

THINK DATA.

BRIDGING THE DATA GAP

MAY 2023



THINK DATA FOREWORD

BRIDGING THE DATA GAP

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SVOD is capitalizing content ahead the Hollywood historic strike!

The ever-evolving world of audiovisual entertainment is always challenging. Here are the main insights of May's issue you must put up on!

We have witnessed myriad trends and shifts in viewer preferences across five key markets - France, Germany, Italy, Spain, and the UK. Notably, the Action genre has emerged as a global powerhouse, experiencing a remarkable increase in viewership in all markets. This surge in action movie popularity has been complemented by a parallel rise in the Animation category, indicating a strong appetite for thrilling and family-friendly content.

Technological advances are rocking the boat of the creation and have heated waters in the creative side of the industry. The increasing influence of artificial intelligence is now a topic in Hollywood labor negotiations. Writers are worried about the use of AI in script creation and how it will impact their jobs and career prospects. As the aftermath of the turmoil, Writers Guild of America (WGA) went on strike May 2. The role of AI has become a prominent matter in the ongoing negotiations between the WGA and the

Alliance of Motion Picture and Television Producers. The contract negotiations have hit a roadblock, emphasizing the need for both parties to reach a compromise. We will keep tracking the topic in the following issues!

One standout phenomenon that caught our attention was also is the impact of highly anticipated TV series announcements on movie viewership. In the UK, the announcement of a "Harry Potter" TV series sparked a surge in streams for the movie series, propelling six "Harry Potter" films into the Top 9. Similarly, the resurgence of European productions, particularly within the Action genre, has been remarkable after a notable decline in the previous month. Hits like "AKA" (FR), "Dzien Matki" (PO), and "Blood and Gold" (DE) have contributed significantly to this resurgence.

While American content remains dominant across the board, European flicks have also celebrated success in most markets, with Spain leading the way in local content. However, the UK stands as an exception, where European movies have faced challenges in gaining a significant market share. On the other hand, Disney+ has been ruling the Family & Kids spot, doubling its share in the UK's streaming market.

The impact of user account crackdowns on streaming platforms has also been evident in Spanish viewership, which has steadily declined since January. Netflix's recent plan to curb user account sharing has reportedly caused a significant lowering in streams, showing the potential repercussions of such policies.



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As for shows, American comedies have outshone all other genres, dominating the UK's top 100 shows with a whopping 242 million streams. Drama series have emerged as a strong contender, holding the second-best performing rates in most markets, with "Queen Charlotte" setting a new record for viewership.

The streaming landscape continues to evolve with dynamic trends and fluctuations in viewer preferences while it faces a significant roadblock with AI. The stike is announced to be long-lasting and has already touched festivals and promotions. The competition among streaming platforms remains fierce, with each platform vying for viewer attention by offering diverse and engaging content libraries. The halt represents a golden opportunity to European powerhouses to profit from the moment. How can you make the most of it? Check your line-up - it's perfect timing to pitch projects that will fit on the haltstreamers catalogues.

As the streaming industry continues to evolve, it will be fascinating to observe how viewer preferences and platform dynamics shape the future of entertainment consumption.

Let the data guide your guts,

Your analysts,
Lola, Celia, 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



PLAN B FOR STREAMING

BY ELENA NEIRA



In April, the screenwriters' union (WGA) decided to go on strike. The failure of negotiations with the association of film and television producers, which refused to include their demands in the new regulatory agreement, has put a large part of the productions already underway on hold, confronting Hollywood with one of the most complicated periods in its history.

Ted Sarandos, during the presentation of results for the first quarter of 2023, assured that they had enough material ready in other parts of the world to continue offering content to subscribers. "We are more prepared than the other players for this scenario," he said. Clearly, it will be some months before the effect of the strike is felt in the platforms' catalogues but, with no clear solution on the horizon, OTTs are beginning to reshape their strategy so that a paused Hollywood does not affect the supply of content.

International territories have become the ace in the hole that could soften the effect of this shutdown on US production. In Europe, glocal has already repeatedly demonstrated that it is capable of positioning itself

powerfully not only in the territories of origin but also in the territories of other member states. This travelability has made glocal an essential part of companies' content strategies. In addition to the benefits of proximity content in terms of increasing engagement in the territories of origin, glocal has made it possible to comply with the regulations imposed by the EU in terms of the share of European content in the catalogue of direct-to-consumer operators. In addition, these companies benefit from a network of subsidies and tax incentives that make production more advantageous.

2023 has become the year of the great streaming adjustment. The problems arising from the economic crisis have now been compounded by the internal issues of the sector, which has failed to establish a framework of fair economic conditions between streaming and the people who make the productions a reality.

Will these services be able to withstand the lack of US releases in countries such as the UK and Germany, where the share of such content is very high? How long do platforms have before the flow of releases dries up?

In the absence of big US releases, will glocal content achieve the same records as US productions?

The summer months are about to paint a landscape of unforeseeable consequences.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

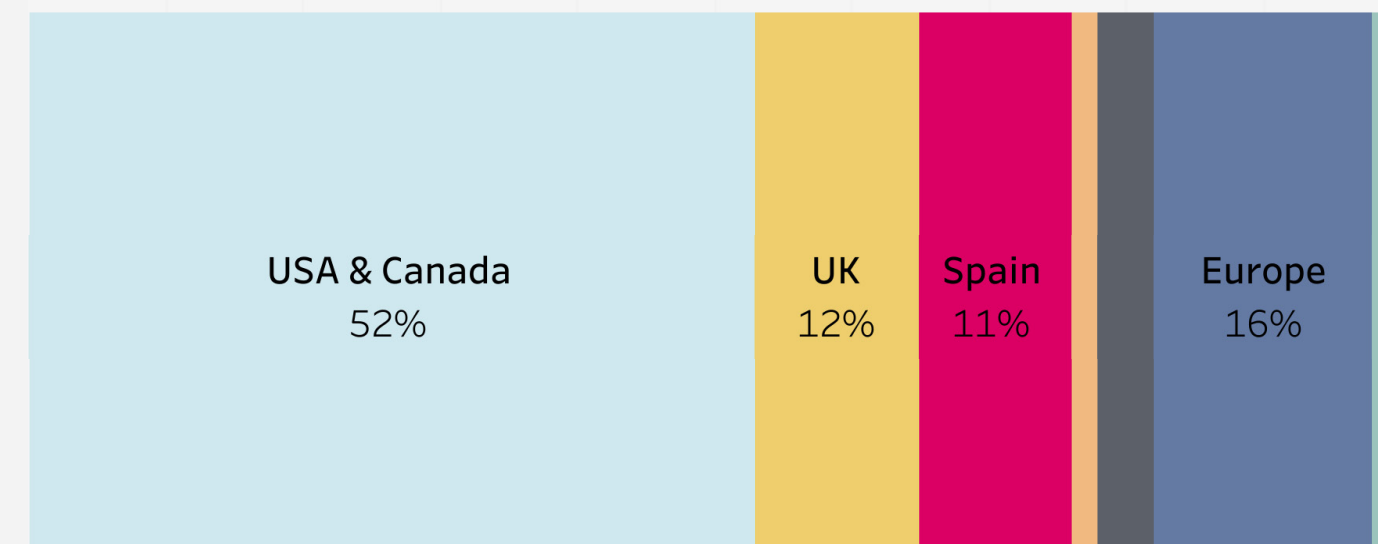
SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

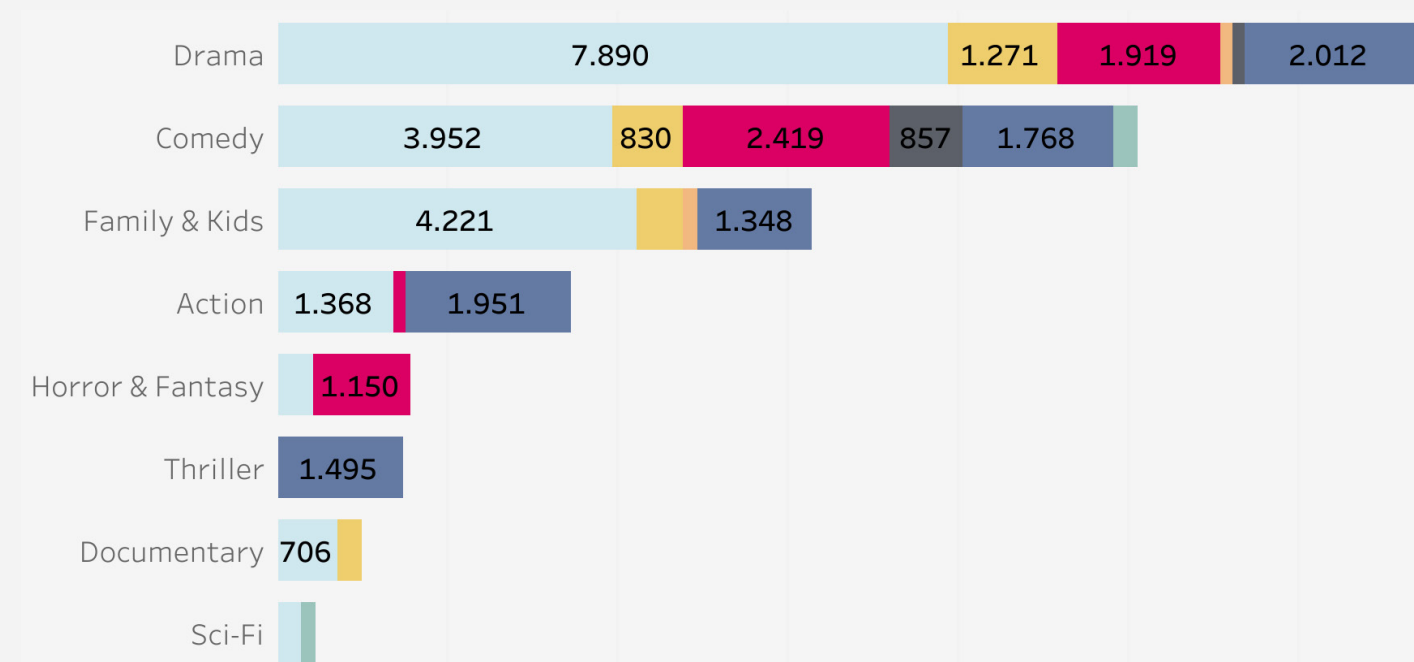
MOVIES	PLATFORM	GENRE	STREAMS
1 The Mother	Netflix	Drama	3.820
2 AKA	Netflix	Action	1.951
3 Faithfully Yours	Netflix	Thriller	1.495
4 Air	Amazon	Drama	1.278
5 Irati	Amazon	Drama	1.167
6 Operación Camarón	Netflix	Comedy	1.153
7 Dzien Matki	Netflix	Drama	838
8 Tin & Tina	Netflix	Horror & Fantasy	775
9 Royalteen: Princess Margrethe	Netflix	Family & Kids	743
10 Tenet	Netflix	Drama	741
11 Solace	Netflix	Drama	717
12 Operation Fortune: Ruse de Guerre	Amazon	Comedy	714
13 Blood and Gold	Netflix	Drama	693
14 The Tunnel	Netflix	Comedy	635
15 Shazam! Fury of the Gods	HBO Max	Comedy	598
16 Året jag slutade prestera och började on..	Netflix	Comedy	591
17 Devotion	Amazon	Drama	586
18 ¡Que viva México!	Netflix	Comedy	494
19 Maixabel	Netflix	Drama	492
20 A Tourist's Guide to Love	Netflix	Comedy	480
21 Are We Done Yet?	Netflix	Family & Kids	457
22 F9	Amazon	Family & Kids	415
23 Peter Pan & Wendy	Disney+	Family & Kids	404
24 Fijn Weekend	Netflix	Comedy	401
25 Ant-Man and the Wasp: Quantumania	Disney+	Action	386
26 Luther: The Fallen Sun	Netflix	Drama	380
27 The Gray Man	Netflix	Action	379
28 Hunger	Netflix	Drama	377
29 Hammerharte Jungs	Netflix	Family & Kids	377
30 The Last Kingdom: Seven Kings Must Die	Netflix	Drama	376
31 Fenómenos	Netflix	Horror & Fantasy	375
32 Peter Rabbit 2: The Runaway	Netflix	Family & Kids	371
33 Guardians of the Galaxy Vol. 2	Disney+	Comedy	371
34 Anna Nicole Smith: You Don't Know Me	Netflix	Documentary	368
35 Fast & Furious Presents: Hobbs & Shaw	Netflix	Action	354

SHOWING 35/101 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON

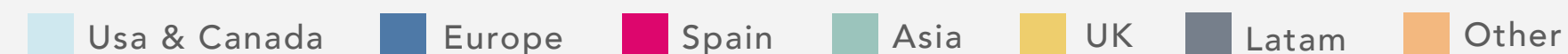


GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



SPANISH STREAMS KEEP FALLING SINCE JANUARY

Top #100 accumulates only 38M streams, now becoming a smaller market than Italy. Although Netflix hasn't displayed any warnings on the platform or applied any limitations thus far, the company's plan to crack down on user account sharing reportedly has already had consequences. Since February, when these policies were announced, the streams accumulated in the Top #100 have lost 25% of their strength.

ACTION SHOWS SIGNIFICANT GROWTH AND DRAMA REMAINS AS THE TOP OF THE HEAP

Action has shown a significant growth of 9% in total streams, primarily attributed to "AKA", the movie directed by the same director as the exceptional Netflix French movie "Lost Bullet 2". "AKA" has garnered a substantial 15.8M streams, closely following in the footsteps of "Lost Bullet 2" and currently holding the title of the most streamed European movie of 2023 thus far.

On the other hand, the Drama genre has been experiencing a decline in streams since January 2023, when it broke its own previous record. Still, it remains the most popular genre, capturing over 1/3 of the total streams, thanks to movies like "The Mother", "Air", or "Irati".

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

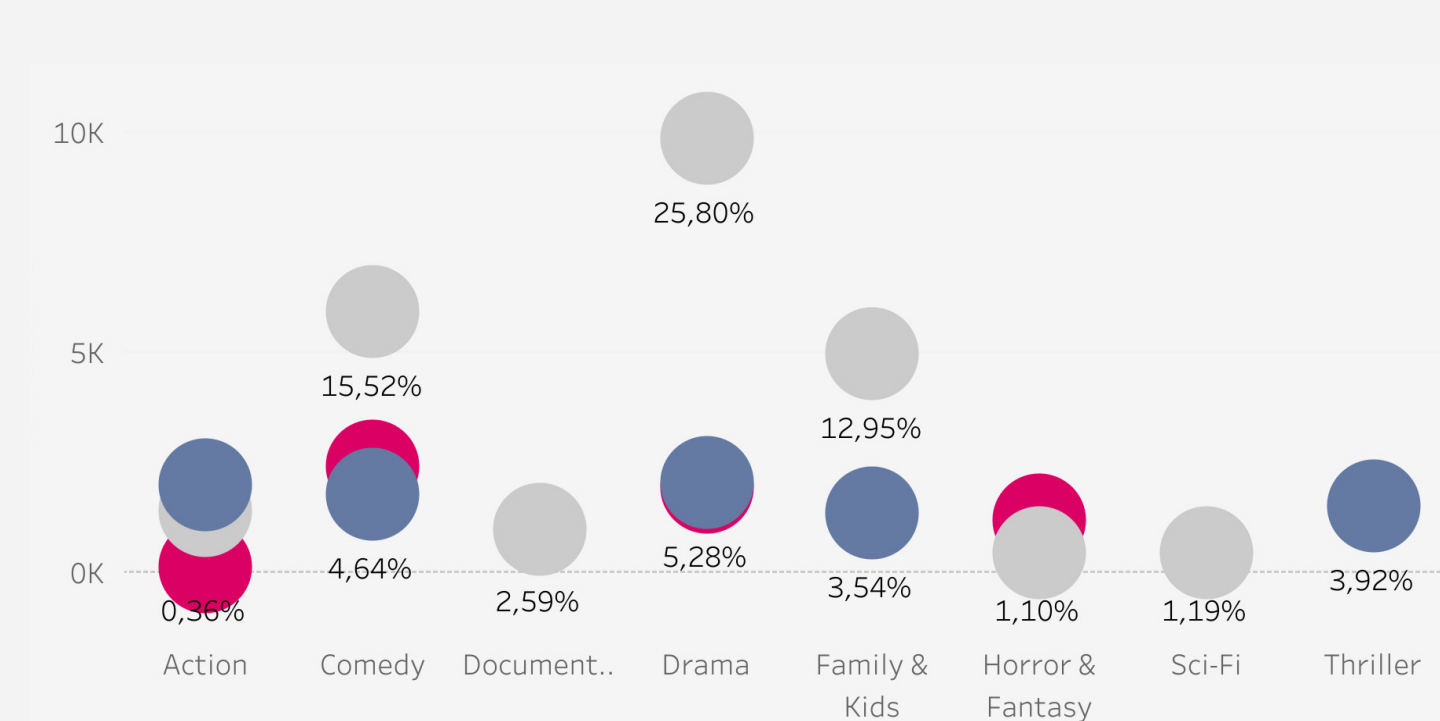
NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	AKA	Netflix	FR	2	Action	1,951
2	Faithfully Yours	Netflix	NL	3	Thriller	1,495
3	Irati	Amazon	ES	2	Drama	1,167
4	Operación Camarón	Netflix	ES	4	Comedy	1,153
5	Dzien Matki	Netflix	PO	5	Drama	838
6	Tin & Tina	Netflix	ES	6	Horror & Fantasy	775
7	Royalteen: Princes..	Netflix	NO	7	Family & Kids	743
8	Blood and Gold	Netflix	DE	10	Drama	693
9	The Tunnel	Netflix	ES	11	Comedy	635
10	Året jag slutade pr..	Netflix	SE	12	Comedy	591
11	Maixabel	Netflix	ES	14	Drama	492
12	Fijn Weekend	Netflix	NL	17	Comedy	401
13	Hammerharte Jun..	Netflix	DE	21	Family & Kids	377
14	Fenómenos	Netflix	ES	23	Horror & Fantasy	375

SHOWING 14/27 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

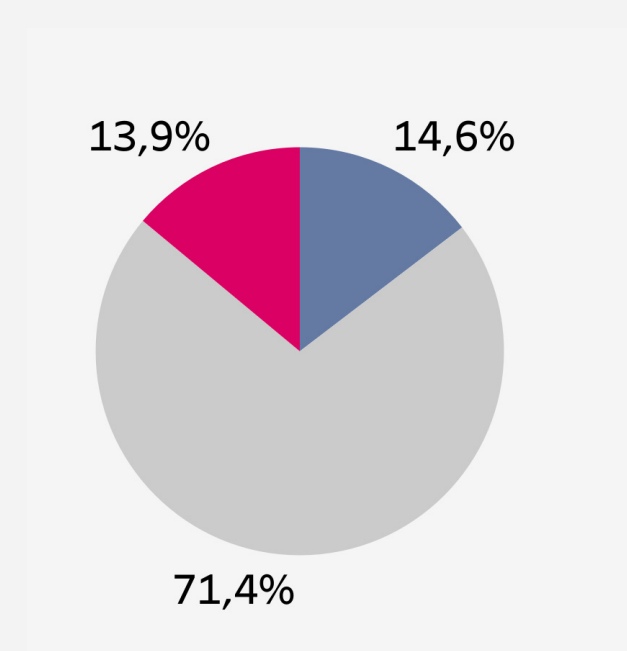


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	1	1
Comedy	6	5
Drama	5	3
Family & Kids	3	
Horror & Fantasy		2
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



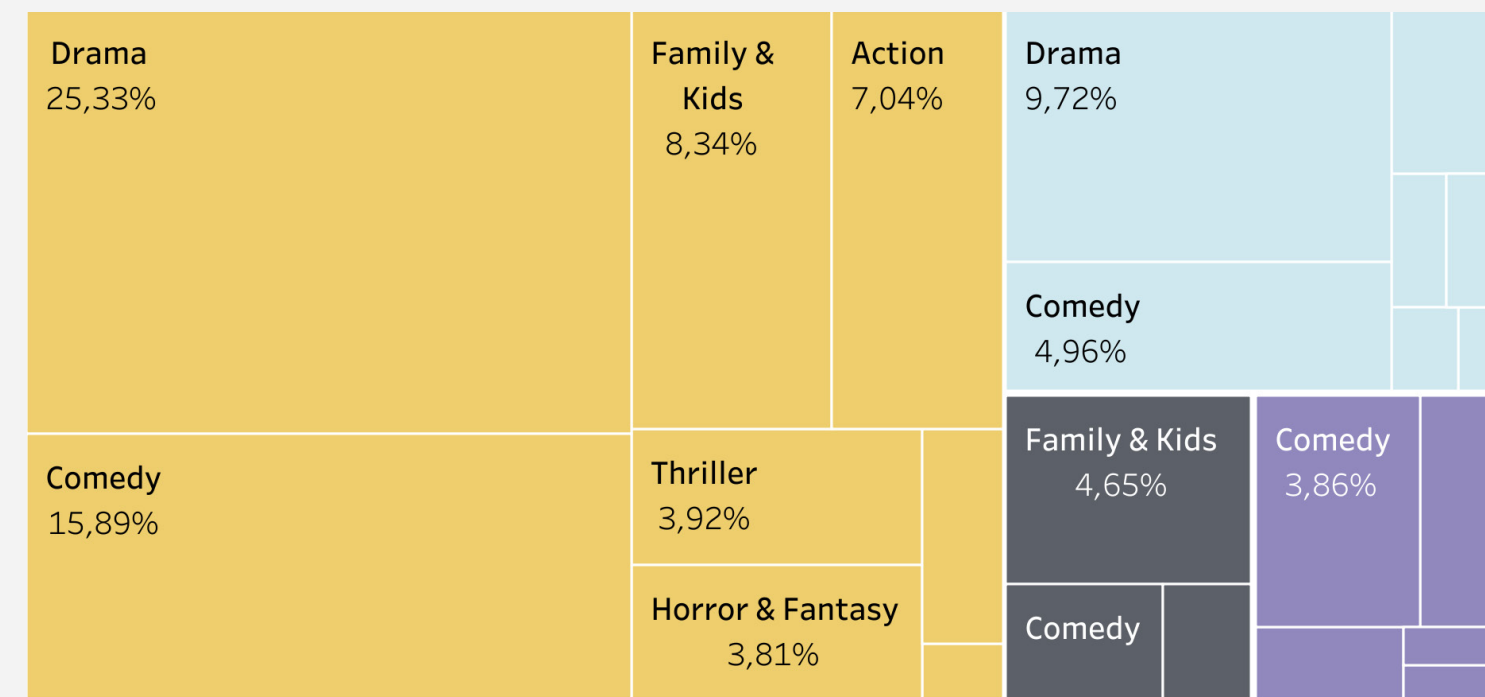
EUROPE IS LIVING A CELEBRATION

With a multitude of hits, European flicks are making waves this month. "Faithfully Yours", the third most popular movie of the month, grossed \$1.8 million in the Netherlands before achieving great success here on Netflix. "Irati", the Basque movie based on the graphic novel "El Ciclo de Irati", also premiered outside of the streaming world. It made its debut at the Sitges Film Festival on October 9, 2022, and later in theaters, receiving highly positive reviews from critics.

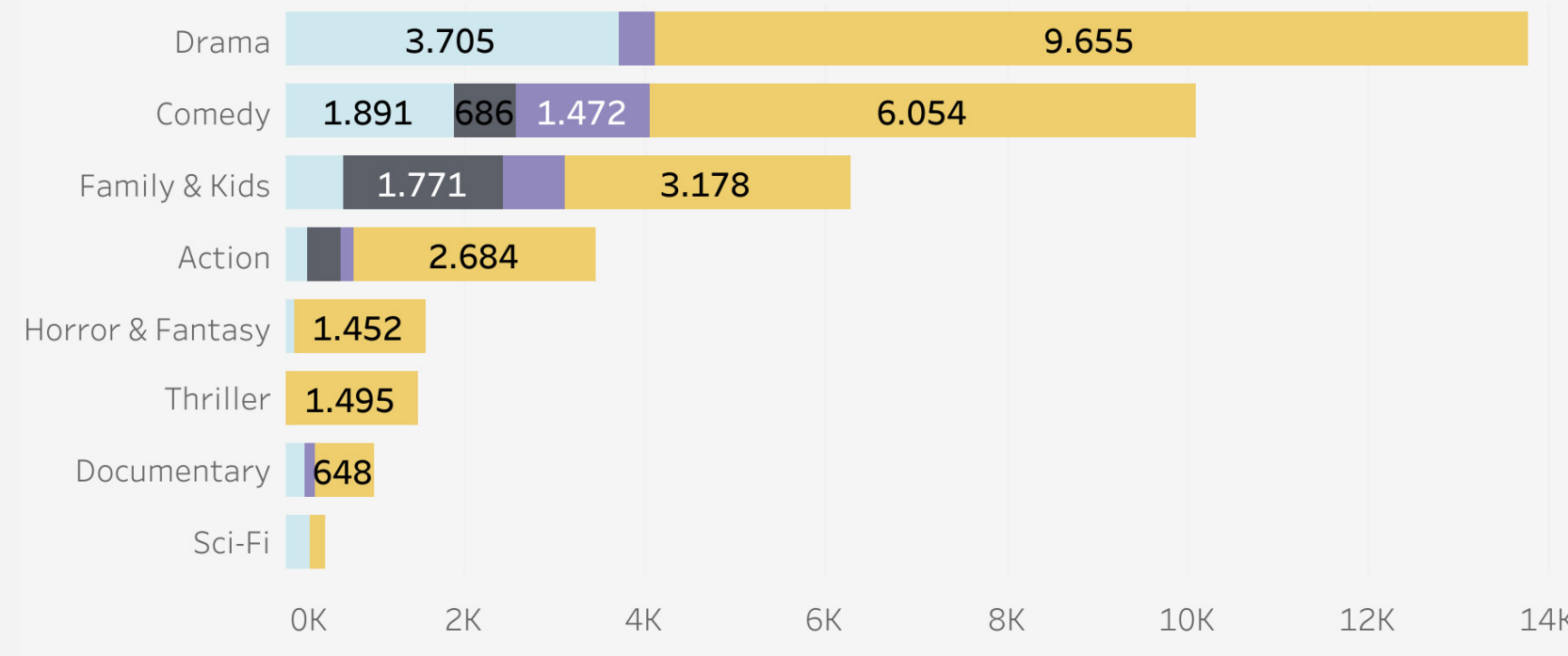
From Poland, "Dzień Matki" (838K), or "Mother's Day", tells a story similar to "The Mother" with Jennifer Lopez, as both movies depict a mother willing to do anything for her child. Last but not least, "Tin & Tina", a film produced by La Claqueta PC and Albinos La Película AIE, in collaboration with Filmgate Miami and Andarams Films. It captures the blooming rural terror trend that European productions are embracing, reflecting the dominance of arthouse European movies in festivals and showcasing their influential impact. If you want to delve deeper into this topic, be sure to check out France's April Hot Title.

SPAIN 100 MOVIES | SVOD PLATFORMS

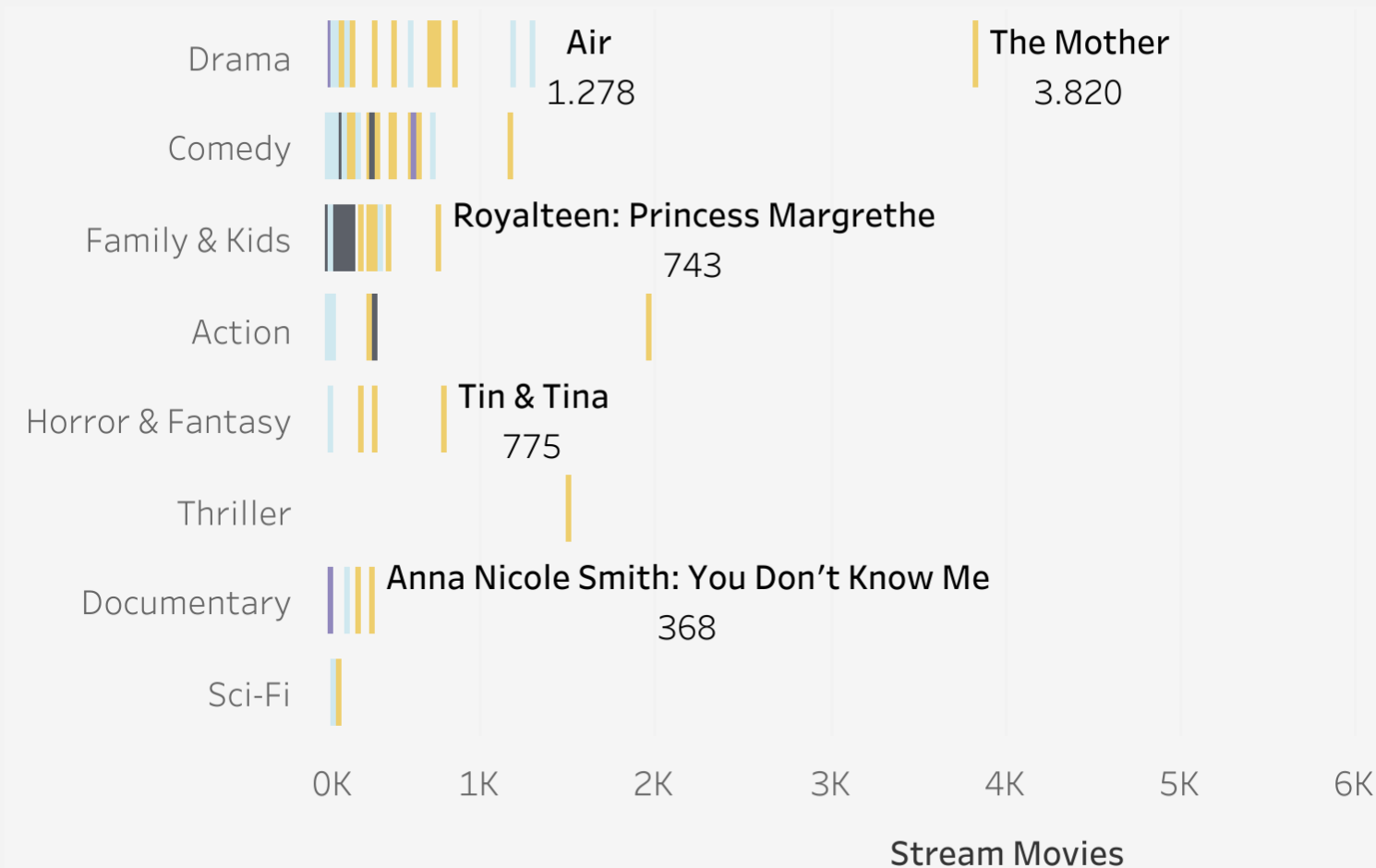
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



“AIR”, “IRATI,” AND “OPERATION FORTUNE” GROW POPULARITY

In terms of streaming platforms, there haven't been significant changes for HBO Max and Disney+ compared to last month. They continue to maintain their positions in the market. However, Amazon has managed to make significant gains, stealing an additional 6 percentage points of market share, bringing their total share to an impressive 18% for the streaming platform. This surge in popularity can be attributed to the success of three movies: "Air," "Irati," and "Operation Fortune: Ruse de Guerre," which have all secured spots in the Top #15.

Netflix, on the other hand, is currently facing some challenges due to its password-policing plan. The implementation of this plan has caused the company to fall short of expectations for new subscriber additions in the first quarter. However, Netflix remains optimistic, stating that the password-policing plan, along with the introduction of a more affordable streaming version supported by ads, will lead to accelerated growth in the second half of 2023. It will be interesting to see how these strategies impact Netflix's overall performance in the coming months.

OTT: Amazon Netflix HBO Max Disney+

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

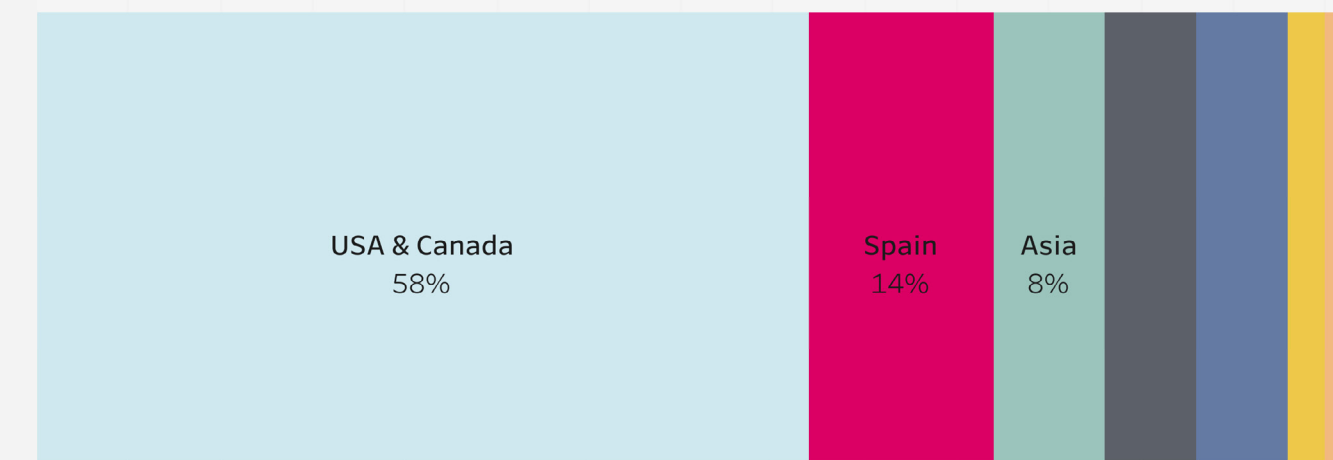
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1 Friends	HBO Max	Comedy	25.781
2 Queen Charlotte: A Bridge..	Netflix	Drama	23.726
3 El silencio	Netflix	Drama	11.445
4 Bienvenidos a Edén	Netflix	Drama	10.185
5 Naruto: Shippūden	Netflix	Animation	9.609
6 The Diplomat	Netflix	Drama	8.932
7 Sweet Tooth	Netflix	Drama	8.568
8 Succession	HBO Max	Comedy	8.211
9 Firefly Lane	Netflix	Drama	8.059
10 XO, Kitty	Netflix	Family & Kids	8.038
11 Workin' Moms	Netflix	Comedy	7.901
12 From	HBO Max	Drama	7.241
13 Los pacientes del doctor G..	Netflix	Drama	7.073
14 The Marked Heart	Netflix	Drama	6.886
15 Bluey	Disney+	Family & Kids	6.885
16 Tú también lo harías	Disney+	Thriller	6.827
17 Bridgerton	Netflix	Drama	6.712
18 The Blacklist	Netflix	Comedy	5.743
19 Nuevo rico, nuevo pobre	Netflix	Comedy	5.203
20 Fubar	Netflix	Comedy	4.972
21 Citadel	Amazon	Drama	4.664
22 The Amazing World of Gu..	HBO Max	Family & Kids	4.530
23 The Tailor	Netflix	Drama	4.460
24 How I Met Your Mother	Disney+	Comedy	4.255
25 Black Knight	Netflix	Sci-Fi	4.039
26 La caza. Monteperdido	Netflix	Drama	4.002
27 The Night Agent	Netflix	Drama	3.984
28 The Last of Us	HBO Max	Drama	3.792
29 The Mandalorian	Disney+	Sci-Fi	3.711
30 Love and Death	HBO Max	Crime	3.662
31 Playing Dirty	HBO Max	Comedy	3.417
32 The Queen of Flow	Netflix	Drama	3.279
33 Selling Sunset	Netflix	Game-Show & Reality-TV	3.015
34 The Nurse	Netflix	Drama	2.902
35 The Simpsons	Disney+	Animation	2.882
36 Simon	Netflix	Family & Kids	2.684
37 The Countryside	Amazon	Comedy	2.579
38 Rough Diamonds	Netflix	Drama	2.533

SHOWING 38/72 - [See complete chart here](#)

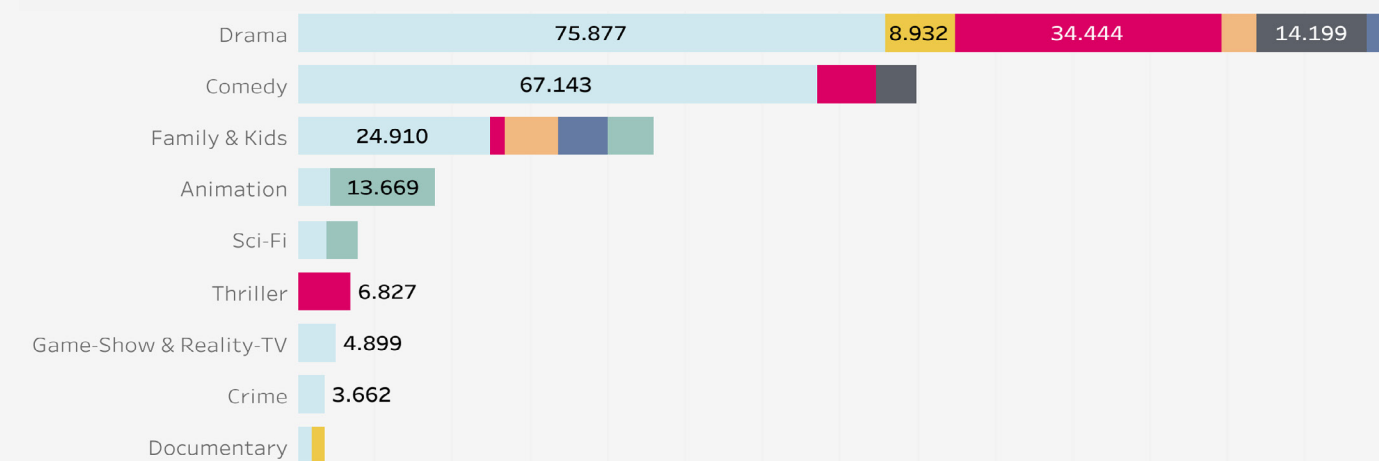
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



ACCOUNTS SHARING SEEMS TO HAVE LESS IMPACT IN THE SHOW MARKET

The Spanish market, which was once a dominant force just a few months ago, has now become smaller than the Italian market. Similar to the movie industry, this decline can be attributed to the company's efforts to combat user account sharing, which reportedly have already had some consequences. However, it appears that the impact of these consequences is less significant in the streaming market compared to the movie market.

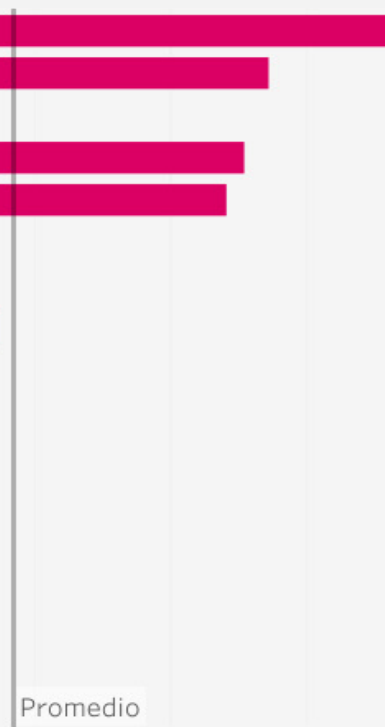
A DRAMA & ANIMATION SHOT KIND OF MONTH

Animation content has seen a significant boost in popularity, particularly with the show "Naruto: Shippūden" This series, which typically performs well in all markets, has achieved exceptional success in the Spanish market now, reaching 9.6 million viewers. Along with "The Amazing World of Gumball" and "Black Knight" Asian animation holds a significant share of almost 8% this month. On another note, Drama shows have emerged as the main attraction for viewers, dominating six out of the top ten positions. These shows have garnered a total of 140 million views. Specifically, "Queen Charlotte" "El Silencio," and "Bienvenidos a Edén" have proven to be particularly popular, collectively accumulating more than 45 million views.

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 El silencio	Netflix ES	2	Drama
2 Bienvenidos a Edén	Netflix ES	5	Drama
3 Los pacientes del doctor G..	Netflix ES	22	Drama
4 Tú también lo harías	Disney+ ES	6	Drama
5 La caza. Monteperdido	Netflix ES	32	Drama
6 Playing Dirty	HBO Max ES	7	Comedy
7 The Nurse	Netflix DK	21	Drama
8 Simon	Netflix FR	23	Family & Kids
9 The Countryside	Amazon ES	2	Comedy
10 Rough Diamonds	Netflix BE	24	Drama
11 Grizzly and the Lemmings	Netflix FR	26	Family & Kids
12 Cleo & Cuquin	Netflix ES	37	Family & Kids
13 El Príncipe	Netflix ES	43	Drama
14 Zig & Sharko	Netflix FR	49	Family & Kids
15 No me gusta conducir	HBO Max ES	21	Comedy



A GREAT SPOONFUL OF INTERESTING SPANISH TITLES

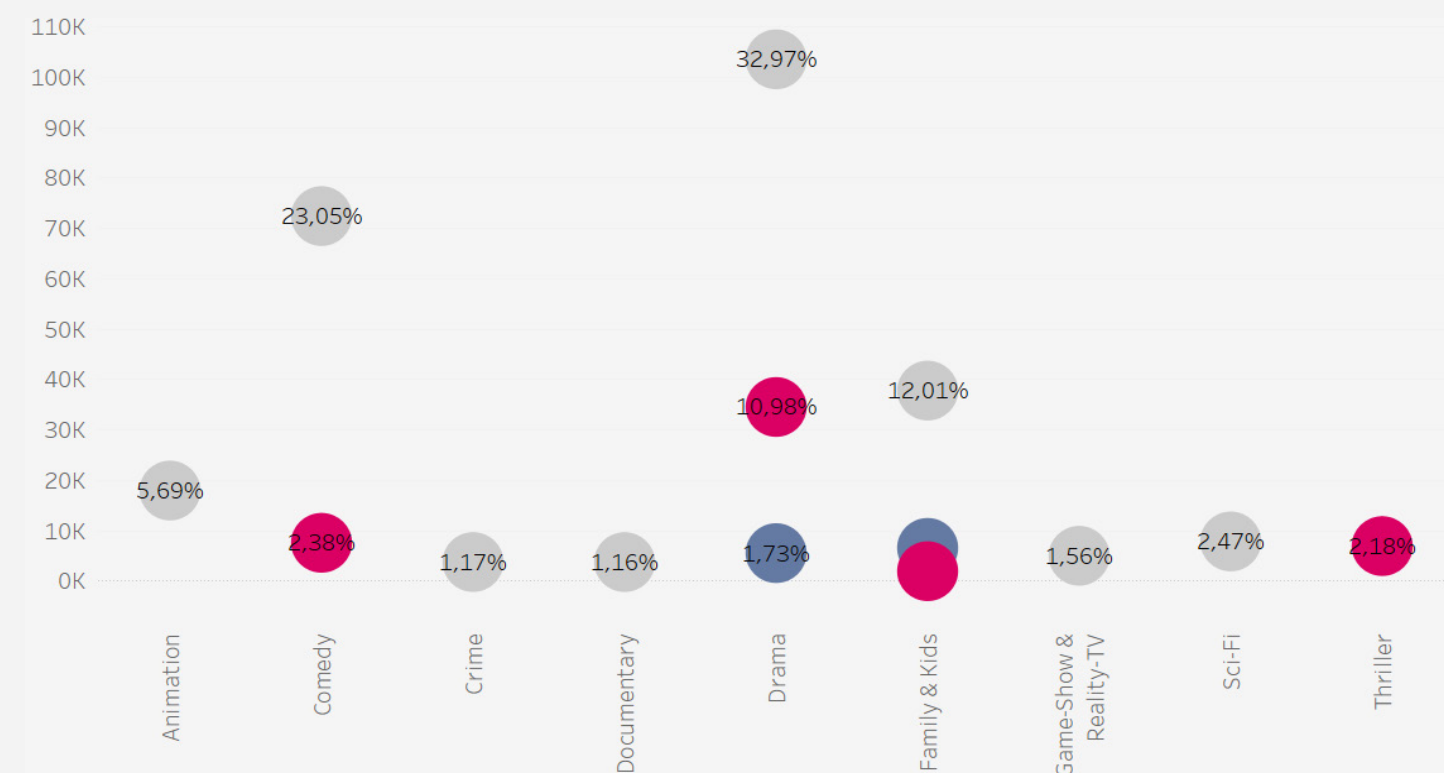
This month we find very interesting titles on the charts. First of all, being the third most-watched series this month, "El Silencio" is a psychological thriller created by Aitor Gabilondo under Alea Media (Mediaset) for Netflix, starring Arón Piper. The fourth most-watched series has been "Bienvenidos a Edén" which has already accumulated 60.5M streams in 2023 across all markets.

The next production on the list is "Los pacientes del doctor García", the adaptation of Almudena Grandes' book. The series premiered on La 1 on April 19, 2023, and later premiered on Netflix. While it has achieved over 7M streams here, on La 1 its audience experienced a gradual and continuous decline to the point of being removed from prime time.

On the other hand, "Tú También Lo Harías", one of the first local products of Disney+ and starring Ana Polvorosa, Pablo Molinero, Michelle Jenner, among others, achieved a very good result: 6.8M streams. "Playing Dirty," the series created by Carolina Bang and Álex de la Iglesia for HBO, featuring Hugo Silva, has also had good results, with even news of a second season. Last but not least, "No me gusta conducir" starring Juan Diego Botto, has garnered nearly 1.5 million views.

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

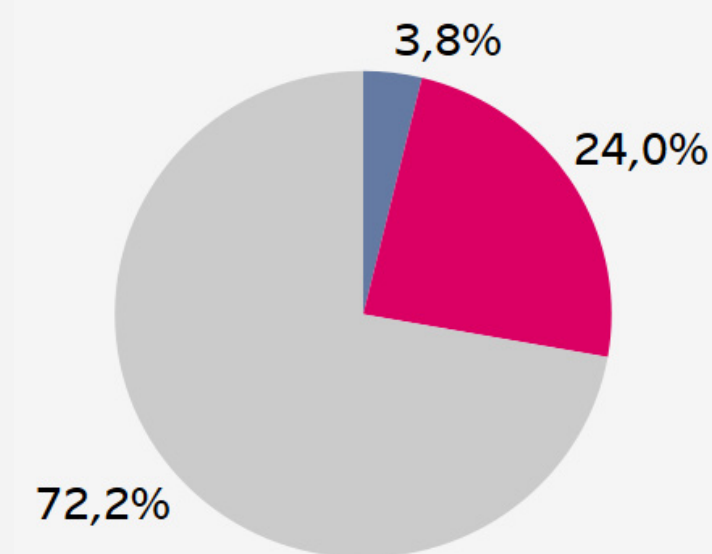


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

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

CONTRIBUTION TO DRAMA STREAMS

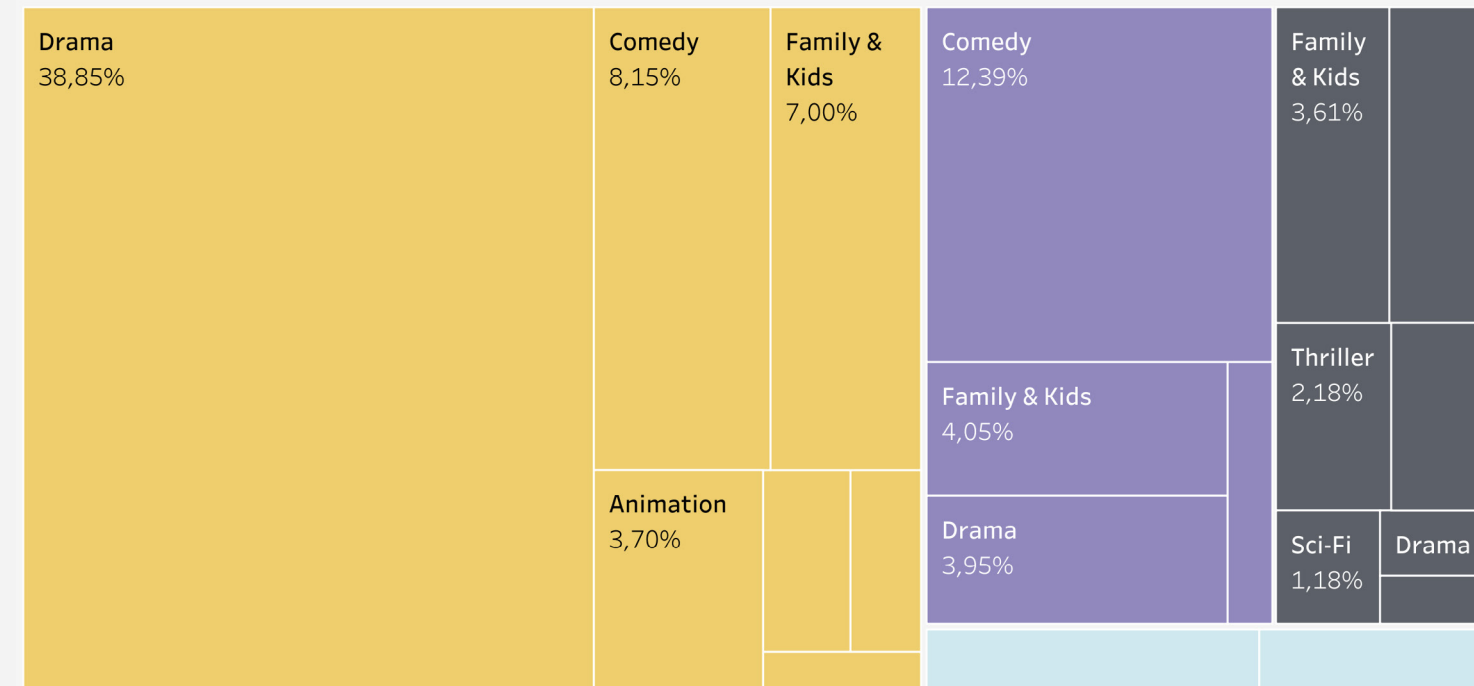


PRODUCTION COUNTRIES:

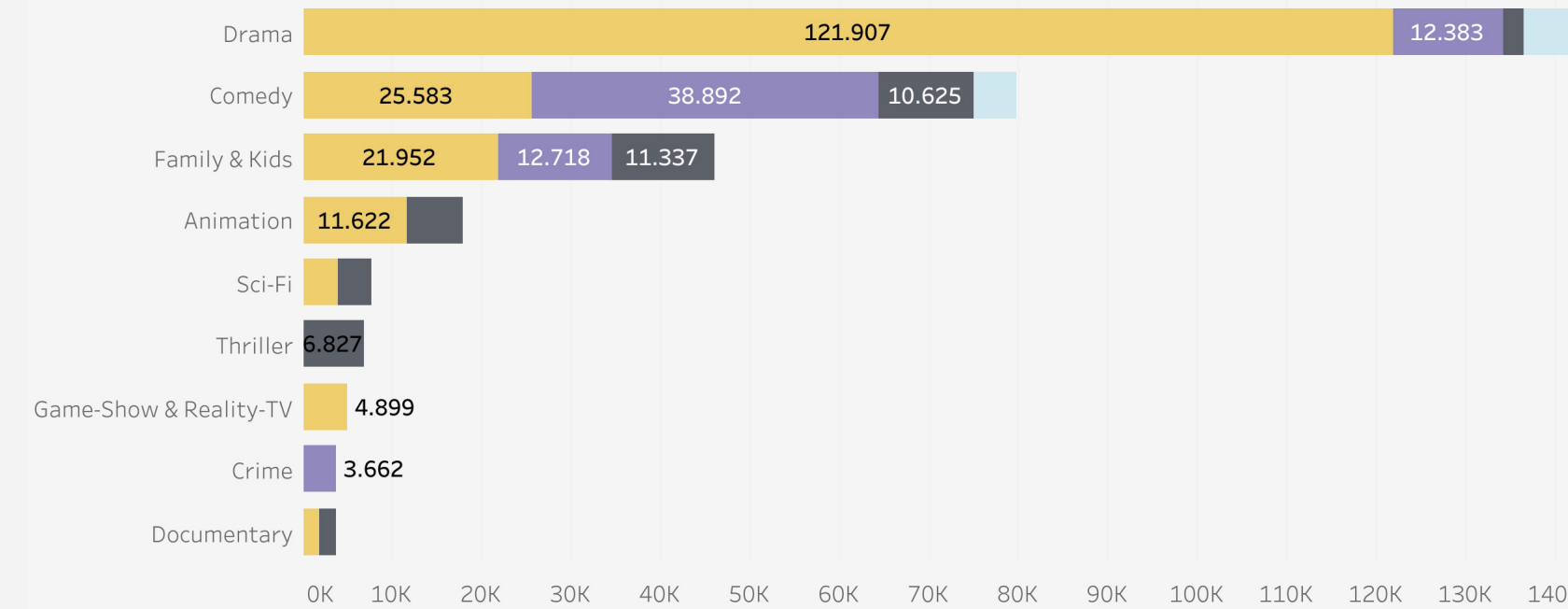


SPAIN 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE

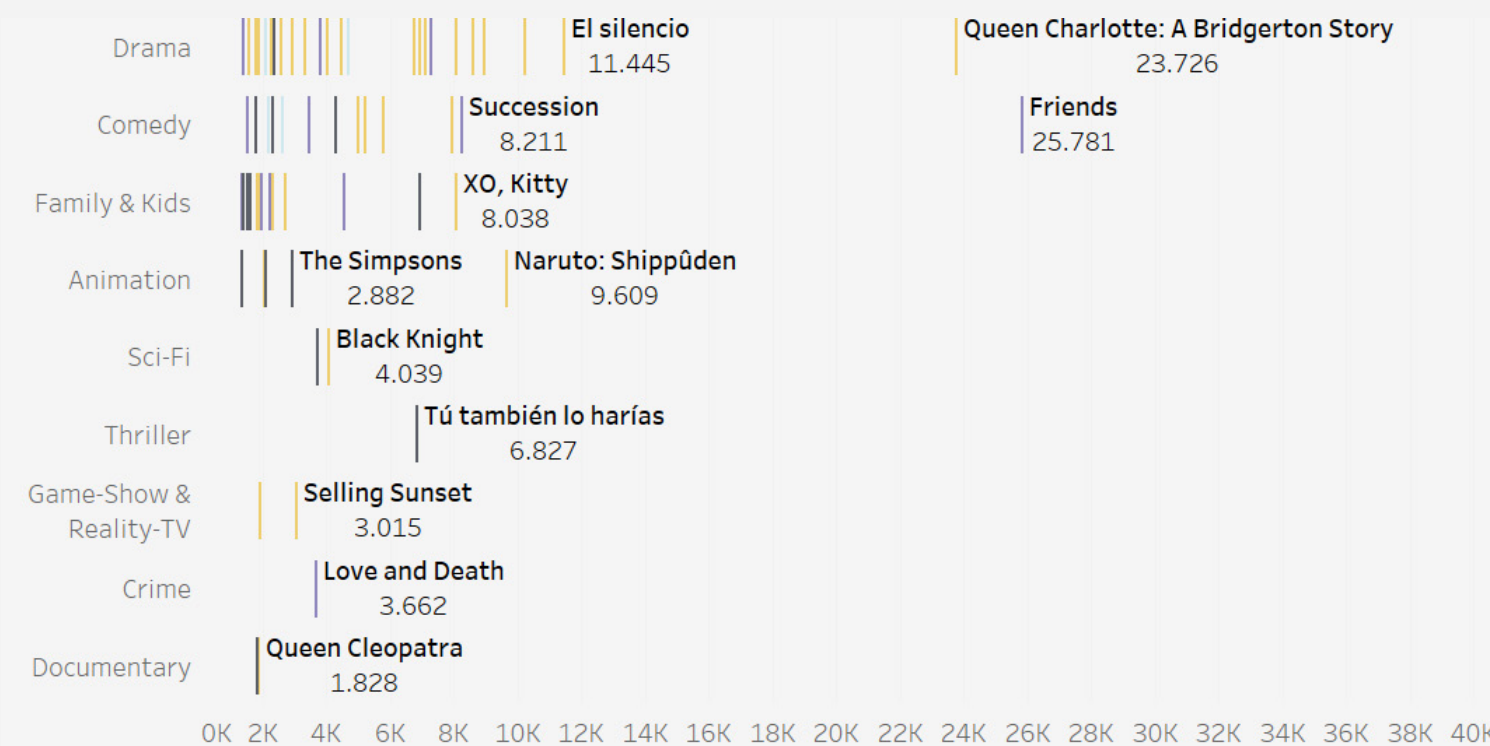


NETFLIX AND HBO MAX LEAD, DISNEY+ AND AMAZON FACE CHALLENGES

The distribution of the pie varies greatly this month compared to the previous one. On its behalf, Netflix recovers more than 5 points compared to last month when we saw it reach its historical lows by including Disney+ series in our data. On the other hand, HBO Max manages to regain the numbers it was achieving before Disney+ arrived on the Think Data lists. Right now, it has a 21.5% share, which is a quite respectable figure.

The consequences of the rise of HBO Max and Netflix are paid by Amazon and Disney+, especially the latter. Unlike its first month on the lists, Disney's platform loses almost 14 points, while Amazon loses a little over one. Although it has lost a large portion of its share, the truth is that Disney+ performed best by far last month here in Spain. But one thing is sure: glocal is not the main driver of consumption of Disney+ here yet. Audiences preferred prestigious content, making it very difficult for local content to stand out. This month, for example, Disney+ could only secure one European title, specifically Spanish: "Tú también lo harías"

TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max Disney+

HOT CONTENT IN SPAIN

LUIS ACEITUNO PIZARRO
CONTENT MANAGER



“IRATI” OR INDEPENDENT FLICKS FIND THE BIG NICHE ON SVOD

“Irati” has become one of the season’s surprises in Spain, both in theatrical and SVoD domains. The fantasy film ranks as the third most-watched European title of the month on Amazon Prime Video. Its success on streaming platforms follows its strong cinema circuit performance. In February, it premiered in Spanish theatres, achieving the milestone of becoming the highest-grossing film in the Basque language in national history reaching over 80,000 admissions in its first ten days. According to Comscore records, the film stands as the eleventh highest-grossing national film of 2023 with 157K admissions to date, surpassing the mark of the Berlinale award-winning film “20,000 Species of Bees”, the other independent success of the season as of today.

This independent distribution success, which is relatively smaller in terms of promotion and box office admissions compared to major productions, does not fully explain its strong performance on streaming platforms during its digital release month. Sparked by Amazon Prime Video’s penetration in Spain, the film constitutes an eye-catching title with production values include such as an epic and fantastic storyline, meticulous visual execution, and the involvement of one of the most celebrated actors from the Basque Country, Spanish Academy Award-winner Eneko Sagardoy, and the star from Netflix’s hit “Money Heist”, Itziar Ituño, an actress well-known in the region but with potential national appeal.

The case of “Irati” once again reaffirms the principle of glocalization on which streamers have built their success: its unique selling point as a fantastic proposition lies in delving into Basque Country’s mythology, unknown to the rest of Spain, which has been enjoying for decades Spanish epic productions brimming with historical Castilian tradition and aesthetic. To achieve this, Paul Urkijo’s feature employs performances entirely in Basque, a millennia-old language with no roots in other European languages, serving as the official language in the region which keep a strong sense of national identity. Despite the identity tensions and linguistic differences between the Basque Country and the rest of Spain, this uniqueness reinforces its thematic novelty, further supported by a Spanish dubbing to ensure accessibility for Spanish-speaking viewers.

“Irati” is yet another example that Amazon Prime Video finds its strongest assets in non-original content, as it continues to face significant struggles to make key action and fantasy content profitable and make its cinema branch dependent on third parties content. In Spain, “Irati” can easily be compared to “El Cid” (2020-2021), the platform’s first original Spanish serial production, based on a legendary Castilian character and starring “Elite” and “Money Heist” star Jaime Lorente, which received a tepid reception and now can be taken as cancelled, despite no official confirmation from the platform side.

As an independent co-production that, after many years of development, finally materialised with the support from the Spanish Film Institute (ICAA) and other regional public institutions in Spain,

“**the film directed by Paul Urkijo demonstrates once again independent fantastic proposals with high production values can be essential assets for streamers, still willing to acquire this kind of content.**”

A sought-after genre in which SVoD platforms have been trying to shape their own “Game of Thrones”-like IPs with no success, often facing high costs that fail to be profitable.

With Hollywood facing one of the most complicated periods with WGA and SAG-AFTRA historic strike, the creative halt represents a golden opportunity to European production powerhouses to profit from the moment. Platforms are going to need a lot of content to keep up with the flow of releases. Will this be the big time for European content abroad?

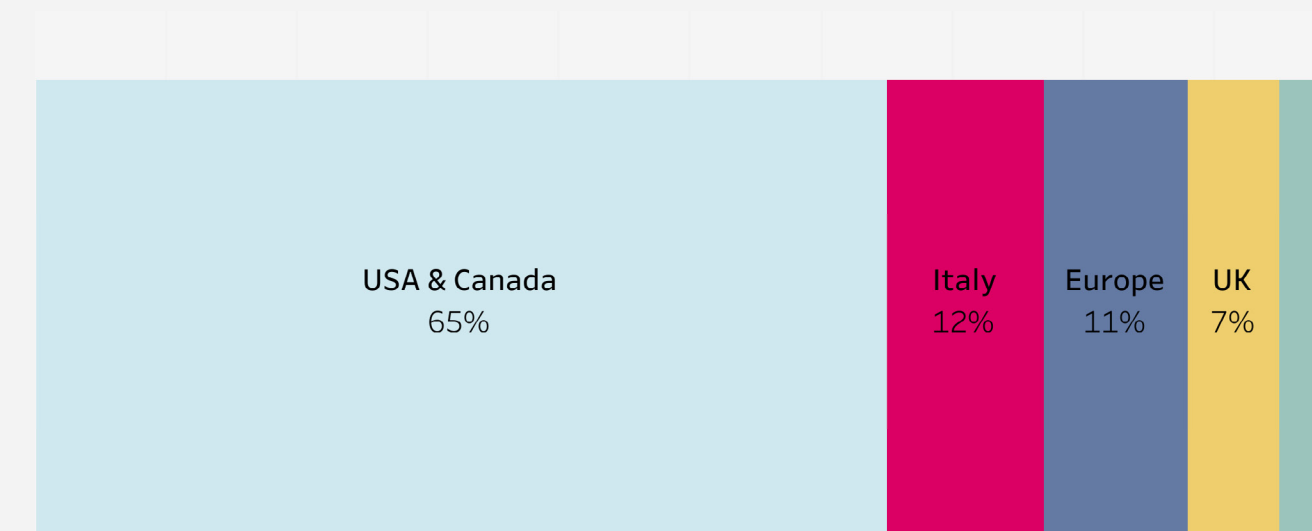
ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

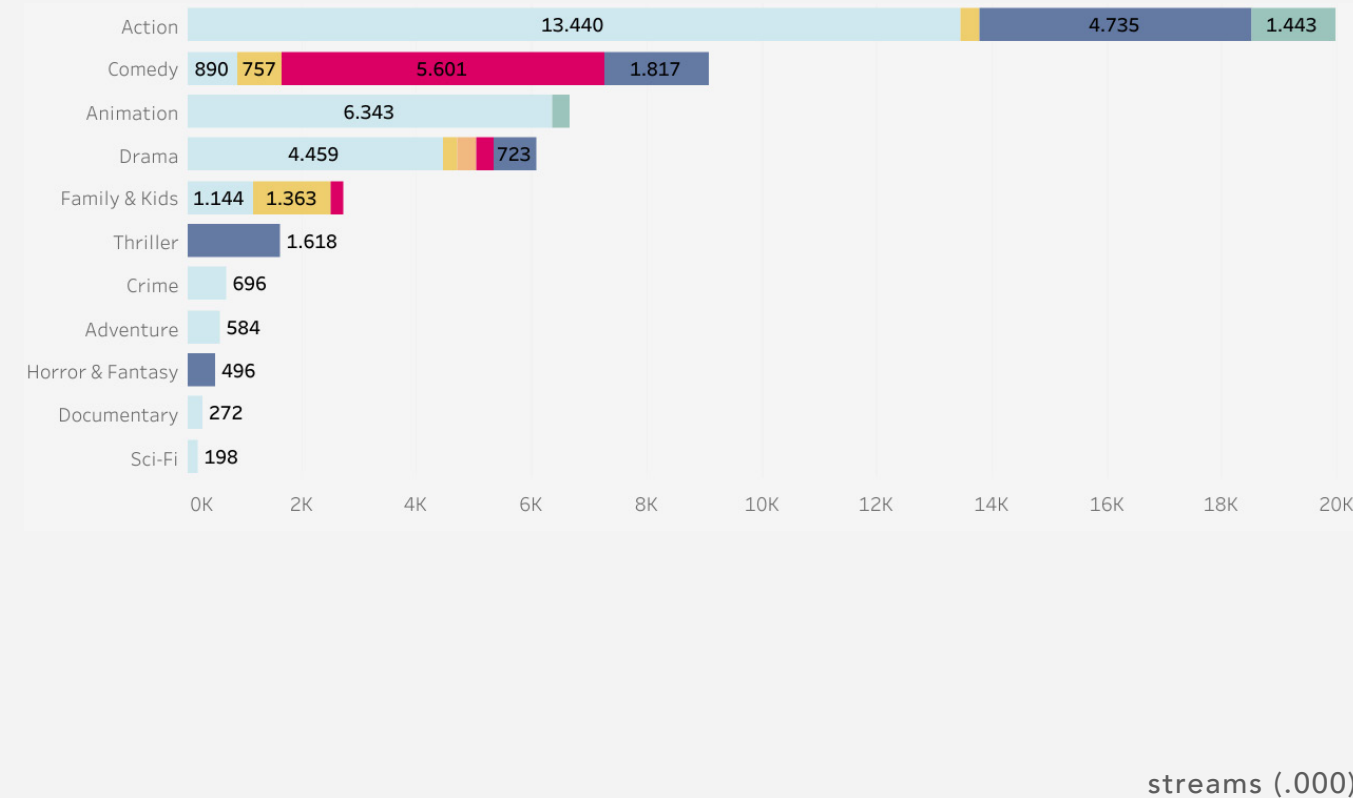
MOVIES	PLATFORM	GENRE	STREAMS
1 The Mother	Netflix	Action	3.023
2 The Suicide Squad	Netflix	Action	2.700
3 Mollo tutto e apro un Chir..	Netflix	Comedy	1.742
4 AKA	Netflix	Action	1.655
5 Faithfully Yours	Netflix	Thriller	1.618
6 Air	Amazon	Drama	1.539
7 Monster Hunter	Netflix	Action	1.412
8 Midway	Netflix	Action	979
9 Il grande giorno	Amazon	Comedy	955
10 Beautiful Disaster	Amazon	Drama	944
11 The Lucky One	Netflix	Drama	873
12 Dzien Matki	Netflix	Action	865
13 Blood and Gold	Netflix	Action	803
14 Royalteen: Princess Marg..	Netflix	Drama	723
15 Hammerharte Jungs	Netflix	Comedy	722
16 Trolls World Tour	Netflix	Animation	639
17 Hotel Transylvania 3: Sum..	Netflix	Animation	603
18 The BFG	Netflix	Family & Kids	596
19 Belli ciao	Netflix	Comedy	590
20 Escape Plan 2: Hades	Netflix	Action	576
21 Patriots Day	Netflix	Action	561
22 Året jag slutade prestera ..	Netflix	Comedy	541
23 Jumanji: The Next Level	Netflix	Action	532
24 F9	Amazon	Action	513
25 Tin & Tina	Netflix	Horror & Fantasy	496
26 No Escape	Netflix	Action	493
27 Harry Potter and the Pris..	Netflix	Family & Kids	491
28 Paw Patrol: The Movie	Netflix	Animation	489
29 The Great Wall	Netflix	Action	476
30 Dune	Netflix	Action	468
31 Emma.	Netflix	Comedy	442

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

ITALY GROWS AS THE THIRD-LARGEST MARKET

With Spain witnessing a decline in streams, Italy has taken the most of the moment and showed its teeth. The market emerged as the third-largest market, accumulating a significant 48M streams this month.

ACTION DOMINATES AND ANIMATION SURGES

In a remarkable turn of events, the action genre has achieved an unprecedented feat, accounting for 41.3% of the total streams in the Italian market. This surge represents the highest share ever recorded for a single genre in Italy. Notable action films such as "The Mother", "The Suicide Squad", "AKA", "Monster Hunter" and "Midway" have played a pivotal role in driving this growth. While European productions contribute 4.7M streams to this success, an overwhelming majority of 13.4M streams originate from North American productions. The animation genre has also experienced a remarkable upswing, witnessing a 10-point increase compared to the previous month, thereby setting a new record for the category. Primarily bolstered by the offerings on Netflix's platform, the surge in popularity can be attributed to films such as "Trolls World Together", "Hotel Transylvania 3" and "Paw Patrol: The Movie"

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

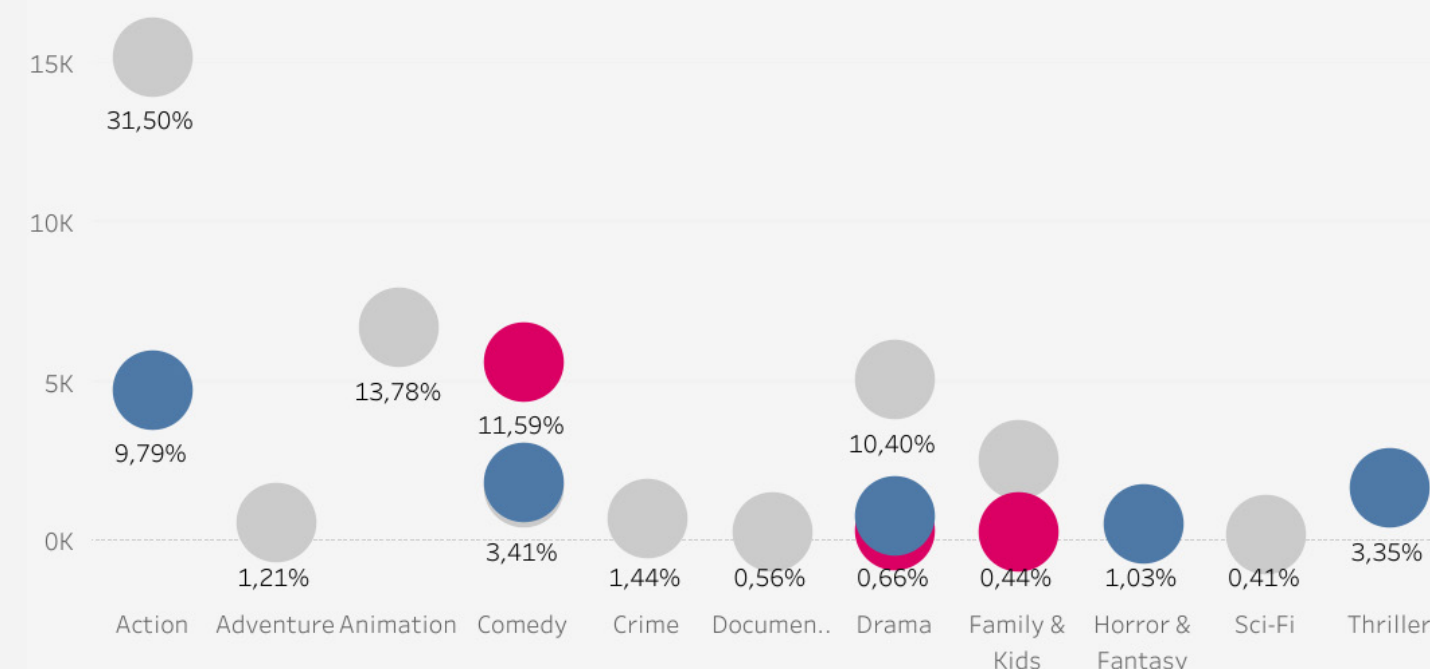
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Mollo tutto e apro un Chir..	Netflix	IT	3 Comedy	1.742
2 AKA	Netflix	FR	4 Action	1.655
3 Faithfully Yours	Netflix	NL	5 Thriller	1.618
4 Monster Hunter	Netflix	DE	6 Action	1.412
5 Il grande giorno	Amazon	IT	2 Comedy	955
6 Dzień Matki	Netflix	PO	9 Action	865
7 Blood and Gold	Netflix	DE	10 Action	803
8 Royalteen: Princess Marg..	Netflix	NO	11 Drama	723
9 Hammerharte Jungs	Netflix	DE	12 Comedy	722
10 Belli ciao	Netflix	IT	16 Comedy	590
11 Året jag slutade prestera..	Netflix	SE	19 Comedy	541
12 Tin & Tina	Netflix	ES	21 Horror & Fantasy	496
13 Con tutto il cuore	Netflix	IT	28 Comedy	422
14 Sul più bello	Netflix	IT	29 Comedy	418

SHOWING 14/23 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

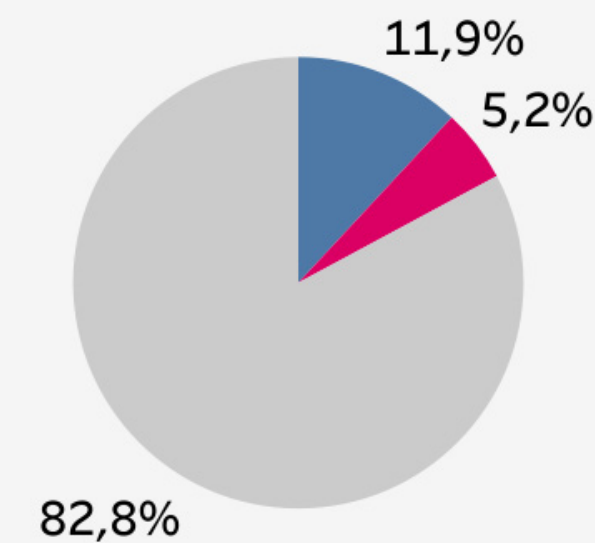


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	4	
Comedy	4	10
Drama	1	1
Family & Kids		1
Horror & Fantasy	1	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



ITALIAN PRODUCTIONS BACK TO NORMAL

After exciting and eventful months, Italy's share of total streams has returned to its regular level, accounting for 12.7%. Two standout local movies deserve special mention this month. "Mollo tutto e apro un chiringuito" (1.7M), a 2021 film directed by the collective Il Terzo Segreto di Satira, offers an adaptation of the comics published on the YouTube channel Il Milanese Imbruttito. "Il grande giorno" (955K), directed by Massimo Venier and starring the beloved comedy trio Aldo, Giovanni, and Giacomo, marks the eleventh film featuring this comedic ensemble and their seventh collaboration with Venier.

GERMAN PRODUCTIONS TAKE A SPECIAL PLACE IN ITALIAN CHARTS

On the other hand, European productions, particularly German films, have experienced a slight increase in popularity. Notably, "Monster Hunter" written, directed, and produced by Paul W. S. Anderson, stands out as an adaptation of the popular video game series by Capcom. Another German film, "Blood and Gold", a Netflix Original, set against the backdrop of the end of World War II. Additionally, "Royalteen: Princess Margrethre" serves as a sequel to the Norwegian film "Royalteen: El Heredero." Other successful movies this month include "AKA" and "Faithfully Yours".

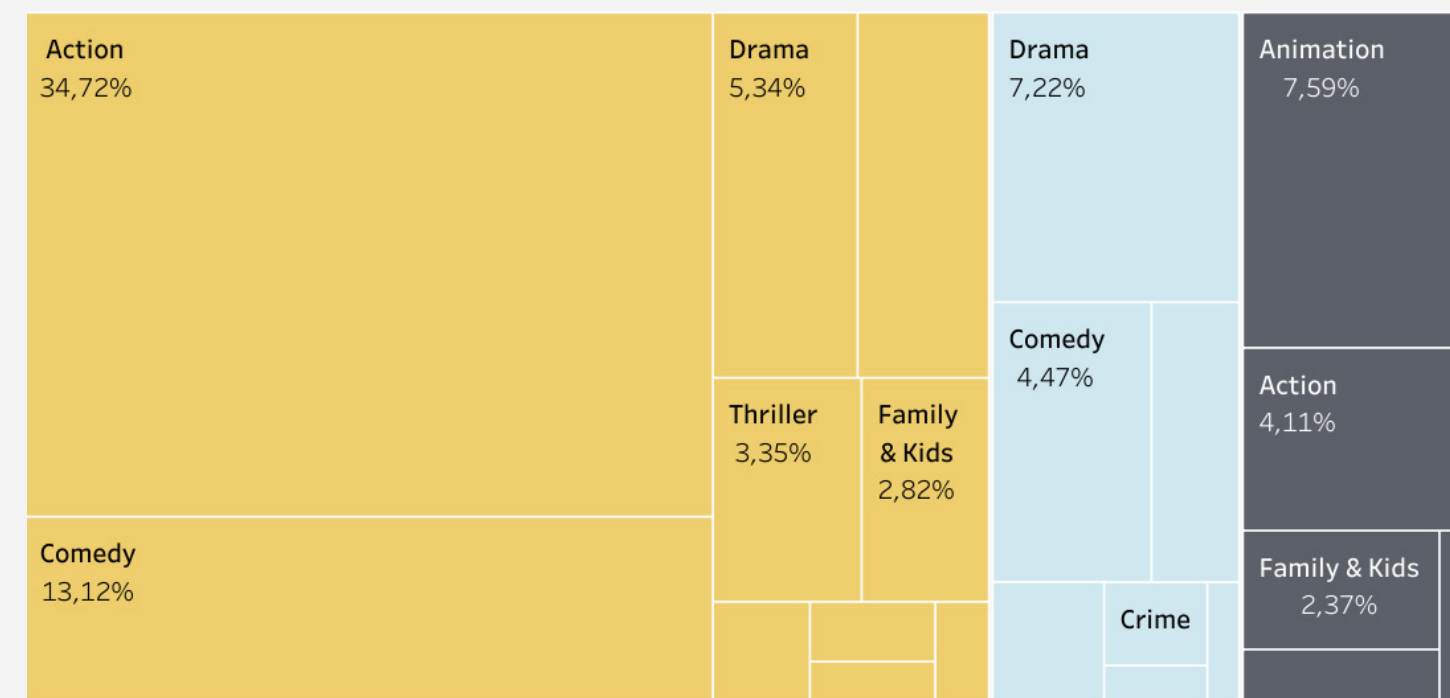
PRODUCTION COUNTRIES:



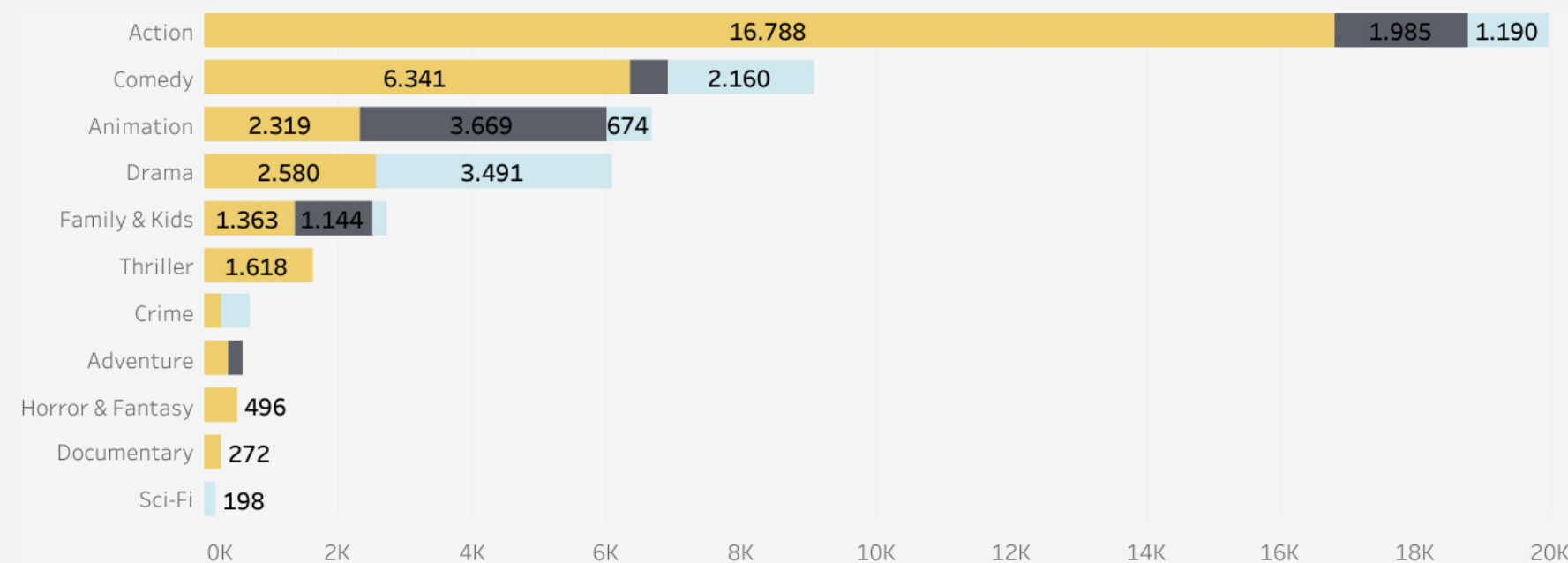
ITALY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOP SHOWS STREAMS BY GENRES

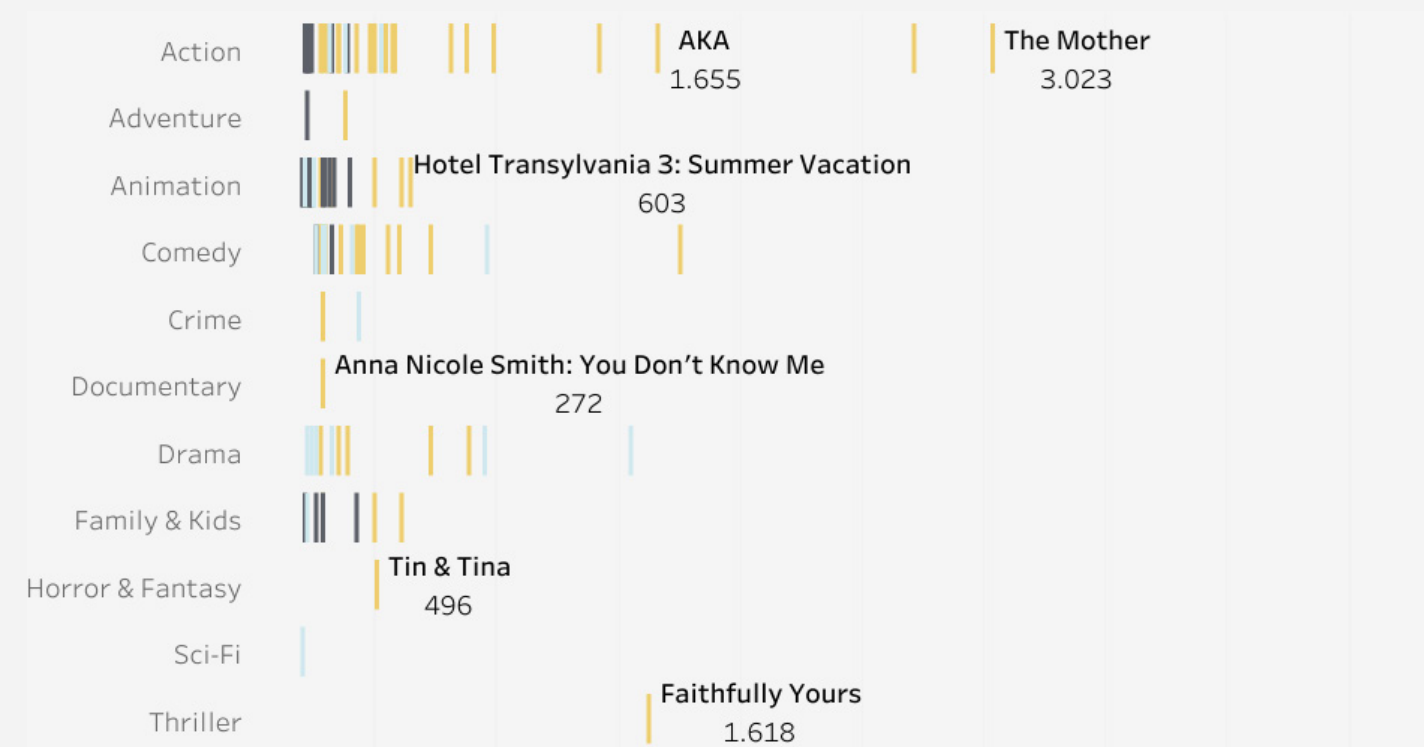


A SLIGHT COMEBACK OF AMAZON IN THE STREAMING MARKET

The market share distribution of streaming platforms has remained relatively stable compared to the previous month. Netflix continues to dominate the streaming landscape, accounting for two-thirds (66.7%) of the total streams. However, Netflix has experienced a decline in its share, allowing competitors to gain a little bit of ground. Amazon has made significant gains in the streaming market, securing 17.3% of the total streams. The platform has strategically positioned itself by introducing three titles into the Top #10 list of popular streams. Disney+ has captured 15.7% of the total streams. The platform has leveraged its vast and unique catalog of content to get this high share.

TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT: Amazon Netflix Disney+

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

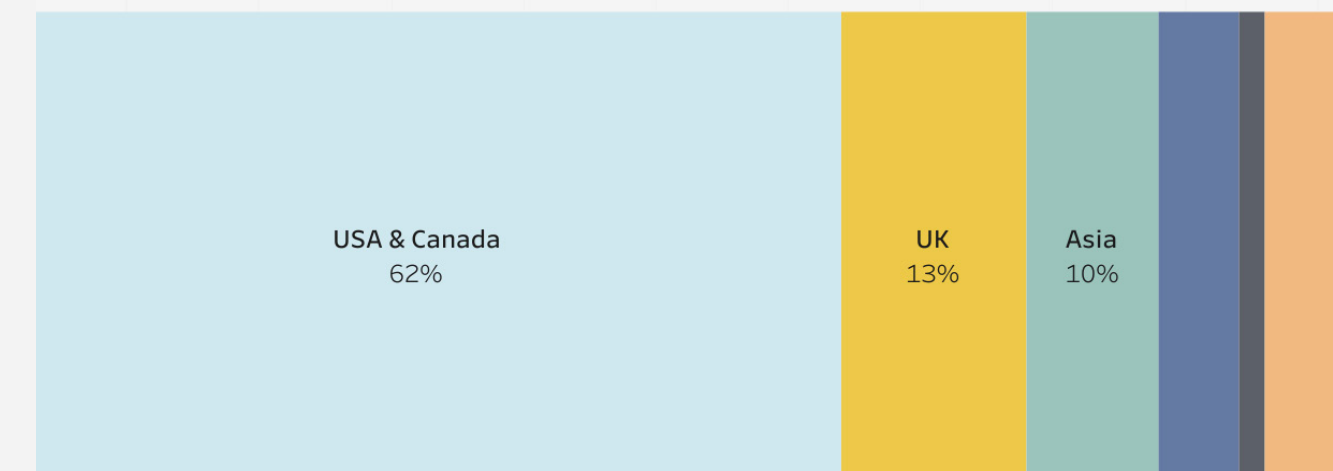
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS	
1	The Big Bang Theory	Netflix	Comedy	27.013
2	Queen Charlotte: A Bridge..	Netflix	Drama	25.099
3	How I Met Your Mother	Disney+	Comedy	20.431
4	Grey's Anatomy	Disney+	Drama	13.738
5	XO, Kitty	Netflix	Family & Kids	13.492
6	Bluey	Disney+	Family & Kids	13.474
7	The Rookie	Netflix	Comedy	13.246
8	Scrubs	Disney+	Comedy	12.344
9	Modern Family	Disney+	Documentary	12.206
10	Firefly Lane	Netflix	Drama	11.694
11	The Marked Heart	Netflix	Drama	10.830
12	Les Schtroumpfs	Netflix	Family & Kids	9.067
13	Sweet Tooth	Netflix	Drama	8.279
14	The Simpsons	Disney+	Animation	8.134
15	Bridgerton	Netflix	Drama	7.674
16	The Office	Netflix	Comedy	7.600
17	Fubar	Netflix	Comedy	6.079
18	The Ferragnez - The Series	Amazon	Documentary	5.975
19	El silencio	Netflix	Drama	5.948
20	The Tailor	Netflix	Drama	5.589
21	The Mandalorian	Disney+	Sci-Fi	4.552
22	Mare Fuori	Netflix	Family & Kids	4.433
23	The Thundermans	Netflix	Family & Kids	4.329
24	Pokémon	Netflix	Family & Kids	4.199
25	The Nurse	Netflix	Drama	4.003
26	The Night Agent	Netflix	Drama	3.889
27	Prison Break	Disney+	Drama	3.616
28	The Diplomat	Netflix	Drama	3.596
29	Workin' Moms	Netflix	Comedy	3.389
30	Hunter x Hunter	Netflix	Animation	3.376
31	Black Knight	Netflix	Sci-Fi	3.311
32	American Dad!	Disney+	Animation	3.132
33	Bienvenidos a Edén	Netflix	Drama	3.117

SHOWING 33/52 - [See complete chart here](#)

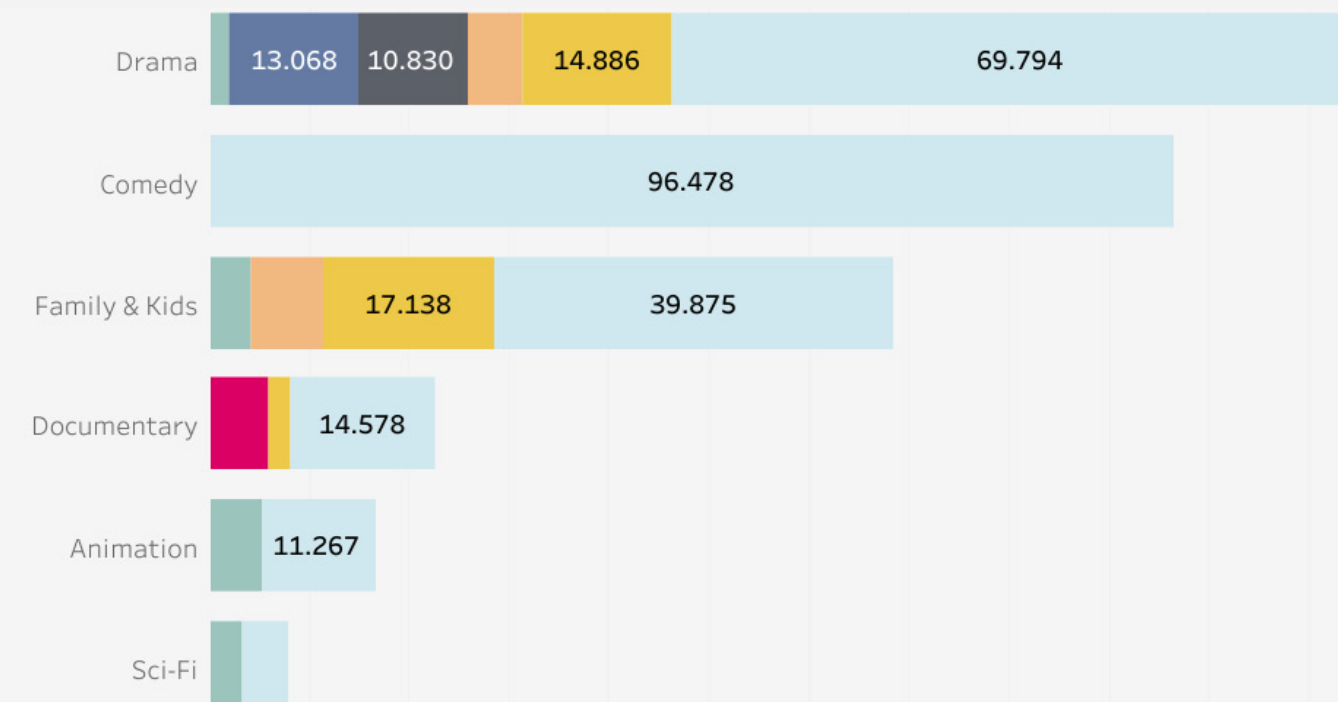
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



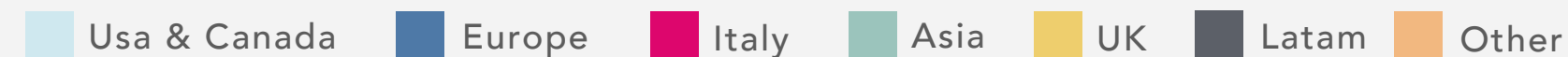
GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



DOCUMENTARIES AND DRAMAS STAND OUT THIS MONTH

The genre "Documentary" improves its results by reaching a 6.7% share, the highest share the genre has ever achieved in the Italian series market thanks to "The Ferragnez - The Series", a show that happens to be the only local series in the charts this month. Drama surpasses the Comedy genre this month with a prequel spin-off of the Netflix series Bridgerton "Queen Charlotte" and classic "Greg's Anatomy" among other shows, taking the first position with a 35.4% share, approximately 120M streams.

ABSOLUTE ENGLISH-SPEAKING DOMINANCE

Since February of this year, North American streams have been steadily increasing. Since then, the streams have more than doubled. Currently, they account for 233M streams, representing 71.2% of the total streams, which means roughly three-fourths of all streams. If we add the 10.4% share from the UK this month, we can conclude that over 80% of the streams this month are from English-speaking productions.

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 The Ferragnez - The Series	Amazon IT	1	Documentary
2 El silencio	Netflix ES	6	Drama
3 The Nurse	Netflix DK	16	Drama
4 Bienvenidos a Edén	Netflix ES	25	Drama

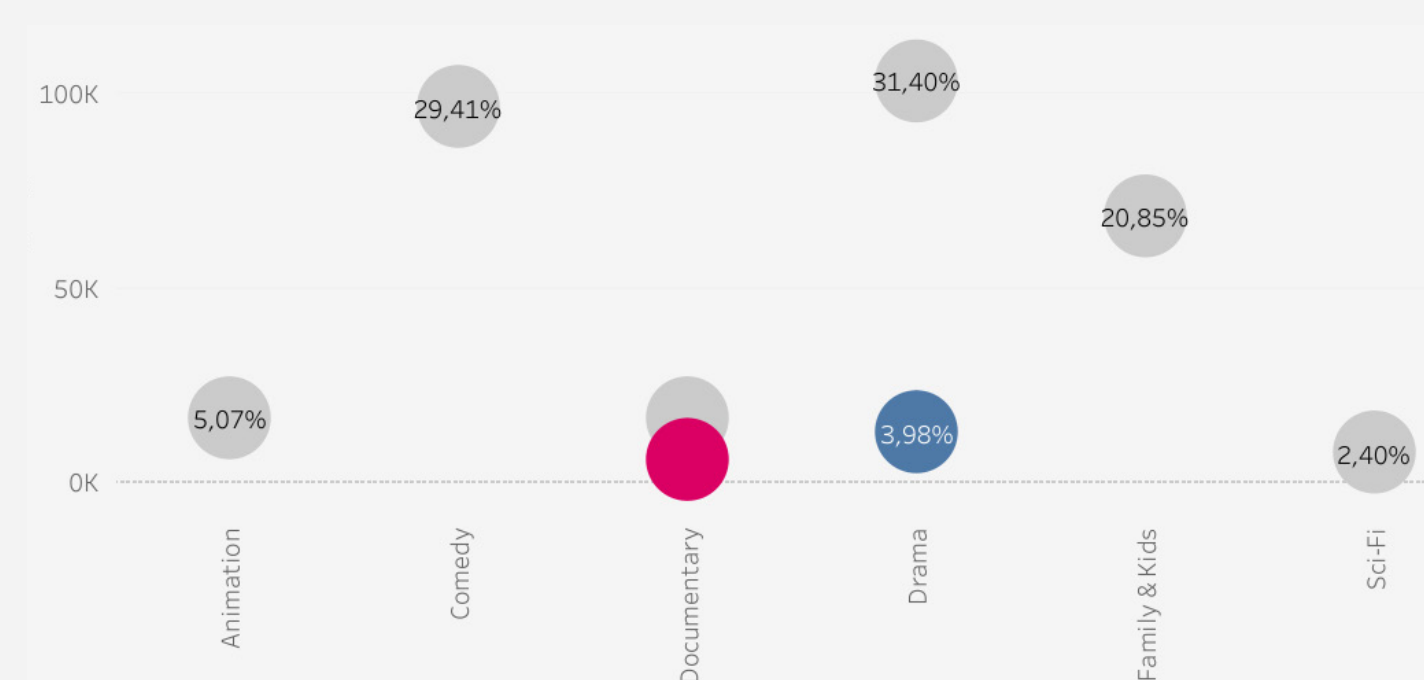
AMAZON ORIGINAL REALITY-SHOW "THE FERRAGNEZ" SAVES THE MONTH

After the past few months, Italian productions have experienced a significant decline, reducing their percentage to 1.82%. The reason for this low number is attributed to the catalog, as only one title managed to enter the Italian Top #100 this month. Surprisingly, that title isn't even from Netflix. Instead, the honor goes to Chiara Ferragni and her family in the reality show of the Italian influencer. The series premiered on May 18th and has already garnered nearly 6M streams in its second season.

Taking into account the figures from the first season, this series now ranks as the tenth most-watched on the Amazon platform. Interestingly enough, due to the absence of local titles, this month features more (2) Spanish titles than Italian ones: "El Silencio" (5.9M) and "Bienvenidos a Edén" (3.1M). Additionally, the fourth European production to enter the charts this month is "The Nurse," a Danish series that has collected 4M streams.

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

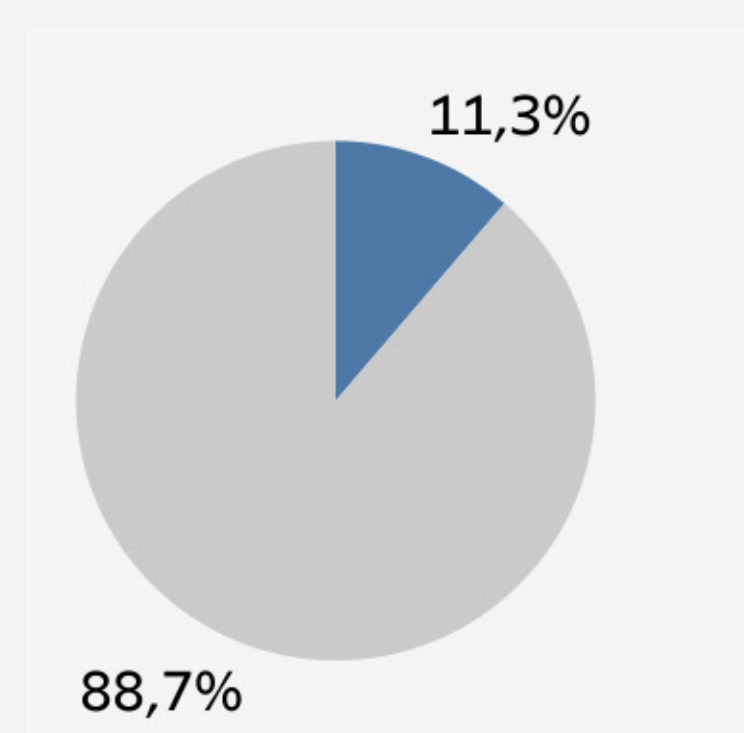


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Documentary		1
Drama	3	

CONTRIBUTION TO DRAMA STREAMS

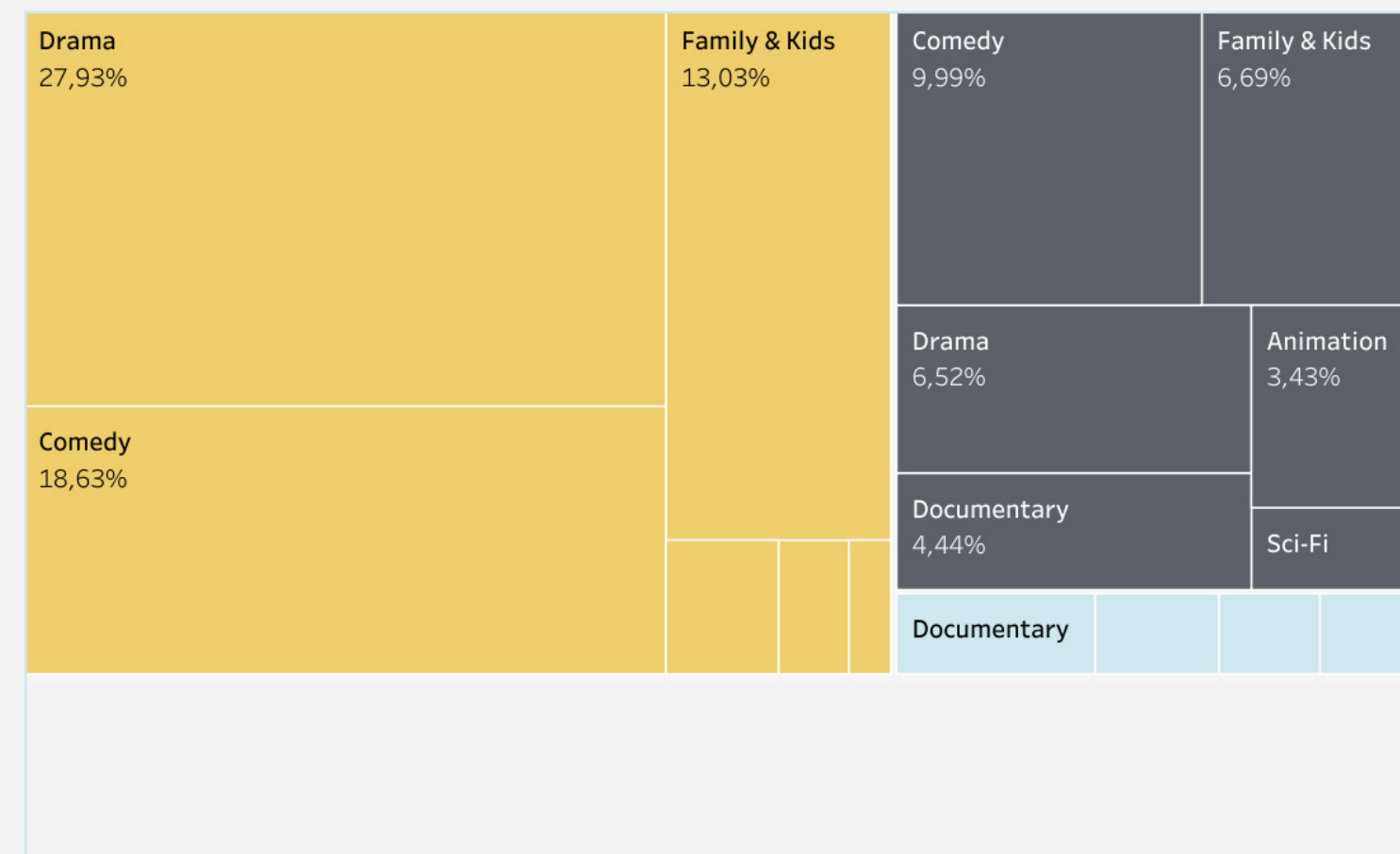


PRODUCTION COUNTRIES: Europe Italy Others

ITALY 100 SHOWS | SVOD PLATFORMS

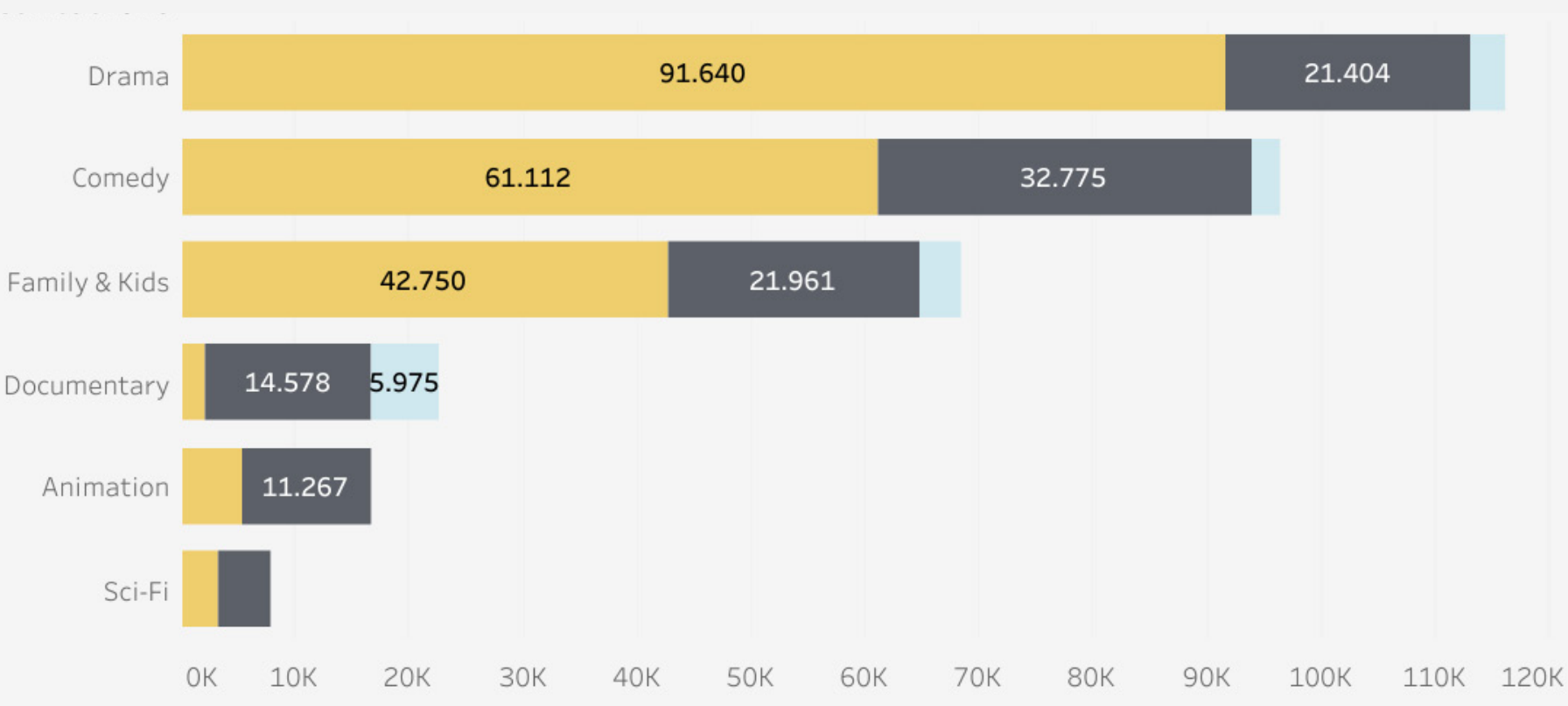
MOST WATCHED GENRES

SHARE BY PLATFORM

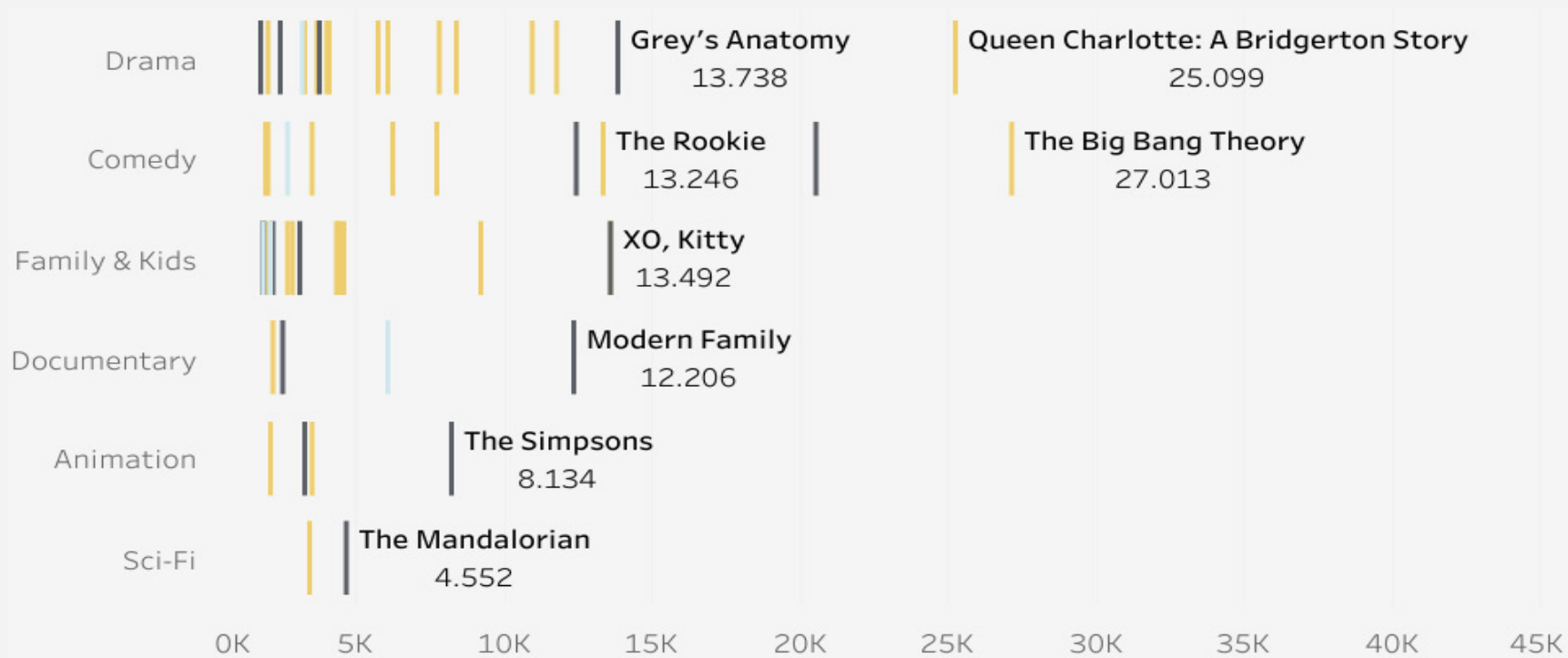


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

DISNEY+'S COMPETITIVE ADVANTAGE AND AMAZON DECREASE

Netflix recovers four points this month, reaching nearly 63% of the share, which is almost 2/3. Disney+ also slightly increases its share, reaching 32%, once again becoming the market where the platform achieves the highest share.

The remaining share, nearly 5%, is taken by Amazon, which loses two points compared to last month. With this picture, we can see that Amazon is left with almost no competition in the Italian show market, despite having the only local title this month, "The Ferragnez".

HOT CONTENT IN ITALY

SARAH CALDERÓN
CEO



“MOLLO TUTTO ET APRO UN CHIRINGUITO”: WHERE ADVERTISEMENT AND STREAMING EXPLODE

Italy has a tradition of local comedy hits that perform exceptionally well in its local cinema market. Netflix and Amazon are tapping into those mainstream local winning films and giving them new life. This month, Italy obtained a 12.7% market share for its own titles, which is almost two points higher than the Spanish and French markets. However, this figure shows a decrease compared to the last couple of months, during which we had observed very good local performances. In this case, “Mollo Tutto et Apro un Chiringuito” is the best-performing Italian film of the month with 1.7 million views. The film is licensed content since it was first released by Medusa Distribuzione in cinemas in December 2021, achieving 850,000 EUR and ranking in the top 2 at the national box office, a significant result considering the challenges of that pandemic year.

What’s appealing in the model of this film is the particular origin of its IP: YouTube. Similar to many successful Glocal Netflix hits, the idea originated from an innocent young experiment on a collaborative, community-driven, or social platform. We’ve seen this pattern with Wattpad Originals like “A Través de Mi Ventana” or “The Kissing Booth.” Wattpad and YouTube play an essential role in expanding already popular and endlessly played IPs, transforming them into premium global hits with the allure of Netflix.

[Ramaya](#) is the production company directly owned by the collective “Il Terzo Segreto di Satira,” which originated and directed “Mollo Tutto et Apro un Chiringuito.” [Their YouTube Channel](#) has accumulated 27 million views, boasts 121K subscribers, and some of their videos have reached 1 million views. The members of the collective met at university and created viral videos and fresh web series with enduring characters that have influenced Italian culture in the ad-driven video giant.

They co-produced the film with [QMI](#), an advertisement and product placement company. According to [Isole 24 Ore](#), Ruggero Faggioni, QMI’s general manager, explained that participating in the film with this dual role allowed them to collaborate with their clients on well-structured and extensive marketing projects. Some of these projects started from the screenplay and extended to promotions and in-store activations, enabling prestigious brands to go beyond simple product placement or social media campaigns and instead invest in genuine partnerships with the film and its phenomenon.

“Brands like Deliveroo, Mini, Martini, PWC, and Very Mobile appeared in the film and contributed to its extensive promotion.”

Streaming, social media, and advertisement cultures speak the same language. Now that Netflix includes their A-VOD subscription basis, offers a variety of multicultural Glocal programming, and is opening its doors wide open to brands, we should expect to see more and more examples where streaming content is surrounded by brands in creative and accurate ways. Could companies like QMI emerge and grow the audiovisual business by understanding audiences and identifying web phenomena that connect with them?



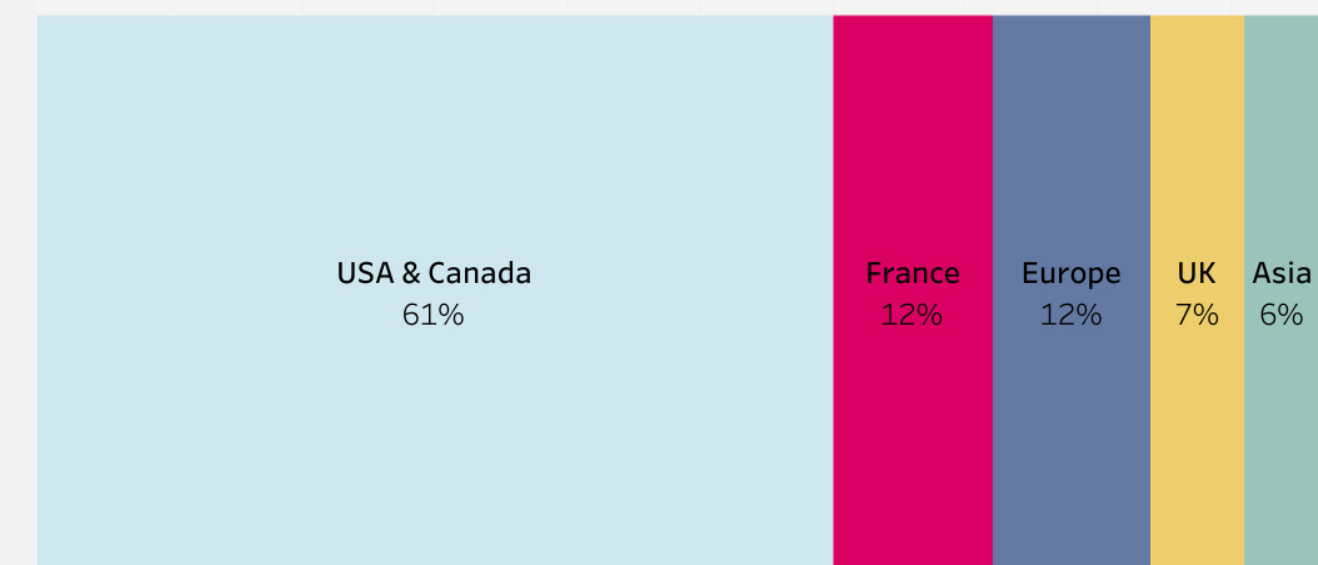
FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

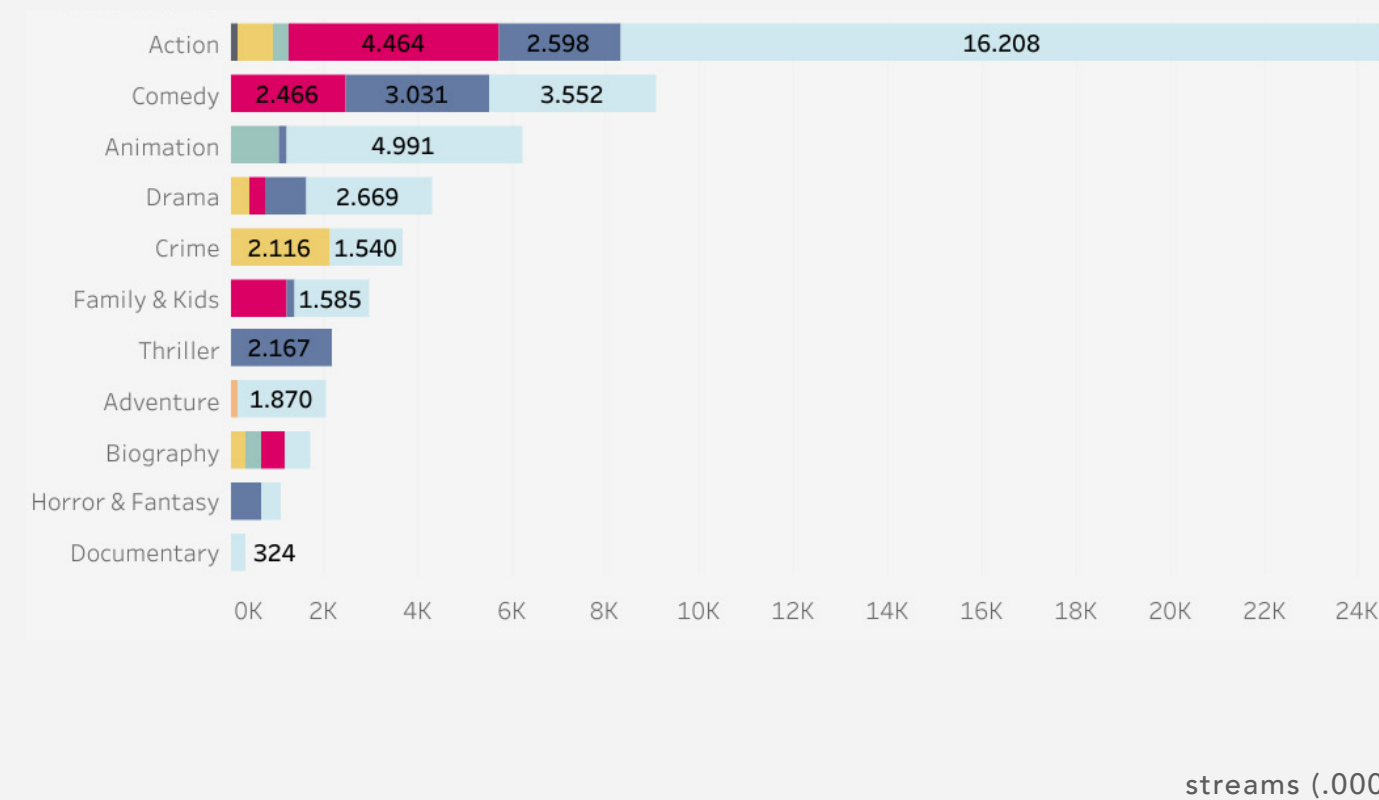
MOVIES	PLATFORM	GENRE	STREAMS
1 The Mother	Netflix	Action	5.269
2 AKA	Netflix	Action	4.073
3 Sing 2	Netflix	Animation	2.682
4 Faithfully Yours	Netflix	Thriller	2.167
5 Sniper: Assassin's End	Netflix	Action	2.110
6 The Good Liar	Netflix	Crime	1.677
7 Stillwater	Netflix	Crime	1.540
8 Marry Me	Netflix	Comedy	1.384
9 The Meg	Netflix	Action	1.280
10 Dzień Matki	Netflix	Action	1.223
11 HOUBA! On the Trail of th..	Netflix	Family & Kids	1.211
12 Hammerharte Jungs	Netflix	Comedy	1.144
13 Blood and Gold	Netflix	Action	1.050
14 Ghostbusters: Afterlife	Amazon	Adventure	928
15 Little Women	Netflix	Drama	897
16 Royalteen: Princess Marg..	Netflix	Drama	894
17 Fijn Weekend	Netflix	Comedy	839
18 Air	Amazon	Drama	737
19 To All the Boys I've Loved ..	Netflix	Comedy	713
20 Året jag slutade prestera ..	Netflix	Comedy	707
21 Golden Shoes	Netflix	Family & Kids	693
22 Tin & Tina	Netflix	Horror & Fantasy	687
23 A Tourist's Guide to Love	Netflix	Adventure	680
24 Rampage	Netflix	Action	667
25 Spider-Man: No Way Home	Amazon	Action	667
26 Fast & Furious Presents: ..	Netflix	Action	660
27 Barbie: Mermaid Power	Netflix	Family & Kids	635
28 Beautiful Disaster	Amazon	Drama	635
29 Brillantissime	Netflix	Comedy	620
30 Père fils thérapie!	Netflix	Comedy	532
31 Au nom de la terre	Netflix	Biography	498
32 Charlie's Angels	Netflix	Action	485
33 Red Notice	Netflix	Action	448
34 Luther: The Fallen Sun	Netflix	Crime	439
35 Jumanji: The Next Level	Netflix	Action	436
36 Kung Fu Panda 3	Netflix	Animation	419
37 Last Night in Soho	Netflix	Drama	418
38 Chupa	Netflix	Action	416
39 To All the Boys: Always an..	Netflix	Comedy	393

SHOWING 39/99 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



ACTION ROCKETED TO 42% SHARE, AND ANIMATION TO 10%

The action genre saw a significant increase of 36 points compared to the previous month, totalling 24.5M streams with a clear American dominance. This growth was mainly due to the popularity of the movie "The Mother", featuring Jennifer Lopez, which received 5.2 million streams. The French film "AKA" followed closely behind, with 4 million streams. Five action movies made it to the Top 10, with cross-related content from Crime and Thriller. The British crime film "The Good Liar", based on the 2015 novel of the same name by Nicholas Searle, received 1.6 million streams. The first 13 titles surpassed the 1 million stream mark.

Comedy is the second best, where European and local movies compete for American content dominance. Animation increased 9 points, meeting 6.2 bar to make the podium. Leading the animation top-list "Sing 2", "Kung Fu Panda 3" and "The Lion King". Drama experience a massive drop of 24%, from 19M streams to 4.3M this month. The first drama flick made position 18 "Air" followed by #28 "Beautiful Disaster" (635K streams), the teen romantic drama based on McGuire's adult novel originally posted on fiction website Wattpad.

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

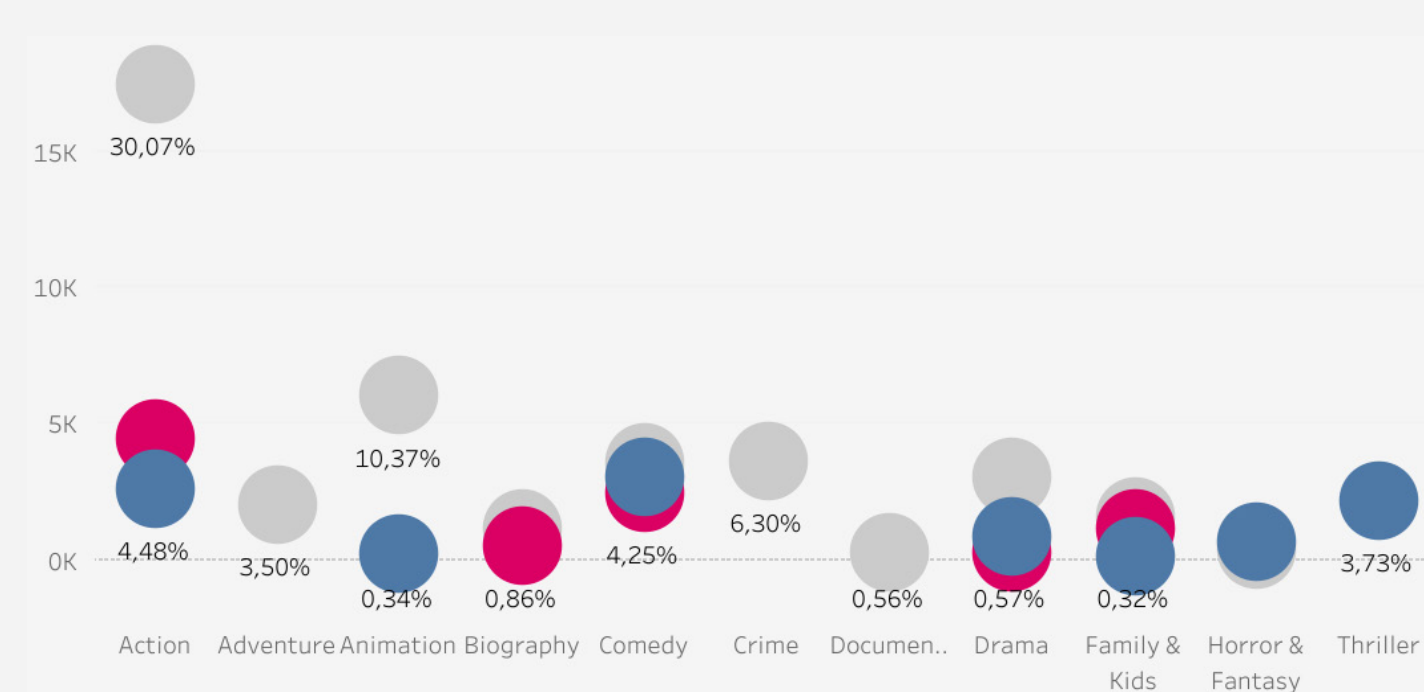
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 AKA	Netflix	FR	Action	4,073
2 Faithfully Yours	Netflix	NL	Thriller	2,167
3 Dzien Matki	Netflix	PO	Action	1,223
4 HOUBA! On the Trail of th..	Netflix	FR	Family & Kids	1,211
5 Hammerharte Jungs	Netflix	DE	Comedy	1,144
6 Blood and Gold	Netflix	DE	Action	1,050
7 Royalteen: Princess Marg..	Netflix	NO	Drama	894
8 Fijn Weekend	Netflix	NL	Comedy	839
9 Året jag slutade prestera ..	Netflix	SE	Comedy	707
10 Tin & Tina	Netflix	ES	Horror & Fantasy	687
11 Brillantissime	Netflix	FR	Comedy	620
12 Père fils thérapie!	Netflix	FR	Comedy	532
13 Au nom de la terre	Netflix	FR	Biography	498
14 Valerian and the City of a ..	Netflix	FR	Action	392
15 La Graine	Amazon	FR	Comedy	384
16 Through My Window	Netflix	ES	Comedy	342

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

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

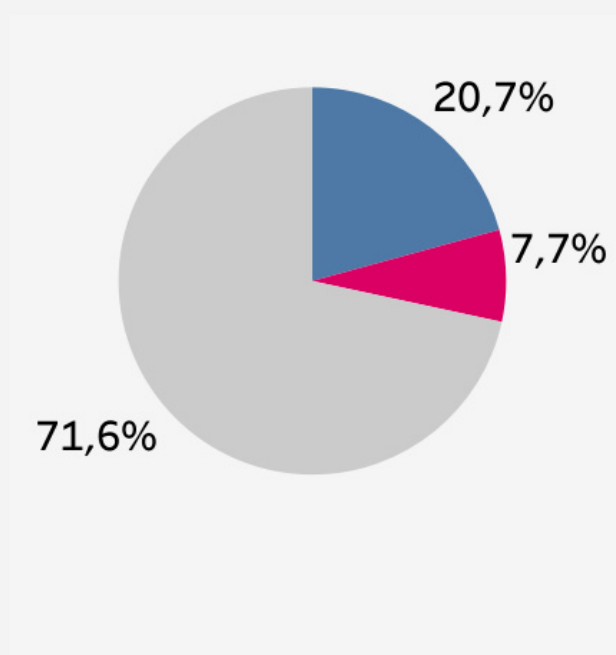


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	3	2
Animation	1	0
Biography	0	1
Comedy	4	7
Drama	1	1
Family & Kids	1	1
Horror & Fantasy	1	0
Thriller	1	0

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe France Others

FRENCH PRODUCTIONS DESCEND 8 POINTS OF SHARE

Undercover Agent, played by Alban Lenoir in "AKA" made the first spot of 24 European titles held at Top100. Two local action productions collected a 7,69% total share, surpassing European flicks such as German "Blood and Gold" or Sweden's ever-present "Black Crab" which after 69 weeks after its release in March 2022, knows the way up to the best-movies performance chart.

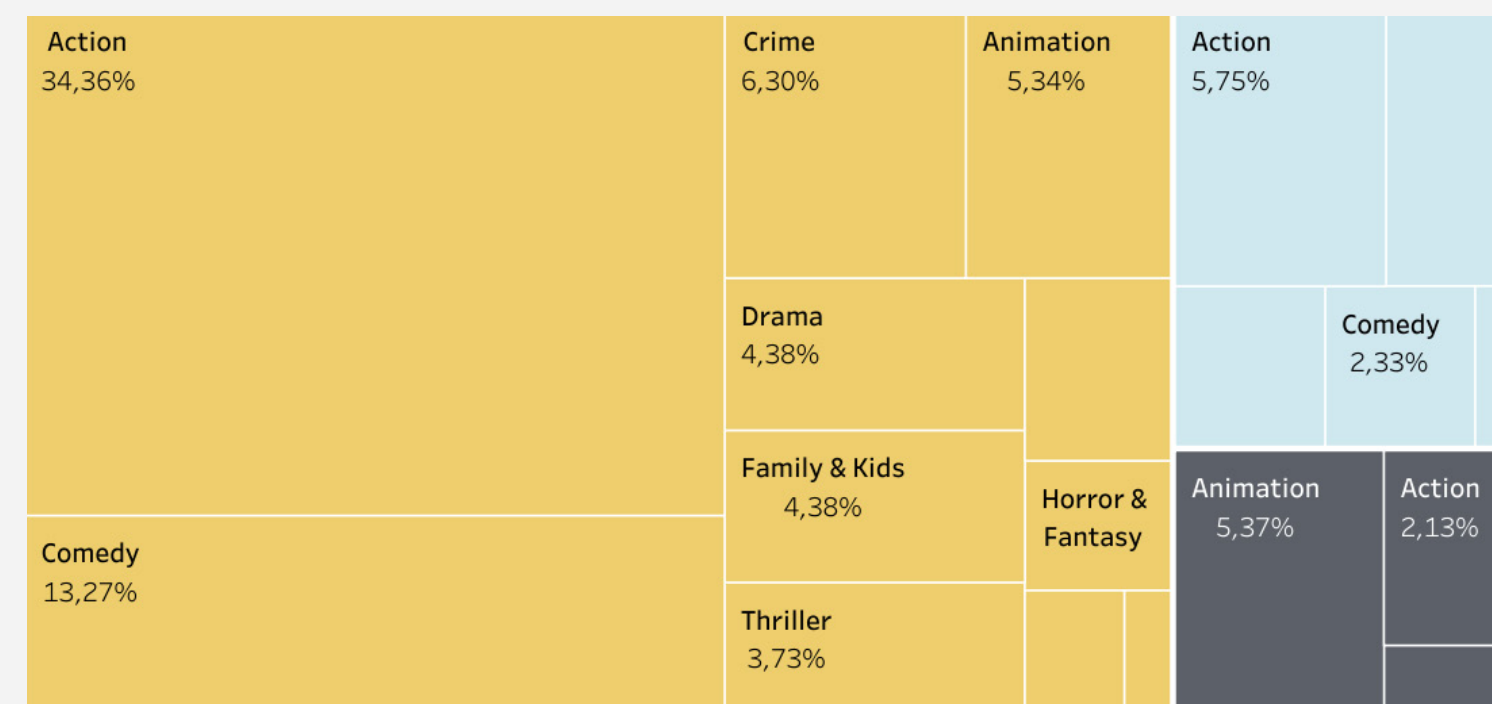
EUROPEAN SHARES GO UP TO 9% TOTAL SHARE

Comedies account for 5% of total viewing on Netflix. This includes popular titles like the German film "Hammerharte Jungs," which is ranked #12 on the platform. Additionally, several Nordic productions have made it to the top charts, such as "Royalteen" and "Finj Weekend". In June, the second instalment of the Spanish global hit "Through My Window" is set to be released, which provoke a rewatch of the first movie. German shows have also been successful in the French market, accounting for 4% of viewing.

FRANCE 100 MOVIES | SVOD PLATFORMS

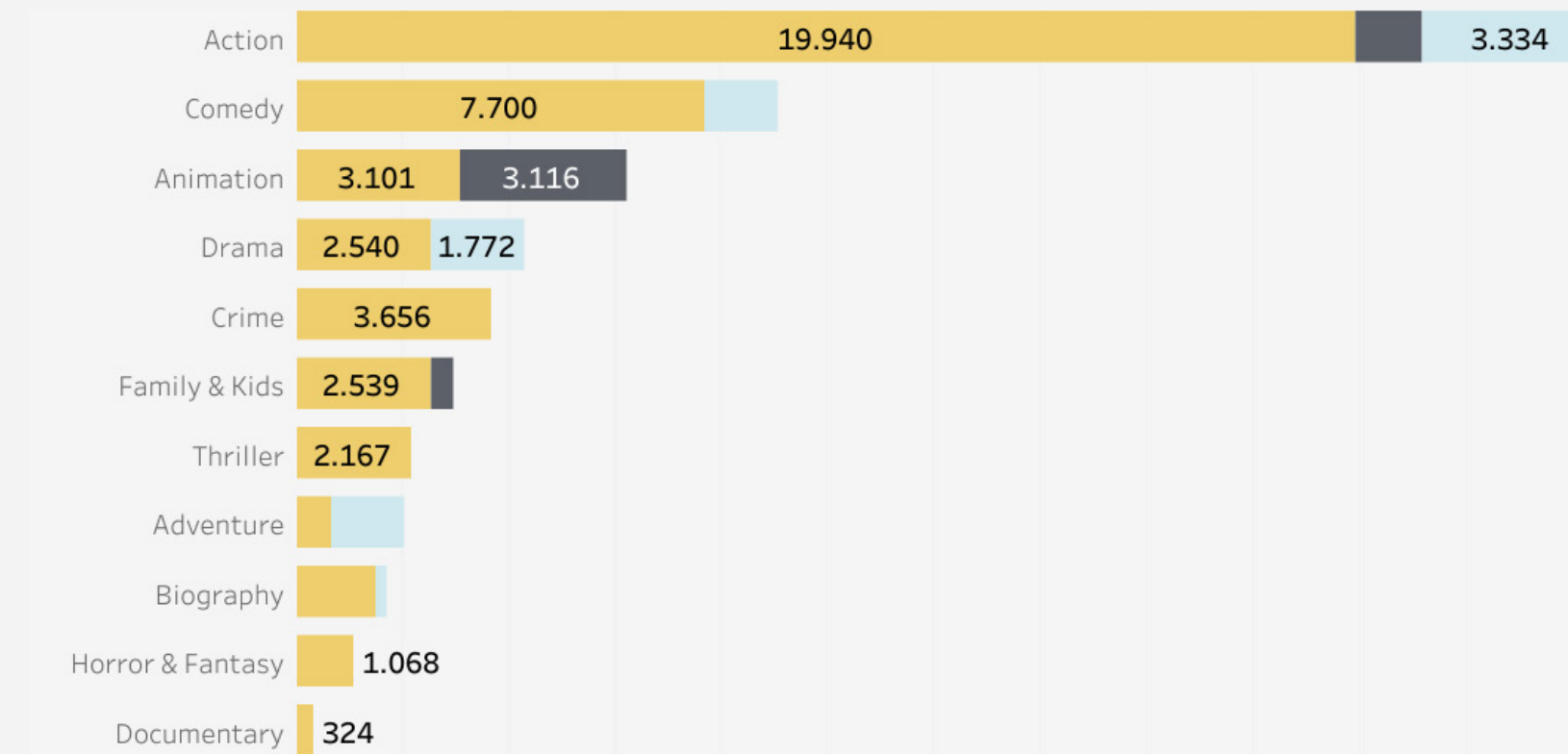
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

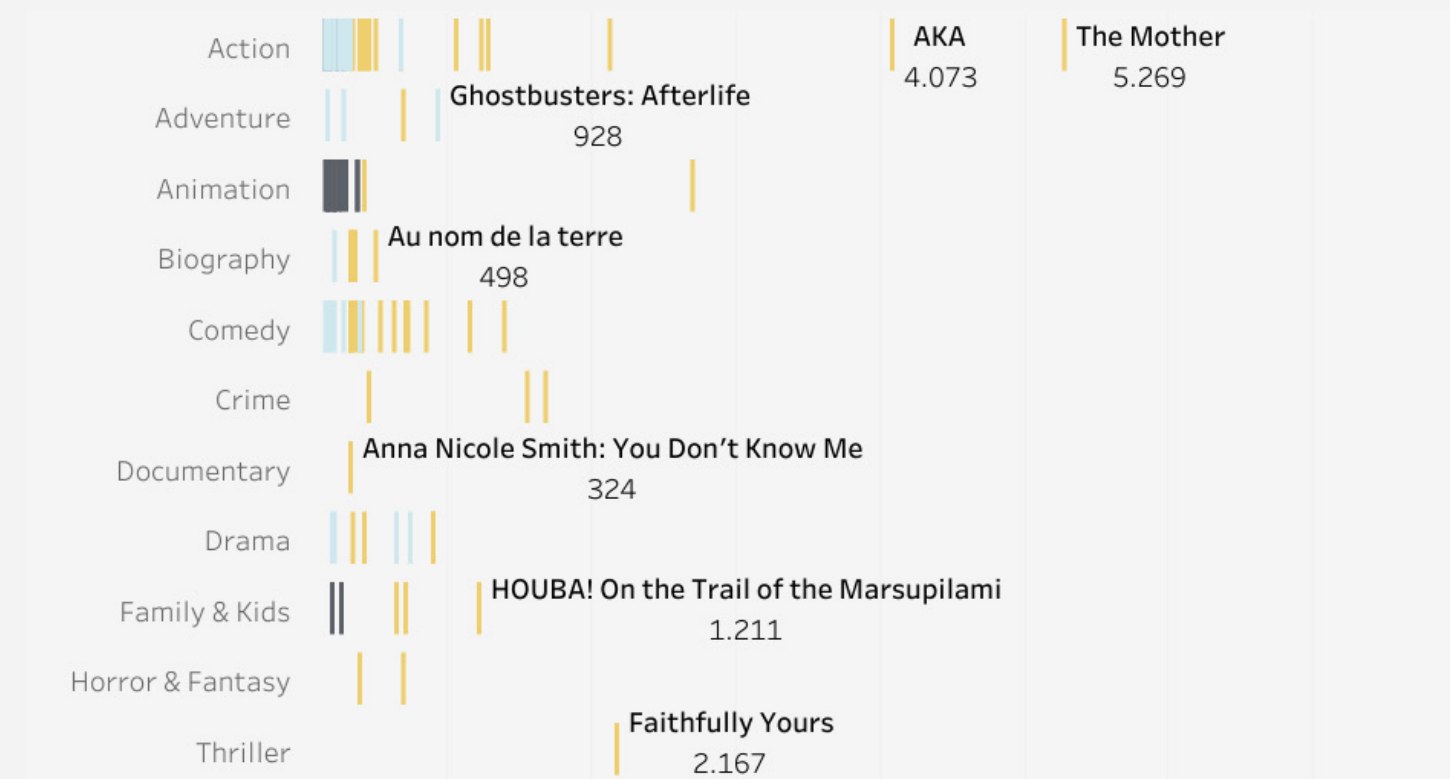


AMAZON WIN 3 POINTS OF TOP 100, BUT NETFLIX LEADS BY LARGE THE CHARTS

With 8M streams, Amazon titles sit first on Adventure "Ghostbusters: Afterlife" collected 928K streams, while the American biographical sports drama film directed by Ben Affleck "Air" got the second-best spot in the genre.

According to our streaming data, Action was the most popular genre on Netflix and Amazon, accounting for 34% and 6% of the Top 100, respectively. Meanwhile, Disney+ drags half of viewership for children's animation, with popular titles including "The Lion King", "Ratatouille", and "Frozen". However, "Sing 2" is currently the most dominant title in this category. Disney+ "Guardians of the Galaxy Vol.2" boost the platform records.

TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

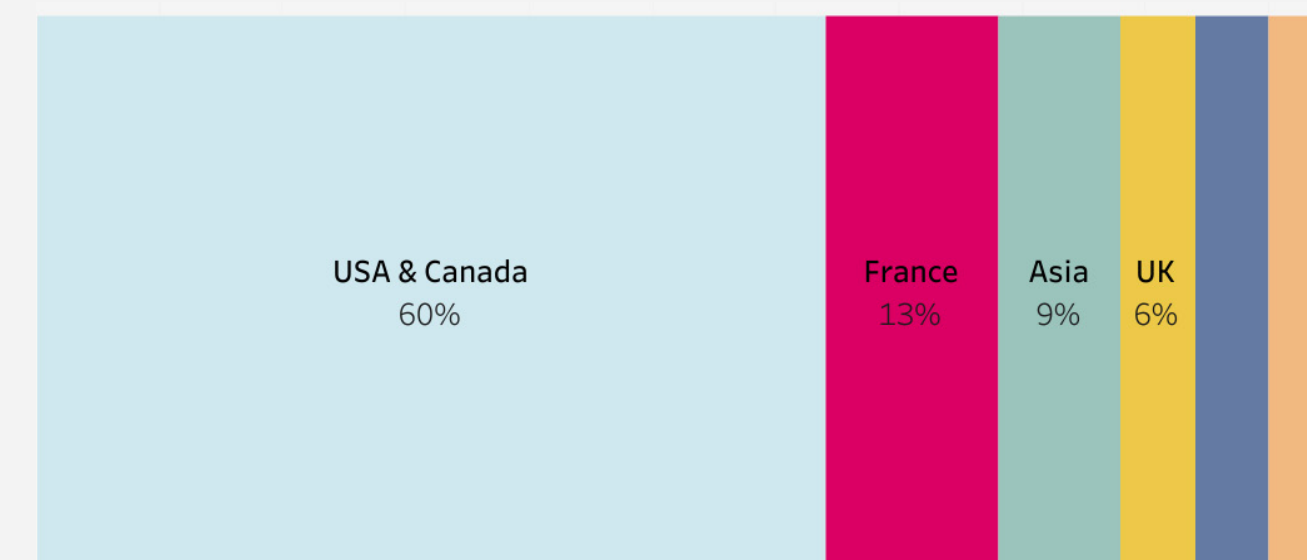
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1 Grey's Anatomy	Disney+	Drama	44.281
2 Naruto: Shippūden	Netflix	Animation	31.114
3 Queen Charlotte: A Bridge..	Netflix	Drama	29.388
4 Desperate Housewives	Disney+	Comedy	28.521
5 XO, Kitty	Netflix	Comedy	19.665
6 Rhythm + Flow France	Netflix	Game-Show & Reality-TV	17.793
7 Sweet Tooth	Netflix	Action	17.481
8 The Marked Heart	Netflix	Drama	16.954
9 Firefly Lane	Netflix	Drama	16.828
10 Demon Slayer: Kimetsu no..	Netflix	Animation	14.983
11 How I Met Your Mother	Disney+	Comedy	11.466
12 Black Knight	Netflix	Action	10.886
13 Bienvenidos a Edén	Netflix	Action	10.324
14 El silencio	Netflix	Crime	10.264
15 The Night Agent	Netflix	Action	9.258
16 Fubar	Netflix	Action	9.175
17 PAW Patrol	Netflix	Animation	8.669
18 The Simpsons	Disney+	Animation	8.532
19 Bridgerton	Netflix	Drama	8.274
20 Bluey	Disney+	Family & Kids	8.087
21 Workin' Moms	Netflix	Comedy	8.045
22 Mickey Mouse Clubhouse	Disney+	Animation	7.905
23 The Thundermans	Netflix	Action	7.485
24 The Tailor	Netflix	Drama	7.240
25 The Big Bang Theory	Netflix	Comedy	6.970
26 Booba	Netflix	Family & Kids	6.714
27 The Loud House	Netflix	Animation	6.100
28 Never Have I Ever	Netflix	Comedy	6.001

SHOWING 28/53 - [See complete chart here](#)

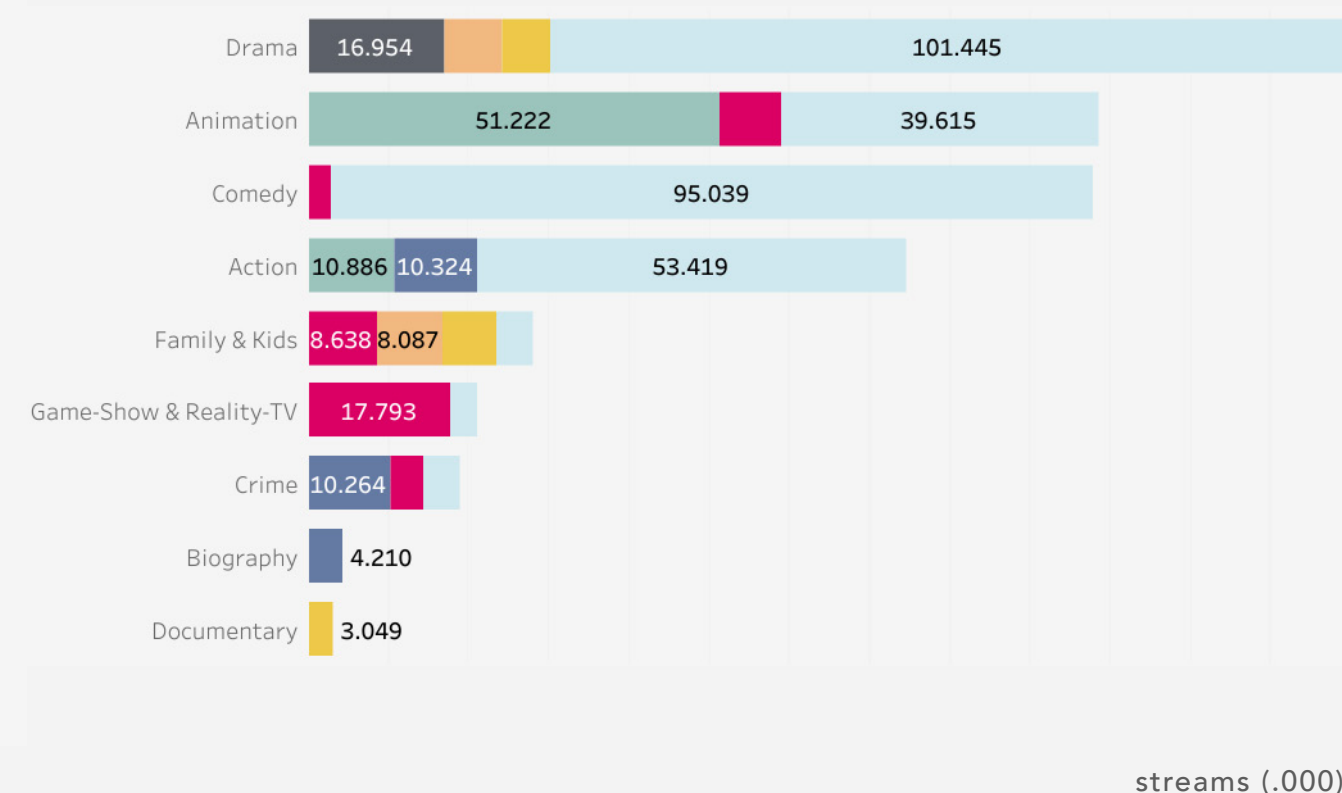
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



DRAMA SITS AT THE FIRST SPOT WITH 131M STREAMS

The 19 seasons of the medical drama "Grey's Anatomy" permitted massive binge-watching, reaching 44.2M streams only this month. Shonda Rhimes, the creator of the show, has also released a prequel spin-off of her Netflix series "Bridgerton" called "Queen Charlotte", which has been a huge hit with 29.3 million streams in its release month.

ACTION REVIVED FROM THE ASHES AND COLLECTED 15% QUOTA

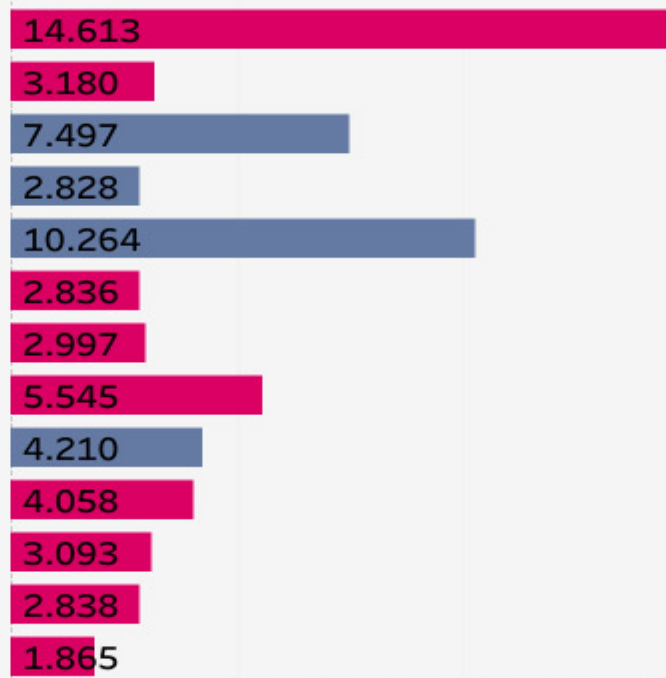
The action genre reigns supreme in the world of movies and TV series. Interestingly, viewers are open to consuming content of any length regarding this genre. Animation has seen a significant uptick in popularity, accounting for a whopping 21% of viewership. This is a sizable increase of 15 points compared to the last report. In fact, anime has surpassed American content with 51M streams. One of the most popular anime series, "Naruto: Shippūden", managed to secure the second-best spot with 31M streams. Additionally, two other series, "Demon Slayer" and the kdrama "Black Knight" based on the Webtoon of the same title, ranked in the Top 12.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

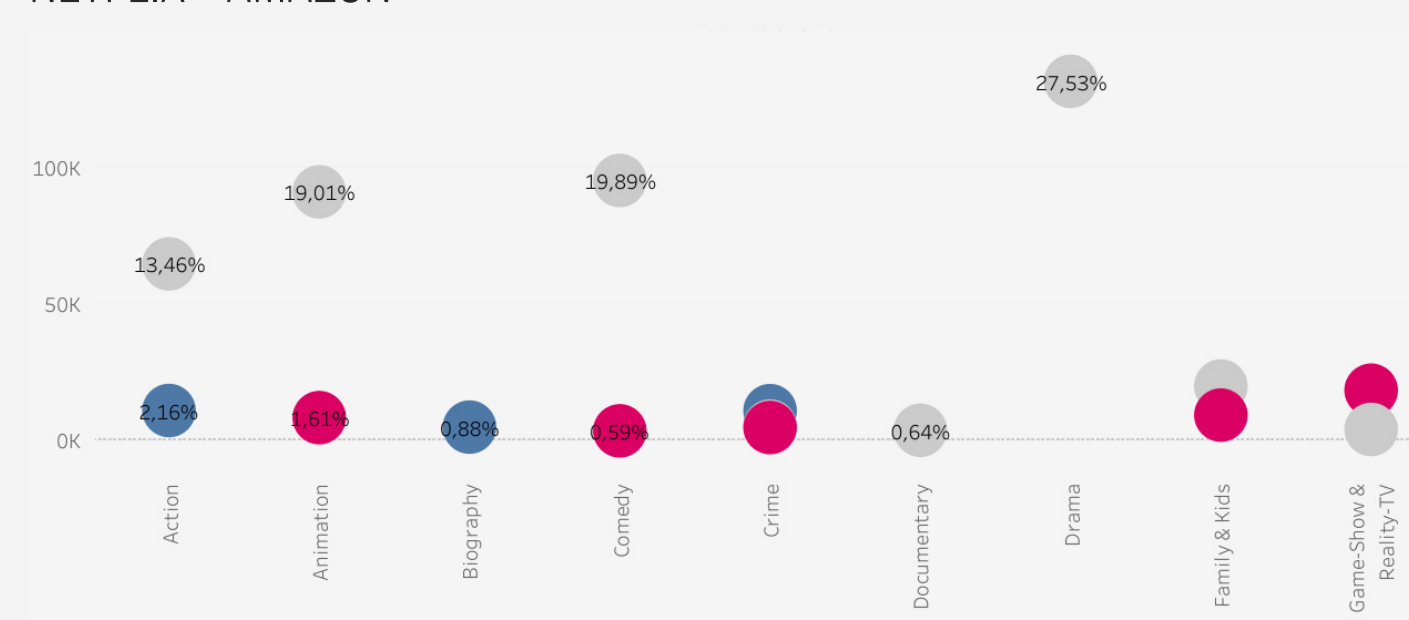
NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 Rhythm + Flow France	Netflix	4	Game-Show & Reality-TV
2 Bienvenidos a Edén	Netflix	15	Action
3 El silencio	Netflix	8	Crime
4 Grizzy and the Lemmings	Netflix	44	Animation
5 Les Sisters	Netflix	19	Family & Kids
6 The Nurse	Netflix	24	Biography
7 Thicker Than Water	Netflix	26	Crime
8 Petit ours brun	Netflix	38	Family & Kids
9 HPI Haut Potentiel Intelle..	Disney+	21	Comedy
10 Foot 2 Rue Extreme	Amazon	3	Animation



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

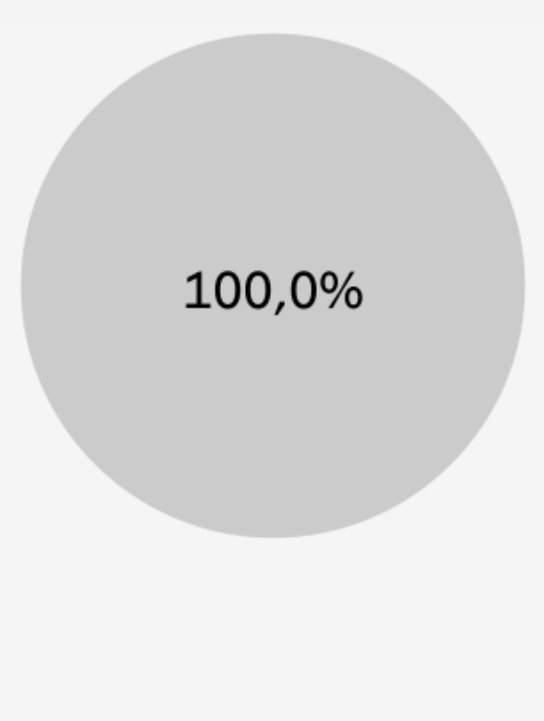


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

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

CONTRIBUTION TO DRAMA STREAMS



LOCAL PRODUCTIONS LOST POWER AND DROPPED 10 POINTS THIS MONTH

The latest season of "Rhythm + Flow France," a music competition program, has become very popular and ranked fourth on Netflix, with 17.7 million streams. "French HPI Haut Potentiel Intellectuel" is a crime-comedy TV series that premiered in 2021 on La Une in Belgium and TF1 in France. It is now available on Disney+ and squeezes in the chart with 2.8M streams and it ranked at top 21 on the platform. Among the most-watched series are children's shows like "Grizzy and the Lemmings" and "Petit ours brun".

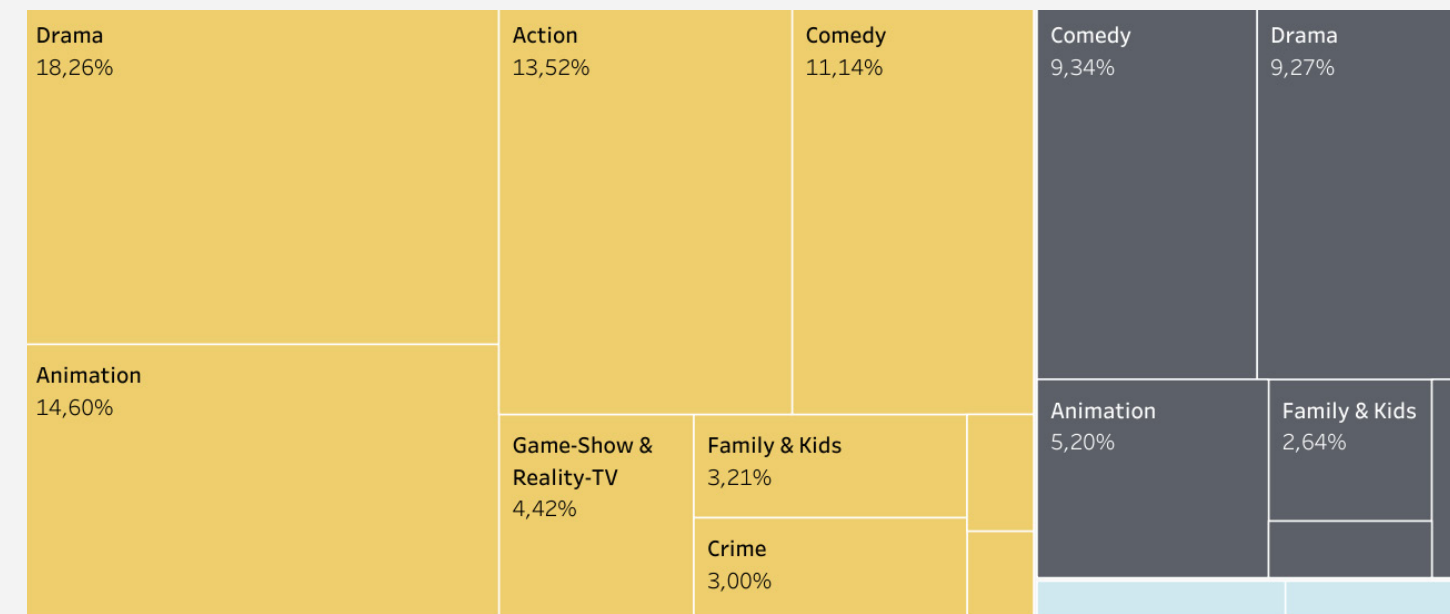
ONLY THREE SERIES MADE THE EUROPEAN CHART

While the Spanish presence took 4% of the total quota, European share underperformed by less than 1%. Spanish "Bienvenidos al Edén" and crime "El silencio" sit at #13 and #14 on Netflix, surpassing 10.3M streams. Plus, the local production "Thicker Than Water" helped boost the genre up to the 18M streams mark.

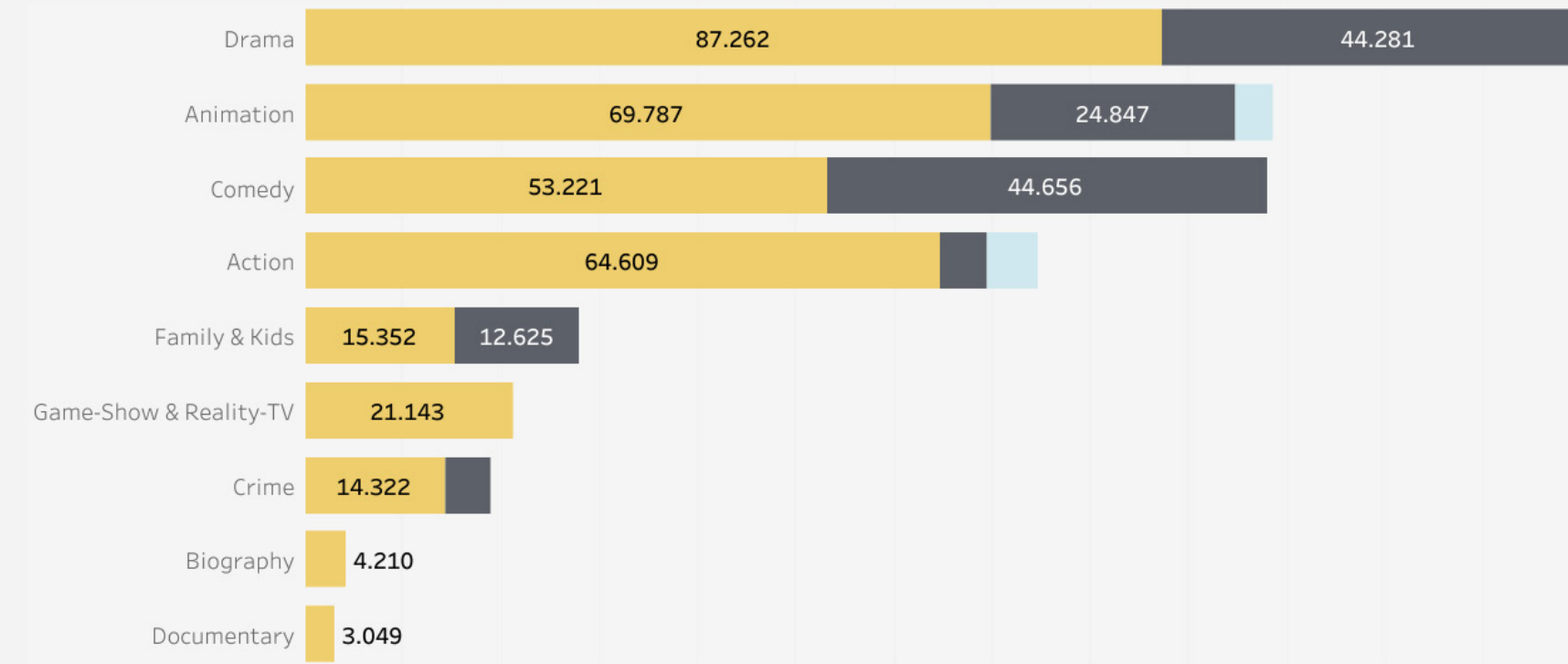
PRODUCTION COUNTRIES: Europe France Others

FRANCE 100 SHOWS | SVOD PLATFORMS

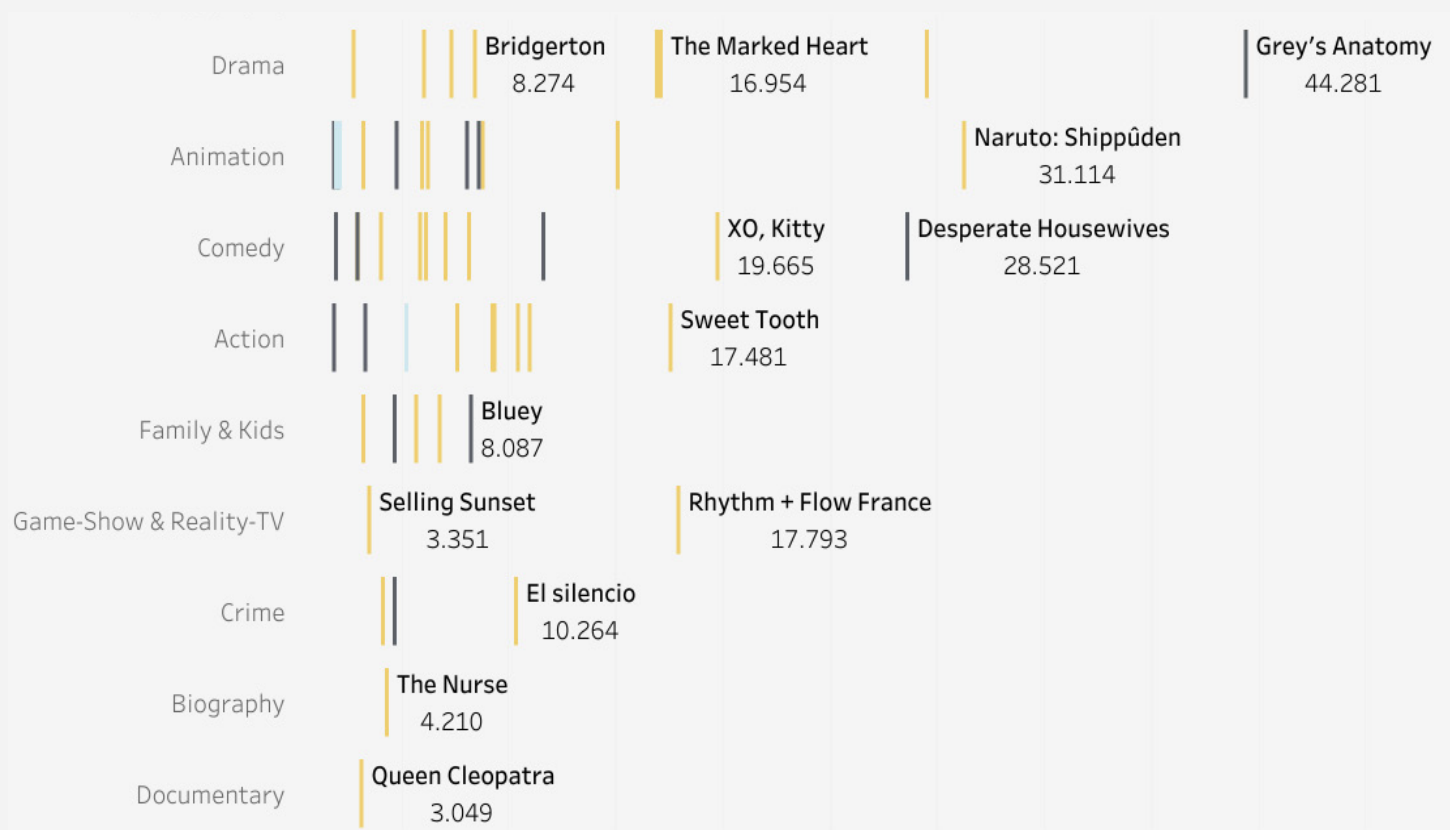
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



“GREY’S ANATOMY” INFLATES DISNEY+ SHARE

The only title performing over +40M streams along with superstar “Desperate Housewives” help to rocket by +6 points Disney+’s share compared to the previous report. Other titles such as the preschool kid’s show “Bluey”, “Criminal Minds”, and the comedy “How I Meet Your Mother” so collected a great amount of million views. Just “Grey’s Anatomy” account for the same 9% share as the four comedy shows.

AMAZON FALLS SHORT OF THE TOP 100 WITH A 2% SHARE

Recently, Disney+ joined the top 100 most-watched seasons list, causing Prime Video’s share to plummet from 22% to a mere 2% for the top series. Netflix dominated in the Animation category with “Naruto” and in the Action category with “Sweet Tooth”, a TV series based on the DC Comics’ Vertigo imprint. Additionally, Netflix surpassed Disney in the Kids’ content realm with 15.3 million viewers and shows like the French series “Petit Ours Brun”.

OTT: Amazon Netflix Disney+

HOT CONTENT IN FRANCE

CELIA FUMANAL
INNOVATION DIRECTOR



FRENCH CINEMAS ARE BACK ON TRACK THANKS TO AMERICAN PRODUCTION

KEEPING WARM THE THEATRES.

Last month, French theatres opened their doors for the highly anticipated "Fête du Cinema" event. During this time, tickets were available at a discounted rate of 5€ and non-stop films were screened to reach full capacity in every show. The 38th edition saw an increase of 5% in attendance, with 3.1 million spectators. However, this exceeded the National Federation of French Cinemas (FNCF) board's expectations. The organisation hopes to reach a milestone of 200 admissions by the end of 2023, as featured in [The Dispatch article](#). According to the National Center for Cinemas (CNC), admissions have decreased by 10% compared to May/June 2022. The festival, organised by a consortium of French exhibitors, showcased highly anticipated films such as "Indiana Jones and the Dial of Destiny" (Disney) and "Elementary" (Disney), as well as local productions such as "Les Vengeances de Maître Poutifard" (UGC) and "Four Daughters" (Jour2Fête), which was one of the favourites at the Cannes Film Festival.

The summer period is the soft spot for theatres, while temperatures rise, screen rooms empty. That's why Barbie and Oppenheimer are essential for cinemas. There is already a movement created around the two films, which will be released on the same day. Instead of seeing it as competition, both teams

“ **This weekend promise to be a cultural extravaganza for movie enthusiasts, attracting people back to theatres despite the movie industry's struggle to compete with streaming services and regain pre-pandemic engagement.** ”



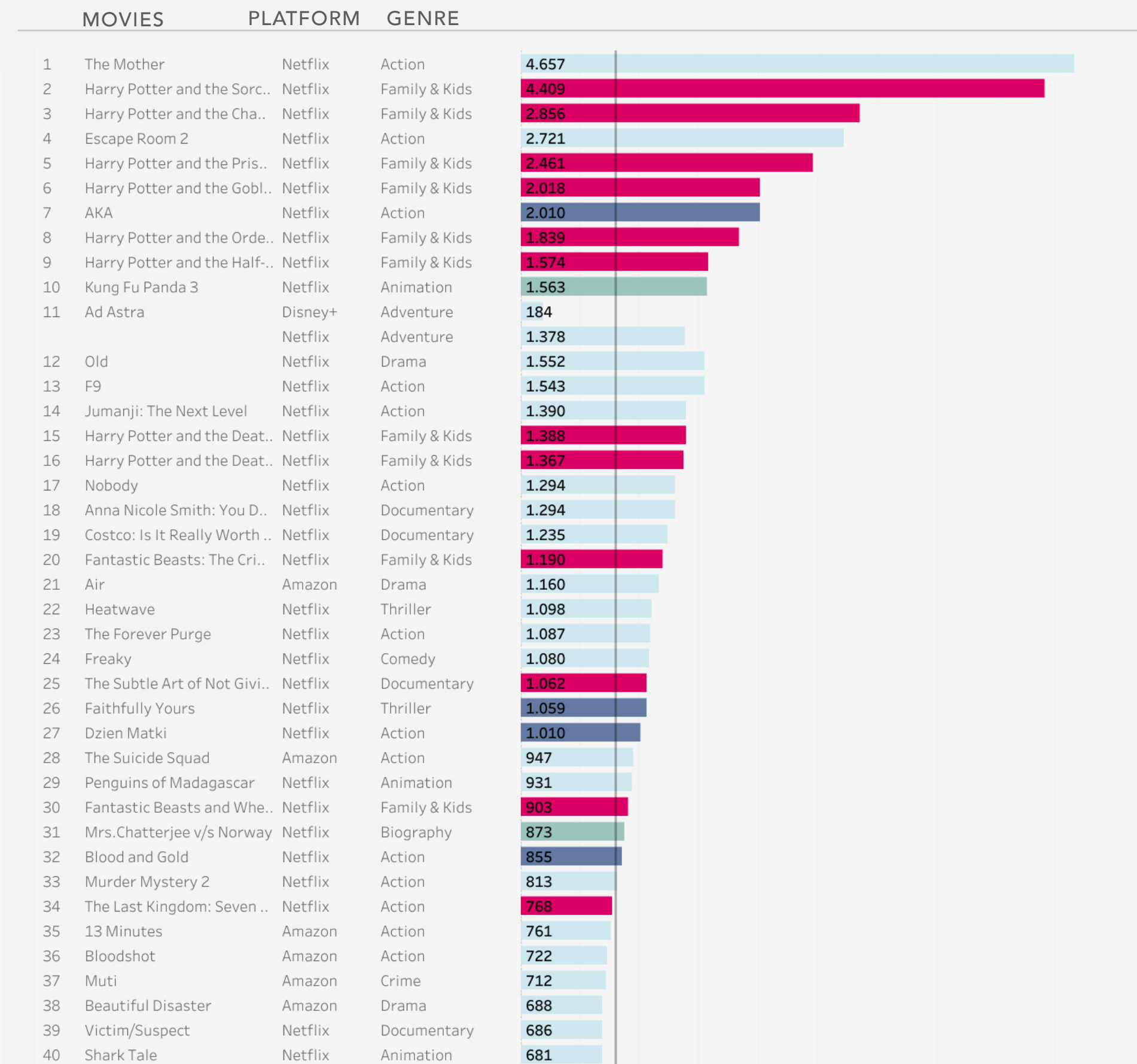
joined forces and encouraged global fans to be game for a double session. The Internet branded the double feature event as "Barbenheimer" and called for moviegoers to head to cinemas to see two star-studded films with unrelated themes.

Elisabeth Frank, vice president of worldwide programming and chief executive officer for AMC theatres, declared to [The New York Times](#) that more than 20,000 people had purchased tickets to see "Barbie" and "Oppenheimer" on the same day. The cinema chain has seen increased its figures by 33% in one week. Together, the movies could generate the biggest crowds at multiplexes in four years. "Barbie" is expected to draw \$100M domestically, numbers not seen since before the pandemic, box office prognosticators said. Greta Gerwig's toy-based comedy raises the account to \$145M, not including marketing costs. Christopher Nolan's biopic has a bill of at least \$100M, and it has the potential to earn \$50M in domestic ticket sales. No doubt, the real winner of this duel is the cinema (and theatres more concretely).

Both films count on notable filmmakers ready to push the envelope in a rare box-office matchup, let's see if they became runaway hits and land on the SVOD platform to enjoy long-life.

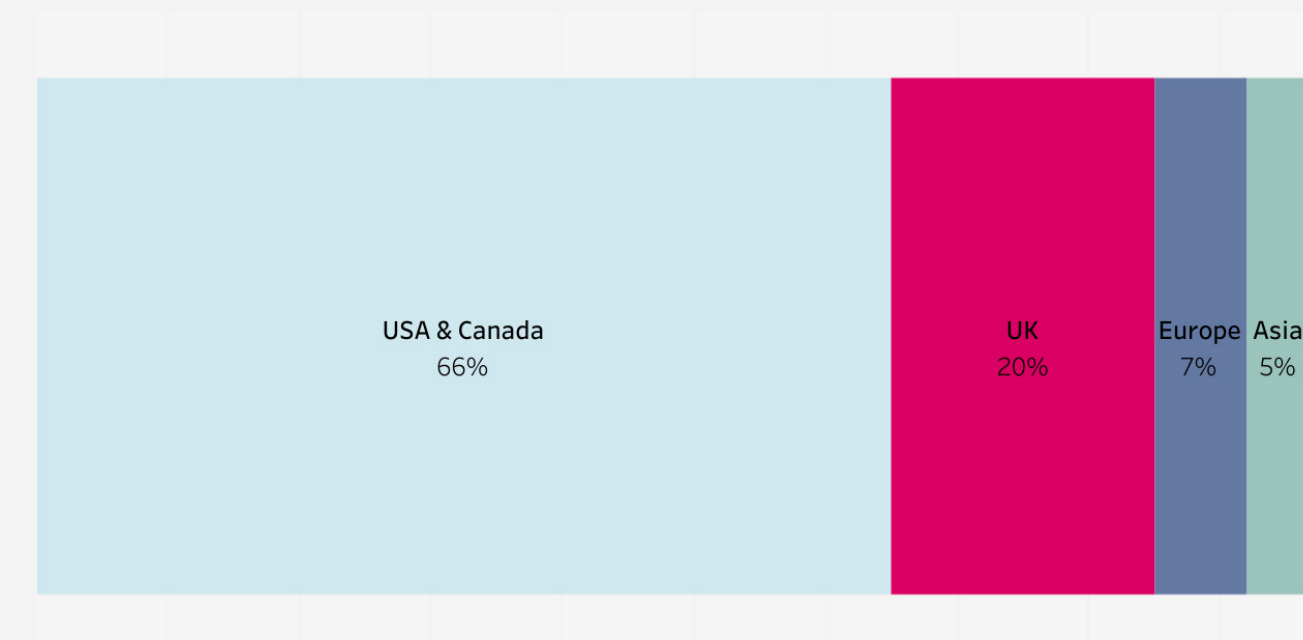
UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

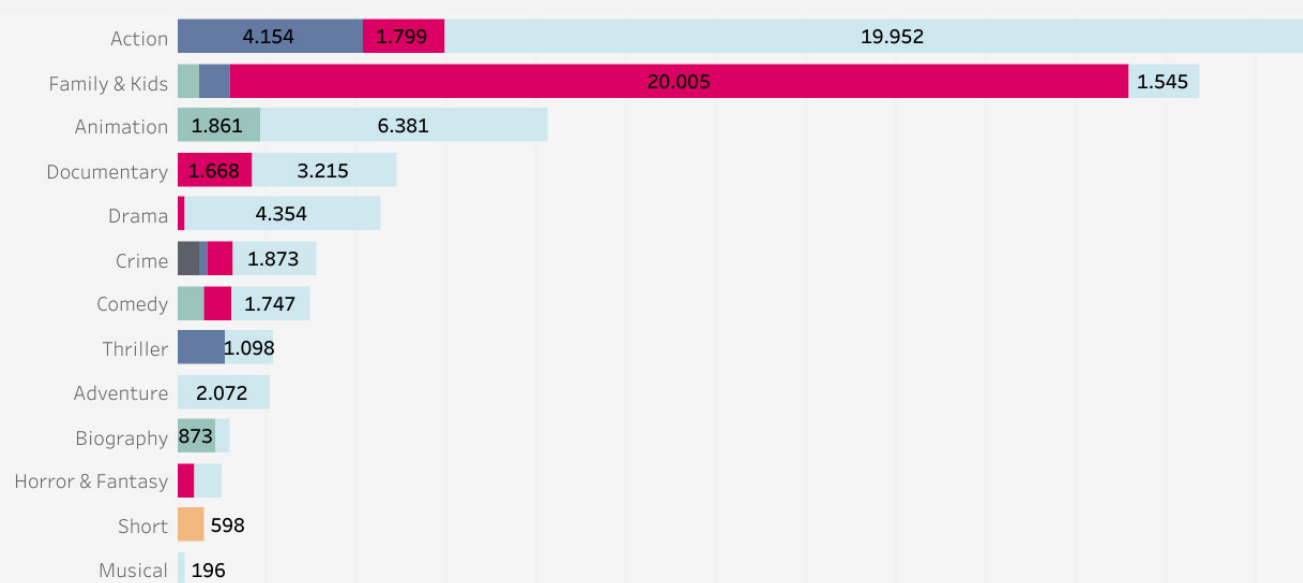


SHOWING 40/99 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia Other Latam

HARRY POTTER FILMS HIT BACK TOP100 CHART; THE FILM SERIES GATHERED 18M STREAMS

Warner Bros Discovery announced a highly anticipated "Harry Potter" TV series to be a faithful continuity of the Wizarding World of J.K Rowling, who will take part in the on-screen adaptation as Executive Producer. The announcement had an apparent effect on the viewership of the movie collection, and 6 flicks entered the Top 9. The rest, along with the prequel "Fantastic Beasts" sits above the twenty-first sites.

ACTIONS AND FAMILY & KIDS CATEGORY FIGHTS FOR THE FIRST SPOT

Local productions have seen a significant rise in popularity, mainly due to the success of J.K. Rowling's universes. British fiction movies have experienced a 10-point surge compared to the previous month. Action movies have been streamed a total of 25.9 million times, with "The Mother", "Escape Room 2" and the French film "AKA" topping the list.

The documentary ranked fourth place with 4.8M streams with outstanding ratings for "Anna Nicole Smith: You Don't Know Me" includes unique footage of the iconic Playboy and moder who blazed a trail through the 90s before her tragic death. At the second-best performing documentary "Costco: Is It Really Worth It?" to get behind the doors of membership-only retailers and put their own-brand productions to the test.

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

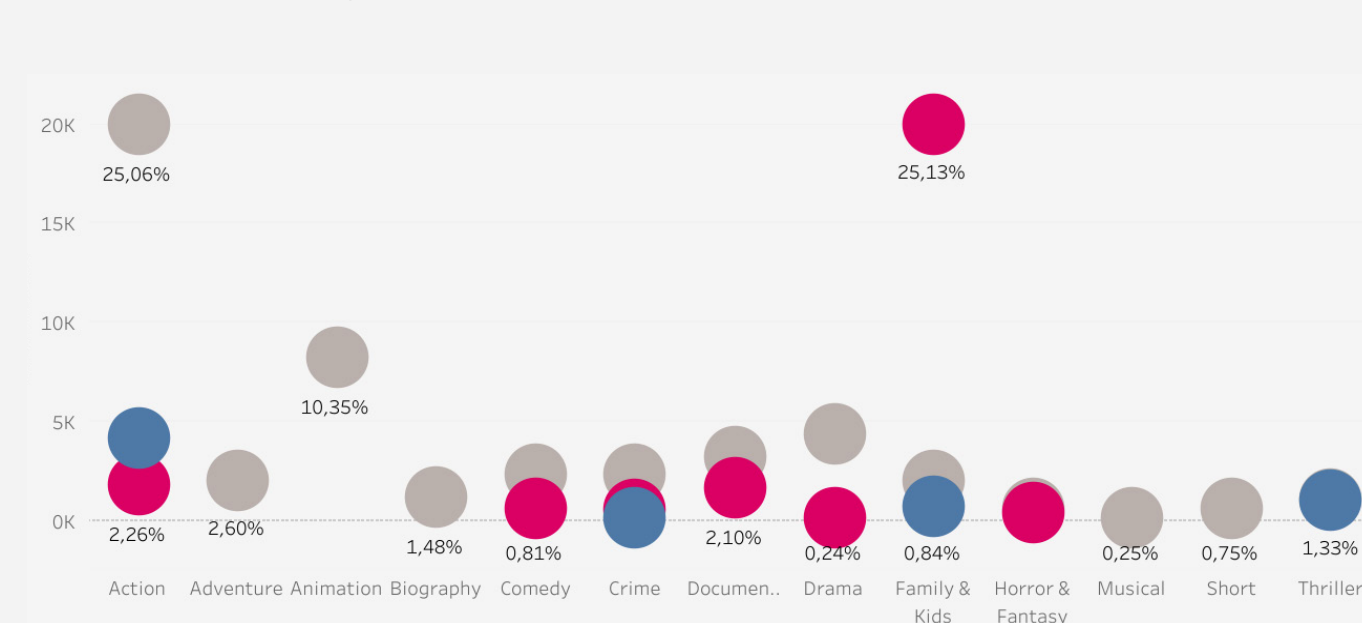
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Harry Potter and the Sorc..	Netflix	UK	Family & Kids	4,409
2 Harry Potter and the Cha..	Netflix	UK	Family & Kids	2,856
3 Harry Potter and the Pris..	Netflix	UK	Family & Kids	2,461
4 Harry Potter and the Gobl..	Netflix	UK	Family & Kids	2,018
5 AKA	Netflix	FR	Action	2,010
6 Harry Potter and the Orde..	Netflix	UK	Family & Kids	1,839
7 Harry Potter and the Half..	Netflix	UK	Family & Kids	1,574
8 Harry Potter and the Deat..	Netflix	UK	Family & Kids	1,388
9 Harry Potter and the Deat..	Netflix	UK	Family & Kids	1,367
10 Fantastic Beasts: The Cri..	Netflix	UK	Family & Kids	1,190
11 The Subtle Art of Not Givi..	Netflix	UK	Documentary	1,062
12 Faithfully Yours	Netflix	NL	Thriller	1,059
13 Dzień Matki	Netflix	PO	Action	1,010
14 Fantastic Beasts and Whe..	Netflix	UK	Family & Kids	903
15 Blood and Gold	Netflix	DE	Action	855

SHOWING 15/27 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

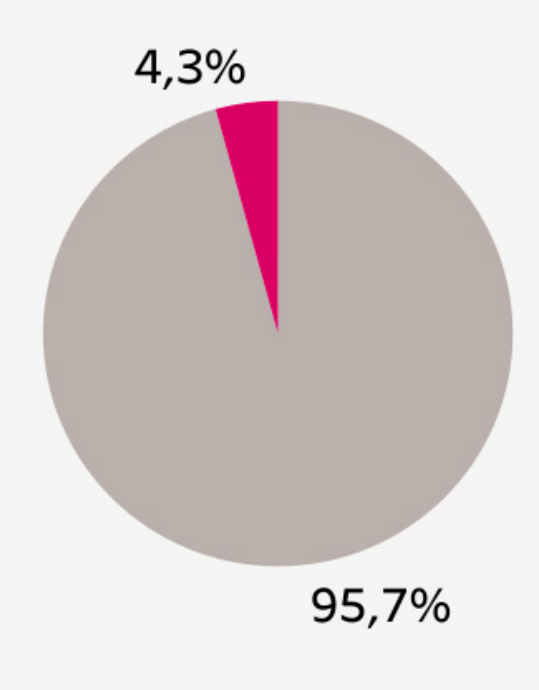


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	4	4
Comedy		1
Crime	1	1
Documentary		2
Drama		1
Family & Kids	1	10
Horror & Fantasy		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe UK Others

7 EUROPEAN MOVIES COLLECTED 6M STREAMS

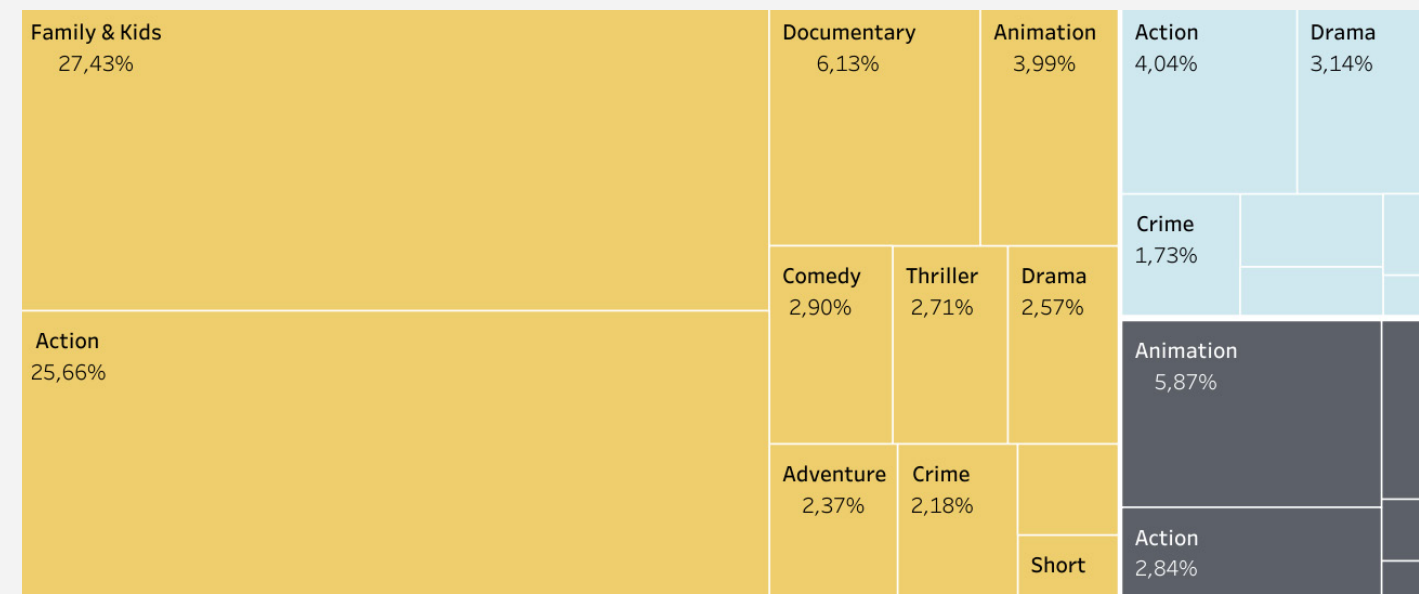
French Action movies managed to sit among the 100-most-watched films; also, Polish "Dzien Matki" made 1M streams sharing the podium with "Faithfully Yours" and "AKA". The European action productions represented a 5% total share, the only winning category in which they were competitive.

UK PRODUCTIONS SHINE IN MAY'S CHART

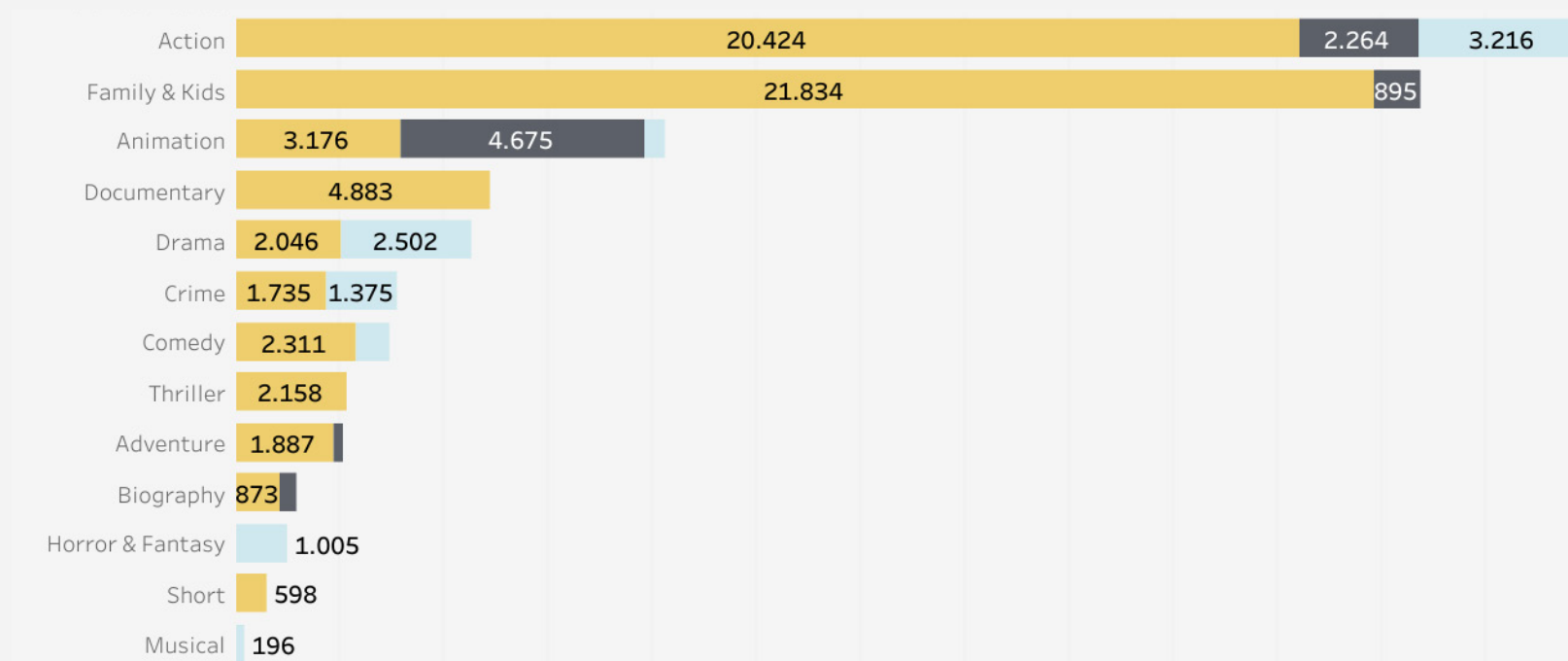
British action flicks took a 2% share while the UK Family&Kids tagged movies took up 25% Top100 share. British documentary "The Subtle Art of Not Giving a F*ck" is based on the Global Bestselling Self-Help Phenomenon of the same name and collected 1M streams. Netflix documentary about Scottish singer-songwriter "Lewis Capaldi: How I'm Feeling Now" gathered 6K streams, which totals 4.3M since its release. The film follows how the singer attends to this mental health as he prepares a new album.

UK 100 MOVIES | SVOD PLATFORMS

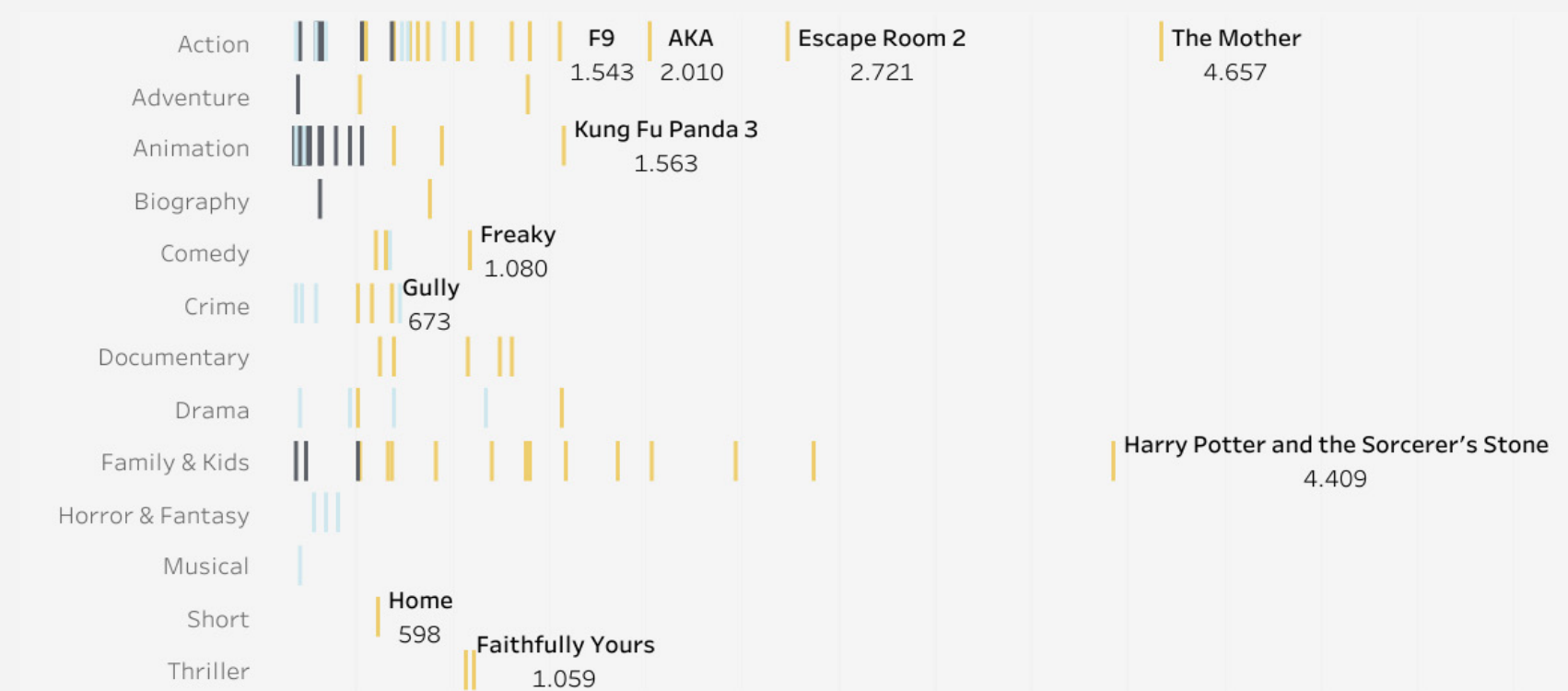
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

DISNEY+ DOUBLED ITS SHARE SIZE

The streaming company reached 8.3M streams, primarily due to Animation collections of hit such as "Frozen", "Cars", "Moana" and "Monsters, Inc" among others. "The Greatest Showman" performed with 3K streams, enough to enter the Top100 chart. Family-friendly movies were the most-watched content on Netflix, with a 27% total viewing boost by "Harry Potter" magic. The adventure movie "Ad Astra" fired the audience up, collecting 1.3M streams on Netflix, a figure mainly superior to the one got by Disney+ with the same content.

DOCUMENTARY EQUALS DRAMA RECORDS

Netflix has an especial eye on Documentaries. It's not the first time the streaming giant has squeezed in non-fiction movies at the Top100. The genre has been up around 5% share for the past two months. Drama hit the ground from 40% share in the last report to 5%. The massive drop happened when "Nobody" and "The Last Kingdom" viewing force spawned out from the charts.

UK 100 SHOWS | OVERVIEW

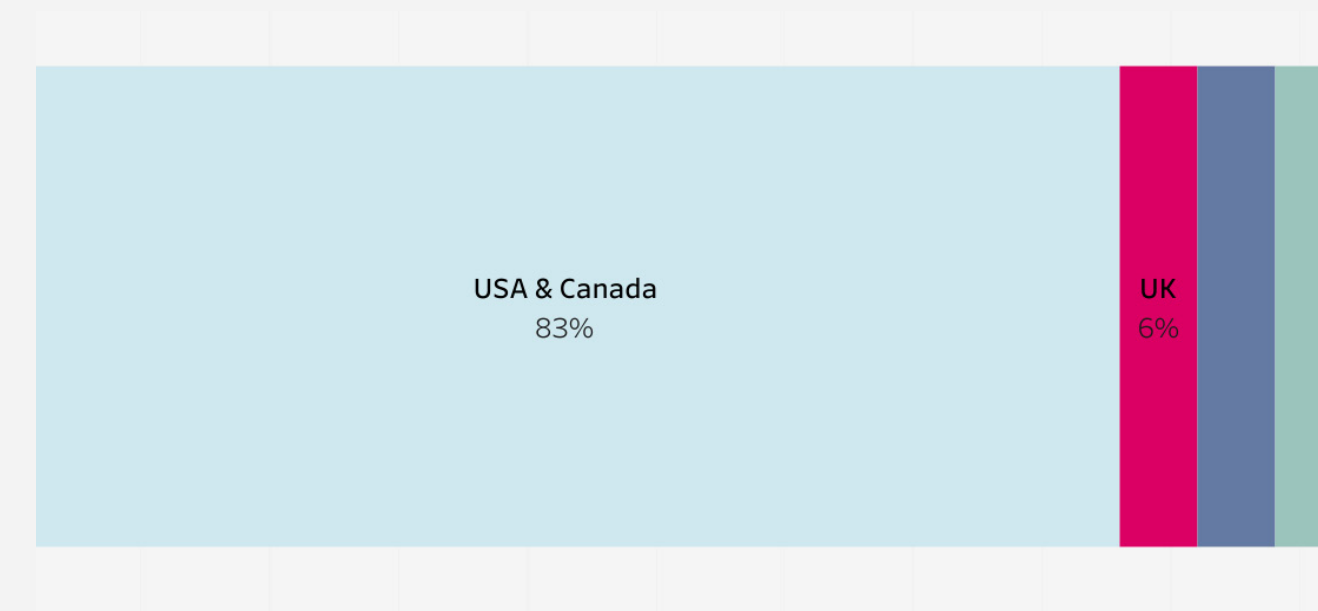
TOTAL STREAMS BY SHOW NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1 The Big Bang Theory	Netflix	Comedy	51.329
2 Friends	Netflix	Comedy	49.924
3 Bluey	Disney+	Family & Kids	30.489
4 Queen Charlotte: A Bridge..	Netflix	Drama	27.661
5 Brooklyn Nine-Nine	Netflix	Comedy	26.427
6 Modern Family	Disney+	Comedy	24.151
7 Young Sheldon	Netflix	Comedy	23.275
8 The Office	Netflix	Comedy	18.601
9 Firefly Lane	Netflix	Drama	18.457
10 Selling Sunset	Netflix	Game-Show & Reality-TV	18.098
11 Sweet Tooth	Netflix	Action	15.878
12 Family Guy	Disney+	Animation	15.685
13 XO, Kitty	Netflix	Comedy	11.931
14 Workin' Moms	Netflix	Comedy	11.887
15 Demon Slayer: Kimetsu no..	Netflix	Animation	11.378
16 The Night Agent	Netflix	Action	9.541
17 Grey's Anatomy	Disney+	Drama	9.472
18 Fubar	Netflix	Action	9.361
19 The Diplomat	Netflix	Drama	8.803
20 Citadel	Amazon	Action	8.315
21 Missing: Dead or Alive?	Netflix	Documentary	7.919
22 Baby Daddy	Disney+	Family & Kids	7.324
23 The Simpsons	Disney+	Animation	6.896
24 Inside Man	Netflix	Crime	6.703
25 Bread Barbershop	Netflix	Animation	6.502
26 Beef	Netflix	Comedy	6.364
27 Desperate Housewives	Disney+	Comedy	5.599
28 Puppy Dog Pals	Disney+	Animation	5.444
29 Queer Eye	Netflix	Game-Show & Reality-TV	5.426
30 PAW Patrol	Netflix	Animation	5.292
31 El silencio	Netflix	Crime	5.199
32 Criminal Minds	Disney+	Crime	5.039
33 Kid-E-Cats	Netflix	Animation	4.736
34 Bridgerton	Netflix	Drama	4.305
35 New Girl	Disney+	Comedy	4.187
36 The Mandalorian	Disney+	Action	4.046
37 Welcome to Wrexham	Disney+	Documentary	3.990

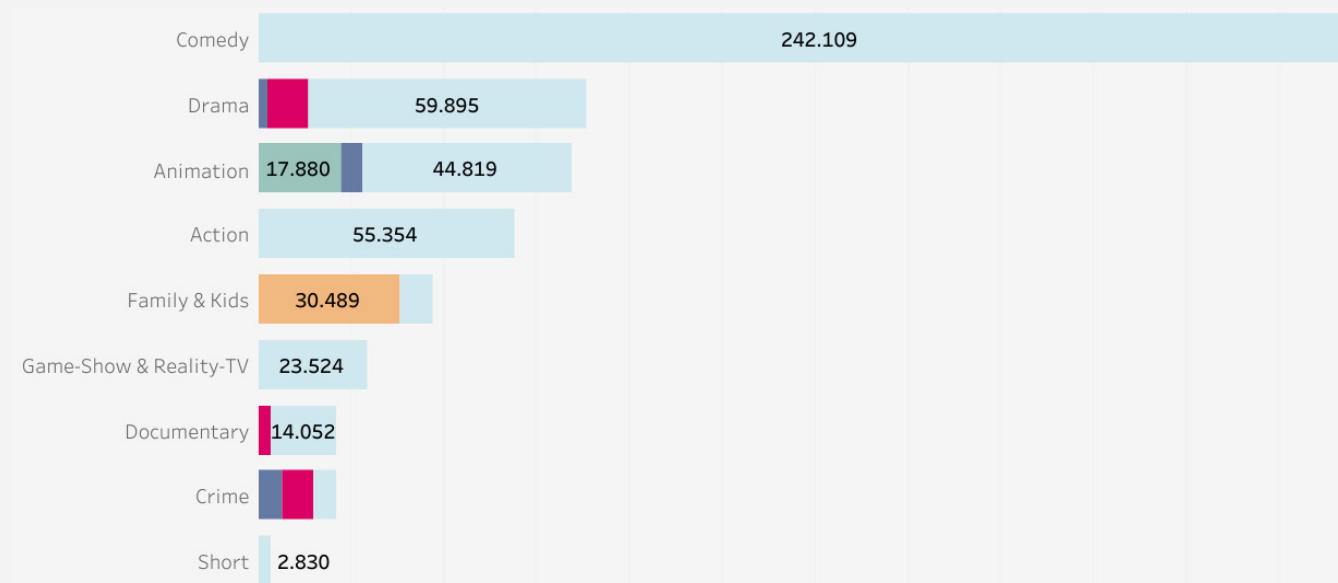
SHOWING 37/52 - [See complete chart here](#)

streams (.000)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



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

DISNEY ± “BLUEY” MADE THE GRADES TO SIT AT THE PODIUM

“Bluey” is an Australian animated preschool television released internationally on Disney+. Despite the show’s impressive performance, it failed to increase Family & Kids ratings. The only other show on the grid, “Bad Daddy”, did present a strong attraction to the usual family-friendly audience in the UK this month.

AMERICAN COMEDIES OUTSHINE WITH 242M STREAMS

English-speaking quota rock the boat up to 89% counting British productions. However, local production appetite has been progressively dropping its presence in the Top100 chart since February when it hit the 18% mark; now it sits under 4%. American content demonstrates its dominance in Comedy, putting into the grid 14 shows that dwarf the whole genre quota with 242M streams. Top 20 movies are American productions except for “Bluey” (#3), “Demon Slayer” (#15) and British “The Diplomat”.

UK 100 SHOWS | EUROPEAN FOCUS

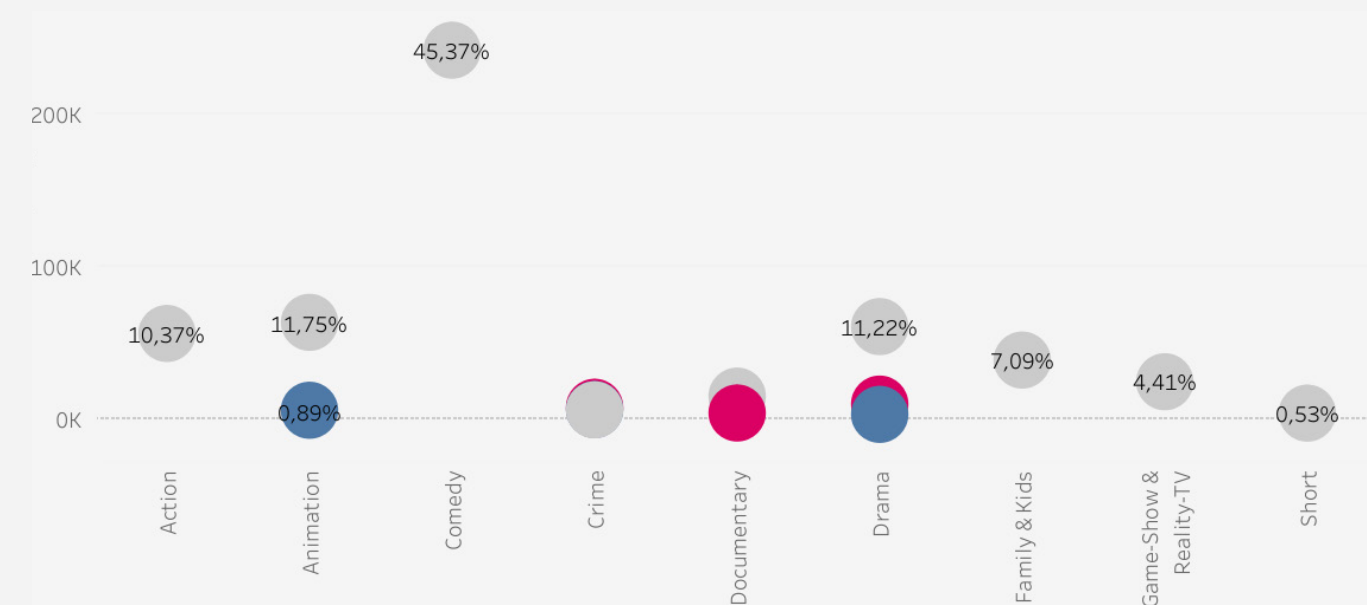
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 The Diplomat	Netflix	11	Drama
2 Inside Man	Netflix	18	Crime
3 El silencio	Netflix	36	Crime
4 Kid-E-Cats	Netflix	44	Animation
5 Jeremy Clarkson: I Bought..	Amazon	2	Documentary
6 Last Light	Amazon	6	Drama

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

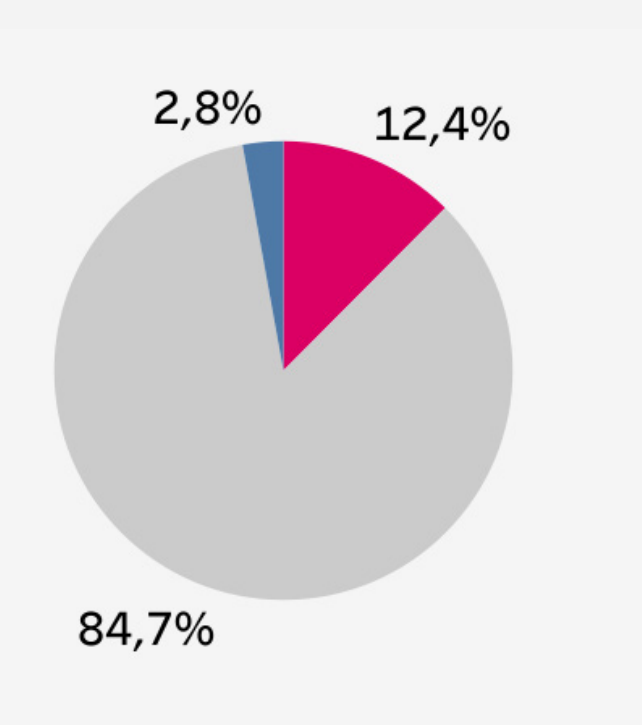


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Animation	1	0
Crime	1	1
Documentary	0	1
Drama	1	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe UK Others

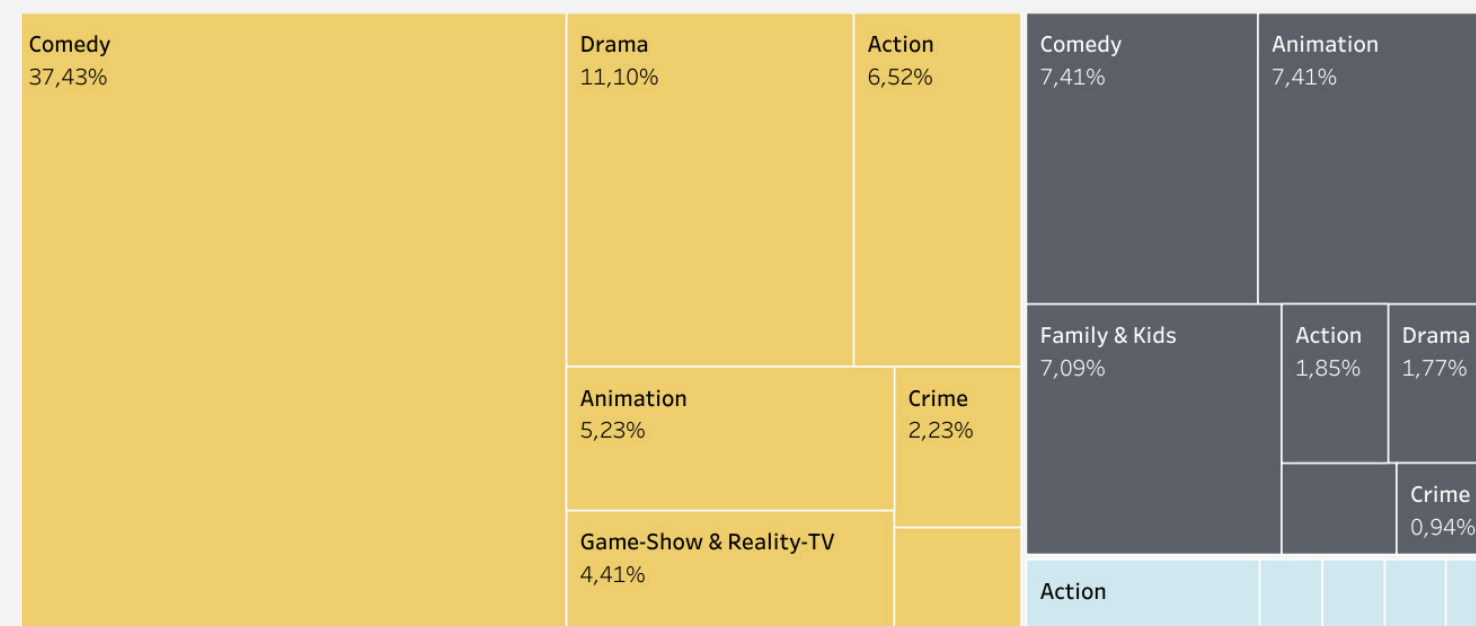
THE EUROPEAN LIST HAS DWINDLED TO 3 TITLES THIS MONTH

Spanish Original "El silencio" finds a hot spot among the popular content as in the rest of the markets, however sitting lower in the list at #36 on Netflix. "Kid-E-Cats," a Russian animated series for young children produced by CTC Media and Metrafilms Studio, has garnered 4.7 million views. "Last Light" is a French crisis thriller based on Alex Scarrow's novel of the same name managed to make Prime Video's Top6 and surpassed the 2M mark. The story follows a petrochemist's attempts to save the world from a group of eco-terrorists.

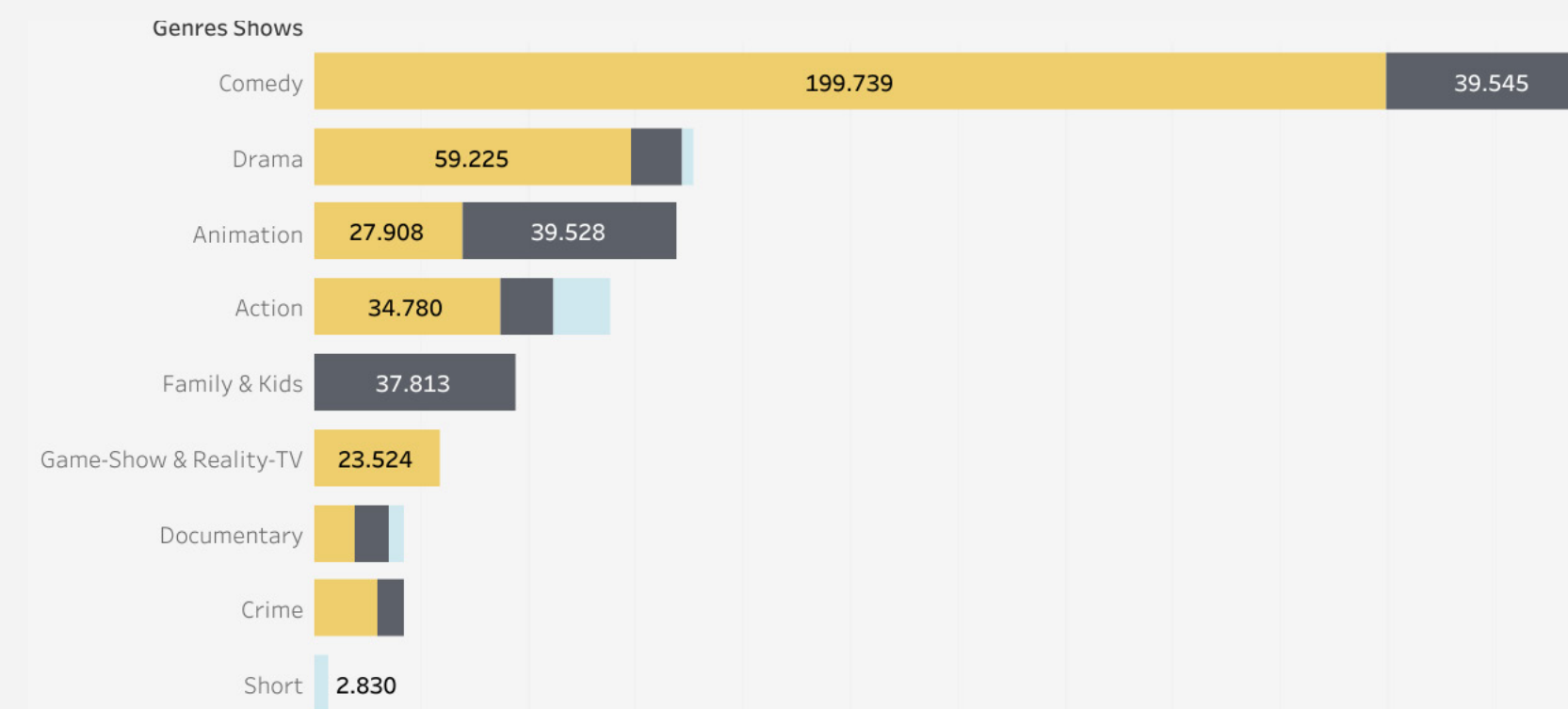
In terms of Top100 viewing share, the UK has the lowest European quota of less than 0.60%. This year, its maximum share did not exceed 2%.

UK 100 SHOWS | SVOD PLATFORMS

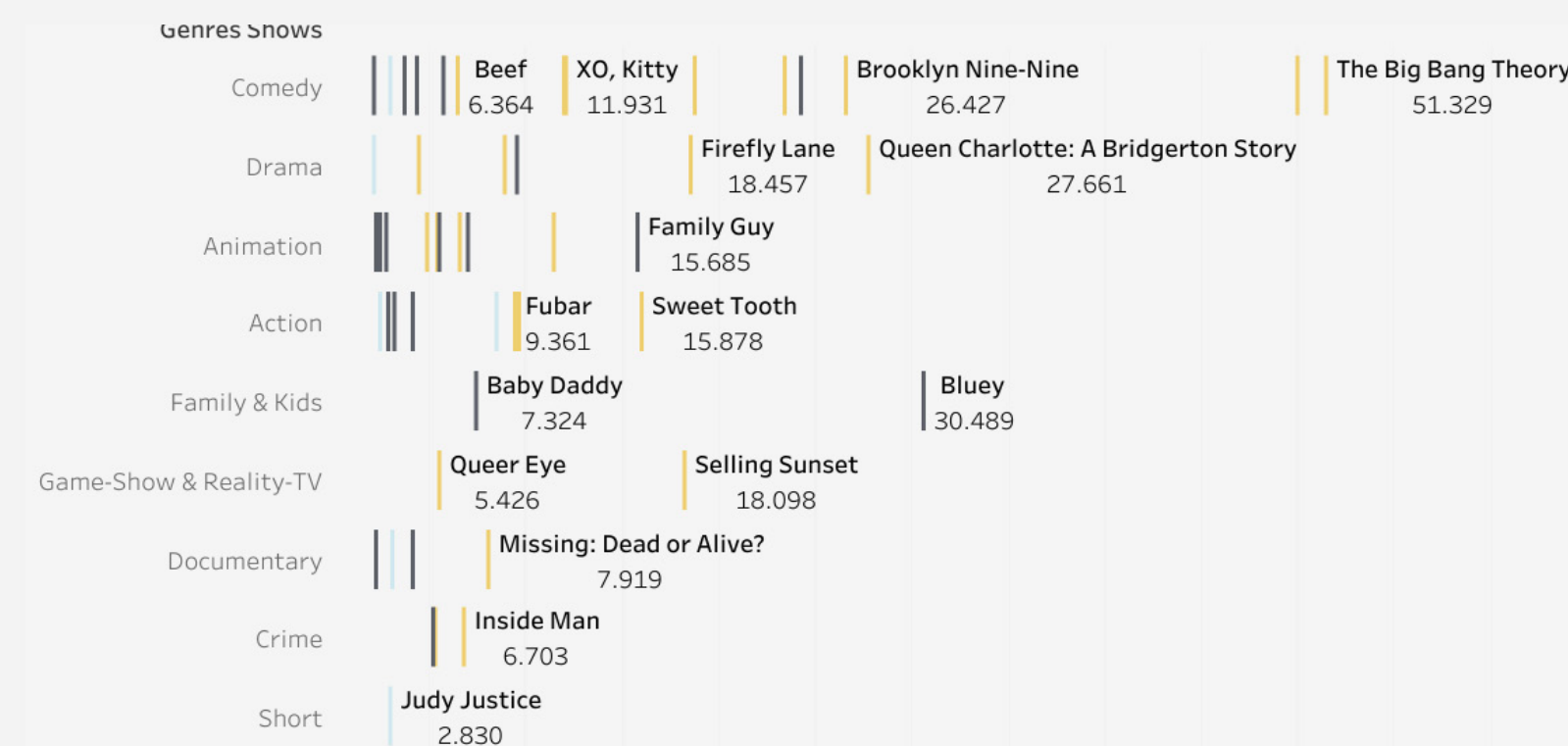
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

DISNEY+ OUTRANKED PRIME VIDEO WITH 27% QUOTA

The company has stolen Amazon's thunder by classifying more titles in the Top 100 since its entry in the last report. The e-commerce giant relegates to some viewing crumbs with Action to 2% Top100 share and collected 10M streams. Disney+ earns its stripes and leads solo Family & Kids content with 38M streams. Animation has the killer title "Family Guy" in the vein of "Simpson" which follows the grid with 7M.

LEADING STREAMINGS SEE EYE ON EYE TO BET ON COMEDY IN THE ANGLO-SAXON MARKETS

Netflix rules Comedy stroking almost the 200 breaking point with ever-present "The Big Bang Theory" and "Frinds" heading the chart. Original "Beef" made #8 position with 6.3M streams. "Modern Family" on Disney+ has garnered 24 million streams and secured a spot in the top four viewed shows.

HOT CONTENT IN UK

CELIA FUMANAL
INNOVATION DIRECTOR



NETFLIX'S PLAN TO DOMINATE THE CHARTS WITH KOREAN CONTENT: XO, KITTY

In April, Netflix met with South Korean president Yoon Suk Yeol: the outcome of the encounter leave the streaming company announcing to [invest \\$2.5 billion](#) into creating Korean content over the next four years. Through soft politics, multinational companies demonstrate how to rule the underworld of cultural influence at level pro. Netflix knows how to export a country's cultural identity through films and TV shows. We only need to dive into the streaming catalogues to spot successful examples such as "Emily in Paris", "White Lotus" and "Valeria", raising the profile and value of Paris, Sicily and Madrid as tourist destinations by creating an emotional connection through the content. Netflix has emphasized the crucial collaboration with the Korean government, which has recognized the global popularity of Korean productions and is committed to supporting their growth through structural efforts. This was stated in Netflix's official release.

It's amazing to see how Korean cinema has taken the world by storm with "Parasite" winning the Oscar. It's not just a one-time thing, but the result of years of consistent exposure to Asian filmmaking in A-festivals like Cannes.

“ It's not just a one-time thing, but the result of years of consistent exposure to Asian filmmaking in A-festivals like Cannes. ”

The festival has recognised and awarded many Asian filmmakers over the years, recognising their outstanding contributions to the art of storytelling. Films such as "Burning" by Lee Chang-dong, "Parasite" which won Palme D'or before entering the Oscar race, and "Everything Everywhere All at Once" were global sensations at the Box Office. It's not just about a few films, but the culmination of many efforts to showcase diverse perspectives and experiences.

The New York Times exposed the "[Koreanization](#)" of the streaming shows to take the most of the Korean Wave. Netflix had to learn the ropes to turning Korean-language shows into international hits. "Okja" was one of the first movies to rock the boats of global fanfare, while "Squid Game" really broke the records, nobody was a stranger to the Korean codes

As revealed by the official source, the global fandom for K-content is continuing to grow on Netflix, with over 60% of all its members watching Korean titles last year. Since January 2023, Netflix is debuting a diverse array of Korean TV series, films and unscripted shows. Its catalogue account for 271 to date as published by [What's On Netflix](#). Over the last year, Korean series and films have regularly featured in our Global Top 10 list in more than 90 countries, and three of Netflix's most-watched shows ever are from Korea. It's becoming regular to find several films and TV shows in the Top 100 charts. This month, "XO, Kitty" has achieved remarkable success by ranking among the top 13 most-watched series in five countries, reaching 62M streams in May. The show broke records in France, accumulating over 19.6 million streams, in Italy with 13.4 million streams, and in the UK with 12 million streams. This 10-episode spin-off originates from Netflix's "To All The Boys I've Loved

Before" trilogy, which is based on Jenny Han's popular novels of the same name. "XO, Kitty" portrays Kitty's endearing and relatable character, offering a refreshing change from the Jane Austen-style romance and longing sexual tension seen in "To All the Boys." Instead, the show embraces wholesome hijinks and delightful misadventures akin to Disney Channel content, following Kitty's journey as she eagerly awaits her first kiss.



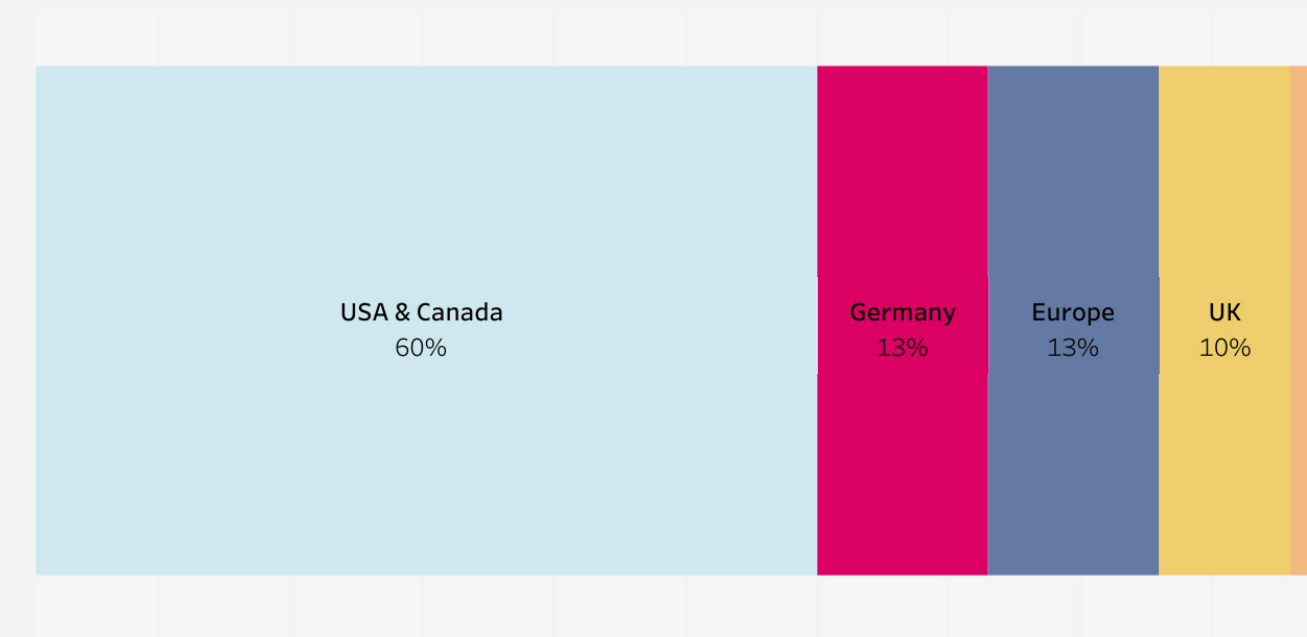
GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

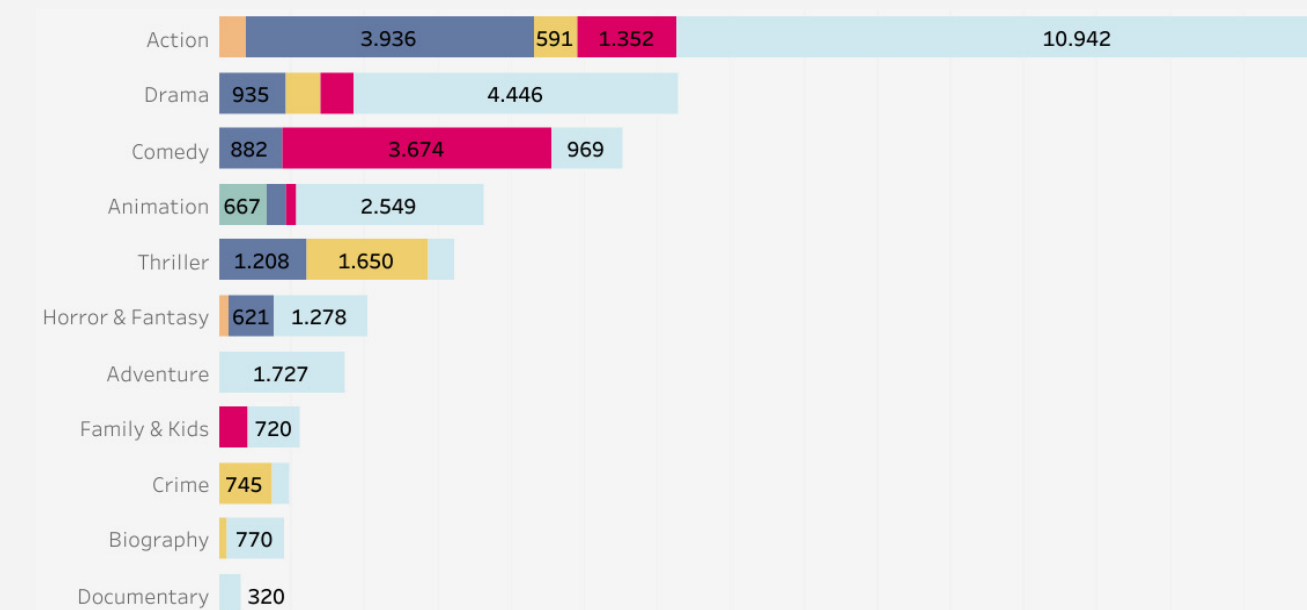
MOVIES	PLATFORM	GENRE	STREAMS
1 The Mother	Netflix	Action	4.080
2 AKA	Netflix	Action	2.318
3 Fall	Amazon	Thriller	1.650
4 Escape Room 2	Netflix	Action	1.421
5 Blood and Gold	Netflix	Action	1.352
6 The Unholy	Netflix	Drama	1.320
7 Faithfully Yours	Netflix	Thriller	1.208
8 Hammerharte Jungs	Netflix	Comedy	1.035
9 Air	Amazon	Drama	1.029
10 Die Känguru-Chroniken	Netflix	Comedy	899
11 Paw Patrol: The Movie	Netflix	Animation	848
12 A Quiet Place	Netflix	Drama	834
13 Dzien Matki	Netflix	Action	821
14 Rogue City	Netflix	Action	797
15 Escape Room	Netflix	Action	707
16 Royalteen: Princess Marg..	Netflix	Drama	646
17 Sniper: Ultimate Kill	Netflix	Action	613
18 Spiral	Amazon	Horror & Fantasy	597
19 Peter Rabbit 2: The Runa..	Netflix	Adventure	592
20 Barbie: The Pearl Princess	Netflix	Family & Kids	583
21 Bill & Ted Face the Music	Netflix	Adventure	535
22 Kung Fu Panda 3	Netflix	Animation	514
23 A Tourist's Guide to Love	Netflix	Adventure	472
24 Murder Mystery 2	Netflix	Action	455
25 Tin & Tina	Netflix	Horror & Fantasy	451
26 All Quiet on the Western F..	Netflix	Drama	433
27 Året jag slutade prestera ..	Netflix	Comedy	423
28 Kaiserschmarrndrama	Netflix	Comedy	418
29 The Client List	Netflix	Drama	413
30 Sniper: Reloaded	Netflix	Action	379
31 Mann tut was Mann kann	Netflix	Comedy	365
32 Candyman	Amazon	Horror & Fantasy	362
33 The Last Kingdom: Seven ..	Netflix	Action	358
34 XXX: State of the Union	Netflix	Action	358
35 Old	Amazon	Drama	339
36 Midnight in the Switchgra..	Amazon	Action	332
37 Love Accidentally	Amazon	Comedy	322
38 Anna Nicole Smith: You D..	Netflix	Documentary	320
39 Luther: The Fallen Sun	Netflix	Crime	318

SHOWING 39/100 - [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

ACTION MOVIES BREAK THE CHARTS AND COLLECTED 40%

Bolster by "The Mother" and "AKA" driving massive viewership, 4 Actions movies run the Top 5 in Germany. The genre crowned May consumption with 17M streams, a high peak we didn't register since last November 2022. British survival thriller "Fall" on Amazon Prime Video completes the podium with 1.6M streams. Together with France and Italy, Germany shows a higher American quota over 57% with a clear dominance on Action and Drama. The English-speaking content is well established in the domestic audience and this month included 10 British movies in the chart, such as "The last Kingdom" (#33), "Luther: the Fallen Sun" (#39), "The Postcard Killings" (#53) and "Baywatch" (#57) with over 200K streams.

DRAMA AND COMEDY PLUMMET TO THE BOTTOM UNDER THE 14% QUOTA MARK

The supernatural dramas "The Unholy", "A Quiet Place", and teen drama about Norwegian princess "Royalteen" have made it into the Top 16. The German film "All Quiet on the Western Front" continues to hold strong at #26 with 433K streams. Animation has seen an increase of 8 points this month compared to previous records, bringing it up to 3.6.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

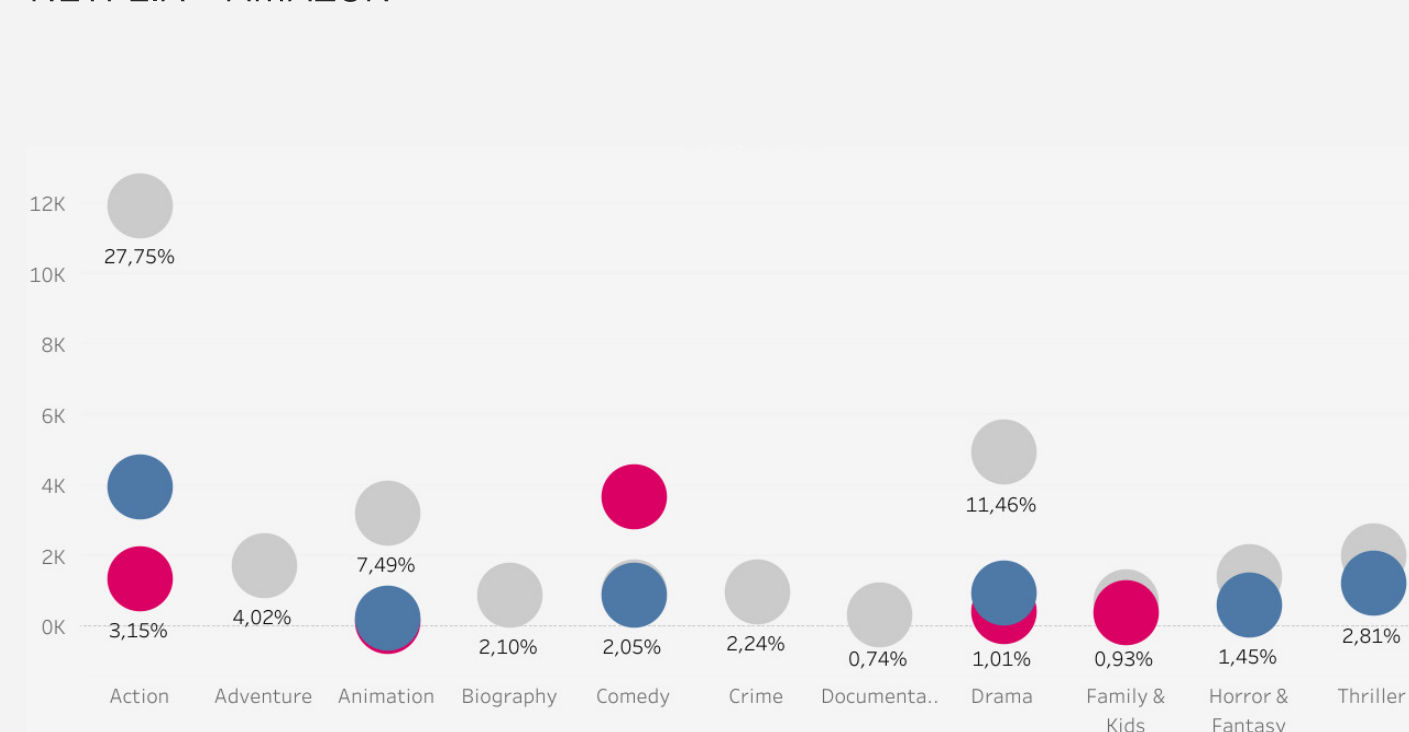
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 AKA	Netflix	FR	Action	2.318
2 Blood and Gold	Netflix	DE	Action	1.352
3 Faithfully Yours	Netflix	NL	Thriller	1.208
4 Hammerharte Jungs	Netflix	DE	Comedy	1.035
5 Die Känguru-Chroniken	Netflix	DE	Comedy	899
6 Dzien Matki	Netflix	PO	Action	821
7 Rogue City	Netflix	FR	Action	797
8 Royalteen: Princess Marg..	Netflix	NO	Drama	646
9 Tin & Tina	Netflix	ES	Horror & Fantasy	451
10 All Quiet on the Western F..	Netflix	DE	Drama	433

SHOWING 10/26 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

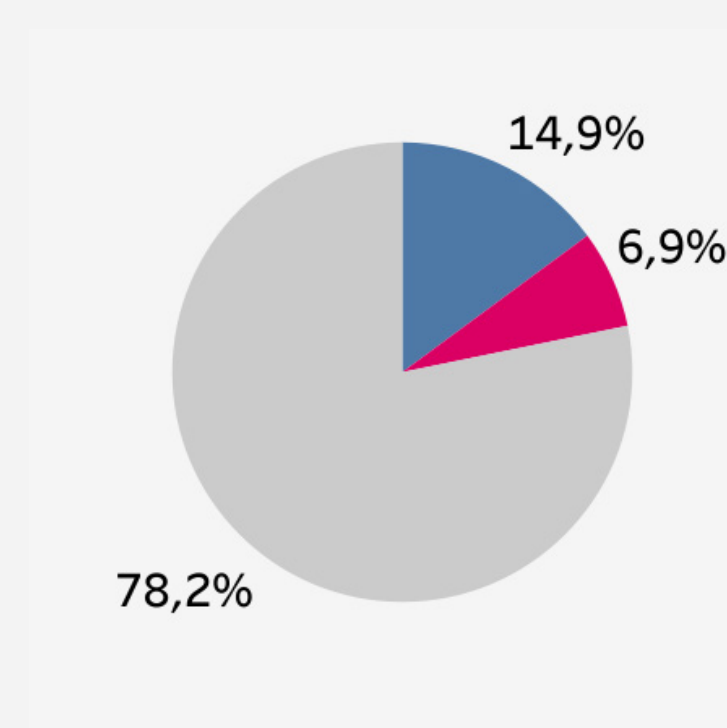


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	3	1
Animation	1	1
Comedy	3	8
Drama	3	1
Family & Kids		2
Horror & Fantasy	2	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



GERMAN COMEDIES COLLECTED 8,5% TOP 100 VIEWING QUOTA

8 productions collectively garnered 3.6 million streams. This month, the popular subgenre seems to be about buddy comedies, with "Hammerharter Jungs" and "Die Känguru-Chroniken" leading the pack. Meanwhile, the action-packed World War II film "Blood and Gold" premiered in Germany in April 2023 at the Fantasy Filmfest, and was made available worldwide on Netflix on May 26, 2023. Despite only being out for a few days, the movie managed to accumulate 1.3 million streams, landing it at #4 on Netflix. According to official sources, the film reached the Top 10 in 91 countries

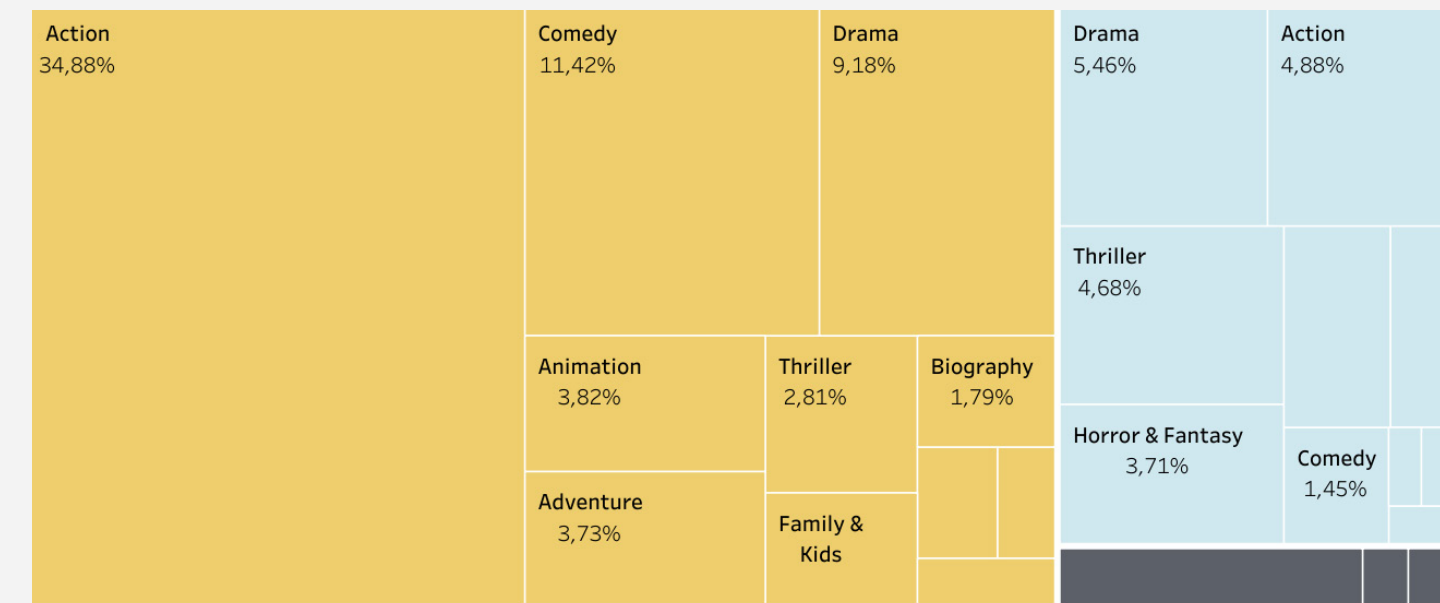
EUROPEAN ACTION MOVIES ARE CLASSIFIED WITHIN TOP 12 NETFLIX.

The Polish film "Dzien Matki" tells the story of Nina, a former special agent who must use her deadly skills to rescue her kidnapped son. The plot bears a striking resemblance to Netflix's original movie "The Mother" which made the first spot with 4M streams. Drama is the third genre with higher European quota rates thanks to "Royalteen" and Italian "Bones & All".

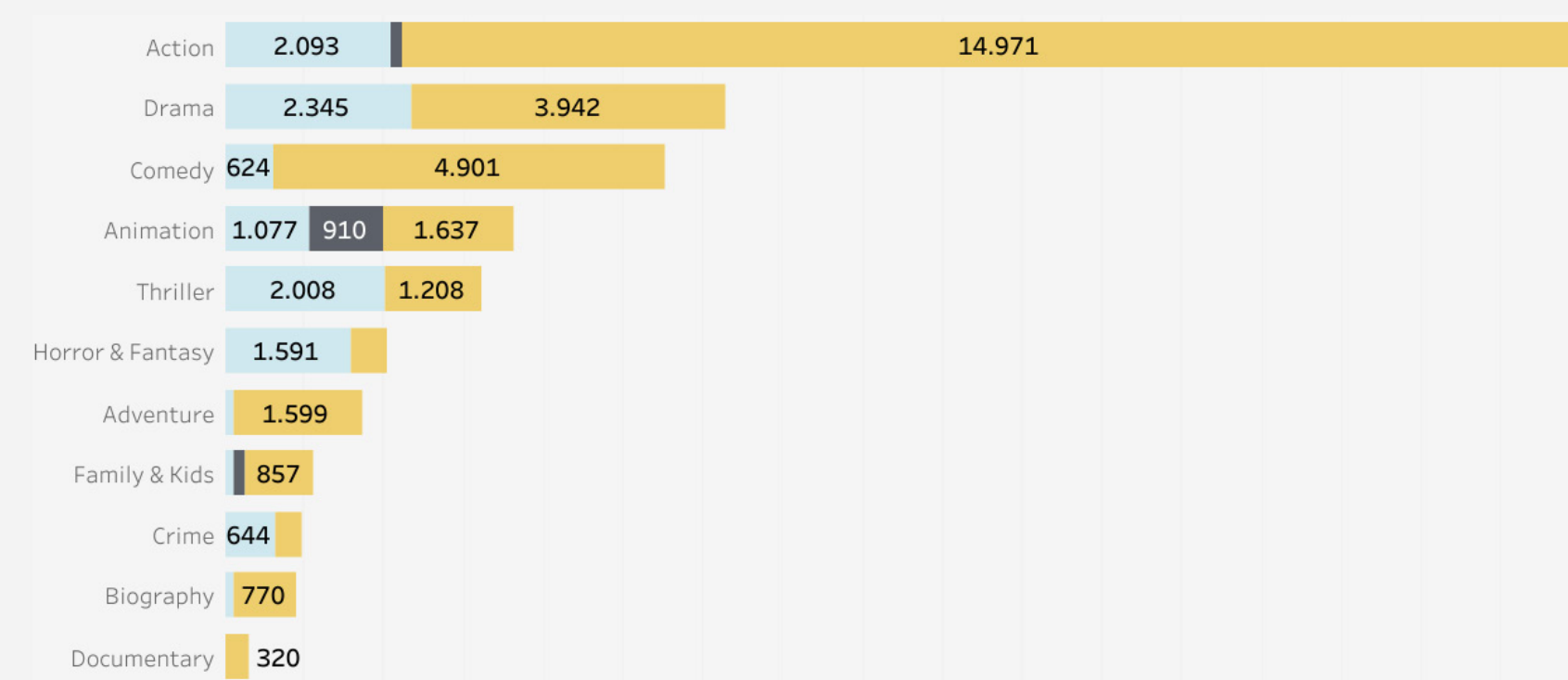
PRODUCTION COUNTRIES: Europe Germany Others

GERMANY 100 MOVIES | SVOD PLATFORMS

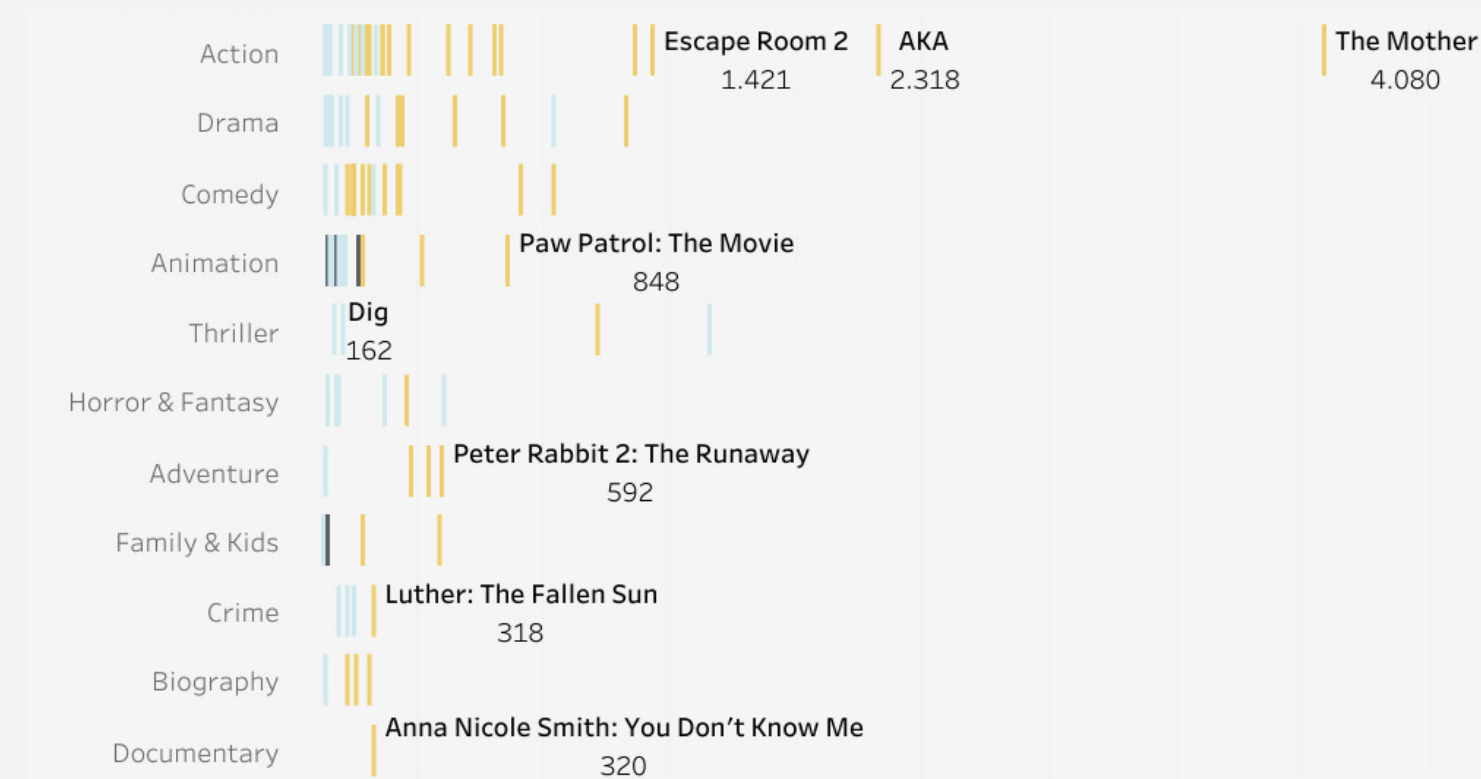
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

GENRE VARIETY TO PROVIDE A FULL ENTERTAINMENT EXPERIENCE TO HOUSEHOLDS

From action to documentaries, the variety of Top 100 movies demonstrates the range of content on each streaming platform, highlighting the actual streaming companies' strategy which tries to cater to audiences' profiles on an all-in-one site proposal. No doubt, Netflix is present more diversity as it lands titles in almost any genre on the list but holds a strong grid with Action (34.88%), Comedy (11.42%), Drama (9.18%), and Animation (3.82%)

DISNEY+ REINS IN THE FAMILY-FRIENDLY MOVIES SEGMENT

Disney+ offers a comparatively smaller selection with a 3% total share, which made one of the lowest records on our report. Still, it rules the well-known family-friendly content titles like "Moana," "Luca," "Inside Out," "Frozen," and "Encanto". Prime Video gathered a 25% share fueled by "Fall" (1.6M streams), "Air" and "Spiral" in leading positions.

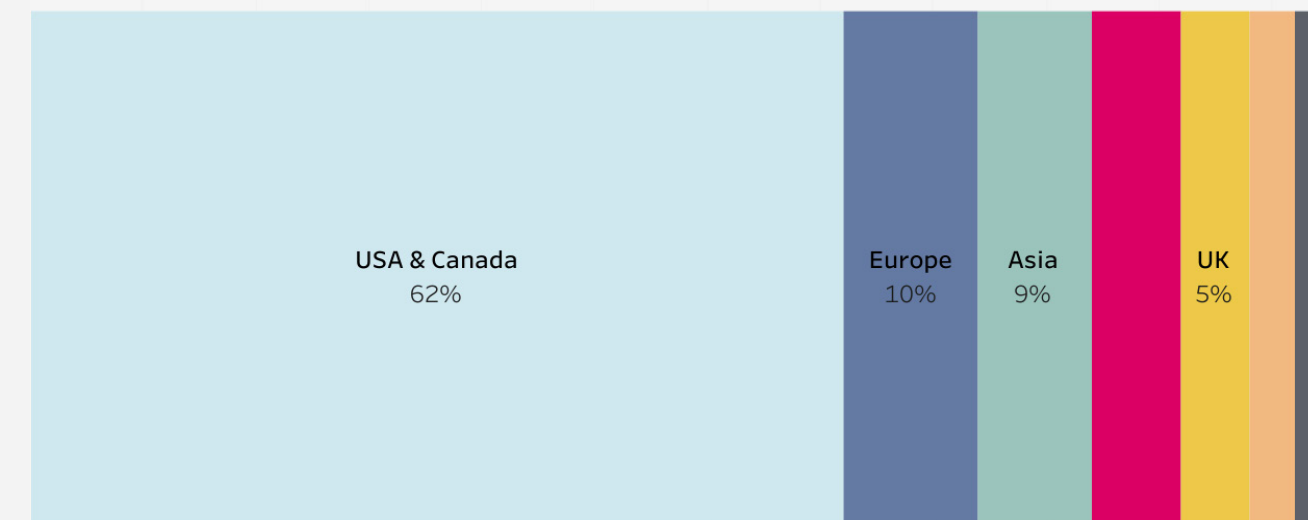
GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

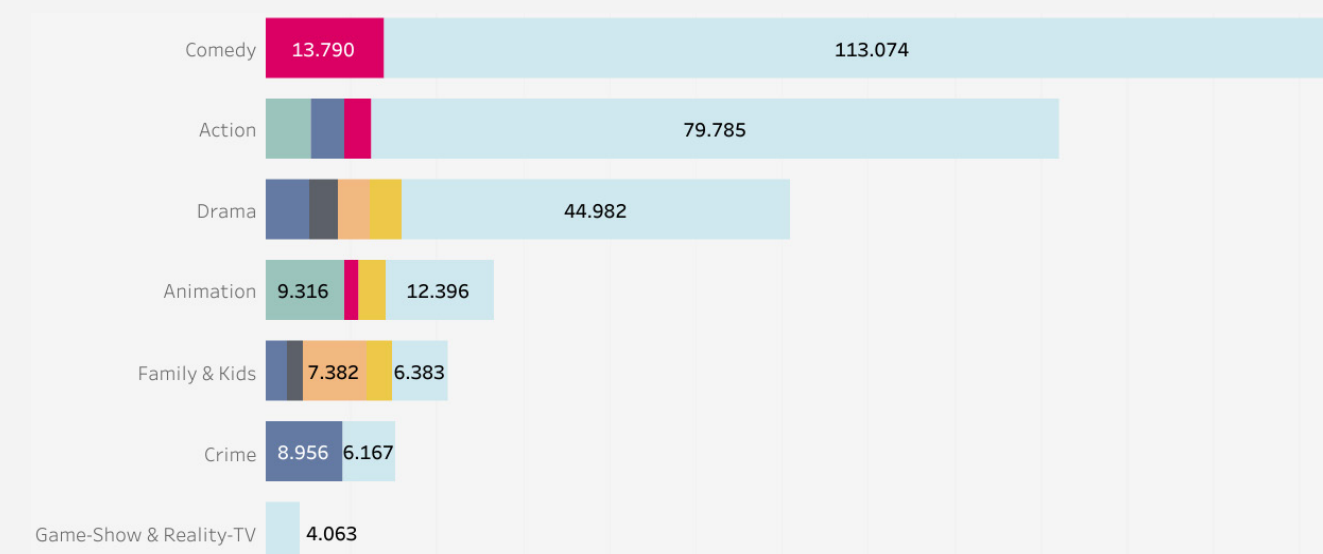
	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	49.877
2	The Rookie	Netflix	Action	29.114
		Disney+	Action	7.972
3	Queen Charlotte: A Bridge..	Netflix	Drama	20.364
4	Modern Family	Disney+	Comedy	18.725
5	LOL: Last One Laughing G..	Amazon	Comedy	11.024
6	Brooklyn Nine-Nine	Netflix	Comedy	10.688
7	XO, Kitty	Netflix	Comedy	8.784
8	Fubar	Netflix	Action	8.278
9	Killing Eve	Netflix	Action	8.259
10	Workin' Moms	Netflix	Comedy	7.910
11	PAW Patrol	Netflix	Animation	7.902
12	Bluey	Disney+	Family & Kids	7.382
13	Bridgerton	Netflix	Drama	7.054
14	The Good Doctor	Netflix	Drama	6.674
15	Two and a Half Men	Amazon	Comedy	6.462
16	El silencio	Netflix	Crime	6.370
17	Sweet Tooth	Netflix	Action	6.104
18	The Night Agent	Netflix	Action	5.835
19	Black Knight	Netflix	Action	5.380
20	Firefly Lane	Netflix	Drama	5.357
21	The Middle	Amazon	Family & Kids	5.051
22	Citadel	Amazon	Action	4.936
23	Selling Sunset	Netflix	Game-Show & Reality-TV	4.063
24	Naruto: Shippūden	Netflix	Animation	4.028
25	The Diplomat	Netflix	Drama	3.836
26	Bienvenidos a Edén	Netflix	Action	3.779
27	Grey's Anatomy	Disney+	Drama	3.706
28	The Tailor	Netflix	Drama	3.686
29	The X-Files	Disney+	Crime	3.535
30	The Marked Heart	Netflix	Drama	3.323
31	Peppa Pig	Netflix	Animation	3.266
32	The Gryphon	Amazon	Action	3.143
33	Beef	Netflix	Comedy	3.133
34	Une mère parfaite	Netflix	Drama	3.078
35	Little Princess	Netflix	Family & Kids	3.063
36	Suits	Netflix	Comedy	2.831
37	The Simpsons	Disney+	Animation	2.769
38	Turkish for Beginners	Netflix	Comedy	2.767
39	Trotro	Amazon	Family & Kids	2.671
40	Breaking Bad	Netflix	Crime	2.632

SHOWING 40/58 - [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

“THE ROOKIE” ZOOMED UP ACTION FIGURES, STILL COMEDY RULES WITH 37% QUOTA

As the general tendency, Action series pumped up the genre to 25% quota and classified as the second-most streamed content in the month with titles such as “The Rookie” (37M streams) or “Fubar” (8.2M).

Comedy stis at the first spot with 126M streams, American dominate the chart by a large gap with “The Big Bang Theory” and “Modern Family” heading the top-list. A local production sneak into the genre podium with 11M streams “LOL: Last One Laughing Germany”.

AMERICAN CONTENT KEEPS THE HIGH RECORD OF 77% SHARE WHILE OTHER PRODUCTION ZONE RATES GET STUCK

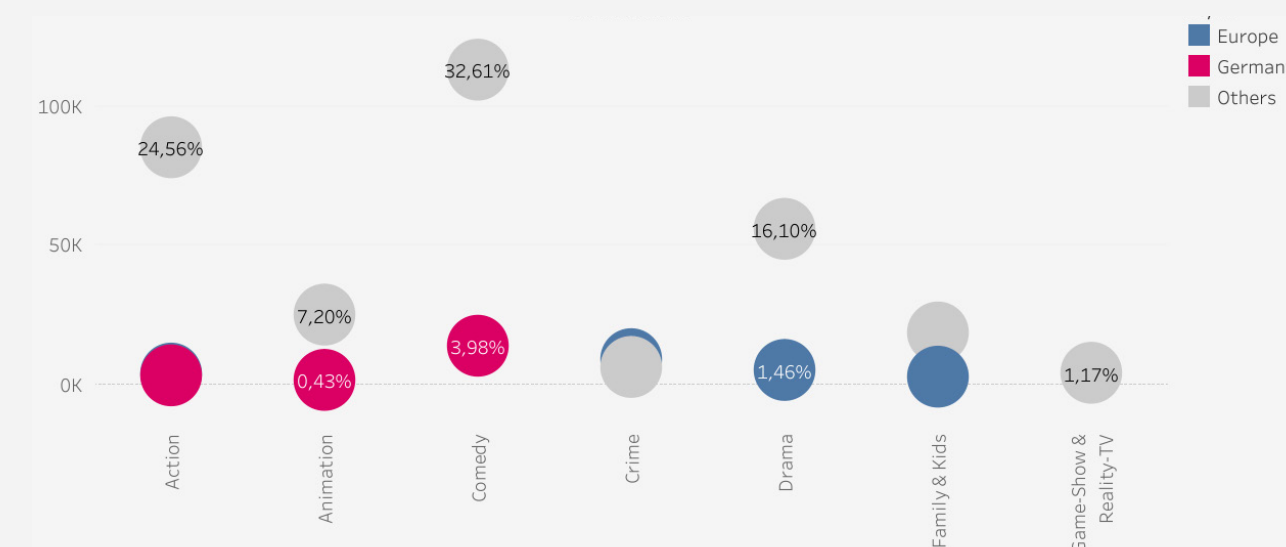
For the past 9 months, Asian shares have remained steady at around 5%, indicating the consistent popularity of Anime on the charts. The beloved series “Naruto” holds the #24 spot and is only surpassed by “Black Knight” with 5.3 million streams. Anime adds up 9.3M streams, very close to US series.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 LOL: Last One Laughing Germany	Amazon DE	1	Comedy
2 El silencio	Netflix ES	8	Crime
3 Bienvenidos a Edén	Netflix ES	28	Action
4 The Gryphon	Amazon DE	3	Action
5 Une mère parfaite	Netflix BE	41	Drama
6 Turkish for Beginners	Netflix DE	47	Comedy
7 Trotro	Amazon FR	5	Family & Kids
8 Rough Diamonds	Netflix BE	50	Crime
9 Last Light	Amazon FR	8	Drama
10 Bobo Siebenschläfer	Amazon DE	19	Animation

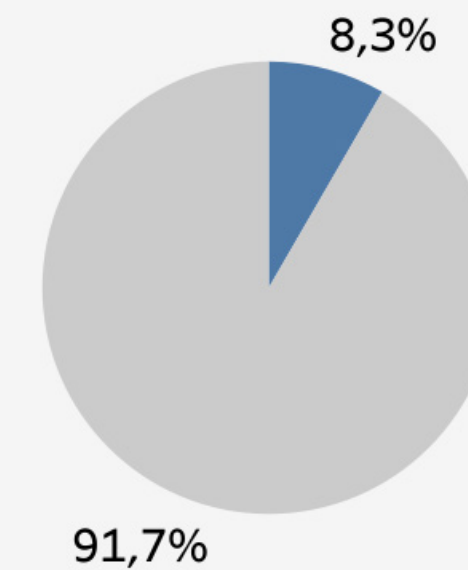
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	DE
Action	1	1
Animation		1
Comedy		2
Crime	2	
Drama	2	
Family & Kids	1	

CONTRIBUTION TO DRAMA STREAMS



COMEDY TV PROGRAM “LOL” TOOK 4% TOTAL SHARE

The latest season received 5.8 million streams, leading viewers to rewatch previous seasons. German series are only present in Comedy and get some scrambles on Action thanks to “Turkish for Beginners”, which has become a regular content in the Top100 charts. “Bobo Siebenschläfer” may have been at the bottom of the list, but it still managed to reach an impressive 1.5 million viewers as a preschool program.

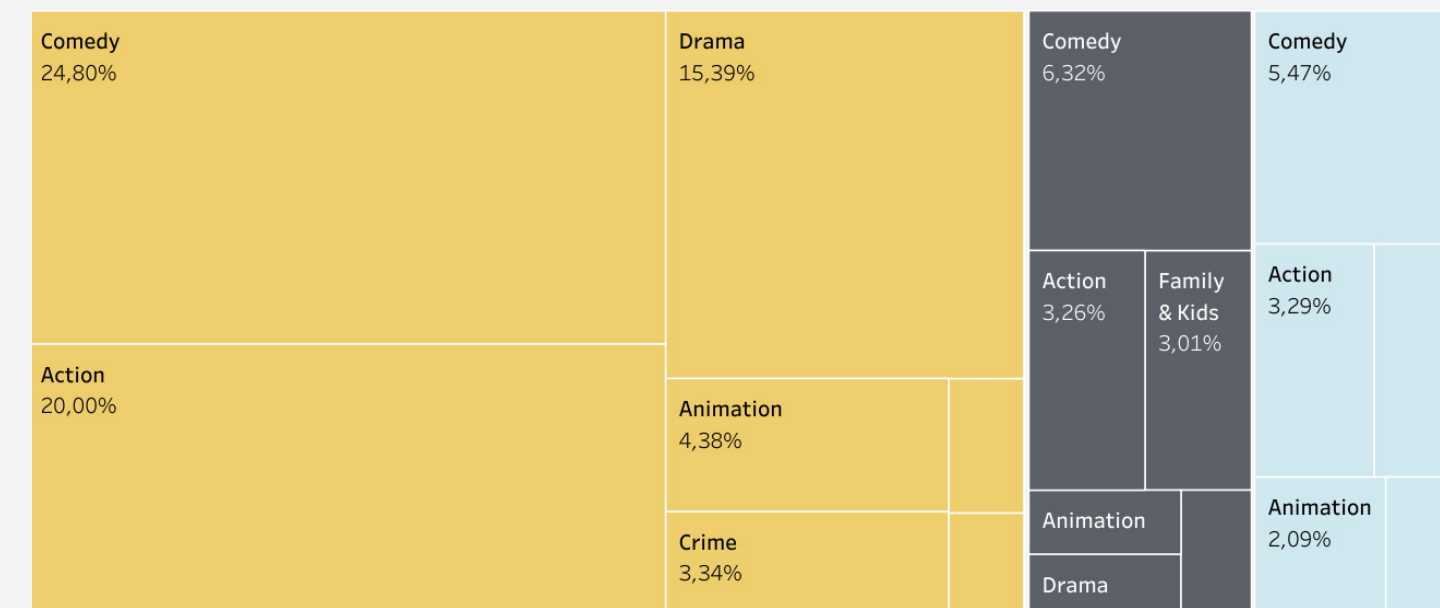
SIX EUROPEAN FICTIONS BOOST ITS PRESENCE IN THE CHART WITH A 5% VIEWING QUOTA

Spanish Original “El Silencio” is a six-episode miniseries that reveals a mystery plot in drips and drabs that grabbed the viewer, reaching 6.3M streams. Followed by “Bienvenidos al Edén”, one of the strong bets of the season after becoming the most-watched Spanish original series of 2022, it is deflating with its second season. Still, it made the top list with 3.7M streams. Revealed by Netflix figures, the last instalment of the show collected 76M viewing hours in the first three weeks, a significant drop compared to 117M in the first season made during the same term.

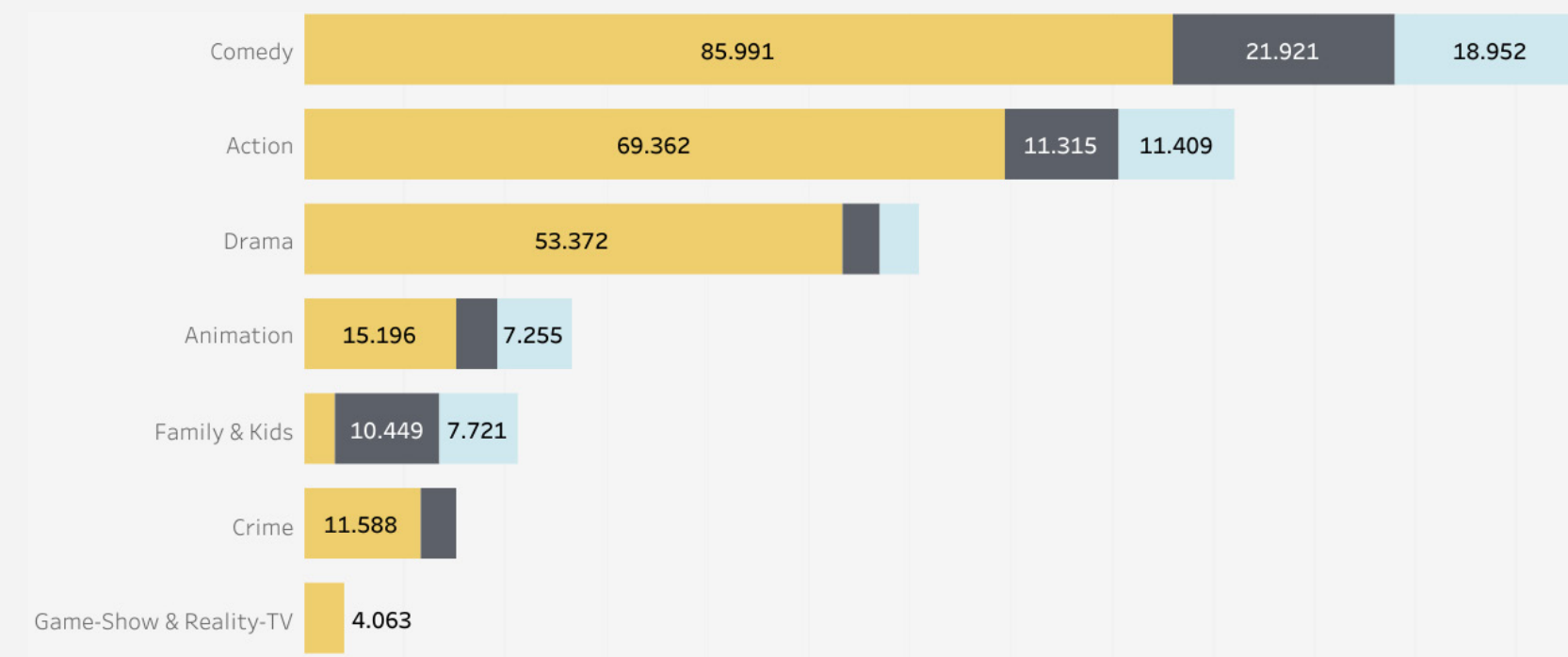
PRODUCTION COUNTRIES: Europe Germany Others

GERMANY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



DSINEY± MATCHED AMAZON PRIME VIDEO SHARE TO 15%

The mega-company increased its presence in the chart thanks to "Modern Family" (18.7M streams), "The Rookie" (7.9M), and kids smash "Bluey" (7.3M). The streaming company is targeting households in the German market, with a particular emphasis on providing family-friendly entertainment options.

NETFLIX HIT FOR THE FIRST TIME 70% SHARE, THE MINIMUM BAR SO FAR

Comedy series made the first spot, carrying up 25% of the platform share fueled by licensed content such as "The Big Bang Theory" (almost 50M streams) and Brooklyn Nine-Nine (10.6M). Netflix Original "XO, Kitty" marked a new milestone to the streaming books: the American romantic Comedy marks the first Netflix television series to be expanded to a spin-off of the "To All The Boys" film series. The films are an adaption of Jenny Han's book trilogy for Young Adults. Now the author is creating shows and movies for Netflix and Amazon Studios.

OTT: Amazon Netflix Disney+

HOT CONTENT IN GERMANY

NORDIC ROYALTEEN: MENTAL HEALTH FOR YOUNG ADULTS.

CELIA FUMANAL
INNOVATION DIRECTOR



The Norwegian sequel of the previous film from the same collection, "Royalteen" released in 2022, was produced to tell a bumpy teen love story. The success of "Royalteen: Princess Margrethe" can be attributed to the rising popularity of romantic films for young adults. Directed by Ingvild Söderlind and featuring talented actors like Ines Høysæter Asserson, Mathias Storhøi, and Elli Rhiannon Müller Osbourne, the sequel continues the captivating story introduced in "Royalteen". Based on the book by Randi Fuglehaug and Anne Gunn Halvorsen, the film resonated strongly with its target audience, showcasing the enduring appeal of romance in movies aimed at young viewers.

Despite receiving mixed reviews from critics and audiences alike, "Royalteen" proved that YA fanfare is unaffected by ratings. When they're up for content, nothing stops them from streaming it. This is not a one-time thing; the success of this genre is in the intersection of the rise in popularity of romantic films and social media's ability to viralized films from SVOD lineups. The film, in the vein of a Nordic version of "The Crown" mixed with "Beverly Hills", capitalised on this trend by building on the triumphs of its predecessor and even performing beyond expectations.

In the film, Margrethe desires to venture beyond her royal life as she feels caged. Director Ingvild Söderlind delves into mental health by examining the aftermath of Margrethe's fateful night. She struggles with her mental health looping what happened that night, and she abuses drugs to cope with her anxiety, leading her to make deplorable decisions that will hunt her and jeopardise her bright future. The collection of films provides a whole picture of the royal family. Women aren't supposed to be sexual without public scrutiny and judgement. Social punishment came in different forms of pressure. Netflix has bet on content for female YA with a similar scope from "Unbelievable", the British hit "Anatomy of a Scandal", to Spanish "Intimacy". The shared factor of this content portrays women being harassed and reckoned while their most private moments are made public, and their mental health twinkles on the edge due to their lives going upside down.

It's encouraging to see that more and more teens recognise the importance of positive portrayals of mental health conditions in movies and TV shows. According to a 2021 survey commissioned by the British Board of Film Classification, 68% of teens believe that these positive portrayals can help break down stigma and promote understanding. This is a positive step in the right direction and boosts the industry to continue to build up more true-

to-life characters and compassionate depictions of mental health in media. The study featured in [Variety](#) said that 64% of 13-18 years old claimed that receiving appropriate warnings on the films and TV shows featuring the content helps them protect their mental health, empowering them to make an informed decision about how to act.

Undoubtedly, there's an abundance of movies featuring mental health stories coming in all formats and from a variety of production countries that are game to be streamed on SVOD.



GLOBAL TAKES

1 / Action movies viewership increased in all the markets.

In the past month, the Action genre has seen a huge boost in popularity. In April, only 5.3% of all streams were for Action movies. But now, that number has skyrocketed to an average of 33%, nearly 7 times higher. What's even more interesting is that many of these streams come from European movies. It's worth noting that European production for Action films had dropped before, but now it's making a strong comeback. Among the most streamed movies, Action movies "AKA" (FR), "Dzien Matki" (PO), and "Blood and Gold" (DE), together with other European productions, hold a combined share of 25.6%. France and Italy experienced the bigger increase, from 6% in April to 42% movies, followed by Germany with 40% and the UK with 32%. Spain presents the lower rate, 9% only.

2 / American powerhouses are back. We also observe a parallel increase in the Animation category, both in shows and movies, occupying an average of 11.5% in the first market and 9.3% in the second across the five markets. In Germany, the series quota reached 77%. Comedy series proved to be the most popular among German audience, accounting for 25% of the Netflix's share, with licensed content like "The Big Bang Theory" and "Brooklyn Nine-Nine" leading the way. Netflix's original series "XO, Kitty" made history as the platform's first television series to spawn a spin-off from the "To All The Boys" film series. With its diverse content library, Netflix remains a strong contender in providing an all-in-one entertainment experience for German households.

3 / Impact of User Account Crackdown causes a decline in Spanish viewership. Spanish streams have steadily declined since January, with the Top #100 accumulating only 38M streams, making it a smaller market than Italy. The decrease in streams can be attributed to Netflix's plan to crack down on user account sharing, which has reportedly already had consequences. Since the announcement of these policies in February, the streams in the Top #100 have lost 25% of their strength, indicating a significant impact on viewership.

4 / Disney+ rules Family & Friend spot. In the show's market, Disney+ managed to gain even more ground than last month. With an additional 4 percentage points, it now holds an average share of 24% across the five markets. This means that Disney's streams account for almost a quarter of the total streams.

5 / European Flicks Celebrate Success in all the markets but UK. European films are thriving in the market, with several hits gaining popularity this month. Movies like "Faithfully Yours" and "Irati" have received acclaim both in theatres and on Netflix, contributing to celebrating European cinema's success. Compared to the previous month, European movies have doubled in size and now make up 25% of the content available. However, there has been a decrease of 4 points in the proportion if we take May 2022. Spain currently has the highest amount of European content at 22%, and it's the market with more local productions on the grid. Following the top list Italy made 19% and Germany with 18%.

6 / Disney+ Dominates in UK OTT Movies. Disney+ doubled its share in the UK's streaming market, reaching 8.3 million streams with a strong focus on family-friendly content like "Frozen", "Moana" and "Monsters, Inc.". Netflix, on the other hand, saw a significant boost in Family & Kids ratings due to the magic of "Harry Potter" films. The documentary genre performed well on both platforms, holding a share equal to Drama, while Animation on Netflix had a notable hit with "Ad Astra".

8 / Anime in the list of preferred genres with 11% quota on series. Animation genres has emerged as the favourite among viewers. Shows like "Naruto: Shippûten" and "Demon Slayer: Kimetsu" have garnered impressive numbers of streams, concretely in France, where Naruto earned 31M streams, and UK in which "Demon" manga series got over 11.3M. Also, popular series like "The Amazing World of Gumball" has seen a significant boost in viewership, solidifying its appeal to Spanish audiences

7 / American Content Shines in UK Top 100 Shows .

English-speaking content, particularly American productions, dominated the UK's top 100 shows, representing 89% of the viewing share. American comedies proved to be highly popular, dwarfing the genre quota with 242 million streams. Local productions' presence in the top 100 shows declined since February, while European content struggled to make a significant impact, with Spanish Original "El silencio" being a notable exception. Disney+ emerged as the leader in the OTT shows category with a 27% quota, outranking Prime Video.

9 / Drama series made the second-best performing rates. With 26% share, they sit only behind Comedy and surpass 523M streams. Dramas were the most favourite genre in the Spanish market, with a 45% share with series such as "El Silencio" and "Bienvenidos al Edén" have garnered impressive numbers of streams, highlighting the audience's interest in psychological thrillers and gripping dramas. Drama also sits at the first spot in Italy and France with 35% and 27% quota, respectively. The show "Queen Charlotte" has set a new record with an average of 25 million streams per market. France had the highest number of streams, with 29.3 million. Additionally, "Grey's Anatomy" and "Firefly Lane" also performed well and were among the top shows.

10/ European Shows Face Challenges in French Streaming. European productions, particularly French ones, declined in the streaming market, dropping 8 points in total share. Local action productions managed to stand out and compete with popular series such as "Rhythm+ Flow France". However, American content still dominates the French streaming landscape, with Netflix and Amazon leading the chart

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BRIDGING THE DATA GAP

MAY 2023

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