



THINKDATA.

BRIDGING THE DATA GAP

EQUINOX III 2023
FROM JANUARY TO JUNE 2023

THINK DATA FOREWORD

THEFILMAGENCY

Welcome to our latest Equinox report, capturing biannual trends within the ever-evolving SVOD landscape. For the first time, we're thrilled to enrich our market snapshot. In addition to the data provided by Digital-I utilising its groundbreaking methodology SODA, tracking trends across Netflix, Amazon, Disney+, and HBOMAX, we now incorporate metrics encompassing a top 60 analysis of Filmin and Movistar+ within the Spanish market. Data from these local platforms, sourced from Barometro Geca, offers us a comprehensive understanding of their behaviour.

Analysing these two sets of data allows us to gain deeper insights into the overall landscape. Global platforms predominantly focus on their *exclusive* Originals, expanding their mainstream appeal while increasingly emphasising European film content, narrowing the gap with American productions. Notably, there's a rise in debut European IPs, especially evident in Spanish shows, with the UK and Germany following suit. Conversely, local platforms prioritise films previously screened in theatres. Smaller titles that may not have garnered significant cinematic audiences find an immediate and significant second life on these local platforms, a feat more challenging to achieve on global ones.

Jaume Ripoll, CEO of Filmin, recently shared on X (formerly Twitter) that 2023 continues to witness subscriber growth across platforms, coinciding with a resurgence in cinema attendance. He emphasises that the true victor in this dynamic landscape is the audience. We wholeheartedly concur with this sentiment, supported by data showcasing how these platforms cater to diverse audiences with evolving tastes, while cinemas also enjoy their share of the market. Titles like "El Agua," "Aftersun," "Boiling Point," "Holy Spider" on Filmin, and "Modelo 77" on Movistar+ perform well across both theatrical and SVOD models. These dedicated platforms successfully attract substantial viewership for these titles, regardless of the viewing mode.

Join us in exploring six months of trends and viewing behaviours. Engage with our data and leverage your perspective.

Sincerely,
Celia, Lola, Sarah

“ **Global platforms predominantly focus on their exclusive Originals, expanding their mainstream appeal, while local platforms prioritise films previously screened in theatres that may not have garnered significant cinematic audiences, but now find an immediate and significant second life** ”

THE PRESS SAYS 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 provides information about Netflix, Prime Video, Disney+, and HBO Max, and with the new agreement with GECA, it **expands its coverage** in the Spanish market. Specifically, the report will include a Top 30 list for Movistar+ and Filmin platform in the bimonthly supplement.

AUDIOVISUAL451
el medio online de la industria audiovisual

“ Subscribers to the monthly Think Data report, conducted by The Film Agency, will see their service expanded with the inclusion in the bimonthly supplement of a top 30 list for Filmin and Movistar Plus+, based on data from the GECA consultancy’s OTT Barometer. Think Data thus consolidates itself as **an essential source for understanding trends in European and Spanish audiovisual content**.

la fm.

METHODOLOGY

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.



Digital i's SVOD Measurement System SoDA

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

THINK DATA MEETS EL BARÓMETRO GECA



Since 1993, GECA has been at the forefront of the audiovisual industry, consistently committed to adapting to industry changes. In our recent endeavor, GECA created its own Barómetro, a tool that has set out to provide the most precise understanding of OTT audiences. With a focus on renowned as well as more local platforms such as Movistar+ and Filmin, we aim to offer insights that are both intuitive and customizable.

Much like established TV audience measurement systems, our approach at Barómetro OTT is rooted in a sample-based strategy. However, what differentiates us is our 360-degree understanding of user habits, preferences, and consumption patterns, gathered directly from an online survey.

Our methodology encompasses data from an impressive sample of 16,000 individuals annually for the Spanish market, segmented into 2,000 individuals per batch. The data, which is meticulously gathered, respects quotas, ensuring a balanced representation across gender, age, habitat types, and regions.

With Barómetro OTT, users can delve into diverse aspects of OTT consumption: from platform access types, device usage habits, content preferences, to audience rankings. This depth of data not only provides a comprehensive view of the OTT landscape but also offers actionable insights for stakeholders.

INSTRUCTIONS FOR READING SELECTED MOVIES & SHOWS

In the past months, we've been following the journey of some specific movies, trying to identify patterns and trends which is particularly challenging in an always changing industry. To have a solid grasp of how these productions did on the charts, we've built up four new indicators to provide our reports with more data-driven insights and encourage data-oriented decisions in the content industry: Ranking, Travelability, Shelf-Life and Streams.

So, what do these indicators represent? Each index replies to a complex query.

STREAMING INDEX: How many views has a film or show collected during these six months across the five markets? Thanks to a shared index rate, we could compare titles with very different results and contexts more easily.

RANKING INDEX: How many times has a title been on every market's Top #10 list? The higher the ranking score, the more time a title has visited Top #10 heights. Because it's not always about having the highest posi-

tion, sometimes it's just about making enough noise week after week to sit among the best. A higher score will give you a sense of what popped and endure.

INTERNATIONALITY INDEX: How many of the five markets have a title visited? This metric tells us about the travelability power of the product. It provides elementary but efficient data to determine what kind of products works across markets.

SHELF-LIFE INDEX: How many weeks has the same title spent on the charts? The variable indicates the lifespan of a movie or show.

IMDB RATE INDEX: We used the popular audience rate metric to equal an index and compare titles for the analysis.

These new five variables are given on a 0 to 5 scale, with higher numbers indicating good performance. How did we transform the figures into a shared measuring scale? The best performing title in each indicator sets the maximum scores of the category. For example, "The Adam Project", as

the movie that gathers the highest number of streams and more mentions in the Top #10 in the last six months, sets the peak value for the variables Streams and Ranking. Shelf-Life's maximum score is provided by "Red Notice", the movie that spends the longest time on the charts this semester.

To read the chart, you can rely on the shape; the more the polyhedron looks like a perfect pentagon, the better the title played overall.

DO YOU STILL WANT SOME ASSISTANCE?

Please, don't hesitate to reach out to us at lola@thefilmagency.eu or info@thefilmagency.eu, and we will be pleased to help.

EQUINOX, SHEDDING LIGHT ON SVOD DATA ONCE MORE

The third edition of the Equinox report brings fresh stats about the streaming consumption in the five key European markets between January and June 2023. Based on the figures collected by the consultancy firms Digital-I and GECA, professionals will confirm that Netflix is the strongest platform, highly skilled to cook global superhits and to monopolise the most watched movies in the period with its US originals.

So far, the first half of 2023 will be remembered by Jennifer Aniston and Adam Sandler's 'Murder Mystery 2', Jennifer López's 'The Mother', and Daniel Craig's 'Knives Out 2'. The good news for European producers is that all the countries included in Equinox have a local movie on their respective podium, despite omnipresent US titles. Action film 'AKA' in France, suspense thriller 'Infiesto' in Spain, comedy 'Era ora' in Italy, war drama 'All Quiet on the Western Front' in Germany and 'Luther', the continuation of the UK series, have managed to reach significant numbers on their domestic markets. Drama, comedy and action are the preferred genres by the viewers.

On the series front, US sitcoms are still the most watched shows in the first half of 2023. Only three new dramas could make it to the Top 20: 'The Night Agent', 'Queen Charlotte' and 'Jigsaw'. Yes, all of them on Netflix. And only on Netflix. Global phenomenons 'Bluey' and 'Paw Patrol' are the only children's shows on the chart. Anime fever is especially strong in France

and Germany, where 'Naruto: Shippuden' ranks #1 and #7, respectively. Regarding series, viewers clearly choose comedy and drama.

While audiences in France, the UK, Germany and Italy widely prefer US series, Spain loves its local offer. Comedy 'Machos Alfa', a Netflix original, with a second season soon to be launched, is the most watched show in the period in Spain. Up to three more local series appear in the Spanish Top 10. The only show that reaches a similar status is YA hit 'Mare Fuori' in Italy, being the second most watched series in the country, right after US sitcom 'The Big Bang Theory'.

Thanks to the agreement between The Film Agency and GECA, Equinox offers consumption data on Spanish local players Filmin and Movistar Plus+ for the first time. According to the figures, their original production strategies are paying off, since drama series 'Doctor Portuondo' or 'Rapa', respectively, are among the Top 3. In terms of their film catalogues, Filmin shows its strength in critically acclaimed titles that have premiered in prestigious film festivals, while the Top 10 of Movistar Plus+ is composed by Spanish recent Spanish movies and US blockbusters.

As you can see, this is a must-read report to dive into 2024 enlightened and inspired. So, make sure to stay tuned for the next edition.



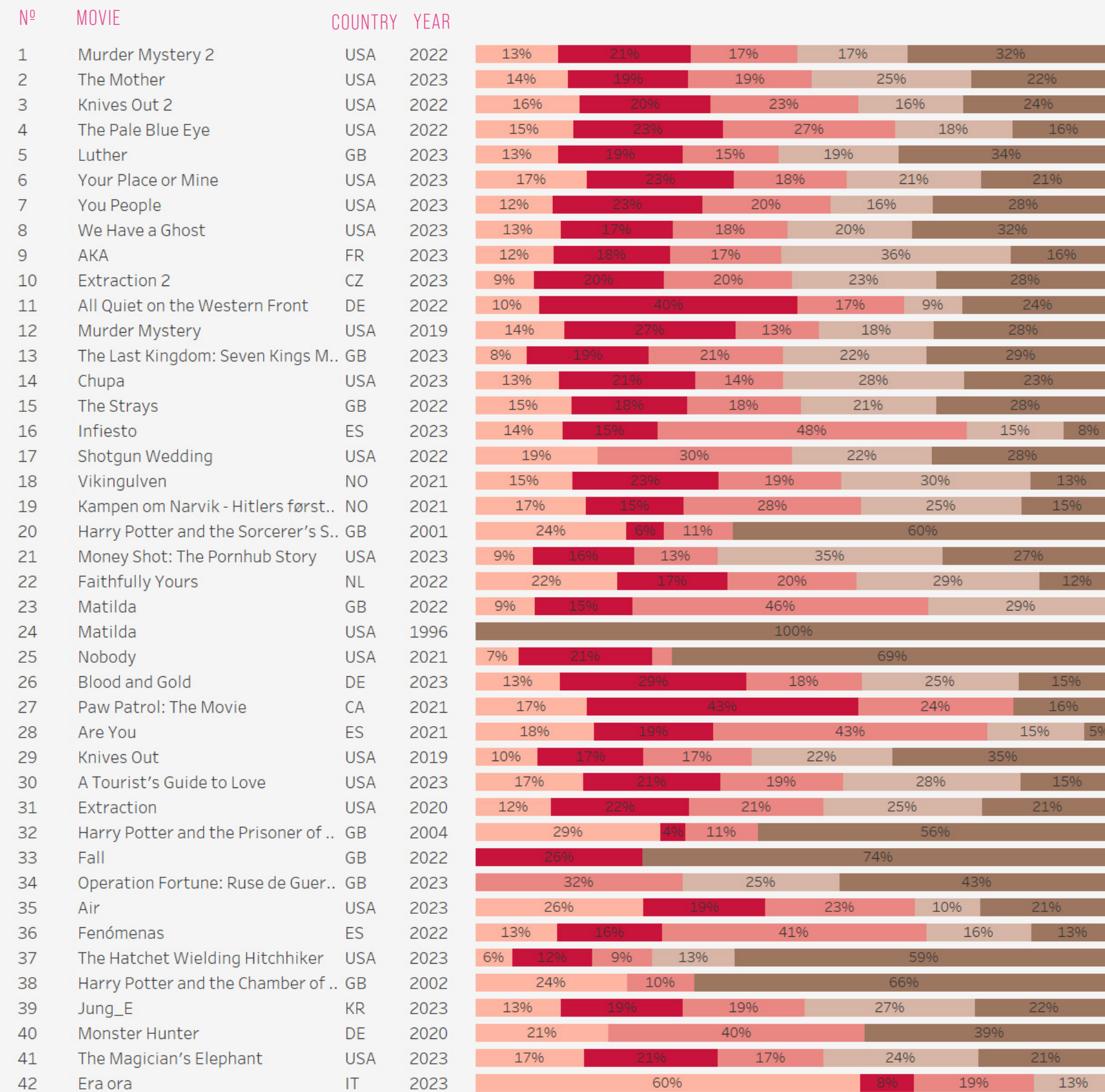
IRENE JIMÉNEZ
CO-FOUNDER AND EDITOR
OF AUDIOVISUAL451

“ **Based on the figures collected by the consultancy firms Digital-I and GECA, professionals will confirm that Netflix is the strongest platform, highly skilled to cook global superhits and to monopolise the most watched movies in the period with its US originals** ”

MOVIES | EUROPEAN MARKETS

TOP MOST STREAMED MOVIES

DISTRIBUTION OF STREAMS BY MARKET

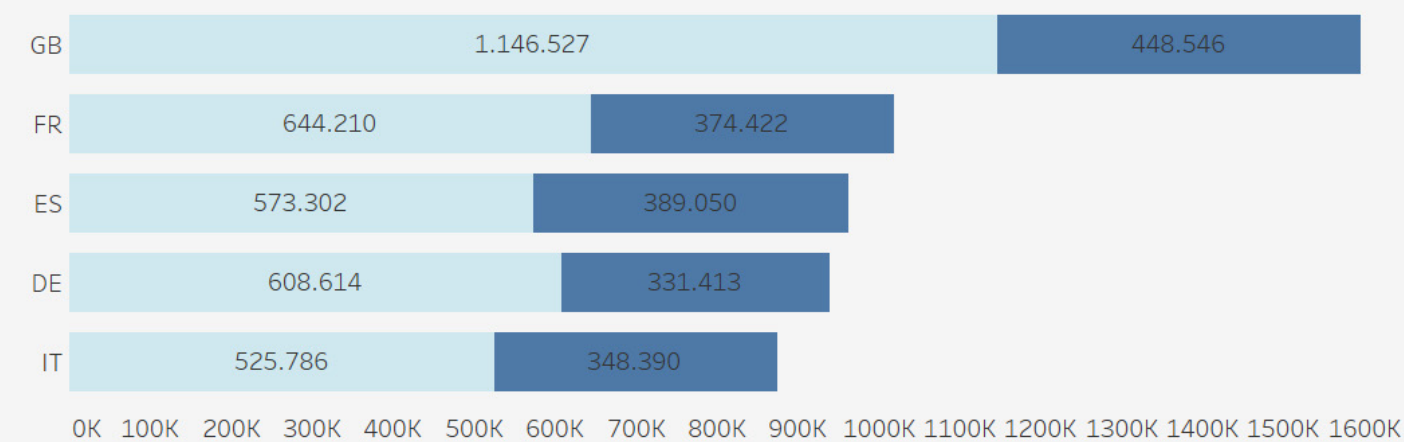


SHOWING 42 | +1000 - [See complete chart here](#)

MARKET MOVIES | GERMANY | SPAIN | FRANCE | UK | ITALY

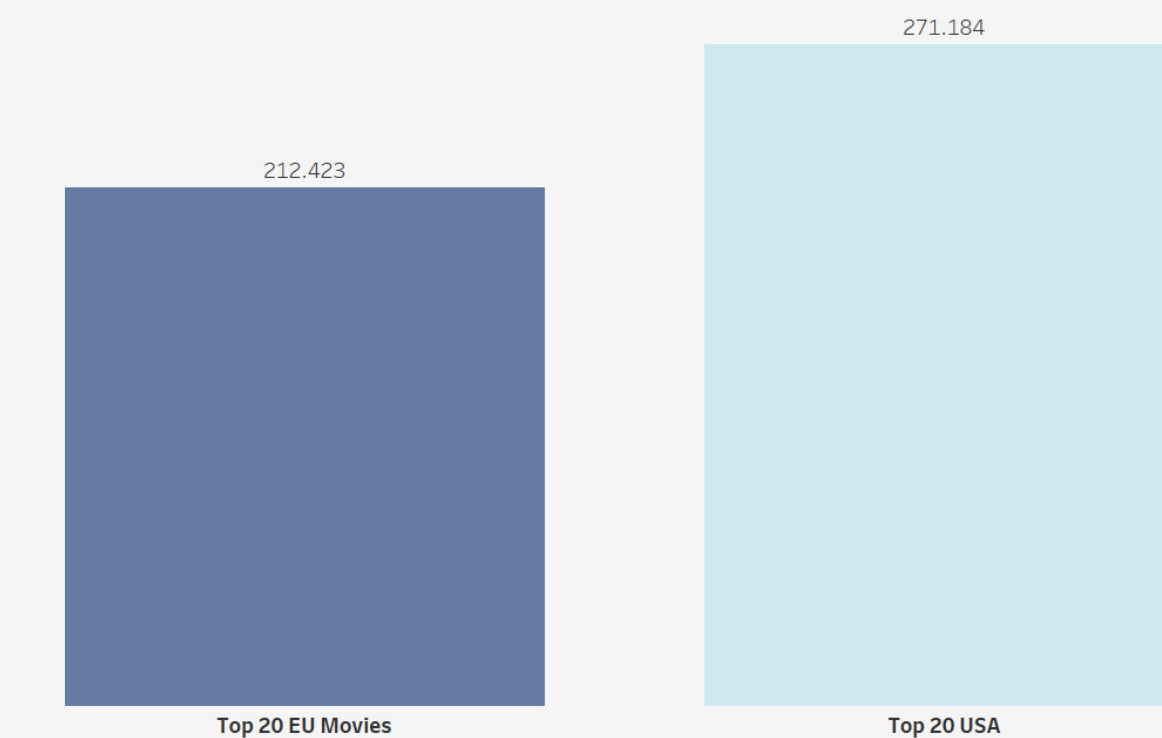
PORTION OF US AND EUROPEAN STREAMS PER MARKET

GAP BETWEEN EU AND US



TOP #20 MOVIES BY ZONE OF PRODUCTION

GAP BETWEEN TOP #20 EU AND TOP #20 US



STRONG IP AND MEGAHITS: US FLICKSDOMINATE GLOBAL TOP 5

In Action films, the dominance of English-speaking productions is unmistakable, with the top 5 movies featuring action megahits and star-studded casts. Notable entries like "Murder Mystery 2" with Jennifer Aniston and Adam Sandler and "The Mother" starring Jennifer Lopez highlight the global appeal of these films. Interestingly, market share among the top 5 movies is remarkably balanced, ranging from 13% in Italy for American action flicks to a robust 32% in the UK, driven by the local hit "Luther."

Sequels and intellectual property branding play a significant role in movie success, with three of the top 5 films either being sequels or part of known franchises. Furthermore, several first instalments of films in the top chart find their place in the ranking, illustrating how a successful IP can lead to related content consumption.

EUROPEAN BREAKTHROUGHS

European productions have also made their mark, with films like the French "Aka" and the Czech-American Action movie "Extraction 2" breaking through to find success in multiple markets. Oscar-winning movies like "All Quiet on the Western Front" make their presence felt, benefitting from award-season exposure and garnering strong viewership, particularly in domestic markets. Local success stories are also evident, with the Spanish film "Infiesto" securing a substantial share of total streams from local markets. Nordic productions, such as "Vikingulven" and "Kampen om Narvik," maintain a stable presence across markets, with special favour in Spain, France, and Germany.

MOVIES | FRANCE MARKET

TOP MOST STREAMED MOVIES

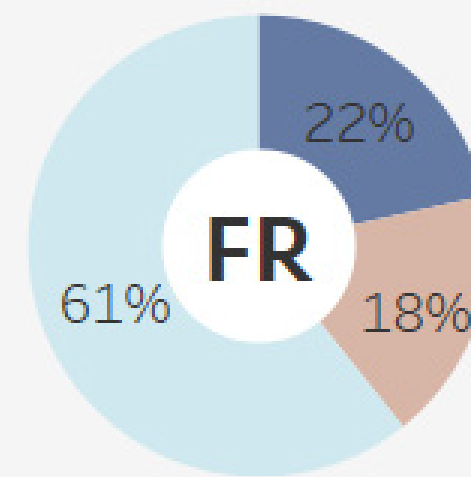
TOTAL STREAMS BY MOVIE

N°	MOVIE	COUNTRY	GENRE	YEAR	STREAMS
1	The Mother	USA	Action	2023	6.100
2	AKA	FR	Action	2023	5.977
3	Murder Mystery 2	USA	Action	2022	4.915
4	Sing 2	USA	Family & Ki..	2021	4.404
5	Your Place or Mine	USA	Comedy	2023	4.257
6	Luther	GB	Drama	2023	4.068
7	The Pale Blue Eye	USA	Drama	2022	3.979
8	Knives Out 2	USA	Comedy	2022	3.969
9	Jumanji: The Next Level	USA	Family & Ki..	2019	3.797
10	2 Hearts	USA	Drama	2020	3.580
11	We Have a Ghost	USA	Family & Ki..	2023	3.567
12	Extraction 2	CZ	Action	2023	3.533
13	Chupa	USA	Family & Ki..	2023	3.410
14	Bde	FR	Comedy	2023	3.310
15	Money Shot: The Pornhu..	USA	Document..	2023	3.292
16	Fast & Furious Presents: ..	USA	Action	2019	3.265
17	The Last Kingdom: Seven..	GB	Action	2023	3.143
18	Vikingulven	NO	Horror	2021	3.074
19	You People	USA	Comedy	2023	2.947
20	Instant Family	USA	Family & Ki..	2018	2.867
21	In His Shadow	FR	Drama	2023	2.781
22	Murder Mystery	USA	Action	2019	2.747
23	The Roommates Party	FR	Comedy	2015	2.658
24	Medellin	FR	Comedy	2023	2.654
25	Faithfully Yours	NL	Thriller	2022	2.575
26	La Parisienne	FR	Comedy	2017	2.560
27	Kampen om Narvik - Hitl..	NO	Drama	2021	2.510
28	The Strays	GB	Drama	2022	2.499
29	Valerian and the City of a..	FR	Action	2017	2.477
30	Ibiza	FR	Teen & You..	2019	2.209
31	Ibiza	USA	Teen & You..	2018	81
32	Shotgun Wedding	USA	Action	2022	132
33	Shotgun Wedding	USA	Comedy	2022	2.149
34	Mission: Impossible - Fal..	USA	Action	2018	2.213
35	Synchronic	USA	Drama	2019	2.210
36	Birds of Prey	USA	Action	2020	2.199
37	It Boy	FR	Comedy	2013	2.188
38	A Tourist's Guide to Love	USA	Romance	2023	2.130
39	Blood and Gold	DE	Action	2023	2.130
40	Sniper: Assassin's End	USA	Action	2020	2.110

SHOWING 40 | +400 - [See complete chart here](#)

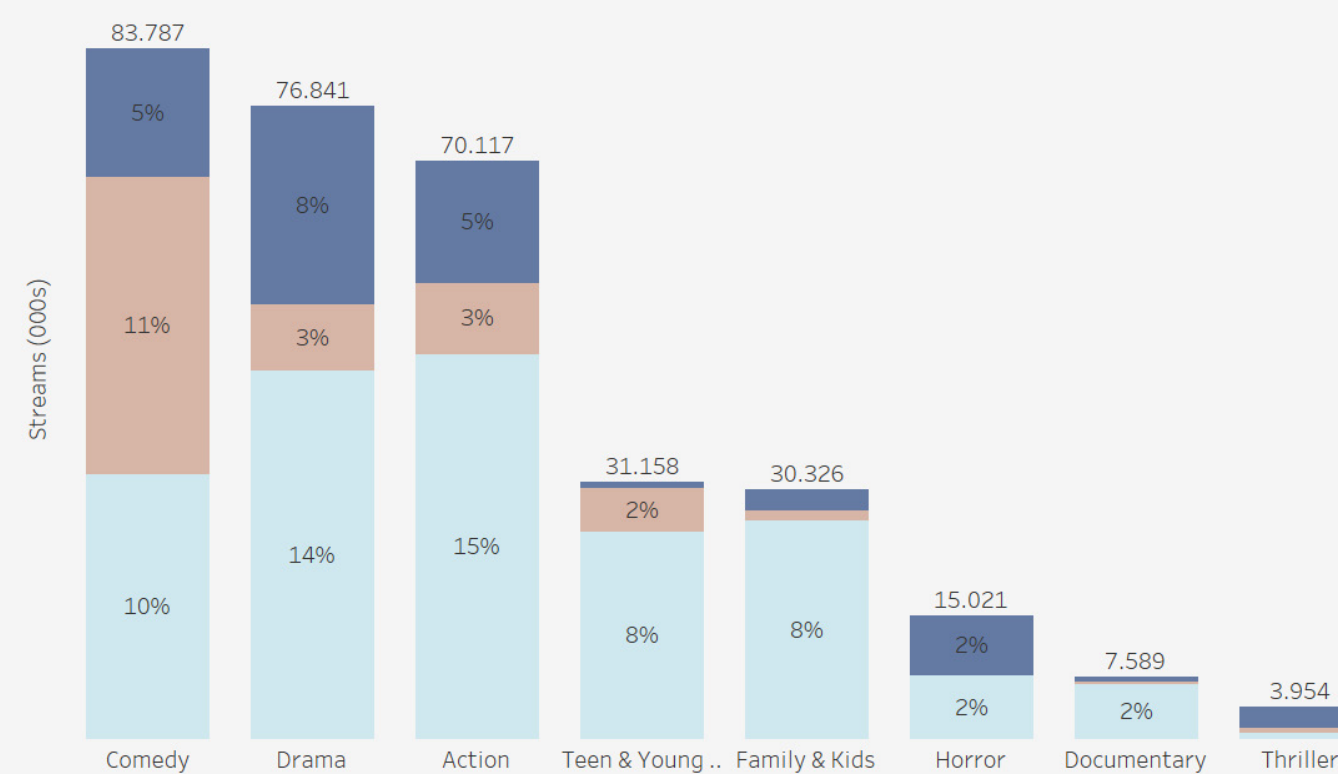
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



LEADING COMEDY AND DRAMA AND THE RISE OF TEEN & YOUNG ADULT VIEWERSHIP

In French movie streaming, it's the genres of Comedy and Drama that take the crown as the top performers, collectively amassing 88M and 82M streams, respectively, overshadowing the Action genre in terms of total streams. While Action movies may dominate the top positions of the chart, they take a backseat regarding overall genre popularity.

Comedy, in particular, stands out as the most-streamed genre, offering a diverse range of lighthearted and humorous content that strikes a chord with French viewers. Hits such as "The Roommates Party," "Medellin," "La Parisienne," "It Boy," and "School Life" have collectively contributed to the genre's success, surpassing the 2 million streams mark and showcasing the enduring appeal of local humour.

Not to be outdone, the Drama genre holds its own, securing a significant share of the streaming market. European productions, including British titles like "Luther," "The Strays," and "1917," have played a pivotal role in bolstering this genre's popularity. Additionally, Nordic, "Kampen om Narvik", Spanish "Infesito" and Danish "A Beautiful Life" have made their mark, solidifying the genre's position. European films collectively represent 22% of total consumption in the French market, surpassing the share of local productions.

As the landscape evolves, a noteworthy trend emerges with Teen & Young Adult viewership becoming a formidable force, amassing 36M streams. However, for local and European productions, the challenge lies in breaking into the top charts dominated by English-speaking content.

MOVIES | SPAIN MARKET

TOP MOST STREAMED MOVIES

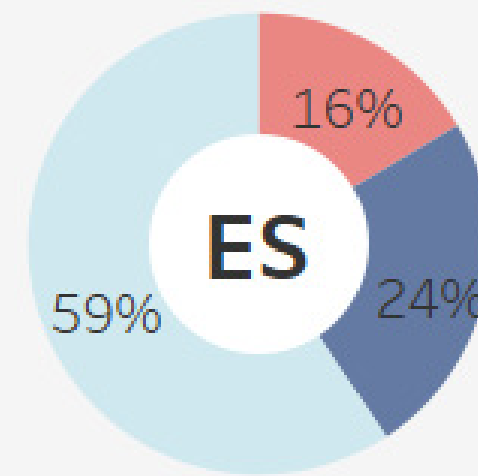
TOTAL STREAMS BY MOVIE

Nº	MOVIE	COUNTRY	GENRE	YEAR	STREAMS
1	The Pale Blue Eye	USA	Drama	2022	5.841
2	Infiesto	ES	Drama	2023	5.600
3	Knives Out 2	USA	Comedy	2022	5.593
4	The Mother	USA	Action	2023	4.718
5	Murder Mystery 2	USA	Action	2022	4.692
6	You People	USA	Comedy	2023	3.697
7	Are You	ES	Comedy	2021	3.624
8	Your Place or Mine	USA	Comedy	2023	3.573
9	We Have a Ghost	USA	Family & ..	2023	3.272
10	Luther	GB	Drama	2023	3.231
11	Shotgun Wedding	USA	Comedy	2022	3.157
12	Extraction 2	CZ	Action	2023	3.156
13	Fenómenas	ES	Horror	2022	2.959
14	The Last Kingdom: Seven ..	GB	Action	2023	2.934
15	AKA	FR	Action	2023	2.901
16	Matilda	GB	Family & ..	2022	2.812
17	Kampen om Narvik - Hitle..	NO	Drama	2021	2.783
18	Monster Hunter	DE	Action	2020	2.734
19	Los renglones torcidos d..	ES	Mystery	2022	2.664
20	All Quiet on the Western ..	DE	Drama	2022	2.605
21	Operation Fortune: Ruse ..	GB	Action	2023	2.411
22	Tin & Tina	ES	Horror	2023	2.141
23	The Strays	GB	Drama	2022	2.101
24	Paw Patrol: The Movie	CA	Family & ..	2021	2.076
25	Murder Mystery	USA	Action	2019	2.002
26	Vikingulven	NO	Horror	2021	1.997
27	A través del mar	ES	Comedy	2023	1.925
28	Fast & Furious Presents: ..	USA	Action	2019	1.920
29	Faithfully Yours	NL	Thriller	2022	1.819
30	Culpa mía	ES	Drama	2023	1.805
31	The Secret Life of Pets 2	USA	Teen & Yo..	2019	1.771
32	Grown Ups	USA	Comedy	2010	1.688
33	Air	USA	Drama	2023	1.678
34	Spider-Man: Into the Spi..	CA	Family & ..	2018	1.673
35	Pokémon Detective Pikac..	USA	Teen & Yo..	2019	1.670
36	Chupa	USA	Family & ..	2023	1.650
37	Dog Gone	USA	Teen & Yo..	2023	1.650
38	Tenet	USA	Drama	2020	1.644
39	A Beautiful Life	DK	Drama	2023	1.640
40	Extraction	USA	Action	2020	1.615

SHOWING 40 | 101 - [See complete chart here](#)

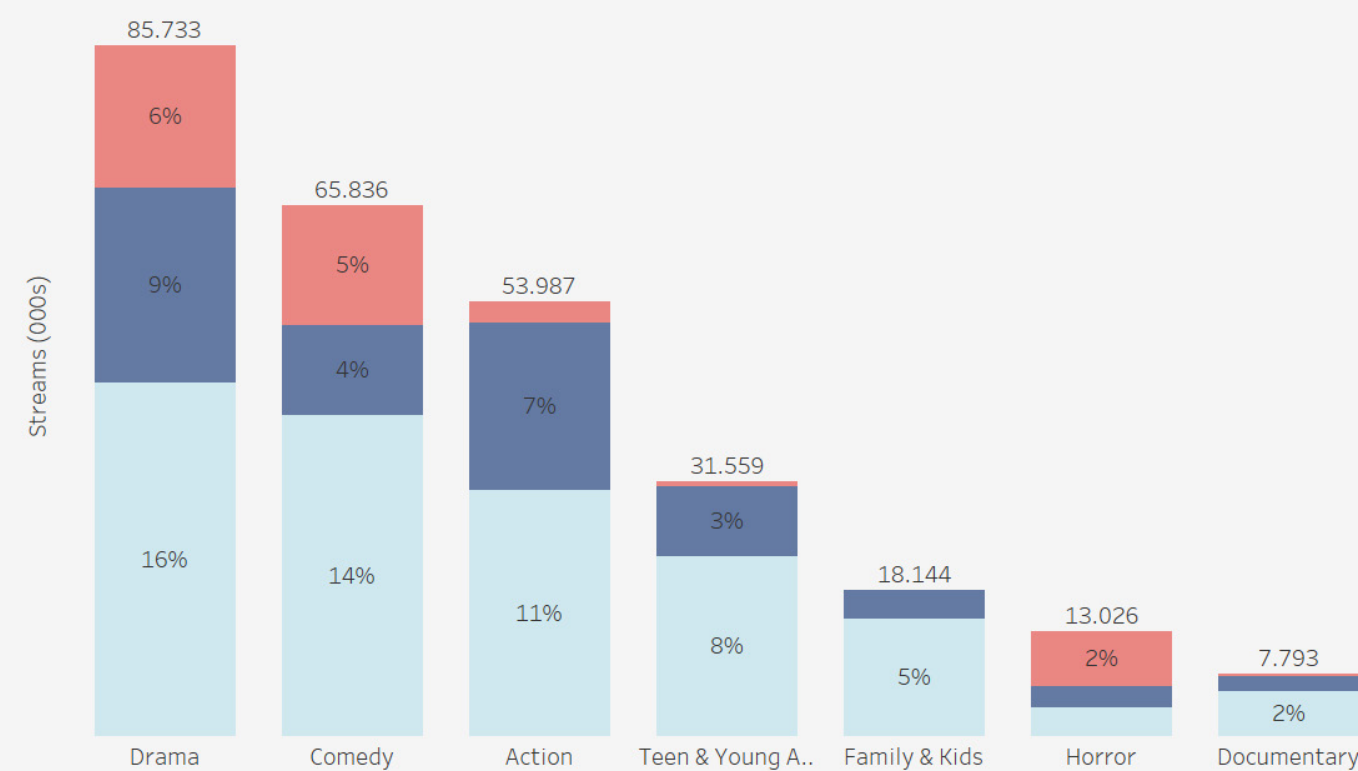
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



SPANISH CINEMA TAKES CENTER STAGE

Notably, three Spanish movies have made a significant impact, securing their positions within the Top Global 13. Leading the pack is the enthralling drama thriller “Infiesto,” which has garnered an impressive 6.5M streams. It is closely followed by the delightful romantic comedy “Are You”, the spine-tingling flick “Fenómenas” and, for the second time in Equinox, “Los Reglones Torcidos de Dios. All the mentioned movies were commissioned by Netflix as either Original or Exclusive content, highlighting the streaming giant’s commitment to catering to a global audience. Intriguingly, Spanish cinema finds its niche in the horror genre, accounting for 3% of total streams. “Fenómenas” (#13) and “Tin & Tina” (#22) have made a significant impact on horror enthusiasts.

EUROPEAN DRAMAS LEVEL UP THE COMPETITION

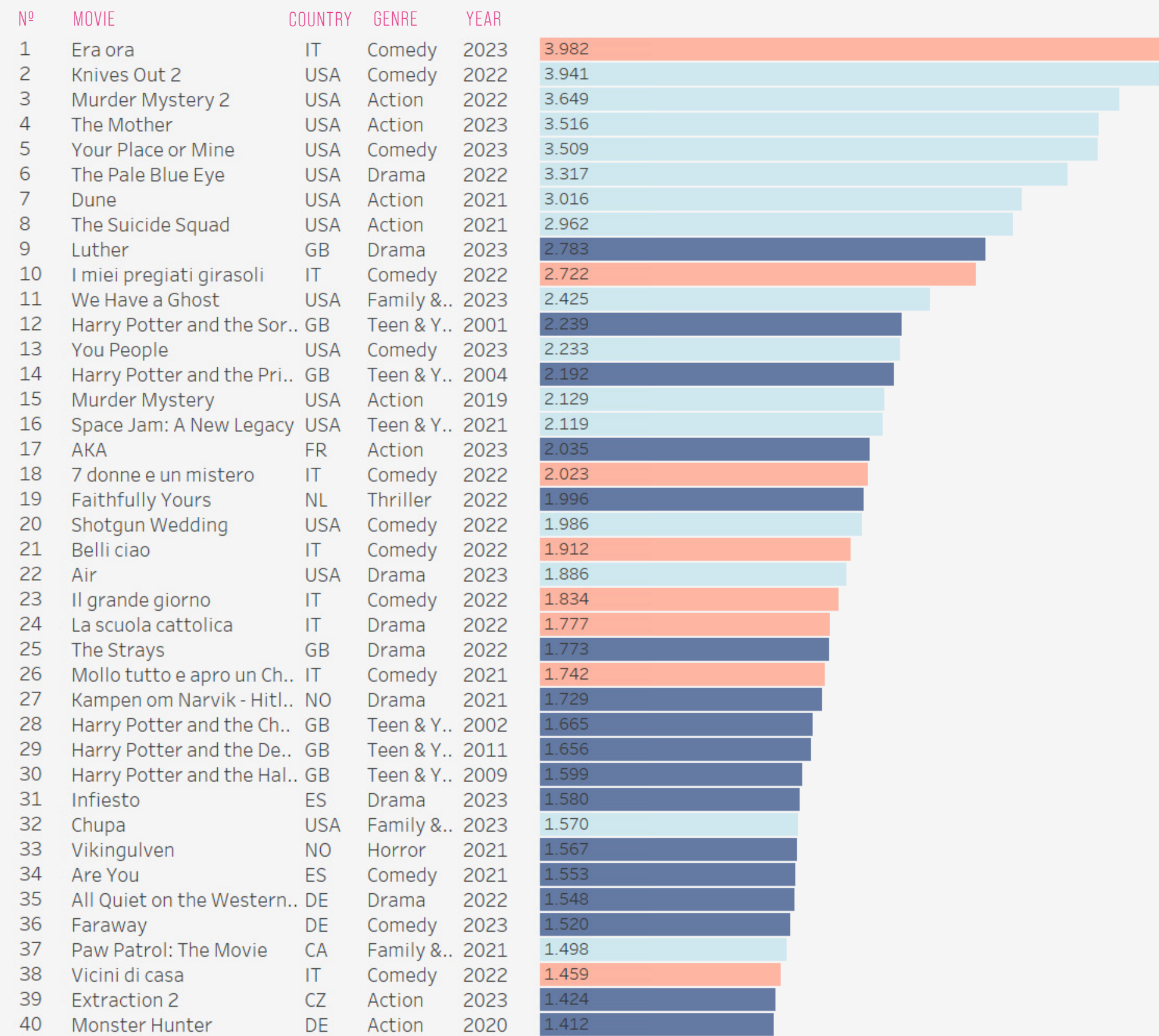
Local productions contribute a commendable 16% to the total share, while European offerings command a substantial 24% of the full streams. This chart reflects an impressive diversity of genres, ranging from historical action drama with “The Last Kingdom” to the heart-pounding French Action Thriller “Aka” and the critically acclaimed “All Quiet on the Western Front”. With a mere 16% total European share, Spain, in tandem with Germany, exhibits one of the lowest local market shares among the analysed regions, signalling a notable increase in the influence of non-European content.

Drama reigns supreme as the most-streamed genre, amassing an impressive 88M streams. European productions contribute significantly to this genre’s success, comprising 11% of the total streams, thereby intensifying the competition with non-European content.

MOVIES | ITALY MARKET

TOP MOST STREAMED MOVIES

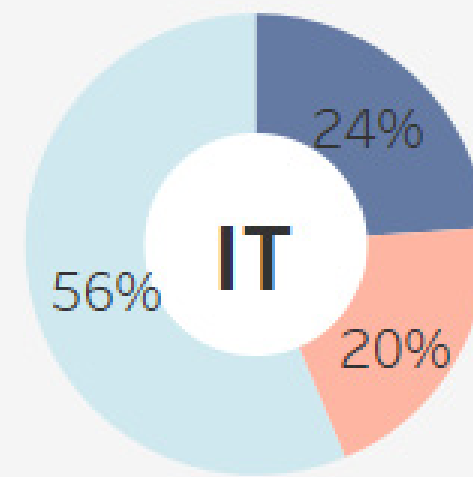
TOTAL STREAMS BY MOVIE



SHOWING 40 | +400 - [See complete chart here](#)

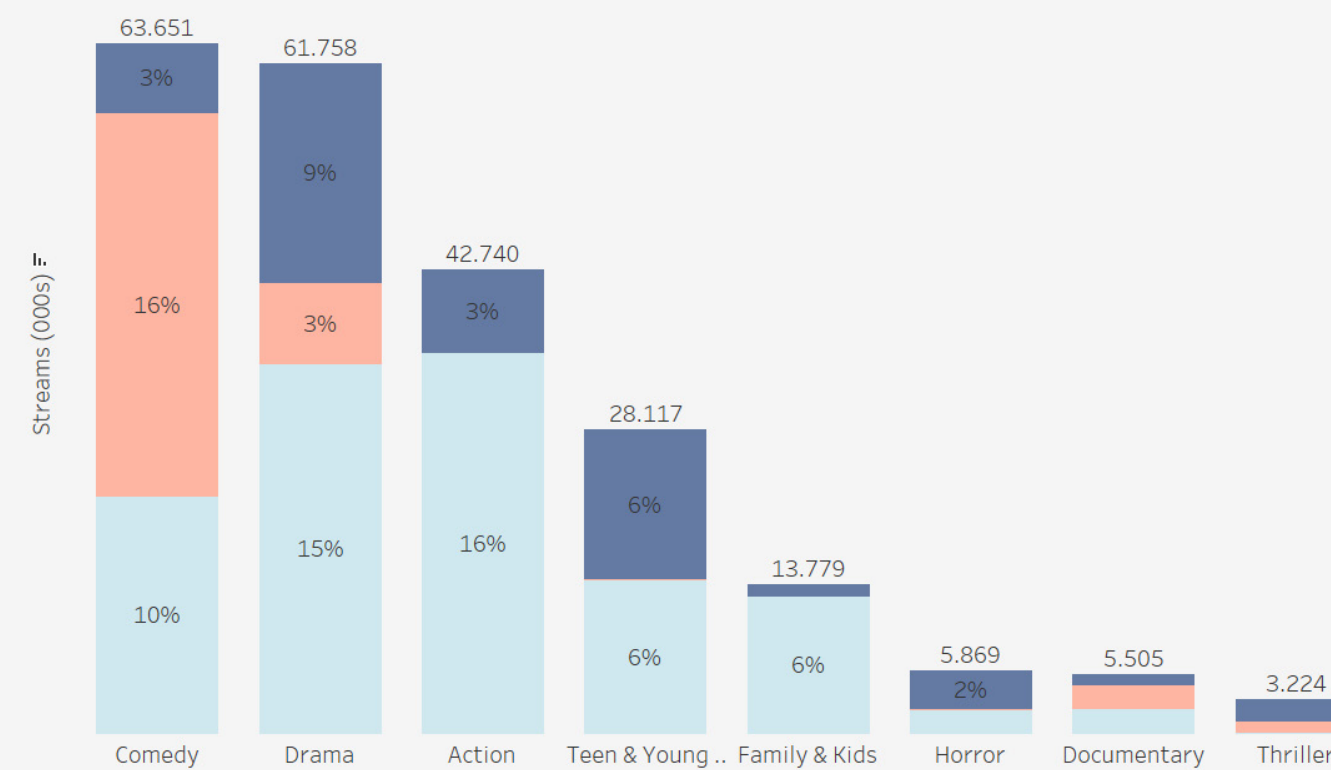
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



ITALIAN COMEDY TAKES CENTER STAGE

In the vibrant Italian streaming market, Comedy reigns supreme as the most-streamed genre, amassing a staggering 66M streams in the recent quarter. The Top 23 chart is brimming with comedic gems, with local sensation "Era Ora" leading the pack at the coveted #1 spot, charming audiences with nearly 4M million streams. Close behind is the witty "Knives Out 2," followed by the endearing "Your Place or Mine" starring Reese Witherspoon (who also produced). The popularity of local comedies is undeniable, with Italian humour resonating strongly among viewers and securing the highest market share, contributing 16% to the total.

European productions have made a notable impact as well, particularly Dramas with 9% total share. Notably,

THE IMPACT OF ANGLO-SAXON CULTURE

While Italian comedy continues to dominate the streaming landscape, the influx of UK content has brought about a notable shift in consumption patterns. This infusion of British storytelling has garnered strong interest among Italian viewers, with series like "Luther," and "The Strays," becoming significant players in the Italian streaming market.

However, this shift towards Anglo-Saxon culture boosted by US-leading platforms' catalogue, seems to be taking a toll on non-English-speaking productions. This trend highlights the complex interplay between cultural influences and streaming preferences, with the Italian audience adapting to a more diverse array of content while facing challenges in preserving the prominence of non-English productions.

MOVIES | UK MARKET

TOP MOST STREAMED MOVIES

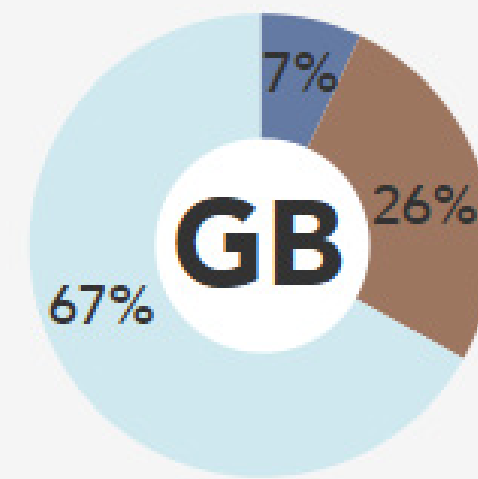
TOTAL STREAMS BY MOVIE

Nº	MOVIE	COUNTRY	GENRE	YEAR	STREAMS
1	Murder Mystery 2	USA	Action	2022	9.132
2	Luther	GB	Drama	2023	7.251
3	Nobody	USA	Action	2021	6.076
4	We Have a Ghost	USA	Family & Kids	2023	5.755
5	Knives Out 2	USA	Comedy	2022	5.734
6	Harry Potter and the Sorcerer's..	GB	Teen & Young Ad..	2001	5.665
7	Fall	GB	Thriller	2022	5.606
8	The Mother	USA	Action	2023	5.446
9	You People	USA	Comedy	2023	5.239
10	Lewis Capaldi: How I'm Feeling ..	GB	Documentary	2023	4.735
11	Harry Potter and the Chamber ..	GB	Family & Kids	2002	4.600
12	Extraction 2	CZ	Action	2023	4.342
13	Murder Mystery	USA	Action	2019	4.313
14	Harry Potter and the Prisoner o..	GB	Teen & Young Ad..	2004	4.233
15	Your Place or Mine	USA	Comedy	2023	4.212
16	The Hatchet Wielding Hitchhiker	USA	Documentary	2023	4.173
17	The Last Kingdom: Seven Kings ..	GB	Action	2023	4.118
18	Bank of Dave	GB	Comedy	2023	4.081
19	Home	NZ	Drama	2014	3.715
20	All Quiet on the Western Front	DE	Drama	2022	3.699
21	Harry Potter and the Goblet of ..	GB	Teen & Young Ad..	2005	3.698
22	Harry Potter and the Order of t..	GB	Family & Kids	2007	3.643
23	Harry Potter and the Half-Bloo..	GB	Family & Kids	2009	3.471
24	The Pale Blue Eye	USA	Drama	2022	3.464
25	The Strays	GB	Drama	2022	3.281
26	Harry Potter and the Deathly H..	GB	Family & Kids	2011	3.254
27	Operation Fortune: Ruse de Gu..	GB	Action	2023	3.197
28	Harry Potter and the Deathly H..	GB	Family & Kids	2010	3.161
29	Old	USA	Drama	2021	3.016
30	F9	USA	Action	2021	2.959
31	Shotgun Wedding	USA	Comedy	2022	2.958
32	Everything Everywhere All at O..	USA	Comedy	2022	2.904
33	Peter Rabbit 2: The Runaway	IN	Teen & Young Ad..	2021	1.206
		USA	Teen & Young Ad..	2021	1.684
34	Matilda	USA	Family & Kids	1996	2.860
35	Knives Out	USA	Comedy	2019	2.857
36	Chupa	USA	Family & Kids	2023	2.818
37	Escape Room 2	USA	Action	2021	2.721
38	Sing	JP	Teen & Young Ad..	2016	2.708
39	Pamela: A Love Story	GB	Documentary	2023	2.695
40	AKA	FR	Action	2023	2.688

SHOWING 40 | +400 - [See complete chart here](#)

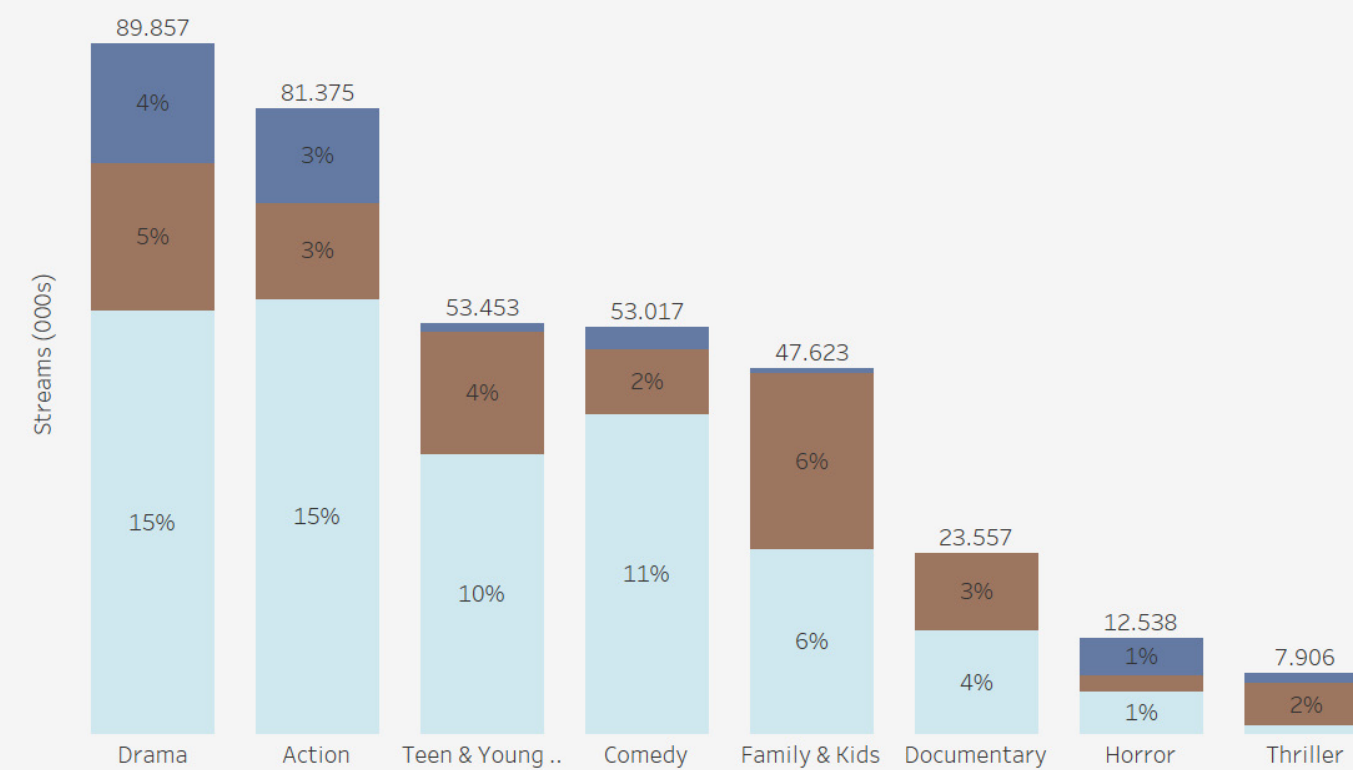
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



LOCAL DOMINANCE AND EUROPEAN UNDERCURRENTS

The UK market showcased a robust local presence in the streaming landscape during this quarter, capturing a substantial 26% share. This surge in local content was accompanied by a contrasting dip in European content, which recorded a meagre 7% share. Notably, European films managed to make their mark, primarily driven by English-speaking coproductions like "Extraction 2" and the critically acclaimed "All Quiet on The Western Front," both securing positions within the Top 20. At position 40, the French action film "AKA" and the German drama "Monster Hunter" demonstrated their strength by amassing over 2.6 million streams. This trend emphasises the UK audience's preference for local and English-language productions while remaining open to select European titles that manage to resonate.

TEEN AND FAMILY CONTENT SURGES AHEAD

In the UK market, content aimed at Teens amassed a remarkable 53M streams, securing a spot on the podium of the most-streamed genres. This success was largely driven by non-European content (10% total share), which resonated strongly with the teenage audience. Moreover, the local share of the UK market excelled in Family-friendly with 6%. This boost can be attributed to the Harry Potter franchise's resurgence, sparked by Warner Bros. Discovery's greenlighting of the series. As the UK audience eagerly embraced the magical world of Harry Potter, it had a notable impact on the streaming charts.

MOVIES | GERMANY MARKET

TOP MOST STREAMED MOVIES

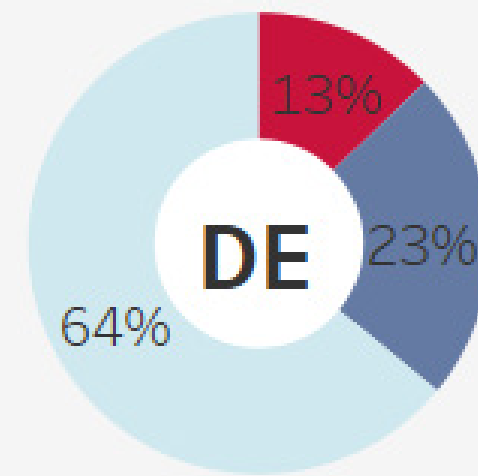
TOTAL STREAMS BY MOVIE

Nº	MOVIE	COUNTRY	GENRE	YEAR	STREAMS
1	All Quiet on the Western Front	DE	Drama	2022	6.302
2	Murder Mystery 2	USA	Action	2022	5.896
3	The Pale Blue Eye	USA	Drama	2022	5.088
4	Knives Out 2	USA	Comedy	2022	4.957
5	Your Place or Mine	USA	Comedy	2023	4.669
6	The Mother	USA	Action	2023	4.613
7	You People	USA	Comedy	2023	4.298
8	Luther	GB	Drama	2023	4.194
9	Murder Mystery	USA	Action	2019	4.091
10	Paw Patrol: The Movie	CA	Family & Ki..	2021	3.647
11	We Have a Ghost	USA	Family & Ki..	2023	3.185
12	Extraction 2	CZ	Action	2023	3.175
13	AKA	FR	Action	2023	3.018
14	The Last Kingdom: Seven King..	GB	Action	2023	2.676
15	Chupa	USA	Family & Ki..	2023	2.572
16	Blood and Gold	DE	Action	2023	2.532
17	Vikingulven	NO	Horror	2021	2.373
18	Devotion	USA	Action	2022	2.199
19	The Strays	GB	Drama	2022	2.126
20	Tenet	USA	Drama	2020	2.002
21	Fall	GB	Thriller	2022	1.981
22	Dune	USA	Action	2021	1.956
23	Escape Room 2	USA	Action	2021	1.949
24	Jolt	USA	Comedy	2021	1.930
25	Old	USA	Drama	2021	1.871
26	Nobody	USA	Action	2021	1.831
27	Honest Thief	USA	Drama	2020	1.756
28	Max Steel	GB	Teen & You..	2016	1.717
29	Infiesto	ES	Drama	2023	1.711
30	Extraction	USA	Action	2020	1.657
31	A Tourist's Guide to Love	USA	Romance	2023	1.654
32	Lone Survivor	USA	Drama	2013	1.651
33	Anna	FR	Action	2019	1.610
34	Are You	ES	Comedy	2021	1.572
35	Bushwick	USA	Drama	2017	1.570
36	Faithfully Yours	NL	Thriller	2022	1.558
37	Kampen om Narvik - Hitlers fø..	NO	Drama	2021	1.526
38	Hammerharte Jungs	DE	Comedy	2022	1.519
39	Money Shot: The Pornhub Sto..	USA	Document..	2023	1.486
40	Noise	BE	Drama	2023	1.473

SHOWING 40 | +400 - [See complete chart here](#)

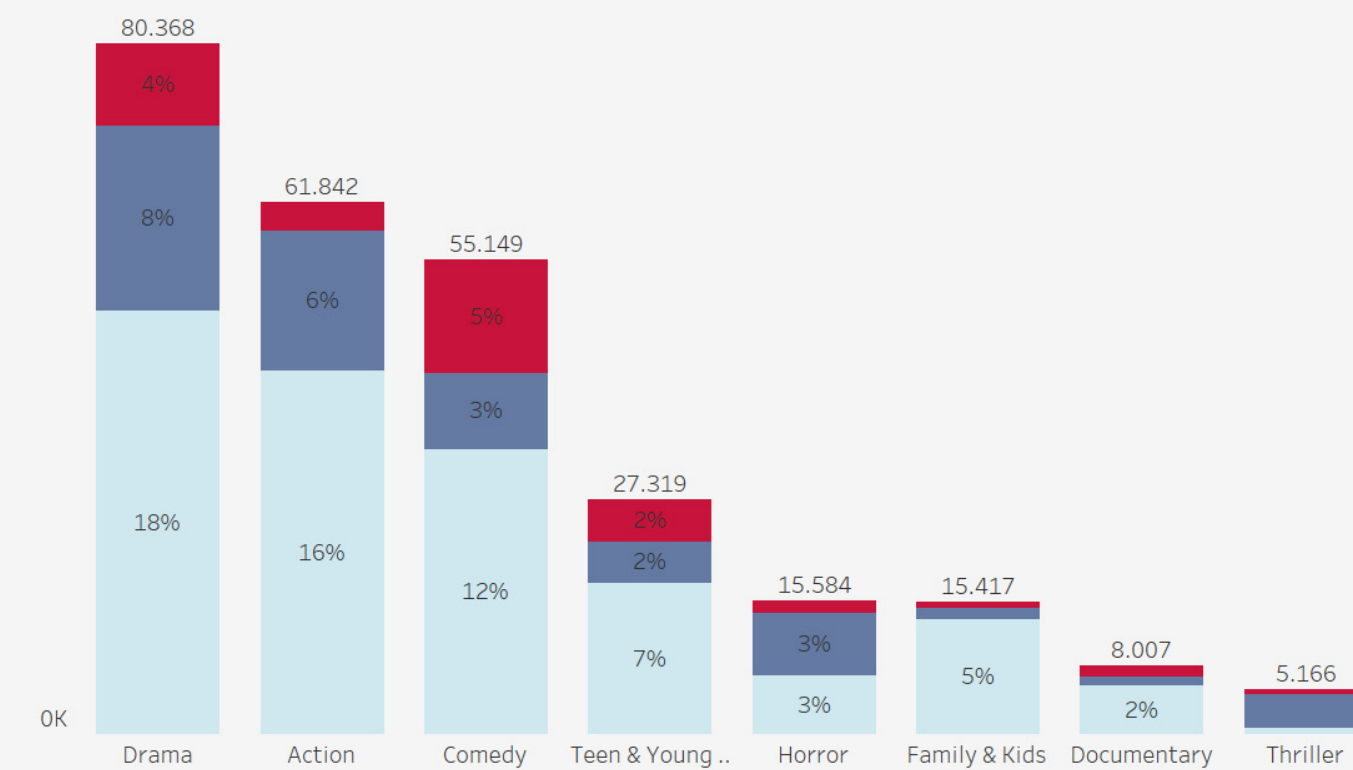
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



GERMAN PRODUCTIONS: THE LOWEST LOCAL SHARE

Germany's local film industry represented just 13% of the total share in the market, and it struggled to make a significant impact on the streaming charts. Only four German titles managed to secure positions within the Top 50. Comedy took the lead among local content, contributing 5% of the total share, closely followed by Drama at 4%. However, it's worth noting that Drama had a powerful presence due to the exceptional performance of Oscar-winning "All Quiet On The Western Front". This film displayed remarkable longevity in streaming, becoming one of the most enduring titles in our records. Additionally, other German movies like "Blood and Gold," an action film, held the #16 spot, while the rom-com "Fara-way" garnered significant attention.

DRAMA REIGNS SUPREME WITH EUROPEAN INFLUENCE

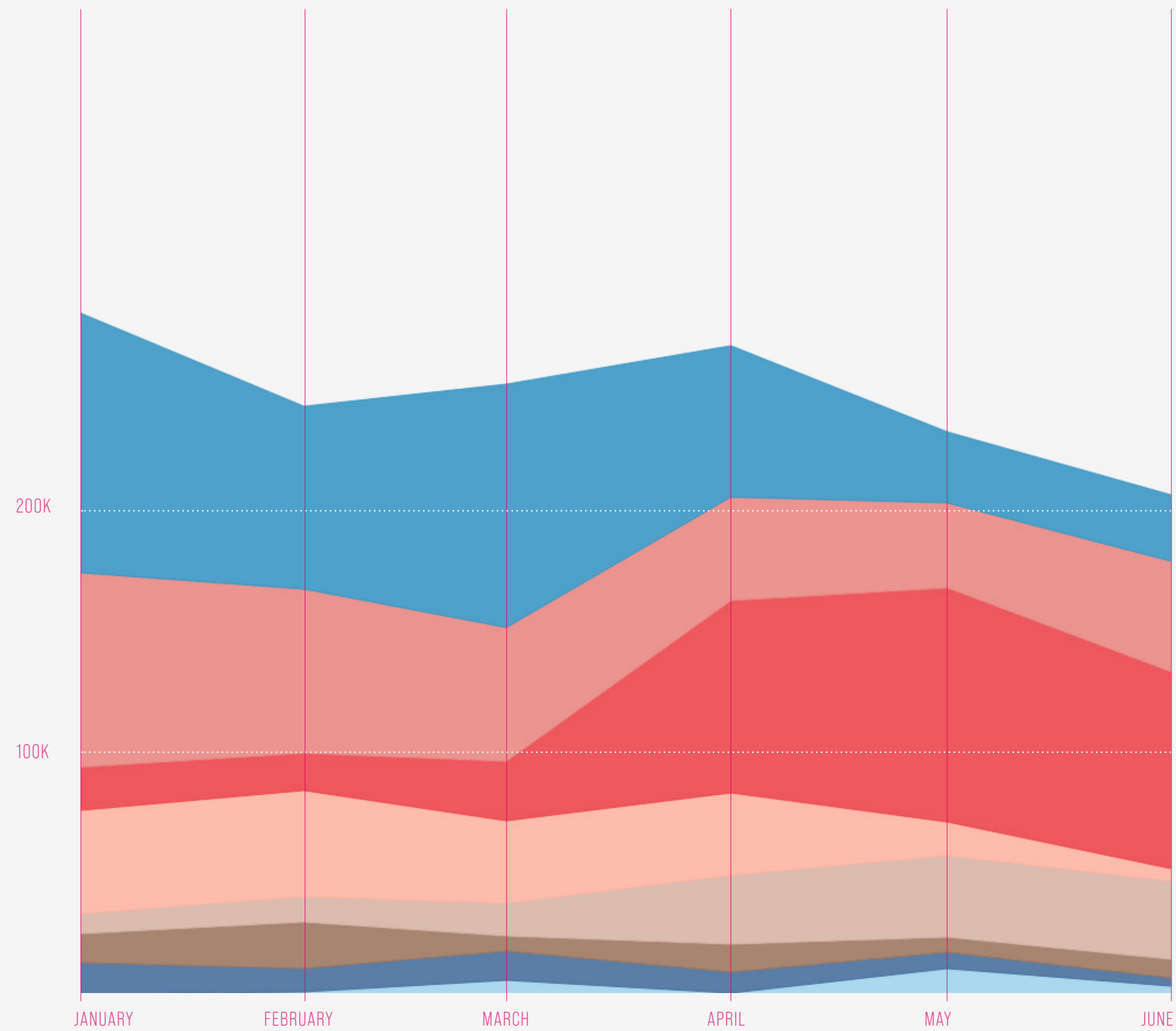
Drama emerged as the most-streamed genre in the German market, amassing 81M streams. European content played a pivotal role in this genre, contributing with 8% of the total share. Action films followed, capturing the runner-up position with 61M streams. European content within the genre found notable success, securing prominent positions in the Top 14: The French title "Aka" and the coproduction "Extraction 2" garnered over 3M streams, underscoring the appeal of European action content.

In the Horror genre, European and non-European films achieved a balanced share of 3%. Notable contributions came from the Nordic film "Vikingulven" and Spanish productions "Fenómenas" and "Tin&Tina," entered the German streaming charts.

MOVIES | GENRES PERFORMANCE FOCUS

EVOLUTION OF STREAMS DURING Q1+Q2 BY GENRE

FLUCTUATIONS OF NUMBER OF STREAMS



GENRES MOVIES | ■ DRAMA | ■ COMEDY | ■ ACTION | ■ TEEN & YOUNG ADULTS | ■ FAMILY & KIDS | ■ HORROR | ■ DOCUMENTARY | ■ THRILLER

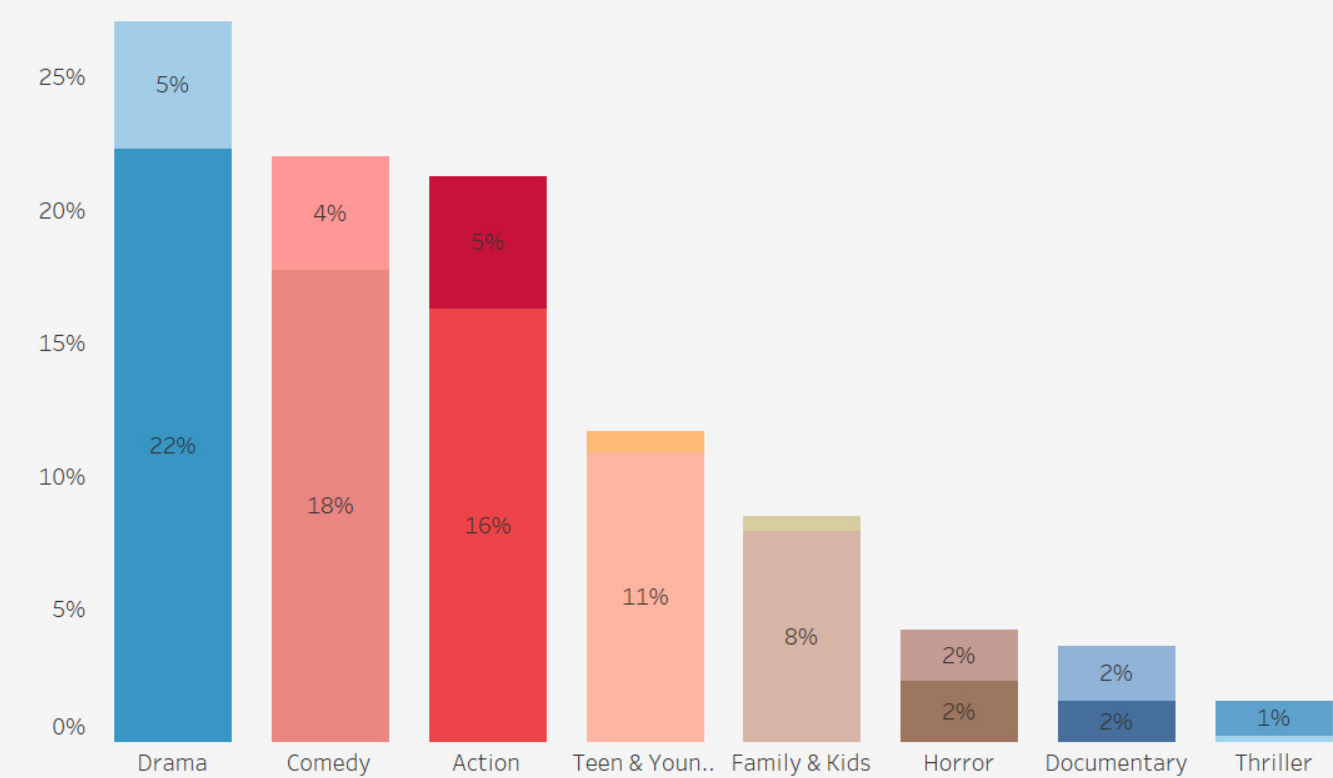
REPRESENTATION OF TOP #5 MOST STREAMED MOVIES

IN COMPARISON WITH TOTAL STREAMS BY GENRE

Drama	398.758
Comedy	324.102
Action	312.723
Teen & Young Adults	172.348
Family & Kids	125.289
Horror	62.429
Documentary	52.973
Thriller	23.058

TOP 5 MOVIES SHARES BY GENRES

SHARE BY TOP 5 MOVIES AND TOTAL GENRE



ACTION AND DRAMA SHAPE THE VIEWING PATTERNS

The Genres' evolution across the quarter reveals intriguing patterns and preferences among viewers. Drama emerges as the most-streamed genre, capturing a significant 23% total share for the quarter. However, the Top 5 Action films account for 5% of total streams, reflecting the genre's ability to secure prominent positions despite having fewer titles featured in the Top lists as indicated by the total share records with 16%. This suggests that Drama offers a wider variety of titles, while Action excels in achieving top-tier records. Monthly records reveal the ebb and flow of genre preferences throughout the quarter.

DANCE BETWEEN GENRES

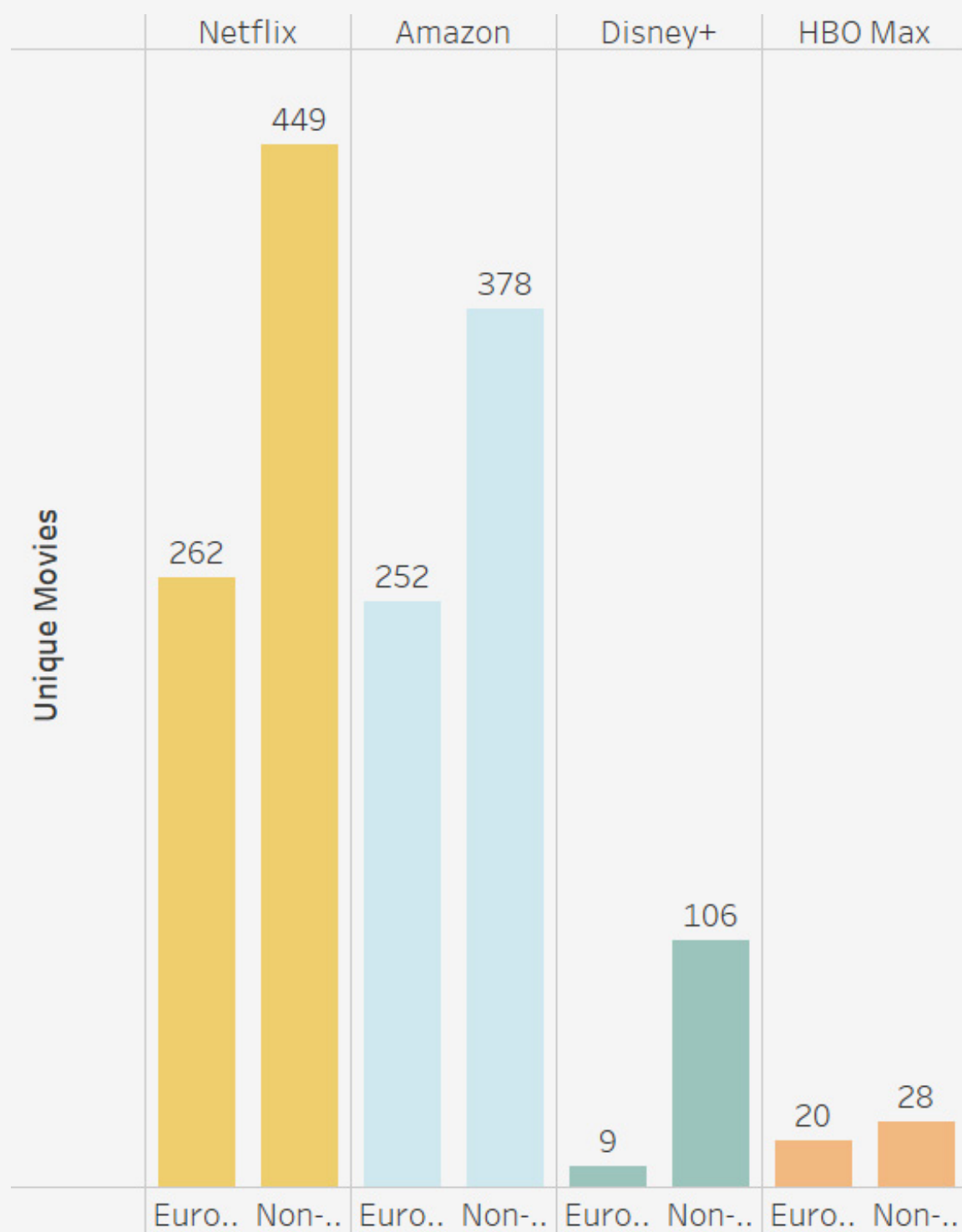
During the awards-season period from January to March, Drama takes the spotlight in the Top charts. This surge is driven by the promotion of titles competing in the Oscars and other prestigious trophies, which typically generate heightened interest among viewers. However, as the heat arrives, the intensity of Drama's dominance wanes. Action, on the other hand, exhibits a distinct trend, with an intense period of growth in April, peaking in May. This behaviour mirrors the traditional cinema calendar, where the arrival of summer coincides with the release of blockbusters and mega-production Action films.

Family & Kids content maintains a presence throughout the quarter, with a notable increase during the summer months. This surge aligns with the timing of school vacations when children have more free time for streaming. Conversely, the popularity of Young Adult (YA) content decreases during the summer, possibly due to the presence of outdoor activities and vacations.

MOVIES | OTT PERFORMANCE FOCUS

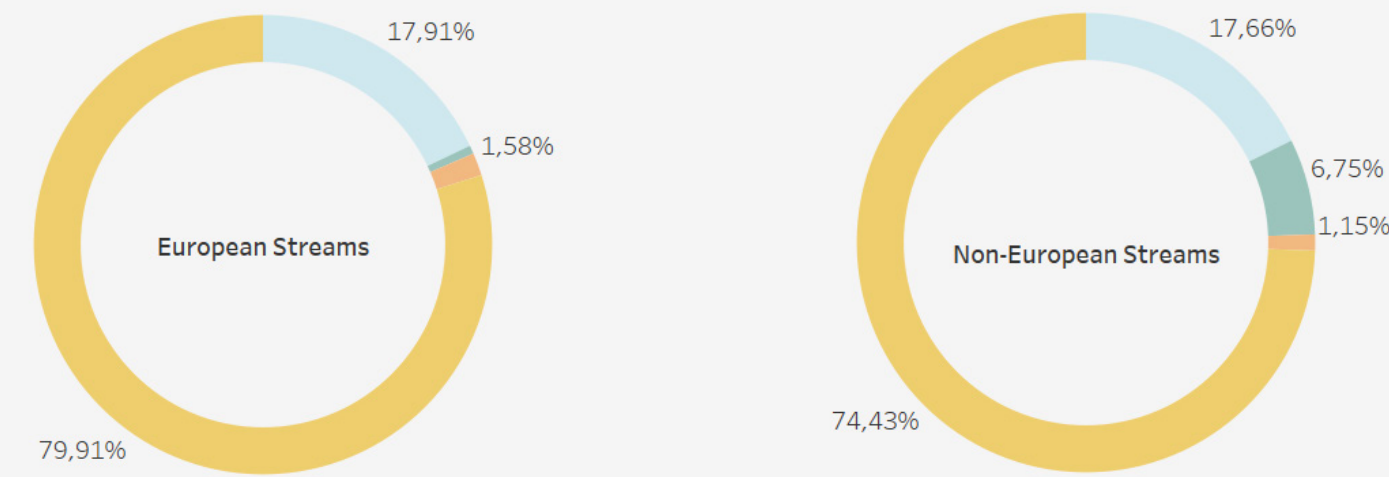
NUMBER OF EUROPEAN AND NON-EUROPEAN TITLES PER PLATFORM

TOTAL NUMBER OF EUROPEAN AND NON-EUROPEAN TITLES IN EVERY PLATFORM



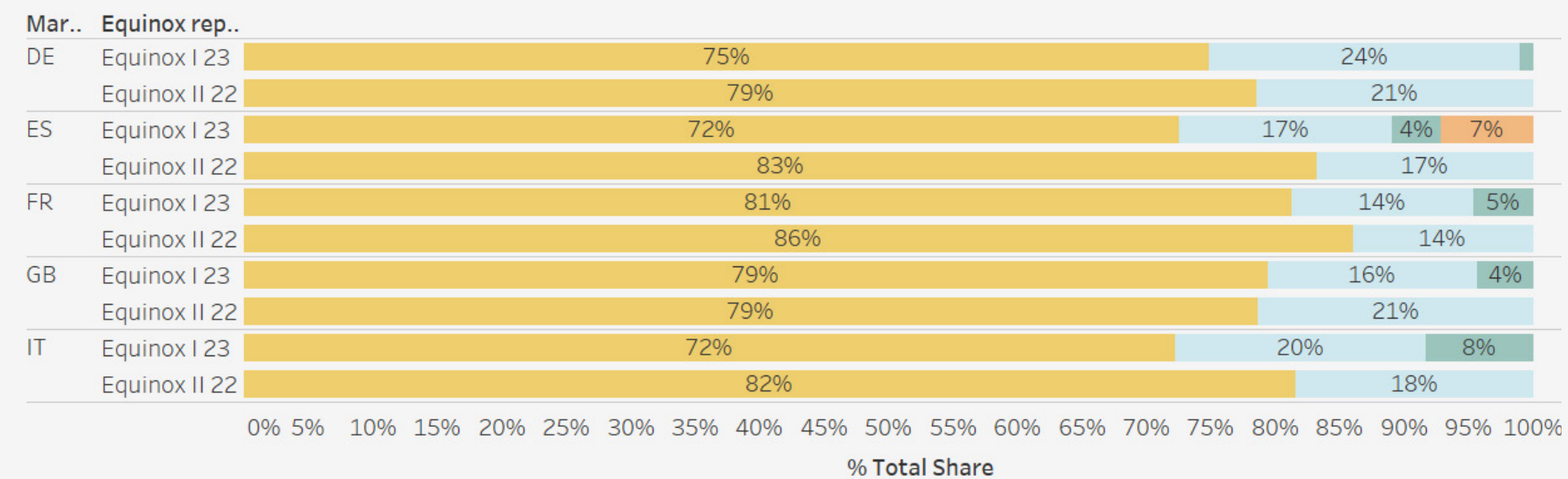
EUROPEAN AND NON-EUROPEANS SHARE BY PLATFORM

EUROPEAN AND NON-EUROPEAN STREAMS DISTRIBUTION BY PLATFORM



COMPARASION OF PLATFORMS SHARE

STREAMS DISTRIBUTION BY PLATFORM IN EQUINOX II 22 AND EQUINOX I 23



DISNEY+ BURST NETFLIX'S BUBBLE

The competition between Disney+ and Netflix is evident across multiple markets, particularly in the UK, where Disney+'s entry has significantly affected Prime Video's share. In Italy, Netflix has seen a significant 10-point decline. Disney+ is recording the most substantial gains in Italy with an 8% share. Worth to mention, that Netflix represents the highest number of European content in its top charts.

PRIME VIDEO'S STEADINESS AMIDST COMPETITION

Prime Video stands out for maintaining its market share amidst competition from Disney+ in most markets. It even demonstrated growth in relevance, gaining around 2 points of share in Italy and Germany. This resilience is noteworthy, considering the intensified streaming landscape.

In Spain, HBO Max has left a significant imprint, surpassing Disney+ in terms of market share by securing a 7% portion among top films. This success can be attributed to HBO Max's strategic positioning, targeting a young adult and cinephile audience with high-quality content. On the flip side, Netflix faced challenges in Spain, experiencing a substantial 9-point decrease, one of the most significant declines across the analysed markets.

These market dynamics underline the ever-evolving nature of the OTT landscape, where streaming platforms continuously adapt their strategies to cater to diverse audience preferences and navigate the competitive environment.

MOVIES | ANATOMY OF A SUCCESS

NUMBER OF TITLES BY TYPE OF HIT PER PLATFORM

DISTRIBUTION OF HITS BY PLATFORM

MOVIE	SUPERHIT	HIT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE
Amazon	0	1	10	40	587
Disney+	0	0	1	21	93
HBO Max	0	0	0	3	45
Netflix	6	12	70	172	447
Grand Total	6	13	81	236	1.172

TOP MOST POPULAR MOVIES OVER 10M STREAMS

LIST OF SUPERHITS AND HITS

MOVIE	COUNTRY	PLATFORM	TYPE	STREAMS
Murder Mystery 2	USA	Netflix	Superhit	28.284
The Mother	USA	Netflix	Superhit	24.393
Knives Out 2	USA	Netflix	Superhit	24.194
The Pale Blue Eye	USA	Netflix	Superhit	21.689
Luther	GB	Netflix	Superhit	21.527
Your Place or Mine	USA	Netflix	Superhit	20.220
You People	USA	Netflix	Hit	18.414
We Have a Ghost	USA	Netflix	Hit	18.204
AKA	FR	Netflix	Hit	16.619
Extraction 2	CZ	Netflix	Hit	15.630
All Quiet on the Western Front	DE	Netflix	Hit	15.574
Murder Mystery	USA	Netflix	Hit	15.282
The Last Kingdom: Seven King..	GB	Netflix	Hit	13.989
Chupa	USA	Netflix	Hit	12.020
The Strays	GB	Netflix	Hit	11.780
Infiesto	ES	Netflix	Hit	11.559
Shotgun Wedding	USA	Amazon	Hit	10.382
Vikingulven	NO	Netflix	Hit	10.363
Kampen om Narvik - Hitlers fø..	NO	Netflix	Hit	10.000

SUPERHIT
> 20M STREAMS

HIT
> 10M STREAMS

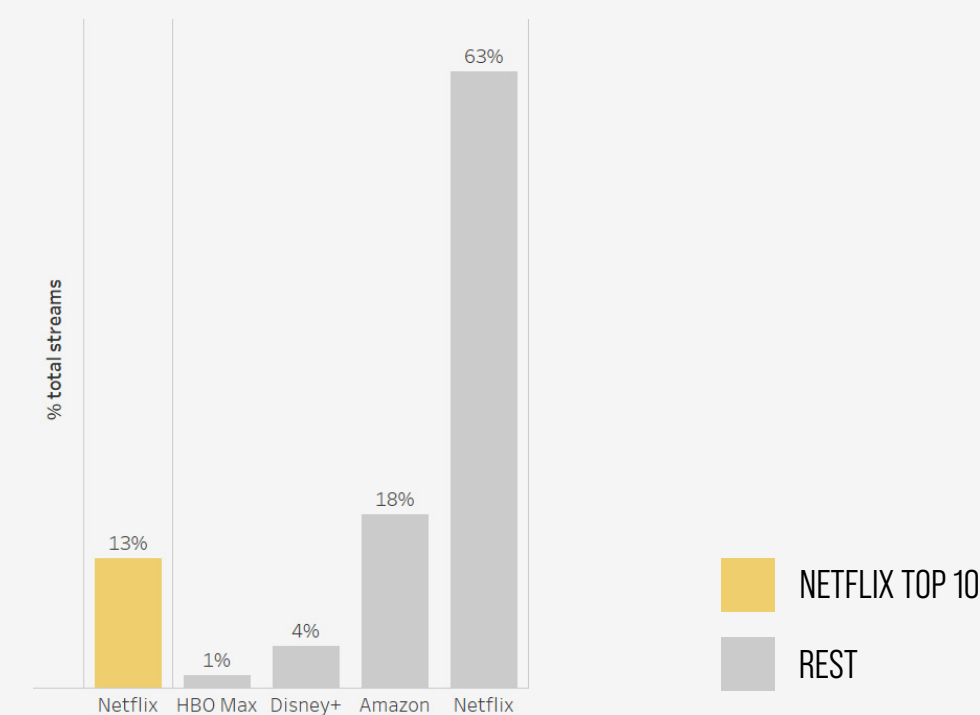
ABOVE AVERAGE
> 3M STREAMS

AVERAGE
> 1M STREAMS

BELOW
< 1M STREAMS

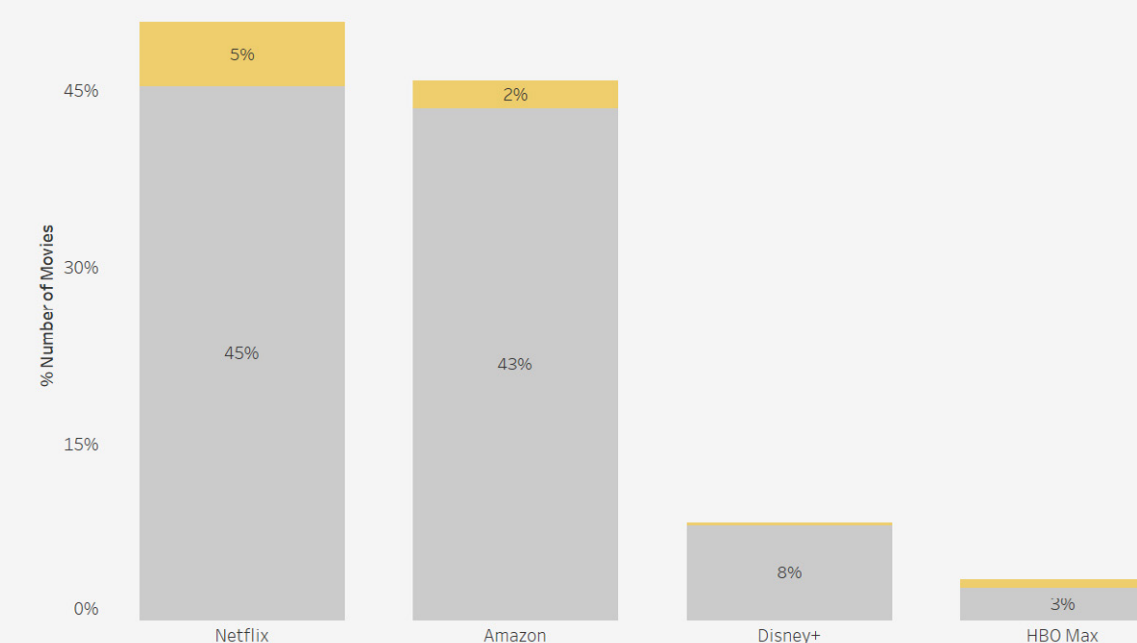
TOP #10 MOST STREAMED NETFLIX MOVIES

HOW MUCH STREAMS TAKE TOP #10 NETFLIX?



PORTION OF MOVIES PERFORMING ABOVE AVERAGE

PERCENTAGE OF MOVIES THAT HAVE MORE THAN 3M STREAMS



IN/OUT OF ABOVE | IN | OUT

NETFLIX'S SUPERHITS AND HITS: A GLOBAL PHENOMENON

Netflix continues demonstrating its unparalleled ability to produce Superhit movies, defined in this report, as films amassing over 20M streams. These Superhits are a constant presence across all markets, consistently securing top positions in the charts. Remarkably, all Superhit movies in this quarter are English-speaking, with the British production "Luther" being the sole exception among the non-American entries. Additionally, Netflix boasts many hits. Several European productions shine, including the French action film "AKA," "All Quiet on The Western Front," and various Nordic offerings. This underscores Netflix's remarkable capacity to create global hits catering to a diverse range of audiences.

The movie performance landscape reveals that most titles fall below average, with a staggering 1,172 movies underperforming with fewer than 1M streams. Netflix and Amazon Prime Video are the only platforms that consistently classify movies with outperforming marks. Netflix's Above Average Movies alone contribute to 5% of the total streams, while Prime Video accounts for 2%. Notably, HBO Max, which operates exclusively in Spain, secures at least three movies in the Average category.

NETFLIX'S TOP 10 TOOK 13% TOTAL STREAMS

In the highly competitive streaming arena, Netflix stands as the undisputed leader, with its Top 10 movies commanding a remarkable 13% of the total streams. This share surpasses the total contributions of HBO Max and Disney+ and nearly encompasses the entire share of Amazon Prime Video.

MOVIES | FILMIN / MOVISTAR+ COMPARISON

POINTS OF SHARE PERFORMANCED BY MOST STREAMED MOVIE

MOST STREAMED MOVIE BY GENRE IN FILMIN

Nº	MOVIE	GENRE	POINTS OF SHARE
1	El agua	Drama	18,9
2	Aftersun	Drama	17,6
3	Living	Drama	16,2
4	Drive My Car	Drama	14,9
5	La Belleza y el Dolor	Documentary	14,9
6	Mari(dos)	Comedy	14,9
7	Nunca llueve en Calif..	Drama	14,9
8	Asombrosa Elisa	Drama	13,5
9	Hierve	Drama	13,5
10	Holy Spider	Crime	13,5
11	La amiga de mi amiga	Comedy	13,5
12	Un crimen argentino	Crime	13,5
13	El club del odio	Drama	12,2
14	France	Comedy	12,2
15	La ballena	Drama	12,2
16	Libélulas	Drama	12,2
17	Matria	Drama	12,2
18	Un verano en Córcega	Drama	12,2
19	Vasil	Drama	12,2
20	Y todos arderán	Horror & My..	12,2
21	1976	Drama	10,8
22	99 moons	Drama	10,8
23	El falsificador de pas..	Biography	10,8
24	La noche del 12	Crime	10,8
25	La segunda oportunid..	Comedy	10,8
26	Scarlet	Drama	10,8
27	Viejos	Horror & My..	10,8
28	Alcarràs	Drama	9,5
29	Blue Jean	Drama	9,5

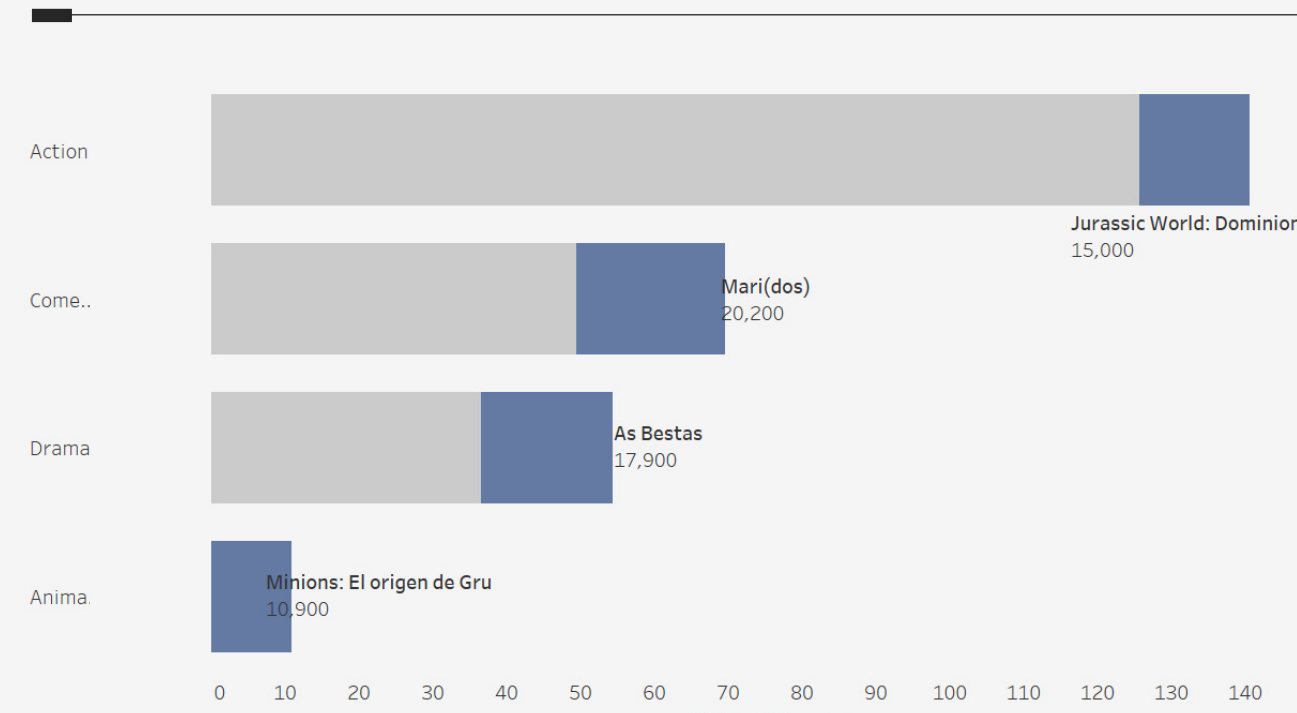
POINTS OF SHARE PERFORMANCED BY MOST STREAMED MOVIE

MOST STREAMED MOVIE BY GENRE IN MOVISTAR+

Nº	MOVIE	GENRE	POINTS OF SHARE
1	Mari(dos)	Comedy	20,2
2	Modelo 77	Thriller	19,0
3	As Bestas	Drama	17,9
4	Jurassic World: ..	Action	15,0
5	Avatar	Action	12,2
6	Jurassic World: ..	Action	12,2
7	Aquaman	Action	11,3
8	Fast & Furious 9	Action	11,3
9	La vida padre	Comedy	11,3
10	Animales fantás..	Adventure	10,9
11	Minions: El orige..	Animation	10,9
12	Dios mío, ¿pero q..	Comedy	10,2
13	El peor vecino de..	Comedy	10,2
14	La ballena	Drama	10,2
15	Titanic	Drama	10,0
16	Canallas	Comedy	9,8
17	Top Gun: Maveri..	Action	9,8
18	El mediador	Action	9,5
19	Misión imposible..	Action	9,5
20	Todo a la vez en ..	Action	9,1
21	The Batman	Action	8,6
22	Alcarràs	Drama	8,4
23	Bullet Train	Action	8,4
24	El cuarto pasajero	Adventure	8,4
25	Uncharted: fuera..	Action	8,2
26	Cerdita	Drama	7,9
27	La ciudad perdida	Action	7,9
28	Operación Cama..	Comedy	7,9
29	Oblivion	Action	7,7

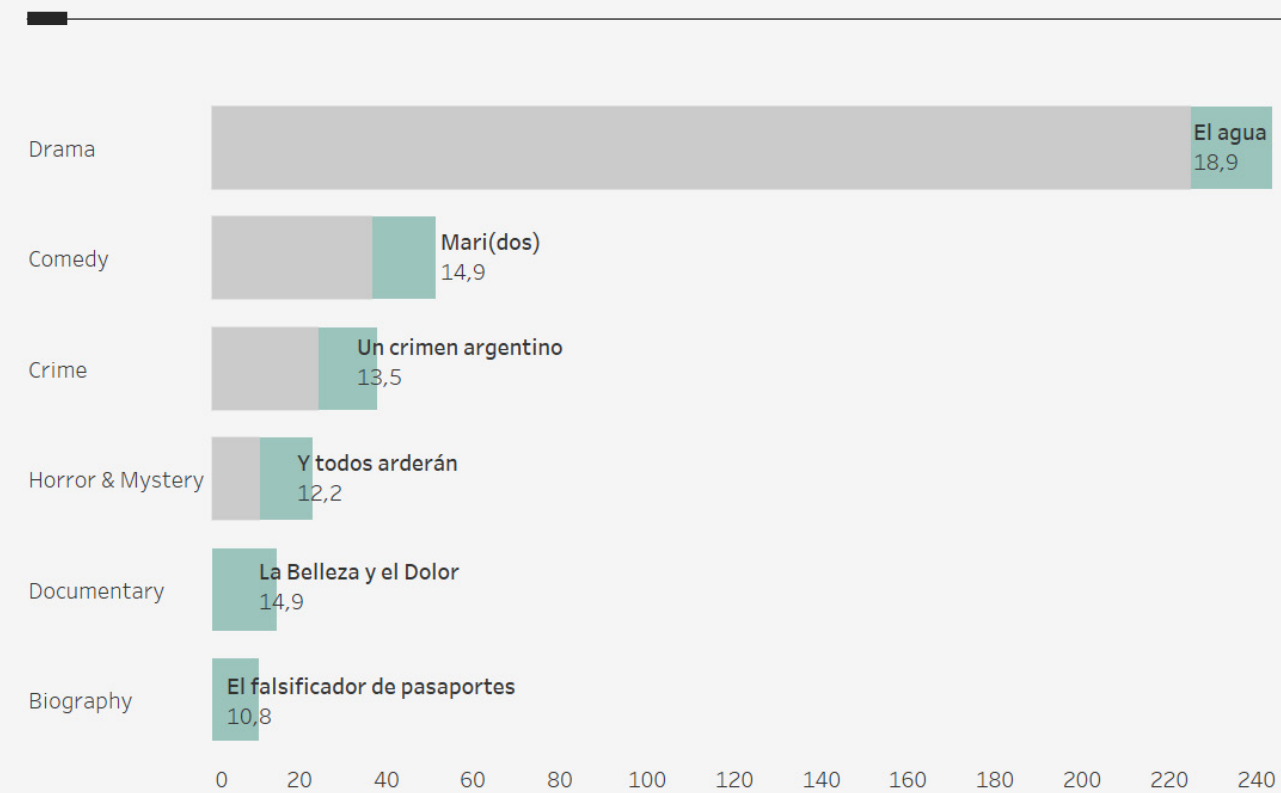
#1 MOVIE SHARE BY GENRES

TOTAL SHARE OF A MOVIE IN MOVISTAR+



#1 MOVIE SHARE BY GENRES

TOTAL SHARE OF A MOVIE IN FILMIN



IN/OUT OF #1 MOVIE MOVISTAR+ GENRES



IN/OUT OF #1 MOVIE FILMIN GENRES



CINEPHILE AUDIENCES AND A-FESTIVAL CINEMA

The Spanish market's film from May to July reveal a substantial preference for drama movies, with most titles reaching the Top 30. Notably, Elena López Riera's "El Agua" made a significant impact, becoming one of the most important debut films in Spanish cinema after its premiere at Cannes Film Festival and recording exceptional performance on Filmin capturing almost 19% of the platform's share. Additionally, three other dramas, namely "Aftersun," "Living," and "Drive My Car," followed suit, solidifying the dominance of this genre on the platform.

Filmin caters to a niche audience with a distinct appreciation for international A-festival-driven movies. This positioning is evident in Filmin's Top, which features a plethora of films that premiered at renowned festivals like Cannes and Sundance, as well as Oscar-winning movies. Filmin's Top list celebrates emerging talents: Female filmmakers like Elena Lopez Riera, Charlotte Wells, and Jamie Dack, all of whom made their directorial debuts.

MOVISTAR+: SPANISH CAST-DRIVEN PRODUCTIONS

Movistar+ caters to audiences who connect more with Spanish cast-driven productions, especially if these films receive critical acclaim. The platform excels in showcasing box-office-driven movies such as "Mari(dos)," a comedy, "Modelo 77, a Prison Period Thriller" and "As Bestas," an Arthouse Thriller, all of which achieved impressive records at the domestic box office, grossing over 7.3 million EUR. Movistar+ capitalises on its ability to offer Spanish audiences a blend of star-studded local productions and acclaimed international cinema with a mainstream pulse.

MOVIES | SELECTED MOVIES

SELECTED MOVIES

EQUINOX REPORT

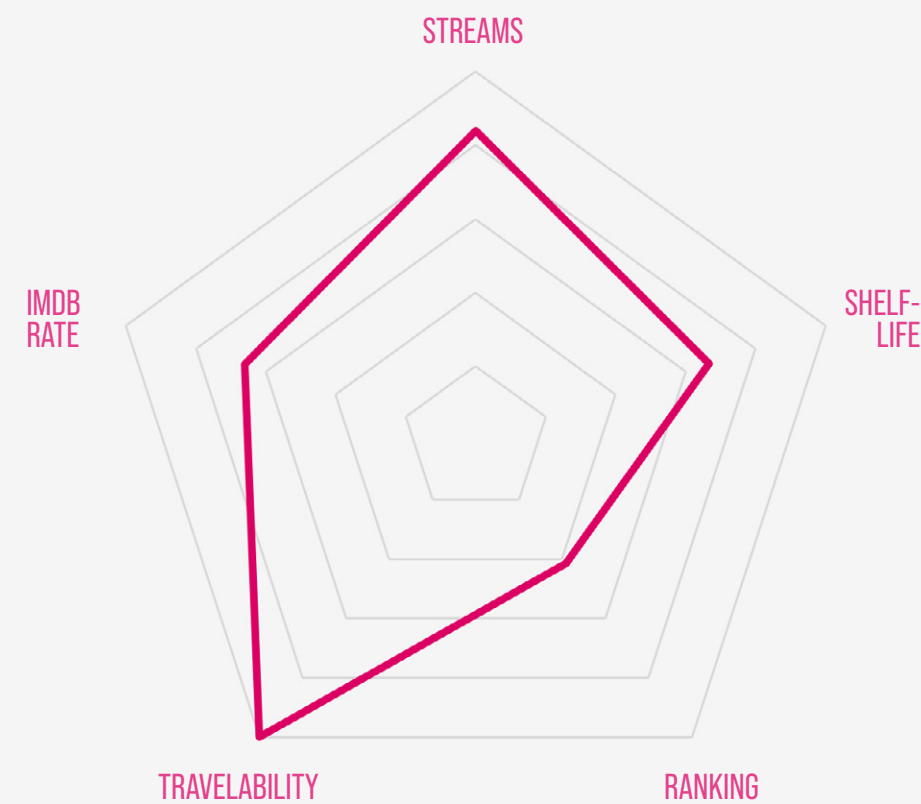
THINK DATA



AKA

April 28, 2023

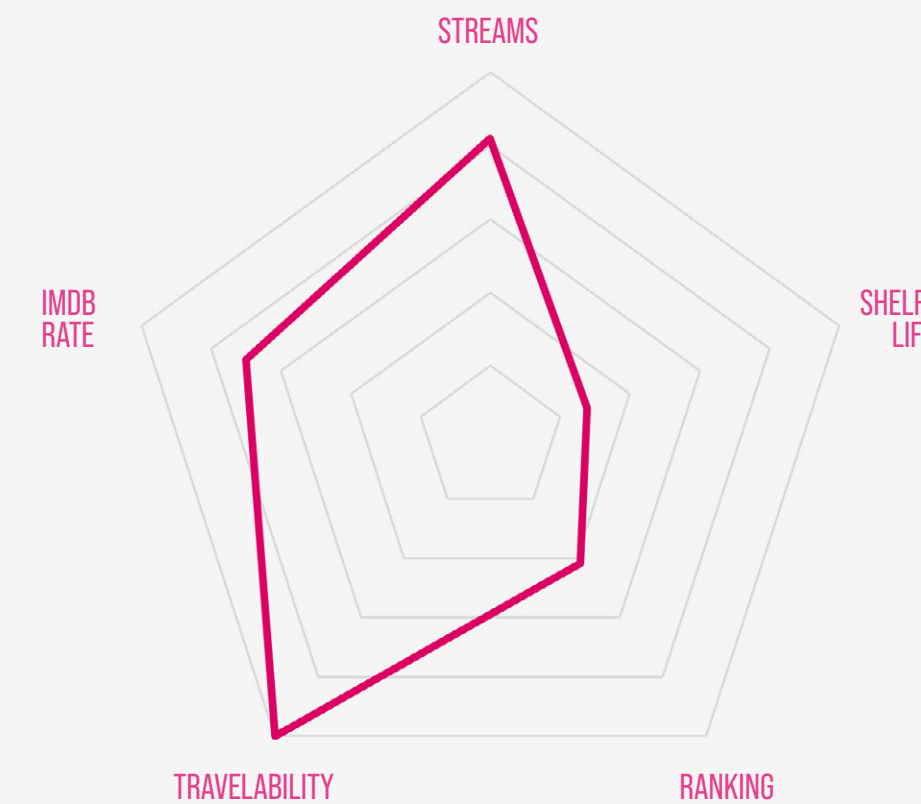
This year has seen a surge in popularity for European Action movies, and “AKA”, directed by the same filmmaker behind the outstanding Netflix French film “Lost Bullet 2” and starring its lead actor, exemplifies the reach and impact of French and European action cinema. It has been the most streamed European movie in the first half of the year, earning an exceptional rating in Streams. The film has also remained a favourite for an extended period, garnering high scores in Shelf-Life and Ranking, consistently holding top positions. While it may not have outperformed American movies in some aspects, “AKA” stands out with a perfect 10/10 performance among its European counterparts.achieved 210,380.72€ in Spain.



EXTRACTION 2

June 9, 2023

Premiering in mid-June and thus present for only half of the month in this report of the first six months of the year (which explains its low Shelf-Life score), the Czech-American action co-production “Extraction 2” has made a significant impact, becoming the second most-watched European film. This remarkable performance is underscored by Netflix’s decision to brand “Extraction” as a franchise and announce a third instalment. It emerged as one of the most-watched movies in the month of its release, earning it a high ranking. Additionally, it boasts the highest IMDb Rate among the selected movies in this analysis.

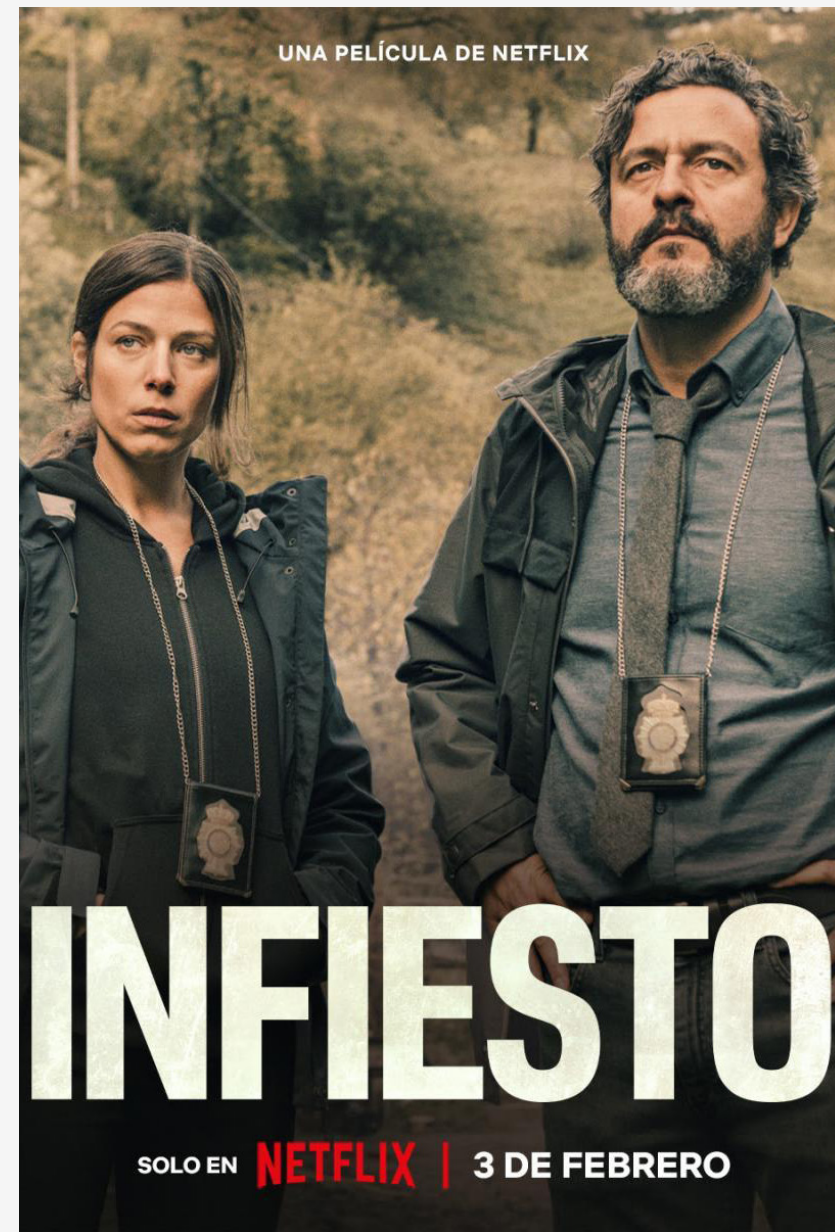


HOW TO READ THIS SECTION

Let’s dive into a few of the Selected Movies in order to take a deeper look into the detected insights. All the following Movie profiles were highlighted in the past Monthly Reports as Hot Titles including special focus on their industry journey. To have a solid grasp of how these productions did on the charts, we’ve curated four new data-driven indicators: Ranking, Travelability, Shelf-Life and Streams.

If you want dive in the methodology behind these new variables, head to the Methodology section at the beginning of the report.

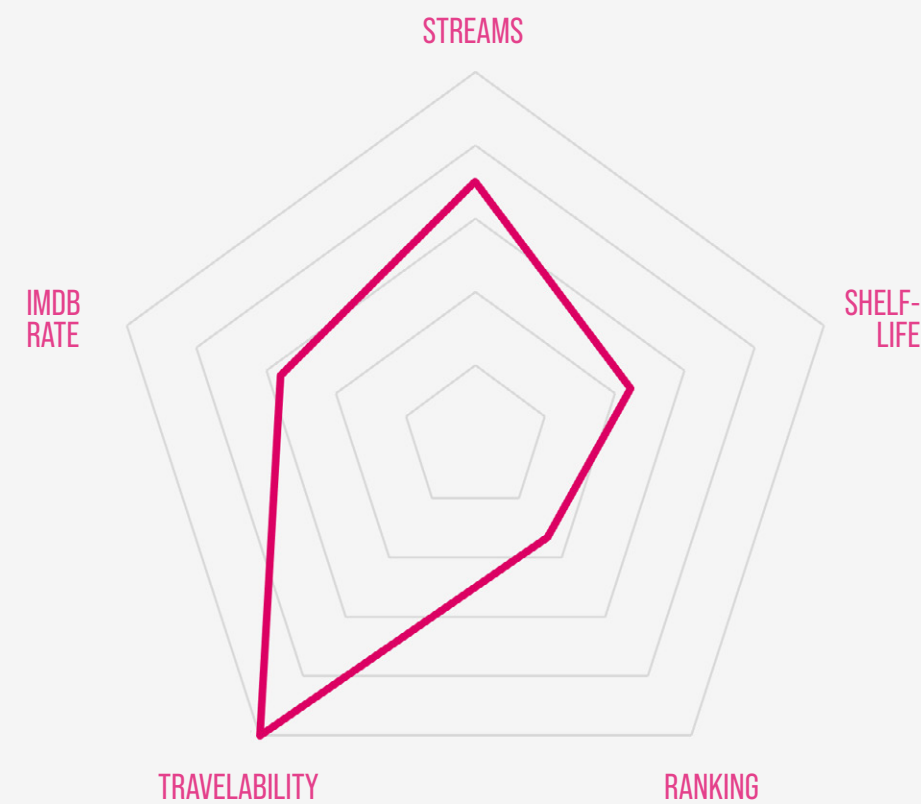
MOVIES | SELECTED MOVIES



INFIESTO

February 3, 2023

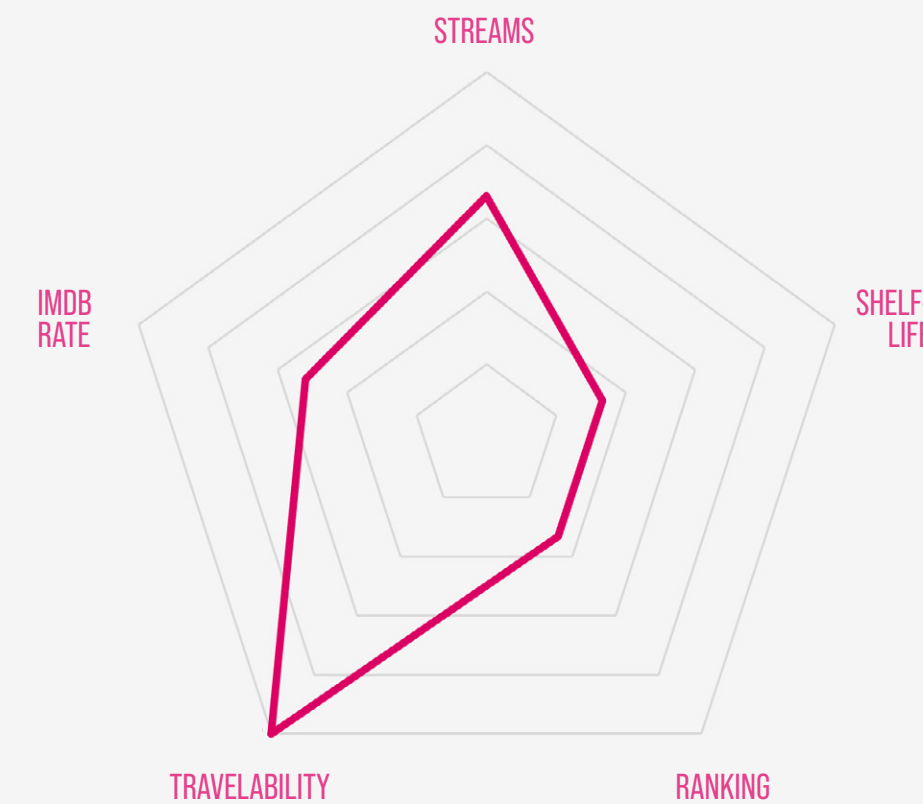
“Infiesto”, a co-production by Vaca Films, has dominated the Crime Thriller genre in the first half of the year, setting a high standard in its category. The film has achieved widespread appeal, reaching all markets and featuring in the Top #100 for four months, marking its presence for half of the reporting period. This demonstrates remarkable longevity. During this time, “Infiesto” amassed approximately 11.5M views across the five markets, notably performing strongly in Britain, which is not its local market and a difficult one to get for foreign titles.



VIKINGULVEN

November 18, 2022

“Vikingulven” is one of the Nordic productions, like “Kampen om Narvik” and last year’s “Troll,” that has maintained a stable presence across markets and highlights the distinctiveness of the region’s cinema. This Norwegian Horror Thriller has reached all markets, leaving a notable impression in Spain, France, and Germany. Remarkably, it remains at number one in Netflix’s historic top 10 for non-English language films. Additionally, “Vikingulven” has secured a spot in the top 10 of the most-watched movies over the weekend in 89 countries.



HOW TO READ THIS SECTION

Let’s dive into a few of the Selected Movies in order to take a deeper look into the detected insights. All the following Movie profiles were highlighted in the past Monthly Reports as Hot Titles including special focus on their industry journey. To have a solid grasp of how these productions did on the charts, we’ve curated four new data-driven indicators: Ranking, Travelability, Shelf-Life and Streams.

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MOVIES | SELECTED MOVIES

SELECTED MOVIES

EQUINOX REPORT

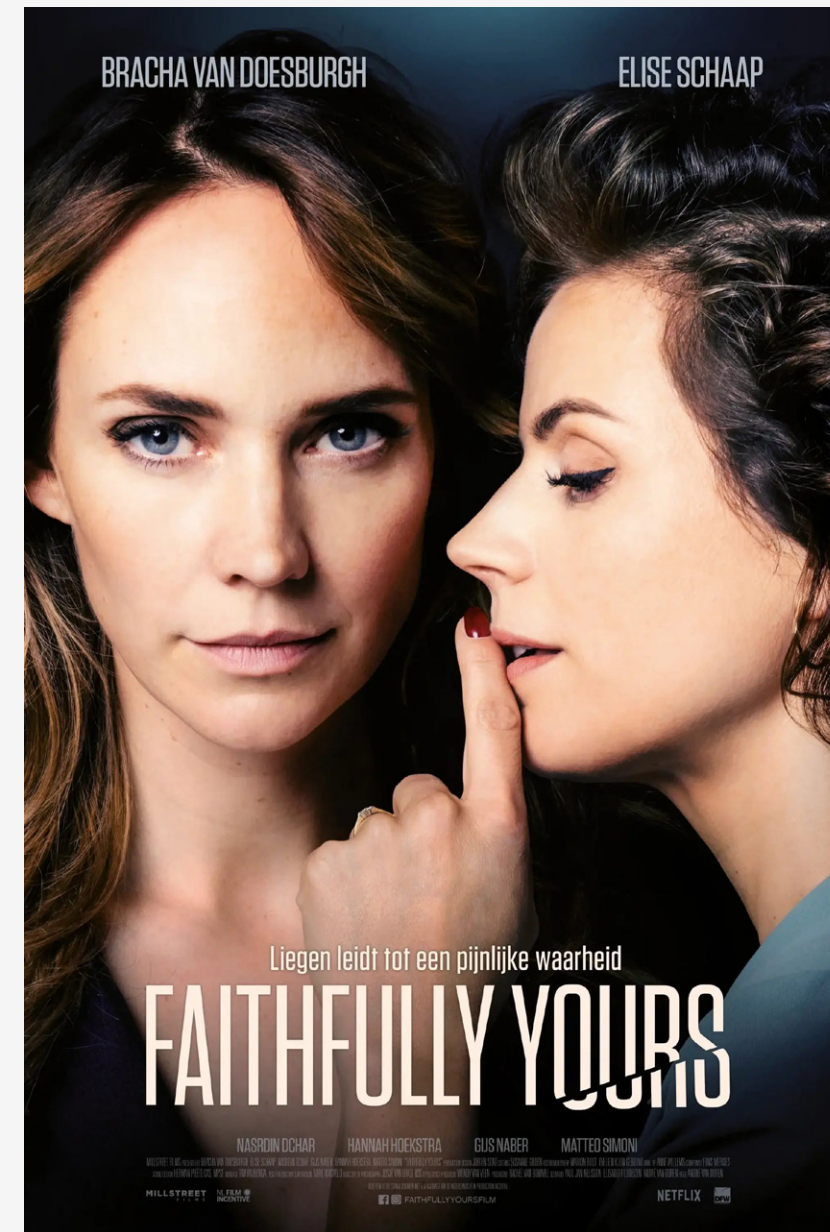
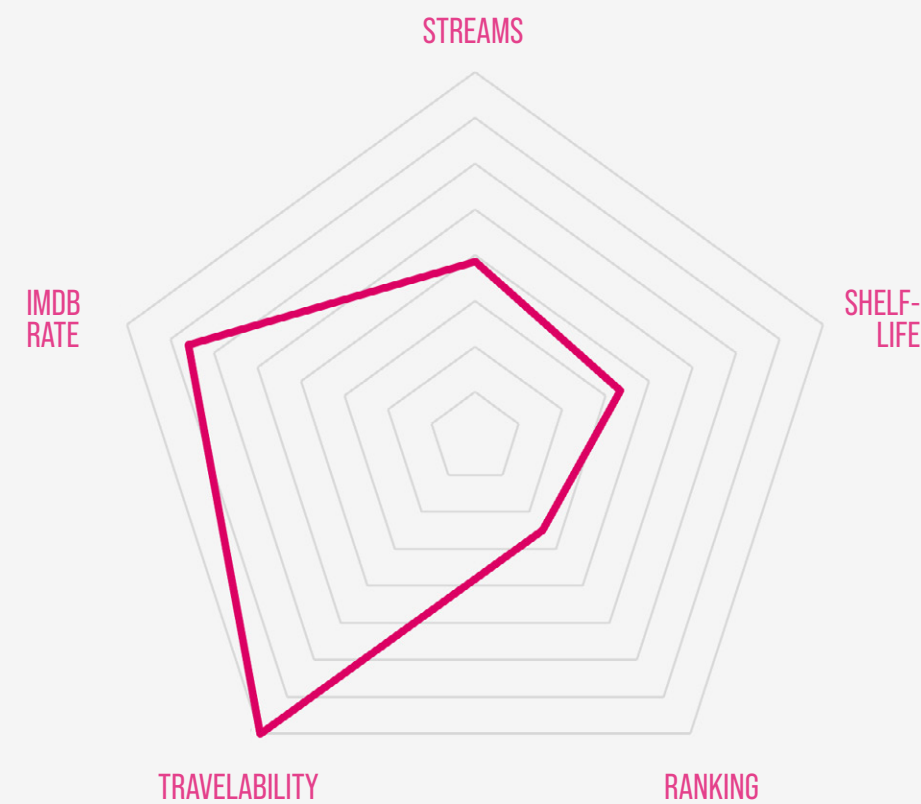
THINK DATA



ERA ORA

March 16, 2023

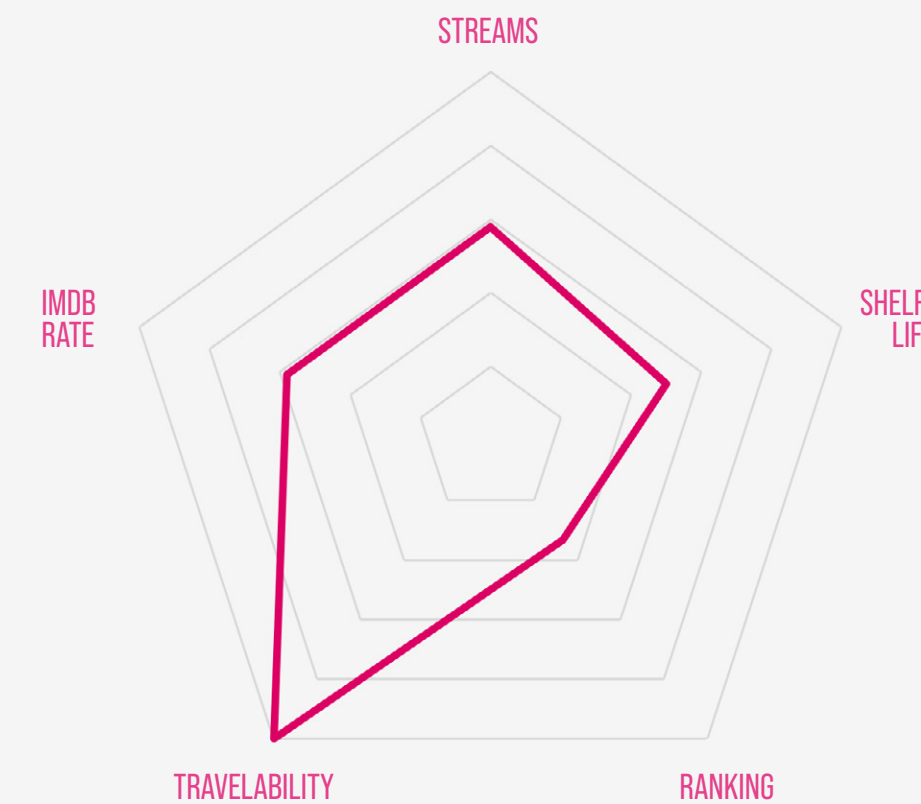
Italian cinema has had a strong showing this semester with films like “7 donne e un mistero” and “Belli ciao,” but the standout has been “Era Ora.” The film achieved exceptional viewership for an Italian production, demonstrating a spectacular performance. Co-distributed by Netflix and Vision Distribution, “Era Ora” garnered 6.6M views. Despite facing some challenges, such as being unable to reach the British market, it succeeded in other markets and achieved a relatively high IMDb Rate, surpassing many of its counterparts in this Selection Movies segment.



FAITHFULLY YOURS

December 22, 2022

The film premiered in Netherlands theatres on December 22, 2022, and was later showcased at the Filmfestival Oostende in Belgium on February 1, 2023. Following its run in cinemas and festivals, it debuted on Netflix on May 17, 2023. Since its release on the streaming platform, the film has accumulated 9M views on Netflix. From its Netflix launch until June, it has maintained good positions across the five markets. The Dutch film, with its nineties vibes, unfortunately, has the lowest IMDb Rate among all the selected movies in this analysis.



HOW TO READ THIS SECTION

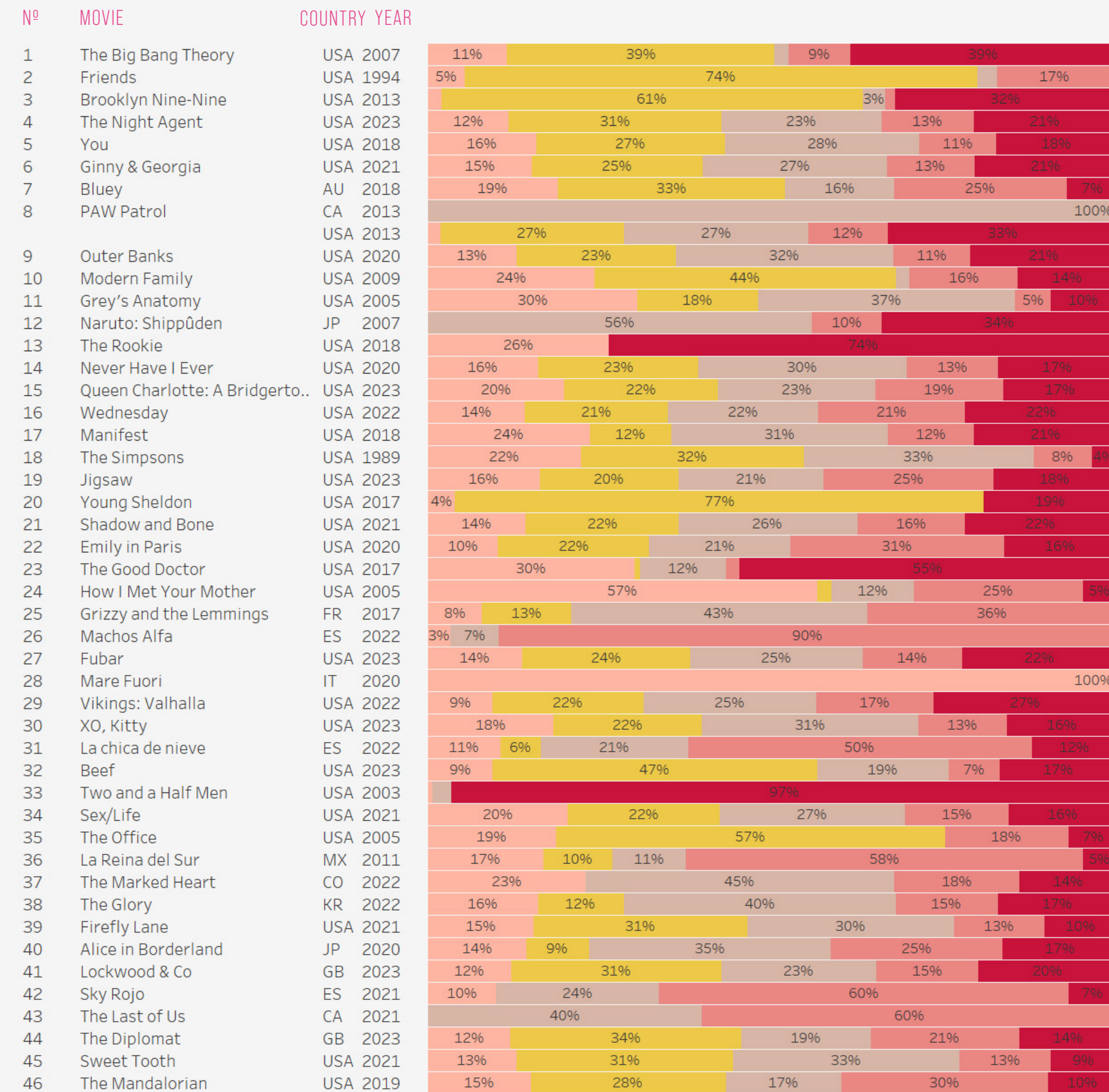
Let’s dive into a few of the Selected Movies in order to take a deeper look into the detected insights. All the following Movie profiles were highlighted in the past Monthly Reports as Hot Titles including special focus on their industry journey. To have a solid grasp of how these productions did on the charts, we’ve curated four new data-driven indicators: Ranking, Travelability, Shelf-Life and Streams.

If you want dive in the methodology behind these new variables, head to the Methodology section at the beginning of the report.

SHOWS | EUROPEAN MARKETS

TOP MOST STREAMED SHOWS

DISTRIBUTION OF STREAMS BY MARKET

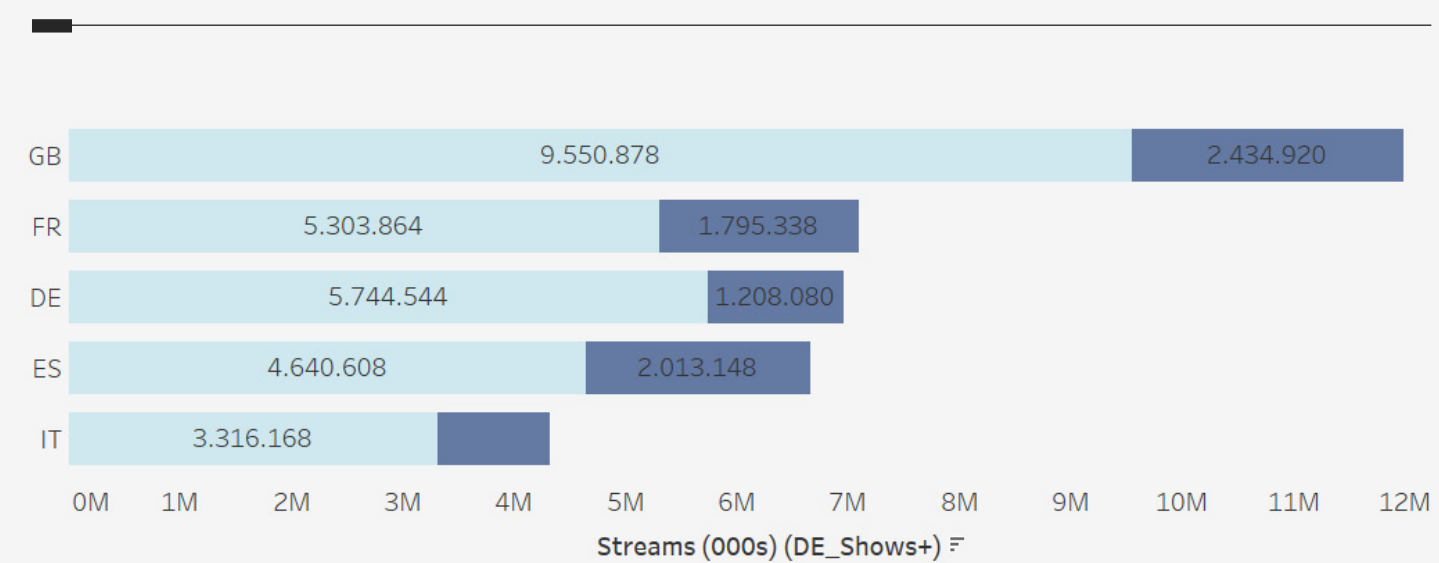


SHOWING 46 | +400 - [See complete chart here](#)

MARKET SHOWS | GERMANY | SPAIN | FRANCE | UK | ITALY

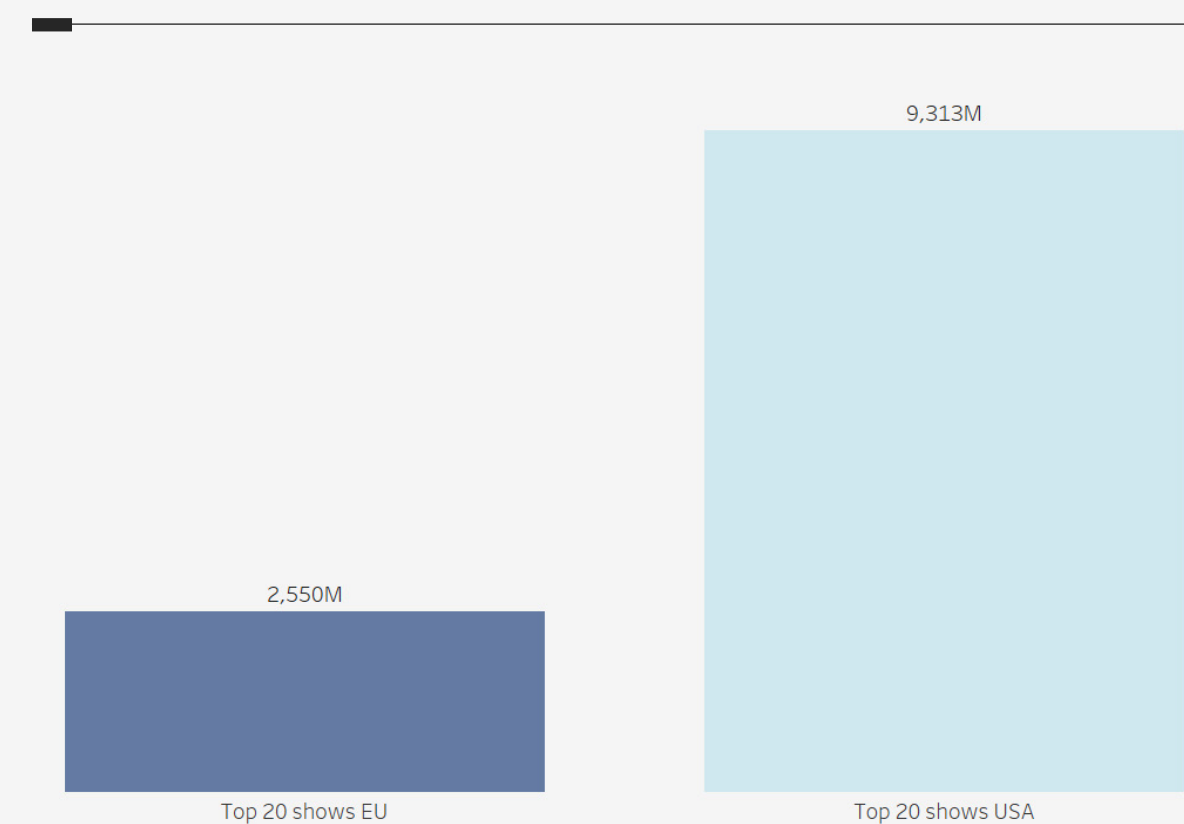
PORTION OF US AND EUROPEAN STREAMS PER MARKET

GAP BETWEEN EU AND US



TOP #20 SHOWS BY ZONE OF PRODUCTION

GAP BETWEEN TOP #20 EU AND TOP #20 US



SITCOM AND LONG CLASSICS DOMINANCE

As we observe each Equinox, the most-watched series over these six months are classic sitcoms: "The Big Bang Theory," "Friends," and "Brooklyn Nine-Nine". In the rest of the top #25, while some are sitcoms and others are not, the vast majority are American productions with well-established IPs and extensive episode catalogues. "The Night Agent" and "Queen Charlotte" are the only shows in the Top #15 with just one season, although "Queen Charlotte" benefits from being a spin-off of the already classic "The Bridgerton".

BUT NON-ENGLISH PRODUCTIONS MARK THEIR SIGNIFICANT PRESENCE

The first non-English speaking series is "Naruto: Shippuden", with over half of its streams in the French market and more than a third in Germany. The second non-English speaking and European series is "Grizzly and the Lemmings", the preeminent French animated series for European children. Following this is "Machos Alfa", a production by siblings Alberto and Laura Caballero, which, within the Top #30 most-watched series, is notable for entering this list despite 90% of its streams originating from a single market. Other European series with significant stream numbers include "La Chica de Nieve" and "Mare Fuori", the latter having 100% of its streams from the Italian market. These, along with 16 additional titles, compose the Top #20 European list, accounting for 2.504M streams. In comparison, the American productions in the top #20 amass nearly four times as many streams as their European counterparts.

SHOWS | FRANCE MARKET

TOP MOST STREAMED SHOWS

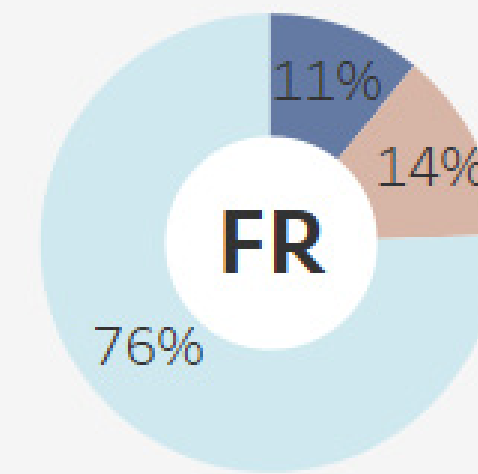
TOTAL STREAMS BY SHOW

N°	SHOW	COUNTRY	GENRE	YEAR	STREAMS
1	Naruto: Shippūden	JP	Animation	2007	45.404
2	You	USA	Drama	2018	46.002
3	The Night Agent	USA	Action	2023	74.819
4	Ginny & Georgia	USA	Teen & Young Ad..	2021	65.699
5	Grey's Anatomy	USA	Drama	2005	64.727
6	Outer Banks	USA	Teen & Young Ad..	2020	61.205
7	PAW Patrol	USA	Animation	2013	56.071
8	LOL, qui rit, sort !	FR	Game Show & Re..	2021	55.548
9	Never Have I Ever	USA	Comedy	2020	47.338
10	Les Sisters	FR	Family & Kids	2017	44.483
11	Grizzy and the Lemmings	FR	Comedy	2017	44.438
12	The Simpsons	USA	Animation	1989	41.086
13	Manifest	USA	Drama	2018	38.998
14	The Walking Dead	USA	Drama	2010	38.305
15	The Marked Heart	CO	Drama	2022	35.848
16	The Loud House	USA	Family & Kids	2016	34.700
17	Bluey	AU	Family & Kids	2018	34.110
18	Queen Charlotte: A Bridger..	USA	Drama	2023	33.512
19	Desperate Housewives	USA	Comedy	2004	32.888
20	The Glory	KR	Drama	2022	32.477
21	Wednesday	USA	Family & Kids	2022	30.175
22	Thicker Than Water	FR	Thriller	2023	28.594
23	The Last of Us	USA	Drama	2021	27.492
24	Shadow and Bone	USA	Teen & Young Ad..	2021	26.950
25	Alice in Borderland	JP	Sci-Fi	2020	26.906
26	Demon Slayer: Kimetsu no ..	JP	Animation	2019	26.655
27	XO, Kitty	USA	Comedy	2023	26.373
28	Malcolm in the Middle	USA	Family & Kids	2000	26.236
29	Jigsaw	USA	Drama	2023	26.081
30	Firefly Lane	USA	Drama	2021	23.603
31	Represent	FR	Comedy	2023	22.830
32	Rhythm + Flow France	FR	Musical	2022	22.503
33	Booba	GB	Family & Kids	2014	22.452
34	Sex/Life	USA	Comedy	2021	22.210
35	Fubar	USA	Action	2023	21.508
36	Bienvenidos a Edén	ES	Action	2021	21.502
37	Sweet Tooth	USA	Drama	2021	10.325
38	Vikings: Valhalla	USA	Drama	2022	11.002
39	Emily in Paris	USA	Comedy	2020	21.135
40	Petit ours brun	FR	Family & Kids	1988	20.968
					20.785
					6.542

SHOWING 40 | +200 - [See complete chart here](#)

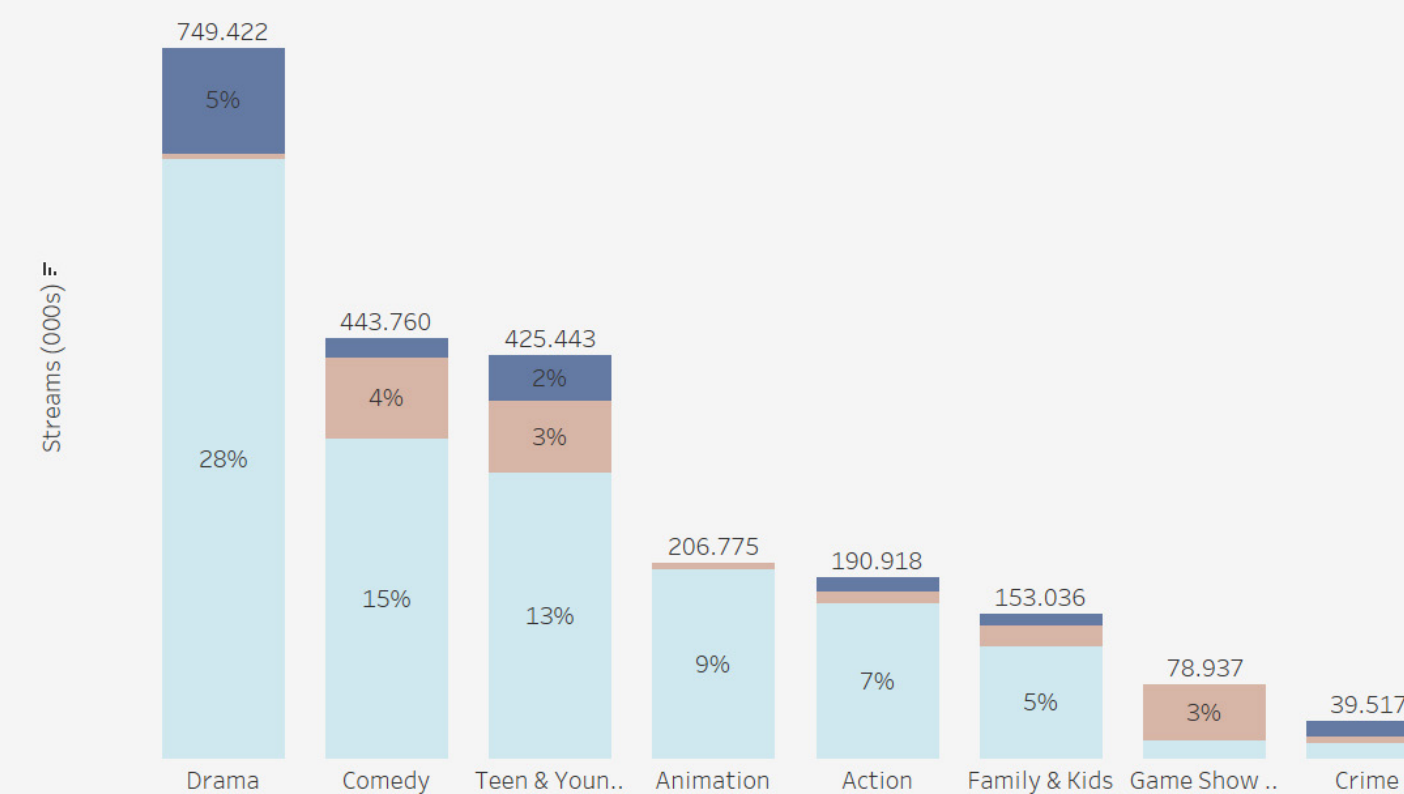
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



FRENCH EU SHOWS vs OTHER | EUROPEAN | NON-EUROPEAN | FRANCE

NARUTO'S TOP SPOT AND LOL'S CROSS-GENERATIONAL APPEAL

We had already spotted this trend in our previous Equinox report, where "Naruto" gained significant traction in the French market, even climbing to the number 2 spot. This semester, it has achieved the position of the most-watched series content, surpassing any American production and occupying the top six spots.

In seventh place, we find "LOL, qui rit, sort!"; a hit on European Amazon Prime Video. This international comedy format has over 20 adaptations and has proven highly successful. In territories where Amazon is less prevalent, like France and Italy, the market share of this e-commerce giant has reached one of its highest peaks, thanks to this cost-effective reality show. Consequently, "LOL" can be considered, without a doubt, as the most profitable European content Amazon has created to date.

TEEN & YOUNG ADULT AND REALITY TV DOMINATE LOCAL STREAMING

Local shows have accounted for 13% of total streams in the French market, making it the third-largest market for local content streams, trailing only behind Italy and Spain. In contrast, European streams are closer to the average among the top five markets. Surprisingly, these local productions contribute most significantly to Teen & Young Adult, Game Show, and Reality-TV genres, rather than Drama, which one might initially associate with French content. This perfectly exemplifies how the presence of streaming platforms is demonstrating the diversity of content that can be offered from this region.

SHOWS | SPAIN MARKET

TOP MOST STREAMED SHOWS

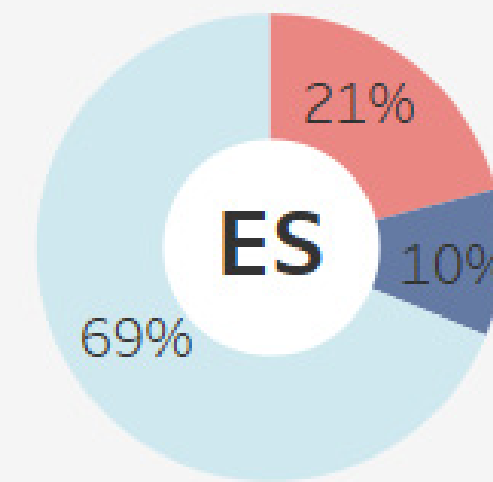
TOTAL STREAMS BY SHOW

Nº	SHOW	COUNTRY	GENRE	YEAR	STREAMS
1	Machos Alfa	ES	Comedy	2022	78.717
2	Friends	USA	Comedy	1994	73.783
3	The Big Bang Theory	USA	Comedy	2007	71.278
4	Bluey	AU	Family & Kids	2018	52.994
5	La Reina del Sur	MX	Drama	2011	45.031
6	Sky Rojo	ES	Drama	2021	41.557
7	La chica de nieve	ES	Thriller	2022	41.008
8	The Last of Us	CA	Drama	2021	40.911
9	The Night Agent	USA	Action	2023	38.112
10	La caza. Monteperdido	ES	Drama	2019	35.340
11	Grizzly and the Lemmings	FR	Comedy	2017	34.514
12	Emily in Paris	USA	Comedy	2020	31.458
13	Ginny & Georgia	USA	Teen & Young Ad..	2021	30.511
14	You	USA	Drama	2018	29.425
15	Valeria	ES	Comedy	2020	28.682
16	Jigsaw	USA	Drama	2023	27.825
17	Wednesday	USA	Family & Kids	2022	27.789
18	Modern Family	USA	Comedy	2009	27.577
19	Queen Charlotte: A Bridgerton ..	USA	Drama	2023	26.704
20	How I Met Your Mother	USA	Comedy	2005	23.478
21	PAW Patrol	USA	Teen & Young Ad..	2013	22.282
22	Entrevías	ES	Drama	2021	21.779
23	From	USA	Drama	2022	20.550
24	The Queen of Flow	CO	Drama	2018	20.516
25	Outer Banks	USA	Teen & Young Ad..	2020	19.820
26	Hasta el cielo	ES	Thriller	2022	19.751
27	Never Have I Ever	USA	Comedy	2020	19.678
28	The Scent of Passion	USA	Drama	2021	19.198
29	Bienvenidos a Edén	ES	Drama	2021	19.117
30	The Mandalorian	USA	Action	2019	18.989
31	Alice in Borderland	JP	Sci-Fi	2020	18.883
32	El silencio	ES	Crime	2022	6.556
			Drama	2022	11.445
33	I am Georgina	USA	Game Show & Re..	2022	17.597
34	The Amazing World of Gumball	GB	Family & Kids	2011	2.302
		JP	Family & Kids	2011	14.248
35	New Amsterdam	USA	Drama	2018	16.898
36	Haikyuu!!	JP	Teen & Young Ad..	2014	16.579
37	Naruto: Shippūden	JP	Animation	2007	3.542
			Comedy	2007	13.006
38	Shadow and Bone	USA	Teen & Young Ad..	2021	16.324
39	Manifest	USA	Drama	2018	15.123
40	Todas las veces que nos enamo..	ES	Comedy	2022	15.110

SHOWING 40 | +200 - [See complete chart here](#)

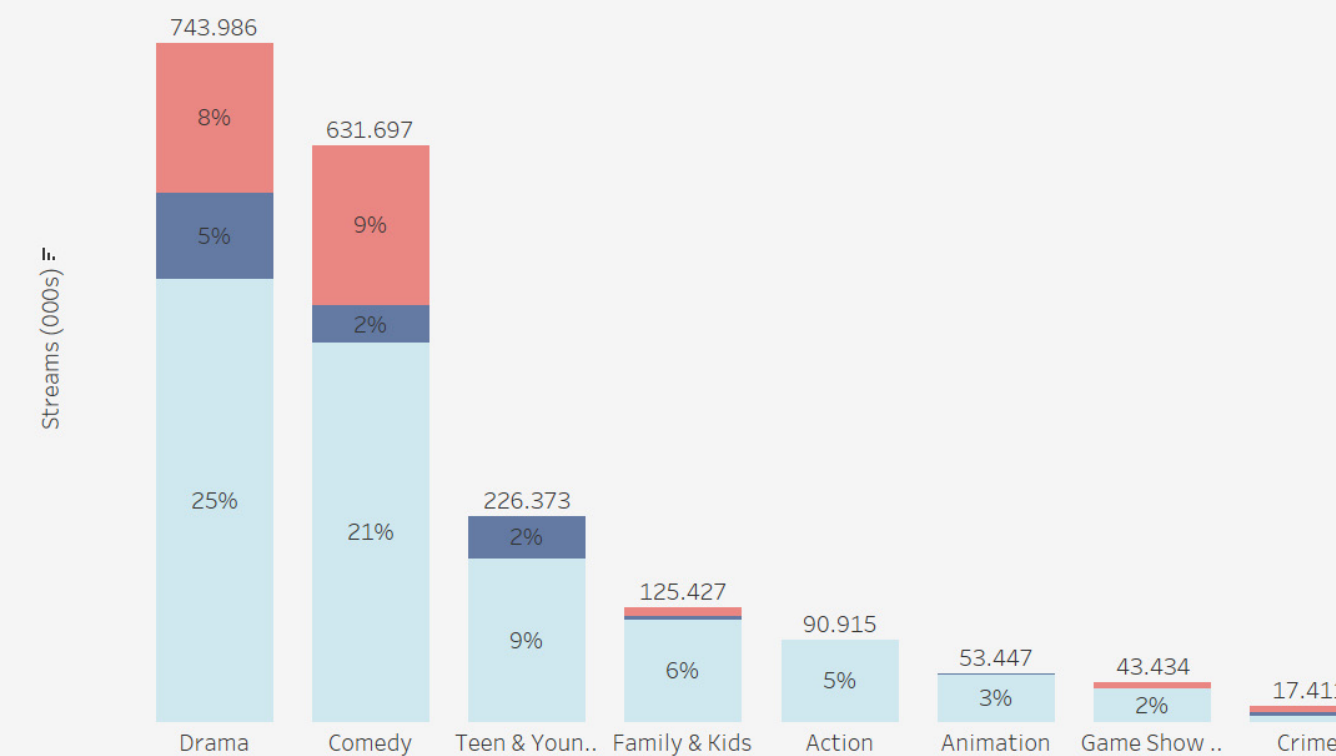
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



SPANISH EU SHOWS vs OTHER | EUROPEAN | NON-EUROPEAN | SPAIN

SPANISH STREAMING TRIUMPH: “ALPHA MALES” LEADS AS LOCAL CONTENT DOMINATES

The most streamed shows in Spain are led by “Alpha Males,” marking it as the only market where a local show tops the list. With 78.7M views, primarily in the first month of the year, this creation by siblings Alberto and Laura Caballero, the creative forces behind local broadcasting hits like “La Que Se Avecina” and “Aquí No Hay Quién Viva” has made a significant impact. The premiere of “Alpha Males” in January was strategically timed, coinciding with the launch of Netflix’s lower-priced ad-supported plan two months earlier. This was no mere coincidence.

Other notable titles that rank high in Spain include “Sky Rojo” the miniseries “La Chica de Nieve”, “La Caza. Monteperdido” and the fourth and final season of “Valeria”. These series significantly contribute to making the Spanish market the one where local productions are most important in terms of percentage of streams, accounting for 21%, double that of most other markets.

HIGH LOCAL DRAMA AND RICH LOCAL COMEDY IN STREAMING PREFERENCES

In Spain, Drama content is particularly well-received, in contrast to the British, Italian, and German markets. Spanish productions contribute more to the Comedy genre, accounting for 27% with shows like “Alpha Males”, “Valeria,” “Todas las veces que nos enamoram”, “El Pueblo” and others.

SHOWS | ITALY MARKET

TOP MOST STREAMED SHOWS

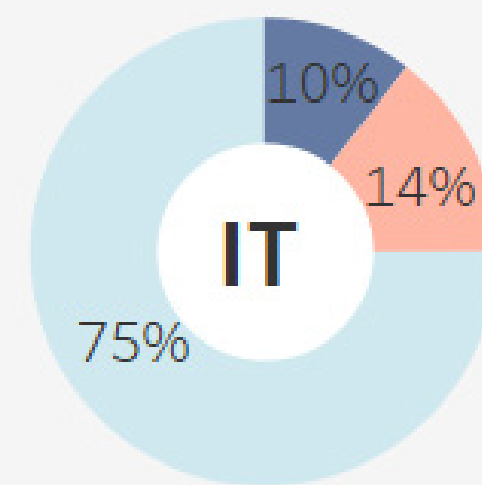
TOTAL STREAMS BY SHOW

Nº	SHOW	COUNTRY	GENRE	YEAR	STREAMS
1	The Big Bang Theory	USA	Comedy	2007	90.511
2	Mare Fuori	IT	Teen & Young Ad..	2020	84.325
3	How I Met Your Mother	USA	Comedy	2005	54.100
4	Grey's Anatomy	USA	Drama	2005	50.078
5	Modern Family	USA	Comedy	2009	42.252
6	You	USA	Drama	2018	41.461
7	Bluey	AU	Family & Kids	2018	39.972
8	The Rookie	USA	Comedy	2018	39.531
9	Ginny & Georgia	USA	Teen & Young Ad..	2021	36.553
10	The Night Agent	USA	Action	2023	33.322
11	LOL: Last One Laughing Italy	IT	Comedy	2021	30.442
12	The Good Doctor	USA	Drama	2017	29.251
13	Manifest	USA	Drama	2018	28.626
14	Queen Charlotte: A Bridgerton ..	USA	Drama	2023	28.353
15	The Simpsons	USA	Animation	1989	26.043
16	Friends	USA	Comedy	1994	23.502
17	Never Have I Ever	USA	Comedy	2020	23.478
18	Outer Banks	USA	Teen & Young Ad..	2020	22.877
19	This World Can't Tear Me Down	IT	Animation	2023	21.516
20	Framed! A Sicilian Murder Myst..	IT	Comedy	2022	19.147
21	Wednesday	USA	Family & Kids	2022	18.325
22	Jigsaw	USA	Drama	2023	18.247
23	The Marked Heart	CO	Drama	2022	17.784
24	Lidia Poët	IT	Drama	2022	17.209
25	Sex/Life	USA	Comedy	2021	16.269
26	Scrubs	USA	Comedy	2001	15.970
27	XO, Kitty	USA	Comedy	2023	1.726
			Teen & Young Ad..	2023	13.492
28	The Office	USA	Comedy	2005	14.908
29	Suits	USA	Comedy	2011	14.901
30	Shadow and Bone	USA	Teen & Young Ad..	2021	14.653
31	New Amsterdam	USA	Drama	2018	13.626
32	La Reina del Sur	MX	Drama	2011	13.078
33	Les Schtroumpfs	BE	Animation	2021	3.321
			Teen & Young Ad..	2021	9.067
34	The Glory	KR	Drama	2022	12.185
35	Firefly Lane	USA	Drama	2021	11.694
36	Fubar	USA	Action	2023	11.643
37	Carnival Row	USA	Drama	2019	11.296
38	Hunter x Hunter	JP	Animation	2011	1.943
			Comedy	2011	9.090

SHOWING 38 | 234 - [See complete chart here](#)

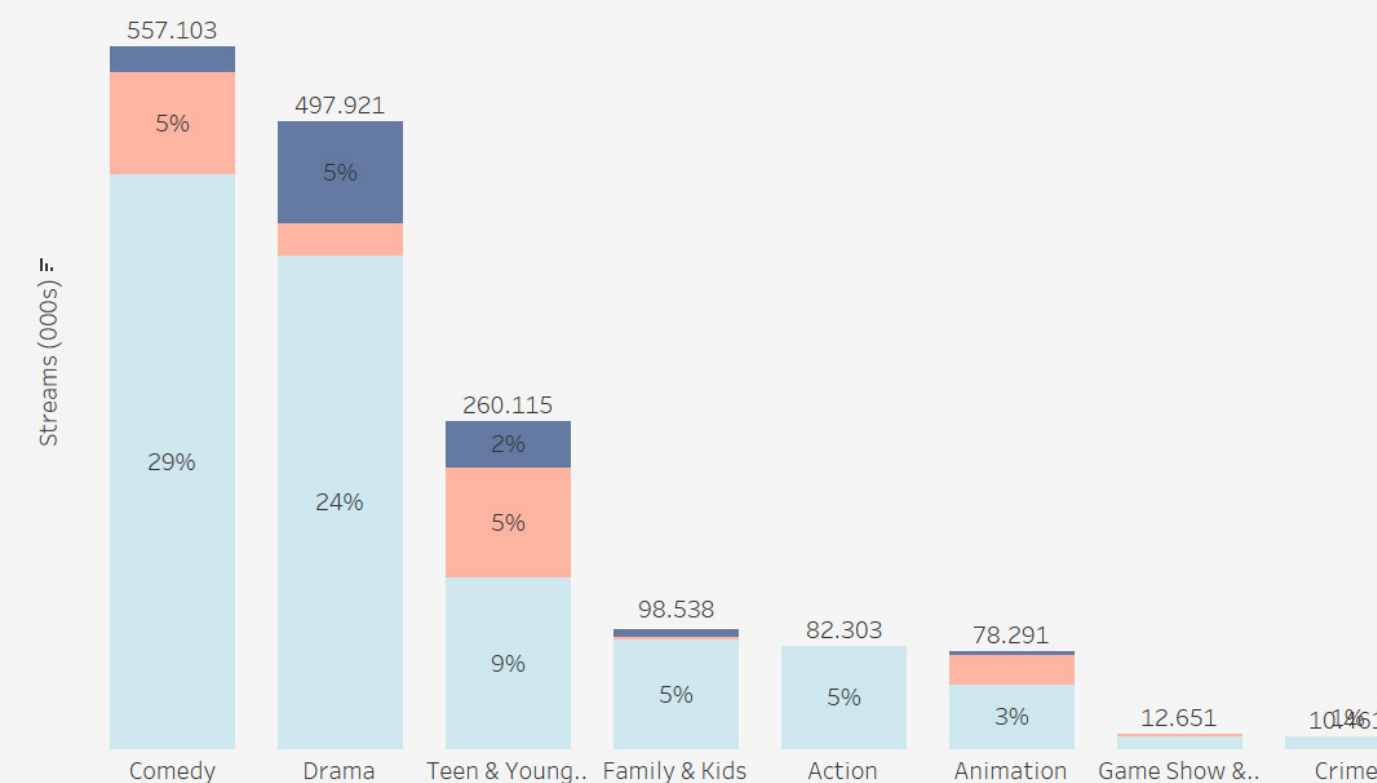
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



ITALIAN EU SHOWS vs OTHER | EUROPEAN | NON-EUROPEAN | ITALY

“MARE FOURI”, THE MASSIVE TEENAGE AND YA HIT

With 14% of streams originating from local productions, Italy stands as the second-largest market for local content across the five markets we analysed. “Mare Fuori” has been a particular hit in Italy this semester. A quick search of the hashtag #MareFuori on TikTok reveals the massive popularity of “Mare Fuori.” Notably, the show has a unique and hybrid broadcasting approach. It was aired both on traditional TV and streaming platforms. In Italy, it was broadcast during prime time on Rai 2 between 2020 and 2021. Simultaneously, it was available on Rai’s platform until June 10, 2022, when it transitioned to Netflix.

The Italian version of LOL and “This World Can’t Tear Me Down” also stands as a significant achievement for Netflix Italy, demonstrating a commitment to original content reminiscent of iconic works like “Bojack Horseman” for the second title. Another notable production is “Lidia Poët”, a period drama about Italy’s first female lawyer, released just a month after the well-received Elena Ferrante adaptation, “The Lying Life of Adults”, three titles that have deeply contributed to the growth of Italian local streams.

BALANCING DRAMA AND COMEDY WITH A PREFERENCE FOR LOCAL COMEDIES

The Italian audience does not show a marked preference between Drama and Comedy, as both genres have similar appeal; however, it is clear that Italians prefer Italian comedies over European ones or even Italian dramas. They do, however, have a preference for European dramas. Notable shows in this category include “Bienvenidos a Edén”, “La Chica de Nieve”, “The Diplomat” among others.

SHOWS | UK MARKET

TOP MOST STREAMED SHOWS

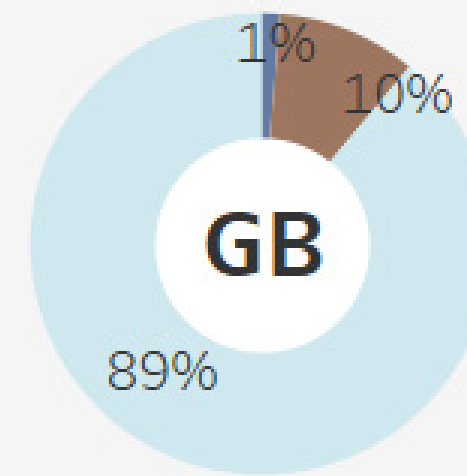
TOTAL STREAMS BY SHOW

Nº	SHOW	COUNTRY	GENRE	YEAR	STREAMS
1	Friends	USA	Comedy	1994	326.610
2	The Big Bang Theory	USA	Comedy	2007	309.443
3	Brooklyn Nine-Nine	USA	Comedy	2013	187.397
4	The Night Agent	USA	Action	2023	87.625
5	Young Sheldon	USA	Comedy	2017	80.807
6	Modern Family	USA	Comedy	2009	76.481
7	You	USA	Drama	2018	72.597
8	Bluey	AU	Family & Kids	2018	69.886
9	Ginny & Georgia	USA	Teen & Young Adults	2021	60.040
10	PAW Patrol	USA	Family & Kids	2013	51.141
11	The Office	USA	Comedy	2005	45.236
12	Outer Banks	USA	Teen & Young Adults	2020	41.195
13	Jeremy Clarkson: I Bought..	GB	Documentary	2021	39.221
14	Beef	USA	Comedy	2023	38.634
15	The Simpsons	USA	Animation	1989	37.886
16	Family Guy	USA	Animation	1999	37.200
17	Never Have I Ever	USA	Comedy	2020	34.464
18	Queen Charlotte: A Bridg..	USA	Drama	2023	32.122
19	Grey's Anatomy	USA	Drama	2005	28.874
20	Wednesday	USA	Family & Kids	2022	27.120
21	Star Trek: Picard	USA	Action	2020	26.506
22	Firefly Lane	USA	Drama	2021	23.560
23	Shadow and Bone	USA	Teen & Young Adults	2021	23.158
24	Selling Sunset	USA	Game Show & Reali..	2019	22.914
25	Jigsaw	USA	Drama	2023	22.675
26	Lockwood & Co	GB	Teen & Young Adults	2023	22.318
27	Emily in Paris	USA	Comedy	2020	22.317
28	The Diplomat	GB	Drama	2023	22.034
29	Peppa Pig	GB	Family & Kids	2004	21.890
30	Fubar	USA	Action	2023	20.966
31	Sweet Tooth	USA	Drama	2021	20.235
32	Love Is Blind	USA	Game Show & Reali..	2020	20.101
33	Criminal Minds	USA	Crime	2005	19.383
34	The Office US	USA	Comedy	2005	18.544
35	Judy Justice	USA	Crime	2022	18.512
36	Vikings: Valhalla	USA	Drama	2022	18.341
37	XO, Kitty	USA	Comedy	2023	17.997
38	The Mandalorian	USA	Action	2019	17.869
39	Mr. Bean: The Animated ..	GB	Family & Kids	2002	17.812
40	Sex/Life	USA	Comedy	2021	17.682
41	Black Mirror	GB	Drama	2011	17.408

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

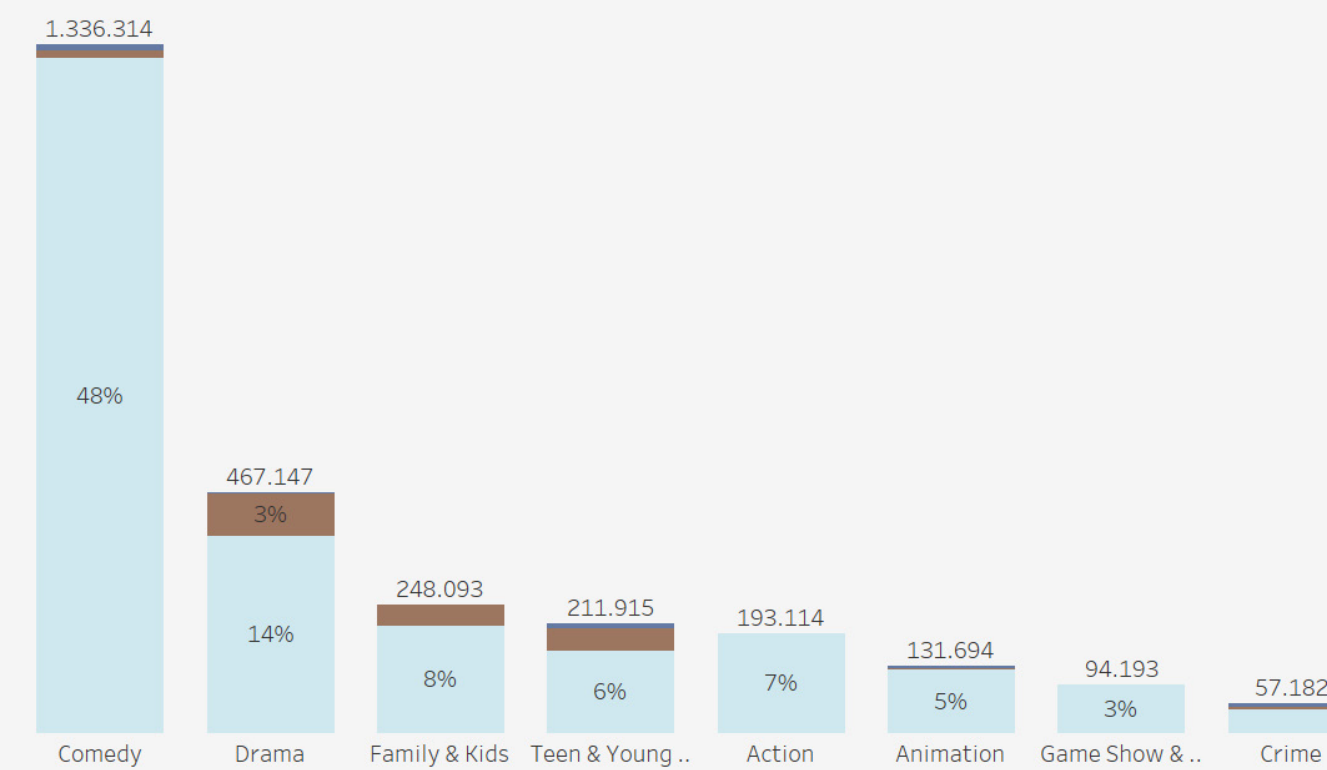
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



MINIMAL EUROPEAN INFLUENCE BUT A STRONG PREFERENCE FOR COMEDY

A mere 1% of streams this semester in the British market came from European productions. The only title we find in the Top #100 is "Grizzly and the Lemmings", the French animated series that has managed to compete with the reigning "Peppa Pig". This is particularly noteworthy in the British market, alongside the French market, where streams from children's shows hold significant importance. Titles like "Ginny & Georgia", "Bluey", "Wednesday" and "Peppa Pig" are prominent.

In terms of local share, British productions are not having their best semester, similar to Spanish productions. The only series making it into the top #25 is "Jeremy Clarkson: I Bought the Farm." More local titles appear from #30 onwards, including "Lockwood & Co," "The Diplomat," and "Peppa Pig." With the exception of the beloved Peppa, all other titles are new releases. Comedy accounts for over half of the British market's streams, triple that of the second genre, drama. Shows like "Friends," "The Big Bang Theory," "Brooklyn Nine-Nine," and "Young Sheldon" dominate the Top #10. These alone amass more than 1B streams, over 1/10th of the total streams of all shows watched in the first semester of the year. On the other hand, Drama also holds its ground with 15% of all streams in the genre, including new seasons of "Black Mirror," "Obsession," and the new series "Treason."

SHOWS | GERMANY MARKET

TOP MOST STREAMED SHOWS

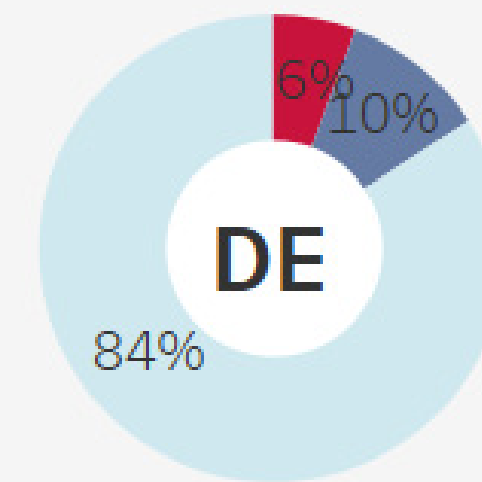
TOTAL STREAMS BY SHOW

Nº	SHOW	COUNTRY	GENRE	YEAR	STREAMS
1	The Big Bang Theory	USA	Comedy	2007	306.803
2	The Rookie	USA	Action	2018	111.431
3	Brooklyn Nine-Nine	USA	Comedy	2013	98.459
4	Two and a Half Men	USA	Comedy	2003	77.549
5	PAW Patrol	USA	Animation	2013	63.928
6	The Night Agent	USA	Action	2023	58.737
7	Naruto: Shippūden	JP	Animation	2007	11.927
8	The Good Doctor	USA	Drama	2017	44.031
9	Ginny & Georgia	USA	Drama	2021	53.304
10	You	USA	Teen & Young Ad..	2018	49.923
11	LOL: Last One Laughing Germany	DE	Game Show & Re..	2021	46.361
12	Outer Banks	USA	Teen & Young Ad..	2020	41.699
13	Wednesday	USA	Family & Kids	2022	37.764
14	Too Hot to Handle Germany	DE	Game Show & Re..	2023	28.793
15	Never Have I Ever	USA	Comedy	2020	27.847
16	Manifest	USA	Drama	2018	25.304
17	Modern Family	USA	Comedy	2009	25.258
18	Queen Charlotte: A Bridgerton S..	USA	Drama	2023	24.967
19	Shadow and Bone	USA	Drama	2021	23.729
20	Vikings: Valhalla	USA	Teen & Young Ad..	2022	22.811
21	The King of Queens	USA	Drama	2022	22.217
22	Young Sheldon	USA	Game Show & Re..	1998	20.313
23	Jigsaw	USA	Comedy	2017	16.360
24	Fubar	USA	Game Show & Re..	2017	3.894
25	The Middle	USA	Drama	2023	20.073
26	Star Trek: Picard	USA	Action	2023	19.213
27	Emily in Paris	USA	Comedy	2009	8.894
28	Grey's Anatomy	USA	Family & Kids	2009	7.876
29	Carnival Row	USA	Action	2020	16.521
30	Bluey	USA	Comedy	2020	16.509
31	Lockwood & Co	AU	Drama	2005	15.699
32	Turkish for Beginners	GB	Drama	2019	15.670
33	Beef	AU	Family & Kids	2018	15.366
34	XO, Kitty	GB	Teen & Young Ad..	2023	14.660
		DE	Comedy	2006	12.254
		DE	Game Show & Re..	2006	12.767
		USA	Comedy	2023	13.929
		USA	Comedy	2023	13.294

SHOWING 34 | +100 - [See complete chart here](#)

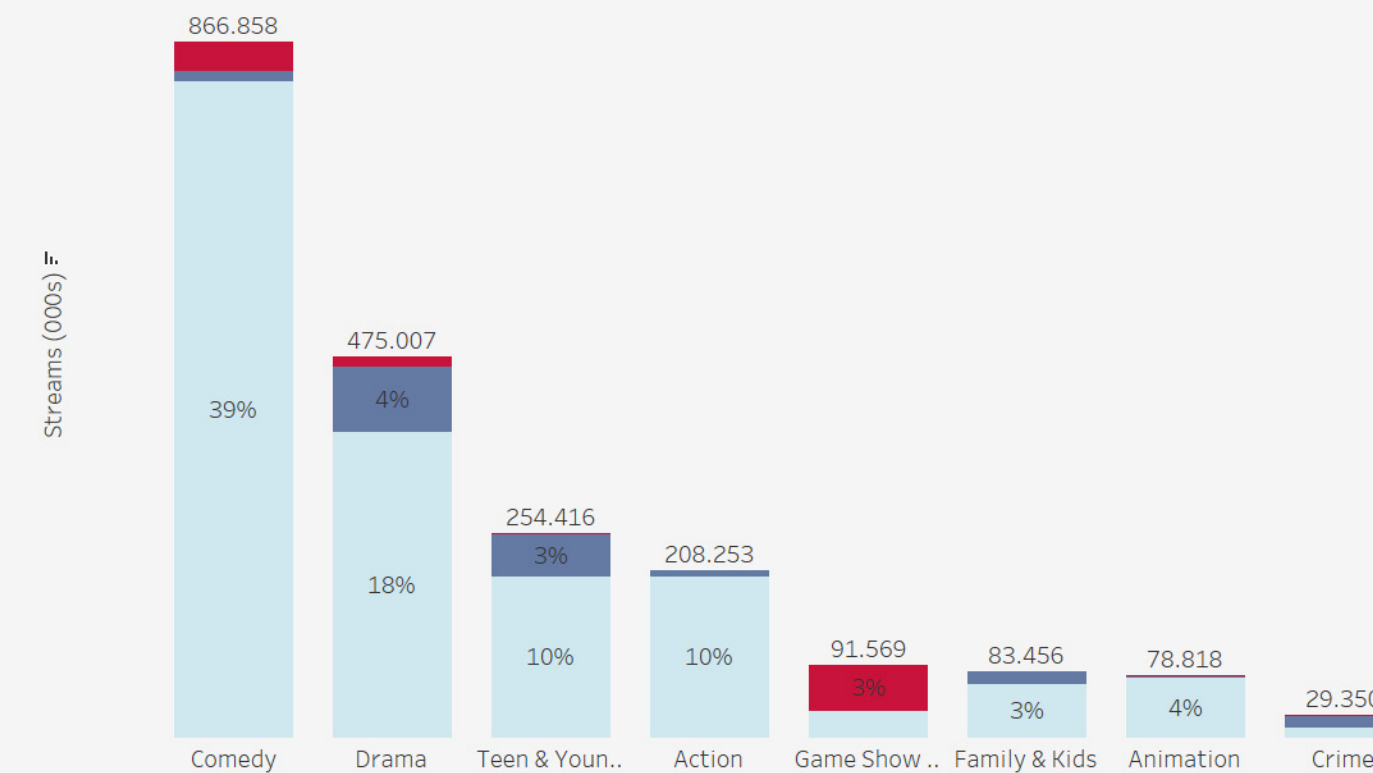
STREAMS SHARE BY PRODUCTION ZONE

TOTAL STREAMS BY PRODUCTION ZONE



TOP MOST STREAMED GENRES

TOTAL STREAMS BY GENRES



HA-HA IN GERMANY: LAUGHTER PREVAILS WITH TOP SITCOMS

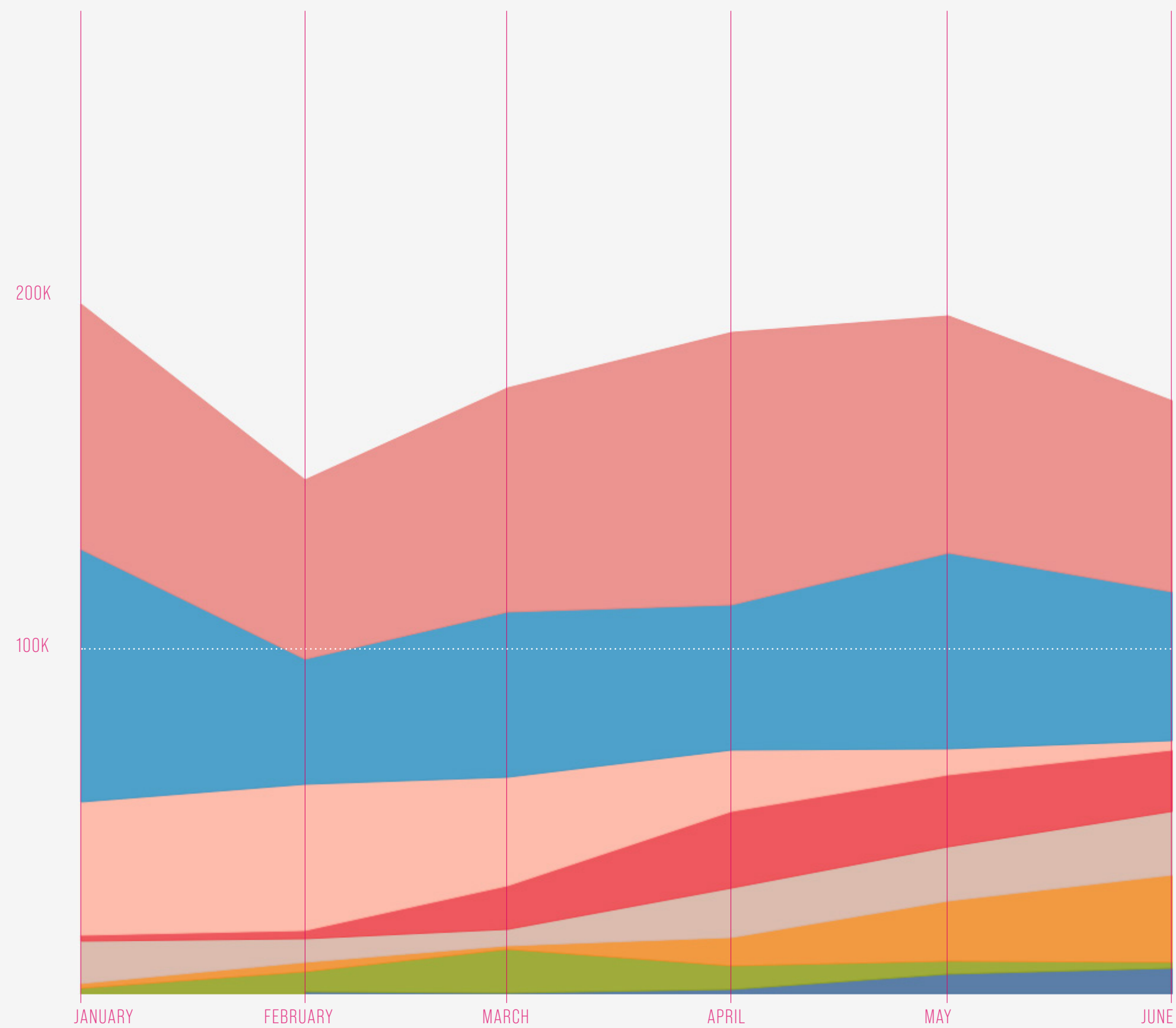
“The Big Bang Theory”, “Brooklyn Nine-Nine”, “Two and a Half Men” among others, clearly demonstrate Germany’s penchant for classic big sitcoms. In fact, the titles in the top #30 offer a vivid picture of the German audience’s preferences. As observed in most of our monthly reports, with some exceptions, the German market is predominantly filled with American or non-European content. A substantial 84% of streams come from these origins, leaving only 6% for local productions and 10% for European content, trailing just behind the British market in the predominance of non-European content. Notably, compared to the previous Equinox report, the percentage of streams accrued by local content has increased by two points, which is undoubtedly good news.

In relation to Game Show & Reality-TV, local content significantly contributes the most in Germany, particularly with German versions of “LOL” and “Too Hot To Handle”, two very profitable IPs that show German interest for human nature. There’s a notable gap until we reach #31, where we finally find other Europeans or local shows such as “Lockwood & Co” and “Turkish for Beginners”. In the Horror genre, European and non-European films achieved a balanced share of 3%. Notable contributions came from the Nordic film “Vikingulven” and Spanish productions “Fenómenas” and “Tin&Tina,” which successfully entered the German streaming charts.

SHOWS | GENRES PERFORMANCE FOCUS

EVOLUTION OF STREAMS DURING Q1+Q2 BY GENRE

FLUCTUATIONS OF NUMBER OF STREAMS



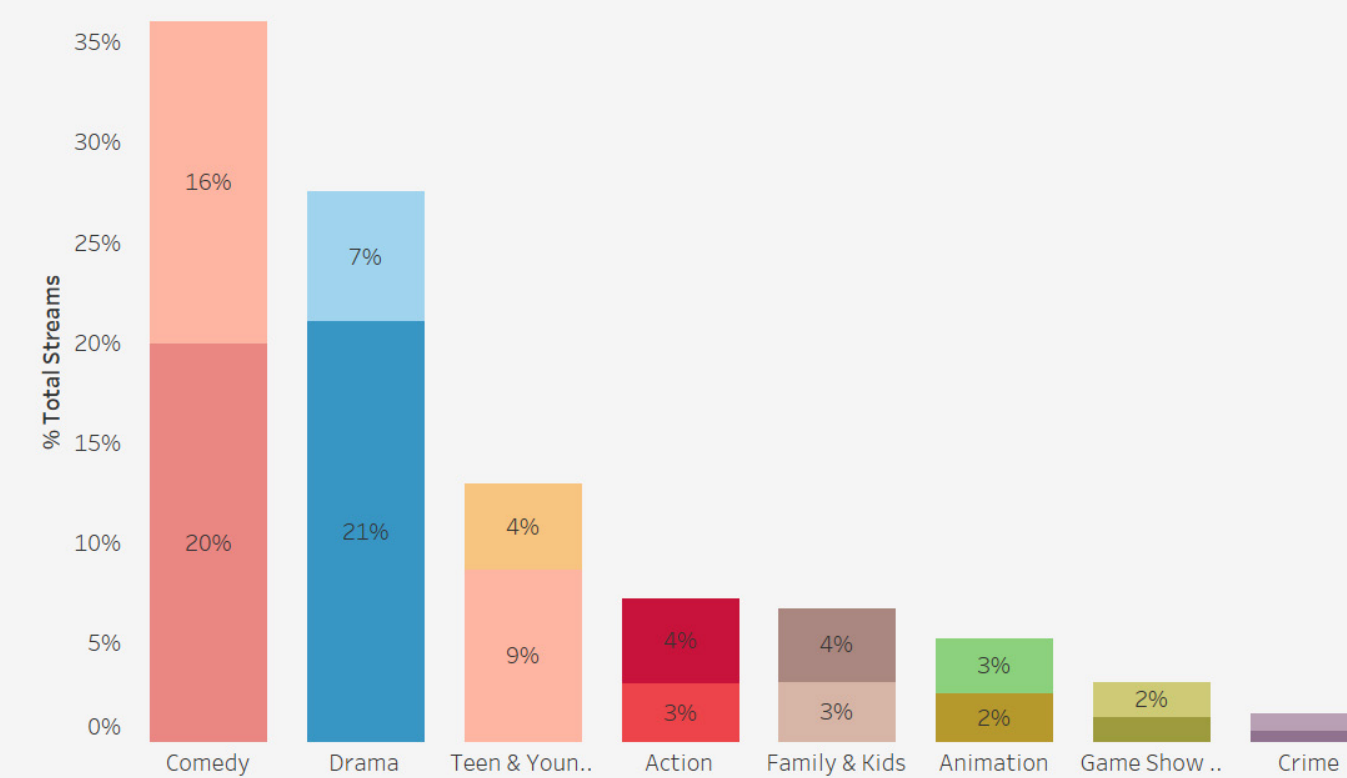
REPRESENTATION OF TOP #5 MOST STREAMED SHOWS

IN COMPARISON WITH TOTAL STREAMS BY GENRE

Comedy	3.835.732
Drama	2.933.483
Teen & Young Ad..	1.378.262
Action	765.503
Family & Kids	708.550
Animation	549.025
Game Show & Re..	320.784

TOP 5 SHOWS SHARES BY GENRES

SHARE BY TOP 5 SHOWS AND TOTAL GENRE



COMEDY LEADS WHILE ACTION & CRIME HEAT UP IN SUMMER

In the first half of 2023, the Comedy genre dominated the streaming scene in all five markets, with powerhouse sitcoms such as “The Big Bang Theory”, “Friends”, “Brooklyn Nine-Nine” and “Modern Family” leading the charge. Impressively, these shows alone accounted for over 19% of the semester’s total streams, and nearly half of the streams within the Comedy category, a real proof of their popularity! Drama, with hits like “Grey’s Anatomy”, “Queen Charlotte”, “Manifest” and “Jigsaw,” was a close second. The Teen & Young Adult category, mirroring trends in film, experienced a seasonal decline as summer neared. The top five shows in this category garnered a third of the total streams, indicating a wide dispersion of interest across the genre.

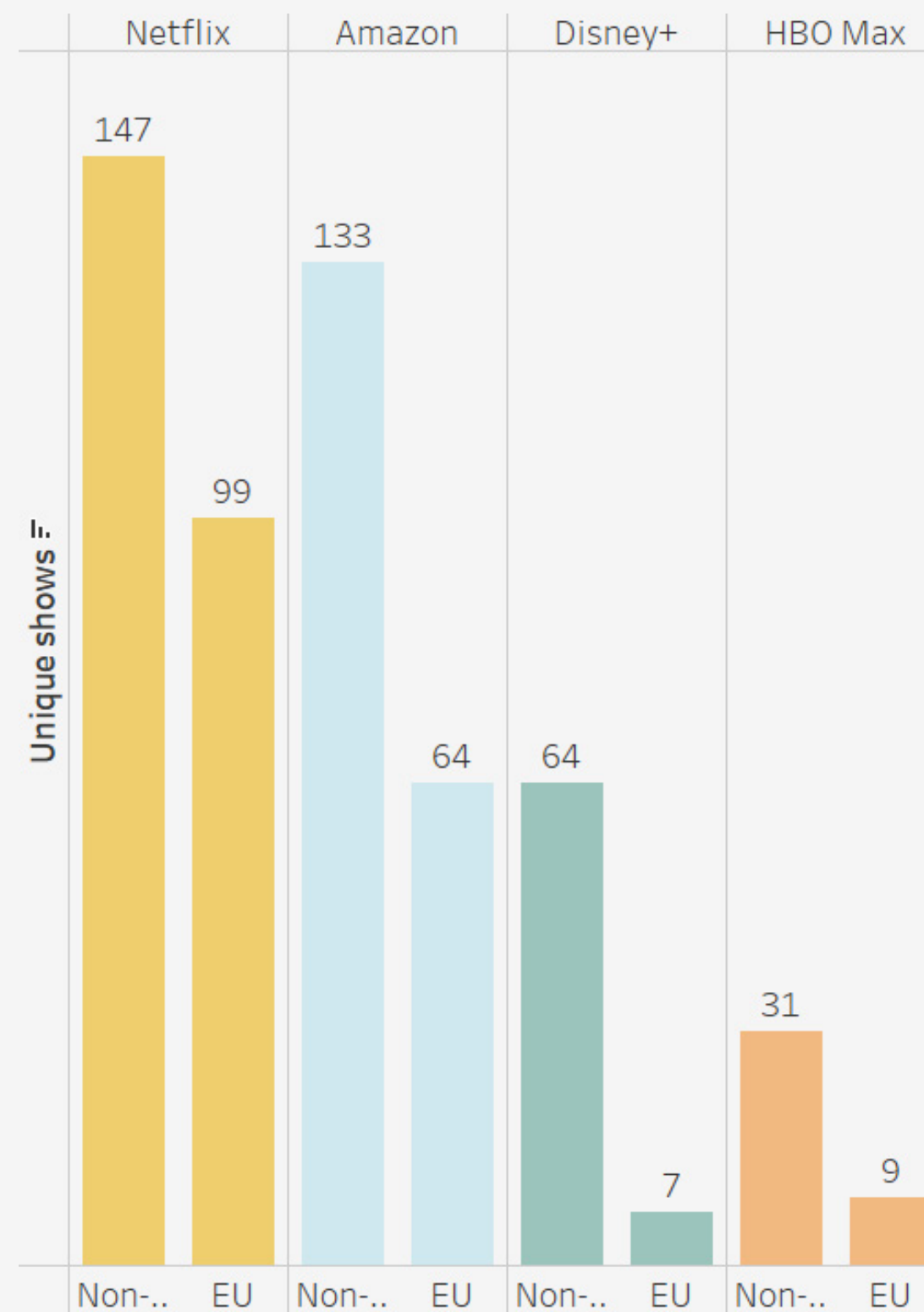
But as temperatures rise, Action and Crime series surge in popularity. The Action genre, with its high-stakes narratives, captivates a broad audience, just as it does in the film industry. The summer months, with their promise of vacation and downtime, provide the perfect backdrop for indulging in adrenaline-pumping series that range from superhero sagas to intense crime procedurals. This seasonal trend is amplified by the inclination for escapism during leisurely periods, where viewers are drawn to stories that offer a break from the everyday, a phenomenon that is reflected in the increased viewership of these genres during the summer.

GENRES | ACTION | ANIMATION | COMEDY | CRIME | DRAMA | FAMILY & KIDS | GAME SHOW & REALITY-TV | TEEN & YOUNG ADULTS

SHOWS | OTT PERFORMANCE FOCUS

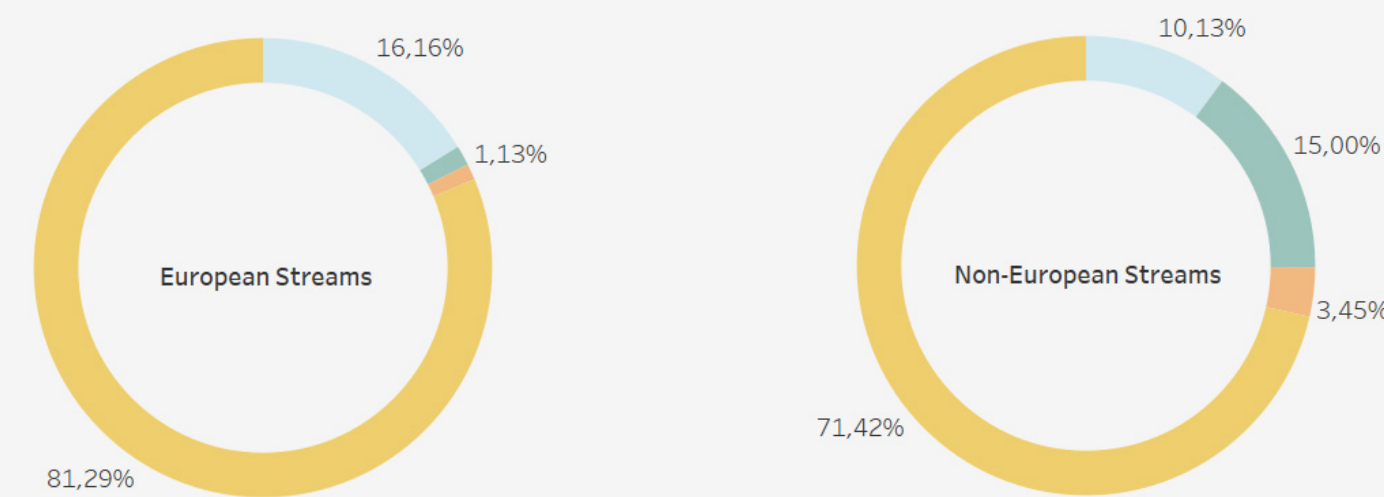
NUMBER OF EUROPEAN AND NON-EUROPEAN TITLES PER PLATFORM

TOTAL NUMBER OF EUROPEAN AND NON-EUROPEAN TITLES IN EVERY PLATFORM



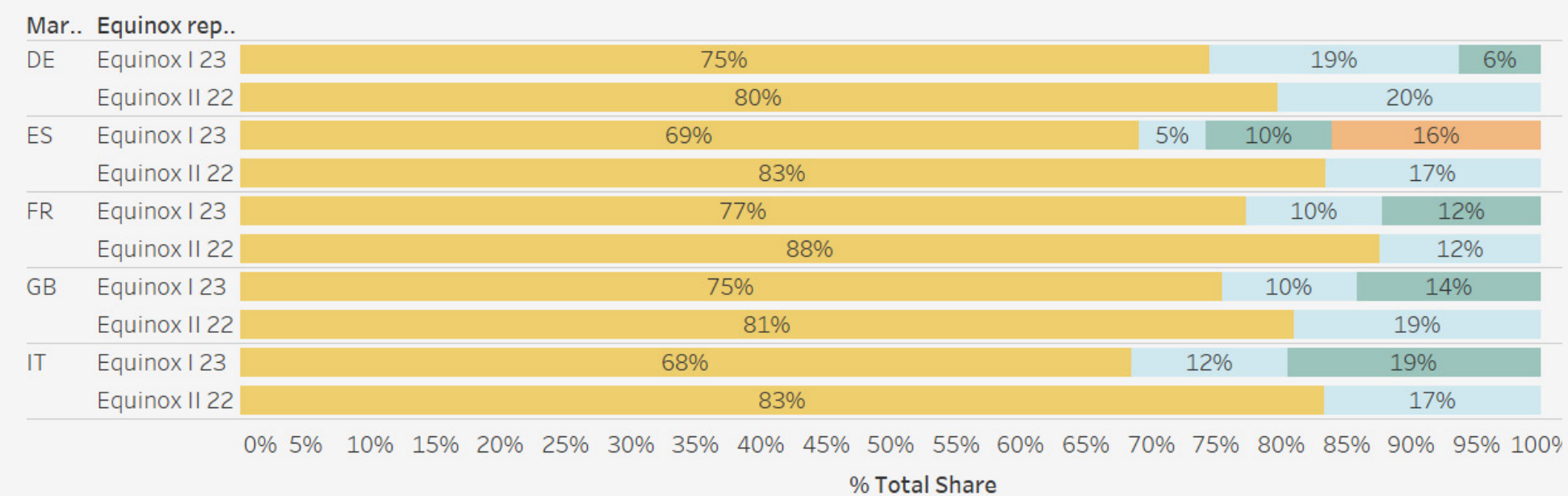
EUROPEAN AND NON-EUROPEANS SHARE BY PLATFORM

EUROPEAN AND NON-EUROPEAN STREAMS DISTRIBUTION BY PLATFORM



COMPARASION OF PLATFORMS SHARE

STREAMS DISTRIBUTION BY PLATFORM IN EQUINOX II 22 AND EQUINOX I 23



DISNEY+'S ENTRY SHAKES UP OTT LANDSCAPE

In all markets, Netflix has lost at least 5 points of share. In some, like the Italian market, it has lost up to 15 points. However, it still has the first position and the most prominent top titles.

Specifically, these five points were lost in the German market, for example, where Disney+'s entry into the market for shows has primarily affected Netflix but left Amazon almost unchanged. A similar trend occurred in the French market, where Amazon lost only 2 points of share, while Disney+ managed to surpass Amazon, becoming the second most important platform.

In the case of the Italian, British, and Spanish markets, Disney+'s entry has led to a more significant loss of share for both Amazon and Netflix. In Spain, Netflix's share has now fallen below 70%, as HBO Max has also made its presence felt. HBO Max is now the second-largest platform in the Spanish market, capturing 16%, almost equal to the share lost by Netflix. In Italy, Netflix has the smallest share, and it is also where Disney+ achieves its highest share, nearly 20% of total streams.

NETFLIX AS THE MOST WELCOMING PLATFORMS OF THEM ALL

Which platform is more welcoming to European content? Contrary to what some might expect, it is Netflix that is introducing more European shows to the charts, not only in terms of quantity but also in percentage. 40.4% of titles on Netflix are European, compared to 33% on Disney+, 10% on Amazon, and 22.5% on HBO Max.

SHOWS | ANATOMY OF A SUCCESS

NUMBER OF TITLES BY TYPE OF HIT PER PLATFORM

DISTRIBUTION OF HITS BY PLATFORM

PLATFORM	SUPERHIT	HIT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE
Amazon	3	11	52	10	126
Disney+	6	5	30	21	25
HBO Max	2	1	10	3	23
Netflix	42	30	132	172	34
Grand Total	53	47	224	206	208

TOP MOST POPULAR SHOWS OVER 10M STREAMS

LIST OF SUPERHITS AND HITS

#	SHOW	COUNTRY	PLATFORM	TYPE	STREAMS
1	The Big Bang ..	USA	Netflix	Superhit	687.777
2	The Big Bang ..	USA	Amazon	Hit	35.274
3	The Big Bang ..	USA	HBO Max	Superhit	71.278
4	Friends	USA	Netflix	Superhit	365.261
5	Friends	USA	HBO Max	Superhit	73.783
6	Brooklyn Nin...	USA	Netflix	Superhit	306.445
7	The Night Ag...	USA	Netflix	Superhit	283.495
8	You	USA	Netflix	Superhit	264.663
9	Ginny & Geor...	USA	Netflix	Superhit	241.754
.	Bluey	AU	Disney+	Superhit	211.730
.	PAW Patrol	USA	Netflix	Superhit	192.444
.	Outer Banks	USA	Netflix	Superhit	177.727
.	Modern Family	USA	Disney+	Superhit	174.565
.	Grey's Anato...	USA	Disney+	Superhit	164.461
.	Naruto: Shipp.	JP	Netflix	Superhit	159.254
.	The Rookie	USA	Netflix	Superhit	134.406
.	Never Have I ...	USA	Netflix	Superhit	147.407
.	Queen Charlo...	USA	Netflix	Superhit	143.796
.	Wednesday	USA	Netflix	Superhit	130.621

SUPERHIT
> 50M STREAMS

HIT
> 25M STREAMS

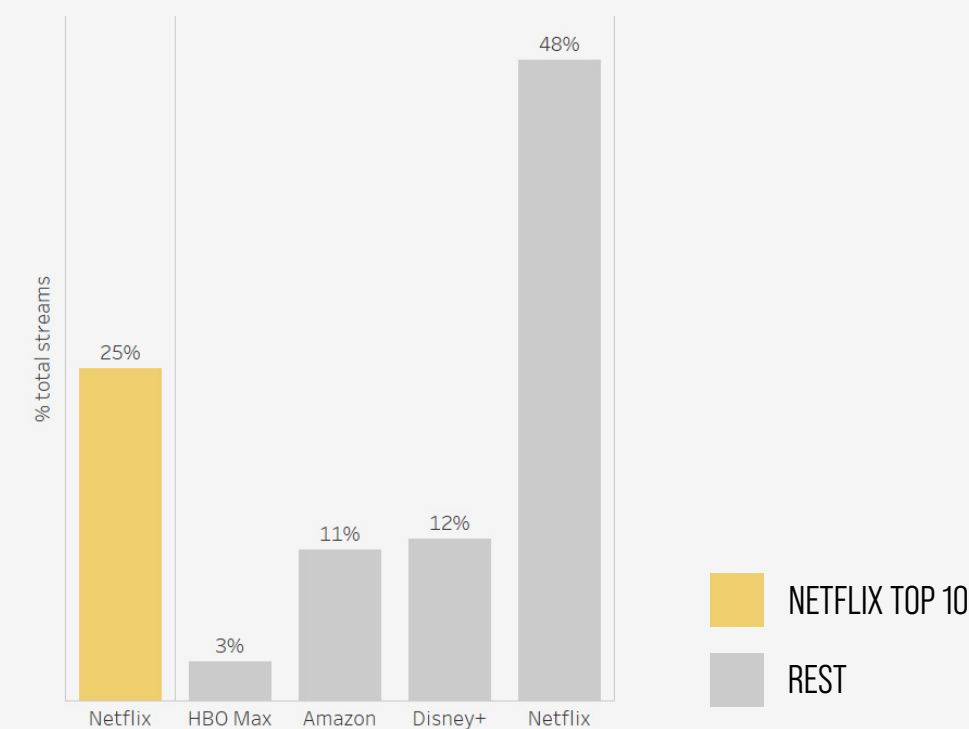
ABOVE AVERAGE
> 5M STREAMS

AVERAGE
> 3M STREAMS

BELOW
< 3M STREAMS

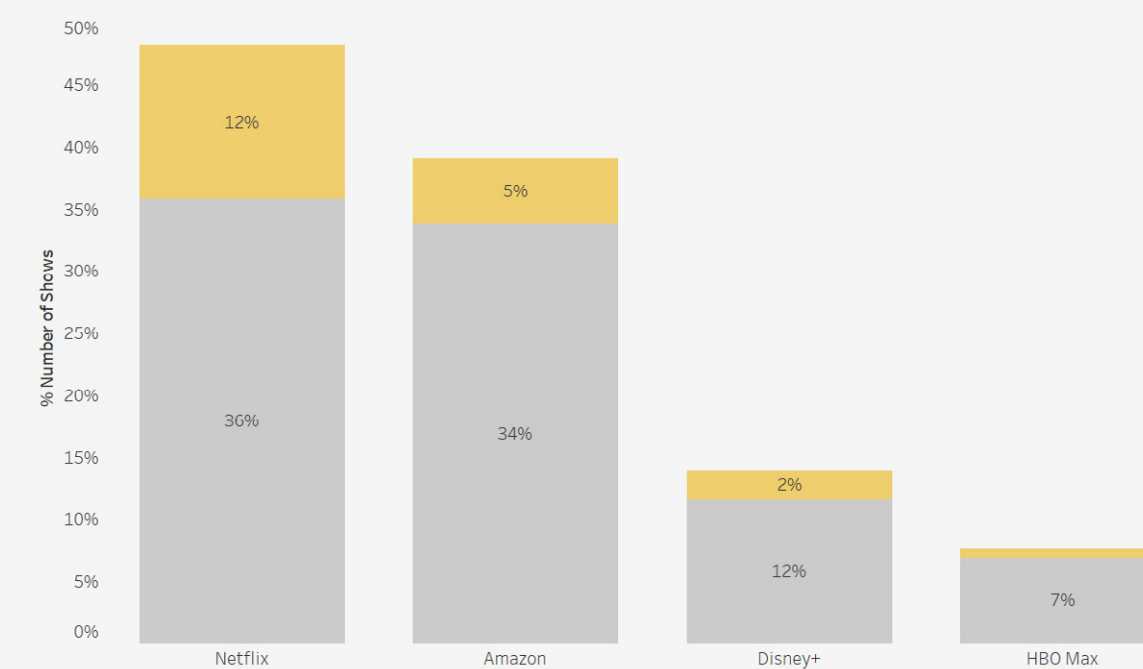
TOP #10 MOST STREAMED NETFLIX MOVIES

HOW MUCH STREAMS TAKE TOP #10 NETFLIX?



PORTION OF MOVIES PERFORMING ABOVE AVERAGE

PERCENTAGE OF MOVIES THAT HAVE MORE THAN 3M STREAMS



IN/OUT OF ABOVE | IN | OUT

ARE PLATFORMS CORRELATED TO CATEGORIES OF SUCCESS?

Superhit movies may predominantly be English-speaking and from Netflix, but in the series market, we witness a diverse array of platforms showcasing their strength, signaling what can be aptly described as the golden age of series.

Superhits—those series that we have categorised as having amassed over 50M streams in this six-month period—a total of 53. While Netflix accounts for the majority, there is still a notable presence of series from other platforms. Additionally, there is a significant representation of European shows within these ranks, with shows like “Machos Alfa”, “Mare Fuori”, “La Chica de Nieve” and some others. Impressively, 10% of Netflix’s titles are categorised as Superhits. Hit shows—those accumulating between 25 and 50M streams—are more evenly distributed across platforms when considering the total number of shows. This is encouraging news: hits are not exclusively tied to any single platform! The same goes for Above Average shows, which span various platforms without clear dominance by any one provider. Conversely, shows classified as performing at an Average or Below Average level are more commonly associated with Amazon, HBO Max, and Disney+, in that respective order, within our Top #100 monthly rankings.

TOP 10 SHOWS COMMAND A QUARTER OF MARKET STREAMS

This second chart sheds light on one of the perspectives that best illustrate the power and magnitude of Netflix. The chart reveals that just the Top #10 most-watched shows on Netflix in these six months account for 25% of the total streams collected across the five markets during this period.

SHOWS | FILMIN / MOVISTAR+ COMPARISON

POINTS OF SHARE PERFORMANCED BY MOST STREAMED SHOW

MOST STREAMED SHOW BY GENRE IN FILMIN

Nº	MOVIE	GENRE	POINTS OF SHARE
1	Doctor Portuondo	Comedy	13,00
2	Furia	Crime	11,70
3	Edeavour	Crime	10,40
4	Todo lo que amas	Drama	9,10
5	Los crímenes de ..	Documentary	9,10
6	Germinal	Action	9,10
7	The Control Room	Crime	7,80
8	In my skin	Comedy	7,80
9	The Split	Drama	6,50
10	The Curse	Comedy	6,50
11	Autodefensa	Comedy	6,50
12	Wakefield	Horror & Mystery	5,20
13	Todas las criatur..	Comedy	5,20
14	Sherwood	Crime	5,20
15	Memorias de un..	Biography	5,20
16	Inside No. 9	Comedy	5,20
17	Holding	Comedy	5,20
18	Cara a cara	Talk Show	5,20
19	We Are Lady Parts	Comedy	3,90
20	Stonehouse	Biography	3,90
21	Selftape	Crime	3,90
22	Exterior noche	Crime	3,90
23	1985	Crime	3,90
24	Somewhere Boy	Drama	2,60
25	Marriage	Drama	2,60
26	Las confesiones ..	Drama	2,60
27	La Lección	Drama	2,60
28	Grantchester	Crime	2,60
29	El último artefac..	Drama	2,60

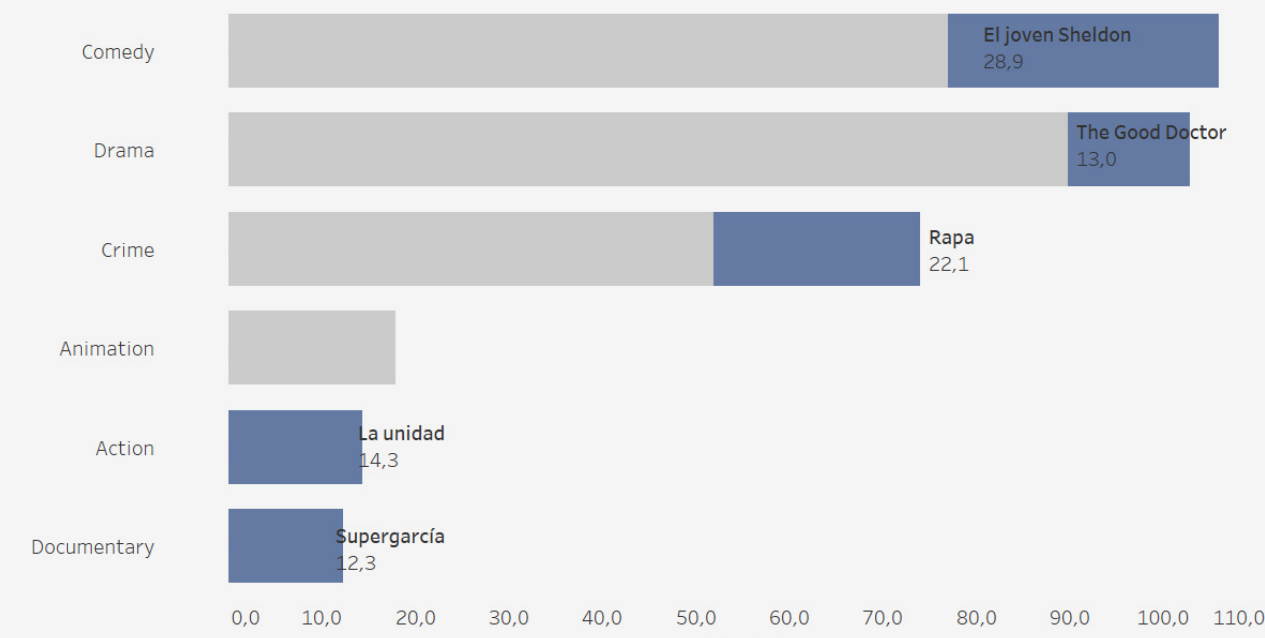
POINTS OF SHARE PERFORMANCED BY MOST STREAMED SHOW

MOST STREAMED SHOW BY GENRE IN MOVISTAR+

Nº	MOVIE	GENRE	POINTS OF SHARE
1	El joven Sheldon	Comedy	28,90
2	Rapa	Crime	22,10
3	Los Simpsons	Animation	17,90
4	La que se avecina	Comedy	17,40
5	Big Bang Theory	Comedy	17,00
6	Hierro	Crime	15,00
7	La unidad	Action	14,30
8	Los 8 de Irak	Thriller	13,60
9	The Good Doctor	Drama	13,00
10	Outlander	Drama	12,80
11	Supergarcía	Documentary	12,30
12	Apagón	Drama	11,90
13	The Walking Dead	Drama	11,60
14	Todas las criaturas gr..	Comedy	11,20
15	El hijo zurdo	Drama	10,30
16	Your Honor	Crime	9,80
17	El inmortal	Thriller	9,80
18	Todos mienten	Drama	9,40
19	Crímenes, de Carles P..	Crime	9,40
20	Yellowjackets	Drama	9,20
21	The Blacklist	Crime	9,20
22	Montecritos	Drama	8,70
23	El quinto día	Drama	8,50
24	Better Call Saul	Crime	8,50
25	Sentimos las molesti..	Comedy	8,30
26	Supernormal	Comedy	8,10
27	Aquí no hay quien viva	Comedy	7,80
28	Sospechoso	Drama	7,40
29	Billy el Niño	Adventure	7,40

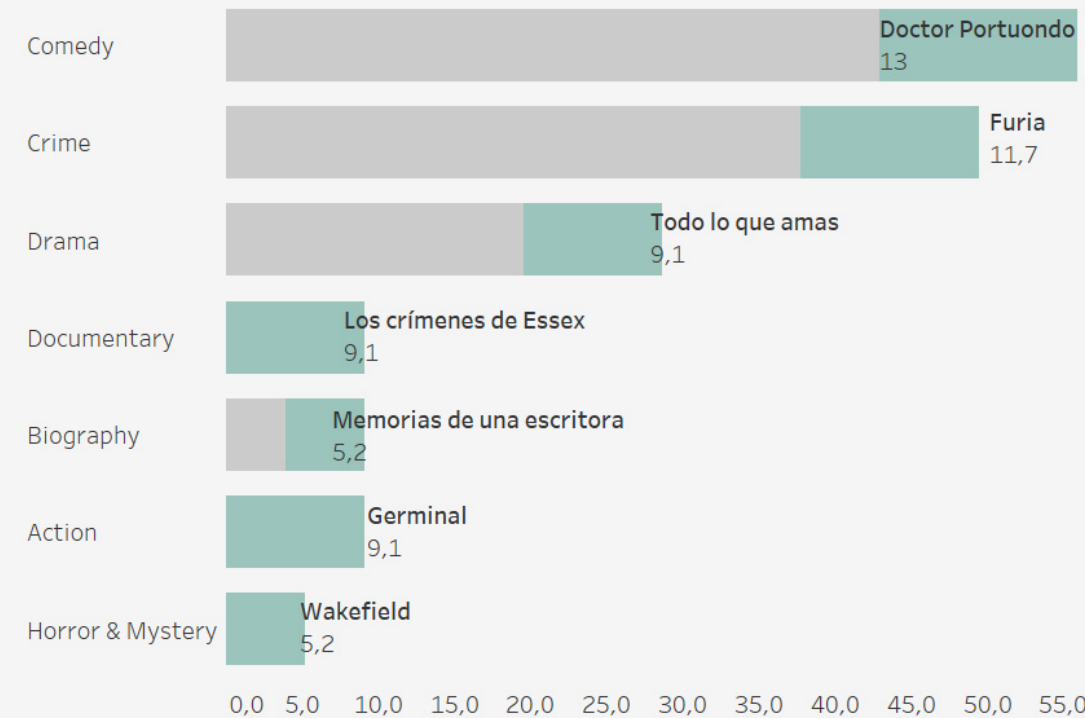
TOP MOST STREAMED SHOWS

TOTAL SHARE OF A SHOW IN MOVISTAR+



TOP MOST STREAMED SHOWS

TOTAL SHARE OF A SHOW IN FILMIN



IN/OUT OF #1 MOVIE MOVISTAR+ GENRES



IN/OUT OF #1 MOVIE FILMIN GENRES



MOVISTAR+: PREFERENCE FOR COMEDY AND ACCLAIMED INTERNATIONAL SHOWS

For both platforms, Comedy emerges as the most preferred genre, indicating a consumption pattern distinct from the movie market. On Movistar+, the most viewed content in this genre is “El Joven Sheldon”, a prequel to “The Big Bang Theory”. Drama follows as the second most-watched genre, led by “The Good Doctor” with a 13% share. Animation, surprisingly the fourth most popular, sees “The Simpsons” as the top content with a 17.9% share. Overall, Movistar+ triumphs with acclaimed international shows, including long-standing ones with mainstream appeal. Other successful titles are Movistar+ Originals like “Rapa”, “Hierro” and “La Unidad” which also garner critical acclaim.

FILMIN: CELEBRATING SMALLER AND EUROPEAN PRODUCTIONS

Filmin’s Top list honours smaller productions and its Originals. “Doctor Portuondo”, Filmin’s first original series, tops the list as a couch-based comedy and leads its genre category. The most viewed series in popular genres include “Furia”, “Todo lo que amas” and “Memorias de una Escritora”. Linked to its branding, generally, Filmin’s titles tend to have a less mainstream pulse, featuring greater European diversity than Movistar+, and a leaning towards British productions like “Endeavour”, “The Essex Serpent” and “The Control Room”.

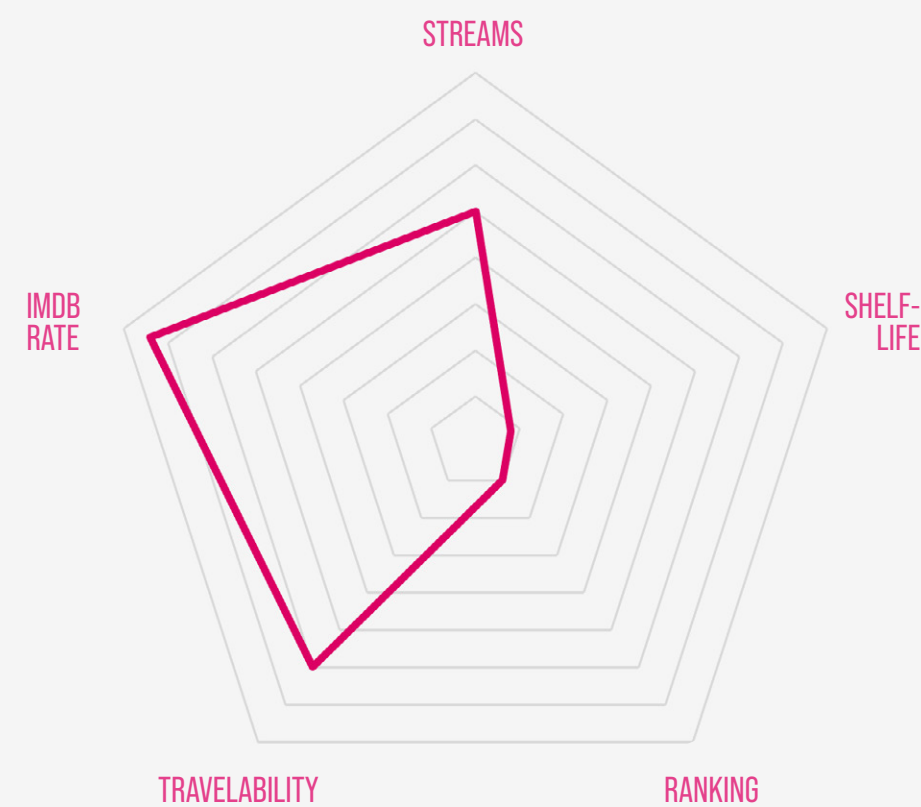
SHOWS | SELECTED SHOWS



MACHOS ALFA

December 30, 2022

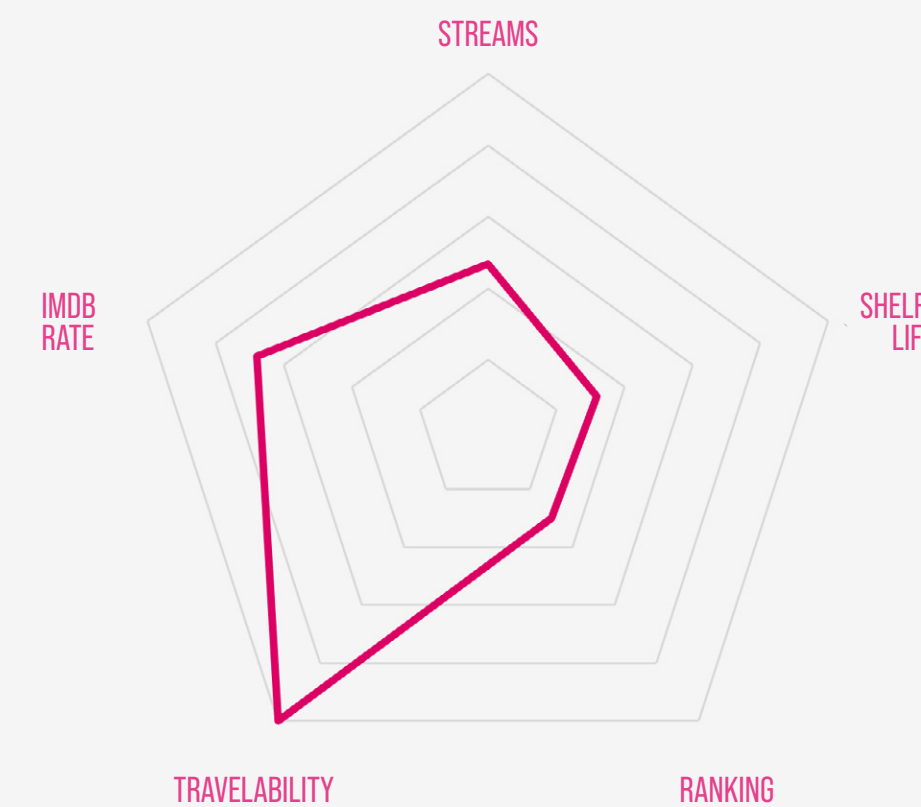
When the latest creation by siblings Alberto and Laura Caballero debuted on the Spanish chart, it was nothing short of a sensation. It garnered nearly 70M streams in its first month on Think Data, setting a record and achieving the highest figure among all Selected Shows. However, it only managed to attract an additional 9M streams outside of Spain, specifically in Italy and France. This makes sense, as the series has a distinct local focus. Furthermore, like a true sensation, it had its moment of glory and then faded, evidenced by a shelf-life score of 0.4, appearing in the January and February reports for the Spanish market only.



LA CHICA DE NIEVE

January 27, 2023

In contrast to "Machos Alfa," "La Chica de Nieve" was crafted to appeal to a broader international audience, a goal it successfully achieved, as evidenced by a perfect 5/5 score in Travelability, marking its presence in all five markets. Moreover, it didn't just appear in these markets; it secured high positions in each, evidenced by a 1.5 in Ranking, the highest score we'll see among these Selected Shows. The series's success formula is clear: a strong cast, a compelling female lead, and an engaging crime story based on a successful book. "La Chica de Nieve" amassed over 80M views in its two months reported in Think Data.



HOW TO READ THIS SECTION

Let's dive into a few of the Selected Shows in order to take a deeper look into the detected insights. All the following Shows profiles were highlighted in the past Monthly Reports as Hot Titles including special focus on their industry journey. To have a solid grasp of how these productions did on the charts, we've curated four new data-driven indicators: Ranking, Travelability, Shelf-Life and Streams.

If you want dive in the methodology behind these new variables, head to the Methodology section at the beginning of the report.

SHOWS | SELECTED SHOWS

SELECTED SHOWS

EQUINOX REPORT

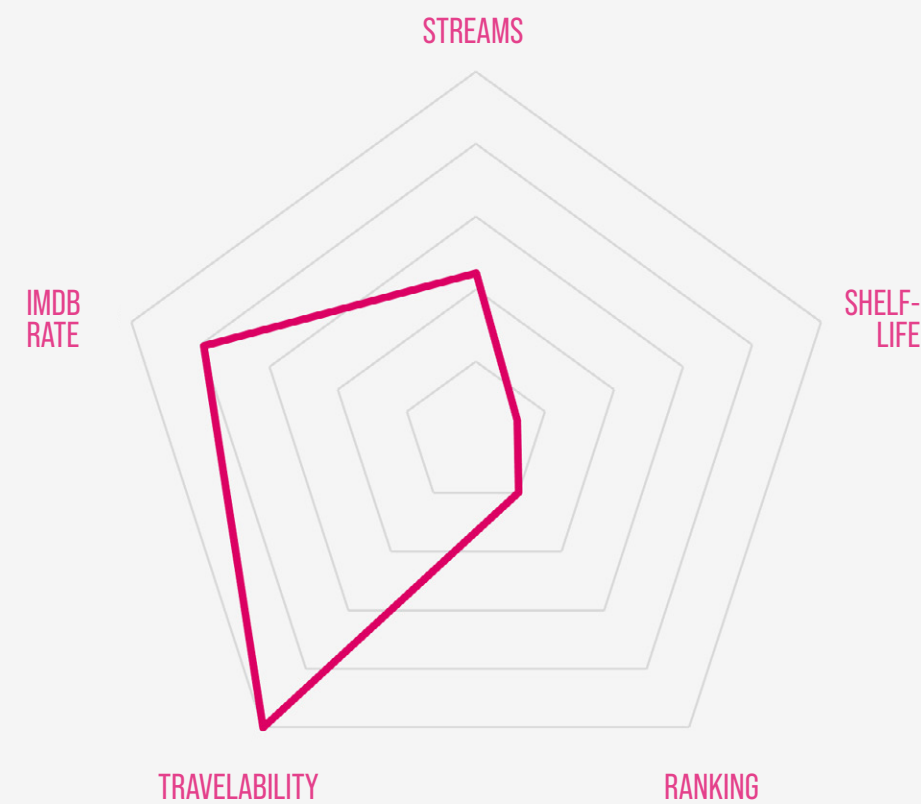
THINK DATA



LA REINA DEL SUR

February 28, 2011

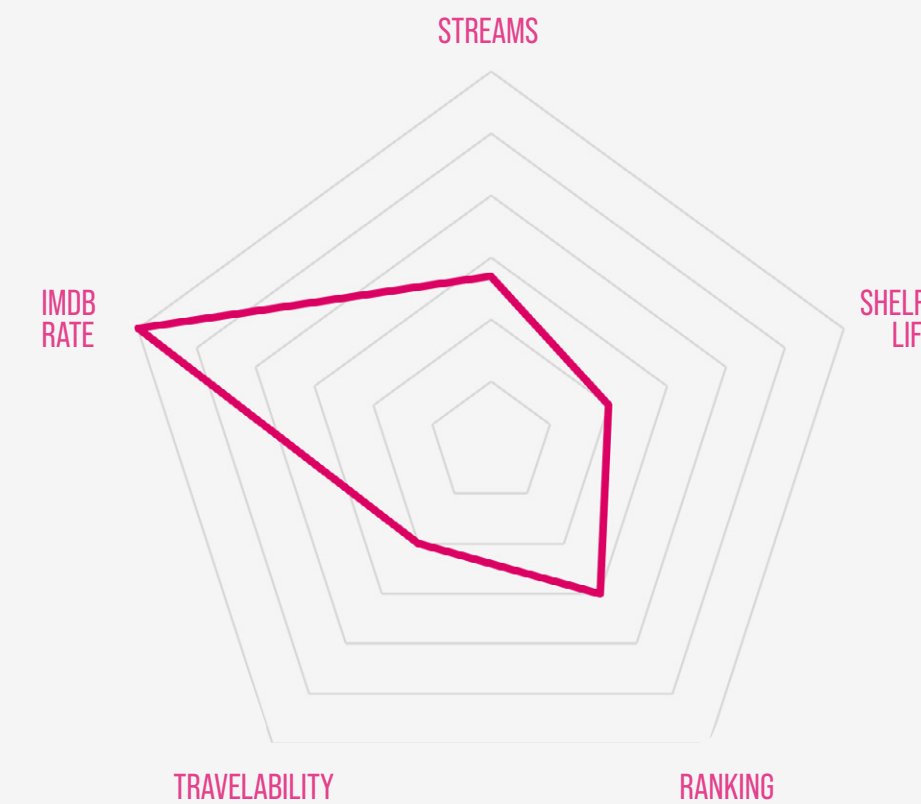
Throughout these last years, we have observed Latin American productions capturing the Spanish audience's attention. Nowadays, telenovelas are a regular feature in the Spanish charts, but their influence isn't confined to Spain. Shows like "La Reina del Sur" or "The Marked Heart" demonstrate the potential reach of Latin American content, proving its appeal beyond Spanish-speaking audiences. While present in all markets, these productions have a particularly strong impact in Spain, followed by Italy, where they gather streams comparable to local shows like "Lidia Pöet". Although "La Reina del Sur" has made multiple appearances in the Top #10, it hasn't maintained a prolonged presence, with 0.6 points in Shelf-Life.



LOL, QUI RIT, SORT!

April 23, 2021

The comedy format of LOL, with over 20 global adaptations, has achieved tremendous success, notably in Europe. It stands as Amazon's most profitable European content, surpassing even their "Lord of the Rings" series in performance. The show's consistent presence among the Selected Shows demonstrates its established role as a reliable source of entertainment. The French edition alone garnered nearly 50M views in a six-month period. This success can be attributed to its unique format, the variety of comedic styles it showcases, and its broad appeal across generations, featuring talents from both traditional TV and modern platforms like Instagram and Twitch.



HOW TO READ THIS SECTION

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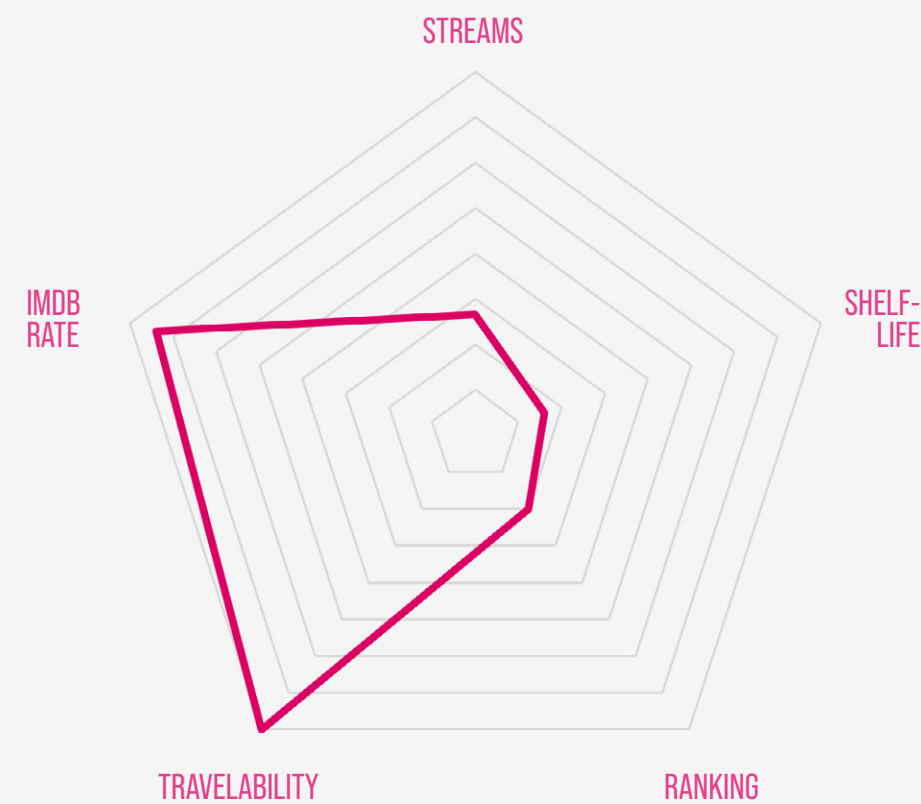
SHOWS | SELECTED SHOWS



LIDIA PÖET

February 15, 2023

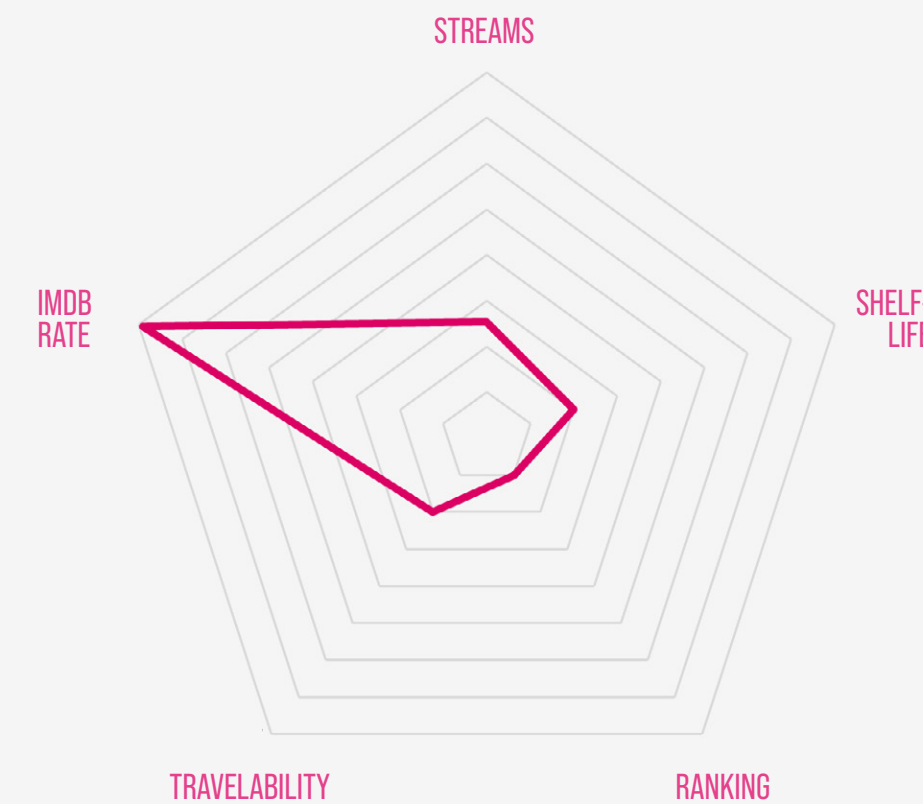
A period piece about Italy's first female lawyer, "Lidia Poët" is alongside Elena Ferrante's adaptation "The Lying Life of Adults", one of Netflix Italy's top offerings in the first half of the year, outperforming any film and showcasing the broad appeal of European content. This series has accumulated nearly 47M streams, earning a great figure in the Streams category. It particularly stands out in the IMDb Rating, with an impressive 7.4 approval rating. Additionally, its success in Travelability is notable, as, like "La Chica del Nieve", it was designed with international appeal in mind, and it has indeed achieved that goal.



LES SISTERS

2017

The journey of the French kids' show "Les Sisters" is quite remarkable. Initially broadcast on M6, and later on M6 Kid, Télétoon+, and Gulli in France, the series has found a new home on Netflix since 2022, where it is widely loved. This highlights how Netflix in France and the UK have effectively capitalised on the importance and the substantial stream volume that children's content brings to platforms. Although "Les Sisters" is available in only one of the five markets, it has amassed 45M views. With a score of 1 in Shelf-Life, it has remained consistently popular over the past six months.



HOW TO READ THIS SECTION

Let's dive into a few of the Selected Shows in order to take a deeper look into the detected insights. All the following Shows profiles were highlighted in the past Monthly Reports as Hot Titles including special focus on their industry journey. To have a solid grasp of how these productions did on the charts, we've curated four new data-driven indicators: Ranking, Travelability, Shelf-Life and Streams.

If you want dive in the methodology behind these new variables, head to the Methodology section at the beginning of the report.

1 THE POWER OF GREAT STORYTELLING AND STRONG IPS

The top movies chart across the 5 markets is a clear indication of the diverse tastes of global audiences, the enduring power of established franchises, and the potential for independent and international films to find their place in the hearts of viewers worldwide. It's no surprise that sequels and intellectual property branding play a significant role in movie success, with three of the top 5 films being either sequels or part of known franchises. However, it's also worth noting that several first instalments of films in the top chart find their place in the ranking, illustrating how a successful IP can lead to related content consumption. The fact that "Murder Mystery 2", "Luther", and "Knives Out 2" are shining at the top is a testament to the power of great storytelling and the ability of movies to captivate audiences across the globe.

🔥 *European films demonstrate their muscle to compete with American films in the streaming industry, with only a small difference of 59K streams*

2 EUROPEAN FILMS COMPETE WITH AMERICAN MOVIES IN THE STREAMING INDUSTRY

European films demonstrate their muscle to compete with American films in the streaming industry, with only a small difference of 59K streams. This shows that European content consistently appeals to viewers and has a strong presence in the market. It's also great to see that European productions like "Aka" and "Extraction 2" are finding success in multiple markets. Even Oscar-winning movies like "All Quiet on the Western Front" are able to benefit from award-season exposure and gain strong viewership, especially in their home markets. This highlights the importance of supporting and promoting diverse content from all regions of the world, as it can truly captivate audiences and make a significant impact in the industry.

3 EUROPEAN FILMS SHINE BRIGHT WITH 22-24% OF SHARE.

In the French movie market, European films have secured a significant share of 22%, outshining local productions. Comparatively, the UK allocates only 7% of its market to European films, while Germany, Italy, and Spain have a robust 23% to 24% European film market share.

4 SPAIN LEADS IN LOCAL SHOWS, WHILE UK AND GERMANY TRAIL BEHIND

In the shows market, Spanish shows like "Sky Rojo", the miniseries "La Chica de Nieve", "La Caza. Monteperdido" and the fourth and final season of "Valeria" are significantly contributing to making the Spanish market the one where local productions have the highest impact in terms of the percentage of streams, accounting for 21%, which is double that of most other markets. With 14% of streams originating from local productions, Italy stands as the second-largest market for local content across the five markets we analysed, with "Mare Fuori" leading the local lineup. The UK and Germany, on the other hand, have seen the least impact from local productions in their respective markets.

5 LOCAL COMEDY AND EUROPEAN DRAMA, WHAT'S YOUR PREFERENCE?

Audience preferences vary significantly between genres and regions, but a common trend has been identified in the show market. Drama content is particularly well-received in France and Spain, more than in the UK, Italy, and Germany. Dramas tend to perform well in several territories; comedies behave in the opposite way and conquer their audiences locally: in France, Italy,

and Germany, audiences show a stronger inclination towards European dramas over local dramas. At the same time, these audiences demonstrate a preference for local comedies rather than European comedies.

“**Dramas tend to perform well in several territories; comedies behave in the opposite way and conquer their audiences locally**”

6 THE IMPACT OF DISNEY+ ENTRY AND THE EUROPEAN CONTENT INFLUENCE

Since Disney+ entered Think Data's lists in April 2023, the OTT landscape has undergone significant changes in both the movie and show markets. In all markets, Netflix has lost at least 5 percentage points of market share, and in some, like the Italian show market, it has even lost up to 15 points. In the Spanish movie market, HBO Max has made a notable impact, surpassing Disney+ in terms of market share and securing a 7% share among the top films. However, Netflix still maintains its dominance overall. Which platform is more welcoming to European content? In the show market, contrary to what some might expect, it is

“**In all markets, Netflix has lost at least 5 percentage points of market share, and in some, like the Italian show market, it has even lost up to 15 points**”

Netflix that is introducing more European shows to the charts, not only in terms of quantity but also in percentage

7 SUMMER ACTION SURGES IN BOTH SHOWS AND MOVIES MARKETS

The Comedy genre dominated the streaming show scene in all five markets, featuring hit sitcoms like “The Big Bang Theory”, “Friends”, “Brooklyn Nine-Nine” and “Modern Family” at the forefront. In the movie market, Drama takes the lead as the most-streamed genre, claiming a significant 23% share of the total for the quarter. It offers a wide variety of titles that cater to diverse preferences. Meanwhile, in terms of top-tier performance, Action excels and achieves remarkable records. Action shows also showed a noticeable surge as the temperatures rose in both the show and movies market. The Action genre, known for its high-stakes narratives, has managed to captivate a broad audience, much like it does in the film industry. With the summer months offering the promise of vacations and leisure time, it's the perfect time to indulge in adrenaline-pumping series, ranging from superhero sagas.

8 ARE MOVISTAR+ AND FILMIN THE SAME?

For both platforms in the show market, Comedy emerges as the most preferred genre, while for the movie market, Drama is undoubtedly the preferred genre. Overall, Movistar+ triumphs with acclaimed international shows and movies, including long-standing ones with mainstream appeal. Filmin, on the other hand, caters to a niche audience with a distinct appreciation for international A-festival-driven movies and smaller European productions for shows.

“**For both platforms in the show market, Comedy emerges as the most preferred genre, while for the movie market, Drama is undoubtedly the preferred genre**”

THINKDATA.

BRIDGING THE DATA GAP

EQUINOX III 2023
FROM JANUARY TO JUNE 2023

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