THINKDATA.

BRIDGING THE DATA GAP | JANUARY 2022

THINK DATA:
BRIDGING THE DATA GAP

And here we go! This is our first 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.

At The Film Agency, Think Data gives us a new commitment to bring data closer to our clients, manage data at affordable and reachable prices and thus allow for better understanding of the audience. With this project, we make the highly secretive SVOD figures available to the indie audiovisual industry.

Observing these markets from month to month will give you a broad overview of the tastes and preferences of audiences for both films and series. By managing a top 100 and zooming into our own European and indie focus analysis, you'll be able to gain valuable insights beyond the mainstream content and find gems, newcomers and opportunities in order to shape and sell your next content. By spotting the hot titles, you'll learn about the most innovative release patterns, production stories and successful cases.

In this particular month of January 2022 we highlight important European titles such as Sorrentino's "The Hand of God and "Das Perfekt Geheimnis", a German remake of the Italian remake-hit "Perfect Strangers". We also refer to Oscar-campaign indie Netflix titles like "Don't Look Up" and "The Lost Daughter". Although their performance varies from country to country, their presence in the top positions shows that the Netflix audience is ready to watch high-quality content, preferably with a notable cast and the right size campaign.

In the past months, diversity of origins and languages were very present in the top 10 of all markets, and mainly in countries like Italy and Spain. However, in this month of February, the trend was to embrace American and local titles. Foreign-language titles are not widely found across territories' top ranks. Everyone seemed to be quite busy with their own local streams.

Another important point of January is the trend to dust-off library titles through new fandom campaigns. It's the case of Harry Potter's titles that perform at the top level on Amazon and that crown adventure as a preferred genre in several territories, particularly in Germany.

This seems to be a side effect of the 20th anniversary of the saga which is boosted across other platforms such as HBO and also very successful at the box office.

Amazon seems to grow and benefit as a result of its locomotive family and local comedy titles. This month we find "Hotel Transylvania: Transformania," and several local Italian, German and Spanish titles performing above average and squeezing into the top 10. This privileged ranking was reserved for Netflix during most of the months analyzed, but seems to be more and more open for the e-commerce platform.

We hope you enjoy your first reading and learn as much as us with this report!

LET DATA GUIDE YOUR PATH!

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

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

cineuropa

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

AUDIOVISUAL451
el medio online de la industria audiovisual

> *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

> ***Think Data aims to go beyond the usual box-office figures*** *to better understand what elements lie behind the main successful titles.*

Panorama audiovisual.com

> *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

EUROPE IS A COMPLEX TERRITORY TO BE ADDRESSED AS A SINGLE AUDIOVISUAL MARKET.

Looking back at 2021 from the rear-view mirror: We leave behind 12 months of cinema consolidation within the streaming platforms, after years in which licensing purchase and original productions had tipped the balance in favour of TV fiction. SVOD is proving to be an opportunity window for cinematographic projects. Long tail audience noted in January once again indicates that the shortening of the commercial life (sacrificing the traditional windows circuit) doesn't imply a lack of interest. We are facing a new subspecies of movies: those that the spectator chooses not to watch on the big screen, preferring instead to wait for them to become available on-demand and enjoy a sofa-watch.

The streaming performance figures of megahit "Don't look up" offers interesting insight. Firstly, it indicates that terrible critiques have little bearing on the audience choice process. In fact, such were the levels of reproductions that it became the most-watched title of the Christmas season and beyond. Adam MacKay's movie is the perfect example of the kind of cinema Netflix had pledged to bet on after the worldwide success of "Red Notice": projects rooted in the Anglo-Saxon tradition starring top-level talents, genre-oriented, and with the potential to work globally. A sort of domestic tentpoles.

The policy of betting on highly anticipated Christmas releases resulted in higher levels of streamings, as chart levels show, and the tendency continues in January. Back-to-the-office has shown a shift in consumption patterns: we are back to the traditional fragmentation between titles and a lower viewing rate for platforms.

The European market is not a stranger to global tendencies. The Harry Potter (HBO Max) reunion effect with regard to other titles subject to the Intellectual Properties provisions of this saga illustrates one of the most remarkable assets of digital consumption: content doesn't grow old; it only gets forgotten. It only takes the sparking of renewed interest for the audience to rediscover the content. This effect presents an opportunity on several fronts, such as developing and designing projects, curating the marketing campaign tone, and setting content recommendations within the platforms. It is in the glocal framework that the optics are less attractive. Neither reputed filmmakers such as Oscar-winner Paolo Sorrentino, nor the great genres such as Comedy are alluring enough to make them transcend their homeland.

Cinema tendencies don't transfer to TV content monitoring; at least not in terms of the most-streamed genres (where Comedy doesn't enjoy the overwhelming success it has in the movies). And not in terms of the volume of streams either (consumption is more fragmented, and, therefore, global accumulated doesn't reach these figures.)

January confirms that Europe is a problematic territory to be addressed as a single audiovisual market.

Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Don't Look Up	Netflix	Comedy	5.912
2	Brazen	Netflix	Romance	3.475
3	Bloodshot	Netflix	Action	2.355
4	Hotel Transylvania: Tr..	Amazon	Animation	2.275
5	Mother/Android	Netflix	Drama	2.238
6	The Wasteland.	Netflix	Horror	2.176
7	The Royal Treatment	Netflix	Romance	2.121
8	Munich	Netflix	Biography	1.870
9	García y García	Amazon	Family & Kids	1.783
10	Quattro metà	Netflix	Comedy	1.577
11	Red Notice	Netflix	Action	1.411
12	Mission: Impossible - F..	Netflix	Action	1.252
13	Back to the Outback	Netflix	Animation	1.113
14	The Power of the Dog	Netflix	Drama	1.049
15	Hotel Transylvania 3: Summer Vacation	Amazon Netflix	Animation Animation	213 806
16	The Unforgivable	Netflix	Drama	1.007
17	Jurassic World: Fallen ..	Netflix	Action	975
18	Lazarus	Netflix	Thriller	885
19	A Thousand Kilometer..	Netflix	Family & Kids	876
20	Riverdance: The Anim..	Netflix	Animation	864
21	Lulli	Netflix	Comedy	853
22	Home Team	Netflix	Comedy	813
23	Spider-Man: Homecom..	Netflix	Action	811
24	How I Fell in Love with ..	Netflix	Crime	806
25	After We Fell	Amazon	Drama	744
26	Stand by Me Doraemo..	Netflix	Animation	740
27	Uncle Drew	Netflix	Comedy	737
28	Seal Team	Netflix	Animation	711
29	The Ice Road	Amazon	Thriller	648
30	The Tender Bar	Amazon	Drama	647

streams (.000)

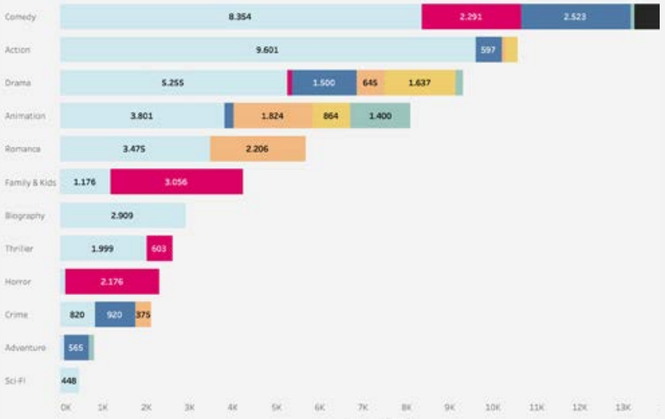
SHOWING 30/100 - See complete chart here

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)

THE GENRE MIX OF AMERICAN CONTENT CONQUERS TOP5 MOVIES IN SPAIN.

Since September, we have seen a predominantly American top of the bill in Spain with Adam McKay's "Don't Look Up" (5.9M), romance "Blazen" (3.4M) and "Bloodshot" (2.3M) action movie. In the past couple of months, Spain has exhibited one of the most culturally diverse Tops with a range of production countries and content-driven local productions; the trend seems to shift in September and January. Could the return to the office have something to do with this? Could it be that American content is more friendly to digest and helps to calm the blues?

THREE EUROPEAN CONTENT STAND AT THE TOP10:

Starring Inma Cuesta, "The Wasteland,"(#6), "García y García" and "Quattro mèta" (1.5M Streams).Netflix acquired in December global rights for brand new romantic comedy produced by Cattleya (the studio behind the hit series "Gomorra"). In 2021, Netflix exclusively released seven Italian movies, including "Baggio: The Divine Ponytail", "A Classic Horror Story", and "The Hand of God".

CATALOGUE SHARE REMAINS MORE OR LESS THE SAME AS IN DECEMBER: 53% AMERICAN CONTENT AND 13% SPANISH PRODUCTIONS.

With half the catalogue labelled as American content leading the big genres such as Comedy (8.8M) and Action(9.6M), where they don't have a suitable competitor. Nonetheless, Spanish comedies hold their own with 2.9M streams thanks to "El Refugio," "If I were a Rich Man","Donde Caben Dos". The European share is up 3 points with respect to last month, displayed in Comedy (3.4M) and Drama (1.5M)

Something might be clear; no Drama fits in January's on-going pandemic mood.

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	streams (.000)
1	The Wasteland.	Netflix	5	Horror	2.176
2	García y García	Amazon	2	Family & Kids	1.733
3	Quattro metà	Netflix	8	Comedy	1.577
4	The Unforgivable	Netflix	13	Drama	1.007
5	A Thousand Kilometers ..	Netflix	16	Family & Kids	876
6	How I Fell in Love with a..	Netflix	21	Crime	806
7	Las leyes de la frontera	Netflix	28	Thriller	603
8	Army of Thieves	Netflix	29	Action	597
9	El refugio	Amazon	6	Comedy	565
10	Pourris gâtés	Netflix	31	Comedy	564
11	If I Were Rich Man	Netflix	34	Comedy	499
12	The Hobbit: The Battle ..	Netflix	36	Adventure	465
13	Donde caben dos	Netflix	42	Comedy	394
14	The Hand of God	Netflix	44	Drama	384
15	8 Humanity Street	Netflix	46	Comedy	382
16	María (y los demás)	Netflix	48	Comedy	366
17	Descarrilados	Amazon	11	Comedy	321
18	Padre no hay más que u..	Amazon	14	Family & Kids	254
19	Father There Is Only One	Amazon	21	Family & Kids	196
20	Poliamor para principia..	Amazon	26	Comedy	146
21	Fjällbackamorden: I bet..	Amazon	30	Crime	114
22	Leap!	Amazon	32	Animation	112
23	The Killing of a Sacred D..	Amazon	34	Drama	110
24	Horizon Line	Amazon	40	Adventure	100
25	The Angry Birds Movie 2	Amazon	41	Animation	99
26	La cripta, el último secr..	Amazon	45	Drama	95

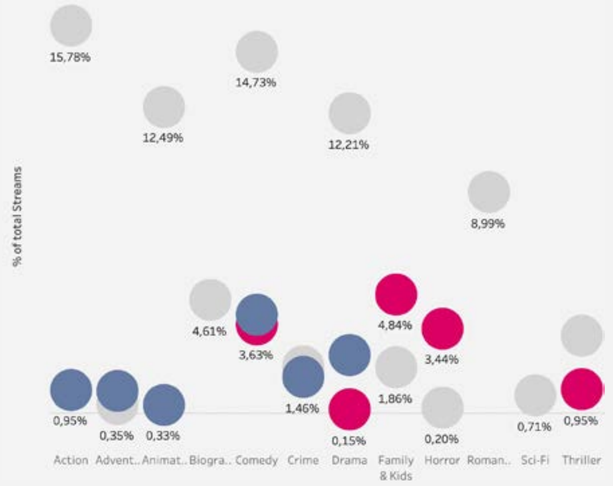
0 500 1000 1500 2000

PRODUCTION COUNTRIES

- Europe
- Spain
- Others

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

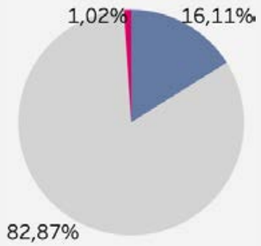


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movies ..	Europe	Spain
Action	1	
Adventure	2	
Animation	2	
Comedy	3	6
Crime	2	
Drama	3	1
Family & Kids		4
Horror		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



13 EUROPEAN MOVIES AND 11 SPANISH MOVIES FOR A TOP26!

Starring Inma Cuesta, "The Wasteland," (#5 on Netflix), the feature directorial debut of David Casademunt got 2.17M streams in its Netflix release at the end of January. The horror movie was made during the pandemic in 19th century Spain, using a sparse cast of mainly three.

After its long-tail summer journey in cinemas, local comedy hit "García y García" is at #2 on Amazon, accounting for 1.7M streams on Amazon (More info about the case in Hot titles). Followed by only-on-Netflix Italian rom-com "Quattro mèta" (1.5M Streams).

Netflix Original "A Thousand Kilometers from Christmas" family-pleaser comedy by Álvaro Fernández Armero was the second Spanish Christmas original commissionedby the platform after "Klaus" (2019). A similar movie, "El Refugio" at #6 on Amazon, was a Spanish domestic release on November 26 to land on the streaming services one month later, just in time for Christmas dinner.

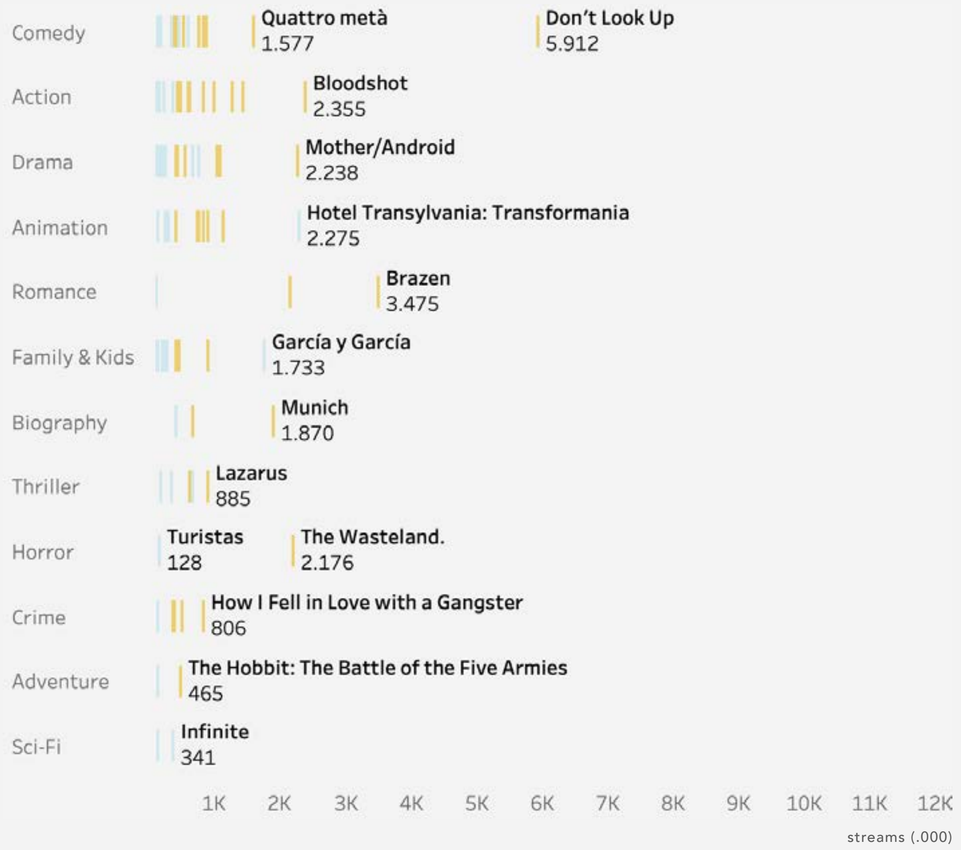
The next European title in the grid stands in #21 on Netflix: Polish crime-drama "How I fell in love with a Gangster" (806K streams) a true-story based on film portraits of one of the biggest Gangster in polish yore - Another example of Netflix's bet for glocal narratives.

SPANISH CONTENT SHINES IN FAMILY&KIDS (4,84% TOTAL STREAMS) AND HORROR (3,44%) GENRE OVER OTHER PRODUCTION COUNTRIES:

due to "The Unforgivable" and "The Hand of God" and "The Killing of a Sacred Deer" on Amazon catalogue. The theatrical force of Sorrentino's feature does not seem to significantly conquer streaming audiences and remains at #44 on Netflix (384K streams) only eight weeks after its worldwide release.

SPAIN 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES

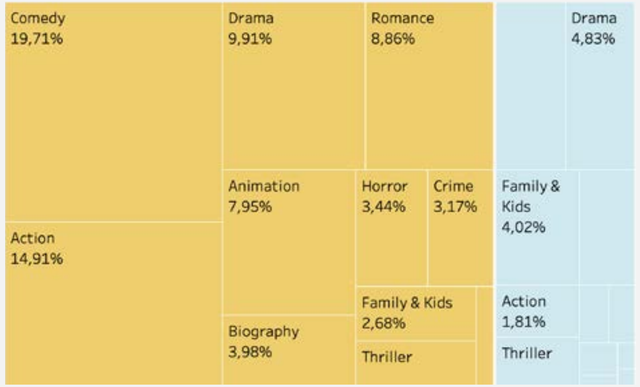


OTT

- Amazon
- Netflix

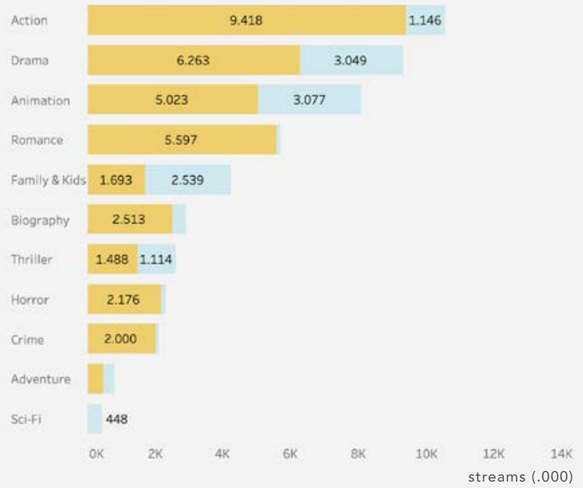
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



THE STREAMING GAP BETWEEN MOVIES IS BALANCED EXCEPT FOR COMEDIES WHERE "DON'T LOOK UP" HEADS +4.4M STREAMS OVER THE RUNNER UP "QUATTRO MÈTA."

The rest of the top movies in other genres stay relatively close to other titles.

Comedy is the most-streamed genre, with 19,71% of Top 100 streams on Netflix accounting for 12M. Drama and Animation close the gap among the platforms, with 6.2M on Netflix against 3M on Amazon for Drama. Animation reduces the distance with 5M on Netflix over 3M on Amazon. Animation is classified as the most-streamed genre on Amazon, accounting for 4,87% of Top100 movies.

Family & Kids streams perform very well on Amazon with 2.5M streams. After their theatrical journey, we spotted how family-pleaser hits have found a broader audience on the SVOD platforms. Notably, Amazon has been feeding its catalogue quietly with local cinema hits without marketing endorsement. Anyhow, the content always seems to sit well with audiences, no matter what genre.

This month the top genres in Amazon are Family & Kids and Comedy, reducing Action and Drama to only 2% each.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Scent of Passion	Netflix	Drama	56.432
2	Cobra Kai	Netflix	Action	40.643
3	The Queen of Flow	Netflix	Drama	32.704
4	Emily in Paris	Netflix	Comedy	26.238
5	Peppa Pig	Netflix	Animation	24.388
6	Stay Close	Netflix	Crime	19.356
7	The Witcher	Netflix	Action	18.221
8	PAW Patrol	Netflix	Animation	14.356
9	Cleo & Cuquin	Netflix	Family & Kids	11.756
10	Archive 81	Netflix	Drama	11.725
11	Pokémon	Netflix	Animation	11.707
12	Ozark	Netflix	Crime	11.063
13	The Office	Netflix	Comedy	7.239
		Amazon	Comedy	1.051
14	Grizzy and the Lemmings	Netflix	Family & Kids	8.268
15	I am Georgina	Netflix	Game-Show & Reality-TV	7.940
16	Superstore	Netflix	Comedy	7.773
17	Money Heist	Netflix	Action	7.086
18	The Big Bang Theory	Amazon	Comedy	6.674
19	Bortført	Netflix	Drama	5.432
20	Ben & Holly's Little King..	Netflix	Animation	4.956
21	The Blacklist	Netflix	Crime	3.517
		Amazon	Crime	1.285
22	The Silent Sea	Netflix	Adventure	4.701
23	The Sinner	Netflix	Crime	4.563
24	Aquí no hay quien viva	Netflix	Comedy	3.724
		Amazon	Comedy	
25	Booba	Netflix	Family & Kids	4.153
26	Kitz	Netflix	Drama	4.125
27	Teen Titans Go!	Netflix	Animation	4.100
28	The Thundermans	Netflix	Action	3.914
29	The Wheel of Time	Amazon	Adventure	3.876
30	Titans	Netflix	Action	3.872

streams (.000)

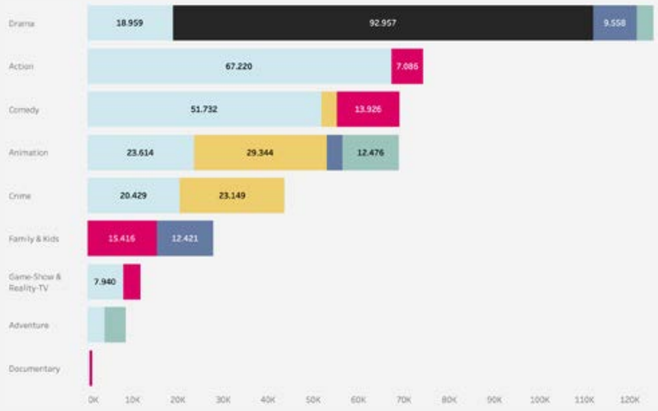
SHOWING 30/100 - See complete chart here

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)

LOCAL SPANISH SHOWS RECORD THE SHARE WITH 24% FOR NON-AMERICAN CONTENT (A RISE OF 3 POINTS SINCE SEPTEMBER).

We witnessed the strength of local productions among Spanish audiences with popular teen cravings show hits such as "Élite", "Valeria", "Money Heist", etc. Unexpectedly, January tops the shares records thanks to Netflix's release of "Money Heist" Part II on December 3 and to Amazon's catalogue contribution with Spanish TV shows "Aquí No Hay Quien Viva" and "Celebrity Bake".

LATAM'S SHARE REPRESENTS 3% OF THE CATALOGUE BUT ACCOUNTS FOR UP 8,5% OF TOP 100 TOTAL STREAMS.

Two Colombian telenovelas were firing up audiences: #1 "The Scent of Passion" a Colombia-USA coproduction, a new adaptation of the 1994 telenovela written by Fernando Gaitán, accounting for 56.4M streams. Another show hit stands at #3, the Colombian musical telenovela based on reggaeton vibes, "The Queen of Flow" conquered the Spanish audience, as shown by its 32.7M streams. The telenovela fever that hit Spanish television in the 2000s has a come-back on SVOD. In February, Netflix didn't hesitate to re-boost season 1 of megahit "Pasión de Gavilanes" while Telecinco was about to release Season 2 18 years after its end episode aired.

DRAMA AND LATINO

The first time a Non-American country and Drama stand hand in hand, with 92M streams. Magic words to unlock the Spanish audience's heart and time. Local productions master Family & Kids content thanks to the TV Shows mentioned (15.4M streams) and Comedy (13.9M).

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	POSITION	GENRE
1	Cleo & Cuquin	1	Netflix	12	Family & Kids
		2	Netflix	31	Family & Kids
2	Grizzy and the Lemmings	1	Netflix	26	Family & Kids
		2	Netflix	40	Family & Kids
3	Money Heist	5	Netflix	15	Action
4	Bortført	1	Netflix	20	Drama
5	Aquí no hay quien viva	4	Netflix	42	Comedy
		3	Amazon	18	Comedy
6	Booba	3	Netflix	28	Family & Kids
7	Kitz	1	Netflix	30	Drama
8	Celebrity Bake Off ..	1	Amazon	2	Game-Show & Rea..
9	La que se avecina	6	Amazon	11	Comedy
		12	Amazon	20	Comedy
		5	Amazon	25	Comedy
		3	Amazon	46	Comedy
		10	Amazon	50	Comedy
10	Simon	1	Netflix	48	Animation
11	The Countryside	3	Amazon	3	Comedy
		2	Amazon	32	Comedy
		1	Amazon	33	Comedy
12	Los Serrano	6	Amazon	10	Family & Kids
		5	Amazon	22	Family & Kids
		2	Amazon	30	Family & Kids
13	Cry Babies Magic Tears	2	Amazon	27	Family & Kids
		1	Amazon	44	Family & Kids
14	Ciega a citas	1	Amazon	12	Comedy
15	Physics or Chemistry	4	Amazon	45	Comedy
		3	Amazon	49	Comedy
16	Merlí	1	Amazon	15	Comedy
17	G.E.O. Más Allá del ..	1	Amazon	48	Documentary

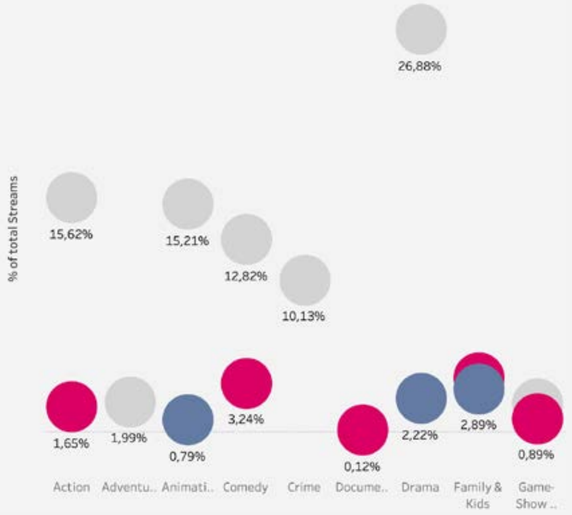
streams (.000)

PRODUCTION COUNTRIES

- Europe
- Spain
- Others

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

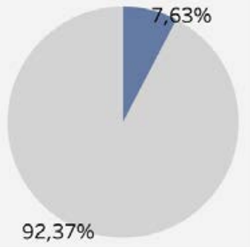


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows ..	Europe	Spain
Action		1
Animation	1	
Comedy		6
Documentary		1
Drama	2	
Family & Kids	2	3
Game-Show & ..		1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN AND LOCAL KIDS & FAMILY-FRIENDLY CONTENT ENCOUNTER NO COMPETITOR.

The Telerín family is rooted in Spanish TV legacy dating back to 1964 and now has its continuity with "Cleo & Cuquin", free airing in/on linear public TV (RTVE) and on Netflix.

"Money Heist" final season volume II accounts for 7M streams echoes one month after its release. "Bortført" terrorist plot got 5.4M streams positioning #20 on Netflix.

AMAZON'S CATALOGUE CONTRIBUTES TO THE TOP EUROPEAN SHOWS WITH CLASSIC SPANISH-TV SHOWS

such as "Aquí no hay quien viva," "La que se avecina," or "Los Serrano", and its Spanish take on BBC Reality-Show "Celebrity Bake Off."

ONLY 6/17 CONTENTS WERE EUROPEAN,

with a vast majority of local Comedies, which takes up 3,24% of total streams, and Family&Kids friendly shows. Mini-series documentary "G.E.O Más Allá del Límite" prevails in the genre with 500K streams.

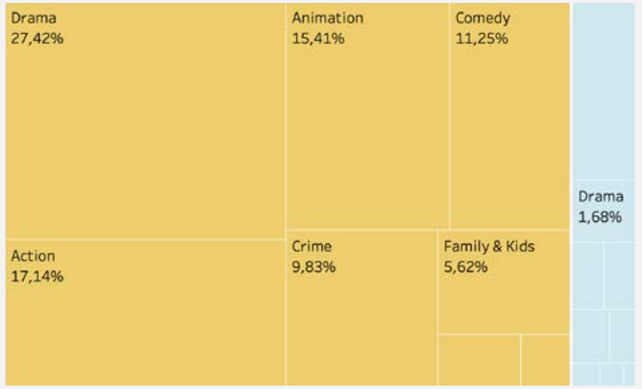
European dramas contributed 7,63% to the genre streams, accounting for 9M streams, while Colombian telenovelas eclipsed local productions.

SPAIN 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES

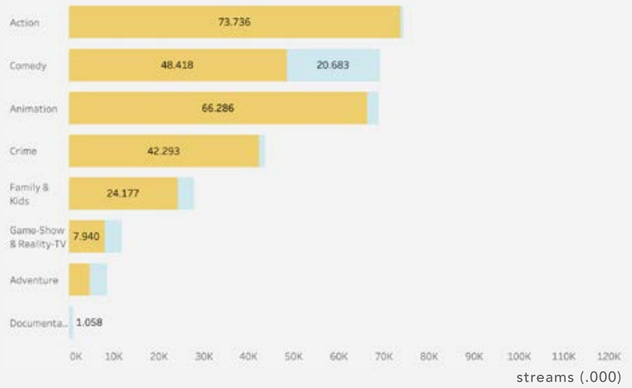
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

LEADING TITLES LED BY FAR THE GENRE CATEGORY, AND MOST OF THEM HAVE INITIALLY BEEN BESTSELLERS.

"The Scent of Passion" has a 24M streams gap over the runner-up "The Queen of Flow." "Cobra Kai" Season 5 dropped on Netflix by late December and kept the rates up, with 40.6M streams leading the Action genre. Second on the podium, "The Witcher" (18.2M streams), the Polish-American fantasy drama created by Lauren Schmidt Hissrich based on the book series of the same name by Polish writer Andrzej Sapkowski. Following the bookish trend, "Stay Close," the British crime-drama miniseries based on the 2012 Harlan Coben novel, was produced by Red Production Company for Netflix, accounting for 19.3M streams for the genre.

Netflix bet on Cristiano Ronaldo's partner's reality show "I am Georgina" released on January 27, already shows an engaged mass audience (7.9M streams in only three days).

WHAT A PLEASURE TO FIND DRAMA RULING THE STREAMING SHARE WITH 27,42% OF THE GRID ONLY ON NETFLIX.

Ten points behind, Action (17,14%), Animation, and Comedy. The last genre was the most-streamed on Amazon (4,81% total streams), accounting for 20.6M streams due to Spanish broadcast shows. In this case, Comedy is the only department where Amazon was competitive with Netflix and still presented a 28M streams gap.

HOT CONTENT IN SPAIN
"GARCÍA Y GARCÍA"

Amazon acquisition behaviour in 2006 vis-à-vis box office consumption continues in the same vein in 2022. Amazon Studios had relied on traditional film distribution practices to foster greater collaboration with the gatekeepers in Hollywood and replicated the model when it landed in Europe with independent mini-majors and studios. This is the case for Spain, where theatrical hits find a successful window-ally after running out of gas at the Box Office. Amazon became a life-saver during the pandemic, offering a mid-term solution to the majors given the recent paucity of theatrical releases.

"García y García" is an example of a work that showcases the model. A contracorriente distributed Ana Murugarren's movie, which hit movie theatres on August 27—starring two very popular TV-comedy names in tandem, José Mota and Pepe Viyuela, going for American-style mise-en-scene, 2000s humour, riddled with clichéd TV jokes, and a broad spectrum of locations. According to Comscore Spain, the cumulated gross to date is 1.025.363 EUR with an Opening Weekend Gross of 247.195 EUR.

The production company revealed to a local outlet, El Heraldo, that between locations, accommodation and staff, spending in the region where the shooting took place was valued at almost 1M €.

Critics did not particularly like the movie but audiences did not seem to care much about its bad reviews. The film arrived on Amazon on January 5 and crawled its way up to the top (#2 on Amazon and #9 on Top100 Spain), accounting for 1.7M streams in 4 weeks.

ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Don't Look Up	Netflix	Comedy	3.016
2	Come un gatto in tangenziale - Ritorno a ..	Netflix	Comedy	1.332
		Amazon	Comedy	956
3	Quattro metà	Netflix	Comedy	1.989
4	Brazen	Netflix	Romance	1.509
5	Hotel Transylvania: Tra..	Amazon	Animation	1.494
6	The Royal Treatment	Netflix	Romance	1.348
7	Wrath of Man	Amazon	Action	1.161
8	The Hand of God	Netflix	Drama	1.075
9	Mother/Android	Netflix	Drama	1.056
10	Time Is Up	Amazon	Drama	909
11	Bad Boys for Life	Netflix	Action	894
12	The Unforgivable	Netflix	Drama	740
13	12 Strong	Netflix	Action	658
14	Passengers	Netflix	Romance	658
15	Burnt	Netflix	Comedy	649
16	The Magnificent Seven	Netflix	Action	621
17	The Tender Bar	Amazon	Drama	617
18	Songbird	Amazon	Drama	606
19	Munich	Netflix	Biography	596
20	Adrift	Netflix	Action	549
21	Red Notice	Netflix	Action	535
22	Marilyn ha gli occhi neri	Netflix	Comedy	533
23	A Tale Dark and Grimm	Netflix	Fantasy	515
24	Se son rose	Netflix	Comedy	511
25	Bad Teacher	Netflix	Comedy	501
26	Spider-Man: Homecomi..	Netflix	Action	478
27	How I Fell in Love with a..	Netflix	Crime	470
28	Mission: Impossible - Fa..	Netflix	Action	468
29	Let Me Introduce You to..	Netflix	Comedy	465
30	Harry Potter and the So..	Amazon	Family & Kids	464

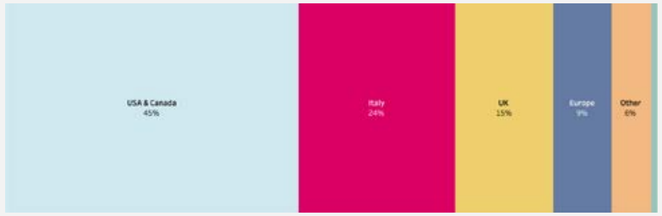
streams (.000)

SHOWING 30/100 - See complete chart here

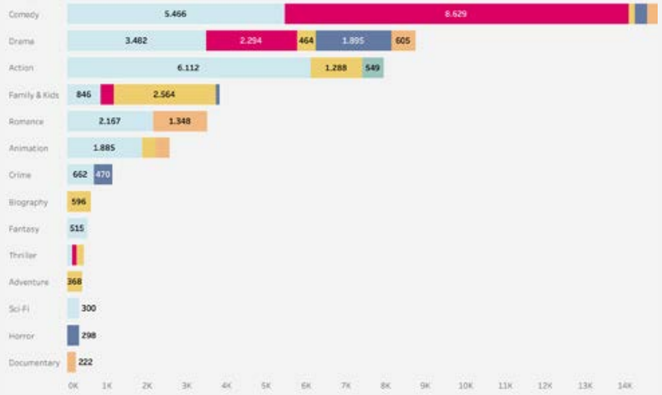
PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

ADAM MCKEYS' APOCALYPTIC COMEDY "DON'T LOOK UP" REPEATS TOP1 FOR TWO MONTHS, COLLECTING 3M STREAMS.

The following two top movies in the Top 3 were Italian: #2 belongs to the Italian comedy "Like a cat in a Highway 2", with 1.3M Streams on Netflix and 956K on Amazon. The film is a sequel to the blockbuster success from 2017. Standing #3, the Cattleya "Quattro metà", the last Italian rom-com movie to come streaming on Netflix, which collected almost 2M Streams.

IT IS NOT SURPRISING THAT COMEDY IS THE FAVOURITE GENRE FOR THE ITALIAN AUDIENCE, WITH ALMOST 15M CUMULATED STREAMS.

Drama follows some way behind with 8M Streams, with three titles in the TOP10: Sorrentino "The Hand of God," "Mother/Android," and "Time is up."

ITALY PRESENTS THE HIGHEST LOCAL SHARE WITH 24% MOVIES (11.3M STREAMS) AND MORE DIVERSITY THAN NEIGHBOR MARKETS, CORNERING AMERICAN CONTENT DOWN TO 45%.

Sorrentino's Oscar-contender "The Hand of God," in position #8, collecting 1M Streams one month after its release on Netflix, and Amazon's Romantic Drama "Time is up" in position #11 with 909K Streams.

AMAZON PUTS ON A BRAVE FACE IN JANUARY IN ITALY, PLACING FOUR TITLES IN THE TOP10:

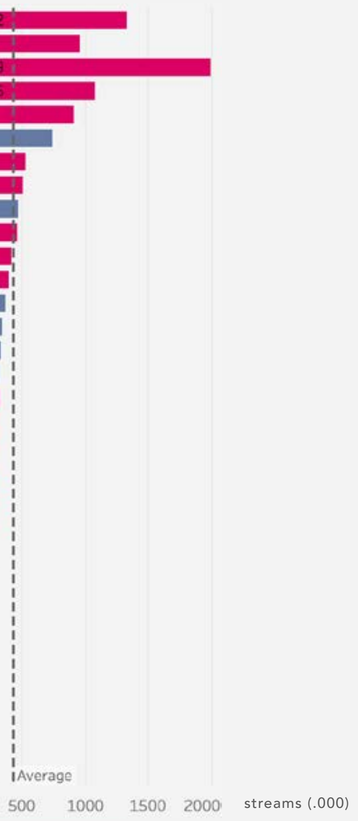
The best performing movie on Amazon is the Kids-friendly animation film "Hotel Transylvania: Transformania," the fourth instalment of the popular saga that was released exclusively on Amazon on January 14 and that collected 1.4M streams.

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE
1	Come un gatto in tangenziale - Ritorno a ..	Netflix	5	Comedy
		Amazon	3	Comedy
2	Quattro metà	Netflix	2	Comedy
3	The Hand of God	Netflix	6	Drama
4	Time Is Up	Amazon	4	Drama
5	The Unforgivable	Netflix	9	Drama
6	Marilyn ha gli occhi neri	Netflix	17	Comedy
7	Se son rose	Netflix	19	Comedy
8	How I Fell in Love with a..	Netflix	22	Crime
9	Let Me Introduce You to..	Netflix	24	Comedy
10	The Legendary Giulia an..	Netflix	26	Comedy
11	Them Who?	Netflix	29	Comedy
12	Room	Netflix	32	Drama
13	The Reader	Netflix	37	Drama
14	365 Days	Netflix	40	Drama
15	Pourris gâtés	Netflix	45	Comedy
16	When Mom Is Away	Netflix	47	Family & Kids
17	L'agenzia dei bugiardi	Netflix	49	Comedy
18	Ariaferma	Amazon	16	Drama
19	The Wasteland.	Netflix	50	Horror
20	Io sono Babbo Natale	Amazon	19	Comedy
21	Like a Cat on a Highway	Amazon	20	Comedy
22	Si vive una volta sola	Amazon	26	Comedy
23	Cambio tutto	Amazon	28	Comedy
24	It May Be Love But It Do..	Amazon	29	Comedy
25	Genitori vs Influencer	Amazon	32	Comedy
26	Diversamente	Amazon	33	Comedy
27	Addio al nubilato	Amazon	38	Comedy
28	È per il tuo bene	Amazon	41	Comedy
29	10 giorni con Babbo Nat..	Amazon	43	Comedy
30	Security	Amazon	46	Thriller
31	Thelma	Amazon	47	Drama
32	Silver Skates	Amazon	50	Family & Kids

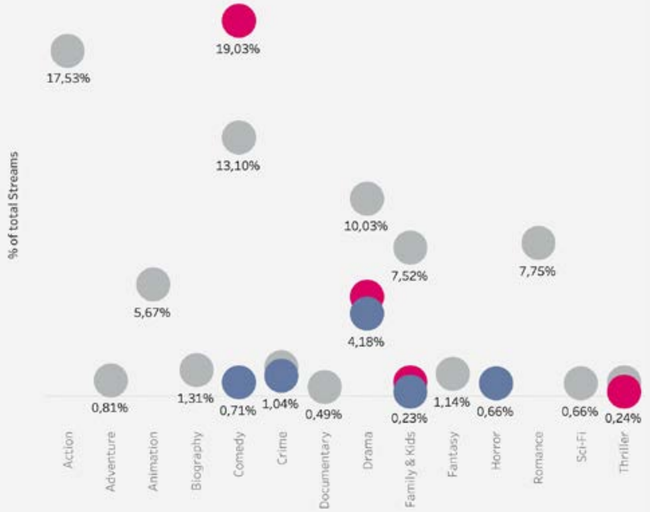


PRODUCTION COUNTRIES

- Europe
- Italy
- Others

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

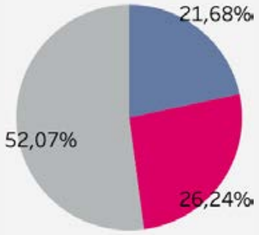


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movie..	Europe	Italy
Comedy	1	17
Crime	1	
Drama	2	2
Family & Kids	1	1
Horror	1	
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



ITALIAN AUDIENCES ARE THE MOST LOYAL TO LOCAL CONTENT, ESPECIALLY WHEN WE TALK ABOUT COMEDIES:

24 out of 32 European titles were Italian productions, leaving almost no room for other European shows. 19 titles were Italian comedies, and freshness is not a requisite to for attracting audiences as long as they let out a big laugh: new and classic content coexist happily on the chart on Netflix and Amazon.

4 EUROPEAN DRAMAS ARE PRESENT ON THE CHART

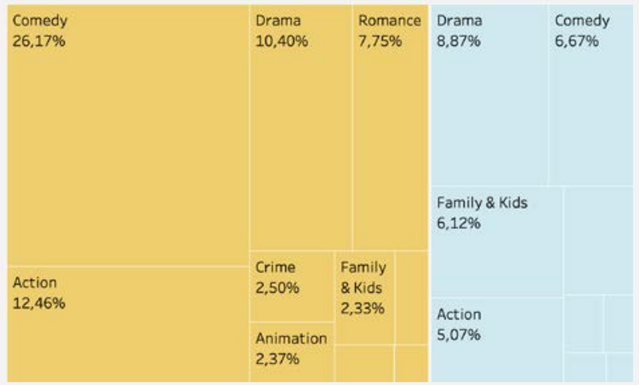
"The Unforgivable" directed by Nora Fingscheidt and starring Sandra Bullock, leads the group in position #9 with 740K Streams, followed by Irish Oscar-winning film "Room" in position #32 with 372K Streams, and controversial Polish film "365 days" in #40 on Netflix with 332K Streams

ITALY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES

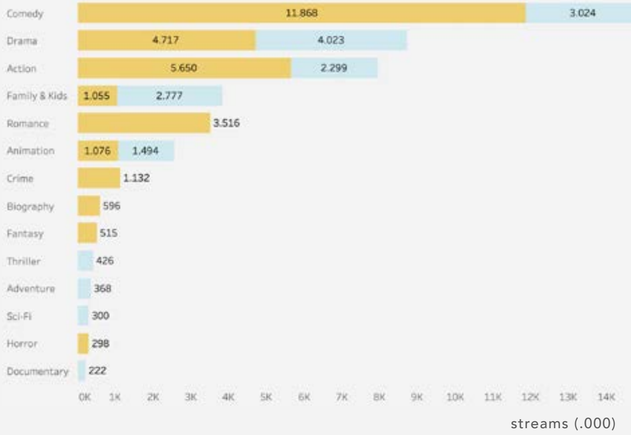
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

HAVE A GUESS: WHAT IS THE MOST-WATCHED GENRE ON NETFLIX IN ITALY? COMEDY HIT #1, WITH 14.8M STREAMS AND 26,17% STREAMS,

the second-most-watched group: Action, with 12,46% and 5.6M streams.

DRAMA IS THE MOST-WATCHED GENRE ON AMAZON WITH 8,87% OF THE SHARE AND 4M STREAMS.

Three titles presented above-average performances: juvenile Italian romantic drama "Time is up", Amazon Studios "The Tender Bar" directed by George Clooney and starring Ben Affleck, and "Songbird" a COVID-related dystopia.

AMAZON RULES THE GAME WHEN IT COMES TO ANIMATION AND KIDS & FAMILY CONTENT:

"Hotel Transylvania: Transformania" is responsible only for 1.4M streams and 3,29% of this genre. The success of this title on Amazon produced a call effect on the Netflix catalogue, where we find the prequels "Hotel Transylvania 2" and "Hotel Transylvania 3: Summer Vacations" with 368 K Streams and 394K Streams, respectively, the most-watched Kids & Family titles of this period.

AMAZON PRESENTS BETTER RESULTS WITH REGARD TO FAMILY AND KIDS CONTENT AND THIS IS THANKS TO HARRY POTTER'S FANDOM:

the most-anticipated event due to the 20th anniversary of Harry Potter being aired on HBO Max on January 1 echoed in Amazon's performance: 7 films about the most famous wizard of all times can be found on the TOP100 and are responsible for the 2.7M Streams of this category*.

*Depending on the genre classification in the film profile, the movies collection rate in different categories

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Manifest	Netflix	Drama	50.786
2	Cobra Kai	Netflix	Action	21.363
3	Framed! A Sicilian Murd..	Netflix	Comedy	18.197
4	The Big Bang Theory	Netflix	Comedy	12.481
		Amazon	Comedy	5.638
5	The Good Doctor	Netflix	Drama	14.096
		Amazon	Drama	854
6	Emily in Paris	Netflix	Comedy	13.053
7	Superstore	Netflix	Comedy	9.584
8	The Witcher	Netflix	Action	8.462
9	For Life	Netflix	Biography	7.022
10	Money Heist	Netflix	Action	5.359
11	Archive 81	Netflix	Drama	5.032
12	Stay Close	Netflix	Crime	4.975
13	Friends	Netflix	Comedy	4.363
14	Squid Game	Netflix	Drama	4.078
15	Grey's Anatomy	Amazon	Drama	3.405
16	Riverdale	Amazon	Crime	3.204
17	The Woman in the House	Netflix	Comedy	3.090
18	This Is Us	Amazon	Comedy	3.078
19	Blanca	Netflix	Crime	2.737
20	Too Hot to Handle	Netflix	Game-Show & R..	2.667
21	Tear Along the Dotted L..	Netflix	Animation	2.622
22	The Ferragnez - The Seri..	Amazon	Documentary	2.553
23	All of Us Are Dead	Netflix	Drama	2.502
24	Black Money Love	Netflix	Action	2.471
25	Ozark	Netflix	Crime	2.312
26	Kitz	Netflix	Drama	2.266
27	The Silent Sea	Netflix	Adventure	2.185
28	After Life	Netflix	Comedy	2.094
29	The Queen of Flow	Netflix	Drama	2.062
30	The Amazing World of G..	Netflix	Adventure	1.967

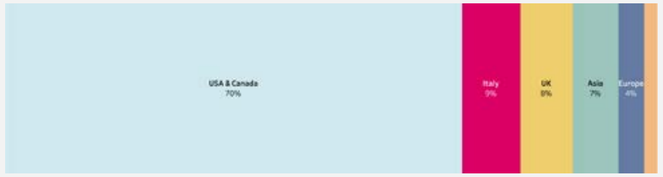
streams (.000)

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

streams (.000)

CANCELLED BROADCAST SHOWS HAVE A SECOND CHANCE ON NETFLIX.

Supernatural drama "Manifest" tops position #1 in Italy after eight weeks on the grid with 50.7M streams. The NBC show created by Jeff Rake aired in 2018 on the original network; after three seasons, NBC cancelled the show in June 2021. At the same time, the show was added to Netflix and topped the viewing charts, which pushed Netflix to renew for a fourth and final season.

LOCAL SHARE ROSE 2 POINTS, AND SINCE DECEMBER THANKS TO TOP20 SHOWS:

"Framed! Framed! A Sicilian Murder Mystery" and "Blanca" and local comedies.

The US dominates the most-watched genre, Drama, with 80.9M streams and Comedy (53.7M streams). In this department, Italian productions compete with 21.9M streams. 82% of those streams were accounted for by "Framed" A Sicilian Murder Mystery."

8 AMERICAN PRODUCTIONS STAND ON THE PODIUM OF TOP 10 SHOWS.

Foreign content was reduced in January compared to the past tendency of local and European content standing out at the head of the charts. Even if the USA & Canada share of the catalogue fell two points in January, the top positions are covered by American content.

ITALY 100 SHOWS | EUROPEAN FOCUS

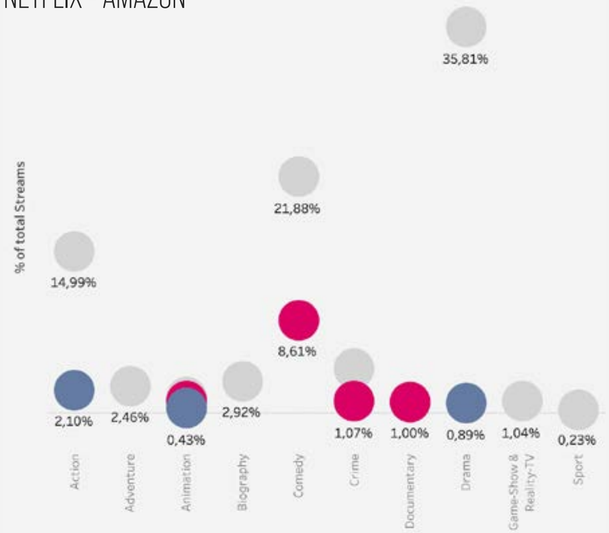
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE
1	Framed! A Sicilian M..	1	Netflix	2	Comedy
2	Money Heist	1	Netflix	49	Action
		5	Netflix	14	Action
3	Blanca	1	Netflix	18	Crime
4	Tear Along the Dotte..	1	Netflix	21	Animation
5	The Ferragnez - The ..	1	Amazon	2	Documentary
6	Kitz	1	Netflix	29	Drama
7	Camera Café	1	Amazon	38	Comedy
		2	Amazon	18	Comedy
		3	Amazon	49	Comedy
8	Vita da Carlo	1	Amazon	4	Comedy
9	Barbapapa	1	Amazon	7	Animation
10	LOL: Last One Laughi..	1	Amazon	15	Comedy

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

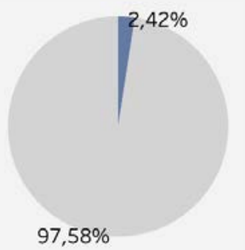


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows IT	Europe	Italy
Action	1	
Animation		1
Comedy		4
Crime		1
Documentary		1
Drama	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Italy
- Others

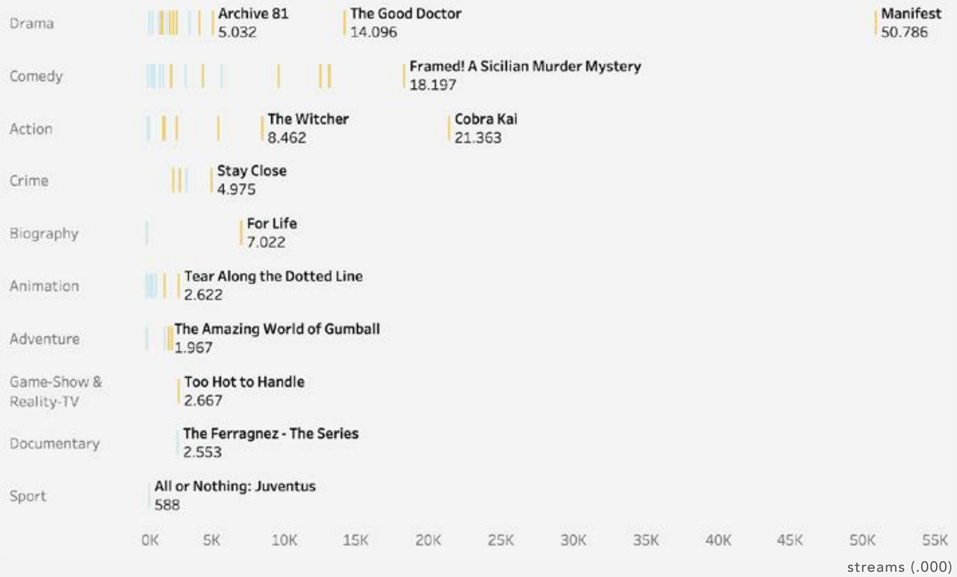
EUROPEAN AND LOCAL PRODUCTION IS FRAMED IN A TOP 10 WITH MOST ITALIAN SHOWS DRIVE.

Italian comedy starring long-time comedy duo Ficarra and Picone is one of those shows that have emphatically conquered the European chart. Local comedies represent 8,61% of total streams. The show kept a cosy position for itself by the fire, the only European content that performed exceedingly well in the chart. Even though it doesn't live up to the last month's best marks, in which #1 EU content "Money Heist" attracted over 27M streams.

Except for Comedy, Crime, or Documentary, we don't find local content elsewhere. Since last month, European content has dropped over 6 points vis-à-vis Drama contribution and rock-bottom with 2,42% (2.2K streams) only represented by German teen-crime luxury ski resort set "Kitz" with 2.2M streams, released on December 30, 2021. The show didn't engage that much compared to other neighbouring countries such as its twin-market Spain (4.1M streams), France (8.6M Streams), and Germany (13.1M Streams and #7 on Netflix). In the UK, the show is not even in the Top100.

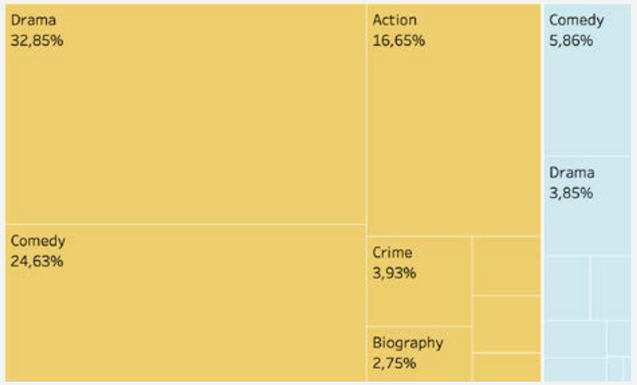
ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



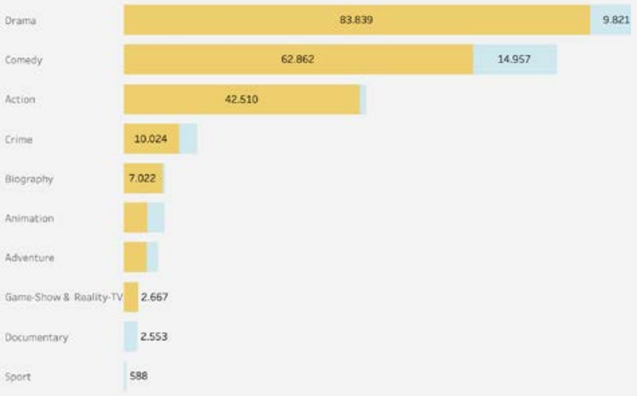
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

DRAMA #1, THE MOST-STREAMED CONTENT ON NETFLIX IN JANUARY WITH 32,85% OF TOTAL VIEWS (83.8M STREAMS)

NBC supernatural -dramas conquer the chart with 50.7M streams while acquired broadcast hit, "The Good Doctor", follows (14M streams) and sci-fi mystery drama "Archive 81."

COMEDY RANKED THE #1 GENRE ON AMAZON WITH 14.9M STREAMS, A GAP OF 68M STREAMS COMPARED TO NETFLIX'S TOP GENRE.

Amazon have found a veritable niche audience with docu-reality shows that portray the daily lives of football players and influencers. The Amazon Studios production "The Ferragnez - The Series" arrived in early December, collecting 9.7M streams during the release month, and kept going very well in January with some crumbled views of 2.5M streams. The tendency soaks in all the platforms' catalogues. The SVOD services are replicating mutating TV-classical reality shows while fine-tuning their formats. For example, the "Serena + Chef" HBO show, or recently with Cristiano Ronaldo's partner "I am Georgina" on Netflix and other date realities in the slate.

HOT CONTENT IN ITALY
A SUCCESSFUL MOVE? "THE HAND OF GOD" CASE.

We must confess it cost us blood, sweat, and tears to make this case. Official information is precious on the Internet, and it is becoming harder and harder to garner insight while navigating uncertain waters to find something. But here is our take on Netflix-award-contender "The Hand of God."

Paolo Sorrentino's autobiographical film "È stata la mano di Dio" came to Netflix on December 15 after a brief theatrical ride in some selected cinemas here and there. According to Netflix's Global Top 10 chart, it was the second most-watched non-English movie during the first week of its release, with 7.7M hours viewed.

But the theatrical release was an Italian-drama. Netflix and the theatrical distributor Lucky Red were constantly under fire from Italian arthouse exhibitors who claimed a breach of the agreement when distributors down-sized the number of prints, leaving them empty-handed, from 400 copies to 250. The indicted side defended the double milestone: "The Hand of God" was, unprecedentedly, the widest release in theatres from a Netflix film to date and the longest window between theatrical and streaming launches in Italy (a three-week window). Taking "Loro" installments as an example, Sorrentino's last Italian theatrical feature about Silvio Berlusconi in 2018, Universal booked 900 screens.

It must be understood that beloved-box-office director represented an opportunity like no other for the cinemas. The largest freely-available database of movie business information on the web, The Numbers, estimated Paolo Sorrentino's worldwide box-office strength with $77.231.800 ranking #1.196 at Top-Grossing Director on the Worldwide Box Office list.

Netflix has been deadly silent about Sorrentino's release, and there has been no indication of good marks either. The Oscar-contender movie might have another ride on the platform if the stars are aligned with it.

FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Don't Look Up	Netflix	Comedy	5.008
2	Mother/Android	Netflix	Drama	3.437
3	Brazen	Netflix	Romance	3.343
4	The Royal Treatment	Netflix	Romance	1.951
5	Hotel Transylvania: Tra..	Amazon	Animation	1.518
6	Room	Netflix	Drama	1.260
7	White Boy Rick	Netflix	Crime	1.239
8	A Star Is Born	Netflix	Drama	1.234
9	How the Grinch Stole Ch..	Netflix	Family & Kids	1.213
10	Red Notice	Netflix	Action	1.182
11	Hotel Transylvania 3: S..	Netflix	Animation	1.173
12	Perfect Strangers	Netflix	Comedy	1.125
13	Riverdance: The Animat..	Netflix	Animation	1.102
14	The Unforgivable	Netflix	Drama	1.057
15	Secret in Their Eyes	Netflix	Crime	1.019
16	Back to the Outback	Netflix	Animation	1.008
17	Spider-Man: Homecomi..	Netflix	Action	991
18	The Lost Daughter	Netflix	Drama	982
19	Seal Team	Netflix	Animation	947
20	The Wasteland.	Netflix	Horror	892
21	Munich	Netflix	Biography	891
22	Quattro metà	Netflix	Comedy	851
23	The Grinch	Netflix	Family & Kids	806
24	The Amazing Spider-Man	Netflix	Action	761
25	Spencer	Amazon	Drama	749
26	Lulli	Netflix	Comedy	739
27	Hotel Transylvania 2	Netflix	Family & Kids	726
28	Ride Along 2	Netflix	Action	694
29	The Amazing Spider-Ma..	Netflix	Action	681
30	Aquaman	Netflix	Action	662

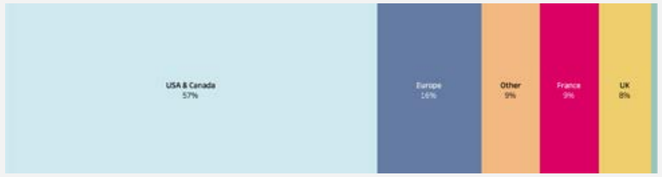
streams (.000)

SHOWING 30/100 - See complete chart here

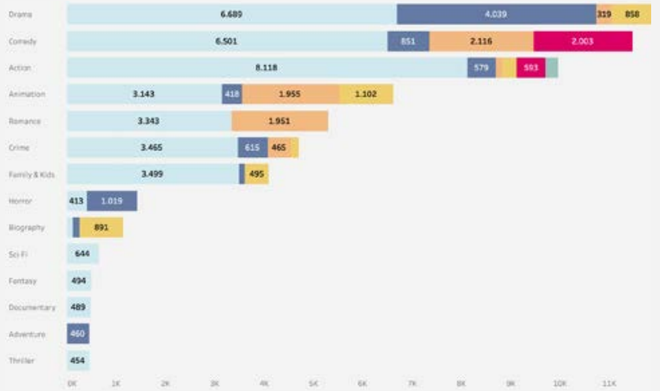
PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

ADAM MCKAY'S APOCALYPTIC COMEDY "DON'T LOOK UP" LEADS POSITION #1.

In January, the film scores 5M streams, surpassing the previous month's streams cumulated. Undoubtedly, word-of-mouth added to the stunning marketing campaign - including a hidden camera prank video and character posters and paved the way for this most-anticipated Netflix Original.

In positions #2 and #3, we find the Hulu Original SciFi Drama "Mother/Android," with 3.4M streams, and the Romantic Thriller "Brazen," with 3.3M streams.

The launch of the fourth instalment of the monstrous franchise of Sony Pictures, "Hotel Transylvania: Transformania" released exclusively and worldwide on Amazon Prime on January 14, echoed on Netflix too: the new instalment was the most-streamed title on Amazon, the fifth in general, with 1.5M Streams, and previous films from the saga can be found on Netflix's January TOP 30.

North American productions dominate the TOP10, with two exceptions: the New Zealand film "The Royal Treatment" and the Irish 2015 Oscar-winner Brie Larson for "Room."

DRAMA ENTERED THE TOP1 PODIUM TO BE THE MOST-STREAMED GENRE WITH 11.9M CUMULATED STREAMS,

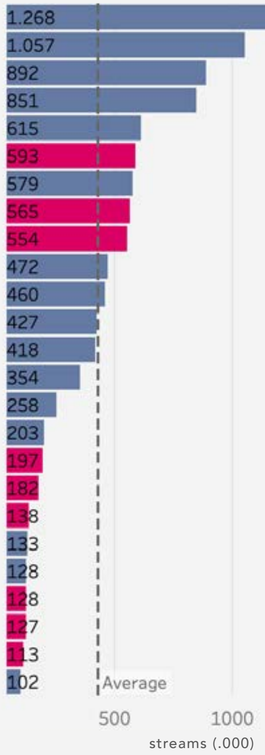
4.9 points more than the previous month, and represented mainly by titles like "Mother/Android," and the award-winning "A Star is Born," "Room" and "The Lost Daughter."

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	
1	Room	Netflix	5	Drama	1.268
2	The Unforgivable	Netflix	13	Drama	1.057
3	The Wasteland.	Netflix	19	Horror	892
4	Quattro metà	Netflix	21	Comedy	851
5	How I Fell in Love with a..	Netflix	30	Crime	615
6	Lockout	Netflix	31	Action	593
7	Major Grom: Plague Doc..	Netflix	33	Action	579
8	8 Humanity Street	Netflix	34	Comedy	565
9	I Feel Good	Netflix	35	Comedy	554
10	Trollhunter	Netflix	41	Drama	472
11	The Green Knight	Amazon	4	Adventure	460
12	365 Days	Netflix	45	Drama	427
13	The Loud House	Netflix	46	Animation	418
14	Time Is Up	Amazon	6	Drama	354
15	Beneath Still Waters	Amazon	11	Drama	258
16	Hostile	Amazon	15	Drama	203
17	Haters	Amazon	16	Comedy	197
18	Rolling to You	Amazon	20	Comedy	182
19	Gaspard Proust tapine	Amazon	33	Comedy	138
20	The Man Who Invented ..	Amazon	35	Biography	133
21	Heilstätten	Amazon	36	Horror	128
22	Alban Ivanov: Élément p..	Amazon	37	Comedy	128
23	Marie-Francine	Amazon	39	Comedy	127
24	New Biz in the Hood	Amazon	45	Comedy	113
25	Mister Twister: Class of..	Amazon	49	Family & Kids	102

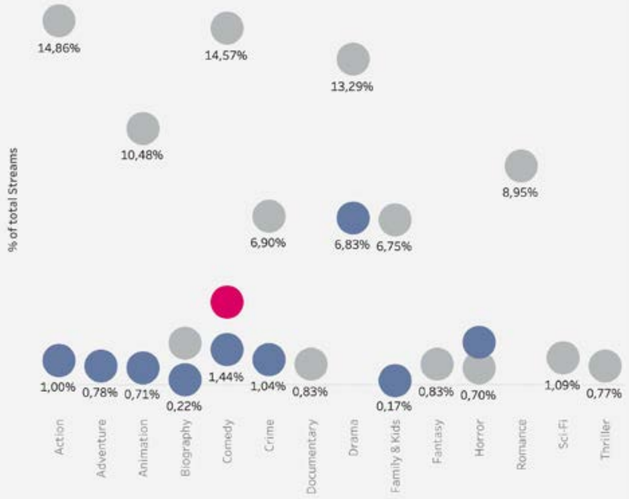


PRODUCTION COUNTRIES

- Europe
- France
- Others

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

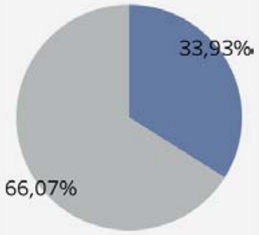


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movie..	Europe	France
Action	1	1
Adventure	1	
Animation	1	
Biography	1	
Comedy	1	8
Crime	1	
Drama	7	
Family & Kids	1	
Horror	2	

CONTRIBUTION TO DRAMA STREAMS



AWARD-WINNING DRAMAS HAVE A SECOND LIFE IN OTTS

the Oscar-winning film (Oscar for Best Actress) "Room" (2015) takes position #5 on Netflix, becoming the most-watched European title with 1.2M streams on the platform, followed by the remake of the German-US miniseries "The Unforgivable," starring Sandra Bullock, which accounted for 1M in January.

VARIETY IS THE SPICE OF LIFE: THERE IS NO FAVOURITE GENRE FOR EUROPEAN OR LOCAL TITLES IN FRANCE.

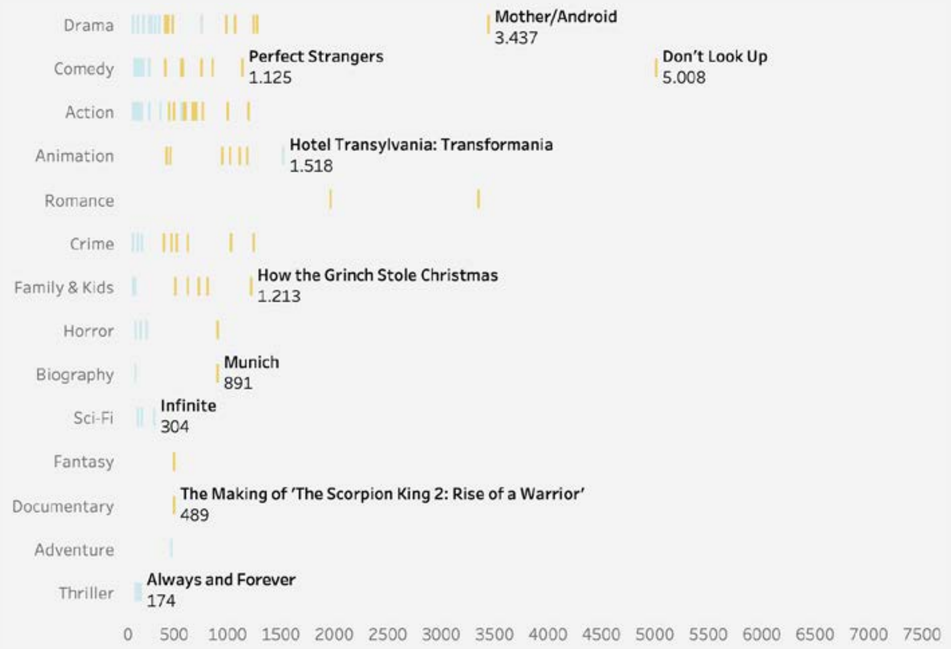
Besides Drama, we also find a representation of Horror, Crime, Action, Comedy…you name it! European productions shine in Dramas with 6,83% of total streams and a 33% contribution to the genre (4M streams) and Horror (1,72% of full streams).

ONLY 9/25 OF THE TITLES ARE FRENCH PRODUCTIONS, AND FRENCH COMEDIES RULE THE GAME.

Not until position #6 did we find the Action title from 2012, "Lockout" (#31 on Netflix), starring Guy Pierce. Dany Boon's Comedy about COVID '8 Humanity Street' cumulates above 565K streams. Amazon stands out in Comedies with Amazon Original 'Haters' starring comedian Kev Adams, which gathers 197K streams in position #16 of the platform, and other acquired titles like 'Rolling to you' or 'Marie-Francine' that after becoming a box-office success in France, seek a second life in VOD platforms.

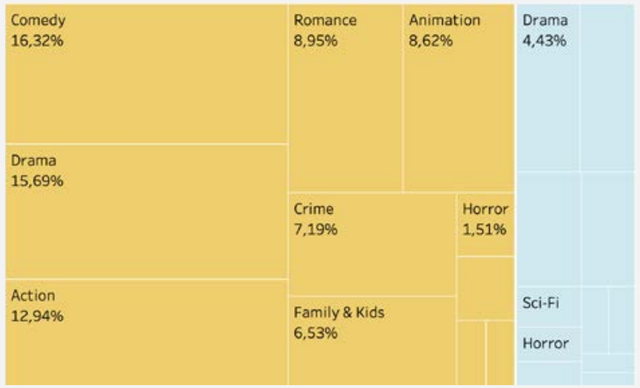
FRANCE 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



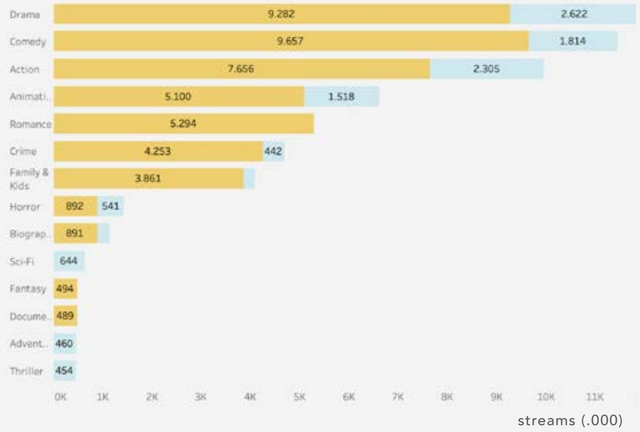
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

COMEDY IS THE MOST POPULAR GENRE WITH 16,32% OF STREAMS ON NETFLIX, THANKS TO THE SHOVE OF "DON'T LOOK UP," WHICH GATHERS ALMOST HALF OF THE STREAMS.

Drama follows with 15,69% of Streams, mainly represented by "Mother/Android." Action is the third most-watched genre on this platform, with "Red Notice" as the flagship. The Netflix Original, starring Dwayne Johnson, Gal Gadot, and Ryan Reynolds, was released by Netflix first in movie theatres on November 5 and then streaming for subscribers a week later.

WHEN WE LOOK AT AMAZON'S MOST-WATCHED GENRES, DRAMA SLIGHTLY STANDS OUT WITH 2.5M STREAMS

and a 4.43% share, only partially thanks to the Oscar-contender biopic "Spencer" directed by Pablo Larrain that cumulates 749K streams.

WHEN IT COMES TO ANIMATION, AMAZON SHOWS ITS TEETH TO NETFLIX:

"Hotel Transylvania: Transformania" becomes the most-watched animation title among the two platforms, followed by previous instalments of the very same saga hosted in Netflix.

WORTH MENTIONING THE ROMANCE GENRE: ONLY TWO TITLES CARRY THE WEIGHT OF 5.M STREAMS ON NETFLIX.

We are talking about the Netflix adaptation of Nora Robert's thriller-romance novel "Brazen," starring familiar face from the 90s, Alyssa Milano, that gathers 3.3M Streams. "The Royal Treatment" goes next on the chart with 1.9M Streams. Are we the audience thirsty for big love stories?

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Hookup Plan	Netflix	Comedy	26.265
2	Stay Close	Netflix	Crime	24.717
3	Superstore	Netflix	Comedy	21.659
4	The Witcher	Netflix	Action	20.926
5	Emily in Paris	Netflix	Comedy	20.046
6	PAW Patrol	Netflix	Animation	19.510
7	Cobra Kai	Netflix	Action	17.393
8	Naruto: Shippûden	Netflix	Animation	16.867
9	Archive 81	Netflix	Drama	15.288
10	The Queen of Flow	Netflix	Drama	12.938
11	T'choupi à l'école	Netflix	Family & Kids	11.176
12	The Good Doctor	Netflix	Drama	8.484
		Amazon	Drama	2.106
13	Ozark	Netflix	Crime	9.149
14	Kitz	Netflix	Drama	8.656
15	Hunter x Hunter	Netflix	Animation	6.833
		Amazon	Animation	1.001
16	Naruto	Netflix	Animation	7.496
17	The Woman in the House	Netflix	Comedy	7.367
18	All of Us Are Dead	Netflix	Drama	6.838
19	The Silent Sea	Netflix	Adventure	6.583
20	Grizzy and the Lemmings	Netflix	Family & Kids	6.284
21	Little Princess Sara	Netflix	Animation	6.271
22	Money Heist	Netflix	Action	6.047
23	Grey's Anatomy	Amazon	Drama	5.294
24	Simon	Netflix	Animation	5.218
25	Petit ours brun	Netflix	Family & Kids	5.218
26	Demon Slayer: Kimetsu no Yaiba	Netflix	Animation	4.310
		Amazon	Animation	742
27	Power Rangers Dino Fury	Netflix	Action	4.899
28	The Vampire Diaries	Amazon	Drama	4.873
29	Chi's Sweet Home	Netflix	Family & Kids	4.689
30	Peppa Pig	Netflix	Animation	3.711

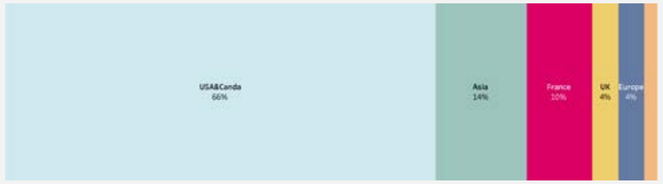
streams (.000)

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

streams (.000)

THE THIRD SEASON OF LOCAL THIRTYSOMETHING LOCAL ROMCOM "THE HOOKUP PLAN" CONQUERS THE FIRST POSITION IN JANUARY WITH 26M STREAMS,

followed closely by the British thriller miniseries "Stay Close," which gathered 24M streams.

COMEDY CHEERS UP THE CATALOGUE IN FRANCE IN JANUARY:

North-American comedies monopolize Comedy streams with 201M Streams except for the above mentioned French romantic comedy.

In January, the NBC hit sitcom "Superstore" final season arrived in the Netflix catalogue, scoring position #3 and gathering 21.6M streams. The second season of the Emmy-nominated comedy "Emily in Paris" contributed, with 20M streams in position #5.

KIDS ANIMATION IS THE LEADING GENRE IN FRANCE IN JANUARY:

Animation was the most-watched genre by far, cumulating 88M streams, with the kids-friendly Canadian super prolific franchise "PAW Patrol" standing out in position #6 with 19M streams. The rest of the Animation sample is mainly dominated by old Asian acquaintances: Anime titles like "Naruto: Shippuden," "Hunter x Hunter," and "Naruto". Altogether, Asian productions take 14% of the share but represent 17% of total streams, cumulating 68.3M Streams.

Worth mentioning that 4 out of the only 7 French titles that managed to squeeze into the TOP100 labelled as Family & Kids and Animation content.

NORTH AMERICAN CONTENT DOMINATES THE CHARTS WITH A 66%

Share but slightly loses strength compared with previous months, leaving room for Asian (14%) and French (10%) content. Local content has increased 2 points since last month.

FRANCE 100 SHOWS | EUROPEAN FOCUS

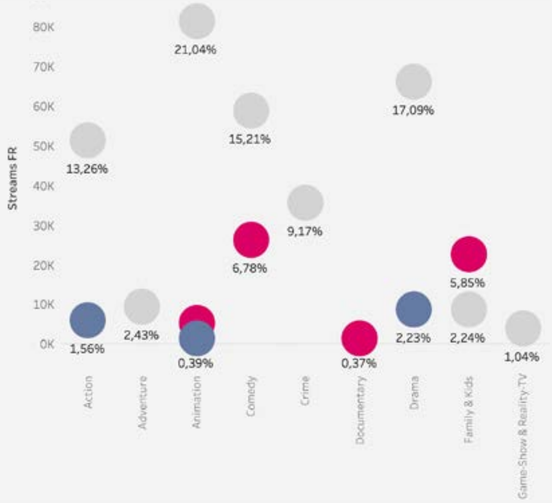
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	SHOWS	SEASON	PLATFORM	RANK	GENRE
1	The Hookup Plan	3	Netflix	3	Comedy
		2	Netflix	36	Comedy
		1	Netflix	24	Comedy
2	T'choupi à l'école	2	Netflix	21	Family & Ki..
		1	Netflix	28	Family & Ki..
3	Kitz	1	Netflix	9	Drama
4	Grizzy and the Lemmin..	2	Netflix	17	Family & Ki..
5	Money Heist	5	Netflix	19	Action
6	Simon	1	Netflix	26	Animation
7	Petit ours brun	1	Netflix	27	Family & Ki..
8	Masha and the Bear	2	Amazon	37	Animation
		1	Amazon	26	Animation
9	Orelsan: Montre jamai..	1	Amazon	24	Document..
10	Nabilla: Sans Filtre	1	Amazon	46	Document..

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

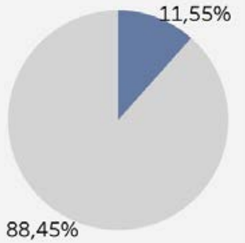


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows..	Europe	France
Action	1	
Animation	1	1
Comedy		1
Documentary		2
Drama	1	
Family & Kids		3

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- France
- Others

LOCAL CONTENT LEADS THE GRIDS WITH 7 SHOWS OUT OF 10:

RomCom "The Hook Up Plan" the call effect of the keenly awaited third season is such that seasons 1 and 2 are propelled into positions # 24 and #25 on the Netflix streaming grid. Something similar happens with the Family & Kids content, "T'choupi à l'école".

AMAZON'S CONTRIBUTION TO LOCAL CONTENT IS TWO DOCUMENTARIES FOCUSED ON POPULAR LOCAL CHARACTERS:

"Orelsan: Montre jamais ça à personne", about Orelsan, one of the most famous and emblematic French rappers of his generation, and "Nabilla: Sans Filtre," about one of the most followed French influencers. Both with performances below average (803K and 630K, respectively).

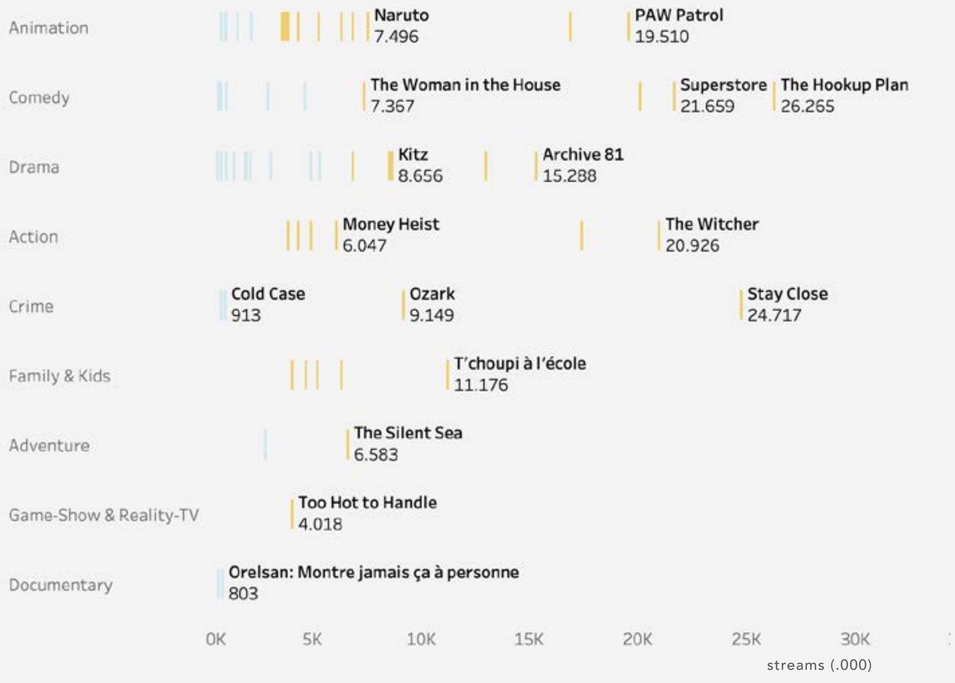
THREE EUROPEAN TITLES MANAGED TO SQUEEZE INTO THE TOP100:

"Kitz," a German teen drama set in a luxury ski resort that gathered 8.6M streams in position #9 on Netflix. Released in December, Part.II of the final season of the global Spanish hit "Money Heist," adopted by fans worldwide, which collected 6M streams in position #9, and again, and animation content for Family&Kids, the Russian series "Masha and the Bear."

French productions contributed to 11,55% of total Drama streams.

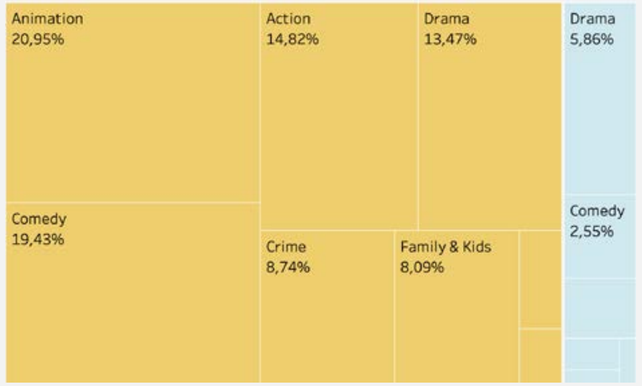
FRANCE 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



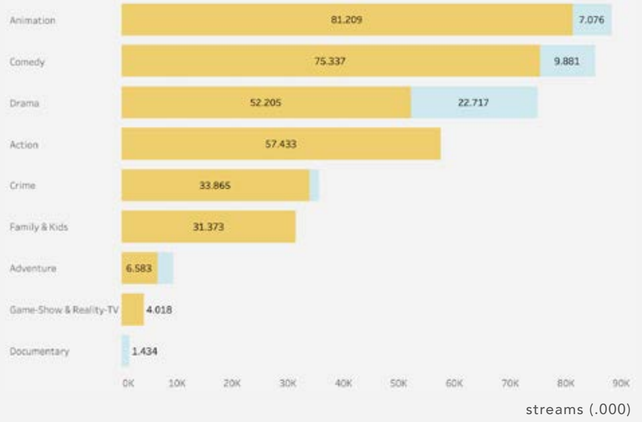
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

NETFLIX MONOPOLIZES ABOVE 88% OF THE TOTAL STREAMS, LEAVING A MEASLY 12% TO AMAZON.

However, this modest figure is still higher than in other neighbouring countries like Spain (10,40% Amazon share). Those figures are far from Germany, where the platform presents a higher share, up to 17% of Top100 streams or Italy with a 15% share.

ANIMATION AND COMEDY WERE THE MOST-WATCHED GENRES ON NETFLIX WITH A 20,95% AND 19,43% SHARE, RESPECTIVELY.

Drama stands out on the Amazon catalogue with around 6% of the share, thanks to the contribution of long-tail TV classics like "Grey's Anatomy", "The Vampire Diaries", "House" or "The Good Doctor" that keep a spot by the fire.

HOT CONTENT IN FRANCE
"PLAN COEUR"

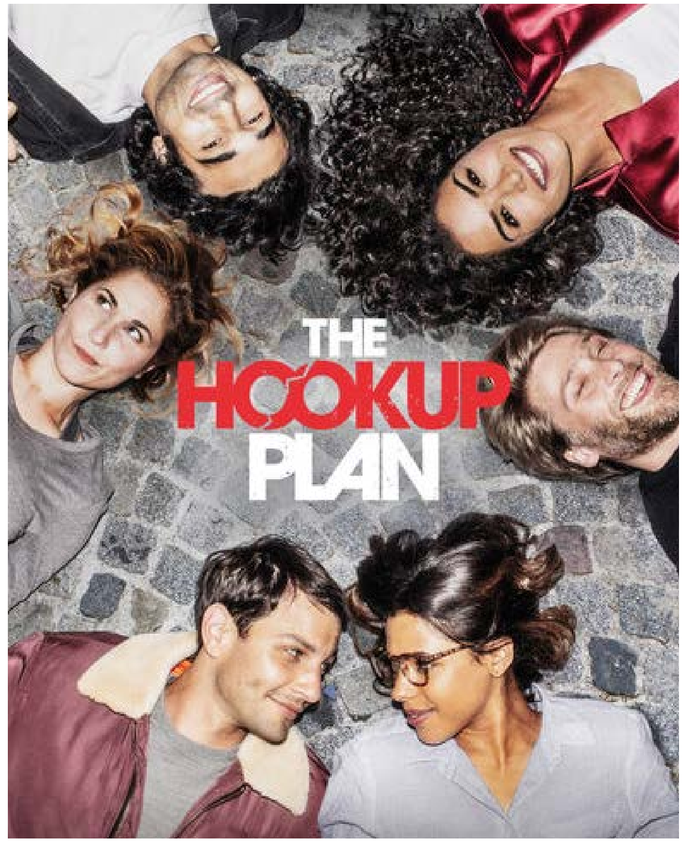
French comedy "Plan Coeur" travelled abroad as "The Hookup Plan": Throughout the first two seasons there was a continuous drop until the third and final season in January 2022. The last season fired up local audiences with over 26M streams but this did not extend to neighbouring markets. Acquired local and European productions will soon feed the 2022 Netflix catalogue. Why?

In early 2022, the streamer giant signed a deal with the French industry in which it committed to producing at least ten local films per year, investing at least 4% of its annual turnover, or at least 40M euros ($45M). French industry hailed the initiative, opening their pockets to American giant cash injection into the audio-visual sector. In March 2020, various outlets echoed the early plans of the SVOD service with an ambitious slate announcement by the French hub, selected and developed by the creative team, that represents a total investment of more than 200M euros ($221M) across 2022.

Netflix France has given a taster of the 25 original French series and films due to be launched on the platform this year and revealed that a further 20 titles are in production. Netflix France director of Acquisitions, Sara May, explained these films would be acquisitions rather than original productions. The French and European feature films will launch in cinemas first and then be available for Netflix viewers 15 months later (before 36 months).

Special treatment according to investment. In January 2022, the French Ministry of Culture presents the most significant overhauls of Media Chronology in the territory. The agreement ties in with France's transposition of the European Union's updated Audio-visual Media Services Directive, overhauling audio-visual legislation for the digital age. The streaming platforms will enjoy a 15-17 gap window depending on how much the individual platform is prepared to invest in local film and TV content. Netflix was the only platform to sign the Media Chronology. Disney+ and Amazon will be subject to 17-month windows unless they sign or make further investment pledges with regard to local content.

Would the strict commitment bring peace to the table among two conflicting worlds after a 10-year battle: conventional theatrical-oriented French industry and the company which shaped the streaming landscape worldwide?



UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Don't Look Up	Netflix	Comedy	5.358
2	The Gentlemen	Netflix	Action	4.095
3	The Lost Daughter	Netflix	Drama	2.951
4	Brazen	Netflix	Romance	2.637
5	Mother/Android	Netflix	Drama	2.572
6	Hotel Transylvania: Tra..	Amazon	Animation	2.460
7	The Royal Treatment	Netflix	Romance	1.797
8	She's the Man	Netflix	Comedy	1.661
9	Munich	Netflix	Biography	1.612
10	Back to the Outback	Netflix	Animation	1.482
11	Sniper: Assassin's End	Netflix	Action	1.471
12	The Hobbit: An Unexpec..	Netflix	Adventure	1.462
13	Red Notice	Netflix	Action	1.432
14	Fracture	Netflix	Crime	1.426
15	Dolittle	Netflix	Family & Kids	1.411
16	The Shack	Netflix	Drama	1.389
17	The Protégé	Amazon	Action	1.255
18	The Hobbit: The Battle ..	Netflix	Adventure	1.247
19	Scream 4	Netflix	Horror	1.245
20	A Tale Dark and Grimm	Netflix	Fantasy	1.244
21	Death to 2021	Netflix	Comedy	1.209
22	The Hobbit: The Desolat..	Netflix	Adventure	1.204
23	The Hitman's Bodyguard	Amazon	Action	1.085
24	Sonic the Hedgehog	Netflix	Action	1.050
25	The Unforgivable	Netflix	Drama	1.036
26	The SpongeBob Movie: ..	Netflix	Animation	985
27	Werewolves Within	Netflix	Comedy	979
28	The Amazing Spider-Ma..	Netflix	Action	974
29	The Nest	Netflix	Drama	970
30	American Boogeywoman	Netflix	Thriller	950

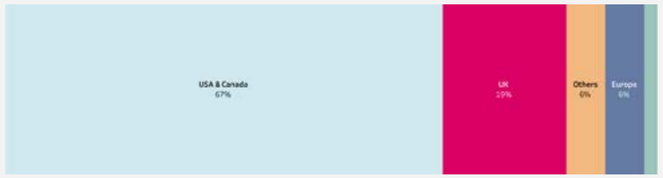
streams (.000)

SHOWING 30/100 - See complete chart here

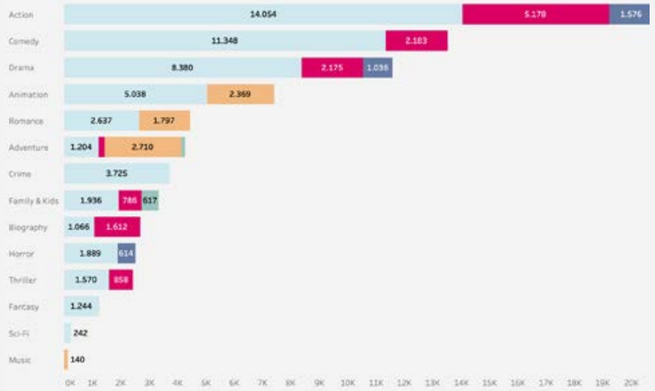
PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

A RAINBOW OF GENRES, BUT NO DIVERSITY OF PRODUCTION COUNTRIES IN THE UK TOP100 MOVIES:

All-flavoured genre exhibit at the TOP10 movies, ranking first is the satirical comedy "Don't look up" with 5M streams. The British gangsters romp "The Gentleman" directed by Guy Ritchie in position #2 with 4M Streams as the runner-up. According to Box Office Mojo, the film starring Matthew McConaughey, Hugh Grant, and Colin Farrell dropped in British movie theatres on January 24, 2020, taking $36.471.795 at the domestic BO. Two years later, the film lands on Netflix. In position #3, we find the festival-gem Drama Maggie Gyllenhaal directorial debut, "The Lost Daughter", collected 2.9M Streams from its SVOD release on December 31.

ACTION IS THE MOST-WATCHED GENRE IN THE UK, COLLECTING 20M STREAMS. THE UK IS THE MOST ACTION-ORIENTED COUNTRY WITH 34/100 MOVIES:

watched on Netflix "Sniper: Assasin's End" (#11, 1.4M Streams) and "Red Notice" (#13, 1.4M Streams), and on Amazon "The Protége" (#17, 1.2M Streams) "or "The Hitman's" (#23, 1M Streams) contributed significantly to that fact while helping increase the stamina levels of the audience. Comedy follows at some distance with 13M Streams; almost half of them are thanks to Adam Mckay's apocalyptic com "Don't Look" Up" (5.3M streams)

AMAZON BRINGS THE KID-FRIENDLY HIT, "HOTEL TRANSYLVANIA: TRANSFORMNIA"

The last instalment of the fruitful saga collected 2.4M streams in Amazon in position #6 on the chart, number #1 if we look at Amazon charts.

UK 100 MOVIES | EUROPEAN FOCUS

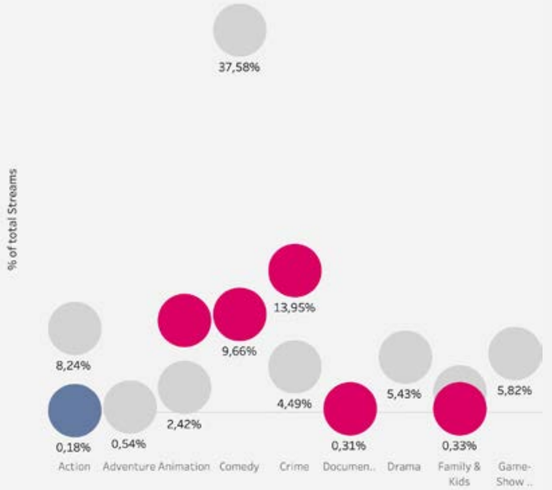
LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

	MOVIES		PLATFORM	POSITION	GENRE
1	Stay Close	1	Netflix	1	Crime
2	After Life	1	Netflix	11	Comedy
		2	Netflix	15	Comedy
		3	Netflix	2	Comedy
3	Peppa Pig	1	Amazon	7	Animation
			Netflix	5	Animation
		2	Netflix	8	Animation
		3	Netflix	9	Animation
		4	Amazon	2	Animation
			Netflix	34	Animation
4	My Lover, My Killer	1	Netflix	16	Crime
5	Safe	1	Netflix	32	Crime
6	The Puppet Master: Hu..	1	Netflix	43	Crime
7	The Grand Tour	1	Amazon	35	Comedy
		2	Amazon	46	Comedy
		3	Amazon	20	Comedy
		4	Amazon	21	Comedy
8	Bing	2	Amazon	11	Family & Kids
9	Jeremy Clarkson: I Boug..	1	Amazon	14	Documentary
10	Ben & Holly's Little King..	1	Amazon	19	Animation
11	Vikings	6	Amazon	27	Action

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genrelist Shows ..	Europe	UK
Action	1	
Animation		2
Comedy		2
Crime		4
Documentary		1
Family & Kids		1

CONTRIBUTION TO DRAMA STREAMS

PRODUCTION COUNTRIES

- Europe
- UK
- Others

19 LOCAL TITLES AND ONLY 6 ARE EUROPEAN:

Beyond Guy Ritchie's "The Gentleman" most-watched local title in January, followed the British WWII spy thriller "Munich - The Edge of War," starring George MacKay and Jeremy Irons, that collected 1.6M streams.

THE TREND OF CONSUMING FOREIGN CONTENT HAS NOT CROSSED UK BORDERS YET.

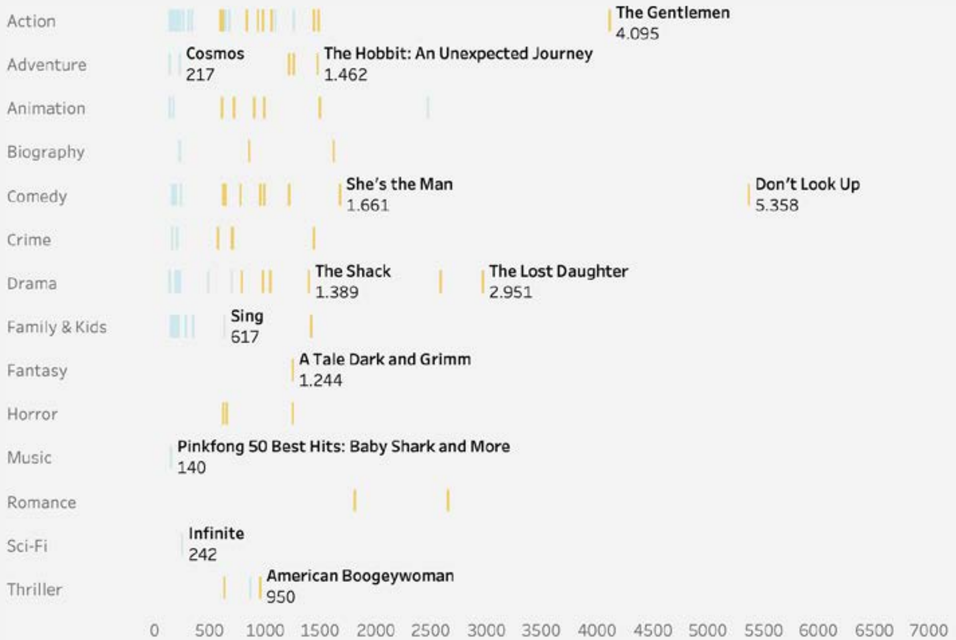
Digital-i's recent insights show that at least half of European Netflix and Amazon Prime subs' viewing time could be spent watching non-English language content by 2030. However, it is hard to envisage the scenario in UK charts. Only two Non-English titles can be found on the TOP100, both Spanish productions: David Casademunt's debut rural horror "The Wasteland," in position #45 on Netflix and "The Vault" by Jaume Balagueró, in position #19 on Amazon (#69 of Top 100).

FOR ITS PART AND COMPARED TO LOCAL CONTENT, EUROPEAN MOVIES HUMBLY STAND UP IN ACTION, BUT UK USERS ARE VERY DEMANDING WHEN IT COMES TO THE LANGUAGE:

only English-speaking films made it to the chart. "Valerian and the City of a Thousand Planets", the SciFi Action film directed by the award-winning French director Luc Besson and starring Cara Delevingne, gathered 630K Streams on Netflix. "Army of Thieves," the prequel of "Army of the Deads" directed by German director Matthias Schweighöfer, can be found in position #47 with around 600K Streams.

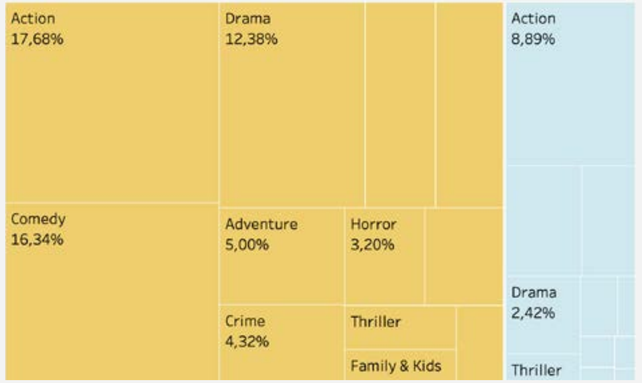
UK 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



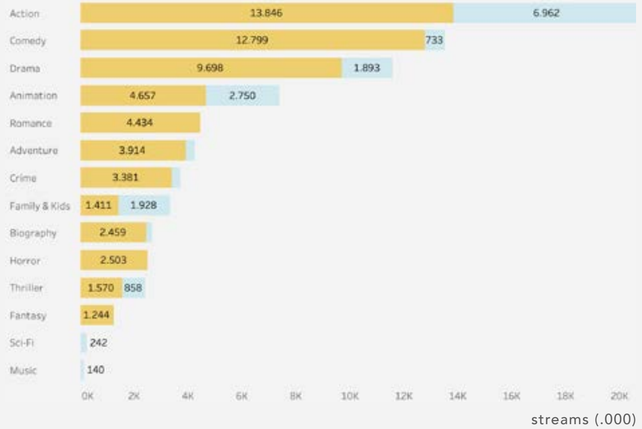
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

ACTION IS THE MOST-WATCHED GENRE IN NETFLIX AND AMAZON, WITH OVER 25% OF THE SHARE.

The films labelled as Action gathered 20M Streams. The flagship of this group is the already-mentioned "The Gentleman" flagship of the genre on Netflix. Amazon presents humbler but satisfactory results with the Oldish-School Action film "The Protégé" starring Maggie Q and Michael Keaton, with an above-average performance of 1.2M Streams.

COMEDY WAS THE SECOND MOST POPULAR GENRE IN JANUARY ON NETFLIX, MAINLY THANKS TO "DON'T LOOK UP," WHICH GATHERED ALMOST HALF OF THE TOTAL STREAMS.

On the contrary, Comedy doesn't shine on Amazon's catalogue with only 0,9% of full streams.

DRAMA ENTERS THE TOP3 PODIUM, WITH 11,5M STREAMS AND ABOVE 12% OF SHARE.

It is the third most-watched genre on Netflix, partly thanks to the festival gem "The Lost Daughter" (2.9M Streams), the SciFi Drama "Mother/Android" (2.5M Streams), and the adaptation of the New York Times best-seller "The Shacks." On Amazon, on the other hand, only the 2021 Oscar-winning film "The Father," starring Olivia Colman and Anthony Hopkins, delivered an above-average performance with more than 600K streams.

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Netflix	Comedy	73.845
2	Stay Close	Netflix	Crime	58.911
3	After Life	Netflix	Comedy	51.383
4	Peppa Pig	Netflix	Animation	44.903
		Amazon	Animation	5.388
5	Friends	Netflix	Comedy	32.979
6	Cobra Kai	Netflix	Action	30.583
7	Brooklyn Nine-Nine	Netflix	Comedy	28.377
8	Emily in Paris	Netflix	Comedy	25.437
9	Young Sheldon	Netflix	Comedy	21.395
10	Ozark	Netflix	Crime	13.439
11	Archive 81	Netflix	Drama	12.344
12	The Woman in the H..	Netflix	Comedy	10.951
13	The Office	Netflix	Comedy	8.204
		Amazon	Comedy	1.719
14	The Witcher	Netflix	Action	9.889
15	Too Hot to Handle	Netflix	Game-Show & Reality..	9.058
16	Cheer	Netflix	Game-Show & Reality..	9.057
17	My Lover, My Killer	Netflix	Crime	8.604
18	Superstore	Netflix	Comedy	8.555
19	PAW Patrol	Netflix	Animation	8.311
20	Supernatural	Amazon	Drama	7.789
21	House	Amazon	Drama	7.213
22	SpongeBob SquareP..	Netflix	Family & Kids	7.051
23	Queer Eye	Netflix	Game-Show & Reality..	7.038
24	Safe	Netflix	Crime	6.976
25	The Sinner	Netflix	Crime	6.592
26	The Puppet Master: ..	Netflix	Crime	6.142
27	Clarence	Netflix	Animation	5.673
28	NCIS	Amazon	Action	5.360
29	The Grand Tour	Amazon	Comedy	4.415
30	Untitled Judge Judy ..	Amazon	Game-Show & Reality..	4.292

streams (.000)

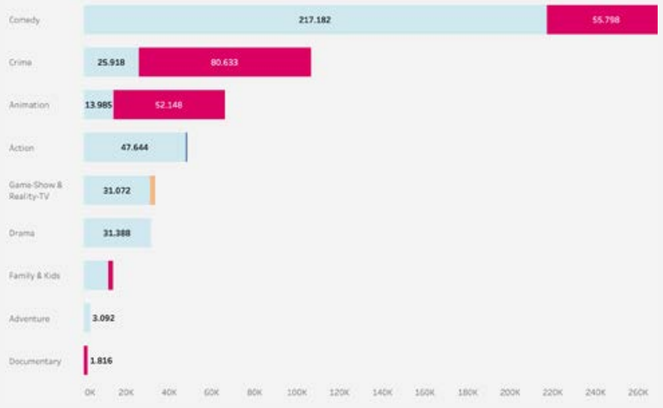
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

COMEDIES DOMINATED THE CHARTS IN JANUARY, WITH 6 TITLES IN THE TOP10!

The beloved sitcom and major CBS success "The Big Bang Theory", whose final episode aired in September 2019, was the most-watched show with 73M Streams. The third (and final) season of Ricky Gervais's bittersweet Comedy "After Life" hit position #3 with 51M Streams.

NETFLIX IS TAKING GOOD ADVANTAGE OF THEIR ACQUIRED LONG-TAIL SHOWS TO KEEP THEIR AUDIENCE ENTERTAINED:

we find several TV classics in the first positions of the chart. The sitcom flagship "Friends" in position #5 with 32M streams, followed by "Brooklyn Nine-Nine" in position #7 with 28M streams, "Young Sheldon" in position #9 with 21M Streams and "The Office" in position #11 with 11M Streams.

CRIME IS THE SECOND MOST-WATCHED GENRE, WITH HALF OF THE STREAMS ACCOMPLISHED BY COMEDY IN THE SAME PERIOD.

The Netflix adaptation of Harlan Coben's novel "Stay Close" made its way to position #2 with 59M Streams. The first part of the final season of "Ozark" was finally released in January, hitting the TOP10 and collecting 13.5M Streams. The last part of the crime drama series is set to land on Netflix in April 2022.

DRAMA IS NOT THE UK AUDIENCE'S CUP OF TEA: ONLY THREE TITLES UNDER THE 'DRAMA' LABEL MADE IT TO THE CHART:

Netflix Original found-footage drama series, "Archive 81" scored in position #11 (12M Streams). The other two are Amazon's licensed long-tail series: the Fox classic medical drama "House," collected 7M Streams, and the Fantasy-drama "Supernatural," present similar marks.

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

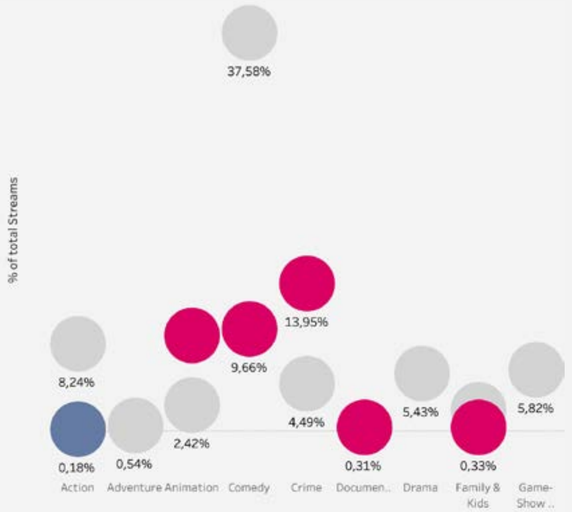
	SHOWS	SEASON	PLATFORM	RANK	GENRE	
1	Stay Close	1	Netflix	1	Crime	58.911
2	After Life	1	Netflix	11	Comedy	10.422
		2	Netflix	15	Comedy	8.899
		3	Netflix	2	Comedy	32.063
3	Peppa Pig	1	Amazon	7	Animation	2.230
			Netflix	5	Animation	14.991
		2	Netflix	8	Animation	12.093
		3	Netflix	9	Animation	11.059
		4	Amazon	2	Animation	3.658
			Netflix	34	Animation	6.761
4	My Lover, My Killer	1	Netflix	16	Crime	8.604
5	Safe	1	Netflix	32	Crime	6.976
6	The Puppet Master: Hu..	1	Netflix	43	Crime	6.142
7	The Grand Tour	1	Amazon	35	Comedy	928
		2	Amazon	46	Comedy	817
		3	Amazon	20	Comedy	1.339
		4	Amazon	21	Comedy	1.332
8	Bing	2	Amazon	11	Family & Kids	1.932
9	Jeremy Clarkson: I Boug..	1	Amazon	14	Documentary	1.816
10	Ben & Holly's Little King..	1	Amazon	19	Animation	1.357
11	Vikings	6	Amazon	27	Action	1.052

Average

0K 20K 40K 60K streams (.000)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

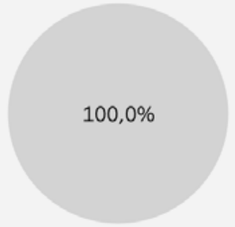


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genrelist	Shows .. Europe	UK
Action	1	
Animation		2
Comedy		2
Crime		4
Documentary		1
Family & Kids		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- UK
- Others

NO TRACE OF EUROPEAN CONTENT:

European content almost vanished from the charts in the UK in January, except Amazon's title "Vikings", which collected 1M Streams and was in position #27 on the SVOD platform.

UK CRIME CONTENT KNOWS HOW TO KEEP THE LOCAL AUDIENCE CLINGING TO THEIR SEATS: FOUR BRITISH CRIME SERIES POWERED UP THIS GENRE IN JANUARY - TWO OF THEM ARE BASED ON HARLAN COBEN'S NOVELS-:

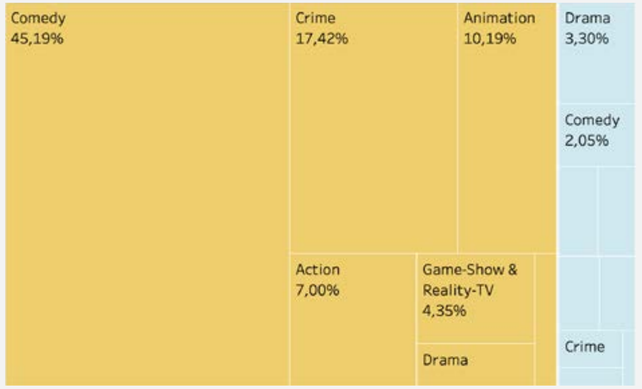
the group is mainly fuelled by the very suitable for a binge-watching "Stay Close" (#1, 59M Streams), followed by the true-crime docuseries "My Lover, My Killer", (#16 on Netflix, 8M Streams), Harlan Coben's kidnapping thriller "Safe" starring Michael C. Hall and the true-crime documentary miniseries "The Puppet Master: Hunting the Ultimate Conman" (#43 on Netflix, 6M Streams).

UK 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES

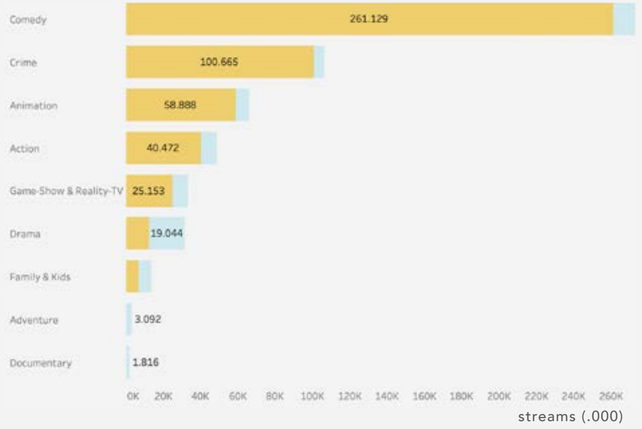
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

THE JANUARY SLOPE IS MORE BEARABLE WHEN WATCHING COMEDIES:

over 45% of streams (261M) on Netflix in January were comedies, 5% more than in the previous month. “The Big Bang Theory,” “After Life,” “Friends,” and “Brooklyn Nine-Nine” lead this category. This genre is the second-most-important category for Amazon but still is out of play with 2,05% of share and 11M Streams.

CRIME STANDS AS A RUNNER-UP GENRE WITH 106M STREAMS AND 17,42% OF THE SHARE.

“Stay Close” strengthened this category, followed by “Ozark.”

CRIME STANDS AS A RUNNER-UP GENRE WITH 106M STREAMS AND 17,42% OF THE SHARE.

it is the fourth most-watched category in the UK, (positions the fifth on Netflix, and the third for Amazon). Altogether they collected 33M Streams, mainly thanks to the shows “Too hot to handle” and “The Queer Eye”, on Netflix. The show “Untitled Judge Judy Sheindlin Project” on Amazon starring TV icon Judge Judy Sheindlin.

GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Don't Look Up	Netflix	Comedy	4.745
2	Harry Potter and the Sorcerer's Stone	Netflix	Adventure	3.430
		Amazon	Adventure	244
3	Brazen	Netflix	Romance	2.494
4	Cop Shop	Netflix	Action	2.450
5	Mother/Android	Netflix	Drama	2.393
6	Harry Potter and the Prisoner of Azkaban	Netflix	Adventure	2.183
		Amazon	Adventure	170
7	Harry Potter and the Ch..	Netflix	Adventure	2.350
8	Harry Potter and the Order of the Phoenix	Netflix	Family & Kids	2.057
		Amazon	Family & Kids	260
9	Harry Potter and the Goblet of Fire	Netflix	Adventure	2.048
		Amazon	Adventure	256
10	Venom	Netflix	Action	2.295
11	The Royal Treatment	Netflix	Romance	2.254
12	Harry Potter and the Half-Blood Prince	Netflix	Family & Kids	1.790
		Amazon	Family & Kids	289
13	Harry Potter and the Deathly Hallows: Part 1	Netflix	Adventure	1.723
		Amazon	Adventure	248
14	Harry Potter and the Deathly Hallows: Part 2	Netflix	Adventure	1.651
		Amazon	Adventure	281
15	Hotel Transylvania: Tra..	Amazon	Animation	1.701
16	John Wick: Chapter 3 - P..	Netflix	Action	1.693
17	Home Team	Netflix	Comedy	1.280
18	Spider-Man: Homecomi..	Netflix	Action	1.147
19	Fantastic Beasts: The Crimes of Grindelwald	Netflix	Adventure	874
		Amazon	Adventure	264
20	Fantastic Beasts and Where to Find Them	Netflix	Adventure	906
		Amazon	Adventure	187
21	Munich	Netflix	Biography	1.092
22	Das perfekte Geheimnis	Amazon	Comedy	1.085
23	Red Notice	Netflix	Action	1.062
24	Little Women	Netflix	Drama	1.012
25	Nightlife	Netflix	Comedy	916
26	Second Act	Netflix	Comedy	785
27	The Wasteland.	Netflix	Horror	766
28	One Night Off	Amazon	Comedy	740
29	Riverdance: The Animat..	Netflix	Animation	730
30	A Quiet Place Part II	Amazon	Drama	721

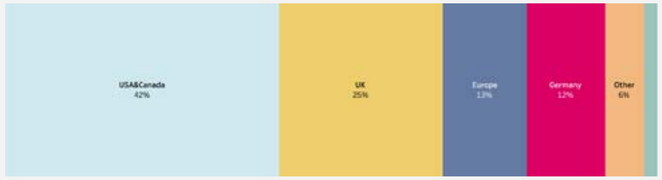
streams (.000)

SHOWING 30/100 - See complete chart here

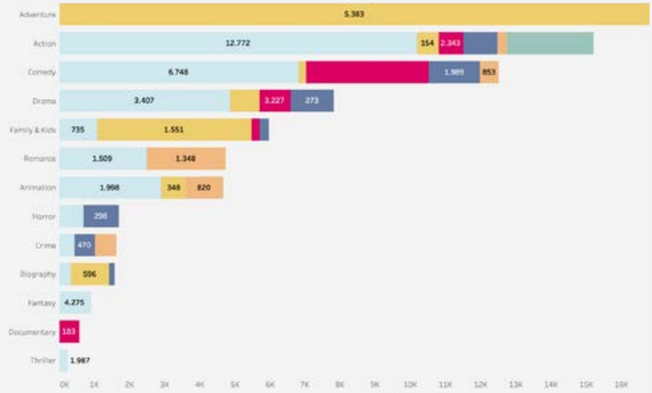
PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

NETFLIX ORIGINAL BIG BET "DON'T LOOK UP", ONE OF THE MOST ANTICIPATED MOVIES OF THE YEAR, MADE THE GRADES HOLDING #1 TWO MONTHS IN A ROW.

Adam McKay's movie didn't convince the critics but delighted the fans. Jaw-dropping head posters names mixed with a satirical challenge story was enough to lead the chart since its release on the 10th of December 2021 - with a total of 9.8 streams (5.1M in December and 4.7M Streams in January)

The massive HBO event on the 20th anniversary of Harry Potter had echoed among Netflix and Amazon audiences as we spot that 8 movies out of the Top 15 are from J. K. Rowling's magical universe; potters are everywhere to be found. Harry Potter 8-movies collection accounted for 18.9M Streams in January both on Amazon and Netflix with greater force from the Netflix audience. In a similar boomerang effect, the list goes on with the "Fantastic Beasts" series.

LOCAL AND EUROPEAN COMEDIES COMPETE WITH USA&CANADA PRODUCTIONS FOR AUDIENCE TIME.

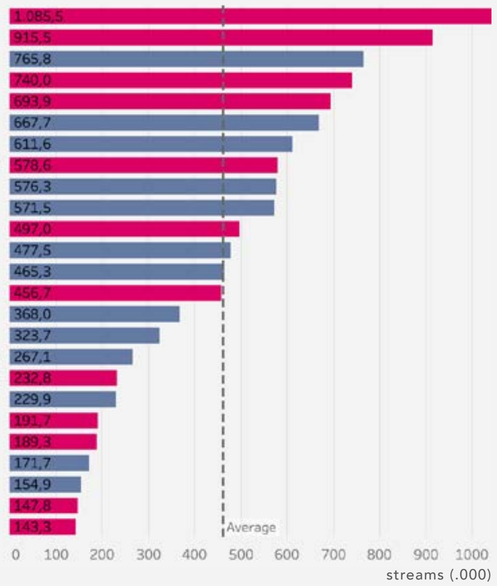
Despite the Top10 chart where all the titles are American or British, for USA&Canada there was a soft 6-point descent in the share from December. European movies follow the fall with a 5-point descent, while for local productions there was a slight jump with an extra 2% of the share. Especially noticeable in Comedies and Dramas.

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

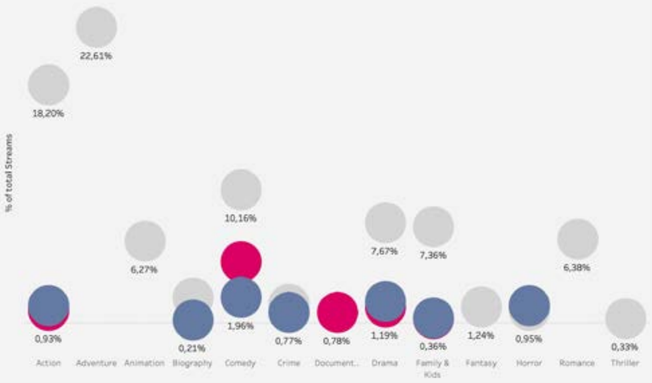
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	streams (.000)
1	Das perfekte Geheimnis	Amazon	2	Comedy	1.085,5
2	Nightlife	Netflix	21	Comedy	915,5
3	The Wasteland.	Netflix	25	Horror	765,8
4	One Night Off	Amazon	3	Comedy	740,0
5	The Unforgivable	Netflix	27	Drama	693,9
6	Vivarium	Netflix	29	Comedy	667,7
7	New Kids Turbo	Netflix	30	Action	611,6
8	Untitled Bayern Munich..	Amazon	7	Documentary	578,6
9	Vinterviken 2021	Netflix	34	Drama	576,3
10	How I Fell in Love with a..	Netflix	35	Crime	571,5
11	Army of Thieves	Netflix	40	Action	497,0
12	Mystère	Netflix	42	Drama	477,5
13	Quattro metà	Netflix	43	Comedy	465,3
14	Love, Rosie	Netflix	46	Comedy	456,7
15	The Blackout	Amazon	9	Action	368,0
16	Another Round	Amazon	10	Comedy	323,7
17	Tre nøtter til Askepott	Amazon	16	Family & Kids	267,1
18	Coconut, the Little Drag..	Amazon	25	Family & Kids	232,8
19	Meander	Amazon	26	Horror	229,9
20	Hansel & Gretel: Witch ..	Amazon	29	Action	191,7
21	Stowaway	Amazon	30	Drama	189,3
22	Breakthrough	Amazon	36	Drama	171,7
23	The Professor and the ..	Amazon	43	Biography	154,9
24	Traumfrauen	Amazon	47	Comedy	147,8
25	I'm Off Then	Amazon	50	Comedy	143,3



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

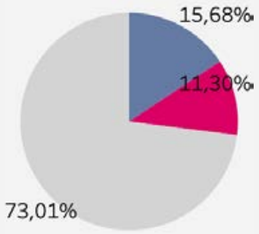


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Movies DE	Europe	Germa..
Action	2	2
Biography	1	
Comedy	3	6
Crime	1	
Documentary		1
Drama	3	2
Family & Kids	1	1
Horror	2	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany
- Others

NO SIGN OF EUROPEAN OR LOCAL CONTENT UNTIL #22 IN THE TOP 100 "DAS PERFEKTE GEHEIMNIS" RATED #2 ON AMAZON WITH OVER 1M STREAMS.

The German remake version of the Italian hit comedy known internationally as "Perfect Strangers" has added streams among adult audiences in over 19 countries since its domestic debut in 2016.

COMEDIES FIRE UP THE CHART AND RULE THE TOP 5, AND ACCOUNTS FOR 9 TITLES OUT OF 24-LISTED FILMS IN THE CHART.

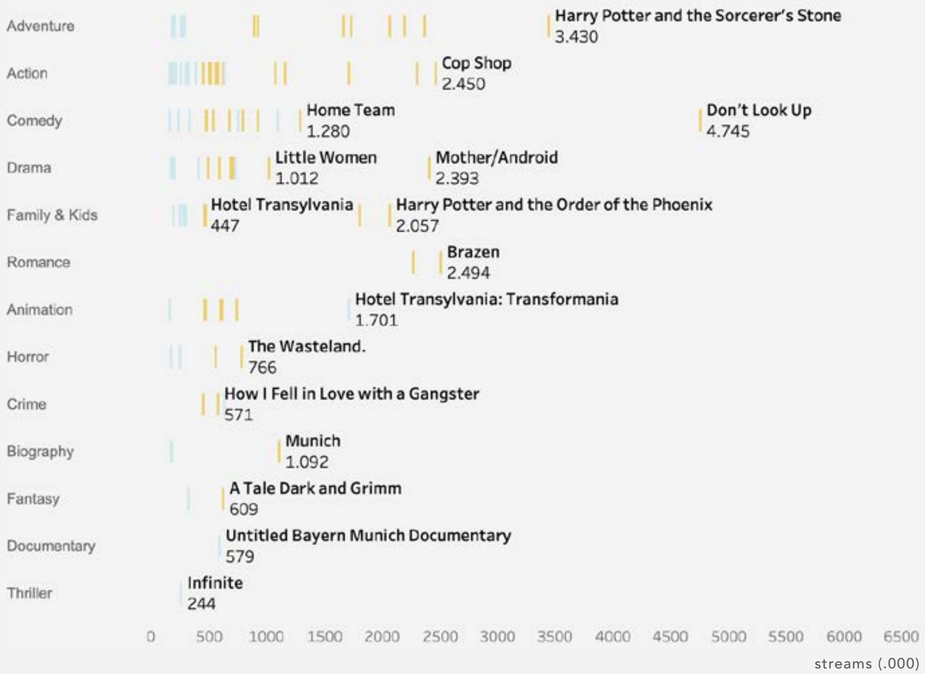
Following the top movies, we find Warner Germany production "Nightlife" (#2 on Amazon) and "One Night Off" (#21 on Netflix)-The 2022 after-party hangover didn't kill the audiences' party vibe and continued in January. USA-coproduction "The Unforgivable" drama by German filmmaker Nora Fingscheidt based on the 2009 British miniseries written by Sally Wainwright stars Sandra Bullock and had a limited release in November in the USA, Germany, and the UK, before streaming worldwide on Netflix on December 10, 2021.

DRAMAS ARE A DIFFERENT STORY: 5 TITLES MADE THE CHART, AND ONLY 3 MADE TOP 15.

German dramas experienced an alarming drop compared to the December share, from 53,58% of drama contribution to 15,68% in January.
European and local movies made almost all the genres except essential content Action and Animation. They didn't make Romance and Thriller either and were not particularly prevalent in any given category. The highest rate corresponds to German content, which accounts for 4.69% of total stream comedies.

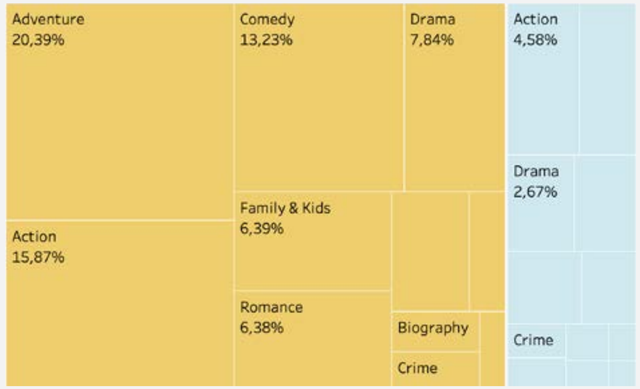
GERMANY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



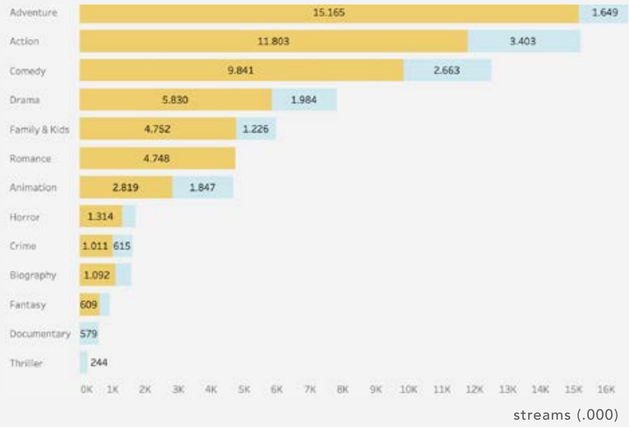
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

AUDIENCES TURNED UP THE ADVENTURES MODE WITH 20% OF STREAMS ON NETFLIX, MAINLY THANKS TO THE HARRY POTTER COLLECTION FILMS.

Following Action accounts for 16% of Netflix streams and stands as the #1 genre in Amazon, where it accounts for 5% of streams. Comedy is the third most-streamed content, primarily surpassed by Netflix with 9.8M Streams. Amazon stands out in Comedies acquisition holding its own against local majors and studios, which, after domestic theatrical release seek broader audiences on a smaller screen - An ongoing strategy that Amazon uses to battle Netflix catalogue updates in Original content and it is a strategy designed to get ahead of local broadcasters' programming.

Animation presents the smallest gap among SVOD platforms thanks to kid-friendly, with "Hotel Transylvania: Transformania" accounting for 1.7M Streams on Amazon.

From top to bottom, Drama stays #4 in line with 5.8M streams on Netflix with the head movie "Mother/Android." The American post-apocalyptic science fiction thriller film accumulated 2.3M streams becoming the most-watched content of the genre. "Little Women" (1.2M streams), Greta Gerwig's adaptation, landed worldwide into the streaming giant by December 2021 but was available in the UK/IE weeks earlier. Available on Amazon, "A Quiet Place II" sneaked onto the list as the third most-streamed Drama

Hulu acquired the film's US distribution rights and it was released on December 17, 2021. Netflix acquired the film's international streaming rights and released it in all other regions on January 7, 2022.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOW	PLATFORM	GENRE	
1	The Big Bang Theory	Netflix	Comedy	48.078
		Amazon	Comedy	5.531
2	Brooklyn Nine-Nine	Netflix	Comedy	40.153
3	Cobra Kai	Netflix	Action	38.433
4	PAW Patrol	Netflix	Animation	25.029
		Amazon	Animation	7.828
5	Peppa Pig	Netflix	Animation	28.102
		Amazon	Animation	4.261
6	The Office	Netflix	Comedy	29.044
7	Betty en NY	Netflix	Comedy	24.540
8	Emily in Paris	Netflix	Comedy	20.318
9	The Witcher	Netflix	Action	19.226
10	Two and a Half Men	Amazon	Comedy	17.196
11	Superstore	Netflix	Comedy	16.828
12	Stay Close	Netflix	Crime	16.615
13	Naruto: Shippûden	Netflix	Animation	15.871
14	Kitz	Netflix	Drama	13.112
15	Turkish for Beginners	Netflix	Comedy	11.286
16	Too Hot to Handle	Netflix	Game-Show & Reality-TV	10.099
17	Archive 81	Netflix	Drama	9.488
18	Demon Slayer: Kimetsu ..	Netflix	Animation	8.961
19	Das Haus Anubis	Netflix	Family & Kids	8.798
20	Teletubbies	Netflix	Family & Kids	6.249
21	Supernatural	Amazon	Drama	6.094
22	Vikings	Netflix	Action	5.249
23	Naruto	Netflix	Animation	5.163
24	The Originals	Amazon	Drama	5.021
25	Chicago Fire	Netflix	Action	4.906
26	All of Us Are Dead	Netflix	Drama	4.840
27	Die Discounter	Amazon	Comedy	4.170
28	The Vampire Diaries	Amazon	Drama	3.537
29	The Wheel of Time	Amazon	Adventure	2.973
30	The King of Queens	Amazon	Comedy	2.736

streams (.000)

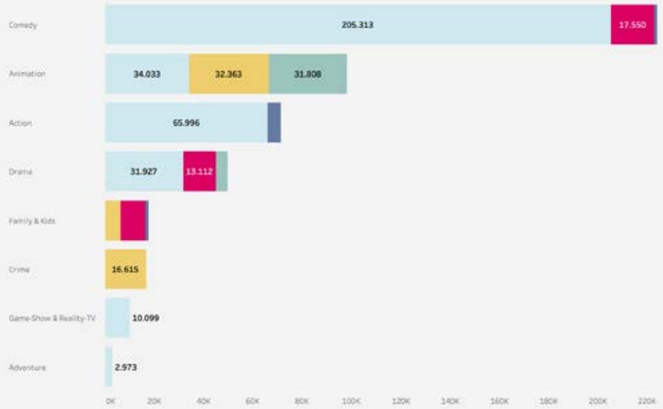
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

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

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON



streams (.000)

COMEDIES AND KID CONTENT REINFORCES ITS LEADING POSITIONS IN JANUARY WITH 5 SERIES IN TOP 6!

"Cobra Kain" Season 4 action content made Top 3 with 38M Streams since its release on December 31 and competed with ever-present broadcast American comedies. The last season of Only-On-Netflix "Emily in Paris" did not go unnoticed among the German audience accounting for 20M Streams. Following the trend of girls-in-cities, Netflix added the 2019 American telenovela "Betty in NY" which outperformed exceeded performance expectations with 24M Streams.

THE TEEN TREND.

SVOD services have invested heavily in teen dramas and their appealing combos: crime, sex, drinking, drugs, and partying.The last worldwide top content list name Elite to Euphoria to the new Gossip Girl - Who isn't into binge-watching these days? It's not until #14 that local content stands up in the chart: "Kitz", a German drama about a local teen planning to get revenge for her brother's death in a Ski resort. Apparently, the niche is managing to hold its own.

AMERICAN CONTENT POWERS THE CHARTS WITH 76% OF CATALOGUE SHARE.

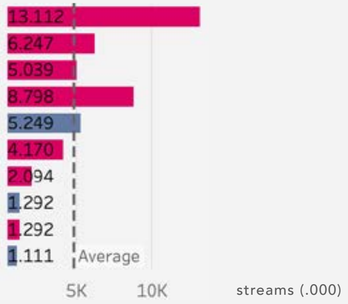
The American content is vastly extensive in this territory compared to other neighbouring markets; with 350M streams in January, there is no room for anyone else. Local content increased 4% since last month (3% in December 2021), while European content registered a 3% fall.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

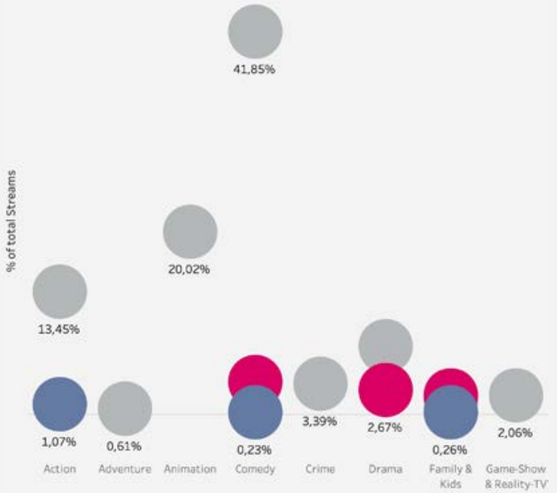
NETFLIX - AMAZON

	SHOW	SEASON	PLATFORM	RANK	GENRE
1	Kitz	1	Netflix	7	Drama
2	Turkish for Beginners	2	Netflix	27	Comedy
		3	Netflix	46	Comedy
3	Das Haus Anubis	1	Netflix	16	Family & Kids
4	Vikings	6	Netflix	43	Action
5	Die Discounter	1	Amazon	1	Comedy
6	Binge Reloaded	2	Amazon	11	Comedy
7	Maggie & Bianca: Fashi..	1	Amazon	27	Family & Kids
8	Meine Freundin Conni	1	Amazon	28	Family & Kids
9	LOL: Last One Laughing ..	2	Amazon	37	Comedy



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

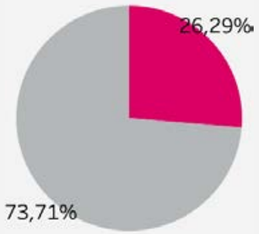


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows DE	Europe	Germa..
Action	1	
Comedy	1	3
Drama		1
Family & Kids	1	2

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany
- Others

LOCAL PRODUCTIONS ARE HEADING THE CHARTS WITH 7 SHOWS OUT OF 9.

Oldish 2006 “Turkish for Beginners” season 2 and 3 positions around Top45 and is an excellent example of how licensed content gives extra credit to TV networks by squeezing their catalogue. We are talking about a German television comedy-drama series, aired in 2006 on Das Erste. During its run of 52 episodes, the show covered topics including typical problems of teenagers and cross-cultural experiences. Due to popular demand, a 16-episode third season was released in late 2008, and in 2012 it was adapted to a feature film. The show was successful in foreign markets broadcasting in more than 70 countries.

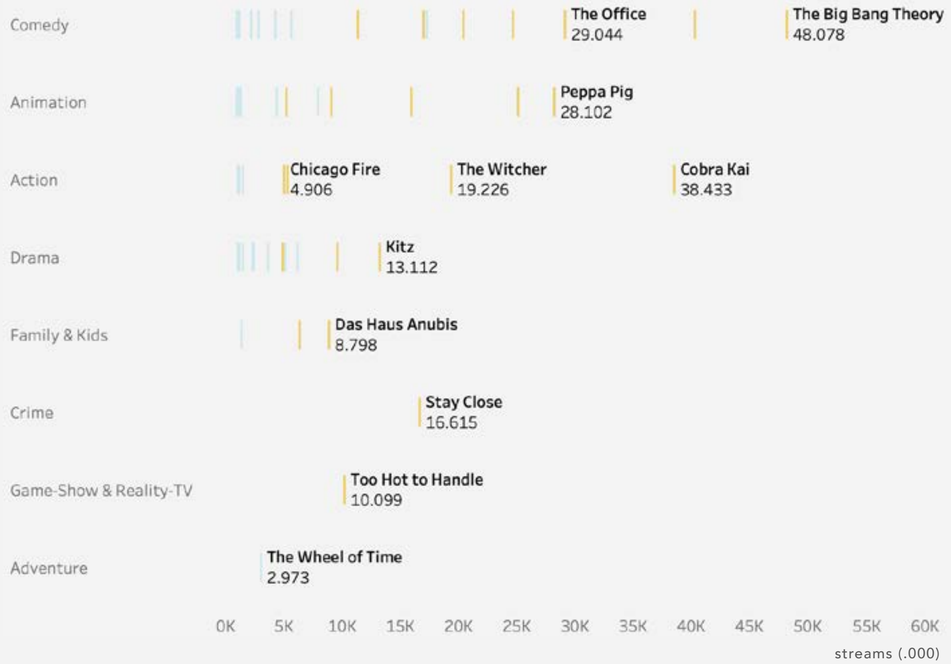
THE OLD CONTENT CHEERS THE NEW.

Preparing the ground for Netflix February bet on “Viking Valhalla,” the original Irish-Canadian MGM production “Vikings” final season completes the chart with 5.2M streams and remains in a weak position at the bottom in #43 on Netflix.

German productions contributed to 26,29% of total Drama streams, while European shows are nowhere to be found in the graph.

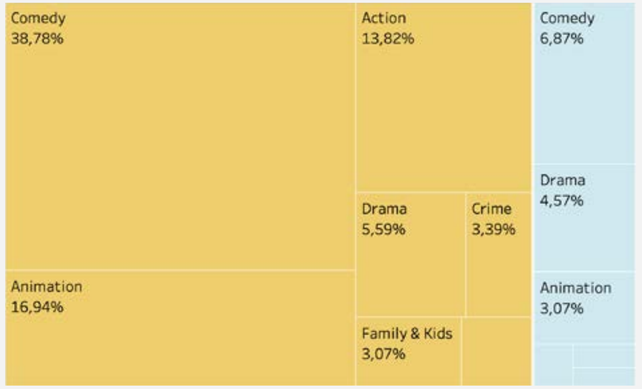
GERMANY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



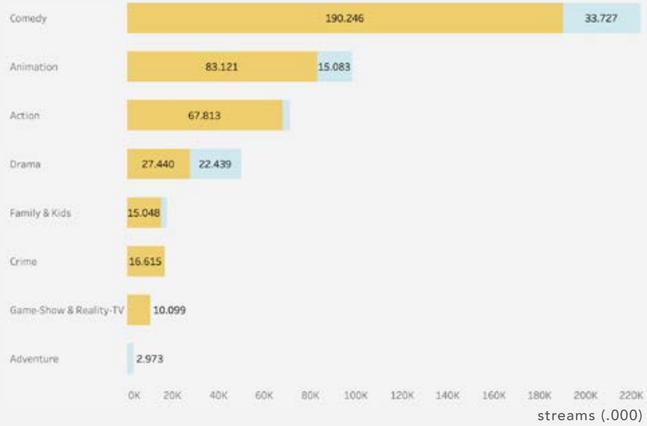
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

NETFLIX IS UNBEATABLE IN COMEDIES WITH 190M STREAMS OVER 33M ON AMAZON; IT'S STILL THE MOST-WATCHED CONTENT IN BOTH SVOD SERVICES.

Over 38% of streams on Netflix were comedies. Amazon only takes up 6,87% of total streams, with shows following the same Broadcast-TV pattern, such as "Two and a Half Men."

Animation positioned as the runner-up genre with half streams, 16,64% (83M streams) on Netflix. The ever-present "Peppa Pig" or "PAW Patrol" leads the category.

HOT CONTENT IN GERMANY
"PERFECT STRANGER"

Paolo Genovese released on February 11, 2016, the next comedy hit with a snappy original screenplay boosted by brilliant performances from well-known names. They took $3.744.641 at Box Office during the opening weekend and also took home the 2016 David di Donatello award for Best Film.

In the time it takes to read these lines, another remake has probably appeared somewhere. The German remake version of the Italian hit comedy known internationally as "Perfect Strangers" has added streams among adult audiences since its domestic debut in 2016. The twisted romcom has spawned more than 19 remakes all over the globe in Mexico, Spain, France, Greece, China, Turkey, Russia, South Korea... The worldwide box office has thus far reached $31.640.626 and counting, with upcoming local adaptations.

The European film industry blames Hollywood for its lack of original ideas. Still, we talk about remakes, there are probably few films that have been adapted as many times in such a short timeframe. According to Box Office Mojo, the Italian movie picked up over $19.630.803 at the domestic box office. It snowballed up until the Spanish Alex de la Iglesia's adaptation with/ taking* $24,969,723 at the Spanish Box Office (Source: Comscore)

In Germany, Box Office Mojo accounted for $55,440,519 of domestic BO since its release on October 31, 2019. The German remake landed on Amazon on January 1, 2022 accounting for 1.08M streams.

GLOBAL TAKES
JANUARY IS ALL ABOUT EMBRACING AMERICAN AND LOCAL TITLES

1 / **More working and less binge-watching:** in January the film titles scoring the first positions of the chart had half the streams as their equivalents in December. For example, (#1 in December had 46M and #1 in January had 26M). The difference is particularly high in the UK. The exception is Germany, a country where viewing hours have actually increased since October, with no decline.

2 / **European films did hit their local top ranks this month but are unable to land success across borders:** "The Hand of God" has been unprecedentedly the widest release in theaters by a Netflix film to date and the longest window on a Netflix Film between theatrical and streaming in Italy (three-week window). It performed well in Italy with 1M streams in position 8. However, the film is not present in the top numbers of any of the other countries analyzed. "Garcia & Garcia" performed on top #2 on Amazon and #9 on Top100 Spain), accounting for 1.7M streams. Also, "Das Perfekt Geheimnis", a German remake of the Italian remake-hit "Perfect Strangers", accomplished position 2 on Amazon and 22 on top 100 with 1M streams.

3 / **Comedy films curb the January blues, but some still prefer to cry:** while in Spain and Italy Comedy was the preferred genre for films, Germany's Harry Potter fandom crowned Adventure as the most streamed genre, UK audiences preferred Action and French streamers chose drama as their favorite.

4 / **Quality-driven audiences are on Netflix but need big names:** "Don't Look Up" and "The Lost Daughter" are part of Netflix's own Oscar-campaign slate that hit big in most territories, proving that quality-driven audiences are ready to watch smart comedies and high-profile dramas when they have a notable cast and the right size campaign. Italy presents the highest local share with 24% movies (11.3M streams) and more diversity, cornering American content down to 45%, thanks partially to Sorrentino's "The Hand of God".

5 / **Genre trends for film don't match genre preferences for series:** there's no prevalent mood for both formats. In Spain and Italy series audiences preferred drama (quite the opposite vis-à-vis films), the UK and Germany chose Comedies and especially American sitcoms, while France streamed mainly animation series.

6 / **The trend of consuming foreign content has not crossed UK borders yet.** Digital-i's recent insights show that at least half of European Netflix and Amazon Prime subs' viewing time could be spent watching non-English language content by 2030. This is hard to imagine in the UK's January charts where no foreign-language titles hit important marks. This has been a common trend recently analyzed months.

7 / **Spain and Italy are not so alike this month.** Although these twins behave similarly from many standpoints, this month their only common point was the taste for American films and shows. Besides that, Spain is driven by its fascination for Colombian telenovelas, while Italy gave top positions to its own local films and series.

8 / **Amazon has been gaining streaming hours in the last few months thanks to locomotive family films.** This month "Hotel Transylvania" and "Harry Potter"'s libraries helped to track attention in several markets. In Italy itself, the platform placed 4 titles in the top 10. The e-commerce giant gathers 21,6% of the overall top 100 films streamings in Italy, 19% in Germany, 16% in the UK, 14,5% in Spain and 12% in France.

9 / **Time for peace in the streaming wars.** Although competition is fierce, sometimes the big streamers help each other. The massive HBO event on the 20th anniversary of Harry Potter had echoed on Netflix and Amazon: in some markets we see that 8 movies out of the Top 15 are from J. K. Rowling's magical universe. In Germany itself Potters made 18.9M Streams in January both on Amazon and Netflix.

THINKDATA.

BRIDGING THE DATA GAP | JANUARY 2022