

**THINK DATA.**

**BRIDGING THE DATA GAP**

**JUNE 2023**



# THINK DATA FOREWORD

## BRIDGING THE DATA GAP

### Glocal Toppers Make Prime Video Shine and Stand Out.

One of the classic marketing rules is called “duality.” It suggests that in any category, there’s space for only two brands: a leader and a runner-up, often competing on price. For years, marketing literature has brimmed with case studies like Coca-Cola vs. Pepsi or McDonald’s vs. Burger King. However, the challenge with the ongoing streaming wars lies in Amazon’s apparent indifference, as it seems unlikely that Prime Video is believing its second place. Is the E-commerce giant beginning to move in that direction?

Traditionally, one of the most common strategies for a secondary brand in a category has been to emulate the leader and, in doing so, surpass it. Prime Video is adopting a similar approach by embracing the Glocal content strategy that has propelled Netflix to stardom. Glocal content is at the core of building a vital link between independent industries and streaming platforms, distinguishing the latter from industry majors.

Month after month, non-American productions are making significant headway in the streaming landscape. While some months present greater

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INNOVATION DIRECTOR



LOLA RODRÍGUEZ  
DATA SPECIALIST



challenges than others, European, Asian, and Latin American production powerhouses consistently claim top positions with a diverse range of series and films spanning various genres. The month of June shows that non-American content is growing and is here to stay.

Through titles such as “Culpa Mia”, “Medellin” and “The Covenant” Amazon underscores its relevance in this month’s streaming wars. Simultaneously, Prime Video has surged in figures and market share with a Spanish Wattpad romance, a French Action-Comedy filmed in Colombia, and a Guy Ritchie film set in Afghanistan. These titles have earned Prime Video top positions, ranking 1st and 2nd in various markets. All three titles are spotlighted as Hot Titles in this report, each accompanied by compelling backstories that provide insight into forthcoming developments.

Hence, Amazon has grasped the intricacies of the Glocal game, and as these titles pave the way for many more, we anticipate witnessing their expansion. However, a question arises: if the duality rule accommodates only two brands per category, what lies ahead for MAX and DISNEY+? Do they perceive themselves as contenders for the runner-up position? Have they embarked on an ambitious Glocal content strategy? Answers may unfold in the forthcoming months.

Enjoy the read.

Yours analytically,

Lola, Celia, Sarah



# THE PRESS SAY ABOUT US

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

**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



# CHURN WARS

BY ELENA NEIRA



Let's not just blame it on the good weather. This year, macroeconomic conditions also play a significant role in this erratic relationship that users seem to have with screens when the heat sets in.

The streaming war is weaving a narrative full of unexpected twists. What appeared to be a thriving market with ample room ahead has transformed into treacherous terrain marked by volatility.

Subscriber figures, starting from last year, tell the tale of the unstable health of a platform. The variability in service penetration numbers during hours of content played month by month also illustrates this.

Now, original programming faces a challenge beyond capturing the attention of its potential audience: it needs to cope with the inconsistency of platform users in maintaining their subscriptions, with many potentially not having subscriptions at the time of release.

“ **These new nomads among services are introducing a variable that every producer, sales agent, or distributor needs to grasp to enhance their negotiation power: the value of content is directly proportional to its contribution in preventing the so precious churn.** ”

Maintaining an attractive and diverse catalog is not within the reach of all players currently operating in the sector. For more indebted companies like Warner Bros Discovery (owner of HBO Max) or Disney+, the new roadmap is laden with canceled projects, content removed from the catalog, and a significant increase in third-party licensing. Who benefits the most? Netflix and Prime, still possessing financial leeway to invest heavily in project development, are profiting from the reactivation of the licensing market.

This not only helps diversify their offerings with highly demanded catalog content (recall the “Suits” phenomenon on Netflix USA) but also strengthens their service against the erosion that the writers’ and actors’ strike will cause in releases in the last stretch of this year and the first half of the coming year.

It is highly likely that catalog content (especially of English origin) will increase its presence in European rankings over the next months, even in countries where the traditionally strong local content has been a significant stream generator. Platforms seem willing to concede this ground because the winning hand in engagement currently belongs to services willing to offer a lot of everything.

**Elena Neira**

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

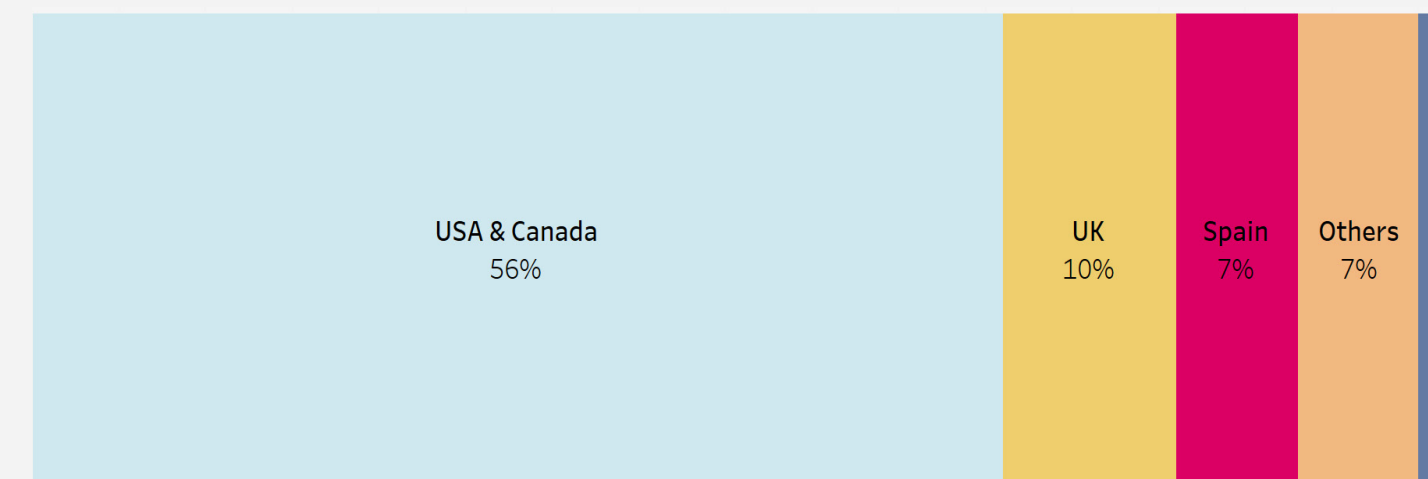
# SPAIN 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

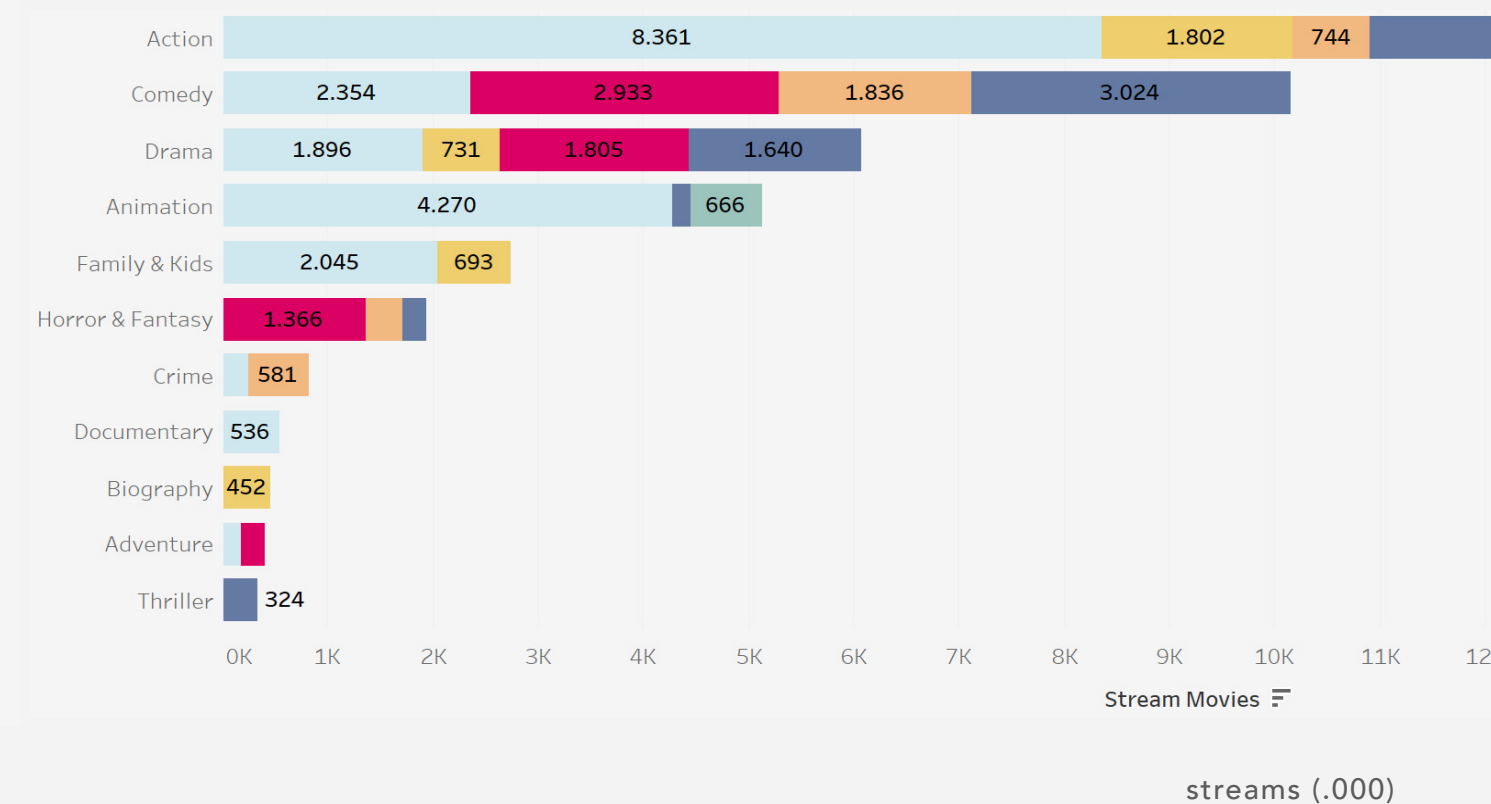
MOVIES	PLATFORM	GENRE	STREAMS
1 Extraction 2	Netflix	Action	3.156
2 A través del mar	Netflix	Comedy	1.925
3 Culpa mía	Amazon	Drama	1.805
4 A Beautiful Life	Netflix	Drama	1.640
5 Extraction	Netflix	Action	1.615
6 Tin & Tina	Netflix	Horror & Fantasy	1.366
7 Escape Room 2	Netflix	Action	1.222
8 Spider-Man: Into the Spider-Verse	Netflix	Animation	1.154
9 Merve Kült	Netflix	Comedy	1.133
10 The Covenant	Amazon	Action	1.075
11 John Wick: Chapter 4	Amazon	Action	1.058
12 The Mother	Netflix	Action	898
13 Blood and Gold	Netflix	Action	878
14 Avatar: The Way of Water	Disney+	Action	794
15 Medellín	Amazon	Comedy	775
16 Sen Inandır	Netflix	Comedy	703
17 Through My Window	Netflix	Comedy	689
18 The Year I Started Masturbating	Netflix	Comedy	652
19 La straordinaria scoperta	Netflix	Comedy	624
20 Shazam! Fury of the Gods	HBO Max	Action	610
21 The Dry	Netflix	Crime	581
22 Charlie and the Chocolate Factory	Netflix	Family & Kids	579
23 Focus	Netflix	Comedy	554
24 Creed III	Amazon	Drama	514
25 The Perfect Find	Netflix	Comedy	494
26 King Arthur: Legend of the Sword	Netflix	Action	484
27 The Wonder Weeks	Netflix	Comedy	477
28 Scoob!	Netflix	Animation	456
29 The Duke	Netflix	Biography	452
30 Paw Patrol: The Movie	Netflix	Animation	447
31 Indiana Jones and the Raiders of the Lost Ark	Disney+	Action	403
32 Air	Amazon	Drama	400
33 The Son	Amazon	Drama	398
34 Magic Mike's Last Dance	HBO Max	Comedy	390
35 Black Clover: Sword of the Wizard King	Netflix	Animation	390
36 Dzień Matki	Netflix	Action	382
37 Shooter	Netflix	Action	371
38 Clifford the Big Red Dog	Netflix	Animation	369
39 The Survivalist	Amazon	Action	352
40 Run Rabbit Run	Netflix	Horror & Fantasy	346
41 The Little Mermaid	Disney+	Family & Kids	335

SHOWING 41/100 - [See complete chart here](#)

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



## WHEN THE HEAT COMES, SPANISH RECLAIMS ITS STREAMS

We've observed a general downward shift across all markets compared to the previous month except for the Spanish market. It has managed to rebound and reach the figures we saw in April this year. Interestingly, it secured the third position during this initial heatwave month.

## OLD HABITS DIE HARD: ACTION STILL RULES IN THE SUMMERTIME

Last month, we were already observing a certain surge in the Action genre on various platforms. Now, with the official arrival of summer, the Action genre, as has been the trend in previous years, is soaring. Capturing an impressive 37.8% share, this genre proudly claims the top spot for viewership this month. Titles like "Extraction 2", "Extraction", "Escape Room 2" and "The Covenant" are contributing to this surge. Additionally, it's worth noting the growth of the Animation genre, which holds a 13.2% share, securing its position as the fourth most-watched genre. It's giving tough competition to Drama, primarily fueled by summer blockbuster classics like "Spider-Man: Into the Spider-Verse".

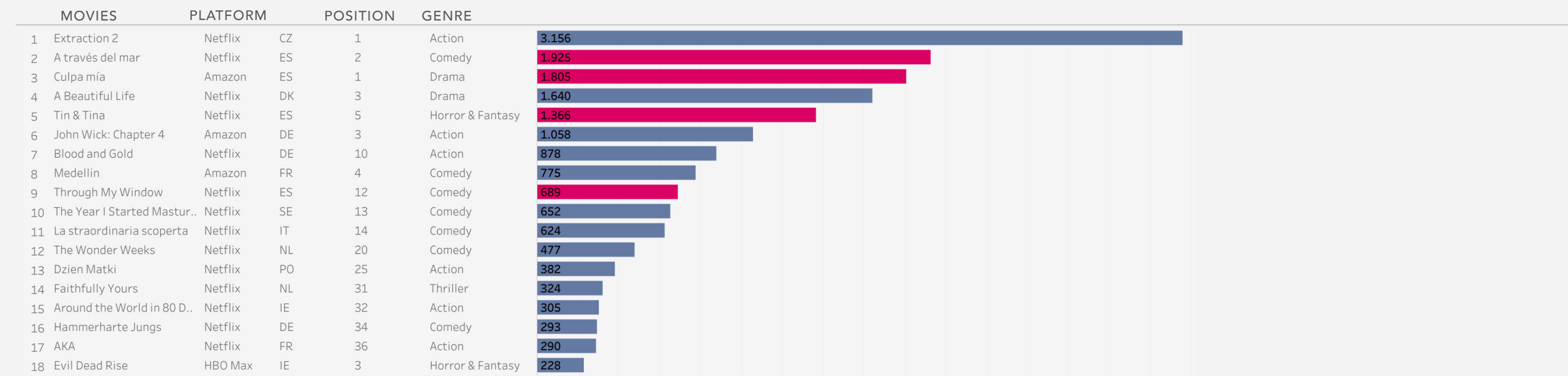
## PRODUCTION COUNTRIES:



# SPAIN 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN MOVIES IN THE TOP 100

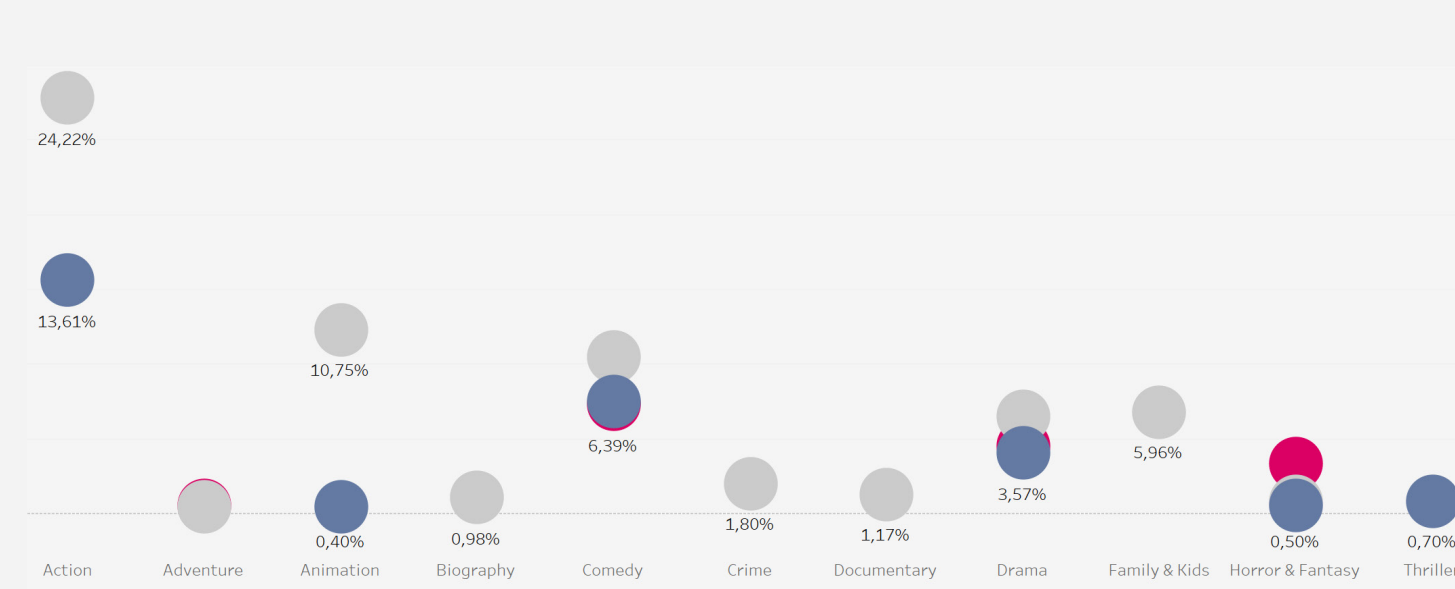
NETFLIX - AMAZON



SHOWING 18/24 - [See complete chart here](#)

## CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

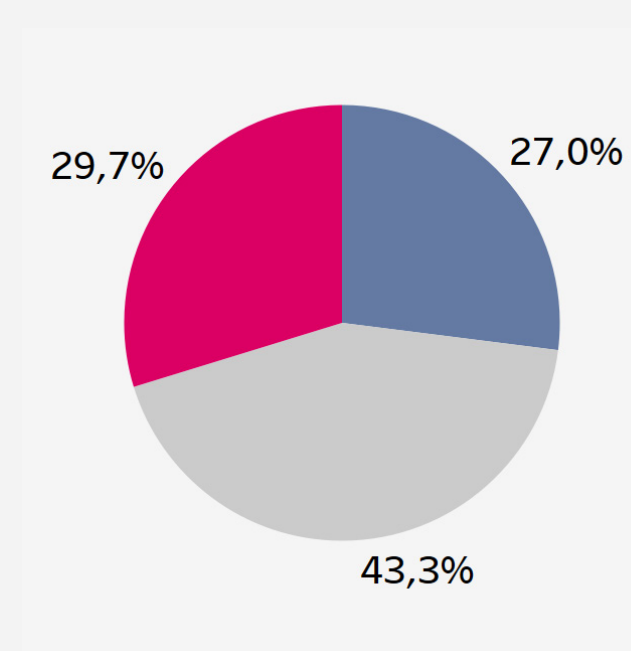


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	7	
Adventure		1
Animation	1	
Comedy	6	4
Drama	1	1
Horror & Fantasy	1	1
Thriller	1	

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



## YA LOCAL ROMANCE TRIUMPHS

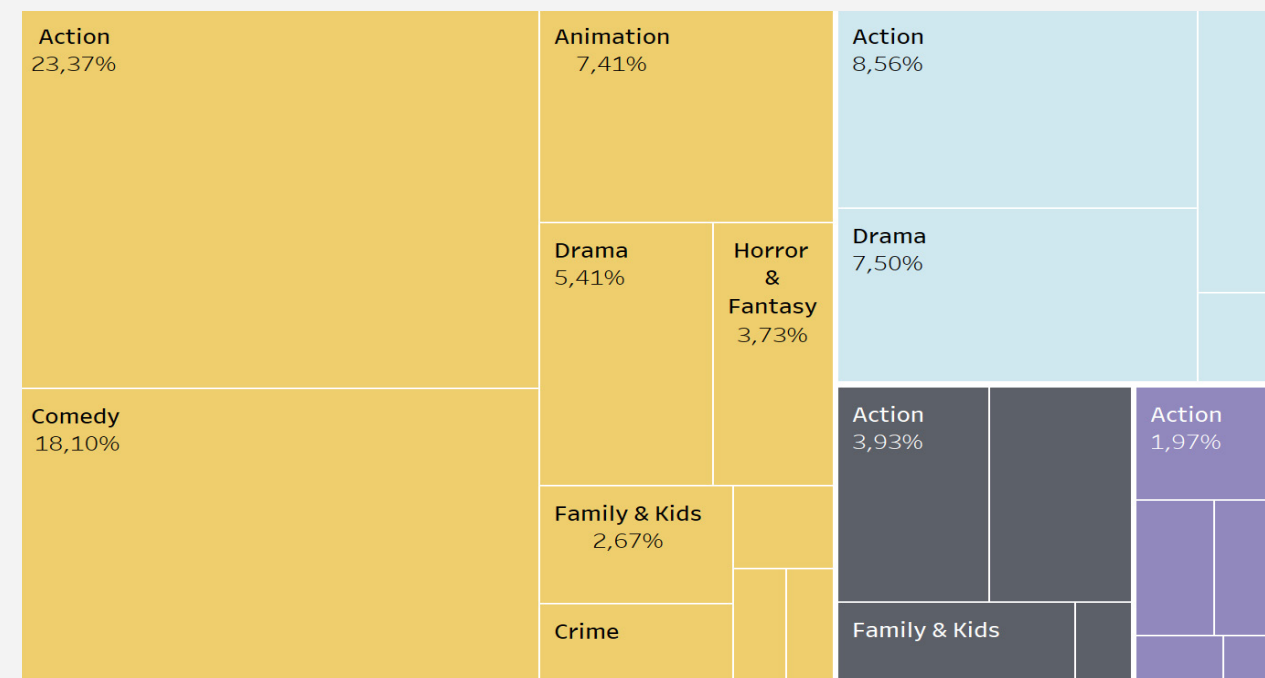
Diving into the realm of YA Romance seems almost instinctive during the summer months, a season replete with escapism, outdoor allure, date night possibilities, and ample leisure hours. And Spain has been mastering this craft with impressive finesse. "A través del mar" (1.9M) and its predecessor "Through My Window" (689K), alongside "Culpa Mía", have emerged as the pivotal trio captivating local screens this June. Collectively, local streaming titles have proudly claimed 13.7% of the streaming share—a commendable feat.

## EUROPEAN PRODUCTIONS FLOURISH

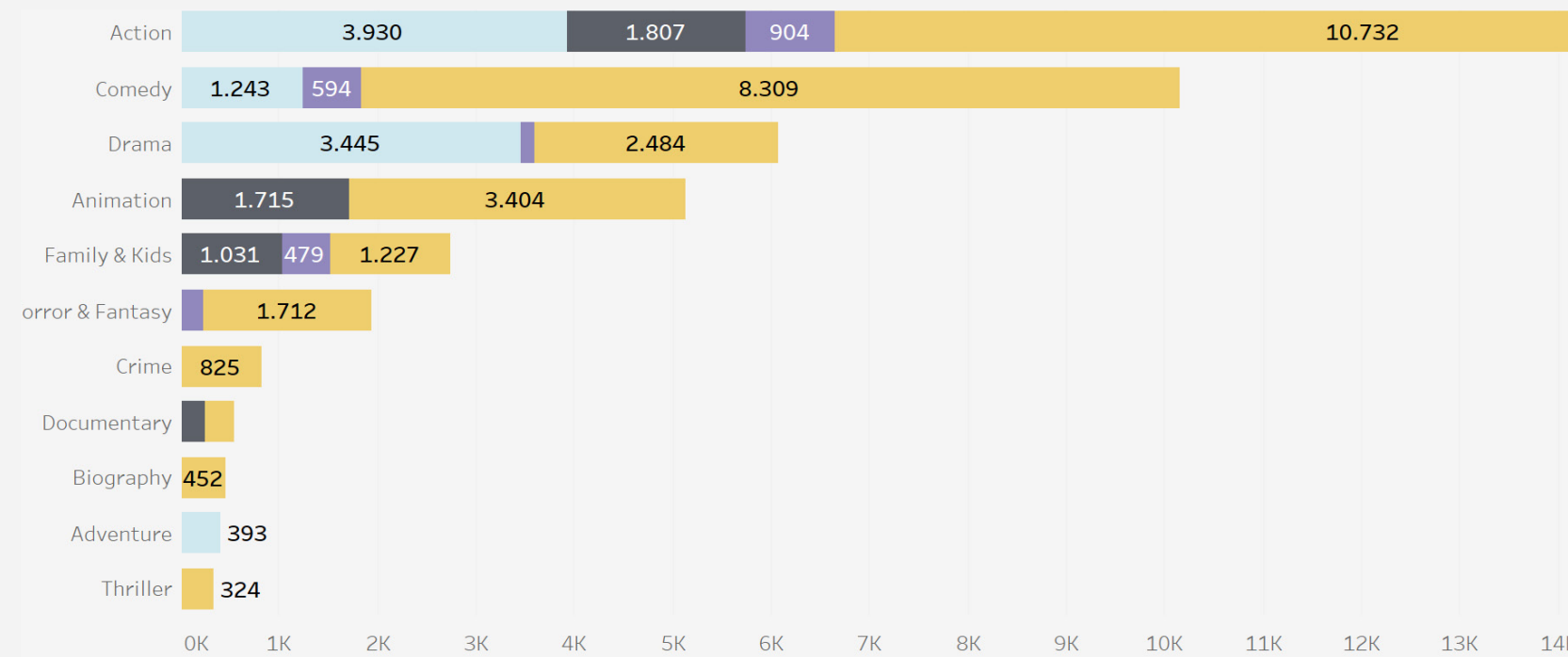
Europe, boasting a share of 14.7%, surprises by slightly edging past the local dominance by a mere point. Titles such as "Extraction 2", "A Beautiful Life", "Blood and Gold", and "Medellin", among a plethora of others, have contributed to this surge. This percentage notably approaches the golden figures witnessed back in November and December 2022, periods marked by a conspicuous upsurge in European productions.

# SPAIN 100 MOVIES | SVOD PLATFORMS

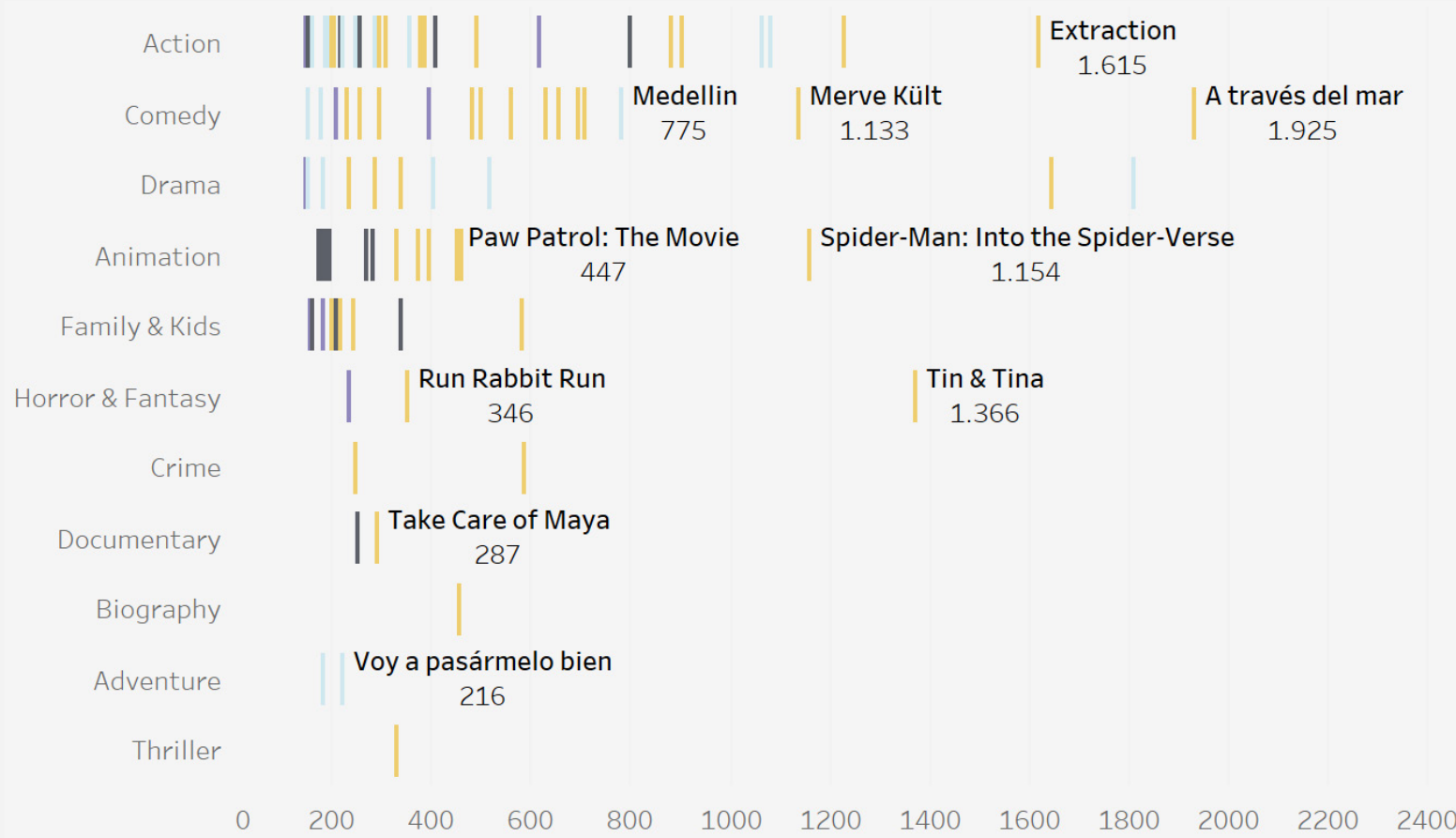
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max Disney+

## AMAZON'S CONTENT RESURGENCE AND NEW ENTRANTS AMIDST MIX

Amazon has successfully reclaimed its previous share percentages, reminiscent of times before the entry of Disney+ and HBO Max into the streaming arena, boasting a notable 19.6% share—an impressively substantial figure. HBO Max, while experiencing a slight dip in its share, sees a marginal recovery for Disney+, resulting in a combined 15% share for the two platforms.

Despite a minor share loss, HBO Max has achieved a significant milestone by securing positions for European films in the top #100 most-watched movies this month, featuring titles like "Evil Dead Rise" and "Mom or Dad?". Disney, on the other hand, has managed to place only "Luca" within this echelon. Notably, Amazon's efforts this month predominantly revolve around the inclusion of local productions, including the previously mentioned "Culpa Mía", "Voy a pasármelo bien", "Padre no hay más que uno 3", and "¡A todo tren!"



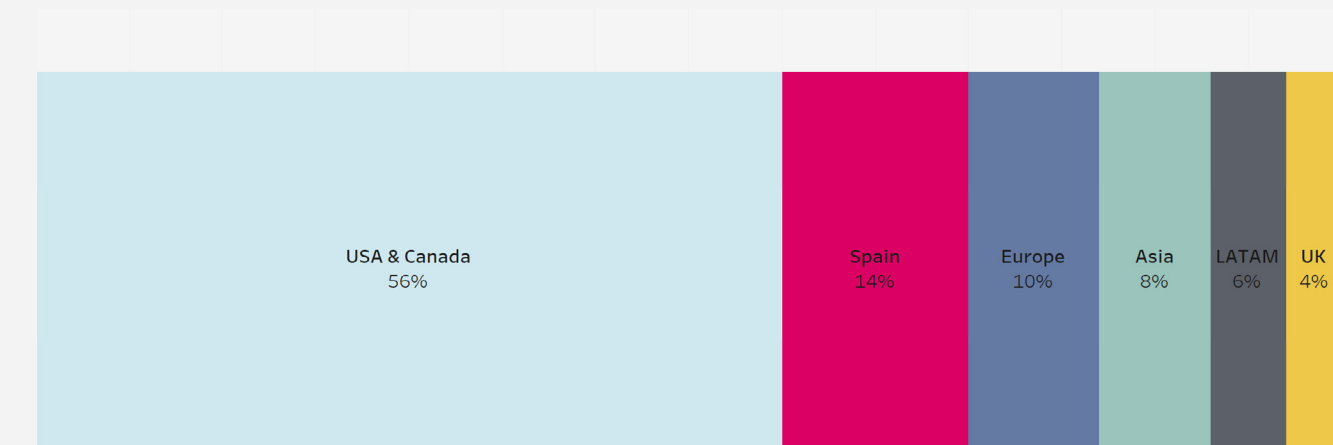
# SPAIN 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW NETFLIX - AMAZON

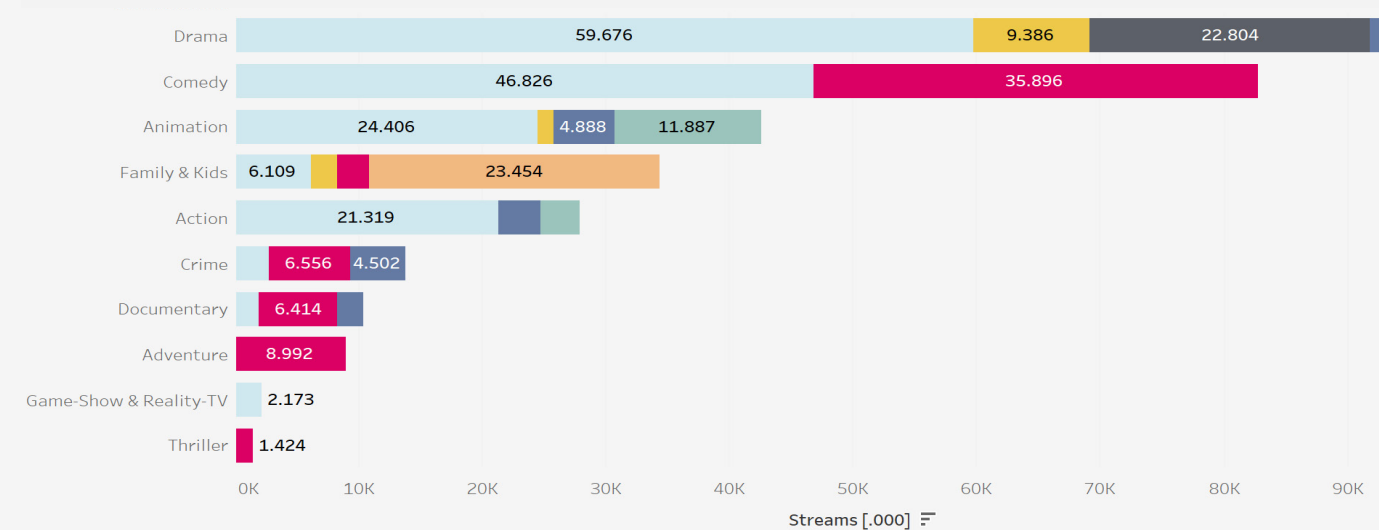
SHOWS	PLATFORM	GENRE	STREAMS
1 Valeria	Netflix	Comedy	28.682
2 Bluey	Disney+	Family & Kids	23.454
3 Never Have I Ever	Netflix	Comedy	19.678
4 New Amsterdam	Netflix	Drama	16.898
5 From	HBO Max	Drama	13.311
6 Manifest	Netflix	Drama	13.286
7 Fake Profile	Netflix	Drama	11.435
8 Black Mirror	Netflix	Drama	9.386
9 La caza. Monteperdido	Netflix	Adventure	8.992
10 How I Met Your Mother	Disney+	Comedy	8.364
11 The Surrogacy	Netflix	Drama	7.766
12 Fubar	Netflix	Action	7.332
13 El silencio	Netflix	Crime	6.556
14 Futurama	Disney+	Animation	5.609
15 The Office US	Amazon	Comedy	1.213
16 American Dad!	Netflix	Comedy	4.117
17 Alvin!!! And the Chipmunks	Disney+	Animation	5.225
18 Alvin!!! And the Chipmunks	Netflix	Family & Kids	4.773
19 Sonic Boom	Netflix	Animation	3.916
20 The Playing Card Killer	Netflix	Documentary	3.857
21 Grey's Anatomy	Disney+	Drama	3.813
22 Cites	Amazon	Comedy	3.612
23 Naruto: Shippūden	Amazon	Animation	1.261
24 The Days	Netflix	Animation	2.281
25 The Days	Netflix	Drama	3.439
26 The Gryphon	Amazon	Action	3.415
27 Black Clover	Netflix	Animation	3.151
28 Bloodhounds	Netflix	Action	3.087
29 Glamorous	Netflix	Comedy	3.060
30 Grizzly and the Lemmings	Netflix	Animation	3.024
31 Queen Charlotte: A Bridge Too Far	Netflix	Drama	2.978
32 Rabo de Peixe	Netflix	Drama	2.847
33 Secret Invasion	Disney+	Action	2.807
34 The Scent of Passion	Netflix	Drama	2.787
35 Supernatural	HBO Max	Action	2.770
36 XO, Kitty	Netflix	Comedy	2.703
37 Criminal Minds	Disney+	Crime	2.691
38 Cleo & Cuquin	Netflix	Family & Kids	2.608
39 Sleeping Dog	Netflix	Crime	2.586

SHOWING 37/71 - [See complete chart here](#)

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON

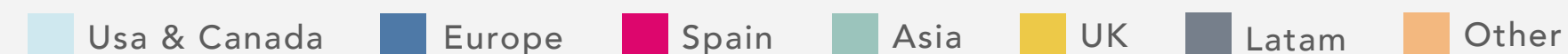


## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

### PRODUCTION COUNTRIES:



## LOCAL AUDIENCES PUT UP WITH GOOD WEATHER

In contrast to other markets, Spain, along with Italy, has managed to maintain the number of streams accumulated in its Top #100 this month. This is noteworthy despite Spain experiencing a steep decline in streaming numbers since January of this year, following the introduction of password-sharing policies.

## A LIL' REVIVAL OF LATAM PRODUCTIONS

This year, Latin American productions are regaining momentum after a few subdued months. In the first quarter of 2022, the Latin American series achieved impressive success, consistently holding no less than a 20% share. Subsequently, their presence in the charts has gradually waned, hitting its lowest point during the first quarter of 2023, plummeting to 4.45%. However, this month, there has been a slight recovery, reaching 7.15% share, propelled by the popularity of "Fake Profile", produced by Paramount Television International Studios for Netflix, and "The Surrogacy".

# SPAIN 100 SHOWS | EUROPEAN FOCUS

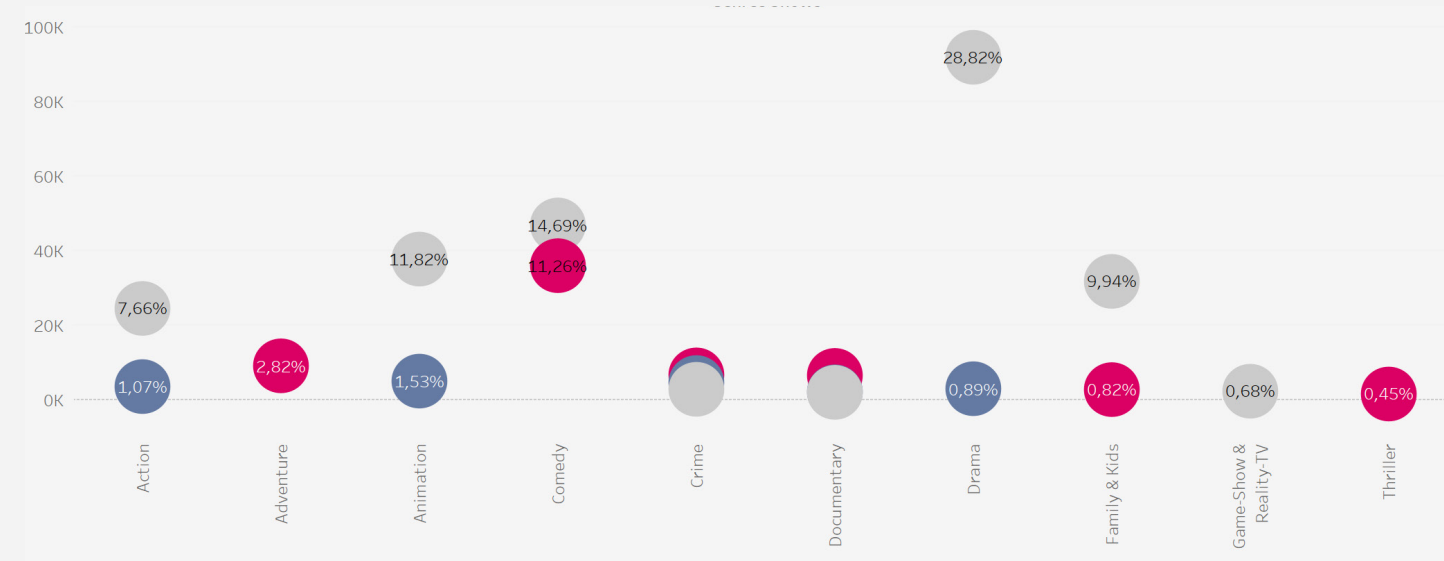
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	STREAMS
1 Valeria	3 Netflix ES	1	Comedy	21.877
	2 Netflix ES	16	Comedy	3.330
	1 Netflix ES	14	Comedy	3.475
2 La caza. Monteperdido	3 Netflix ES	11	Adventure	4.185
	2 Netflix ES	40	Adventure	2.137
	1 Netflix ES	27	Adventure	2.670
3 El silencio	1 Netflix ES	9	Crime	6.556
4 The Playing Card Killer	1 Netflix ES	13	Documentary	3.857
5 Cites	1 Amazon ES	1	Comedy	3.612
6 The Gryphon	1 Amazon DE	2	Action	3.415
7 Grizzly and the Lemmings	2 Netflix FR	21	Animation	3.024
8 Rabo de Peixe	1 Netflix PO	24	Drama	2.847
9 Cleo & Cuquin	1 Netflix ES	28	Family & Kids	2.608
10 Sleeping Dog	1 Netflix DE	29	Crime	2.586
11 13 Días	1 Netflix ES	31	Documentary	2.557
12 No me gusta conducir	1 HBO Max ES	3	Comedy	2.380
13 Tour De France	1 Netflix FR	45	Documentary	2.007
14 Barracuda Queens	1 Netflix SE	47	Crime	1.916
15 This World Can't Tear Me...	1 Netflix IT	50	Animation	1.864
16 Tú también lo harías	1 Disney+ ES	19	Thriller	1.424
17 The Countryside	4 Amazon ES	5	Comedy	1.222

## “VALERIA”, “THE PLAYING CARD KILLER” AND “CITES” RULE THE CHARTS

This month, undoubtedly, the spotlight is on “Valeria”. The arrival of its third season marked the beginning of June with high anticipation in Spain, solidifying its position as one of the highlighted summer releases. “Valeria” has been, since its inception, one of the most-watched Spanish series both domestically and internationally. In Spain alone, this third season has garnered nearly 29M streams, while in other markets, it reached 45.7M streams. Since the series’ debut, our data reveals that it has accumulated 107M streams, making it the fifth most-watched Spanish series in our available dataset.

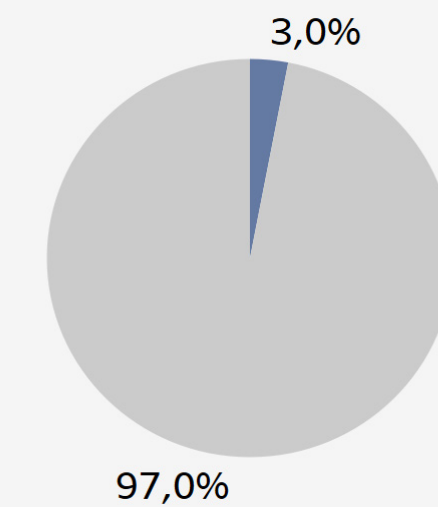
## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



## NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

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

## CONTRIBUTION TO DRAMA STREAMS



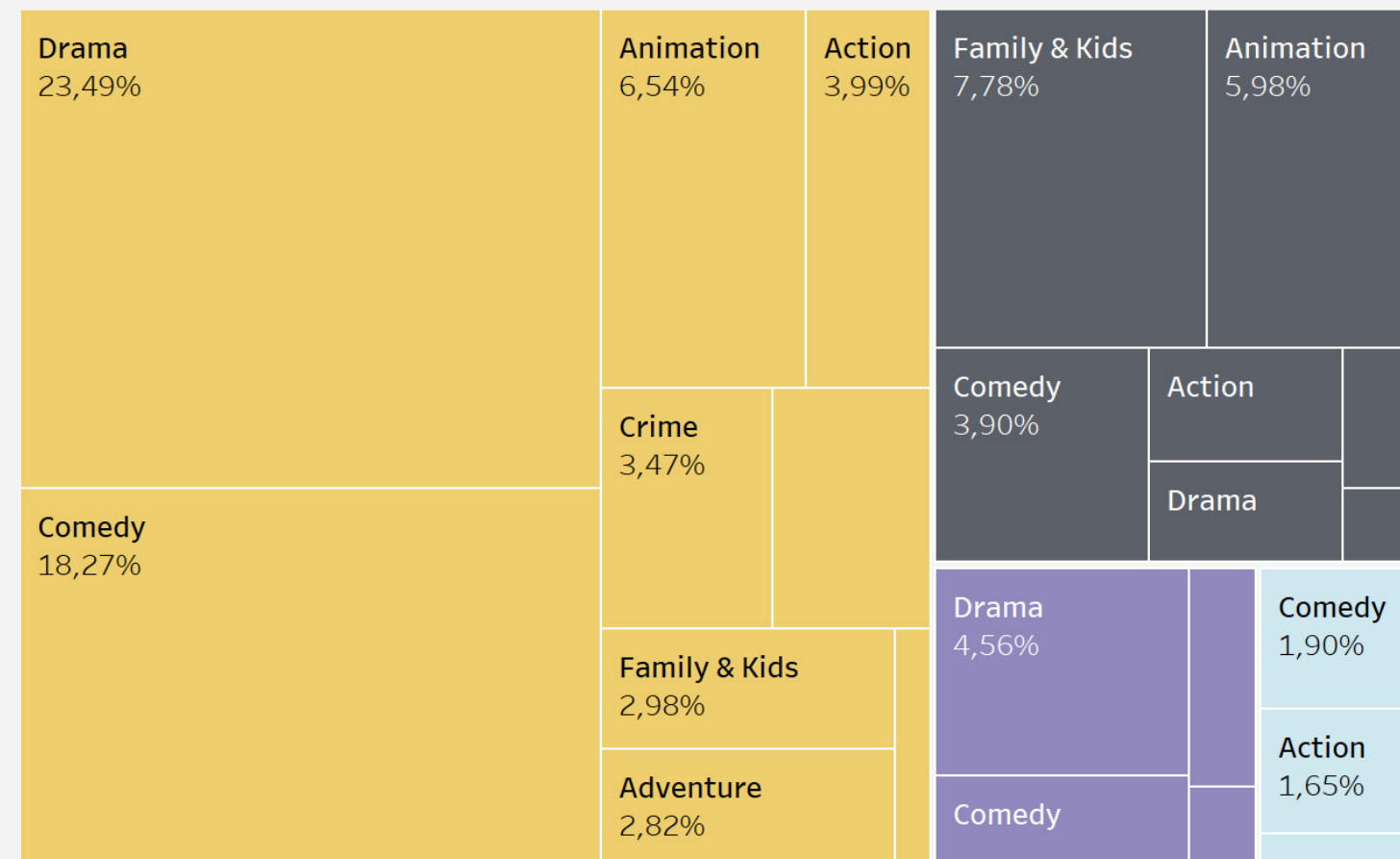
Another significant release this month is “The Playing Card Killer,” a three-episode non-fiction mini-series that delves into the narrative of the serial killer who instilled fear in Madrid back in 2003, achieving 3.8M streams. This isn’t the first production focused on this serial killer this year. The initial one premiered early in the year on RTVE Play.

On a different note, the Catalan production “Cites” has garnered 3.6M streams this month, rapidly becoming the most-watched series on Amazon in the Spanish market. It also ranks fourth in Amazon’s top-viewed series this year, following “El Pueblo”, “La que se avecina” and “Sin Huellas”. The series is a collaborative effort between Prime Video and TV3.

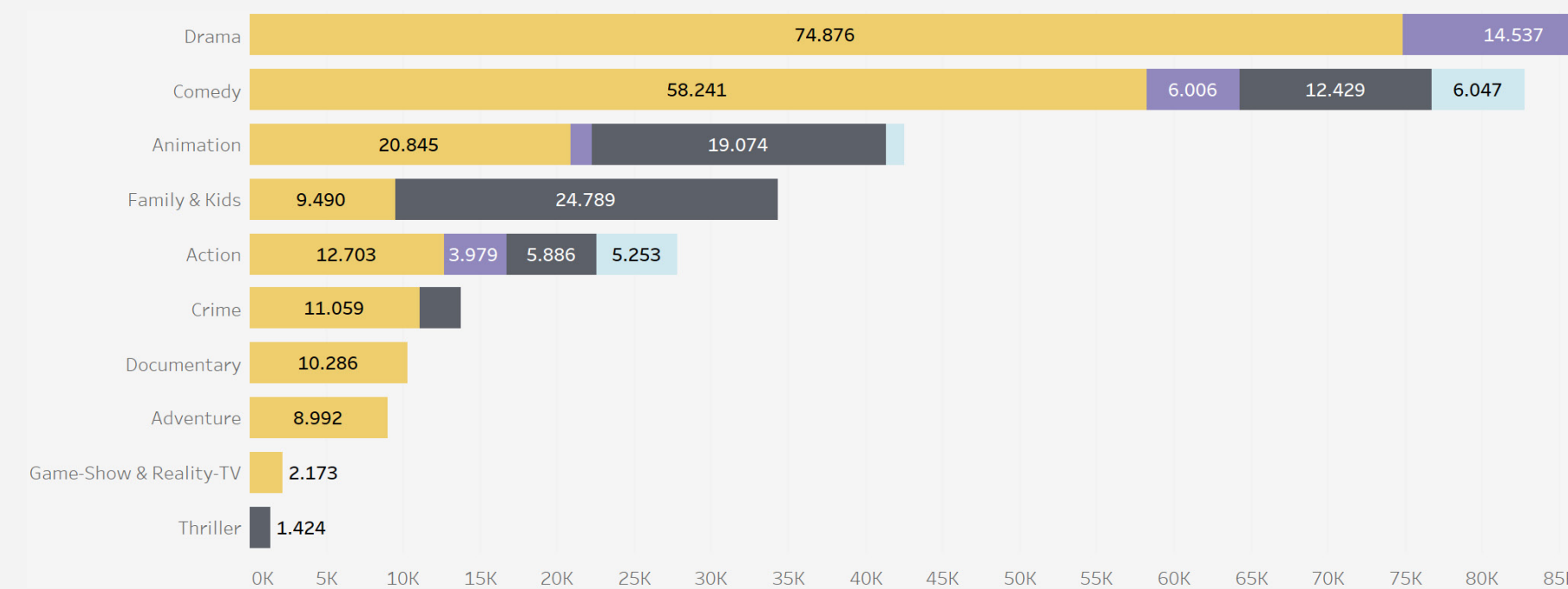
PRODUCTION COUNTRIES: Europe Spain Others

# SPAIN 100 SHOWS | SVOD PLATFORMS

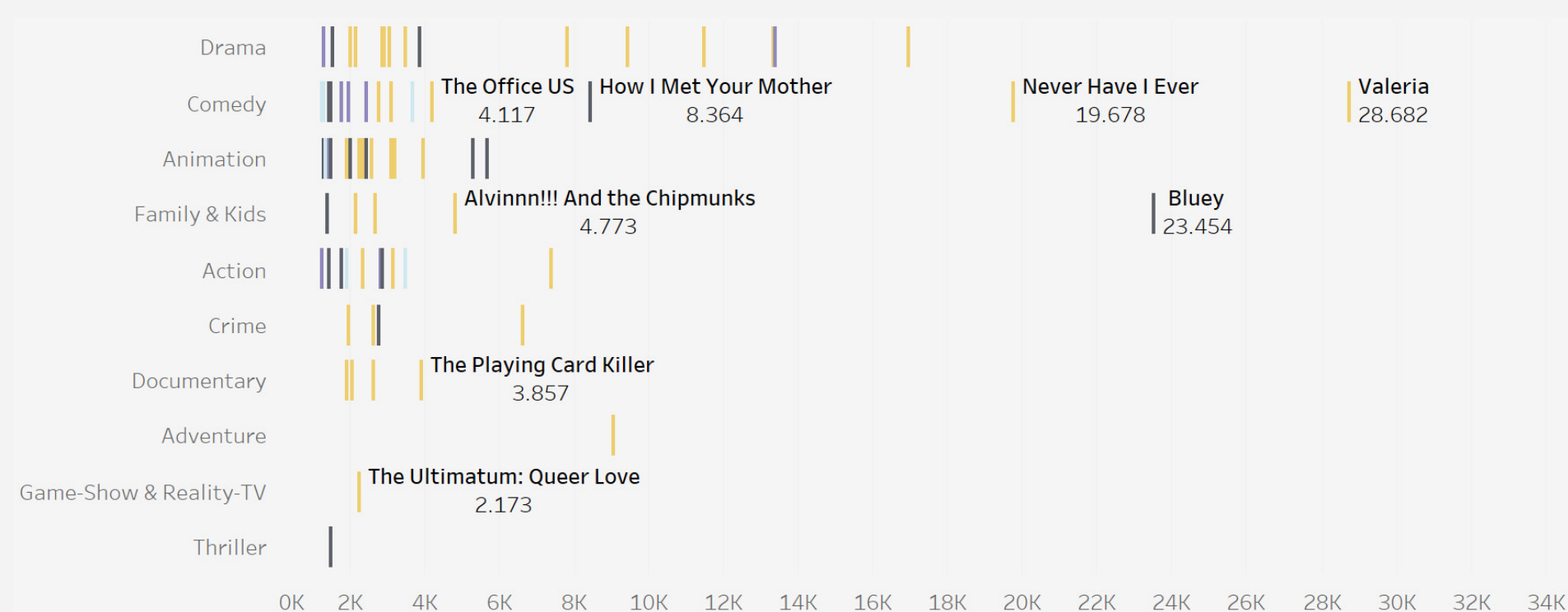
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max Disney+

## NETFLIX'S RESURGENCE AND HBO MAX'S SETBACK

Netflix made a noticeable recovery in terms of share, reaching 65.5%, and has regained its position and leadership since the introduction of Disney+ to the charts last April. Interestingly, Disney+ also makes a substantial gain, nearly regaining 10 points in comparison to the previous month. This surge is primarily attributed to the popularity of "Bluey", "How I Met Your Mother" and "Futurama" with "Bluey" being the primary contributor, accounting for 23.4M streams.

On the flip side, HBO Max experienced a significant loss of over 12% in share, dwindling down to just 8.12%. This downturn highlights the impact of "The Idol" and, to a lesser extent, other shows that haven't resonated as strongly for the platform. These TV shows, unlike the previous hits such as "Succession", "House of Dragons" or "The White Lotus" seem to have struggled to maintain the platform's previous momentum.

# HOT CONTENT IN SPAIN

LOLA RODRÍGUEZ  
DATA SPECIALIST



## “CULPA MÍA” AND “A TRAVÉS DEL MAR”: SPANISH PRODUCTIONS THAT GO FROM WATTPAD TO WORLDWIDE SCREENS

In recent years, Spain has undeniably mastered the realm of Young Adult (YA) fiction, particularly within the domain of YA romance. This month, Amazon has once again ventured into the territory of intricate teenage love with the release of “Culpa Mía” adding another successful ingredient to the mix: prestigious Intellectual Properties (IPs) from Wattpad. This gamble has undoubtedly paid off, reaffirming one of the primary insights extracted from the second Think Data Equinox report: young content frequently flourishes when built upon existing IPs.

Produced in Spain by Pokeepsie Films, led by Álex de la Iglesia and Carolina Bang, this inaugural instalment adapts the literary trilogy “Culpables”. Originating as a Wattpad novel in 2017 when the series garnered over 75M reads on the platform. The story, brimming with unbridled passion and forbidden love, has rapidly ascended to prominence. According to platform reports, the film has secured its place among the top 10 most-watched titles in over 190 countries, encompassing the US, the UK, Australia, India, Argentina, and France. Within these reports, “Culpa Mía” stands as Amazon Prime Video’s most-viewed movie across global markets for the month, amassing a staggering 5.4M views, and ranking fourth among the most popular films of 2023.

Amazon Prime Video confirmed two additional films to complete the Mercedes Ron’s book trilogy “Culpa Tuya” and “Culpa Nuestra”, continuing the romantic drama

storyline. This trajectory mirrors the successful pattern of the “Through the Window” saga, a series that falls just short of “Culpa Mía” in terms of streams, with slightly under 1M streams and a total of 6.2M across all markets.

“**In this regard, Amazon Prime Video’s recent strategy appears to encroach on the territory pioneered by Netflix. By revisiting formulas that have proven successful for the streaming giant, “Culpa Mía” closely follows the path not only of “Through the Window” but also of Netflix’s “Purple Hearts”, “The Royal Treatment”, “The Girl Allergic to Wifi” and “The Kissing Booth” among others.**

Shifting our attention to another title ignited by Wattpad, we can also showcase “A Través del Mar”. Following the original film’s triumph as one of the most successful non-English language releases on the platform, the streaming giant continues to bet on the success of this IP. “A través del Mar” now captures the ambience of the Costa Brava, with its picturesque steps, coves, and ice cream delights. The production is helmed by Nostromo Pictures, a production house that has once again struck gold in the streaming landscape after “Los Renglones Torcidos de

Dios.” Notably, Nostromo Pictures doesn’t seem tied to a single streaming company, a strategy that has also proven successful for studios like Zeta Studios.

As the world witnesses the rise of Spanish-made young adult content, it’s evident that the seamless fusion of Wattpad’s IPs and captivating storytelling has empowered Spain to dominate the realm of YA romance, with “Culpa Mía” standing as the latest testament to this narrative prowess.



# ITALY 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

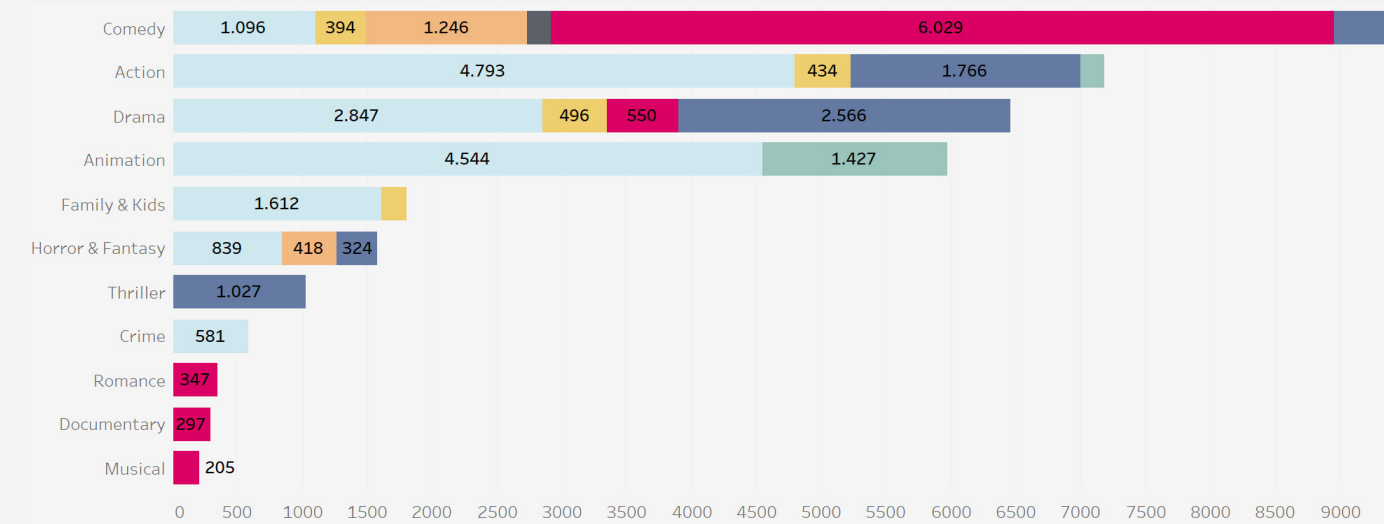
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5	La straordinaria scoperta	Netflix	Comedy	968
6	Culpa mía	Amazon	Drama	954
7	Extraction	Netflix	Action	899
8	Il grande giorno	Amazon	Comedy	879
9	Reminiscence	Netflix	Horror & Fantasy	839
10	Spider-Man: Into the Spider-Verse	Disney+	Animation	230
11	Merve Kült	Netflix	Comedy	742
12	Paradise Highway	Amazon	Thriller	649
13	Creed III	Amazon	Drama	630
14	The Little Mermaid	Disney+	Family & Kids	629
15	Selfless	Netflix	Action	589
16	The First Day of My Life	Amazon	Comedy	541
17	Me contro te - Il mistero d..	Netflix	Comedy	537
18	Sen Inandır	Netflix	Comedy	503
19	Medellin	Amazon	Comedy	503
20	The Mother	Netflix	Action	493
21	Clifford the Big Red Dog	Netflix	Animation	487
22	A Son Named Erasmus	Netflix	Comedy	486
23	Life or Something Like It	Netflix	Comedy	485
24	Da grande	Amazon	Comedy	476
25	The Perfect Find	Netflix	Comedy	425
26	Run Rabbit Run	Netflix	Horror & Fantasy	418
27	Black Clover: Sword of the..	Netflix	Animation	409
28	Faithfully Yours	Netflix	Thriller	378
29	Le otto montagne	Amazon	Drama	376
30	Frozen	Disney+	Animation	371
31	London Has Fallen	Netflix	Action	367
32	Air	Amazon	Drama	347
33	Three Steps Over Heaven	Netflix	Romance	347
34	Blood and Gold	Netflix	Action	342
35	Malignant	Netflix	Crime	331
36	Tin & Tina	Netflix	Horror & Fantasy	324
37	Un trionfo	Amazon	Comedy	313
38	The Little Mermaid 2: Ret..	Disney+	Animation	303
39	Ultimo - Vivo coi sogni ap..	Amazon	Documentary	297
40	Before we say goodbye	Amazon	Comedy	289

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

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

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

## SHIFTS AND SETBACKS: ITALY COMES BACK AS THE SMALLEST MARKET OF ALL

After four months of continuous growth that led them to surpass the Spanish and German markets in volume, the Italian market has experienced a setback, relinquishing all the accumulated streams it had gradually amassed over these months. Presently, as the smallest market among the five, Italy aggregates 36 million streams within its Top 100. Fortunately, the American market has borne the brunt of this impact, accounting for only 45% of the Top, despite possessing over 50% of the content catalogue.

## THIS MONTH IN TODAY'S MENU: COMMEDIA ALL ITALIANA

The record for the month where streams were higher for Italian comedy was achieved in April, with 9.8M views. Nonetheless, Italy has steadfastly maintained its local Comedy streams at the forefront. This month, Italian Comedy remains unequivocally the most-watched genre, amassing 6M streams. From the inception of this report, it was evident that Comedy played a central role in the Italian market, yet what continues to astonish us to this day is its unrelenting ability to keep growing. This month, this phenomenon is exemplified by movies such as "La Straordinaria Scoperta", "Il Grande Giorno", "The First Day of My Life" and "Me Contro Te - Il Mistero della Scuola Incantata" among others.

# ITALY 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

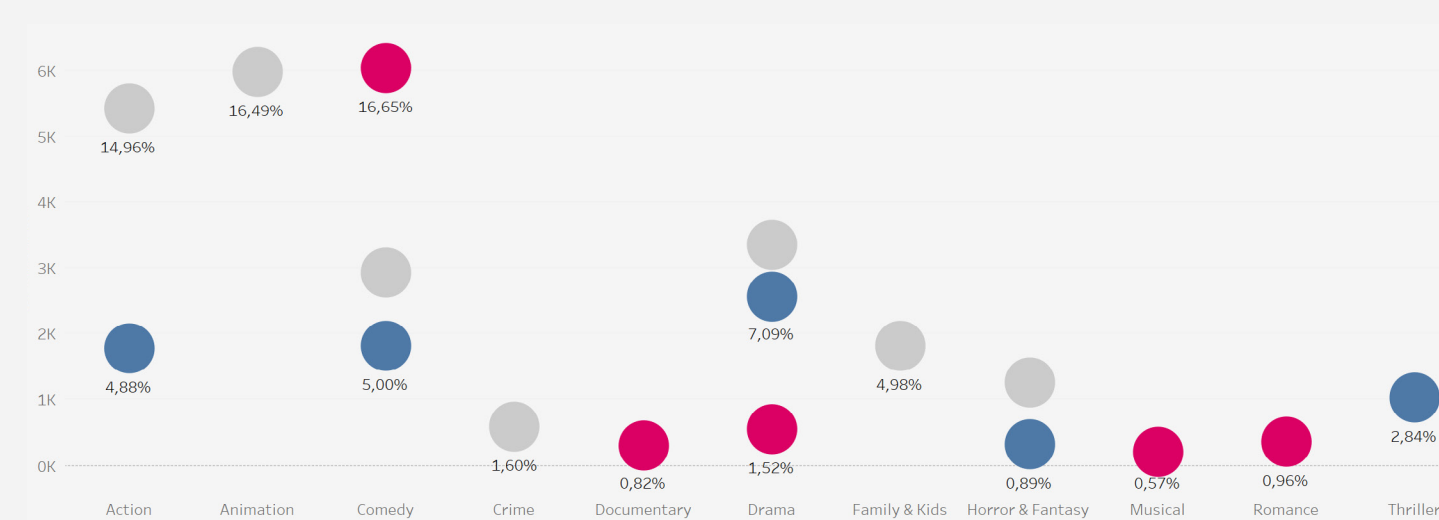
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Extraction 2	Netflix	CZ	Action	1.424
2 A Beautiful Life	Netflix	DK	Drama	1.223
3 A través del mar	Netflix	ES	Comedy	1.027
4 La straordinaria scoperta	Netflix	IT	Comedy	968
5 Culpa mía	Amazon	ES	Drama	954
6 Il grande giorno	Amazon	IT	Comedy	879
7 Paradise Highway	Amazon	DE	Thriller	649
8 The First Day of My Life	Amazon	IT	Comedy	541
9 Me contro te - Il mistero d..	Netflix	IT	Comedy	537
10 Medellin	Amazon	FR	Comedy	503
11 A Son Named Erasmus	Netflix	IT	Comedy	486
12 Da grande	Amazon	IT	Comedy	476
13 Faithfully Yours	Netflix	NL	Thriller	378
14 Le otto montagne	Amazon	IT	Drama	376

SHOWING 14/32 - [See complete chart here](#)

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

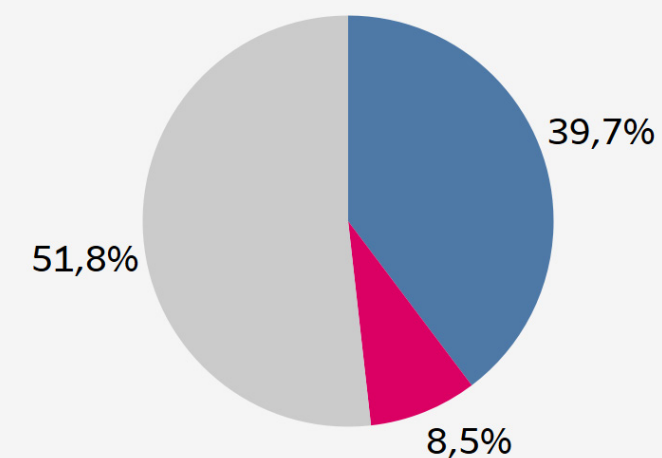


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Action	2	
Comedy	3	15
Documentary		1
Drama	4	2
Horror & Fantasy	1	
Musical		1
Romance		1
Thriller	2	

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Italy Others

## WONDERFUL MONTH FOR EUROPEAN PRODUCTIONS

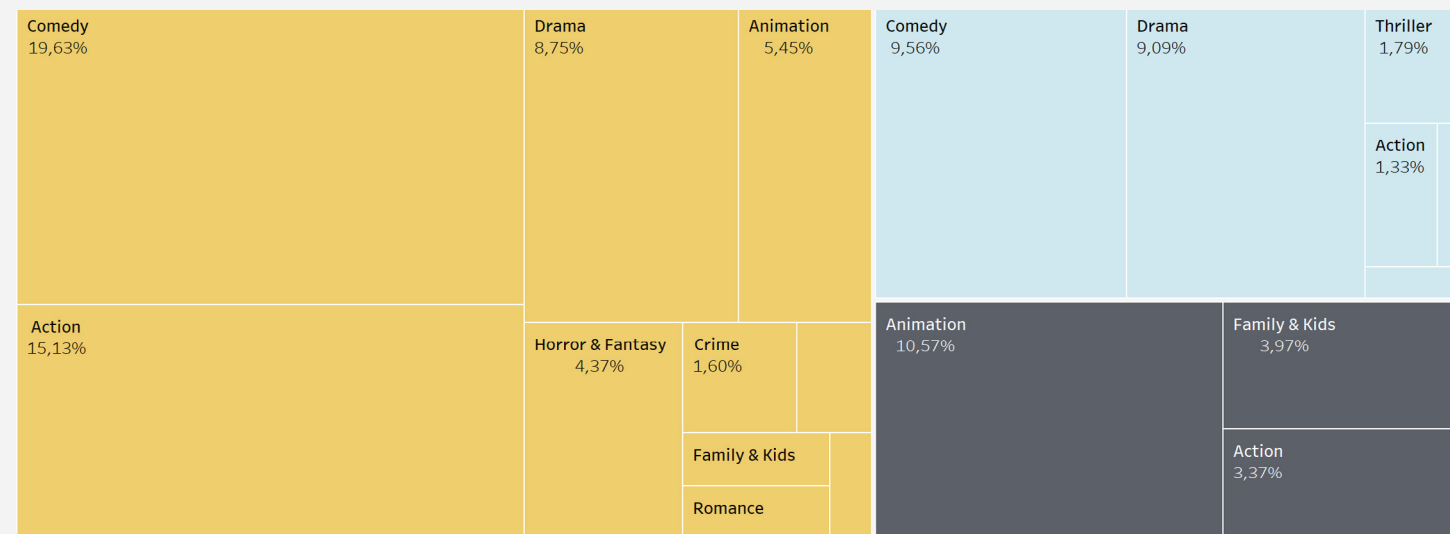
An occurrence that has been absent for quite some time has surfaced in the Italian market: the majority of the Top 5 positions are now occupied by European productions. Taking the top spot is "Extraction 2" followed by "A Beautiful Life" and "A través del mar". "Extraction 2" and "A través del Mar" are a sequel to respectively the 2020 film "Extraction" and "Through My Window". "A Beautiful Life" is a 2023 Danish drama romance musical film directed by Mehdi Avaz and featuring Christopher Lund Nissen, a very popular Danish singer.

On the other hand, "Mixed By Erry" or "La Straordinaria Scoperta", the local film directed by Sydney Sibia that has captivated audiences (968K) with its unique portrayal of the real-life story of the Frattasio siblings and their ventures in the compilation business.

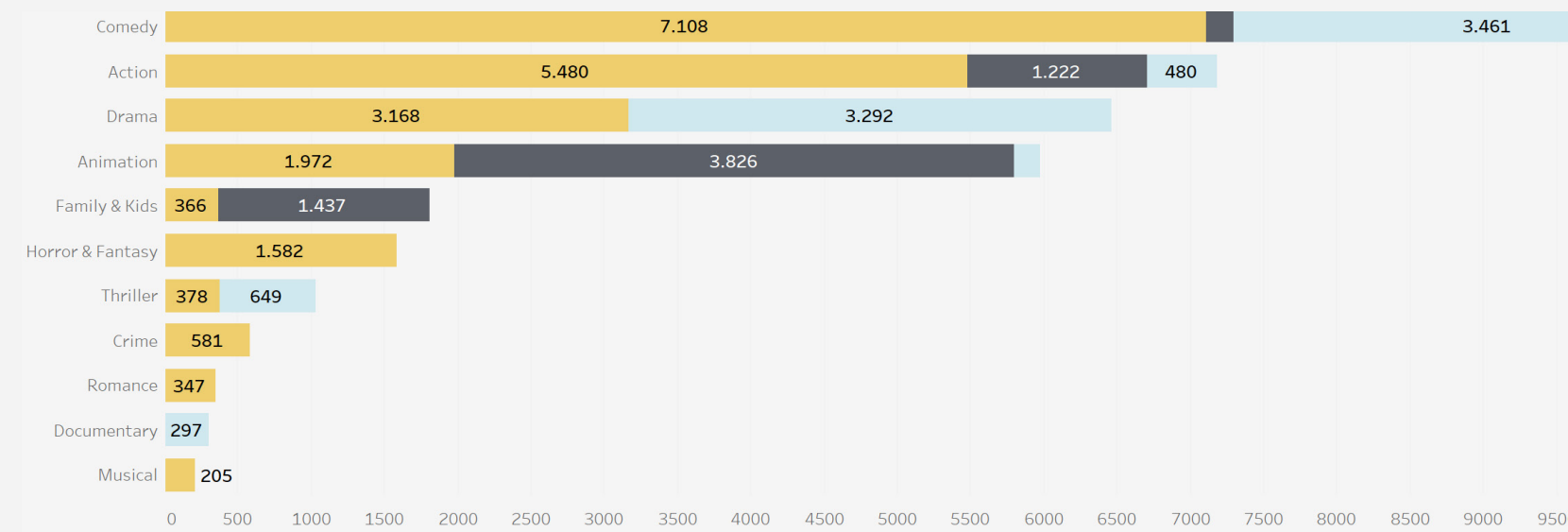
In total, a notable number of 32 local films have made their entry into the general Top 100 rankings. This translates to nearly one-third of this month's films being of European origin—a truly heartening revelation. Consequently, European productions, inclusive of those from the UK, have achieved an equally impressive share as their American and Canadian counterparts, securing 45% of the share. This development serves as a fantastic piece of news to kickstart the summer season.

# ITALY 100 MOVIES | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOP SHOWS STREAMS BY GENRES

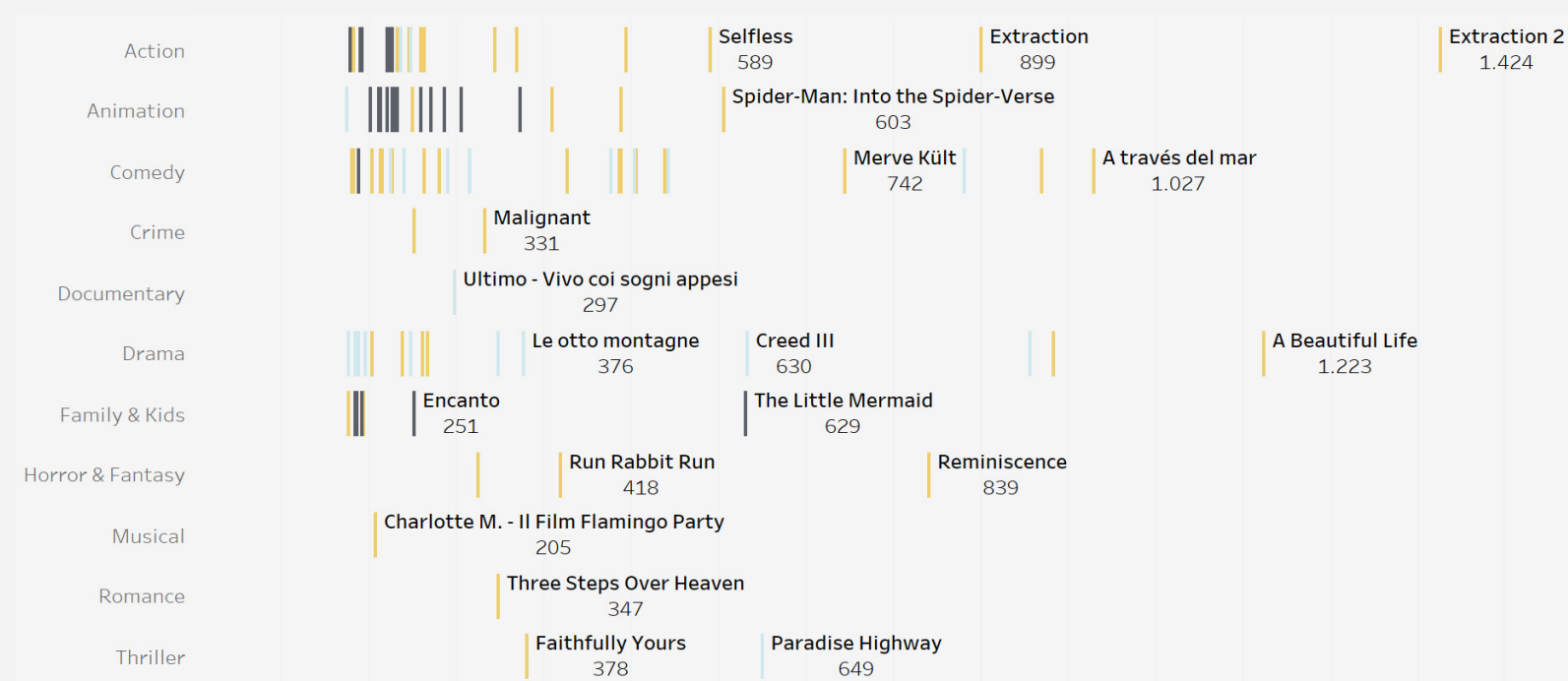


## NETFLIX FACES ITS WORST MONTH IN ITALY, WHILE DISNEY+ AND AMAZON SHINE

After three months on our reports, Disney+ remains absent from the top European film rankings this month in Italy. The platform has made some incremental gains, although it is Amazon, boosted by titles like "Culpa Mía" and "Il Grande Giorno", the platform that has grown the most. Disney+ and Prime have secured, respectively 18.4% and 23% of the total share.

The spotlight of the analysis rests on Netflix, which commands a dominant 58.5% share this month—remarkably, but still the lowest observed for the Italian market.

## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT: Amazon Netflix Disney+

# ITALY 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

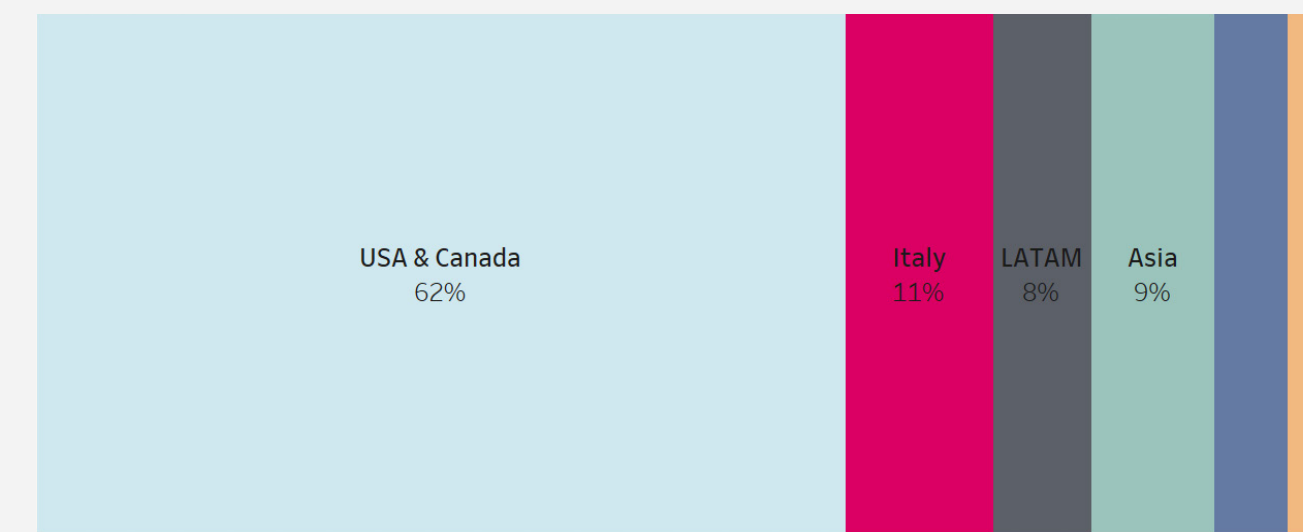
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS	
1	Never Have I Ever	Netflix	Comedy	23.478
2	How I Met Your Mother	Disney+	Comedy	22.434
3	This World Can't Tear Me ..	Netflix	Animation	21.516
4	Grey's Anatomy	Disney+	Drama	20.391
5	Manifest	Netflix	Drama	19.624
6	Bluey	Disney+	Family & Kids	17.244
7	The Simpsons	Disney+	Animation	14.298
8	New Amsterdam	Netflix	Drama	13.626
9	Friends	Netflix	Comedy	13.215
10	The Big Bang Theory	Netflix	Comedy	10.084
11	The Office US	Netflix	Comedy	9.875
12	Pesci piccoli - Un'agenzia, ..	Amazon	Comedy	9.620
13	Black Mirror	Netflix	Drama	8.086
14	Station 19	Disney+	Action	7.291
15	Modern Family	Disney+	Comedy	6.404
16	Fubar	Netflix	Action	5.564
17	Grizzy and the Lemmings	Netflix	Animation	5.506
18	Valeria	Netflix	Comedy	4.925
19	The X-Files	Disney+	Crime	4.570
20	Riverdale	Netflix	Crime	4.380
21	Camera Café	Amazon	Comedy	3.876
22	Big City Greens	Disney+	Animation	3.808
23	Secret Invasion	Disney+	Action	3.656
24	Scrubs	Disney+	Comedy	3.626
25	Violetta	Disney+	Drama	3.584
26	Fake Profile	Netflix	Drama	3.482
27	Les Schtroumpfs	Netflix	Animation	3.321
28	Queen Charlotte: A Bridge..	Netflix	Drama	3.254
29	Ricky Zoom	Netflix	Family & Kids	3.174
30	Alvin!!! And the Chipmu..	Netflix	Family & Kids	2.757
31	Disney Junior Ready for P..	Disney+	Family & Kids	2.563
32	Spidey and His Amazing F..	Disney+	Animation	2.525
33	Soy Luna	Disney+	Family & Kids	2.366

SHOWING 33/53 - [See complete chart here](#)

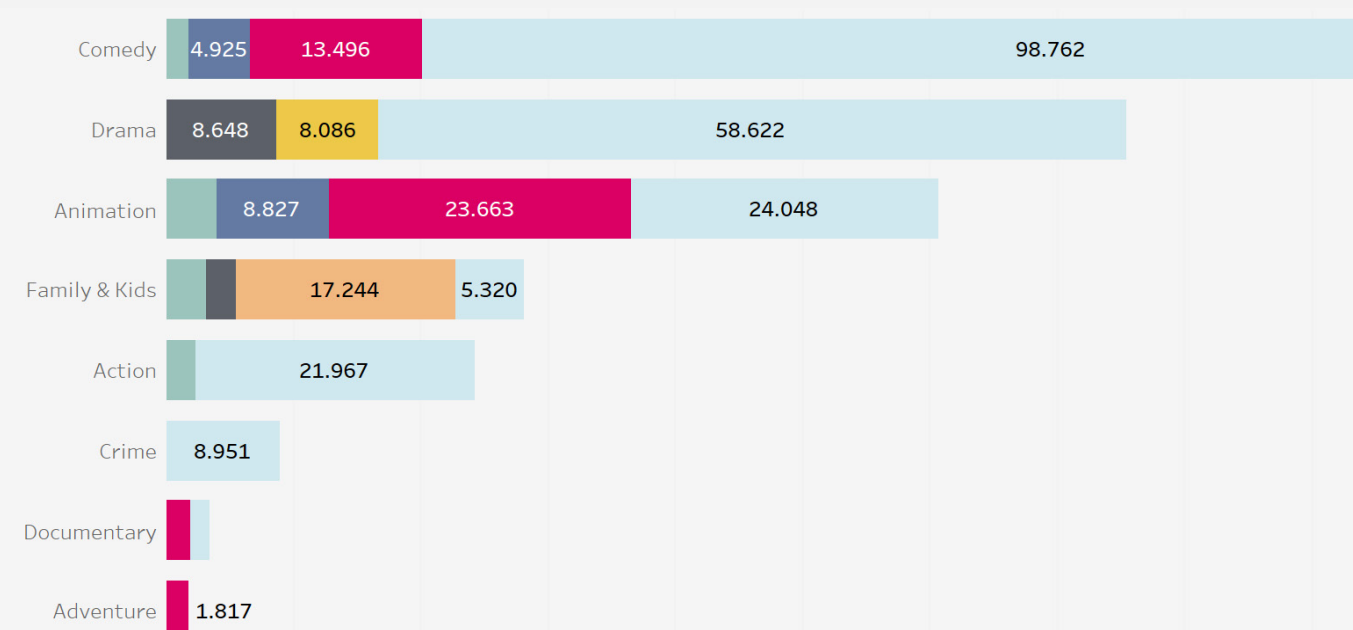
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## ITALY RESISTS WITHOUT RELYING TOO MUCH ON AMERICAN CONTENT

As discussed in the previous report, the Italian market is undergoing a gradual yet potent development and growth. This month, despite a minor decrease in streams compared to the previous one, the Top #100 manages to sustain and slightly decline from the momentum achieved so far. Remarkably, this happens even during a month when both the film and series markets have experienced a general downward trend in the other markets. Encouragingly, consumption hasn't been primarily driven or maintained by American content, although the most-watched productions like "Never Have I Ever", "How I Met Your Mother" and "Grey's Anatomy" are of American origin.

## ACTION AND ANIMATION GROW SIGNIFICANTLY

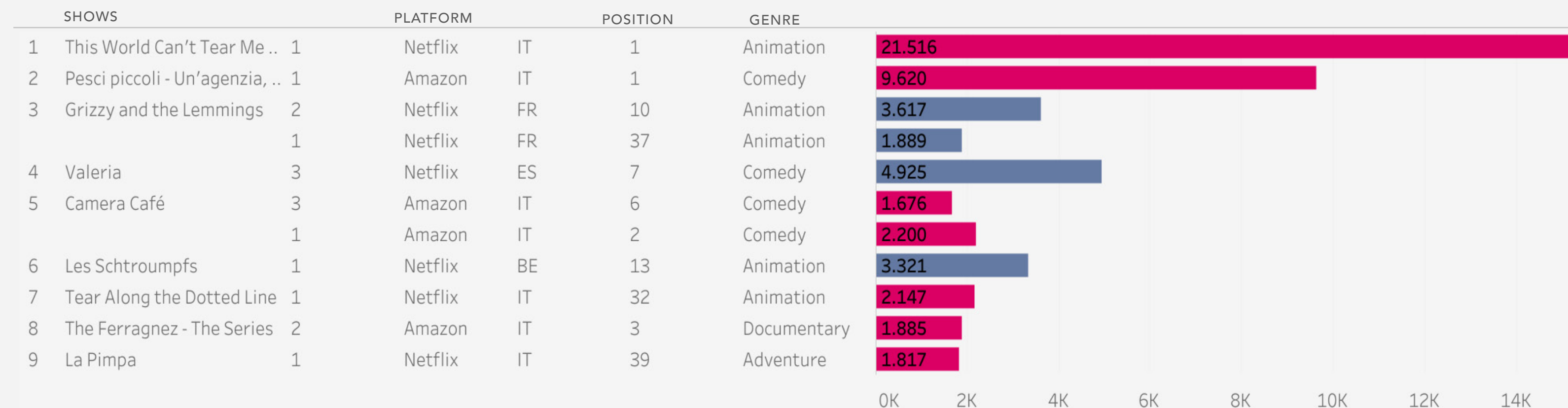
This month, there is some prominence in the Animation genre, which has nearly quadrupled to almost 19% compared to the previous month, thanks in large part to "This World Can't Tear Me Down" (21.5M) and "Grizzy and the Lemmings" (5.5M). The Action genre, at 7.5%, also stands out this month. Although not as prevalent in the series market, this genre tends to thrive, particularly during the summer. However, comedy takes the spotlight this month, with a total of 118M streams. Oh! And something that happens once in a blue moon happened: local productions in the comedy genre aren't as dominant this month.



# ITALY 100 SHOWS | EUROPEAN FOCUS

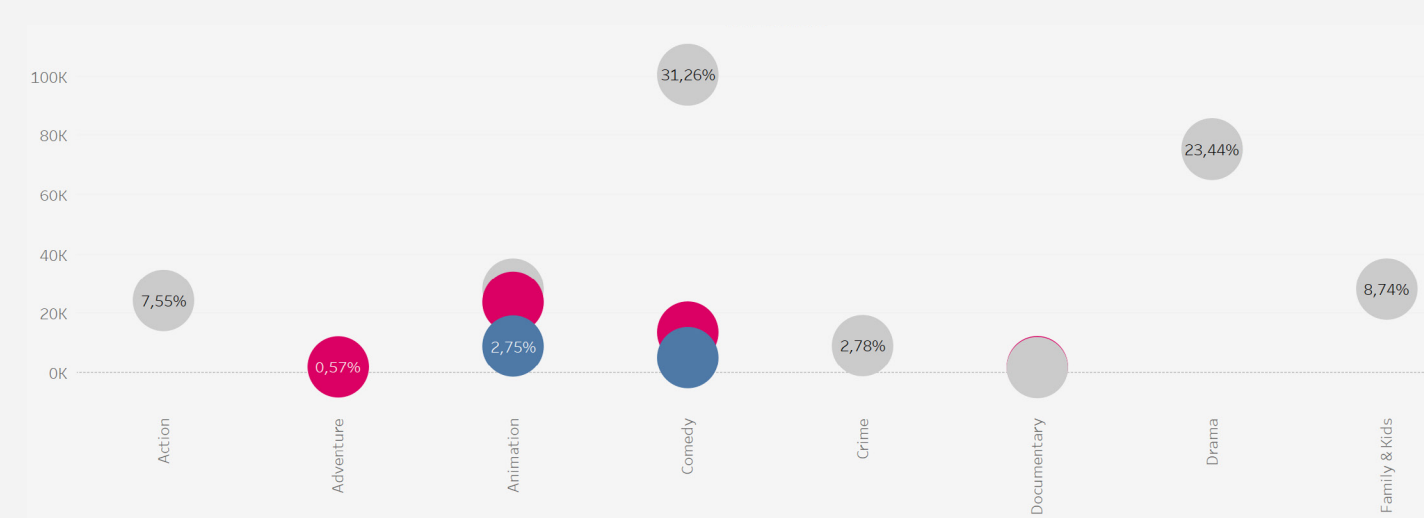
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

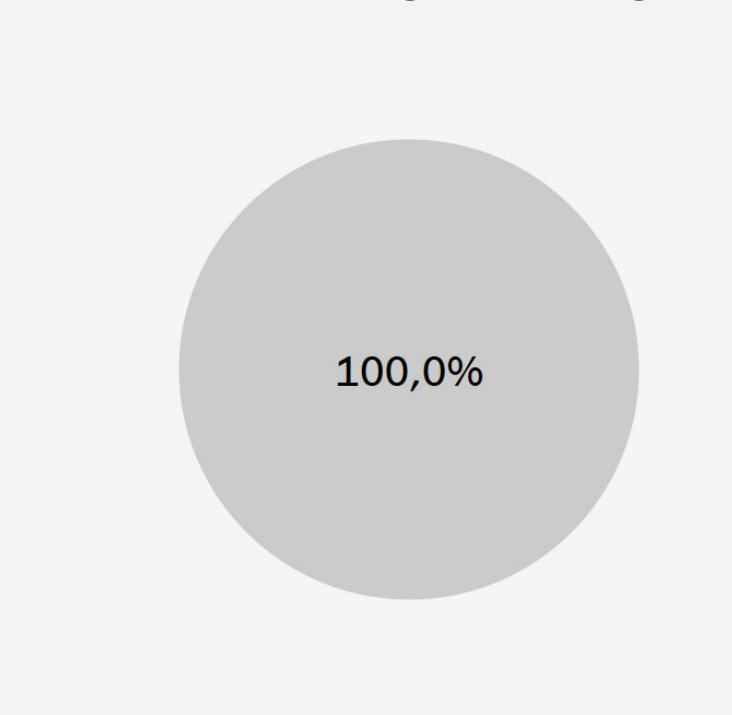


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Adventure		1
Animation	2	2
Comedy	1	2
Documentary		1

## CONTRIBUTION TO DRAMA STREAMS



## RINASCIMENTO ITALIANO OF LOCAL SHOWS

Italian streaming platforms have seen a resurgence, largely attributed to the success of two local shows: "This World Can't Tear Me Down" and "Pesci piccoli - Un'agenzia, molte idee, poco budget". Collectively, these shows have contributed to 12.7% of the total streams, marking a commendable recovery from the slump witnessed in the previous months.

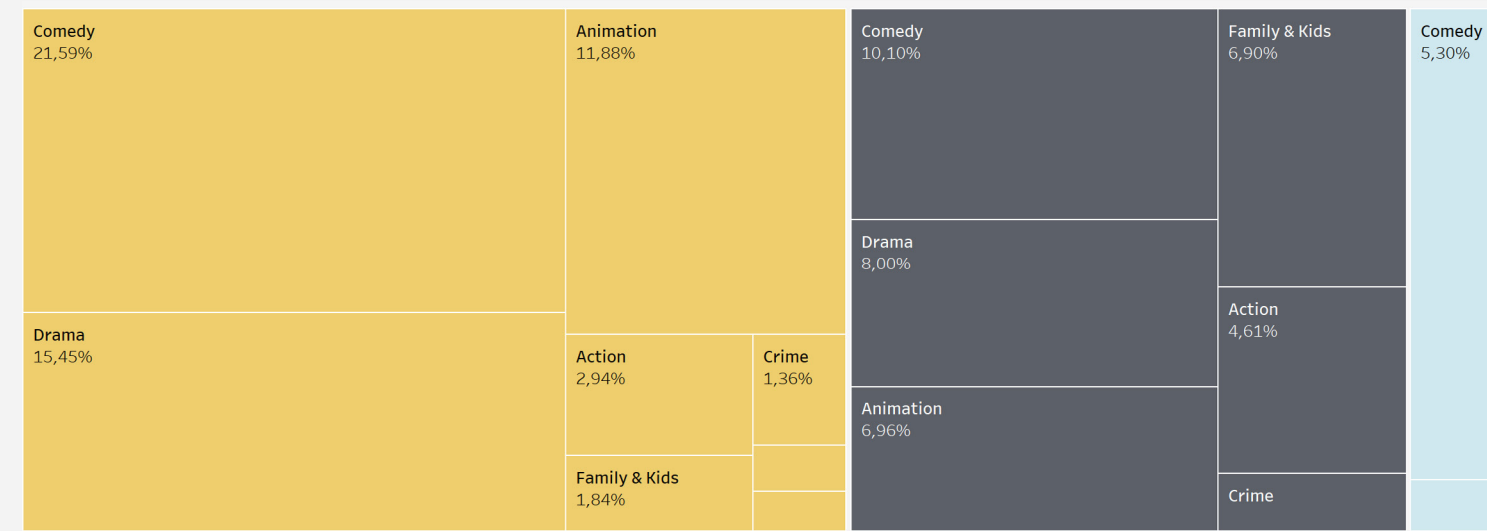
"This World Can't Tear Me Down" emerges as the local leader, capitalising on "Tear Along the Dotted Line" characters. Authored and directed by the Italian cartoonist Zerocalcare, the series made its debut on October 18th at the prestigious Rome Film Fest. The anticipation for the show was palpable, as evidenced by the release of its first animated series trailer on February 9, 2023, during the seventy-third Sanremo Festival on Rai 1.

A collaborative effort between The Jackal and Mad Entertainment in conjunction with Prime Video, "Pesci piccoli - Un'agenzia, molte idee, poco budget" has emerged as a resounding success. The show has achieved a remarkable milestone, amassing a staggering 9.6M viewers and getting to the second most popular project of 2023 for Amazon so far.

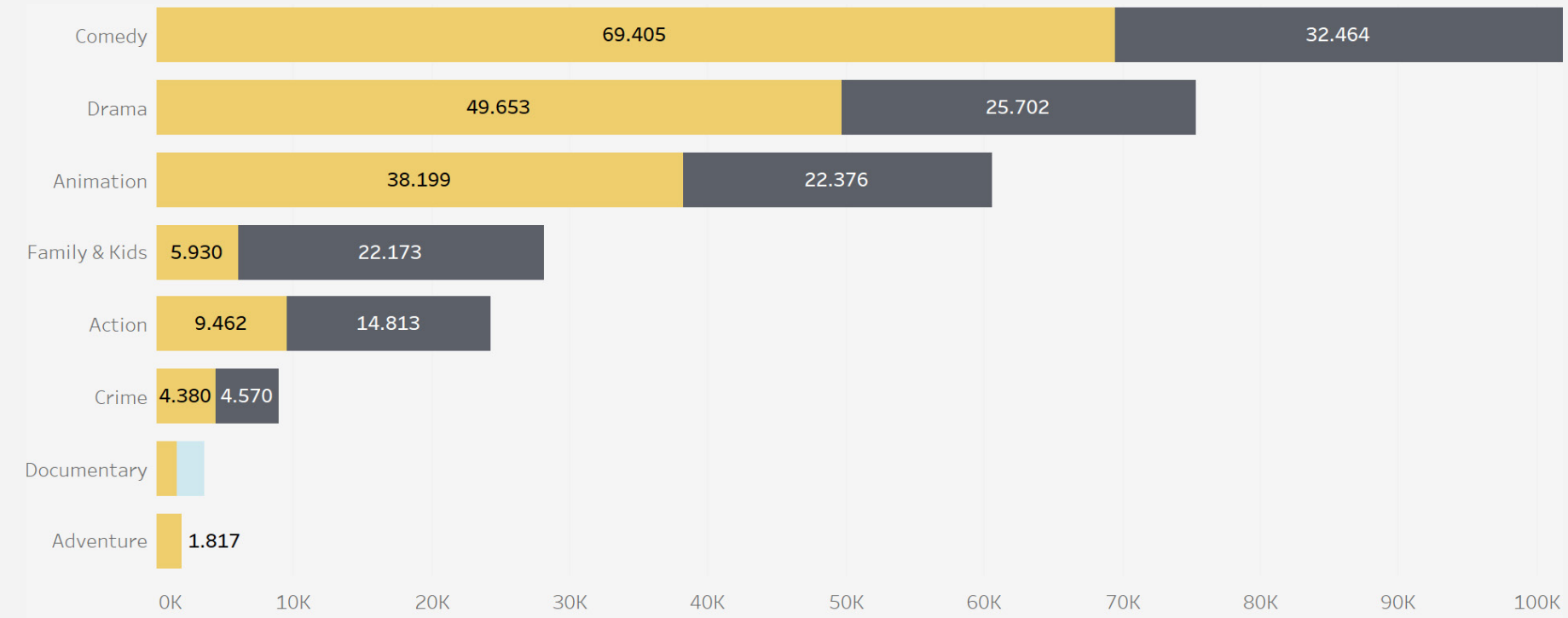
PRODUCTION COUNTRIES: Europe Italy Others

# ITALY 100 SHOWS | SVOD PLATFORMS

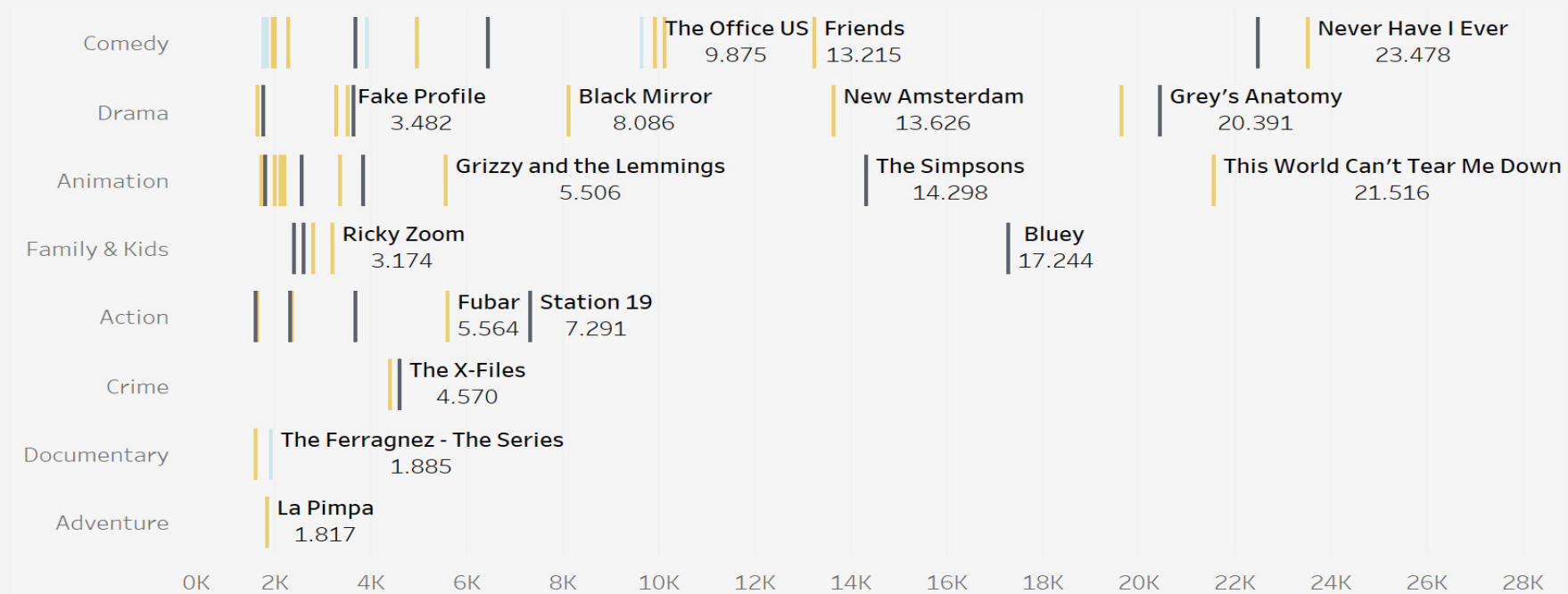
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

## LOCAL CARTOONIST TAKES NETFLIX ON A MEMORY LANE TRIP AND BREAKS OUT OF ITS FEEL-GOOD COMFORT ZONE

Disney continues to amass streams relentlessly in a market where it reigns supreme. With a commanding share of almost 38% of the total streams, Disney+ asserts its dominance as the unrivalled leader. Notably, in the Italian market, Disney+ operates with a significant advantage over its competitors.

On a different note, Amazon maintains a similar position to the previous month, securing a 10.8% share of the total streams, primarily focusing on specific genres such as Comedy and Documentary content. Meanwhile, Netflix experiences a marginal decline, although by less than two decimal points.

# HOT CONTENT IN ITALY

## LOCAL CARTOONIST TAKES NETFLIX ON A MEMORY LANE TRIP AND BREAKS OUT OF ITS FEEL-GOOD COMFORT ZONE

LOLA RODRÍGUEZ  
DATA SPECIALIST



“This World Can’t Tear Me Down” originally known as “Questo mondo non mi renderà cattivo” is undoubtedly a remarkable Italian production. With 21.5 million views in its local market and ranking as the fourth biggest introduction for a local show, this adult animated series, crafted by the renowned cartoonist Zerocalcare who undertook both writing and directorial roles, stands as a bold testament to Netflix Italy’s dedication to creating content that harkens back to its creative origins, reminiscent of iconic works such as “Bojack Horseman” .

But what is the connection between “This World Can’t Tear Me Down” and this dedication? The first hint can be found in the creator’s initial Netflix project, “Tear Along the Dotted Line” where Zerocalcare grapples with his own anxiety, personified by a conversing armadillo. This parallel extends to the incorporation of anthropomorphic animals and birds, each embodying distinct personality traits and belief systems, enriching the narrative simultaneously – animals, anxiety, and art ... Do you all get it, right?

However, the most significant aspect that draws parallels to “Bojack Horseman” is the show’s embrace of complexity. Much like the early days of Los Gatos’ trajectory, this series engages in producing a complex narrative without necessarily providing a comforting or happy perspective. “Tear World Can’t Tear Me Down” evokes the spirit of “Bojack Horseman”, perhaps one of the most critically acclaimed Netflix Originals.

“ **What fascinates us more about the success of the show is precisely that Netflix is still inclined to create content like this. Because Bojack entered our lives in a very different time, where profit and success meant something else for Netflix. We can’t help but wonder to ourselves: Would “Bojack Horseman” have survived more than one season if pitched and produced now? We don’t really know the answer, but we know “This World Can’t Tear Me Down” has.**

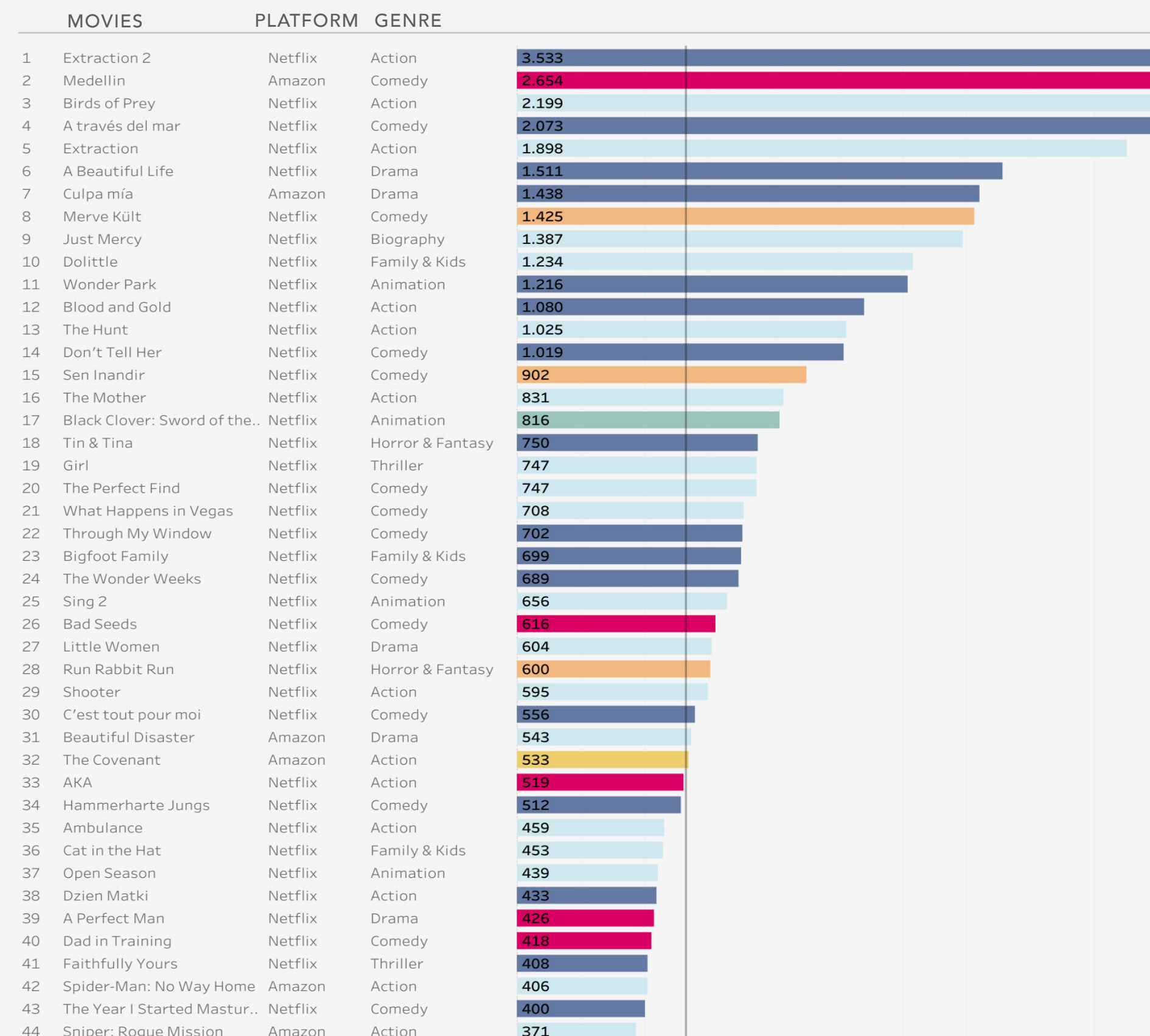
However, the series goes beyond that. “This World Can’t Tear Me Down” takes a bolder route by directly confronting the resurgence of fascism on European streets, particularly within Italy’s societal fabric. Getting straight to the point, it presents an unfiltered depiction of the nation’s intricate socio-political landscape. Departing from conventional explorations that attribute neo-fascism to upbringing and external influences, the series refrains from making excuses. Instead, it embarks on a journey to navigate the intricate dynamics using a blend of entertainment and humor, providing an alternative lens to comprehend these multifaceted societal challenges without adhering to strict political correctness.

In a landscape dominated by more feel-good narratives, “This World Can’t Tear Me Down” emerges as a testament to Netflix Italy’s venture into creating compelling content. Amidst the labyrinthine storytelling, the series unfurls an unvarnished exploration of critical contemporary themes. “This World Can’t Tear Me Down” resonates not only as a significant exploration of pertinent societal issues but also comes from a place that is not the most privileged, both in the world and at Netflix headquarters.



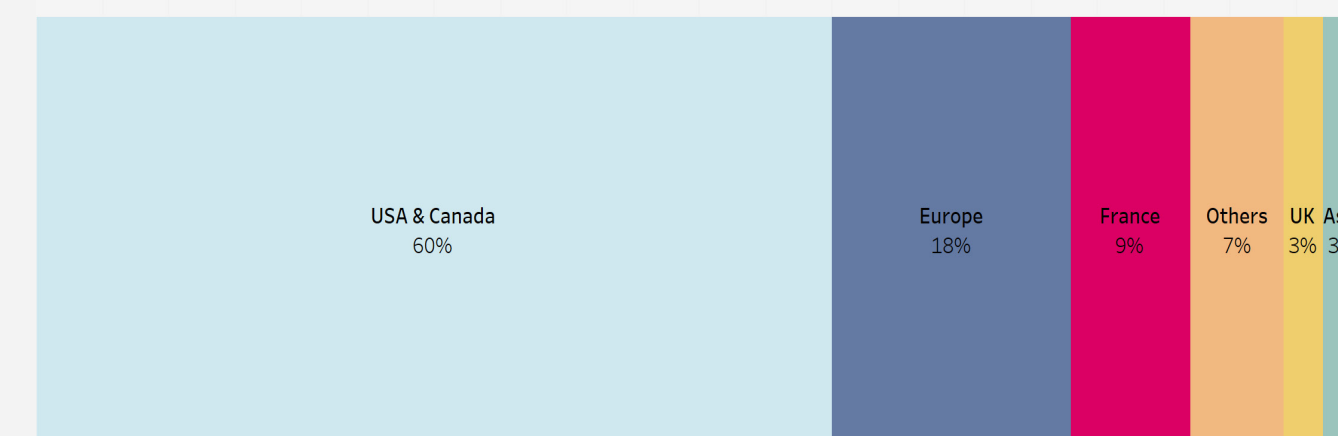
# FRANCE 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

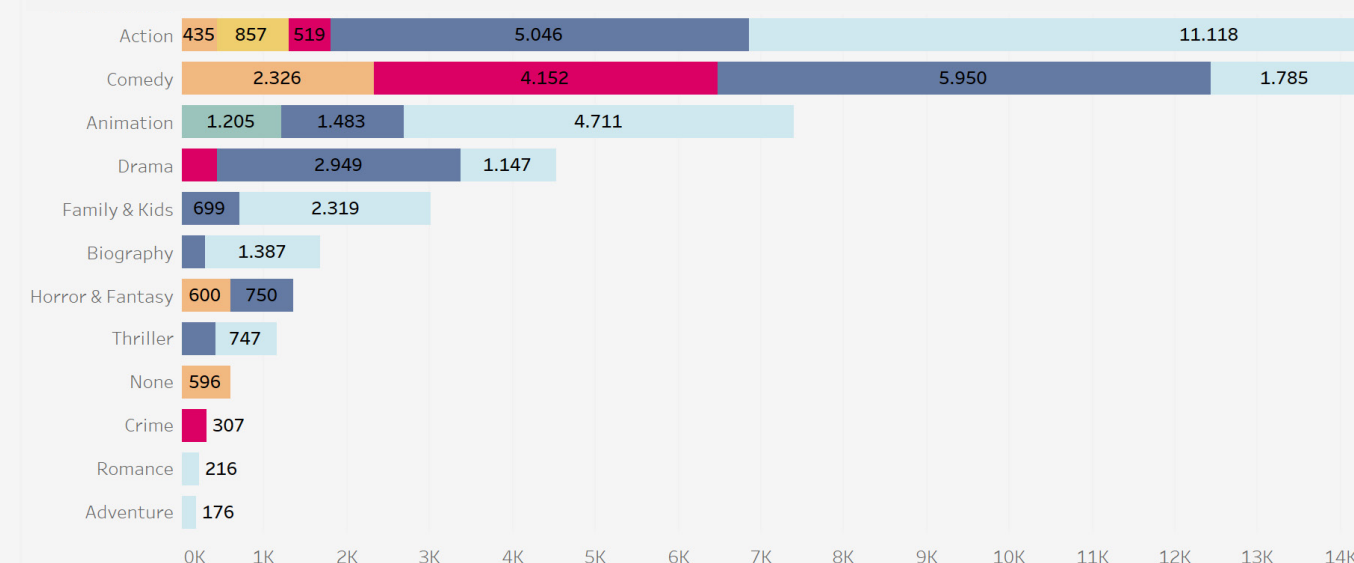


SHOWING 44/100 - [See complete chart here](#)

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

## FRENCH MARKET ALSO EXPERIENCES A DECLINE

From December 2022, the total number of streams in the Top #10 has been taking a nosedive – dropping from a whopping 75M streams down to 52 million in just seven months. It is pertinent to note, however, that despite this decline, the French market has managed to retain its relative standing vis-à-vis other markets, steadfastly securing its position as the second largest among the five compared.

## ACTION AND ANIMATION STEAL TOGETHER ALMOST HALF OF STREAMS

The prominent role assumed by Action-oriented films is noteworthy. The genre has emerged as a veritable centrepiece, boasting an impressive surge that has culminated in a significant 34% share. This trend can be attributed to titles such as "Extraction 2", "Birds of Prey", "Extraction", "Blood and Gold", and also the French "Medellin" (categorised as Comedy but having a lot of Action). Animations have also made a wicked comeback, clocking in at 14% of the pie. Movies like "Wonder Park," a Spanish-American coproduction, and "Black Cover: Sword of the Wizard King," a Japanese piece, are surely stirring up the buzz.

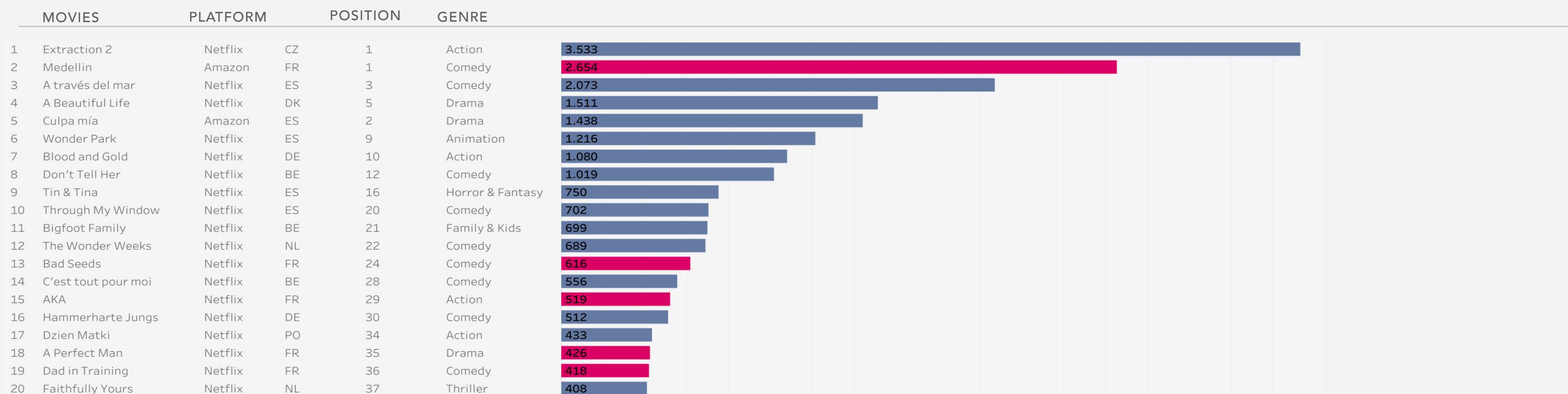
## PRODUCTION COUNTRIES:



# FRANCE 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN MOVIES IN THE TOP 100

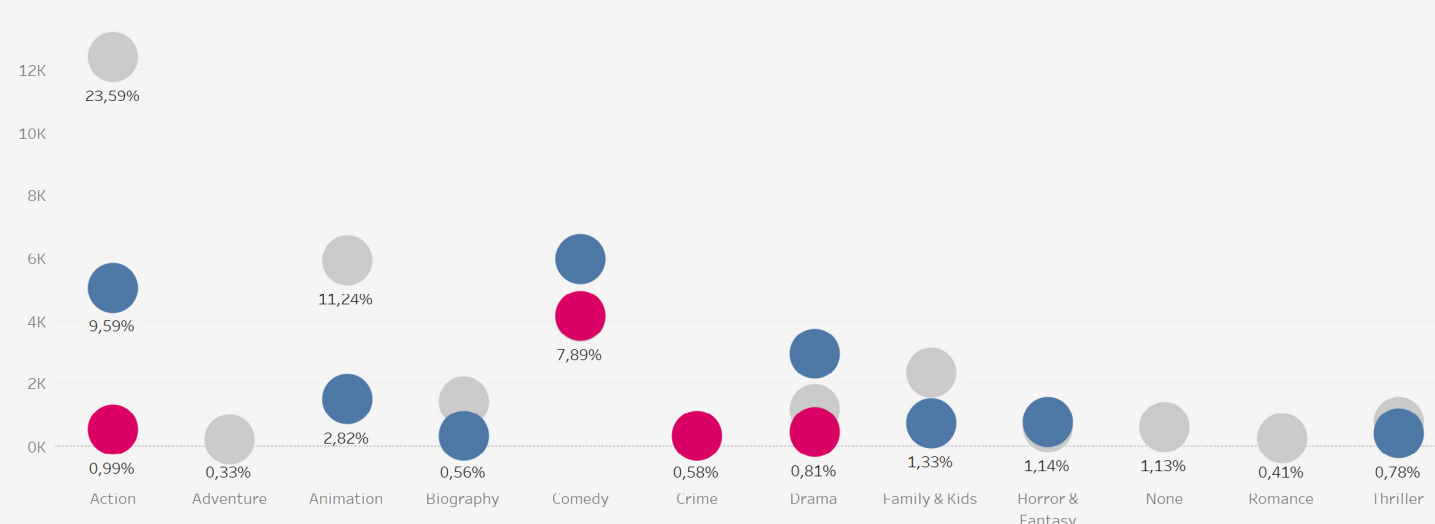
NETFLIX - AMAZON



SHOWING 20/27 - [See complete chart here](#)

## CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

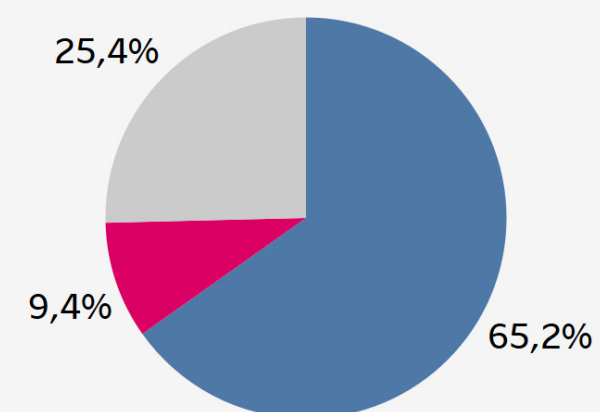


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	3	1
Animation	2	
Biography	1	
Comedy	7	6
Crime		1
Drama	2	1
Family & Kids	1	
Horror & Fantasy	1	
Thriller	1	

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



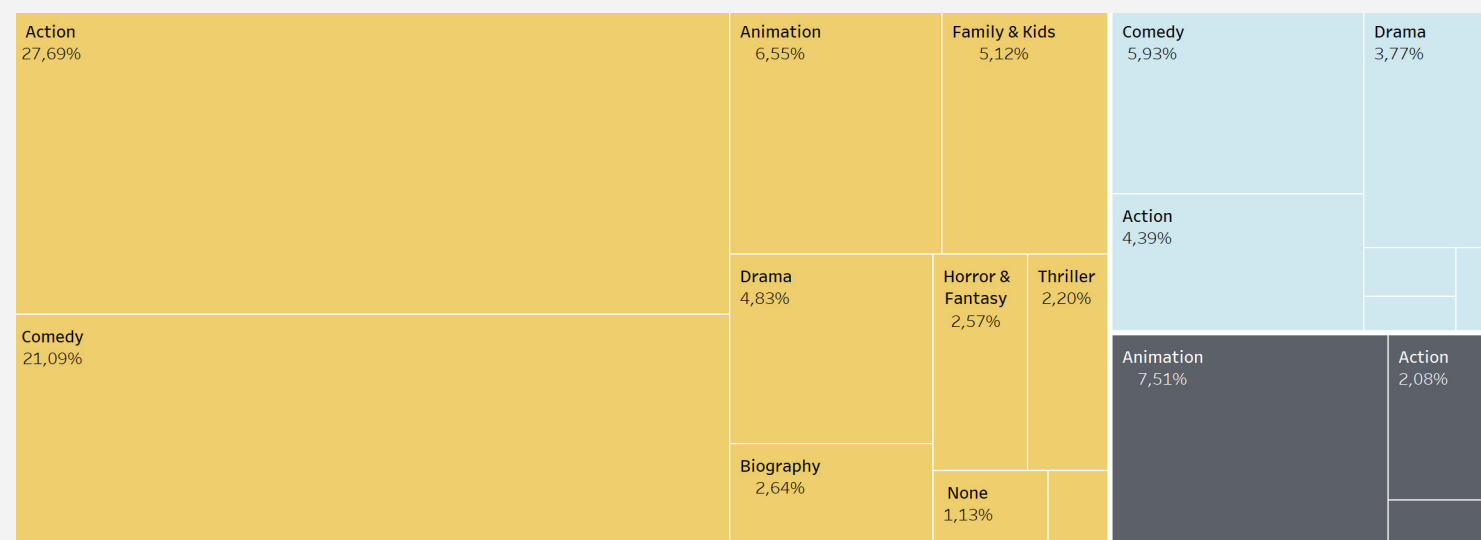
## EUROPEAN PRODUCTIONS GET THEIR HIGHEST SHARE IN FRANCE

The cumulative share of European movies reaches a notable 16.75%, marking the highest quantity of European streams ever attained in the French market since the commencement of available data. This is indeed wonderful news. Notable titles contributing to this achievement include the Czech film "Extraction 2" the Spanish film "A través del mar", the Danish film "A Beautiful Life" as well as the Spanish production "Culpa Mía," among others.

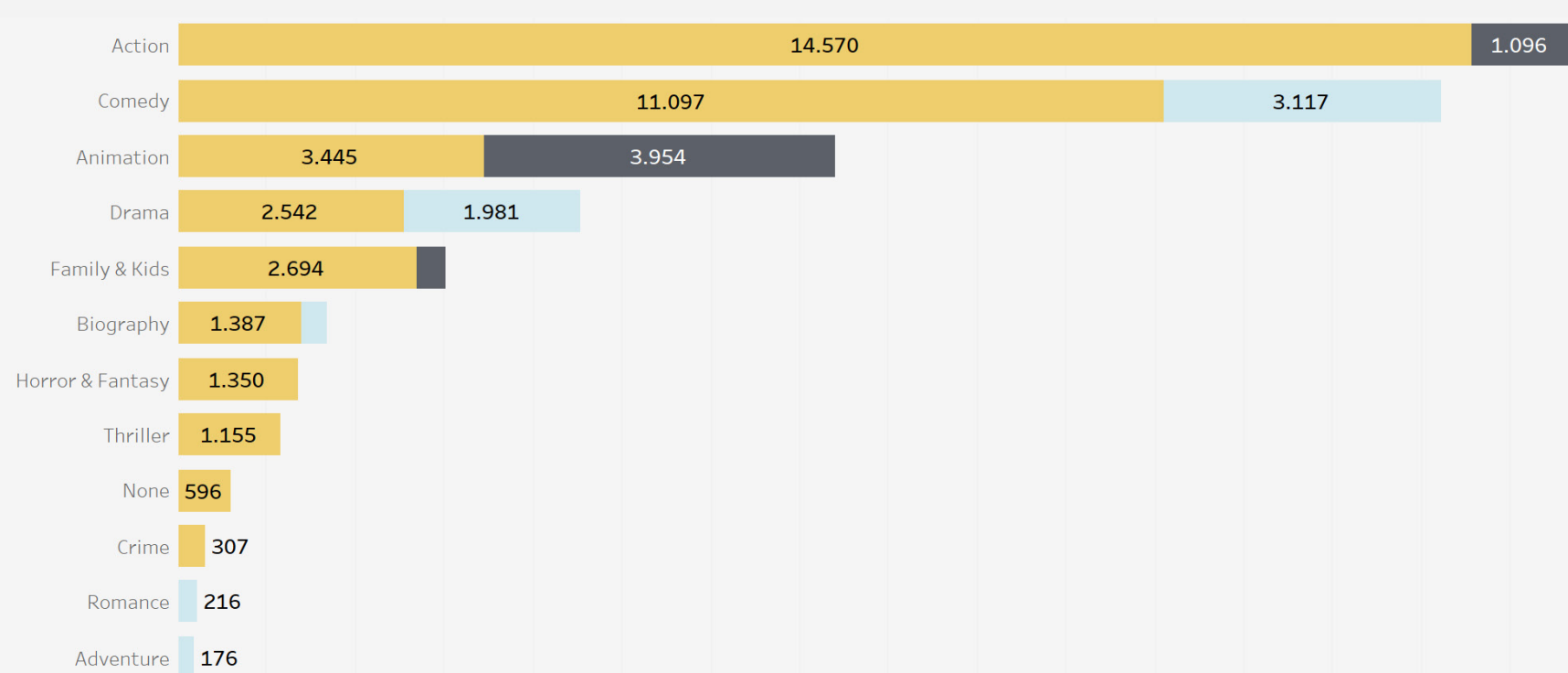
In contrast, June is one of the months in which local productions have garnered a lower share, especially when compared to the performance local films were exhibiting in 2023. During this year, local films are maintaining an average share of 20%. The only local movie that we observe making its way into the general Top #25 and securing the #2 spot for European films is Franck Gastambide's "Medellin" – a Comedy-Action Amazon Original that's adequately balanced with dark humour and exhilarating action sequences, featuring commendable acting from a well-recognized cast. Check our French hot title to discover all the backstory of "Medellin".

# FRANCE 100 MOVIES | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE

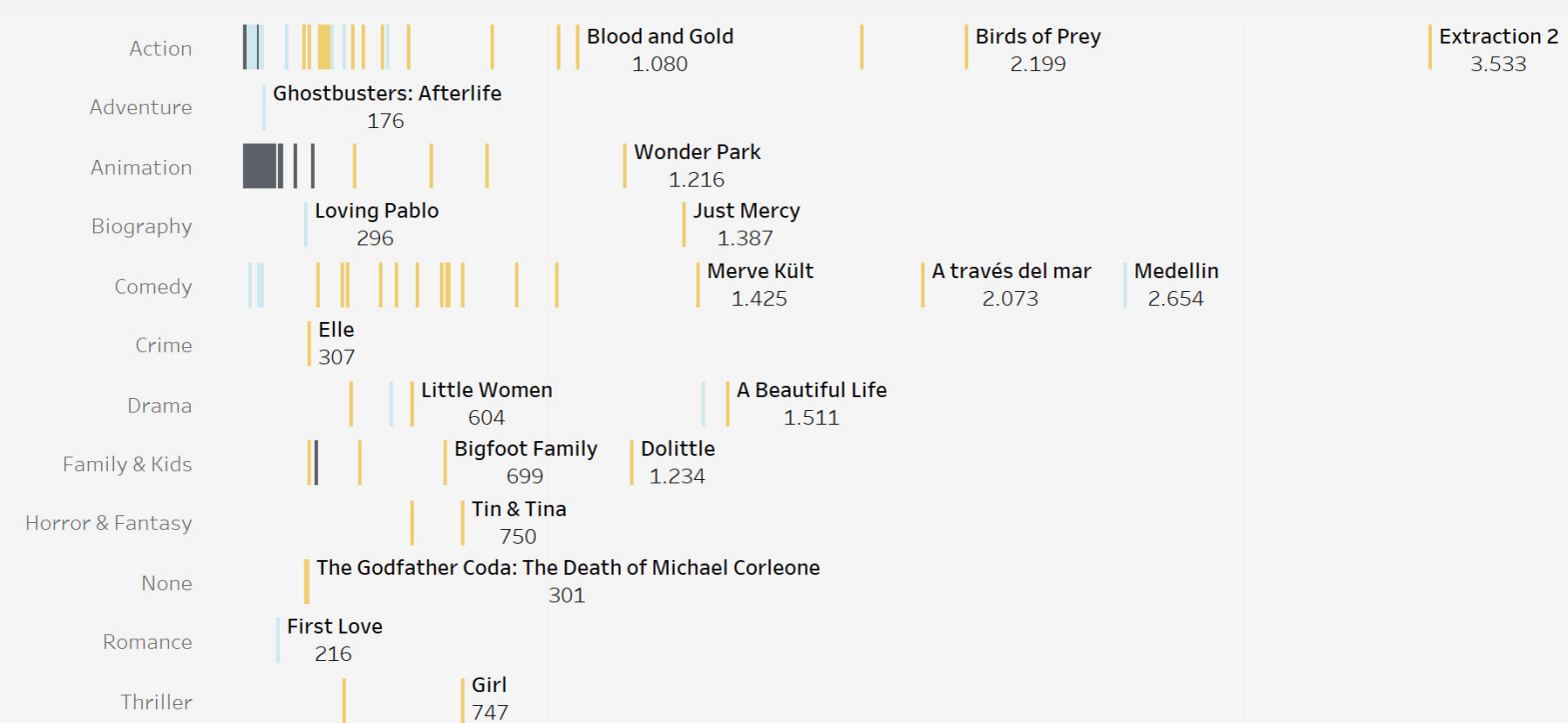


## LOCAL AMAZON FLICKS SHINE WHILE NETFLIX SEES DECLINE

Without significantly altering the trend from previous months, Amazon and Disney+ continue to hold the second and third positions with 15.4% and 10.2% shares, respectively. The standout performer this month, without a doubt, is "Medellin," an Amazon France production that has managed to amass 4.8 million views across all markets. While in any other month, it would undoubtedly have claimed the title of the most-watched film, this month the crown goes to "Culpa Mía" with 5.4 million views, ultimately contributing to an exceptionally favourable month for Amazon Prime.

Netflix is the platform that's mainly experiencing the decline in streams mentioned earlier, shedding nearly 6 million streams compared to the previous month and a total of 29 million streams since December 2022.

## TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

# FRANCE 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW

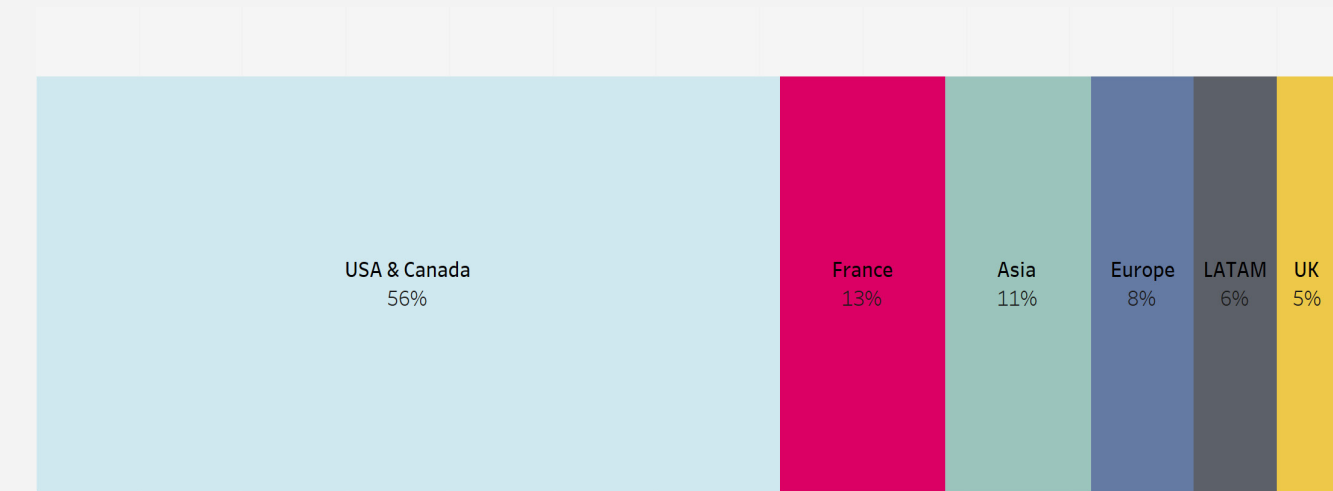
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Never Have I Ever	Netflix	Comedy	12.009
2	Manifest	Netflix	Drama	31.495
3	Fake Profile	Netflix	Drama	16.274
4	New Amsterdam	Netflix	Drama	15.367
5	Naruto: Shippūden	Netflix	Animation	14.290
6	Black Mirror	Netflix	Drama	13.543
7	Fubar	Netflix	Action	12.327
8	Bluey	Disney+	Family & Kids	11.987
9	The Simpsons	Disney+	Animation	10.942
10	Rick and Morty	Netflix	Animation	10.751
11	PAW Patrol	Netflix	Animation	9.970
12	9-1-1	Disney+	Action	9.394
13	Grey's Anatomy	Disney+	Drama	9.338
14	Malcolm in the Middle	Disney+	Family & Kids	8.068
15	Bloodhounds	Netflix	Action	7.156
16	Valeria	Netflix	Comedy	6.874
17	XO, Kitty	Netflix	Comedy	6.571
18	The Good Doctor	Netflix	Drama	6.260
19	Criminal Minds	Disney+	Crime	5.163
20	Fairy Tail	Netflix	Animation	5.053
21	Les Sisters	Netflix	Family & Kids	4.925
22	The Seven Deadly Sins	Netflix	Animation	4.844
23	The Mentalist	Amazon	Crime	4.815
24	Rhythm + Flow France	Netflix	Game-Show & Reality-TV	4.659
25	Simon	Netflix	Animation	4.202
26	Titans	Netflix	Action	3.979
27	Vortex	Netflix	Action	3.978
28	Glamorous	Netflix	Comedy	3.956
29	The Surrogacy	Netflix	Drama	3.882
30	Zig & Sharko	Netflix	Family & Kids	3.761
31	Queen Charlotte: A Bridge..	Netflix	Drama	3.500
32	Violetta	Disney+	Drama	3.488
33	Petit ours brun	Netflix	Family & Kids	3.449

SHOWING 33/64 - [See complete chart here](#)

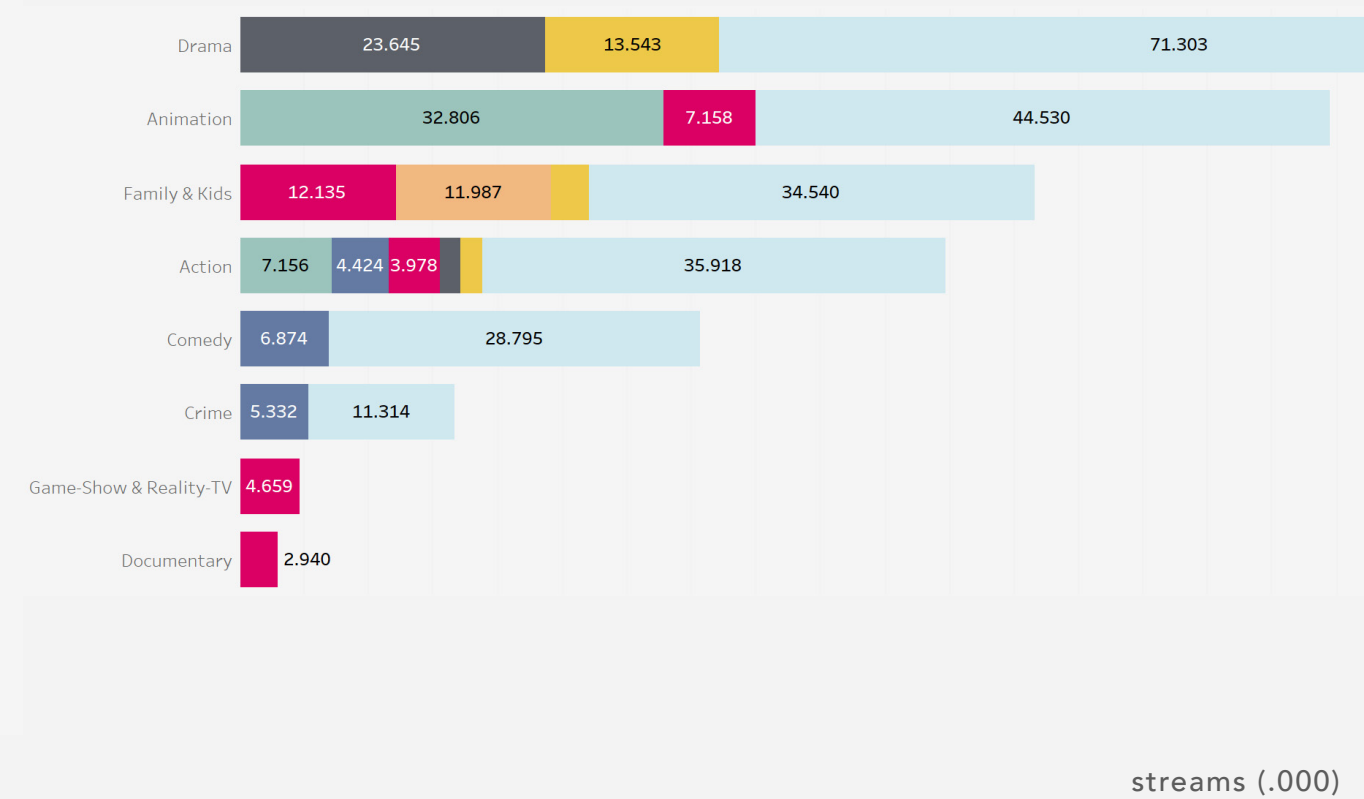
## CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## THE BEGINNING OF SUMMER LEADS TO LESS SVOD CONSUMPTION

After a robust three-month period of heightened consumption during spring, the onset of summer has witnessed a decline in viewership, mirroring trends observed in the British and German markets.

## LATAM STAYS IN FRANCE

LATAM content is undoubtedly intriguing for French audiences who are in search of novel and distinct entertainment options. The market consistently showcases LATAM content, often featuring a highlight almost every month. This month, the spotlight has fallen on the Colombian original series "Fake Profile" (16.2M), which has emerged as an unexpected streaming success this summer. The series has secured a place in Netflix's Top 10 list on both sides of the Atlantic, garnering a remarkable viewership. According to our reports, the show has amassed a total of 41.5M views across our markets.

## ASIAN CONTENT SHINES ON TOP #15

In France, the majority of content originates from the USA and Canada. However, this dominance is occasionally punctuated by the inclusion of two Asian series. One example is the enduringly popular "Naruto: Shippūden," a series that consistently features prominently in Think Data reports in France, particularly coinciding with holidays. Since the availability of data, the series has accumulated an impressive 434 million streams, underscoring its enduring popularity among French viewers. Another noteworthy inclusion is "Bloodhounds" (7.1M), a series inspired by a well-received webtoon or webcomic released in 2022.

# FRANCE 100 SHOWS | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

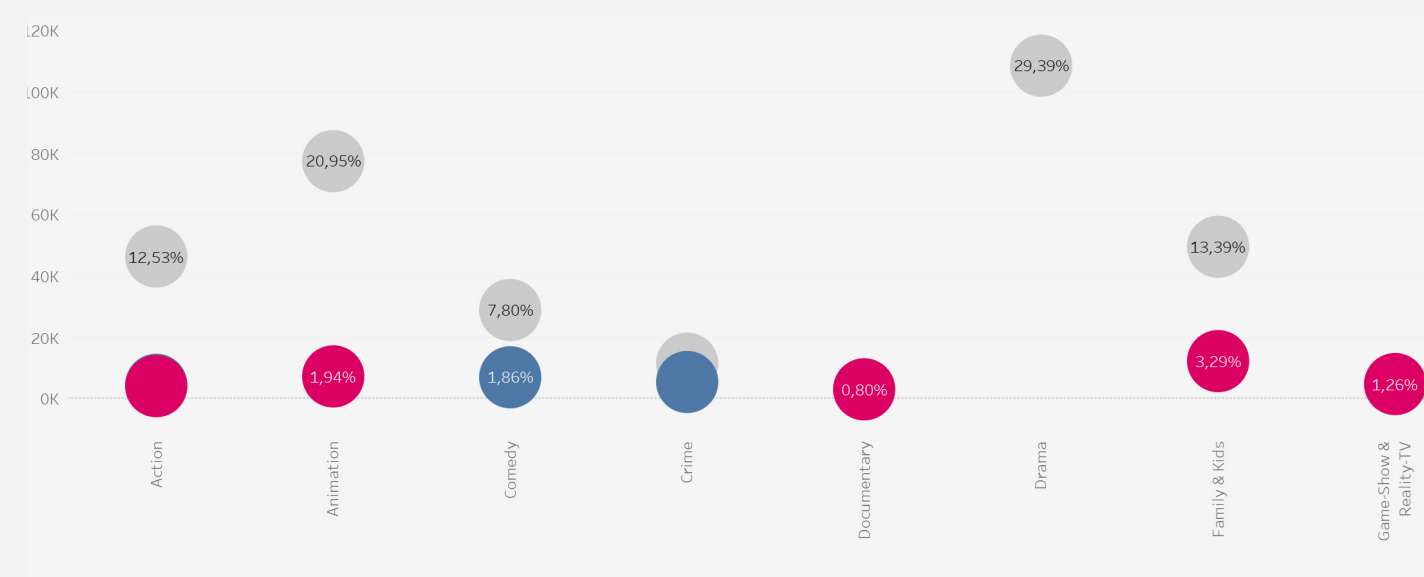
NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 Valeria	Netflix ES	10	Comedy
2 Les Sisters	Netflix FR	15	Family & Kids
3 Rhythm + Flow France	Netflix FR	16	Game-Show & Reality-TV
4 Simon	Netflix FR	20	Animation
5 Vortex	Netflix FR	23	Action
5 Zig & Sharko	Netflix FR	26	Family & Kids
7 Petit ours brun	Netflix FR	28	Family & Kids
8 El silencio	Netflix ES	33	Crime
9 Grizzy and the Lemmings	Netflix FR	34	Animation
10 Tour De France	Netflix FR	35	Documentary
11 The Witcher	Netflix PO	40	Action
12 Barracuda Queens	Netflix SE	50	Crime
13 The Gryphon	Amazon DE	4	Action



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

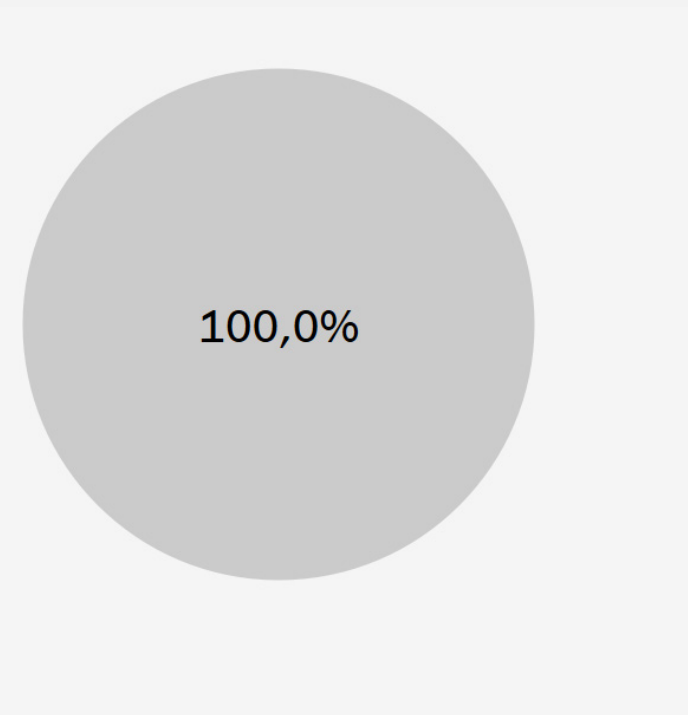


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	1	2
Animation	2	
Comedy		1
Crime		2
Documentary	1	
Family & Kids	3	
Game-Show & Reality-TV	1	

## CONTRIBUTION TO DRAMA STREAMS



## LOCAL PRODUCTIONS REGISTER SLIGHTLY BELOW AVERAGE PERFORMANCE

A notable player in the streaming arena is "Les Sisters," a show that continues to steadily accumulate streams. Its outstanding performance makes it the third most-viewed show within its local market, boasting an impressive viewership of 79.8M since we have data. Conversely, the recently unveiled season of "Rhythm + Flow France" has garnered significant attention, amassing a viewership of 20 million for its second season alone. Another prominent contender is "Vortex," a Franco-Belgian television mini-series that stands as a remarkable exemplar of international collaboration. This co-production involving Quad Drama, AT-Production, and RTBF (Belgian television) is designed for France 2. Its creation has been bolstered by support from the Brittany and Île-de-France regions, as well as the participation of RTS (Swiss television). The series has impressively garnered close to 4M views. This is another example of the rather new synergies between linear TV and streamers, that we have observed in the Galic country.

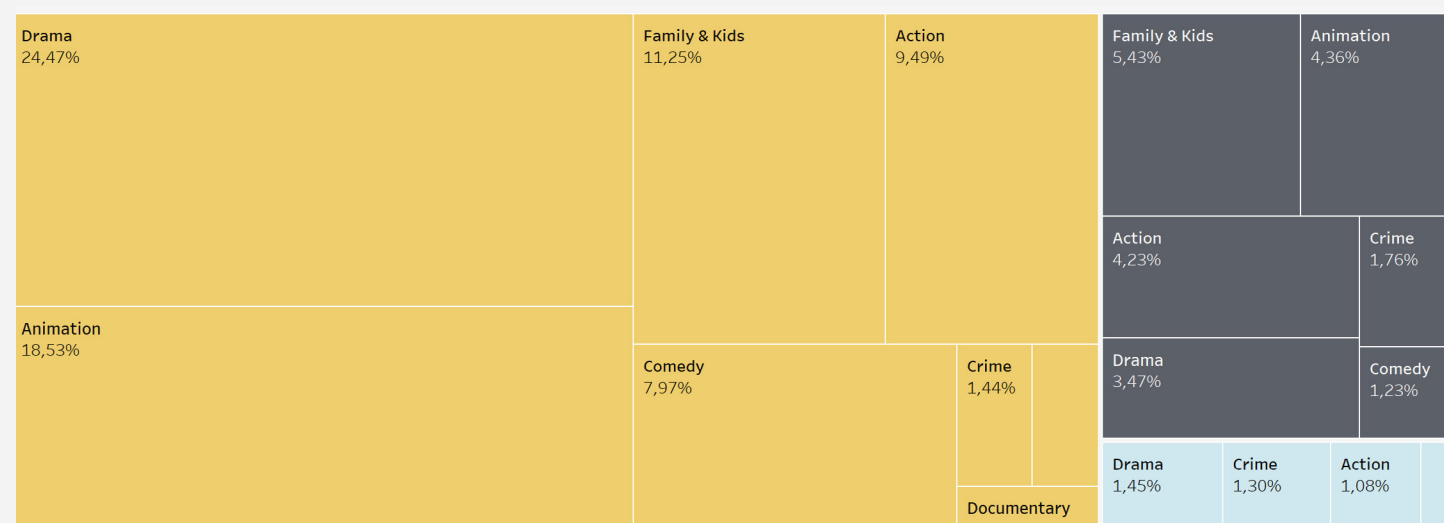
Shifting to the European landscape, "Valeria" has emerged as a prominent fixture throughout this month's streaming panorama. Despite its notable popularity, the show currently occupies the #16 position on the general streaming list.

PRODUCTION COUNTRIES: Europe France Others

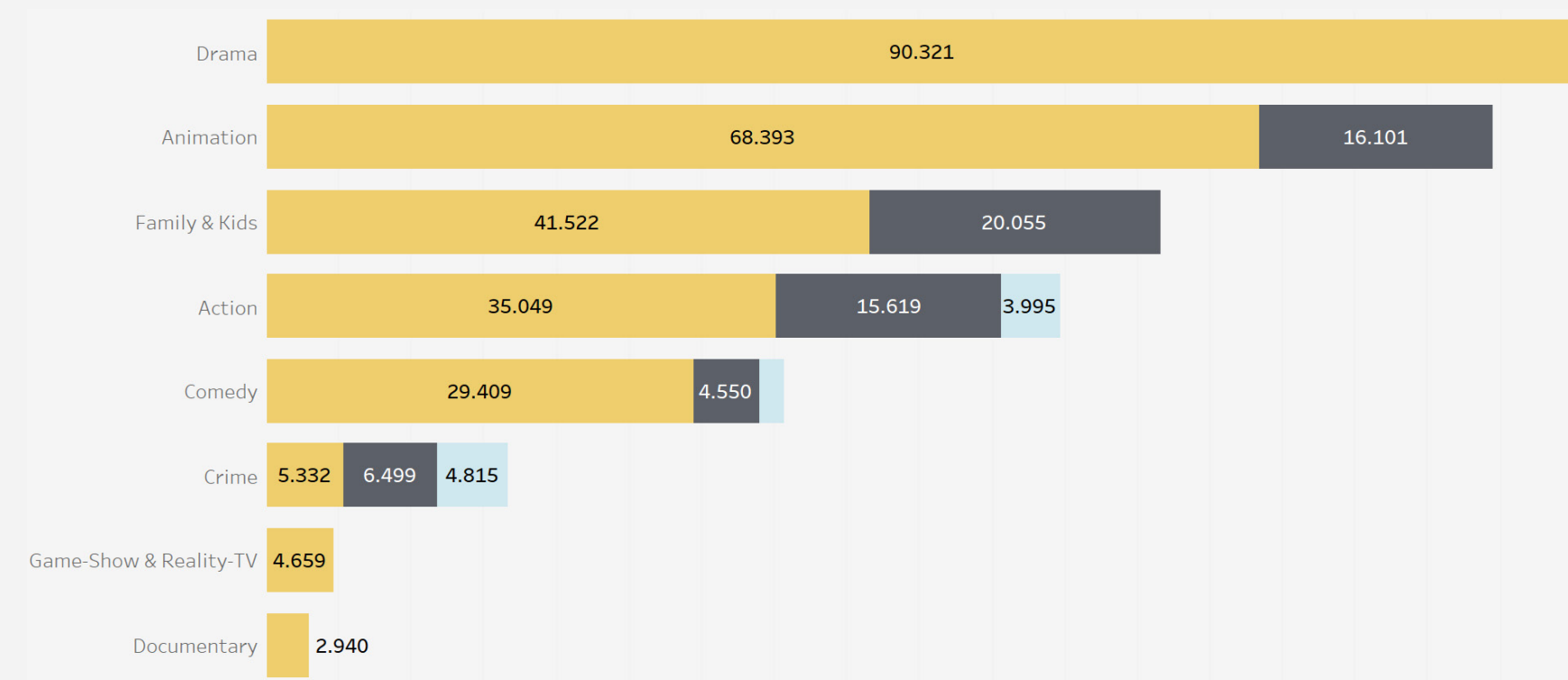


# FRANCE 100 SHOWS | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE

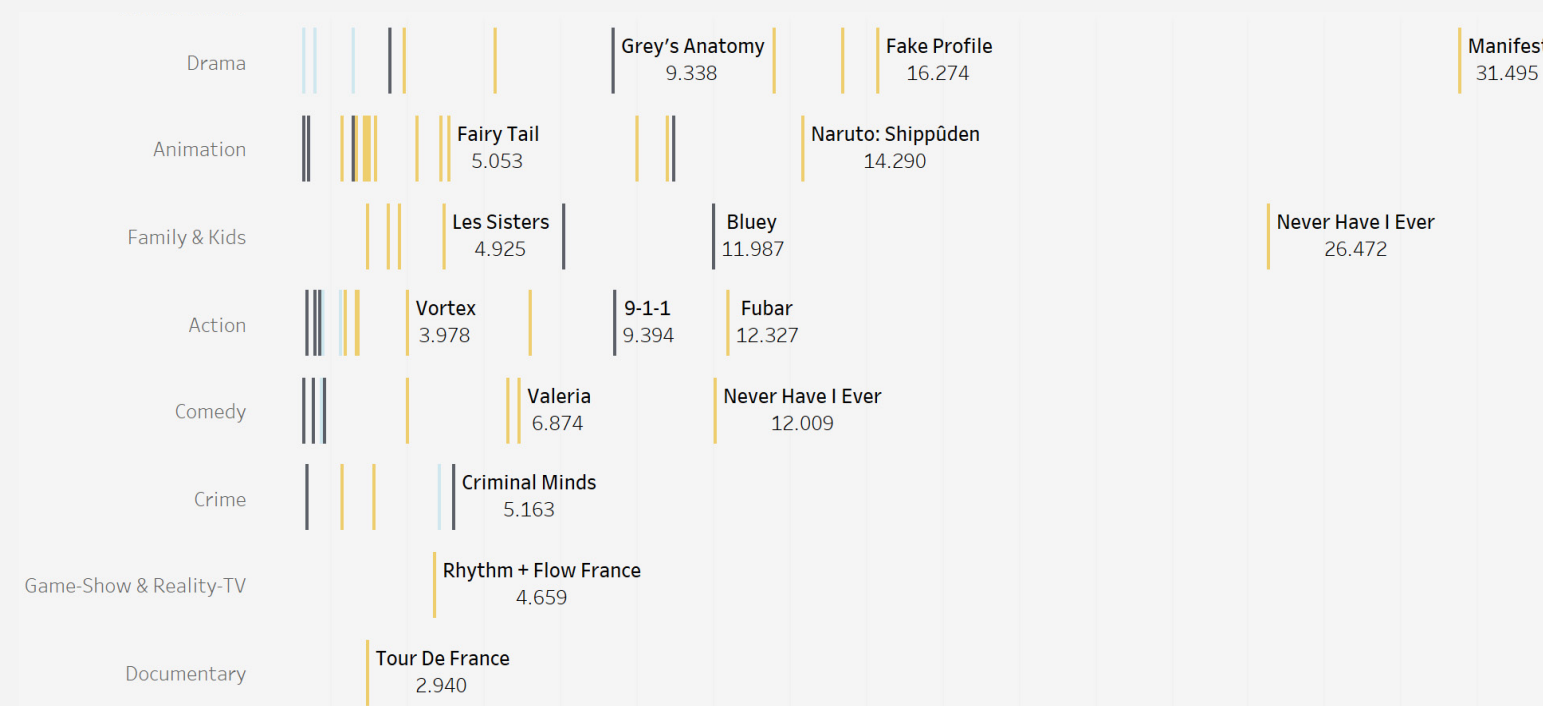


## DISNEY+ DECREASES 8 POINTS THIS MONTH

The aforementioned decline in consumption has notably impacted Disney+, which experienced a significant decrease of 8 percentage points compared to the previous month. This decline has resulted in Disney+ accounting for only 20.5% of the total streams for this period. The two most-viewed series this month are "Bluey" and "The Simpsons."

In contrast, Amazon has demonstrated a slight resurgence, capturing a 4.3% share of the total streams. For Amazon, "The Mentalist" emerges as the most popular show during this period. Its second most popular show has been "The Summer I Turned Pretty", positioned at #45.

## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

# HOT CONTENT IN FRANCE

## MEDELLIN: OR HOW AMAZON PRIME ALSO SUCCEEDS WITH GASTAMBIDE.

SARAH CALDERÓN  
CEO



In the past year, we've dedicated a few Hot Titles to the analysis of Action movies in France. We notably featured "Athena" and "Restless" as representative titles of the French Action wave. "Restless" is a film starring Franck Gastambide, a former dog trainer who had the chance to meet Mathieu Kassovitz in the nineties and escalated from there as a producer and director of blockbusters like the "Taxi" franchise and "Pattaya". While there was a time when Europa Corp and Luc Besson reigned in that tradition, the 2000s saw a decline in the genre's presence in the theatrical window. However, Netflix changed the game by opening its local office in 2020 and crafting an ambitious local Action slate, including titles like "Restless", "Lost Bullet", "Braqueurs", "Sentinelle", "Earth and Blood", and "The Takedown", along with series like "The 7 Lives of Lea" and "Bendo".

At that time, Sara May, Netflix Originals Director for France, commented to Variety that "Since the 'Taxi' franchise, whose first film came out nearly 20 years ago, there hadn't been a big French-language action franchise... we had tapped into a real need with 'Lost Bullet'," continued May, who admitted to having "a soft spot for action movies".

Today, the male, young, and action-driven audience is hooked on VOD and craves even more Action content. Consequently, other platforms are now capitalising on this trend. Canal+ also recently leveraged Gastambide's magic with the rapper series "Validé", which achieved great numbers in France and garnered significant social media awareness. Following suit,

“ Amazon's French Originals Director, Thomas Dubois, also enlisted Gastambide (Mandarin Productions) for "Medellin", the most ambitious film in Prime Video's French slate to date.

Unsurprisingly, "Medellin" made a splash, reaching the second position this month, only a few streams behind the Czech Action film "Extraction 2", and amassing 2.3 million streams in France. Additionally, no other French title held a significant presence on the June grid, certainly not from Netflix. This success is a major victory for Prime Video, which often grapples to secure top titles and maintain its share in France. Although the film didn't achieve resounding success in other analysed markets, it still claimed high positions with 780K streams in Spain, 610K in Germany, and 500K in Italy. However, it generated much less interest in the UK (despite being partially English-speaking), where it reached only 200K streams, placing it at number 28.

Franck Gastambide is not only a significant money-maker but also a cultural symbol for content that isn't necessarily intellectual or high-brow in France. Many of his films are set in the outskirts and adopt a genuine approach to portraying diverse characters. However, Gastambide often incorporates clichés, and "Medellin" is no exception. Although the Cartel de Medellin ceased to exist in its original form for two decades, Gastambide resurrects its violence in the present day and intertwines it with influencer culture. Despite lacking historical accuracy, in terms of cinematic formulas, we must acknowledge its genius.

Taking a broader perspective on this particular success, Prime Video's recent strategy encroaches on Netflix's territory by

revisiting formulas that have proven successful for the streaming giant. While this strategy may not be coincidental, it is a consistent approach often employed by secondary market leaders. Notably, this month, "Medellin" shares the stage with "Culpa Mia", Amazon's Wattpad adaptation by the same writer as "Through My Window", a previous major hit on Netflix. "Culpa Mia" achieved a top 7 position in France and found success in other territories, as mentioned in our Spanish Hot Title of the month.

“ Upon closer examination of Amazon's upcoming slates, it becomes evident that they are taking Netflix-discovered formulas to the next level.

If you possess IPs, talents, or formulas that have worked well with Netflix, don't hesitate to explore Prime Video's interest. According to our data, they may well be interested.



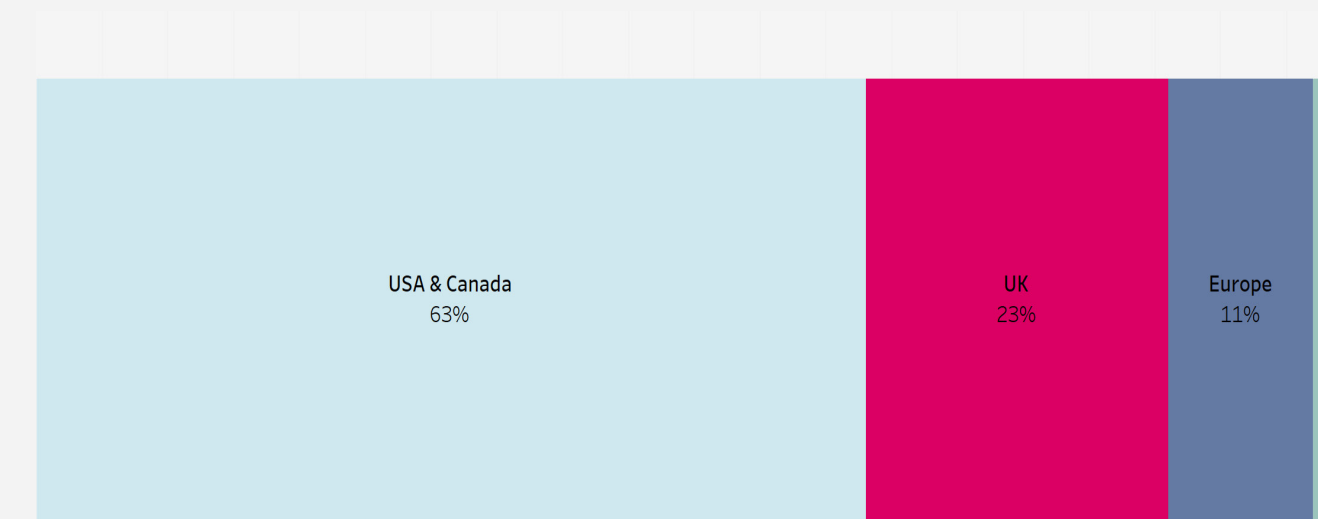
# UK 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

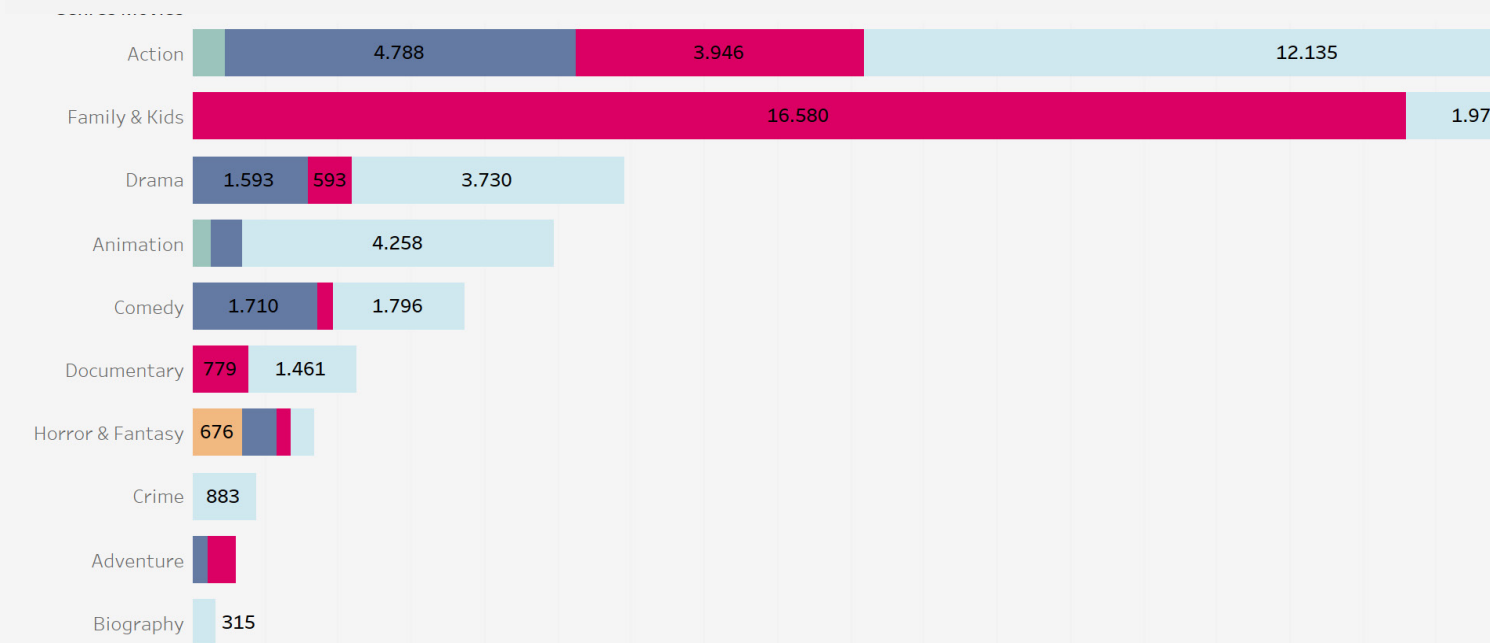
MOVIES	PLATFORM	GENRE	STREAMS	
1	Extraction 2	Netflix	Action	4.342
2	The Covenant	Amazon	Action	2.211
3	Harry Potter and the Half-..	Netflix	Family & Kids	1.897
4	Harry Potter and the Deat..	Netflix	Family & Kids	1.887
5	Harry Potter and the Orde..	Netflix	Family & Kids	1.804
6	Harry Potter and the Deat..	Netflix	Family & Kids	1.773
7	Harry Potter and the Pris..	Netflix	Family & Kids	1.772
8	Harry Potter and the Cha..	Netflix	Family & Kids	1.744
9	Harry Potter and the Gobl..	Netflix	Family & Kids	1.680
10	Matilda the musical	Netflix	Family & Kids	1.669
11	Extraction	Netflix	Action	1.584
12	Old	Netflix	Drama	1.464
13	F9	Netflix	Action	1.416
14	Paw Patrol: The Movie	Netflix	Animation	1.359
15	Harry Potter and the Sorc..	Netflix	Family & Kids	1.256
16	Avatar: The Way of Water	Disney+	Action	1.176
17	Take Care of Maya	Netflix	Documentary	1.091
18	Don't Breathe 2	Netflix	Action	977
19	The Family	Netflix	Comedy	882
20	A-X-L	Netflix	Action	803
21	The Mother	Netflix	Action	789
22	A Beautiful Life	Netflix	Drama	776
23	The Whale	Amazon	Drama	755
24	Collide	Netflix	Action	718
25	The Unbearable Weight of..	Netflix	Action	677
26	Run Rabbit Run	Netflix	Horror & Fantasy	676
27	BECKY	Netflix	Action	638
28	Culpa mía	Amazon	Drama	585
29	Creed III	Amazon	Drama	581
30	Fantastic Beasts: The Cri..	Netflix	Family & Kids	571
31	A través del mar	Netflix	Comedy	568
32	Fantastic Beasts and Whe..	Netflix	Family & Kids	526
33	Aliens in the Attic	Netflix	Family & Kids	524
34	What Happens in Vegas	Netflix	Comedy	472
35	Ambush	Netflix	Action	471
36	Tin & Tina	Netflix	Horror & Fantasy	471
37	Untitled Vardhan Ketkar F..	Netflix	Action	448
38	Blood and Gold	Netflix	Action	447
39	Minions & More 2	Netflix	Animation	442

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

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON

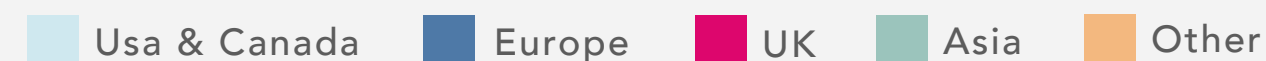


## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

## PRODUCTION COUNTRIES:



## ENGLISH TURN OFF THEIR DEVICES

Similar to other markets, the UK has also witnessed a significant decline in the number of streams within the Top #100. However, it's precisely within this market that the most substantial decline has occurred: it has lost approximately 20K streams.

## MORE THAN 60% OF STREAMS COME FROM FAMILY & KIDS & ACTION

Action has garnered 35.4% of the cake, while Family & Kids accounts for 30.8%. This latter genre has generated 18.5M streams, with 16.5M coming from local movies. Most of these streams come from the Harry Potter movie saga; however, "Matilda The Musical" and "Fantastic Beasts and Where to Find Them" are also contributing to this impressive figure.

# UK 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN MOVIES IN THE TOP 100

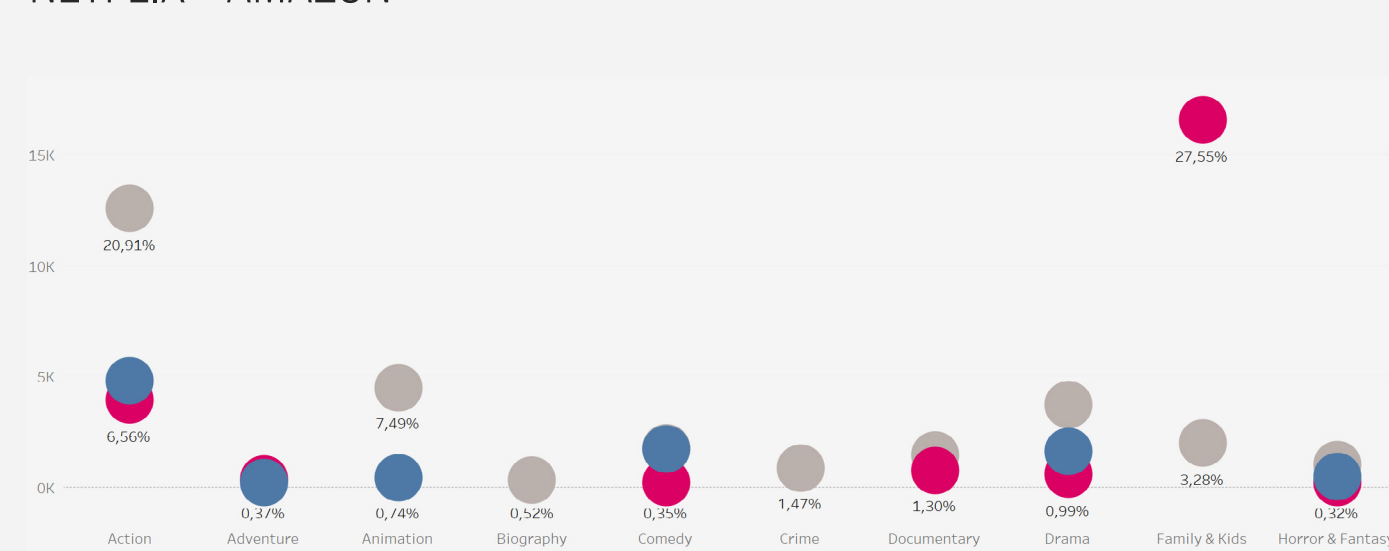
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Extraction 2	Netflix	CZ	Action	4,342
2 The Covenant	Amazon	UK	Action	2,211
3 Harry Potter and the Half-..	Netflix	UK	Family & Kids	1,897
4 Harry Potter and the Deat..	Netflix	UK	Family & Kids	1,887
5 Harry Potter and the Orde..	Netflix	UK	Family & Kids	1,804
6 Harry Potter and the Deat..	Netflix	UK	Family & Kids	1,773
7 Harry Potter and the Pris..	Netflix	UK	Family & Kids	1,772
8 Harry Potter and the Cha..	Netflix	UK	Family & Kids	1,744
9 Harry Potter and the Gobl..	Netflix	UK	Family & Kids	1,680
10 Matilda the musical	Netflix	UK	Family & Kids	1,669
11 Harry Potter and the Sorc..	Netflix	UK	Family & Kids	1,256
12 The Family	Netflix	FR	Comedy	882
13 A Beautiful Life	Netflix	DK	Drama	776
14 Collide	Netflix	UK	Action	718
15 Culpa mía	Amazon	ES	Drama	585

SHOWING 15/34 - [See complete chart here](#)

## CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

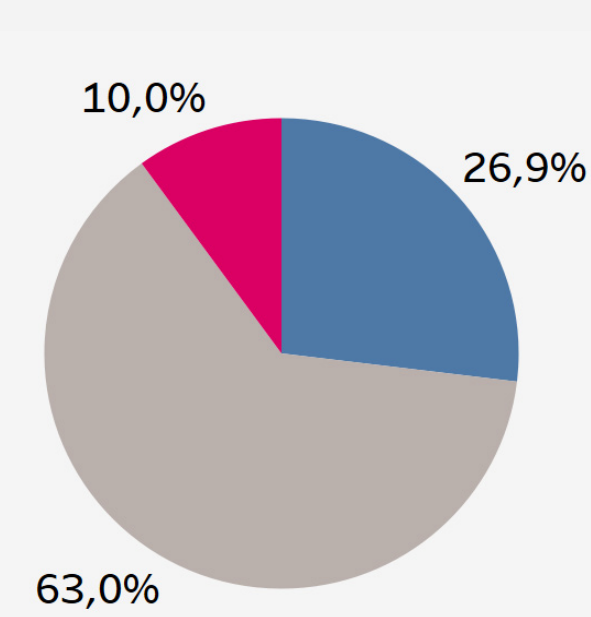


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	2	5
Adventure	1	1
Animation	1	
Comedy	3	1
Documentary		2
Drama	3	2
Family & Kids		11
Horror & Fantasy	1	1

## CONTRIBUTION TO DRAMA STREAMS



### PRODUCTION COUNTRIES:

Europe UK Others

## UK BREAKS A GLOBAL RECORD

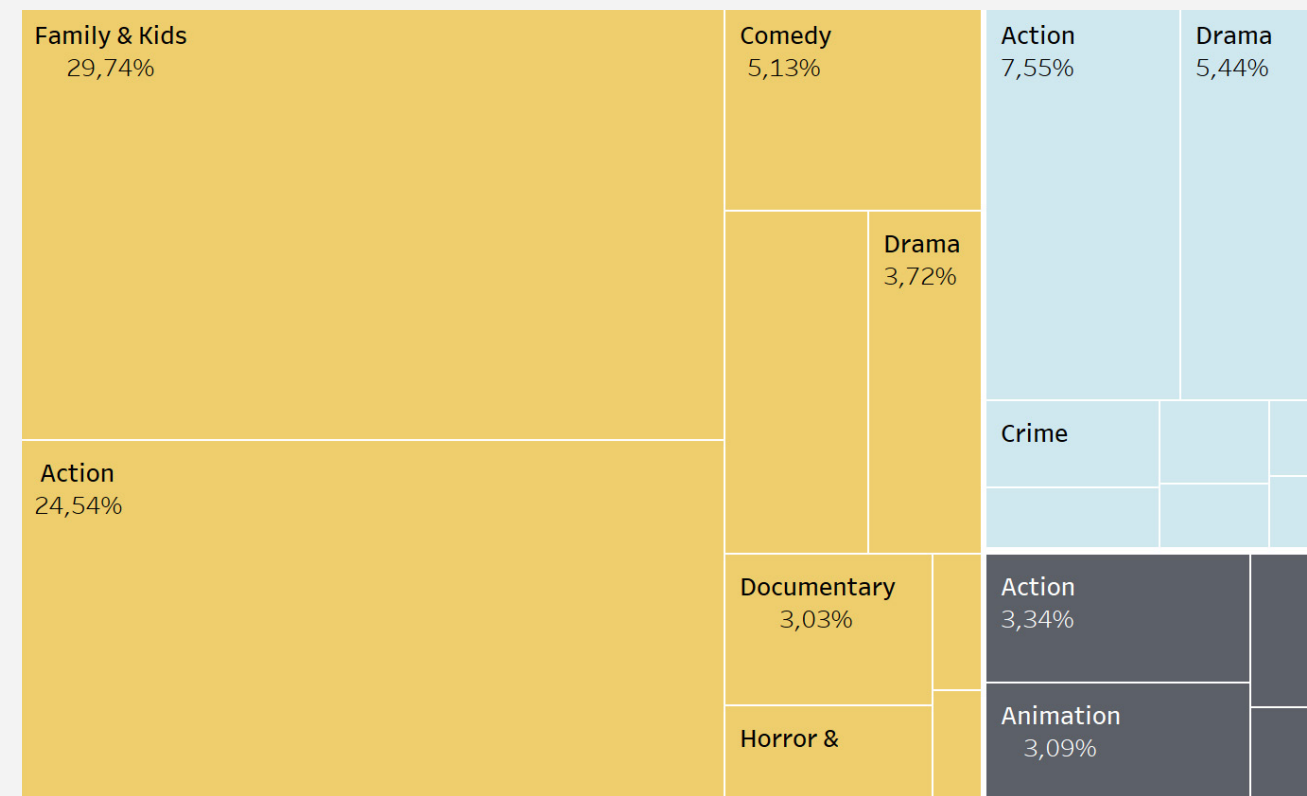
When combined with the streams from other genres, the UK accumulates 37.7% of the total streams, marking the highest relative percentage ever recorded not only for the UK but also across all markets in this report. This can be attributed partly to the decrease in views of American content, which only accounts for 44.7% of the total streams this month.

## EUROPEAN FILMS SURPASS EXPECTATIONS: RECORD STREAMS AND MARKET IMPACT IN THE UK

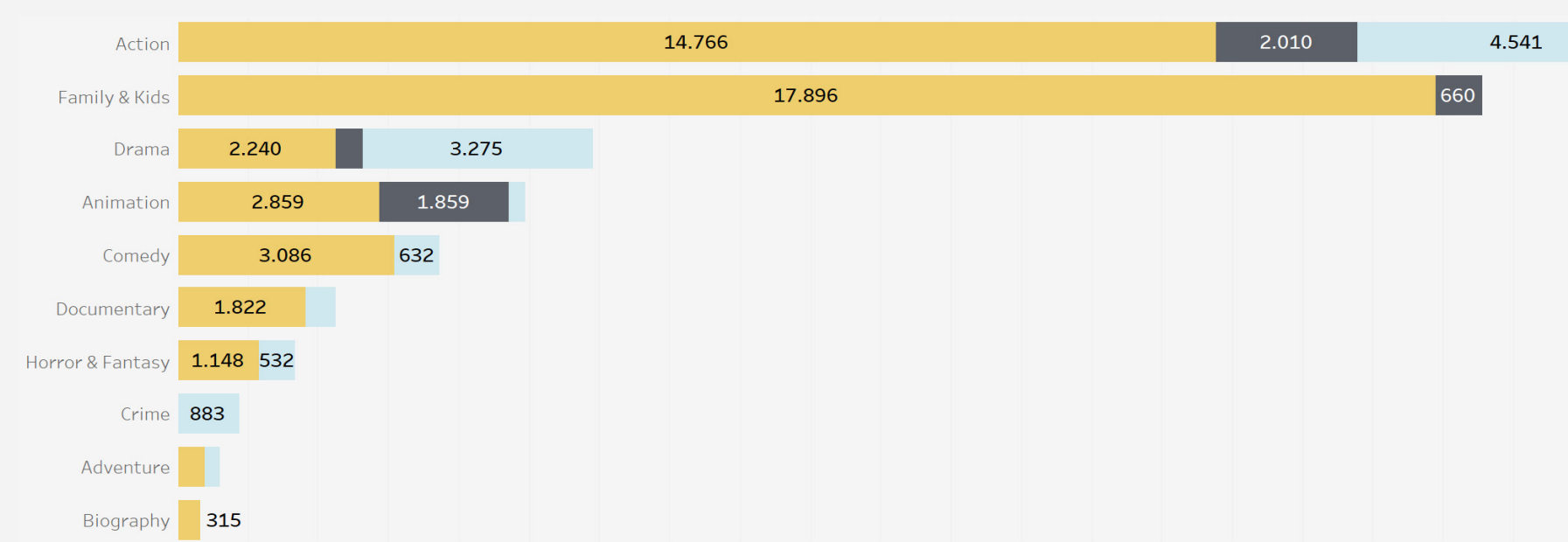
European movies have achieved their second-highest number of streams in the Top #100, along with their highest relative percentage this month, totalling 5.3 million streams and accounting for 8.9%. This is primarily due to the Czech-American co-production 'Extraction 2,' the French film 'The Family,' the Danish production 'A Beautiful Life,' and the Spanish movie "Culpa Mía", among others. When combined with local streams, films from the Old Continent capture 53% of the total streams, surpassing streams from the USA & Canada for the very first time in the UK market. This marks another remarkable achievement for the month of June.

# UK 100 MOVIES | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE

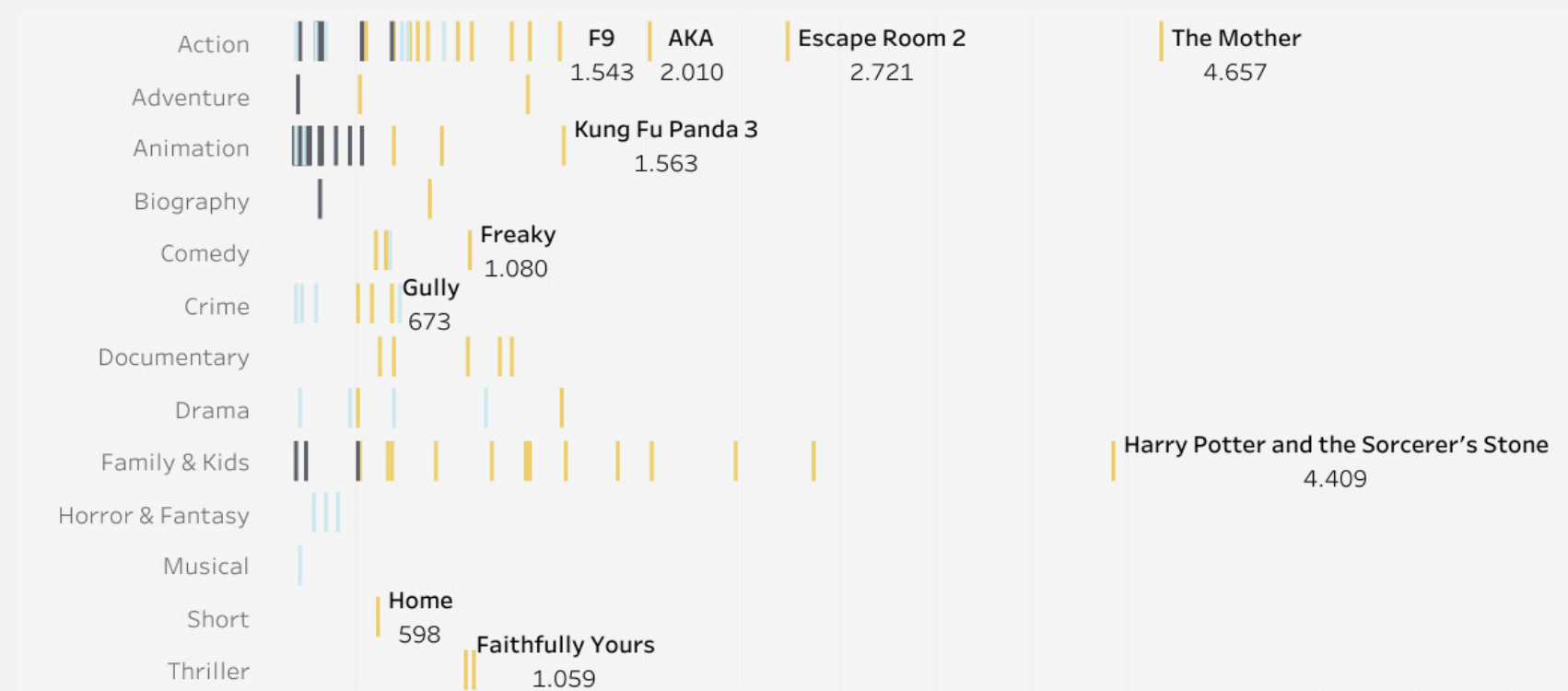


## BRITISH STREAMERS MONTH OF UPS AND DOWNS

Has the British market been determined this month to water their glories and sorrows? This month, Netflix achieved the lowest amount of streams ever collected in the Top #100 since we have data. Although we've had Disney+ data since April, it's only now, three months later, that Netflix has managed to lower its influence a bit more in the Top #100.

This situation has arisen thanks to the growth of Amazon Prime. Movies like Guy Ritchie's "The Covenant", A24's production "The Whale", the brand new "Creed III" and Amazon's Original "Culpa Mía" are the films that are above the overall Top #30 and are contributing to this situation.

## TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

# UK 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW NETFLIX - AMAZON

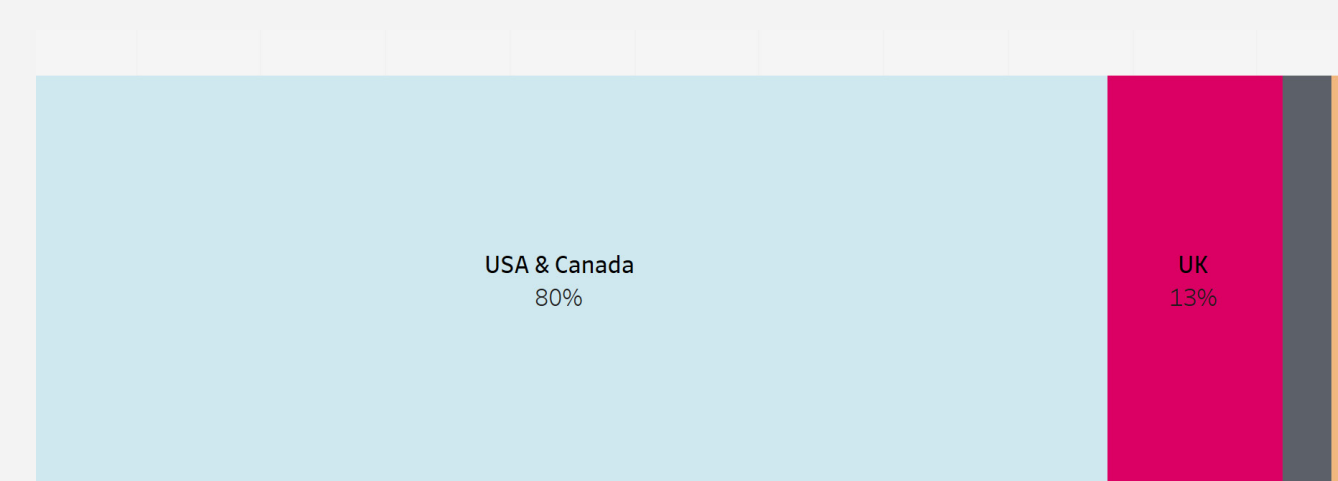
SHOWS	PLATFORM	GENRE	STREAMS	
1	Friends	Netflix	Comedy	47.174
2	Never Have I Ever	Netflix	Comedy	34.464
3	Bluey	Disney+	Family & Kids	20.856
4	The Office US	Netflix	Comedy	18.544
5	Young Sheldon	Netflix	Comedy	18.229
6	Black Mirror	Netflix	Drama	17.408
7	Modern Family	Disney+	Comedy	16.754
8	Manifest	Netflix	Drama	14.464
9	Rick and Morty	Netflix	Animation	14.005
10	PAW Patrol	Netflix	Animation	12.546
11	Fubar	Netflix	Action	11.605
12	The Simpsons	Disney+	Animation	11.445
13	The Big Bang Theory	Netflix	Comedy	10.711
14	Criminal Minds	Disney+	Crime	9.856
15	Alvin!!! And the Chipmu..	Netflix	Family & Kids	8.697
16	The Surrogacy	Netflix	Drama	8.171
17	Fake Profile	Netflix	Drama	7.974
18	NCIS	Disney+	Action	7.766
19	Pokémon	Netflix	Animation	7.549
20	Grey's Anatomy	Disney+	Drama	7.247
21	Family Guy	Disney+	Animation	6.893
22	The Ultimatum: Queer Love	Netflix	Game-Show & Reality-TV	6.463
23	When Missing Turns to M..	Netflix	Documentary	6.456
24	XO, Kitty	Netflix	Comedy	6.066
25	9-1-1	Disney+	Action	4.978
26	The Full Monty	Disney+	Comedy	4.833
27	Selling Sunset	Netflix	Game-Show & Reality-TV	4.816
28	Hannibal	Netflix	Crime	4.746
29	Human Resources	Netflix	Animation	4.646
30	Arnold	Netflix	Documentary	4.474
31	Queen Charlotte: A Bridge..	Netflix	Drama	4.461
32	New Girl	Disney+	Comedy	4.089
33	The Days	Netflix	Drama	4.021
34	Spidey and His Amazing F..	Disney+	Animation	3.797

SHOWING 34/55 - [See complete chart here](#)

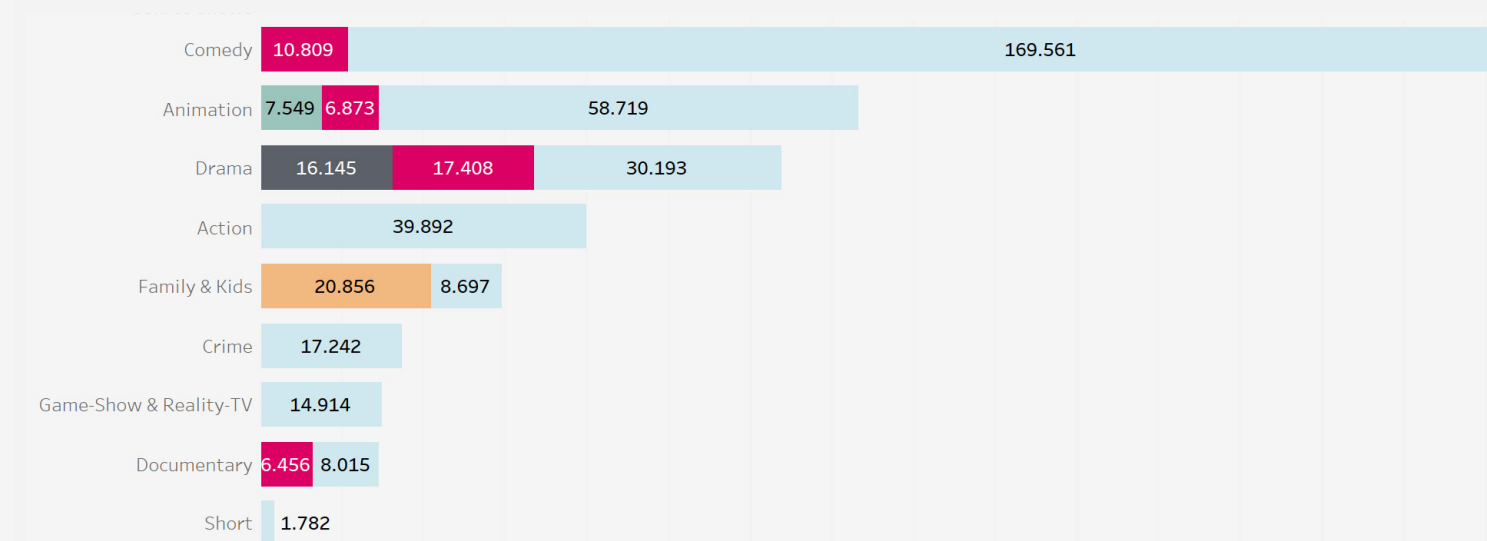
streams (.000)

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

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



## BIG FALL IN STREAMS DOESN'T CHANGE UK'S CROWN

As observed in the film and television series markets, the British series sector has encountered a notable decline of 100M streams, one of the most significant falls we've witnessed. Nevertheless, it continues to assert its dominance as the primary force in terms of market size.

## COMEDY & ANIMATION RULED THE CHARTS

The Animation genre has witnessed a substantial growth of four percentage points, securing its position as the second most favoured genre for the current month. Notable series such as "Rick and Morty" and "PAW Control" on Netflix, along with "The Simpsons" on Disney+, have contributed to this surge. Following the prevailing trend, the Comedy genre retains its favourable status, boasting a staggering lead by accumulating approximately 180K viewers this month.

# UK 100 SHOWS | EUROPEAN FOCUS

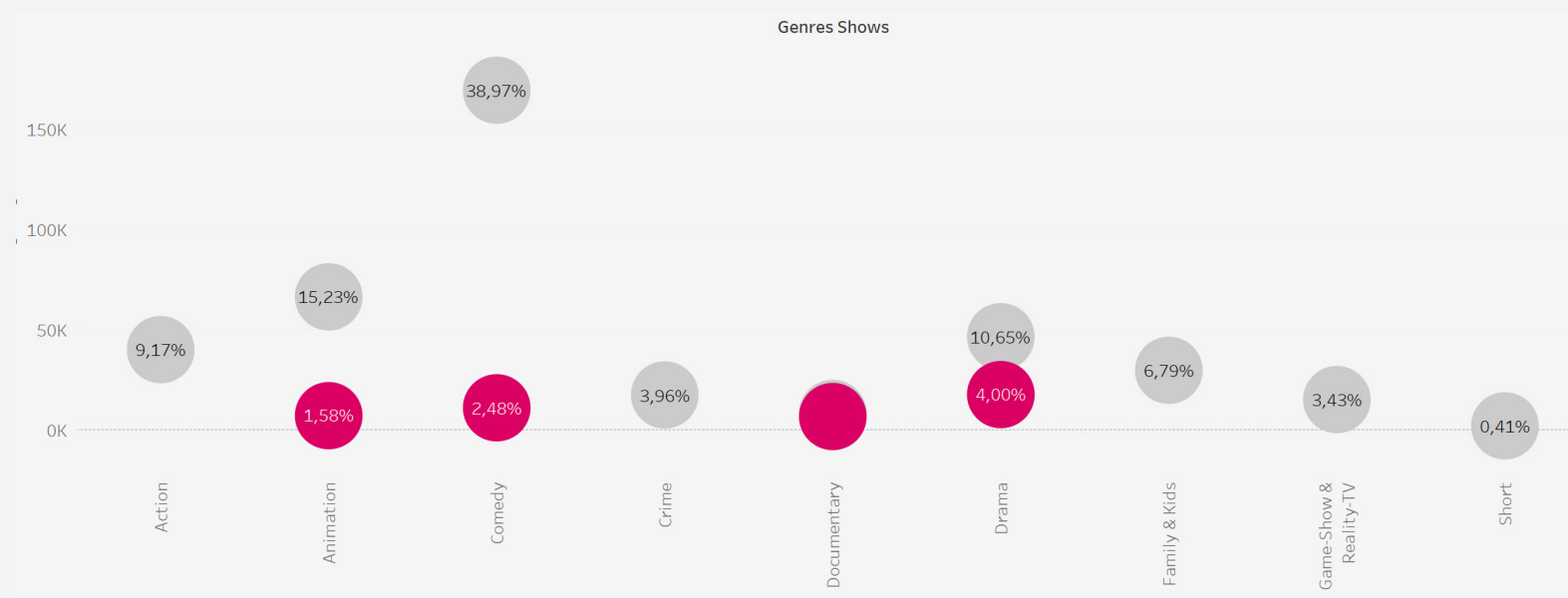
## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	POSITION	PLATFORM	GENRE	STREAMS		
1 Black Mirror	6	Netflix	UK	2 Drama</td <td>17.408</td>	17.408	
2 When Missing Turns to M..	2	Netflix	UK	15	Documentary	6.456
3 The Full Monty	1	Disney+	UK	3	Comedy	4.833
4 Ben & Holly's Little Kingd..	1	Netflix	UK	43	Animation	3.495
5 Peppa Pig	1	Netflix	UK	46	Animation	3.377
6 Cunk on Earth	1	Netflix	UK	50	Comedy	3.329
7 The Grand Tour	5	Amazon	UK	2	Comedy	2.647

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

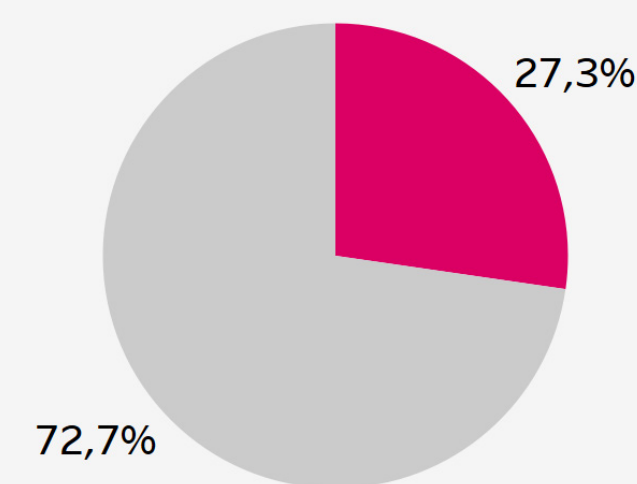


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU/UK
Animation	2
Comedy	3
Documentary	1
Drama	1

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



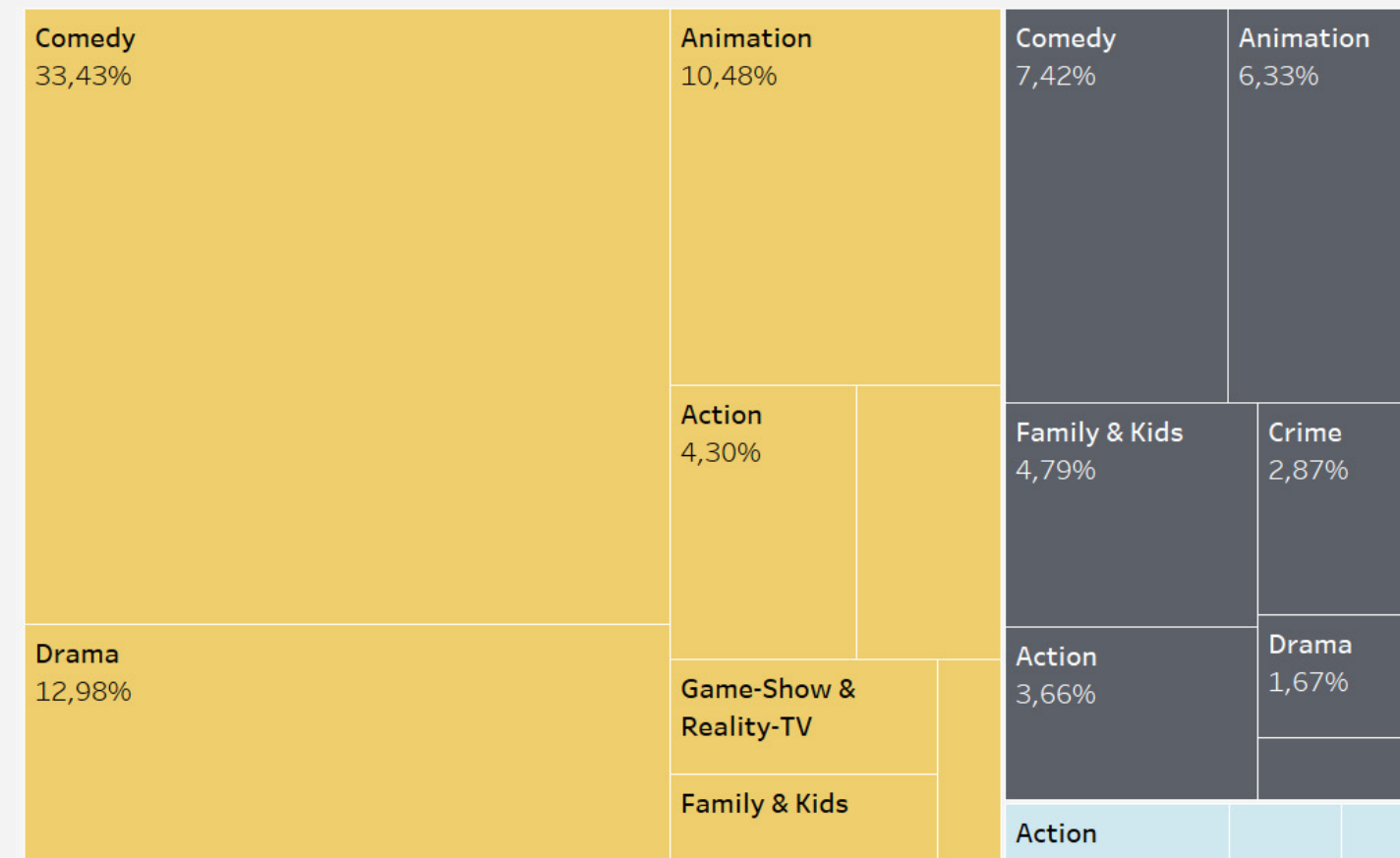
## ONLY LOCAL PRODUCTIONS IN THE EUROPEAN CHARTS

Not a single European series has managed to secure a spot in the Top #100 for this month, echoing a trend observed earlier in the first quarter of the year. However, the landscape does feature local productions - a total of 7, to be exact - which collectively hold a 9.55% share.

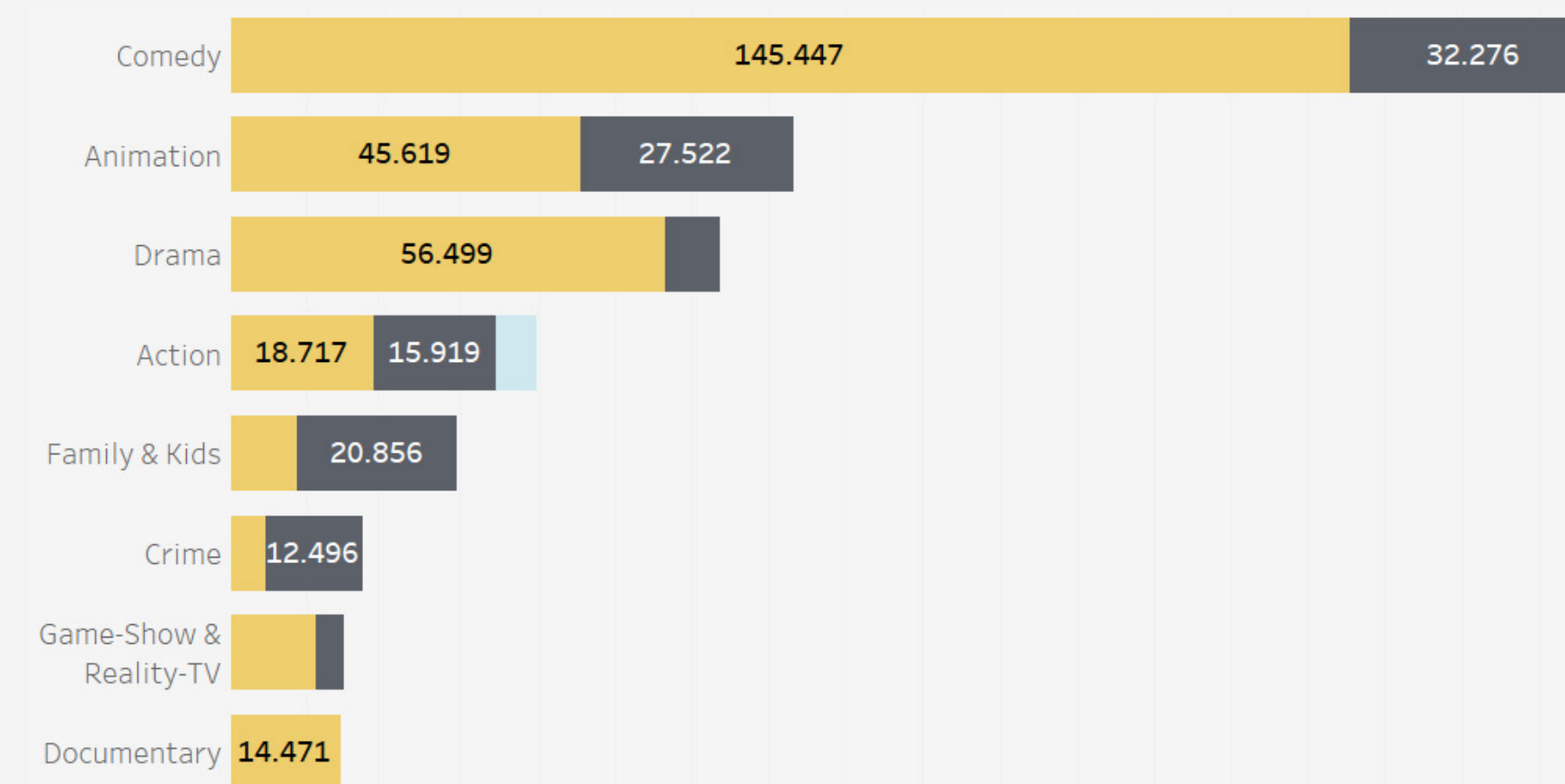
"Black Mirror" made its mark in September 2015 when Netflix acquired the series' rights. To date, the show boasts 6 seasons. The latest season, which premiered in June, has garnered 17.4M views in this market and nearly 54M across all markets. Another crime documentary series, "When Missing Turns to Murder," has accumulated 2.6M views. "The Full Monty," the series that follows up on the 1997 film of the same name, has achieved 3.3M streams. Lastly, "Cunk on Earth," the sole Amazon product to enter the European charts, is a mockumentary that premiered on BBC Two in the United Kingdom. It has since found a home on Netflix, amassing 2.6M views.

# UK 100 SHOWS | SVOD PLATFORMS /CHANGE CHARTS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE

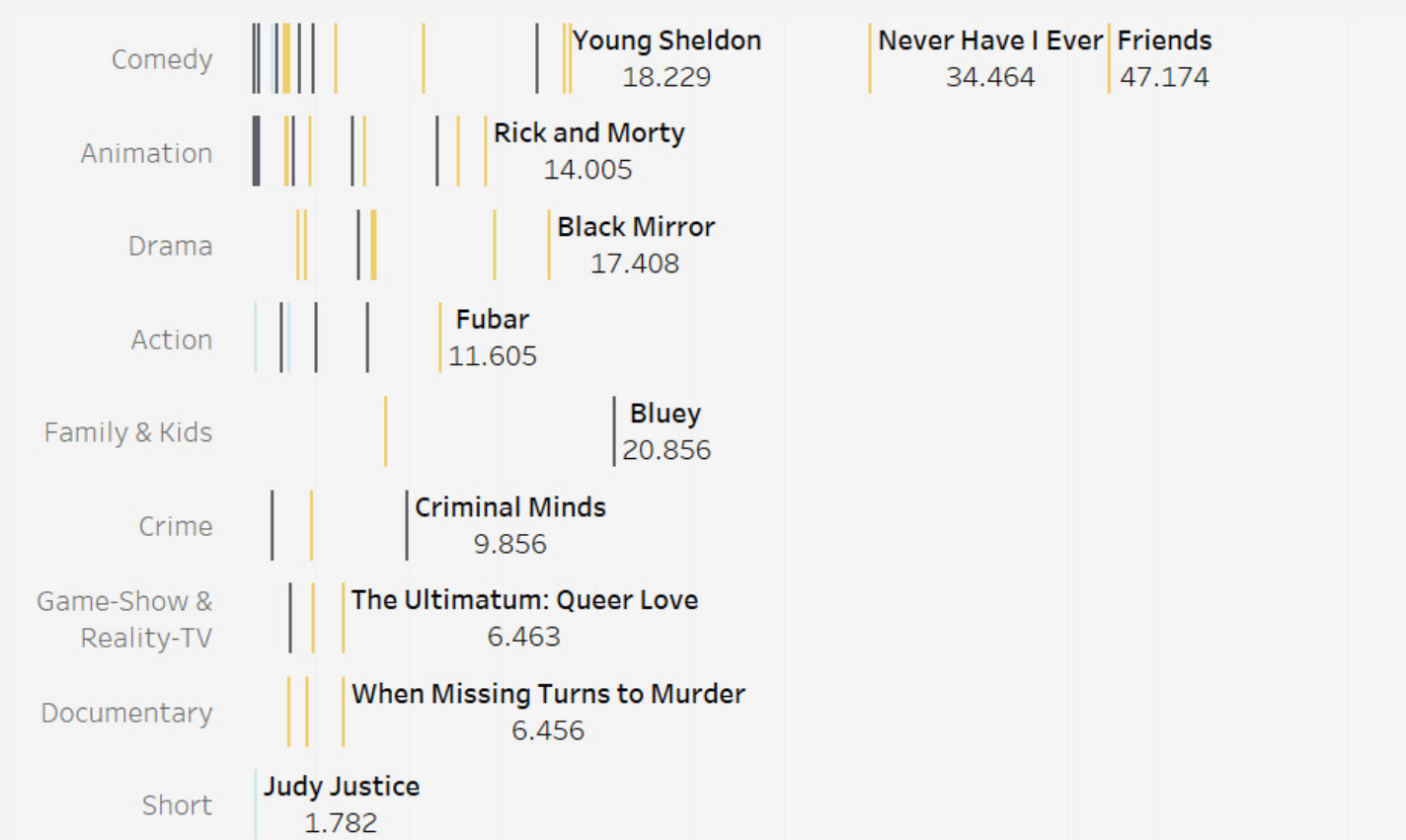


## ALL THREE PLATFORMS EXPERIENCED A DECLINE

The decline in consumption within the English market has manifested as a result of a collective downturn across all three platforms. In absolute terms, the most substantial decrease has been observed in Netflix's performance, which experienced a decline of up to 60K viewers in its Top 100 within just one month.

It's worth highlighting that this month, the British market has positioned itself as an arena where Amazon wields lesser influence within the Top #100 ranking. In the current period, the platform has only managed to secure a presence for three titles on our lists. The first Amazon show doesn't appear until the 40th position out of 55. The second spot for the platform, "The Grand Tour," is a locally produced content piece.

## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+



# HOT CONTENT IN UK

SARAH CALDERÓN  
CEO



## GUY RITCHIE: OR HOW TO REPURPOSE AS A BLOCKBUSTER STREAMING DIRECTOR

Back in 2000, Guy Ritchie was an independent icon. His films “Snatch” and “Lock & Stock” marked a generation and crossed over to reach broad audiences theatrically. However, as we trace his life timeline, the newest titles are quite the opposite: “Aladdin”, “Sherlock Holmes” and “King Arthur” are just a few of the existing IP blockbusters that he shifted towards.

In 2023, Guy Ritchie released two films: “The Covenant” starring Jake Gyllenhaal, and “Operation Fortune”. The US producer and sales agent STX initiated both projects. [The Wrap](#) reported in January 2022

“**The Covenant**” was sold to MGM and Amazon even before the streamer acquired MGM. While MGM retained the US theatrical rights, Amazon secured most of the international rights, paying half of the film’s budget.

With a total budget of 55M, Amazon’s payment was 28M. The film saw theatrical releases in hand-picked territories, including the US (grossing 21M USD at the box office). Due to Prime Video holding the non-US rights, the film went directly to VOD in the UK, the director’s home territory—a move both surprising and indicative of the current times. A third party, a Russian streaming service, was involved in the writing and creative process and retained Russian theatrical rights, where the film grossed over 3M at the box office.

According to [Screenrant](#), “Ritchie’s filmography has made almost \$3 billion at the worldwide box office, but the filmmaker has had two bad bombs in quick succession. Ritchie is undoubtedly a prolific director, but working at such a pace didn’t go in his favour this time. “The Covenant” has gotten overwhelmingly positive reviews, but it’s different from what critics and audiences have come to expect from the director, and that has resulted in a shockingly low box office gross. And just one month earlier, “Operation Fortune” had a disappointing performance too, failing to make back its budget. But what role do streamers play in this equation? Have Ritchie’s earnings been substantial after these two films? Streamers have capitalised on Ritchie’s evolution, particularly in 2023, as both films catered to the action-hungry audiences of Netflix and Amazon. Despite the box office disappointment, Netflix released “Operation Fortune” on Netflix in April, garnering 2.5M streams and top 9. Just two months later, Amazon Prime premiered “The Covenant”, reaching the top 2 with 2.2M streams. In Spain, the film ranked within the top 10 with 1.1M streams, but in France, it only reached the top 32 with 533K streams. The film failed to generate interest in Italy and Germany, although according to our checks, the film is available.

Although the box office figures were lacklustre, this situation bodes well for Amazon, which is capitalising on its strategic deal with MGM. This trend is expected to continue, as both MGM and Amazon announced a promising lineup of remakes last April. As reported by [Binged](#), the 2023 slate is steeped in nostalgia, predominantly revisiting MGM’s existing IPs to the point of exhaustion, including films and series like “Legally Blonde”, “Robocop”, “Pink Panther”, “The Magnificent

Seven” and “Fame.”

In a world driven by existing IPs, could there ever be another “Snatch”?



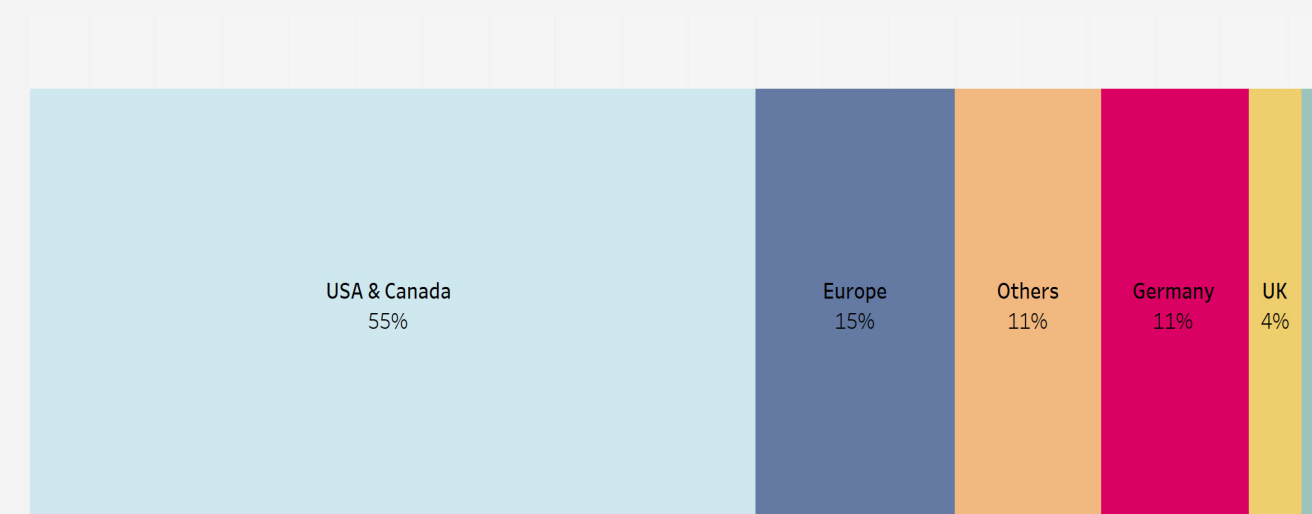
# GERMANY 100 MOVIES | OVERVIEW

## TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

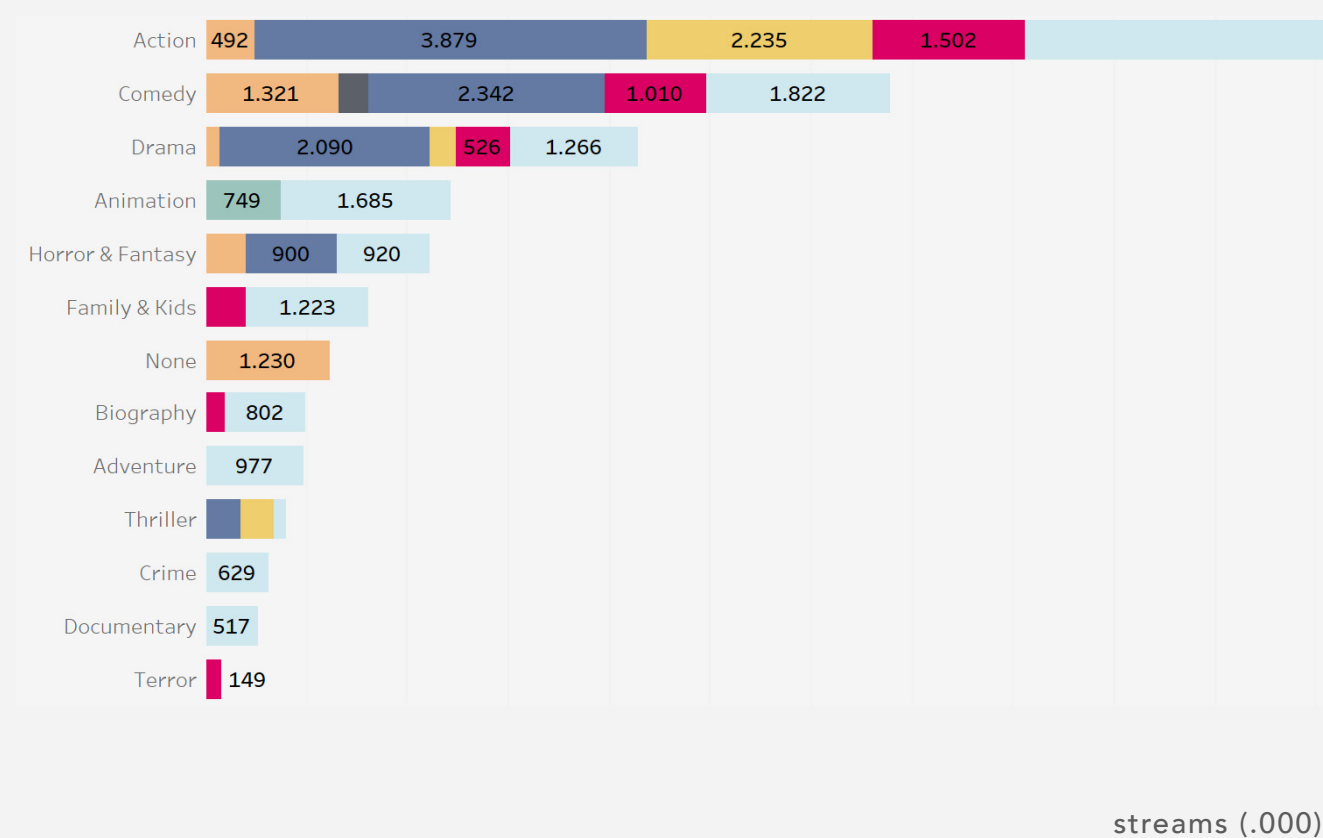
MOVIES	PLATFORM	GENRE	STREAMS	
1	Extraction 2	Netflix	Action	3.175
2	Extraction	Netflix	Action	1.657
3	No Time to Die	Amazon	Action	1.313
4	A Beautiful Life	Netflix	Drama	1.251
5	Blood and Gold	Netflix	Action	1.180
6	SAS: Red Notice	Amazon	Action	923
7	Shooter	Netflix	Action	858
8	Those Who Wish Me Dead	Netflix	Action	841
9	Mortal Kombat	Netflix	Action	773
10	Tin & Tina	Netflix	Horror & Fantasy	700
11	Culpa mía	Amazon	Drama	688
12	Merve Kült	Netflix	Comedy	674
13	Don't Breathe 2	Netflix	Action	668
14	A través del mar	Netflix	Comedy	665
15	Sen Inandır	Netflix	Comedy	646
16	Paul	Netflix	Adventure	629
17	Medellin	Amazon	Comedy	610
18	Creed III	Amazon	Drama	597
19	The Mother	Netflix	Action	533
20	Escape Room 2	Netflix	Action	528
21	Take Care of Maya	Netflix	Documentary	517
22	Pain & Gain	Netflix	Action	507
23	The Godfather	Netflix	Crime	504
24	Barbie: Mermaid Power	Netflix	Family & Kids	502
25	Hammerharte Jungs	Netflix	Comedy	484
26	The Perfect Find	Netflix	Comedy	483
27	New York Minute	Netflix	Family & Kids	465
28	Black Clover: Sword of the..	Netflix	Animation	461
29	Paw Patrol: The Movie	Netflix	Animation	449
30	Weird: The Al Yankovic St..	Netflix	Comedy	444
31	The Year I Started Mastur..	Netflix	Comedy	441
32	2 Guns	Netflix	Action	408
33	Wolke unterm Dach	Netflix	Drama	394
34	Run Rabbit Run	Netflix	Horror & Fantasy	393
35	Help, I Shrunk My Friends	Netflix	Family & Kids	392
36	24 Hours to Live [dt./OV]	Amazon	None	361
37	Get Smart	Netflix	Action	356
38	Spider-Man: Into the Spid..	Amazon	Animation	351
39	Halloween Kills	Amazon	Horror & Fantasy	351

SHOWING 39/100 - [See complete chart here](#)

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES: Usa & Canada Europe Germany Asia UK Other

## THE ENTRY OF GOOD WEATHER BRINGS BAD NEWS TO THE MARKET

Over the past two months, the German market has also experienced a decline in cumulative streams within the Top 100 as the other markets. While the peak of consumption occurs in December reaching 75 million streams, as we have observed both in the previous year and across other markets, the summer season makes the Top 100 struggle to reach 40 million streams in the month of June. This marks the lowest recorded month for the German market. This performance places this month Germany as the second smallest market, trailing behind Italy.

## EUROPEAN ACTION MOVIES TAKE SPACE WITH ALMOST 7M VIEWS

Similar to trends observed in other markets, the Action genre has dominated the scene this month, claiming 8 out of the Top 10 most-watched movies. While a majority of these films originate from the United States, still over 40% of the streams are attributed to European content (including UK, local, and European productions). This surge can be largely attributed to titles such as "Extraction 2," "No Time To Die", and "Blood and Gold."

# GERMANY 100 MOVIES | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

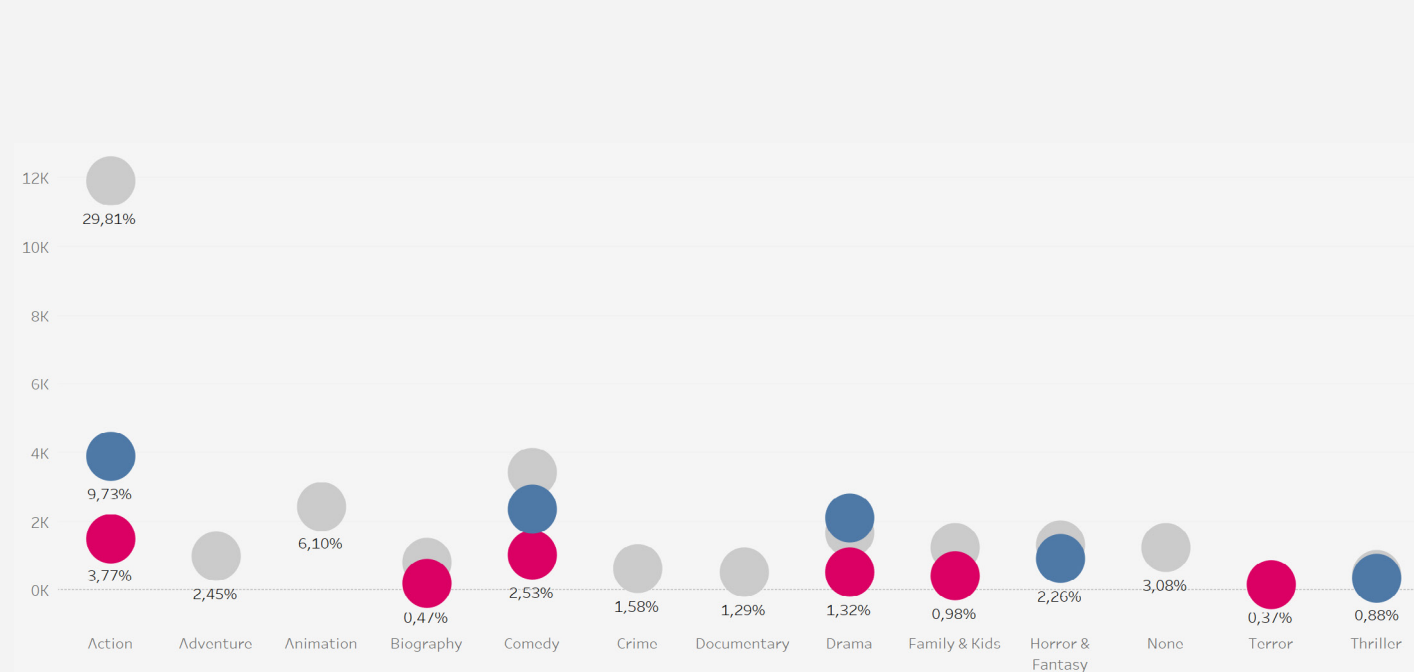
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Extraction 2	Netflix	CZ	Action	3.175
2 A Beautiful Life	Netflix	DK	Drama	1.251
3 Blood and Gold	Netflix	DE	Action	1.180
4 Tin & Tina	Netflix	ES	Horror & Fantasy	700
5 Culpa mía	Amazon	ES	Drama	688
6 A través del mar	Netflix	ES	Comedy	665
7 Medellín	Amazon	FR	Comedy	610
8 Hammerharte Jungs	Netflix	DE	Comedy	484
9 The Year I Started Mastur..	Netflix	SE	Comedy	441
10 Wolke unterm Dach	Netflix	DE	Drama	394
11 Help, I Shrunk My Friends	Netflix	DE	Family & Kids	392

SHOWING 10/26 - See complete chart here

## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

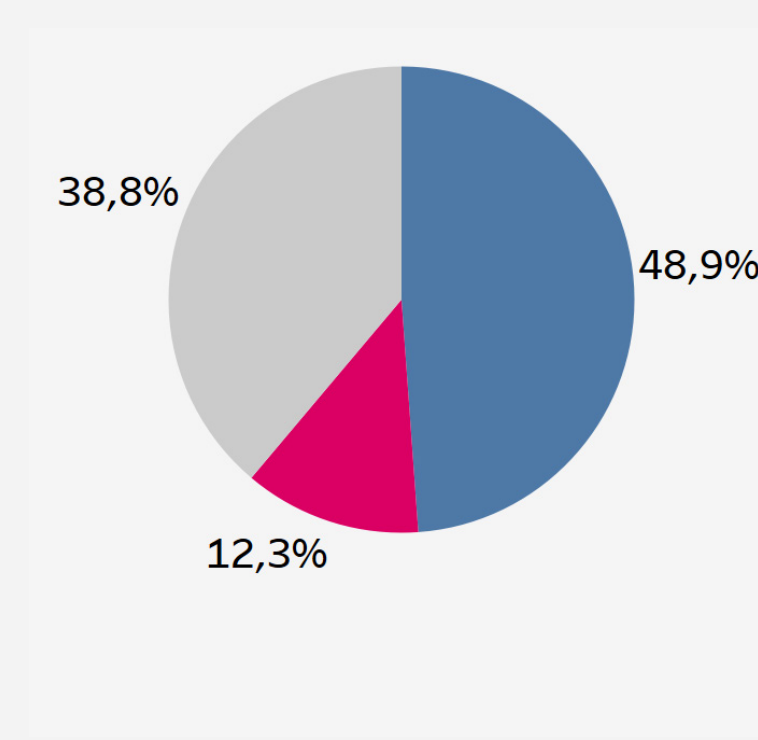


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	4	3
Biography		1
Comedy	5	3
Drama	3	2
Family & Kids		1
Horror & Fantasy	2	
Terror		1
Thriller	1	

## CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Germany Others

## CZECH AND SPANISH FILMS STAND OUT THIS MONTH

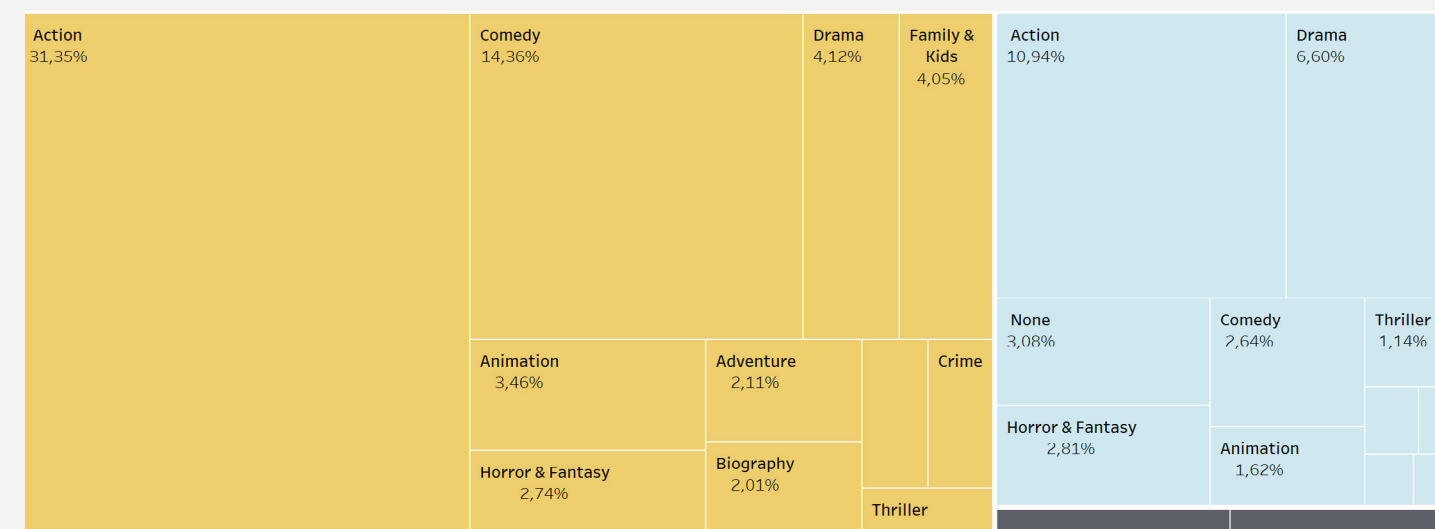
A significant portion of this decline of streams in all markets, can be attributed to American and Canadian productions. This month, they have only managed to secure a 48% share of the total, experiencing a loss of up to 5 million streams. In contrast, European productions have gained more traction this month, with notable contributions from Czech and Spanish films. Czech productions "Extraction 2" and "Unlocked" have stood out, along with Spanish titles such as "Tin & Tina," "Culpa Mía," "A través del mar", "Through My Window" and "Sweet Home."

## "BLOOD AND GOLD" MAKES GERMANY GREAT AGAIN

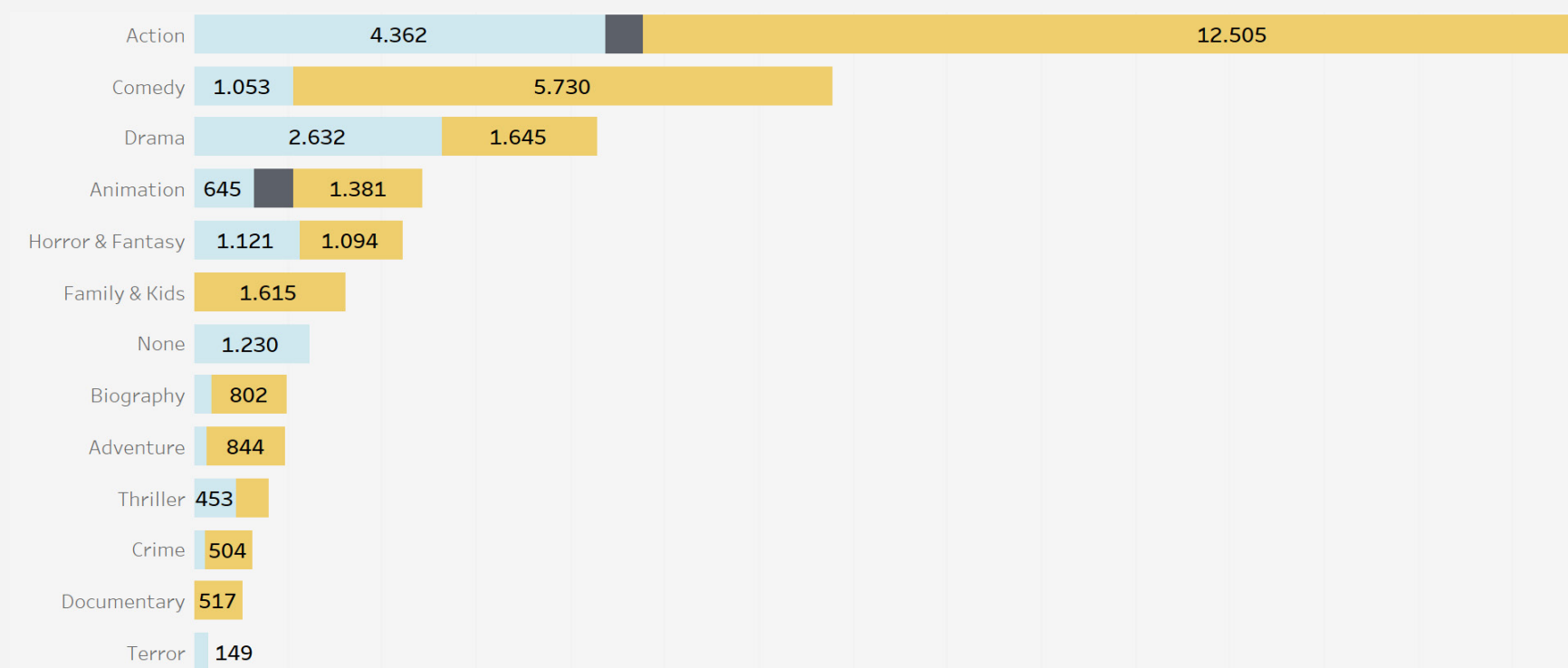
"Blood and Gold" has garnered an impressive 8.6M streams, ranking as the 9th most-played movie since its premiere in April, representing a successful venture from the European continent. This movie is one of the local stars in the 2023 productions, establishing a strong presence in Europe, echoing the success of "All Quiet On The Western Front." Having maintained its position in the Top #10 global non-English movies for four consecutive weeks in Netflix Official Top, "Blood and Gold" amassed a remarkable 25M hours of viewership within its second week of release.

# GERMANY 100 MOVIES | SVOD PLATFORMS

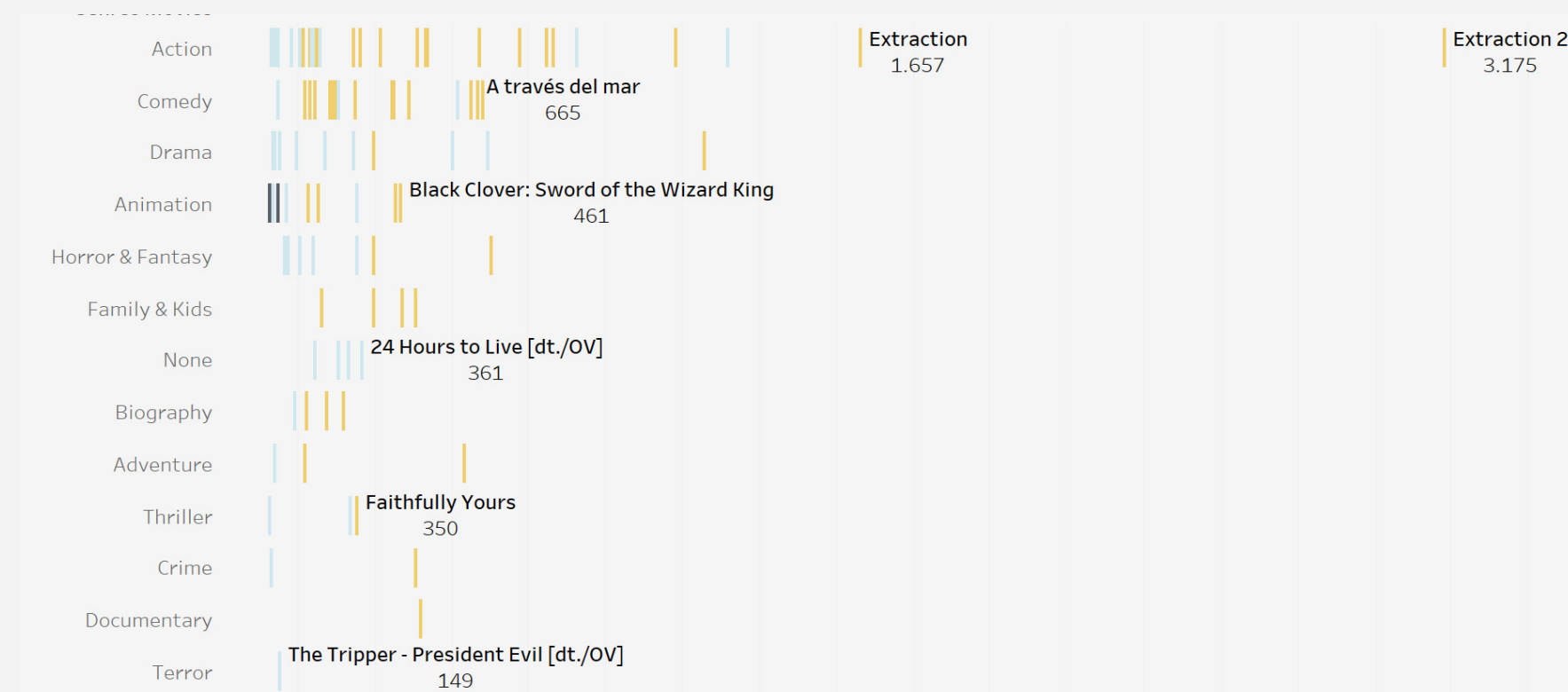
## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix Disney+

## PRIME BREAKS NEW RECORD THANKS TO ACTION AND SPANISH SENSATION "CULPA MÍA"

Amazon Prime achieves a remarkable milestone by setting a new record for market share in the German entertainment landscape, commanding an impressive 30% of the total. It's somewhat ironic that this record-breaking feat coincides with the inclusion of Disney+ in Think Data's analysis. Germany has consistently proven to be a fertile ground for Amazon's success, but securing this share is undeniably a pivotal moment.

This achievement can be attributed to the resurgence of the Action genre, leading to the removal of "No Time To Die" and "SAS: Red Notice" from the library, alongside the highly anticipated Spanish premiere of "Culpa Mía".

In contrast, Netflix maintains its stronghold with a 67.6% share, while Disney+ accounts for a 2.04% share. It's evident that Disney+ hasn't penetrated the German market as deeply as it has in other regions. On average, throughout this month of June, Disney+ has garnered a 9.6% share across all markets, with Germany representing the market with the lowest share and Italy standing as the leader with an 18.45% share.

# GERMANY 100 SHOWS | OVERVIEW

## TOTAL STREAMS BY SHOW NETFLIX - AMAZON

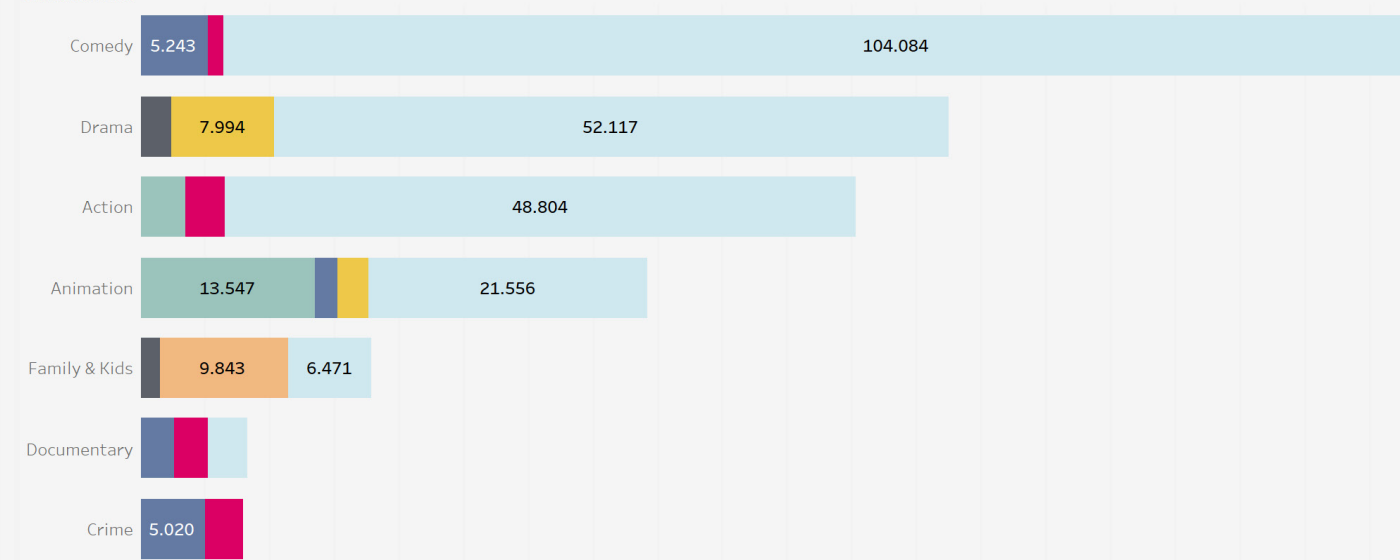
	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Netflix	Comedy	36.102
		Amazon	Comedy	5.531
2	Never Have I Ever	Netflix	Comedy	25.305
3	Manifest	Netflix	Drama	25.258
4	The Rookie	Netflix	Action	19.117
		Disney+	Action	1.974
5	Two and a Half Men	Amazon	Comedy	11.328
6	Fubar	Netflix	Action	10.935
7	New Amsterdam	Netflix	Drama	10.715
8	PAW Patrol	Netflix	Animation	9.148
9	Black Mirror	Netflix	Drama	7.994
10	Naruto: Shippûden	Netflix	Animation	7.899
11	Rick and Morty	Netflix	Animation	7.565
12	Grey's Anatomy	Disney+	Drama	7.192
13	Fear the Walking Dead	Amazon	Drama	5.587
14	Valeria	Netflix	Comedy	5.243
15	Brooklyn Nine-Nine	Netflix	Comedy	5.179
16	H2O: Just Add Water	Netflix	Family & Kids	5.140
17	Bluey	Disney+	Family & Kids	4.703
18	XO, Kitty	Netflix	Comedy	4.510
19	Lucifer	Amazon	Action	3.653
20	Bloodhounds	Netflix	Action	3.514
21	Queen Charlotte: A Bridge..	Netflix	Drama	3.365
22	Arnold	Netflix	Documentary	3.066
23	Modern Family	Disney+	Comedy	3.064
24	Hunter x Hunter	Amazon	Animation	3.062
25	The Gryphon	Amazon	Action	2.981
26	Sleeping Dog	Netflix	Crime	2.961
27	How I Met Your Mother	Disney+	Comedy	2.899
28	The Middle	Amazon	Family & Kids	2.826
29	Tour De France	Netflix	Documentary	2.633
30	Not Quite Narwhal	Netflix	Animation	2.586

SHOWING 30/56 - [See complete chart here](#)

## CATALOG SHARE BY COUNTRY NETFLIX - AMAZON

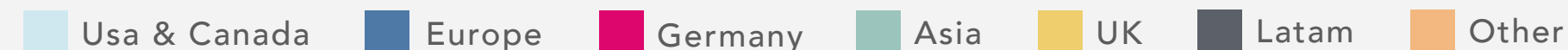


## GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

### PRODUCTION COUNTRIES:



## WHAT ACTION LOST, ANIMATION FOUND

The Animation genre has demonstrated a remarkable surge, doubling its previous month's performance, accounting for nearly 16% of the total streams. Noteworthy contributors to this growth include "PAW Patrol", "Naruto: Shippûden" and "Rick and Morty." It's also worth noting the decline witnessed in the Action genre for shows, which had garnered significant attention last month, although "The Rookie" continues to uphold certain popularity by securing the third spot.

## AN AMERICAN & CANADIAN DOMINANCE

A dominant trend emerges through American and Canadian productions, commanding almost 70% of the total streams and catalogue offerings. Notable classics like "The Big Bang Theory" (36.1 million views), "Never Have I Ever" (25.5 million views), and "Manifest" (25.5 million views) solidify this control.

## GERMANS LEAVE THEIR STREAMING DEVICES BEHIND

The German market is currently experiencing a phase of contraction, probably because of the start of the summer, positioning itself as the smallest market this month for series, trailing behind Italy and Spain.

# GERMANY 100 SHOWS | EUROPEAN FOCUS

## LOCAL AND EUROPEAN SHOWS IN THE TOP 100

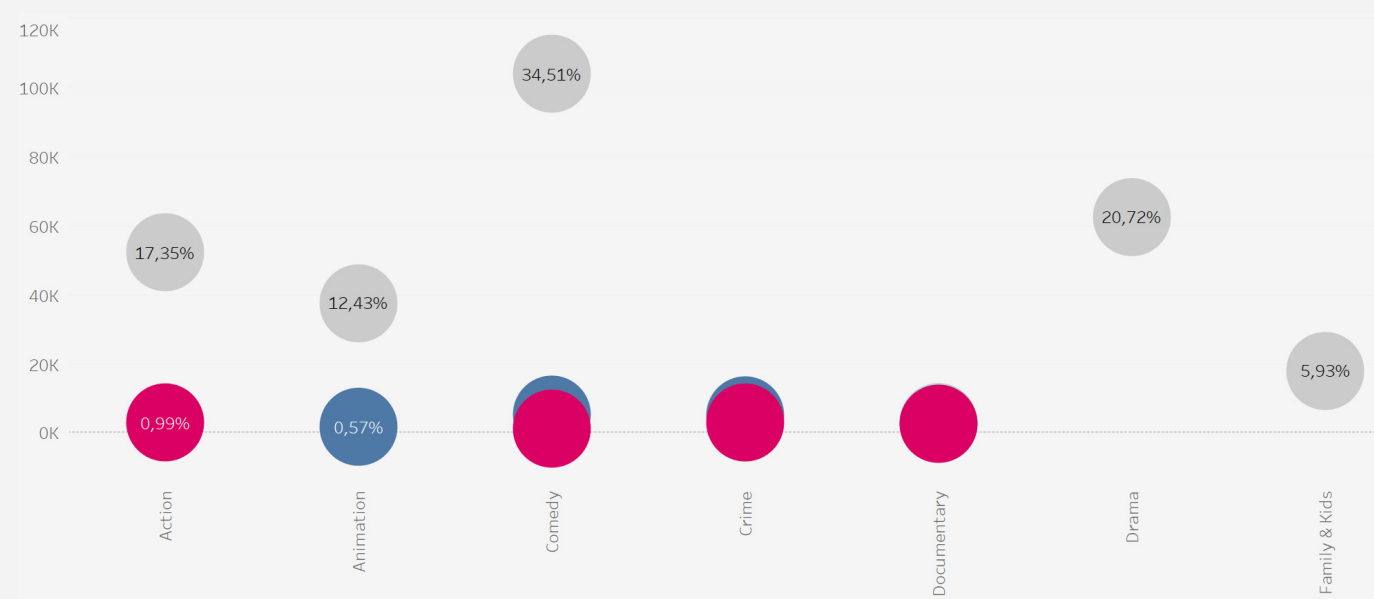
NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 Valeria	Netflix	3	Comedy
2 The Gryphon	Amazon	1	Action
3 Sleeping Dog	Netflix	1	Crime
4 Tour De France	Netflix	1	Documentary
5 El silencio	Netflix	1	Crime
6 Joko Winterscheidt Prese..	Amazon	1	Documentary
7 Barracuda Queens	Netflix	1	Crime
8 Miraculous: Tales of Lady..	Disney+	4	Animation
9 LOL: Last One Laughing G..	Amazon	4	Comedy



## CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

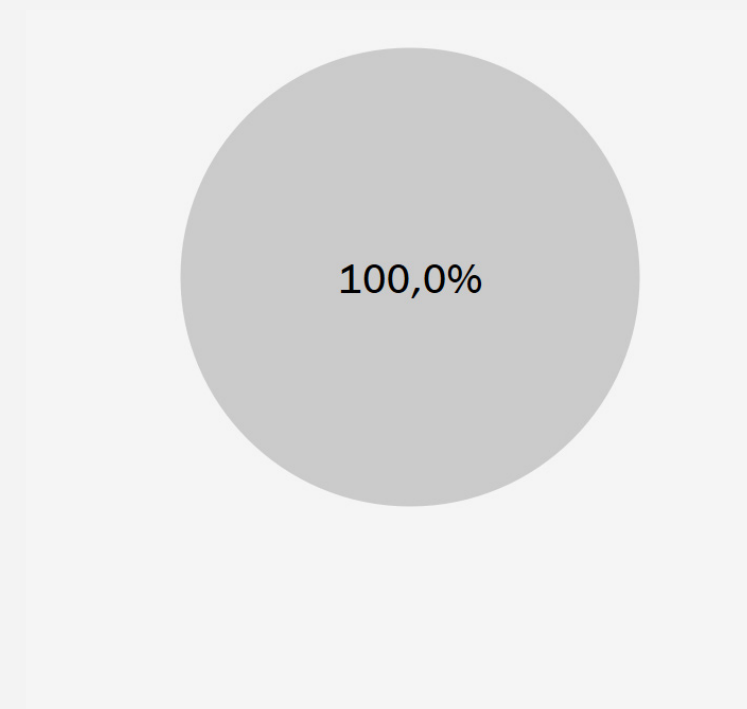


## NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action		1
Animation	1	
Comedy	1	1
Crime	2	1
Documentary	1	1

## CONTRIBUTION TO DRAMA STREAMS



## AMAZON PRODUCTIONS FINALLY RULED THE EUROPEAN CHARTS

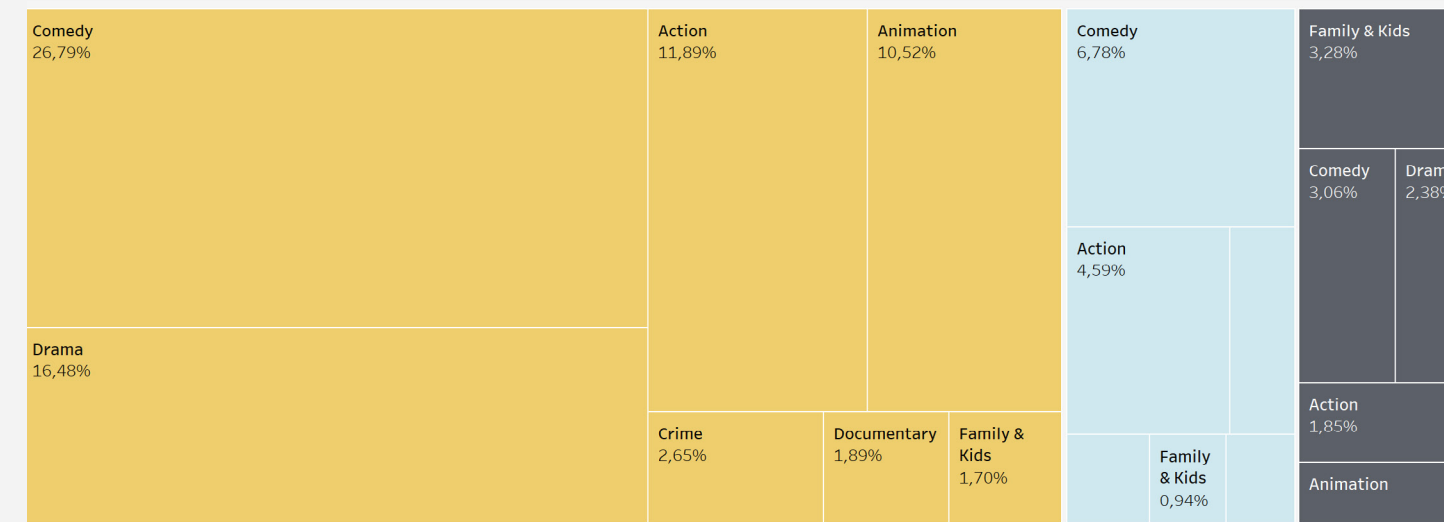
The standout local production this month hails from Amazon, titled "Der Gryphon". As extensively detailed in a feature by Deadline, which incorporates insights from Philip Pratt, the executive overseeing the original series at Amazon Prime Video, this series is hailed as "the most significant German fantasy project since The NeverEnding Story". Drawing inspiration from the literary works of fantasy novelist Wolfgang Hohlbein, the source material has achieved an impressive global sales record of over 40M copies spanning four decades. The question arises: Will it ever replicate these numbers within the realm of streaming?

Two additional Amazon productions have also managed to secure positions on this month's charts. In "Joko Winterscheidt Presents: The World's Most Dangerous Show", renowned actor Joko Winterscheidt (recognised for "Look Who's Back") embarks on an extensive exploration of the imminent climate catastrophe, delving into innovative strategies to combat it. Furthermore, "LOL: Last One Laughing", having recently added a substantial 1.1M views, now boasts 28 million views since its debut in April. This firmly cements its status as the most popular season thus far in the local edition.

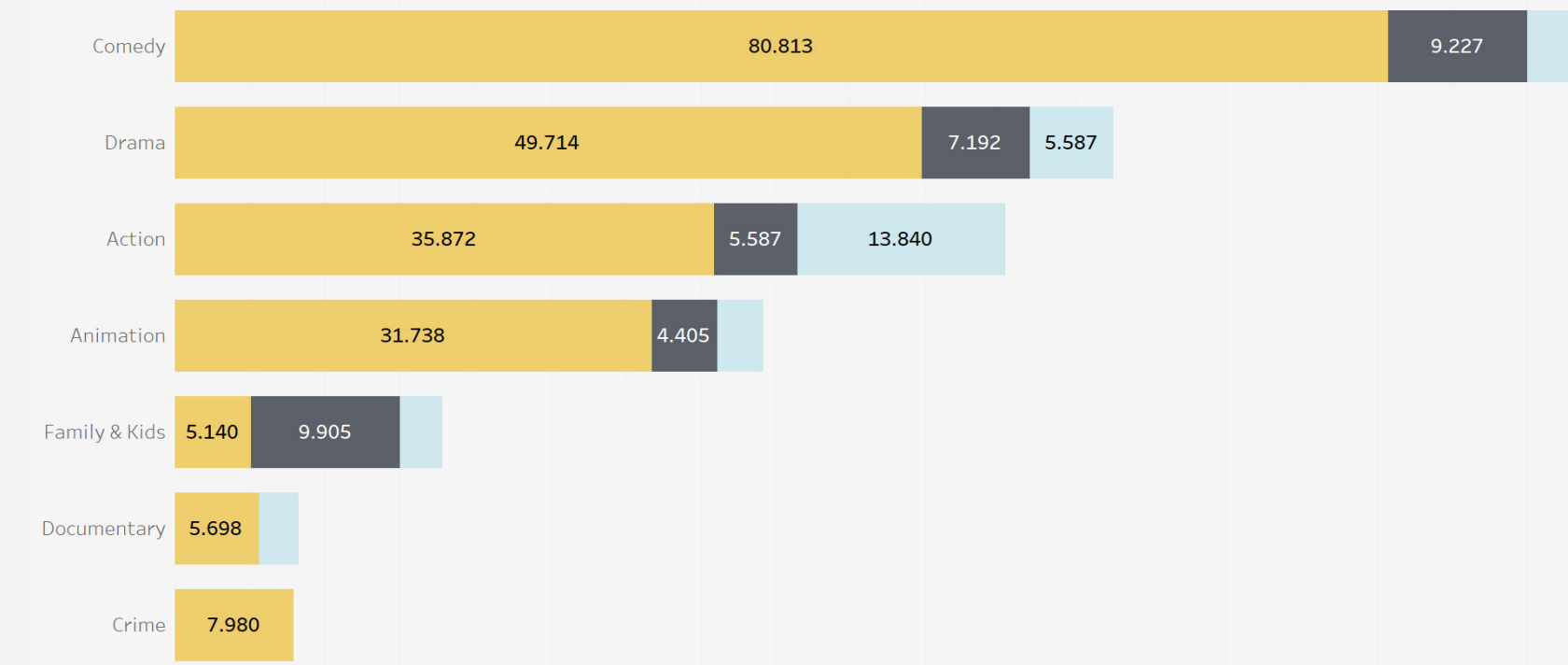
PRODUCTION COUNTRIES: Europe Germany Others

# GERMANY 100 SHOWS | SVOD PLATFORMS

## MOST WATCHED GENRES SHARE BY PLATFORM



## TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



## NOTHING NEW UNDER THE WAR STREAMING SUN

There hasn't been a significant change since the last report; in fact, the competitive landscape remains relatively consistent.

Netflix continues to hold a dominant share of 72% in terms of streaming distribution, asserting control over key genres: Comedy (80.8 million views), Drama (49.7 million views), and Action (35.8 million views).

Disney+ maintains a 12% share, while Amazon captures 16%. Disney+ achieves notable success in the Family & Kids and Comedy genres, whereas Amazon excels in the Comedy and Action genres.

## TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix Disney+

# HOT CONTENT IN GERMANY

## ‘BLOOD & GOLD’: A TOP-CHARTIN GERMAN BLEND OF ‘INGLOURIOUS BASTERDS’, INDIANA JONES, AND SPAGHETTI WESTERN

RAQUEL CABRERA  
STRATEGY DIRECTOR



German director Peter Thorwarth (“Blood Red Sky”, “The Wave”) teams up once again with Netflix to deliver an audience-pleasing (at least for those who can endure high doses of violence and blood) idiosyncratic neo-spaghetti Western that’s reminiscent of both “Inglourious Basterds” and “Indiana Jones”, with a dash of Tarantino. This film, often described as a “currywurst western,” has garnered over 8.6M streams across the five territories it since its release on May 26th.

The film’s narrative revolves around a German soldier who deserts his post during the waning days of World War II to reclaim a life with his family. He’s never believed in the war, and this disbelief persists. After a merciless squad of SS troops apprehends him, he’s hanged for treason and left for dead. But after a stranger rescues him, the Nazis find themselves on the receiving end of his retribution.

The concoction of villainous Nazis seeking a hidden treasure, combined with a blend of action, satire, and thought-provoking commentary, may sound familiar to fans of the “Indiana Jones” saga. However, let’s be frank: these elements aren’t exclusive to George Lucas’ franchise. What’s intriguing is that Netflix chose to release “Blood & Gold” just a month before the latest instalment of the fedora-wearing hero graced cinemas. During a period when indie enthusiasts have been indulging in previous

chapters on Disney+—according to FlixPatrol, the films have consistently ranked in the Top 10 in over 20 countries—the timing of “Blood & Gold” might be part of a meticulously crafted content strategy from Los Gatos. This strategy seems tailored to engage fans of the saga and provide them with analogous content.

The film features German actors Alexander Scheer (“Blood Red Sky”), Robert Maaser (“1917”), Florian Schmidtke (“Blood Red Sky”), and Marie Hacke (“Bauhaus”). Behind this production is Rat Pack Filmproduktion, the same production company responsible for hits like “The Revenant” and Thorwarth’s directorial debut “The Wave.” This film sets out to deliver a pulpy World War II revenge escapade.

In June, “Blood & Gold” ascended to the top of the charts, accumulating over 8.6M streams. It secured the 9th position in the most-played movie list since its May premiere. During June, ‘Blood & Gold’ claimed the top spot on the European charts, particularly in Germany and France, where it ranked 5th with 1.18M streams and 12th with 1M, respectively. This outcome underscores the fusion of action and dark humour successfully resonates with European audiences. Furthermore, it reinforces the significant role that nostalgia plays in their decision-making process.





# GLOBAL TAKES

- 1 / Amazon Prime Video share rates are soaring.** Amazon's recent success in reclaiming its previous share percentages is a testament to the platform's strength in the streaming arena. Despite the entry of Disney+ and HBO Max into the market, Amazon Prime has managed to secure an impressive 20.5% share in movies, an impressive feat of +4 points compared to the previous month. One factor that contributed to this success is the exceptionally favourable month that Amazon Prime had. "Culpa Mía" and "Medellin" originals claimed the top in the markets. However, local acquisitions conquered good marks to keep the platform rates soaring. This is a significant victory for Prime Video, which has often struggled to secure top titles and maintain its share. In fact, Amazon Prime has set a new record for market share in the German market, commanding an impressive 30% of the total.
- 2 / Amazon Prime Video is taking a page out of Netflix's book** by focusing on YA romantic content with their recent strategy. "Culpa Mía" follows a similar formula to successful Netflix shows like "Through the Window", "Purple Hearts", "The Royal Treatment", "The Girl Allergic to Wifi", and "The Kissing Booth". Spain hit a new record in YA content binge-watching with romantic productions collecting fans across social media, and having "Valeria" final season as the cherry on the cake.
- 3 / Italian comedy remains the most popular genre.** This month, Italian comedy has reached 6 million streams, proving its continued dominance in the market. It's no surprise that comedy has always been important in Italy's entertainment industry, but what's truly remarkable is its consistent growth. This month, popular films like "La Straordinaria Scorperta," "Il Grande Giorno," "The First Day of My Life," and "Me Contro Te - Il Mistero della Scuola Incantata" are further proof of this trend.
- 4 / The Action Genre Has Emerged As A Formidable Force Across European Markets.** The genre has captivated viewer's attention and driven up streaming significantly. In Germany, the leading genre has claimed a lion's share of viewership, with European productions soaring for almost 7M views. The trend is echoed in France, where Action films have stolen the spotlight, constituting almost half of the total streams alongside a resurgence in Animation content. Even in Spain, the Action genre is proving its timeless appeal, capturing the top spot during the summer months. Titles such as "Extraction 2," "Extraction," and "Escape Room 2" are common contributors to this genre's dominance, indicating a global fascination with thrilling and action-packed narratives.
- 5 / Disney+ leads Italian's show consumption.** Disney+ rules the series chart as runner-up in the Italian market with a commanding share of almost 38% of the total streams, propelling the American content thanks to TV smash "How I Met Your Mother", "Grey's Anatomy", kids phenomenon "Bluey" and evergreen "The Simpson" in the Top7.
- 6 / Catalan productions fire the Spanish audience.** "Cites" has become the most-watched series on Amazon, with an impressive 3.6 million streams this month. It's becoming regular to spot Catalan productions hitting the charts such as "Merlí" and "Smiley" . Additionally, "A través del Mar" does a wonderful job of capturing the beautiful ambience of the Costa Brava at the doors of summer. It's no surprise that the original film was such a success, and it's great to see that the streaming giant is continuing to invest in the success of this IP.
- 7 / Animation Revival and Its Impact:** The animation genre is experiencing a remarkable revival in European markets, reasserting its position as a significant player in the streaming catalogues. In France, Animation has made a wicked comeback, securing 14% of the viewership pie. Movies like "Wonder Park" and "Black Cover: Sword of the Wizard King" are creating a buzz, showcasing the international appeal of animated content in a diversity of audiences. Spain follows a similar trend; the genre has emerged as a strong contender, accounting for 13.2% share and fiercely competing with ever-present popular Drama content. In the UK, the genre has grown by four points and is the second most favoured genre in June. Notable series such as "Rick and Morty" on Netflix and "The Simpsons" on Disney+ captivated the adult segment. Germany's Animation records doubled its previous month's performance, reaching nearly 16% of the total streams.
- 8 / European productions breaking records.** European movies have achieved their highest viewing rate ever! According to the latest data, they now account for 33% of all movies watched in all countries. France leads the pack with a whopping 43% share, followed closely by Italy with 41%. It's fascinating to see how titles like "Extraction 2", "A Beautiful Life", "Blood and Gold", and "Medellin" have contributed to this surge. It just goes to show the power of great storytelling and captivating cinema.

# THINKDATA.

**BRIDGING THE DATA GAP**

**JUNE 2023**

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