



THINKDATA.

BRIDGING THE DATA GAP

SEPTEMBER 2022

THINK DATA: BRIDGING THE DATA GAP

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Europe materializes opportunities in the threatened world of VOD.

This month, US productions decreased their market share by 11 points in the overall 5 markets. While the elves were unsheathing their swords to fight for the top mainstream positions, a silent player was using its cards: Europe.

While the biggest drops occurred in the British and French markets, the trend is solid and widespread across all European markets. In some heavily Americanized territories like Germany, the market share decreased from 60% to 54% in 3 months. The US losses are being welcomed by the old continent's films, which increased their share 6 points vis-à-vis August: 18 European titles were present in the top 100, and 9 of them are tagged as Drama, a flagship of Europe's cinema.

When it comes to series, Germany also tilted things in favour of Europe, including 11 titles in the top 100, 5 of which 5 were German. Italy showed excellent numbers with an unprecedented 27% of the share for its local productions in the series market. The Spanish market also saw a record of 46M streams for European shows, their highest quantity of views as far as our data goes. We haven't seen this number since September 2021, when "Money Heist" was included in the equation.

Titles like "La Vie Scolaire", "Athena", "No Limit", "SKAM", "Cyberpunk", "365 Days", encompassing a wide variety of genres and nationalities, stood out and showed their teeth to much more heavily promoted and expensive American titles. Many of these titles are also showing a 60-90-day successful window, as opposed to several American new originals, which only succeed for 30 days.

It seems Europe is taking advantage of the VOD market opportunities and slowly but steadily conquering better positions and better shares. What would be the potential if we used more data to anticipate and shape content? Let's find out further opportunities in this fascinating September 2022 report, where "Lord of the Rings" lost the battle, Netflix did it again with "Dahmer" and Europe increased its part of the pie while remaining silently out there.

Enjoy your read, and give us your thoughts and tell us what you've learnt!

Your analysts,

Raquel Cabrera, Lola Rodríguez, Sarah Calderón

THE PRESS SAY ABOUT US

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

SCREENDAILY

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

**BUSINESS
INSIDER**

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

EL PAÍS

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

 **cineuropa**

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

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

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

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



SELLING HITS WITHOUT DATA

BY ELENA NEIRA



September is a game-changer month in the audio-visual industry. Not only does it mark the return to reality and getting back to routine. It is also the prelude to Halloween, which leads audiences to more dark and spooky content, as well as to consume easier family entertainment on the sofa, with a blanket and hot chocolate. Moreover, this year, September witnessed one of the biggest collisions of IPs the streaming world has ever seen. "House of Dragon" (HBO Max), "The Rings of Power" (Prime Video) and "Andor" (Disney+) coming out together painted a hazy picture of ambitious marketing campaigns, all fighting for the attention of a user with less time to watch things. It makes sense. We're talking about multi-million-dollar, tent-pole productions with significant implications for each driving platform. Yes - they deliberately reverted to counter-programming. They all wanted to declare an undisputed winner in this IPs contest. ("Game of Thrones", "Lord of the Rings" and "Star Wars").

But things are not that simple. In fact, it is quite the opposite. Selling hits in the streaming world has become extraordinarily complicated. The absence of universally accepted metrics and the unwillingness of platforms to open the black boxes of their services have made this industry a place where a lack of transparency is the norm. Everyone, to a greater or lesser degree, chooses to disseminate internal information, looking for the figure that will make them look good in the selfie.

When did the industry start being OK with the success of some being the failure of others? Well, right at the beginning, when data made its entrance. This month's report reveals something related to this: yes, Amazon gained two points with respect to last month. However, the series that was to be the rocket that would supposedly propel Prime Video into the audio-visual stratosphere failed to impact significantly the statistics

(which is, ultimately, what one hopes to achieve when one invests almost 1 billion in the first season of an original series)

This September also makes it clear that there is room for everything and everyone. If anyone thought that the pressure of such valuable intellectual properties was going to drive Netflix out of the picture, they were badly mistaken. Not only did it manage to have another outstanding month in terms of consumption. It also managed to turn one of its original premieres ("Dahmer") into the second most-watched English-language TV series in its history, behind only the latest season of "Stranger Things". The success, in fact, has been so great that the company has already confirmed that "Dahmer" will be the point of departure for an anthology. Who knows! Maybe they'll even manage to create a new IP based on serial killers.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

SEPTEMBER'S TAKE

RINGS OF NO POWER: OR HOW AMAZON DIDN'T GROW NOW EITHER

In the last couple of months, we've talked a lot about "Rings of Power". We really were wondering: would this show reverse OTTs share trends? Would Netflix have to change its strategy? Would e-commerce start a new revolution in the streaming world? Well, the time has come and the long-awaited, and very expensive (let's recall the number - 700M\$) "Lord of the Rings: Rings of Power" series is finally here. It's real. It is right here in the world now. So, how did it go? What do we know about the show's performance?



The numbers

The only official numbers given by Amazon, via Twitter, are the following: "25 million global viewers in the first 24 hours. Thank you for making #TheRingsOfPower the most watched series premiere on @PrimeVideo". No more data. No more details.

According to our data, RoP gathered 61M in five territories. To put that figure in perspective, premiering just 9 days before the end of the month, "Dahmer", the absolute king of this month's report, collected 111M views across the five markets. The highest ranking position the show attained was in Germany, reaching #7, with 15.4M views. In Spain, France, UK and Italy, it collected 7.8M, 11.1M, 17.6M and 9.1M respectively. The show wasn't even the biggest premiere show on the platform – that honour is still held by "The Boys".

One could think that the most expensive series in history would gain some traction for further Amazon film titles, for both the original trilogy or for other kinds of content. It wasn't the case either.

In comparison with other hot blockbuster fantasy series, like "House of Dragon" for instance, the Amazon prime show did not do wonders either.

Parrot Analytics established that the average global demand for HoD was 50 points above that of RoP. HoD performed 119.6 times better than average, and RoP 66.9. While the HBO Max production commands a 93% rate in Rotten Tomatoes, the figure for the Amazon production is 85%. Nielsen states that "House of Dragon" had a relatively bad start, but then it grew pretty well. "Rings of Power", on the other hand, began strongly but then slowly waned.

The audience

The two shows have also been compared audience-wise. The #HouseoftheDragon hashtag on TikTok has over 7 billion views and the #TheRingsofPower hashtag had something close to 800 million. Given the nature of the TikTok user base, clearly skewed for Gen Z, we could infer that RoP had a problem connecting with young viewers. It didn't manage to trigger enough online engagement and be part of the conversation, a factor key to the success of shows. According to Nielsen, the vast majority of RoP viewers, 71 percent, were 35 years or older, and we know this isn't enough to create a #1 success on VOD. Another reason why the show has so far been perceived as a failure - at least with regard to the online community.

SEPTEMBER'S TAKE

RINGS OF NO POWER: OR HOW AMAZON DIDN'T GROW NOW EITHER

Patience

However, this failure must be nuanced: a couple of things need to be taken into account. First of all, we should remember that Amazon is playing a long game here, that this first season is just a starter. The company has committed to provide 5 seasons, so they actually have plenty of time - to be precise, 50 hours of viewing - to expand its audience. Secondly, the first season is, within the context of the five seasons, just the establishment of the scenario. Season 1 is doing the hard job of introducing the world and the characters. Furthermore, September only aired 5 hours and 4

episodes, since the show was programmed in weekly instalments. Will the October numbers improve the outcome? Can't we just have a little patience? Another thing to bear in mind is that a big part of that expensive cost is actually an investment for the five seasons. In a Variety interview, when asked about the production costs, Salke said that the money spent was allocated to "build infrastructure for five seasons. We're building a small city."

So maybe if we keep all these points in mind, RoP doesn't feel like such a failure after all. Yes, the haziness about the figures the show has made is certainly

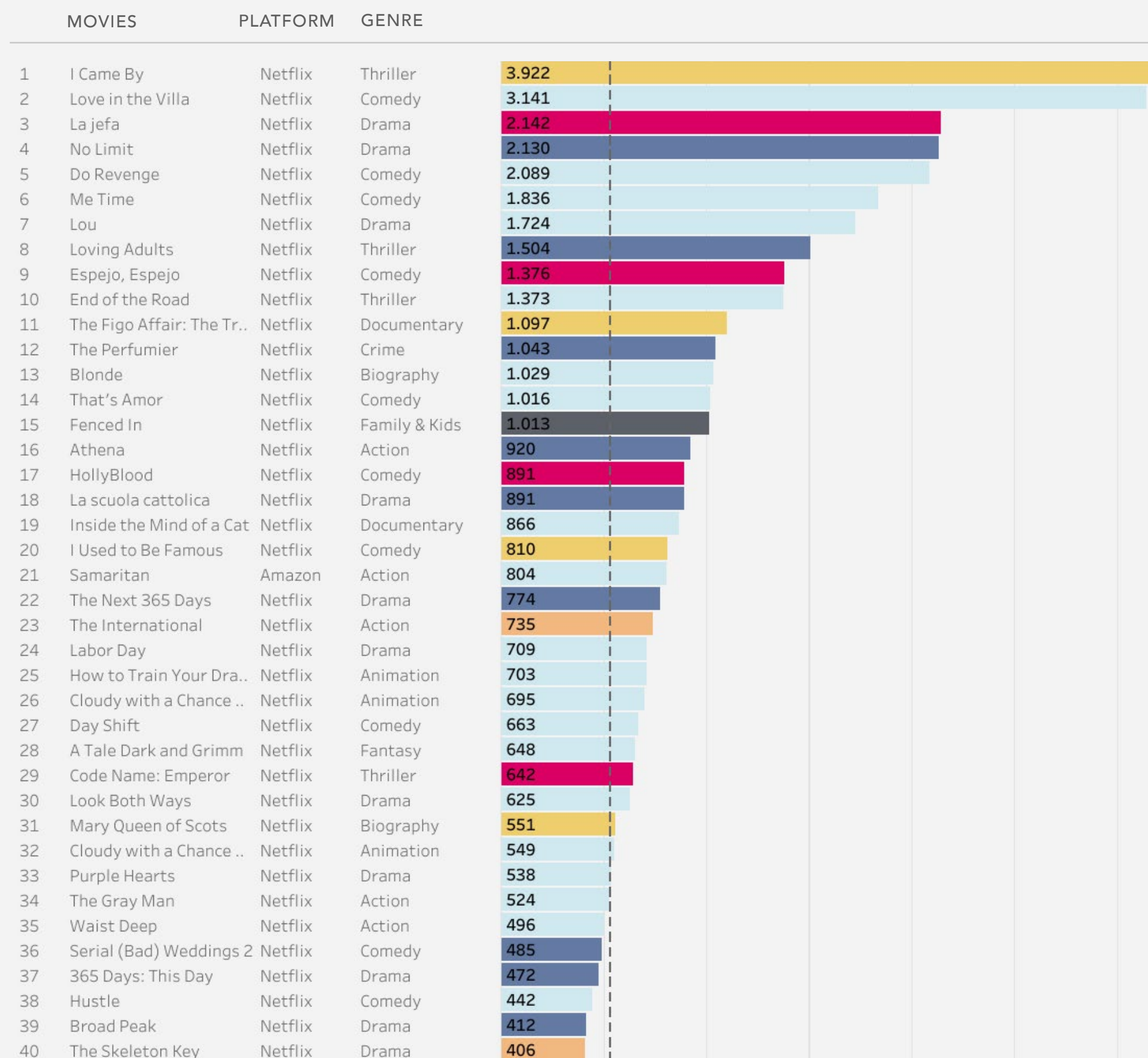
not helping here. However, let's face it. "The Rings of Power" isn't just a TV show for a platform. RoP is another product in a wide range of possibilities that the Amazon ecosystem provides. Yes - we really were expecting to find higher figures for the show.

Nevertheless, we should perhaps wait a little longer before making a final assessment of the series, because for Amazon RoP is clearly a long-term undertaking. It's not looking for instant joy. Jennifer Salke is certainly not following Reed Hastings' rules here. Will she triumph in her quest? We can't wait to see.



SPAIN 100 MOVIES | OVERVIEW

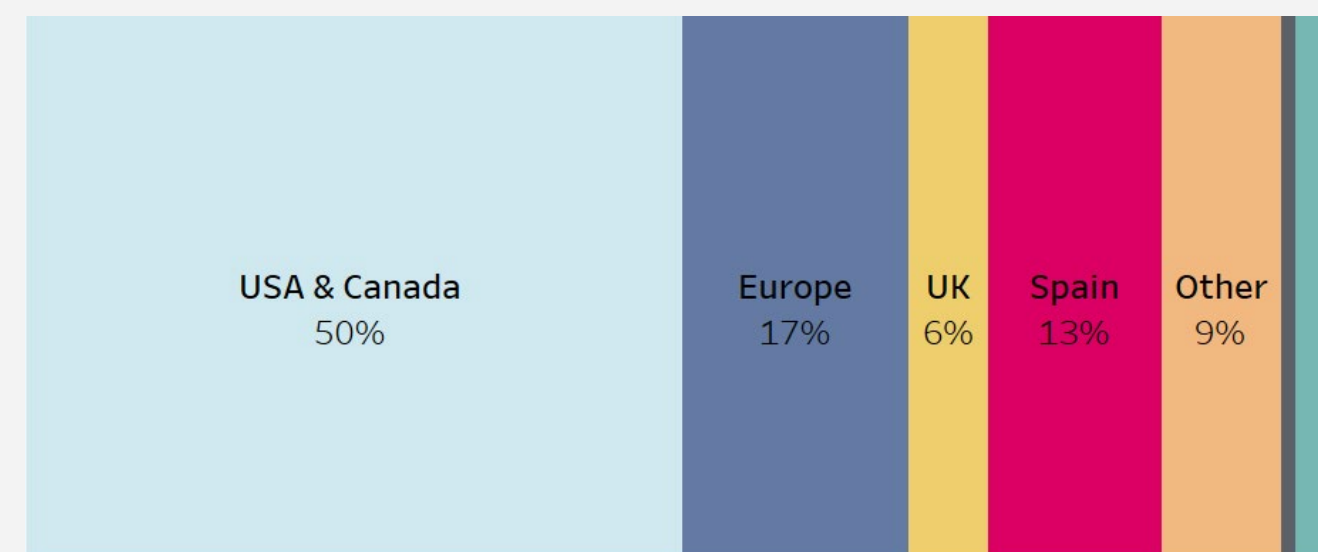
TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



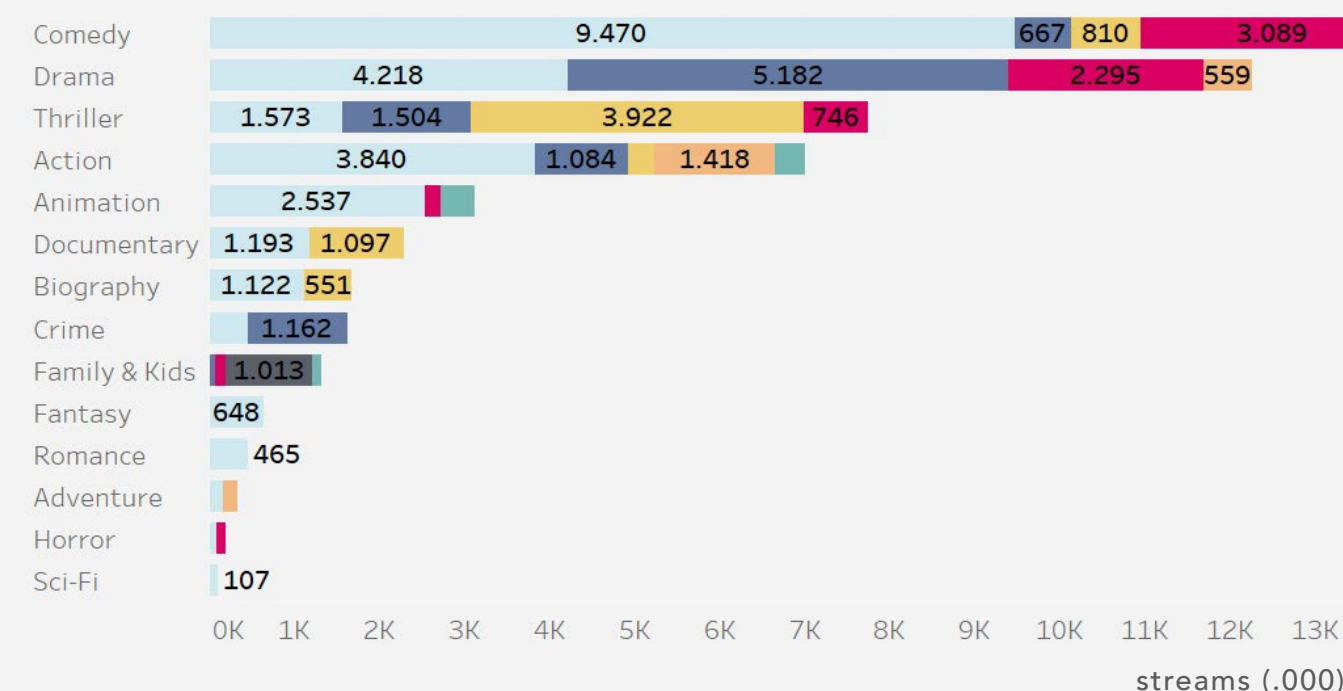
SHOWING 40/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



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

HALLOWEEN IS GETTING CLOSE AND WE CAN FEEL IT

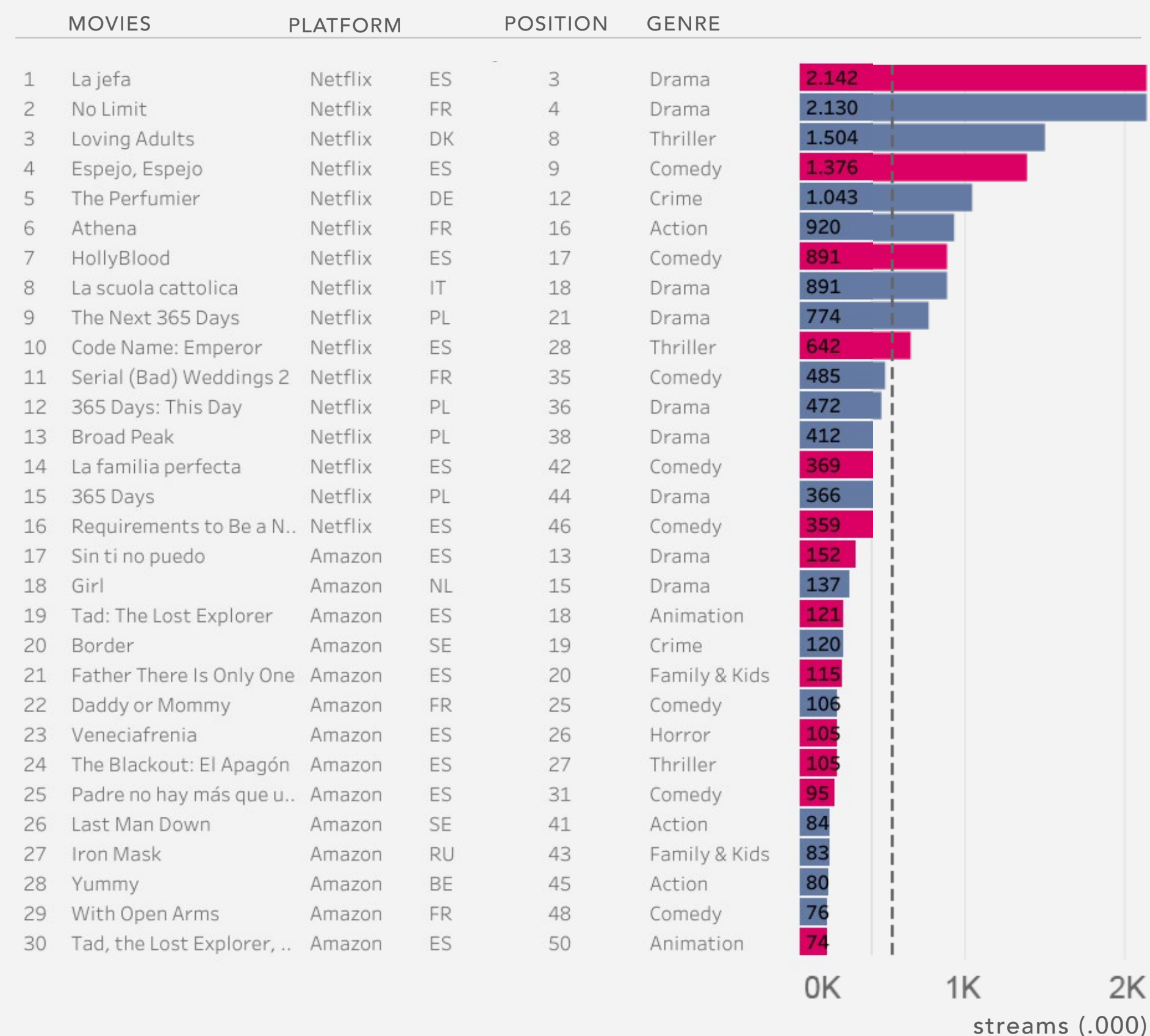
Ok, yes, there is still some time until Halloween comes. But human beings are masochists by nature, so we enjoy having a “bad time” even if it’s not strictly necessary. This month’s star without any doubt is the Thriller genre, getting us all in the spooky mood. “I Came By” is a twisted thriller that follows a rebellious graffiti artist who accidentally uncovers a shocking secret about a former judge, Hugh Bonneville from “Downton Abbey” and “Paddington”. “Loving Adults” is the Danish thriller that conquered the European charts last month, when it had a highlightable performance in almost every market. It has collected 2.5M since its premiere on August 26th in the Spanish chart. Finally, if last month’s hit, “Day Shift”, had two famous rappers slaying vampires, “End of the Road” now brings another two rappers, Queen Latifah & Ludacris, on the run fleeing from an angry drug dealer, in a road trip crime thriller type of film. The genre got a 13.37% share of total streams, breaking a new record for the genre: it’s the highest percentage registered in our data!

SUMMER IS NOT THE ONLY THING THAT IS GONE FROM SEPTEMBER’S CHARTS

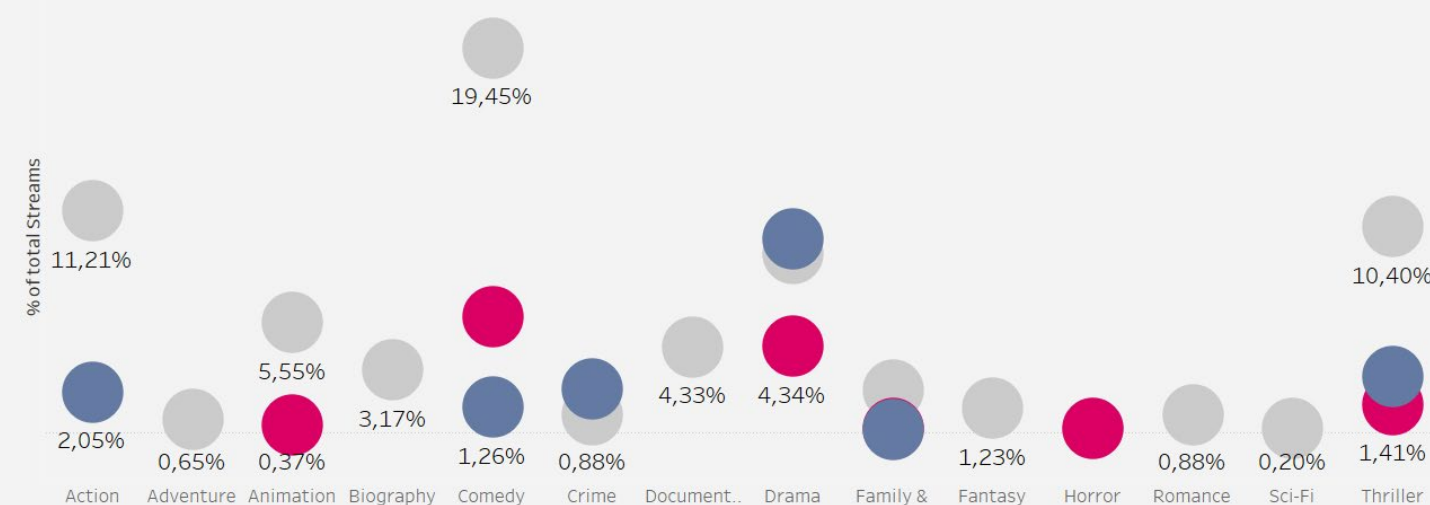
Oh, we know! Time passed so quickly in the summertime. But it’s time to go back to school for good. Summer is gone, but streams as well. Spanish audiences lost a good chunk of views this month. The drop is mainly American. USA & Canada lost 2M, going from 5.6M in August to 3.6M in September. Uh-oh! Someone’s in trouble.

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



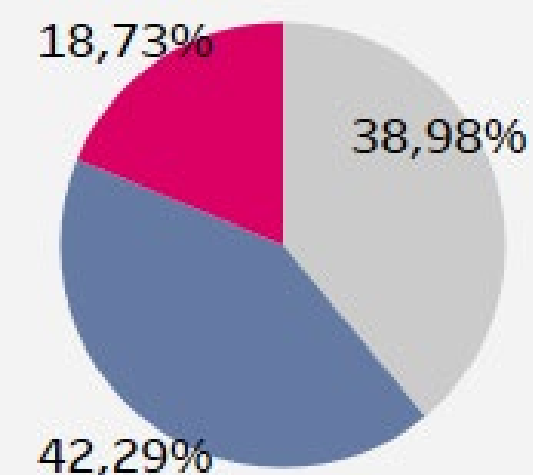
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	3	
Animation		2
Comedy	3	5
Crime	2	
Drama	7	2
Family & Kids	1	1
Horror		1
Thriller	1	2

CONTRIBUTION TO DRAMA STREAMS



LOCAL STREAMS EXPERIENCE A LITTLE STREAM DROP AND EUROPEAN REMAIN STEADY

Spain lost 1K views in comparison with summer's average performance. However, when measuring Europe and local presence by title count in the Top #100, the numbers look a little bit better. With 30 titles in the charts, September is the second month where both the local & European presence have been more abundant, just one title behind April 2022.

FRANCE IS THE SECOND MOST COMMON EUROPEAN COUNTRY

French productions have totally made a comeback this month. Some of them are original, some are not. "No Limit" is a sports-drama-romance movie loosely based on the life of the French free-diver Audrey Mestre. "Serial (Bad) Wedding 2" has made its way to the Top thanks to the premiere of the third movie of the series, one of the most financially successful series in French history. Some other titles are "Daddy or Mommy", and "With Open Arms".

"ATHENA" IS PROOF THAT NETFLIX IS STILL CHASING ACADEMY RECOGNITION

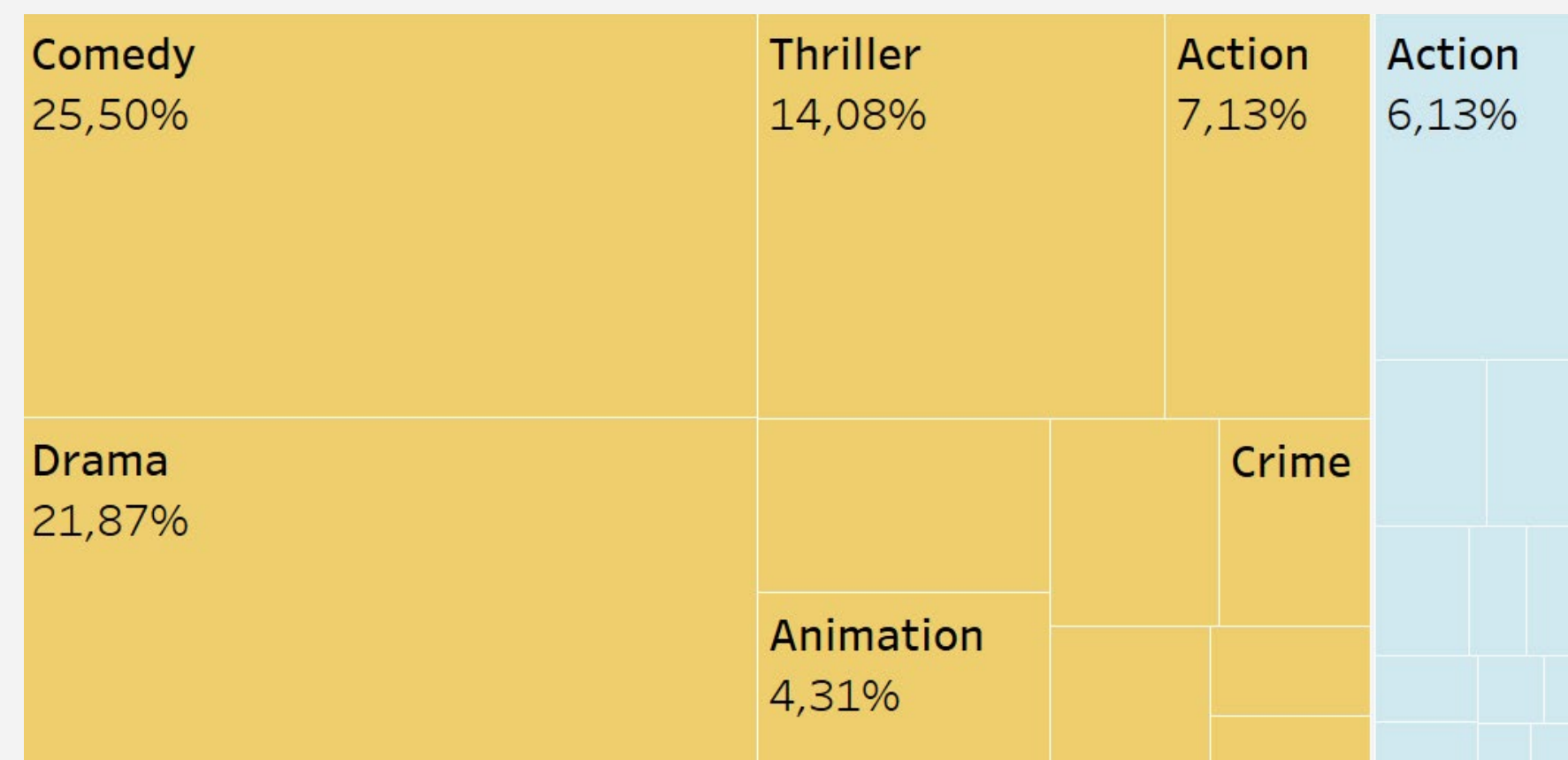
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PRODUCTION COUNTRIES: ■ Europe ■ Spain ■ Others

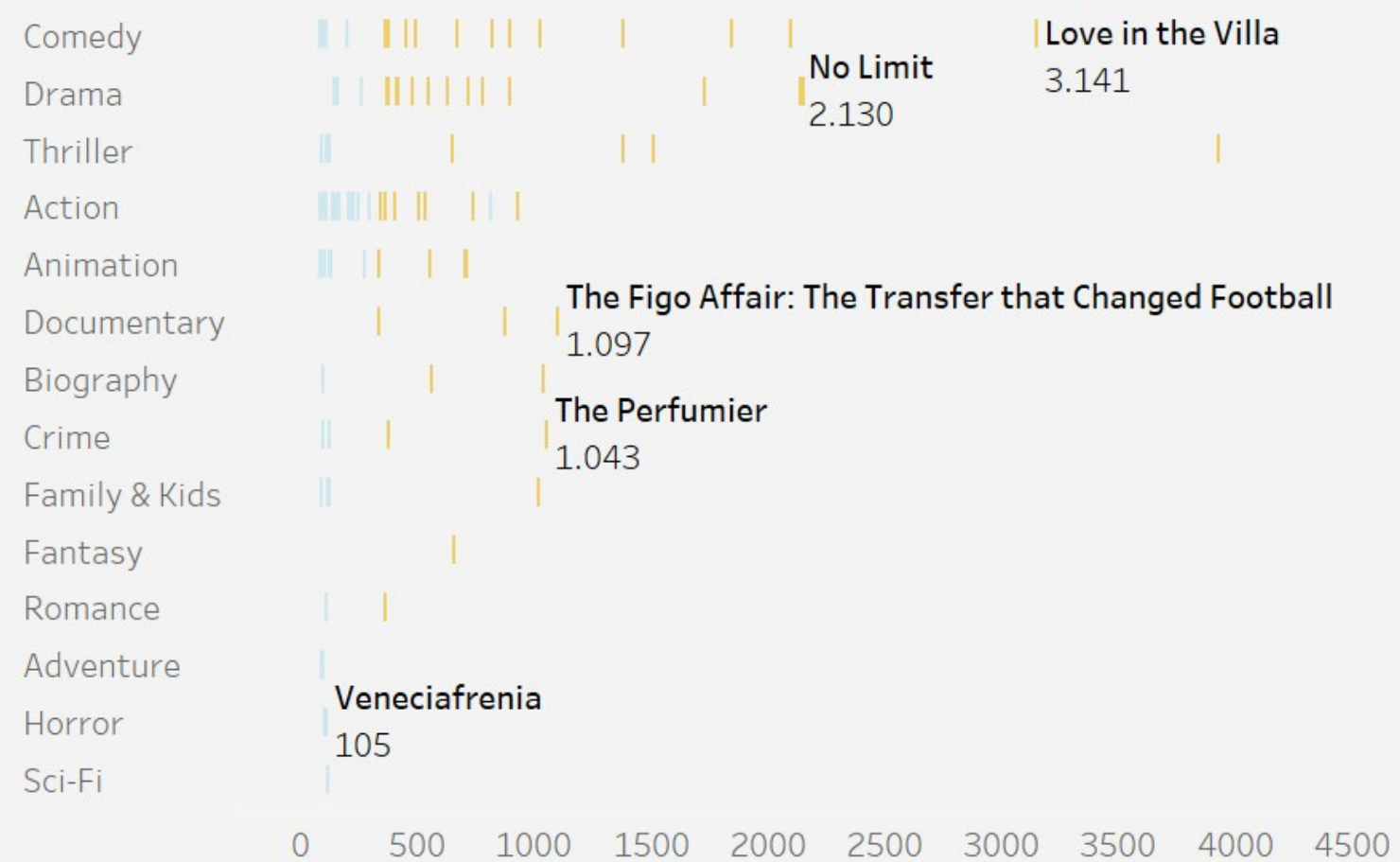
SPAIN 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

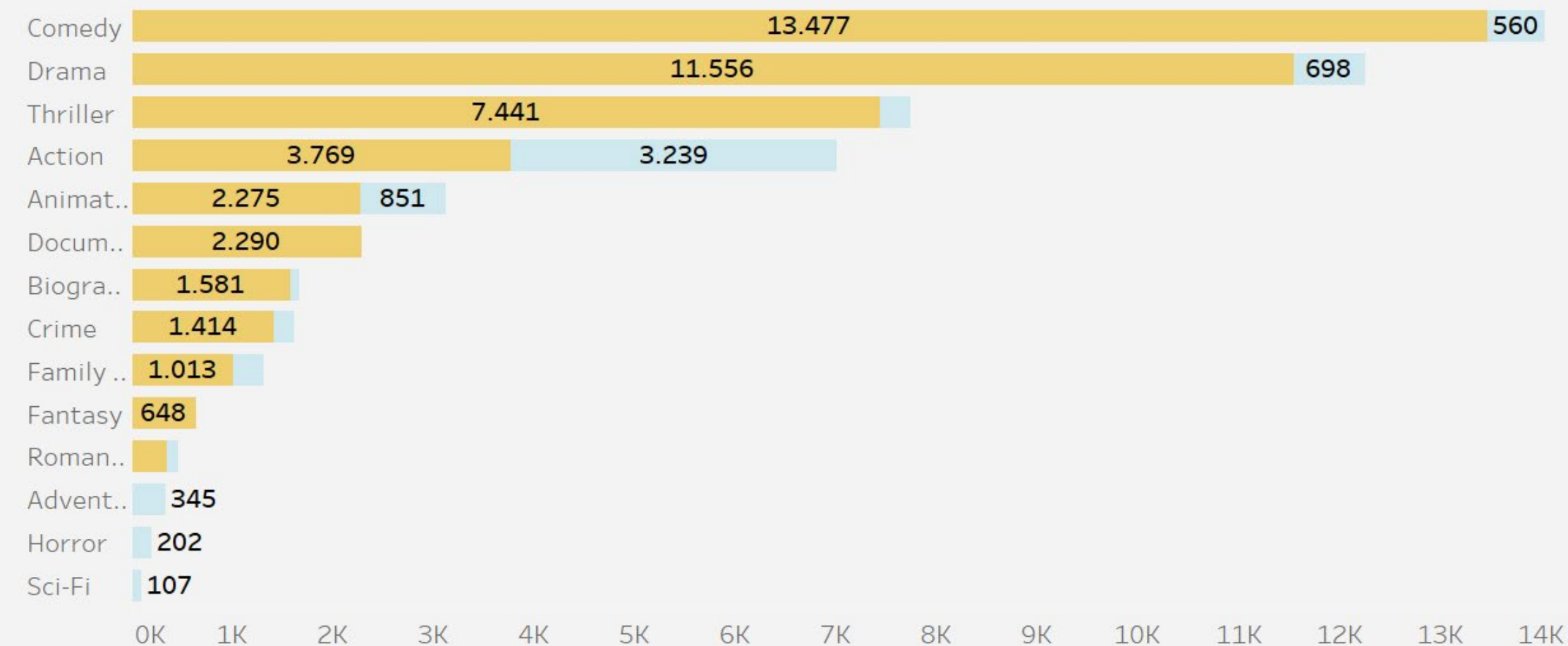


TOP MOVIES STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT: Amazon Netflix

NETFLIX PERFORMS A LITTLE BIT BETTER THAN AVERAGE

This summer has not been such a piece of cake for Netflix. In the Spanish market, the giant hasn't exceeded its average share since April 2022. Its highest shares are located in the last months of last year, right at Christmas time. This month, Netflix has managed to surpass its average, getting 87% of the share and leaving Amazon with the remaining 13 percent. Now that Mariah Carey is starting to warm up for her time of the year, would we see Netflix's percentage growing?

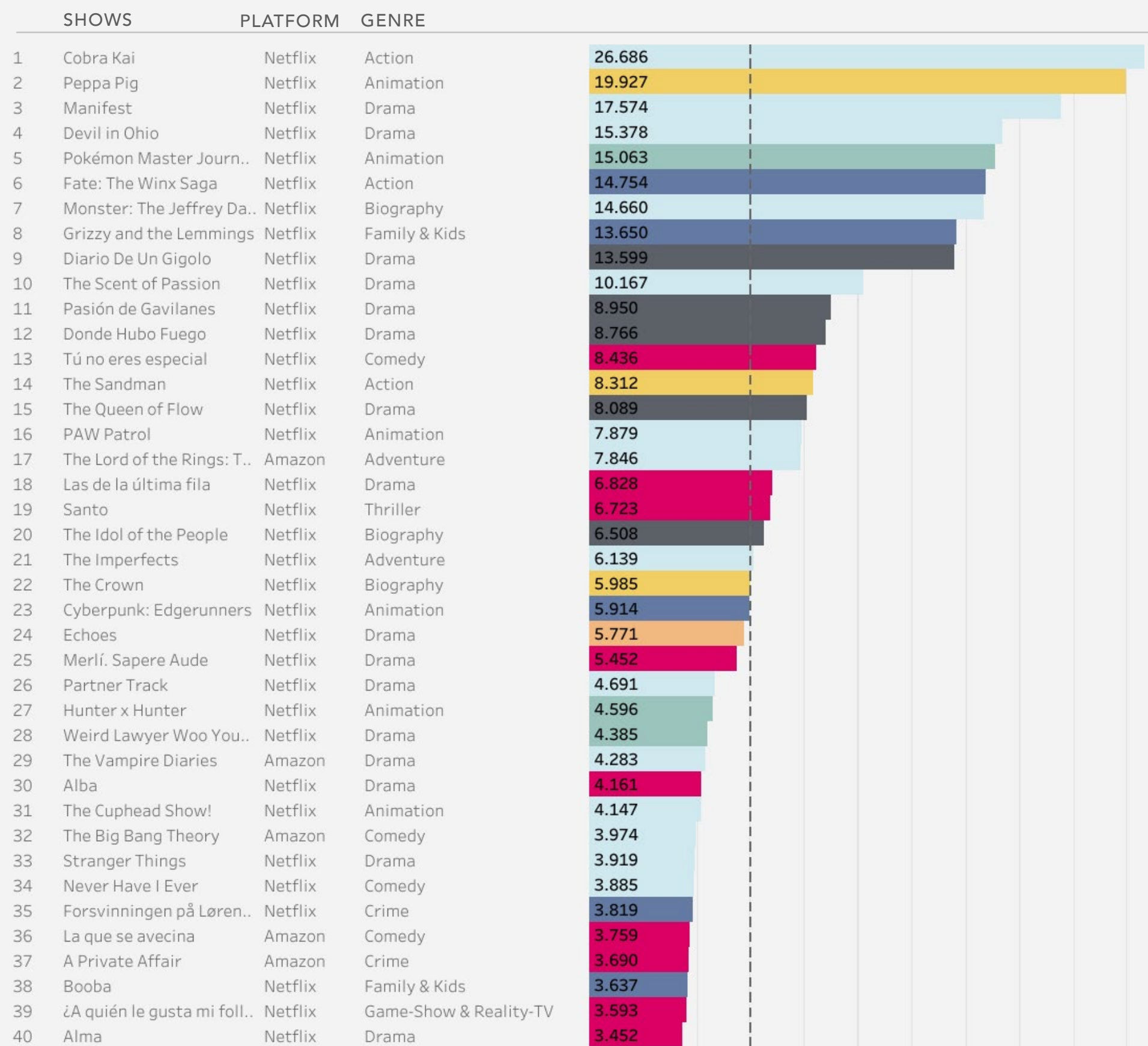
"SAMARITAN" IS THE MOST POPULAR AMAZON MOVIE, AGAIN

For the second consecutive month, the superhero production takes gold on the e-commerce platform. In the last report, we wondered what it could have done. Well, the movie has gathered 2K, becoming in just two months the #11th most played flick on the platform so far. Actually, thanks to this movie - and to all of "The Lord of the Rings" saga movies, Amazon contributes just as much as Netflix does to the Action genre, the fourth most-played genre. However, Action movies are not rocking as they were in the summertime. The most popular genre this month is Comedy, thanks to "Love in the Villa" with 3.1M and the Spanish flicks "Espejo, Espejo" (1.37M) and "HollyBlood" (891K).

SPAIN 100 SHOWS | OVERVIEW

THINK DATA | SEPTEMBER DIGEST | SPAIN 100 SHOWS

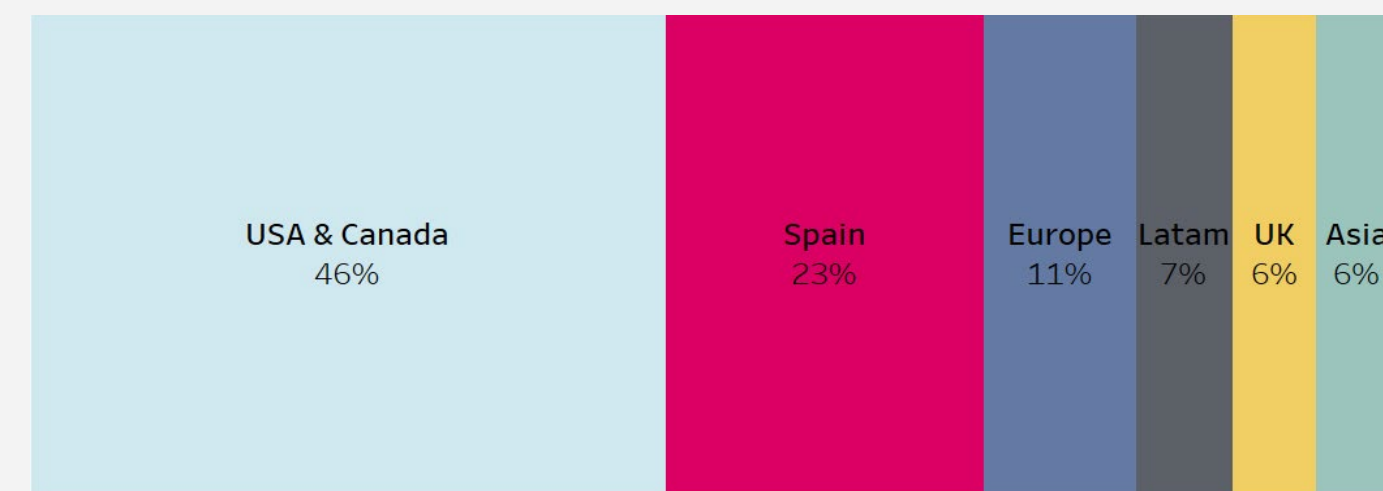
TOTAL STREAMS BY SHOW NETFLIX - AMAZON



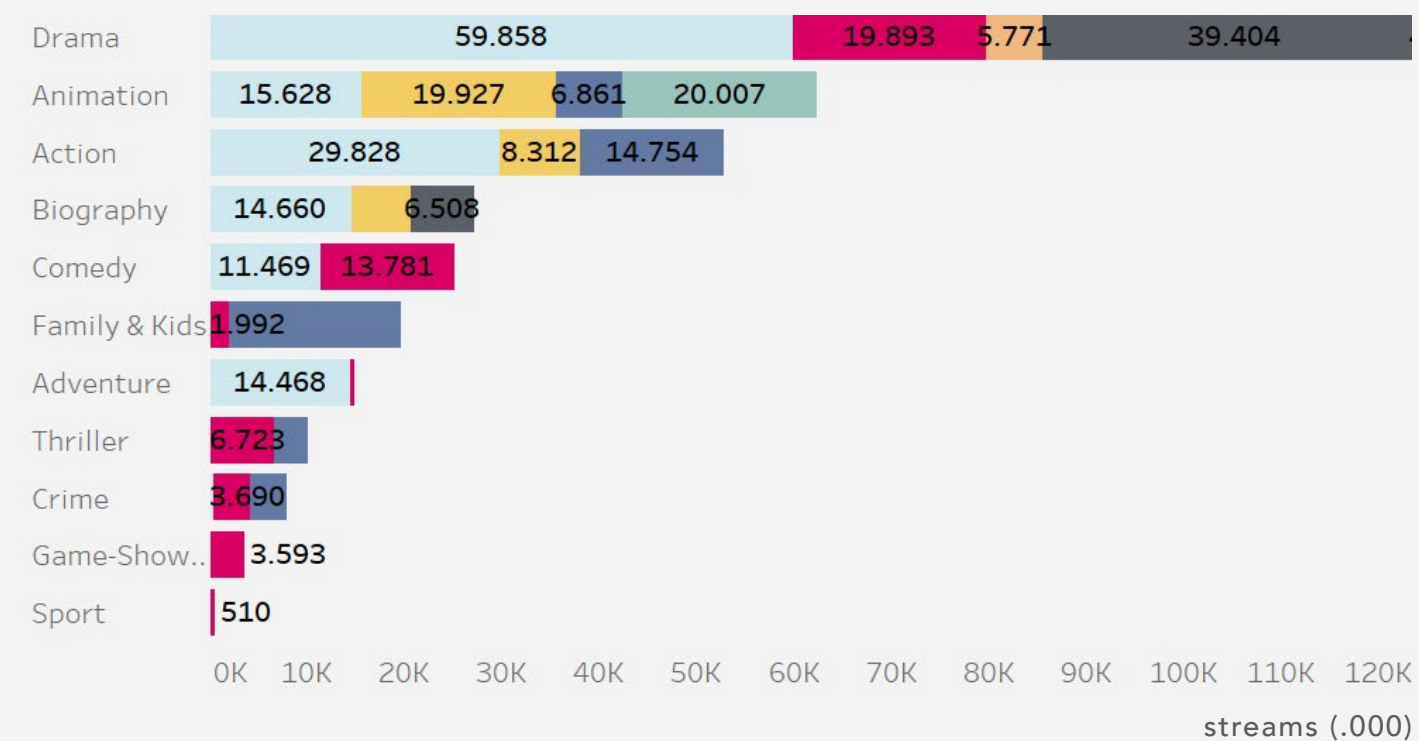
SHOWING 40/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



NO TRACE WHATSOEVER OF WAR IN THE SPANISH MARKET

September was supposed to be the ultimate month for the streaming war in the show market. However, this month has been nothing but normal in Spain. In the Top #5 there is a little bit of everything: some get-into-the-spooky-vibe in thriller "Devil in Ohio", a classic remake in "Pokémon Master Journeys", and the best-sellers in Top #3 with "Peppa Pig", "Manifest" and "Cobra Kai". The premiere of the fifth season of "Cobra Kai", the show that was originally premiered on Youtube, is now in the Top #15 most played in Spain since our data registration began. As you all can tell, "Rings of Power" was nothing of a threat here. It actually had its worst performance in comparison with the other regions. It only reached #17 with 7.8M streams.

LATAM SPRINGS BACK INTO ACTION

Accounting for 13% of total views, LATAM becomes the fourth most played production zone, with titles like "Diario de un Gigolo", "Pasión de Gavilanes", "Donde Hubo Fuego", "The Idol of the People". Sure, it's not its best moment, like back in the first quarter of the year - with the premiere of "The Scent of Passion" - but the present is not that bad either. "Donde Hubo Fuego" (8.7M) premiered first on August 17 via Netflix, releasing a 39-episode season - the LATAM releasing style. "The Idol of the People" (6.5M) premiered first locally in Colombia on free-to-air television, on Caracol Televisión and then for the rest of the world, on Netflix.

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

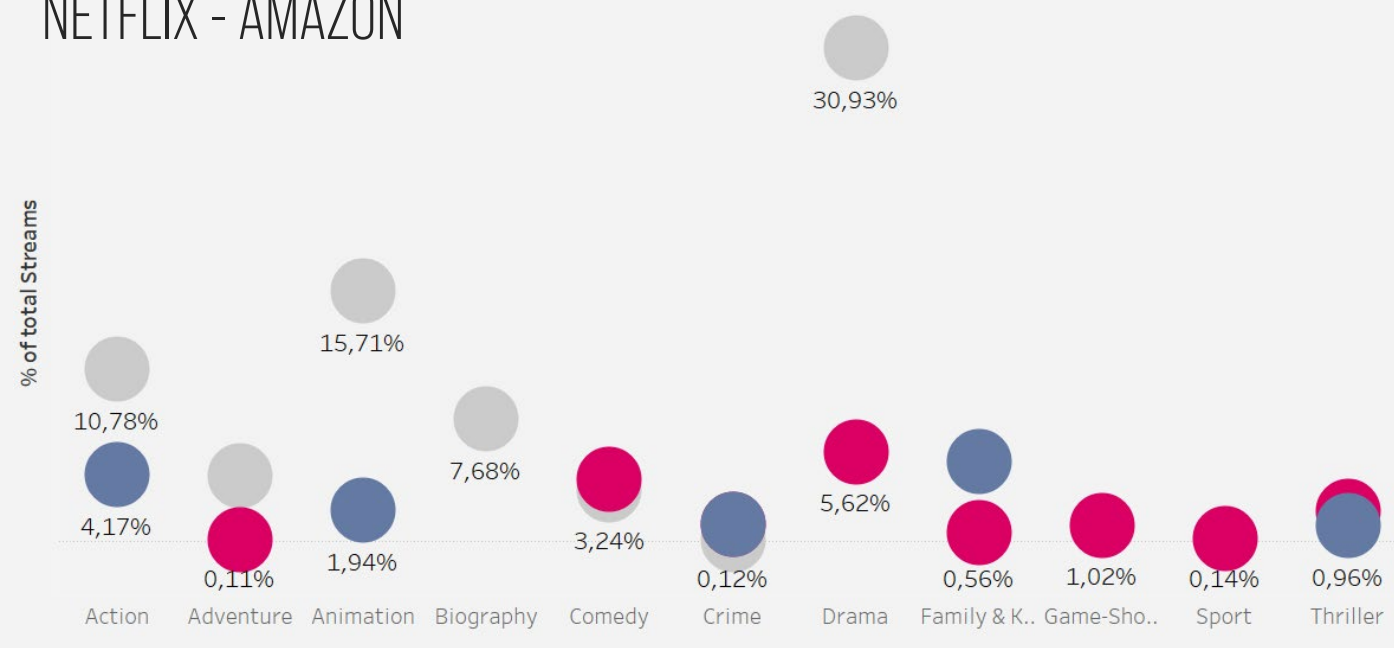
SPAIN 100 SHOWS | EUROPEAN FOCUS

THINK DATA | SEPTEMBER DIGEST | SPAIN 100 SHOWS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	STREAMS (.000)	
1 Fate: The Winx Saga 2	Netflix	IT	5	Action	11,019
1 Grizzy and the Lemmings	Netflix	FR	10	Family & Kids	8,236
2 Tú no eres especial	Netflix	ES	8	Comedy	8,436
4 Las de la última fila	Netflix	ES	12	Drama	6,828
5 Santo	Netflix	ES	13	Thriller	6,723
6 Cyberpunk: Edgeru..	Netflix	PL	19	Animation	5,914
7 Merlí. Sapere Aude	Netflix	ES	22	Drama	5,452
8 Alba	Netflix	ES	34	Drama	4,161
9 Forsvinningen på L..	Netflix	NO	40	Crime	3,819
10 La que se avecina	Amazon	ES	13	Comedy	633
10 La que se avecina	Amazon	ES	14	Comedy	632
10 La que se avecina	Amazon	ES	15	Comedy	594
10 La que se avecina	Amazon	ES	16	Comedy	592
10 La que se avecina	Amazon	ES	27	Comedy	493
10 La que se avecina	Amazon	ES	40	Comedy	426
10 La que se avecina	Amazon	ES	45	Comedy	388
11 A Private Affair	Amazon	ES	2	Crime	3,690
12 Booba	Netflix	RU	43	Family & Kids	3,637
13 ¿A quién le gusta m..	Netflix	ES	44	Game-Show & Rea..	3,593
14 Alma	Netflix	ES	46	Drama	3,452
15 Kleo	Netflix	DE	47	Thriller	3,406
16 Los Serrano	Amazon	ES	6	Family & Kids	851
16 Los Serrano	Amazon	ES	17	Family & Kids	591
16 Los Serrano	Amazon	ES	19	Family & Kids	550
17 Winx Club	Amazon	IT	29	Animation	480
17 Winx Club	Amazon	IT	32	Animation	466
18 Aquí no hay quien v..	Amazon	ES	7	Comedy	807
19 7 vidas	Amazon	ES	38	Comedy	431
19 7 vidas	Amazon	ES	49	Comedy	348
20 Simeone Living Ma..	Amazon	ES	24	Sport	510
21 Mia and Me	Amazon	NL	39	Family & Kids	427
22 Boundless	Amazon	ES	47	Adventure	382

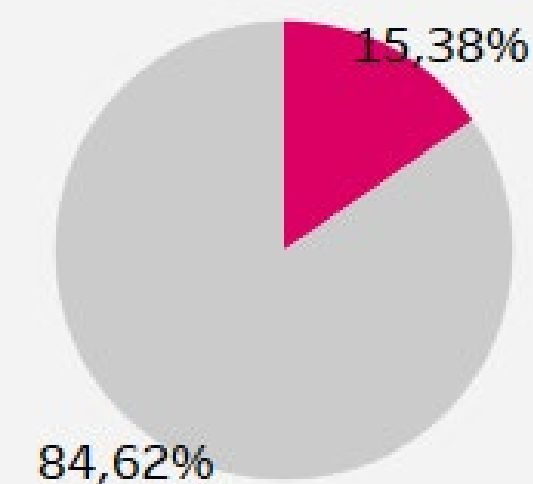
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	1	
Adventure		1
Animation	2	
Comedy		4
Crime	1	1
Drama		4
Family & Kids	3	1
Game-Show & Re..		1
Sport		1
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN CONTENT REACHES ITS HIGHEST PEAK

It's a celebration! With 46.5M, European shows achieve their highest quantity of views as far as our data goes. If we take into account both Spanish and European streams, the highest value is found in September 2021, back when the fifth season of "Money Heist" and the second season of "Valeria" premiered. A lot has changed since then!

SEPTEMBER'S TOP TITLES ARE CLEARLY CURATED FOR YOUNG AUDIENCES GEN Z AND MILLENNIALS

The silent comedy "Grizzy and the Lemmings" audience, all Gen Alpha without any doubt, gathered 13.6M. "Fate: The Winx Saga" (14.7M) and "Tú no eres especial", (8.4M) are for Gen Z and the nostalgic, or late millennials; "Las últimas de la fila" (6.8M) is kind of more open, but you can still feel the millennialness to it. Sadly, none of the local shows travel outside Spain this month. Hey! Also, did you notice? All the main characters of these TV Shows -except for Grizzy- are females. And not all of them are white! We warned you because we meant it: the future is female!

MERLÍ'S UNIVERSE IS BACK ON TRACK AGAIN

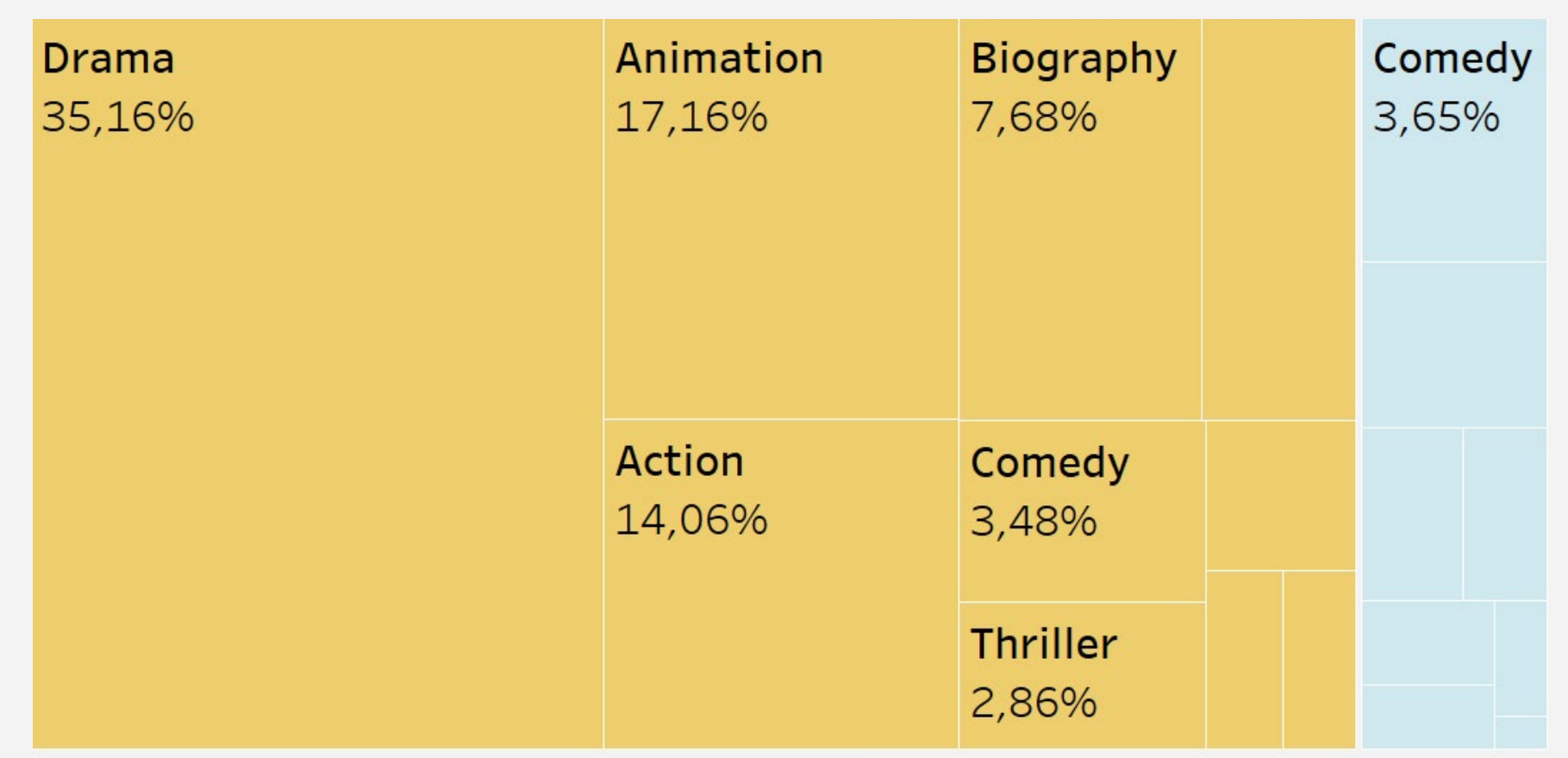
The premiere on the giant platform of the second season of "Merlí: Sapere Aude" reaches 5.4M streams. The first season got 7.6M views in March 2022, having the sixth-best entrance from a non-original produced in the Spanish state in the local market. The season premiered in the middle of the month. Will we see the Catalan production in next month's report?

PRODUCTION COUNTRIES: ■ Europe ■ Spain ■ Others

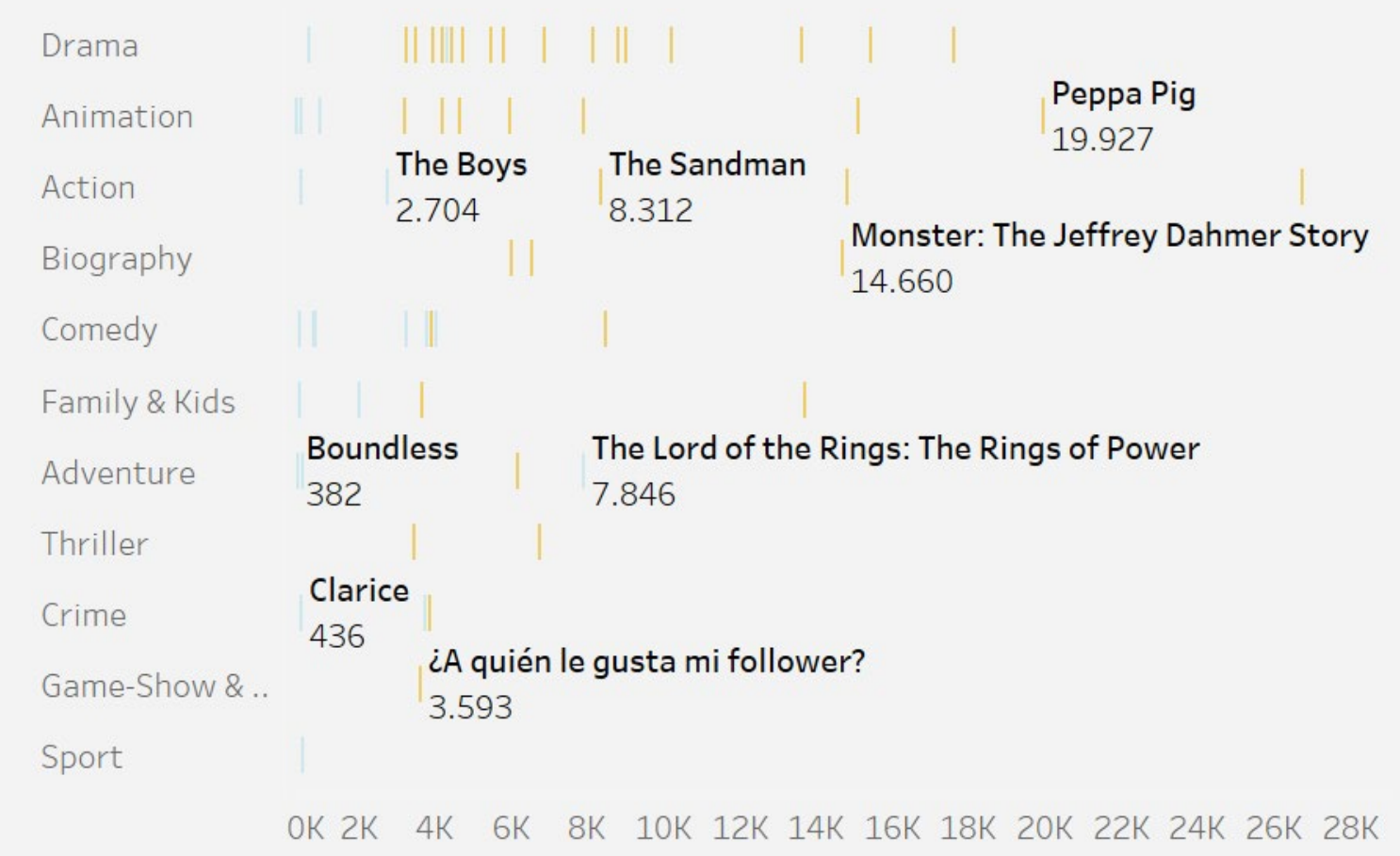
SPAIN 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

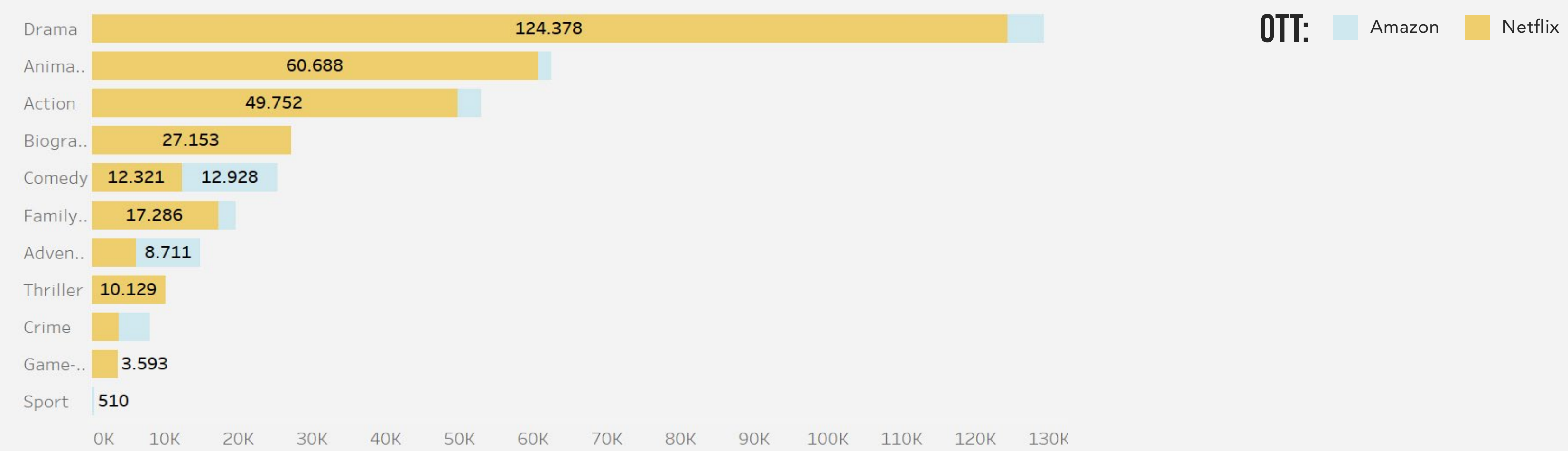


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



AMAZON PERFORMS BETTER THAN AVERAGE

The so-called "streaming war" has been more noticeable in the show market. Amazon has 5M streams more than last month and it's due not only to "Lord of the Rings": "The Vampire Diaries" and "A Private Affair" are also helping out. "Lord of the Rings", by the way, has its worst performance in comparison with other markets. At the end of the month, it only managed to reach #27. With 7.8M views, it's not even the biggest number a show has gotten in the first month. This title goes for "The Boys" in June with almost 9M.

NEW QUARTER, NEW DISTRIBUTION OF GENRES

2022 has definitely been a Drama year in the Spanish show market. In January, Drama shows went from taking 16.56% to 29.10% of the total share. The following months were even better, never going lower than 38 percent of the share. This month, Drama lost 10 percent of the share, getting 19.3B streams, the lowest number since the beginning of 2022. The vast majority comes from Netflix. These lost numbers from Drama have been taken by Animation ("Peppa Pig", "Pokémon Master Journeys"), Biography ("Dahmer") and Adventure ("Lord of the Rings"), where Amazon takes the crown. By the way, did you know that "Monster: The Jeffrey Dahmer Story" is now Netflix's third strongest performing title within its first 28 days?

HOT CONTENT IN SPAIN

HOW CANCELLATION WORKS IN LOS GATOS

Have you ever wondered why a favourite show of yours has been cancelled? “Resident Evil”, “Glow”, “Sense8”, “Chilling Adventures of Sabrina”, “The Midnight Gospel”, “Fate: The Winx Saga”... All these titles have been cancelled even though the plot wasn’t ultimately over. “Fate: The Winx Saga” was the last title confirmed, despite a very strong fan-base and one last successful season - in the five markets, the show has gathered 86M views. So, how is it possible that this show has been cancelled? How does Netflix make this kind of decision?

There is secrecy surrounding how renewals work. The giant N never reveals much?. Luckily, thanks to the statistics and what the creators have said, we can have an idea of what factors are playing a role in the big decision. Do you wanna know how cancellation works in Los Gatos?

Completion Rates: what percentage of people who started watching the show ended up finishing it?

In an attempt to be more transparent, Netflix sent a letter to the UK Parliament Committee that included three metrics they say play a crucial role in deciding if a show is going to have a renewal or not: starters, watchers and completers. Starters watch the first two minutes of a film or an episode, watchers watch 70 percent of a movie or a series, and completers watch 90 percent. Netflix, obviously, wants a higher percentage of the watchers’ profile. In a Twitter thread, Michael Green, the screenwriter of “Alien: Covenant”, “Blade Runner 2049” and “Murder on the Orient Express”,

one of the few screenwriters to have an overall deal with Netflix, stressed how important it is for a show to play within a 28-day timeframe after its release in order to get another season.



Meaning let the full run of all episodes play through. As soon as possible. That is the metric that counts. Their data does not yet value a show enjoyed over time. After the first 28 it hardly matters at all.

The price tag: production cost matters

Money, money, money. Of course, a high percentage of watchers is not enough if the audience doesn’t remain large enough to compensate. At the end of the day, Netflix is a business that operates to make money: the renewal process cost has to be evaluated for it to be balanced with viewership. However, renewal costs are envisaged within a

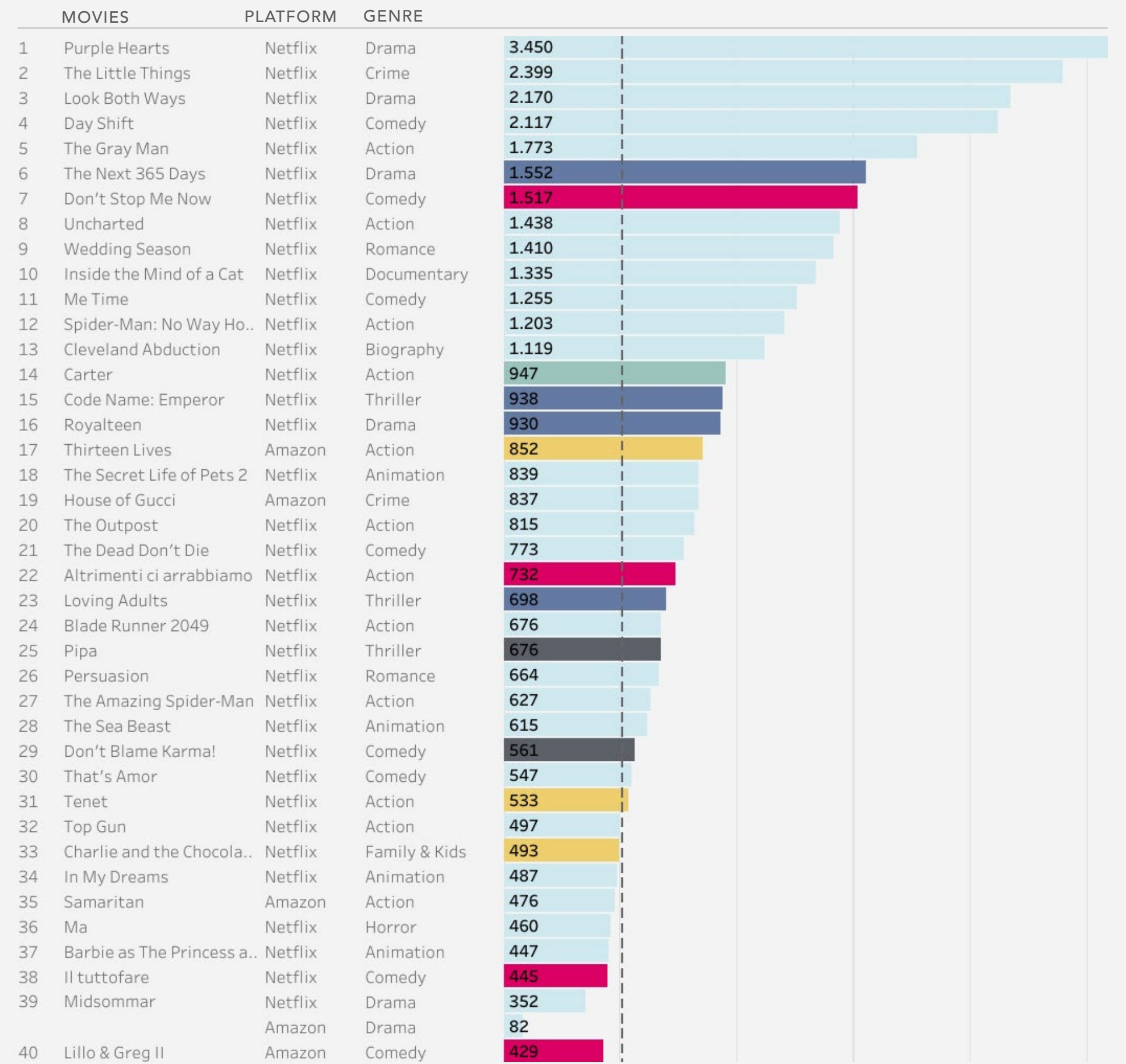
very wide range. This is why the size of the audience needed to start a new season depends on the type of production we have in mind. On one side of the spectrum, we have reality TV shows such as “Love is Blind” - a show that will definitely be in the next month’s Top. This kind of content doesn’t cost as much money as original scripted content does, so a little success is enough for a renewal. On the other side, we have massive financial gamble products, like “The Lord of the Rings: Rings of Power”, where the benefit in gain has to be higher. Creators have also informed of other important factors: diversity, new subscriber rates and environment. Netflix tries to make sure that every little and different audience is covered, a policy that has certainly contributed to its current status. Furthermore, the percentage of new subscribers that have watched the show also helps to secure a re-order. Seasonality and competitors seem to also matter; in essence, how the market is going.

In a Vulture interview, Rachel Shukert, creator of the cancelled “The Baby-Sitters Club” show, stated: “When you only have your numbers in a vacuum and you don’t know the numbers of anything else, you don’t know what you’re trying to hit. You don’t know what numbers other comparable shows are hitting. Netflix will give you context in terms of what your numbers were last season or what they were hoping for, but even that is very vague. You’re flying a little blind”.

But don’t you all worry. You’re in good hands. You have a technological device to read, a Think Data subscription and your own voice to raise. That’s all you need.

ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

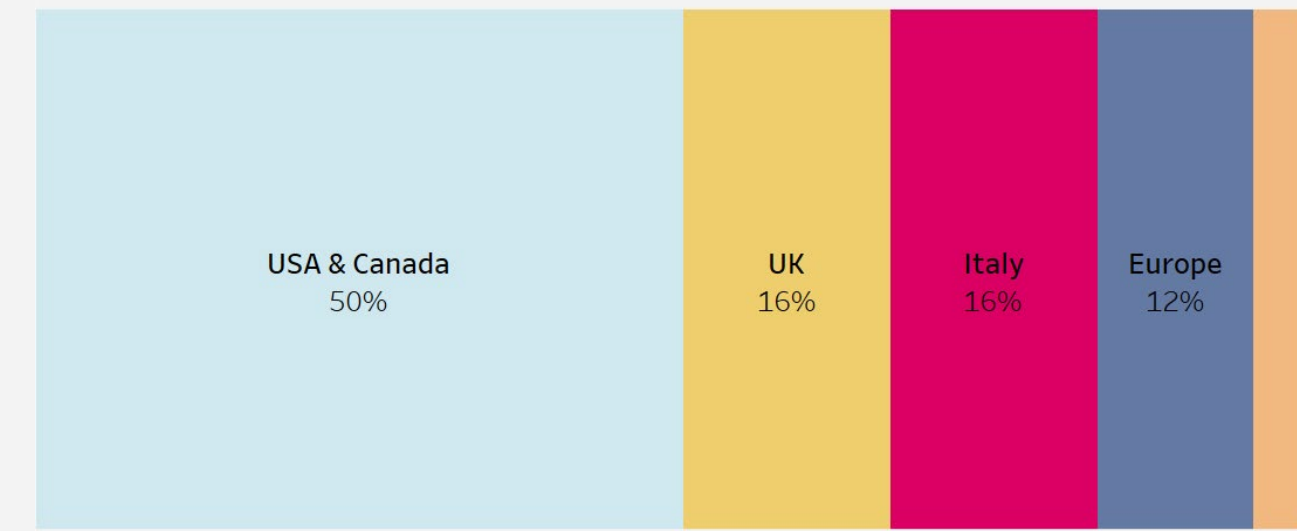


SHOWING 40/100 - [See complete chart here](#)

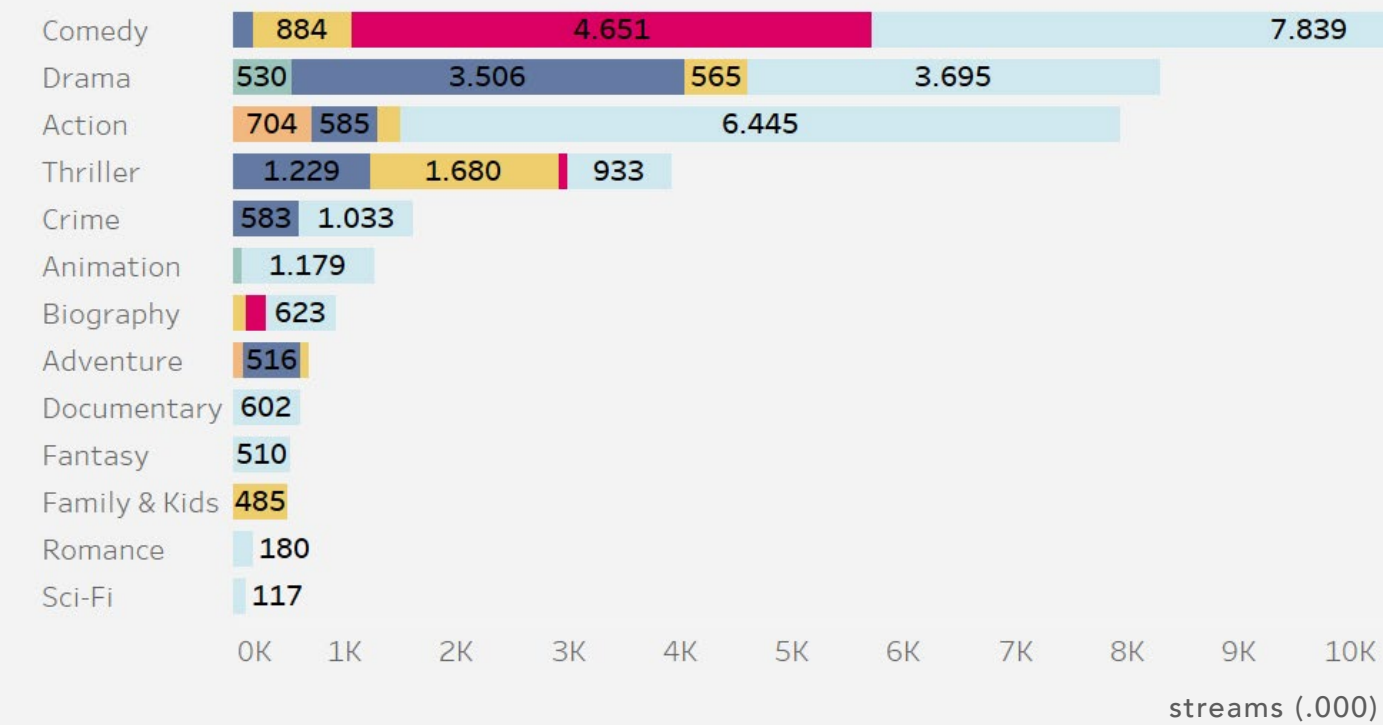
streams (.000)

PRODUCTION COUNTRIES: Usa & Canada Europe Italy Asia UK Other

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



NETFLIX ORIGINALS CONQUER TOP #10

All Top #10 movies in the Italian market, except for "Uncharted" and "Morbius", are Netflix Originals. They alone account for almost 40% percent of total streams. On February 2022, "Lilyhammer", the first Netflix Original, turned 10. Although "House of Cards" or "Orange Is the New Black" are usually remembered as the debut for the original production of the company, "Lilyhammer" was really the first production to start a trend that has certainly driven Netflix to its current state of popularity. Feel old yet? Also! Back in "Lilyhammer's" day, the streamer had 23 million subs. Now, it has 223!

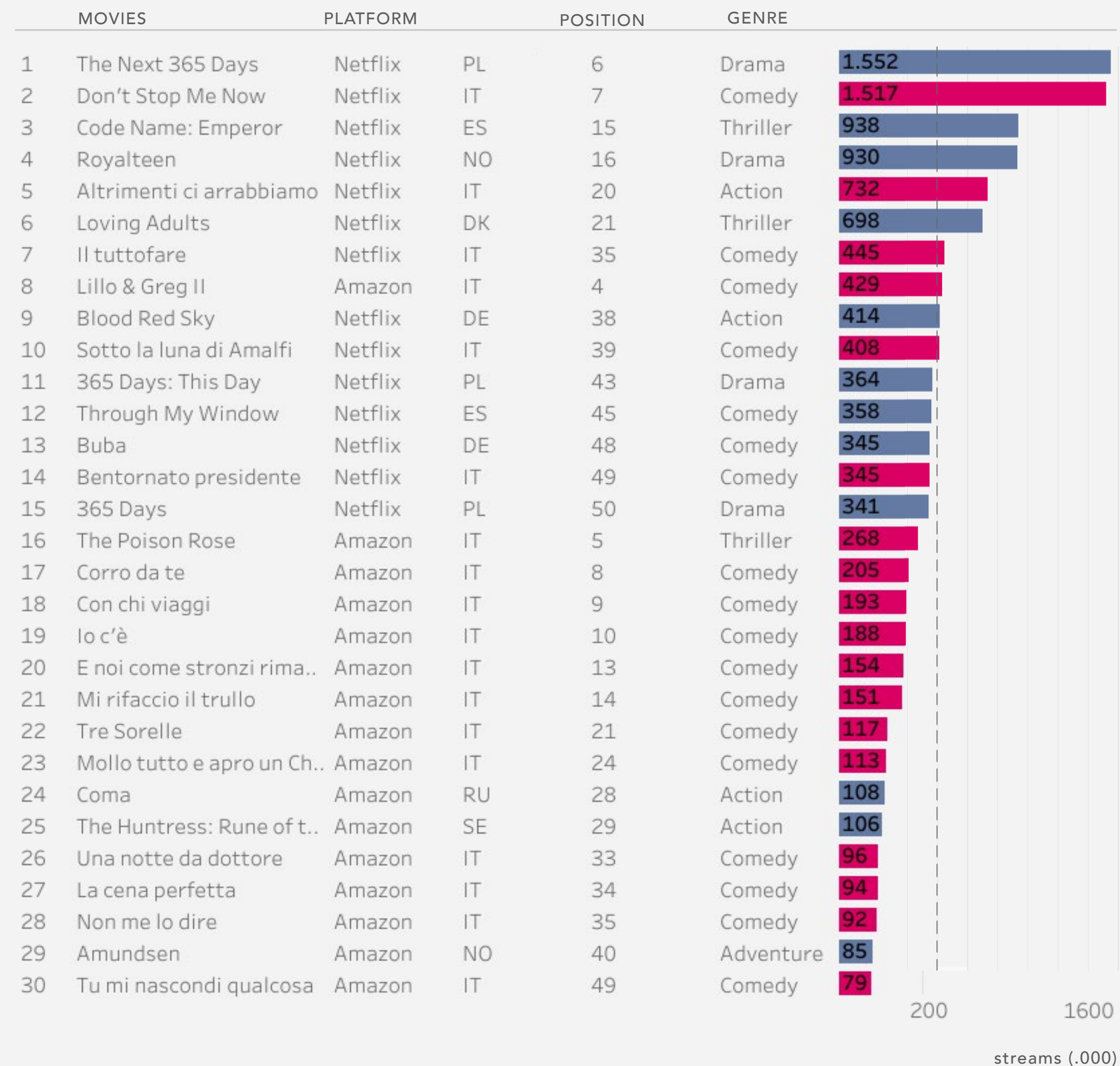
EUROPEAN DRAMA IS CELEBRATING THIS MONTH

After a rough summer, Drama becomes the second most-played genre this month. Although USA & Canadian productions contributed the most, Europeans are not even 200K away from gold. "No Limit", "Loving Adults", "La Jefa" and "The Next 365 Days" are the movies to blame for this. They all turn this month's record into the highest European Drama has ever seen since July 2021. It's definitely a celebration!

ITALY 100 MOVIES | EUROPEAN FOCUS

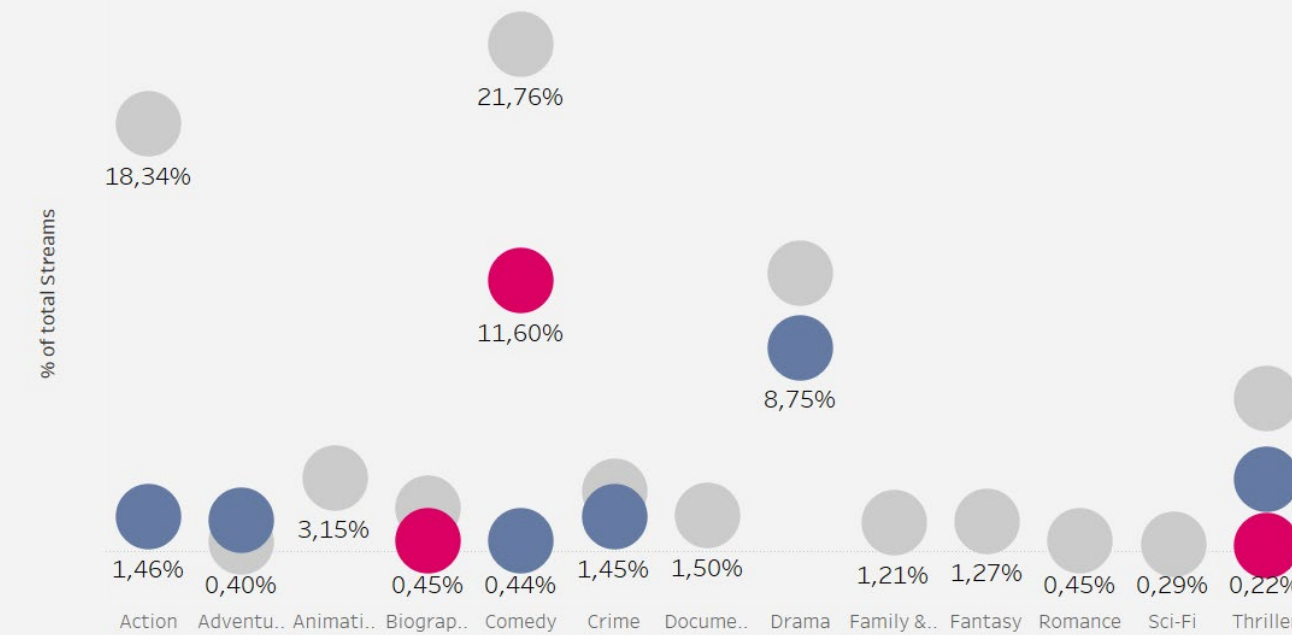
LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

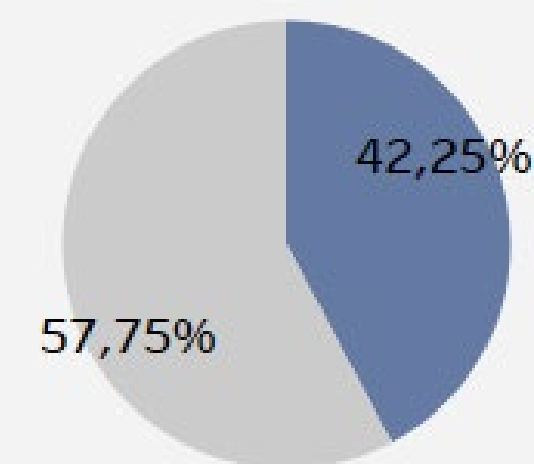


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	2	
Adventure	1	
Biography		1
Comedy	2	13
Crime	1	
Drama	5	
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: ■ Europe ■ Italy ■ Others

LOCAL PRODUCTIONS HOLD THEIR PIECE OF THE CAKE

During the last months, we've witnessed Italian movie proportions experimenting a peaceful state of mind. Since May 2002, local shares haven't varied a lot: with their particular ups and downs, they haven't gone too far from 15% of total views. 2022 is being a great year for local movies in the Italian market so far. In 2022, local movies had an average share of 11.1, while in 2022 the number goes up to 15,7%. It may seem like a small step, but it's actually a giant leap! Would the last quarter of the year change the statistics? Well, if you ask us, we'll have to say that a big part of it depends on USA & Canada's performance. This month, for example, North American productions lost 12 percent in comparison with last month, namely, 10M streams, a scenario that certainly helps local movies to resist at the forefront.

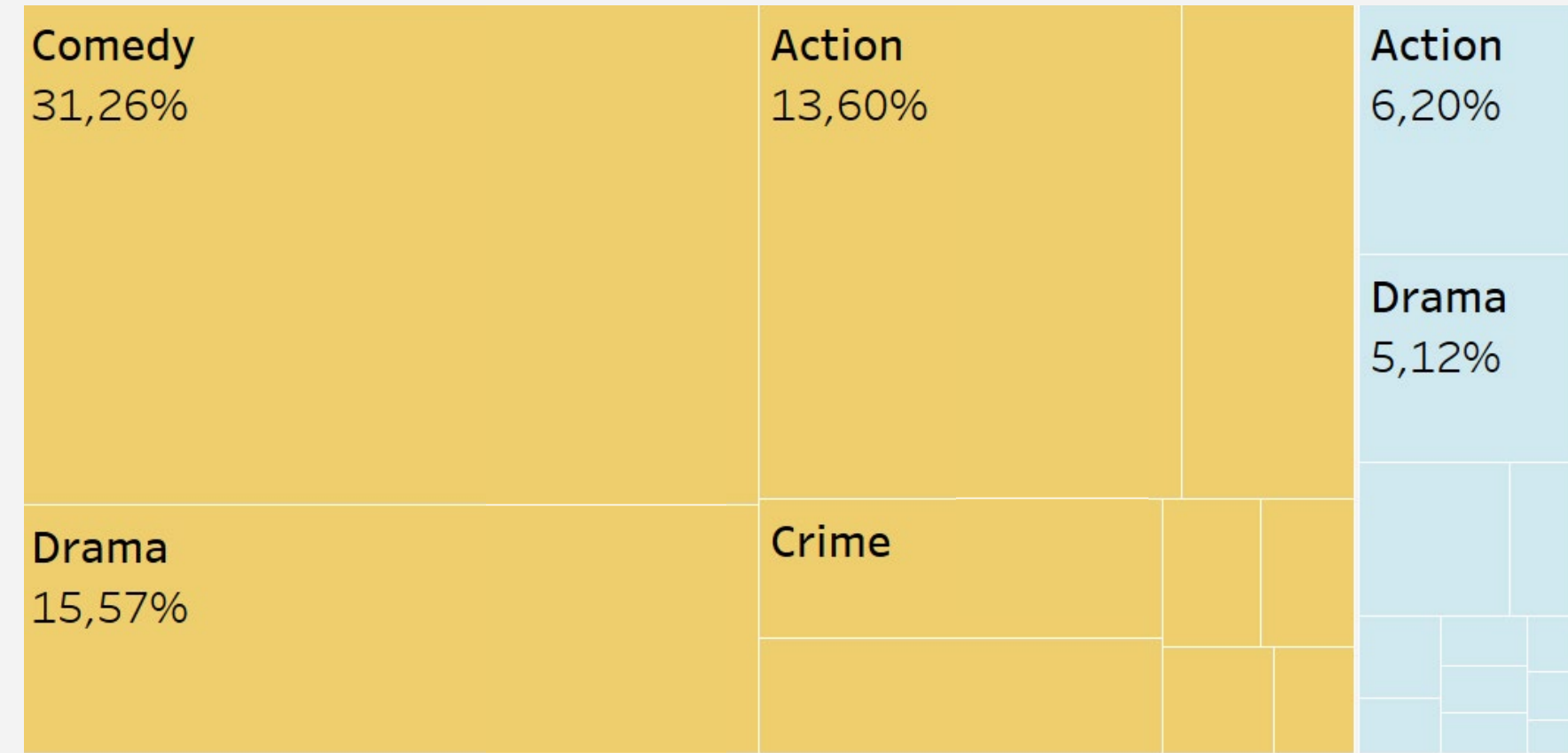
THE COMEDY GENRE IS THE MOST POPULAR IN THE EUROPEAN CHART

"Couch Potatoes" (862K), "Se mi vuoi bene" (612K), "Sono tornato" (604K) and "Nothing Left to Do but Cry" (562K) are the movies that collect the most views for the Comedy genre. None of the 12 local comedies present in the chart are actually Netflix or Amazon originals. Only two of them have premiered this year.

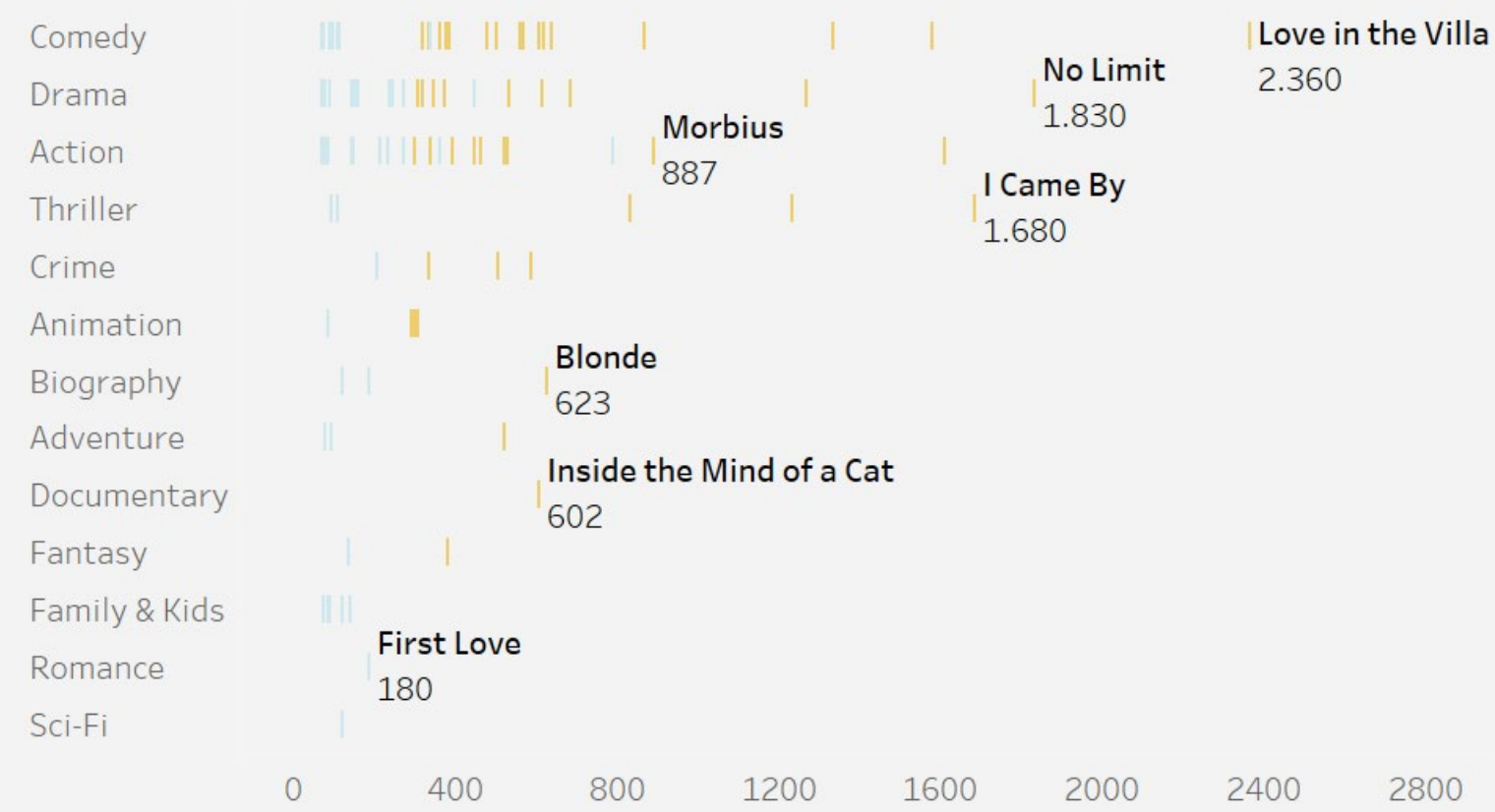
ITALY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

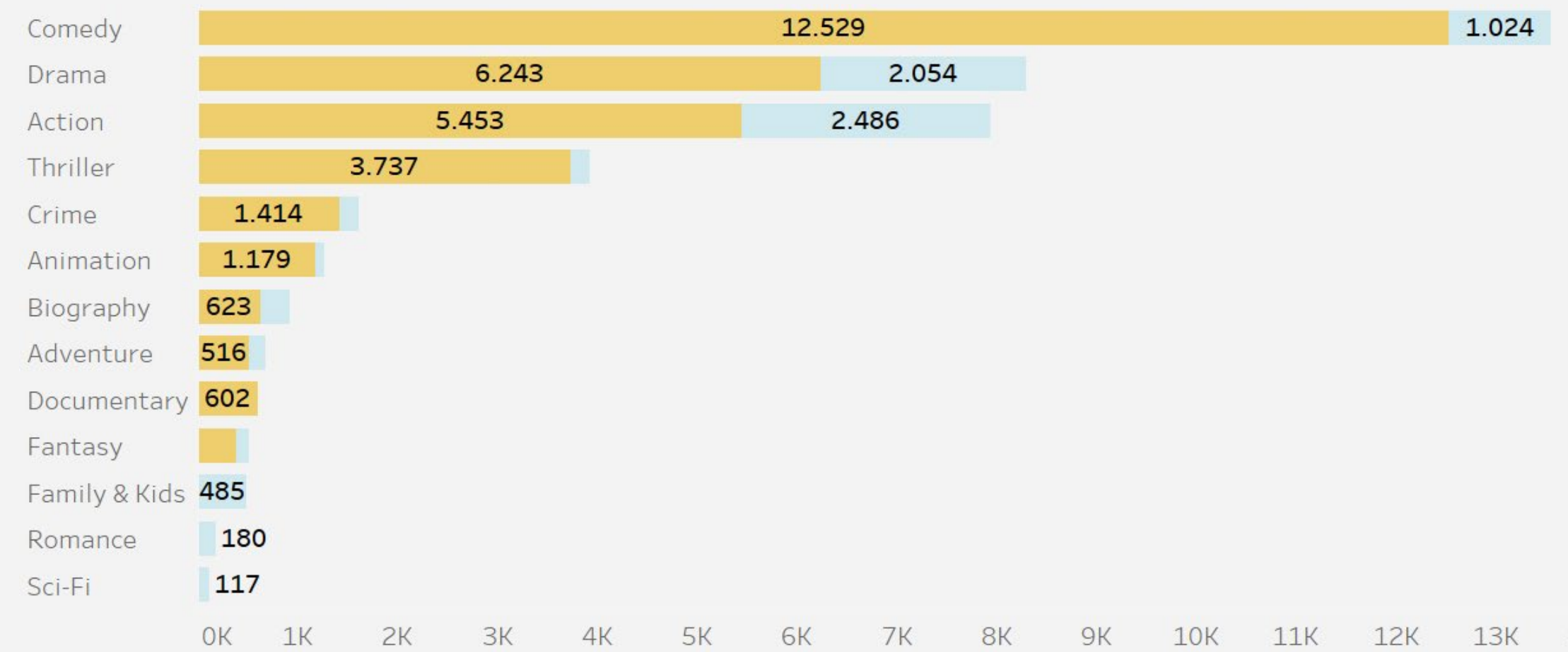


TOP MOVIES STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT: Amazon Netflix

AMAZON RECOVERS 3 POINTS FROM LAST MONTH

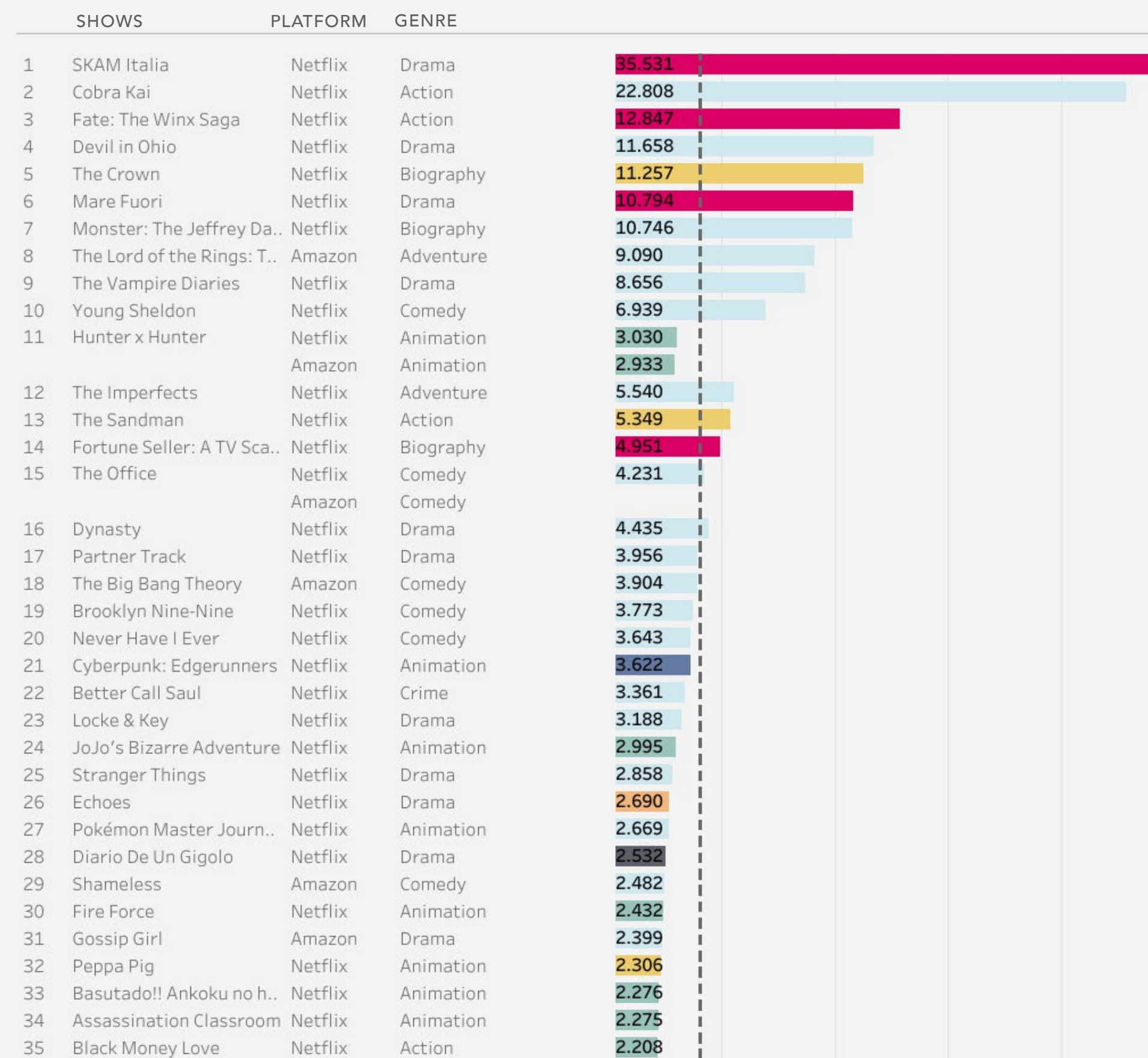
In our bi-annual report, Equinox, we found that Italy is the market where Amazon movies work best. However, these past two months it has certainly had a period of drought. The e-commerce giant goes back to almost average performance, gathering 18.5% of the total share. "Samaritan", the superhero production that features Sylvester Stallone and Javon Walton, collects 787K this month, becoming the 8th most streamed movie on Amazon this year so far. "Synchronic" collects 441K. "The 355" performed a little bit below average, but it also did well. It didn't get 355 views but almost did - 358K this month.

THE ACTION GENRE DRASTICALLY DROPS ON NETFLIX, BUT STAYS ON AMAZON

Action movies were the centre of attention for Italian audiences during the summer. The genre reached the highest share a genre has gained so far in the Italian market. It got 40.9% of the total share in the month of July. However, since then, the percentage has drastically decreased, up to half, 20.7%. The loss is directly related to Netflix's catalogue. For its part, Amazon has very much maintained the impact. It is still its most played genre with 6.2%, thanks to "Samaritan". The Drama genre, thanks to "Synchronic", takes second position, with 5.1% of total share.

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON



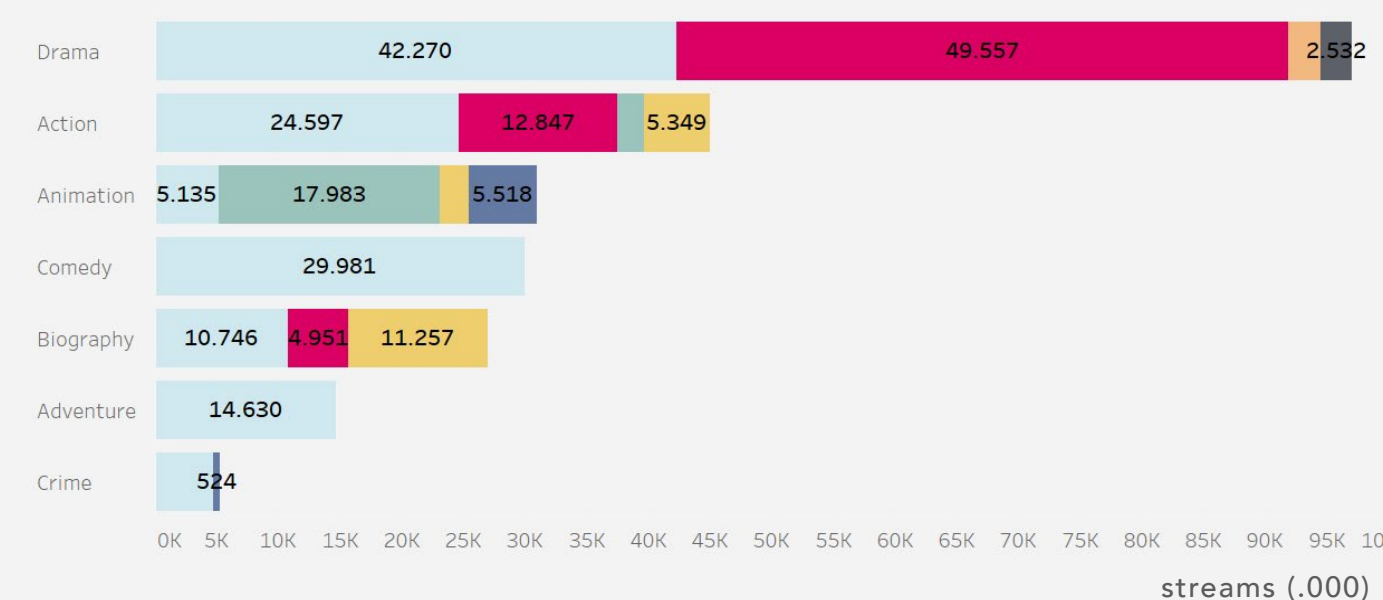
SHOWING 35/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



THE TIMES THEY ARE A-CHANGING - ALSO FOR GENRES

When it comes to TV Shows, Comedy is usually the most preferred genre for the Italian audience: on average, it's pretty close to 30% of the total share. But how the tables have turned! This month, the Comedy genre only accounted for 12%. It is the Action genre that takes it all. The sequel to the original "The Karate Kid", North American "Cobra Kai", gathered 22M views and local and live-action "Fate: The Winx Saga" took 12.8M streams. Wait. How come "Fate: The Winx Saga" is an Italian show when all the cast is British and the writers are all recruited from "The Vampire Diaries"? The original animated show was created and animated by Italian Iginio Straffi. It was first produced by Rainbow SpA, but then Nickelodeon joined the group.

SKAM, THE SHOW THAT DRIVES TEENAGERS ALL OVER THE WORLD CRAZY

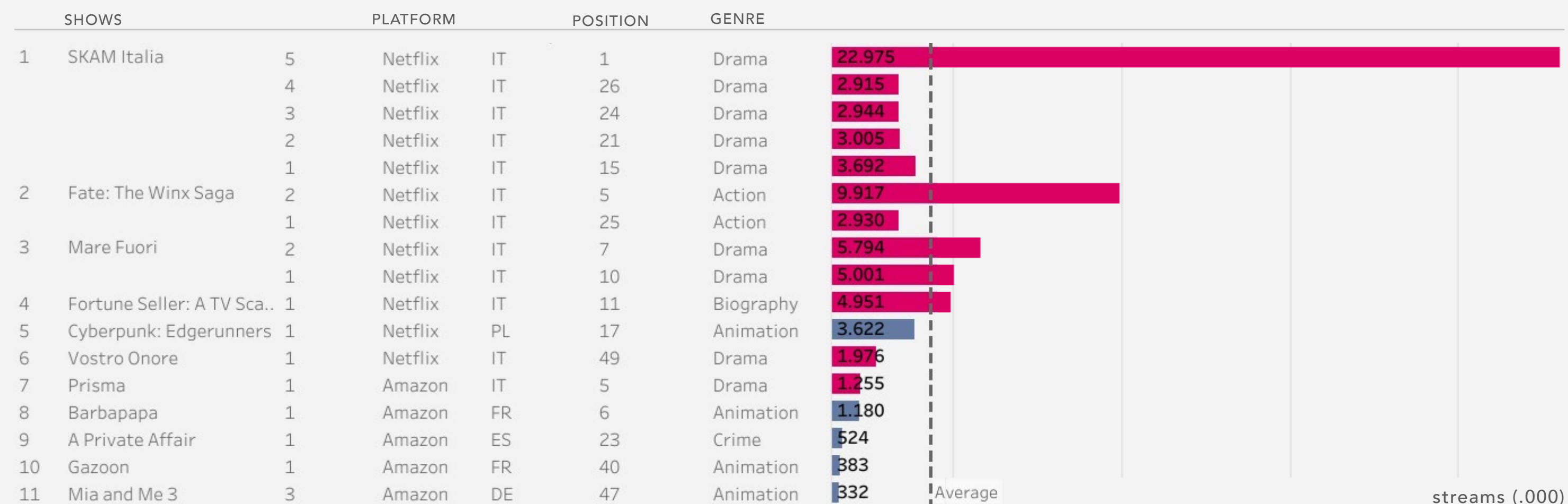
The premiere of the fifth season of SKAM Italia, the Italian remake of the popular teenage Norwegian show, has managed to get the prize for the biggest local intro in the charts. In this first month, the season has gathered 23.5M views, becoming the sixth biggest global season intro in the Italian show market. Globally, the show is now the third most-played show that our data has registered. If you want to know more about how the show achieved these numbers, take a look at Italy's Hot Title of the month!

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

ITALY 100 SHOWS | EUROPEAN FOCUS

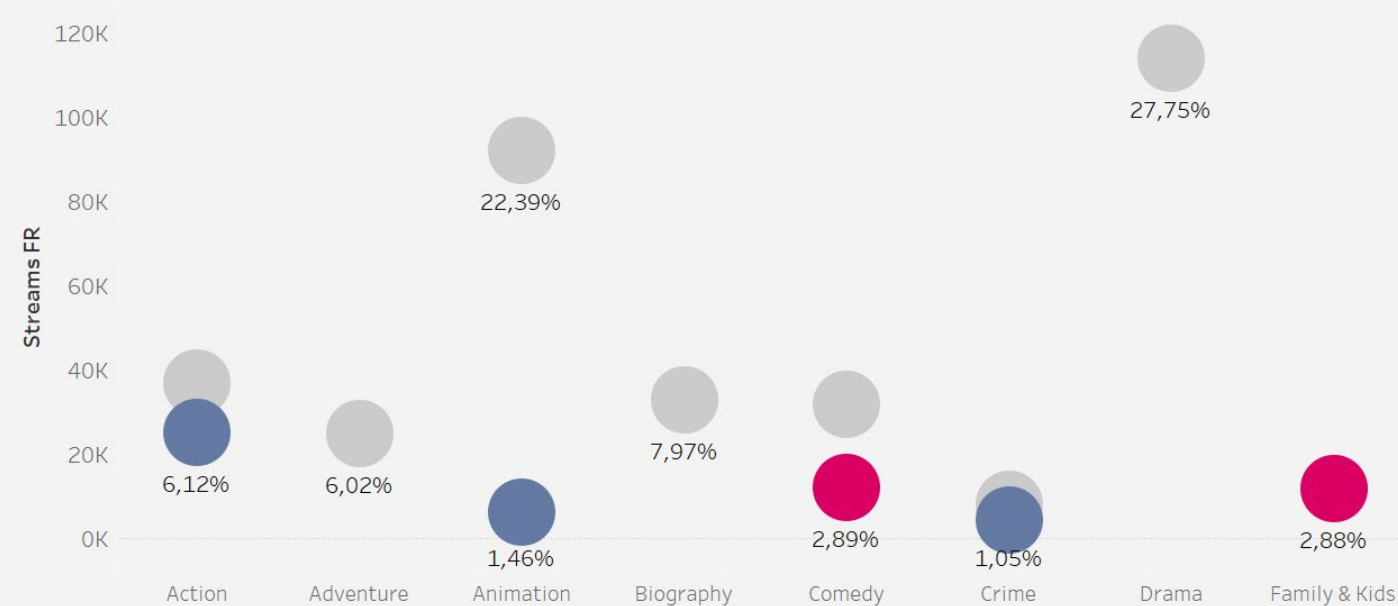
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



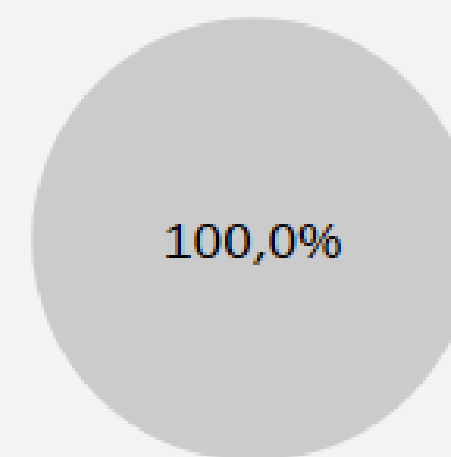
PRODUCTION COUNTRIES: Europe (Blue), Italy (Red), Others (Grey)

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FR
Family & Kids		2
Crime	2	
Animation	2	
Comedy		1
Action	1	

CONTRIBUTION TO DRAMA STREAMS



LOCAL SHOWS BREAK RECORDS

Italian series peak their highest share ever recorded so far. They all account for 27% percent of total streams, a number never seen in the local market. Actually, if we didn't take into account USA & Canadian productions, this 27 percent is the second highest percentage witnessed, after the 27.41% of the total share that Asia achieved back in October 2021 when "Squid Games" was premiered. This record has been broken thanks to "SKAM Italia", "Fate: The Winx Saga" and "Mare Fuori".

"MARE FOURI" STILL TAKES THE ITALIAN MARKET BY STORM

The Italian sensation that was on every local teenage #fy page is still present on the charts. At the moment, it is the most streamed local show that we have in our historical data. At the same time, it is also the second most popular European show in the Italian market. The first position goes to the Spanish series "Money Heist", a show that has gathered 92M views while "Mare Fuori" currently has 45M, a little bit less than half. However, "Mare Fuori" hasn't finished yet. Will we ever see it surpassing "Money Heist"?

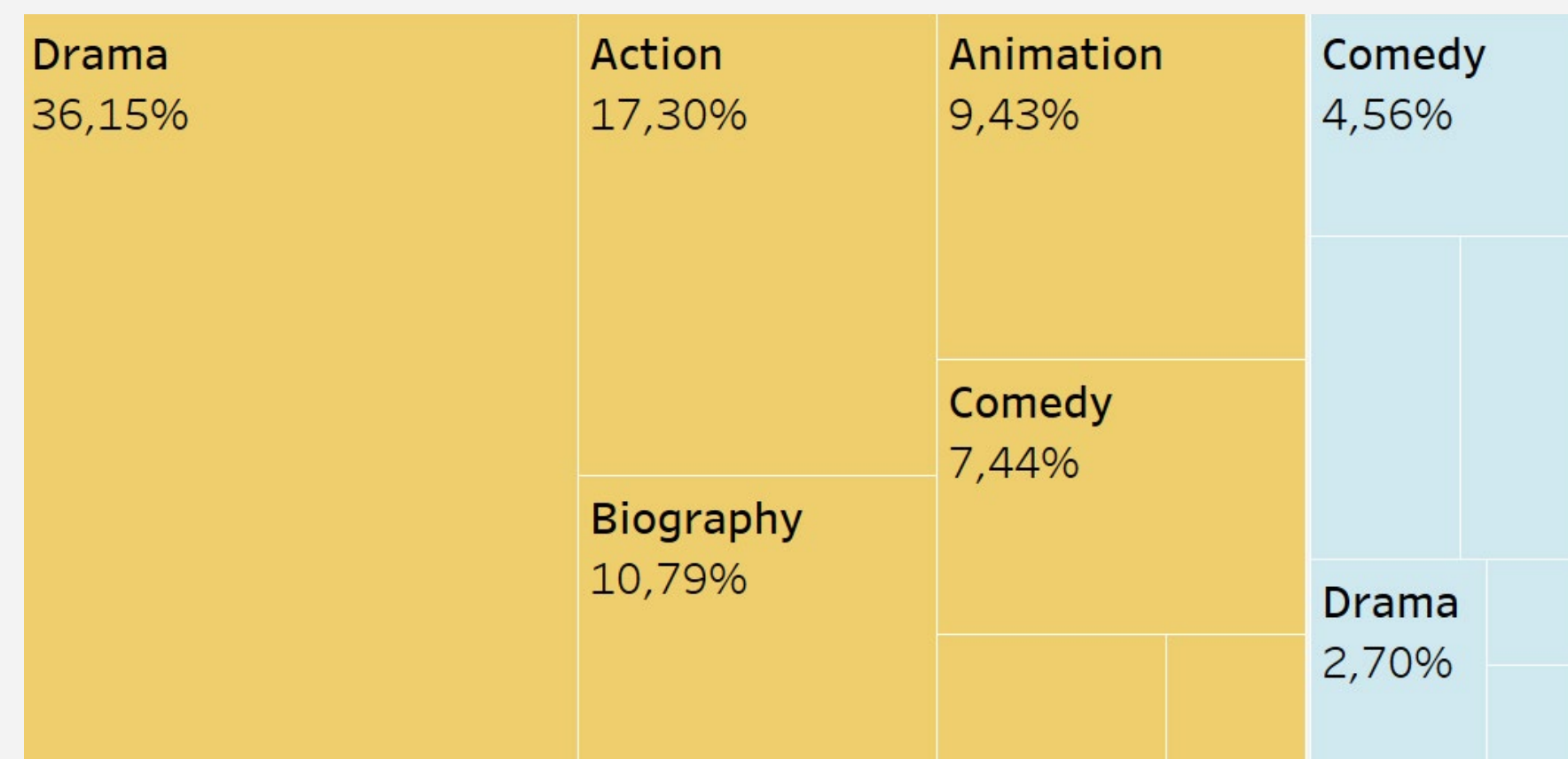
EUROPEAN SHOWS ARE NOT HAVING THEIR BEST MONTH

Not everything can be good news. This month, European shows have had one of their worst performances. Only five titles made it to the European Top, and they represent 8.23% percent of it all.

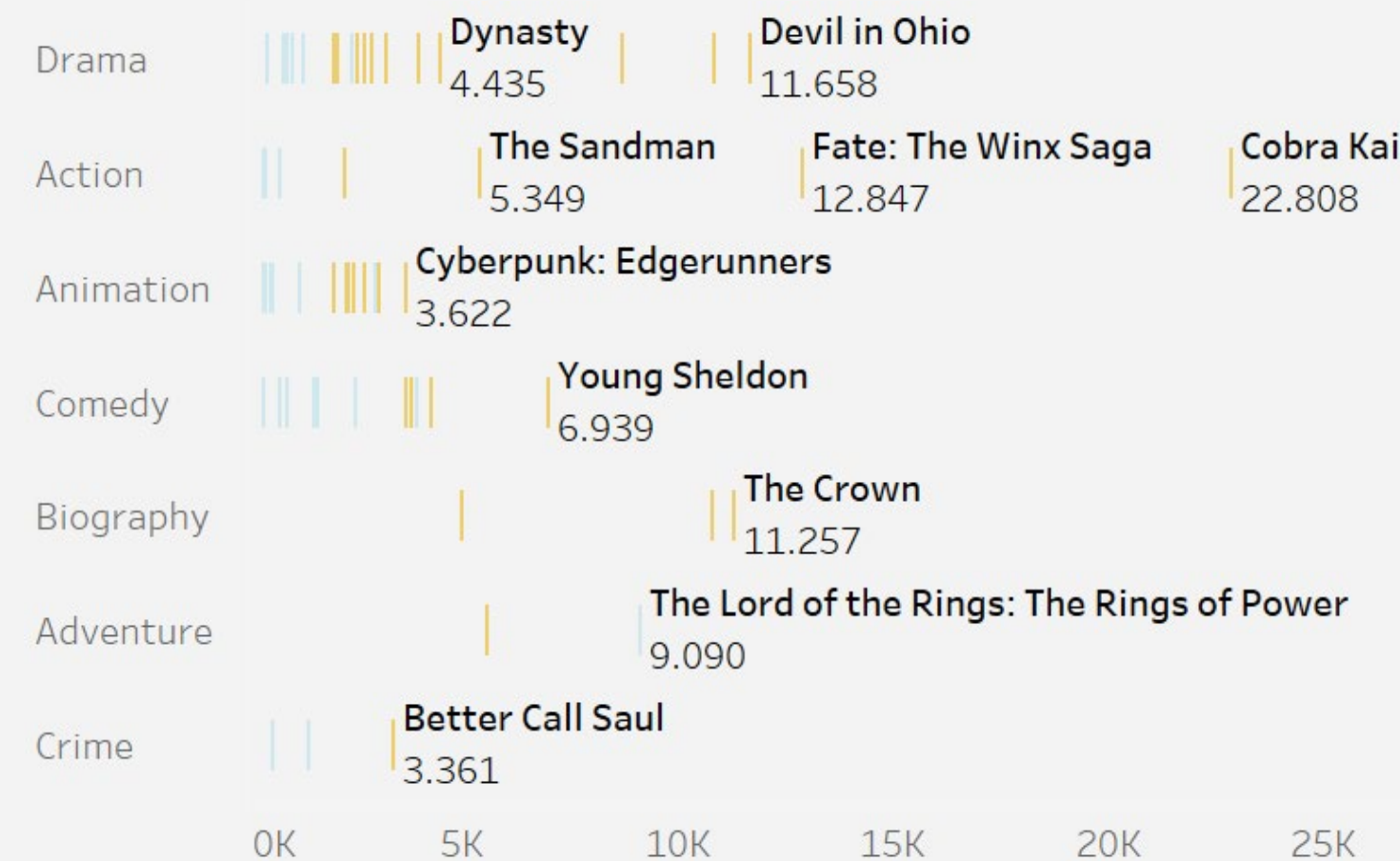
ITALY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



NOTHING NEAR A STREAMING WAR FELT IN THE SHOW MARKET

In comparison with last month, Amazon gathers two points maintaining its average performance in the show market in Italy, 13.36%. It has collected 250K, which is not even the best number it has ever gotten this year already. So, without any doubt, the main news for this month in the Italian market is the importance and occupation of local shows, as we've already pointed out.

DESPITE THE PREMIERE OF "THE LORD OF THE RINGS: THE RINGS OF THE POWER", COMEDY IS THE MOST POPULAR GENRE ON AMAZON

Classic and all-time running shows on Amazon overshadowed "The Lord of the Rings" premiere. However, its genre, Adventure, rises up to 3.6% of the total share. The show has achieved here, in the Italian market, its second best position within the five analysed countries - its best position was in Germany. The pre-sequel to the classic trilogy was not even the biggest premiere on Amazon Italy. "LOL: Last One Laughing Italy", "The Ferragnez" and "Vita da Carlo" did better on their relative premiere. The fifth position goes to "The Lord of the Rings: The Rings of the Power"

HOT CONTENT IN ITALY

SKAM. WHY HASN'T THE INDUSTRY LEARNT SOMETHING FROM IT?

SKAM understood the assignment. The series is, without any doubt, one of the programs that have clearly understood, empathized, and integrated questions that directly appeal to their target audience, teenagers. In 2017, just when the first SKAM show was released, the microblogging and social website Tumblr declared that the show was the most talked about series of the year. SKAM was number one, surpassing immensely popular American programs like "The Walking Dead", "Stranger Things", and "Game of Thrones". Now, its Italian version is the most streamed show in September. What's the SKAM IP and its remakes?

The original SKAM is a Norwegian teen drama television series about the daily life of teenagers that dealt with relationship difficulties, identity, eating disorders, sexual assault, homosexuality, mental health issues, religion, and forbidden love. Just as in every teenage drama. What made SKAM different from similar shows was its format. Before the release of every episode, usually on Fridays, clips, chat conversations or social media posts were published in real-time on the official SKAM website or on the characters' social media. For example, if two characters interacted with each other at 8:03 on a Tuesday before the start of the school day, a clip was uploaded on the official Skam website exactly at that time. If two characters met and took a photo at a Thursday night party, that photo would be uploaded on the characters' social media right at that time. By Friday, all those clips were

put together to form a complete episode that represent what had happened throughout the course of the week.

Norwegian teenagers were crazy about it. The audience was so into it that the show quickly expanded beyond its borders. International demand was heavily asking for subtitles in English and other languages to fully understand what was going on in the show. But due to the music license, the subtitles were denied. So fans started to make their own, and the fandom expanded even more. The only solution seemed to be making remakes. And that is why, at this very moment, there is one American version and five European remakes: in France, Germany, Netherlands, Spain and Italy.

On September the first, the fifth season of the show premiered on Netflix. The first three seasons (2017, 2018 and 2019) were originally released and produced by TIMvision, the largest Italian telecommunications services provider in revenues and subscribers. However, in December 2019, Netflix Italy revealed that SKAM's episodes were going to be available in 2020 on its platform and that they were going to produce seasons 4 and 5 with TIMVision.

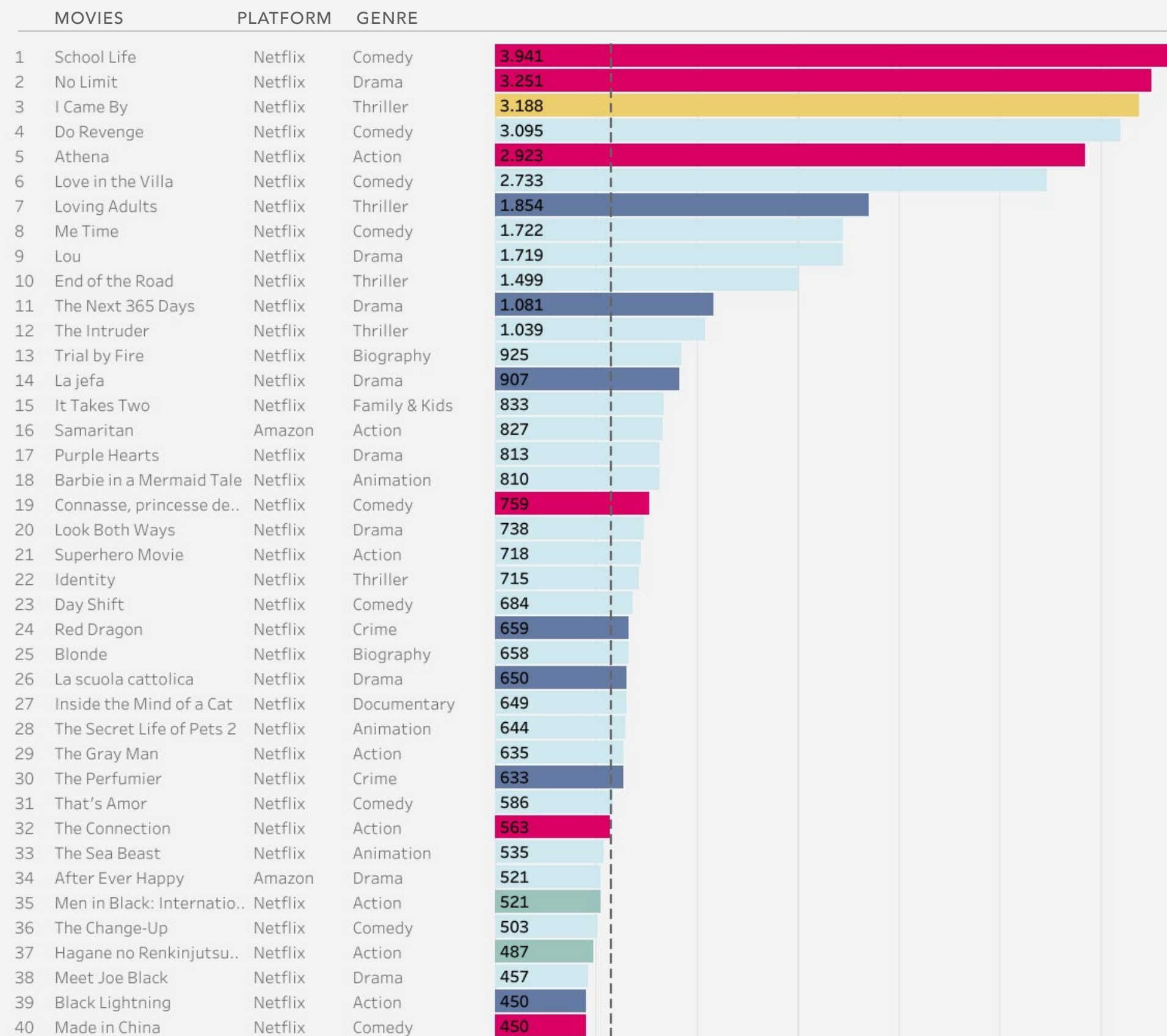
The premiere of the fifth season on Netflix Italy has managed to get the prize for the biggest local intro in the charts. In this first month, the season has gathered 23.5M views, becoming the sixth biggest global season intro in

the Italian show market. Globally, the show is now the third most-played show that our data has registered in the local market, even though the fourth season's premiere was not recorded. Isn't that amazing? This is why we can't help but wonder why, given this huge success, the format hasn't been copied yet! Will this real-time format be just a memory of the potential social media had in the development of the history of TV Shows?



FRANCE 100 MOVIES | OVERVIEW

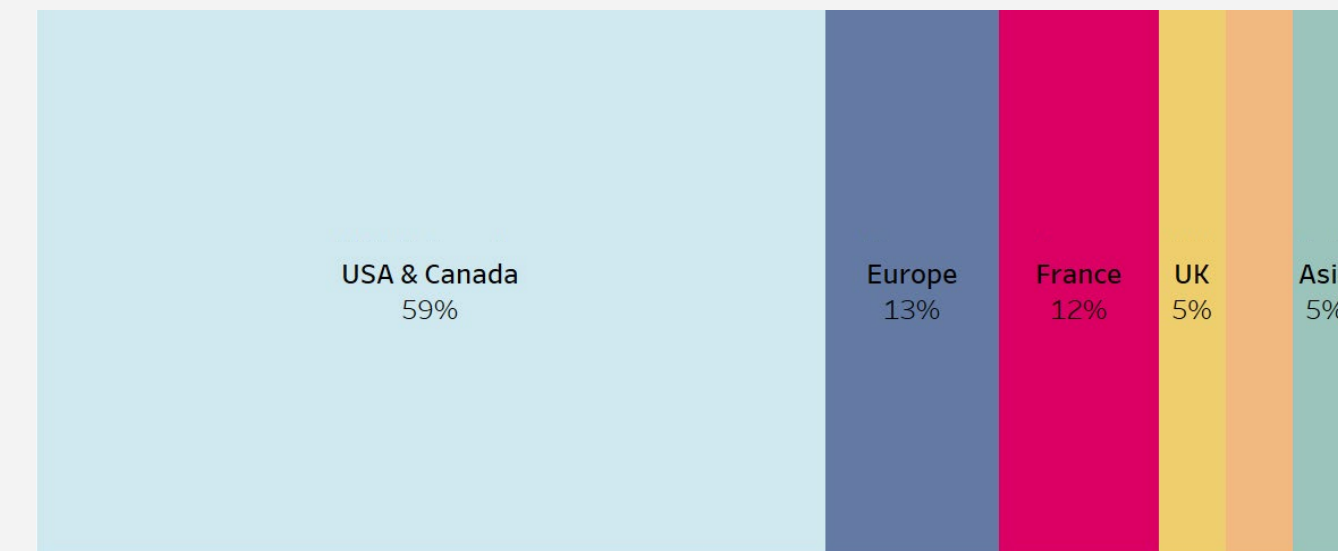
TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



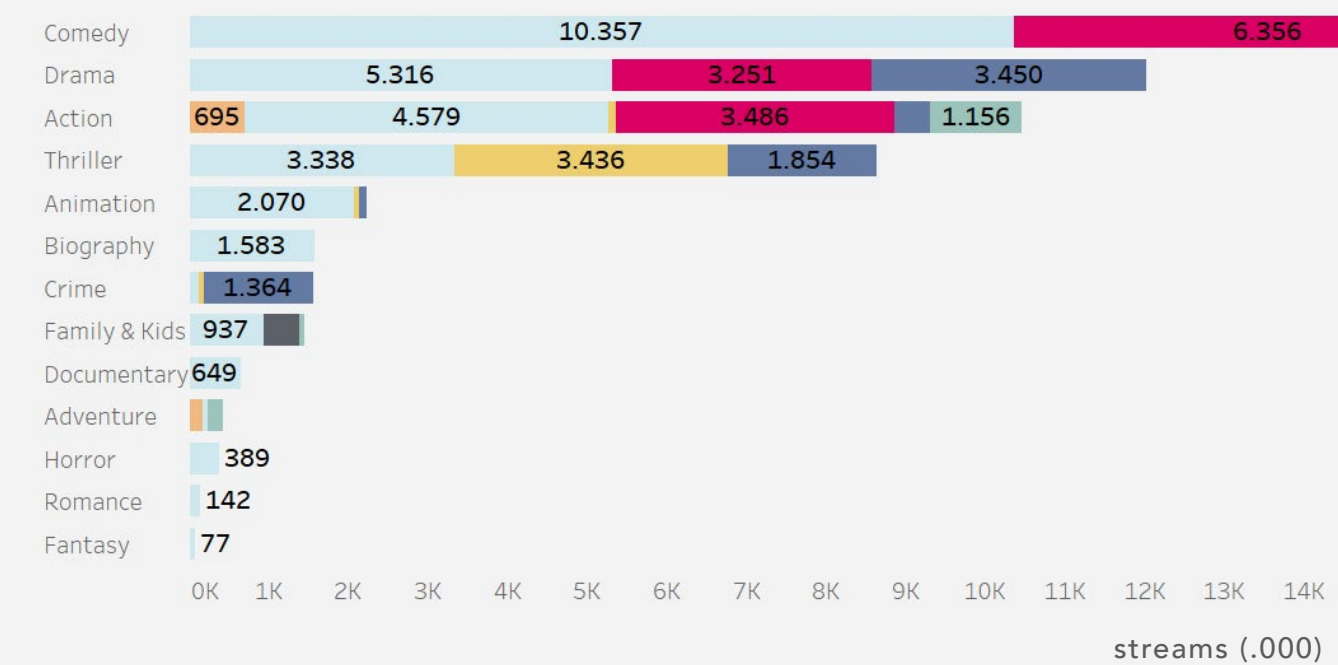
SHOWING 40/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



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

“SCHOOL LIFE” LEADS THE RENTRÉE SCOLAIRE CONTRIBUTING TO A BLAST OF LOCAL FILMS

“School Life”, which was previously released in theaters and had already collected 1.3M streams in only two days of August, ramps directly to top 1 in September with 3.9M views. Discover more about it in our Hot Title of the month! The film is immediately followed by another local title, the drama “No Limit”, which holds top 2, with 3.2M streams. “Athena”, a Parisian outskirts Action film directed by music video director Romain Gavras (“The World is Yours”) and co-written by Ladj Ly (“Les Misérables”), holds a place in the top 5 with 2.9M streams achieved during just the last week of September. Having three titles in the top 5 generates a positive effect on the overall French market share, which grows from 11% to 22% in one month.

US MARKET SHARE DROPPED FROM 65% IN AUGUST TO 52% IN SEPTEMBER

No country for US films this month. The American films were not protagonists in France. Apart from the huge success of three French titles in the top grid, the UK also came into the equation to claim its part: the British Thriller “I Came By” accomplished 3.2M streams in the top 3 and brought the UK to 5% of the market share in France, with only one title in the top 50.

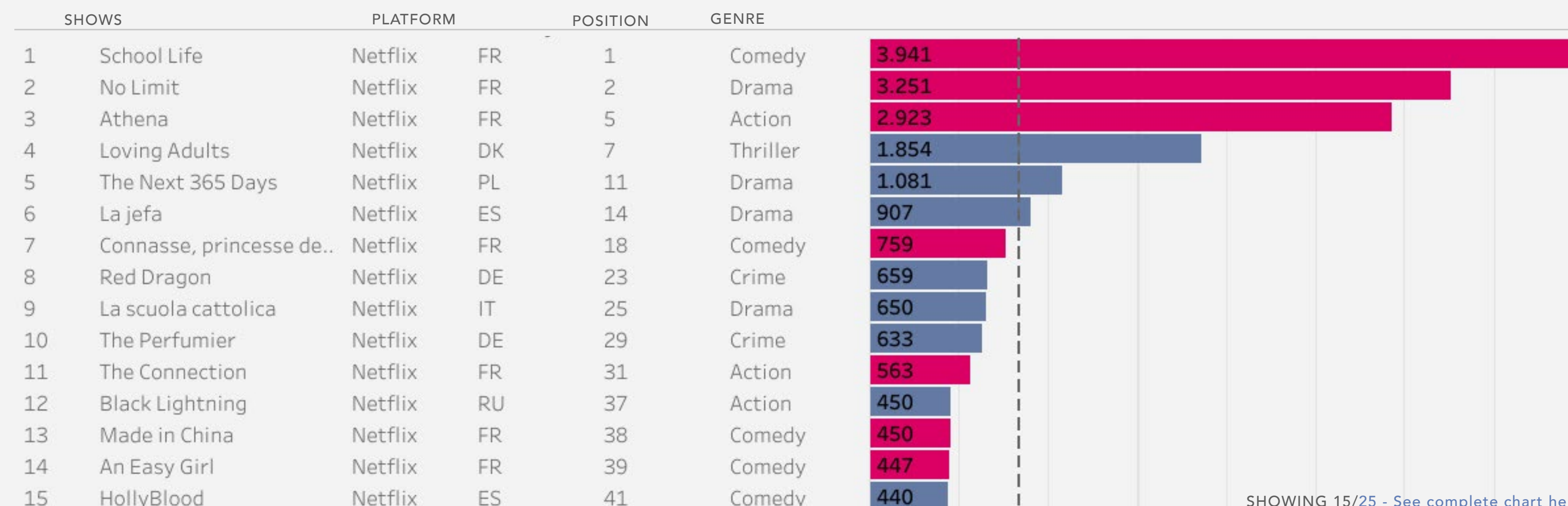
COMEDY RULES THE TOP FILM GRID IN SEPTEMBER AND MAKES FRENCH FILMS SHINE

Often Action takes this pole position, but this month this genre only gets the third position of preferred genres: 40% of the top 10 is Comedy and it includes the most viewed French title, “School Life” and the two American titles in the top positions: “Do Revenge” and “Love in the Villa” with around 3M streams each. Comedy hoards 17M streams of the grid, out of which 37% are French.

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

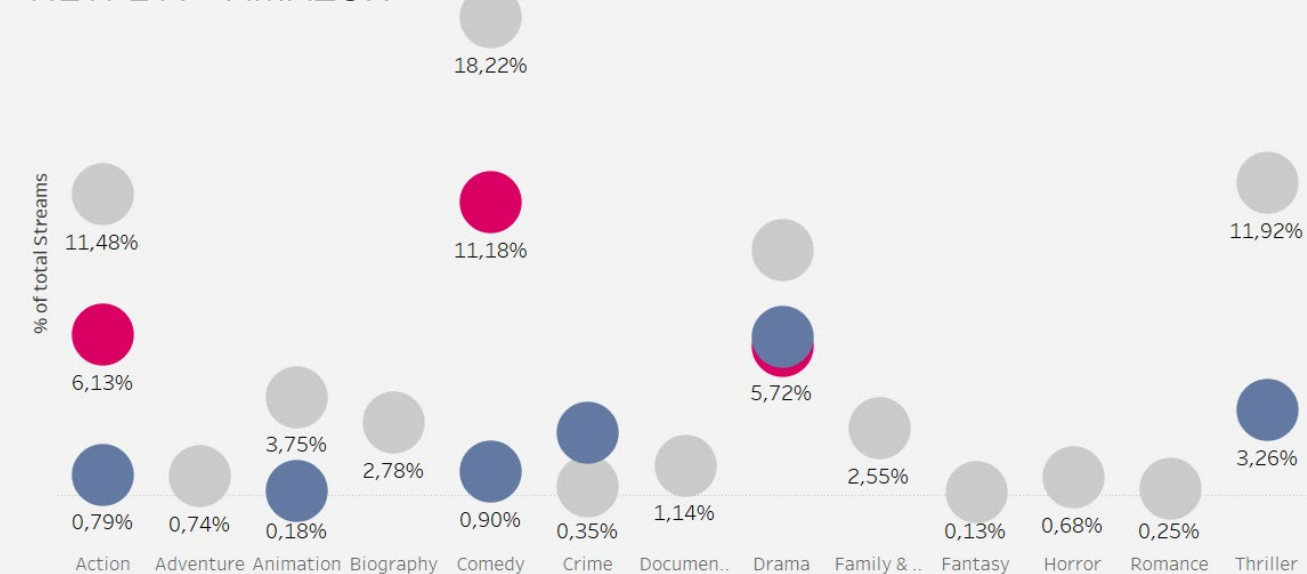
NETFLIX - AMAZON



SHOWING 15/25 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

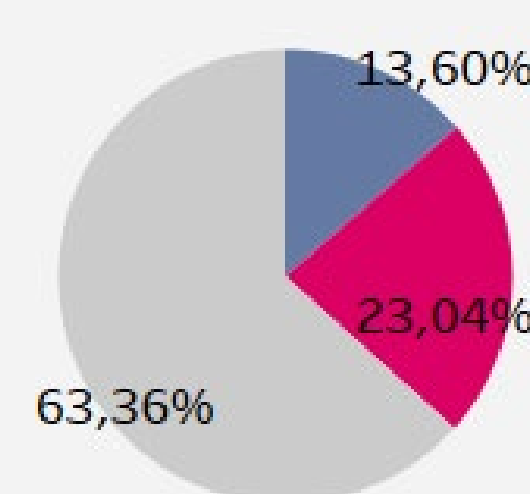


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FR
Action	1	2
Animation	1	
Comedy	2	9
Crime	3	
Drama	5	1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe France Others

AN UPLIFTING PLOT FOR EUROPE THIS MONTH

Besides the French local top titles playing at top level, the Danish thriller "Loving Adults" accomplished top 7 (top 4 in the EU league) and 1.8M streams: these come on top of the relative success the film had already accomplished in August with almost 900K in France. The Polish Drama "The Next 365 Days" and the German Drama "The Next 365 Days" and the German thriller "Red Dragon" continue to perform at a high level, month after month, proving the short life of 30 days is not for everyone. Spain squeezes in modestly with "La Jefa", a dramatic thriller in the top 15 (top 6 in the EU league) accumulating 900K views.

FRANCE OVER-PERFORMS THANKS TO ACTION AND COMEDY

Both genres are key to conquering the top positions, and France manages to hold successful content on both sides this month. 6% of the total Action streams and more than 10% of the Comedy titles are French. In Drama, France and Europe are good allies, since each delivers 5% of the streams of the genre this month. In August, only Comedy had an equally high percentage of streams for France. The mix of highly demanded genres is the key to success for the country's market share.

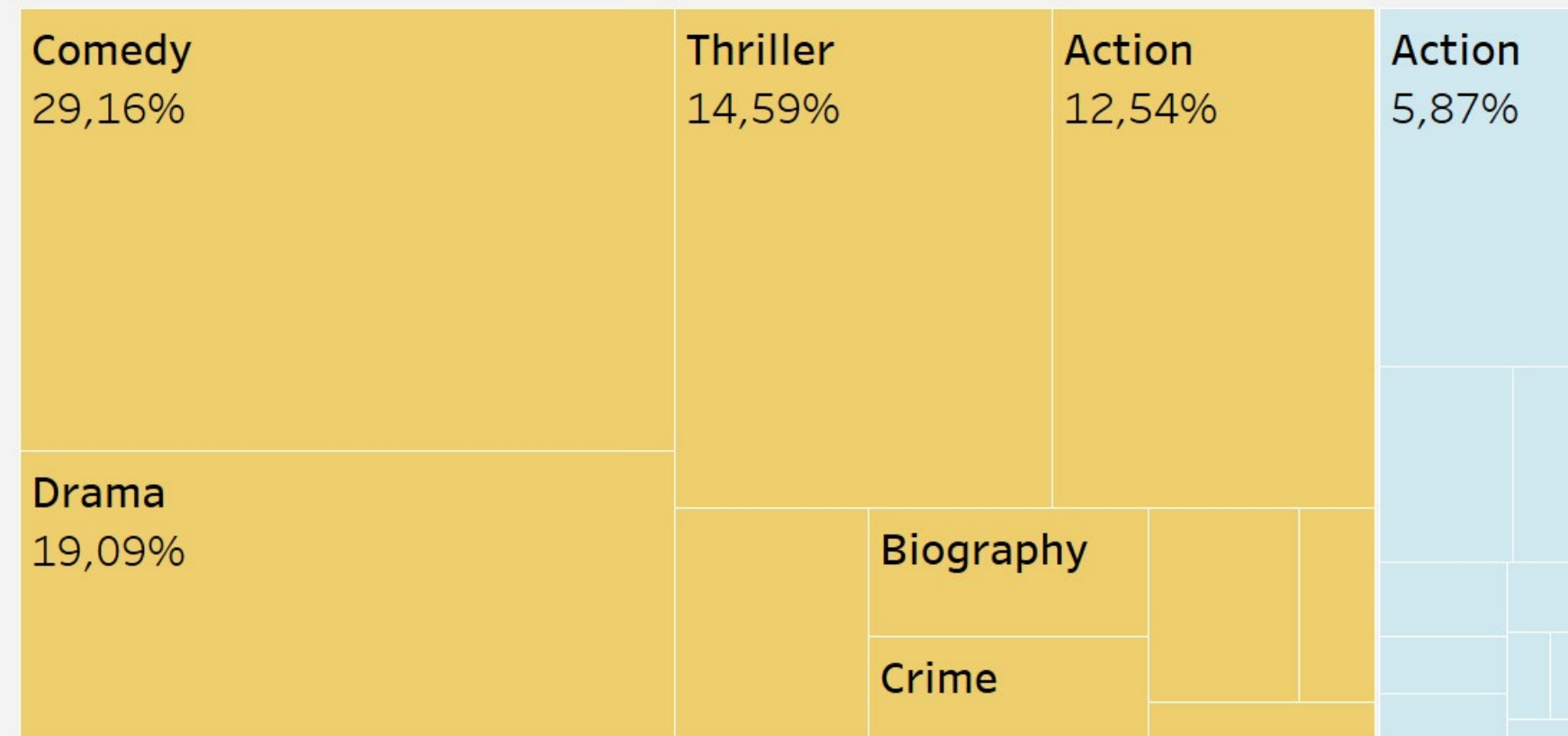
"CONNASSE PRINCESSE DE COEURS" LEADS A GROUP OF SECOND RANGE TITLES

Top 19 is still good this month. It heads into the top 7 in the EU league, and includes a handful of European titles that get about 800K views. It is the case of the French comedy "Connasse Princesse de Coeurs", Italian drama "La Scuola Cattolica", and German Crime "The Perfumier", which get 600K streams each.

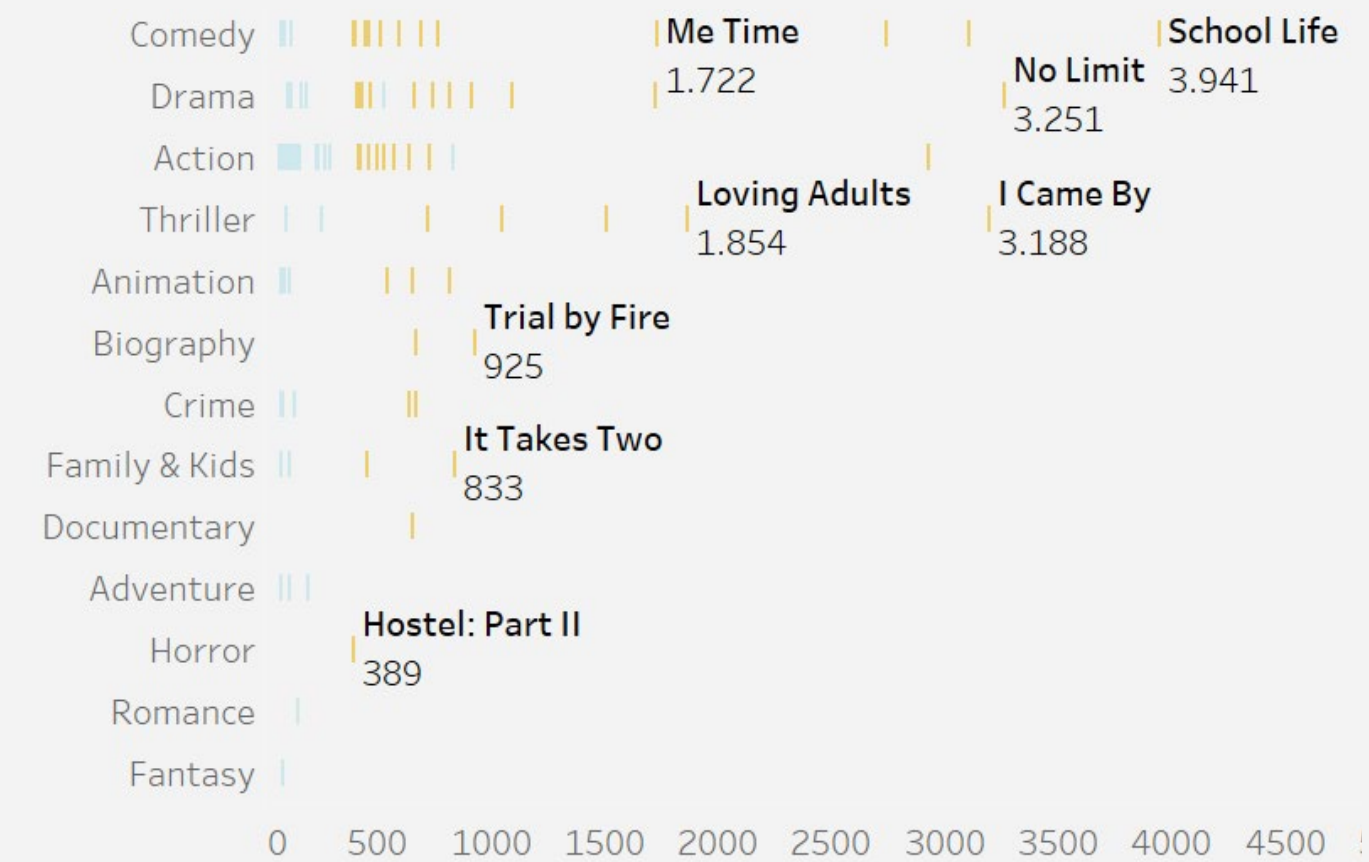
FRANCE 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

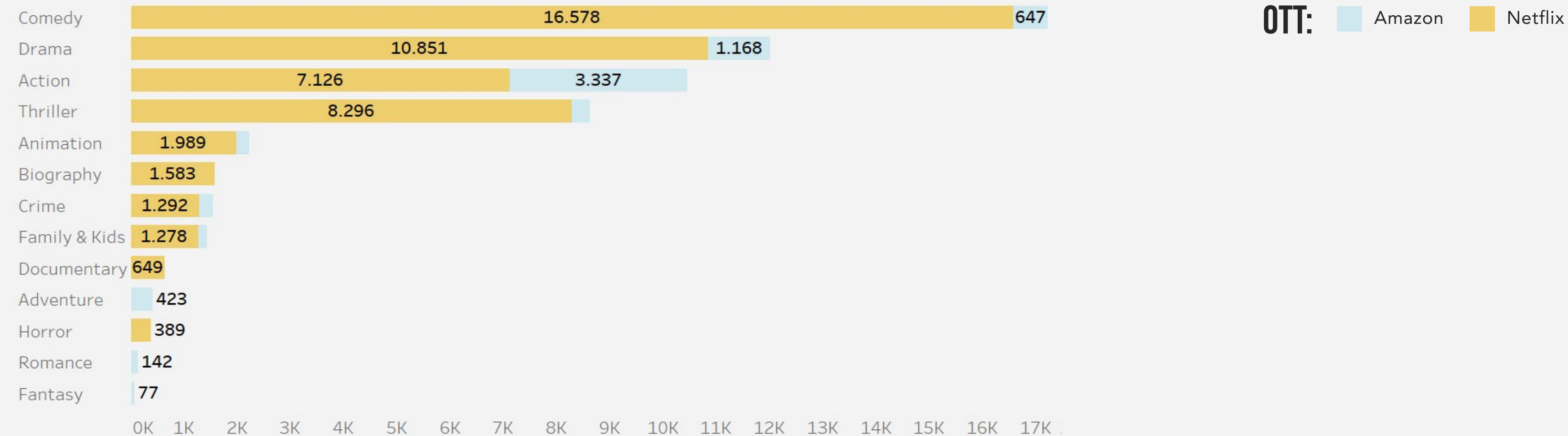


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

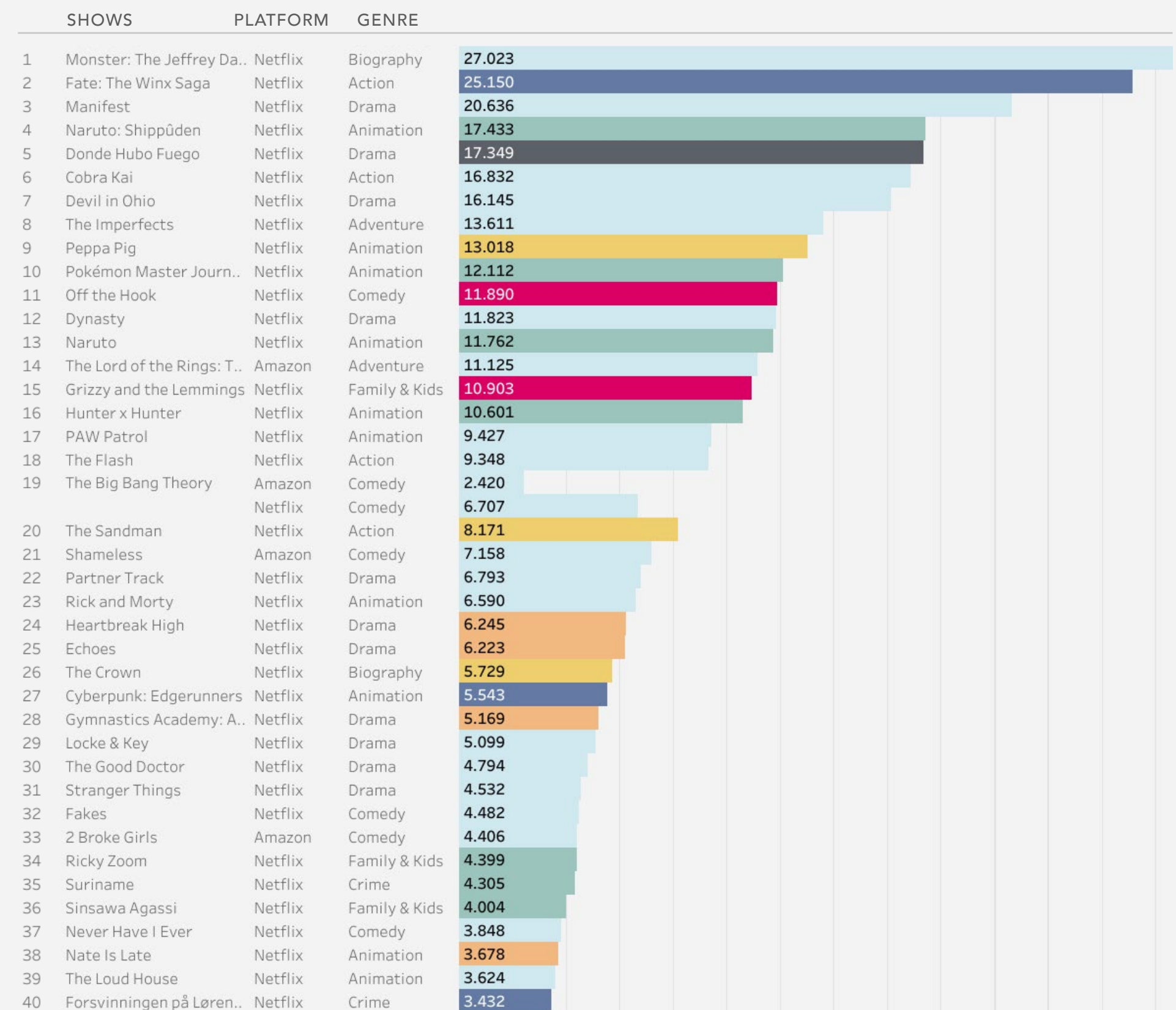


PRIME IS NOT GENERATING TRACTION FOR FILMS DESPITE "THE LORD OF THE RINGS"

One could think that the most expensive series in history would gain some traction for further Amazon film titles, especially when the original IP saga is a successful set of feature films. Well, that is not the case, nor in the other markets, nor in France. As deceiving as it looks, Prime only squeezes one film into the top 30: Action "Samaritan" in the top 16, with 827K streams, adding to the 1M the film already accomplished in August. The "Lord of the Rings" saga films manages a low key result: "The Two Towers" gets 230K streams and the three films of "The Hobbit" saga don't get more than 200K streams altogether. Let's also look at the series data to dig in further and understand what happened.

FRANCE 100 SHOWS | OVERVIEW

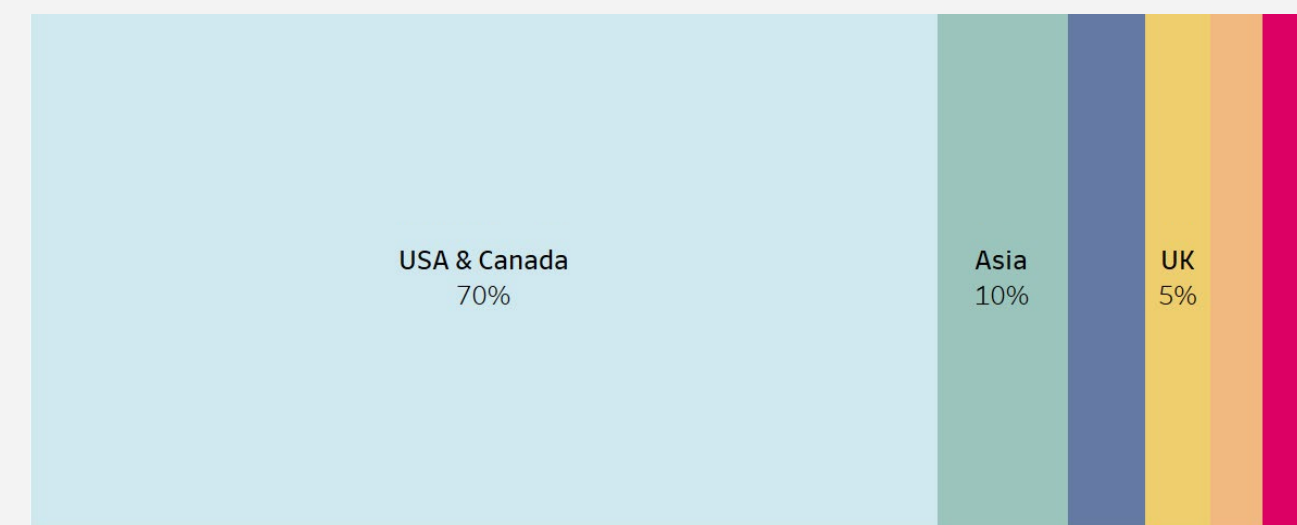
TOTAL STREAMS BY SHOW NETFLIX - AMAZON



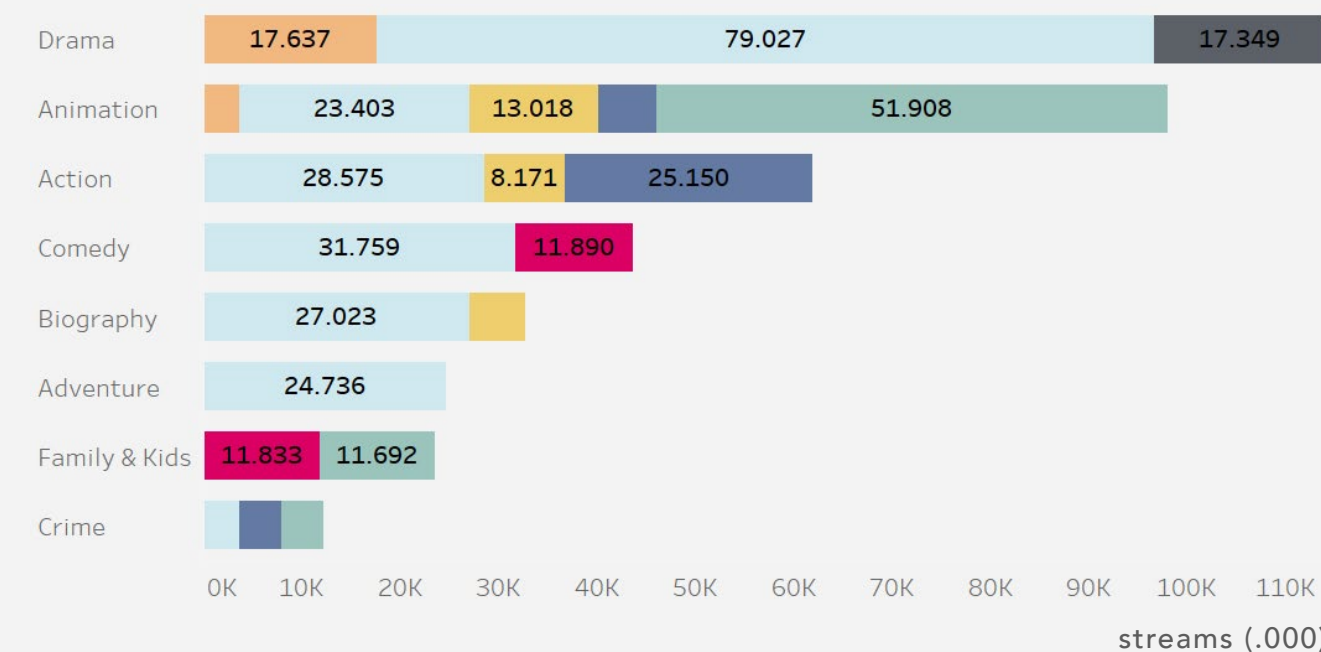
SHOWING 40/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



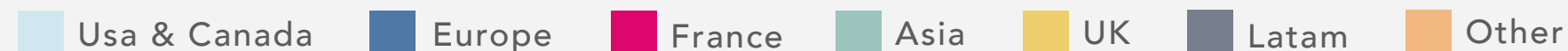
“DAHMER” IS THE REAL KING

27M views crown “Dahmer” at top 1 in a very competitive September in which this was not set to be the most successful show. But this show is not alone. “Fate: The Winx Saga”, which is considered an Italian coproduction but is entirely performed by English-Speaking actors, holds position 2 with 25.1M streams. By the way, as we can see in our hot title article of the month, this series has been cancelled despite its high performing rates across Europe. In the top 3, “Manifest” continues to be amongst the winners with 20M streams in the top 3, adding to the more than 75M streams already garnered by this series in August.

ASIAN VIEWING RATES ARE GROWING IN SEPTEMBER, LATAM BECOMES MARGINAL

Asia conquers 12% of the top 100 streams thanks to the usual successful shows: “Naruto”, “Pokemon” and “Hunter X Hunter”, which prove the long lasting shelf life of animé worldwide and in France in particular. These four shows account for almost 70M streams altogether, out of which 30M belong to the “Naruto” saga. Besides, the popularity of the Asian animé crowns Animation as the second most viewed genre this month. In contrast, LATAM content seems to have deflated in France putting an end to the spike it had this spring. The only show remaining in top positions is “Donde Hubo Fuego”, which holds firm in the top 5 and cumulates 17.3M streams.

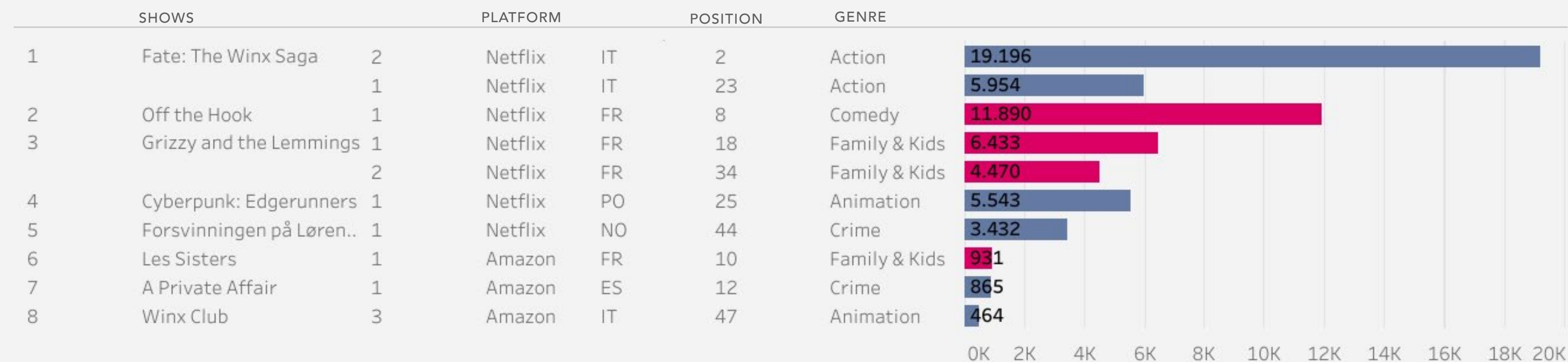
PRODUCTION COUNTRIES:



FRANCE 100 SHOWS | EUROPEAN FOCUS

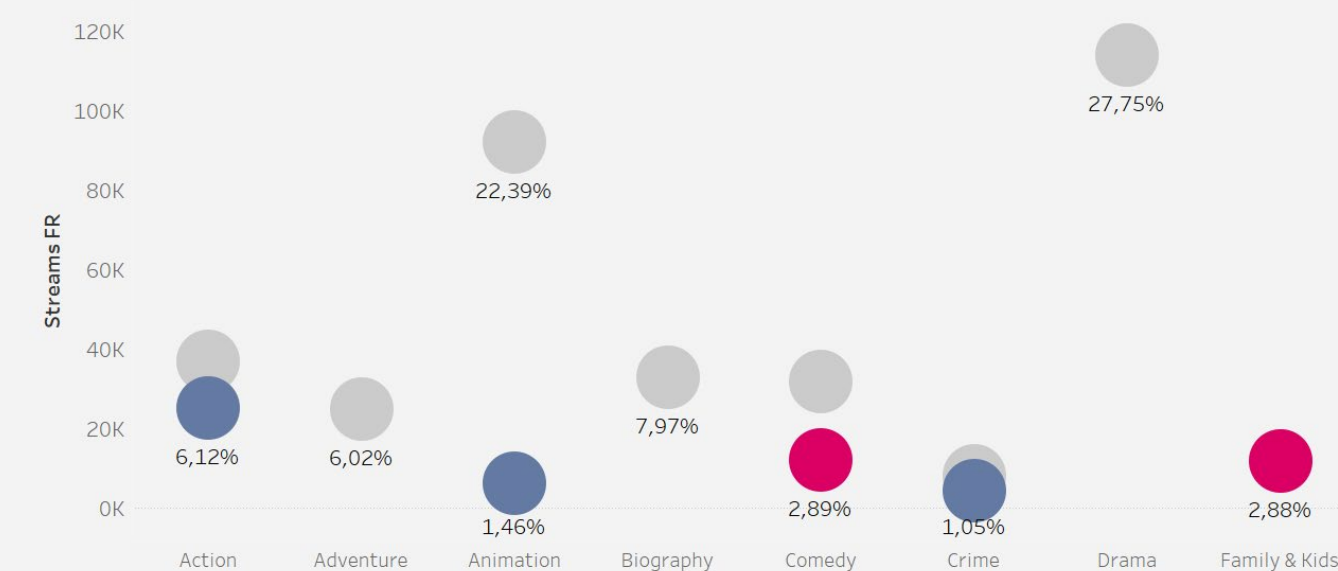
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

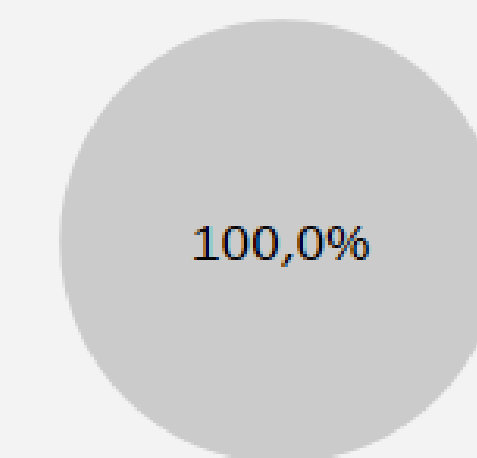


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FR
Family & Kids		2
Crime	2	
Animation	2	
Comedy		1
Action	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe France Others

THE STAR OF THE EU SHOWS THIS MONTH IS DEFINITELY “FATE: THE WINX SAGA”

The second and current season holds 19M streams, while the first season spikes, gathering 6M. This Italian show has not been renewed for the next season despite these numbers. Other metrics or negotiation patterns could be at stake. What triggers Netflix to cancel a successful show? Check the hot title of the month for more details about this cancellation phenomenon!

FRENCH COMEDY “OFF THE HOOK” SHOWS ITS TEETH WITH 12M VIEWS DURING ITS FIRST SEASON

“Off The Hook” (AKA “Detox”) is getting high ratings considering such a competitive month. The series holds top 8 on the overall grid and top 2 on the European grid.

“GRIZZY AND THE LEMMINGS” GETS 11M STREAMS: THE RENTRÉE SCOLAIRE WON’T STOP THEM

This family and kids series was included in our August hot titles, highlighting the long lasting shelf life and its unique value in the French market share. This month, kids continue to watch both of its seasons with almost the same level of zeal.

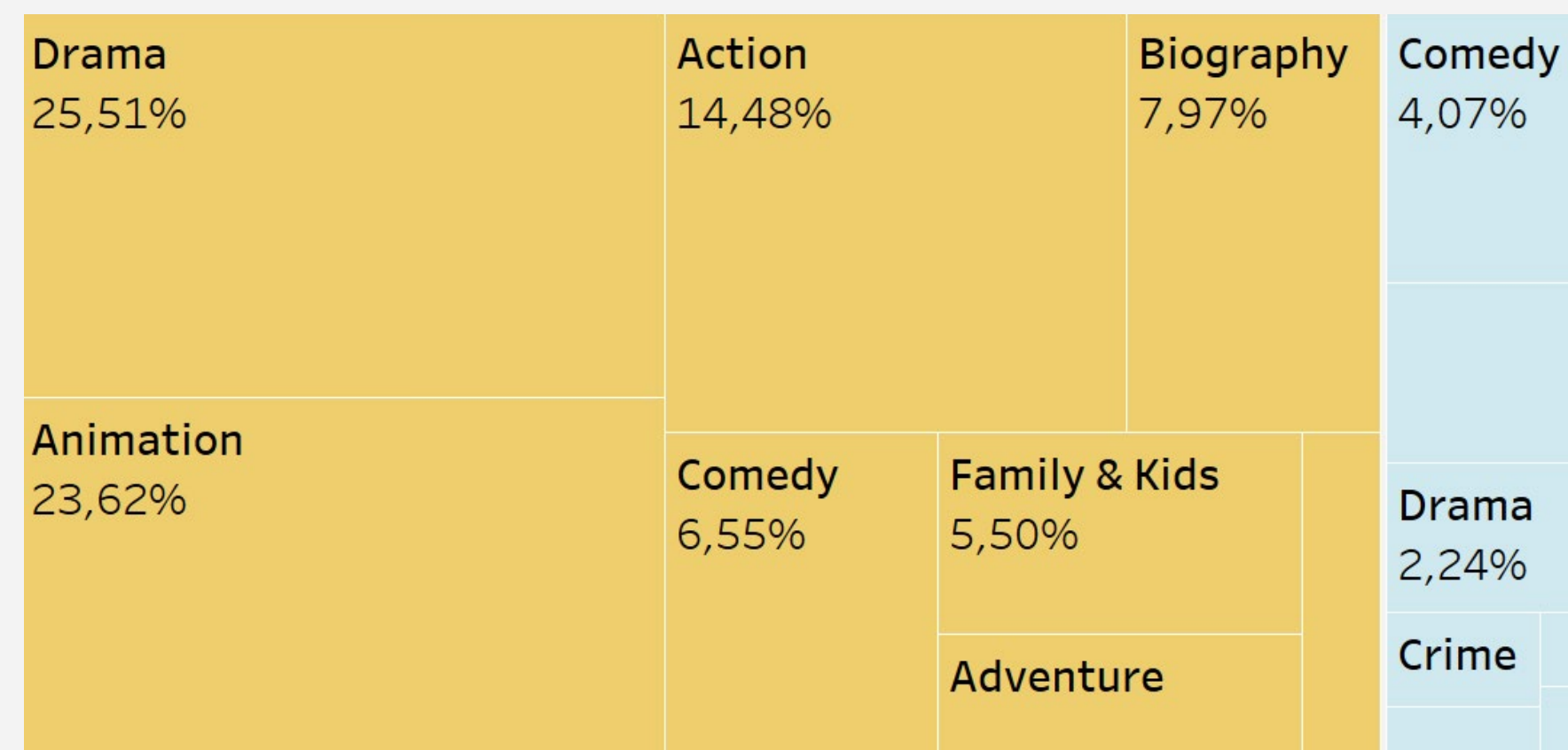
POLAND AND JAPAN ARE NEW FRIENDS

The two countries have coproduced the animé series “Cyberpunk” which gets 5.5M streams and is placed in the European top 5, and 25th on the overall grid. This Japanese-speaking newcomer on the animé scene kicks off well and seems promising given the fan-base that animé holds in France.

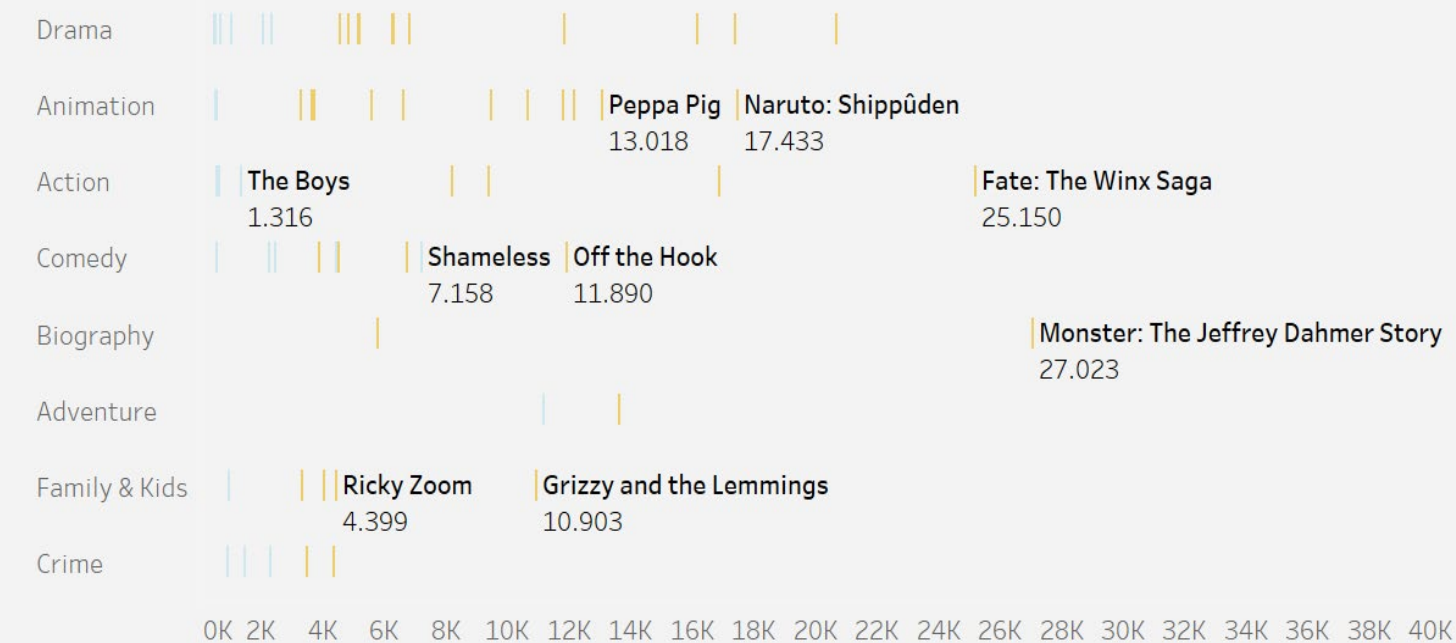
FRANCE 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

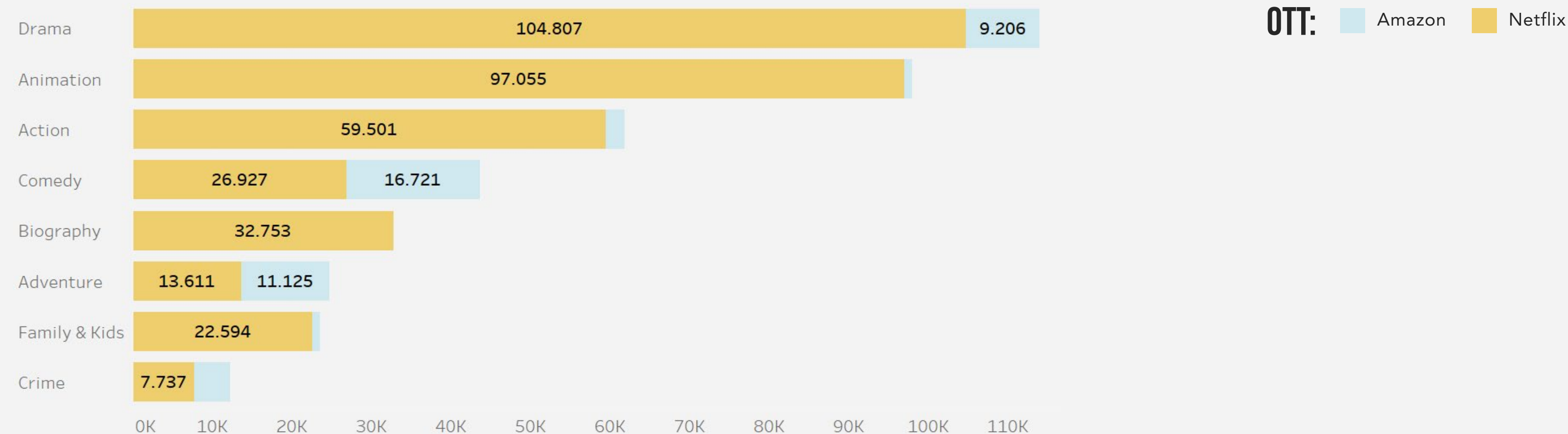


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



PRIME FAILS TO CONVERT “THE LORD OF THE RINGS” SERIES INTO A PLATFORM SUCCESS

We were expecting to see this series in the most privileged positions of the grid, but much to our surprise, “The Lord of the Rings” only gets top 14 and 11.5M streams. This wouldn’t be a problem itself (especially when Amazon only achieves high positions rarely), except for the little detail of the budget: according to Business Insider, the production of the series cost \$715 million, making it the most expensive show ever. The total amounts to more than 5.1 million annual Amazon Prime subscriptions, according to the Wall Street Journal. Is this amount of money necessary to create a single TV hit? Netflix numbers this month say no.

To nuance this failure, we should also take into account that only 4 episodes were released during September (one per week), while the Netflix binge-watching policy threw and more episodes of the winning titles this month. Is this effect pushing the series down to top 14? Did Game of Thrones on HBO MAX, which shares the episode per week release pattern and the same sub-genre, manage to perform? Why did Amazon Prime seem to have spared money on the marketing of such an expensive content?

PRIME MANAGES TO PERFORM WELL IN ADVENTURE AND COMEDY

Thanks to “Lord of the Rings”, Prime still manages to obtain 11M views, making Prime achieve almost as many streams as Netflix in the Adventure category. This is much better than usual, but certainly deceiving given the budget and level of expectation for this new series. Besides, in the Comedy genre, Prime shines with 17M streams, reducing the gap with Netflix in this genre, mainly thanks to library titles like “Shameless”, which obtains 7M views, “2 Broke Girls” and “The Big Bang Theory”.

HOT CONTENT IN FRANCE

“LA VIE SCOLAIRE” OR HOW TO TURN A PERSONAL STORY INTO A MAINSTREAM LOCAL SUCCESS

Grand Corps Malade is the pseudonym that Fabien Marsaud begins to use after a diving accident in which he loses the mobility of his legs. Grand Corps Malade is a multi-disciplinary artist, slam musician, book writer and film director, who seems to have also understood the commercial particularities of each of these entertainment industries.

His first film, in collaboration with Mehdi Idir, “Patients”, is the autobiographical account of his recovery after the accident. The film made more than 8M dollars at the French box-office, but it failed to travel beyond Greece and Portugal, where its numbers were poor, according to Box-Office Mojo.

In 2019, Grand Corps Malade again collaborated with Mehdi Idir, produced with Mandarin Productions and Gaumont, and released in cinemas, “La Vie Scolaire”. The film took 14M dollars at the French box-office. It travelled modestly to Australia and New Zealand where it made only 40K dollars in both countries. The film was released in Spain as “Los Profesores de Saint Denis” by A Contracorriente, but doesn’t appear in BoxOffice Mojo records.

“School Life”, which had already collected 1.3M streams in only two days of August, ramps directly to top 1 in September with 3.9M views. The total accumulated streams in France are thus 5.2M. However, the film is not present in the other analysed markets in

September because it was simply not launched at the same time. Why? Because it seems that the strategy was radically different from country to country. The long media chronology in France seriously delayed its SVOD availability until September 2022, while other territories exploited the film on VOD in 2020. Besides, every distributor has positioned the film differently. According to Just Watch, in Spain A Contracorriente placed the film in more indie-oriented streamers like Filmin and Acontra+, but also iTunes, Google and Amazon Prime. In Germany and the UK, the film is available on Netflix. In Italy it is an exclusive Amazon title. A wide variety of posters for each country reflects this fragmented international strategy. Knowing that the country-to-country strategy is common in independent film, if Grand Corps Malade is to launch a new film, will their team choose the theatrical fragmented way or the Netflix way? Let’s keep track of it in the future.

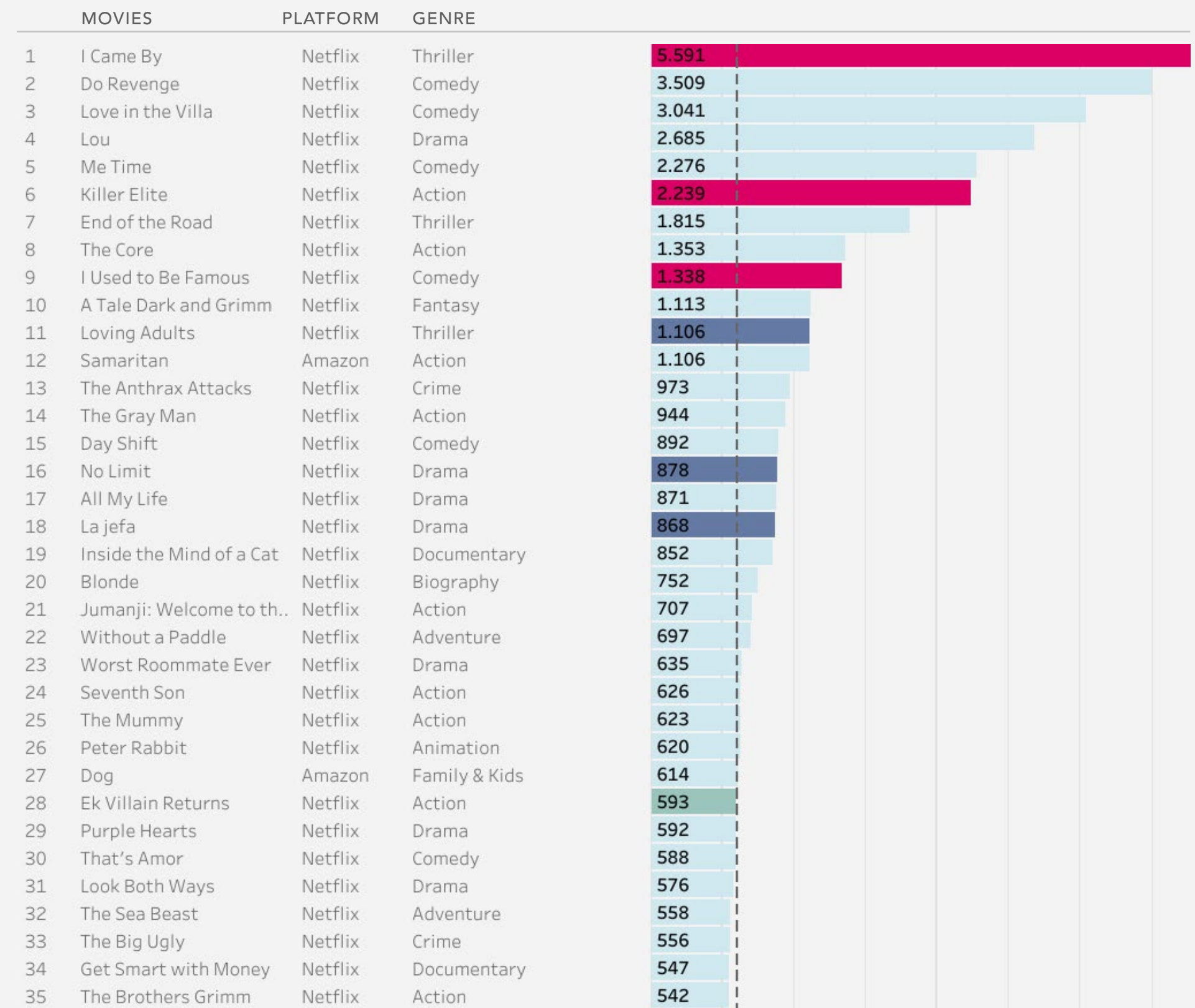
Mandarin Productions

Mandarin Productions, behind School Life, are one of the most prolific French production companies. They have produced more than 70 films since 1996 and also created a TV department in 2009. Their eclectic lineup includes comedies, high-end dramas and arthouse titles. Amongst them, films like “OSS 117” by Michel Hazanavicius and “Summer 1985” by François Ozon, and series like “Validé” by Frank Gatzambide or “Mortel” by Frédéric Garcia.



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



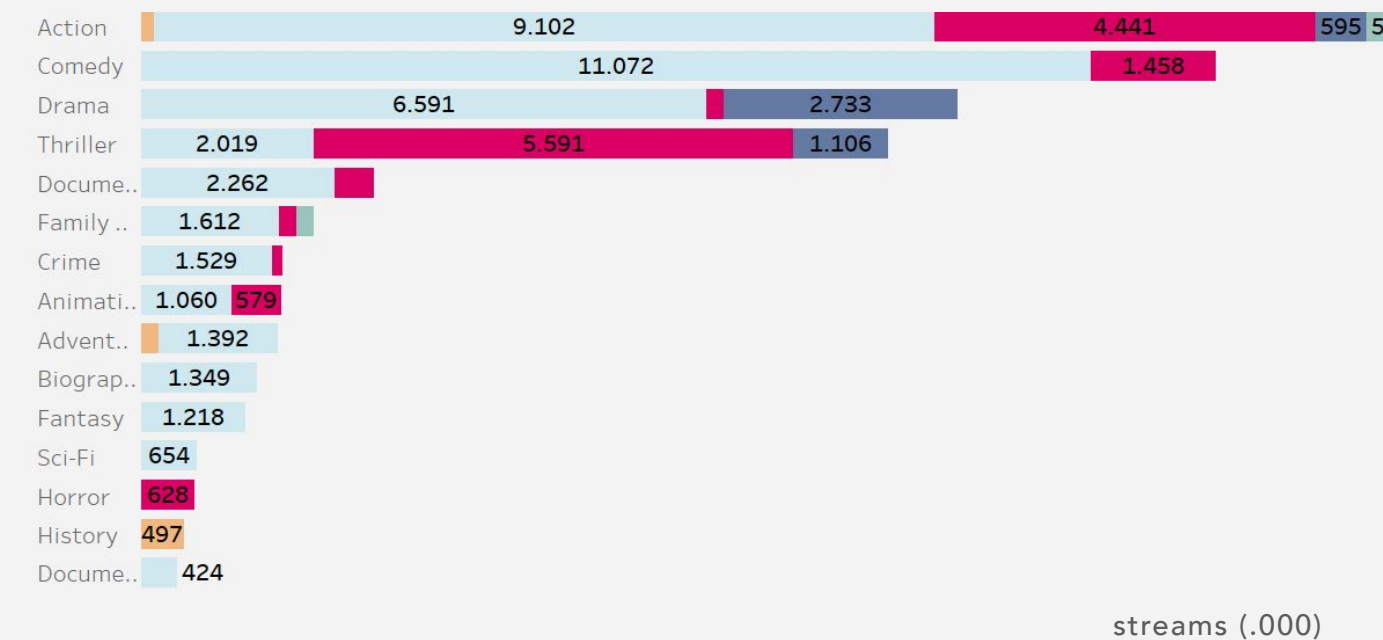
SHOWING 35/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

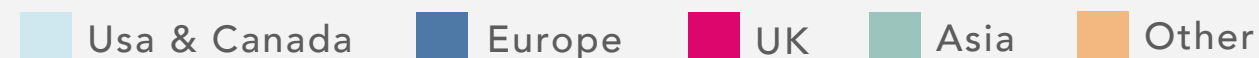
A TOP10 DOMINATED BY ENGLISH-SPEAKING NETFLIX ORIGINALS AND QUITE DIVERSE IN TERMS OF GENRE: THRILLER, COMEDY, DRAMA, ACTION, ANIMATION - YOU NAME IT!

Position #1 is taken by the British Thriller "I Came By" with 5.5M streams, starring George McCay, about a young graffiti artist who discovers a shocking secret that would put him and the ones closest to him in danger. Two comedies held positions #2 and #3 with 3.5 M streams and 3M streams each: high school comedy "Do Revenge" starring Camila Mendes and Maya Hawkes, and romantic comedy "Love in the Villa". Drama is represented by the American drama thriller "Lou" in position #4 with 2.6 M streams and "End of the Road", starring Queen Latifah. Fantasy animation film "A Tale of Dark and Grimm", an adaptation of the Grimm brothers' tale 'Hansel and Gretel' collected 1.1 M streams in the TOP10.

TALENT-ORIENTED ACTION FILMS DEFEAT THE PASSAGE OF TIME, SNEAKING INTO THE TOP10

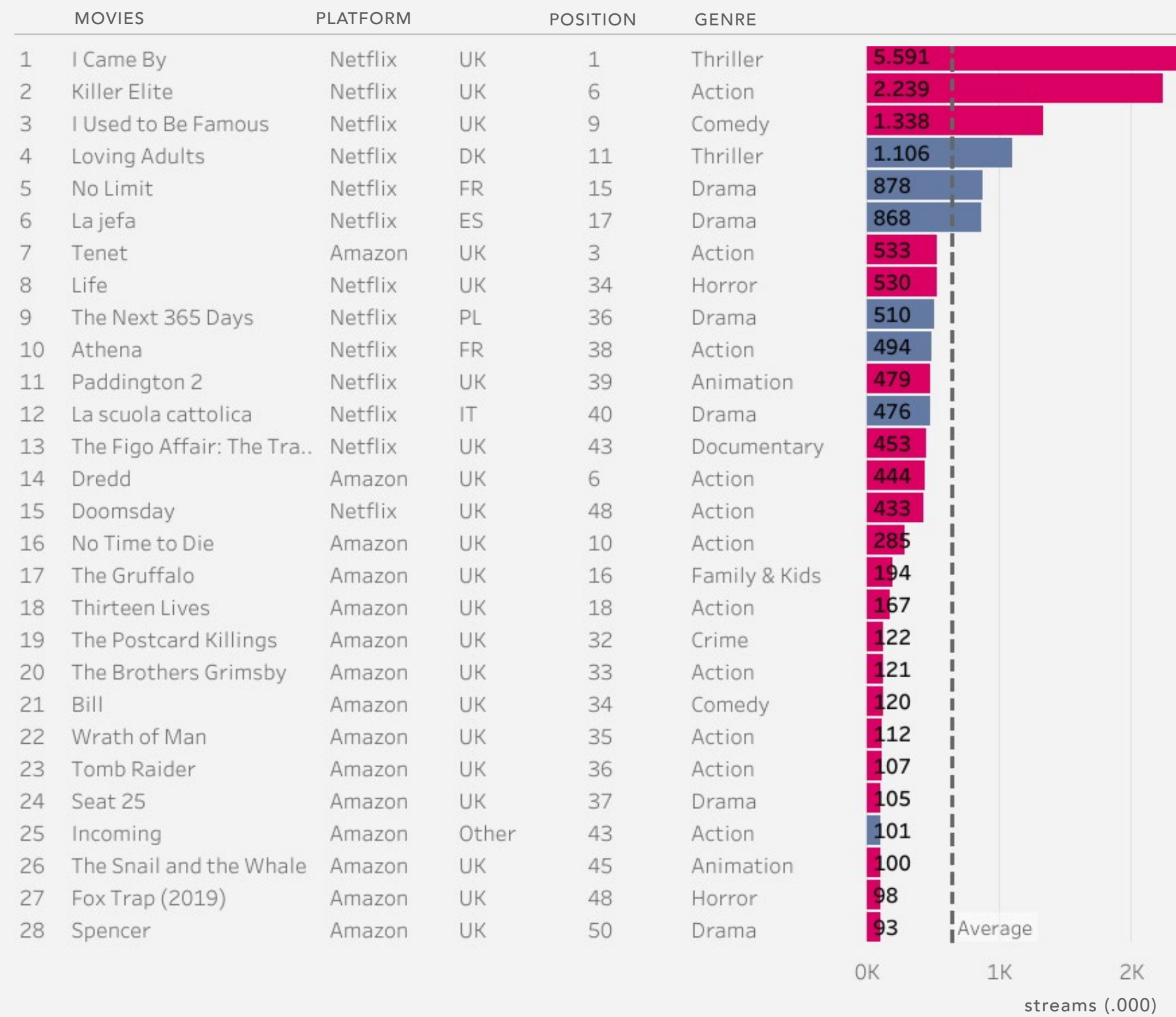
As in Germany, freshness doesn't seem to be an essential requirement in the decision-making process of British VOD audiences. Two licensed films from 2011 and 2003 made it into the top 10 with above average performances: "Killer Elite" a British Action thriller starring Jason Statham, Clive Owen and Robert De Niro, which collected 2.2 M streams, and the SciFi Action film "The Core", starring Aaron Eckhart and Hilary Swank, which collected 1.3M streams in position #8.

PRODUCTION COUNTRIES:

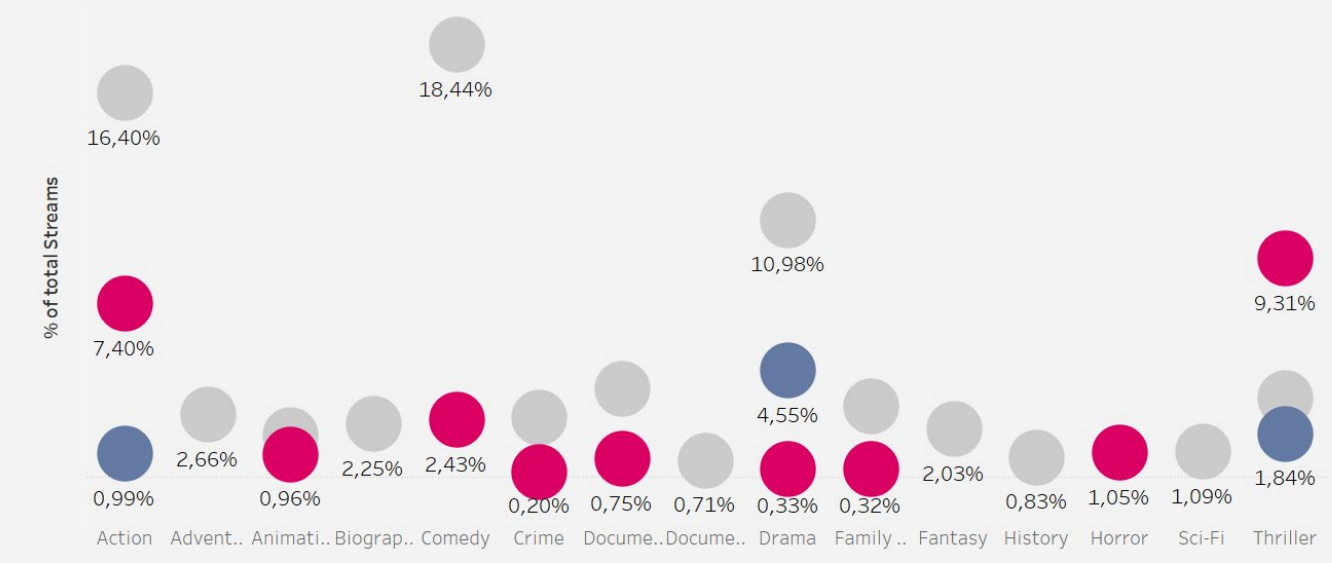


UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



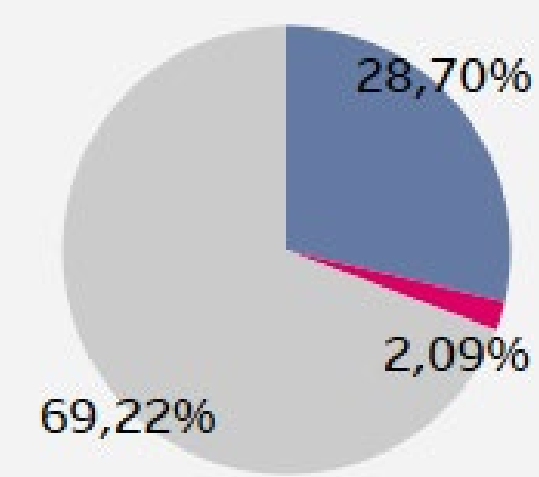
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action	2	9
Animation		2
Comedy		2
Crime		1
Documentary		1
Drama	4	2
Family & Kids		1
Horror		2
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



UK BEATS THE RECORD IN NUMBER OF EUROPEAN TITLES IN THE TOP100

28 European films can be found this month in the Top100. 22 of them are UK productions, and 3 reached the top10: the thriller "I Came By" (#1, 5.5M streams), the 2011 action thriller "Killer Elite" (#6, 2.2M streams) and comedy drama "I Used to be Famous" (#9, 1.3M streams) starring Ed Skrein.

5 EUROPEAN PRODUCTIONS MAKE THE BIGGEST CONTRIBUTION TO THE DRAMA GENRE

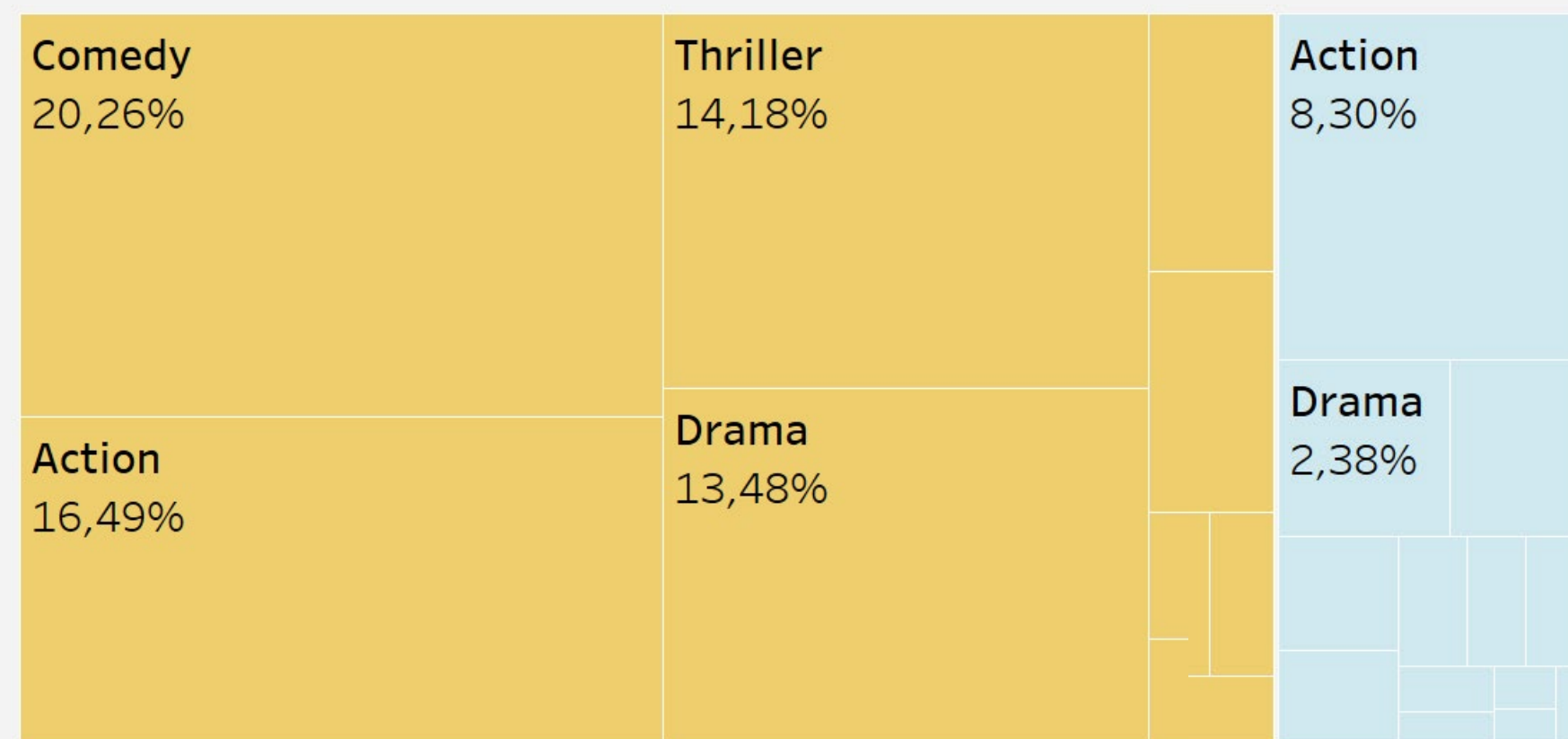
This month, European drama is in good shape thanks to titles like the Danish Thriller Drama "Loving Adults" (#4), the French Romantic Drama "No Limits" (#16, 878.3 K streams), the Spanish Drama "La jefa" (#18, 868 K streams), the everlasting Polish Erotic Drama "The Next 365 Days" (#37, 510 K Streams) and the Italian Crime Drama based on true events "The Catholic School" (#41, 474 K streams), starring Valeria Golino, Riccardo Scamarcio and Jasmine Trinca. All of them, barring the latter, are Netflix Originals. Amazon, on the other hand, makes its contribution to drama with two UK productions, however performing below the average: the Drama with Sci-Fi elements "Seat 25" (#87, 107K streams) and Drama- Biography, "Spencer" (#100, 93K streams) by Pablo Larraín, starring Kristen Stewart.

PRODUCTION COUNTRIES: ■ Europe ■ UK ■ Others

UK 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOP MOVIES STREAMS BY GENRES



ACTION REMAINS THE MOST-STREAMED GENRE IN THE UK WITH 14.7M STREAMS BETWEEN THE TWO PLATFORMS

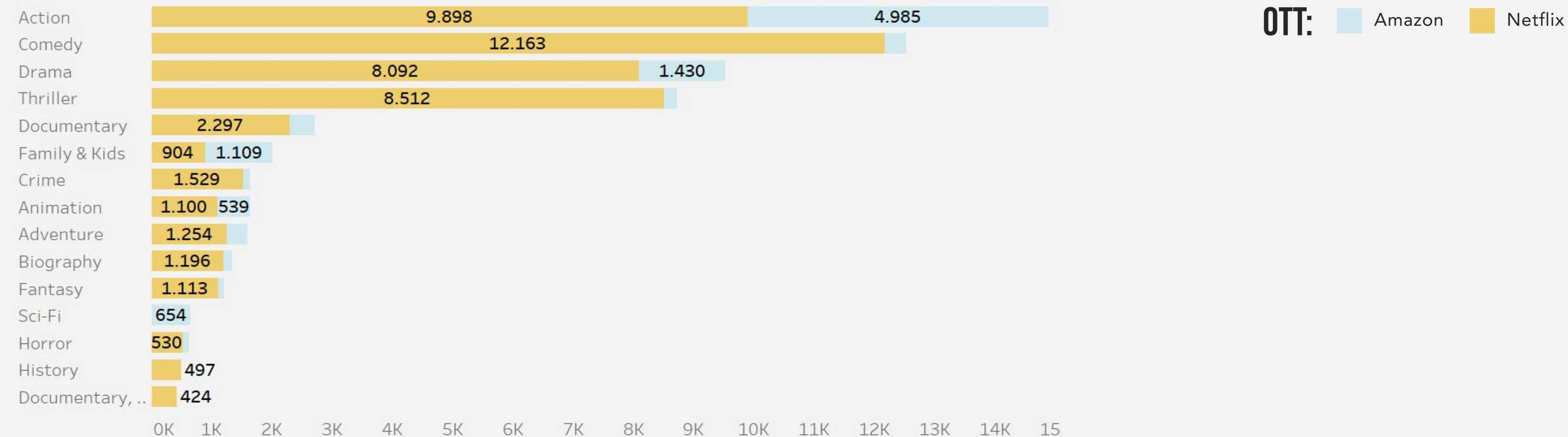
The gap between platforms is more pronounced this month, with Netflix's Action titles holding a 20% share and Amazon's an 8% share. Stallone-starring "Samaritan" becomes the spearhead of this genre and the only one in the entire Amazon catalogue with an above average performance, in position #13, with 1.1M streams.

COMEDY CLIMBS POSITIONS AND BECOMES THE MOST STREAMED GENRE ON NETFLIX

The "N" platform is reaping the benefits of having produced a Comedy for every taste and this month has garnered no less than 12M streams, which means almost 20% of total streams. Five Netflix Originals Comedies presented above average results. And Amazon? The feel-good Comedy "Dog", starring Channing Tatum, delivered 614K streams at #28.

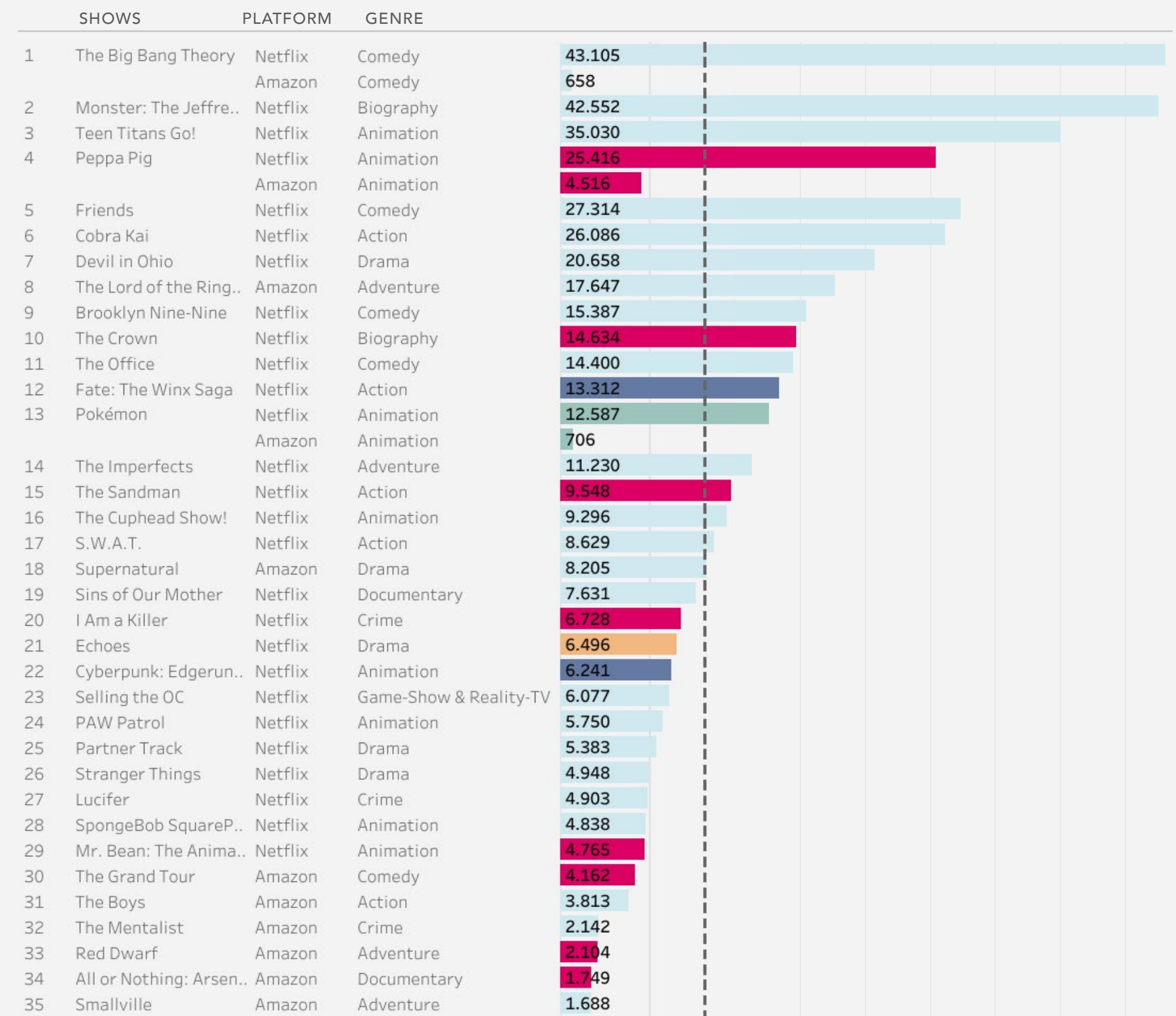
TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



UK 100 SHOWS | OVERVIEW

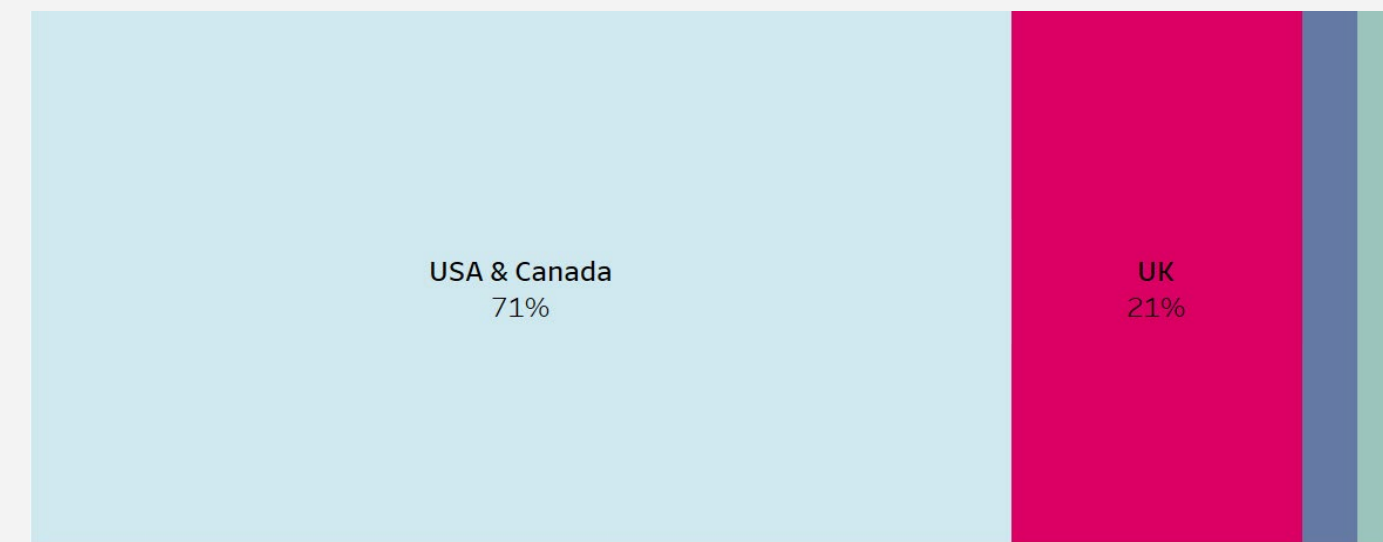
TOTAL STREAMS BY SHOW NETFLIX - AMAZON



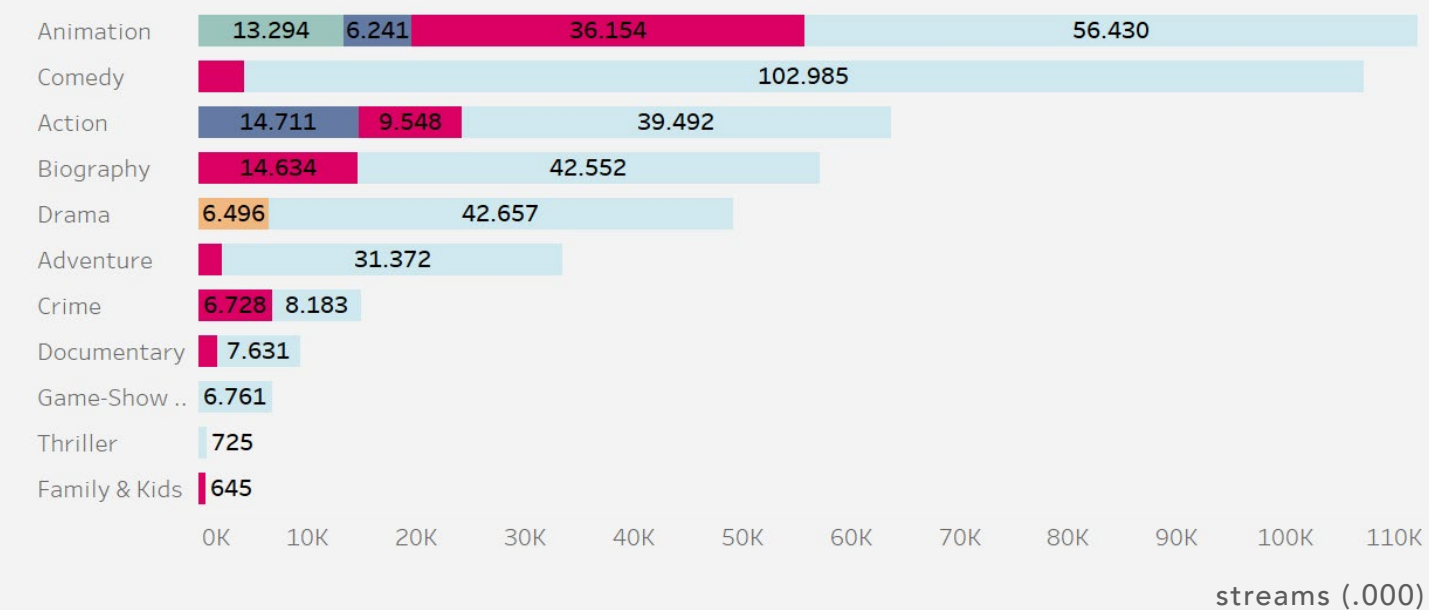
SHOWING 35/100 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



VETERAN AMERICAN SERIES SEEM SET IN STONE, MONTH AFTER MONTH IN THE TOP100

It is not surprising at this point that “The Big Bang Theory” hogs the number one position of the European charts, with stunning viewership results. In the UK this month, no less than 43M streams. But the sitcom about the beloved squad of physicists is not alone. 3 other long-tail American sitcoms are present in the first 11 positions of the ranking: “Friends” (#5, 27.3M streams), “Brooklyn Nine Nine” (#9, 15.3M streams) or “The Office” (#11, 14.4M streams) are some examples of the timelessness of classic sitcoms and how they are a great hook to keep subscribers busy on the other side of the screen.

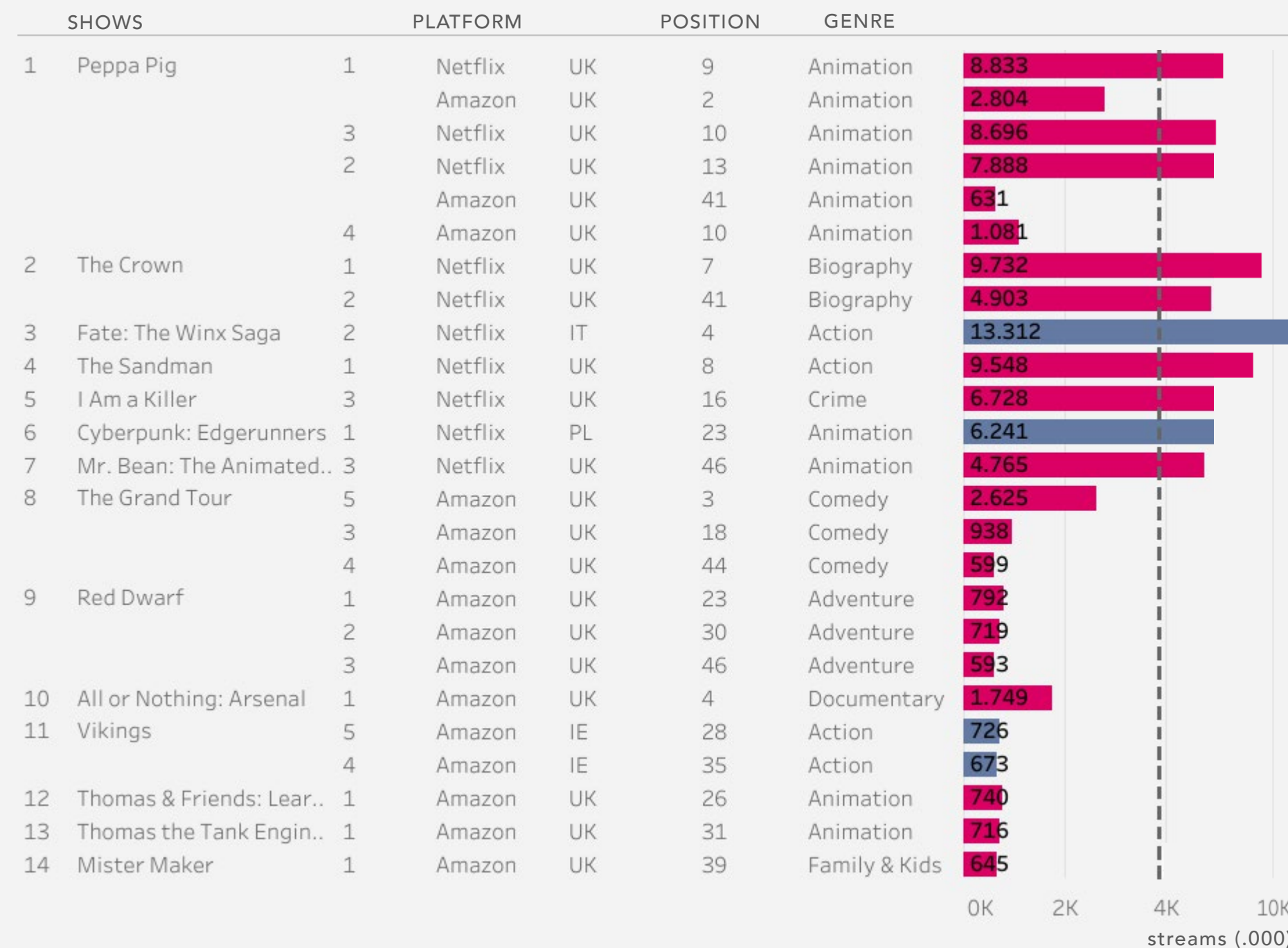
“DAHMER - MONSTER: THE JEFFREY DAHMER STORY” KILLED IT, REACHING #2 IN THE UK CHARTS, WITH 42.5M STREAMS

Ryan Murphy’s 10-episode true-crime series which premiered on September 21 became Netflix’s second most popular English-language series of all time, only behind “Stranger Things 4”. “Dahmer” has now garnered more watch-time than seasons 1 and 2 of Shonda Rhimes’ “Bridgerton” in their first four weeks on the service, according to Variety. The show also turned Netflix into the most talked-about streaming service during the week of September 19 to 25, more than two of the biggest trends of the season, Prime’s “The Rings of Power” or HBO’s “House of the Dragon”.

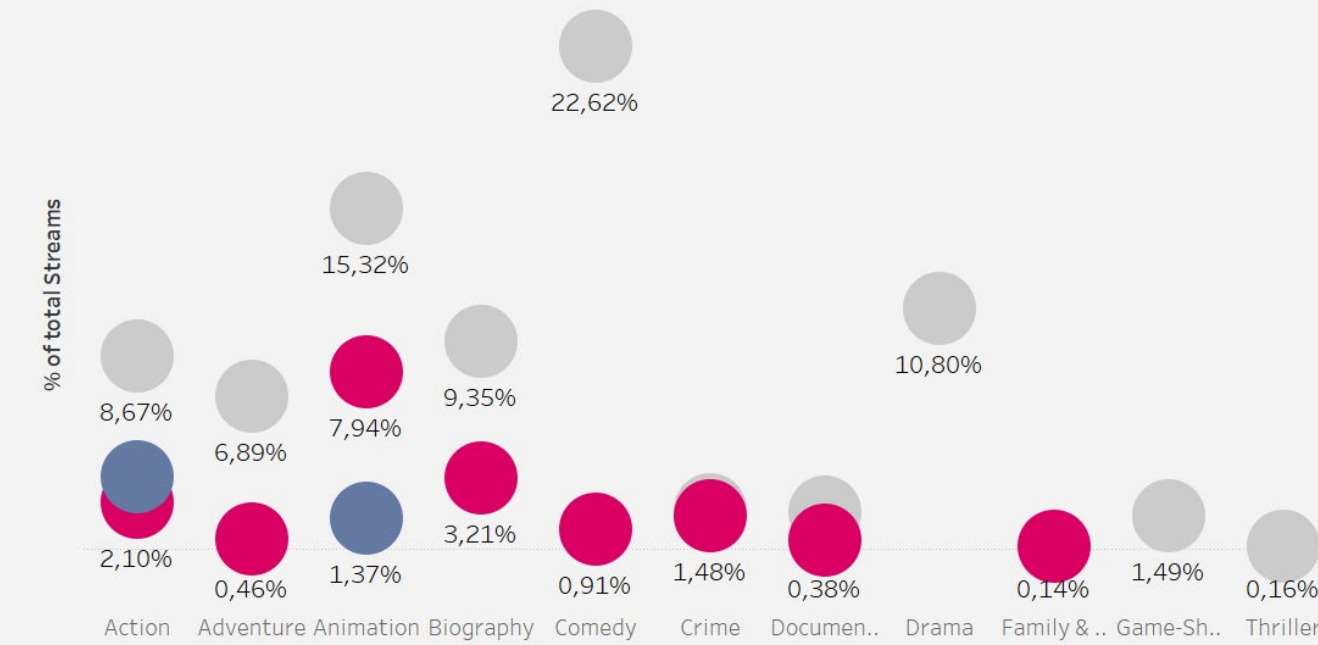
PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia Other

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



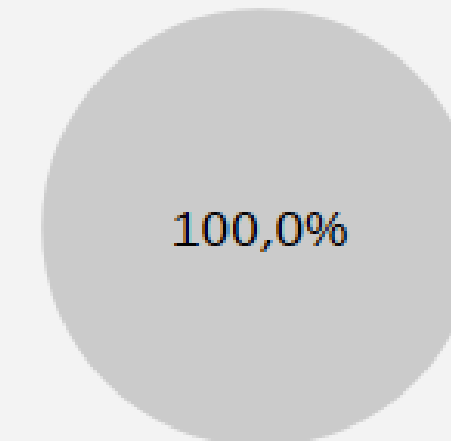
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	2	1
Adventure		1
Animation	1	4
Biography		1
Comedy		1
Crime		1
Documentary		1
Family & Kids		1

CONTRIBUTION TO DRAMA STREAMS



THE UK, WITH 14 SHOWS, IS AFTER SPAIN (WITH 22 SHOWS) THE COUNTRY WHERE MORE EUROPEAN PRODUCTIONS GATE-CRASHED THE TOP100 OF THE MOST STREAMED SERIES

The UK presents the biggest share of local productions, more so than any other country analysed (79%) with 11 local series in the Top. The most beloved pig of all times, "Peppa Pig", again topped the UK charts in position #4, with over 25 M total streams.

REAL LIFE EVENTS HAVE THEIR IMPACT ON THE STREAMING CHOICES OF VOD AUDIENCES

The death of Queen Elizabeth II on September 9 fuelled the first two seasons of "The Crown", pushing it all the way up to #10 on the charts, with over 14M accumulated streams. "The Crown", this series that tells the intrigues, love lives and machinations of Buckingham Palace has accumulated now 38.3M views, being the second most popular show from the UK, just behind the indestructible "Peppa Pig".

THREE EUROPEAN ACTION SERIES TAKE A BITE THIS MONTH

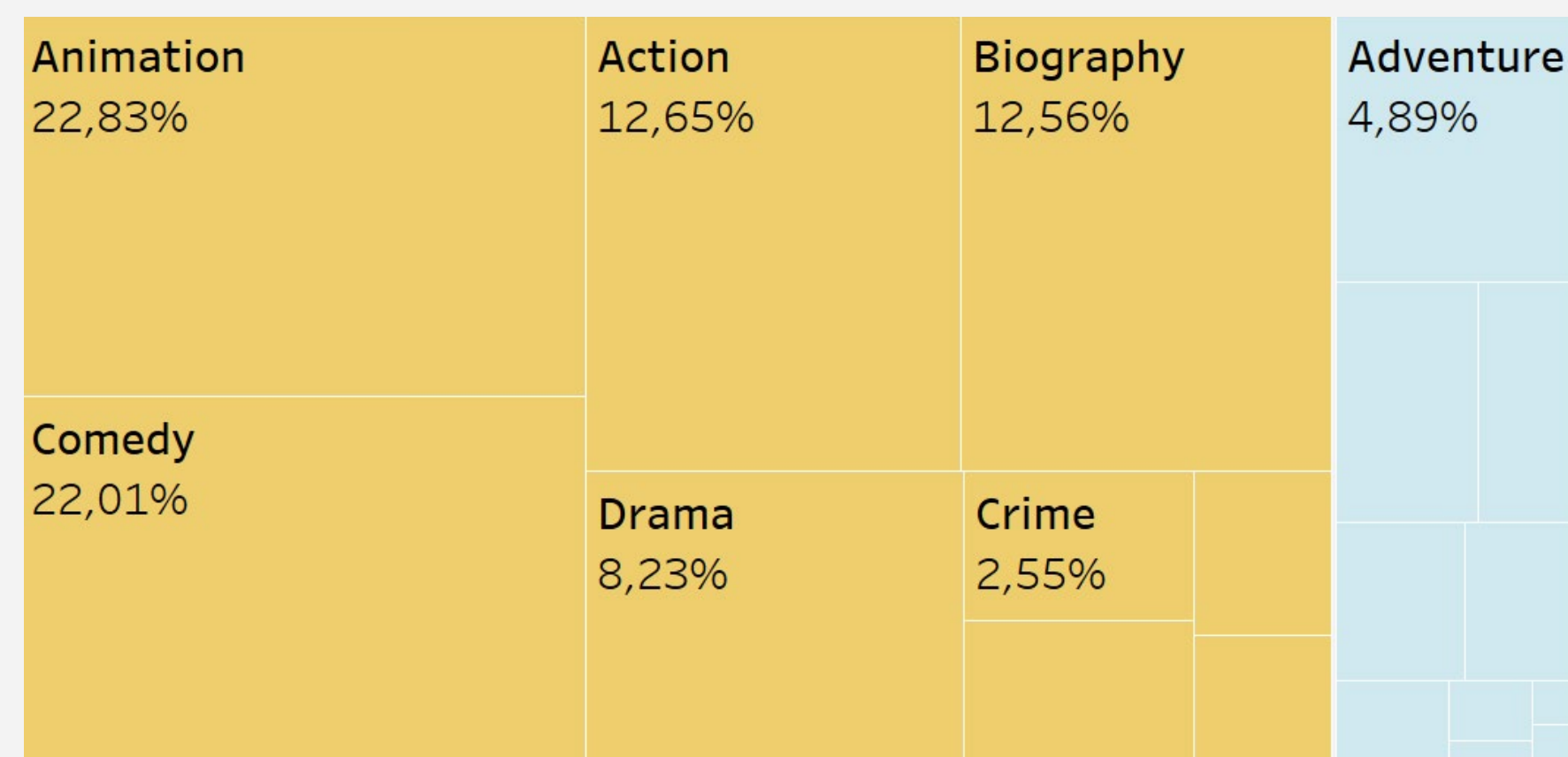
Season two of the Italian-British co-production Fantasy show "Fate: The Winx Saga", released on September 16, can be found high up on the charts this month in several of the analysed countries. In the UK, this Netflix Originals is at #12 with 13.3M streams. The other two shows that fuelled Action European productions are the Polish Netflix anime series "Cyberpunk: Edgerunners" (#23, 6.3M streams) and Irish classic series "Vikings" on Prime (#37, 1.4M streams)

PRODUCTION COUNTRIES: Europe UK Others

UK 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOP SHOWS STREAMS BY GENRES

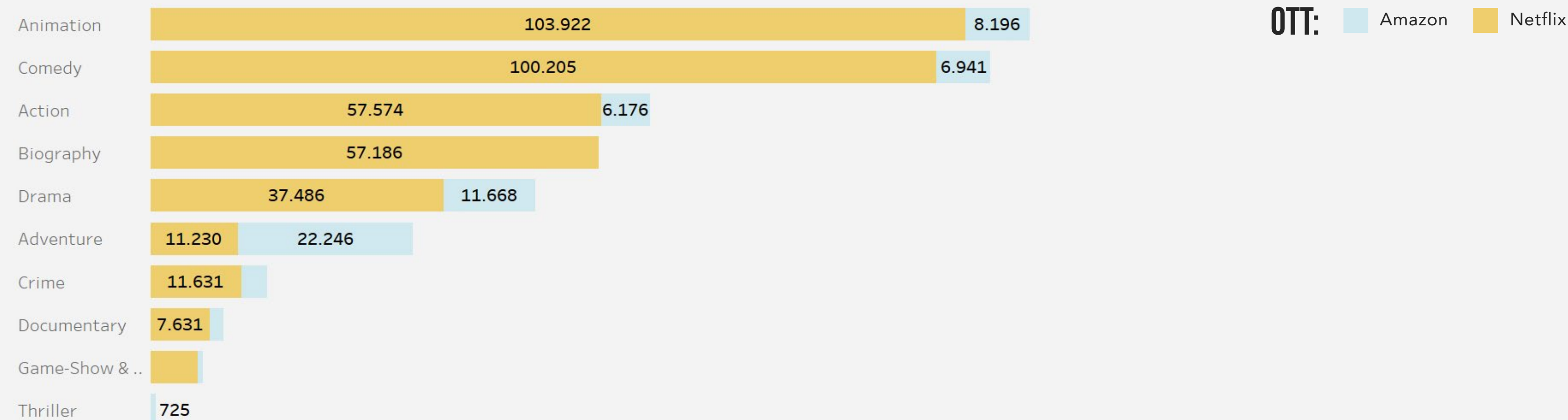


THE “ACTION” GENRE BECOMES THE PREFERRED CHOICE FOR BRITISH AWARDS AFTER MONTHS IN THE SHADOWS OF DRAMA, COMEDY OR ANIMATION

Shows like the animation product “Teen Titans Go!” (#3, 35M streams), season five of Cobra Kai, released on September 9 (#6, 26 M Streams) or season two of the adaptation of Nickelodeon’s Fantasy action series “Fate: The Winx Saga” (#12, 13.3M) have pushed this genre all the way up to the peak, with 126.4 M accumulated streams and 27.78% of the share.

TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



PRIME EXCEEDS EXPECTATIONS IN ADVENTURE THANKS TO “THE RINGS OF POWER” AND PLAYS ITS CARDS NICELY IN DRAMA

The highly awaited arrival of Tolkien’s adaptation released on September 1, has made “Adventure” the most streamed genre this month in Amazon with 22.2M streams and almost 5% of the share, and was the only genre in which the e-commerce giant showed its teeth to Netflix. However, like in other markets, if we compare “The Rings of Power”’s viewership results (17.6M streams) with other Netflix titles competing in the same category, like “The Imperfects” with 11M streams, we realize that these results might be quite disappointing given the budget and the level of expectation for this new series. On the other hand, in Drama, Prime collected 11.6M streams, getting closer to Netflix, thanks to library titles like “Supernatural” or “House”.

HOT CONTENT IN UK

“I CAME BY”: THE BRITISH THRILLER PROVES ITS EFFICIENCY CONQUERING PAN-EUROPEAN AUDIENCES (AGAIN)

Last month was “Rogue Agent”. This month “I Came By” takes the baton and continues the race.

“I Came By” tells the story of a young graffiti artist who tags the homes of affluent, privileged people around London to make a statement about Britain’s elite. In his first ‘solo’ attempt after his best friend quit, he targets a wealthy man, and in turn, becomes a target himself when he discovers a shocking secret that would put him and the ones closest to him in danger. A game of cat and mouse unfolds. The film stars “1917” star George MacKay as the rebellious street artist, Percelle Ascott (“The Innocents”), Hugh Bonneville from “Downtown Abbey”, and Emmy winner, Kelly Macdonald, and is directed by BAFTA award-winning filmmaker Babak Anvari.

In the UK and Spain, the title topped the ranking with 5.5M and 3.9M streams respectively. In France, the title got 3.2M streams in the top 3 and brought the UK to 5% of the market share in France, with only one title in the top 50. In Italy, it reached the top 3 too, with 1.6M streams, while in Germany it scored well in position #4 with 2.M streams. In other words, the British thriller accumulated over 16M streams across the five analysed countries, and stayed in the TOP10 of English-speaking film on Netflix for three consecutive

weeks in at least 42 countries, [as Netflix revealed on its Top 10 Global site.](#)

The film is a United Kingdom-USA coproduction, between the UK & USA based production company TWO & TWO, Film 4, Regency Television, XYZ Films. Before its streaming release on August 31, the film was released in select UK cinemas on August 19. Netflix UK organized a special theatrical premiere in London, with the presence of the talents, that grabbed the attention of media outlets and fans.

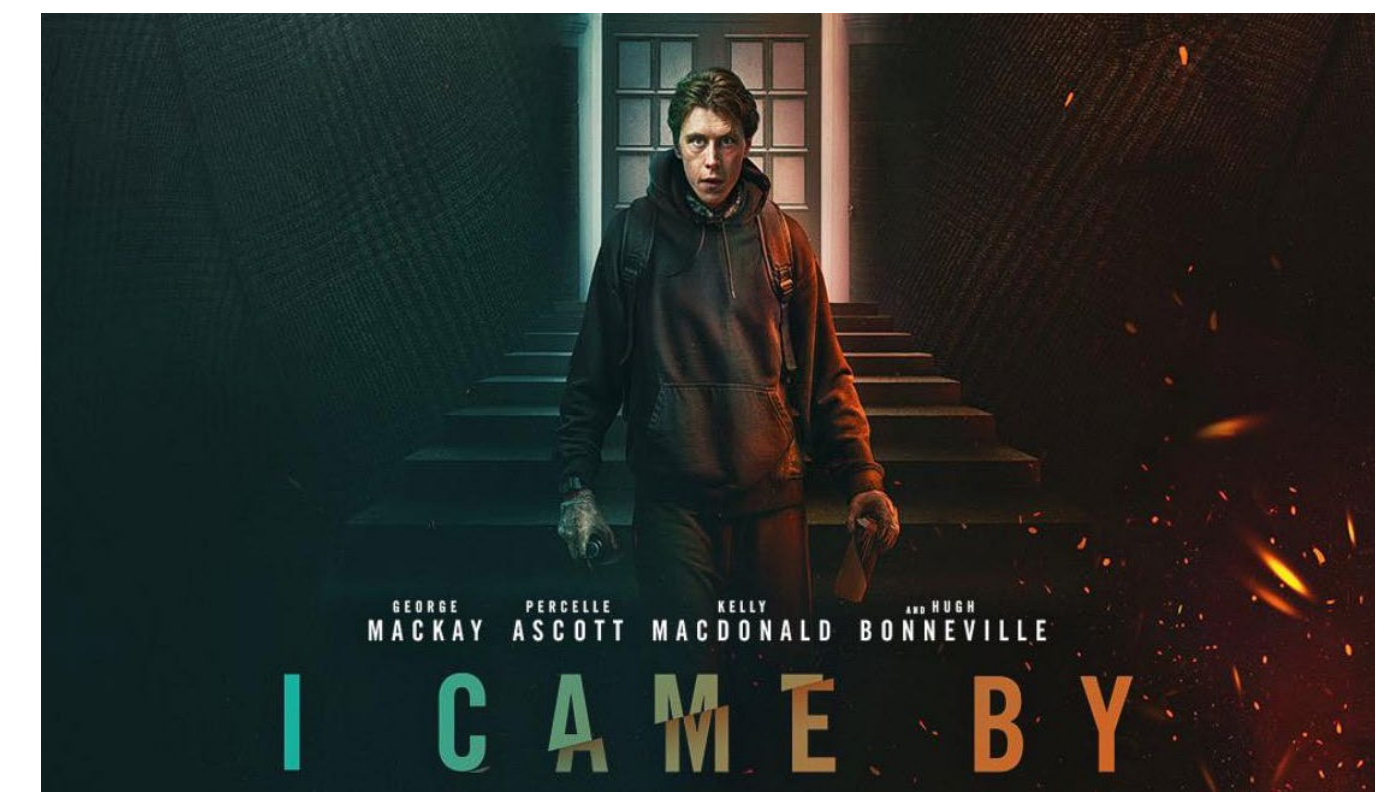
The thriller even had the seal of approval of the master of thrillers, writer Stephen King, who again shared its little discoveries on the ‘N’ platform with all his followers:



Stephen King
@StephenKing

Want a tight little thriller that will remind you of Ruth Rendell and Patricia Highsmith? Try I CAME BY (Netflix). It does the job.

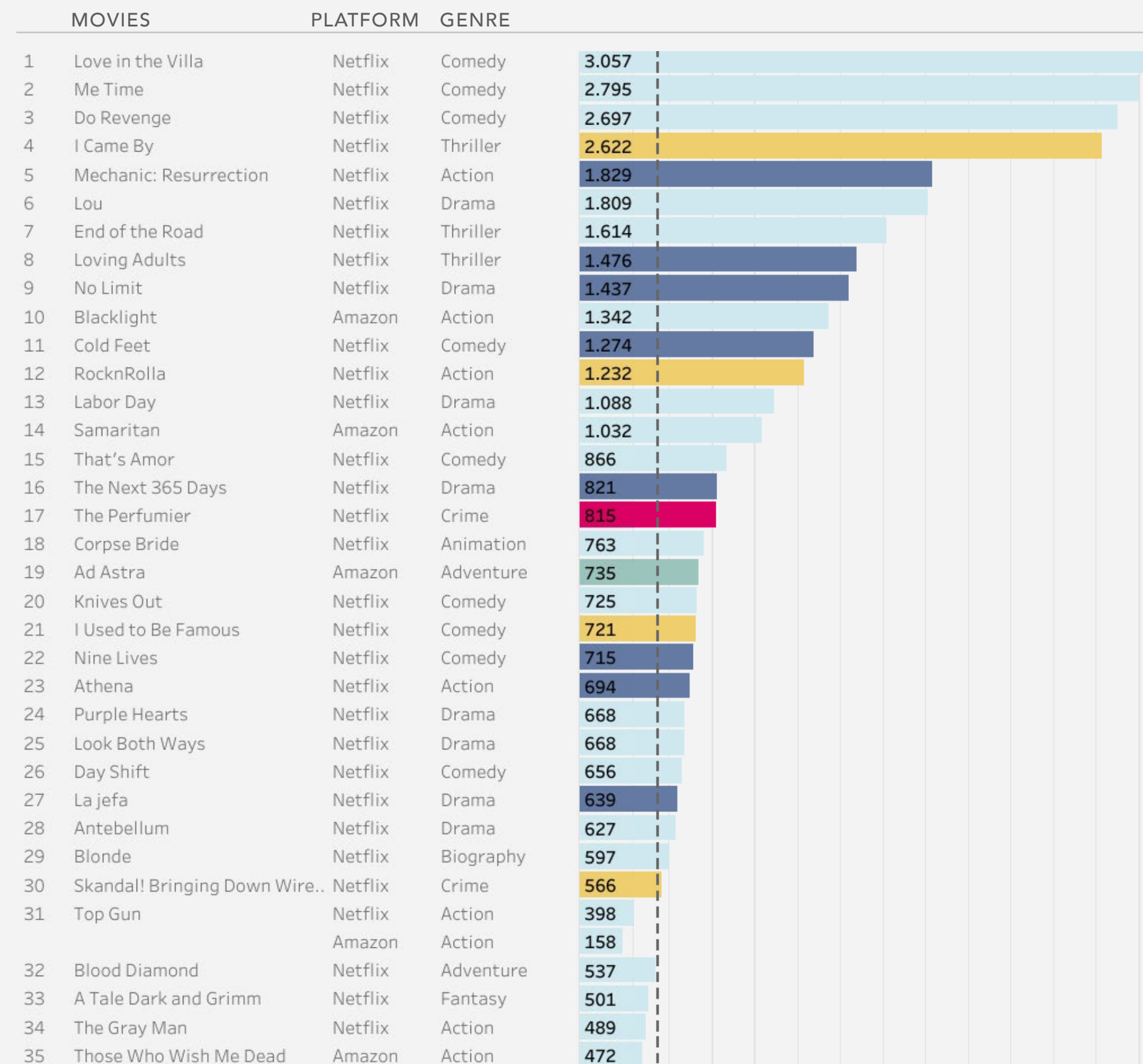
Blame a well-selected and recognizable cast. Blame an unpredictable and twisted open ending that made the audience automatically search for other answers and impressions on the Internet. Blame the pre-spooky season and the thirst for content that causes a rush of adrenaline. The truth is that “I Came By” represents a well-played case study of another British thriller on Netflix, that succeeded in achieving nice viewership results, managed to create a buzz on social media, grabbed the attention of the local media, and played nicely all over the Globe. Next it will also be conquering the specialized press, which, for the moment, has been resisting Netflix’s charms.



GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



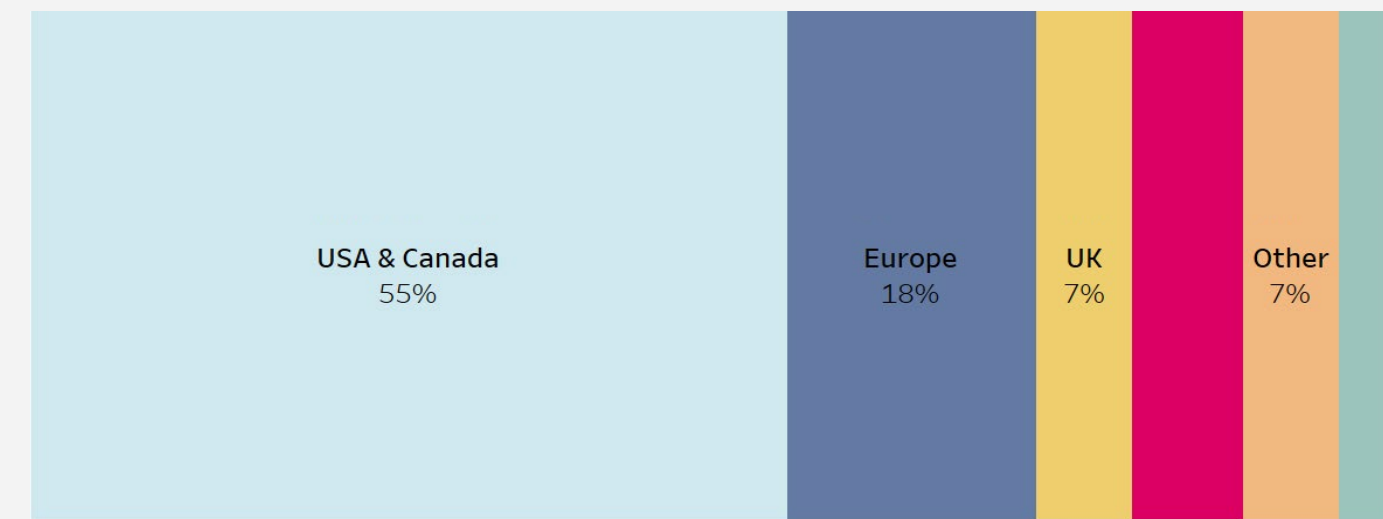
SHOWING 35/100 - [See complete chart here](#)

streams (.000)

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

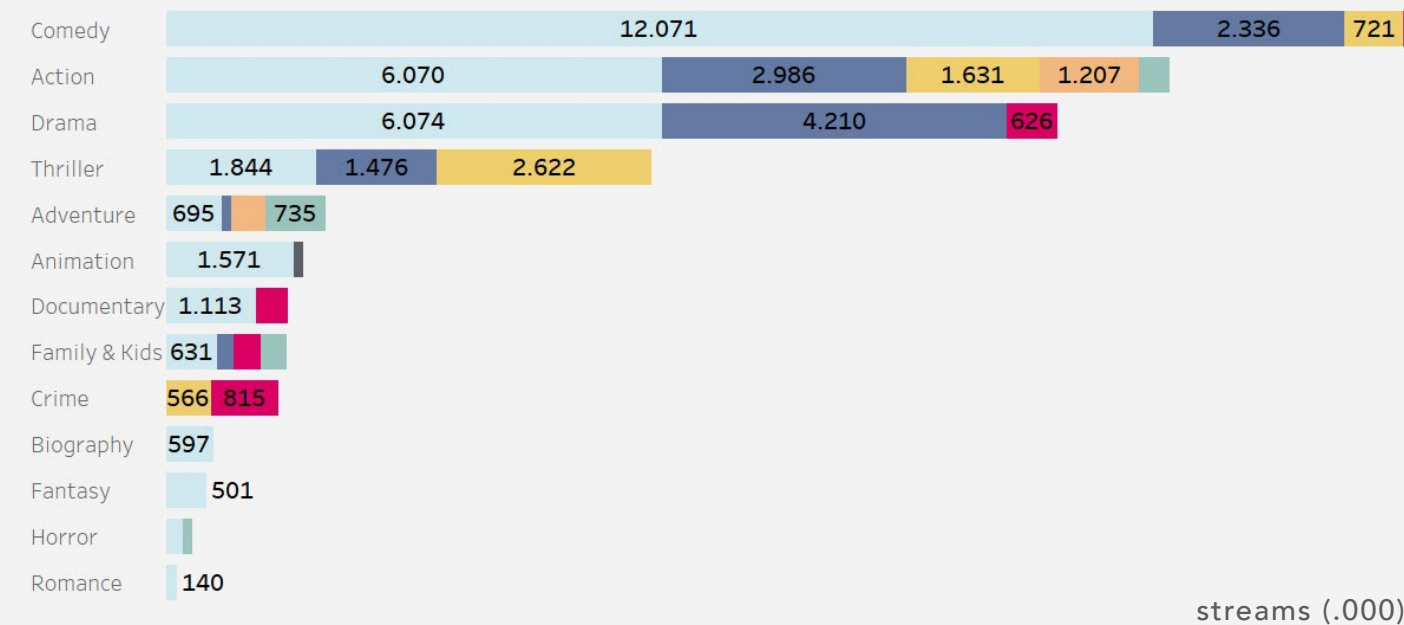
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

NETFLIX CONQUERS THE TOP3 THANKS TO THE STRATEGY OF HAVING A COMEDY FOR EVERY TASTE: A ROMCOM, A BUDDY MOVIE AND A TEEN COMEDY

Netflix's strategy of creating content that fits each consumer profile is more palpable than anywhere when it comes to its comedy line-up. This month, the Comedy genre steals the first position held in the past month by Action with three American comedies conquering the TOP3: in position #1, the romcom "Love in the Villa" released on September 1 with over 3M streams, tells the love story between a young American woman and a cynical British man who unexpectedly share their vacation in Italy. It is followed closely by the American buddy comedy "Me Time" starring Mark Wahlberg and Kevin Hart, which has cumulated 2.7 M streams since its release on August 27. The third position is taken by the teen comedy "Do Revenge", with 2.6M streams, starring Camila Mendes and Stanger Things star, Maya Hawkes.

APART FROM THE CONQUEST OF THE TOP3, NETFLIX ORIGINALS LEAD THE TOP10

8 of the most streamed movies in the TOP10 are Originals that were released in September. Only one was a licensed title (2016 action thriller "Mechanic: Resurrection") and only one belongs to Amazon's line-up (action-thriller, "Blacklights", starring Liam Neeson).

A QUITE DIVERSE TOP100 REDUCES AMERICAN PRODUCTIONS' HEGEMONY

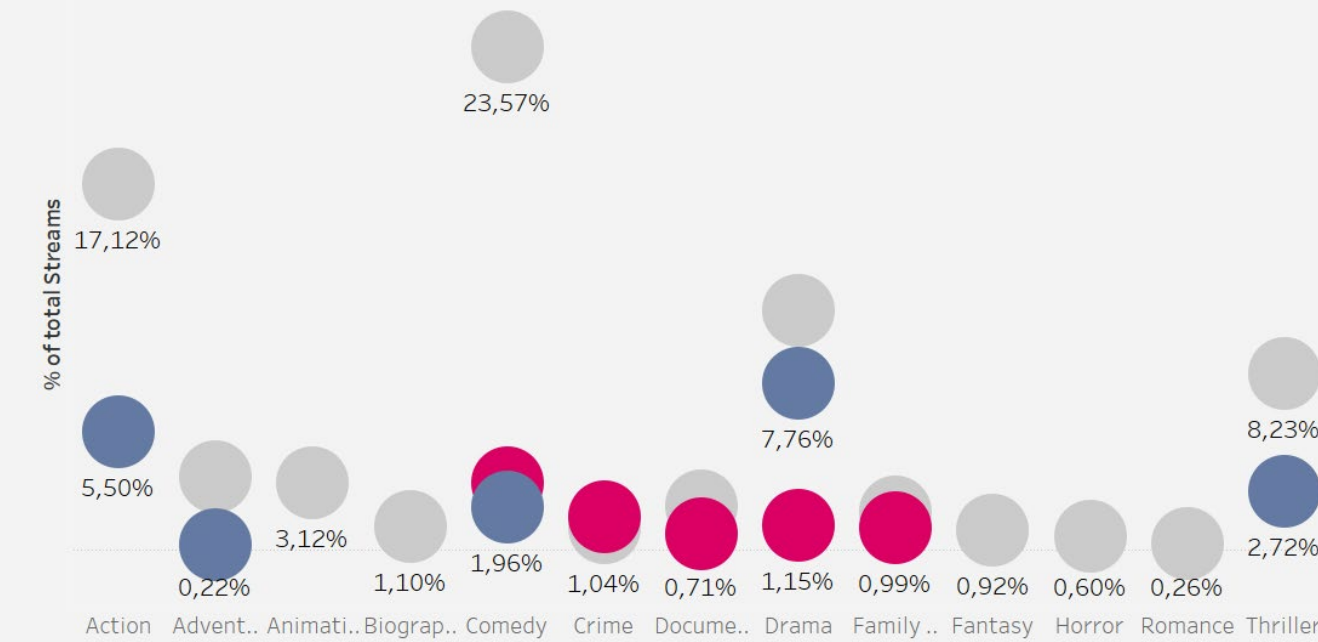
American content loses fuel for the fifth month in a row: the share of USA in Germany has been slowly decreasing, from 60% of the share in May, to 54% in September, heading towards a more diverse TOP100 in terms of the territory of production.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS		
1	Mechanic: Resurrection	Netflix	FR	5	Action	1.829
2	Loving Adults	Netflix	DK	8	Thriller	1.476
3	No Limit	Netflix	FR	9	Drama	1.437
4	Cold Feet	Netflix	DE	10	Comedy	1.274
5	The Next 365 Days	Netflix	PL	14	Drama	821
6	The Perfumier	Netflix	DE	15	Crime	815
7	Nine Lives	Netflix	FR	19	Comedy	715
8	Athena	Netflix	FR	20	Action	694
9	La jefa	Netflix	ES	24	Drama	639
10	Royalteen	Netflix	NO	32	Drama	437
11	La scuola cattolica	Netflix	IT	37	Drama	402
12	Apache bleibt gleich	Amazon	DE	6	Documentary	386
13	HollyBlood	Netflix	ES	44	Comedy	348
14	Damaged Goods	Amazon	DE	7	Drama	320
15	Dünnes Blut	Amazon	DE	9	Drama	306
16	Buba	Netflix	DE	48	Comedy	300
17	365 Days: This Day	Netflix	PL	49	Drama	292
18	School of Magical Anim..	Amazon	DE	16	Family & Kids	202
19	Spinning Man	Amazon	IE	19	Drama	183
20	Last Man Down	Amazon	SE	20	Action	179
21	Sechs auf einen Streich ..	Amazon	DE	22	Family & Kids	170
22	Coconut, the Little Drag..	Amazon	DE	24	Family & Kids	167
23	The Commuter	Amazon	FR	25	Action	165
24	Hallo Again	Amazon	DE	34	Comedy	135
25	The Last Journey of Pau..	Amazon	FR	42	Adventure	120
26	Coma	Amazon	RU	43	Action	119

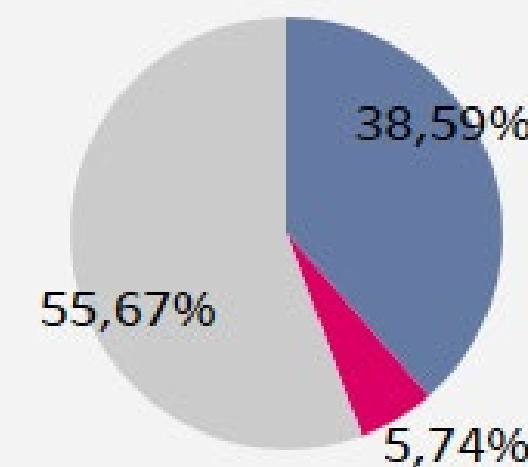
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action	5	
Adventure	1	
Comedy	2	3
Crime		1
Documentary		1
Drama	7	2
Family & Kids		3
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



ROMANCE **THRILLER** **“THE PERFUMIER” IS THE ONLY GERMAN TITLE THAT SNEAKS INTO THE TOP 20, IN POSITION #17, WITH 815K STREAMS**

The Netflix Original free adaptation of Patrick Süskind’s novel “Perfume: The Story of a Murderer” delivered lukewarm results. Maybe some remakes just shouldn’t be done. The critics have not loved the remake either. We need to go all the way down to position 47 until we find the second German title, the documentary “Apache bleibt gleich”.

THE NEW SCHOOL YEAR BRINGS GOOD HEALTH TO EUROPEAN PRODUCTIONS, ESPECIALLY DRAMA

September has been a great month for European productions, with a 6-point increase in its share in relation to August: 18 European titles have been present in the top 100, and 9 out of them are tagged as Drama. Among them, we find the French romantic drama “No limit” in position #9 with 1.4M streams, the Polish Erotic Drama “The Next 365 Days” which holds on tight to the TOP20 for the second month. In position #25 we find Spanish maternity drama, “La Jefa” starring well-known Spanish actress, Aitana Sanchez Gijón and Argentinian actress Cumelen Sanz.

THE AMAZON PRIME ORIGINAL DOCUMENTARY “APACHE BLEIBT GLEICH”, WITH 386K STREAMS, IS IN POSITION #47 AND IS THE MOST STREAMED EUROPEAN TITLE ON THE E-COMMERCE PLATFORM

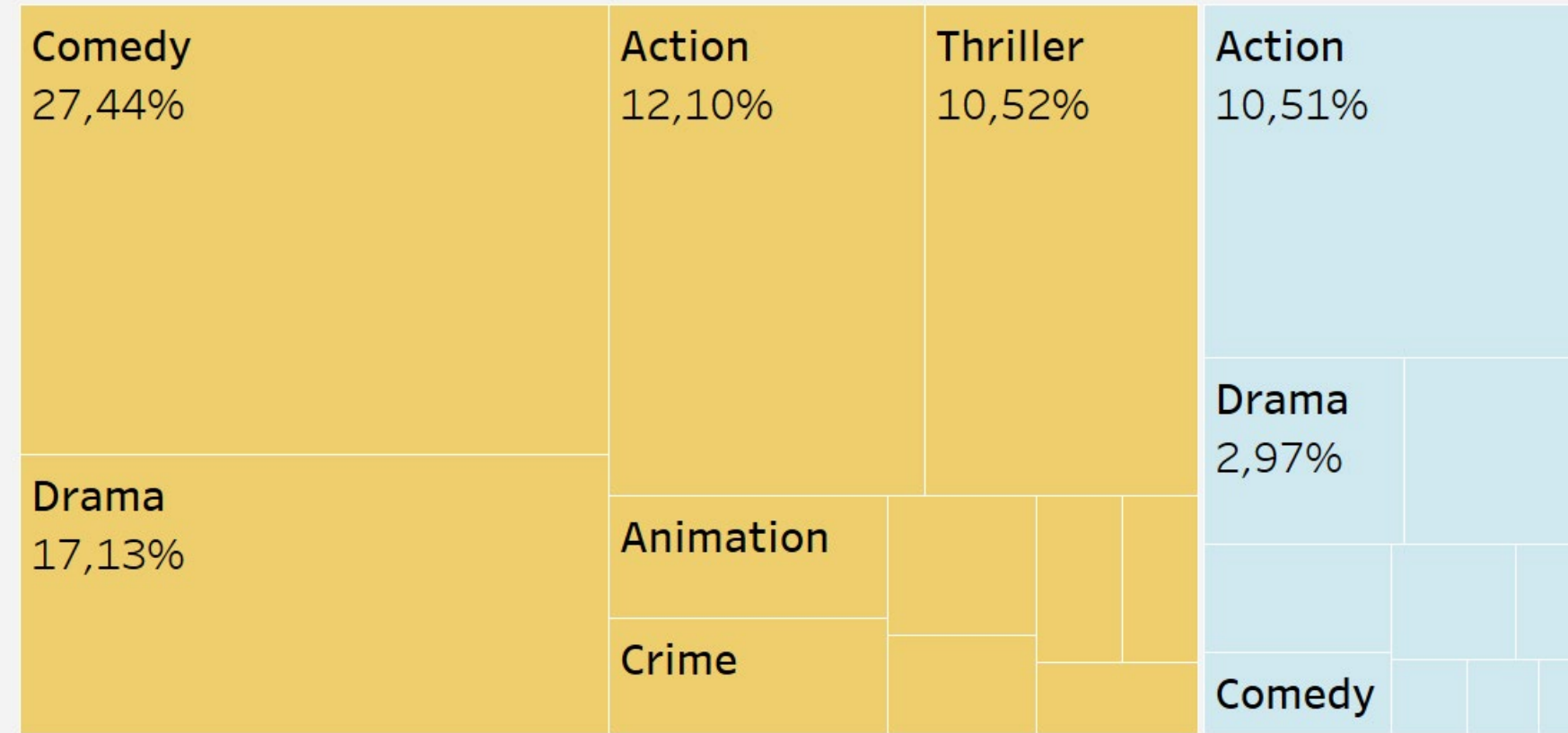
The docureality about the rap superstar Apache 207 shows his life, from plattenbau to luxury mansions, from loneliness to sold-out stadiums - accompanied by his family, best friends and rap icons Loredana, Bausa and Xatar. Check our German hot title of the month for more info!

PRODUCTION COUNTRIES: ■ Europe ■ Germany ■ Others

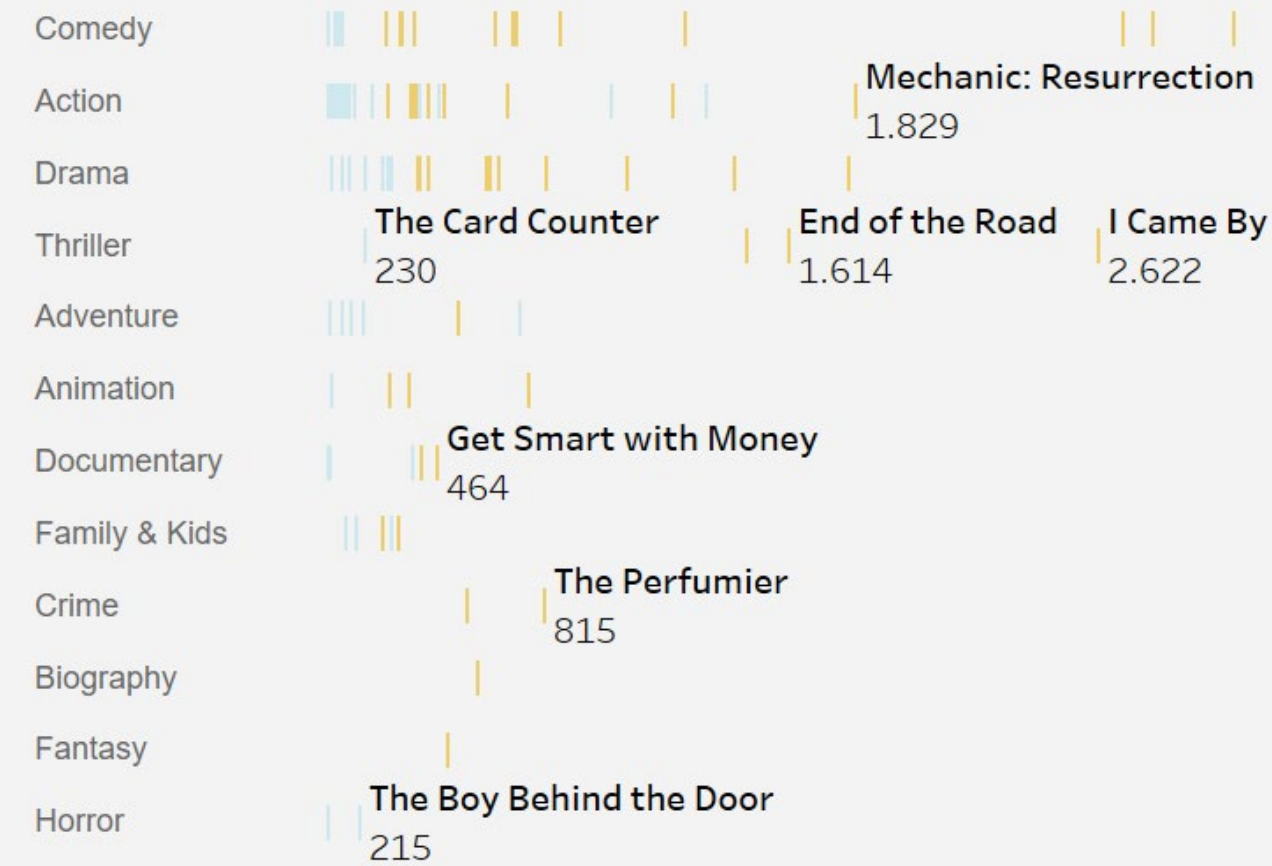
GERMANY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

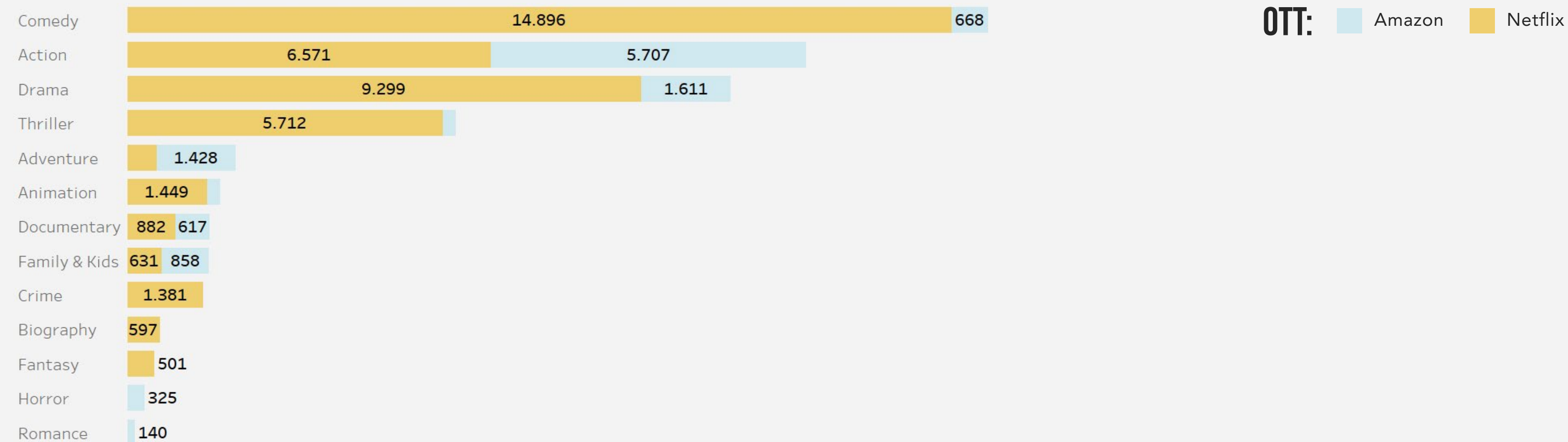


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



AMAZON TAKES A STAND IN ACTION

This month, Action has become the favourite genre for the subscribers of the e-commerce platform, collecting 5.7 M streams and is hard on the heels of Netflix (which collected 6,5M streams). The American action thriller "Blacklight", starring Liam Neeson, becomes the most watched film on the platform with 1.3M streams, in position #10.

NETFLIX PICKS THE FRUITS OF ITS STRATEGIC BET ON COMEDY

The Comedy genre beats Action, with 15.5 M streams, 95.7% of them collected by Netflix

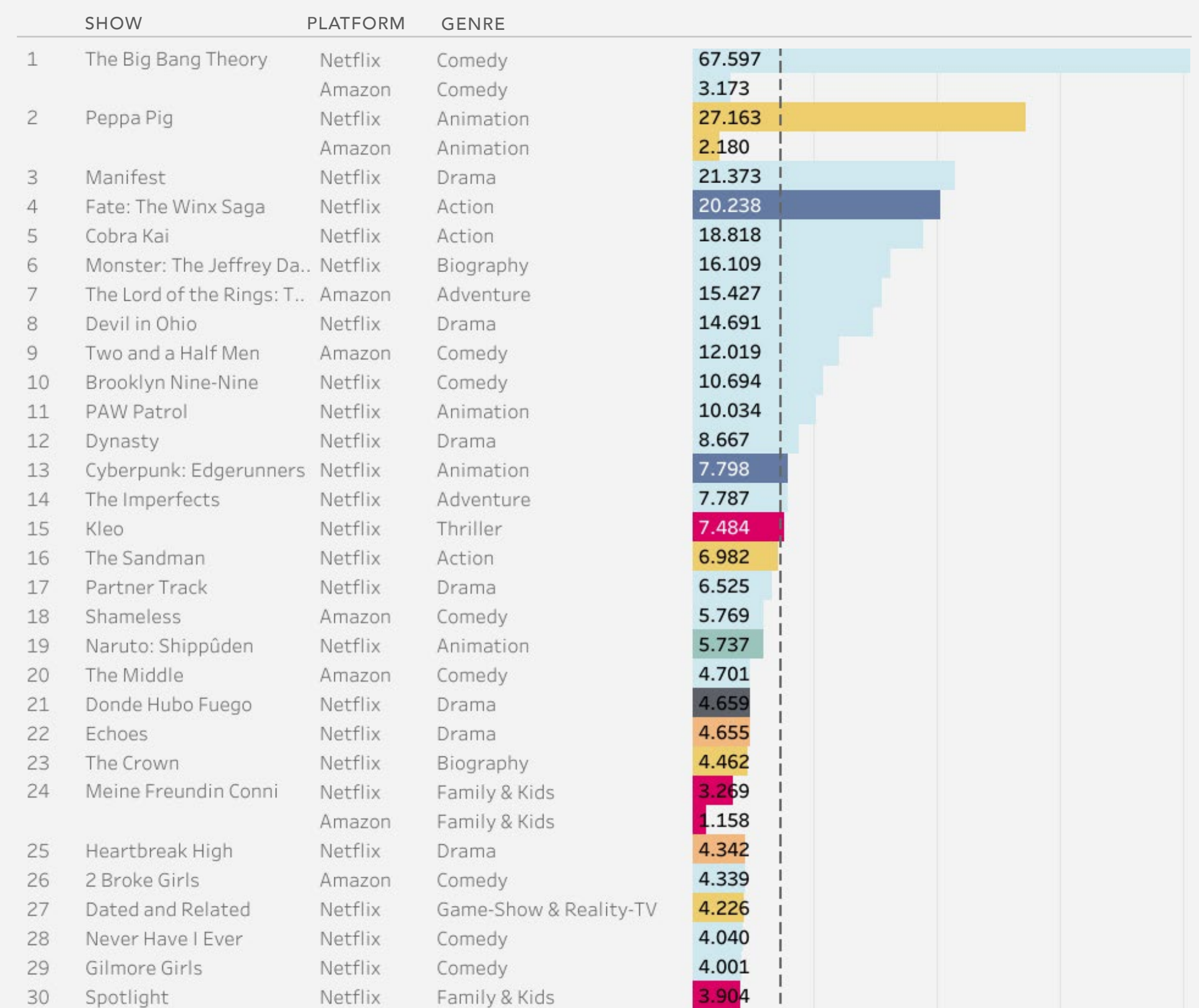
DRAMA KEEPS ENJOYING A GOOD SPELL IN GERMANY, BECOMING THE SECOND MOST STREAMED GENRE ON NETFLIX AND AMAZON

Since August, we have seen how Drama keeps its share of 18%, with 20 titles in the TOP100 and collecting 11.5 Million streams. The presence of European Drama is worthy of mention: 7 out of 20 are European, and 2 are German Dramas.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

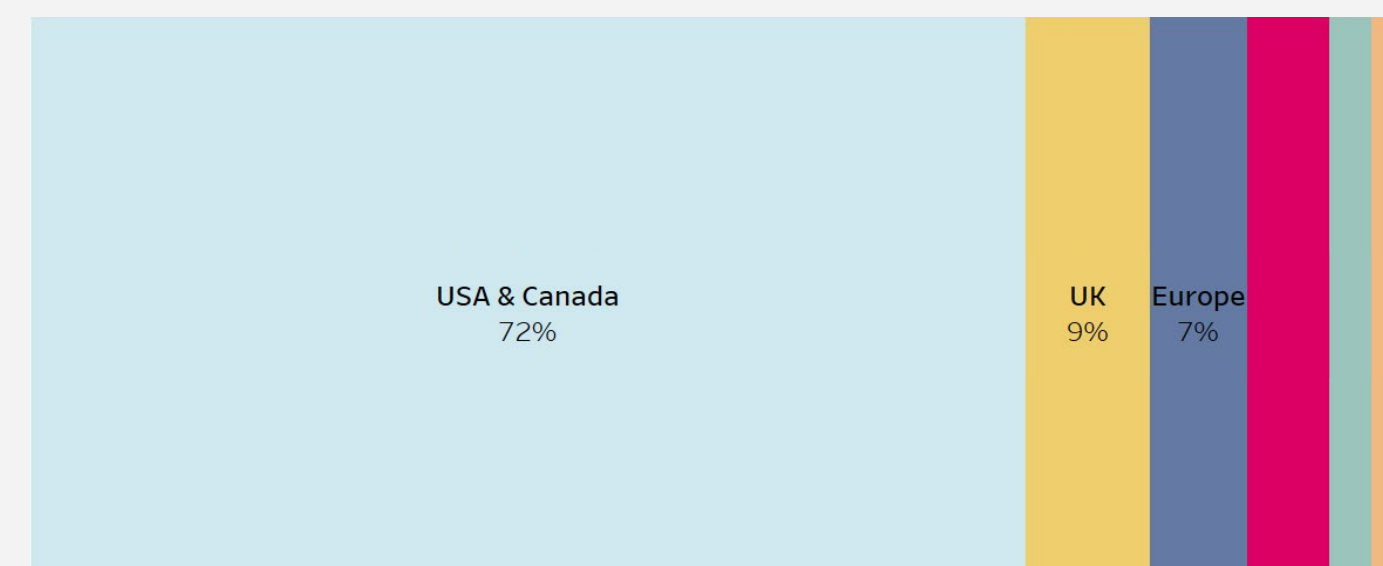


SHOWING 30/100 - See complete chart here

streams (.000)

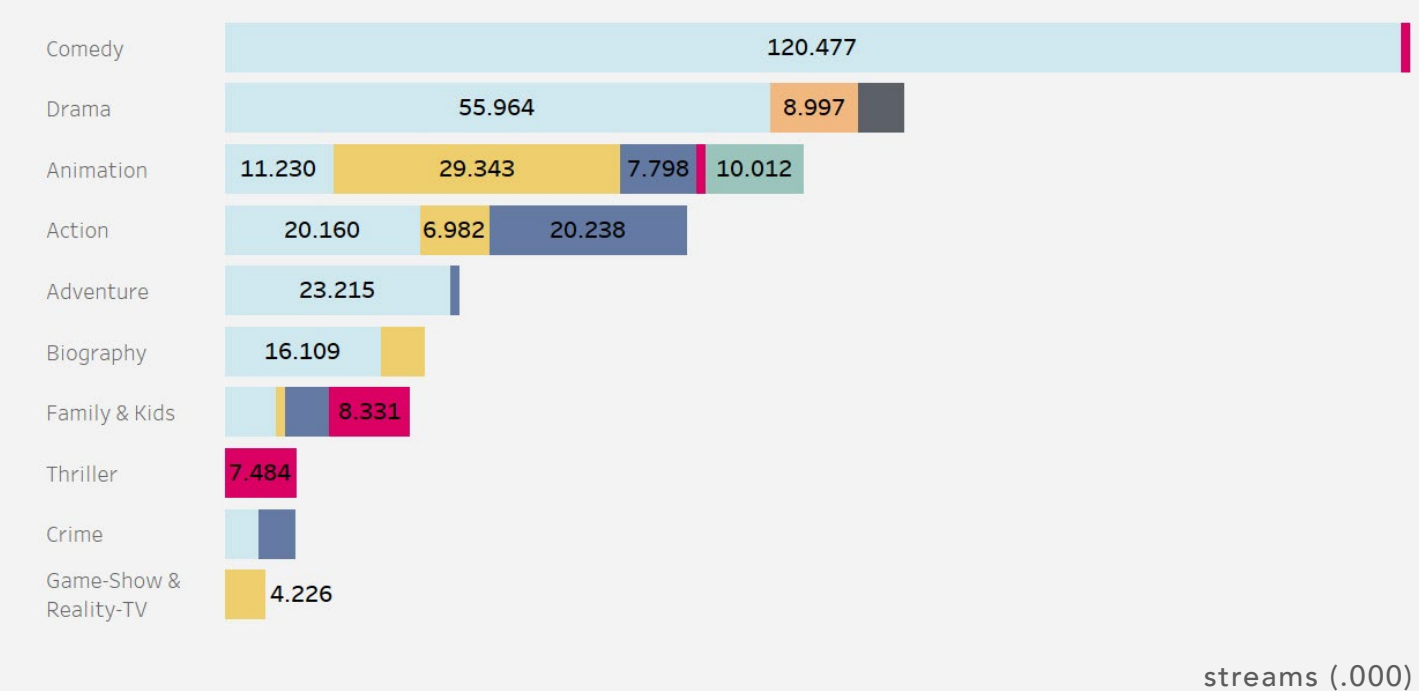
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



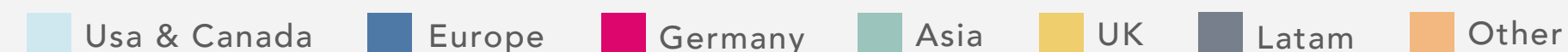
GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



ALL QUIET ON THE GERMAN FRONT

If you were expecting an epic war, waged by elves, dwarfs, and other Middle Earth creatures, we are sorry to say there has been no such thing. Like in the other analyzed territories, no battle whatsoever has been fought this month and everything looks quite normal: American content continues to lead the charts, although with less share than the previous month (72%) in favour of UK content, which grows 5 points vis-à-vis the previous month, Comedy is, by far, the most streamed genre with over 120 M streams, followed by Drama (69.4 M streams) and Animation (59.2M streams). German content does not take root in its local market.

“THE BIG BANG THEORY” DID IT AGAIN: THE LENGTHY AMERICAN SITCOM KEEPS ITS FIRM GRIP ON THE THRONE, TAKING THE TOP1 WITH NO LESS THAN 67.5M STREAMS

Nothing very surprising in position #2 either, just the presence of the most beloved pig of all times, “Peppa Pig”, gathering over 29M streams across both platforms.

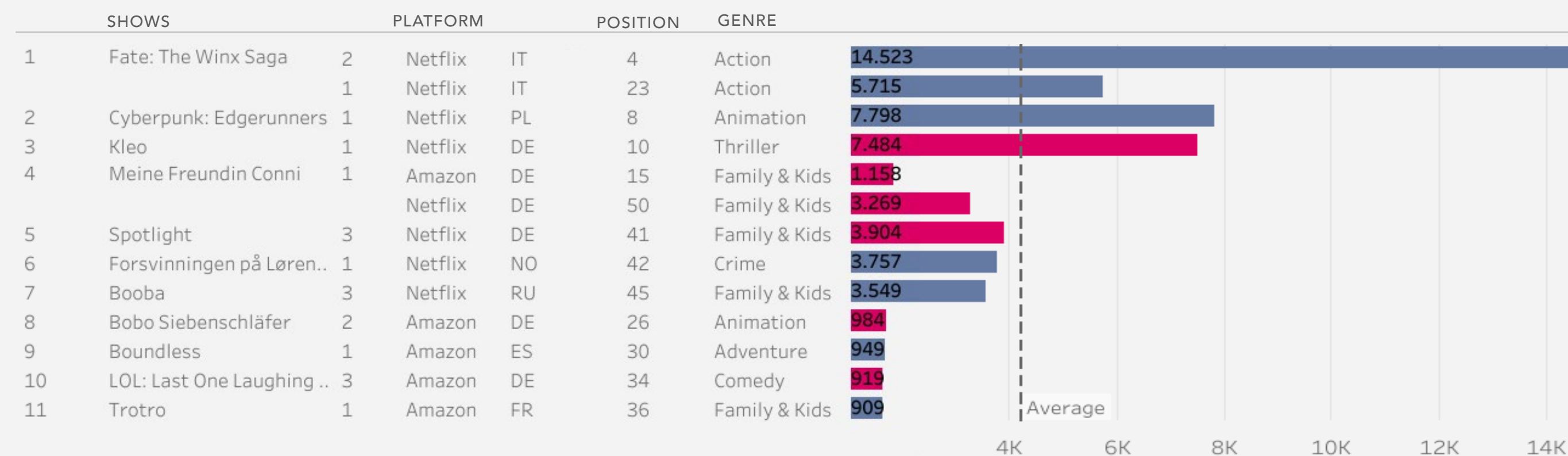
WAIT A MINUTE - WHAT ABOUT “RINGS OF POWER”? - YOU MAY ASK

As we’ve been analyzing in the other markets, Amazon has been suspiciously quiet about the viewership of its crown jewel and the most expensive series to date. Apparently, the show, released on September 1, is not making as much of a splash as its counterpart “House of Dragon” has. In Germany, the Tolkien adaptation reached position #7, with 15.4 M streams, becoming the most streamed show on the “A” platform. Netflix’s biography about the serial killer Dahmer, “Dahmer - Monster: The Jeffrey Dahmer Story” has overtaken Amazon’s big bet, with 16 M streams, in position #6.

GERMANY 100 SHOWS | EUROPEAN FOCUS

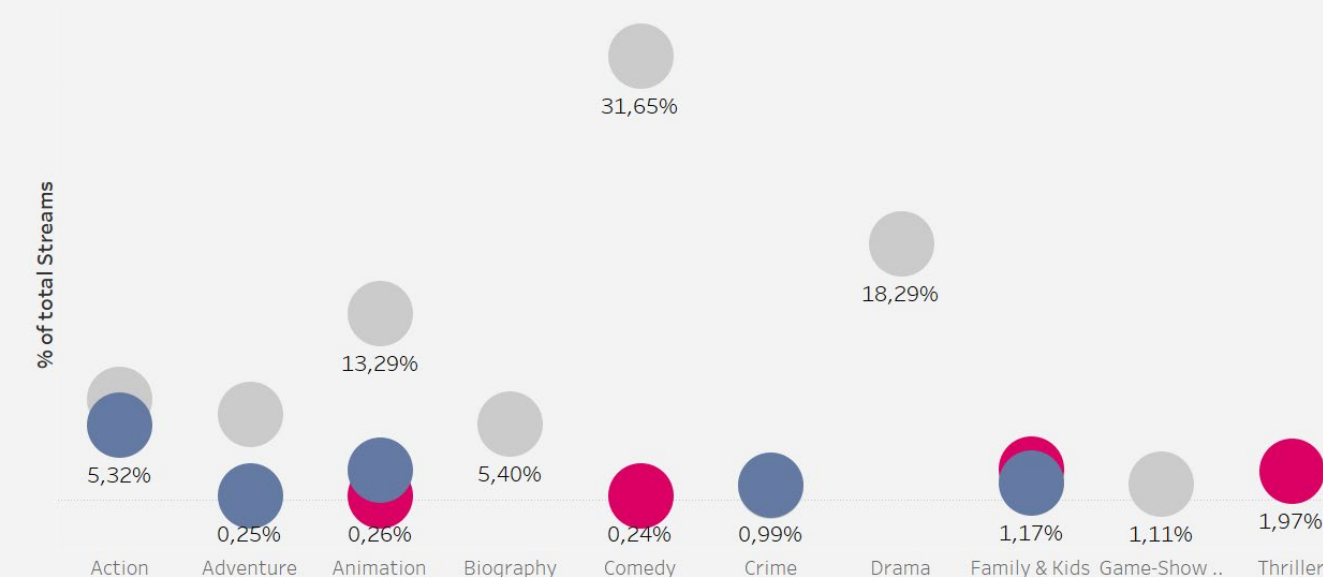
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



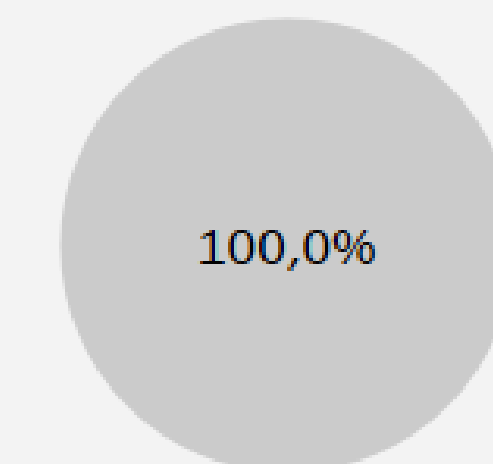
PRODUCTION COUNTRIES: Europe UK Others

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	GER
Action	1	
Adventure	1	
Animation	1	1
Comedy		1
Crime	1	
Family & Kids	2	2
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



A GOOD MONTH FOR EUROPEAN PRODUCTIONS: THIS MONTH, 11 TITLES HAVE SNEAKED INTO THE TOP100 OF MOST WATCHED SERIES IN GERMANY, 5 OF WHICH ARE GERMAN PRODUCTIONS

The second season of the UK-Italy co-production, Fantasy teen series "Fate: The Winx Saga", which landed on Netflix on September 16, has collected 14.5 K streams. The series is a live-action adaptation of Nickelodeon's animation saga "Winx Club" (2004). The release of season two has had some bearing on the performance of season 1, which has performed above average, collecting 5.7 M streams in position #23. The second most-streamed European content is the Polish Anime series "Cyberpunk: Edgerunners" in position #8, with 7.8M streams.

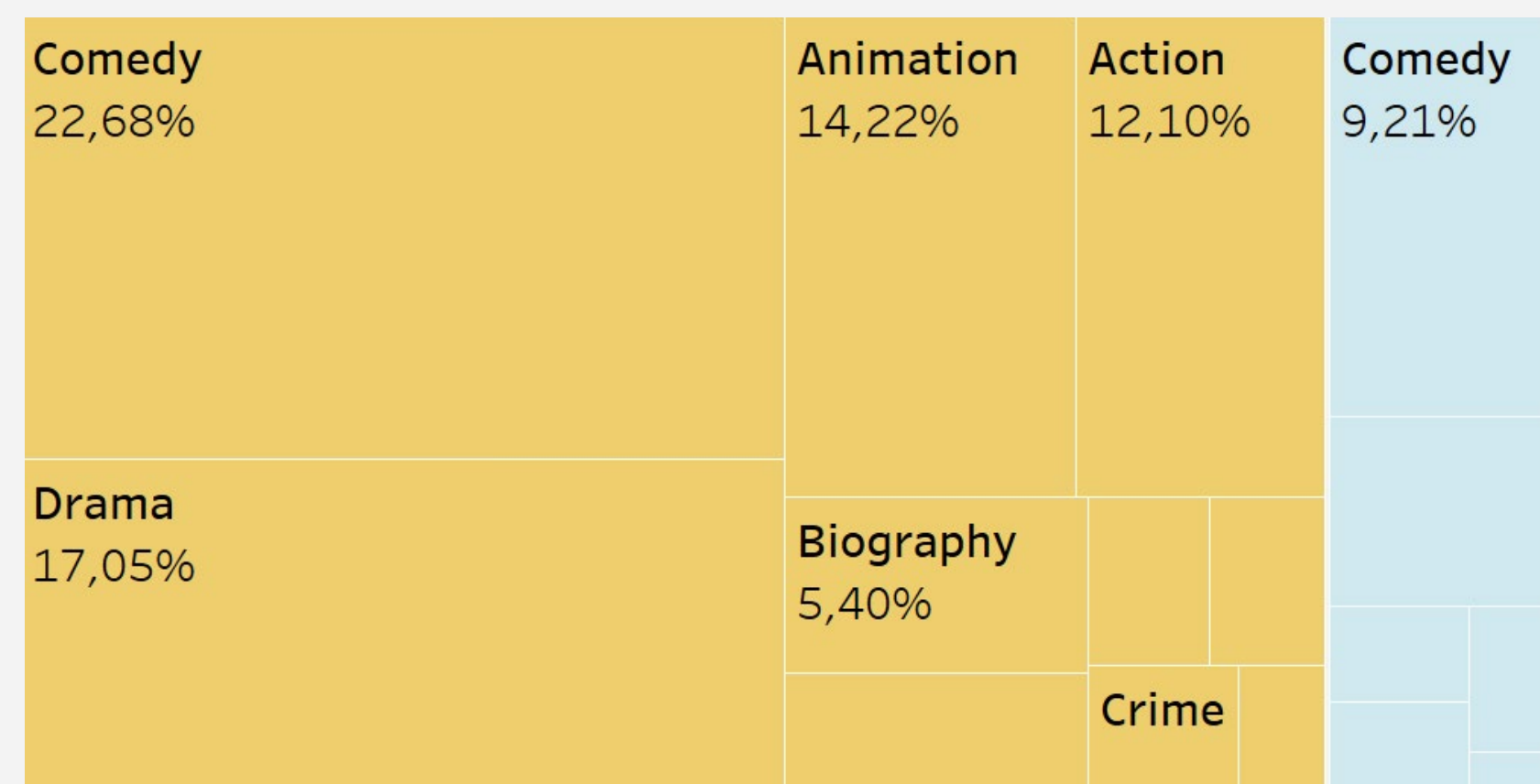
ANIMATION AND FAMILY & KIDS CONTENT SAVED GERMAN PRODUCTIONS, WHICH THIS MONTH HAVE A VERY SCARCE PRESENCE IN THE CHARTS

Only one out of five German series that made it to the top 100 is a live-action series: the action thriller, "Kleo", released in August, which this month collected 7.4 M streams in position #10.

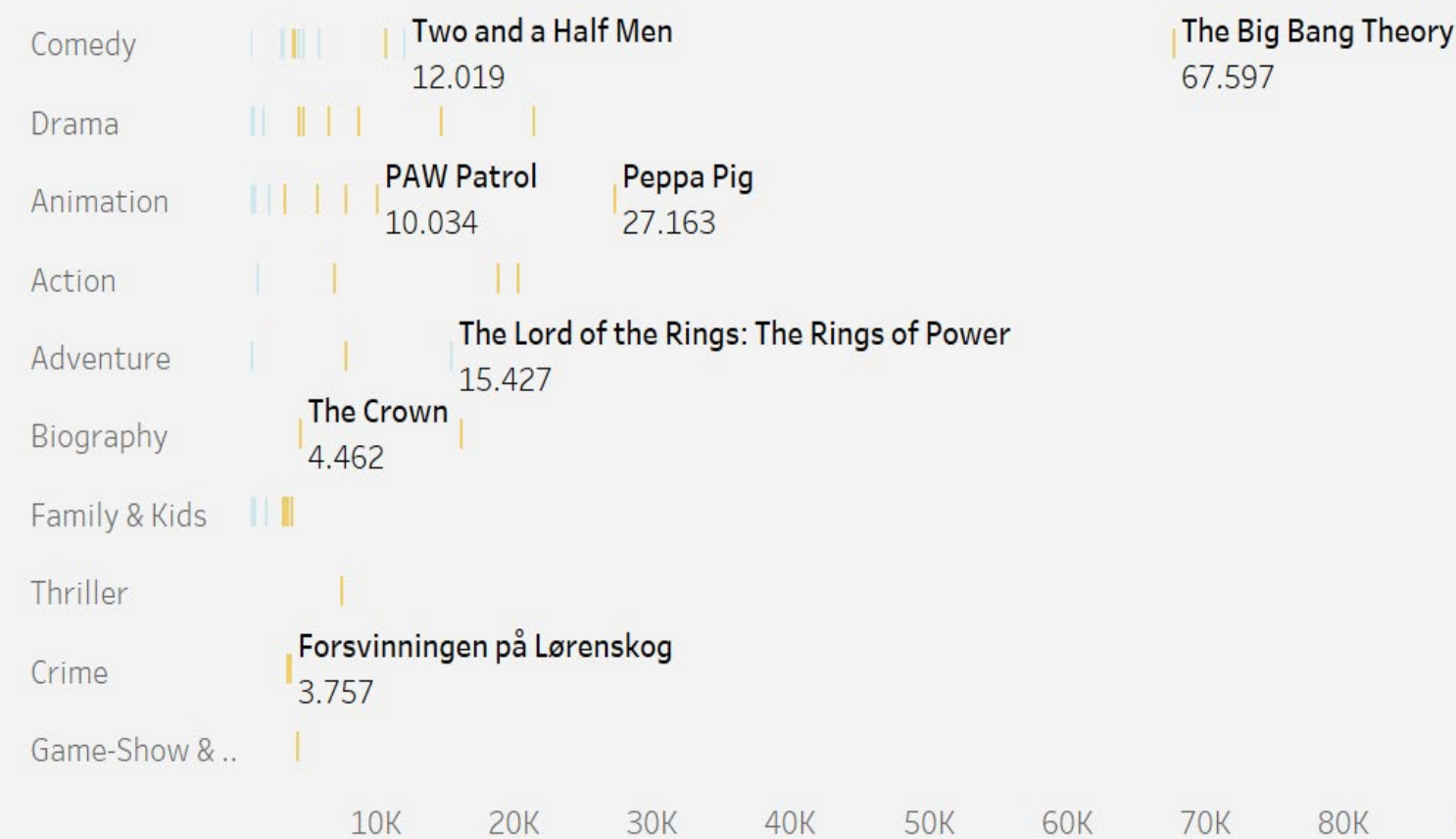
GERMANY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

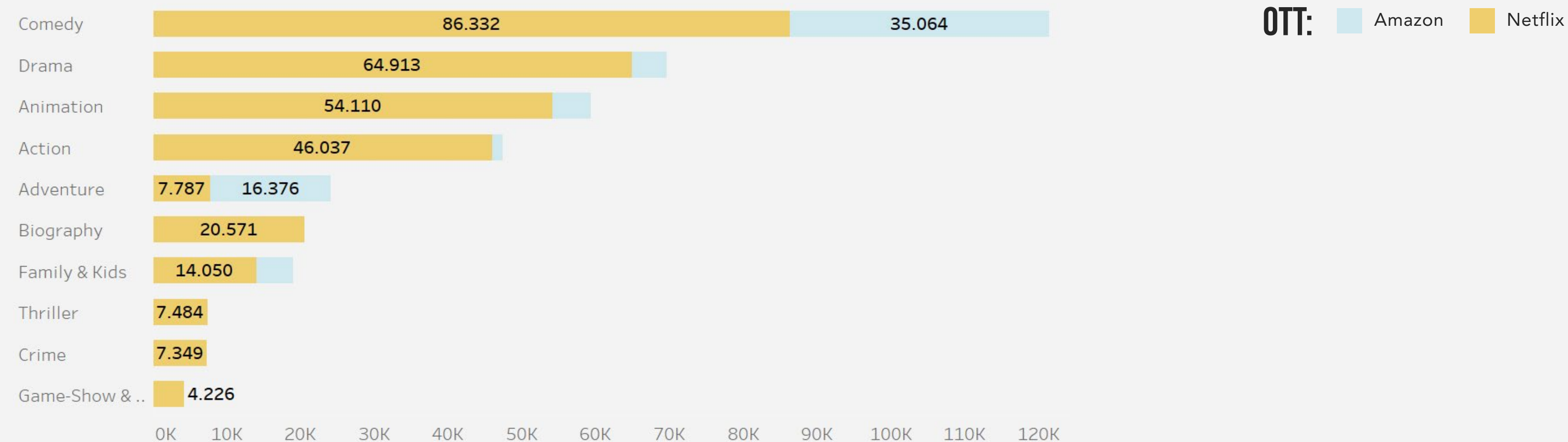


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



THE TRIUMVIRATE DRAMA - COMEDY - ANIMATION PERSISTS

This month, the Comedy genre is at the head of both on Netflix (22.68%) and Amazon (9.21%): the genre collected over 121 M streams, and over half of them are due to excellent results of the American sitcom "The Big Bang Theory". On Amazon, the classic TV series "Two Men and a Half" is responsible for the good health of the genre.

The second most streamed genre is Drama, with a share of 17.05% on Netflix and 64.9 M streams, with two series delivering above average results: "Manifest" (#3, 21.3 M streams) and Canadian Drama thriller "Devil in Ohio" (#8, 14.6M streams). On Amazon, Drama does not shine: it only got a 1.24% of share and 4.2 M streams.

ADVENTURE IS THE ONLY GENRE IN WHICH AMAZON PUTS ON A BRAVE FACE, WHILE THERE ARE FOUR GENRES WHERE THE E-COMMERCE PLATFORM IS NOT EVEN PRESENT

"The Rings of Power" (#7, 15.4 M streams) leads the charts in this genre. On the other hand, Netflix hogged the rest of genres and even monopolizes four genres completely, where there is no sign of life of Amazon's content: Biography, Thriller, Crime and Reality. Amazon might need to think about diversifying its content, instead of putting all its eggs in the same basket, in order to reach a broader spectrum of audience profiles.

HOT CONTENT IN GERMANY

THE SKY-ROCKETING POPULARITY OF DOCU REALITY: UNSCRIPTED FORMATS CLIMB POSITIONS ON THE STREAMING GIANTS' AGENDAS

Celebrities, pop icons, superstars, influencers, musicians and other real characters are having their own non-scripted content in the streaming services worldwide. The trend is truly global.

In September, the documentary about the life and work of the rap superstar Apache 207 "Apache bleibt gleich", reached position #6 on Amazon, and was the most-streamed German content during September on the e-commerce platform, gathering 386K streams in only one week. The life of the famous rapper, with 10 number one hits behind him and more than 2 billion streams, is still a mystery for his fans. In this documentary, he breaks his silence and grants access to camera crews. This documentary shows his life, from plattenbau to luxury mansions, from loneliness to sold-out stadiums - accompanied by his family, best friends and rap icons Loredana, Bausa and Xatar.

The 88-minute documentary about the artist, who has a fan-base of 1.4M followers on Instagram and has 4.2 M monthly listeners on Spotify, is only one more example of the long list of recent content about celebrities, influencers and other famous people that have been brought to our screens.

Recent examples like "Lady Tamara", "I am Giorgina" or "The Legend of Sergio Ramos" in Spain, "Laura Pausini - Piacere di conoscerti" in Italy, confirm that

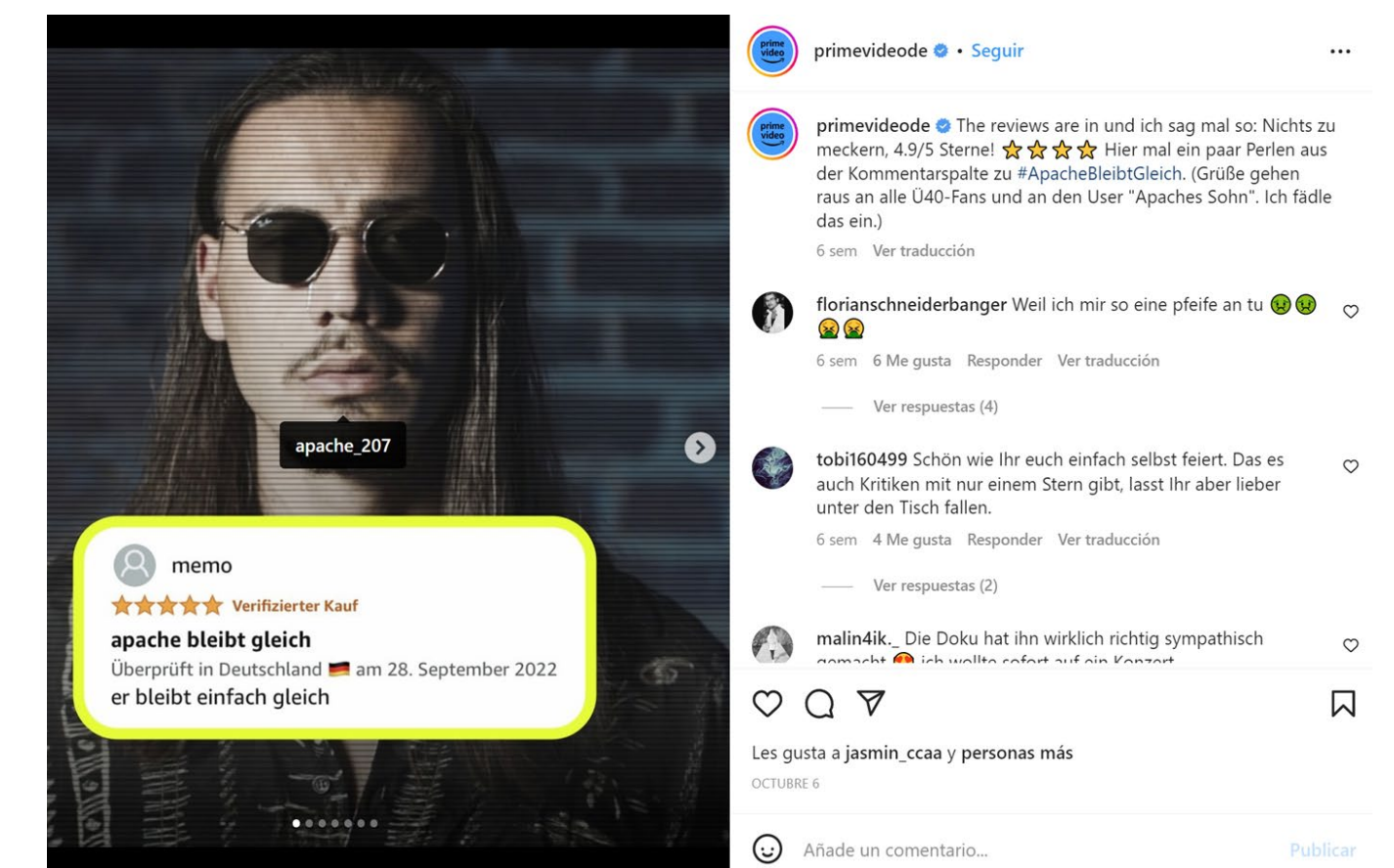
these non-fictional contents about Glocal mainstream icons are a cost-effective bid for the streaming platforms to connect with their local audiences. In some cases, they even manage to conquer audiences abroad, as happened with "Soy Georgina", which managed to settle in the Top 10 of countries such as Egypt, Turkey, Maldives or El Salvador.

To celebrate the launch of "Apache bleibt gleich", Prime announced on its social media platforms a Livestream via Twitch, offering true fans the possibility to join the streaming: "Apache 207 fans, we need you! To celebrate the launch of "Apache Stays Equal" on Prime Video, we're hosting a live stream with Niekbeats and LeFloid on Prime Video's Twitch channel covering all things Apache! We're looking for some Apache 207 super-fans to join the stream via Discord for the ultimate fandom test. Does that sound like a challenge for you?"

Amazon also released short clips with excerpts from the documentary, and a set of social media assets in which they highlighted the best reviews by the audience. With crew shortages and rising production costs currently plaguing the scripted sector, those working on the unscripted side of the business are finding plenty of opportunities with streamers and broadcasters looking for less expensive content, according to Television Business International.

Amazon Prime's future plans seem firmly focused on unscripted. Recently, news regarding a key UK hire, involving Cat Lynch joining Amazon Studios next year as a development executive, confirms the e-commerce giant's intentions. Lynch was, until recently, the co-MD of Initial – the Banijay-owned UK label behind the upcoming reboot of global reality hit, "Big Brother".

Dragons and creatures from the Middle Earth might be in the spotlight, but Amazon clearly sees the opportunity to invest in stories starring flesh and bone characters.



GLOBAL TAKES

- 1 / After a summer laden with American productions, North American movies experience a major drop this month.** North American productions lost 11 points! While in August they represented 67% of total streams, - that is to say almost two thirds of the five markets, - now in September, this number goes down to 56%, a figure much closer to the average performance. The biggest drops were seen in the French and British markets.
- 2 / French and British productions take the lead.** So, who benefited from this America-lost-tons-of-streams situation? The French and the British! This month, both of them have gathered 5 more points of the overall share, that is to say, in all markets. They represent 9.6 and 12.6 percent of the total share respectively, reaching, in the French case, its highest percentage ever recorded. This is mainly because of "I Came By" (17M), "No Limit" (9.5M) and "Athena" (5.5M). Take a look at the UK's Hot Title to know more about this month's British success "I Came By".
- 3 / Italian shows break records in their market.** Italian series peak their highest share ever recorded so far. They all account for 27% percent of total streams, a number never seen in the local market. Actually, if we didn't take USA & Canadian productions into account, 27 percent would be the second highest percentage witnessed, after the 27.41% of the total share that Asia achieved back in October 2021 when "Squid Games" premiered. This record has been broken thanks to "SKAM Italia", "Fate: The Winx Saga" and "Mare Fouri". Congratulations on that, Italy!
- 4 / No streaming war whatsoever.** September was supposed to be the ultimate month for the streaming war in the show market. However, this month has been nothing but normal - at least here in the European market in September. Yes, Amazon gained 2 points in comparison with last month. However, the e-commerce hasn't reached its average performance yet. Italy is actually the market where Amazon grew the most, reaching 2.6 points more than last month. So, what happened with "The Lord of the Rings: The Rings of Power"? Why didn't the show on which so much hope had been pinned bring growth to the e-commerce? Take a look at our special September's take on the show to learn more about it!
- 5 / The Thriller genre and spookiness: the run-up to Halloween.** Ok, yes, there is still some time until Halloween comes. But human beings are masochists by nature, so we enjoy having a "bad time" even if it's not strictly necessary. This month's star without any doubt is the Thriller genre, getting us all in the spooky mood. It has been the fourth most streamed genre in the movie market this month, thanks mainly to "I Came By", "Loving Adults" and "End of the Road". "Dahmer" and "Devil in Ohio" are shows that are also in line with this feeling.
- 6 / How did cancellation work in Los Gatos?** Have you ever wondered why a favorite show of yours has been canceled? "Resident Evil", "Glow", "Sense8", "Chilling Adventures of Sabrina", "The Midnight Gospel", "Fate: The Winx Saga"... All these titles have been finished even though the plot wasn't ultimately over. "Fate: The Winx Saga" was the last title confirmed, despite a very strong fanbase and one last successful season - in the five markets, the show has gathered 86M views. So, how is it possible that this show has been canceled? How does Netflix make this kind of decision? Go ahead and read the Spanish hot title if you want to know more!

THINKDATA.

BRIDGING THE DATA GAP

SEPTEMBER 2022

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