



THINKDATA.

BRIDGING THE DATA GAP

OCTOBER 2022

THINK DATA: BRIDGING THE DATA GAP

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Genre diversity does matter: Is Europe prepared to hit the new opportunities the streaming market brings?

Traditionally, some sectors of European production, sales and distribution, have been obsessed with the concept of “editorial line”. As a derivative of the “auteur” concept, it seems like every company needs to choose its uniqueness by selecting one type of content. Besides, that line has often been leaning towards award-winning dramas, leaving a lot of genres unserved and without a showcase. With the arrival of the streamers, European content producers, sellers and distributors had to diversify. When we see the October figures, we understand that, in order to survive, one must cover several genres and get prepared for a handful of new opportunities. These are some of the takes that October brings and that can be helpful for a 2023 planning session:

- Play with seasonality. Each month of the year has a different trend and the platforms must cater for it. Have you looked at your line-up from this perspective? Do you have spooky titles in your production or sales catalogue? In October’s VOD movie market, Horror & Fantasy is the fourth most-played genre overall with 11.53% of total views. Shows-wise, Thriller has 7.68% of total views, followed by Horror & Fantasy, with 4.81%. By the way, this is a clear opportunity that Amazon missed: after spending millions on a Fantasy title such as “The Lord of the Rings”, Amazon didn’t feed their Audience with new spooky titles in October. Could Amazon prepare better for the next spooky season? As a content creator, you could help them with that.

- If platforms want to be cost-effective, European producers can hit that mark. According to Hollywood Reporter, the cost-consciousness of the platforms is a trend that will stay . The tight-belt announcements have been common to every streamer*? The same trade reports how Netflix is saving money by producing in less developed markets. The trend is particularly palpable in October’s report. Eastern European hits coming from Poland or Germany, managed to achieve impressive numbers following an existing Netflix favourite sub-genre, but spending less. Such is the case of German-produced “The Empress”, included in our hot titles of the month, which cumulates more than 50M streams across the five markets. Whatever the budget of “The Empress”, it was certainly less than the 13-million-per-episode “The Crown” or the 7-million-per-episode “Bridgertons”

- Netflix has its own sauce to work with European award-winning talent. In the Equinox Report which analyses biannual trends, we’ve spotted how insignificant the licensed Oscar race titles were on Netflix top grids. However, in the October report, we see a different trend: Netflix is embracing European award-winning talent to generate high-quality content but seasoned with their own sauce. For example, “Athena”, our French title of the month, has managed to include Oscar nominee Lady Ly and video-clip and advertising guru Roman Gavras, in a new Action take about the Paris outskirts. Would this trend continue?

- New glass-eye metrics could benefit European productions. According to Business Insider, Wall Street cannot afford to

support the uncontrolled and long-term growth of platforms to risky levels, so they are now analysing different in-depth metrics to identify the platforms’ value: churn rate, time at the platform and content spent are some of the important ones. As we’ve seen in recent data, successful European productions often go beyond the 1-month window, and manage to have good and sustainable longevity, and thus have an important value in terms of keeping clients.

- Public sources in Europe are more and more open to work with streamers. Screen international reports that from January 2023, French and European producers based in France can apply for state aid to produce projects pre-financed by a foreign platform. In return for the funding, the CNC will cap the duration of the rights. This piece of news can be a growing trend in Europe as all the audio-visual policies are being reformed. Besides, Netflix are starting key experiments in theatrical releases that we will describe in our next report. In 2023, content creators could be more and more capable of finding hybrid strategies, good balances and figuring out the “third way” between the Originals - and subsequently forego IP?-, and the theatrical way.

Your analysts,

Raquel Cabrera, Lola Rodríguez, Sarah Calderón

THE PRESS SAY ABOUT US

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

SCREENDAILY

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

**BUSINESS
INSIDER**

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

EL PAÍS

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

 **cineuropa**

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

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

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

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



HALLOWEEN IS COMING CLOSER... AND STREAMING KNOWS IT

BY ELENA NEIRA



Audiovisual seasonality is a factor that needs to be present in any analysis of audiovisual-related trends. The different seasons condition the mood of the viewer and, by extension, influence the premiere calendar of the platforms, which seek to align with the demands of the public.

In October, thrillers and horror experience their highest consumption peaks. Halloween begins to become palpable in the whole world around us. And it also does in the audiovisual world. Murderers, paranormal phenomena and, in general, every kind of disturbing storytelling have a chance to become the winning horse. This month the phenomenon has become palpable, for example, in the UK, where horror has become the fourth most played genre of the month and the third most watched on both Netflix and Amazon, surpassing the comedy records.

For example, "Dahmer", the show co-created by Ryan Murphy, was not premiered in this month randomly. It was notably favoured not only by the controversy that surrounded its premiere but also by the general predisposition to consume it. Its 312 million views during the month of October explain pretty much the rush to renew it for it to become an anthology as successful as "American Crime Story" or "American Horror Story".

Dahmer also illustrates how profitable the auteur factor is for the company, which translates into million-dollar outlays to secure talent for the Originals. "Sagrada Familia", by creator Manolo Caro, another original, was the third most played European production of the month, which is commendable in a month as competitive as this one.

Netflix, which has managed this year to sneak two shows into the audience club with "Dahmer" and "Wednesday") contrasts with the difficulties Amazon continues to face in gaining and sustaining a good share of consumption in European territories. Prime Video has undertaken a deep redesign of its app, resulting in a much cleaner interface, a better recommendation system and better integration of non-subscription offerings (rental and third-party channels) within the home page. The momentum of "The Rings of Power" (the fifth most watched content of the month) has not translated into greater discovery of the rest of the platform's offerings. Amazon still seems to be unable to find the formula to help it generate a captive audience, willing to experiment and dive into the pool of the unknown with as much confidence as the user does with Netflix.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

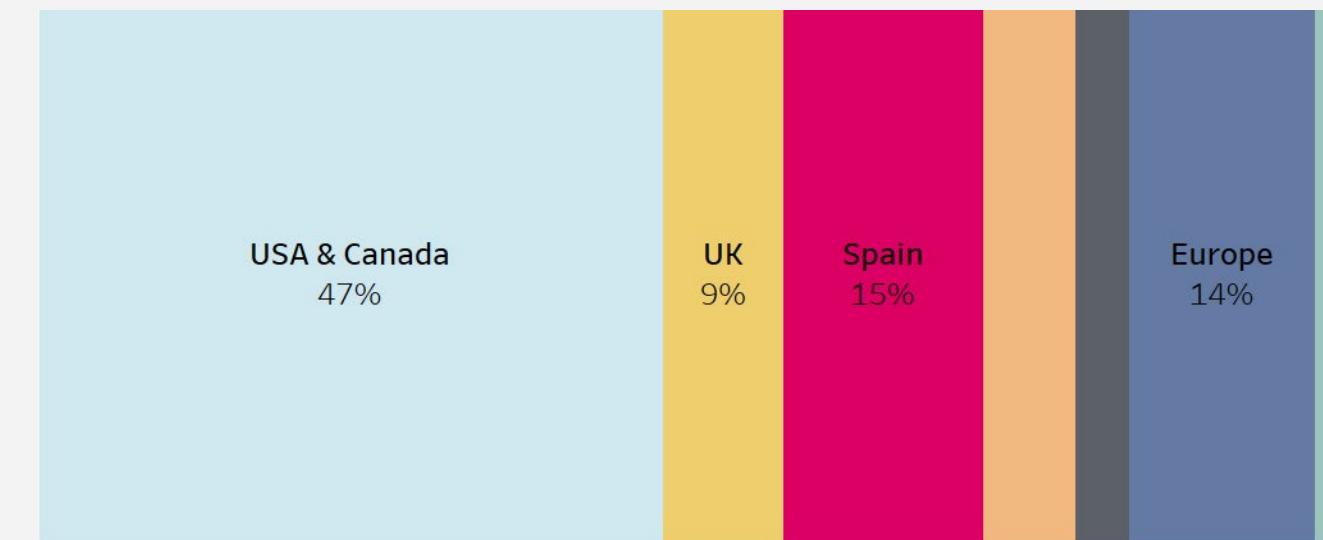
SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

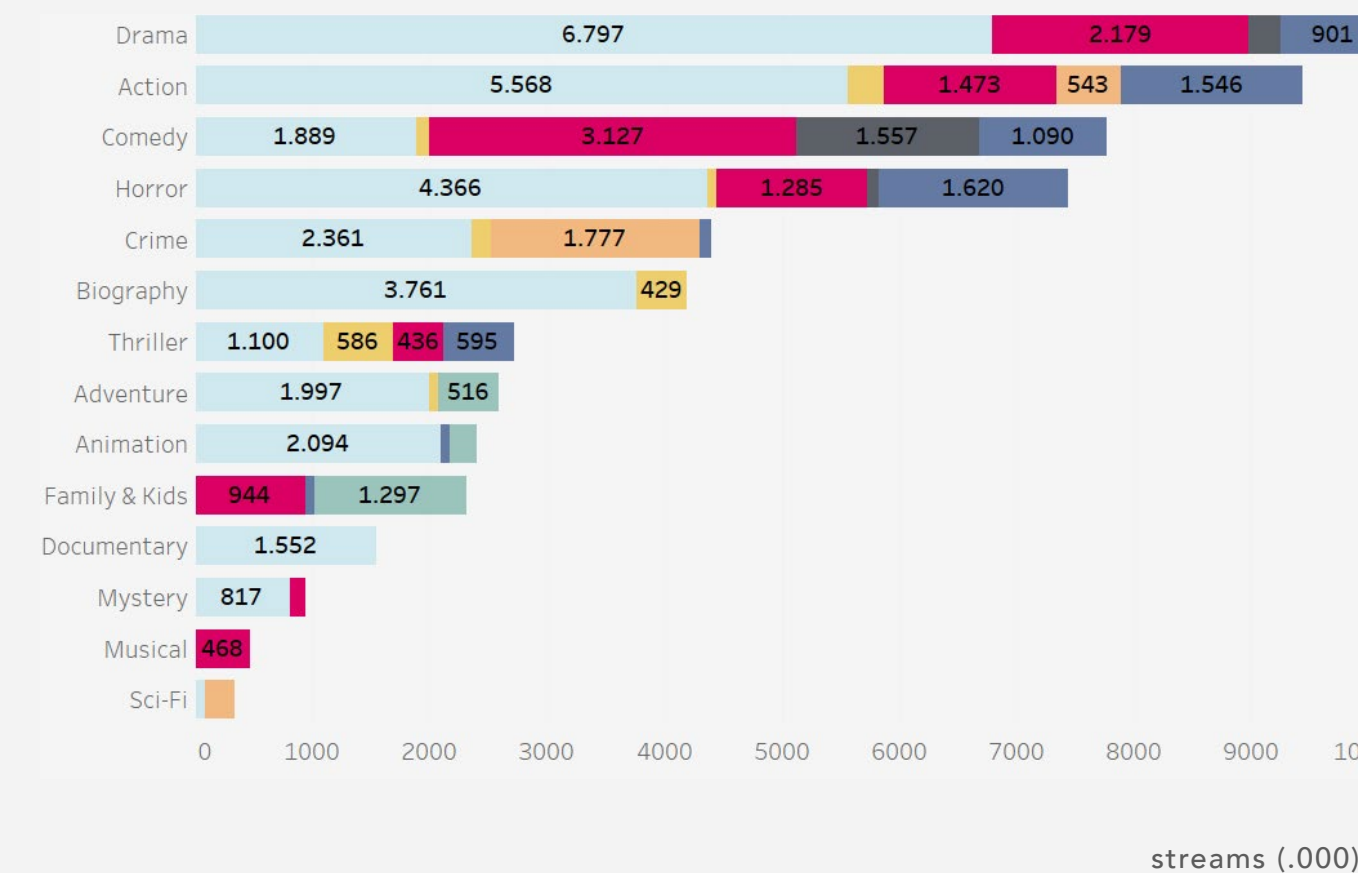
MOVIES	PLATFORM	GENRE	STREAMS
1 Luckiest Girl Alive	Netflix	Drama	4.056
2 Blonde	Netflix	Biography	3.575
3 Mr. Harrigan's Phone	Netflix	Horror	2.922
4 The School for Good and Evil	Netflix	Action	2.575
5 The Good Nurse	Netflix	Crime	2.260
6 El maravilloso Mago de Oz	Netflix	Drama	2.179
7 The Curse of Bridge Hollow	Netflix	Adventure	1.997
8 Padre no hay más que uno 3	Amazon	Comedy	1.973
9 Lou	Netflix	Drama	1.553
10 The Stranger	Netflix	Crime	1.421
11 Sing	Netflix	Family & Kids	1.297
12 Jaula	Netflix	Horror	1.205
13 Someone Borrowed	Netflix	Comedy	1.143
14 Old People	Netflix	Horror	1.089
15 The Redeem Team	Netflix	Documentary	1.020
16 Lost City of D	Amazon	Action	993
17 Yo, 'El Vaquilla'	Netflix	Action	940
18 All Quiet on the Western Front	Netflix	Action	929
19 Jumping from High Places	Netflix	Comedy	820
20 Identity	Netflix	Mystery	817
21 The Gray Man	Netflix	Action	659
22 Us	Netflix	Horror	641
23 Blood and Bone	Netflix	Action	639
24 Athena	Netflix	Action	617
25 Loving Adults	Netflix	Thriller	595
26 Do Revenge	Netflix	Comedy	589
27 I Came By	Netflix	Thriller	586
28 Manolito Four Eyes	Netflix	Family & Kids	575
29 The Boss Baby	Netflix	Animation	542
30 Neon Flesh	Netflix	Action	533
31 A Trip to Infinity	Netflix	Documentary	532
32 Hellhole	Netflix	Horror	531
33 Togo	Netflix	Thriller	527
34 Ad Astra	Netflix	Adventure	516
35 Last Seen Alive	Amazon	Drama	511
36 Voy a pasármelo bien	Amazon	Musical	468

SHOWING 36/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



USA & CANADA ORIGINALS TAKE CONTROL OF THE CHARTS

Netflix's ammunition for this month is quite substantial. North American productions gained 7 points in relation to last month, almost 5 points more than average. This is primarily because of the premiere of Originals such as "Luckiest Girl Alive", "Blonde", "Mr. Harrigan's Phone", "The School for Good and Evil" and "The Good Nurse", which make up the Top #5. "Luckiest Girl Alive" was released in select cinemas on September 30, before its streaming release seven days later. However, on the other hand, European movies actually recorded one of its worst numbers, accounting for only 10% in terms of views.

CLASSIC QUINQUI FILM "YO, EL VAQUILLA" SNEAKS INTO TOP #17

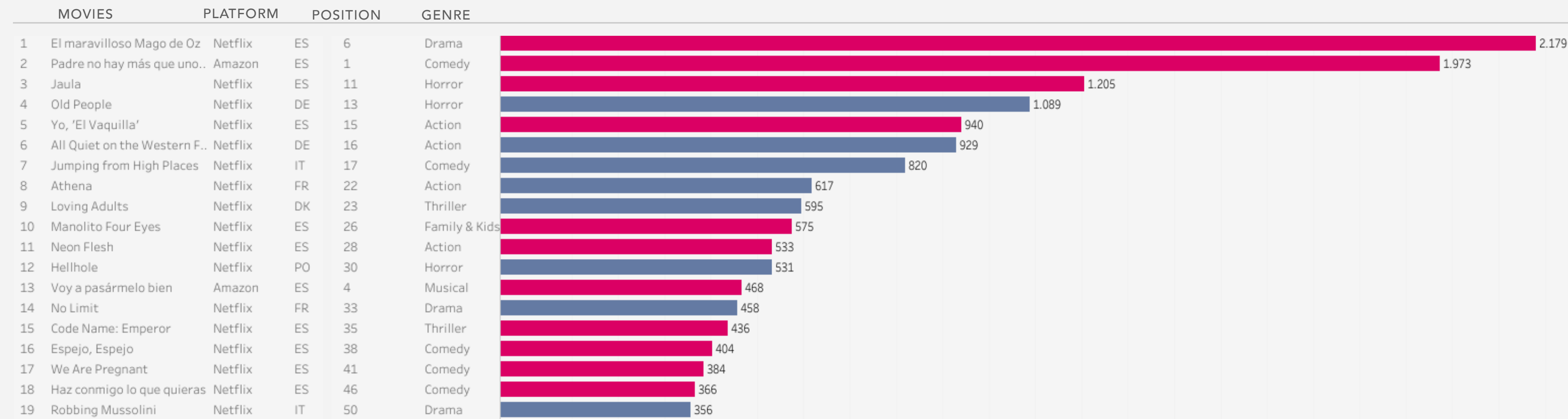
The presence of "Yo, El Vaquilla" is quite noteworthy. The movie is a classic from the Quinqui cinema. This movement portrayed real, marginalized, working-class teens in the outskirts of Spanish cities involved in small-scale robbery and street crime against a backdrop of heroin and AIDs. It collected 940K during the last two weeks of October, even making it into the Spanish Top #10 at one point during the month. But why now? Well, it's undeniable that its aesthetics are the fashion thing right now in Spain. Also, the original "El Vaquilla" was born on November 17th. So maybe it was an anniversary thing. Is it just a coincidence that this piece of Spanish cinema history popped out just like that?

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

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

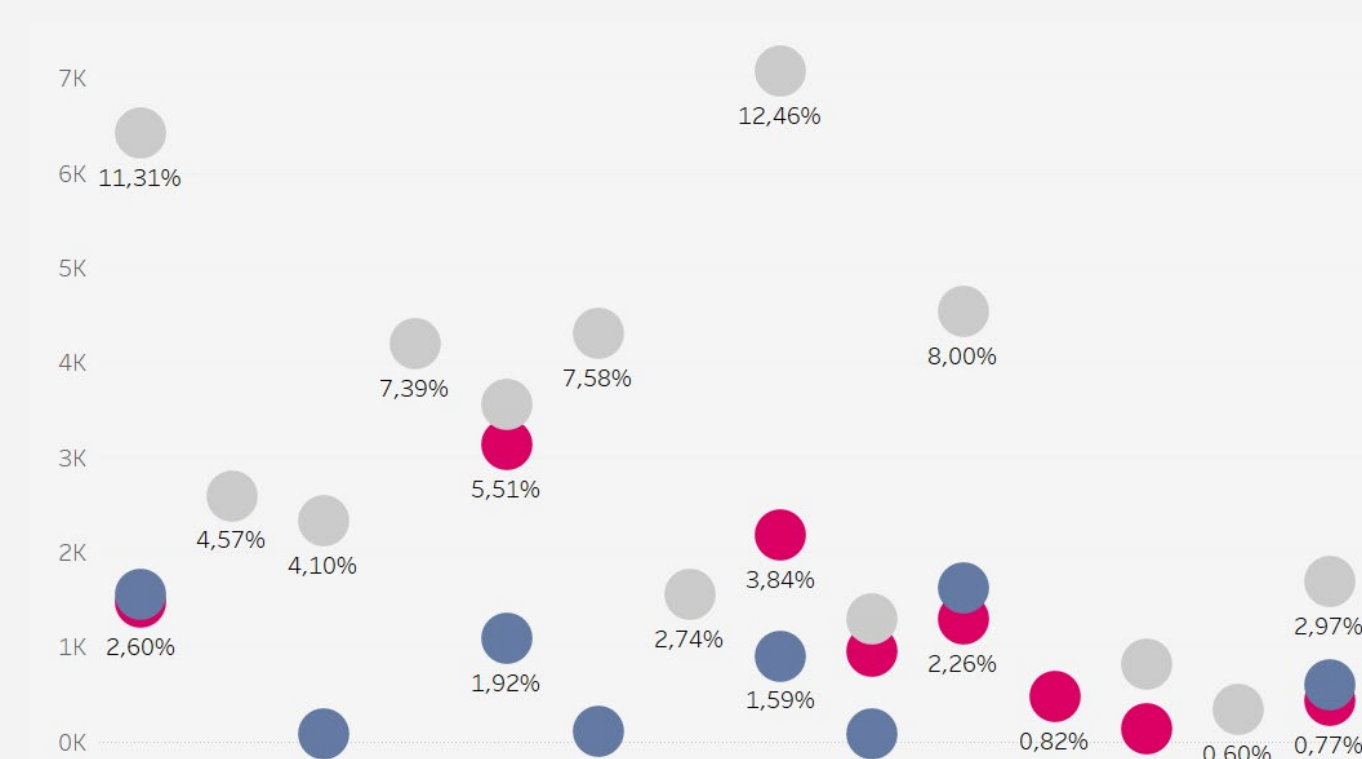
NETFLIX - AMAZON



SHOWING 19/29 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

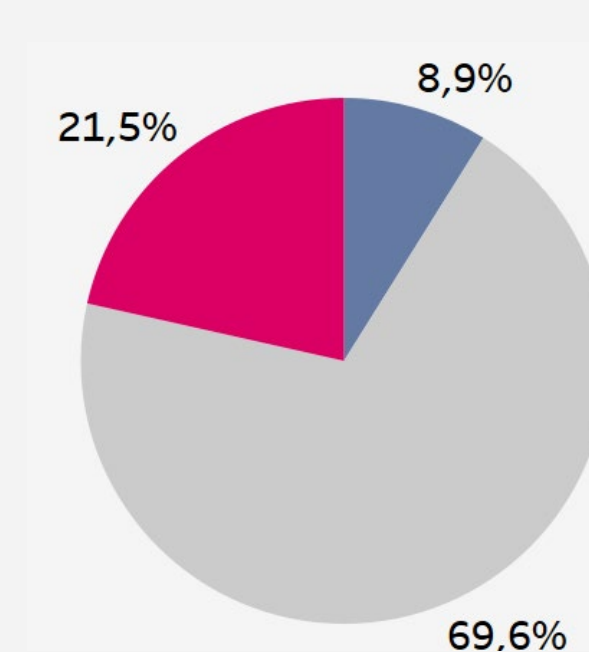
NETFLIX - AMAZON

GENRE	EU	ES
Action	2	2
Animation	1	
Comedy	3	4
Crime	1	
Drama	3	1
Family & Kids	1	3
Horror	2	2
Musical		1
Mystery		1
Thriller	1	1

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



RAISE YOUR GLASS! LET'S TOAST TO SPANISH MOVIES

Local productions have grown up this month. They collected 17.7 percent of total views, the best figure since May 2022, when "La Familia Perfecta" and "Amor de Madre" premiered, and Spanish movies represented 1/4 of total views. The local movies that are performing better than average are: "El Maravilloso Mago de Oz" (2.1M), "Padre no hay más que uno 3", (1.9M), "Jaula" (1.2M) and "Yo, El Vaquilla" (940K).

"RAINBOW", FILM D'AUTEUR, AWARDS AND NETFLIX. HOW DO THEY GET ALONG?

"Rainbow" or "El Maravilloso Mago de Oz", the free adaptation of L. Frank Baum's classic work by Paco León, gathered 2.17M views in the Spanish market, and is the most popular European movie and the sixth most watched overall. The movie, with a very curated sense of aesthetics, had its world premiere at the 70th edition of the San Sebastian International Film Festival. It was then premiered in select theatres on September 23rd and had its worldwide premiere on Netflix on September 30th. "Athena", another film d'auteur distributed by Netflix, also premiered at a Film Festival, in Venice, and then, a few days later, on Netflix. So it's clear: Netflix is still trying to earn the validation of the world of Academia.

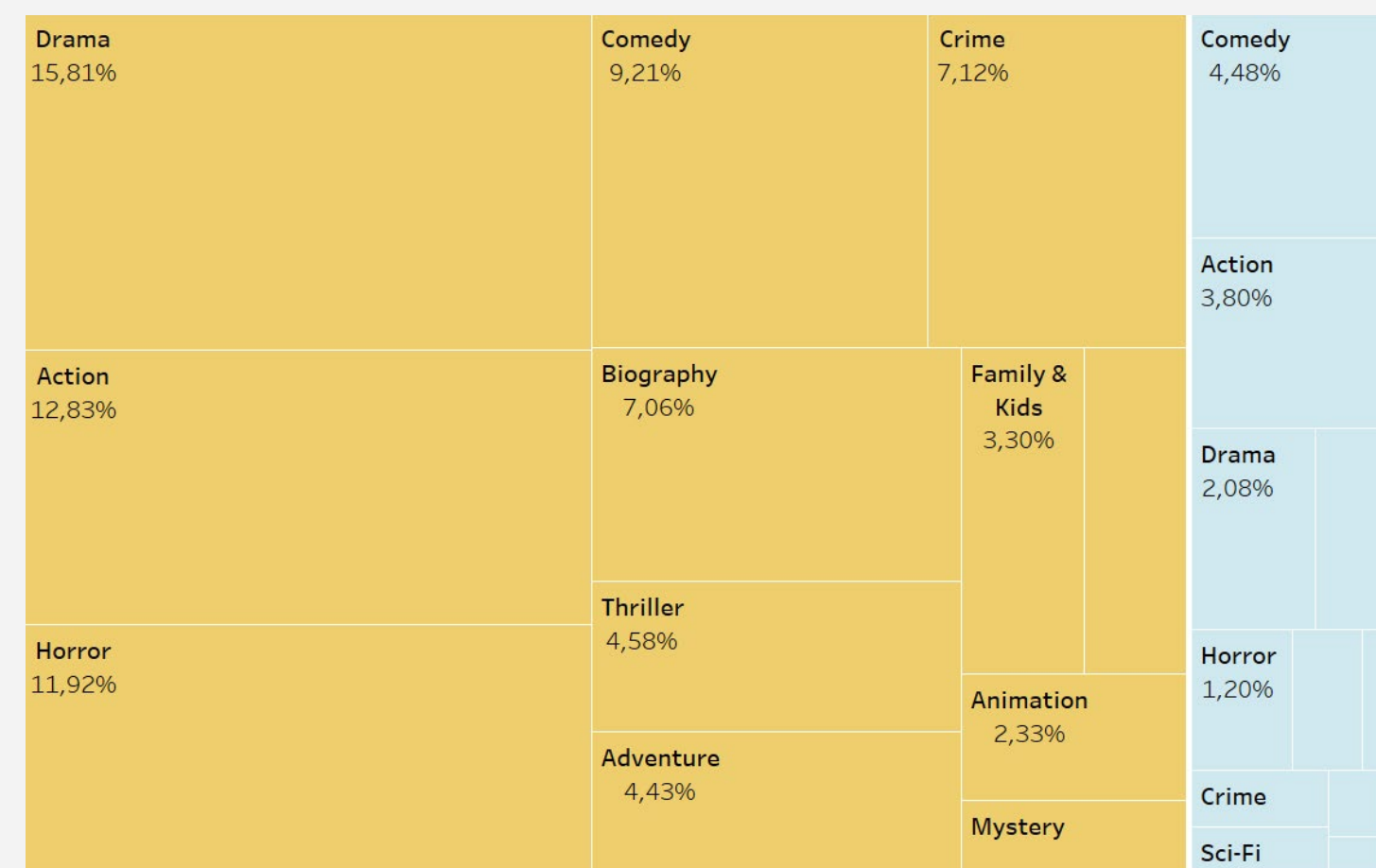
EUROPEAN THRILLER & HORROR

Although it hasn't been the best month for European movies, Thrillers and Horror movies from the old continent stood up in this month's chart.

SPAIN 100 MOVIES | SVOD PLATFORMS

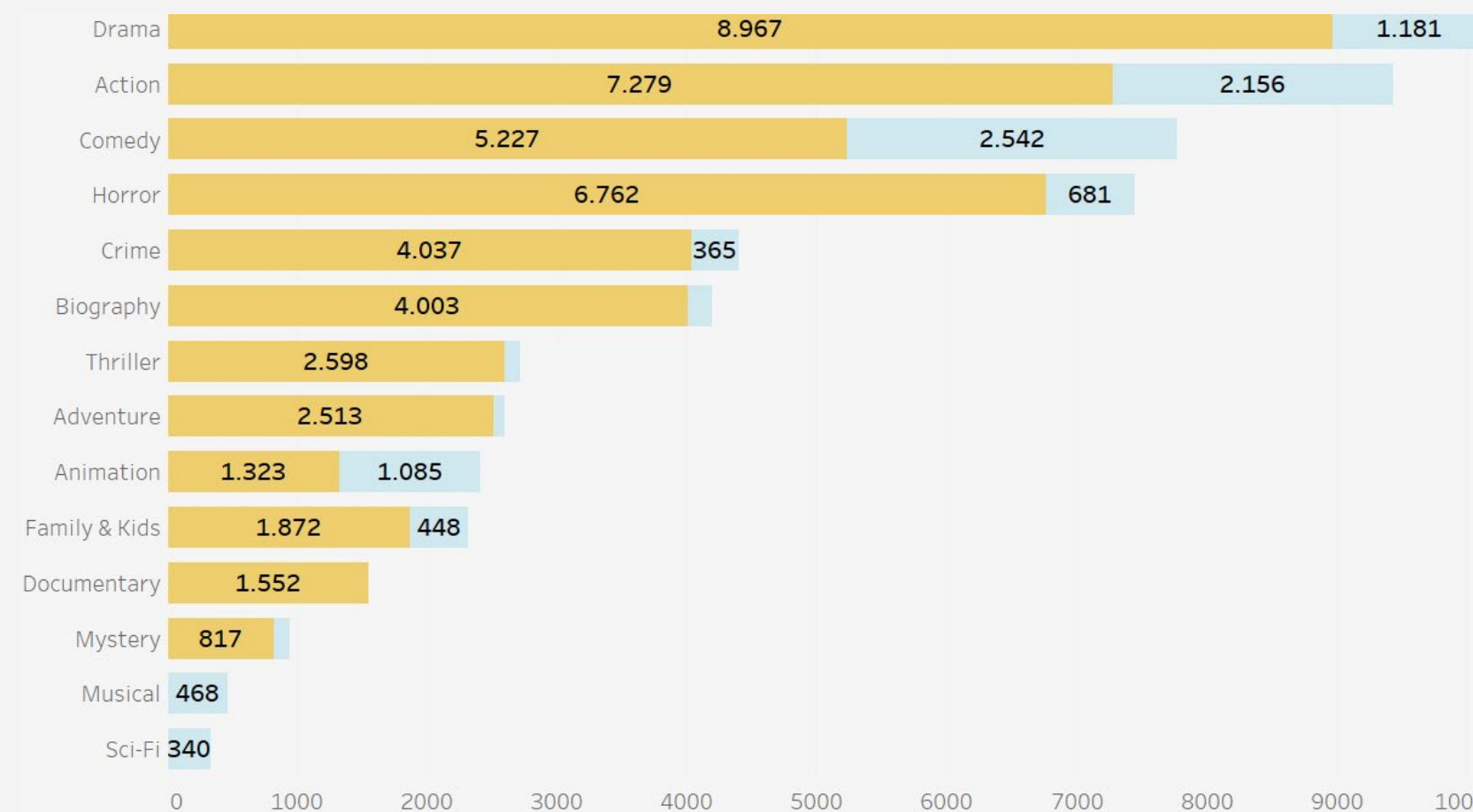
MOST WATCHED GENRES

SHARE BY PLATFORM

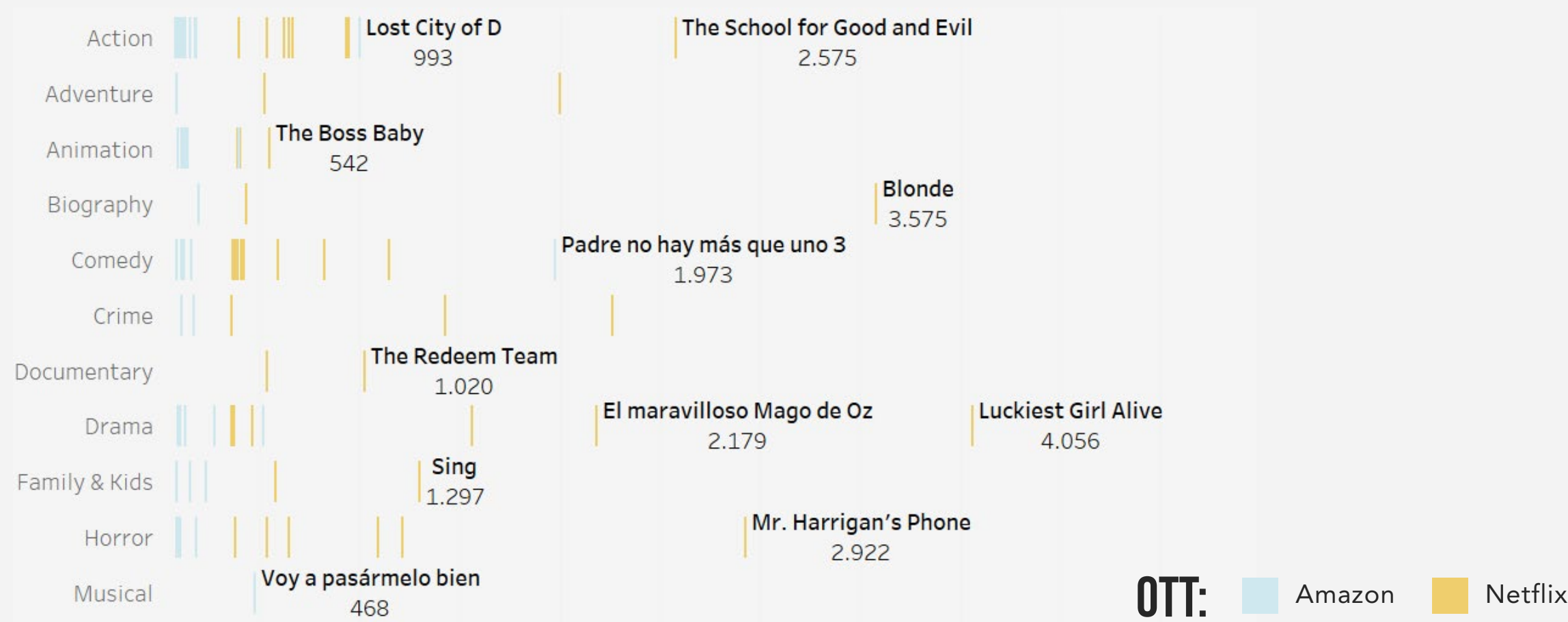


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OCTOBER IS A GREAT MONTH FOR AMAZON IN THE MOVIE MARKET

The e-commerce giant gained 5 points more than last month, picking up 17.15% of total views, the best figure of this year so far. Is this part of a "Lord of the Rings" effect? "Padre no hay más que uno 3", the sequel to box-office hits "Father There Is Only One" and "Father There Is Only One 2" - all of them produced with the collaboration of Prime Video - performed remarkably well. In its first window, in movie theaters, the movie grossed €745,000 (over 108,000 admissions) on its opening day, making the best debut for a Spanish film in the domestic market since 2015. In its second window, in the Spanish market, the film was the 8th most played movie overall, accumulating almost 2M and making Amazon Comedy the most popular genre on the platform, with 4.5% of total views.

Other important movies key to Amazon's success this month were "Lost City of D", a film that in its second window gathered 993K views, performing above average. "Voy a pasármelo bien", a Spanish musical, gathered 468K and a Premios Feroz nomination for Best Comedy.

HALLOWEEN VIBES FILL THE MONTH WITH HORROR & FANTASY

Horror & Fantasy is the fourth most-played genre overall, with 13% of total views, just four points behind the most popular genre, Drama. Yes - it's been a competitive month. Netflix took greater advantage of the spooky vibes, exploiting the Fantasy & Horror genre. It was its third most played genre, gathering 11.86% of total views, while on Amazon it was the fifth most played, with 1.19% of total views.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

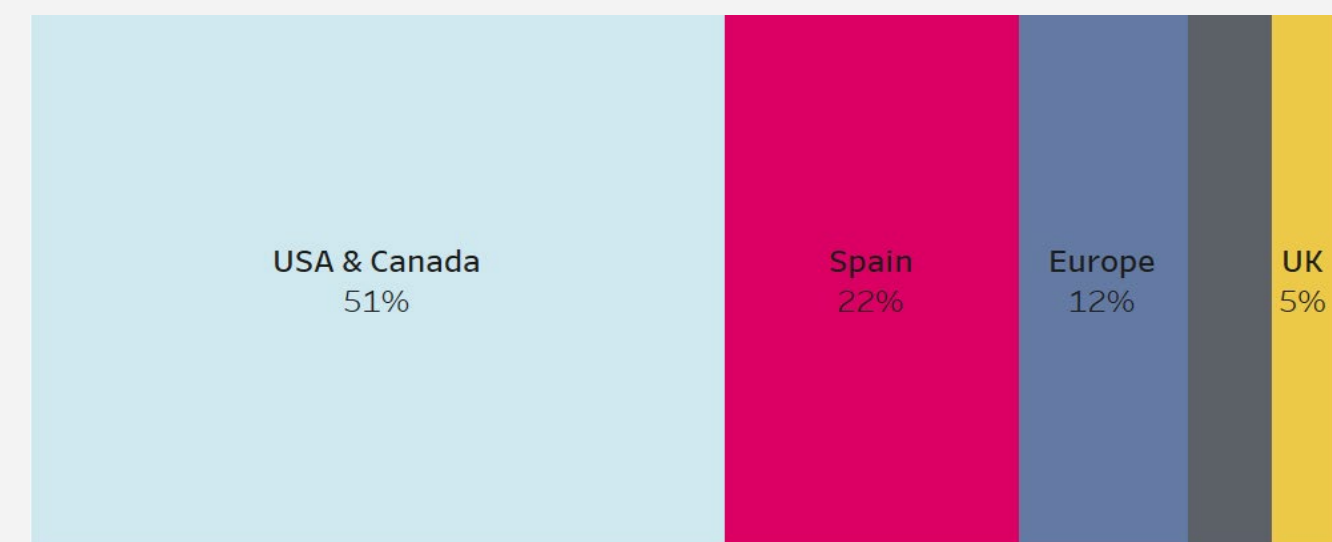
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS	
1	Monster: The Jeffrey Dah..	Netflix	Biography	35.874
2	Peppa Pig	Amazon	Animation	575
		Netflix	Animation	22.918
3	The Watcher	Netflix	Thriller	22.343
4	Sagrada familia	Netflix	Drama	19.515
5	The Good Doctor	Amazon	Drama	910
		Netflix	Drama	13.628
6	The Empress	Netflix	Drama	13.430
7	The Lord of the Rings: The..	Amazon	Action	11.415
8	Las de la última fila	Netflix	Drama	11.400
9	The Scent of Passion	Netflix	Drama	10.095
10	The Midnight Club	Netflix	Horror & Fantasy	8.685
11	Hasta que la plata nos sep..	Netflix	Drama	8.200
12	The Queen of Flow	Netflix	Drama	7.454
13	PAW Patrol	Netflix	Animation	7.408
14	Pasión de Gavilanes	Netflix	Drama	6.433
15	From Scratch	Netflix	Drama	6.327
16	Booba	Netflix	Family & Kids	6.040
17	This Is Us	Amazon	Comedy	6.037
18	Manifest	Netflix	Drama	5.936
19	Cobra Kai	Netflix	Action	5.666
20	High Water	Netflix	Drama	5.439
21	Si Lo Hubiera Sabido	Netflix	Drama	5.349
22	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	5.069
23	The Blacklist	Netflix	Crime	4.945
24	Dynasty	Netflix	Drama	4.646
25	Cyberpunk: Edgerunners	Netflix	Animation	4.501
26	Fate: The Winx Saga	Netflix	Action	4.426
27	Diario De Un Gigolo	Netflix	Drama	4.404
28	Hunter x Hunter	Netflix	Animation	4.362
29	Oddballs	Netflix	Animation	4.135
30	Aquí no hay quien viva	Amazon	Comedy	505
		Netflix	Comedy	3.461
31	Let's Go, Pocoyo	Netflix	Family & Kids	3.595
32	La que se acerca	Amazon	Comedy	3.430
33	Conversations with a Kille..	Netflix	Biography	3.418

SHOWING 40/100 - See complete chart here

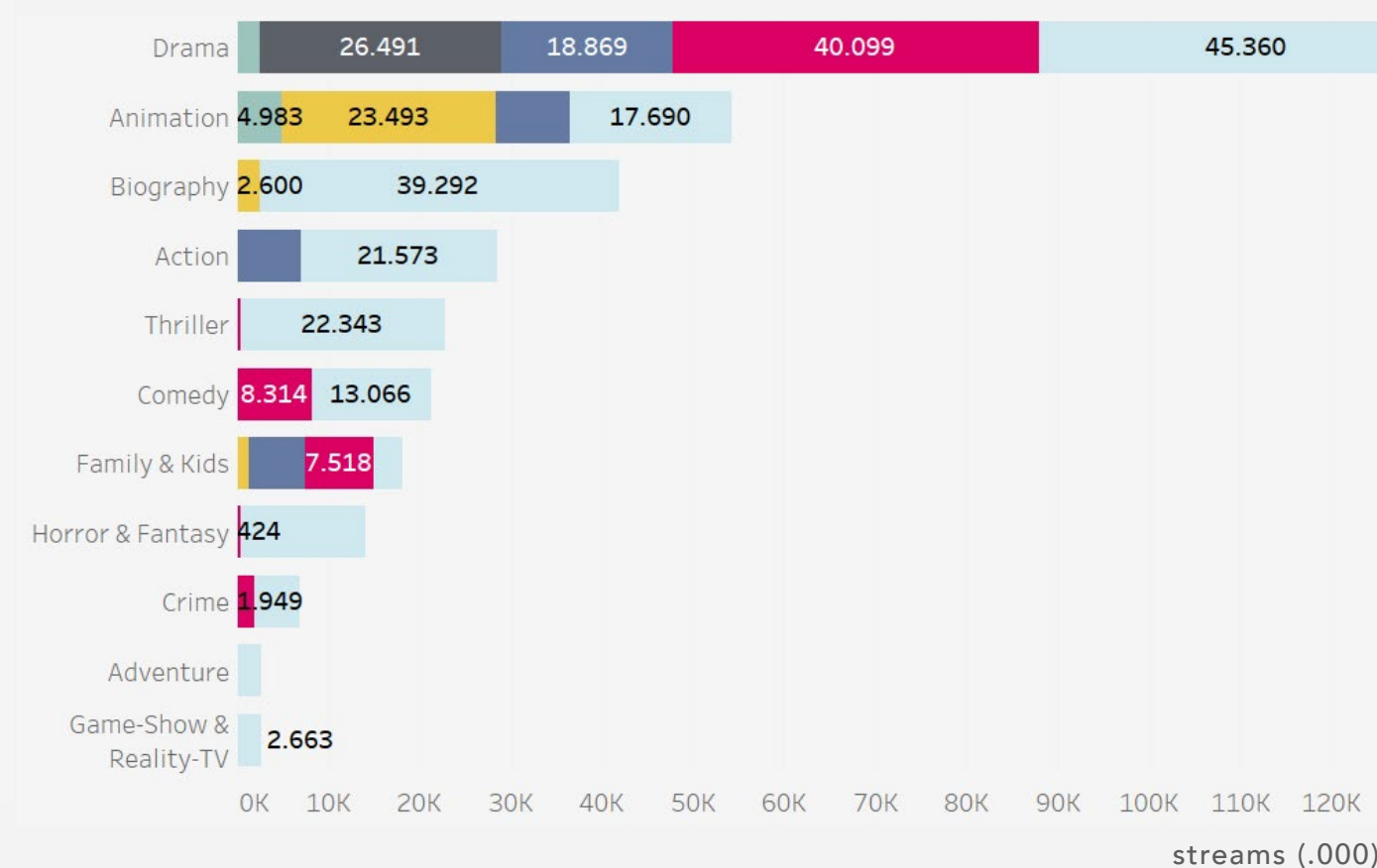
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



RYAN MURPHEY IS THE ANSWER TO OCTOBER'S SUCCESS

If the month of October had to have a face and a winner, that person would absolutely have to be Ryan Murphey. One thing is clear: he knows how to spark in us feelings of suspense, excitement - and even anxiety, right? He's the creator and writer of the Top #2 most popular shows in the Spanish market as well as in all five markets, collecting 201.7M and 138M streams respectively in all. Top #1 is "Dahmer", making the Biography genre the third most watched genre, with 12.11% of total views, that is to say, 35M views this month. With last month's figures included, the show has accumulated 50M views in two months. However, will "Dahmer" pass the test of time or achieve any longevity at all?

The second most streamed show in the Spanish market was "The Watcher", the based-on-a-true-story Thriller that features a wonderful cast: Naomi Watts, Bobby Cannavale, Jennifer Coolidge, Mia Farrow, Christopher McDonald and more. It garnered 22.M views for the Thriller genre, the fifth most played this month.

Other shows that were not written by Murphey but were also spooky as hell were "The Midnight Club" (8.6M) and "Guillermo del Toro Presents 10 After Midnight" (5M). They contributed to the highest share for both Horror & Thriller genres ever recorded in the Spanish market, 4.1% and 6.6% respectively, of total views. The Halloween season is clearly becoming more and more important in non-English speaking markets every year.

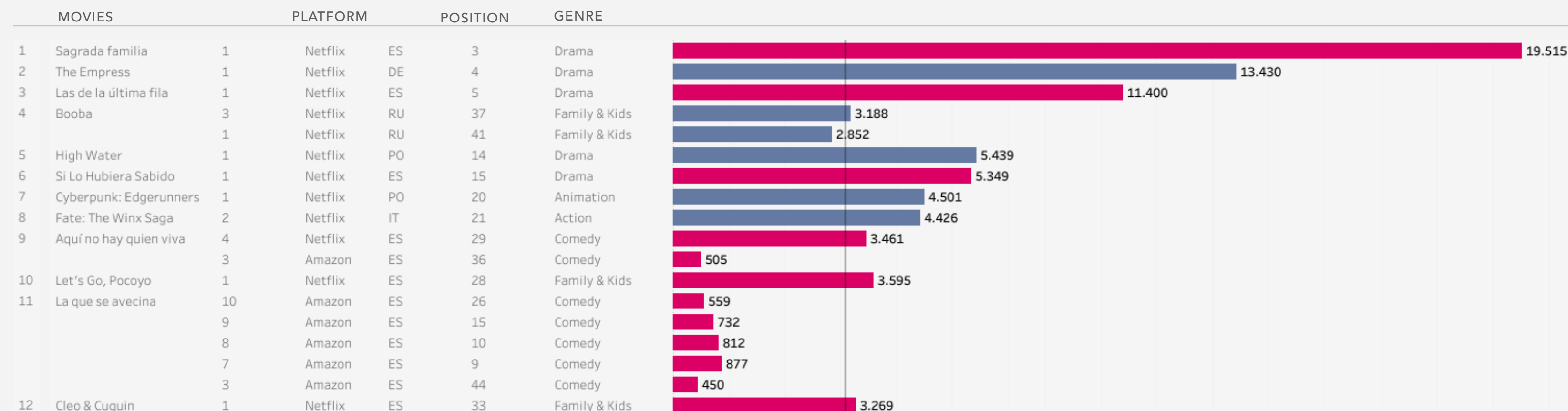
PRODUCTION COUNTRIES:



SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

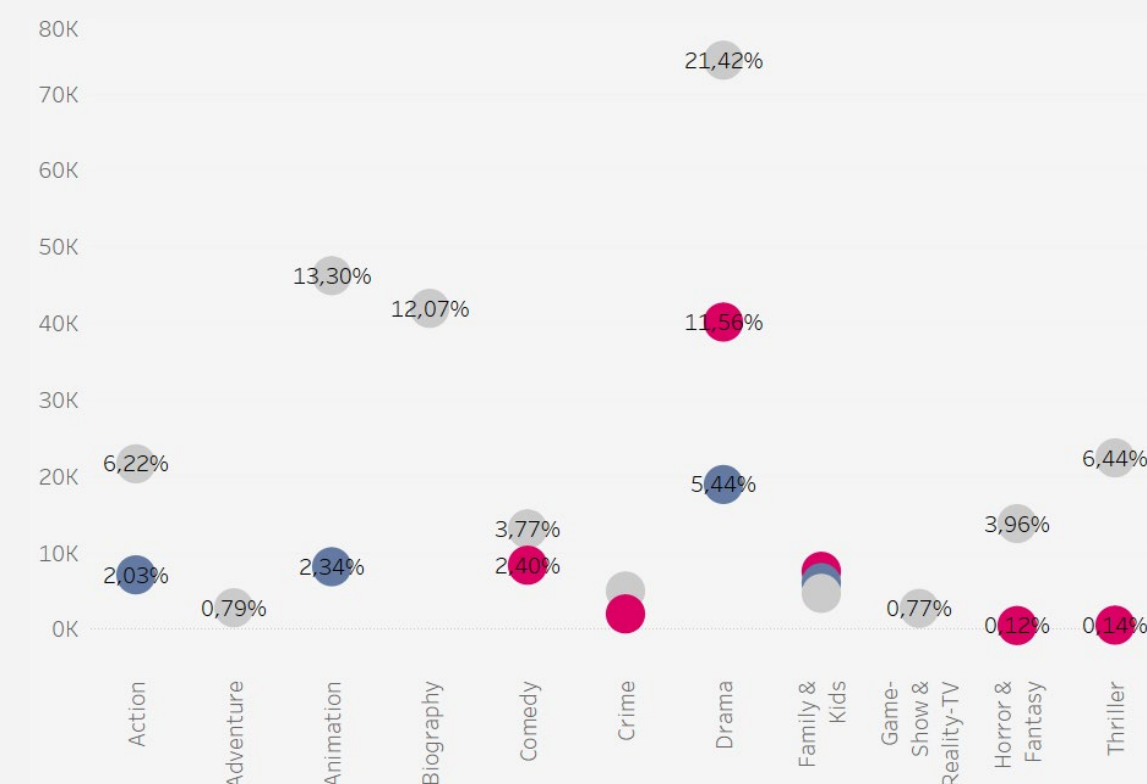
NETFLIX - AMAZON



SHOWING 12/22 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

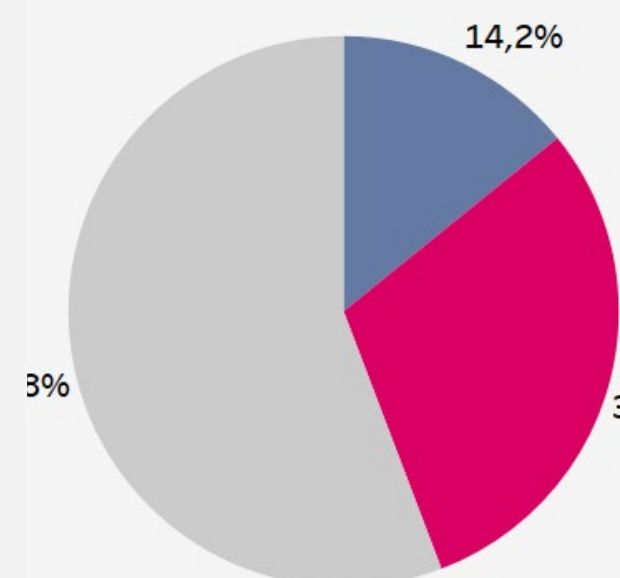
NETFLIX - AMAZON

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

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



SPANISH FEMALE ROLES TAKE THE LEAD

All of the most streamed Spanish shows this month have two things in common: they are Netflix Originals and they are basically led by female main characters! Top #3 most played show is "Sagrada Familia". Najwa Nimri and Alba Flores from Money Heist - among many other actresses have gathered 27M views: 9.5M in the local market, 3.3M in Italy and 4.2 in France. Other important Spanish shows seen in the charts are "Las últimas de la fila", the series that follows five friends on a one-week getaway together during which they get some rather special news. It collected 11.4M views, 18.2M if last month's figures are taken into account. "Si Lo Hubiera Sabido" or, "If Only" gathered 5.3M.

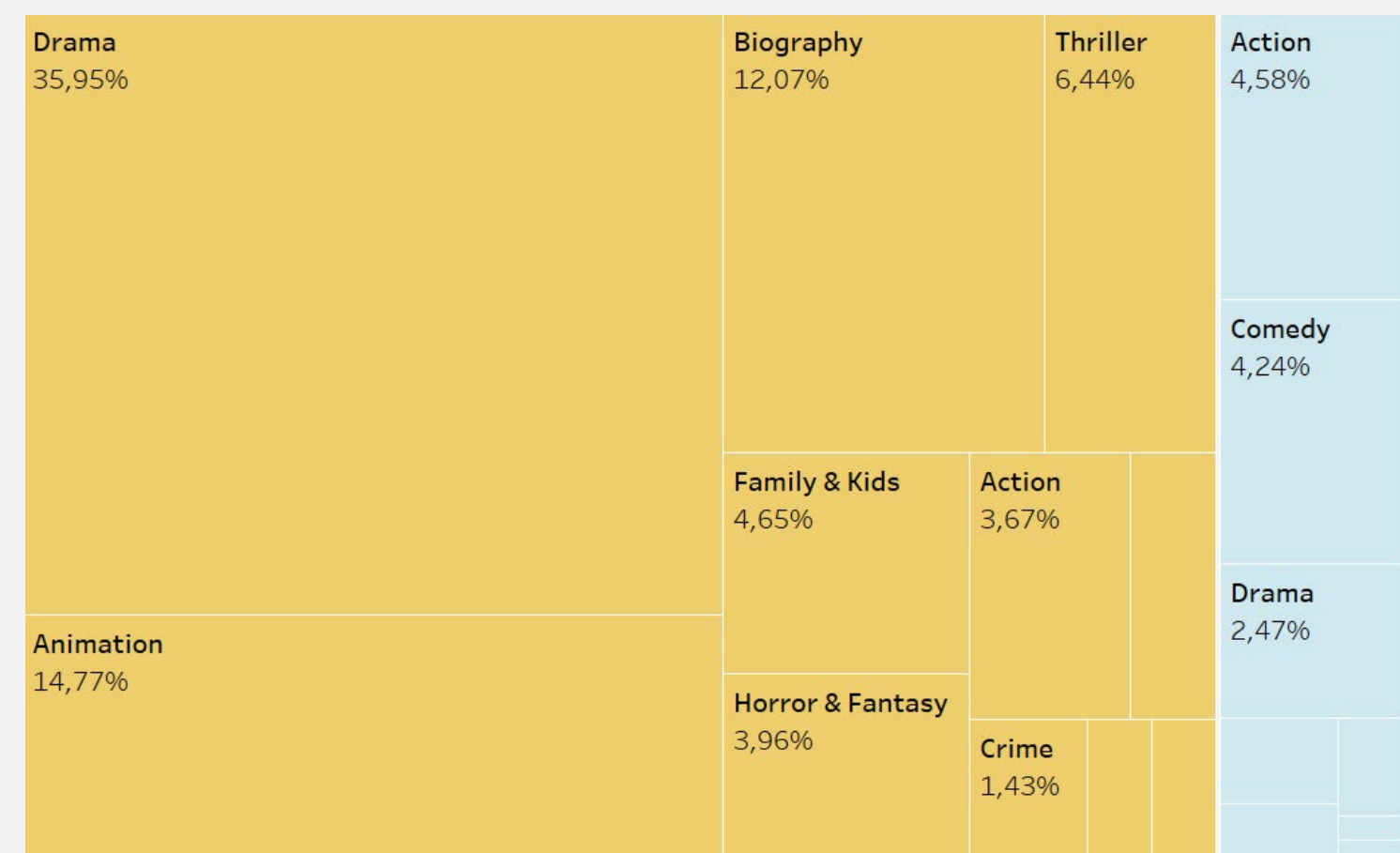
Together with a few more shows, Spanish productions didn't drop their guard this month despite the Halloween season. They have 17% of total views, a very good figure, close to the average.

EUROPEAN TITLES LOST A BIT OF THEIR SHARE BUT STILL REGISTERED GOOD FIGURES THANKS TO "THE EMPRESS"

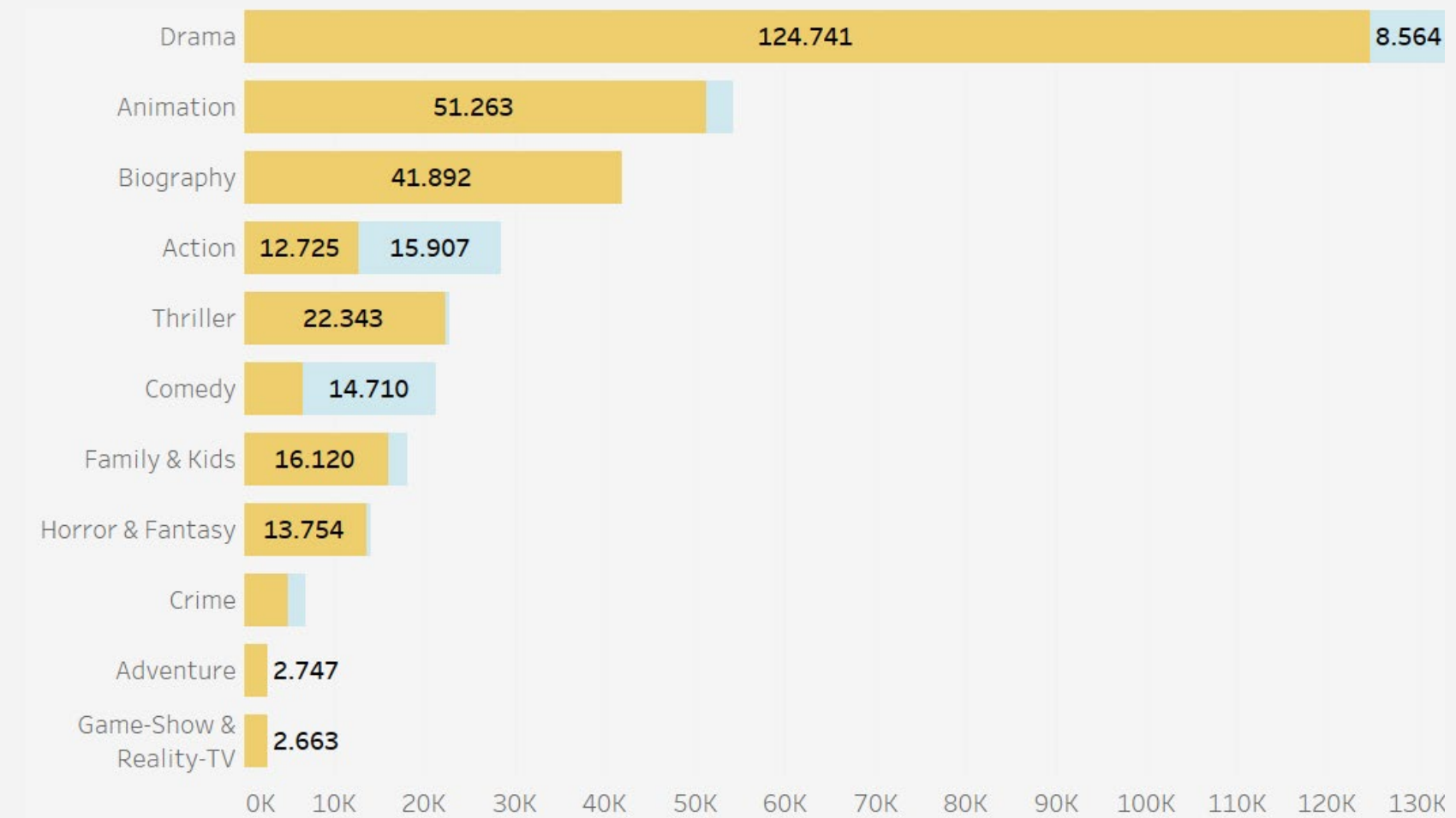
Kids program "Boba" got almost 6M, and environmentally conscious "High Water" collected 5.4M views. However, the most important show in the European charts for the Spanish market was "The Empress", a show that accumulated 13M views. If you fancy costume drama, love stories in the crown and lush dresses, this is your new go-to drama. Yes - it's got similar elements to "The Bridgerton" and "The Crown", but it's not the same!

SPAIN 100 SHOWS | SVOD PLATFORMS

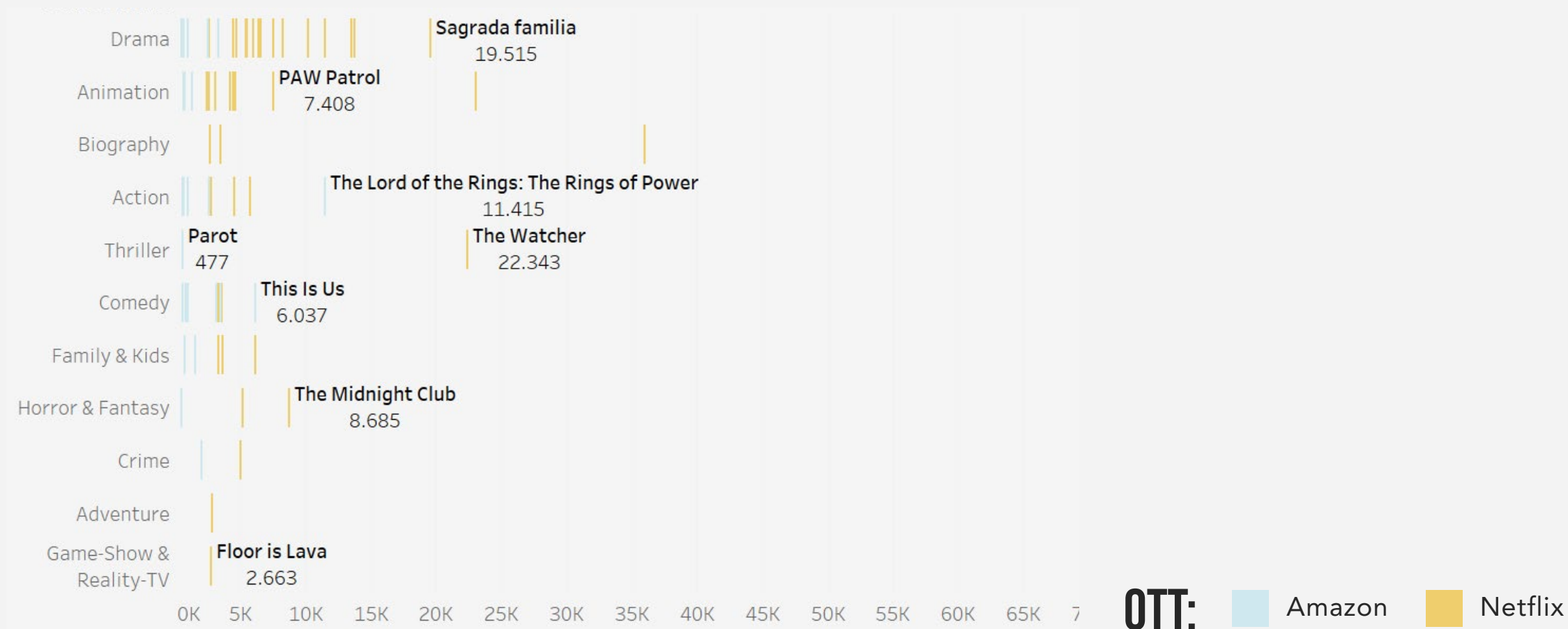
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



MAJOR SPOOKY PRODUCTIONS TAKE AMERICAN NETFLIX ORIGINALS BACK TO THE UNREACHABLE CROWN

“Dahmer” (35.8M) and “The Watcher” (22.M) are responsible for making the USA & Canada’s share that big - their share grew 12 points in comparison to last month, reaching 53.64% of total views. The spooky market is all American, but not necessarily all Netflix.

“LORD OF THE RINGS” PLAYS THE SECOND AND FINAL ACT

This month, Jezz Bezos’ platform won two more points of share in comparison to last month, reaching 13% of the share. This slice of the cake is significantly bigger in the other show markets, where “The Rings of Power” has worked best. This month, “The Lord of the Rings” show is the seventh most-watched series on the charts. As all episodes are already out, we can confidently say that the series has now accumulated 18M views in Spain, and is the 8th most-played show on the e-commerce platform.

HOT CONTENT IN SPAIN

NETFLIX'S COMMITMENT TO SPANISH PRODUCTIONS IS AS STRONG AS A MOTHER'S LOVE, JUST LIKE IN "HOLY FAMILY"

"Holy Family", an eight-episode drama from Mexican creator Manolo Caro ("The House of Flowers") presents Gloria. This mysterious woman arrives in an upscale Madrid neighborhood back in the late 1990s. She's a single mother who quickly forges friendly links with a group of her neighbors, all of whom are in different stages of motherhood. Her family seems perfect and her new life in this wealthy neighborhood promises to be that as well". A newcomer blows open the past of Gloria and her family, and lays bare what we all know but don't always remember: nothing is as perfect as it seems.

To embody these characters, Netflix Spain has used some of the best known faces: Najwa Nimri ("Money Heist"), Alba Flores (idem) and Álvaro Rico ("Elite"). Other leading Spanish actresses and actors in the project are Álex García, Macarena Gómez, Álvaro Rico, Carla Campa, Iván Pellicer and Ella Kweku.

"It's a cross between "Big Little Lies" and "Ozark"" says Najwa in an interview. "It's a thriller soap opera from the point of view of a Mexican visiting a very wealthy neighborhood in Madrid. Style-wise, it's not Spanish and it's not American either; it's something in between, that makes it something new and crisp."

There are references to Almodovar and Buñuel present everywhere, from the theme to the design of characters. The series of such mixtures has really worked. Because the series has certainly succeeded. In the week it was released and in the one after it, "Holy Family" got to Top #10 among the most streamed non-English shows. In the first week, it reached #6; in the second it hit #2, gathering 27.1M hours of views. According to our data, "Holy Family" was the third most streamed European show (27.1M) in one heck of a competitive month, that saw the third highest figure ever for European shows since data has been recorded, thanks to "Holy Family", "The Empress" (53.4M) and "High Water" (29.4M).

One month after its release, Netflix Spain began the expansion of its production hub in Madrid Content City, which is now the most extensive filming area in European territory. It has been seven years since the platform's European landing and five since the launch of its first original Spanish production, "Cable Girls". As the "Holy Family" motto says, Netflix is capable of anything to protect its family, heightening its commitment to productions made in Spain if necessary. And it's certainly doing it. For the fans of "Holy Family", we have great news: a new season is already confirmed.



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

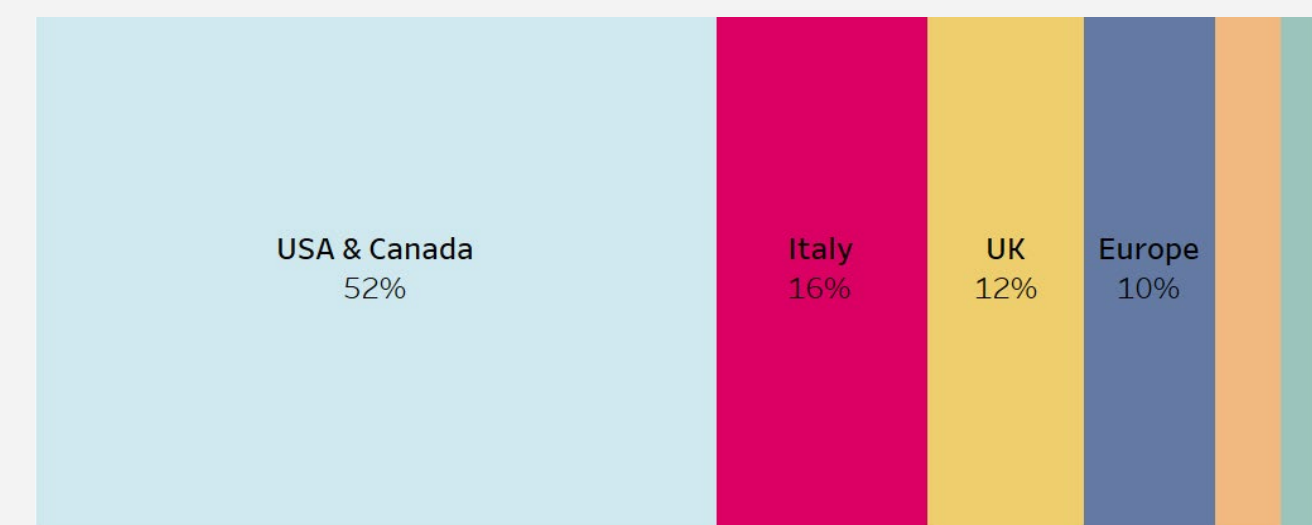
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Luckiest Girl Alive	Netflix	Drama	3.197
2 The School for Good and E..	Netflix	Action	2.164
3 Blonde	Netflix	Biography	1.824
4 Mr. Harrigan's Phone	Netflix	Horror	1.796
5 The Curse of Bridge Hollow	Netflix	Adventure	1.502
6 Lasciarsi un giorno a Roma	Netflix	Comedy	1.459
7 The Good Nurse	Netflix	Crime	1.332
8 Una boccata d'aria	Netflix	Drama	1.303
9 Morbius	Netflix	Action	1.224
10 Someone Borrowed	Netflix	Comedy	1.100
11 Godzilla vs. Kong	Netflix	Action	1.053
12 Blackout	Netflix	Action	1.007
13 Robbing Mussolini	Netflix	Drama	984
14 Last Seen Alive	Amazon	Drama	918
15 Jumping from High Places	Netflix	Comedy	841
16 All Quiet on the Western F..	Netflix	Action	827
17 Into the Labyrinth	Netflix	Horror	780
18 Memoirs of a Geisha	Netflix	Drama	755
19 Sing	Netflix	Family & Kids	677
20 Lou	Netflix	Drama	662
21 Bad Moms	Netflix	Comedy	617
22 Jaula	Netflix	Horror	585
23 Hellhole	Netflix	Horror	511
24 Old People	Netflix	Horror	507
25 Do Revenge	Netflix	Comedy	490
26 Uncharted	Netflix	Action	467
27 The Redeem Team	Netflix	Documentary	455
28 After Ever Happy	Amazon	Drama	380
29 The Gray Man	Netflix	Action	362
30 Athena	Netflix	Action	349
31 Vanilla Sky	Netflix	Fantasy	332
32 Beyond the Universe	Netflix	Comedy	326
33 Se mi vuoi bene	Netflix	Comedy	321
34 Lillo e Greg Comedy Show	Amazon	Comedy	308
35 Purple Hearts	Netflix	Drama	301

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

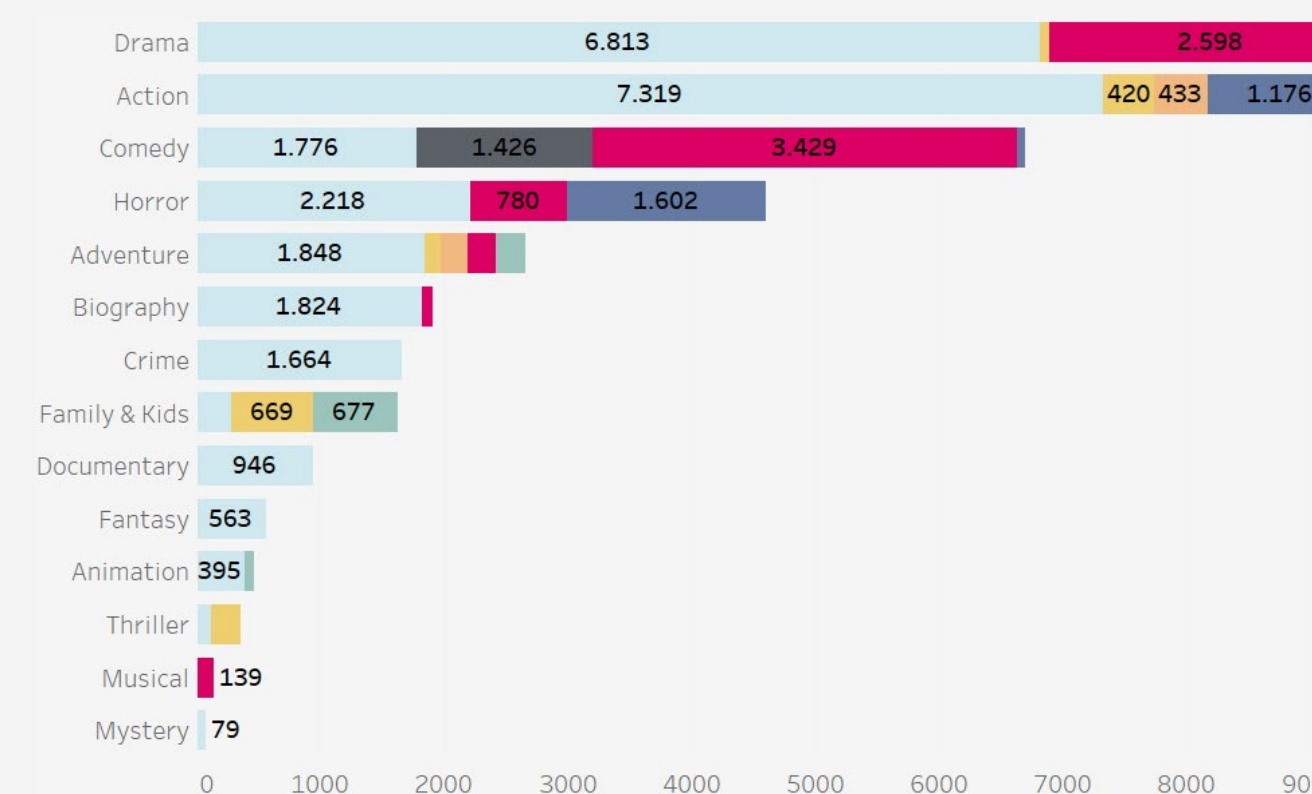
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



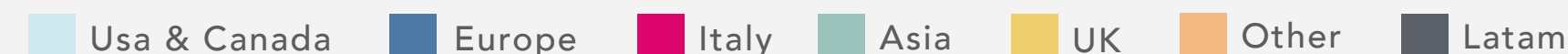
GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



AMERICAN PRODUCTIONS RISE - BUT SO DO LOCAL

September was a good month for non-American productions and we thought October might be too, but the spooky season spoiled the charts.. USA & Canada productions rose from the dead: they took 62.88% of total streams with 52% percent of the catalogue, owning the Top #5 most popular. Their productions are predominant in all the popular genres except for comedy, which always goes for locals in the Italian market: they certainly know how to make the public laugh. Actually, local movies gained 5 points from last month; it was the main production country, with 17.68% of total views, 7.2M streams - a number we have yet to see during the whole summer of collected data.

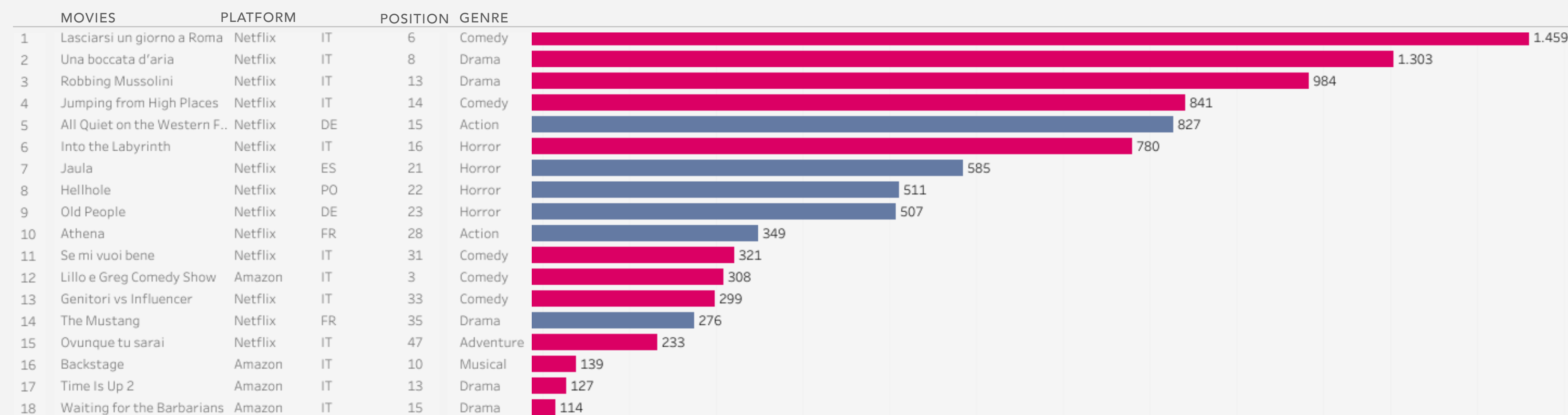
BIG GENRES FALL WHILE MOST NICHE GENRES ARE MORE PROMINENT

The Horror genre took the baton from the Thriller genre last month and even surpassed it: it collected 11.2% of total views thanks to "Mr. Harrigan's Phone", "Into the Labyrinth", "Jaula" and "Hellhole". The last three flicks are European productions! Another not-that-common genre that increased its streams this month is Adventure (6.46%), mainly because of "The Curse of Bridge Hollow".

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

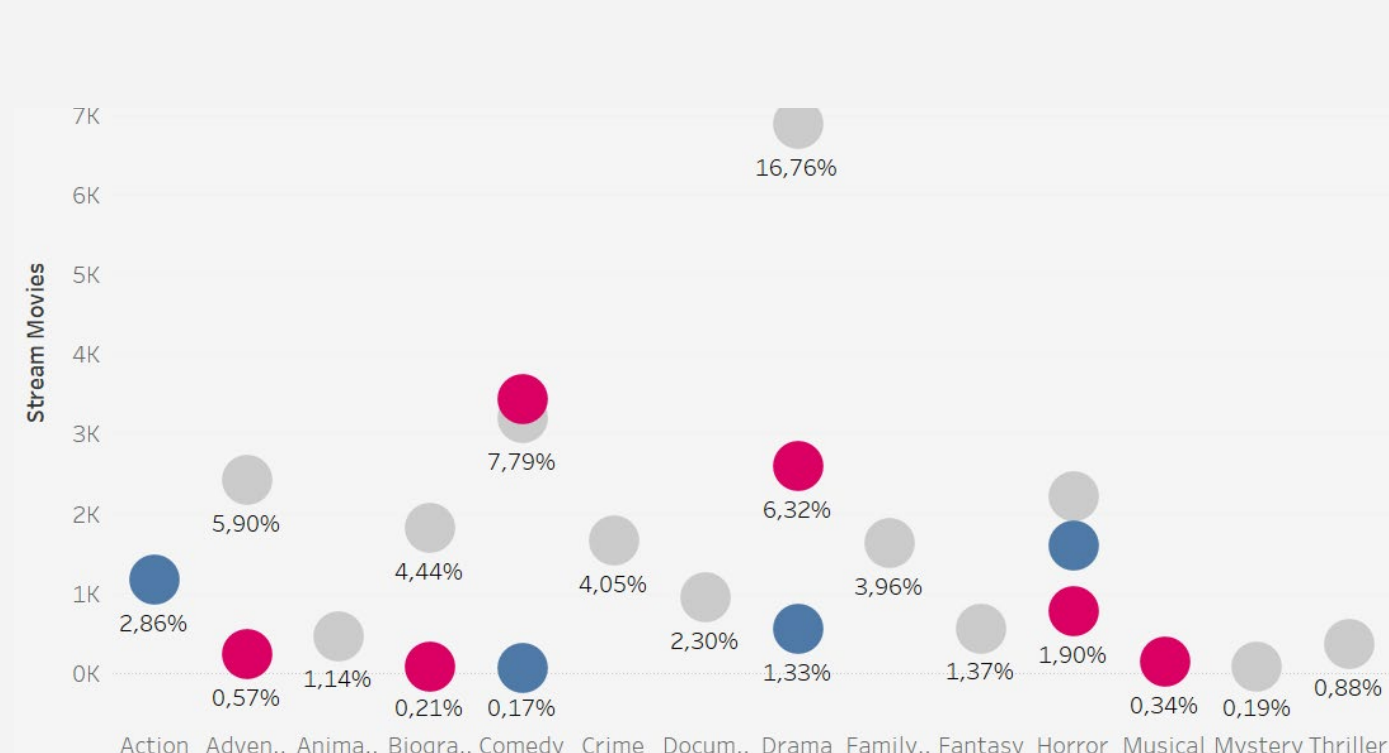
NETFLIX - AMAZON



SHOWING 12/22 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

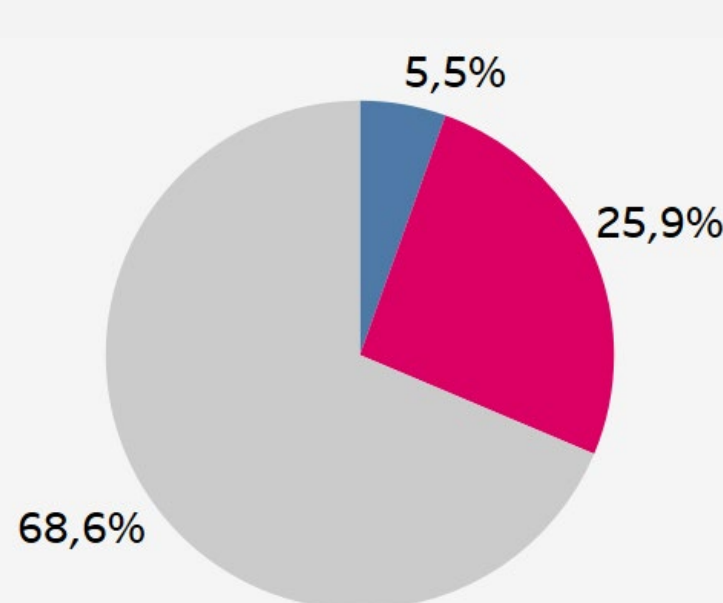
NETFLIX - AMAZON

GENRE	EU	ES
Action	2	
Adventure		1
Biography		1
Comedy	1	7
Drama	4	5
Horror	3	1
Musical		1

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



LOCAL DRAMA PLAYS ONE OF ITS BEST NUMBERS

Last month, out of 15 Italian movies, 13 were comedies. Now, the catalogue is more diverse. Special attention has to be paid to the Drama genre, which registered one of the best numbers we've witnessed. It holds 1/4 of the total views of the genre. "Una boccata d'aria" and "Robbing Mussolini" are the most popular in the genre. They have 1.3M and 984K views respectively, and they are part of the #10 overall movies that played the most this month. Both premiered theatrically, but Netflix distributes only the latter. In addition, "Robbing Mussolini" or "Rapiniamo il duce", the eagerly awaited movie, premiered at the 17th Rome Film Fest and later on Netflix.

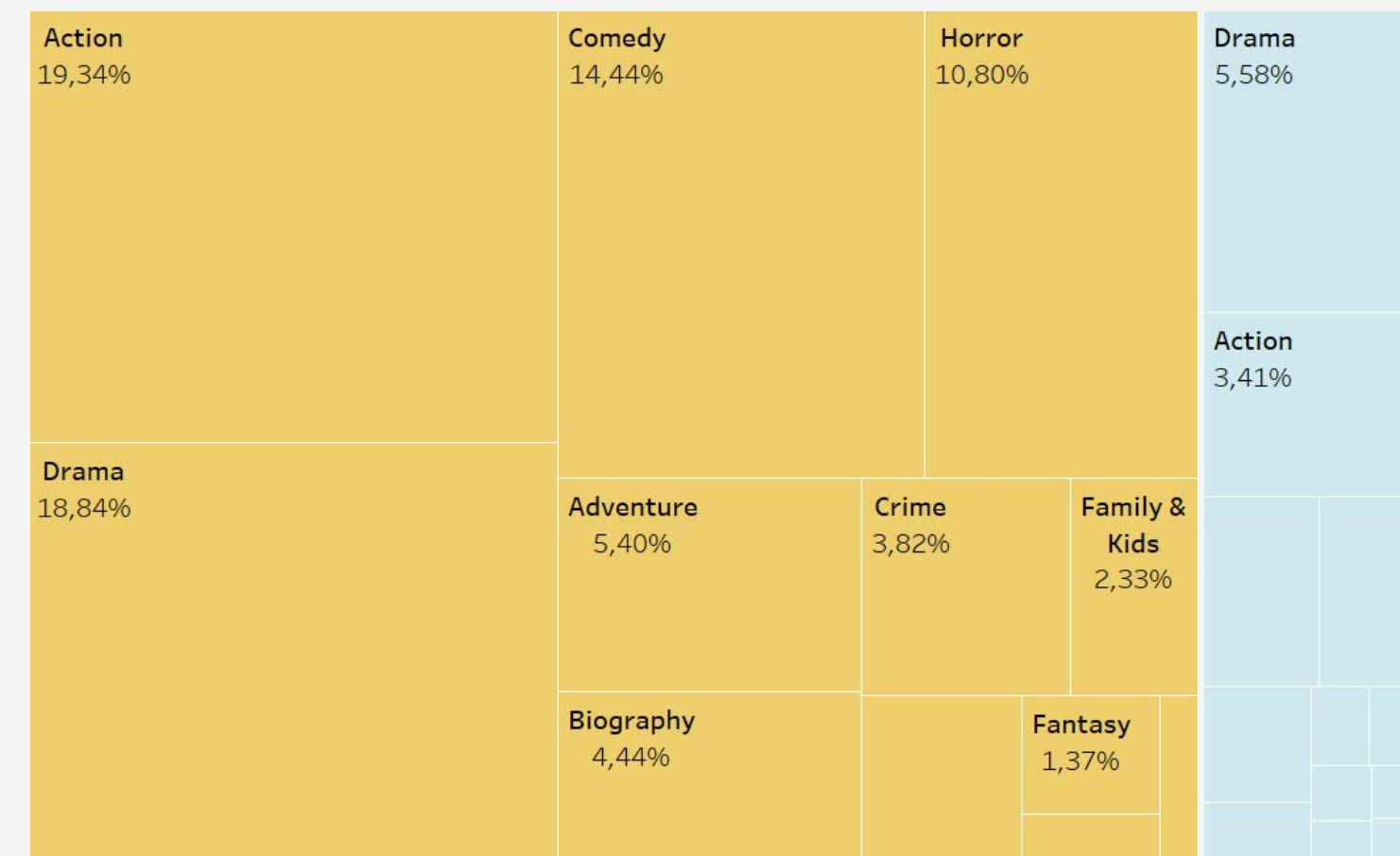
"JUMPING FROM HIGH PLACES" DID EXACTLY THAT: JUMP - TO LOTS OF MARKETS

"Per lanciarsi dalle stelle" or "Jumping from High Places" might not be the local favourite movie - although this month was a bit competitive - but it is certainly the movie that travelled the most in Europe. The Netflix original coming-of-age story travelled all over the European market except for the UK. In the four markets, it gathered almost 3M views.

ITALY 100 MOVIES | SVOD PLATFORMS

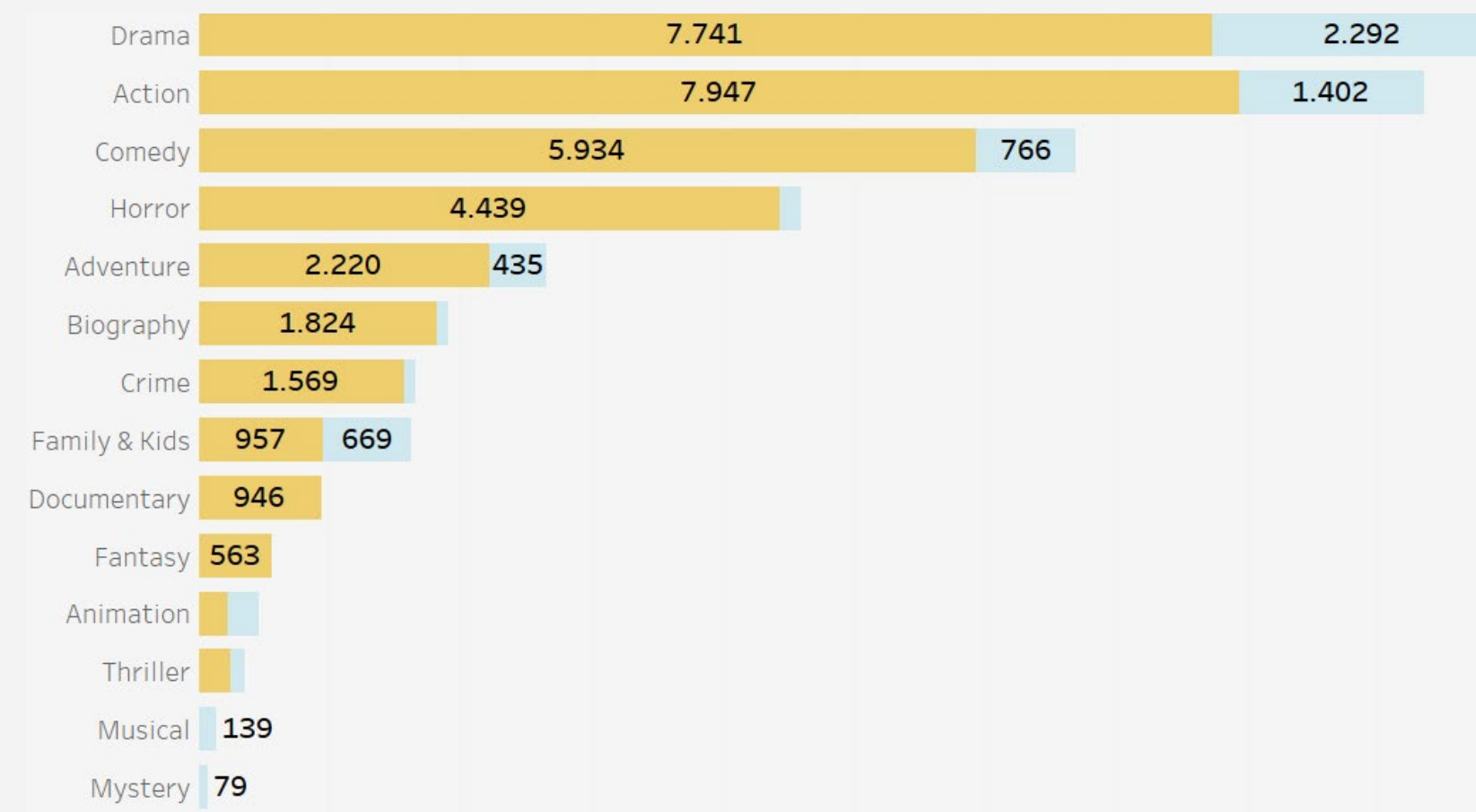
MOST WATCHED GENRES

SHARE BY PLATFORM

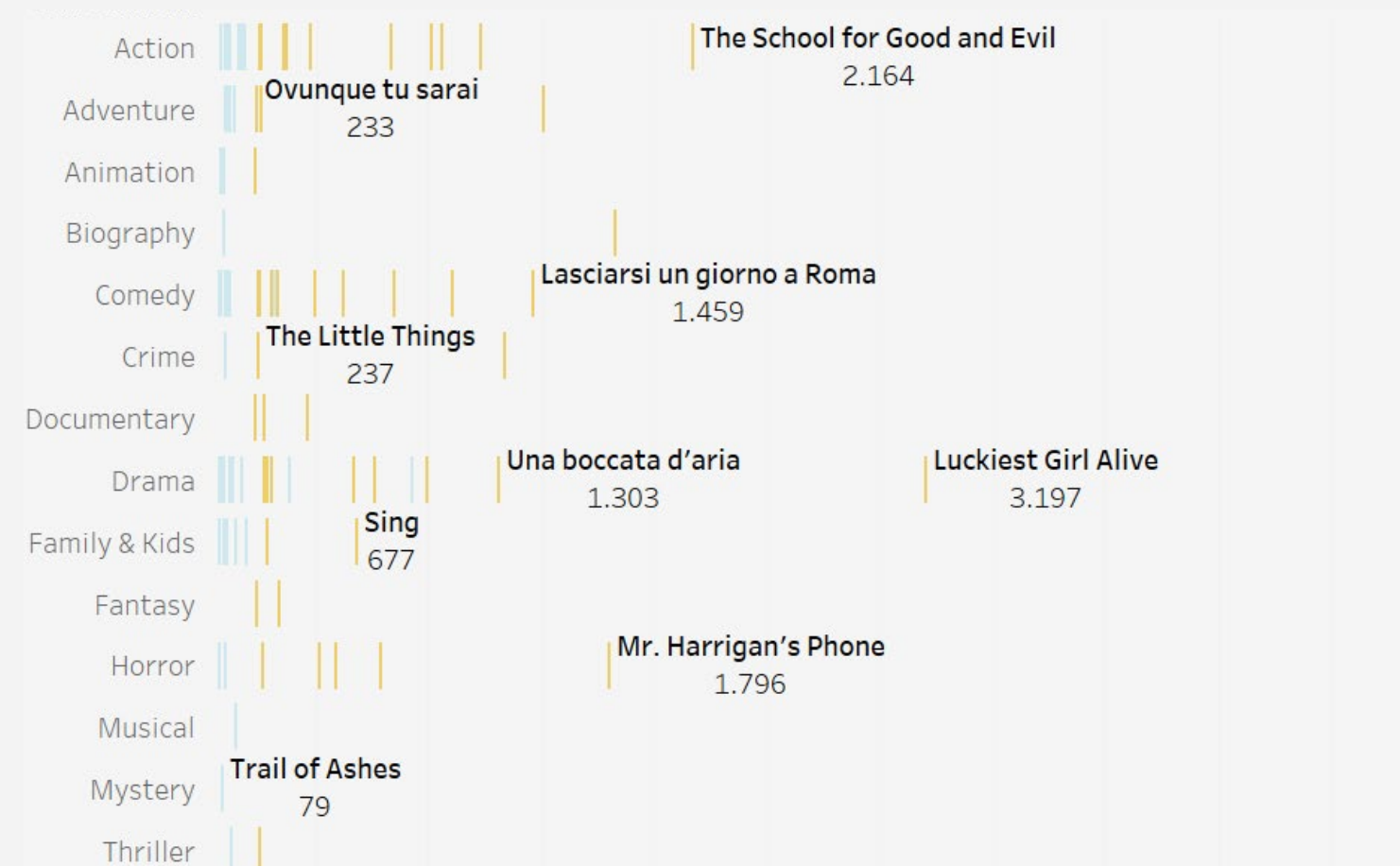


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

ONE OF THE WORST PERFORMANCES FOR JEZZ BEZOS' PLATFORM

As reported in our Equinox Report, Italy is one of the markets where the e-commerce platform is the most successful in our five analysed countries. However, it seems like Amazon's performance this month in Italy was one of the worst ever recorded in a long time, gathering only 15.8% of the views. The most popular flicks from Jezz Bezos' platform are "Last Seen Alive" (918K) the newly released Gerard Butler action movie, "After: Ever Happy" (380K), the fourth overall instalment in the After film series, and "Lillo e greg Comedy Show" (308), a movie where Claudio Gregori and Lillo Petrolò make us all laugh about the absurdity of ordinary life in a sketch format. The first two movies contribute to the Drama genre crown this month on Amazon (5.6%), while Lillo and Greg are heading the third most played genre, Comedy (1.86%).

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

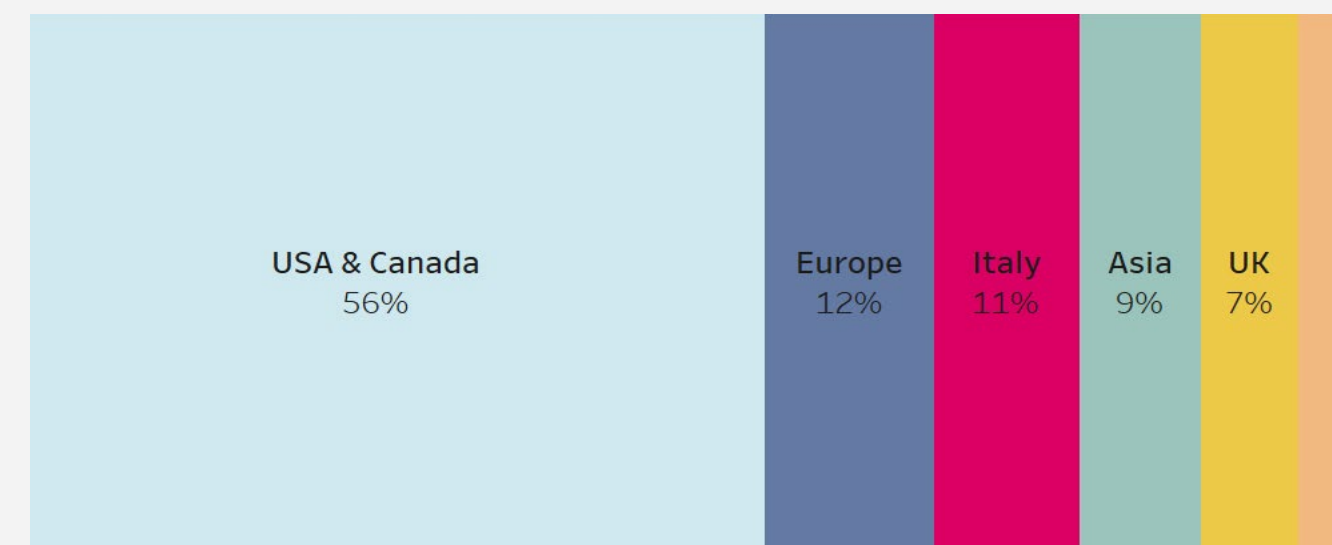
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Monster: The Jeffrey Dah..	Netflix	Biography	34.472
2	The Watcher	Netflix	Thriller	18.858
3	The Big Bang Theory	Amazon	Comedy	1.878
		Netflix	Comedy	12.798
4	Tutto Chiede Salvezza	Netflix	Comedy	12.027
5	Peppa Pig	Netflix	Animation	10.521
6	The Empress	Netflix	Drama	8.980
7	The Lord of the Rings: The..	Amazon	Action	7.609
8	The Midnight Club	Netflix	Horror & Fantasy	7.572
9	Dynasty	Netflix	Drama	7.293
10	The Crown	Netflix	Biography	5.498
11	Mare Fuori	Netflix	Drama	4.668
12	Hunter x Hunter	Amazon	Animation	1.105
		Netflix	Animation	3.537
13	Vatican Girl: The Disappe..	Netflix	Crime	4.085
14	Fortune Seller: A TV Scam	Netflix	Biography	3.936
15	Fate: The Winx Saga	Netflix	Action	3.882
16	Young Sheldon	Netflix	Comedy	3.870
17	Conversations with a Kille..	Netflix	Biography	3.814
18	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	3.789
19	High Water	Netflix	Drama	3.741
20	Cyberpunk: Edgerunners	Netflix	Animation	3.490
21	One Tree Hill	Amazon	Drama	3.470
22	Sagrada familia	Netflix	Drama	3.389
23	This Is Us	Amazon	Comedy	3.388
24	From Scratch	Netflix	Drama	3.371
25	Shameless	Amazon	Comedy	2.927
26	Me Contro Te - La Famigli..	Amazon	Action	2.558
27	The Peripheral	Amazon	Drama	2.280
28	Parks and Recreation	Amazon	Comedy	2.263
29	Barbarians	Netflix	Action	2.258
30	The Sandman	Netflix	Action	2.211
31	McLeod's Daughters	Amazon	Drama	2.117
32	The Playlist	Netflix	Biography	2.074
33	Cobra Kai	Netflix	Action	2.066

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

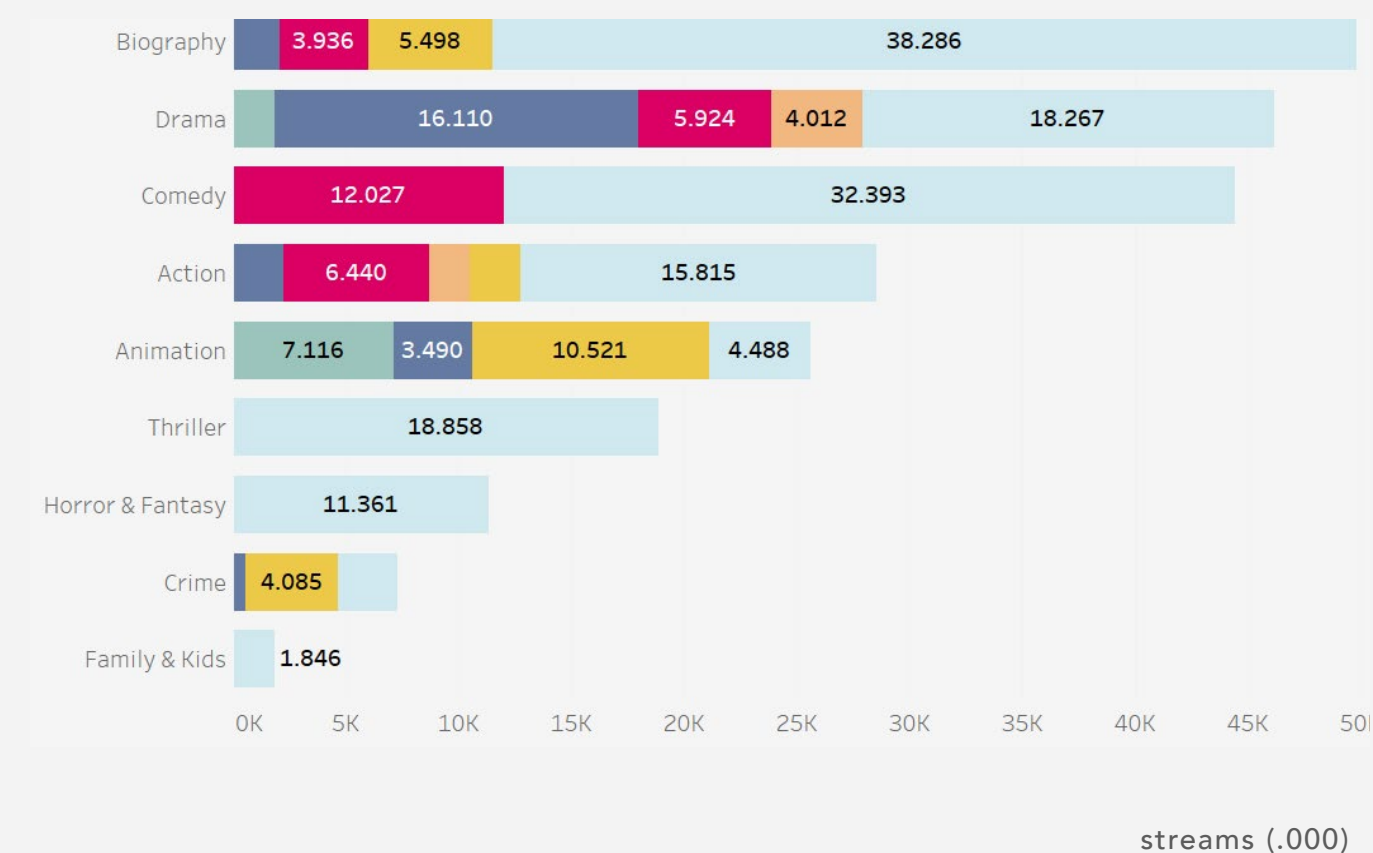
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



DAHMER WAS A KING - A SPONTANEOUS KING

“Dahmer” collected 34.4M views in the Italian market. When last month’s figures are included, the show has now gathered 45.2M views and become the 17th most streamed show in Italy as far as we’ve recorded, after just one season. Internationally, the show that followed the American serial killer has officially surpassed 1 billion hours viewed. In October it became the second most-played English-speaking show in the first 28-days window. However, by the first days of December, this distinction was no longer held by “Dahmer”. The “Addams Family” spinoff, “Wednesday”, took that place during the first days of December. But, no spoilers. We’ll see in the November report!

“FATE: THE WINX SAGA” STILL GAINS VIEWS

Despite landing on Netflix on Friday 16th September, “Fate: The Winx Saga” still features in the charts. In the five markets, the series collected 107M, and was the 5th most-played European product. We still cannot believe it got cancelled. Do you want to know why? Go and check Spain Hot Title from last month to learn how cancellation works in Los Gatos.

ITALY 100 SHOWS | EUROPEAN FOCUS

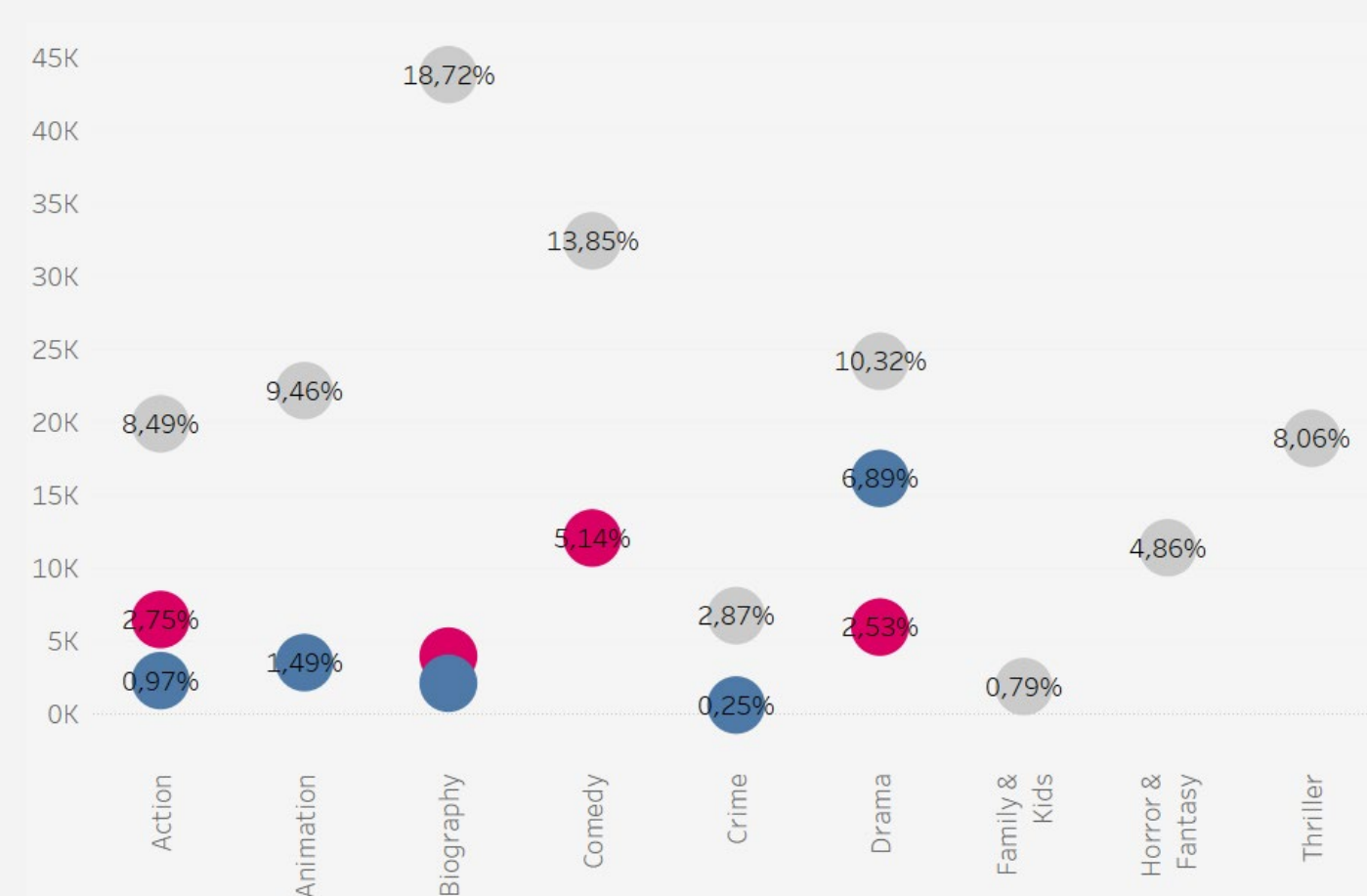
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	
1	Tutto Chiede Salvezza	1 Netflix	IT 3	Comedy	12.027
2	The Empress	1 Netflix	DE 4	Drama	8.980
3	Mare Fuori	2 Netflix	IT 21	Drama	2.409
		1 Netflix	IT 22	Drama	2.258
4	Fortune Seller: A TV Scam	1 Netflix	IT 8	Biography	3.936
5	Fate: The Winx Saga	2 Netflix	IT 9	Action	3.882
6	High Water	1 Netflix	PO 12	Drama	3.741
7	Cyberpunk: Edgerunners	1 Netflix	PO 15	Animation	3.490
8	Sagrada familia	1 Netflix	ES 16	Drama	3.389
9	Me Contro Te - La Famigli..	1 Amazon	IT 2	Action	2.558
10	Barbarians	2 Netflix	DE 23	Action	2.258
11	The Playlist	1 Netflix	SE 27	Biography	2.074
12	Prisma	1 Amazon	IT 5	Drama	1.256
13	A Private Affair	1 Amazon	ES 19	Crime	583

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

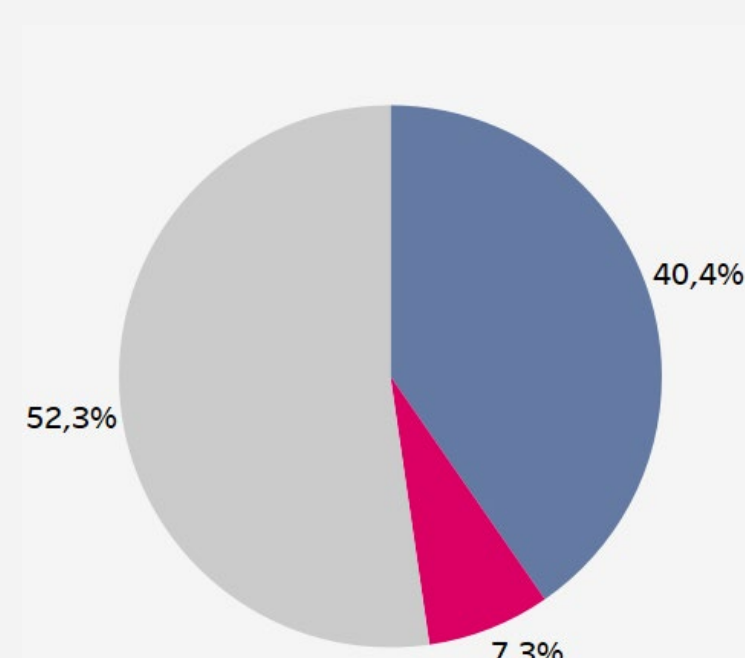


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

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

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



LOCAL SHOWS WON'T LET US DOWN

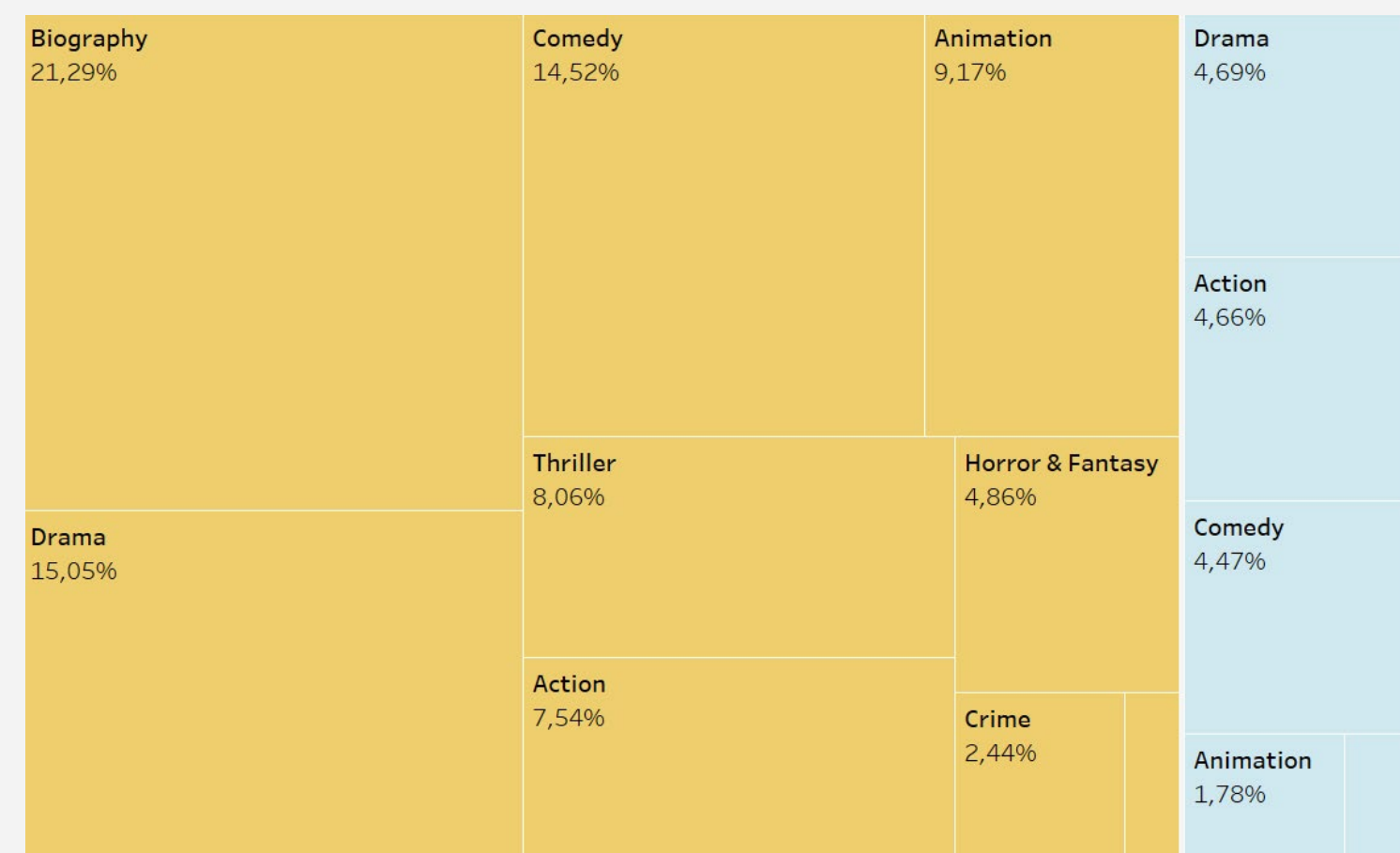
Italian series peaked at the highest share so far last month, accounting for 27% percent of total streams. This month wasn't as marvellous as the last, but local shows still performed way better than average, collecting 12.11% of total streams. This is mainly because of "Tutto Chiede Salvezza" (12M), a show based on Daniele Mencarelli's book that deals with mental health in different generations. "Mare Fouri" and "Fortune Seller: A TV Scam" are also contributing. The first has already gathered 50.5M since its premiere, and was the 11th most-played show in Italy. The latter, a docu-reality that follows the controversial artist Wanna Marchi and Stefania Nobile. Do you want to know more about the trend of docu-realities? Check the September Hot Title in Germany!

CENTRAL EUROPE IS PRETTY PREDOMINANT

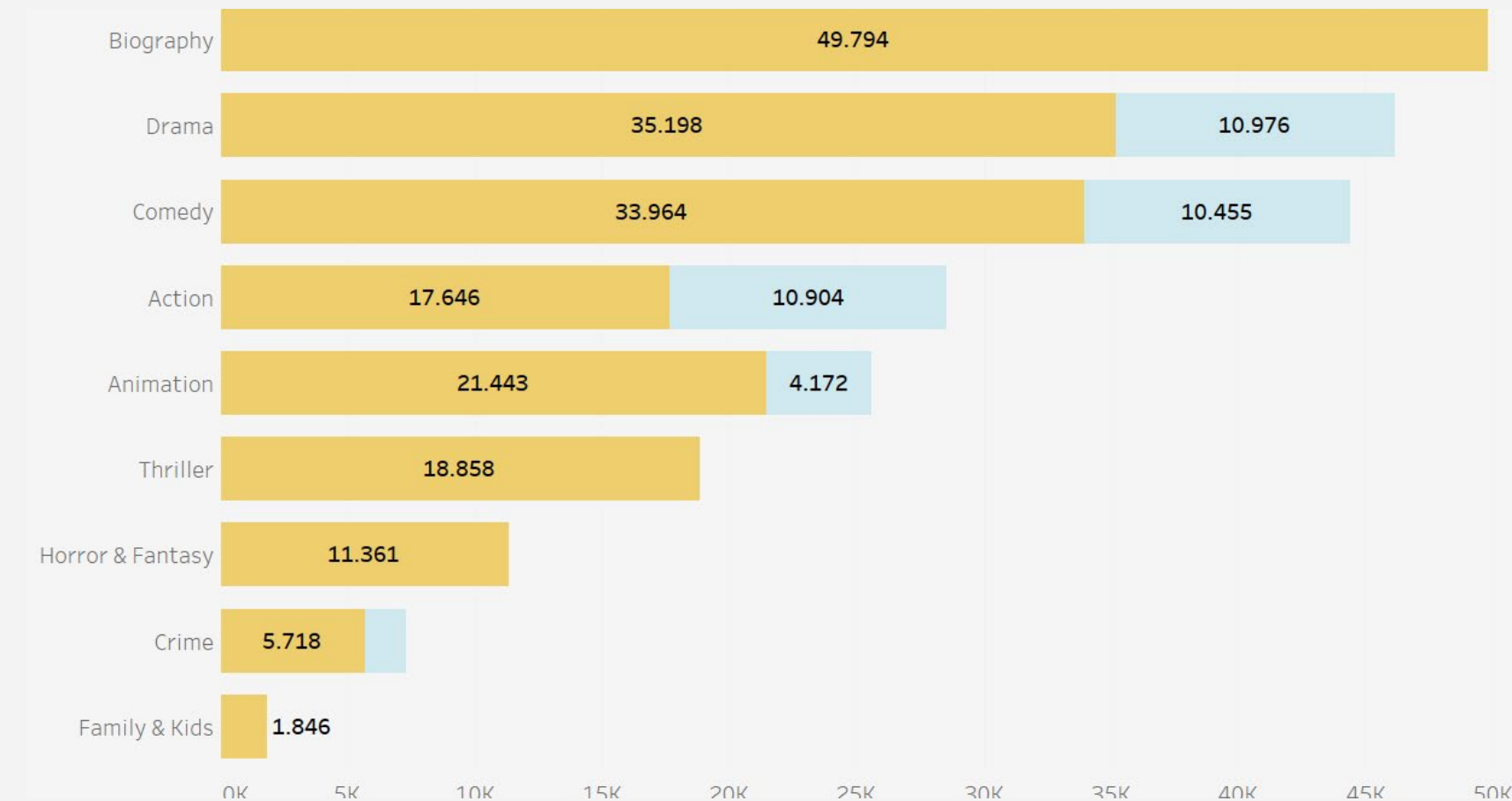
Polish and German titles are almost as present as Italian titles in terms of catalogue! This month, Central Europe productions had a good streak and have undoubtedly grabbed gold in the European market. "The Empress", the most popular European show this month, collected 8.9M in Italy. "High Water" is the second most popular, collecting 3.7M. "Cyberpunk: Edgerunners" (3.4M) and "Barbarians" (2.2M) are the fourth and fifth most popular this month.

ITALY 100 SHOWS | SVOD PLATFORMS

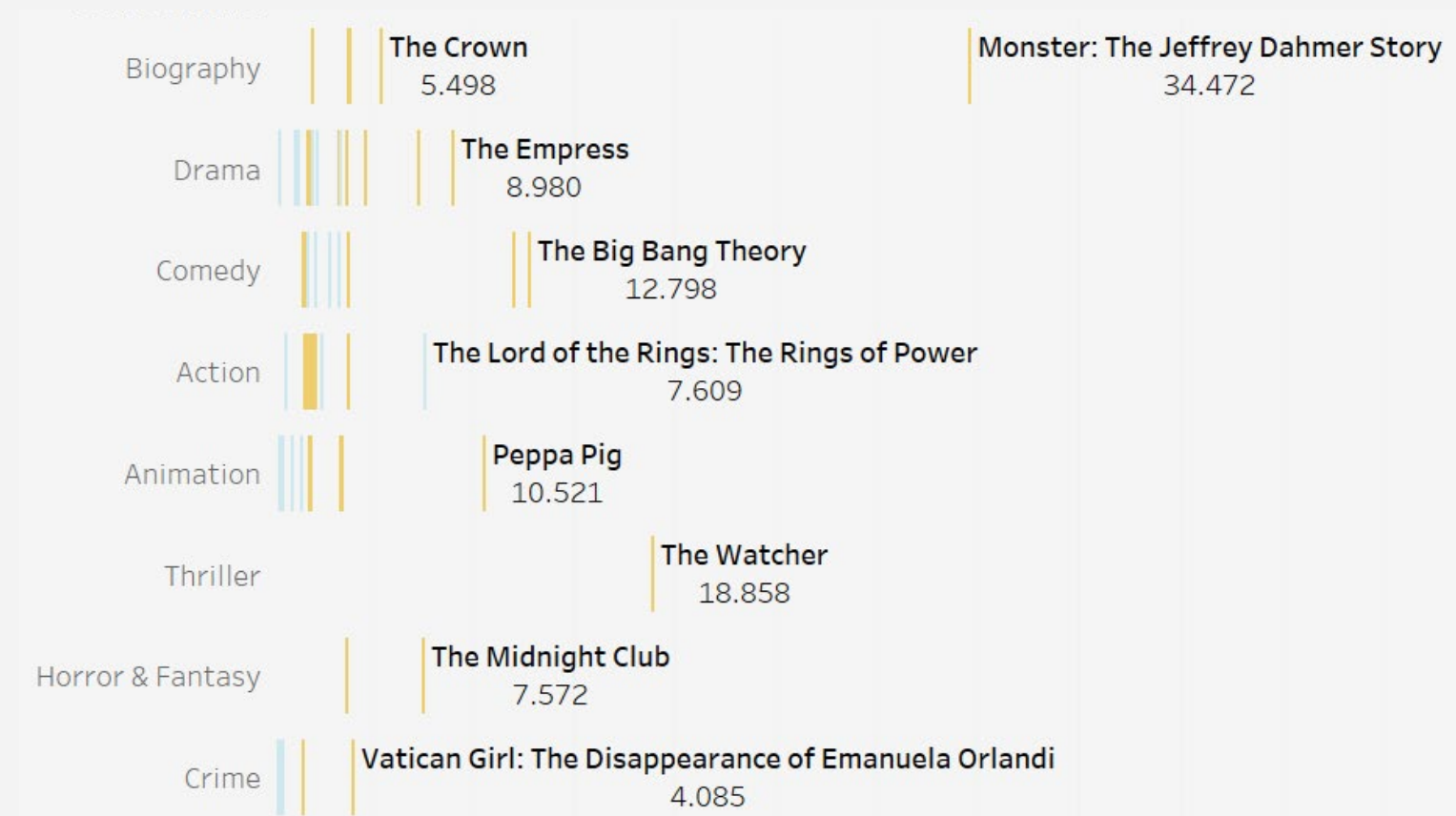
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

WE NOW CAN CONFIRM IT: NO STREAMING WAR HERE

Amazon lost one point of share although it collected a couple more views than last month (38M). The most popular shows on the e-commerce platform were the family drama "This Is Us", all-time teen obsession "One Tree Hill" and, of course, "Lord of the Rings: Rings of Power". Right now, "This is Us" collects, in retrospect, more streams than "Rings of the Power" in Italy: with 24M views, it is the third most popular series on the platform in the Italian market. With 11.4M from this month, the J. R. R. Tolkien adaptation gathered 16.7M in Italy, establishing itself as the 8th most popular show in Amazon's market, with less than half of the streams enjoyed by the number 1 title, "LOL: Last One Laughing Italy". Together with the other four markets, the series is the 5th most popular on Amazon. Has "Lord of the Rings: Rings of the Power" reached expectations? Go and check our September special take on the show, read the numbers again and answer the question yourself.

HOT CONTENT IN ITALY

“TUTTO CHIEDE SALVEZZA”, ITALIAN SHOWS AND THE COMPETITION

“Tutto chiede salvezza” follows Daniele, a guy who suddenly wakes up in a psychiatric hospital against his will because of a TSO (mandatory medical treatment). Through Daniele’s story, the audience will reflect on the issues of mental illness, what it means to be “normal,” the power of friendship, and the significance of relationships. All of these themes are presented via a very ironic yet hopeful narrative approach, wonderfully written by Francesco Bruni himself, a writer and director with lots of premie e riconoscimenti - he received several David di Donatello Awards for “La prima cosa bella”, “Scialla! (Stai sereno)”, “Tutto quello che vuoi”. He wrote it with Daniele Mencarelli, Daniela Gambaro, and Francesco Cenni.

The story is loosely based on the novel of the same name, written by one of its co-writers, Daniele Mencarelli, an Italian writer who actually was one of the last two contenders for one of the most important literary awards in Italy, the Strega. He eventually did not get the recognition of experts, but Mencarelli’s outstanding work eventually got the Strega Giovani, a young people’s award.

The life of our twenty-year-old leading character - played by Federico Cesari, the main character in “SKAM Italy” (last month’s Hot Title) - is presented in each episode as one day in his life. He will discover how, with the help of “five nutters who he shared his room and this week of his life with,” that accepting one’s self and others may help

to forge links and meaningful relationships thanks to this experience, making “Tutto chiede salvezza” a charming but rough coming-of-age story.

In spite of relatively little movement on social media, from what we can deduce the show has been watched and loved by a broad range of ages; it collected 12M views in its first month on the charts and had the fourth-best intro for an Italian show. Furthermore, the show has already entered the Top #15 most streamed European shows in the home market, and has, indeed, had a wonderful reception so far.

Italian shows are enjoying one of their best times in the chart. In terms of monthly figures, we know that last month, September, saw by far the best number Italy’s shows have ever had, with 142M collected in all markets, when the usual monthly performance is around 35M. In terms of quarters, with only one month counting from Q4, this last quarter of the year has already accumulated 46M views, only 6M streams less than Q2. Yes - this month hasn’t been as extraordinary as the last one, but Italian shows are certainly making their presence felt*??. However, can Netflix Italy do that?

While these numbers do certainly bring good news to European productions, what is also true is that Netflix can’t compete with all the other local products that are not produced or distributed by Los Gatos company.

According to a report unveiled at Italy’s MIA Market in October, Rai accounted for 74% of the programming offering, followed by Sky and Mediaset with 8% each, then Netflix, with a 6% share. Amazon and Disney had 3 and 1 percent of the share respectively. Netflix knows that it can’t compete with the strong local content from those local companies, especially those that are directly curated for people who usually spend less time on technological devices, such as the silver audience. In comparison with five years ago, local content has certainly grown and made itself indispensable in the Italian market. However, will the giant N be capable someday of taking other local platforms’ pieces of the pie with regard to local content? We’ll have to wait and see.



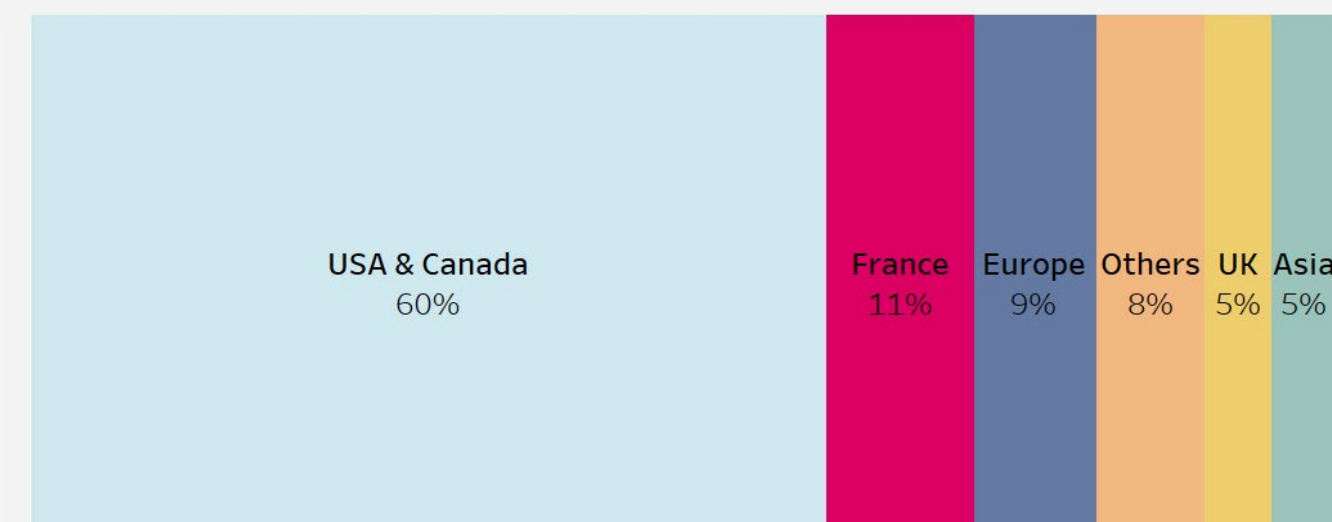
FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

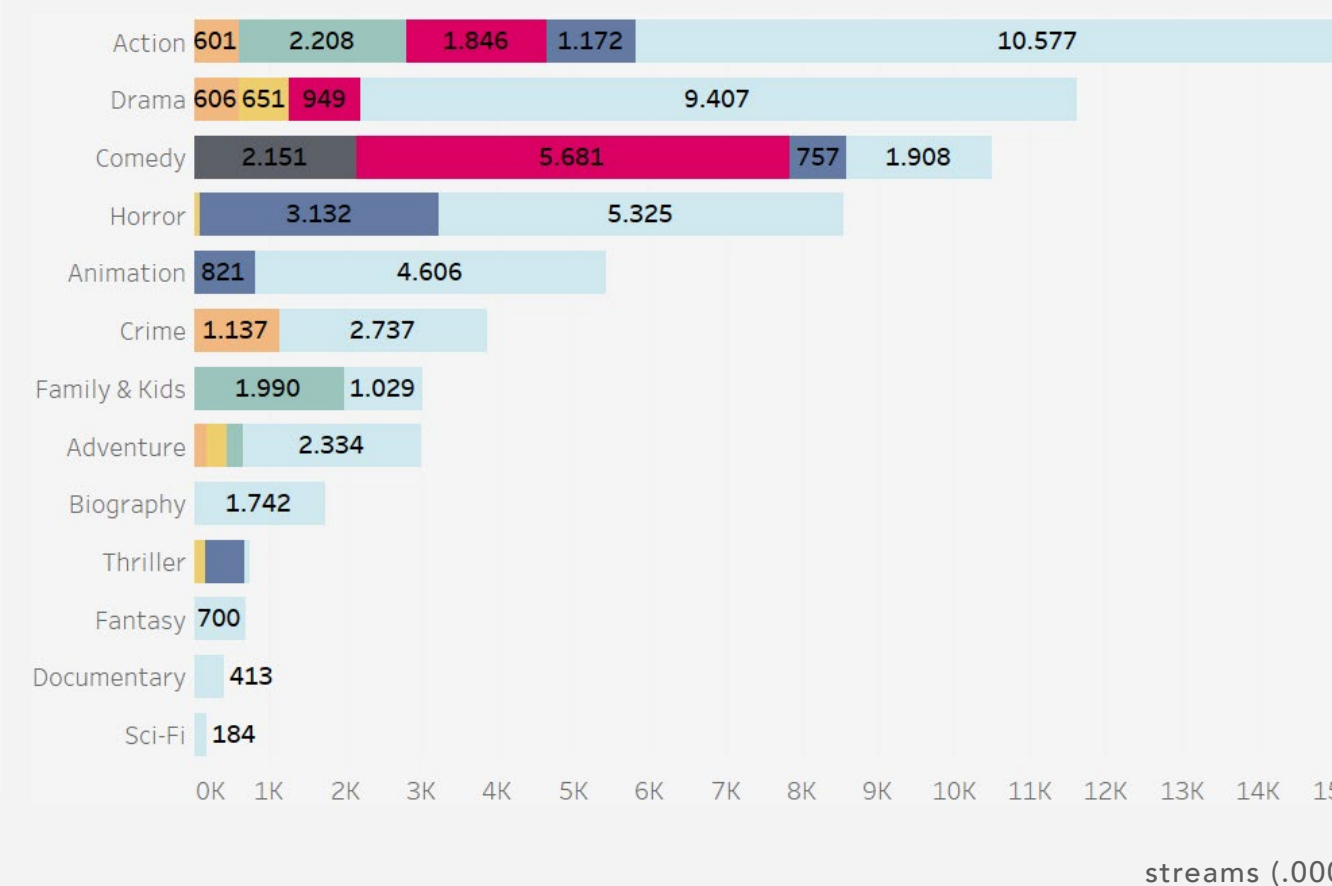
MOVIES	PLATFORM	GENRE	STREAMS
1 Luckiest Girl Alive	Netflix	Drama	4.086
2 The School for Good and E..	Netflix	Action	3.766
3 Mr. Harrigan's Phone	Netflix	Horror	3.065
4 The Curse of Bridge Hollow	Netflix	Adventure	2.247
5 Spider-Man: Far from Ho..	Netflix	Action	2.170
6 Downsizing	Netflix	Drama	2.031
7 Sing	Netflix	Family & Kids	1.990
8 The Good Nurse	Netflix	Crime	1.953
9 Blackout	Netflix	Action	1.863
10 Athena	Netflix	Action	1.846
11 Blonde	Netflix	Biography	1.742
12 Men in Black: International	Netflix	Action	1.650
13 Someone Borrowed	Netflix	Comedy	1.621
14 Minions & More 1	Netflix	Animation	1.467
15 The Boss Baby	Amazon	Animation	1.366
	Netflix	Animation	1.356
16 Lou	Netflix	Drama	1.158
17 Old People	Netflix	Horror	1.152
18 Tamara	Netflix	Comedy	1.137
19 The Stranger	Netflix	Crime	1.100
20 Jaula	Netflix	Horror	1.093
21 All Quiet on the Western F..	Netflix	Action	1.061
22 Kev Adams: The Real Me	Netflix	Comedy	987
23 Tamara Vol. 2	Netflix	Comedy	949
24 In Safe Hands	Netflix	Drama	936
25 Ma	Netflix	Horror	928
26 School Life	Netflix	Comedy	907
27 Do Revenge	Netflix	Comedy	874
28 Hellhole	Netflix	Horror	757
29 Jumping from High Places	Netflix	Comedy	710
30 The Angry Birds Movie 2	Netflix	Animation	693
31 Clasico	Amazon	Comedy	683
32 Hotel Transylvania 3: Sum..	Netflix	Animation	656
33 Footloose	Netflix	Comedy	651
34 Downton Abbey	Netflix	Drama	644
35 Purple Hearts	Netflix	Drama	619
36 A Tale Dark and Grimm	Netflix	Fantasy	606
37 Anikalupo	Netflix	Drama	595

SHOWING 37/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



THE US RAISES ITS SHARE TO 60% (±2 POINTS COMPARED TO SEPTEMBER)

The Top 10 includes nearly 9 American titles, taking over the mainstream positions. One nuance must be pointed out here: the animated film "Sing", at # 7 with 1.9M streams. It is classified as Asian but it is an English-Speaking, Japanese-American work, with mainly Hollywood cast voices and produced in Illumination Los Angeles. "Luckiest Girl Alive", a Drama with Mila Kunis, is in top 1 with 4M streams. Not far behind, at # 2, with 3.8M streams, is the action title "The School for Good and Evil", a young-adult narrative catering for the Spooky season demand.

On the other hand, a handful of top cinematic talent is present in the top list of the Spooky Season. Alexandre Payne's smart comedy "Downsizing" with Matt Damon is in top 6 with 2M streams, "The Good Nurse", starring Oscar-winner Jessica Chastain and Oscar-winner Eddie Redmayne, directed by Tobias Lindholm (writer of Oscar-winner "Another Round" and "The Hunt") comes next in top 9 with a similar number of streams. Besides, "Blonde", Netflix's premier about Marilyn Monroe and starring Oscar-nominated Ana de Armas, gets 1.7M streams.

DRAMA HITS TOP 1 RARELY, AND IS A RISING TREND IN FRANCE SINCE AUGUST

Action bests as the preferred genre with almost 17M streams, but Drama shows its teeth this month with 11M streams. With two Drama titles in the top 10 it is easier to hit the top marks. Drama seems to be on the rise in France since August. It has been steadily in the top 2 of genres since then and achieved more than 10M film streams every month.

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

FRANCE 100 MOVIES | EUROPEAN FOCUS

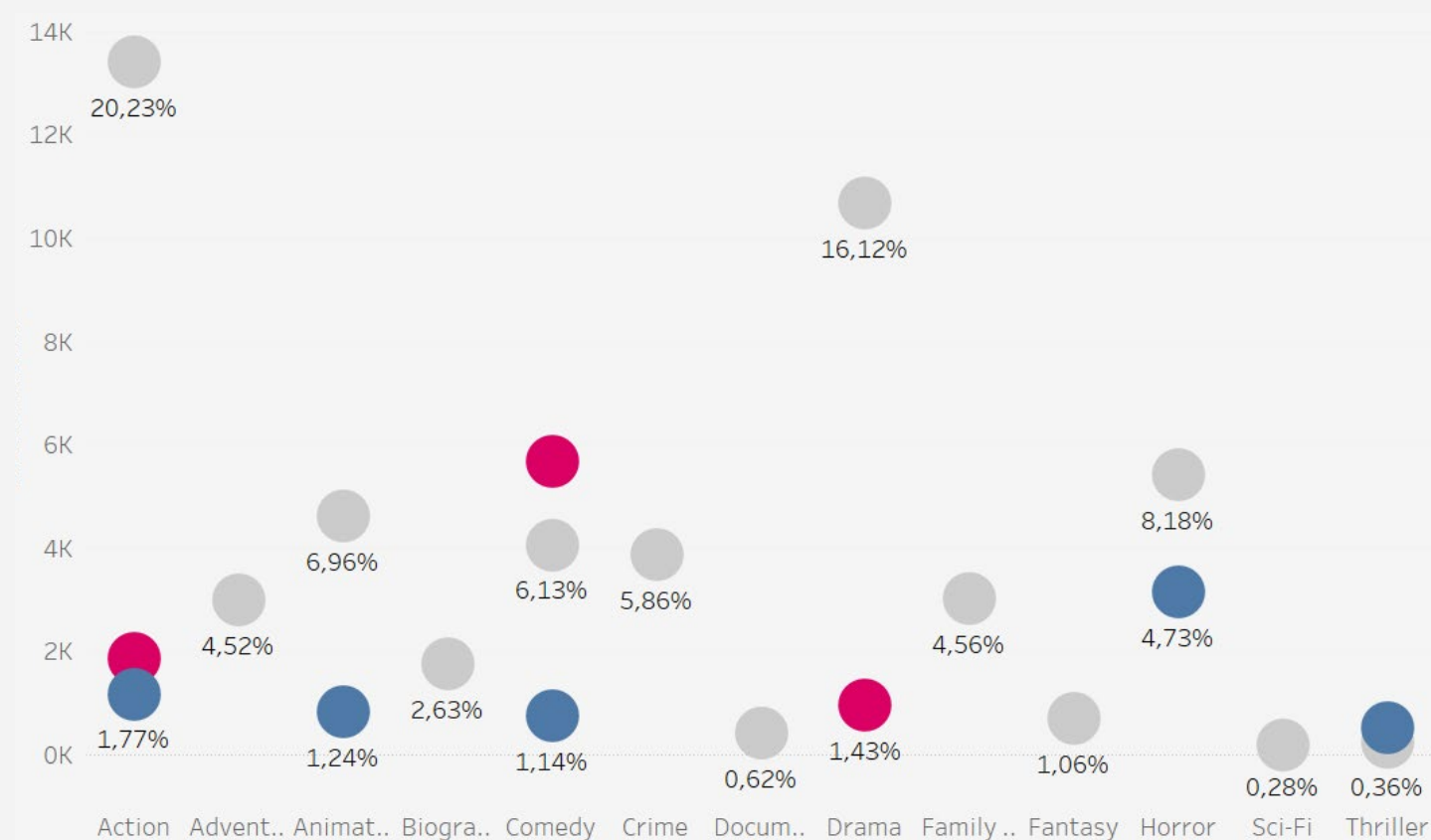
LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1	Athena	Netflix	FR 10	Action	1.846
2	Old People	Netflix	DE 17	Horror	1.158
3	Tamara	Netflix	FR 18	Comedy	1.152
4	Jaula	Netflix	ES 20	Horror	1.100
5	All Quiet on the Western F..	Netflix	DE 21	Action	1.093
6	Kev Adams: The Real Me	Netflix	FR 22	Comedy	1.061
7	Tamara Vol. 2	Netflix	FR 23	Comedy	987
8	In Safe Hands	Netflix	FR 24	Drama	949
9	School Life	Netflix	FR 26	Comedy	928
10	Hellhole	Netflix	PO 28	Horror	874
11	Jumping from High Places	Netflix	IT 29	Comedy	757
12	The Angry Birds Movie 2	Netflix	FI 30	Animation	710
13	Clasico	Amazon	FR 1	Comedy	693
14	Les municipaux - Trop c'es..	Netflix	FR 41	Comedy	550

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

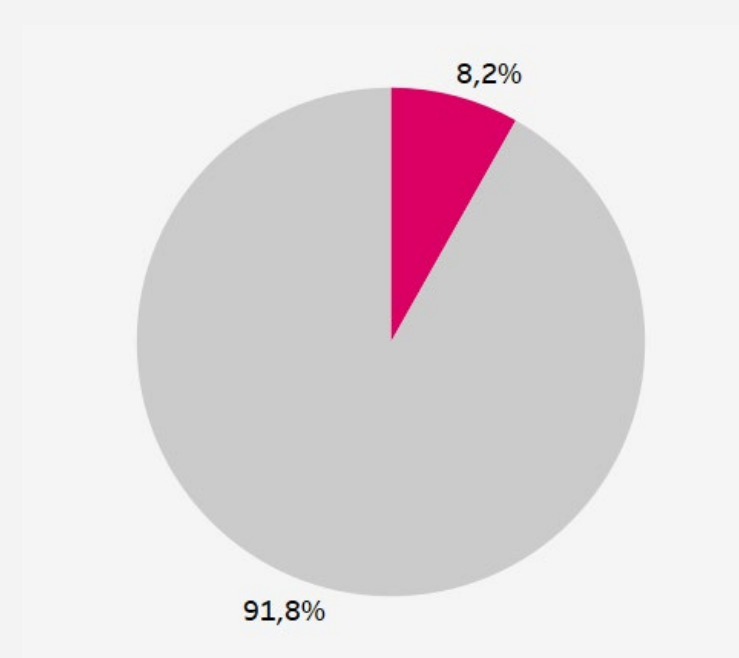
NETFLIX - AMAZON

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

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



IN ASSESSING NETFLIX'S RESULTS IT IS CLEAR THAT SEASONALITY DOES MATTER

Horror got only 400K streams in September, and was bolstered by the Halloween month of October, and ended up in the top 4 of preferred genres with almost 9M streams, including 3.1M in Europe, which accounts for this outstanding number, largely thanks to 3 Horror titles from different countries: Germany ("Old People"), Spain ("Jaula") and Poland ("Hellhole"). Besides, German Action Oscar-shortlisted title "All Quiet on the Western Front" enters the top 5 in the European ranking with 1M streams.

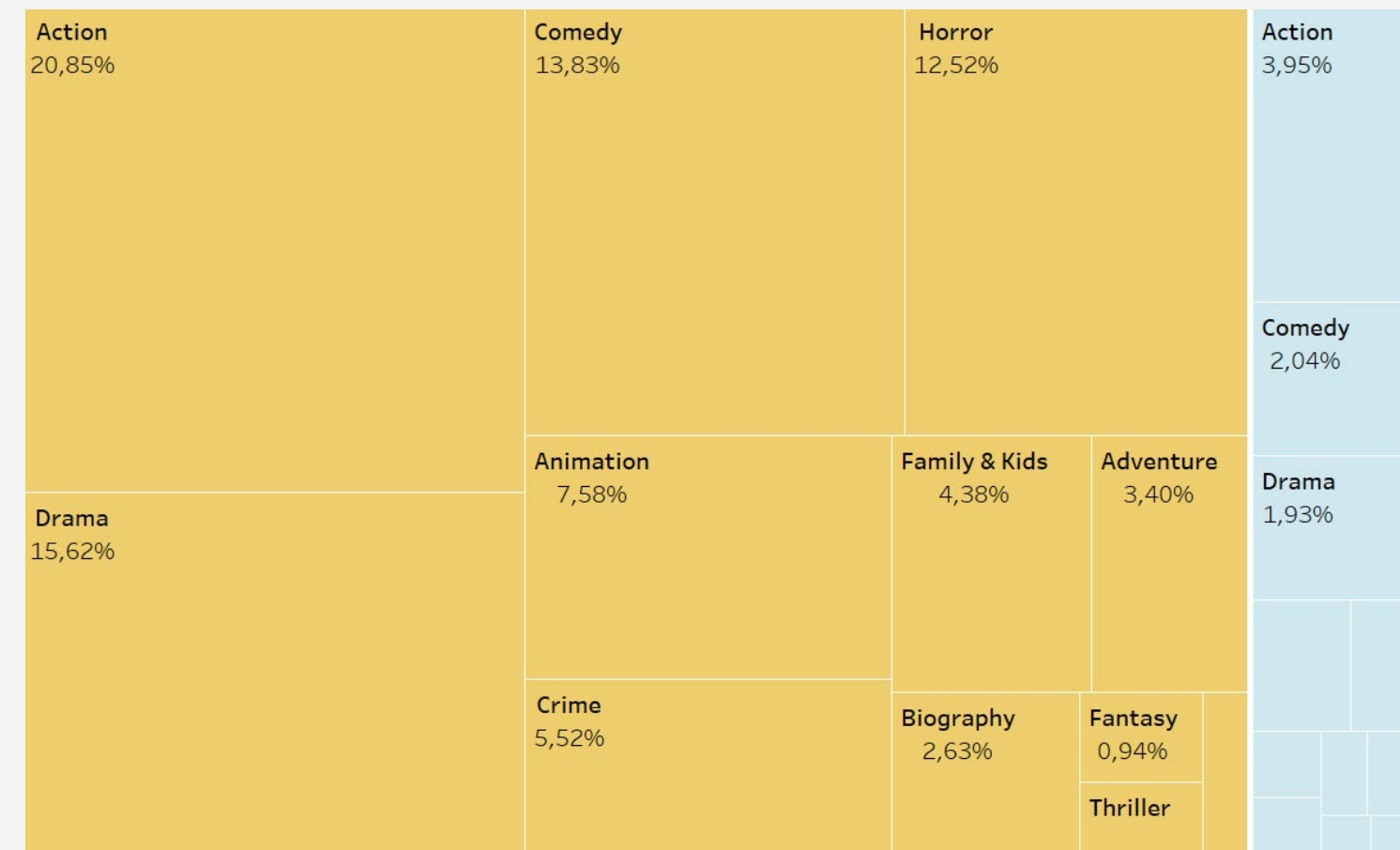
FRANCE PLACES A HANDFUL OF FILMS BETWEEN TOP 10 AND TOP 30

Smart Action Outskirts-of-Paris film directed by Romain Gavras and written by Ladj Ly, "Athena", leads this list, and collects 1.8M streams in October, adding to the 2.9M streams already achieved last month. But it is through Comedy that France delivers the best cumulative results: 6 out of 9 French Comedy films in the top 100 are in the top 40. The 9 titles manage to cumulate 5.6M streams surpassing other origins and European fare as well. Notably "Tamara", which has two volumes (one in top 3 and one in top 7), achieves 2M streams altogether. Both films made almost 10M dollars altogether at the box-office according to Box-Office Mojo, back in 2016 and 2018 respectively.

FRANCE 100 MOVIES | SVOD PLATFORMS

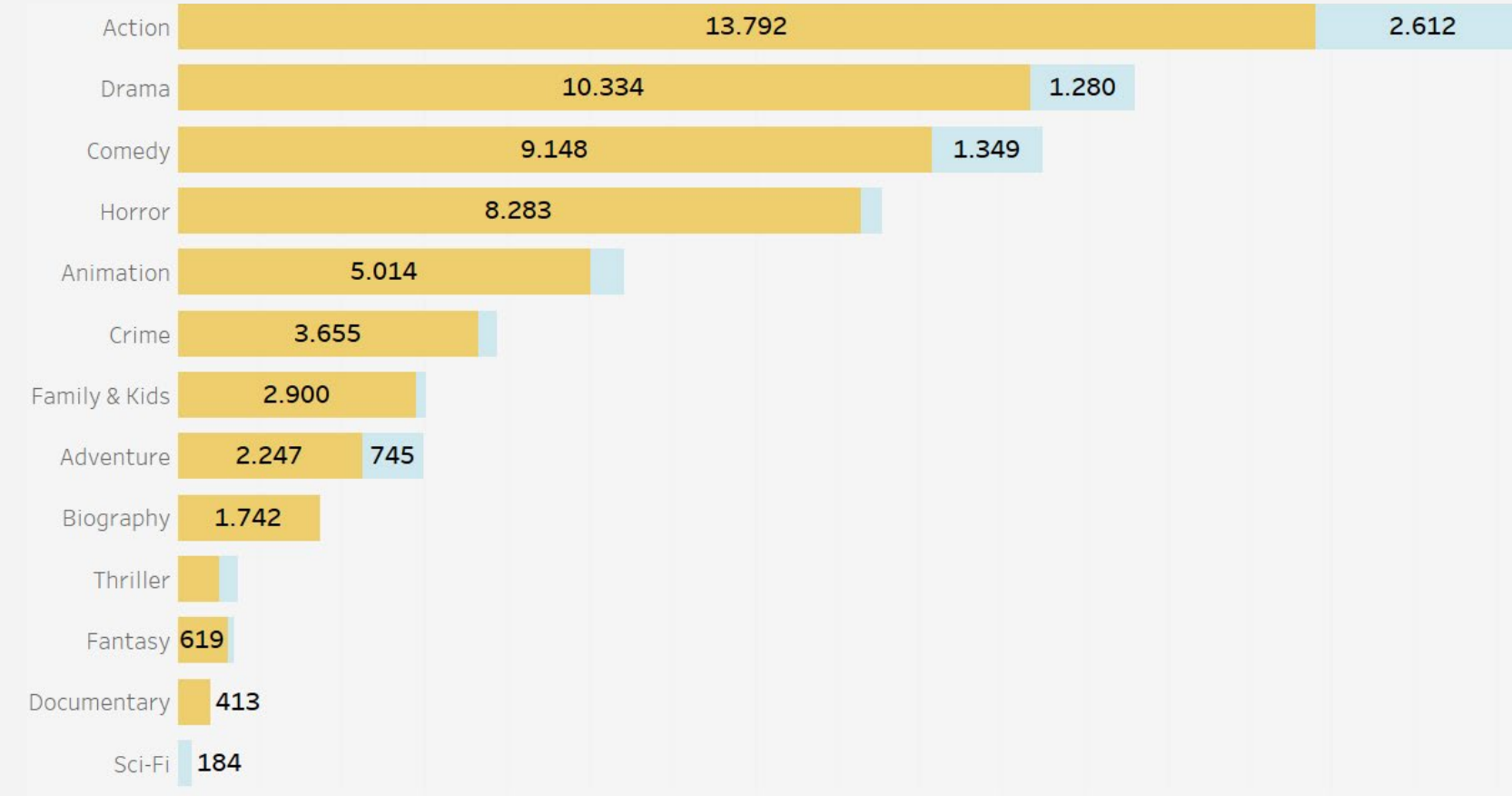
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

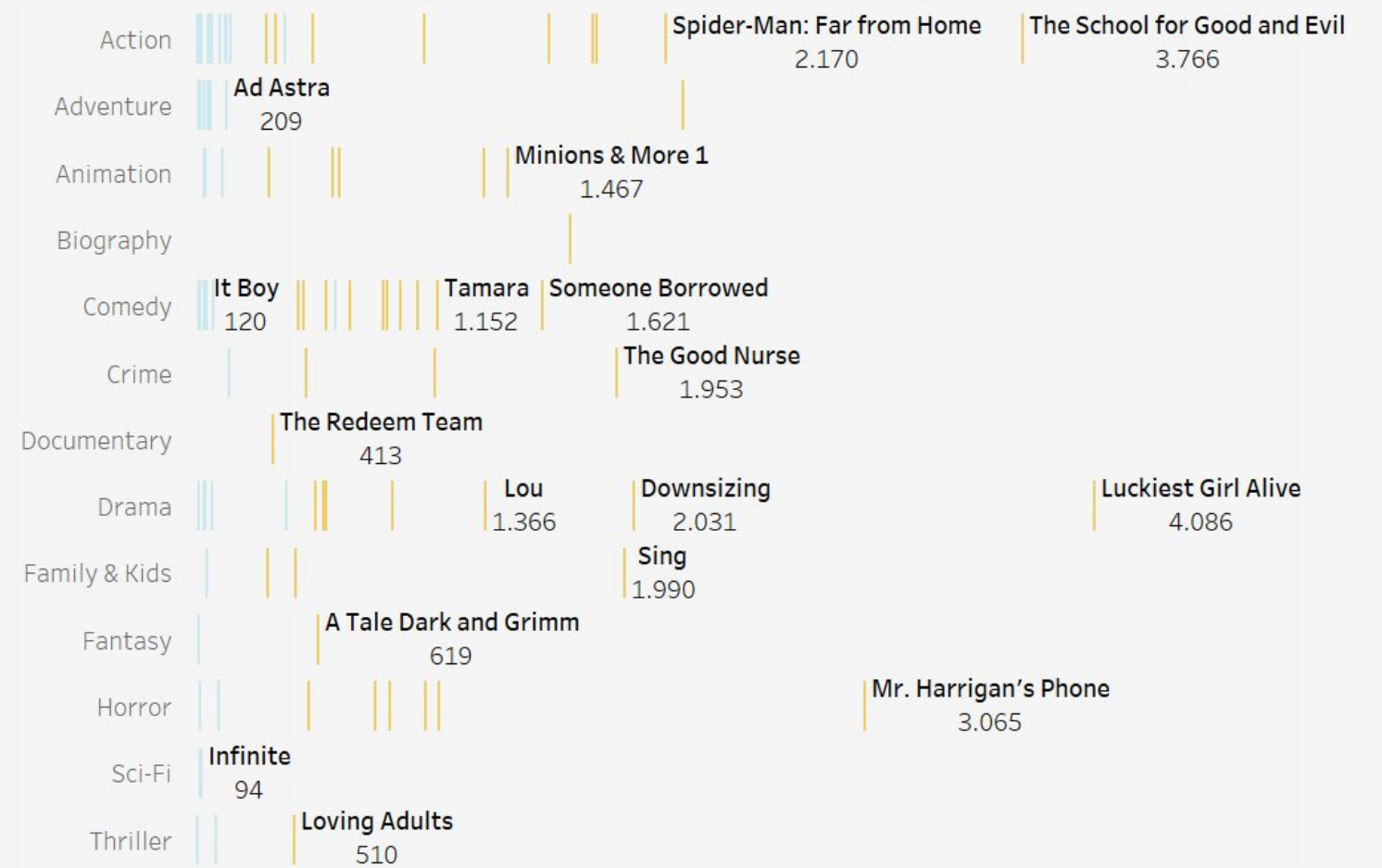
PLATFORM COMPARATIVE



THE MOST SUCCESSFUL AMAZON FILM THIS MONTH IS A FRENCH COMEDY

"Classico", #13 in the European ranking and #31 in the overall listings, was the most seen film in Prime Video, with almost 700K streams, a very high number for a film at the platform. Unfortunately, as is usual in the E-commerce Giant, it is a rather isolated case: we have to go down to positions 46 and 47 to find Amazon films and they only achieve 470K views each. Below that, all films underperform and don't reach more than 100K streams.

TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Monster: The Jeffrey Dah..	Netflix	Biography	48.221
2	The Watcher	Netflix	Thriller	30.604
3	Naruto: Shippūden	Netflix	Animation	22.697
4	Peppa Pig	Netflix	Animation	21.234
5	Dynasty	Netflix	Drama	20.166
6	PAW Patrol	Netflix	Animation	17.768
7	Grizzy and the Lemmings	Netflix	Family & Kids	12.801
8	The Empress	Netflix	Drama	12.133
9	The Midnight Club	Netflix	Horror & Fantasy	12.091
10	Hunter x Hunter	Amazon	Animation	489
		Netflix	Animation	10.521
11	The Lord of the Rings: The..	Amazon	Action	10.621
12	Barbarians	Netflix	Action	9.345
13	Friends	Netflix	Comedy	9.215
14	High Water	Netflix	Drama	8.279
15	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	7.788
16	Fate: The Winx Saga	Netflix	Action	7.278
17	Naruto	Netflix	Animation	7.232
18	Manifest	Netflix	Drama	6.528
19	The Loud House	Netflix	Animation	6.046
20	Miskina, la pauvre	Amazon	Comedy	5.979
21	Conversations with a Kille..	Netflix	Biography	5.687
22	Notre-Dame, la Part du feu	Netflix	Drama	5.518
23	Petit ours brun	Netflix	Family & Kids	4.852
24	Cyberpunk: Edgerunners	Netflix	Animation	4.669
25	Les papillons noirs	Netflix	Crime	4.665
26	Phantom Pups	Netflix	Family & Kids	4.561
27	2 Broke Girls	Amazon	Comedy	4.512
28	Donde Hubo Fuego	Netflix	Drama	4.419
29	Horrid Henry	Netflix	Family & Kids	4.389
30	From Scratch	Netflix	Drama	4.367
				4.198

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

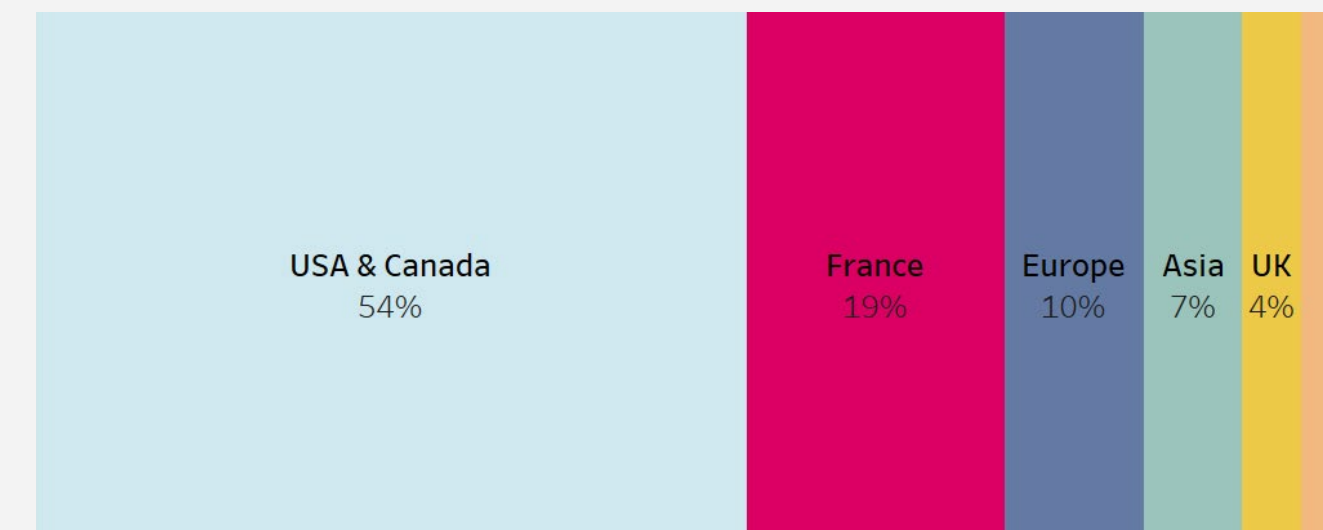
streams (.000)

PRODUCTION COUNTRIES:



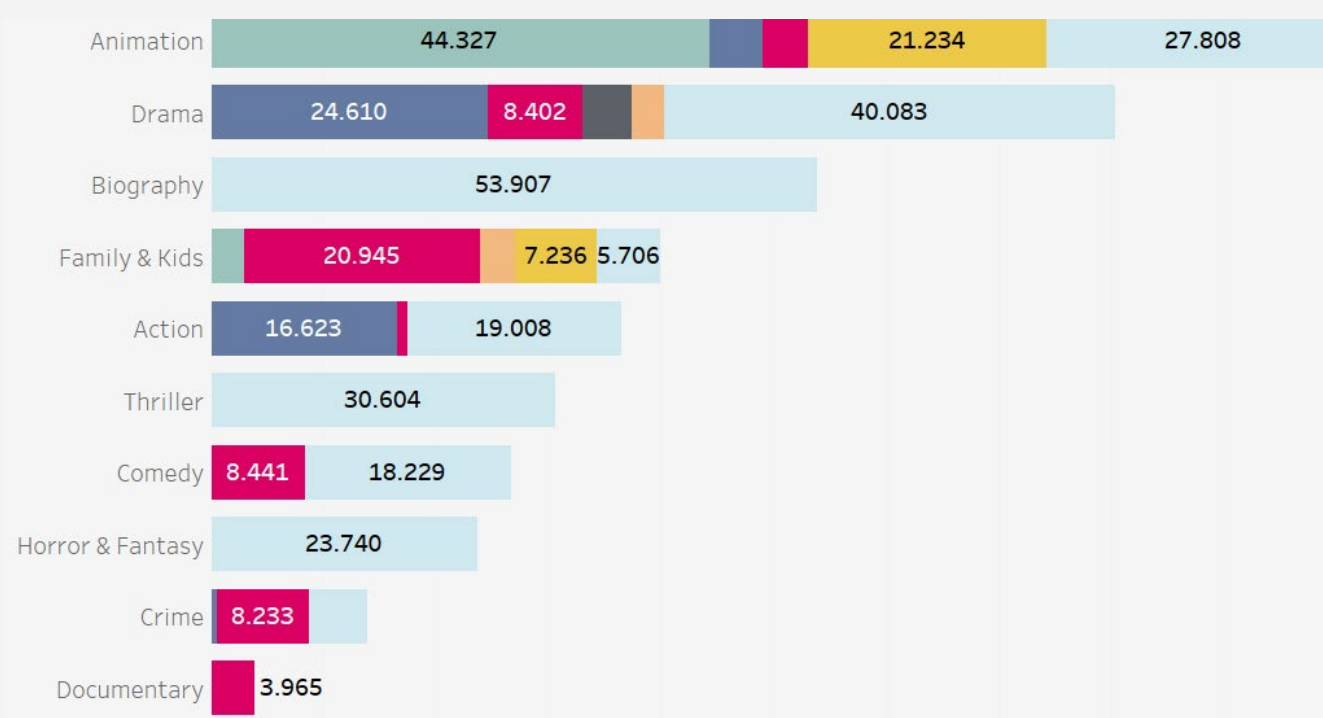
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



“DAHMER” OVER-PERFORMS FOR A SECOND MONTH IN TOP 1 AND WITH A 78% INCREASE

The successful biography series, outstripping all the long-awaited big productions from competing platforms, scared everyone again with 48M in October, added to the 27M streams it achieved in September. Facing furious competition which was much more heavily promoted, “Dahmer” is not losing any of its punch and demonstrates that the 30-day window is not a limit for audiences’ preferred series.

HORROR, FANTASY AND THRILLER CLIMB AMONGST THE TOP POSITIONS

Horror & Fantasy get almost 24M streams thanks to “The Midnight Club” and “Guillermo del Toro Presents 10 After Midnight” in top 9 and 15 respectively. If we take into account that “The Rings of Power” is classified as Action, but is better described as Fantasy, the overall number for Fantasy would go up to 34M streams. An outstanding and quality-driven spooky Thriller series is “The Watcher” with Naomi Watts and Bobby Cannavale, which climbs to top 2 with 30M streams.

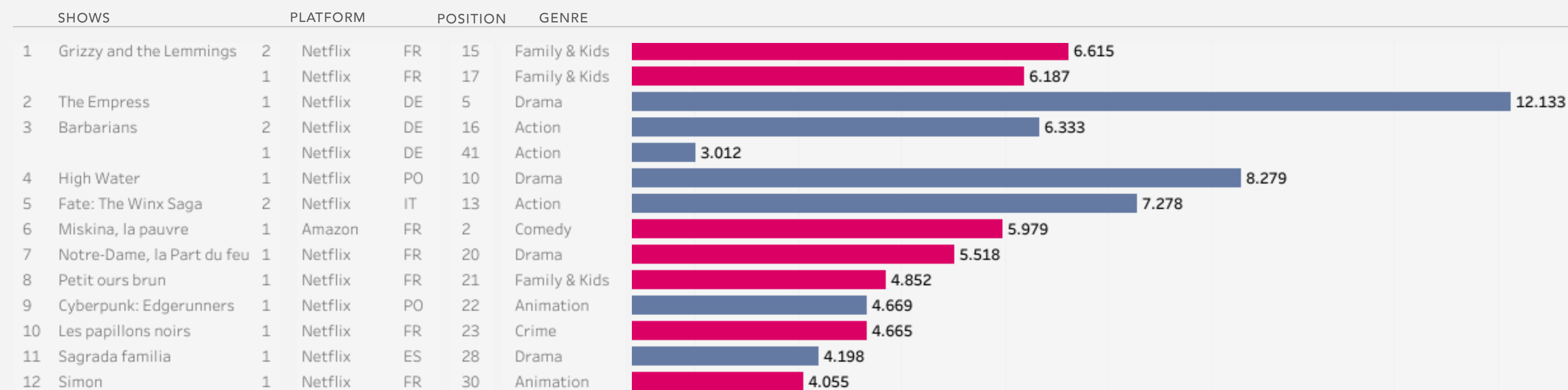
THE US LOSES 6 SHARE POINTS COMPARED TO OCTOBER AND FRANCE AND ASIA COME FURTHER TO THE FORE

The “Toussaints” Holidays in France are notable in the 5 animated titles in the top 10. With no new content surprises, the usual suspects: “Naruto”, “Peppa Pig”, “Paw Patrol”, “Grizzy and the Lemmings” and “Hunter X Hunter” command the attention of children again and again.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

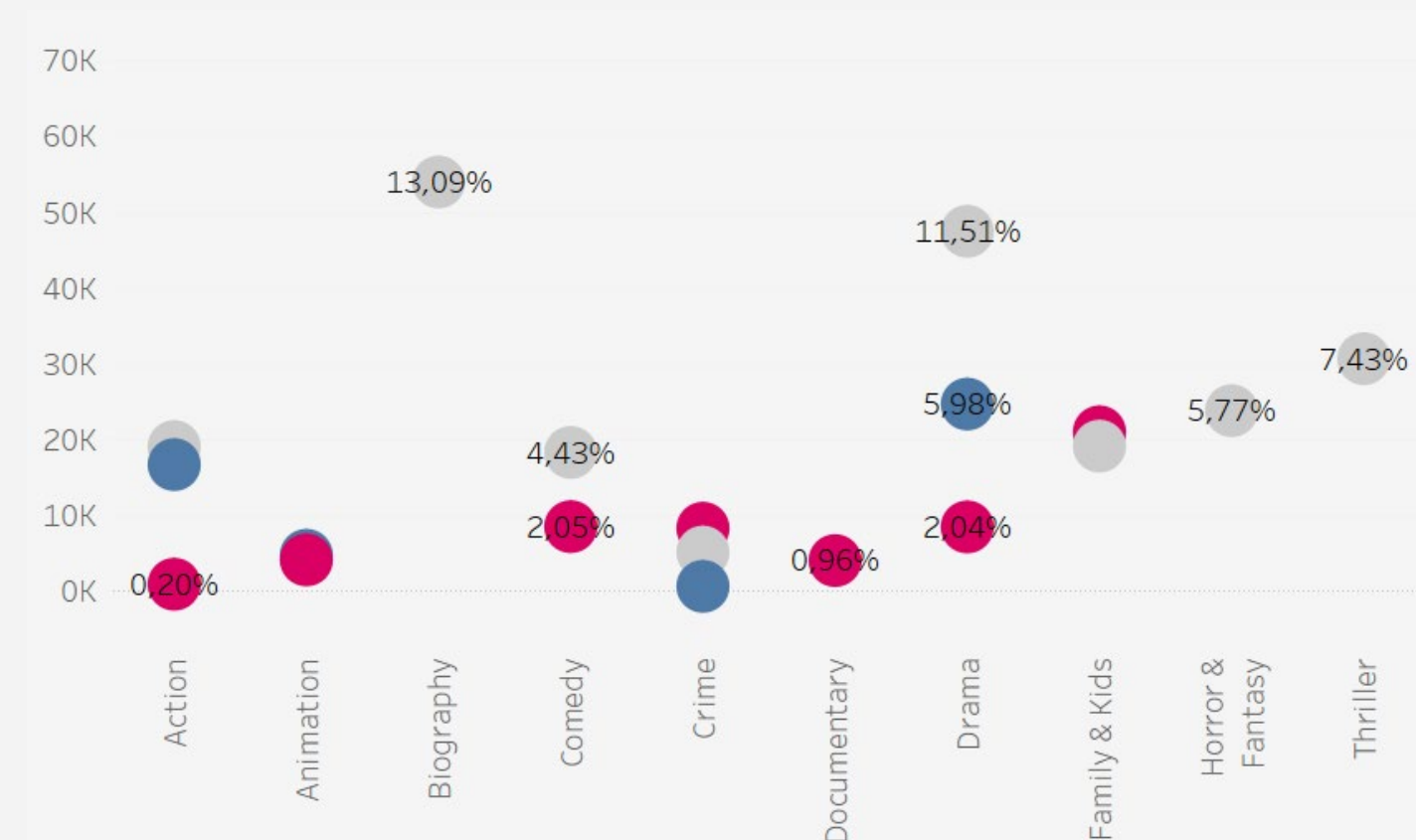
NETFLIX - AMAZON



SHOWING 12/20 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

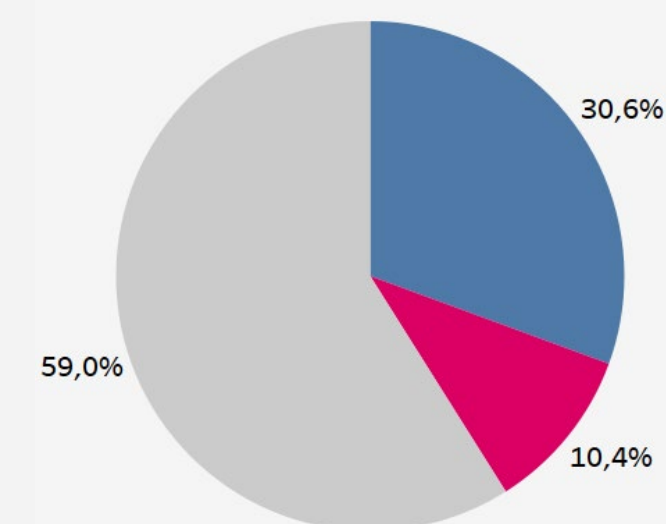


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FR
Action	2	1
Animation	1	1
Comedy		3
Crime	1	2
Documentary		1
Drama	3	2
Family & Kids		3

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe France Others

“THE EMPRESS” AND “BARBARIANS” RAISE GERMANY TO THE TOP OF THE BATTLE

Unprecedentedly, Germany lands two titles in the French market in the same month. The new take on the life of Empress Sissy, English-spoken, German-produced Drama, holds top 1 of non-national European titles and top 5 in the overall ranking, with 5M views. Just below, the Action series “Barbarians”, German-spoken, cumulates 9.3M views when the figures for the first two seasons are put together. The two historical titles haul in 14.3M views for Germany.

“HIGH WATER” A POLISH DRAMA THRILLER HITS THE EUROPEAN TOP 4

The series is also in the top 10 in the overall ranking with 8.4M views. “Cyberpunk”, also Polish, Manga style Animation holds top 9 in the European grid and top 22 in the overall list. It accumulated 10M views in two months.

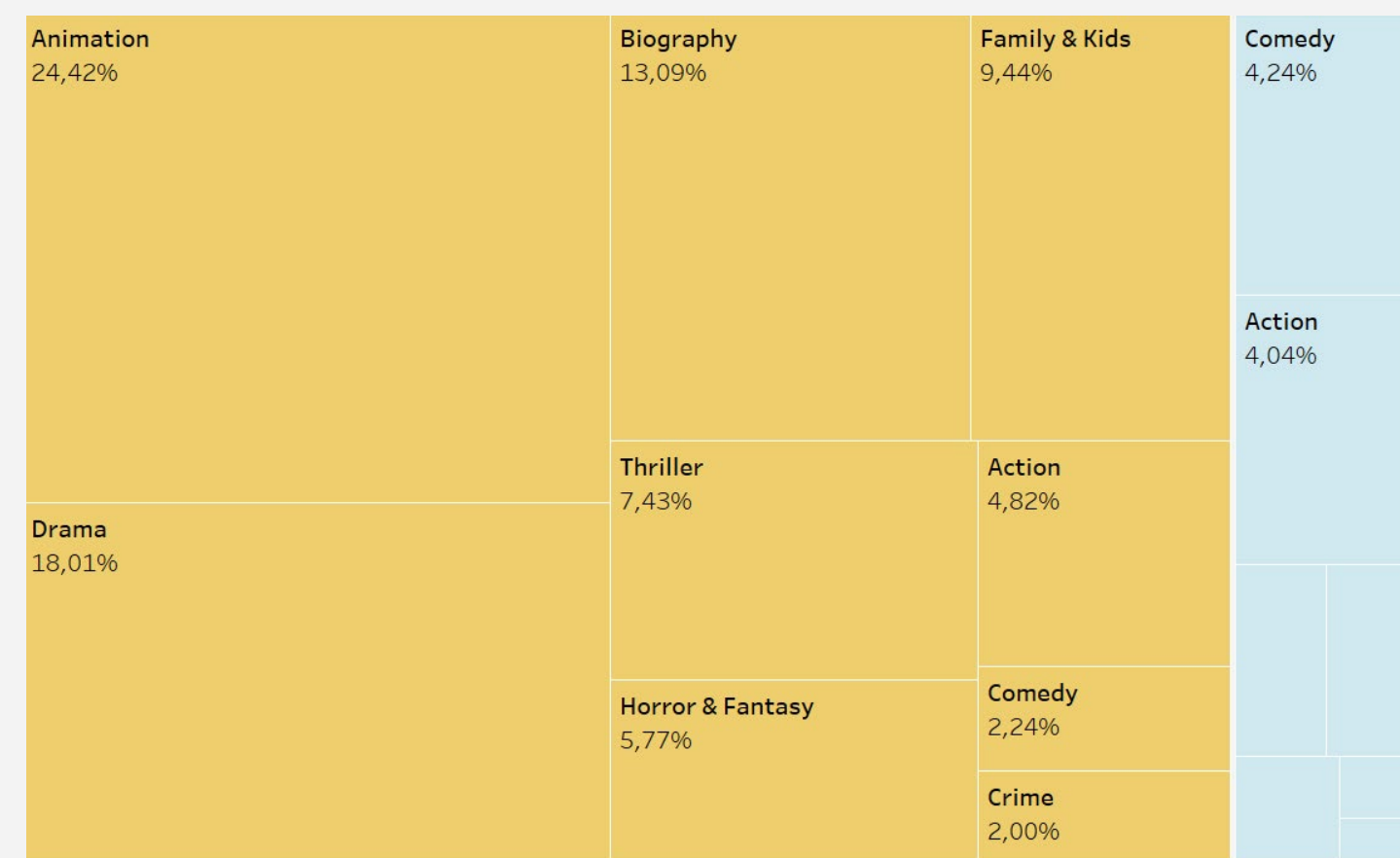
FRANCE PLACES 13 LOCAL SHOWS IN THE TOP 100 AND A WIDE VARIETY OF GENRES AT THE TOP

Apart from the usual successful 4 local animated titles, France also places Drama, “Notre Dame, la part du Feu” with 5.5M views, Crime, “Les Papillons Noirs” with 4.6M streams and Documentary, “Orelsan, Montre Jamais ça a Personne” with 3.9M views.

FRANCE 100 SHOWS | SVOD PLATFORMS

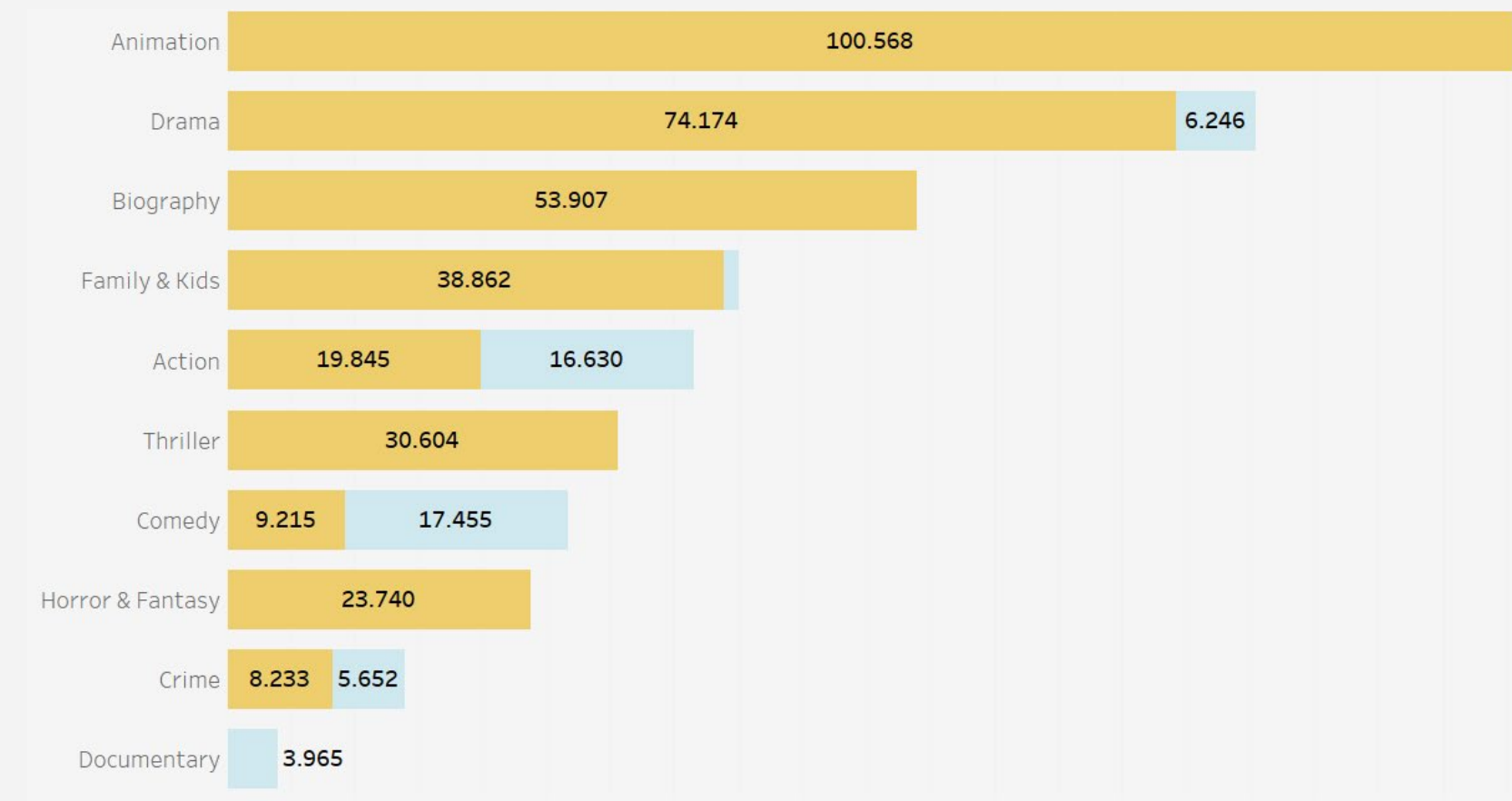
MOST WATCHED GENRES

SHARE BY PLATFORM

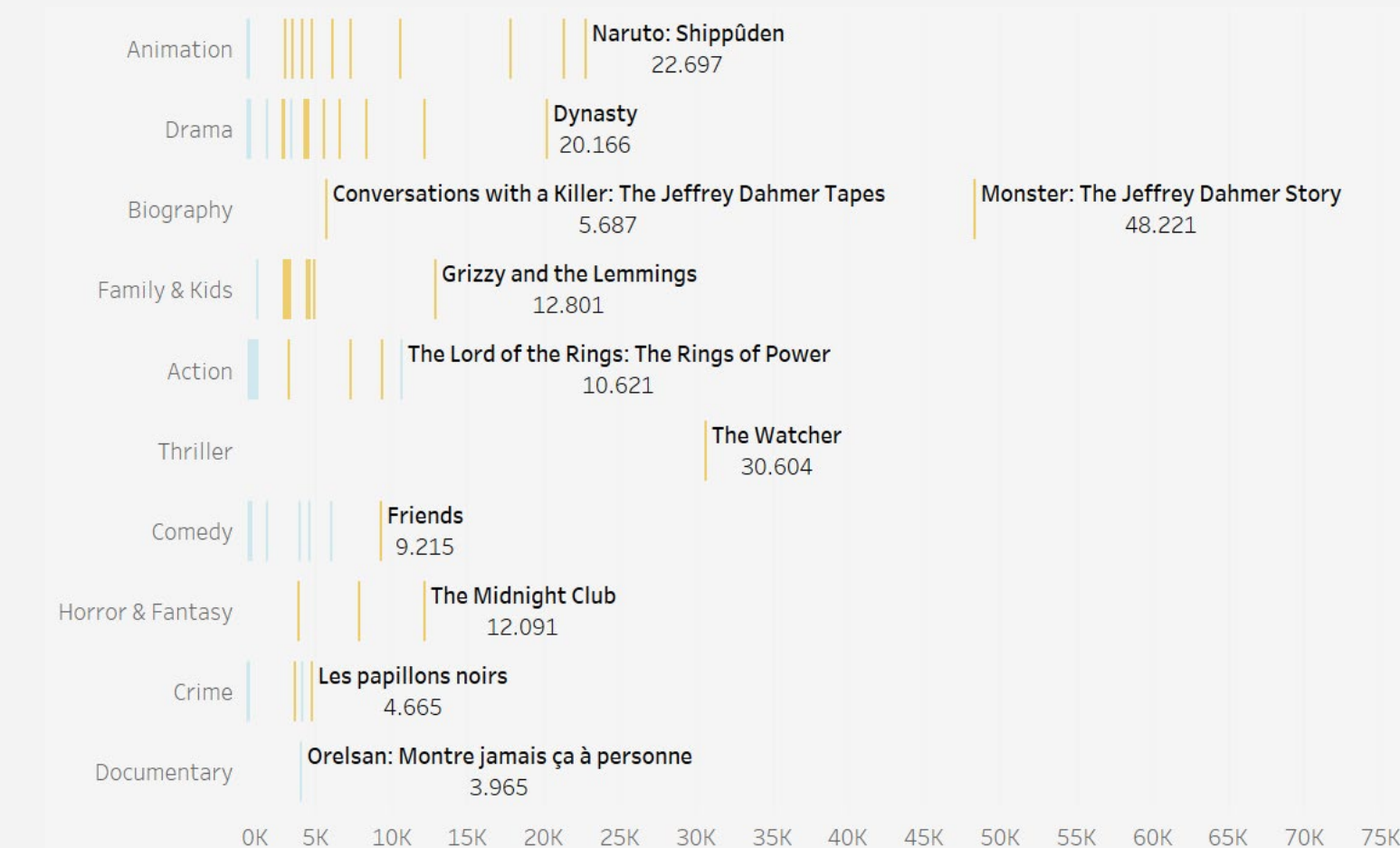


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

“THE RINGS OF POWER” CLIMBS TO TOP 10 FROM THE 14TH POSITION ACHIEVED IN SEPTEMBER

Despite its slow entry, this performance adds 10M to the 11M already accumulated last month. This is only the third time that an Amazon title is in the top 10 in France this year. The previous shows were “LOL” and “Boys” and both of them achieved better numbers than the super-expensive series based on “The Lord of the Rings” IP.

“MISKINA, LA PAUVRE” REACHES TOP 20 AND 6M STREAMS FOR AMAZON

Also unprecedented this year, Amazon twice squeezes into the Top 20. This local comedy, about a 30-year-old woman getting a great deal of pressure from her family to fit in, stars Melha Bedia, a well-known stand-up comedian for her show “Fat and Furious”. The e-Commerce giant takes the lead with 6 comedy titles in the top 100 grid, achieving 17M streams compared to 9M accumulated by Netflix this month.

PRIME VIDEO’S LONG TAIL IS SIGNIFICANT, INCLUDING 6 TITLES IN THE TOP 40

Comedies “Two Broke Girls” and “Two and a Half Men” are in top 27 and 35 respectively with an average of 4M views each. The crime title “Cold Case” also registers unprecedented figures for the genre in Amazon at top 33 with 4M streams. “The Handmaid’s Tale” goes to top 39 with 3.3M streams.

HOT CONTENT IN FRANCE

“ATHENA” A NEW TAKE ON QUALITY-AND-AWARD-WINNING ACTION THRILLERS.

“Athena”, cumulating 4.7M streams across two months in France, was this month’s top 1 most-watched local film, and after premiering in competition in Venice competition, is a clear result of Netflix’s firm local footing in France. The success was less important in the other European markets, where the film was in and around the top 20, achieving rather moderate numbers: 1.5M streams in Spain and Germany each, 865K in Italy and none in the UK. The total overview for all markets (8.5M streams) is nothing to write home about, but is more than a lot of European local films manage to achieve on Netflix, and is certainly a hit for the home market. Let’s fact-check what’s behind this film and identify future trends:

A diverse, award-winning and ground-legitimate talent at the core: it is not very common to see award-winning European names in the top mainstream listings of Netflix, but here is a good formula: high-end Action Thriller + indie ground legitimate diverse talent. Adding Ladj Ly (“Les Misérables”) to the writing process, along with co-writer and co-producer Elias Belkeddar and video-clip and advertising director Romain Gavras (“The World is Yours”), might have been the initial key to success.

Good timing to milk festival visibility. While distributors often make theatrical releases several months after the film’s exposure at festivals, Netflix can land quickly: the film had its world-wide premiere at Venice on the 2nd of September and was already available on the platform on the 23rd of the same month. According to Wikipedia, the

film received mostly positive reviews, with praise for the acting, score, direction and technical aspects but some criticized the lack of depth of the screenplay.

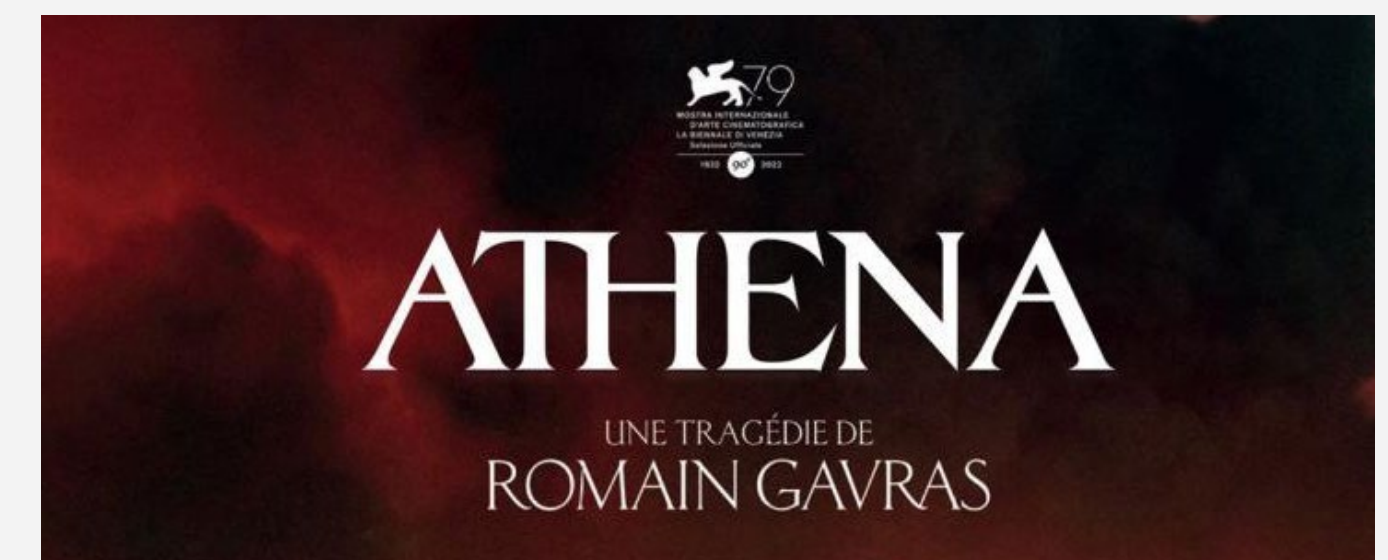
Iconoclast: a long-tentacles production company behind the film. Iconoclast is a leading production company and talent agency present in Paris, Los Angeles, London, Berlin, Sao Paulo and Dakar. Representing several directors across these influential cities, they produce video-clips and do a great deal of commercials. According to Variety, Iconoclast is connected to CAA and has produced recent works of Gus Van Sant, Julian Schnabel, Harmony Korine and Romain Gavras. Its footprint is also very present in the world of music videos, advertising and branding content.

Growing up in the Gavras family might help, but the director’s talent is unquestionable. Romain is the youngest son of French journalist and film producer Michèle Ray-Gavras and Greek-French film director Costa-Gavras. His sister, Julie Gavras, and brother, Alexandre Gavras, are also filmmakers. According to Lark Creatives, his films and music videos often portray a gritty and realistic setting juxtaposed with flashy high energy content. His videos for Jay-Z and Kanye West’ ‘No Church in the Wild’ and M.I.A.’s ‘Bad Girls’ were shortlisted for Best Short Form Music Video at the Grammy Awards.

French Action-Thrillers flourish anew thanks to Netflix’s strategy. With a tradition shaped by Jean Paul Belmondo, Europa Corp and Luc Besson, Action films fell away at

the box-office during the early 2000s but are currently flourishing again thanks to Netflix. Sara May, head of acquisitions for Netflix France, said 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”. This title follows the success of other sparkling French Action titles like “Braqueurs,” (38M streams) “Sentinelle” (13M streams), “Earth and Blood,” (8M streams), “Restless” (17M streams) and “The Takedown” (21M).

Diversity at the core of Glocal. Variety adds that, even though Netflix has been criticized for its Americanization of French culture, the platform is also playing an important role in bolstering local industries and diverse talents from diverse backgrounds: “Athena” follows the success of “Banlieusards,” a film directed by the French rapper Kery James and Leila Sy.



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

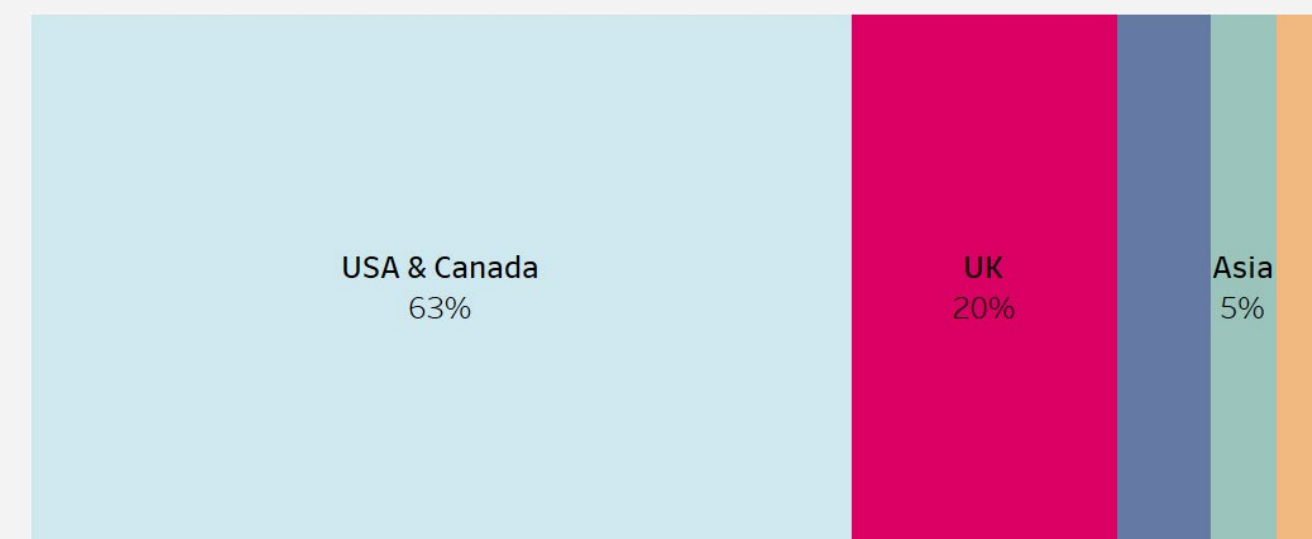
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	Luckiest Girl Alive	Netflix	Drama	5.070
2	The School for Good and E..	Netflix	Action	4.065
3	The Curse of Bridge Hollow	Netflix	Adventure	3.119
4	Mr. Harrigan's Phone	Netflix	Horror	2.576
5	The Good Nurse	Netflix	Crime	2.439
6	Sing	Netflix	Family & Kids	2.252
7	Blonde	Netflix	Biography	2.084
8	Minions & More 1	Netflix	Animation	1.551
9	Lou	Netflix	Drama	1.521
10	The Stranger	Netflix	Crime	1.483
11	Blackout	Netflix	Action	1.405
12	The Final Destination	Netflix	Action	1.396
13	Goosebumps 2: Haunted ..	Netflix	Adventure	1.375
14	All Quiet on the Western F..	Netflix	Action	1.354
15	Goosebumps	Netflix	Adventure	1.265
16	I, Frankenstein	Netflix	Action	1.249
17	The 5th Wave	Netflix	Action	1.211
18	Sleepy Hollow	Netflix	Fantasy	1.079
19	Help	Netflix	Drama	1.054
20	Old People	Netflix	Horror	978
21	Monster House	Netflix	Family & Kids	899
22	Ten Dollar Death Trip	Netflix	Documentary	891
23	Into the Deep	Netflix	Short	849
24	The Net	Netflix	Action	763
25	Hubie Halloween	Netflix	Comedy	750
26	The Addams Family	Netflix	Family & Kids	723
27	Someone Borrowed	Netflix	Comedy	715
28	Pixie	Netflix	Comedy	692
29	Halloween II	Netflix	Horror	682
30	Do Revenge	Netflix	Comedy	677

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

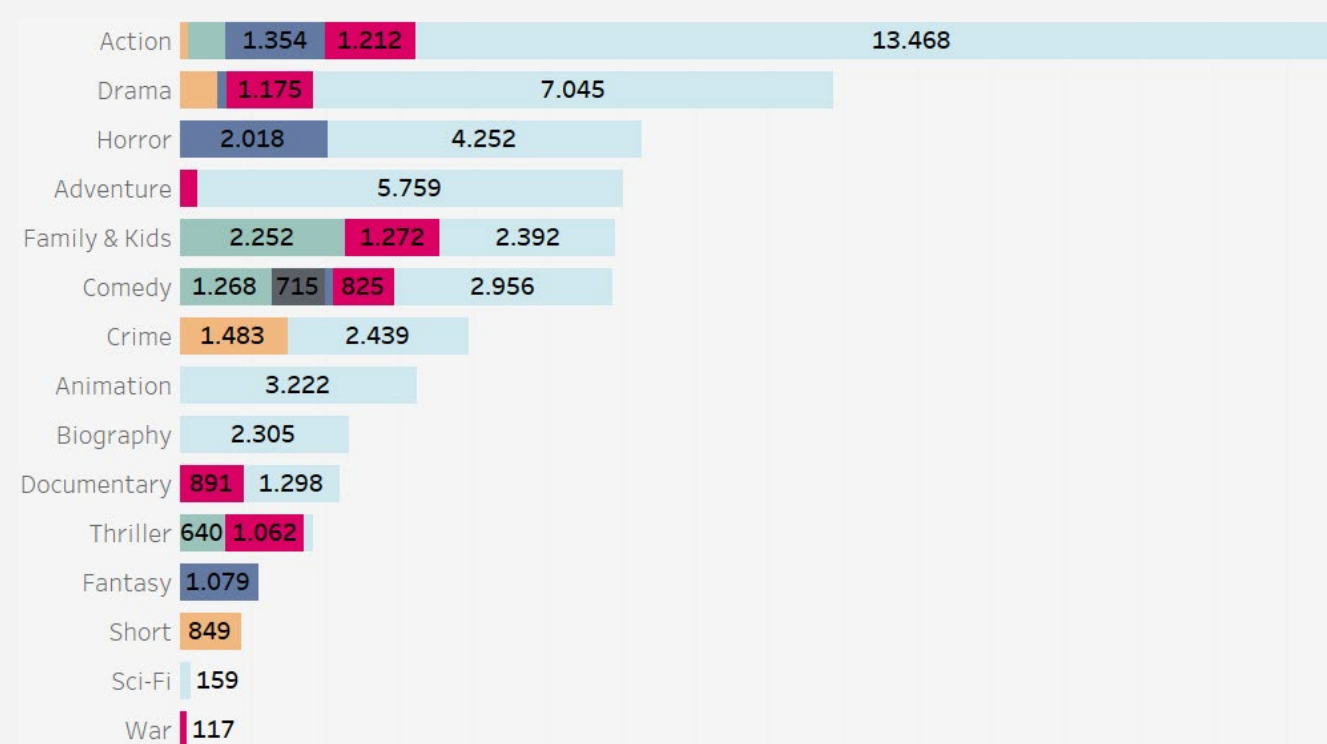
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



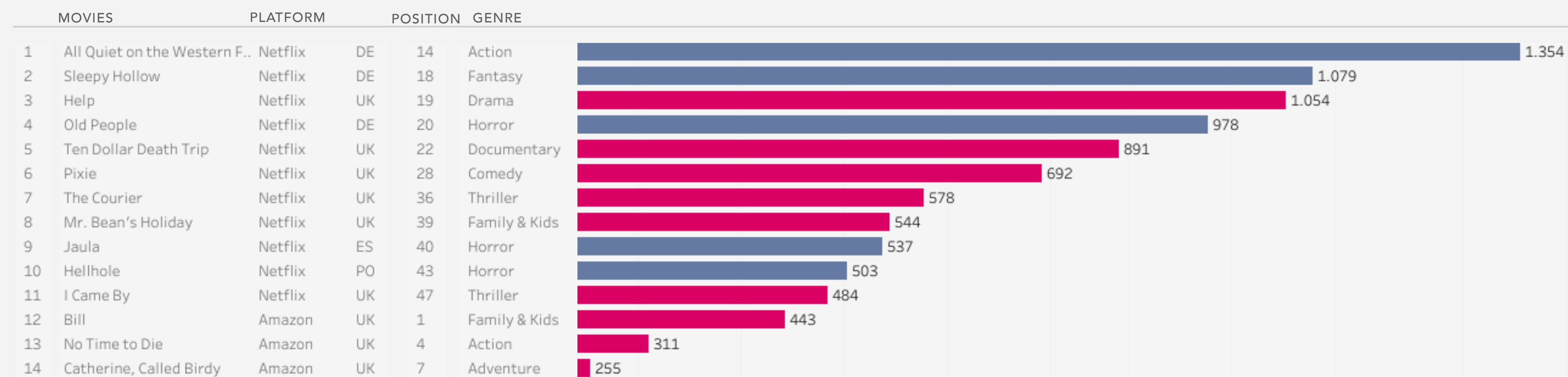
IT'S BEGINNING TO LOOK A LOT LIKE... SPOOKY SEASON!

Undoubtedly, it's been a great month for the Horror genre in the UK. Usually found at the bottom of the charts of most watched genres and with cumulative streaming going around the 600K streams, this month has experienced an astonishing growth, 6.2M streams, hitting #4 of most streamed genres of the month, collecting more streams than Comedy. The genre placed 10 titles in the TOP100, and 1 in the TOP4: the Netflix Original Mr. Harrigan's Phone, directed by John Lee Hancock (Saving Mister Banks) an American adaptation of Stephen King's book that collected 2.5M streams from its release on October 5*. It is a good opportunity for licensed films to be brought to the surface, whether they are fresh or not: many other films that have sneaked into the TOP100 are non-originals that have the 'H' element: "The Final Destination", "Goosebump 2", "Goosebumps", "I, Frankenstein" or "Sleepy Hollow" offered above average performances.

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

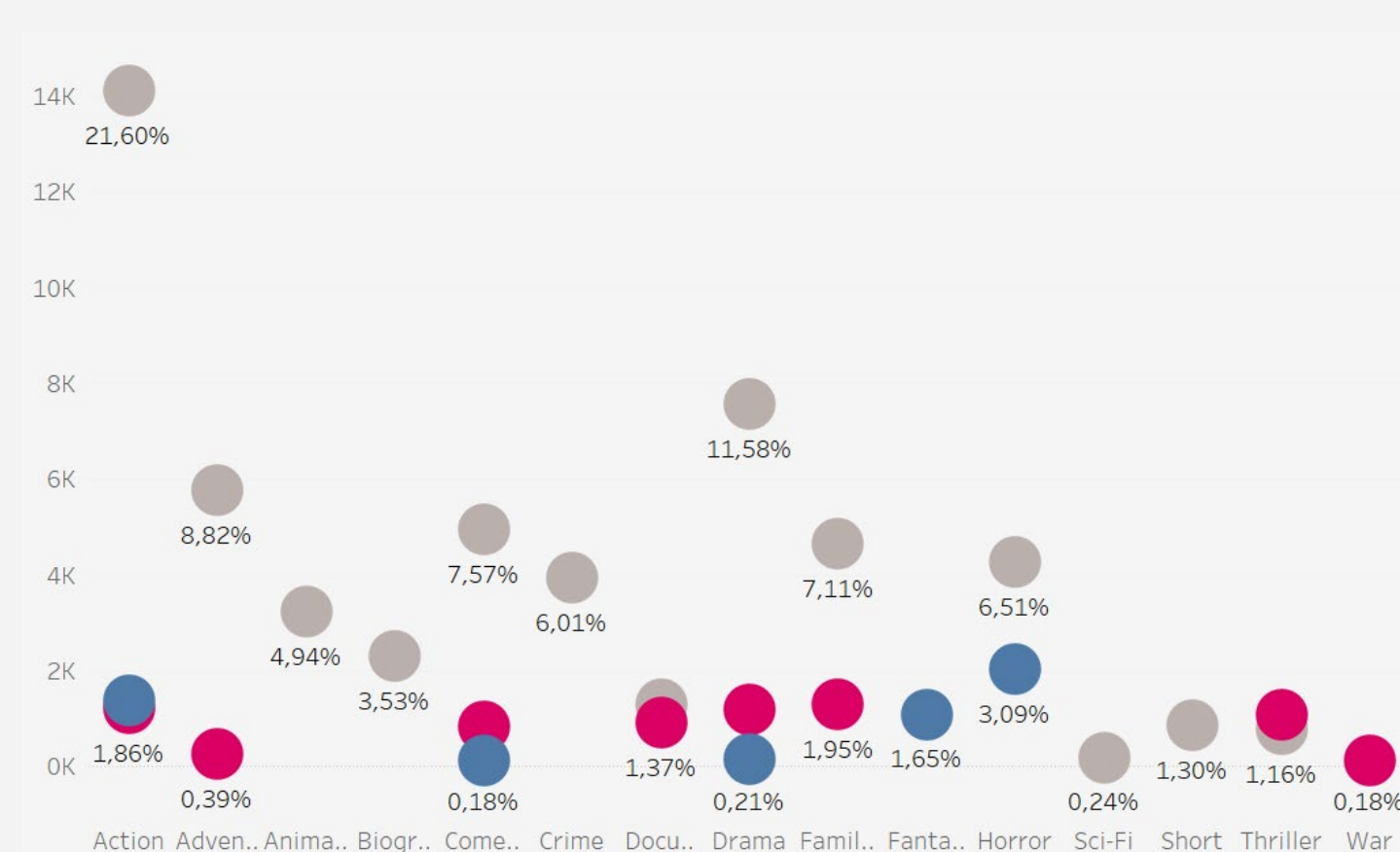
NETFLIX - AMAZON



SHOWING 14/20 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

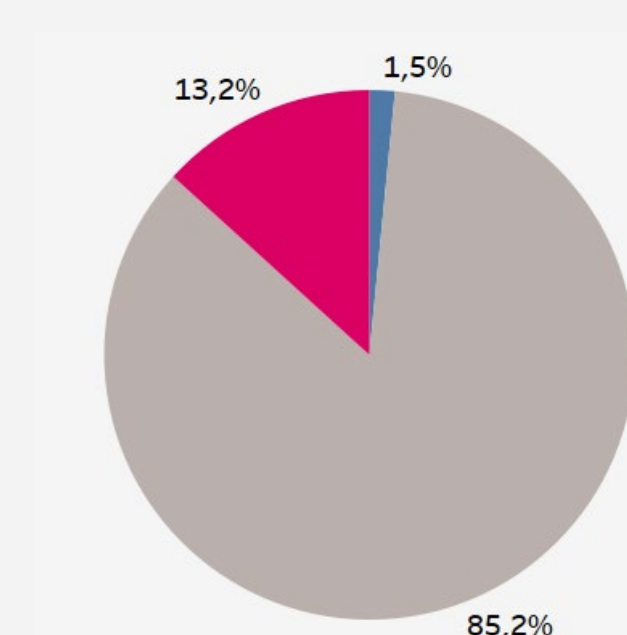


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

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

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



UK BEATS THE RECORD, PLACING 20 LOCAL TITLES IN THE TOP 100

27 European films can be found this month in the Top100 and 20 of them are UK productions - although, unlike the previous month, none of them crossed the barrier of the top 10.

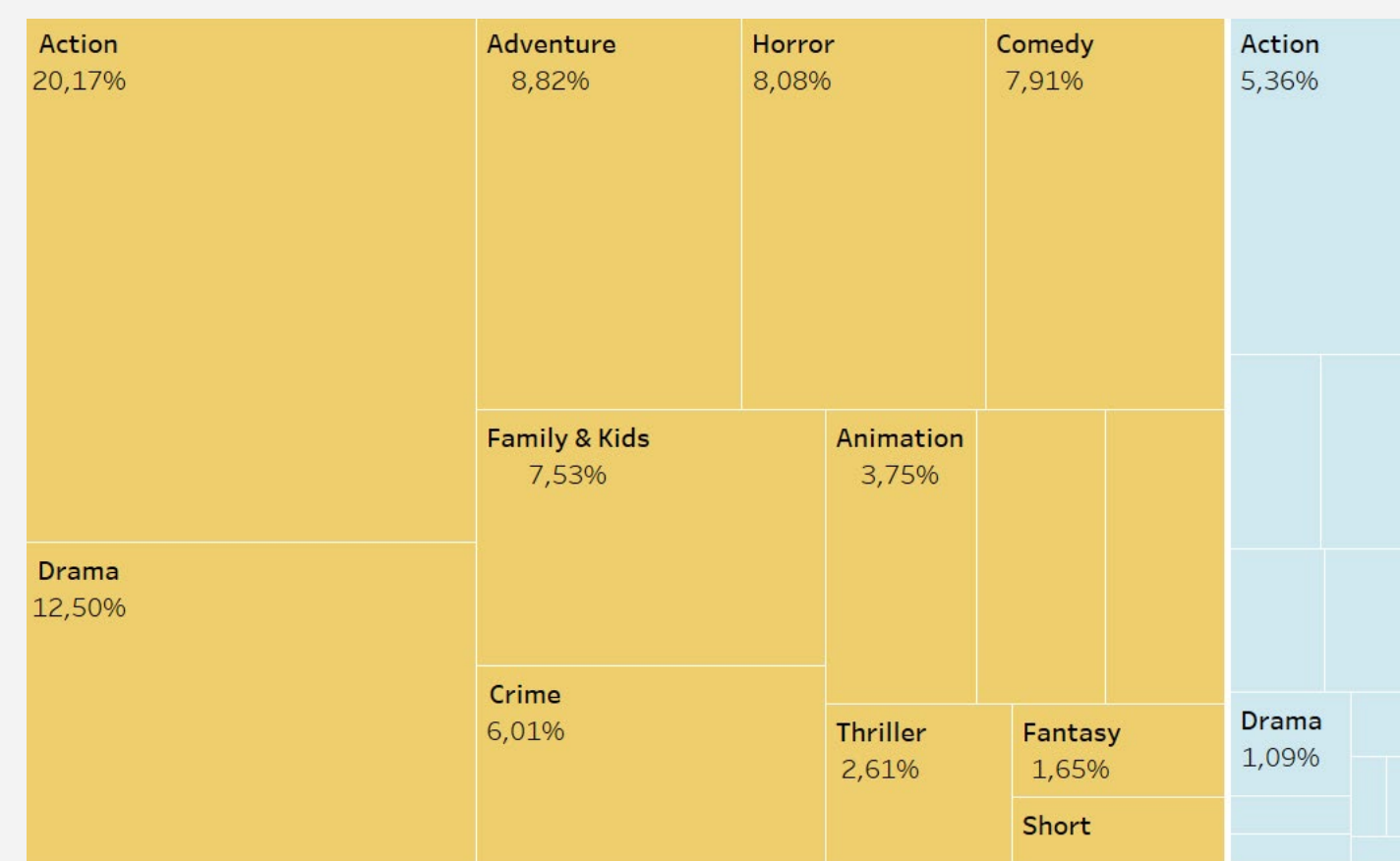
EUROPEAN AND UK MOVIES MAKE THE BIGGEST CONTRIBUTION TO THE ACTION GENRE, ESPECIALLY THANKS TO AMAZON PRIME'S CATALOGUE

The most streamed European title this month is the German war action film "All quiet on the Western Front" in position #15 with 1.3 M streams. The UK contributes with 7 titles, all of which are licensed Amazon titles - mainly belonging to the 007 franchise - and present below average results and are quite low down on the charts.

UK 100 MOVIES | SVOD PLATFORMS

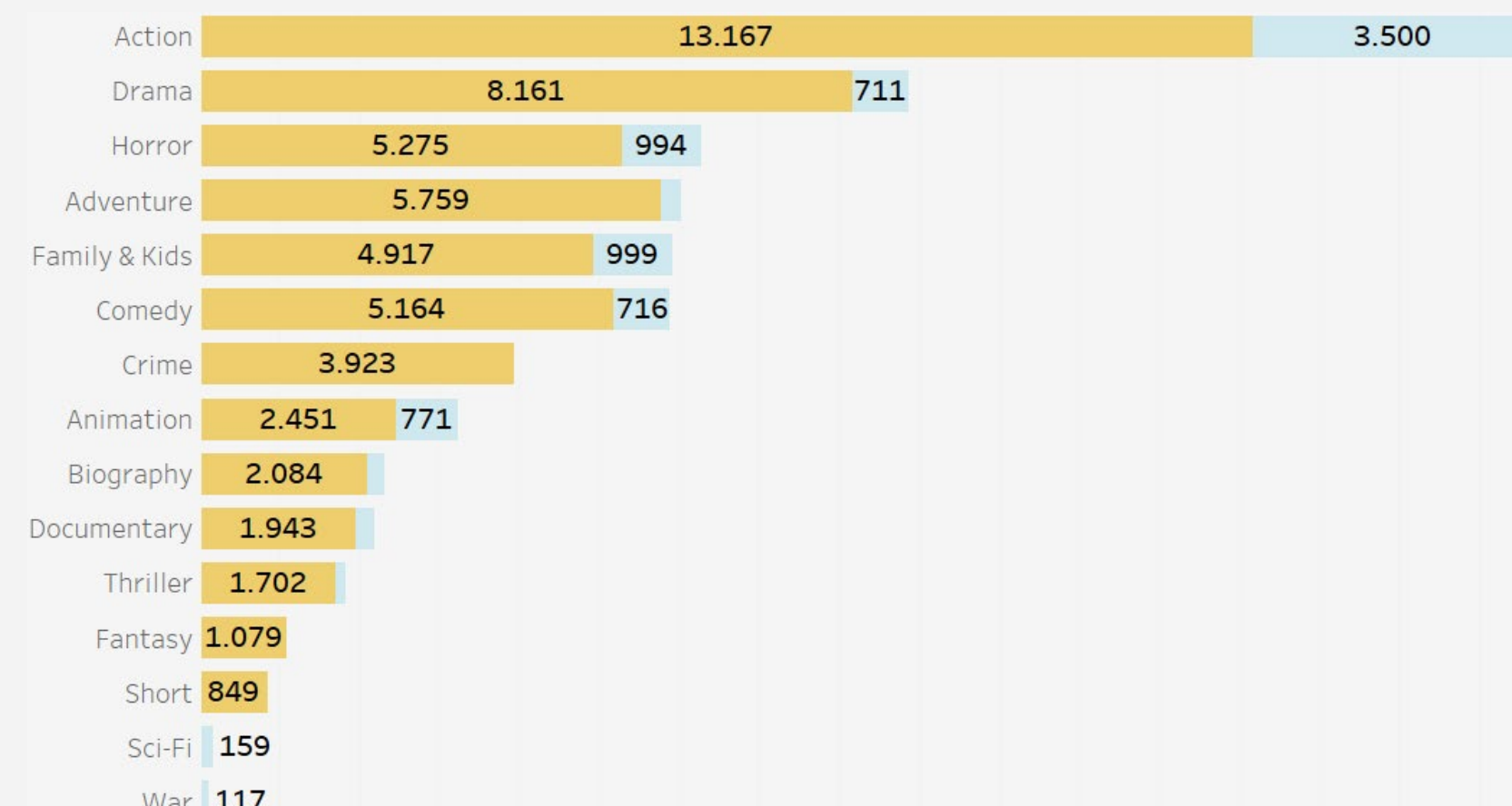
MOST WATCHED GENRES

SHARE BY PLATFORM

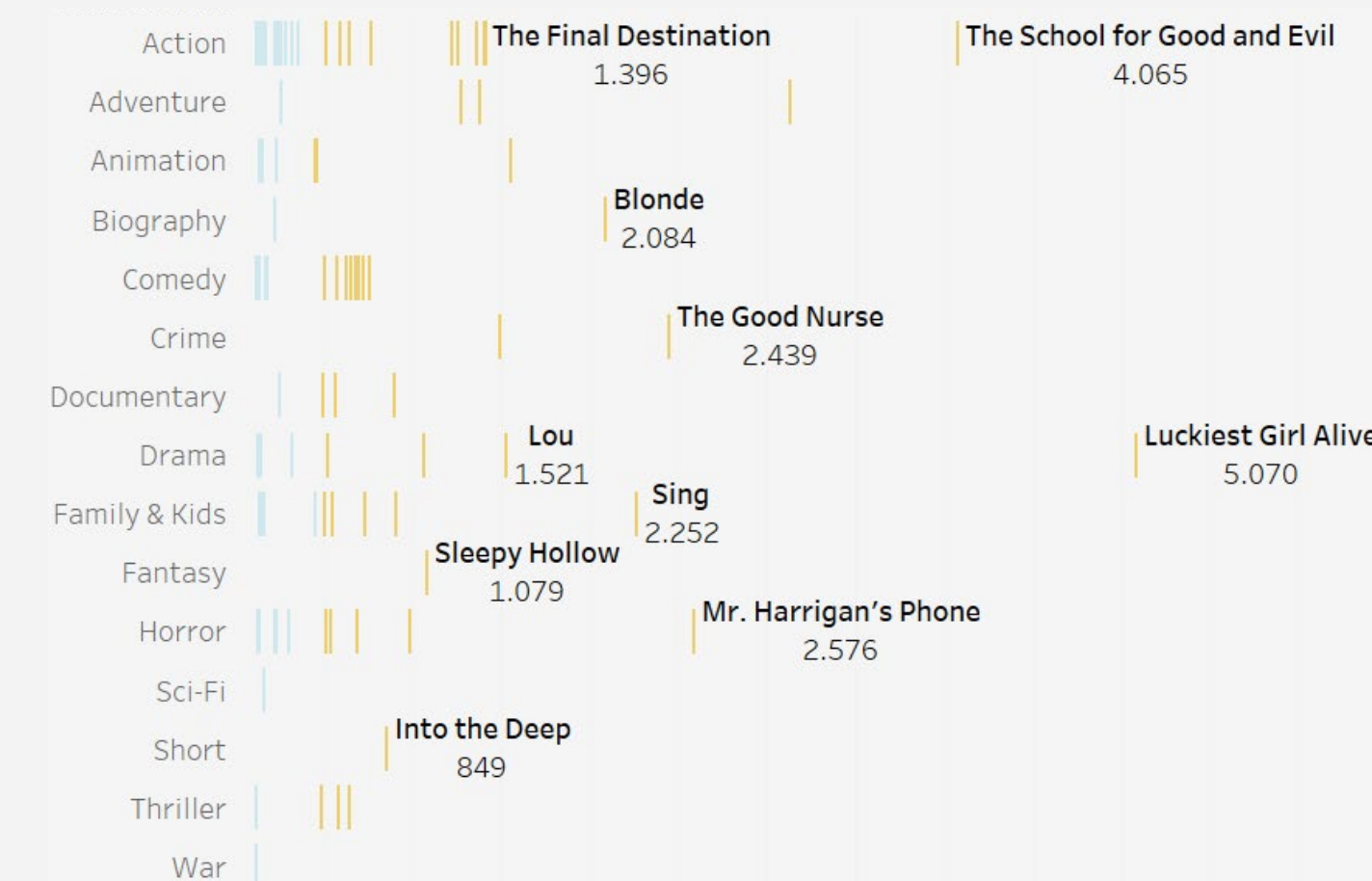


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

NETFLIX ORIGINAL AFTER NETFLIX ORIGINAL: THE N PLATFORM DOES NOT MAKE ROOM FOR LICENSED OR AMAZON TITLES IN THE FIRST POSITIONS OF THE CHART

9 out of 10 titles in the TOP10 are Netflix Originals. 'Blonde' was one of the most eagerly awaited films of the year but it didn't make the big impact it was expected to: the controversial Biennale di Venecia film directed by Andrew Dominik and starring Ana de Armas arrived on the platform on September 28, collecting 2M Streams in position #7. It is only from position #51 onwards that we find the first Amazon title, the Family and Kids title 'Bill' with a lukewarm performance of 443K Streams.

"THE LUCKIEST GIRL ALIVE" CONQUERS THE PODIUM AND PUSHES THE DRAMA GENRE UP TO THE SECOND MOST STREAMED GENRE ON NETFLIX

The UK continues to show its preference for the Drama genre above other more popular ones, although in general terms, the genre loses cumulated streams compared to the previous month. Action regains the position of preferred genre with almost 13M streams. With two Drama titles in the top 10 it is easier to hit the top marks. Drama seems to be on the rise in France since August. Since then it has been steadily in the top 2 of genres and has achieved more than 10M film streams every month.

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

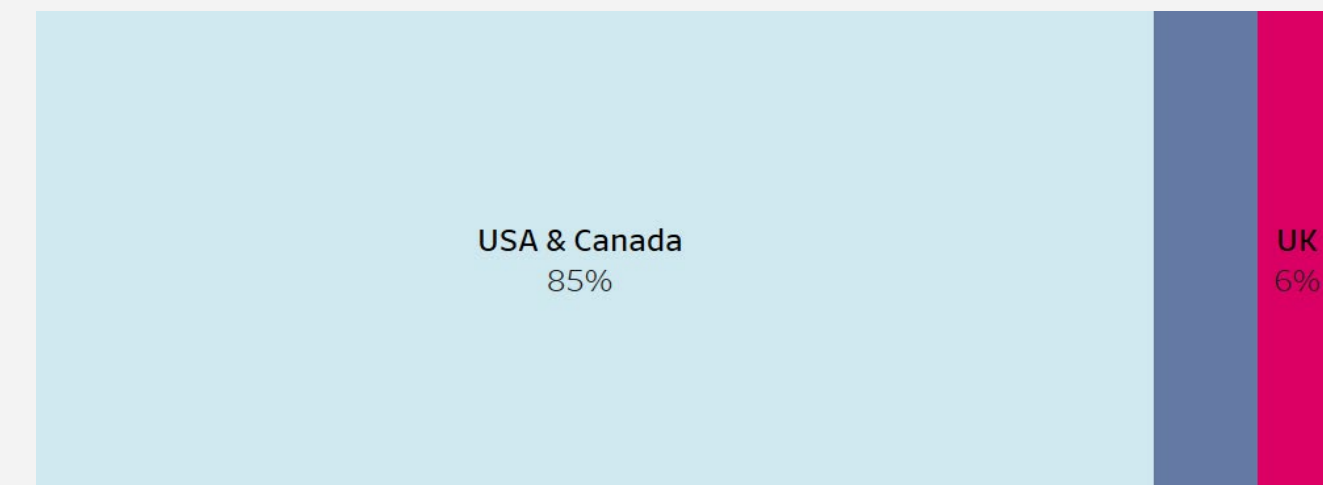
NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1 The Big Bang Theory	Netflix	Comedy	51.460
	Amazon	Comedy	5.272
2 Monster: The Jeffrey Dah..	Netflix	Biography	45.011
3 The Watcher	Netflix	Thriller	43.377
4 Friends	Netflix	Comedy	34.407
	Amazon	Comedy	4.328
5 Brooklyn Nine-Nine	Netflix	Comedy	35.254
6 Young Sheldon	Netflix	Comedy	17.852
7 Peppa Pig	Netflix	Animation	8.822
	Amazon	Animation	6.886
8 The Midnight Club	Netflix	Horror & Fantasy	15.437
9 The Office	Netflix	Comedy	14.048
10 Oddballs	Netflix	Animation	12.722
11 The Lord of the Rings: The..	Amazon	Action	12.617
12 Dynasty	Netflix	Drama	10.049
13 Ben & Holly's Little Kingdom	Netflix	Animation	5.901
	Amazon	Animation	3.102
14 Guillermo del Toro Presen..	Netflix	Horror & Fantasy	8.209
15 The Mole	Netflix	Adventure	7.563
16 Conversations with a Kille..	Netflix	Biography	7.324
17 Love Is Blind	Netflix	Game-Show & Reality-TV	6.575
18 Unsolved Mysteries	Netflix	Crime	6.118
19 Cobra Kai	Netflix	Action	6.076
20 From Scratch	Netflix	Drama	6.076
21 The Empress	Netflix	Drama	6.024
22 Phantom Pups	Netflix	Family & Kids	5.905
23 Bling Empire	Netflix	Game-Show & Reality-TV	5.702
24 High Water	Netflix	Drama	5.099
25 Blippi	Netflix	Family & Kids	4.950
26 Cyberpunk: Edgerunners	Netflix	Animation	4.761
27 Big Mouth	Netflix	Animation	4.688

SHOWING 27/100 - [See complete chart here](#)

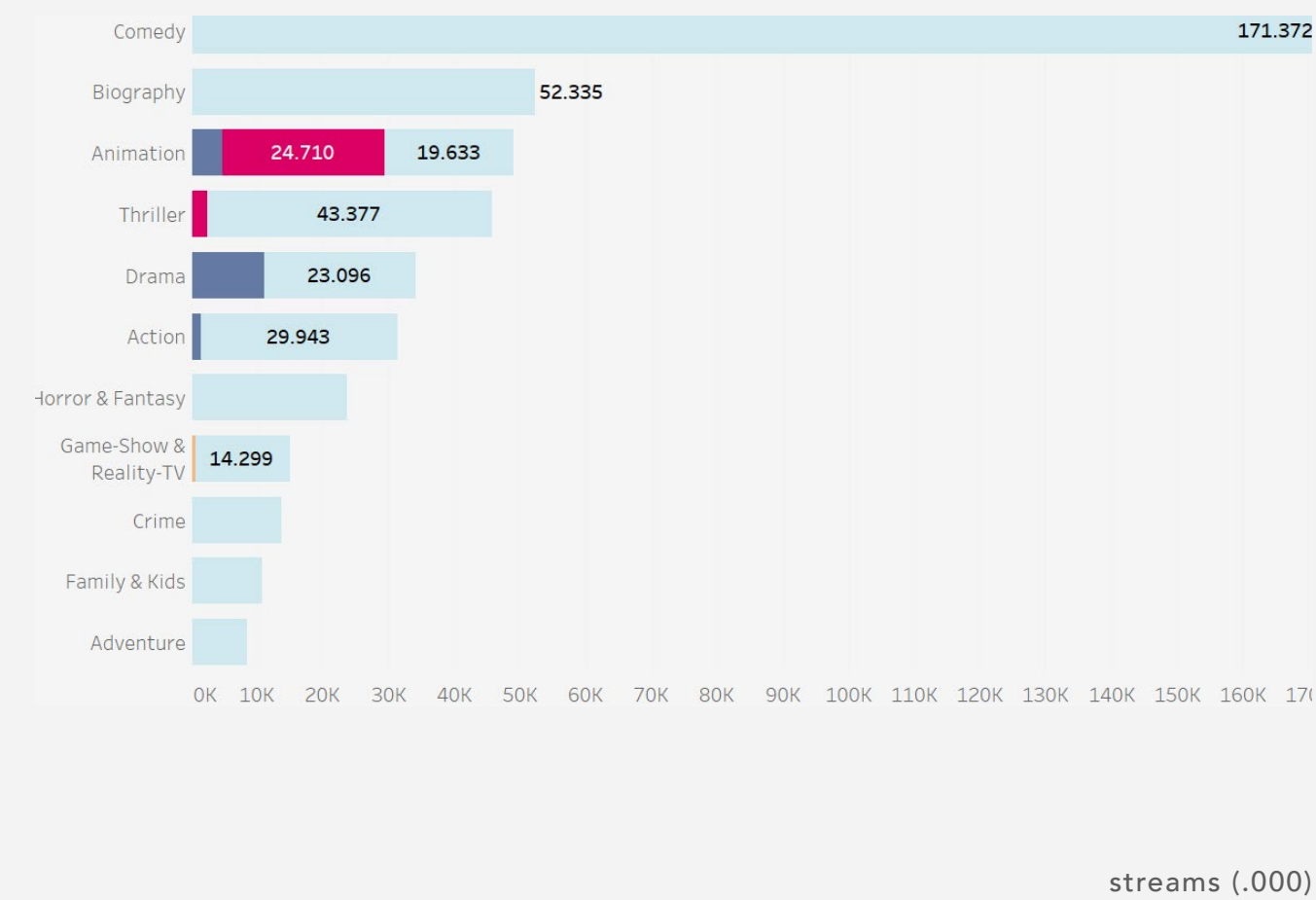
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



AMERICAN SHOWS BEAT THEIR OWN RECORD, WHILE UK SHOWS EXPERIENCE A MAJOR DROP

The US hegemony knows no limits and in October its share went up to the 85% with 44 shows in the TOP50. Responsible for this are beloved long-tail American sitcoms like "Big Bang Theory" (56M Streams, #1), Friends (39.4M Streams, #4), "Brooklyn Nine" (35.2M Streams, #5) or "Young Sheldon" (17.8 M Streams, #6), which again catapult 'Comedy' up to the top of the most watched genres with an astonishing landmark of 171.3 M Streams. On the other hand, UK shows settle for 6% of the share and only 3 titles in the TOP50. This amounts to a resounding decrease, nothing less than 15% less than the previous month.

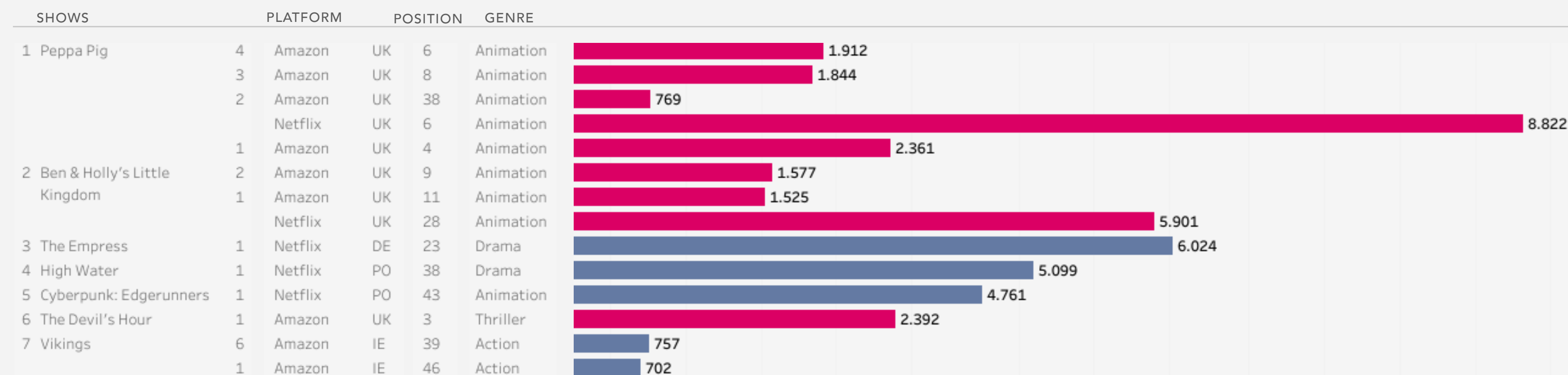
RYAN MURPHY'S EERIE MONSTERS AND STALKERS CONQUER POSITIONS #2 AND #3

"Monster: The Jeffrey Dahmer Story" continues to sit firmly in position #2 with 45M streams, accounting for 87M Streams since its release on September 21, and again propelling, almost singlehandedly, the "Biography" genre to position #2 of the most streamed genres. In position #3, the psychological thriller "The Watcher" starring Naomi Watts, released on October 13, nimbly climbed up the chart, achieving 43.4M Streams.

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



PRE-SCHOOL ANIMATION SHOWS "PEPPA PIG" AND "BEN AND HOLLY'S LITTLE KINGDOM" SAVE UK CONTENT FROM ALMOST TOTAL ABSENCE IN THE CHARTS

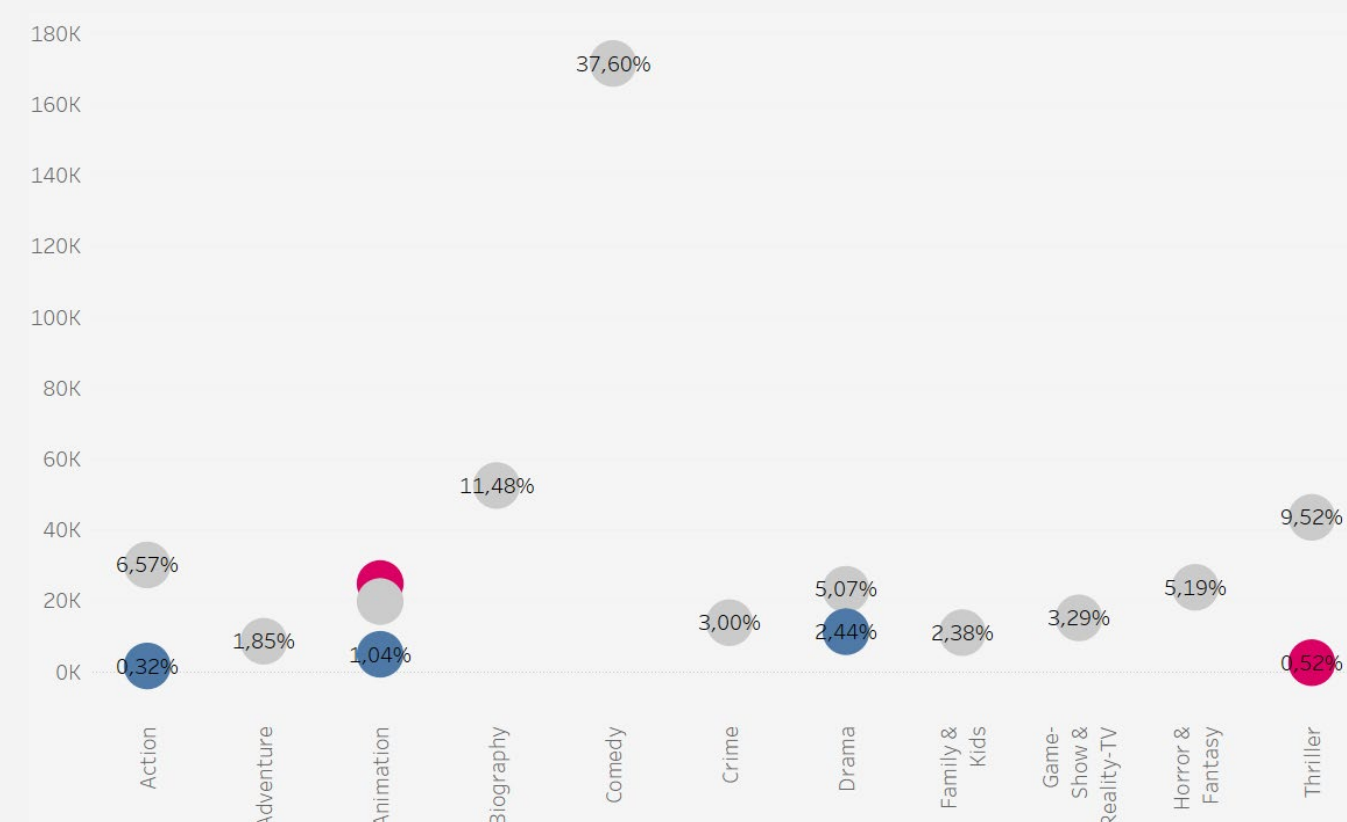
The first one reached position #7 and cumulates over 15M stream across the four seasons on Netflix and Amazon, while the second one reached position #13 with 9M cumulated streams. Amazon placed one Prime Video original, the thriller "The Devil's Hour", in position #34 with 2.3M streams.

"THE EMPRESS" AND "HIGH WATER" RAISE EUROPEAN DRAMA TO THE TOP 23 AND 38 RESPECTIVELY

The German costume drama did not shine in UK like it did in its neighboring markets where it can be found in positions 1 (Germany) and 2 (France) of the overall ranking. However, it managed to achieve nothing less than 6M streams since its release on September 29. On the other hand, the Polish disaster series is in position #4 of the European ranking, with 5M streams.

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

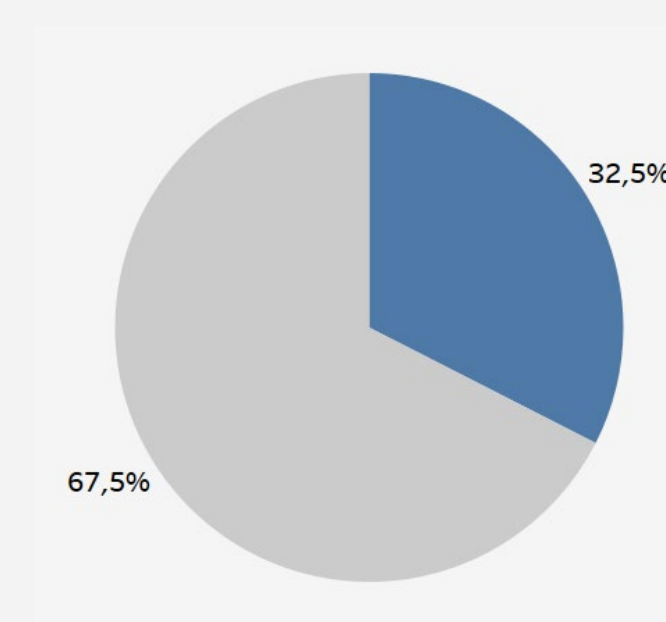


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Action	1	
Animation	1	2
Drama	2	
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



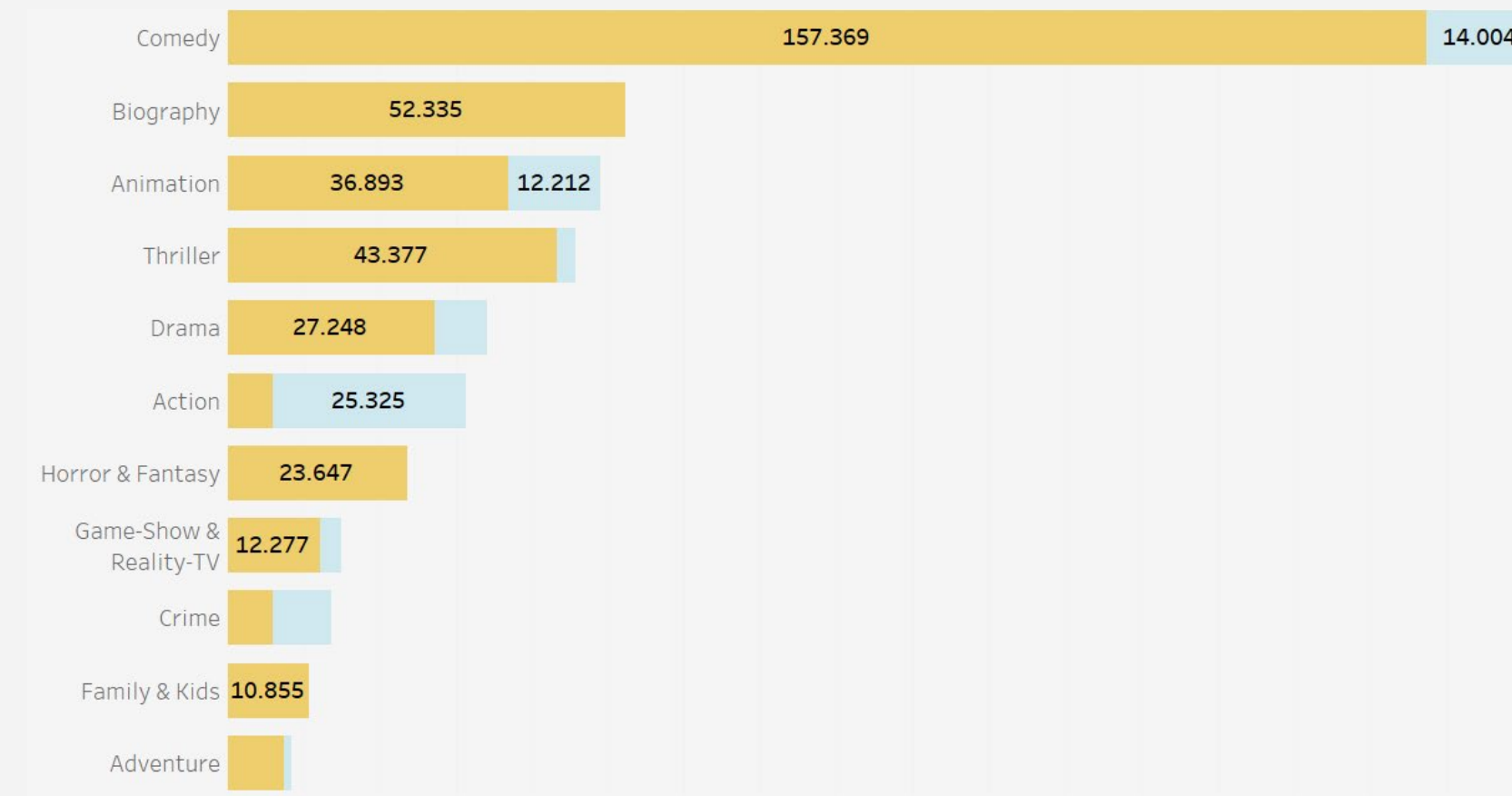
PRODUCTION COUNTRIES: Europe UK Others

UK 100 SHOWS | SVOD PLATFORMS

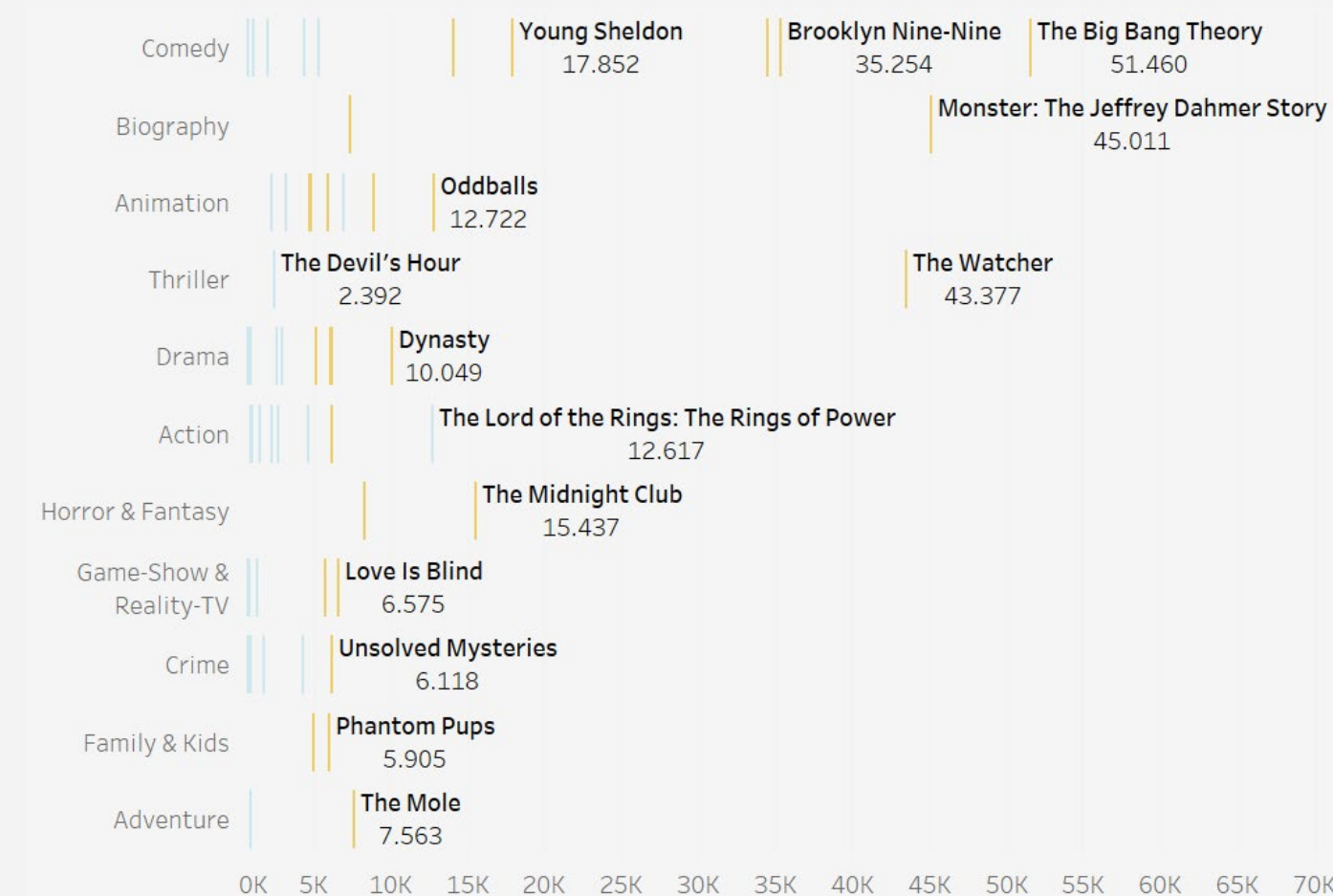
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

“THE LORD OF THE RING: THE RINGS OF POWER-OVER-PERFORMS AS THE MOST STREAMED TITLE IN AMAZON’S CATALOGUE - BUT PERFORMS WORSE THAN THE PREVIOUS MONTH

Amazon’s big bet gathered 12M streams this month (30.2 M streams since its release on September 2) and goes down 3 positions in relation to the previous month. If we compare these results with Netflix’s shows we might be disappointed, but the truth is that looking inside Prime Originals catalogue, we can consider that “The Rings of Power” is leaving a landmark. Once the crown jewel in Amazon’s catalogue, the superheroes show “The Boys” still delivers satisfactory streaming results (2.6M in position #5 on the platform). On the other hand, Prime’s new release “The Peripheral”, a futuristic thriller with tints of drama launched on October 21, achieved 2.5 M streams in position #6 on the platform.

AMAZON’S LONG-TAIL LICENSED SHOWS ARE NOT TO BE DISMISSED:

The already considered TV Classics like the action series “Supernatural” (4.4 M Streams, #28), the Crime show “Veronica Mars” (4.2 M Streams, #29) or the famous doctor “House” (2.9 M Streams, #30) have made a substantial contribution to Amazon’s streams.

HOT CONTENT IN UK

“PEPPA PIG” AND THE IMPORTANCE OF KIDS CONTENT ON PLATFORMS

Toddlers love “Peppa Pig”. But not only British or European kids. Kids from all over the globe: the show is said to broadcast in 180 countries and has been translated into 40 languages. They love its world, Peppa’s family and friends and not only on the screen. Proof of “Peppa Pig”’s impact is the number of books, films, theme parks (both in the UK and China, where most of the IP’s profits come from), video games and merchandise the pink pig has inspired, which certainly makes its IP one of the most profitable in the world. According to Statista, in 2019 the Peppa Pig brand generated about 1.35 billion U.S. dollars in retail sales worldwide. “Peppa Pig” is a global and extremely profitable phenomenon. So why do the kids love it so much?

“The special appeal though is that these cartoons look and sound almost as though they have been created by children for children. The cartoons are basic enough for small children to copy and the voices sound like kids their own age,” says Judi James, body language expert and psychologist, in reference to the two-dimensional character. “Children also love things that are slightly rude and the piggy noises would make them giggle”. However, their caregivers have had a couple of issues regarding the show.

One of the controversies the IP indirectly had to deal with stemmed from Youtube’s algorithm. Apparently, lewd, sadistic and distasteful parody clips of Peppa Pig

were displayed to kids because of Youtube’s insufficient policing of its content. This is why “Peppa Pig” and other kids’ content work so well in the OTT format. The content is highly curated and obviously supervised. But “Peppa Pig” works well in OTT in another sense, too. Our data says that the show is the second most watched, collecting an impressive 1.3B streams since July 2022. In all, it represents ¼ of Animation genre streams, which account for 18.15% of total streams in all markets. But guess what. Position #3 of all time most popular shows is also a kid’s program. So it’s not “Peppa Pig” alone, but kids content that achieves tons of streams on the platforms. Can you now get a grasp of how important kids content is for OTTs?

In some ways, the opportunity with children was very similar to adults. During the pandemic, streaming providers had the opportunity to capture a larger share of children’s viewing thanks to the quarantine and the overall shift toward streaming consumption. However, two main points are different with regard to typical adult content: exclusivity and novelty. Exclusivity because greatest hits such as “Peppa Pig” and “Paw Patrol” are being streamed on both platforms, Netflix and Amazon Prime Video. (Why is that? Is that because neither Netflix nor Prime Video can afford exclusivity? Is it a decision from the different IPs? Do they win more by diversifying their sources of income?) Novelty because, as Ali Vahdati, CEO and founder of Digital-i, our data

partner, pointed out in an interview, engagement with adults calls for a constant release cycle of new quality content. However, children are likelier to stick with the same limited number of shows.

When talking about the greatest hits in the streaming war, what usually comes to our minds are shows like “Squid Game”, “Rings of Power” or now “Dahmer”. But we’ve seen over and over again that all-time running shows and kids’ content are the shows that actually get the highest figures. But it’s OK, because sometimes we just need to stop for a moment and remember the importance of these productions to really understand SVOD consumption. With its peculiarities and oddity, do you understand now that you cannot underestimate toddlers’ streams?



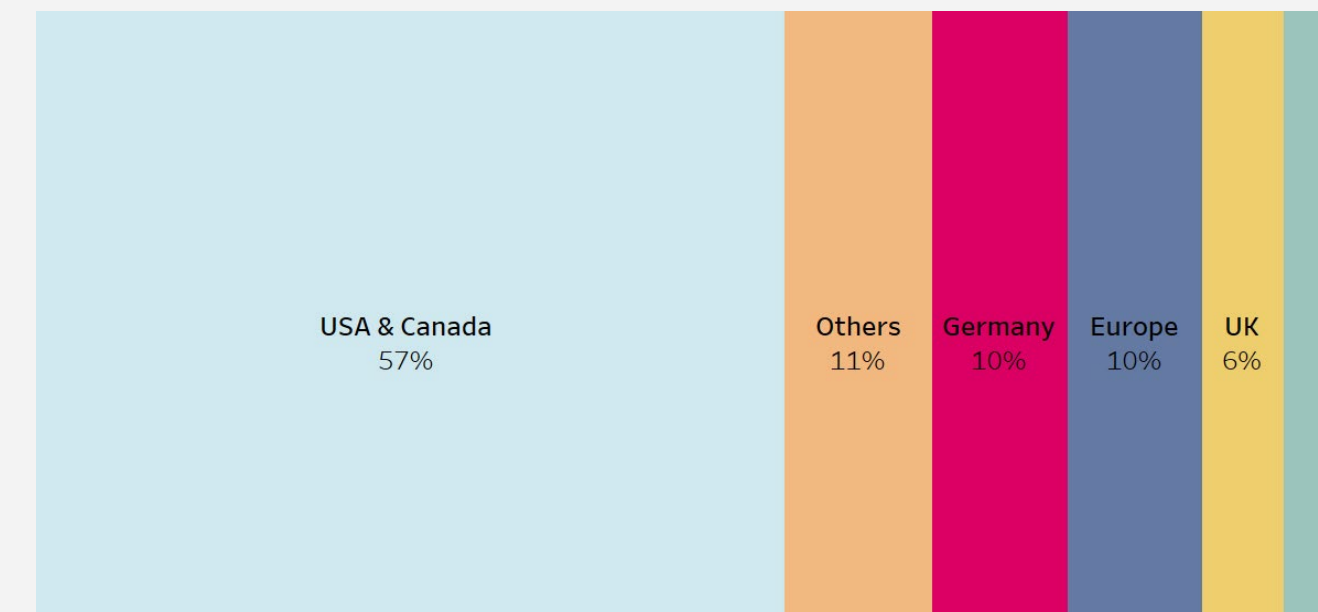
GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

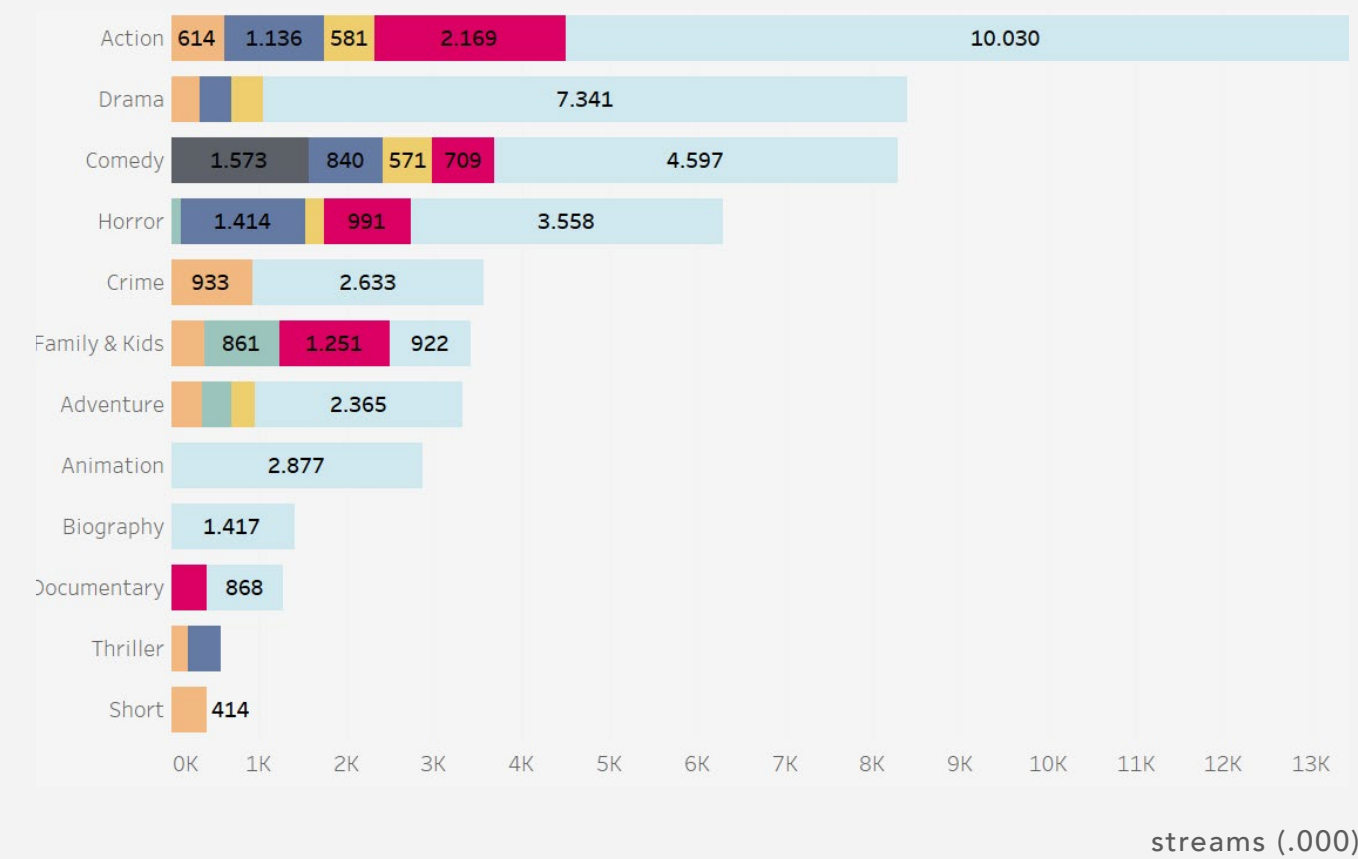
MOVIES	PLATFORM	GENRE	STREAMS
1 Luckiest Girl Alive	Netflix	Drama	3.632
2 The School for Good and E..	Netflix	Action	3.092
3 Mr. Harrigan's Phone	Netflix	Horror	2.705
4 The Curse of Bridge Hollow	Netflix	Adventure	2.365
5 Minions & More 1	Netflix	Animation	2.158
6 The Losers	Netflix	Action	2.153
7 All Quiet on the Western F..	Netflix	Action	2.010
8 Lou	Netflix	Drama	1.631
9 Someone Borrowed	Netflix	Comedy	1.573
10 Blonde	Netflix	Biography	1.417
11 The Good Nurse	Netflix	Crime	1.373
12 Old People	Netflix	Horror	991
13 Spider-Man: Far from Ho..	Netflix	Action	951
14 The Stranger	Netflix	Crime	933
15 Athena	Netflix	Action	880
16 Sing	Amazon	Family & Kids	842
	Netflix	Family & Kids	837
17 Do Revenge	Netflix	Comedy	721
18 Jaula	Netflix	Horror	701
19 My Best Friend's Girl	Netflix	Comedy	684
20 The Gray Man	Netflix	Action	641
21 Collateral	Netflix	Crime	631
22 Pixels	Netflix	Action	622
23 Hubie Halloween	Netflix	Comedy	588
24 Hanni & Nanni: Mehr als b..	Netflix	Family & Kids	571
25 Austenland	Netflix	Comedy	570
26 The Hating Game	Amazon	Comedy	555
27 Cold Feet	Netflix	Comedy	499
28 Me Time	Netflix	Comedy	490
29 Corpse Bride	Netflix	Family & Kids	463
30 A Nightmare on Elm Street	Netflix	Crime	461

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

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

A WIDE DIVERSITY OF GENRES WITH DRAMA IN THE LEAD

It is a nice surprise to find a drama holding the first position of the chart. This month, that honor is held by the drama thriller "The Luckiest Girl Alive" (#1, 3.6M streams) starring Mila Kunis. Going down the charts, we find a very rich variety of genres: from Action-Fantasy ("The School for Good and Evil" - #2, 3.1M), to Horror ("Mr. Harrigan's Phone" - #4, 2.3M Streams), not forgetting Adventure ("The curse of Bridge Hollow" - #4, 2.3M Streams) or even a Brazilian Romantic Comedy ("Someone Borrowed" - #9, 1.5 M Streams). What do these titles have in common? Right. They are Netflix Originals.

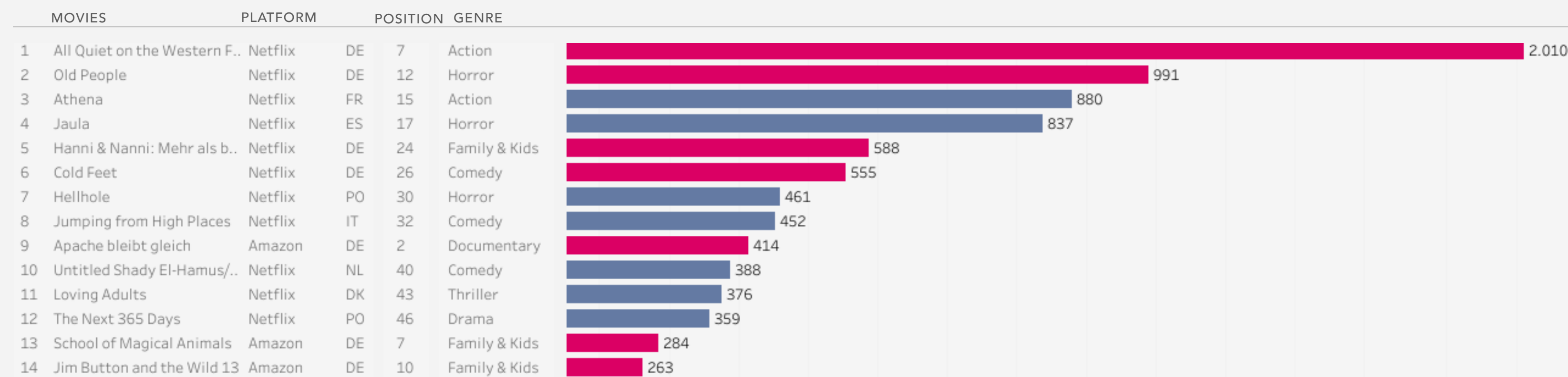
FESTIVAL GEMS AND TALENT-DRIVEN FILMS GIVE A MORE SOPHISTICATED AIR TO GERMANY'S TOP20

During September and October a handful of arthouse and quality-driven films previously selected in TOP-A film festivals landed in Netflix's catalogue, achieving substantial streaming results: TIFF-selected "All quiet on the Western Front" or "The Good Nurse" starring Oscar-winner Jessica Chastain and Oscar-winner Eddie RedMayne, Venice selected "Athena" by Romain Gavras and Andrew Dominik's "Blonde", can be found between positions 7 and 16 of the German chart.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

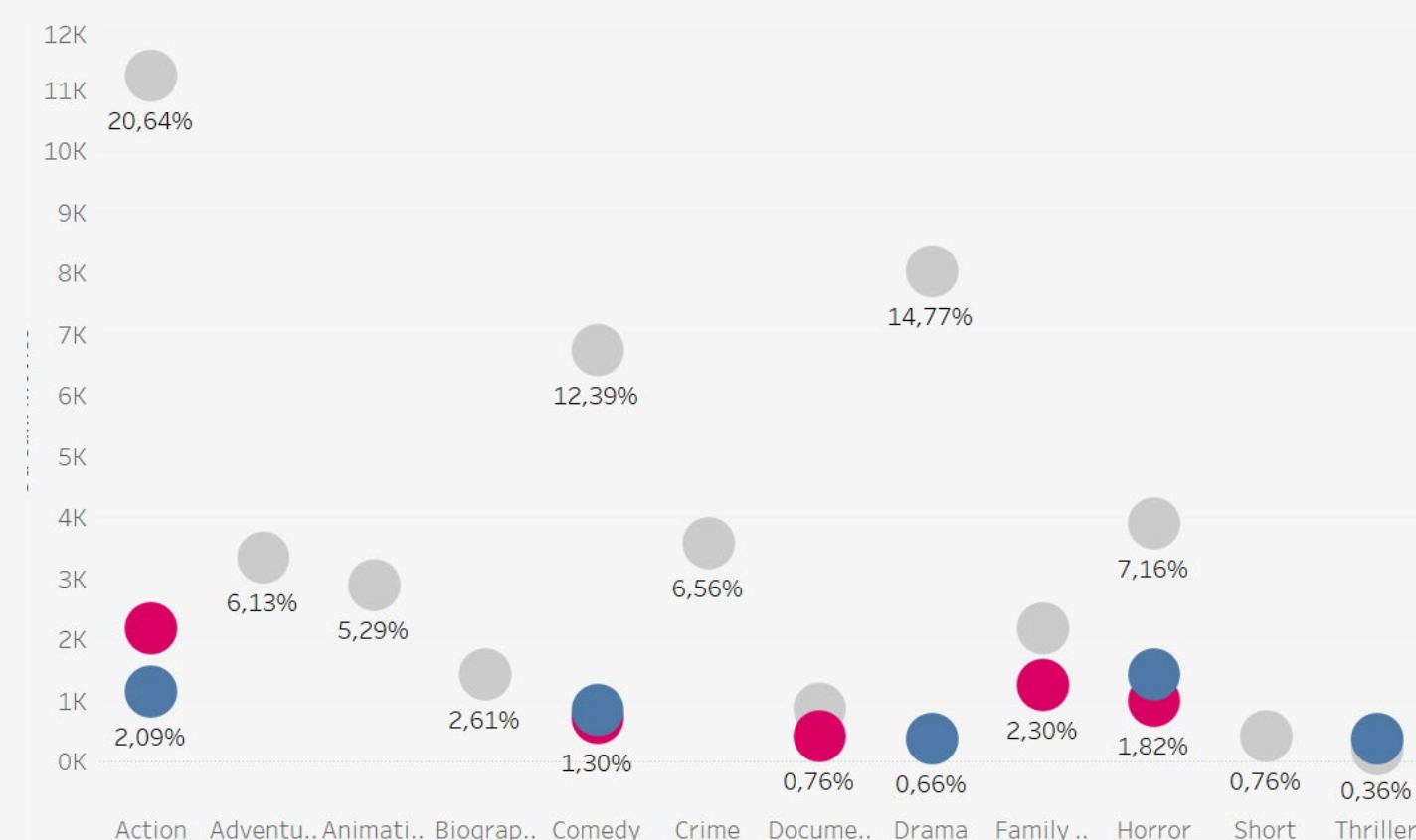
NETFLIX - AMAZON



SHOWING 14/20 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

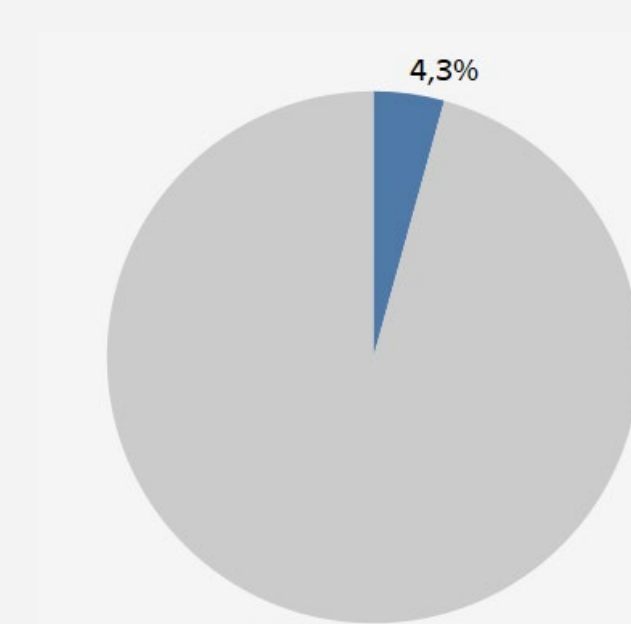


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	3	2
Comedy	2	2
Documentary		1
Drama	1	
Family & Kids		4
Horror	3	1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



GERMANY PLACES 10 LOCAL TITLES IN THE TOP100

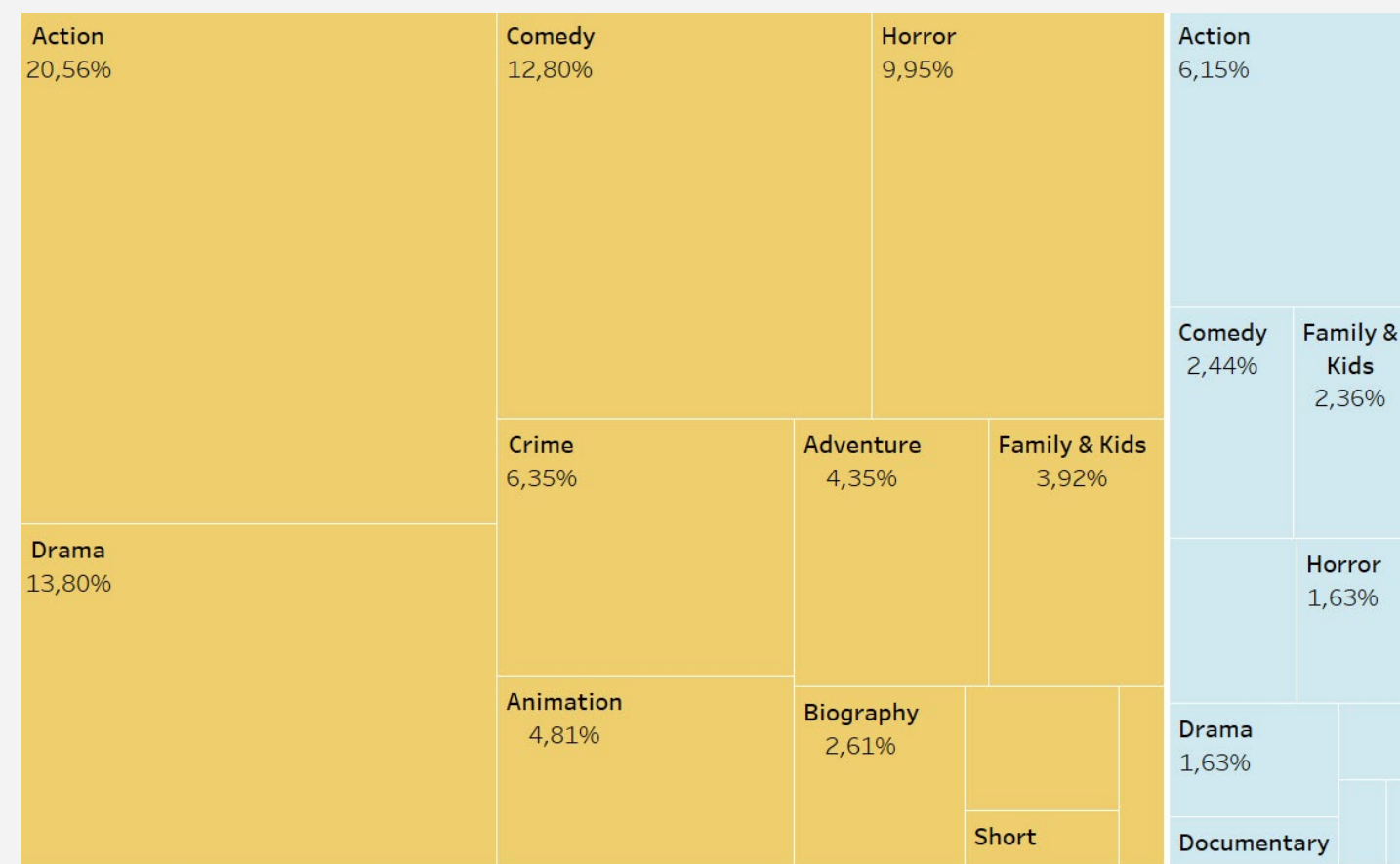
“All quiet on the Western Front”, Germany’s submission for the Academy Award for Best International Feature Film, was the most watched German title this month (in position #7 of the general chart, with 2M Streams) and can already be considered the most popular local movie of 2022. The film, a war drama about a young German soldier’s terrifying experiences and distress on the western front during World War I, premiered at the Toronto International Film Festival, where it was acclaimed by critics and audiences alike.

EUROPEAN HORROR FILMS RIDE THE WAVE OF HALLOWEEN VIBES

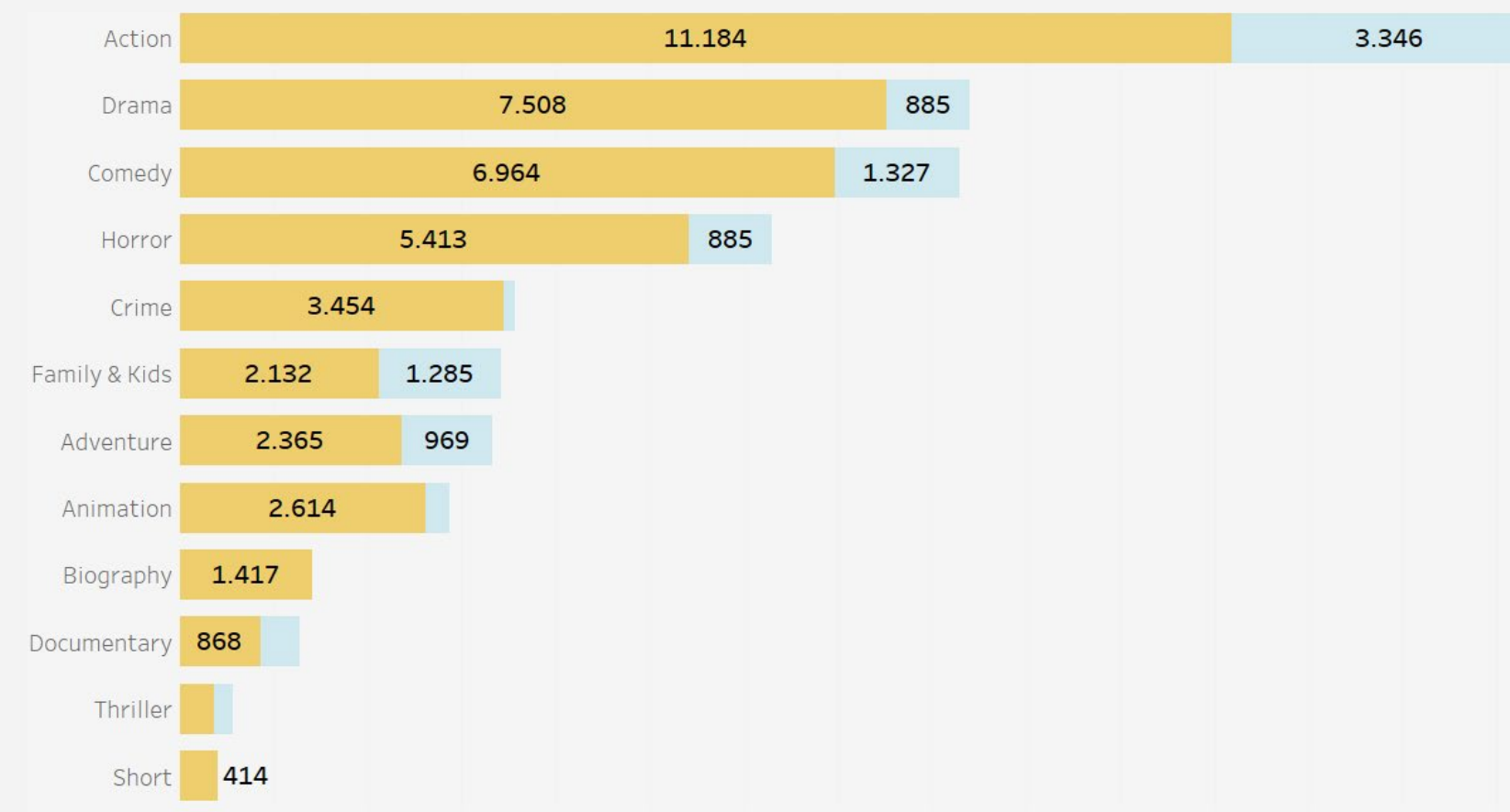
Usually at the bottom of the charts of most streamed genres, this month the spooky season propelled the Horror genre all the way up to position 4 of the most streamed genres with 9.1M streams and 11 titles in the top100. Five out of which are European. Leaving aside American “Mr. Harrigan’s Phone”, which leads the way in position #3 with 2.7M streams, we find the following European titles: the German Netflix Original “Old People” (#13, 991 K Streams), Spanish Netflix Original “Jaula” (#19, 837 K Streams) and period Polish horror film Hellholle (#32, 431 K Streams). On the other hand, in Prime we find the UK horror title Clowns sequel “The Jack in the box” with 212K.

GERMANY 100 MOVIES | SVOD PLATFORMS

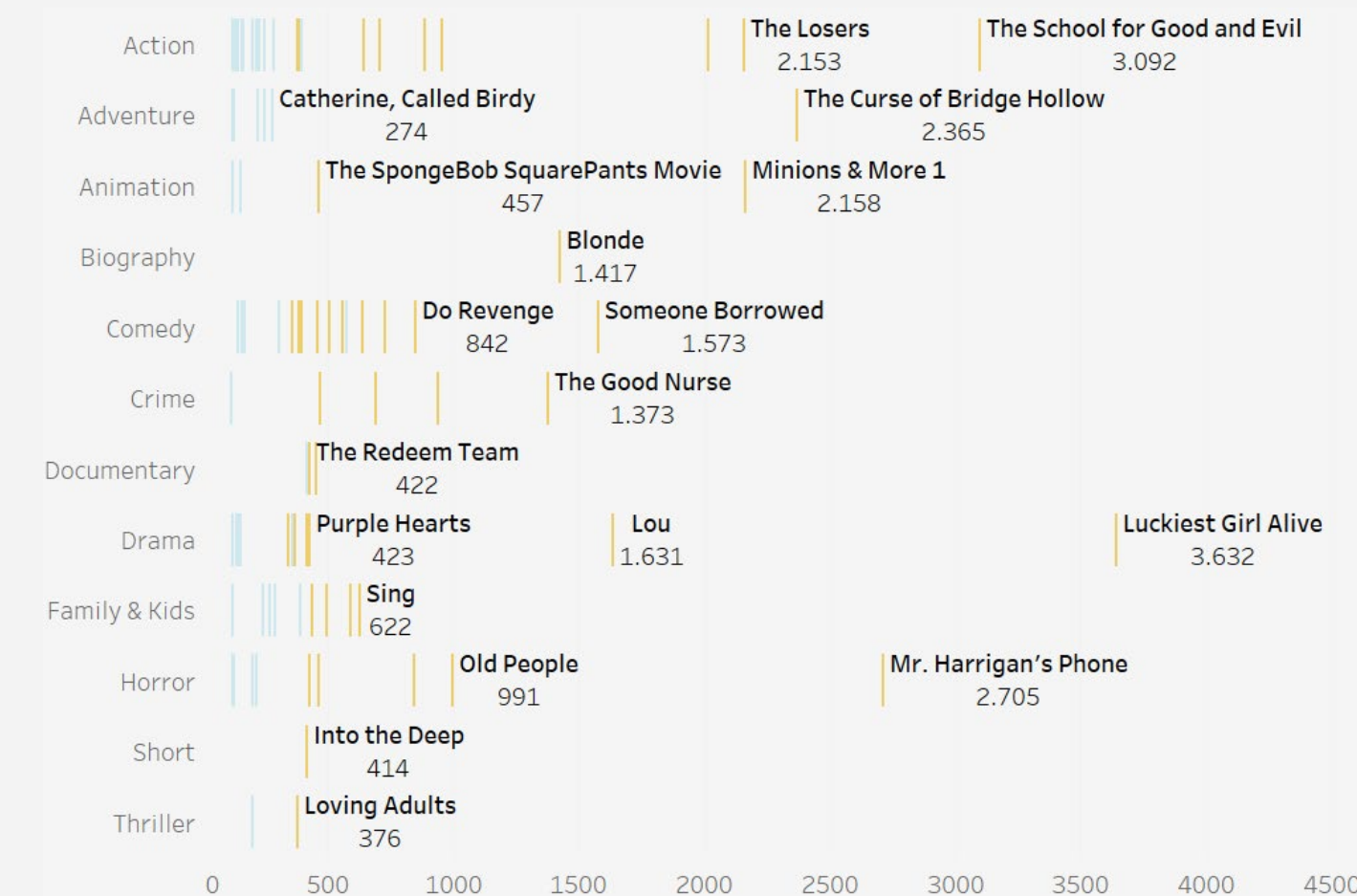
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

AMAZON RECORDS ITS LOWEST SHARE EVER, HOLDING ONLY 17.42% OF TOTAL STREAMS

Or, simply stated, Netflix hoards 82.58% of the streams in Germany, 4% more than the previous month. This means the worst performance for the e-commerce platform since we have been running this analysis. This month, Amazon hasn't brought any new title whatsoever to add to its catalogue and that of course counts: the most watched film in the platform is the 2021 romantic comedy "The Hating Game" in position #27 of the general chart with 570K Streams.

ACTION IS THE PREFERRED GENRE ON NETFLIX AND AMAZON

Amazon has a catalogue of substantial depth as far as Action is concerned. 5 titles in the TOP100 together garnered 3.3M Streams. The flagship this month is "Blacklight" starring Liam Nesson, with 387.9 Streams. However, Netflix has nothing to fear since its Action title results are overwhelmingly better than Amazon's: "The School for good and evil" is the most watched Action film with 3.1M streams.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Amazon	Comedy	1.057
		Netflix	Comedy	61.730
2	Monster: The Jeffrey Dah..	Netflix	Biography	38.141
3	Peppa Pig	Amazon	Animation	2.429
		Netflix	Animation	24.272
4	The Watcher	Netflix	Thriller	23.405
5	Manifest	Netflix	Drama	15.646
6	Two and a Half Men	Amazon	Comedy	15.069
7	Gilmore Girls	Netflix	Comedy	14.710
8	Naruto: Shippūden	Netflix	Animation	14.041
9	The Lord of the Rings: The..	Amazon	Action	13.854
10	The Empress	Netflix	Drama	12.906
11	The Midnight Club	Netflix	Horror & Fantasy	12.092
12	Kuroko's Basketball	Netflix	Animation	1.344
13	Naruto	Netflix	Animation	9.903
14	PAW Patrol	Netflix	Animation	9.845
15	Dynasty	Netflix	Drama	7.847
16	High Water	Netflix	Drama	6.865
17	The King of Queens	Amazon	Comedy	6.141
18	Fate: The Winx Saga	Netflix	Action	5.505
19	Guillermo del Toro Presen..	Netflix	Horror & Fantasy	4.894
20	Conversations with a Kille..	Netflix	Biography	4.718
21	Barbarians	Netflix	Action	4.306
22	Cyberpunk: Edgerunners	Netflix	Animation	4.196
23	Donde Hubo Fuego	Netflix	Drama	4.04
24	Love Is Blind	Netflix	Game-Show & Reality-TV	3.670
25	The Playlist	Netflix	Biography	3.616
26	From Scratch	Netflix	Drama	3.605
27	Cobra Kai	Netflix	Action	3.506
28	Molang	Netflix	Family & Kids	3.434
29	Lucifer	Amazon	Action	3.385
30	Phantom Pups	Netflix	Family & Kids	3.251

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

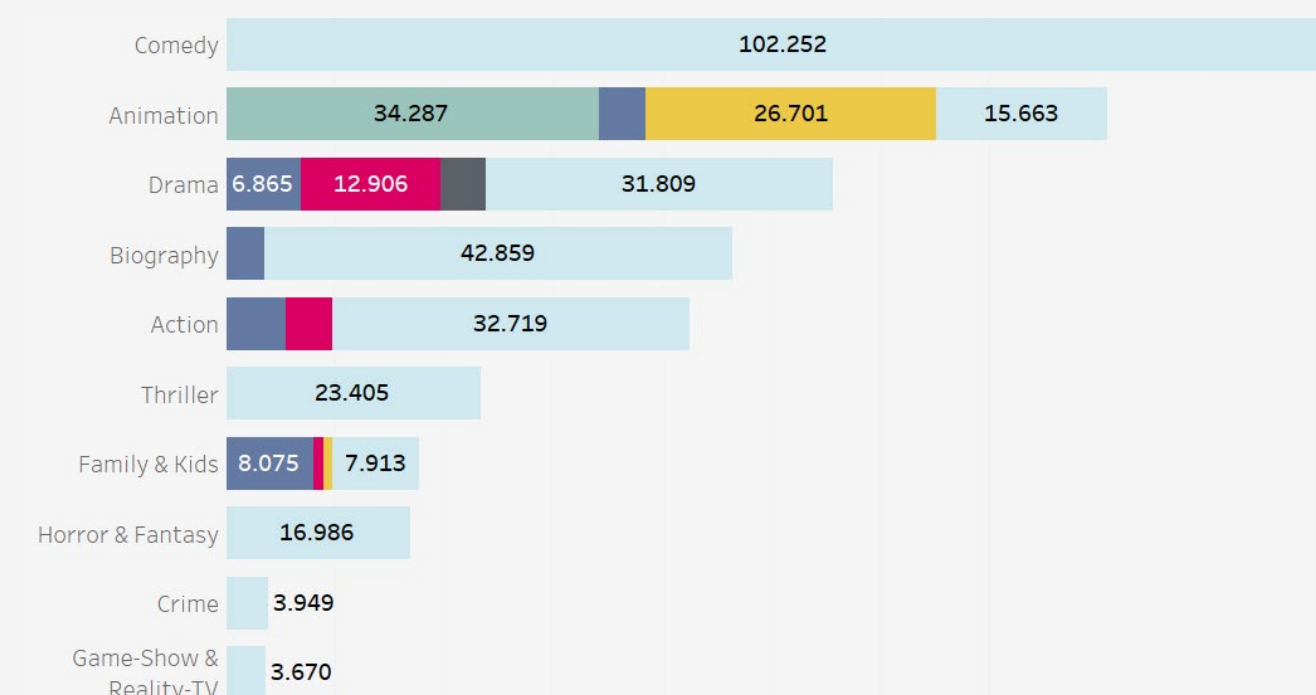
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



US CONTENT EXPERIENCES ITS LOWEST SHARE OF THE YEAR WITH A 69%, THREE POINTS LESS THAN THE PREVIOUS MONTH, AND EUROPEAN CONTENT COMES FURTHER TO THE FORE

Although US shows keep hoarding the first positions of the charts, in general terms, the US has placed only 69 titles in the TOP100. In position #1, a familiar face, the longtail American sitcom "The Big Bang Theory" keeps relentlessly gathering streams month after month. In September, no less than 61.7M Streams. In position #2 one of Netflix's biggest hits of the season "Monster: The Jeffrey Dahmer Story" with 38.1 M Streams. In position #3, the most beloved pig of all times, "Peppa Pig" with over 26M Streams across the two platforms.

"THE LORD OF THE RINGS: THE RINGS OF POWER" IS PRIME'S SECOND MOST STREAMED SHOW IN GERMANY WITH 13.8M STREAMS

"The Rings of Power" did not better the results achieved in September. This month it lost the #1 it attained last month, which was snatched away from it by the long-tail sitcom "Two and a Half men" with 15M streams, and it descended two positions in the general charts. However, its cumulated results are not to be dismissed: it's been the ninth most-watched series on the charts, and has cumulated over 29M streams in Germany since its release.

GERMANY 100 SHOWS | EUROPEAN FOCUS

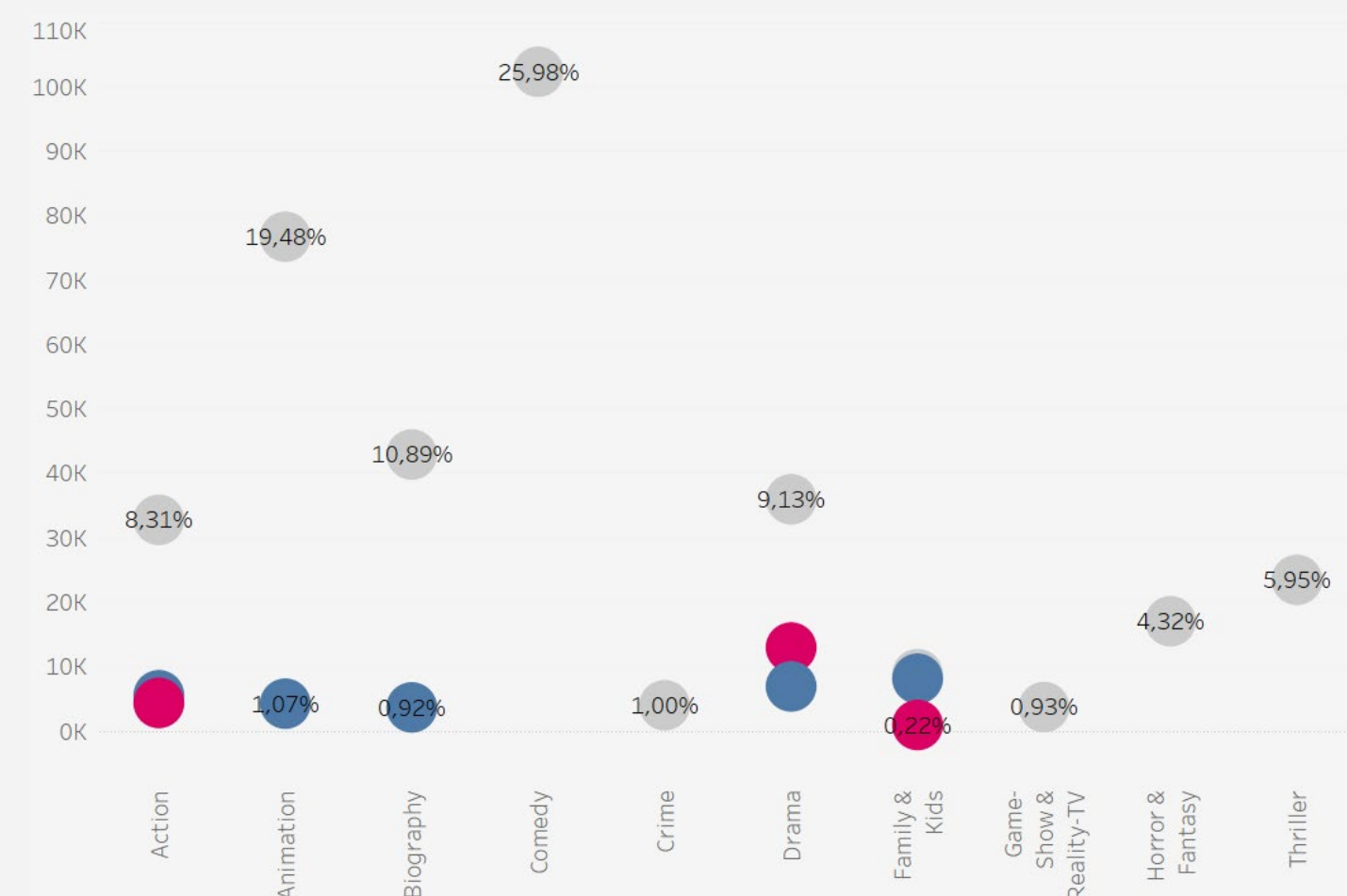
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE	STREAMS
1 The Empress	1 Netflix	DE 4	Drama	12.906
2 High Water	1 Netflix	PO 9	Drama	6.865
3 Fate: The Winx Saga	2 Netflix	IT 17	Action	5.505
4 Barbarians	2 Netflix	DE 31	Action	4.306
5 Cyberpunk: Edgerunners	1 Netflix	PO 34	Animation	4.196
6 The Playlist	1 Netflix	SE 41	Biography	3.616
7 Molang	1 Netflix	FR 45	Family & Kids	3.434
8 Angelo Rules	1 Netflix	FR 49	Family & Kids	3.195
9 Trotro	1 Amazon	FR 10	Family & Kids	1.445
10 Meine Freundin Conni	1 Amazon	DE 37	Family & Kids	885

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

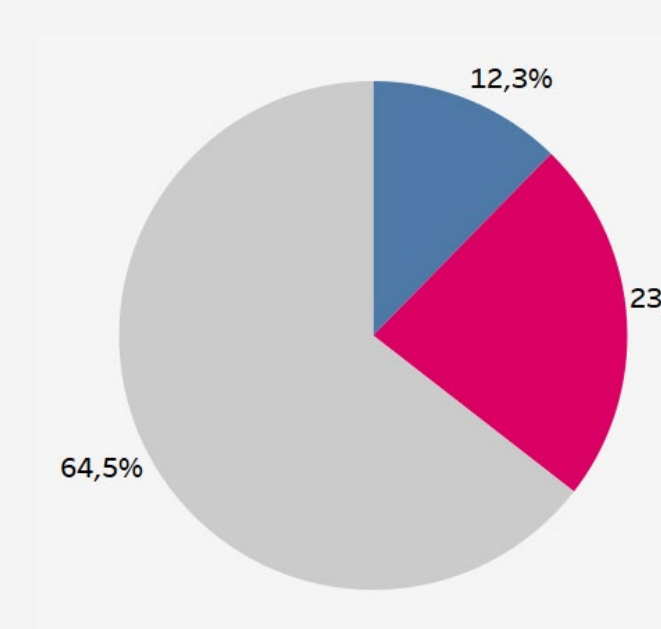


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	1	1
Animation	1	
Biography	1	
Drama	1	1
Family & Kids	3	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



“THE EMPRESS” RAISES GERMAN PERIOD DRAMA TO THE HEIGHT OF THE EUROPEAN CHARTS

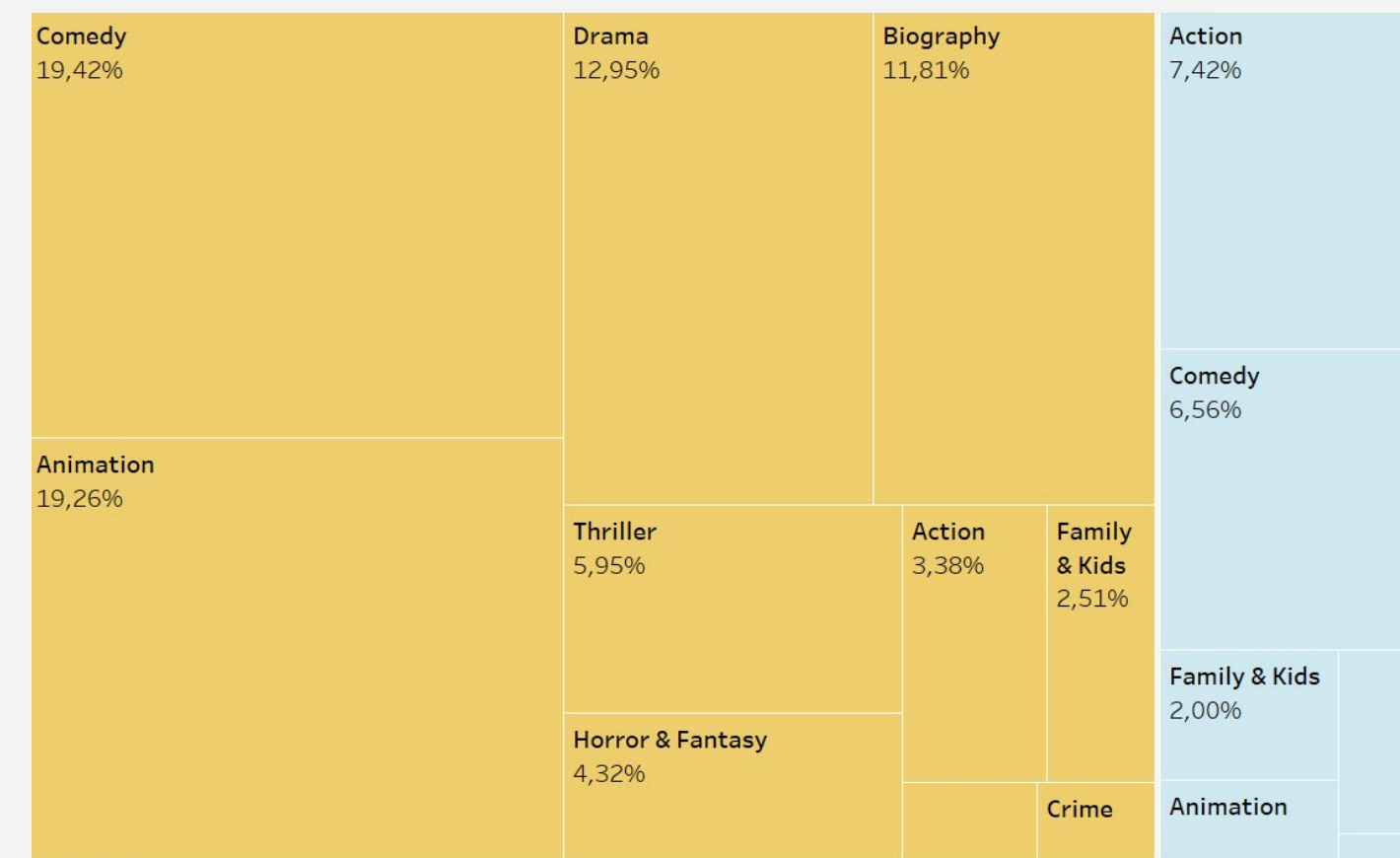
The Netflix Original is a new take on the life of Empress Sissy, English-spoken and German-produced Drama. It holds top 1 of European titles, and top 4 in the overall ranking with 12.9M Streams. A second German period show sneaked into the TOP100 this month: the action drama “Barbarians”, released on October 21 about the famous battle of the Teutoburg Forest, in which Germanic warriors halted the northward advance of the Roman Empire in AD 9. The second season of the show is in position #31 of the overall charts with 4.3M Streams.

POLAND, ITALY AND SWEDEN PLACED LOCAL PRODUCTIONS IN THE GERMAN CHARTS

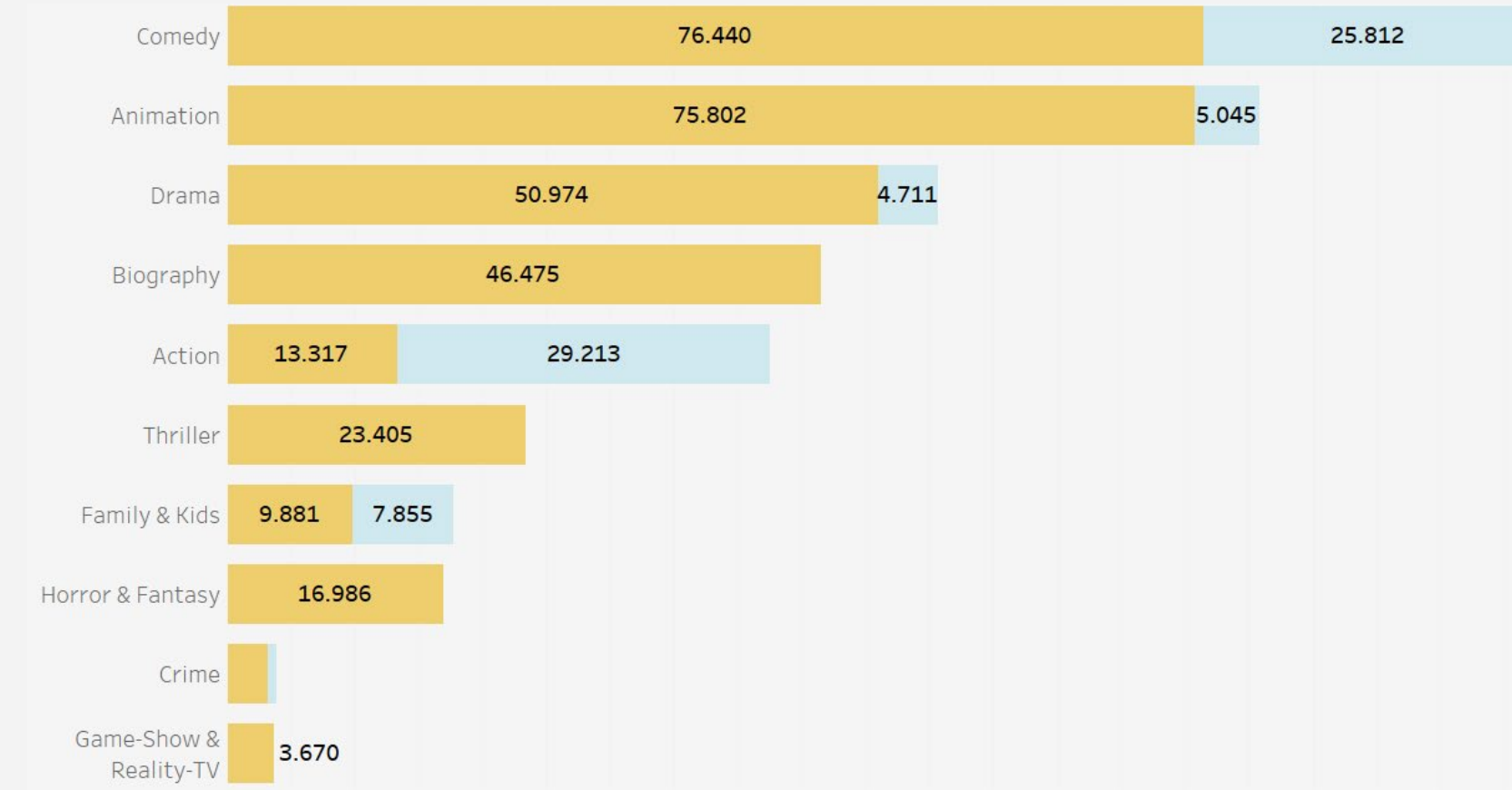
The Polish disaster drama “Highwater”, with 6.8M streams, is the second most-watched European title, in position #9 of the overall chart, followed by Italian fantasy action show “Fate: The Winx Saga” with 5.5M views in position #17 in the overall chart. Another Polish fiction, the animation series “Cyberpunk”, gathered 4.1 M streams, while the Swedish miniseries “The Playlist” about the creators of Spotify, collected 3.6 M streams.

GERMANY 100 SHOWS | SVOD PLATFORMS

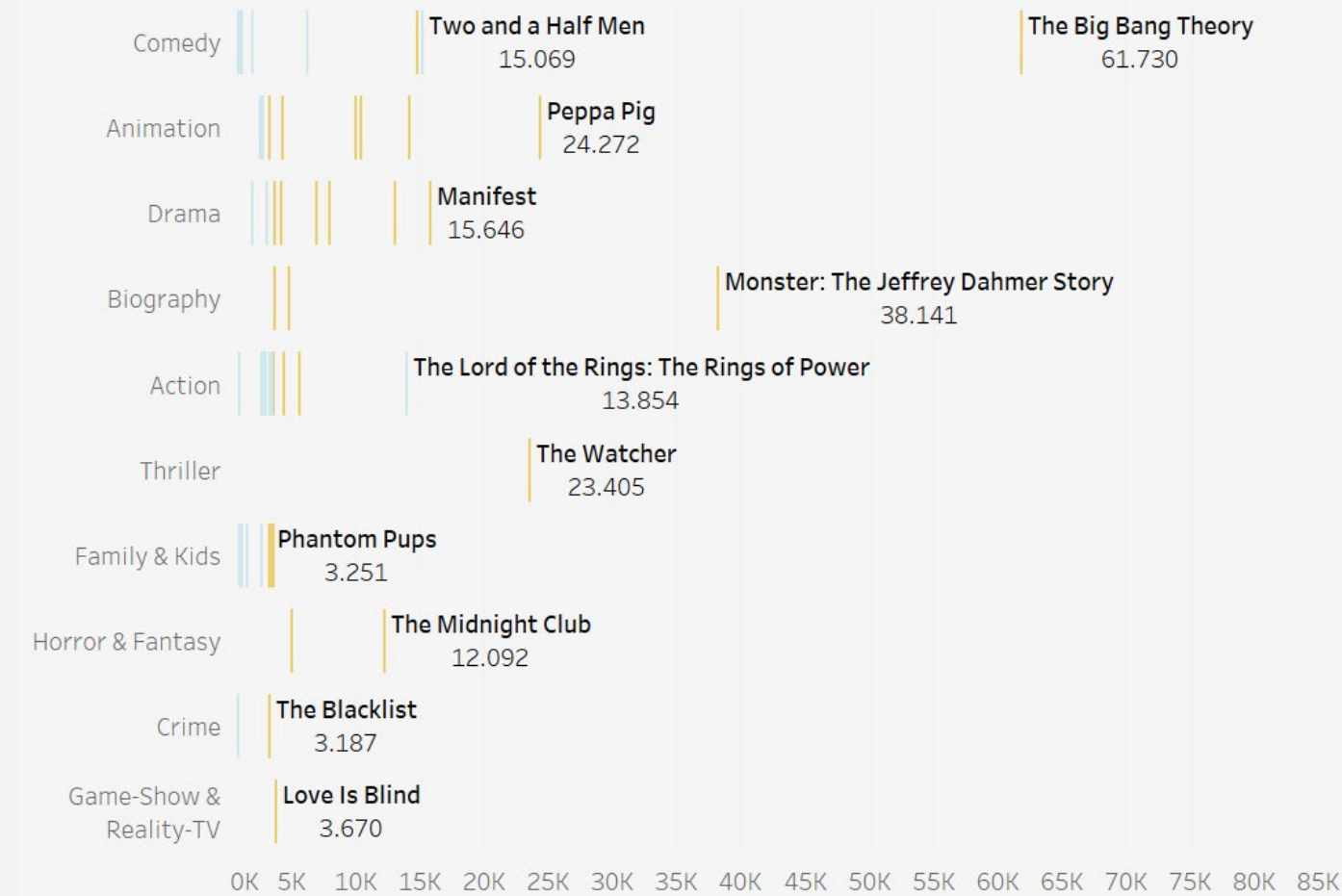
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

PRIME PLAYS ITS CARDS WELL IN ACTION, WHERE IT SURPASSES NETFLIX'S STREAMS, AND ALSO FIGHTS IN COMEDY

Amazon collected 29.2 M streams in Action, with the "The Rings of Power" being the flagship with almost half of the streams, 13.8M views. Comedy presents quite satisfactory results too, accounting for 25.8 M views, with "Two and a Half Men" leading the way.

AMAZON IS FIGHTING A DISCRETE AND SILENT BATTLE IN GERMANY, INCREASING ITS SHARE 4% SINCE JULY

The e-commerce platform has been slowly gaining ground on Netflix since July, increasing its share of total streams from 14.6% to 18.6 % this month. We will need to wait a bit more to confirm whether we are talking about a rising and steady trend. Should Netflix be worried.

HOT CONTENT IN GERMANY

“THE EMPRESS”, “BARBARIANS” AND “ALL QUIET ON THE WESTERN FRONT”

German titles in the battle. At the beginning of the year, Netflix announced that the budget for German-language productions had doubled to 500€ million for the coming productions in the current year and the following, 2023. Katja Hofem, VP German Original Series at Netflix, said: “When it comes to story development, our top priorities are strong and local stories with authentic characters, produced to the highest quality. We want to inspire our viewers through our content and also those who are not yet in Germany, Austria and Switzerland”. She maintained her determination to “set new milestones in serial storytelling and increase our footprint in the German market”.

“Dark”, “Das Haus Anubis”, “How to sell drugs online”, “Army of Thieves”, “The Unforgivable” or “Blood Red Sky”. These are some of the shows and movies that might come to mind if I ask about the recent wave of German-language productions that became hits in 2021. So far, 2022 has been also a great month for content from Germany, Switzerland and Poland. “Kitz”, “Resident Evil”, “Kleo” “Cyberpunk: Edgerunners” and The 365 Days Saga are the movies and shows that directly benefited from Netflix’s double investment. October was not going to be an insignificant month for the German growth flow. This month, “The Empress” and “All Quiet on the Western Front” represent that success and investment in German-speaking productions. “The Empress” is a historical drama written by Katharina

Eyssen. It is pitched as a sumptuous reimagining of the life of Empress & Queen Elisabeth of Bavaria - better known as Sisi, a young woman ahead of her time, rebelling against the rigid rules of the 19th century and the court, who was also very much into skincare and dieting regimes. Another royal drama to add to the successful hits on Netflix: “Royal Teen”, “Young Royals”, as well as greatest hits “The Crown” and “Bridgerton” and the new docuseries coming in December “Enrique and Meghan”. What is it about the royal world? It really works.

“Die Kaiserin” was five times in Top #10 Most Streamed Non-English Shows, and on two of those five occasions it was number #1, collecting in those five weeks 159,800,000 hours of streams. Isn’t that impressive? According to our data, “The Empress” has collected 53.4M in the five markets, and was the third most popular both German and Central European show after only one month on the platform, also gaining the fifth position in the biggest intro of local production in its home market. In the movie market, October’s goldmine has been “All Quiet on the Western Front”, already the most popular local movie so far in 2022, collecting 6.2M in all five markets. It premiered at the Toronto International Film Festival on September 12 and was later released to streaming. In August 2022, the film was announced as Germany’s submission for the Academy Award for Best International Feature Film at the 95th edition of the

Oscars. With Edward Berger as a director and Daniel Brühl as part of the ensemble cast, the movie, inspired by a German World War I veteran’s novel, was also five times in Top #10, and enjoyed #1 twice. During those five weeks, it gathered 103,420,000 hours of streaming, making October the best month for German movies.

The rise of Central European content produced by Netflix on the international market likely probability started five years ago, with the release of “Babylon Berlin” and “Dark”, continuing with “How to sell drugs online”, This Days Saga, “Furioza” and so many other titles, many of which we’ve covered. 2022 has been a great year for German-speaking productions, and the best thing is that the year hasn’t finished yet. What films and shows will appear in 2023 after Netflix’s double investment at the beginning of the year? Stay tuned to find out!



GLOBAL TAKES

- 1 / **Central European content produced by Netflix is on.** This month, Central Europe productions have had a good streak and have totally got gold in the European market. "Cyverpunk: Edgerunners" (21.6M), "Barbarians" (18.5M), "The Empress" (53.4M), and "All Quiet on the Western Front" (6.2M). Without any doubt though, the most important were these last two, which are all about Europe's past: the life of Empress & Queen Elisabeth of Bavaria, and a young German soldier's terrifying experiences and distress on the western front during World War I respectively. If you want to have a quick but accurate overview of German-language productions, go and check this month's German's Hot Tittle.
- 2 / **European film d'auteur movies on Netflix - and at festivals.** It is not very common to see award-winning European names in the top mainstream listings of Netflix, but this month we've had a couple of them: "Rainbow", "El Maravilloso Mago de Oz" and "Athena". Here's the formula that has worked for "Athena": high-end Action Thriller + indie ground legitimate diverse talent. The results? A new take on quality-and-award-winning Action Thrillers. "Athena" has accumulated 9.2M streams and was this month's top 1 most-watched local film; "Rainbow" did 2.1M, and was also the most popular European movie in its local market. While distributors often make individual theatrical releases several months after the film's exposure to festivals, both movies have premiered quickly on the platforms. Do you want to know more about "Athena"? Go and check France's Hot Title of the month.
- 3 / **Seasonality does matter in Netflix's results.** The Halloween season has filled the month with Thriller, Horror & Fantasy. In the movie market, Horror & Fantasy is the fourth most-played genre overall with 11.53% of total views. Shows-wise, Thriller has 7.68% of total views, followed by Horror & Fantasy, with 4.81%. Halloween is clearly becoming more and more important in non-English speaking markets every year, but still the spooky season's titles are mainly American.
- 4 / **"Dahmer" breaks records.** Created by Ryan Murphy and Ian Brennan, The Jeffrey Dahmer Story collects 312M views in the European market, becoming, after just one season, the 16th most streamed show since we have data. The show has really been a kind of cultural reset. It became Netflix's second most-watched English-language series of all times within 28 days, and the third Netflix series to pass 1 billion views in 60 days. But the acclaim does not only come from the public. The series received four nominations at the 80th Golden Globe Awards, including for the Best Anthology Series or Television Film. In November, Netflix renewed Monster as an anthology series, with two further editions based on the lives of "other monstrous figures".
- 5 / **Amazon still wages its little war.** Although it has collected 15.38% of the shows market, the e-commerce holding has gotten one of the highest figures ever recorded in the five markets, 283M views. We have to face it, given the circumstances - this month Netflix hasn't set a low bar with "Dahmer". "The Lord of the Rings" is the fifth most played content of the month, collecting 56M. However, we haven't seen a "Lord of the Rings" effect on the movie side. Jeff Bezos' company acquired 14.69%, the worst figure we have seen since October of last year.
- 6 / **Spanish productions are having a good run.** Local movies have grown up this month. They collected 17.7 percent of total views, the best figure since May 2022, when "La Familia Perfecta" and "Amor de Madre" premiered and Spanish movies represented ¼ of total views. The local movies that are performing better than average are "El Maravilloso Mago de Oz" (2.1M), "Padre no hay más que uno 3", (1.9M), "Jaula" (1.2M) and "Yo, El Vaquilla" (940K). For shows, despite the Halloween season, Spanish productions haven't dropped their guard this month. "Holy Family" was the third most streamed European show (27.1M) in one heck of a competitive month. All the shows had 17% of total views, a very good figure close to the average.

THINKDATA.

BRIDGING THE DATA GAP

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