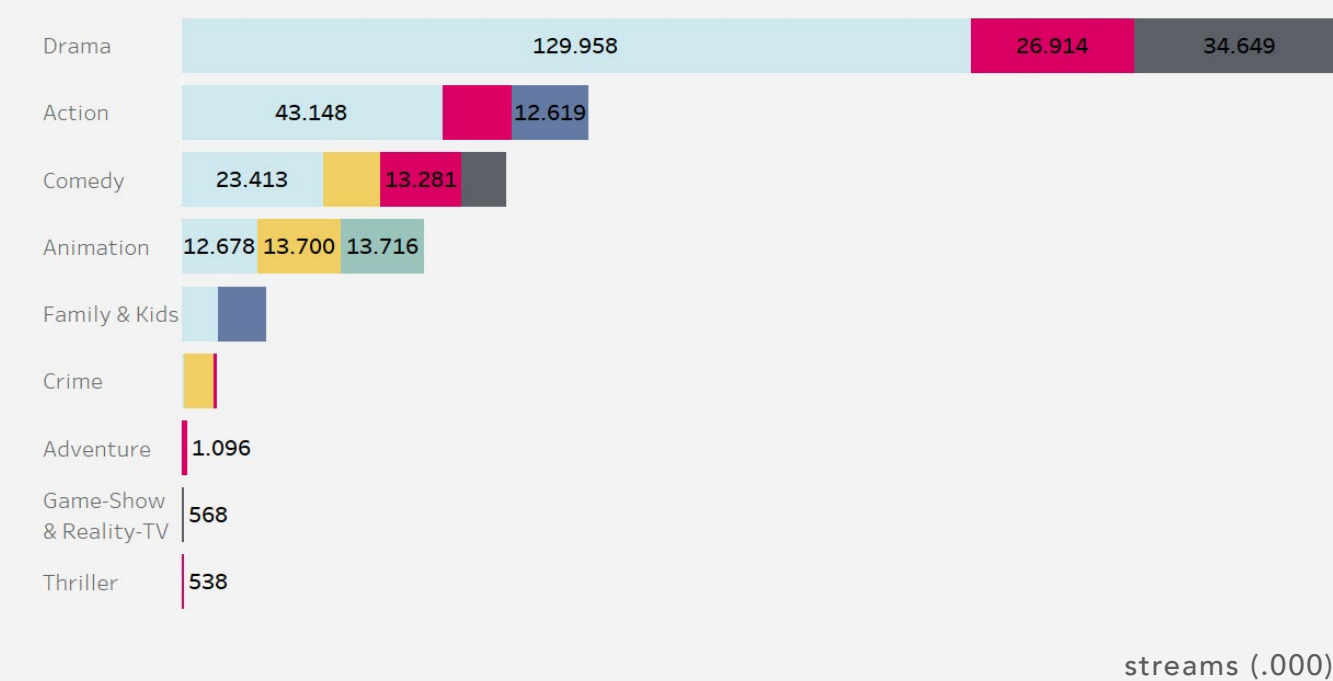
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

LOCAL CONTENT COLLECTED 24% OF THE CATALOGUE, ONLY BEHIND AMERICAN CONTENT

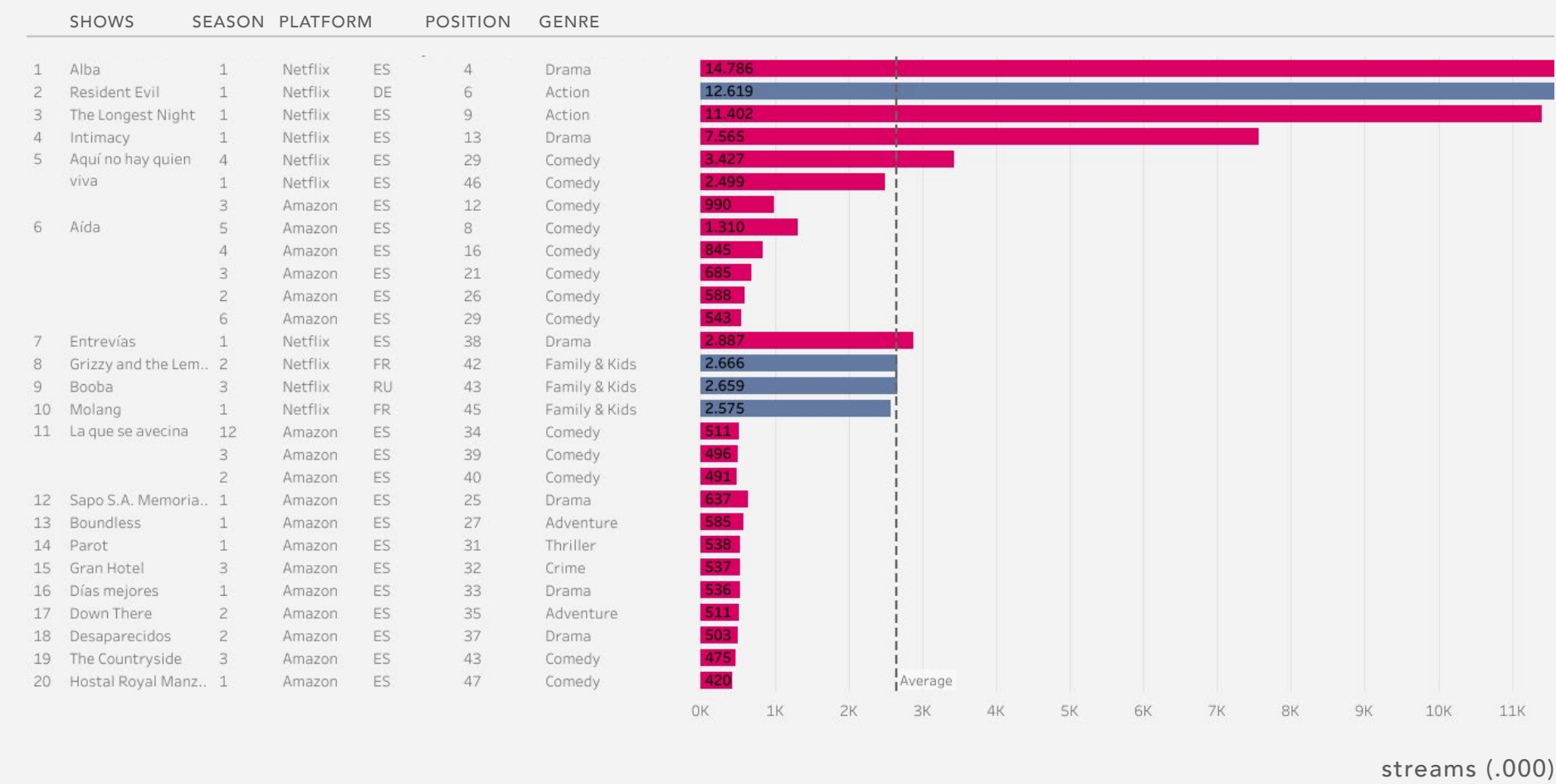
Spain is the market with less American content influence in the Top100 shows, only 51%. Nothing compared to France (64%), Italy (75%) - the next on the list. Local content stands out in Drama, collecting more than 26.9M streams thanks to "Alba" (14.7M streams), and for the second month in a row, "Intimacy" (7.5M streams). Other genres also made an appearance with Action program "The Longest Night" (11.4M), and the classic TV comedy "Aquí no hay quien viva" (6.9M) among the Top20.

TELENOVELA "PASION DE GAVILANES" SKYROCKETED TO #4 WITH 23.7M STREAMS

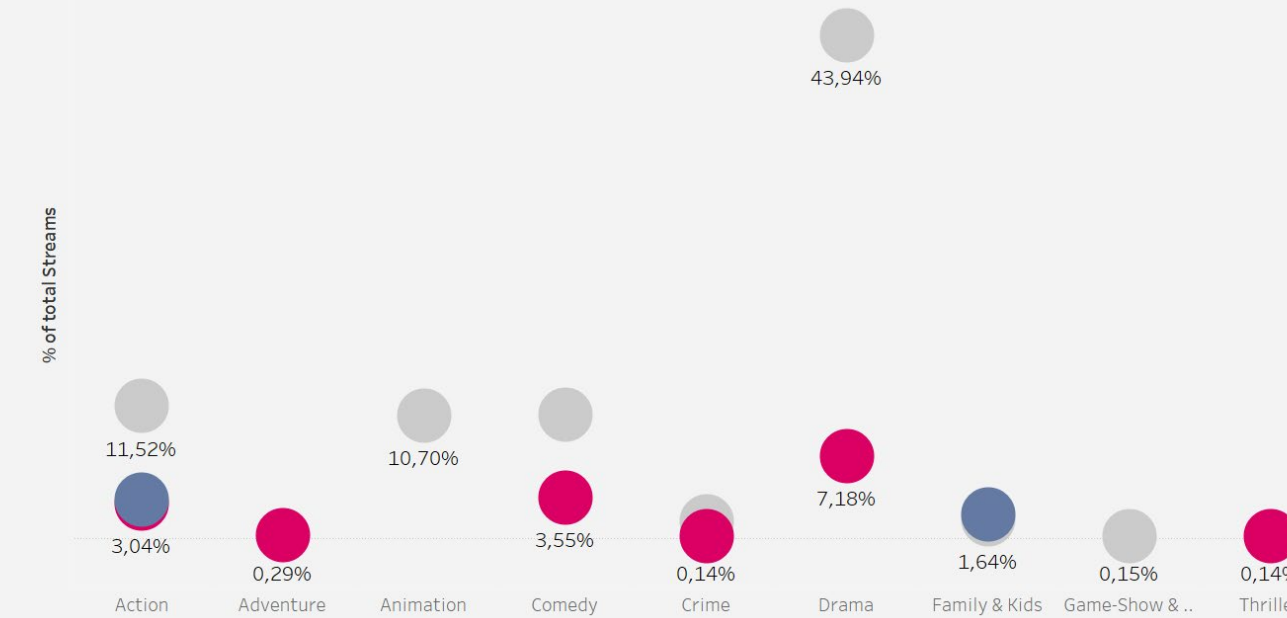
Four months ago, Telecinco exclusively premiered 'Pasión de gavilanes 2'. It did so after an intense promotional campaign across the channel. The series aimed to be one of the Mediaset channel's lifelines to offset the audience crisis they are going through. However, what should have been its life insurance didn't hit the marks. Finally, on July 13, 2022, the broadcaster erased the program from its content grid. What happened on the other side of the coin? Netflix's streams zoomed upwards. Lack of availability and momentum are key to eventual performance.

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



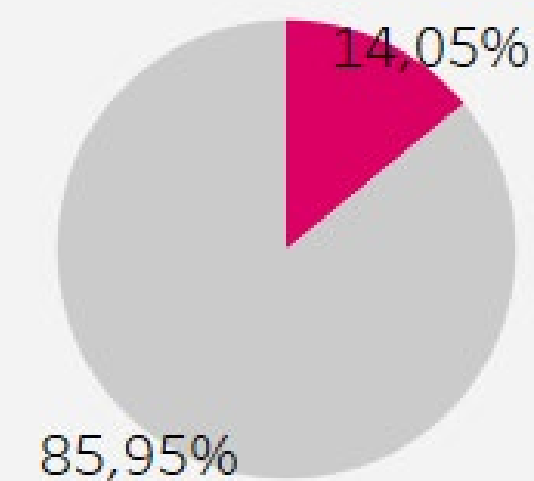
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	1	1
Adventure		2
Comedy		5
Crime		1
Drama		6
Family & Kids	3	
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN SHOWS DIDN'T CONVINC THE SPANISH AUDIENCE AND PERFORMED RELATIVELY BADLY

Only 4 out of 20 programs are labeled European. At the top of the list, the German video-game new adaptation "Resident Evil" managed to collect 12.6M streams, despite bad reviews from all sides of the industry. Touted as one of the biggest missteps in video game adaptations, Netflix's Resident Evil show was derided by critics and utterly destroyed by fans when it debuted this summer. Action and Family & Kids are the only two domains in which European content scores some points this July. "Grizzy", "Booba", and "Molang" kids program sit at the bottom of the TOP10 with an average of 2.6M streams each. French fiction for kids is becoming a regular in every market. This matches the last UniFrance report, which revealed that original French programs are finding a home for themselves in the international film industry, no longer limited by language barriers. Concretely, animation remains the leading export genre with a total market share of 32.7%, even after the numbers dropped slightly in 2021 on account of the highly competitive landscape in the streaming world.

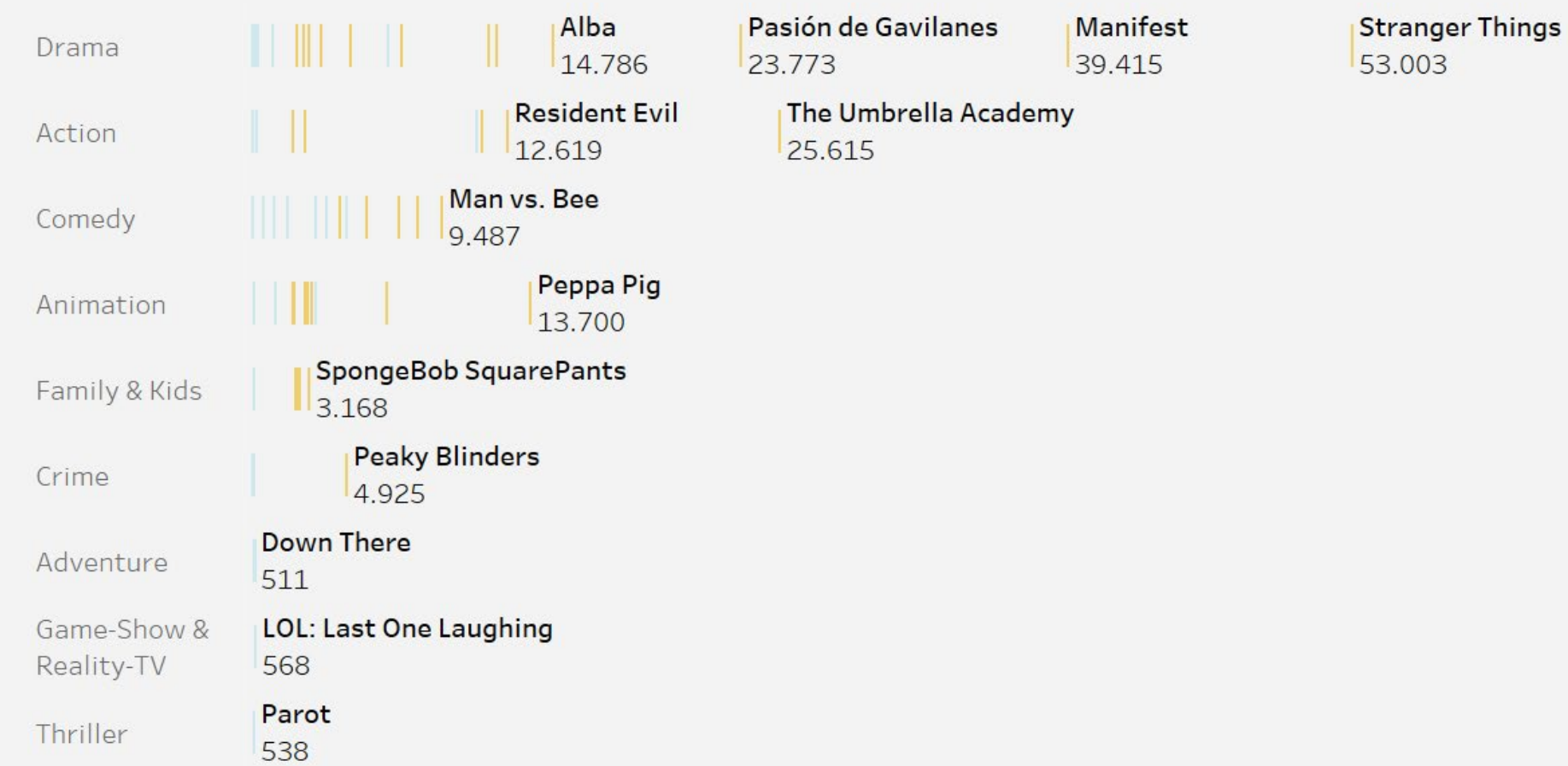
Spanish content shone in Drama (7.18% of top 100 streams), Comedy (3.55%), and other bites on Crime and Thriller. Ranking #1 in the chart, "Alba" an AtresMedia original content, aired first on ATRESplayer, then on Antena 3 and finally on Netflix, where it enjoyed international fame portraying the moving story of a young woman who is the victim of multiple rape.

PRODUCTION COUNTRIES

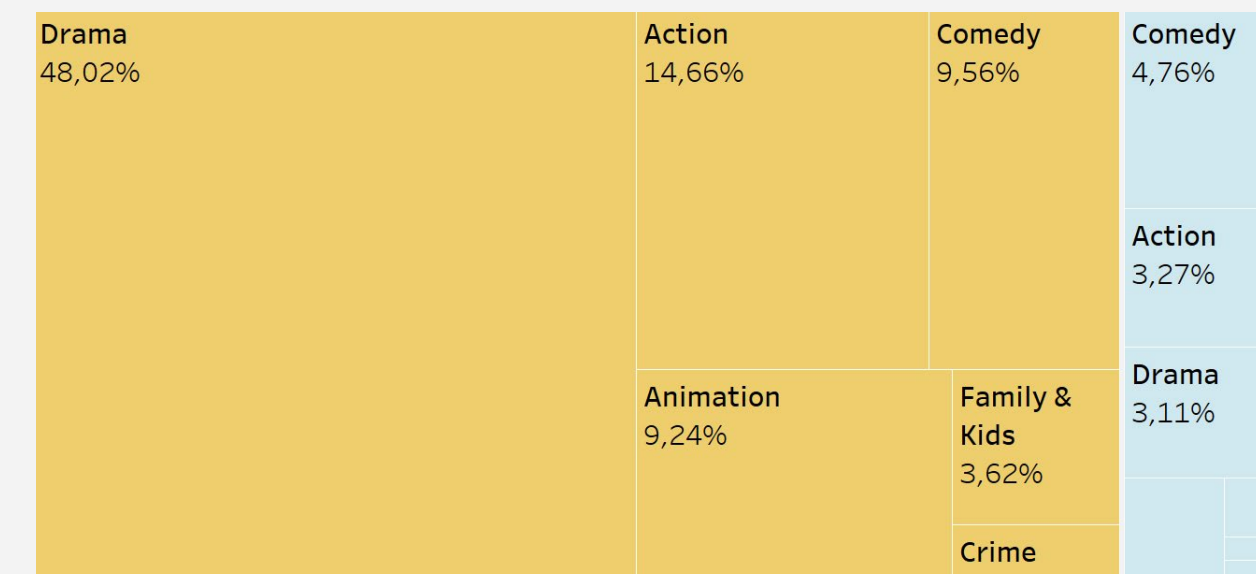
- Europe
- Spain
- Others

SPAIN 100 SHOWS | SVOD PLATFORMS

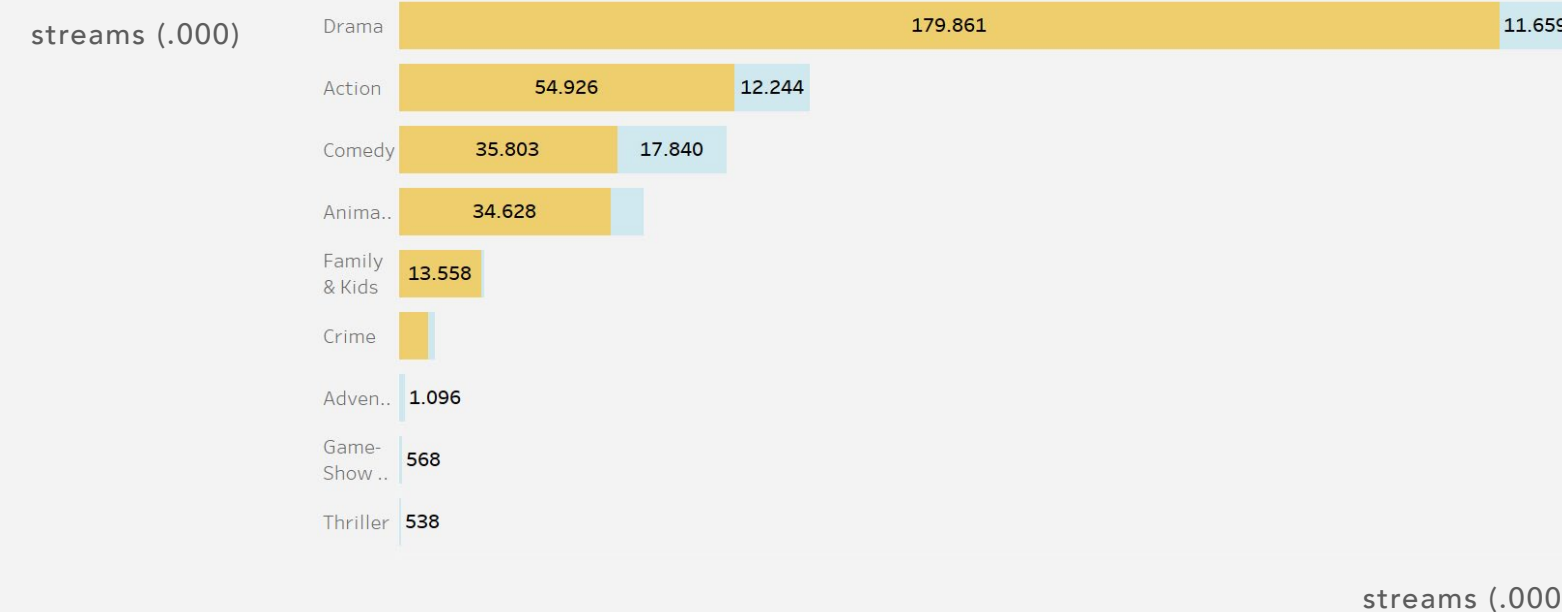
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



DRAMA ON NETFLIX LEADS THE TOP WITH 48% OF TOTAL STREAMS

Boosted by the last installment of "Stranger Things", which fired up audiences with 53M streams, but wasn't the only program that got the Spanish audience hooked to the screen. NBC's "Manifest" collected 39M streams. The series was added to Netflix shortly before it was canceled and immediately topped the viewing charts. The global effect persuaded Netflix to renew "Manifest" for a fourth and final season, premiering on November 4, 2022. Colombian telenovela "Pasion de Gavilanes" completes the golden podium with 23M streams.

COMEDY COULD BE THE WINNING HAND FOR AMAZON

Comedy programs are finally giving some leverage to Amazon to compete with Netflix. Even if Netflix heads the list with "Man vs. Bee" (9.4M), Amazon fights back with licensed sitcoms from national and global fare such as "The Big Bang Theory" or Telecinco's "Aida". It seems rather logical that the investment in Original content will be the key to ultimately boosting grades.

OTT

- Amazon
- Netflix

HOT CONTENT IN SPAIN

“ALBA” OR THE RISE OF CONTENT THAT EXPLORES THE NEW LIMITS OF CONSENT

The post #MeToo era has unleashed an unprecedented amount of Crime productions related to sexual assault, whether based on real events or not. Why is that? Are we women just masochists by nature? Do we consume this content as a warning note? A self-defense mechanism? To get to know the other side? To make sense of our experiences and narratives as women? Or is it that, as a society, we are understanding the “new” limits of consent? While these questions are left unanswered, we still consume them.

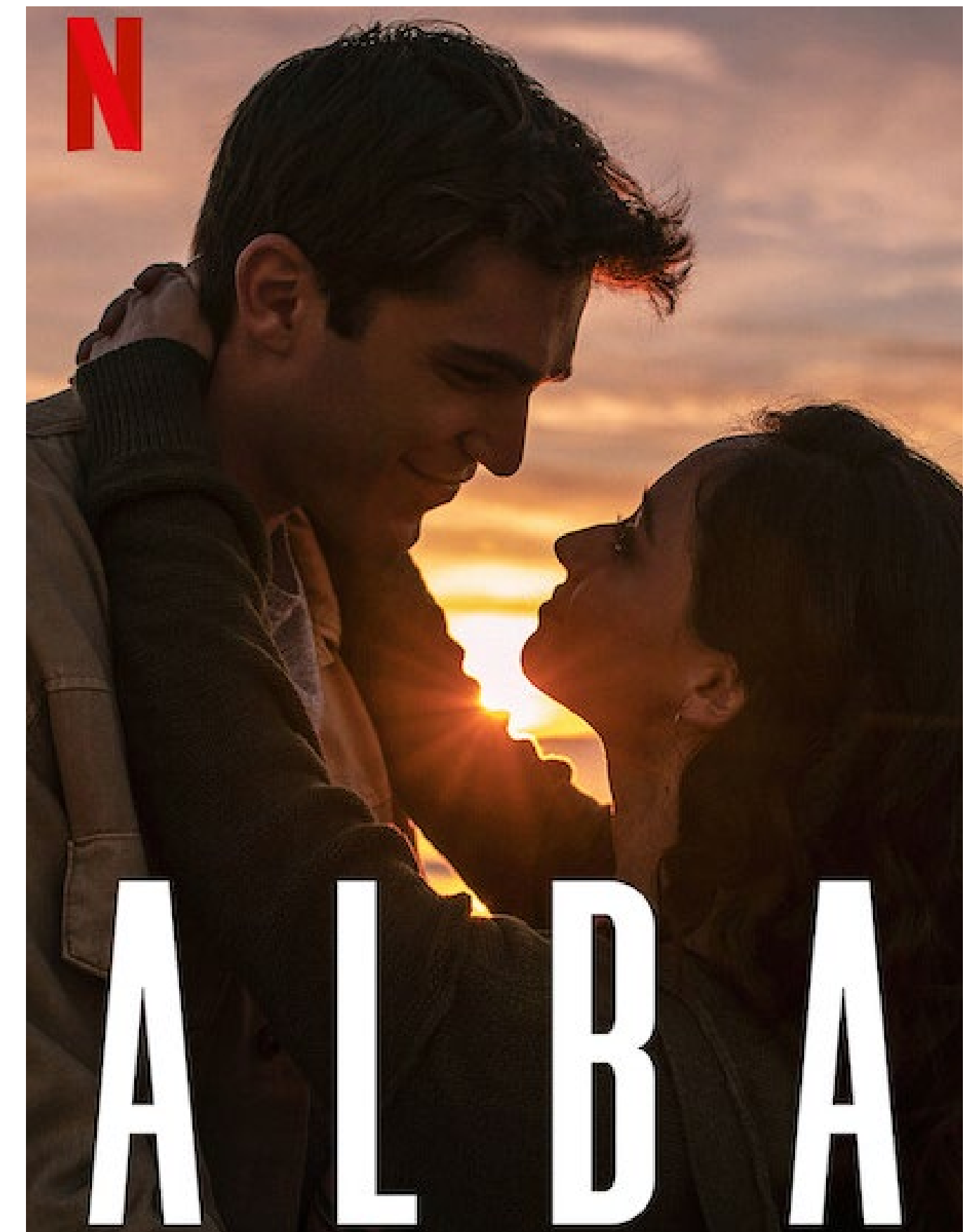
“Unbelievable”, “I May Destroy You”, “Lies and Deceit” are some of the recent rape and consent-based storylines that have come out during the last few years. It is a TV trend at present, and “Alba” is part of that movement.

Alba (Elena Rivera, known for playing Karina in the acclaimed Spanish prime time show “Cuéntame cómo pasó”) is a young woman who is in a relationship with Bruno (played by Eric Masip, of “Through My Window” fame). Alba and Bruno plan to meet up in a bar in their neighborhood, but Bruno’s wealthy friends, Hugo (Jason Fernandez from “Freedom”), Jacobo and Rube (Álvaro Rico and Pol Hermoso from “Elite” and “Merlí,” respectively) get on to him and tell him it’s guys night. In the bar, some guys slipped drugs into her drink. She wakes up the next morning with no recollection of

what happened, but soon realizes that Bruno’s friends raped her. The show chronicles how Alba and Bruno must resist the threats made by Bruno’s wealthy and powerful friend.

“Alba” is not based on a true story -although it could easily be- but on a Turkish novel that was a national success that also became a film in 1986 and later made into a TV series in 2010. Was that the secret to the success of “Alba”? The show climbed high on the Netflix charts, becoming one of the most-watched non-English TV shows on Netflix during the week it premiered. Although it came out in the middle of the month, “Alba” was the fifth most streamed show in the Spanish charts and reached #5 and #6 in the European charts of Italy and France, collecting 26,602K across the five markets in the month of July. However, the series is not an original Netflix product. It was, in fact, co-produced by Atresmedia and Grupo Boomerang (“Física o Química”, “Los misterios de Laura”, “El secreto de Puente Viejo”, “Mar de plástico”).

“Alba” has become a global hit but, is it any good? The rating in IMDb is 6.4, and it hasn’t received the same critical acclaim as shows of a similar ilk. Will there be another season? Chances are there will be, but to date nothing has been said by Antena 3 or Grupo Boomerang.



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Spider-Man: No Way Ho..	Netflix	Action	2.502
2 The Gray Man	Netflix	Action	2.458
3 Persuasion	Netflix	Romance	2.190
4 The Sea Beast	Netflix	Animation	2.138
5 Sotto la luna di Amalfi	Netflix	Comedy	1.783
6 Les Liaisons Dangereus..	Netflix	Romance	1.449
7 Tenet	Netflix	Action	1.286
8 The Man from Toronto	Netflix	Action	1.260
9 Knives Out	Netflix	Comedy	1.139
	Amazon	Comedy	72
10 Wonder Woman 1984	Netflix	Action	1.034
11 Corro da te	Amazon	Comedy	994
12 Hello, Goodbye and Eve..	Netflix	Drama	935
13 Love & Gelato	Netflix	Romance	830
14 Ready Player One	Netflix	Action	799
15 Sniper: Assassin's End	Netflix	Action	718
16 The Best Years	Netflix	Drama	685
17 Purple Hearts	Netflix	Drama	646
18 Pipa	Netflix	Thriller	639
19 Hustle	Netflix	Comedy	599
20 Spiderhead	Netflix	Action	590
21 Girl in the Picture	Netflix	Crime	587
22 Man of Steel	Netflix	Action	532
23 Mortal Kombat	Netflix	Action	509
24 A Tale Dark and Grimm	Netflix	Fantasy	497
25 American Made	Amazon	Action	371
	Amazon	Action	71
26 Arrival	Netflix	Drama	415
27 Sniper: Ghost Shooter	Netflix	Action	411
28 Now You See Me 2	Netflix	Action	400
29 Odio l'estate	Netflix	Comedy	379
30 Underworld	Netflix	Action	361

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

streams (.000)

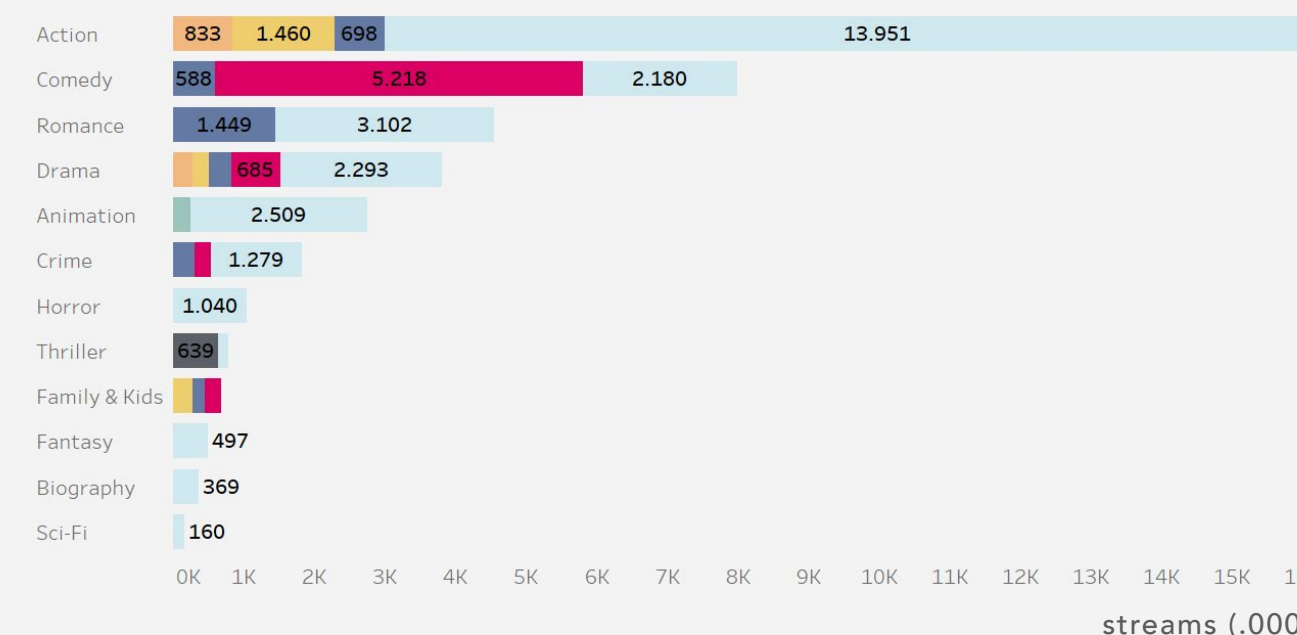
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



USA & CANADA PRODUCTIONS FINALLY ESTABLISH A FIRM FOOTING IN THE CHARTS AFTER A CHALLENGING SPRING

We've witnessed American productions gradually taking more and more of the share over the last three months, going from 37% to 60%. It's summertime, and nothing says summer like enjoying a fresh and cold drink while you're watching your favorite blockbuster. And we all know who masters that.

AMERICAN ACTION MOVIES GATHER 40% OF TOTAL VIEWS IN JULY

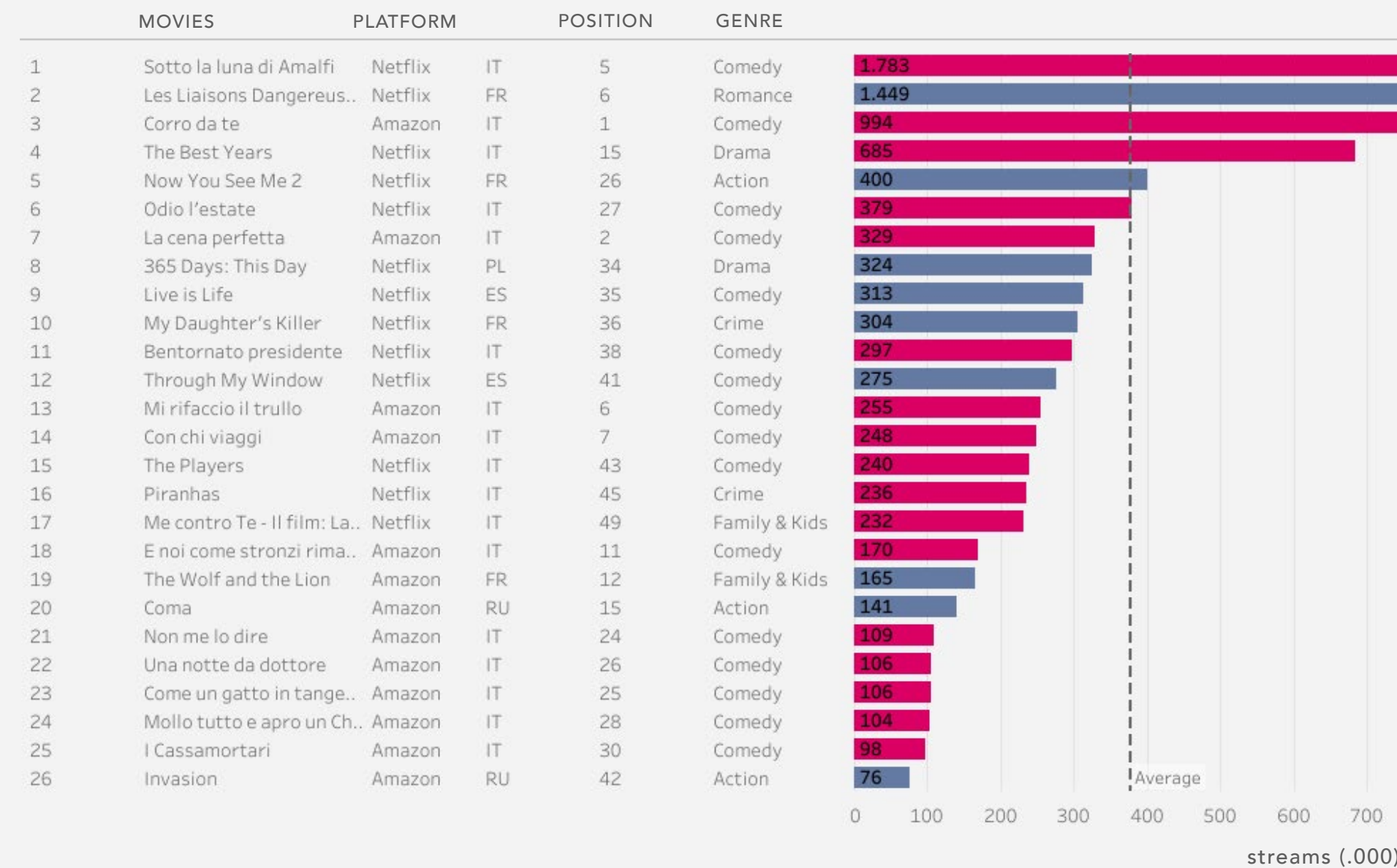
With almost 14K views, American action takes control of summer views. "Spider-Man: No Way Home", that movie that finally brought together multiple generations of fan-favorite elements from the wall-crawler's cinematic history lands digitally in Italy as the most streamed movie in July. It is closely followed by "The Gray Man", the Netflix "big-budget-costly-promotion campaigns-well-known-faces" bet for this summer. Other noteworthy American action movies are "The Man from Toronto", "Wonder Woman 1984" and "Ready Player One".

THE FAVORITE LOCAL CONTENT IS ROMANCE

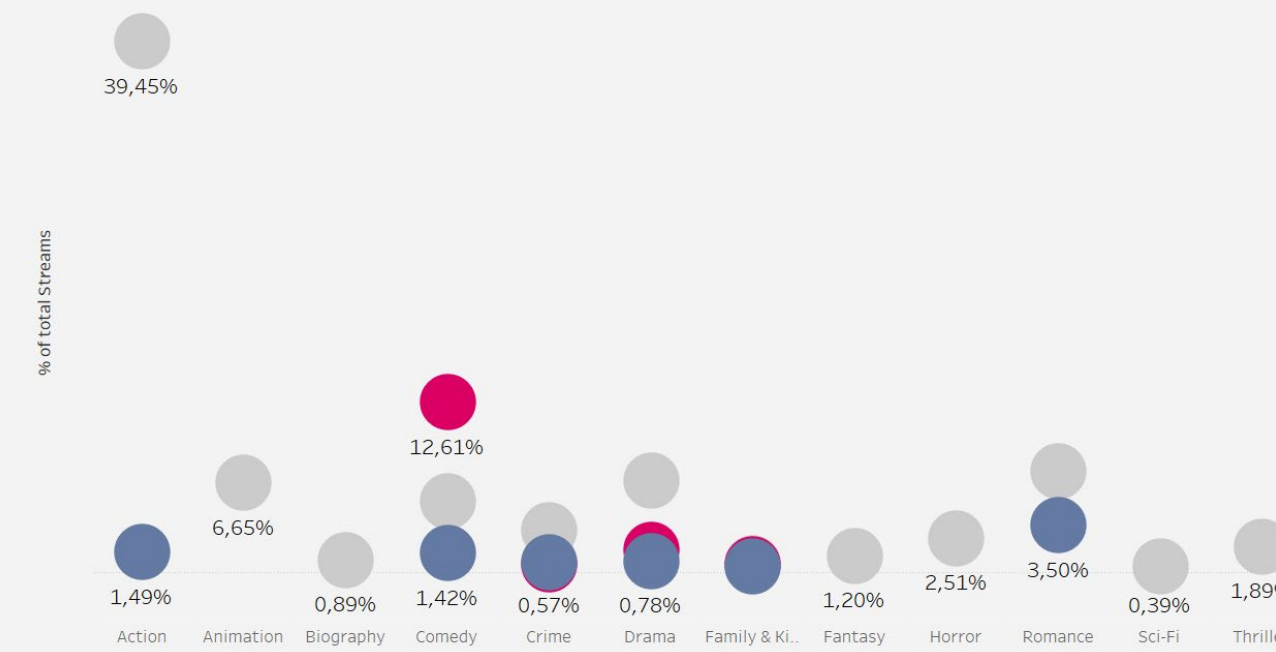
"Sotto la luna di Amalfi", "Corro da te" and "The Best Years" are the only Italian films that sneak into the Top #25. These three movies have a romance or romcom component in their recipe. The Italian audience is clear about this. What is summer if you don't find a passionate summer love, if only through the screen? Nevertheless, only "Sotto la luna di Amalfi" travels outside of its home market. The movie is present in every territory except for the unconquerable UK.

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



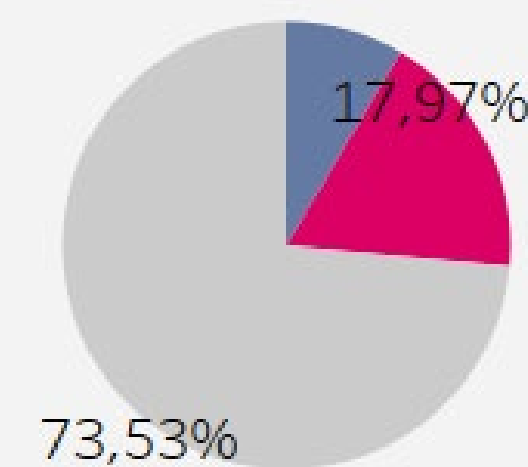
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	ITALY
Action	3	
Comedy	2	14
Crime	1	1
Drama	1	1
Family & Kids	1	1
Romance	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES



IF IT WORKS WELL, WHY CHANGE IT: ITALY SUCCEEDS AGAIN IN COMEDIES

This July, Italy has 14 different comedies in the Top #100 most streamed films. Most of them were already there in previous months: there's almost nothing new under the sun. Italian productions should not forget about other genres as well. Along with comedies, only one Crime, one Drama and one Family & Kids are found in the charts.

FRENCH PRODUCTIONS ARE THE MOST WATCHED EUROPEAN FILMS

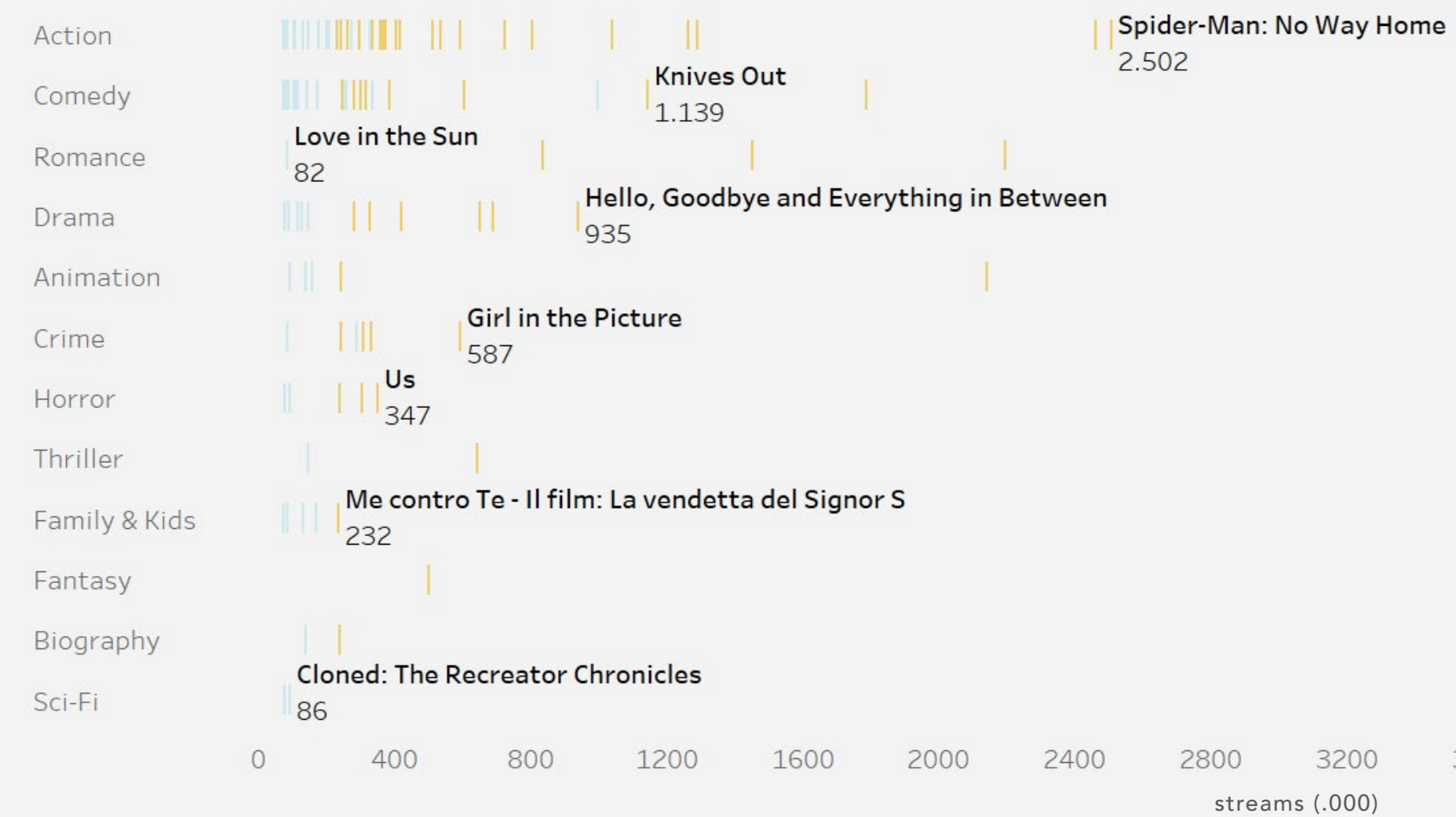
French titles accumulated 15.4% of total views with 4 titles: "Now You See Me 2", "My Daughter's Killer", "The Wolf and the Lion" and "Les Liaisons Dangereuses". The latter collected the highest quantity of views, a remake of the American 1988 movie, a Romance movie specially curated for Gen Z. Could this kind of movie stand the test of time, summer or even July?

18 PERCENT OF DRAMA VIEWS GOES TO ITALIAN PRODUCTIONS

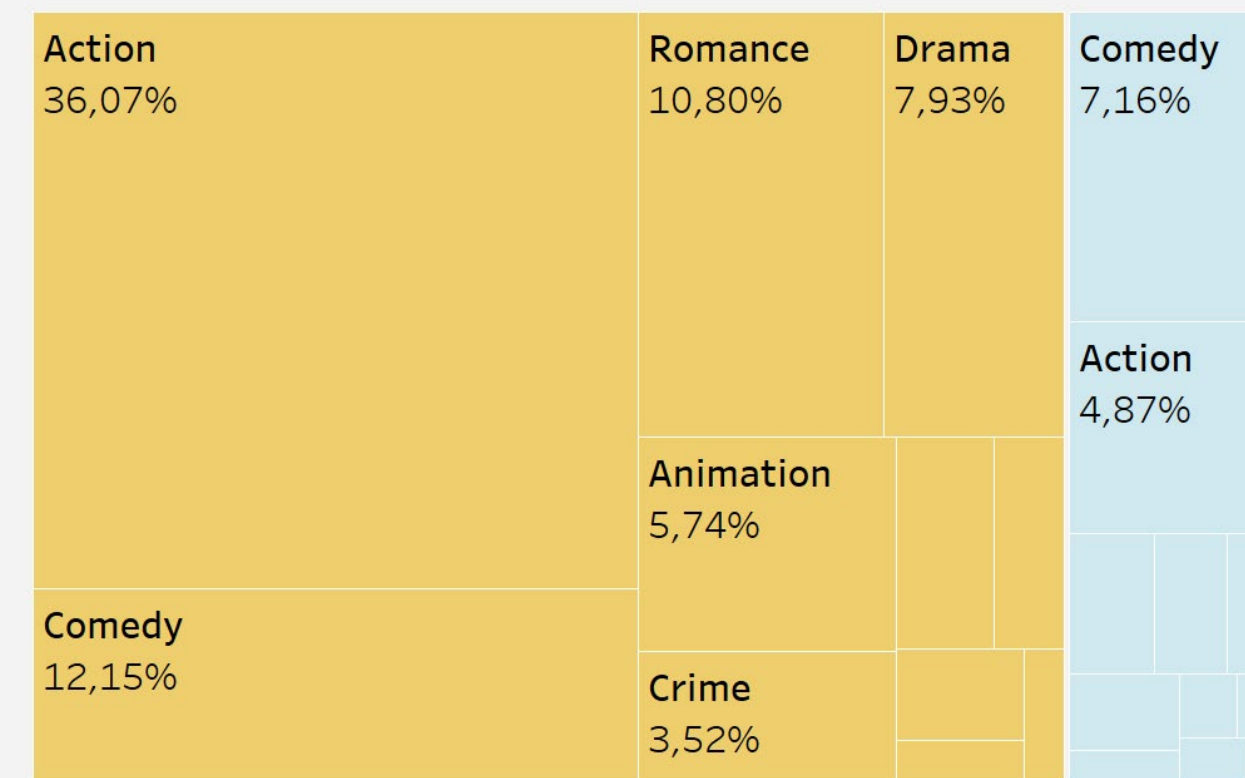
We haven't seen such a number since March, when Italy had a decent slice of the cake, one that could compete with European Drama. This is because of the digital premiere of "The Best Year", a movie that follows the story and history of Italy through the life of three friends and the girl they all fall for at one point in their lives. "Gli anni più belli" originally premiered in 2020, when it was nominated for several David di Donatello and Nastro d'argento awards.

ITALY 100 MOVIES | SVOD PLATFORMS

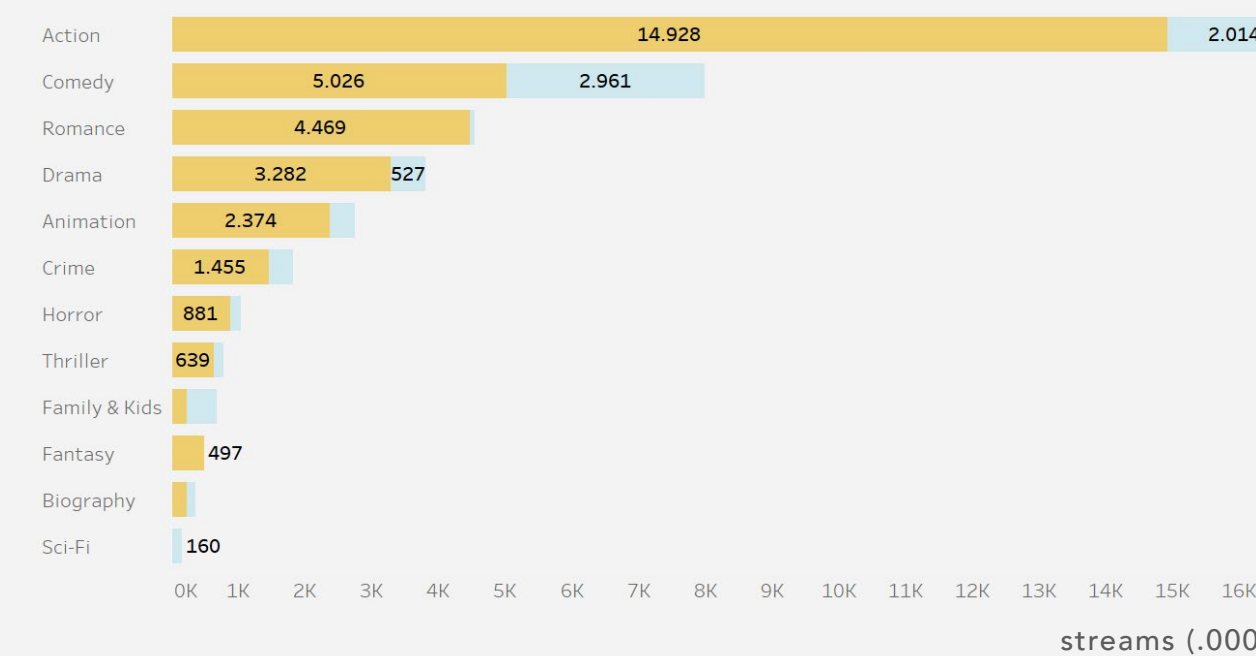
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

NETFLIX'S SUMMER BLOCKBUSTERS BITE INTO AMAZON'S SHARE

During this month, Amazon collected 7.36K views, their worst number since February. This resulted in a 17.8% share of total views, where "Corro da te", "La cena perfetta" and "The Misfits" take the highest position, the latter corresponding to new releases from the e-commerce platform. This poor number has nothing to do with the 25.2% share that Amazon reached in May, mainly due to the digital release of "No Time to Die", another Daniel Craig movie in the James Bond series.

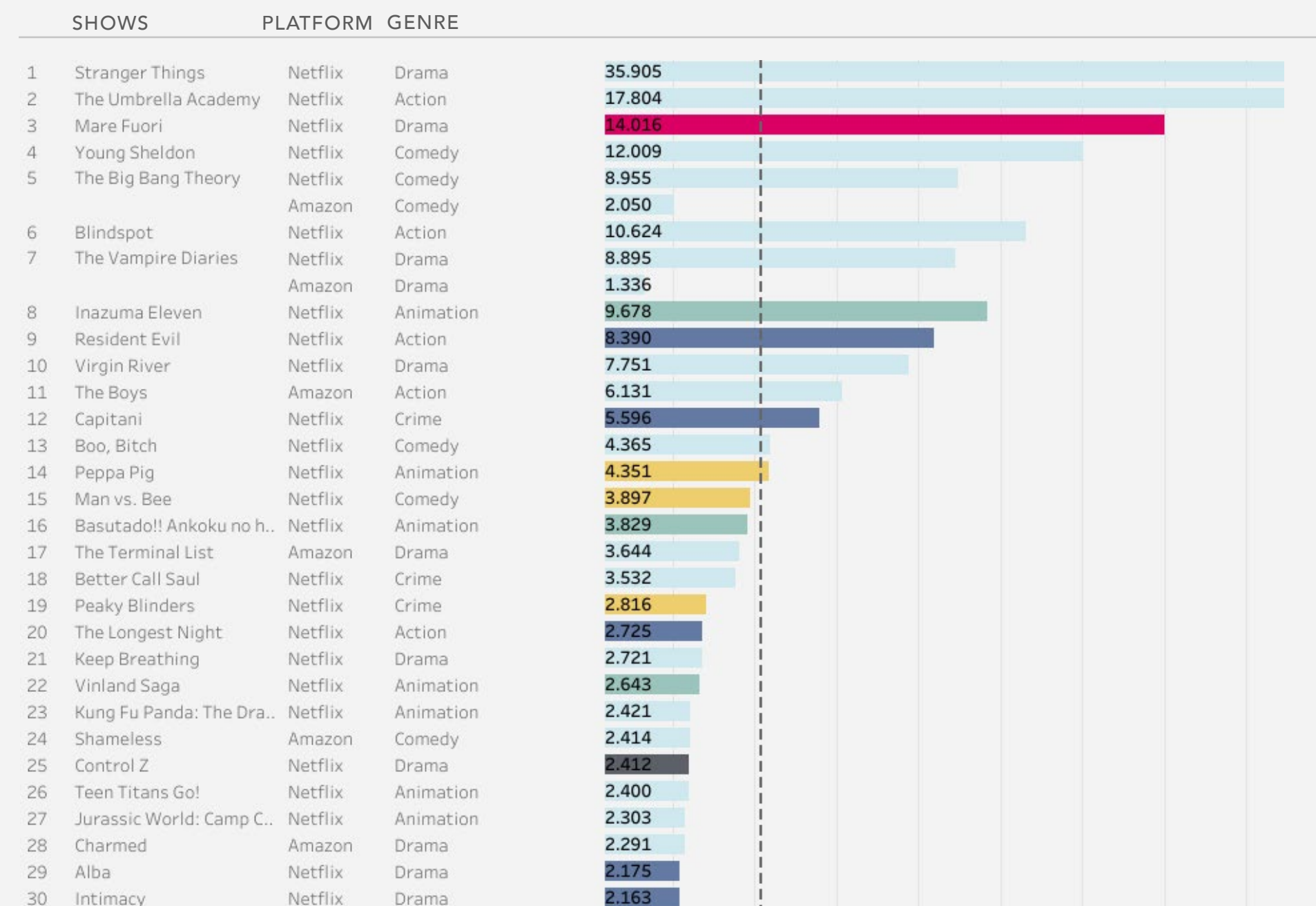
AMAZON ACHIEVES ONE OF ITS FINEST COMEDY SHARES

During these last three months, we've tracked a very similar genre consumption pattern on Amazon. The same can be said about the behavior of Netflix's consumers: Comedy and Action are the most streamed genre. This month, Netflix has certainly won the race again, though Amazon made the N platform sweat a little bit more than usual. With 3K views, the e-commerce giant gathered 37% of comedy views, achieving one of the highest comedy shares we've witnessed. Another small but significant accomplishment in the platform is the Family & Kids win, halting the Netflix control. This is thanks to some old Harry Potter magic and "The Wolf and the Lion", a movie that has managed to stay three months on the charts.

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

streams (.000)

PRODUCTION COUNTRIES



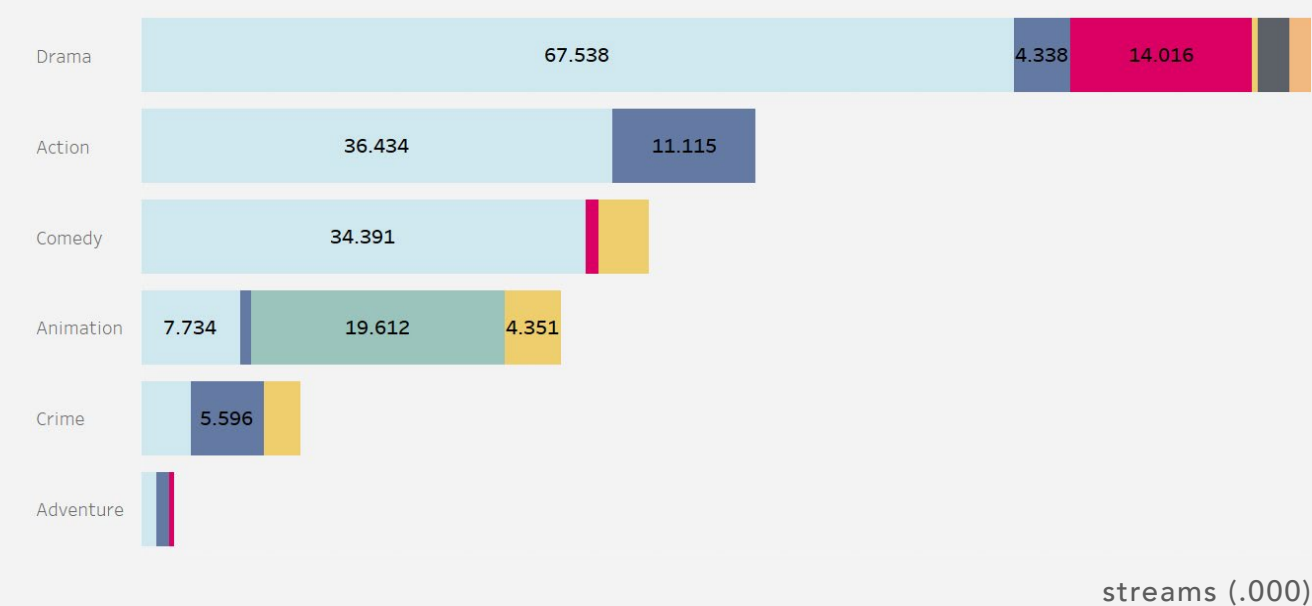
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

ITALIANS' CONSUMPTION OF SHOWS CONTINUES TO FALL

In our biannual report, we point out how both show and movie consumption has been slowly decreasing throughout the course of the six-month period. However, the Spanish and Italian markets gave their worst performance in June. July's figures tell us that the tragedy hasn't stopped for Italy yet: its market is still plummeting. Is it because of the good weather? Do Italians prefer to spend their summer holidays in the sun? Or is the catalogue not good enough for them to stream?

"STRANGER THINGS" DECISIVELY SEIZES THE THRONE

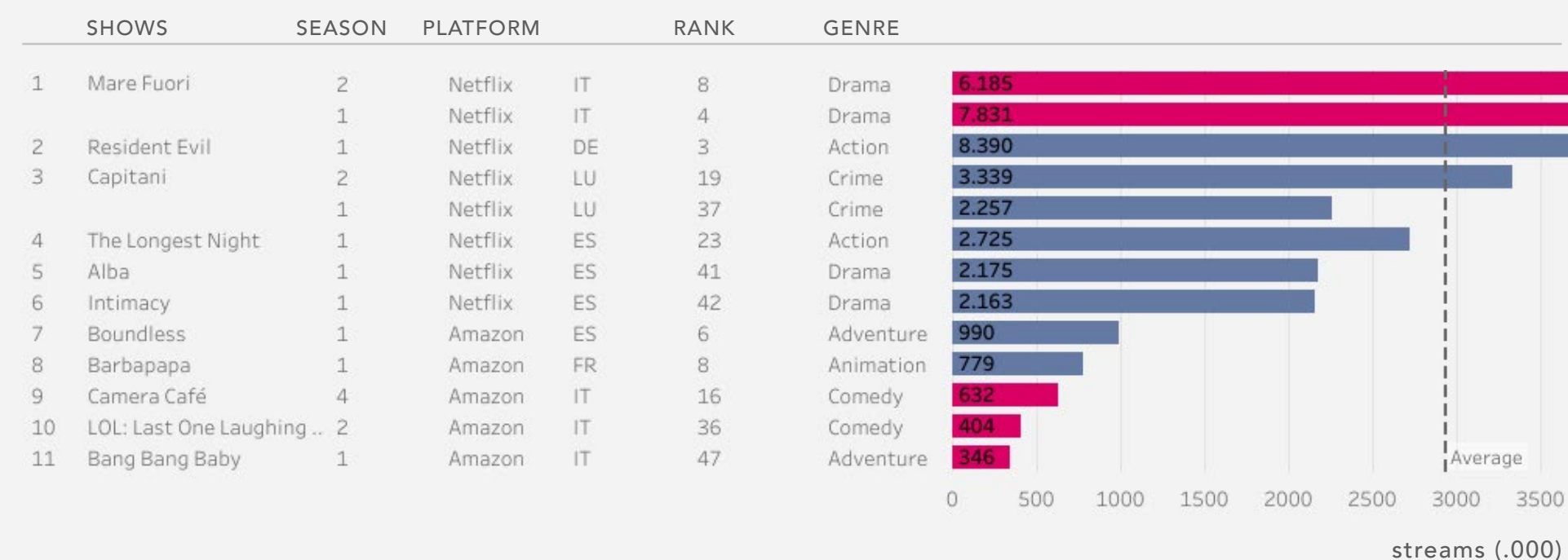
36K views in the Italian audience from the July release of "Stranger Things" is certainly a good number, but definitely not as good as expected. It was not even close to June's peak when it reached 45K views. The second position goes to "The Umbrella Academy", whose third season premiered on June 22. It manages to stay in the July charts, collecting the same number of views as in June, going from the fifth position in June to second in July. "The Umbrella Academy" is closely followed by "Mare Fuori", a local show that tells the story of a group of friends from juvenile prison, certainly one of the most popular adolescent dramas in Italy at the moment.

ASIAN SHOWS GAIN THE VIEWS THAT USA & CANADA LOST

Asia's presence in July's chart is very noticeable, with "Inazuma Eleven", "Basutado!! Ankoku no hakaishin" and "Vinland Saga" standing out, the last two with either a premiere of the show itself, or a new season.

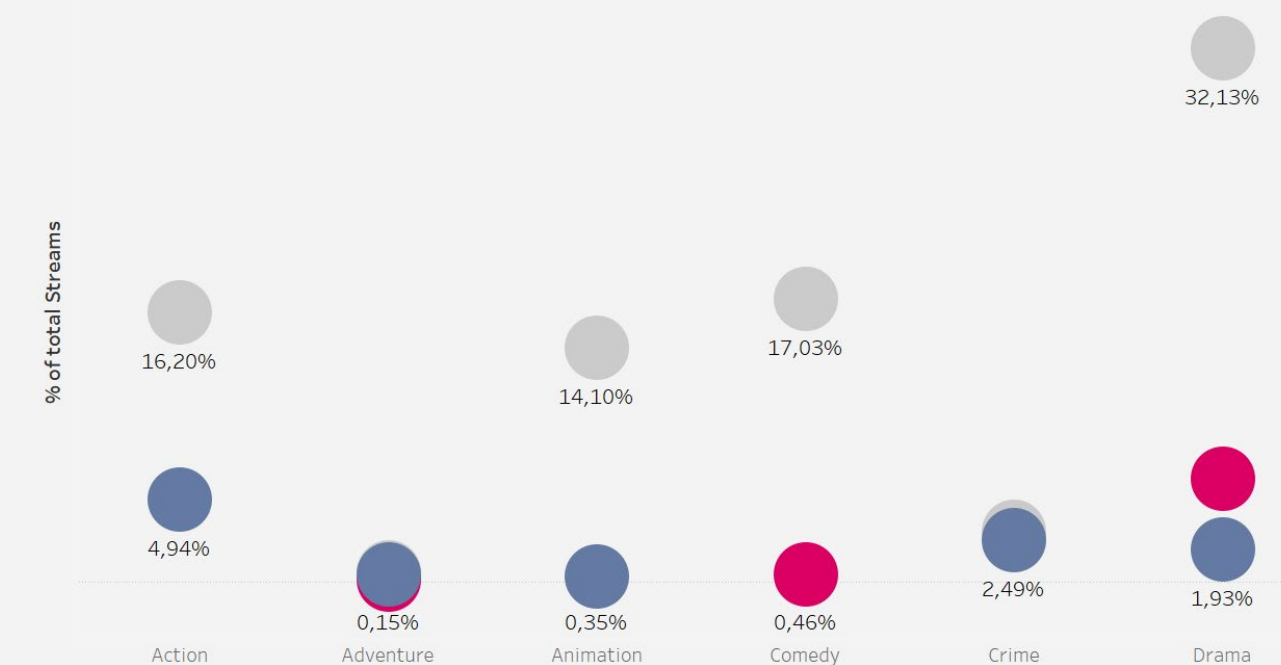
ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

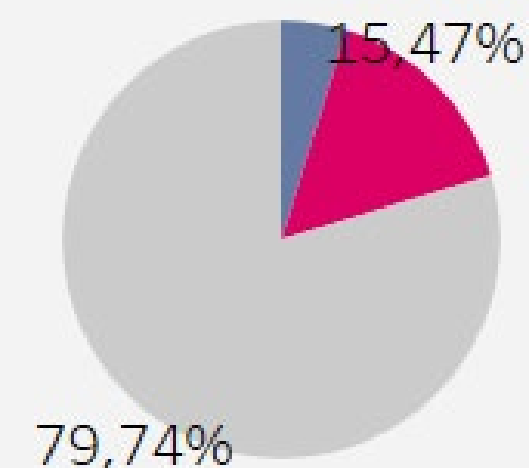


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	IT
Action	2	
Adventure	1	1
Animation	1	
Comedy		2
Crime	1	
Drama	2	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Italy
- Others

“MARE FOURI”, THE STAR OF THE ITALIAN YOUTH SUMMER

Although it was originally released on RaiPlay, the Neapolitan show moved to Netflix on June 10th. Since then, it has collected 10K views in June and 14K in July. With this last number, the show has, on its own, accounted for 37% of total European and local views. This has also resulted in the biggest drama share for local productions we’ve ever reported in the Italy chart so far, 15.5%.

ITALIAN AUDIENCES LOVE SPANISH TITLES ALMOST AS MUCH AS LOCAL

There are as many Italian titles as Spanish, but local production amasses a great deal more views. The titles responsible for this are “Alba”, “Intimacy”, “Boundless” and “The Longest Night”. The latter manages to steal a decent amount of the Action percentage from non-European shows. “The Longest Night” is the new Spanish thriller that follows an attempted psychiatric prison break carried out to rescue the very creepy serial killer, Simón Lago, played by Luis Callejo.

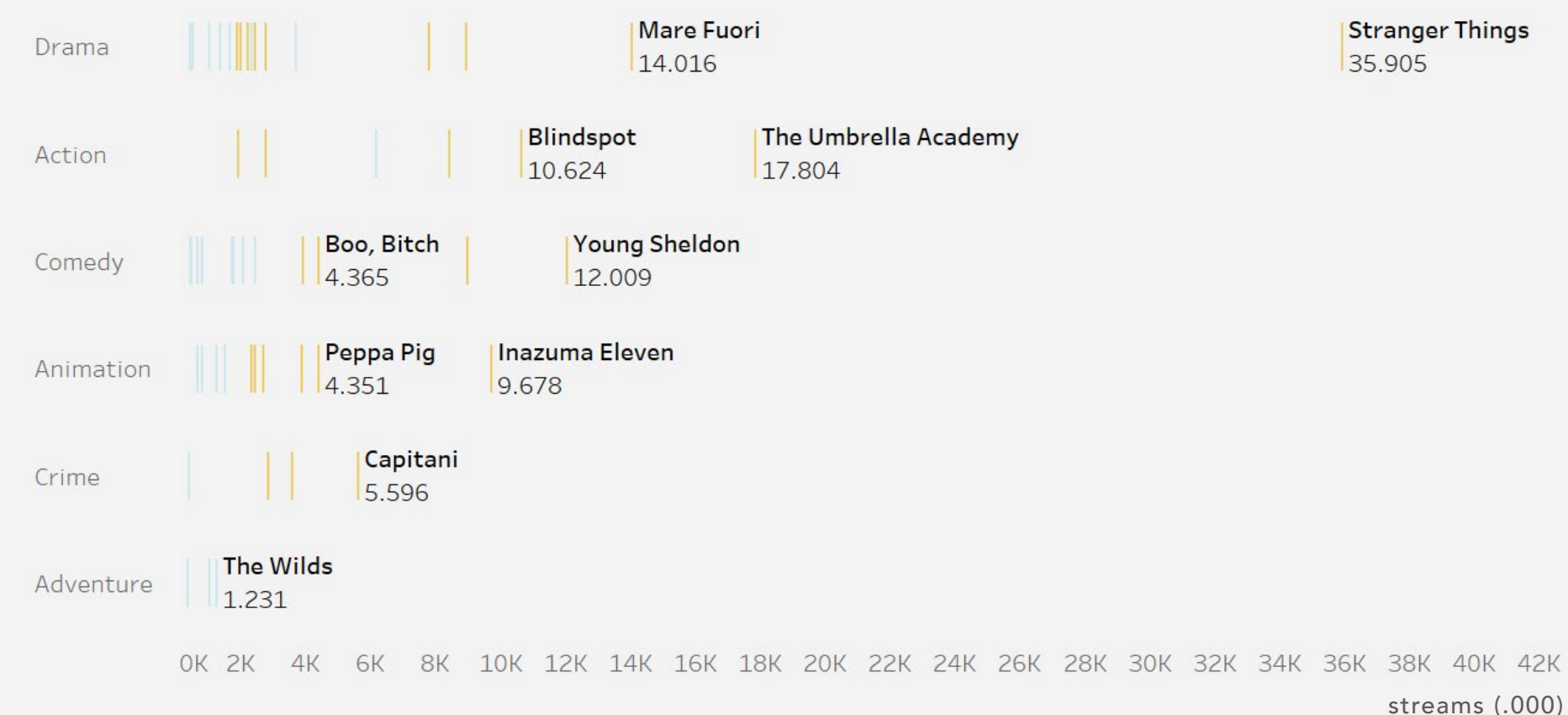
Productions from Central Europe are also present: “Resident Evil” from Germany and “Capitani”, from Luxemburg.

LOCAL AMAZON PRODUCTIONS ARE STILL THERE, BATTLING ON

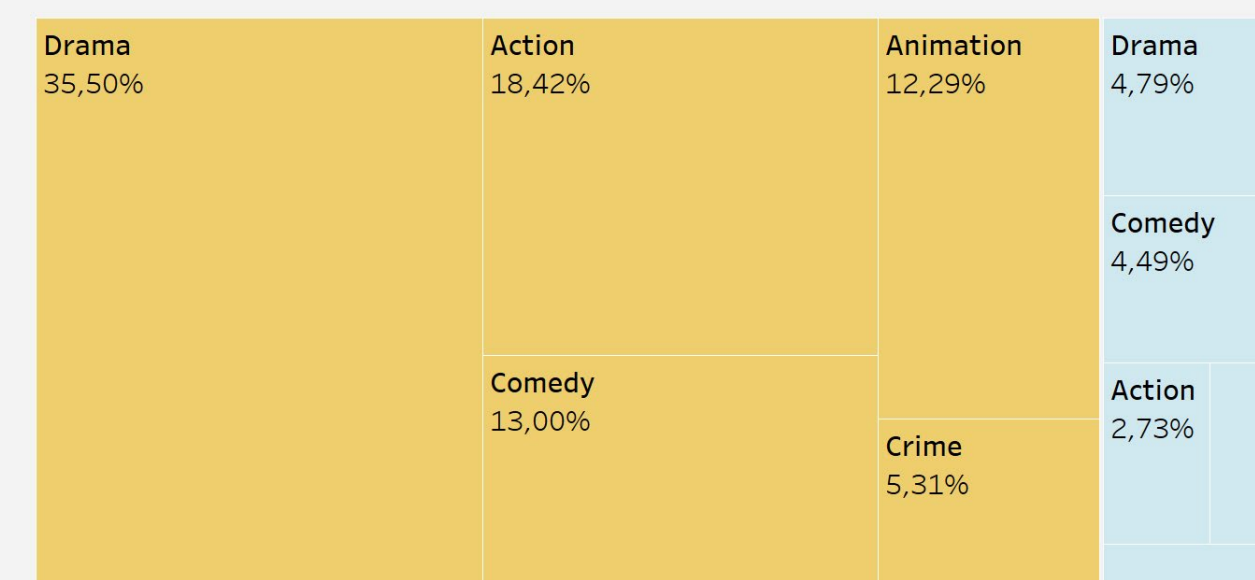
“LOL: Last One Laughing”, “Camera Café” and “Bang Bang Baby” have stood out in the charts since May, although none of them gets close to 1K views.

ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



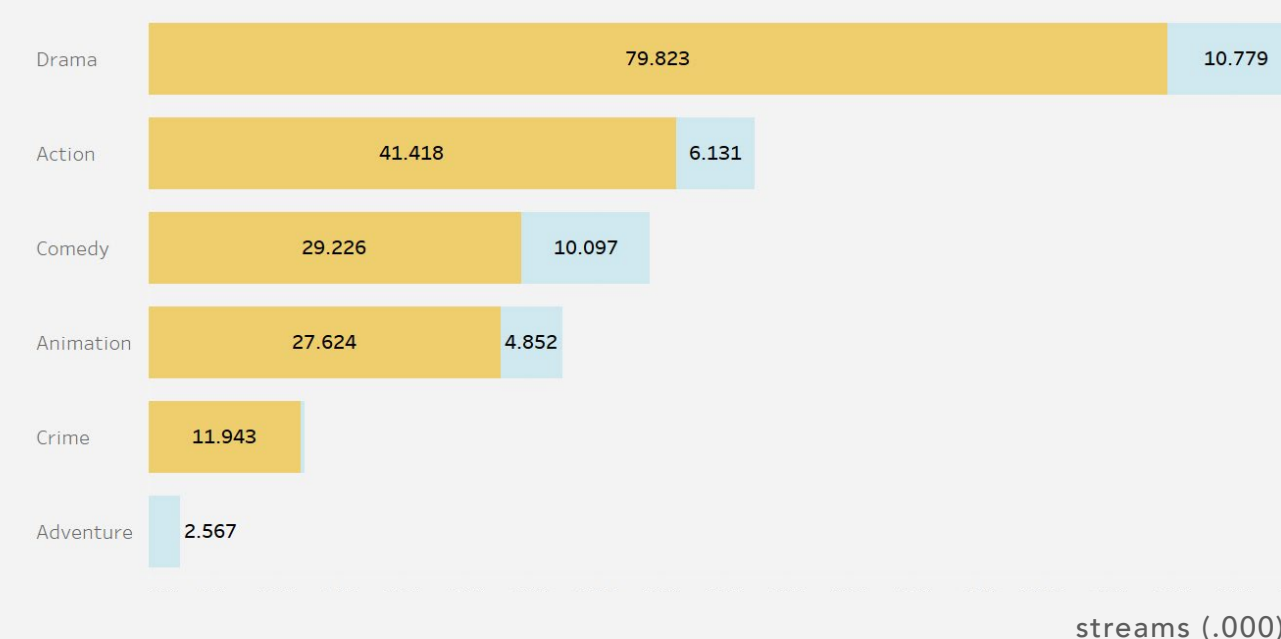
MOST WATCHED GENRES SHARE BY PLATFORM



ACTION, COMEDY AND ACTION ON NETFLIX ARE STILL RULING THE GAME. THEY REPRESENT ALMOST 70% OF TOTAL STREAMS

The positions held by Drama and Action are mainly due to Netflix's major intellectual property products: "Stranger Things" and "The Umbrella Academy", although "Mare Fuori" and "Blindspot" are also making waves on the charts. The position of Comedy in the Italian audience is heavily driven by the ever-present figure of Sheldon Cooper, thanks to the views enjoyed by "The Big Bang Theory" and "Young Sheldon".

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ANIMATION ON NETFLIX GROWS DRAMATICALLY THANKS TO "INAZUMA ELEVEN"

The football-themed media franchise manages to add 10K views to the usual Animation on Netflix's standards, making the genre have a great rise. The show also helps to place Animation as the fourth most played genre for the Italian audience. Unexpectedly, not the slightest trace of Family & Kids or Thriller shows is to be found in July's chart.

AMAZON TAKES THE LEAD IN THE ADVENTURE GENRE

Amazon knows it pretty well: it is very difficult to win the biggest monthly fight. But it can certainly win certain little battles. This month, with the help of "The Wilds", "Boundless" and "Bang Bang Baby" Amazon helps in the Adventure battle.

OTT

- Amazon
- Netflix

HOT CONTENT IN ITALY

MEET “MARE FUORI”, THE VERY SPECIAL NEW ITALIAN SENSATION

Type the hashtag #MareFuori on TikTok and you will get a sense of how big “Mare Fuori” is. Thousands of clips from the show and behind the scenes; people singing the intro, recreating the most viral scenes... The hashtag collects 1.6B visualizations. It is without doubt the most popular show in Italy at the moment. What’s behind its Italian success? Hold on to your seats. Let us show you what makes “Mare Fuori” so special.

The show follows the arrest of Carmine and Filippo on the same day for very different reasons. They are two characters who come from completely different realities. Carmine belongs to a Neapolitan gang. He has killed a rival just to save a very good friend of his. Filippo, on the other hand, comes from Milan. He is a boy who has never done anything bad. He is arrested after he accidentally kills his best friend.

Although the show digs deeply into the crime world between gangs and does indeed draw much from classic Italian crime drama shows such as “Gomorra”, this doesn’t make it yet another Italian product about Mafia. “Mare Fuori” goes beyond the Mafia comfort zone and looks at the issue through a different prism, providing images of a world where it is possible to find the ransom and the joy of living. The series is a choral tale, in which voices, stories, hopes and dreams intertwine. It explores the world of young prisoners from another point of view.

“Mare Fuori” has “l’obiettivo di recuperare il racconto dei giovani e per i giovani” says Ludovico Di Meo, director of Rai 2. That will tell the stories of the youth is already paying off. Nicolas Maupas, the actor who plays Filippo - and Hans, a character in another big summer Italian release on the charts “Sotto il sole di Amalfi” - won the Next Generation Best New Actor Award at the Venice Film Festival in September 2022.

Its success is also proof that the European audience is becoming less and less fearful about consuming titles with great language diversity. “Mare Fuori” is recited both in Italian and Neapolitan, one of the many minority languages spoken all around Europe. The language has no official status within Italy. It is not taught in schools, and it is rarely spoken in a formal setting. This still hasn’t been a problem for non-Neapolitan speakers in Italy to stream “Mare Fuori”. Or, to be precise: young non-Neapolitan speakers. A recent survey conducted by Stagertext found that young people are almost four times more likely than older viewers to watch TV shows with subtitles. It’s not going to be all bad news for Gen Z!

Another distinctive feature of “Mare Fuori” is the hybrid and rare way it has been broadcast. The series was aired both via traditional TV and streaming. It was broadcast in Italy in prime time on Rai 2 - the national public broadcaster’s second channel- between 2020 and 2021, while at the same time being also available

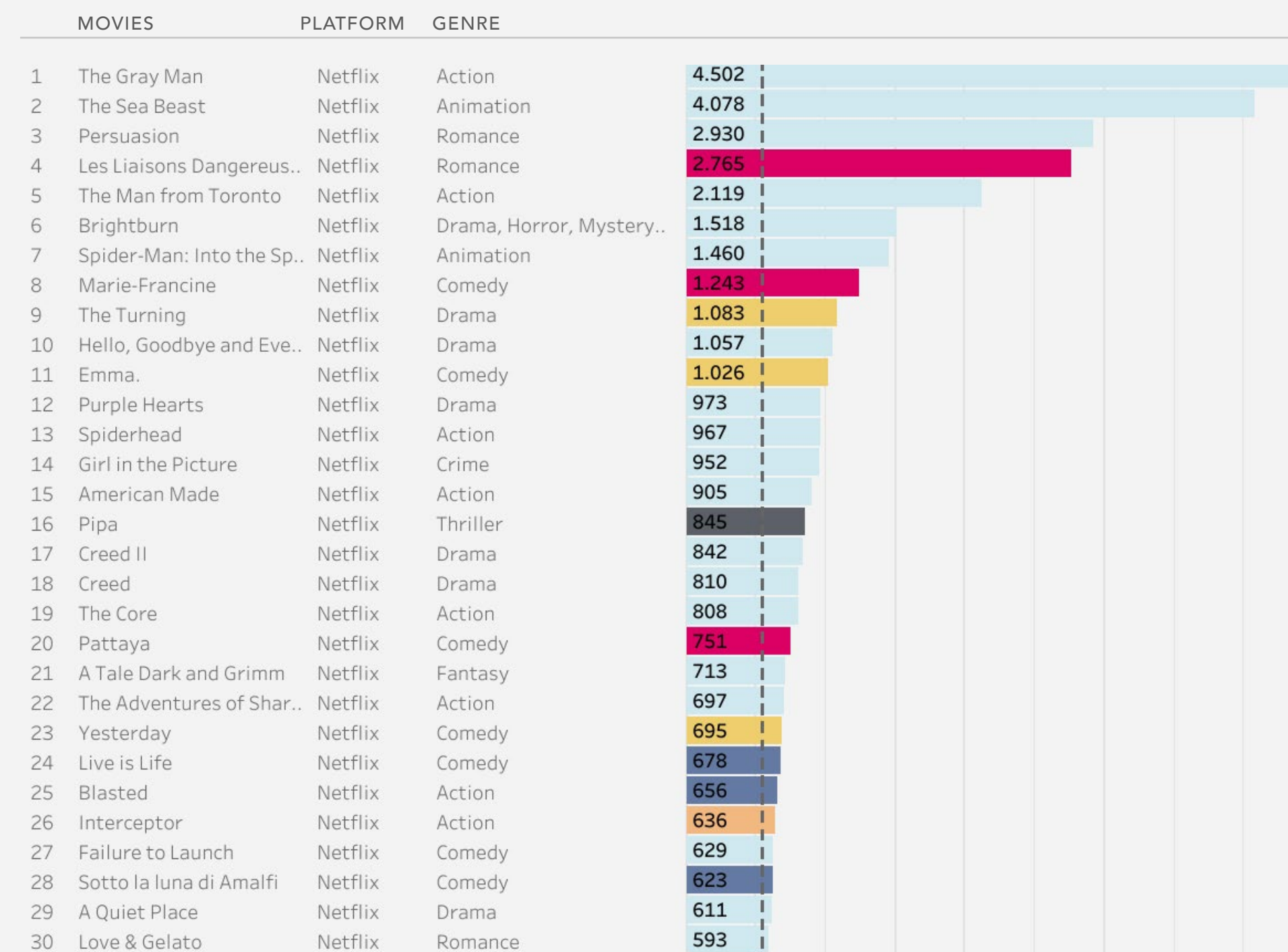
on Rai’s platform - up until Friday 10 June 2022, when the show moved to Netflix.

German Beta Film, the company that deals with international distribution, has agreements with WarnerMedia Latin America for HBO Max, Swedish free-to-air TV4, HOT for Israel, and Blu TV streamer in Turkey. It has also been said that the rights will be sold in France, Germany and Spain. Will we be seeing “Mare Fuori” in the charts of other markets in these coming months?



FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



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

streams (.000)

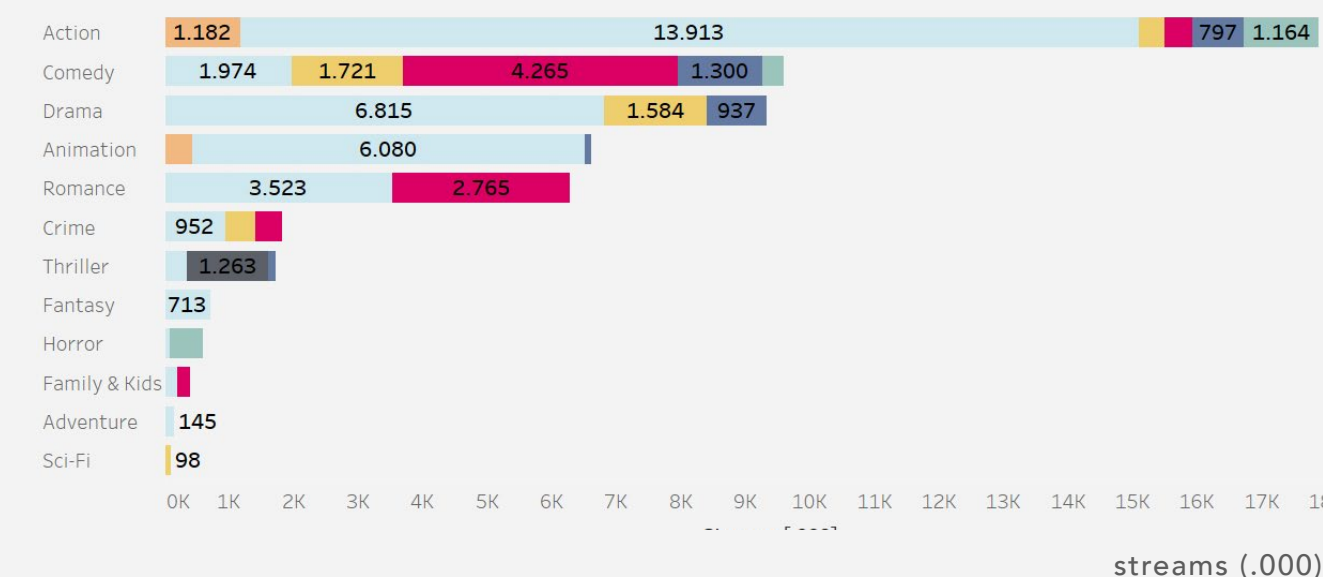
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



A SWEET MOMENT FOR FRENCH PRODUCTIONS

According to Le Dispatch, total exports of French audiovisual programs in 2021 amounted to €375.9M (+6% from 2020) [this number includes pre-sales, co-production contributions, and sales, Editor's note], marking a new historic record. Furthermore, in 2021, sales of fiction programs went up by 21.8%, to reach €57.3M, the highest figure to date since 2017 (€63.7M) (...) French original programs are finding a home for themselves in the international film industry, no longer constrained by language barriers and cultural differences.

L'AMOUR IS THE PROTAGONIST IN FRANCE THIS MONTH

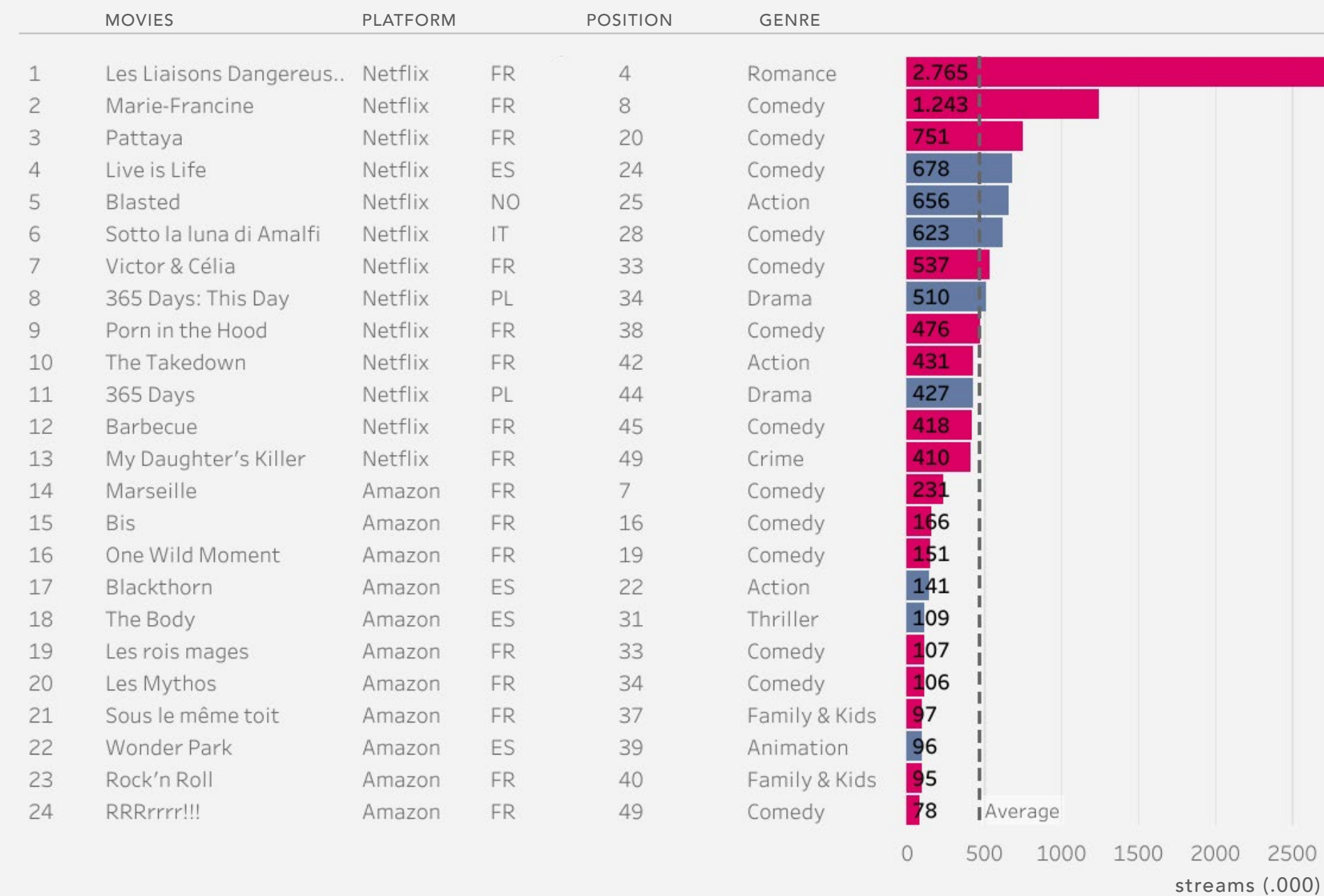
Three romance titles hit the top 10. "Persuasion", a period American rom-com, is at number 3 with 3M views. It is followed by a new French remake of "Liaisons Dangereuses" which stands at number 4, with 2.8M streams despite its bad reviews in France. Check our Hot Titles section for more about this! Not far behind, in the top 10, teenage romance "Hello, Goodbye and Everything Else" cumes 1M views. Is it the summer heat or the Telenovela series effect expanding to films viewing in France?

JULY'S TOP 5 CONCENTRATED 16M VIEWS - MORE THAN 4 TIMES THE EQUIVALENT IN JUNE

The summer spare hours speak for themselves in the top 5 of movies in France. Seems like people from all generations had more time to watch attractive films encompassing Action, Comedy, Romance, Animation and Horror. Although Drama is part of the top combinations, the titles classified under this genre do have predominant supernatural overtones of Horror and Mystery. The top 15 is almost entirely English-speaking except for the two French titles in the top positions.

FRANCE 100 MOVIES | EUROPEAN FOCUS

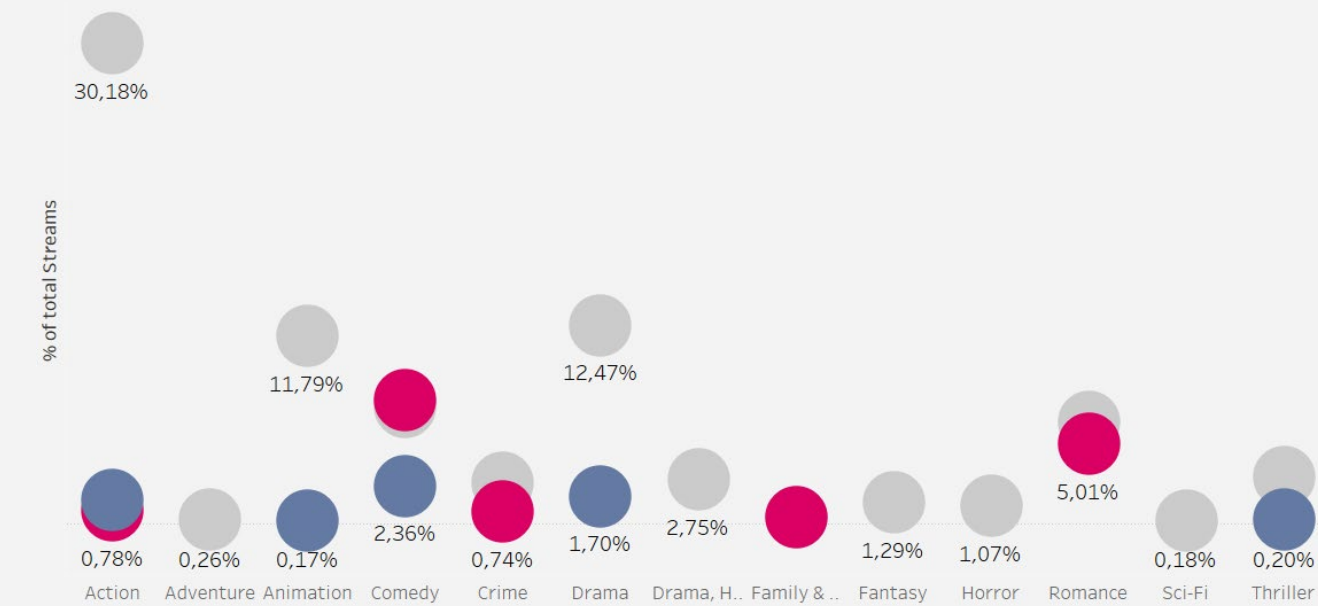
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



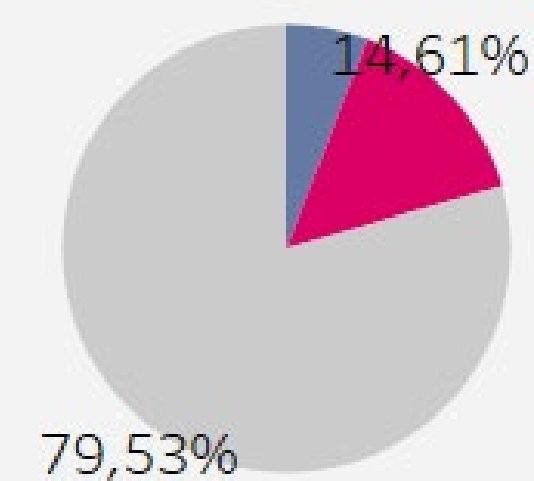
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	FR
Action	2	1
Animation	1	
Comedy	2	11
Crime		1
Drama	2	
Family & Kids		2
Romance		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



2016 FRENCH COMEDIES "MARIE-FRANCINE AND "PATTAYA" OCCUPY TOP 2 AND 3 IN THE EUROPEAN RANKING

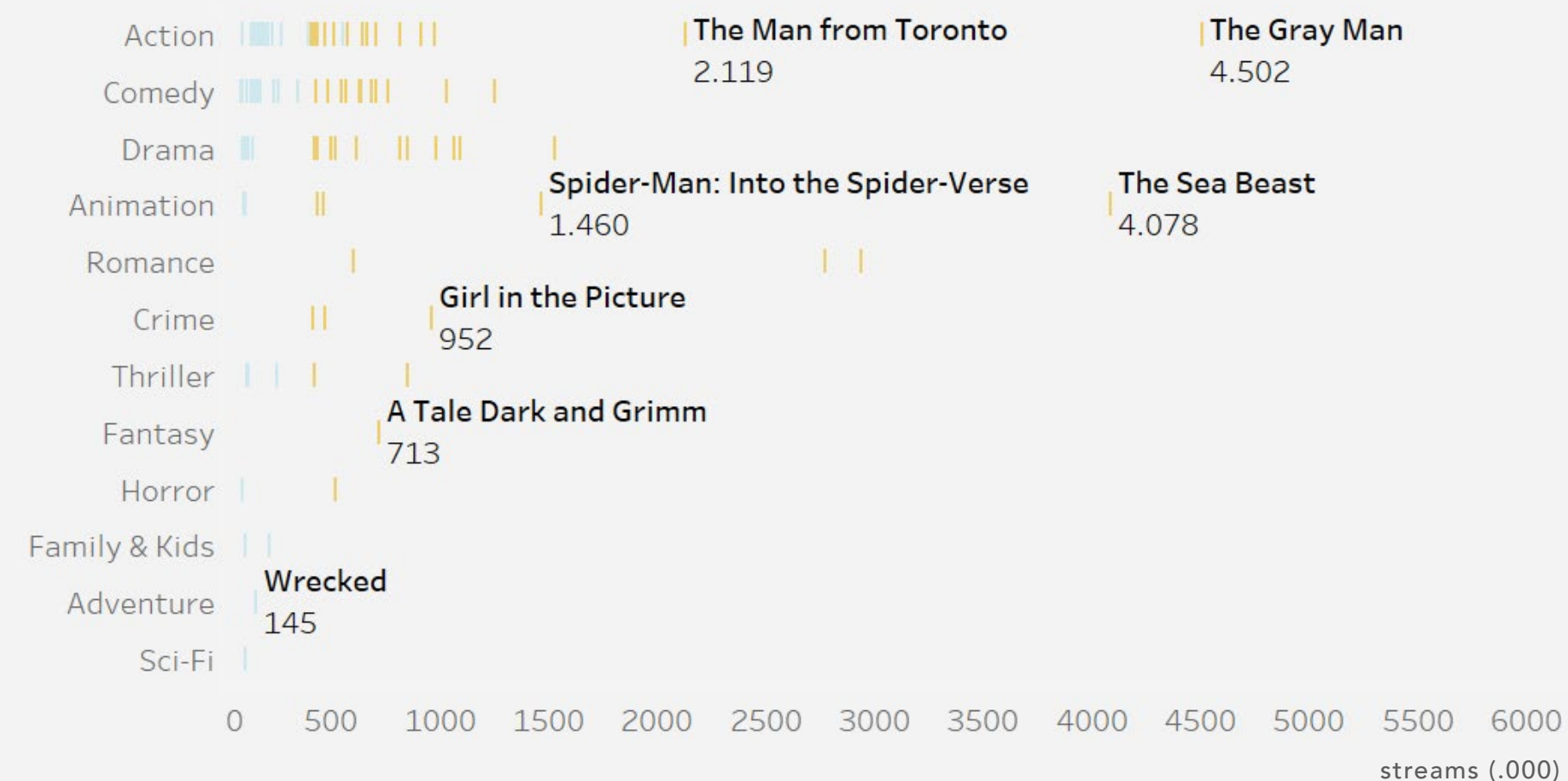
Is Netflix pushing a strategic library of French comedies to keep the ball rolling? As a reminder, Frank Gastambide had a leading role in Netflix's top 10 this spring with his Action title "Sans Répis" which traveled across all markets and broke the 30-days limits. Well, "Pattaya" is a Gastambide comedy which got 2M admissions at the French box office. It is rumored that "Pattaya 2" will be produced soon. Is 751K streams enough to greenlight the second part?

LUKEWARM PRESENCE OF EUROPEAN FILMS IN THIS MONTH'S FRENCH RANKING

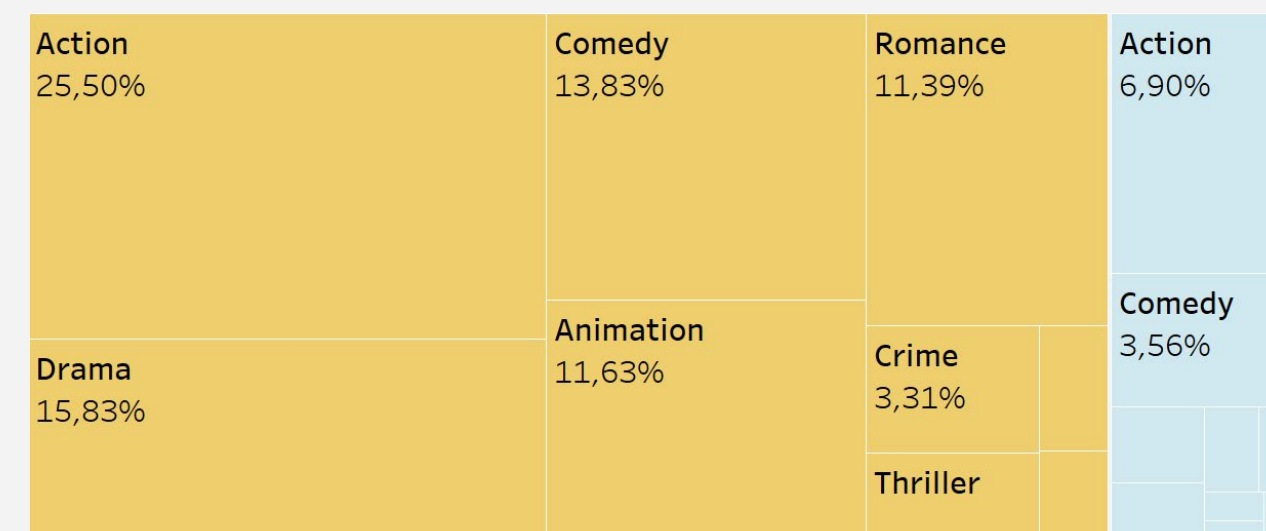
Only three European titles appear in top positions: the Spanish comedy "Live is Life", the Norwegian Action "Blasted" and the Italian Comedy "Sotto la Luna di Amalfi". Each of them gets a low viewing figure of 600K. The enduring Polish titles "365 Days" are still present in the top grid for a third month and the two movies together cume almost 1M streams this month.

FRANCE 100 MOVIES | SVOD PLATFORMS

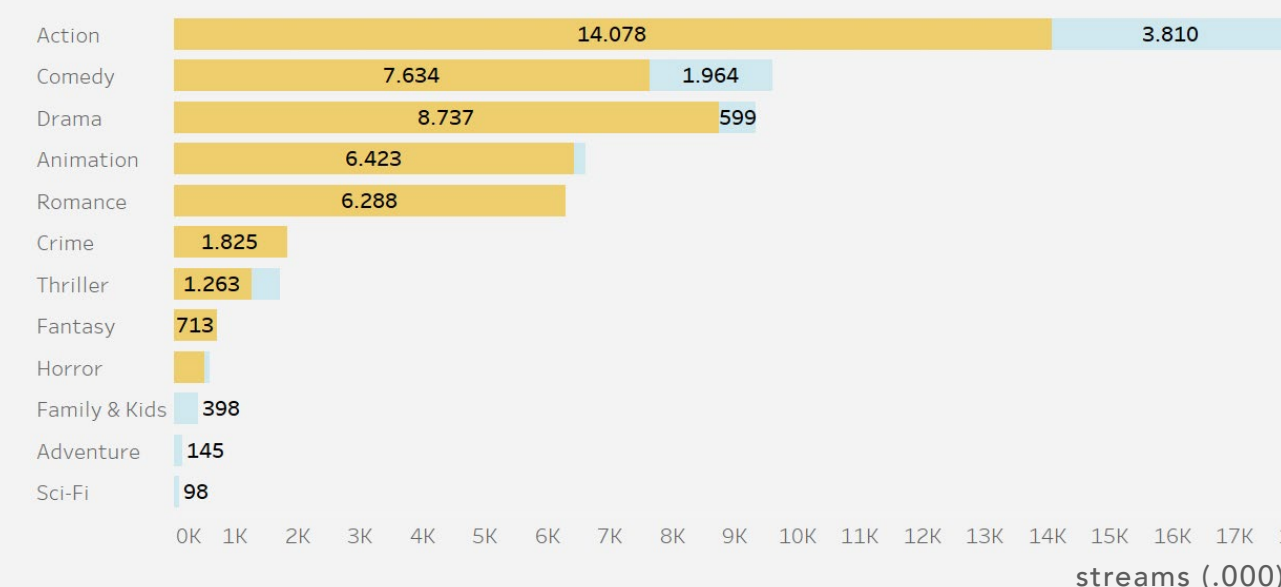
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



AMAZON ONLY APPEARS AT NUMBER 33 AND DOESN'T CONQUER MORE THAN 14% OF FRENCH STREAMS

The only genres where it is present are Action and Comedy. This is similar to previous months, where France appears as one of the European markets most reluctant to use Prime Video. According to our biannual report, France and Spain give approximately 14% of their views to Prime, while the UK and Italy are a bit more generous (18%), with the UK going up to 20%. What's your bet for the new percentage Amazon will gather after the long-awaited "Lord of the Rings" series? Will it really lift the presence of films? Will European fare have a better chance after this milestone?

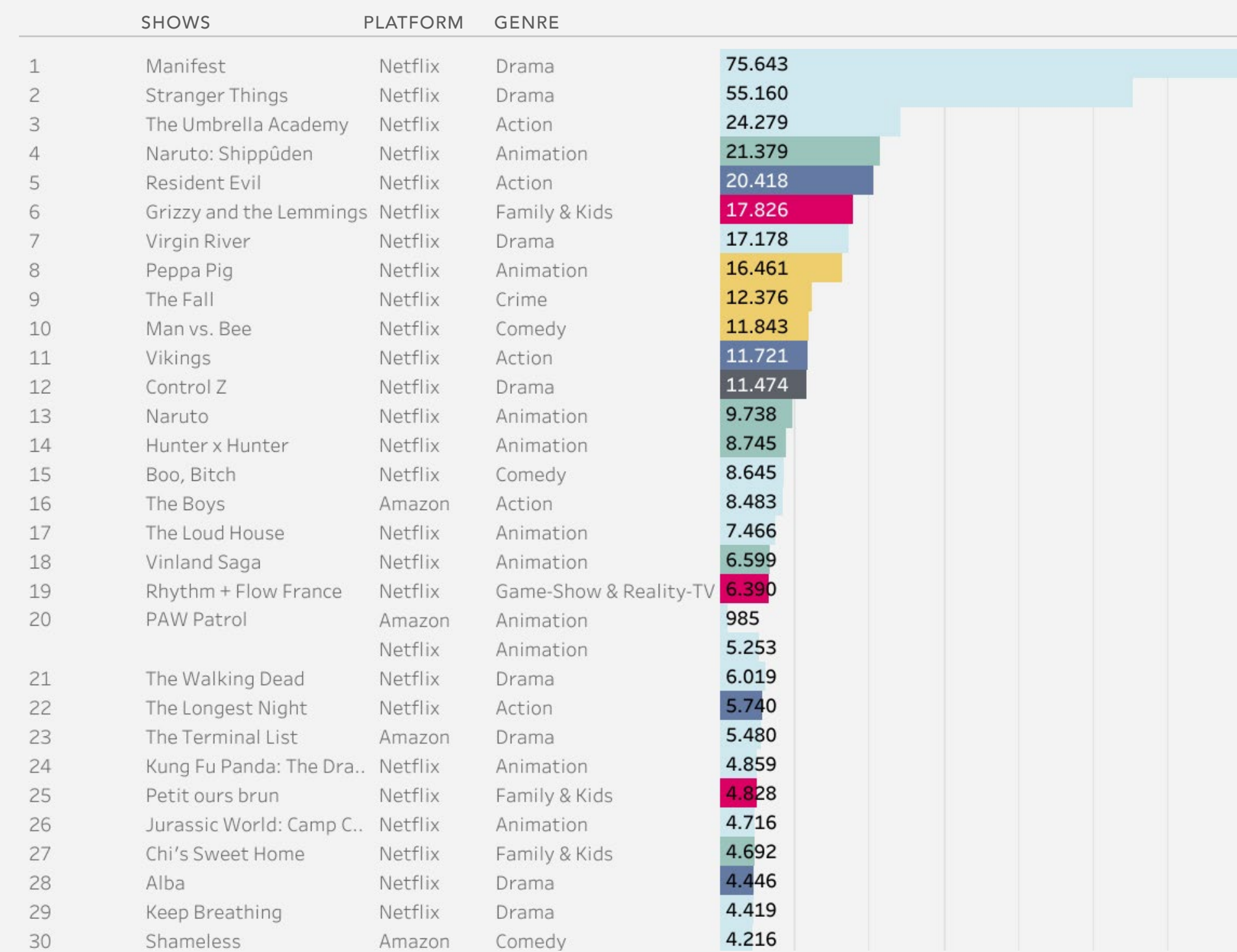
OTT

- Amazon
- Netflix

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

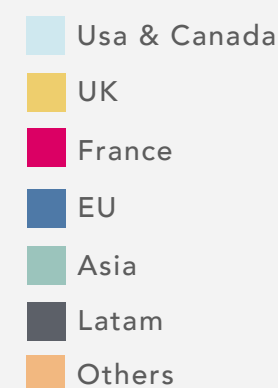
NETFLIX - AMAZON



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

streams (.000)

PRODUCTION COUNTRIES



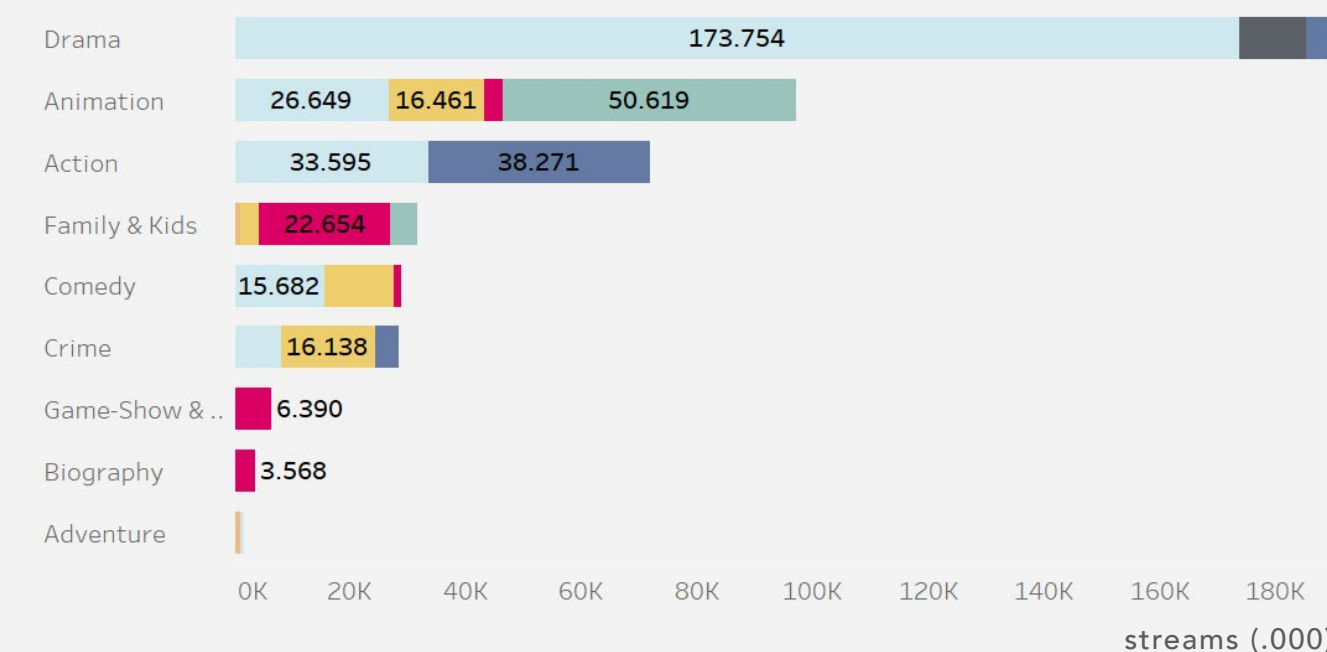
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



SUPERNATURAL-SUBGENRE SERIES RULE THE ROOST IN FRANCE THIS MONTH

At #1 with 76M streams is the 4th season of "Manifest", a long-lasting American series about an airplane flight which was "suspended in time" for five years. It is followed by the new season of Netflix flagship fantasy series "Stranger Things", which is still in the top positions for the 3rd consecutive month, and is already cuming 139M streams, 55M in July alone. The trio is completed by the fourth season of "The Umbrella Academy", starring Elliot Page, which gathers 51M streams, 26M in July. This show's premise starts with the birth of several kids from mothers who didn't show any prior signs of pregnancy. The common denominator of the three first shows is palpable.

ANIMATION IS THE SECOND PREFERRED GENRE WITH ONLY LIBRARY TITLES IN THE TOP GRID

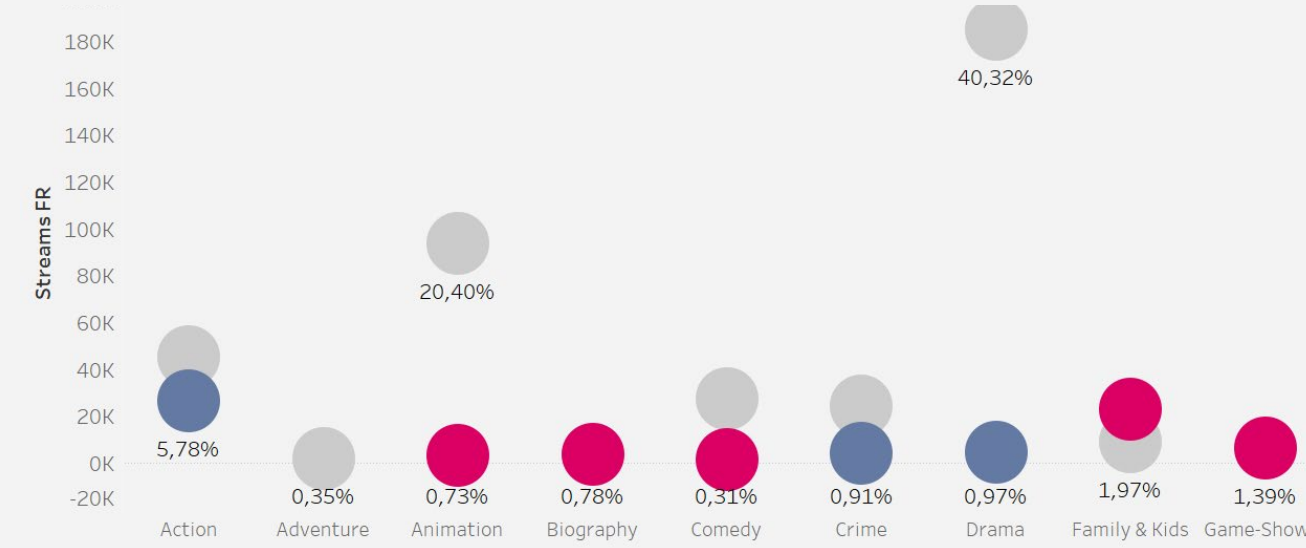
Although there are months where Animation is the absolute ruler of all genres in France, this month Animation is second best after Drama. Usual library toppers in the grid like "Naruto", "Grizzly and the Lemmings", "Peppa Pig", "Hunter x Hunter", "The Loud House", "Vinland Saga" and "Paw Patrol" are all within the top 20, which accounted for Animation sky-rocketing to a total of 98M streams this month. None of these titles has new seasons and there's no significant new Animation content in the top positions. In Animation, Asia beats the US with twice as many streams. France only contributes with 3.3M streams and Europe is out of the Animation league. Since there's a clear and constant appetite for Animation in France, is there an unassessed opportunity for European and French producers in this market?

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE	STREAMS	
1	Resident Evil	1	Netflix	DE	4	Action	20.418
2	Grizzy and the Lemmings	2	Netflix	FR	12	Family & Kids	10.807
		1	Netflix	FR	20	Family & Kids	7.018
3	Rhythm + Flow France	1	Netflix	FR	22	Game-Show & Reality-TV	6.390
4	The Longest Night	1	Netflix	ES	24	Action	5.740
5	Petit ours brun	1	Netflix	FR	28	Family & Kids	4.828
6	Alba	1	Netflix	ES	33	Drama	4.446
7	Capitani	2	Netflix	LU	36	Crime	4.160
8	Le Mensonge	1	Netflix	FR	45	Biography	3.568
9	Zig & Sharko	3	Netflix	FR	48	Animation	3.353
10	LOL, qui rit, sort !	2	Amazon	FR	12	Comedy	862
		1	Amazon	FR	25	Comedy	545
11	La Unidad	2	Amazon	ES	50	Action	391

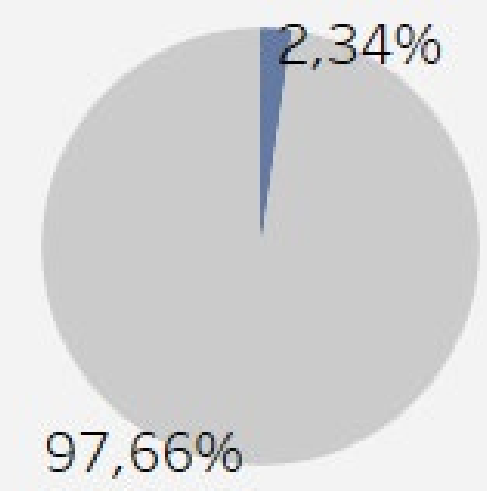
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	FR
Action	3	
Family & Kids		2
Game-Show & Reality-TV		1
Drama	1	
Crime	1	
Comedy		1
Biography		1
Animation		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- France
- Others

“RESIDENT EVIL”, SEASON 1, IS THE MOST WATCHED EUROPEAN SHOW IN FRANCE

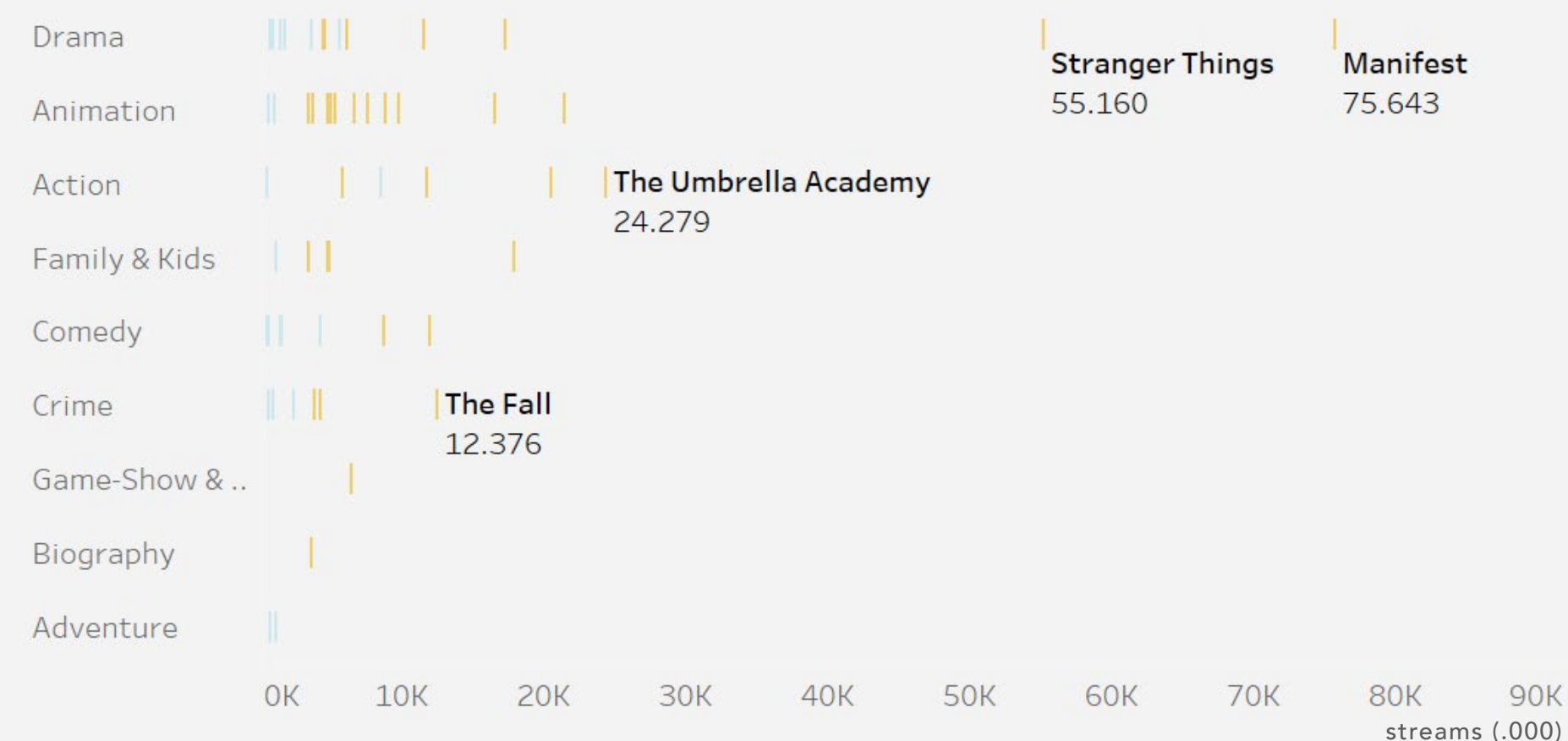
This Horror gaming franchise starting in Japan in the 90’s and becoming famous worldwide through Sony’s Playstation, includes a film that took 2 billion at the box-office. Not to mention novels, comics, merchandising, other series and even plays. This series’ main production country is Germany and thus it strikes us as an interesting trend and opportunity to follow.

RHYTHM + FLOW: NETFLIX’S RAP COMPETITION IS THE SECOND MOST WATCHED FRENCH SHOW THIS MONTH, AFTER “GRIZZY AND THE LEMMINGS”.

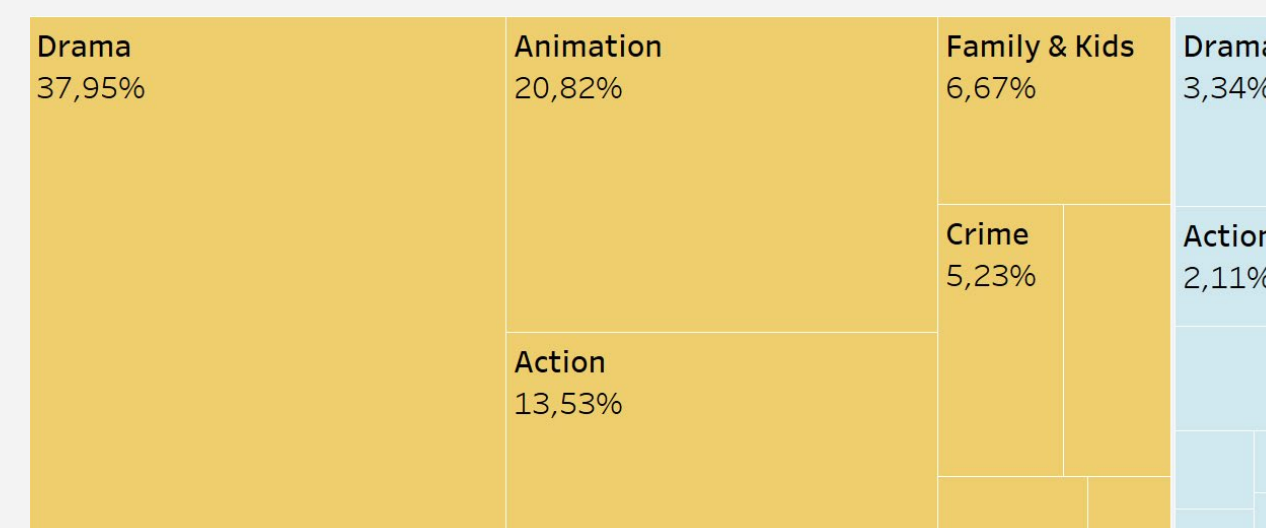
This multi-ethnic music game show in its first season got 6.4M streams, added to the 17M it accomplished after its launch in June.

FRANCE 100 SHOWS | SVOD PLATFORMS

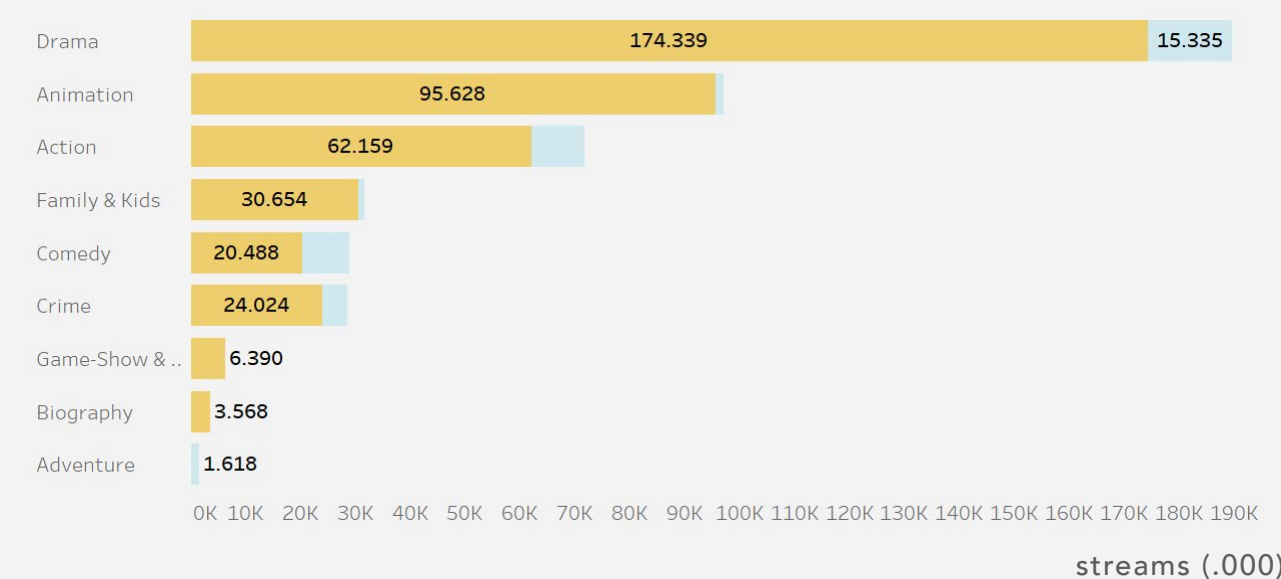
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



FRENCH VIEWERS GIVE ONLY 8% OF THEIR STREAMS TO SERIES ON AMAZON PRIME

This is 7 points less than the overall number including series and films. The Drama genre, the most present in shows in France this month (since it encompasses the fantasy sub-genre series that are working really well in top positions), gives only 15M streams to Amazon, while it gives 175M to Netflix. 11 times more – quite a difference. A huge gap is also visible in the Action genre which achieved 62M streams for Netflix and only 9.7M at Amazon. In this case, 6 times more, also a notable difference. Sadly, in the other genres, Prime doesn't have any significant presence. Will one super-sized budget show, like "The Lord of the Rings", reverse this trend?

OTT

- Amazon
- Netflix

HOT CONTENT IN FRANCE

“LES LIAISONS DANGEREUSES”

Cruel intentions in the Netflix and Social Media Era
Young-adult, bold, romantic, techy, diverse and cheeky.
That’s the new recipe that Netflix put together for
the French classic.

“Les Liaisons Dangereuses” is a French classic novel written by Pierre Choderlos de Laclos in 1782. It has been adapted for television, but is better known as a British film directed by Stephen Frears, starring Glenn Close, John Malkovich and Michelle Pfeiffer. In this period film that won 3 Oscars, a scheming widow and her manipulative ex-lover make a bet about the virtue of a recently married woman. By then, the film took 34M USD at the US box office.

Almost 3M people watched the new adaptation made in France with Netflix, crowning it in the overall top 3, and as the most watched French film of the month. The film traveled well to other markets: 1.4M streams in Spain, #8; 1.4M in Italy, #6; and 1.2M in Germany, #7. The UK ignored it entirely. In Rotten Tomatoes, the film isn’t at all well received by the critics. All 7 reviews are quite bad, but who really cares? Algorithms are treating the film kindly, and people are watching. Will the film sink next month or would it have a secondary life after 30 days?

In this revisit, the love triangle seems to be the only common point: “Book smart Célène falls for bad boy Tristan at her new Biarritz high school, unaware she’s

part of a cruel bet he’s made with social media queen Vanessa.” The tone is entirely different since it takes place nowadays and involves young adult characters who just happen to be well-known influencers in France with tons of followers and heavy engagement. Deemed by some French critics a mixture of “Élite” and “After”, this version departs from the premise that wealth, sex and social status are no longer the engines of power; the popularity and “fame” acquired on the networks are far more so.

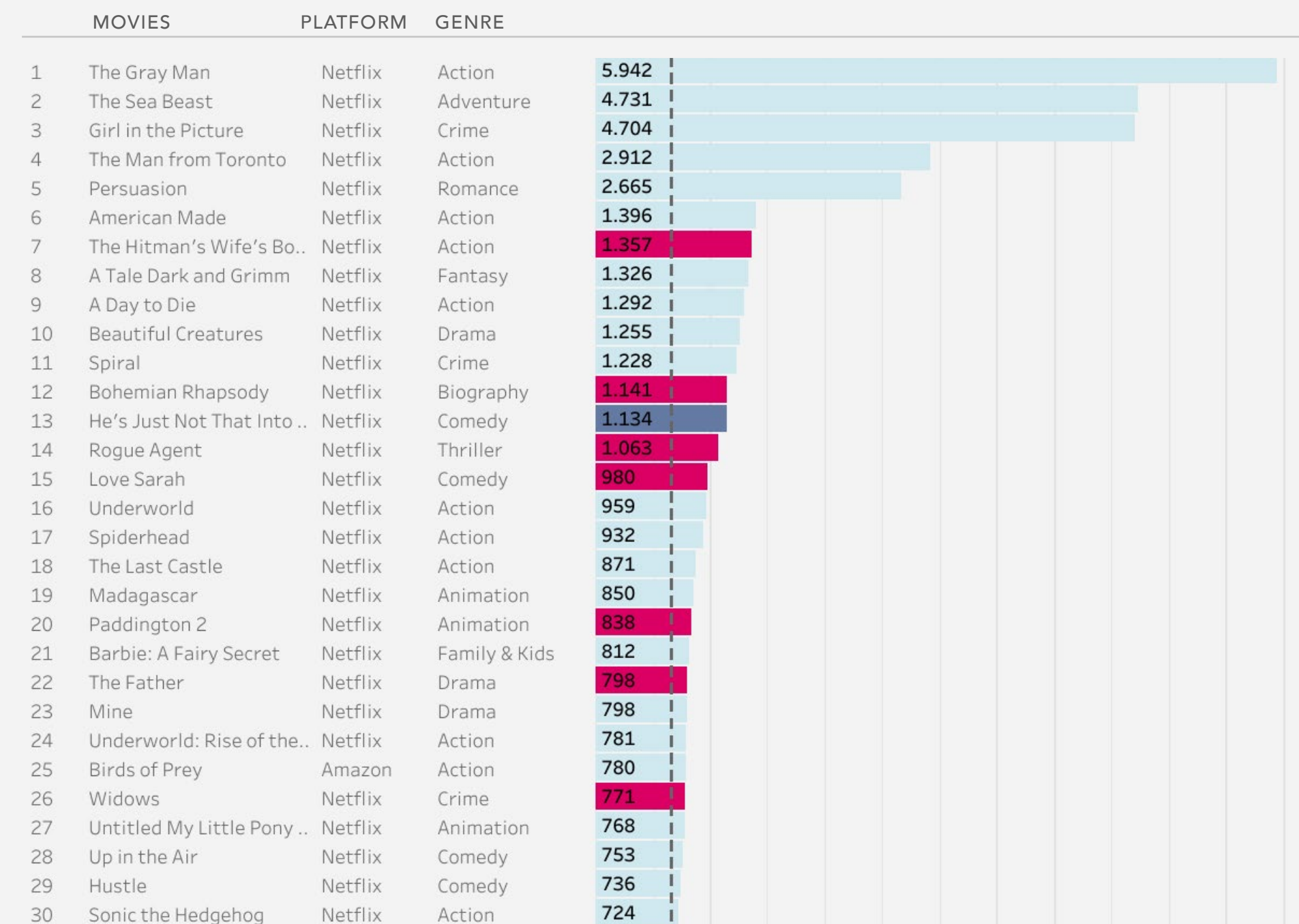
Both actors and characters are top influencers. Main star Paola Locatelli is a French influencer and model of Cape Verdean and Italian origin. She has 2M followers on Instagram and started her career at the age of 12. Ella Pellegrini plays the other female role and has 5K followers on social media. The cast is completed by Jin Xuan Mao, who’s well-known for “Emily in Paris” and plays the LGBTIQ+ role in the series. He has 28M followers on Instagram.

The Film is produced for Netflix by the Paris-based, USA-well-connected company [Autopilot Entertainment](#). Producers and co-founders are Eleonor Dailly and Edouard de Lachomette, whose company credits since 2016 include Netflix’s original “Je ne suis pas un Homme Facile”, and Amazon Prime Originals “I Love America” and “Mixte”. Most of their productions are directed by women and are conceived to be thought-provoking.



UK 100 MOVIES | OVERVIEW

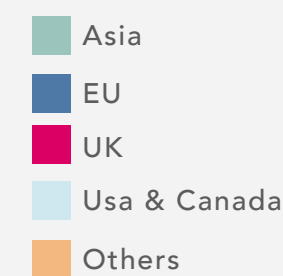
TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



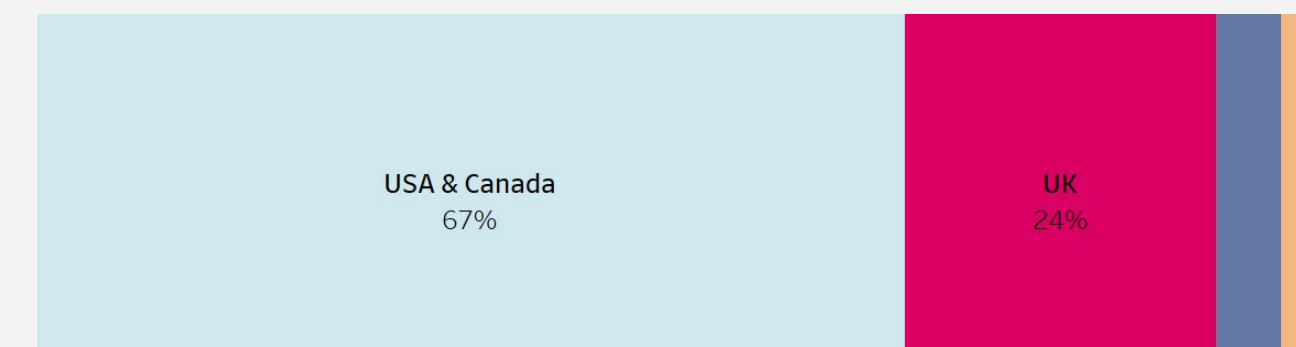
SHOWING 30/100 - [See complete chart here](#)

streams (.000)

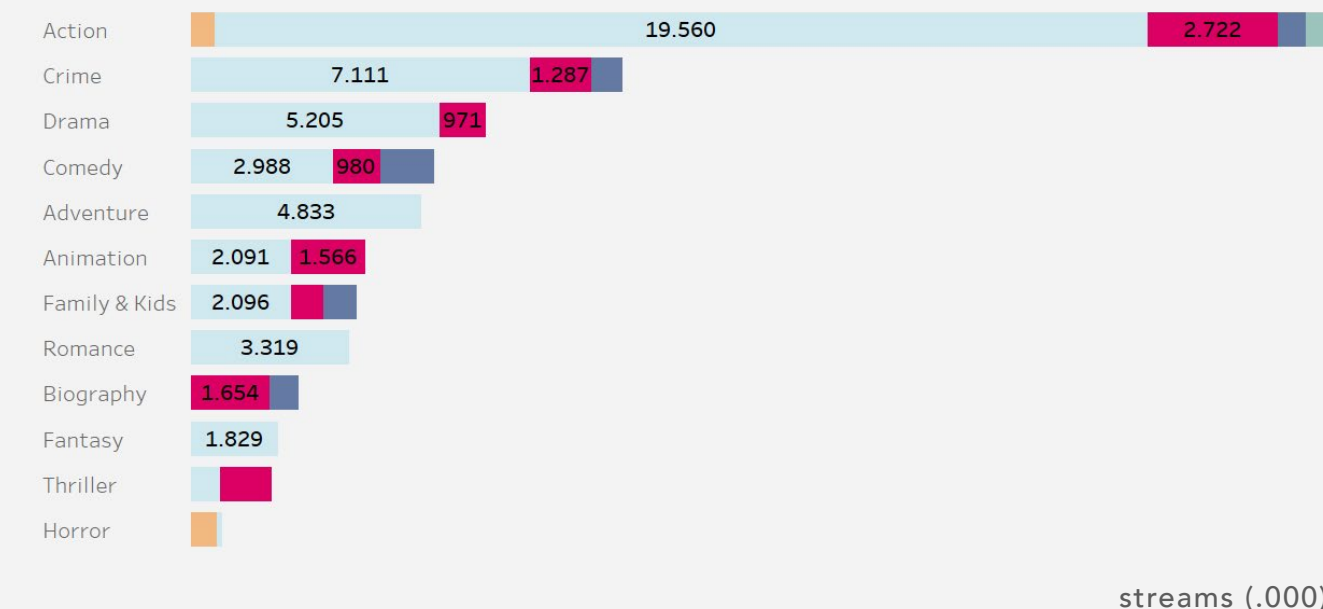
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

ACTION WITH BLOCKBUSTER ASPIRATIONS ECHOES IN THE THEATRICAL MEMOIR OF THE VIEWER

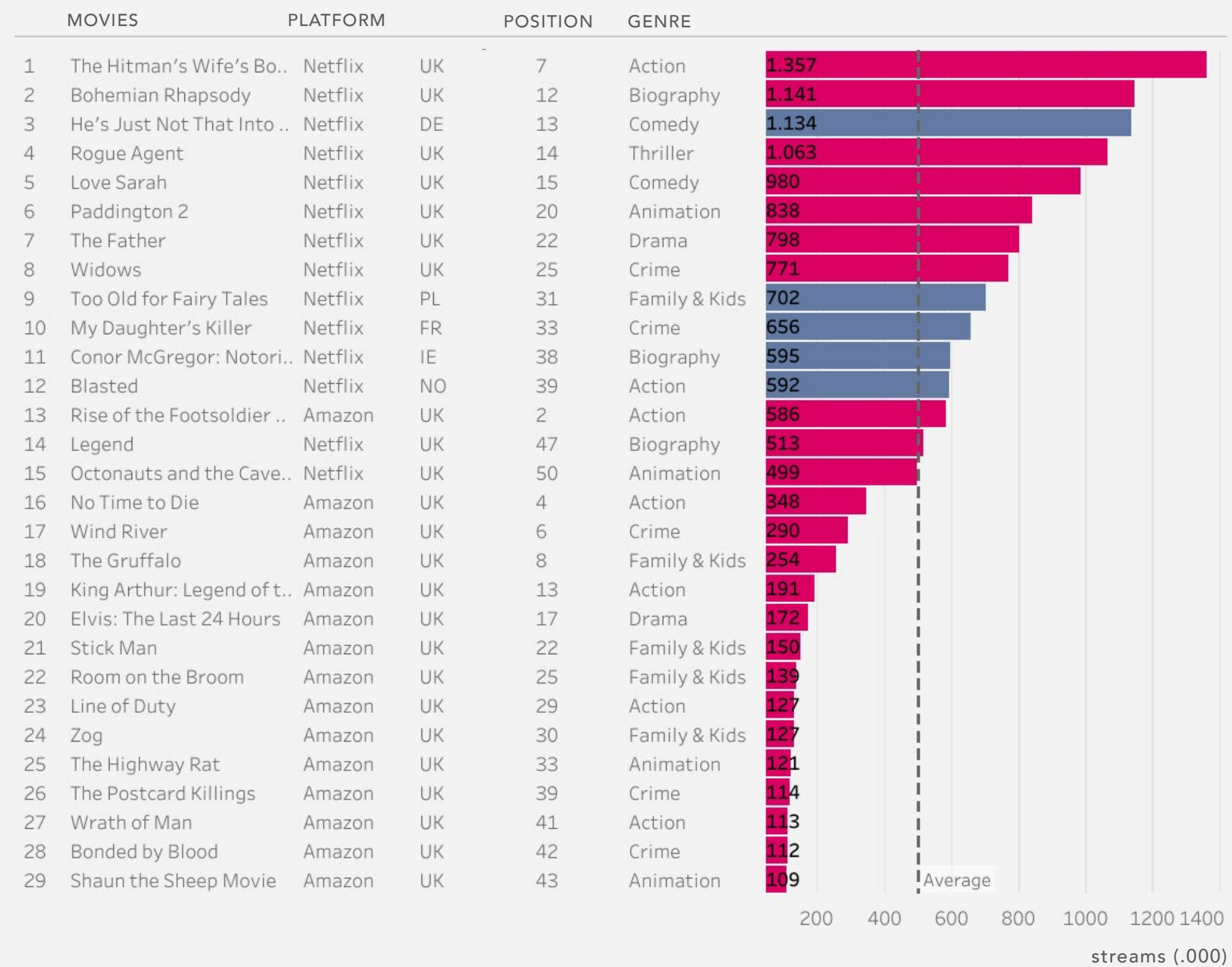
Netflix's most expensive movie to date, 'The Gray Man', collected 5.9M; the figure is far from a success. Other Originals made a better entry in the month's release: "Don't Look Up" got 6.7M streams and Tinder Swindler 8.6M. But SVOD is not only about streaming figures; engagement plays a crucial role in the long run. Only 1 of the Top 10 is local, and all cater to the common English-speaking factor preferred by UK audiences. American content amassed 67% of Top100 catalogue, which translates to 75% of streams shares (49M streams).

ACTION TAKES UP THE BULK OF TOP-VIEWING CONTENT WITH 23M STREAMS

from "The Gray Man", "The Man from Toronto", "American Made" or "The Hitman's Wife's Bodyguard". Crime comes next as the second most streamed genre, with 9M streams ("Girl in the Picture" 4.7M streams), and Drama remained up there, with 6M streams. Heavy heatwaves in the UK kept people away from scorching hot homes and looking for fresh relief. We registered a smooth drop in the viewing hours compared to the previous month with 65.8M of the Top100.

UK 100 MOVIES | EUROPEAN FOCUS

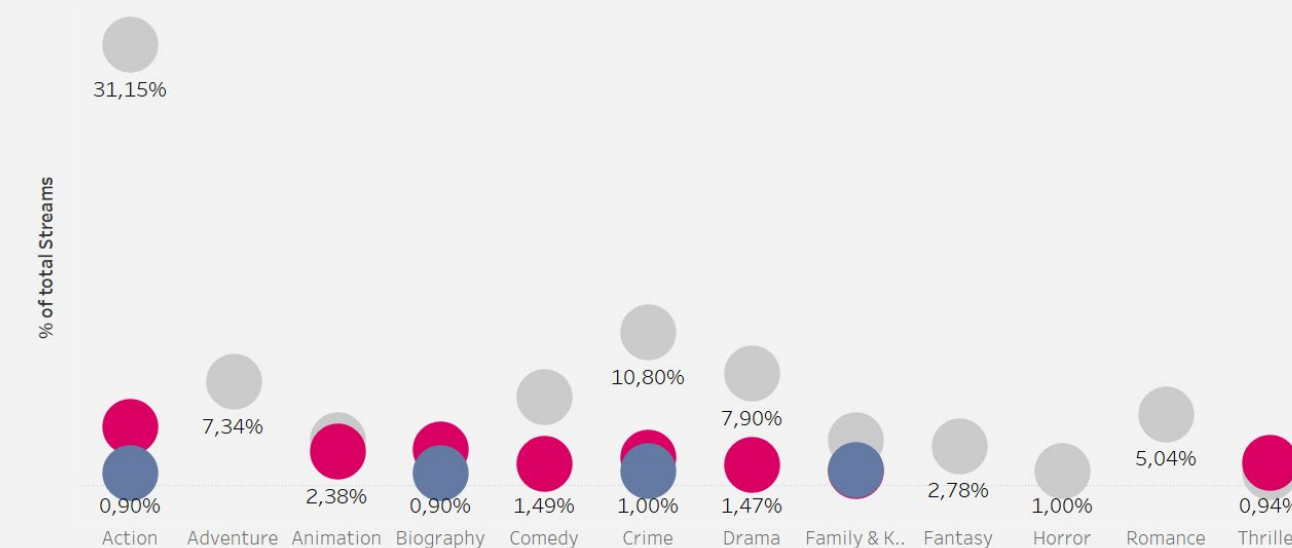
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



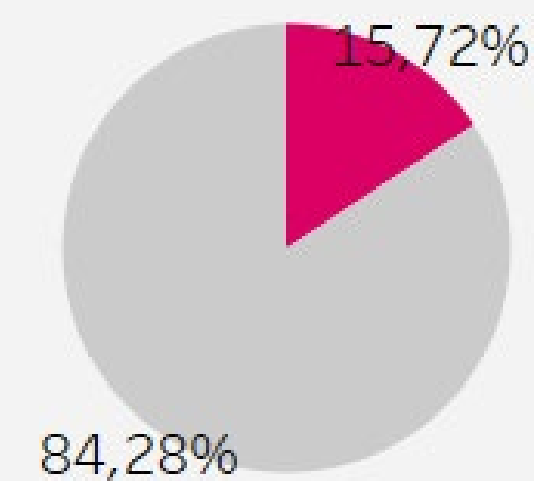
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action	1	6
Animation		4
Biography	1	2
Comedy		1
Crime	1	4
Drama		2
Family & Kids	1	4
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN CONTENT ONLY REPRESENTS 5% OF THE TOP100 STREAMS

The movies that made the cut came from Northern Europe, but only 2 of them hit the bars above 700K streams. German comedy, "He's Just Not That into You", collected 1.1M streams, and family pleaser, Polish work "Too Old for Fairy Tales" ranked #9 with 702K. A bleak month for European movies, which in June raised the number of streams, especially those coming from Dramas with a 28% contribution to viewing hours for genres.

LOCAL PRODUCTIONS STAND OUT IN ACTION (4% OF TOP 100 TOTAL STREAMS), ANIMATION AND FAMILY RATE CONTENT

Beloved bear "Paddington 2", a 2017 production, arrived on Netflix to amass 837K streams. Polish work "The Old Fairy Tales" ranked #1 in the Family & Kids content; local production underperformed with less than 255K streams per flick.

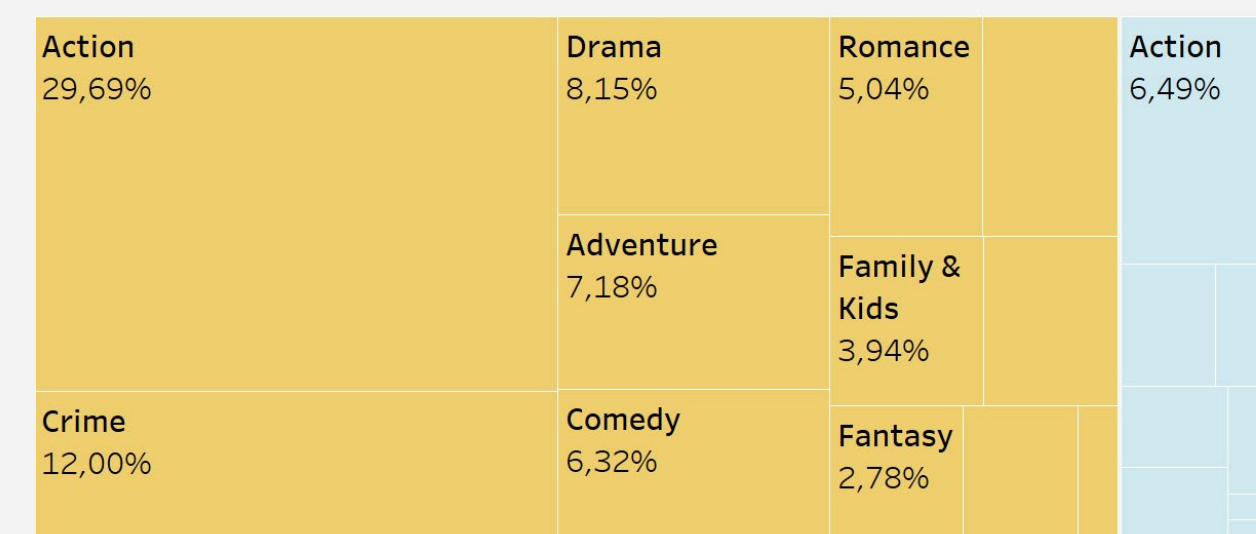
British Drama contributed 15% to the genre with a total of 971K streams thanks to award-winning movie "The Father" and "Elvis: The Last 24 Hours", about the latter. Did the UK viewers feel inspired by Elvis's biopic hitting theatres that summer? Is theatrical programming influencing streaming consumption preferences?

UK 100 MOVIES | SVOD PLATFORMS

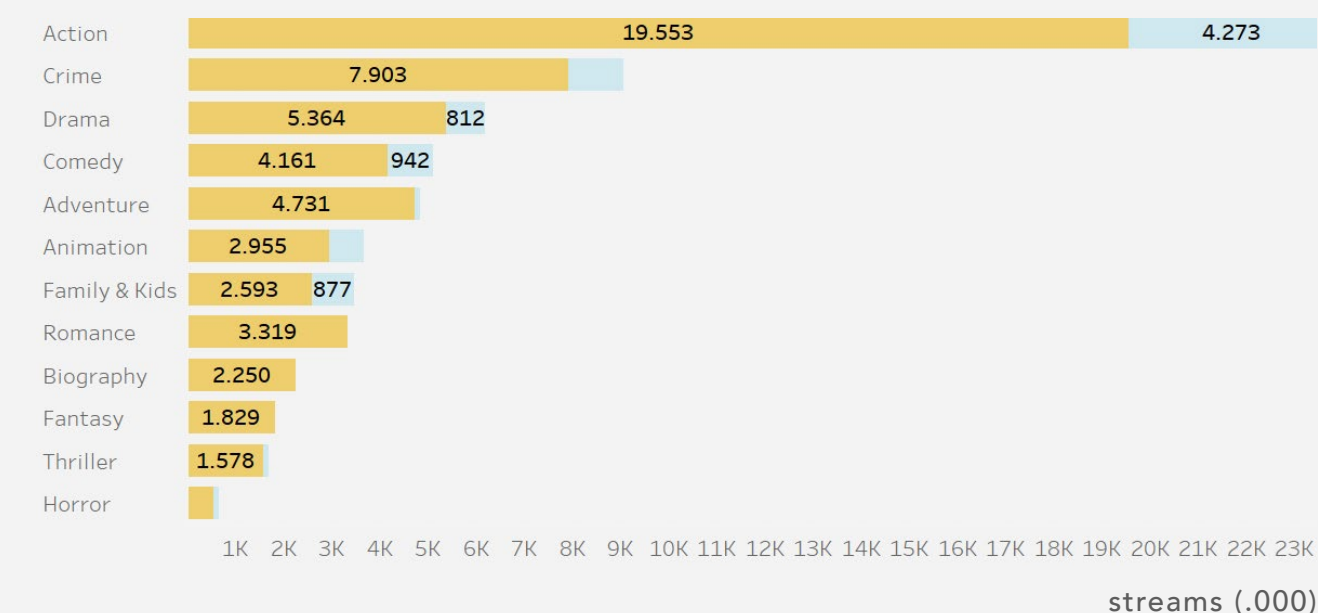
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



AMAZON IS GAINING SOME COMPETITIVENESS AS A PAY-1 OR PAY-2 WINDOW

6.4% of the Top 100 streams were Action movies watched on Amazon. Some comeback theatrical hits such as James Bond "No Time to Die" (2021), "King Arthur" (2017) or "Line of Duty" (2019). The streaming consumer is less exigent with the life-expiring date of content. This is incredibly profitable for the industry to ensure a healthy and long life for theatrical exploitation.

NO ONE GETS CLOSE TO NETFLIX'S FIGURES: THE PLATFORM GIANT CONTINUES TO LEAD THE GRID AND DEFINE TENDENCIES

Among the top viewing genres, Action (19.5M streams), Crime (7.9M) and Drama (4.1) made the podium. Zooming in to the Drama section, the American romantic gothic fantasy film based on the 2009 acclaimed teen bestseller of the same name - Warner Bros, "Beautiful Creatures", as frontrunner stands, accounting for 1.2M streams. As for flicks based on book hits, Jane Austin's "Persuasion" figures prominently, although, sadly for critics and audiences, Carrie Cracknell's tongue-in-cheek adaptation fails to live up to its name.

OTT

- Amazon
- Netflix

UK 100 SHOWS | OVERVIEW

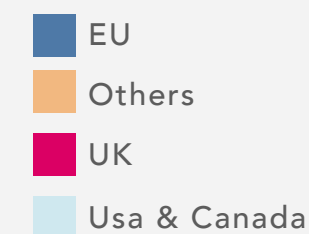
TOTAL STREAMS BY SHOW NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1	Peppa Pig	Netflix Animation	75.657
2	Stranger Things	Amazon Animation	11.926
3	Friends	Netflix Drama	84.915
4	The Big Bang Theory	Netflix Comedy	54.856
		Amazon Comedy	48.836
5	Man vs. Bee	Netflix Comedy	4.008
6	The Umbrella Acade..	Netflix Comedy	21.699
7	Resident Evil	Netflix Action	18.917
8	Virgin River	Netflix Action	17.588
9	The Boys	Netflix Drama	17.223
10	Teen Titans Go!	Amazon Action	15.750
11	Brooklyn Nine-Nine	Netflix Animation	15.558
12	Most Dangerous Ga..	Netflix Animation	13.934
13	Young Sheldon	Amazon Action	13.417
14	The Adventures of P..	Netflix Comedy	12.699
15	PAW Patrol	Netflix Animation	12.195
		Amazon Animation	7.104
16	The Terminal List	Amazon Animation	4.848
17	Grizzly and the Lemm..	Amazon Drama	11.841
18	The Office	Netflix Family & Kids	11.505
19	Boo, Bitch	Netflix Comedy	11.453
20	Better Call Saul	Netflix Comedy	8.772
21	Mr. Bean: The	Netflix Crime	7.953
		Netflix Family & Kids	6.646
22	Animated Series	Netflix Family & Kids	1.034
23	Sam & Cat	Amazon Family & Kids	7.196
24	Supernatural	Netflix Family & Kids	6.906
		Amazon Family & Kids	5.749
25	Ben & Holly's Little K..	Netflix Animation	1.092
26	Sonic Boom	Netflix Animation	6.524
27	The Thundermans	Netflix Animation	6.106
28	The Loud House	Netflix Action	5.773
29	D.B. Cooper: Where ..	Netflix Animation	5.739
30	Lucifer	Netflix Crime	5.627
		Netflix Crime	5.322

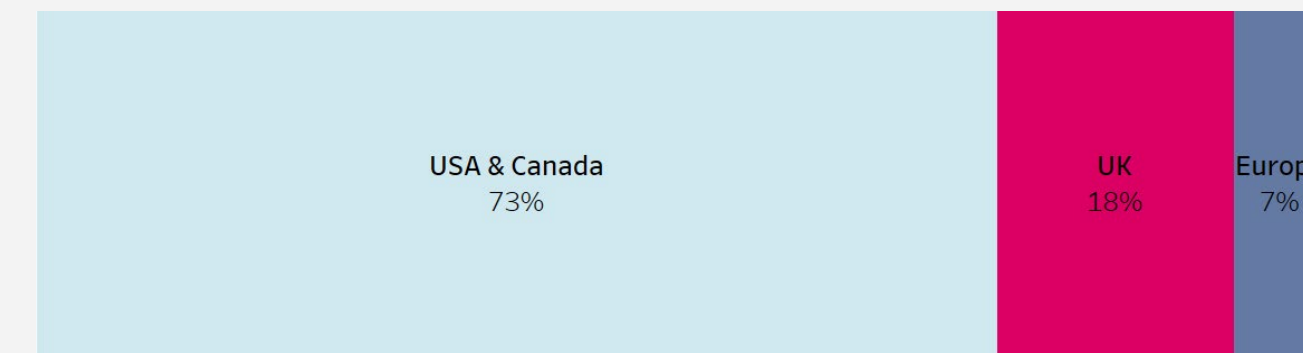
SHOWING 30/100 - [See complete chart here](#)

streams (.000)

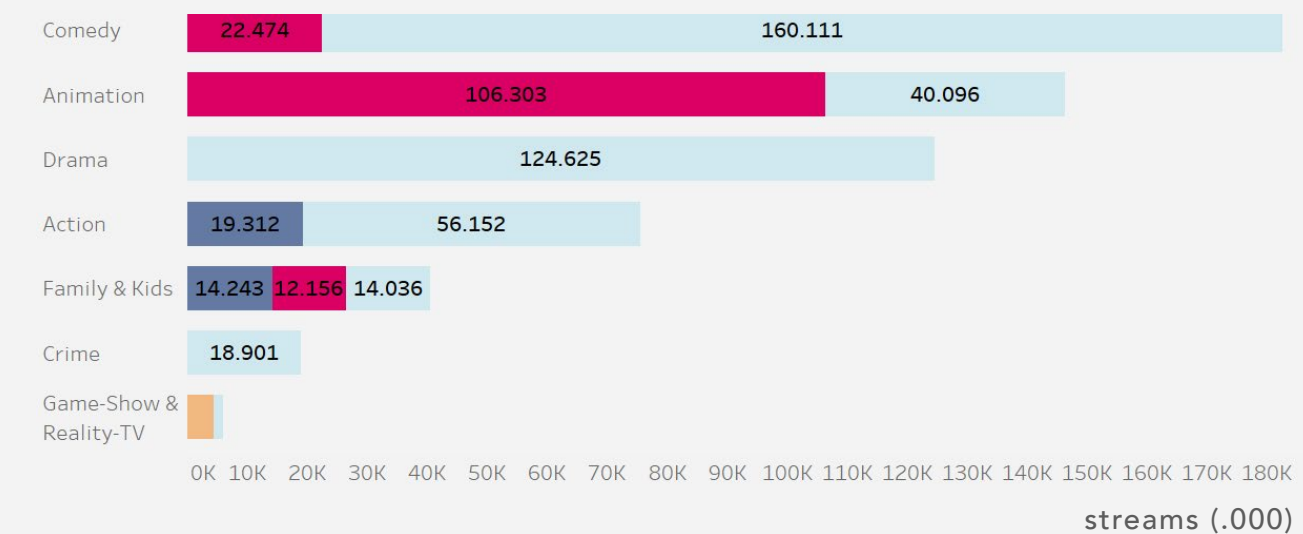
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



PEPPA PIG OUSTS STRANGER THINGS, HITTING #1 WITH 87M, 3M UP ON THE 84M GARNERED BY THE DUFFER BROTHERS' PHENOMENON

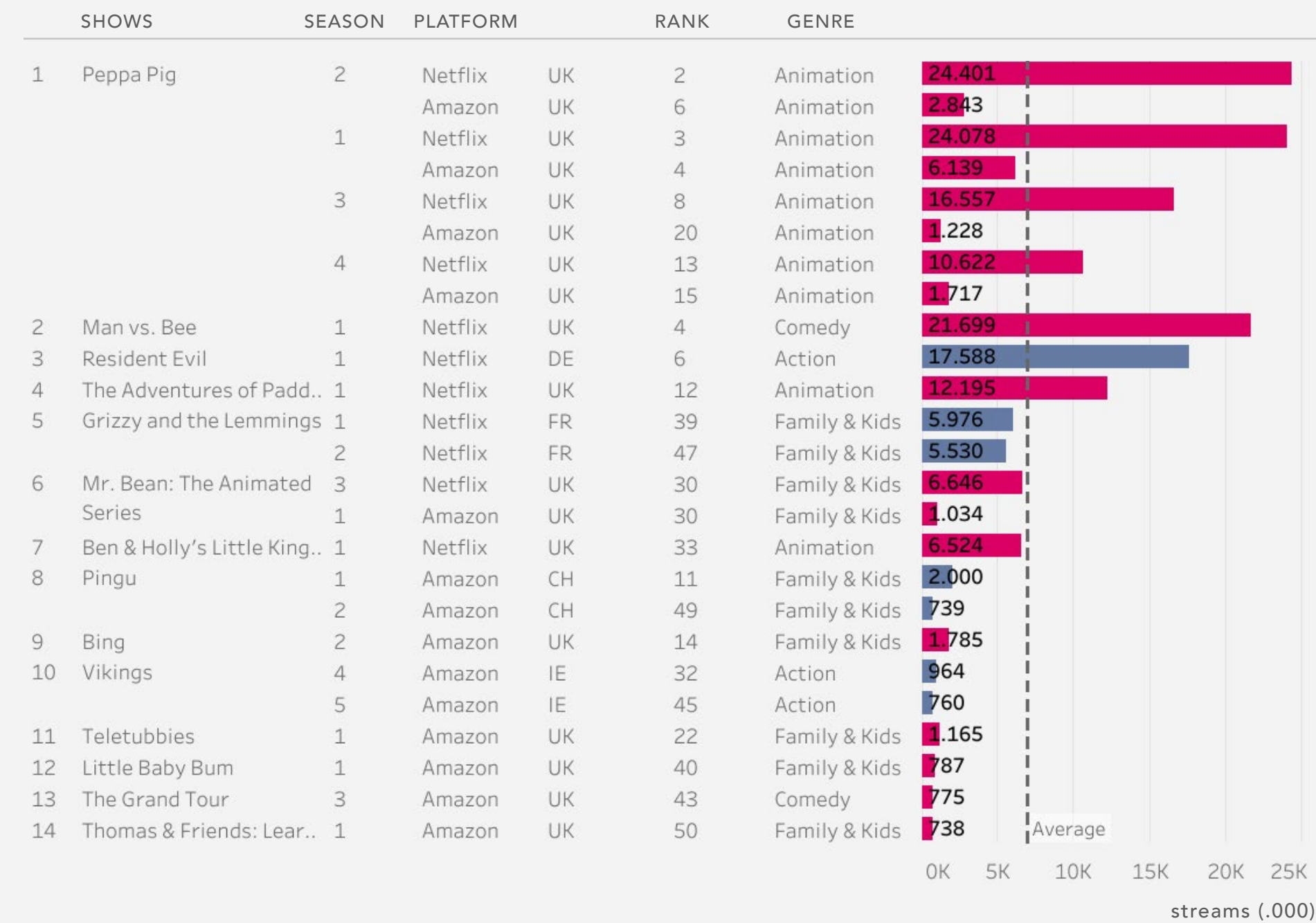
Kid viewers could be the gold mine for offsetting the churn issue that SVOD will confront during the cold winter, further exacerbated by a European economy hit by inflation. Rowan Atkinson made an epic comeback in "Man vs. Bee" (21.6M) in a 12-minutes format that takes us back to Mr. Bean, in a new guise.

COMEDIES FIRE UP AUDIENCES, WITH 182M STREAMS PROPELLED ONLY BY AMERICAN AND BRITISH PRODUCTIONS

94% of comedies watched are American. Nobody else seems able to wrench a good laugh out of the British audience. Only "Man vs. Bee" holds its own here. Animation ranked second-best with 146M streams. On the list, "The Adventures of Paddington" matched the viewing effect of the movie, which can give us a hint about the cross-consuming impact that the platforms encourage, and that's one of the most exciting assets for rights holders and creators when selling their content. Drama made the podium with 124M streams, all-in for American content - Boosted by "Stranger Things" and "Virgin River"- with new seasons dropping on Netflix.

UK 100 SHOWS | EUROPEAN FOCUS

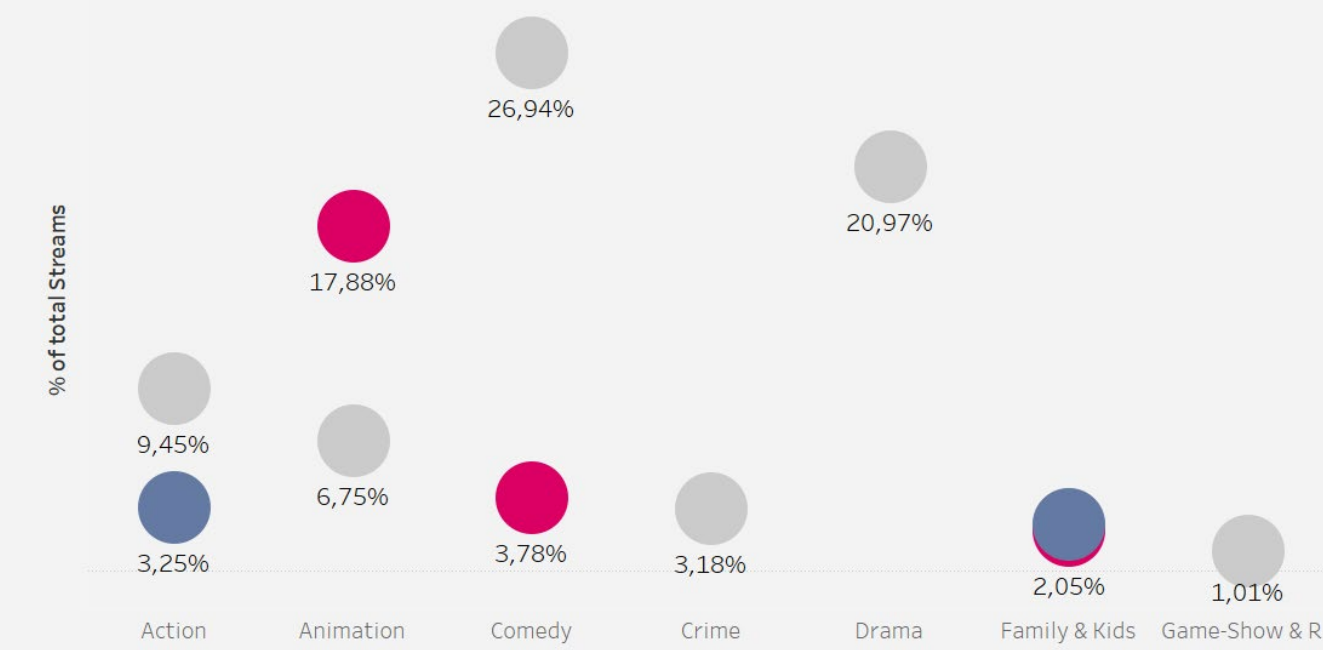
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES

- Europe
- UK
- Others

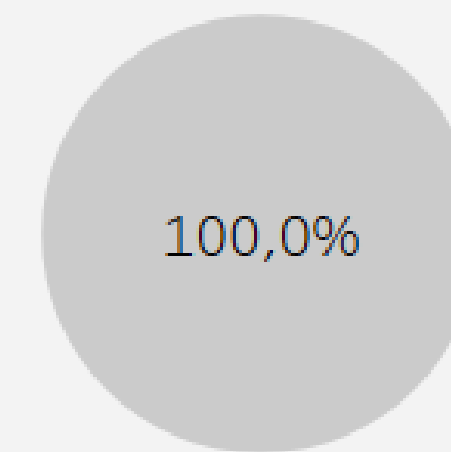
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action	2	
Animation		3
Comedy		2
Family & Kids	2	5

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN CONTENT ONLY REPRESENTS 5% OF A TOP100 THAT STANDS OUT FOR ITS RELATIVE LACK OF DIVERSITY

19.3 M streams came from Action and 13M from Family&Kids programs. European content finds no competition from local programs. Andrew Dabb developed "Resident Evil" for Netflix. Vaguely based on the video game series by Capcom, it is the second television adaptation of the franchise after the animated miniseries "Infinite Darkness" (2021), and the third live-action adaptation after the film series of the same name and the reboot film, "Welcome to Raccoon City" (2021).

"Gizzy and the Lemmings" leads Family & Kids content with a total of 11M streams. Swedish stop-motion children's series co-created by Otmar Gutmann and Erika Brueggemann, "Pingu", collected 2.7M streams. The show was initially produced from 1990-2000. Good content never gets old. For kids, at any rate.

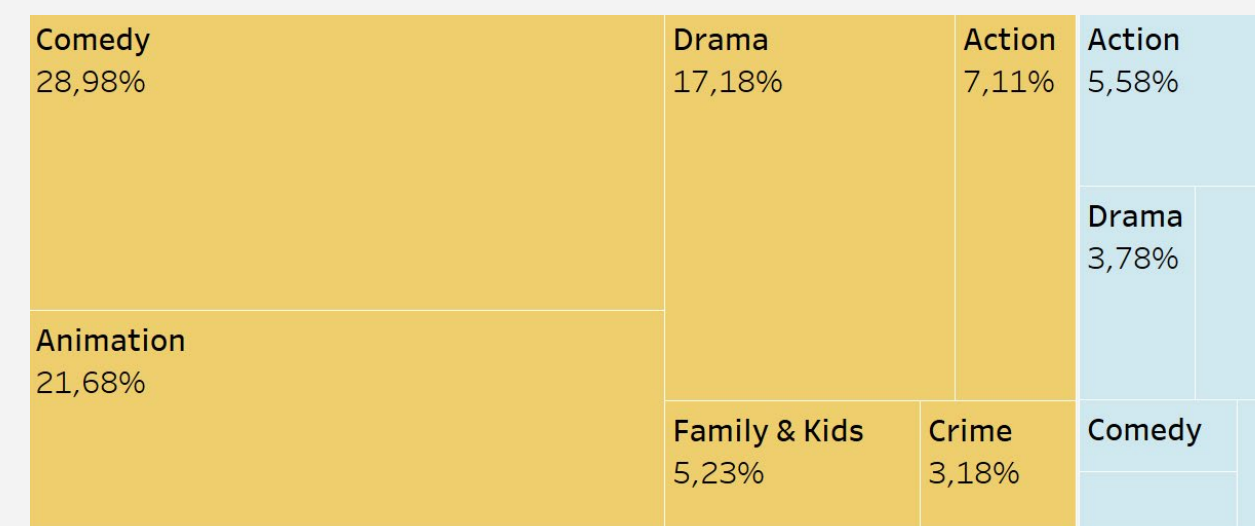
UK 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



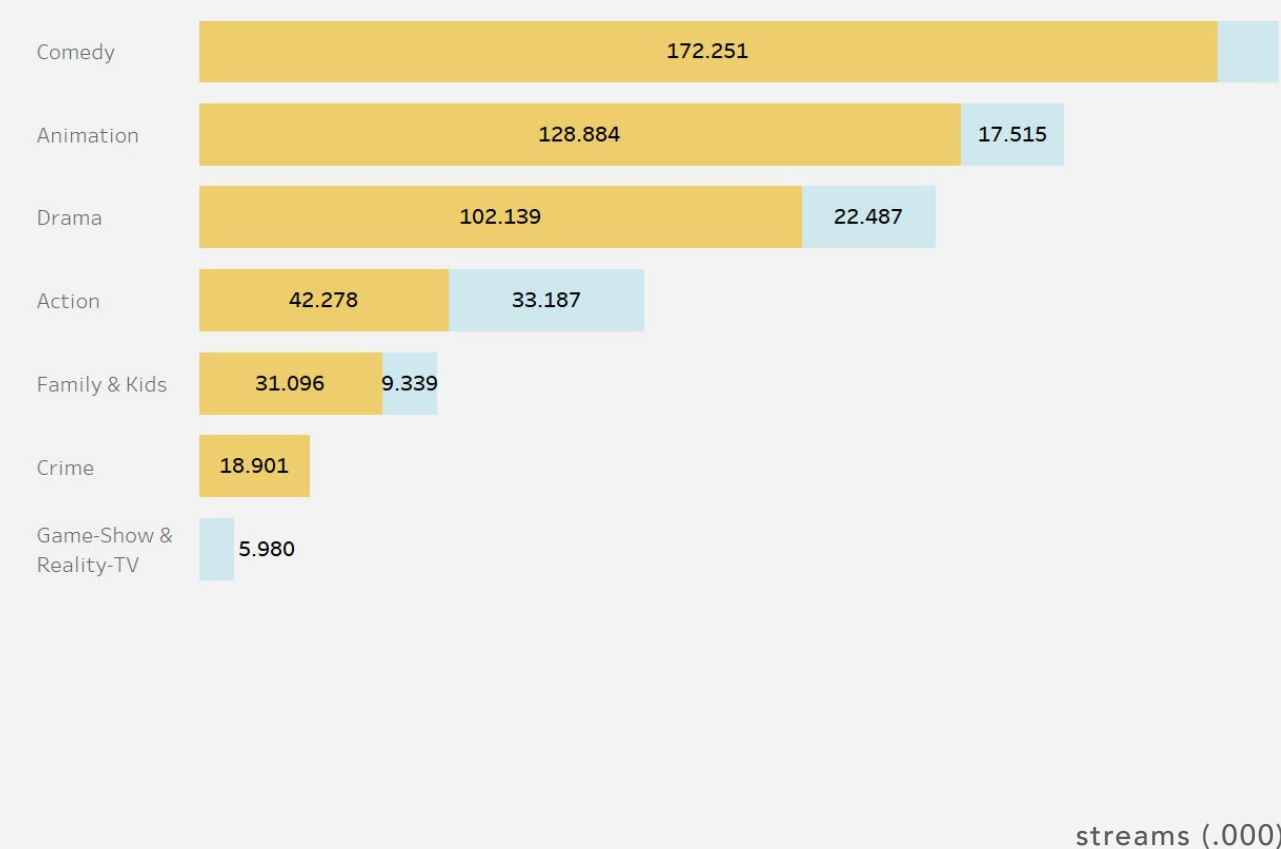
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

AMAZON ENTERS THE PICTURE WHEN IT COMES TO THE DELIVERY OF ACTION SHOWS. THE GAP VIS-À-VIS NETFLIX STREAMS IN THE GENRE IS ONLY 9M STREAMS

The new season of Amazon Studios' "The boys" collected 15.7M streams. After a spectacular entry in the global rankings, the Boys creator and showrunner Eric Kripke revealed that production is about to begin on the upcoming fourth season of the Prime Video series.

As far as superheroes go, when Amazon seemed to hit the right note and spawn a franchise, Netflix is giving closure to "The Umbrella Academy" (18.9M streams). The show was renewed for a fourth and final season, but Netflix's plan for the show is a cause of concern for fans, as the show will "fade on a high note."

Amazon ruled, alone, in Game-Show & Reality-TV, with 5.9M streams. Viewing came predominantly from MasterChef Australia, with 4.4M streams.

HOT CONTENT IN UK

THE GRAY MAN - NETFLIX'S MOST EXPENSIVE MOVIE EVER.

The Gray Man: How Netflix clocked a franchise by expanding the meta-verse?

Content ownership will be crucial to surviving hot competition brought on by new contestants vying for the top spot. Netflix is still leading the market, but the company is in hot waters on many fronts. The churn shadow hovers over any streaming service. When the price battle is off the table, original/exclusive content and the perception of value are the new lux assets. Netflix is making a cinematic effort to achieve well-earned respect from viewers as a quality powerhouse. But the prestigious award-contender movies aren't rolling out as expected. The need for a homegrown franchise with action fare is palpable.

The Netflix Original film, starring Ryan Gosling and Chris Evans and helmed by "Avengers: Endgame" directors Anthony and Joe Russo, "The Gray Man", was one of the most expensive streaming projects ever produced. The proposal revolves squarely around the talents but doesn't have the VFX mainstream-action fans are looking for in a 200-million-dollar movie. Still, most of that cash went to the stars and the directors. Outlets and tabloids eagerly awaited the moment to access the film, which, for most of them, made the grade; they spoke glowingly of the entertainment value. Days after the flick landed on the service, Netflix

announced its grand plans to turn "The Gray Man" into a sprawling spy franchise, expanding the series of movies with a sequel and spin-off. The last two are already in development. For the launch, Netflix released a meta-verse experience to engage audiences beyond the film and (hopefully) expand the viewing scope to other less cinematic consumers. The users created a digital avatar to explore the universe, helped out by the knowledge of the movie and its stars, Ryan Gosling and Chris Evans. The scenario was designed by Decentraland - a 3D virtual world browser-based platform whose services other big companies such as Coca-Cola and Nike have enlisted for their multiverse actions. Virtual worlds are becoming a mainstream element of marketing and entertainment.

Could we talk about success, then? There are two sides to this reply.

The movie spent eight days atop Netflix's weekly Top 10, with viewership dropping by about 60% in its second week of streaming. The fall continued for the following weeks. By mid-August, it racked up more than 245 million hours of viewing time, making it the fourth most watched film in Netflix history. As revealed by Netflix Top 10 source, the flick performed behind "Red Notice" (364M), "Don't Look Up" (359.8M) and "Bird Box" (282M). We can argue here, but this

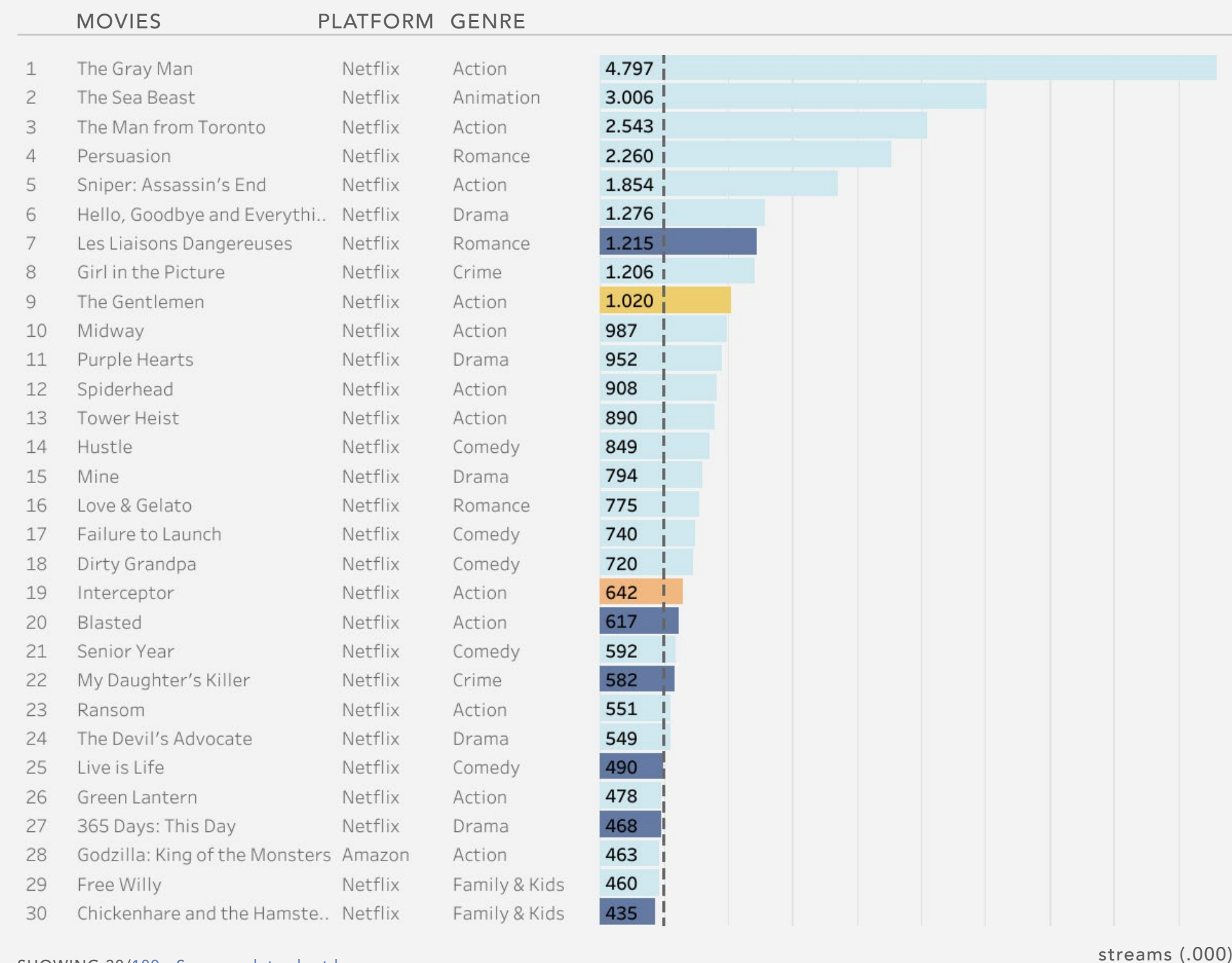
ranking position and outcome performance can't be the leadership scenario Netflix would have desired for one of its most ambitious and expensive projects released to date.

Greenlighting two more projects attached to the movie less than a week after its debut seems unwisely aggressive for some experts, especially considering the viewership drop-off experienced in the following weeks. Of course, when it comes to streaming, viewing is not the only metric to gauge success. Surely, Netflix executives know something we don't.



GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



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

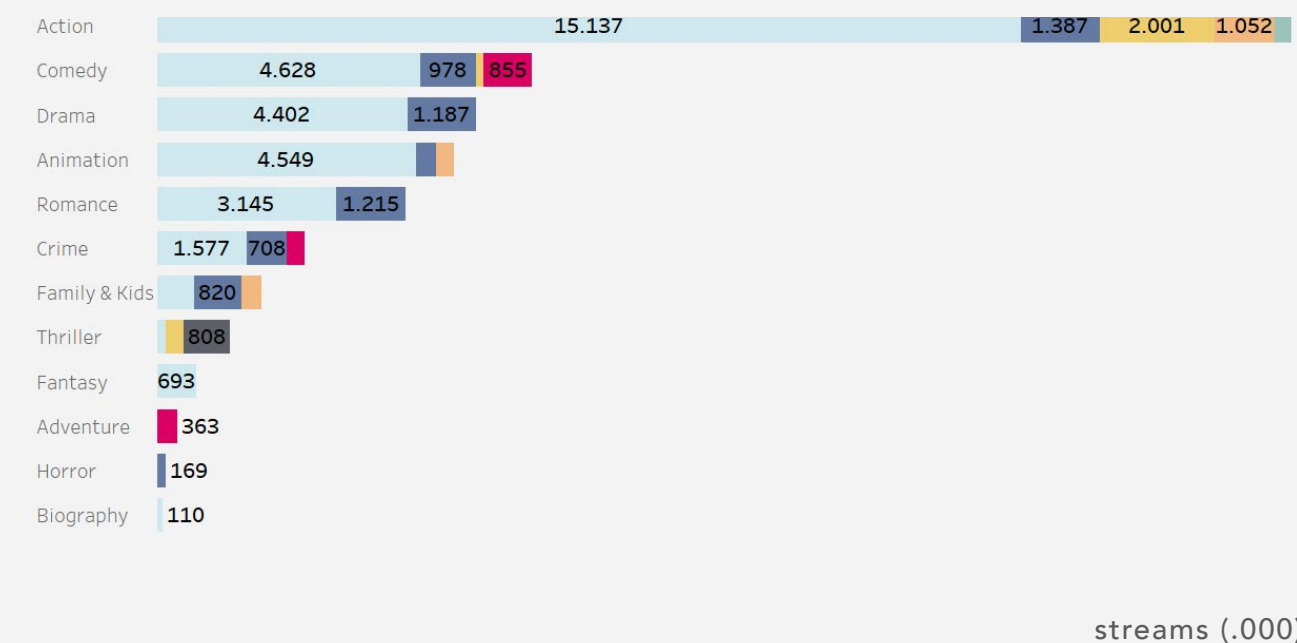
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



ENGLISH-SPEAKING CONTENT KILLED IT AGAIN: AMERICAN AND UK CONTENT TOGETHER ACCOUNT FOR 65% OF THE TOTAL SHARE OF ENGLISH-SPEAKING CONTENT IN GERMAN CHARTS

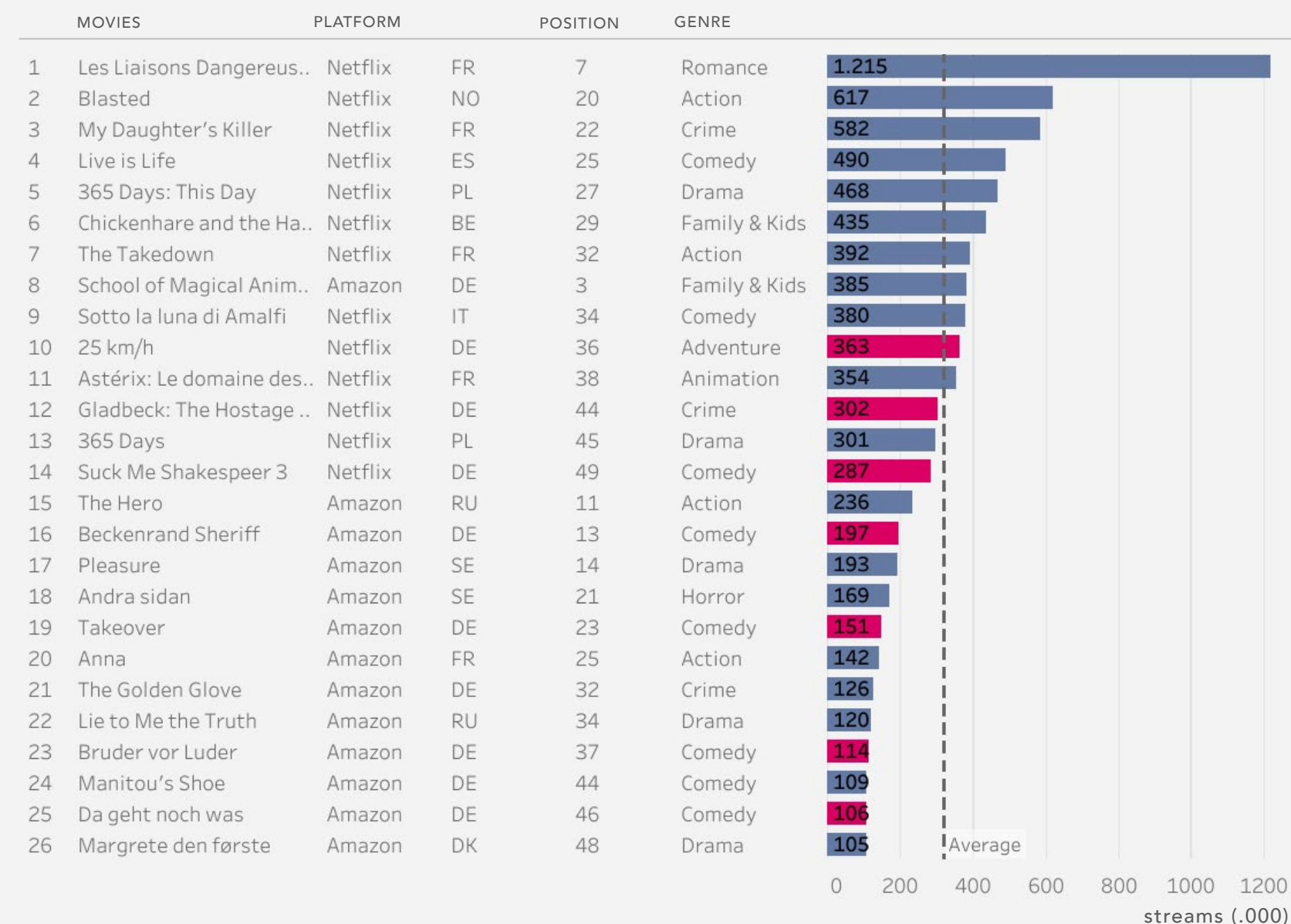
American content is particularly dominant in the "Action" genre, which collected over 19.6M streams, to be enshrined as the preferred genre for German audiences ever since we started this analysis.

A QUITE DIVERSE TOP10: ACTION, ANIMATION, ROMANCE AND A TRUE CRIME DOCUMENTARY ARE SOME OF THE GENRES THAT WE COULD FIND (HIGH)* ON THE LIST

Although there is clear American hegemony, this is not the case when it comes to genre diversity. The top 10 looks very diverse, starting with the blockbusterish "The Gray Man", starring Ryan Gosling, and directed by the Russo Brothers, which collected an overwhelming amount of streams in its first month: 4.7M views. At #2, with 3M streams we find the Animation for kids "The Sea Beast", from director Chris Evans ("Bolt", "Vaiana") and produced by Sony. Romance is also represented by "Persuasion" in the top #4 with 2.2M streams, Drama, with "Hello, Goodbye and Everything in Between" (2.2M) and True-Crime with the documentary series "The Girl in the Picture". What do all of them have in common? Yes, they are American.

GERMANY 100 MOVIES | EUROPEAN FOCUS

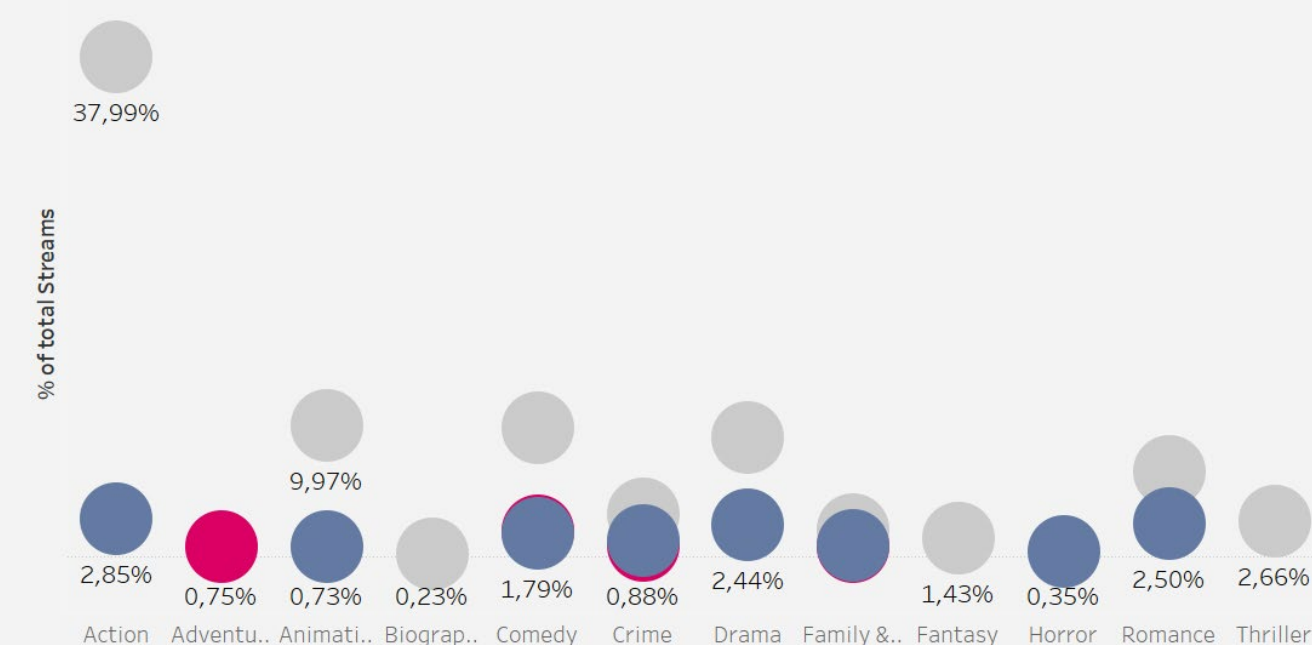
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



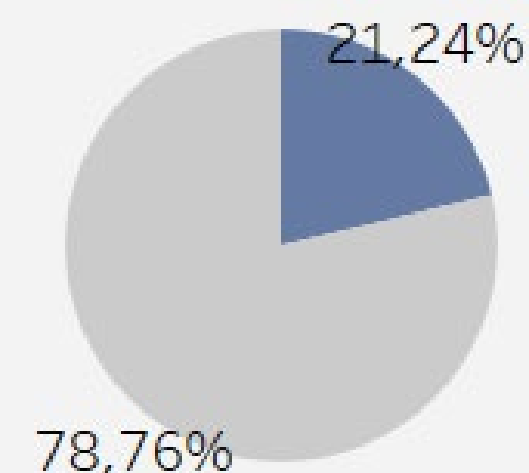
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	GERMANY
Action	4	
Adventure		1
Animation	1	
Comedy	2	6
Crime	1	2
Drama	5	
Family & Kids	1	1
Horror	1	
Romance	1	

CONTRIBUTION TO DRAMA STREAMS



NO GERMAN TITLES DELIVERED ABOVE AVERAGE RESULTS IN JULY

American box-office-like films have ousted local productions, pushing them down to the TOP39. The 2019 adventure comedy "25 km/h" was available on Netflix from July, 1, collecting a humble 363K streams. "Gladbeck", which last month was #5 has fallen to #49 with 309K streams.

COMEDY IS WHERE LOCAL PRODUCTIONS SHINE IN THEIR OWN RIGHT - ALBEIT WITH LUKEWARM INTENSITY

5 out of 8 local titles in the TOP100 are labeled as comedies, and they have collected 855K streams, and were the most-watched local content this month. Amazon is the home of local comedies, giving a second life to local box-office hits like 2013 film "Da geht noch was", or "Broder vor Luder", from 2015.

PRODUCTIONS MADE IN FRANCE CONQUERED GERMAN AUDIENCES

A French production leads the charts of most-watched European content with the romance teen drama "Les Liaisons Dangereuses" at #7 in the general charts in Germany, collecting 1.2M streams. This Netflix Original is a modern adaptation of the frequently adapted and revisited French classic author, Choderlos de Laclos' work, and is showcased in our Hot Titles this month.

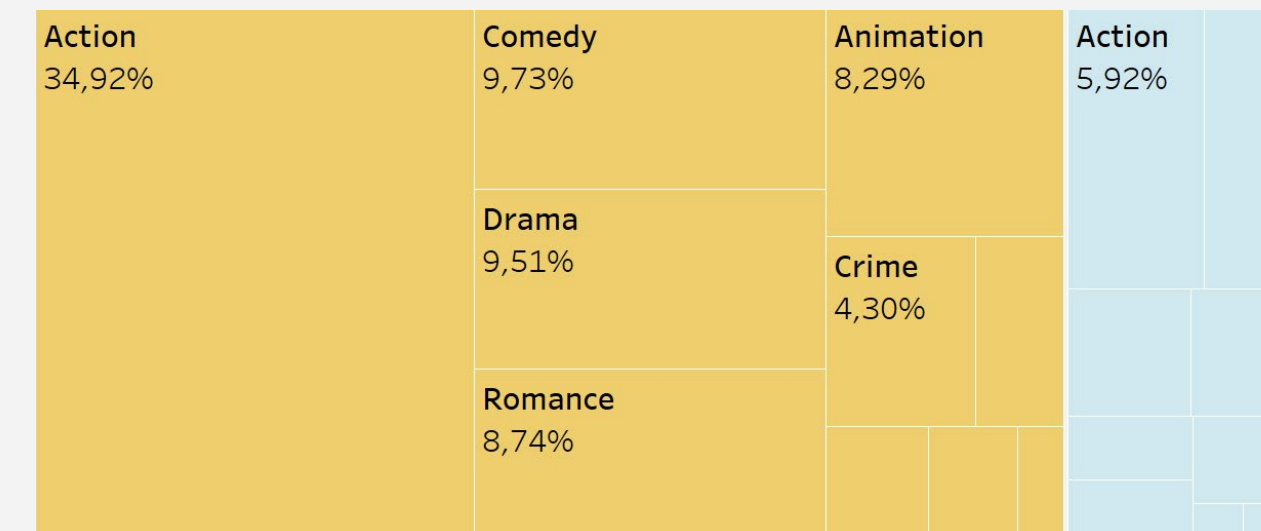
Four other French titles can be found throughout the TOP100, two of them delivering above average results: the true-crime documentary "My Daughter's Killer" (#22, 582K streams) and the Action Comedy starring Omar Sy "The Takedown" (#32, 392K streams).

GERMANY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



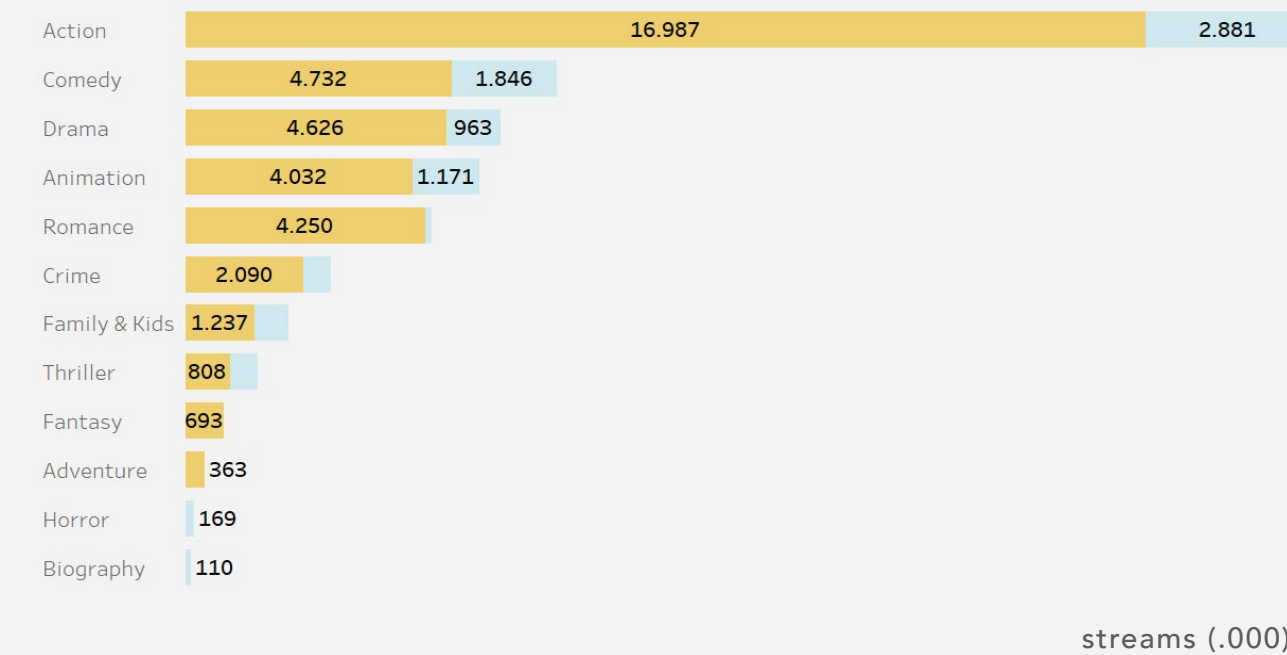
ACTION IS BY FAR THE MOST STREAMED GENRE ON NETFLIX AND AMAZON, COLLECTING 16.9M AND 2.8M STREAMS RESPECTIVELY

The Netflix Original "The Gray Man" leads this group with overwhelming results, collecting 4.7M streams since its release in July, 22. "Godzilla: King of the Monsters" is the flagship of the Action genre on the e-commerce streaming service with 463K streams.

COMEDY AND DRAMA GIVE A GOOD ACCOUNT OF THEMSELVES IN THE COMMON BATTLE OF GENRES

This month, Comedy is the second most watched genre in Germany, but not a single Comedy film can be found in the TOP10: "Hustle" starring Adam Sandler is #14 with 849K streams. American comedies are mainly responsible for the good health of the genre, although German films fight for their piece of the cake. It is also in this genre that Amazon shows some teeth vis-à-vis Netflix. Drama, on the other hand, cumulated less streams but managed to sneak into the TOP6: the American teen romantic drama "Hello, Goodbye, and Everything in Between" has collected 1.2M streams since its release on July 6. The film is a production by the producers of the popular Netflix franchise "To All the Boys I've Loved Before"

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

	SHOW	PLATFORM	GENRE	STREAMS
1	Manifest	Netflix	Drama	66.583
2	Stranger Things	Netflix	Drama	52.585
3	The Big Bang Theory	Netflix	Comedy	38.640
4	The Blacklist	Netflix	Crime	2.172
5	PAW Patrol	Netflix	Animation	33.646
6	The Umbrella Academy	Amazon	Animation	19.459
7	Peppa Pig	Netflix	Animation	3.885
8	Brooklyn Nine-Nine	Netflix	Action	21.996
9	New Amsterdam	Netflix	Animation	19.977
10	The Good Doctor	Netflix	Animation	1.558
11	Resident Evil	Netflix	Animation	21.441
12	Two and a Half Men	Amazon	Comedy	18.451
13	Man vs. Bee	Netflix	Drama	15.135
14	Virgin River	Netflix	Drama	14.801
15	The Terminal List	Amazon	Action	12.169
16	The King of Queens	Amazon	Comedy	10.401
17	Boo, Bitch	Netflix	Comedy	10.290
18	The Boys	Amazon	Drama	9.493
19	Vinland Saga	Netflix	Comedy	7.288
20	Basutado!! Ankoku no h..	Netflix	Comedy	7.275
21	Turkish for Beginners	Netflix	Action	5.975
22	King of Stonks	Netflix	Animation	5.756
23	Ninjago	Netflix	Animation	5.297
24	The Longest Night	Netflix	Animation	5.285
25	Keep Breathing	Netflix	Animation	4.726
26	Naruto: Shippūden	Netflix	Drama	4.719
27	Better Call Saul	Netflix	Action	4.626
28	SpongeBob SquarePants	Netflix	Drama	4.534
29	The Middle	Amazon	Animation	4.339
30	The Summer I Turned Pr..	Amazon	Animation	4.244
			Crime	3.961
			Family & Kids	2.702
			Comedy	2.674
			Drama	

SHOWING 30/100 - See complete chart here

streams (.000)

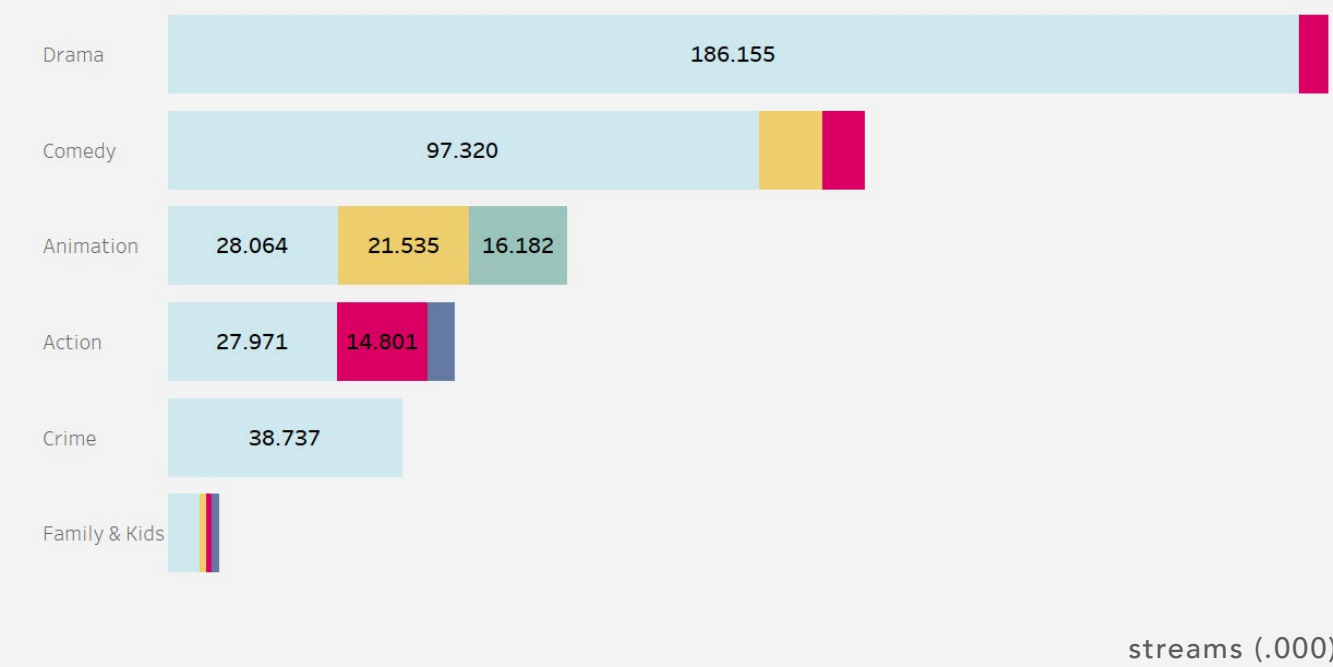
PRODUCTION COUNTRIES

- Asia
- Germany
- Europe
- UK
- Usa & Canada

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

LONG-LASTING SUPERNATURAL SERIES CONQUERED THE FIRST POSITIONS IN GERMANY THIS MONTH

At #1, with 66M streams, is the 4th season of "Manifest", a Netflix original produced by Robert Zemeckis. The first season was released in 2018 and it tells the story of an airplane flight whose passengers are "suspended in time" for five years. It is followed by one of Netflix's biggest bets this summer, "Stranger Things". The streaming service decided to divide the eagerly awaited fourth season in two parts. The first was released at the end of May, while the second part was released on July, 1. The fourth season about the adventures of the kids from Hawkins cumed 55M streams in July. The podium is completed by the beloved bunch of geeks, the American sitcom "The Big Bang Theory", that gathers 38M streams.

THIS MONTH, AMERICAN DRAMA MIXED WITH SUBGENRES LIKE FANTASY / SUPERNATURAL, MEDICAL OR ROMANCE GAVE COMEDY A GOOD BEATING, AND BECAME THE MOST STREAMED GENRE WITH 190.8M STREAMS

The above mentioned Supernatural series, together with American long-run shows like "New Amsterdam" (#9, 18.4M Streams) or "The Good Doctor" (#10, 15.1M Streams), and the Small-town Romance "Virgin River" (#14, 10.2M streams) pushed this genre all the way up to the top.

LONG-RUN SHOWS HAVE BEEN KEEPING THE GERMAN AUDIENCES CONNECTED DURING THE SUMMER SEASON

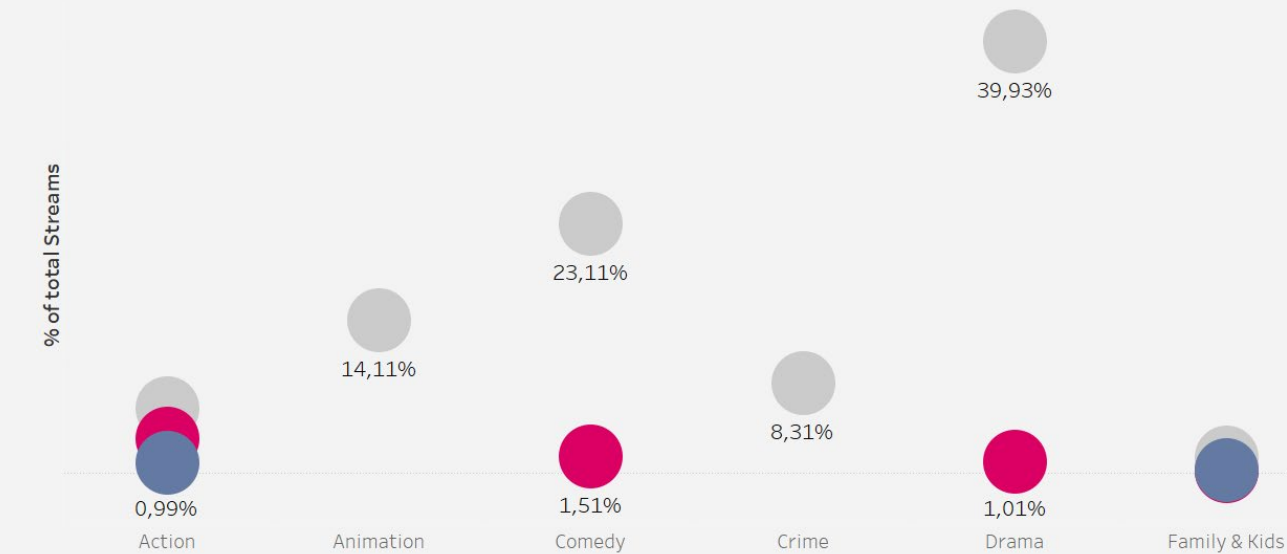
The holiday period also has its impact on the consumption of content for Family & Kids: Paw Patrol climbed to top positions (#5, 23.3M) and Peppa Pig 3 positions (#7, 19.9M streams) achieving, respectively, 8.2M and 12.5M streams more than during the previous month.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



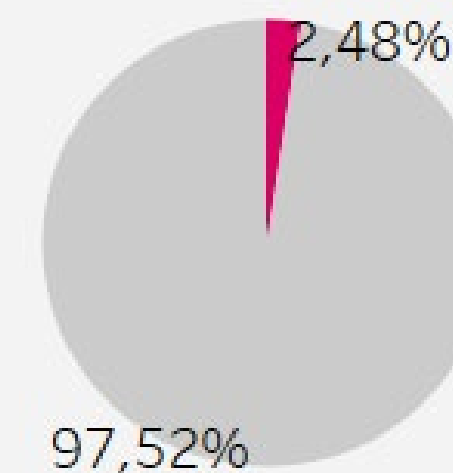
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	GERMANY
Action	1	1
Comedy		3
Drama		1
Family & Kids	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany
- Others

IN THE SHADOW OF MEGA HIT, STRANGER THINGS, WE FIND "RESIDENT EVIL", THE MOST-STREAMED EUROPEAN SHOW IN GERMANY

The new live action series loosely based on Capcom's legendary survival horror franchise arrived to Netflix on July 14 and has quickly risen to #5, collecting 14.8M Streams. The series is a co-production between Netflix and Constantine Films, the rights holders who have previously produced classic SciFi films. Unfortunately, word of mouth did not do as much as expected and Netflix announced in August that they have opted not to commission a second season - not surprising since the SciFi Drama did not have a particularly strong showing, and cost vs. viewing is the streamer's leading renewal criterion.

GERMAN AUDIENCES MAINTAIN THEIR PREFERENCE FOR LOCAL SHOWS, ABOVE EUROPEAN CONTENT.

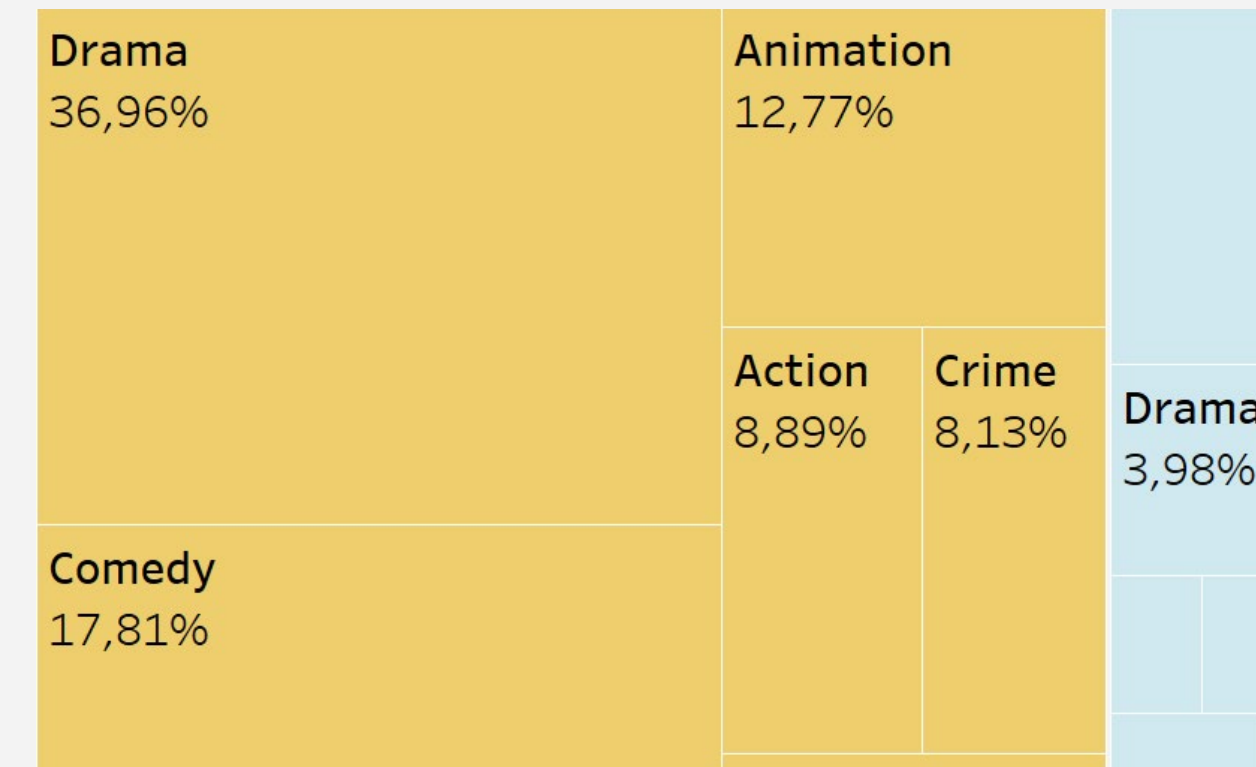
Six out of the eight European productions that made it to the TOP are German. "Resident Evil" and the second season of the Comedy show "Turkish for beginners" lead the bunch. The Spanish Prison Drama "The Longest Night" received 4.6M streams during its first month on the platform, sneaking into #36.

GERMANY 100 SHOWS | SVOD PLATFORMS

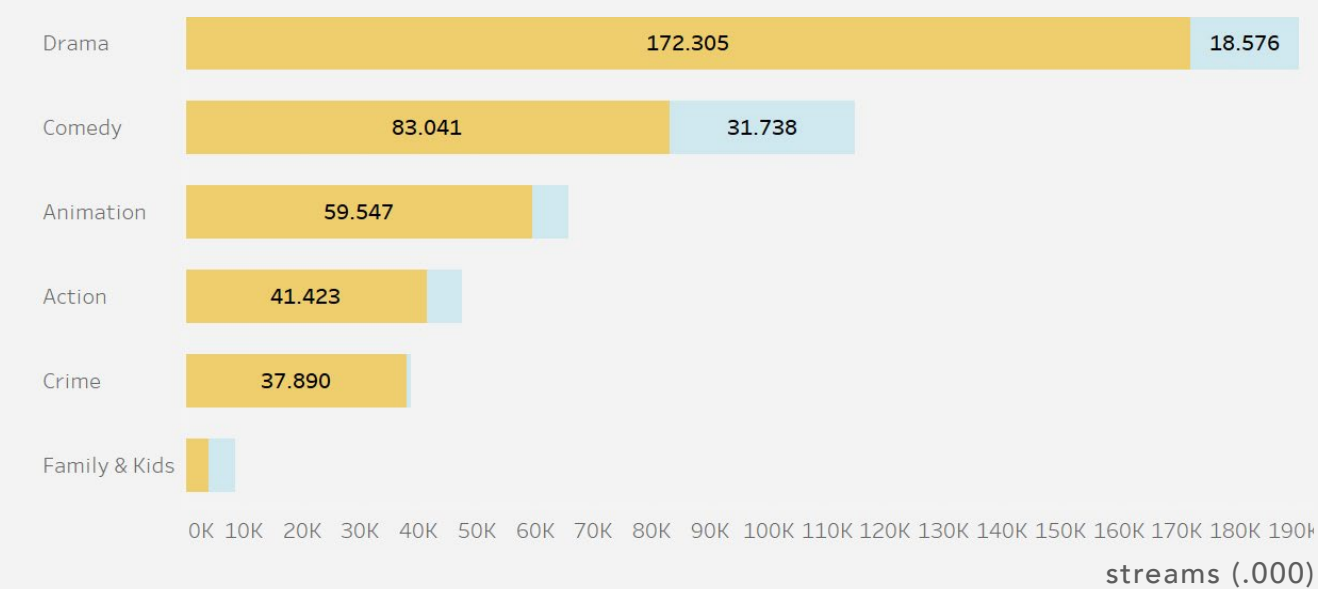
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



THE GAP BETWEEN NETFLIX AND AMAZON WIDENED IN JULY

This month the e-commerce streaming service collected 14.6% of the German streams, 2.7% less than the previous month. This gap only narrows in the Comedy genre, where the platform delivers its best results thanks to family shows like "Two and a Half Men" (which collected 12.1M streams).

OTT

- Amazon
- Netflix

HOT CONTENT IN GERMANY

PERSUASION, THE NETFLIXIFICATION OF BOOKS ADAPTATIONS

Netflix has made an admirable endeavor to bring rom-coms back to our screens. The genre was considered an endangered species for most of the players in the industry as it no longer plays in theatres as well as it used to in the 90s and early 00s. Netflix collects a list of relative successes in the domain: at the top, we can point to the "To All the Boys" trilogy and "The Kissing Booth" trilogy, amongst many others. We don't know if there is a master recipe behind it. Still, they follow a clear format: diverse cast, lavish sets, colorful, peculiar costumes, sassy GenZ/Millennial dialogues, and, with that, they earned teen engagement. We have recent examples here and there: Julia Quinn's "Bridgerton", the loosely based adaptation of Pride and Prejudice "Mr. Malcom's List", gay-slanted attraction "Fire Island". And even some daring examples made for the big screen: Columbia Pictures bet on Greta Gerwing's 2019 work, "Little Women" or "Emma", starring Anya Taylor-Joy. So, we have to give some credit to Netflix.

Jane Austen is the Queen of Regency romance - you have to dig in the library for a bit of gold. But when it comes to adaptations, Netflix freely "tweaks" the

character's spirit and rewrites Austen's words, tailoring the entire outfit into the 18th century "Emily in Paris" version. "He's a 10", slapped the leading lady - this and other mightily anachronistic ingredients that Netflix used to sweeten up the movie, appealed to Austen's fans all over the globe. Carrie Cracknell was the perfect fit for directing the new screen adaptation. With a prominent career as a British theatre director, she made her feature film debut with this modern version.

Surely young generations or those who didn't read the book won't miss or care about the lack of essence. It doesn't mean that "Persuasion" as a rom-com isn't perfectly watchable and enjoyable. At least that's what the audience thinks in Spain, with 2.7M streams (#3), Germany (2.6M, #5), France (2.9M, #3), Italy (2.1M, #3) and the UK (2.6M, #5)

More GenZ/Millennial rom-com adaptations are in development, so get comfy, 'cause they have come to stay and be enjoyed by a vast young female audience.



GLOBAL TAKES

- 1 / **Asian content gained the views that English-speaking powerhouse countries are losing in the Spanish and Italian grids.** Charts don't lie. The UK lost the significant share it had collected during the last two months, having only one movie in Top #25 in the Spanish Top100 Movies, "The Turning." The same happened in the neighboring country where Asian shows picked up on the falling numbers for the USA & Canada. Asia's presence in July's chart is very noticeable: "Incantation" was in the global Top #10 most streamed non-English films on Netflix from July 4 to August 7, while "RRR" remained there from May 23 to June 12. In shows, "Inazuma Eleven", "Basutado!! Ankoku no hakaishin" and "Vinland Saga" stand out.
- 2 / **Comedy could be the winning hand for Amazon.** Comedy programs are finally giving some leverage to Amazon to compete with Netflix. Amazon achieved one of its most favorable comedy shares across the five countries. In Italy, for example, Amazon gathered 37% of comedy views, attaining one of the highest comedy shares in the past three months. Netflix clearly won the race with fresh releases such as "Man vs Bee". Amazon did, however, make the N platform sweat a little bit more than usual with an arsenal of national hits and licensed fare, among them "The Big Bang Theory" and other beloved sitcoms. It seems rather logical to think that Original content will ultimately be the key to pushing the figures up for Amazon.
- 3 / **German content has been experiencing a drop for the past months domestically:** No German titles delivered above-average results in July. American box-office-like films have ousted local productions, pushing them down to under the TOP39. "Gladbeck", which was #5 last month, has fallen to #49, with 309K streams. The 2019 adventure comedy, "25 km/h", collects a modest amount of streams: 363K.
- 4 / **The Netflixification of young adult book adaptations brings rom-coms back into the picture.** Netflix has made an admirable endeavor to bring rom-coms back to our screens. The genre was considered an endangered species for most of the players in the industry as it no longer plays in theatres as well as it used to in the 90s and early 00s. The last add-on to the collection was Carrie Cracknell's adaptation of Jane Austin's "Persuasion", a tweaked "Emily in Paris" revisiting of the Regency romance. "Persuasion" accounted for a total of 12.9M streams: Spain with 2.7M streams (#3), Germany (2.6M, #5), France (2.9M, #3), Italy (2.1M, #3) and the UK (2.6M, #5). More GenZ/Millennial rom-com adaptations are in development, so get comfy as they come to stay and be enjoyed by a vast young female audience.
- 5 / **When streams don't translate to success.** Germany-labeled "Resident Evil" bests "Stranger Things" in Germany and France as the most-watched show of the month: based on Capcom's legendary survival horror franchise, it arrived on Netflix on July 14 and has quickly rocketed to #5, collecting 14.8M Streams. However, Netflix canceled the show a few weeks later - Not a shock since the SciFi Drama did not convince audiences. The figures certainly didn't live up to executives' expectations at Netflix.
- 6 / **Amazon's market share is slowly but steadily on the up in Italy and the UK.** According to our biannual report, France and Spain give approximately 14% of their views to Prime, while the UK and Italy are a bit more generous (18%) and the figure for the UK reaches 20%. What's your bet for the new percentage Amazon will gather after the long awaited and expensive "Lord of the Rings" series? To date, Amazon has reported more than 25M views for the first two episodes.
- 7 / **Animation is the second preferred genre in France's Top100 Movies.** In Animation, Asia beats the US with twice as many streams. France only contributes with 3.3M streams, and Europe is out of the Animation league. Since there's a clear and constant appetite for Animation in France, is there an unassessed opportunity for European and French producers in this market?
- 8 / **Netflix desperately needs a homegrown Action-driven franchise to clock broader audiences; niches are not enough.** Netflix is making a cinematic effort to achieve well earned respect from viewers as a quality powerhouse. But the prestigious award-contender movies aren't rolling out as expected. So much was at stake with "The Gray Man", one of the most expensive streaming projects ever produced. Greenlighting two more projects attached to the film less than a week after its debut seems unwisely aggressive for some experts, especially in light of the viewership drop-off experienced in the subsequent weeks. Of course, when it comes to streaming, viewing is not the only metric to gauge success. Surely, Netflix execs know something we don't.
- 9 / **Amazon is gaining competitiveness as a Pay-1 or Pay-2 window.** Amazon's Action movies collected 6.4% of the Top 100 in the UK. Some of them are comeback theatrical hit, such as James Bond "No Time to Die" (2021), "King Arthur" (2017) or "Line of Duty" (2019). The streaming consumer is less exigent with the life-expiring date of the content; this is incredibly profitable for the industry in order to ensure a long and healthy life for theatrical exploitation.

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BRIDGING THE DATA GAP | JULY 2022

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