



**THINK**DATA.

**BRIDGING THE DATA GAP**

**NOVEMBER 2022**

# THINK DATA: BRIDGING THE DATA GAP

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**Is November a get-away for European content? What other months bring a ray of light for European content in a context of such ferocious competition?**

As Think Data reports go by, we try to identify useful trends for European indie players of all sizes, which is The Film Agency’s core business and the reason why we do this report. We try to observe, looking at this competitive SVOD market, what is there to be grasped, that others haven’t seen, and how it can be useful for our clients. One of the important elements we’re looking closely into is seasonality on SVOD. What films and shows are a must for Netflix and Amazon, and when do they launch them?

This quarter we have seen the impact of October’s spooky season and we can already speak of the massive success of Christmas titles because of their triumphant early entry in November. But between those giant seasons, European shows and films win over a substantial portion of the mainstream audience. In November, we see a shining light, proving there’s an audience that has more time as well as the curiosity to explore other origins.

European content hits several unprecedented and successful marks this month: movies have taken 28.9% of total views, while series take 17% of the share, their best figure in 2022.

Action French films like “Lost Bullet 2” made a blast, while Oscar nominated films like the German “All Quiet on the Western Front” and period fantasies like “1899” achieved high numbers. Spain’s classic young adult series, “Elite”, reached 1.1B views after 6 seasons, and counting. Besides, other newcomer territories, such as Poland and Sweden, are more and more visible in the top grids. Animation and Family Titles hit big marks and achieve a healthy shelf life. It seems there’s room for everyone, but you need to find the right time and place.

Innovation gains quick pace when we see cases like “Les Combattantes” reverse the usual windows and shorten the holdback periods: the 20M-budget series was released first on TF1 and RTBF and subsequently on Netflix, only a month later. Other film industry players are struggling to find innovative release partners, and are being outdone by the platforms who seem more open to testing.

When it comes to Prime, opportunities are more limited, but still, the E-commerce giant depends on European local films, particularly Action and Comedy, which, little by little, cumulate high viewing numbers. In the case of Italy, this month we see how it is becoming a must to release films on Amazon a few months after theatrical release and some films hit 500K views quite easily.

The European audiovisual industry is taking the most of what the giant platforms offer and proving there’s a win-win situation, at least in the short and medium term, and for those who read data, understand the trends, the mind-set and the opportunities.

What other months show good success for European content? Observing the last year, we can identify that May 2022 and December 2021 were also good months for European films. In these months, flicks from the old continent got more than 80M views, gathering more than a quarter of the total share. They were able to squeeze in and find their mainstream audience in the middle of the streaming wars.

Read more about our hot titles and territory analysis for the month and come to your own conclusions about November! And share them with us!

Your analysts,

Raquel Cabrera, Lola Rodríguez, Sarah Calderón

# THE PRESS SAY ABOUT US

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

**SCREEN**DAILY

“ 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**



# SMART PROGRAMMING

BY ELENA NEIRA



Just like the rest of the agents operating in the audio-visual business, streaming platforms do not only live from seasonality. Sometimes, trends mobilize audiences towards certain content in a natural manner. But there are also other times throughout the year when programming has a fundamental strategic importance, thus creating a certain agenda or calendar. November is a curious month in this sense because it is the sandwich between the impulse for spookiness that characterizes Halloween and that cosy mood of Christmas.

Both Netflix and Amazon are learning to capitalize on that opportunity by offering greater variety with regard to titles, even if they are off-trend. This month, in fact, several of them have been able to find their audience, although interest in them is likely to be more short-lived given the pressure of the holiday rush at the end of the month. Access and strategic programming are opening

the eyes of European viewers, inoculating non-English language content into homes and bringing greater diversity to catalogues. Does this mean Hollywood is losing traction? Not at all. It still enjoys extraordinary health, but local has become an essential source of much-needed playback hours for platforms, which is the primary antidote to churn.

Cinema is becoming sort of an exploration while not requiring a lot of commitment. Actually, it seems like European viewers have made it their circuit of experimentation. Series, on the other hand, require a continuity that the viewer seems to validate on the basis of how attractive their universe is. And here the strength of intellectual property is indisputable. The success of *Elite* and the enormous expectation created around *1899* show that Netflix's bet on universes is key to whether or not stories grow.

2022 was a particularly problematic year for platforms. The economic crisis has put their investments in the spotlight. Efficiency, that is to say, the proportionality between the money invested and the audience is fundamental when it comes to measuring the success of TV shows: content must not only find its audience, but it should also provide a great quantity of titles to ensure a certain degree of continuity. Streaming seems to be less interested in short-lived titles and more in stories capable of resonating not only in space but also in time. Cinema exclusivity windows and week-to-week (or volume) releases are perfectly aligned with this philosophy, which seeks a less fleeting life and a product that is not only more profitable but also more appealing.

**Elena Neira**

**La Otra Pantalla | Guest Analyst of the Month**

# SPAIN 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE

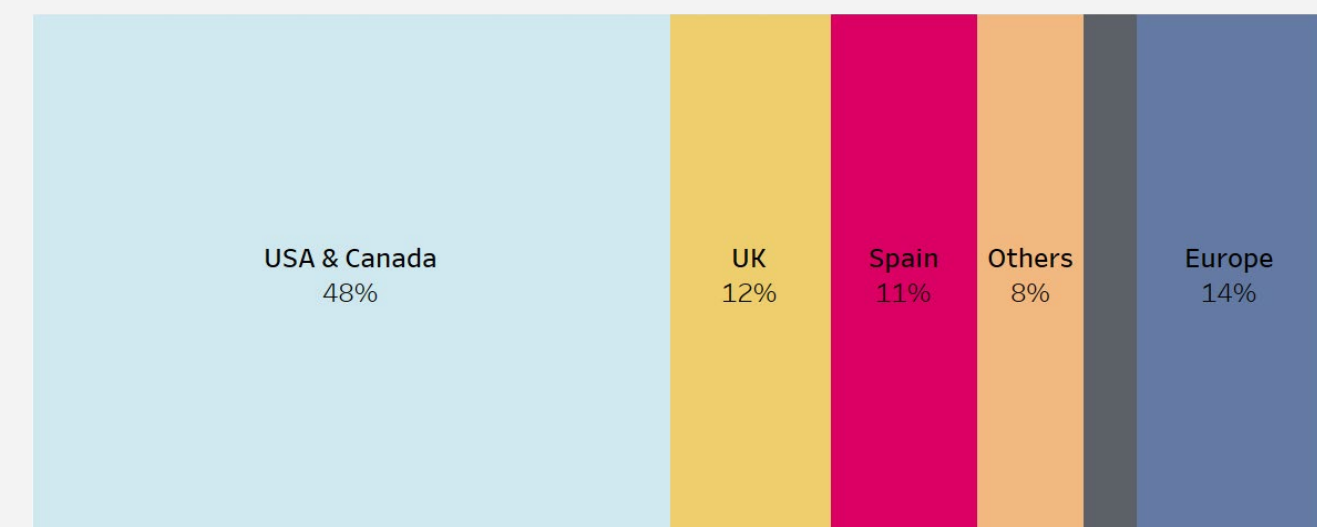
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1	Netflix	Action	5,798
2	Netflix	Comedy	3,202
3	Netflix	Adventure	3,116
4	Netflix	Action	2,610
5	Netflix	Drama	2,293
6	Netflix	Crime	1,957
7	Netflix	Action	1,878
8	Netflix	Drama	1,835
9	Netflix	Action	1,809
10	Netflix	Action	1,580
11	Netflix	Adventure	1,514
12	Netflix	Biography	1,440
13	Netflix	Drama	1,395
14	Netflix	Drama	1,323
15	Netflix	Drama	1,222
16	Netflix	Comedy	1,202
17	Netflix	Horror	1,159
18	Netflix	Action	1,103
19	Netflix	Action	1,059
20	Netflix	Action	1,021
21	Netflix	Drama	953
22	Netflix	Action	915
23	Amazon	Musical	902
24	Netflix	Family & Kids	850
25	Netflix	Comedy	817
26	Netflix	Comedy	798
27	Amazon	Action	750
28	Netflix	Animation	730
29	Netflix	Drama	714
30	Netflix	Crime	705
31	Netflix	Family & Kids	702
32	Netflix	Family & Kids	645

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

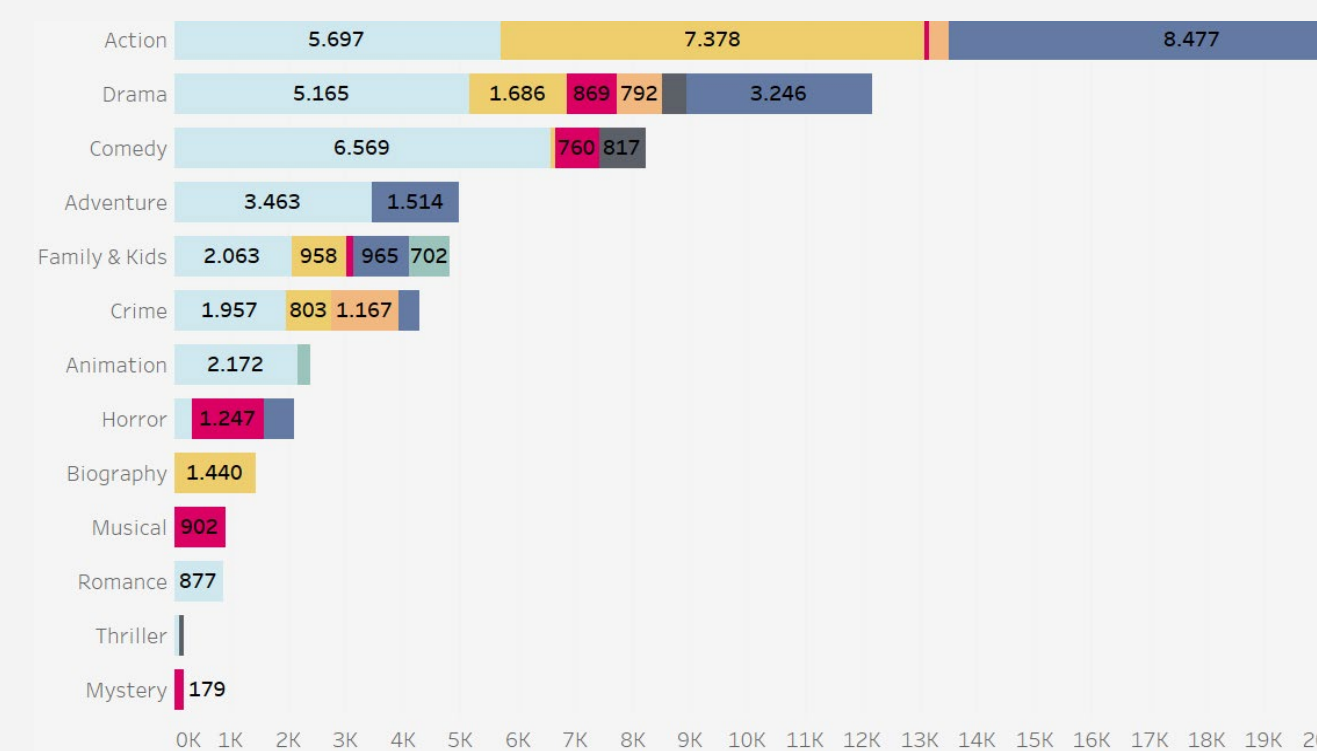
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



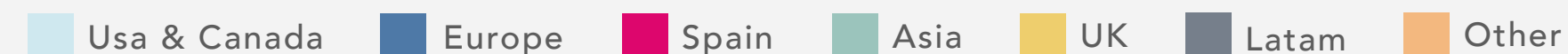
## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## THE NUMBER FOR USA & CANADA PRODUCTIONS FALLS

November is the month where North American movies recorded the worst figures throughout this last semester, with only 44% of streams. And that, despite the fact that they account for 48 of the titles in the Top #100. In all markets, they only got 46.8%, the worst figure since February 2022. Win-win for non-American productions this month! The most streamed movies were Christmas-y ("Falling for Christmas" (3.2M), "The Noel Diary" (1.8M)) or fantasy-like fare such as ("Slumberland" (3.1M)), a genre in which everything is more or less subconsciously tailored to suit the holiday season.

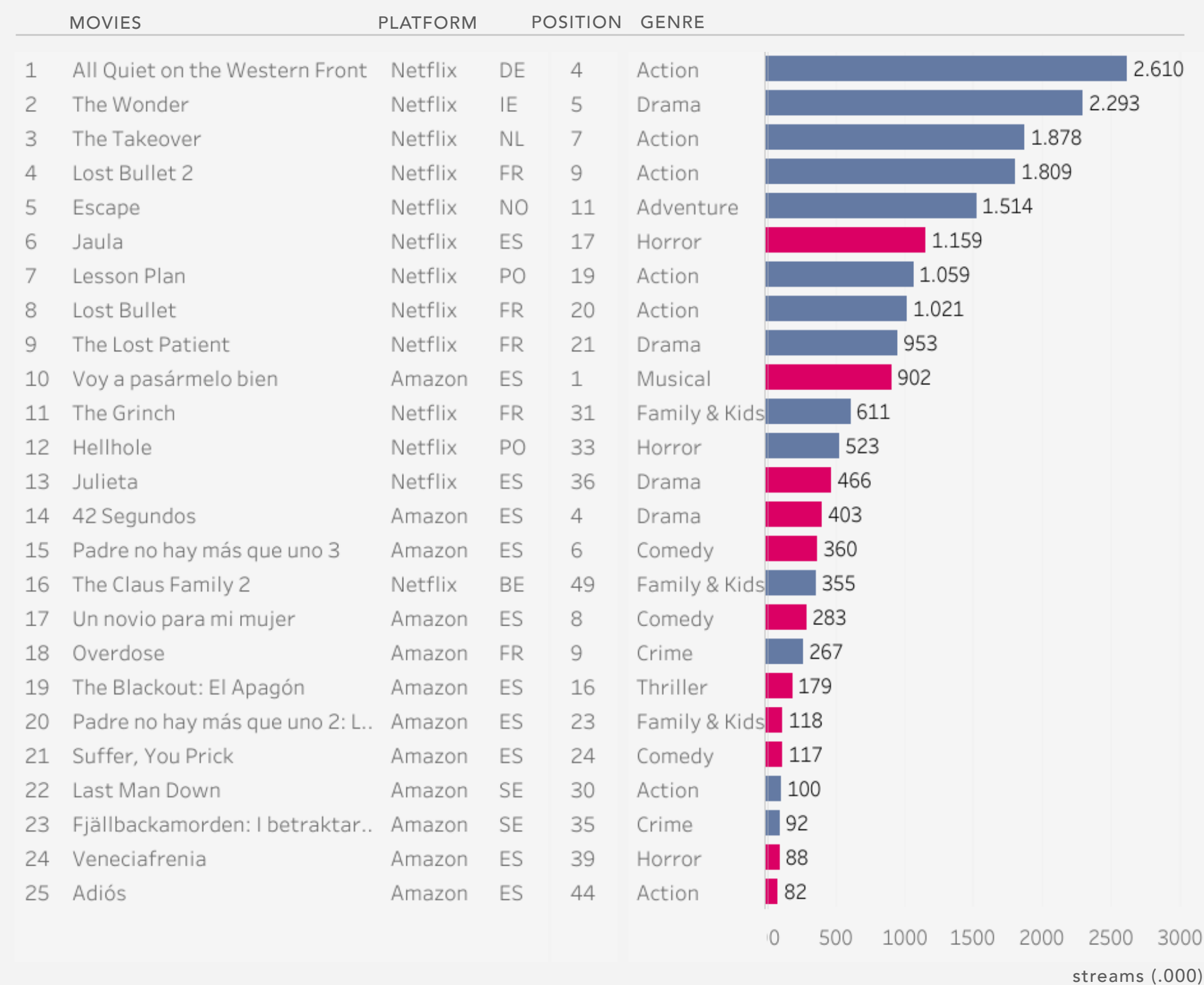
## UK TAKES THE LEAD IN NOVEMBER

One of the beneficiaries of the drop in the North America share is the UK. With only 12 titles in Top #100, it was able to collect 19.15% of views, mainly thanks to "Enola Holmes 2", which has broken the record as the fourth-best intro ever recorded in the Spanish market. "Enola Holmes" and "The Swimmers" have also been very important. The latter, by the way, had its world premiere at the 2022 Toronto International Film Festival and was released in cinemas and successfully on the platform. The director, Sally El Hosaini, has won awards at the Sundance Film Festival, the Berlin International Film Festival and the BFI London Film Festival.

# SPAIN 100 MOVIES | EUROPEAN FOCUS

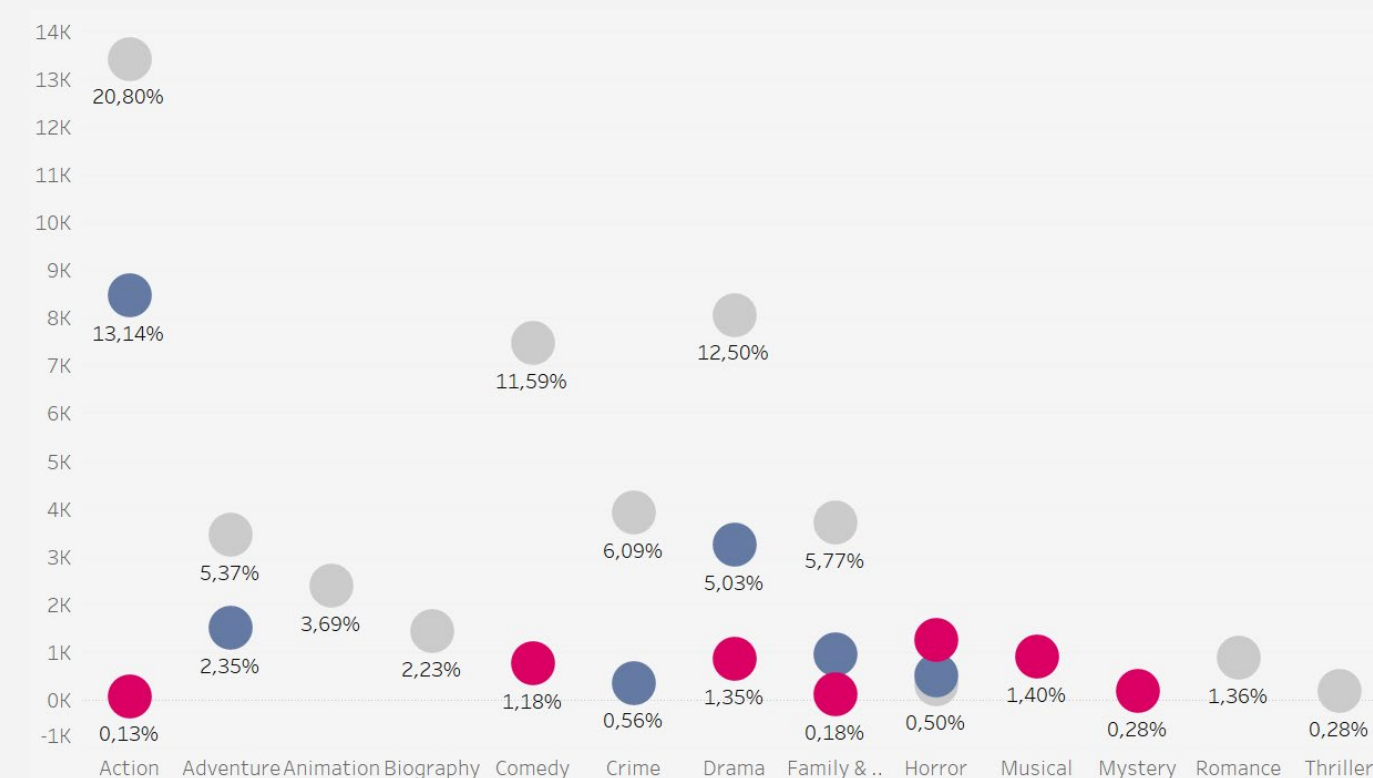
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

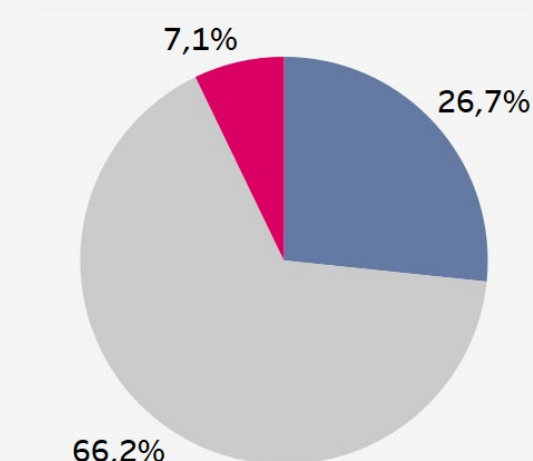


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	6	1
Adventure	1	
Comedy		3
Crime	2	
Drama	2	2
Family & Kids	2	1
Horror	1	2
Musical		1
Mystery		1

## CONTRIBUTION TO DRAMA STREAMS



## EUROPE IS BREAKING RECORDS!

This month a lot of records have been broken - not only in the Spanish market. This first record goes to European productions. They reached a 23.4% share of the total, becoming the month with the most views since we have data. Also - they managed to break this record with only 14 titles! "All Quiet on the Western Front" (2.6M), "The Wonder" (2.2M), "The Takeover" (1.8M), "Lost Bullet 2" (1.8M), "Escape" (1.5M) are making that extra effort to achieve this magnificent figure. Most of them are Action. Actually, European Action movies provide 40% of streams that came from Action in a month where that genre has undoubtedly been the main protagonist. It's a great month for Europe!

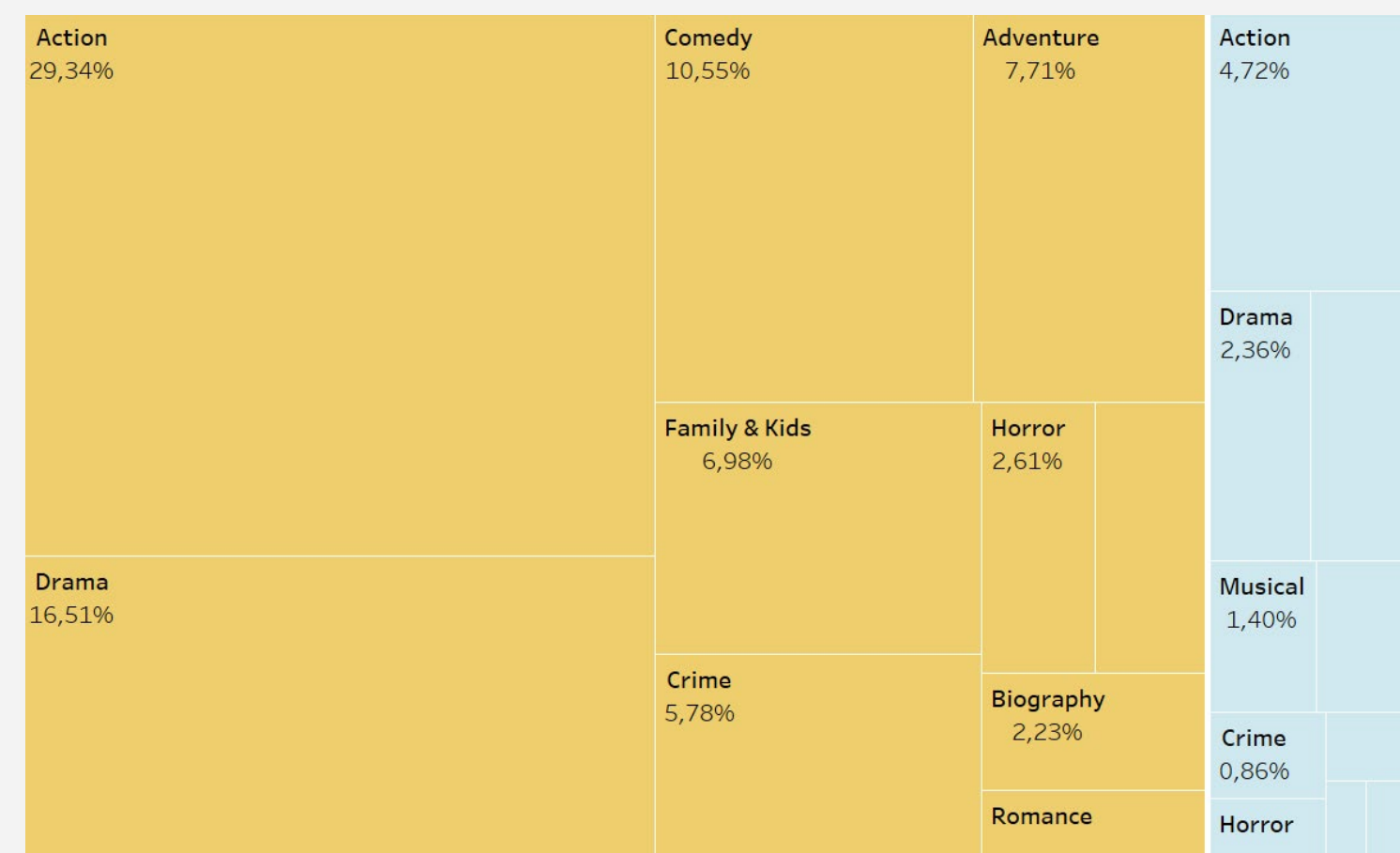
## BUT IT'S NOT ALL GREAT NEWS - SPAIN'S PRODUCTIONS LOSE GROUND

The flipside of such wonderful news is that we've witnessed how Spain has lost a lot of share. In comparison with last month, Spanish productions lost almost 11 points, having one of the worst figures we've recorded. Why is that? Basically, if your agenda and catalogue have no premieres, no Christmas or seasonal movies, you're lost.

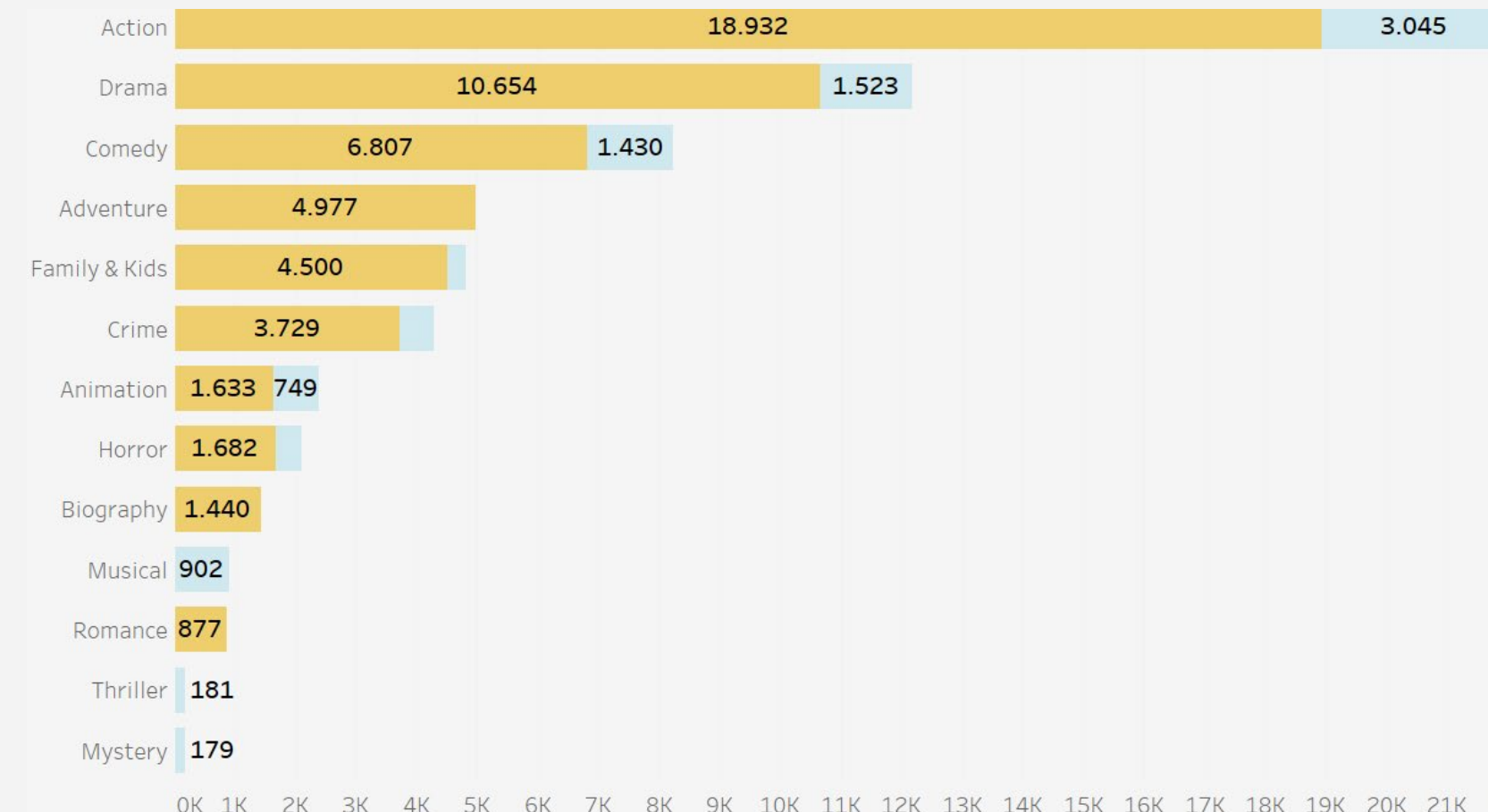
PRODUCTION COUNTRIES: ■ Europe ■ Spain ■ Others

# SPAIN 100 MOVIES | SVOD PLATFORMS

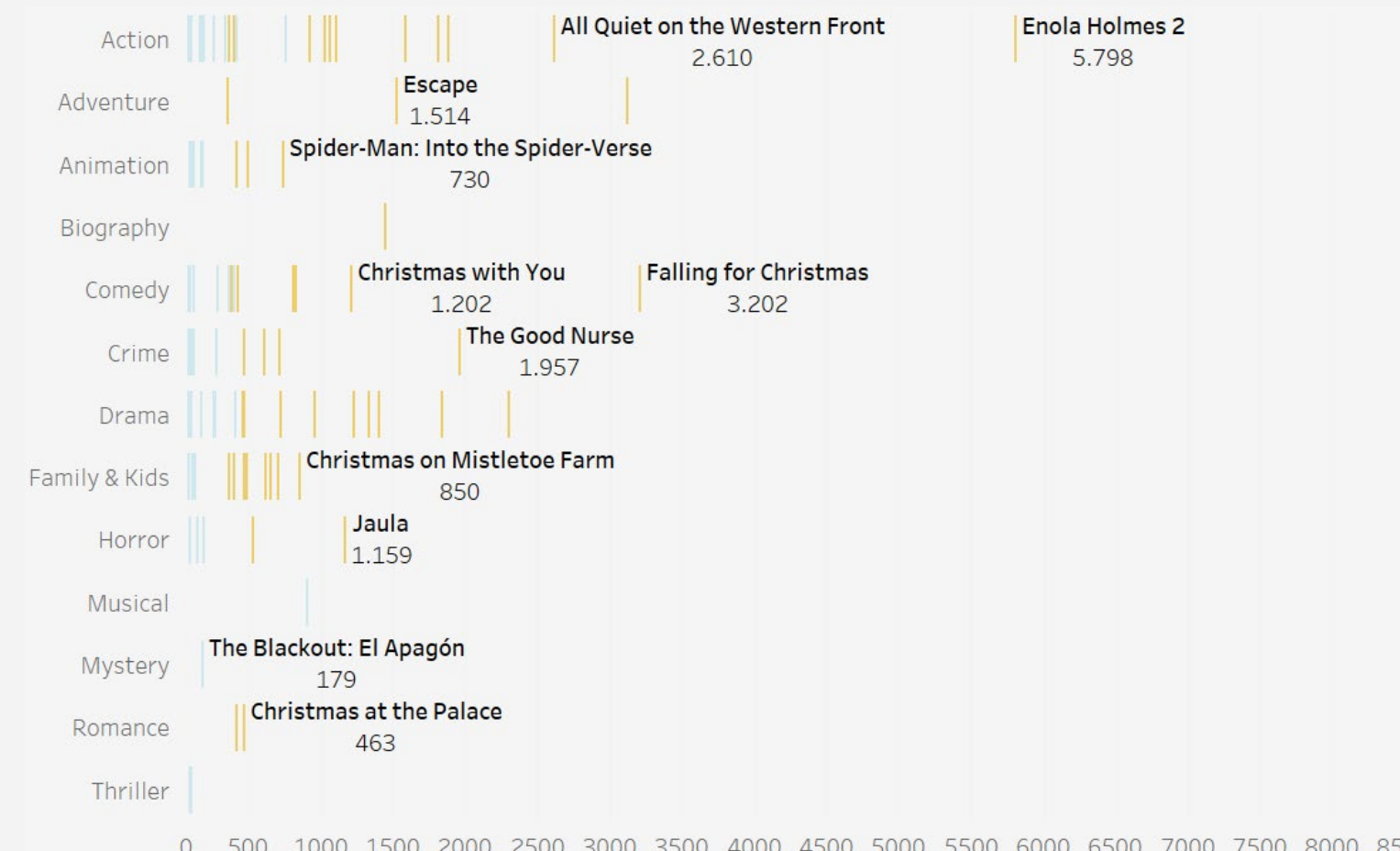
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

## “VOY A PASÁRMELO BIEN”, THE MUSICAL THAT HAS BROUGHT SOME LIFE TO AMAZON

Although the performance of both platforms has been very much in line with their usual monthly average, it's quite remarkable how Amazon has brought more streams for local productions than Netflix this month. Of all Amazon views, 30% of them came from Spanish productions, while Netflix only contributes with 3%.

“Voy a Pasarmelo Bien” (902K) is the most streamed movie from Amazon this month and also the second most streamed, locally speaking - the first is “Jaula”, which has gathered 2.3M since September. It's written and directed by David Serrano de la Peña, the screenwriter of “The Other Side of the Bed” (another Spanish musical comedy), as well as “Días de fútbol”, “Tenemos que hablar” and “Una hora más en Canarias”. “Voy a pasármelo bien” was released in theatres to great critical and public acclaim in August 2022, taking \$2,179,547 at the Box Office. The film was also nominated in the Best Comedy category at the prestigious Premios Feroz, 2023.



# SPAIN 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

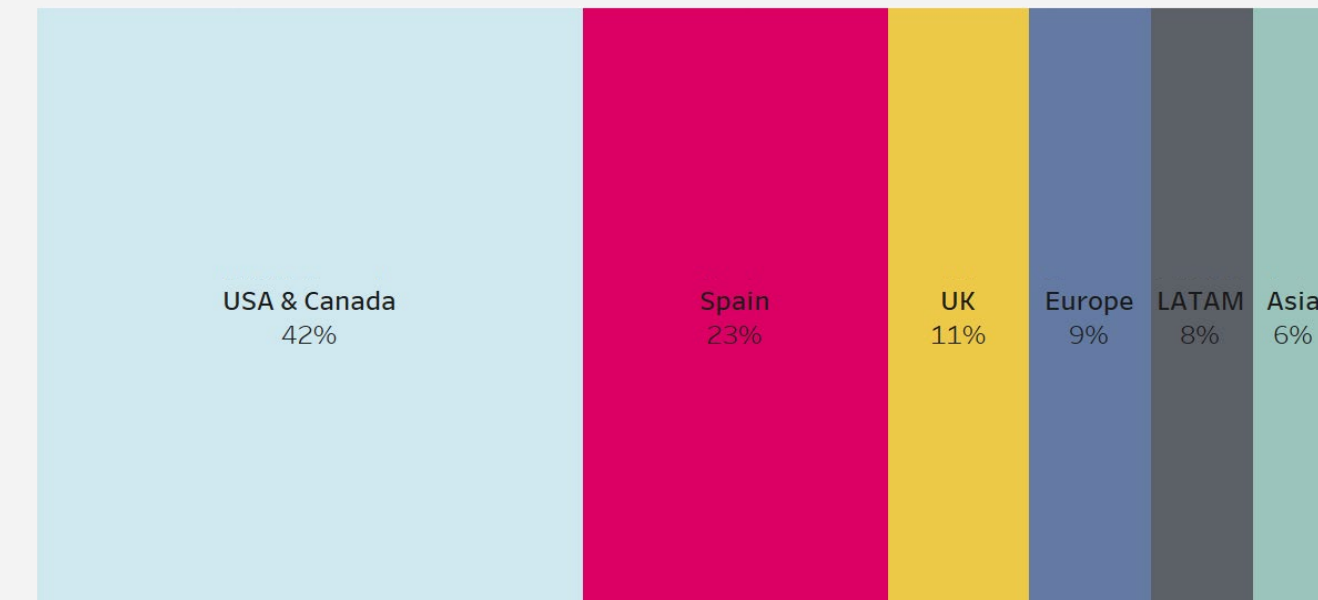
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Manifest	Netflix	Drama	31,362
2	The Scent of Passion	Netflix	Drama	28,036
3	Hasta que la plata nos sep..	Netflix	Drama	26,002
4	Wednesday	Netflix	Family & Kids	25,240
5	The Crown	Netflix	Biography	24,162
6	Elite	Netflix	Crime	23,637
7	1899	Netflix	Drama	17,364
8	Si Lo Hubiera Sabido	Netflix	Drama	15,532
9	Dead to Me	Netflix	Comedy	12,786
10	Peppa Pig	Netflix	Animation	10,630
11	La que se avecina	Amazon	Comedy	9,389
12	Inside Man	Netflix	Drama	8,754
13	Warrior Nun	Netflix	Action	8,472
14	PAW Patrol	Netflix	Animation	8,452
15	The Blacklist	Netflix	Crime	8,151
16	Monster: The Jeffrey Dah..	Netflix	Biography	7,677
17	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	7,454
18	From Scratch	Netflix	Drama	7,045
19	The Watcher	Netflix	Thriller	6,881
20	Young Royals	Netflix	Drama	5,744
21	The Good Doctor	Amazon	Drama	1,039
		Netflix	Drama	4,520
22	Sagrada familia	Netflix	Drama	5,484
23	One Of Us Is Lying	Netflix	Crime	4,976
24	Love Never Lies: Destinati..	Netflix	Game-Show & Reality-TV	4,909
25	Black Money Love	Netflix	Action	4,629
26	The Peripheral	Amazon	Drama	4,545
27	The Queen of Flow	Netflix	Drama	4,388
28	Hunter x Hunter	Netflix	Animation	4,331
29	The Cuphead Show!	Netflix	Animation	4,061
30	Big Mouth	Netflix	Animation	3,956
31	Ancient Apocalypse	Netflix	Documentary	3,883
32	The Vampire Diaries	Amazon	Action	3,853

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

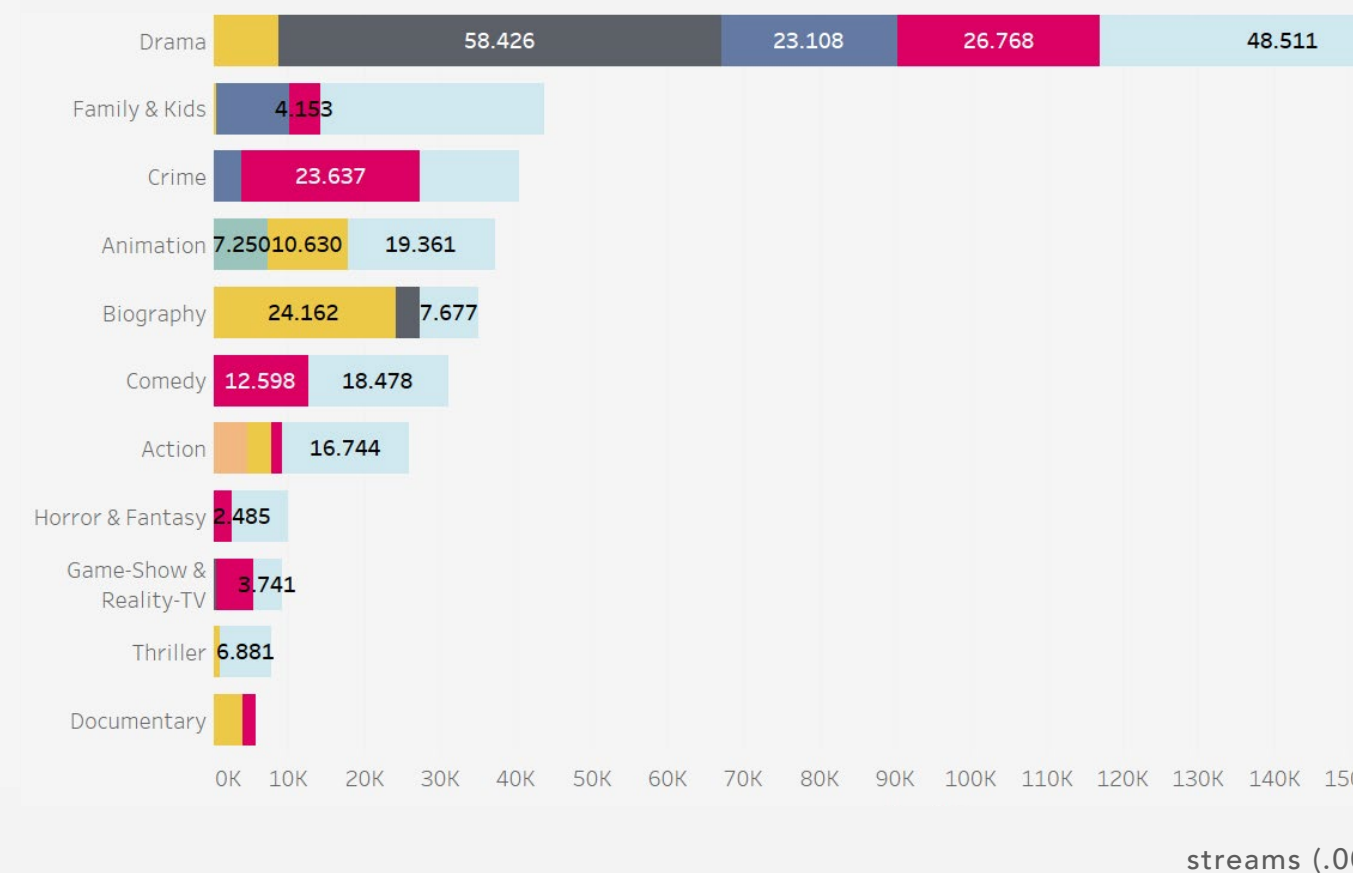
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



## LATAM GAINS PROMINENCE ONCE AGAIN

Positions #2 and #3 go respectively to "The Scent of Passion" (28M) and "Hasta que la Plata nos Separe" (26M). "The Scent of Passion" reached 28M views despite not having new episodes -the show premiered in December 2021- and in spite of being released on air on Telecinco, the Spanish channel that has the second biggest share of all, on November 2. On the other hand, "Hasta que la Plata nos Separe" gained 26M streams this month. Since its premiere on November 20, the show has been 10 times in Top #10 Non-English TV Shows. The highest quantity of hours streamed in those 10 weeks was 52M, reported in the third week. Both shows together account for 8% of total views. Also, the two have been produced by RCN Televisión, one of the most important Colombian broadcasters today.

## THE FOURTH SEASON OF "MANIFEST" OVERTAKES "WEDNESDAY" ON THE SPANISH MARKET

With 31.3M streams in November, "Manifest" unexpectedly snatches gold from "Wednesday", the show that has managed to break records globally. "Manifest" was first cancelled after three seasons by NBC. However, Netflix has renewed the show for a fourth and last season. The show is also following the new Split Release Strategy: according to the fanbase, the second part, based on the show's plot, will be released on June 3.

## PRODUCTION COUNTRIES:

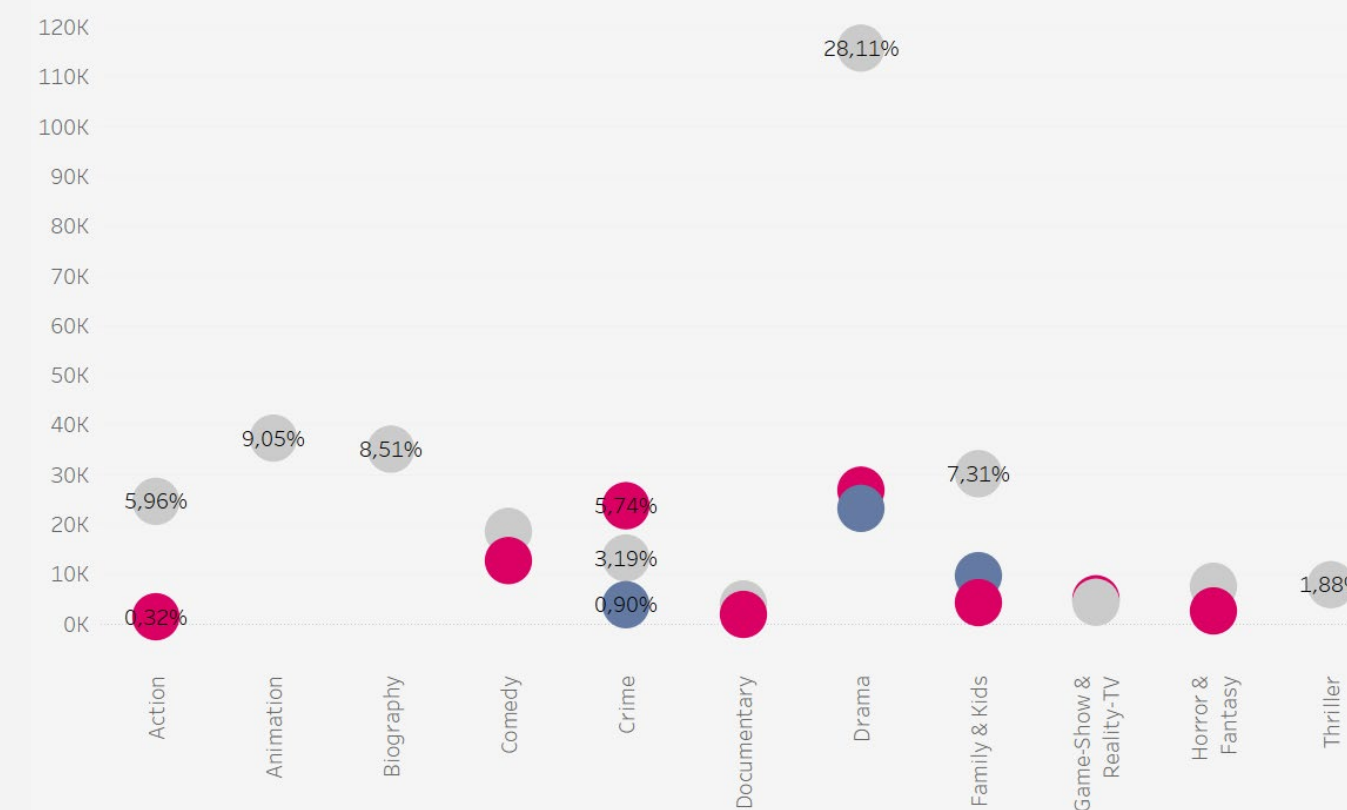


# SPAIN 100 SHOWS | EUROPEAN FOCUS

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

SHOWS	POSITION	PLATFORM	GENRE	STREAMS
1 Elite	6	Netflix ES	Crime	20.691
2 1899	5	Netflix ES	Crime	2.946
3 Si Lo Hubiera Sabido	1	Netflix DE	Drama	17.364
4 La que se avecina	13	Amazon ES	Comedy	15.532
	12	Amazon ES	Comedy	4.062
	11	Amazon ES	Comedy	1.535
			Comedy	1.156
			Comedy	766
	10	Amazon ES	Comedy	682
	9	Amazon ES	Comedy	700
	1	Amazon ES	Comedy	487
5 Young Royals	2	Netflix SE	Drama	5.744
6 Sagrada familia	1	Netflix ES	Drama	5.484
7 Love Never Lies: Destinati..	1	Netflix ES	Game-Show & Reality-TV	4.909
8 Karppi	3	Netflix FI	Crime	3.722
9 Grizzy and the Lemmings	2	Netflix FR	Family & Kids	3.506
10 Let's Go, Pocoyo	1	Netflix ES	Family & Kids	3.302
11 Molang	4	Netflix FR	Family & Kids	3.207
12 Las de la última fila	1	Netflix ES	Drama	3.043
13 Booba	3	Netflix RU	Family & Kids	2.865
14 Desaparecidos	3	Amazon ES	Drama	991
			Drama	633
	2	Amazon ES	Drama	546
	1	Amazon ES	Drama	539
15 Historias para no dormir	2	Amazon ES	Horror & Fantasy	1.801
	1	Amazon ES	Horror & Fantasy	684
16 Dulceida Al Desnudo	1	Amazon ES	Documentary	1.031
			Documentary	746
17 Aquí no hay quien viva	3	Amazon ES	Comedy	881
	2	Amazon ES	Comedy	716
18 Los hombres de Paco	4	Amazon ES	Action	453
	1	Amazon ES	Action	859
19 True Story España	1	Amazon ES	Comedy	885
20 Les tres bessones	1	Amazon ES	Family & Kids	851
21 Aída	9	Amazon ES	Comedy	727

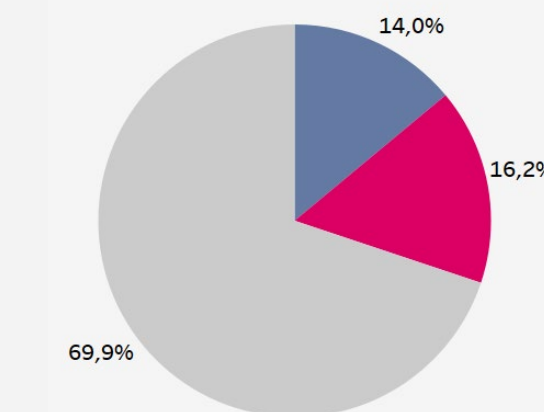
## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



## NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	SPAIN
Action		1
Comedy		4
Crime	1	1
Documentary		1
Drama	2	4
Family & Kids	3	2
Game-Show & Reality-TV		1
Horror & Fantasy		1

## CONTRIBUTION TO DRAMA STREAMS



## CRIME IS BACK IN THE CLASSROOMS OF LAS ENCINAS

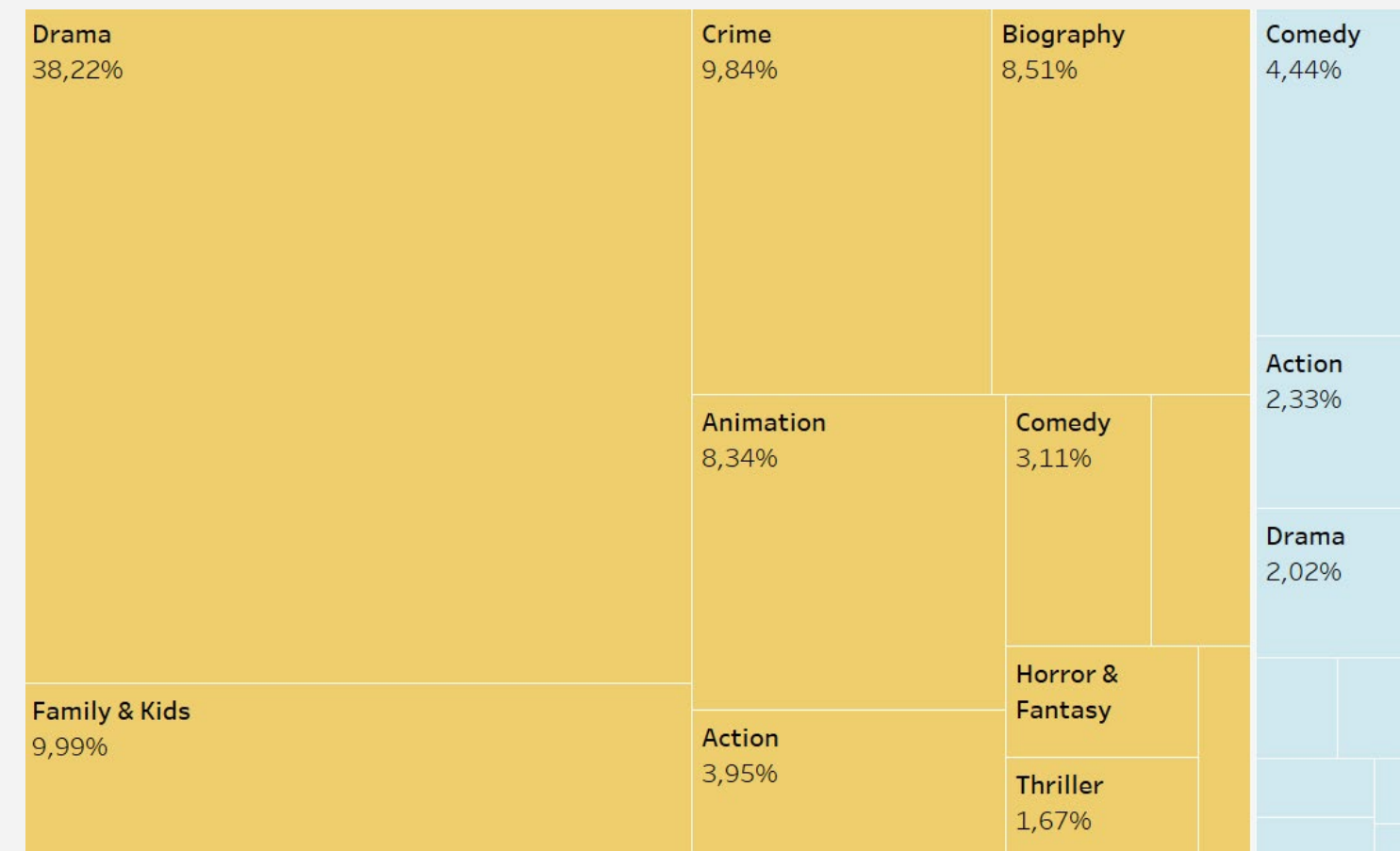
Now a classic, "Elite" came back with a 6th season that premiered on November 18 and gained 23.6M views in the Spanish market. The show also managed to be present four times in the Top #10 Non-English TV Show, gathering its maximum quantity of hours streamed in its second week, with 48.2M hours. This number just confirms and reinforces "Elite"'s finest position: the show is the second most played show in the Spanish market and third most played in all markets.

## ONE MINUTE IT WAS THERE, THE NEXT IT WAS GONE: "1899"

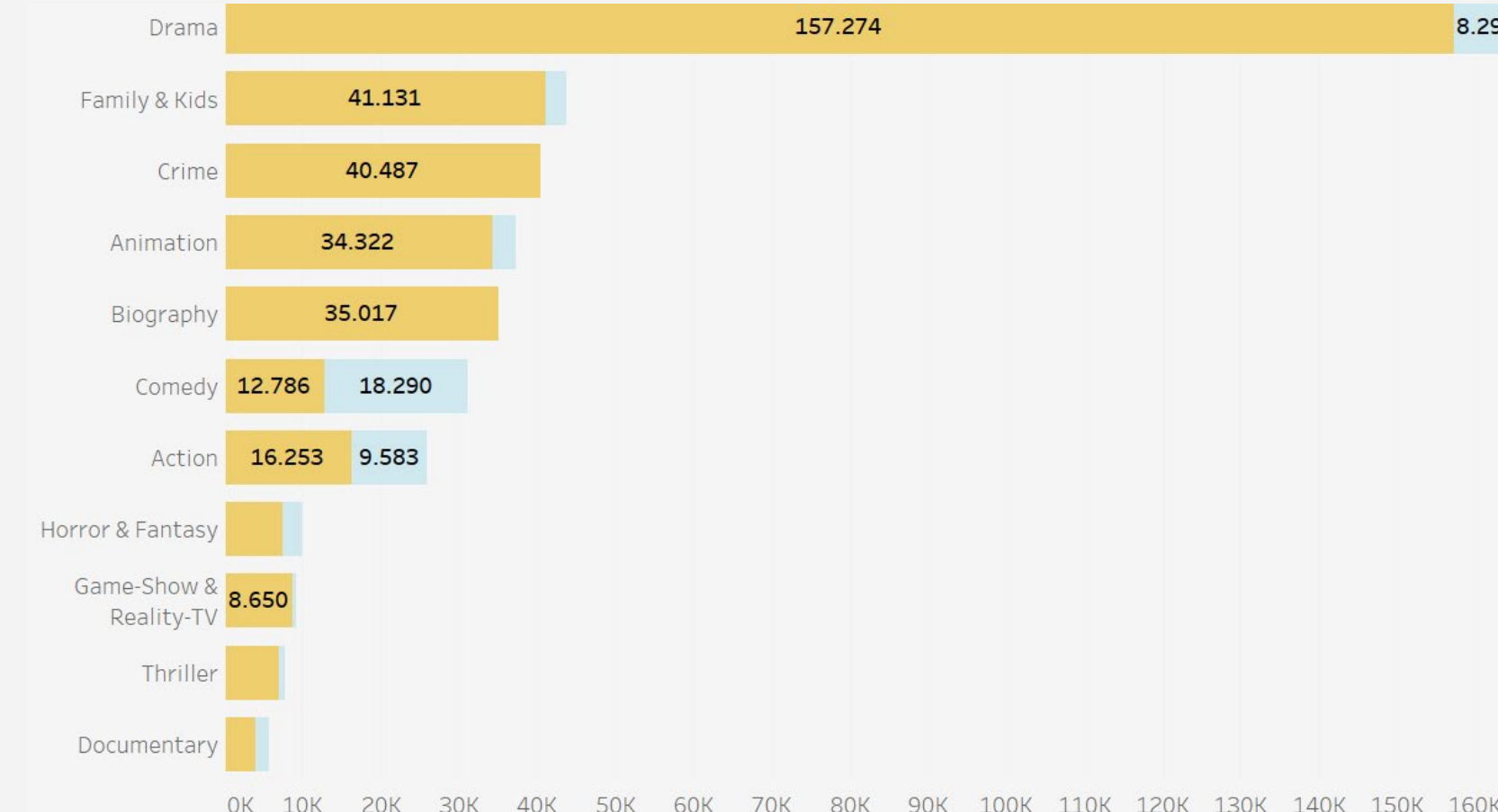
"1899", the series from the creators of "Dark", has become Netflix's first cancellation in 2023 despite sneaking into the "Top 10" Non-English TV Shows for five weeks. This cancellation is further proof of the change in Netflix's Original content strategy. "1899" was an economically ambitious project. It was narratively set to have 3 seasons, but the completion rates have spoken and they are clearly not enough for Los Gatos. Do you want to know how cancellation works in Los Gatos? Go check the Spanish Hot Title's article from September where we described the key metrics that platform uses to take these decisions.

# SPAIN 100 SHOWS | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



## AMAZON LOSES IN SHARE BUT GAINS IN REPUTATION

Jeff Bezos's company lost 2 points in comparison with last month, but it's quite understandable: Netflix was on fire this month (as well). Nevertheless, the e-commerce has produced and premiered "The Peripheral", an American science fiction series, with Westworld's creator as executive producer. It has collected 17.4M views in all markets, 4.5M from the Spanish market. The show has received very good reviews. It has even been described as the best Amazon show for 2022, far better than the expensive "The Rings of Power". If you want to see all the math behind "Lord of The Rings" check our hot title article for September data!

## "HISTORIAS PARA NO DORMIR" PREMIERES ON AMAZON

The second season of "Historias para no dormir" lands on Amazon. The anthology series, which brings together top-notch directors and actors from the Spanish film landscape, includes, this time, directors such as Salvador Calvo, Nacho Vigalondo and Jaime Balagueró. The tribute to Narciso Ibáñez Serrador's classic format has gathered 2.9M views in the Spanish market. The first season, however, is also available for free on RTVE Play.

# HOT CONTENT IN SPAIN

## “ELITE” IS KIND OF A CLASSIC BY NOW - PART OF NETFLIX’S ELITE

The sixth season of “Elite” came out this month and a good handful of teens (and not-so-teen) were very excited about the premiere. In this new season, there are no characters left from the first two seasons: the new cast are all alone by themselves. The intense cocktail of teen tropes and drama still has a place for the audience in this sixth season, where “Elite” keeps sneaking into the Top 10# Non-English Most Streamed TV Shows. But, is everything the same as it used to be?

Zeta Studios is, by the way, behind the creation and production of “Elite”. You might know the company from other shows, but also for its great capacity for creating narratives that don’t only match Netflix’s principles, but also those of almost every powerful streaming service in Spain. Zeta Studios is behind “El Vecino” on Netflix, “Días mejores” on Amazon, as well as “Reyes de la noche” on Movistar+ and “García!” for HBO Max. Certainly an example of how to grow as a production company in the streaming war era.

The company knew all along what the audience wanted back then. From the very beginning, people were amazed by “Elite”. A very demanding and knowledgeable audience was very happy about how the show managed to steal television tropes from all classic teen shows without forgetting the importance of portraying real-life events such as abortion, class, sexuality, gender and race

differences. All that while having all of us biting our nails bringing a fresh, new countenance to teen thriller dramas.

The fandom was so intense that it got worldwide attention. A month before the release of this last season, during the fourth “Tudum”, the event where Netflix covers its new original films and television series, Ted Sarandos’ & Greg Peters’ company announced the official Indian adaptation of “Elite”, entitled “Class”. However, the last few seasons have seen gradually decreasing numbers, and the audience and the critics don’t like it as much. Season five, for example, premiered on April 8, in 2022 and got 118M views in that month in all markets. Season six came out on November 18 and it has only got 61M streams. Okay, yes. There are ten days’ difference between those premiere dates - but the difference is almost double. Also, every new premiere since season four has been getting fewer stream hours and weeks in the Top #10 Non-English Most Streamed Shows.

But, although “Elite” is not the same as the beginning (duh!), the show is by far one of the most successful Spanish productions Netflix has ever had. In its local market alone, the show has collected 309M views since January 2018. The only local product that has managed to collect more views has been, of course, “Money Heist”, and the only Spanish-speaking shows are “The Scent of Passion”, “Pasion de Gavilanes” and “The Queen of Flow”.

In all available markets, “Elite” has gathered 1.1B views, with only 3 other European titles ahead of it: “Money Heist”, “Sex Education” and “Grizzy and the Lemmings”.

After all, there aren’t as many Netflix Originals that have completed six or more seasons. “House of Cards”, “Bojack Horseman” and “Grace and Frankie” are some of the few shows that have had the privilege to stay on Netflix. I’m sure you can agree with us - they’re already Netflix classics. According to the N platform, the seventh season is already being filmed. Will “Elite” become the longest-running Netflix Originals series? One thing is clear: it’s kind of a classic by now.



# ITALY 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	Enola Holmes 2	Netflix	Action	3,948
2	Falling for Christmas	Netflix	Comedy	2,647
3	Slumberland	Netflix	Adventure	2,094
4	The Wonder	Netflix	Drama	1,694
5	All Quiet on the Western F..	Netflix	Action	1,528
6	The Takeover	Netflix	Action	1,355
7	The Noel Diary	Netflix	Drama	1,269
8	The Good Nurse	Netflix	Crime	1,251
9	Medieval	Netflix	Action	1,211
10	Christmas with You	Netflix	Comedy	1,152
11	Enola Holmes	Netflix	Action	1,135
12	Lost Bullet 2	Netflix	Action	1,068
13	Those Who Wish Me Dead	Netflix	Action	790
14	Lesson Plan	Netflix	Action	766
15	The School for Good and E..	Netflix	Action	740
16	Man of Tai Chi	Netflix	Action	708
17	Beyond the Universe	Netflix	Comedy	701
18	The Swimmers	Netflix	Drama	679
19	Cold Pursuit	Netflix	Action	664
20	Robbing Mussolini	Netflix	Drama	661
21	The Meg	Netflix	Action	639
22	Passengers	Netflix	Drama	619
23	Hellhole	Netflix	Horror	599
24	Jaula	Netflix	Horror	594
25	Once Upon a Time in Bethl..	Netflix	Adventure	580
26	Christmas at the Palace	Netflix	Romance	543
27	Christmas Made to Order	Netflix	Romance	540
28	After	Netflix	Drama	529
29	Luckiest Girl Alive	Netflix	Drama	499
30	Christmas on Mistletoe F..	Netflix	Family & Kids	485

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

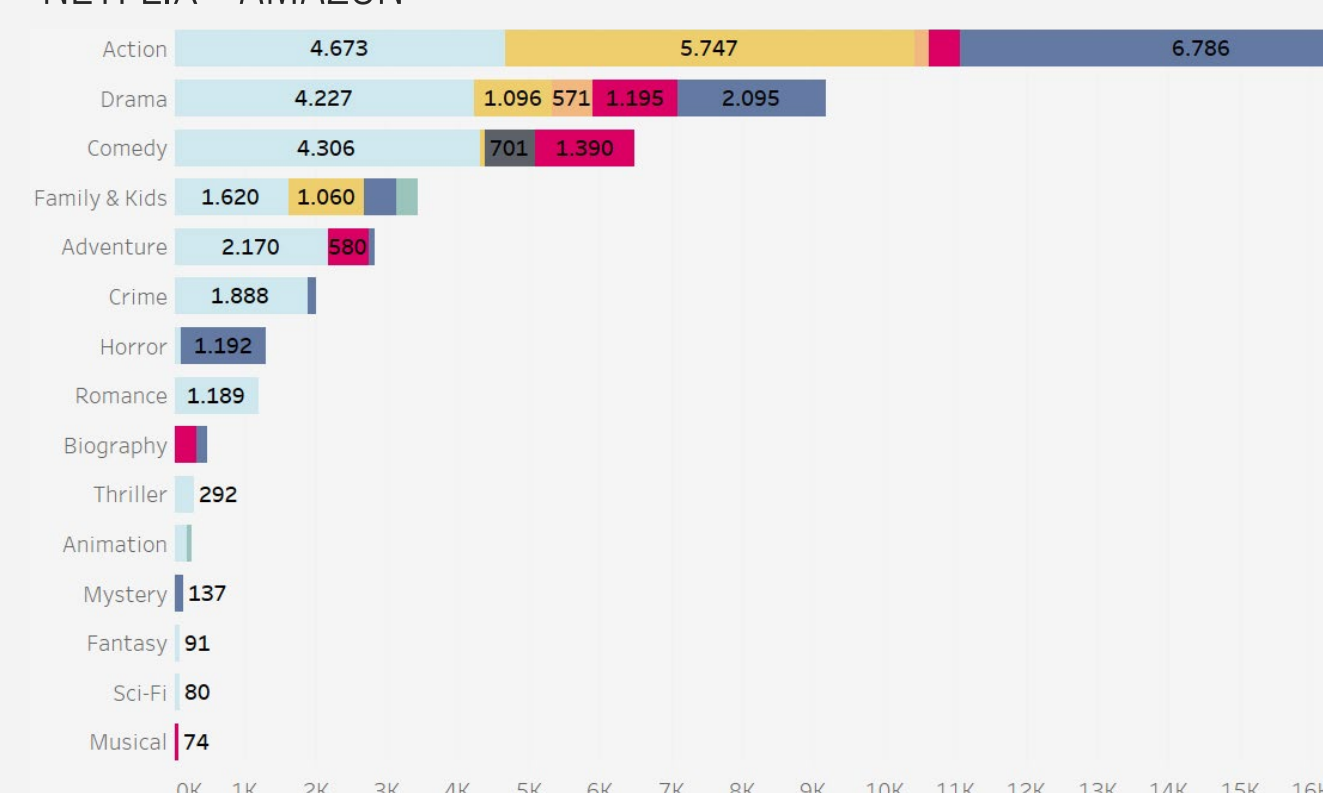
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



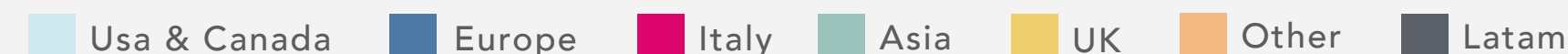
## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## YES, WE HEARD! CHRISTMAS IS JUST AROUND THE CORNER

The Christmas season has got to the platforms already in November. So much so that there are 9 titles in the current chart that contain the word "Christmas". There are plenty of movies for this time of the year: Netflix has an almost perfect strategy for the holiday season! What's the secret? A huge catalogue and remarkable casts. In 2015, they released "A Very Murray Christmas" with Bill Murray; in 2019 "The Knight Before Christmas" with Vanessa Hudgens, "Christmas Chronicles" (2018) with Kurt Russell, "Holidate" with Emma Roberts (2020) and more. This year, they have brought us a big comeback. "Falling for Christmas" brings back Lindsay Lohan, as the main character of the movie, and also marks her first role in a major production. The movie has gotten 2.6M views in Italy and 16.5M in all markets. In our October report, we already drew attention to the importance of European producers feeding the spooky season. This is also confirmed with Christmas!

## THE UK IS THE DEFINITE WINNER THIS MONTH

British productions collected 17.31% of total views, one of the best numbers they have achieved so far: "Enola Holmes 2" (3.9M) and the original mystery film "Enola Holmes" (which has also got 1.1M views) are chiefly responsible for this. They follow the teenage sister of the already-famous Victorian-era detective Sherlock Holmes. The film received positive reviews from critics and topped Netflix's viewership charts in 93 countries.

# ITALY 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

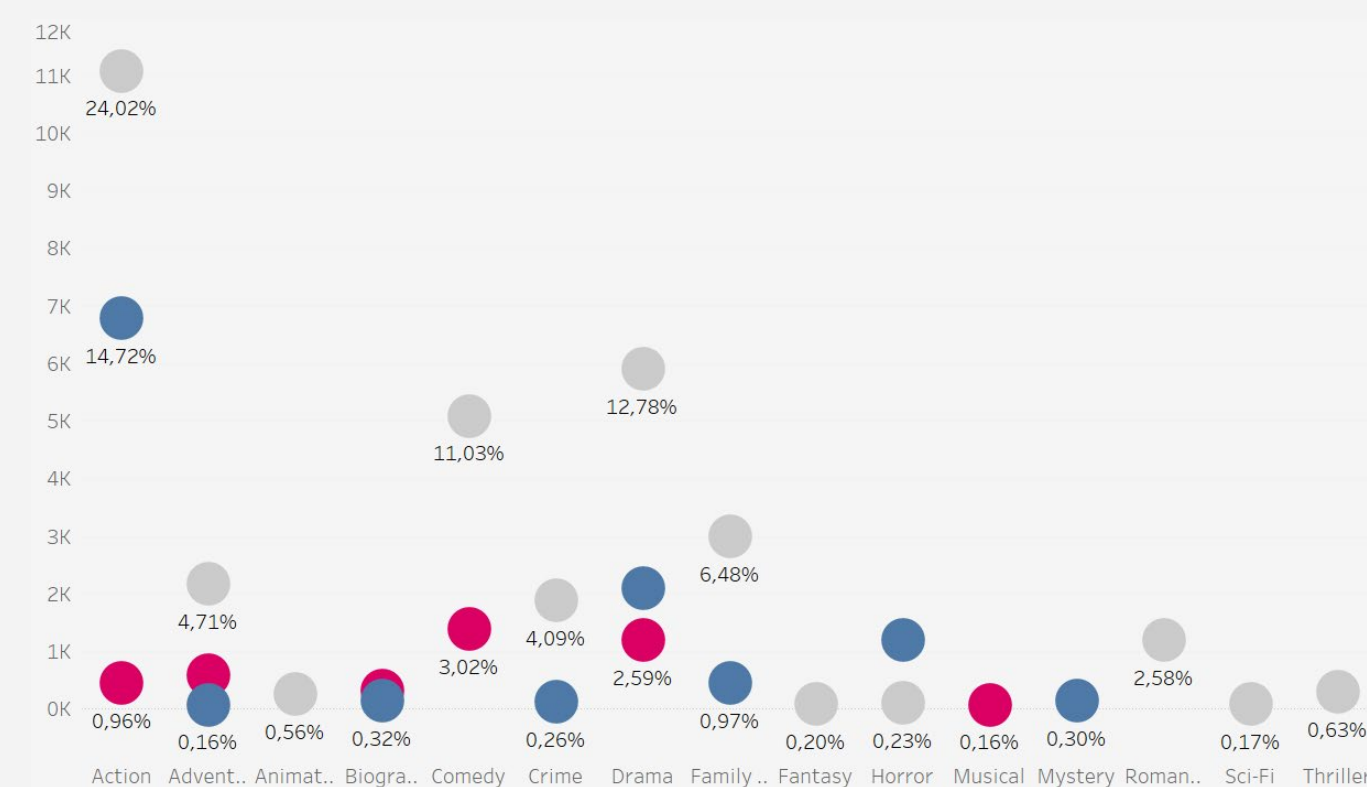
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	
1	The Wonder	Netflix	IE	Drama	1.694
2	All Quiet on the Western F..	Netflix	DE	Action	1.528
3	The Takeover	Netflix	NL	Action	1.355
4	Medieval	Netflix	CZ	Action	1.211
5	Lost Bullet 2	Netflix	FR	Action	1.068
6	Lesson Plan	Netflix	PO	Action	766
7	Robbing Mussolini	Netflix	IT	Drama	661
8	Hellhole	Netflix	PO	Horror	599
9	Jaula	Netflix	ES	Horror	594
10	Once Upon a Time in Bethl..	Netflix	IT	Adventure	580
11	Brave ragazze	Netflix	IT	Comedy	457
12	The Claus Family 2	Netflix	BE	Family & Kids	448
13	Lost Bullet	Netflix	FR	Action	442
14	Falla Girare	Amazon	IT	Action	441
15	Lasciarsi un giorno a Roma	Netflix	IT	Comedy	436
16	The Lost Patient	Netflix	FR	Drama	313
17	Time Is Up 2	Amazon	IT	Drama	232
18	Autumn Beat	Amazon	IT	Drama	228
19	Come un padre	Amazon	IT	Biography	215
20	Last Man Down	Amazon	SE	Action	191
21	Curiosa	Amazon	FR	Biography	146
22	Oderzhimaya	Amazon	RU	Thriller	137
23	Nordsjøen (North Sea)	Amazon	NO	Action	133
24	Natale in Sudafrica	Amazon	IT	Comedy	124
25	Lillo e Greg Comedy Show	Amazon	IT	Comedy	121
26	Overdose	Amazon	FR	Crime	118
27	Mahmood	Amazon	IT	Biography	102
28	Corro da te	Amazon	IT	Comedy	98
29	The Blackout	Amazon	RU	Action	92
30	Between Your Legs	Amazon	ES	Drama	87
31	Natale in India	Amazon	IT	Comedy	81
32	The Ninth	Amazon	RU	Adventure	75
33	Time Is Up	Amazon	IT	Drama	75
34	Backstage	Amazon	IT	Musical	74
35	Libertà Live	Amazon	IT	Comedy	73

PRODUCTION COUNTRIES: ■ Europe ■ Italy ■ Others

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

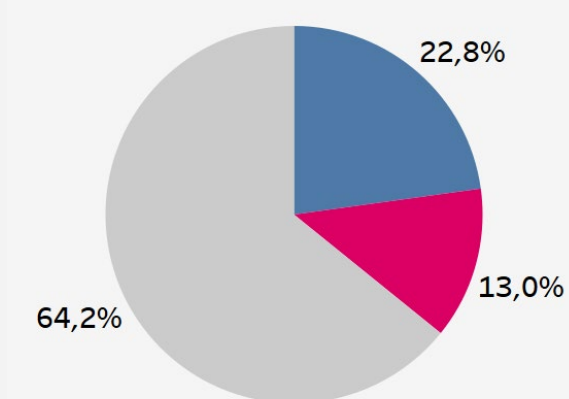


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	9	1
Adventure	1	1
Biography	1	2
Comedy		7
Crime	1	
Drama	3	4
Family & Kids	1	
Horror	2	
Musical		1
Mystery	1	

## CONTRIBUTION TO DRAMA STREAMS



## EUROPEAN MOVIES WON'T STOP GROWING

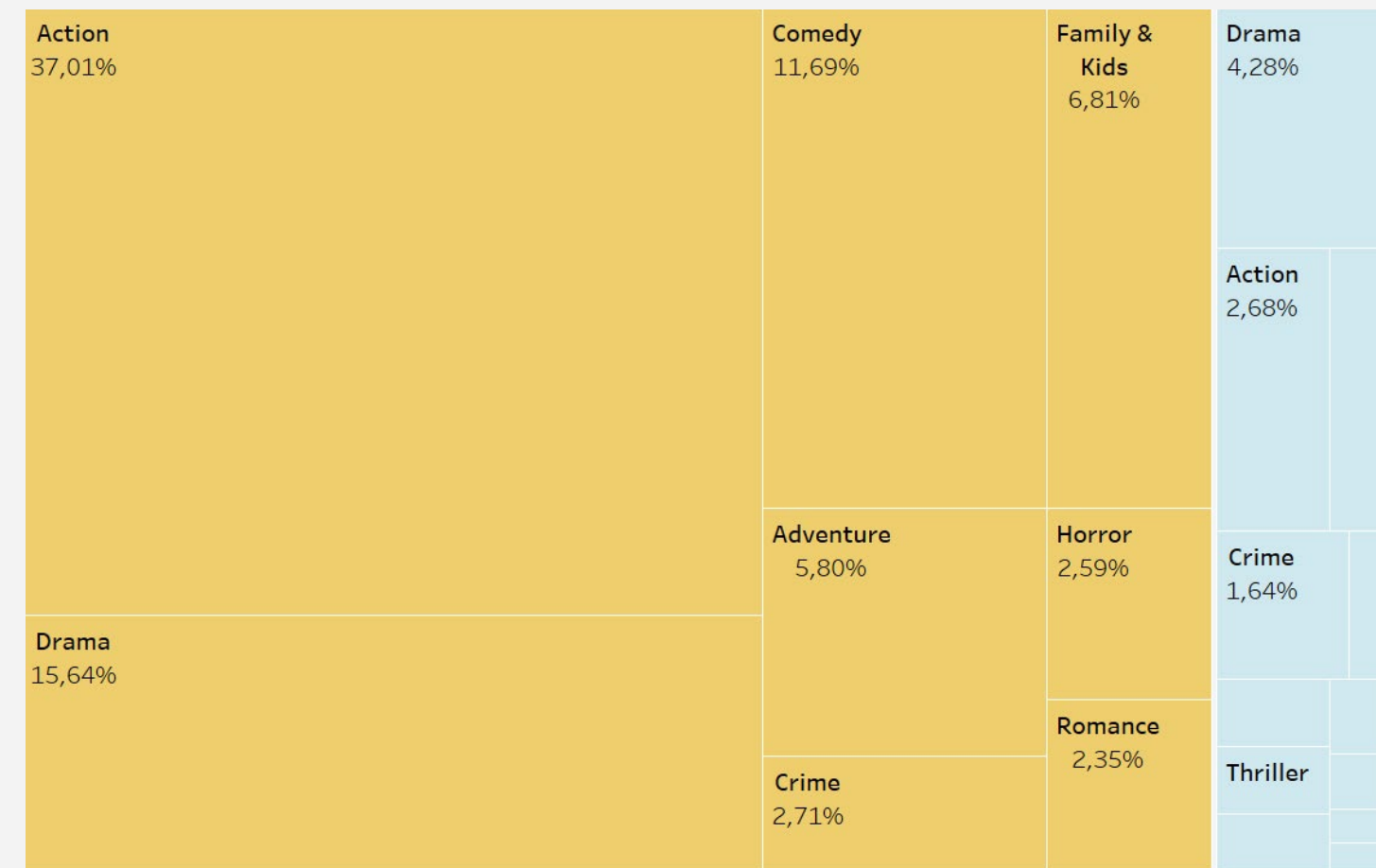
With a 28% share, European productions had an excellent month. European movies haven't stopped growing since July, after May, the inflection point, when "365 Days: This Day", "The Takedown" and others, premiered. This month, "All Quiet on the Western Front", "The Takeover" and "The Wonder", with 1.5M, 1.6M and 1.3M views respectively, are responsible for the good figures. Except for the latter, these movies are classified as Action, accounting, in total, together with other titles, for 14.72% of total views.

## AND WHAT ABOUT LOCAL PRODUCTIONS?

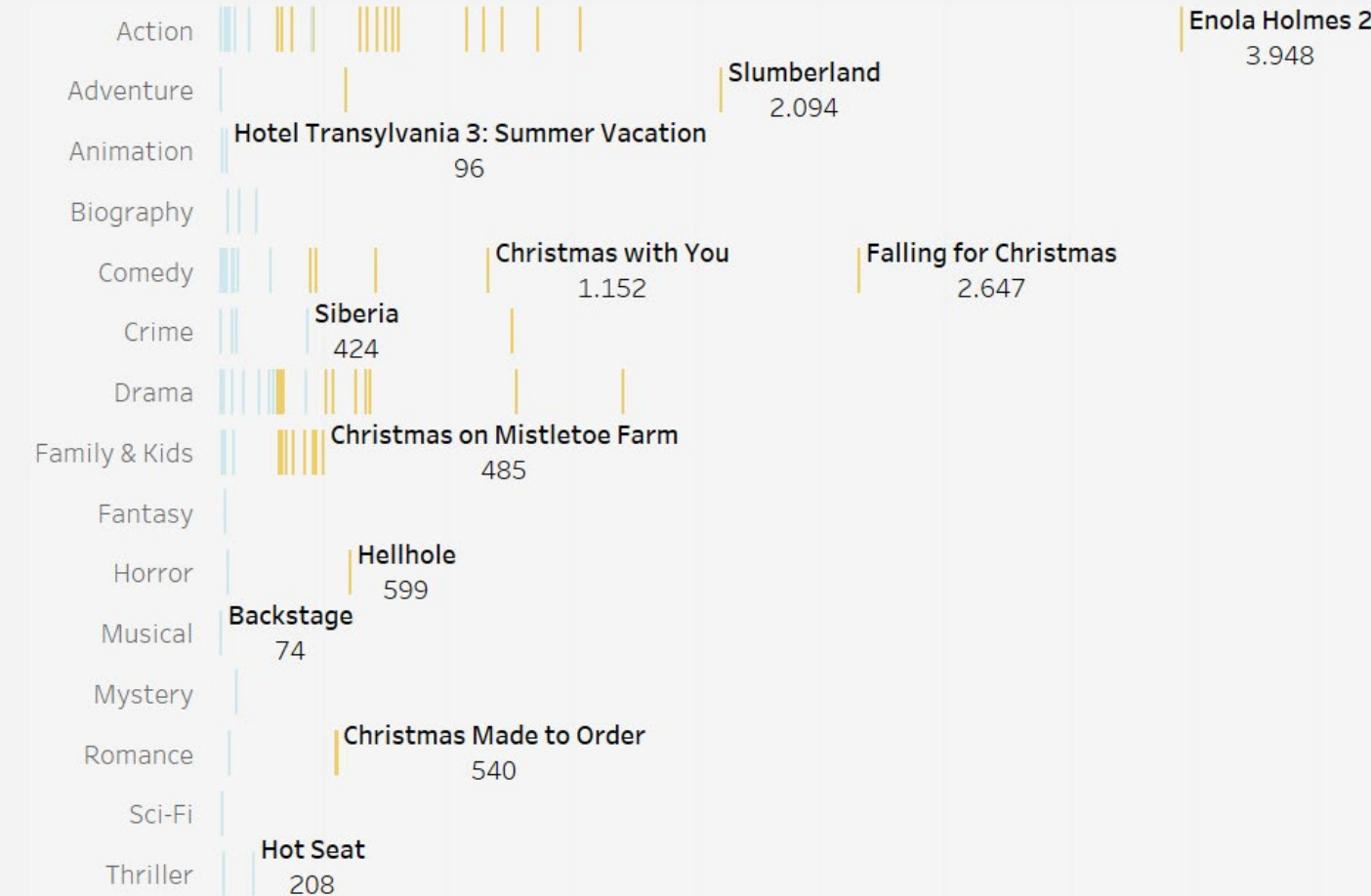
"Robbing Mussolini" didn't fulfil the expectations people had in mind. The movie gathered only 1.6M, and was labelled "another missed opportunity". "Once Upon a Time in Bethlehem" is the local second most-watched movie. It's a very special Italian Christmas movie, a Christmas fantasy Comedy written and directed by Ficarra e Picone, who is also the lead (580K). November has not been the month for Italian productions, but at least Europe took the lead.

# ITALY 100 MOVIES | SVOD PLATFORMS

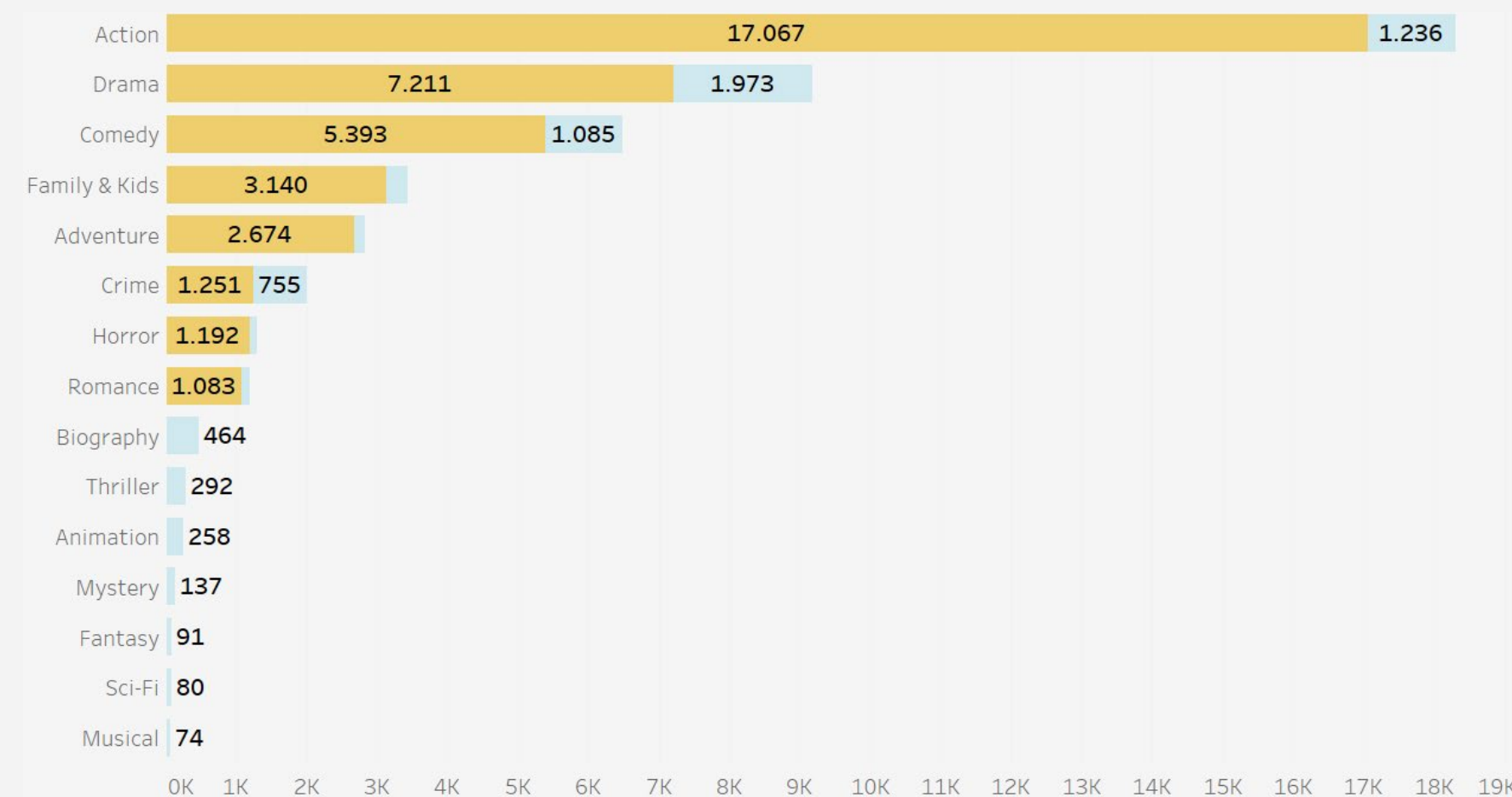
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOP SHOWS STREAMS BY GENRES



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT: Amazon Netflix

## AMAZON AND THE IMPORTANCE OF A DIVERSE CATALOGUE

What did you ask for for Christmas? An annual subscription from your favourite OTT? A new pair of shoes? An industry that embodies humanity's diversity? World peace? We don't really know about you asked for for Christmas, but we certainly know Amazon should have asked for more competitive numbers: a Christmas catalogue!

There is nothing very Christmas-y until we get to the bottom of the Top #100 from Amazon - just the opposite of what happens with Netflix. Will December be different?

Non-seasonal movies that have worked well have been, "Falla Girare", a local comedy starring Giampaolo Morelli that follows what happens when a strange virus wipes out cannabis (441K). "My Policeman" is another movie that performs well. It had its world premiere at the Toronto International Film Festival. It is produced by Amazon Studios and it includes Harry Styles, Emma Corrin and other big names in the cast. The movie gathered 417K views in the Italian market.

# ITALY 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

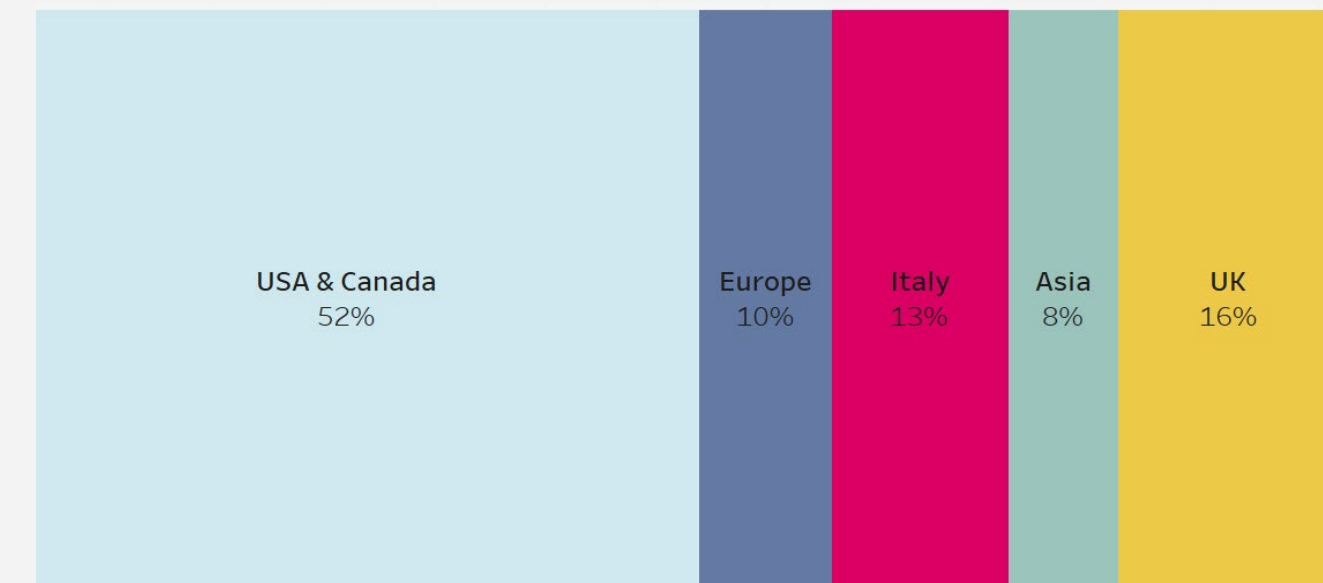
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Manifest	Netflix	Drama	28,025
2	Wednesday	Netflix	Family & Kids	22,140
3	The Crown	Netflix	Biography	19,728
4	1899	Netflix	Drama	11,979
5	Elite	Netflix	Crime	9,508
6	The Big Bang Theory	Amazon	Comedy	4,549
		Netflix	Comedy	3,279
7	Warrior Nun	Netflix	Action	7,508
8	Inside Man	Netflix	Drama	7,164
9	The Watcher	Netflix	Thriller	6,625
10	Monster: The Jeffrey Dah..	Netflix	Biography	6,435
11	Tutto Chiede Salvezza	Netflix	Comedy	6,310
12	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	5,489
13	Hunter x Hunter	Amazon	Animation	335
		Netflix	Animation	4,931
14	Friends	Netflix	Comedy	5,193
15	From Scratch	Netflix	Drama	4,479
16	The Office	Amazon	Comedy	476
		Netflix	Comedy	3,556
17	One Of Us Is Lying	Netflix	Crime	3,985
18	Celebrity Hunted: Caccia a..	Amazon	Action	3,888
19	Peppa Pig	Netflix	Animation	3,835
20	Prova Prova Sa Sa	Amazon	Comedy	3,752
21	Young Royals	Netflix	Drama	3,706
22	Dead to Me	Netflix	Comedy	3,652
23	The Peripheral	Amazon	Drama	3,319
24	Mare Fuori	Netflix	Drama	3,197
25	Un medico in famiglia	Netflix	Comedy	3,195
26	Young Sheldon	Netflix	Comedy	3,187
27	Vatican Girl: The Disappe..	Netflix	Crime	3,056
28	Half Bad	Netflix	Action	2,741
29	Gossip Girl	Amazon	Drama	2,654
30	Si Lo Hubiera Sabido	Netflix	Drama	2,625

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

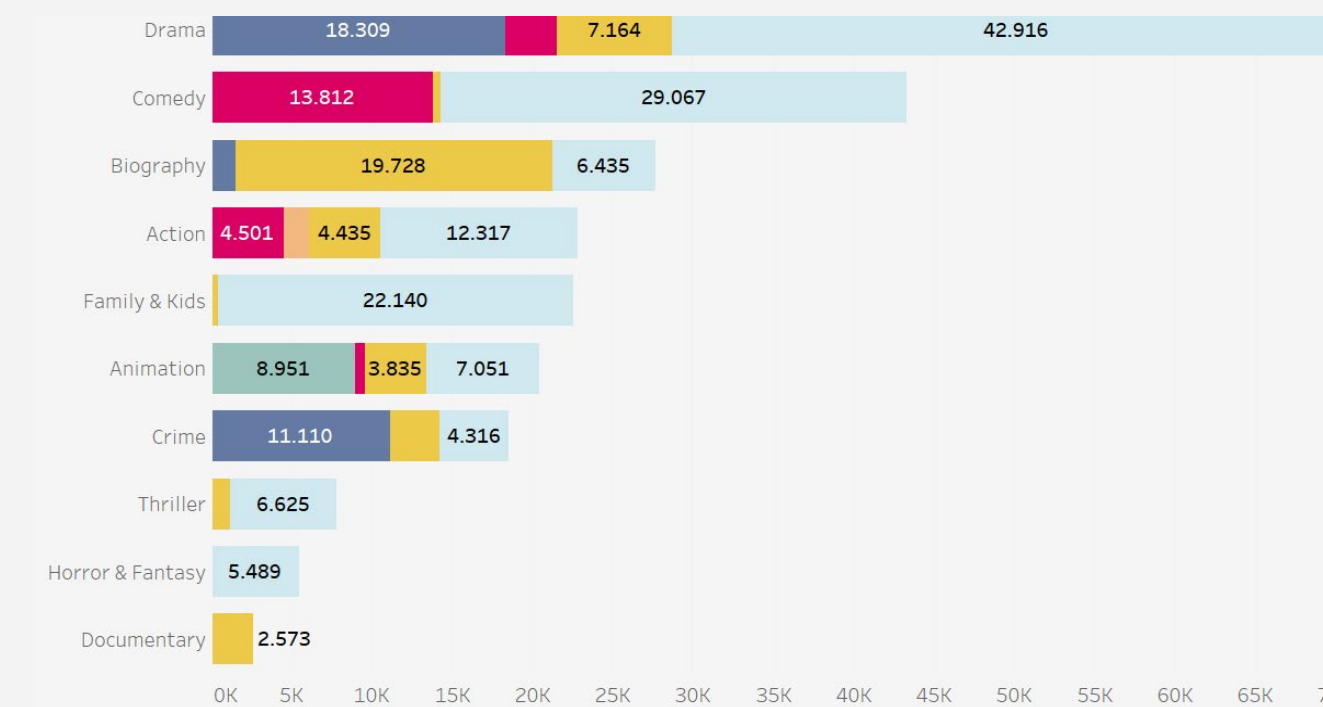
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## THE ENGLISH-SPEAKING MARKET GAINS TERRITORY

English-speaking content "Manifest", "Wednesday" and "The Crown" - big Netflix Original or acquisitions - take control of the first three positions. Despite being only one week in the November catalogue, "Wednesday", got 22.1M views, as against "Manifest", that premiered on Nov. 4. In the last two months, we've seen two giants in the charts: "Dahmer" and "Wednesday". We're thrilled to see December's figure, in order to compare the two of them.

The fifth season of "The Crown" (19.7M), which follows the life and reign of Queen Elizabeth II, makes for - with the help of "Inside Man" (7.1M) - the best figure the UK has ever recorded in both Italy and all markets. On the other hand, the share for Italian shows drops. However, the figures are still better than average, mainly thanks to "Tutto Chiede Salvezza".

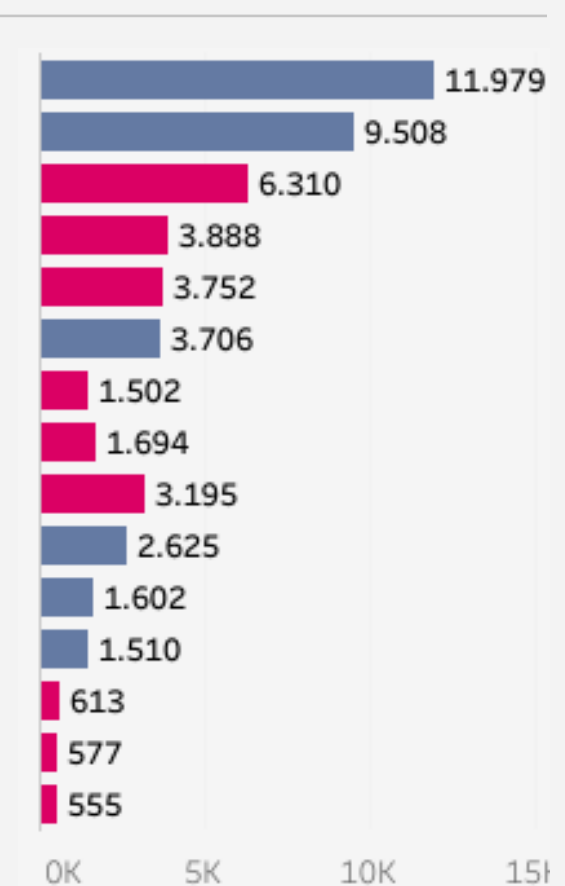


# ITALY 100 SHOWS | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

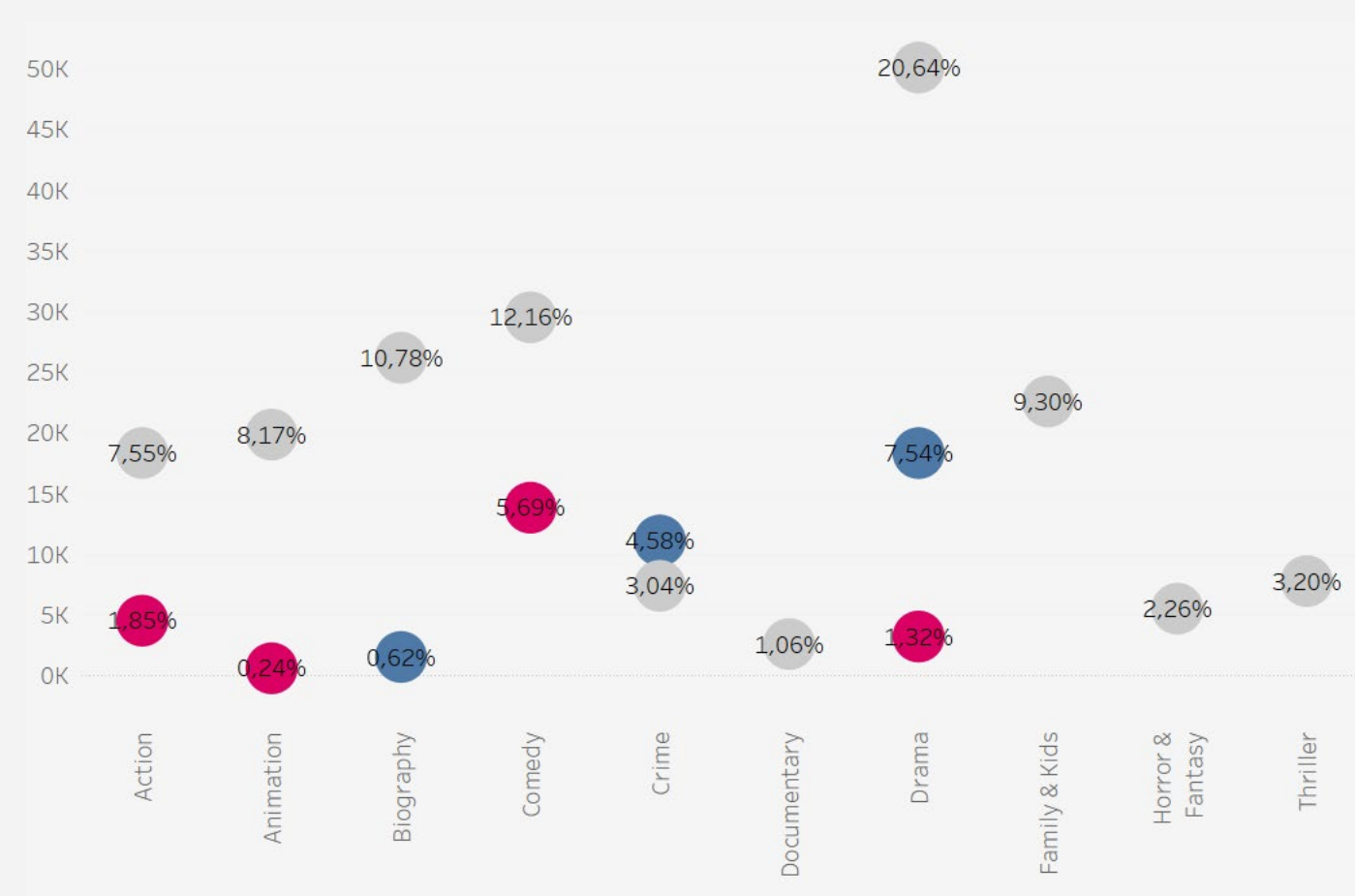
NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION	GENRE
1	1899	1	Netflix	DE	4	Drama
2	Elite	6	Netflix	ES	5	Crime
3	Tutto Chiede Salvezza	1	Netflix	IT	9	Comedy
4	Celebrity Hunted: Caccia a	1.. 3	Amazon	IT	1	Action
5	Prova Prova Sa Sa	1	Amazon	IT	2	Comedy
6	Young Royals	2	Netflix	SE	16	Drama
7	Mare Fuori	2	Netflix	IT	50	Drama
		1	Netflix	IT	39	Drama
8	Un medico in famiglia	1	Netflix	IT	19	Comedy
9	Si Lo Hubiera Sabido	1	Netflix	ES	25	Drama
10	Karppi	3	Netflix	FI	44	Crime
11	The Playlist	1	Netflix	SE	48	Biography
12	Me Contro Te - La Famigli.	1	Amazon	IT	14	Action
13	Winx Club	8	Amazon	IT	16	Animation
14	LOL: Last One Laughing It.	2	Amazon	IT	18	Comedy



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

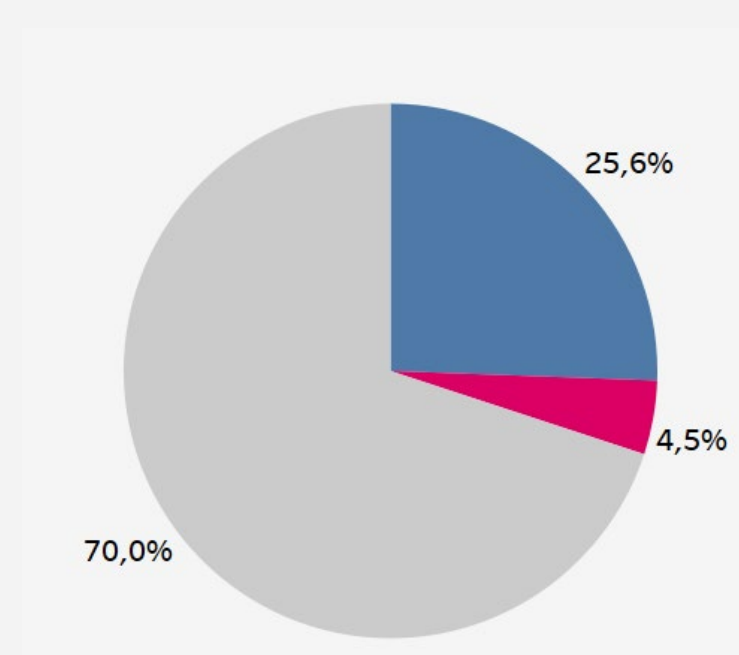


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	IT
Action		2
Animation		1
Biography	1	
Comedy		4
Crime	2	
Drama	3	1

## CONTRIBUTION TO DRAMA STREAMS



### PRODUCTION COUNTRIES:



## EUROPEAN TITLES LEADING THIS MONTH'S CHART

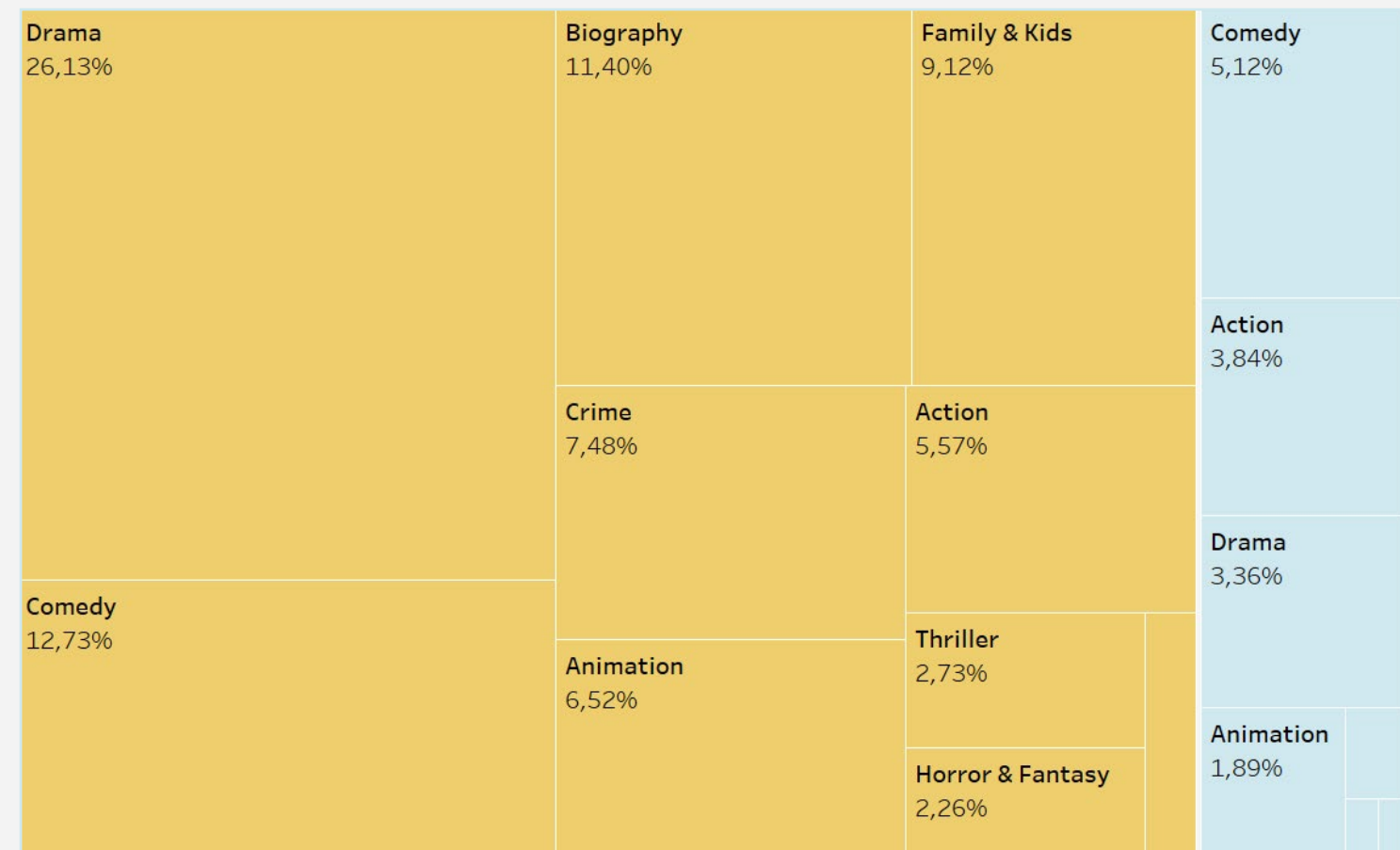
Productions from the Old Continent gathered 12.75% of total views this month, a great figure we haven't seen since last April when the fifth season of "Elite" dropped. Another new season of "Elite" has come out, but such an outstanding number is derived mainly from the existence of a more diverse catalogue. The already cancelled "1899" gathered 11.9M views this month. The sixth - but not last - season of "Elite" has had 9.5M streams. "Young Royals" (3.7M) and "If Only" (2.6M) - or "Si lo hubiera sabido" - are an example of how frequent Swedish and Spanish content have been this month in the Italian charts.

## "TUTTO CHIEDE SALVEZZA" KEEPS GROWING

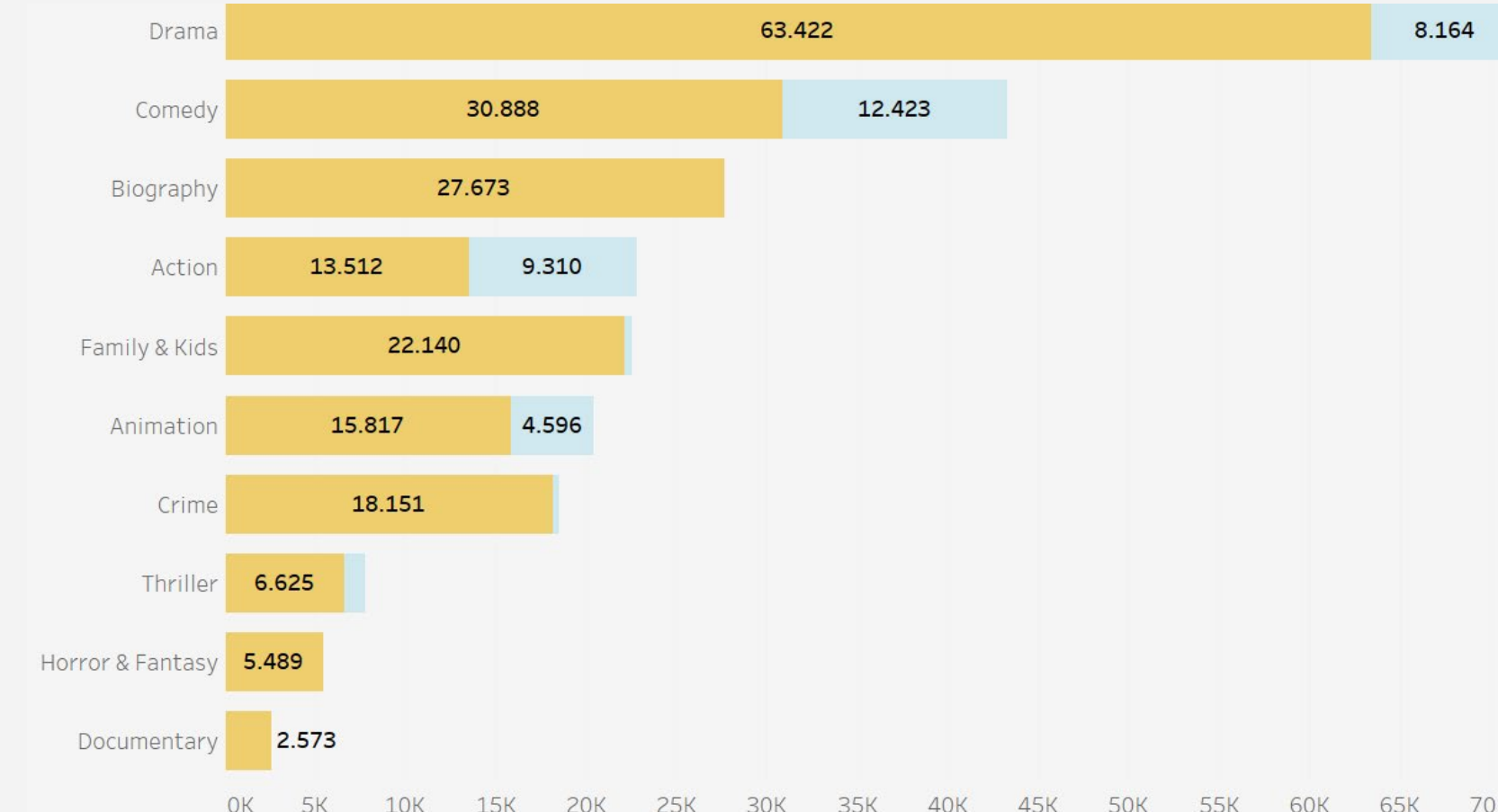
In the last local Hot Title, we learnt how this charming but rough coming-of-age story reflects on very difficult issues but was still well received by the audience. After only two months in the catalogue, "Tutto Chiede Salvezza" has collected more than 18M views, making the series the sixth most popular local content, according to the data we've reported so far.

# ITALY 100 SHOWS | SVOD PLATFORMS

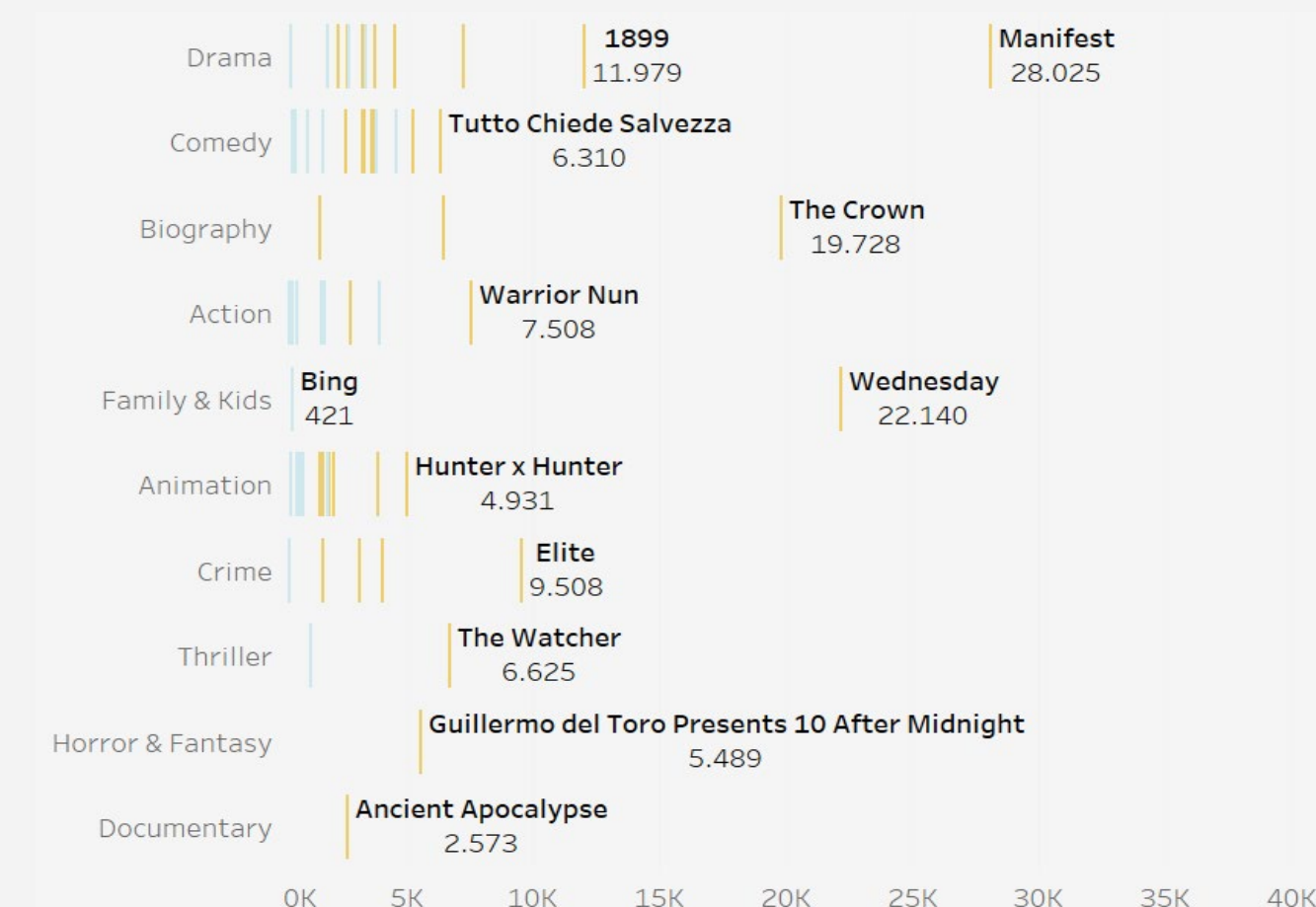
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

## AMAZON ALSO TAKES ADVANTAGE OF THE ERA OF THE INFLUENCERS

"Celebrity Hunted: Caccia all'uomo" sneaks into the charts and becomes the fourth most-played European show this month with 3.8M views. "Celebrity Hunted" is a show where influencers and socialites are being chased by the "Hunters", a team of professionals in the research sector organized in operational teams, with the mission of capturing them. To run away from them, they only have an old-generation cell phone and a card that allows them to withdraw up to 70 euros per day. The first three episodes were released on November 17, while the last three episodes will come out on November 24. The show joins the docu-reality/reality show trend we've been witnessing, where cost-effectiveness and connection with the local audience work in synergy, like a house on fire.

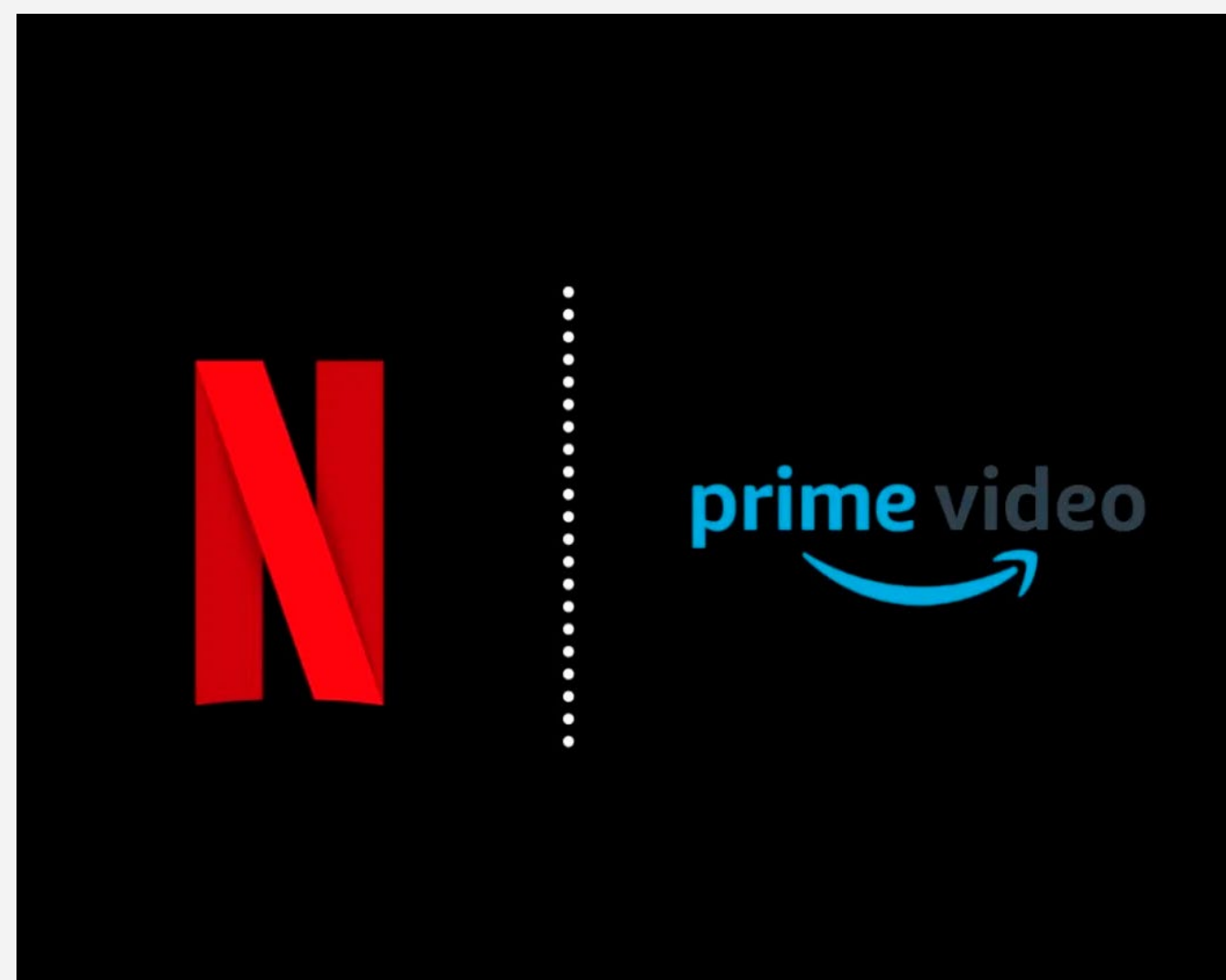
## NEW COMEDY FORMATS ARRIVE ON THE E-COMMERCE PLATFORMS

Talking about connecting with the Italian local audience, what's the best thing Amazon does in the Italian market, one thing that really connects with the public? Yes, you guessed it: comedy. But this time, the format is slightly different. It's a game show! "Prova Prova Sa Sa", hosted by Frank Matano, reaches 3.7M views and gets the fifth position in the European charts.

# HOT CONTENT IN ITALY

## AMAZON'S LOCAL STRATEGY: ARE AMAZON AND NETFLIX COMPARABLE?

In this streaming industry, Netflix and Amazon Prime Video are the two most popular platforms in Europe. That's why they are here and why we write about them. If we understand them, we understand the thinking behind the most prominent audio-visual strategies in the world. The two of them have significantly grown the most in the last few years, despite being in the business for a long time - Amazon started back in 2006; Netflix in 2007. These two compete in our territory to be the best, but only Netflix really does take the prize. However, is it really acceptable to compare both services? They don't have the same strategies.



First of all, they don't have the same strategy at the corporate level. We tend to forget about it, but Prime Video is only 7% of Amazon's business and is one of the tiniest sources of income for the company. Still, this small part brought 612M subscriptions, according to Statista, back in 2021. As a consequence of that, to understand the function of Prime Video one has to locate the business in that particular context. Amazon offers a whole ecosystem that ultimately wants you to remember the brand as a business that makes your life easier and more entertaining, all in one. Yes, Jeff Bezos probably wants Prime Video to be the best streaming service, but he could consider himself lucky enough to be the second or the third most used.

There are many sides that are key to the company, which also play a big role in your life. You go to sleep reading your book on your Kindle while you listen to some relaxing music with your Amazon Music, in your sheets, that were delivered by their logistic empire, or your groceries that were delivered to your doorstep by Amazon Fresh. The next day, you wake up to Alexa and go to work, where you use Amazon Web Services. On a corporate level, they are not the same: they just do not offer the same.

They don't have the same strategy when it comes to the catalogue either. For example, in Italy, the Amazon catalogue works in a very regular way, in normal, European fashion. It follows the dual economy that theatrical releases have in Europe. Revenues and the Amazon catalogue in Italy (and other markets) are split between Hollywood

blockbusters and a smaller but still significant market share for local films, most of them mainly to domestic audiences. While Amazon tends to polarize its streams between American or Italian movies, Netflix tends to open its catalogue to titles of more diverse origins. On the movie side, 30% of Italian Amazon streams come from local movies, while only 14% of Netflix streams come from Italian movies.

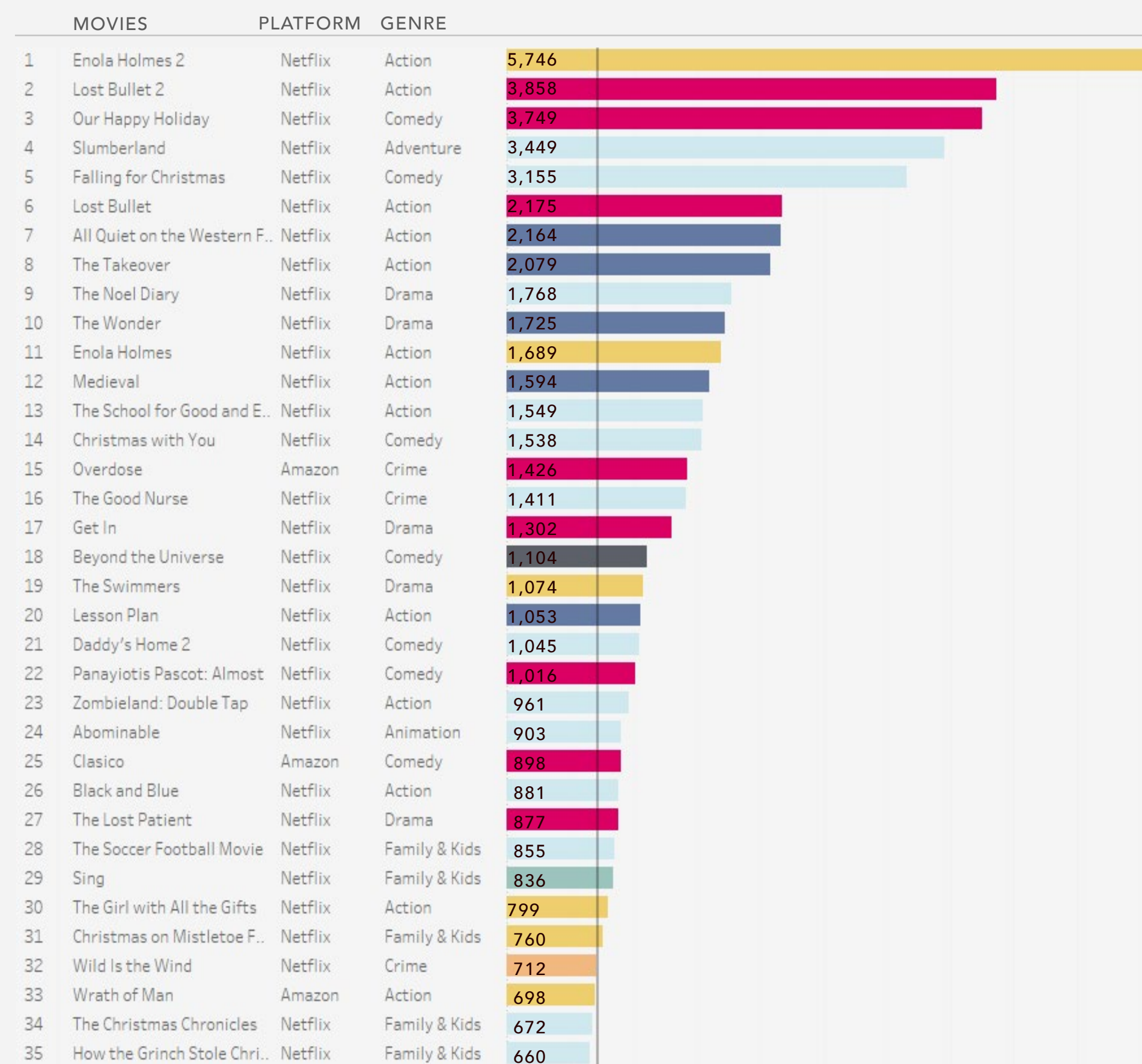
That 30% of streams are basically made up of Amazon Originals or those movies that did extremely well at the box office, usually comedies. No risk - no failure. Some examples this month are "Time Is Up 2" (232K) and "Natale in Sudafrica" (124K). "Falla Girare" (441K), "Come un padre" (215K) and "Autumn Beat" (228K) are Amazon Originals that are premiering this month. "Falla Girare", for example, gathered that 441K figure in only 5 days on the platform.

Ultimately, they don't follow the same objective at the corporate level. They don't go for the same audience either: Netflix is obviously an expert at Gen Z and Gen X, while Amazon seems to have no chance to really diversify its content so much. However, it is more approachable for all and sundry, as Amazon services have reached greater swaths of the population as a whole than Netflix. So, yes - in the steaming war, Netflix is clearly the winner. However, this does not mean that Amazon is a loser. It's totally OK for Jeff Bezos to not have the most profitable OTT.

And now, you know exactly why.

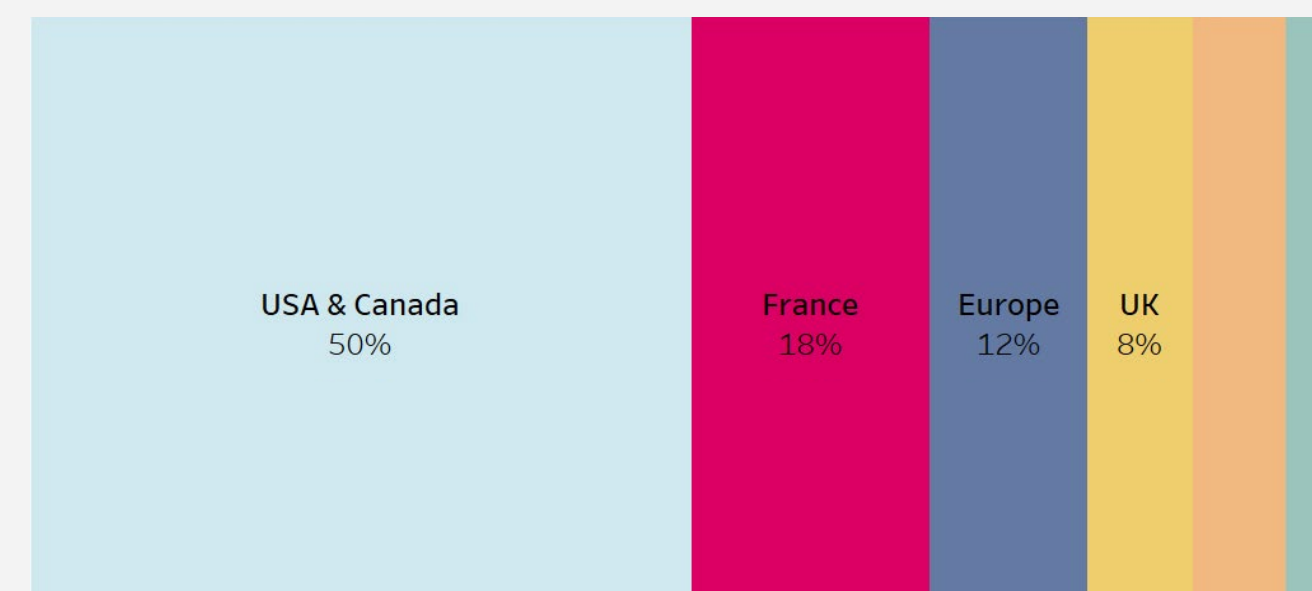
# FRANCE 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

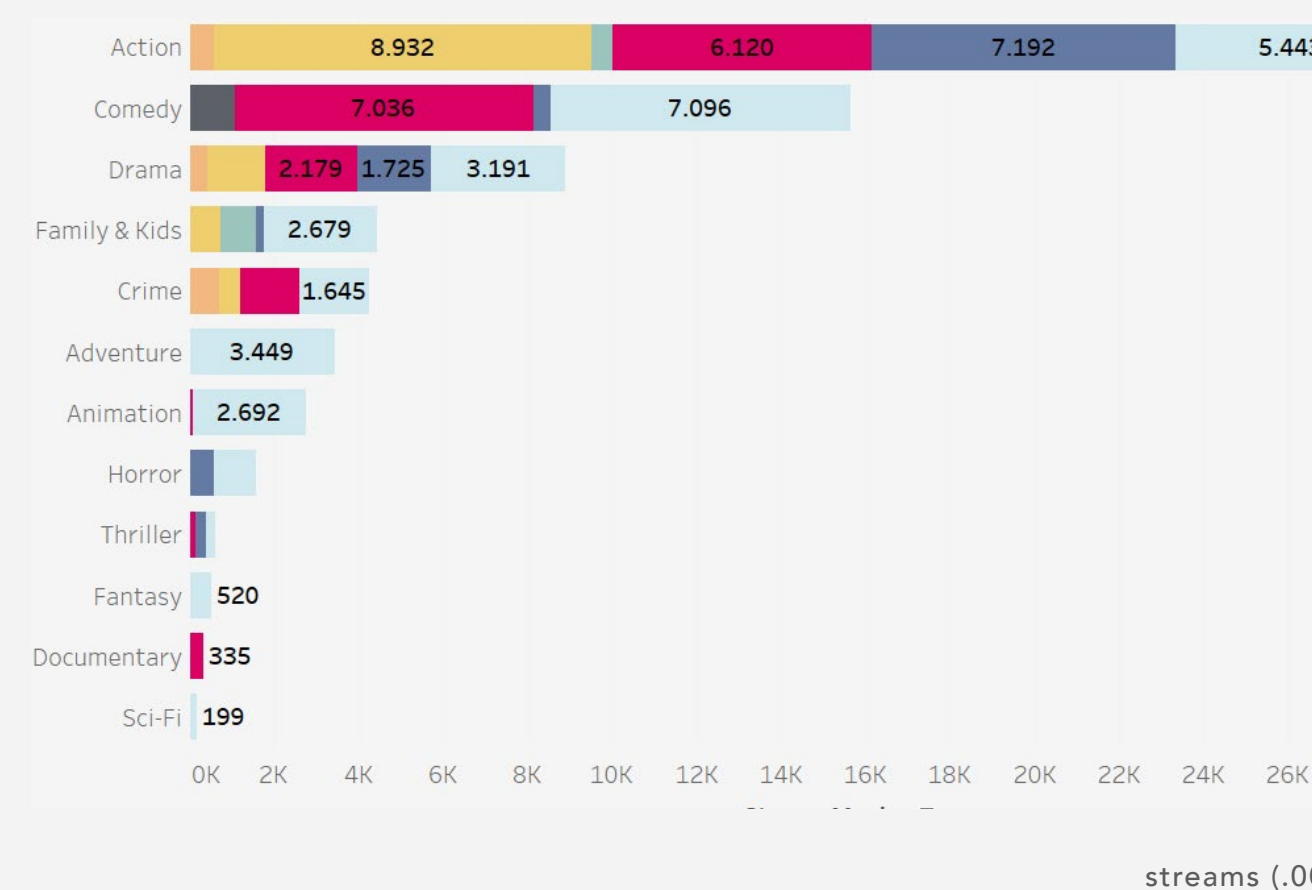


SHOWING 37/100 - See complete chart here

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



## FRANCE CONQUERED 18% OF ITS HOME FILM'S MARKET SHARE, 7 POINTS MORE THAN IN OCTOBER.

Although October's top 10 was a massive American one, November is a better deal for French films. It seems like one can only achieve this growth by performing with popular genres like Action and Comedy, and the Gallic country manages the perfect mix: the two instalments of Action Thriller "Lost Bullet" cumulate 6M views in top 2 and top 6, while the comedy "Our Happy Holiday" holds top 3 with 3.8M views. This film made 2.4M at the French box-office in 2019, which shows that the top 5 in France can also be occupied by non-Originals, licensed titles. Besides, France squeezes 5 more films into the top 30, each one with around 1M views. This also helps the overall equation to be favourable.

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

# FRANCE 100 MOVIES | EUROPEAN FOCUS

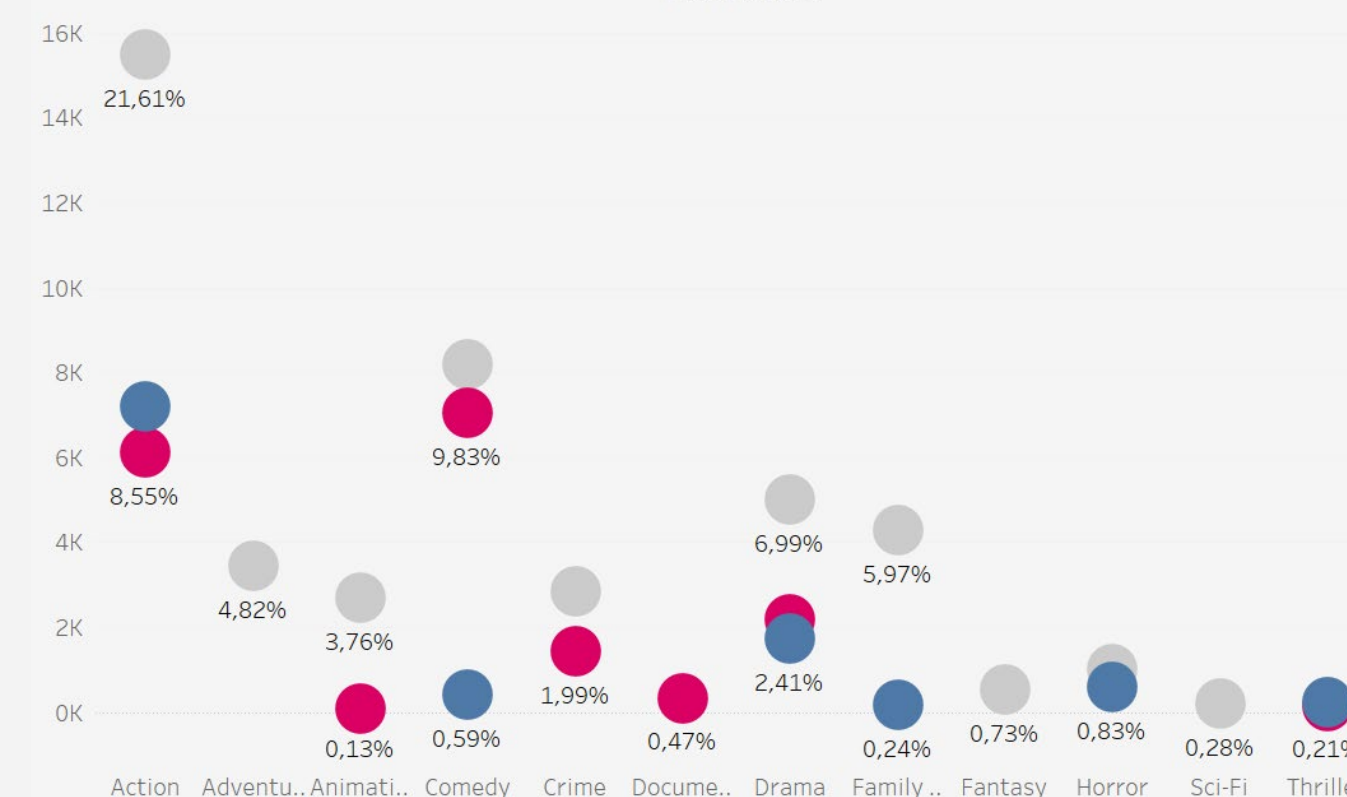
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE		
1	Lost Bullet 2	Netflix	FR	2	Action	3.858	
2	Our Happy Holiday	Netflix	FR	3	Comedy	3.749	
3	Lost Bullet	Netflix	FR	6	Action	2.175	
4	All Quiet on the Western F..	Netflix	DE	7	Action	2.164	
5	The Takeover	Netflix	NL	8	Action	2.079	
6	The Wonder	Netflix	IE	10	Drama	1.725	
7	Medieval	Netflix	CZ	12	Action	1.594	
8	Overdose	Amazon	FR	1	Crime	1.426	
9	Get In	Netflix	FR	16	Drama	1.302	
10	Lesson Plan	Netflix	PO	19	Action	1.053	
11	Panayiotis Pascot: Almost	Netflix	FR	21	Comedy	1.016	
12	Clasico	Amazon	FR	2	Comedy	898	
13	The Lost Patient	Netflix	FR	25	Drama	877	
14	Jaula	Netflix	ES	33	Horror	591	
15	School Life	Netflix	FR	38	Comedy	515	
16	Barbecue	Netflix	FR	47	Comedy	422	
17	Ur spår	Netflix	SE	49	Comedy	421	
18	Salam	Amazon	FR	5	Documentary	335	
19	Marionette	Amazon	NL	9	Thriller	245	
20	Mister Twister: Class of F..	Amazon	NL	12	Family & Kids	173	
21	Le bal des folles	Amazon	FR	17	Thriller	149	
22	Florence Foresti épilogue	Amazon	FR	19	Comedy	143	
23	Last Man Down	Amazon	SE	22	Action	124	
24	Certifiée Halal	Amazon	FR	26	Comedy	117	
25	Well	Amazon	HU	38	Action	93	
26	Case départ	Amazon	FR	39	Comedy	92	
27	Around the World	Amazon	FR	41	Animation	90	
28	Mechanic: Resurrection	Amazon	FR	43	Action	88	
29	The Players	Amazon	FR	48	Comedy	85	
30	Monster Hunter	Amazon	DE	49	Action	85	

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

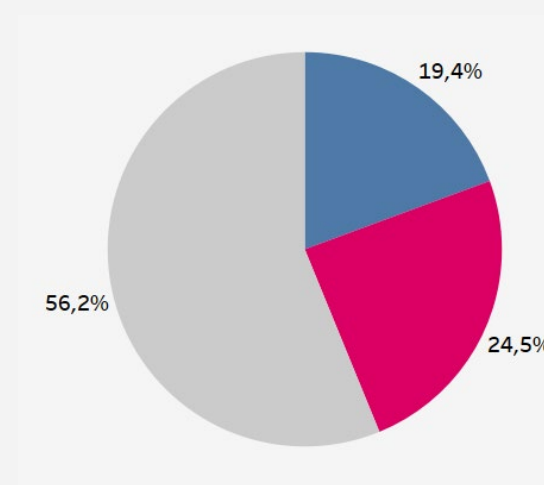


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	7	3
Animation		1
Comedy	1	9
Crime		1
Documentary		1
Drama	1	2
Family & Kids	1	
Horror	1	
Thriller	1	1

## CONTRIBUTION TO DRAMA STREAMS



## EUROPE ROSE TO 12% OF MARKET SHARE, 3 POINTS MORE THAN IN OCTOBER

It seems like when the spooky season is over, there's room again for more European titles. German Action Oscar-nominee "All Quiet on the Western Front" seems to be performing for Netflix: it appeals to audience-award savvies and war film lovers. The film, that is in position #7 has collected 2.1M views, premiered last month, but only achieved position #21 overall, with 1.1M streams, meaning word-of-mouth and algorithm-marketing are working in its favour. Check last month's hot title to know more about it!

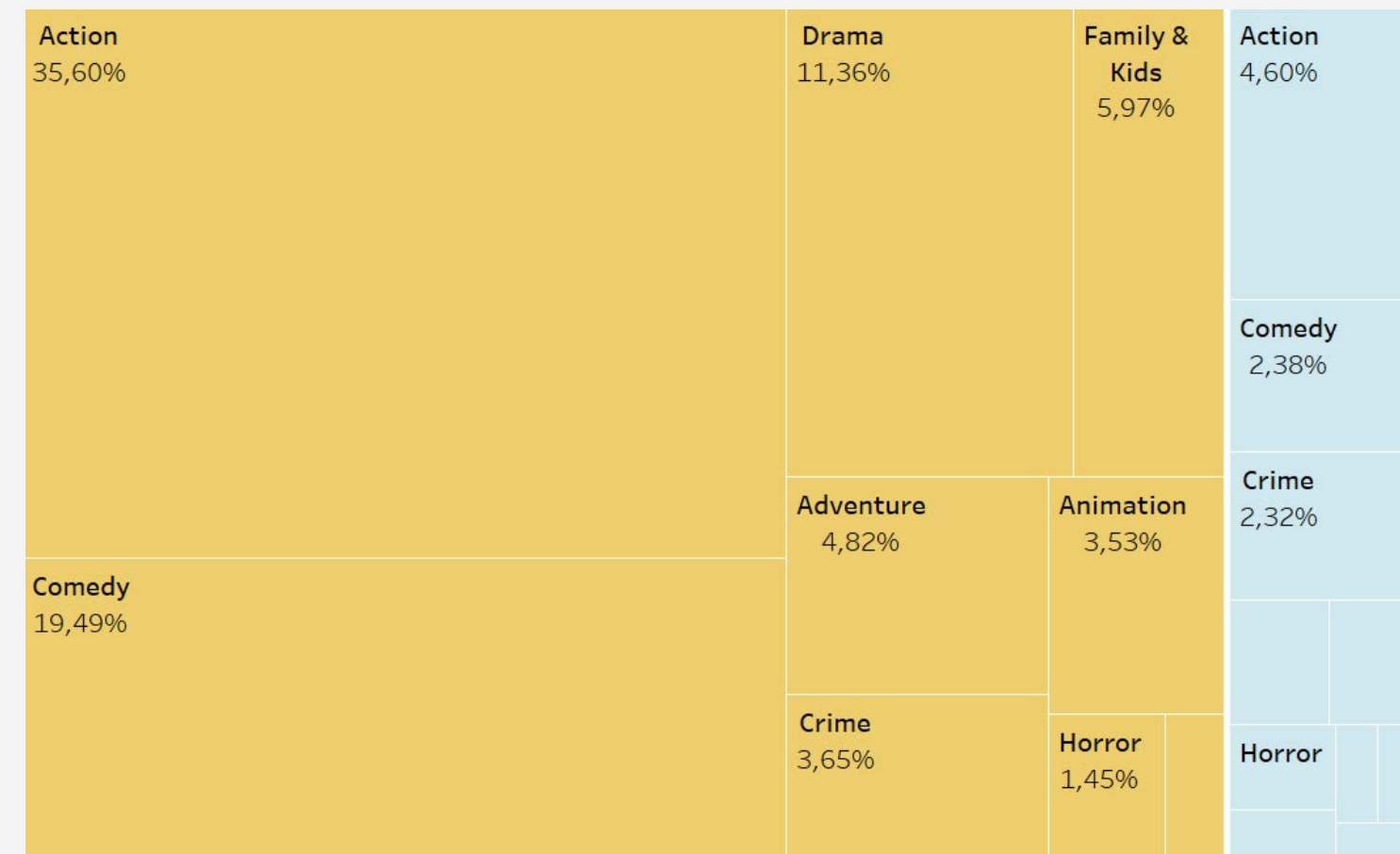
## FILMS FROM FRANCE, GERMANY, THE NETHERLANDS, IRELAND, CZECH REPUBLIC AND POLAND TAKE THE LEAD

8 out of 9 European films in the top grid are of the Action or crime genre. France is delivering 8% of the Action titles and Europe 10%. This is a high increase compared to previous months. Besides the 2 instalments of the French title, "Lost Bullet", the Dutch Action meta-verse "The Takeover" hits 2M streams, the Czech Action title "Medieval" is in the top 7 position with 1.6M views, and the French title "Overdose" conquers top 8 with 1.4M views. "Lesson Plan" and "The Wonder" are also hitting good metrics with 1M and 1.7M streams respectively. These figures show a strong position for 6 European countries, and demonstrate that we often see, and should see, more Eastern European titles in pole positions. As long as punches and kicks are on screen, we can hit the top positions!

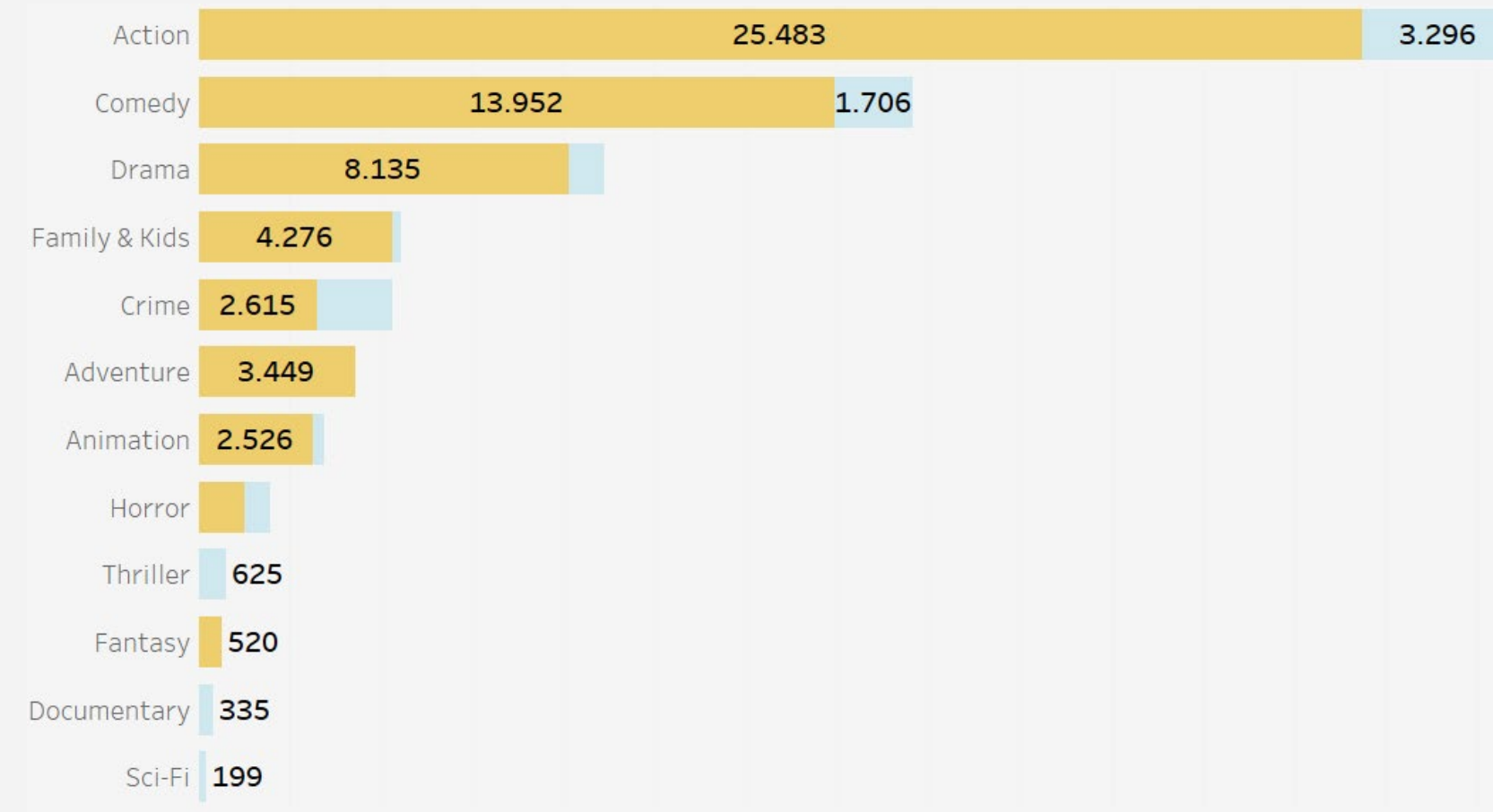
PRODUCTION COUNTRIES: ■ Europe ■ France ■ Others

# FRANCE 100 MOVIES | SVOD PLATFORMS

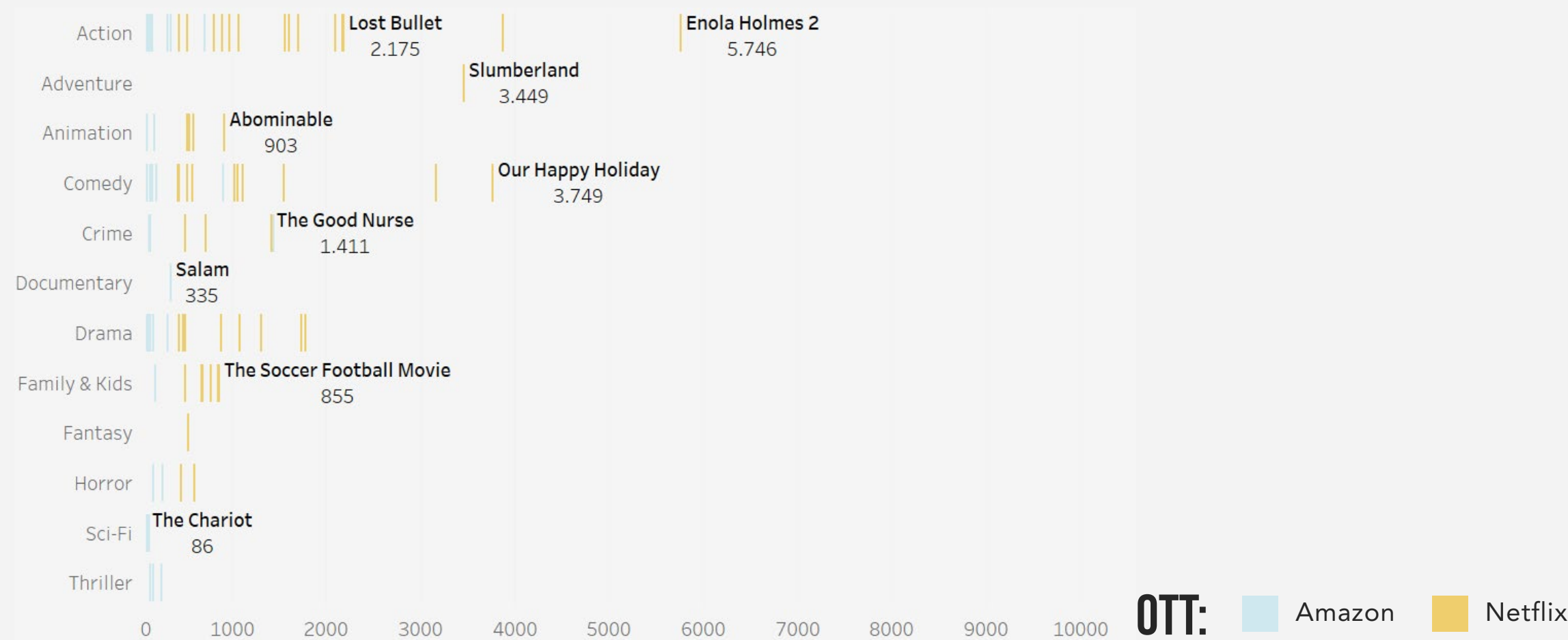
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP MOVIES STREAMS BY GENRES



## AMAZON'S LEADING TITLES ARE ALL EUROPEAN

French crime "Overdose" is top 1 for Amazon and 15 in the overall, with 1.4M streams. The Comedy, "Clasico", comes next with 890K streams in the top 25. The latter had already premiered last month and achieved top #31 in the overall ranking and 693K. Is Amazon finding its sweet spot in local content? Can it make it bigger?

# FRANCE 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

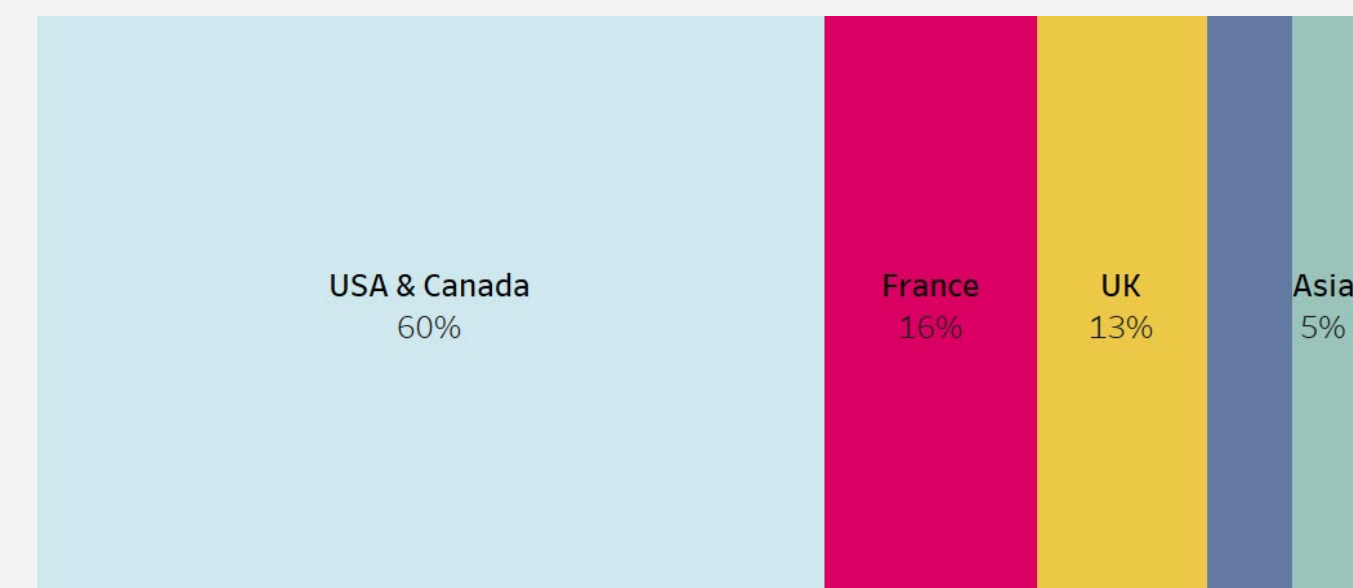
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Manifest	Netflix	Drama	52,854
2	Wednesday	Netflix	Family & Kids	35,318
3	The Crown	Netflix	Biography	27,318
4	Naruto: Shippūden	Amazon	Animation	528
		Netflix	Animation	20,302
5	Dead to Me	Netflix	Comedy	19,650
6	Les Sisters	Amazon	Family & Kids	17,257
		Netflix	Family & Kids	17,619
7	Elite	Netflix	Crime	17,702
8	Warrior Nun	Netflix	Action	16,866
9	1899	Netflix	Drama	16,188
10	PAW Patrol	Netflix	Animation	13,336
11	Peppa Pig	Netflix	Animation	12,361
12	Inside Man	Netflix	Drama	10,435
13	The Blacklist	Netflix	Crime	9,843
14	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	9,277
15	Naruto	Amazon	Animation	662
		Netflix	Animation	7,726
16	Monster: The Jeffrey Dah..	Netflix	Biography	7,877
17	Grizzy and the Lemmings	Netflix	Family & Kids	7,662
18	Les Combattantes	Netflix	Drama	7,389
19	The Watcher	Netflix	Thriller	7,177
20	One Of Us Is Lying	Netflix	Crime	7,134
21	Hunter x Hunter	Netflix	Animation	6,487
22	Friends	Netflix	Comedy	6,461
23	From Scratch	Netflix	Drama	6,200
24	Half Bad	Netflix	Action	6,107
25	Young Royals	Netflix	Drama	5,612
26	Si Lo Hubiera Sabido	Netflix	Drama	5,362
27	DC's Legends of Tomorrow	Netflix	Action	5,158
28	Chicago P.D.	Amazon	Action	4,991
29	Big Mouth	Netflix	Animation	4,498
30	Fireman Sam	Netflix	Family & Kids	4,040

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

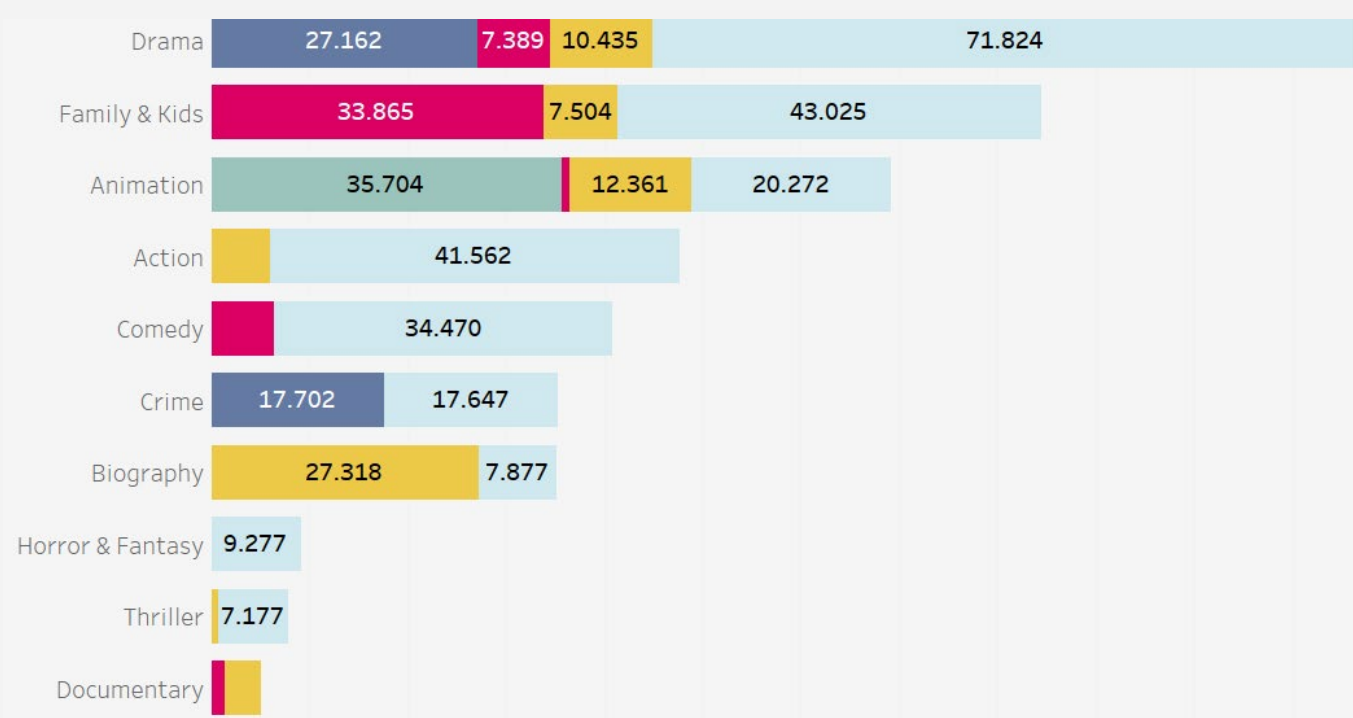
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



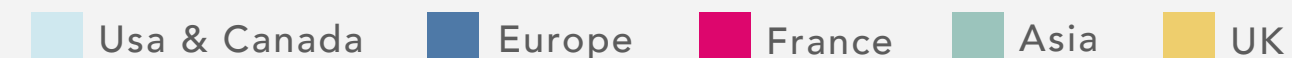
## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## THE IMMENSE SUCCESS OF "MANIFEST", "WEDNESDAY" AND "THE CROWN" CORNER EUROPEAN CONTENT

Only 6% of the European series in the top 100 is European. The three series in the top 3 garner 115M streams. The UK gets several titles in the top positions, holding 13% of the market share. This represents 11% growth compared to the previous month, which is spectacular.

## DRAMA IS THE PREFERRED GENRE AS FAR AS SERIES GO THIS MONTH

"Manifest" at #1, with the launch of its fourth season, contributes 53M streams of the 116M the Drama genre gets this month. The German Drama "1899" hits position 17 with 16.2M views. The UK's "Inside Man" is also a topper Drama, with 10.4M views in position #12. Lastly, the TF1 Original period drama series "Les Combattantes" is at #18, with 7.4M views. This 20M-budget series was premiered by the leading linear TV channel TF1 in October, and only one month later on Netflix, a quite short window and a strategy that was the complete opposite of the usual holdback process.

## FAMILY AND KIDS IS THE SECOND FAVOURITE GENRE

Usually the French market is animation and kids-friendly when it comes to SVOD consumption. This month, the genre ramps up to the second favourite with 84.5M. The main contributors are "Wednesday" (35.1M views) and the French series "Les Sisters" (18.8M views). As usual, Gallic pre-school animation "Grizzy and the Lemmings", is also a topper and comes in 17th position with 7.6M views.

# FRANCE 100 SHOWS | EUROPEAN FOCUS

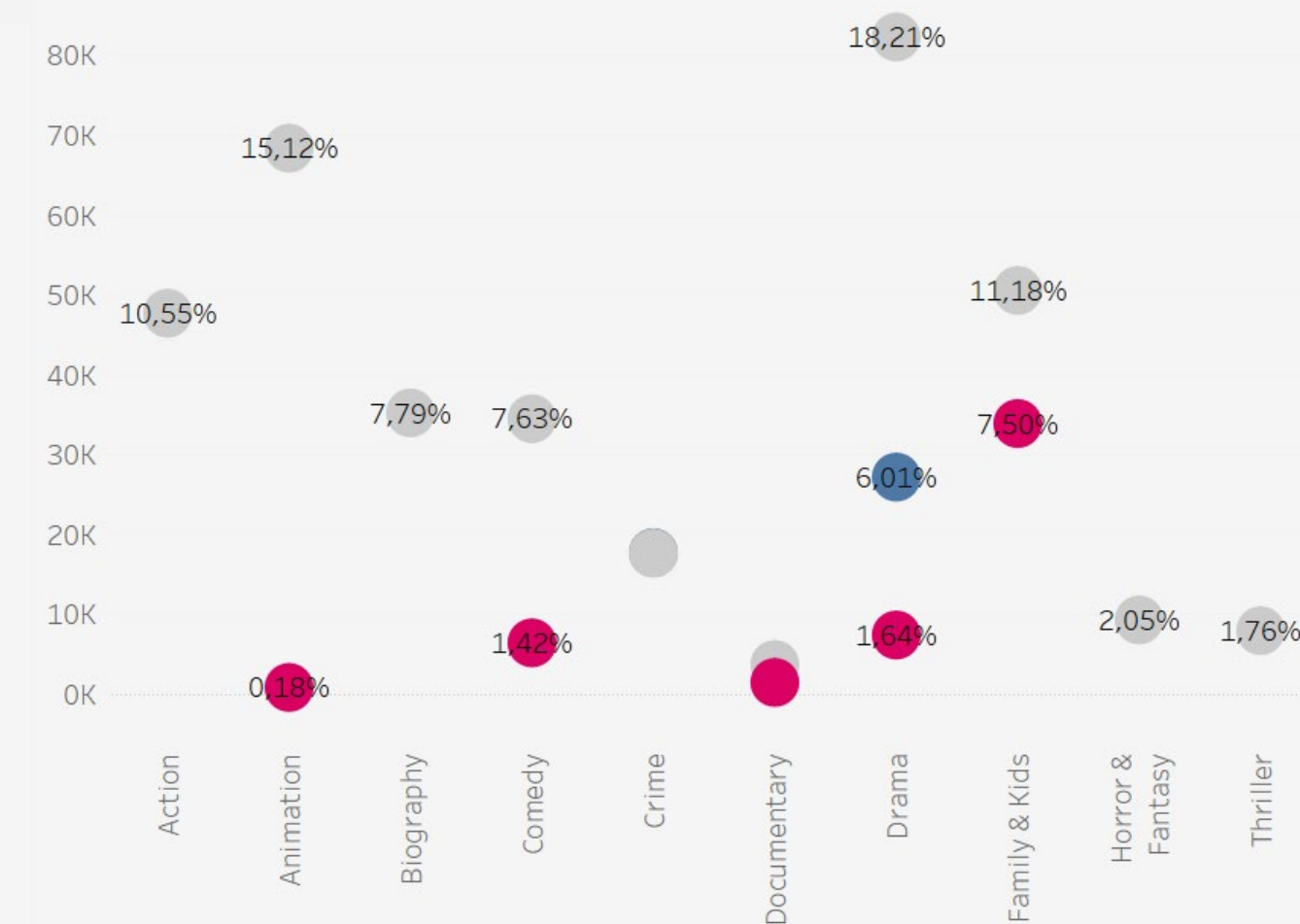
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	VIEWERS
1 Les Sisters	2 Amazon	FR 7	Family & Kids	1.257
	1 Netflix	FR 6	Family & Kids	17.619
2 Elite	6 Netflix	ES 5	Crime	17.702
3 1899	1 Netflix	DE 7	Drama	16.188
4 Grizzy and the Lemmings	2 Netflix	FR 40	Family & Kids	3.752
	1 Netflix	FR 36	Family & Kids	3.910
5 Les Combattantes	1 Netflix	FR 18	Drama	7.389
6 Young Royals	2 Netflix	SE 27	Drama	5.612
7 Si Lo Hubiera Sabido	1 Netflix	ES 28	Drama	5.362
8 Pep's	1 Netflix	FR 37	Comedy	3.898
9 Un gars, une fille	5 Netflix	FR 38	Family & Kids	3.786
10 Molang	4 Netflix	FR 44	Family & Kids	3.542
11 Plus belle la vie	4 Amazon	FR 4	Comedy	1.482
12 Orelsan: Montre jamais ça à personne	2 Amazon	FR 16	Documentary	837
	1 Amazon	FR 31	Documentary	618
13 Miskina, la pauvre	1 Amazon	FR 11	Comedy	1.028
14 Foot 2 Rue Extreme	1 Amazon	FR 17	Animation	828

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

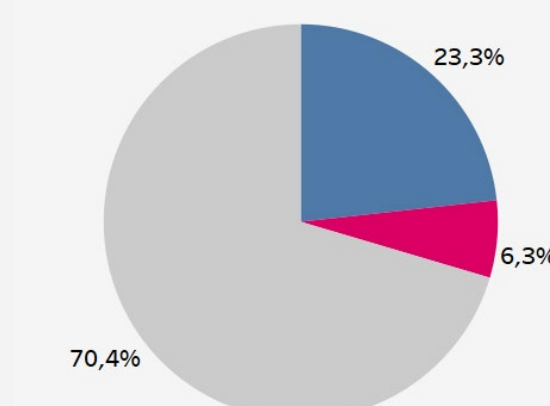


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Animation		1
Comedy		3
Crime	1	
Documentary		1
Drama	3	1
Family & Kids		4

## CONTRIBUTION TO DRAMA STREAMS



## SPANISH "ELITE" AND GERMAN "1899" ARE THE EUROPEAN FAVOURITES

Although the overall ranking places "Elite" in the 7th position (much further than previous seasons where it enjoyed greater success), the 6th season is still the preferred European show for the French this month, with 17.7M views. A similar number is amassed by the recently cancelled German production "1899", by the same creators of "Dark". As we explained in our previous month's report, having a high number of views in the ranking is no longer enough for renewals. The high budget of certain series is no longer affordable.

## ONLY 4 NON-NATIONAL SHOWS MAKE IT TO THE EUROPEAN GRID

Besides the above-mentioned "Elite" and "1899", there are only two more non-national titles in this European grid. Sweden's "Young Royals" season 2, which achieved top 6 and 5.6M views; and Spain's "Si lo Hubiera Sabido" with a comparable number of views and the same position.

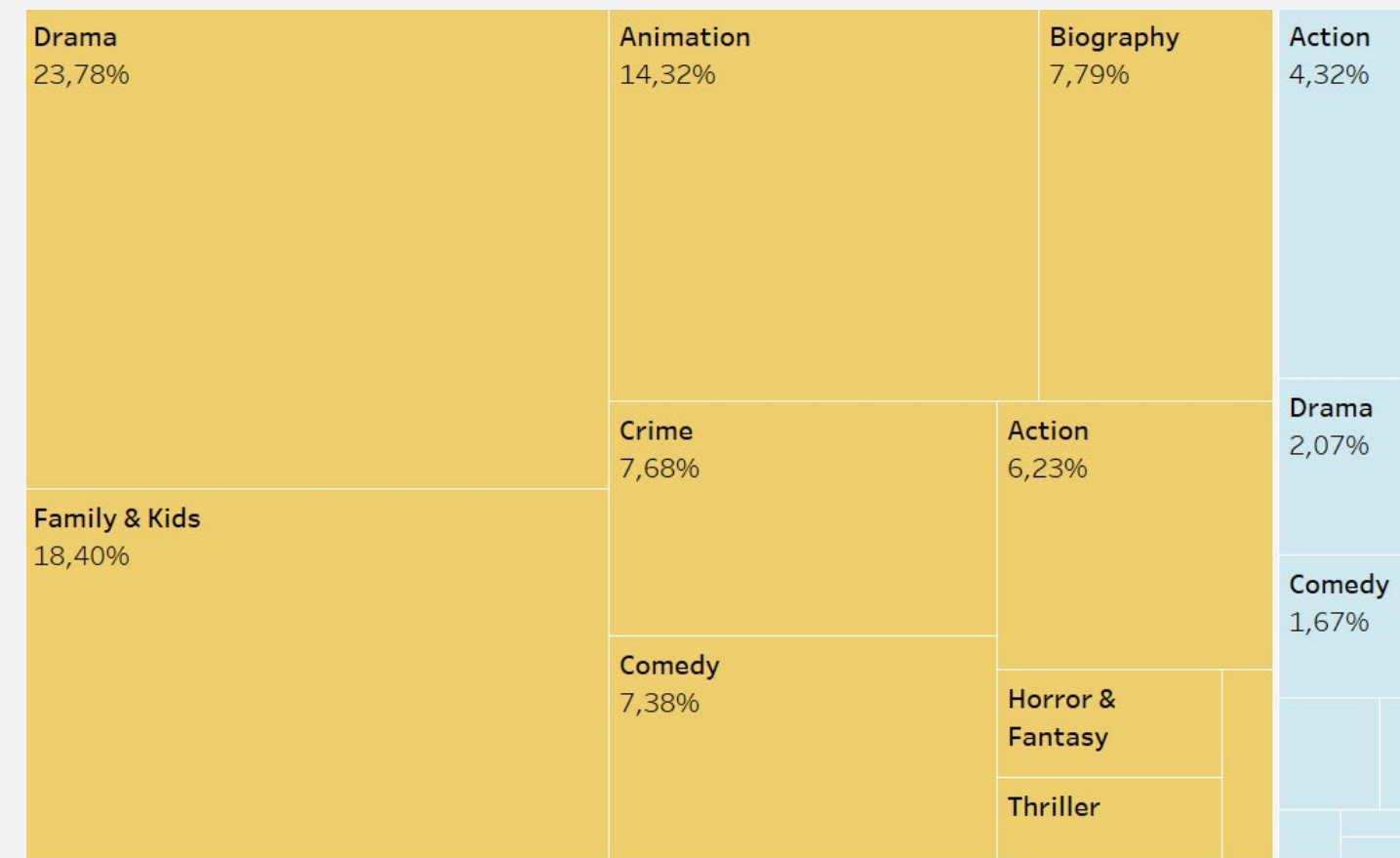
PRODUCTION COUNTRIES: ■ Europe ■ France ■ Others



# FRANCE 100 SHOWS | SVOD PLATFORMS

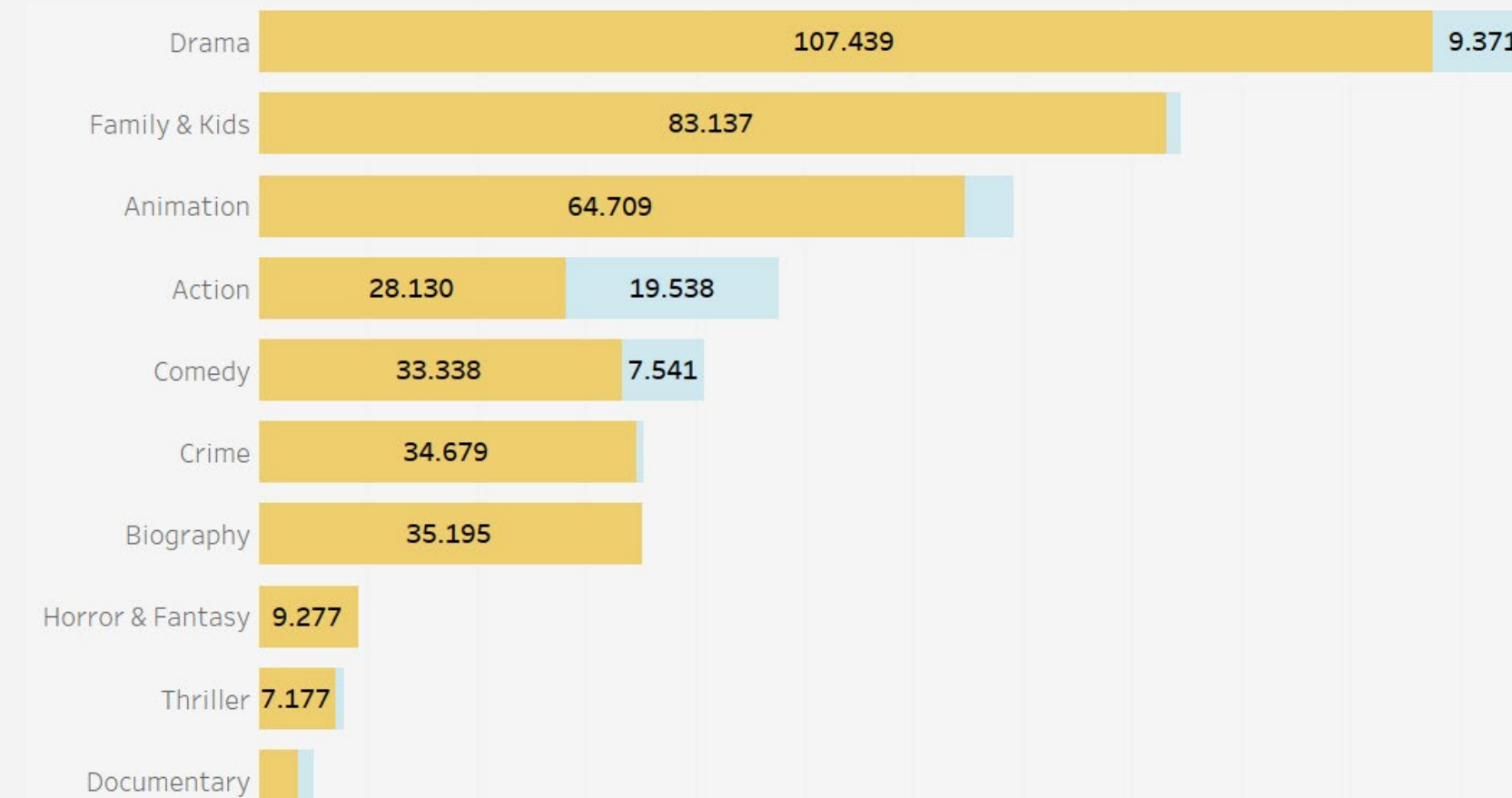
## MOST WATCHED GENRES

SHARE BY PLATFORM

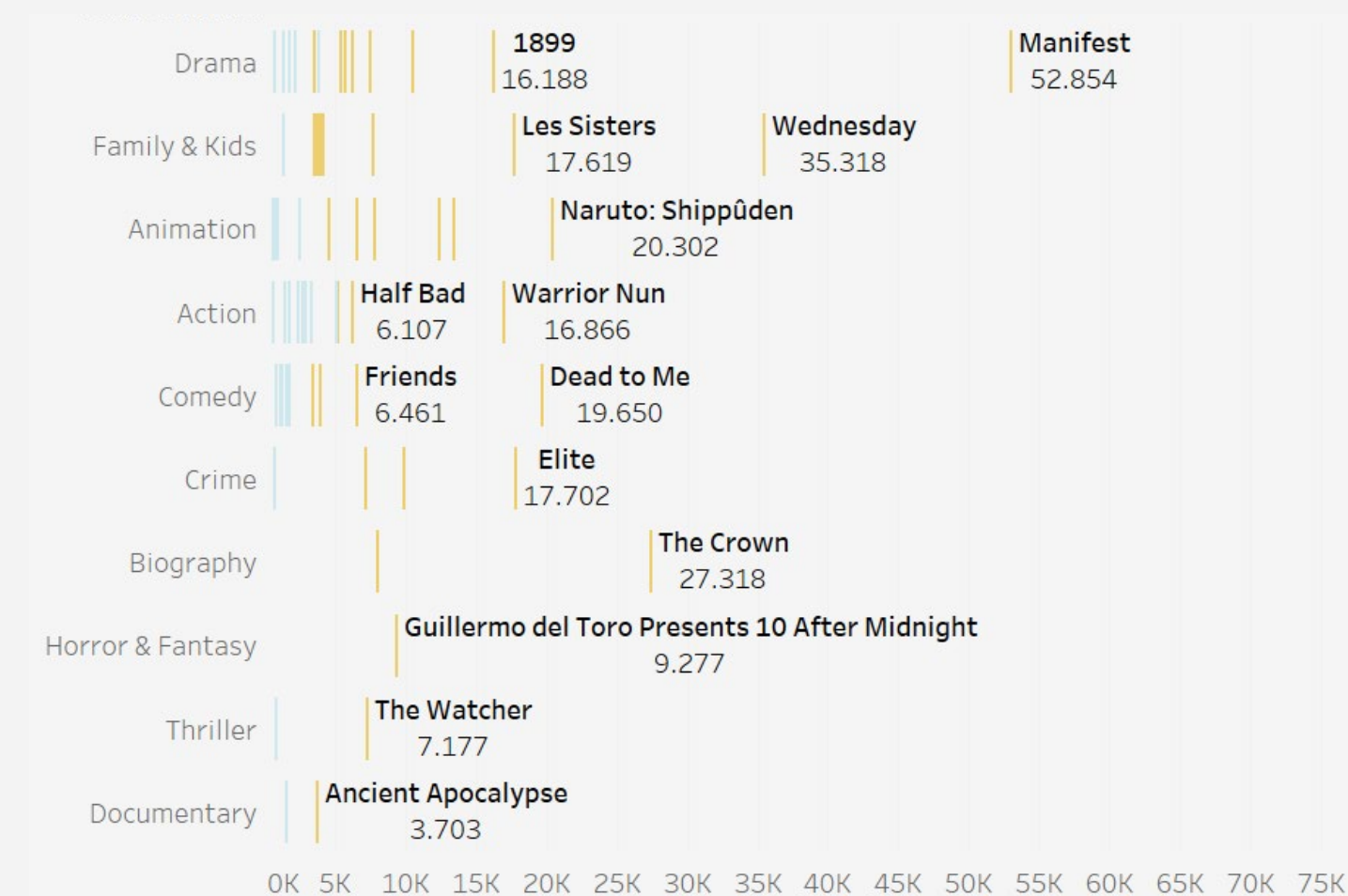


## TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

**“CHICAGO PD” AND “THE PERIPHERAL” ARE THE ONLY AMAZON-EXCLUSIVE SHOWS IN THE TOP 40**

In positions 28 and 35 respectively, these American titles make 5M and 3.7M views each. Although “Chicago PD” is a licensed Action title with several seasons from 2014 behind it, “The Peripheral” is a new based-on-a-book 80M EUR budget Fantasy series from the creators of “Westworld”.

# HOT CONTENT IN FRANCE

## “LES COMBATTANTES” AND THE NEW ALLIANCES BETWEEN NETFLIX AND BROADCASTERS

Although platforms and linear TV are in furious, open competition for people’s attention and consumption modes, we often see alliances and synergies between them. On the one hand, the platforms know that linear TV is well embedded in the local markets, which translates into awareness and massive campaigns, and on the other hand, linear TV acknowledges the international omnipresence of the N partner. Often, they also know they need each other’s cash. Since there is financial pressure on both kinds of players, getting together to pay the bill should be more and more a common trend rather than an exception. But will users appreciate the non-exclusiveness of content?

“Les Combattantes” follows the steps of the previous historical drama “Le Bazar de la Charité”. Both are produced by Quad Drama, TF1 and Netflix, and include French-Swiss and Belgian TV partners. Both series include the same trio of actresses, who are now joined by a fourth. Also, the two series were released first by the broadcasters, and one month later by Netflix, a sort of unprecedented reversed model for usual window cascade periods. “Everyone wins. We need this kind of money to create beautiful fiction and the series will shine internationally thanks to Netflix,” says Anna Viyau, director of fiction at TF1 in an interview with Le Figaro.

Named “Women at War” for the global market, this 20M

budget historical production follows 4 French women during the First World War: a nurse, a prostitute, a nun, and a factory boss. The producer, Iris Bucher, says to Remiremont Info: “Women took the lead when the men had to go to the front to fight. There’s a historical debt here: the need to tell the story about the other half of the population that also sacrificed their lives for their nation. Doing this series is a way of paying homage to these women”.

In Belgium, on linear TV, RTBF, the series averaged 282K regular viewers per episode. In France, also on linear TV, TF1, it obtained 4.7M views on average per episode, reaching 29% of the market share for some episodes, according to Wikipedia. According to Télé-loisirs, the series reached 6 million viewers if we take into account the 1.5M who have watched it on catch-up TV. The same magazine adds that the greatest success is achieved with female audiences across all generations: 30% of the viewers were women responsible for purchases in their household, less than 50 years old, 27% between 25 and 49 years old, and 28% for 15 to 34-year-olds. According to our November data, the series premiered on Netflix France with 7.4M views, holding the top 5 of European shows and 18 in the overall ranking. Internationally, the series will launch in Q1 2023 and is already starting to generate good metrics, so we should likely see it again in future reports since it will be launched globally in Q1 2023.

Other European broadcasters are playing the TV game with Netflix. For example in Spain, El Confidencial explains that Netflix premiered the entire season of “Vivir sin Permiso” on January 31, 2020, when Telecinco, the private leading linear TV channel, had premiered only three episodes. Another example involving Telecinco is “Entrevias”, which aired in March 2022 on the linear TV channel and then on Netflix in May 2022. In this case, the window was less disruptive and the holdback between the two windows was longer. Did subscribers appreciate the exclusiveness of Netflix’s content? And did the viewers still wait for the linear TV to air each episode at a given time or did they prefer to just binge watch on Netflix?



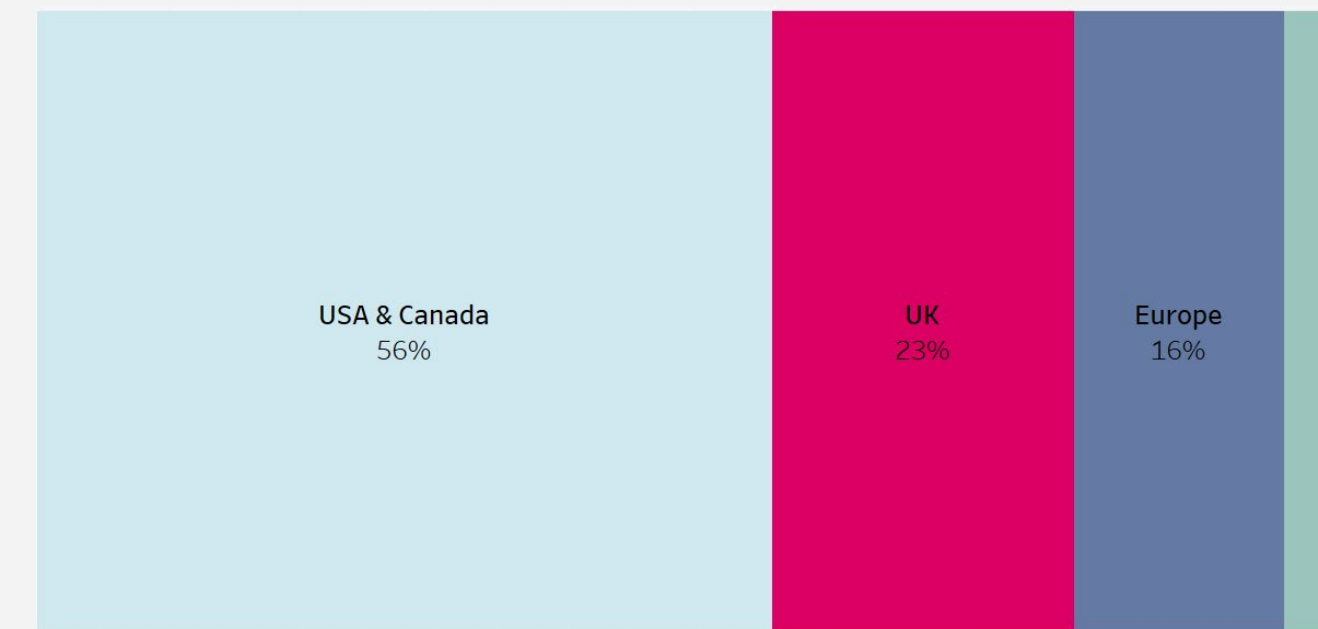
# UK 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

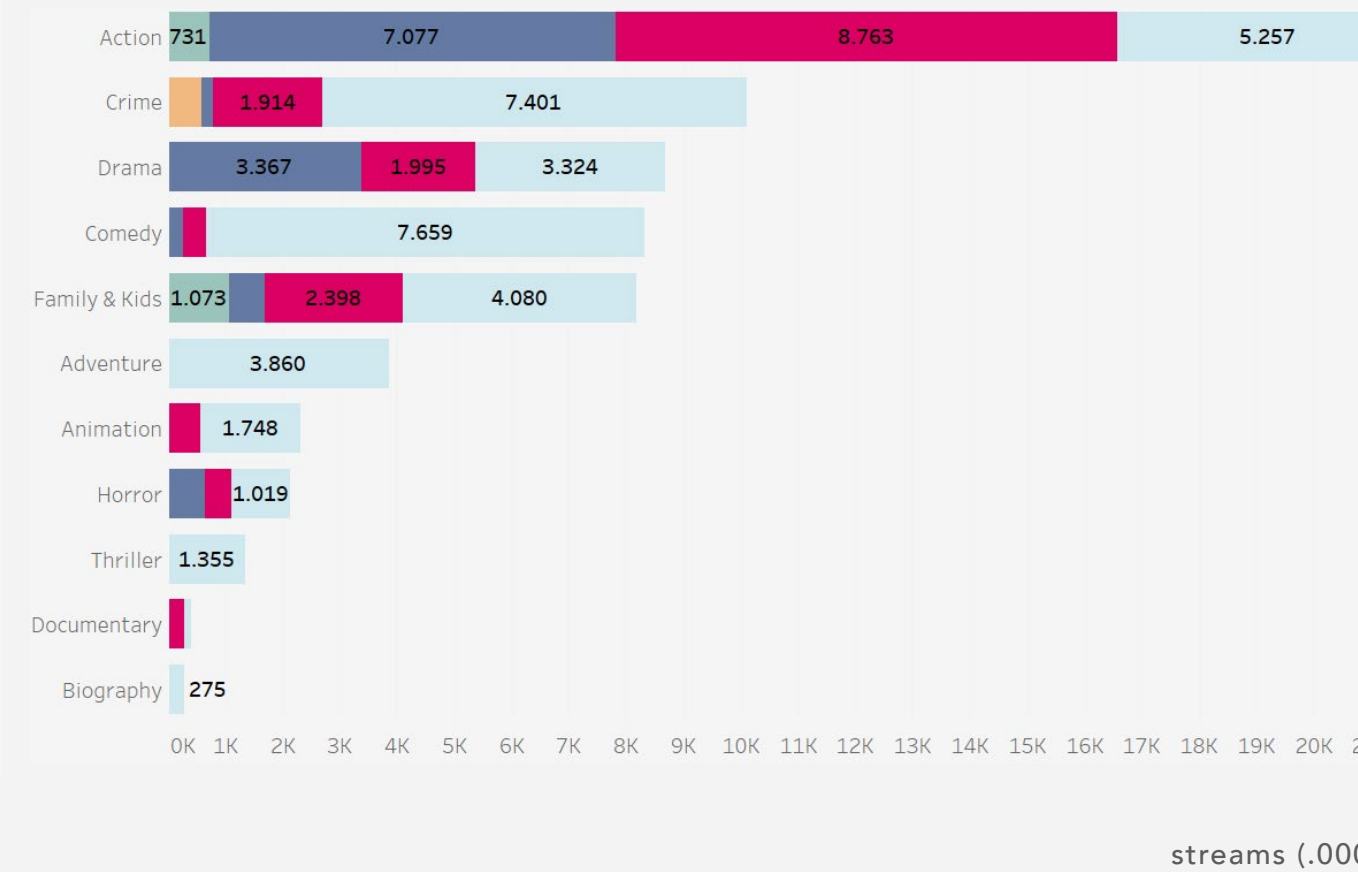
	MOVIES	PLATFORM	GENRE	STREAMS
1	Enola Holmes 2	Netflix	Action	6,531
2	Falling for Christmas	Netflix	Comedy	3,881
3	The Good Nurse	Netflix	Crime	2,834
4	All Quiet on the Western F..	Netflix	Action	2,794
5	Slumberland	Netflix	Adventure	2,507
6	The Wonder	Netflix	Drama	2,219
7	Capturing the Killer Nurse	Netflix	Crime	1,914
8	How the Grinch Stole Christmas	Amazon	Family & Kids	1,606
9	Enola Holmes	Netflix	Action	1,747
10	The Takeover	Netflix	Action	1,585
11	The Noel Diary	Netflix	Drama	1,582
12	Christmas with You	Netflix	Comedy	1,275
13	Ghislaine Maxwell: Filthy ..	Netflix	Crime	1,117
14	The Swimmers	Netflix	Drama	1,115
15	Sing	Netflix	Family & Kids	1,073
16	The School for Good and E..	Netflix	Action	1,026
17	Lost Bullet 2	Netflix	Action	1,006
18	Sniper: Ultimate Kill	Netflix	Action	990
19	Felon	Netflix	Thriller	983
20	Synchronic	Netflix	Drama	942
21	Last Holiday	Netflix	Adventure	909
22	The Christmas Chronicles	Netflix	Family & Kids	909
23	Nativity!	Netflix	Family & Kids	853
24	Let Him Go	Netflix	Crime	818
25	I Am Vanessa Guillen	Netflix	Crime	787
26	Beverly Hills Cop	Netflix	Action	785
27	State of Alabama vs. Britt..	Netflix	Crime	775
28	Christmas on Mistletoe F..	Netflix	Family & Kids	758
29	My Policeman	Amazon	Drama	756
30	Return to Christmas Creek	Netflix	Drama	685

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

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



## “ENOLA HOLMES 2” SHAKES UP UK PRODUCTIONS

With a 25% share, local movies perform much better than average thanks to “Enola Holmes 2”, the second instalment of Netflix’s adventure film franchise about Sherlock Holmes’ rebellious teenage sister Enola. In its first month, it has collected 6.5M views, which is the second biggest intro made in the UK market, just behind “Tinder Swindler” - the tenth biggest intro if all markets and production zones are taken into account. The original movie got 1.7M views. “Capturing the Killer Nurse” (1.9M) and “The Good Nurse” (2.8M) are also helping. Both movies follow the serial killer, Charles Cullen, the famous nurse that killed patients while working in hospitals in the USA, in the documentary and fiction format respectively.

## THE MOST WONDERFUL TIME OF THE YEAR IS ALREADY HERE

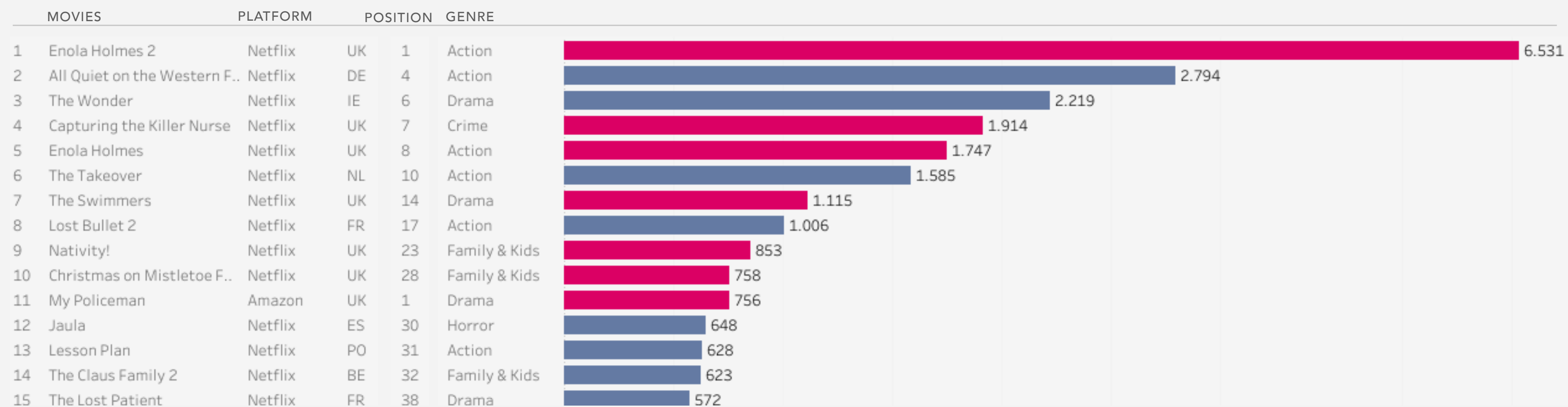
Apart from success in the UK, a lot of Christmas-y things are happening. They hold together the vast majority of the content that is doing well this month: “Falling for Christmas” (3.8M), “How the Grinch Stole Christmas” (1.7M), “The Noel Diary” (1.5M) are some of them. If November did so well for Christmas, what are we supposed to expect for December?

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

# UK 100 MOVIES | EUROPEAN FOCUS

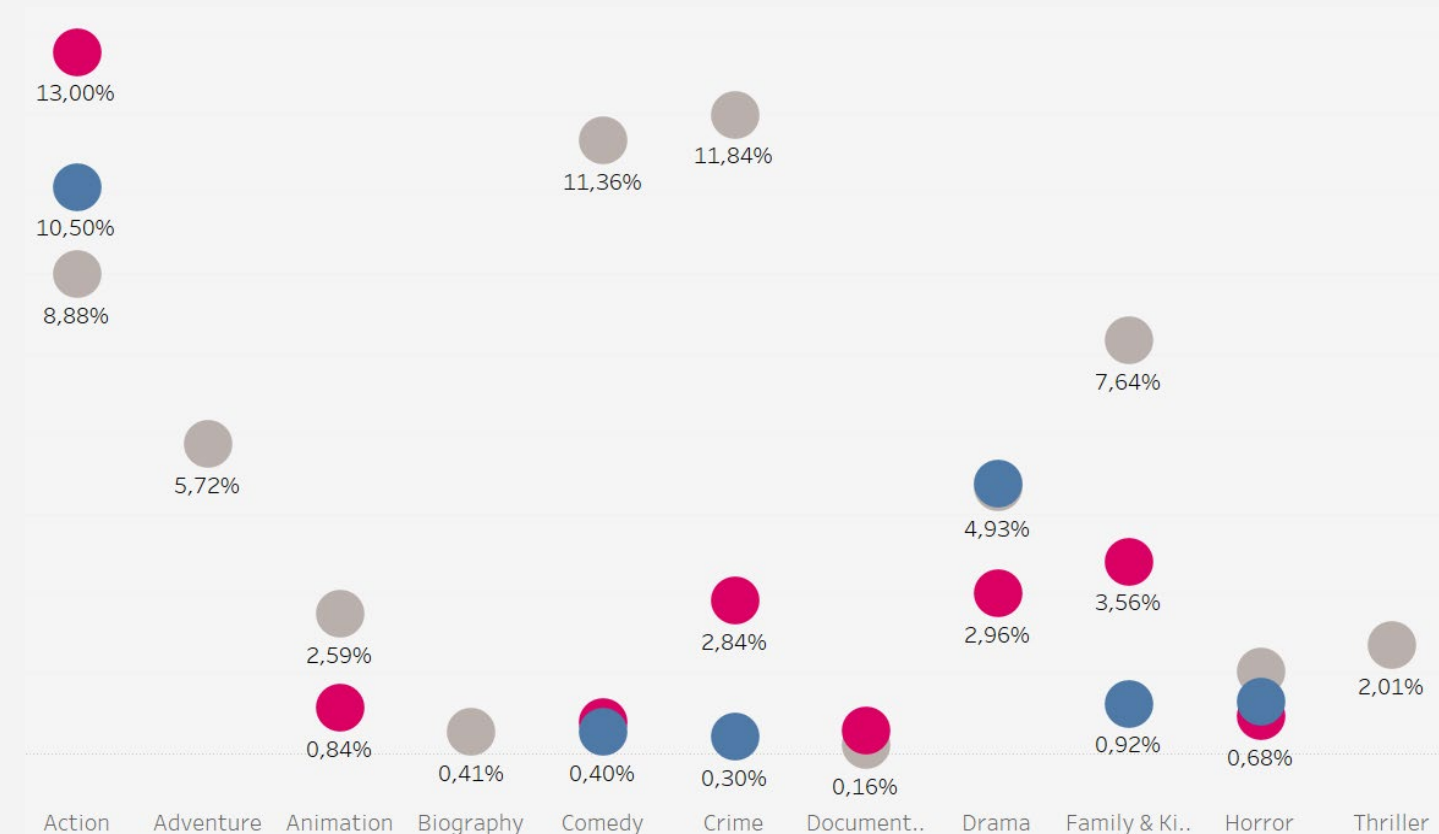
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

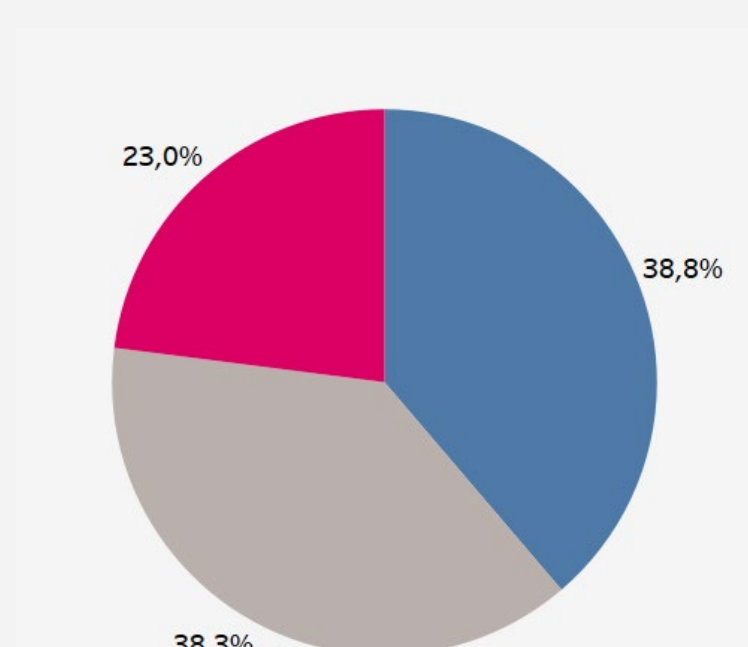


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	8	4
Animation		3
Comedy	1	2
Crime	1	1
Documentary		2
Drama	4	3
Family & Kids	1	7
Horror	1	1

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Italy Others

## EUROPEAN PRODUCTIONS BREAK RECORDS

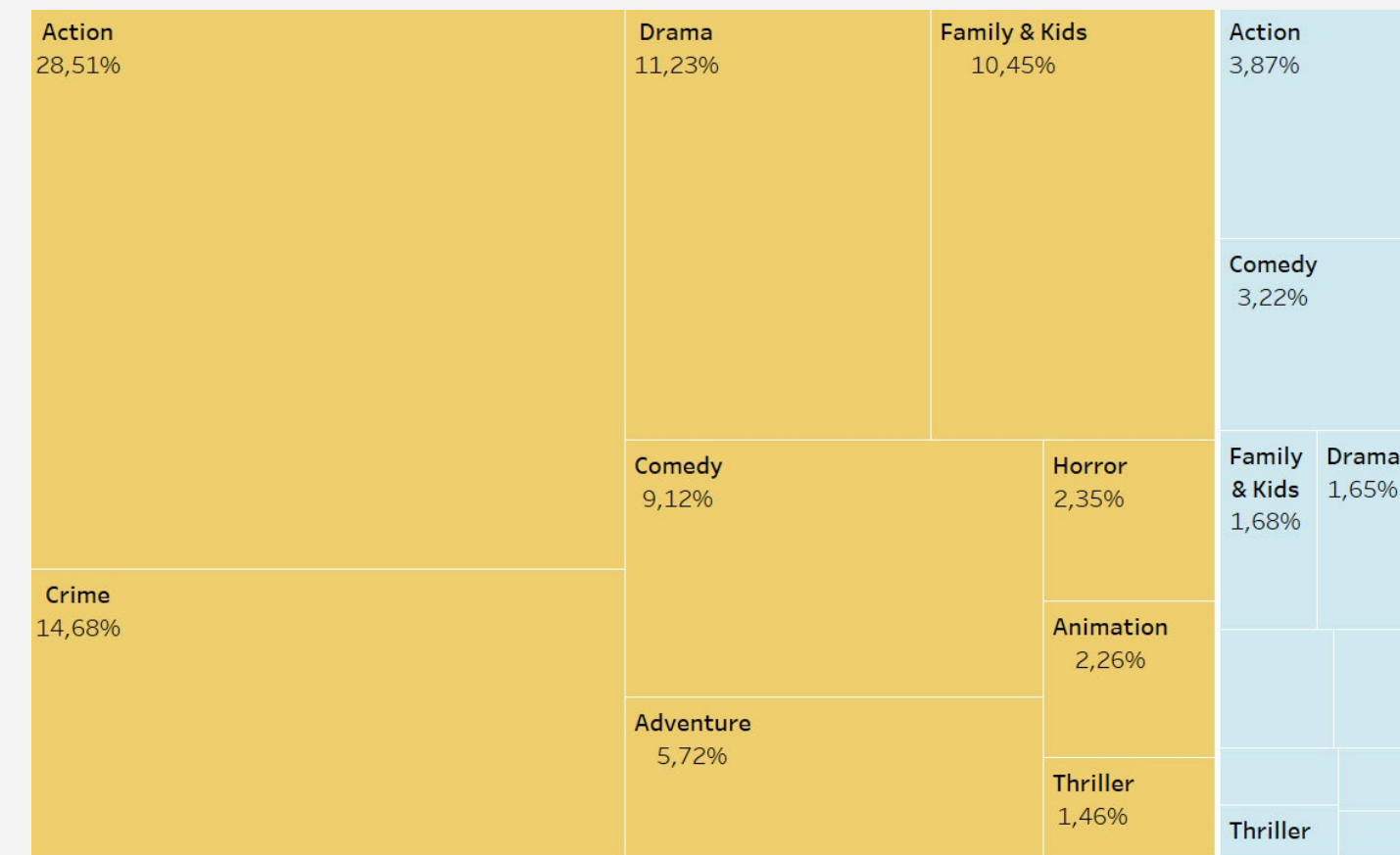
Congratulations! It's very difficult to see European movies get a percentage higher than 10% - but this month Europe is on a roll and is ready to fight and break limits. European productions achieve 18% of total share in the UK, breaking a new record. This is mainly because of "All Quiet on the Western Front" (2.7M), "The Wonder" (2.2M), "The Takeover". The first one received nine nominations at the 95th Academy Awards, including Best Picture, Best Adapted Screenplay, and Best International Feature. But this isn't just a UK thing. In all markets, European movies have gathered 29% of streams, one of the best shares. However, they have also broken records in absolute terms. With almost 90M views, November is the month when European productions have had their best number.

## "THE SWIMMERS" - UK'S NETFLIX PRODUCTIONS HAVE GREAT QUALITY

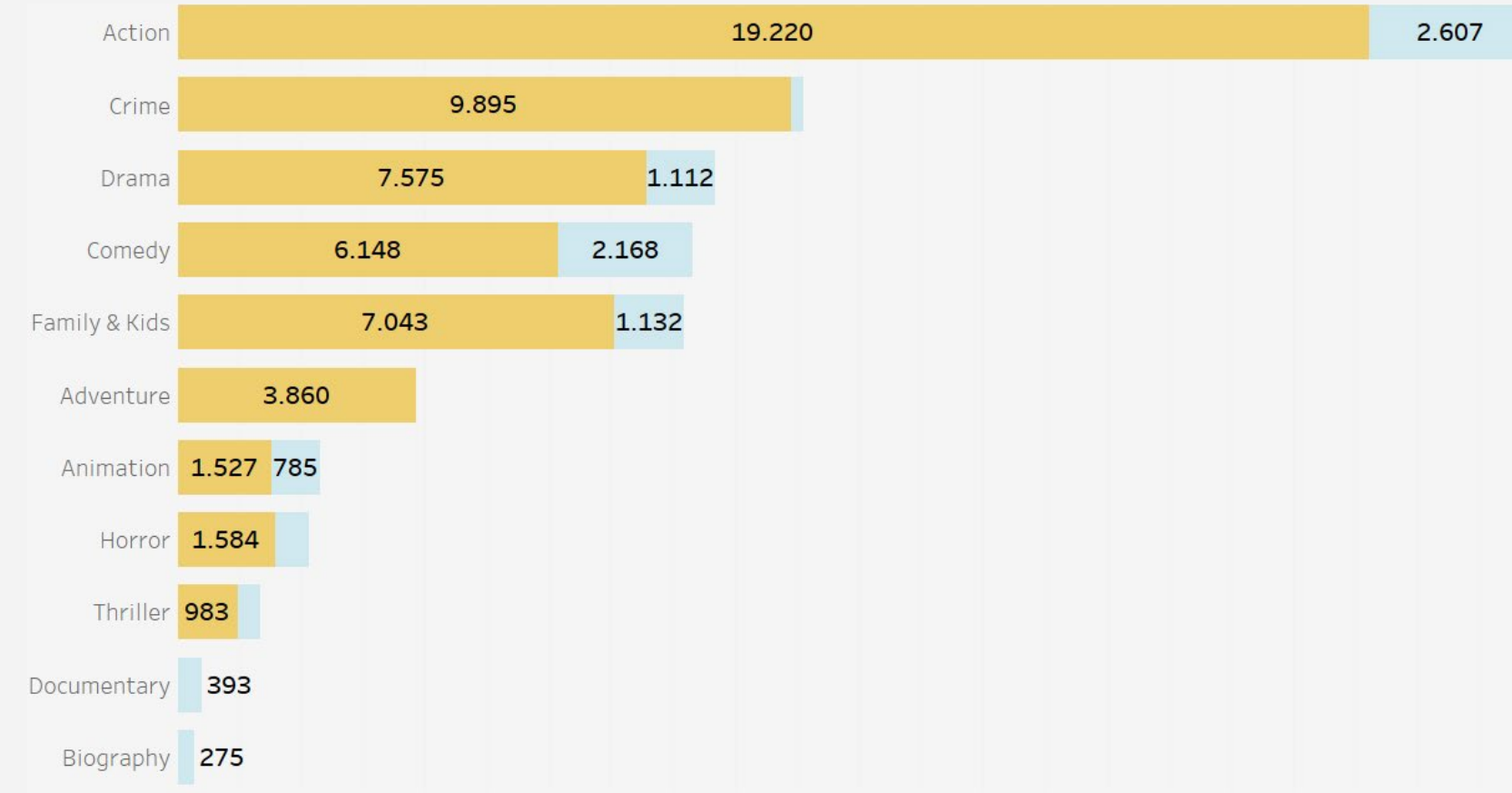
"The Swimmers" gathered 1.1M views, and was the 4th local most played movie this month. The movie had its world premiere at the 2022 Toronto International Film Festival and was released in cinemas and on the platform. The director, Sally El Hosaini, has won awards at the Sundance Film Festival, the Berlin International Film Festival, BFI London Film Festival Awards, amongst others. In all markets, it got 5.7M views.

# UK 100 MOVIES | SVOD PLATFORMS

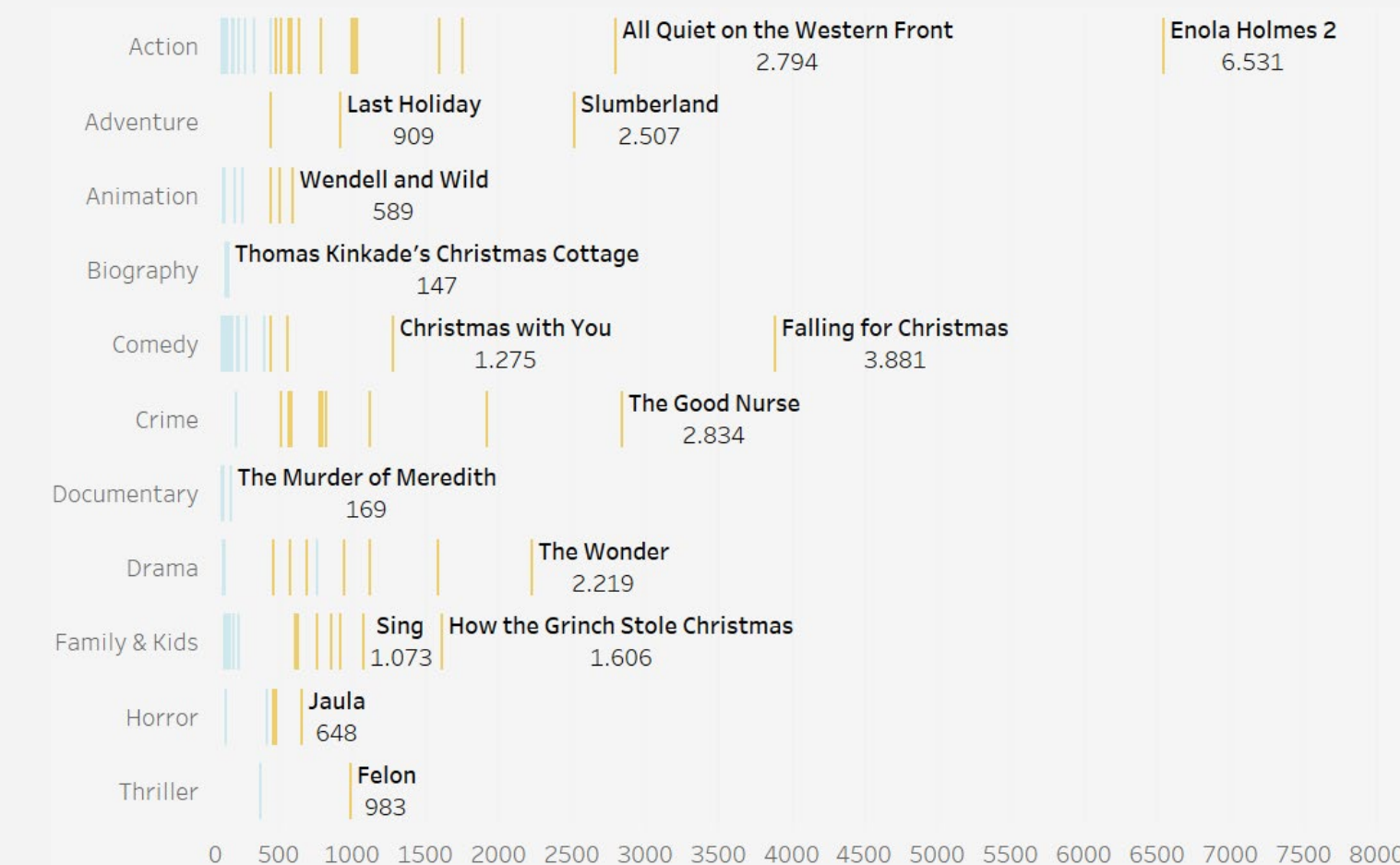
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

## JESS BEZOS IS GOING THROUGH A ROUGH PATCH

The shooting of "My Policeman" (756K), in position #29, came to an end after several months of filming between the UK and Italy, and soon the hype for the film grew to considerable levels. The movie is produced by Amazon Studios. Michael Grandage, the director, previously directed Colin Firth, Jude Law and Nicole Kidman in "Genius", in 2016. No other Amazon film is seen until position #52, when the third instalment of the John Wick film series, starring Keanu Reeves as the eponymous character, appears,

The last two months have been something of a disaster for Amazon. Although in October the e-commerce giant gathered 13.49% of total views, and this month the figure is 12.22%, this is actually very bad news since the average monthly share is approximately 16%. What will biannual figures tell us about Amazon's performance this semester?

# UK 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	The Crown	Netflix	Biography	53,048
2	Peppa Pig	Netflix	Animation	48,224
		Amazon	Animation	1,904
3	Wednesday	Netflix	Family & Kids	35,795
4	Young Sheldon	Netflix	Comedy	32,248
5	Teen Titans Go!	Netflix	Animation	30,320
6	Dead to Me	Netflix	Comedy	19,528
7	1899	Netflix	Drama	17,023
8	The Big Bang Theory	Netflix	Comedy	15,228
9	Manifest	Netflix	Drama	15,200
10	Love Is Blind	Netflix	Game-Show & Reality-TV	13,668
11	Grizzy and the Lemmings	Netflix	Family & Kids	12,589
12	Ben & Holly's Little Kingdom	Netflix	Animation	8,130
		Amazon	Animation	3,698
13	Blockbuster	Netflix	Comedy	11,142
14	Gilmore Girls	Netflix	Comedy	11,007
15	Friends	Netflix	Comedy	10,663
16	PAW Patrol	Netflix	Animation	10,473
17	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	10,445
18	Ancient Apocalypse	Netflix	Documentary	9,462
19	The Watcher	Netflix	Thriller	9,155
20	Warrior Nun	Netflix	Action	8,589
21	Half Bad	Netflix	Action	8,582
22	One Of Us Is Lying	Netflix	Crime	7,848
23	Killer Sally	Netflix	Crime	7,164
24	The Devil's Hour	Amazon	Thriller	6,897
25	Peter Rabbit	Netflix	Family & Kids	6,827
26	Unsolved Mysteries	Netflix	Crime	6,479
27	Pepsi, Where's My Jet?	Netflix	Documentary	6,164
28	Buying Beverly Hills	Netflix	Game-Show & Reality-TV	6,105
29	The Peripheral	Amazon	Drama	5,877
30	Monster: The Jeffrey Dah..	Netflix	Biography	5,845

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

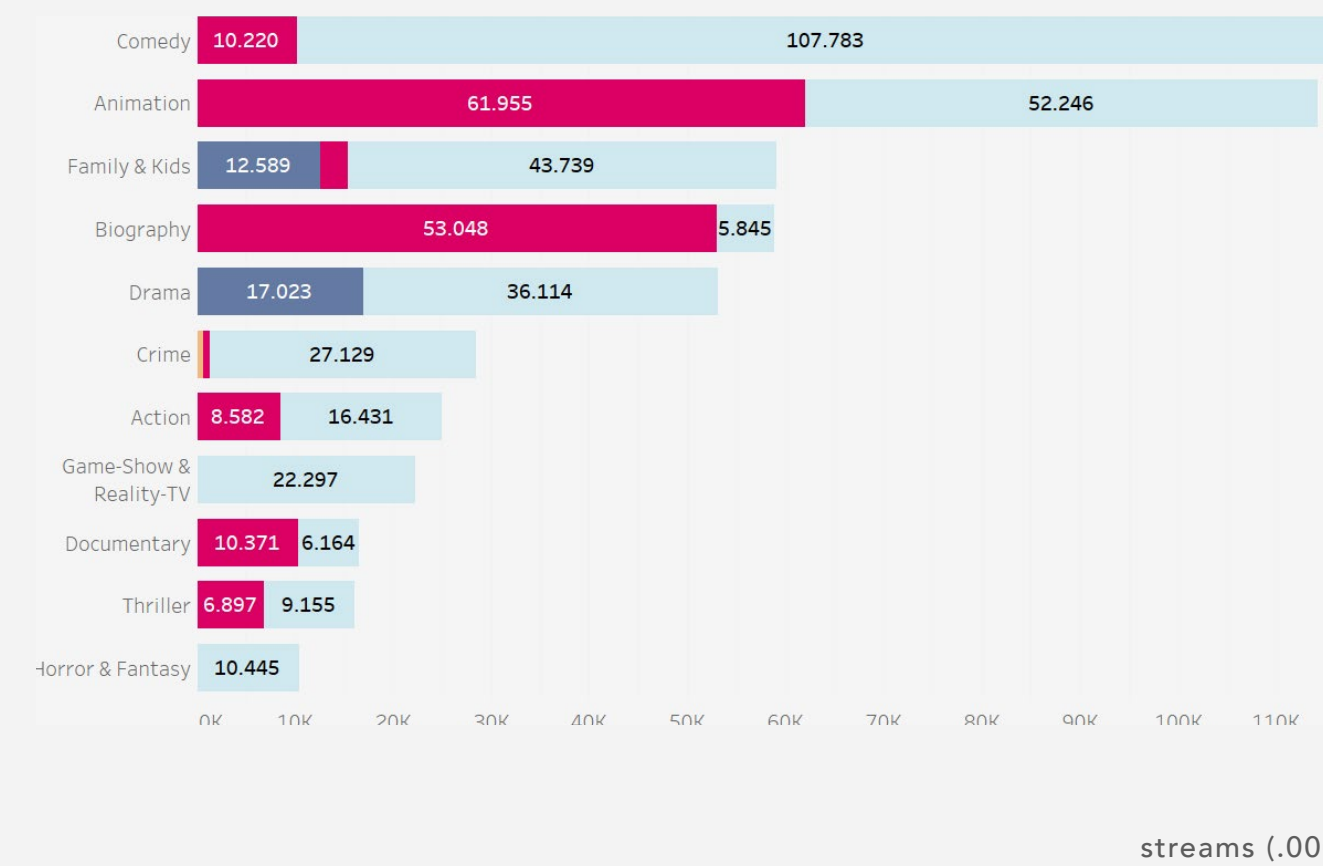
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## ANIMATION AND FAMILY & KIDS RECORD ONE OF THEIR BEST FIGURES TO DATE

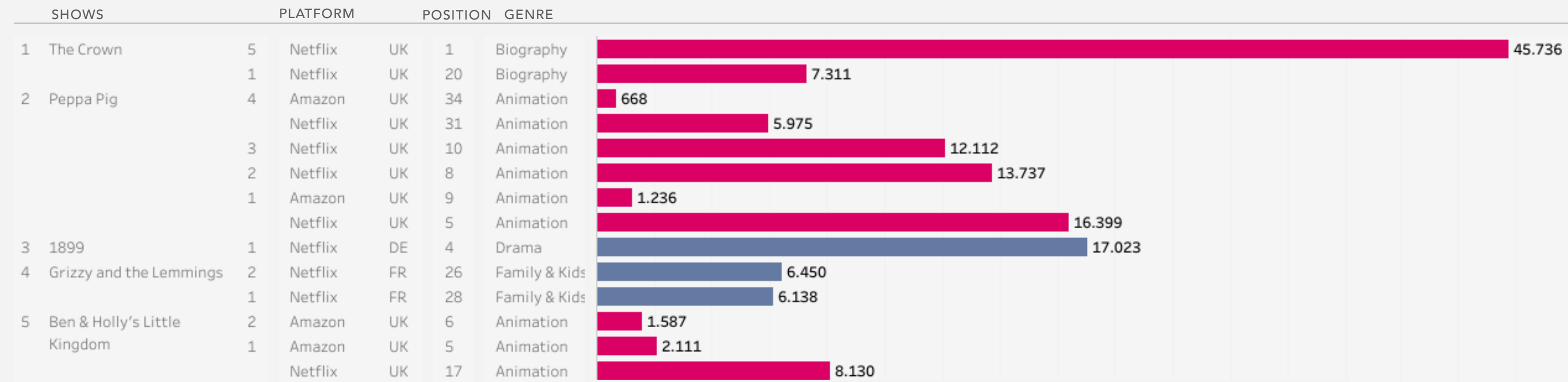
“Peppa Pig” (50.1M), “Wednesday” (35.7M), “Teen Titans Go!” (30.3M), “Grizzy and the Lemmings” (12.5M), “Ben & Holly’s Little Kingdom” (11.7M) and others together account for one of the highest numbers these two genres have ever returned since we’ve recorded data. Animation collected 21.8% and Family & Kids 11.32%. Half of these streams are produced by the USA, which places British and European content in a very good position.

## THE REALITY OF REALITY SHOWS

“Love is Blind”, which is co-produced by the UK and USA, gathered 13.6M. Is this a good or a bad number? Well, we must bear in mind that reality shows came at a much lower price tag than original scripted content. Yes - they don’t have the best numbers, but the point is that Netflix already has given “Love is Blind” the green light for a fourth and fifth season. The binge-watching mode saves editors energy - stories don’t have to create the false construct of commercial breaks and cliff-hangers. Also, “Love is Blind” is perfect for passive viewing, because sometimes people just want a channel to fall asleep to, something to work alongside, or background noise. If it also brings good viewing figures, why should Netflix change that?

# UK 100 SHOWS | EUROPEAN FOCUS

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



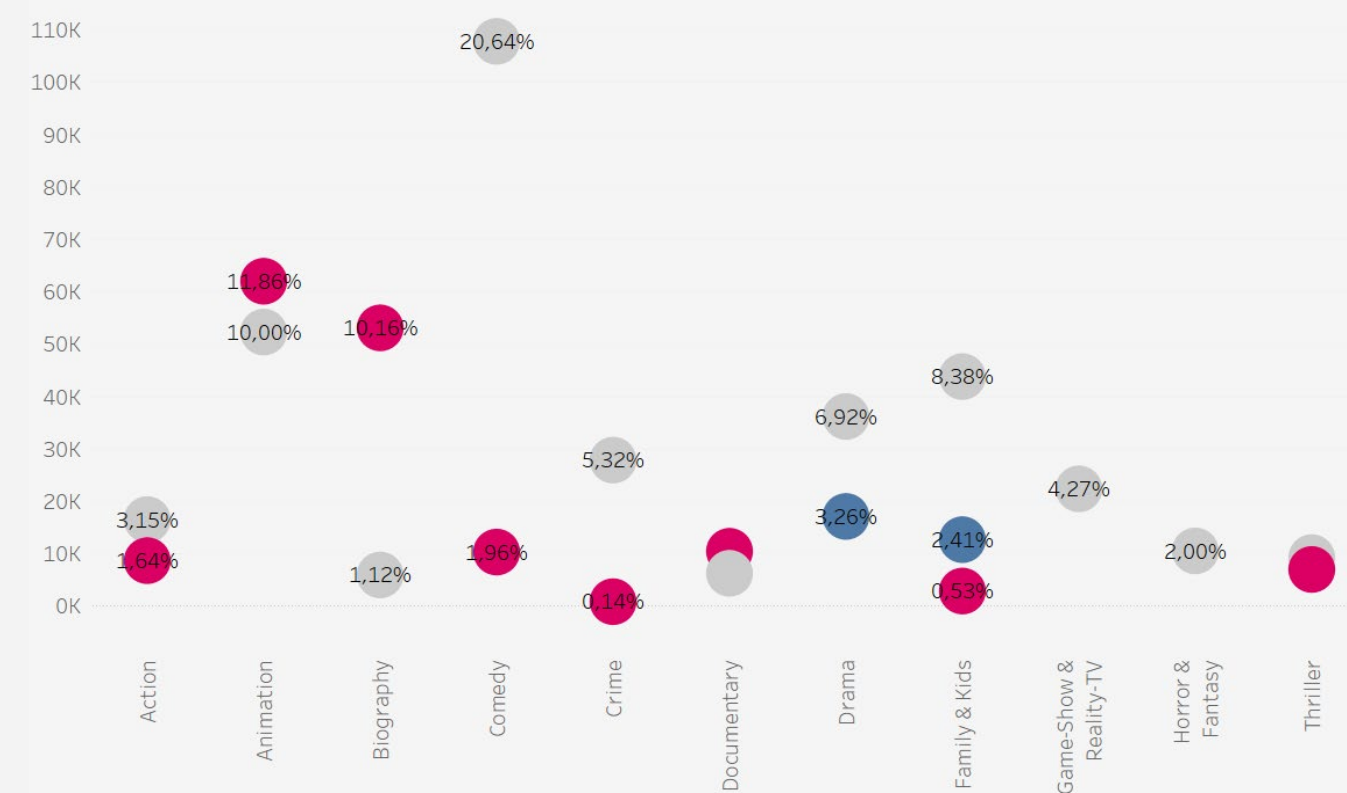
## “THE CROWN” LITERALLY BRINGS THE THRONE TO THIS MONTH’S PERFORMANCE

With a 30% share, British productions enjoy their second-highest share of all time since we’ve recorded data, in a month where things have been competitive. Of course, this is mainly because of the premiere of the sixth season of “The Crown”, which got nothing less than 45.7M views - apart from another Golden Globe nomination for Best Television Series. “Peppa Pig” and “Ben & Holly’s Little Kingdom” surely helped in taking such a big slice of the cake.

## EUROPEAN SHOWS GET THEIR HIGHEST SHARE

Although it may seem a small number - and it surely is - European titles this month recorded their highest share as well, with 5.6% of total views. “1899” is chiefly responsible for this. Its views have made it become the sixth most popular European show in the British market. Is it the fact that it is partially in English? Do the British love that much historical drama? During its debut week, “1899” ranked at number two on Netflix’s Top 10# TV English titles just three days after its release with 79.27 million hours viewed. Here, in the UK, the show collected 17M views. Quite a hit!

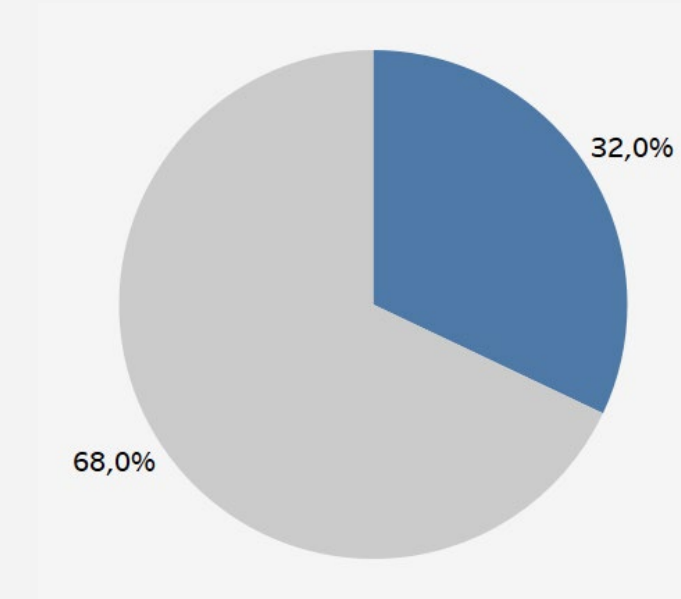
## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



## NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	UK
Action		1
Animation		2
Biography		1
Comedy		2
Crime		1
Documentary		2
Drama	1	
Family & Kids	1	3
Thriller		1

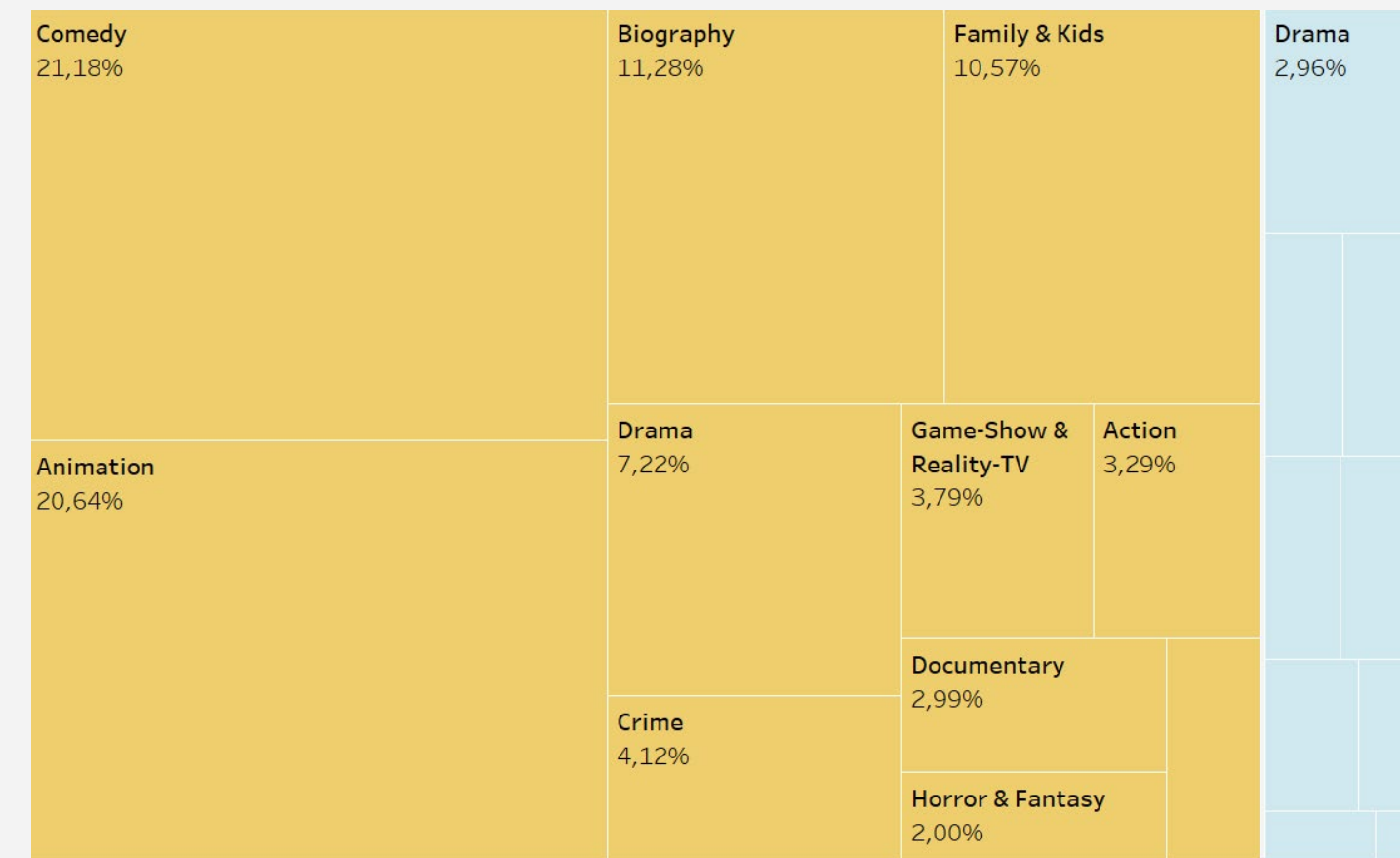
## CONTRIBUTION TO DRAMA STREAMS



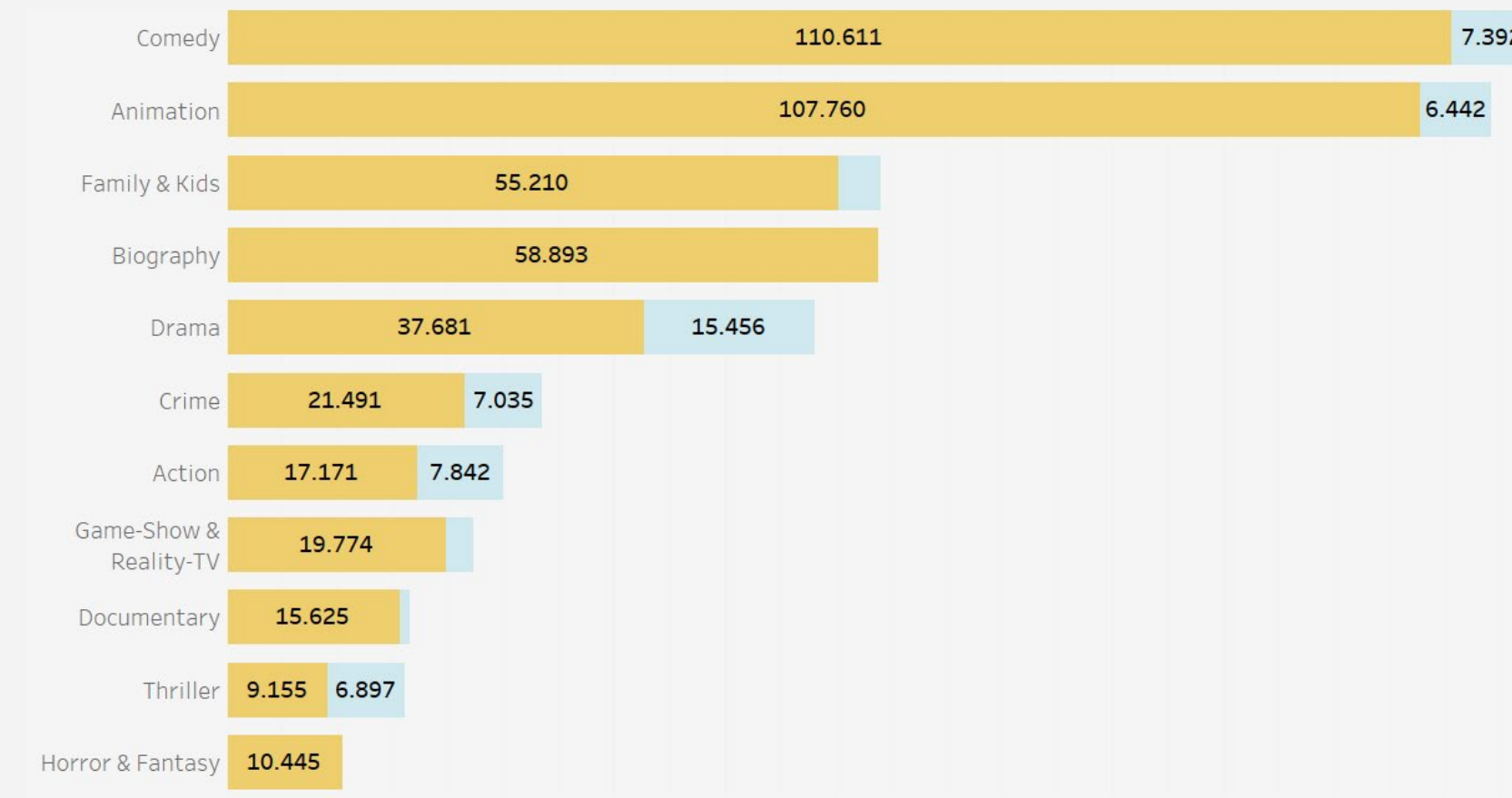
PRODUCTION COUNTRIES: Europe UK Others

# UK 100 SHOWS | SVOD PLATFORMS

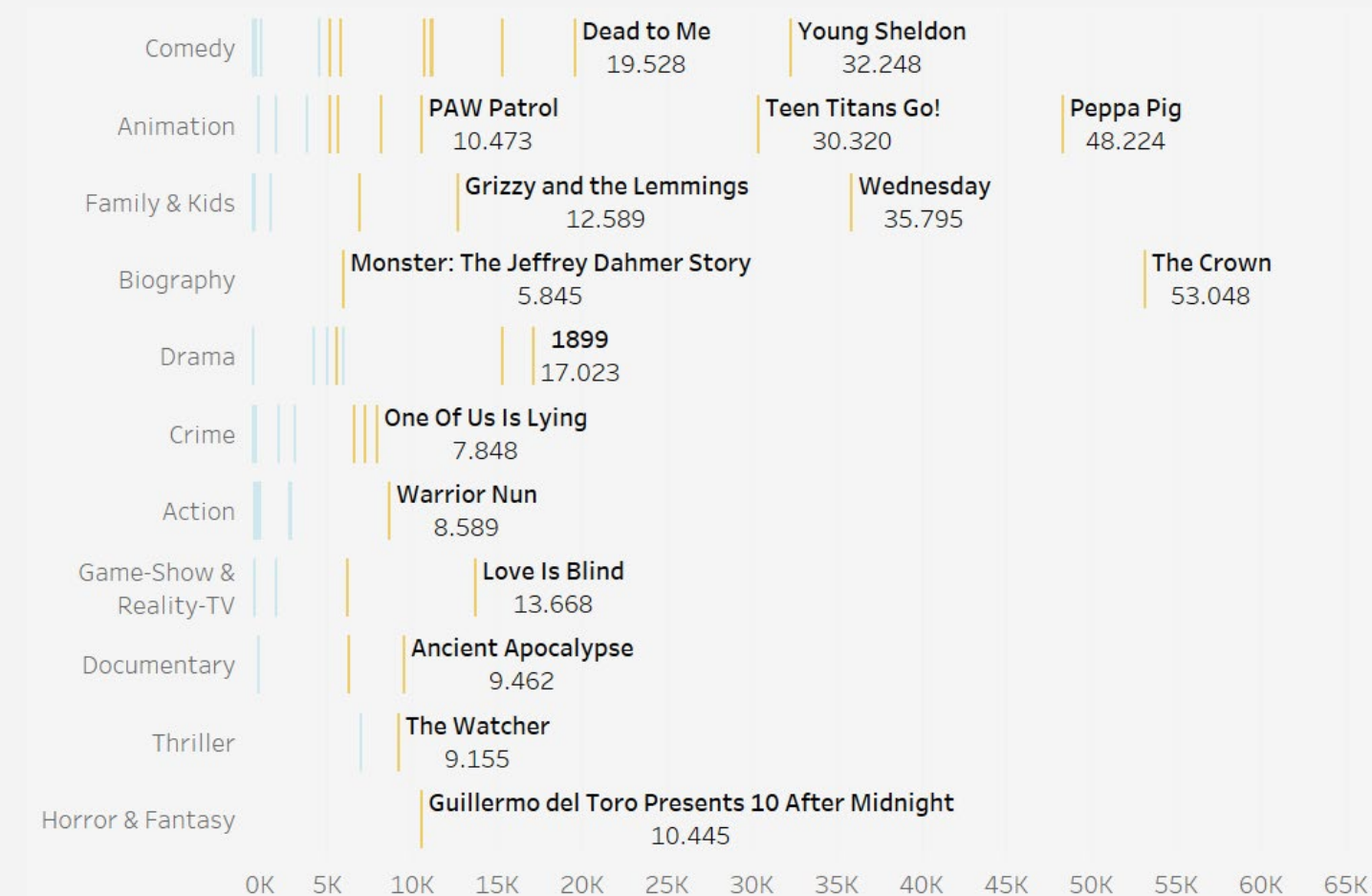
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

## JEFF BEZOS GOT ONE OF HIS WORST NUMBERS

Prime Video gets only 11% of total views, very close to its worst performance. However, there are a couple of titles worthy of being highlighted.

## “THE DEVIL HOUR” & “THE PERIPHERAL” ARE LIFTING SPIRITS

Yes - it's Peter Capaldi as the lead man but no - it's not "Doctor Who": it's "The Devil Hour". This local show produced by Amazon reached 6.8M views and has been renewed for a second and a third season.

Another important title for all markets in the e-commerce platform is "The Peripheral". Starring "Chloë Grace Moretz" and loosely based on the 2014 book of the same name written by William Gibson, it follows a girl in the year 2032 who spends most of her time indulging in VR video games called sims. However, everything changes when she and her brother test a new sim that introduces them to a fantastic new world. It has collected 13.M views in the UK and 29.4M in all markets.



# HOT CONTENT IN UK

## “THE WONDER”

Irish Midlands, 1862. A little girl stops eating but remains somehow miraculously alive and well. English nurse Lib Wright (Florence Pugh) is brought to a small village to observe eleven-year-old Anna O'Donnell (Kíla Lord Cassidy). An abundance of tourists and pilgrims gather to observe the girl who is said to have survived without food for months. Some of them, as actually happened with those fasting girls (typical of the 19th century), honestly think they need to be sacrificed. Some of them think these girls are saints. What is the real narrative here?

“The Wonder” is an Irish and British 2022 film helmed by award-winning director Sebastian Lelio, who, since his first release in 2023, “Cero”, a documentary based on unedited material from the 2001 September 11 attacks, to his award-winning 2018 work, “A Fantastic Woman”, has done enough to make us realize he’s here to stay, making great movies. Alice Birch (writer of the now classic “Succession” and “Normal People”, a young people’s favourite) and Emma Donoghue (writer of the 2016 novel of the same name) were also involved in the writing process.

The Chilean filmmaker zooms in on the confrontation between dogma and reason, while also inviting us to reflect on our mental narratives. Is it inherited, co-created or are we fully free in the processing of reality? How do narratives shape our life? Or is it life that shapes our narrative? Lelio also remarked that he was very inspired by how these two girls found this relationship

between narrative and life and how they still helped each other with unspeakable generosity. He said: “I was gripped by the transgenerational sisterhood, the complicity and attachment that emerges between the two protagonists.”

He really succeeds in what he sets out to do. “The Wonder” has been nominated for the National Board of Review, the British Independent Film Awards, the London Film Critics’ Circle and the British Academy Film Awards. In Europe, it has gathered 9.2M views in just one month. Actually, “The Wonder” is the fifth most played title this month in general - the second most streamed movie where the main production country is European, just behind “All Quiet On the Western Front”. More great news is that the movie has become the most popular Irish movie on the charts for 2022 so far!

It shouldn’t come as a surprise. “The Wonder” was presented at one of the best festivals. It premiered at the Telluride Film Festival on September 2, followed by a screening at the 2022 Toronto International Film Festival on September 13. Its European premiere took place at The San Sebastian International Film Festival on September 21. After all that touring, “The Wonder” premiered theatrically on November 2 in select cinemas and then released on Netflix on November 16, 2022, following a limited theatrical release on November 2. The film, by the way, is a co-production between House Production and Element Pictures, and is, of course, distributed by Netflix.



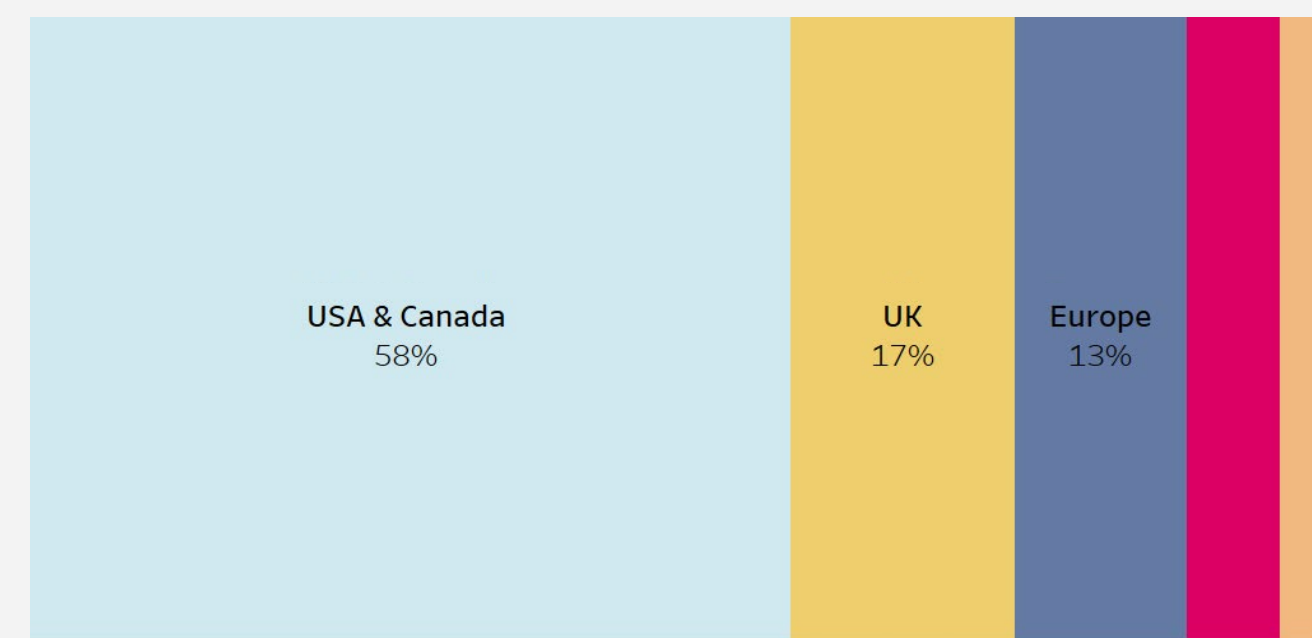
# GERMANY 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

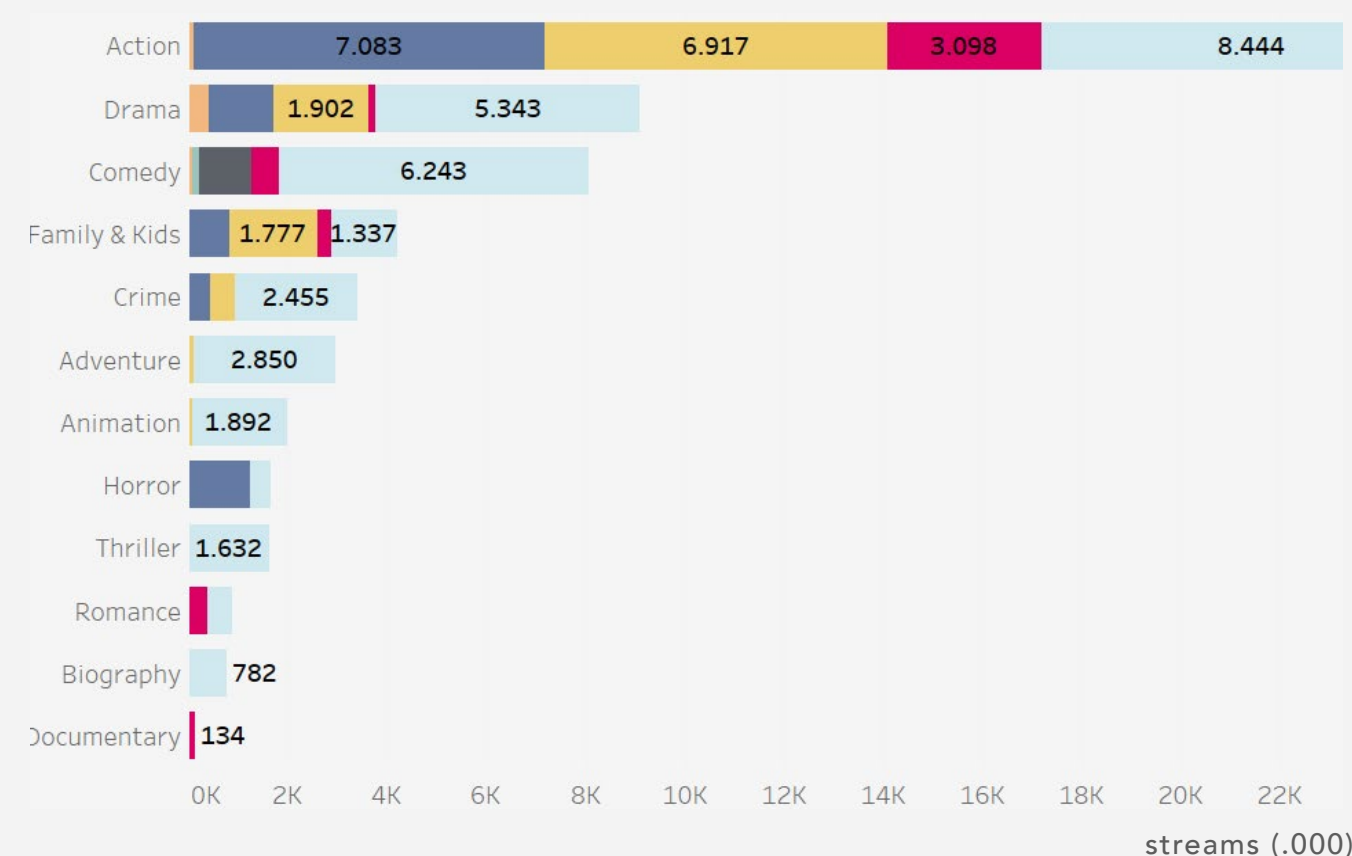
MOVIES	PLATFORM	GENRE	STREAMS
1	Netflix	Action	4,875
2	Netflix	Comedy	3,627
3	Netflix	Action	3,098
4	Netflix	Adventure	2,463
5	Netflix	Action	1,949
6	Netflix	Action	1,815
7	Netflix	Drama	1,717
8	Netflix	Comedy	1,648
9	Netflix	Action	1,598
10	Netflix	Drama	1,529
11	Netflix	Action	1,392
12	Netflix	Drama	1,315
13	Netflix	Crime	1,270
14	Netflix	Thriller	1,186
15	Netflix	Comedy	1,061
16	Amazon	Crime	1,051
17	Netflix	Drama	1,050
18	Netflix	Action	1,001
19	Netflix	Action	998
20	Netflix	Drama	984
21	Netflix	Action	971
22	Netflix	Action	929
23	Netflix	Action	894
24	Netflix	Horror	792
25	Netflix	Family & Kids	711
26	Netflix	Action	674
27	Netflix	Biography	659
28	Netflix	Animation	602
29	Netflix	Animation	594
30	Netflix	Family & Kids	583
31	Netflix	Action	554

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 Germany Asia UK Latam Other

## “ENOLA HOLMES 2” LEADS THE WAY IN A YOUTHFUL TOP 100 WITH A BRITISH ACCENT

The sequel of Sherlock Holmes’ rebellious teen sister, starring ‘Stranger Things’ lead, Millie Bobby Brown, climbed up to the TOP1 with 4.8M Streams. The launch of the sequel also brought to the surface the first instalment of the saga, from 2020, in position #5 with 1.9M streams. Also worthy of mention is another British ‘Family & Kids’ content, the Harry Potter saga, which scored over 1M streams and placed the seven instalments about the beloved wizard in the TOP100.

## MAKE YOURSELF SOME HOT CHOCOLATE: IT’S BEGINNING TO LOOK A LOT LIKE CHRISTMAS IN THE GERMAN TOP 100

Like in other territories, American productions bring the Christmas vibes to the charts with titles like ‘Falling for Christmas’ in position #2 and 3.6M Streams, ‘The Noel Diary’, in position #7 with 1.7M streams, or ‘Christmas With You’, to name a few among the nearly 15 works with the keywords ‘Christmas’ or ‘Noel’ in their titles. Among other titles for the whole family, the American fantasy adventure movie ‘Slumberland’ achieved 2.4M streams in position #4.

# GERMANY 100 MOVIES | EUROPEAN FOCUS

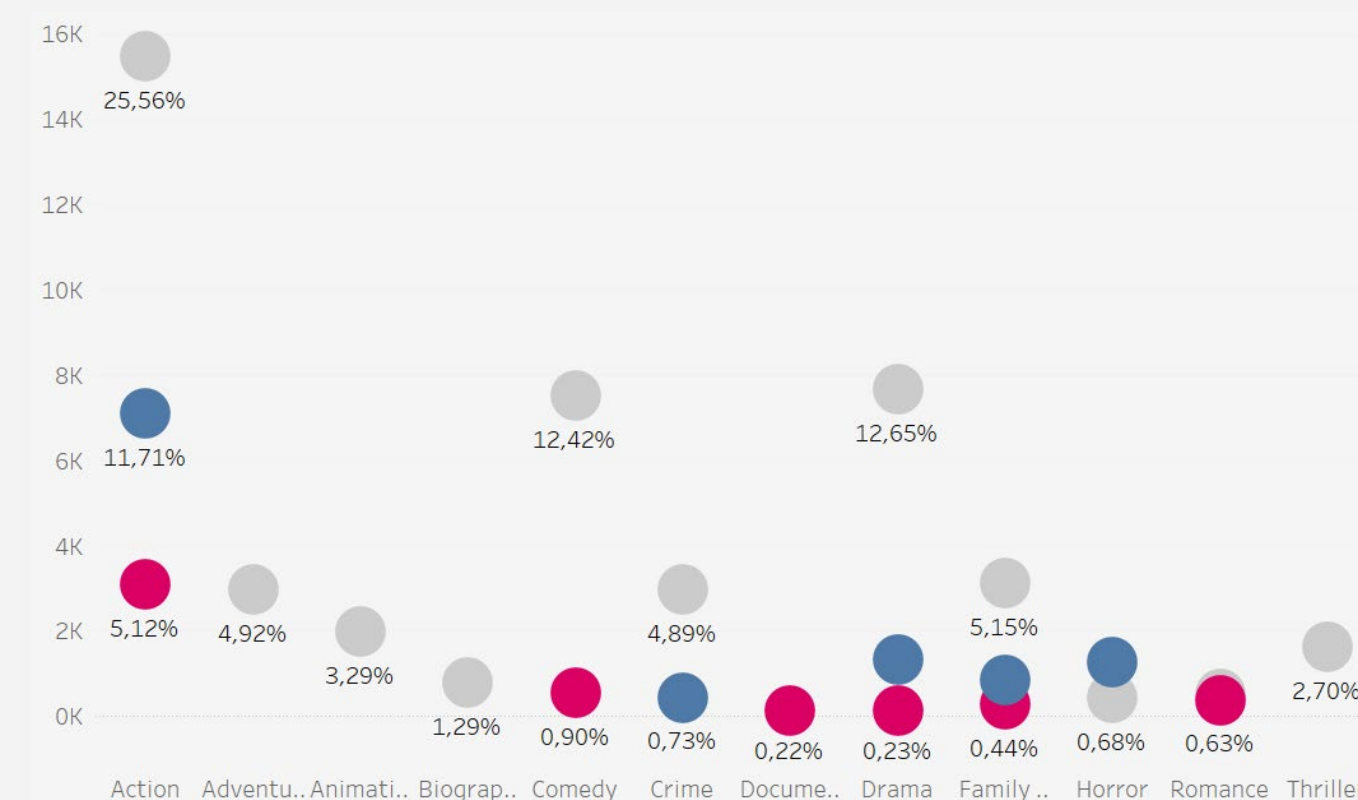
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1	All Quiet on the Western Front	Netflix	DE 3	Action	3.098
2	The Takeover	Netflix	NL 6	Action	1.815
3	Medieval	Netflix	CZ 9	Action	1.598
4	Lost Bullet 2	Netflix	FR 11	Action	1.392
5	The Wonder	Netflix	IE 12	Drama	1.315
6	Lesson Plan	Netflix	PO 17	Action	998
7	Lost Bullet	Netflix	FR 20	Action	929
8	Jaula	Netflix	ES 22	Horror	792
9	The Claus Family 2	Netflix	BE 29	Family & Kids	583
10	Hellhole	Netflix	PO 36	Horror	461
11	Overdose	Amazon	FR 3	Crime	442
12	Next Door	Netflix	DE 44	Comedy	418
13	Sachertorte	Amazon	DE 4	Romance	381
14	School of Magical Animals	Amazon	DE 7	Family & Kids	264
15	The Grinch	Amazon	FR 9	Family & Kids	255
16	The Blackout	Amazon	RU 10	Action	252
17	Damaged Goods	Amazon	DE 23	Drama	137
18	Untitled Bayern Munich Documentary	Amazon	DE 24	Documentary	134
19	Military Academy	Amazon	DE 29	Comedy	126
20	Well	Amazon	HU 46	Action	98

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

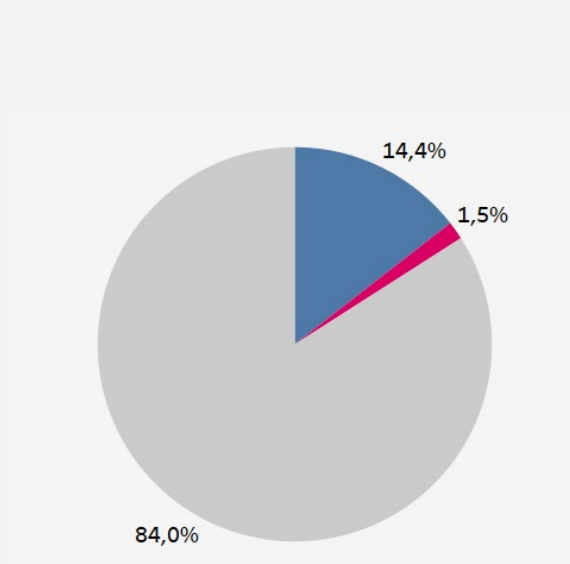


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	7	1
Comedy		2
Crime	1	
Documentary		1
Drama	1	1
Family & Kids	2	1
Horror	2	
Romance		1

## CONTRIBUTION TO DRAMA STREAMS



## THE UK IS THE REAL WINNER THIS MONTH TAKING THE SECOND BIGGEST SLICE OF THE CAKE

UK films have made a stunning overtake of European and German content with 17% of the share, increasing their score to 11 points, to the detriment of local and European productions, which lost 3 points each. The UK has brought a wide variety of genres to the chart, from Action for families & kids, such as 'Enola Holmes' and the Harry Potter saga, to the Toronto selected drama 'The Swimmers' and the True Crime, 'Capturing the Killer Nurse'.

## GERMANY PLACES SEVEN TITLES IN THE TOP 100 BUT 'ALL QUIET ON THE WESTERN FRONT' ECLIPSED THEM ALL

At the head, in position #3, with 3.1 M streams, the WWI Action drama keeps on gathering streams during its second month on Netflix. The Berlinale comedy and directorial debut of Daniel Brühl, 'Next Door', collected 418K streams in position #44, becoming the second most-watched German title in November.

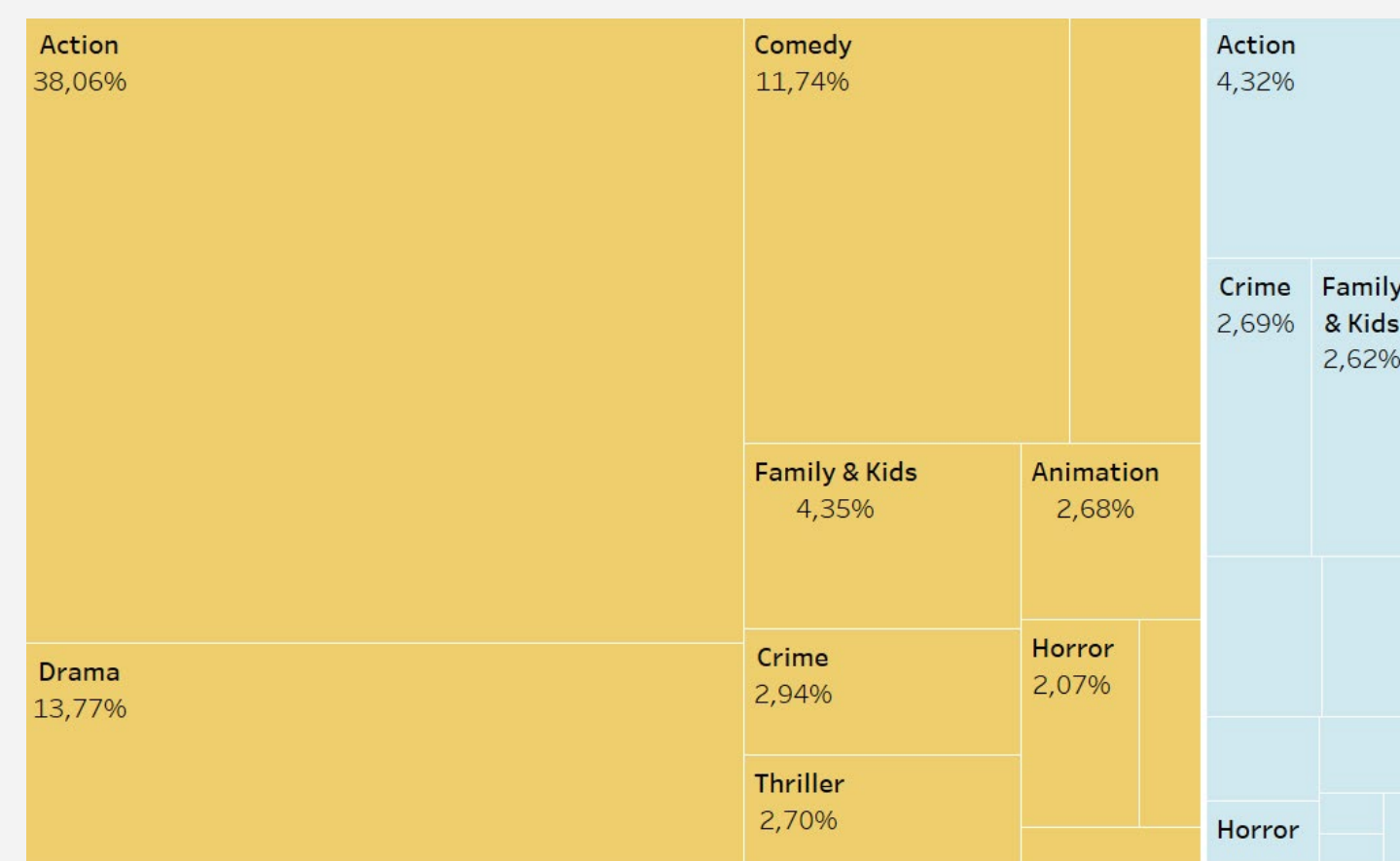
## EUROPEAN ACTION FILMS PROVE THEIR EFFICIENCY IN GERMANY WHILE DRAMA LOST

The Dutch film, 'The Takeover' (1.8M) in position #6 in the global charts, the Czech work, 'Medieval' (1.5M) in position #9, the French works 'Lost Bullet 2' and 'Lost Bullet' (#11 and #20, and 1.3 and 929K Streams each) and the Polish film, 'Lesson Plan' (#17, 998K Streams) prove the travelability of this genre across Europe. We can't say the same about drama: this month, only two local and European titles labelled as drama have sneaked into the TOP 100 in Germany, 'The Wonder' (1.3M) and, once again, the German drama 'Damaged Goods' (137K)

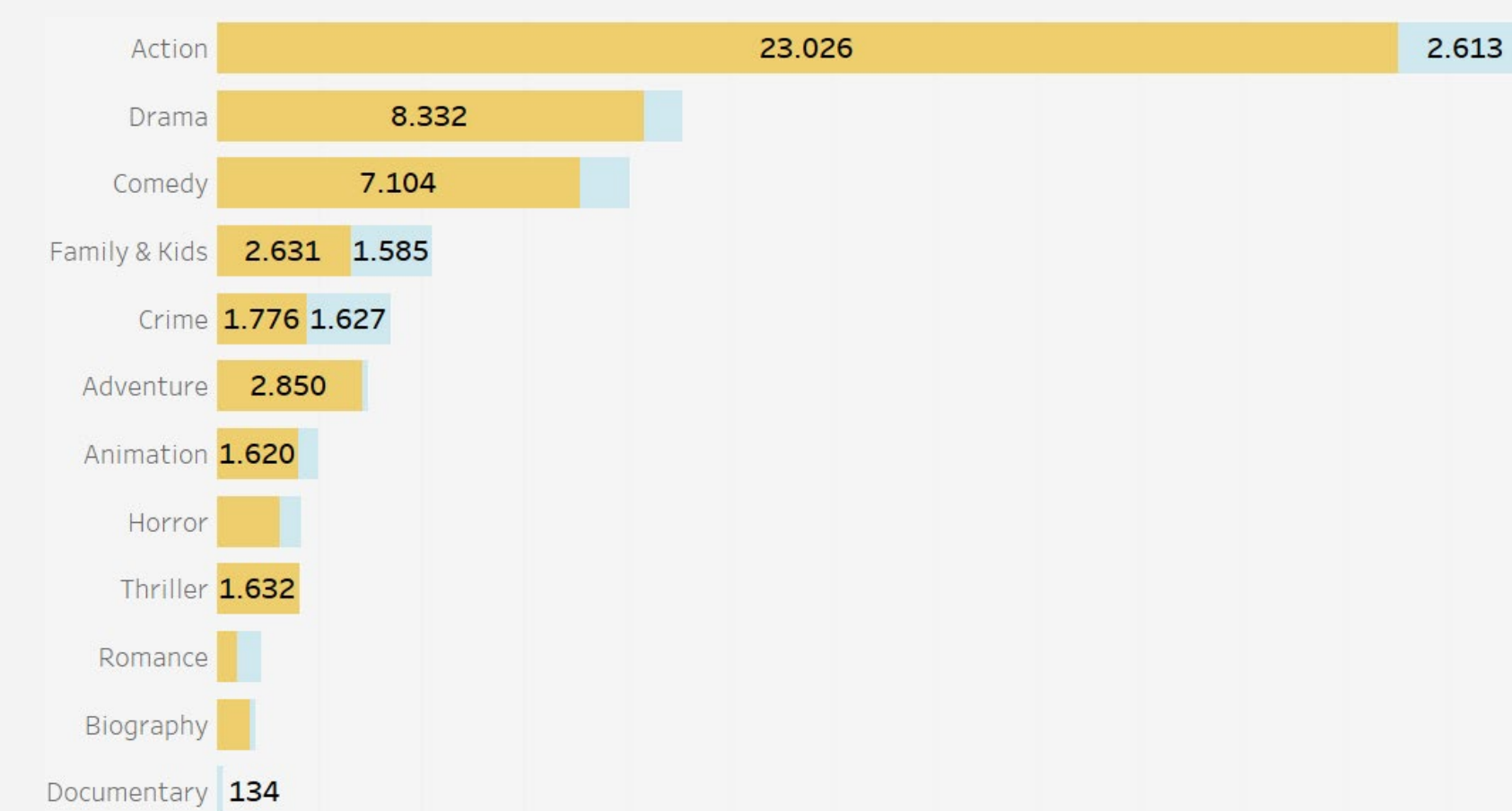
PRODUCTION COUNTRIES: ■ Europe ■ Germany ■ Others

# GERMANY 100 MOVIES | SVOD PLATFORMS

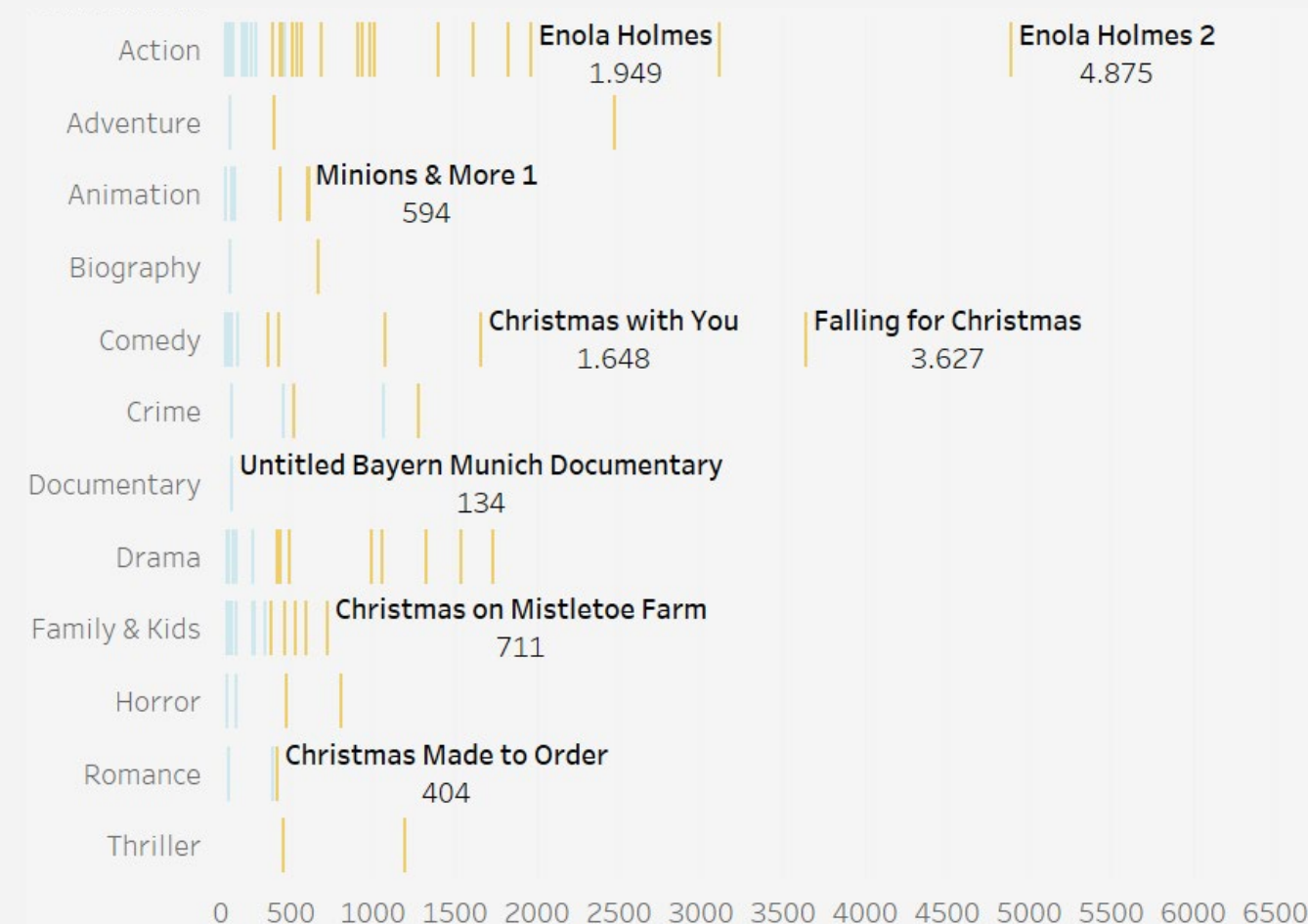
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

## AMAZON'S NUMBERS KEEP DROPPING AND DROPPING IN ITS DARKEST MONTH

In October we got a glimpse of a quite discouraging trend for the e-commerce platform: its popularity has been falling month after month, with the worst result in October. Sadly, in November the table did not turn in its favour, and Amazon did nothing but lose 2.6 points. The lack of a global strategy, coherent seasonal programming and relying on just one big (huge!) title for all audiences, are among the biggest mistakes that are clearly very detrimental to performance.

## ACTION SITS MORE AND COMFORTABLY ON THE THRONE IN GERMANY WITH OVER 25M STREAMS ACROSS BOTH PLATFORMS, WHILE DRAMA SETTLES FOR A DECENT SECOND POSITION WITH OVER 9M STREAMS

The Christmas-y 'The Noel Diary', the festival film 'The Swimmers' and the talent-driven 'The Wonder' have been there, keeping the seat warm for the Drama genre this month.

# GERMANY 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

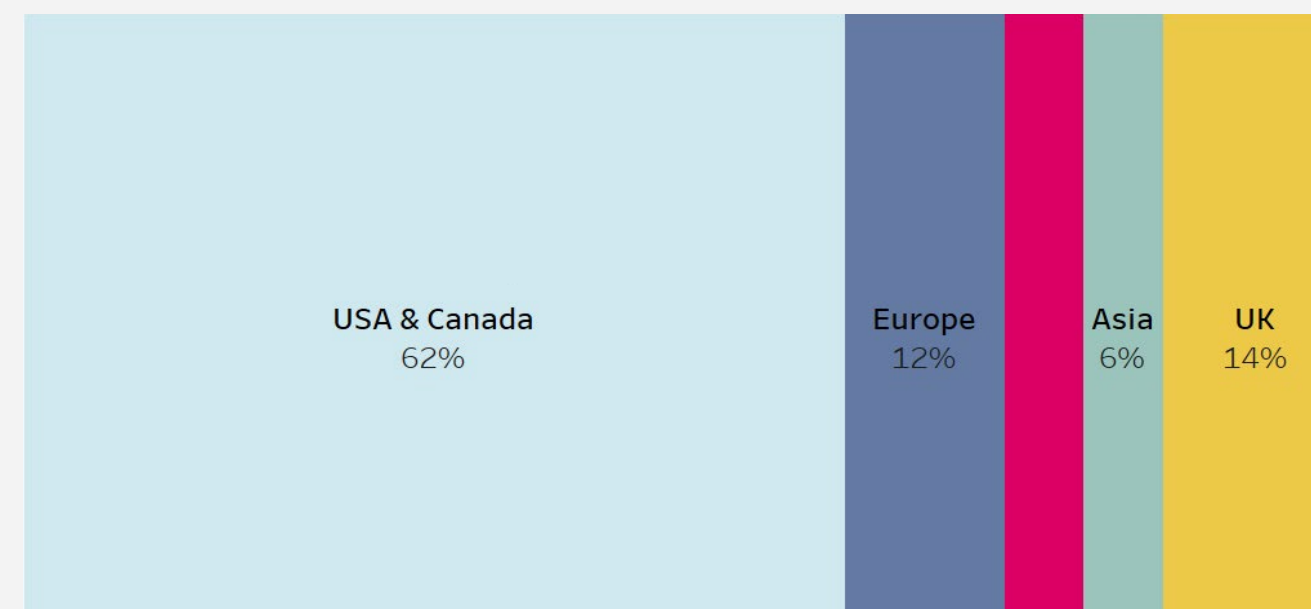
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Amazon	Comedy	4,476.67
		Netflix	Comedy	60,370.87
2	Manifest	Netflix	Drama	43,548.81
3	Peppa Pig	Amazon	Animation	3,340.25
		Netflix	Animation	23,568.22
4	Wednesday	Netflix	Family & Kids	18,146.61
5	1899	Netflix	Drama	17,657.08
6	The Crown	Netflix	Biography	17,389.69
7	PAW Patrol	Netflix	Animation	12,232.96
8	Warrior Nun	Netflix	Action	12,123.81
9	Fireman Sam	Amazon	Family & Kids	11,980.69
10	Die Discounter	Amazon	Comedy	11,334.62
11	Elite	Netflix	Crime	11,071.70
12	Dead to Me	Netflix	Comedy	10,647.28
13	Naruto: Shippūden	Netflix	Animation	9,659.51
14	Two and a Half Men	Amazon	Comedy	9,495.81
15	Brooklyn Nine-Nine	Netflix	Comedy	8,085.45
16	Monster: The Jeffrey Dah..	Netflix	Biography	6,589.87
17	Inside Man	Netflix	Drama	6,126.56
18	Shameless	Amazon	Comedy	5,828.30
19	Fire Force	Netflix	Animation	5,733.93
20	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	5,507.74
21	The Watcher	Netflix	Thriller	5,350.79
22	The Peripheral	Amazon	Drama	5,097.79
23	Young Royals	Netflix	Drama	5,024.33
24	Haikyu!!	Netflix	Animation	4,786.11
25	Robin Hood: Mischief in S..	Netflix	Family & Kids	4,539.07
26	Half Bad	Netflix	Action	4,147.92
27	Love Is Blind	Netflix	Game-Show & Reality-TV	4,093.55
28	Inside Job	Netflix	Animation	3,845.18
29	From Scratch	Netflix	Drama	3,767.91
30	The Office	Netflix	Comedy	3,745.92

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

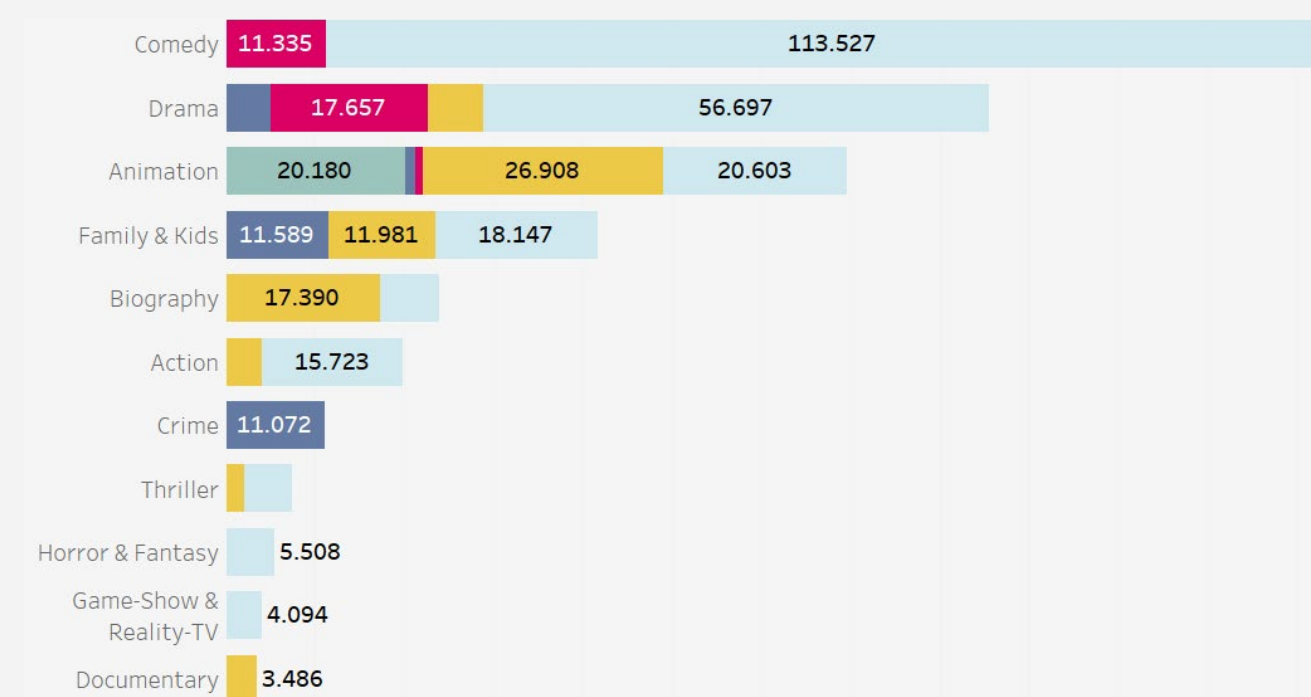
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## AMERICAN SHOWS LOSE STRENGTH IN GERMANY AND UK PRODUCTIONS GAIN THAT GROUND

American product lost 7 points of the overall share and there were also 4 American shows less. European shows also lost presence in the German charts, dropping 2 points since October. The main benefactor of this drop was the UK, with a 14% share, ten points more than the previous month, thanks largely to their 'Family & Kids' content. Are we entering a Golden season for UK productions? The once-American-dominated Comedy genre has some local flavour this month.

Although the longtail sitcom 'The Big Bang Theory' keeps dominating the chart in position #1, we find a nice surprise in the Comedy field brought by Prime exclusive mockumentary 'Die Discounter', about a group of young supermarket employees facing the everyday challenges of the branch where they work. The series arrived on the platform on November 11, and has collected over 11M streams since then, in position #5.

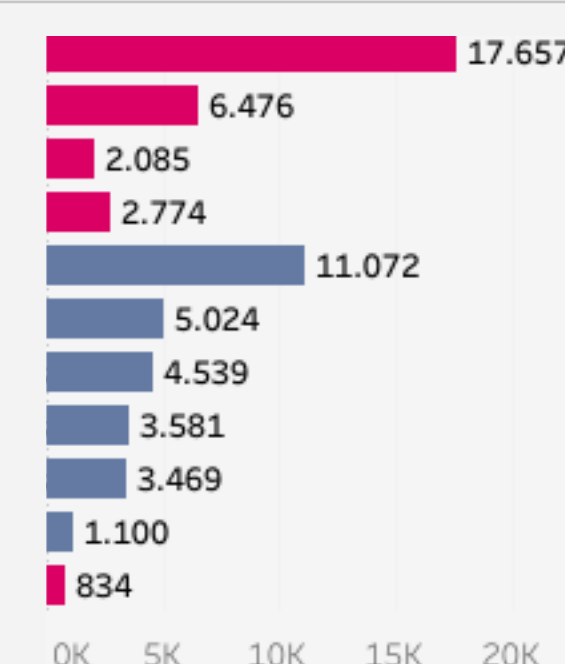
## DRAMA BECOMES THE SECOND MOST-WATCHED GENRE IN GERMANY, LEAVING ANIMATION AND ACTION BEHIND

The Netflix original American Supernatural Drama 'Manifest' collected 43.5M streams in position #2. In position #8 the mystery mini-series '1899' from the creators of the successful 'Dark', about a crew of European migrants on a steamship heading to New York, collected 17.6M streams after its release on November 17. The series falls into the category of "series that Netflix is cancelling too soon". Check our hot title this month to know more about why!

# GERMANY 100 SHOWS | EUROPEAN FOCUS

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

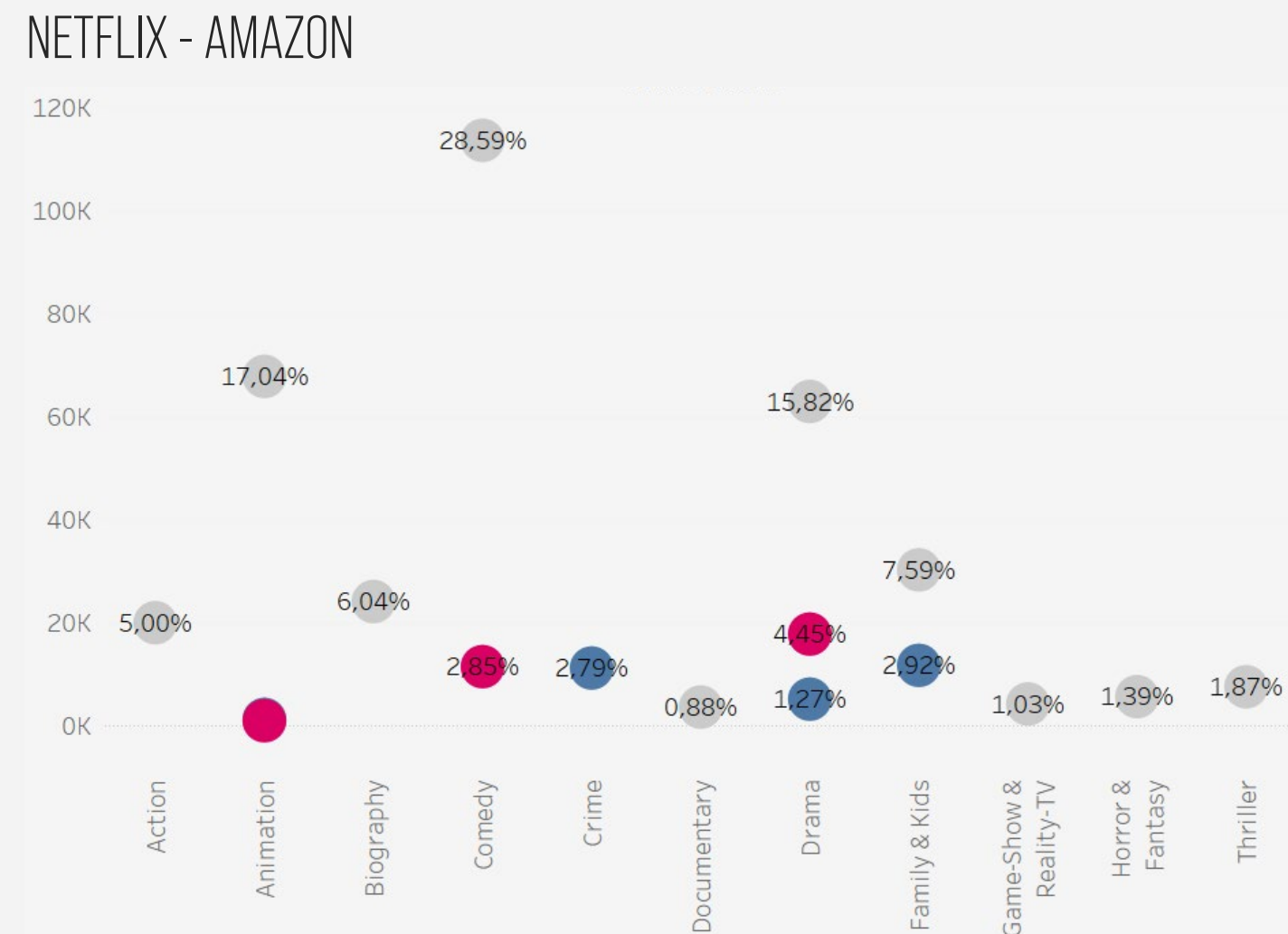
	SHOWS		PLATFORM		POSITION	GENRE	
1	1899	1	Netflix	DE	3	Drama	17.657
2	Die Discounter	2	Amazon	DE	1	Comedy	6.476
					6	Comedy	2.085
		1	Amazon	DE	4	Comedy	2.774
3	Elite	6	Netflix	ES	5	Crime	11.072
4	Young Royals	2	Netflix	SE	30	Drama	5.024
5	Robin Hood: Mischief in S..	1	Netflix	FR	33	Family & Kids	4.539
6	Angelo Rules	1	Netflix	FR	47	Family & Kids	3.581
7	Molang	4	Netflix	FR	50	Family & Kids	3.469
8	PJ Masks	NULL	Amazon	FR	24	Animation	1.100
9	Bobo Siebenschläfer	4	Amazon	DE	40	Animation	834



## 6 EUROPEAN TITLES AND 3 LOCAL TITLES IN THE GERMAN TOP 100

"1899" was the most streamed local show this month, with 17.6M streams. However, these figures were not enough and Netflix announced that the series won't have a second season. The two seasons of the Prime Original 'Die Discount' gathered over 8M streams; not bad taking into account the figures we have become used to when it comes to Amazon.

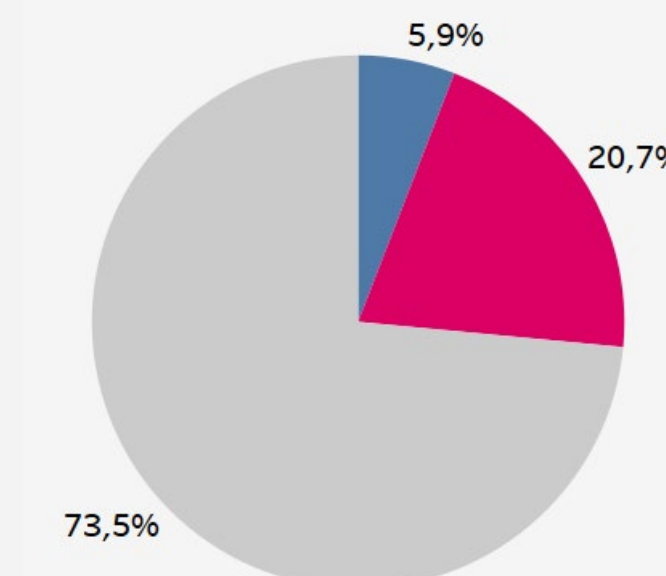
## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



## NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

GENRE	EU	DE
Animation	1	1
Comedy		1
Crime	1	
Drama	1	1
Family & Kids	3	

## CONTRIBUTION TO DRAMA STREAMS



## SHOWS STARRING WEALTHY SECONDARY STUDENTS PROVE TRAVELABILITY

The sixth season of the Spanish thriller 'Elite' collected 11M streams in position #5, while the second season of its Swedish counterpart, 'Young Royals', achieved over 5M streams in position #30.

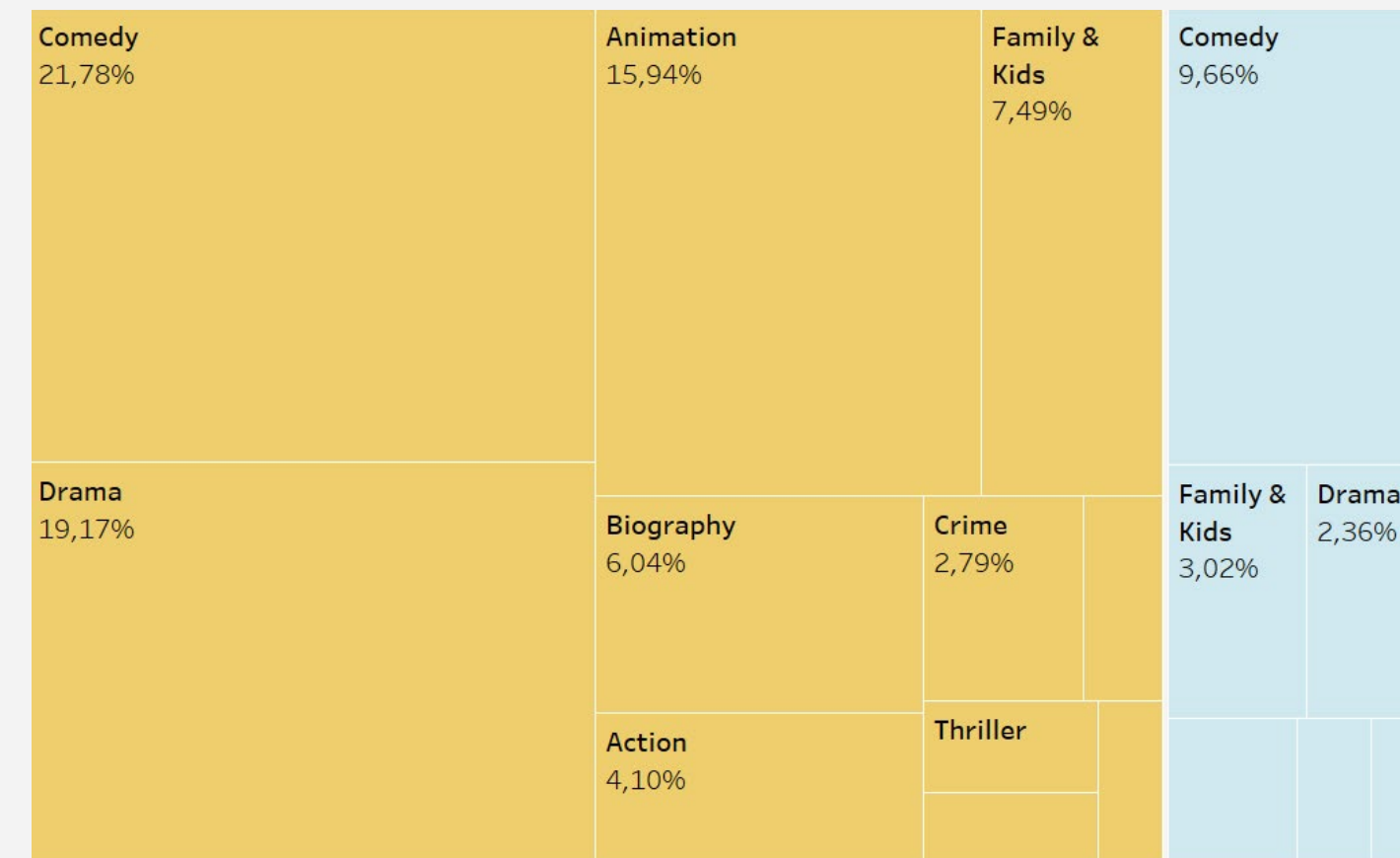
## FRANCE BECOMES A FRUITFUL SUPPLIER OF FAMILY AND KIDS' CONTENT IN GERMANY

France stands out in this genre, with four shows in the TOP100 in Germany: "Robin Hood: Mischief in Sherwood" (4.5 M Streams, #33), "Angelo Rules" (3.5 M Streams, #43), "Molang" (3.4 M Streams, #50) and "PJ Masks" (1.1 M Streams).

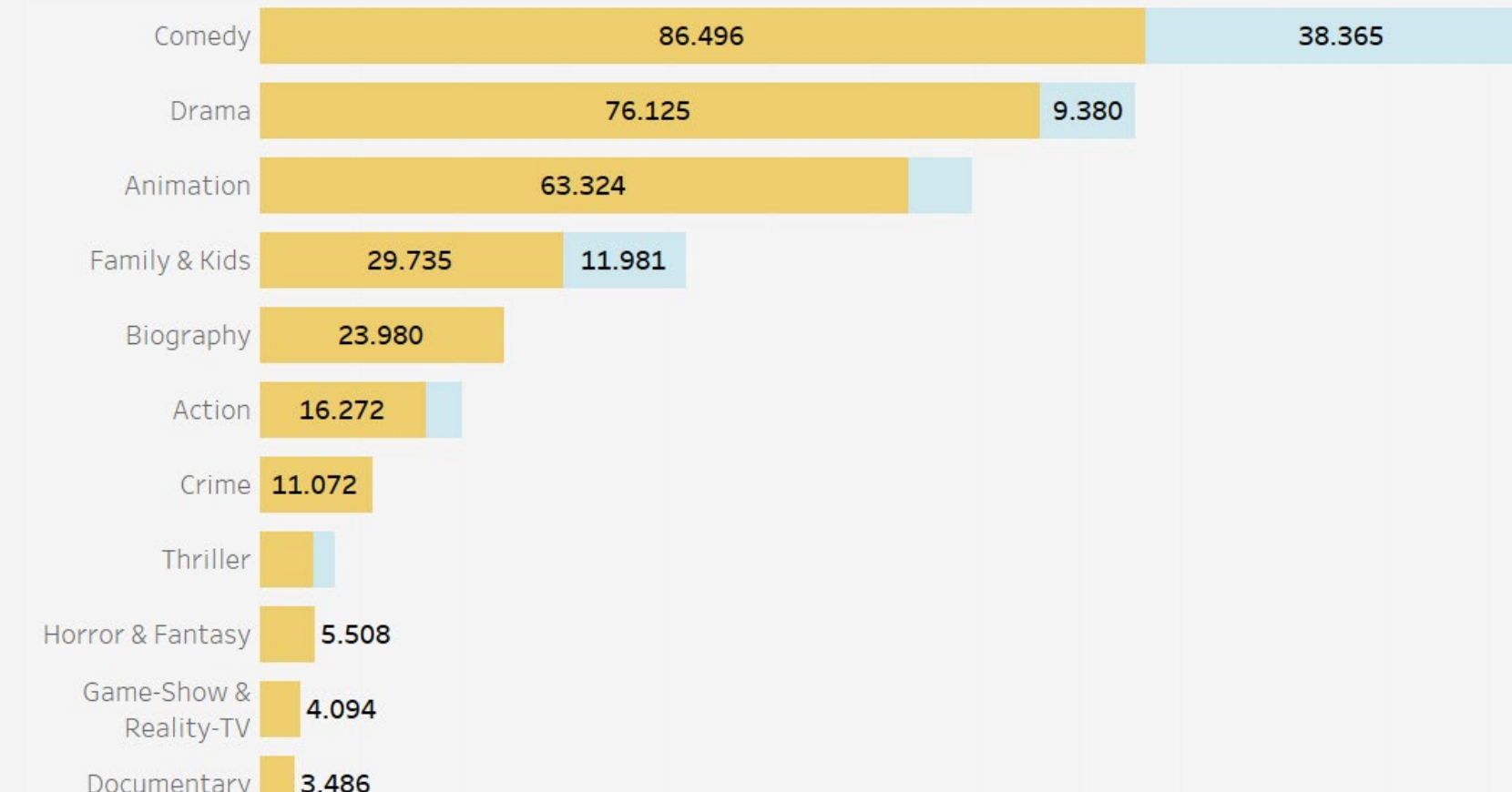
PRODUCTION COUNTRIES: Europe Germany Others

# GERMANY 100 SHOWS | SVOD PLATFORMS

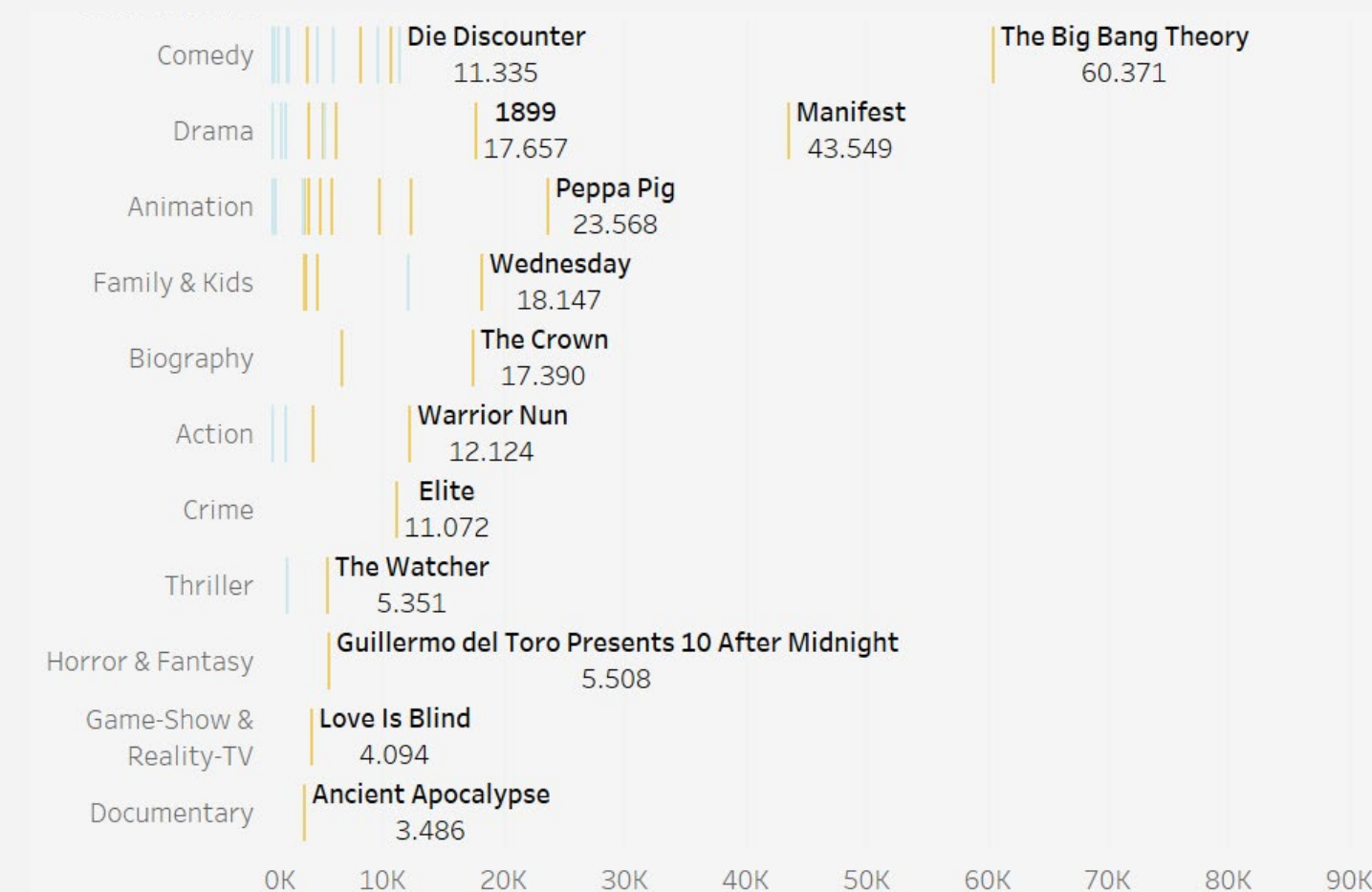
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

## AMAZON KEEPS ON FIGHTING SILENTLY IN GERMANY

In October we got a glimpse of an incipient trend in Germany, in which Amazon could have been slowly and discreetly gaining ground on Netflix for the past few months. In November, however, Amazon managed a decent 18% of the share, and it is in Comedy and Family and Kids content where it plays its cards best, collecting 38.3M streams and 11.9 M streams each.

## BARRING “DIE DISCOUNTER”, AMAZON LACKS NEW ATTACK AMMUNITION

“Fireman Sam”, a British animation title from 1988, was the most watched title on Amazon with 11.9 M streams in position #9 of the global chart. If you are asking whether the flame of “The Lord of the Rings: the Rings of Power” lingers, maybe thanks to some stragglers, the truth is that less than a month after the release of its last episode the series has fallen down to position #39 with 1.9 M streams (in position #11 of Amazon’s chart). After two months, we can now confirm that, for the time being, as a source of hope it is waning.

# HOT CONTENT IN GERMANY

## “1899” – THE LATEST EXPRESSION OF NETFLIX’S OVERHAUL OF ORIGINAL CONTENT STRATEGY

“1899”, the eagerly awaited new series by the creators of the cult smash ‘Dark’, Jantje Friese and Baran bo Odar, shipped on November 17 as one of the most ambitious Netflix Originals of 2022. The 8-episode show draws heavily on an international cast, including Emily Beecham, Andreas Pietschmann, Aneurin Barnard, Miguel Bernardeau and Isabella Wei. The show follows a crew of European migrants on a steamship heading to New York. While they dream of a future in the new world, they run into another migrant ship adrift on the open sea.

During the first week of January, the co-creators of the show shared the sad news on their Instagram profile: the journey of the Kerberos (the name of the ship) would be over sooner than expected due to the decision of the platform to not renew the show.

We already know that the answer to the question of why Netflix cancels a show is not that simple: it comes down to their internal way of measuring a show’s success: Netflix assesses impact value, efficiency score, and adjusted view share to decide whether to give the show new seasons. (We invite you to read our Hot Title - How Cancellation works in Los Gatos in the September Think Data Report for more info! SPOILER: the completion rate is crucial).

- **The numbers** – so, how well did “1899” perform on Netflix? Netflix has been releasing weekly viewership numbers that unveil how many hours of a show were watched globally. “1899” sneaked into the Top #10s

for five weeks between November 13 and December 18, scoring 257.16 million hours watched. Our data shows that the series has collected over 80M streams among the five analysed countries, hovering between #4 and #9 in terms of position.

- **The audience** - there was a true buzz around the show. The hashtag #1899Netflix was trending topic on Twitter in November, on the 17th, (the day of the release) and the fans even created a Twitter account that already has 29K users.
- **The critics** - there are mixed opinions about the show. Some critics talked about it as a worthy successor to ‘Dark’, others even compared it with some cult shows like ‘Black Mirror’ or ‘Lost’, while others didn’t really connect with the show. However, the critics and the audience are not always (hardly ever!) on the same page when it comes to their preferred shows.
- **Money** - we know that in the final analysis it’s always all about money. At the end of the day, Netflix is a business and they need to make the greatest amount of profit out of anything. The ambitious show costs millions per episode to produce and uses cutting-edge new technology to film, similar to the one used in Mandalorian or Avatar.
- **The completion rate** - With the budget of “1899” in mind, let’s go through the indicator that is causing many headaches to Netflix’s board of executives: the completion

rate. According to Kasey Moore, this rate might be the factor to blame for the cancellation of the show.

Our partner Digital-i suggests that completions for “1899” averaged much lower than other Netflix shows, that the show had a huge drop-off between episodes 1 and 2, and that only 32% of people managed to get through to the final episode.

Knowing this, and given the very high cost of a second season, would it make sense to renew the show only for the 32% of users that finished the show? And thus, would they be potentially interested in continuing to watch? For Netflix, the answer is clear.





# GLOBAL TAKES

- 1 / **European film productions have one of their best months.** European movies took 28.9% of total views, the second best figure of 2022, just behind May. "All Quiet on the Western Front", "The Wonder", "Lost Bullet 2" and "The Takeover" are responsible for it and you'll learn about them in the following report. Show-wise, "Elite" and "1899" allowed European shows to take 17% of total streams, the best figure for 2022.
- 2 / **French flicks break records.** French movies get this month the highest share they have ever gotten since we've had data. With a 10% share, French productions break their own record. How did this happen? By performing with popular genres like Action! Because, if you didn't know, French Action movies rock. And if you didn't, now you do! "Lost Bullet 2" and "The Takeover" collected 9M and 8.7M, respectively, in all markets.
- 3 / **It's beginning to look a lot like Christmas!** The Christmas season has got to the platforms. There are plenty of titles for you to get in the mood! Do you know who has the perfect strategy for this time of the year? Netflix! What's their secret? A huge catalogue and remarkable casts. In 2015, they released "A Very Murray Christmas" with Bill Murray; in 2019 "The Knight Before Christmas" with Vanessa Hudgens, "Christmas Chronicles" (2018) with Kurt Russell, "Holidate" with Emma Roberts (2020) and more. This year, they have brought us a big comeback. "Falling for Christmas" brings back Lindsay Lohan, as the main character of the movie, and also marks her first role in a major production. The movie alone got 16.5M in all markets. In our October report, we already drew attention to the importance of European producers feeding the spooky season. This is confirmed with regard to the Christmas season as well!
- 4 / **Amazon's leading movie titles are all European.** Although Prime Video keeps losing its share on the movie side of the war, this month there is good news for European productions that streamed on the platform: half of the Top #10 most streamed from the e-commerce are European titles: "Overdose", "My Policeman", "Voy a pasármelo bien", "Clasico", "Wrath of Man". In Italy's Hot Title, we look a little more deeply into how Amazon helps local numbers to grow.
- 5 / **The British have a chart-topping month.** With a 25% share, British movies perform much better than average thanks to "Enola Holmes 2", the second instalment of Netflix's adventure film franchise about Sherlock Holmes' rebellious teenage sister Enola. On the series side, with a 30% share, British productions enjoy their second-highest share of all times since we've recorded data. This is particularly awesome in a month where things have been competitive. Of course, this is mainly because of the premiere of the sixth season of "The Crown", which got nothing less than 45.7M views - apart from another Golden Globe nomination for Best Television Series.
- 6 / **"Elite" reaches 1.1B views in its 6th season and counting.** Although this season's numbers are half those of the previous one, the legendary young adult Spanish show is one of the few European series to accumulate such high figures. It is only comparable with 3 other European titles that are ahead of it: "Money Heist", "Sex Education" and "Grizzy and the Lemmings". Do you want to know more about the title? Go and check Spain's Hot Title.
- 7 / **Titles like "The Swimmers", "All Quiet on the Western Front" or "The Wonder" prove there's a bit of space for certain award-winning titles on Netflix.** They got 5.7M, 18.4M and 9.2M views, respectively, in the analysed territories, and continue to enjoy a healthy shelf life beyond the 30-days window. This week, Netflix received the most Oscar nominations of any streaming platform, securing 16 for the upcoming Academy Awards; the company secured 27 nods last year. The news follows Netflix having a bumper Q4 2022 for subscriber additions, adding more than 7M subscribers, exceeding its own prediction of 4.5m net additions for the quarter. Are they treating award-nominated flicks better? Check our biannual report, Think Data Equinox, to see Wendy Mitchell's take on how Oscar titles were quite neglected by Netflix.
- 8 / **Consolidation of different release patterns on SVOD.** For the past reports, we've seen that Netflix is releasing some series by instalments to raise the hype twice and control the excess of binge watching, ultimately to monetize loyalty in a longer term, and reduce churn. This split strategy was tested for the first time with "Stranger Things" and carried on with "Manifest". Other series with this split strategy have been "Ozark", "Lucifer" and "Money Heist". Also, with "Les Combattantes", we see how the streamers and the broadcasters are playing the game in synergy with each other and reversing usual windows and shortening holdback periods. This broadcasters + Netflix-coproduced series was released first by TF1 and RTBF and one month later by Netflix. It's time to explore the hybrid windows!

# THINKDATA.

**BRIDGING THE DATA GAP**

**NOVEMBER 2022**

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