THINKDATA.

BRIDGING THE DATA GAP | FEBRUARY 2022

THINK DATA:
BRIDGING THE DATA GAP

February crowns teens and young adults' content. Is this enough for the mainstream platforms?

Hello again! This is our second report after the Think Data launch. In this report you'll be able to see SVOD data from Netflix and Amazon across key European territories like France, Germany, Italy, Spain and UK. The data comes from our partner SODA Digital in the UK who hold their own audience panels in all these countries.

In this new monthly foreword, we'd like to analyse the two main trends that we feel most directly affect indie cinema and series: on the one hand, we observe the confirmed boom of Asian content, and on the other, we see the lack of definite success of Oscar-contenders in the Netflix grid and the implications with regard to its first loss of subscribers in a decade.

This month of April we read the news of Netflix having a disastrous quarter, losing subscribers worldwide, but more importantly their stock value. When we rewind and see the February data in this report, we do understand some of the hypotheses that are behind this loss of subscribers :one of the key trends across territories in this analysis is that there is a radical concentration of teens and young adults' content in top positions. It seems that the omnipresent transversal nature of Netflix across generations is not so visible this month. Is there more to it though? Platforms like HBO MAX and Apple TV, and, in the case of Spain, Filmin and Movistar+, are probably concentrating on a wider amount of audience due to their bet on adult movies and series. Is Netflix the only platform being adversely affected by this segmentation among young people?

Linked to the above, did Netflix neglect their Oscar-nominated titles? Would this kind of titles be key to getting subscribers back? Did the algorithm treat the Oscar-nominated titles well enough during this pre-Oscar month of February? Probably not: "The Power of the Dog", "Madres Paralelas" and "The Hand of God" are not present in the top numbers or in the scaled outdoor advertising campaigns. In an article at Indiewire1, Eric Kohn analyses the relation between the fall noticed in Netflix of Netflix and the potential of festival movies to reverse the trend and quickly reverse the situation: "The studio could go back to acquiring festival movies — the very best of the circuit — and quickly assemble a library of top-shelf cinema with direct relevance to its current needs. (…) The bottom line makes it clear that Netflix must provide quality to lure subscribers and keep them." Will we see the giant streamer buying again in Cannes some allure and prestige in order to improve its numbers and image?

In the hot titles of our report, we have included a varied spectrum of genres and natures: all of them are teen and young adult like the DNA of this month: from toppers like the documentary "Tinder Swindler", Spanish original based on the Wattpad community, "Through My Window", Amazon Original TV Format "L.O.L. Last One Laughing" and Korean zombie-thriller boomer "All of Us Are Dead", we get a sampled analysis of the current nature of the big streamers hits. In the two weeks immediately following release, "All of Us Are Dead" was the most-watched show globally among English or non-English-language content. After "Squid Game", it seems like the algorithm has a new favourite and it's pushing it to top level. Check the report to see all the figures and insights about the K-trend. Is Korean content a potential lifesaver for Netflix? Is foreign language content going to boom and have a more important role?

We wish you pleasant reading, with lots of food for thought!

LET DATA GUIDE YOU!

BY SARAH CALDERÓN - CEO
& CELIA FUMANAL – INNOVATION DIRECTOR
THEFILMAGENCY

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

> *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

> *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

> *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

> *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

> *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 hove 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

digital i

GIVE THE AUDIENCE WHAT THEY WANT.

From its beginning, Netflix's mantra always followed the giving the user what they want, a user-centric philosophy imitated by the other operating competitors in the sector. User consumption sketches a valuable map of preferences that companies employ to design a programming stream that boosts as many viewing hours as possible.

February charts perfectly reveal this strategy applied to one of the most complicated demographic targets: the young. Late millennials and centennials have been brought up in the age of digital buffet, with the notion of unstructured consumption fully internalized. Internal motivations to pick up one content and throw away another vary. Although two consuming drives stand out above the list: the movies/series that become relevant cultural objects among their niche or community and the content narratively produced to binge- this assumption explains the" Through My Window" phenomena. Content counted with an existing fanbase (the story was initially posted on Wattpad) and was produced with all the fiction feature traits that Netflix masters so well for attracting a young audience; the movie reached Top3 in all the markets but the UK. It has been a smash even in one of the harshest territories for the local serialized fiction (Germany), which reinforces the international potential of these genres even in markets that are difficult for non-English-speaking productions to penetrate.

Another excellent example is the classic television formats reinterpret/redefined by streaming platforms to bring content closer to new generations. New LATAM serialized content (known as telenovelas) is now oriented to a younger and easy-going target getting excellent consuming statistics in the south of the Europe market. Something on those lines applies to traditional entertainment TV formats, now found their OTT version. LOL (Prime Video): a hybrid of reality and game shows where local comedians compete to break their opponents to laugh first, is building up its success over an exciting strategy. The content bet on the local adaptation to wake market audience's interest, whom laters leans to explore other countries editions.

The pattern constituted a chained consumption mechanism that bolsters the platform branding extraordinarily.

Meeting what the audience demands the most is equally essential to explain the success and the flops, as happens with the lack of tradition of original productions as Oscars contenders. Neither author content (Jane Campion, Pedro Almodóvar, Paolo Sorrentino) nor mainstream proposals (Adam McKay) have significantly impacted the European rankings during a month in which the media outlet remarkably insisted on the Oscar Race.

European audience diet keeps diverse and various, and platforms know menu has to be vast. But they know better not to overlook that retention relies on giving a lot of what audiences desire most.

Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Tinder Swindler	Netflix	Documentary	5.268
2	Through My Window	Netflix	Romance	4.926
3	Madres paralelas	Netflix	Drama	3.444
4	My Best Friend Anne F..	Netflix	Drama	1.974
5	Skyscraper	Netflix	Action	1.748
6	Ask Taktikleri	Netflix	Romance	1.719
7	Home Team	Netflix	Comedy	1.633
8	Tall Girl 2	Netflix	Family & Kids	1.574
9	The Texas Chainsaw M..	Netflix	Horror	1.496
10	Big Bug	Netflix	Adventure	1.437
11	Das Privileg	Netflix	Drama	1.362
12	11M: Terror in Madrid	Netflix	Documentary	1.325
13	The Best Summer of M..	Netflix	Family & Kids	1.248
14	The Power of the Dog	Netflix	Drama	1.080
15	Don't Look Up	Netflix	Comedy	949
16	A Tombeau Ouvert	Netflix	Action	949
17	Wu Assassins: Fistful ..	Netflix	Action	930
18	Pod wiatr	Netflix	Comedy	794
19	Downsizing	Netflix	Drama	744
20	Attack on Titan: Chron..	Amazon	Animation	740
21	Munich	Netflix	Biography	708
22	The Royal Treatment	Netflix	Romance	698
23	Non mi uccidere	Netflix	Horror	684
24	Red Notice	Netflix	Action	662
25	Las leyes de la frontera	Netflix	Thriller	602
26	El sustituto	Amazon	Action	544
27	Venom	Netflix	Action	530
28	Forgive Us Our Trespa..	Netflix	Drama	524
29	Men in Black II	Netflix	Action	508
30	Time Is Up	Amazon	Drama	501

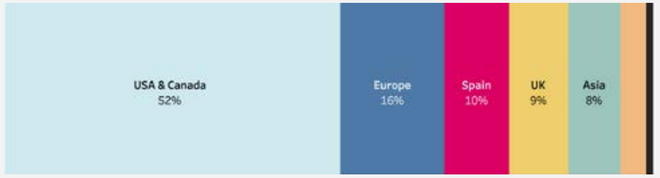
SHOWING 30/100 - See complete chart here

streams (.000)

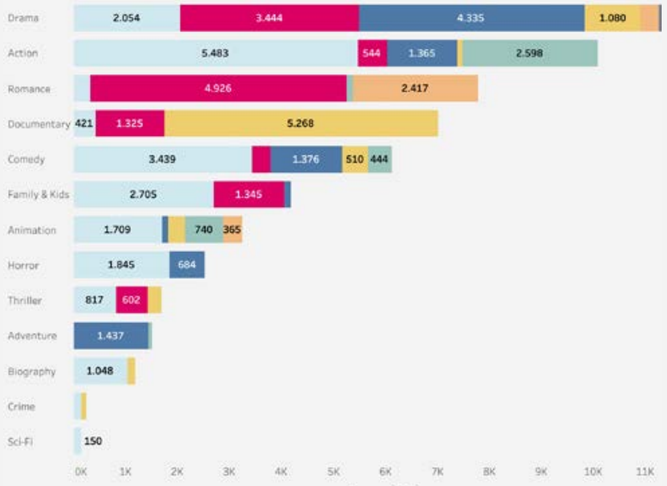
PRODUCTION COUNTRIES

- Asia
- Europe
- Latam
- Other
- Spain
- UK
- Usa & Canada

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

A DOCUMENTARY CLAIMED THE TOP SPOT ON NETFLIX LIST OF ITS MOST POPULAR FILMS TO BECOME A GLOBAL HIT FOR THE FIRST TIME

The "Tinder Swindler" documentary made the top with 5.2M streams, dethroning Netflix teen rom-com "Through My Window" after a local mega marketing campaign targeting 15-20 yo. It's not the first time we ha ve seen a Documentary in and amongst the Tops, but a few go even further and become global hits.

AMERICAN STREAMS PLUNGED 25 POINTS WHILE SPANISH CONTENT STREAMS ROCKETED BY 9 POINTS AND EUROPEAN BY 6!

American content represents 52% of catalogue share but only accounts for 35% of Top100 movies streams, mainly in Action content. Spanish audiences were more eager for other tastes in European content (16% streams), local content accounts for 22% of the streams within its 10% share of the catalogue.

DRAMA SHINES AT #1 BOOSTED BY LOCAL AND EUROPEAN CONTENT (11.3M)

Romance stands as the #3 most-streamed genre with local hit "Through My Window" and Turkish movie "Ask Taktikleri." Turkey telenovelas have become a regular in linear-TV programming. Will streaming steal this domestic audience too? UK content shines out in Documentary and Drama due to Netflix hit "Tinder Swindler" in this combo of crime-meets-scam-meets-Catch Me If You Can-meets the perils of modern dating.

SPANISH TOP 30 SHOW A PICTURE OF DIVERSITY IN GENRES AND PRODUCTION COUNTRIES

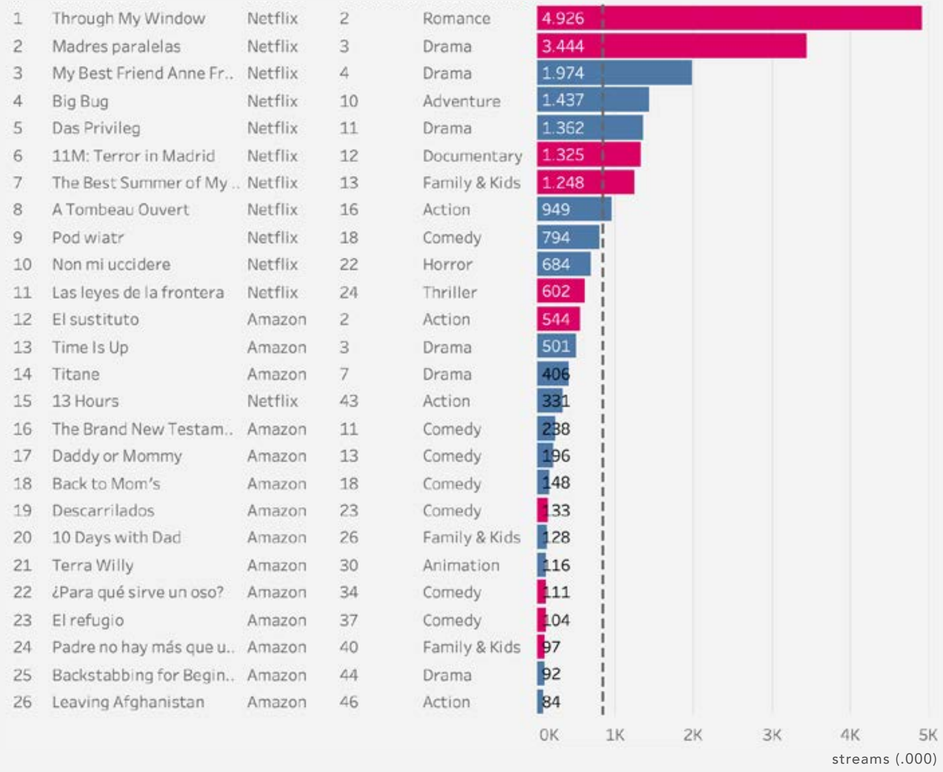
Prestigious filmmakers such as Almodovar and Oscar-contender movies such as "The Power of Dog" are up there on par with pure entertainment proposals such as "Skyscraper", "Tall Girl 2", and "Home Team".

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Through My Window	Netflix	2	Romance
2	Madres paralelas	Netflix	3	Drama
3	My Best Friend Anne Fr..	Netflix	4	Drama
4	Big Bug	Netflix	10	Adventure
5	Das Privileg	Netflix	11	Drama
6	11M: Terror in Madrid	Netflix	12	Documentary
7	The Best Summer of My ..	Netflix	13	Family & Kids
8	A Tombeau Ouvert	Netflix	16	Action
9	Pod wiatr	Netflix	18	Comedy
10	Non mi uccidere	Netflix	22	Horror
11	Las leyes de la frontera	Netflix	24	Thriller
12	El sustituto	Amazon	2	Action
13	Time Is Up	Amazon	3	Drama
14	Titane	Amazon	7	Drama
15	13 Hours	Netflix	43	Action
16	The Brand New Testam..	Amazon	11	Comedy
17	Daddy or Mommy	Amazon	13	Comedy
18	Back to Mom's	Amazon	18	Comedy
19	Descarrilados	Amazon	23	Comedy
20	10 Days with Dad	Amazon	26	Family & Kids
21	Terra Willy	Amazon	30	Animation
22	¿Para qué sirve un oso?	Amazon	34	Comedy
23	El refugio	Amazon	37	Comedy
24	Padre no hay más que u..	Amazon	40	Family & Kids
25	Backstabbing for Begin..	Amazon	44	Drama
26	Leaving Afghanistan	Amazon	46	Action

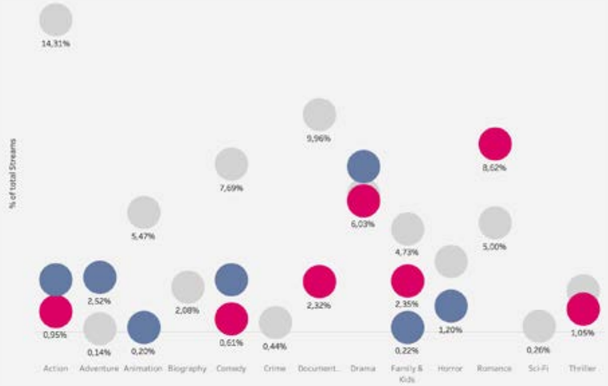


PRODUCTION COUNTRIES

- Europe
- Spain
- Others

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

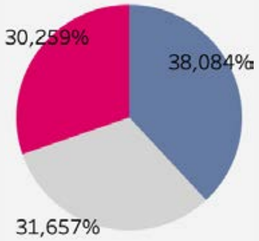


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movies ..	Europe	Spain
Action	3	1
Adventure	1	
Animation	1	
Comedy	4	3
Documentary		1
Drama	5	1
Family & Kids	1	2
Horror	1	
Romance		1

CONTRIBUTION TO DRAMA STREAMS



PALME D'OR 'TITANE', 'EL SUSTITUTO' AND OTHER INDEPENDENT MOVIES POP UP IN THE CHART AFTER A THEATRICAL JOURNEY

Theatrical might not be business as usual after the pandemic, but independent players have secured a new income window: OTTs.

FROM THE BIG SCREEN TO SVOD

"Titane" held its own for weeks at the box office, competing with Majors hits for a seat on the big screen. In its SVOD entry on Amazon, Julia Ducournau made 406K streams, only behind Karma Films' "El Sustituto" with 544K streams. The last title had a very lacklustre theatrical trip with 125.658€ at the box office while "Titane" accounted for 246.016€ according to Comscore reports.

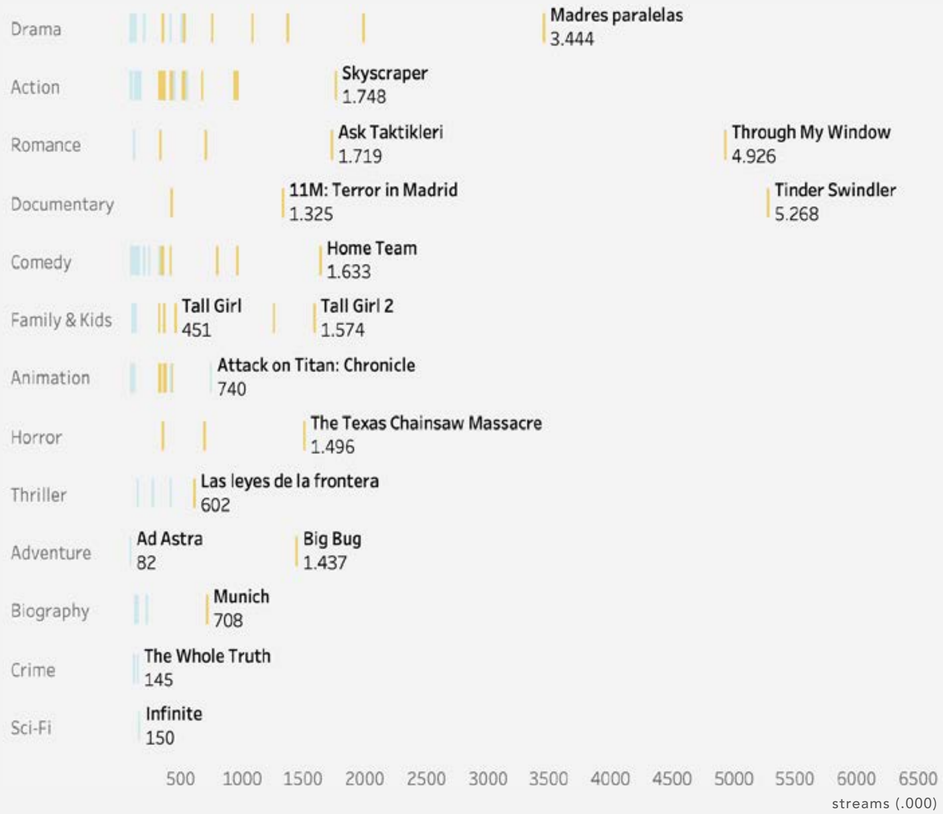
IN FEBRUARY, SPANISH ROMANCE AND DRAMA OVER-PERFORMED, CONTRIBUTING 8,62% AND 6% TO THE TOP100 STREAMS

European Dramas do better than/ local movies, thanks to German-speaking titles such as "My Best Friend Anne Frank", accounting for 1.9M streams at #4 on Netflix and "Das Privileg" (1.3M streams). One single movie, "Madres Paralelas", */ accounted for 22% of total Drama streams, closely followed by 5 European dramas with 16%.

SVOD seems to have broader open spaces to display a range of content to diverse audiences.

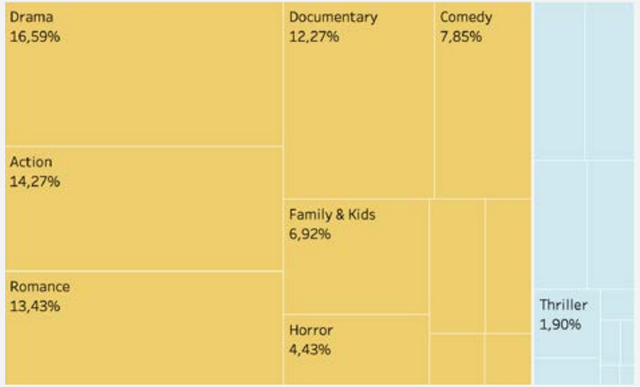
SPAIN 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



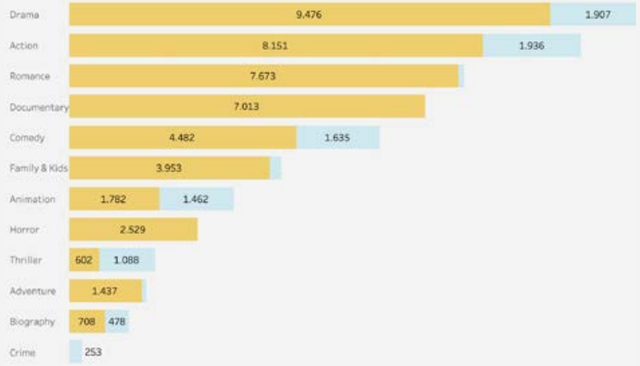
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

DRAMA, ROMANCE AND DOCUMENTARY FRONTRUNNERS MOVIES BESTED ACTION AS THE SECOND MOST-STREAMED GENRE

"Madres Paralelas", "Through My Window", and "Tinder Swindler" amass 13.6M streams against 10M streams of Action content collected on SVOD.

LOVE MOTH OR A TREND FOR LOVE?

We have been noticing a trend in Spain where some Romance content has soared in the charts, mainly with regard to shows/telenovelas ("The Scent of Passion", "Pasión de Gavilanes"). In February, the trend was mirrored on the Netflix movies grid and piled up 14% of total streams. Is this due to Saint Valentine or is there just a growing appetite here?

AMAZON HOLDS STEADY IN DRAMA, ACTION, COMEDY, ANIMATION AND THRILLER,

where it did better than Netflix, with 1M streams with three movies "The Courier" (distributed domestically by Diamond Films), "My Son", and "The Voyeurs". Warner Spain's "Las Leyes de las Fronteras", which closed the San Sebastian Film Festival, hit theatres for a couple of weeks and took €665.774 at the domestic box office.

SPANISH DRAMA ALMODOVAR'S "MADRES PARALELAS" PERFORMED AS THE THIRD MOST-STREAMED MOVIE.

Theatrical sleeper landed on the N platform after 4-months at the Spanish box office. According to Comscore data, the film pulled in €2.685.166 - quite, a modest figure compared to its previous "Pain & Glory" (2019) €5.927.601, which followed a similar distribution pattern and went along the same path in the race for all the relevant awards.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Scent of Passion	Netflix	Drama	38.106
2	The Queen of Flow	Netflix	Drama	19.658
3	Inventing Anna	Netflix	Drama	19.102
4	All of Us Are Dead	Netflix	Drama	16.871
5	I am Georgina	Netflix	Game-Show & Reality-TV	14.334
6	Toy Boy	Netflix	Crime	14.084
7	Dark Desire	Netflix	Drama	13.785
8	The Woman in the House	Netflix	Comedy	13.319
9	Sweet Magnolias	Netflix	Drama	13.036
10	Superstore	Netflix	Comedy	11.994
11	The Office	Netflix	Comedy	9.760
		Amazon	Comedy	1.807
12	Peppa Pig	Netflix	Animation	10.036
		Amazon	Animation	711
13	The Cuphead Show!	Netflix	Animation	10.632
14	Raising Dion	Netflix	Drama	10.552
15	The Sinner	Netflix	Crime	10.156
16	Disenchantment	Netflix	Animation	9.919
17	Ozark	Netflix	Crime	9.571
18	Pasión de Gavilanes	Netflix	Drama	9.154
19	PAW Patrol	Netflix	Animation	8.428
		Amazon	Animation	543
20	Outlander	Netflix	Drama	8.896
21	Feria	Netflix	Thriller	6.765
22	The Big Bang Theory	Amazon	Comedy	6.431
23	Reacher	Amazon	Action	6.114
24	One Of Us Is Lying	Netflix	Crime	5.979
25	Vikings: Valhalla	Netflix	Action	5.936
26	La que se avecina	Amazon	Comedy	5.516
27	Cobra Kai	Netflix	Action	4.532
28	Henry Danger	Netflix	Family & Kids	4.503
29	Grizzy and the Lemmings	Netflix	Family & Kids	4.312
30	Archive 81	Netflix	Drama	4.169

SHOWING 30/100 - See complete chart here

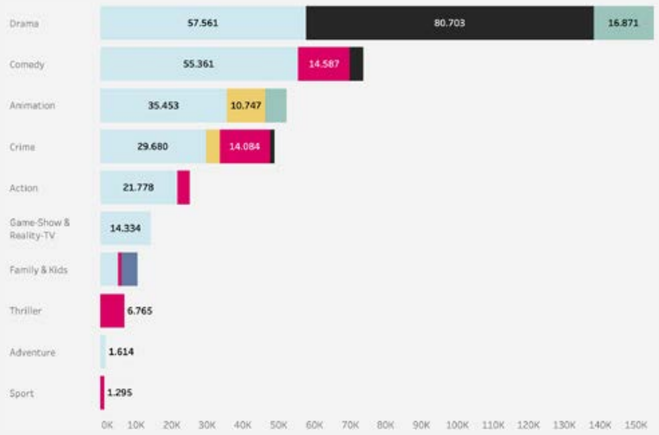
streams (.000)

PRODUCTION COUNTRIES

- Asia
- Europe
- Latam
- Others
- Spain
- UK
- Usa & Canada

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

SHONDA RHIMES'S MICRO-SERIES HIT "INVENTING ANNA" DIDN'T DEFEAT COLOMBIAN TELENOVELAS IN SPAIN: ONLY 6 SHOWS ACCOUNTED FOR 22% OF TOTAL STREAMS

"The Scent of Passion" and "The Queen of Flow" amassed together at Top 2, 57M streams, which represents something of a flop in views compared to last month when only "The Scent of Passion" collected 56.4M streams.

DRAMAS HAVE DETHRONED COMEDIES AND LICENSED SHOWS THAT HAD OCCUPIED THE FRONT ROWS OF THE TOP 10 IN PREVIOUS REPORTS AND KEPT THE WARMEST SPOTS IN OTHER MARKETS SUCH AS GERMANY OR THE UK

We are used to seeing Drama best Comedy in movies, but it's less unusual in shows charts where diverse genres are starting to grow in streams.
Action has lost ground, dropping positions and making room for Animation and Crime content to expand, with local "Toy Boy", "The Sinner", "Ozark", or "One of Us is Lying" We have to scroll down to #10 to find the first licensed American TV show, "Superstore" and "The Office".

"SQUID GAME" STANDS OUT IN NETFLIX'S HUNT FOR THE NEXT ASIAN HIT

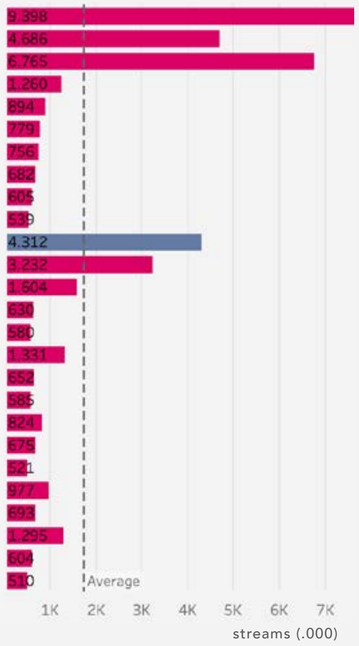
Coming-of-age South Korean zombie apocalypse drama "All of Us Are Dead" entered the charts with 16.8M streams. The series is based on the Naver webtoon by Joo Dong-Geun. The Internet is a gold mine for the precious fan-base effect, and Netflix knows it. Not for the first time they have delved into the depths of the network to find a gem.

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

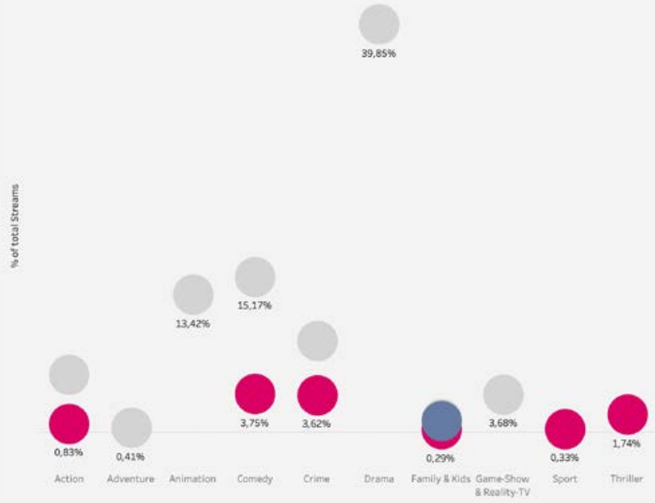
NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	POSITION	GENRE
1	Toy Boy	2	Netflix	10	Crime
		1	Netflix	23	Crime
2	Feria	1	Netflix	15	Thriller
3	La que se avecina	12	Amazon	11	Comedy
		8	Amazon	15	Comedy
		9	Amazon	18	Comedy
		7	Amazon	19	Comedy
		11	Amazon	22	Comedy
		10	Amazon	31	Comedy
		1	Amazon	40	Comedy
4	Grizzy and the Lem..	1	Netflix	27	Family & Kids
5	Money Heist	5	Netflix	42	Action
6	Aquí no hay quien viva	3	Amazon	6	Comedy
		2	Amazon	30	Comedy
		1	Amazon	36	Comedy
7	The Countryside	3	Amazon	8	Comedy
		1	Amazon	27	Comedy
		2	Amazon	35	Comedy
8	Merlí	2	Amazon	17	Comedy
		3	Amazon	24	Comedy
		1	Amazon	44	Comedy
9	Aída	9	Amazon	14	Comedy
		10	Amazon	21	Comedy
10	Simeone Living Ma..	1	Amazon	9	Sport
11	Los Serrano	5	Amazon	32	Family & Kids
		6	Amazon	46	Family & Kids



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows ..	Europe	Spain
Action		1
Comedy		5
Crime		1
Family & Kids	1	1
Sport		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS

PRODUCTION COUNTRIES

- Europe
- Spain
- Others

IN FEBRUARY, ONLY A SINGLE EUROPEAN CONTENT MADE THE TOP100 IN SPAIN, AND THE NUMBER OF LOCAL PRODUCTIONS FELL BY 2 POINTS

Spanish "Toy Boy" seasons 2 and 1 collected 14M streams; the second season was the most-streamed content of the month. The show is one of the recycled IP that Netflix fished from free-to-air broadcasting, where they had a modest audience rate and made it an international sensation (i.e: Money Heist). The French computer-animated Kid show produced by Studio Hari, "Grizzy & the Lemmings", took position 4 in the grid.

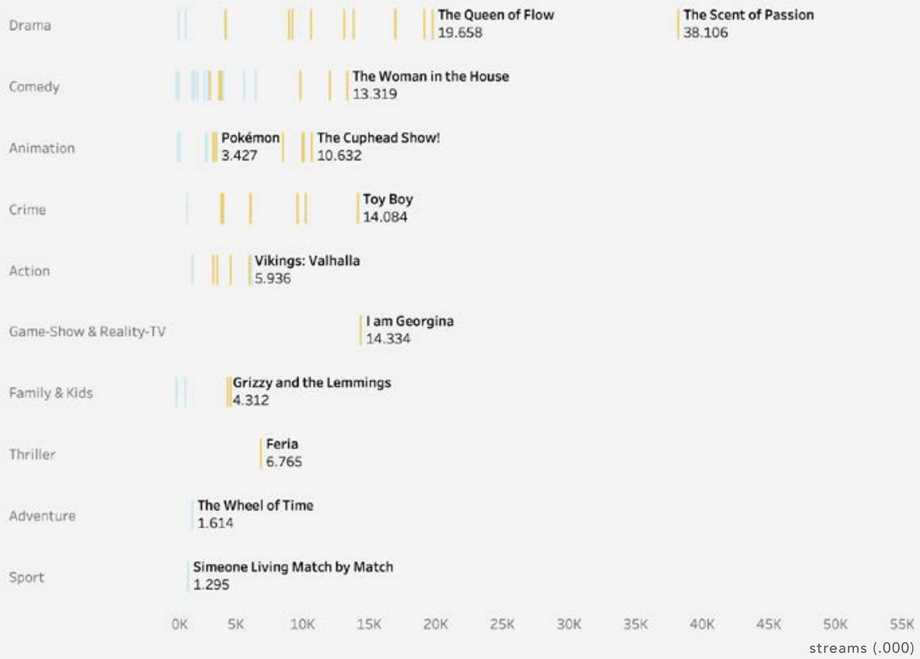
FROM LINEAR TV TO A GLOBAL AUDIENCE WITH NOT MUCH OF AN ECHO

"Toy Boy", produced by Atresmedia and Plano a Plano, was aired in September 2019 on Antena 3. In 2020, the show landed on Netflix, enjoying global attention and renewing for a second season premiere in February 2022.

"Feria", a Filmax production commissioned by Netflix, is a local fantasy-thriller set in the early 90s in Andalusia. Content that has little appeal beyond its niche, it collected 6.7M streams -a figure it can never even dream of reaching in the free-to-air TV arena. Ripping the band-aid off: Spanish shows didn't make the grades seen in previous months and and can still hardly be called hits.

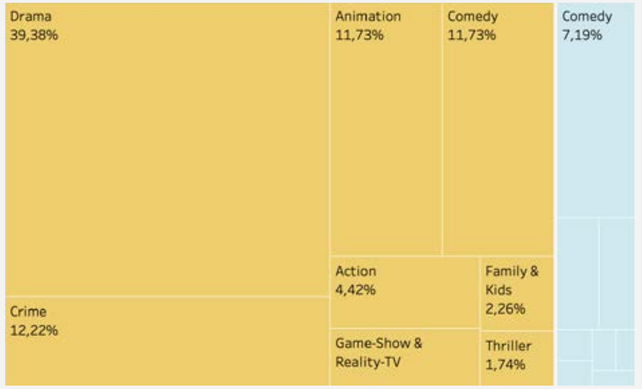
SPAIN 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



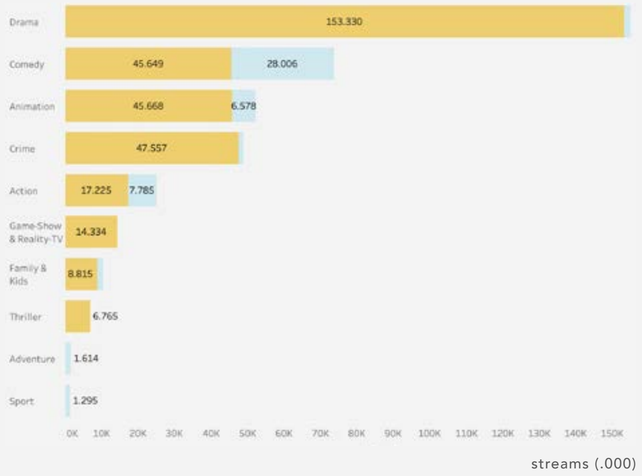
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

FIRST 4 DRAMA SHOWS ON NETFLIX BESTED OTHER GENRE FRONTRUNNERS

"The Scent of Passion", "The Queen of Flow", "Inventing Anna", and "All of Us Are Dead" did outstripped the rest of the most-watched shows in any genre, all of them streamed on Netflix. Even if Drama hit, "The Scent of Passion" collected 38M streams, for the first time, can speak of a balanced Drama category with a number of titles standing out at the top.

"I am Georgina" reality show continues to hold firm?, as it's been standing still in the charts since January 27. Usually, Amazon and Netflix deploy content in this department, but this month Georgina didn't find a suitable competitor in the Top100.

DRAMA ON NETFLIX ACCOUNTS FOR 40% OF TOTAL STREAMS IN FEBRUARY AND RECORDS 153M STREAMS FOR THE GENRE IN THE MARKET

Crime and Animation made the podium on Netflix but were eclipsed by the classified second-best genre, Comedy, thanks to Amazon rates with 73M streams on both SVOD platforms.

In Animation, "The Cuphead Show!" and "Disenchantment" find a spot by the fire. Based on the award-winning video game, the show runs as the genre's frontrunner with 10.6M Streams.
Following closely, with 9.9M streams, the Meant-for-adults "Disenchantment" is Groening's first production to appear exclusively on a streaming service (he previously created The Simpsons and Futurama for the Fox Broadcasting Company.)

HOT CONTENT IN SPAIN
"THROUGH MY WINDOW."

Among all the Netflix achievements that can be debated upon, there is one thing the film industry must undeniably concede: Netflix gets along with teens. The very opposite of the independent sector, which seems to really have it in for the 15-25 age group target. Netflix features teens. Netflix knows teen trends and understands teens (how scary!). Does it mean it's a reliable segment? Nope. But better feed that beast rather than others.

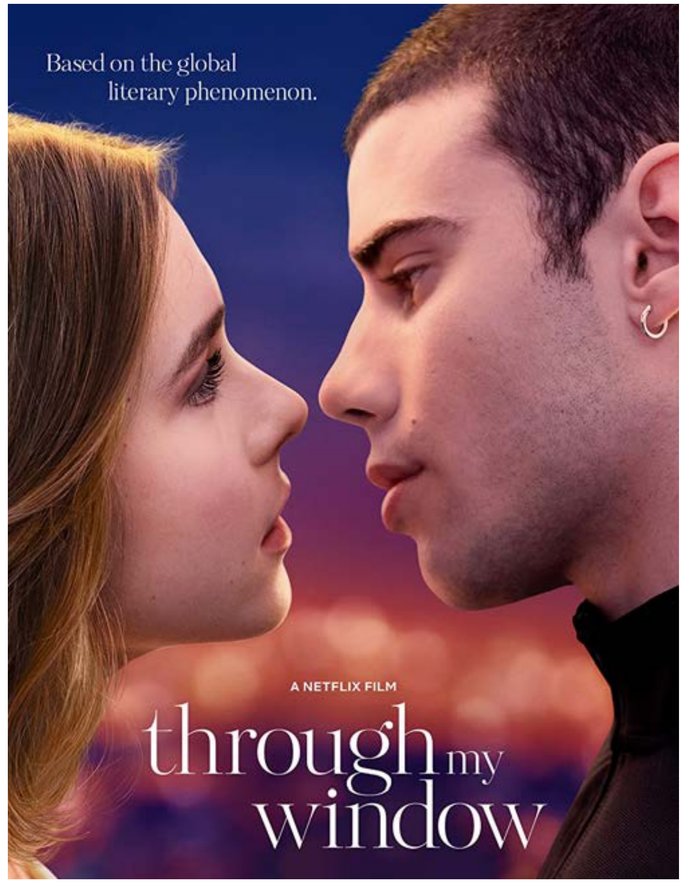
Cinemas, Studios, broadcasts, and platforms (and pretty much any folk working in the entertainment industry) are desperate to attract the segment. Disappointing results are everywhere. Recently, Deadline reported on the linear relaunch of BBC Three, the channel dedicated to younger viewers, branded a flop after an £80million investment.

As seen in almost every chart, Adriana Godoy's book adaptation "Through My Window" secured a bunch of streams. Before the books were a hit, Adriana already had a vast and loyal digital audience on Wattpad. A playground social platform for writers and fanfic lovers. Buoyed by 250M readings on Wattpad, the publishing house was in no doubt it was a sure bet.

Can you imagine how engaged the Wattpad community was with Netflix's adaptation? Hundreds of thousands of social media posts and edits circulate on the Internet, feeding the buzz. During the film's first week, Adriana Godoy confirmed the two other sequels on Netflix. Netflix is becoming a master in finding IP here and there, digging into Wattpad and the entrails of Internet networks around the globe. In October 2021, the streaming service announced Netflix Book Club hosted by Emmy-winning actress, Uzo Aduba - an open space to read, stream, and talk about Netflix adaptations and discover what's next on the global readers' to-be-read list. (And let's not be naïf here; obviously, they are clearly looking for feedback as to what is likely to be the next most streamable hit).

Something is a fact: books that Netflix turn into pop culture phenomena blast up to the top of bestseller lists long after they are first published; works like the Bridgerton books (18 years later) and The Queen's Gambit (37 years later).

Are readers about to become loyal streamers? The upcoming chapters will reveal all*.



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Tinder Swindler	Netflix	Documentary	2.672
2	Through My Window	Netflix	Romance	2.078
3	Ask Taktikleri	Netflix	Romance	1.382
4	Birds of Prey	Netflix	Action	1.306
5	Tall Girl 2	Netflix	Family & Kids	1.251
6	My Best Friend Anne Fr..	Netflix	Drama	1.236
7	The Good Liar	Netflix	Crime	1.097
8	The Texas Chainsaw Ma..	Netflix	Horror	929
9	Just Mercy	Netflix	Biography	868
10	A Tombeau Ouvert	Netflix	Action	803
11	The Hitman's Bodyguard	Netflix	Action	684
		Amazon	Action	73
12	Me contro Te - Il film: La..	Netflix	Family & Kids	753
13	13 Hours	Netflix	Action	736
14	Wu Assassins: Fistful of..	Netflix	Action	730
15	Marilyn ha gli occhi neri	Netflix	Comedy	717
16	The Hitman's Wife's Bo..	Amazon	Action	707
17	Das Privileg	Netflix	Drama	644
18	Venom	Netflix	Action	625
19	Home Team	Netflix	Comedy	619
20	Upgrade	Netflix	Action	610
21	The DUFF	Netflix	Comedy	594
22	Don't Look Up	Netflix	Comedy	529
23	John Wick	Netflix	Action	513
24	Pod wiatr	Netflix	Comedy	505
25	Big Bug	Netflix	Adventure	498
26	The House with a Clock i..	Netflix	Family & Kids	497
27	Scoob!	Netflix	Animation	497
28	The Hand of God	Netflix	Drama	493
29	Non mi uccidere	Netflix	Horror	462
30	Supereroi	Amazon	Comedy	428

streams (.000)

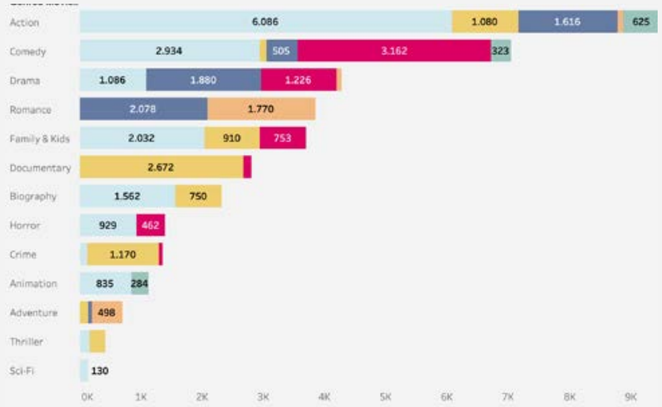
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

- Asia
- EU
- Italy
- Other
- UK
- Usa & Canada

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

TOP 10 ITALY RESEMBLES THE SPANISH TOP 10, BUT WITH A SIGNIFICANT GAP OF HALF STREAMS!

Do Italians prefer Series to Movies? While the Spanish Top 3 exceed 13,5M streams, Italy remains weaker, with under 6M streams at Top 3. The truth is, series have always attracted more streams. Still, the Italian Movies grid has been losing steam since December (Top 100 Movies December 46.9M streams and in February 38.5M streams with a six-month average of 38M streams. Spain followed the same tendency, but smoothly, and its records show that it has been consistently over 50M streams.

"TINDER SWINDLER" DOCUMENTARY PHENOMENON CLAIMED #1 WITH 2.6M STREAMS, THE LOWEST FIGURES IN THE REPORT

True-crime Simon Leviev's scheme is followed by Spanish teen romance and Turkish How-to-lose-a-guy-in-10-Days vibe resonance "Ask Taktikleri" (1.3M streams)

THE BRITISH SHARE ROSE 5 POINTS IN THE CATALOGUE SHARE AND THE STREAMING RATE FROM LAST MONTH WITH 20 MOVIES IN THE TOP 100, OF WHICH 16 STREAMED ON AMAZON

"The Good Liar" (#7, 1M Stream), "The Hitman's Wife's Bodyguard" (#16) and "Munich" (#37) are among the Top 40. Italian productions dropped 5%, and no film made the Top10 as usual.

AMERICAN ACTION RETURNS TO #1 AS THE MOST-STREAMED GENRE, A PLACE IT DIDN'T HOLD SINCE NOVEMBER 2021 DUE TO "RED NOTICE"

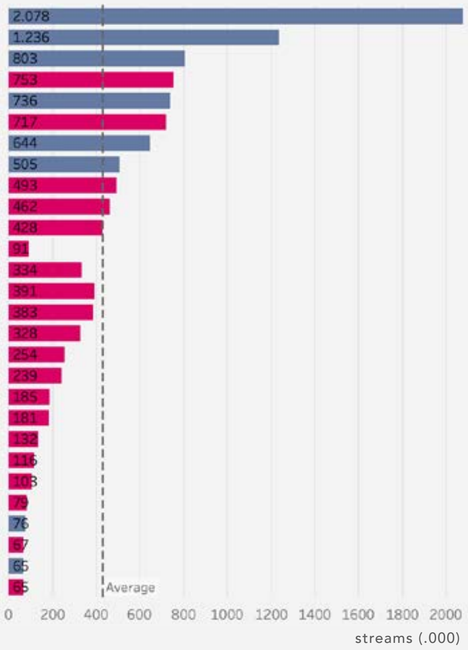
The stream force is driven by the "Birds of Prey" add-on to the Netflix catalogue in February with 1.3M and other crumbs of streams collected from 24 different titles (15 out of them were American).

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

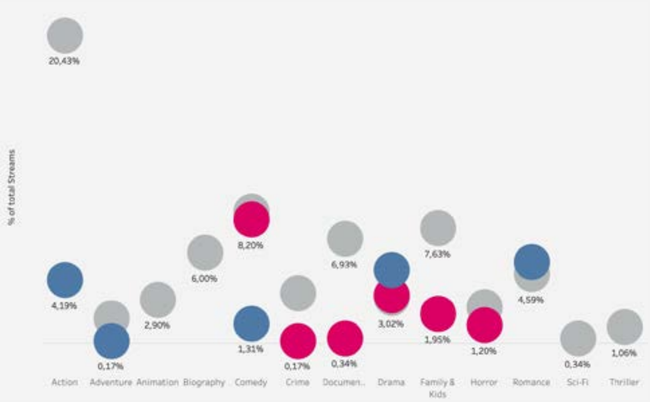
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Through My Window	Netflix	2	Romance
2	My Best Friend Anne Fr..	Netflix	6	Drama
3	A Tombeau Ouvert	Netflix	10	Action
4	Me contro Te - Il film: La..	Netflix	11	Family & Kids
5	13 Hours	Netflix	12	Action
6	Marilyn ha gli occhi neri	Netflix	14	Comedy
7	Das Privileg	Netflix	16	Drama
8	Pod wiatr	Netflix	23	Comedy
9	The Hand of God	Netflix	27	Drama
10	Non mi uccidere	Netflix	28	Horror
11	Supereroi	Amazon	2	Comedy
12	Nove lune e mezza	Amazon	31	Comedy
		Netflix	37	Comedy
13	The Goddess of Fortune	Netflix	31	Drama
14	Scappo a casa	Netflix	33	Comedy
15	Quattro metà	Netflix	38	Comedy
16	Quo vado?	Netflix	48	Comedy
17	Naples in Veils	Netflix	50	Drama
18	Welcome at Esposito's	Amazon	10	Comedy
19	Come un gatto in tange..	Amazon	11	Comedy
20	Underwater Federica P..	Amazon	17	Documentary
21	Diversamente	Amazon	23	Comedy
22	Time Is Up	Amazon	26	Drama
23	Sole a catinelle	Amazon	37	Comedy
24	The Girl in the Spider's ..	Amazon	39	Action
25	Genitori vs Influencer	Amazon	48	Comedy
26	Papillon	Amazon	49	Adventure
27	Ossessione	Amazon	50	Crime



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

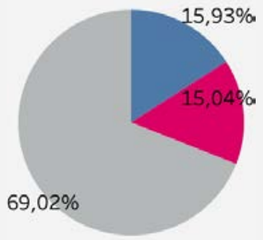


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movie..	Europe	Italy
Action	3	
Adventure	1	
Comedy	1	11
Crime		1
Documentary		1
Drama	2	4

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Italy
- Others

19 ITALIAN MOVIES, MAINLY COMEDIES, MADE THE TOP100. AT THE SAME TIME, ONLY 8 EUROPEAN MOVIES MADE IT, ALBEIT BESTING THE TOP POSITIONS

6/10 films in the Top 10 are European. Drama, "My Best Friend Anne Frank", is the first Dutch film about this historical figure and won the Golden Film award in October 2021, and also did well at the box office in the Netherlands, where 100K tickets were sold French action thriller "A Tombeau Overt" (known internationally as "Restless") directed by Régis Blondeau, starring Franck Gastambide, based on the 2014 South Korean film "A Hard Day" by Kim Seong-hun, made #10 on Netflix with 803K streams.

LOCAL COMEDIES HOLD THE BEST MARK WITH 8,20% OF TOTAL STREAMS, WHILE EUROPEAN MOVIES LEAD THE DRAMA AND ROMANCE GENRES

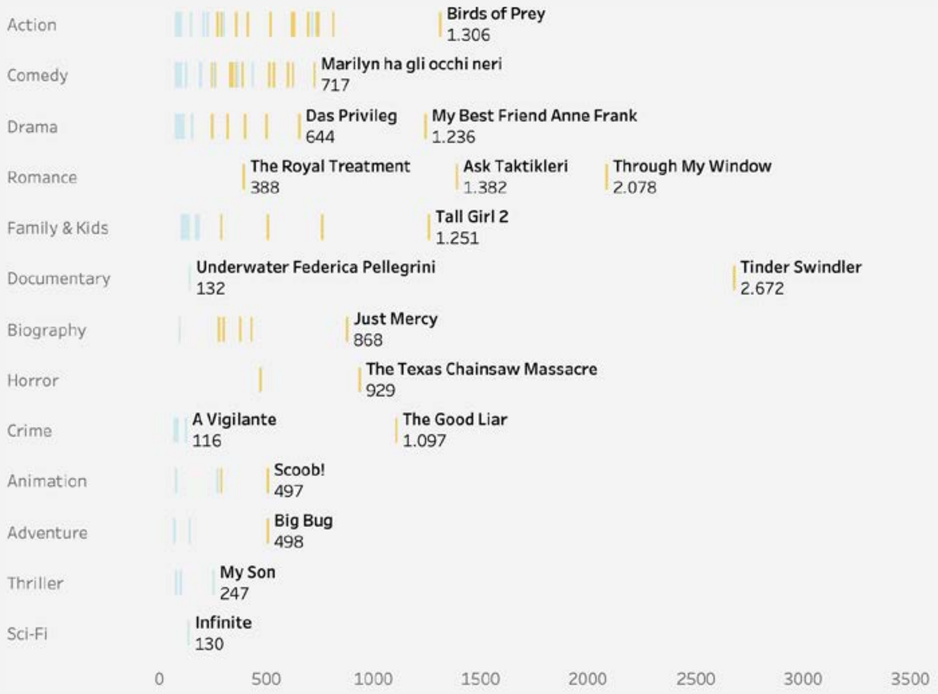
There is no stiff competition for Romance movies, which lead the category with 5,39% of the grid. European Drama did better than genre, contributing 5% of Top100 streams, followed by local productions.

LOCAL FILMS CONTRIBUTED 15% OF TOTAL DRAMA GRADES, EQUAL TO EUROPEAN CONTENT

Sorrentino's "The Hand of God" continues to sit tight at #27 on Netflix with 493K streams after 15 weeks on the grid. Leverage that's only possible playing at home as in neighbouring markets the movie has long gone.

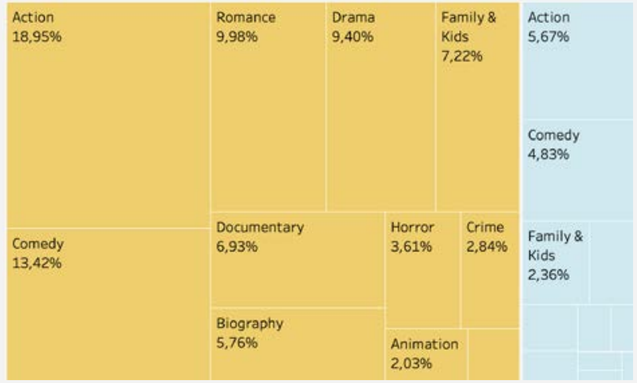
ITALY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



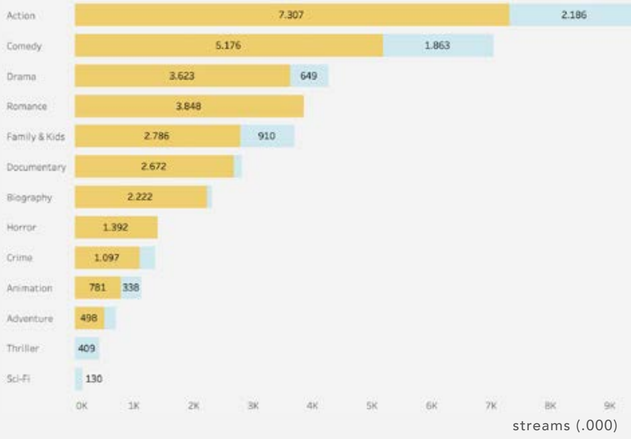
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

ACTION AND COMEDY GAIN GROUND IN FEBRUARY ON BOTH PLATFORMS

Netflix remains comfortably ahead of the field, with almost 19% of total streams coming from Action streams on its domains, while Amazon scores 6% (2.1M streams). "Birds of Prey" leads genre while the rest of the titles remain all under the 800K stream mark.

COMEDY IS SLOWLY CREEPING UPWARDS WITH 6.9M STREAMS (13,42% ON NETFLIX AND 5% ON AMAZON)

The laughing department is full of local productions and theatrical hits that find a second life on SVOD. The good ranking of the genre is not due to a clear frontrunner but to a matter of accumulation -it's the second-largest genre with 21 movies in the grid, only behind Action with 24 films.

The most unbalanced genre is Documentary, with only two non-fiction titles and only one rising above 2.6M streams, "Tinder Swindler."

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

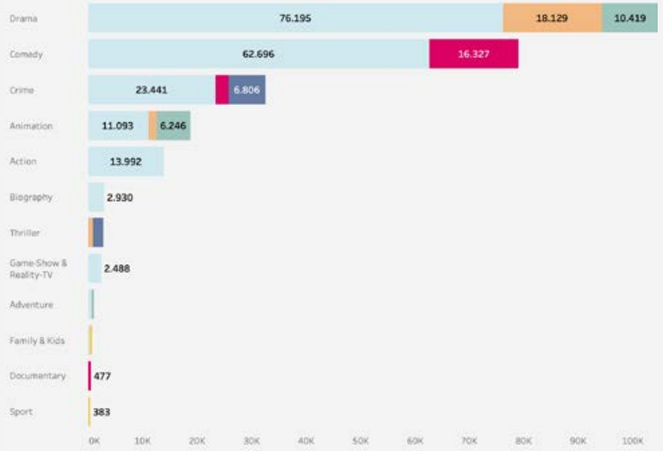
	SHOWS	PLATFORM	GENRE	
1	Manifest	Netflix	Drama	30.993
2	The Big Bang Theory	Netflix	Comedy	29.078
		Amazon	Comedy	1.714
3	Inventing Anna	Netflix	Drama	13.015
4	Riverdale	Netflix	Crime	12.332
		Amazon	Crime	640
5	Raising Dion	Netflix	Drama	12.850
6	LOL: Last One Laughing ..	Amazon	Comedy	12.535
7	All of Us Are Dead	Netflix	Drama	10.419
8	Dark Desire	Netflix	Drama	9.805
9	Sweet Magnolias	Netflix	Drama	8.651
10	Fidelity	Netflix	Drama	8.324
11	Toy Boy	Netflix	Crime	6.806
12	The Office	Netflix	Comedy	6.227
		Amazon	Comedy	309
13	Disenchantment	Netflix	Animation	6.445
14	The Woman in the House	Netflix	Comedy	6.363
15	Brooklyn Nine-Nine	Netflix	Comedy	5.897
16	One Of Us Is Lying	Netflix	Crime	4.909
17	The Cuphead Show!	Netflix	Animation	4.648
18	The Bold Type	Netflix	Comedy	4.384
19	Reacher	Amazon	Action	4.336
20	Attack on Titan	Netflix	Animation	2.619
		Amazon	Animation	1.581
21	The Good Doctor	Netflix	Drama	2.989
		Amazon	Drama	834
22	Camera Café	Amazon	Comedy	3.792
23	Snowpiercer	Netflix	Action	3.245
24	Vikings: Valhalla	Netflix	Action	3.205
25	For Life	Netflix	Biography	2.930
26	In from the Cold	Netflix	Crime	2.894
27	S.W.A.T.	Netflix	Action	2.340
		Amazon	Action	507
28	Emily in Paris	Netflix	Comedy	2.665
29	Space Force	Netflix	Comedy	2.590
30	The Vampire Diaries	Amazon	Drama	2.586

SHOWING 30/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES

- Asia
- EU
- Italy
- Others
- UK
- Usa & Canada

ITALY IS UNHARMED BY THE GLOBAL TRENDS HAVING "MANIFEST" BEFORE THE SHONDALAND HIT "INVENTING ANNA."

While Europe stayed tuned in to based-on-true-crimes "Tinder Swindler" and the Anna Delvey scheme, Italy kept other titles in the sweet spot. Supernatural Drama "Manifest" ranked #1 for the second month in a row with 30.9M streams (Accounting for 81,6M streams).

With 13M streams in Italy, Shonda Rhimes' production, "Inventing Anna", is the show's lowest stream rate within the five markets.

ITALY LOST CATALOGUE SHARE, RATE OF STREAMS AND POSITIONS IN THE TOP IN FEBRUARY COMPARED TO PREVIOUS MONTHS

With local productions usually among the Top5, the Italian adaptation of the Amazon Studios comedy show "LOL: Last One Laughing" stands, however, at #6.

ASIAN CONTENT CONQUERED THE CATALOGUE WITH AN 11% SHARE BUT ONLY GRABBED 6% OF TOTAL STREAMS IN THE GRID

Thanks to "All of Us Are Dead" Korean Drama above 10.4M streams. The rest of the content is Anime and performed below average, with frontrunner "Attack on Titan" (#20) available on both platforms (2.6M streams on Netflix and 1.5M on Amazon)

ITALY'S GENRE CATALOGUE BOASTS VAST DIVERSITY, BUT ONLY 5/12 COLLECT SIGNIFICANT STREAMS

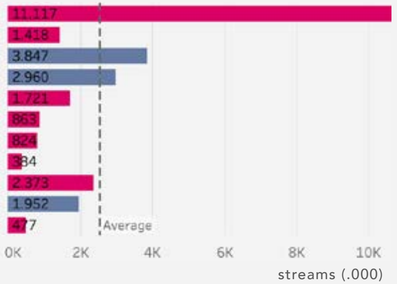
Action seems to lack relevance in opposition to the movie grid vis-à-vis shows.

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

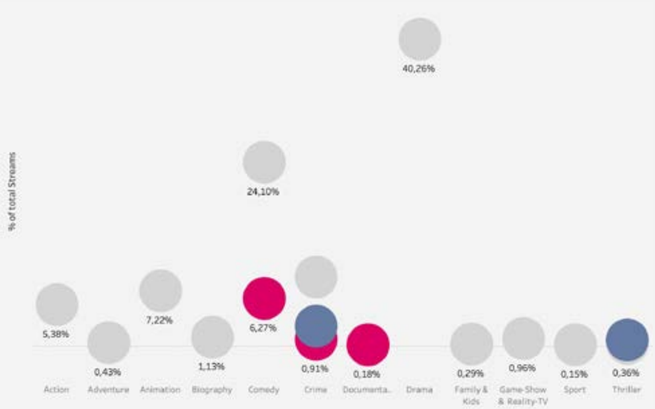
NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE
1	LOL: Last One Laughing Italy	2	Amazon	1	Comedy
		1	Amazon	5	Comedy
2	Toy Boy	1	Netflix	20	Crime
		2	Netflix	25	Crime
3	Camera Café	3	Amazon	3	Comedy
		4	Amazon	7	Comedy
		2	Amazon	9	Comedy
		1	Amazon	35	Comedy
4	Blanca	1	Netflix	37	Crime
5	Feria	1	Netflix	50	Thriller
6	The Ferragnez - The Seri..	1	Amazon	26	Documentary



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

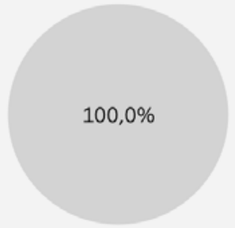


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows IT	Europe	Italy
Comedy		2
Crime	1	1
Documentary		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Italy
- Others

AMAZON BESTS NETFLIX IN EUROPEAN CONTENT WITH 7/10 SHOWS IN THE GRID

"LOL: Last One Laughing Italy" comedy-reality show ranked #5 on Amazon, becoming the most-streamed local content accumulating 12.5M within its two aired seasons. The hidden cameras show format has been adapted in 9 countries through Amazon Prime Video.

TV ADAPTED COMEDIES FORMATS FIND A SWEET SPOT IN AMAZON'S AUDIENCE

The French-born, 7-minute Camera Café sitcom format appeared in the grid among the most popular local content, ranked #22 in the Top 100 with 3.7M streams.

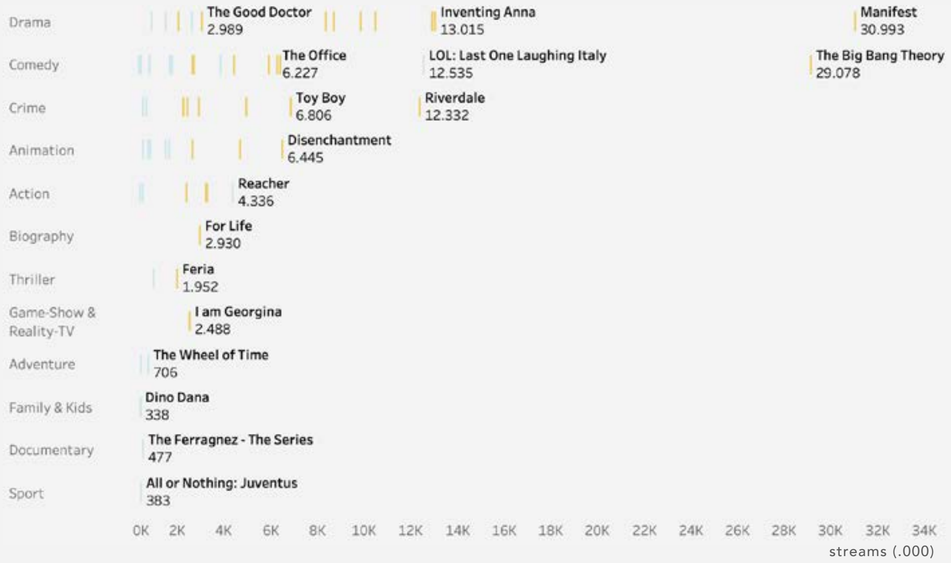
SPANISH CRIME AND THRILLER ATTRACTED 3,37% OF TOTAL GRID STREAMS THANKS TO "TOY BOY" AND "FERIA"

February was a weak month for local and European content beyond comedies. Netflix's new releases made the shortlist of most-streamed European content. The crime show featuring a blind policewoman, "Blanca", continues to occupy middle-of-the-table positions with 2.3M streams and stays in the chart for a second month.

The six-part "Blanca" had been sold by Lux to M6, France's number two terrestrial network, and to Spain's top linear channel Telecinco, ahead of the show's release in November 2021. RAI-1 Channel aired the premiere before it landed on Netflix.

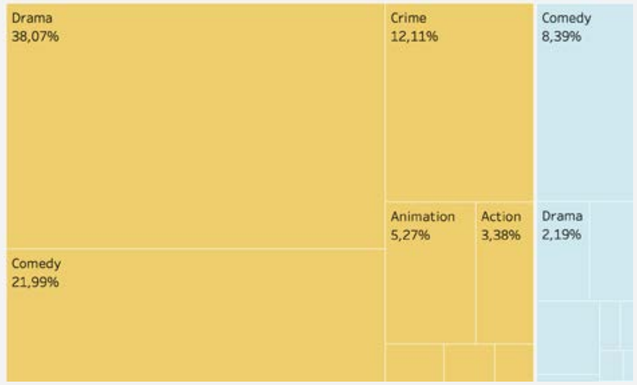
ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



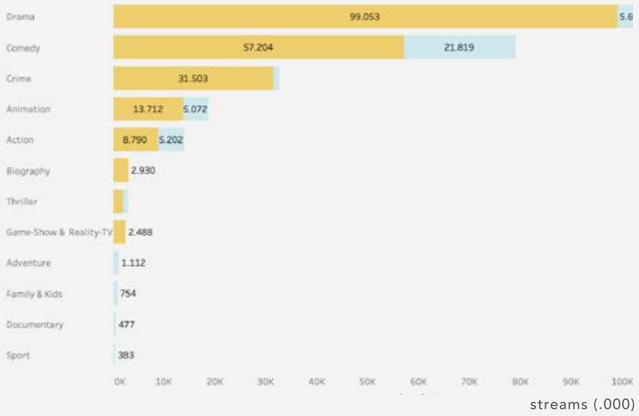
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

NETFLIX AMERICAN DRAMA WAS THE MOST-STREAMED GENRE IN THE PAST 60 DAYS (38% STREAMS)

We're not used to seeing Drama rate so high in the show charts, and it doesn't match European film liking in the subject. But when the audience request content, Netflix provides it. #1 show "Manifest" largely bested the runner-up "Inventing Anna", accounting for a 17M streams gap.

AMAZON STANDS OUT AS A COMEDY SUPPLIER WITH 8,39% STREAMS DUE TO ADAPTED TV FORMATS TO THE LOCAL LANDSCAPE

The gap between platforms has been reduced and Amazon holds a bet for popular TV formats ("LOL", "Camera Café"). Out of curiosity, why does the same content perform differently on each platform? How radically different is the audience's behaviour? Take "The Big Bang Theory" as the most-streamed comedy show on Netflix, with 29M streams, while Amazon collected 1.7M streams.

Crime made the podium with 31M streams on Netflix: "Riverdale" (12M Streams), "Toy Boy", or Karen M. McManus's novel debut "One of Us is Lying".Closely behind, Animation shows the diversity of streamers with "Disenchantment", an adult satirical sitcom.

HOT CONTENT IN ITALY
"LOL: LAST ONE LAUGHING"

Reports reveal that Amazon has a mission to make the audience laugh by betting on Comedies. That's why it makes total sense as a business movement to replicate and scale up a TV format that works in the primary markets. When the ingredients are good, the recipe is tasty.

"LOL: Last One Laughing" is an international comedy format distributed through the Amazon Prime Video platform that already has 11 licensed adaptations for Australia, France, Germany, Italy, Albania, Spain, Mexico, India, Brazil and Canada, plus an unlicensed adaptation for Iran. The show recalls classic linear TV reality, where ten local and well-known comedians stay in a living-room studio with hidden cameras for a few hours. During this time, they must try to make their opponents laugh while not reacting to their opponents' attempts to make them break.

The original idea was developed first in Japan with a show called "Hitoshi Matsumoto Presents Documental", also a Prime Original and has been aired for nine seasons since 2016.

The Italian edition is hosted by singer Fedez and TV personality Mara Maionchi. The first season was released in April 2021, and season 2 was released in February and March 2022.

In Italy, Spain and Germany, we spot the content in the charts. However, Season 2 ignited a spark among Italian audiences, reaching 12.5M streams and ranking #6 of the Top 100 shows. We couldn't say it's one of the most popular content, but it helps position the platform at the top of the audience's mind as the place to go when you are up for a good laugh.

FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Tinder Swindler	Netflix	Documentary	6.182
2	Through My Window	Netflix	Romance	3.816
3	Big Bug	Netflix	Adventure	2.414
4	Tall Girl 2	Netflix	Family & Kids	2.355
5	My Best Friend Anne Fr..	Netflix	Drama	2.333
6	A Tombeau Ouvert	Netflix	Action	2.034
7	Hotel Transylvania 3: S..	Netflix	Animation	1.946
8	The Texas Chainsaw Ma..	Netflix	Horror	1.919
9	The Equalizer 2	Netflix	Action	1.570
10	Das Privileg	Netflix	Drama	1.499
11	You Choose!	Netflix	Comedy	1.328
12	Ask Taktikleri	Netflix	Romance	1.284
13	Wu Assassins: Fistful of..	Netflix	Action	1.153
14	Paradise Beach	Netflix	Action	1.044
15	How to Train Your Drag..	Netflix	Animation	1.007
16	Home Team	Netflix	Comedy	967
17	Seventh Son	Netflix	Action	931
18	The Mule	Netflix	Crime	899
19	Le chant du loup	Netflix	Action	822
20	Tall Girl	Netflix	Family & Kids	784
21	Non mi uccidere	Netflix	Horror	733
22	The Royal Treatment	Netflix	Romance	712
23	Cradle 2 the Grave	Netflix	Action	694
24	Don't Look Up	Netflix	Comedy	690
25	Chikyûgai-shônen-shôjo	Netflix	Animation	683
26	Conviction	Netflix	Drama	671
27	World War Z	Netflix	Action	613
28	Chestnut: Hero of Centr..	Netflix	Family & Kids	584
29	Forgive Us Our Trespas..	Netflix	Drama	550
30	Crazy, Stupid, Love.	Netflix	Comedy	528

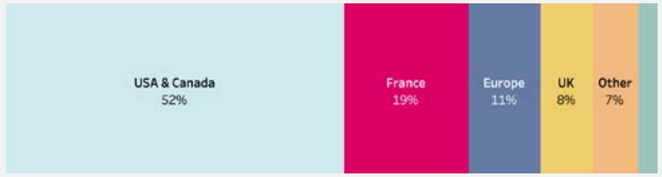
SHOWING 30/100 - See complete chart here

streams (.000)

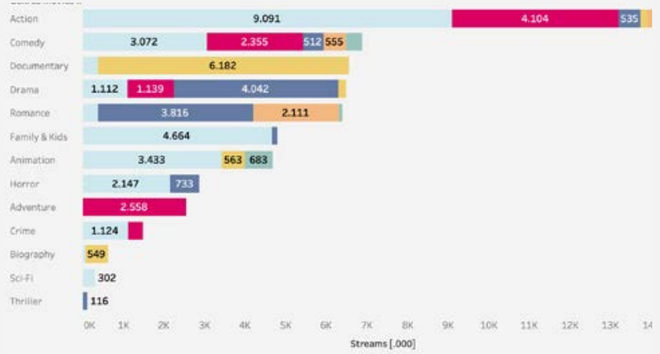
PRODUCTION COUNTRIES

- Asia
- EU
- France
- Others
- UK
- Usa & Canada

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

LOCAL PRODUCTIONS WIN +9 POINTS CATALOGUE SHARE AND RAISE THEIR SCORES WITH 5 NATIONAL MOVIES AMONG THE TOP 20

Coming from 4% of total streams in January, this month, local movies stirred audiences and collected 18% streams of the Top 100. Sci-fi comedy "Big Bug" ranked #3 with 2.4M streams, only behind global phenomena "Tinder Swindler" and "Through My Window."

LOCAL ACTION SHOWED A DRIVE UNSEEN BEFORE: DON'T LET THE MOB TRICK YOU

American content gathered 9M streams among 20 movies, with a modest average of 455K streams by title. French Action holds the second-best position with 4.1M streams collected only by 5 films, with 821K streams, an average performance. The high scoring is due to local Netflix production "A Tombeau Ouvert" aka "Restless", ranking in the Top 10 in most markets. Régis Blondeau's feature reached 2M streams in France.

UK PRODUCTIONS REPRESENT 8% OF THE CATALOGUE BUT COLLECT OVER 13% OF CHART STREAMS

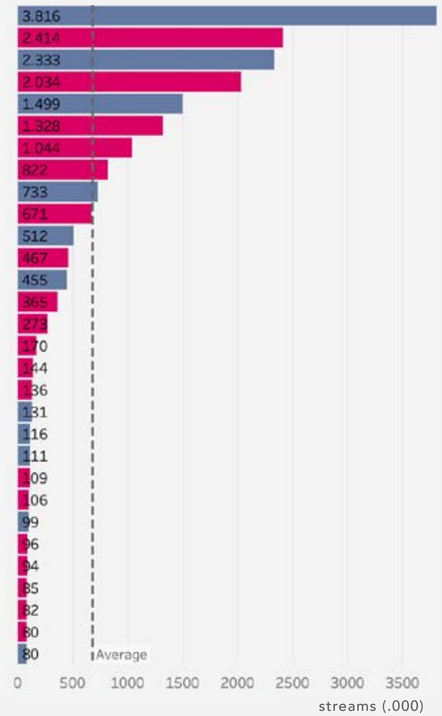
British documentary "Tinder Swindler" stockpiles all the Documentary figures with 6.1M streams while "Downfall: The Case" collects the crumbs, 387K streams (#47), and are the only two documentaries still standing in the chart.

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

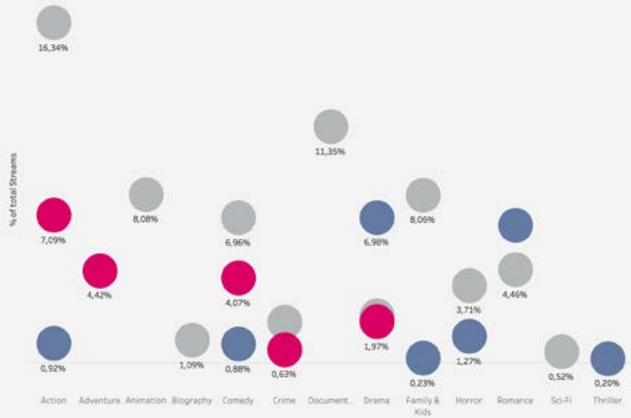
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Through My Window	Netflix	2	Romance
2	Big Bug	Netflix	3	Adventure
3	My Best Friend Anne Fr..	Netflix	5	Drama
4	A Tombeau Ouvert	Netflix	6	Action
5	Das Privileg	Netflix	10	Drama
6	You Choose!	Netflix	11	Comedy
7	Paradise Beach	Netflix	14	Action
8	Le chant du loup	Netflix	19	Action
9	Non mi uccidere	Netflix	21	Horror
10	Conviction	Netflix	26	Drama
11	Pod wiatr	Netflix	31	Comedy
12	Custody	Netflix	39	Drama
13	13 Hours	Netflix	41	Action
14	Lords of Scam	Netflix	50	Crime
15	Maxime Gasteuil arrive ..	Amazon	2	Comedy
16	Haters	Amazon	8	Comedy
17	La Chevre	Amazon	11	Adventure
18	You Don't Choose Your ..	Amazon	13	Comedy
19	Mister Twister: Class of..	Amazon	15	Family & Kids
20	Luna's Revenge	Amazon	18	Thriller
21	Time Is Up	Amazon	20	Drama
22	Unleashed	Amazon	21	Action
23	The Chef	Amazon	22	Comedy
24	Beneath Still Waters	Amazon	28	Drama
25	Brick Mansions	Amazon	31	Action
26	Les irréductibles	Amazon	34	Comedy
27	Je te veux moi non plus	Amazon	40	Comedy
28	Love on the Run	Amazon	42	Comedy
29	Dernier spectacle	Amazon	43	Comedy
30	Belyy tigr	Amazon	45	Action



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

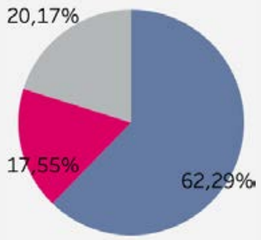


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movie..	Europe	France
Action	2	5
Adventure		2
Comedy	1	9
Crime		1
Drama	4	2
Family & Kids	1	
Horror	1	
Romance	1	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- France
- Others

EUROPEAN DRAMA (7% TOTAL STREAMS) AND ROMANCE (6,5%) ARE CLASSIFIED IN THE MOST-STREAMED PODIUM ALONG WITH FRONTRUNNER GENRE FRENCH-ACTION (7%.)

Teen romance "Through My Window" scored 3.8M streams taking up all the room of the genre. Drama movies show more diversity in terms of content with "My Best Friend Anne Frank" (2.3M streams) or supernatural "Das Privileg."

LOCAL PRODUCTIONS ARE PRESENT IN VARIOUS GENRES CONTRIBUTING SIGNIFICANTLY TO TOP 100 STREAMS: ACTION, ADVENTURE, COMEDY AND DRAMA

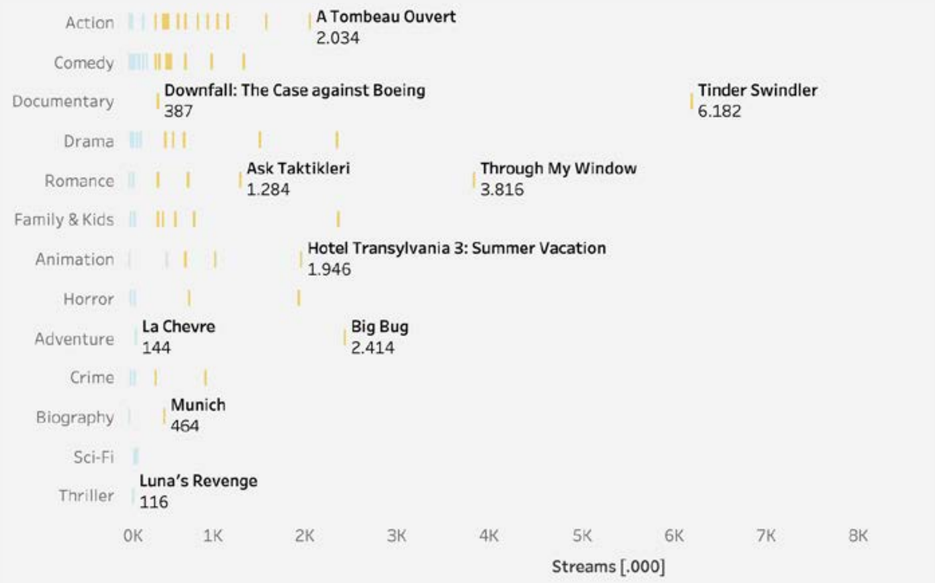
Former thieves team land in "Paradise Beach" (2018) as the second-most-streamed content, ranked #14 on Netflix with 1M streams. Above Average "Le Chant du Loup" is a 2019 French action thriller featuring a submarine's sonar operator who must end the threat of nuclear war. Amazon has found a sweet spot in local theatrical comedies as in other markets.

LOCAL AND EUROPEAN DRAMA VASTLY IMPROVE REGARDING THEIR PREVIOUS RATE CONTRIBUTION:

European movies deploy 62% of genre streams (a rise of 31 points since January), and french/ French films account for 17,5% of Drama streams thanks to "Conviction" and "Custody." The latter was screened in the main competition section of the 74th Venice International Film Festival and took the Silver Lion. The film completed its award journey, winning Césars for Best Film, Best Actress and Best Original Screenplay.

FRANCE 100 MOVIES | SVOD PLATFORMS

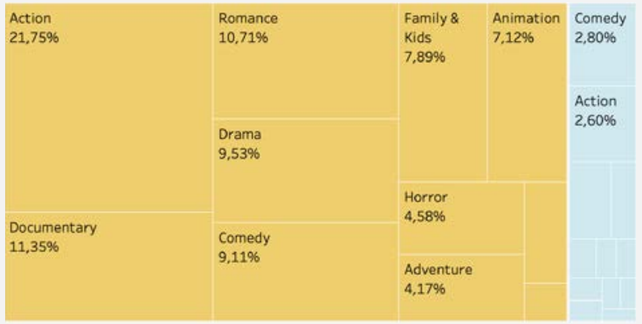
TOP MOVIES STREAMS BY GENRES



streams (.000)

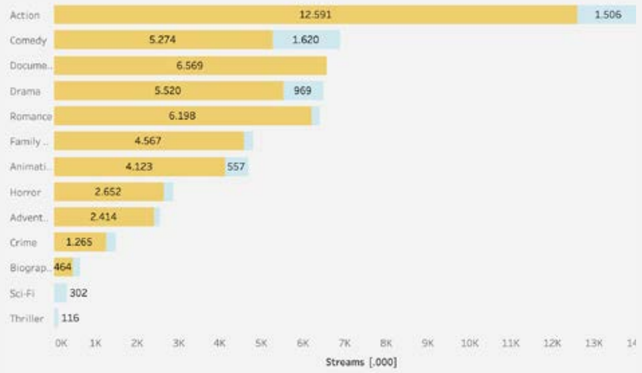
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



streams (.000)

OTT

- Amazon
- Netflix

NOT ALL THE CONTENT WORKS THE SAME WAY

Amazon prefers Comedies (2,8% of Top 100 streams), its previous genre, to attract audiences. On the other side, Netflix has a mastery of various genres, which gives them the flexibility to pivot among audiences. Netflix took up 89% of the Top100 charts, cornering Amazon down to 10%.

ACTION ON NETFLIX REACHED #1 IN THE CHART

collecting 12.5M streams, mainly pulled by "A Tombeau Ouvert" starring Franck Gastambide and "The Equalizer 2" based on the TV series of the same name was released by Sony Pictures in 2018. In spite of mixed reviews, the production was a commercial success, grossing $190 million worldwide on a production budget of $62 million. Nowadays, Action films are sweating their guts out trying to reach these box office figures again.

TEENAGERS AND YOUNG ADULTS ARE FINDING THEIR PLACE ON NETFLIX

Romance comedies, crime plots and dramas featuring teens are are forging a way for themselves up the charts. It could be related to the teen tendency to devour digital products or metaverse initiatives that further feed audiences' insatiable curiosity while streaming content. It is, though, common to find teen book hits echoing their adaptations on platforms. For example, "Through My Window", which was located on top of the charts in almost every single market, was born on Wattpad.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Inventing Anna	Netflix	Drama	23.788
2	Raising Dion	Netflix	Drama	23.244
3	All of Us Are Dead	Netflix	Drama	23.242
4	Naruto: Shippûden	Netflix	Animation	20.271
5	Dark Desire	Netflix	Drama	18.305
6	Sweet Magnolias	Netflix	Drama	17.847
7	The Woman in the House	Netflix	Comedy	15.722
8	Boruto: Naruto Next Ge..	Netflix	Animation	13.587
9	Friends	Netflix	Comedy	12.766
10	PAW Patrol	Netflix	Animation	12.323
11	T'choupi à l'école	Netflix	Family & Kids	12.242
12	Hunter x Hunter	Netflix	Animation	10.908
		Amazon	Animation	874
13	One Of Us Is Lying	Netflix	Crime	11.265
14	Naruto	Netflix	Animation	11.022
15	The Amazing World of G..	Netflix	Animation	9.091
16	The Walking Dead	Netflix	Drama	8.952
17	Toy Boy	Netflix	Crime	8.710
18	Criminal Minds	Amazon	Crime	8.596
19	The Queen of Flow	Netflix	Drama	7.992
20	Vikings: Valhalla	Netflix	Action	7.936
21	Disenchantment	Netflix	Animation	7.783
22	In from the Cold	Netflix	Crime	7.282
23	Grey's Anatomy	Amazon	Drama	5.442
24	Snowpiercer	Netflix	Action	5.352
25	The Vampire Diaries	Amazon	Drama	5.348
26	Grizzy and the Lemmings	Netflix	Family & Kids	5.183
27	Gabby's Dollhouse	Netflix	Family & Kids	4.791
28	Reacher	Amazon	Action	4.497
29	I am Georgina	Netflix	Game-Show & Reali..	4.386
30	The Cuphead Show!	Netflix	Animation	4.378

SHOWING 30/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

streams (.000)

PRODUCTION COUNTRIES

- Asia
- EU
- France
- Others
- UK
- Usa & Canada

ASIAN CONTENT GOT 22% OF TOTAL STREAMS WITH THE "ALL OF US ARE DEAD" BOOM AND ANIME SHOWS STANDING OUT WITHIN THE TOP20

France was the major consumer of Anime content in February. South Korean coming-of-age zombie apocalypse horror content accounted for 23.2M streams. The erotic thriller drama, "Dark Desire", propels Mexican content into the Top 5 for the first time in a while with 18.3M streams. Related content; "Queen of The Flow" has been moving up and down within the Top20 for the past months.

Following the global trend, "Inventing Anna" ranked #1, but the leading position was not secured by a large gap. The second best titles, "Raising Dion" and "All of Us Are Dead", garnered over 23M streams. Anna almost has to share the crown and the VIP zone with mini-superhero and zombies.

AMERICAN CONTENT KEEPS THE BIGGEST SHARE OF THE CATALOGUE WITH 41 SHOWS IN THE GRID

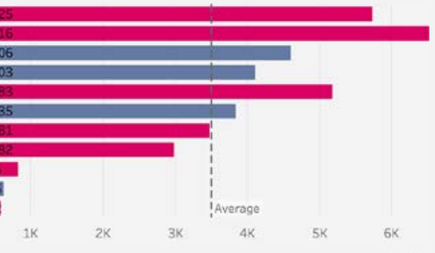
Still, American total streams are plunging, in comparison to figures from the summer reports.- the Ever-present American content bests other countries in Dramas (93.5M streams) driven by Female-oriented shows such as "Sweet Magnolias'', "The Vampire Diaries", "Grey's Anatomy" or "Melrose Place."

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

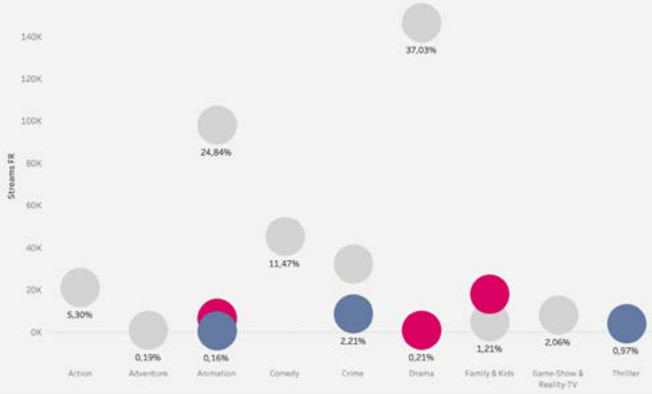
NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE	
1	T'choupi à l'école	1	Netflix	20	Family & Kids	5.725
		2	Netflix	19	Family & Kids	6.516
2	Toy Boy	1	Netflix	26	Crime	4.606
		2	Netflix	33	Crime	4.103
3	Grizzy and the Lemmin..	2	Netflix	23	Family & Kids	5.183
4	Feria	1	Netflix	34	Thriller	3.835
5	Zig & Sharko	3	Netflix	38	Animation	3.481
6	Simon	1	Netflix	50	Animation	2.982
7	Totems	1	Amazon	20	Drama	825
8	Winx Club	1	Amazon	35	Animation	615
9	Oum le dauphin blanc	1	Amazon	42	Family & Kids	582



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

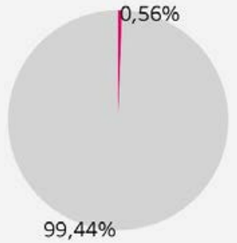


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows..	Europe	France
Animation	1	2
Crime	1	
Drama		1
Family & Kids		3
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- France
- Others

KIDS ANIMATION TOPS THE LOCAL CONTENT GRID, LEAVING NO ROOM FOR OTHER AUDIENCES WITH 6,2% OF TOP 100 STREAMS

TV shows for kids find a spot by the fire among French tiny tots: "T'choupi à l'école", "Grizzy and Lemmings" are ever-present in the charts even if they rank from the #30 position downwards. Kid audiences embrace binge-watching and re-watching content, and SVOD services know it.

Beyond under 12 content, Spanish content "Toy Boy" and "Feria" have found a place in the grid even if they don't make the popular positions.

THE LIST OF EUROPEAN AND LOCAL SHOWS IS SHORTER, DULLER AND WEAKER THAN THE TOP EUROPEAN MOVIES LIST

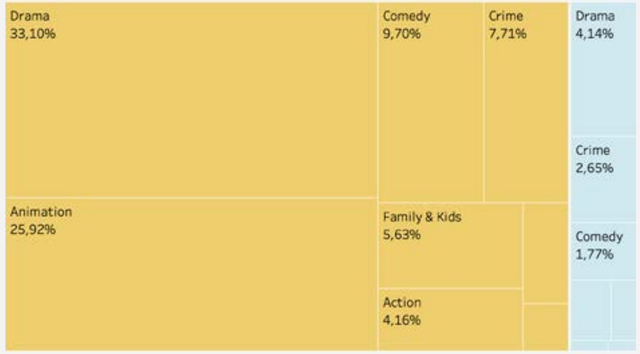
Could we speak about a disinterest on the part of audiences? Or a lack of quality content in the catalogue? The show chart paints a heartless picture with regard to Top European movies.

FRANCE 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES

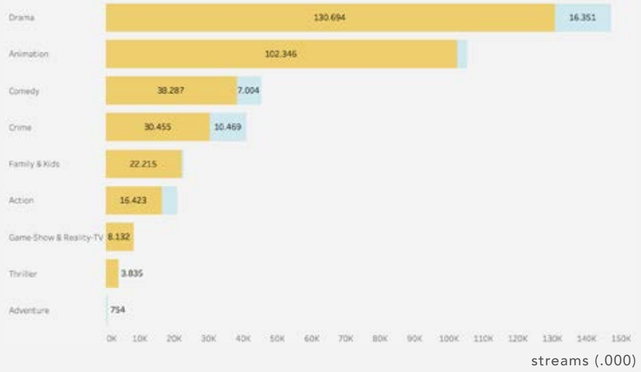
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

DRAMA IS THE FIRST GENRE ON BOTH PLATFORMS WITH SIGNIFICANT GAP DIFFERENCES: 33% ON NETFLIX AND 4,14% ON AMAZON

Drama content seems to be better balanced than in previous months, with close titles reaching various audiences on Netflix, mirroring the content. Amazon doesn't seem to enjoy the broad range of targets in France and sticks to old-times TV series.

ANIME RAMPED UP IN FEBRUARY ON NETFLIX, ACCOUNTING FOR 25% OF TOTAL STREAMS

Why does this fuel content? "All of Us Are Dead" might have ignited Asian content. Off the screens, France was preparing the ground to host one of the most prominent Manga events in Europe in March: the Paris Manga & Sci-Fi Show. France has been one of the biggest markets for Anime since the genre blossomed in the 90s when TVs started airing tsuch content.

JOKING ASIDE, LET'S TALK ABOUT COMEDIES

The third-most streamed genre accounts for 45M streams. As frontrunner "The Woman in the House": The dark comedy has been collecting streams since its release on January 28, amassing 23M in the past 6 weeks. It performed as the first show of the category in February with 15.7M streams.

HOT CONTENT IN FRANCE
“ALL OF US ARE DEAD”

Streaming platforms and broadcasters spend billions on content per year, craving to score the next breakout hit. Staying relevant is a harrowing flight (and a costly one.) “All of Us Are Dead” and K-dramas topple conventional wisdom about global viewing habits.

Since its release on January 28, Netflix’s original Korean show “All of Us Are Dead” has topped the global streaming giant’s weekly top 10 lists in 94 countries - including the US- with 124.79 million hours viewed. During the two weeks immediately following its release, it was the most-watched show globally among English- or non-English-language content.

Given the steady churn of releases, holding the leading spot is no small feat. Does it speak to audiences’ appetite for Asian content?

The zombie thriller is the second K-Drama after “Hellbound” to debut at the top. “Squid Game” started at No. 5 and took five days to ascend to the summit, evolving into a global phenomenon.

K-drama is proving to be a reliable recipe for success. The Korean entertainment industry has been a significant player in the world entertainment landscape for decades and has long been looking to capitalise on it. For its part, Netflix has been piping money into Korean content for years. Some reports pointed to an upping of the ante with an investment approaching $500 million in 2021. Finally, the strategy paid off with “Squid Game,” “My Name,” and “Hellbound,” among others. Some Asian content doesn’t transcend borders, but they hit big when they do. As a plus-point, it must be said that Asian content, particularly K-pop, are ready-made templates to reach audiences. Familiarity mixed with original-crazy ideas are welcome assets for capturing audiences and beating competition in the streaming era.

UK 100 MOVIES | OVERVIEW

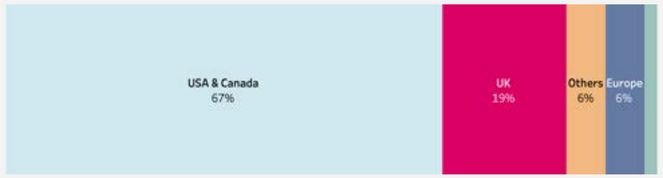
TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Tinder Swindler	Netflix	Documentary	8.650
2	The Hunt	Netflix	Action	2.828
3	13 Minutes	Netflix	Drama	2.130
4	Tall Girl 2	Netflix	Family & Kids	2.128
5	The Texas Chainsaw Ma..	Netflix	Horror	2.065
6	Downfall: The Case agai..	Netflix	Documentary	1.467
7	Through My Window	Netflix	Romance	1.317
8	The Invisible Man	Netflix	Drama	1.239
9	Das Privileg	Netflix	Drama	1.216
10	Jeen-yuhs: A Kanye Tril..	Netflix	Documentary	1.191
11	Home Team	Netflix	Comedy	1.160
12	Big Bug	Netflix	Adventure	1.151
13	My Best Friend Anne Fr..	Netflix	Drama	1.137
14	Last Man Down	Netflix	Action	1.091
15	Wu Assassins: Fistful of..	Netflix	Action	1.065
16	Don't Look Up	Netflix	Comedy	995
17	The Courier	Amazon	Thriller	971
18	Brahms: The Boy II	Netflix	Drama	893
19	Tyler Perry's A Madea H..	Netflix	Comedy	849
20	Munich	Netflix	Biography	837
21	Meet the Parents	Netflix	Comedy	824
22	Nerve	Netflix	Action	786
23	The Power of the Dog	Netflix	Drama	783
24	Tall Girl	Netflix	Family & Kids	719
25	The Bad Education Movie	Netflix	Comedy	711
26	Rooney	Amazon	Sport	703
27	The Gentlemen	Netflix	Action	701
28	Around the World	Netflix	Animation	698
29	The Kill Team	Netflix	Action	688
30	Cop Shop	Amazon	Action	684

SHOWING 30/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

streams (.000)

PRODUCTION COUNTRIES

- Asia
- EU
- Others
- UK
- Usa & Canada

THE UK CROWNS ONE LOCAL TITLE AND GIVES ALMOST ALL THE REST TO AMERICA

This month's documentary "Tinder Swindler" climbs to position 1 representing the UK with 8.6M streams. The next UK titles are below position #17 and perform near average. A wide variety of genres of American films occupy the top 5 positions: "The Hunt", "13 Minutes", "Tall Girl 2" and "The Texas Chainsaw" collect 2M streams on average. Like in Germany, most of these titles target teenage and young adult audiences.

DOCUMENTARY IS THE SECOND PREFERRED GENRE IN THE UK

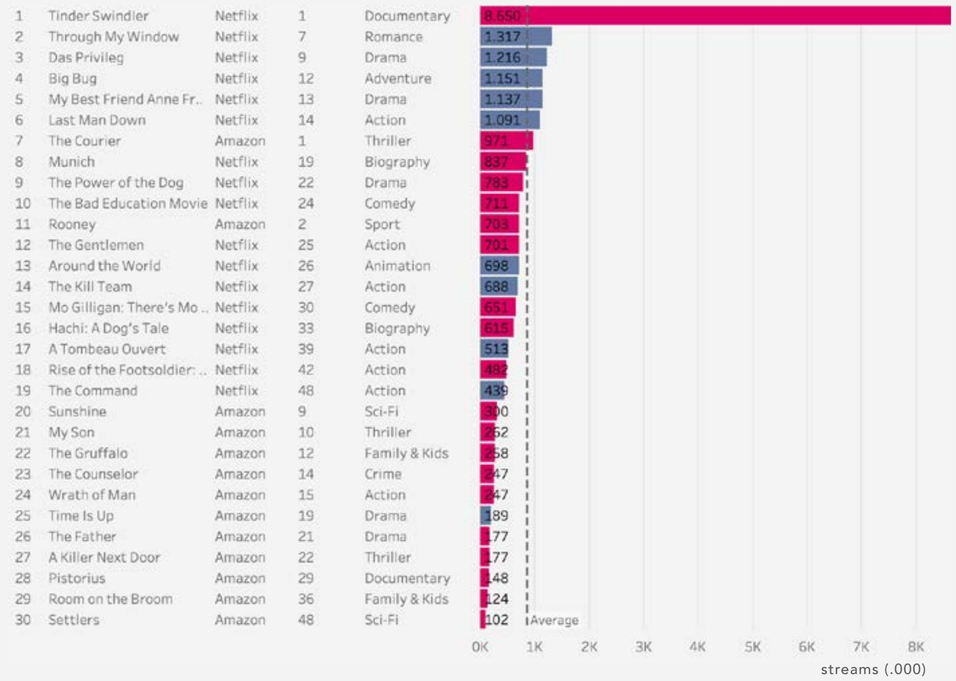
In a steady month-after-month trend, the UK consumes more than 85% of films in the English language. Action is the preferred genre for films with 15.3M streams, and this month Documentary shows its teeth in the second position with 11.5M streams. "Tinder Swindler" is not the only documentary British audiences loved: in #6 we find "Downfall: the Case" with 1.4M streams and in #10 "Jeen-Yuhs: A Kanye Trilogy" with 1.1M streams.

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

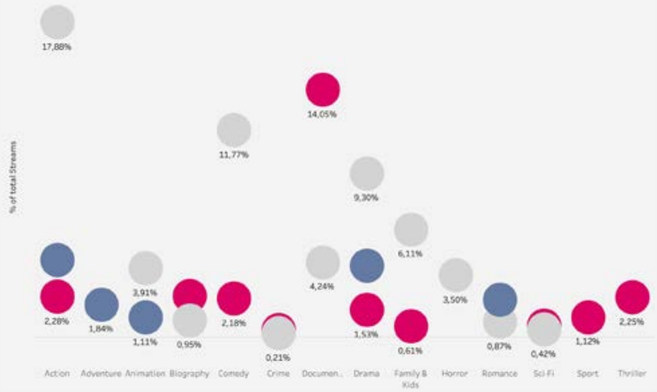
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Tinder Swindler	Netflix	1	Documentary
2	Through My Window	Netflix	7	Romance
3	Das Privileg	Netflix	9	Drama
4	Big Bug	Netflix	12	Adventure
5	My Best Friend Anne Fr..	Netflix	13	Drama
6	Last Man Down	Netflix	14	Action
7	The Courier	Amazon	1	Thriller
8	Munich	Netflix	19	Biography
9	The Power of the Dog	Netflix	22	Drama
10	The Bad Education Movie	Netflix	24	Comedy
11	Rooney	Amazon	2	Sport
12	The Gentlemen	Netflix	25	Action
13	Around the World	Netflix	26	Animation
14	The Kill Team	Netflix	27	Action
15	Mo Gilligan: There's Mo ..	Netflix	30	Comedy
16	Hachi: A Dog's Tale	Netflix	33	Biography
17	A Tombeau Ouvert	Netflix	39	Action
18	Rise of the Footsoldier: ..	Netflix	42	Action
19	The Command	Netflix	48	Action
20	Sunshine	Amazon	9	Sci-Fi
21	My Son	Amazon	10	Thriller
22	The Gruffalo	Amazon	12	Family & Kids
23	The Counselor	Amazon	14	Crime
24	Wrath of Man	Amazon	15	Action
25	Time Is Up	Amazon	19	Drama
26	The Father	Amazon	21	Drama
27	A Killer Next Door	Amazon	22	Thriller
28	Pistorius	Amazon	29	Documentary
29	Room on the Broom	Amazon	36	Family & Kids
30	Settlers	Amazon	48	Sci-Fi



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

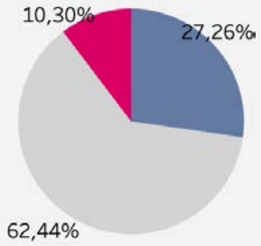


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Movies GB	Europe	UK
Action		4	3
Adventure		1	
Animation		1	
Biography			2
Comedy			2
Crime			1
Documentary			2
Drama		3	2
Family & Kids			2
Romance		1	
Sci-Fi			2
Sport			1
Thriller			3

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- UK
- Others

UK RAISES THE BAR OF EU MARKET TO 10%

In the past months, the usual share for EU films in the UK was around 6%. This month, 5 European titles are in the top 15 and help to conquer the symbolic 10% of the market. Some of these appear in successful positions also in Germany: "Through My Window", "Das Privileg", "Big Bug", "My Best Friend Anne Frank" and "Last Man Down" gather 1.2M streams each on average.

EUROPE SURPASSES UK DRAMA PRODUCTION THIS MONTH

27% of Drama is delivered by Europe, while the UK produces 10%. This is not the only genre where Europe is competitive. There are bits and drops of Europe in a wide number of genres like Action, Adventure, Animation and Romance.

THE UK HAS 20 TITLES IN THE TOP 100

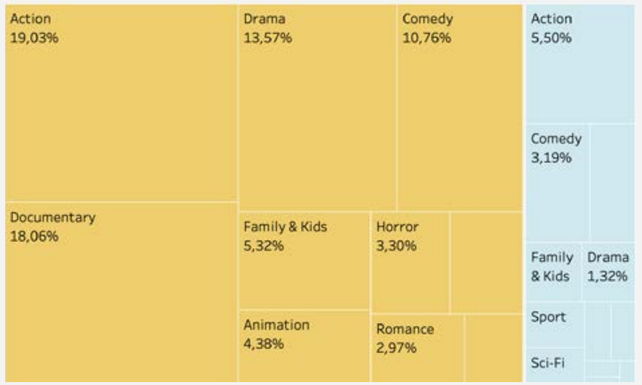
When zooming into the European and local titles without the US, the predominance of the UK on the ranking is notable. 20 titles are local, and they hit the top 25 positions. However, only "Tinder Swindler" is able to perform above average. UK-produced "The Courier", "Munich", "The Power of the Dog", "The Bad Education", "Rooney" and "The Gentlemen" hit a bit less than 1M streams each, but are still in the overall top 25.

UK 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES

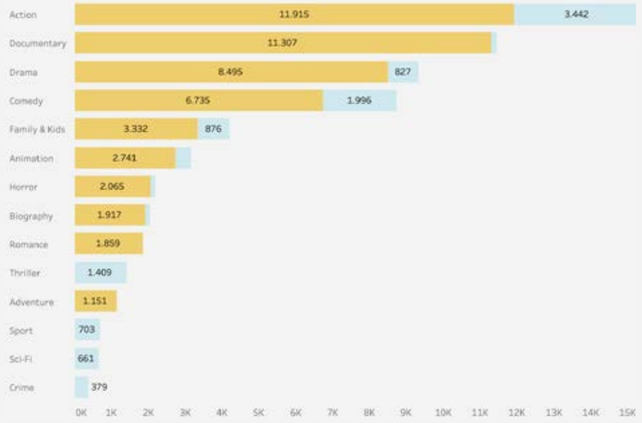
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

AMAZON HAS 17% SHARE OF TOTAL STREAMS IN THE UK

In the Action genre, Amazon contributes with 3.4M streams, but Netflix hits almost 12M streams in this favourite category. A less pronounced gap is palpable in the Comedy genre where Amazon manages to achieve 2M streams and Netflix 6.7M.

MOST OF AMAZON'S SHARE IS REACHED WITH CRUMBS

Like in all the analysed territories, Amazon's titles perform mostly below average. In the UK the two exceptions are the American Thriller "The Courier" in #17 with 971K streams and the Sports film "Rooney" with 703K streams. Notably, in the Thriller category Netflix doesn't have any title, giving "The Courier" the top 1 position for Thrillers and for Amazon at the same time.

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Friends	Netflix	Comedy	69.868
2	The Big Bang Theory	Netflix	Comedy	41.675
3	Peppa Pig	Netflix	Animation	26.088
		Amazon	Animation	6.711
4	Inventing Anna	Netflix	Drama	29.774
5	The Woman in the H..	Netflix	Comedy	20.664
6	All of Us Are Dead	Netflix	Drama	18.761
7	Reacher	Amazon	Action	17.955
8	Love Is Blind	Netflix	Game-Show & Reality..	14.955
9	Raising Dion	Netflix	Drama	14.924
10	The Office	Netflix	Comedy	13.818
		Amazon	Comedy	867
11	Young Sheldon	Netflix	Comedy	10.809
12	Sweet Magnolias	Netflix	Drama	9.879
13	One Of Us Is Lying	Netflix	Crime	9.223
14	The Mentalist	Amazon	Crime	9.066
15	The Sinner	Netflix	Crime	8.555
16	The Cuphead Show!	Netflix	Animation	8.321
17	Two and a Half Men	Amazon	Comedy	8.160
18	Grey's Anatomy	Amazon	Drama	7.982
19	After Life	Netflix	Comedy	7.831
20	Disenchantment	Netflix	Animation	7.773
21	Boy Girl Dog Cat Mo..	Netflix	Family & Kids	7.428
22	Snowpiercer	Netflix	Action	6.980
23	In from the Cold	Netflix	Crime	6.812
24	Ozark	Netflix	Crime	6.792
25	Vikings: Valhalla	Netflix	Action	6.714
26	Space Force	Netflix	Comedy	6.572
27	Catching Killers	Netflix	Crime	5.969
28	SpongeBob SquareP..	Netflix	Family & Kids	5.759

streams (.000)

SHOWING 30/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

streams (.000)

PRODUCTION COUNTRIES

- Asia
- EU
- Others
- UK
- Usa & Canada

THE UK DOESN'T GET OVER FRIENDS

This month again, "Friends" is the preferred series in the UK. The 90s sitcom obtained 70M streams. This show is followed by another American library title*: "The Big Bang Theory" with 40M streams and "Peppa Pig" with 32M streams. Below them the first Netflix Original "Inventing Anna" sneaks in, achieving 30M streams. The comedy "The Woman in the House" stomps with 21M streams in top 5.

AMERICAN LIBRARY COMEDY DOMINATES STREAMING NUMBERS IN THE UK

191M streams in the UK correspond to English-speaking Comedy, out of which 183M are for American comedies. The next preferred genre in the row is Drama which gets 92M streams out of which 72.5M are American. The US content supremacy is reflected in the overall share by origin where 95% of the content this month is English-speaking and 82% is American.

AN ASIAN SHOW SNEAKS IN THE ENGLISH-SPEAKING CLUB

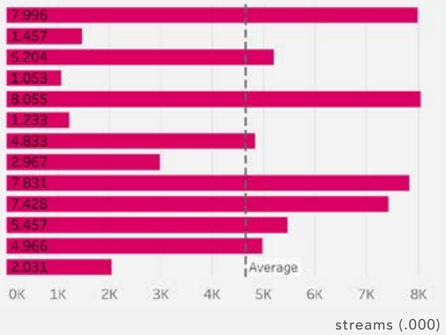
The Korean drama "All of Us Are Dead" is the only series in all of the top 50 that is foreign, Asian, non-English-speaking. It obtains the #6 and 19M streams.

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

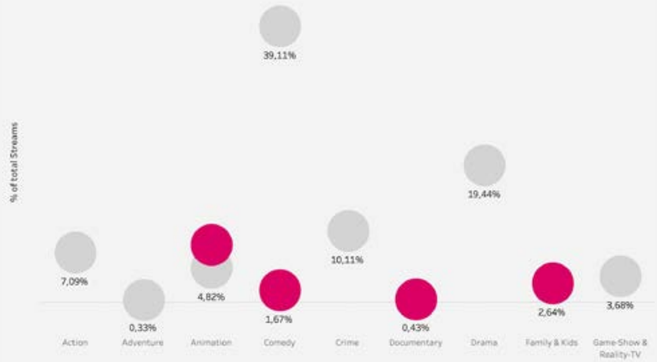
NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE
1	Peppa Pig	1	Netflix	13	Animation
			Amazon	17	Animation
		2	Netflix	42	Animation
			Amazon	28	Animation
		3	Netflix	12	Animation
			Amazon	21	Animation
		4	Netflix	48	Animation
			Amazon	2	Animation
2	After Life	3	Netflix	14	Comedy
3	Boy Girl Dog Cat Mouse ..	1	Netflix	17	Family & Kids
4	Ben & Holly's Little King..	1	Netflix	36	Animation
5	Mr. Bean: The Animated..	3	Netflix	45	Family & Kids
6	Jeremy Clarkson: I Boug..	1	Amazon	9	Documentary



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

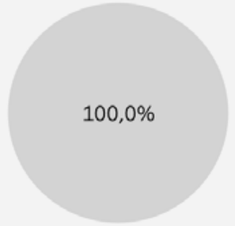


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genrelist Shows .. UK	
Animation	2
Comedy	1
Documentary	1
Family & Kids	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- UK
- Others

THE EUROPEAN FOCUS COULD BE CALLED UK FOCUS THIS MONTH

No European title appears in the top 100 this month. Although usually the presence of European shows in the UK grids is hardly significant, there have been better months with up to 6%.

THIS FOCUS COULD BE ALSO CALLED KIDS CONTENT ZOOM

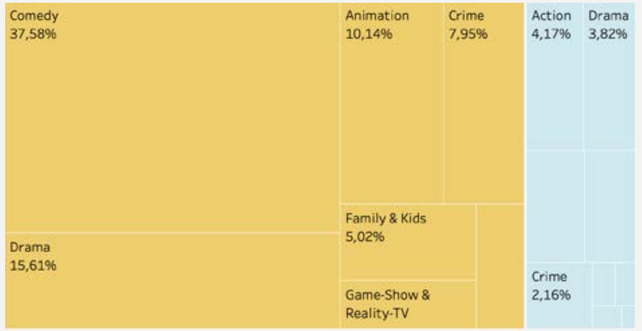
When we zoom in on the British grid without the Americans we find several family & kids titles holding key positions and 5M streams on average: "Peppa Pig" is available on both Netflix and Amazon but performing 5 to 8 times better on Netflix. "Boy Girl Dog" gets 7.4M streams, "Ben and Holly's" achieves 5M streams and "Mr Bean: The animated Series" 5M.

UK 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES

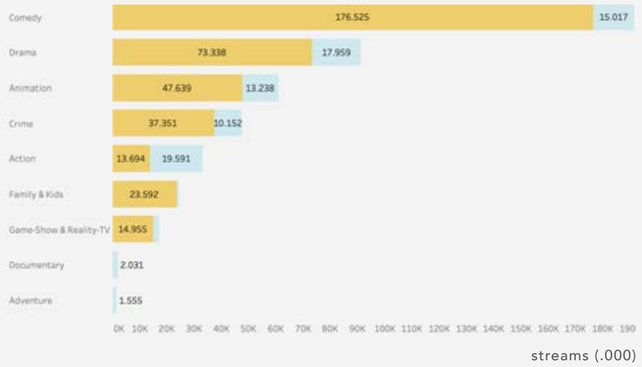
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

AMAZON HAS 17% SHARE AND "THE REACHER" IS A CLEAR HIT

Unlike other territories, this 17% is notably boosted by specific titles rather than a long tail of crumbs: on the one hand, "Reacher" is a hit, amassing 18M streams and holding #9. This Amazon Original cop series' figures are unprecedented for Amazon in the Think Data analysis. Also "Peppa Pig" itself has 7M streams in one month.

AMAZON WINS WHEN NETFLIX IS NOT AROUND

The categories of Documentary and Adventure were left empty by Netflix so Amazon manages to place two titles at the forefront of those genres: the Amazon Original documentary series based on the well-known "Top Gear" conductor: "Jeremy Clarkson: I Bought the Farm" amasses 2M streams. In the same way, the Adventure series "The Wheel of Time", with 1.5M streams.

GERMANY 100 MOVIES | OVERVIEW

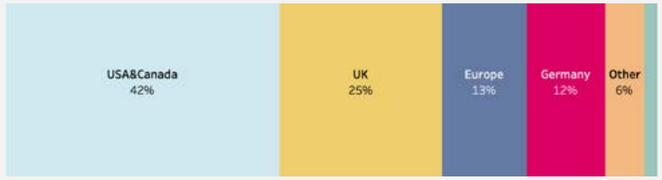
TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Tinder Swindler	Netflix	Documentary	5.609
2	Through My Window	Netflix	Romance	2.335
3	Home Team	Netflix	Comedy	1.772
4	The Texas Chainsaw Ma..	Netflix	Horror	1.719
5	The Hustle	Netflix	Comedy	1.505
6	Ask Taktikleri	Netflix	Romance	1.460
7	Tall Girl 2	Netflix	Comedy	1.319
8	Das Privileg	Netflix	Drama	1.274
9	My Best Friend Anne Fr..	Netflix	Drama	1.076
10	Big Bug	Netflix	Adventure	982
11	Wu Assassins: Fistful of..	Netflix	Action	923
12	Don't Look Up	Netflix	Comedy	896
13	The Protégé	Amazon	Action	890
14	Downfall: The Case agai..	Netflix	Documentary	842
15	Venom	Amazon	Action	236
		Netflix	Action	603
16	A Tombeau Ouvert	Netflix	Action	833
17	John Wick: Chapter 3 - P..	Netflix	Action	803
18	Fighting with My Family	Netflix	Biography	788
19	A Tale Dark and Grimm	Netflix	Fantasy	759
20	Red Notice	Netflix	Action	740
21	Valentine's Day	Netflix	Comedy	688
22	Harry Potter and the So..	Netflix	Adventure	660
23	Harry Potter and the Ch..	Netflix	Adventure	650
24	The Royal Treatment	Netflix	Romance	614
25	Forgive Us Our Trespas..	Netflix	Drama	608
26	Harry Potter and the Go..	Netflix	Adventure	575
27	Cop Shop	Netflix	Action	568
28	Central Intelligence	Amazon	Action	171
		Netflix	Action	387
29	Harry Potter and the Or..	Netflix	Family & Kids	558
30	Chikyûgai-shônen-shôjo	Netflix	Animation	527

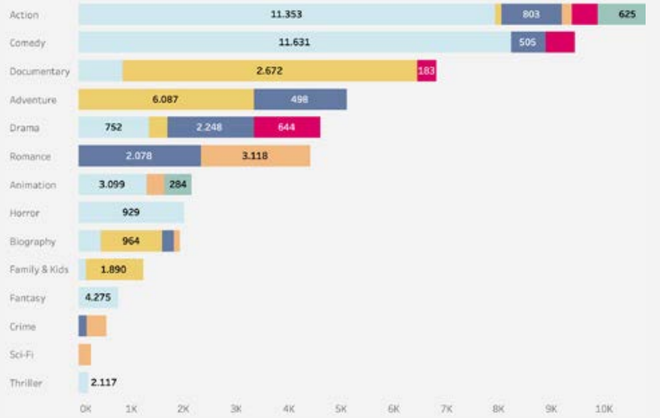
streams (.000)

SHOWING 30/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES

- Asia
- EU
- Germany
- Others
- UK
- Usa & Canada

GERMANY'S TOP 10 IS 100% FOREVER YOUNG

All the movies in Germany's top 10 seem to have the same target audience: teenage and young adults. Characters range from hustlers to school girls and fashion influencers; genres include Comedy, Romance, Horror and even Documentary. "Tinder Swindler" and "Through My Window" in top 1 and top 2 respectively, are this month's icons of young adult streaming and cumulate 8M views together.

GERMANY BECOMES MORE AND MORE DIVERSE

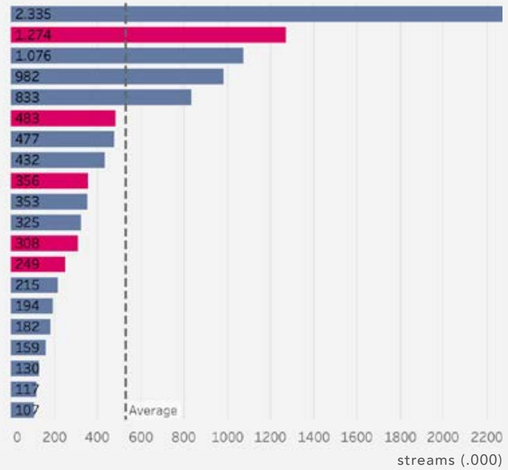
By the end of 2021, in some months Germany cumulated up to 70% streams coming from the US and up to 80% of the top 100 streams corresponded to English-Speaking contents. However, the American dominant share has been declining in this first part of 2022 to give room to other origins. It is to be noted that Spanish-speaking teenager neighbours rom-com "Through My Window" is in top 2 with 2.3M streams and Turkish romance "Ask Taktikleri" in top 6 with 1.5M streams. Dutch-produced "My Best Friend Anne Frank" and French "Big Bug" hold top 9 and top 10 respectively. The presence of "Venom" in the top 15 raises the Asian share to 5%. While Action and Comedy are crowned as preferred genresthe origins of the content in those genre is tending towards greater variety.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

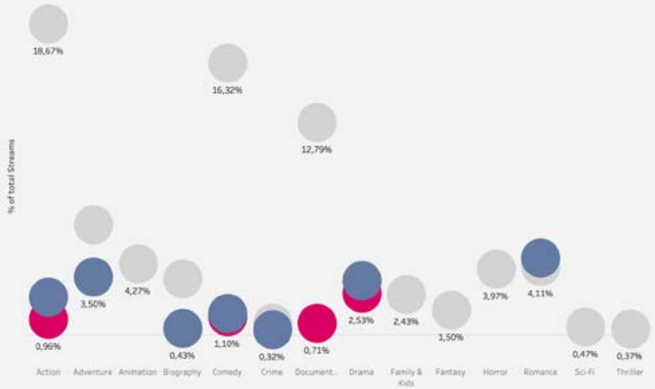
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Through My Window	Netflix	2	Romance
2	Das Privileg	Netflix	8	Drama
3	My Best Friend Anne Fr..	Netflix	9	Drama
4	Big Bug	Netflix	10	Adventure
5	A Tombeau Ouvert	Netflix	14	Action
6	Help, I Shrunk My Paren..	Netflix	32	Action
7	Pod wiatr	Netflix	33	Comedy
8	Time Is Up	Amazon	4	Drama
9	Untitled Bayern Munich..	Amazon	6	Documentary
10	Arctic	Amazon	7	Adventure
11	Valhalla - The Legend of ..	Amazon	8	Adventure
12	Suck Me Shakespeer 2	Netflix	45	Comedy
13	Das perfekte Geheimnis	Amazon	10	Comedy
14	Mr. Jones	Amazon	14	Biography
15	The Blackout	Amazon	18	Action
16	Another Round	Amazon	21	Comedy
17	Mindhunters	Amazon	27	Crime
18	A.I. Rising	Amazon	35	Drama
19	Empire of the Wolves	Amazon	40	Action
20	Agora	Amazon	49	Adventure



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

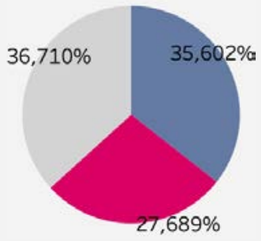


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movies DE	Europe	Germa..
Action	3	1
Adventure	4	
Biography	1	
Comedy	2	2
Crime	1	
Documentary		1
Drama	3	1
Romance	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany
- Others

EUROPEAN FILM CONTENT HOLDS A 15% SHARE THIS MONTH

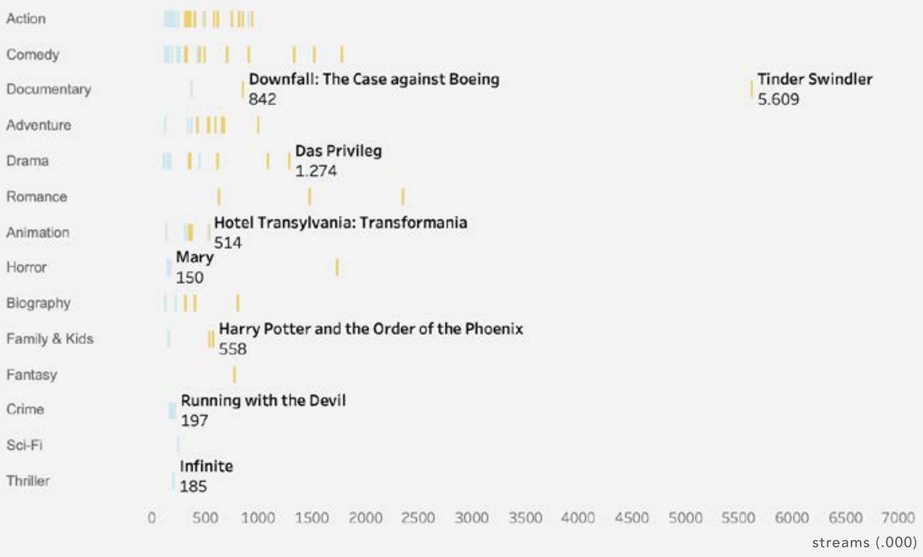
Germany holds 5% of the productions thanks to leading titles like "Das Privileg" with 2.3M streams and 2018 Family-Action "Help, I Shrunk my Parents" with 500K streams. Although the top 5 is boosted by high-profile Spanish, German, Dutch and French titles, digging further we find under-radar films like the Polish kitesurfing rom-com "Pod Wiatr", the Italian romance "Time is Up" and "Untitled Bayern" with 400K streams on average.

THE CONTRIBUTION TO DRAMA IS EVEN THIS MONTH IN GERMANY

Although European Drama is not always the best-performing genre on VOD platforms, this month there's a high contribution of the Drama catalogue: Germany and Europe provide 64% of the drama titles, while other origins account for 37%.

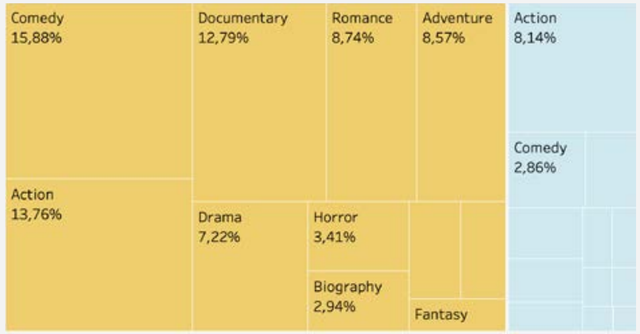
GERMANY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



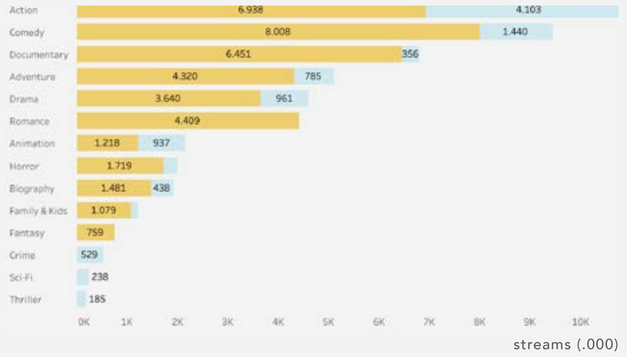
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

AMAZON IS SCARCELY PRESENT IN POLE POSITIONS

Amazon holds steadily 20% of the streams in Germany, while Netflix keeps 80% of them.
However, often one or two Amazon titles make it to the top ranking. Amazon holds position 13 with "The Protegé", an American Action title scoring 890K streams this month. Not far away, we find Asian "Venom" in the top 15 with a similar amount of streams, spread between both platforms: Netflix (600K streams) and Amazon (236K streams).

AMAZON IS PUNCHING NETFLIX IN THE FACE WHEN IT COMES TO THE ACTION GENRE

Although Netflix leads every genre, in Action Amazon shows its teeth with 8% of the streams, compared to 14%, held by the leader.

NETFLIX GIVES A BIG CHUNK OF ITS PREFERRED GENRES TO DOCUMENTARY

With "Tinder Swindler", Documentary is the third preferred genre on Netflix (13%) and is not far from the second: Action (14%) and the first Comedy (16%).

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

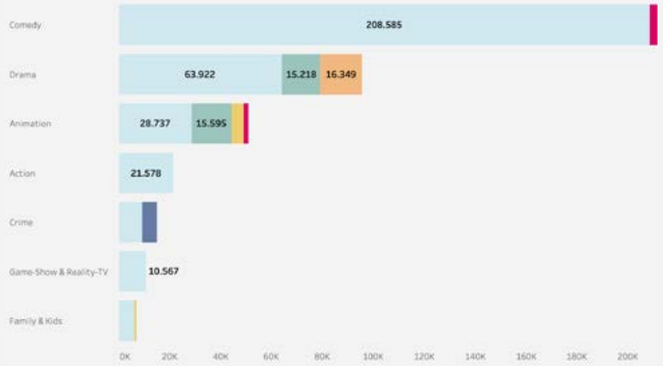
	SHOW	PLATFORM	GENRE	
1	The Office	Netflix	Comedy	60.728
2	The Big Bang Theory	Amazon	Comedy	12.552
		Netflix	Comedy	40.969
3	Brooklyn Nine-Nine	Netflix	Comedy	50.214
4	Inventing Anna	Netflix	Drama	18.441
5	Dark Desire	Netflix	Drama	16.349
6	All of Us Are Dead	Netflix	Drama	15.218
7	PAW Patrol	Amazon	Animation	3.844
		Netflix	Animation	9.755
8	Raising Dion	Netflix	Drama	13.426
9	Betty en NY	Netflix	Comedy	11.756
10	Sweet Magnolias	Netflix	Drama	11.714
11	Two and a Half Men	Amazon	Comedy	11.562
12	Naruto: Shippûden	Netflix	Animation	11.521
13	Reacher	Amazon	Action	9.907
14	The Woman in the House	Netflix	Comedy	9.454
15	ER	Amazon	Drama	7.768
16	Rick and Morty	Netflix	Animation	7.277
17	Love Is Blind	Netflix	Game-Show & Reali..	6.564
18	Vikings: Valhalla	Netflix	Action	6.502
19	Toy Boy	Netflix	Crime	6.043
20	Disenchantment	Netflix	Animation	5.951
21	The 100	Amazon	Drama	5.688
22	The Sinner	Netflix	Crime	5.626
23	Grey's Anatomy	Amazon	Drama	4.849
24	Peppa Pig	Netflix	Animation	4.768
25	Space Force	Netflix	Comedy	4.574
26	SpongeBob SquarePants	Netflix	Family & Kids	4.466
27	Snowpiercer	Netflix	Action	4.235
28	Demon Slayer: Kimetsu ..	Netflix	Animation	4.074
29	Too Hot to Handle	Netflix	Game-Show & Reali..	4.003
30	Ozark	Netflix	Crime	3.501

SHOWING 30/100 - See complete chart here

streams (.000)

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES

- Asia
- Germany
- Others
- UK
- Usa & Canada

87% OF SHOWS IN THE TOP 100 ARE AMERICAN

While Germany can open its heart a little bit to foreign movies, the same love doesn't apply to shows: up to 87% of the series are American; 89% are English-speaking; in the top 20, only 4 titles are non-American out of which only 1 is European; in the top 50, only 4 titles are German. American comedy gathers 208M streams (51% of total streams) being by far the preferred genre in Germany this month. Library comedies "The Office", "The Big Bang Theory" and "Brooklyn Nine-Nine" are crowned in top 3 and collect together a massive number of 164M streams. The only new title in the top 5 is "Inventing Anna" which gathers 18M streams in #4.

ASIAN AND LATAM SURPASS EUROPEAN SHARE WHICH IS SLIMMED TO 1%

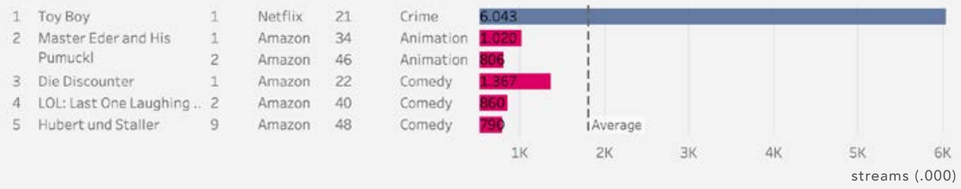
Mexican Drama "Dark Desire" is something of a surprise in the top 5 with 16M streams. The only European show in the grid is #19 Spanish streapper Crime "Toy Boy" which gathers 6M streams. Asian titles "All of Us Are Dead" (15M streams) and "Naruto" (11,5M streams) perform better in top #6 and #12 respectively.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

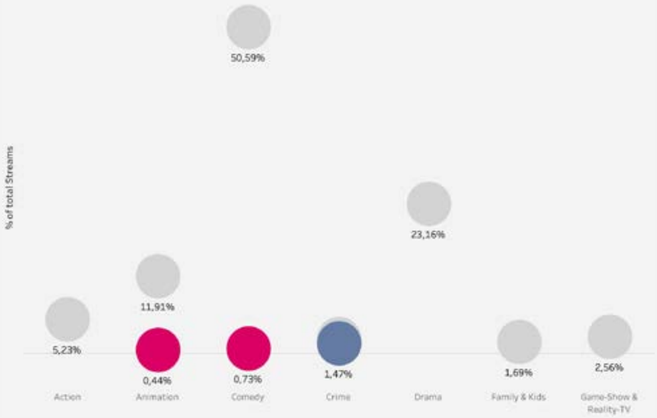
NETFLIX - AMAZON

	SHOW	SEASON	PLATFORM	RANK	GENRE
1	Toy Boy	1	Netflix	21	Crime
2	Master Eder and His Pumuckl	1	Amazon	34	Animation
		2	Amazon	46	Animation
3	Die Discounter	1	Amazon	22	Comedy
4	LOL: Last One Laughing ..	2	Amazon	40	Comedy
5	Hubert und Staller	9	Amazon	48	Comedy



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows DE	Europe	Germa..
Animation		1
Comedy		3
Crime	1	

CONTRIBUTION TO DRAMA STREAMS

PRODUCTION COUNTRIES

- Europe
- Germany
- Others

EUROPEAN SHOWS CUT IT SHORT IN GERMANY

Only 5 titles made the Top100 chart; the shortest list recorded so far. "Toy Boy" is the indisputable winner of losers. With 6M streams, the show ranked #21, while Season 2, released during the month, didn't hit the audience hard enough to make it to the top. Besides the Spanish crime show, the grid is complete with local production.

LOCAL SHOWS PERFORMED BELOW AVERAGE IN THE TOP EUROPEAN CONTENT

It's not a good sign to have European shows below the 1M streams when Top Series are collecting +50M streams. There is an audience on the other side; it's not just interested in the European content offered.

All shows were streamed on Amazon: the 80/90's-children's TV show "Meister Eder und sein Pumuckl" accounted for more than 1.8M, and the LOL format adapted with German comedians almost touched the 1M stream mark.

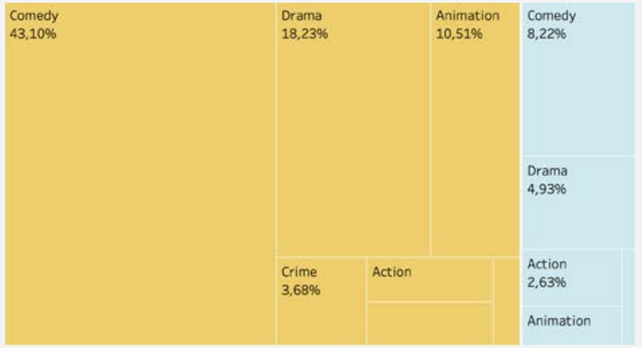
As far as Dramas are concerned, the counter, overall, now stands at zero.

GERMANY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES

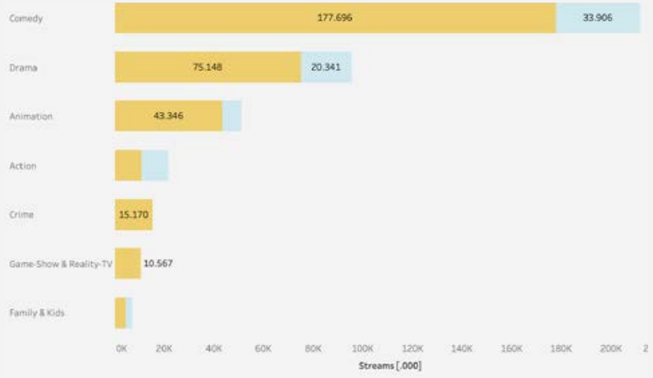
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



streams (.000)

OTT

- Amazon
- Netflix

AMAZON HOLDS A SLIM NUMBER OF STREAMS ON COMEDY AND DRAMA

Comedy is crowned on Netflix with 178M streams (43% of total streams), while Amazon takes only a small chunk of this genre, just 34M (8%). As in other months, the gap in Drama is less pronounced: Netflix gathers 75M streams and Amazon 20M streams. Animation is the third preferred genre this month, including 51M streams on both platforms together.

AMAZON MIND THE GAP IN GERMANY

While Netflix's supremacy in the Top 100 list is not open to debate, Amazon finds a sweet audience among the Germans. It's the market with the greatest stream share, up to 17% in the face of the unbeatable 83% of Netflix. It's not a matter of catalogue profoundness as Amazon won't have problems on the subject. Still, the behaviour indicates a new tendency of content consumption towards Comedies and local hits that is already palpable in other markets.

HOT CONTENT IN UK & GERMANY
"TINDER SWINDLER"

Can a Documentary become a global hit? The true-life story of a serial fraudster and the women he ensnared claimed the top spot on the Netflix list of its most popular films worldwide. It's a first for "Tinder Swindler", which enjoys hall-of-fame glory on Netflix. No other documentary achieves that distinction.

As revealed in the Netflix ranking, the Documentary racked up 45.8 million hours viewed worldwide during the first week of February. Only the first week, the dating scam content had cracked the prestigious Top 10's platform ranking in more than 92 countries. In our report, the content leads the charts in every market: the UK heads the list with 8.6M streams, France tailing with 6.1M, Germany with 5.6M, Spain with 5.2M, and Italy stays behind with 2.6M.

According to Variety, before the figures had hardly appeared and were still being digested, Netflix was already in talks with producers about dramatizing the documentary. However, no formal plans have been announced.

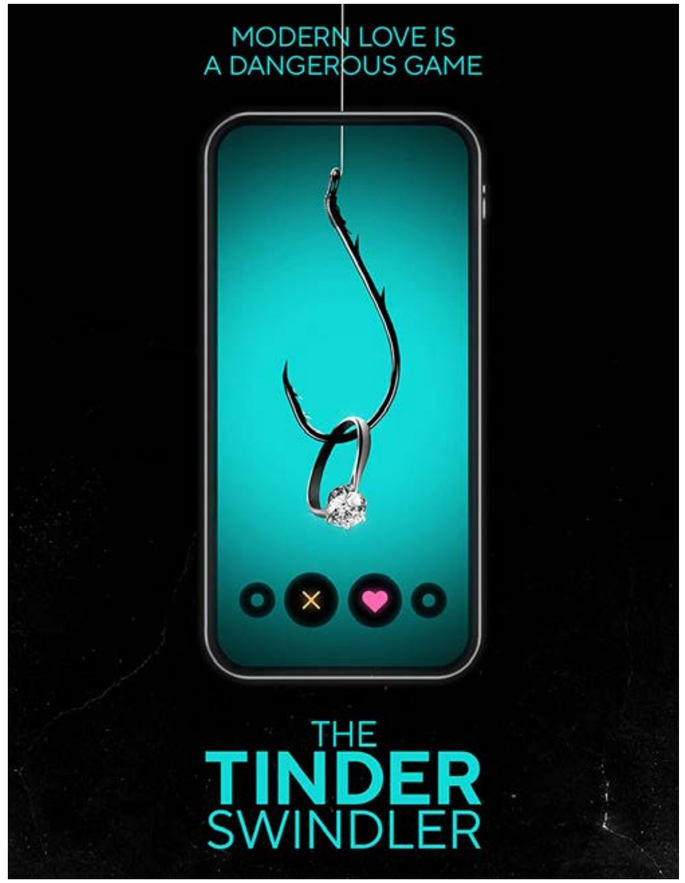
The scale of Netflix's reach is such that almost anyone who pops up at the top on the streaming platforms will will succumb to the Netflix fame experience overnight.

Netflix fame opens up those who might not be prepared for international recognition to intense levels of scrutiny. Simon Leviev (the swindler) signed with Hollywood talent manager Gina Rodriguez, who has turned the scandals of an imposing roster of unscrupulous figures into deals, further exposure, and cash.

Leviev also launched an account on Cameo, charging $200 for personal use and $1,400 for business openings Fame can be a blessing or a burden. It depends on who capitalizes on the money that can come from it.

Lisa Nishimura, Netflix's VP Documentary and Independent Film, has a lot to celebrate as she and her team elevate the genre on the platform.

Netflix holds a special spot for non-fiction productions with proven popularity, such as Last Dance, Tiger King, Cheer, Social Dilemma or recently hot title Downfall. In contrast, theatres classified the content as "hard-to-sell" and SVOD platforms keep their creative teams at work trying to find new stories. There were no reports on "Tinder Swindler" campaigns. Netflix barely invests P&A in this kind of content word-of-mouth, and algorithms seem to work reasonably enough in favour.



GLOBAL TAKES

1 / **Teens belong to Netflix. Still, are they the audience to be nurtured?** While other streamers focus on adult dramas to attract the over 35 targets, Netflix seems to prefer young content coming from book bestsellers, fanfictions sites and other digital trend sites. Netflix knows where to dig to find teen gold. Netflix charts usually have a Teen content standing out in the top positions. This month, all the markets - except the UK - ranked in the first 3 positions for Adriana Godoy's teen romance adaptation "Through My Window": (Spain as the domestic market, 4.9M; France, 3.8M; Germany 2.3M and Italy 2M)

2 / **Improve the experience and let the content recommend content.** Netflix has been claiming advances in algorithm recommendations to improve the experience. In February, we saw proof that good related content programming and algorithms work. "Inventing Anna" and "Tinder Swindler" climb to the leading positions, and other crime and thriller content followed within Top20. The Crime genre was average, the fourth most-watched genre, collecting between 10 to 13% of Top 100 streams, which is not the norm. Was the algorithm feeding the "fraud characters" tags with the traction of top content?

3 / **American Comedies shows collect 40-50% of total streams in Germany and UK. Still, Movie Top100 shows hope for diversity.** Netflix's dependence on (ever-present) American libraries is highly concerning. Particularly in Germany and the UK, the taste for comedies and sitcoms is so marked that other genres are cornered. Movies list shows a distinct reality, where there is room for diversity of genres, content and representation.

4 / **Germany and UK are the markets less influenced by Netflix's global hits and new releases.** Both markets have shown a quite different platform consumption from neighbour markets, which are leakier*?/more open to? to Original content and exclusive releases. The king content in both territories are the licensed broadcast sitcoms:"The Big Bang Theory", "Friends" and "Brooklyn Nine-Nine." That leads us to two potential issues for Netflix that won't play in its favour in the future: branding perception - linked to platform use - and the cost of maintaining these sitcoms or the potential churn rate when Netflix loses the licensing.

5 / **LATAM Dramas gain traction in the Spanish market. For the second month in a row, drama romances got the winning hand, accounting for 21% of Drama streams.**The travelability of Spanish-speaking content is such that it is conquering new territories in France and Italy. At the same time, Spanish titles had no problem crossing borders in Europe; now, LATAM productions are benefiting from the sown ground in the ancient continent. Colombian "Queen of Flow" made 3% of total streams in France and Mexican erotic-thriller "Dark Desire" 4% in Italy.

6 / **France remains one of the most promising markets for Asian content due to the traditional affinity dating back to the 90s, while other markets boost consumption.** In France, Asian content collected 22% of the Top100. Anime was the second-most-streamed content in France, only behind Drama, including K-drama "All of Us Are Dead" (23.2M streams). Spain has been registering a growing interest in the content in the past months, and in February, Asian movies took 7% of total streams. Behind, come Germany and Italy.

7 / **Amazon bets on TV formats adaptations in the key markets to anchor an audience and tend to local fare.** In the past reports, we've seen Amazon invested in non-scripted hybrid formats with realities, local docuseries showcasing local talents, and other inherited TV formats that had always played well on the grids. The "LOL" format has ascended in the charts in Italy and Germany and has reported some streams in Spain and France.

8 / **The Oscars race traction didn't significantly impact the charts a few weeks before the global event.** Although "The Power of the Dog", "The Hand of God", and "Madres Paralelas" were present in the charts, their results are relatively disappointing: the 12-category-nominated "The Power of the Dog" reaches #14 in Spain with 1M streams, #26 in the UK and #46 in Germany. Almodovar's "Madres Paralelas" only scored the leading positions in Spain, ranking #3 with 3.4M streams after a long journey in cinemas. "Don't Look Up" dances between Top15-Top20 in the markers, but is under 1M streams. Sorrentino's "The Hand of Dog" does even worse. Will the data from March show any change in this trend? Netflix was one of the most nominated studios, so we will surely see an increase in the consumption of Oscar-contenders in the following report.

9 / **Italy was flying 'solo' in February and seemed a bit off from Netflix while pushing Amazon content up in the charts.** The Italian market has been registering some detachment in the total streams, with a fall in viewing. This month was remarkably unaffected by the significant hits of the months, with some tendency to appreciate local fare Amazon is showing its face earlier in the charts within the Top10 and gained share in streams, moving up to 17% in February (a rise of almost 2 points vis-à-vis the previous month). Still, Amazon maintains the highest stream share in Germany, with 18-20%.

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