

THINKDATA.

BRIDGING THE DATA GAP | MARCH 2022

THINK DATA: BRIDGING THE DATA GAP

Can data be a useful tracker for the Next Steps in European Audiovisual Policies?

This month we have seen a variety of European and indie titles performing at a good level in the very selective and very American giant streamers' top 30 clubs. Based on the current data, month after month, we have been able to identify key trends and opportunities for the industries that live at the margin of the mainstream narrative: Scandinavian thrillers "Black Crab" and "Against the Ice", and French Action remake "Sans Répit" are following the most-viewed film genre, which is Action and obtaining top positions on Netflix. Spanish film "Backpackers" ramps up to the top in several Netflix grids, while "El Sustituto", "García y García" and "Padre No hay Más Que Uno" occupy pride of place on Amazon's long shelf life. It was not a great month for European series. Kids content remains the visible exception on the charts of several territories: family titles like "Tchoupi à l'École", "Grizzy and Lemmings", "Petit Ours Brun" and "Ladybug" are utterly*extremely important for France. While all this happens, / the influence of Turkish content is becoming greater and greater in Germany and Italy, while the LATAM Telenovelas hit Spain's highest numbers.

But when looking at all these exceptional opportunities, there's a void and we immediately miss something. Where's the cultural heritage of key arthouse award-winning

European directors? We have seen in the last reports that the Oscar nominated titles like "Madres Paralelas", "The Hand of God" or even "The Power of the Dog" didn't conquer the Netflix audiences at the top level. They did have top 15 positions in their launch month in their country of origin but didn't cross over on to the highest poles. Also, other similar cutting-edge titles are more numerous available in local streamers specialized in such as Filmin and Movistar in Spain, Curzon in the UK, Universciné in France.

This month, we read across the news about the last and latest European territories to transpose the European Audiovisual policy. The spirit of this law is the aim to replace the position of the giant streamers in the European industry, mainly asking for a meaningful contribution to the local cinema and demanding greater prominence of European titles on the platforms. Although a great deal is published in the generalist press about the amounts and percentage of contribution to local production, very little is said about how the laws will manage to control and improve visibility, algorithm force, equality, inclusion, and the promotion of European independent titles in the future. Spain has seen a big media storm as even the definition of the sacred word "independent producer" in the new law includes the giants and will allow the big local broadcasters to produce for the streamers.

By observing the monthly data we are lucky to process in this report, we only wish it is soon in the hands of National and European bodies that control the next audiovisual policies. Only they can redress the inequality that we observe every month between American and English-speaking titles and the rest, between genre-driven mainstream genres, and the rest. Like the cinemas' screen quotas demanded in the past, the streamers need a regulation that allows indie European cinema and series to shine. Only in this way could we start to see those films of special cultural value having an influence on mainstream culture grids.

We invite you to read and take a close look at the country-per-country analysis, the stories of the hot title focusing on "Spain's "La Abuela", Swedish "Black Crab", French Action "Sans Répit", Italian "Il Filo Invisibile" and Australian-American crime drama series: "Pieces of Her". All of them tell us about opportunities, changes, new characters and gaps to be filled. This month we also welcome our partner Sophia Vahdati from Digital-I as guest data analyst of the month.

LET DATA GUIDE YOU!

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

THE PRESS SAY ABOUT US

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

SCREENDAILY

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

**BUSINESS
INSIDER**

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

EL PAÍS

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

 **cineuropa**

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

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

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

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



SVOD GOLDMINE HAS RUN DRY

It's been a tough month for streaming platforms. The press has revelled in the news that the SVOD goldmine has run dry, and it looks like ad-tiers will be coming to a screen near you sooner rather than later. Looking outside of the media furore and inside the data, subscribers are less convinced of the impending downfall of their favourite entertainment destinations. Netflix continues to elevate non-English language content to a global stage, achieving high audiences for Swedish action thrillers, "Black Crab", "Shadow in My Eye" and "Against the Ice" across the board, even in the UK. Other non-English language European film successes include "Sans R epit", a French remake of a Korean film and "Meskina", a Dutch rom-com. Further afield from Europe's film successes, Netflix focuses

on US cross-territory blockbusters like Ryan Reynold's "The Adam Project" and the stomach-churning true crime doc "Worst Roommate Ever", while Prime Video continues with its strong strategy of localisation. US shows may dominate the streaming charts, but viewer behaviour is further diversifying across regions. Telenovelas have greatly risen in popularity in Spain, anime viewing continues to grow in France and local Italian content is rising to the fore for Italy across both Netflix and Amazon. Perhaps, another key trend to highlight on streaming services is the value of catalogue content. It's easy to concentrate on the up-and-coming new shows, hit shows, and original shows. However, the data shows that subscribers need more

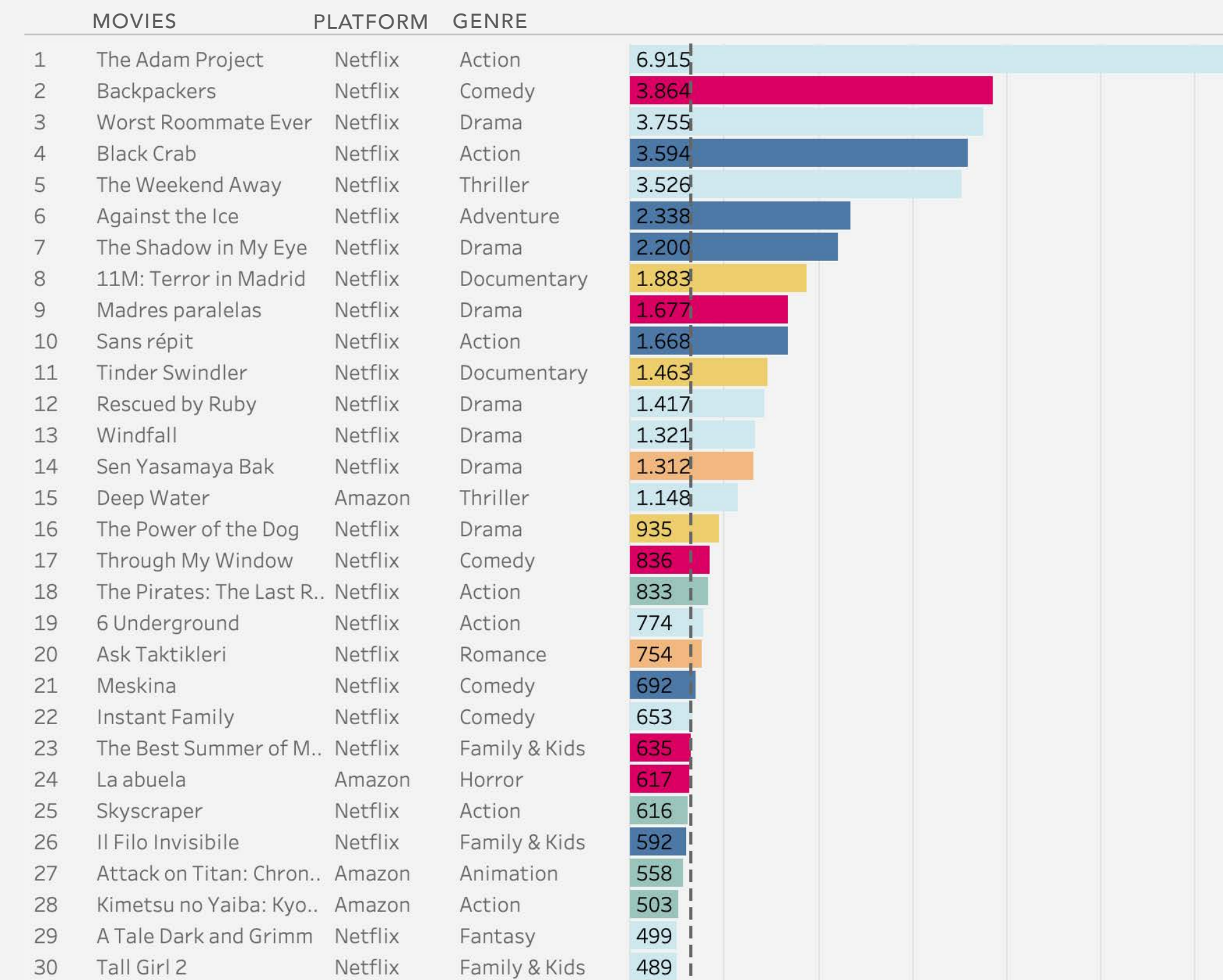
than just shiny, new content. The vast majority of the top-streamed shows come from library content, sitcoms, kids shows, soaps, teen dramas. The value of this acquired content should not be undervalued. New shows might draw a viewer's attention, but it's the vast library of previously aired content that keeps the risk of churn down low. So, what are the key messages to take away from this month's analysis? It's not easy to make a European hit show, but Netflix needs them. Distributors are likely undervaluing library content for SVOD. And finally, Amazon's localisation strategy is starting to pay off, their investments and achievements with unscripted localised content prove that an SVOD hit doesn't always have to be a drama.

Sophia Vahdati
Digital-i Marketing Director

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



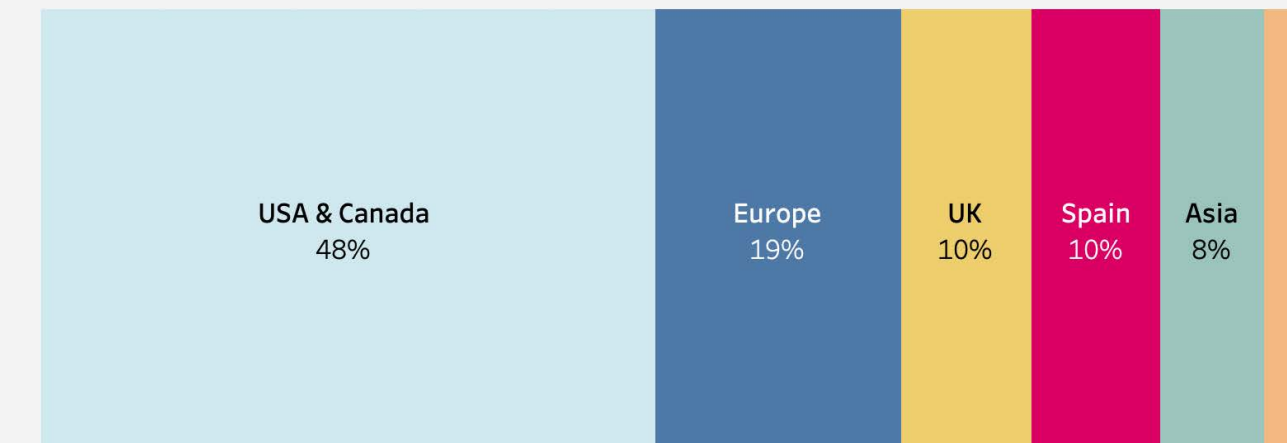
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



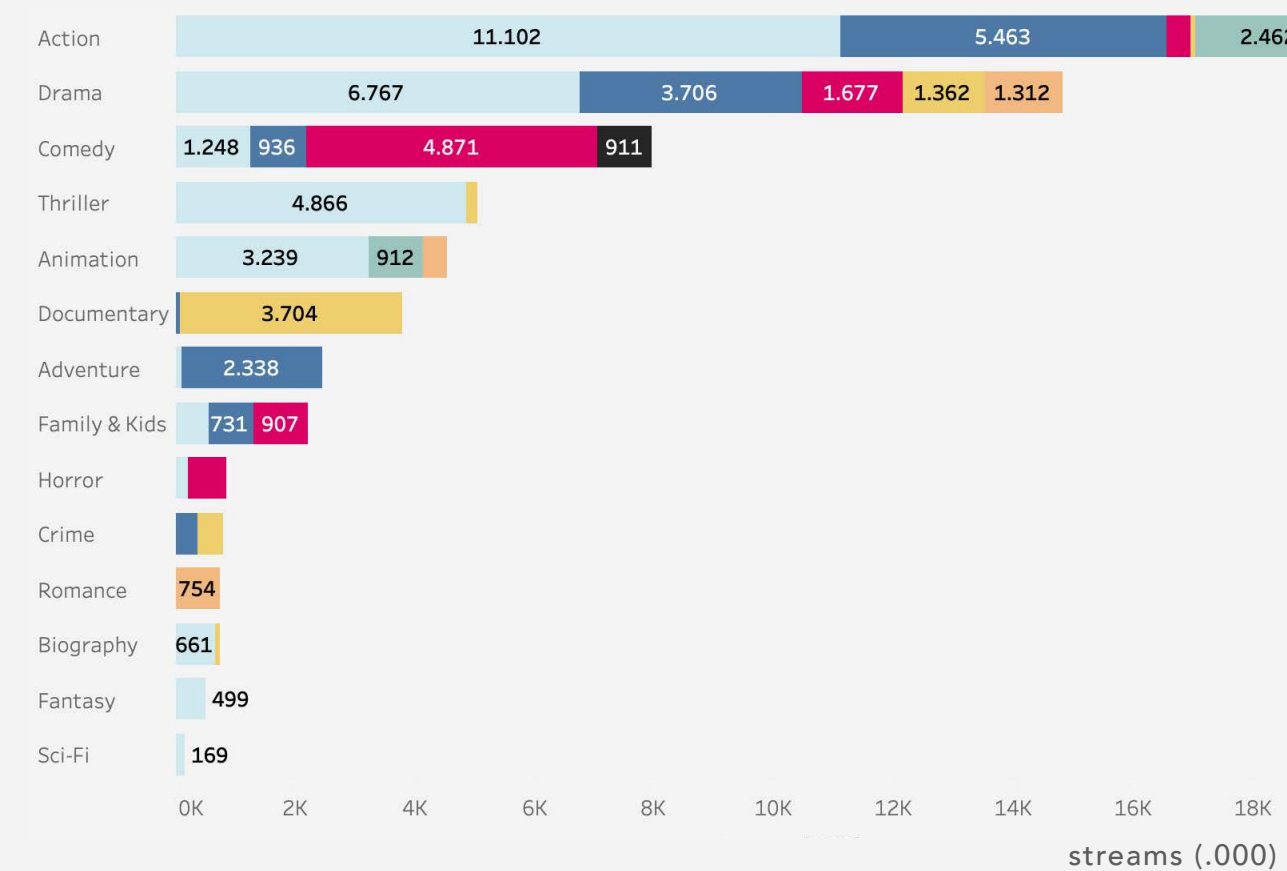
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



THE ONLY EXCLUSIVE ON NETFLIX, "THE ADAM PROJECT" RANKED #1 WITH 6.9M AND LIFTED THE AMERICAN STREAMS 10 POINTS VIS-À-VIS THE PREVIOUS MONTH IN WHAT HAS BEEN A BLEAK MONTH FOR THE MOVIES CATALOGUE

Ryan Reynolds plays a time travelling wise cracker in Shawn Levy's 80s vibe science fiction adventure. After 10 years of development hell, fortune finally smiled on "The Adams Project" when Reynolds and Levy teamed up last summer to deliver the captivating video game flick. The rest of the titles in the chart registered less than half of the streams detected for "The Adam Project" streams and in the Top 100 there are no stand-out, audience-conquering titles.

BRITISH PRODUCTIONS HOLD TIGHT IN DOCUMENTARIES COLLECTING 3.7M STREAMS

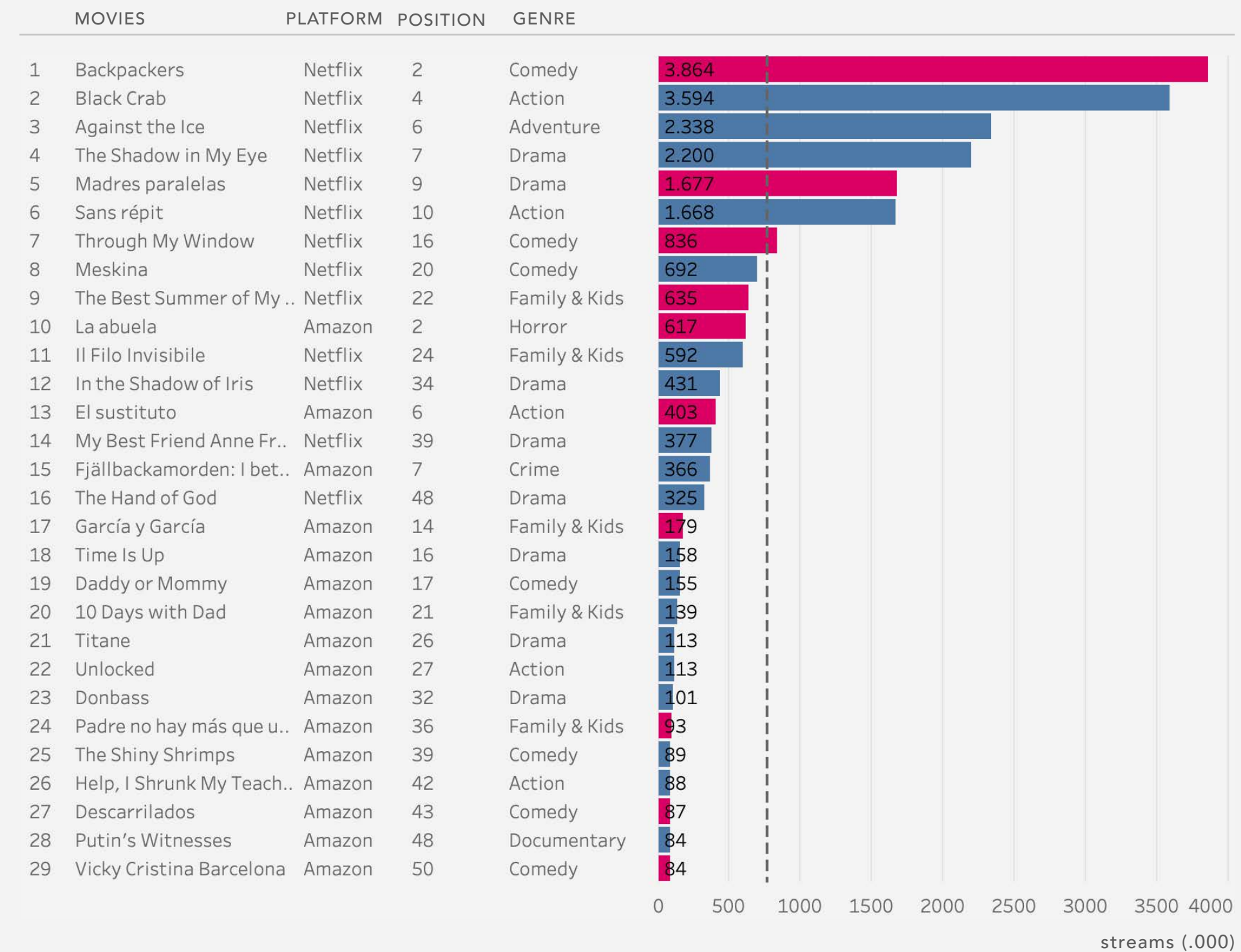
with "11M: Terror in Madrid" co-produced with Spain about the hurtful massive terrorist attack suffered in 2001 and "Tinder Swindler" still is accumulating views.

IS NETFLIX THE BEST HOUSE FOR PRESTIGIOUS FILMS?

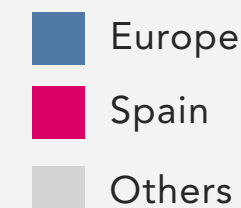
Proclaimed as the studio with the most films nominated, Netflix's streamers don't share that enthusiasm or care to stream. The platform has been pursuing the award-festival strategy to anchor adult audiences, but its efforts don't seem to match the audience's interest in consuming these flicks on the platform. Is it a matter of audience taste or can they be better promoted and highlighted on the platform and beyond? Almodovar's Oscar contender "Madres Paralelas" falls dramatically from last month in spite of the big event: It fell from #3 to #9 and lost streaming drive, collecting 1.6M streams. This being said, both titles obtained a similar amount of views last month and they maintain their presence on the grid's top positions. "The power of Dog" dashed our hopes by performing under the 1M streams mark (#16), while other titles, "Don't Lock Up" (#31), Tick, Tick...Boom! (#33) or "The Hand of God" (#55), disappeared. Still, Spain and the UK are the only analysed territories that somehow echo the Oscar nominations and award-winning titles.

SPAIN 100 MOVIES | EUROPEAN FOCUS

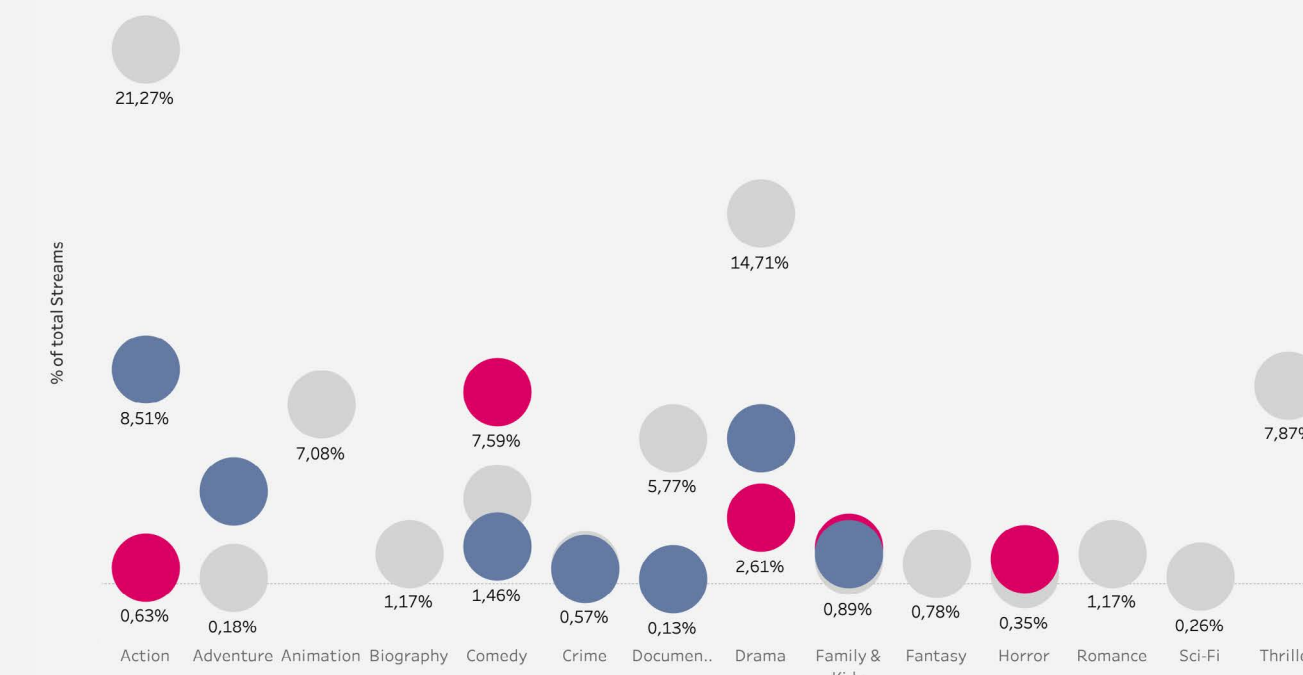
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



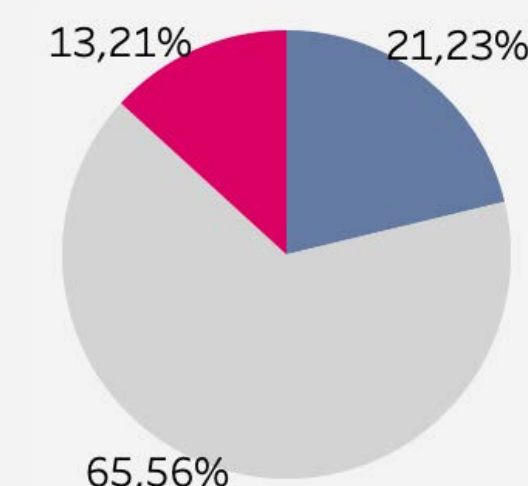
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movies ..	Europe	Spain
Action		4	1
Adventure		1	
Comedy		3	4
Crime		1	
Documentary		1	
Drama		7	1
Family & Kids		2	3
Horror			1

CONTRIBUTION TO DRAMA STREAMS



LOCAL STREAMS DESCENDED 8 POINTS WITH REGARD TO FEBRUARY AND THERE WERE THE SAME NUMBER OF TITLES IN THE TOP100 (10 FILMS)

Despite romcom "Backpackers" being at #2, played by trendy actor Maxi Iglesias (recently starring "Valeria", one of the biggest hits of the platform) and "Madres Paralelas", local flicks lose their edge in March. Local content experienced a fall of 4M streams compared to the last report (12.5M streams collected in February and 8.4M streams in March.)

The Spanish-Peruvian coproduction "Backpackers" (known as "Without Saying Goodbye") stands out in Comedy and helps to propel genre contributions beyond 7,5% of total chart streams, beating all countries

EUROPEAN CONTENT GOES FROM STRENGTH TO STRENGTH, INCREASING ITS PRESENCE IN THE GRID WITH 19 TITLES, WHICH MADE ALL THE DIFFERENCE BY 13.6M STREAMS

European productions serve up a pastiche of genres. The Swedish action movie, "Black Crab", set in a post-apocalyptic world, starring Naomi Rapace, made the top with 3.5M streams. In the same department, "Sans répit" has become kind of a classic in the reports. The two films together account for 8,5% of Top100 streams.

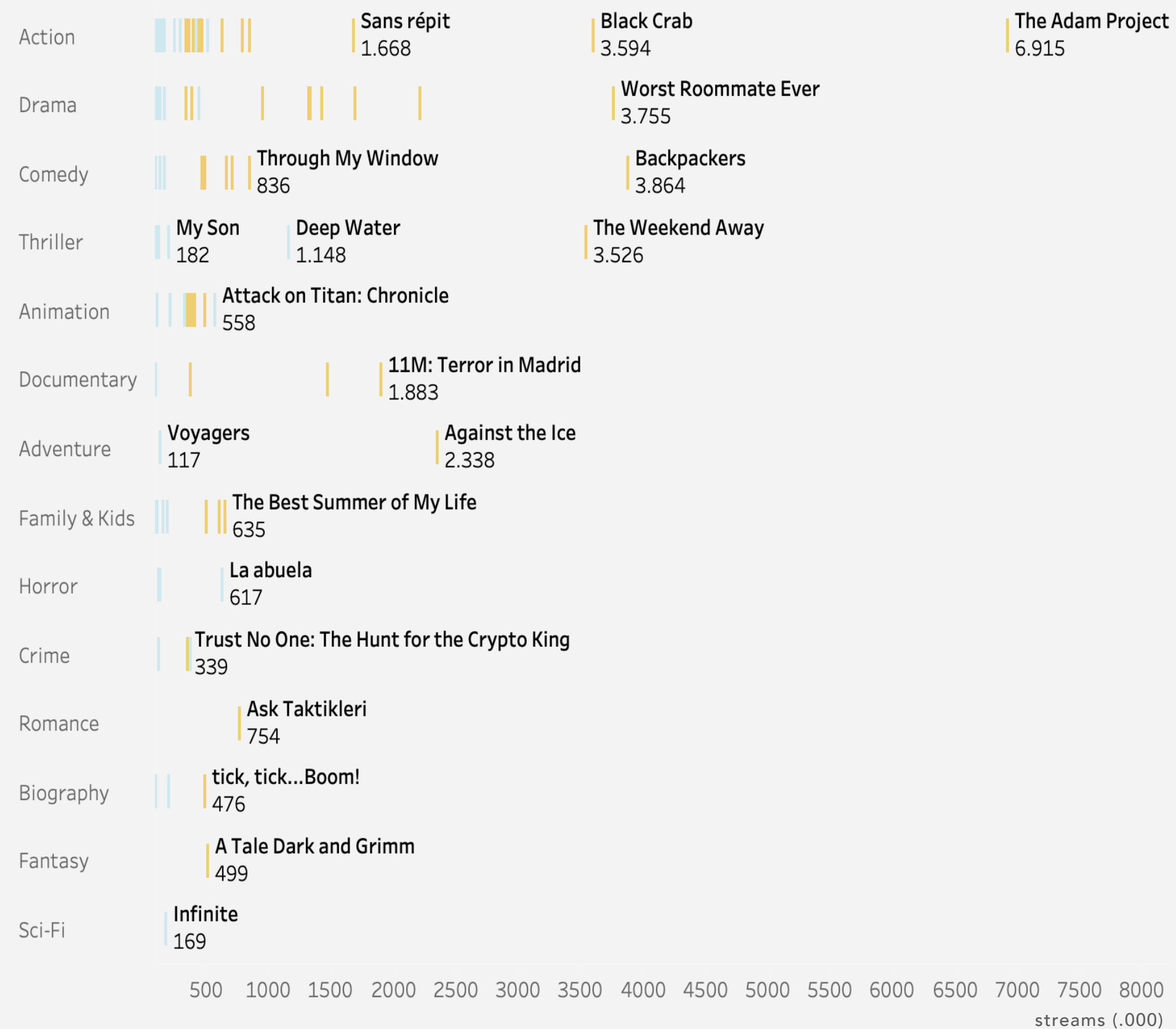
"Against the Ice", the historical survival film directed by Peter Flinth premiered at the 72nd Berlin International Film Festival before landing on Netflix on March 2. Based on the true story recounted in Two Against the Ice by Ejnar Mikkelsen, the film gathered 2.3M streams.

EUROPEAN DRAMAS ACCOUNTED FOR 25% OF TOTAL GENRE STREAMS, WITH 3.7M STREAMS FROM 7 TITLES,

with Danish war drama, "The Shadow in My Eyes", at the top. Spanish movies came in far behind with 11% of drama streams (1.67M coming entirely from "Madres Paralelas")

SPAIN 100 MOVIES | SVOD PLATFORMS

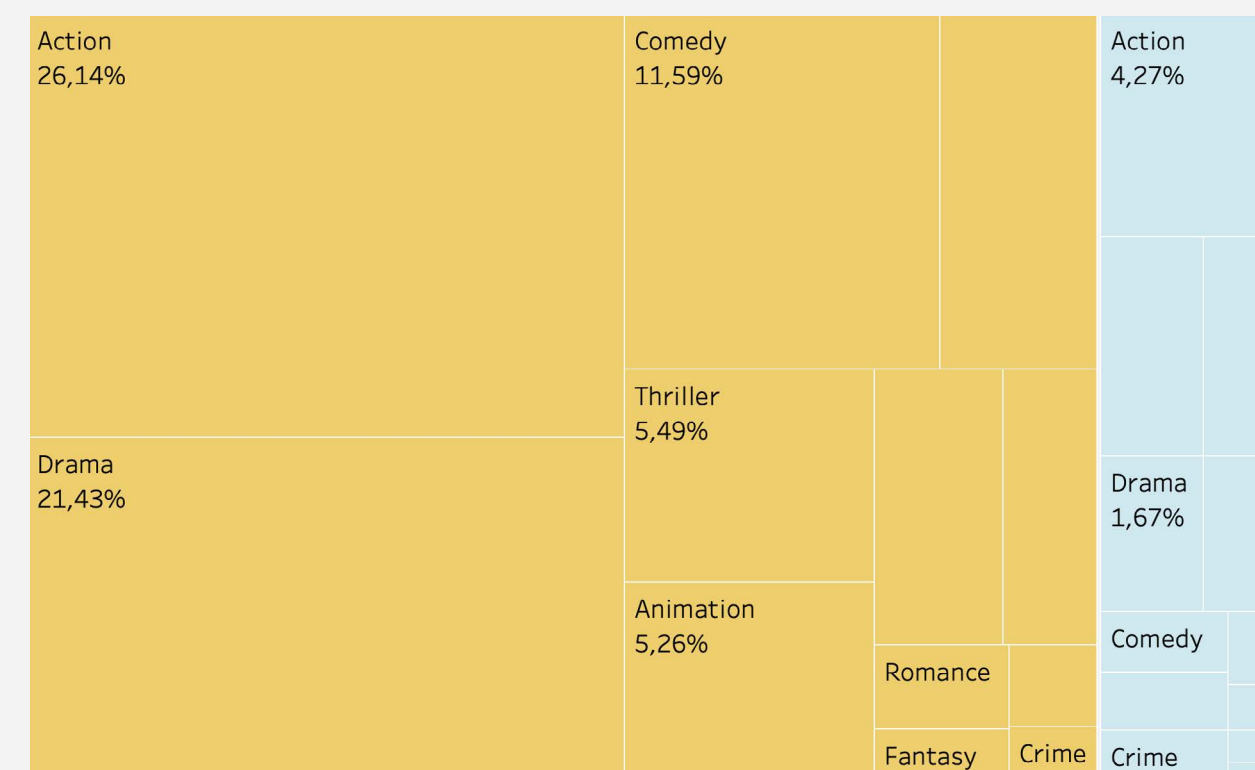
TOP MOVIES STREAMS BY GENRES



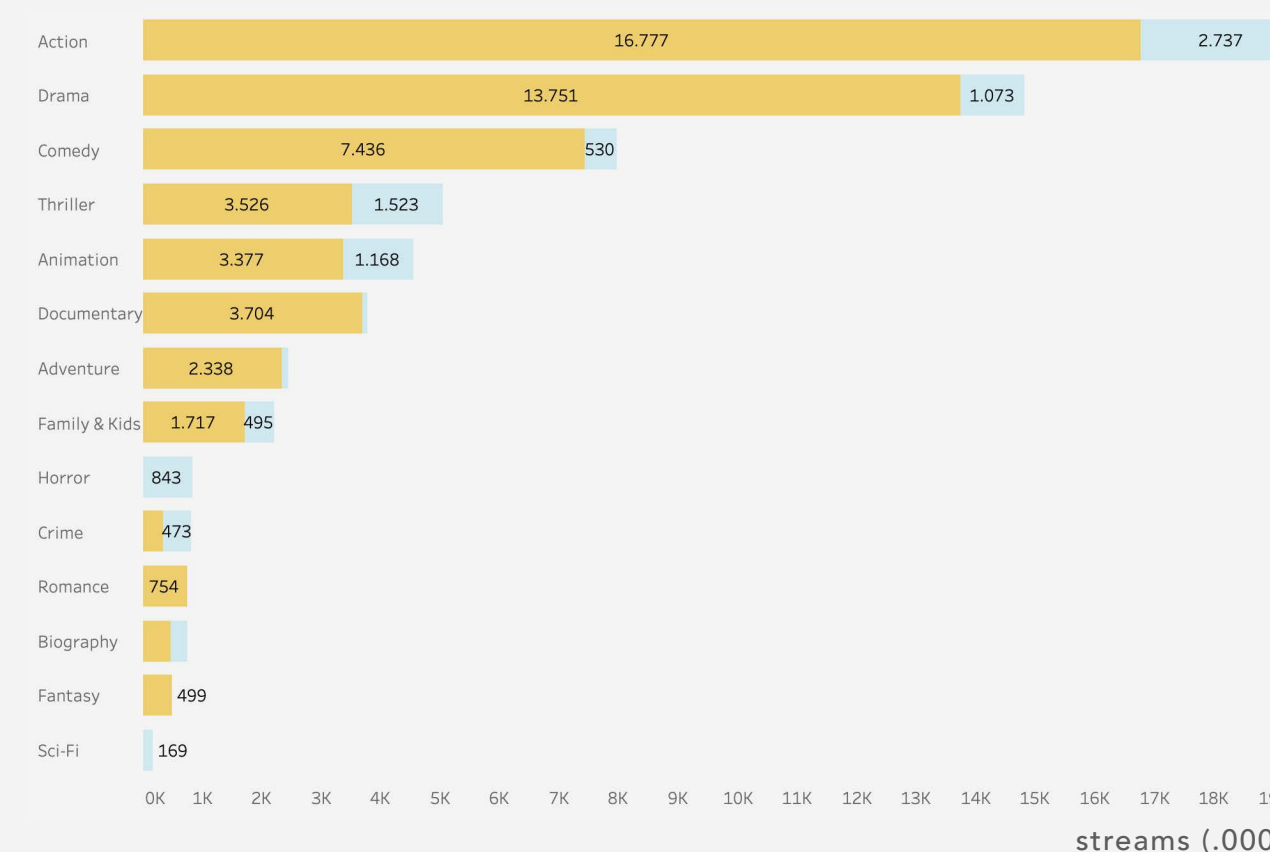
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ACTION AND DRAMA ON NETFLIX CORNER THE MARKET WITH 47,57% STREAMS OF TOP100, ACCOUNTING FOR 29M STREAMS

Having a broader range of titles at their disposal can only be a boon. Beyond what catches the eyes, Thrillers skyrocket to the third most-streamed genre with 5M streams (3.5M streams on Netflix due to "The Weekend Away" and 1.5M streams on Amazon). Amazon titles are erotic psychological thrillers released in February, "Deep Water" and catalogue acquisitions "My Son" and "The Ice Road".

In the February report, documentaries sat at the top, with 7M streams driven by the "Tinder Swindler" phenomena; the force was still prevalent in March with 3.7M streams. The Ukrainian war impacted the political documentary "Winter on Fire", available since 2015.

HOW LONG CAN A HIT HOLD THE CROWN?

Teen rom-com sensation "Through My Window" ranked #16 on Netflix (836K streams) - Standing still at Netflix's top after 30 days seems complicated even for hits endorsed by a buzzing release. On Amazon it's the opposite; theatrical movies come and stay, performing modestly but steadily. It is the case for "El sustituto", "García y García", "Padre No hay Más que Uno", among other indie products that have maintained a hot spot on Amazon for weeks.

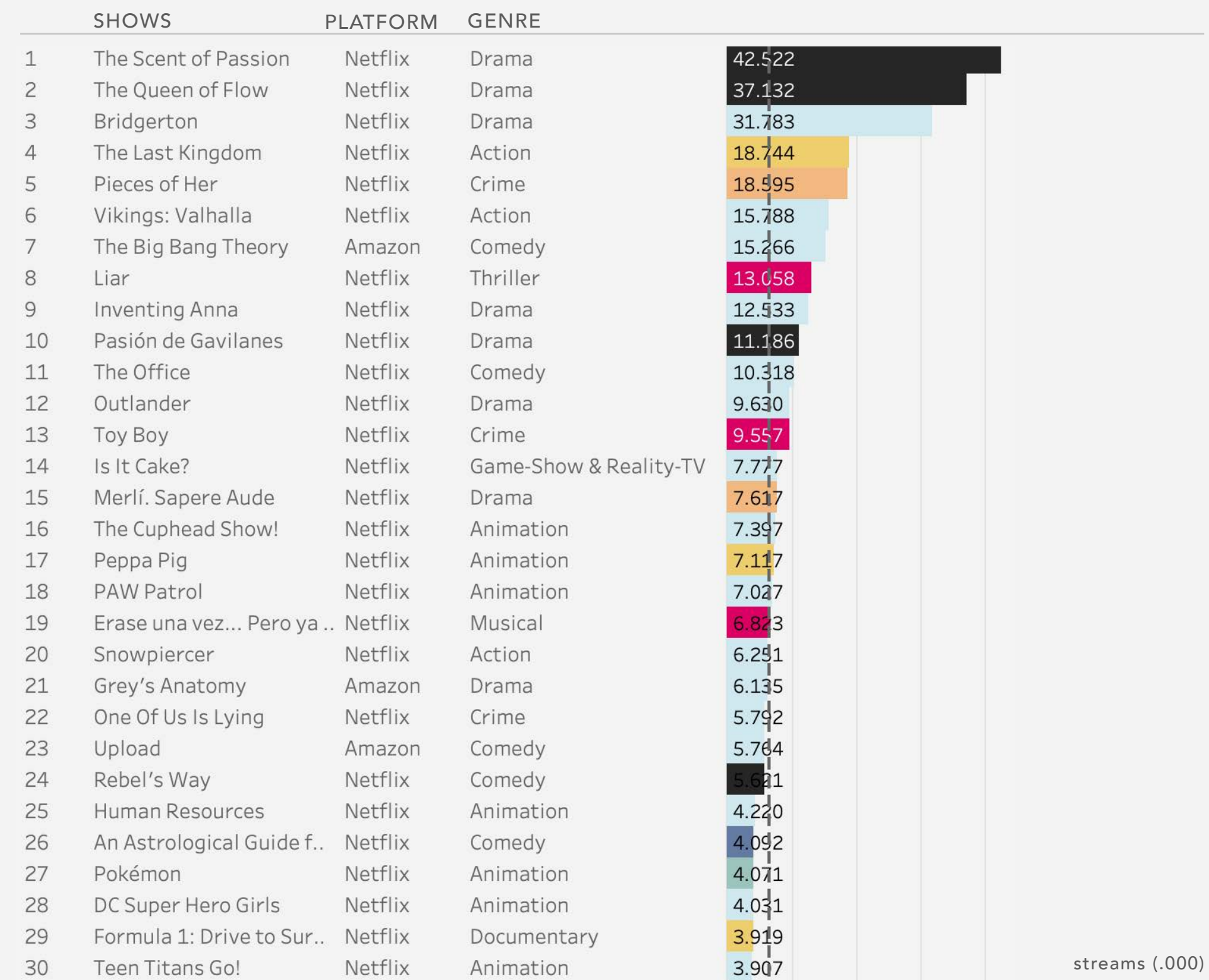
"LA ABUELA", PACO PLAZA'S GENRE FILM, HITS TOP 24 WITH 617K STREAMS ON AMAZON

The film accumulated \$1,976,706 at the local Boxoffice in February's still-pandemic box-office. Although horror films are not so present in this quarter monthly reports, back in the summer of 2021 we have seen at least 4 horror indie European titles performing at top level on Netflix and across territories. Can there be more opportunities to better promoted horror films? Check the HOT TITLES section for more.

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



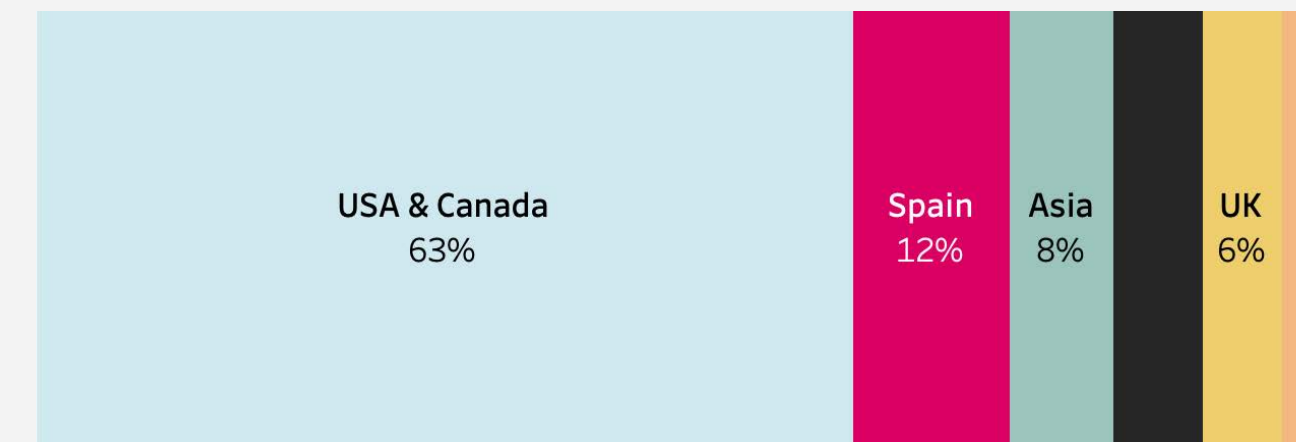
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



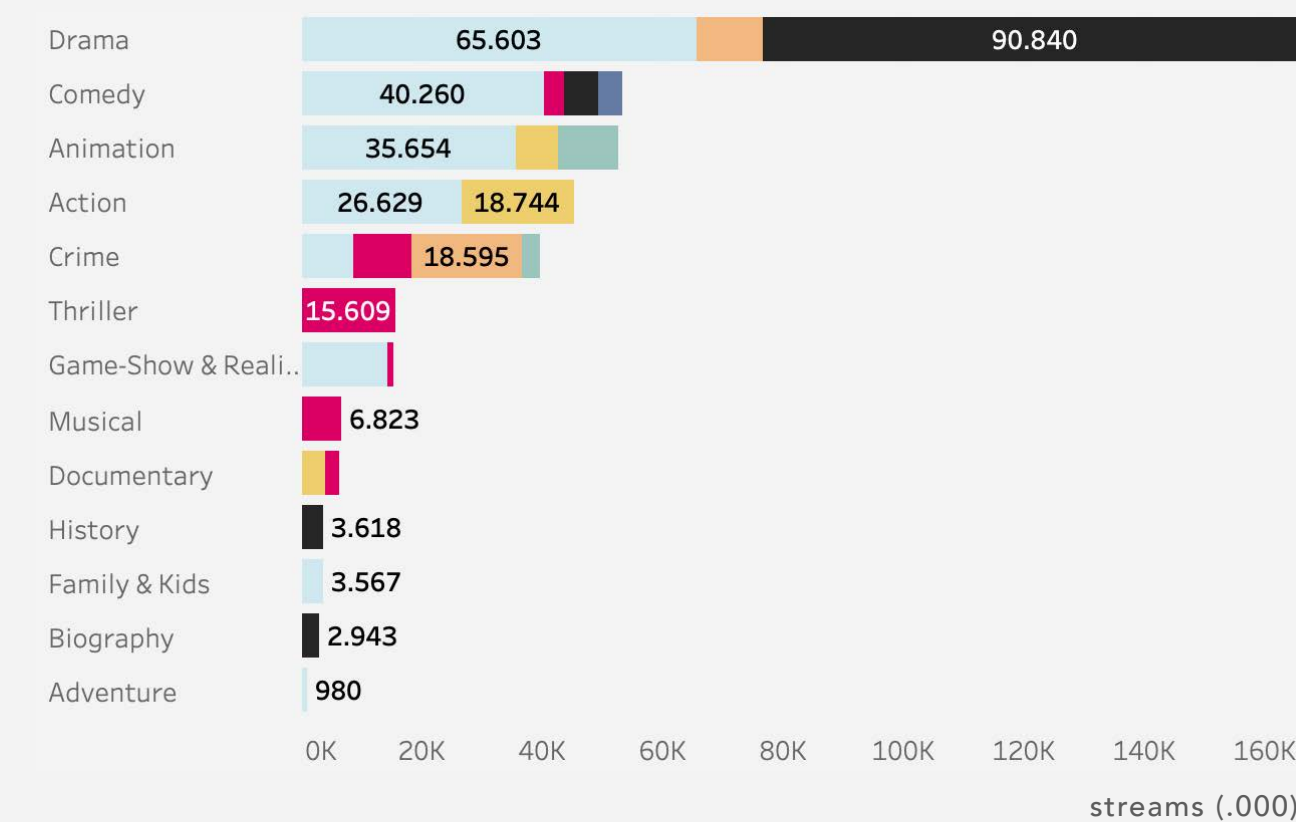
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



LATAM PRODUCTIONS BEAT BRIDGERTON AND ANYTHING ELSE PRESENT IN THE CHART, WITH A RISE OF 21% FROM PREVIOUS MONTHS, WITH 103M STREAMS IN MARCH

Telenovelas work like magic in the market. The 92 episodes of "The Scent of Passion" continue to thrill Spanish audiences, with 42M, and "The Queen of Flow" collected 37M streams. "Pasión de Gavilanes" help to complete the full figure for LATAM Dramas, which is 90.8M streams. Netflix's big smash "Bridgerton" released on March 25, broke worldwide viewing records - we will have to wait for the following report to see whether Shondaland's production influences the Spanish audience and dethrones telenovelas. This month that didn't happen, the stream force of Latam content comes from far. To be fair, it's hard to compare such different formats: soap operas with around one hundred, 55-minute episodes, versus one season of eight, 50-minute episodes.

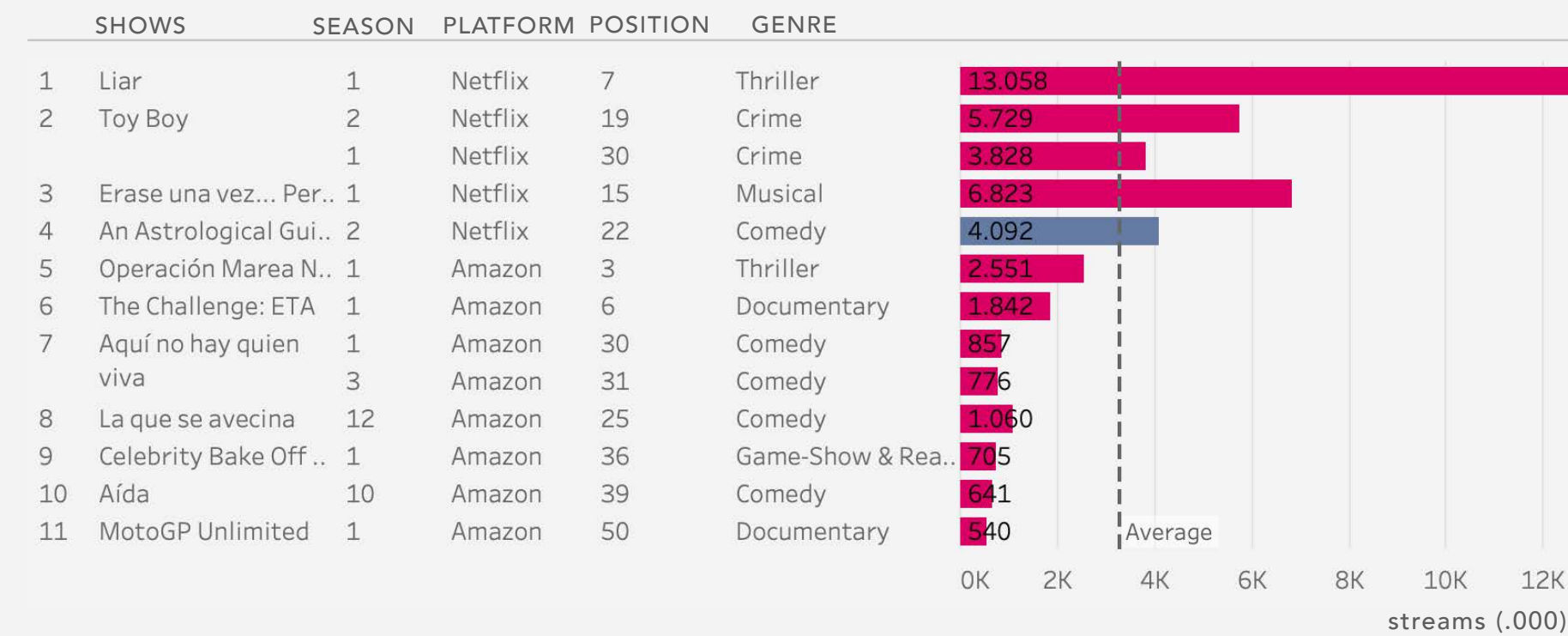
The final season of British Historical fiction, "The Last Kingdom", triggered 18.7M and was at the Top5. The return of "Vikings: Valhalla" to Netflix was keenly awaited by fans, but with 15.7M streams it fell short.

SPANISH PRODUCTIONS FAIL MISERABLY AND DROP 13 POINTS WITHIN THE CATALOGUE SHARE BUT MANAGE TO KEEP THE SAME STREAMING SHARE TO 10%

European and local shows lose their edge in the Top20, where we only find 3 Spanish fiction products, which perform quite poorly. It is even worse for European content, which accounts for just 1% of the catalogue share this month as well.

SPAIN 100 SHOWS | EUROPEAN FOCUS

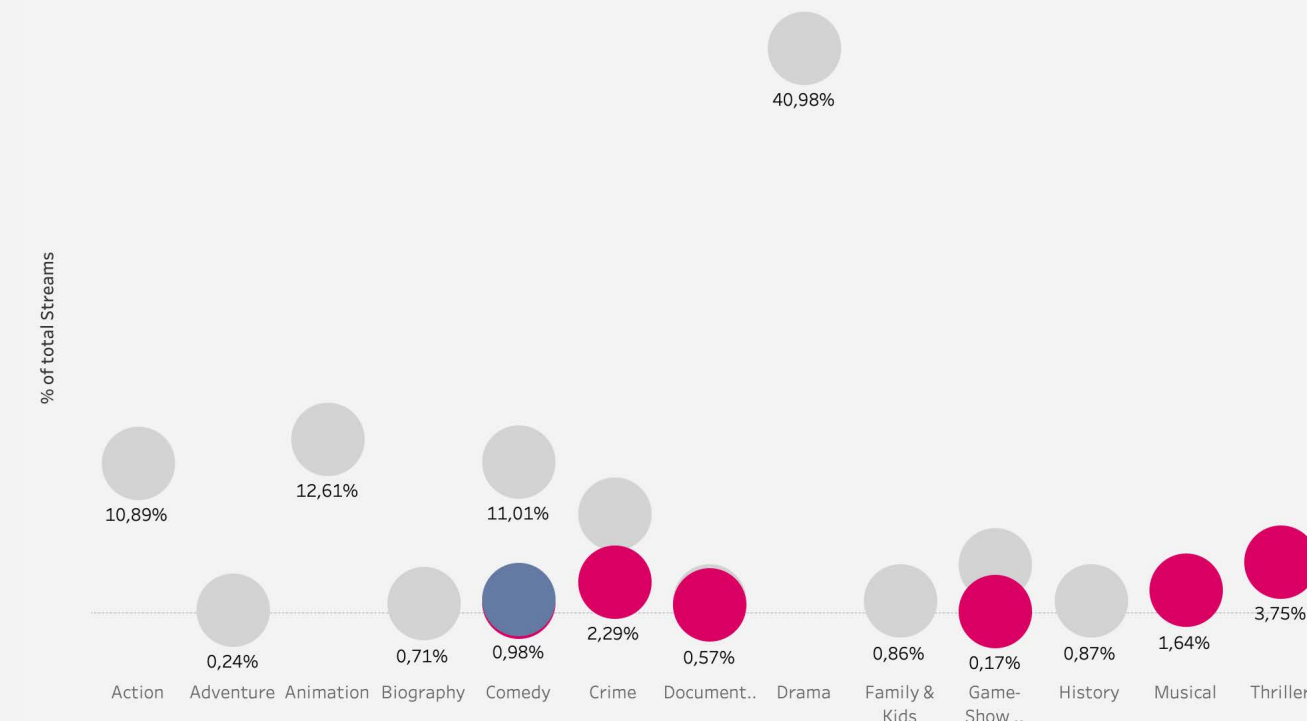
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES

- Europe
- Spain
- Others

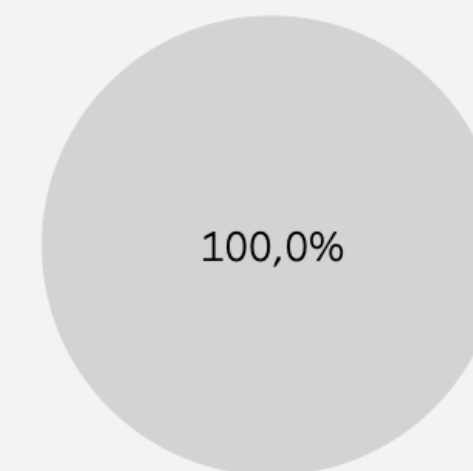
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres Shows ESP	Europe	Spain
Comedy	1	3
Crime		1
Documentary		2
Game-Show & Reality-TV		1
Musical		1
Thriller		2

CONTRIBUTION TO DRAMA STREAMS



WHAT NETFLIX PURCHASE BECAME GOLD?

Netflix's local acquisitions from local broadcasts have a second chance to catch the audience's attention. Atresmedia Studios production "Liar" collected 13M streams after getting a shot at it on Atresplayer months ago and not transcending that threshold. A similar example "Toy Boy", which was fished from the same network's grid, and commissioned by Netflix for the following season. Crime fiction accounted for over 9.5M streams.

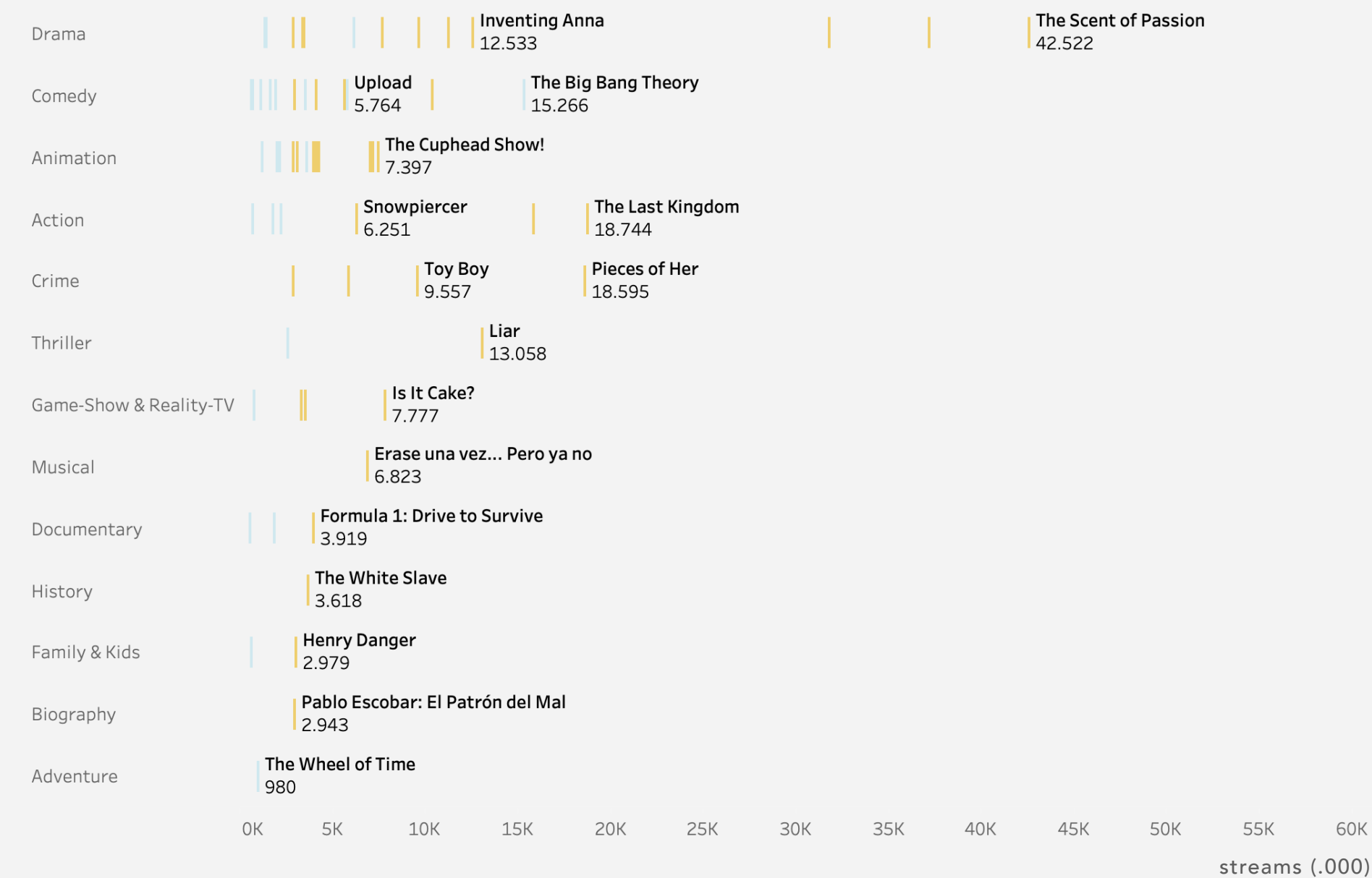
Mexican showrunner Manolo Caro signed a new collaboration deal with Netflix for a musical series "Erase una vez...pero ya no", with reggaeton star Sebastian Yatra as lead, and also featuring well-known Spanish celebrities, but the production withered on the vine at #15 6.8M. After the success of "La Casa de Las Flores" and "Someone Must Die", this latest work didn't cause any ripples.

Europe production didn't stand a ghost of a chance in March, having only 1 title in Top100. The final season of "An Astrological guide for broken hearts," an Italian rom-com, caught on among Spanish audiences, with 4M streams.

Amazon Studios' "Operación Marea" and "The Challenge: ETA" have the perfect profile to attract local audiences. As a novelty, 6 of the 11 European series in the Top 100 are from Amazon, although they all, on average, performed way below par. However, it gives the platform the chance to compete against Netflix, at least in terms of accumulated streams.

SPAIN 100 SHOWS | SVOD PLATFORMS

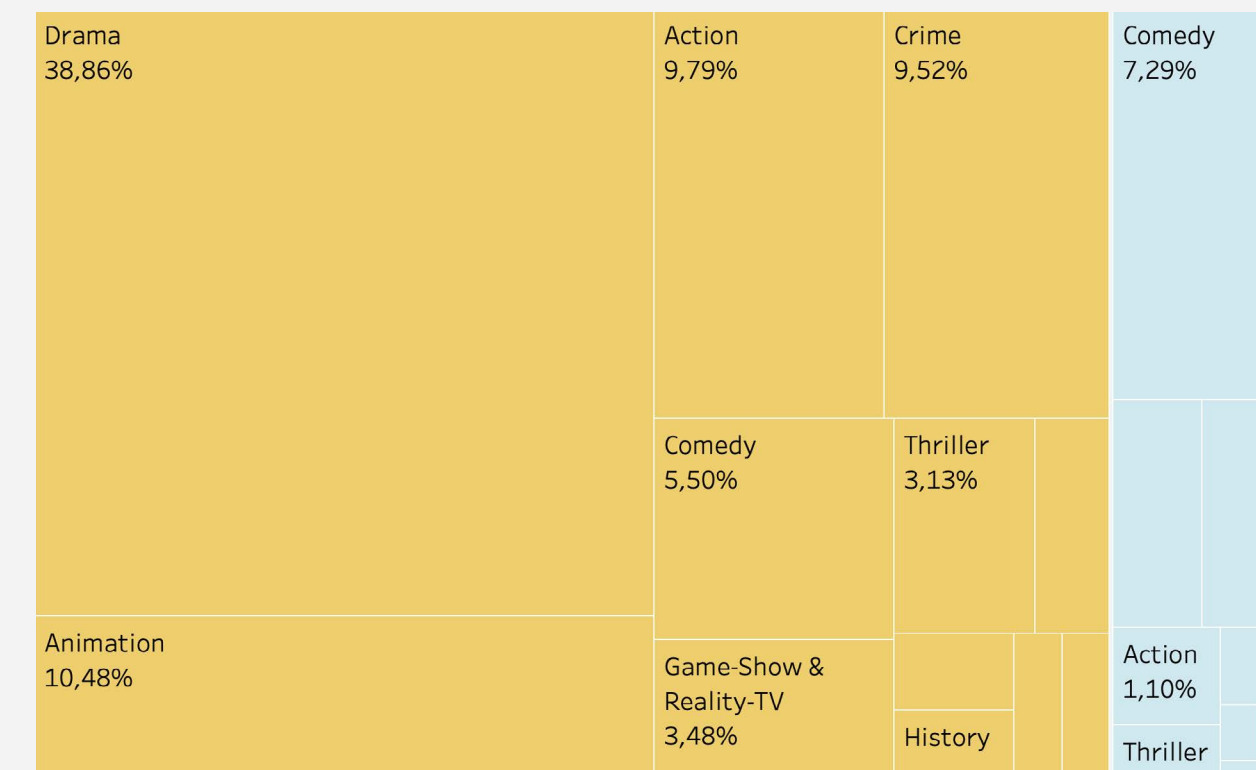
TOP SHOWS STREAMS BY GENRES



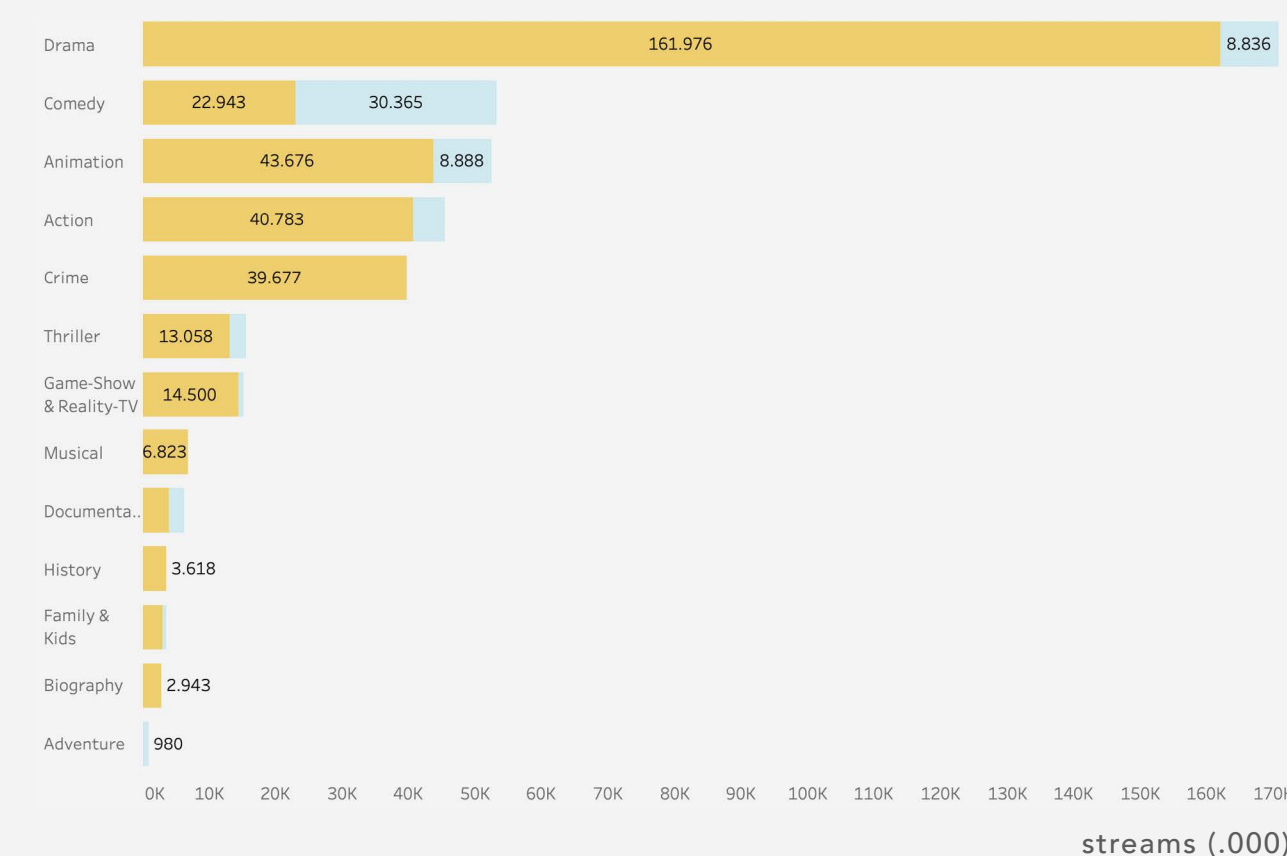
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



NETFLIX DRAMAS DIDN'T FIND A COMPETITOR WITH ALMOST 39% OF THE TOP100 STREAMS (161.9M STREAMS)

Latam telenovelas and Bridgerton's second-love story cornered the chart. Comedies ranked as the second-most streamed genre boosted by Amazon views, the #1 genre on the platform accounting for 30M streams: "The Big Bang Theory", "Upload", and "Marvelous Mrs Maisel" played their part in the success. As opposed to Amazon, the genre is losing force on Netflix. Brand perception plays a crucial role in consumption behaviour, which is remarkably different in the five European markets.

Netflix deploys a diversity of content in the Top100. It scales up Animation (46M streams on Netflix, accounting for 10% of total streams), Crime (9%) with thriller drama starring Tony Collete's "Pieces of Her" as the frontrunner with 18.5M streams. Also, Thriller and Game-Show & Reality formats each collected over 13M streams on Netflix.

HOT CONTENT IN SPAIN

LA ABUELA: HOW EUROPEAN HORROR IS FINDING ITS PLACE IN THE GIANT STREAMERS

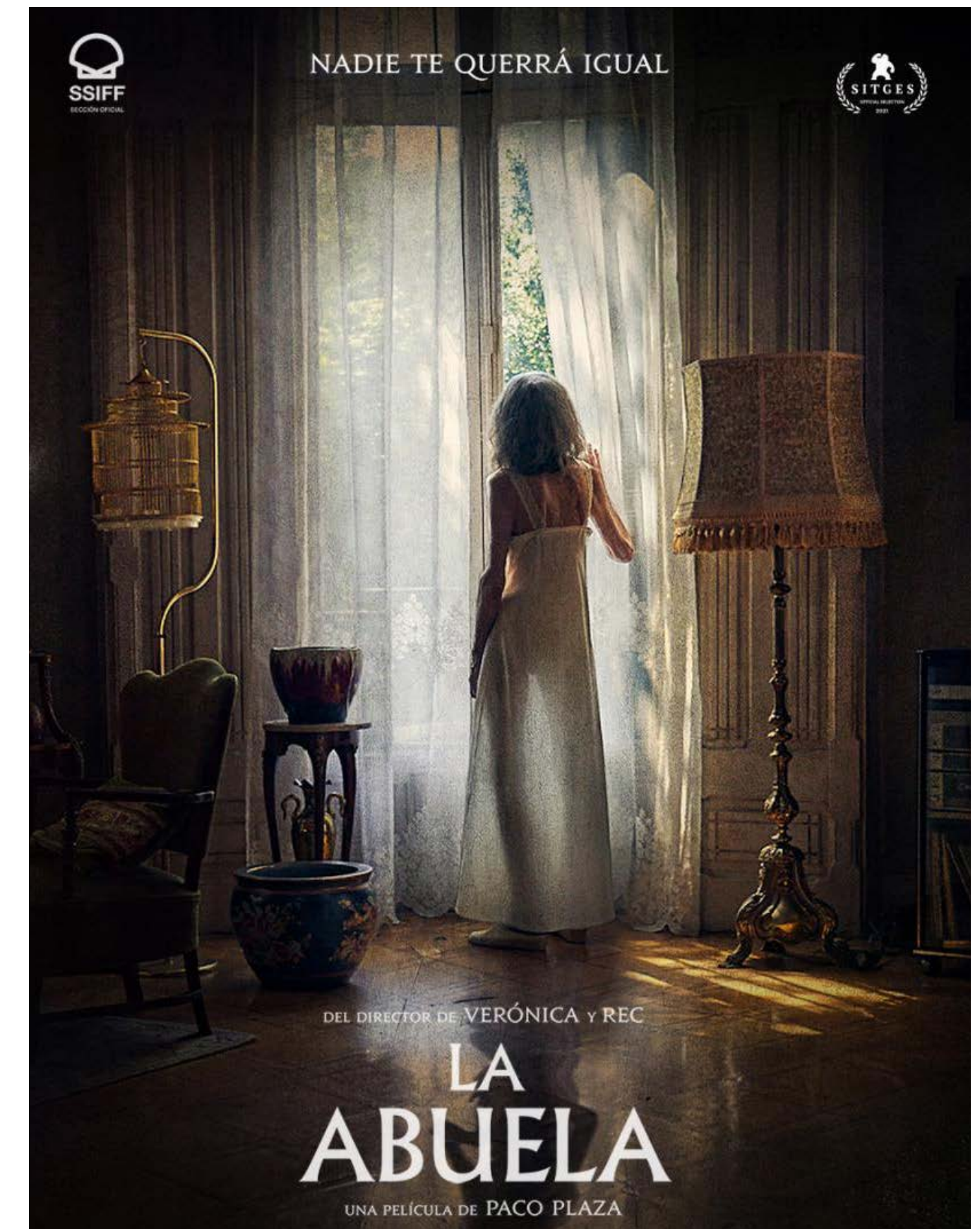
“La Abuela” is directed by Paco Plaza and produced by Apache Films (Enrique López Lavigne), Atresmedia Cine, Sony Pictures and Amazon. This is a horror film about a young model whose visit to her grandmother turns into a nightmare. Paco Plaza (the “REC” saga, “Verónica”) collaborated in the script with Carlos Vermut (“Quien te Cantará”, “Magical Girl”).

The film was launched in the Official Selection in San Sebastian and Sitges and was nominated for several Goya awards. This 4M budget horror movie took \$3,029,310 at the international box office after its recent exploitation in only 4 territories (Spain, France, Mexico and Russia). Adding up the other exploitation windows, including Amazon, it is likely that producers will break even and eventually make a profit by exploiting a few more territories and windows in the following months.

While this project seems to be highly successful for pandemic standards, Paco Plaza and Enrique López Lavigne are now shooting a new horror film commissioned by Netflix: a prequel to “Verónica” called “Hermana Muerte”.

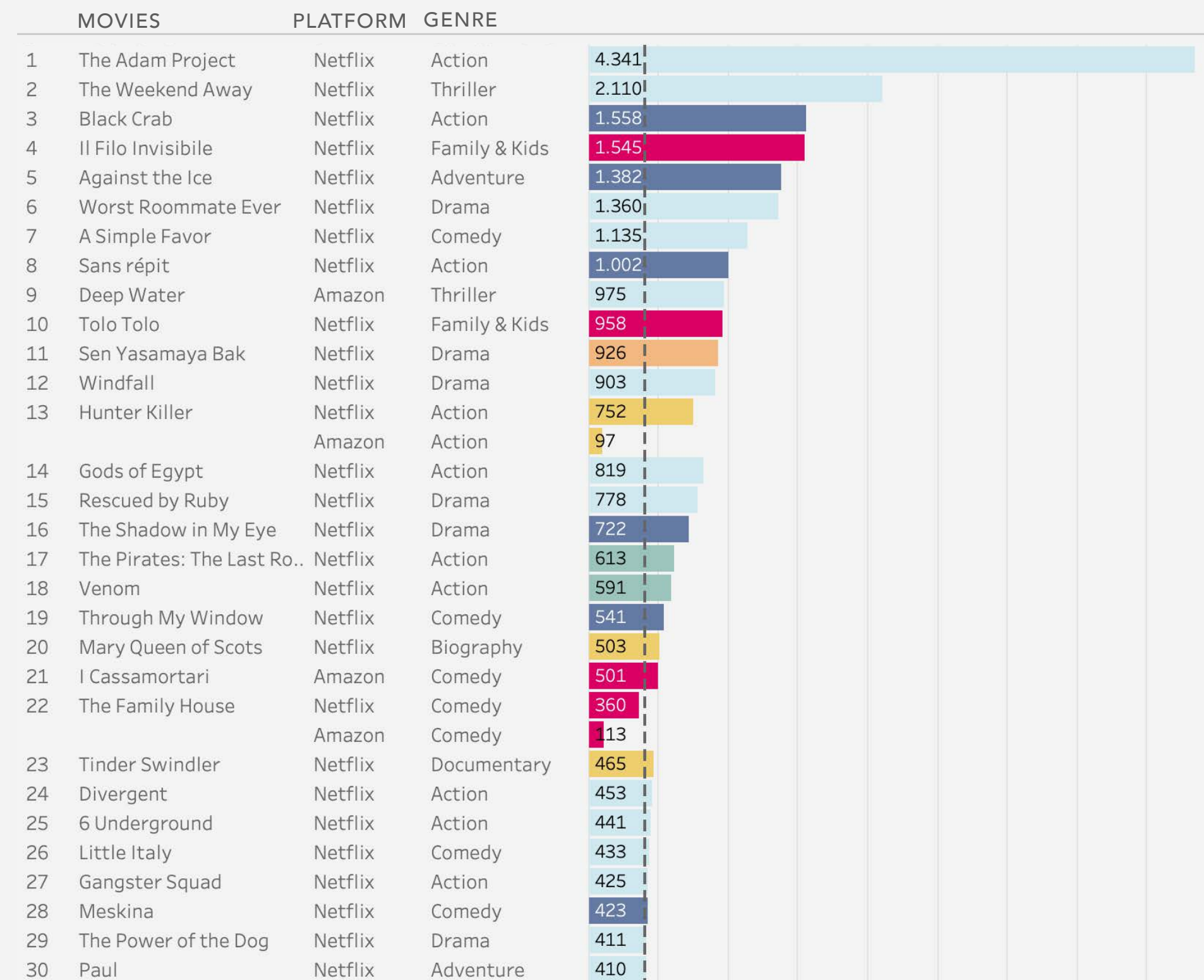
The horror segment context: Spain and Italy are the only European territories placing horror in top grids with several titles and beyond their region. The tradition of Spanish horror has been important for cinemas in the past decades. The streamers are also getting their bloody bite with titles that we have analyzed in past reports: “Malasaña 32” was in the top5 in July 2021 with 1.5M streams, and “The Wasteland” accomplished 2.1M streams in the top 6 in the Spanish market and 800K streams in France and Germany each. Italy has placed “A Classic Horror Story” in the top grid of France, in position #28 with 800K streams and “Non mi Uccedere” in its local market and France with 462K and 800K streams, respectively. Americans prove horror’s travelability in all the 5 analyzed territories: titles like “The Chainsaw”, “Open your Eyes”, “Split”, “Aftermath”, and the “Fear Street” saga conquered the top 10 positions with an average of 1.5M streams per month per territory.

Horror is definitely a category for other European players to exploit; there seems to be space left here for that. Netflix seems to be the leader, but can Amazon and the others break through?



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

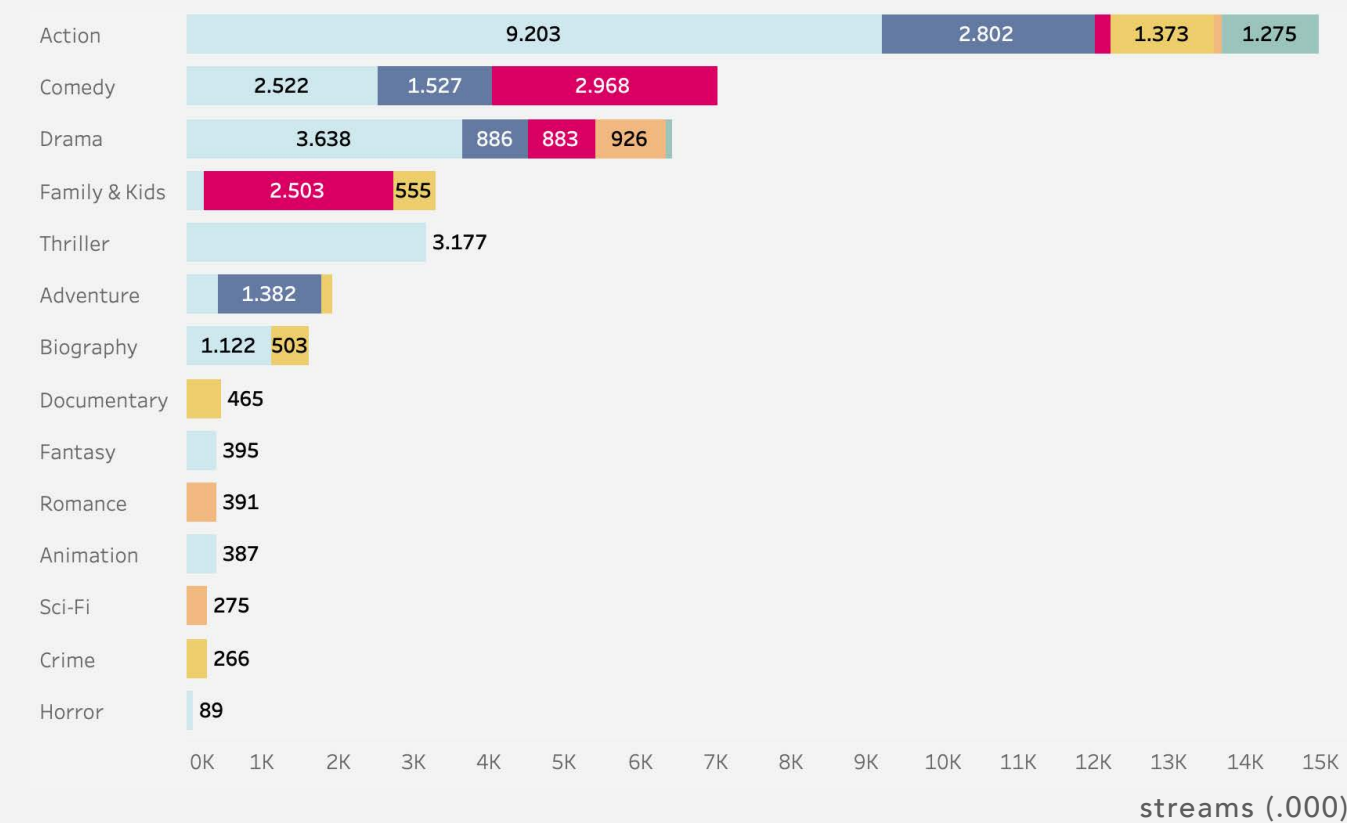
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



ACTION AND THRILLER FLICKS GATHERED IN THE TOP 10, AND WERE THE MOST-STREAMED GENRE, WITH 14.9M STREAMS

Netflix's release of the month, "Adam Project", ranked in the front line with 4.3M streams. The rest of the chart didn't surpass 2.1M streams. Compared to the sister marker, Spain, the gap in the total views is quite remarkable. "Adam Project" holds the record of being one of the most-streamed movies on Netflix in our reports. Since we've been recording data, no film has passed the 4M streams/month mark.

JUST THREE THRILLERS HANG IN THE CHARTS AND PUT IN AN IMPRESSIVE AVERAGE PERFORMANCE OF OVER 1M STREAMS

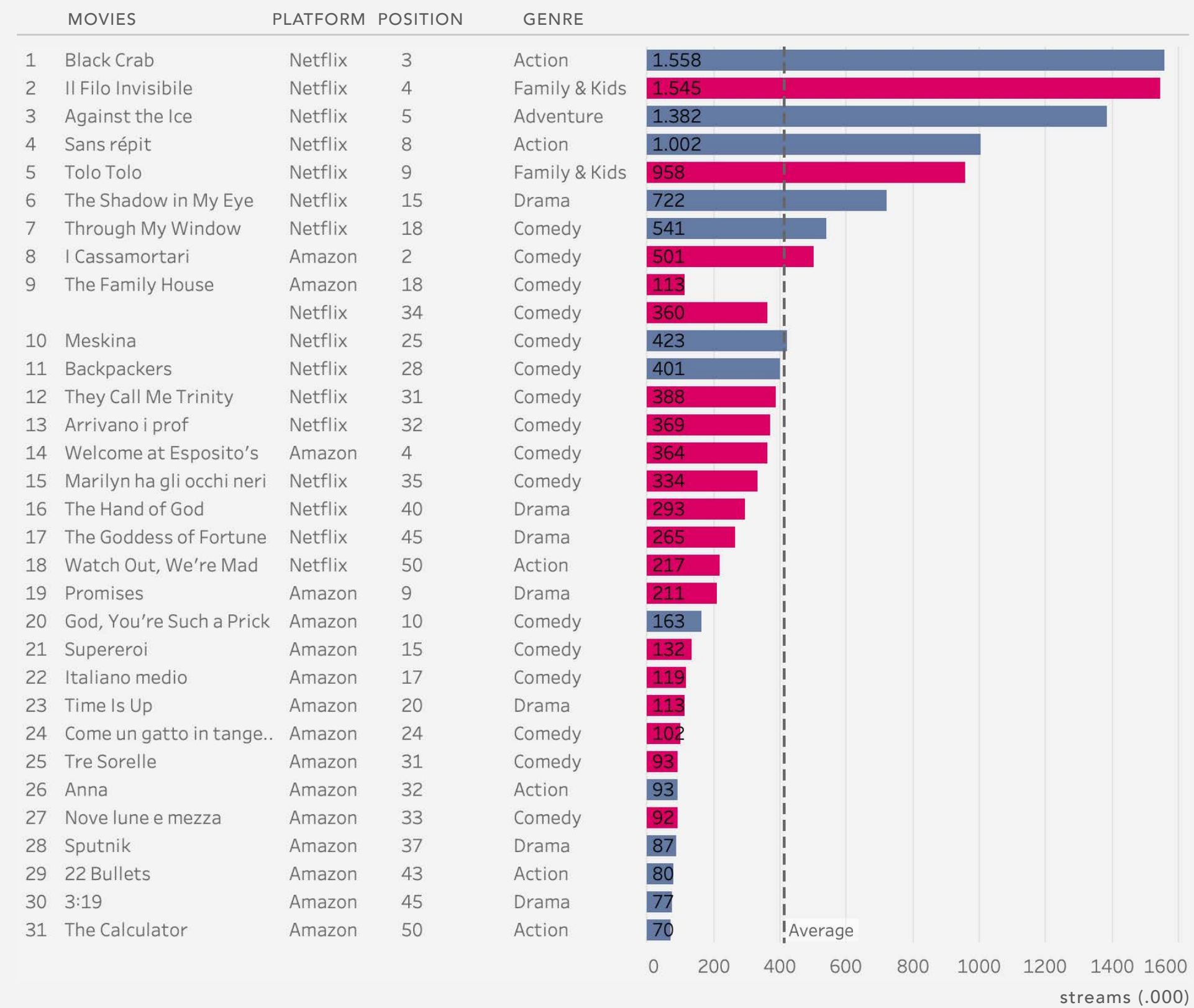
In "The Weekend Away", author Sarah Alderson adapted her novel into a screenplay, enhanced with clues, dead-ends, and sinful temptations, and became the second-best movie in the grid with 2.1M streams. Amazon Studios' "Deep Water" starring Ana de Armas and Ben Affleck, reached position #9) with 975K streams. There was much pressure on Adrian Lyne's "Deep Water," a film dumped onto Hulu after Disney bought Fox wanted out of a movie about horny people.

ITALY KEEPS THE MEDAL FOR THE MARKET WITH THE LOWEST AMERICAN CONTENT IN THE TOP100, ONLY 45% OF THE CATALOGUE SHARE

Nevertheless, in March, the top is crowded with American productions blending with European and local content. Italy and France are the sole non-English markets where local movies are the second force. The picture changes when we talk about shows.

ITALY 100 MOVIES | EUROPEAN FOCUS

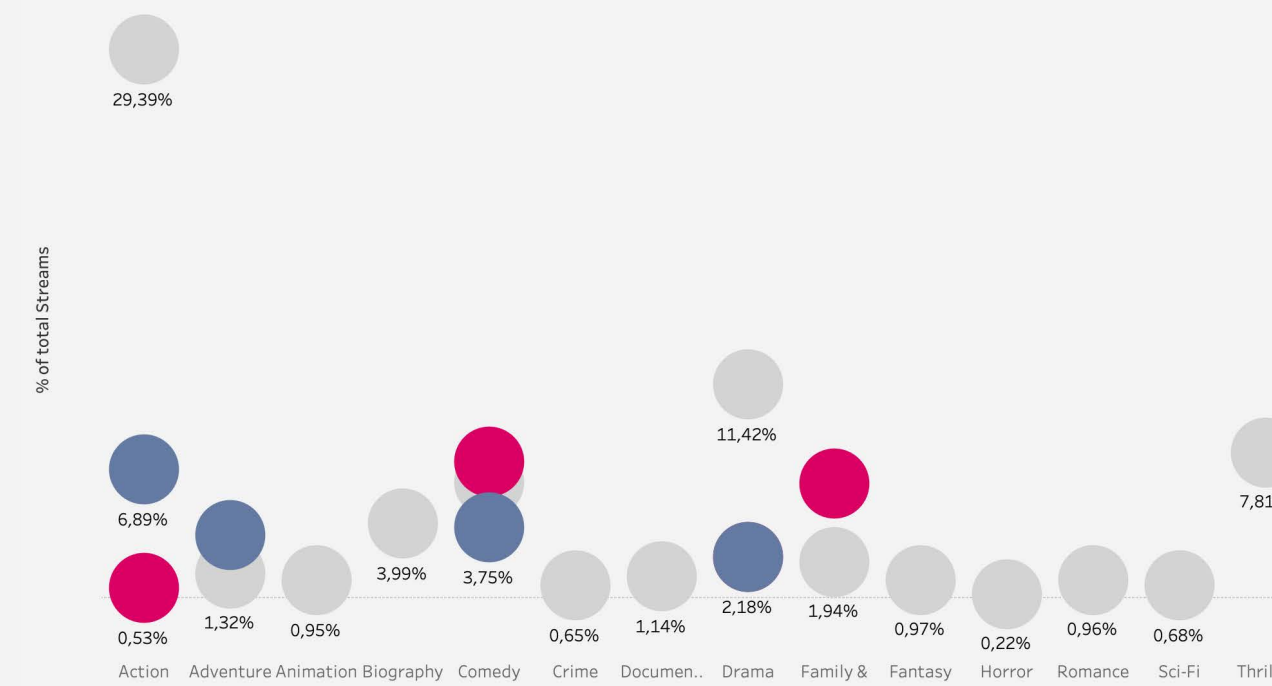
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



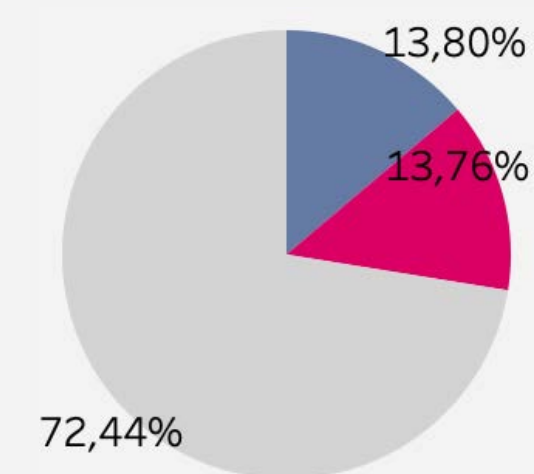
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movie..	Europe	Italy
Action		5	1
Adventure		1	
Comedy		4	11
Drama		3	4
Family & Kids			2

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN FLICKS INCREASED THEIR PRESENCE IN THE CHART, COLLECTING 6.5M STREAMS WITH 13 MOVIES AND BEATING LOCAL FILMS IN TERMS OF AVERAGE PERFORMANCE

Three action-adventure films ranked in the Top5: "Black Crab" (1.55M), "Against the Ice" (1.3M) and "San Répit"(1M). The latest, called initially "A Tombeau Overt", has been in the Top4 for the past weeks. Spanish teen rom-com "Through My Window" continues to thrill audiences at #7, with a total of 2.6M since its release.

EUROPEAN AND LOCAL DRAMA EQUAL STREAMS WITH A 2,17% CONTRIBUTION TO TOP100

The only Drama performing above average is "The Shadow in My Eye" (#15 on Netflix), with 722K streams. The film is a touching war drama in which Ole Bornedal reconstructs one of the most painful collective tragedies experienced in Denmark: the catastrophic bombing of Shellhus, the Gestapo headquarters in central Copenhagen, and its incalculable collateral damage.

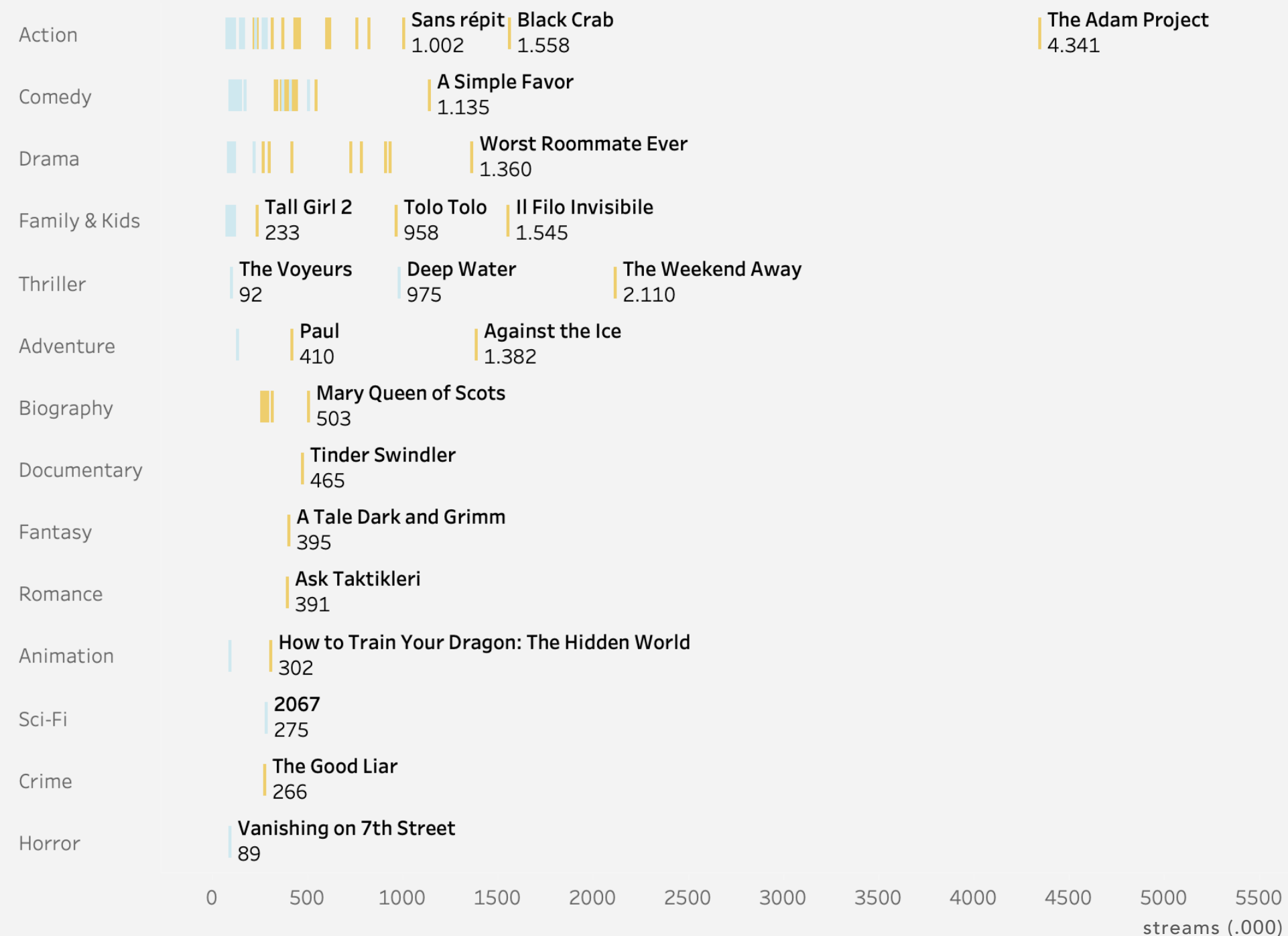
ITALIAN CONTENT STANDS OUT IN COMEDIES AND BEST THE REST OF THE PRODUCTIONS WITH 7,29% OF TOP100 STREAMS (2.9M STREAMS)

There are 15 comedies on the chart that perform average or below average, 11 of which are local productions. The same content doesn't enjoy the same popularity as "The Family House" available on Netflix and Amazon, which doubled streams on the giant N service.

"Il Filo Invisibile", a drama about a homo-parental family with a plot twist reaches top 4 with 1.5M streams.

ITALY 100 MOVIES | SVOD PLATFORMS

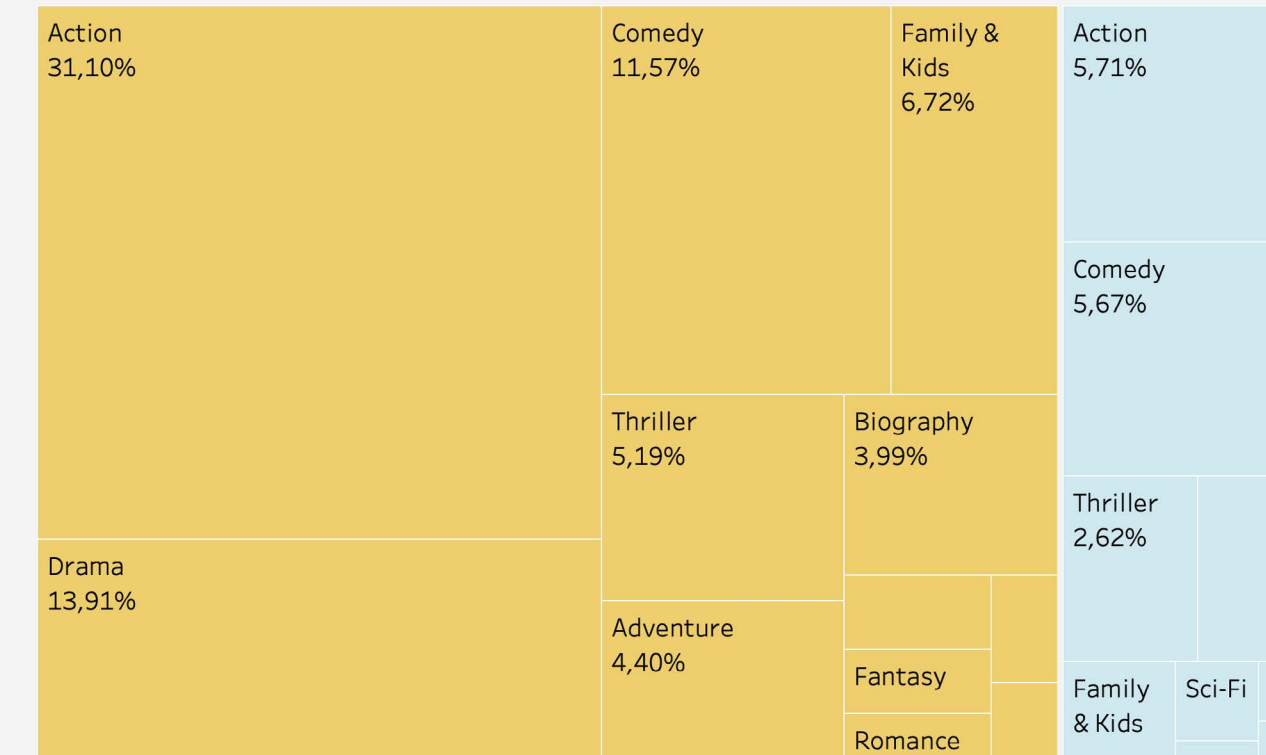
TOP MOVIES STREAMS BY GENRES



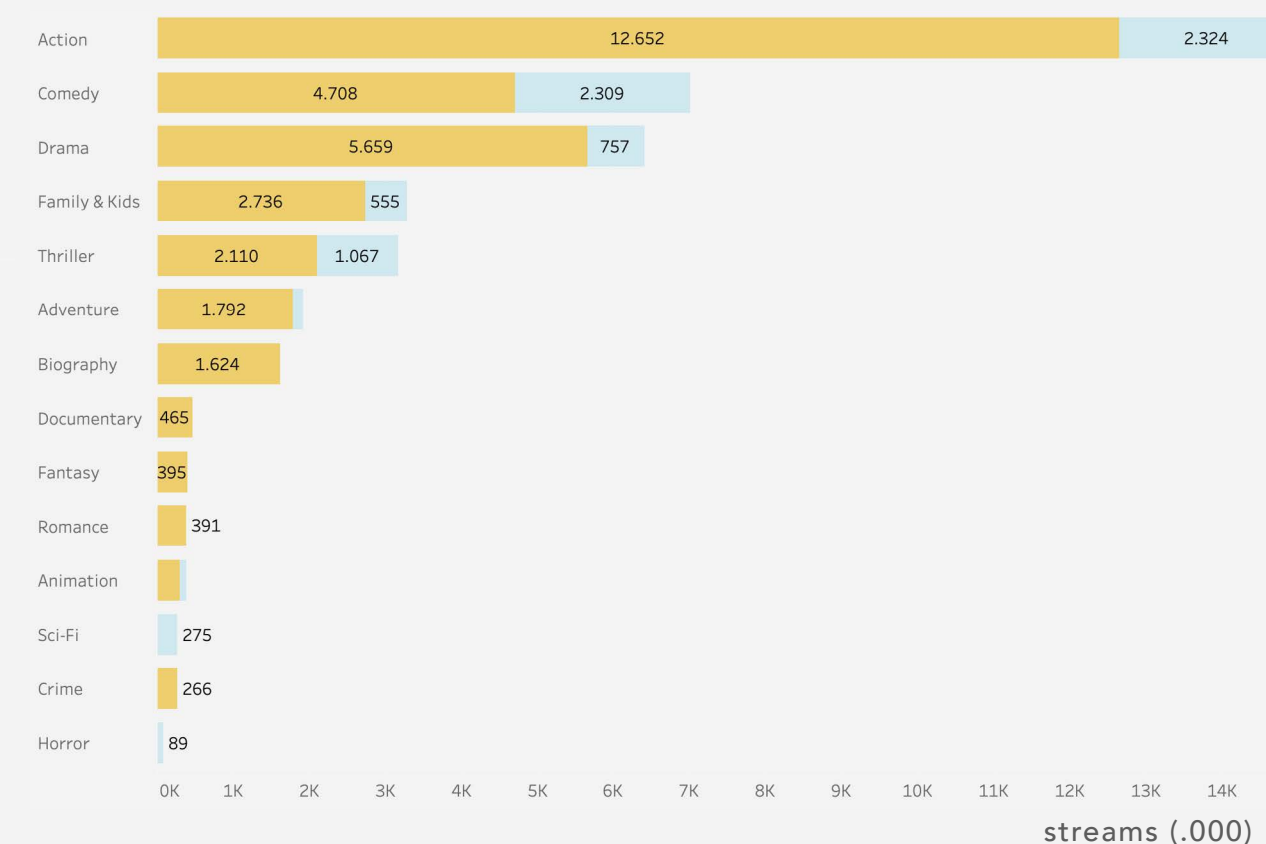
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ACTION ON NETFLIX GATHERED 31% OF TOP100 STREAMS (>12M STREAMS), BUT NOT ALL THAT GLITTERS IS GOLD IN THE CHART

Apart from "The Adam Project" and Swedish "Black Crab," the rest of the action flicks underperformed significantly on Amazon. Drama ranked as the second-most streamed genre on Netflix accumulating streams mainly on "Worst Roommate Ever" and Turkish drama "Sen Yasamaya Bak." Turkish content is on the up on Netflix, with some titles popping up in the Top50, such as the romance, "Ask Taktikleri."

Nonetheless, Comedy stole the second position due to Amazon figures (2.3M), which reflect that comedies continue to hold firm (Even if the average per movie is weaker than for dramas)

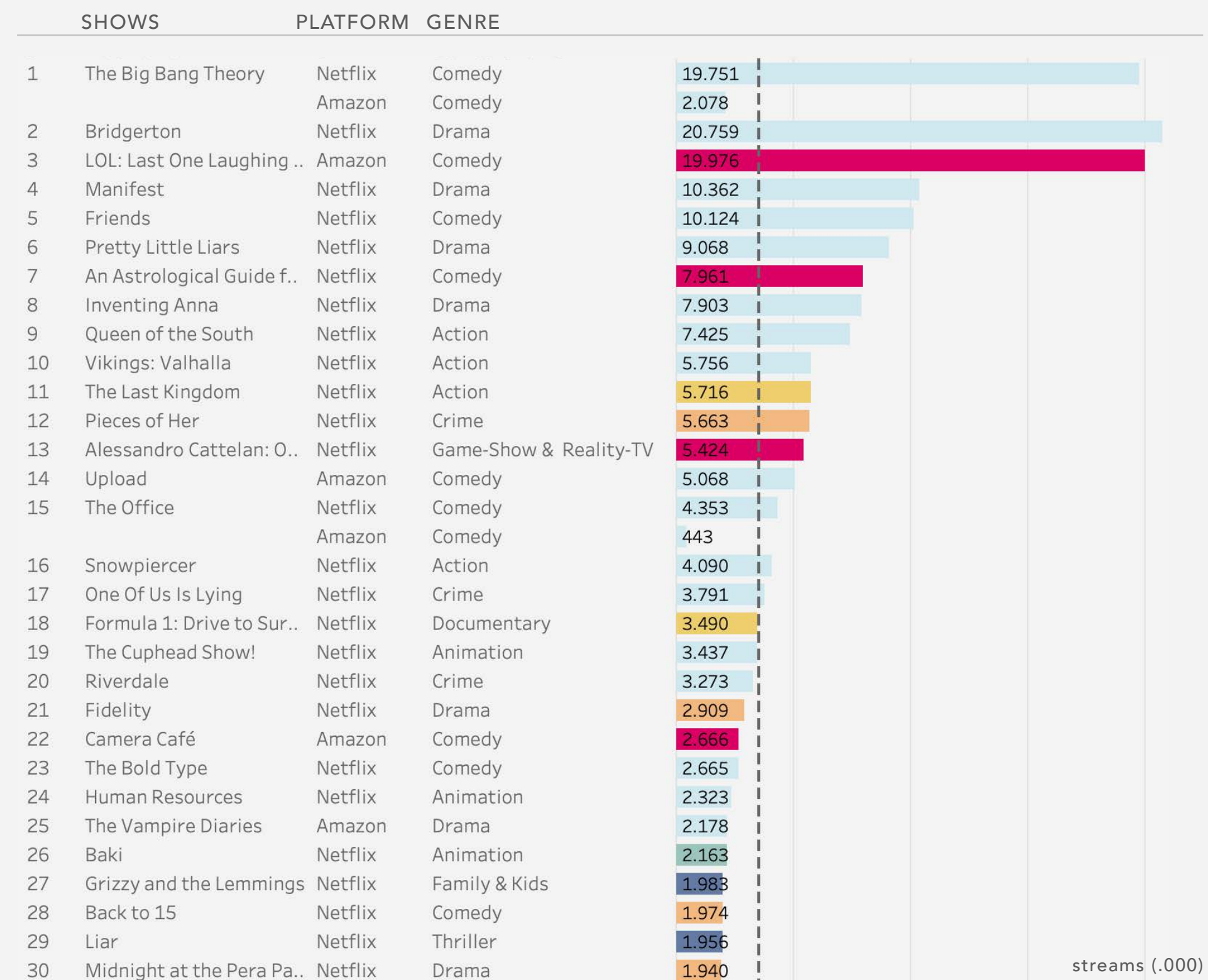
AMAZON BROUGHT ONE COMPETITIVE MOVIE TO THE CHART WITH THE "DEEP WATER";

Lyne's comeback after a 20-year absence is one of the selling points of his new adaptation of a 1957 Patricia Highsmith novel. The movie was made for theatres but delayed multiple times due to the pandemic and was finally released on Hulu/Amazon (outside the U.S.) with a conspicuous lack of fanfare. The gap between Netflix and Amazon as regards the Thriller genre was below 1M.

ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



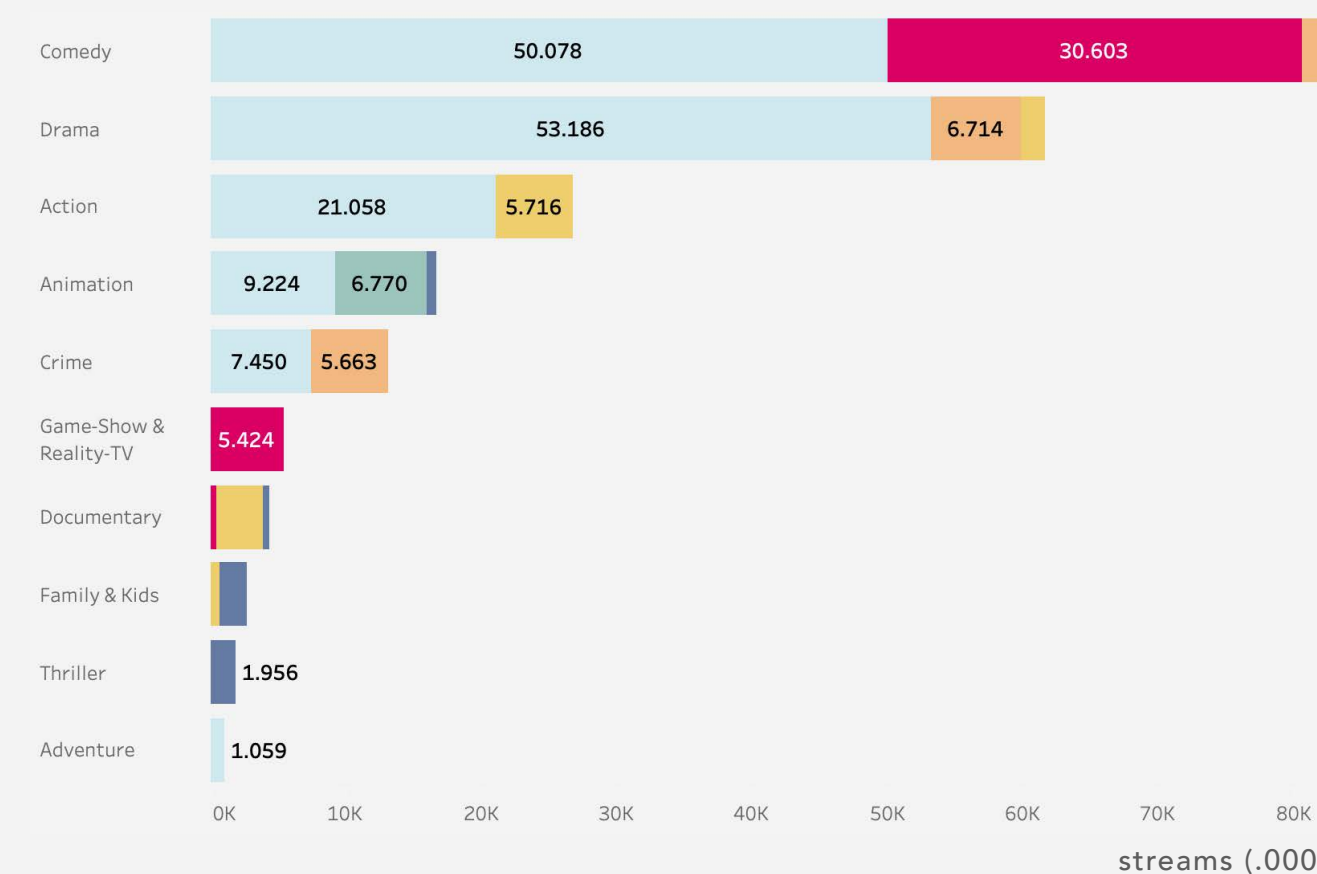
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



LOCAL ADAPTATION OF REALITY CONTEST TV-FORMAT “LOL” MADE #3 WITH 19.9M STREAMS ON AMAZON AND ALMOST BESTED SHONDA RHIMES MEGAHIT “BRIDGERTON” (20.7M)

Two countries hog the Comedy show: American and Local content ruled the chart, making the genre the most-streamed in March with 82.6M. Only by a 20M streams gap, 3 Italian comedy series are racing against American licensed classics such as “The Big Bang Theory”, “Friends”, or “The Office,” among the other 6 US comedies in the grid.

IT IS PRETTY OUTSTANDING HOW 9% OF THE ITALIAN CATALOGUE SHARE TOOK UP 17% OF TOP 100 STREAMS

(>37M streams). This rate by titles is not easy to hold for non-American productions - Local content works like magic for the local audience.

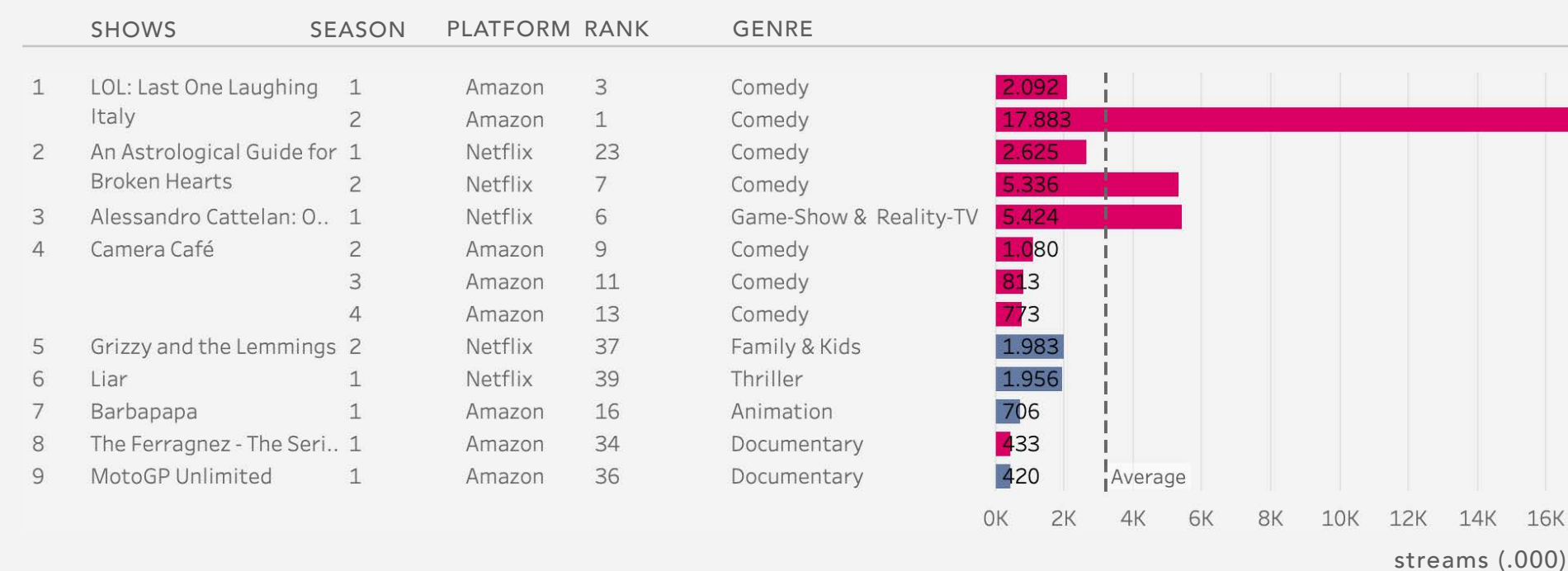
DRAMA MADE THE SECOND-BEST POSITION WITH 61M STREAMS,

spurred by late March released “Bridgerton”, which captured 20.7M in less than one week. “Manifest” has been on the chart since January and keeps a high score of 10.3M at #4; the show stayed at #1 for eight weeks in a row. “Pretty Little Liars” had a comeback, and after the global buzz “Inventing Anna” stayed a little longer in the Top 10.

ITALY 100 SHOWS | EUROPEAN FOCUS

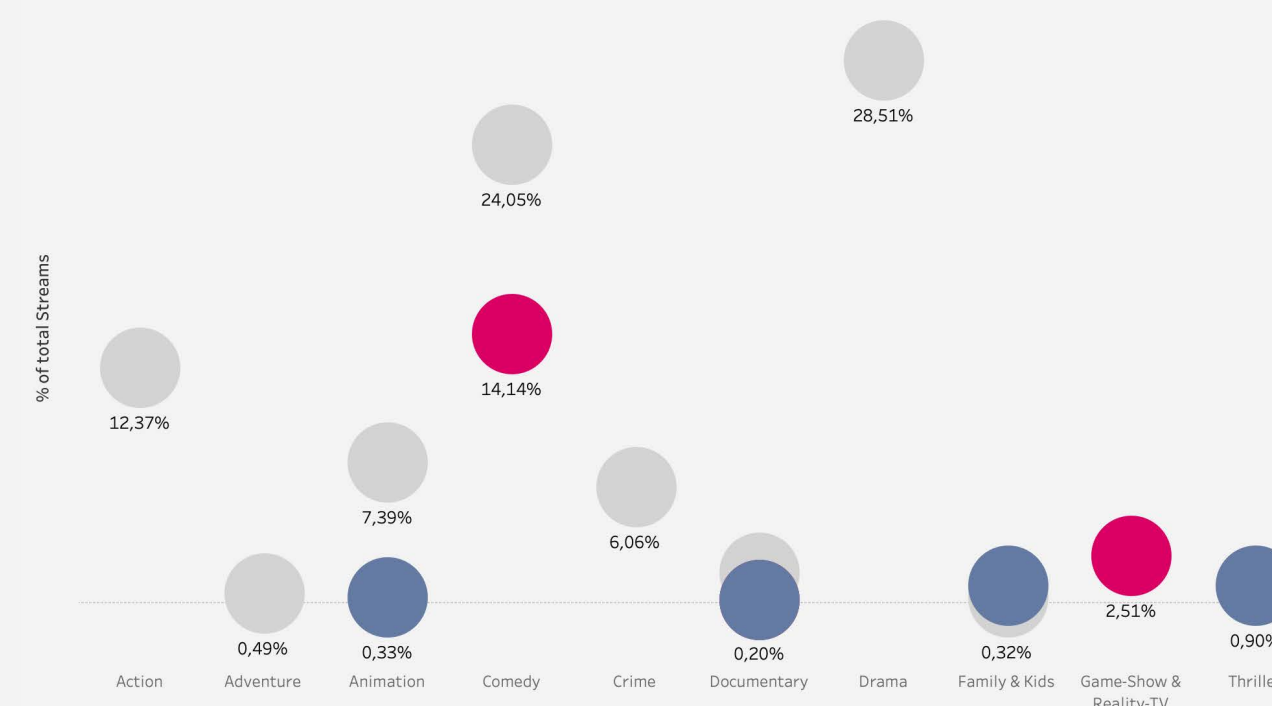
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



EUROPEAN CONTENT DIDN'T MAKE THE REPRESENTATION GRADES IN THE TOP100 ITALIAN CHARTS AND ONLY HELD 3 TITLES, WHICH PERFORMED BELOW PAR

It has been harder to enter the Top100 shows for European productions while American and local competition is fighting fiercely. The second edition of the "LOL" Italian adaptation gathered 17.8M streams; encouraged by the figures, the platform has renewed it for a third edition. The final season of rom-com "An Astrological Guide for Broken Hearts," wasn't quite the sensation expected for the local market and fell short with 2.6M streams - the show doubled streams in the Spanish market with over 4M.

"Alessandro Cattelan: One Simple Question" is a 2022 Italian hybrid between documentary and reality series following television host and personality Alessandro Cattelan. It was released internationally on Netflix on March 18, 2022, and gathered quite an audience, accounting for 5.4M streams.

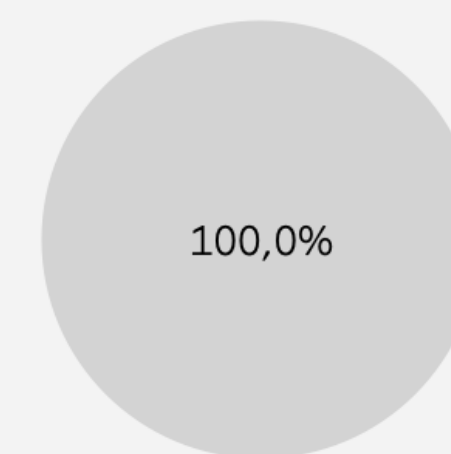
The privileged position of drama we noted previously doesn't come from European or Local content as there is zero contribution to the genre.

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows IT	Europe	Italy
Comedy		3
Documentary	1	1
Family & Kids	1	
Game-Show & Reality-TV		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS

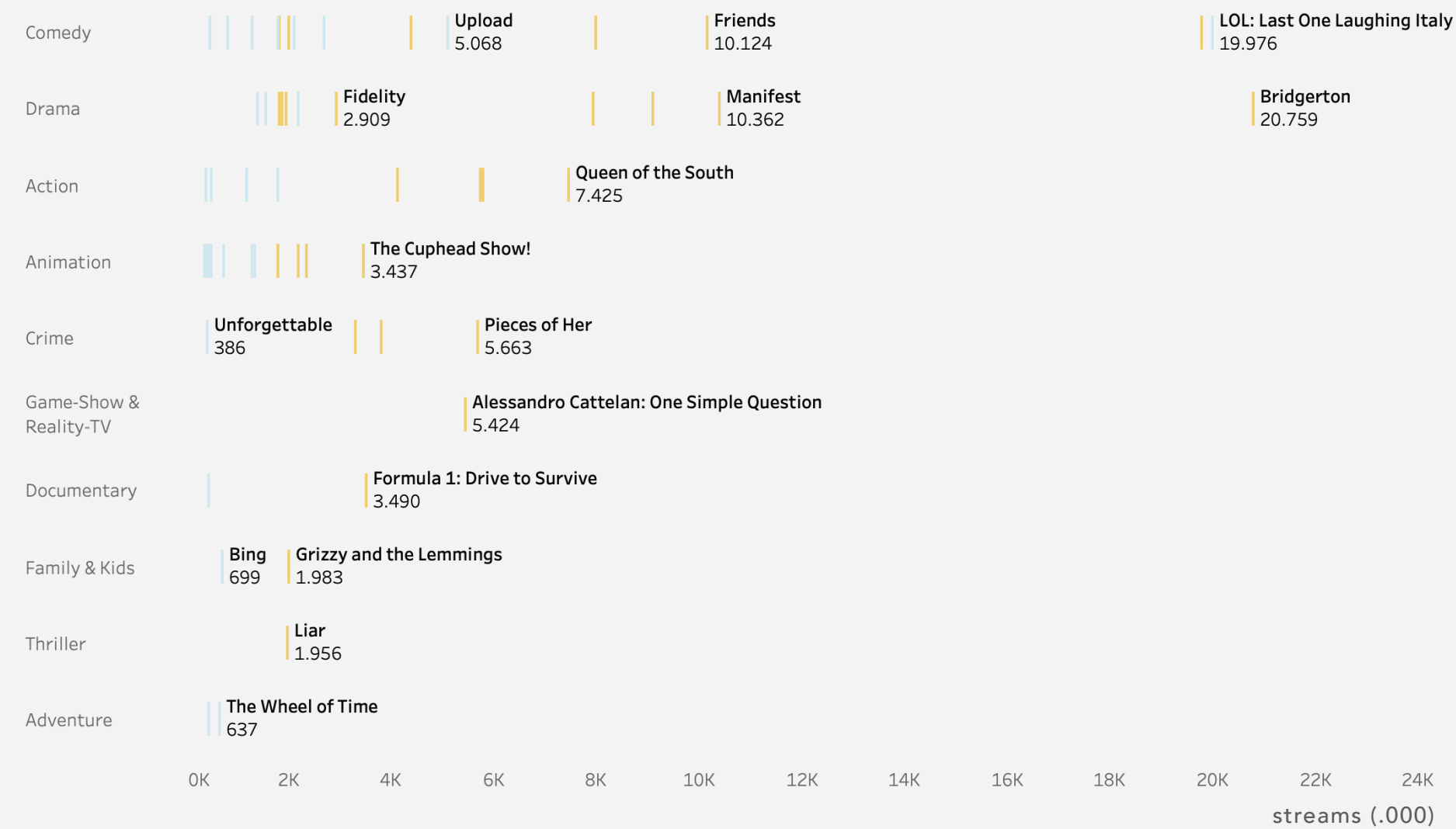


PRODUCTION COUNTRIES

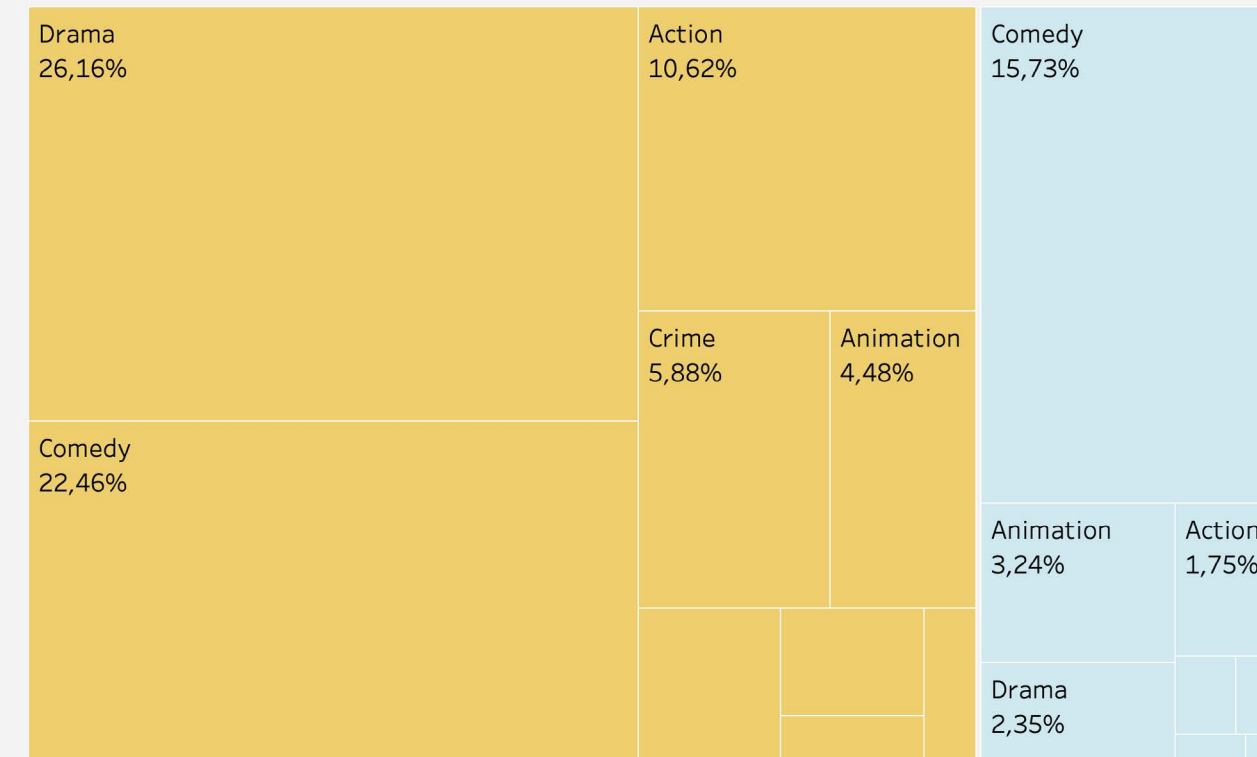
- Europe
- Italy
- Others

ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



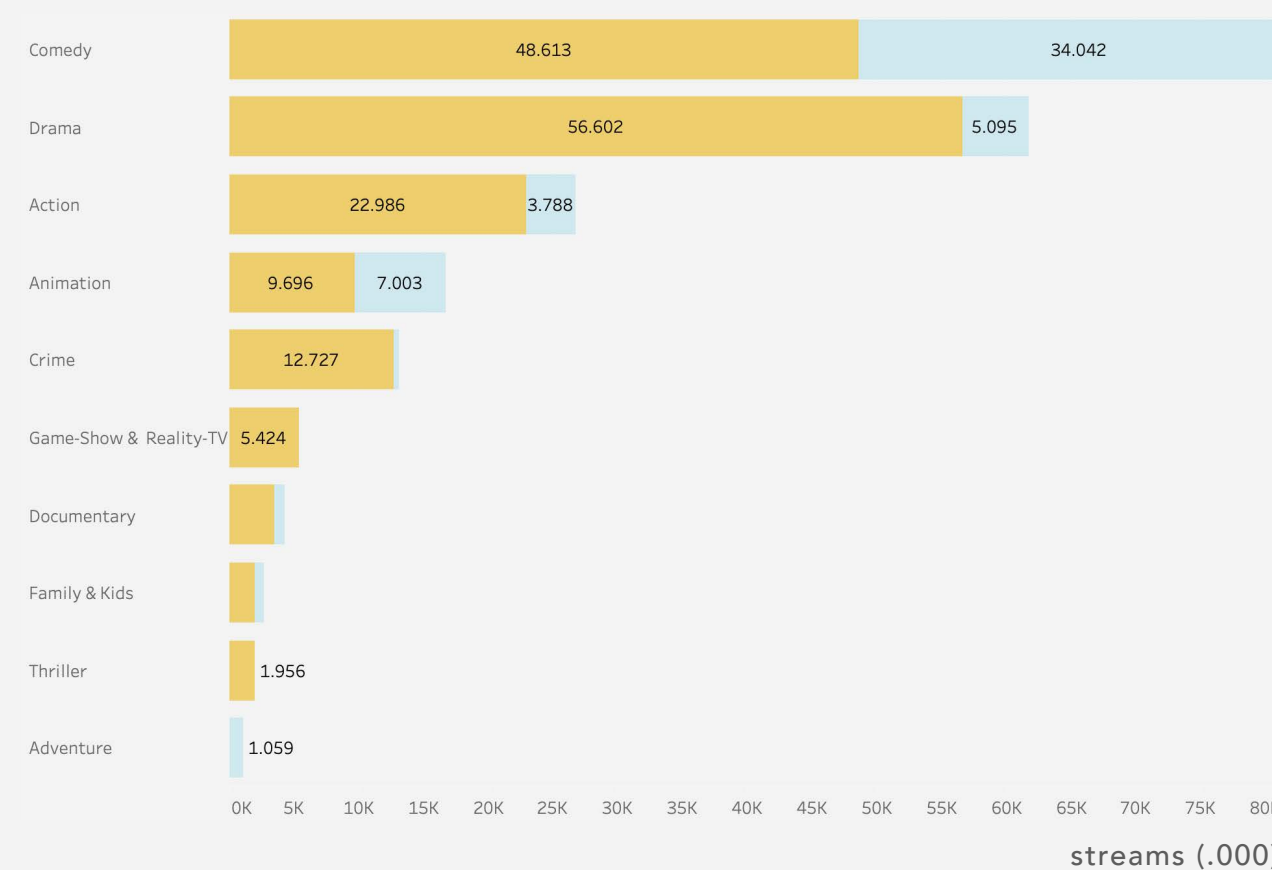
DRAMA ON NETFLIX BEAT THE RECORD WITH 26,16% (56.6M STREAMS), BUT AMAZON RECORDS GAVE THE FINAL WIN TO COMEDY

with a 37% stream share on both platforms. Drama is largely working on Netflix, while Comedy on Amazon registered 34M streams and shorten distances with the leading platform.

ANIMATION MADE 16.7M STREAMS SPURRED BY ASIAN ANIME

with series such as "Baki" on Netflix (2.1M streams) and other series streamed on Amazon like "Hunter x Hunter". The frontrunner was the musical slapstick series "The Cuphead Show!" which has been stealing laughs from the audience for the past weeks. The animation is based on the Canadian video game hit with the same name.

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



Animation is one of the few genres closing the gap between platforms and where consumption follows a similar partner.

OTT

- Amazon
- Netflix

HOT CONTENT IN ITALY

IL FILO INVISIBILE: OR HOW ITALIAN CINEMA BREAKS THROUGH BORDERS SHYLY.

HT Film produces this family comedy about a teenager growing up in a homo-parental family. Its 1.5M streams in Italy in the top 4 show that the film managed to cross over significantly transcend the LGBTIQ+ target audience. The film was launched in Italy on Netflix on the 4th of March and, just before, had three-day events in cinemas in its home country. This is a common strategy for local and international films premiering on the giant streamer with a valuable but limited award-winning audience to tackle a in cinemas before hitting the all-exclusive subscribers' small screen.

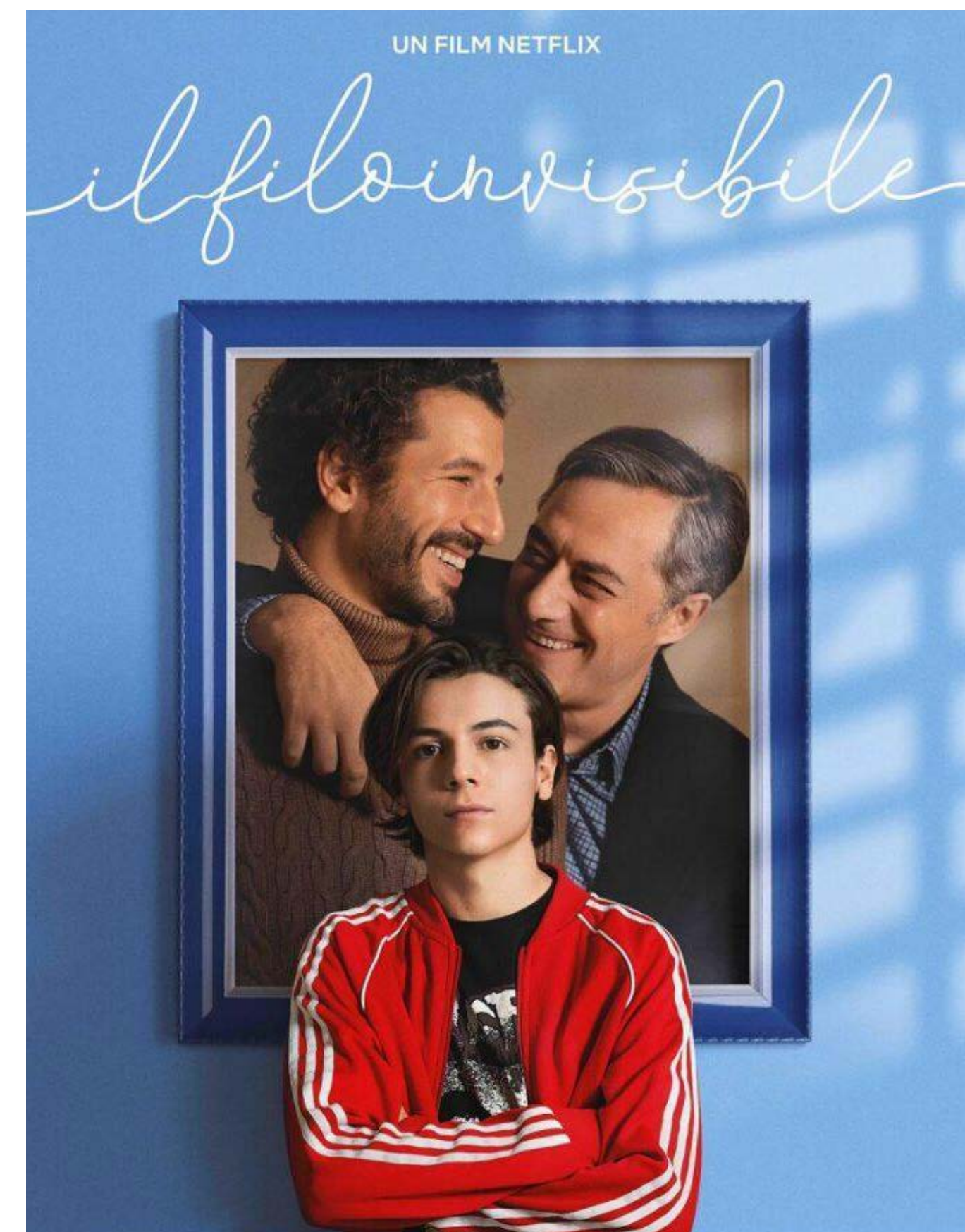
Launched in 2014, HT Film produced 4 films, including "Fortunata" with Jasmine Trinca. She won Best Actress in Cannes in 2017 and "Euforia", the debut of Italian veteran actress Valeria Golino, which premiered at Cannes, in Un Certain Regard. It seems like an up-and-coming producer company in Italy.

This Italian film is amongst the few to break through the borders of the other territories. Besides its home country, where it hit 1.5M streams and top 2 (below "Black Crab"), in Spain the film conquered the top 11 with 592K streams and in France the top 15 with 343K streams. It doesn't appear on the German and UK grids. Although the numbers are nothing to write home about, still they show a particular potential of Italian comedy that is yet to be seized upon/ could yet be seized upon.

Are italian films conquering audiences on the giant streamers?

Last month we analyzed Sorrentino's "Hand of God" and its difficulty in breaking through borders despite the Oscar winning talent, the coinciding Oscar campaign and the well-known figure of Maradona in the film. However, there are other types and genres of Italian titles present in the border countries' grids with high numbers: the leading title since we have analysis is the English-speaking thriller "Beckett" with 7,5M streams cumulated in August 2021, present in all 5 territories and with an average of 1.5M streams per country where Italy is not the highest.

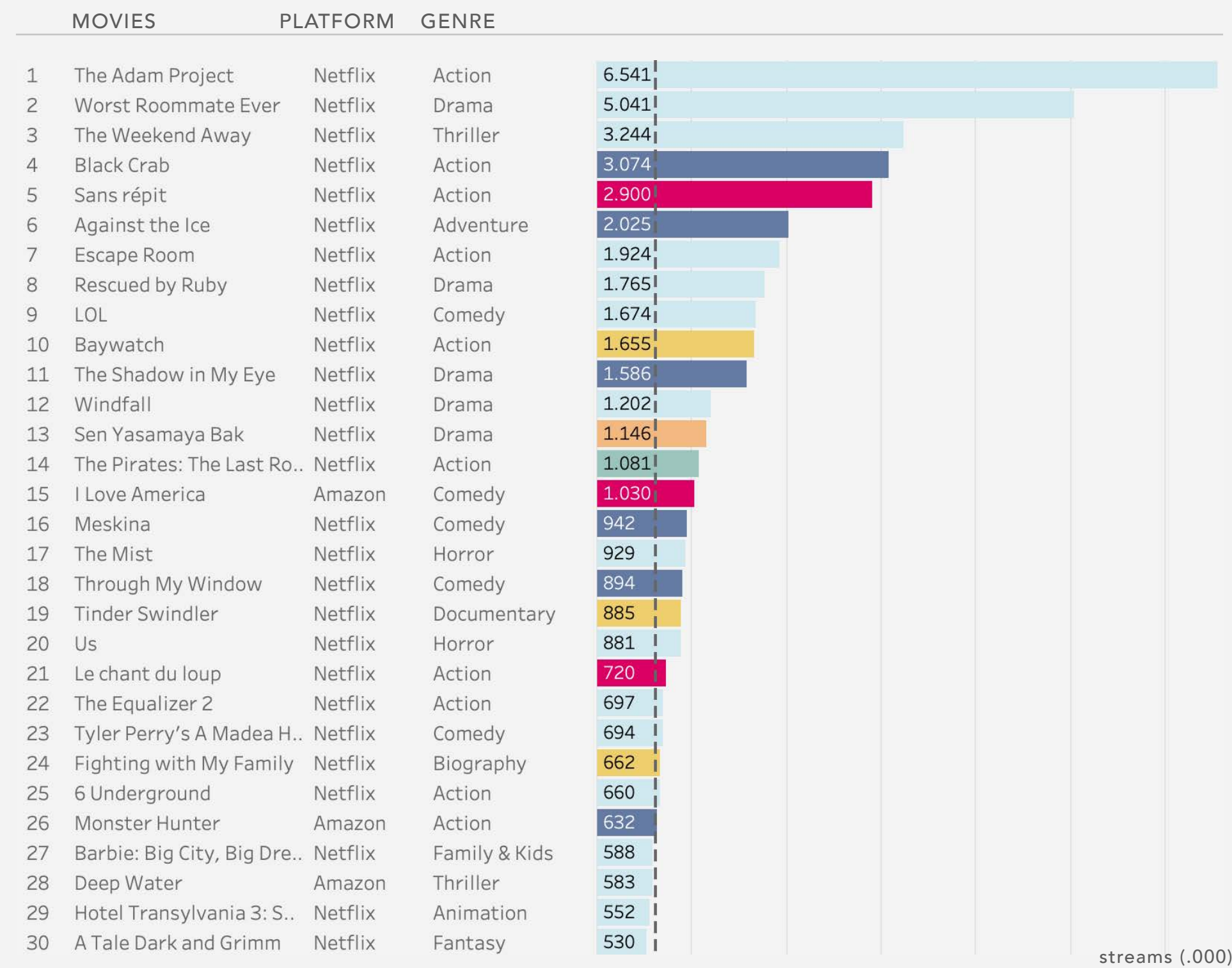
Still in the top 30 (between 2 and 3M streams adding up all territories), we find horror films like "A Classic Horror Story", "Non mi Uccedere", drama "Time is Up", and comedy "Quattro Metà". On the other hand, we identify local comedy hits that are mainly present only in the Top 15 in Italy like "An Almost Ordinary Summer", "Like a Cat On a Highway", and children's saga "Me Contro te Il Film 3", "Marilyn ha gli Occhi Neri". Many of these last few local titles always included a theatrical release, and majors like Warner or local giants like 01 were involved in production and distribution.



FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



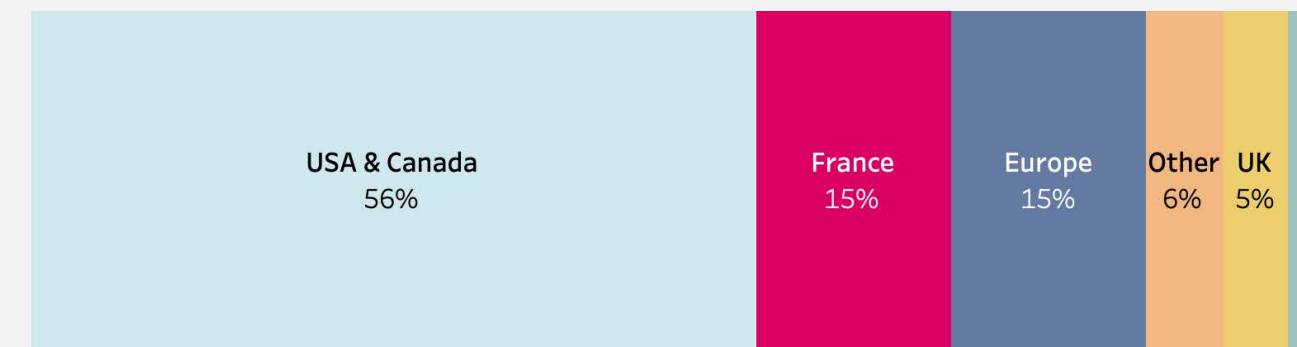
SHOWING 30/100 - [See complete chart here](#)

PRODUCTION COUNTRIES



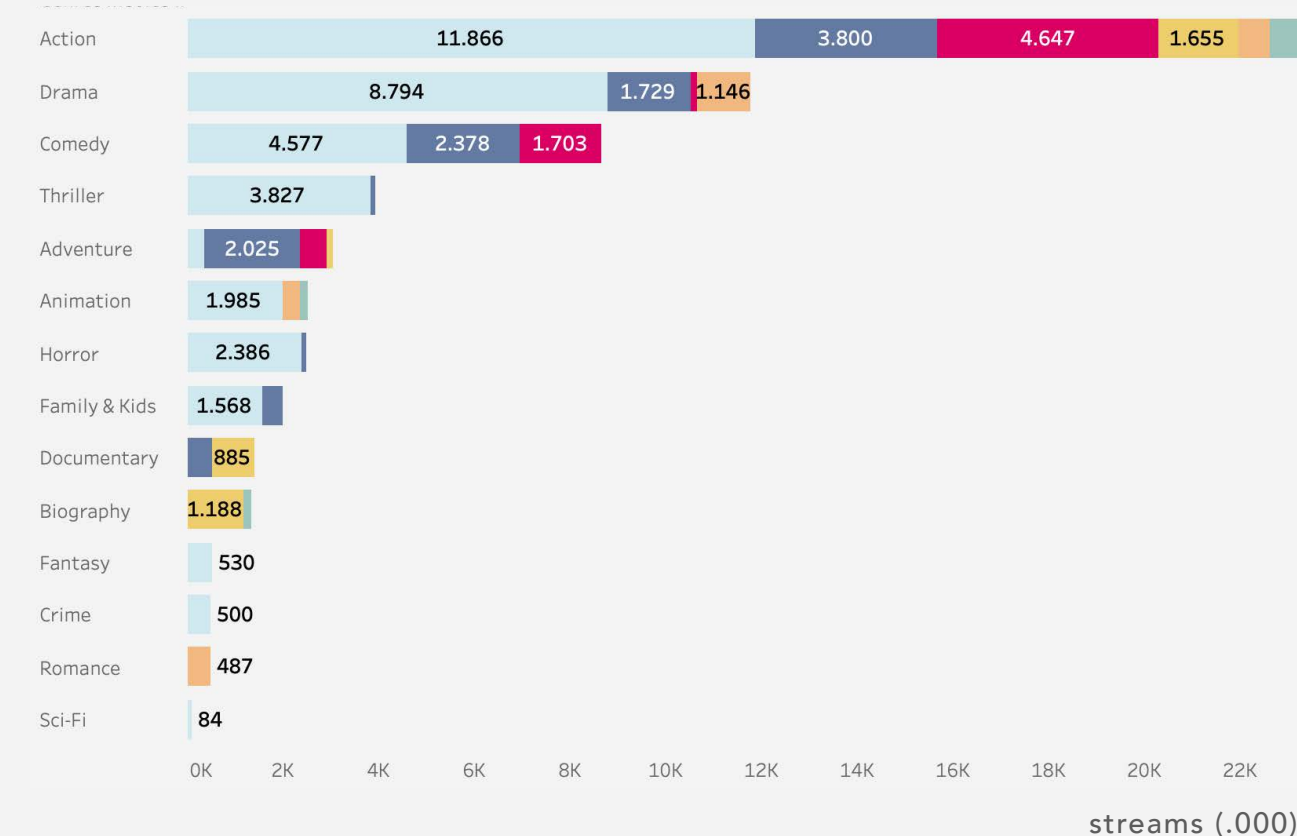
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



AMERICAN CONTENT DOMINATES TOP10, IN A MARKET USUALLY DRIVEN BY EUROPEAN AND LOCAL FILMS

At #1, "The Adam Project" collected 6.5M streams, followed by the docudrama "Worst Roommate Ever", which features four stories about roommates with malevolent and sometimes violent intentions who turn the lives of their unsuspecting victims into real-life nightmares. Ramped up by the thrilling vibes, "The Weekend Away" set in Croatia almost matches streams with the Swedish post-apocalyptic world, "Black Crab" (over 3M streams). Italy, France and Spanish tracked the same content trends in the Netflix Top10, which pushes a global catalogue, but consumption pivots when it comes to Amazon.

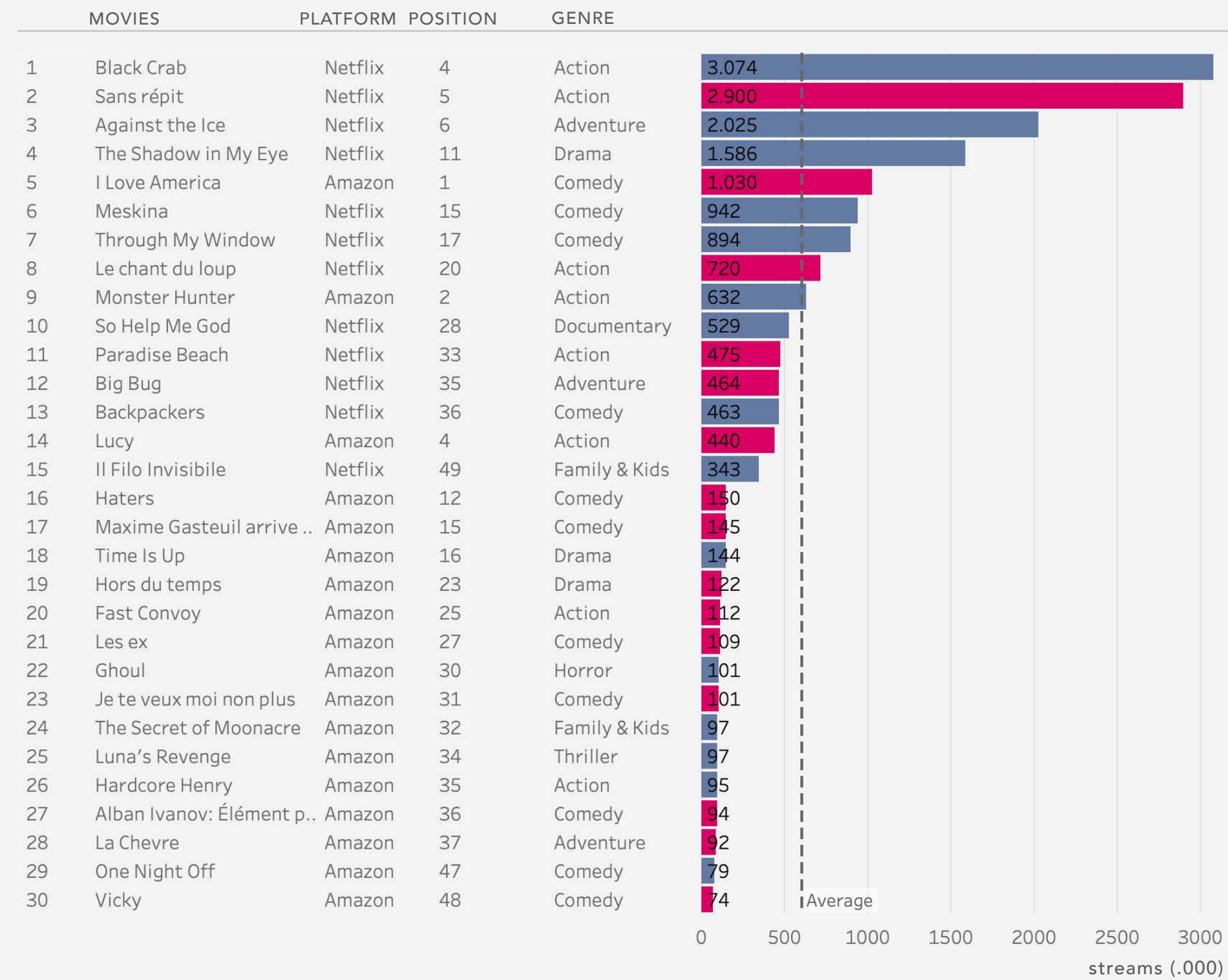
LOCAL PRODUCTIONS ARE DOWN 7 POINTS WITH RESPECT TO THE PREVIOUS MONTH.

Only two French flicks made the Top20: Action thriller "Sans Répit" which reached the top of the chart last month, and comedy "I Love America", following the adventures of Lisa (Sophie Marceau), who decides to transform her life by leaving Paris for Los Angeles (very un-French).

Action attained popularity as the #1 genre with 23.7M streams, where European and local production were up there with American content. Drama ranked as the second-most-streamed genre with 11.7M streams; its 13 drama flicks performed on average better than Action titles: 907K streams against 878K from 27 movies. Second-best sometimes is just best.

FRANCE 100 MOVIES | EUROPEAN FOCUS

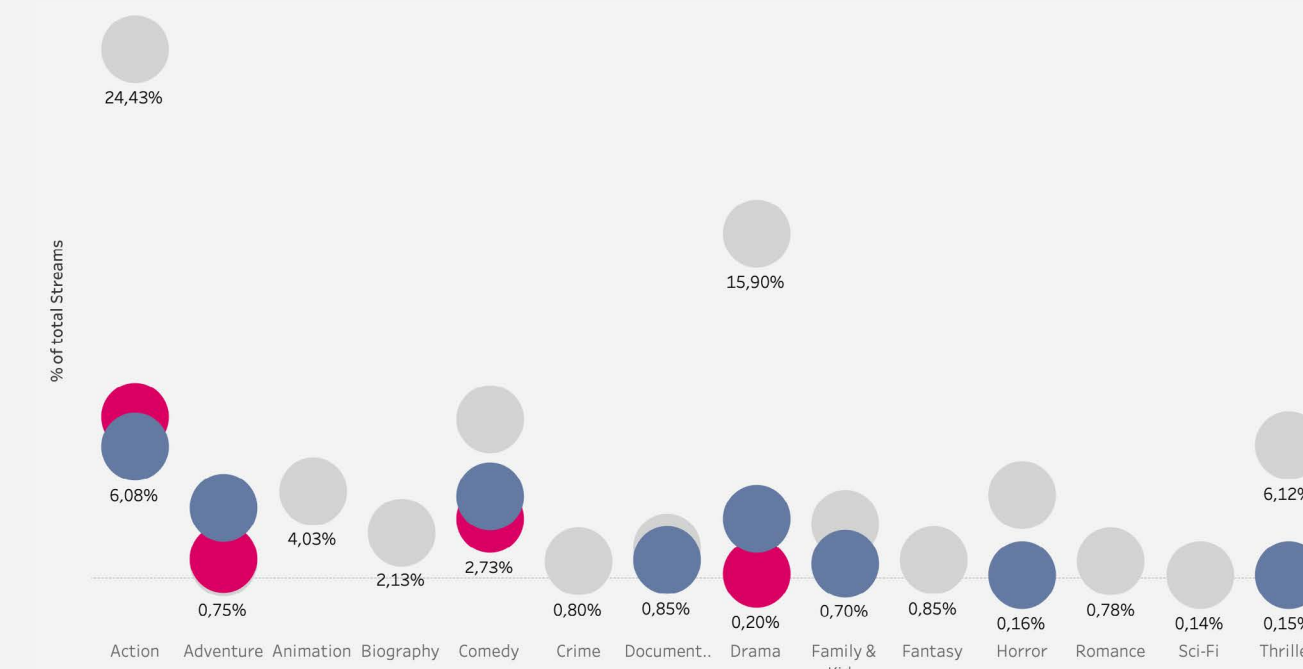
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



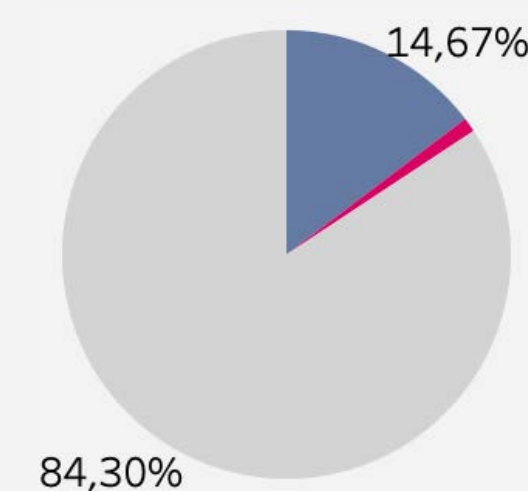
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movie..	Europe	France
Action		3	5
Adventure		1	2
Comedy		4	7
Documentary		1	
Drama		2	1
Family & Kids		2	
Horror		1	
Thriller		1	

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN PRODUCTION MADE A REMARKABLE CONTRIBUTION TO TOP100 IN ACTION (6%), COMEDIES (4% OF TOTAL STREAMS), DRAMA (3%) AND ADVENTURE (3%)

"Black Crab", "Monster Hunter," and "Hardcore Henry" collected 3.8M streams. The common trait? The mentioned action movies are set in sci-fi worlds where heroes have to battle against war enemies, monsters or conspiracies. Action French production reached 4.6M streams. The list of comedies is a bit of a mix, 4 titles surpassing the 7 French films with 2.3M streams. Love comedies really appealed to audiences; comedies such as the Dutch-Moroccan work "Meskina", "Through My Window" targeted for teens and the recent release, "Backpackers."

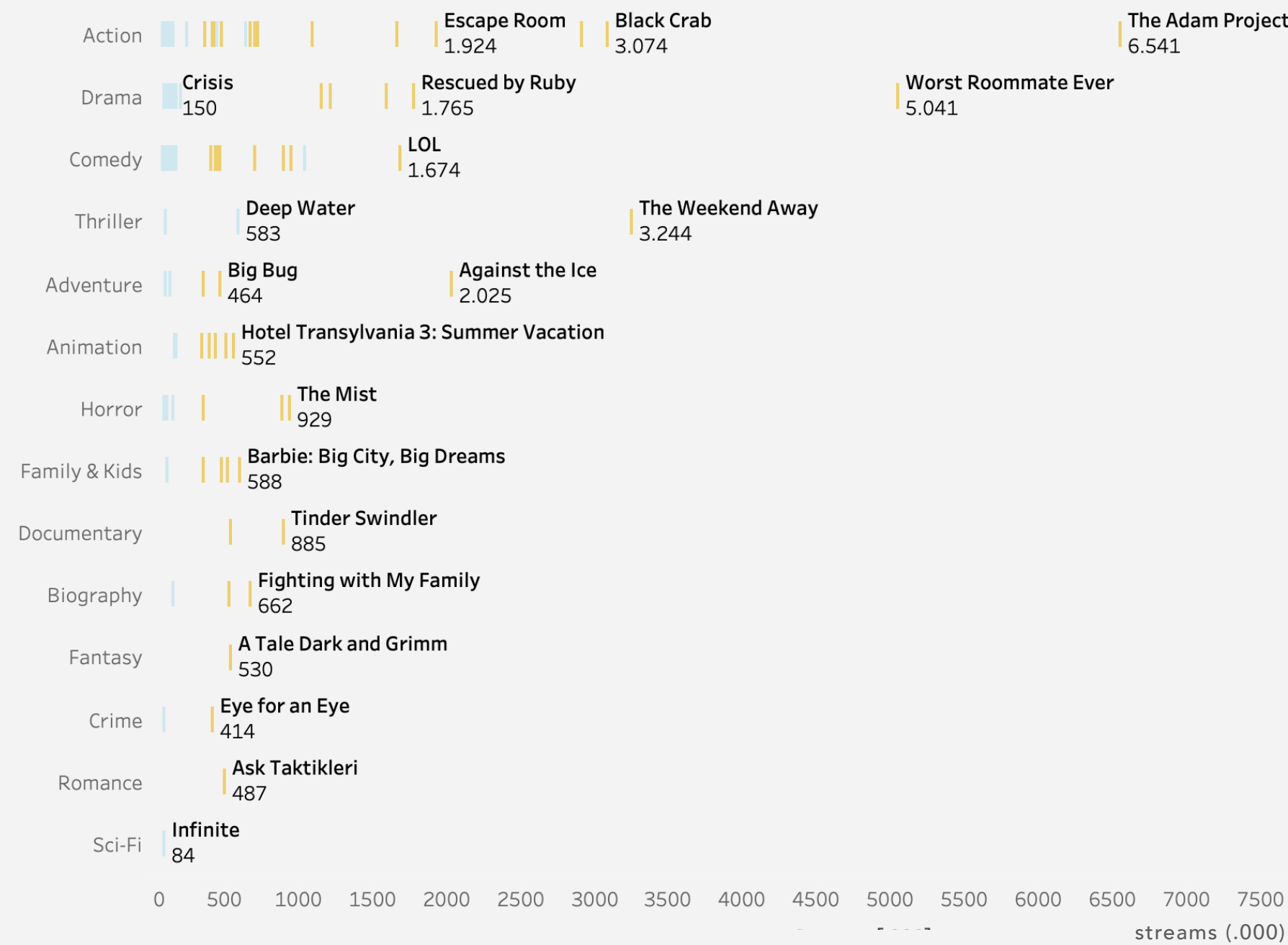
Boosted by frontrunner "The Shadow in My Eye," the presence of European dramas is stronger and more consolidated; they rank #11 on Netflix, with 1.5M streams.

LOCAL PRODUCTIONS LOSE THE EDGE WITH REGARD TO STREAM SHARE, SHOWING A 3M GAP VIS-À-VIS THE PREVIOUS MONTH. "SANS RÉPIT" IS THE ONLY PRODUCTION WITH OVER 1M STREAMS

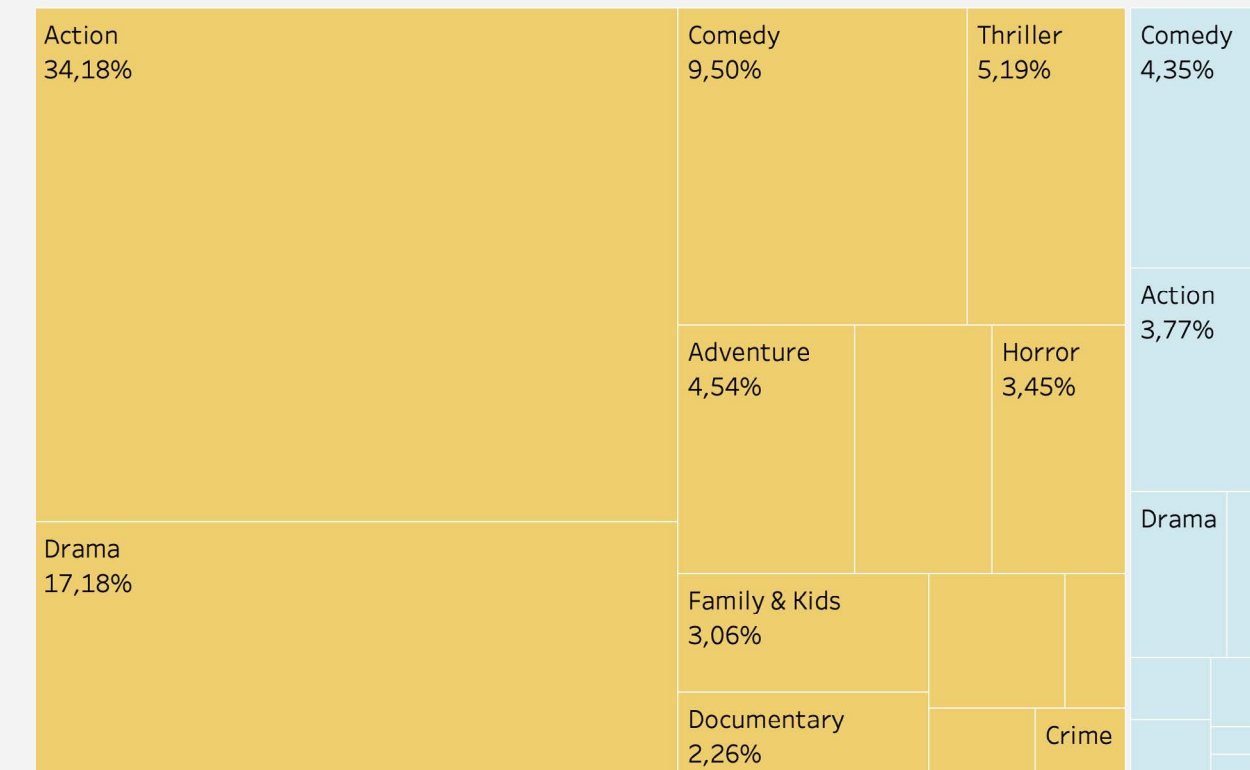
The film, previously known as "A Tombeau Overt," has stood still in the chart for six weeks. Quite an achievement, considering the fierce competition to gain Netflix's audience's attention.

FRANCE 100 MOVIES | SVOD PLATFORMS

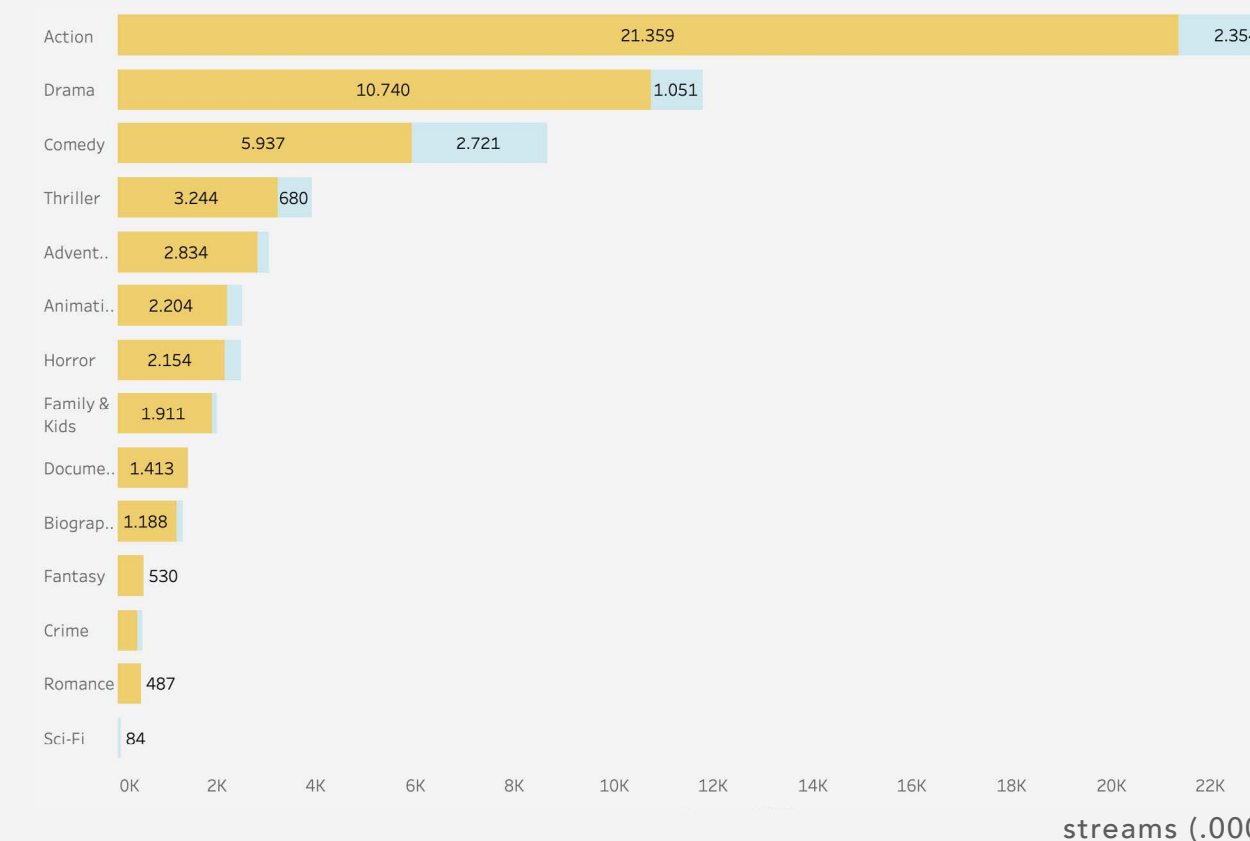
TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

ALL THE NETFLIX DRAMAS ACHIEVED OVER 1.1M STREAMS, WHILE DRAMA ON AMAZON PERFORMED FAR BELOW AVERAGE

Going beyond the apparent dominance of Action streams on Netflix (34% of total streams), Drama gained traction on Netflix with 10M streams, and Amazon keeps its eye on Comedies. Platforms shorten distances on Comedies there is a heavy concentration of Amazon flicks, doubling the Netflix tally of 8.

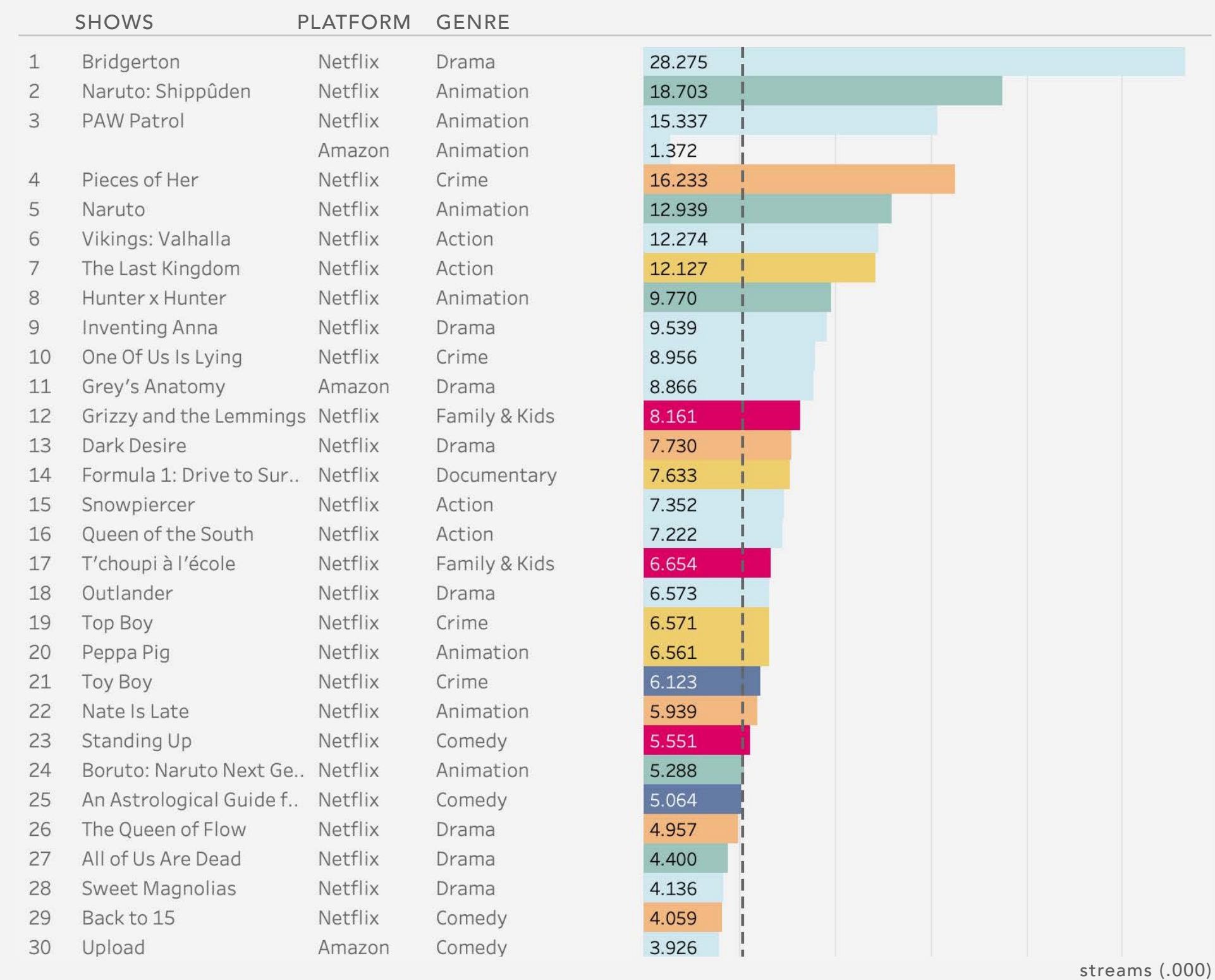
Although the e-commerce giant did manage to squeeze only French Comedy "I Love America" into the leading positions.

Following the general trend observed, Thrillers got 3.9M streams this month, encouraged by frontrunner "The Weekend Away", which dominates most of these streams. Amazon Studio's bet on the erotic thriller "Deep Water" met with a lack of audience interest garnering a mere 583K, below the performing average and the lowest rate of all the markets.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



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

PRODUCTION COUNTRIES



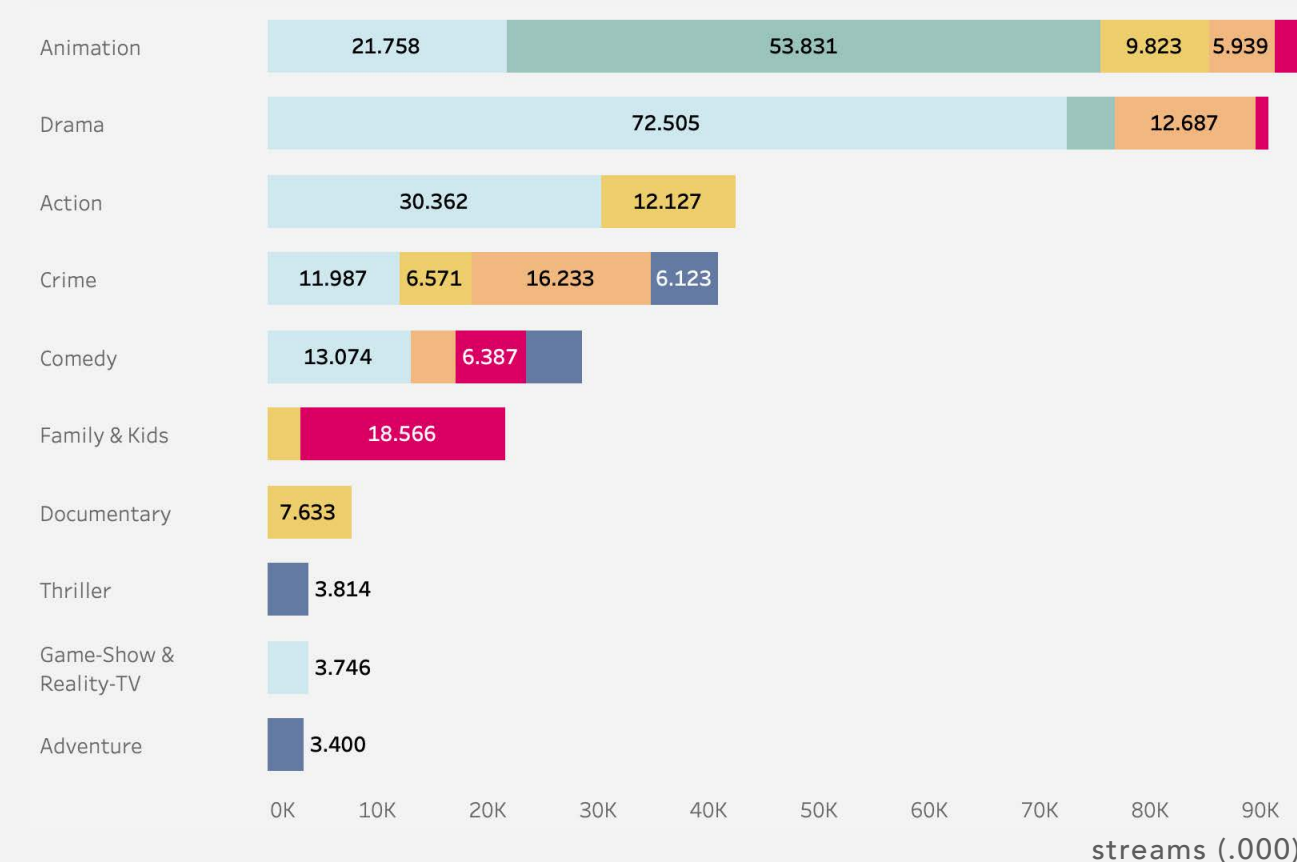
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



ANIMATION SKYROCKETED IN THE FRENCH CHART AS THE #1 MOST-STREAMED GENRE WITH 96.1M STREAMS, AND DRAMA MADE THE SECOND BEST WITH 90.7M

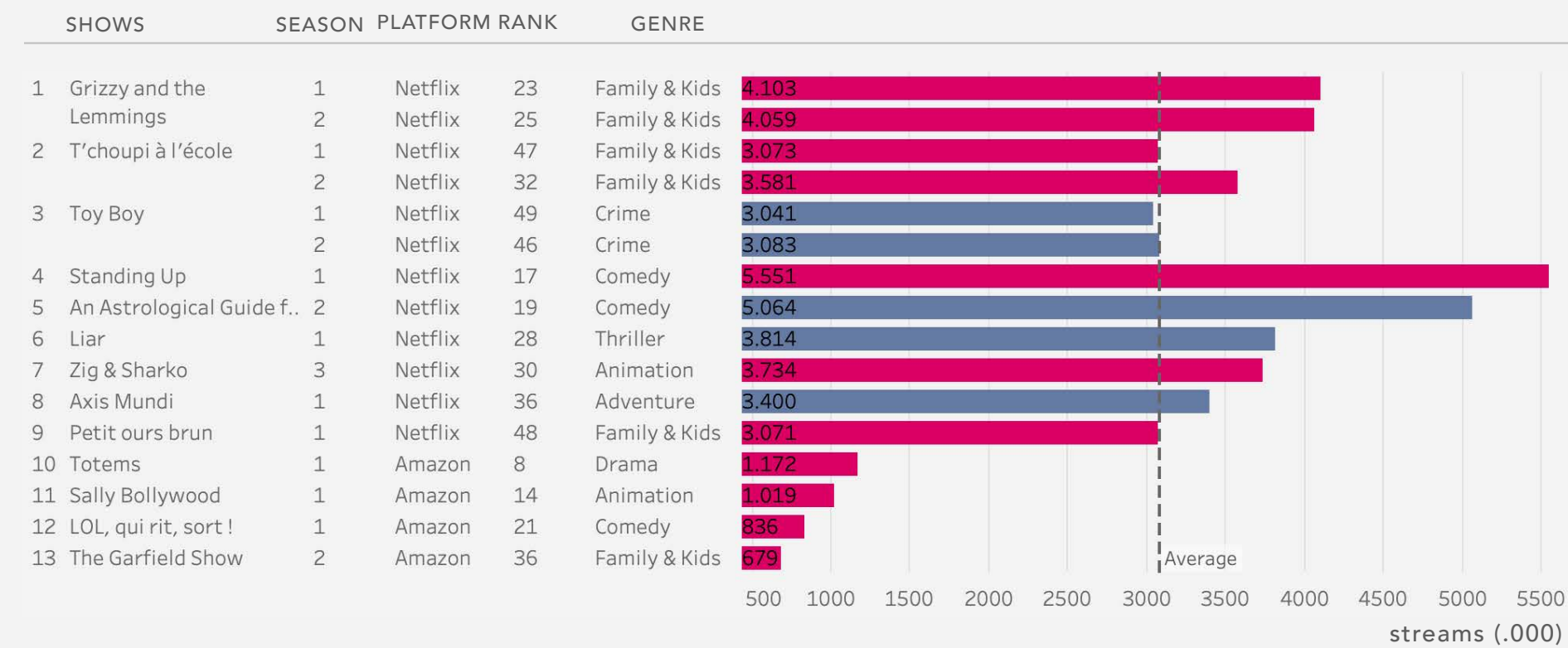
Anime productions such as "Naruto" (#2 and #5) or "Hunter x Hunter" co-exist with the buzz of the ton "Bridgerton", which recorded the best figures, with 28.2M.

Don't underestimate the 7% catalogue share of Asian content, which translates to 18% of Top100 total streams (over 55M streams); only behind the American stream quota with 45%. 6 Anime series amass 53.8M with an impressive performing average of 8M streams. The bottom titles are "Demon Slayer" and "Pokemon", both over 3.5M streams within the Top40.

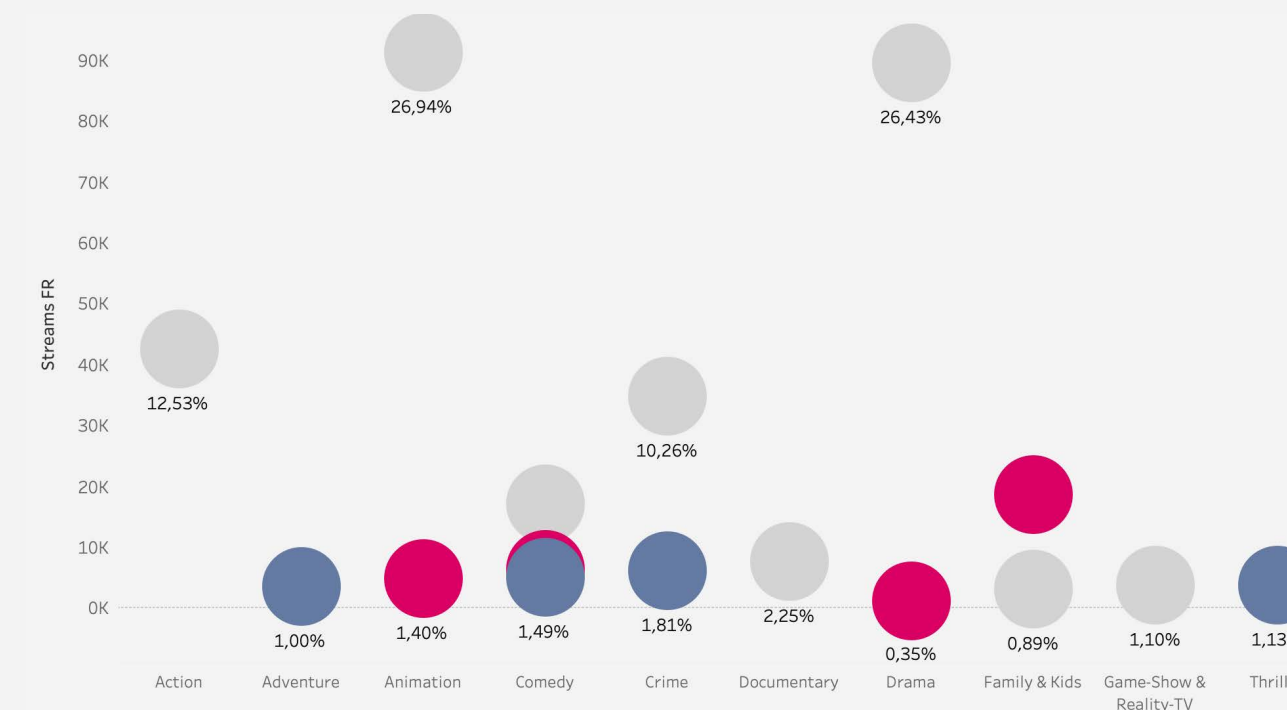
The Australian series, "Piece of Her", created by Charlotte Stoudt, and based on the 2018 novel of the same name by Karin Slaughter, helped up Crime streams, positioning it as the fourth most watched genre with 40.9M streams. British productions kept their head up with 11% of total streams, focused on Action and Animation in which frontrunners such as "The Last Kingdom" (12.1M) and "Peppa pig" (6.5M streams) got the best marks.

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



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



KIDS ANIMATIONS CARRY THE WEIGHT OF THE LOCAL STREAM WITH 18.5M

"Grizzly and The Lemmings" and "T'choupi à l'école" saved the local grid with 8.1M and 6.6M streams each. Kid content stands out as the most watchable French content in March with 5,48% of total streams.

The French Comedy following young comedians around Paris scenarios, "Standing Up", got 5.5M streams, which wasn't enough for a second round. The show was recently called off. "LOL" format season 1 awaits next season's release coming up in April with almost 1M streams.

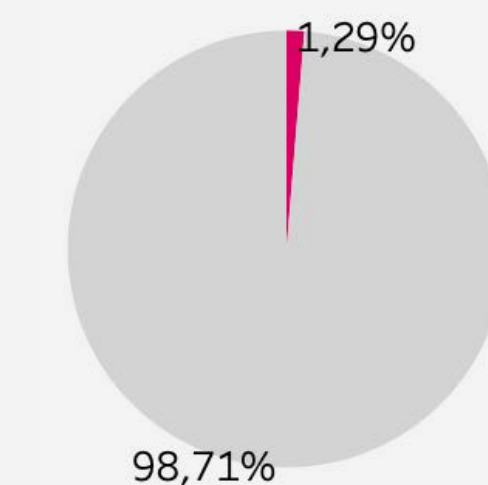
EUROPEAN CONTENT FAILS PAST MARKS WITH ONLY 4 TITLES STANDING STILL FROM THE TOP 20 DOWNWARDS

Spanish crime "Toy boy" appeared at #21 with cumulated streams of 6.1M, even if each season remains lodged under the Top40. And, along with "An Astrological Guide for Broken Hearts" they are the only two pieces of content to be saved from the flames. All the shows that overpass*/surpass 3M streams were watched on Netflix.

NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Shows.. Europe	Fran..
Family & Kids		4
Comedy	1	2
Animation		2
Drama		1
Thriller	1	
Crime	1	
Adventure	1	

CONTRIBUTION TO DRAMA STREAMS

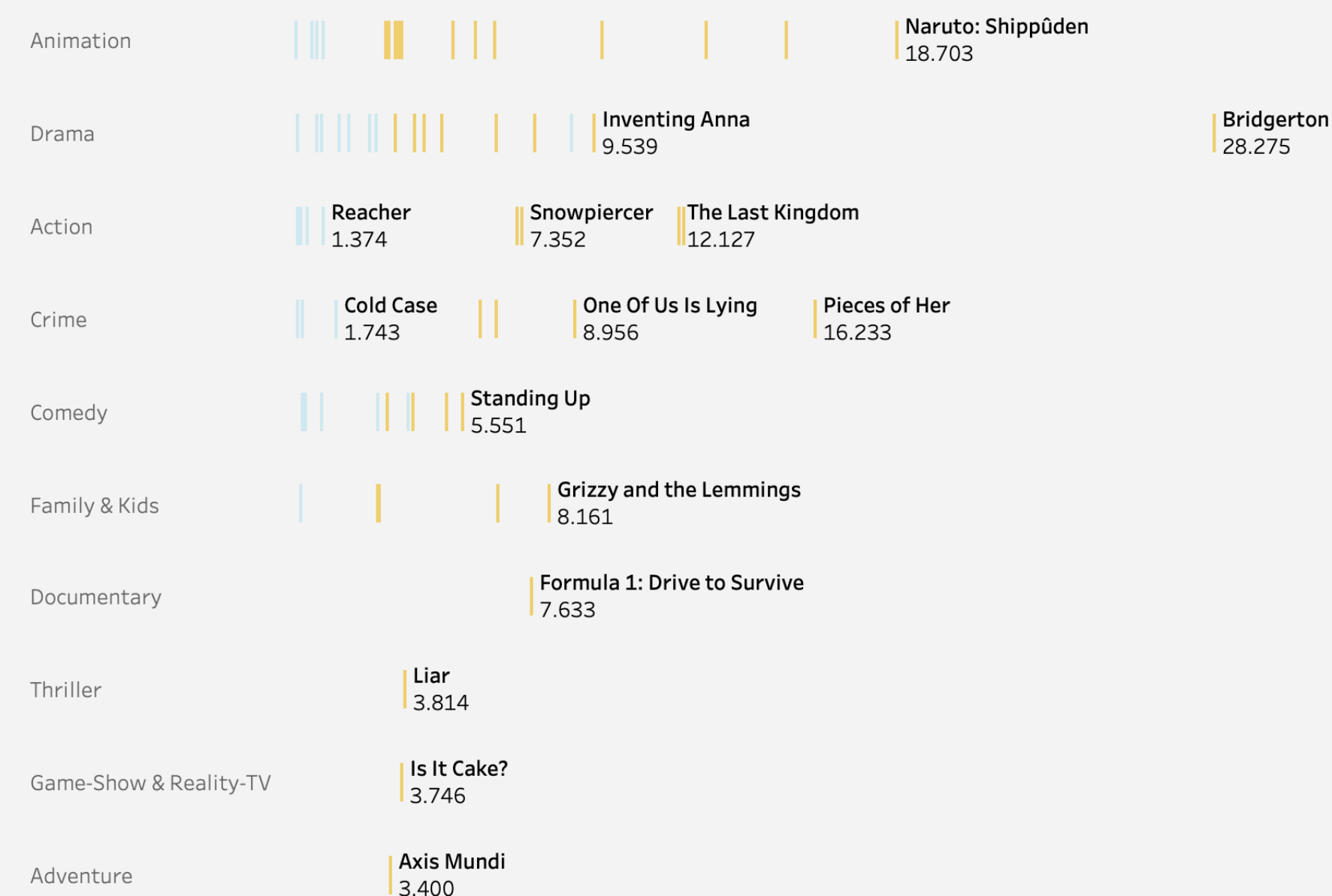


PRODUCTION COUNTRIES

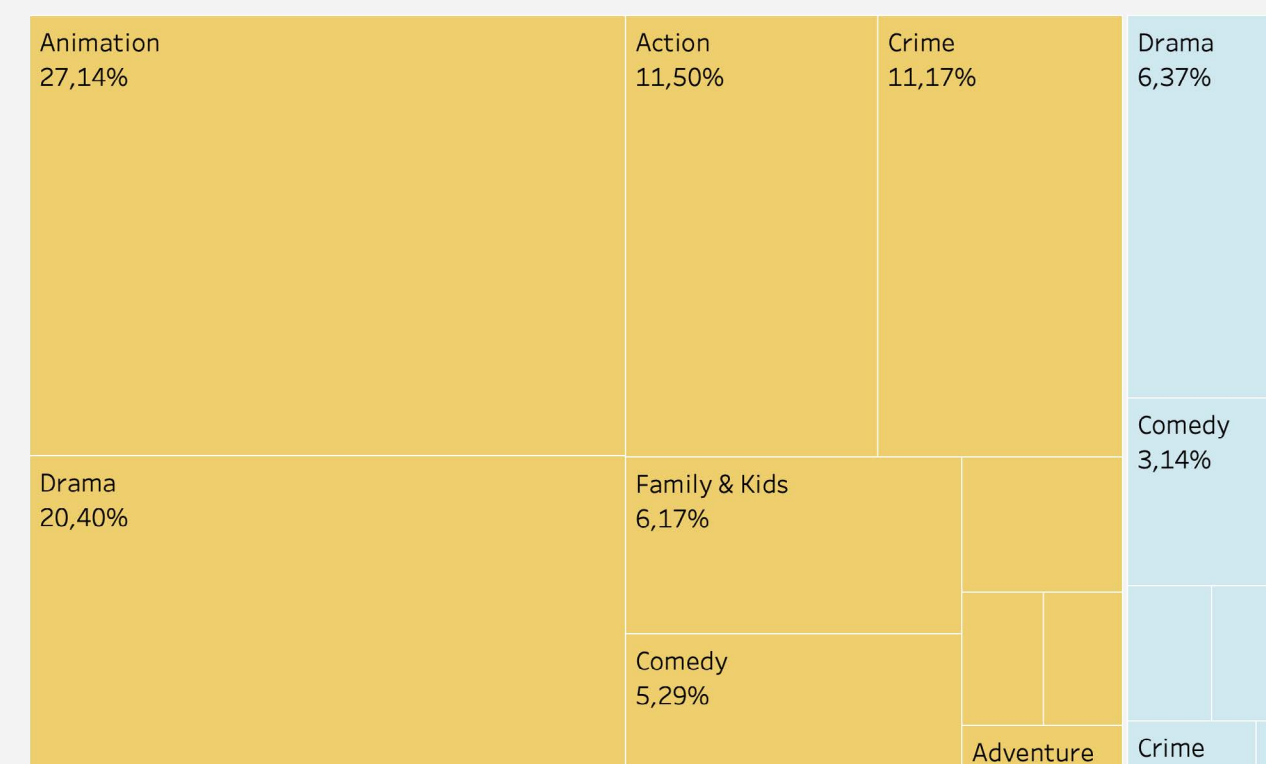
- Europe
- France
- Others

FRANCE 100 SHOWS | SVOD PLATFORMS

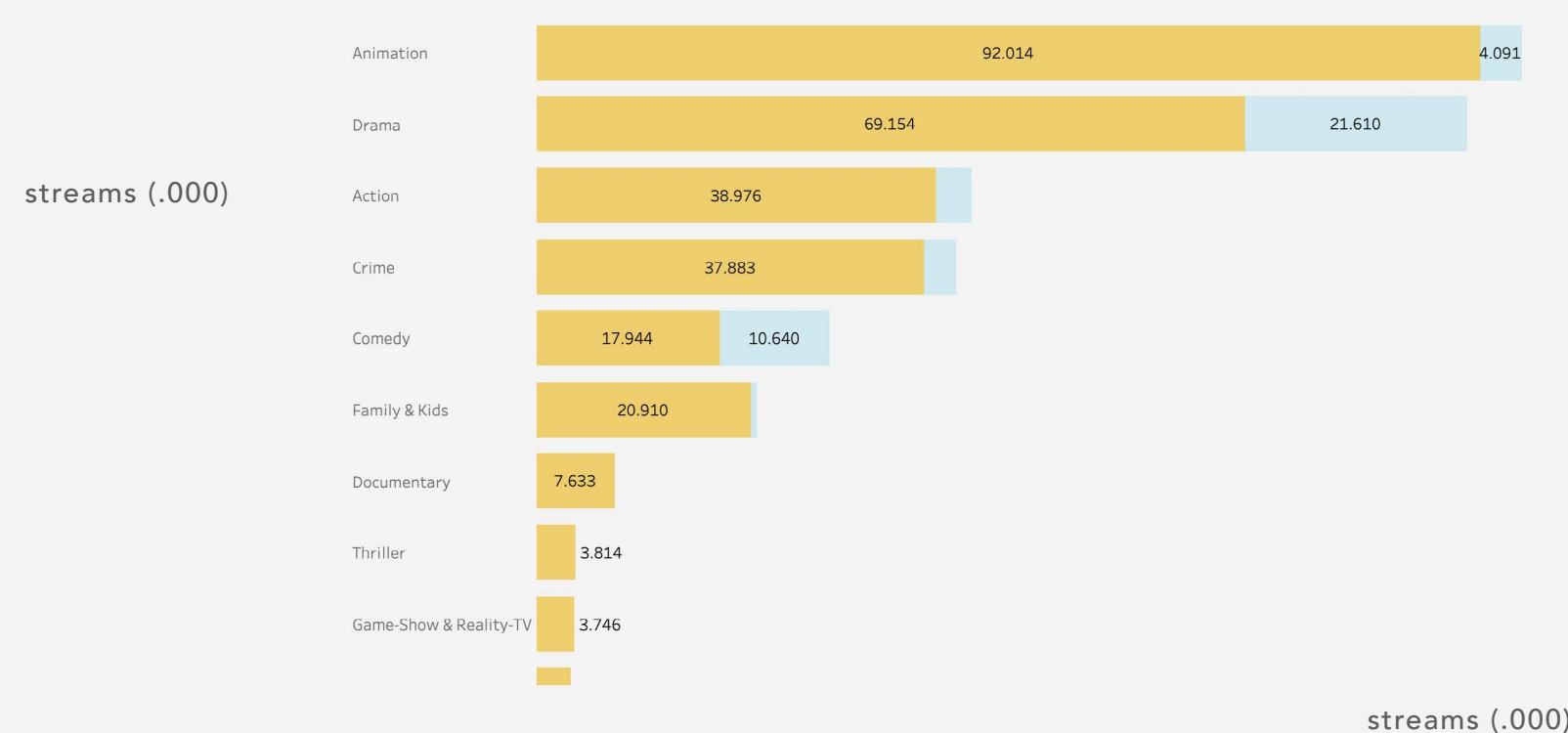
TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

NETFLIX BET ON ANIME IS GIVING THEM A WINNING HAND OVER COMPETITORS

Behind Crunchyroll and Funimation, Netflix is the leading platform offering exclusive anime content. Streaming services like Netflix are seeing more people make their way to Anime than ever before. According to the Wall Street Journal, over 100 million households worldwide watched at least one Anime on Netflix between October 2019 and September 2020, a 50% increase from the previous year.

Netflix's streaming library offers over 50 complete anime series. Other platforms are arranging deals with studios to have a piece of the cake in their catalogue. Anime follows the pleasing pattern of telenovelas: many episodes and a unique universe to spend an insane amount of time inside the platform.

DRAMAS ON AMAZON HAVE BEEN GAINING STREAMS AND POSITIONS AS THE MOST WATCHED GENRE WITH 21M STREAMS (ALMOST 7% OF THE TOP 100)

TV Licensed content such as Disney's "Grey's Anatomy" or HBO's "The Vampire Diaries", "House" or "Charmed" are the ones adding fuel to the fire. "Totems" is the only local show from 2021 on the Drama list.

HOT CONTENT IN FRANCE

SANS RÉPIT: A FRENCH SUCCESS ACTION STORY THAT LANDS ON NETFLIX

In an early March Allocine article, "Sans Répit" is categorized as a huge international success for Netflix, figuring amongst the top 10 in 74 countries. The film was released exclusively worldwide on the 25th of February, so it climbed quickly to the top. In our reports, the film is indeed an absolute success for European films on giant streamers: it achieved 4.8M in February in only 3 days and 7,4M additional views in March for a total of 12,2M streams, out of which half were in France.

But how did it all start? Can one build such a success overnight? There are quite a few elements in the success recipe: this is an existing Korean IP that was remade. The original title is "A Hard Day" and took \$26,488,847 at the global box office back in 2014. The film made 99% of this number in its home country and was released only in the US and Hong Kong with mild numbers. It is just the perfect scenario for a remake.

The second the second ingredient of the success recipe is the talent behind it: Franck Gastambide, the star of the film, is a well-known Action actor, writer and director. He started as a dog trainer in several films, including Matthew Kassovitz's. Afterwards, he directed several series for Canal + and suggested Luc Besson do a fifth sequel of the well-known 90's Action French title: "Taxi", which he co-wrote. He wrote and directed "Les Kairas", a film that achieved 1M cinema tickets in France, the the biggest box office taker in 2012.

It had a 209% yield and a budget of 4M. The director, Régis Blondeau, has a long track record of commercial advertisement and successful French comedies. His involvement in "Sans Répit" brings thus a spark of success built on French Action cinema box-office for decades but with a shrinking place for local Action films. In Franck Gastambide's words, "Netflix gives a place to that Action French cinema that was not viable anymore in cinemas"

Bright Lights Films, Mahi Films and Umedia are the producers. The latter is a vertically integrated group that finances and produces TV, animation and feature films with offices in London, Brussels and Paris. This company owns its own 40M EUR tax shelter fund in Belgium.

"Sans Répit" is not an isolated case in Netflix's French glocal strategy. The giant streamer opened its Paris bureau in March 2020 and, by March 2021, announced several Action thrillers, including "Sans Répit", a sequel to "Lost Bullet" and series like "The 7 Lives of Lea" and "Bendo". At that moment, Netflix announced at least 27 French projects to be launched soon on the platform. Will this number grow even further after the French audiovisual law that seems to have found a balance for the French industry? Have a look at our previous month's report for a complete analysis of this.



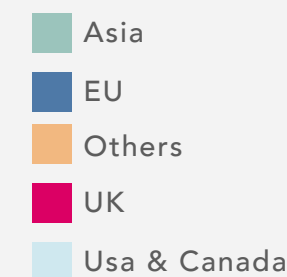
UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

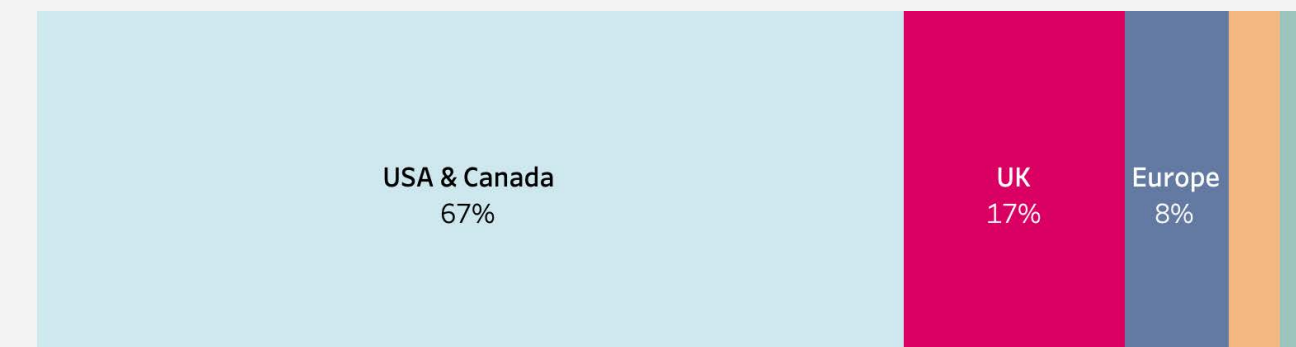
	MOVIES	PLATFORM	GENRE	STREAMS (.000)
1	Worst Roommate Ever	Netflix	Drama	11.228
2	The Adam Project	Netflix	Action	8.603
3	The Weekend Away	Netflix	Thriller	3.354
4	17 Again	Netflix	Comedy	2.163
5	Black Crab	Netflix	Action	2.029
6	Trolls World Tour	Netflix	Animation	1.902
7	Windfall	Netflix	Drama	1.546
8	Against the Ice	Netflix	Adventure	1.400
9	Jeen-yuhs: A Kanye Tril..	Netflix	Documentary	1.383
10	Alvin and the Chipmunk..	Netflix	Animation	1.300
11	Boiling Point	Netflix	Drama	1.289
12	It Chapter Two	Netflix	Drama	1.270
13	The Informer	Netflix	Action	1.241
14	Rescued by Ruby	Netflix	Drama	1.176
15	Grown Ups	Netflix	Comedy	974
		Amazon	Comedy	
16	Alvin and the Chipmunk..	Netflix	Animation	1.010
17	The Shadow in My Eye	Netflix	Drama	1.008
18	Tinder Swindler	Netflix	Documentary	945
19	Save the Last Dance	Netflix	Drama	928
20	Deep Water	Amazon	Thriller	913
21	6 Underground	Netflix	Action	888
22	Tyler Perry's A Madea H..	Netflix	Comedy	848
23	Grown Ups 2	Netflix	Comedy	826
24	Alvin and the Chipmunk..	Netflix	Animation	782
25	Barbie: Big City, Big Dre..	Netflix	Family & Kids	761
26	The Postcard Killings	Amazon	Crime	742
27	Red Notice	Netflix	Action	736
28	Spider-Man 2	Netflix	Action	733
29	The Kitchen	Netflix	Action	729
30	Patriots Day	Netflix	Action	662

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

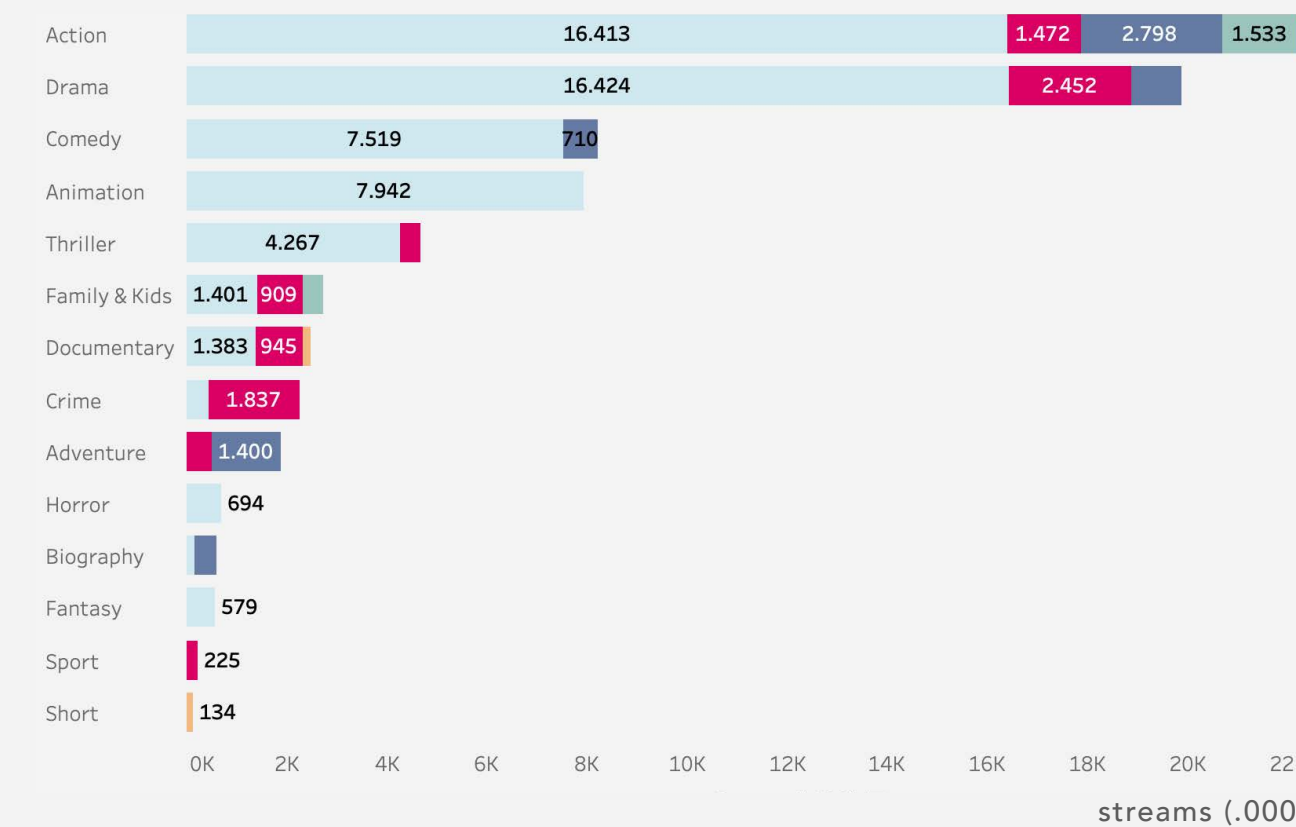
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



STREAMS DRAMATICALLY DROP TO 2M OFF THE TOP4

Docudrama "Worst Roommate Ever" bested "The Adam Project" by a gap of over 2.6M. The five-part docudrama, which focuses on different true stories, all about when seemingly harmless roommates turned out to be killers, got 11.2M streams.

UK audiences prefer English-speaking content over foreign content, as proven by the chart: 88% of streams came from American content and local productions. Still, American power ignites the fire. We have to scroll down to #11 to find Philip Barantini's "Boiling Point", acclaimed by critics and public alike, on Netflix with 1.8M streams.

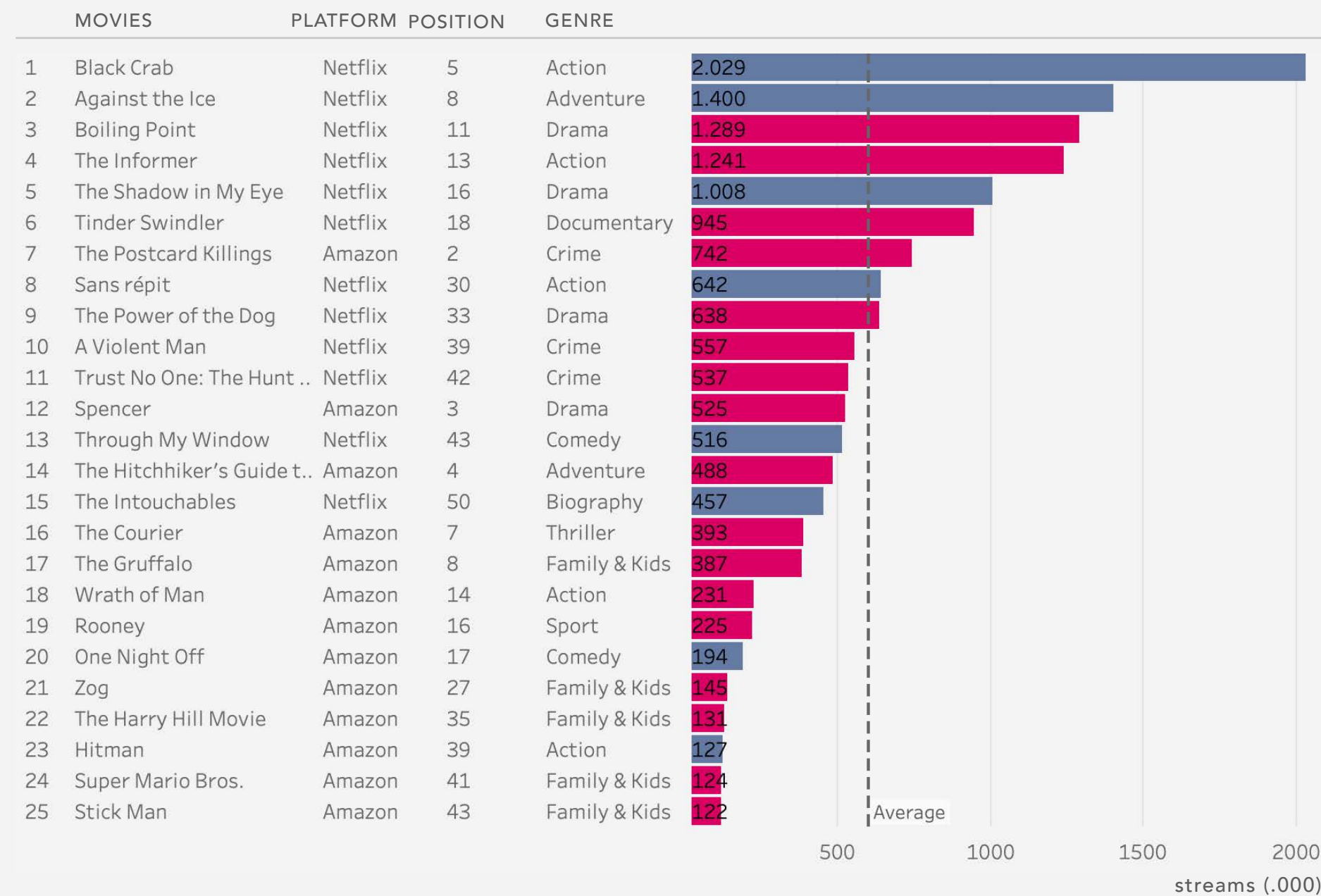
TWO TRAITS BEST DEFINE THE UK MARKET: ACTION MOVIES & AMERICAN MOVIES

Action ranked #1 with 22.7M streams, and Drama closely followed with 16.4M streams. American content experienced an increase of 20% from the previous month, while the UK fall/fell 16%.

The third most-streamed content, Comedies, hardly reached 8M streams, with its 16 shows adding views in the chart.

UK 100 MOVIES | EUROPEAN FOCUS

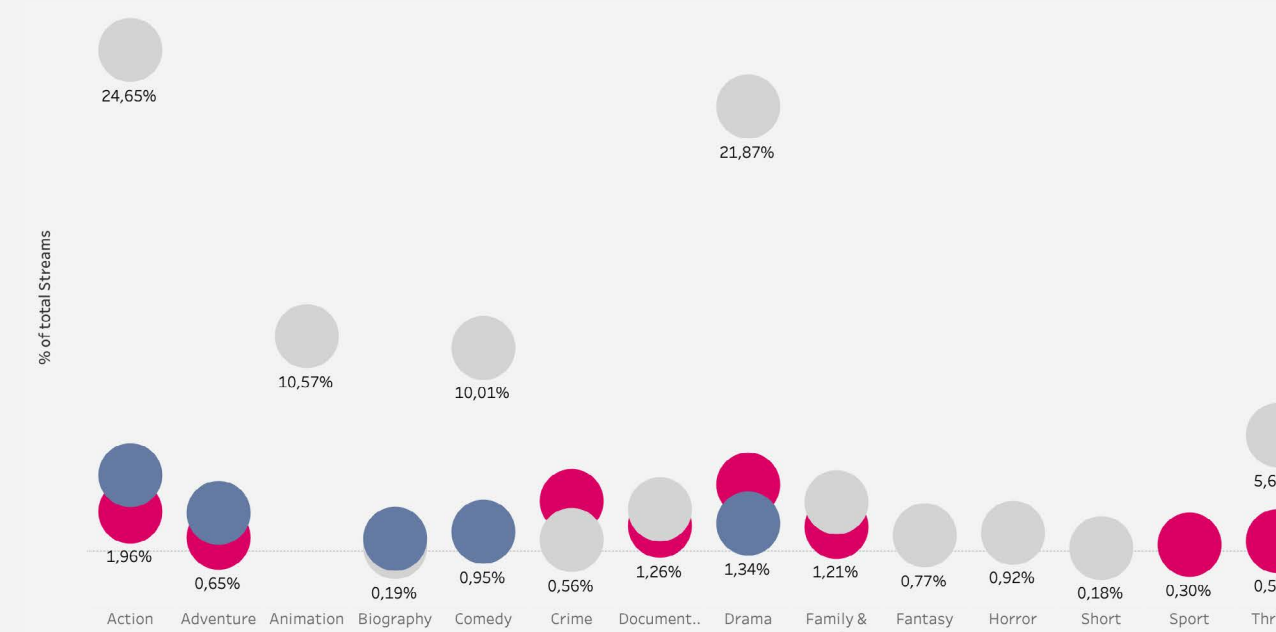
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



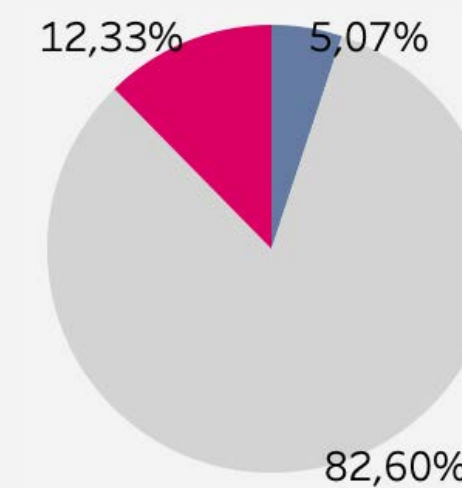
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movies	GB	Europe	UK
Action	3			2
Adventure	1			1
Biography	1			
Comedy	2			
Crime				3
Documentary				1
Drama		1		3
Family & Kids				5
Sport				1
Thriller				1

CONTRIBUTION TO DRAMA STREAMS



UK AUDIENCES LOOK FOR A RUSH OF EMOTIONS WITHIN THE TOP 5

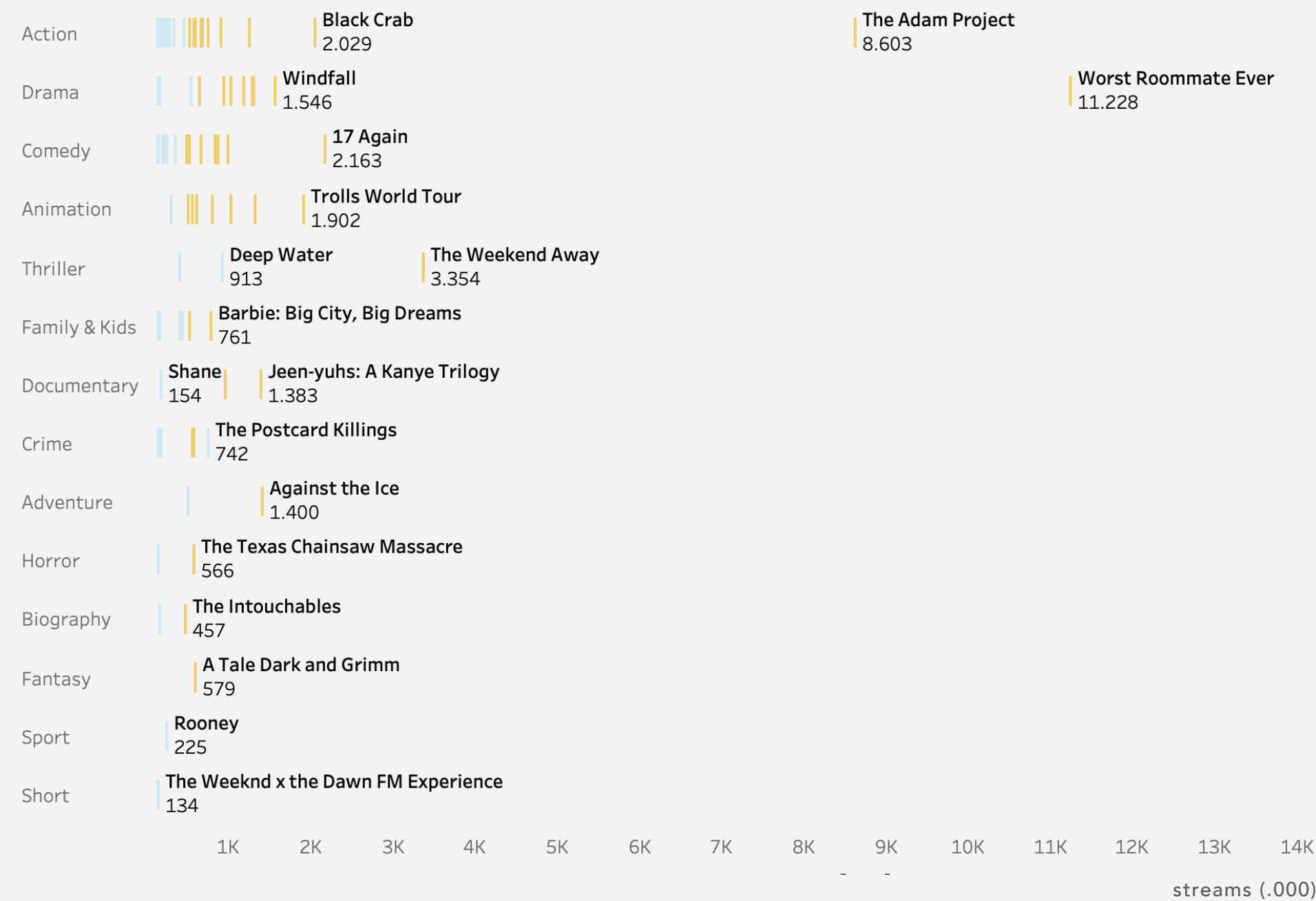
Swedish action thriller directed by Adam Berg, and starring Noomi Rapace made the podium of European content. The plot: a team of soldiers on a dangerous mission to skate across sea ice behind enemy lines: it got 2M streams at #5 on Netflix. From ice to ice, the German flick premiered at Berlinale 2022, "Against the Ice", reached 1.4M streams. Even successful top European content lags behind neighbouring markets.

Ranking on the top with 1.2M streams, the British drama "Boiling Point", Philip Barantini's single take film, was internationally hailed across festivals. Stephen Graham served up a brilliant performance and drove audiences wild on a nerve-jangling night in a kitchen. Distributed by Vertigo Releasing, the film was delivered to domestic theatres on January 7. The film was locally acclaimed at the 75th British Academy Film Awards, with four nominations.

British Dramas accounted for 3,6% of Top 100 streams due to adult award contenders "Boiling Point", "The Power of Dog", and "Spencer."

UK 100 MOVIES | SVOD PLATFORMS

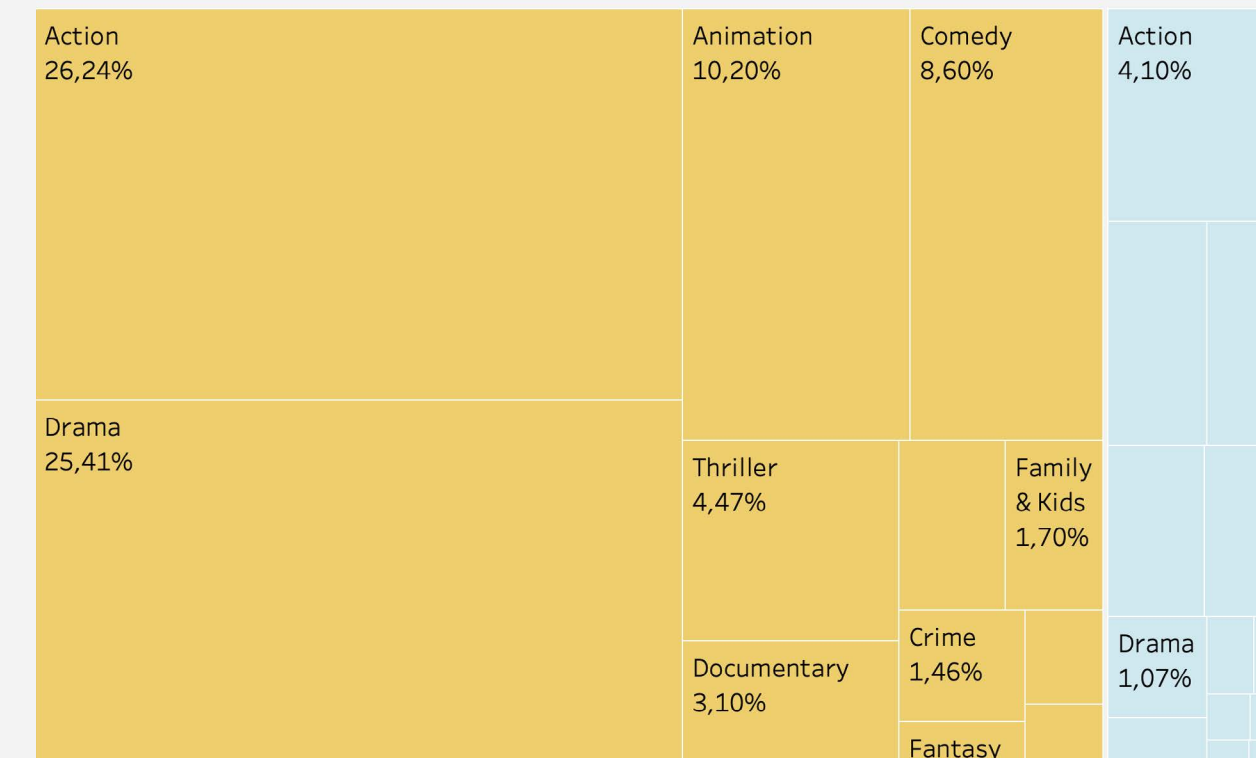
TOP MOVIES STREAMS BY GENRES



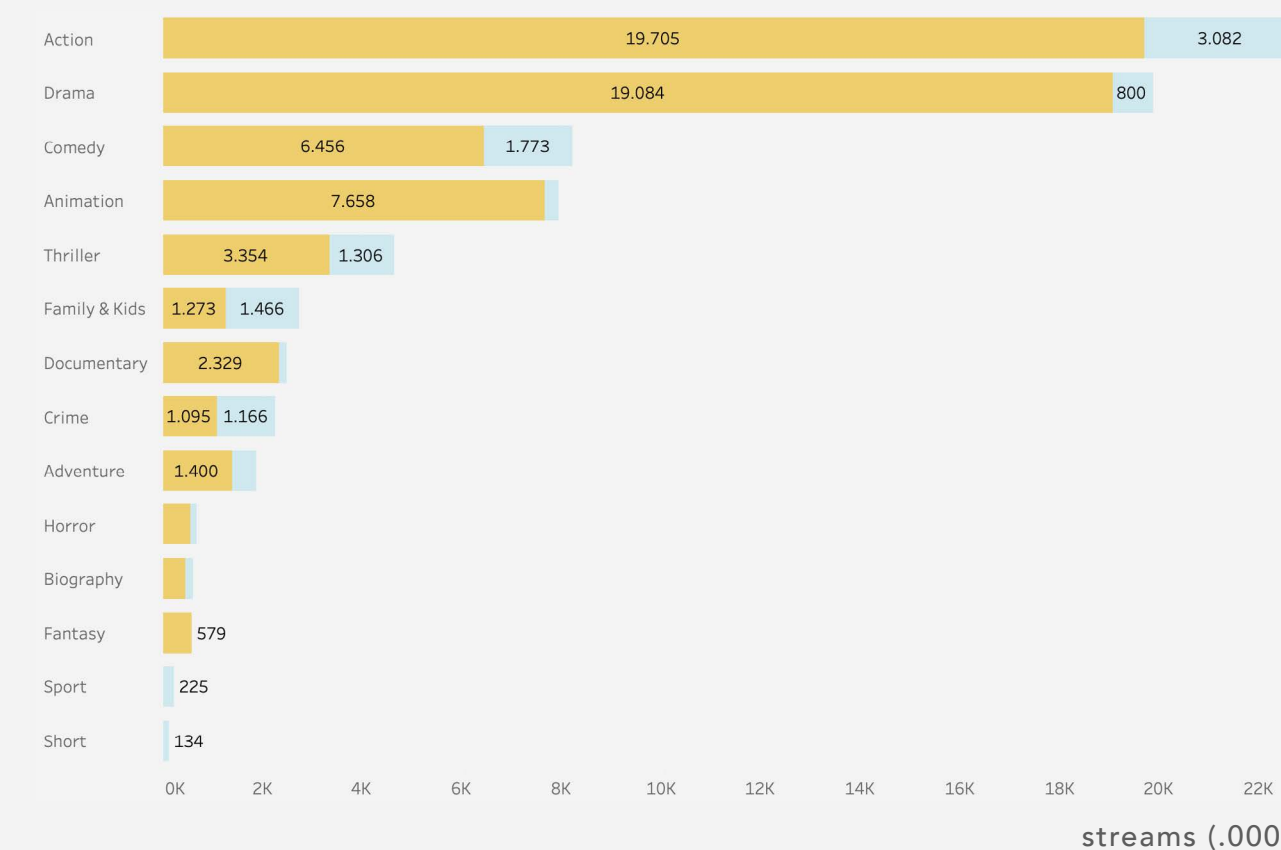
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



ACTION IS THE MOST-STREAMED GENRE ON NETFLIX AND AMAZON, TAKING 30% OF TOTAL STREAMS

"The Adam Project" is the frontrunner movie of the section accounting for 8.6M streams. Far behind, "Black Crab" follows with a shy 2M.

LEADING GENRES SHOW BIG WINNER FLICKS WITH AN ENORMOUS GAP AMONG TITLES, AS HAPPENED WITH ACTION, DRAMA AND COMEDIES

Top genre Action maintains an average performance of 712K streams, meaning that only 4 out of 32 titles are above average. A more drastic situation occurred in Dramas, with an average of 1.8M streams with only 1 movie exceeding that figure.

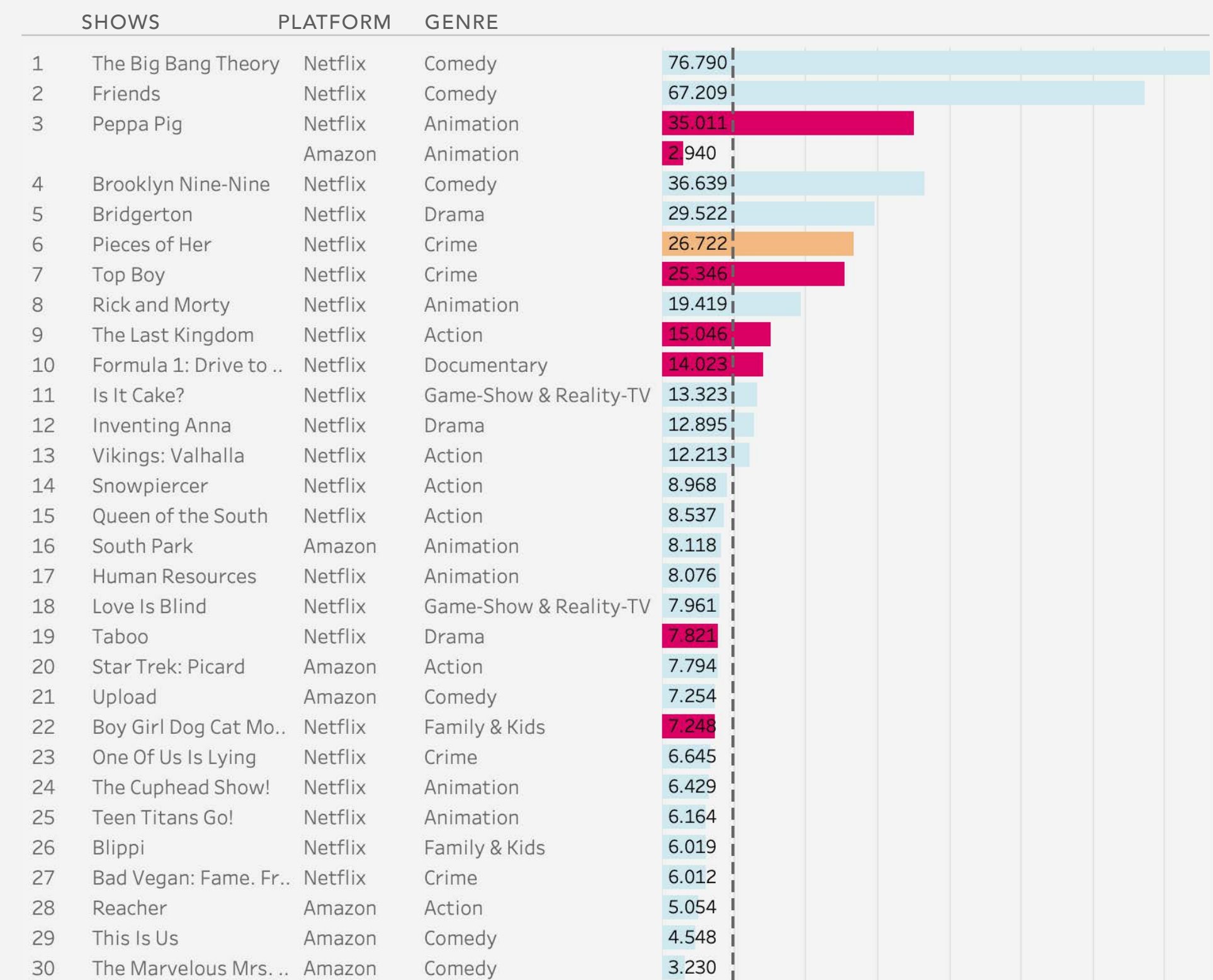
THE MOST BALANCED GENRES ARE ANIMATION (794K), CRIME (376K), AND FAMILY & KIDS (304K)

with a steady performing average for titles inside the category. All the Netflix titles performed above average, while only 1 Amazon title, "The Postcard Killings" in Crime, was the frontrunner.

UK 100 SHOWS | OVERVIEW

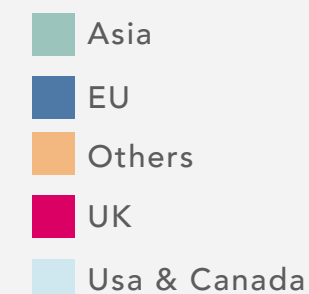
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



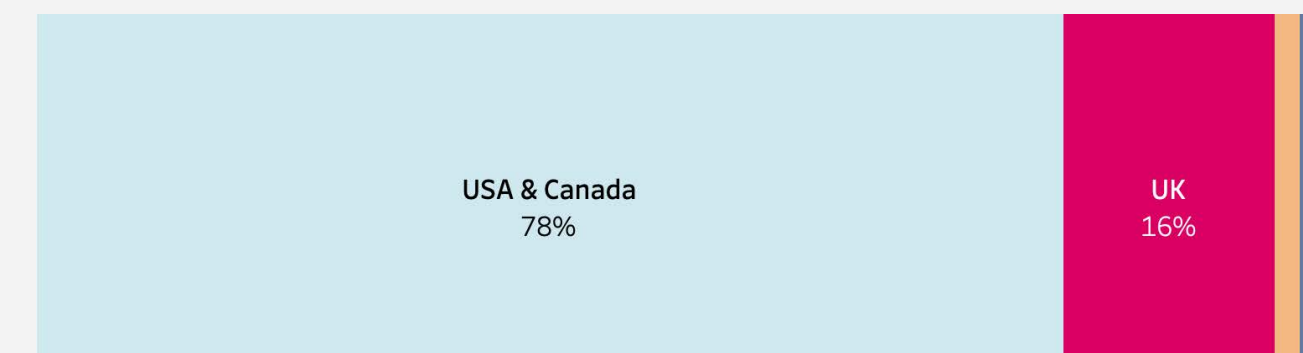
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



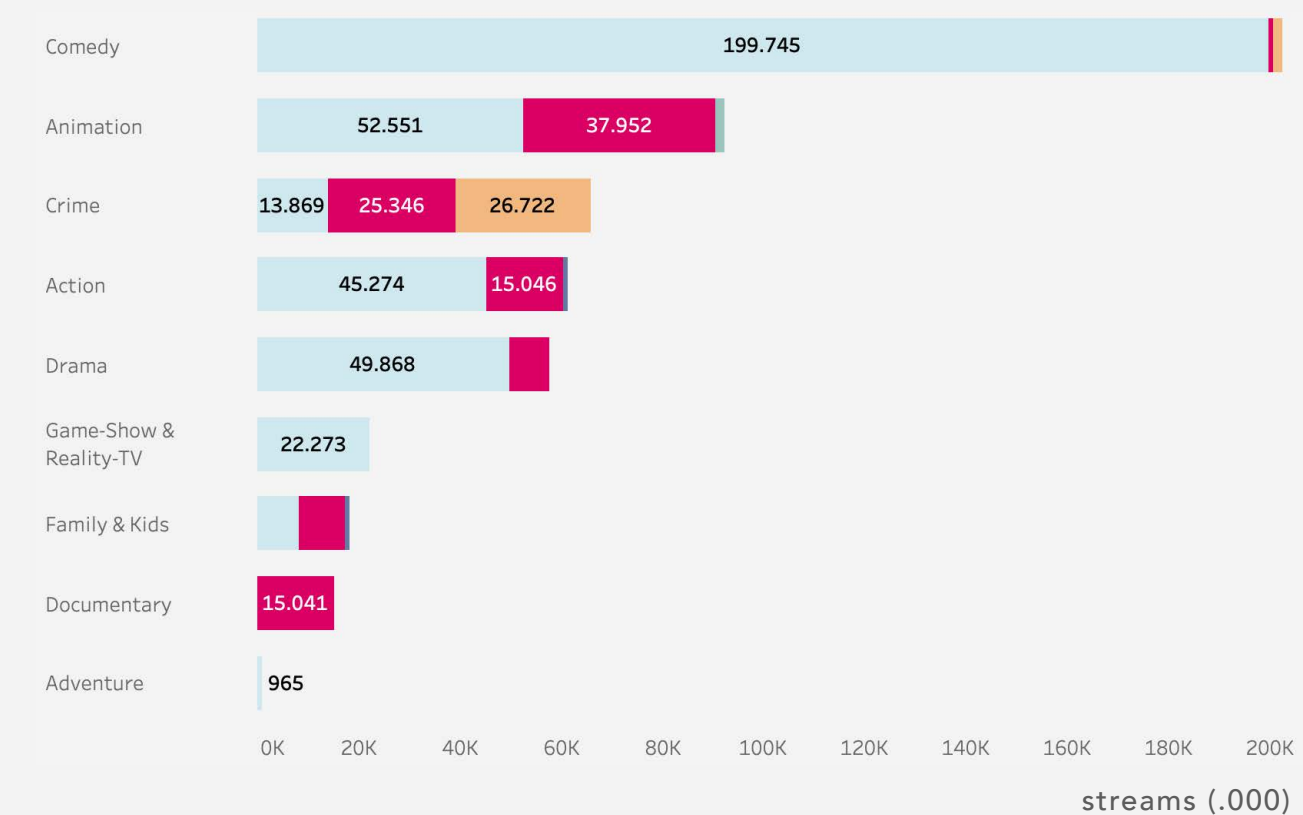
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



NO SURPRISE IN THE UK CHART, TV LICENSED SITCOMS KEEP THE LEADING POSITIONS AND BEST NEW SHONDA RHYMES' TITLE, "BRIDGERTON"

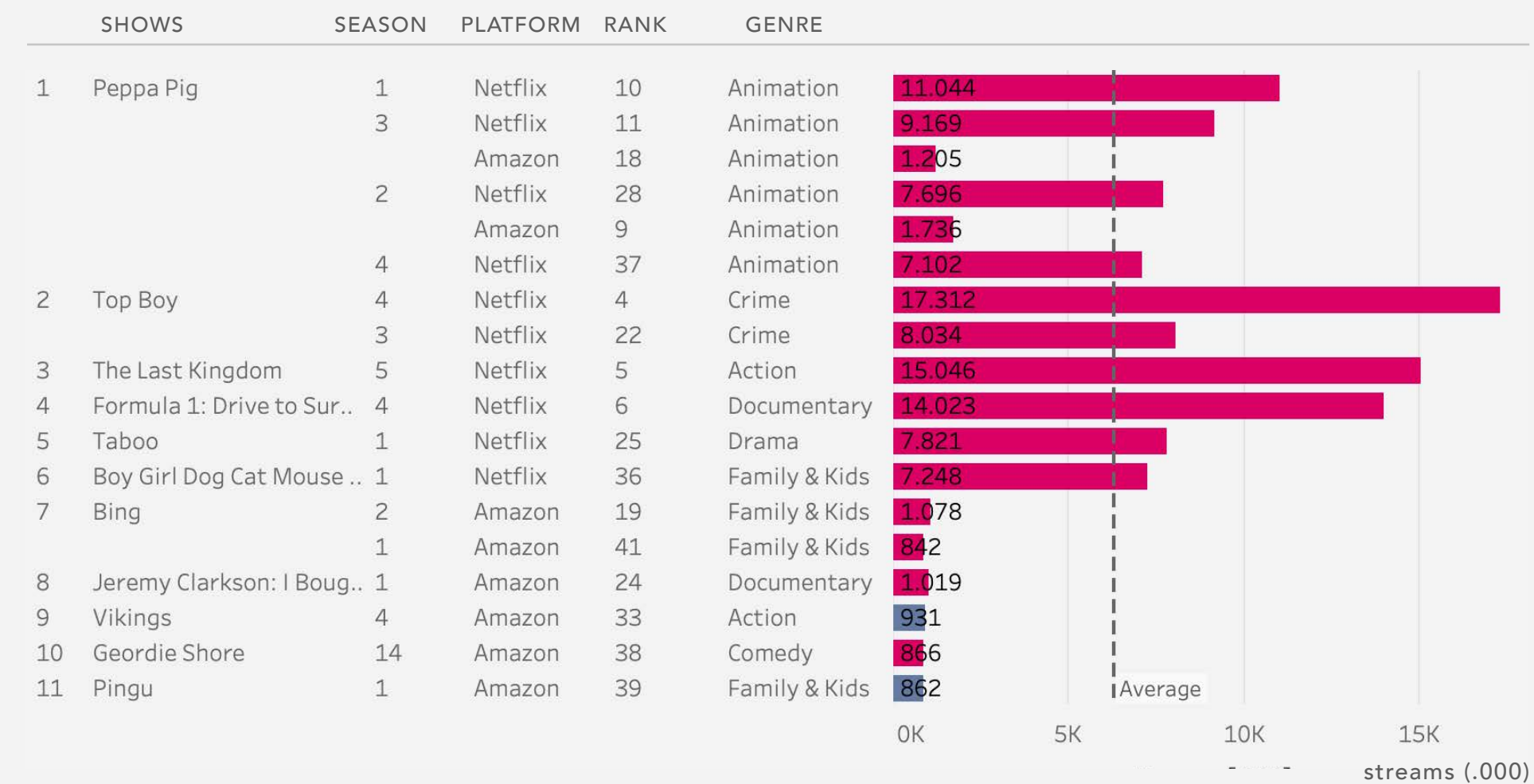
The UK market seems unaffected by trends and new adds-on to the catalogue. American comedies predominate in the market with 37% of total streams, a tough hurdle to overcome for the rest of the content.

THE UK KEEPS THE MEDAL FOR THE LEAST DIVERSIFIED MARKET AS FAR AS THE ENTERTAINMENT MENU GOES

If the lack of diversity were tangible in movies, the show chart would broaden the scenario. Only three titles in the Top 40 are foreign content; all the others are English-speaking shows (but 2 out of 3 of these were Australian productions). Australian co-production with the States, "Piece of Her", stands at #6 with 26M streams. "Wolf Like Me" is a streaming television comedy-drama miniseries produced by Stan -the Australian OTT service- associated with NBC Universal and Peacock. After the hit on the network, Peacock confirmed renewal for a second season.

UK 100 SHOWS | EUROPEAN FOCUS

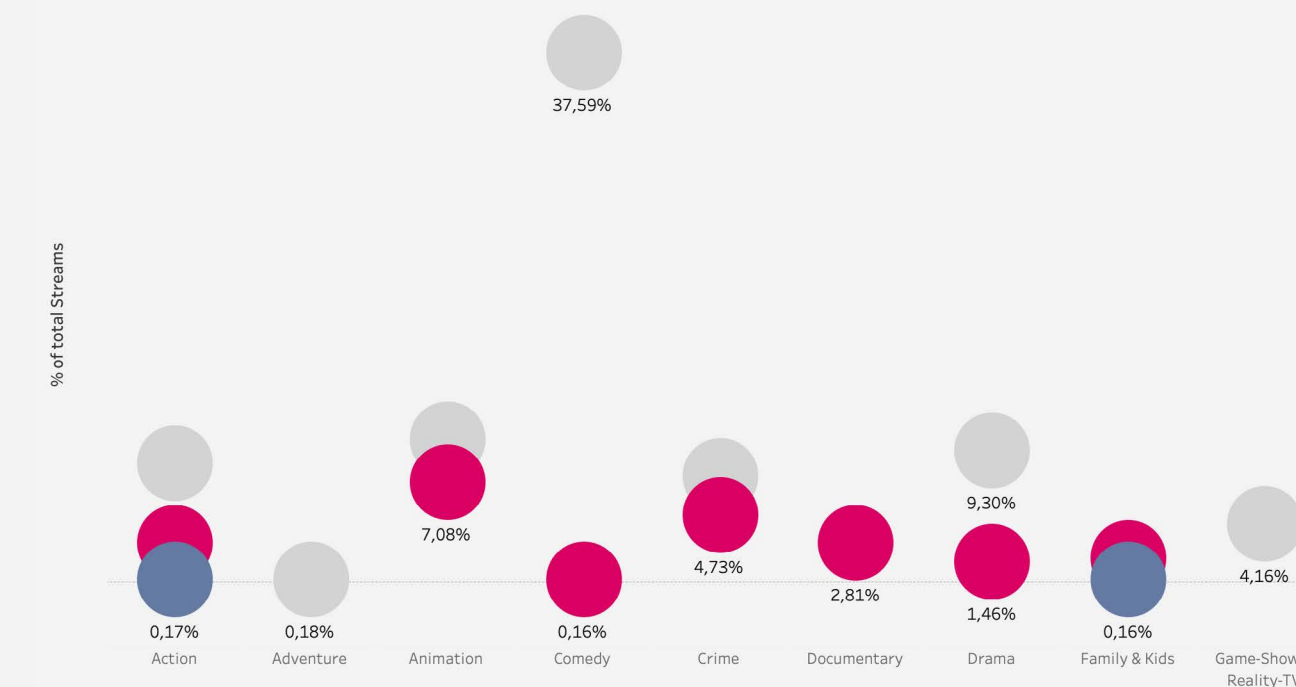
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



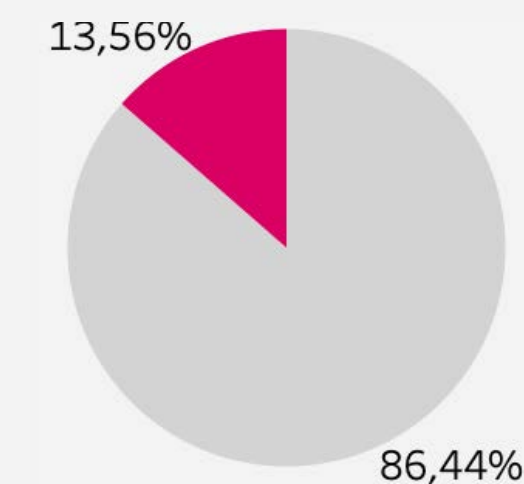
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genre	Shows .. Europe	UK
Action	1	1
Animation		1
Comedy		1
Crime		1
Documentary		2
Drama		1
Family & Kids	1	2

CONTRIBUTION TO DRAMA STREAMS



JUST 1 EUROPEAN TITLE MADE THE TOP100 IN THE UK

You guess it right; it was English-speaking content. Irish-Canadian co-production, "Vikings", ranked at the bottom of the chart with 931K streams, while Swiss stop-motion children's series "Pingu" (862K) made #39 on Amazon.

BEYOND THE LONG-TAIL OF SEASON, THERE IS LIFE

"Peppa Pig" accumulated most of the views across its 4 seasons with 37M streams. Season 4 of British television "Top Boy" crime drama created by Ronan Bennett accounted for 17.3M streams and 8M streams in season 3 re-watching. The first two series were broadcast on Channel. Although storylines for a third series were proposed, the series was dropped by Channel 4 in 2014.

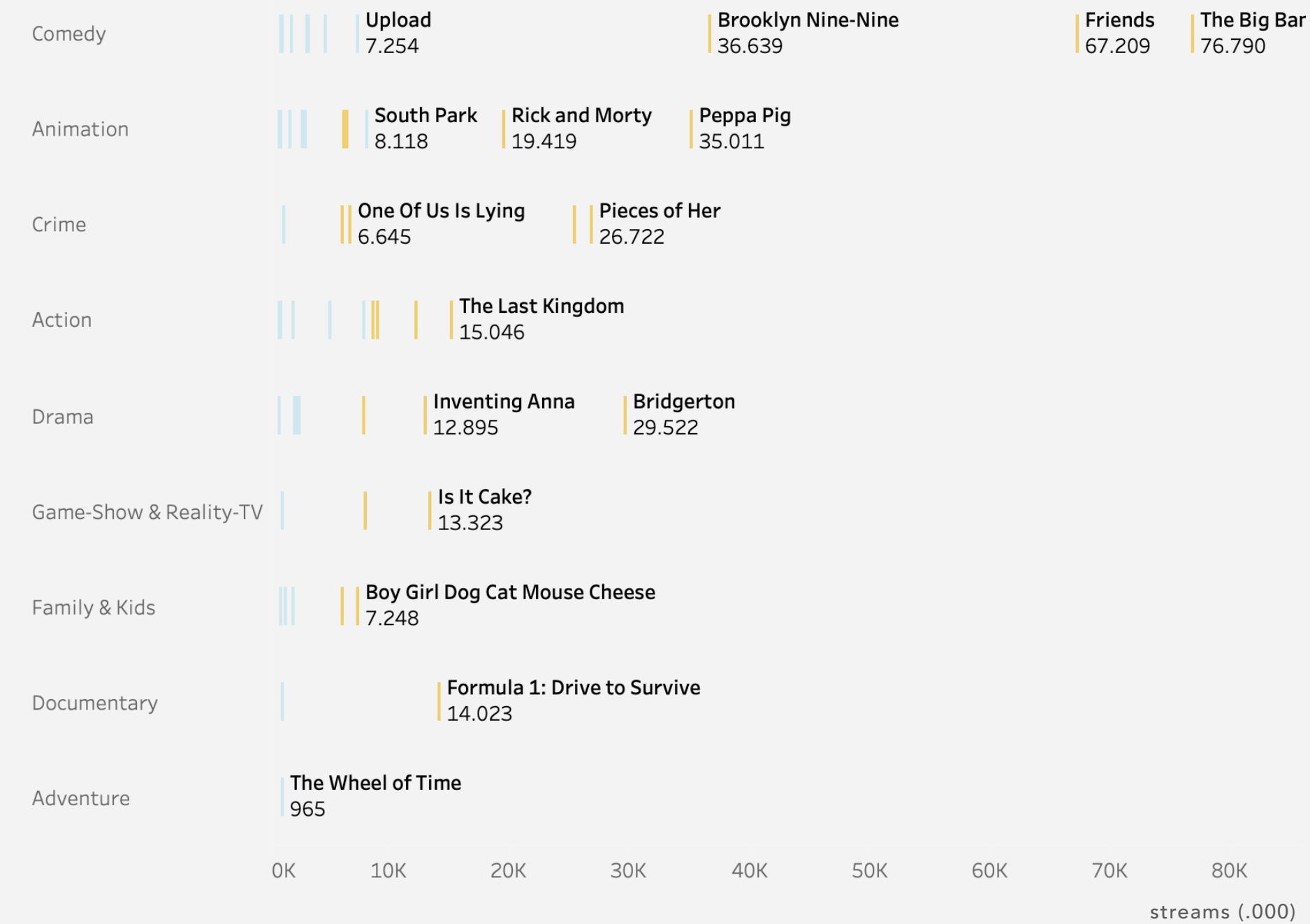
Following interest from Canadian rapper, Drake, Netflix announced in November 2017 that they would revive the series with Ashley Walters and Kane Robinson reprising their roles. Netflix has adopted the strategy in other markets

BRITISH CONTENT CONTRIBUTED 13,56% TO TOTAL DRAMA STREAMS WITH "TABOO"

The BBC television mini-drama produced by Scott Free aired on BBC One in 2017 and suddenly broke into Netflix's Top 10 week in March. Netflix's power broadened the audience base, and new fans are eager for a second season. Fortunately, Hardy and showrunner Steven Knight haven't forgotten. BBC One has revealed that the expected premiere date for the second season of Taboo will come in February 2023.

UK 100 SHOWS | SVOD PLATFORMS

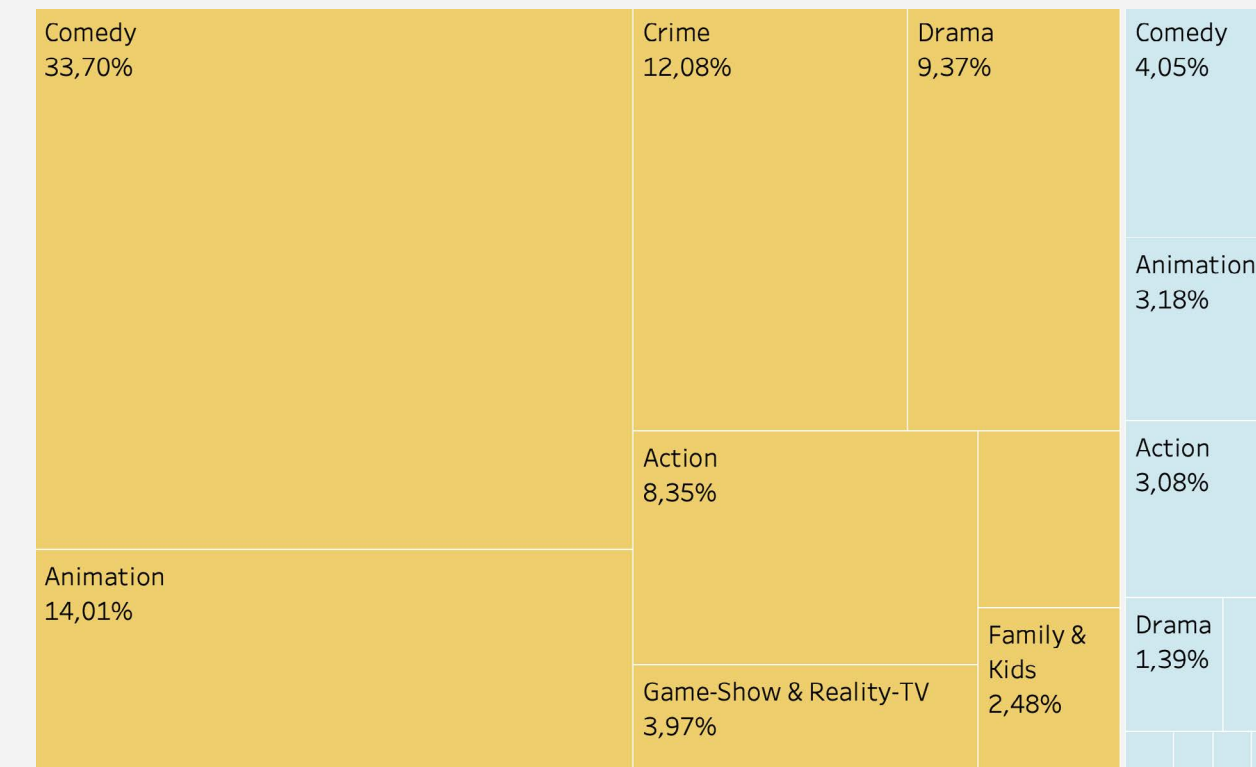
TOP SHOWS STREAMS BY GENRES



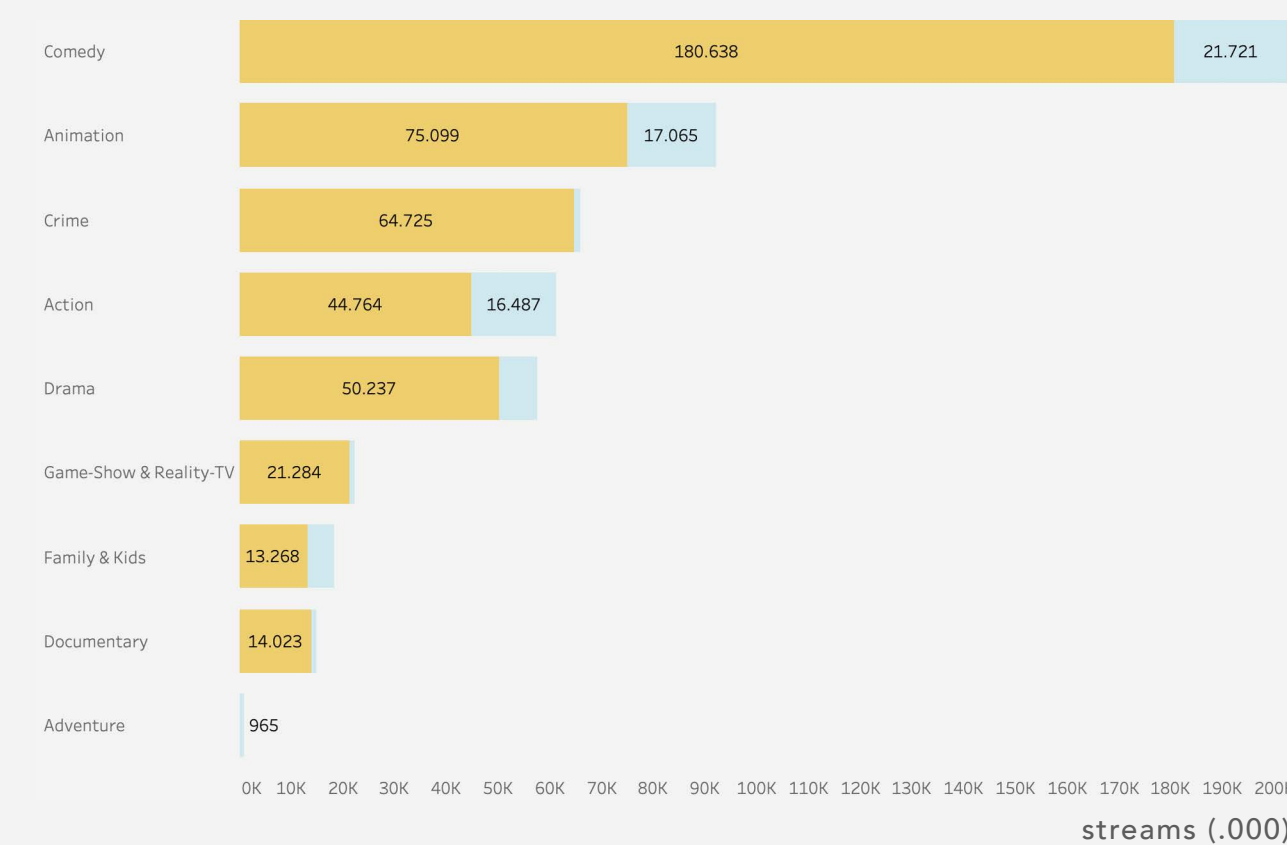
OTT

- Amazon
- Netflix

MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



AMERICAN SITCOMS PUSHED COMEDY STREAMS ON NETFLIX UP TO A 33% QUOTA (180M STREAMS)

"The Big Bang Theory", "Friends", and "Brooklyn Nine-Nine" set the average bar over 20M streams which placed the other titles below par. The Amazon comedy catalogue recorded 21.7M streams (4% of share) with "Upload" and "This Is Us" recording streams of 7.2M and 4.5M respectively.

ANIMATION MADE SECOND-BEST WITH 92.1M STREAMS

"Rick and Morty", an American adult animated science fiction sitcom created by Justin Roiland and Dan Harmon, accounted for 19.4M streams on Netflix. Australian Crime "Piece of Her" and "Top Boy" run up in the grid. No Amazon title performed above average. The 29.5M streams recorded by "Bridgerton" weren't enough to elevate Drama to the genre's podium.

HOT CONTENT IN UK

PIECES OF HER: A FEMALE CRIME FULL OF NEW OPPORTUNITIES FOR THE INDIE INDUSTRY

Series "Pieces of Her" conquers Netflix audiences across all analyzed countries with a new female-lead quality crime with dashes of drama. There are a striking 80M streams across the five territories and the presence in all of the top 15. The UK embraced the show with 26.7M streams, followed by Spain with 18.5M. France and Germany stayed at 14M on average, while Italy came last with 5.6M streams. Could a female-lead crime occupy this mainstream position 10 years ago?

Toni Collette stars in this Australian-American series produced by Made up Stories, behind the same female target audience of HBO series "The Unfolding" and "Big Little Lies". Written and directed by an all-female award-winning team, the book is based on The New York Times bestseller by Karin Slaughter. Her books have been published in 37 languages and sold over 35 million copies worldwide. She has written over 18 novels, including New York Times bestsellers "Pretty Girls", "Cop Town", and "The Good Daughter", which are already in development by Netflix, according to articles on NetflixLife Fansided and EW. In this last article, EW explains that Hollywood is finally catching up with Karin Slaughter and her pre #MeToo stories: "For 17 years, she was told her novels were "too female-centric" by producers and execs, and eventually she stopped trying to get them on screen. "I was just so disillusioned," she says.

Netflix: Opportunity of immediate jobs versus the threat of losing lifetime ip

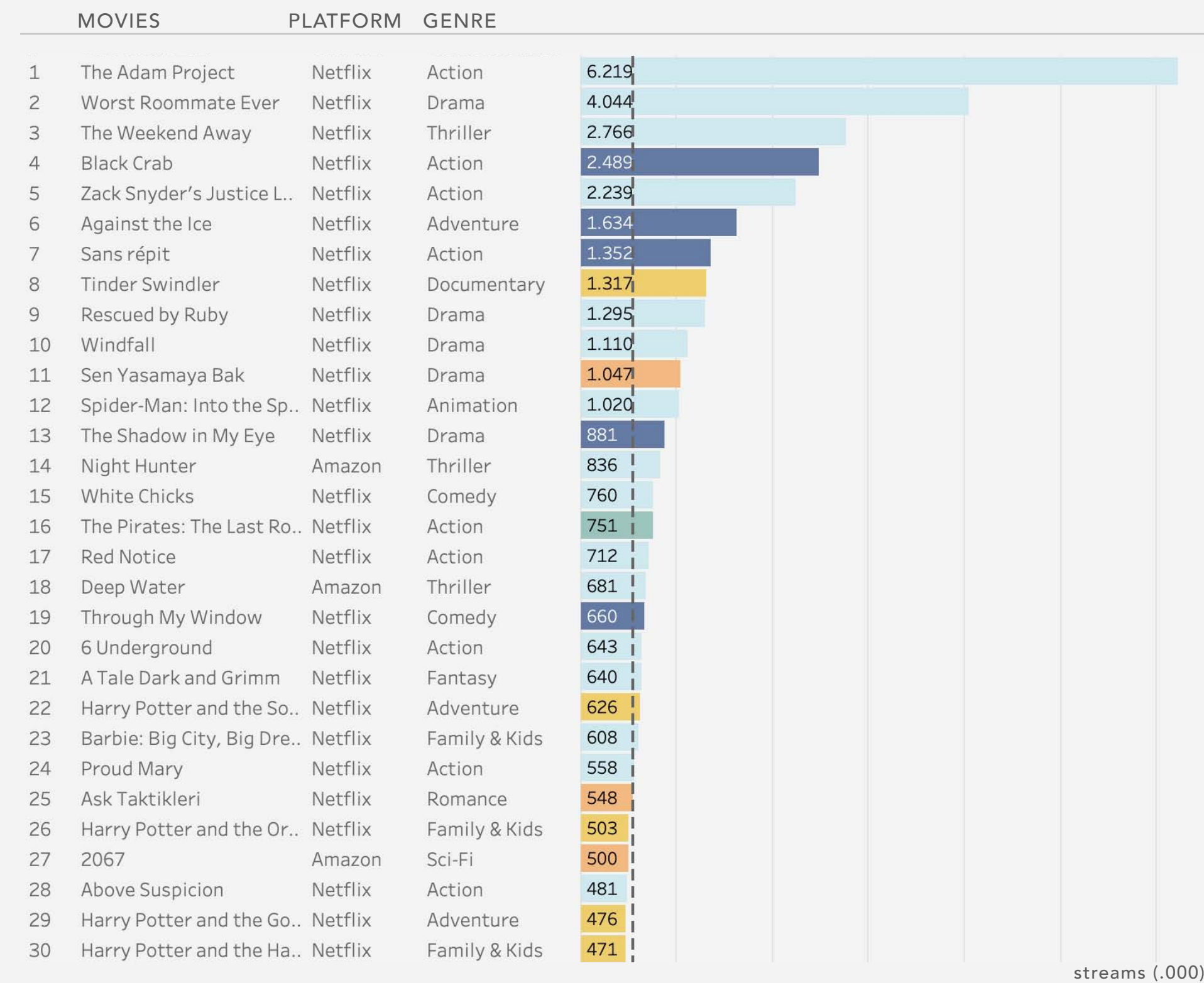
According to Screen NSW, the production of the series delivered 400 local jobs and contributed \$58 million to the state's economy. Toni Collette ("Unbelievable", "Knives Out") declared: "Given the challenges the film and television industry has faced this year on a global level, I am thrilled that the producers and Netflix have been able to relocate Pieces of Her to film in Australia".

Jobs vs IP is a constant debate in the current film industry where the leading streamers are indeed giving steady employment and good wages while the independent sector is not able to keep up with the pace and retain talent. The immediate economy is welcoming those jobs (and politicians open their arms widely), but at the same time, a lot of the non-American IP is lost to the streamers. The stamp "Original" or the exclusivity of the same streamer is too often linked to a complete loss of the producer's IP. When we see how much the library titles are worth after 20-30 years (either with remakes or original versions), who will be, in the end, taking advantage of the shelf-life of all the series being made in foreign territories these days? With the current profile of negotiations, certainly not the locals that forego IP rights.



GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

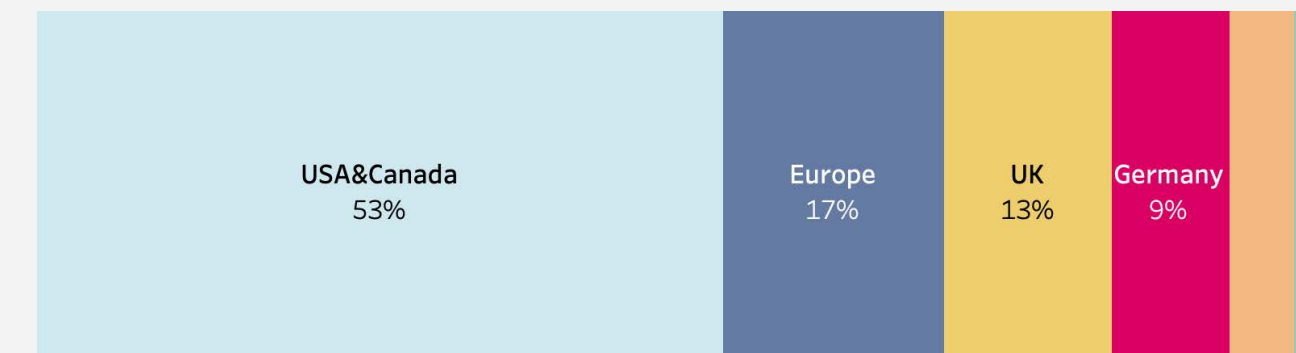


SHOWING 30/100 - [See complete chart here](#)

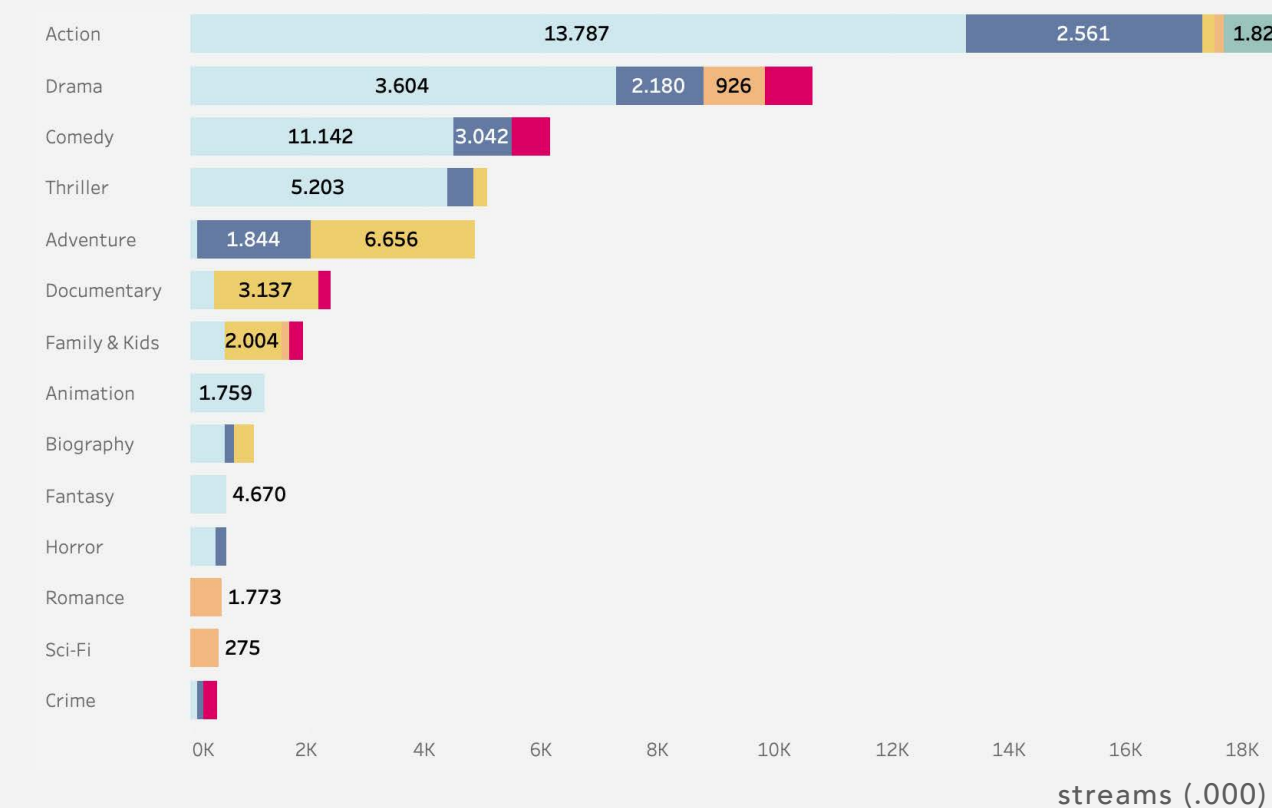
PRODUCTION COUNTRIES



CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



AMERICAN PRODUCTIONS INCREASED BY 16 POINTS, DRIVEN UP BY THE TOP 20 MOVIES

53 American flicks predominated in the market with 33.7M streams, a standard we didn't spot since the beginning of the year when US content was losing an edge in the market.

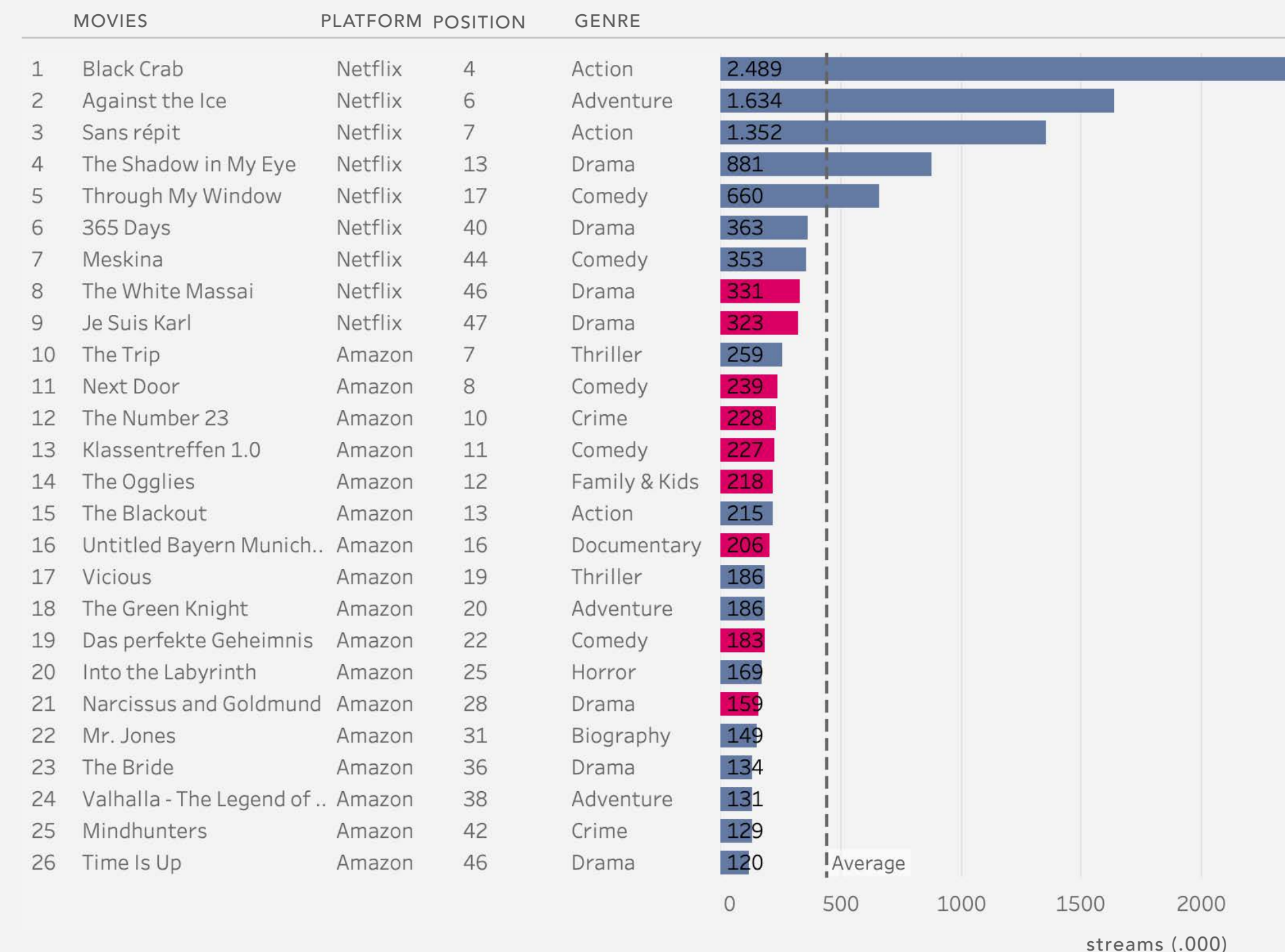
Turkish contents are becoming a regular in the market accounting for 1.5M streams in March. "Sen Yasamaya Bak" (#11) and "Ask Taktikleri" (#25) made the Top 25. The latter has been clinging to the charts since February.

ACTION RANKED AS THE #1 GENRE WITH 18.9M STREAMS, FOLLOWED BY DRAMAS WITH 10.4M STREAMS

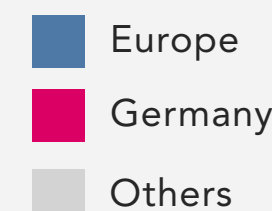
Drama movies show some diversity with regard to country of origin. Among the 16 flicks, 50% of the catalogue is American, 25% are European, 16% local production, closing with 6% from other origins. "Worst Roommate Ever", "Rescued by Ruby", and "Windfall" made the podium of the genre. Asian content focused on Action, accounting for 1.8M streams boosted by "The Pirates: The Last Royal Treasure", a 2022 South Korean period adventure film directed by Kim Jeong-hoon, following the 2014 spiritual sequel "The Pirates". Still, Asian content lingers as a minority presence in the market.

GERMANY 100 MOVIES | EUROPEAN FOCUS

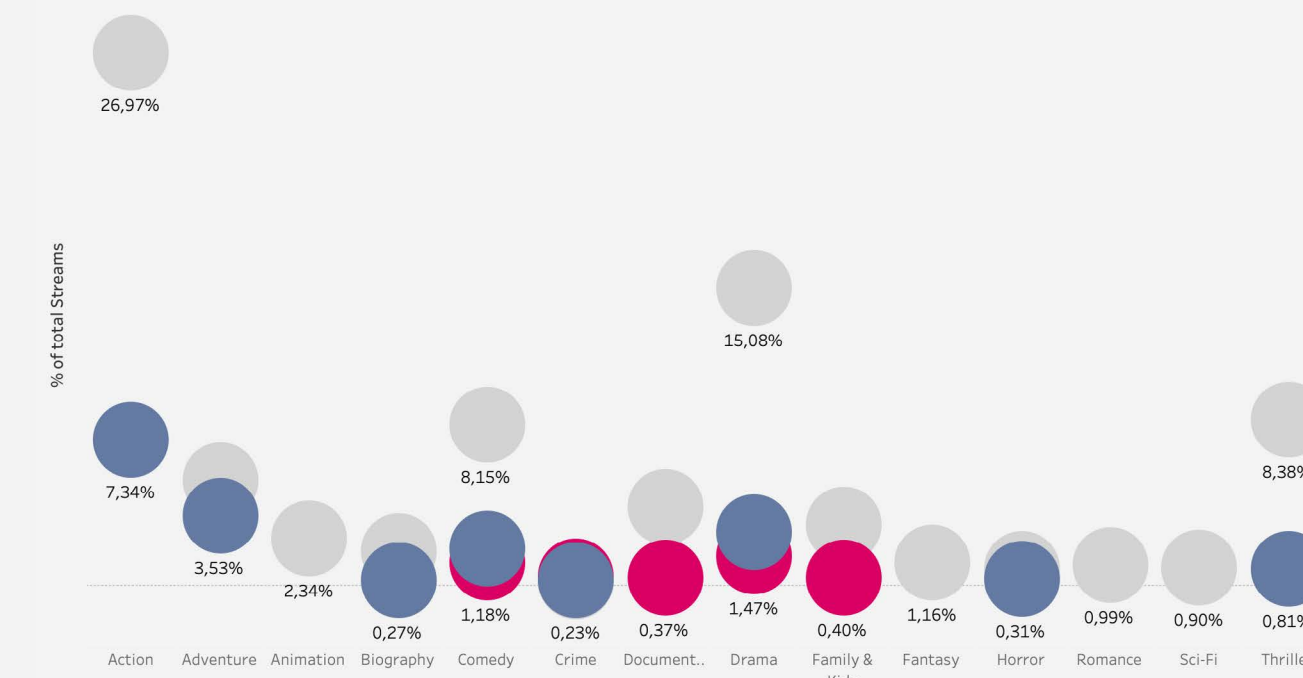
LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON



PRODUCTION COUNTRIES



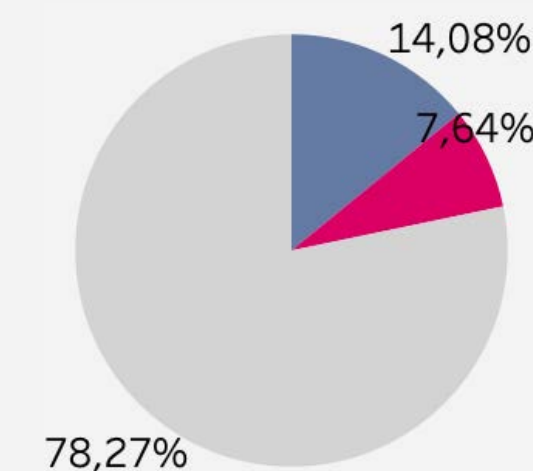
CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Movies DE	Europe	Germa..
Action		3	
Adventure		3	
Biography		1	
Comedy		2	3
Crime		1	1
Documentary			1
Drama		4	3
Family & Kids			1
Horror		1	
Thriller		2	

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN CONTENT REINFORCES THE LEADING POSITION WITH 17 FLICKS AGAINST 9 LOCAL PRODUCTIONS, RAISING 4 POINTS FOR GERMAN CONTENT

European movies stand out in Action with a 7,34% streaming share of Top100, Adventures (3,53%) and Drama (2,71%). Swiss "Black Crab" leads the chart with 2.4M streams, ranking #4 on Netflix. The German European chart follows the French pattern with European action movies at the top.

Sadly, confirmed, no Oscar was echoed in the market. European content collected 9.4 M streams in the market.

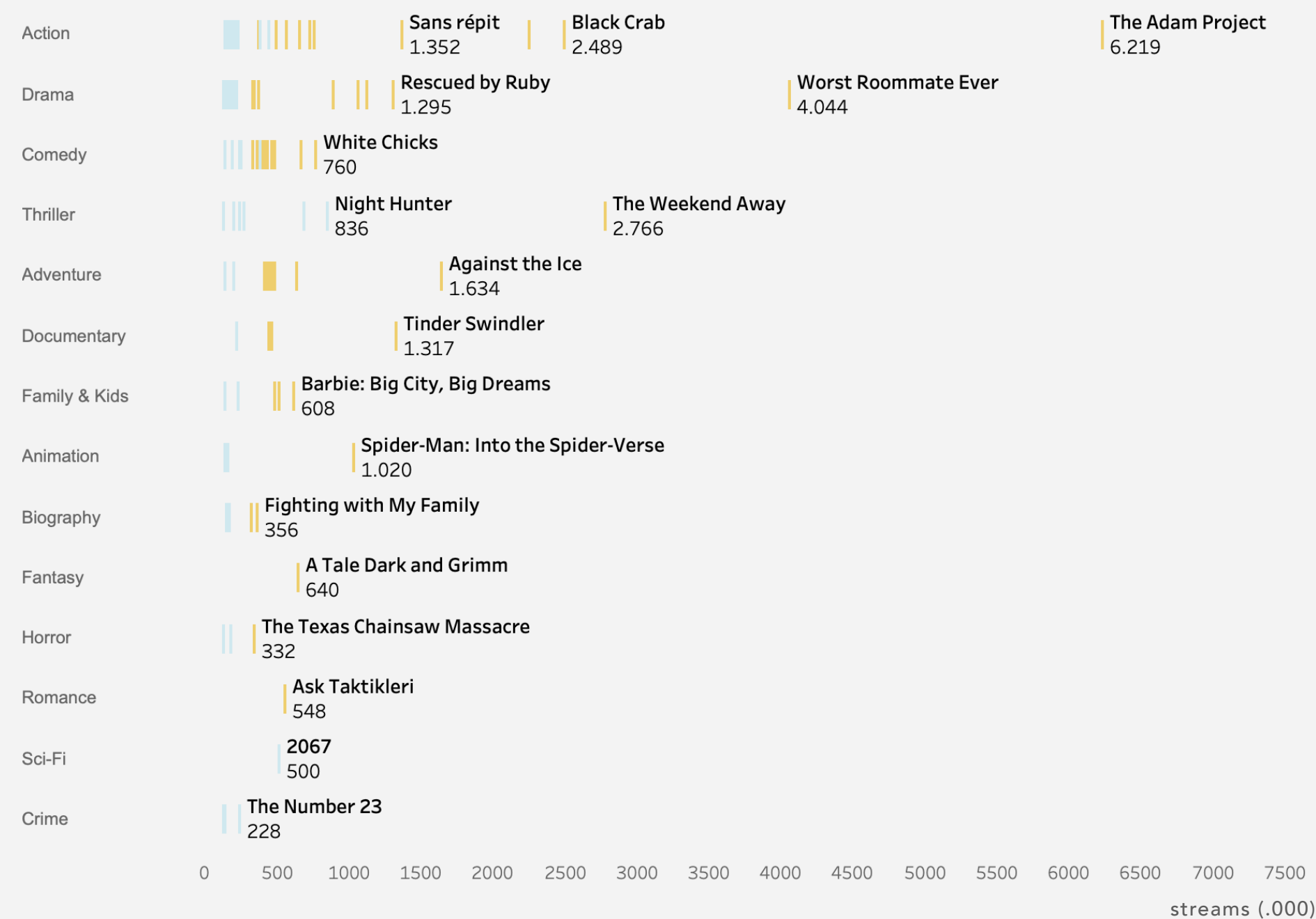
THE PERFORMANCE OF LOCAL CONTENT IS DECIDEDLY MEDIOCRE, WITH NO CONTENT LEADING THE TOP POSITIONS CHALKING UP A MEAGRE 2.1M STREAMS IN THE TOP 100

Local content has been dramatically dropping in streams for the past eight weeks. The first German content made #46 on Netflix, 2005 romance drama "The White Massai" with 331K streams or "Je Suis Karl" a 2021 German drama film directed by Christian Schwochow from a screenplay by Thomas Wendrich.

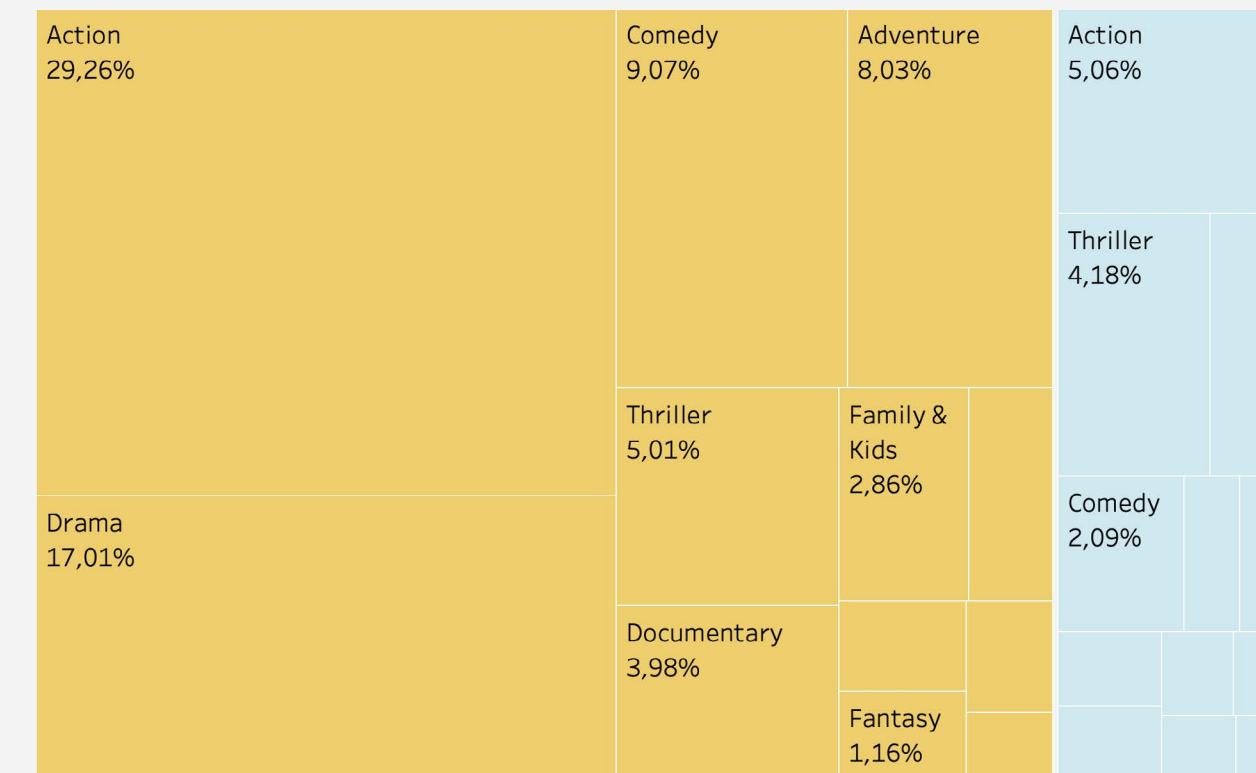
Daniel Brühl's directorial debut, produced by Warner Bros Germany and premiering at Berlinale 2021, landed on Amazon after the theatrical window and barely reached (239K streams. A poor performance for witty German-centric Comedy content.

GERMANY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM



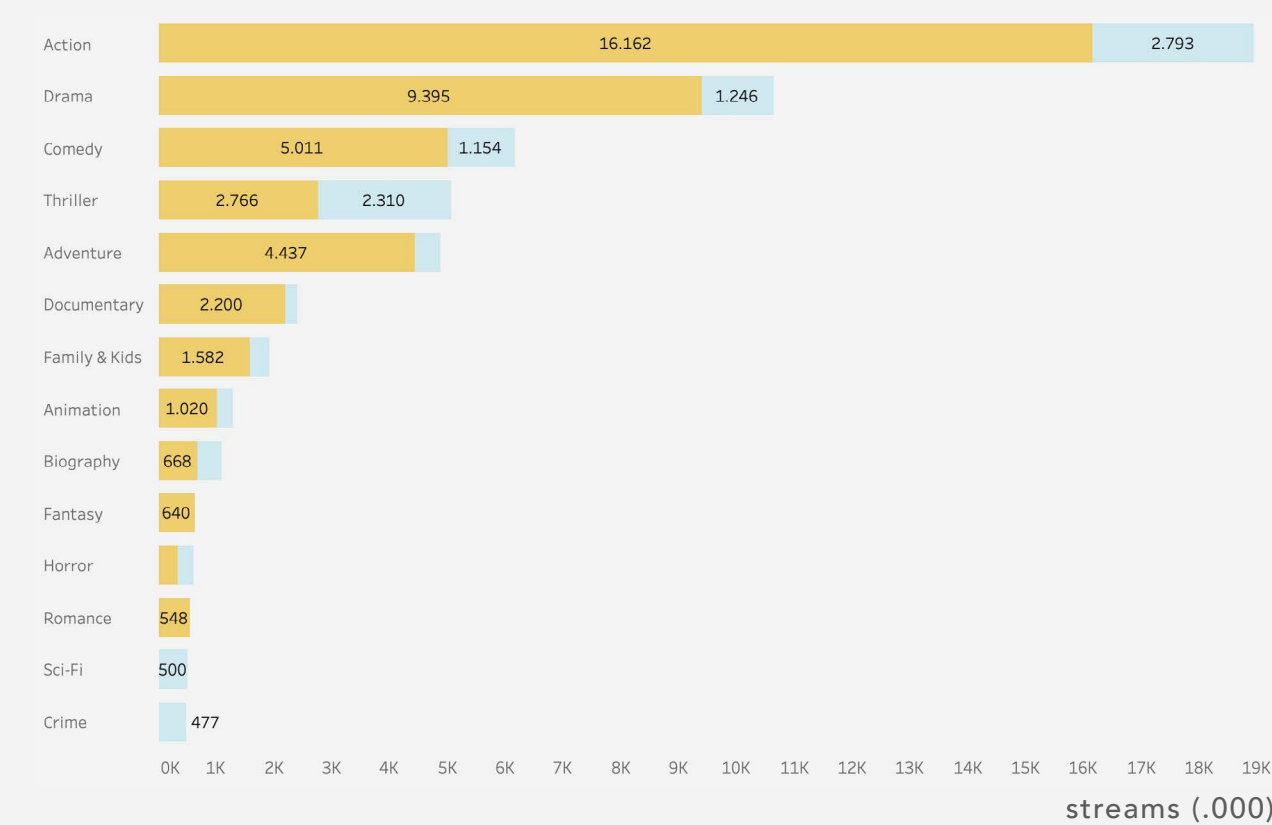
ACTION, DRAMA, AND COMEDY LEAD THE CHART, WHILE THRILLER SHOWS A BALANCE IN TERMS OF PERFORMANCE

The latter reduces the gap among the platforms, accounting for 2.7M streams on Netflix and 2.3M streams on Amazon, and becoming the second-most watched genre on Prime Video. "The Weekend Away" (2.7M streams), "Night Hunter" (836K streams on Amazon) and twisted love drama 'Deep Water', rule the genre.

Action ranked as the most watched content on both platforms, with 29,26% quotes on Netflix and 5% of the Top 100 on Amazon (2.7M streams). Only Netflix titles surpassed the average bar of the genre, scoring over 1.3M.

The gap among the platforms is enormous even in a market where Amazon has a standing position compared to other European territories: Netflix's Top50 movies collected 44.7M streams while Amazon's Top 50 grabbed 10.4M streams.

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



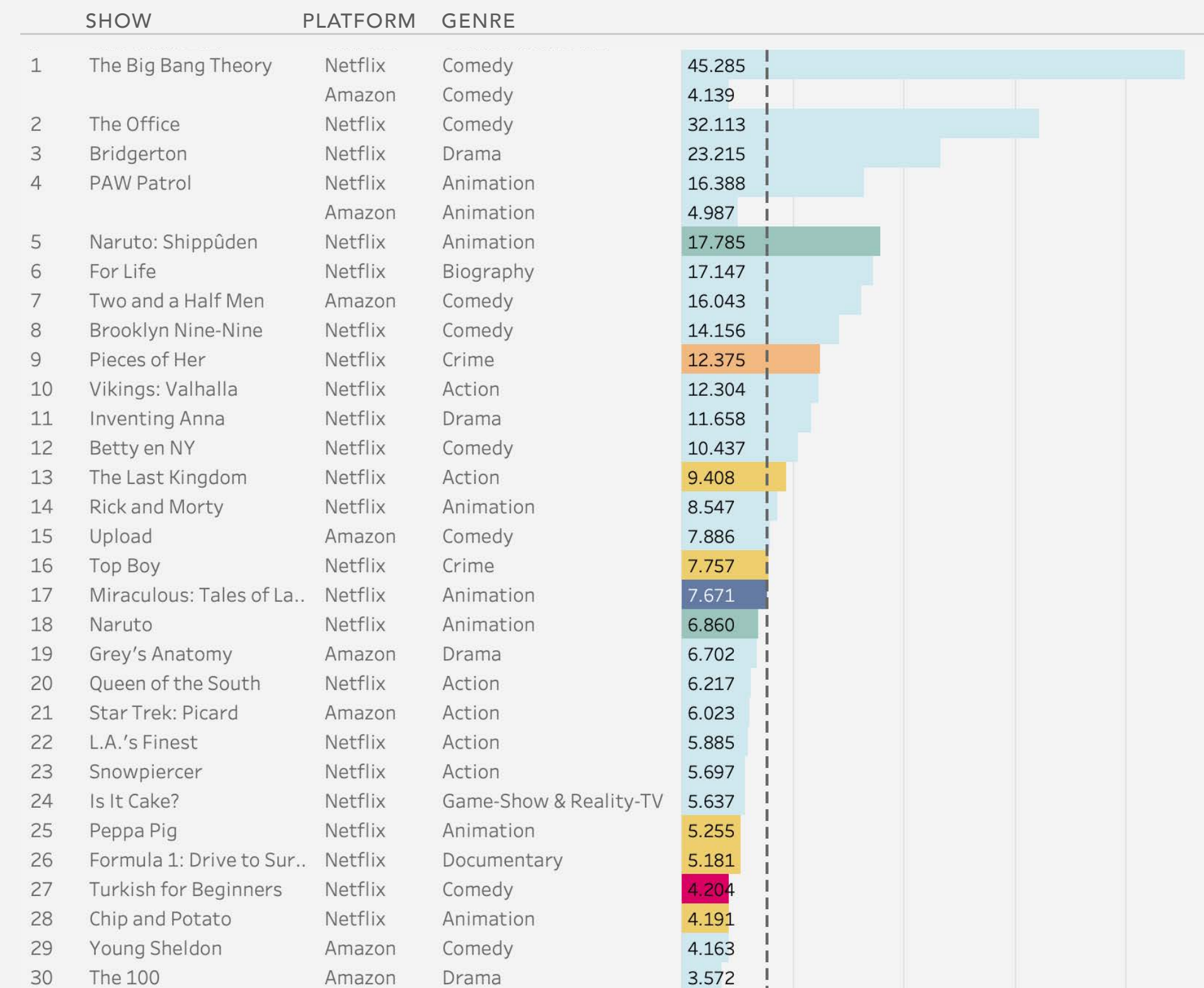
OTT

- Amazon
- Netflix

GERMANY 100 SHOWS | OVERVIEW

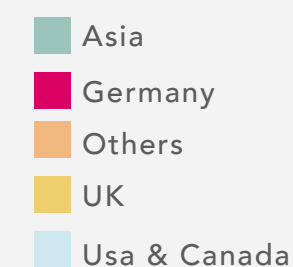
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



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

PRODUCTION COUNTRIES



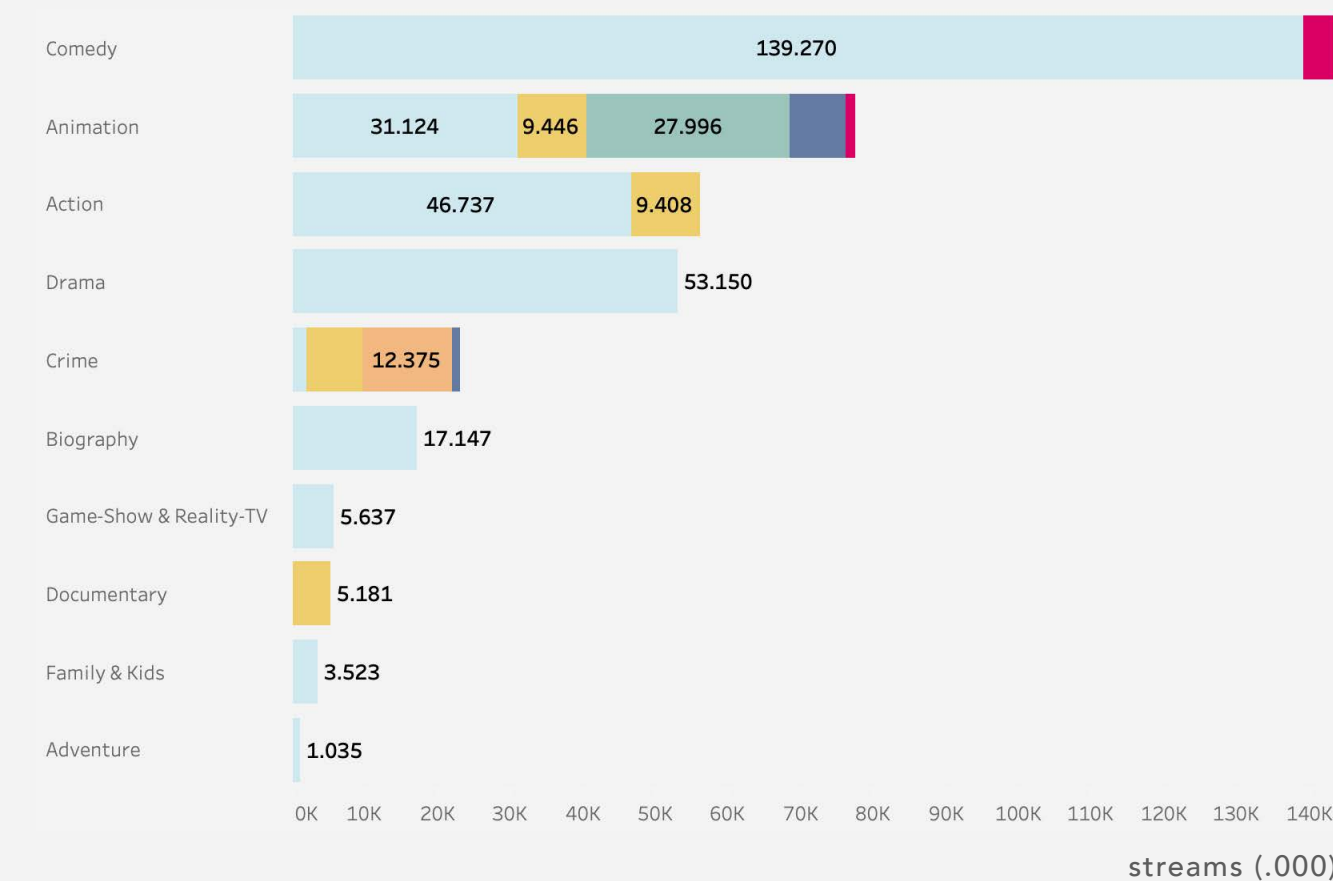
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



AMERICAN SITCOMS TOTAL 139M STREAMS, TAKING UP TO A 75% QUOTA OF TOP100 STREAMS

16/20 first titles are American production, not leaving* room for diversity. The first two titles, licensed TV sitcoms, amassed 81M streams. Shonda Rhimes' keenly awaited "Bridgerton" sequel got 23M streams, clearly behind leading countries such as Spain (31.7M at position 3 in its ranking), the UK (29.5M at #5) and France (28.2M, ranking #1)

ANIMATION IS THE GENRE SHOWING THE MOST IN TERMS OF COUNTRY ORIGIN

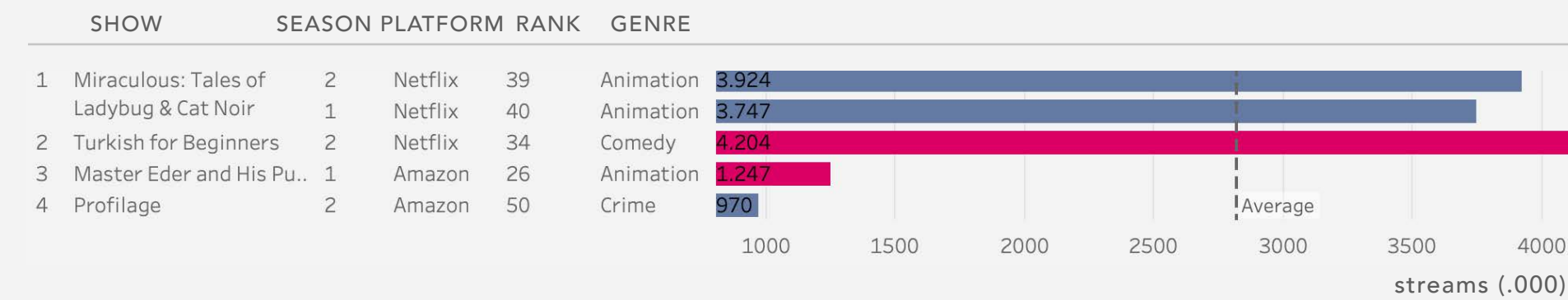
Anime accounted for 27.9M streams, as the second-most watched, only behind American content with 31.1M streams. 3 Asian shows made the Top100 "Naruto: Shippûden" ranked among the Top 5 with 17.7M streams, "Naruto" and "Demon Slayer" at #33 with 3.3M.

AMERICA DOMINATES THE DRAMA CATEGORY WITH 53 M STREAMS

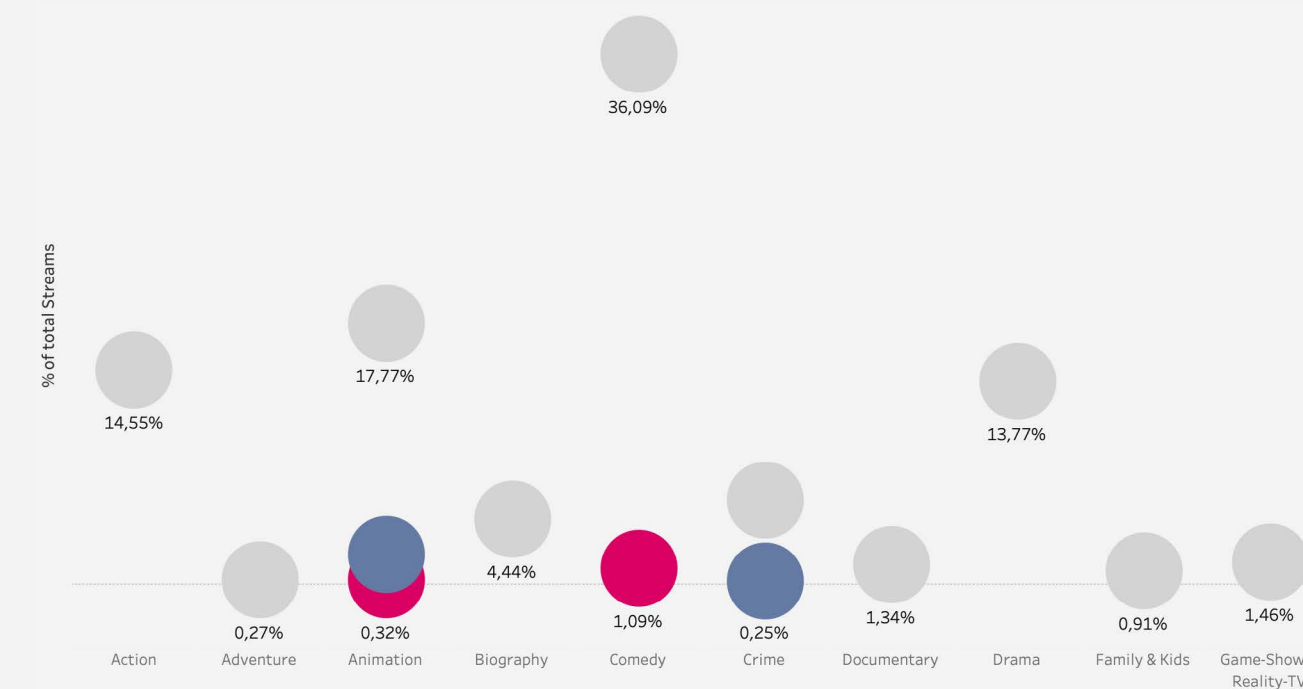
"Bridgerton" and "Inventing Anna" push stream levels heavily upwards with 23M and 11.6M each and a performing average of 6.6M streams. On the average line, "Grey's Anatomy" maintains the rates for Amazon.

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



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



FATAL MONTH FOR EUROPEAN AND LOCAL; ONLY FOUR SERIES MADE IT TO THE TOP 100

“Miraculous: Tales of Ladybug & Cat Noir” seasons 1 and 2 are classified within the Top40 on Netflix, totalling 7.6M streams. The best European content is the computer-animated magical girl focused on two Parisian teenagers who transform into superheroes to protect the city from supervillains. The series is co-produced by Zagtoon, Method Animation, Toei Animation, and SAMG Animation, with the participation of TF1, AB Droits Audiovisuels, and The Walt Disney Company France, Gloob, SK Broadband, and EBS. On April 8, 2019, Disney (now Disney+) picked up the airing of the content in the United States, UK and Ireland.

European Kids animations are the single kind of content standing out in March, with 2% of the streaming quota.

2006 local comedy, “Turkish for Beginners”, returned to the chart with 4.2M

German audiences resist local and European series. For the past month, very few titles have broken into the chart.

NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres	Shows DE	Europe	Germa..	DE/EU
Animation	1	1	1	Europe
Comedy	1	1	1	Germany
Crime	1			

CONTRIBUTION TO DRAMA STREAMS

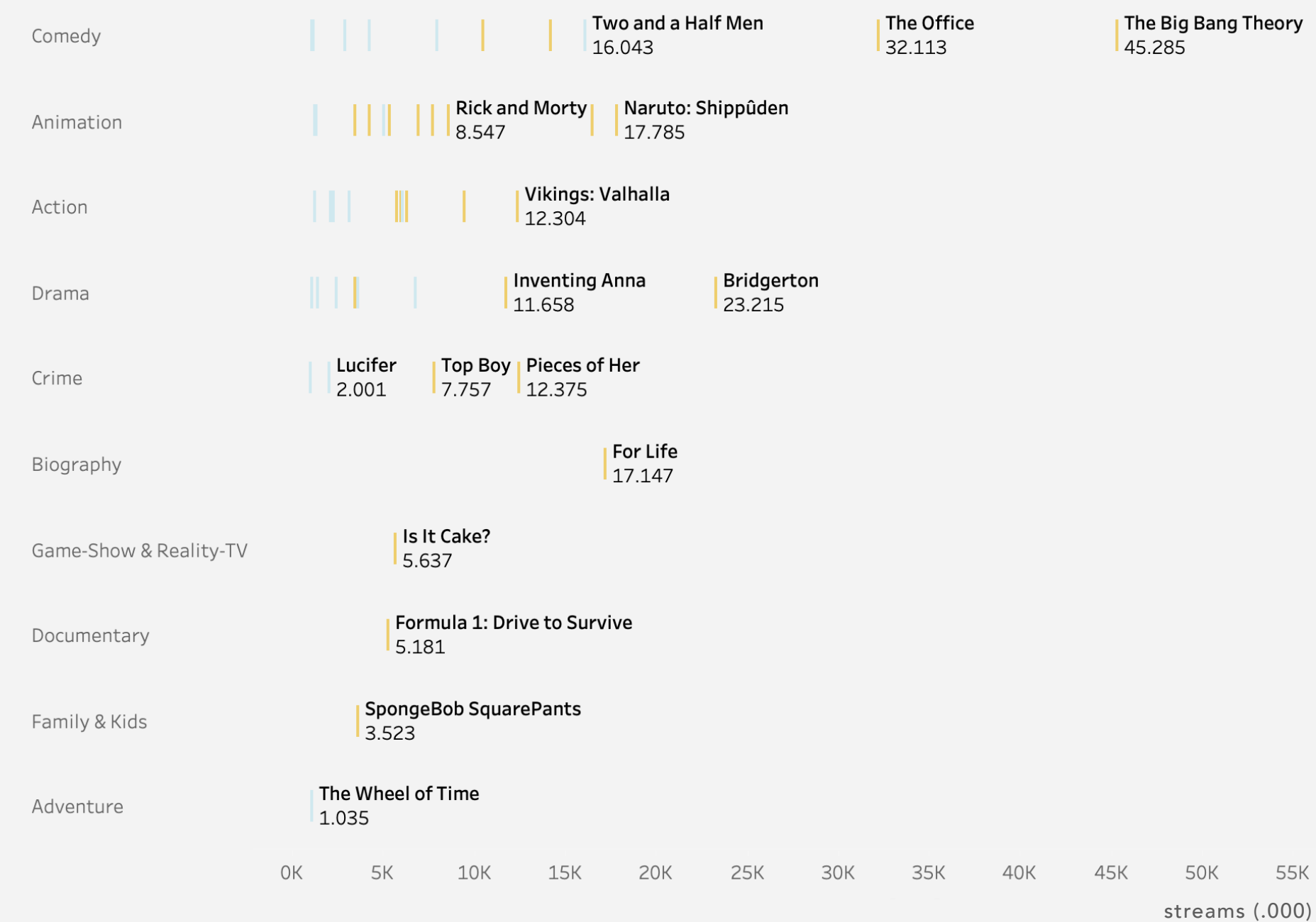


PRODUCTION COUNTRIES

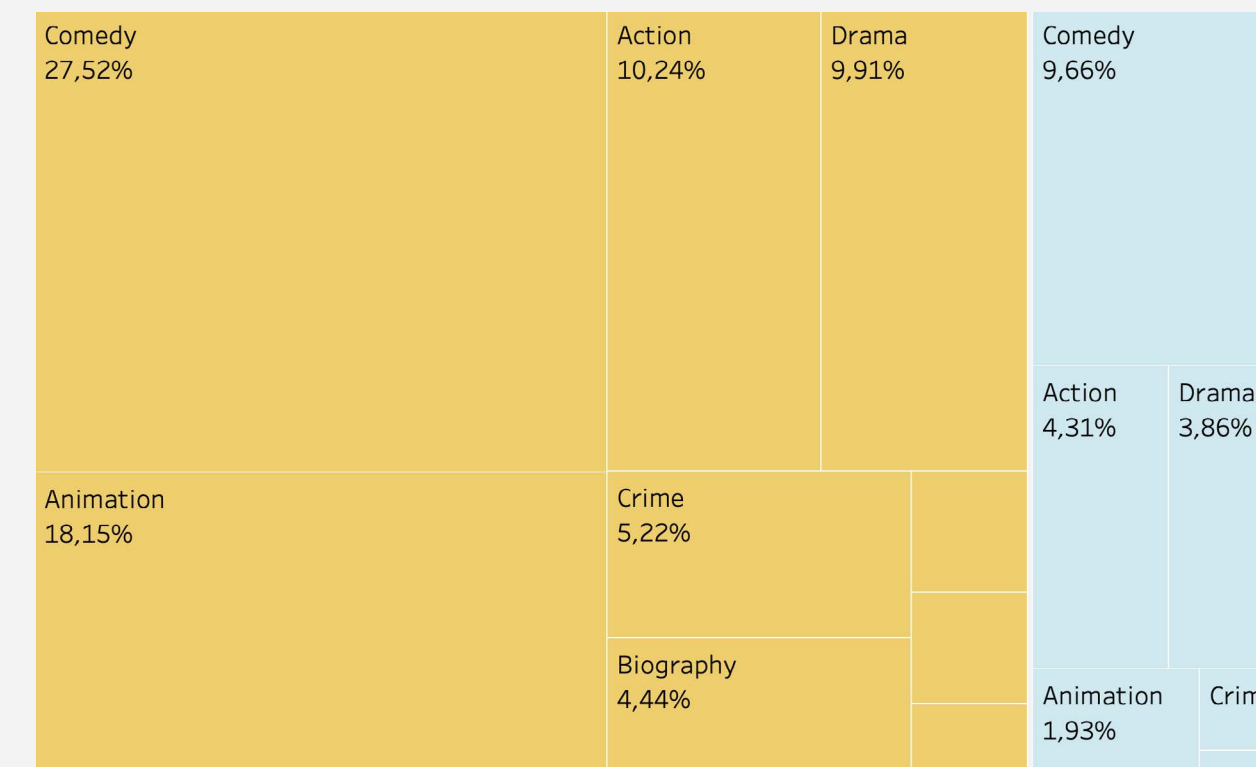
- Europe
- Germany
- Others

GERMANY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMS BY GENRES



MOST WATCHED GENRES SHARE BY PLATFORM

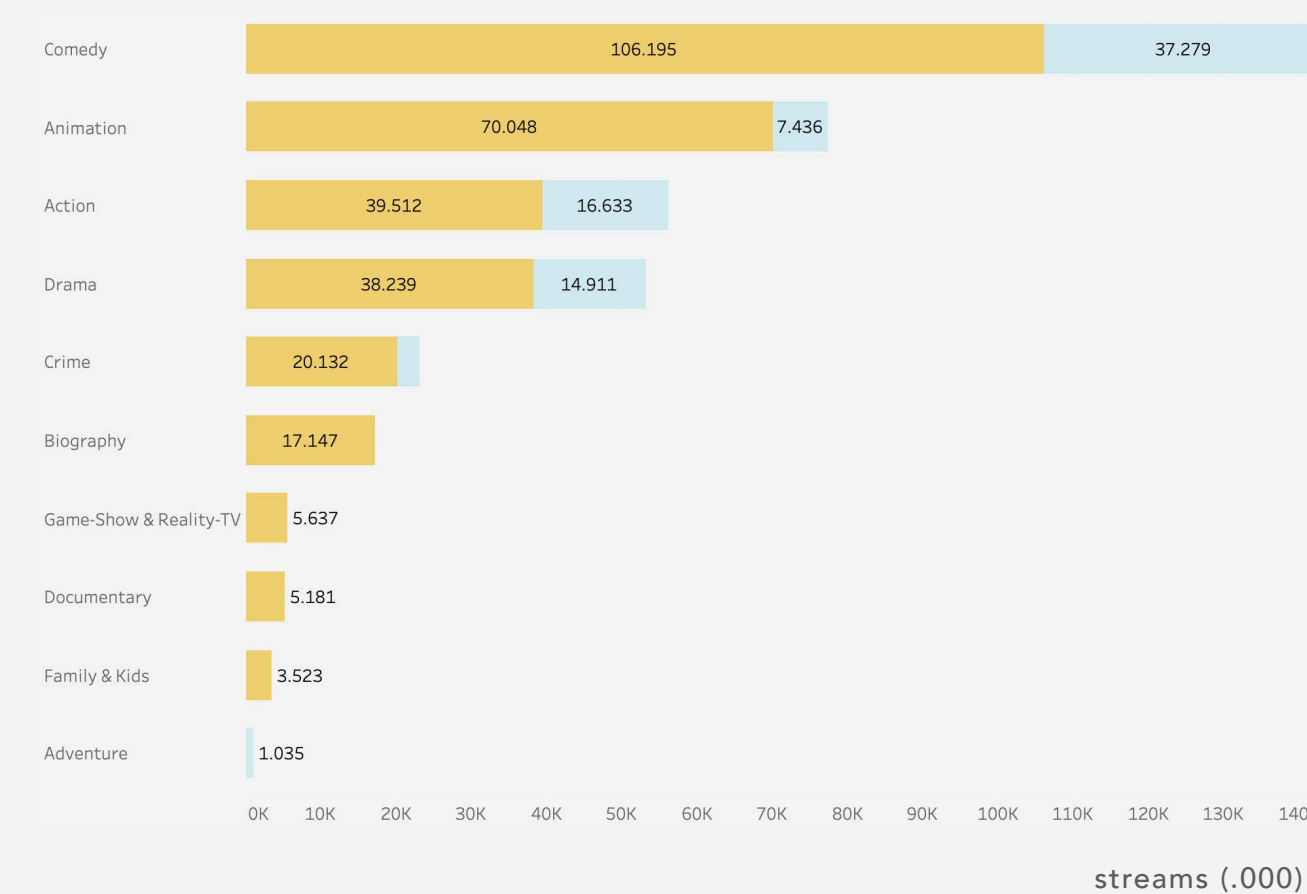


COMEDY RULED ON BOTH PLATFORMS WITH A 27,52% QUOTA ON NETFLIX (106M STREAMS) AND 9,66% ON AMAZON

Only 2 out of 11 titles were recent and original productions from Amazon Studios: "Upload" (2020-present) and "The Marvelous Mrs Maisel" (2018-present). The other shows are licensed.

Animation rated the second-best genre on Netflix with 70M streams, while Action made the post on Amazon with 16.6M streams. Action and Drama almost equalled streams thanks to historic hits "Vikings: Valhalla" and "The Last Kingdom."

TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

HOT CONTENT IN GERMANY

BLACK CRAB: SCANDINAVIAN HIGH PRODUCTION VALUES, ACTION AND A FEMALE LEAD.

“Black Crab” was produced by Indio, a Swedish production boutique for film, television and short-form content and by Netflix. The film is also the directorial debut of Adam Berg, who wrote the role for her star: Noomi Rapace (“Millenium”, “Prometheus”, “Lamb”). This is Rapace’s first role in Swedish cinema in 10 years. In the book the film is based on there had initially been a male lead. Adam mentions in the TUDUM blog of Netflix that he knew this was one thing to change after meeting her.

This gripping icy war Action thriller includes a few elements often present in the streamers’ successes in this segment: an international cast, high production values and a strong story based on a book. The choice of a female lead in a survival story linked to her daughter in the middle of a post-apocalyptic war sparkles originality. It may also bring a new opportunity to engage the female audience and thus create the perfect Netflix night in for couples.

The film performs across all the 5 analyzed territories and cumulates a total of 12,6M streams and an average of 2,5M streams, which is a high standard figure for a European film on Netflix: 3,5M streams in the UK (#4),

3M streams in France (#4), 2,5M streams in Germany (#4), 2M streams in the UK (#5), 1.6M streams in Italy (#3).

“Black Crab” is not the only Scandinavian Action this month. Danish historical survival adventure “Against the Ice” (starring Nikolaj Coster-Waldau, widely known internationally for “Game of Thrones”) is set in a similar cold location but in another period. Looking at their Netflix stills and posters, both films market the winter location, weapons use, and the look towards the unknown enemies outside the frame (heavily – quizá antes? “both films heavily market the winter location” ... etc.). The Netflix style for marketing assets is palpable in both successful films.



GLOBAL TAKES

- 1 / **All territories preferred Action in Film. Comedy leads the series charts in most of the territories.** This month Germany, the UK and Italy preferred Action in Film and Comedy in Series. In all cases, by some distance. In France and Spain, the most diverse territories this month, this is only true for Action and romantic couple movies. Spain preferred Drama over series (more concretely Telenovelas); France picked Animation over series.
- 2 / **European Action on the Rise:** Action is the preferred film genre among the leading streamers, and Europe has managed to place 3 titles at the top 10 levels across all territories. Swedish "Black Crab", French "Sans Répit", and Danish "Against the Ice" have different origins, a visible international cast and high production values. Have a look at the HOT TITLES section for more.
- 3 / **Netflix's explosive 30-day life vs Amazon's Shelf Life:** while standing still at Netflix's top after one month seems complicated even for endorsed hits, with Amazon it is the very opposite: theatrical movies come and stay performing modestly but very steadily. It is the case for titles like "El Sustituto", "García y García" and "Padre No hay Más que Uno", that have been keeping a hot spot in Amazon Spain for weeks. Is Amazon a player vital to dialogue about those European films that could perform better on the giant streamers if better promoted?
- 4 / **Kids animations carry the weight of the local streams in countries like the UK and France.** If it weren't for the long-shelf-life of "Tchoupi à l'École", "Grizzy and Lemmings", "Petit Ours Brun", "Ladybug" or "Peppa Pig", France and the UK wouldn't have almost any presence in the local series grids. Now that European animation seems to be growing, is there a way to better seize upon opportunities being presented by giant streamers?
- 5 / **Italy's and Germany's Netflix grids feel the Turkish influence:** "Sen Yasamaya Bak" (#11 in both countries) and "Ask Taktikleri" (#25 in Germany and #34 in Italy) are trends to keep on the radar. The latter has been clinging to the charts since February. The Turkish culture influence is also palpable on the series grid with shows like "Turkish for Beginners" in #24 of the German overview and in the top 2 when zooming into only European content. This trend shows the importance of diversity as a vital winning card.
- 6 / **No echo of the Oscars in Germany, Italy or France. No local award-winning titles are on those grids.** To a certain extent, the only exceptions seem to be the UK and Spain. British Dramas accounted for 3,6% of Top 100 streams due to adult award contender flicks "Boiling Point", "The Power of Dog", and "Spencer". In Spain: Almodovar's Oscar contender "Madres Paralelas" collects 1.6M streams, and "The Power of Dog" emerges with under 1M streams (#16). These titles were already visibly present in the previous months and accumulated similar streams. Their streamings are certainly not in keeping with the Oscar campaign prices. Are the Oscar campaigns just a game of industry power that the streams don't follow? Could the algorithms treat these titles better? Could the Netflix-ambitious-super-sized outdoors campaigns include more European award-winning titles? Can the European Audiovisual policy push them to be the standard bearers of European cultural heritage? What's the opportunity for Amazon and other streamers in the hole Netflix is leaving?
- 7 / **Like in previous months, the UK seems unaffected by new additions.** To a certain extent, this is true for Germany, particularly on the series grids. The American long-episodes-library shows rule in these two countries. France, Spain and Italy are less hooked to the past and enjoy the new propositions, accounting for more dynamic and diverse markets.
- 8 / **Name an SVOD trend, and Spain will have a film or show to seize upon it.** The Spanish audiovisual industry is not tied to a one hit wonder: "Money Heist" is not the only content Spain can include in the worldwide mainstream culture. "Valeria", "Jaguar", "Through my Window", "Madres Paralelas", and now "Backpackers", are multi-genre titles present in the top grids of Spain and the analyzed territories, accounting for a diverse audiovisual system, feeding the streamers with all types of formats and genres. This trend is a unique exception for Spain, turning this country into an absolute benchmark.
- 9 / **However, LATAM has been threatening European pole positions in Spain for quite a long time.** For the third month in a row, the Colombian daily shows, long-episode Telenovelas, hit big and set Spain apart from the behavior observed in the rest of the European territories. The trend is steadily rising and restricting European origin to 1% in Spain. Are the other streamers prepared for long-episode content strategies to cash in on this trend?
- 10 / **Anime leads in Germany and France: loads of episodes to spend an insane amount of time inside the platform.** It is not at all difficult for titles like "Naruto: Shippûden", "Naruto", and "Demon Slayer" to ramp into the top 10. Behind Crunchyroll and Funimation, Netflix is the prior platform offering exclusive anime content. Streaming services like Netflix are seeing more people make their way to Anime than ever before. According to the Wall Street Journal, over 100 million households worldwide watched at least one Anime on Netflix between October 2019 and September 2020, a 50% increase from the previous year. Netflix's streaming library offers over 50 entire anime series. Other platforms arrange deals with studios to have a piece of the cake in their catalogue. Anime follows the pleasing pattern of telenovelas: many episodes and a unique universe to spend an insane amount of time inside the platform.

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