# THINKDATA BRIDGING THE DATA GAP MAY 2022

## **THINK DATA:** Bridging the data gap

#### Don't write Netflix off yet.

Speculation and a difficult Q1 report may suggest that Netflix is starting a decline. The widely publicised losses in its subscription base are explicable by fierce competition, inflation, a post-pandemic world and screen exhaustion. However, in the Q2 reports, Netflix announced that the churn in its subscribers was not as dramatic as expected.

Industry gossip pointed to "Stranger Things" as the show likely to save the day. However, when we look at the data, we realise Netflix is here to stay for long. The solid strategy of the N platform is not entirely dependent on isolated titles or lucky breaks. Netflix doesn't leave cracks, or empty gaps; it tackles each and every audience with a different show and film every month and delivers. Across territories, we can see this month that "Stranger Things" is certainly not the only show people watch. Besides several American films and shows that perform well in every genre, European Glocal content has massive importance and variety, with content of Latin American, Spanish, French and Polish origin all delivering excellent results this month. Audiences were treated to a generous amount of very diverse fare, from telenovelas to Europeanproduced Young Adult series, Action movies and comedies, and were able to see a broad range of content on Netflix worldwide).

"Netflix is here to stay for long. The solid strategy of the N platform is not entirely dependent on isolated titles and lucky breaks. Netflix doesn't leave cracks, empty gaps; it tackles each and every audience with a different show and film every month and delivers."

**BY SARAH CALDERÓN - CEO** 



#### **RAQUEL CABRERA - STRATEGY DIRECTOR**



Amazon cannot tell the same story. With 10-20% of views in the cumulated territories, there are several clearly identifiable problems: the main one is that there doesn't seem to be a consistent strategy behind the battles that could have been won. Month after month, Prime Video is not evolving. Sometimes it breaks through in genres like Drama or Comedy,but brusquely deflates the following month. In other territories, Amazon simply doesn't have any locomotives to drive an audience and just eats crumbs from non-exclusive content. The combination of both issues: discontinuity and the lack of a hit, make it impossible to deliver better results.

## THEFILMAGENCY

## THE PRESS SAY ABOUT US

**11** 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.



**66** 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

## **EL PAÍS**

" European content.



**1** 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.

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



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



## 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 hove 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



## EDITORIAL

The press blows hot and cold, but the decision from consumers is clear. Viewer habits have changed alongside entertainment technology and streaming platforms continue to eat further into the cake of total viewing time. The news that streaming had overtaken broadcast TV came first from Nielsen's recent Streaming Gauge publication, and as all European creatives know, what happens in the United States normally affects us. Netflix may not be growing their global subscriber-base, but the data in this report shows that they are clearly the market-leader in the SVOD space. Ergo, Netflix is the market-leader in a segment set to dominate the video sector. As Think Data point out in this report, Netflix's multipronged approach is the key to their success. The only time Prime Video content makes the top lists is when an outstanding piece of content pushes its way to the fore. They are having success with some localisation attempts in-market, nonetheless, they are winning small battles to ultimately lose the war. That said, looking ahead Prime Video has "The Boys", Amazon's answer to "Stranger Things", and then the highly anticipated "Lord of The Rings" series, "The Rings of Power" coming up... And that's after the acquisition of James Bond IP. Are we starting to see Prime Video doubling down on their content strategy?



So far in 2022, Digital i has expanded SoDA's measurementtofivenewEuropeanterritories:Denmark, Sweden, Finland, Poland and the Netherlands. Once again, Think Data's key observations are true: Netflix holds steady control of the SVOD viewing share. Across 2023, SoDA will expand into further markets and cover more global platforms.

**SOPHIA VAHDATI** 

Withoutadoubt, this month's issue speaks of opportunity for content creators, especially those working on Young Adult and Comedy projects. Know the market dynamics. Stay inside the viewing revolution.

> Sophia Vahdati Digital-i Marketing Director



## **SPAIN 100 MOVIES OVERVIEW**

#### **TOTAL STREAMS BY MOVIE** NETFLIX - AMAZON

	MOVIES F	LATFORM	GENRE
1	Amor de madre	Netflix	Comedy
2	La familia perfecta	Netflix	Comedy
3	Senior Year	Netflix	Comedy
4	The Takedown	Netflix	Action
5	A Perfect Pairing	Netflix	Comedy
6	365 Days: This Day	Netflix	Drama
7	Toscana	Netflix	Comedy
8	Along for the Ride	Netflix	Drama
9	F*ck de liefde 2	Netflix	Comedy
10	Érase una vez Euska	idi Netflix	Drama
11	No Time to Die	Amazon	Action
12	Silverton Siege	Netflix	Action
13	Sonic the Hedgehog	Netflix	Action
14	Captive State	Netflix	Action
15	40 Years Young	Netflix	Adventur
16	Our Father	Netflix	Crime
17	Jackass 4.5	Netflix	Animation
18	365 Days	Netflix	Drama
19	The Mystery of Marily	Netflix	Documen
20	Rumspringa	Netflix	Comedy
21	The Game	Netflix	Drama
22	A Farewell to Ozark	Netflix	Documen
23	The Adam Project	Netflix	Action
24	Night School	Netflix	Comedy
25	Najmro	Netflix	Action
26	Barbie as The Princes	s Netflix	Family & F
27	Veneciafrenia	Amazon	Horror
28	Red Notice	Netflix	Action
29	Public Enemies	Netflix	Biography
30	Bubble	Netflix	Animation

6 100
6.188
5.231
3.780
2.944
2.469
2.337
1.836
1.421
1.335
1.323
1.291
1.021
876
873
860
837
807
788
776
677
675
605
595
524
509
471
461
461
453
439

SHOWING 30/100 - See complete chart here

streams (.000)

Adventure Biography Fantasy Short

Comedy

Action Drama

Animation

Family & Ki Documenta

Crime

Horror

Thriller

Sci-Fi

**SPAIN 100 MOVIES** 

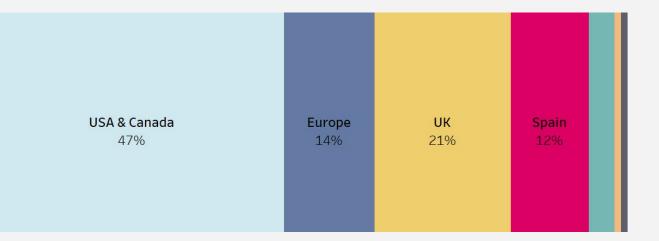


#### **PRODUCTION COUNTRIES**

- Asia Europe
- Latam
- Other
- Spain
- UK
- Usa & Canada

### **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON

									NOV 11 10 100 100 100 100 100 100 100 100	_
	7.	272				12.738			4.176	E
3	.605	3.	548	3.233						
3.	364	1.323	3.218							
1.983	3									
1.261										
1.381										
860										
830										
389										
386										
214										
0K 1K	2K 3K	4K 5K	6К 7К	8K 9K 10	K 11K 12	K 13K 14K	15K 16K 17K	18K 19K 2	OK 21K 22K 2	23K 24K
									streams	(.000)

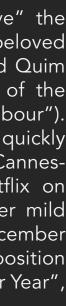
#### COMEDIES CONQUERED THE TOP 3, **LED BY LOCAL PRODUCTIONS**

In the first position, we find "Mother's Love" the Netflix production starring two familiar and beloved faces of Spanish Comedy, Carmen Machi and Quim Gutiérrez, directed by a usual collaborator of the streaming Service, Paco Caballero ("The Neighbour") The film was released on the 29th of April and quickly rose to #1. "La Familia Perfecta" directed by Cannesselected Arantxa Etxebarria landed on Netflix on May 11 and conquered the #2 position after mild box office success in Spanish cinemas last December 2021, where it collected 1.3M €. The third position belongs to the American teen-comedy "Senior Year", starring Rebel Wilson.

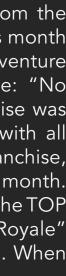
#### JAMES BOND SAVES THE (CONTENT)...AGAIN

21% of the content in the TOP100 comes from the United Kingdom, 15% more than the previous month with a clear flagship represented by the last adventure of the most famous secret agent of all time: "No Time to Die". The new film of the 007 franchise was released in May on Primer Video, together with all the close to 30 previous instalments of the franchise, and accumulated 1.2 M streams during its first month. Classic movies from the 007 saga sneaked into the TOP 100, like "Spectre" (2015) at #49, "Casino Royale" #59, Quantum of "Solace" #61, "Skyfall" #62. When binge-watching, does age matter?





#### UK



• P.2 💻

## **SPAIN 100 MOVIES | EUROPEAN FOCUS**

#### LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES P	LATFORM		POSITION	GENRE								
1	Amor de madre	Netflix	ES	1	Comedy	6.18	8						
2	La familia perfecta	Netflix	ES	2	Comedy	5.23	1	1					
3	The Takedown	Netflix	FR	4	Action	2.94	4						
4	365 Days: This Day	Netflix	PL	6	Drama	2.33	7						
5	Toscana	Netflix	DK	7	Comedy	1.83	6				_		
6	F*ck de liefde 2	Netflix	NL	9	Comedy	1.33	5	1					
7	Érase una vez Euskadi	Netflix	ES	10	Drama	1.32	3						
8	365 Days	Netflix	PL	17	Drama	788			1.5				
9	Rumspringa	Netflix	DE	19	Comedy	677							
10	Najmro	Netflix	PL	24	Action	509							
11	Veneciafrenia	Amazon	ES	2	Horror	461		į					
12	Lola Indigo, Tini, Belind	Amazon	ES	3	Short	386		- i -					
13	Te quiero, imbécil	Netflix	ES	32	Comedy	353							
14	Through My Window	Netflix	ES	35	Comedy	332		i i					
15	The Tribe	Netflix	ES	41	Family & Kids	290		- I -					
16	Backpackers	Netflix	ES	42	Comedy	287							
17	All About Gila	Netflix	ES	46	Comedy	255		i i					
18	I Love America	Amazon	FR	15	Comedy	149		- i -					
19	La abuela	Amazon	ES	21	Horror	129							
20	La foresta di ghiaccio	Amazon	IT	24	Thriller	117		i i					
21	On the Other Side of the	Amazon	FR	33	Action	95		- I -					
22	Incident in a Ghostland	Amazon	FR	34	Drama	93							
23	Descarrilados	Amazon	ES	35	Comedy	92		į					
24	The Mystery of Henri Pi.	Amazon	FR	36	Comedy	92		- i -					
25	Daddy or Mommy	Amazon	FR	39	Comedy	87							
26	Laura Pausini - Piacere	Amazon	IT	41	Documentary	83		i.					
						0	500	1000	1500	2000	2500	3000	3500







streams (.000)

GENRE Action Comed Docun Drama Family Horro Short Thrille

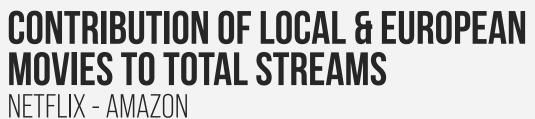
### **PRODUCTION COUNTRIES**

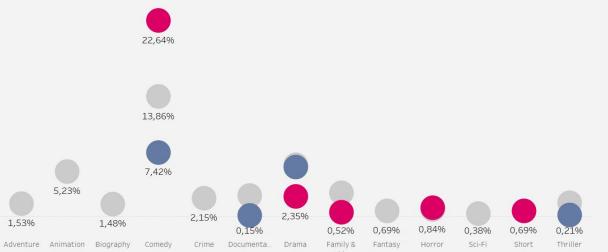
- Europe
- Spain
- Others

**SPAIN 100 MOVIES** 

MAY DIGEST

M

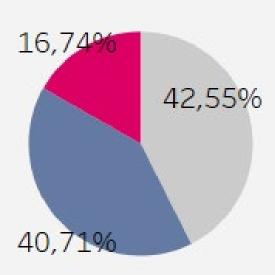




### NUMBER OF TITLES **BY GENRES**

E	EU	SPAIN
n	3	
dy	6	7
mentary	1	
a	3	1
y & Kids		1
r		2
		1
er	1	

### **CONTRIBUTION TO DRAMA STREAMS**



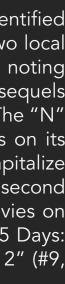
#### HALF OF THE TOP25 CHARTS ARE **SPANISH PRODUCTIONS**

The health recovery of Spanish productions identified in April continues during May, this time with two local comedies in the first two positions. It is worth noting that the following positions are all taken by sequels which ensure the crush that Netflix has for IPs. The "N" platform has been spending billions of dollars on its own line-up of Originals, and the best way to capitalize on the efforts is to provide the fans with a second instalment of some of the most successful movies on the platform: "The Takedown" (#4, 2.9M), "365 Days: This Day" (#6, 2.3M views) or "F\*ck the liefde 2" (#9, 1.3M) are some examples of it.

#### **DRAMA IS BARELY REPRESENTED WITH ONLY 4 TITLES**

The flagship of Drama is the Spanish 1980s friendship drama 'Once Upon a Time in Euskadi' which accumulated over 1.2M streams. Two of which are the romantic Polish drama "365 Days" and its sequel "365 Days: This Day".





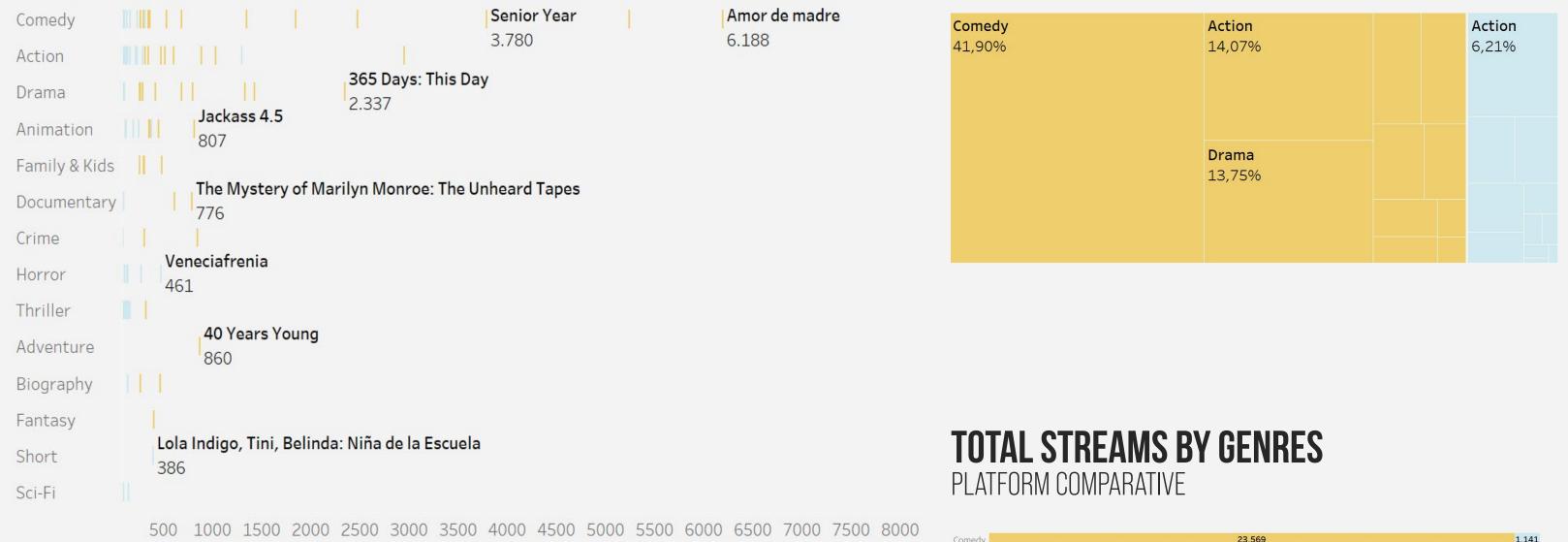




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## SPAIN 100 MOVIES | SVOD PLATFORMS

## **TOP MOVIES STREAMS BY GENRES**



streams (.000)



**100 MOVIES** 

**PAIN** 

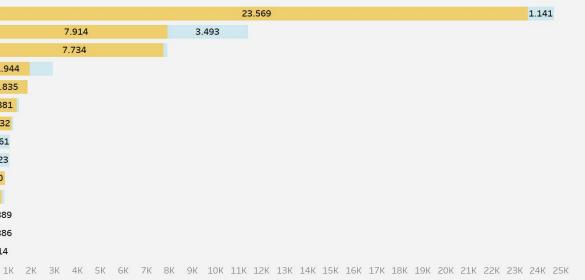
MAY DIGEST

HINK DA

Amazon Netflix



SHARE BY PLATFORM



streams (.000)

#### COMEDY TURNED THE TABLES ON **ACTION, BECOMING THE MOST VIEWED** GENRE ON NETFLIX WITH 41.90% OF **THE SHARE**

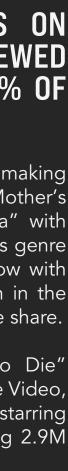
There are three works clearly responsible for making comedy the most watched genre in Spain: "Mother's Love", with 6.1M views, "La Familia Perfecta" with 5.2M and "Senior Year" with 3.7M. In total this genre has gathered over 23M streams. Actions follow with only with 14.1 % of the share (13% less than in the previous month) and Drama with 13.75% of the share.

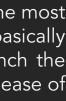
Focusing on action, although "No Time to Die" represents the biggest success in May for Prime Video, the French action-comedy "The Takeover" starring Omar Sy has defeated James Bond, gathering 2.9M streams.

On Amazon, on the other hand, Action is still the most popular genre, with 6.21% of the share and it's basically thanks to the decision of Prime Video to launch the whole James Bond saga coinciding with the release of "No Time to Die".

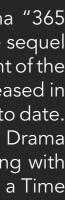
#### DRAMA CONQUERED A GRATIFYING THIRD POSITION ON THE PODIUM OF **THE MOST WATCHED GENRES**

thanks to the sequel of the Polish erotic-drama "365 Days", "365 Days: This Day". The launch of the sequel has also brought to the surface the first instalment of the film with 788K views. The film was originally released in 2020 and became the most watched Polish film to date. Two other titles deserve a moment: the Teen Drama based on The New York Times bestseller "Along with the ride", and, the Spanish drama "Once Upon a Time in Euskadi", both performing above average.









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## **SPAIN 100 SHOWS OVERVIEW**

#### **TOTAL STREAMS BY SHOW** NETFLIX - AMAZON

	SHOWS F	PLATFORM	GENRE
1	Bienvenidos a Edén	Netflix	Action
2	Stranger Things	Netflix	Drama
3	Ozark	Netflix	Crime
4	Peppa Pig	Netflix	Animation
		Amazon	Animation
5	The Lincoln Lawyer	Netflix	Crime
6	The Scent of Passion	Netflix	Drama
7	Love, Death & Robots	Netflix	Animation
8	Who Killed Sara?	Netflix	Crime
9	The Office	Netflix	Comedy
10	The Queen of Flow	Netflix	Drama
11	The Marked Heart	Netflix	Drama
12	Entrevías	Netflix	Drama
13	Bridgerton	Netflix	Drama
14	Heartstopper	Netflix	Drama
15	Workin' Moms	Netflix	Comedy
16	PAW Patrol	Netflix	Animation
17	Anatomy of a Scandal	Netflix	Drama
18	Elite	Netflix	Crime
19	Grace and Frankie	Netflix	Comedy
20	Desaparecidos	Amazon	Drama
21	Zachowaj spokój	Netflix	Crime
22	LOL: Last One Laughing	g Amazon	Game-Show & Re
23	Pedro el escamoso	Netflix	Drama
24	The Big Bang Theory	Amazon	Comedy
25	Summertime	Netflix	Drama
26	Pasión de Gavilanes	Netflix	Drama
27	Les sept vies de Léa	Netflix	Crime
28	Grizzy and the Lemmin	gs Netflix	Family & Kids
29	Sonic Boom	Netflix	Animation
30	The Boss Baby: Back in	t Netflix	Animation

SHOWING 30/100 - See complete chart here

27.079				
26.402				
20.632				
.8.383	i i i			
52 <mark>0</mark>				
6.531				
.5.763	i i			
.4.704	1			
13.776				
.3.727	1			
.1.839				
.1.292				
0.632				
.0.303				
.923				
.095				
7.888	-			
5.721	i -			
5.429				
5.858				
5.364				
5.350				
5.235				
1.438	1			
1.141				
.043	i			
3.820				
8.815	1			
3.720	i i			
3.607				
3.558				

streams (.000)

Adventure

Drama

Crime

Animation

Comedy

Action

Family & K

Game-Show & Reality-

#### **PRODUCTION COUNTRIES**

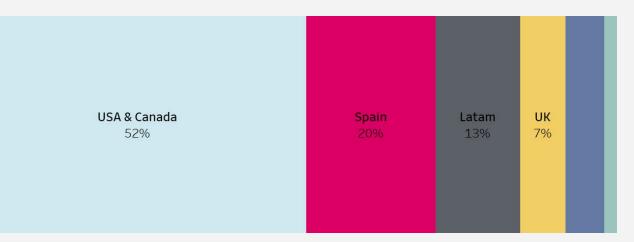
Asia Europe Latam Others Spain UK

Usa & Canada

SPAIN 100 SHOWS MAY DIGEST 

## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON

				63.153			2	12.716	2	5.015		32	.297	
		37	.689			13.776	12.68	32						
1		32.94	40		19.002	2								
		36.	913											
		27	.079											
2	5.3	775												
lids														
w TV	5.2	235												
0	K 1	LOK	20K	30 <mark>K</mark>	40K	50K	60 <mark>K</mark>	70K	80K	90K	100K	110K	120K	130K

streams (.000)

#### THE TOP3 SHOWS CUMULATED **STREAMS SUFFERED A DROP OF 28%** IN MAY.

The cumulative streams of the three most watched shows reveal almost 30M views less than their homonyms in the past month. American content continues to rule the roost with 52% of the share (3 points more than the previous months), dominating the charts with "Stranger Things" and "Ozark" ahead of the field. As a result, the most streamed genre during the month of May is, once again, drama, with 137M streams in total.

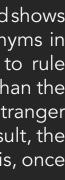
### SPANISH TEEN DRAMA "BIENVENIDOS A EDÉN" DEFEATS AMERICAN CONTENT, **REACHING POSITION #1**

The first season of the new teen-ish Netflix bet arrived on the platform on May 6, accompanied by a big buzz on social media and an impressive influencers campaign. These marketing efforts paid the bills, bringing some 27M domestic streams. In position #2 we find the first seven episodes of the fourth season of "Stranger Things". The popular American Series released on May 27 quickly reached position #2 of the most streamed series. This time the fans of the kids from Hawkins didn't have the chance of binge-watching the whole season due to Netflix's new strategy of dividing the season into two instalments to be released in May and July. The same strategy was followed with the second instalment of the final season of "Ozark", released on April 29, which conquered the third position on the chart with 20.6M streams.

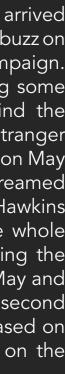
#### **TELENOVELAS YIELD TO OTHER TYPES OF CONTENT**

Telenovelas are leaving the first positions of the chart, waiting for new content to be released and making room for other genres like Drama, Action or Crime.









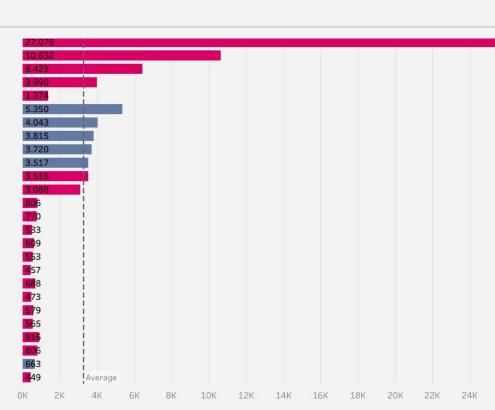




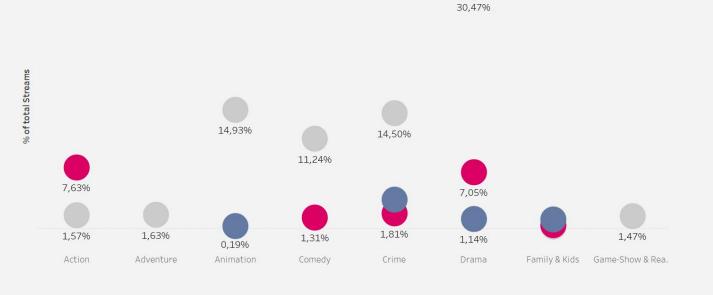
## **SPAIN 100 SHOWS EUROPEAN FOCUS**

#### LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	SHOWS SEA	SON	PLATFO	RM	POSITION	GENRE	
1	Bienvenidos a Edén	1	Netflix	ES	1	Action	2
2	Entrevías	1	Netflix	ES	8	Drama	1
3	Elite	5	Netflix	ES	14	Crime	6
4	Desaparecidos	2	Amazon	ES	2	Drama	
		1	Amazon	ES	6	Drama	3.
5	Zachowaj spokój	1	Netflix	PL	19	Crime	5.
6	Summertime	3	Netflix	IT	24	Drama	4.
7	Les sept vies de Léa	1	Netflix	FR	28	Crime	3.
8	Grizzy and the Lem	2	Netflix	FR	30	Family & Kids	3.
9	Clark	1	Netflix	SE	34	Crime	3.
10	Los herederos de la	1	Netflix	ES	35	Drama	
11	Días mejores	1	Amazon	ES	3	Drama	3.
12	Merlí	1	Amazon	ES	17	Comedy	3. 3. 81 7
		2	Amazon	ES	20	Comedy	7
		3	Amazon	ES	38	Comedy	5
13	La que se avecina	12	Amazon	ES	30	Comedy	6
		3	Amazon	ES	37	Comedy	60 51 41
		11	Amazon	ES	47	Comedy	4
14	The Boarding School	7	Amazon	ES	22	Drama	6
		6	Amazon	ES	42	Drama	6
15	Cry Babies Magic	1	Amazon	ES	34	Family & Kids	
	Tears	2	Amazon	ES	36	Family & Kids	5
16	Aquí no hay quien v	3	Amazon	ES	12	Comedy	9
17	The Boarding Scho	2	Amazon	ES	16	Drama	8
18	Masha and the Bear	1	Amazon	RU	25	Animation	6
19	Madres. Amor y vida	3	Amazon	ES	50	Drama	4







streams (.000)



GENRE Action Anima Comed Crime Drama Family

### **PRODUCTION COUNTRIES**

Europe

SPAIN 100 SHOWS

MAY DIGEST

M

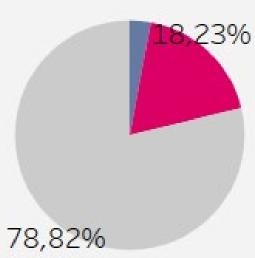
- Spain
- Others

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

### NUMBER OF TITLES **BY GENRES**

	EU	SPAIN
ı		1
ation	1	
dy		3
	3	1
a	1	7
y & Kids	1	1

### **CONTRIBUTION TO DRAMA STREAMS**



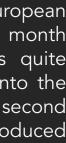
#### SPANISH CONTENT DOMINATES THE **CHART OF MOST STREAMED EUROPEAN** SHOWS WITH 68% OF SHARE WITH **"BIENVENIDOS A EDÉN" AS ITS MAIN** FLAGSHIP, MAKING AN IMPRESSIVE DEBUT

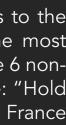
13 of the 19 titles included in the list of European shows in the TOP100 are Spanish, and this month the battle between Amazon and Netflix is quite balanced, with Amazon managing to sneak into the first positions thanks to the release of the second season of "Desaparecidos", the Cop series produced by Mediaset.

#### SPANISH AUDIENCES' CRIME IS **FAVOURITE IMPORTED GENRE**

When it comes to opening up the boundaries to the European neighbours, Crime seems to be the most appealing genre for the local audience: 3 of the 6 non-Spanish shows on the list are labelled as Crime: "Hold Tight" from Poland, "Les 7 vies de Léa" from France and "Clark" from Sweden.



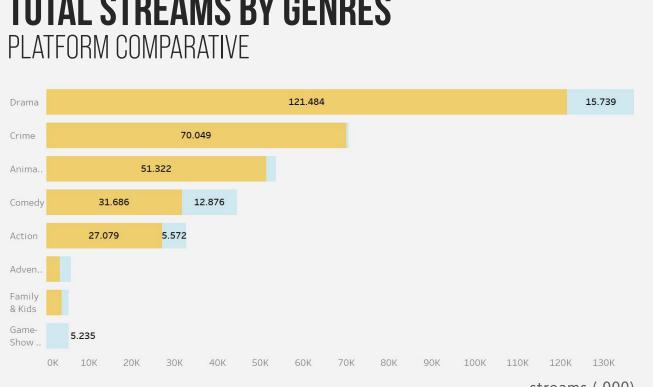




## **SPAIN 100 SHOWS SVOD PLATFORMS**

## **TOP SHOWS STREAMS BY GENRES**

Drama	The Scent of PassionStrat15.76326.4		<b>Drama</b> 34,22%
Crime	Clarice     Elite     Ozark       526     6.429     20.632		
Animation	Sonic Boom     PAW Patrol     Peppa Pig       3.607     7.888     18.383		
Comedy	Workin' MomsThe Office9.09513.727		Crime
Action		<b>ienvenidos a Edén</b> 7.079	19,73%
Adventure	Russian Doll 3.190		
Family & Kids	Grizzy and the Lemmings 3.720		
Game-Show & Reality-TV	LOL: Last One Laughing 5.235		
	OK 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 2	28K 30K 32K	TOT





OTT

Amazon

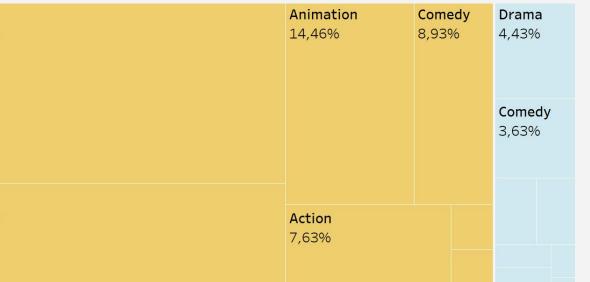
Netflix

NK DA

**SPAIN 100 SHOWS** 

## **MOST WATCHED GENRES**

SHARE BY PLATFORM



## TAL STREAMS BY GENRES

#### streams (.000)

#### DRAMA TAKES THE BIGGEST SLICE OF THE CAKE ON NETFLIX AND AMAZON **SINCE APRIL**

Although this genre has experienced a slight decline compared to April's results, Drama is undoubtedly the healthiest genre, with "Stranger Things", "Scent of a Woman" and "The Queen of Flow" spearheading the movement on Netflix, and Spanish Cop Drama "Desaparecidos" doing likewise on Amazon.

#### NETFLIX'S AUDIENCE LOVES **UNRESOLVED CASE: CRIME GENRE GAINS GROUND ON DRAMA, INCREASING ITS SHARE 6 POINTS**

This month this genre cumulates 70M streams, with "Ozark" in the lead, followed by "The Lincoln Lawyer" and "Who Killed Sara?".

#### AMAZON'S LEADERSHIP IN COMEDY LOSES TRACK IN MAY

Last month we observed how Amazon, after months of gaining ground on Netflix, finally doubled Netflix's Comedy results, and we wondered if Amazon would keep up with it in the upcoming months. The beloved American adaptation of "The Office" re-acquired by Netflix in October, heads the movement, followed by other Netflix comedy classics like "Workin' Mums" and "Grace and Frankie".



## **HOT CONTENT IN SPAIN** Bienvenidos a Edén - The Netflix original is designed to become the Next Glocal Phenomenon Following "Elite".

On May 6, Netflix launched the complete first season of what is meant to be the platform's next teenage hit: "Bienvenidos a Edén". The recipe smells of success: a striking premise focused on a high concept that evokes "Lost", already being called a TV classic, and a very attractive cast formed by young and beautiful talents gathered on an idyllic island. The trailer promises tons of beauty, parties on the beach, love affairs and mystery, all packed in with electronic music and a dystopian atmosphere - drones, lightning bracelets and neon lights.

The series departs from the premise: Are you happy? With this question, Zoa and four young and attractive influencers are invited to the most exclusive party in history, set in a secret island and organized by the brand of a new drink. What starts as an exciting adventure will soon turn into the trip of their lives.

It has a broad cast formed by stars like Amaia Aberasturi ("Akelarre"), Lola Rodríguez ("Veneno"), Berta Vázquez ("Vis a vis"), Begoña Vargas ("Las leyes de la frontera"), Sergio Momo ("Élite"), familiar faces like Amaia Salamanca ("Sin tetas no hay paraíso") or Guillermo Pfening ("Foodie Love") and the singers, Ana Mena and Belinda. Joaquín Górriz (Desaparecidos) and Guillermo López (Atrapada) are the scriptwriters, and Daniel Benmayor (Xtremo) and Menna Fité (Merlí) the directors. It is undeniable that Netflix has big expectations for this show, hoping that it will become the winning horse to save the numbers and stop the fall in subscribers. The series arrived in a Spring season marked by the release of the fifth season of "Elite", and proved to be a more than tasty snack to overcome the feeling of emptiness after the end of "Elite".

Netflix fuelled the release of "Bienvenidos a Edén" with a very expensive marketing campaign: they took a plane, customized it with the look and feel of the series, filled it with influencers and flew them to a luxury hotel in Ibiza, all expenses paid and an appointment for a private show of Ana Mena at sunset. Among the influencers: we find Paula Gonu, Twin Melody, Victoria Caro, Sara Fructusos, Jonan Wiergo, Luc Loren, Nil Ojeda, Oto Vans, Melyssa Pinto, Sofía Suescun and Madame de Rosa, to name a few. This overambitious, marketing action with many zeros behind it only confirms Netflix's intentions for the series to live up to the plan that the strategic board has created for it. The results? Spanish and European audiences have bowed to this dystopic thriller and "Bienvenidos a Edén" has amassed close to 68M cumulated streams during its first month, conquering the first positions of the chart in all the five analysed countries: it climbed up to position #1 in Spain with 27M views, position #4 in France with 18.6M streams, #5 in Germany with 13.8M streams, #6 in Italy with 10.6M streams and #16

in UK with 7.9M streams. The critics hated it, pointing to a lack of ambition and a minimum concern with quality in the platform's development of projects, but who cares with such impressive figures?

Only a few days after its release, Netflix confirmed that they are already cooking the second season. Will "Bienvenidos a Edén" become Netflix's next international phenomenon in Spanish? We guess we will need to wait until season two to answer this question but it certainly is a very promising start.



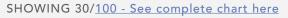
## ITALY 100 MOVIES | OVERVIEW

#### TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

#### MOVIES PLATFORM GENRE

CAT	
NETF	

1	Senior Year	Netflix	Comedy	2.240
2	365 Days: This Day	Netflix	Drama	1.998
3	The Takedown	Netflix	Action	1.697
4	La familia perfecta	Netflix	Comedy	1.425
5	A Perfect Pairing	Netflix	Comedy	1.299 !
6	Toscana	Netflix	Comedy	1.209
7	Along for the Ride	Netflix	Drama	982
8	Amor de madre	Netflix	Comedy	938
9	Mollo tutto e apro un Ch	Amazon	Comedy	872
10	You Can't Kiss the Bride	Netflix	Comedy	770
11	No Time to Die	Amazon	Action	754
12	Jackass 4.5	Netflix	Action	711
13	Zack Snyder's Justice L	Netflix	Action	704
14	F*ck de liefde 2	Netflix	Comedy	650
15	Silverton Siege	Netflix	Action	583
16	Mia and the White Lion	Netflix	Family & Kids	567
17	Venom: Let There Be Ca	Netflix	Action	525
18	Marmaduke	Netflix	Animation	520
19	365 Days	Netflix	Drama	519
20	The Mystery of Marilyn	Netflix	Documentary	495
21	II grande salto	Netflix	Comedy	492
22	Jarhead 3: The Siege	Netflix	Action	471
23	Gangubai Kathiawadi	Netflix	Biography	470
24	She's All That	Netflix	Comedy	469
25	The Incredible Hulk	Netflix	Action	457
26	Archive	Amazon	Drama	452
27	Moschettieri del re - La	Netflix	Adventure	432
28	Our Father	Netflix	Crime	429
29	Happy Death Day 2U	Netflix	Comedy	427
30	The Adam Project	Netflix	Action	422





Comedy
Action
Drama
Family & Ki
Adventure
Documenta
Animation
Crime
Thriller
Biography
Fantasy
Horror

streams (.000)

#### **PRODUCTION COUNTRIES**

Asia EU Italy Other UK

**ITALY 100 MOVIES** 

MAY DIGEST

**AD** 

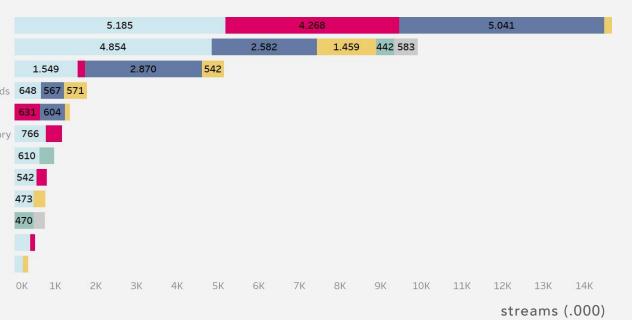
Usa & Canada

### **ALOG SHARE BY COUNTRY**

LIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON



#### **TOP #5 CUMULATED VIEWS REACHED** 8.6M, 1M UP ON THE PREVIOUS MONTH

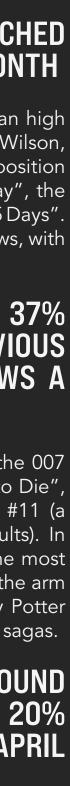
May's leading position belongs to the American high school comedy "Senior Year", starring Rebel Wilson, with 2.2M streams. Hard on its heels we find in position #2 the Polish erotic drama "365 Days: This Day", the sequel to the biggest Polish success to date "365 Days". In position #3 "The Takeover" also closely follows, with 1.6M.

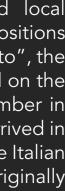
#### **US CONTENT WITHDREW WITH A 37%** SHARE, 15% LESS THAN THE PREVIOUS MONTH, WHEREAS THE UK SHOWS A SIGNIFICANT INCREASE

This happens mainly thanks to the release of the 007 saga, including the last instalment, "No Time to Die", which accumulated 754K streams in position #11 (a quite modest mark compared to Spanish results). In May, the British secret agent partnered with the most beloved magician of all times to give a shot in the arm to UK content: 6 out of 18 UK titles are Harry Potter instalments, and another six belong to the 007 sagas.

#### **ITALIAN CONTENT GAINED GROUND OVER AMERICAN CONTENT WITH 20% OF THE SHARE, +10 POINTS SINCE APRIL**

Comedy is undoubtedly the most watched local content, with two titles sneaking into the last positions of the TOP 10: "Mollo tutto e apro un Chiringuito", the comedy based on a fictional character viralized on the internet (Sr. Imbruttito), was released in December in Italy taking 728K€ at the box office, and later arrived in May on Prime video. In position #10, we find the Italian wedding comedy "You Can't Kiss the Bride", originally released in cinemas in 2019.

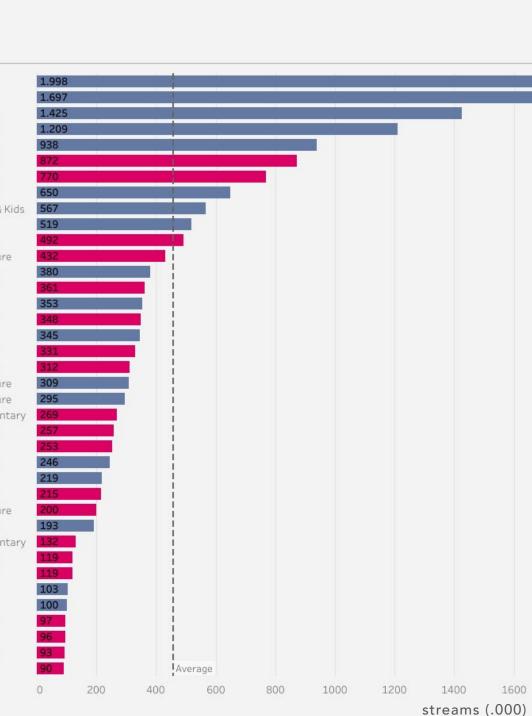




## ITALY 100 MOVIES | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES P	LATFORM	I	POSITION	GENRE
1	365 Days: This Day	Netflix	PL	2	Drama
2	The Takedown	Netflix	FR	3	Action
3	La familia perfecta	Netflix	ES	4	Comedy
1	Toscana	Netflix	DK	6	Comedy
5	Amor de madre	Netflix	ES	8	Comedy
5	Mollo tutto e apro un Ch.	. Amazon	IT	1	Comedy
7	You Can't Kiss the Bride	Netflix	IT	9	Comedy
3	F*ck de liefde 2	Netflix	NL	12	Comedy
)	Mia and the White Lion	Netflix	FR	14	Family & Kids
LO	365 Days	Netflix	PL	17	Drama
11	Il grande salto	Netflix	IT	19	Comedy
12	Moschettieri del re - La	Netflix	IT	24	Adventure
L3	Rumspringa	Netflix	DE	31	Comedy
14	Una notte da dottore	Amazon	IT	4	Comedy
15	Enemy at the Gates	Netflix	IE	33	Drama
6	Finchè social non ci sep	Amazon	IT	5	Comedy
.7	On the Other Side of the.	. Netflix	FR	34	Action
.8	Con tutto il cuore	Amazon	IT	6	Comedy
9	Belli ciao	Amazon	IT	7	Comedy
20	The Stronghold	Amazon	UA	8	Adventure
21	The Wolf and the Lion	Amazon	FR	9	Adventure
22	Gianluca Vacchi - Mucho.	. Amazon	IT	11	Documentary
23	I Cassamortari	Amazon	IT	12	Comedy
24	La svolta	Netflix	IT	45	Crime
25	Through My Window	Netflix	ES	46	Comedy
26	Invasion	Amazon	RU	13	Action
27	Come tu mi vuoi	Netflix	IT	48	Comedy
28	Once Upon a Time in Bet.	. Amazon	IT	15	Adventure
29	I Love America	Amazon	FR	16	Comedy
30	Laura Pausini - Piacere	Amazon	IT	25	Documentary
31	E noi come stronzi rima	Amazon	IT	29	Comedy
32	Freaks Out	Amazon	IT	31	Fantasy
33	Babylon A.D.	Amazon	FR	40	Action
34	Cloud Atlas	Amazon	DE	41	Action
35	Tre Sorelle	Amazon	IT	43	Comedy
36	2night	Amazon	IT	44	Drama
37	Prima di lunedì	Amazon	IT	45	Comedy
38	The Prize	Amazon	IT	48	Drama

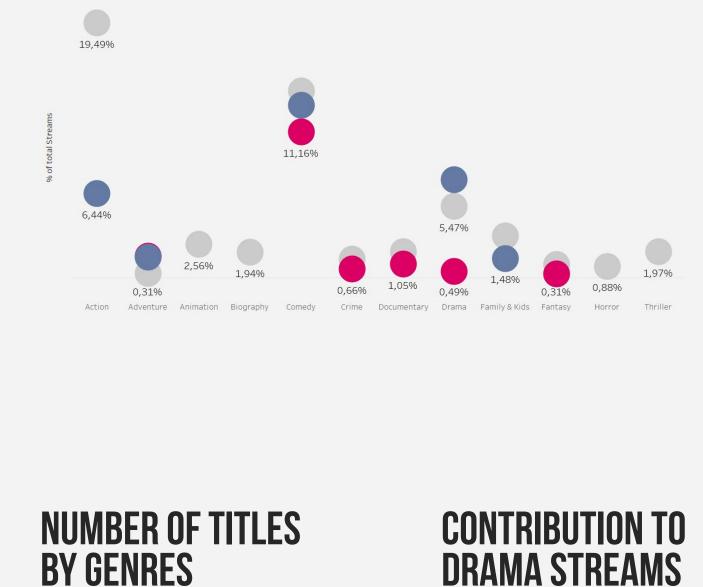








Others



GENRE Action Adver Come Crime Docu Dram Famil Fanta

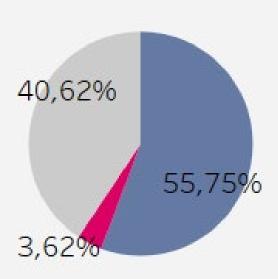
### **CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS**

NETFLIX - AMAZON

## NETFLIX - AMAZON

EU	ITALY
5	
2	2
7	12
	1
	2
3	2
1	
	1
	5 2 7 3

## **DRAMA STREAMS**



#### **ITALY GAINS CONTROL OF ITS LOCAL CONTENT: FROM THE 38 EUROPEAN** TITLES FOUND IN THE TOP100 CHART, **20 ARE ITALIAN PRODUCTIONS**

Worthy of mention is the fact that 12 of them are comedies, but surprisingly enough, these titles don't occupy the first position on the list: Polish Drama "365 Days: This Day" is the most watched non-American film in Italy with 1.9M views, followed by the French Action-Comedy "The Takedown". The next three positions belong to Spanish comedies: "La Familia Perfecta", and "Amor de Madre; and Danish comedy "Toscana".

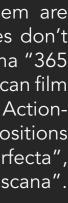
#### **STREAMING PLATFORMS PROVE THAT FOREIGN COMEDIES DO TRAVEL**

we have always heard that local humour is hard to understand when travelling abroad. Well, if we take a deep look into the European titles labelled "Comedy" films, we find a diversity of origins and languages: besides the above mentioned Spanish titles, we find the Dutch comedy "F\*ck the liefde", the Danish comedy, "Rumspringa", and the French comedy, "I Love America".

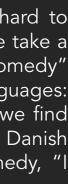
#### AND DRAMA? ONLY 5 TITLES FROM THE 38 NON-AMERICAN FILMS ON THE LIST ARE DRAMA, AND ONLY TWO ARE ITALIAN

Italian drama is poorly represented, contributing only 6% to total Drama streams. Only "365 Days: This Day" (2022), is performing Above Average.







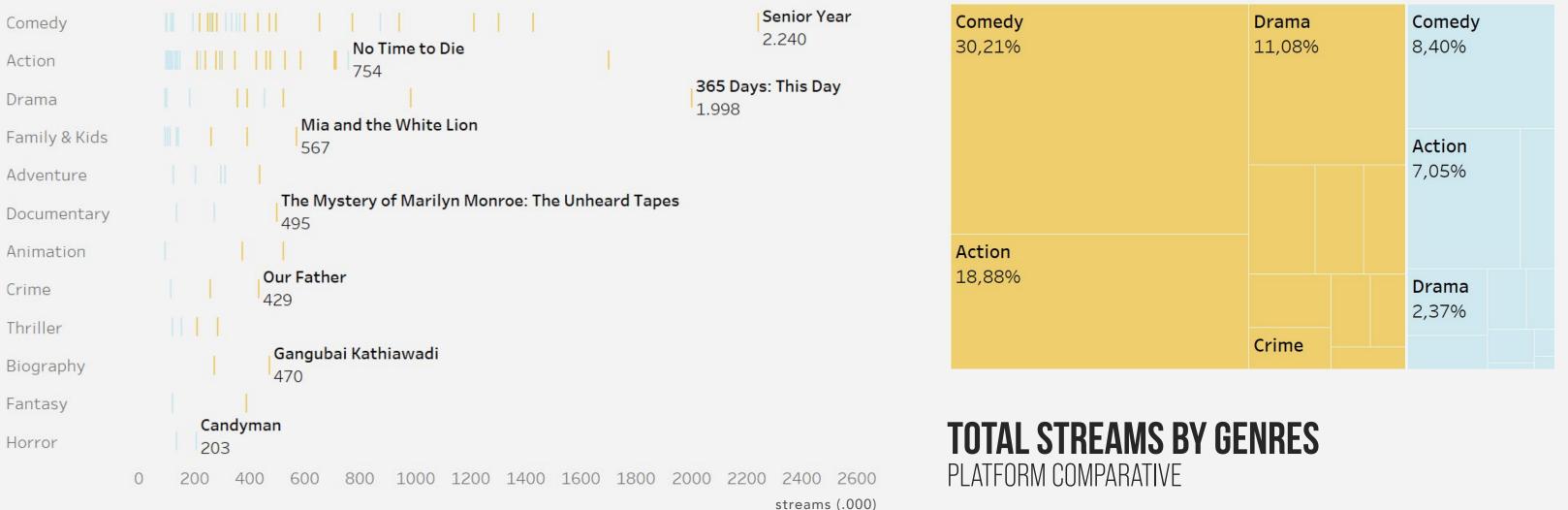


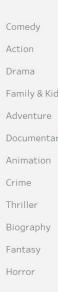




## ITALY 100 MOVIES | SVOD PLATFORMS

## **TOP MOVIES STREAMS BY GENRES**





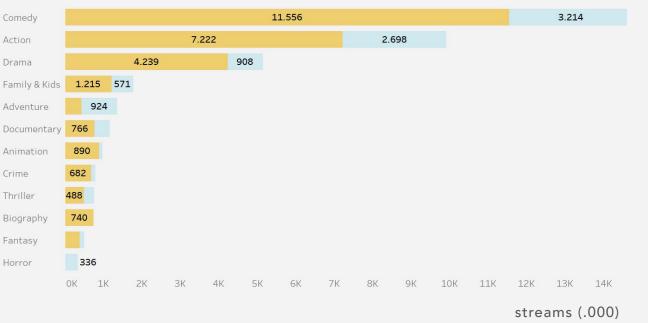
**100 MOVI** 



Amazon Netflix

### **MOST WATCHED GENRES**

SHARE BY PLATFORM

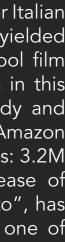


#### **ACTION, WHICH SEEMED SET IN STONE** AS THE MOST-WATCHED GENRE ON NETFLIX, WITHDREW TO SECOND POSITION, ITS ACCUMULATED VIEWS **DROPPING DRASTICALLY IN FAVOUR OF** COMEDY

Action content has been the preferred choice for Italian spectators since January, but in May it has yielded to Comedy thanks to the American high school film "Senior Year". Netflix cumulates 11.5M views in this genre, whereas action amassed 7.2M. Comedy and Action are also the most watched genres on Amazon this month, although with much humbler figures: 3.2M and 2.6M cumulated streams each. The release of the Comedy, "Mollo tutto e apro un chiringuito", has surpassed the release of "No Time to Die", one of Amazon's main courses for the month.

Drama cumulated 4.2M streams on Netflix, and nearly half of them are thanks to "365 Days: This Day", with 1.9M views. There is only one genre where Amazon is stronger than Netflix: Adventure and Horror.







## ITALY 100 SHOWS OVERVIEW

29.321

#### **TOTAL STREAMS BY SHOW** NETFLIX - AMAZON

#### SHOWS PLATFORM GENRE

1	The Big Bang Theory	Netflix	Comedy
	ine engleenig interly	Amazon	Comedy
2	Young Sheldon	Netflix	Comedy
3	Stranger Things	Netflix	Drama
4	The Vampire Diaries	Netflix	Drama
5	Pretty Little Liars	Netflix	Drama
6	Bienvenidos a Edén	Netflix	Action
7	Love, Death & Robots	Netflix	Animation
8	The Lincoln Lawyer	Netflix	Crime
9	Blindspot	Netflix	Action
10	Summertime	Netflix	Drama
11	Di4ri	Netflix	Family & Kid
12	Who Killed Sara?	Netflix	Crime
13	Ozark	Netflix	Crime
14	The Marked Heart	Netflix	Drama
15	Grace and Frankie	Netflix	Comedy
16	The Wilds	Amazon	Adventure
17	Better Call Saul	Netflix	Crime
18	Bridgerton	Netflix	Drama
19	Anatomy of a Scandal	Netflix	Drama
20	Heartstopper	Netflix	Drama
21	Elite	Netflix	Crime
22	Sonic Boom	Netflix	Animation
23	Workin' Moms	Netflix	Comedy
24	Entrevías	Netflix	Drama
25	Clark	Netflix	Crime
26	Bang Bang Baby	Amazon	Adventure
27	Supernatural	Amazon	Drama
28	The Handmaid's Tale	Amazon	Drama
29	Shameless	Amazon	Comedy
30	Bleach	Amazon	Animation

LY 100 SHOWS

MAY DIGEST

SHOWING 30/100 - See complete chart here

1.404   27.682   23.638   22.250   12.230   10.649   10.396   10.396   10.300   9.846   8005   7.184   4.658   4.160   4.160   3.929   3.856   2.771   2.655   2.315   2.165   1.503   1.503   1.502   1.411   1.319	29.521			
23.638   22.250     12.230   10.649     10.396   10.300     9.846   10.300     9.846   10.396     8.065   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.846   10.396     9.946   10.397     9.946   10.397     9.946   10.397     9.946   10.397     9.946   10.397     9.947   10.397     9.948   10.397     9.949   10.397     9.949   10.397     9.949   10.397     9.949   10.397     9.949   10.397     9.949   10.397     9.949   10.397     9.949   10.397<	1.404			
22.250     12.230     10.649     10.396     10.300     9.846     8.065     7.194     8.063     5.964     8.17     4.658     4.160     4.101     3.929     3.856     3.770     3.596     3.770     3.596     3.770     3.596     3.770     3.596     3.770     3.596     3.770     3.596     3.770     3.596     3.596     3.596     3.596     3.596     3.596     3.596     3.596     3.596     3.596     3.596     3.597     3.598     3.598     3.598     3.598     3.598     3.598     3.598     3.598     3.598     3.598	27.682			
12.230     10.649     10.396     10.300     9.846     8065     7.184     6.603     5.964     817     4.658     4.160     4.160     3.929     3.856     3.770     3.596     2.771     2.665     2.315     1.503     1.503     1.502     1.481	23.638			
10.649     10.396     10.300     9.846     8.065     7.184     6.603     5.964     8.817     4.658     4.160     3.929     3.856     3.770     3.856     2.771     2.665     2.315     1.503     1.503     1.481	22.250			
10.396     10.300     9.846     8065     7.184     6.603     5.964     5.964     4.160     4.101     3.929     3.856     2.771     2.665     2.315     1.503     1.502     1.481	12.230			
10.300     9.846     8.065     7.184     6.003     5.964     5.964     4.658     4.101     3.929     3.856     3.770     3.596     2.771     2.655     2.315     2.655     1.503     1.502     1.481	10.649			
9.846     8.065     7.184     6.003     5.964     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	10.396			
8.065     7.184     6.603     5.964     5.964     5.817     4.658     4.160     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.165     1.503     1.503     1.502     1.481	10.300			
7.184     6.603     5.964     5.817     4.658     4.100     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	9.846			
6.603     5.964     5.817     4.658     4.160     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	8.065			
5.964     5.817     4.658     4.160     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	7.184 i			
S.817     4.658     4.160     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	6.603			
4.658   4.160     4.101   3.929     3.856   3.770     3.596   2.771     2.665   2.315     2.165   1.503     1.502   1.481	5.964			
4.160     4.101     3.929     3.856     3.770     3.596     2.771     2.665     2.315     2.165     1.503     1.502     1.481	5.817			
4.101 3.929 3.856 3.770 3.596 2.771 2.665 2.315 2.315 1.503 1.502 1.481				
3.929   3.856     3.770   3.596     2.771   2.665     2.315   2.315     2.165   1.503     1.502   1.481				
3.856   3.770     3.596   2.771     2.665   2.315     2.315   2.165     1.965   1.503     1.502   1.481				
3.770     3.596     2.771     2.665     2.315     2.165     1.965     1.503     1.502     1.481	3.929			
3.596     2.771     2.665     2.315     2.165     1.965     1.503     1.502     1.481				
2.771 2.665 2.315 2.165 1.965 1.503 1.502 1.481	3.770			
2.665 2.315 2.165 1.965 1.503 1.502 1.481				
2.315 2.165 1.965 1.503 1.502 1.481				
2.165 1.965 1.503 1.502 1.481				
1.965       1.503       1.502       1.481	2.315			
1.503 1.502 1.481				
1.502 1.481				
1.481				
1.319				
	1.319			

streams (.000)

#### **PRODUCTION COUNTRIES**



Usa & Canada



Drama

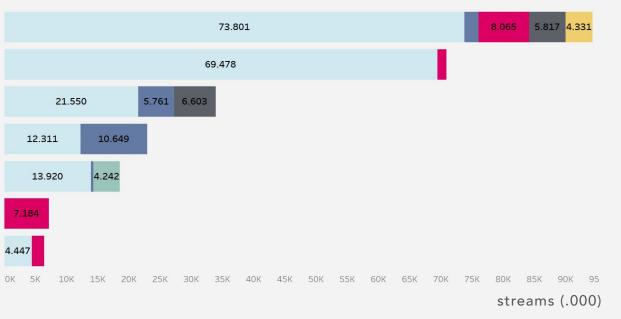


## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON



#### SHELDON COPPER'S COMPELLING UNIVERSE KEEPS DOMINATING THE **CHARTS WITH SKY-HIGH FIGURES: "THE BIG BANG THEORY" CONQUERS ITALIAN** CHARTS FOR THE FOURTH MONTH IN A ROW, AMASSING 29.3M VIEWS, FOLLOWED

closely by the spin-off of the very same universe: "Young Sheldon" with 27.6M. Together, they account for 56.9M streams. The beloved kids from Hawkins can't compete with the above mentioned sitcom, and the first instalment of the fourth season of "Stranger Things" settles for #3, with 23.6M views.

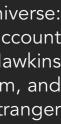
#### FRESHNESS DOESN'T SEEM TO BE A **REQUISITE FOR ITALIAN SPECTATORS**

In April we observed that several non-active shows were delivering above average ratings and that trend is confirmed once again. In position #3 with 23.6 views we find "Vampire Diaries" (2009 - 2017) and in position #4 "Pretty Little Liars" (2010 - 2017), whose last season was originally released in 2017.

#### THE SHARE OF AMERICAN SHOWS **KEEPS GROWING, UNSTOPPABLY SO,** WITH ASTONISHING FIGURES

nearly 80% of content comes from the USA & Canada, a monopoly never seen before in Italy. The remaining 20% is spread more or less equally among the other territories of origin. The Spanish show "Bienvenidos a Edén" sneaked into the TOP6 with 10.6M views. Also, local content achieved the same mark in the TOP10: "Summertime" with 8M views.

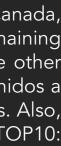








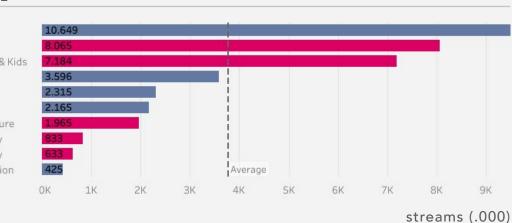


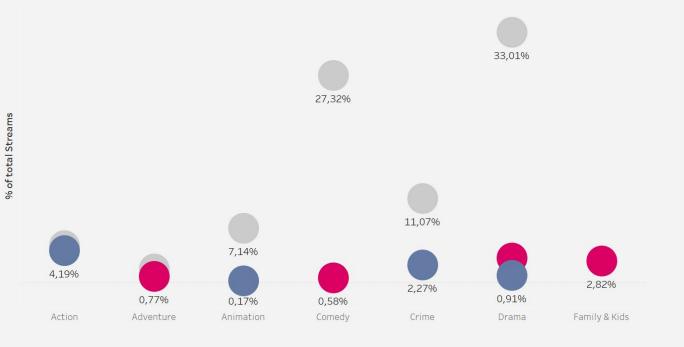


## ITALY 100 SHOWS | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	SHOWS S	EASON	PLATFORM	Λ	RANK	GENRE
1	Bienvenidos a Edén	1	Netflix	ES	2	Action
2	Summertime	3	Netflix	IT	4	Drama
3	Di4ri	1	Netflix	IT	10	Family & Kids
4	Elite	5	Netflix	ES	26	Crime
5	Entrevías	1	Netflix	ES	45	Drama
6	Clark	1	Netflix	SE	48	Crime
7	Bang Bang Baby	1	Amazon	IT	2	Adventure
8	Camera Café	3	Amazon	IT	9	Comedy
9	LOL: Last One Laughing	g 2	Amazon	IT	15	Comedy
10	Barbapapa	1	Amazon	FR	21	Animation







GENRE Action Adver Anima Come Crime Dram Famil

### **PRODUCTION COUNTRIES**

- Europe
- Italy
- Others

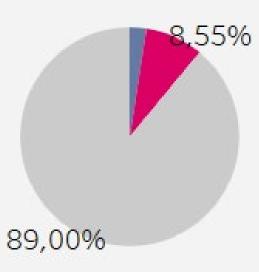
### **CONTRIBUTION OF LOCAL & EUROPEAN** SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

#### NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

E	EU	ITALY
n	1	
nture		1
ation	1	
dy		2
2	2	
a	1	1
y & Kids		1

### **CONTRIBUTION TO DRAMA STREAMS**



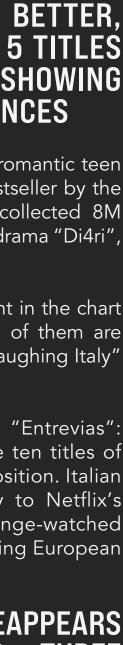
#### TITLES DID ITALIAN **COMPARED TO APRIL, WITH 5 TITLES** OUT OF 10, TWO OF THEM SHOWING **ABOVE AVERAGE PERFORMANCES**

One is season 3 of "Summertime", the romantic teen drama which is an adaptation of the bestseller by the Italian writer Federico Moccia, which collected 8M views. The other show is the high-school drama "Di4ri", with 7.1 M streams.

There are three other Italian titles present in the chart with below average performances: two of them are non-factual comedies, "LOL: Last One Laughing Italy" and "Camera Cafe".

"Bienvenidos a Edén", "Élite" and "Entrevias": Three Spanish TV products among the ten titles of the chart, one of them in the leading position. Italian audiences have given an opportunity to Netflix's new teen bet and it seems they have binge-watched it, and it has become the highest grossing European title of the month.

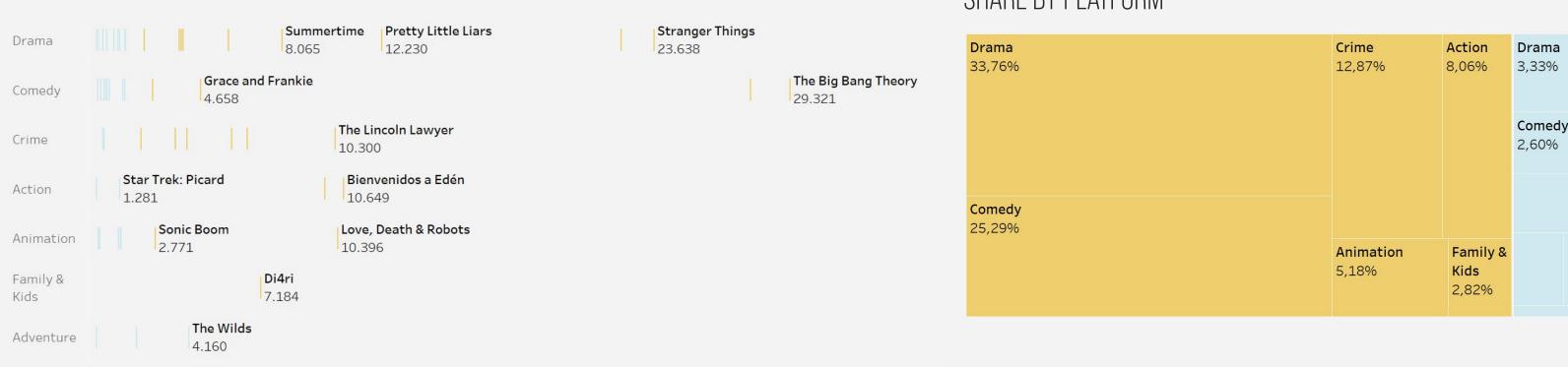
**EUROPEAN** DRAMA REAPPEARS THE PICTURE AFTER MONTHS OF MONOPOLY FROM NON-**EUROPEAN PRODUCTIONS, THANKS TO** "SUMMERTIME" AND "ENTREVIAS"





## ITALY 100 SHOWS SVOD PLATFORMS

## **TOP SHOWS STREAMS BY GENRES**



8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K 32K 34K OK 2K 6K streams (.000)



Drama

Comedy

Crime

Action

Animation

Family & Kids

Adventure



**100 SHOWS** 

**MAY DIGEST** 

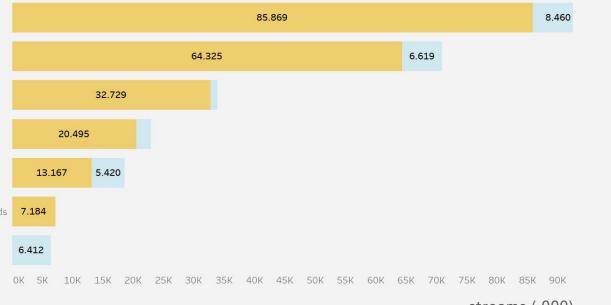
**NK DA** 

Amazon Netflix

#### **MOST WATCHED GENRES** SHARE BY PLATFORM

## **TOTAL STREAMS BY GENRES**

PLATFORM COMPARATIVE



#### streams (.000)

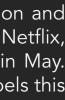
#### DRAMA, COMEDY AND CRIME REMAIN THE THREE MOST WATCHED GENRES, NO SIGNIFICANT WITH CHANGES **COMPARED TO APRIL**

Action breaks the routine, climbing one position and becoming the fourth most watched genre on Netflix, increasing its share from 2.2% in April to 8% in May. The Spanish show, "Bienvenidos a Edén", propels this change of positions.

#### IS THE FIFTH MOST ANIMATION POPULAR GENRE, ACCUMULATING **18.5M VIEWS**

The release of the third season of "Love, Death and Robots" on Netflix on May 20 is mainly responsible for this. Two Japanese titles push this genre on Amazon: "Bleach", with 1.3M and "Hunter x Hunter" with 1.2M.









## HOT CONTENT IN ITALY Mollo tutto e apro un chiringuito

What was originally planned as the classic "cinepanettone" (an Italian neologism indicating some comedy films of Italian production that are usually released in cinemas during the Christmas period) has become Amazon's best hit in May. "Mollo tutto e apro un chiringuito" was originally released in theatres in December 7, collecting 728K€ at the box office, and reaching the TOP2, to be acquired later by the e-commerce platform for release in May, where it has amassed 872K streams ever since.

This satirical comedy film is a sort of spin-off of a fictional, social-media-born public figure: "Il Milanesse Imbruttito", a comic exaggeration of the 'stereotypical Milanese'. In a collection of comedy sketches, the characterembodieseverypossible Milanesestereotype: he talks about his job all the time (even during leisure, holidays, free time etc.), always complains with workers in restaurants, hotels, etc., always has an eye on his watch, 'optimizing' every single moment in his day to stay 'productive', and so on.

Let's rewind to 2013 to see the origin of this peculiar project: "Il Milanesse Imbruttito" was invented by three Italian friends that decided to publish their point of view on the different metropolitan realities of Milan. A clear, simple and precise idea: to use the most used social tool in those years (Facebook) to make fun of the habits, customs and language of Milanese citizens. They started from an effective graphic choice and a synthetic tone of voice, and the Facebook page immediately generated interest thanks to an ironic self-recognition mechanism. Within a month, having reached 100,000 likes, the three founders decided to go ahead with the project by organizing an event during the Salone del Mobile.

What started as a "social media game" evolved to business opportunity: merchandising, branded content, a blog, and the opening of a physical location in 2016. And then, in 2019 the masterminds behind this fictional business man from Milan joint-ventured "II Terzo Segreto di Satira" (a collective of Italian satirical video-makers) to take this character to the next level and bring him to the big screen with its their own cinematographic project.

"Mollo Tutto e apro un chiringuito" tells the story of this middle-aged businessman from Milan, who, when an important deal falls through, decides to escape the city's hustle and buys a bar on a beach in Sardinia. The film plays with the so-called formula of the fish out of the water, which has been proved to be highly efficient when it comes to exploiting comical situations about cultural clashes.

The film is produced by QMI and Medusa Produzione, with stand-up comedian, theatre actor and Youtuber, Germano Lanzoni, a very popular Italian public figure with millions of followers and fans as the lead. The Instagram profile of "II Milanesse Imbruttito" gathers 657K followers, the Facebook Page 1.9M and the Youtube channel over 500K subscribers.

Literature has always found inspiration in popular tales and folk characters. Given the urgent need of the studios for new ideas, and audiences' apparently endless thirst for content, it was a matter of time before fiction started to tap into the social media culture: If an audience already loves a character, why not expand its universe beyond the ecosystem where it was born into different kinds of narratives?



## FRANCE 100 MOVIES | OVERVIEW

#### **TOTAL STREAMS BY MOVIE** NETFLIX - AMAZON

MOVIES P

1	The Takedown	Netflix	Action	5.504
2	Senior Year	Netflix	Comedy	3.714
3	Venom	Netflix	Action	2.510
4	365 Days: This Day	Netflix	Drama	2.446
5	Pokémon Detective Pik	Netflix	Action	2.047
6	Me Before You	Netflix	Drama	1.803
7	A Perfect Pairing	Netflix	Comedy	1.717
8	Amor de madre	Netflix	Comedy	1.438
9	Jackass 4.5	Netflix	Action	1.264
10	Shazam!	Netflix	Action	1.205
11	La familia perfecta	Netflix	Comedy	1.144
12	Transformers: The Last	Netflix	Action	1.138
13	The Dead Don't Die	Netflix	Comedy	1.043
14	F*ck de liefde 2	Netflix	Comedy	1.026
15	Marmaduke	Netflix	Animation	1.021
16	Silverton Siege	Netflix	Action	913
17	Our Father	Netflix	Crime	887
18	Along for the Ride	Netflix	Drama	886
19	Beethoven	Netflix	Family & Kids	803
20	365 Days	Netflix	Drama	790
21	The Wedding Ringer	Netflix	Comedy	769
22	Hollow Man	Netflix	Action	717
23	Toscana	Netflix	Comedy	699
24	Let's Dance	Netflix	Family & Kids	668
25	The Adam Project	Netflix	Action	665
26	Godzilla: King of the Mo	Netflix	Action	657
27	The Game	Netflix	Drama	623
28	Think Like a Man Too	Netflix	Comedy	587
29	The Mystery of Marilyn	Netflix	Documentary	579
30	Interview with the Vam	Netflix	Drama	563

FRANCE 100 MOVIES

**MAY DIGEST** 

SHOWING 30/100 - S

Family & Kid Horror Documentar Thriller Fantasy Biography Sci-Fi

Action

Comedy

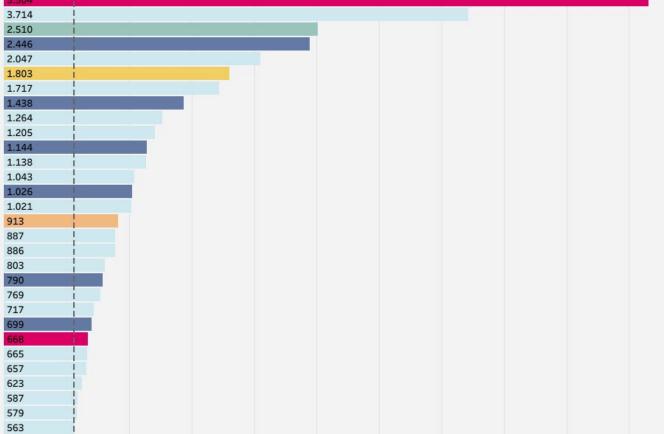
Drama Animation

## **PRODUCTION COUNTRIES**

Asia EU France Others UK

Usa & Canada

	ATFORM	GENRE		
	Netflix	Action	5.504	
	Netflix	Comedy	3.714	1
	Netflix	Action	2.510	1
	Netflix	Drama	2.446	
¢	Netflix	Action	2.047	
	Netflix	Drama	1.803	
	Netflix	Comedy	1.717	
	Netflix	Comedy	1.438	
	Netflix	Action	1.264	
	Netflix	Action	1.205	1
	Netflix	Comedy	1.144	
t	Netflix	Action	1.138	i i
	Netflix	Comedy	1.043	
	Netflix	Comedy	1.026	
	Netflix	Animation	1.021	
	Netflix	Action	913	
	Netflix	Crime	887	
	Netflix	Drama	886	
	Netflix	Family & Kids	803	
	Netflix	Drama	790	
	Netflix	Comedy	769	
	Netflix	Action	717	
	Netflix	Comedy	699	
	Netflix	Family & Kids	668	
	Netflix	Action	665	
0		Action	657	1
	Netflix	Drama	623	1
	Netflix	Comedy	587	i
	Netflix	Documentary	579	1
n	Netflix	Drama	563	1





streams (.000)

Adventure

### **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON

1.544			11.8	390								6	392				2.9	60
	9.0	01						5.119	Э									
2.995	1.803		3.235															
1.395																		
s 1.175 <mark>668</mark>																		
988																		
946																		
y																		
610																		
537																		
147																		
82																		
0K 1K 2K	ЗК <mark>4</mark> К	5K 6	бК 7К	8K	9K	10K	11K	12K	13K	14K	15K	16K	17K	18K	19K	20K	21K	22K
															+		( 0	001

streams (.000)

#### "THE TAKEDOWN" CROWNS OMAR SY AGAIN

With 5.5M streams, "The Takedown" is the clear winning film of the grid. With almost double the streams than the usual number for France's Tops, this Action-Comedy clearly convinced an important mass of subscribers in its home country.

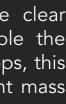
#### ACTION MEETS COMEDY IS A GOLDEN **CARD IN MAY IN FRANCE**

Other Action titles with prominent laughable tones take the lead this month: "Jackass 4.5" and "Shazam!", at 9 and 10 respectively in the Tops, garnered 1.9M streams each. Zombie comedy "The Dead Don't Die" by Jim Jarmush is at #13. It is not so common to see the big arty directors of Hollywood and Europe in the top positions on Netflix, but this film has found its fans this month, which has featured amusing proposals amongst the top positions in the grid. 16 titles in the top 20 are either Comedies or Action films.

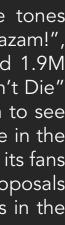
#### FRENCH AUDIENCES WORSHIPPED FEMALE-LED FILMS IN SEVERAL **GENRES AND SPECTRUMS**

The very American Comedy "Senior Year", about a 40-year-old woman waking up from a coma and willing to become a cheerleading captain again, reached number 2, with 3.7M streams. Rom-Coms conquered a solid place among Netflix's subscribers in France: "Me Before You" (UK) and "A Perfect Pairing" (US) performed similarly, in positions 6 and 7 respectively, with an average of 1.7M streams.









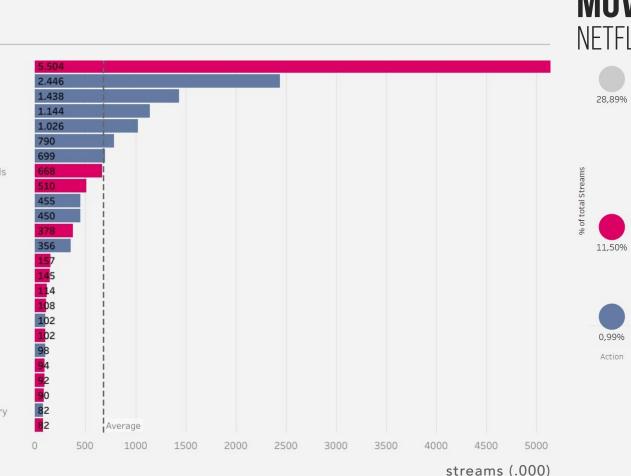




## FRANCE 100 MOVIES | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES	PLATFORM	Л	POSITION	GENRE
1	The Takedown	Netflix	FR	1	Action
2	365 Days: This Day	Netflix	PL	4	Drama
3	Amor de madre	Netflix	ES	8	Comedy
4	La familia perfecta	Netflix	ES	11	Comedy
5	F*ck de liefde 2	Netflix	NL	14	Comedy
6	365 Days	Netflix	PL	20	Drama
7	Toscana	Netflix	DK	23	Comedy
8	Let's Dance	Netflix	FR	24	Family & Kids
9	Cold Blood	Netflix	FR	36	Action
10	Rumspringa	Netflix	DE	39	Comedy
11	Zashchitniki	Netflix	RU	40	Action
12	Sans répit	Netflix	FR	44	Action
13	Through My Window	Netflix	ES	47	Comedy
14	Vive la France	Amazon	FR	11	Comedy
15	Les Lyonnais	Amazon	FR	14	Drama
16	Baby Bump(s)	Amazon	FR	19	Comedy
17	Les gamins	Amazon	FR	22	Comedy
18	Monster Hunter	Amazon	DE	24	Action
19	The Last Deadly Missio	n Amazon	FR	25	Crime
20	Wonder Park	Amazon	ES	29	Animation
21	Les ex	Amazon	FR	31	Comedy
22	Haters	Amazon	FR	34	Comedy
23	Dikkenek	Amazon	FR	36	Comedy
24	Hitler: A career	Amazon	DE	41	Documentary
25	Bob le Train I 'alphabet	Am2700	ED	12	Adventure





GENRE Action Adver Anima Come Crime Docur Drama Famil

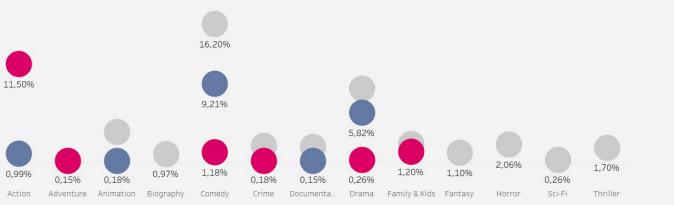
### **PRODUCTION COUNTRIES**

- Europe
- France
- Others



### **CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS**

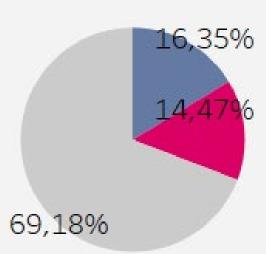
NETFLIX - AMAZON



### NUMBER OF TITLES **BY GENRES**

Ξ		EU	FRANCE
n		2	3
nture			1
ation	h.	1	
dy		6	6
			1
mentary		1	
a		2	1
y & Kids			1
-			

### **CONTRIBUTION TO DRAMA STREAMS**



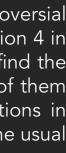
#### POLAND LEADS THE GRID AFTER **FRENCH HIT "THE TAKEDOWN"**

"365 Days: This Day", the new sequel to the controversial erotic Polish thriller, got 2.5M streams, in position 4 in the Tops. Lower down in the top 20, we also find the prequel "365 Days" with 780k streams. Both of them have had similar amounts of views and positions in April, showing that they could break through the usual 30-day explosive demand on Netflix.

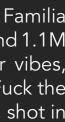
### SPAIN, THE NETHERLANDS AND DENMARK SHINE WITH TOP COMEDIES SHOT IN SUNNY LOCATIONS

Spanish Comedies "Amor de Madre" and "La Familia Perfecta" conquer positions 3 and 4 with 1.4M and 1.1M streams respectively. Anticipating the summer vibes, Dutch-produced party comedy shot in Ibiza, "Fuck the Liebe 2", is at number 5 and Danish-produced, shot in Italy, "Toscana", is at #7.





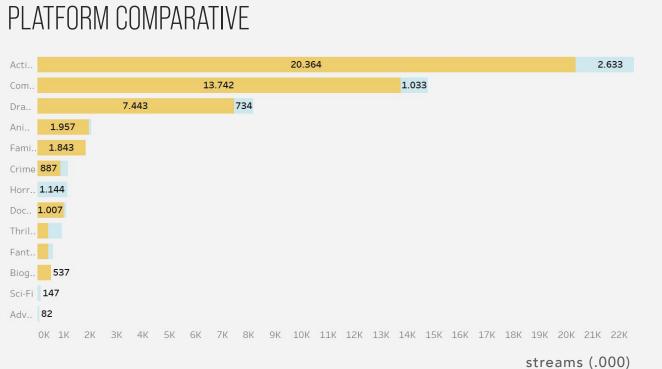




## FRANCE 100 MOVIES | SVOD PLATFORMS

### **TOP MOVIES STREAMS BY GENRES**







**100 MOVIE** 

ANCE

MAY DIGEST

**HINK DA** 



Action

36,64%

#### **MOST WATCHED GENRES** SHARE BY PLATFORM

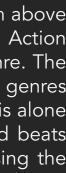
6	<b>Comedy</b> 24,73%	Animation 3,52%	<b>Action</b> 4,74%
		Family & Kids 3,32%	
	<b>Drama</b> 13,39%		

## **TOTAL STREAMS BY GENRES**

#### **AMAZON: A MARGINAL PERFORMANCE IN MAY IN FRANCE**

None of the Amazon films manages to perform above average. Still, Amazon contributes with 2.6M Action views, 10% of Netflix's figure for the same genre. The E-Commerce giant is somewhat significant in genres that continued to underperform this month: it is alone in the Horror category with 1.1M streams and beats Netflix in Thrillers with 528K streams, surpassing the latter's figure, of 416K streams.





## FRANCE 100 SHOWS OVERVIEW

#### **TOTAL STREAMS BY SHOW** NETFLIX - AMAZON

SHOWS PL	ATFORM	GENRE

1	Who Killed Sara?	Netflix	Crime	25.124	
2	Stranger Things	Netflix	Drama	24.247	
3	Naruto: Shippûden	Netflix	Animation	18.655	
1	Bienvenidos a Edén	Netflix	Action	18.647	
5	The Marked Heart	Netflix	Drama	13.535	
5	Love, Death & Robots	Netflix	Animation	13.456	
7	The Lincoln Lawyer	Netflix	Crime	12.880	
3	Workin' Moms	Netflix	Comedy	11.858	
Э	Peppa Pig	Netflix	Animation	11.128	
10	Grizzy and the Lemmings	Netflix	Family & Kids	10.900	
11	Ozark	Netflix	Crime	9.620	
12	PAW Patrol	Netflix	Animation	8.329	
13	Naruto	Amazon	Animation	476	
		Netflix	Animation	7.738	
14	Les sept vies de Léa	Netflix	Crime	8.183	C
15	Hunter x Hunter	Netflix	Animation	8.172	G
16	Brooklyn Nine-Nine	Netflix	Comedy	7.036	
17	Miraculous: Tales of La	Netflix	Animation	6.434	NE
18	Elite	Netflix	Crime	5.998	INL
19	Heartstopper	Netflix	Drama	5.671	
20	LOL, qui rit, sort !	Amazon	Comedy	5.581	
21	Summertime	Netflix	Drama	4.737	
22	Entrevías	Netflix	Drama	4.539	Ani
23	Boruto: Naruto Next Ge	Netflix	Animation	4.526	
24	Bridgerton	Netflix	Drama	4.263	Crir
25	Grace and Frankie	Netflix	Comedy	4.250	
26	Clark	Netflix	Crime	4.227	
27	Zachowaj spokój	Netflix	Crime	4.193	Dra
28	Final Space	Netflix	Animation	4.151	
29	Outlander	Netflix	Drama	4.003	Cor
30	MaveriX	Netflix	Family & Kids	3.932	
					Acti

SHOWING 30/100 - See complete chart here

streams (.000)

Documentary 300

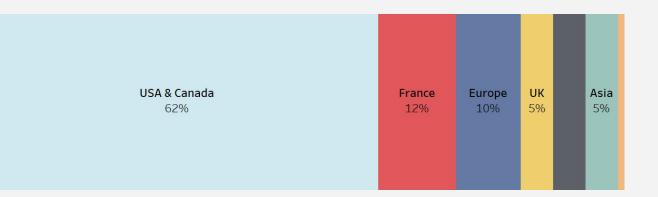


FRANCE 100 SHOWS MAY DIGEST 

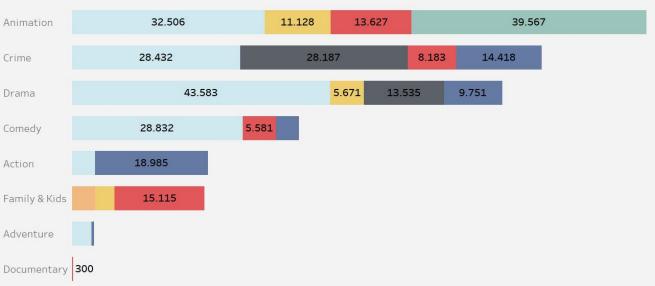


### **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### ENRES TOTAL STREAMS BY COUNTRIES ETFLIX - AMAZON



0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K 80K 85K 90K 95K streams (.000)

#### "STRANGER THINGS" IS NOT THE WINNER AND NOT THE ONLY TOP-**PERFORMING SHOW**

This month, French households have been generously served by their series of favourite shows. The release of "Stranger Things" concentrated 25.1M streams in just four days after the show was launched on the 27th of May. But far from hoarding views, there have been several other successful series in the grid with a wide spectrum of genres and origins.

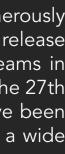
#### ANIMATION IS FRANCE'S LOVABLE CREATURE

Led by "Naruto: Schippûden" (18.6M streams - top 3), Animation cumulates no less than 60.7M streams and is crowned as the preferred genre again this month. Diverse titles contribute to that: "Love, Death & Robots", "Peppa Pig, "Grizzy and the Lemmings", "Paw Patrol", "Naruto", "Hunter x Hunter" and "Ladybug", which are all in the top 20. French local production seems more focused on kids' animation and leaves all the Animation adult pie to Asia and the US.

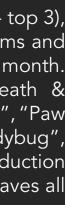
#### AMERICAN FIND SERIES THIS COMPETITIVE AUDIENCE IN MONTH

Despite the fierce competition, three more American series seized good positions: Crime - "The Lincoln Lawyer" holds position 7 and almost 13M streams. Toronto-produced comedy "Workin 'Moms" manages to hit position 8 with nearly 12M streams. Finally, the new season of the crime offering, "Ozark", goes straight to number 11 among the Tops, with 9.6M streams. 62% of the views in the top 100 are for the US and Canada.

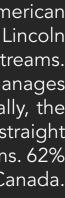












## FRANCE 100 SHOWS | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM		RANK	GENRE								– NET
1	Bienvenidos a Edén	1	Netflix	ES	2	Action	18.647							
2	Grizzy and the Lemmir	ngs 2	Netflix	FR	12	Family & Kids	7.749							80K
		1	Netflix	FR	46	Family & Kids	3.152							
3	Les sept vies de Léa	1	Netflix	FR	10	Crime	8.183							70K
4	Miraculous: Tales of Li	э З	Netflix	FR	14	Animation	6.434							60K
5	Elite	5	Netflix	ES	15	Crime	5.998			-				
6	LOL, qui rit, sort !	2	Amazon	FR	1	Comedy	3.641							<b>앞</b> 50K
		1	Amazon	FR	3	Comedy	1.940							
7	Summertime	3	Netflix	IT	19	Drama	4.737							Streams
8	Entrevías	1	Netflix	ES	21	Drama	4.539							<b>5</b> 30K
9	Clark	1	Netflix	SE	27	Crime	4.227							SUK
10	Zachowaj spokój	1	Netflix	PO	28	Crime	4.193							20K
11	Zig & Sharko	3	Netflix	FR	32	Animation	3.887							
12	Baraki	1	Netflix	BE	33	Comedy	3.871							10K
13	Petit ours brun	1	Netflix	FR	38	Family & Kids	3.583							
14	Simon	1	Netflix	FR	42	Animation	3.306							OK
15	The Boarding School: I	.a 2	Amazon	ES	17	Drama	474							
16	Bang Bang Baby	1	Amazon	IT	27	Adventure	391							
17	La Unidad	2	Amazon	ES	35	Action	338							
18	Les Sisters	1	Amazon	FR	39	Family & Kids	317							
19	The Garfield Show	1	Amazon	FR	40	Family & Kids	314							
20	Orelsan: Montre jama	s 1	Amazon	FR	44	Documentary	300							
							ОК	2К	4K	6K	8К	10K	12K	

streams (.000)



GENRE Family Crime Drama Anima Comed Action Docum Adven

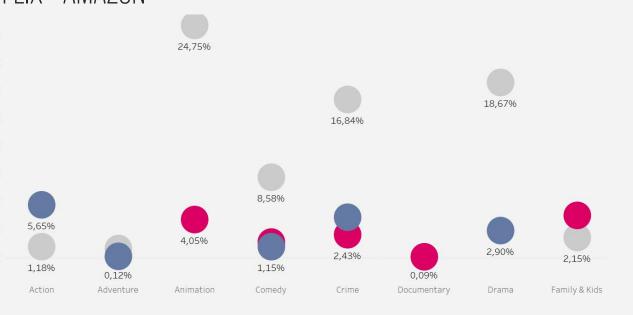
### **PRODUCTION COUNTRIES**

Europe



Others

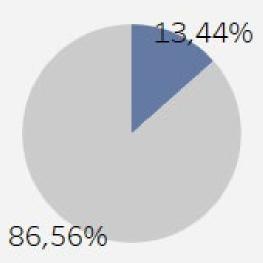
#### **CONTRIBUTION OF LOCAL & EUROPEAN** SHOWS TO TOTAL STREAMS TFLIX - AMAZON



#### NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

	EU	FRANCE
/ & Kids		4
	3	1
a	3	
tion		3
ły	1	1
L	2	
nentary		1
ture	1	





#### FRANCE IS CRAZY ABOUT SPANISH-**SPEAKING SHOWS**

It seems like, finally, the 7 years of Spanish courses in French schools will bring better results thanks to Netflix. At number 1 among the Tops in France is season 3 of the Mexican series "Who Killed Sara?" with 25.1M streams. Released on the 19th of May, just 1 week before "Stranger Things", the Spanish Thriller series beats the Netflix Original flagship show by 1M streams. The Spanish Action series "Bienvenidos a Edén" holds position 4 with 18.6M streams and Colombian Drama "The Marked Heart" is in position 5 with 13.5M streams. "Elite" still holds a great position at number 15 with 6M streams and "Entrevías" is at number 21 with 4.5M streams. The synergy between Spanish-speaking shows is palpable in France.

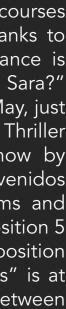
#### "LES SEPT VIES DE LÉA" IS THE ONLY FRENCH REAL IMAGE FICTION IN HIGH POSITIONS

This Crime-Fantasy-Drama taps into all the preferred angles of Young Adults audiences, and gathers 8.1M streams this first season in the overall top 10 and top 5 in Europe. A not insignificant figure given that it does share traits and Audience with existing flagship IP "Stranger Things". Check out our Hot Titles section for more information about this series.

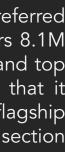
#### SWEDEN AND POLAND STAND OUT IN THE **EUROPEAN GRID**

Swedish Action-Comedy "Clark" achieves 4.2M streams and is at number 9 amongst the European shows. A similar figure is achieved by Polish crime-mystery show "Hold Tight - Zachowaj spokój".







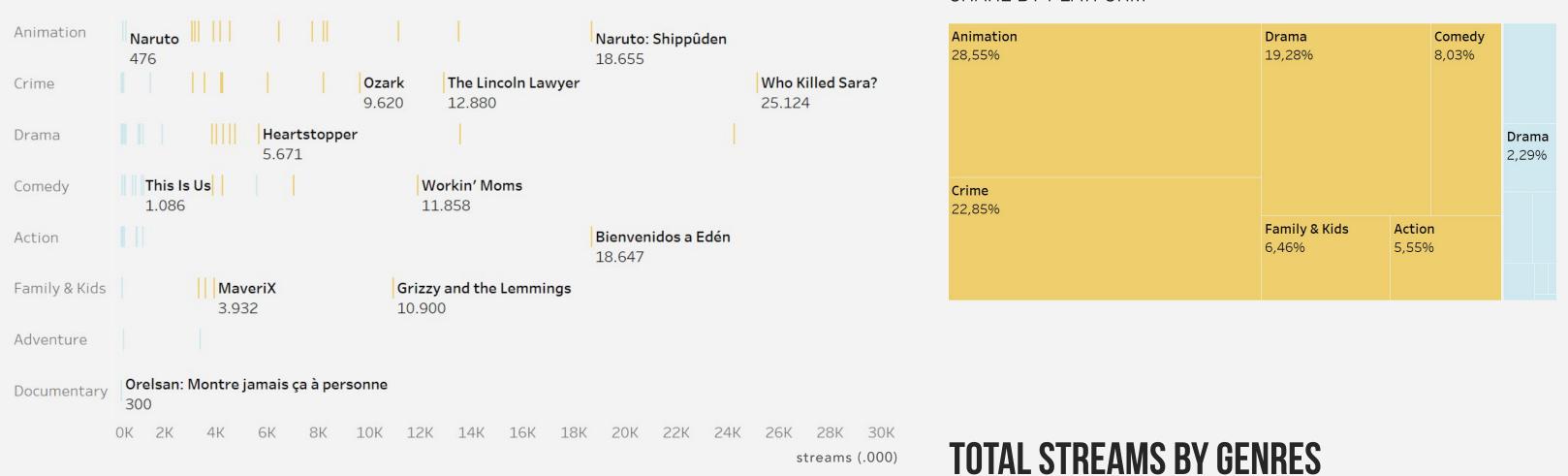






## FRANCE 100 SHOWS | SVOD PLATFORMS

## **TOP SHOWS STREAMS BY GENRES**





Animation
Crime
Drama
Comedy
Action

Family & Kids

Adventure

Documentar

**100 SHOWS** 

ANCE

**G** 



Amazon Netflix



#### **MOST WATCHED GENRES** SHARE BY PLATFORM

PLATFORM COMPARATIVE



10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K 80K 85K 90K 95K 100F

streams (.000)

#### **AMAZON PERFORMS POORLY WITH ONLY** ONE SHOW IN THE STREAMING RACE

"LOL Ce qui Rit, Sort" is the top performing Amazon reality show obtaining excellent results in several European markets. In France in May it obtained 5.6M streams and is continuing to perform steadily, as it has done for the last few months. Thanks to this show, Amazon's leading genre is Comedy with 11.3M total streams. This is almost one third of what Netflix achieves in the same genre.



• P.19 •

## HOT CONTENT IN FRANCE "LES 7 VIES DE LÉA"

"Les 7 Vies de Léa" is a newly launched mysterythriller series with a dose of fantasy. It involves a bodyswap and time-travel plot. The show is produced by the French film, series and branded content company, Empreinte Digitale. The same company is behind series such as "Parallèles" at Disney+, "Marianne" at Netflix, "Moah" and "Missions" at Orange's OCS, and "Infiniti" at Canal+. Empreinte Digitale has premiered theatrically "Let's Dance" with Pathé in 2019 grossing 2.5M USD at the French box office and has now landed on Netflix with almost 700k streams.

The series stars Raïka Hazanavicius who is also in the most recent film by her uncle Michel Hazanavicius, "Final Cut", which opened at Cannes in May. Raïka is accompanied by a very diverse and young cast to keep under the radar including Khalil Gharbia, Marguerite Thiam Donnadieu, Maïra Schmitt, and Théo Fernandez.

Like several Young Adult shows, "Les 7 Vies de Léa" is based on a book of the same name: "The Seven Lives of Léo Belami" by Nataël Trapp. The show is written by Charlotte Sanson whose credits include Netflix's "Comment Je Suis Devenu Super-Héros" and "Hippocrate".

The series achieves 8M streams in position 14 in France. It is not a bad figure given the furious competition it faced from all sides: on the one hand the longawaited "Stranger Things" holds several entry points in common; on the other, with another French heavyweight film, Omar Sy's "The Touchdown"; and finally with crime shows like "Who Killed Sara?", which managed to climb to number 1 in France's Tops.

The excess of competition might have made it impossible for "Les 7 Vies de Léa" to break through the noise in other territories. However, it is in #27 with 3.8M streams in Spain and very similarly placed in Germany, in #28 with 3.8M streams. It has no presence in Italy or the UK.

The marketing elements observed in the campaign are sharply oriented towards the teen-young adult drama comedy and not so much towards the Fantasy or Sci-Fi side. Its vibrant yellow suggests a comedy, while the fuchsia palette and the shifting and evanescent pop images evoke a feel-good 90's vibe. The trailer, for its part, starts with an amusing and young adult tone, accompanied by high-paced 90's music that poignantly reveals the time travel element. In the second half, the crime and mystery elements are more seriously introduced. Comparable marketing looks and feels are applied to similar audience Netflix contents such as: "Boo, Bitch" and "I Am Not OK With This".





## UK 100 MOVIES | OVERVIEW

#### **TOTAL STREAMS BY MOVIE** NETFLIX - AMAZON

PLATFORM GENRE

1	Senior Year	Netflix	Cornedy
2	Our Father	Netflix	Crime
3	Supernature	Netflix	Comedy
4	Jackass 4.5	Netflix	Action
5	365 Days: This Day	Netflix	Drama
6	The Good Liar	Netflix	Crime
7	Chaos Walking	Netflix	Action
8	Doctor Sleep	Netflix	Drama
9	A Perfect Pairing	Netflix	Comedy
10	The Contractor	Amazon	Action
11	The Paedophile Hunter	Netflix	Documen
12	Gods of Egypt	Netflix	Action
13	Hairspray	Netflix	Comedy
14	The Takedown	Netflix	Action
15	The Mystery of Marilyn	Netflix	Documen
16	The Silencing	Netflix	Action
17	1408	Netflix	Fantasy
18	The Departed	Netflix	Crime
19	Marmaduke	Netflix	Animatio
20	Piranha 3D	Netflix	Comedy
21	Blade Runner 2049	Netflix	Action
22	Sonic the Hedgehog	Netflix	Action
23	Lord of War	Netflix	Action
24	3 from Hell	Netflix	Action
25	Along for the Ride	Netflix	Drama
26	No Time to Die	Amazon	Action
27	The Adam Project	Netflix	Action
28	A Farewell to Ozark	Netflix	Documen
29	See for Me	Netflix	Thriller
30	She's All That	Netflix	Comedy

MOVIES

SHOWING 30/100 - See complete chart here

6.208		
3.863		
3.603		
3.133		
2.353		
1.976		
1.911		
1.794		
1.662		
1.599		
1.575		
1.568		
1.493		
1.390		
1.316		
1.315		
1.246		
1.183		
1.060		
1.058		
994		
983		
938		
924		
899		
888		
886		
882		
848		
827		

streams (.000)



Asia EU Others

UK

Usa & Canada

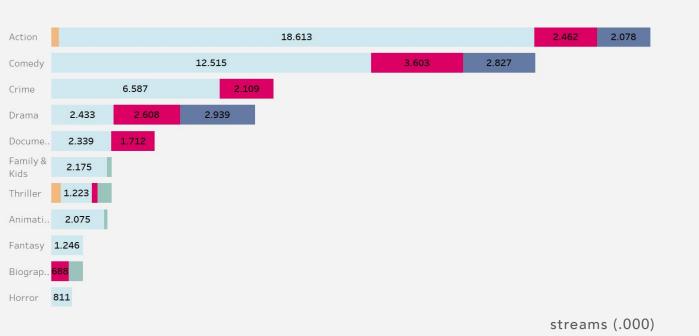


## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON



#### THREE DOCUMENTARIES PERFORM IN **TOP POSITIONS THIS MONTH IN THE UK**

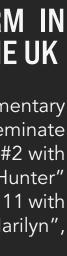
Classified as crime, "Our Father", a crime documentary about an unstable doctor that decided to inseminate thousands of women without their approval, is #2 with 3.8M streams; UK-produced "The Paedophile Hunter" deals with similar themes and occupies position 11 with 1.6M streams. Thirdly, #15, "The Mystery of Marilyn", which got 1.5M streams.

#### **HIGH-PROFILE DRAMAS AND CRIMES** FIND THEIR AUDIENCES IN THE UK IN MAY

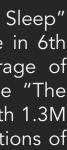
UK-produced "The Good Liar" and "Doctor Sleep" are rather "silver-audience-skewed" and were in 6th and 8th positions respectively with an average of 1.8M streams. Martin Scorecese's 2006 crime "The Departed" hits number 18 among the Tops with 1.3M streams. It's a rare film profile in the top positions of this market that is often Young-Adult-oriented.

#### RICKY GERVAIS' SUPERNATURE, A LOCAL STAND-UP COMEDY, MAKES IT TO THE TOP 3

With 3.6M streams in just one week after release, this format proves an interesting bet for Netflix's horizon. While the streamers introduce reality and TV formats, stand-up comedy seems to flow in that direction.







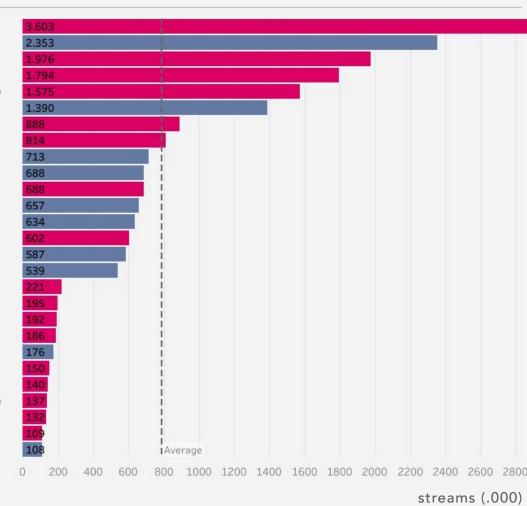




## UK 100 MOVIES | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES	PLATFORI	M	POSITION	GENRE
1	Supernature	Netflix	UK	3	Comedy
2	365 Days: This Day	Netflix	PL	5	Drama
3	The Good Liar	Netflix	UK	6	Crime
4	Doctor Sleep	Netflix	UK	8	Drama
5	The Paedophile Hunter	Netflix	UK	10	Documentary
6	The Takedown	Netflix	FR	13	Action
7	No Time to Die	Amazon	UK	2	Action
8	Archive	Netflix	UK	29	Drama
9	Toscana	Netflix	DK	33	Comedy
10	Lockout	Netflix	FR	35	Action
11	Knuckle	Netflix	UK	36	Biography
12	F*ck de liefde 2	Netflix	NL	39	Comedy
13	La familia perfecta	Netflix	ES	41	Comedy
14	The Gentlemen	Netflix	UK	43	Action
15	365 Days	Netflix	PL	44	Drama
16	Amor de madre	Netflix	ES	49	Comedy
17	The Courier	Amazon	UK	10	Thriller
18	Casino Royale	Amazon	UK	14	Action
19	Wrath of Man	Amazon	UK	15	Action
20	Skyfall	Amazon	UK	17	Action
21	Role Models	Amazon	DE	21	Comedy
22	Spectre	Amazon	UK	32	Action
23	Quantum of Solace	Amazon	UK	35	Action
24	Elizabeth Windsor	Amazon	UK	36	Documentary
25	Original Gangster	Amazon	UK	37	Crime
26	Moonraker	Amazon	UK	48	Action
27	The Worst Person in the	e Amazon	NO	49	Comedy





- GENRE Action Biogra Come Crime Docun
- Drama
- Thrille

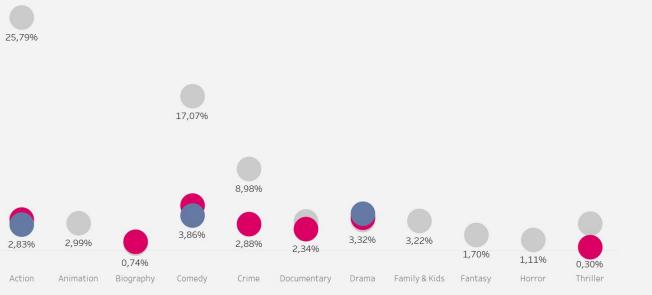
### **PRODUCTION COUNTRIES**

- Europe
- UK
- Others

**100 MOVIES** MAY DIGEST M

### **CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS**



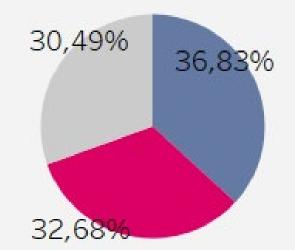


### **NUMBER OF TITLES BY GENRES**

NETFLIX - AMAZON

<u> </u>	EU	UK
n	2	8
aphy		1
dy	6	1
1		2
nentary		2
a	2	2
er		1

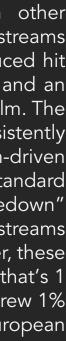
### **CONTRIBUTION TO DRAMA STREAMS**



#### BABY STEPS IN THE GROWTH OF **EUROPEAN FILMS IN THE UK**

Although European Films that succeed in other markets don't manage to go beyond 600K streams this month, there are exceptions: Polish-produced hit "365 Days: This Day" achieves 2.3M streams and an unprecedented top 5 this year for a European film. The film achieved a lower mark in April but is consistently maintaining its word-of-mouth and algorithm-driven marketing, breaking through the supposedly standard 30-days Netflix life. French Omar Sy hit "The Takedown" manages to conquer UK audiences with 1.4M streams and reach number 14 among the Tops. Together, these films upgrade Europe to 10% of market share: that's 1 point more than in April, which subsequently grew 1% compared to March. It's also double what the European shows gathered this month.





## UK 100 MOVIES | SVOD PLATFORMS

## **TOP MOVIES STREAMS BY GENRES**

Action Jackass 4.5 3.133	
Comedy A Perfect Pairing Supern 1.662 3.603	nature
Crime The Good Liar Our 1.976 3.80	• <mark>Fathe</mark> r 63
Drama 365 Days: This Day 2.353	
Documentary The Paedophile Hunter 1.575	
Family & Kids Sing Barbie: Spy Squad 187 778	
Thriller See for Me 848	
Animation Marmaduke 1.060	
Fantasy	
Biography 688	
Horror 696	

Senior Year 6.208



Comedy 23,72%

Action 23.25%

- Action Comedy Crime Drama Documentary Family & Kids Fantasy Biograph



OTT

Amazon

Netflix

**UK 100 MOVIES** 

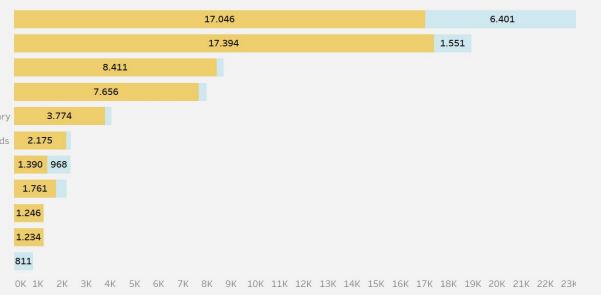
## MOST WATCHED GENRES

SHARE BY PLATFORM

<b>y</b> 6	<b>Crime</b> 11,47%	<b>Drama</b> 10,44%	Action 8,73%
6	<b>Documentary</b> 5,15%		
	Family & Kids		

## **TOTAL STREAMS BY GENRES**

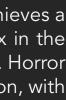
PLATFORM COMPARATIVE



#### streams (.000)

#### AMAZON STILL HOLDS A SLIM MARKET IN THE UK IN MAY

Comparable to the French market, Amazon achieves a third of the Action streams obtained by Netflix in the same category (6.4M Amazon vs Netflix's 17M). Horror is the only established category in which Amazon, with 811K streams.



## UK 100 SHOWS | OVERVIEW

#### **TOTAL STREAMS BY SHOW** NETFLIX - AMAZON

1	Stranger Things	Netflix	Drama	43.130
2	Peppa Pig	Netflix	Animation	32.049
		Amazon	Animation	7.727
3	Friends	Netflix	Comedy	37.017
4	The Lincoln Lawyer	Netflix	Crime	24.054
5	Ozark	Netflix	Crime	21.179
6	Love, Death & Robots	Netflix	Animation	18.323
7	The Office	Netflix	Comedy	14.264
8	Brooklyn Nine-Nine	Netflix	Comedy	13.565
9	Heartstopper	Netflix	Drama	13.140
10	Workin' Moms	Netflix	Comedy	12.603
11	Meet, Marry, Murde		Crime	11.665
12	Selling Sunset	Netflix	Game-Show & Reality-TV	11.228
13	Better Call Saul	Netflix	Crime	10.371
14	Miraculous: Tales of	Netflix	Animation	8.890
15	Grace and Frankie	Netflix	Comedy	8.678
16	Bienvenidos a Edén	Netflix	Action	7.949
17	The Boss Baby: Back	. Netflix	Animation	7.928
18	The Circle	Netflix	Game-Show & Reality-TV	7.821
19	PAW Patrol	Netflix	Animation	6.608
		Amazon	Animation	768
20	Anatomy of a Scandal	Netflix	Drama	7.093
21	Bridgerton	Netflix	Drama	7.036
22	Ben & Holly's Little	Netflix	Animation	4.560
	Kingdom	Amazon	Animation	1.824
23	Bling Empire	Netflix	Game-Show & Reality-TV	6.249
24	Molang	Netflix	Family & Kids	5.894
25	The Pentaverate	Netflix	Comedy	5.857
26	The Staircase	Netflix	Crime	5.661
27	Star Trek: Picard	Amazon	Action	5.309
28	This Is Us	Amazon	Comedy	5.188
29	The Big Bang Theory	Netflix	Comedy	4.155
		Amazon	Comedy	908
30	Ten Percent	Amazon	Comedy	4.953

SHOWING 30/100 - See complete chart here

streams (.000)

### **PRODUCTION COUNTRIES**

- Asia EU
- Others
- UK

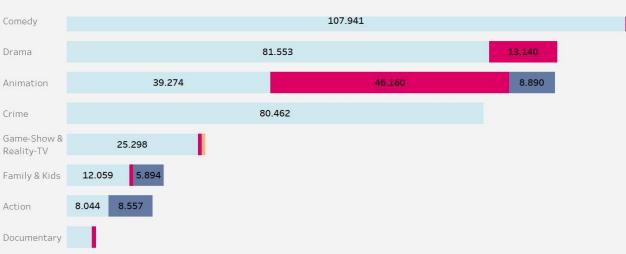
Usa & Canada

## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON



OK 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K 80K 85K 90K 95K 100K 105K 110F streams (.000)

#### "STRANGER THINGS" HAPPENS TO **DISPLACE "FRIENDS" FROM THE UK** THRONE

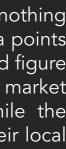
The UK is a market hooked to American library shows and often sees them crowned in the very top positions regardless of fresh and keenly anticipated releases. However, in only 4 days after its launch, "Stranger Things" managed to amass 43M streams, to be placed at the very top. Old time favourites, "Peppa Pig" (39.7M streams) and "Friends" (37M streams) come next and occupy positions 2 and 3 respectively. Newer American shows such as "The Lincoln Lawyer", "Ozark" and animated series "Love, Death & Robots" hit important positions and 20M streams on average each.

#### THE UK IS EVEN MORE AMERICAN THAN **IN APRIL**

American and Canadian productions hold nothing less than 78% of the UK market; that's 11 extra points compared to April, but is not an unprecedented figure for this territory. Germany is the only European market with comparable US origin percentages, while the other analysed territories are more open to their local content and other origins.



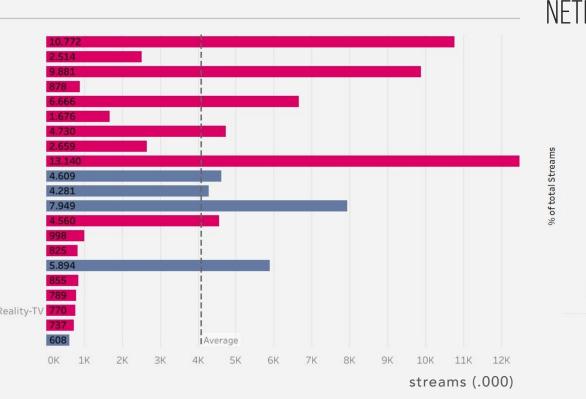




## UK 100 SHOWS | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	SHOWS S	SEASO	N PLATFC	RM	RANK	GENRE
1	Peppa Pig	1	Netflix	UK	9	Animation
			Amazon	UK	8	Animation
		3	Netflix	UK	11	Animation
			Amazon	UK	17	Animation
		2	Netflix	UK	19	Animation
			Amazon	UK	10	Animation
		4	Netflix	UK	37	Animation
			Amazon	UK	7	Animation
2	Heartstopper	1	Netflix	UK	5	Drama
3	Miraculous: Tales of	3	Netflix	FR	41	Animation
	Ladybug & Cat Noir	1	Netflix	FR	46	Animation
4	Bienvenidos a Edén	1	Netflix	ES	14	Action
5	Ben & Holly's Little	1	Netflix	UK	42	Animation
	Kingdom		Amazon	UK	12	Animation
		2	Amazon	UK	23	Animation
6	Molang	1	Netflix	FR	23	Family & Kids
7	Jeremy Clarkson: I Bo	ug 1	Amazon	UK	19	Documentary
8	The Grand Tour	З	Amazon	UK	25	Comedy
9	Four in a Bed	9	Amazon	UK	26	Game-Show & Re
10	Bing	2	Amazon	UK	32	Family & Kids
11	Vikings	6	Amazon	IE	46	Action





GENRE Action Animati Comedy Docume Drama Family & Game-Sh

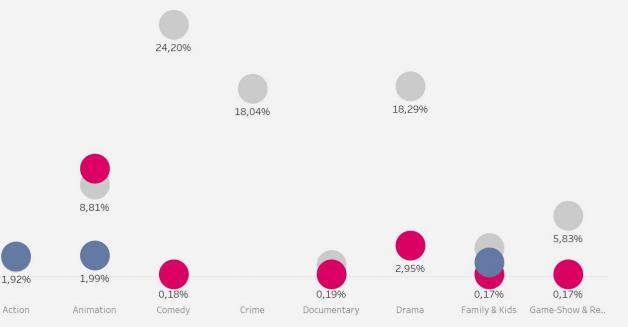
### **PRODUCTION COUNTRIES**

- Europe
- UK
- Others

**100 SHOWS** MAY DIGEST M

### **CONTRIBUTION OF LOCAL & EUROPEAN** SHOWS TO TOTAL STREAMS

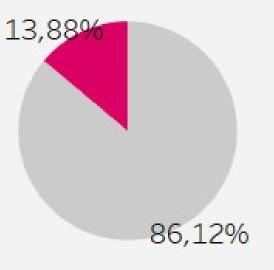
NETFLIX - AMAZON



#### NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

	EU 2	UK
on	1	2
		1
ntary		1
		1
& Kids	1	1
how & Reality-TV		1

### **CONTRIBUTION TO DRAMA STREAMS**



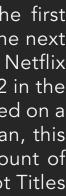
#### **UK-PRODUCED SHOWS ARE SCARCE IN** THE TOP POSITIONS OF THEIR HOME COUNTRY

A close look at "Peppa Pig" reveals that the first season is, by far, the most popular and that the next three are also widely consumed across both Netflix and Amazon. "Heartstopper" earns position 2 in the UK and European grid with 13M streams. Based on a webcomic and graphic novel by Alice Oseman, this acclaimed LGBTIQ+ show got the same amount of views in April in only one week. Check our Hot Titles section for more information about it.

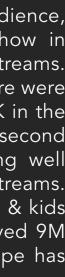
#### EUROPE HOLDS ONLY 5% OF THE UK MARKET BUT SPANISH CONTENT **BREAKS THROUGH**

"Bienvenidos a Edén" pleased the UK audience, and was the only real image European show in successful positions this month with 8M streams. Quite an achievement if we consider that there were no European shows in the top grid in the UK in the first quarter of the year and that during the second quarter the only European show performing well was also Spanish: "Elite" in March, with 5M streams. Besides, this month, French-produced family & kids animations "Ladybug" and "Molang" achieved 9M views and 6M views respectively. Still, Europe has only 5% of the UK market.





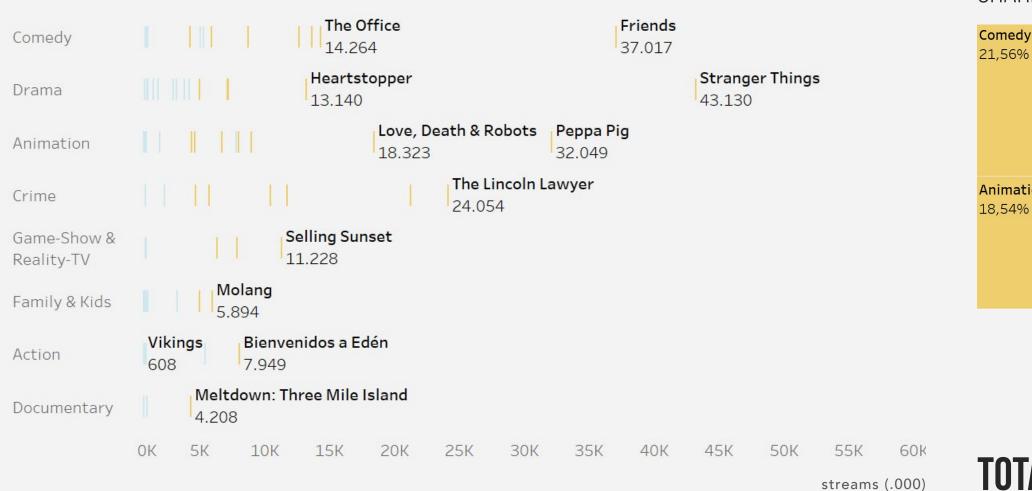




• P.24 **-**

## UK 100 SHOWS | SVOD PLATFORMS

## **TOP SHOWS STREAMS BY GENRES**





Comedy

Drama

Animation

Crime

Game-Show & Reality-TV

Action

Documentary



Amazon

Netflix

**SMOHS** 

100

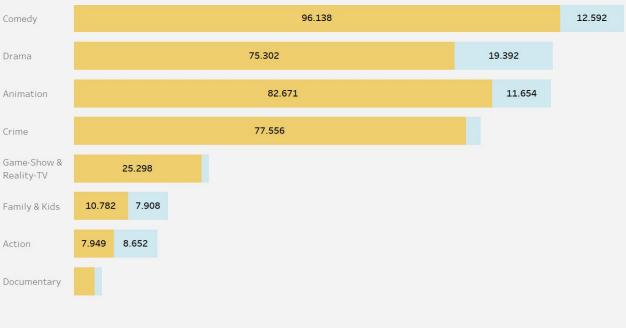
## **MOST WATCHED GENRES**

SHARE BY PLATFORM

	<b>Crime</b> 17,39%	<b>Drama</b> 16,89%	<b>Drama</b> 4,35%
ion			
	Game-Show & Reality-TV 5,67%	Family &ActionKids2,42%	

## **TOTAL STREAMS BY GENRES**

PLATFORM COMPARATIVE



streams (.000)

#### HAVE AMAZON DOESN'T **LOCOMOTIVE BUT STILL HOLDS 15% OF THE STREAMS**

A cascade of streams across several shows makes the E-commerce platform relatively competitive in Comedy, Drama and Animation. All the most popular children's shows are available on both platforms: 7M of the cumulated 39M streams of "Peppa Pig" belong to Amazon. Similar phenomena occur with "Paw Patrol", "Ben & Holly's Little Kingdom" and "The Big Bang Theory". Shows like "Star Trek: Picard" and "This is Us" are in #27 and #28 with 5M streams.



• P.25 🗕

## **HOT CONTENT IN UK** "Heartstopper" or how to create an IP Franchise from Scratch.

Originally a webcomic on Tumblr and Tapas, "Heartstopper" has amassed an enormous online fanbase. Alice Oseman, born in 1994, started her own project, crowd-funding a limited print-run edition, meeting her funding goal in less than two hours. Now she has 4 volumes, a yearbook and a colouring book, which have sold millions of copies worldwide. She has 16M followers on Instagram and half a million on Twitter. In addition, she has created new stories under the YA Novels label, which have Nick and Charlie as characters in some stories. An IP Franchise is born and many more could be created identifying the opportunities this show tackles.

See Saw, based both in the UK and Australia, are behind the production of this 4-episode mini-series. The company has won the Academy Award with Jane Campion's "The Power of the Dog", and several other awards, with productions like "Lion", "The King's Speech", "The Stranger", "The Son" and "Foe". Their first series was Jane Campion's "Top of The Lake", which opened the door for many more television shows now on different platforms and broadcasters. "Heartstopper" has been renewed by Netflix for two more seasons and shooting will start in September 2022.

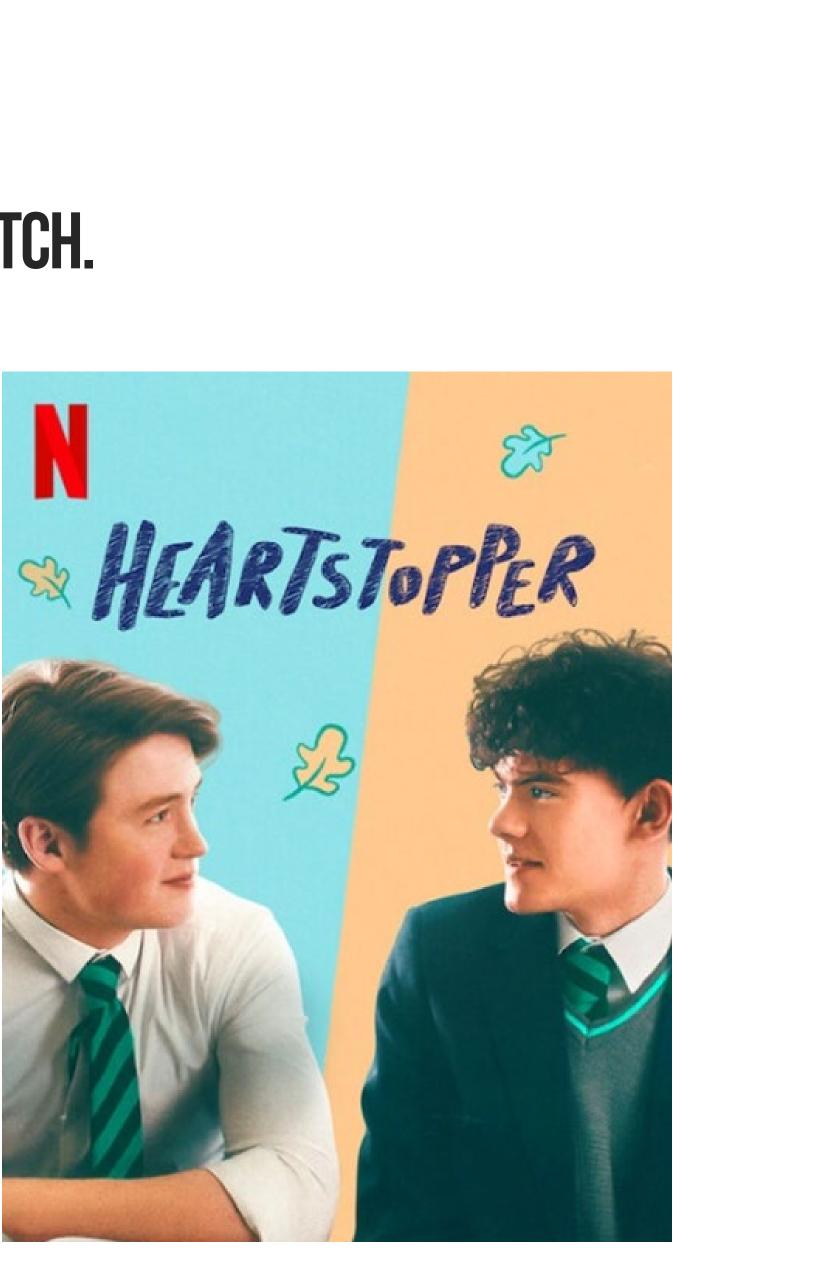
Oscar-winner Olivia Collman plays Nick's mother. The rest of the characters are young teens discovered and made famous by the series. If you browse the internet for

5 minutes you will get an idea of how big "Heartstopper" is: the UGC "user generated content" and non-official merchandising across all types of platforms reveals that it is warmly embraced by audiences. The naive illustrations that accompany the comic and the marketing of the series suggest a young, modern and fresh tone when applied to a sensitive new masculinity. The characters say "HI HI" several times in the trailer, and this is the effective trick to build the love story. What starts as an impossible admiration for the rugby-playing-perfect, supposedly straightest guy in the school, who turns out to be a truly beautiful story: simple" one, but one not so often told: boy meets boy.

The data also speaks for itself: "Heartstopper" is performing well across all 5 analysed markets in a similar way and with a strong and steady presence amongst the top 20 in both April and May. The UK, its local market, cumulates 27M streams in both months, followed by 16.5M in Spain, 11.2M in Germany, 10M in France and 7.3M in Italy.







## **GERMANY 100 MOVIES** | **OVERVIEW**

#### **TOTAL STREAMS BY MOVIE** NETFLIX - AMAZON

MOVIES

**GERMANY 100 MOVIES** 

MAY DIGEST

M

PLATFORM GENRE

1	Senior Year	Netflix	Comedy	4.104		
2	The Takedown	Netflix	Action	3.734	1	
3	365 Days: This Day	Netflix	Drama	2.411	1	
4	A Perfect Pairing	Netflix	Comedy	2.381		
5	Jackass 4.5	Netflix	Action	1.766		
6	Along for the Ride	Netflix	Drama	1.343	1	
7	Our Father	Netflix	Crime	1.240		
8	La familia perfecta	Netflix	Comedy	1.162	i.	
9	F*ck de liefde 2	Netflix	Comedy	1.143		
10	The Hitman's Wife's Bodygu	Amazon	Action	1.125		
11	The Ice Road	Amazon	Thriller	1.063	į.	
12	Rumspringa	Netflix	Comedy	1.014	i .	
13	365 Days	Netflix	Drama	908		
14	Toscana	Netflix	Comedy	900		
15	The Grudge	Netflix	Fantasy	734		
16	Silverton Siege	Netflix	Action	682	1	
17	The Interpreter	Netflix	Crime	681		
18	The Craigslist Killer	Netflix	Biography	680		
19	21	Netflix	Crime	649	į	
20	Gifted Hands: The Ben Carso	Netflix	Biography	637		
21	Jarhead 2: Field of Fire	Netflix	Action	626		
22	The Adam Project	Netflix	Action	624		
23	Marmaduke	Netflix	Animation	620	1	
24	Aquaman	Netflix	Action	605		
25	Suck Me Shakespeer 3	Netflix	Comedy	591		
26	Bubble	Netflix	Animation	556		
27	Constantine	Netflix	Action	514	1	
28	A Tale Dark and Grimm	Netflix	Fantasy	465	i	
29	Harry Potter and the Sorcere	Netflix	Adventure	459		
30	The Mystery of Marilyn Monr	Netflix	Documentary	452	1	

SHOWING 30/100 - See complete chart here

#### streams (.000)

Documentar Family & Kids

Action

Thriller Crime

Animation Biography Fantasy

Adventure

#### **PRODUCTION COUNTRIES**

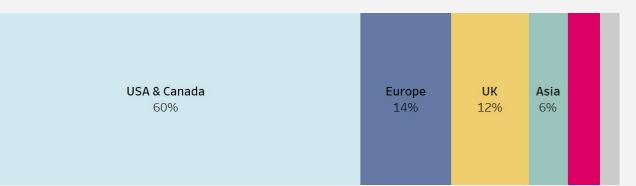
Asia EU Germany Others UK

Usa & Canada

Romance Sci-Fi

## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON

	8.341	4.238		1.748	757 68
	7.244	3.737	756 1.71	.6	
2.988	3.916				
2.316					
1.889 <mark>681</mark>					
1.520 556					
1.316					
1.199					
748					
767					
277					
161					
120					

streams (.000)

#### UBIQUITOUS AMERICAN CONTENT **REINFORCES ITS PRESENCE IN THE GERMAN MARKET WITH 60% OF THE** SHARE AND HALF OF THE FILMS IN THE **TOP20**

The very American comedy "Senior Year" and the romantic Comedy "A Perfect Pairing" in positions #1 and #4, with 4.1M and 2.3M streams, make us think of Comedy as the preferred imported genre. If we take a closer look, we find a very rich diversity of genres: from Action, represented by "Jackass 4.5" in position #5 and 1.7M streams, to Drama ("Along for the Ride"), crime and true-crime documentary "Our Father", "21" and "The Craigslist Killer". If we consider UK content, its share rises to 82%.

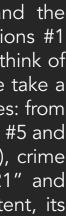
#### LOCAL CONTENT DOES NOT TAKE ROOT **IN GERMANY AND HAS EXPERIENCED A BIG DROP SINCE APRIL**

Germany presents the lowest local share among the five countries with 5% - and none of them shows above average results. German content has withdrawn from the TOP10. We need to go down the chart to position #12 to find "Rumspringa", the feel-good comedy about a young Amish in Berlin that has collected 1M streams since its release on April 29.

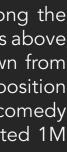
#### ASIAN CONTENT IS SLOWLY GAINING **GROUND IN GERMANY**

The upward trend continues, with 9% of the share, 2 points more than the previous month. Animation Postapocalyptic film "Bubble", Action Indian film "RRR", or Turkish romantic drama "Yolun Açik Olsun", are some examples of the wide variety of preferences of German audiences.

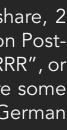








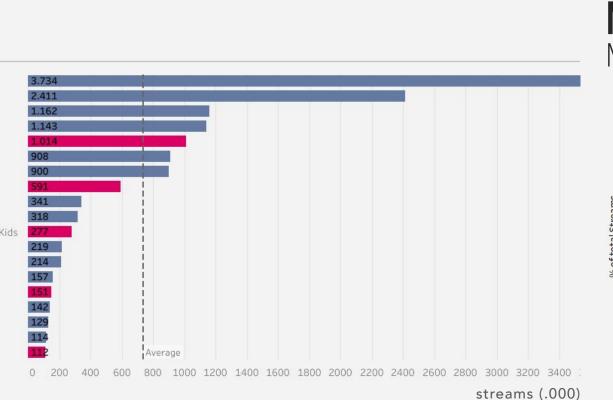




## **GERMANY 100 MOVIES** | **EUROPEAN FOCUS**

#### LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES F	PLATFORM		POSITION	GENRE	
1	The Takedown	Netflix	FR	2	Action	3.734
2	365 Days: This Day	Netflix	PL	3	Drama	2.411
3	La familia perfecta	Netflix	ES	8	Comedy	1.162
4	F*ck de liefde 2	Netflix	NL	9	Comedy	1.143
5	Rumspringa	Netflix	DE	10	Comedy	1.014
6	365 Days	Netflix	PL	11	Drama	908
7	Toscana	Netflix	DK	12	Comedy	900
8	Suck Me Shakespeer 3	Netflix	DE	23	Comedy	591
9	Chernobyl: Abyss	Amazon	RU	7	Drama	341
10	Amor de madre	Netflix	ES	39	Comedy	318
11	The Magic Kids: Three U	Netflix	DE	49	Family & Kids	277
12	Het Tweede Gelaat	Amazon	BE	12	Action	219
13	I Love America	Amazon	FR	13	Comedy	214
14	The Blackout	Amazon	RU	22	Action	157
15	7500	Amazon	DE	23	Action	151
16	The Trench	Amazon	FR	28	Drama	142
17	Lucy	Amazon	FR	36	Action	129
18	Vlad Tepes	Amazon	RO	45	Drama	114
19	Pornorama	Amazon	DE	50	Comedy	112

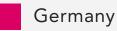




GENRE Action Comed Drama Family

### **PRODUCTION COUNTRIES**

Europe



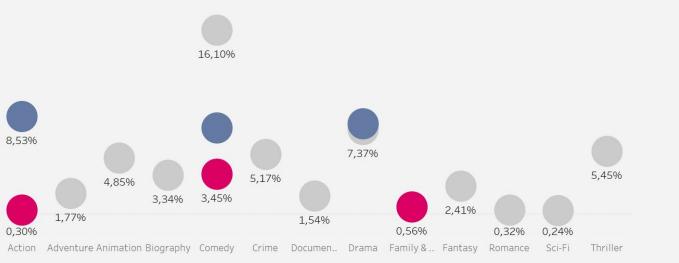
Others



### **CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS**

NETFLIX - AMAZON

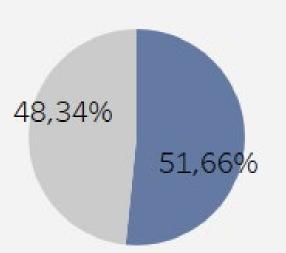
23,19%



NUMBER OF TITLES **BY GENRES** 

	EU	GERMANY
ı	4	1
dy	5	3
a	5	
/ & Kids		1





#### DRAMA AND COMEDY ARE **PREFERRED GENRES FOR EUROPEAN** AND LOCAL CONTENT, FOLLOWED BY ACTION

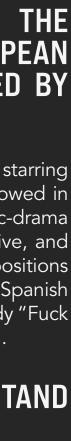
The French Action-comedy "The Takeover" starring Omar Sy heads the chart with 3.7M views, followed in position #2 with 2.4M streams by Polish erotic-drama "365 Days: This Day", the sequel of the massive, and controversial, Polish success "365 Days". In positions #3, #4 and #5 we find three comedies in a row: Spanish comedy "La Familia Perfecta", the Dutch Comedy "Fuck the liefde" and the local comedy "Rumspringa".

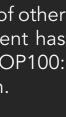
#### GERMAN CONTENT DOESN'T STAND OUT

last month, local comedies outdid productions of other origins, but this month we see how local content has deflated and is poorly represented among the TOP100: only 5 titles out of the 17 on the list are German.

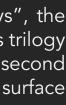
#### DRAMA AND COMEDY TIE IN THE **COMMON BATTLE OF GENRES**

Led by the Netflix-produced sequel "365 Days", the Polish erotic romance based on Blanka Lipiska's trilogy released on April 27 made 2.4M streams for the second movie and also helped the first instalment to surface again, with 908K streams.









## GERMANY 100 MOVIES | SVOD PLATFORMS

## **TOP MOVIES STREAMS BY GENRES**



**100 MOVIES** ERMANY Ъ MAY DIGEST HINK DA

OTT

Amazon

Netflix

Drama

Thrille

Comedy

24,85%

Action

21,20%

Sci-Ei



#### **MOST WATCHED GENRES** SHARE BY PLATFORM

/	Drama	Crime	Action
)	12,59%	5,17%	10,82%
			Thriller
	Animation		4,66%
)	4,25%		
	Biography 3,34%		Comedy
	5,5470		2,22%

## **TOTAL STREAMS BY GENRES**

PLATFORM COMPARATIVE



#### ACTION IS THE MOST WATCHED **CONTENT, IF NETFLIX'S AND AMAZON'S STREAMS ARE PUT TOGETHER: 17.6M** STREAMS ARE LABELLED WITH THIS TAG

Action and Comedy are the most popular genres in Germany. And when Action meets comedy, it seems to be the perfect match for German Audiences: On Netflix, the release of French action-comedy "The Takedown" fuelled this genre, collecting 3.7M streams, whereas on Amazon "Hitman's Wife's Bodyguard" became the most watched film on the e-commerce platform, with 1.1M streams.

#### ACTION IS ALSO THE BIGGEST GENRE, **36 MOVIES CLASSIFIED** WITH THE GRID, AGAINST THE SECOND BEST, COMEDY, WITH 16 TITLES AND **FOLLOWED BY DRAMA, WITH 14 TITLES**

Comedy ranked #1 on Netflix with 12.3M streams. The American comedy "Senior Year" propelled this genre as the most watched on the "N" platform with 4.1M streams. It is followed, with humbler results, by "A Perfect Pairing", Fuck the liefde, Rumspringa and Toscana.

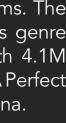
#### **AMAZON STANDS OUT IN THE THRILLER** GENRE, THE ONLY CATEGORY WHERE **NETFLIX YIELDS TO PRIME VIDEO**

With Netflix collecting around 80% of total streams, Thriller gives a small victory to Amazon. It is also the second most watched genre on this platform with 2.M streams, half of them collected by "The Ice Road", starring Liam Neeson.

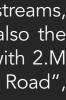












## **GERMANY 100 SHOWS OVERVIEW**

#### **TOTAL STREAMS BY SHOW** NETFLIX - AMAZON

SHOW	PLATFORM	M GENRE			
1 The Big Ban	g Theory Netflix	Comedy	44.087		
	Amazon	Comedy	5.405		
2 Stranger Th	ings Netflix	Drama	24.475		
PAW Patrol	Netflix	Animation	17.354		
	Amazon	Animation	1.763		
a Brooklyn Nir	ne-Nine Netflix	Comedy	14.662		
Bienvenidos	a Edén Netflix	Action	13.749		
i Peppa Pig	Netflix	Animation	12.055		
	Amazon	Animation	98 <mark>0 i</mark>		
Love, Death	& Robots Netflix	Animation	12.378		
B The Lincoln I	Lawyer Netflix	Crime	11.773		
Workin' Mor	ns Netflix	Comedy	10.853		
.0 Who Killed S	ara? Netflix	Crime	9.559		
.1 The Marked	Heart Netflix	Drama	8.976		
.2 Two and a H	alf Men Amazon	Comedy	8.711		
3 Ozark	Netflix	Crime	8.613		
.4 LOL: Last On	e Laughing Amazon	Comedy	8.042		
5 Heartstoppe	er Netflix	Drama	6.929		
6 Better Call S	aul Netflix	Crime	6.554		
7 Grace and Fi	rankie Netflix	Comedy	6.351		
8 Naruto: Ship	pûden Netflix	Animation	5.874		
9 Bridgerton	Netflix	Drama	5.138		
) The Royals	Netflix	Drama	4.779		
1 Angelo Rule	s Netflix	Family & Kids	4.717		
2 SpongeBob	SquarePants Netflix	Family & Kids	4.036		
	Amazon	Family & Kids	676		
3 Naruto	Netflix	Animation	4.377		
4 Modern Fam	nily Netflix	Comedy	4.324		
5 The Boss Ba	by: Back in t Netflix	Animation	4.073		
6 Elite	Netflix	Crime	3.937		
7 Pokémon	Netflix	Animation	3.876		
8 Les sept vies	s de Léa 🛛 Netflix	Crime	3.786		
29 Final Space	Netflix	Animation	3.786		
30 The Creature	e Cases Netflix	Animation	3.780		

SHOWING 30/100 - See complete chart here

streams (.000)

#### **PRODUCTION COUNTRIES**

- Asia Germany
- Others
- UK
- Usa & Canada



Animation

Drama

Crime

Family & Kids

Reality-TV

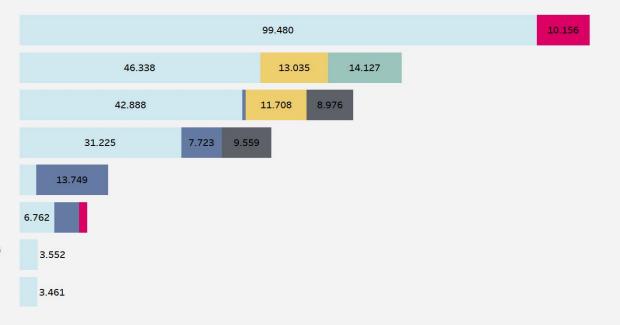
Adventure

## **CATALOG SHARE BY COUNTRY**

NETFLIX - AMAZON



#### **GENRES TOTAL STREAMS BY COUNTRIES** NETFLIX - AMAZON



streams (.000)

#### ENGLISH-SPEAKING CONTENT HOGS THE TOP20, WITH THE EXCEPTION OF **THREE SPANISH-SPEAKING SHOWS**

15 out of 20 shows are English-speaking. In position #1 we find an already familiar face in the charts, the prolific sitcom "The Big Bang Theory", which collected 44M views. It is followed at some distance by Stranger Things (#2, 24M), PAW Patrol (#3, 17M) and another American sitcom, "Brooklyn Nine-Nine" (#4, 14.6M).

In position #5, we find the Spanish dystopian thriller "Bienvenidos a Edén", with 13.8M streams, the first non-English-speaking show in the TOP9. We find two other Spanish-speaking shows in positions #10 and #11: "Who Killed Sara?" and "The Marked Heart", which cumulated 9.5M and 8.9M streams respectively.

#### TELENOVELAS LATIN **POSITIONS #10 AND #11 OF THE GRID:** "WHO KILLED SARA?" AND MARKED HEART" COLLECTED 9.5M **AND 8.9M STREAMS EACH**

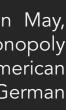
Latam content has climbed up the charts in May, showing that, despite the English-speaking monopoly (76% of the streams have been collected by American content: 39 titles amassed 234.6M streams), German Audiences are open to diversity too.

#### COMEDY AND ANIMATION: THE KEY **GENRES IN MAY**

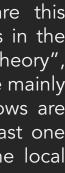
Comedy has been the most watched genre this month, gathering 109M views, with 15 shows in the charts. American sitcoms like "The Big Bang Theory", "Brooklyn Nine-Nine" or "Working Mums", are mainly responsible for this, although some local shows are spread here and there on the chart: "LOL: Last one laughing" and "Turkish for Beginners" are the local representatives in this genre.





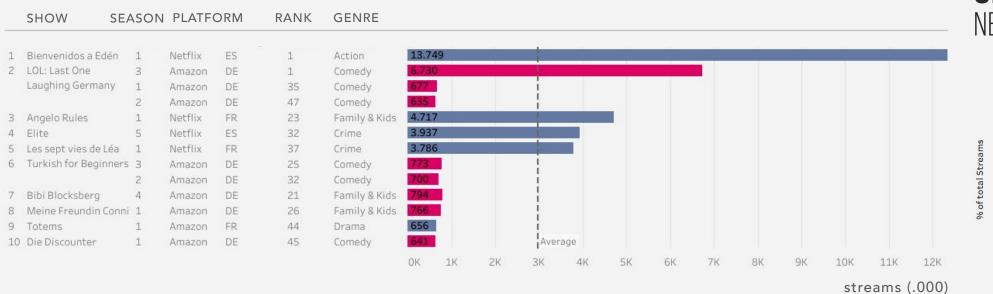


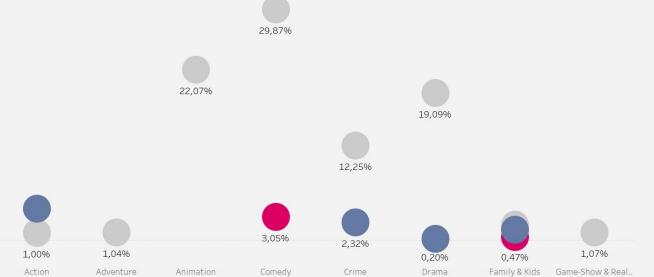




## GERMANY 100 SHOWS | EUROPEAN FOCUS

#### LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON





#### GENRE Action Comed Crime Drama Family

### **PRODUCTION COUNTRIES**

Europe



Others

M SH 100 GERMANY MAY DIGEST 



### **CONTRIBUTION OF LOCAL & EUROPEAN** SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

#### NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

E	EU	GERMANY
L.	1	
ły		3
	2	
1	1	
/ & Kids	1	2



1,02% 98,98%

#### AMAZON IS WORKING ON LOCAL **CONTENT AND IT'S PAYING OFF**

The only 5 local contents that made it into the TOP100 belong to Amazon's catalogue: heading the list with 8M streams is the comedy-gameshow "LOL: Last One Laughing Germany" in which ten German comedians try to be the last one laughing. With less satisfactory results, we find the acquired series "Turkish for Beginners" that was aired in 2006 on the TV Channel Das Erste.

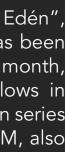
#### **EUROPEANTEENCONTENTCONQUERED GERMAN CHARTS**

the Spanish dystopian thriller "Bienvenidos a Edén", one of Netflix's biggest bets of the season, has been the most watched European content of the month, with 13.7M views. Season five of "Elite" follows in fourth position with 3.9M. The French crime teen series "Les sept vies de Léa", in position #5 with 3.7M, also delivered above average results.









## GERMANY 100 SHOWS SVOD PLATFORMS

## **TOP SHOWS STREAMS BY GENRES**

Comedy	Brooklyn Nine-Nine 14.662		rama Crime Comedy
Animation	PAW Patrol 17.354	24,11%	6,10% 14,26% 8,82%
Drama	The Marked HeartStranger Things8.97624.475		
Crime	The Lincoln Lawyer 11.773		
Action	Star Trek: PicardBienvenidos a Edén3.32713.749	Animation 21,25%	Drama
Family & Kids	Angelo Rules 4.717	21,2370	3,19%
Game-Show & Reality-TV	The Circle 3.552		ction Family ,13% & Kids
Adventure	The Wilds 3.461		
	OK 5K 10K 15K 20K 25K 30K 35K 40K	45K 50K streams (.000) <b>TOTAL STREAMS BY GE</b>	ENRES



Animation

Drama

Crime

Action

Family & Kids

Game-Show & Reality-TV

Adventure



Amazon Netflix

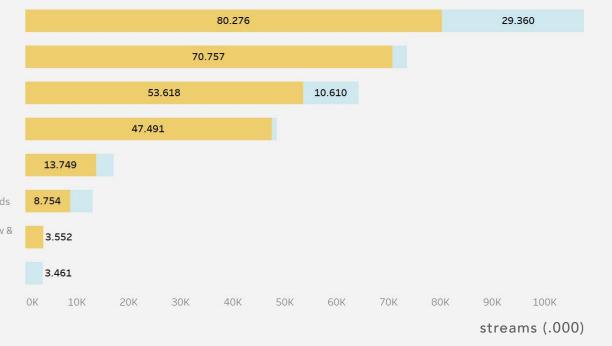
**GERMANY 100 SHOWS** MAY DIGEST HINK DA



## **MOST WATCHED GENRES**

SHARE BY PLATFORM

PLATFORM COMPARATIVE



#### ANIMATION AND FAMILY AND KIDS **CONTENT BECOME THE SECOND MOST** WATCHED GENRES WITH 97.7M TOTAL **STREAMS**

The beloved and prolific gang of puppies propelled the category to the podium: PAW Patrol in position #3 amassed 17.3M streams. But the good state of health of this genre is not only thanks to the Canadian franchise; it's been teamwork: "Love, Death and Robots", the anthology of animated stories for adults whose third season was released in May, cumulated 12.3M streams. "Peppa Pig" also presents above-average results (12M streams).

#### COMEDY IS BACK IN THE THRONE, CROWNED AS THE MOST WATCHED **GENRE ON NETFLIX AND AMAZON**

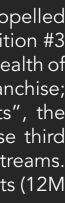
after losing some presence in April to Action and Drama, Comedy reinforced its position with 33% of the share and 109.3M streams. Drama, on the other hand, is the third preferred genre this month, collecting 53.6M streams on Netflix and 10.6M on Amazon.

#### AMAZON SHORTENS DISTANCES IN **GERMANY AGAIN**

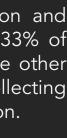
Germany is, for the second month in a row, the country where the gap between the two platforms is smallest, delivering 17% of share.

Among the best performing shows of this platform, we find the American sitcom "Two Men and a Half" (#12), which collected 8.7M streams, and "LOL: Last One Laughing", the comedy game show (#14) with 8M streams, and the Amazon Original "The Wilds", down the charts in position #32, with 3.4M streams.



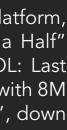










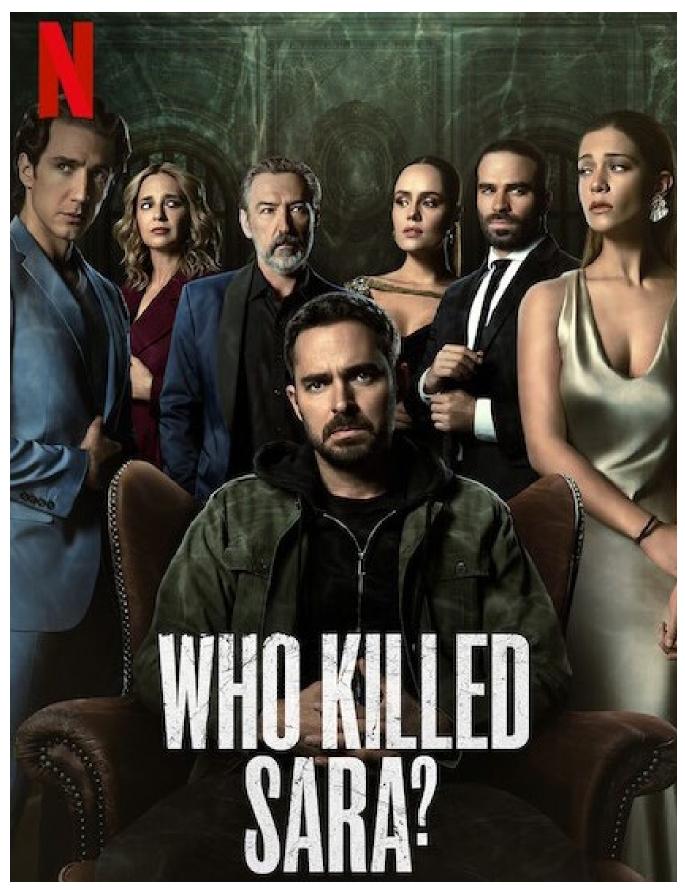


## HOT CONTENT IN GERMANY LATAM TELENOVELAS. ON THEIR WAY TO CONQUERING EUROPEAN MARKETS.

In April, we identified a potential trend that was, to a greater or lesser degree, transversal across the analysed countries except for the UK: LATAM content has been slowly penetrating borders beyond the Spanish-speaking audience, hitting territories such as France, Germany or Italy, and proving that language is not a barrier to increasing Telenovelas' travelability. From October 2021 onwards, we witnessed how this content, has, little by little, been sneaking into the TOP25 of the French charts with titles like "The Queen of Flow" or "The Marked Heart". The latter was responsible for what seems to be a regular presence of Latam productions in the French market, gathering 11M views and was the #7 most streamed show in France in April.

LATAM Telenovelas have been a common presence on Spanish lineal TV grids for decades, bringing together in front of the television up to three generations grandma, daughter, and granddaughter - completely hooked day after day to the most twisted storylines. But the Telenovela format is not new content on German small screens either: for decades, during the afternoon and early evening slots, German viewers have been exposed to secret love affairs, impossible romances, and storylines of unforgivable betrayal.

From the early 2000s on, Germany emerged as the leadingproducer of homegrown European telenovelas. The recipe for German success was to reshape the classic Latin American format into programming with a more European sensibility. Thus, we can say there is an existing tradition of telenovela watching among German audiences. This inclination might be one of the determining factors that have made Germany the latest market to bow to these arcs of love, betrayal and passion set in LATAM: we have observed how two Telenovelas have conquered positions #10 and #11 of the TOP100 in May, making a stylish entrance into the German charts. One is the Mexican thriller series "Who Killed Sara?", which collected 9.5M streams. The other is the Colombian romantic thriller "The Marked Heart", which amassed 8.9M last month in that same country. Both titles are Netflix Originals, which confirms how crucial Netflix's investment in Spanish-speaking content has been in the last few years, after great hits like "Elite", "Money Heist", and "The Scent of a Woman", to name a few. Is it a matter of time before UK audiences surrender to LATAM fiction as well?



## **GLOBAL TAKES**

- 1/ Comedy Films and amusing tones were the key in May: all markets embraced comedies: Spanish comedies "Mother's Love" and "Familia Perfecta"; Italian viral comedies "Mollo tutto e apro un Chiringuito" and "You Can't Kiss the Bride", very American "Senior Year" and French Action-comedy "The Touchdown" climbed to top positions. Dutch comedy shot in Ibiza, "F\*ck the liefde", Danish comedy "Toscana" and German comedy, "Rumspringa", also stood out. Although some travelled more successfully than others, they were all important for both streaming giants and proved that foreign-language comedies do travel.
- 2 / Teens and Young Adults contents are also local: Europe and the UK are important sources of local Young Adult stories that Netflix's audiences love. From British "Heartstopper" to Spanish "Bienvenidos a Edén", French "Sept Vies de Léa" and Italian "Summertime", several countries are contributing to the success of this category and proving that there's no isolated strategy that accounts for "Stranger Things" being the sole show that Netflix's subscribers maintained.

- **3 / Audiences were not indifferent to European Dramas:** Spanish drama "Once upon a Time in Euskadi" and Polish drama "365 Days: This Day" are both performing at a high level across territories. Added to "Stranger Things", these contents crowned Drama among the most popular genres.
- I European Crime amasses important popularity across territories: "Hold Tight" from Poland, "Les 7 vies de Léa" from France and "Clark" from Sweden. The crime documentary "Our Father" is also present in top positions across territories and significantly in the UK, France and Germany.
- **5 / While the American share is significant across all markets, Spain and Italy give the US the smallest slice of the cake:** Less than 50% of films and series views in the top 100 in Spain are American. Italy has an unequal share of 37% for films (lowest of all markets) but 70% for series (highest of all markets). The French, German and UK market give around 65% of their market share to American content, with similar levels for films and series. Italy and Germany have the slimmest local shares in series: 5% and 4% respectively.

- 6 / Amazon manages to squeeze into the top 20 in Spain with the show "Desaparecidos", and in some territories it improves results thanks to the James Bond saga. However, overall, Prime Video is not standing out for many relevant contents. All efforts of Prime Video seem isolated since there's no month-to-month solidness nor true locomotives. Platforms are in search of successful IP to survive the Streaming churn storm.
- **7** / While the secret love for LATAM telenovelas started in Spain, it is now all over Europe. In the first three reports of the year, we have seen how LATAM telenovelas climbed to the highest positions in Spain, becoming month after month one of the most streamed contents. The effect set Spain apart from the rest of Europe in terms of behaviour and consumption trends. However, from April onwards the trend has grown appreciably in countries like France, Italy and Germany.

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