



THINKDATA.

BRIDGING THE DATA GAP

JANUARY 2023

THINK DATA:

BRIDGING THE DATA GAP

If you're planning to negotiate with a streamer, assess your inner power. It's been 2 years that we had access to Digital-I's SODASVOD data, and month after month, we realize the growing importance of European local productions in the streaming wars. Although American supremacy is vast and occupies at least 65% of the European market share average (Germany and UK can have a high and steady 70% of USA share in the top 100), the European titles earn their place and find their Audience. Netflix Originals productions are positively impacting local markers, especially where series are concerned. ("Machos Alfa", "La Chica de Nieve", "Represent", to mention a few recent titles). As has been recently revealed by The European Audiovisual Observatory, European series grew from 419 in 2015 to 739 in 2021. BBC, Netflix and Warner Bros. Discovery were the main commissioned of mini-series in European network

Local content is revealed as vital to the capital revenue that Streaming companies are desperately looking for. Streaming companies land their Creative hub in key territories across Europe to produce their flagship glocal content. As Elena Neira sustains in her Business Insider articles, glocal production is one of the most profitable kinds of content to date in which local productions aim for a global audience with low production cost. The diversity of films and series produced in Spain, Poland, Germany, Italy and France has a broad impact on churn rates, which is key these days. By contrast, when rights-holders negotiate with a streamer, they feel in a position of lesser power. With this, we want to power you with a few thoughts to keep in mind for your next meetings:

1/ Local Titles offset the Bad News about Account Sharing Control. We will see in this month's report that Netflix used high-end local Spanish content like "Machos Alfa", "La Chica de Nieve", or "Sky Rojo" to help to offset the bad news about account sharing and to launch the potential cannibal add-

supporter tier with "basic package with ads". They understand that local content generates a sense of belonging and a feeling of localness that is unique to the platform and translates into loyalty. As a result, in this month's report, Spain enjoys 26% of its market share in shows, and on top of that, these titles travel to neighbouring countries where they also taste a bit local. In Italy it was similar, with 20% of the local market share in movies. We have yet to determine the depth of the basic-ads version tier effects in the market, but the estimation of subscriber numbers by Digital TV Research still shows Netflix as the streaming leader, with 270M subscribers in 2025, along with Disney+.

2/ Across the five markets, local films and series played at the very top. Spain, Italy, France and UK crowned local productions in the top 5. The German and French local shares grew, while in Italy it remained stable. This is a very positive situation given that back in 2021 and 2022, in some months we only found local titles in the top 15, or not at all. Stay tuned for the Equinox report to be released in May, in which we will reveal the evolution of each local market share and the key trends.

3/ Many new-creative-hubs local contents are enjoying healthy travelability across European markets. We will see in this month's report, and most probably in the next Think Data Equinox Report, that Poland squeezes in among the big fish. With series, film sagas of several instalments, and even Animes, Poland enjoys healthy and diverse streaming production that achieves high results in several territories. 19M views come from Poland in January, and this month is not exceptional.

4/ Genres like Drama and Action, when Made in Europe, tend to travel well If you're producing these types of genres, know that titles from this month, like "Troll" and "Narvik", from Norway, "The Lying Life of Adults", "La scuola cattolica" and "Fortunata", from Italy, "Totenfrau" from Austria, and "Sexyfy"

SARAH CALDERÓN
CEO



CELIA FUMANAL
INNOVATION DIRECTOR



from Poland, achieve top performing figures. All European productions in all five markets in January bring 464M views to Netflix and 60M views to Amazon, on average, 23% of the viewing in top 100 is European, and the figure goes up to 30% in Spain and France.

5/ New break-even metrics lead the reports to investors. In this January report, we will see how subscribers' growth is no longer the leading metric for investors; they want to break even in terms of production costs and not lose clients. Europe is determined to serve both objectives. Cheaper and local is music to streamers' ears. Other metrics must also be borne in mind, like churn rates, engagement per episode, audience size, longevity and travelability - We dive into some of these concepts in our EQUINOX reports.

6/ A handful of giant streamers produce and buy European content of all sizes. The presence of HBOMax in Spain and the constant fight of Prime Video to avoid remaining in the picture as a mere underdog favour all types of productions. Independent films like "Cinco Lobitos", "Objetos", "En los Márgenes" and many more perform quite well thanks to the presence of several giants in each market.

If you're working along these lines, you're about to discover 2023's streaming wars, a fascinating changing era. Know the data, get more knowledge, grasp the power.

Enjoy your reading, and go knocking on new ambitious doors,

Your analysts, Celia, Lola, Juliana and Sarah.

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



IT WAS NOT A QUESTION OF INTEREST, BUT ACCESSIBILITY

BY ELENA NEIRA



Every new Think Data report becomes an objective demonstration of how much audiovisual consumption has changed thanks to the boost of streaming platforms. Promoting European content has been part of several European Union action plans since early 2010. At the beginning, however, EU policies were not effective in promoting normalization of the consumption of productions from our European neighbors. The perception was that the audience was difficult to attract and retain. This indirectly reduced the ambitions of many projects and made sales for distribution in other countries assume this extra difficulty without aiming for greater market coverage.

With the arrival of platforms on the continent, the picture has substantially changed. According to data from the latest European Audiovisual Observatory, the travelability of European content between EU

countries has increased significantly. The fact that local productions are having this 'momentum' is also a direct consequence of the platforms' faith in local originals due to their double effectiveness. On the one hand, to capitalize on the relevance of the platforms' content among local audiences. On the other, to offer notably different content that serves as a counterpoint to the mainstream Hollywood menu.

Cross-border successes are no longer merely anecdotal. Just take this: in January, Netflix's Spanish originals "Machos Alfa", "Sky Rojo" and "La chica de Nieve" surpassed 92 million views in all markets analyzed. This is no coincidence. The glocal offer has become an alternative in homes, and it now coexists with traditionally hegemonic content in a very organic way. It is the consequence not only of telling good stories, but also of promoting them in the style of North American

productions, breaking down the psychological barriers that may be posed by issues such as language, locations or an unknown cast.

This phenomenon does not seem likely to run out of steam in the near future. Quite likely the opposite. The new European regulation increases the legal pressure on platforms to have an abundant assortment of original European production. This requirement can only lead to a greater demand for European-flavored stories and to be more efficient in production and distribution.

Any prejudice that the European viewer may have had has been totally erased by the accessibility that the platforms are offering.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	The Pale Blue Eye	Netflix	Drama	5.404
2	Knives Out 2	Netflix	Comedy	4.436
3	Kampen om Narvik - Hitlers første nederlag	Netflix	Drama	2.155
4	Matilda	Netflix	Family & Kids	2.054
5	Los renglones torcidos de Dios	Netflix	Thriller	2.002
6	Monster Hunter	Netflix	Drama	1.903
7	Top Gun: Maverick	Amazon	Drama	1.654
8	Dog Gone	Netflix	Drama	1.650
9	White Noise	Netflix	Drama	1.612
10	You People	Netflix	Comedy	1.560
11	Knives Out	Amazon	Comedy	140
		Netflix	Comedy	1.261
12	7 donne e un mistero	Netflix	Comedy	1.334
13	Jung_E	Netflix	Drama	1.305
14	The Seville Communion/The Man from Rome	Amazon	Action	1.225
15	The Dead Don't Die	Netflix	Documentary	1.206
16	S.W.A.T.: Firefight	Netflix	Action	1.164
17	Stillwater	Netflix	Drama	1.154
18	Pokémon Detective Pikachu	Netflix	Comedy	1.129
19	Shotgun Wedding	Amazon	Comedy	1.099
20	Chaos Walking	Netflix	Sci-Fi	1.067
21	Pinocchio	Netflix	Animation	1.023
22	The Mule	Netflix	Drama	1.017
23	Christmas Under Wraps	Netflix	Comedy	978
24	Black Adam	HBO Max	Sci-Fi	962
25	Puss in Boots	Netflix	Animation	960
26	Ma	Netflix	Drama	957
27	13 Going on 30	Netflix	Comedy	947
28	Yesterday	Netflix	Comedy	760
29	Godzilla: King of the Monsters	Netflix	Sci-Fi	723
30	Geostorm	Netflix	Sci-Fi	684
31	The Hatchet Wielding Hitchhiker	Netflix	Documentary	665
32	Un Natale in famiglia	Netflix	Comedy	653

SHOWING 32/100 - [See complete chart here](#)

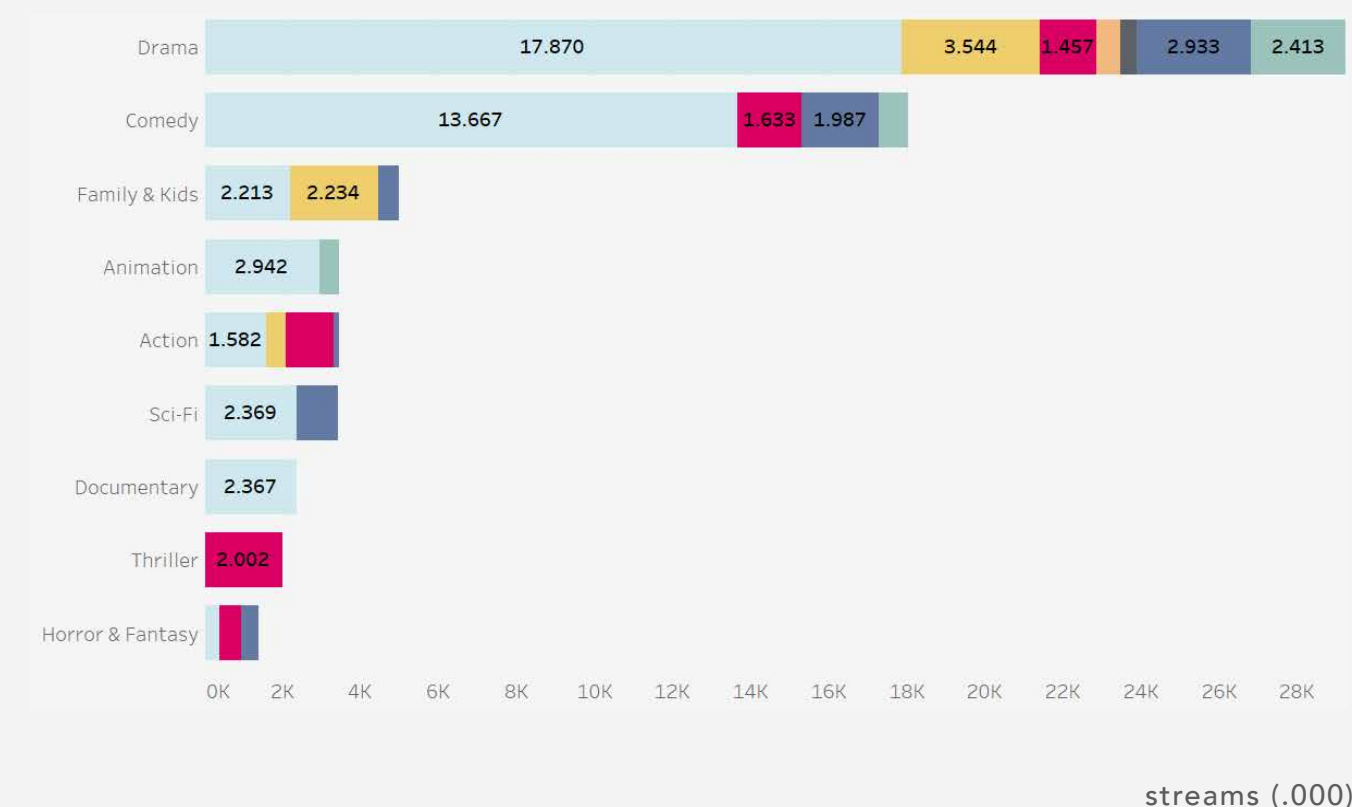
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



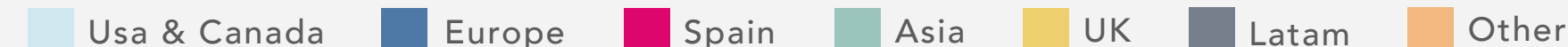
THE SPANISH MARKET BECOMES THE GOAT! (THE GREATEST OF THEM ALL)

In our last report, we already spotted how Spain surpassed France and now, in January 2023, we can confirm that Spain is the biggest market in the five analysed countries. Can you guess why? On November 10th, Netflix stepped on the gas and launched its ad-supported tier, "Basic with Ads" including Spain amongst the test markets. Since Wall Street changed its key metrics and the way it evaluates the value of streaming companies, SVOD companies had to adapt to the difficulty of breaking even and keeping subscribers. Are the new metrics helping them grow their stock market index? (NASDAQ Composite) Subscriber figures are not the most important thing now, ARPU (Average Revenue Per User), churn rate, time spent on the platform and ROI (Return on Investment) are supposed to be the stock index.

THE HIGHEST SHARE THIS MONTH GOES UNDOUBTEDLY TO USA & CANADIAN PRODUCTIONS

With 65% of streams and 60% of the catalogue, movies like "The Pale Blue Eye" and "Knives Out 2" give North American films one of their highest shares ever recorded. The former assembled an astonishing cast (Christian Bale, Harry Melling, Gillian Anderson, Lucy Boynton, Charlotte Gainsbourg) and the latter has now collected 45M views in all markets, going directly to # 6 of most-watched movies ever recorded by our data.

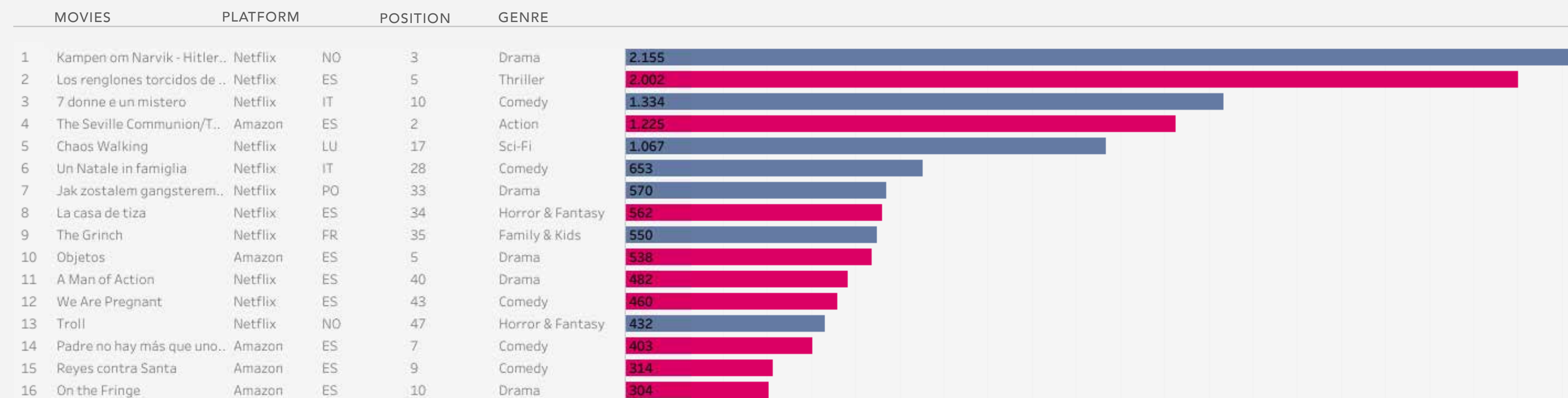
PRODUCTION COUNTRIES:



SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

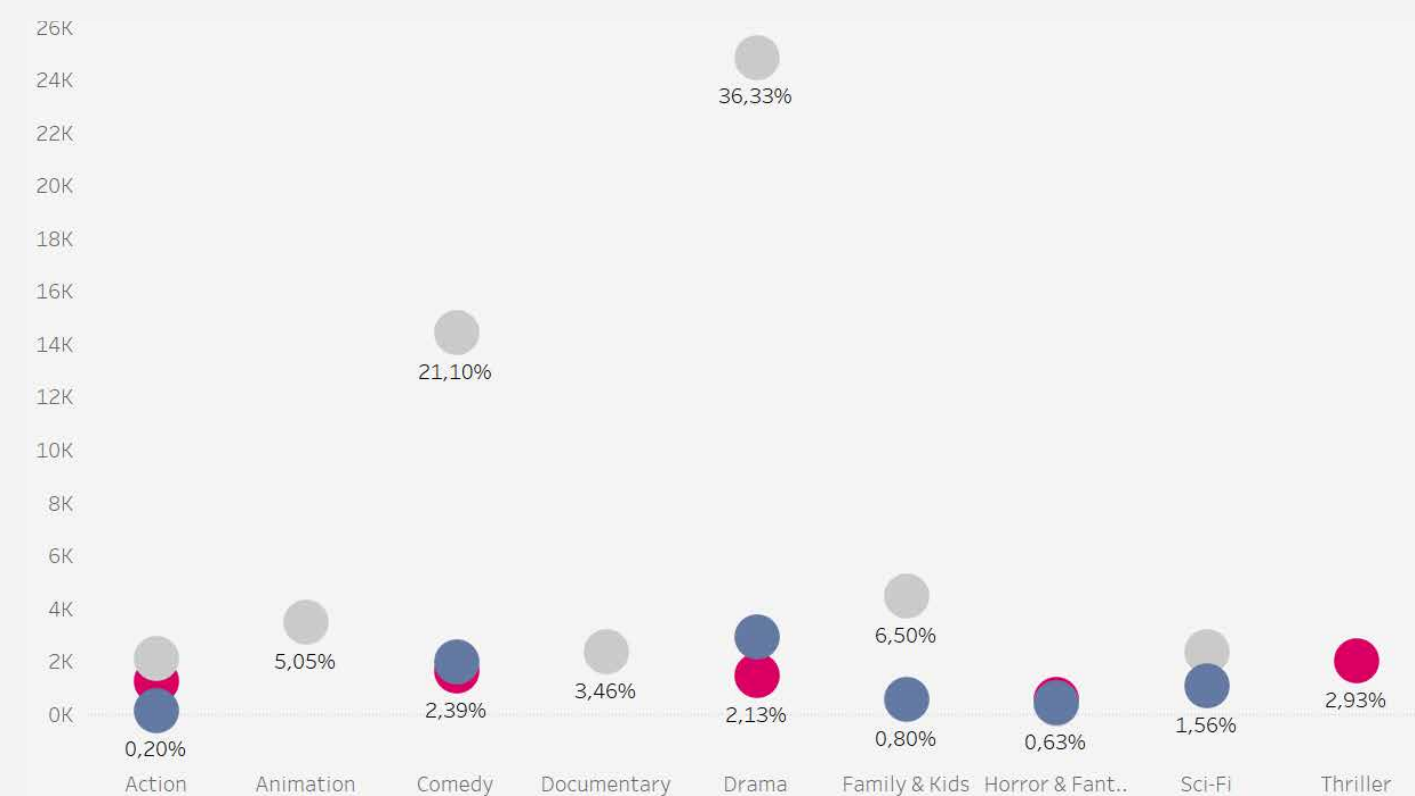
NETFLIX - AMAZON



SHOWING 16/24 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

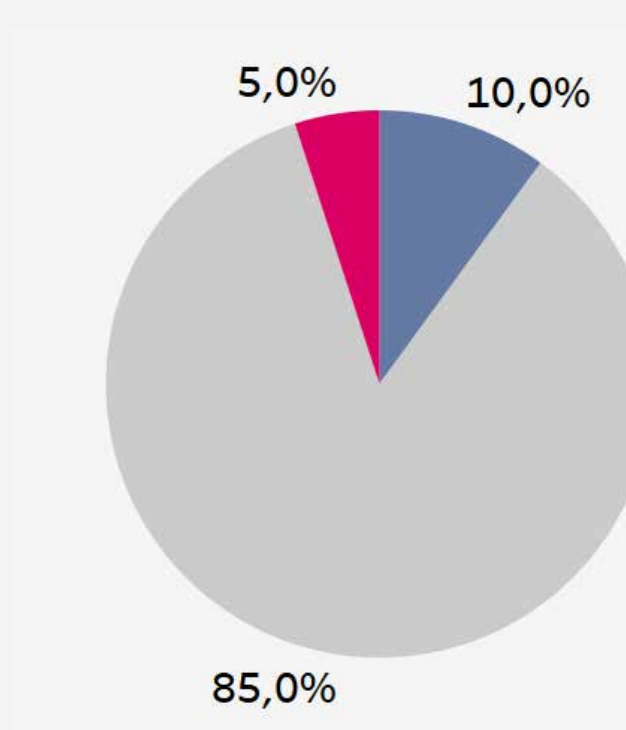


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	1	1
Comedy	2	5
Drama	3	4
Family & Kids	1	
Horror & Fantasy	1	1
Sci-Fi	1	
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



SMALL SPANISH PRODUCTIONS HAVE SHAPED THE EUROPEAN CHARTS

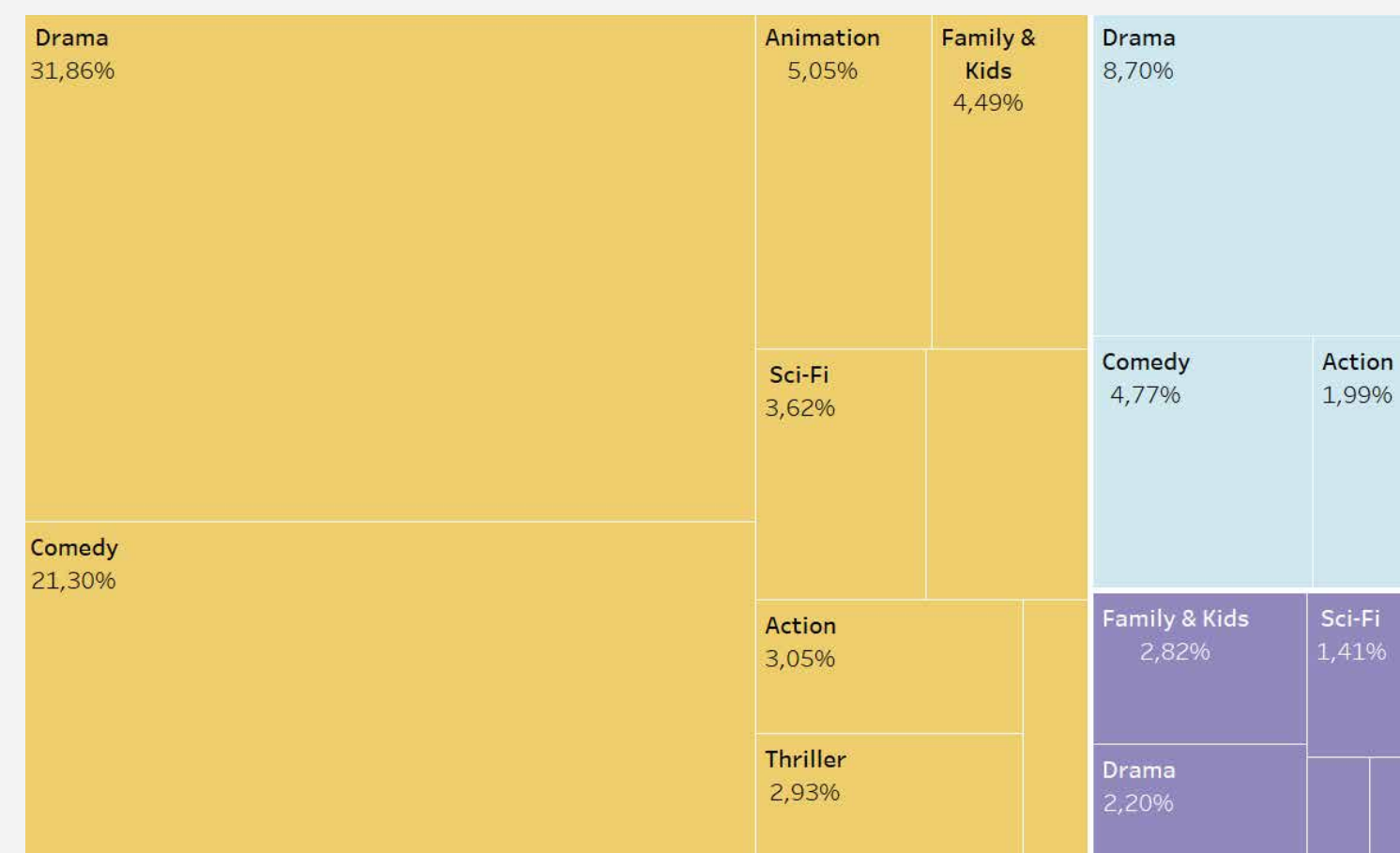
The presence of "Objetos" (538K), "Reyes contra Santa" (314K), "On the Fringe" (304K) and "Cinco Lobitos" (134K) makes January a great month for indie films in the Spanish market. On another note, "Los Renglones Torcidos de Dios", already strong last month, produced by Nostromo Pictures, Atresmedia Cine and Filmayer, and distributed by Warner Bros, has collected 8M in just two months, becoming the second local most-watched movie according to our data.

NORWEGIAN PRODUCTIONS ARE HERE TO STAY

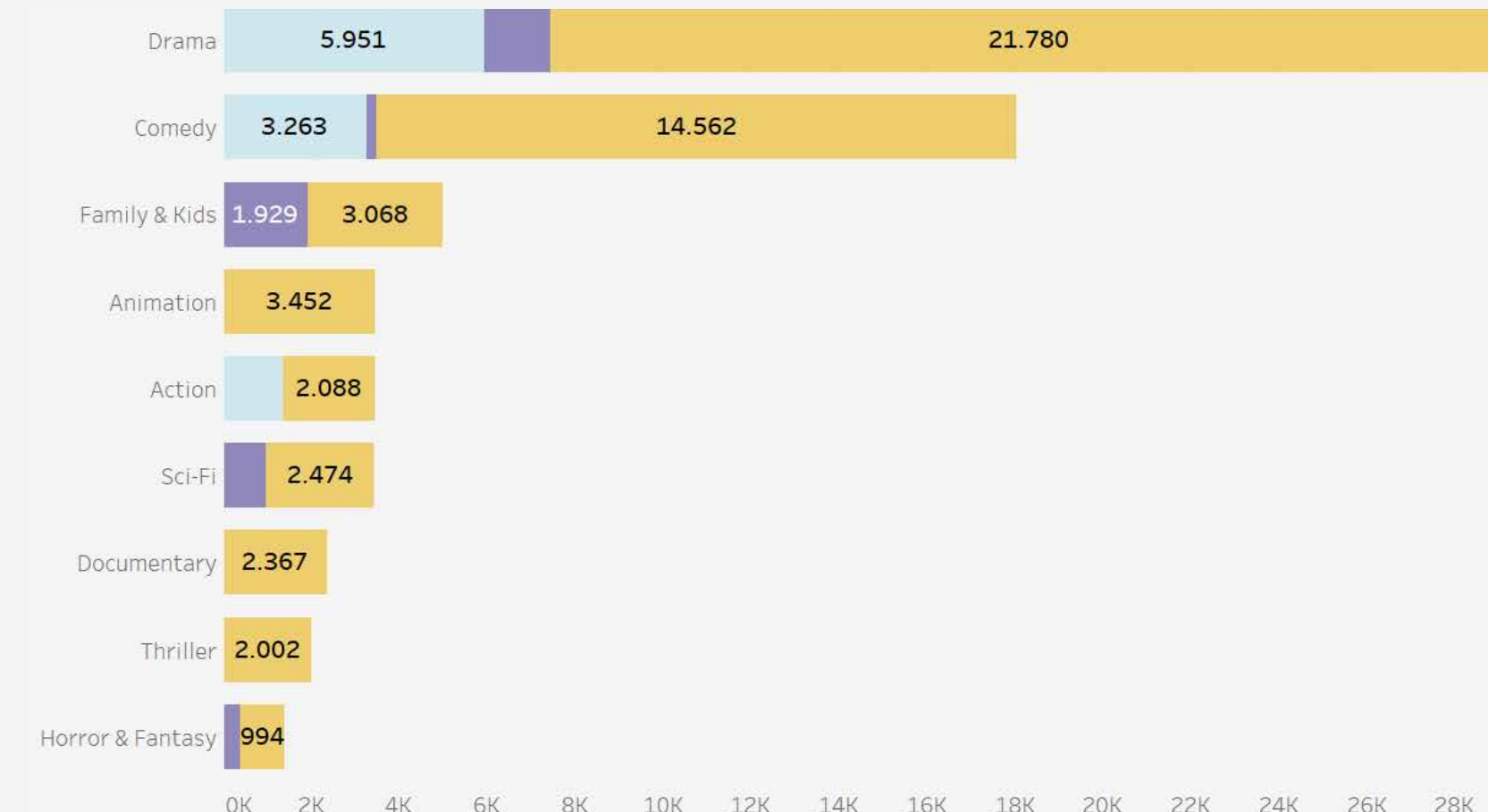
It's no secret that Scandinavian productions are on the rise. In the last couple of years, they have received critical acclaim, a great number of nominations and millions and millions of views on the streaming channel. This month, Norwegian movies are representing the North European team with a couple of titles in the Spanish market. "Narvik" (2.1M) had its local premiere on December 25, 2022, where it got over 400,000 cinema visits to become the most-watched Norwegian film from 2022. In its second window, it became the most watched non-English content in the last week of January, collecting 37M hours of viewing. "Troll", the amazing Norwegian surprise that broke last year's record in only one month keeps adding streams - 25.7M in all markets. To round things off, "Terremoto", collected almost 3M views in the Spanish market.

SPAIN 100 MOVIES | SVOD PLATFORMS

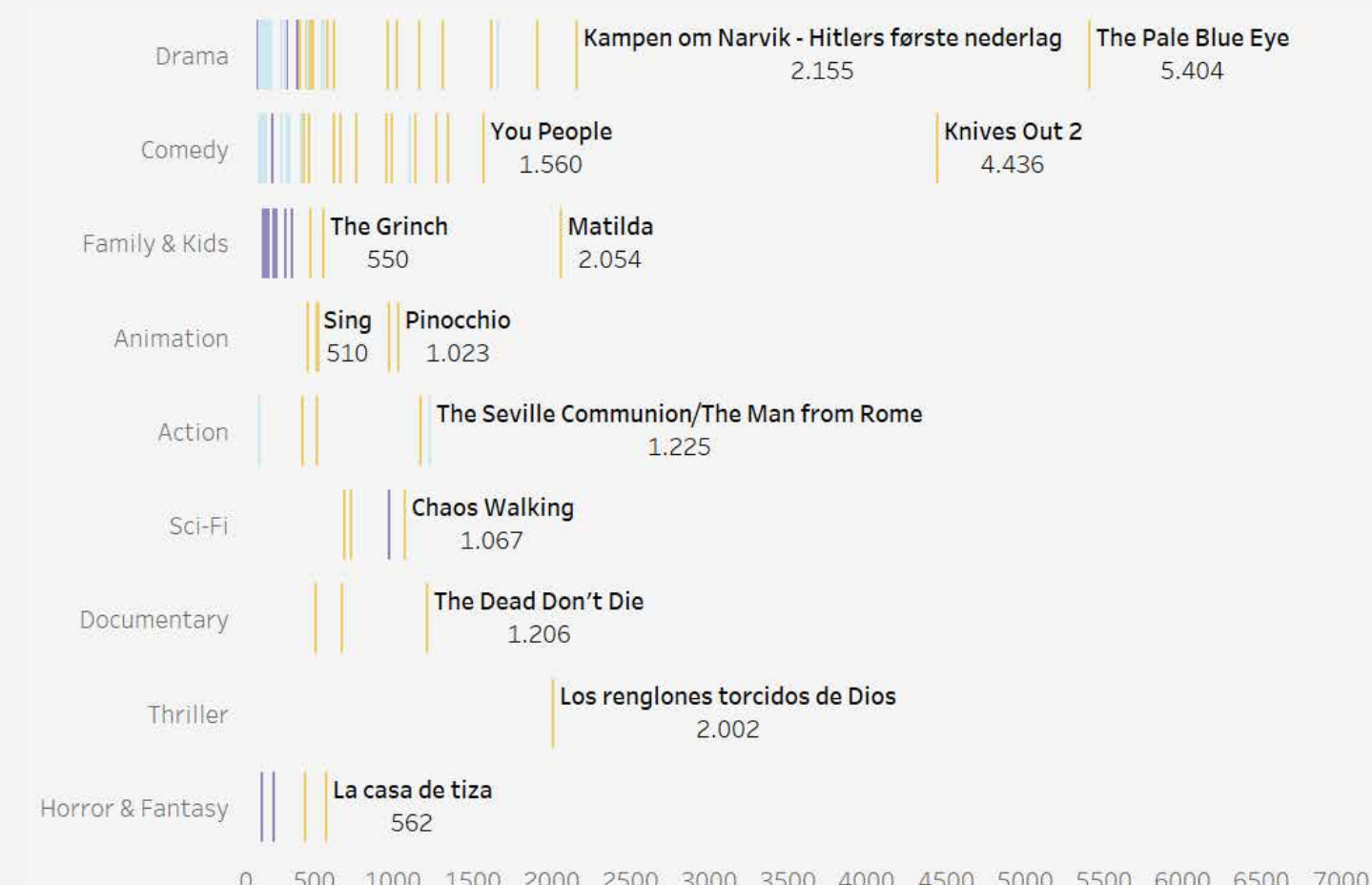
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

IS AMAZON CHANGING ITS STRATEGY CONTENT IN SPAIN?

This month, a lot of local indie movies have landed on the charts, and they have, all together, taken an important piece of this month's cake. What do they have in common? None of them is streamed on Netflix. "The Man from Rome" or "The Seville Communion" gathered 1.2M views. Going directly to the local Top #15, the very popular Thriller on Amazon "Objetos", distributed firstly theatrically by Filmax, got 538K. "Reyes Contra Santa", by Morena Films, collected 1.3M views and has become the 10th most popular local movie on Prime. "On the Fringe" ("En los Márgenes"), which was also co-produced by Penélope Cruz and Morena Films reached 304K views. Last but not least, "Cinco Lobitos" in its second month on the charts, has now reached 362K views on HBO Max. Not all of them received a nomination for this year's Goya Awards, but some of the smallest and indie films on this list did.

They all together accounted for over 1M streams on Jeff Bezos' company. Prime Video seems to have stepped out of its strategy line in Spain, where it usually bets on very commercial comedies like "Voy a pasármelo bien" and "Padre No Hay Más que Uno". Is this just an exception or is Koro Castellano, the header of Amazon Prime Spain, bent on sailing other seas?

NETFLIX AND HBO MAX EXPAND SLIGHTLY IN SPITE OF AMAZON

However, and despite the wonderful news, Prime Video lost a couple of share points, although nothing too alarming. Therefore, Netflix and HBO grew slightly in comparison with last month, gathering 81.4 and 1.7 percent of total share respectively.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

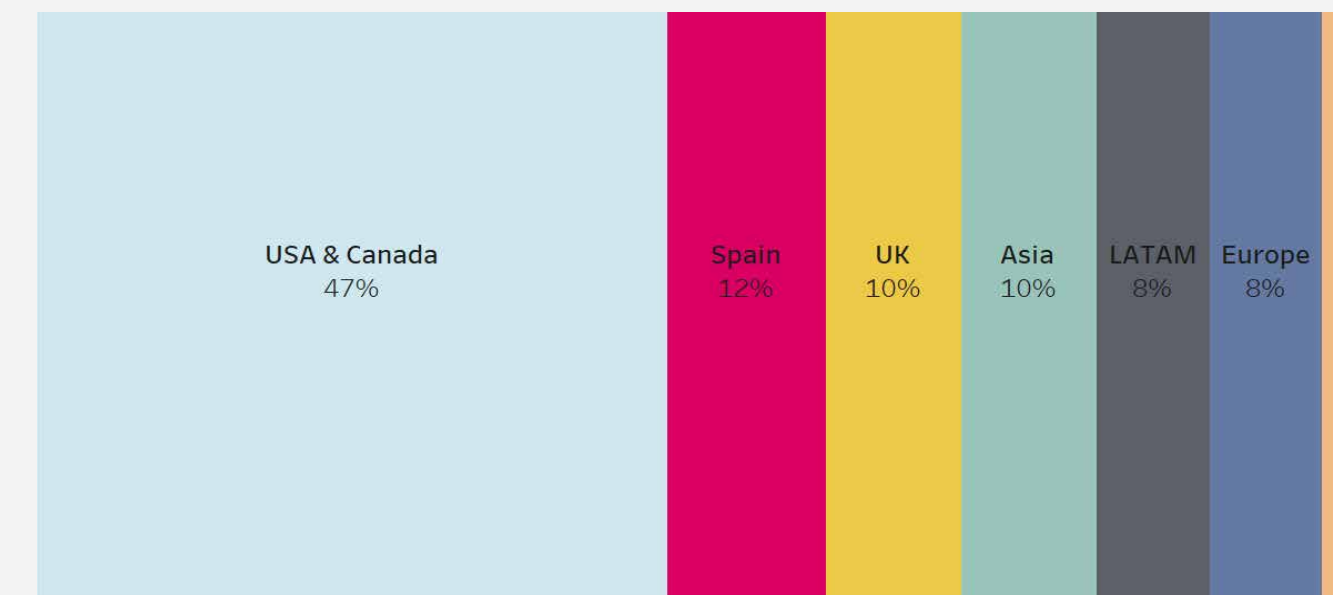
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Machos Alfa	Netflix	Comedy	67.737
2	La Reina del Sur	Netflix	Drama	37.213
3	Sky Rojo	Netflix	Drama	33.057
4	Emily in Paris	Netflix	Comedy	27.358
5	Jigsaw	Netflix	Drama	24.778
6	Ginny & Georgia	Netflix	Comedy	24.036
7	The Big Bang Theory	HBO Max	Comedy	18.340
8	Wednesday	Netflix	Family & Kids	17.493
9	La chica de nieve	Netflix	Thriller	16.843
10	Alice in Borderland	Netflix	Animation	16.651
11	Vikings: Valhalla	Netflix	Drama	14.173
12	Friends	HBO Max	Comedy	13.470
13	Totenfrau	Netflix	Drama	10.863
14	The Scent of Passion	Netflix	Drama	9.056
15	PAW Patrol	Netflix	Animation	8.029
16	Olhar Indiscreto	Netflix	Drama	6.933
17	Sexify	Netflix	Comedy	6.436
18	The White Lotus	HBO Max	Comedy	6.193
19	Hasta que la plata nos sep..	Netflix	Comedy	5.844
20	Game of Thrones	HBO Max	Drama	5.834
21	The Recruit	Netflix	Drama	5.786
22	Smiley	Netflix	Comedy	5.672
23	The Office	Amazon	Comedy	2.239
		Netflix	Comedy	3.386
24	Les Combattantes	Netflix	Drama	5.338
25	The Amazing World of Gu..	HBO Max	Family & Kids	5.012
26	Blood Ties	Netflix	Drama	4.854
27	Treason	Netflix	Drama	4.795
28	The Queen of Flow	Netflix	Drama	4.662
29	The Glory	Netflix	Drama	4.643
30	The Witcher: Blood Origin	Netflix	Action	4.533

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

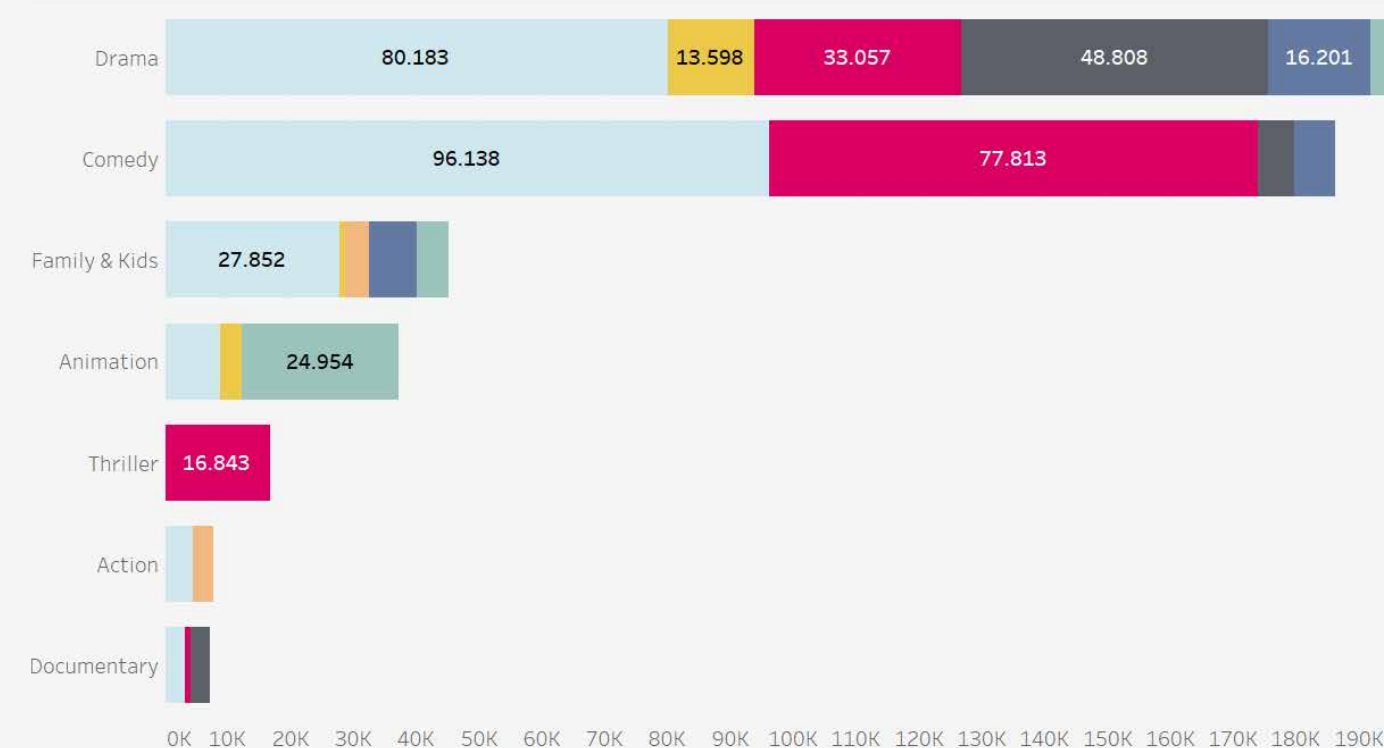
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



AN INCREASE IN CONSUMPTION BENEFITS NON-AMERICAN CONTENT

This month, Spanish Top100's most-watched content has 150M more streams than in October, the last month before Netflix launched its ad-supported tier, "Basic with Ads". Those extra streams have been assigned to non-American content, making USA & Canada productions lose 20 points of share in comparison with last month, where "Wednesday" brought North American productions to their top share.

Local streams seize upon the lost share, but other markets took advantage of the situation too. 25.9% of the share belongs to Spanish productions, thanks mainly to "Machos Alfa" (67.7M), "Sky Rojo" (33M) and "La Chica de Nieve" (16.8M). LATAM picked up 11.6% with telenovelas "La Reina del Sur" (37.2M), "Hasta que la Plata nos Separe" (5.8M) and "Olhar Indiscreto" (6.9M), one of the most successful Brazilian productions. Asia made its presence felt with "Alice in Borderland" (16.6M), an anime based on Manga content which you can learn more about in France's Hot Title from the December report, which was then, already, very successful. European series got a piece of the cake too, with "Totenfrau" (10.8M) and "Sexify" (6.4M).

SPAIN 100 SHOWS | EUROPEAN FOCUS

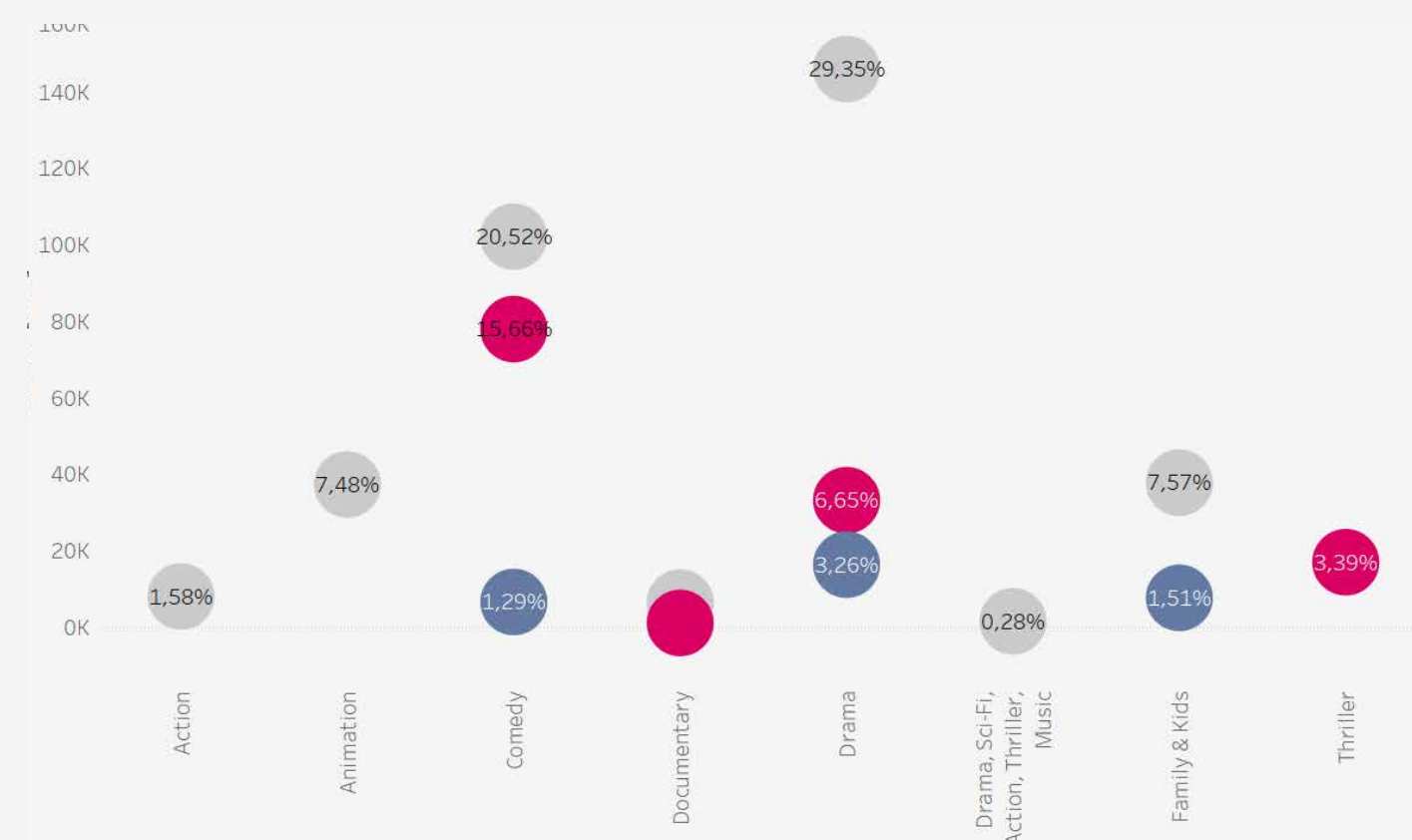
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION	GENRE	
1	Machos Alfa	1	Netflix	ES	1	Comedy	67,737
2	Sky Rojo	3	Netflix	ES	4	Drama	22,439
		2	Netflix	ES	21	Drama	5,185
		1	Netflix	ES	19	Drama	5,433
3	La chica de nieve	1	Netflix	ES	8	Thriller	16,843
4	Totenfrau	1	Netflix	AT	10	Drama	10,863
5	Sexify	2	Netflix	PO	49	Comedy	3,129
		1	Netflix	PO	43	Comedy	3,306
6	Smiley	1	Netflix	ES	17	Comedy	5,672
7	Les Combattantes	1	Netflix	FR	20	Drama	5,338
8	Grizzly and the Lemmings	1	Netflix	FR	32	Family & Kids	3,955
9	Booba	5	Netflix	RU	37	Family & Kids	3,557
10	La que se avecina	13	Amazon	ES	3	Comedy	2,582
		9	Amazon	ES	12	Comedy	1,220
11	FC Barcelona: A New Era	1	Amazon	ES	11	Documentary	1,448
12	Aída	9	Amazon	ES	13	Comedy	1,401

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

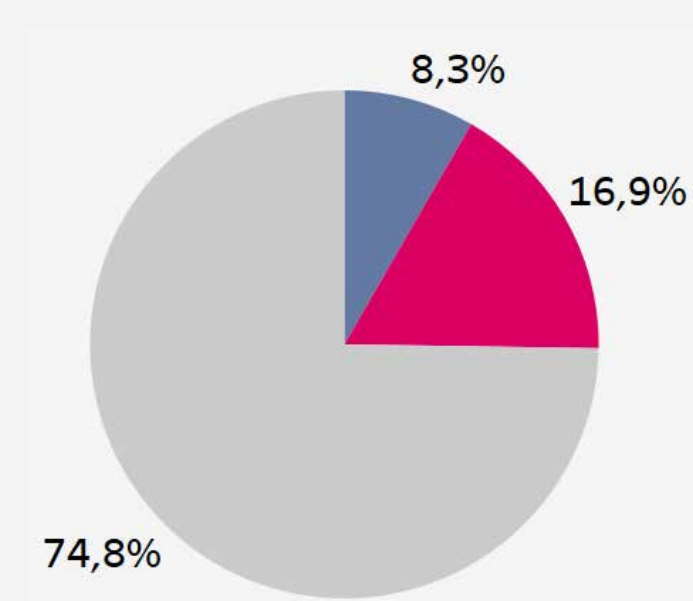


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Comedy	1	4
Documentary		1
Drama	2	1
Family & Kids	2	
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



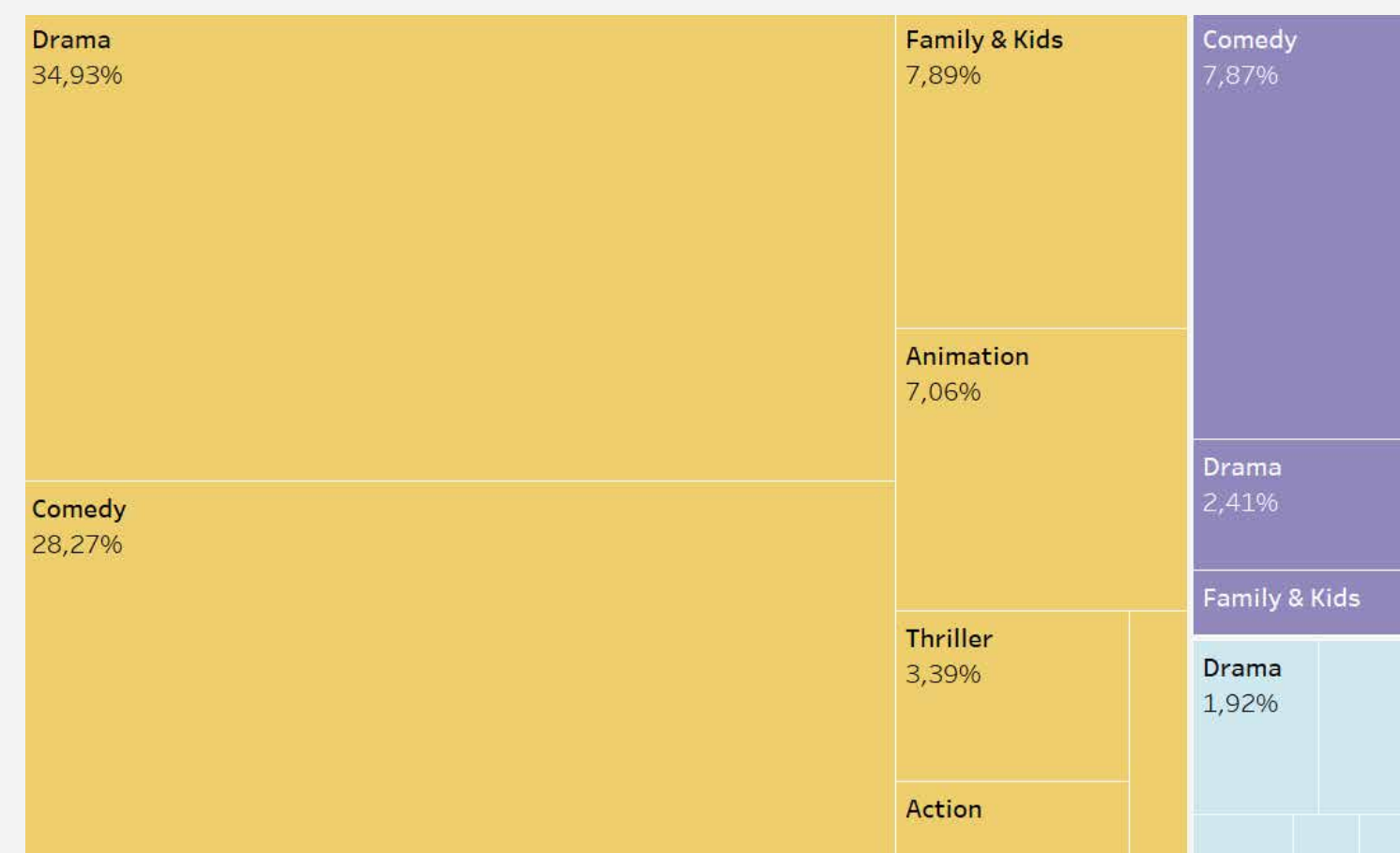
EVEN MORE GOOD TIMES FOR SPANISH SHOWS

That 25.9 percent of local share hasn't been that high since September 2021, when the last season of "Money Heist" and the second season of "Valeria" were released. Actually, "Money Heist" and "Machos Alfa" are only a few streams away from each other. But "Machos Alfa" did not eclipse the performance of "Sky Rojo" and "La Chica de Nieve". The third and final season of the self-described "Latin pulp" ended with an approval rating of 92% based on 13 reviews in Rotten Tomatoes, traveling pretty well in all the other markets (61M) except for the UK. For its part, the true-crime-led-by-a-woman "La Chica de Nieve" won almost half of the streams that "Sky Rojo" had (31.1m), collecting more than 100M hours viewed worldwide according to Netflix. This shows the continued importance of bestseller books as one of the primary sources of inspiration for film and television.

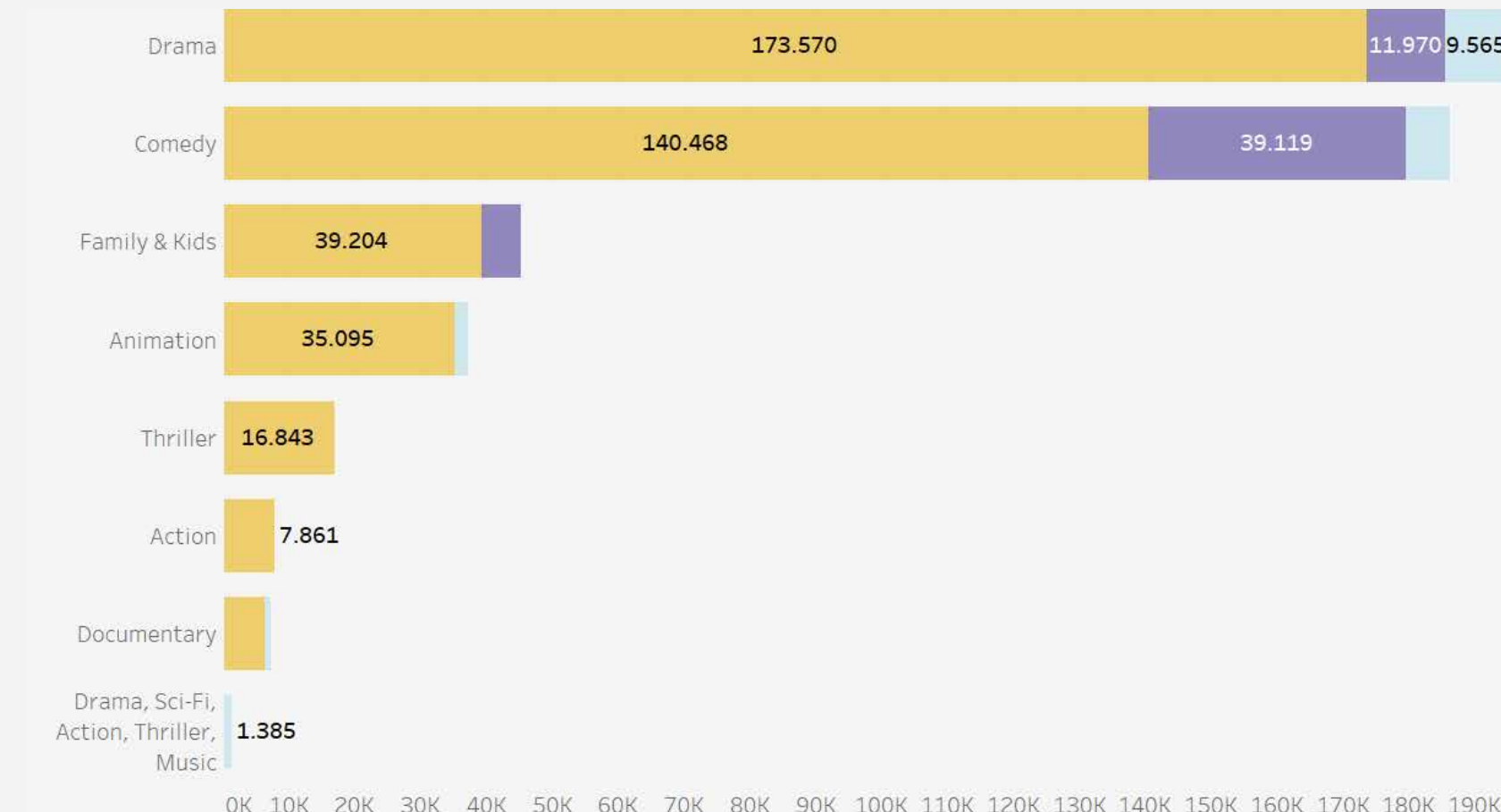
Special mention must be made of two European shows this month: Austrian drama "Totenfrau", a show based on the novel of the same name (we told you!) that had its first window in ORF, the Austrian national public broadcaster. On the other hand, the Polish sex comedy "Sexify" follows two friends who are trying to develop an AI to help people with a clitoris to reach orgasm. The first show got 34.9M in all markets and the latter 31.2M.

SPAIN 100 SHOWS | SVOD PLATFORMS

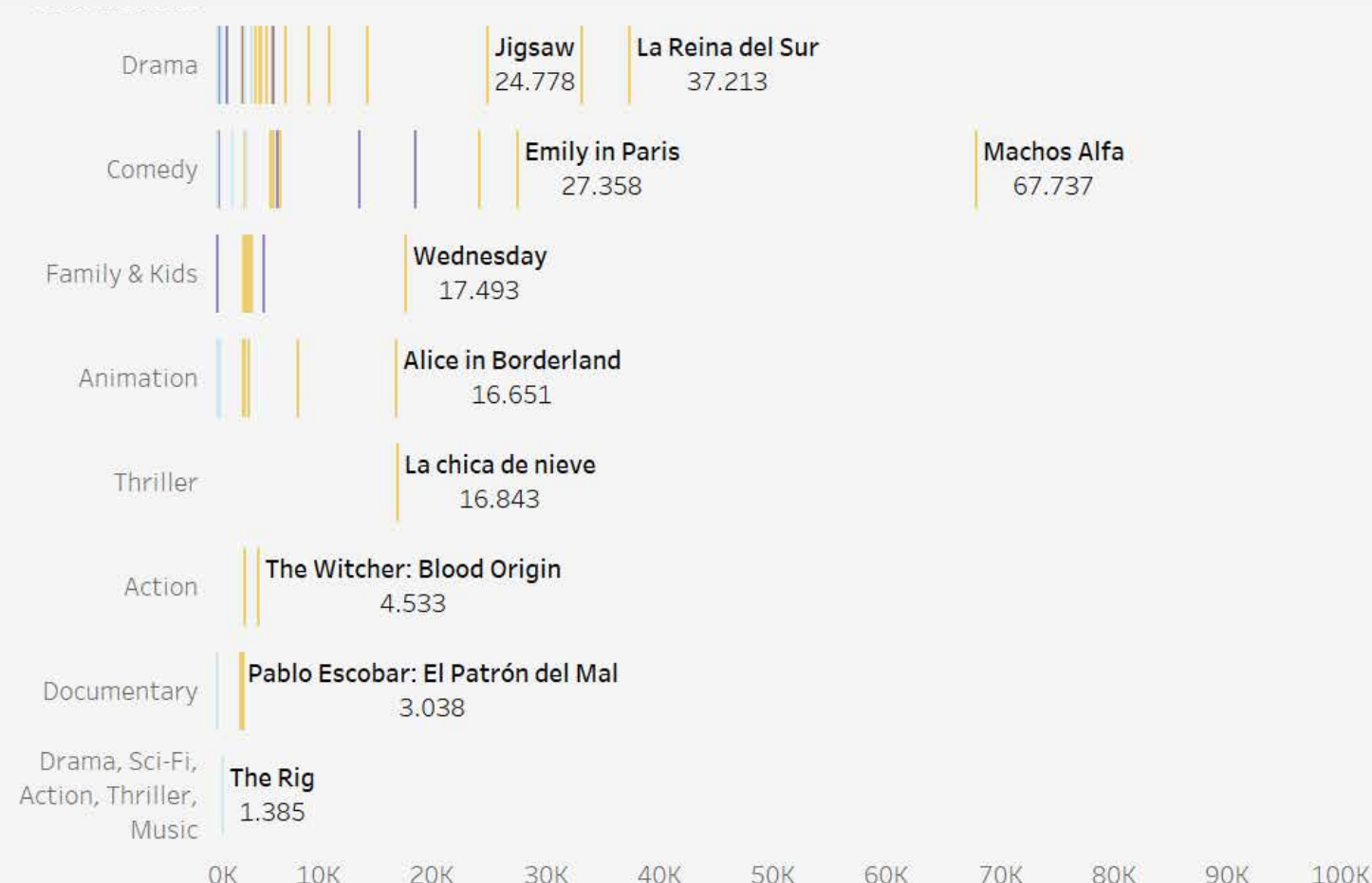
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

“THE LAST OF US” IN HBO MAX’S GAME AND THE NEXT IP’S MINE

“The Witcher”, “Arcane”, “Cyberpunk: Edge Runners”, “Resident Evil”, “Sonic The Hedgehog”, “Uncharted” ... Since Think Data has been available, we’ve seen a lot of game adaptations in our charts. That’s why we think we can confidently say that gaming is probably becoming the comic of the 2020s, the new IP mine. Why?

Games have been in the market of entertainment long enough to both generate certain nostalgia for older players and create a type of history of games for young audiences who seek to engage with something that has a track record. Visual effects have gotten better - but more importantly, production after production, writers also get better at adapting scripts. This is why it should come as no surprise that HBO Max is launching this content. “The Last of Us”, the game, offers a character-driven story with a great emotional complexity that makes total sense with HBO Max’s current strategy: an extensive subscribers-driven strategy that also maintains its core philosophy: that is to say, providing shows with a great screenplay.

So far, “The Last of Us” (#43) has gotten 3.3M views in Spain and 4.3M in France (#26), where HBO Max has decided to sell the rights of the show to Amazon so the French audience could enjoy the show. Will “The Last of Us” climb the ladder? We can’t wait to see what the future months show us.

HOT CONTENT IN SPAIN

LOLA RODRÍGUEZ
DATA SPECIALIST



“ALPHA MALES” IS THE OLDEST TRICK IN THE BOOK

The N company’s local content strategy is one of the key factors that we’re witnessing. Every month, there are important local highlights that give good reasons to subscribers to experience belonging and stay. In these last couple of years, one of the most important strategic shifts has been when Wall Street decided to try to better understand the streaming business. Before that, the Wall Street machinery considered that subscriber growth was all that mattered. The streaming business was certainly in its growth stage and was basically monopolized by Netflix - so everything was far beyond cool. Then, a lot of new SVOD services came into the game and the pandemic happened. The markets were investing so much without having any, - or having very little - profit, and Wall Street decided that streaming companies needed to be more profitable: the challenge was now about keeping subscribers, and ultimately breaking even.

So, what is this new Netflix strategy? And, more importantly, how can Netflix increase its profitability? The company based in Los Gatos is available in almost every country on Earth. To be precise, the video-on-demand service is present in more than 190 (China, North Korea or Syria are not included in this figure). So no, an international market expansion strategy is not possible anymore - it’s more than achieved. The only way Netflix can increase its benefit - and also given the intense competition the market has been getting in the last couple of years - is by cutting down

its account prices and getting more clients in the markets they are already in.

But what does this all have to do with “Alpha Males”, you wonder. I’ll tell you: “Alpha Males” is not just regular programming or even good-time programming. The siblings Alberto and Laura Caballero, the creative minds behind life-time flagship shows in linear TV, “La Que Se Avecina” and “Aquí No Hay Quién Viva”, are probably one of the most sought couples in the Spanish show industry, and happen to be the writers behind “Alpha Males”. The show has been 8 weeks in the Top #10 in Spain and it has collected no more and no less than 67.7M views in its local market thanks to a story that challenges masculinity with the characteristic comedy touch that the two siblings have. To give you a headline and put you in perspective, “Alpha Males” is kind of a local “Wednesday”, the kind of content that the new Netflix Co-CEOs want for the company every single week .

Netflix’s Spanish series hit almost 26% of local share. This figure hasn’t been that high since September 2021, when the last season of “Money Heist” and the second season of “Valeria” were released. Actually, “Money Heist” and “Machos Alfa” are only a few streams away from each other. So, yes. “Alpha Males” localness comes at the perfect moment: when Netflix’s lower-priced ad-supported plan was launched, and in parallel account sharing was

prohibited. Netflix needed some strong content to make people stay. Since “Basic with Ads” came out, the Top #100 most-watched show experienced an increase of 43% in the number of streams, passing through French and German markets and becoming, with just 6M views, the greatest market in all five, surpassing the UK. “Alpha Males” has been a lure for new subscribers, as well as the “Basic with Aids” plan, so password-sharing politics won’t hit that hard.

In the second week of February, the end of free Netflix password sharing had begun. The streaming service began rolling out a system that charges fees for “extra member” sub-accounts when people outside a given household use the same membership, launching in Canada, New Zealand, Portugal and, of course, Spain. This strategy is just as old as a business goes but it might work: Spaniards have gotten so used to having Netflix and appreciate so much their beloved local content; they have become so addicted, that maybe the trick makes sense, cause it’s really great timing to end that generational love language that kept friends, families and partners together.

In case you were wondering. Naturally, it has been announced that “Alpha Males” will have a second season. Is this show the start of a new series of collaborations between Alberto and Laura Caballero and Netflix? Can other linear TV channels keep enjoying their talent as they did before streamers were on? We can’t wait to see.

ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

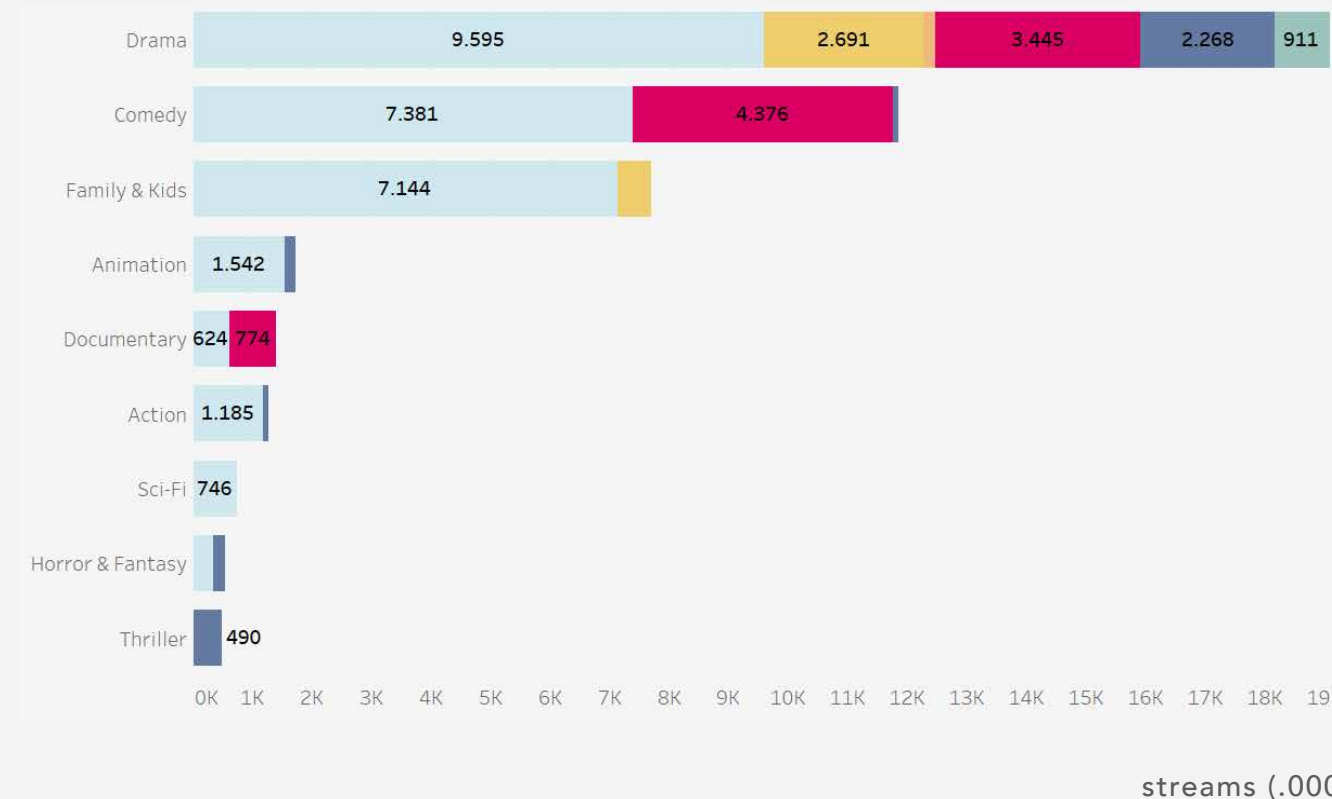
	MOVIES	PLATFORM	GENRE	STREAMS
1	The Pale Blue Eye	Netflix	Drama	3.317
2	Knives Out 2	Netflix	Comedy	2.826
3	La scuola cattolica	Netflix	Drama	1.777
4	Kampen om Narvik - Hitler..	Netflix	Drama	1.460
5	You People	Netflix	Comedy	1.115
6	Harry Potter and the Half-Blood Prince	Amazon	Family & Kids	129
7	White Noise	Netflix	Drama	1.080
8	Harry Potter and the Sorc..	Netflix	Family & Kids	1.042
9	Harry Potter and the Cha..	Netflix	Family & Kids	983
10	Dog Gone	Netflix	Drama	973
11	Harry Potter and the Order of the Phoenix	Amazon	Family & Kids	121
12	Harry Potter and the Deathly Hallows: Part 1	Netflix	Family & Kids	106
13	Harry Potter and the Pris..	Netflix	Family & Kids	956
14	Jung_E	Netflix	Drama	911
15	Harry Potter and the Deat..	Netflix	Drama	891
16	Harry Potter and the Gobl..	Netflix	Family & Kids	816
17	Fortunata	Netflix	Drama	813
18	Lamborghini: The Legend	Amazon	Drama	809
19	Knives Out	Netflix	Comedy	800
20	Shotgun Wedding	Amazon	Comedy	728
21	Cetto c'è senzadubbiame..	Netflix	Comedy	624
22	Ophelia	Netflix	Drama	596
23	The Immortal	Netflix	Drama	563
24	Matilda	Netflix	Family & Kids	558
25	Mystic River	Netflix	Drama	557
26	Aloha	Netflix	Comedy	550
27	Un Natale in famiglia	Netflix	Comedy	529
28	Aquaman	Netflix	Action	513
29	All Quiet on the Western F..	Netflix	Drama	509
30	Coco Before Chanel	Netflix	Drama	491

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



PRODUCTION COUNTRIES: Usa & Canada Europe Italy Asia UK Other

DRAMA RISES OUT OF THE ASHES, COLLECTING 41% OF STREAMS

In Italy, the battle for first position has always been a toss-up between Action and Comedy. But not this month! Drama doubled its figure for last month and achieves its highest share since we have had data, which is, as well, the highest share ever collected by a genre in the Italian market! So, yeah - It's a blast! Also, everyone contributes to it: "The Pale Blue Eye", a USA production, was the most streamed movie of the genre during the month with 3.3M views. "La scuola cattolica", the movie based on the novel of the same name, winner of the Premio Strega 2016, which is about the Circeo massacre, collected 1.7M streams. The UK adaptation of "White Noise", the novel by Don DeLillo, got 1M views. Finally, Asia handed over "Jung_E" (911K) the riveting sci-fi action-drama from director Yeon Sang-ho.

ONE YEAR LATER, FAMILY & KIDS CONTENT BROKE ANOTHER RECORD

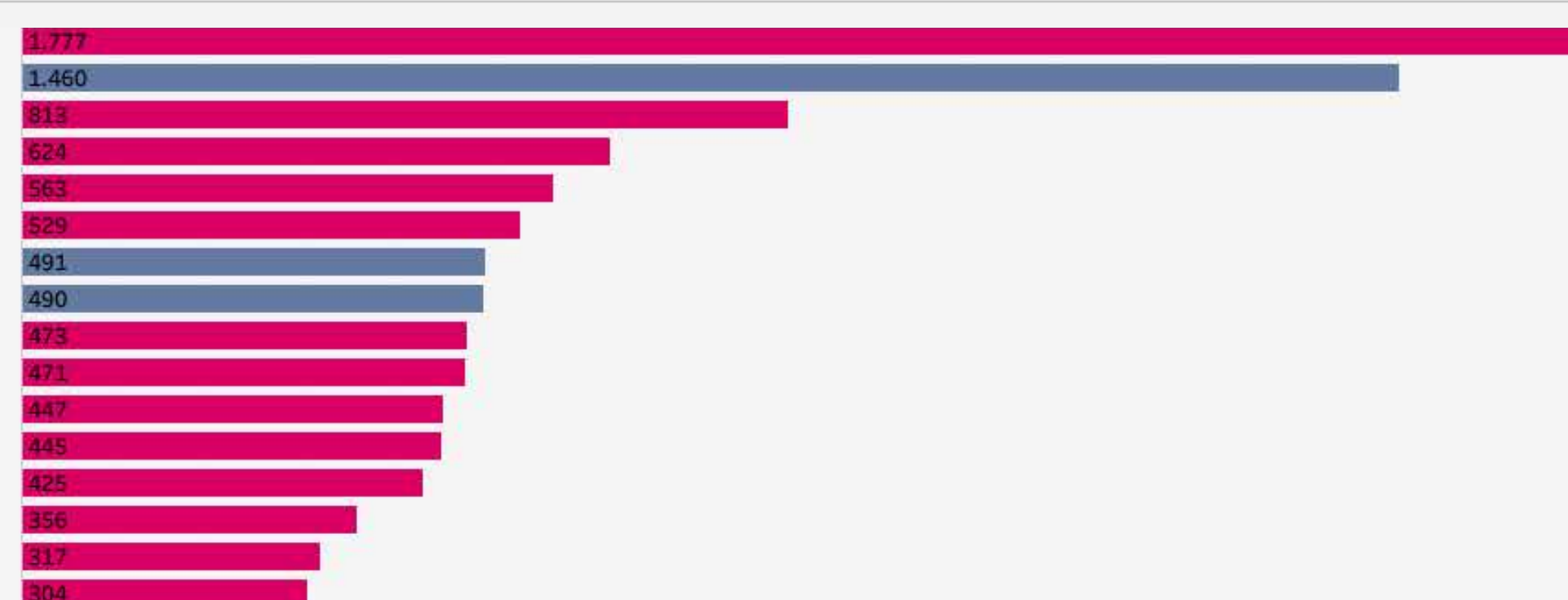
Films from the Harry Potter saga (half of the movies are available on both platforms) and the iconic never-gets-old "Matilda" gathered together 22% of the total share, becoming the third most-watched genre of the month. A year and a month before, back in December 2021, the situation was pretty similar. However, January 2023 has slightly overtaken any other past date, becoming the month where Family & Kids content has gathered most streams. Magical and fun movies make a great fit for the holiday season!

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

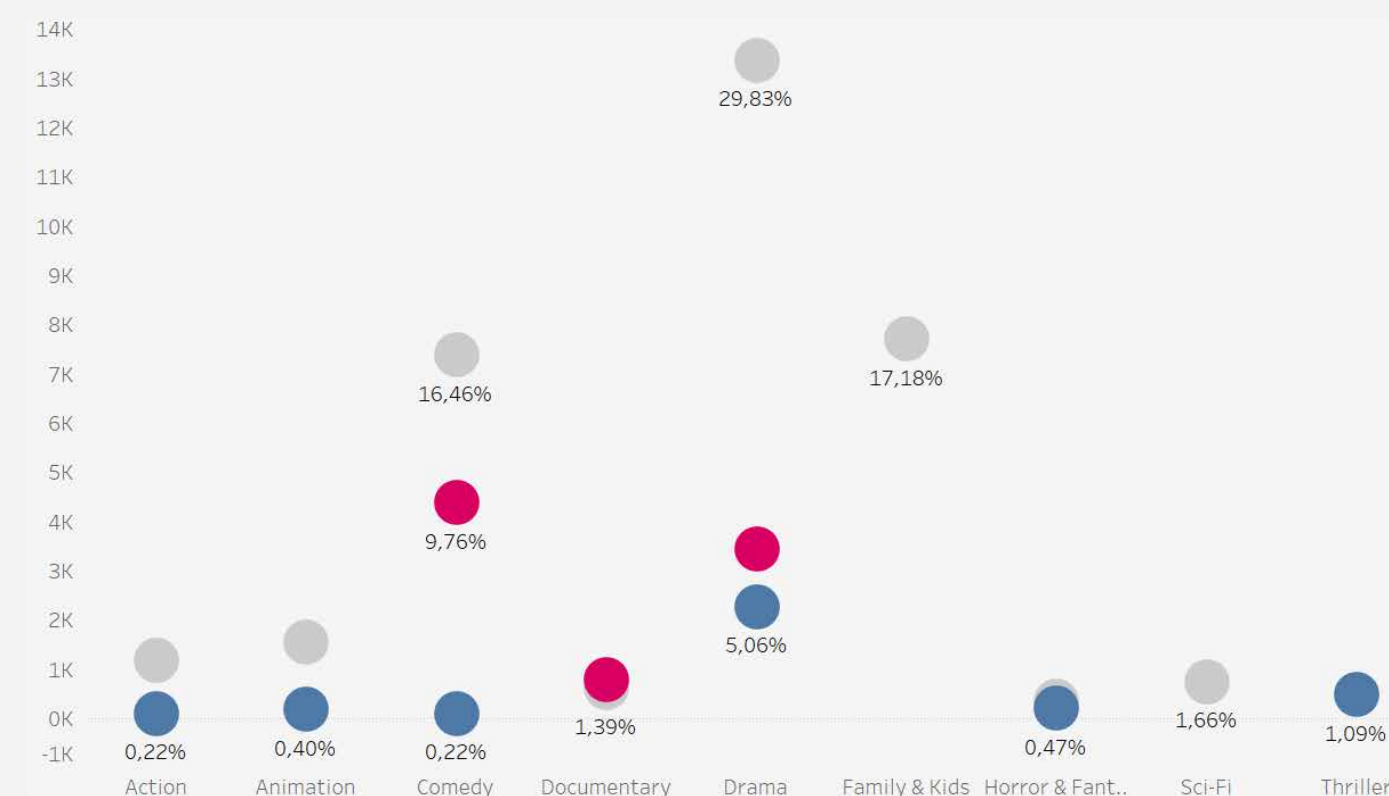
MOVIES	PLATFORM	POSITION	GENRE
1 La scuola cattolica	Netflix	IT 3	Drama
2 Kampen om Narvik - Hitler..	Netflix	NO 4	Drama
3 Fortunata	Netflix	IT 17	Drama
4 Cetto c'è senzadubbiame..	Netflix	IT 19	Comedy
5 The Immortal	Netflix	IT 21	Drama
6 Un Natale in famiglia	Netflix	IT 25	Comedy
7 Coco Before Chanel	Netflix	FR 28	Drama
8 Los renglones torcidos de...	Netflix	ES 29	Thriller
9 Tre uomini e un fantasma	Amazon	IT 3	Comedy
10 The Most Beautiful Day in ..	Netflix	IT 30	Documentary
11 Tutta un'altra vita	Netflix	IT 32	Comedy
12 I'll Come Too	Netflix	IT 33	Comedy
13 La Befana vien di Pintus	Amazon	IT 4	Comedy
14 Divorzio a Las Vegas	Netflix	IT 39	Comedy
15 Life Is Beautiful	Netflix	IT 46	Comedy
16 The Traitor	Netflix	IT 49	Documentary



SHOWING 16/31 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

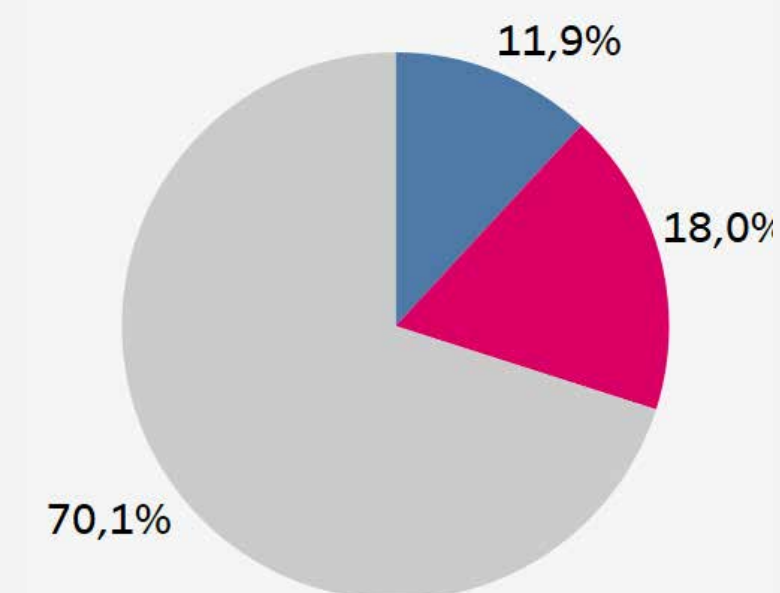


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	1	
Animation	1	
Comedy	1	13
Documentary		2
Drama	5	5
Horror & Fantasy	2	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



LOCAL MOVIES PERFORM OUTSTANDINGLY, GATHERING 19% OF TOTAL STREAMS

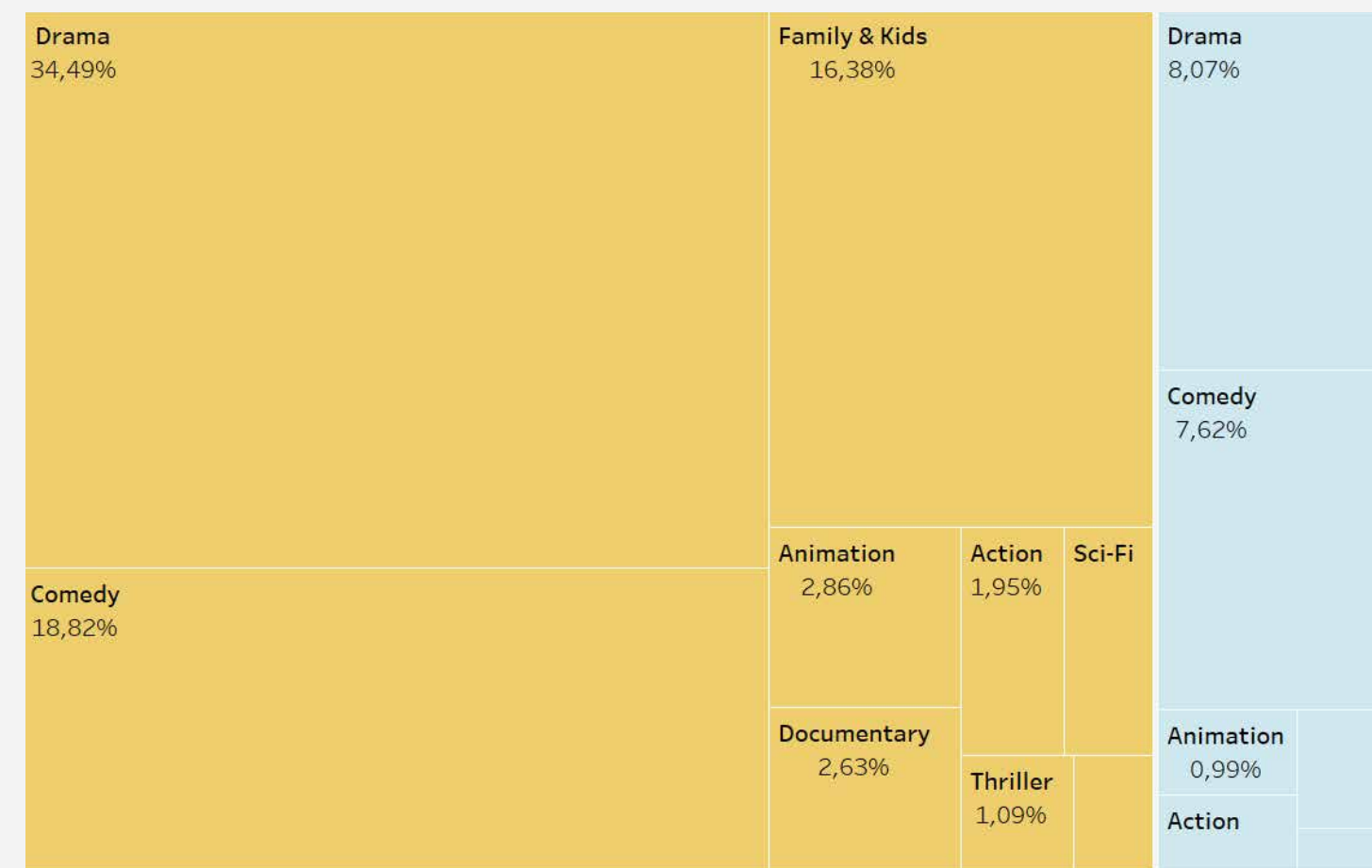
Maintaining last month's level, Italian movies have once again performed awesomely, mainly because of the two movies that were actually premiered at festivals. "La scuola cattolica" received 4.2M in all markets, enjoying a very healthy second window. The film premiered Out of Competition at the 78th Venice International Film Festival and it was later distributed in Italian theatres by Warner Bros. "Fortunata" (813K) was screened in the Un Certain Regard section at the 2017 Cannes Film Festival, where Jasmine Trinca won the Jury Award for Best Performance. The movie is directed by multi-award-winning director Sergio Castellito, who started his directorial career back in 1999 with "Libero Burro".

DRAMA TOPPED THE EUROPEAN CHARTS

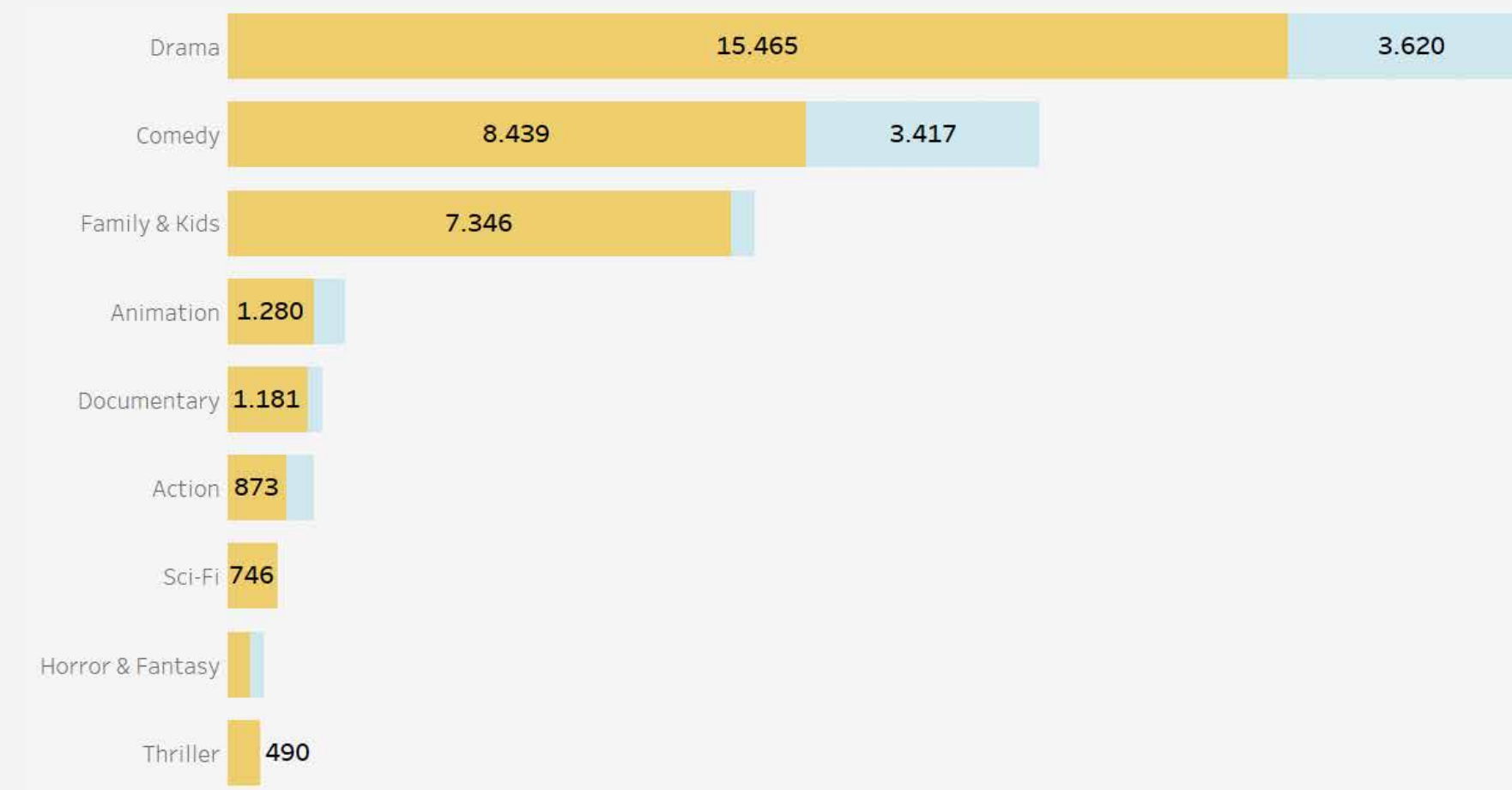
Drama is, by far, the most streamed genre for Italian audiences, consuming European movies: two thirds of European streams come from Drama this month, despite the fact that there are only 5 such titles. Norwegian "Narvik" (1.4M), "Coco Before Chanel" (491K) and "Last Man Down" are the most streamed of the genre.

ITALY 100 MOVIES | SVOD PLATFORMS

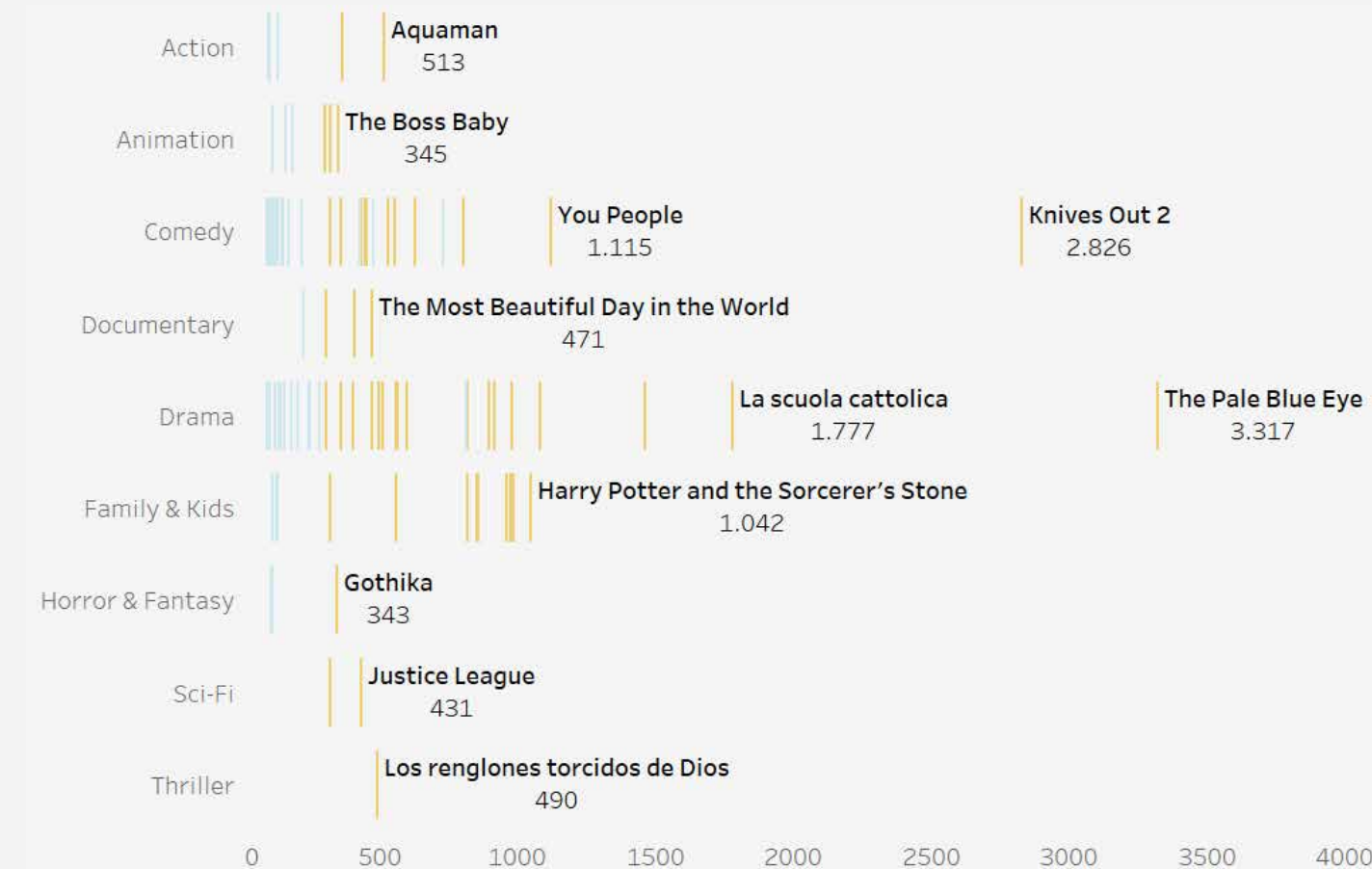
MOST WATCHED GENRES SHARE BY PLATFORM



TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT: Amazon Netflix

PRIME VIDEO STOLE TWO POINTS FROM NETFLIX

These points were stolen thanks to half of the Harry Potter catalogue and to Amazon's bet, "Shotgun Wedding". The movie follows Darcy (Jennifer Lopez) and Tom (Josh Duhamel), a couple that are just about to get married but the entire wedding party is taken hostage. According to Nielsen, Amazon Prime saw the largest monthly usage increase in January in the USA, driven by Shotgun Wedding and "Tom Clancy's Jack Ryan". Here, in Italy, "Lamborghini: The Legend", the biopic about the creator of the legendary car, also contributed significantly to Amazon's better performance this month.

On the national side, "Tre uomini e un fantasma" collected 473K views in its quick second window - the movie originally premiered in theatres on November 24. The stand-up comedy "La Befana vien di Pintus" hosted by Angelo Pintus, one of the faces that represent Prime Video Italia nowadays, took 425K views.

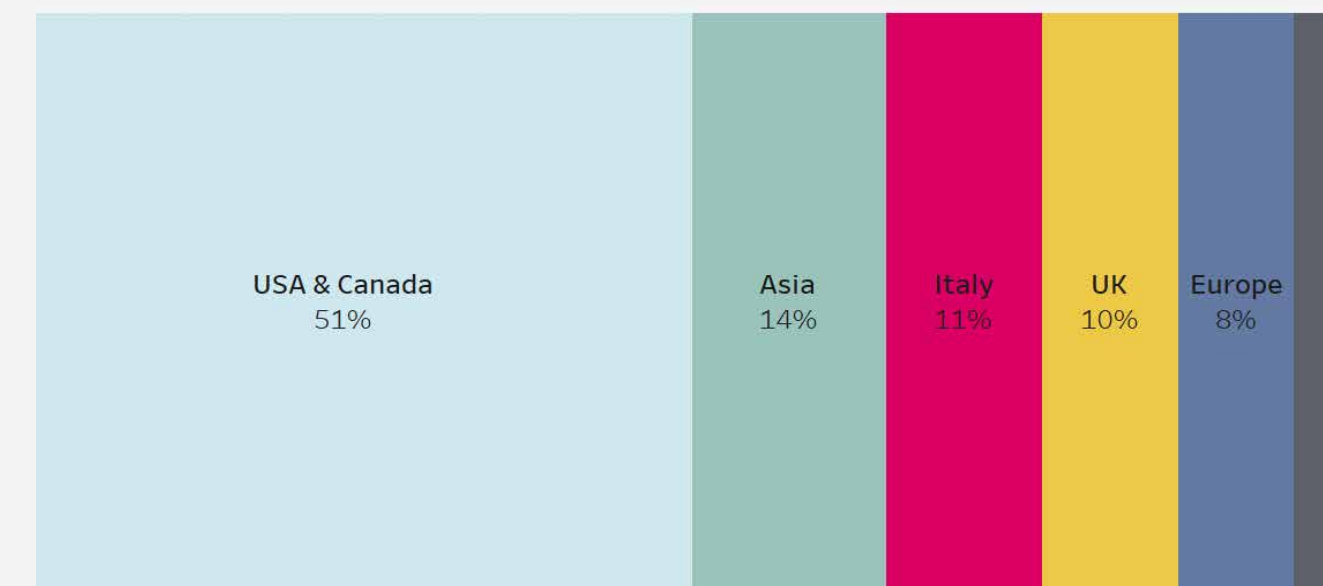
ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

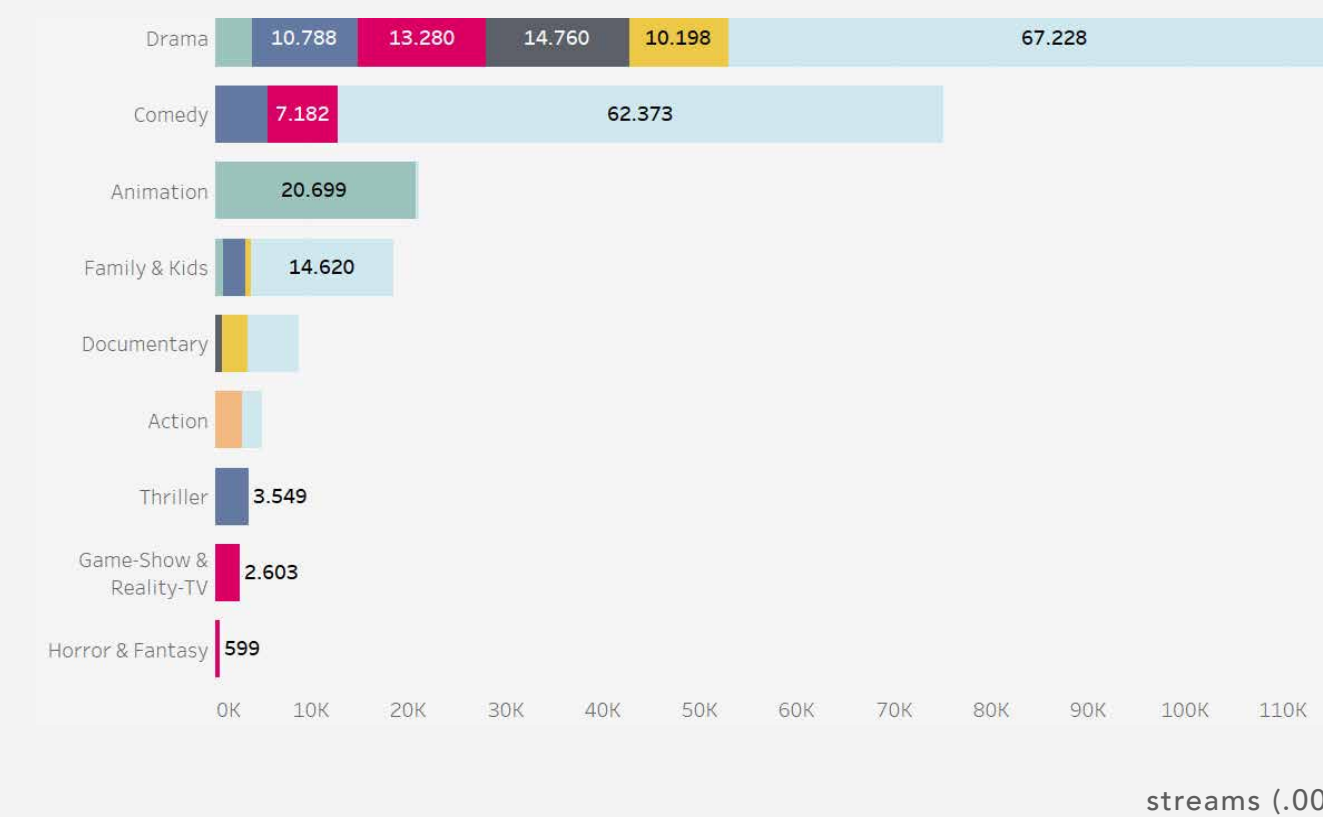
SHOWS	PLATFORM	GENRE	STREAMS
1	Netflix	Comedy	28.878
2	Netflix	Drama	22.513
3	Netflix	Drama	16.714
4	Amazon	Comedy	1.312
	Netflix	Comedy	11.047
5	Netflix	Family & Kids	12.219
6	Netflix	Animation	10.882
7	Netflix	Comedy	10.223
8	Netflix	Drama	9.441
9	Netflix	Drama	8.376
10	Netflix	Drama	7.846
11	Netflix	Drama	6.888
12	Amazon	Comedy	6.146
13	Netflix	Drama	5.319
14	Netflix	Drama	4.904
15	Netflix	Animation	4.333
16	Netflix	Drama	4.055
17	Netflix	Drama	3.944
18	Netflix	Drama	3.900
19	Netflix	Thriller	3.549
20	Netflix	Drama	3.162
21	Amazon	Drama	3.080
22	Netflix	Comedy	2.856
23	Netflix	Action	2.846
24	Amazon	Drama	2.843
25	Netflix	Drama	2.733
26	Netflix	Comedy	2.667
27	Netflix	Comedy	2.662
28	Netflix	Documentary	2.594
29	Netflix	Documentary	2.425
30	Netflix	Comedy	2.399
31	Netflix	Drama	2.383

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



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

DRAMA SHOWS HAD NEVER BEEN THIS POPULAR

“The Good Doctor” and “Jigsaw” are some of the titles that are doing best in the genre, collecting 22.5M and 16.7M views. Although the two are American productions, it is interesting to observe that their content popularity was down almost 12 points in comparison with last month, with LATAM & Asia cashing in on that fall. In the genre, Mexican “La Reina del Sur” got 9.4M and Japanese “Alice in Borderland” had 10.8M views, proving how everyone falls for their unique mix of Telenovelas and Anime. Drama accounted for almost half of the show streams this month, that is to say, 45% of total streams.

SUDDEN HIKE IN DOCUMENTARY STREAMS

The Documentary genre has risen from the ashes, getting a 3.9% share with the decades-long mystery “Vatican Girl: The Disappearance of Emanuela Orlandi” and “Harry & Meghan”, the docu-show that follow their lives from their courtship to their exit from royal life.

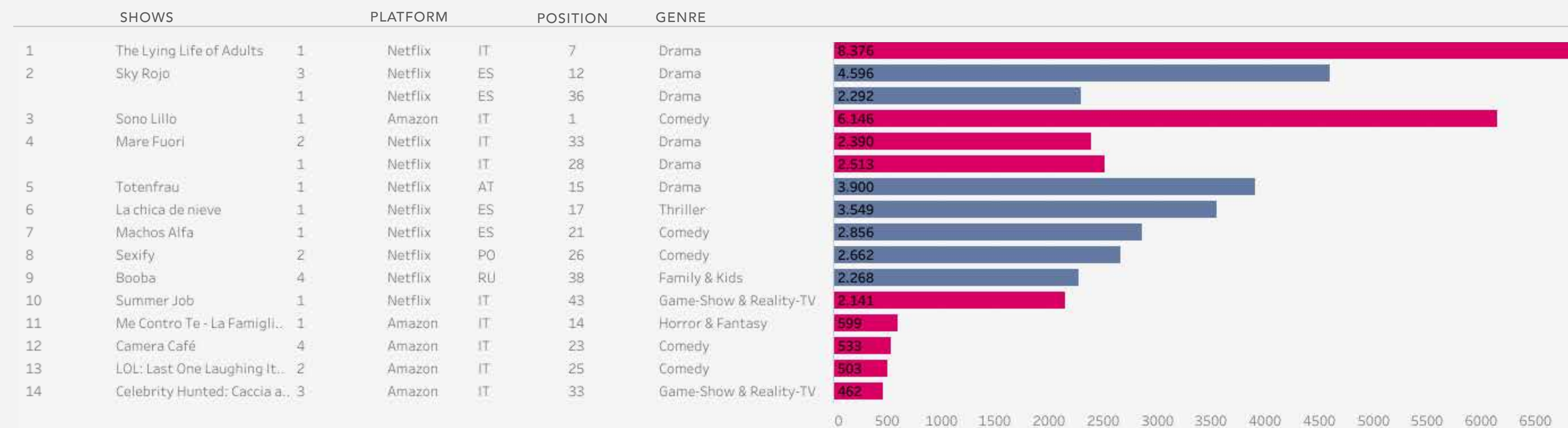
ITALIAN MARKET SIZE: SLOWLY BUT SURELY

Show-wise, Italy is the only market of our five that doesn't seem to grow, not only during holidays, but in general. Nevertheless, it is also the market that has the least volatility. The total amount of streams that Top100 shows have doesn't vary much from month to month. From a more conservative standpoint, and particularly with Wall Street's new pressure with regard to keeping clients and making their investment worthwhile, this stability is very much appreciated.

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



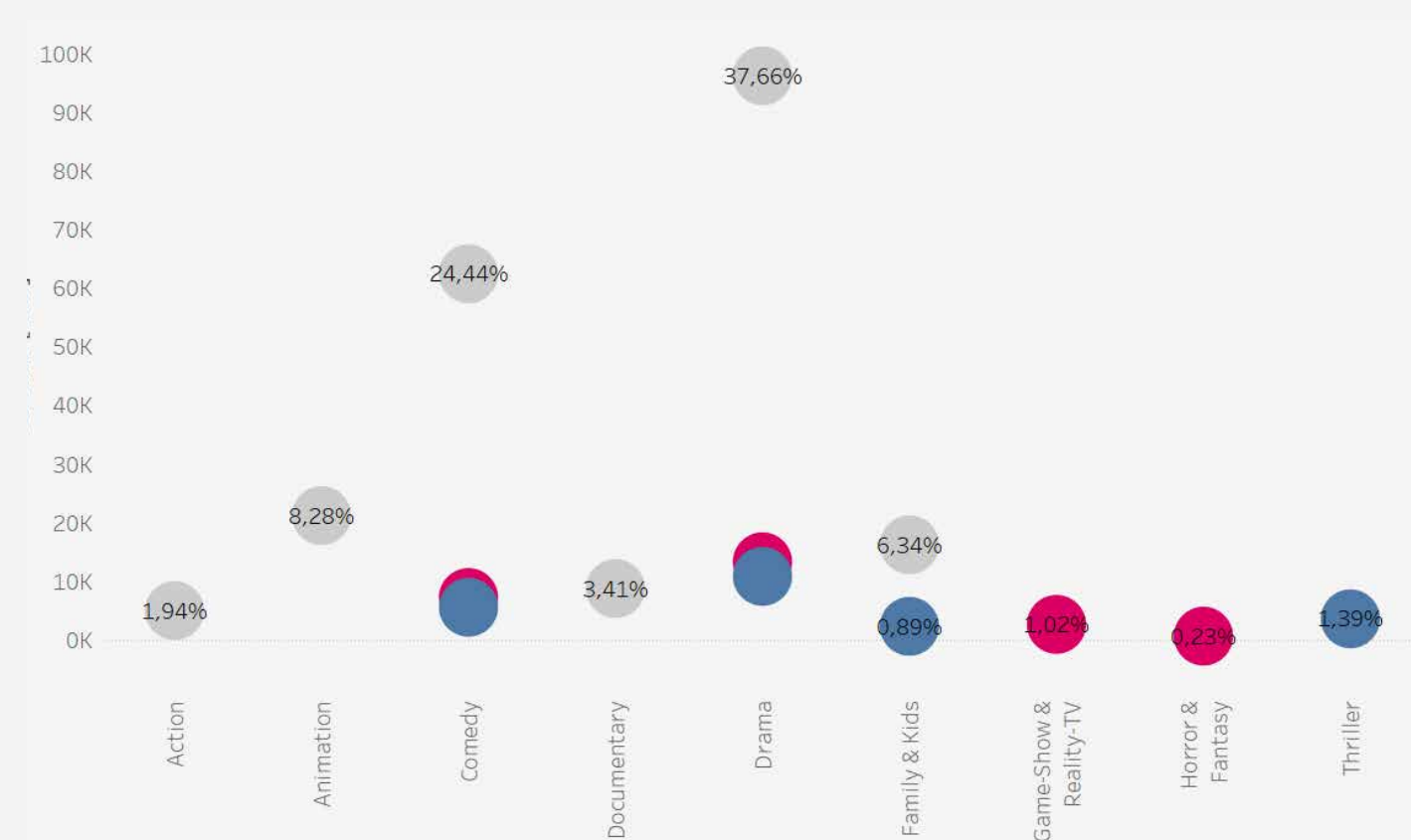
ORIGINAL SHOWS INVADE LOCAL PRODUCTIONS

"The Lying Life of Adults", the latest Ferrante adaptation, is one of the most ambitious Italian projects on Netflix- the show has gathered 8.3M in Italy alone. "Sono Lillo", another ambitious show from Prime Video, got 6.1M views.

"Mare Fouri" is still actively collecting a couple of additional streams this month, reinforcing its third position as the most-watched local show in all markets and its first position in the local market, with 58.6M streams now. For its part, "Summer Job" is Netflix's first Italian reality show where a bunch of Ten Gen Z contestants go on their dream vacation in exchange for real jobs. Now the show has accumulated 4.5M streams.

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

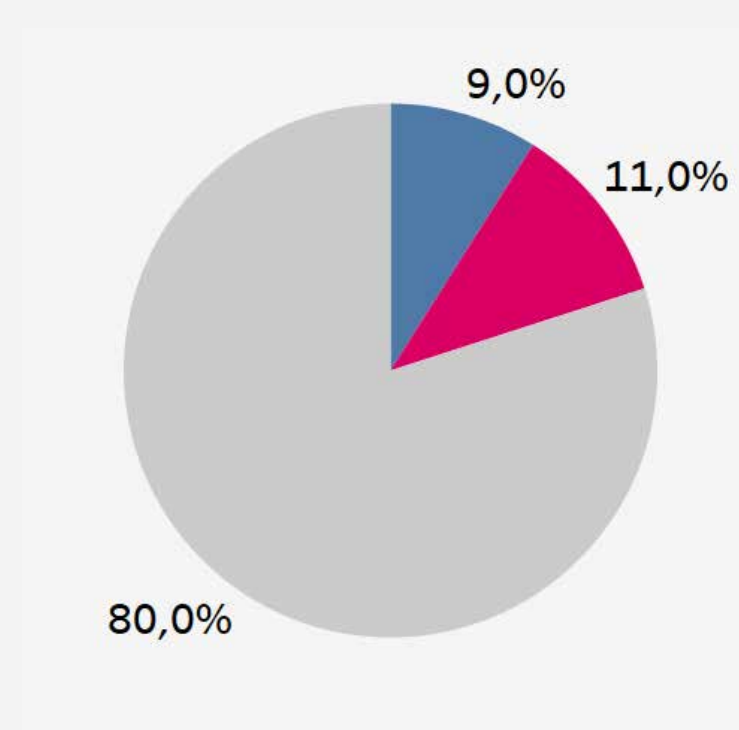


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Comedy	2	3
Drama	2	2
Family & Kids	1	0
Game-Show & ..	0	2
Horror & Fanta..	0	1
Thriller	1	0

CONTRIBUTION TO DRAMA STREAMS



LITTLE SPAIN IS OFFICIALLY A THING IN THE ITALIAN CHARTS

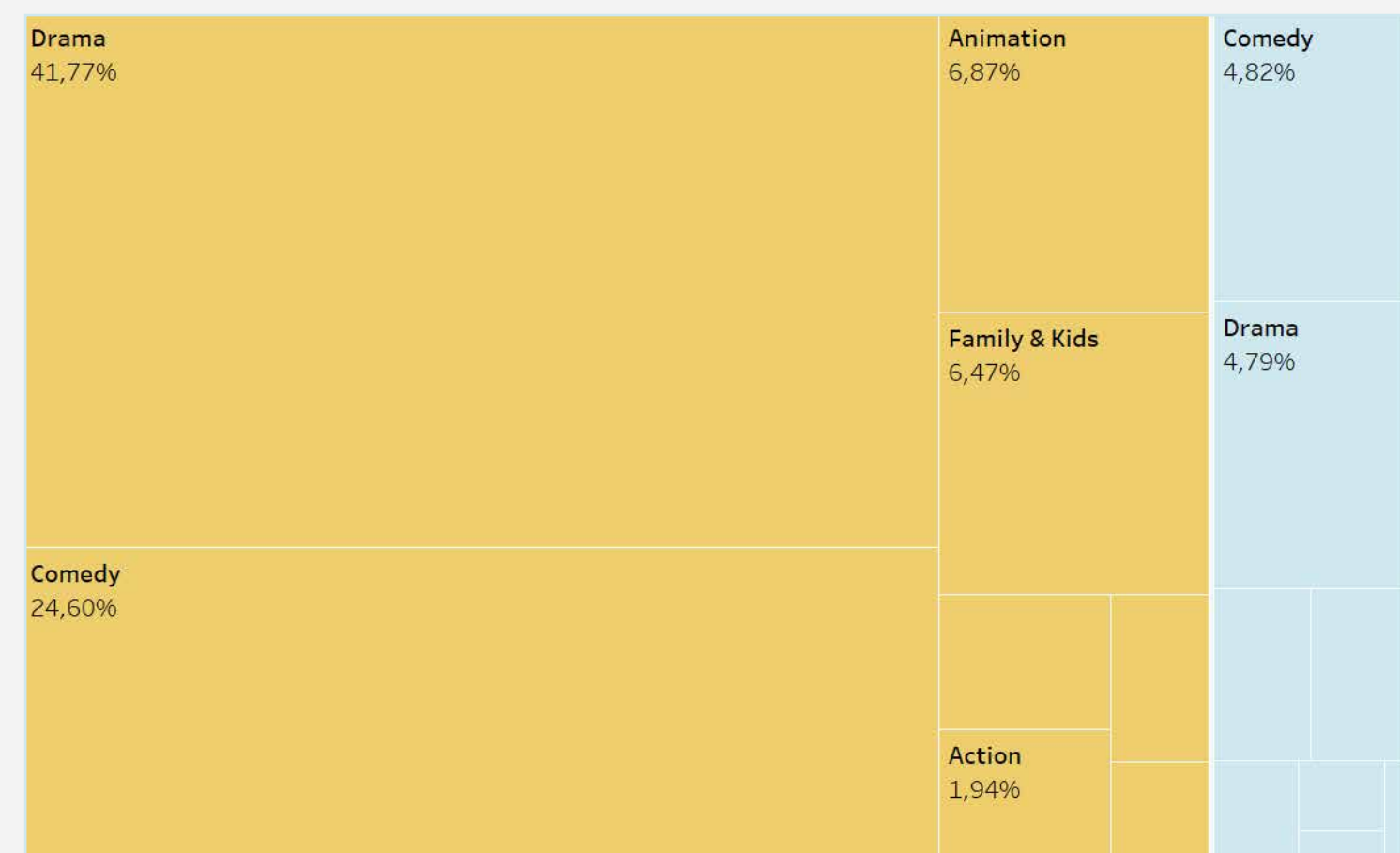
Since we have data, Spain has always been the second most present country of origin in the Italian charts, sometimes even surpassing Italy, as happened in April 2022 and December 2021. This month, the Spanish share is only 4 points away from local, thanks to "Sky Rojo" (6.7M), "La Chica de Nieve" (3.5M) and "Machos Alfa" (2.8M).

PRODUCTION COUNTRIES: Europe Italy Others

ITALY 100 SHOWS | SVOD PLATFORMS

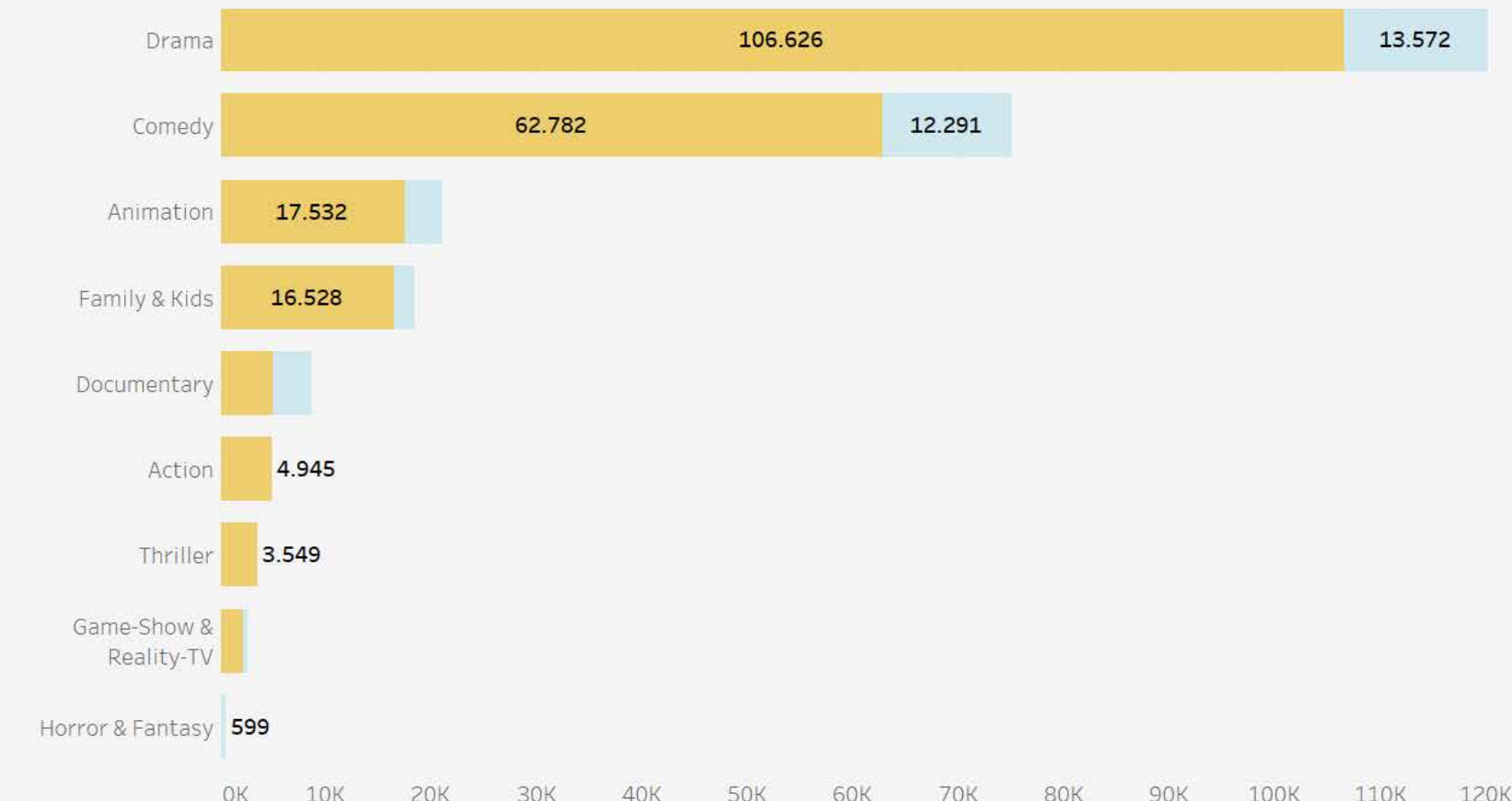
MOST WATCHED GENRES

SHARE BY PLATFORM

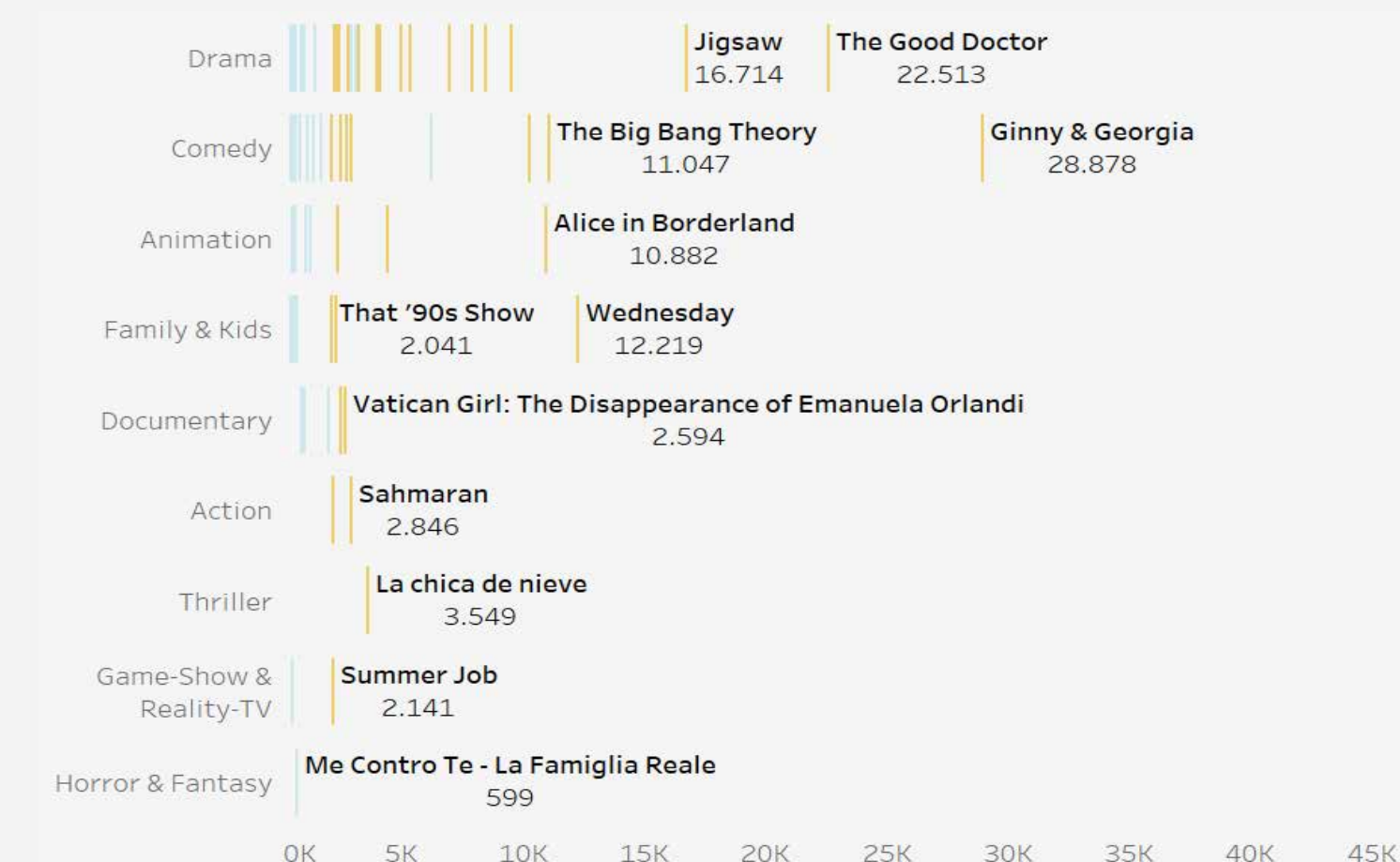


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

PRIME LOSES 2 POINTS DESPITE HAVING TITLES IN VERY GOOD POSITIONS

"Sono Lillo" reaches #12 collecting 6.1M views. The series, which premiered in October 2022 at the 17th edition of the Rome Film Fest in the non-competitive Freestyle section, follows Lillo, a just-divorced guy who is obsessed with his character, Posaman. Determined to win her back, Lillo embarks on an adventure full of grotesque and surreal situations in which he will find the most important thing of all: himself.

Another important title for Amazon performances this month has been the now emblematic "Tom Clancy's Jack Ryan". John Krasinski has left his job as a director to reincarnate as the action hero, Tom Clancy. Although the show is quite successful in the USA, here it gathered 3M views.

HOT CONTENT IN ITALY

HOW GENRES RELATE TO GLOCAL OR LOCAL AUDIENCES

LOLA RODRÍGUEZ
DATA SPECIALIST



Eleonora Andreatta, VP of Netflix Italian content, was part of RAI/HBO's Elena Ferrante adaptation "My Brilliant Friend" and now, as part of the Netflix team, she has also been involved in the latest Ferrante adaptation, "The Lying Life of Adults", a show that dropped on January 4, and is certainly one of the most ambitious projects that Netflix Italy has taken part in.

In a [Variety interview](#), Andreatta speaks about "The Lying Life of Adults" as a milestone that shows how diversified content offered by Netflix Italy is. The series, which has gathered 8.3M streams in Italy alone, seems to be the kind of content Netflix wants its audience to have: both "challenged and hopefully satisfied". But what captures our attention is what Eleonora said when asked about the two-pronged approaches that Netflix seems to have. Once Variety asked it, we couldn't un-see that angle now: products tend to have a very local or a global audience.

Original content from streaming companies that are working in European territory tends to have one approach or the other: challenge or satisfaction. It's not an approach you can only apply in post-production phases, - it's something that you bear in mind once you start a project. Two of the most recent projects of Netflix Italy embody these two-pronged approaches: "Lying Life" and "Tutto chiede salvezza". One of them reaches most of the Italian landscape but still appeals to a wider Gen Z or general female audience,

while the other can mostly be understood under local codes. One of the main factors that relate to one type of approach or the other is the product genre.

Given the high level of Americanization discernible in our society, American or English comedies are obviously easier to digest. However, due to cultural and language differences, European comedies are more challenging. Cultural references and nuances of the language and jokes related to regions, such as politics, current events, and local traditions, are very difficult to identify with. Although this seems to be changing for certain films, for example French films, is it the case for series?



By contrast, we have observed that Action, Crime or Drama are the genres that travel the most among the European territories. It has to do with how these types of content relate to a more basic understanding of how human nature

and, of course, how neutral narrative elements of the story are usually portrayed visually and creatively. Besides, they are more likely to start a conversation on social media and have a sense of don't-miss-it-now or you-are-going-to-get-spoiled that really feeds the audience's hunger.

This is the case of "An Astrological Guide for Broken Hearts" on the one hand, and "Tutto Chiede Salvezza" on the other. "An Astrological Guide for Broken Hearts", tagged as Drama, has travelled to a great number of countries, and was in the Top #10 in countries like France, Turkey, Argentina, Estonia, Morocco and Spain, among others. "Tutto Chiede Salvezza", tagged as Comedy, hasn't even appeared in our data for other markets so far. It's also the case, by the way, for "Alpha Males", a product that has travelled to France and Italy but hasn't performed anywhere near as well as it has in its local market.

But it's funny though, because Action and Crime productions are both more expensive to make and, on the other hand, are much more enjoyable at movie theatres - unless you have a really good TV and soundbar at home, which is not the case for everyone. Netflix knows all about this, and the good part is that one type of content subsidizes the other, so there is room for every genre and audience. This is how we get more personal and local content such as "Tutto Chiede Salvezza", and charismatic and universally poetic fare such as "The Lying Life of Adults". Isn't that great?

FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	The Pale Blue Eye	Netflix	Drama	3,979
2	Knives Out 2	Netflix	Comedy	3,442
3	The Roommates Party	Netflix	Comedy	2,658
4	The Hustle	Netflix	Comedy	1,929
5	Jung_E	Netflix	Drama	1,827
6	Kampen om Narvik - Hitler...	Netflix	Drama	1,826
7	Dog Gone	Netflix	Drama	1,562
8	1408	Netflix	Horror & Fantasy	1,456
9	Knives Out	Netflix	Comedy	1,446
10	Felon	Netflix	Drama	1,345
11	The Forgotten	Netflix	Drama	1,339
12	Stuck with You	Netflix	Comedy	1,308
13	Matilda	Netflix	Family & Kids	1,307
14	You People	Netflix	Comedy	1,214
15	It Chapter Two	Netflix	Drama	1,071
16	Wrong Turn	Netflix	Horror & Fantasy	1,001
17	White Noise	Netflix	Drama	908
18	The Hatchet Wielding Hitc...	Netflix	Documentary	907
19	The Tax Collector	Netflix	Drama	853
20	T'choupi	Netflix	Family & Kids	844
21	Couples Retreat	Netflix	Comedy	833
22	Puss in Boots	Netflix	Animation	807
23	The Grudge	Netflix	Horror & Fantasy	769
24	Shotgun Wedding	Amazon	Comedy	735
25	Little White Lies	Netflix	Comedy	670
26	Haute Cuisine	Netflix	Comedy	655
27	Sing	Netflix	Animation	650
28	The 6th Day	Netflix	Sci-Fi	630
29	Joker	Netflix	Drama	599
30	Triviaverse	Netflix	Animation	579
31	School Life	Netflix	Comedy	560
32	All Quiet on the Western F...	Netflix	Drama	553
33	Batman Begins	Netflix	Drama	515
34	Doctor Sleep	Netflix	Drama	489

SHOWING 34/100 - [See complete chart here](#)

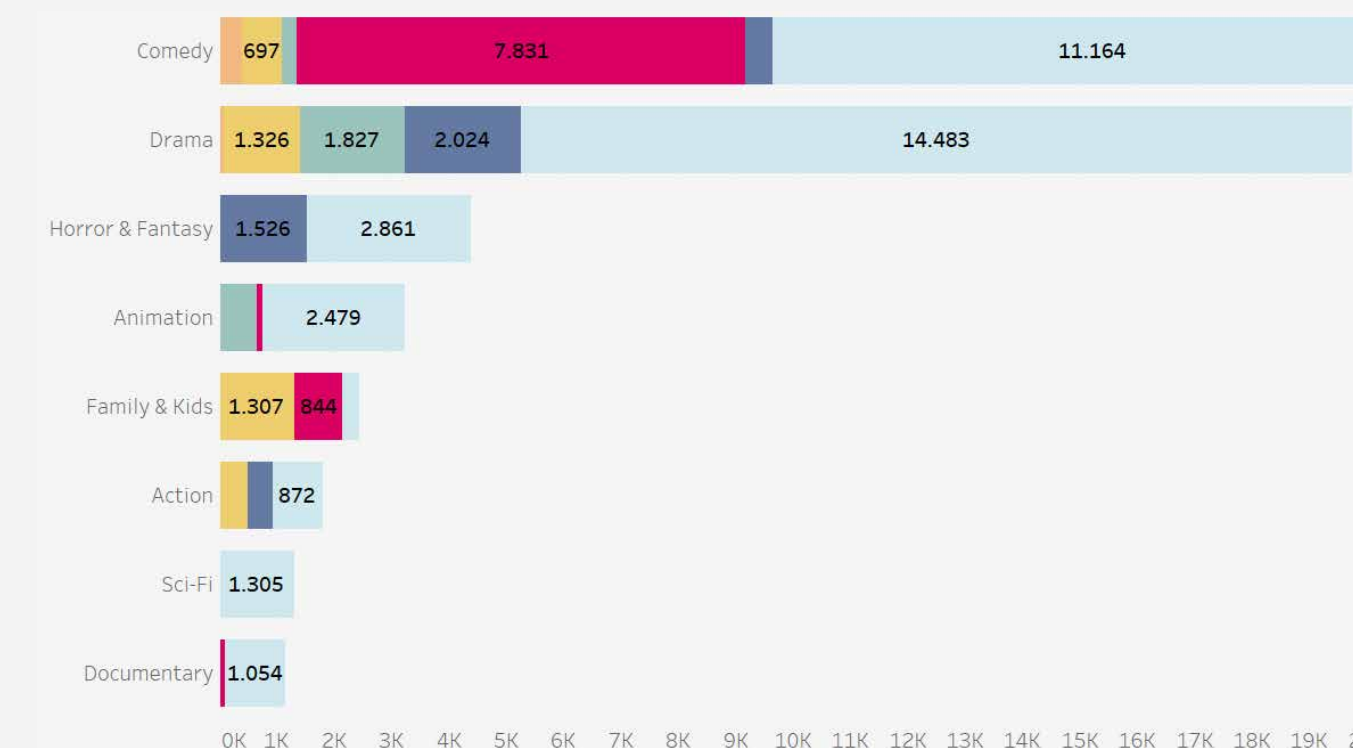
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



FRANCE MOVIES ROSE ± 12 POINTS OF SHARE!

Local films earned the second-most streamed position and bolstered their presence in the catalogue compared to the previous month. Comedy is the frontrunner genre, and French flicks are to blame: "The Roommates Party" (2.6M), "Stuck with You" (1.3M), "Little White Lies", and "Haute Cuisine" performed above average. Local comedies competed with American movies, 37% against 53% of the genre share.

DRAMAS MADE SECOND-BEST WITH SPECIAL MENTION FOR ASIAN TITLE, "JUNG_E"

There is only one Asian title that shines in the chart, "Jung_E" (#5). Over the past months, Asian content has made a small but steady contribution to the French chart and successfully squeezed in megahits such as "Carter" or "Thai Cave Rescue." Horror & Fantasy made the podium chart with 4.3M streams, thanks to "1409", "Wrong Turn" and "The Grudge", among others. Had "Troll" opened the hunger for Horror content?

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

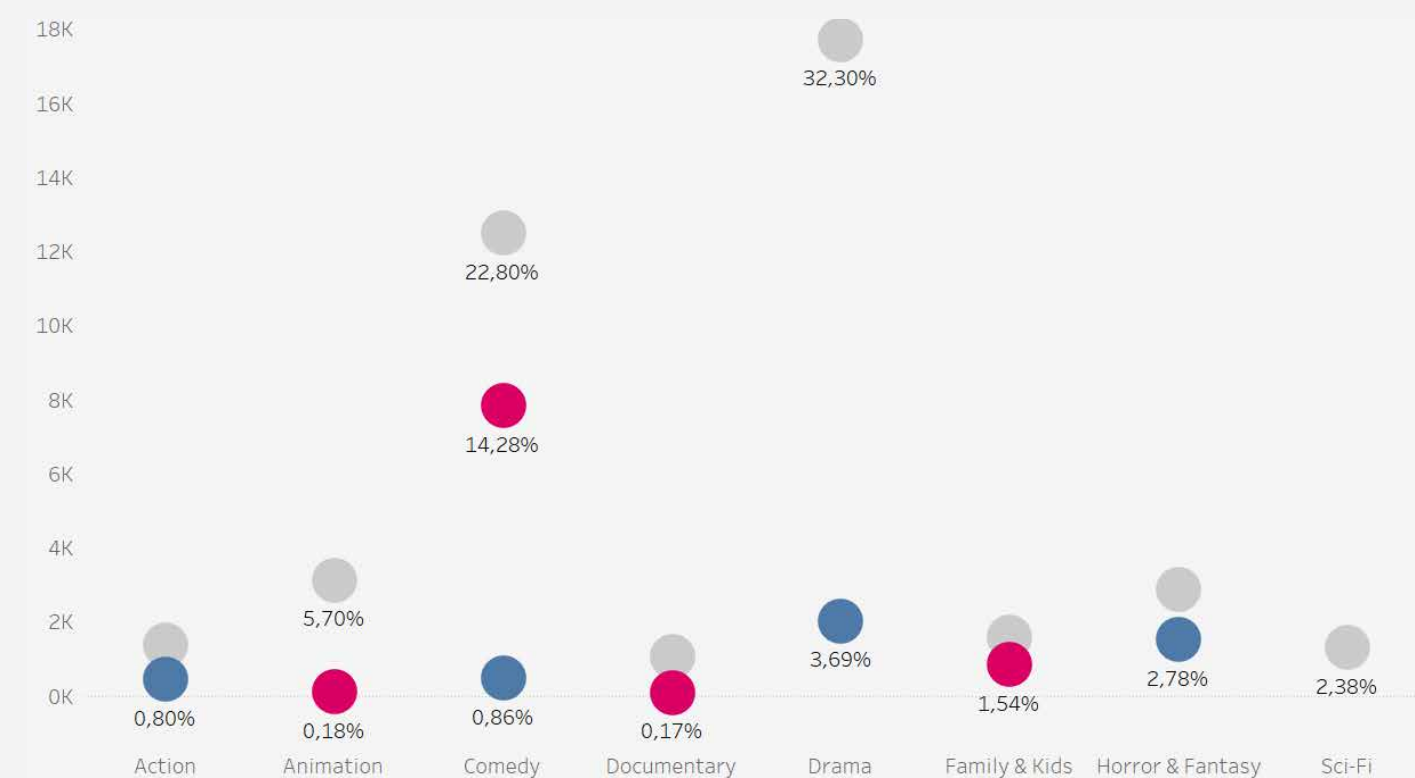
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1	The Roommates Party	Netflix	FR	Comedy	2,658
2	Kampen om Narvik - Hitler..	Netflix	NO	Drama	1,826
3	Stuck with You	Netflix	FR	Comedy	1,308
4	Wrong Turn	Netflix	DE	Horror & Fantasy	1,001
5	T'choupi	Netflix	FR	Family & Kids	844
6	Little White Lies	Netflix	FR	Comedy	670
7	Haute Cuisine	Netflix	FR	Comedy	655
8	School Life	Netflix	FR	Comedy	560
9	7 donne e un mistero	Netflix	IT	Comedy	473
10	Hitman	Netflix	FR	Comedy	443
11	Lesson Plan	Netflix	PO	Action	440
12	Troll	Netflix	NO	Horror & Fantasy	439
13	Wedding Unplanned	Netflix	FR	Comedy	432
14	Our Happy Holiday	Netflix	FR	Comedy	414
15	Waly Dia : Ensemble ou ri..	Amazon	FR	Comedy	222
16	Opération Portugal	Amazon	FR	Comedy	153

SHOWING 16/24 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

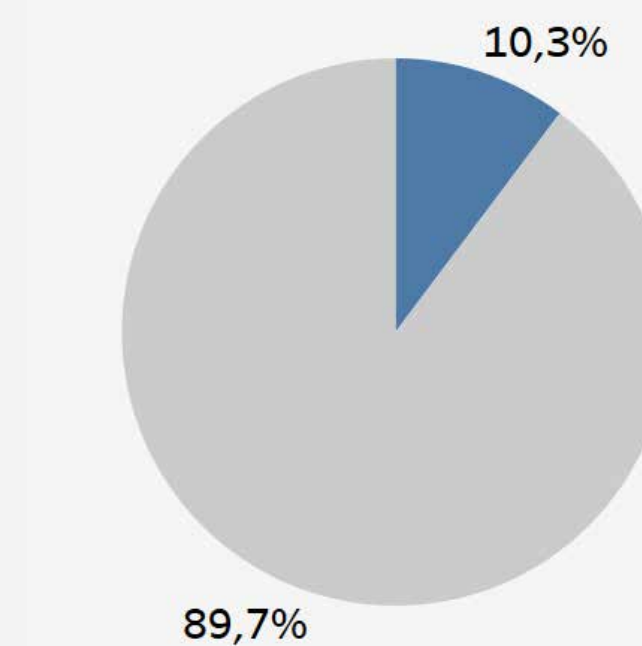
NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	1	
Animation		1
Comedy	1	13
Documentary		1
Drama	3	
Family & Kids		1
Horror & Fanta..	3	

PRODUCTION COUNTRIES:

Europe France Others

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN DRAMAS AND HORROR CEMENT THEIR PRESENCE

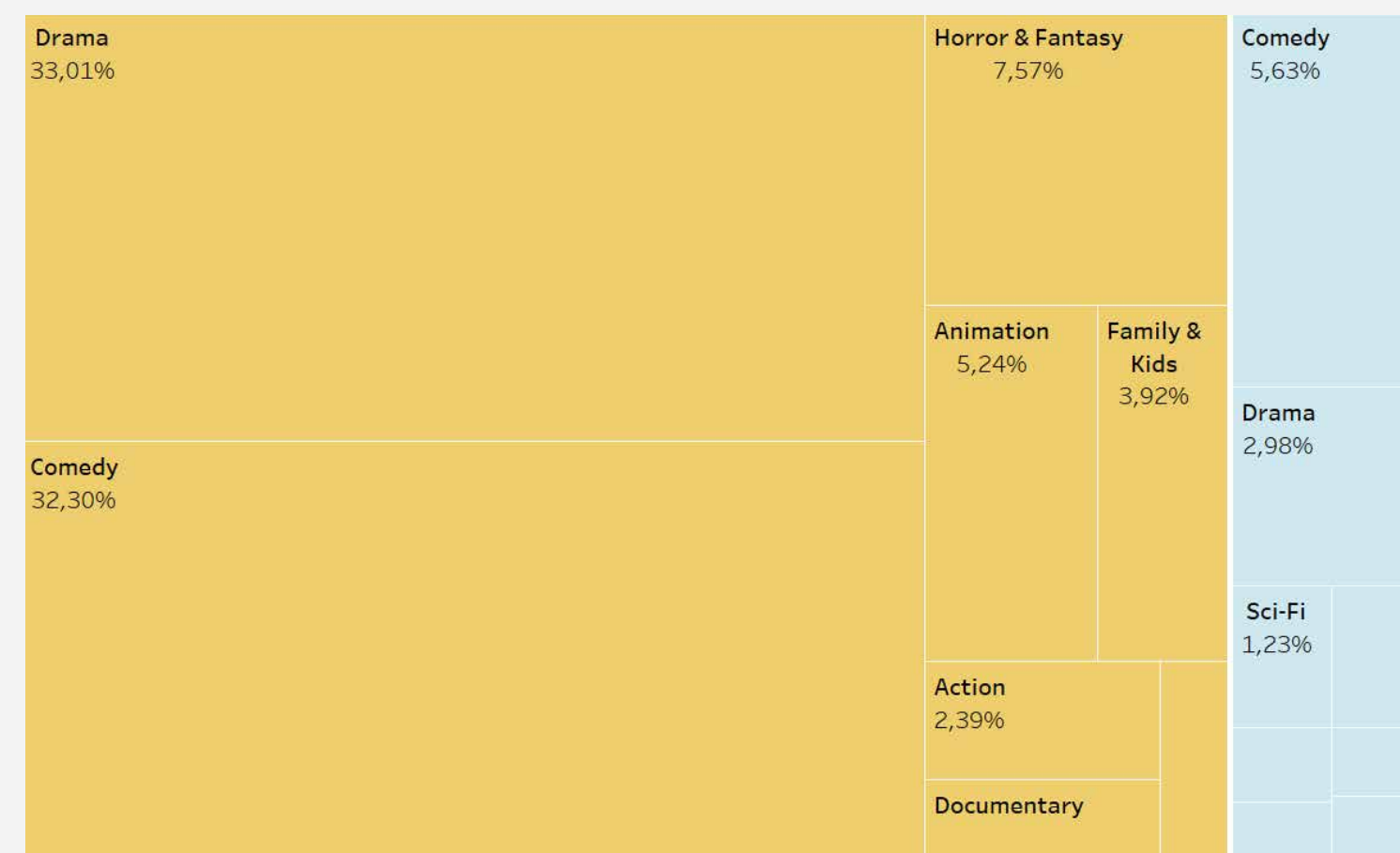
Together they account for 6.5% of Top 100 streams. Nordic title "Kampen on Narvik" was the most streamed flick with 1.8M. The slasher film series "Wrong Turn" follows with 1M. European Action and Comedy movies didn't shine this month, with just one title each in the grid: Italian "7 donne e un mistero" totalled 473K streams and the Polish action movie "Lesson Plan" (440K). Quite the opposite to French comedies, which took a 14% share.

13 LOCAL COMEDIES RECORD 14% OF THE TOP 100 VIEWING SHARE

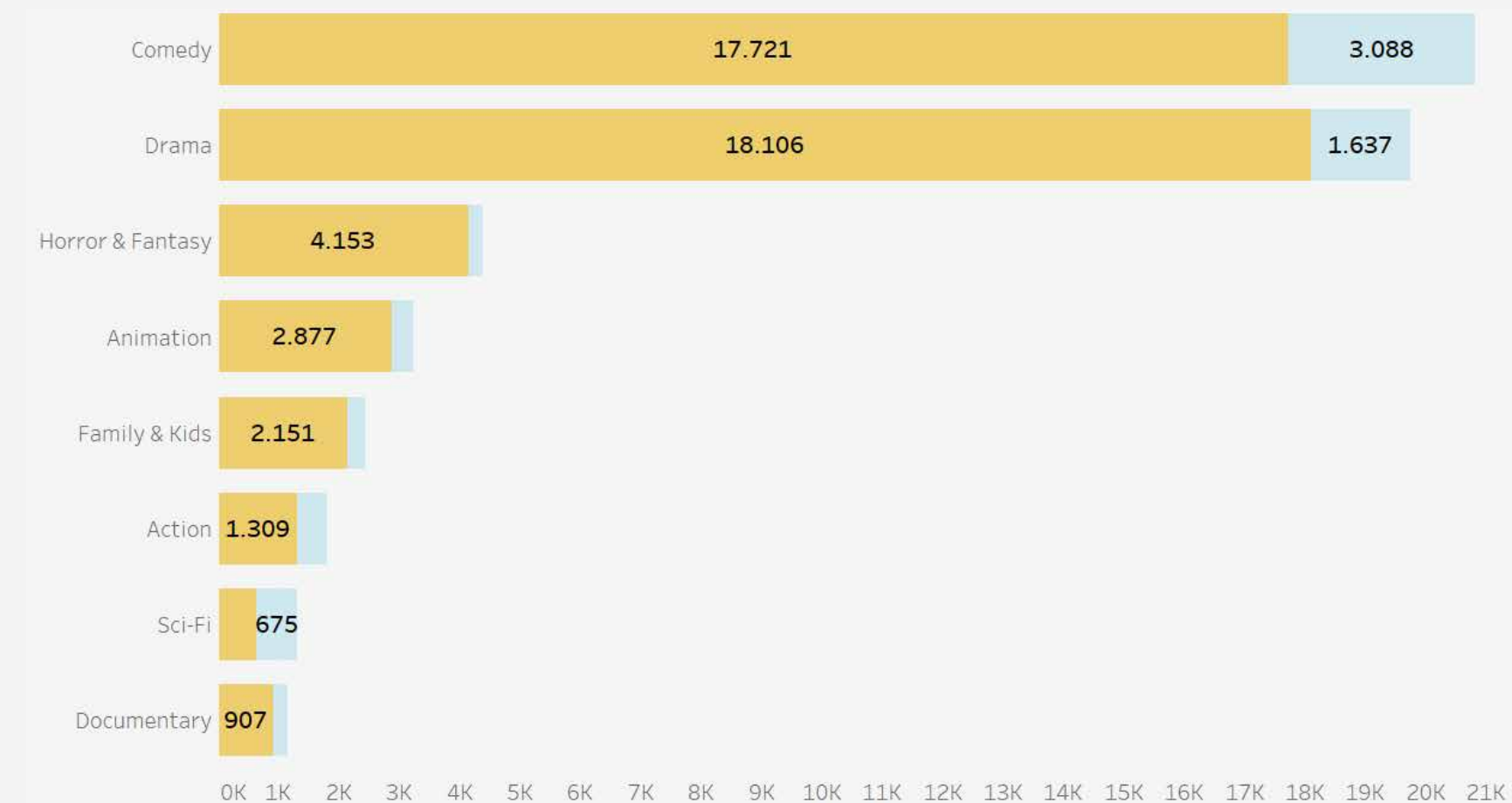
2015 "Roommates Party" bested the new Netflix Original "Stuck with You", a rom-com portrait of the ever-popular from haters-to-lovers knot. French audiences were invaded by nostalgia while streaming local box office smashes such as "Little White Lies", "Haute Cuisine", "Hitman" and "Wedding Unplanned", among others. Norwegian movies registered a share of 4% each, only behind British productions, with 6%.

FRANCE 100 MOVIES | SVOD PLATFORMS

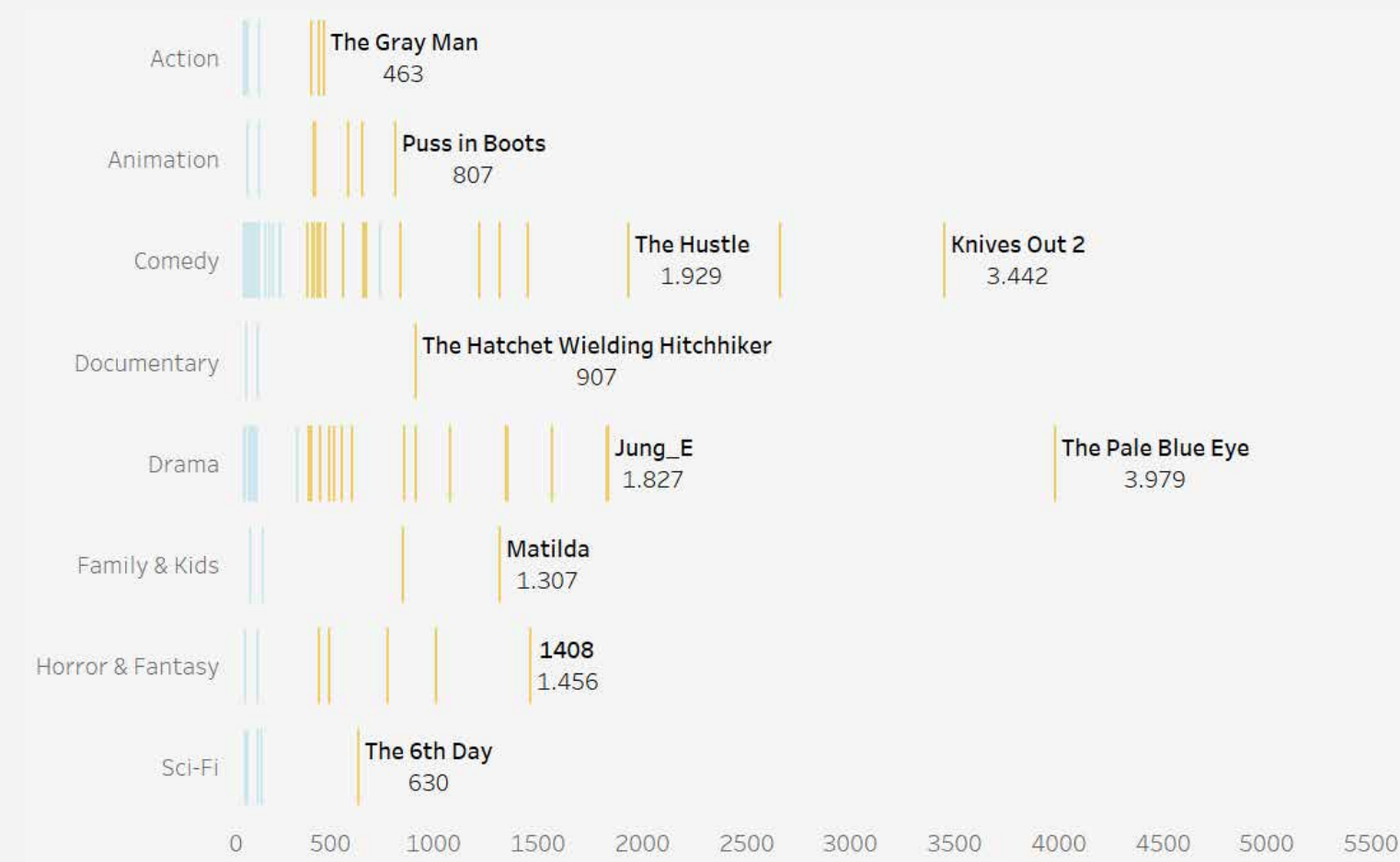
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

NETFLIX TAKES 87% OF VIEWING SHARE AGAINST AMAZON'S 13%

Amazon's lack of hits is tangible and worrisome for its European growth. Nevertheless, its share in France rose 3 points compared to the previous December. This is mainly thanks to "Shotgun Wedding", which squeezed into the top 24 with 735K streams. The following Amazon title on the list sits at position 52.

THE E-COMMERCE GIANT KEEPS ITS HEAD BEHIND NETFLIX IN ALL GENRES

Drama and Comedy equal 33% of viewing share on the N platform, while Comedies hold the rates up on Amazon with 6%. Action flopped from the first spot to the very bottom of the grid. Since its massive downfall in November, the genre fell from 40% viewing share to 3% this month. Summer big shot "The Grey Man" keeps its head up with 462K streams. "Lesson Plan" and "Enola Holmes 2" follows with an above average performance.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

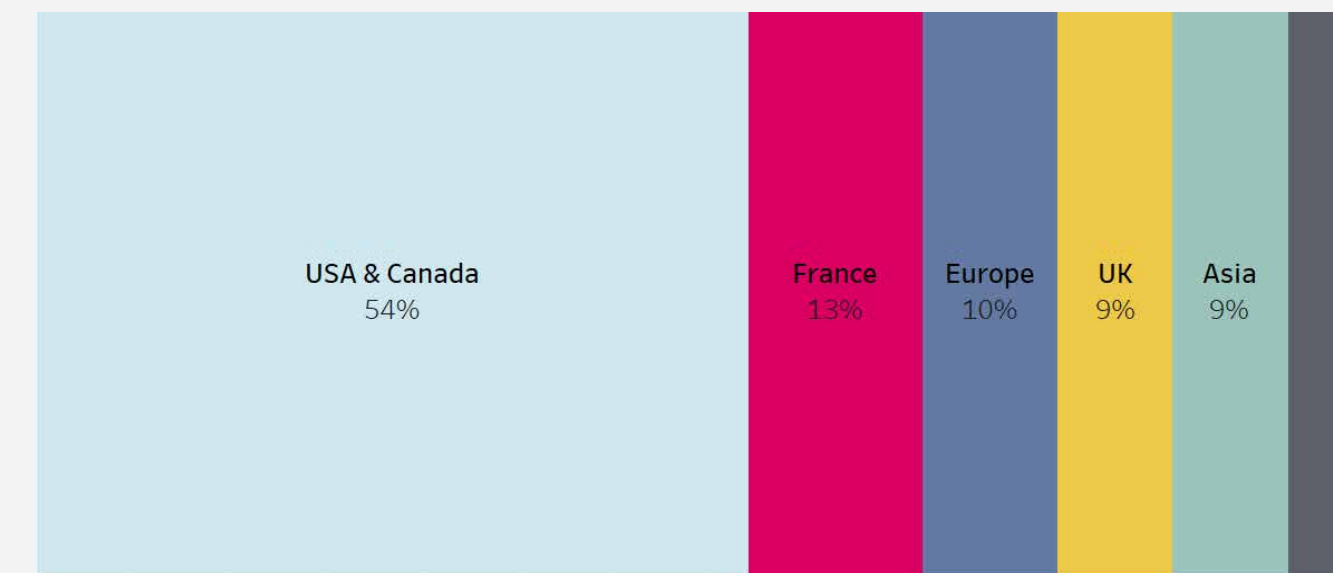
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1	Netflix	Comedy	51.449
2	Netflix	Drama	23.603
3	Netflix	Animation	23.500
4	Netflix	Comedy	20.785
5	Netflix	Drama	18.240
6	Netflix	Drama	16.480
7	Netflix	Comedy	15.819
8	Netflix	Family & Kids	14.463
9	Netflix	Drama	12.946
10	Netflix	Drama	10.333
11	Netflix	Animation	9.937
12	Netflix	Drama	9.475
13	Amazon	Family & Kids	8.912
	Netflix	Family & Kids	7.915
14	Netflix	Family & Kids	8.427
15	Netflix	Drama	8.408
16	Netflix	Drama	8.298
17	Netflix	Animation	7.298
18	Netflix	Thriller	6.583
19	Netflix	Game-Show & Reality-TV	6.443
20	Netflix	Comedy	6.112
21	Netflix	Drama	6.034
22	Amazon	Drama	5.706
23	Netflix	Family & Kids	5.096
24	Amazon	Comedy	4.960
25	Netflix	Family & Kids	4.556
26	Amazon	Drama	4.391
27	Netflix	Animation	4.377
28	Netflix	Family & Kids	3.997
29	Netflix	Comedy	3.956
30	Netflix	Drama	3.902
31	Netflix	Action	3.820
32	Netflix	Drama	3.816

SHOWING 32/100 - [See complete chart here](#)

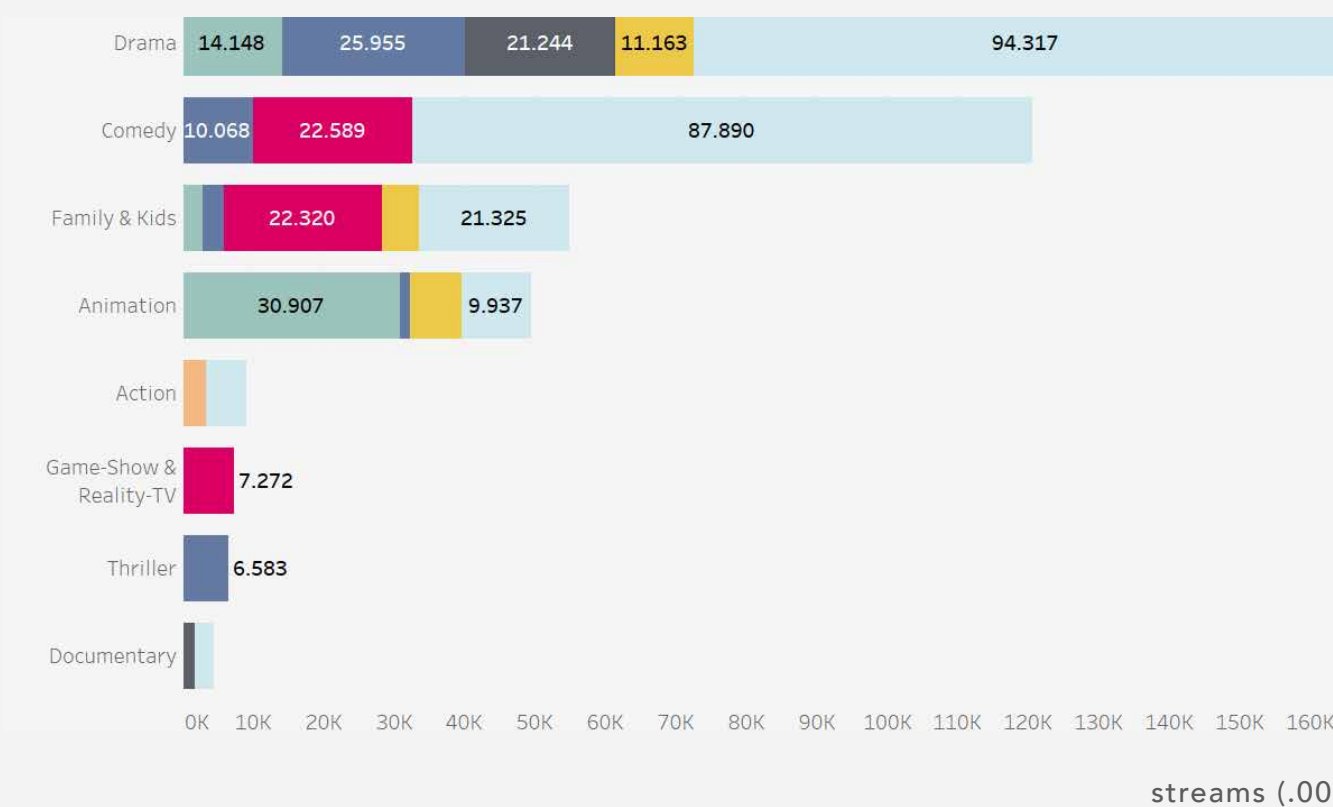
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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

DIVERSITY AT THE TOP 10: HALF OF THE SHOWS ARE NON-ENGLISH SPEAKING

"Alice in Borderland", "Sky Rojo", "Represent", "Olhar Indiscreto" and "The Glory" coloured the production origin of the heap, surpassing the 12M streams bar. France, Europe and Asia battled for audience attention in January, with more than 10% viewing share. LATAM productions thrived in Drama with a 12% share, gathering 21.2M streams from "Olhar Indiscreto" and "La Reina del Sur". Asian shows took 62% of the viewing share of Animation. The British presence extends to as much as 9% of the catalogue, Drama "Lockwood & Co" (6M) and Family & Kids' content is to blame. European content dominates in-solo Thrillers, while French production does the same with regard to in Reality-TV.

THE VAST KIDS AND TEENS AUDIENCE HAS FOUND THE GO-TO PLACE ON NETFLIX

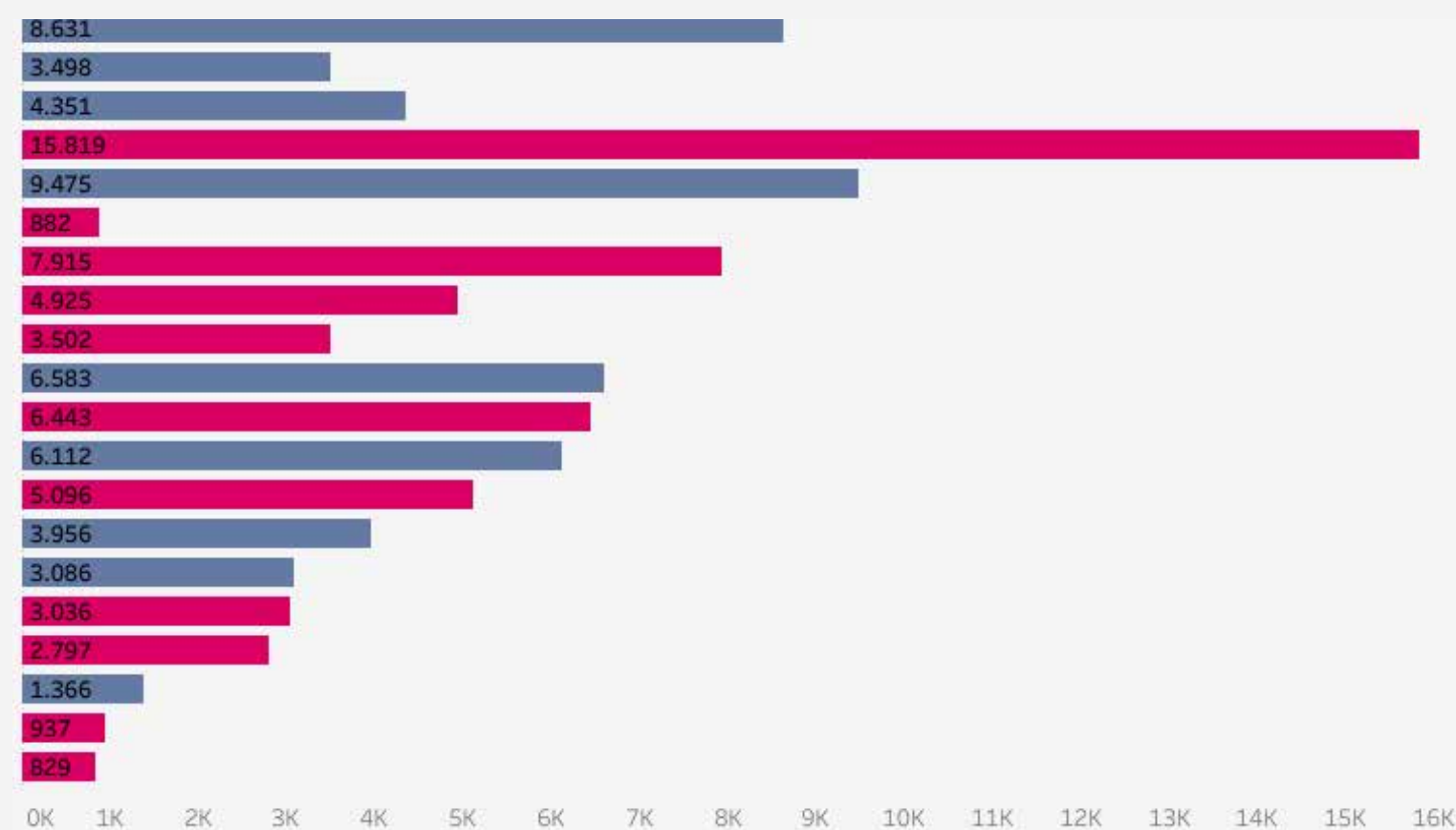
Family & Kids content is the second-best on the podium, totalling 106M streams. Pre-teen content such as "Ginny & Georgia" (51M), "Wednesday" (14M) and "The Sisters" fuel the category.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

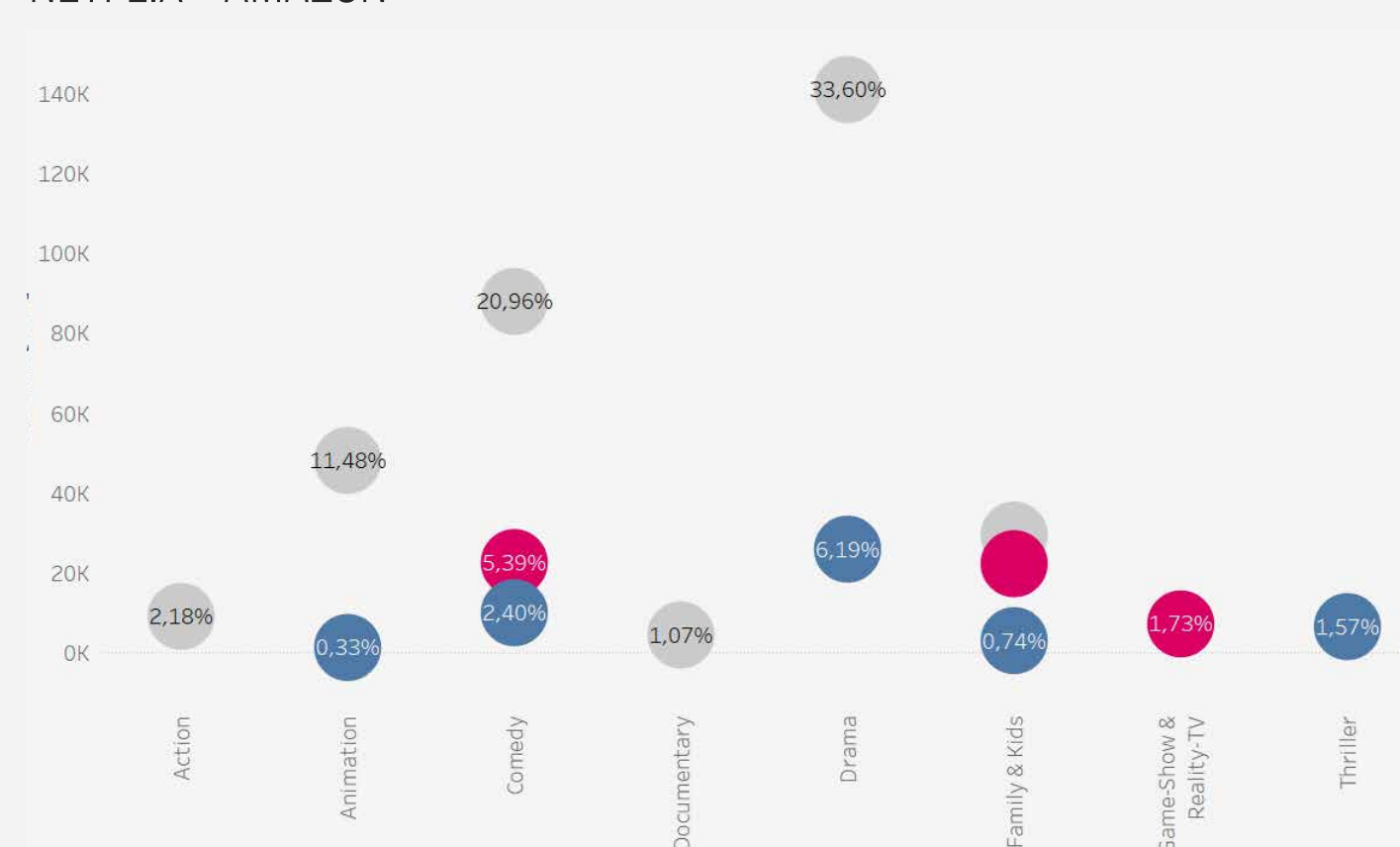
NETFLIX - AMAZON

SHOWS	POSITION	PLATFORM	GENRE
1	Sky Rojo	3	Netflix ES
2	Represent	1	Netflix FR
3	Totenfrau	1	Netflix AT
4	Les Sisters	2	Amazon FR
5	Grizzly and the Lemmings	1	Netflix FR
6	La chica de nieve	1	Netflix ES
7	The Ultimatum: France	1	Netflix FR
8	Machos Alfa	1	Netflix ES
9	Petit ours brun	1	Netflix FR
10	Sexify	2	Netflix PO
11	Booba	1	Netflix RU
12	L'amour (presque) parfait	1	Netflix FR
13	Cosmic Love France	1	Amazon FR
14	Petit poilu	1	Amazon BE
15	Plus belle la vie	3	Amazon FR
16	Celebrity Hunted: Chasse...	2	Amazon FR



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

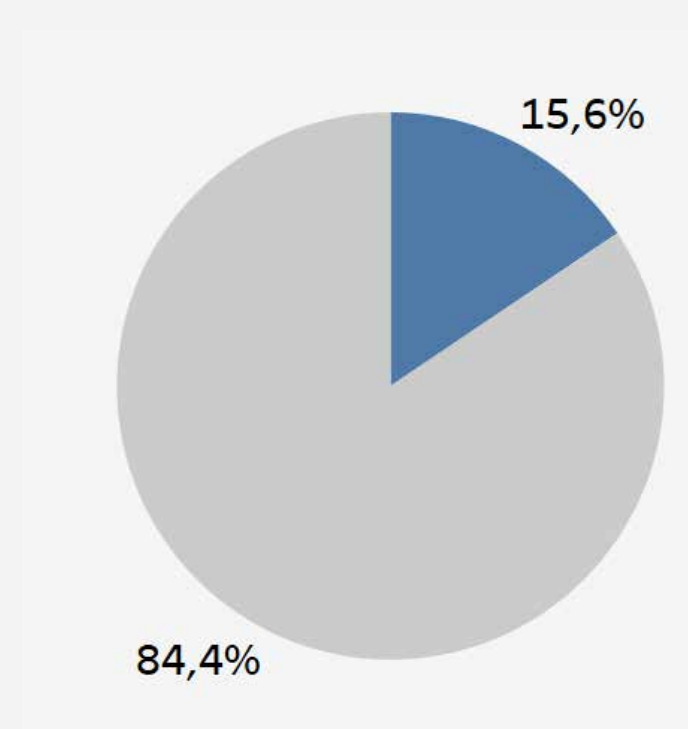


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Animation	1	
Comedy	2	4
Drama	2	
Family & Kids	1	3
Game-Show & Reality-TV		2
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



LOCAL SHOWS BESTED COMEDY, FAMILY & KIDS AND REALITY-TV

The political parody "Represent" collected 15.8M streams, registering the record for the grid's most successful season release. Spanish "Machos Alfa" (6.1M streams) and Polish "Sexify" (3.9M) follow the golden list. French shows drop from 14% to 12% viewing share this month (52M streams), while Spain claims the second-best spot with 7% of the total share (29M).

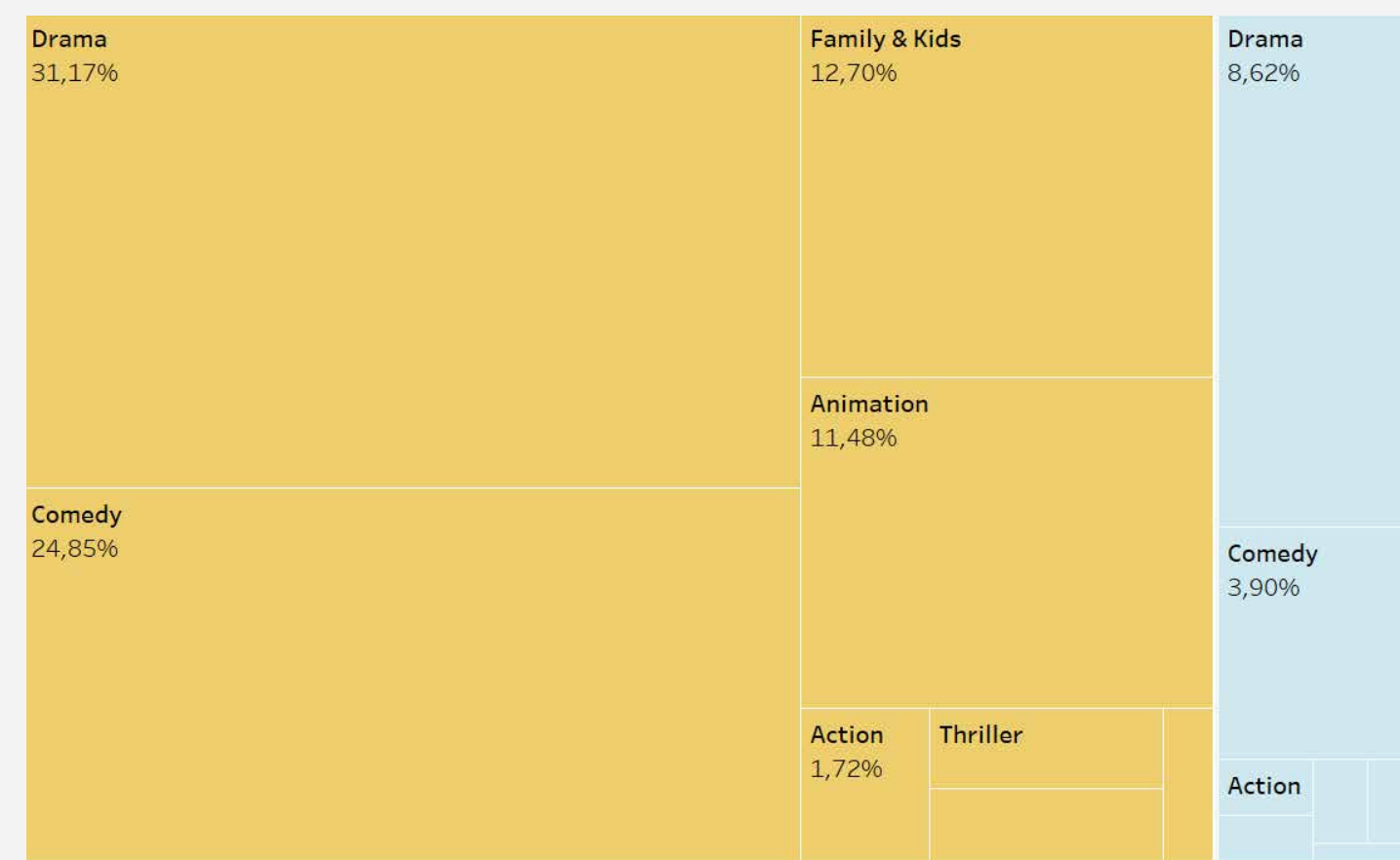
TWO EUROPEAN SHOWS EARNED 6% OF TOTAL VIEWING SHARE

Together "Sky Rojo" and "Totenfrau" gathered 25M streams. Even if they don't seem alike, both shows portray leading female roles in the quest for revenge, who must dive into their ugliest secrets. "La Chica de Nieve" Spanish thriller totalled 6.5M streams and was the only title that climbed into the Top 100. Local love realities "The Ultimatum" and "Celebrity Hunted" collected 7M streams.

FRANCE 100 SHOWS | SVOD PLATFORMS

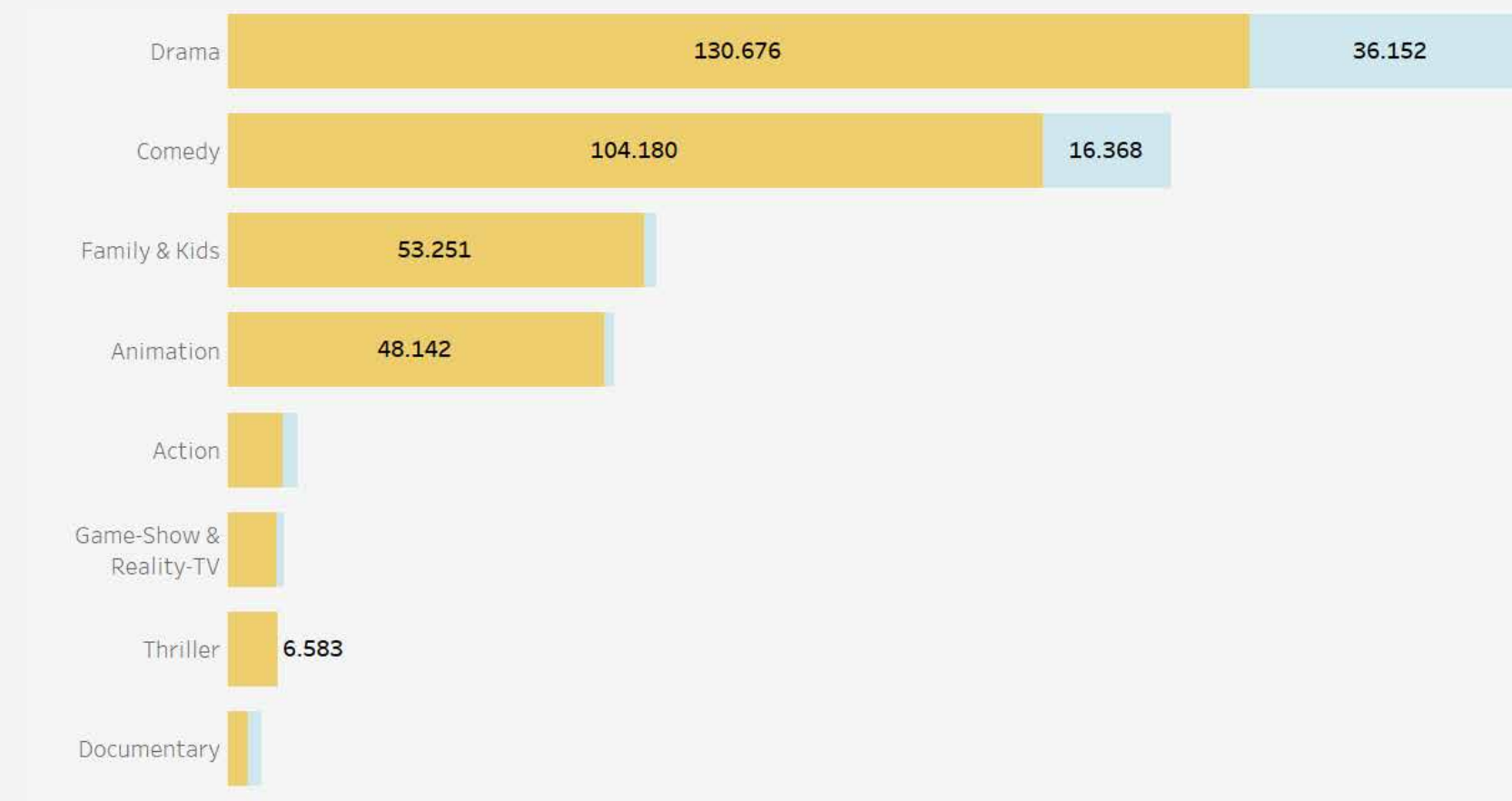
MOST WATCHED GENRES

SHARE BY PLATFORM

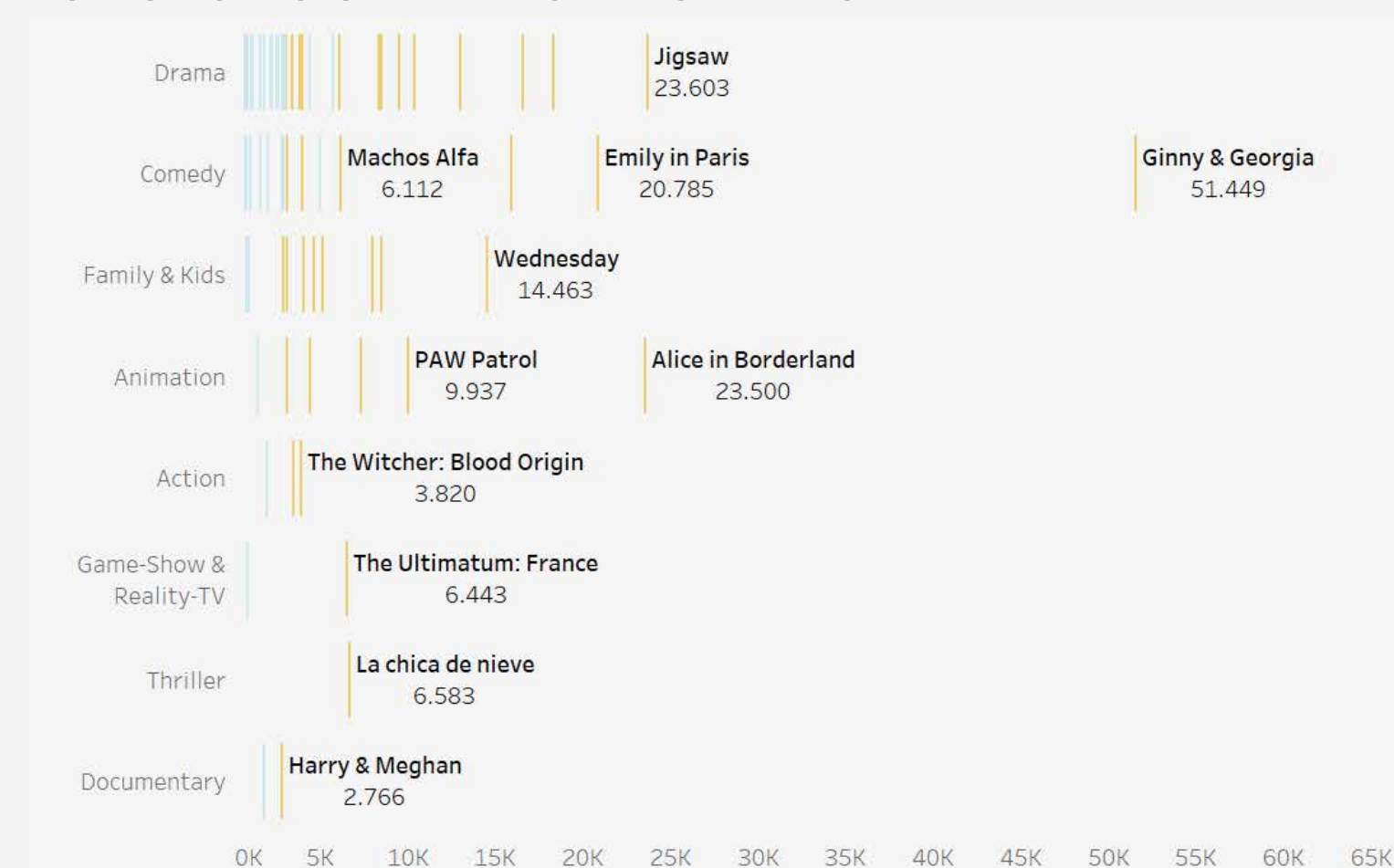


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

DRAMA RULES THE CHART WITH ALMOST 40% OF VIEWING SHARE

Netflix accumulates a significant portion with 130M streams thanks to "Jigsaw", "Vikings" and "Sky Rojo". Amazon doubled its contribution compared to the previous month with 34.3M streams due to the packed thriller "Jack Ryan" (5M) or "The Last of Us" (4M) for the users who signed up for HBO Max channel on Amazon's Prime Video.

Comedy owns almost 30% of viewing and Netflix Originals are to blame: "Ginny & Georgia", "Emily in Paris", and "Represent". Notorious outlets reported the big flop of the third season of "Emily in Paris". In the Rolling Stone review, the last instalment was deemed "messy" - the once-beloved Netflix Original stuck in repetition and clichés.

Animation is doing a great deal for Netflix's figures, with a 12% share. For the past three months we've been seeing the genre grow a few points in the market, from an average of 20% to 23%.

HOT CONTENT IN FRANCE

CELIA FUMANAL
INNOVATION DIRECTOR



“REPRESENT” WIDE-RANGY POLITICAL PARODY THAT NAILS DOWN RACIAL POLITICS IN FRANCE

Satire is at the core of French culture, as this was the vehicle of the rise of the French Revolution. Comedy is a witty tool to launch a message and point out society’s flaws. Jean-Pascal Zadi has mastered the genre from different artistic angles with music, stand-up and films for the past decade.

Long-time director of independent films and comedian, Zadi is the star and co-director of “Represent”, the Netflix mini-series portraying the reality of a black person running for President of France. “Simply Black” was his 2020 feature, a metafictional mockumentary about racial politics in France to expose the exclusion from French life that black people still have to deal with.

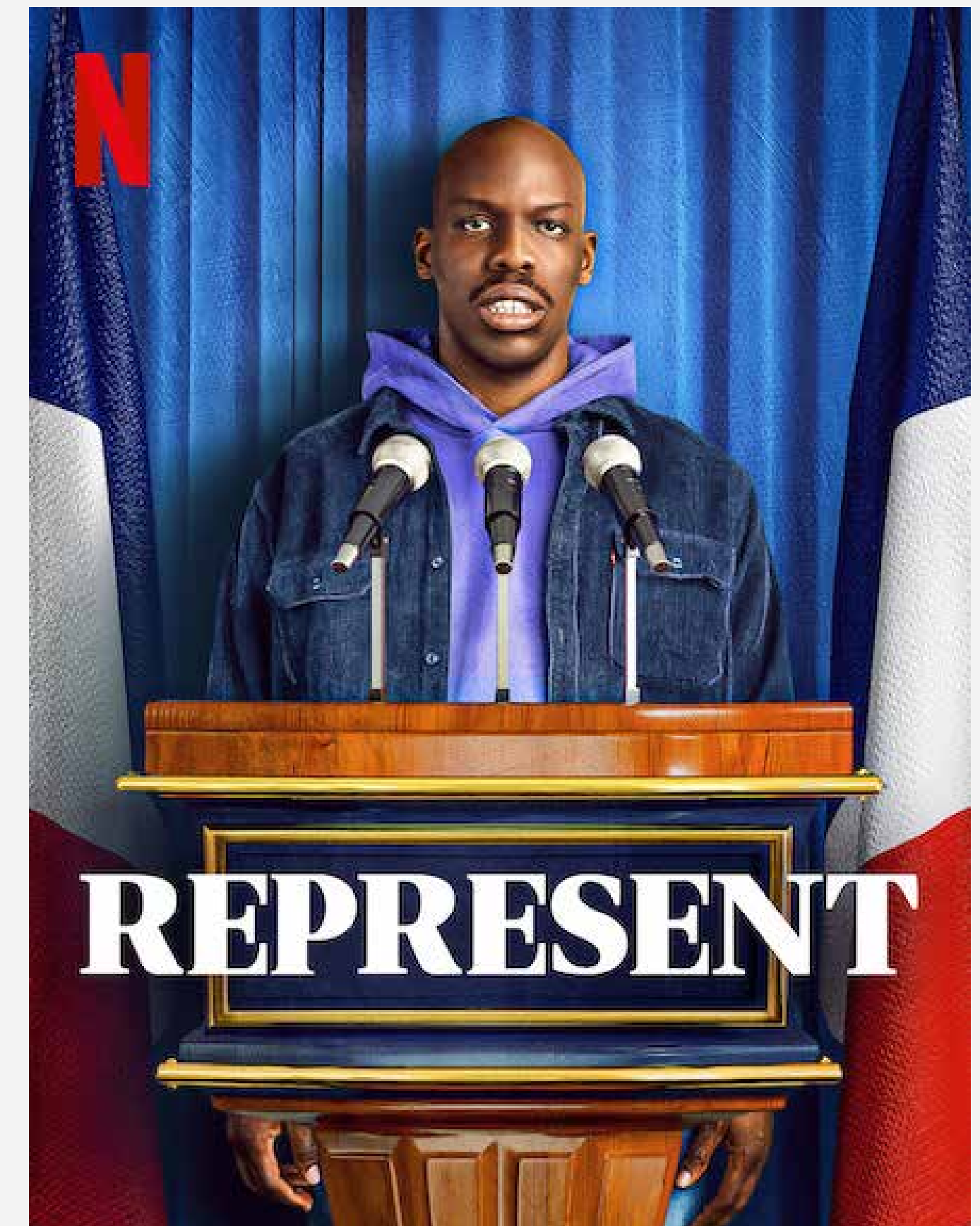


[The New Yorker](#) recently reviewed “Represent” as an attempt to redefine the French Left. France is proud of

treating all French citizens as equals, we all know the national chant “Liberté, Fraternité, Égalité”. Proof of its sensibility to the matter is banning race, religion and politics from statistics. However, this policy, less and less relevant in inclusion times, doesn’t prevent France’s serious problem of racial discrimination, deprivation and inequality. “Represent” depicts the black working class in France, portraying massive ghetto-like housing in the suburbs, the lack of political power and the distorted image of race and migration that the media perpetuates. As reported by Le Monde in July 2022, on-the-screen representation prefers white people from the well-to-do social category rather than minorities and migrants. Lack of representation of non-white people is evident, falling to 14%, and in some channels, like 24 hours, they occupy only 10% of screen time. And on top of all this, 43% of TV programs project a negative image.

French culture fails to bring minorities into the limelight. Beneath an exaggerated comedy, Zadi addresses the substantial social ills and subtle violence that non-white people endure in deep-rooted, unchallenged racism in former colonial European countries. Zadi spoke up to decry (albeit via comedy) oppression and exclusion.

“Represent” managed to account for 15.8M streams in France, but didn’t enjoy great travelability to other markets.



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

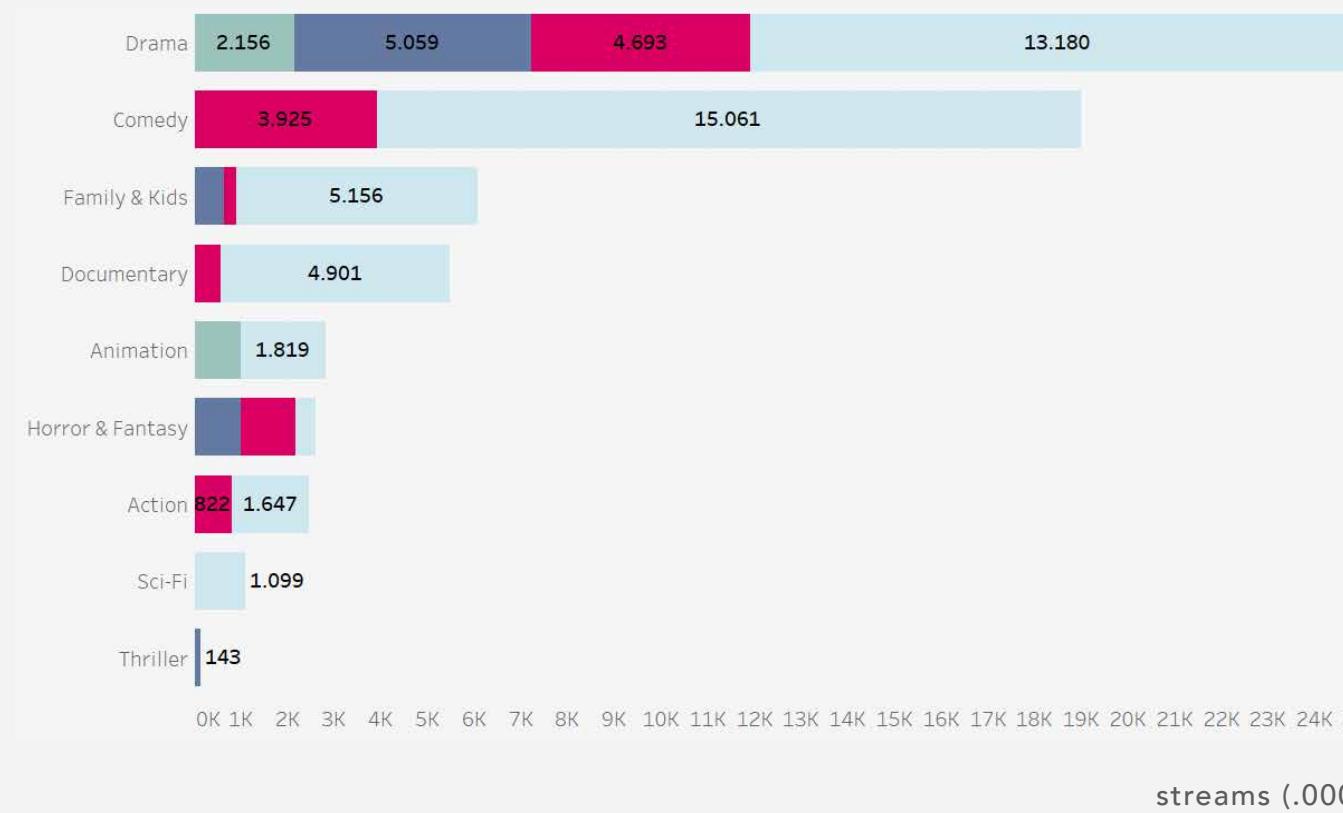
MOVIES	PLATFORM	GENRE	STREAMS
1 Knives Out 2	Netflix	Comedy	4.624
2 The Hatchet Wielding Hitc..	Netflix	Documentary	3.779
3 The Pale Blue Eye	Netflix	Drama	3.464
4 Bank of Dave	Netflix	Comedy	3.087
5 Knives Out	Netflix	Comedy	2.372
6 You People	Netflix	Comedy	2.220
7 The Croods	Netflix	Family & Kids	1.861
8 Don't Say a Word	Netflix	Drama	1.665
9 Jung_E	Netflix	Drama	1.495
10 All Quiet on the Western F..	Netflix	Drama	1.429
11 White Noise	Netflix	Drama	1.206
12 Dog Gone	Netflix	Drama	1.145
13 Kampen om Narvik - Hitler..	Netflix	Drama	1.130
14 Vesper	Netflix	Drama	1.098
15 Daddy Day Care	Netflix	Family & Kids	1.093
16 Sing	Netflix	Animation	1.011
17 Wrong Turn	Netflix	Horror & Fantasy	1.010
18 Shotgun Wedding	Amazon	Comedy	1.002
19 Medieval	Netflix	Drama	947
20 The Layover	Netflix	Comedy	892
21 Misha and the Wolves	Netflix	Drama	882
22 The Equalizer 2	Netflix	Drama	837
23 Big Boys Don't Cry	Netflix	Drama	801
24 Jak zostalem gangsterem..	Netflix	Drama	760
25 Puss in Boots	Netflix	Animation	753
26 Acrimony	Netflix	Drama	685
27 Austin Powers: Internatio..	Netflix	Comedy	682
28 The Wonder	Netflix	Drama	672
29 The Emoji Movie	Netflix	Family & Kids	671
30 Once Upon a Time... In Hol..	Netflix	Comedy	651
31 The Angry Birds Movie 2	Netflix	Family & Kids	648
32 Unleashed	Netflix	Drama	644
33 The Caller	Netflix	Horror & Fantasy	639
34 The Change-Up	Netflix	Comedy	604

SHOWING 34/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



AMERICAN DOCUMENTARY TRUE CRIME AND DRAMA AT THE TOP

The Comedy "Knives Out 2", with 4.6M views, stays at the top spot as well as the previous month when it was released.

But on January 10, the documentary "The Hatchet Wielding Hitchhiker" was released and ranked near the top with 3.7M views. This True Crime tells the story of Caleb Lawrence McGillvary. The film shows how this charismatic backpacker ascended to viral stardom and presents the events that led him to murder, trial and jail.

In third place is the drama film "The Pale Blue Eye" which was released on January 6 and accumulated 3.4M. Like in other territories, this Crime, Horror and Mystery film connected with audiences. It is based on a novel by Louis Bayard. It is set at West Point in 1830, and tells the story of a detective who recruits a young man to help him in an investigation: Edgar Allan Poe. The story is not true but shares climatic, aesthetic, and narrative elements with Poe's literature.

PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

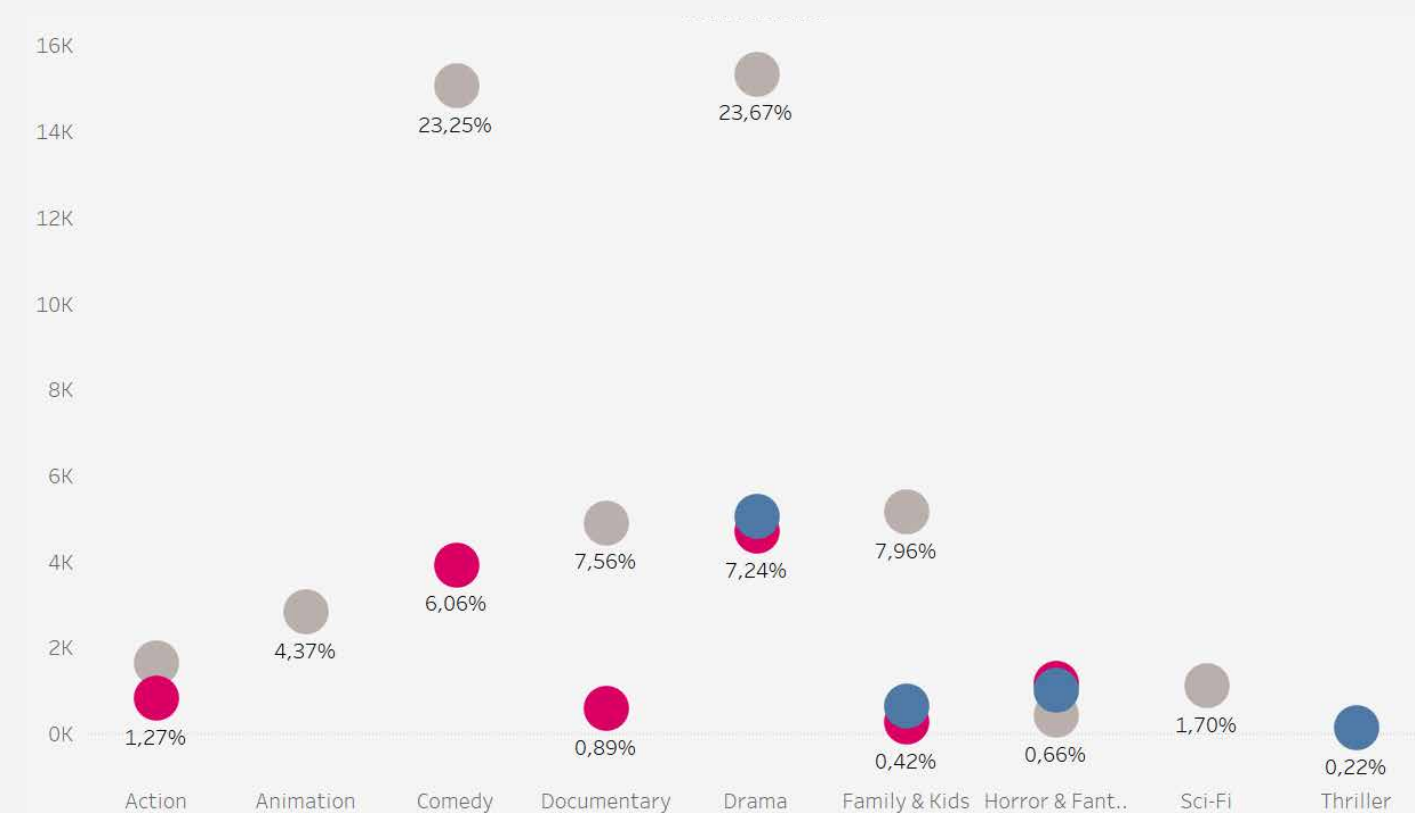
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	VIEWERS
1	Bank of Dave	Netflix	UK	Comedy	3,087
2	White Noise	Netflix	UK	Drama	1,206
3	Kampen om Narvik - Hitler...	Netflix	NO	Drama	1,130
4	Vesper	Netflix	FR	Drama	1,098
5	Wrong Turn	Netflix	DE	Horror & Fantasy	1,010
6	Medieval	Netflix	CZ	Drama	947
7	Misha and the Wolves	Netflix	BE	Drama	882
8	Big Boys Don't Cry	Netflix	UK	Drama	801
9	Jak zostalem gangsterem..	Netflix	PO	Drama	760
10	The Wonder	Netflix	UK	Drama	672
11	The Angry Birds Movie 2	Netflix	FI	Family & Kids	648
12	Unleashed	Netflix	UK	Drama	644
13	The Caller	Netflix	UK	Horror & Fantasy	639
14	Hellboy	Netflix	UK	Horror & Fantasy	535
15	Enola Holmes 2	Netflix	UK	Action	535
16	The Bank Job	Netflix	UK	Drama	503

SHOWING 15/30 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

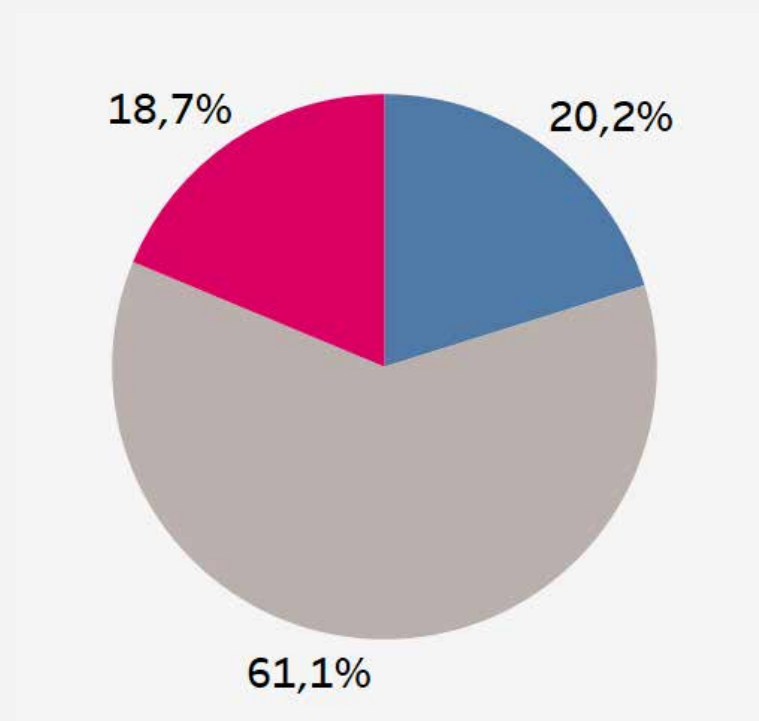


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action		3
Comedy		4
Documentary		2
Drama	7	11
Family & Kids	1	1
Horror & Fantasy	1	2
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe UK Others

EUROPEAN DRAMAS SWEEP THE TOP OF JANUARY'S CHART

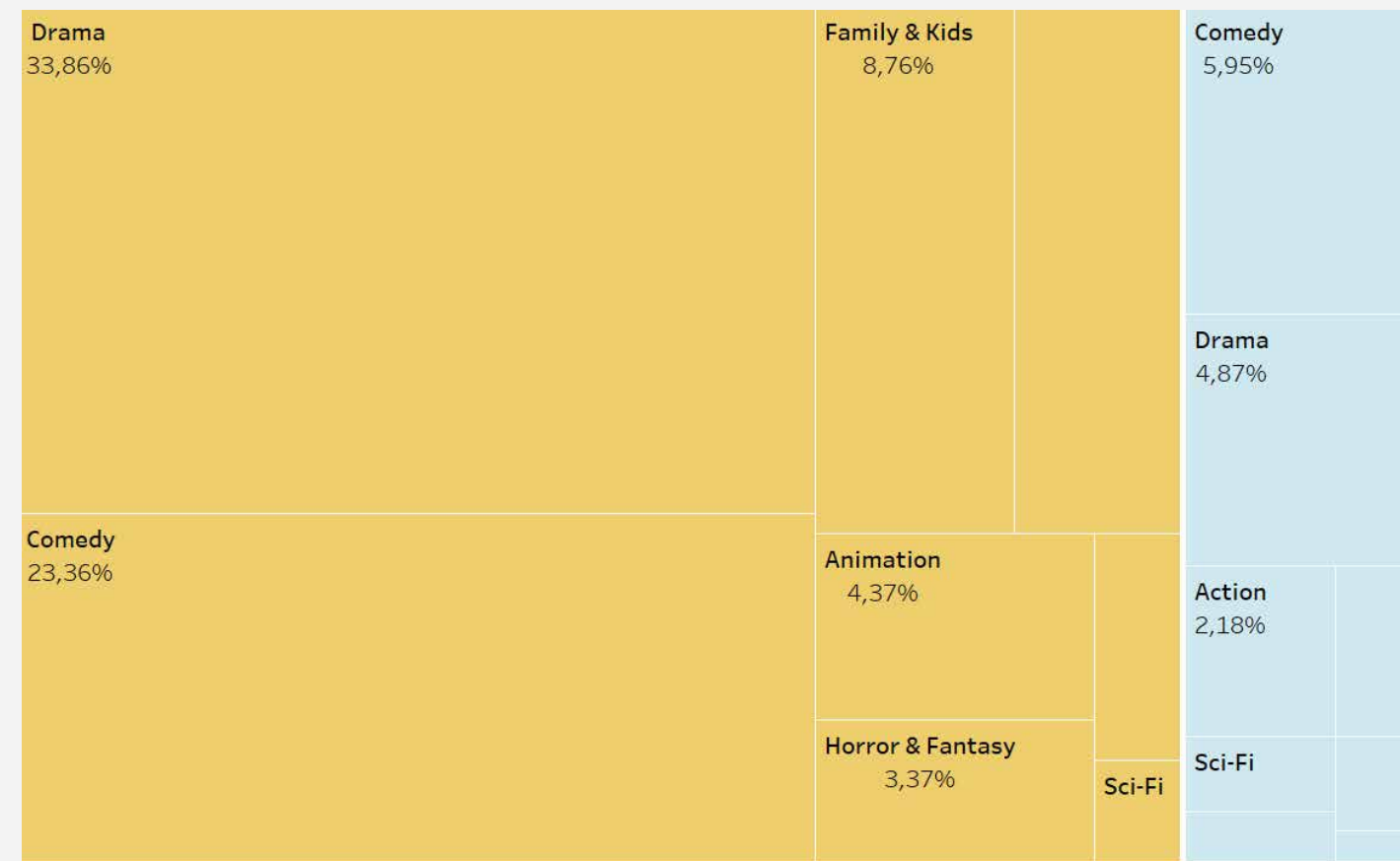
Although the most watched European grid film is a Comedy, "Bank of Dave from UK", the most watched genre is Drama with 26.67%. Like in other markets, this genre was a blast in January. Close behind is comedy, with 23.25% of the chart.

In second place is the film "White Noise", a UK and US independent production. This Drama had its world premiere at the 79th Venice International Film Festival, then was released in select cinemas in November 2022 in the United States, and on December 30 it arrived on Netflix where it obtained 1.2M views. The film is written and directed by Noah Baumbach, director of "Marriage Story" (2019) nominated for an Oscar for Best Picture, among other nominations. "White Noise" is an adaptation of the novel of the same name written by American Don DeLillo and published in the United States in 1985. The film presents the dramas of a contemporary family dealing with a toxic cloud of love and death.

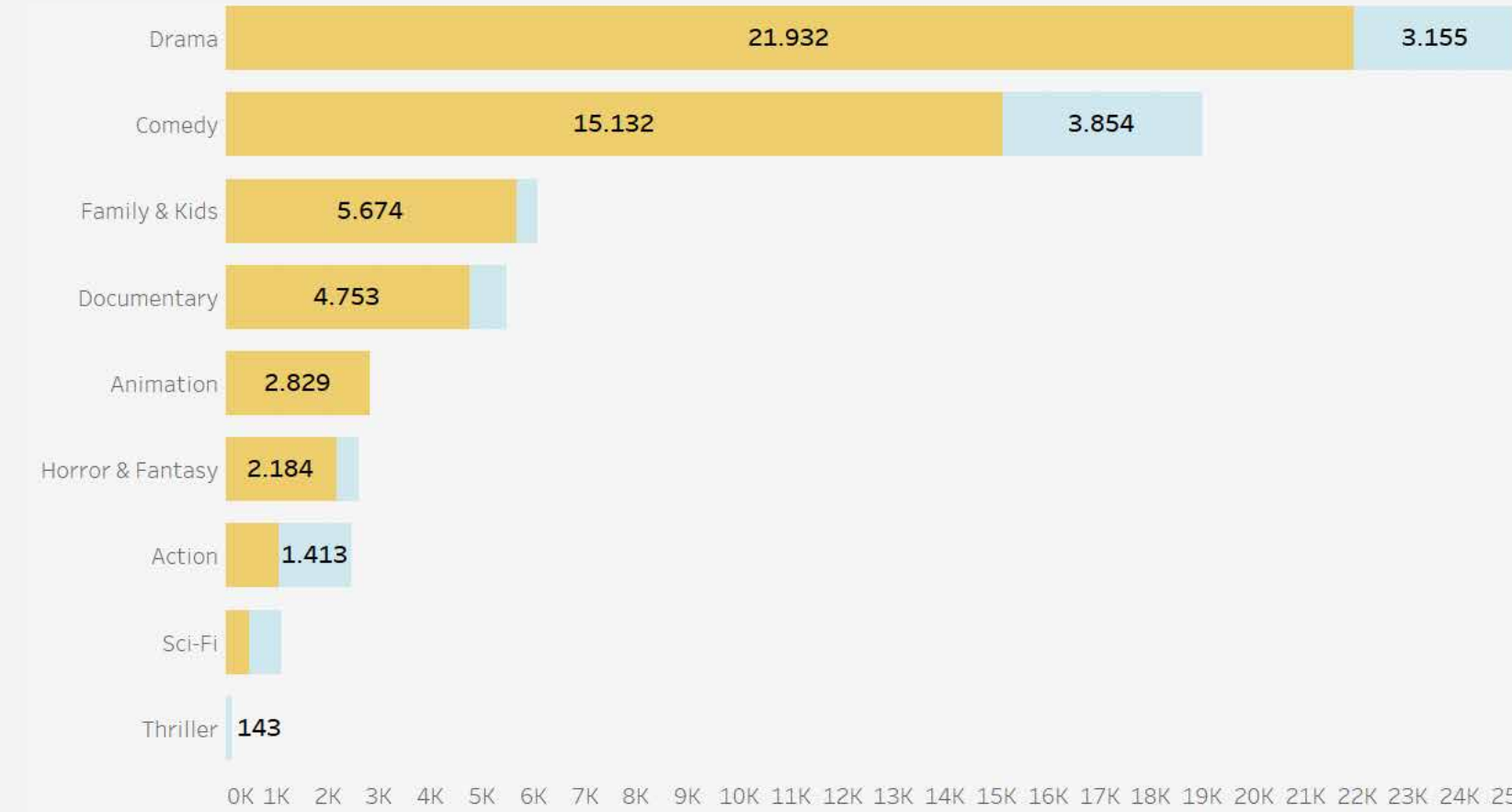
In 3rd place is the Norwegian film "Kampen om Narvik - Hitlers første nederlag" (Narvik) with 1.1M views, and in 4th place is "Vesper" from France with 1M views.

UK 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

NONSTOP: FROM COMEDY TO DRAMA, AND SURPRISINGLY, CLASSICS

The Drama genre accumulates 33.86% on Netflix and 4.87% on Amazon. The Comedy genre accumulates 23% on Netflix, and 5.95% on Amazon.

Compared to the previous month, where Christmas-related content had a strong presence in the ranking, and where the categories of Comedy and Family & Kids lead the most watched list, this month this content has dropped a lot. The two most watched drama movies were "The Pale Blue Eye" with 3.4M views, and the classic movie "Don't Say a Word" with a high score for a classic, of 1.6M.

"Don't Say a Word" is an American film released in September 2001 in the United States, and between late 2001 and early 2002 in Europe, making a worldwide box office of 100M U.S. dollars. Possibly those who lived through that time will remember it. It tells the story of a psychiatrist (Michael Douglas) who must find a secret code known only to his patient (Brittany Murphy) to recover his kidnapped daughter.

What are the reasons for the positioning of this film on Netflix? Could it be that the film found a new audience? Or that lovers of classics rushed to see it?

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

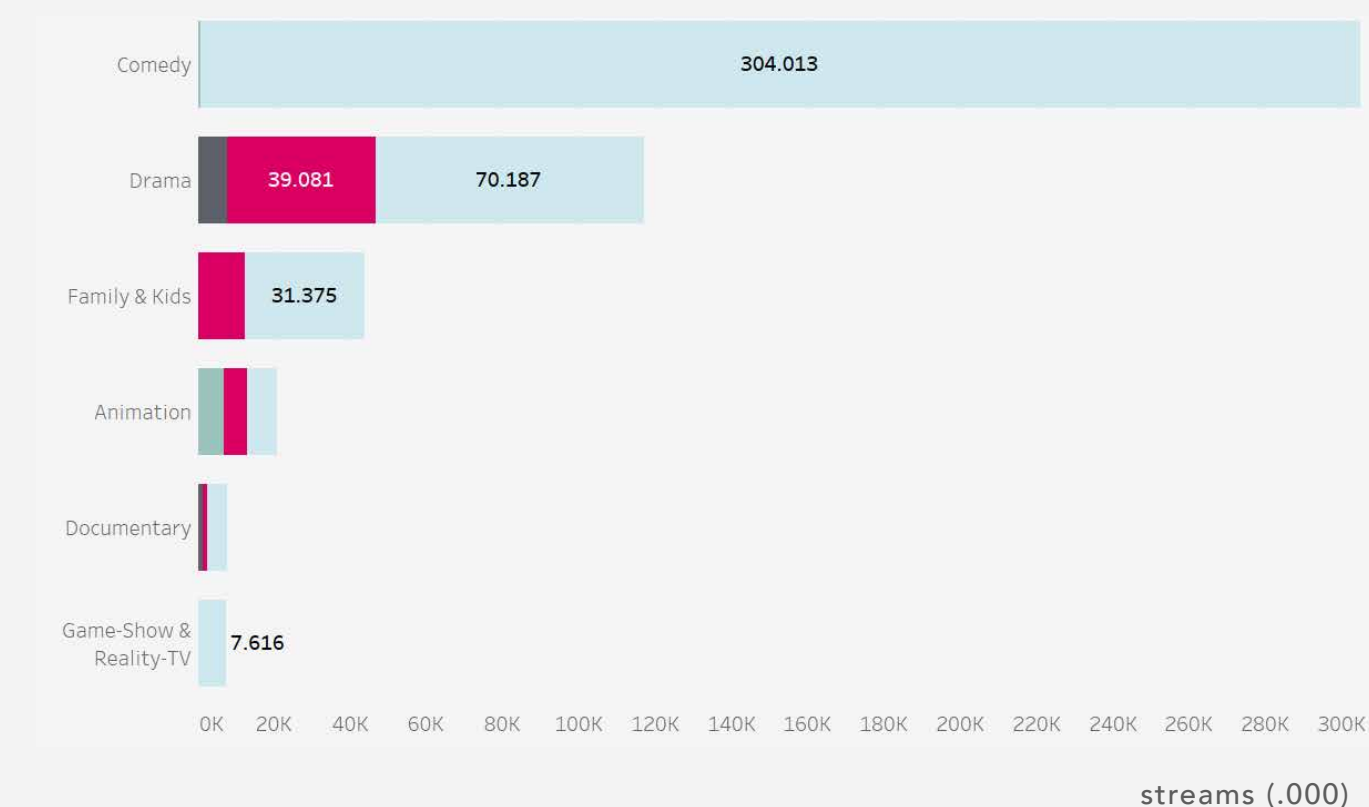
	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	76.977
2	Friends	Netflix	Comedy	70.890
3	Ginny & Georgia	Netflix	Comedy	53.671
4	Brooklyn Nine-Nine	Netflix	Comedy	45.564
5	Jigsaw	Netflix	Drama	22.675
6	Wednesday	Netflix	Family & Kids	19.149
7	Vikings: Valhalla	Netflix	Drama	18.341
8	Emily in Paris	Netflix	Comedy	17.169
9	The Office	Netflix	Comedy	15.580
10	The Rig	Amazon	Drama	14.365
11	Mr. Bean: The Animated S...	Netflix	Family & Kids	11.708
12	Lockwood & Co	Netflix	Drama	9.826
13	Treason	Netflix	Drama	8.269
14	La Reina del Sur	Netflix	Drama	7.809
15	Tom Clancy's Jack Ryan	Amazon	Drama	7.592
16	That '90s Show	Netflix	Family & Kids	7.494
17	PAW Patrol	Netflix	Animation	6.889
18	Alice in Borderland	Netflix	Animation	6.836
19	The Recruit	Netflix	Drama	6.376
20	The Adventures of Paddin..	Netflix	Animation	6.358
21	The Circle	Netflix	Game-Show & Reality-TV	5.842
22	The Crown	Netflix	Drama	5.660
23	Love Life	Netflix	Comedy	5.528
24	Mom	Amazon	Comedy	4.746
25	Hunters	Amazon	Drama	4.695
26	Cold Case	Amazon	Documentary	4.084
27	The Hills	Amazon	Family & Kids	3.967
28	Parks and Recreation	Amazon	Comedy	3.628
29	The Boys	Amazon	Comedy	3.053
30	The Vampire Diaries	Amazon	Comedy	2.394
31	House	Amazon	Drama	1.818
32	The Mentalist	Amazon	Drama	1.804
33	The Handmaid's Tale	Amazon	Drama	1.777
34	Untitled Judge Judy Shein..	Amazon	Game-Show & Reality-TV	1.774

SHOWING 34/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



COMEDIES CONTINUE TO DOMINATE THE SERIES RANKING

Comedies continue to dominate the chart with 304M views, with Drama in second place with 70M. Many of the Comedy titles are library titles from previous months, such as "The Big Bang Theory" with 77M views and "Friends" with 70.8M.

In third place is "Ginny & Georgia" an American Comedy created by Sarah Lampert and with female protagonists. The first season was released on Netflix in 2021. On January 5, 2023 the second season was released and got 53.6M views. The story revolves around the relationship of teenager Ginny and her mother Georgia Miller.

A BIT OF ENGLISH AND LATIN DRAMA

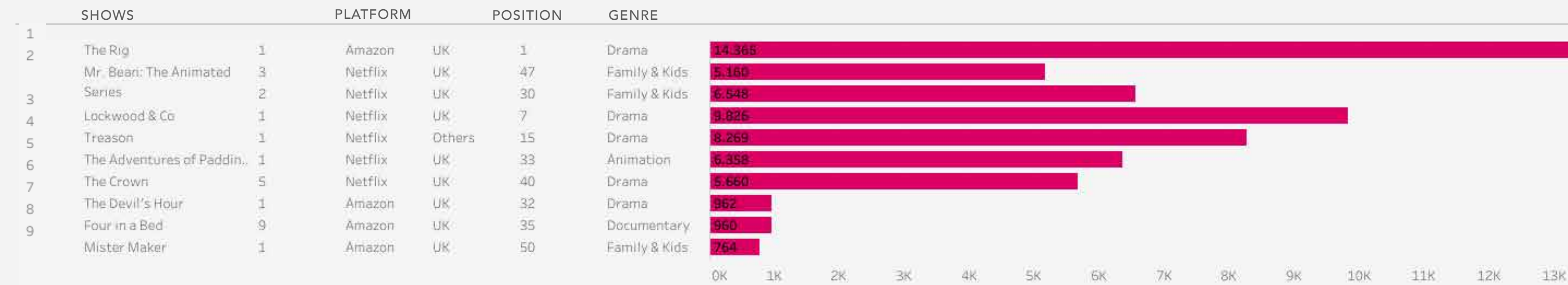
There are some exceptions to Comedy, such as "The Rig", a UK Drama released on January 6 on the Amazon platform and ranked number 10 with 14.3M views.

The phenomena of Latin flavour had been indifferent to UK audiences up until now. After 6 months of data, we found a Latin American show in the UK grid and it's the very first telenovela we've ever recorded here! It is season 3 of "La Reina del Sur" which premiered on December 30, 2022, occupying number 14 in the ranking with 7.8M views.

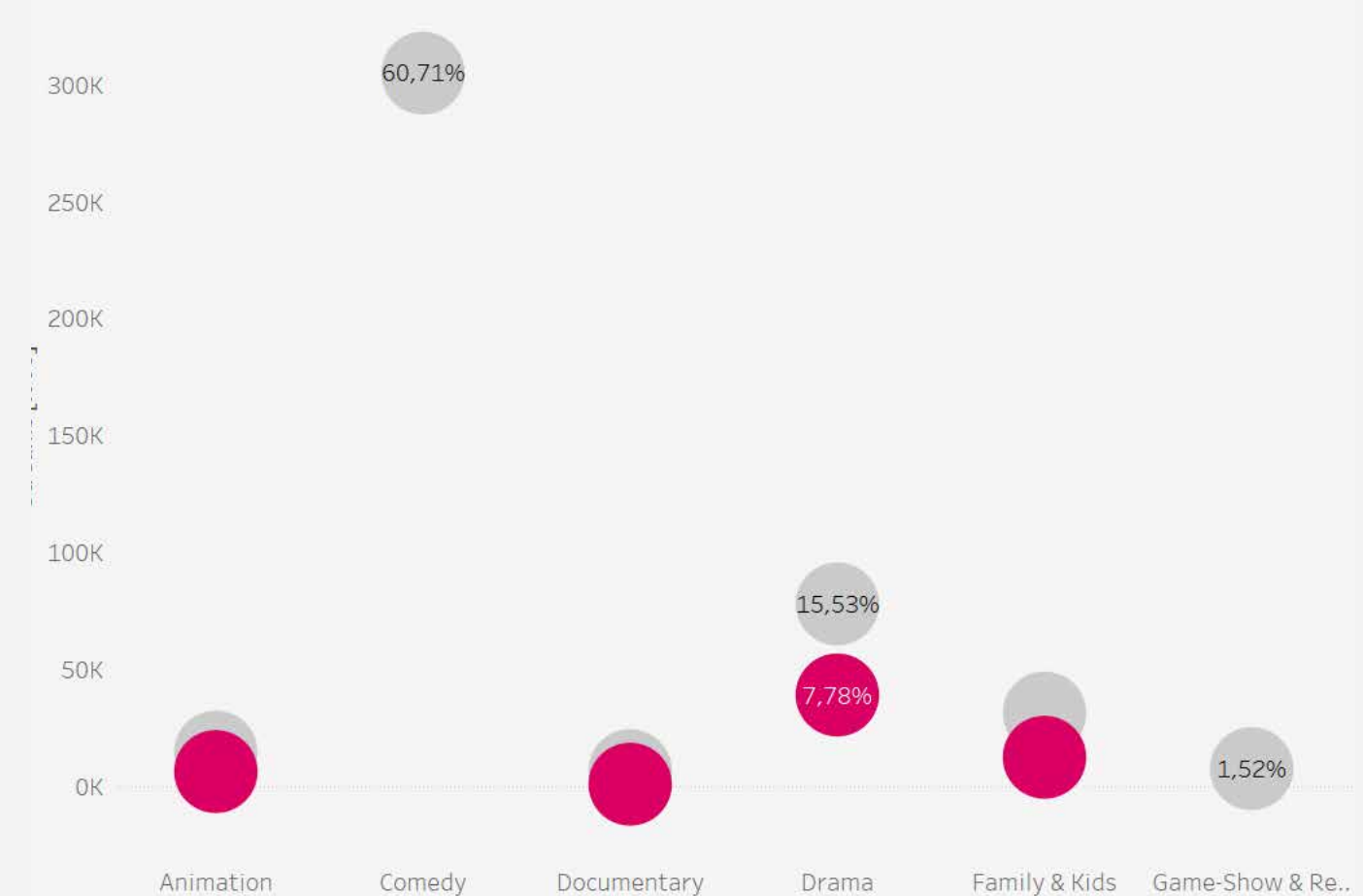
PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



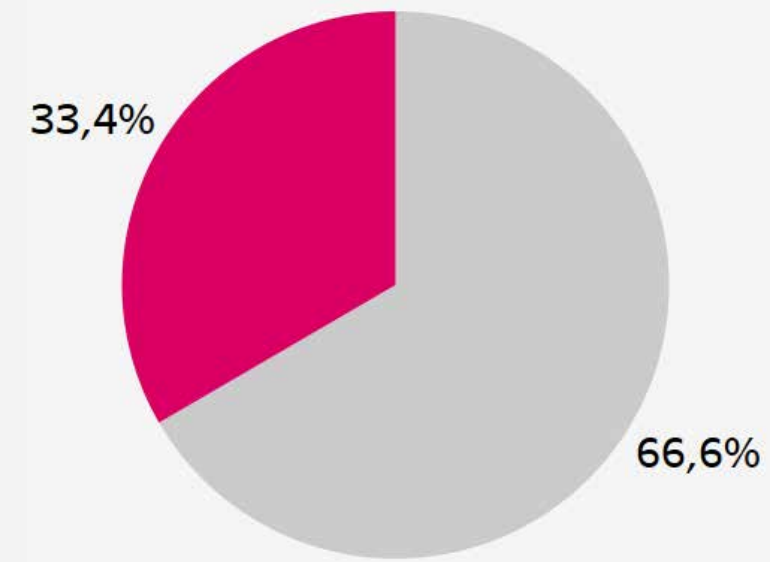
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU/UK
Animation	1
Documentary	1
Drama	5
Family & Kids	2

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe UK Others

A UK ORIGINAL FROM AMAZON ON THE PODIUM

European Comedy triumphs in January with 60.71% of the total, while the drama genre is in second place, with 15.53%.

“The Rig” is the most watched European series in the United Kingdom with 14.3 million views. It is an Amazon original shot entirely in Scotland, at FirstStage Studios in Edinburgh, and created by David Macpherson. The series premiered on January 6, 2023 and consists of six episodes. In February 2023, the series was renewed for a second season. It is a supernatural thriller that follows a group of workers on a Scottish oil rig located in the North Sea who become enveloped in a fog that leaves them isolated.

ANOTHER UK CLASSIC FOR THE WHOLE FAMILY

“Mr Bean: The animated series” is the most-watched content in the Family & Kids category and second in general. Season 2 got 6.5M views and season 3 5.1M views. The series is based on the fictional real image series of the same name, which has become a classic representative of English humour in the 1990’s.

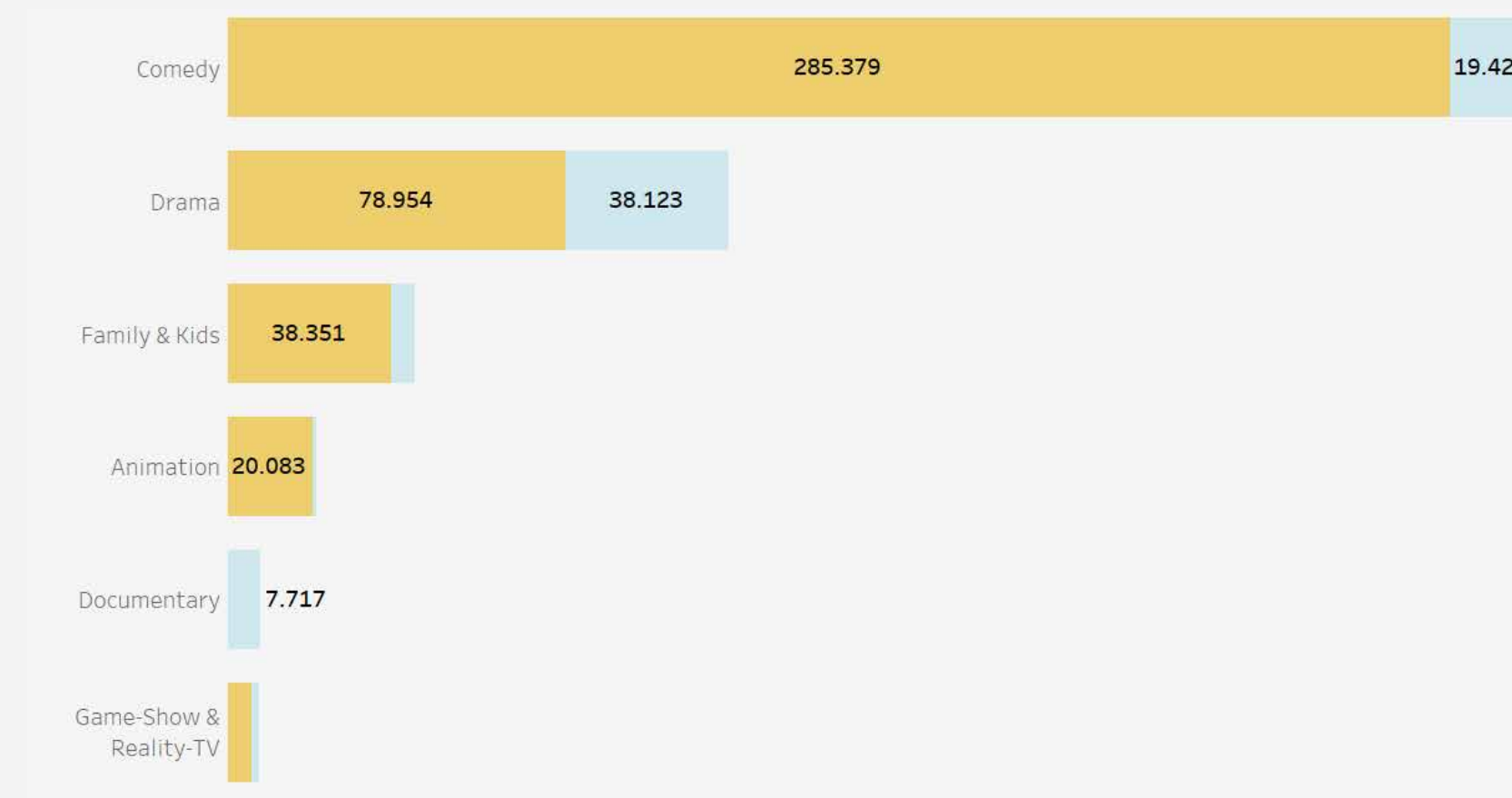
English audiences choose local productions: of the 10 most watched series, 8 are from the UK, 4 from Amazon and 4 from Netflix.

UK 100 SHOWS | SVOD PLATFORMS

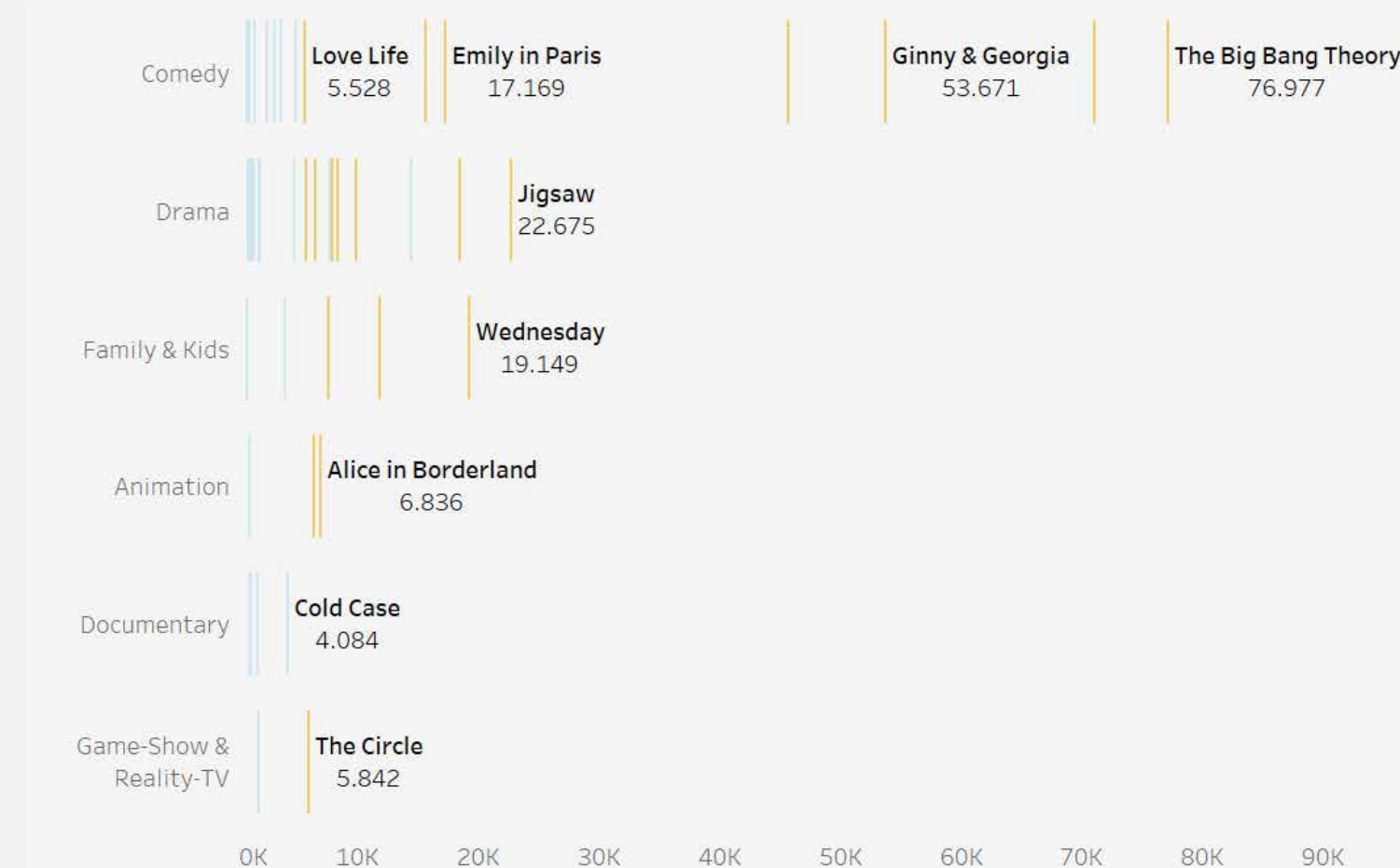
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

ANOTHER DRAMATIC PREMIERE IN THE MIDDLE OF A COMEDY OCEAN

Comedy is the most watched genre on Netflix with 56.84%, followed by Drama with 15.72%. On Amazon it's the other way around. Drama comes in first with 4.73% and Comedy accounts for 3.87% of the total frame.

Another UK premiere ranks very well. In 12th place in the top 100 most watched series worldwide is "Lockwood & Co" with 9.8M views.

"Lockwood & Co" is a Netflix original based on the books by Jonathan Stroud, and developed by Joe Cornish. According to Variety, the series ranked in the top 10 in 74 countries. It is a detective Thriller series that follows three young agents in their struggles with ghosts in London. The first season consists of 8 episodes and premiered on January 27, 2023. Will there be a second season?

HOT CONTENT IN UK

“BANK OF DAVE”, A TRUE LOCAL STORY ON THE TOP

JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST



This movie is a Netflix original comedy released on January 15, ranking fourth in the top 100 and number 1 among European films, with 3M views. It's based on the real life of Dave Fishwick from Burnley, a small town in England. Fishwick is a working-class man and self-made millionaire who decided to open a community bank to help the local businesses in his town. In the first scene of the film, Dave (starring Rory Kinnear) sings in a Karaoke bar in his hometown and everyone in the bar joins him in the chorus. That collective spirit is what drives Dave's desire and this is a perfect synthesis of part of his story.



This story was already familiar to the British audience. In 2011, Fishnick obtained the first new banking license in 150 years in the UK and opened a bank to support his community in the wake of the global financial crisis and beyond. Fishnick wrote the book “Bank of Dave: How I Took on the Banks”,

and in 2012 Channel 4 made a documentary about this story. This is another example of how local titles are absolutely crucial in the N-platform content strategy.

Although Netflix opens creative hubs here and there, the UK is a crucial market for the growth of English-speaking titles with a smart tone. No other country knows how to play the perfect game of American majors and European indies. The UK is a cultural bridge that streamers cannot avoid.

In an interview, the film's director Chris Foggin (director of “Death in Paradise”, “Cold Feet”, “Friend Request Pending” and more) said: “I was immediately drawn to this story about the triumph of community, and I'm delighted to be working with such a wonderful cast. I truly believe the world needs films like these.”

The film was produced by Piers Tempest, who said in a press release: “This is such a great story and I'm delighted to be working with Chris and the team on the film, which I am sure will really resonate with audiences worldwide.”

In the UK it seems to be having the expected success, and the English public is very loyal to local stories, but did it really have the response they expected in the rest of the world? According to our data, it doesn't look like that: “Bank of Dave” didn't travel to any other market this month.



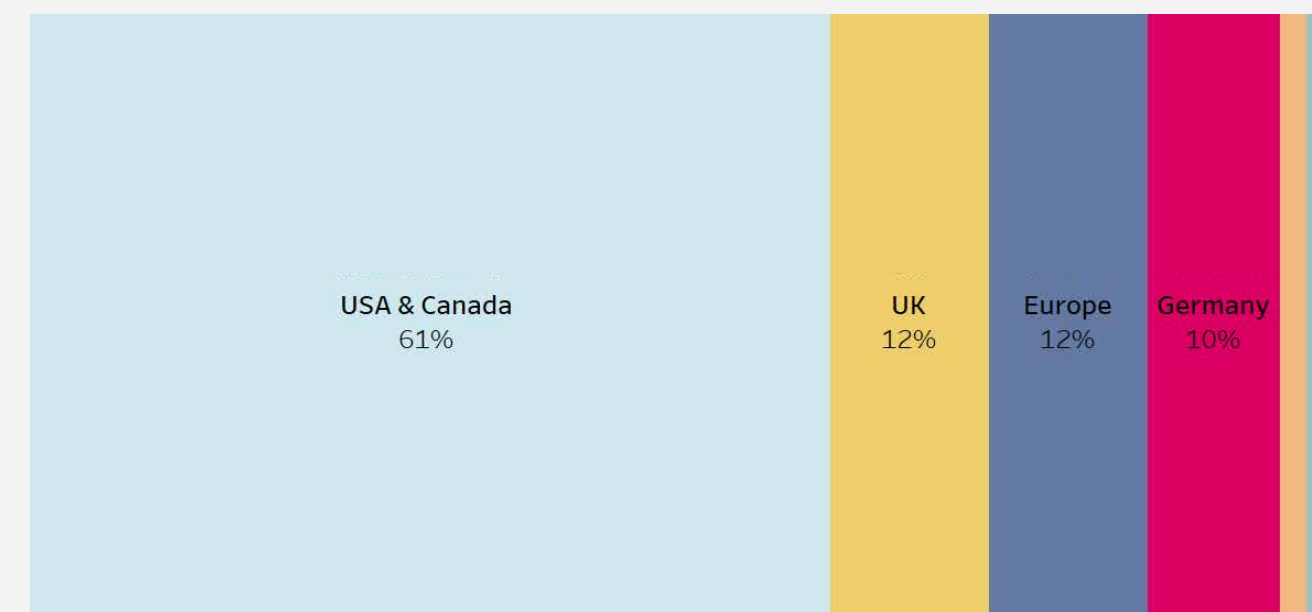
GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

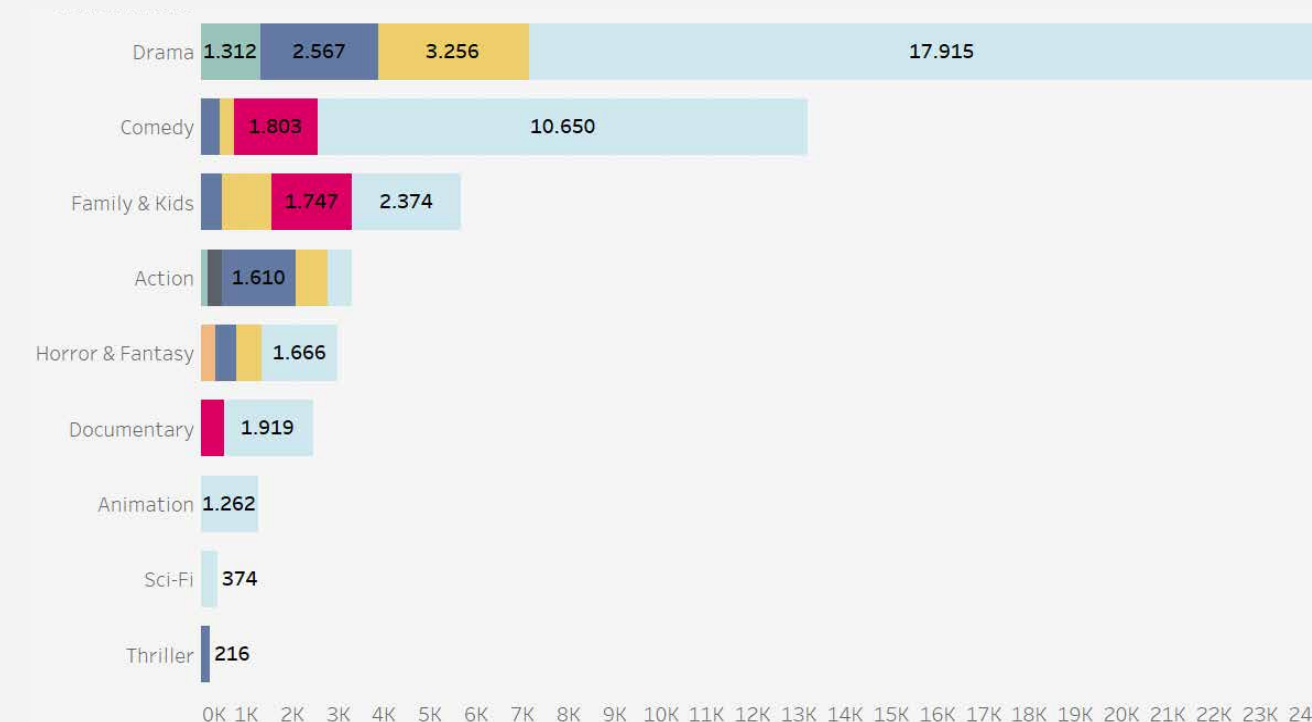
	MOVIES	PLATFORM	GENRE	STREAMS
1	The Pale Blue Eye	Netflix	Drama	4.593
2	Knives Out 2	Netflix	Comedy	3.348
3	Devotion	Netflix	Drama	1.670
4	You People	Netflix	Comedy	1.654
5	Anna	Netflix	Action	1.610
6	Tenet	Netflix	Drama	1.456
7	Lone Survivor	Netflix	Drama	1.408
8	Jolt	Netflix	Comedy	1.360
9	Jung_E	Netflix	Drama	1.312
10	All Quiet on the Western F..	Netflix	Drama	1.291
11	Dog Gone	Netflix	Drama	1.217
12	Kampen om Narvik - Hitler..	Netflix	Drama	1.134
13	Knives Out	Netflix	Comedy	1.116
14	Sicario: Day of the Soldado	Netflix	Drama	1.106
15	Curve	Netflix	Horror & Fantasy	1.089
16	White Noise	Netflix	Drama	1.049
17	Sicario	Netflix	Documentary	1.043
18	The Suicide Squad	Amazon	Comedy	935
19	Matilda	Netflix	Family & Kids	932
20	The Judge	Netflix	Drama	897
21	The Hatchet Wielding Hitc..	Netflix	Documentary	876
22	The Clovehitch Killer	Netflix	Drama	836
23	Léon: The Professional	Netflix	Drama	812
24	A Quiet Place Part II	Netflix	Drama	674
25	Suck Me Shakespeer 3	Netflix	Comedy	615
26	Ummah - Unter Freunden	Netflix	Comedy	538
27	Big Mäck - Gangster und G..	Netflix	Documentary	537
28	Black Site	Amazon	Action	527
29	Puss in Boots	Netflix	Animation	521
30	Slumberland	Netflix	Family & Kids	514
31	Jurassic World: Fallen Kin..	Amazon	Drama	456
32	The Goldfish	Netflix	Comedy	448
33	The Swimmers	Netflix	Drama	440

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

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

DRAMA IS SOLID AT THE TOP OF THE HEAP WITH 25.7M STREAMS

English-speaking productions total 41% of Drama views, with six titles in the Top 10. Christian Bale plays Edgar Allan Poe in the historical drama-thriller "The Pale Blue Eye" (4.5M). War dramas fired up German audiences, such as "Devotion" (1.6M) and "Lone Survivor" (1.4M), "All Quiet on the Western Front" (1.2M) and "Kampen on Narvik" (1.1M). Following the Drama trail, post-apocalyptic "Jung_E" sits at #9 in the chart as the only Asian title.

AMAZON DIDN'T MAKE THE GRADES SHINE

Prime titles become buried below the Top 20 and hug the bottom of the Top 100 list. We are used to seeing German audiences take a leap on Amazon content with one of the most significant market shares among the five studied markets. However, this month only two movies sit among the 30 most-streamed.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

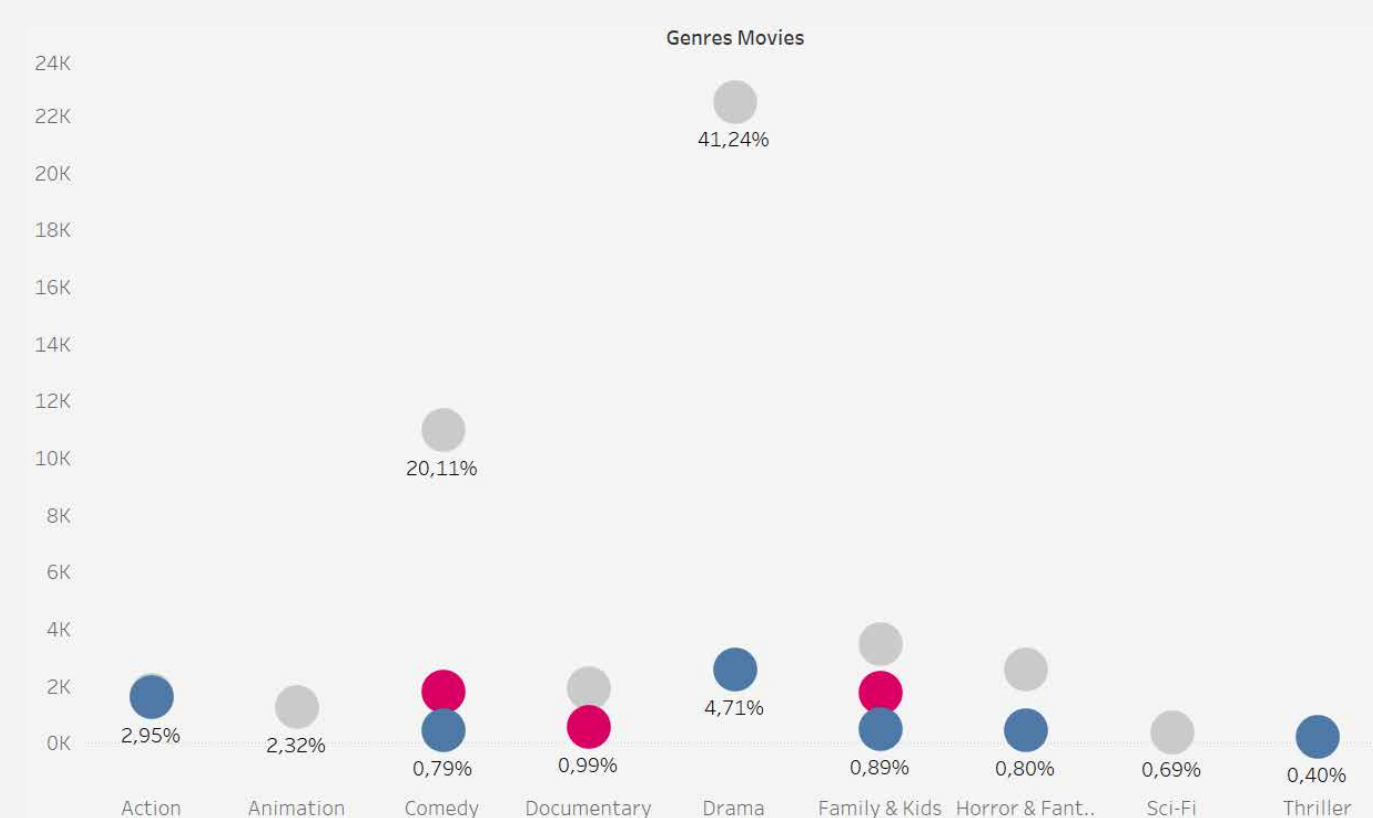
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	
1	Anna	Netflix	FR	Action	1.610
2	Kampen om Narvik - Hitler..	Netflix	NO	Drama	1.134
3	Léon: The Professional	Netflix	FR	Drama	812
4	Suck Me Shakespeer 3	Netflix	DE	Comedy	615
5	Ummah - Unter Freunden	Netflix	DE	Comedy	538
6	Big Mäck - Gangster und G..	Netflix	DE	Documentary	537
7	The Goldfish	Netflix	DE	Comedy	448
8	Troll	Netflix	NO	Horror & Fantasy	434
9	7 donne e un mistero	Netflix	IT	Comedy	433
10	Suck Me Shakespeer 2	Netflix	DE	Family & Kids	428
11	Goodbye Berlin	Netflix	DE	Family & Kids	422
12	Suck Me Shakespeer	Netflix	DE	Family & Kids	394
13	Benjamin the Elephant (2..	Netflix	DE	Family & Kids	338
14	365 Days	Netflix	PO	Drama	277
15	The Treatment	Amazon	BE	Thriller	216
16	Special Forces	Amazon	FR	Drama	211

SHOWING 16/22 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

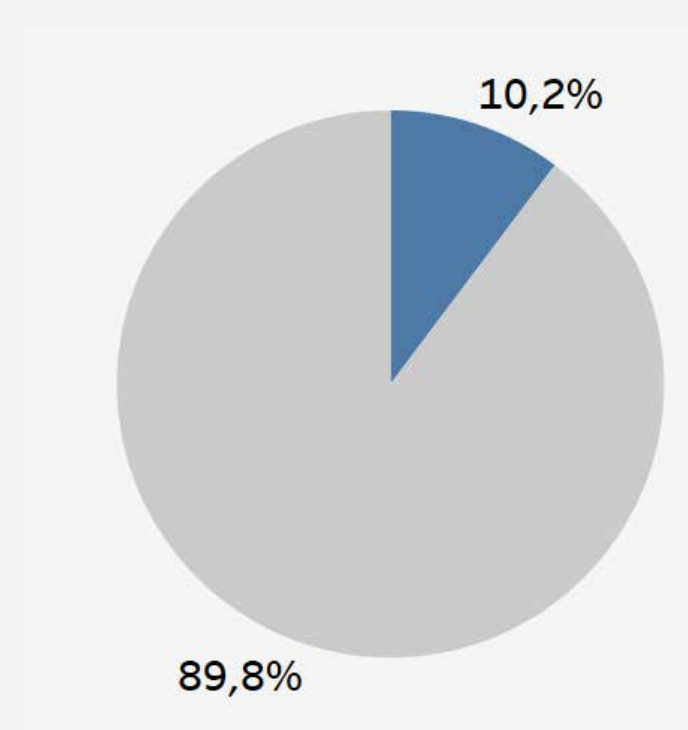


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	1	
Comedy	1	4
Documentary		1
Drama	5	
Family & Kids	3	5
Horror & Fanta..	1	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



EUROPEAN CONTENT TAKES 10% OF THE TOP 100 VIEWING WITH ONLY 12 TITLES

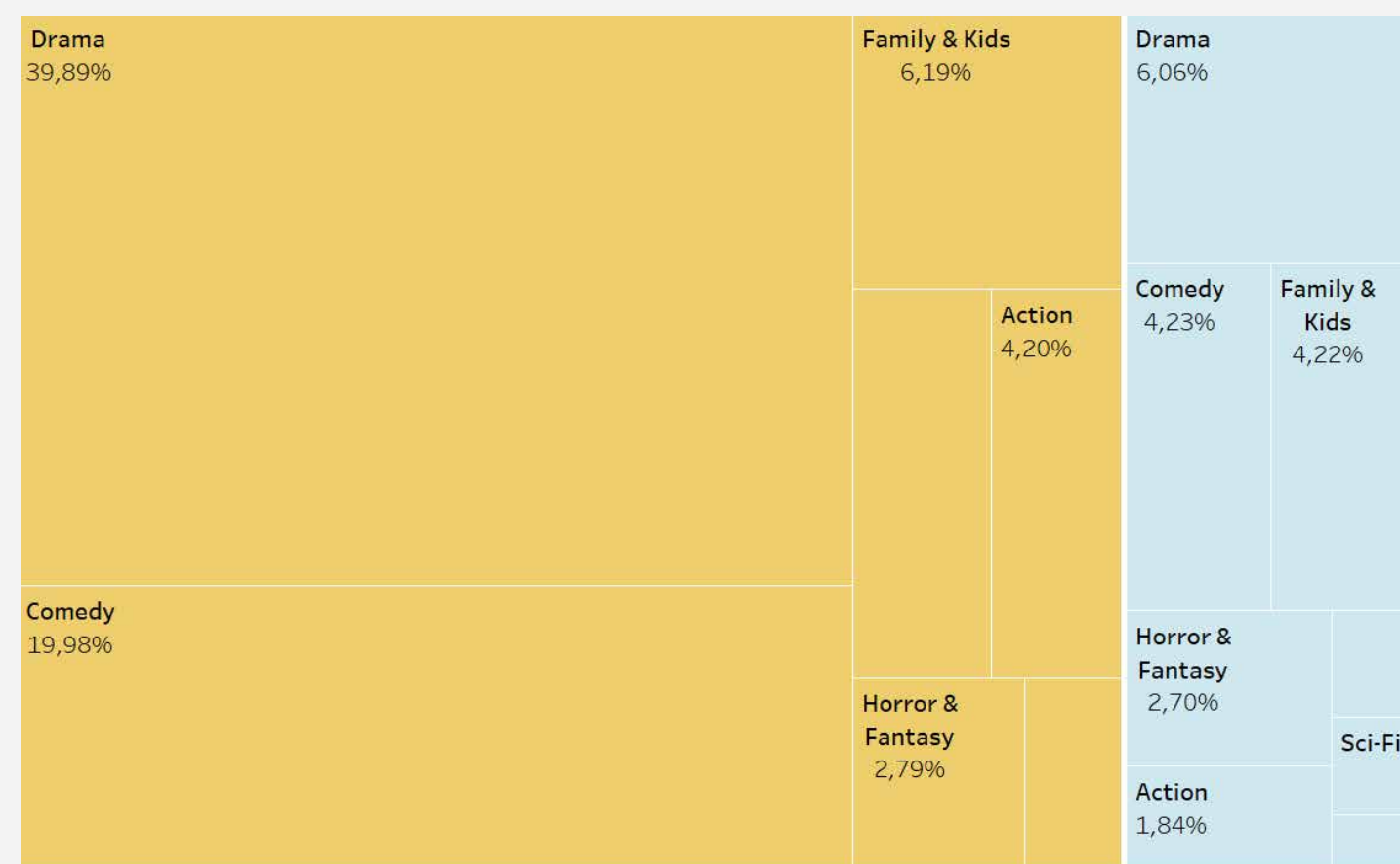
A few well-positioned European titles bring some diversity to the English-speaking dominance. Acquired movies rule as frontrunners: "Anna", produced by Nordisk Film Productions, "Kampen om Narvik" and the classic French hit "Léon: The Professional". It's no news to see how the Scandinavian outlook has an international reach and singular anchor with German audiences. The 5 European flicks made 4.7% of the Top 100 viewing share and represented 10% of the genre.

GERMAN PRODUCTIONS RAISE THEIR PRESENCE IN THE GRID, EARNING 10%

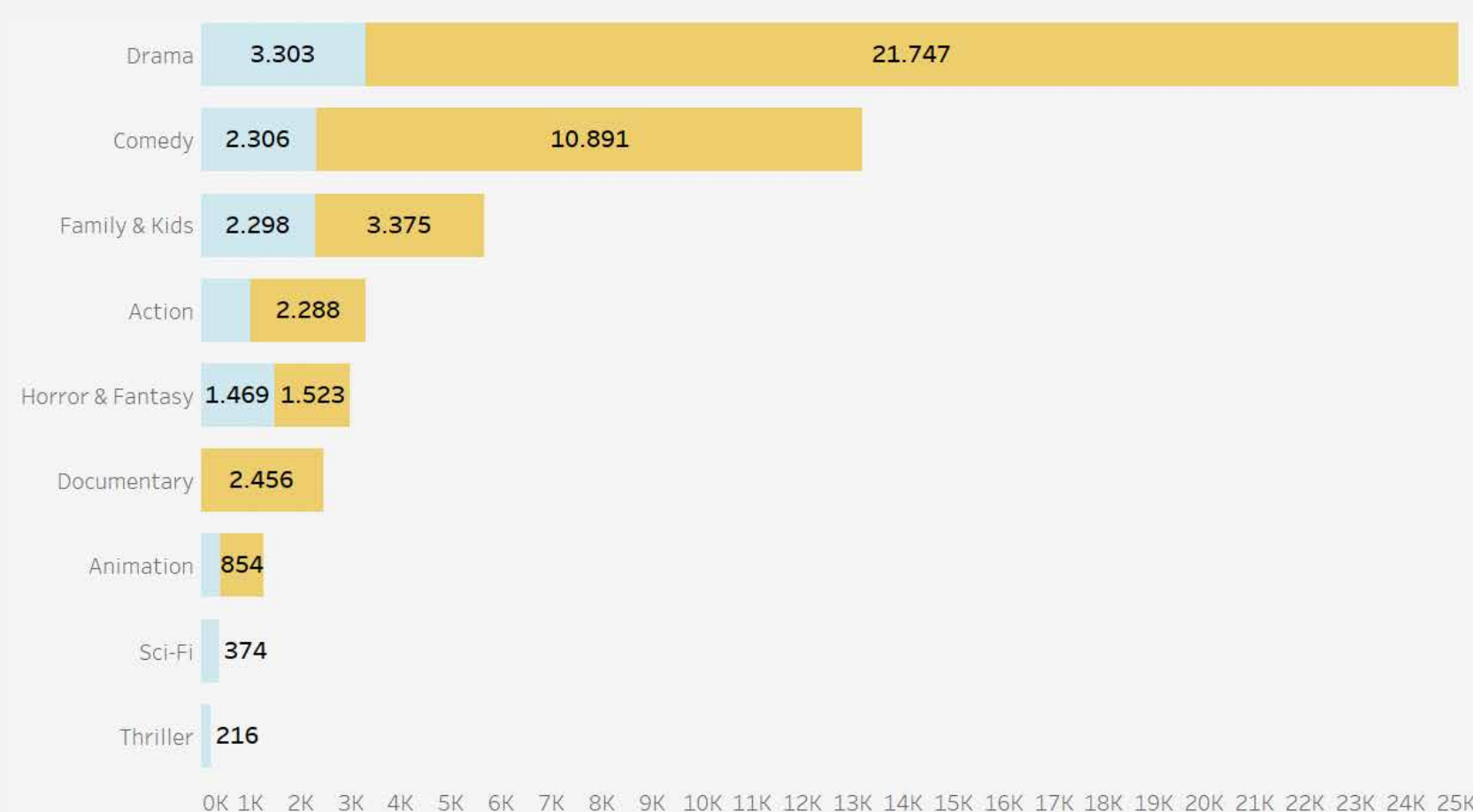
German movies hovered between # 25 to 40 on Netflix. With a rise of 6 points compared to December, local flicks earn 4M views. Comedies are in the strong spot totalling 1.8M (3.3% viewing share). Local productions grow significantly on Family & Kids, occupying 5 out of 10 German titles in the chart and a 3.2% Top 100 view quota.

GERMANY 100 MOVIES | SVOD PLATFORMS

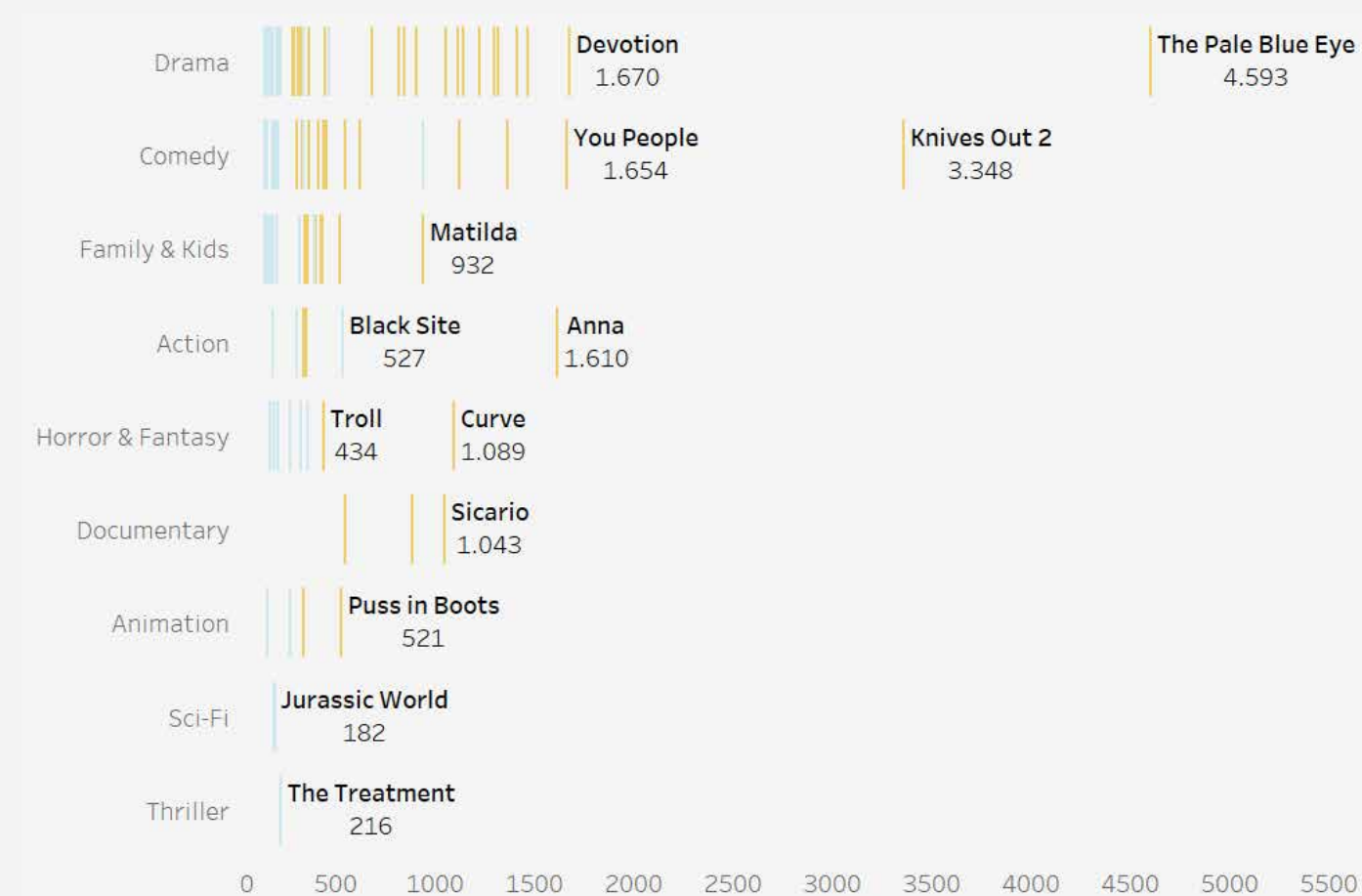
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

DRAMA IS QUEENING THE CHARTS WITH 40% ON NETFLIX AND 6% ON AMAZON

As in other markets, "The Pale Blue Eye" over-performed and dramatically pushed Drama towards the top? Comedy, the preferred genre of the past holiday break, was second-best: "Knives Out 2" kept a warm spot by the fire and made room for the culture-clash comedy "You People." The audience dismissed Kenya Barris early on. It wasn't just black audiences who piled on negative feedback, roaring about the phony racial agenda; critics and social media audiences were not convinced either.

FAMILY & KIDS MADE THE PODIUM TOTALLING 5.6M STREAMS

Roald Dahl's "Matilda" leads the Family & Kids department with 932K streams. Dahl's editors have taken the red pencil out to revamp and re-edit works of the iconic writer, such as "Matilda", "Charlie and the Chocolate Factory" among many others. Editors aim to rewrite language related to weight, mental health, violence, gender and race. The task has divided the audience and much debate has been sparked. Check this month's hot title to know more!

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

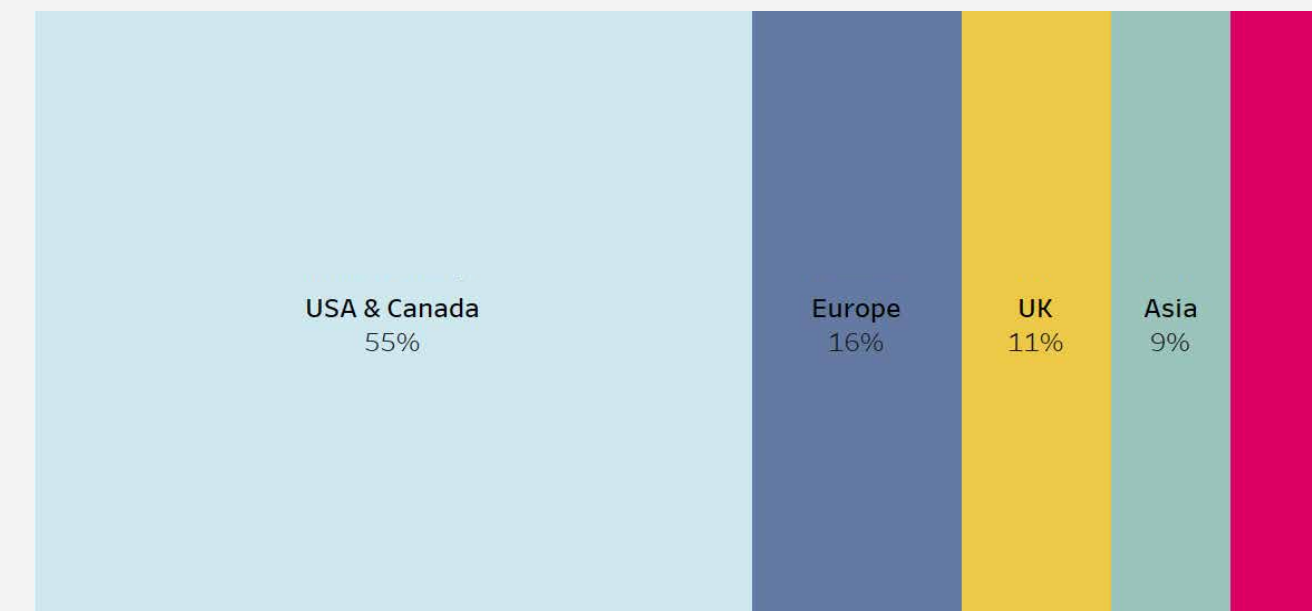
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Brooklyn Nine-Nine	Netflix	Comedy	51.446
2	Ginny & Georgia	Netflix	Comedy	41.887
3	The Big Bang Theory	Netflix	Comedy	28.258
		Amazon	Comedy	8.706
4	The Good Doctor	Netflix	Drama	32.139
5	Two and a Half Men	Amazon	Comedy	21.075
6	Jigsaw	Netflix	Drama	20.073
7	Vikings: Valhalla	Netflix	Drama	18.614
8	Wednesday	Netflix	Family & Kids	18.330
9	PAW Patrol	Netflix	Animation	14.675
10	Emily in Paris	Netflix	Comedy	13.826
11	Alice in Borderland	Netflix	Animation	12.572
12	Totenfrau	Netflix	Drama	10.743
13	The King of Queens	Amazon	Comedy	10.263
14	Tom Clancy's Jack Ryan	Amazon	Drama	9.100
15	Young Sheldon	Amazon	Comedy	8.095
16	The Glory	Netflix	Drama	5.926
17	That '90s Show	Netflix	Family & Kids	5.846
18	Lockwood & Co	Netflix	Drama	5.591
19	Naruto: Shippūden	Netflix	Animation	5.498
20	Les Combattantes	Netflix	Drama	5.271
21	Fireman Sam	Netflix	Family & Kids	4.055
		Amazon	Family & Kids	1.058
22	Sky Rojo	Netflix	Drama	4.815
23	Fauda	Netflix	Drama	4.460
24	The Witcher: Blood Origin	Netflix	Action	4.376
25	Sexify	Netflix	Comedy	4.278
26	La chica de nieve	Netflix	Thriller	4.252
27	The Rig	Amazon	Drama	3.996
28	Hunters	Amazon	Drama	3.928
29	S.W.A.T.	Netflix	Drama	3.863
30	The Recruit	Netflix	Drama	3.861

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

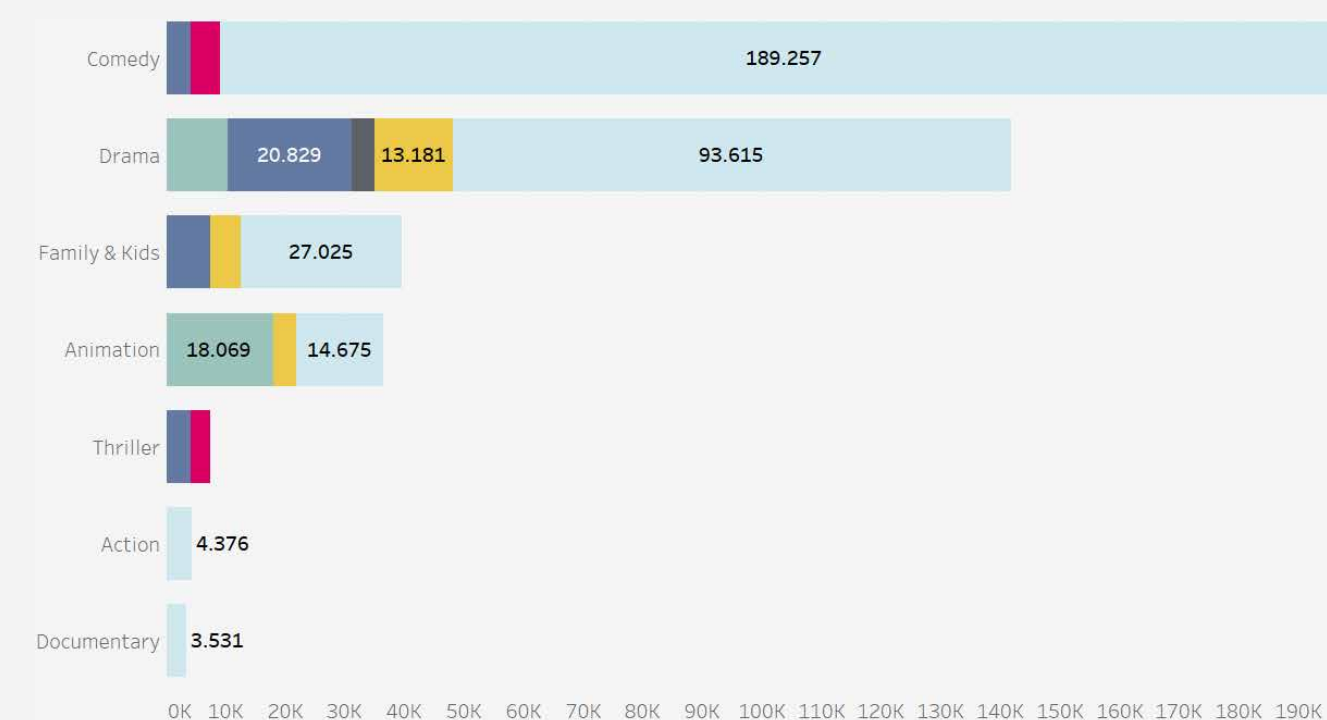
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



AMERICAN CONTENT DELIVERS 77% VIEWING SHARE AMONG 24 TITLES

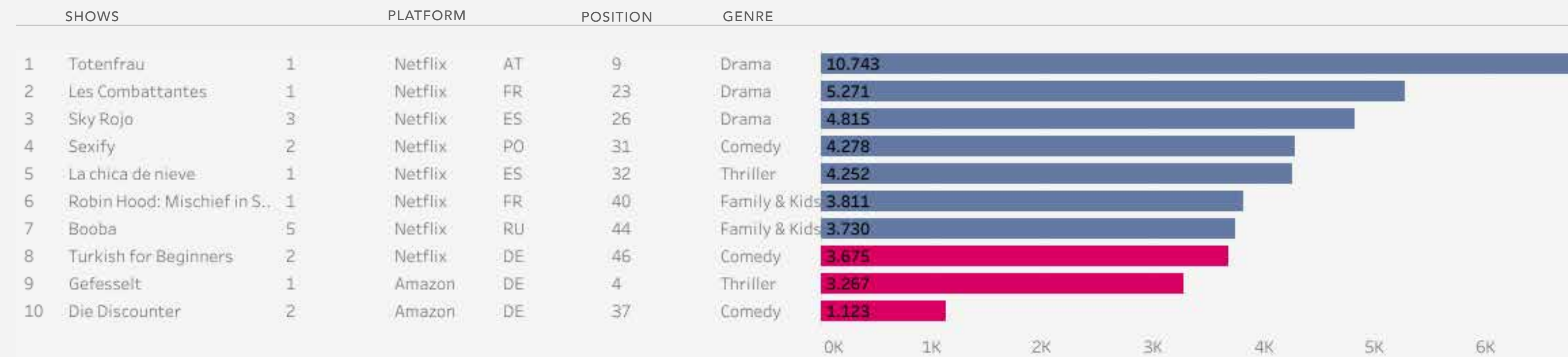
Netflix fed teen audiences with the high school drama "Ginny & Georgia" which accumulated 41.8M streams with its second season. "Wednesday" once again ignited the charts with 18.3M streams. English-speaking content represents 82% of the share, the highest in our non-English speaking markets. British content boasts just five titles in the chart but shows a viewing average of 3.6M streams per show, just behind European content with 5.2M streams among 7 shows, and American, with 13M.

COMEDY IS THE GENRE THAT CONTINUES TO RULE, BUT DRAMA TOOK A GIANT SPRING UP OF 9 POINTS SHARE!

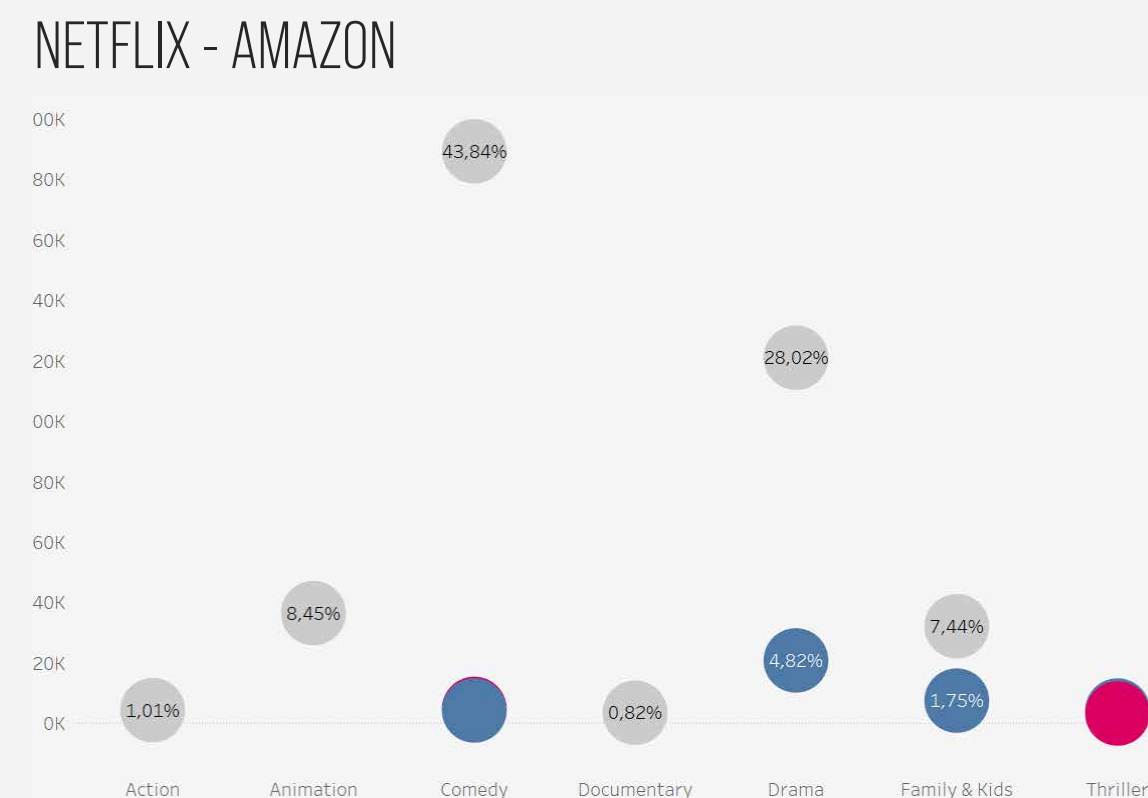
Comedies govern the show's chart in which Amazon's catalogue displays quantity, but Netflix collects more. Streaming companies are squeezing every penny and starting to license their content in the search for capital revenue. For example, Netflix's "Lucifer" season 5 surpassed the 1M streams bar on Amazon. Drama embodies diversity with vindictive Korean drama "The Glory" (5.9M), and Austrian thriller-drama "Totenfrau", "Sky Rojo" or "La Reina del Sur", among others.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



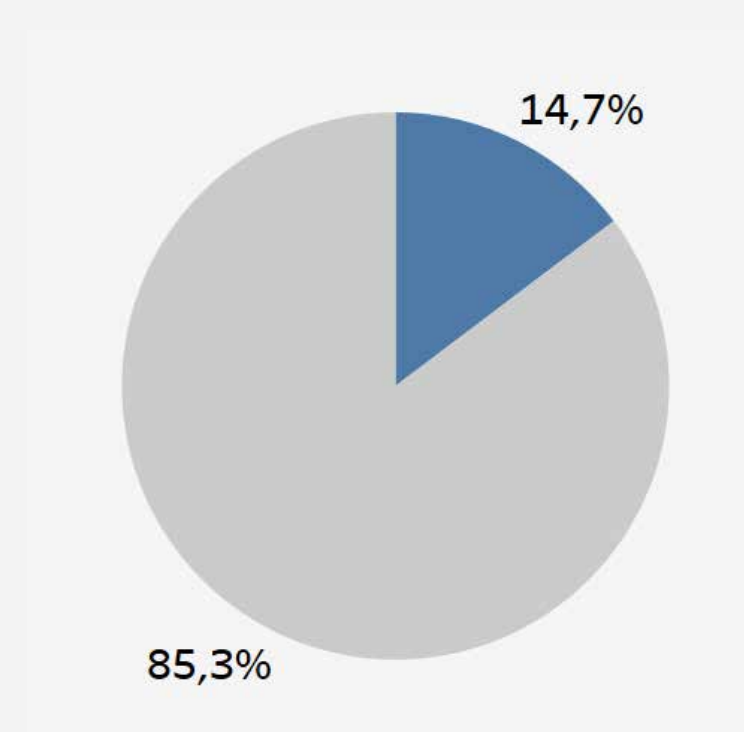
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	DE
Comedy	1	2
Drama	3	
Family & Kids	2	
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Germany Others

EUROPEAN CONTENT CONSOLIDATES SUCCESSFUL POSITIONS IN DRAMA, FAMILY & KIDS AND THRILLERS

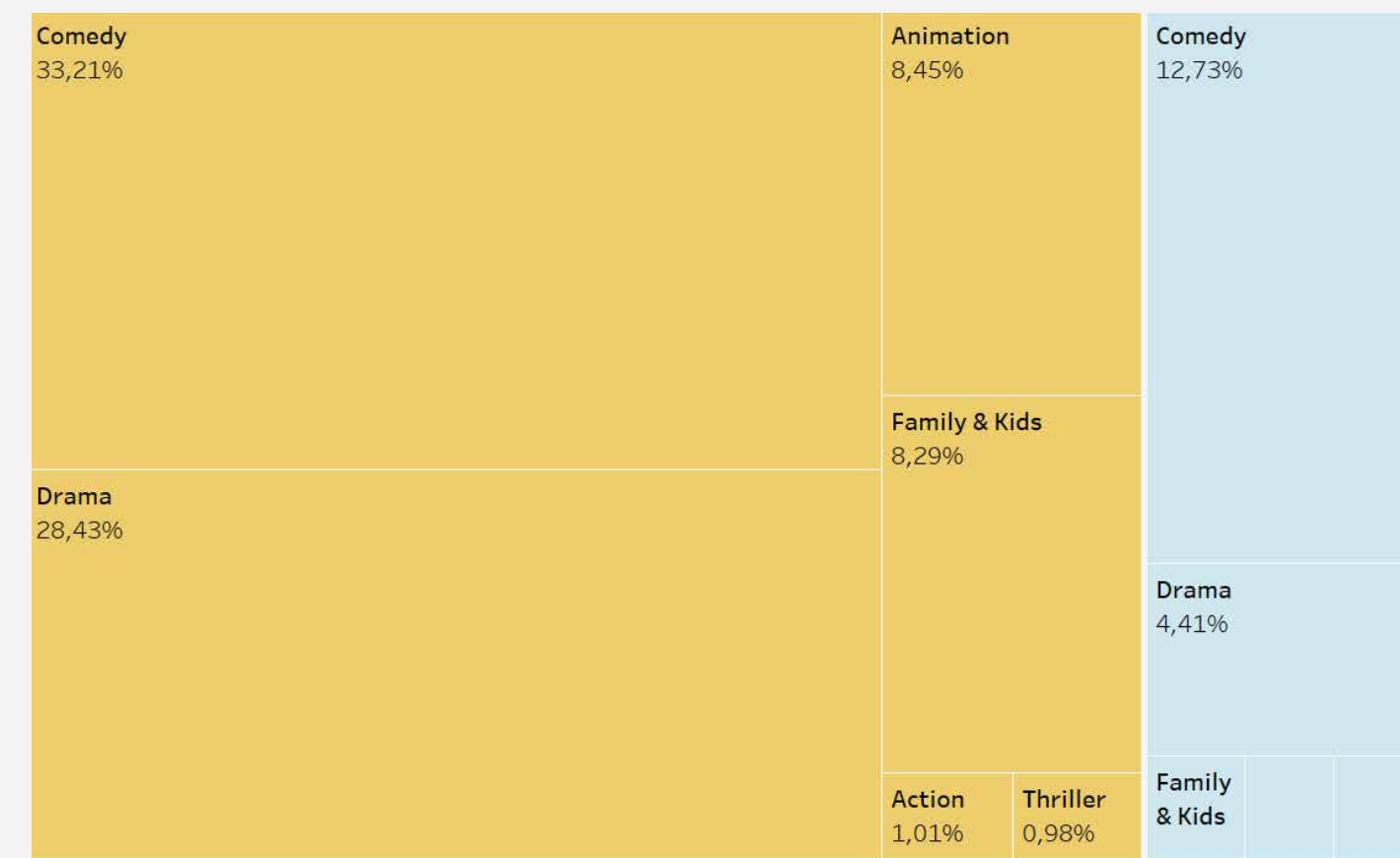
Poland rhymes with success for Netflix. Polish sex comedy "Sexify" in the vein of "Sex Education" was renewed for a third round after a startling comeback! The show made Netflix's Top 10 in more than 80 countries and ranked #1 in Italy, and India, among others. The network is anchoring consolidating its position in Eastern Europe thanks to the Polish creative hub. As an example of its good state of health, Netflix has greenlit local "365 Days" movies and the slasher film series "Nobody Sleeps in the Woods Tonight". Austrian drama "Totenfrau" broke Netflix's climb up to #9 with 10.9M streams and was acclaimed by critics as one of the most worth-watching shows in the catalogue.

BUT SPAIN CONTINUES TO SHOW ITS TEETH

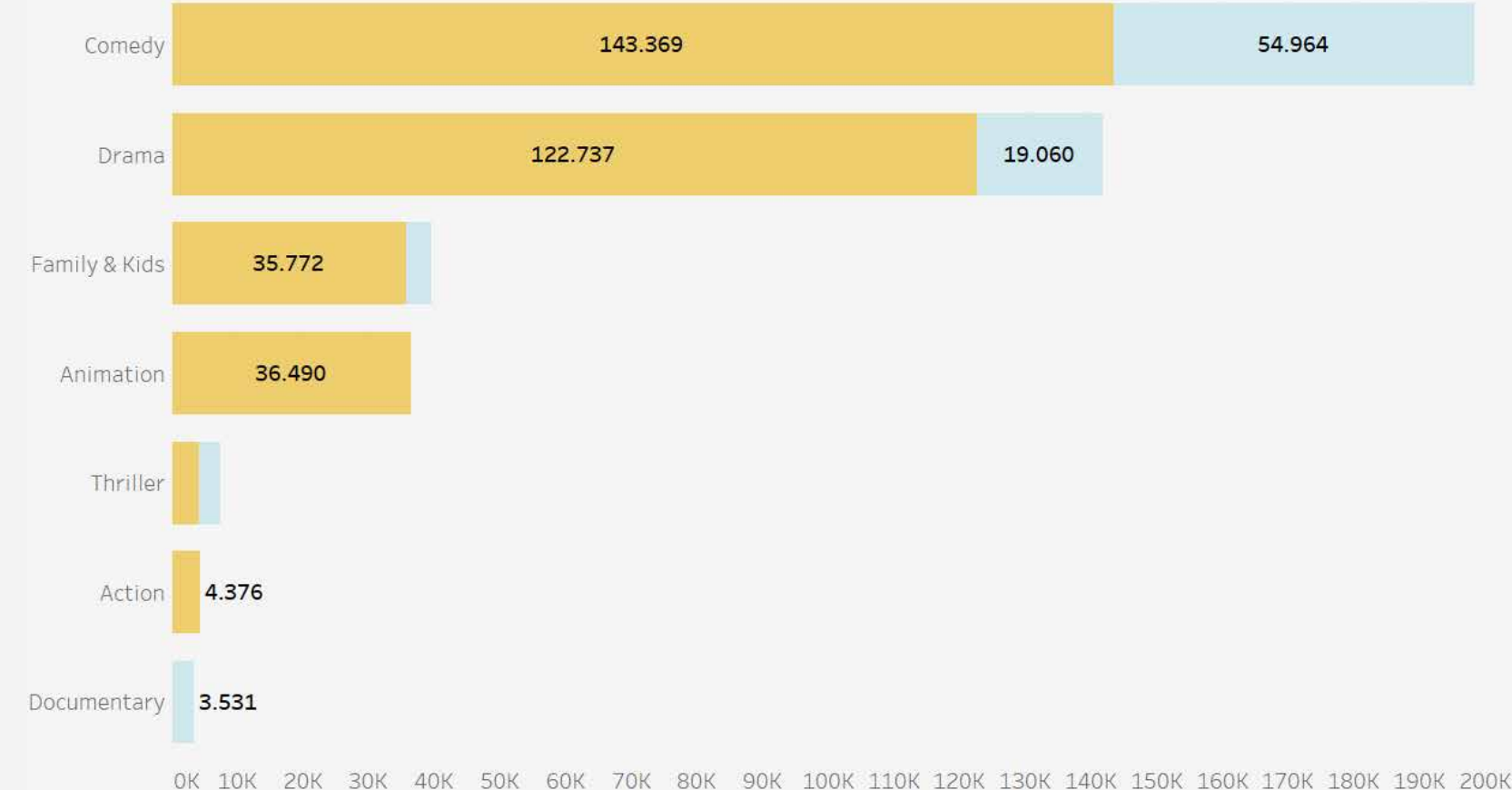
Spanish "Sky Rojo" pleased German audiences collecting 4.8M streams (almost +1M than the previous season, which gathered 3.7M). Sky Rojo heroines didn't stand alone; best-seller thriller "La Chica de Nieve" earned 4.2M streams. Netflix ordered the show as part of the original content produced on the ground and as a part of the acquisition strategy to pick up top-selling books.

GERMANY 100 SHOWS | SVOD PLATFORMS

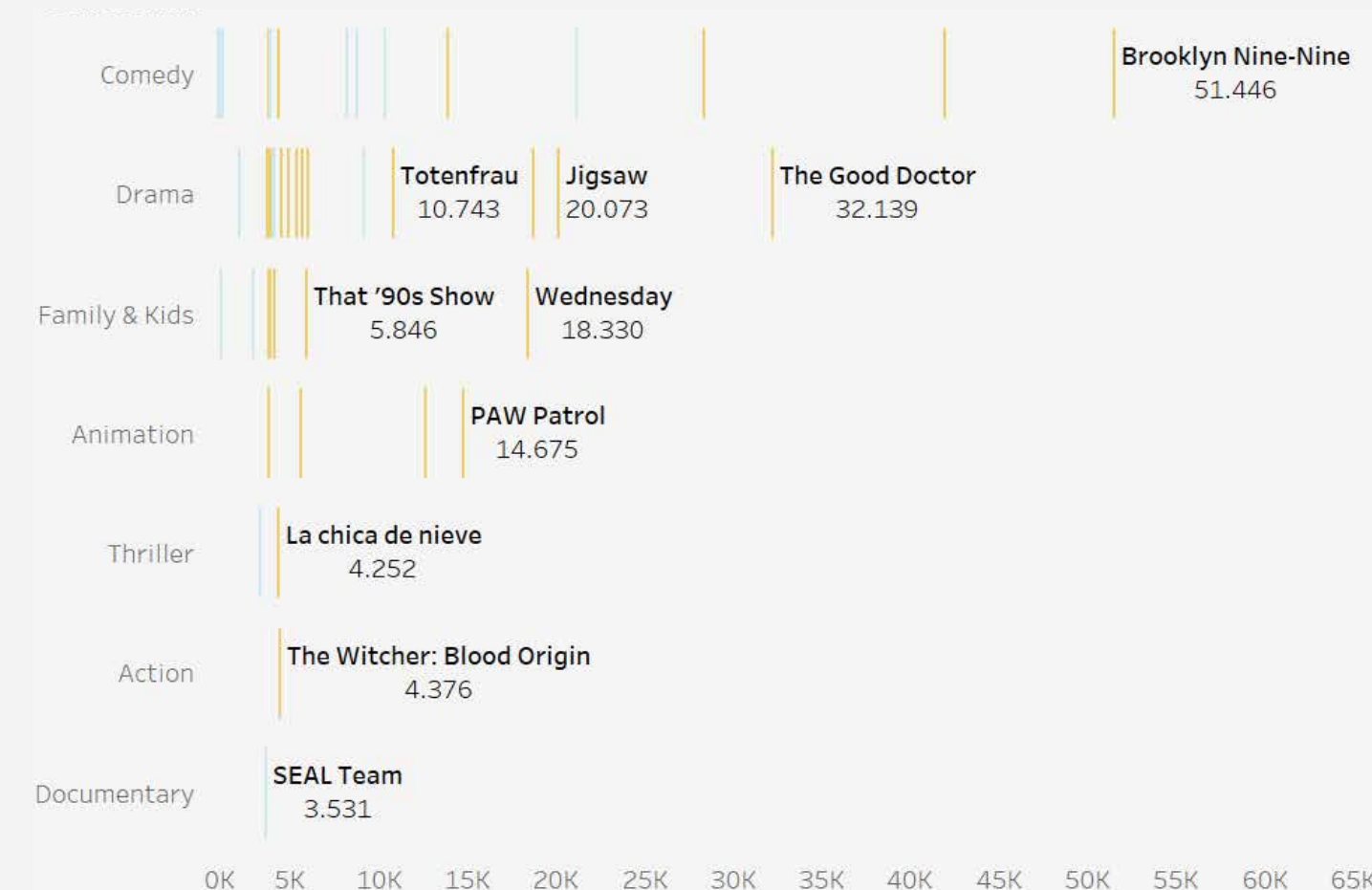
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

AMAZON GROWS 2 POINTS OF SHARE WITH 84M STREAMS

It still has a long way to go to catch Netflix, which gathered 346M streams. Comedies are gold for Amazon, as they're taking almost 13% of the Top 100 but representing 64% of its in-demand content (54M streams). "Two and a Half Men" ranked #1 on the e-commerce platform and made #5 on Top 100 chart. Amazon positioned two Documentaries in the Top 100, ruling the genre: "The Ring" and "SEAL team", totalling 7.5M streams.

Family & Kids gathers 7 titles, collecting a blast of 81.5M streams and a 11% of screen share, to become the third most streamed genre on Netflix. The genre has been on the rise since it hit its lowest position in October with 4% share. Animation is ruled by Asian content with "Alice in Borderland" and "Naruto"- The genre loses positions and registers the lowest quota this month with 8%. Action falls down to the bottom of the chart with "The Witcher: Blood Origin" and only 0.8% share.

HOT CONTENT IN GERMANY

RAQUEL CABRERA
STRATEGY DIRECTOR



CULTURAL CANCELLATION TOUCHED ROALD DAHL'S ICONIC WORK WHILE "MATILDA" THE MUSICAL IS STILL JOLTING THE AUDIENCE ON NETFLIX

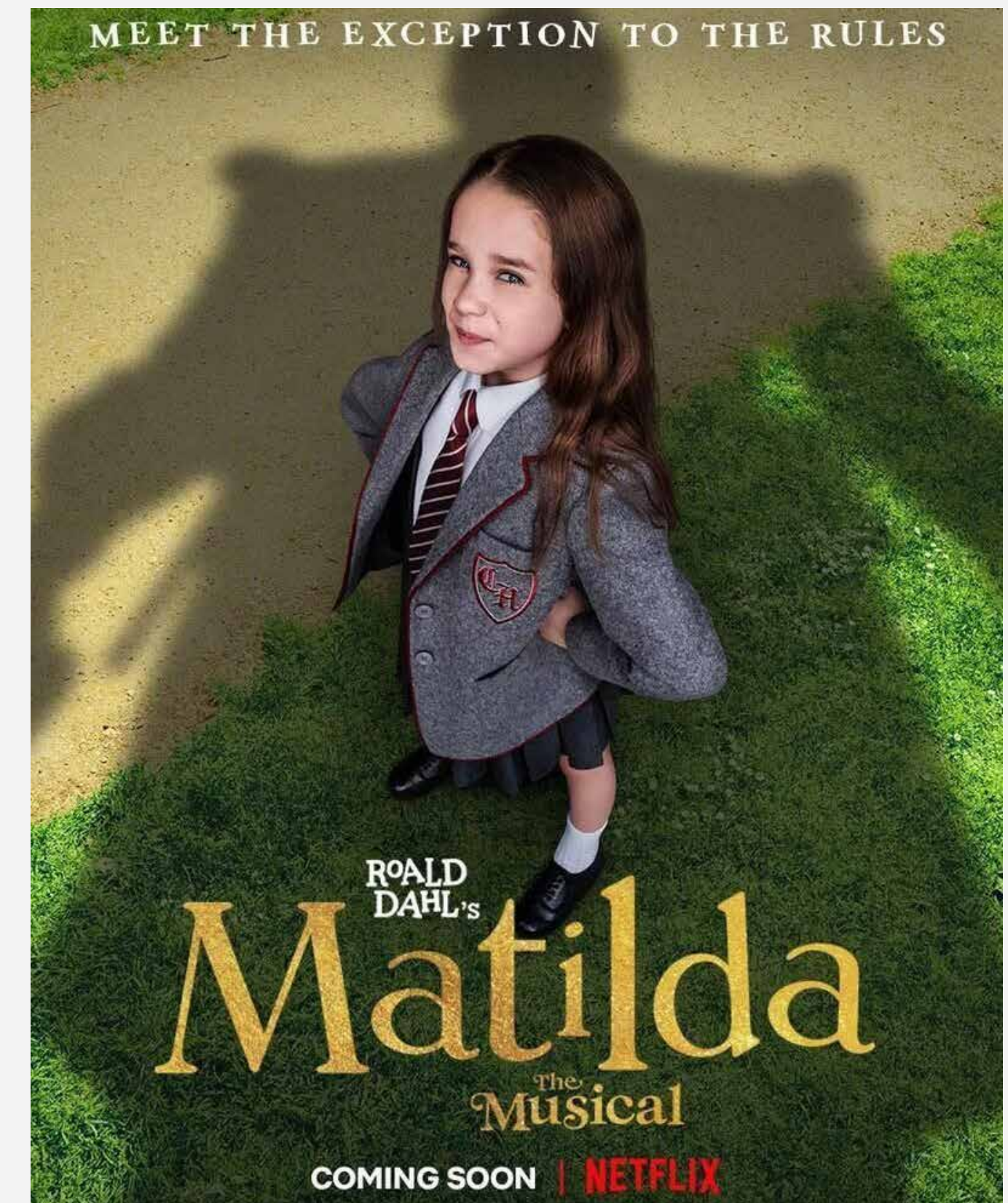
Public opinion fired up when [The Telegraph](#) broke the story of new editions of British children's writer Roald Dahl; the publishing house changed the author's original text to make the books more inclusive to future generations. The case triggered international outrage and doubts about legality and ethics. Some have always celebrated Dahl's work considering his words "sharp-edged", proving how to master literature; others never enjoyed them and classified the books as mean. The infamous glory that hovers over the writer refers to his abhorrent anti-Semitic views.

Is Netflix behind the re-edition? Not much. In 2021 when Netflix acquired the Roald Dahl Story Company, the publishing house was all hands-on with rewriting the words of the contentious British author. The streaming giant had pointed out some offensive content within Dahl's books and agreed with the re-edits, but Puffin Books had already taken out the red pencil to update "Matilda" and "Charlie and the Chocolate Factory", among many other classics. This debate hasn't prevented "Matilda" from making 10.8M views in the analysed markets, and it was one of the most important films of the Christmas streaming season. Changes include removing "fat" from the description of

characters and making language more gender-neutral. Some consider the editing censorship, and others adaptations to the new culture. Dahl is infamously known for his anti-Semitic, sexist and racist on-the-record opinions, which were singled out by cancellers, in order for these vile elements to be excluded from children's literature.

Dahl had no say in the matter since he died in 1990. Posthumous editing is one reason why some experts resonate with the legality. Intellectual Property laws differ according to the country, which can be tricky. As El Pais newspaper mentioned, re-edited works wouldn't be allowed in Spain, as the law protects the integrity of the original work if it were in danger of disappearing. Librarians are at the forefront of free speech and oppose proscribing authors. Not the first time, the trade has resisted alteration of the original work: the Tintin saga, Enid Blyton and David Walliams are just a few on the list.

HBO and Disney have been in the eye of the storm too. Streaming vast and timeless libraries are raising the question of re-editing the original works. In the cancellation era, would we be allowed to have a past?



GLOBAL TAKES

- 1 / Small Spanish films have shaped the European charts**
None of these productions was streamed on Netflix. The presence of "Objetos" (538K), "Reyes contra Santa" (314K), "On the Fringe" (304K) and "Cinco Lobitos" (134K) makes January a great month for indie films in the Spanish market. They all together have gathered an important piece of this month's cake. This seems to show that there's room for indie content in the streaming war, and on several alternative platforms. This shows the importance of platform varies offers and diversity, as opposed to a "dual monopoly".
- 2 / Spain's movie market becomes the biggest of the five markets.** In our last report, Spain passed France and now, on January 2023, we can now confirm that this month Spain is the biggest market in our five analysed countries. Can you guess why? On November 10th, Netflix stepped on the gas pedal and launched its ad-supported tier, "Basic with Ads". Later on, in the second week of February, Netflix announced the end of free password sharing. The streaming service began rolling out a system that charges fees for an "extra member" subaccount when people outside one household use the same membership.
- 3 / Spanish shows break yet another record.** With 26% of the local share, Spanish shows hit their second-best share, just behind the 28% of September 2021, when the last season of "Money Heist" and the second season of "Valeria" were released. Actually, "Money Heist" and "Machos Alfa", the most popular show of this month, are only a few streams away from each other. But don't let "Machos Alfa" eclipse the performance of "Sky Rojo" and "La Chica de Nieve"! They together gathered 92.4M views in all markets.
- 4 / Drama goes off the chart with 40% share in Italy and Germany.** Drama came from the ashes and doubled digits compared to December in Italy and Germany. In Italy, this month two thirds of European streams come from Drama. Norwegian "Narvik" (1.4M), "Coco Before Chanel" and "Last Man Down" sit at the top of the heap. The German audience preferred war dramas - "The Pale Blue Eye" (4.5M) is the flagship of the genre, followed by "Devotion" (1.6M) and "Lone Survivor" (1.4M), the Oscar winning "All Quiet on the Western Front" (1.2M) and "Kampen on Narvik" (1.1M).
- 5 / Local share increases in France and Germany while it keeps the good shape in Italy.** In France, local movies earned the second-most streamed and bolstered its presence in the catalogue with +12 share points compared to the previous month. This is mainly due to "The Roommates Party" (2.6M) and "Stuck with You"(1.3M). German productions raise their presence in the grid earning 10% (+6 points), which translate in 4M views. Italian films gathered 19% share domestically mainly because of two movies that were premiered at festivals. "La scuola cattolica" and "Fortunata".
- 6 / Original shows inflate local rates in Italy and France.** In Italy, "The Lying Life of Adults", the latest Ferrante adaptation, is one of the most ambitious Italian projects at the moment: the show has gathered 8.3M only in Italy. "Sono Lillo", another ambitious show from Prime Video, got 6.1M views. A similar scenario is drawing in France with "Represent" and Spain with "La Chica de Nieve" and "Machos Alfa". Netflix strategy to engage local talents and buy editorial rights on best-sellers is conquering domestic audiences.
- 7 / European shows anchor its position in Germany increasing the lack of local hits.** Austrian drama "Totenfrau" broke Netflix's climb up to #9 with 10.9M streams and was claimed by the critics as one of the most worth-watching shows in the catalogue.
- 8 / Netflix strategic hub in Poland is transcending all expectations.** The network is anchoring its position in Central and Eastern-Europe thanks to the Polish creative hub. As an example of the wellbeing, Netflix has greenlit local "365 Days" movies and the slasher film series "Nobody Sleeps in the Woods Tonight". This month, Polish sex comedy "Sexify" in the vein of "Sex Education" collected 17M streams in all the markets but the UK.
- 9/ Family & Kids movies deflate drastically after Christmas** in all the markets from 23% to 15% total share. December grew its digits mainly thanks to "Pinocchio" and this month its absence makes the gap tangible. Scrolling down the list, we don't spot any pre-teen hit that usually fuels the audiences to make a difference. "Dog Gone" is the front-runner with 6M streams and "Matilda" sits as the second-best with 5M.

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BRIDGING THE DATA GAP

JANUARY 2023

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