

THINKDATA.

BRIDGING THE DATA GAP

MARCH 2023



THINK DATA:

BRIDGING THE DATA GAP

Welcome to the March report, where we bring you the latest updates on the streaming industry. This month, we have noticed some interesting trends across the five analysed countries. All-in-all, Germany, France, and Spain are raising their viewing data to the detriment of US productions, with local and European films making it to the top of the list. Drama is the undebatable leader in France, mainly when based on books.

Spain continues to lose streams, with North American content being impacted prominently. Although this may positively impact other platforms in the short run, we haven't noticed any significant growth for Amazon or HBO Max share yet. However, what has indeed grown this month has been the category of non-original Spanish dramas, which have been for sure the main characters, with a significant portion of the most popular titles being acquisitions from Mediaset or National Television. Meanwhile, Italy is experiencing a renaissance, with local productions breaking records and achieving outstanding numbers. The extra boost came from Prime Video's Original IP, "LOL", which we cover on France's Hot Title since it contributed to new viewing share records in both Italy and France. In the UK, the top ten rankings show a close competition between Netflix and Amazon, with equal representation from both platforms.

Meanwhile, a key European protagonist of the report continues to be: "All Quiet on the Western Front" which is silently becoming one of the most extended shelf-life of European titles we've ever witnessed, with over six months at the top of the charts. Our past reports usually show that films that made it to the Oscar shortlist did not achieve translating their buzz into a significant number of streams. However, "All Quiet on the Western Front" has broken down the big indifference spell that Netflix's primary audience showed to movie award contenders.

Another exception we've spotted is how some local awards such as Los Goya in Spain have had a positive effect on nominated movies, especially on Amazon, with local titles like "Objetos" or "En los Márgenes". A common denominator of all these three titles is that they somehow play with Thriller and Action elements. It was also the case of award-and-streaming-toppers like "Athena". Can we say Netflix audience is award-friendly (only) when certain characteristics also match their favourite genres? Check our German hot title of the month to reflect further on this.

A big question mark is how all this will keep evolving with the new shifts turning HBOMAX into just MAX.

SARAH CALDERÓN
CEO



CELIA FUMANAL
INNOVATION DIRECTOR



Recently, Warner Bros.Discovery launched revamped MAX in the US with a new mandate that will be extended in the rest of the operating countries: MAX is targeting families, including children. Variety echoed the major endeavour the new platform must overcome to establish itself as the family favourite. Despite owning popular kids' characters, animation, and brands such as "Looney Tunes," DC superheroes, Hanna-Barbera characters, and Cartoon Network, Max's share of the kid's streaming audience has trailed far behind Netflix and Disney+. From next month onwards, we will keep analysing the evolution of HBO Max and also include series data for Disney+ across the five markets.

Come along with us as we delve deeper into the realm of streaming consumption.

We trust that this report proves to be enlightening and engaging for your perusal.

Follow us. Your gut feeling is learning from data,

Your analysts,

Celia Fumanal and Sarah Calderón

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



THE COST OF BEING RELEVANT

BY ELENA NEIRA



For years it seemed that Netflix's free bar would never end. The company actively encouraged users through their official network accounts to "show your love by sharing an account". As a result, accessing the service for a minimal cost, or even for free, became commonplace for over 100 million households worldwide. But they didn't seem to care.

Netflix strategically provided the service with a clear objective: to establish a strong presence in households. There is no better way to foster customer loyalty than through ongoing engagement with the platform. By offering access at a low cost or even for free, Netflix generated countless hours of viewing and sparked extensive conversations around its programs. This global resonance proved to be invaluable. The combination of simultaneous releases, global distribution, and widespread consumption lay behind the initial success of Netflix Originals. The inherent need to share one's emotional connection with a series or movie became the company's most effective marketing campaign.

User posts, reviews, memes, and interactions from official accounts, which often adopted a fan-like persona, played a crucial role in spreading the word. Everything changed when the onset of the economic crisis compelled platforms to reevaluate their financial standing and prioritize profit generation. Netflix, the entertainment powerhouse, recognized the vulnerability of its position. Unlike its competitors with diversified revenue streams, Netflix relied solely on its streaming business. Wall Street grew concerned when the company reported its second decline in subscribers last year. With the growth trajectory in question, Netflix understood the importance of exploring alternative revenue streams, including advertising, and making each subscriber more profitable. The era of the free ride had to come to an end.

Netflix's crackdown on shared accounts, which now requires users to sign up for individual profiles or pay to grant access to members outside the household, has been a necessary move to maintain investor

confidence. In the medium term, it could boost the company's financials. However, it comes at a price. This change will likely result in a decline in Netflix's viewership shares, as, in practice, even though more people will be paying, fewer people will be watching. In the initial months, this shift appears to be benefiting competing services that, for now, have not implemented similar measures and have become a fertile ground for dissatisfied customers frustrated with Netflix's actions in Los Gatos.

The major question is whether, in the long run, it will be advantageous for Netflix to make people pay at the expense of relinquishing the web of popularity that was provided by freeloading users.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

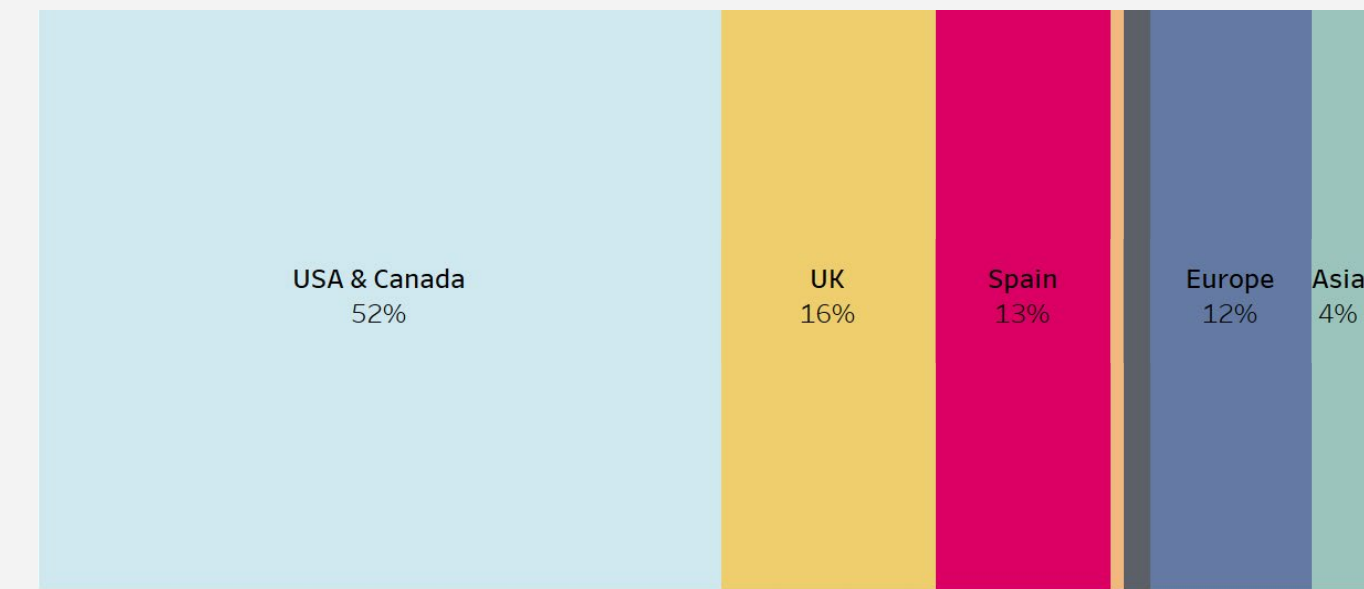
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Luther	Netflix	Drama	3,231
2 Are You	Netflix	Comedy	2,923
3 Lobo Feroz	Netflix	Drama	1,747
4 Faraway	Netflix	Comedy	1,424
5 We Have a Ghost	Netflix	Family & Kids	1,332
6 The Secret Life of Pets 2	Netflix	Animation	1,313
7 ¡A todo tren! Destino Asturias	Amazon	Comedy	1,246
8 Money Shot: The Pornhub Story	Netflix	Documentary	1,219
9 Tonight You're Sleeping with Me	Netflix	Drama	1,119
10 Era ora	Netflix	Comedy	981
11 All Quiet on the Western Front	Netflix	Drama	966
12 Paw Patrol: The Movie	Netflix	Family & Kids	940
13 Noise	Netflix	Drama	833
14 Sky High	Netflix	Action	796
15 The Magician's Elephant	Netflix	Animation	773
16 Infiesto	Netflix	Drama	700
17 Something's Wrong with Rose	Amazon	Horror & Fantasy	669
18 The Strays	Netflix	Drama	646
19 Infinite	Netflix	Drama	644
20 10 Days of a Good Man	Netflix	Drama	633
21 Old	Amazon	Family & Kids	620
22 Gifted Hands: The Ben Carson Story	Netflix	Drama	619
23 In My Dreams	Netflix	Family & Kids	584
24 Fast & Furious Presents: Hobbs & Shaw	Netflix	Action	580
25 Murder Mystery 2	Netflix	Comedy	546
26 Die Hart	Amazon	Comedy	534
27 Chor Nikal Ke Bhaga	Netflix	Drama	531
28 In His Shadow	Netflix	Drama	507
29 John Wick: Chapter 2	HBO Max	Action	244
	Netflix	Action	261
30 Playing God	Amazon	Comedy	447
31 The Mustang	Netflix	Drama	377
32 Your Place or Mine	Netflix	Comedy	342
33 In the Cut	Netflix	Thriller	340

SHOWING 33/100 - [See complete chart here](#)

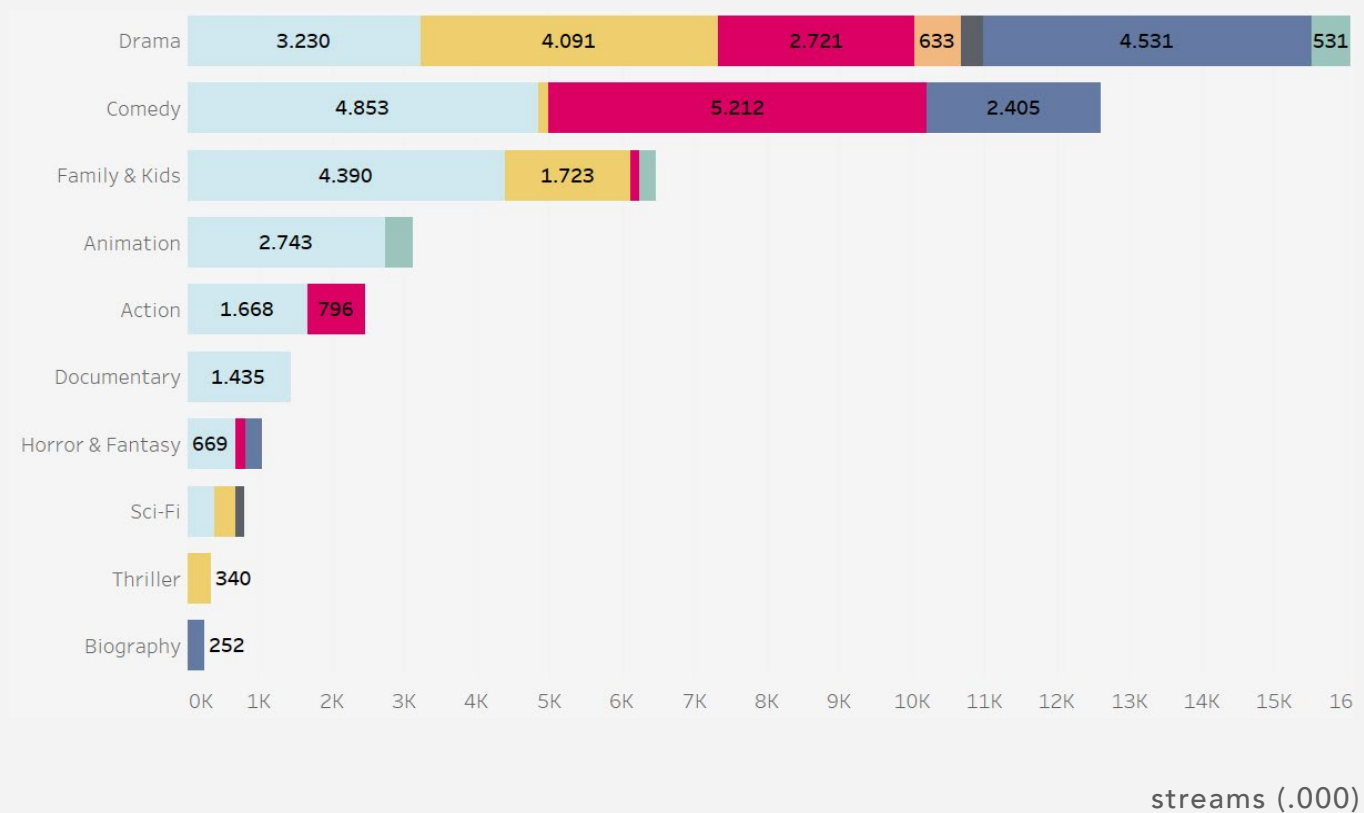
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



STREAMS KEEP PLUMMETING. SPAIN REPORTS HALF OF THE STREAMS THAN A YEAR AGO

In December 2022, the Spanish Top #100 collected 91.2 million views in the movie market. Now, in March 2023, the same Top 100 gathers only half of those streams, with 44.4 million views. This is not affecting European or local content, but rather USA & Canada. North American productions have tumbled down and have only gotten 44%, despite having 52% of the catalogue. It's the only production zone that has been affected by the drop in streams in the Spanish market. With only 19.3 million views accumulated, North American content is very close to its worst performance here, which was 18.8 million views back in February 2022.

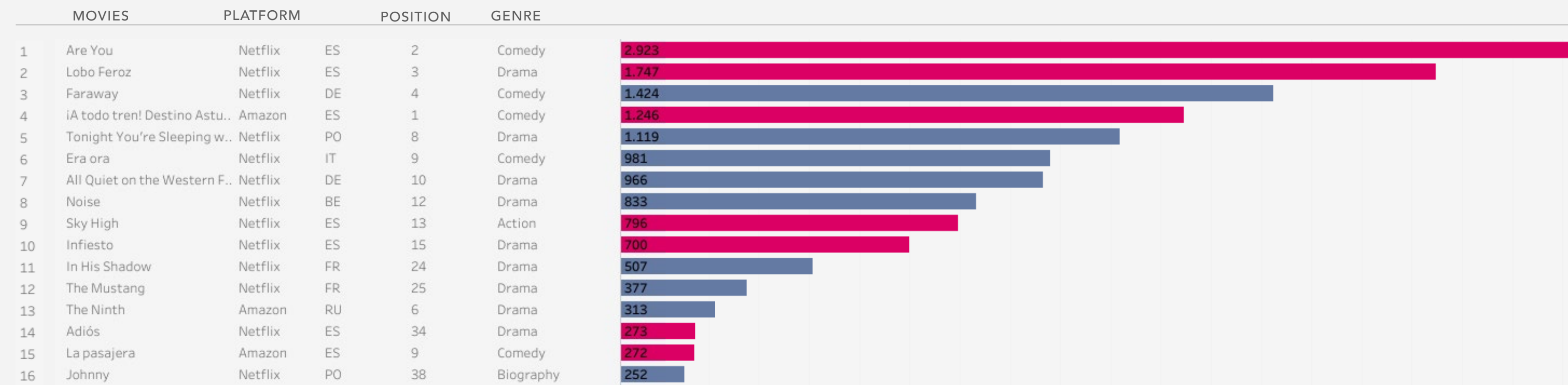
ANIMATION & ACTION PERFORM BETTER THAN THE AVERAGE

Animation is growing mainly due to the success of the four-year-old film "The Secret Life of Pets 2" and the brand-new original "The Magician's Elephant". "Sky High" (796K), a movie that has been consistently popular since its premiere in 2020, has raised Action's views and sneaked into the Top 10 Most Streamed Global Movies in the last week of March, collecting 2,880,000 hours according to Netflix. The film is a production of Vaca Films with the participation of RTVE, Movistar+, and Telemadrid, and has received support from the ICAA.

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

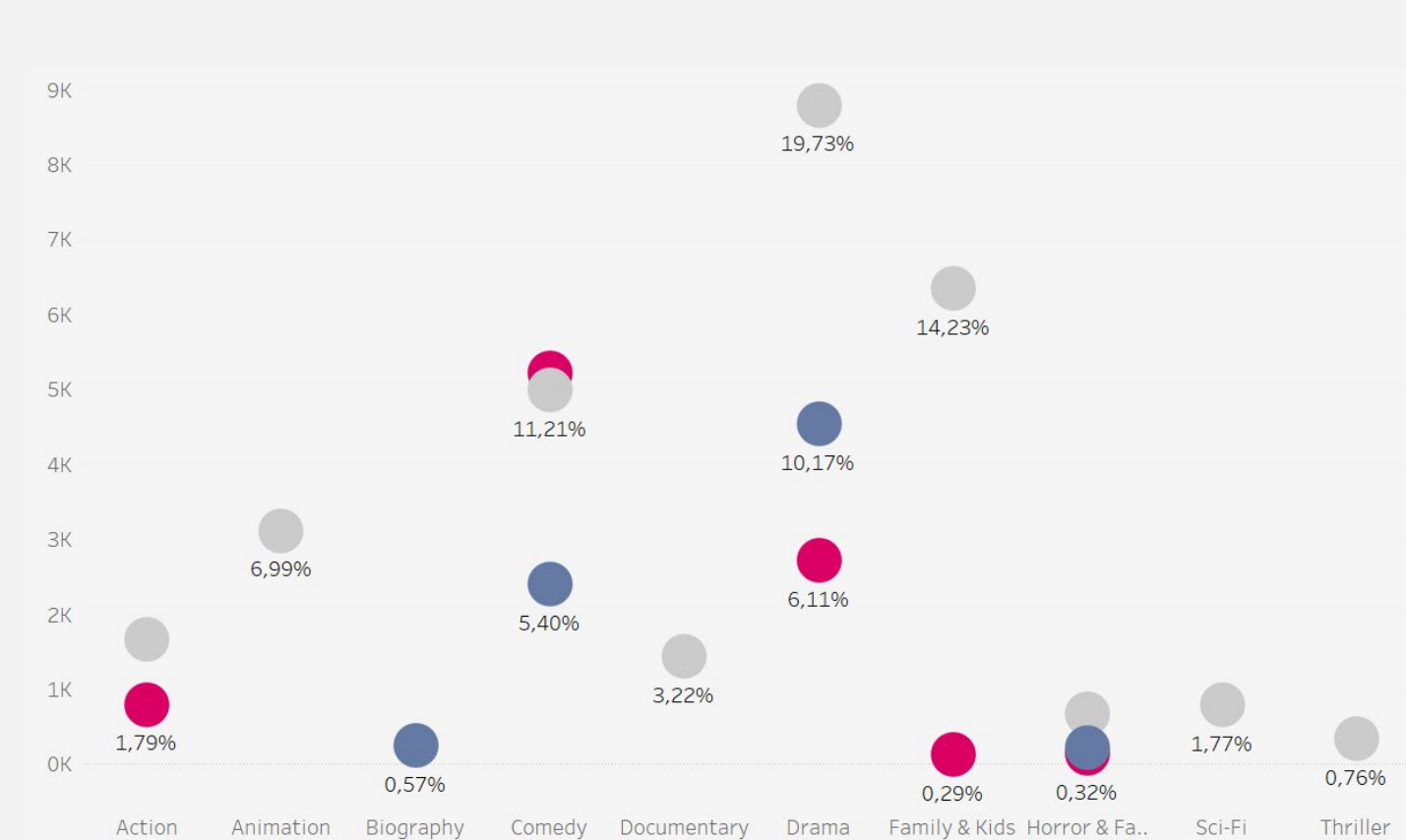
NETFLIX - AMAZON



SHOWING 16/25 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

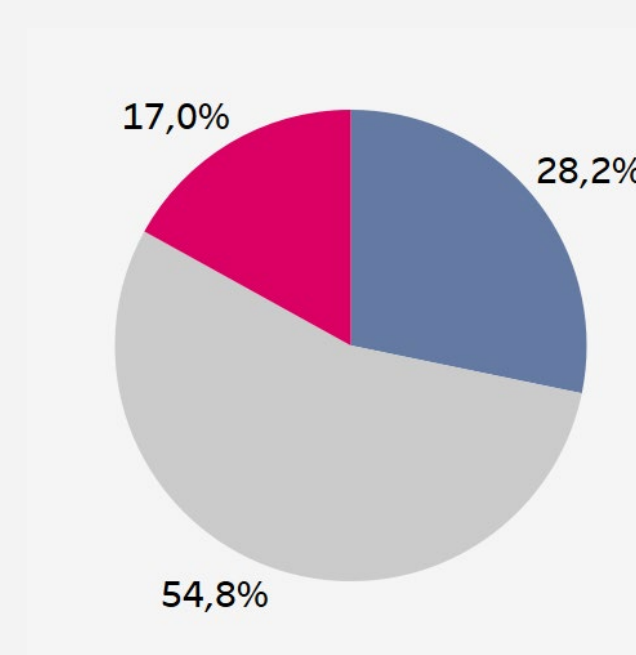


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action		1
Biography	1	
Comedy	2	7
Drama	8	3
Family & Kids		1
Horror & Fantasy	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



TWO SPANISH MOVIES SNEAK INTO THE GLOBAL TOP #3

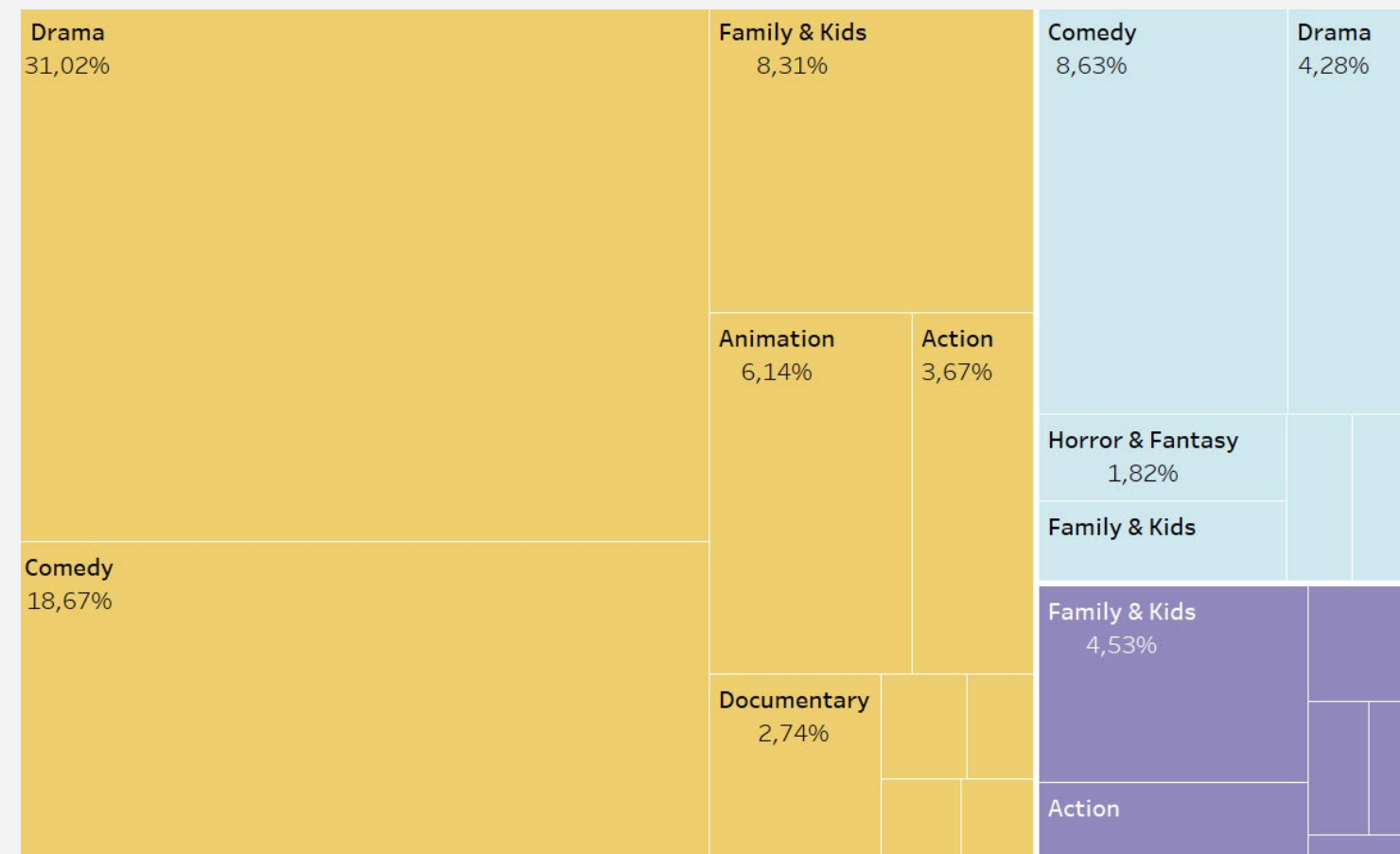
Spanish origin productions have collected slightly fewer streams than last month but still account for more than one-fifth of the total. The most popular Spanish movie, with 2.9 million views, and the second most popular movie overall has been the original rom-com "Are You", produced by Zeta Studios and surprisingly directed by Alauda Ruiz de Azúa, the director of "Cinco Lobitos". In the Global chart, "Lobo Feroz", a Spanish adaptation of the 2013 Israeli film "Big Bad Wolves", has taken the #3 position. Filmax distributed the film theatrically in Spain.

CENTRAL EUROPEAN FILMS GAINED PROMINENCE THIS MONTH

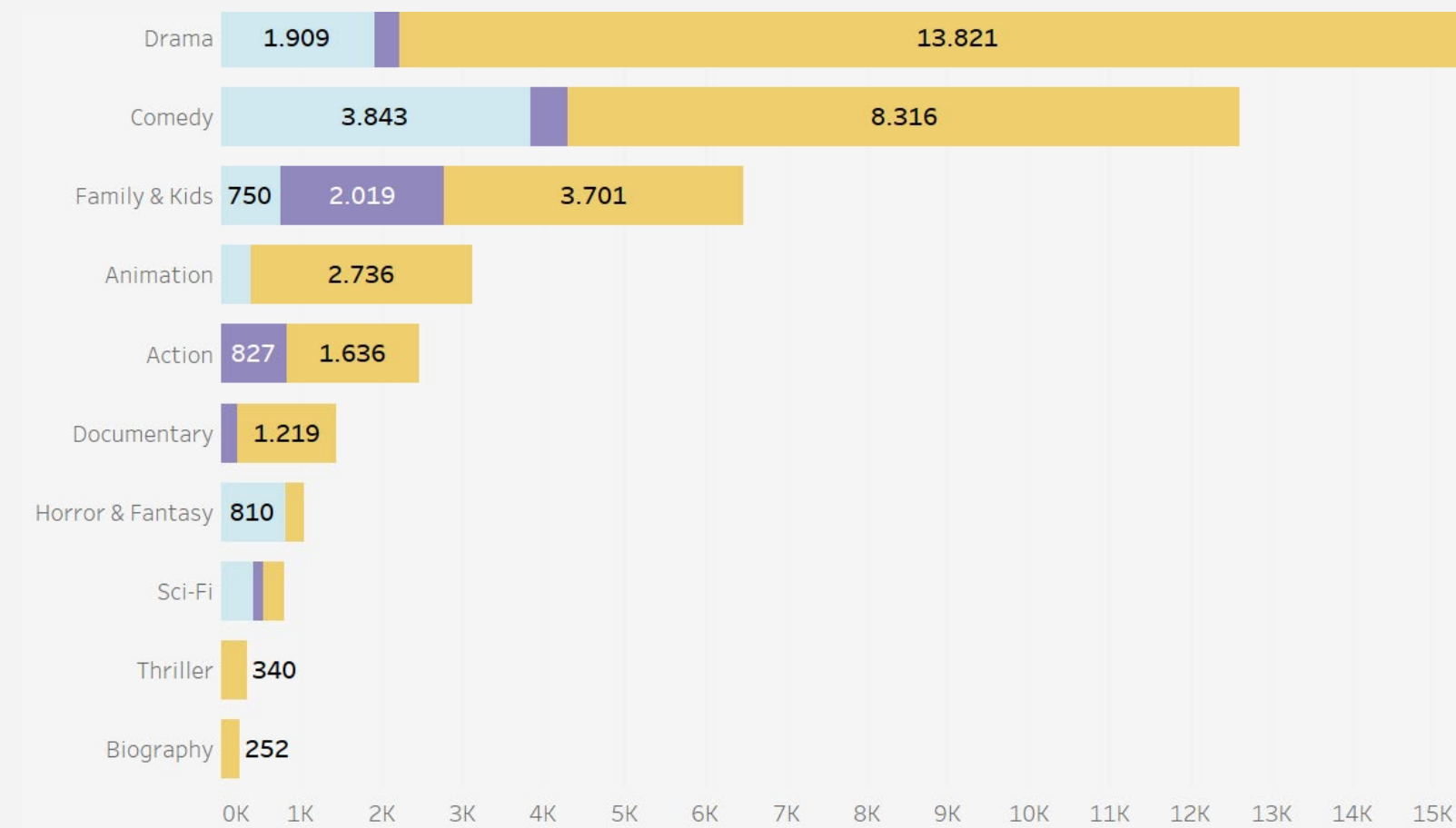
German streams have experienced a boost thanks to "Faraway", a movie that has been praised for its natural main character and has collected 1.4 million views. The Oscar effect has also worked for "All Quiet on the Western Front", a movie that already did well upon its premiere but has continued to gain views. Special shoutout to the Polish fever of this month, "Tonight You're Sleeping with Me", which has collected 1.1M views. A year ago, Poland was not in the streaming game, and now it seems to collect streams with several and diverse productions across all markets.

SPAIN 100 MOVIES | SVOD PLATFORMS

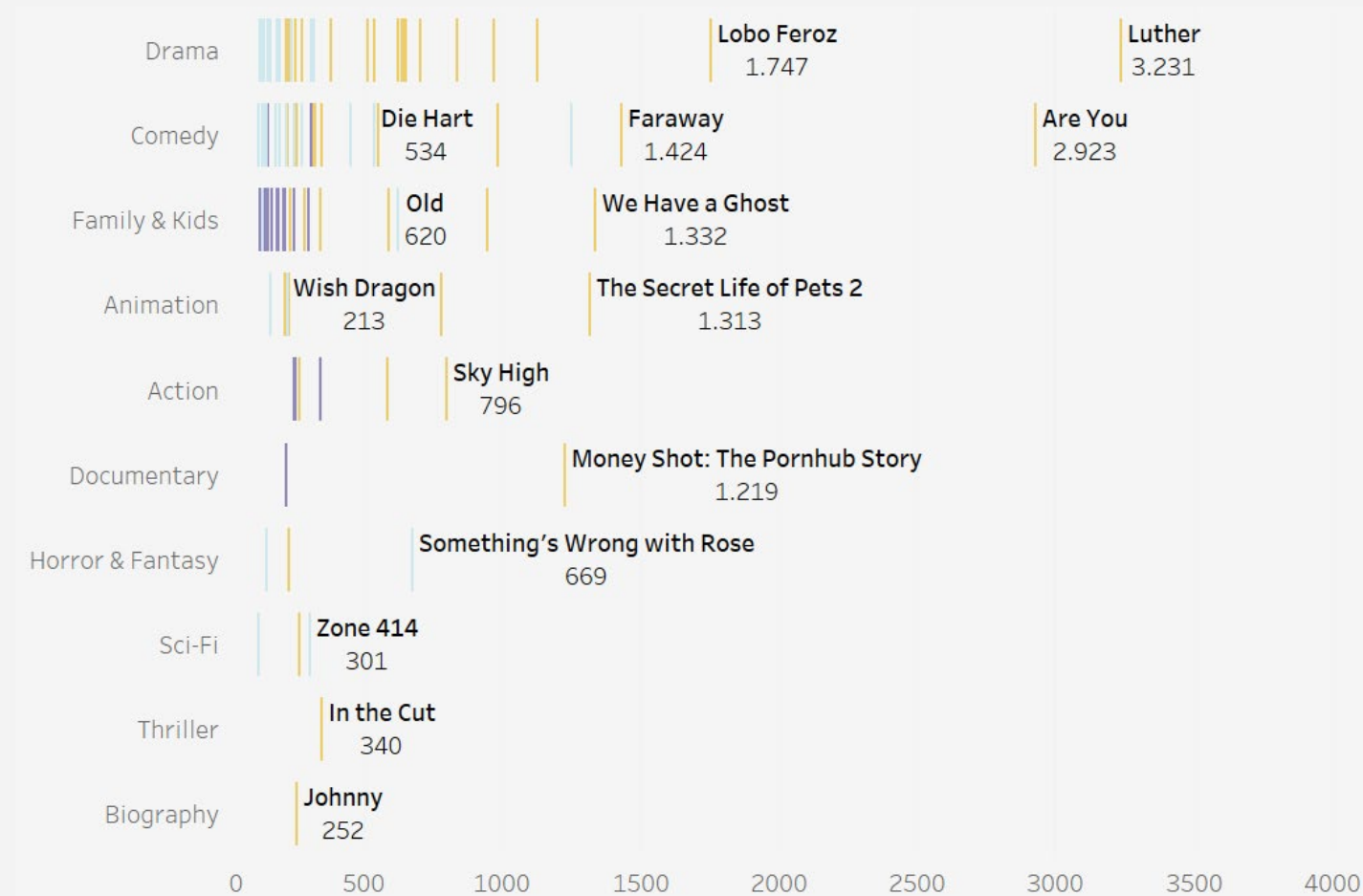
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

NETFLIX'S MARKET SHARE DROPS IN ITS SPANISH KINGDOM

The drop in streams and the entrance of HBO in the charts are making Netflix shrink every month. Netflix's share has gone down to 73%, losing 10 percent of its share since December 2022, when new price policies and account-sharing measures were announced and HBO was included.

Amazon has captured an 18.2% share with remarkable performances such as that of "¡A todo tren! Destino Asturias", the Spanish comedy film directed by Santiago Segura which stars Segura himself along with the stand-up comedian Leo Harlem. The film is a remake of the French film "Attention au départ!". "La Pasajera", a Persons Films, La Dalia Films, SG Producciones, and Eye Slice Pictures production that also received support from the Gobierno de Navarra, did 272K, a good performance in the Prime Video scope.

This month, HBO Max captured an 8.85% share but did not manage to place any European content in the Top #100. This high share for the platform is mainly achieved thanks to the American content John Wick saga, "Shazam!" and "Black Adam".

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

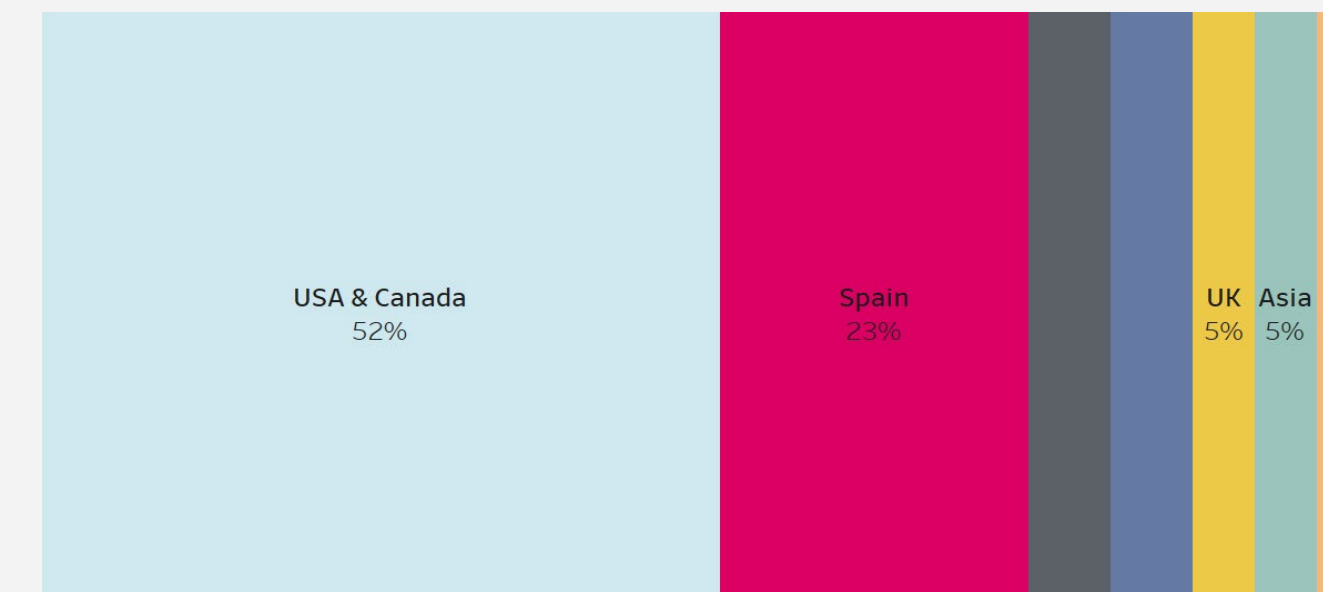
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	HBO Max	Comedy	20.455
2	Entrevías	Netflix	Drama	19.207
3	The Last of Us	HBO Max	Drama	14.960
4	Hasta el cielo	Netflix	Thriller	14.059
5	The Night Agent	Netflix	Drama	13.486
6	You	Netflix	Drama	13.362
7	Shadow and Bone	Netflix	Drama	12.037
8	Sex/Life	Netflix	Comedy	12.022
9	Friends	HBO Max	Comedy	11.608
10	I am Georgina	Netflix	Game-Show & Reality-TV	11.040
11	La caza. Monteperdido	Netflix	Drama	10.706
12	Outer Banks	Netflix	Family & Kids	8.103
13	El Príncipe	Netflix	Drama	7.619
14	Sequía	Netflix	Drama	7.175
15	Grizzly and the Lemmings	Netflix	Family & Kids	6.733
16	The Glory	Netflix	Drama	6.588
17	The Blacklist	Netflix	Comedy	6.331
18	Hasta que la plata nos sep..	Netflix	Comedy	6.174
19	Carnival Row	Amazon	Drama	5.967
20	Next in Fashion	Netflix	Game-Show & Reality-TV	4.926
21	La Brea	HBO Max	Drama	4.701
22	PAW Patrol	Netflix	Animation	4.367
23	The Scent of Passion	Netflix	Drama	4.137
24	The Queen of Flow	Netflix	Drama	3.954
25	Sin huellas	Amazon	Comedy	3.940
26	MH370: The Plane That Di..	Netflix	Documentary	3.681
27	Triada	Netflix	Drama	3.523
28	Todas las veces que nos e..	Netflix	Comedy	3.086
29	DC Super Hero Girls	Netflix	Animation	3.041
30	The Consultant	Amazon	Comedy	3.036

SHOWING 30/64 - [See complete chart here](#)

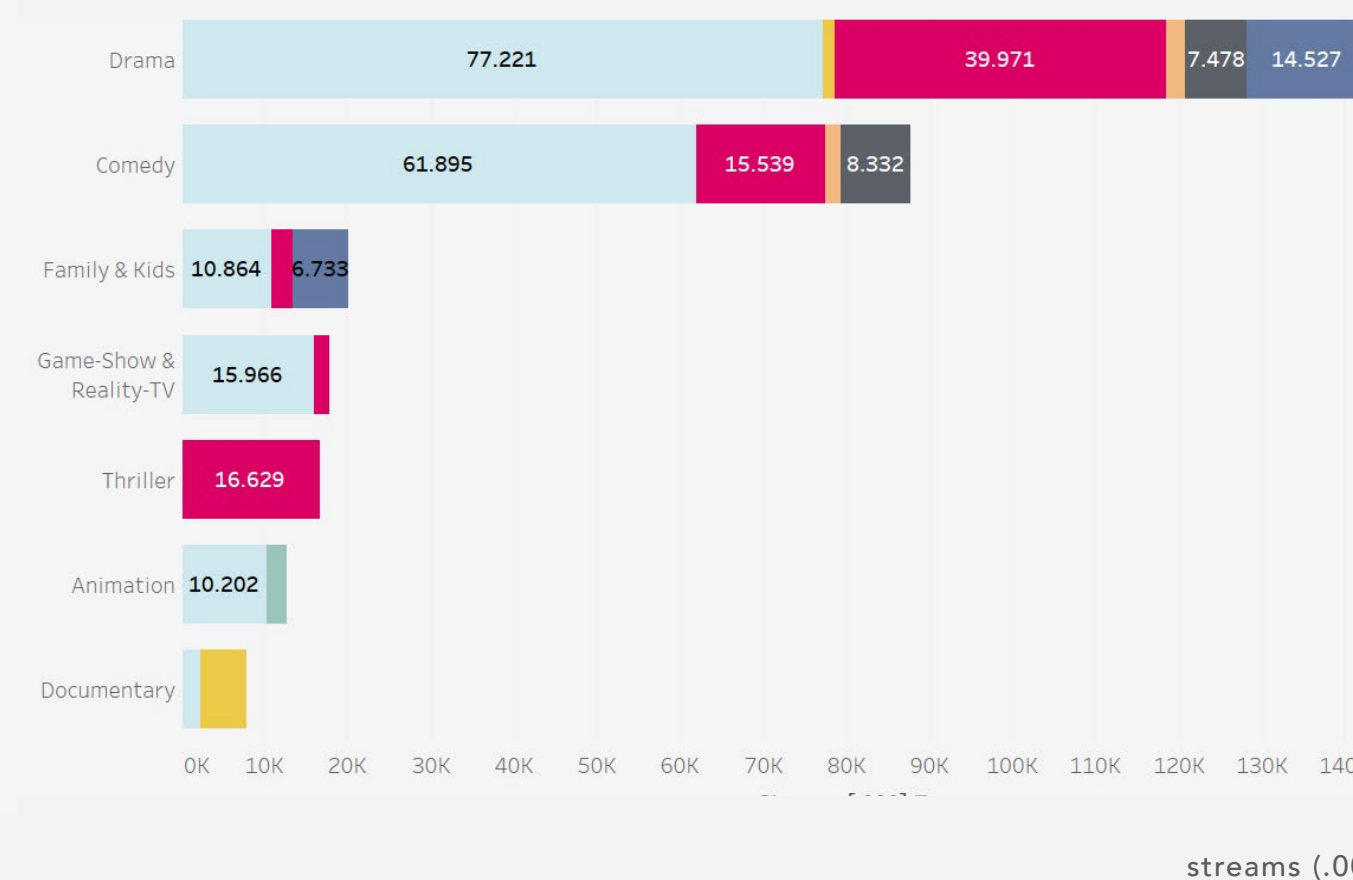
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



NON-ORIGINAL SPANISH DRAMAS ARE THE MAIN CHARACTERS THIS MONTH

From the more than 140 million views Drama shows have collected this month, Spain has gathered 40 million of them. The second season of "Entrevías" secured the #2 position in our monthly Top and got also into the Official Netflix Global Top 10 for two weeks in March, as well as season 1. This series is a co-production between Mediaset España and Alea Media. It initially premiered on Telecinco, then, it debuted on Netflix in May 2022, just when the show ended on Telecinco. Now, the second season has first premiered on Netflix. Since its premiere on the platform in May 2022, the show has accumulated 71 million views, showcasing its remarkable success in the Spanish market.

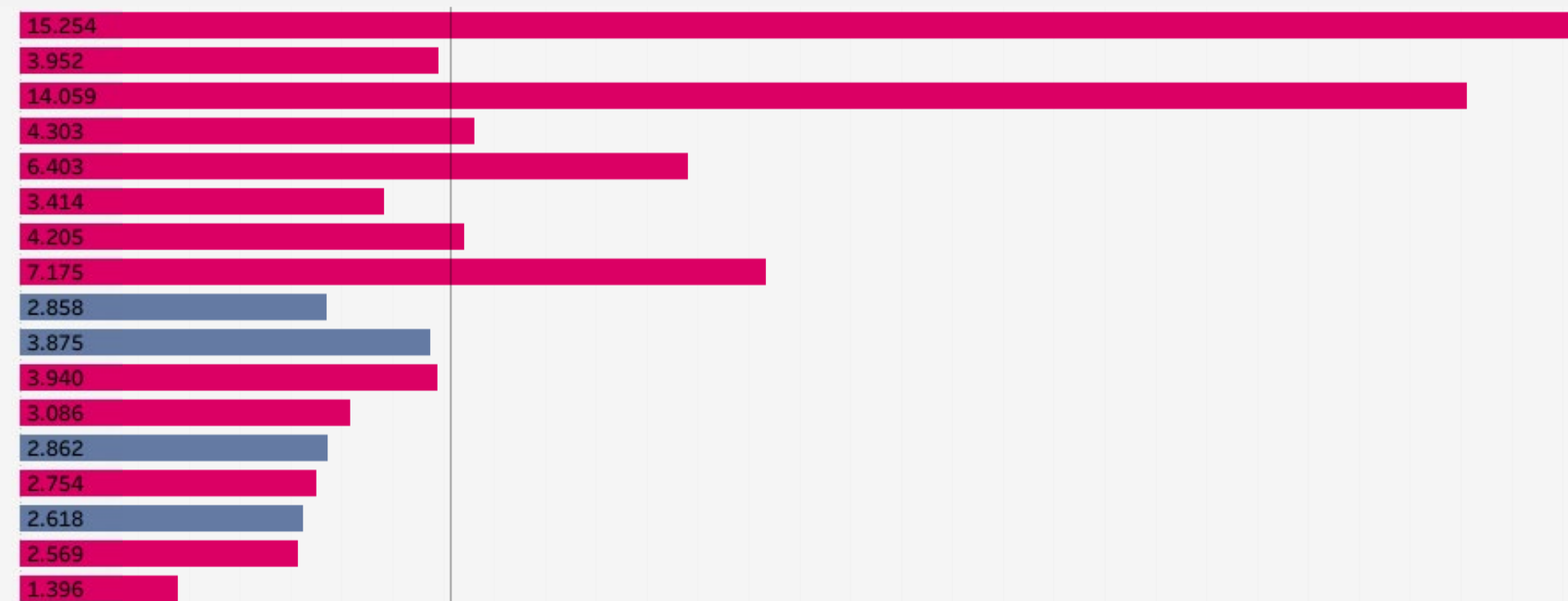
"La Caza. Monteperdido" is another Drama that originally premiered on TV and is now enjoying a second life on Netflix. Produced by DLO Magnolia for Televisión Española, the show was broadcast from 2019 to 2023. Although all seasons are available on the RTVE+ platform, the show has managed to attract 10.7 million streams on Netflix.

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

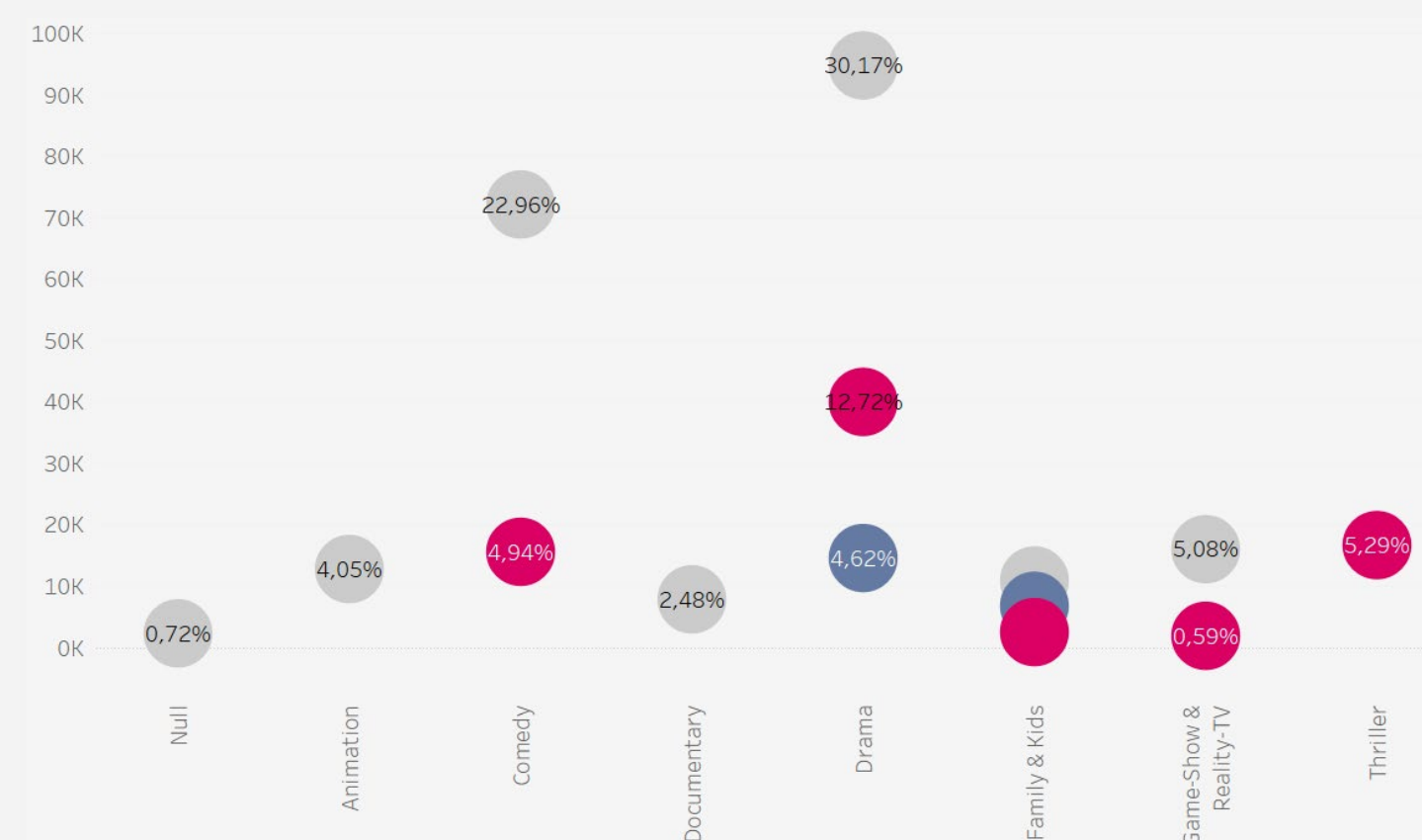
SHOWS	PLATFORM	POSITION	GENRE
1 Entrevías	Netflix ES	1	Drama
2 Hasta el cielo	Netflix ES	2	Thriller
3 La caza. Monteperdido	Netflix ES	15	Drama
4 El Príncipe	Netflix ES	23	Drama
5 Sequía	Netflix ES	7	Drama
6 Grizzly and the Lemmings	Netflix FR	27	Family & Kids
7 Sin huellas	Amazon ES	2	Comedy
8 Todas las veces que nos e..	Netflix ES	24	Comedy
9 Lidia Poët	Netflix IT	26	Drama
10 Poor Devil	HBO Max ES	2	Comedy
11 O daskalos	Netflix GR	30	Drama
12 La chica de nieve	Netflix ES	31	Thriller
13 La que se avecina	Amazon ES	7	Comedy



SHOWING 13/19 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

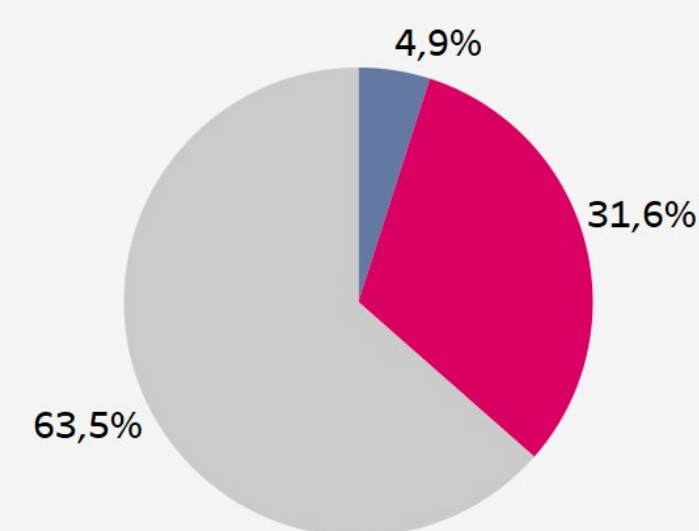


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Comedy		6
Drama	4	4
Family & Kids	1	1
Game-Show & Reality-TV		1
Thriller		2

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe Spain Others

SPANISH TITLES RULE THE EUROPEAN CHARTS

Only eleven days after the release of Daniel Calparsoro's film "Hasta el Cielo" in theatres, Netflix announced that it had commissioned a television series sequel to the film. And we understand why such a hurry and commitment. Robberies, class conflicts, forbidden loves, violence... Don't you think there is a pretty solid parallelism between "La Casa de Papel" and "Hasta el Cielo"?

This show is directed and scripted by the same people from the movie, Daniel Calparsoro y Jorge Guerricaechevarría. It stayed for three weeks on the Top #10 Non-English Shows during the month of March. In Spain, it has collected 14M views.

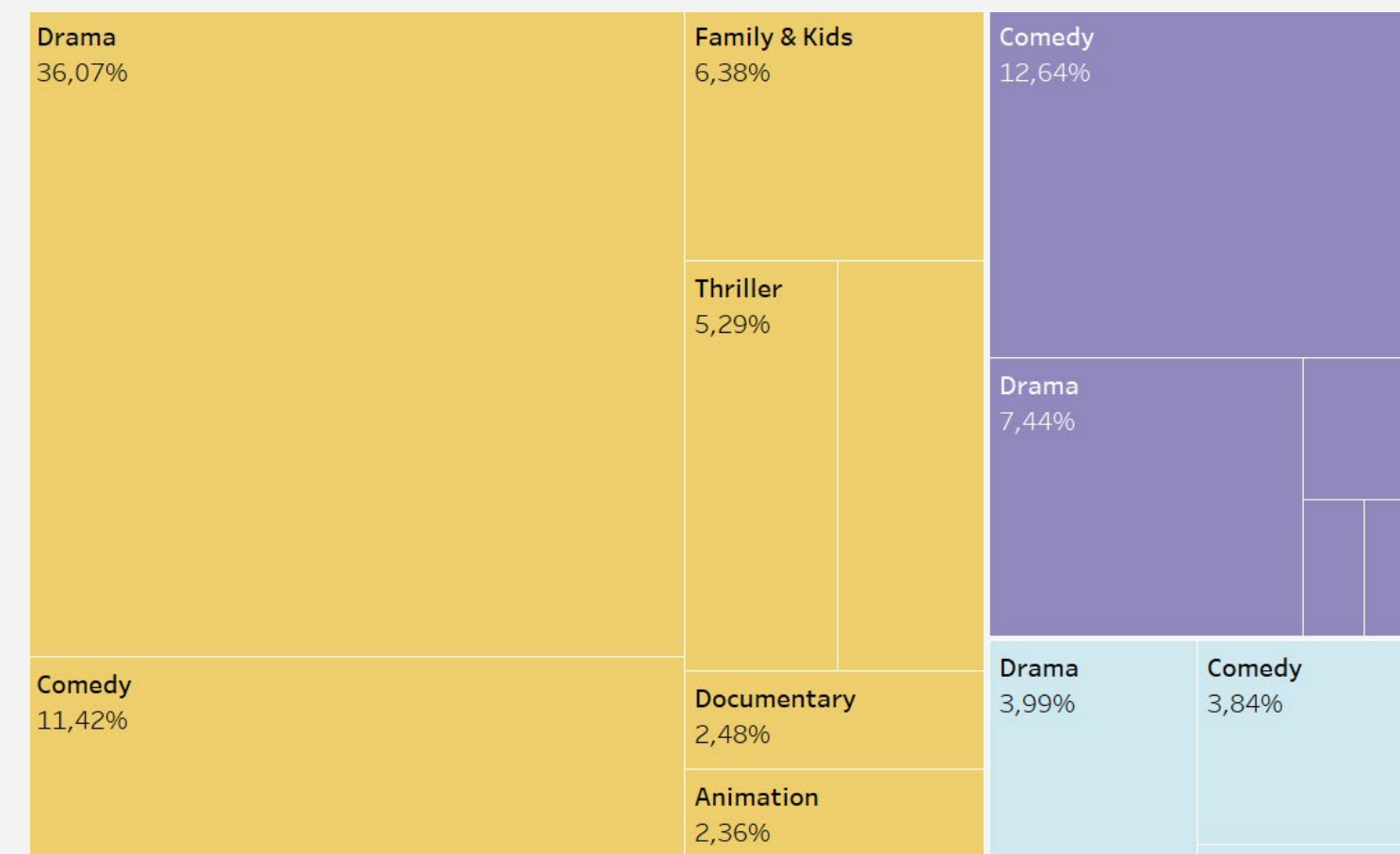
Taking the fourth position in the European charts is "El Príncipe", one of Telecinco's most triumphant productions in recent years. Produced by Mediaset in collaboration with Plano a Plano, the show is accumulating 7.6 million views. In the fifth position is "Sequía," a Spanish-Portuguese thriller television series produced jointly by Radiotelevisión Española (RTVE) and Rádio e Televisão de Portugal (RTP), in collaboration with Atlantia Media and Coral Europa.

Did you notice too? A great deal of the most popular titles of this month are co-produced by Mediaset or the Spanish National Television. A rising trend in France and Spain is to find key synergies between both types of television and increase audience reach, production value and cultural influence. Go and check last month's Spanish Hot Title if you want to know more about the relationship between the local audiovisual industry and public funding.

SPAIN 100 SHOWS | SVOD PLATFORMS

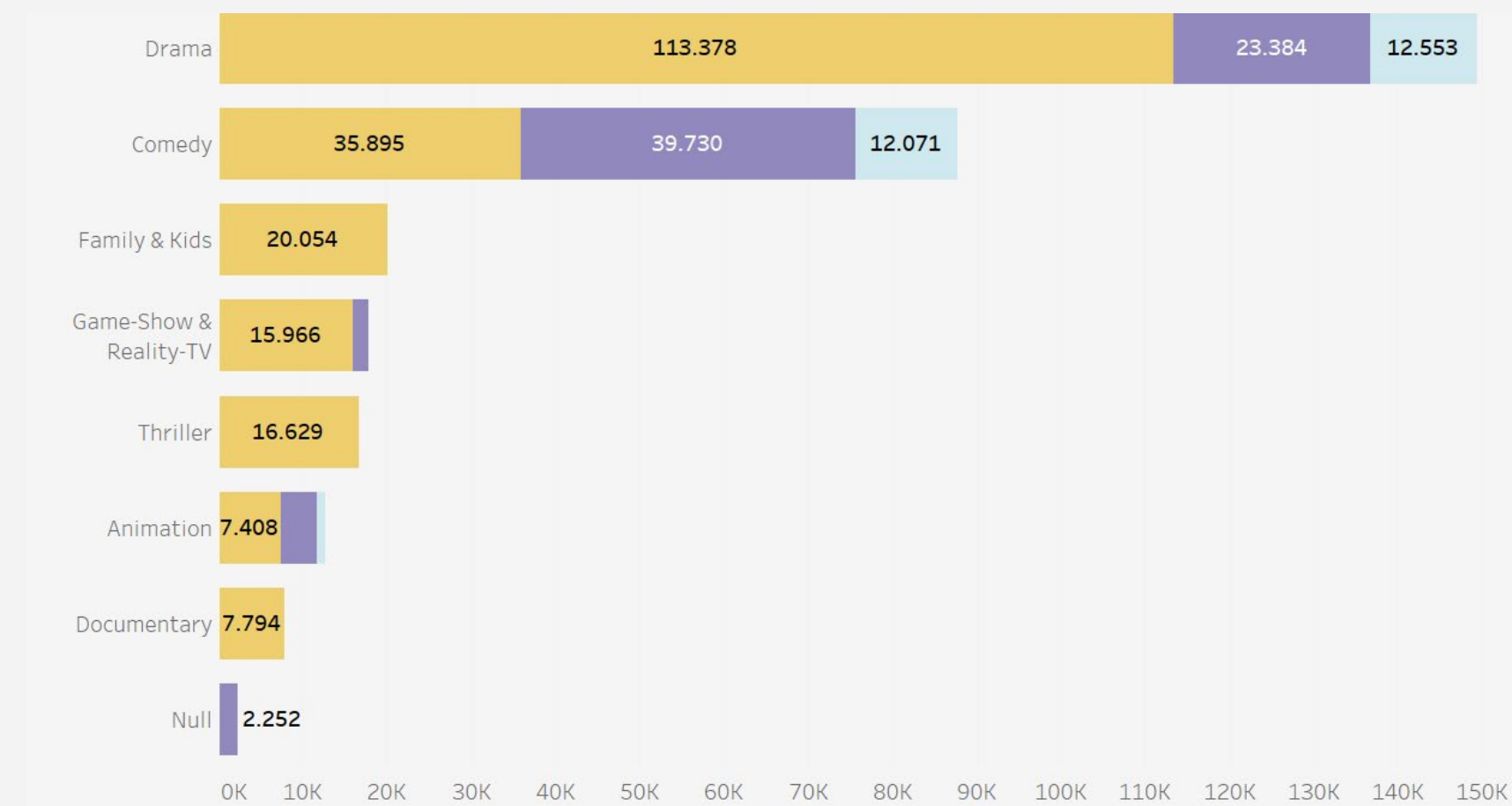
MOST WATCHED GENRES

SHARE BY PLATFORM

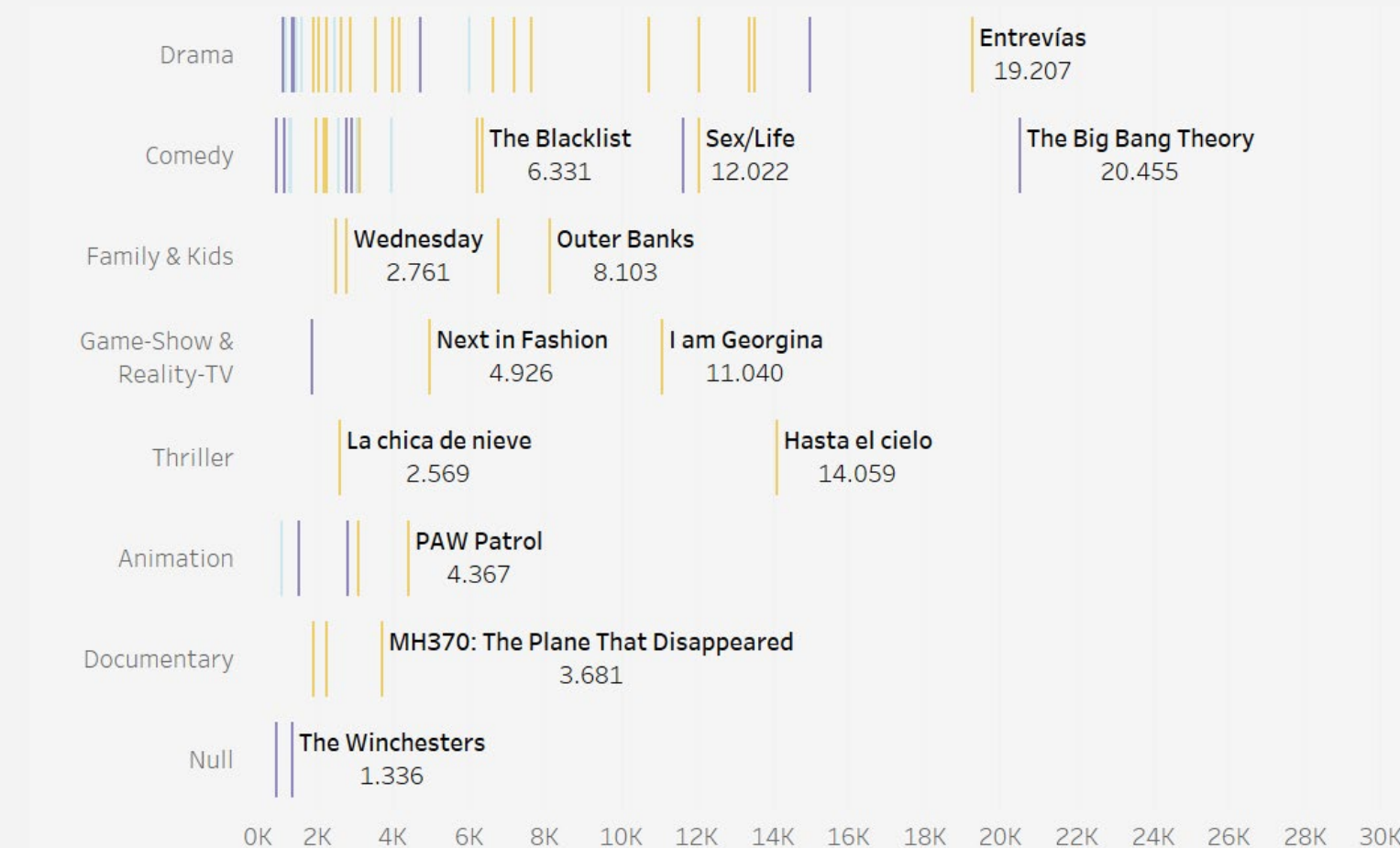


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

HBO MAX DOMINATES TOP POSITIONS ESTABLISHING AS THE SECOND FORCE IN SPAIN

Content stored in HBO Max claimed the top positions with two classic sitcoms and the highly anticipated HBO Original series "The Last of Us," which made a significant impact on the industry earlier this year. These achievements propelled HBO Max to account for 23% of the total shows streams. Like in other territories, HBO MAX didn't spare cash in their street marketing actions in Spain for this show.

On the e-commerce platform side, "Sin huellas", a Zeta Studios production and "Escándalo, relato de una obsesión", another Alea Media and Mediaset España production, have also performed very well. "Carnival Row", "The Consultant" and "Daisy Jones & The Six" are some of the most notable contributors to that 8% of share that Amazon has achieved.

HOT CONTENT IN ITALY

LOLA RODRÍGUEZ
DATA SPECIALIST



ZETA STUDIOS: THE SPANISH PRODUCTION COMPANY THAT SAW THE FUTURE

“Sin Huellas” as we have noted, has garnered almost 4 million views, positioning as the second most-watched show on Amazon, just behind the American series “Carnival Row”. Interestingly, this is the first comedy that Amazon’s platform has launched without the production involvement of its trusted business partner, Mediaset, which co-produced “La Que Se Avecina” and “El Pueblo”. So, who produced this show? Zeta Studios, the same production company behind “Are You”, the second most-watched movie in Spain for the month of February. What is Zeta Studios?

You may already be familiar with the company, primarily due to its most successful show,

“Elite” which has amassed over 294 million streams across all analysed markets. According to our data, it stands as the fourth most-watched European series of all time.

Zeta Studios has solidified its position as one of the most significant production companies in the streaming business in Spain. However, before becoming one of the most notable Spanish fiction factories in the local scene, Zeta Studios was not in a good position.

Zeta Studios, previously known as Zeta Audiovisual, was the remaining entity of Grupo Zeta under the ownership of Asensio Jr., following the majority sale of the media conglomerate to Prensa Ibérica in 2004. Now left alone, the company embarked on its path to becoming a key player in the industry. Zeta Studios made its mark in the early 2010s with successful Spanish productions like “Tres Metros Sobre el Cielo”, “Tengo Ganas de Ti”, and “Ahora o Nunca.” However, it was until 2018, when the company’s partnership with Netflix, led by Paco Ramos, that the business truly propelled forward. The result was the creation of “Elite” and since then, it has become evident that Asensio Jr. has learned to navigate the industry and maintain Zeta Studios’ position as a key player, capitalising on the thriving state of the sector in Spain. They quickly understood the dynamics at stake.

How? By understanding streamers’ needs and not limiting themselves to just one streaming company. Zeta Studios has engaged in co-productions with almost every major streaming platform in Spain. Notable examples include “García” for HBO Max, which premiered at the 55th edition of the Sitges Film Festival, “Reyes de la Noche” for Movistar+, “Días Mejores” “Sin Huellas” for Amazon Prime, and “Fuimos Canciones” or “Are You” for Netflix. Currently, they are also preparing “Red Flags” a teenage drama series exploring the topic of teenagers’ sex lives, set to be released on Atresplayer Premium.

The production company has strategically positioned itself as a powerhouse in the Spanish streaming industry, leveraging successful partnerships with major platforms like Netflix, Amazon Prime, HBO Max, and Movistar+. Through its diverse range of co-productions and original content, Zeta Studios has showcased its ability to deliver engaging and popular shows that resonate with audiences globally, and particularly with the precious demographic for streamers: Young Adult. This approach has not only solidified its position as a key player in the Spanish market but has also demonstrated its understanding of the evolving dynamics of the global streaming landscape and opened wide the Spanish doors for streamers.



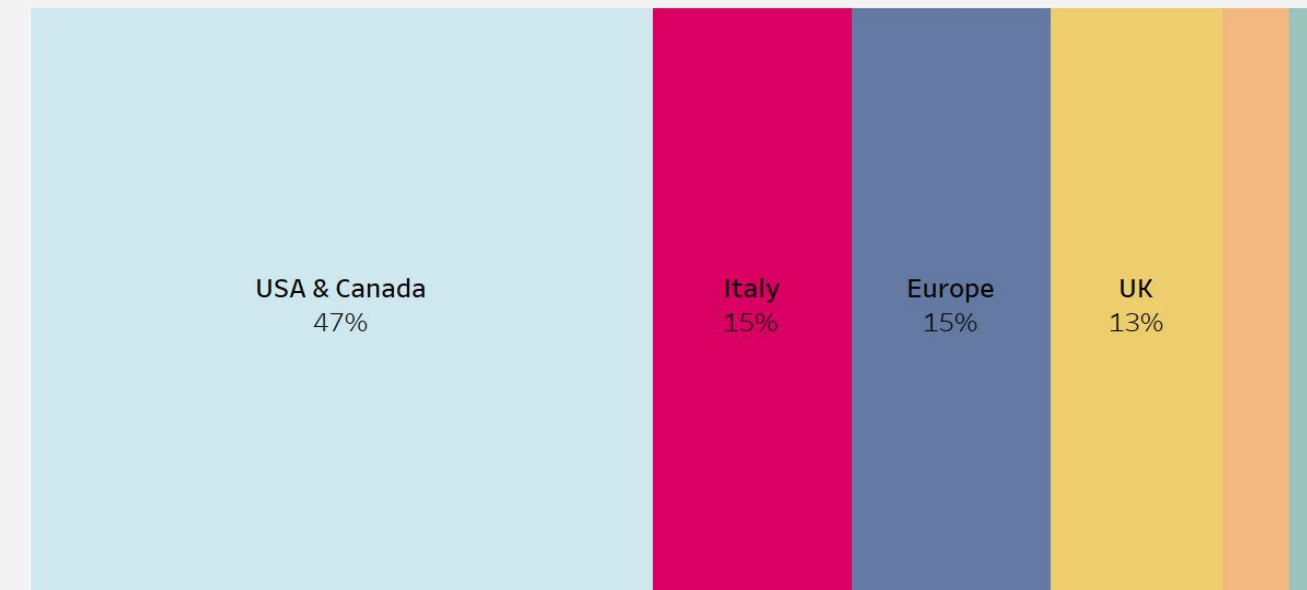
ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

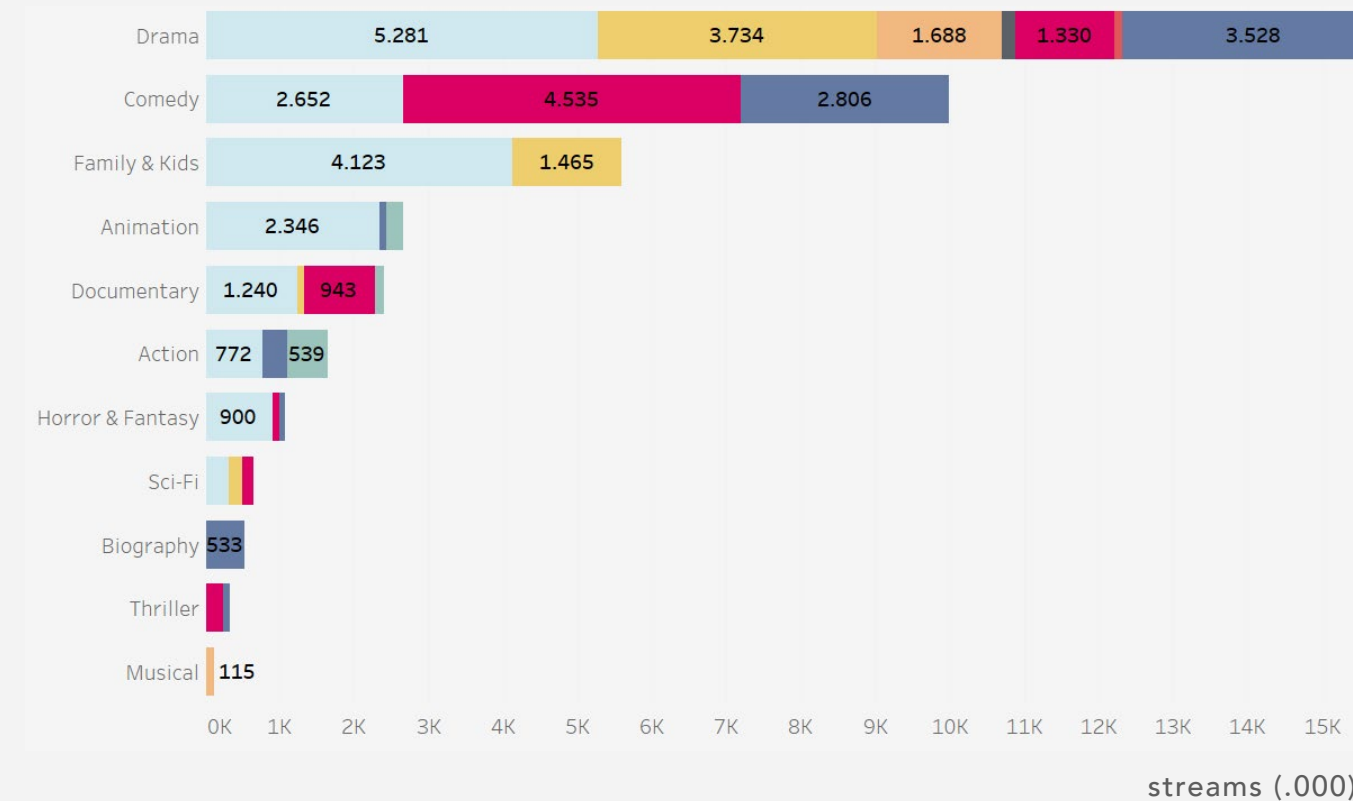
	MOVIES	PLATFORM	GENRE	STREAMS
1	Era ora	Netflix	Comedy	3,091
2	Luther	Netflix	Drama	2,783
3	Are You	Netflix	Comedy	1,553
4	Space Jam: A New Legacy	Netflix	Family & Kids	1,450
5	We Have a Ghost	Netflix	Family & Kids	1,329
6	Faraway	Netflix	Comedy	1,253
7	Noise	Netflix	Drama	1,051
8	Dolittle	Netflix	Family & Kids	954
9	Io tu noi, Lucio	Netflix	Documentary	853
10	The Magician's Elephant	Netflix	Animation	842
11	Money Shot: The Pornhub ..	Netflix	Documentary	840
12	Tonight You're Sleeping w..	Netflix	Drama	798
13	All Quiet on the Western F..	Netflix	Drama	742
14	7 donne e un mistero	Netflix	Comedy	726
15	The Lighthouse	Netflix	Drama	715
16	The Conjuring: The Devil ..	Netflix	Horror & Fantasy	692
17	Hacksaw Ridge	Netflix	Drama	688
18	Memory	Amazon	Drama	681
19	Your Place or Mine	Netflix	Comedy	590
20	Chloe	Netflix	Drama	556
21	Murder Mystery	Netflix	Comedy	550
22	Bullet Train	Amazon	Action	539
23	In His Shadow	Netflix	Drama	538
24	Johnny	Netflix	Biography	533
25	Don't Let Go	Netflix	Drama	526
26	Don't Be Bad	Netflix	Drama	506
27	The Strays	Netflix	Drama	474
28	10 Days of a Good Man	Netflix	Drama	456
29	The Ottoman Lieutenant	Netflix	Drama	447
30	Knives Out 2	Netflix	Comedy	429
31	Promises	Netflix	Drama	418
32	Die Hart	Amazon	Comedy	416
33	Harry Potter and the Sorc..	Netflix	Family & Kids	402
34	Black Hawk Down	Netflix	Documentary	401
35	Harry Potter and the Deathly Hallows: Part 2	Amazon	Family & Kids	113
				278

SHOWING 35/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



PRODUCTION COUNTRIES: Usa & Canada Europe Italy Asia UK Other

AMERICA LOOSENS UP ON ITS DOMINANCE IN ITALY AND EVERYWHERE

With its ups & downs, American content has also been irregularly slowing down its streams, coming down to a 43% market share. This is a trend that we've observed in every analyzed market except for the UK. A quick glance at the charts will make you realize that less than half of Top #25 are American productions.

DOCUMENTARY, ANIMATION & ACTION RAISE THEIR PRESENCE

Documentary experiences a peak share with 7.7%. 943K of those streams come from the local 2020 documentary "Io tu noi, Lucio", about the great singer-songwriter Lucio Battisti. Original "The Magician's Elephant" and "Bullet Train" are respectively blowing up Animation & Action streams this month.

UK RUNS UP THAT HILL BY BEING THE THRILLER PERFECTIONIST

The UK positions itself as the third largest production zone in terms of streaming demand this month, gathering a significant share of 13.42%. This is due to "Luther", a movie that follows a detective who breaks out of prison to hunt down a sadistic serial killer. Keeping in mind the success of "I Came By", is the UK a Thriller-Crime perfectionist?

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

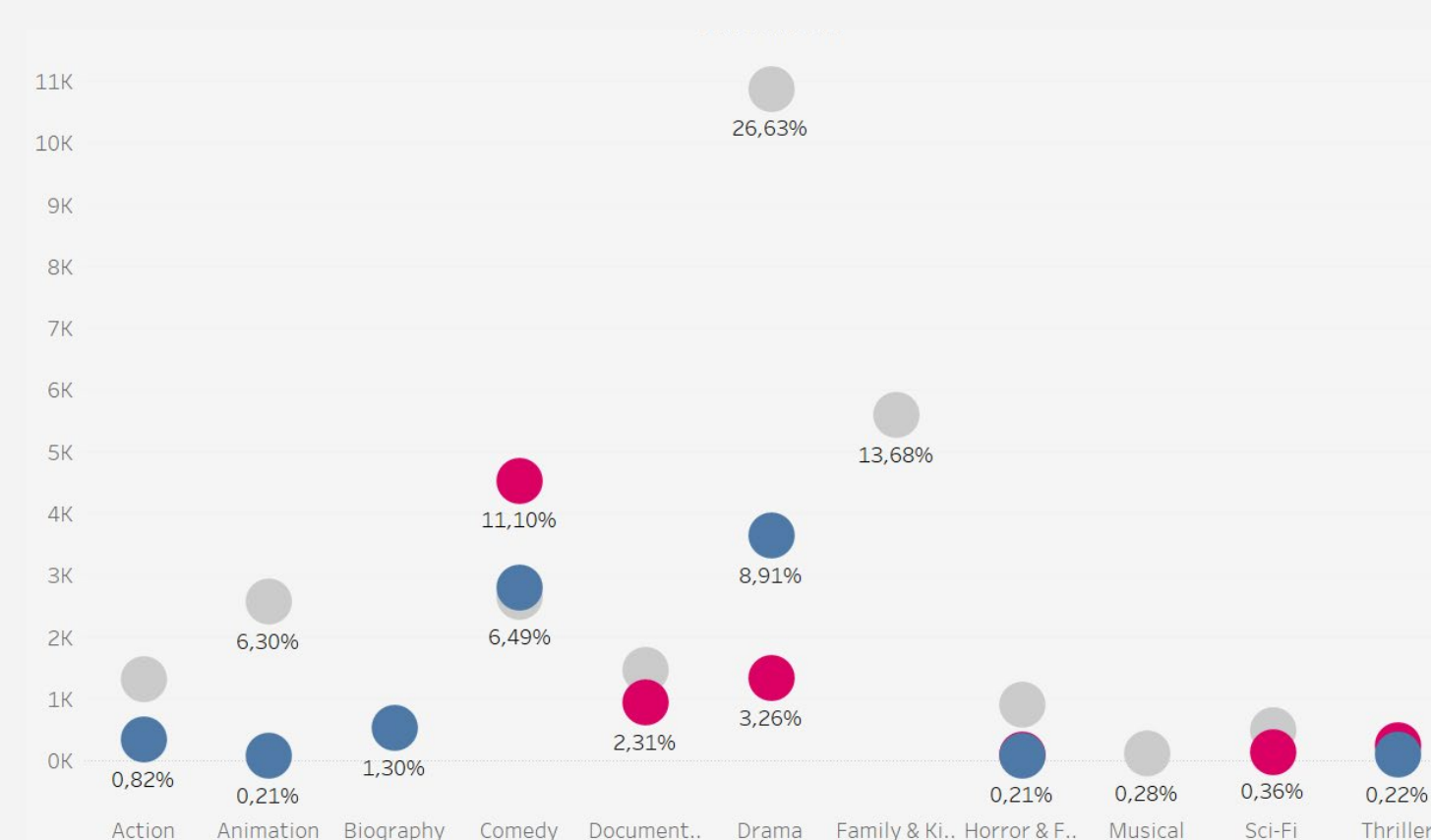
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1	Era ora	Netflix	IT	Comedy	3,091
2	Are You	Netflix	ES	Comedy	1,553
3	Faraway	Netflix	DE	Comedy	1,253
4	Noise	Netflix	BE	Drama	1,051
5	Io tu noi, Lucio	Netflix	IT	Documentary	853
6	Tonight You're Sleeping w..	Netflix	PO	Drama	798
7	All Quiet on the Western F..	Netflix	DE	Drama	742
8	7 donne e un mistero	Netflix	IT	Comedy	726
9	In His Shadow	Netflix	FR	Drama	538
10	Johnny	Netflix	PO	Biography	533
11	Don't Be Bad	Netflix	IT	Drama	506
12	Promises	Netflix	IT	Drama	418
13	Tutti a bordo	Amazon	IT	Comedy	349
14	Black Crab	Netflix	SE	Action	245
15	I Am the Abyss	Netflix	IT	Thriller	244
16	Infiesto	Netflix	ES	Drama	242
17	Guests in the Villa	Amazon	IT	Drama	230

SHOWING 17/30 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

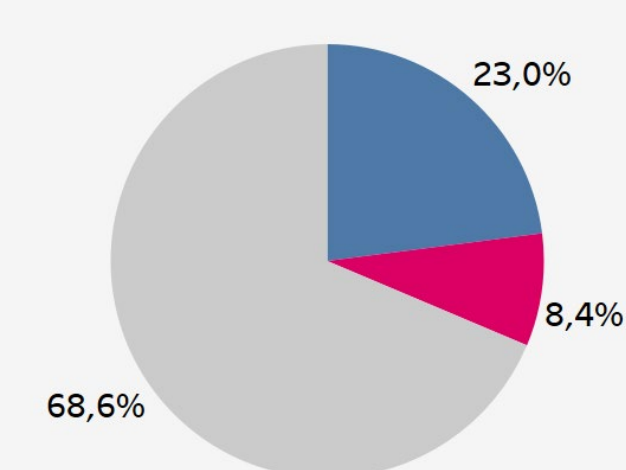


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	2	
Animation	1	
Biography	1	
Comedy	2	6
Documentary		2
Drama	6	4
Horror & Fantasy	1	1
Sci-Fi		1
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Italy Others

ITALY MAINTAINS ITS HEALTHY NUMBERS

Local shares are keeping up with the outstanding numbers Italian films have been achieving in the last four months. They have gathered 17.85% of the total stream share, thanks mainly to "Era Ora," a time-traveling love story that has peaked as the number #1 most-played movie this month, with an outstanding figure of 3M views. "7 Donne e un Misterio" despite not achieving such marvelous peak numbers this month, has collected a total of 5.3 million streams since its premiere in December, showcasing its incredible longevity on the charts.

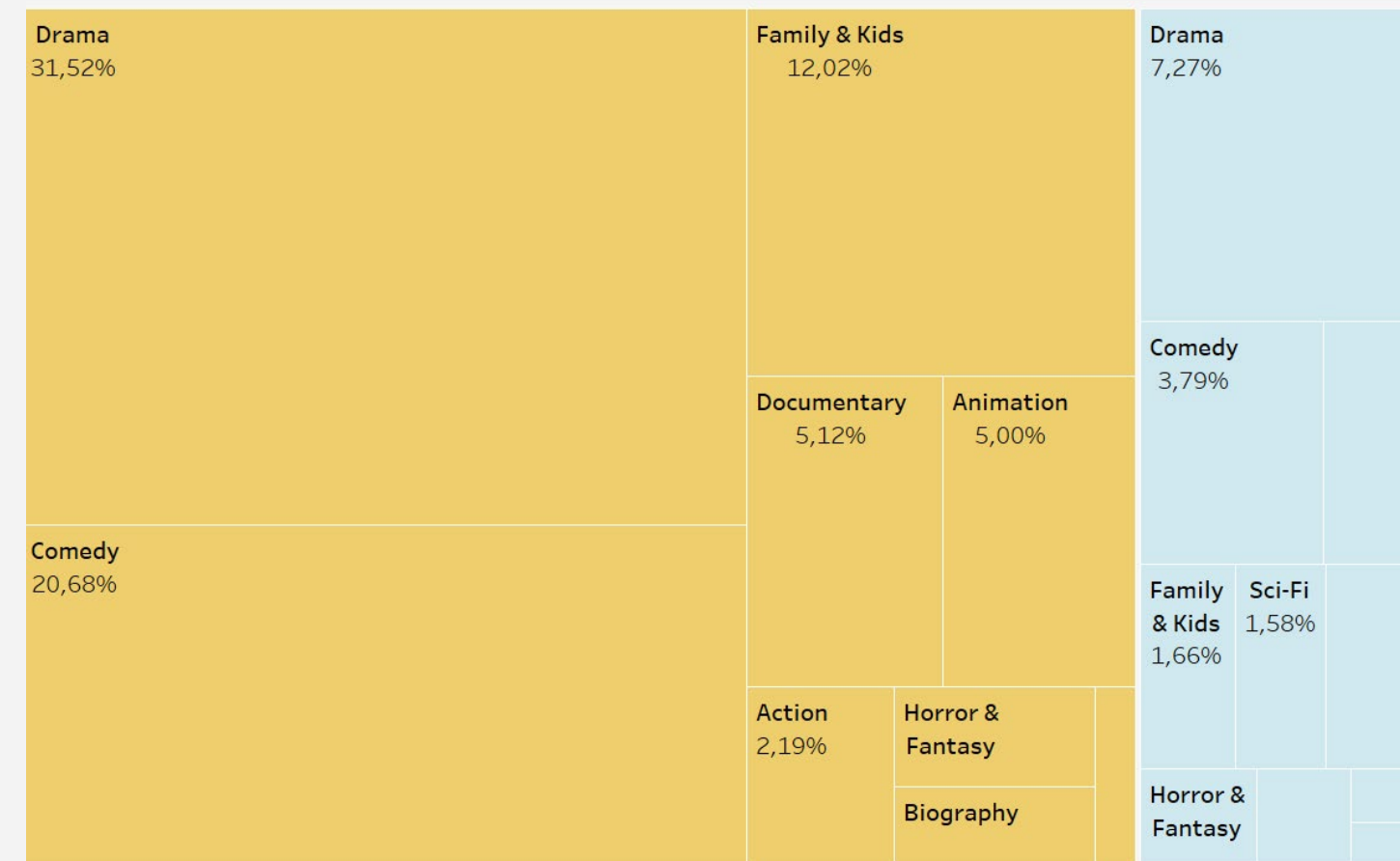
AN AFFECTIONATE MONTH FOR EUROPEAN MOVIES

Cupid seems to have stayed a little bit longer on the Italian charts, bringing two original romantic comedies: the Spanish film "Are You" and a foreign-escape rom-com with an incredible main protagonist who's pushing 50, "Faraway."

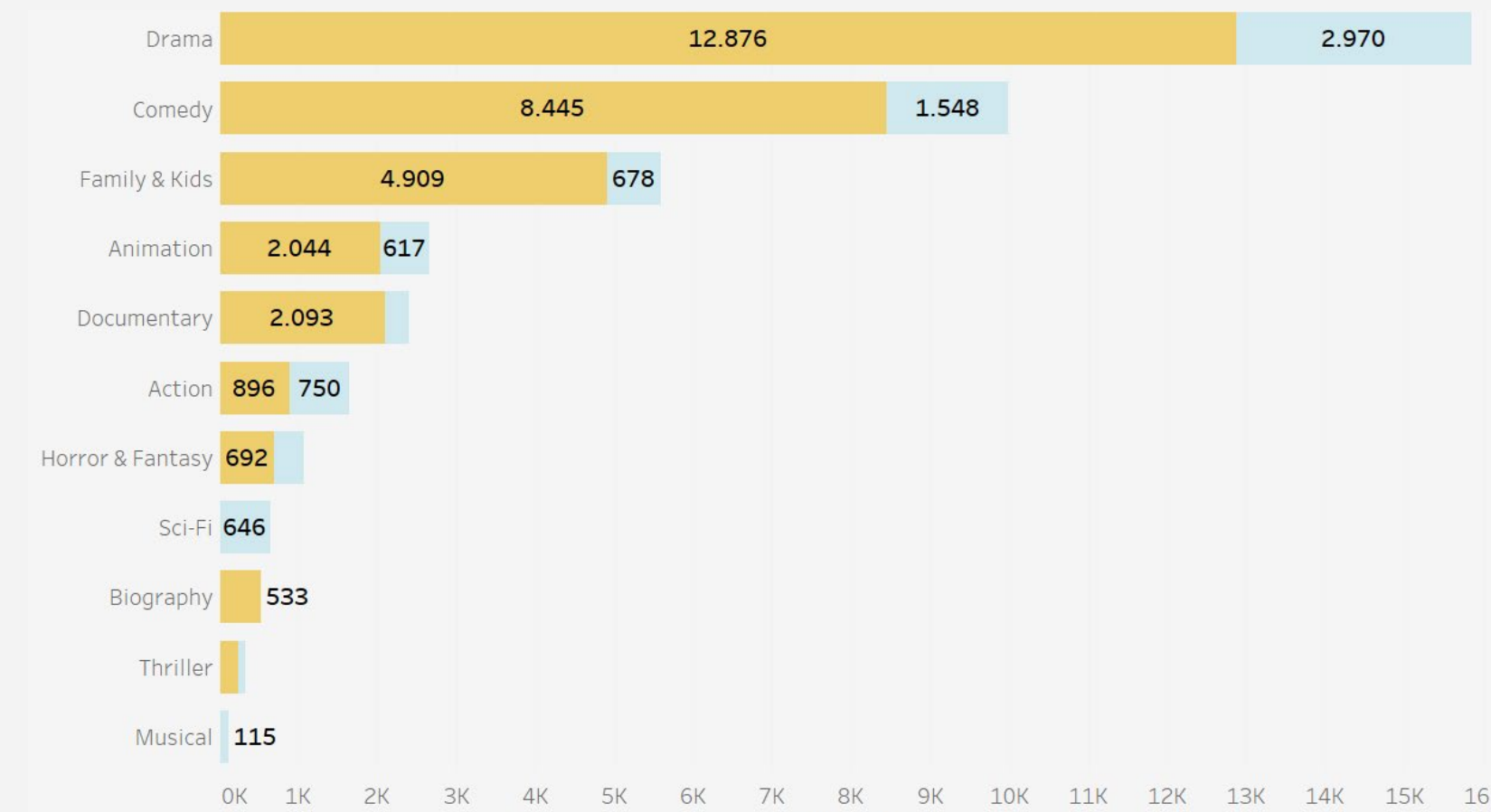
Other European films worth highlighting include "Noise," a Belgian Netflix original movie, a slow-burn Mystery Drama, and two French movies: the fraternal tale "In His Shadow" and "The Operative" a flick that had its world premiere at Berlin in 2019. These two French films have collected respectively 538K and 156K streams.

ITALY 100 MOVIES | SVOD PLATFORMS

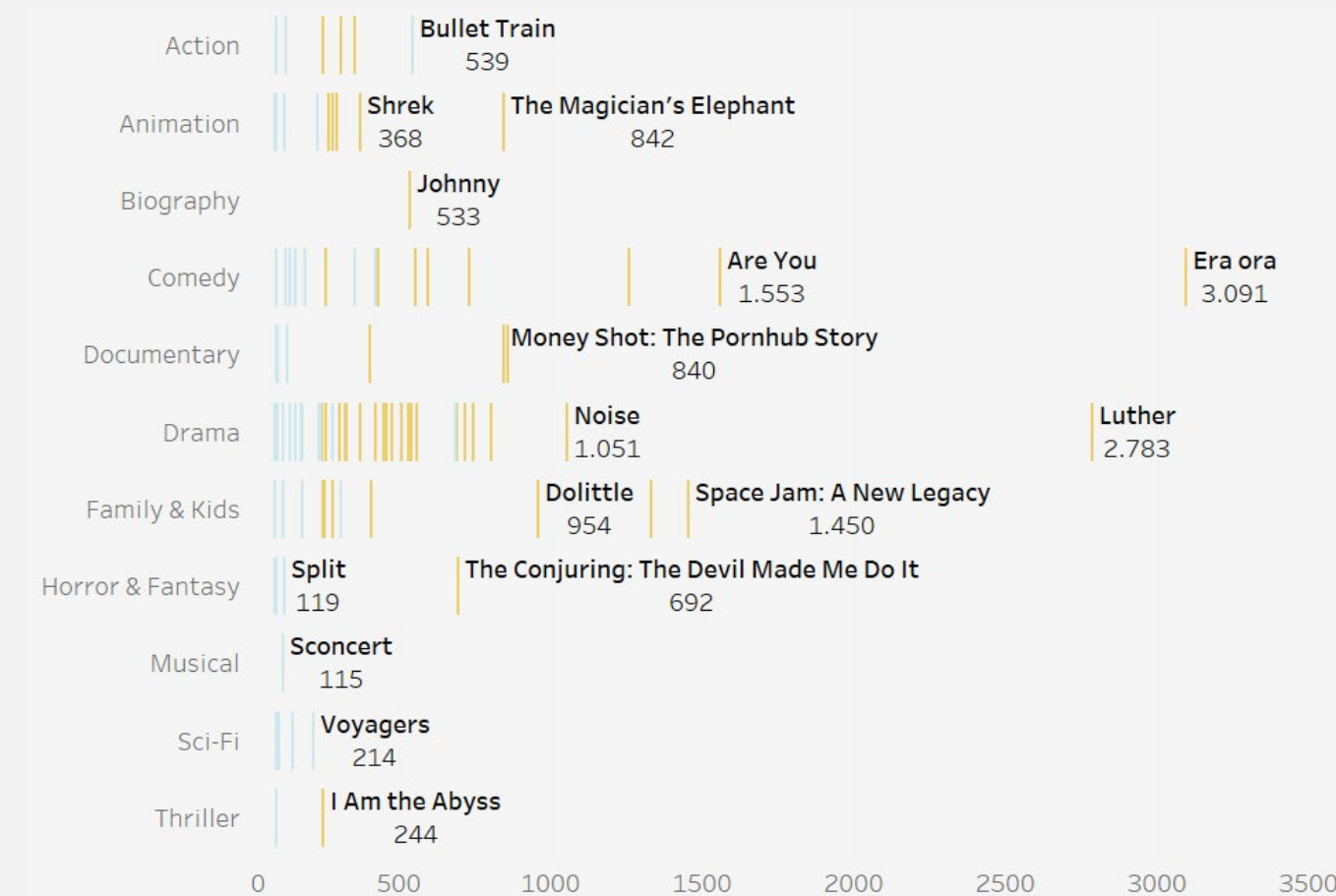
MOST WATCHED GENRES SHARE BY PLATFORM



TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT: Amazon Netflix

Q1 OF 2023 ENDS UP WITH SUPERB FIGURES FOR AMAZON

Amazon has had an amazing first quarter of the year, controlling now more than 50% of total streams and positioning more key titles in the top grid. Most played movies are "Memory" (681K), a remake of the novel's previous adaptation, the Belgian film "The Alzheimer Case", an acquisition from Open Road Films; Brad Pitt's movie distributed by Sony Pictures Releasing "Bullet Train".

In position number #3 is "Die Hart", an Action-Comedy movie starring Kevin Hart, John Travolta y Jean Reno where Kevin Hart plays himself. The mix of Action and Comedy seems to be a European winning trend for streaming platforms, particularly with traditionally box-office bankable French actors.

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

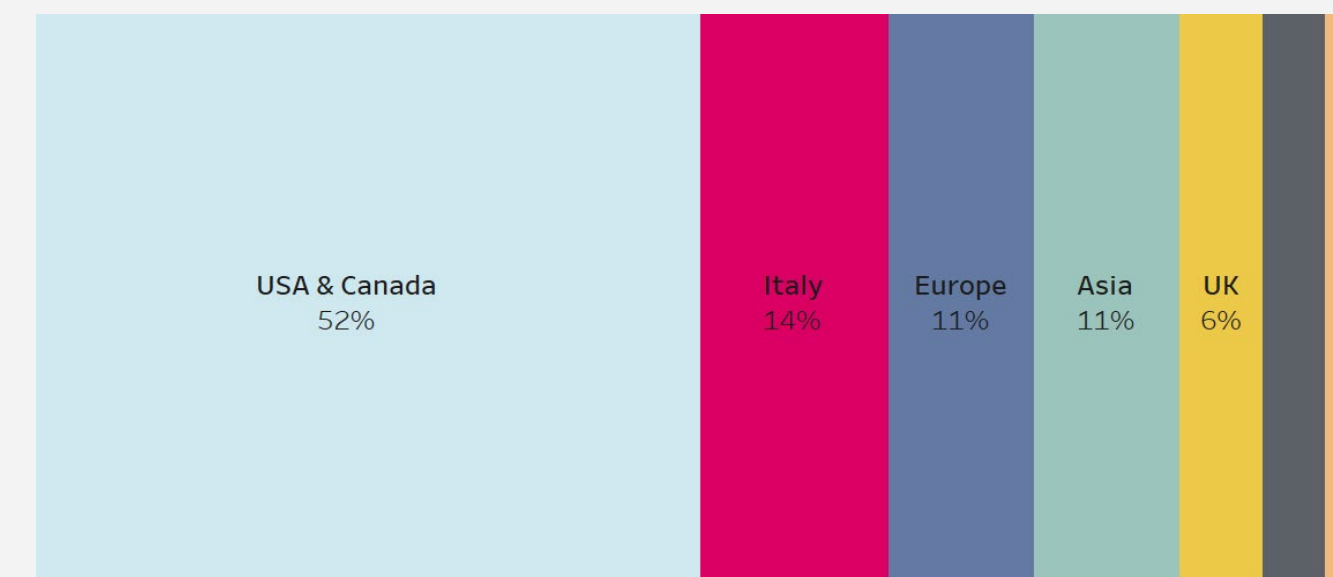
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1	Amazon	Comedy	26.349
2	Netflix	Drama	24.481
3	Netflix	Drama	20.836
4	Netflix	Comedy	16.619
5	Netflix	Comedy	14.530
6	Netflix	Drama	13.036
7	Netflix	Family & Kids	11.454
8	Netflix	Drama	10.564
9	Netflix	Comedy	10.344
10	Netflix	Drama	6.922
11	Netflix	Comedy	6.686
12	Amazon	Drama	6.525
13	Netflix	Drama	5.055
14	Netflix	Comedy	4.639
15	Netflix	Drama	4.429
16	Netflix	Thriller	4.300
17	Amazon	Comedy	4.255
18	Netflix	Comedy	3.741
19	Netflix	Drama	3.637
20	Netflix	Comedy	3.556
21	Netflix	Game-Show & Reality-TV	3.511
22	Netflix	Documentary	3.119
23	Amazon	Comedy	3.100
24	Amazon	Drama	2.813
25	Netflix	Family & Kids	2.575
26	Amazon	Family & Kids	2.500
27	Netflix	Drama	2.471
28	Netflix	Drama	2.416
29	Netflix	Drama	2.371
30	Netflix	Drama	2.366
31	Netflix	Family & Kids	2.130
32	Netflix	Family & Kids	2.127

SHOWING 32/66 - [See complete chart here](#)

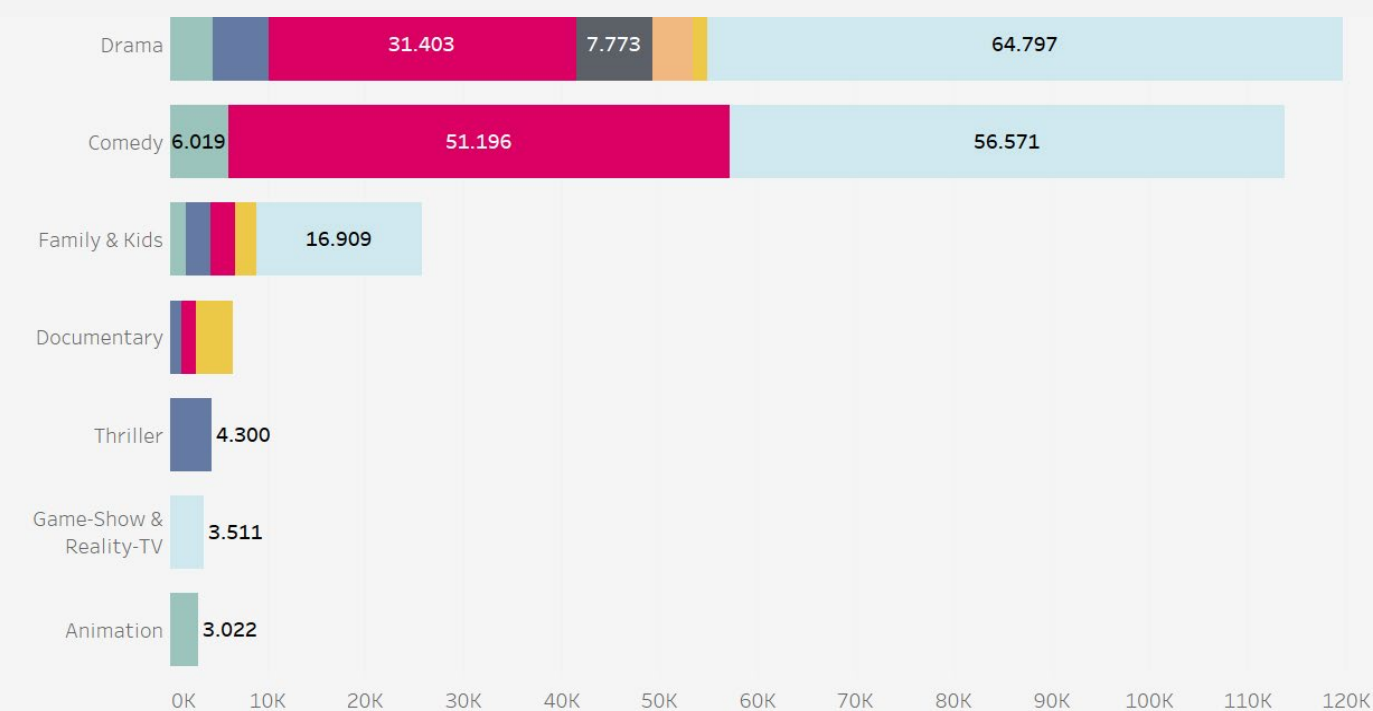
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



A DUOPOLY OF GENRES LEAD TRENDS ON LOCAL SHOWS

The Italian market has collected a total of 266M views this month in the Top #100, coming very close to the record for the highest number of streams, just behind October 2021. Local shows have played a significant role in achieving this feat. Undoubtedly, the premiere of the third season of "LOL: Last One Laughing" has been the standout performer, accumulating 26.3 million views. This marks the biggest premiere Amazon has ever had in the Italian market. Prior to this, the record was also held by the second season of the same series. The show has propelled Comedy to become the most streamed genre, doubling its streams compared to last month.

In fact, Comedy and Drama, have accounted for nearly 80% of the total streams, creating a duopoly this month. Within both genres, local shows have claimed a significant share. In terms of Drama, the majority of streams can be attributed to the success of the teen series "Mare Fuori," which has achieved an impressive figure of 124 million streams.

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

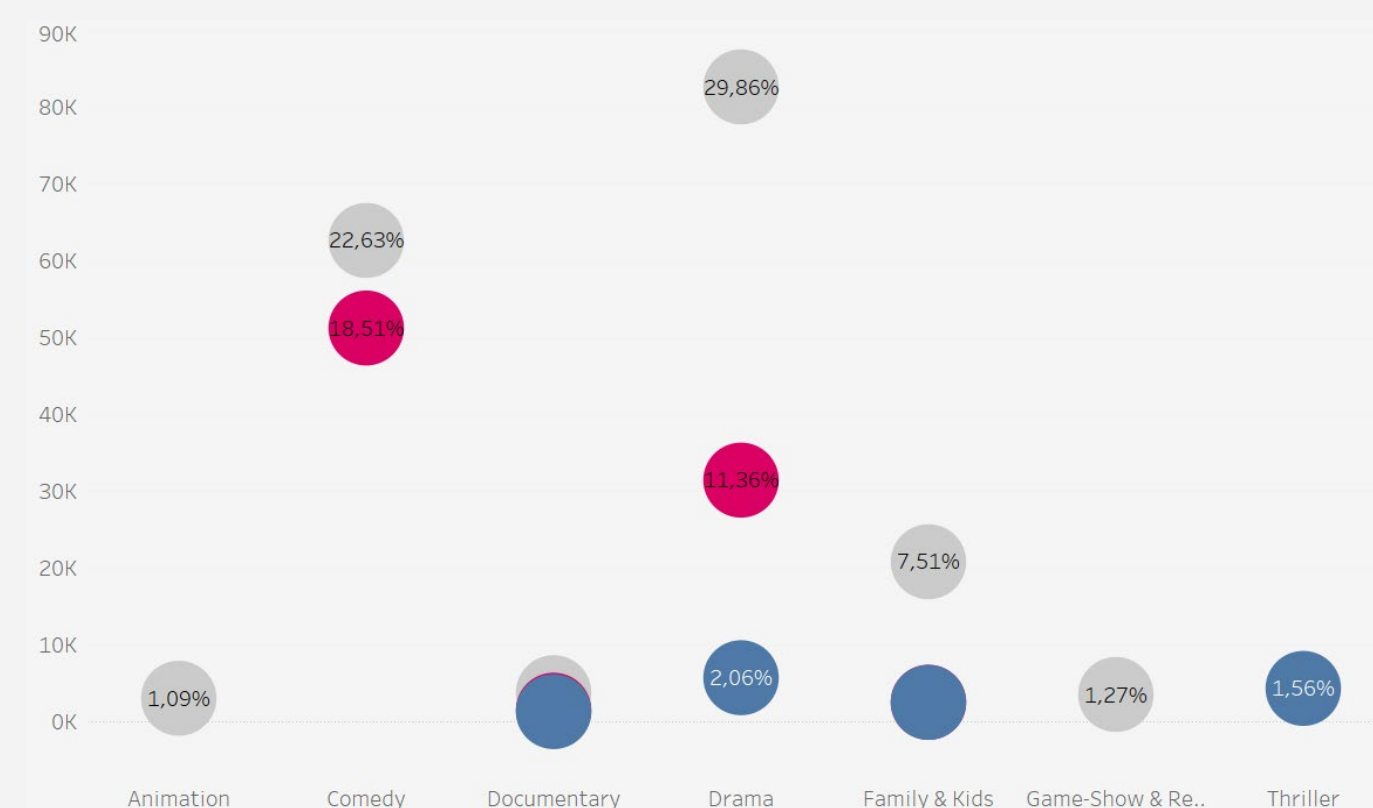
NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	STREAMS
1 LOL: Last One Laughing Italy	3 Amazon	IT 1	Comedy	22,955
2 Mare Fuori	2 Netflix	IT 5	Drama	12,235
3 Framed! A Sicilian Murder Mystery	2 Netflix	IT 3	Comedy	12,791
4 Lidia Poët	1 Netflix	IT 8	Drama	6,922
5 Viola come il mare	1 Netflix	IT 9	Comedy	6,686
6 Hasta el cielo	1 Netflix	ES 14	Thriller	4,300
7 I Cesaroni	4 Amazon	IT 31	Family & Kids	745
8 Entrevías	2 Netflix	ES 22	Drama	2,471
9 O daskalos	1 Netflix	GR 27	Drama	2,366
10 Grizzy and the Lemmings	2 Netflix	FR 39	Family & Kids	1,927
11 Dinner Club	2 Amazon	IT 7	Documentary	1,467

SHOWING 11/16 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

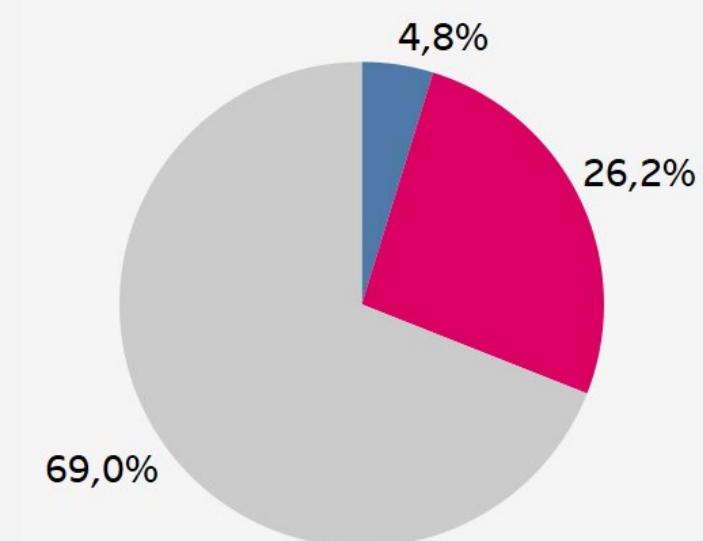


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Comedy		5
Documentary	1	1
Drama	3	2
Family & Kids	2	1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe Italy Others

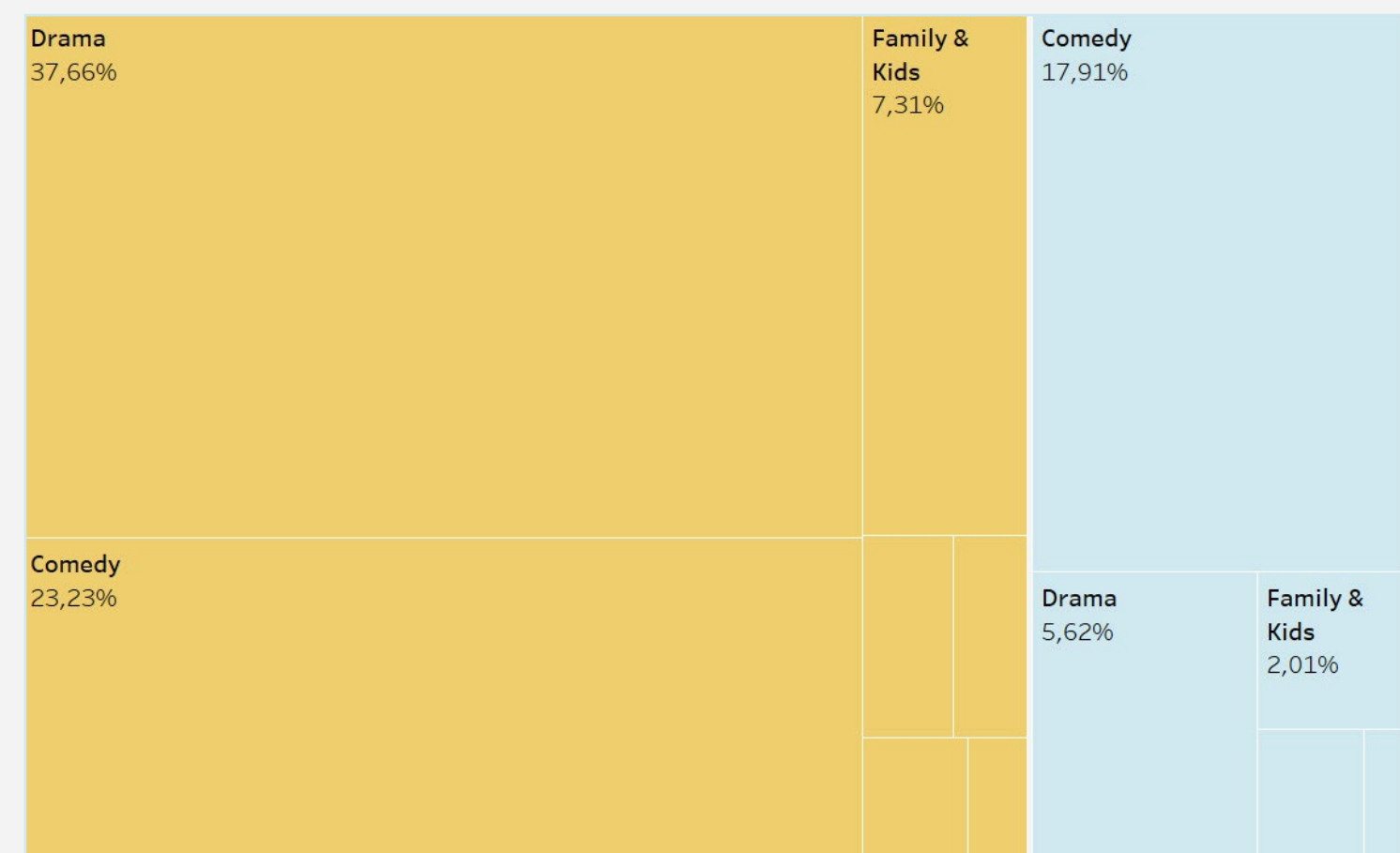
ITALIAN SHOWS BREAK A NEW RECORD

March 2023 sets a new record for the highest share of local shows, accounting for 31% of the total streams. This represents almost one-third of the streams and is only 20% less than the share of the USA & Canada, which is truly remarkable. The series "Framed! A Sicilian Murder Mystery" made a strong comeback with another season and played a significant role in achieving this new record for local shows. The comedy duo Ficarra e Picone, who star in the series, contributed to the success with 16.6M views.

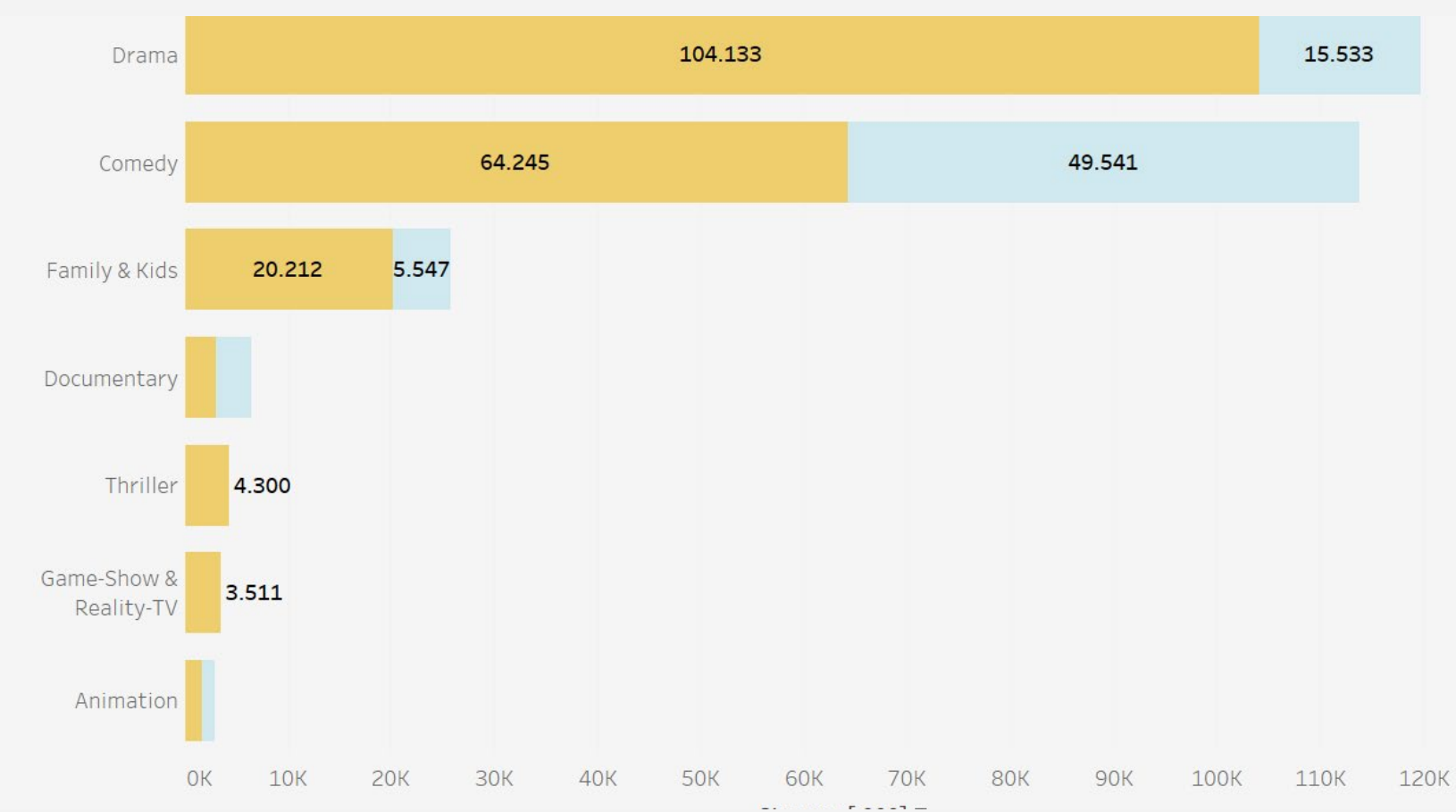
On another note, "Lidia Pöet" continues to accumulate streams and has now reached a total of 47 million views across all markets. Topping the global chart at number #11 is "Viola como il mare", a highly anticipated show featuring Can Yaman, known for his roles in Turkish television series. The show premiered first on Canale 5 at the beginning of the month and later on Netflix. It has currently gathered 6.6 million views, but we expect it to attract a much larger audience in the coming months.

ITALY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



AMAZON MAKES A SPLASH: "LOL", "CARNAVAL ROW" AND MORE

Controlling more than one-third of the total streams, Amazon has achieved one of its best figures in Italy and across the five analysed countries. "LOL" is not the only show that played a significant role in this success: "Carnaval Row," a show exploring the lives of mythological beings in human society, has accumulated 6.5M streams. The classic sitcom "Mom," which spans eight seasons, gathered 4.2M views.

The highly anticipated musical drama series "Daisy Jones and the Six," based on Taylor Jenkins Reid's book, has attracted 11M views across all markets. Lastly, "I Cesaroni," the Italian adaptation of the Spanish series "Los Serrano", has garnered 3.5M views.

HOT CONTENT IN ITALY

LOLA RODRÍGUEZ
DATA SPECIALIST



DR. NON-ORIGINALS: HOW STREAMERS LEARNED TO STOP EXCLUSIVENESS AND LOVE TO SHARE

In the last couple of years of this streaming war, platforms, and more intensively, Netflix, have been betting and investing in Original content. We understand why - they provide that exclusiveness that increases the brand value so needed in this highly competitive environment. It was definitely the best way to create engagement with their users, at least at the beginning.

Usually, when we speak of Originals, we're talking about the most successful shows on the platforms: "Wednesday", "Dahmer", and "Stranger Things" for this last year. But you don't have to be American to join this trend because the Heads of these platforms (and our data!) acknowledge the importance of providing localised content. Still on the show side, here, in Italy, "LOL: Last One Laughing", "Lidia Poët", "Framed! A Sicilian Murder Mystery" are the most popular local shows and they're all Originals.

We've noticed that this has been more common for Netflix ("Il Mio Nome è Vendetta", "Beckett" or "Io tu noi, Lucio") in contrast to Amazon. Don't get us wrong - Prime Video has also very successful Original shows ("Camera Café", "Dinner Club" and "Celebrity Hunted", which have just been announced to have a third season). However, it seems like they like their Originals short in number. They like to balance their own production with licensing acquisitions.

“Lately, we’ve been observing how Netflix is changing its strategy. It’s gradually shifting the balance where Originals used to be the Holy Grail and opening their doors to licensing, and thus, sharing.”

"Era Ora" (5.4M views in all markets) is the most streamed movie of this month. It has done an outstanding number for the premiere of an Italian product and it's co-distributed by Netflix and Vision Distribution. "Viola come il Mare", the highly anticipated show featuring Can Yaman, is a Lux Vide production in collaboration with RTI. "7 donne en un Misterio" is an acquisition from Warner Bros. Italia... and much more. This shift is not only happening here in Italy though. In Spain, this month we've noticed, mostly on the show side, lots of non-Originals on the charts. For example, "La Caza. Montepérdido", "El Príncipe", or "Escándalo, relato de una obsesión" among others.

The streaming landscape is constantly evolving, and platforms are adapting their strategies to stay competitive, and increasingly cost-effective, while also giving crucial importance to their Originals. Is this new balance another

symptom of their less and less deep pockets? Is it also a response from the local industry that reshuffled priorities and prefers to hold IP's? It's probably a mix of both of these industry trends and the beginning of a road to a hybrid model that could eventually be more fair towards the smallest species of the ecosystem. As the streaming war continues, how will platforms navigate this changing landscape? What other strategy changes are coming after this highly competitive time for streamers?



FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

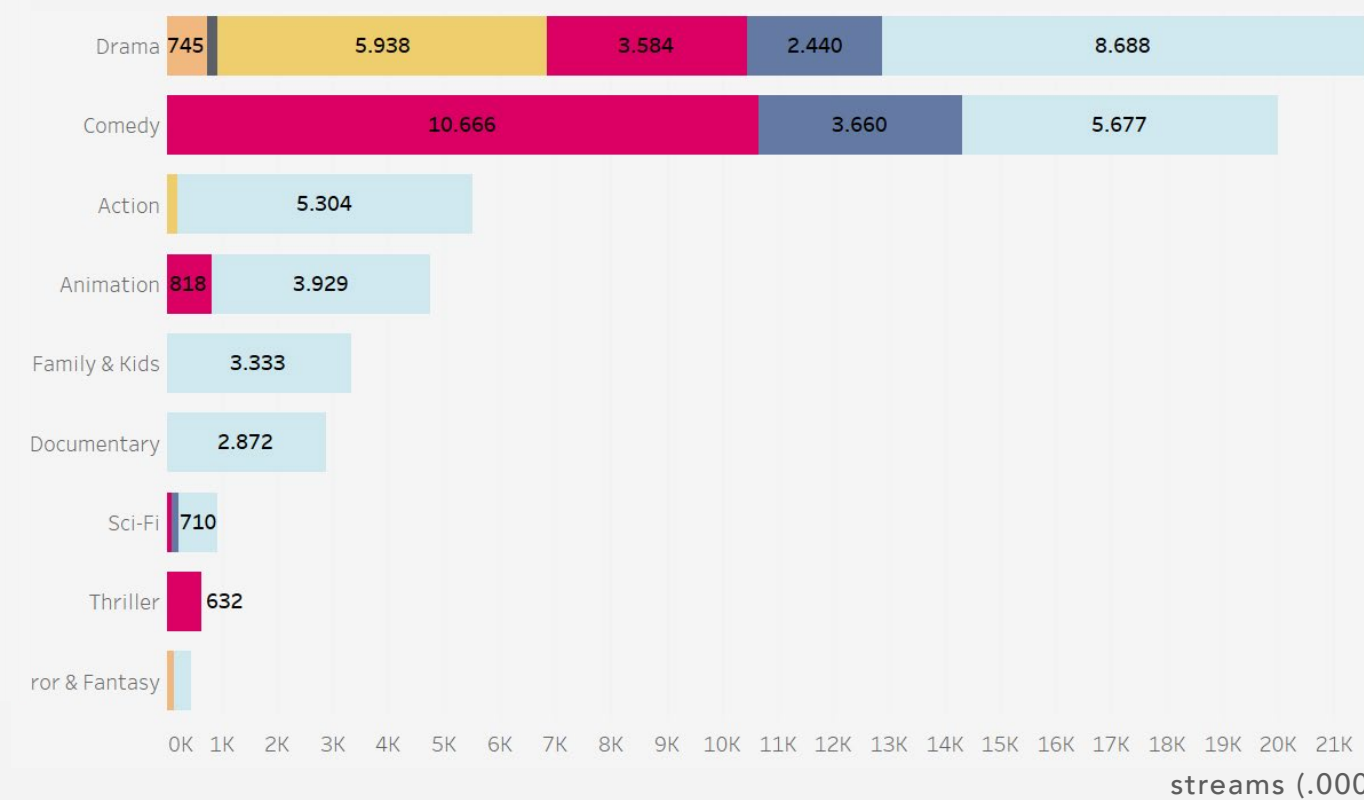
	MOVIES	PLATFORM	GENRE	STREAMS
1	Luther	Netflix	Drama	4,068
2	Money Shot: The Pornhub ...	Netflix	Documentary	2,872
3	Fast & Furious Presents: ...	Netflix	Action	2,263
4	Synchronic	Netflix	Drama	2,210
5	Ibiza	Netflix	Comedy	2,209
6	In His Shadow	Netflix	Drama	2,173
7	Jumanji: The Next Level	Netflix	Comedy	1,896
8	We Have a Ghost	Netflix	Family & Kids	1,844
9	The Troubleshooter	Netflix	Comedy	1,440
10	Valerian and the City of a ...	Netflix	Drama	1,310
11	Are You	Netflix	Comedy	1,268
12	Bde	Amazon	Comedy	1,260
13	Noise	Netflix	Drama	1,260
14	Bis	Netflix	Comedy	1,236
15	Faraway	Netflix	Comedy	1,202
16	The Magician's Elephant	Netflix	Animation	1,184
17	Creed	Netflix	Drama	1,148
18	Bad Boys for Life	Netflix	Comedy	1,096
19	Creed II	Amazon	Drama	90
20	Suicide Squad	Amazon	Action	84
21	Ad Astra	Netflix	Drama	852
22	It Boy	Netflix	Comedy	838
23	Era ora	Netflix	Comedy	829
24	10 Days of a Good Man	Netflix	Drama	745
25	Tonight You're Sleeping w..	Netflix	Drama	713
26	Justice League	Amazon	Sci-Fi	84
		Netflix	Sci-Fi	626
27	Smurfs: The Lost Village	Netflix	Animation	702
28	The Strays	Netflix	Drama	696
29	The Smurfs 2	Netflix	Animation	677
30	Devotion	Amazon	Drama	635
31	K.O.	Netflix	Thriller	632

SHOWING 31/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



DRAMA SITS AT THE TOP OF THE HEAP WITH 21M STREAMS, A RISE OF 7 POINTS

British and French Drama movies outperformed with 5.9M and 3.5M streams, only behind American content, which ranked number 1. "Luther" Crime Drama venture into the John Luther universe was enjoyed by newcomers and longtime fans of the BBC original psychological Thriller series. The Thriller Drama "In His Shadow" with elements of black magic ranked #6 and collected 2.1 million streams, catering to a similar audience. The "Money Shot: The Pornhub Story" documentary made the second best. The film received mixed reviews, with some praising its efforts to shed light on important issues such as human trafficking and pornography addiction.

FRENCH COMEDIES SET A NEW RECORD OF 10.6M STREAMS

French comedies collected 67% of the local productions share surpassing the 10M bar; a similar peak was registered in October with 8.4M streams. Comedy follows the content leader closely, with 20M streams and 31 movies on the Top 100 chart. However, only the first eight movies managed to collect 1M streams. Below the Top19, the viewership drops down to 1M streams.

PRODUCTION COUNTRIES: ■ Usa & Canada ■ Europe ■ France ■ UK ■ Other ■ Latam

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

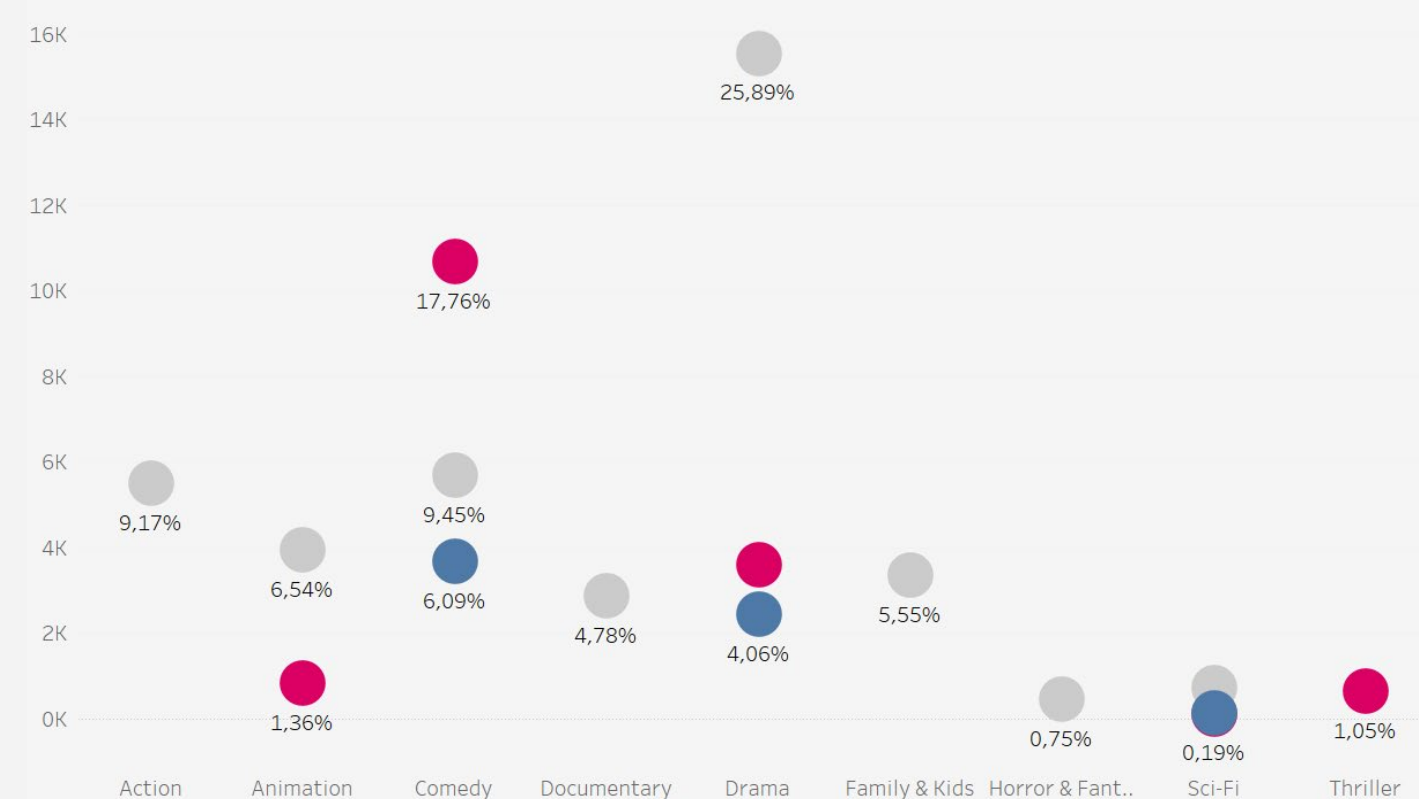
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Ibiza	Netflix	5	Comedy	2,209
2 In His Shadow	Netflix	6	Drama	2,173
3 The Troubleshooter	Netflix	9	Comedy	1,440
4 Valerian and the City of a ..	Netflix	10	Drama	1,310
5 Are You	Netflix	11	Comedy	1,268
6 Bde	Amazon	1	Comedy	1,260
7 Noise	Netflix	12	Drama	1,260
8 Bis	Netflix	13	Comedy	1,236
9 Faraway	Netflix	14	Comedy	1,202
10 It Boy	Netflix	21	Comedy	838
11 Era ora	Netflix	22	Comedy	829
12 Tonight You're Sleeping w..	Netflix	24	Drama	713
13 K.O.	Netflix	28	Thriller	632
14 Babysitting 2	Netflix	29	Comedy	631
15 Babysitting	Netflix	36	Comedy	540
16 Opération Portugal	Amazon	4	Comedy	514
17 Coursier	Netflix	38	Comedy	468

SHOWING 17/32 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

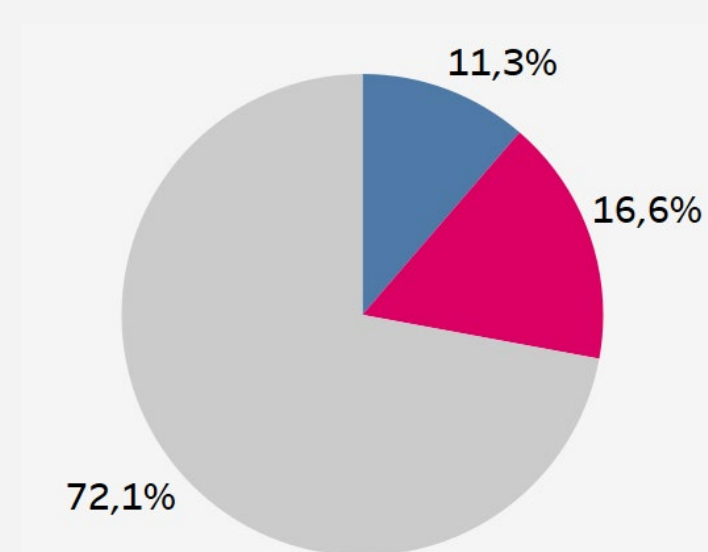


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Animation		2
Comedy	4	17
Drama	3	3
Sci-Fi	1	1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe France Others

FRENCH MOVIES BEST THE REST WITH AN 18% SHARE

On Netflix, "Ibiza" and "The Troubleshooter", made it into the Top 9, while "Bde" reached the #1 spot on Amazon - all mentioned movies surpass the 1.2M streams. Counting down, 60% of Comedies in the Top 100 have a European origin: 17 French films and 4 European ones. Spanish Rom-com Original "Are You" ordered by Netflix to Goya's award-winning Alauda Ruiz de Azúa, widely acclaimed for "Lullaby" made 1.2M streams. Other Romcoms and Dramedies from Germany and Italy are listed in the chart with around 1M streams.

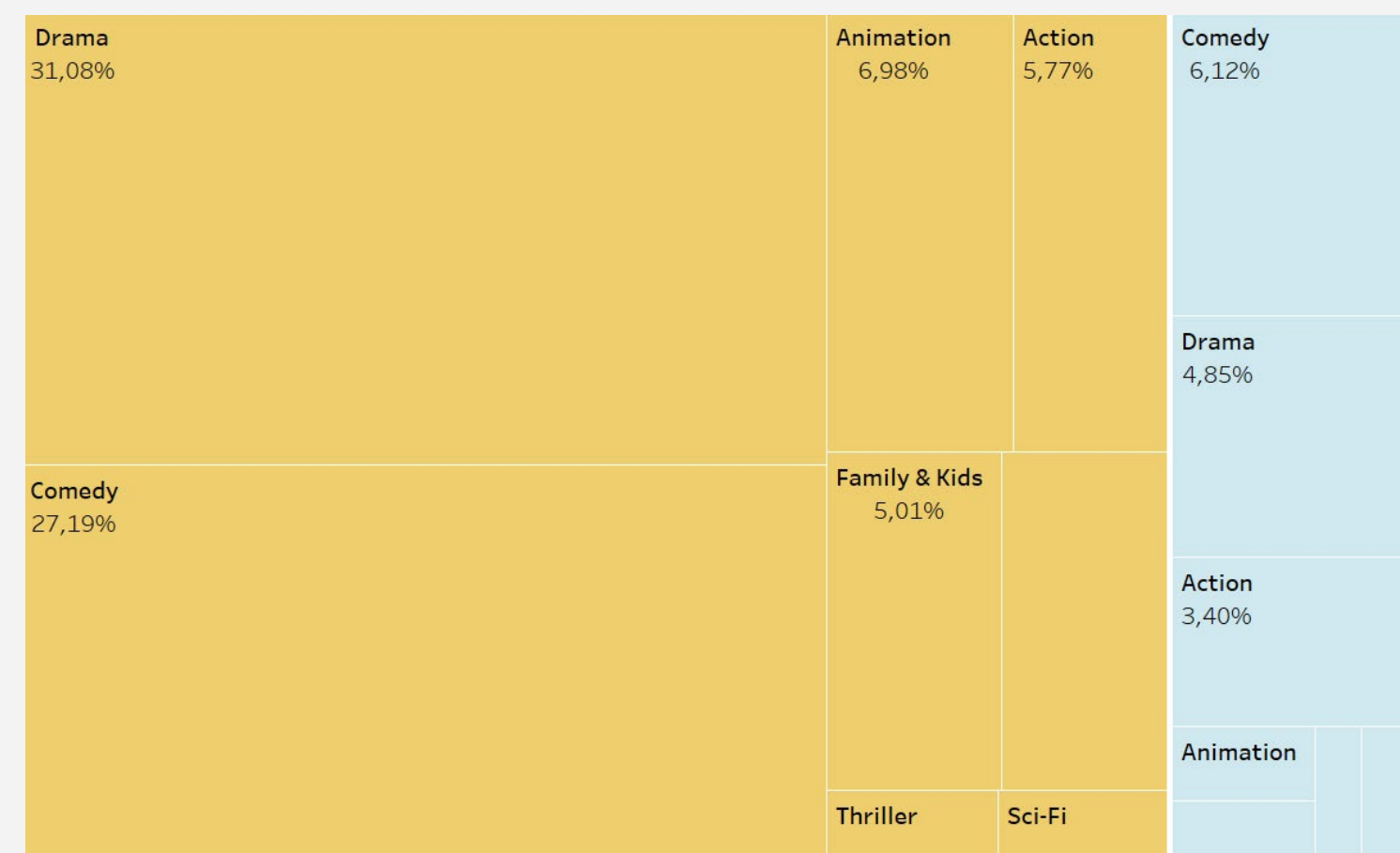
MOST OF THE EUROPEAN CONTENT SITS WITHIN THE TOP 25

Regarding the Drama genre, France accounted for 17% of the share, while European productions comprised 9.3%. European Comedies received 3.6M streams, while Dramas achieved 1.9M. With 1.2M streams, the Belgian French-speaking dark Drama "Noise" is making waves, while "Tonight You Are Sleeping with Me," a Polish Drama, has secured its spot in the top 24.

FRANCE 100 MOVIES | SVOD PLATFORMS

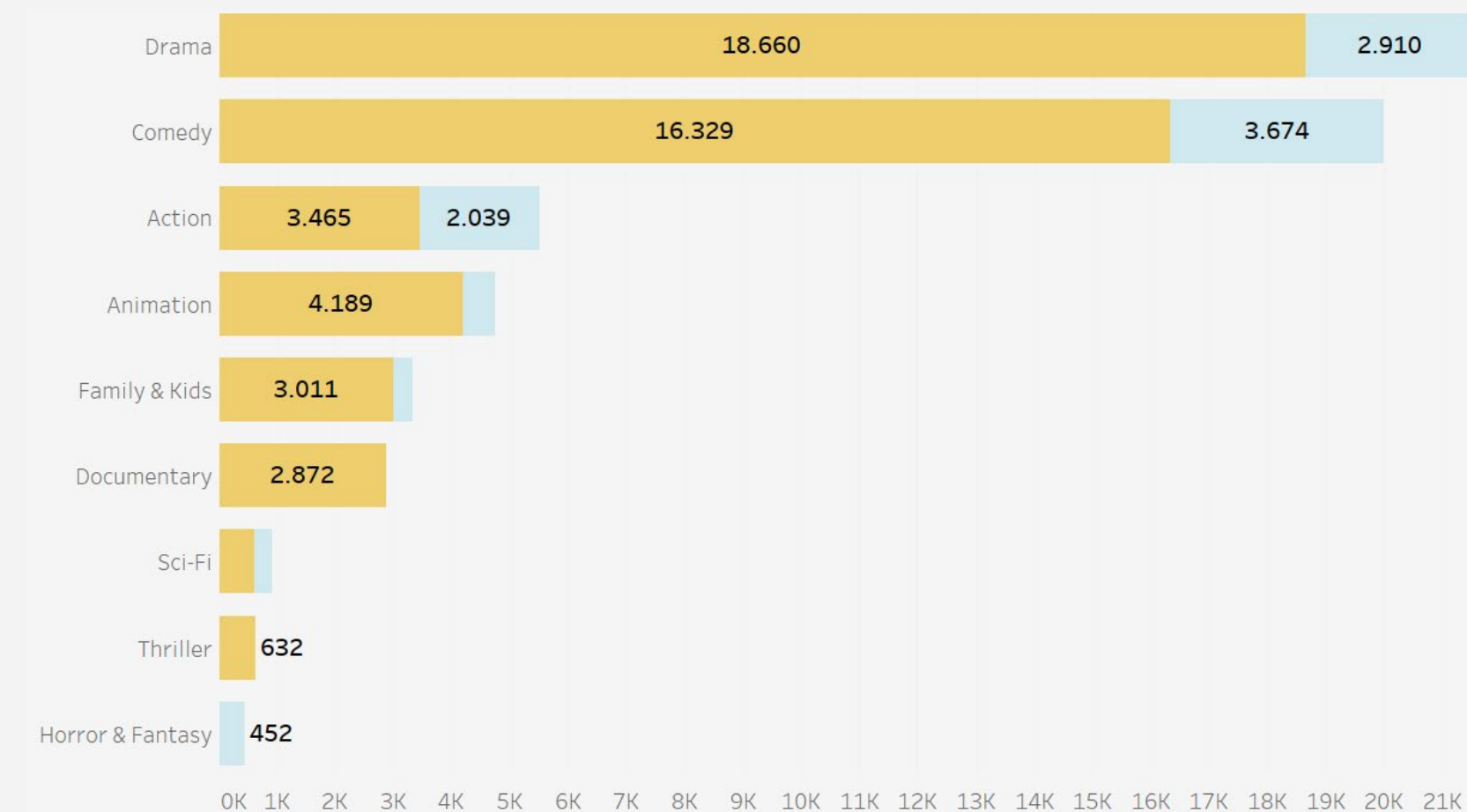
MOST WATCHED GENRES

SHARE BY PLATFORM

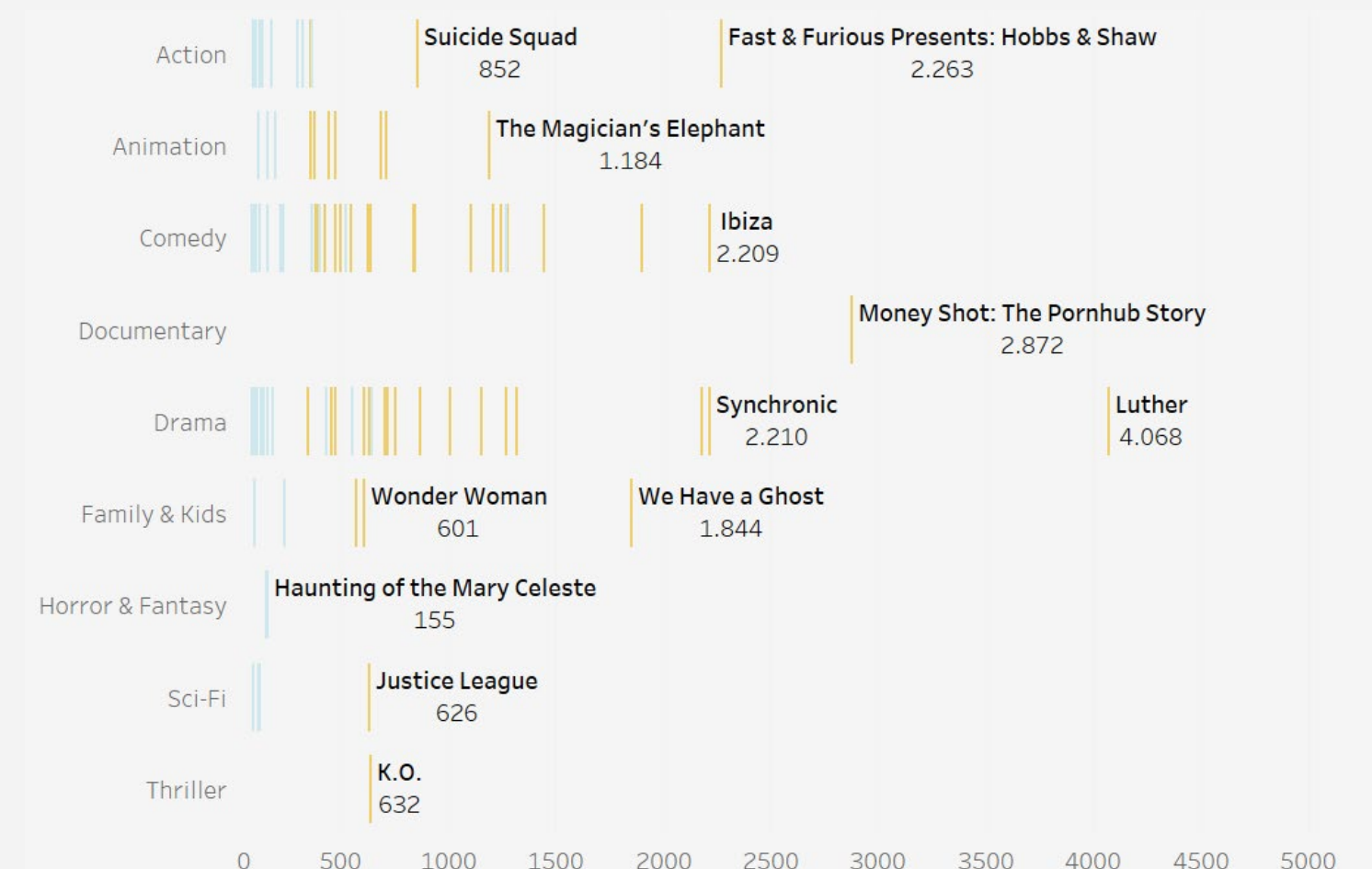


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

COMEDY LOST THE FIRST SPOT IN MARCH BUT KEPT THE RATES UP

Since February, the French "Bde" has been at the top of Prime Video's list. The E-commerce streaming service saw an increase of 2 points compared to the previous report, with a total of 10.2M streams. Thanks to French acquisitions, Netflix keeps a significant number of titles, allowing it to collect 16.3M streams tagged with the Comedy genre.

Animation gathers the third position on Netflix with 7% of Netflix's Top50, having "The Magician's Elephant" as the frontrunner with 1.1M streams and the "Smurfs" collection improving the genre performance.

ACTION IS THE MOST WELL-BALANCED GENRE AMONG STREAMING SERVICES

Netflix and Amazon battle the Action viewership with 2.6M and 1.9M streams respectively. With only two titles in the line-up, Netflix surpassed Prime rates fuelled by "Fast & Furious" and "Target Number One". The "John Wick" collection movies were the most-watched content on Prime Video, close to 1M streams, indicating that having multiple films from the same universe leads to more overall views.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

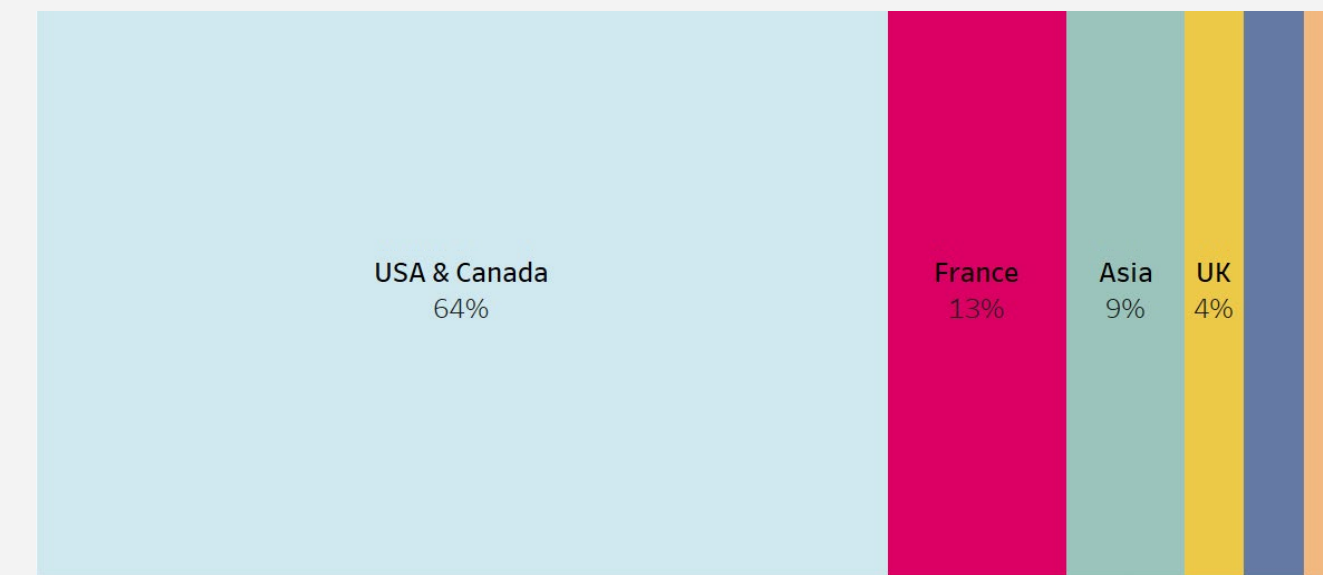
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1	Amazon	Game-Show & Reality-TV	43.115
2	Netflix	Drama	30.522
3	Netflix	Family & Kids	29.392
4	Netflix	Drama	23.668
5	Netflix	Drama	21.606
6	Netflix	Comedy	21.508
7	Netflix	Documentary	18.172
8	Netflix	Animation	16.432
9	Netflix	Drama	15.607
10	Netflix	Drama	11.571
11	Amazon	Drama	10.087
12	Netflix	Documentary	9.633
13	Netflix	Drama	9.429
14	Amazon	Family & Kids	865
	Netflix	Family & Kids	8.474
15	Netflix	Animation	8.852
16	Netflix	Comedy	7.791
17	Netflix	Drama	6.810
18	Netflix	Comedy	6.788
19	Netflix	Drama	6.778
20	Netflix	Comedy	6.757
21	Netflix	Documentary	6.529
22	Netflix	Animation	6.304
23	Netflix	Animation	5.789
24	Netflix	Animation	5.717
25	Netflix	Thriller	5.338
26	Netflix	Drama	5.215
27	Amazon	Drama	4.912
28	Netflix	Animation	4.888
29	Netflix	Family & Kids	4.482
30	Netflix	Drama	4.328
31	Netflix	Documentary	4.296

SHOWING 31/67 - [See complete chart here](#)

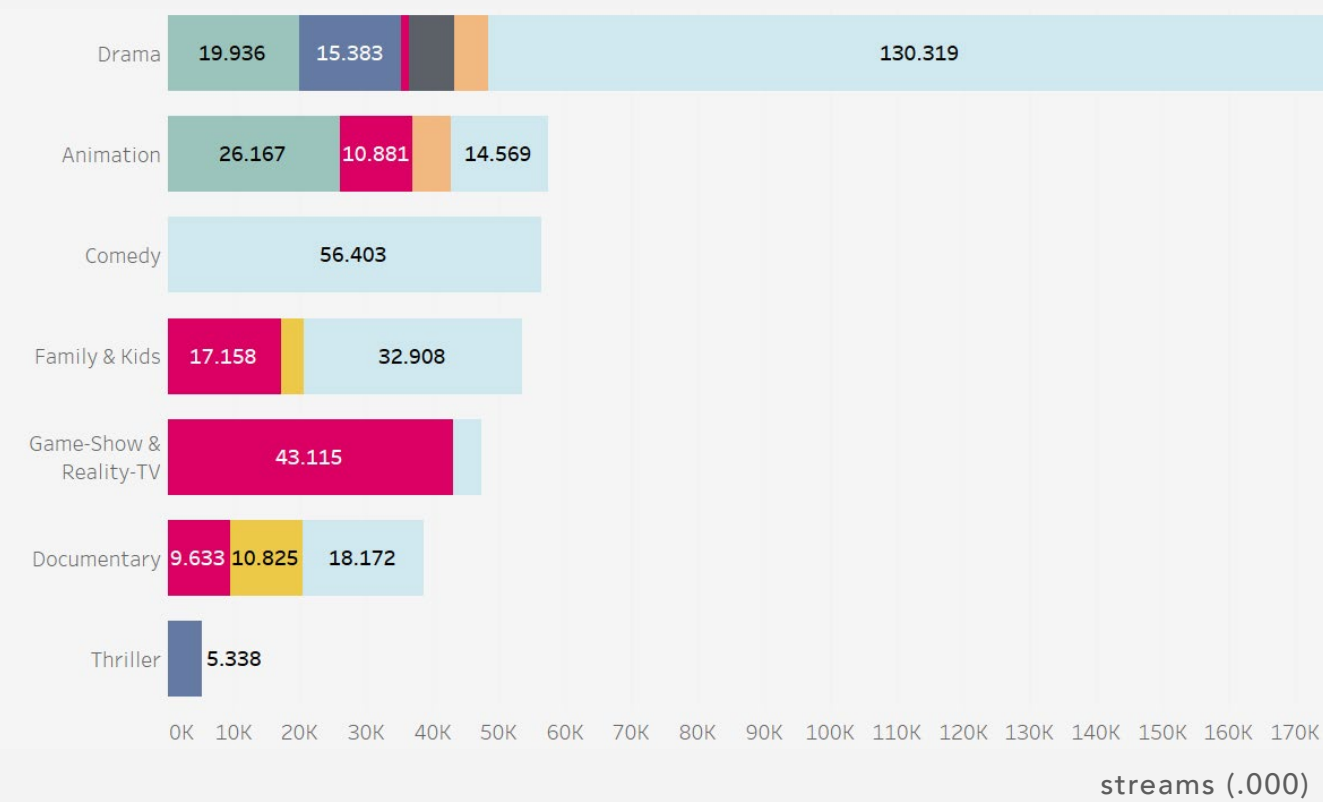
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



PRODUCTION COUNTRIES: ■ Usa & Canada ■ Europe ■ France ■ Asia ■ UK ■ Latam ■ Other

GAME SHOWS & REALITIES ROSE 7 POINTS THANKS TO “LOL, QUI RIT, SORT!”

Comedy-related shows drive French consumption, and the new season of the contest “LOL” proves it well. With 43M streams, the TV program gathers famous comedians, surpassing Netflix’s Original hit “You”. Amazon is hybridising conventional TV reality mixed with the bulk release of the complete season at once, and the strategy is rolling nicely on the charts. In both Italy and France, the localised show is becoming a streaming icon for Amazon.

DRAMA IS THE UNDEBATABLE LEADER WITH 178M STREAMS AND 48% SHARE

Drama is the most diverse genre regarding the origin of production countries; Asia gathers almost 20M streams and Europe 15M. But no doubt, American content fuels the genre with 130M streams and fastens its leading position with a 64% catalogue share. In the most successful shows’ list: “You” drama keeps the rate up for a second month in a row with 30M and amassing over 69M in the past two reports. In the vein of telenovelas, K-drama is a trend in Netflix, where the company is investing a lot of money: as an example of the growing mania, “The Glory” collected 15M streams. Asian content has doubled its share since the last report. In previous France Hot Titles we’ve signalled how Korean content is one of the most important local production priorities for Netflix.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	STREAMS
1 LOL, qui rit, sort!	3 Amazon	FR 1	Game-Show & Reality-TV	33,463
	2 Amazon	FR 3	Game-Show & Reality-TV	5,095
	1 Amazon	FR 4	Game-Show & Reality-TV	4,557
2 Entrevías	2 Netflix	ES 13	Drama	7,858
	1 Netflix	ES 36	Drama	3,713
3 Monique Olivier: Accessor..	1 Netflix	FR 8	Documentary	9,633
4 Les Sisters	2 Amazon	FR 26	Family & Kids	865
	1 Netflix	FR 10	Family & Kids	8,474
5 Zig & Sharko	3 Netflix	FR 18	Animation	6,304
6 Hasta el cielo	1 Netflix	ES 21	Thriller	5,338
7 Grizzly and the Lemmings	1 Netflix	FR 25	Family & Kids	4,482
8 Lidia Poët	1 Netflix	IT 34	Drama	3,811
9 Simon	1 Netflix	FR 38	Animation	3,598
10 Trotro	1 Netflix	FR 48	Family & Kids	3,337
11 Black Hearts	1 Amazon	FR 11	Drama	1,181
12 Barbapapa - One Big Happ..	1 Amazon	FR 18	Animation	979

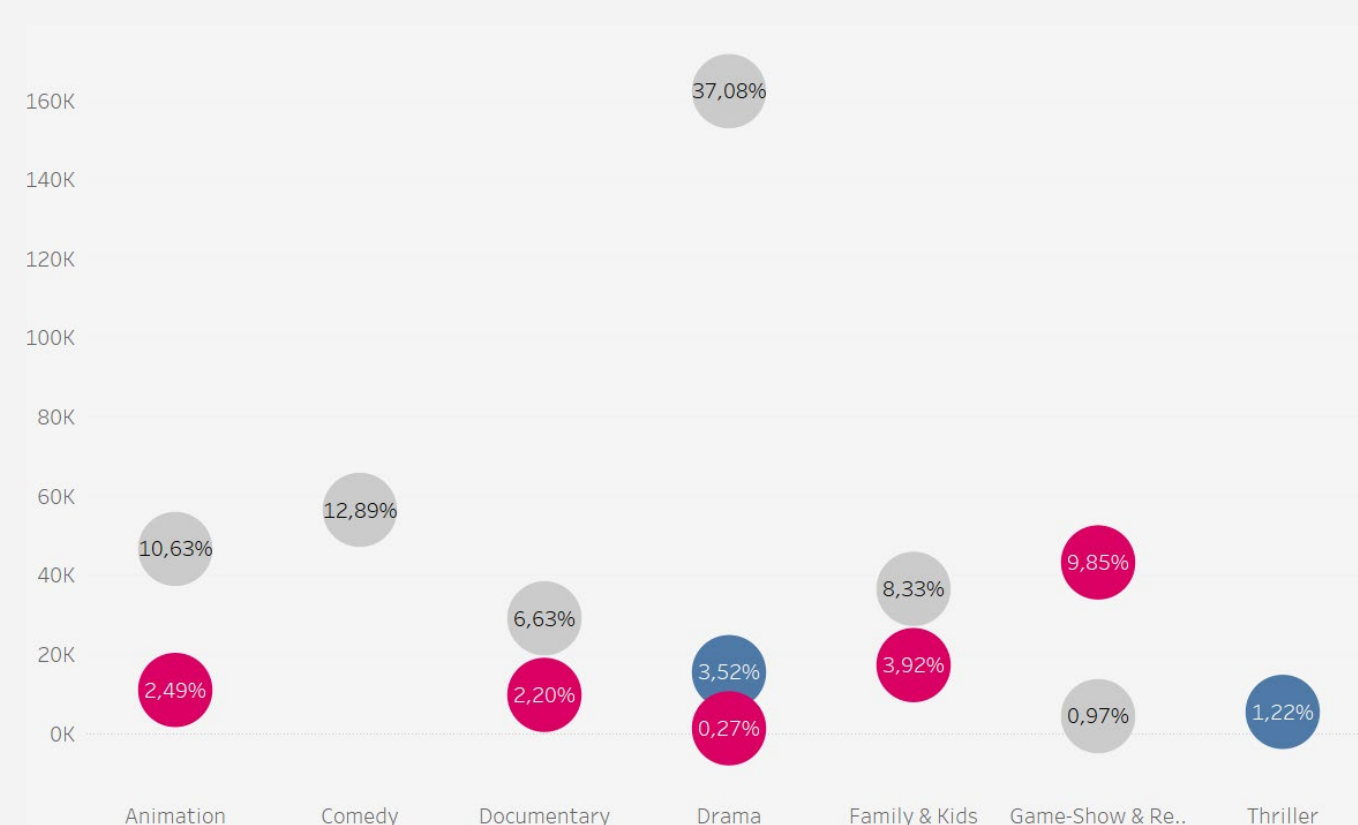
EUROPEAN AND LOCAL CONTENT DOWNSIZED THE NUMBER OF TITLES IN THE TOP 100

Compared to the previous month, only 12 European productions made the cut of Top100 in France. "LOL, qui Rit, Sort!" improved the general performance, and surprisingly, the first season gathered more views than the last, which indicate the growth of newcomers to the show. The TV show concluded the month with 10% of the Top 100's share.

From 1987 to 2003, Michel Fourniret cemented his legacy as France's most infamous murderer; the Netflix crime documentary "Monique Olivier: Accessory to Devil" sowed doubts about his wife's implication. The documentary collected 9.6M streams.

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

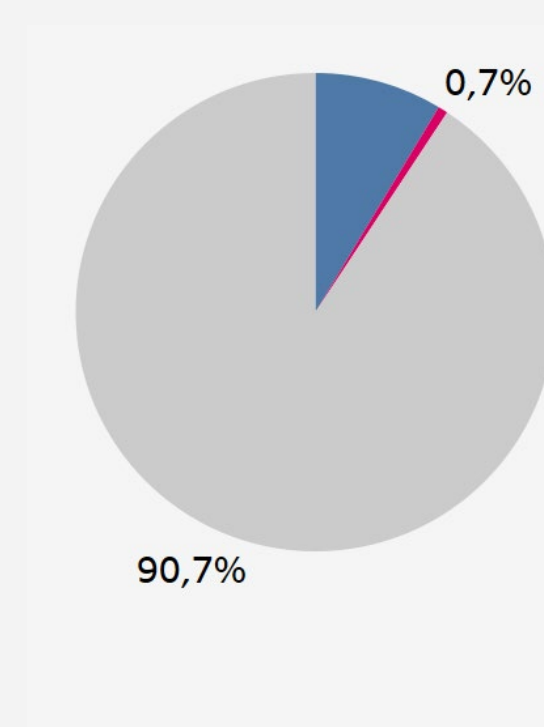


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Animation		3
Documentary		1
Drama	2	1
Family & Kids		3
Game-Show & Reality-TV		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



DRAMA, THE USUAL LEADING GENRE, FELL TO THIRD IN THE EUROPEAN LIST

The Spanish production "Entre Vías" produced by Mediaset had average ratings on linear TV, but found success in the VOD French market with two seasons ranking in the Top 38. The Italian "Lidia Poët" detective show helped European Dramas to reach a total share of 4%. with 3.8M streams.

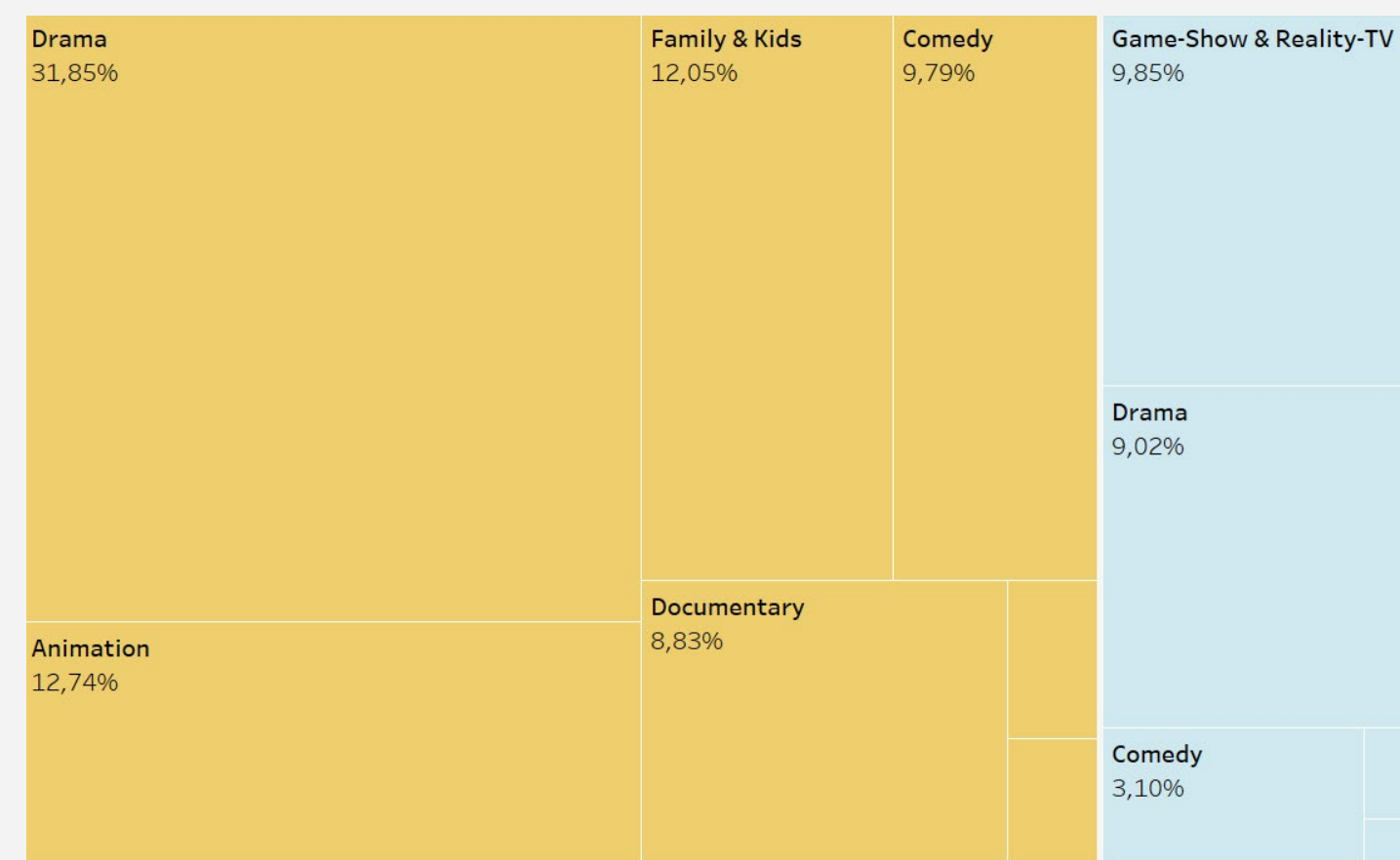
PRODUCTION COUNTRIES:

Europe France Others

FRANCE 100 SHOWS | SVOD PLATFORMS

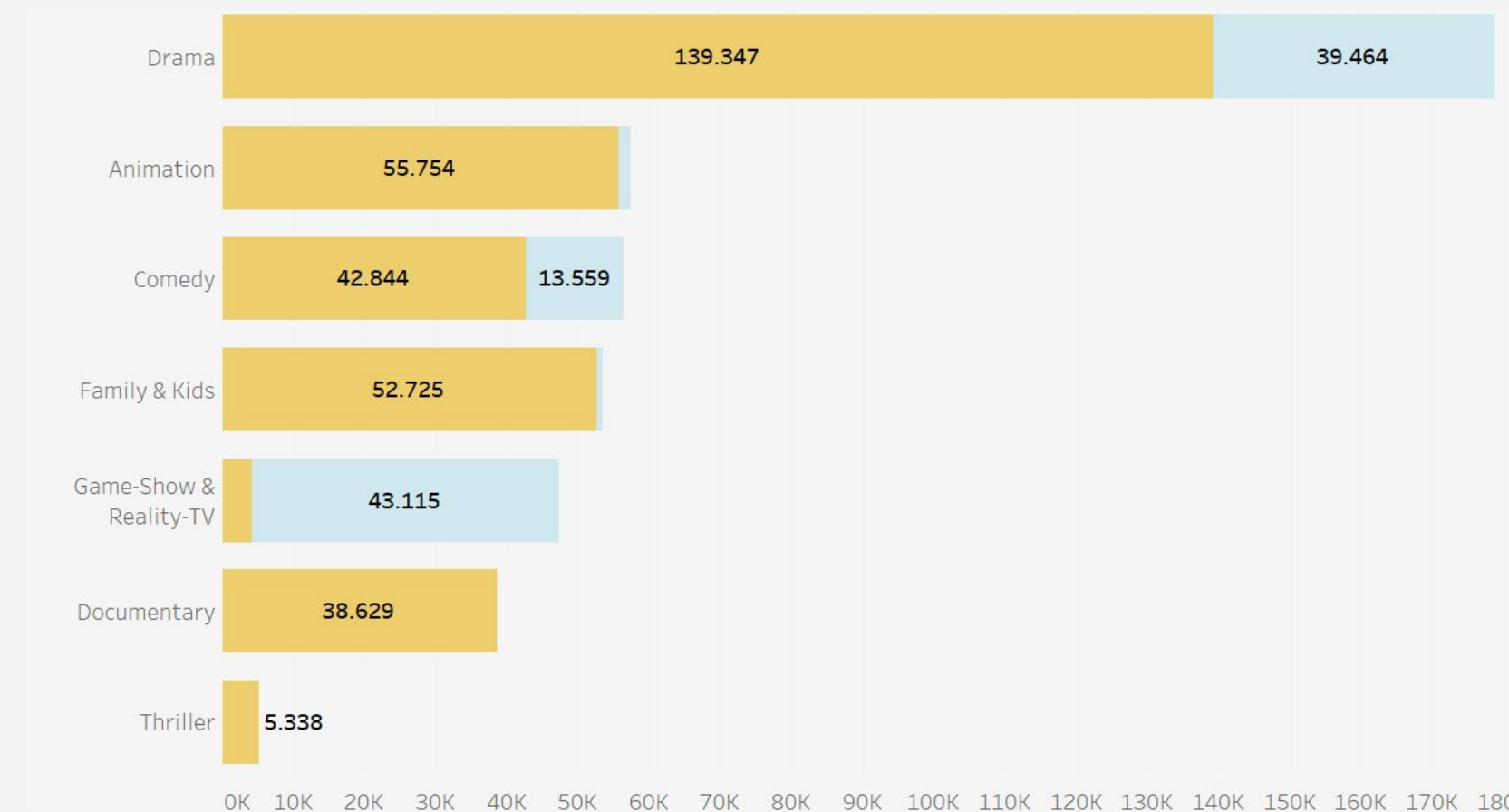
MOST WATCHED GENRES

SHARE BY PLATFORM

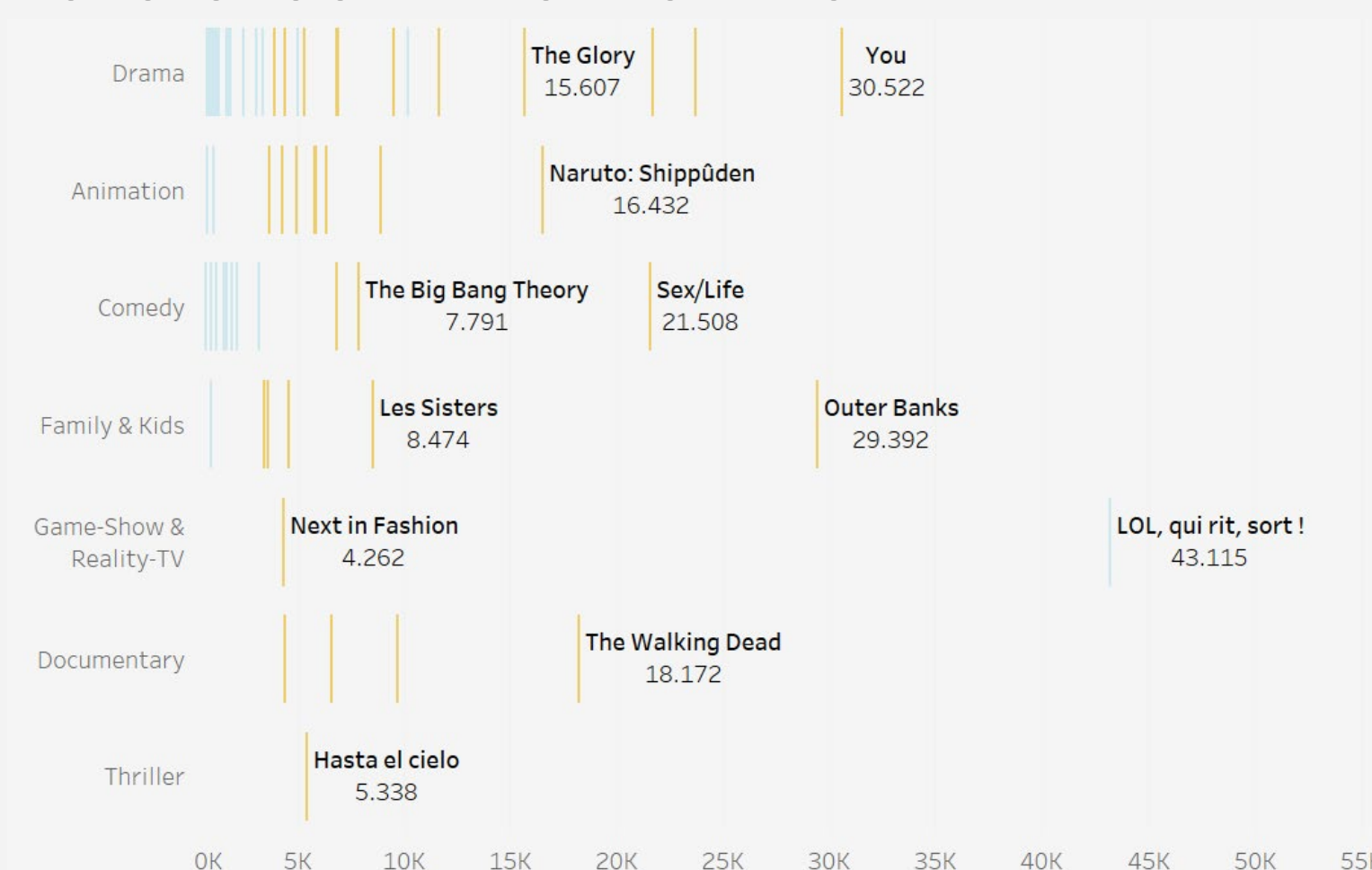


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

AMAZON PRIME VIDEO SETS A NEW VIEWING SHARE RECORD WITH 23%

“LOL, qui rit, Sort” beat the scores with almost 10% total share, propelling the Reality-TV genre to the first spot of Prime Video in March. Prime didn’t find suitable competition with Netflix’s “Next in Fashion” (4.2M streams). “LOL” is the unique title to defeat a Netflix title.

NETFLIX DOMINATES TOP GENRES

Drama on Netflix summed up 32% total viewing quota, having a couple of Originals at the top of the list such as the intense Joe stalker “You”, the FBI hero “The Night Agent” and Young Adult Fantasy Drama “Shadow and Bone”. All three leading Drama series are based on novels. Caroline Kepnes created the character of Joe in 2013; the book with the same name as the series is top-selling in more than 19 countries and has three sequels. Six of Crows, the novel that conceived “Shadow and Bone”, followed a similar successful path; the fantasy novel by the Israeli-American author Leigh Bardugo made quite a buzz in 2015 among young adults.

“NARUTO” BOOSTED THE ANIMATION VIEWING AND “SEX/LIFE” FRONT RULED COMEDY.

HOT CONTENT IN FRANCE

LOL, THE UNSCRIPTED IP THAT UNITED GENERATIONS FOR LAUGHTER

LOLA RODRÍGUEZ
DATA SPECIALIST



“LOL: Last One Laughing” is an international comedy format available on the Amazon Prime Video platform, which has garnered over 20 adaptations in various markets such as Australia, France, Germany, Italy, Albania, Spain, Mexico, India, Brazil, and Canada, alongside some unofficial adaptations.

It originally premiered in 2021 and has accumulated an impressive 75.7 million views, making it the fourth most-watched European content on Amazon. We highlighted this franchise at its beginning (18 months ago), when it gathered the scarce first positions for Prime. Since then, the new seasons haven’t stopped growing their numbers. In some Amazon-reluctant territories like France and Italy, the market share of the e-commerce giant has reached one of its highest peaks thanks to this highly cost-effective reality, surpassing the deceiving results of the expensive “Lord of the Rings” series last fall. Although Netflix usually has tons of locomotive content for each demographic, Amazon has a hard time serving its concepts. This is why we can consider that, with no doubt and by far, LOL is actually the most profitable European content that Amazon has created so far.

The show incorporates elements reminiscent of traditional linear TV reality programs but also introduces fresh elements that are undoubtedly resonating with the streaming audience. The idea, which was originally developed for the first time in Japan, brings together a series of comedians and entertainers in a living-room studio with cameras. Their mission is to make everyone laugh while trying to keep the straightest face. This month, French and Italian editions are totally on fire. In France, the e-commerce platform achieved a remarkable 23%

viewing share with “LOL: Qui Rit, Sort” surpassing other shows and capturing nearly 10% of the total share. This success propelled the Reality-TV genre to the top spot on Prime Video for the month of March. Similarly, in Italy, the LOL franchise set a new record this month, commanding over one-third of the total streams and delivering one of its strongest performances ever across the five analyzed countries for Amazon.

In the Italian version, titled “LOL - Chi ride è fuori” is hosted by singer Fedez and TV personality Mara Maionchi or Frank Matano. The Italian edition has experienced a surge in popularity with nearly 90 million views, out of which 20 million are from German audiences. It currently stands as the second most-played European content on Amazon and holds the 12th position overall. The German edition, titled “LOL: Last One Laughing” is set to begin its fourth season next month. With a viewership of 37.8 million, it ranks as the third most popular among the four editions and the seventh most played European content on Amazon.

Finally, the Spanish edition, known as “LOL: Si te ríes, pierdes” is hosted by Santiago Segura or Silvia Abril, and Carolina Iglesias. While it may be the least popular of the four editions, it still garners a significant number of views, with 10.5 million, showcasing strong performance on Amazon.

The show’s success can be attributed to a combination of factors, including the variety of challenges that comedians face and, of course, the unique format itself. Each participant brings their own distinct comedic style to the series, encompassing stand-up, character-based comedy, improvisation, and physical comedy. The cast selection also plays a significant role. Some

comedians have gained popularity through platforms like YouTube, while others have made their mark in traditional linear TV. The cast includes both established names and rising stars, with a focus on selecting not only conventional celebrities but also embracing the talents of the New Age. This includes off-screen personalities from Instagram, TikTok, Twitch, and other platforms, including a particular live streaming service that is also owned by Amazon. The diverse lineup of players appeals to a broad intergenerational audience, attracting viewers from different age groups.

The success of the “LOL” format serves as a testament to the power of diverse talent and the ability to create a comedic experience that transcends generational boundaries, ultimately leaving audiences laughing and eagerly awaiting the next instalment, and it’s certainly working for the e-commerce audience.



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

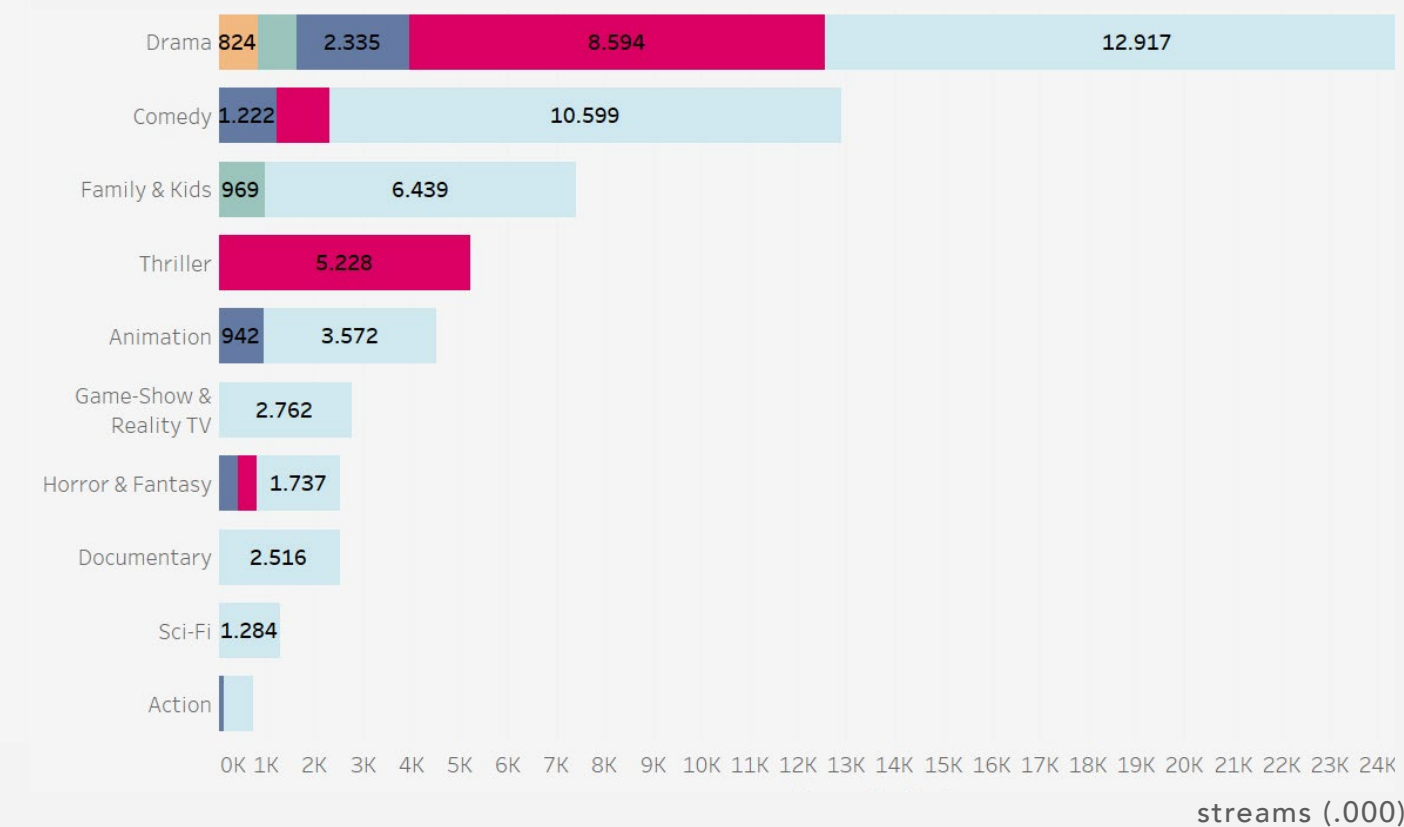
	MOVIES	PLATFORM	GENRE	STREAMS
1	Luther	Netflix	Drama	7,251
2	Fall	Netflix	Thriller	4,817
3	We Have a Ghost	Netflix	Family & Kids	2,912
4	Money Shot: The Pornhub ..	Netflix	Documentary	2,516
5	Chris Rock: Selective Outr..	Netflix	Game-Show & Reality TV	2,340
6	The Clovehitch Killer	Netflix	Drama	2,163
7	The Unholy	Netflix	Drama	2,029
8	Everything Everywhere Al..	Amazon	Comedy	1,510
9	Murder Mystery	Netflix	Comedy	1,325
10	The Punisher	Netflix	Drama	1,230
11	The Strays	Netflix	Drama	1,155
12	Murder Mystery 2	Netflix	Comedy	1,155
13	Peter Rabbit 2: The Runa..	Netflix	Family & Kids	1,030
14	Noise	Netflix	Drama	1,024
15	Sing	Netflix	Family & Kids	969
16	Hotel Transylvania 3: Sum..	Netflix	Animation	948
17	The Magician's Elephant	Netflix	Animation	925
18	All Quiet on the Western F..	Netflix	Drama	914
19	Godzilla vs. Kong	Amazon	Sci-Fi	852
20	Faraway	Netflix	Comedy	827
21	Journey to the Center of t..	Netflix	Family & Kids	818
22	Zombieland: Double Tap	Netflix	Comedy	750
23	Bandit	Amazon	Drama	737
24	Fifty Shades Darker	Netflix	Drama	704
25	Zombieland	Netflix	Comedy	691
26	A Quiet Place Part II	Netflix	Drama	683
27	Cloudy with a Chance of M..	Netflix	Animation	673
28	Marmaduke	Netflix	Family & Kids	662
29	John Wick: Chapter 3 - Par..	Amazon	Action	611
30	Paul Blart: Mall Cop 2	Netflix	Comedy	611
31	Chor Nikal Ke Bhaga	Netflix	Drama	603
32	Cloudy with a Chance of M..	Netflix	Animation	577
33	Three Thousand Years of ..	Amazon	Drama	571
34	Creed II	Netflix	Drama	564
35	White Boy Rick	Netflix	Drama	555
36	Evolution	Netflix	Comedy	541

SHOWING 36/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



“LUTHER”: DERIVED FROM LOCAL SUCCESSFUL TV IP CONTENT

At the top spot is the English Drama “Luther”. The film revolves around John Luther, a detective portrayed by Idris Elba. Initially, “Luther” was a British television series that debuted in 2010 and was produced by BBC. It ran for 5 seasons from 2010 to 2019.

After a gap of 4 years, the highly anticipated return of John Luther arrived as a movie. The revamped release pattern included select cinemas on Friday February 24th, and was subsequently made available on Netflix from Friday, March 10th. The film quickly gained popularity, amassing 7.2 million views on the platform.

As observed in recent months, many popular streaming titles have emerged from local familiar stories, including real-life events or adaptations of existing works. According to the Telegraph, the decision to turn the television Drama “Luther” into a Netflix film was motivated by a desire to move away from the BBC’s “comically small” budgets. Will this film serve as a fitting conclusion to the series or mark the beginning of a new saga?

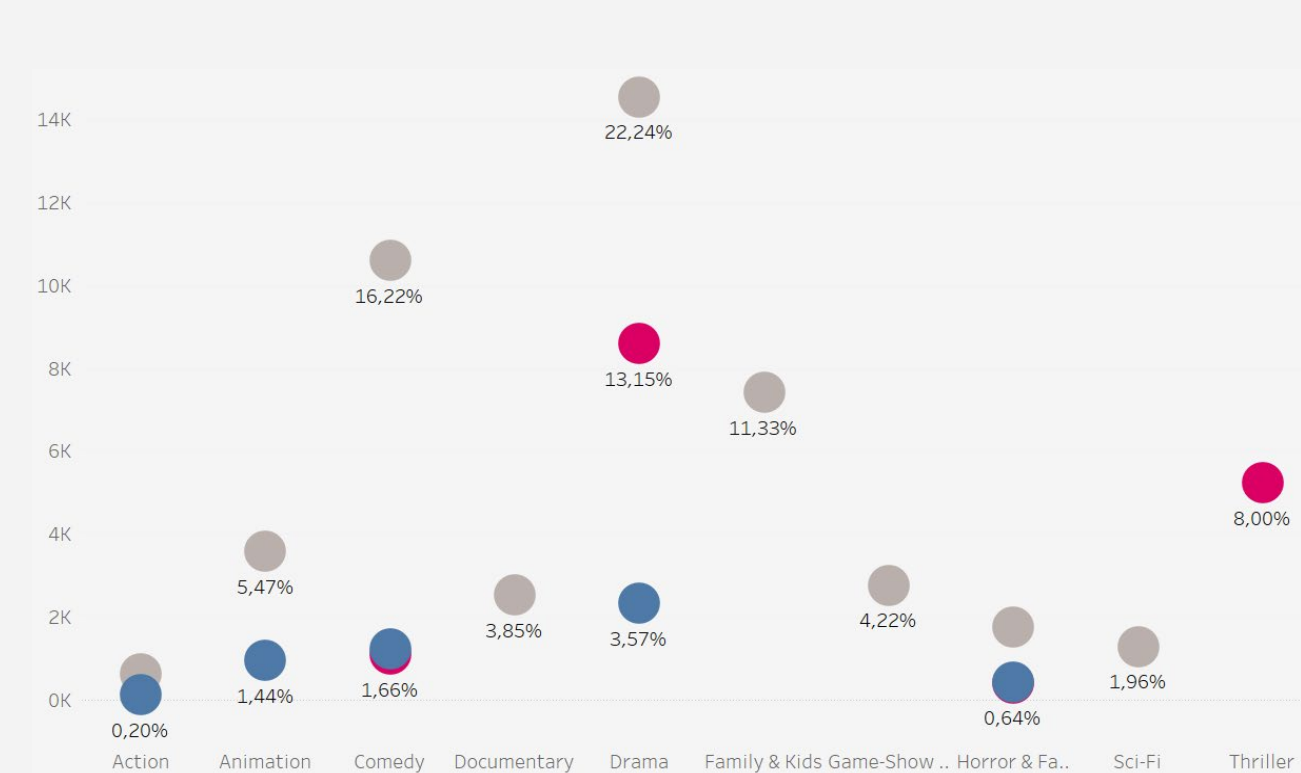
PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia Other

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Luther	Netflix	UK	Drama	7,251
2 Fall	Netflix	UK	Thriller	4,817
3 The Strays	Netflix	UK	Drama	1,155
4 Noise	Netflix	BE	Drama	1,024
5 All Quiet on the Western F..	Netflix	DE	Drama	914
6 Faraway	Netflix	DE	Comedy	827
7 The Angry Birds Movie	Netflix	FI	Animation	473
8 Minions & More 2	Netflix	FR	Animation	469
9 Three Day Millionaire	Netflix	UK	Comedy	454
10 Fisherman's Friends 2	Amazon	UK	Comedy	441
11 Nocebo	Netflix	IE	Horror & Fantasy	415
12 Chasing Agent Freegard	Netflix	UK	Thriller	411
13 Tonight You're Sleeping w..	Netflix	PO	Drama	397
14 Are You	Netflix	ES	Comedy	396
15 When the Lights Went Out	Amazon	UK	Horror & Fantasy	384
16 Lock, Stock and Two Smok..	Amazon	UK	Comedy	191
17 My Policeman	Amazon	UK	Drama	187
18 Anna	Amazon	FR	Action	129

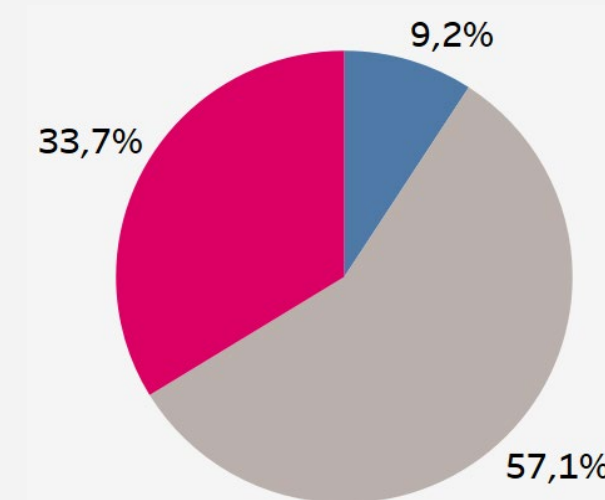
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action	1	
Animation	2	
Comedy	2	3
Drama	3	3
Horror & Fantasy	1	1
Thriller		2

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe UK Others

ENGLISH FILMS DOMINATE THE RANKING

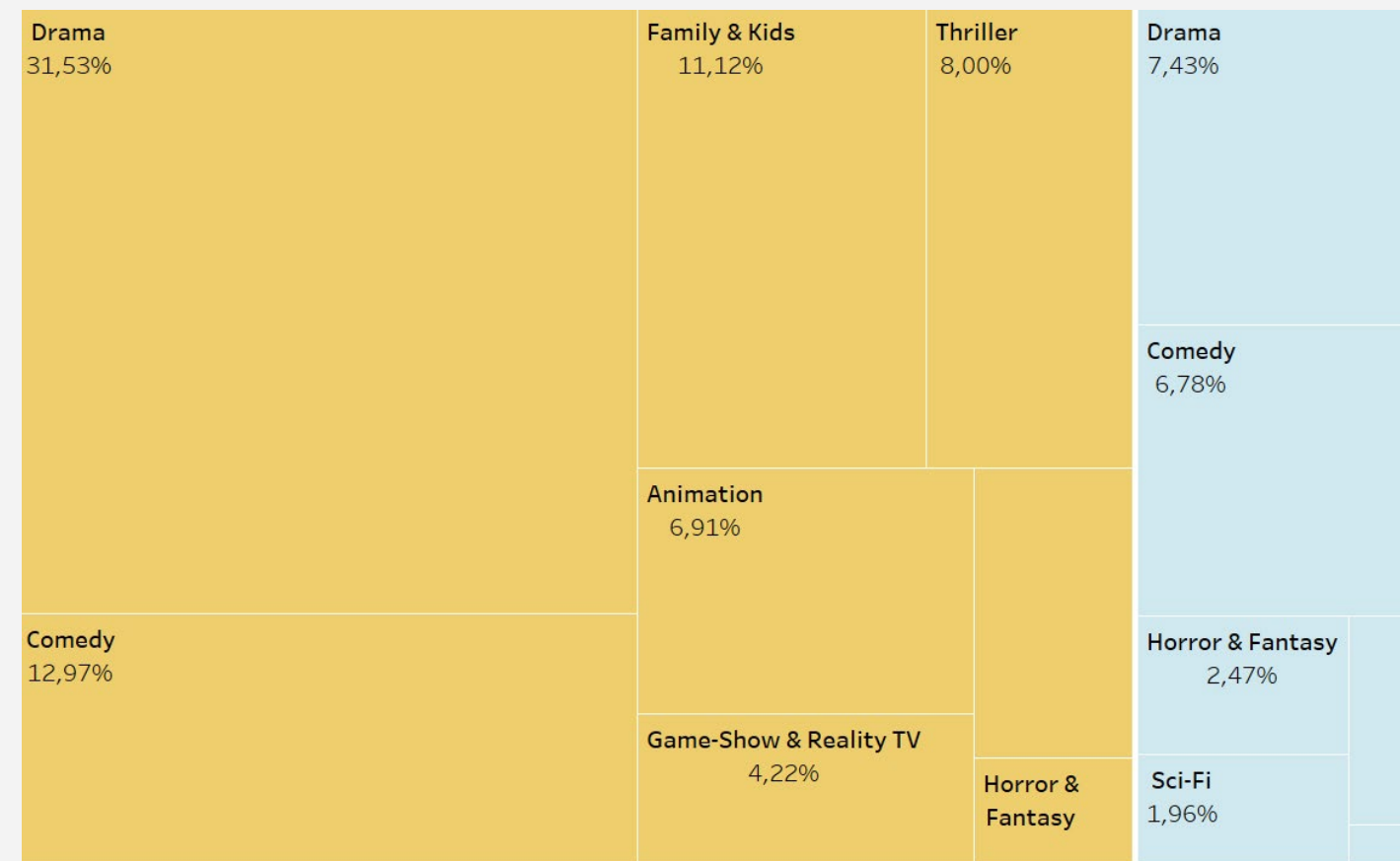
In the top 20 titles of this ranking, a notable half of them hail from the UK. Despite not being recent releases, these films have managed to maintain strong positions for several months. The influence of positive word-of-mouth is undoubtedly playing a significant role in their enduring popularity within the ranking.

The impact of the Oscar awards can also be observed in this ranking. Germany has secured a commendable position with "All Quiet on the Western Front" claiming the fourth spot with 914K views. This achievement comes as no surprise, as the film emerged victorious in the category of Best International Feature at the 2023 Oscars. Released in 2022, this epic anti-war film is an adaptation of Erich Maria Remarque's 1929 novel of the same name, marking the third film rendition of the book.

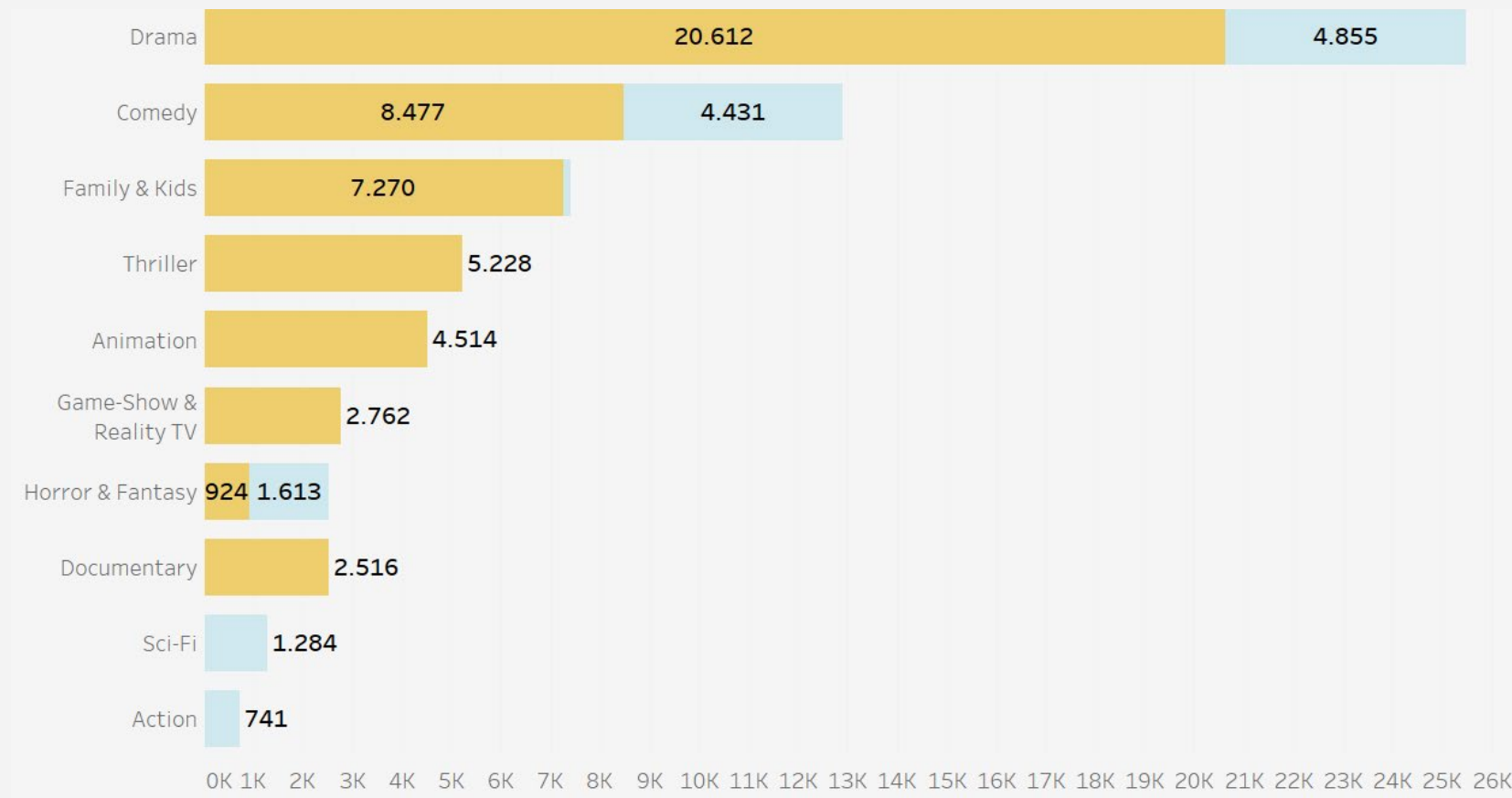
Where can you find some of the European films competing in the same category? "Close" from Belgium, "A Quiet Girl" from Ireland, and "EO" from Italy-Poland are available for rental on platforms like Amazon Video Online and various other European regional platforms.

UK 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



A 2018 MOVIE RANKS VERY WELL ON NETFLIX

Alongside the previously mentioned "Lutories tend to perform exceptionally well on this platform.

ACROPHOBIA LOVERS PUT A FILM ON THE TOP

"Fall", a Thriller about two friends who climb and become trapped in a 20,000-foot radio tower in the desert, has garnered 4.8 million views. The UK production company Tea Shop Productions and director Scott Mann have expressed their plans for a sequel, as the film unexpectedly became a hit on Netflix globally, according to Deadline.

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Friends	Netflix	Comedy	79.050
2	The Big Bang Theory	Netflix	Comedy	62.827
		Amazon	Comedy	1.711
3	You	Netflix	Drama	35.738
4	The Night Agent	Netflix	Drama	28.879
5	Brooklyn Nine-Nine	Netflix	Comedy	26.303
6	Outer Banks	Netflix	Family & Kids	21.738
7	Shadow and Bone	Netflix	Drama	18.153
8	Sex/Life	Netflix	Comedy	17.683
9	MH370: The Plane That Di..	Netflix	Documentary	12.782
10	Jeremy Clarkson: I Bought..	Amazon	Documentary	10.686
11	PAW Patrol	Netflix	Animation	10.575
12	Star Trek: Picard	Amazon	Comedy	9.464
13	The Glory	Netflix	Drama	9.446
14	Carnival Row	Amazon	Drama	8.249
15	Love Is Blind	Netflix	Game-Show & Reality-TV	7.017
16	Formula 1: Drive to Survive	Netflix	Documentary	6.976
17	Next in Fashion	Netflix	Game-Show & Reality-TV	6.930
18	Neighbours	Amazon	Drama	6.515
19	Murdaugh Murders: A Sou..	Netflix	Documentary	5.721
20	Below Deck Sailing Yacht	Netflix	Documentary	5.442
21	Perfect Match	Netflix	Game-Show & Reality-TV	5.418
22	Superstore	Netflix	Comedy	4.879
23	Waco: American Apocalyp..	Netflix	Documentary	4.729
24	Red Rose	Netflix	Family & Kids	4.724
25	Young Sheldon	Netflix	Comedy	4.691
26	Judy Justice	Amazon	Game-Show & Reality-TV	4.482
27	Daisy Jones & The Six	Amazon	Drama	4.028
28	Elementary	Amazon	Drama	3.452
29	The Consultant	Amazon	Comedy	3.168
30	House	Amazon	Drama	3.108
31	Peppa Pig	Amazon	Animation	3.091
32	The Blacklist	Amazon	Comedy	2.719

SHOWING 32/52 - [See complete chart here](#)

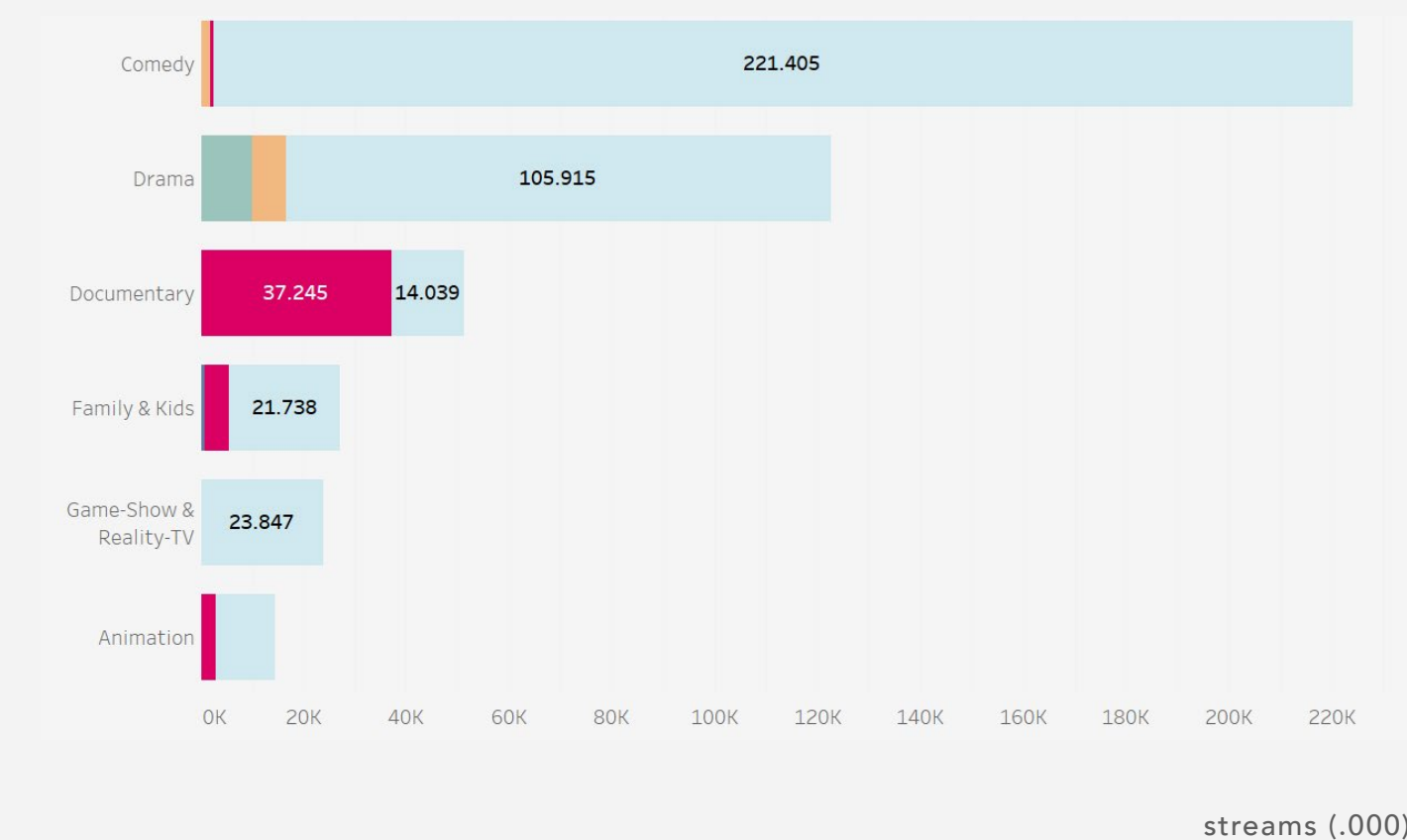
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



IT'S ANOTHER MONTH WHERE A SOUTH KOREAN PRODUCTION TAKES THE TOP SPOTS

Alongside the usual recurring favourites, which are mostly American comedies, we have "The Glory" at number 13 with 9.4 million views. This series, like "Physical:100" mentioned last month, is also a South Korean production.

"The Glory" tells the story of Moon Dong-eun, a woman who endured abuse as a teenager and now seeks revenge. The first part of the first season premiered on Netflix on December 30, 2022, followed by the second part on March 10, 2023. The season consists of a total of 16 episodes. As for whether there will be a second season, there is no confirmation yet.

WE ALSO HAVE AN AUSTRALIAN SERIES MAKING WAVES ON AMAZON.

"Neighbours" grabs the attention at number 18 in the rankings with 6.5 million views. This classic Australian series has an impressive amount of 37 seasons under its belt and is available for streaming on Amazon. Excitingly, a new season is set to launch in 2023.

UK 100 SHOWS | EUROPEAN FOCUS

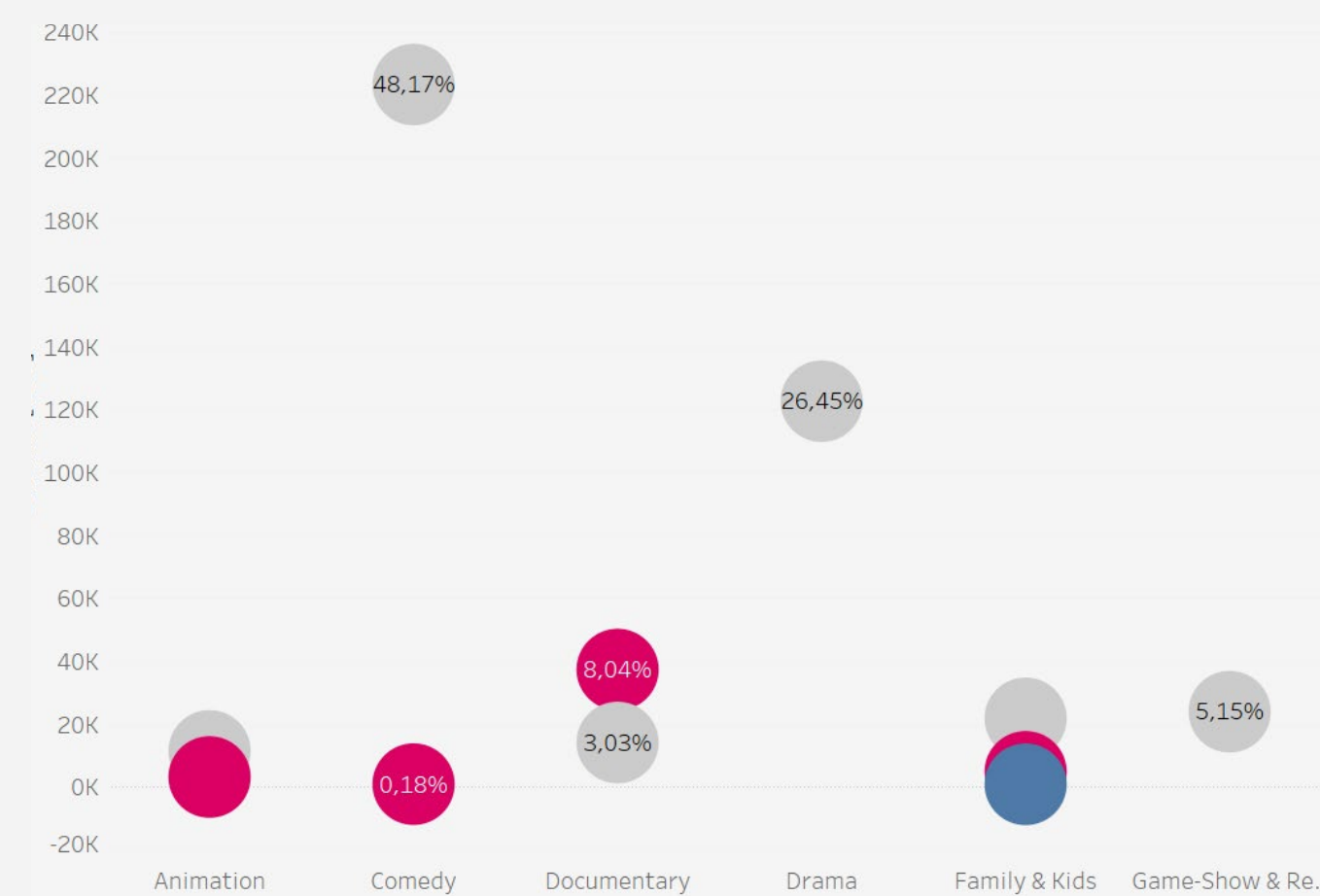
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	VIEWERSHIP
1 MH370: The Plane That Disappeared	Netflix	UK 3	Documentary	12,782
2 Jeremy Clarkson: I Bought a Farm	Amazon	UK 1	Documentary	8,303
3 Formula 1: Drive to Survive	Netflix	UK 15	Documentary	6,976
4 Below Deck Sailing Yacht	Netflix	UK 33	Documentary	5,442
5 Red Rose	Netflix	UK 43	Family & Kids	4,724
6 Peppa Pig	Amazon	UK 13	Animation	1,494
	Amazon	UK 45	Animation	734
	Amazon	UK 34	Animation	863
7 The Grand Tour	Amazon	UK 17	Documentary	1,360
8 Gaby & Alex Adventures	Amazon	UK 37	Comedy	811
9 Pingu	Amazon	CH 41	Family & Kids	754

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

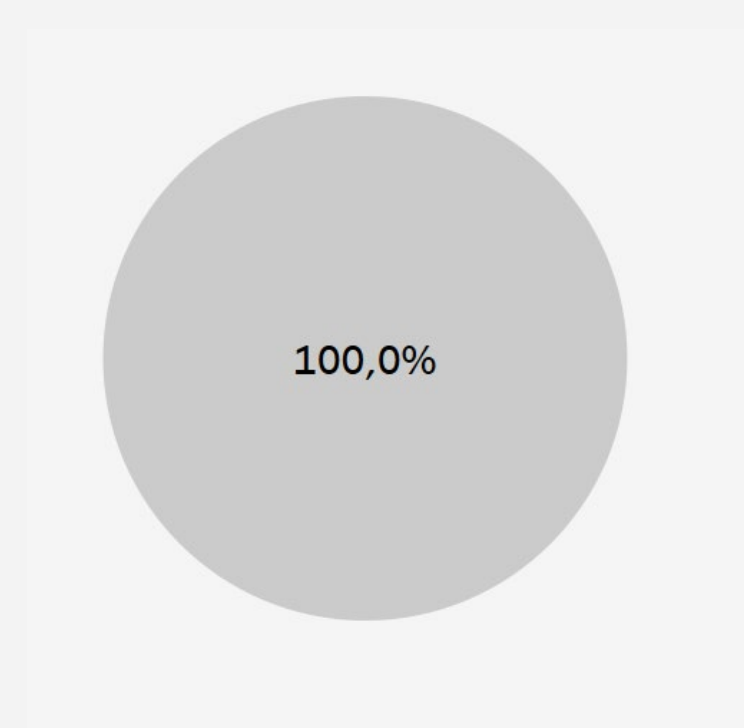


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Animation		1
Comedy		1
Documentary		5
Family & Kids	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



NETFLIX AND AMAZON: NECK AND NECK

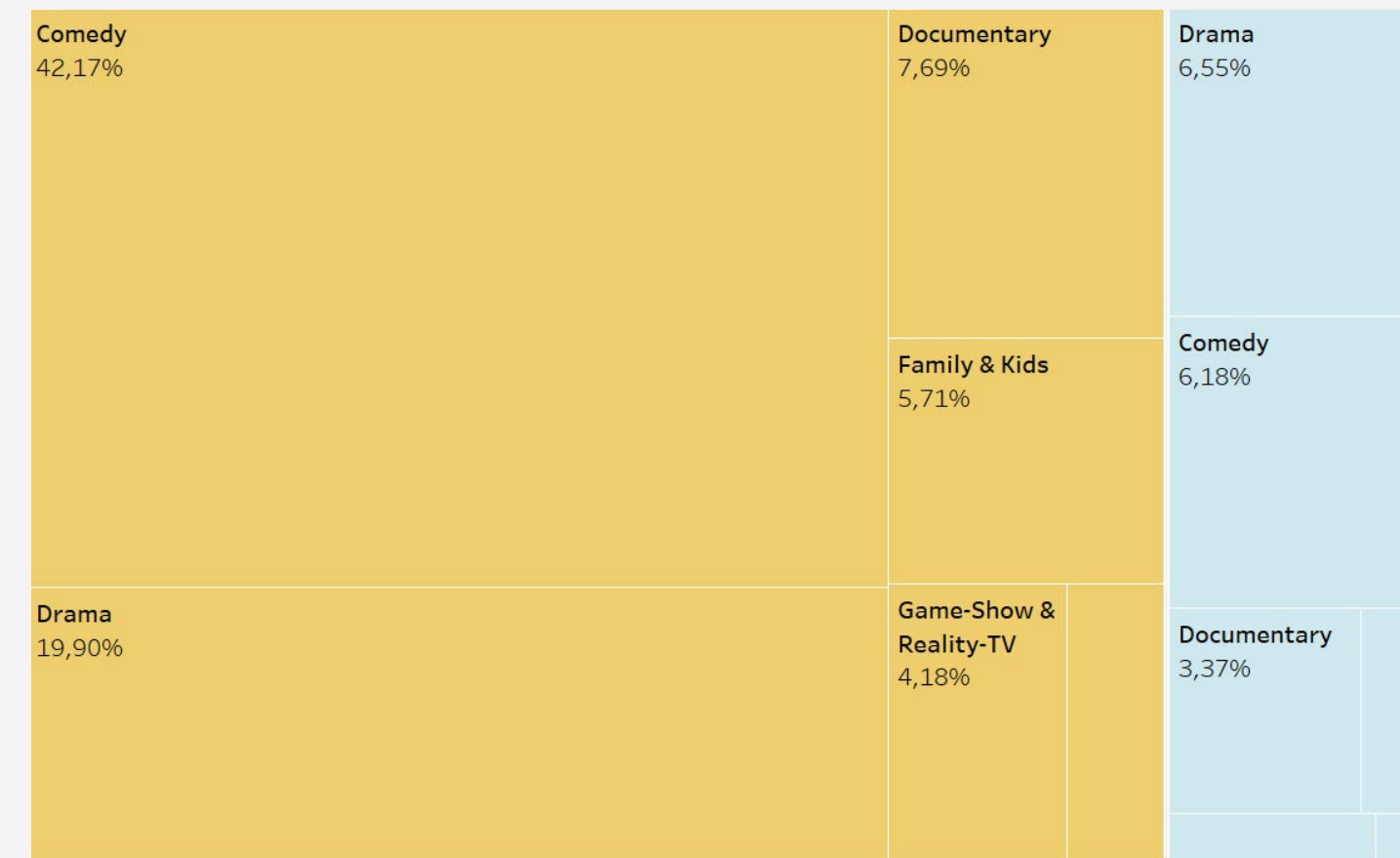
The top ten rankings show a close competition between Netflix and Amazon, with equal representation from both platforms. The dominating genre in these rankings is Documentary. Taking the coveted number one spot is Netflix's "MH370: The Plane That Disappeared," attracting a viewership of 12.5 million. Meanwhile, the second position is held by Amazon's original series "Jeremy Clarkson: I Bought a Farm," which previously secured the top spot in February. However, its viewership for this month has declined to 8.3 million, slightly over one-third of the previous month's numbers.

A WELL-RANKED HISTORICAL PENGUIN

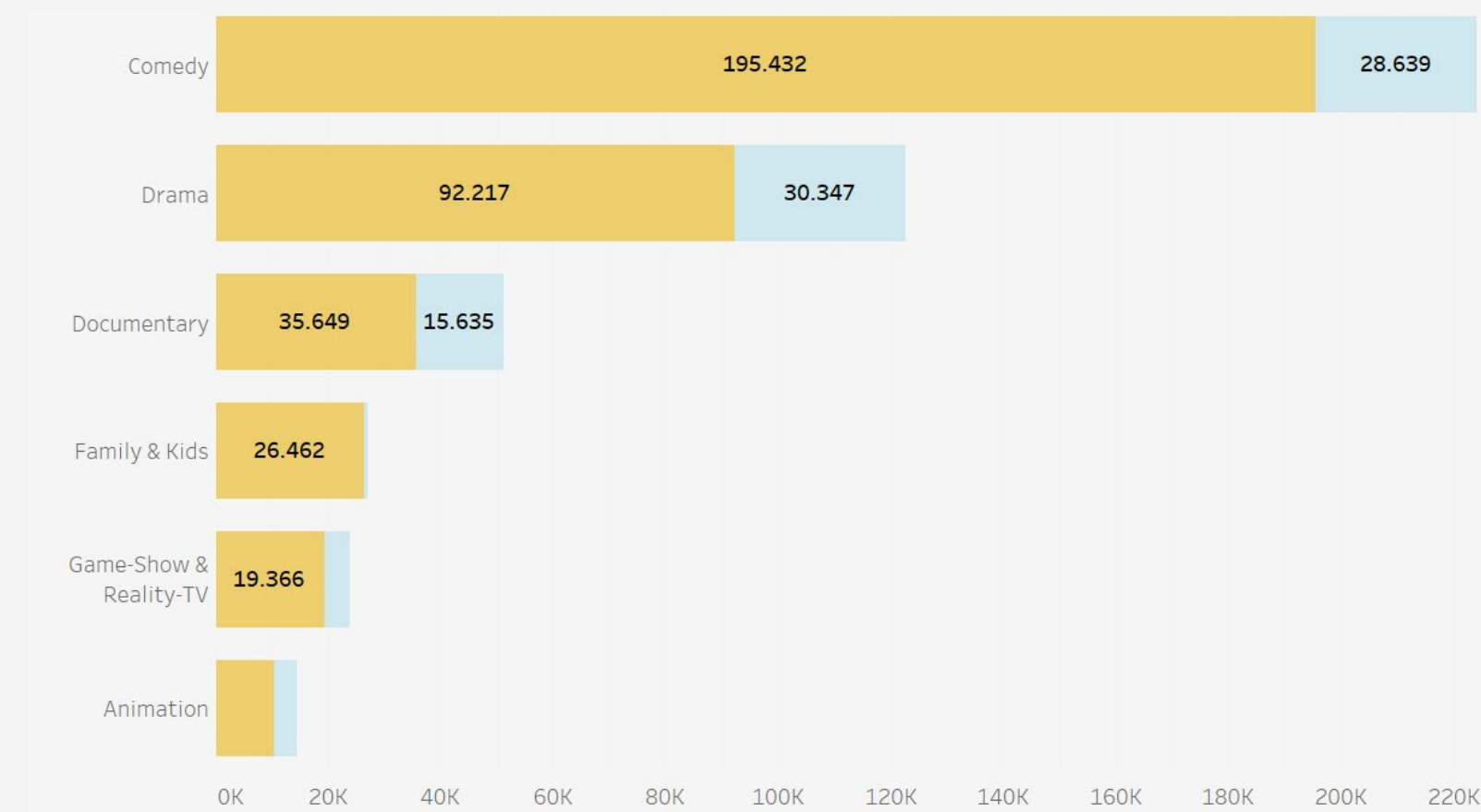
Ranking at number 9 is "Pingu", a series in the "Family & Kids" category that originated in Switzerland but relocated to the UK during its final four years of production. "Pingu" is an animated show that follows the escapades of a playful young penguin. It aired from 1986 to 2003, spanning a total of 156 episodes. The first season with 26 five-minute episodes, amassed an impressive amount of 4.7 million views on Amazon.

UK 100 SHOWS | SVOD PLATFORMS

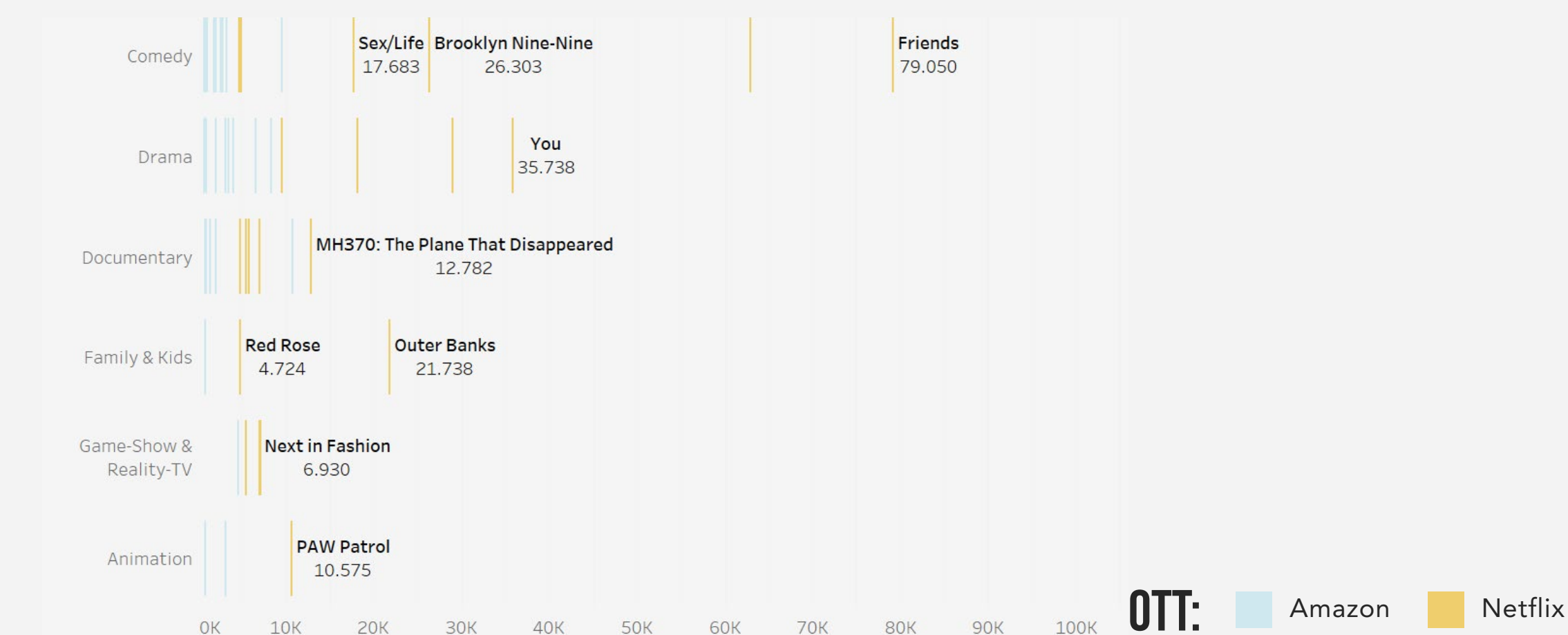
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



COMEDY ALWAYS TAKES THE LEAD

Comedy has consistently been the most popular genre on Netflix for the past nine months, but this month it has reached an exceptionally high percentage of 42.17%. This surge in comedy viewership can be attributed not only to the continued popularity of beloved American classics but also to the recent release of the second season of "Sex/Life" on March 2, which garnered an impressive 17.6 million views.

"Sex/Life" is an original Netflix series that premiered in June 2021 and is based on the novel "44 Chapters About 4 Men" by B.B. Easton. It is yet another successful adaptation stemming from a literary source.

Netflix has reportedly cancelled "Sex/Life" after two seasons, as stated by The Hollywood Reporter. The reason behind this decision seems to be Sarah Shahi, the show's star, expressing her discomfort and unwillingness to collaborate with Netflix in the future.

HOT CONTENT IN UK

JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST



BASED ON TRUE EVENTS: THE STREAMERS' FAVOURITE PAGES HIT THE SCREEN AGAIN

By now, it is no secret that Documentaries and fictional content inspired by real events consistently rank high for both film and series ratings. At the top of the most-watched series in Europe is the British Netflix docuseries "MH370: The Plane That Disappeared," with 12.5 million views. Although the series has faced criticism for providing a platform to conspiracy theorists, it centres around the premise that in March 2014, Malaysia Airlines Flight 370 vanished without a trace, along with all passengers on board.

Also performing strongly is the fifth season of the documentary "Formula 1: Drive to Survive," with 6.9 million views, and Amazon's "Jeremy Clarkson: I Bought a Farm," which garnered 10.6 million views.

The formula appears straightforward: discover sensational stories, leverage the social media buzz surrounding those events, interview individuals closely connected to the narrative, and enhance the editing with music that creates the desired ambiance.

“Utilising what has already proven successful in social media carries far less risk of failure compared to an entirely original fictional tale.”

In the movie rankings, we also come across content that fits these criteria. Taking the fourth spot as one of the most-watched films is the documentary "Money Shot: The Pornhub Story," boasting 2.5 million views. Released on March 1st on Netflix, the film delves into the scandals surrounding Pornhub, featuring insights from activists and former employees of the adult entertainment website.

But it's not just documentaries that occupy these positions, fictional movies based on real events also get their piece of the pie. In January, "Bank of Dave" secured the top spot as the most-watched movie in Europe. Recent reports on Screendaily indicate that Netflix has announced a significant investment of £4.8 billion in the UK creative industry since 2020, specifically for the production of series and films. As part of this announcement, they unveiled some upcoming content, including a sequel to the Rory Kinnear-led "Bank of Dave." Produced by Tempo Productions and Future Artists, and once again directed by Chris Foggin, the film will follow Dave Fishwick as he confronts a new and more perilous foe in the form of payday lenders. This gripping story is based on true events.

Global creativity crisis or revamped IP? Are the Global stories exhausted? Can new stories lie below untapped cultures and audiences? For the time being, real event

based documentaries and fictional content remain highly popular, leveraging sensational stories, social media buzz, and shocking interviews to captivate audiences. They have proven to be a safer investment compared to entirely original fictional tales. According to our data, these productions consistently dominate film and series top ratings, securing top spots in Europe's cultural conversations.



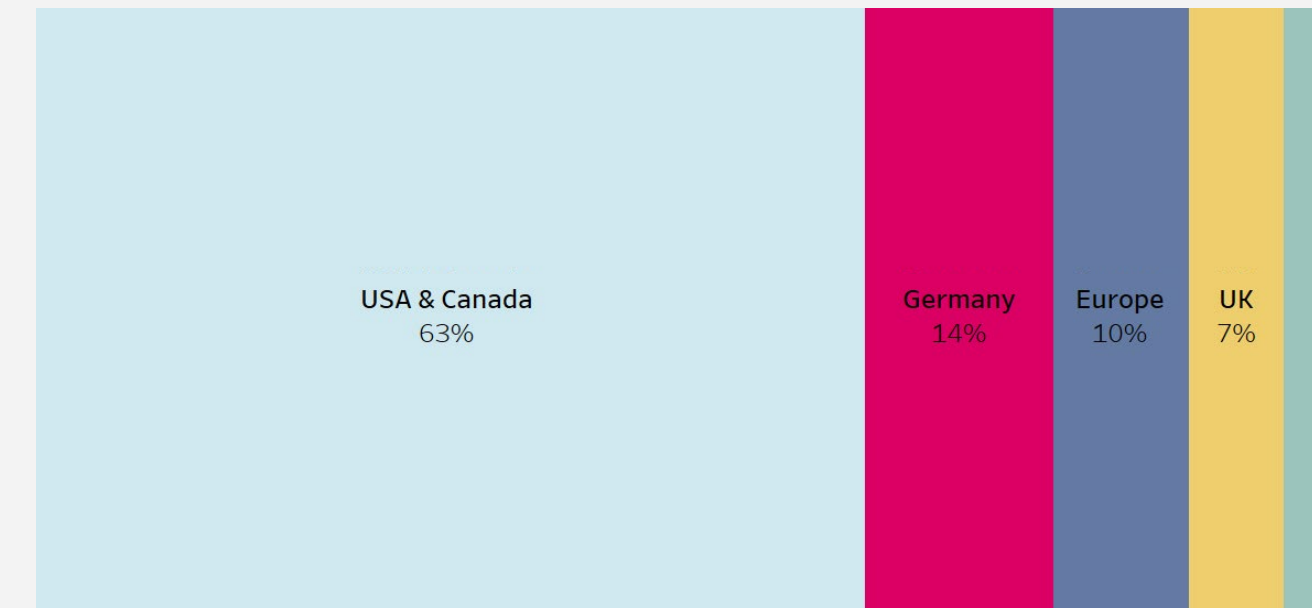
GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

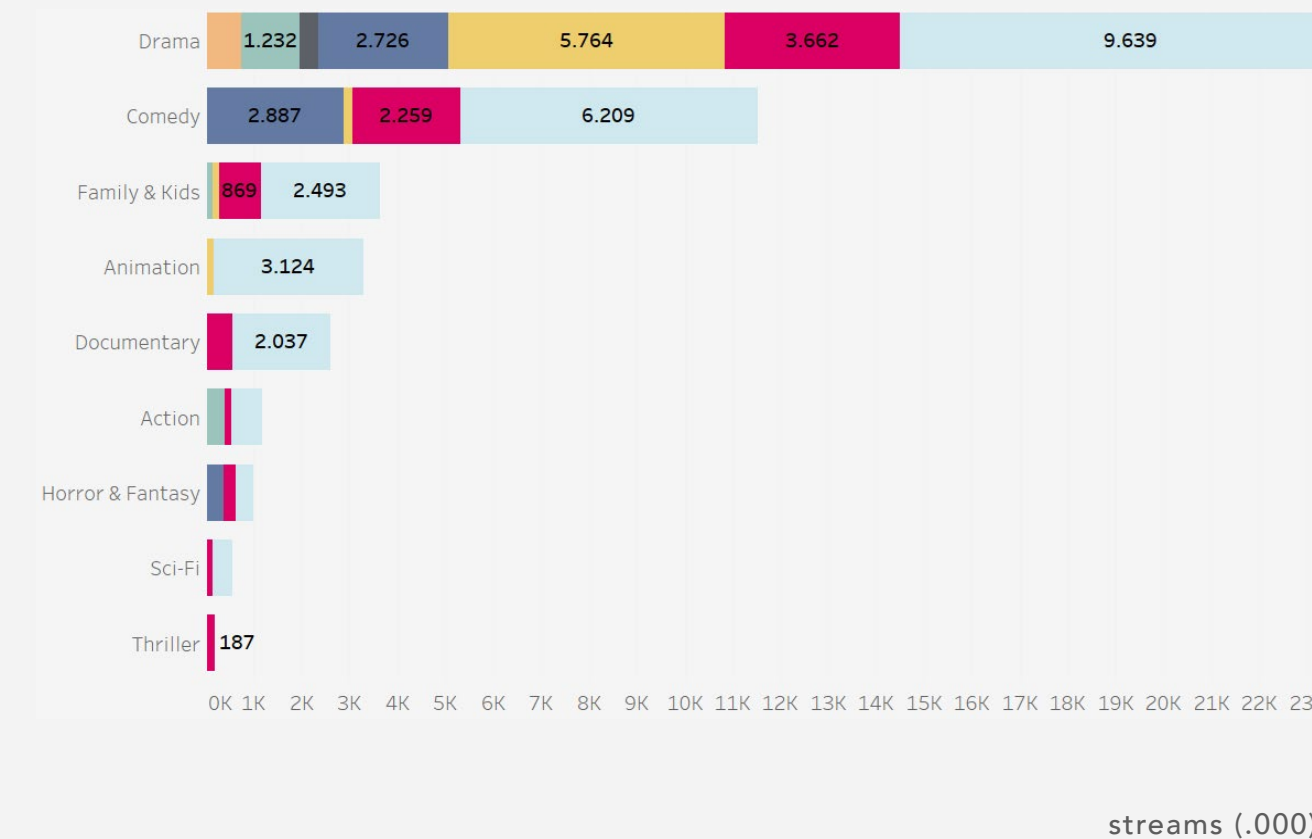
MOVIES	PLATFORM	GENRE	STREAMS
1 Luther	Netflix	Drama	4,194
2 All Quiet on the Western F..	Netflix	Drama	2,437
3 We Have a Ghost	Netflix	Family & Kids	1,752
4 Are You	Netflix	Comedy	1,572
5 Money Shot: The Pornhub ..	Netflix	Documentary	1,486
6 Noise	Netflix	Drama	1,473
7 Faraway	Netflix	Comedy	1,383
8 The Circle	Netflix	Drama	1,232
9 Nobody	Amazon	Drama	1,182
10 The Magician's Elephant	Netflix	Animation	1,067
11 G.I. Joe: The Rise of Cobra	Netflix	Drama	970
12 Ad Astra	Netflix	Drama	963
13 If It Don't Fit, Use a Bigge..	Netflix	Comedy	876
14 Murder Mystery	Netflix	Comedy	836
15 The Strays	Netflix	Drama	734
16 10 Days of a Good Man	Netflix	Drama	732
17 Your Place or Mine	Netflix	Comedy	712
18 Honest Thief	Netflix	Drama	699
19 Dune	Amazon	Drama	685
20 Shazam!	Amazon	Comedy	139
	Netflix	Comedy	544
21 The Boss Baby	Netflix	Animation	611
22 Tonight You're Sleeping w..	Netflix	Drama	609
23 Out of the Furnace	Netflix	Drama	586
24 Era ora	Netflix	Comedy	559
25 Merkel	Netflix	Documentary	552
26 Die Hart	Amazon	Comedy	543
27 The Accountant	Netflix	Drama	539
28 Monsieur Claude und sein ..	Amazon	Comedy	514
29 Murder Mystery 2	Netflix	Comedy	492
30 Gut Gegen Nordwind	Netflix	Drama	485
31 In His Shadow	Netflix	Drama	484
32 Miami Vice	Netflix	Drama	455
33 The Possession of Hannah..	Netflix	Drama	443
34 Knives Out 2	Netflix	Comedy	414
35 Sams im Glück	Netflix	Family & Kids	412

SHOWING 35/98 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



PRODUCTION COUNTRIES: Usa & Canada Europe Germany Asia UK Latam Other

GERMAN LOCAL PRODUCTION CONQUERS THE TOP 100 LIST WITH 14 MOVIES AMASSING 57%

"All Quiet on the Western Front" is becoming particularly successful, with over six months at the top of the charts since its release on October 14. The Oscar-winning movie's high performance is powerfully pertinent to Netflix's prestigious strategy to catch cinephile audiences. The film clocked 150 Million hours viewed since its release in October and made 2.4M streams in March only in Germany. A rage that titan filmmakers like Scorsese, Sorrentino or even Guillermo del Toro' latest "Pinocchio" didn't enjoy. While this film is a locomotive, other 13 German titles hit good marks.

A 10M-STREAMS GAP SEPARATES DRAMA AND COMEDY

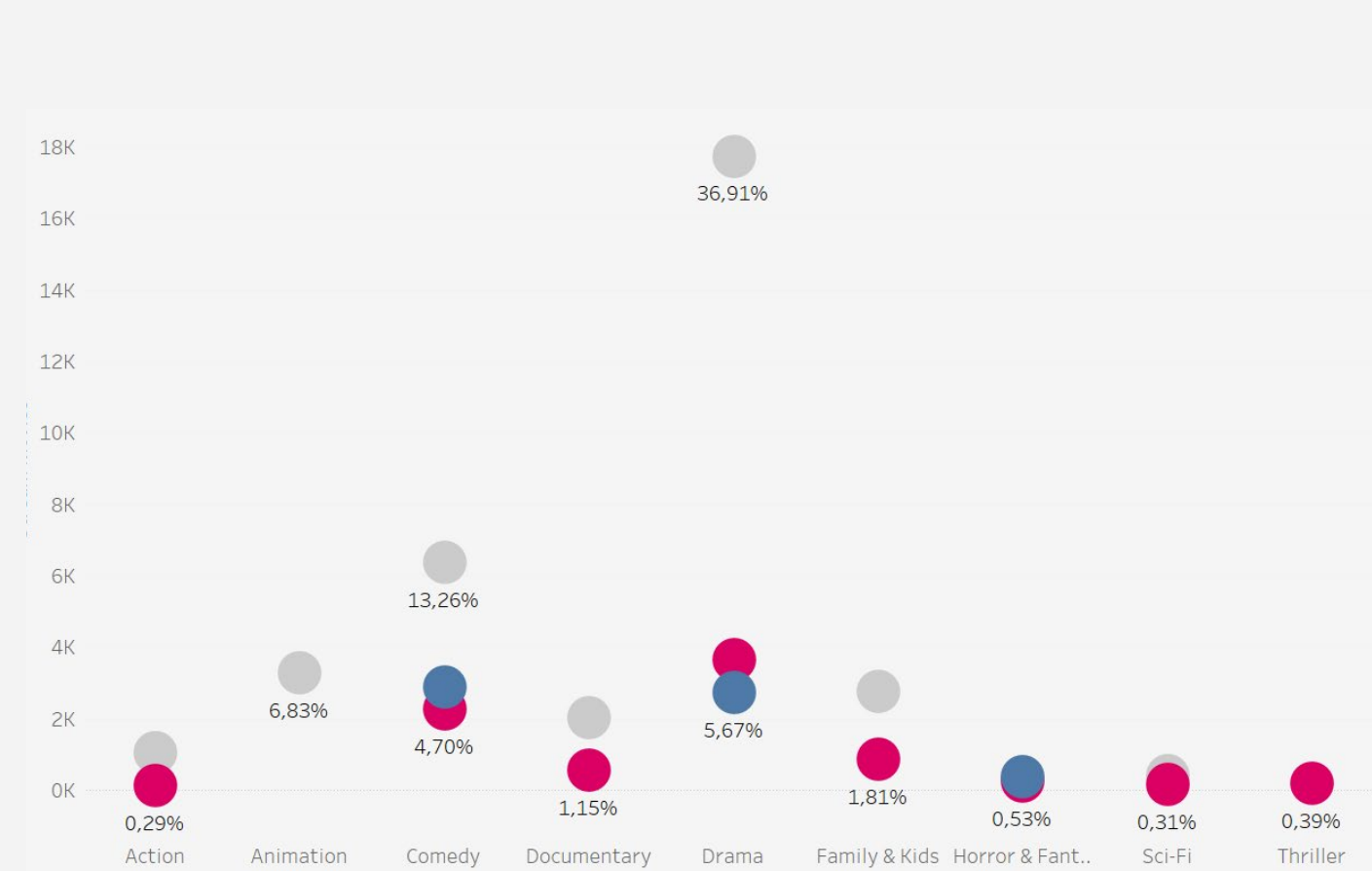
Only the Top 10 goes over the 1M streams bar. Drama sits at the top of the heap with 21M streams, with English-speaking movies leading the list. Beyond the American and European content, we find Turkish Netflix's Original "10 Days of a Good Man", which is classified in the Top 16. Due to the demographic and social attachment, Turkish content is becoming regular in the German charts. Amazon gains some spots at the Top 20 thanks to tentpole "Dune" and "Shazam", a funny take of the DC Superheroes IP. Chilean "Sayen" (#43) on Prime Video secures a place for LATAM.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS	
1 All Quiet on the Western F..	Netflix	DE	2	Drama	2,437
2 Are You	Netflix	ES	4	Comedy	1,572
3 Noise	Netflix	BE	6	Drama	1,473
4 Faraway	Netflix	DE	7	Comedy	1,383
5 If It Don't Fit, Use a Bigge..	Netflix	DE	12	Comedy	876
6 Tonight You're Sleeping w..	Netflix	PO	19	Drama	609
7 Era ora	Netflix	IT	21	Comedy	559
8 Merkel	Netflix	DE	22	Documentary	552
9 Monsieur Claude und sein ..	Amazon	FR	4	Comedy	514
10 Gut Gegen Nordwind	Netflix	DE	26	Drama	485
11 In His Shadow	Netflix	FR	27	Drama	484
12 Miami Vice	Netflix	DE	28	Drama	455
13 Sams im Glück	Netflix	DE	31	Family & Kids	412
14 School of Magical Animals	Amazon	DE	8	Family & Kids	315

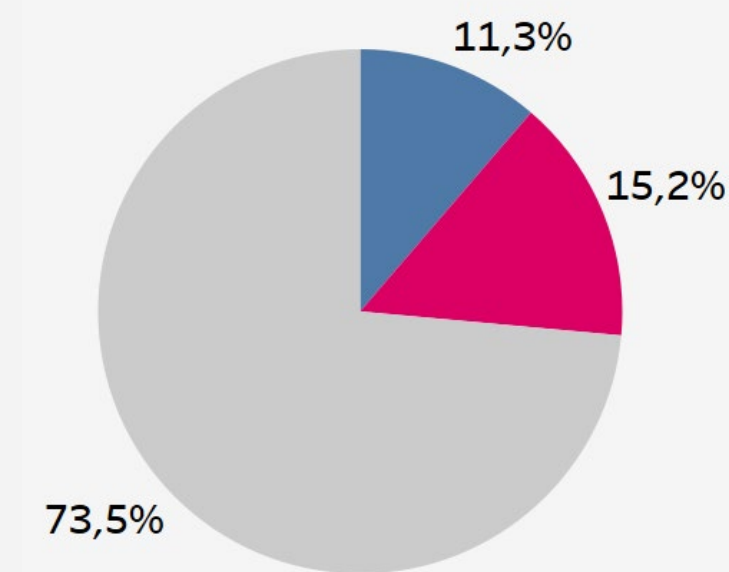
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	DE
Action		1
Comedy	4	2
Documentary		1
Drama	4	4
Family & Kids		3
Horror & Fantasy	2	1
Sci-Fi		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Germany Others

EUROPEAN CONTENT ROSE ITS PRESENCE, PARTICULARLY FROM NEIGHBOURING MARKETS

The German productions share rose 7% compared to the previous month, as Spain, France and Italy films also increased their viewing quota. 14 local and 10 European films made it to the list: leading Spanish rom-com "Are you", Belgian "Noise" and Polish "Tonight You're Sleeping With Me". German productions are present in several genre baskets but only Documentaries outperformed with a 6% total share.

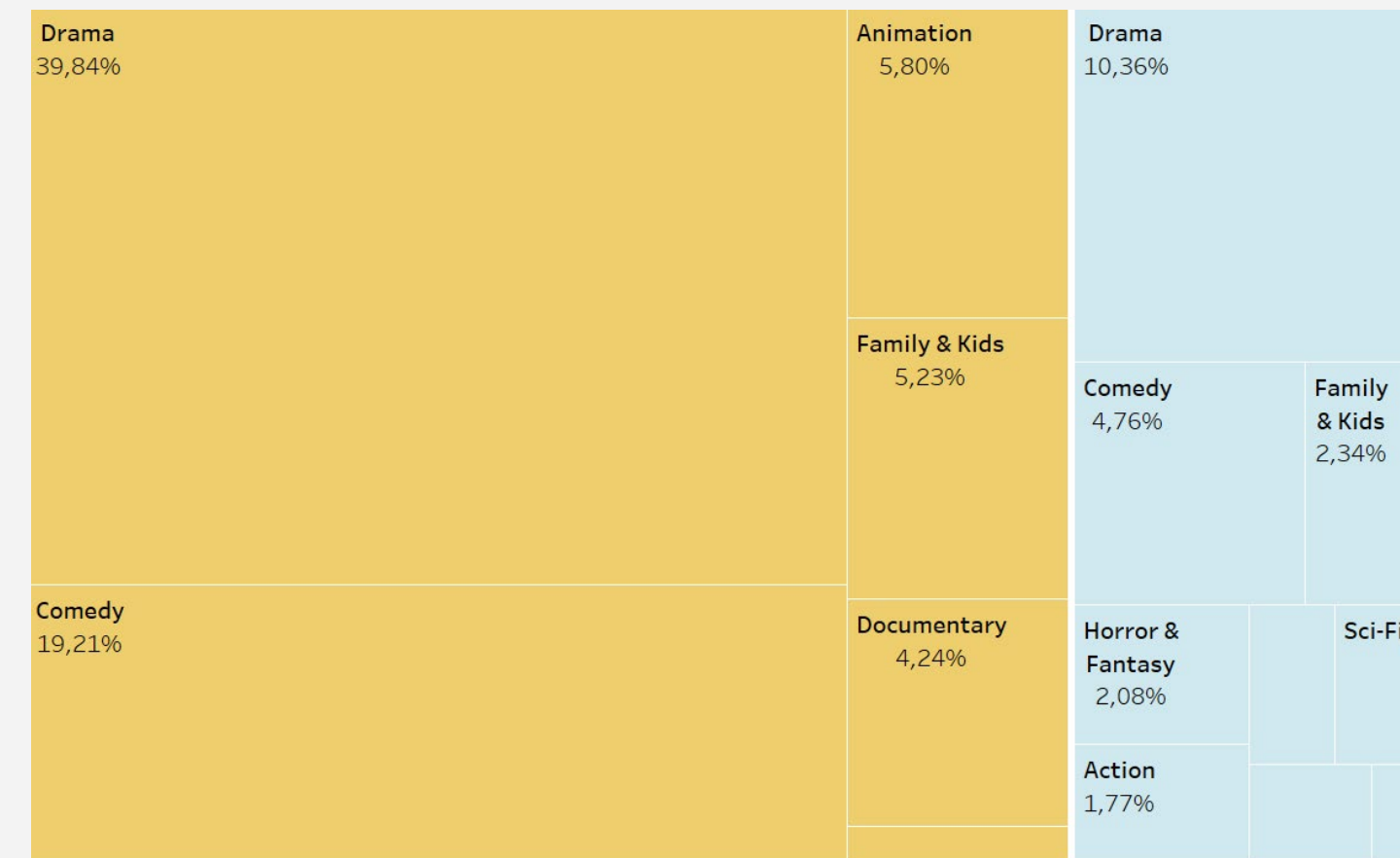
Three German family-friendly films made it to the Top100, a segment notably dominated by European content and a clearly growing trend of local content for the past months.

EUROPEAN FILMS DROP 8 POINTS OF SHARE

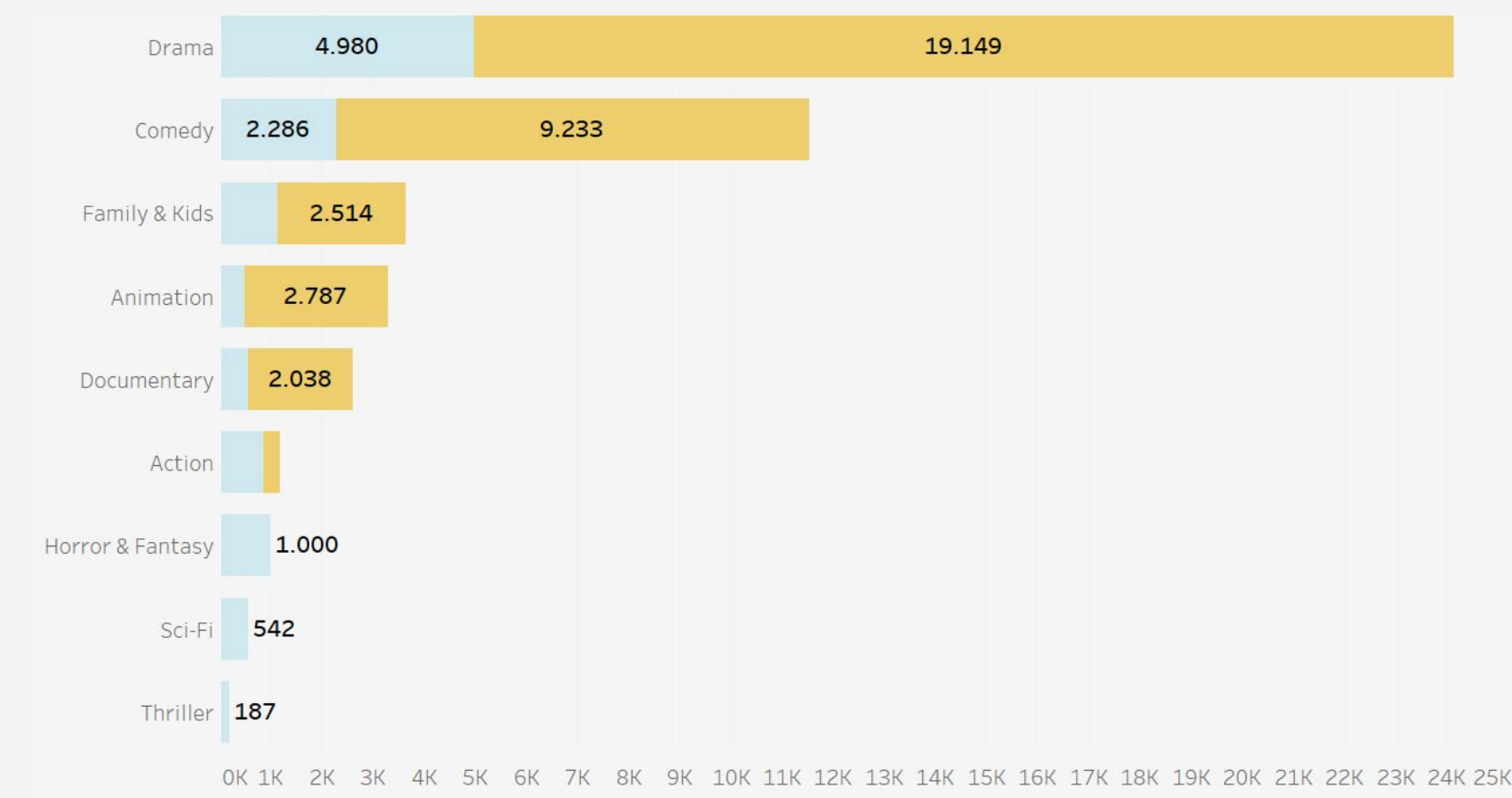
European productions topped Horror & Fantasy performing above local movies tagged with Drama and Comedy. European titles sit, on average, among Top 18 on Netflix and in the Top 25 on Amazon. Polish content was in demand from April to December, with a peak of 30% share and clear ups and downs matching content availability. But since 2023 it hasn't gotten beyond the 5% share bar.

GERMANY 100 MOVIES | SVOD PLATFORMS

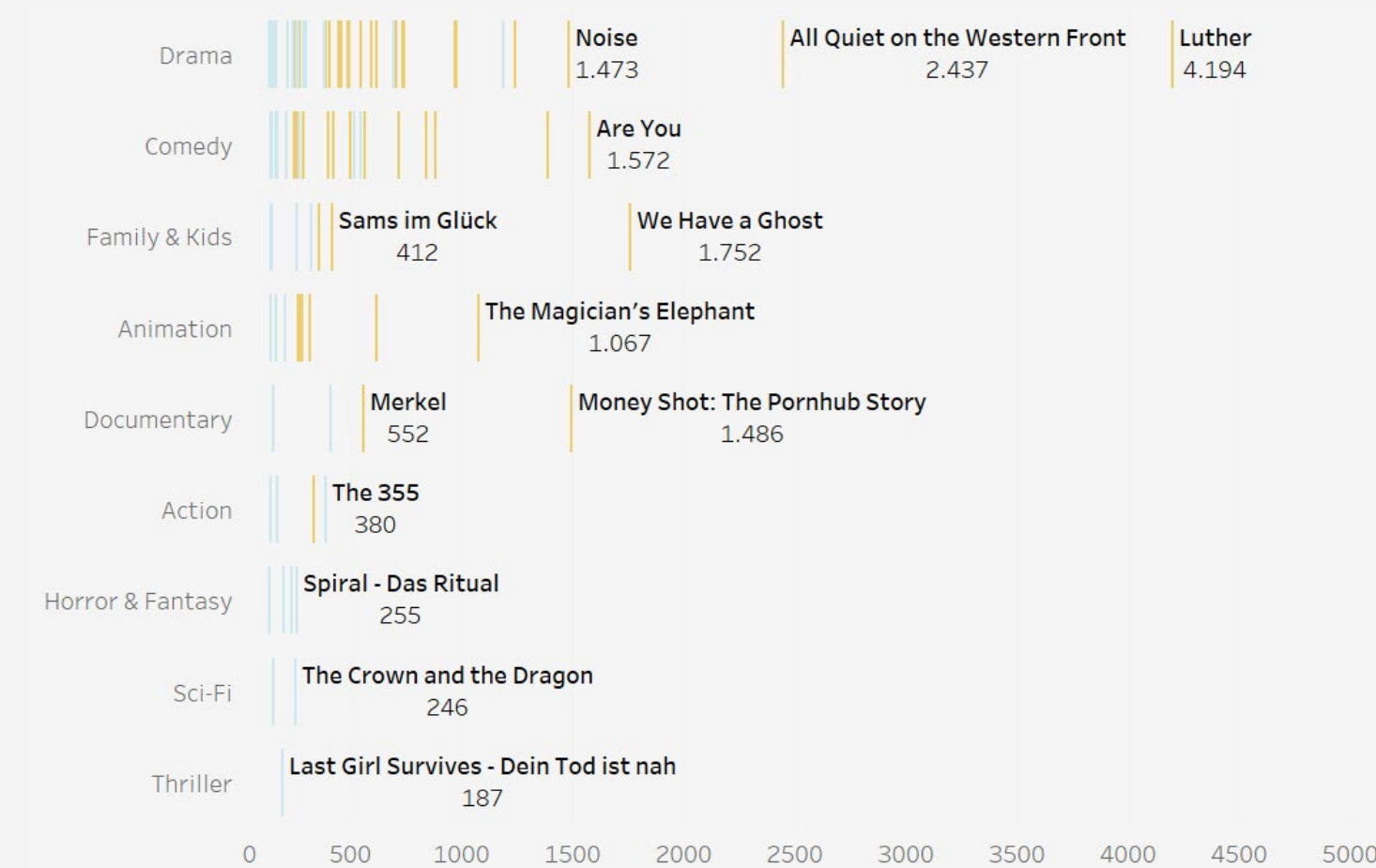
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

PRIME VIDEO ACHIEVES ITS HIGHEST RATE OF 25% IN GERMANY

Like in Spain, Netflix hasn't recovered from the drop and stayed flat at around 75% share. "Dune", "Nobody", "The 355", and the overall increasing performance of Action, Horror & Fantasy, Sci-Fi and Thriller, have placed the streamer in a strategic position. Still very far away from Netflix's 36M streams, but Prime is clearly in the game with 12M streams.

DRAMA RANKED FIRST IN BOTH SERVICES WITH A 35% QUOTA ON NETFLIX AND A 9% ON AMAZON

Germany joined the global trend of Netflix's latest releases watching popular content such as topper "Lucifer", which overly performs with 4.2M streams against the second-best "Noise" reaching 1.4M. The market is a good example of how global hits can share space at the top grid with local productions such as "Merkel". This film provides a comprehensive look at the former German chancellor following her indirect path to becoming the most powerful woman in the world. Netflix features an outstanding and unprecedented collection of German productions, including popular titles like "Faraway" and "If It Doesn't Fit, Use a Bigger Hammer," which have helped the streaming service capture a 19% market share in Germany.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

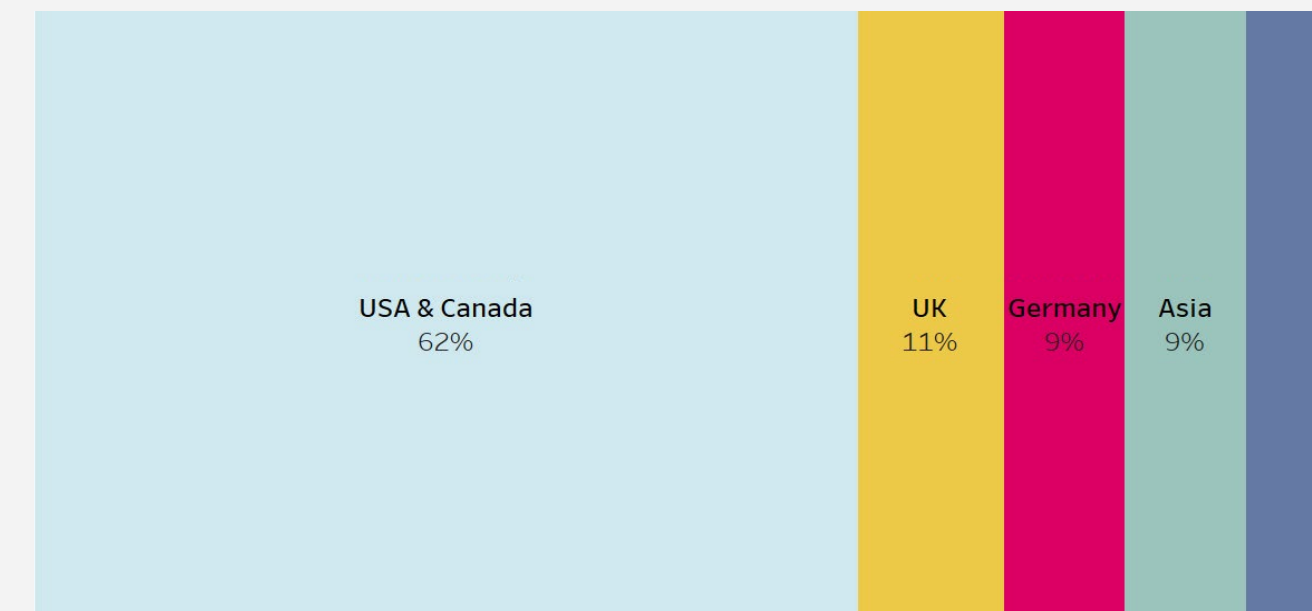
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	59.053
		Amazon	Comedy	10.630
2	Too Hot to Handle Germa..	Netflix	Game-Show & Reality-TV	24.391
3	The Night Agent	Netflix	Drama	22.082
4	You	Netflix	Drama	20.325
5	Two and a Half Men	Amazon	Comedy	19.939
6	Outer Banks	Netflix	Family & Kids	19.323
7	Shadow and Bone	Netflix	Drama	13.966
8	Sex/Life	Netflix	Comedy	12.567
9	PAW Patrol	Netflix	Animation	11.224
10	Carnival Row	Amazon	Drama	9.482
11	Brooklyn Nine-Nine	Netflix	Comedy	8.495
12	Naruto: Shippūden	Netflix	Animation	8.320
13	The Glory	Netflix	Drama	7.209
14	The Consultant	Amazon	Comedy	5.748
15	Formula 1: Drive to Survive	Netflix	Documentary	5.718
16	MH370: The Plane That Di..	Netflix	Documentary	5.712
17	Luden	Amazon	Drama	5.165
18	Star Trek: Picard	Amazon	Comedy	5.119
19	Triada	Netflix	Drama	5.052
20	Maya the Bee	Netflix	Animation	4.775
21	The Good Doctor	Netflix	Drama	4.702
22	Luther	Netflix	Drama	4.164
23	The King of Queens	Amazon	Comedy	4.118
24	Young Sheldon	Amazon	Comedy	4.094
25	Wednesday	Netflix	Family & Kids	4.044
26	Lucifer	Amazon	Comedy	4.033
27	The Mentalist	Amazon	Drama	3.930
28	The Walking Dead	Netflix	Documentary	3.908
29	Whom Were We Running ..	Netflix	Drama	3.880
30	Boruto: Naruto Next Gene..	Netflix	Animation	3.747

SHOWING 30/55 - [See complete chart here](#)

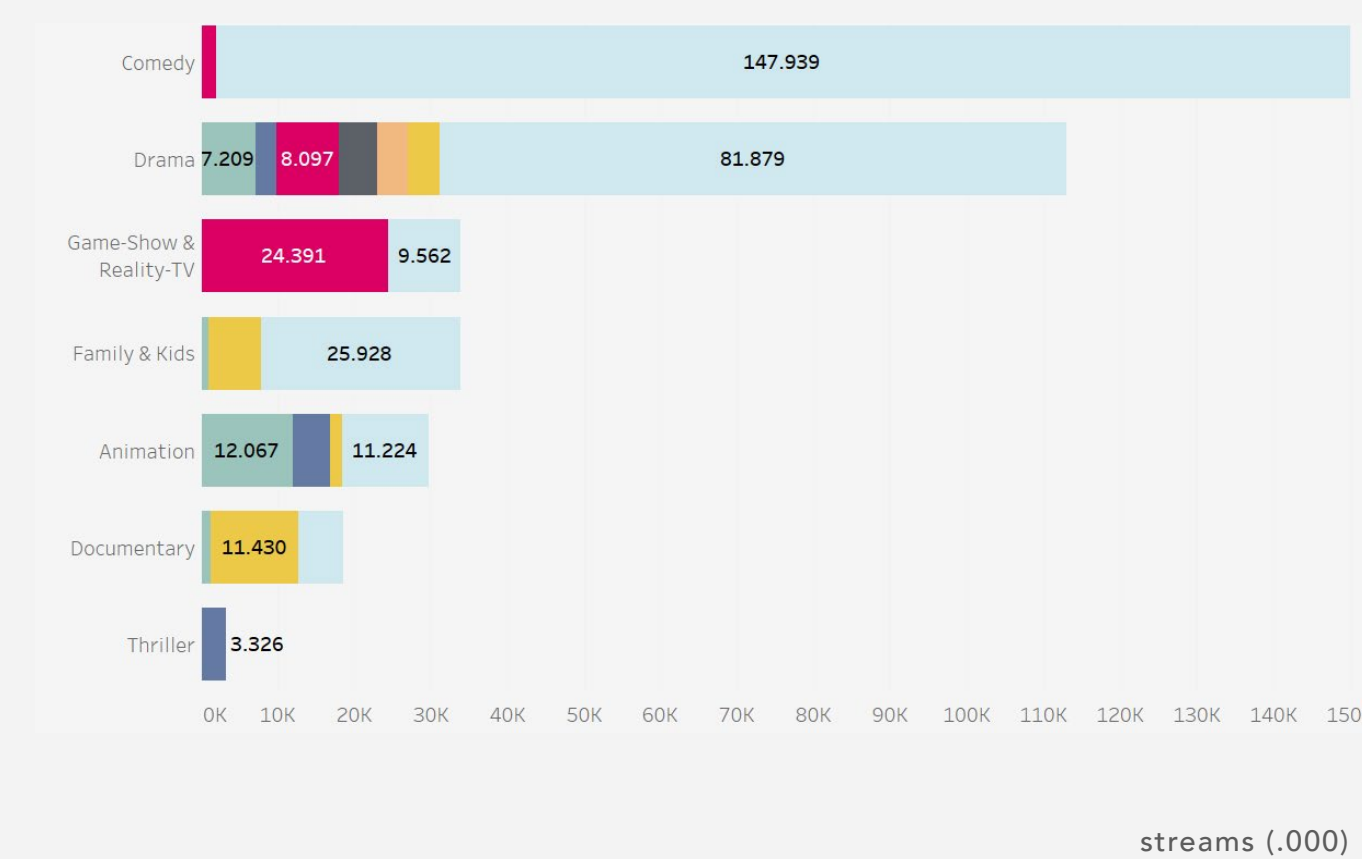
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



PRODUCTION COUNTRIES: Usa & Canada Europe Germany Asia UK Latam Other

AMERICAN CONTENT IS THE SOFT STOP OF GERMAN AUDIENCES

The Drama series managed to secure a 35% share, just behind Comedies with a 38% viewing quota, primarily due to "The Big Bang Theory." It is worth noting that Netflix Original Dramas such as "The Night Agent," "You," and "Shadow and Bone" have made it to the Top 7 and over the 14M streams bar.

When comparing the series and movie charts, it's evident that Series need to pair diversity in terms of country of origin. German movies performed only behind American ones with a 14% share, while series only scored 9%, with "Luden" in #17 adding some streams to the local scoreboard. However, Drama series do show a slight upsurge in local, Asian, and LATAM content.

REALITY TV'S MADE THE THIRD MOST WATCHED GENRE WITH 34M STREAMS

The genre doubled its size compared to last month with up to 8%. Dating TV-realities made it to the Top 100 chart, with the German version of "Too Hot to Handle" leading the list with 24M streams. A clear trend on the rise in Italy and France as well. These realities started performing shily two years ago and are now true top locomotives for the streamers.

GERMANY 100 SHOWS | EUROPEAN FOCUS

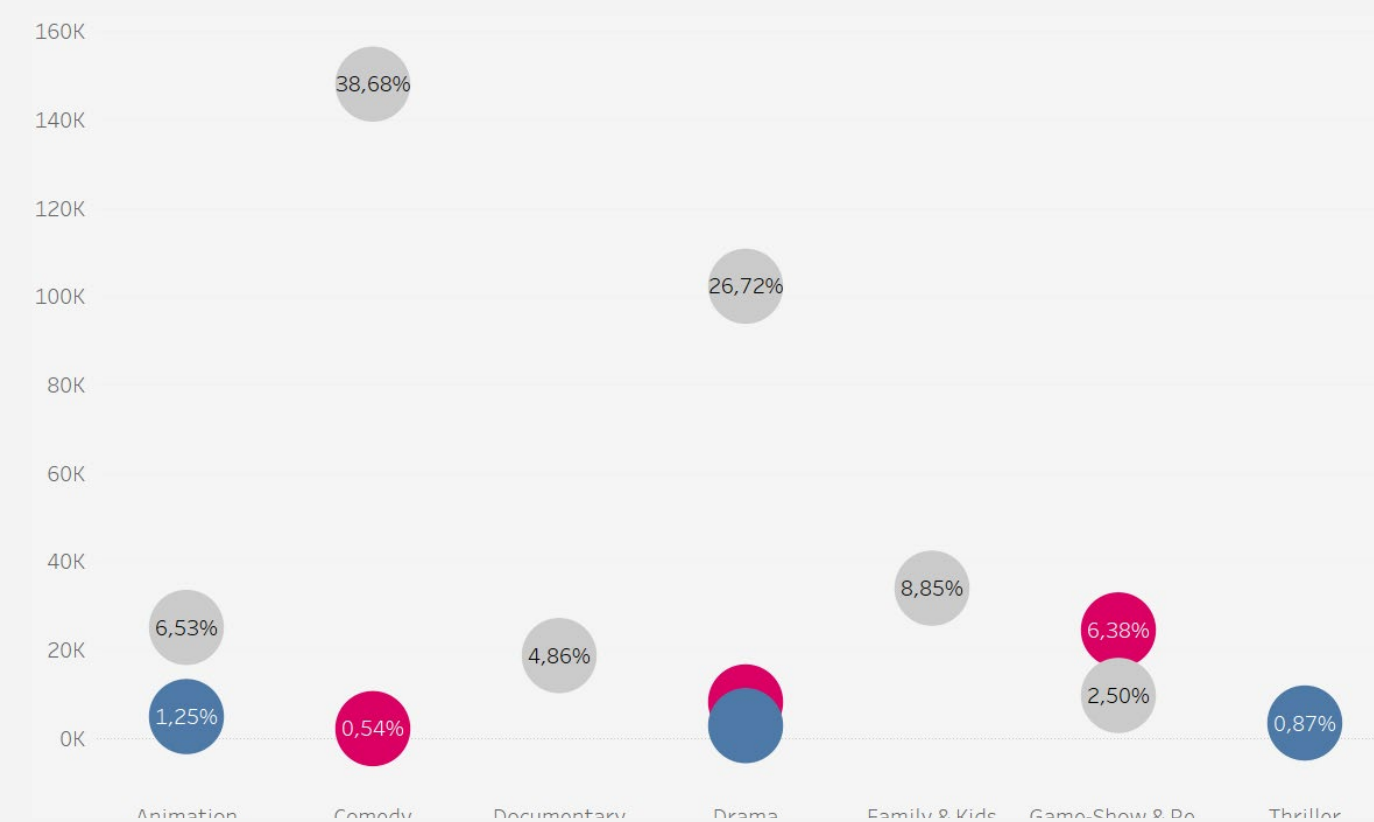
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	
1 Too Hot to Handle Germa..	1 Netflix	DE 1	Game-Show & Reality-TV	24.391
2 Luden	1 Amazon	DE 3	Drama	5.165
3 Maya the Bee	1 Netflix	FR 24	Animation	4.775
4 Hasta el cielo	1 Netflix	ES 37	Thriller	3.326
5 Lauchhammer - Tod in der ..	1 Netflix	DE 40	Drama	2.932
6 Lidia Poët	1 Netflix	IT 49	Drama	2.729
7 HILLarious	1 Amazon	DE 43	Comedy	1.065
8 Die Discounter	2 Amazon	DE 47	Comedy	984

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

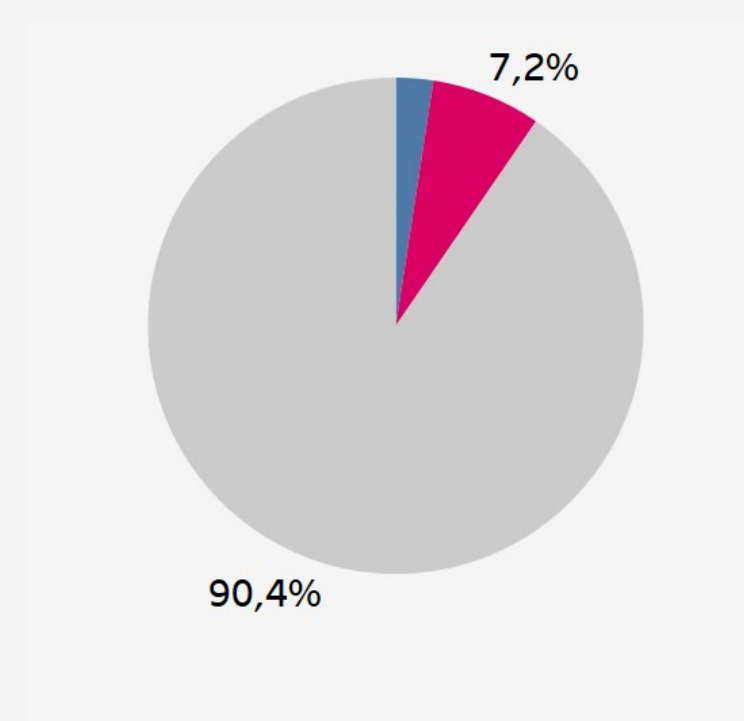


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Animation	1	
Comedy		2
Drama	1	2
Game-Show & Reality-TV		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Germany Others

YOUNG ADULT EUROPEAN SERIES SURVIVE THE TOP 100 CUT

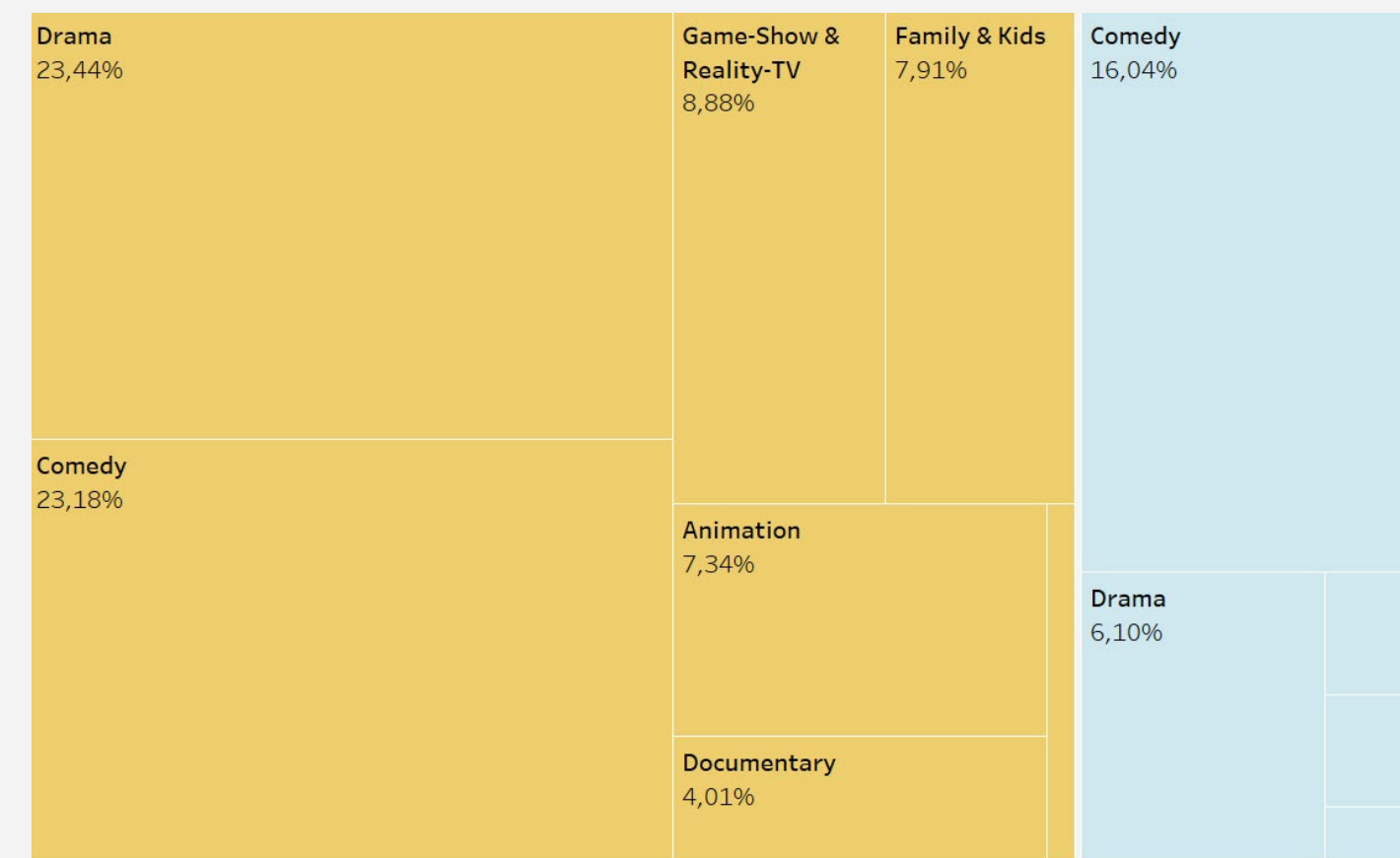
Spanish Thriller "Hasta el Cielo" and "Lidia Poët" sit at the bottom of Netflix's Top 50 chart in Germany but manage to perform over German comedies on Amazon. After leading Netflix's top series for several weeks, 'Hasta el Cielo: La serie' has been confirmed as one of the most potent Spanish series in 2023. The series is inspired by a shocking actual robbery in Spain, and continues the story after the end of the movie with the same name, starting point of the IP, starring Miguel Herrán and Carolina Yuste.

Also based on a real story, "Luden" is a German mini-series that premiered on Amazon Prime Video and made the platform's podium in March. The production is based on true events and tells the story of a renowned pimp who lived during the 80's. Still, the excellent performance of the mini-series doesn't reach Netflix figures.

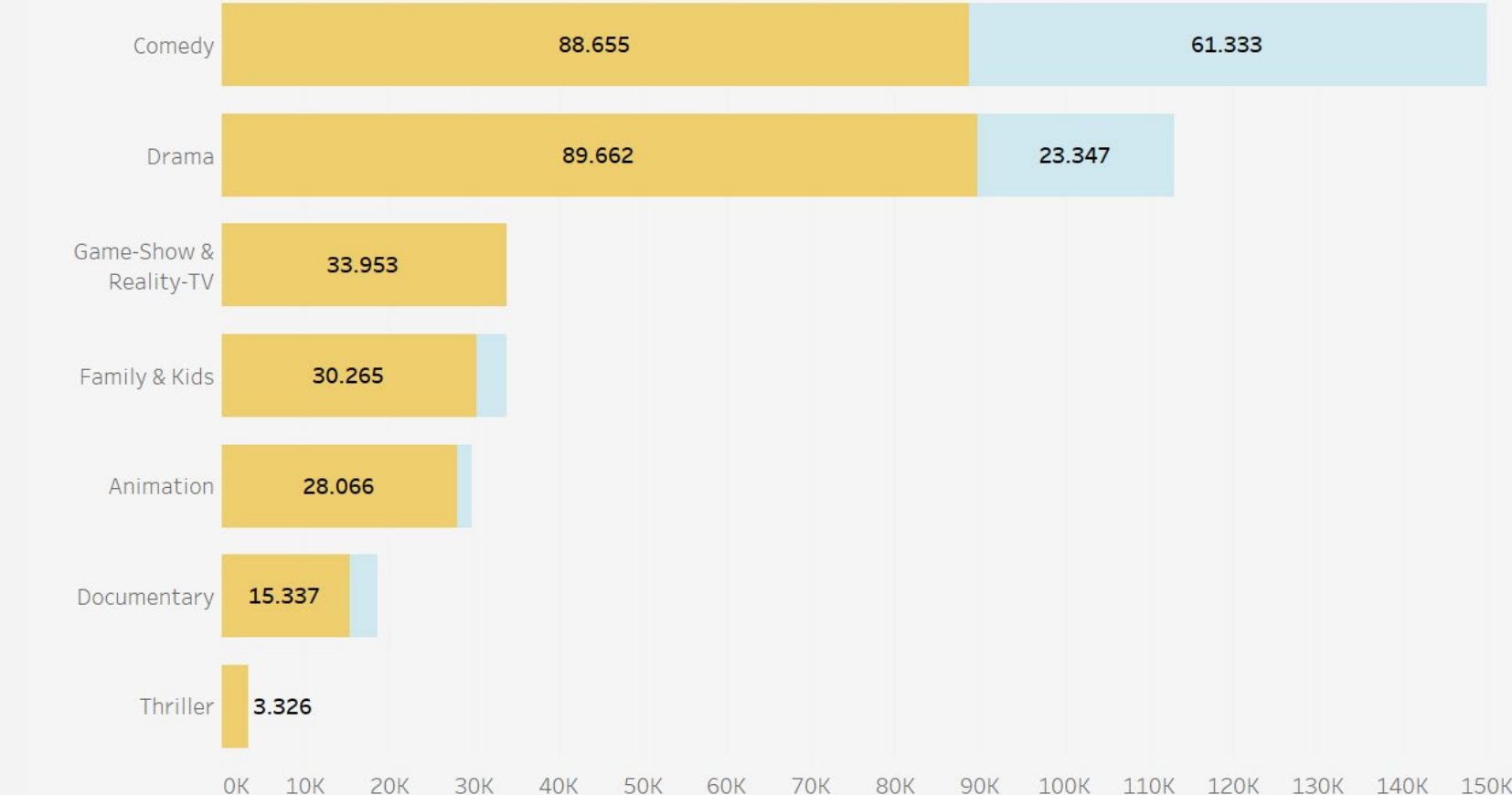
Unlike other territories, the fact that American productions hold more than 80% of the market share is preventing European productions from entering the Top100.

GERMANY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

AMAZON PRIME VIDEO'S COMEDIES SET A NEW SHARE RECORD OF 16%.

"Two And a Half Men" (with 20 million streams) has outperformed "Sex/Life," an Original content on Netflix and is now a top Comedy figure for Prime. The streaming service increased by 5 points its share in the market. As licensing agreements reach new expiry dates, the SVOD companies have to take good care of their Original content and keep investing in it. However, as we point out in this month's Hot Title in Spain, both Amazon and Netflix are finding cost-effectiveness strategies by prioritising licensing titles and finding a new balance.

Drama on Netflix sits at the first step of the streamer with 23% total sharing quota. Prime Video' "Carnival Row" performed behind Netflix originals with 9.4M streams. Only three Amazon titles made it to the Top list in a genre where the N-giant dominates.

HOT TITLE BRANDING

CELIA FUMANAL
INNOVATION DIRECTOR



THEATRES RELEASE AS THE ONE AND ONLY MARKETING STRATEGY. “ALL QUIET FROM THE WESTERN FRONT” PROVES DIFFERENTLY.

Edward Berger’s new take on the classic 1929 novel entered Netflix’s Most Popular Non-English Films list shortly after its second week of release in October and conducted the Top 10 in more than 90 countries. The movie’s fate was undoubtedly on the bright side of the Netflix Original’s prestigious strategy. The streaming giant has been chasing the opportunity to hold independent films in A-festivals and primary awards races. Before becoming Oscars-winning Best International Feature Film, the movie had made significant noise in the critique circuit with more than seven awards in its pockets. This time it worked.

In a different fashion than its contenders, the film did not begin its awareness journey with a wide theatrical release, as Netflix had intended for their previous highly anticipated films. “All quiet at the Western Front” has been doing exceptionally well and has sustainably been placed on the Top 20 index for the past six months. As reported by Netflix in March, It has been viewed for 150M hours globally since its release on the platform, and our records show that it has collected 34.4M streams in the five markets. This success has set a new narrative on Netflix showcase, and it is applauded by its cinema-goer community.

“All Quiet On the Western Front” has broken the indifference spell that Netflix’s primary audience showed to movie award contenders. Our reports show that films that made it to the Oscar shortlist did not translate their buzz into a significant number of streams. We don’t have to rewind too far to imagine Netflix’s disappointment when they were pipped to the post by Apple as the first streamer to win the Best Picture Oscar in 2022. Netflix was the first to go seriously after the Oscar statue with “Roma” and “The Irishman”. After years of knocking at the door, it felt natural when “CODA ” found the right strategy and won the gold.

There are countless theories about Netflix joining the most prestigious circuits of the film industry. It’s unlikely that this purpose can only be seen as a method to gain new subscribers, as the lowering viewership numbers don’t support that idea.

Remember that self-esteem is a powerful business driver. Netflix is not just a distributor but also considers itself a creator. The company strives to produce successful independent films and wants to show the filmmaking community that it is a reliable partner. Netflix is committed to delivering success and creating great hits.

According to Wendy Mitchell’s Equinox I editorial, some insiders estimated that Netflix spent around \$100 million during the 2020 awards season. During a conversation with IndieWire, Marian Lee, Netflix’s chief marketing officer, stated that the company’s priority is not to showcase their films in theatres for a limited time or win awards, but to generate enthusiasm and interest for their movies, allowing people to enjoy them on Netflix in the end. Awards build enthusiasm, whether they’re achieved, or not.

Zooming out to our semestral report EQUINOX II, “Los Renglones Torcidos de Dios” and “Athena” are examples of Netflix European prestige scoops to enter the entertainment customer’s ecosystems. Oriol Paulo’s feature has gained wider popularity internationally, with a particular emphasis on audiences in Spain and France. With “Athena”, launched in Cannes Un Certain Regard, France set a record quota of 42% (3.3M). The buzz was lower in the other European markets, where the film was in and around the top 20, achieving relatively moderate numbers. Check these and other insights in our report Think Data Equinox II which will be also published this month.

GLOBAL TAKES

- 1 / **Spain Keep on Losing Streams - Impacting Prominently North America.** Fortunately, this decline is not affecting European or local content but rather content from the USA & Canada. Overall, North American content is losing its influence in all movie markets except for the UK. The markets where Netflix initially implemented account-sharing measures were Canada, New Zealand, Portugal, and Spain. Since then, streams in Spain have seen a significant decline, now reporting only half the number of streams compared to a year ago. It is likely that Netflix is implementing these measures with the hope of stabilising the situation, as they would not have taken this step if they did not believe it would bring greater benefits in the medium to long term.
- 2 / **Non-Original Spanish Dramas are the Main Characters this Month.** A significant portion of this month's most popular titles are acquisitions from Mediaset or National Television. Is Netflix altering its content strategy? Some argue that exclusivity is no longer sustainable in the ongoing streaming war, where platforms, particularly Netflix, have been heavily investing in original content. We understand the reasoning behind it – exclusivity enhances brand value, which is crucial in this highly competitive landscape. However, in a budget cut context, is it time to reconsider exclusivity and embrace content sharing? Explore Italy's Hot Titles Article to delve deeper into this matter.
- 3 / **March is the Italian Renaissance: Local Productions Resile and Break Records.** Local shares are keeping up with the outstanding numbers Italian movies have achieved in the last four months since December. This month, they have gathered almost 18% share, thanks mainly to "Era Ora". Show-wise, March 2023 sets a new record for the highest share of local shows, accounting for 31% of the total streams. This represents almost one-third of the streams and is only 20% less than the share of the USA & Canada, which is truly remarkable.
- 4 / **Frances Ha (Ha) this month with local and European comedies.** French comedies collected 67% of the local production share surpassing the 10M bar; a similar peak was registered in October with 8.4M streams. Comedy follows the content leader closely, with 20M streams and 31 movies on the Top 100 chart. Counting down, 60% of comedies in the Top 100 have a European origin: 17 French films and 4 European ones. Spanish Rom-com original "Are you" and other Romcoms and Dramedies from Germany and Italy are listed in the charts around 1M streams.
- 5 / **Amazon Prime Video sets new viewing share records in Italy and France.** In the show market, Prime has had amazing success in two markets. In France, the e-commerce platform sets a new 23% viewing share record with "LOL, qui Rit, Sort" beating the scores with almost 10% total share, propelling the Reality-TV genre to the first spot of Prime Video for March. In Italy, is it also the LOL IP that propels the new record. This month, the company controls more than one-third of the total streams, achieving one of its best figures in Italy and across the five analysed countries.
- 6 / **The top ten rankings in the UK show a close competition between Netflix and Amazon, with equal representation from both platforms.** The dominating genre in these rankings is Documentary. Taking the coveted number one spot is Netflix's "MH370: The Plane That Disappeared," attracting a viewership of 12.5 million. Meanwhile, the second position is held by Amazon's original series "Jeremy Clarkson: I Bought a Farm". All of this content is based on local familiar formats, some popularised decades ago by local linear TV. This trend shows that Prime Video is putting its skates on generating leading concepts that compete with the N-Giant in the UK and abroad.
- 7 / **"All Quiet on the Western Front" is silently becoming one of the longest shelf-life of European titles we've ever witnessed.** The German Oscar-winning movie is becoming particularly successful, with over six months at the top of the charts since its release on October 14. The award-driven movie's high performance is powerfully pertinent to Netflix's prestigious strategy to catch cinephile audiences. The film clocked 150 Million hours viewed in the first daytimes of March and it has collected more than 34M views.
- 8 / **Germany, France and Spain raise their viewing data in detriment of US productions.** 14 local and 10 European films made it to the list in Germany making this country amass 7 additional local share points. Three German family-friendly films made it to the Top100, a segment notably dominated by European content and a clearly growing trend of local content for the past months. These positive trends add Germany to the healthiest local markets. A year ago, it was one of the most Americanised ones.
- 9 / **Drama is the Undebatable Leader in France, specially when based on books.** Drama is the most diverse genre regarding the origin of production countries; Asia gathers almost 20M streams and Europe 15M. But no doubt, American content fuels the genre with 130M streams and fastens its leading position with a 64% catalogue share. Drama on Netflix summed up 32% total viewing quota, having a couple of Originals at the top of the list, many of them being based on novels.

THINKDATA.

BRIDGING THE DATA GAP

MARCH 2023

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