



THINKDATA.

BRIDGING THE DATA GAP

DECEMBER 2022

THINK DATA: BRIDGING THE DATA GAP

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Why Europe is Finally a Top Player in the Streaming Wars.

Content discovery is a big struggle for SVOD platforms and will become more challenging after a horrible 2022, during which Hollywood had second thoughts about premiering content on Netflix. Some eagerly awaited and award-winning movies, such as Sorrentino's "The Hand of God", Jane Campion's "Power of the Dog" or, recently, Guillermo del Toro's "Pinocchio", turned out to be flops, with modest streaming figures. In our reports, we have, on several occasions, pointed to how Netflix struggles to plant the seed for a real alternative for quality-driven titles on streaming: although PR coverage enhances the presence of such titles on Netflix, the algorithm or big outdoor advertisements don't follow the same trend.

Tom Cruise was one of the prominent voices to raise doubts about streaming's capacity to generate capital return. "Spiderman: No Way Home" or "Maverick" are some mainstream examples that broke the go-to-streaming circle for eagerly awaited movies. Studios are getting nervous and endeavouring to reduce expenses and enhance margins on direct-to-consumer operations. Is the blooming era of Streaming Wars coming to an end?

But the fact that Major studios are entering a new, cost-conscious spending era and carefully weighing up their theatrical vs streaming decisions can be the golden opportunity

for European productions, especially those that square with the N algorithm taste. In this month's issue, as far as European productions are concerned, the trend towards unprecedented growth that was ignited in November carried on apace, and three top-notch films squeezed into the top of the studied market: "Los Renglones Torcidos de Dios", "Troll" and "Il mio nome è Vendetta". The three are already directly included in the most viewed European productions since we have data. They have only been here one month, and have battled with Christmas classics for audience attention. European viewing this month is showing that although superlative Christmas titles are a must for December mainstream viewing, there's an audience that craves alternative content.

Proof of the need for alternatives are the healthy numbers that HBO Max has registered in the Spanish market this month. Golden Globes award-winning series like "The White Lotus", all-times classics like "The Big Bang Theory" and local films like "Cinco Lobitos" shared space right at the top, and showed that there is definitely a place for quality-driven titles. Although the Home Box Office platform only has 5.6% of the top 100 Spanish market, it managed to place 16 film titles and 22 shows in the top 100, far more than Prime Video is managing to do.

As recently revealed by The European Audiovisual Observatory, in 2021 global streamers accounted for 16% of investment in European original content headed by Netflix,

Amazon Prime, Disney+ and HBO Max. The investment in original productions exceeded acquisitions, leading to even further saturation of content, a situation that the market needs to improve. This gives an idea of how highly fragmented the streaming market is likely to be in the next year, and that could continue to be good for European productions. For example, streaming service, SkyShowtime, a joint venture from Comcast and Paramount Global, will complete its European rollout, venturing into around 20 markets across the region. The service first launched in the Nordics back in September 2022, where it replaced Paramount+, before expanding to other markets —most recently in Central and Eastern Europe. It now plans to focus on building its content slate in order to compete with rival platforms in the region. With stronger global players in the field, Europe will have more cards to play.

We will have to see our upcoming biannual Think Data Equinox Report to complete the picture for 2022!

Enjoy your reading,

Celia & Sarah

THEFILMAGENCY

THE PRESS SAY ABOUT US

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

SCREENDAILY

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

**BUSINESS
INSIDER**

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

EL PAÍS

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

 **cineuropa**

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

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

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

DECINE21

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



UNQUESTIONING FAITH IN DATA

BY ELENA NEIRA



Scepticism has always accompanied the audience figures released by the streaming platforms themselves. Nevertheless, their use as a publicity strategy is as old as show business itself. The audio-visual industry, accustomed to objective and audited figures such as admissions and viewers, has always seen the data as a way to get the best angles of the picture at the expense of putting the focus where they think it suits them best.

Thanks to the data powered by Think Data, today we can carry out two exercises that a few years ago seemed impossible: contrasting platform information with other information derived from a panel and confronting it with the consumption data of the competition. This has been very interesting, not only because it provides an overview of the tough battle being waged in key European territories between movie and TV content at home, but also to validate or refute the data that these same companies offer in their press releases.

Netflix has been selling “Wednesday” as another show with billion-dollar audiences according to its own data... and now also according to Think Data. “Wednesday” has swept all the European territories analysed, attaining No. 1 at the top of most-watched English-language programs. The UK and Germany, following the pattern of previous reports, are the only territories where “The Big Bang Theory” has refused to give up the top spot.

December makes another point clear: Netflix selling hits fuel those hits. Netflix suggested shows, as is reflected both on the platform and on its Netflix Top 10 site, have become a key prescriptive lever, both in the film and television spheres. It is also helping to drive European content between territories, which is very valuable considering the strong competition presented by Christmas movies at this time of year.

Netflix seems unwilling to abandon this vein of cultural hybrids. This publishing line, although replicated by competing platforms, is reaching a unique scale that offers a great opportunity to creators all around the world. All it takes is a bit of analysis and benchmarking to sell projects better.

While Netflix seems to have found the infallible formula to over female audiences, with movies and shows starring empowered women, Prime Video continues to gain ground in the niche of dads: “Reacher”, “The Terminal List”, “Jack Ryan” ... the list is still growing year after year. If the streaming wars have taught us anything it is that early adopters have always played with an advantage. Maybe the battle awaits in the specialization of genres.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

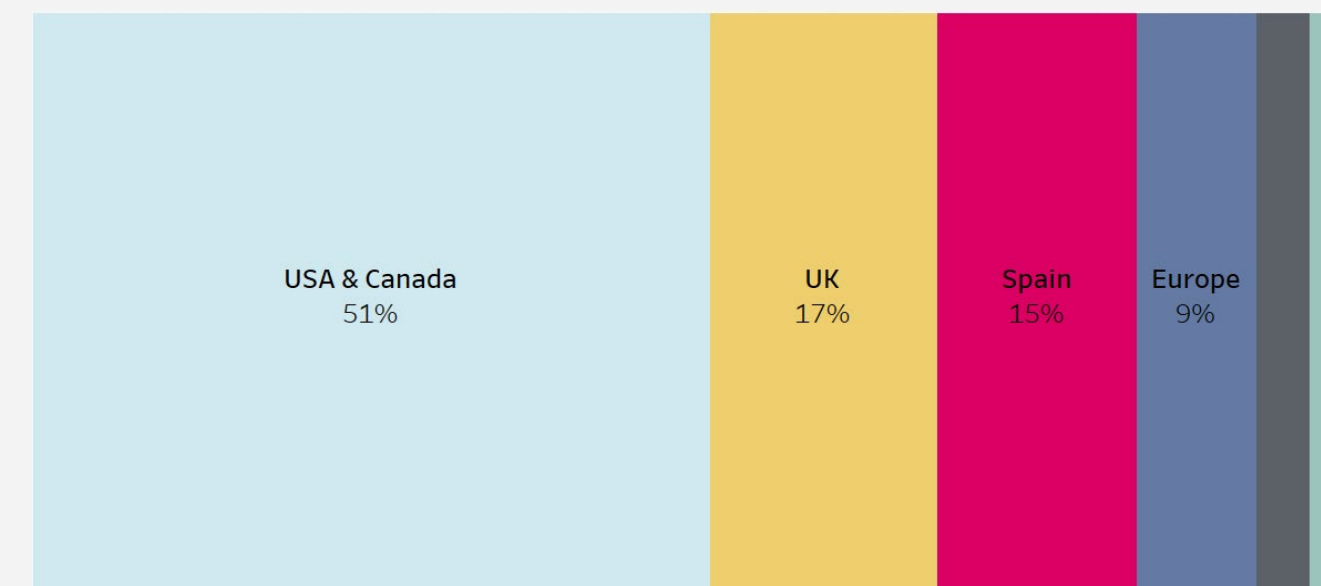
NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Los renglones torcidos de Dios	Netflix	Thriller	6.071
2 Knives Out 2	Netflix	Comedy	5.718
3 Troll	Netflix	Horror & Fantasy	5.276
4 Pinocchio	Netflix	Family & Kids	3.639
5 Lady Chatterley's Lover	Netflix	Drama	2.962
6 Mañana es hoy	Amazon	Comedy	2.929
7 Il mio nome è vendetta	Netflix	Action	2.760
8 A Man of Action	Netflix	Drama	2.586
9 Slumberland	Netflix	Family & Kids	1.900
10 Scrooge: A Christmas Carol	Netflix	Animation	1.893
11 The Noel Diary	Netflix	Drama	1.884
12 The Swimmers	Netflix	Drama	1.854
13 Warriors of Future	Netflix	Sci-Fi	1.830
14 Matilda	Netflix	Family & Kids	1.678
15 A Christmas Miracle for Daisy	Netflix	Romance	1.675
16 Knives Out	Netflix	Comedy	1.630
17 The Grinch	Netflix	Family & Kids	1.568
18 I Believe in Santa	Netflix	Comedy	1.416
19 Angel Falls Christmas	Netflix	Drama	1.366
20 Falling for Christmas	Netflix	Comedy	1.360
21 Black Adam	HBO Max	Sci-Fi	1.349
22 Chaos Walking	Netflix	Sci-Fi	1.334
23 The Volcano: Rescue from Whakaari	Netflix	Documentary	1.258
24 The Boss Baby: Christmas Bonus	Netflix	Family & Kids	1.192
25 How the Grinch Stole Christmas	Netflix	Family & Kids	1.167
26 The Big Four	Netflix	Comedy	1.145
27 Fireplace for Your Home: Crackling Fireplace	Netflix	Documentary	1.139
28 Reyes contra Santa	Amazon	Comedy	1.079
29 7 donne e un mistero	Netflix	Comedy	1.063
30 A Quiet Place Part II	Netflix	Drama	1.017
31 A Not So Merry Christmas	Netflix	Comedy	1.005
32 Matrimillas	Netflix	Comedy	944
33 The Star	Netflix	Animation	933

SHOWING 33/100 - [See complete chart here](#)

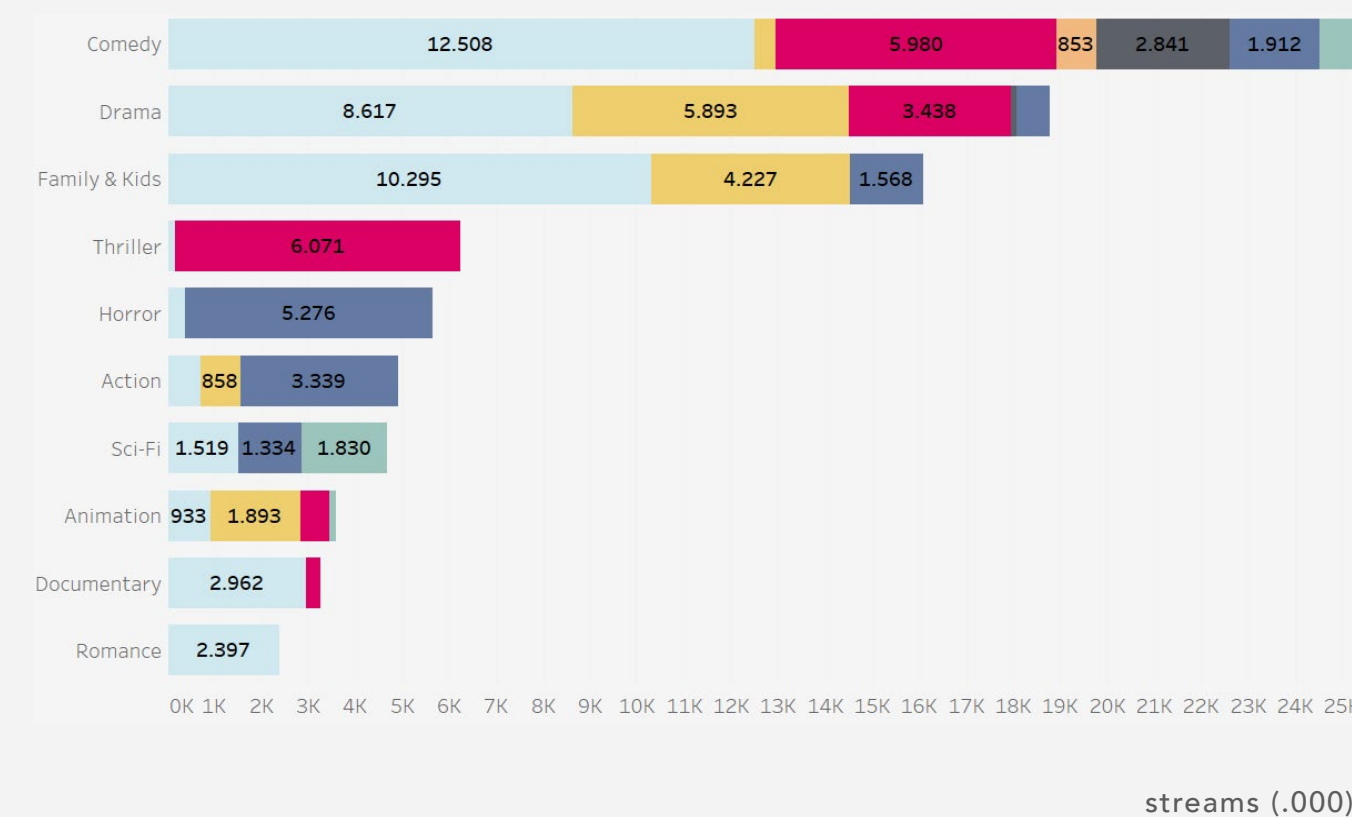
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON

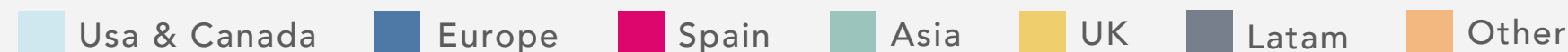


GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



PRODUCTION COUNTRIES:



HOLIDAYS INCREASE STREAMING CONSUMPTION!

During the holidays, people are looking for ways to relax and enjoy themselves without the cold weather outdoors, and watching a movie is a great way to do that, so consumption tends to be higher during this time. This December brings the highest total number of streams Top #100 has ever gotten, almost 90M, with an average of 30M views more than usual.

EVERY GENRE IS WELCOME DURING THE HOLIDAYS

We've also discerned that this month has been very competitive for genres. It's actually a perfect competition market! Although Comedy (28.13%), Drama (20.57%) and Family & Kids (17.63%) are the most popular, (Holidays are all about having fun with family!) this month, there isn't as much difference among genres as in other months.

NORTH AMERICA CONTINUES TO SIT ON THE THRONE, BUT ASIA RISES THIS MONTH

USA & Canadian productions maintain their usual share. However, we've noticed that despite having the vast majority of titles, they don't get the same quantity in share terms. For example, this month, North American productions got 44% of the share despite having 51 titles in the Top #100. Kudos to Asia, though! It went up to almost 4%, thanks to "Warriors of Future" (1.8M).

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

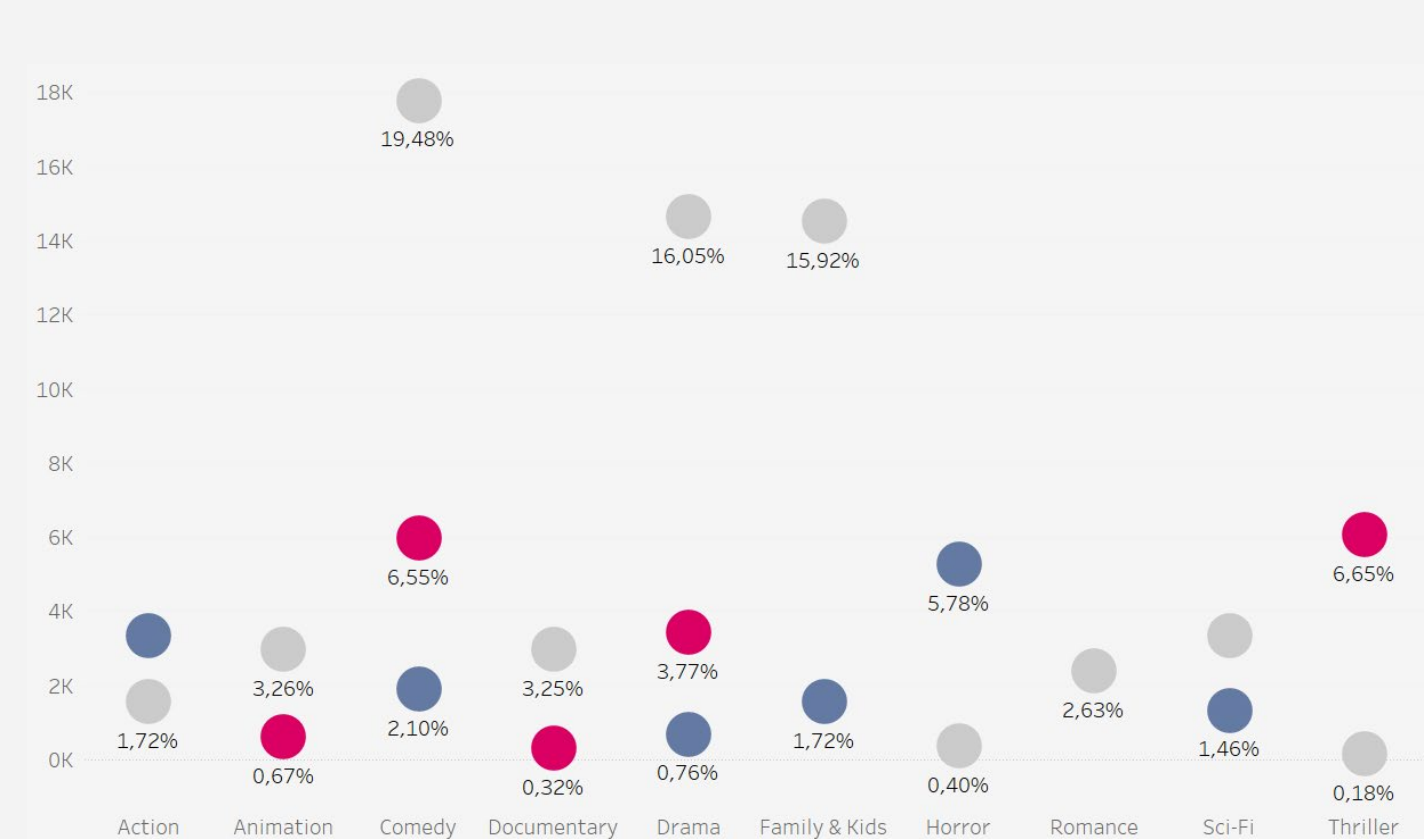
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE
1 Los renglones torcidos de ...	Netflix	ES	1 Thriller
2 Troll	Netflix	NO	3 Horror
3 Mañana es hoy	Amazon	ES	1 Comedy
4 Il mio nome è vendetta	Netflix	IT	6 Action
5 A Man of Action	Netflix	ES	7 Drama
6 The Grinch	Netflix	FR	16 Family & Kids
7 Chaos Walking	Netflix	LU	20 Sci-Fi
8 Reyes contra Santa	Amazon	ES	2 Comedy
9 7 donne e un mistero	Netflix	IT	26 Comedy
10 Un novio para mi mujer	Amazon	ES	3 Comedy
11 Jeszcze przed swietami	Netflix	PO	39 Comedy
12 The Lost Patient	Netflix	FR	41 Drama
13 Klaus	Netflix	ES	43 Animation
14 Lesson Plan	Netflix	PO	44 Action
15 Barcelona Christmas Night	Netflix	ES	46 Comedy
16 Cinco lobitos	HBO Max	ES	4 Drama

SHOWING 16/24 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

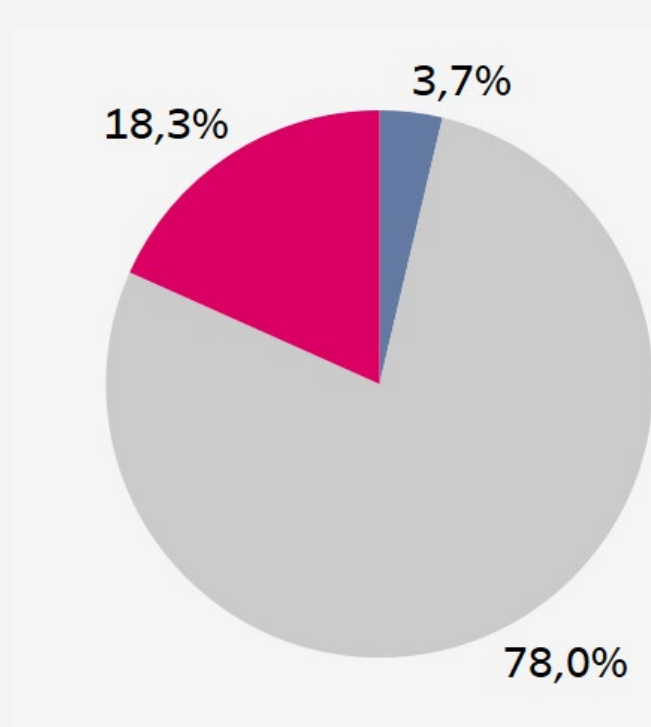
NETFLIX - AMAZON

GENRE	EU	SPAIN
Action	2	
Animation		1
Comedy	3	6
Documentary		2
Drama	1	5
Family & Kids	1	
Horror	1	
Sci-Fi	1	
Thriller		1

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



THANKS TO “LOS RENGLONES TORCIDOS DE DIOS” SPANISH CONSUMPTION BREAKS A NEW RECORD

In December, local movies achieved their highest number ever in their home market: they collected 16.4M views! This was mainly due to “Los Renglones Torcidos de Dios”, which, after only one month, got to #3 of the most popular local movies in 2022. It was also well received by critics, earned many Goya nominations and had a wonderful run in movie theatres. Find out more about it at this month’s Hot Title!

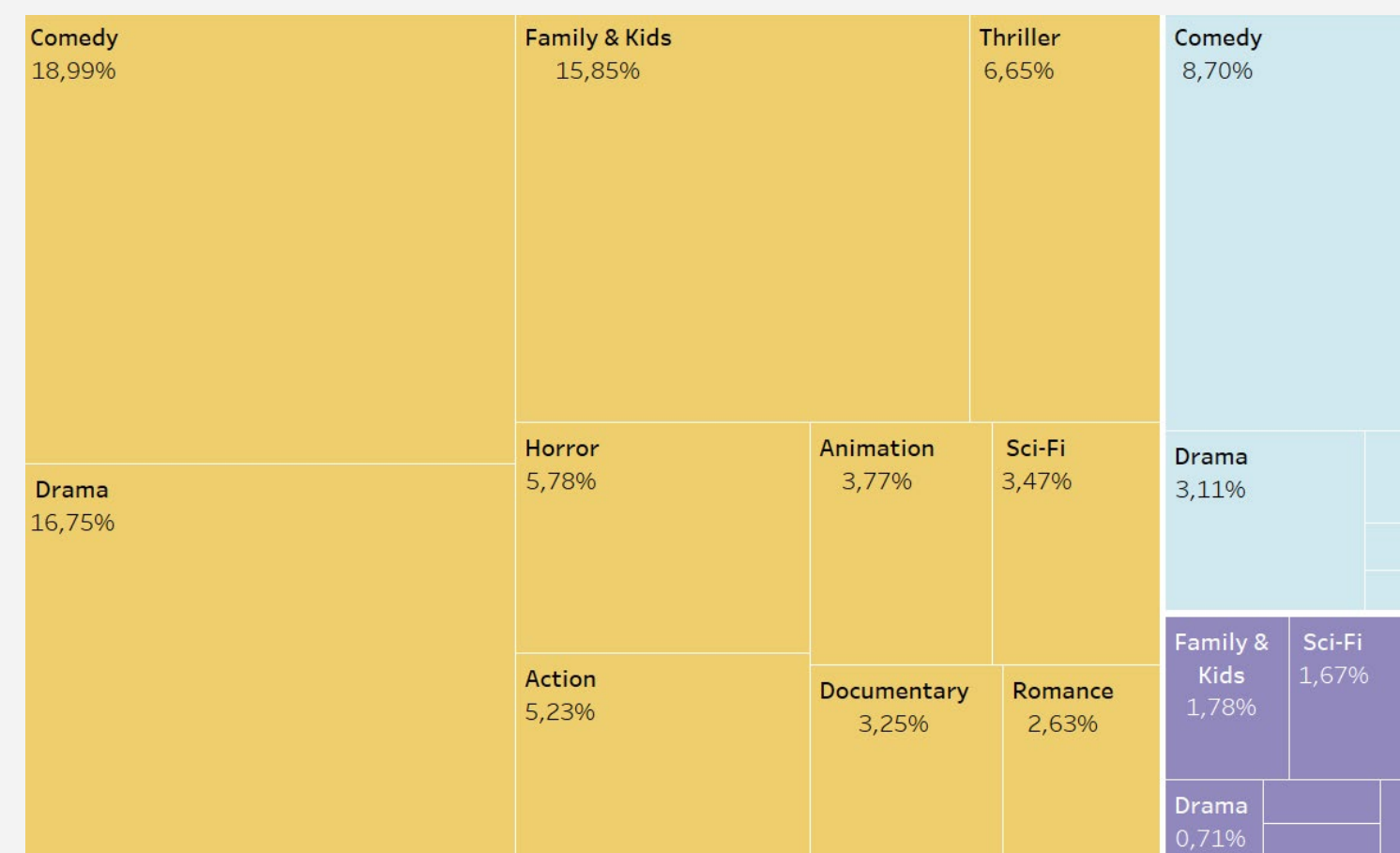
“A Man of Action” also did very well. It got 2.5M in Spain and hauled in 5.2M in all markets. The title brings to our screen the story of Lucio Urtubia, a Spanish anarchist known for his practice of expropriative anarchism through forgery. It is an Ikiru Films, La Pulga y el Elefante, and La Terraza Films production.

EUROPE MAINTAINS THE LEVEL OF THE STREAMS ATTAINED LAST MONTH

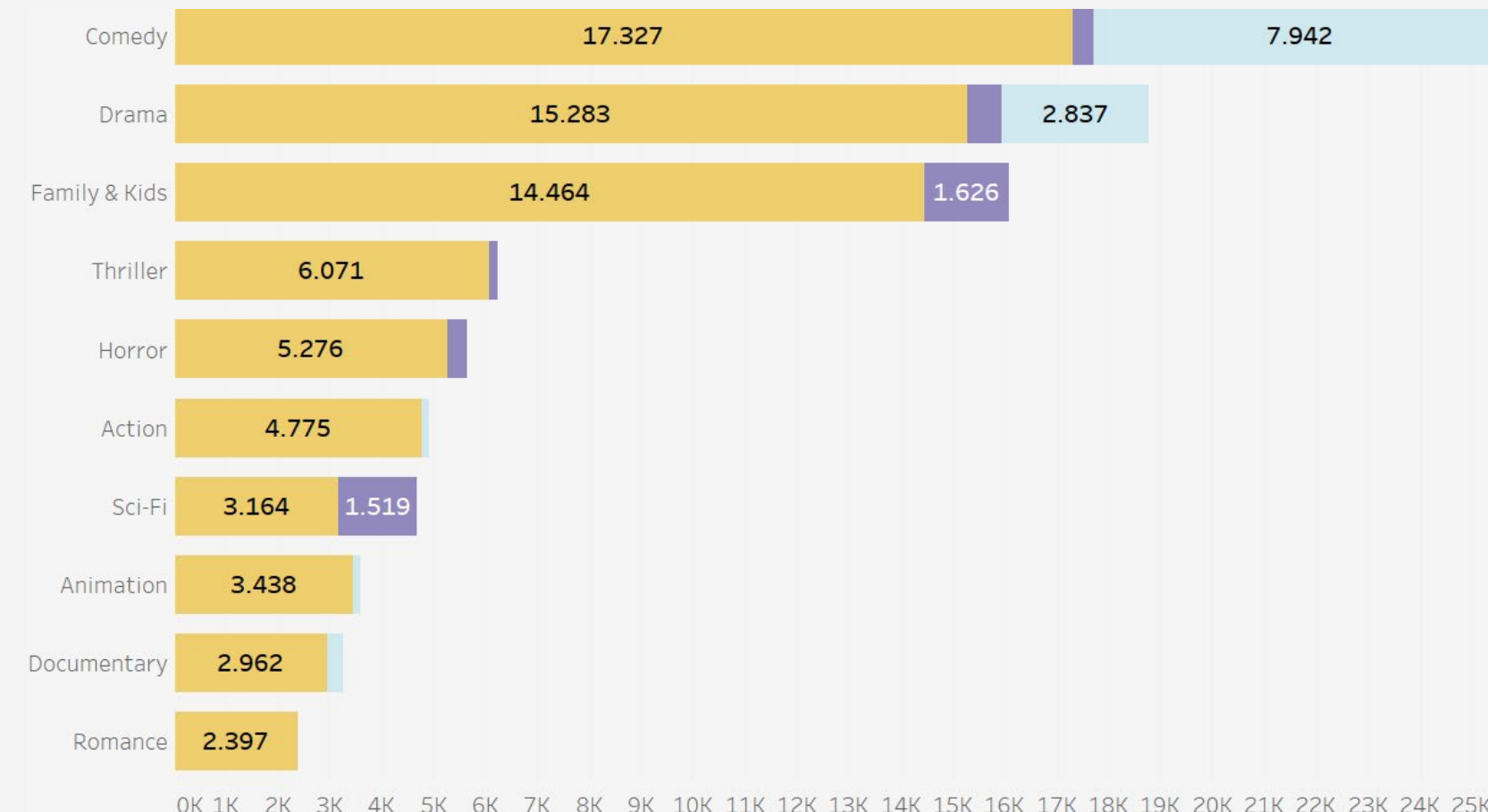
The excellent performance of European productions in December is mainly due to Norwegian production “Troll” (5.2M), which gathered almost 6% of TOP100 streams. A movie that follows another giant monster that wreaks havoc in a populous city derivative (yes, just like “Godzilla” and “King Kong”). Maybe it’s not the most original idea ever, but it has done pretty well on the platform and was well received by critics - so that’s more than good enough for us.

SPAIN 100 MOVIES | SVOD PLATFORMS

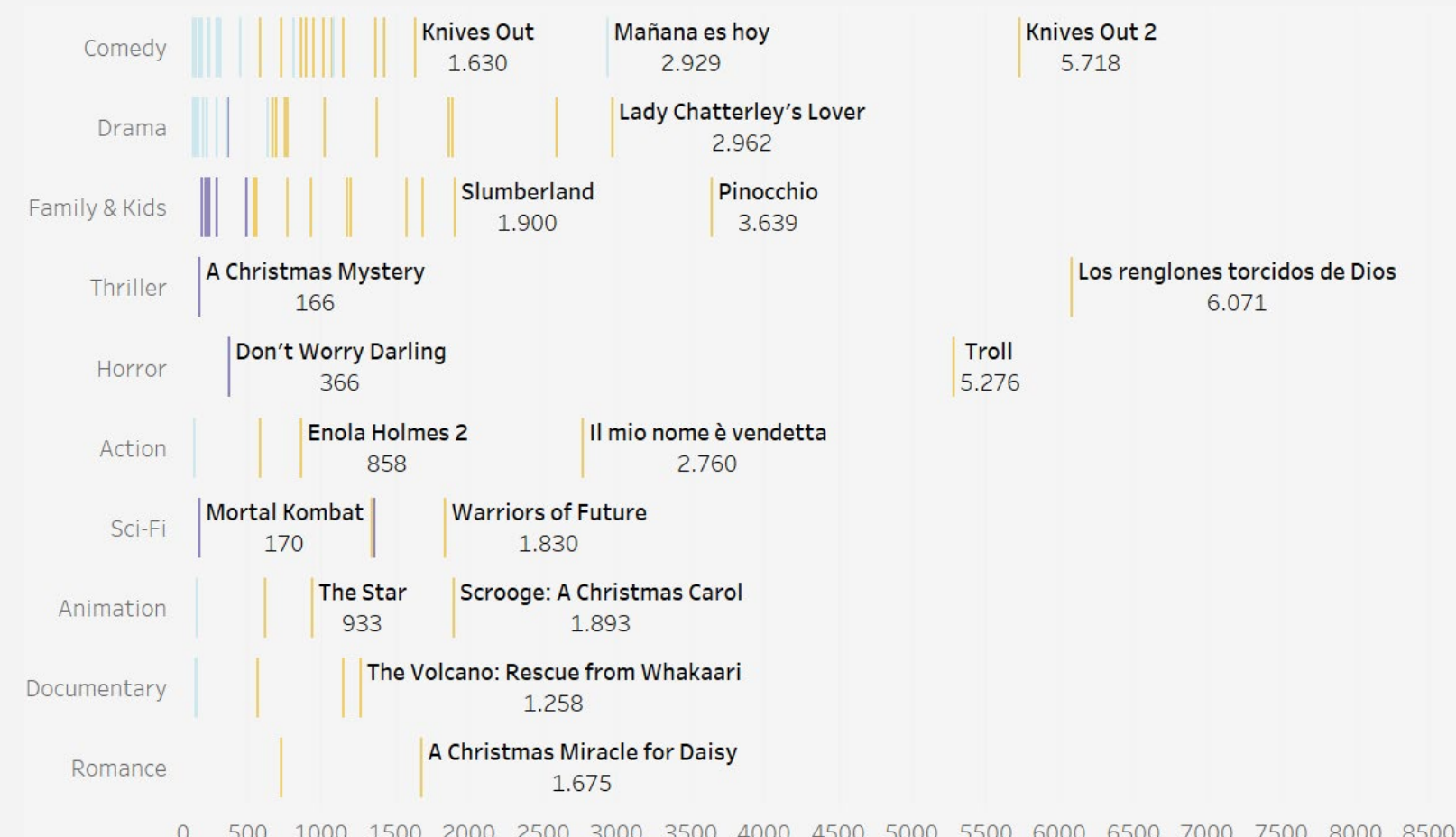
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

HBO MAX JOINED THE PARTY WITH FAMILY & KIDS CONTENT.

We're very happy and excited to announce that we now have data from HBO Max! For now, it is only going to be for the Spanish market, where the platform has started with 5.3% of share, leaving Amazon 12.45% and Netflix 82.3%.

The first movie we see from the new platform is "Black Adam" at #21, a spin-off from "Shazam!" (2019) and the 11th film in the DC Extended Universe (DCEU) distributed by Warner. "Cinco Lobitos" (362K), which won Best New Director, Best Supporting Actress and Best Actress at the 2023 Goya Awards, was at #59. The movie is produced by Encanta Films, Sayaka Producciones and BuenaPinta Media, with the participation of RTVE, EITB and Orange, with funding from ICAA, The Basque Government, The Regional Government of Madrid and Crea SGR. See? In the streaming war, there is also room for independent cinema!

As for Amazon, "Mañana es Hoy" got 2.9M views, one of the best figures Amazon has ever recorded in the Spanish market. "Mañana es hoy" is the first original movie from Amazon. It is produced by Atresmedia cine and Aparte Films, and directed by Nacho G. Velilla, director of "Buscando el Norte", "Anclados", "Aída" and "7 vidas".

SPAIN 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

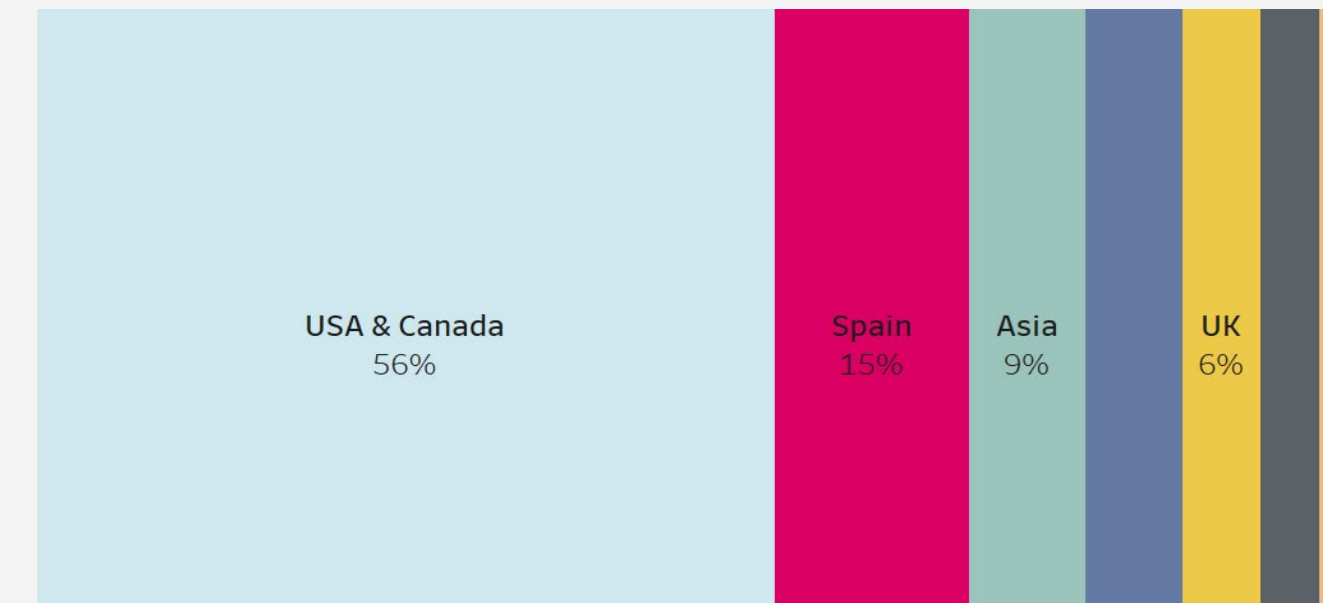
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	Wednesday	Netflix	Family & Kids	60.838
2	Emily in Paris	Netflix	Comedy	30.673
3	Smiley	Netflix	Comedy	21.486
4	The Big Bang Theory	HBO Max	Comedy	19.257
5	1899	Netflix	Drama	16.209
6	Harry & Meghan	Netflix	Documentary	14.341
7	Firefly Lane	Netflix	Drama	14.331
8	Arellys Henao	Netflix	Drama	14.175
9	Alice in Borderland	Netflix	Action	14.161
10	The Scent of Passion	Netflix	Drama	12.485
11	The Recruit	Netflix	Drama	11.476
12	Elite	Netflix	Drama	10.841
13	Manifest	Netflix	Drama	10.170
14	PAW Patrol	Netflix	Animation	10.008
15	La que se avecina	Amazon	Comedy	9.167
16	Friends	HBO Max	Comedy	7.884
17	The Crown	Netflix	Drama	7.881
18	The White Lotus	HBO Max	Comedy	7.385
19	Dead to Me	Netflix	Comedy	7.331
20	Hasta que la plata nos sep..	Netflix	Comedy	6.348
21	I Hate Christmas	Netflix	Comedy	5.837
22	The Witcher: Blood Origin	Netflix	Action	5.752
23	Sonic Prime	Netflix	Animation	5.674
24	Cleo & Cuquin	Netflix	Family & Kids	5.615
25	Too Hot to Handle	Netflix	Game-Show & Reality-TV	5.284
26	The Sex Lives of College Gi..	HBO Max	Comedy	4.706
27	JoJo's Bizarre Adventure	Netflix	Animation	4.396
28	Gudetama: An Eggcellent ..	Netflix	Family & Kids	4.214
29	Tom Clancy's Jack Ryan	Amazon	Drama	3.942
30	Christmas Tomorrow	Netflix	Drama	3.922
31	Treason	Netflix	Drama	3.595

SHOWING 31/100 - [See complete chart here](#)

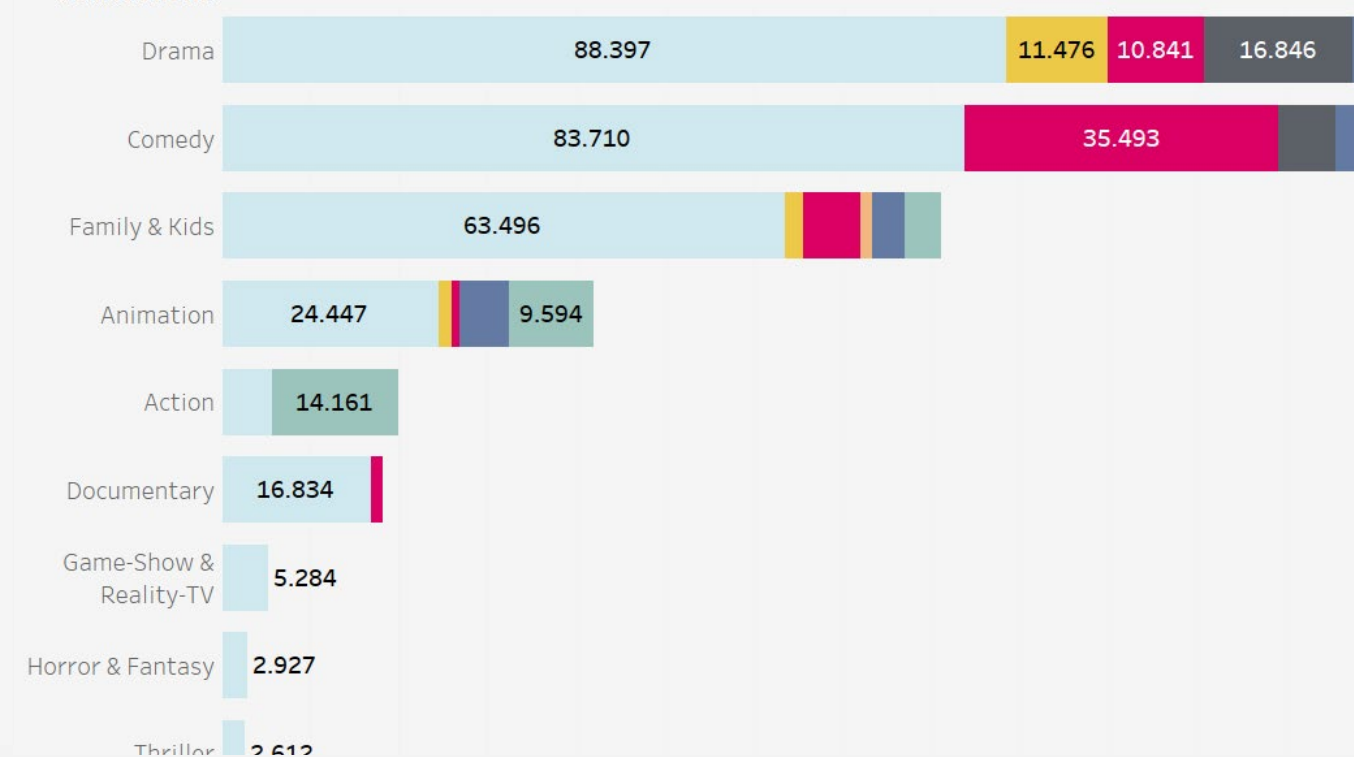
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



BINGE-WATCHING WAS ON THE RISE DURING THE HOLIDAYS!

The Spanish market, as far as both film and shows are concerned, is, of the five markets, usually the fourth in terms of volume of viewing. This month, it jumped to second, very close to the UK, garnering 473M streams, while the UK had 477M. What had so many Spaniards glued to their home screens? Mainly, the most eagerly awaited Netflix shows such as Tim Burton's "Wednesday" and the "Emily in Paris" comeback.

SPANISH AUDIENCES CHOSE COMEDY FOR THE HOLIDAY BREAK

Since the beginning of 2022, we've seen how Comedy was tending downwards, gathering fewer and fewer streams. Its lowest point was in October, when it took only 6% of the share. Comedy in December grew five times vis-à-vis November, with a 35.1% share.

WEDNESDAY'S LATINO HERITAGE VIGOROUSLY SHOOK UP MARKET STREAMS

USA & Canada take 62.7% of the total share, breaking a new record for American prominence thanks to the global hit, "Wednesday", which went viral on TikTok, demonstrating how fan content can snowball the charts. The show had a cultural impact and honoured Wednesday's Latinx identity, boosting representation. The family proudly straddles its English and Mexican heritage. This production really rocked the charts, becoming the second most popular show, overshadowing the third season of "Emily in Paris".

SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

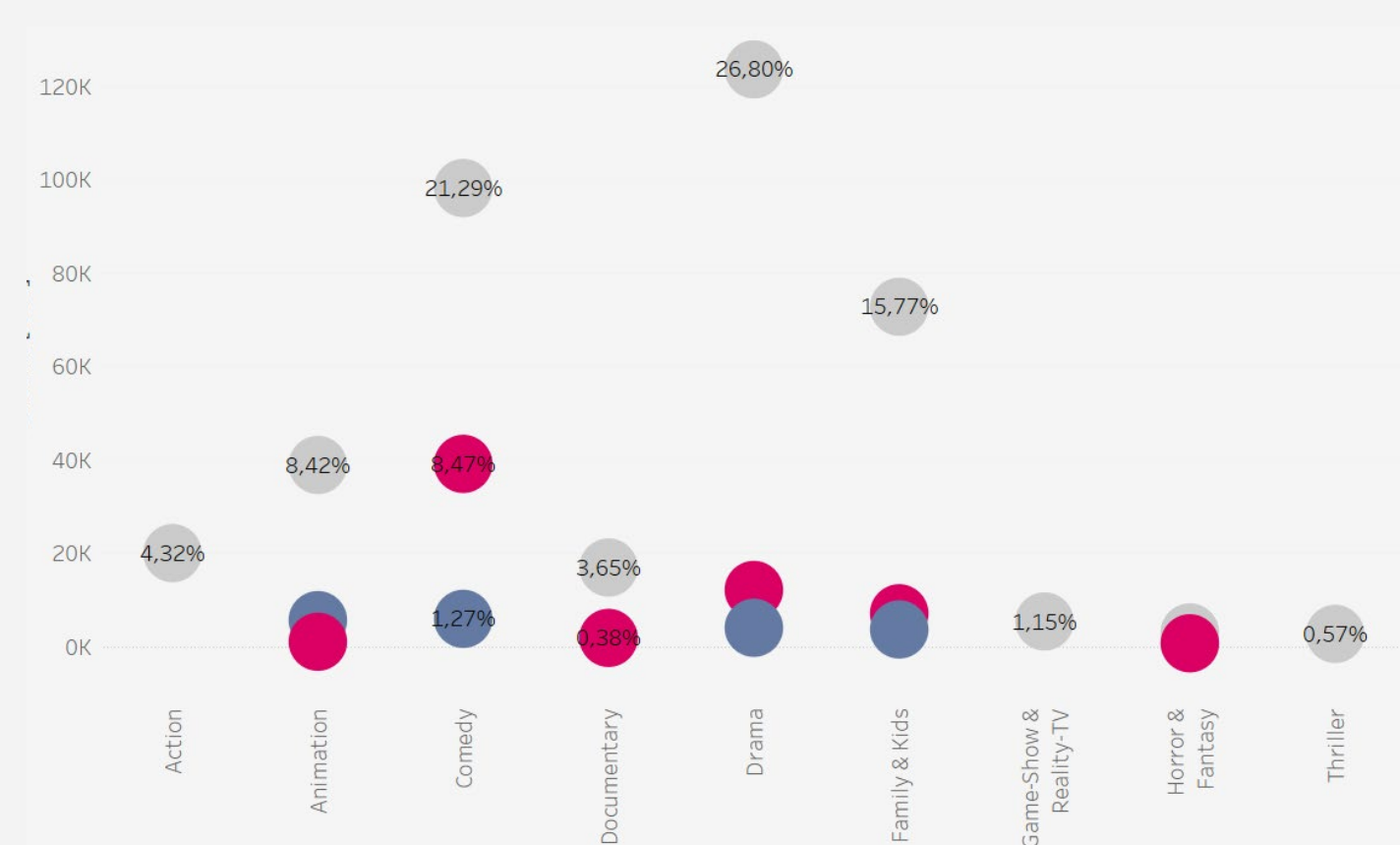
NETFLIX - AMAZON

SHOWS	PLATFORM	POSITION	GENRE
1 Smiley	Netflix	3	Comedy
2 Elite	Netflix	9	Drama
3 La que se avecina	Amazon	1	Comedy
	Amazon	45	Comedy
	Amazon	49	Comedy
	Amazon	22	Comedy
	Amazon	8	Comedy
	Amazon	12	Comedy
4 I Hate Christmas	Netflix	14	Comedy
5 Cleo & Cuquin	Netflix	46	Family & Kids
	Netflix	36	Family & Kids
6 Christmas Tomorrow	Netflix	25	Drama
7 Grizzly and the Lemmings	Netflix	29	Family & Kids
8 Machos Alfa	Netflix	34	Comedy
9 Sonic Boom	Netflix	37	Animation
10 Zig & Sharko	Netflix	45	Animation

SHOWING 10/21 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

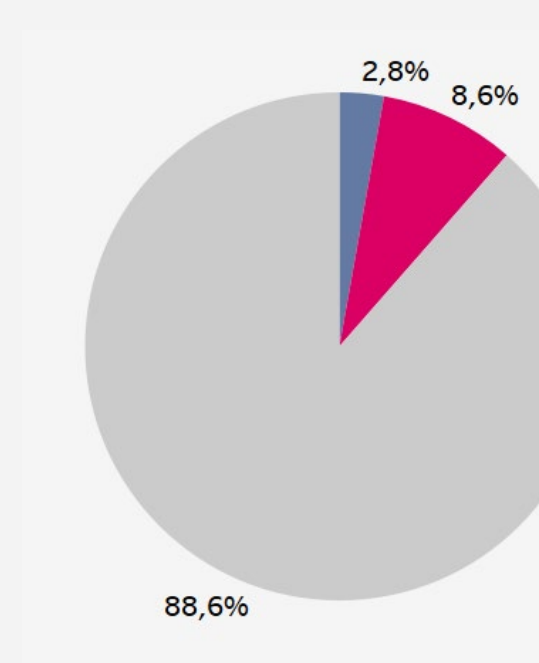


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	SPAIN
Animation	2	1
Comedy	1	6
Documentary		2
Drama	1	3
Family & Kids	1	3
Horror & Fantasy		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe Spain Others

“SMILEY” CARRIES LOCAL SHARE, TAKING 26% OF IT

Spanish production is strong enough to hold on to second place in terms of total market share, even with its lowest rate of 13%. “Smiley”, starring Carlos Cueva, very well-known for his performances in the Catalan television series “Ventdelplà” and “Merlí!”, carries all the weight. Following all the most-loved tropes in rom-coms, “Smiley” breaks as the number one local show with 21.4M streams.

“Smiley” is an adaptation of a theatre play written by Guillem Clua. The in-the-screen show is produced by Minoria Absoluta, who initially wished to shoot the series in Catalan, but it was eventually shot in Spanish though in some parts some actors spoke Catalan and dubbed their own voices in the dubbed Catalan version. Which was no obstacle to it turning out to be big success.

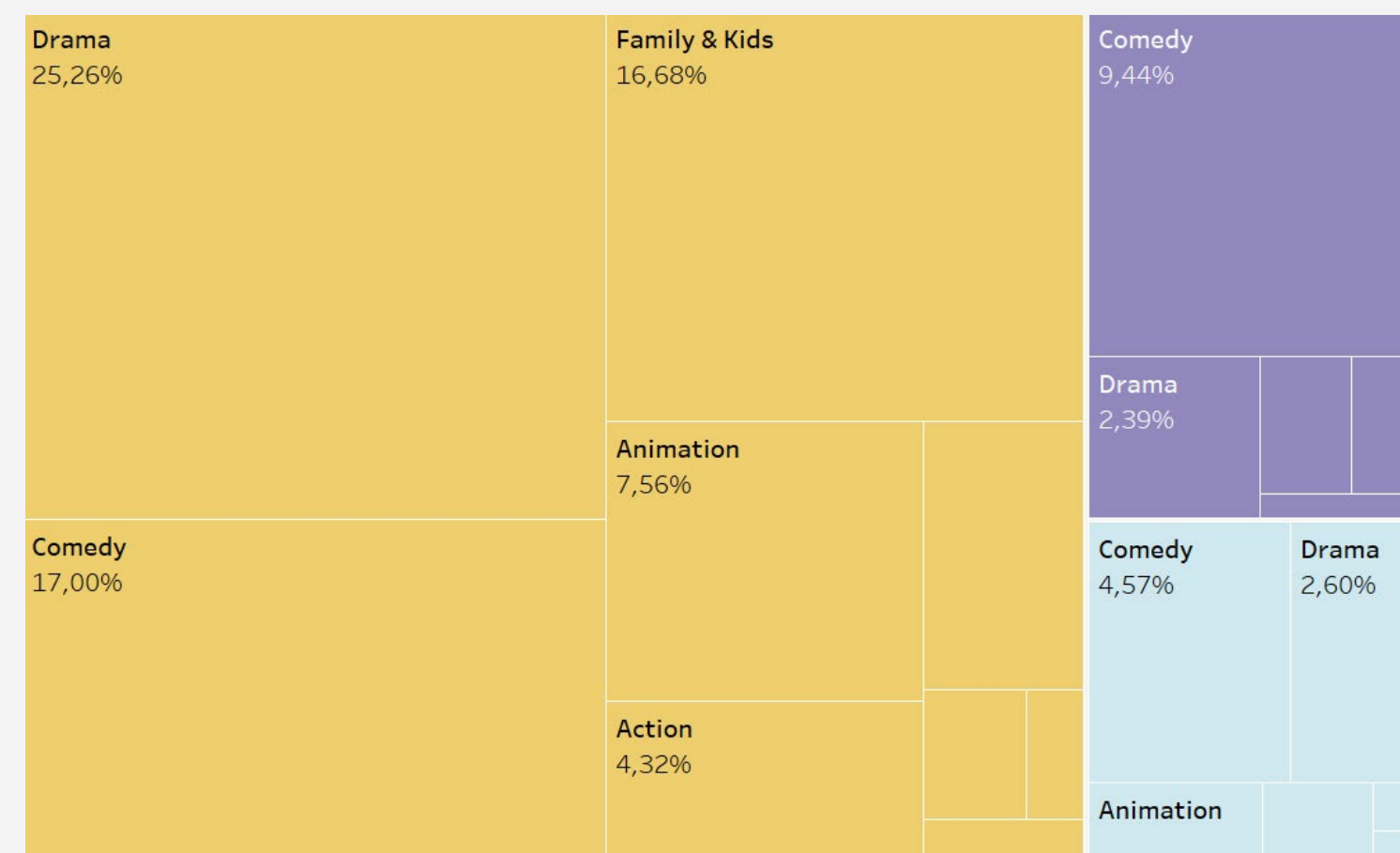
Just days after release, the show echoed on Twitter and TikTok and led the conversations among millennials and GenZ audiences. Social media buzz was a major factor in the show becoming a success, as it gathered 21.4M views, making it the 5th most-played show of the last quarter!

Speaking of success, “Élite” has had a great deal of that. The record-breaking show collected 92M views in the last two months in all markets, garnering 230M in 2022, becoming the most popular Spanish show of the year.

SPAIN 100 SHOWS | SVOD PLATFORMS

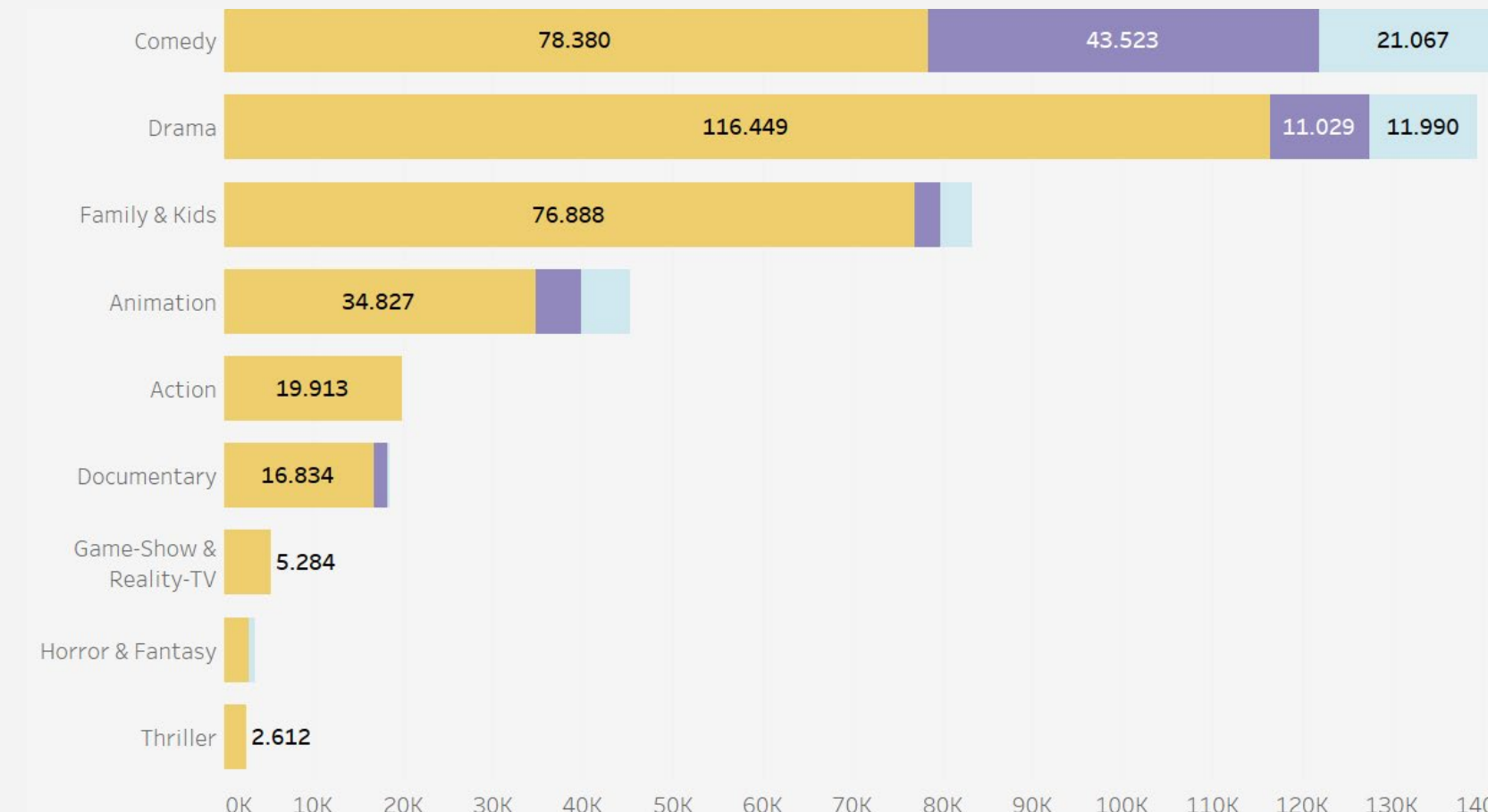
MOST WATCHED GENRES

SHARE BY PLATFORM

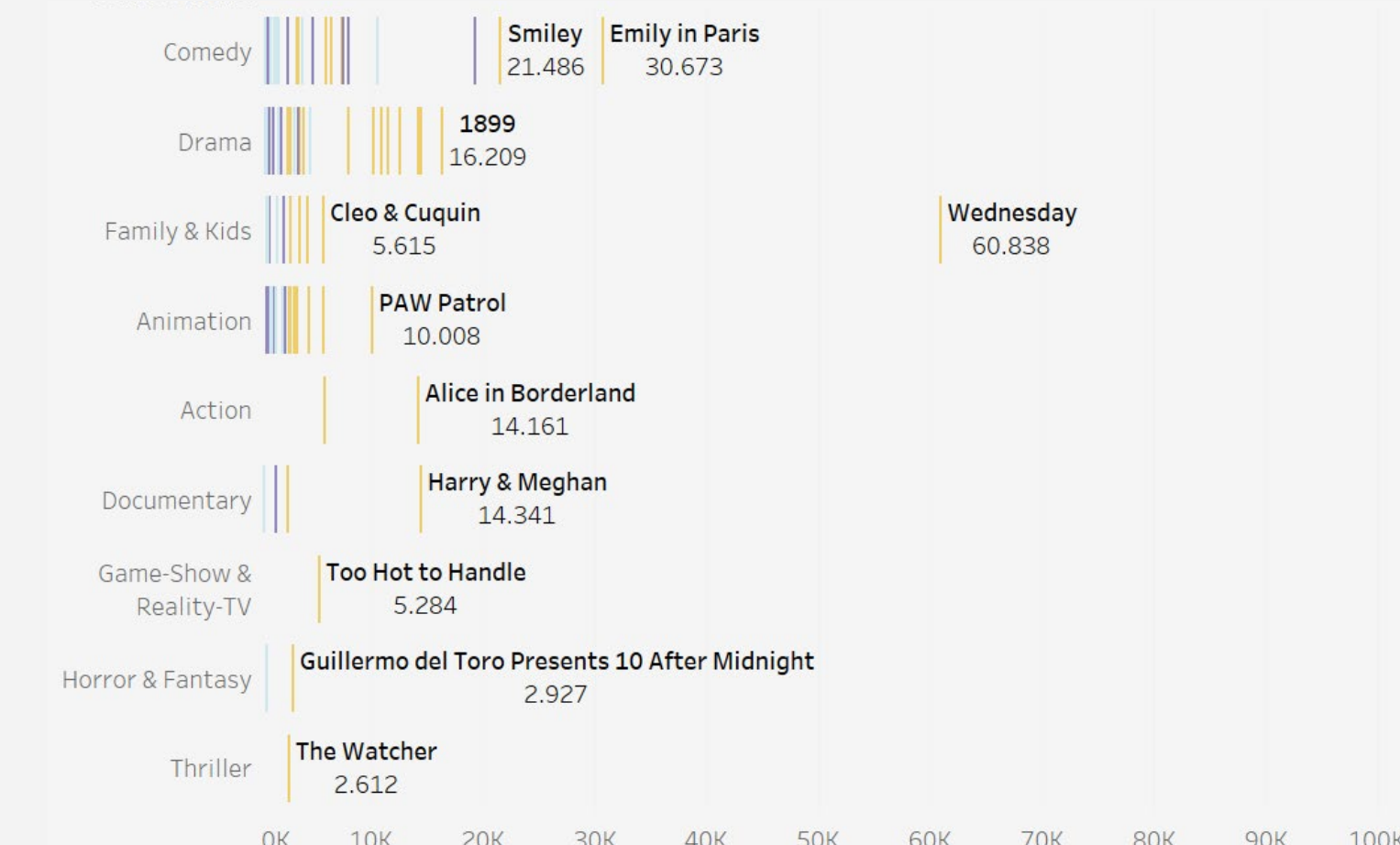


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix HBO Max

HBO MAX OUTS AMAZON PRIME AS THE SECOND-MOST STREAMED PLATFORM

HBO Max is certainly well-received here in our streaming analysis! The service owned by Warner Bros takes 14 share points, completely overshadowing Prime, which only takes 9% of the show market.

HBO Max's most popular show, "The Big Bang Theory", made #4. The show used to be exclusive for Amazon in Spain, although it didn't get as much attention as it has here. Another classic sitcom, "Friends", is their second-best show with 7.8M. But HBO Max's most precious jewel was Mike White's much acclaimed, award-winning show, "The White Lotus". The Internet was on tenterhooks, wanting to know who White would kill this season. This second season won the Golden Globe Awards for Best Limited or Anthology Series and Jennifer Coolidge also won Best Supporting Actress.

As for Amazon, the most streamed show this month was "La Que Se Avecina", whose 13th season premiered exclusively on Amazon Prime - the whole show is available on other platforms. Amazon is the go-to platform for Spanish audiences who want to re-watch TV-comedy hits such as "Aquí No Hay Quien Viva".

HOT CONTENT IN SPAIN

LOLA RODRÍGUEZ
DATA SPECIALIST



“LOS RENGLONES TORCIDOS DE DIOS”: SECOND CHANCES, SECOND LIVES

“Los Renglones Torcidos de Dios” or “God’s Crooked Lines”, after only one month, reaches #3 of the most popular local movies in 2022, after a glittering journey that includes critical acclaim, six Goya nominations and an outstanding run in domestic movie theatres. Do you want to know more about the film that has done all that?

First things first. What is it about? “Los Renglones Torcidos de Dios” follows private investigator Alicia Gould as she discovers the death of an inmate at a psychiatric hospital. As the movie takes us into the world of what society calls “mentally ill people”, it plays with the most diverse clichés of “madhouse” cinema, with references that go from “One Flew Over the Cuckoo’s Nest” to “American Horror Story: Asylum”, and has us wondering what’s real and what’s fantasy on screen.

Written by Oriol Paulo and Guillem Clua (“Estoy Vivo”, “La Niña de la Comunion”, “El inocente”) with the collaboration of Lara Sendim, the screenplay is actually an adaptation of the 1979 novel of the same name by Torcuato Luca de Tena, a famous Spanish writer. Oriol Paulo also directed the movie. Famously known for the unexpected surprises and twists of his films, Paulo has previously directed films such as “El cuerpo”, “Contratiempo” and “El inocente”, and is a kind of Christopher Nolan of Spanish cinema.

Produced by Nostromo Pictures, Atresmedia Cine and Filmayer, and distributed by Warner Bros. Pictures España, the movie was presented in the Perlak section of the 70th San Sebastian International Film Festival in September 2022. It had its theatrical release in Spain on October 7, 2022, and two days and two months later it was released on Netflix. By the time of its streaming debut, it was the third highest-grossing Spanish film of 2022, taking €5.7 million at the domestic box office, and also reached the number-one spot in its second weekend of release, one of the few Spanish films to reach number one in 2022.

Apart from being a big screen hit, the movie has also been praised by critics for its dialogue-heavy approach to the genre and its well woven plot twists. In Rotten Tomatoes, it got an Audience Score of 77%. The movie received six nominations for the 38th edition of the Goya Awards, among them for Best Art Direction, Best Actress in a Leading Role and Best Adapted Screenplay. In our report, we note that the film hovers in the region of 11M views in all markets, and was the 11th most watched European content in 2022, absolutely mind-blowing news for the movie. Do you still think second chances don’t ever matter?



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

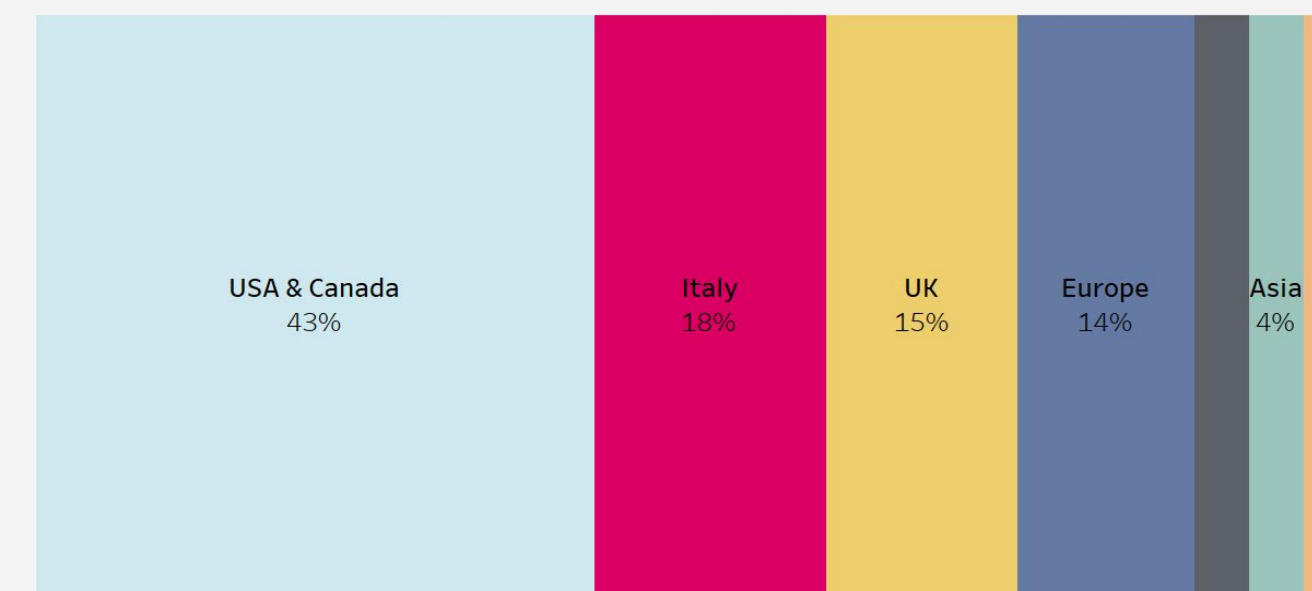
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	Knives Out 2	Netflix	Comedy	3.700
2	Un Natale in famiglia	Netflix	Comedy	3.202
3	Troll	Netflix	Horror & Fantasy	3.107
4	Pinocchio	Netflix	Family & Kids	2.149
5	Il mio nome è vendetta	Netflix	Action	1.882
6	Los renglones torcidos de ..	Netflix	Thriller	1.862
7	Lady Chatterley's Lover	Netflix	Drama	1.765
8	Improvvisamente Natale	Amazon	Comedy	1.670
9	John Wick: Chapter 3 - Par..	Netflix	Action	1.370
10	Scrooge: A Christmas Carol	Netflix	Animation	1.353
11	Harry Potter and the Sorcerer's Stone	Amazon	Family & Kids	213
12	Mechanic: Resurrection	Amazon	Action	145
13	How the Grinch Stole Chri..	Netflix	Family & Kids	984
14	The Noel Diary	Netflix	Drama	965
15	A Christmas Miracle for D..	Netflix	Romance	955
16	The Swimmers	Netflix	Drama	954
17	Angel Falls Christmas	Netflix	Drama	918
18	I Believe in Santa	Netflix	Comedy	913
19	Knives Out	Netflix	Comedy	902
20	A Man of Action	Netflix	Drama	881
21	Falling for Christmas	Netflix	Comedy	868
22	Slumberland	Netflix	Family & Kids	765
23	A Not So Merry Christmas	Netflix	Comedy	676
24	Harry Potter and the Chamber of Secrets	Amazon	Family & Kids	123
25	Fireplace for Your Home: ..	Netflix	Documentary	630
26	Fantastic Beasts and Where to Find Them	Amazon	Family & Kids	140
27	Chi ha Incastrato Babbo N..	Amazon	Comedy	598
28	Christmas on Mistletoe F..	Netflix	Family & Kids	565
29	Gone Baby Gone	Netflix	Drama	559

SHOWING 29/100 - [See complete chart here](#)

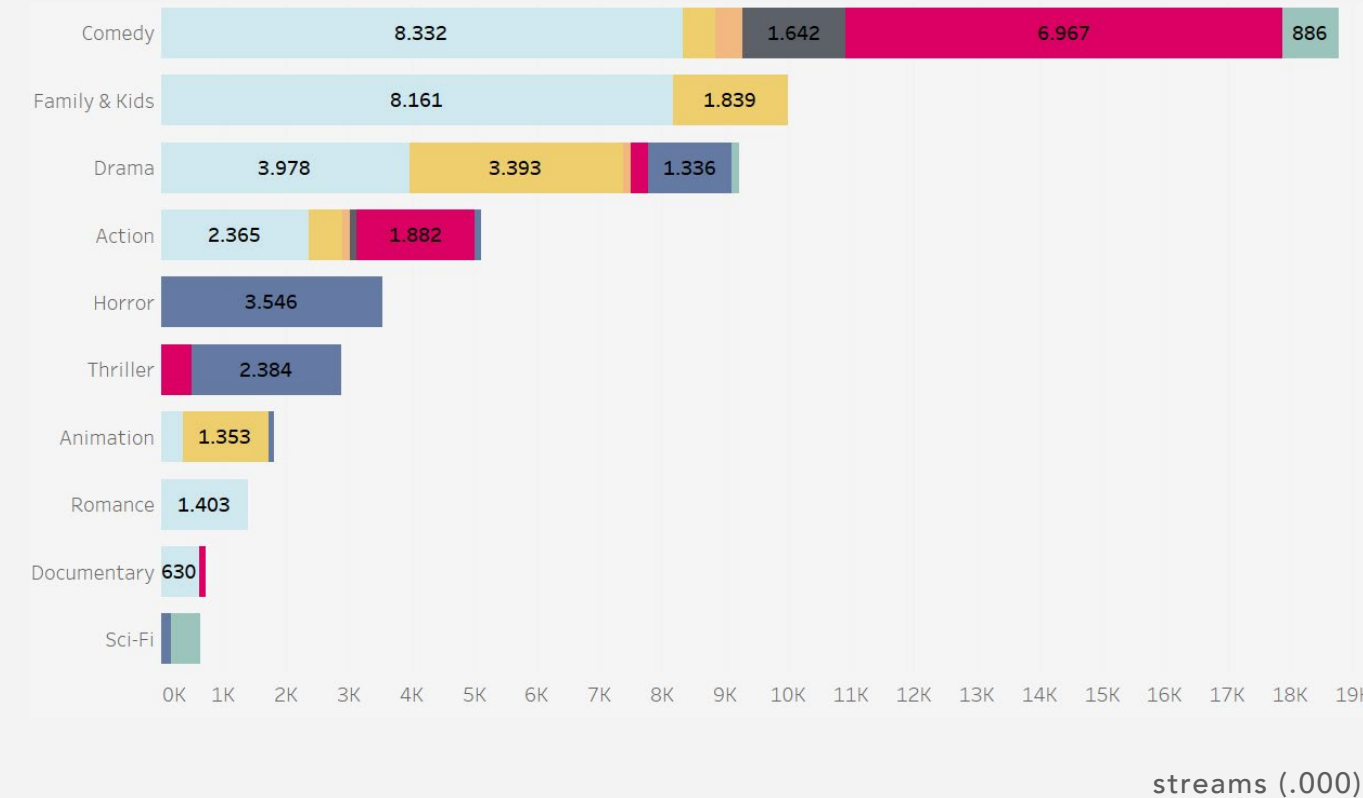
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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

ENGLISH CONTENT MAINTAINS ITS THRUST

USA & Canada productions maintain their prominence with 43% of the catalogue. The major driving force this month certainly is "Knives Out 2" (3.7M), despite not getting the level of attention it captured in other markets, while also relying on Guillermo del Toro's "Pinocchio" (2.1M). British productions also kept the fine figures from last month, holding a 14% share, with the arrival of a new adaptation of a classic, "Lady Chatterley's Lover" (1.7M), and "Scrooge: A Christmas Carol" (1.3M).

COMEDIES ARE THE BEST MIRACLE FOR SVOD DURING HOLIDAYS!

It's Christmas time! Let's forget drama and kick off the new year with great laughter. "Un Natale in Famiglia" (3.2M), "Improvvisamente Natale" (1.6M), "I Believe in Santa" (913K) and the first edition of "Knives Out" (902K) make the Comedy genre the most-streamed genre with 18.7M. Furthermore, the genre got the best figure a category ever had in 2022, with 18.7M views. This month, it even doubled the second most played genre, Family & Kids, which includes long established Christmas classics such as "Pinocchio", the Harry Potter films or "How the Grinch Stole Christmas" (984K).

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

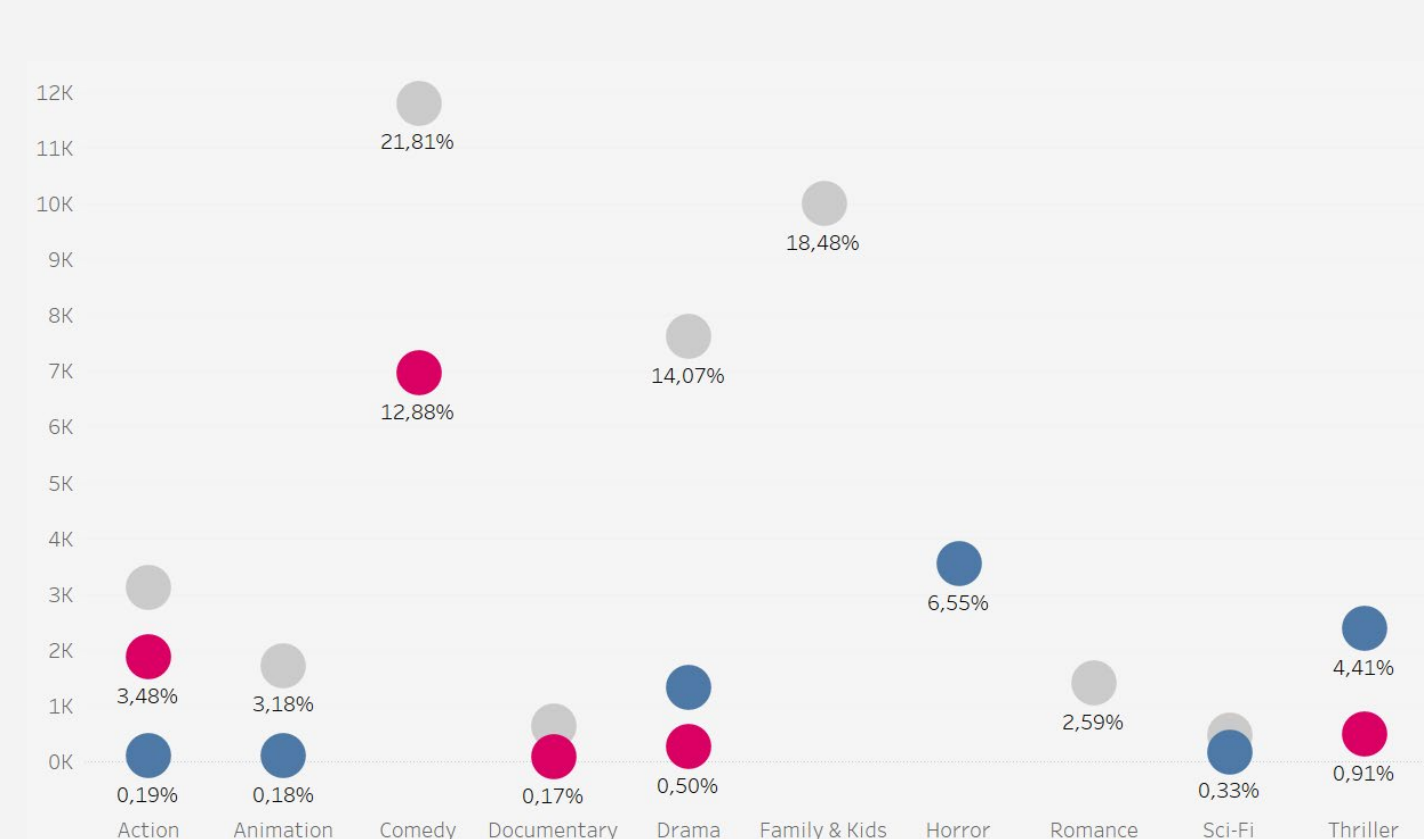
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1	Un Natale in famiglia	Netflix	IT	Comedy	3.202
2	Troll	Netflix	NO	Horror	3.107
3	Il mio nome è vendetta	Netflix	IT	Action	1.882
4	Los renglones torcidos de...	Netflix	ES	Thriller	1.862
5	Improvvisamente Natale	Amazon	IT	Comedy	1.670
6	A Man of Action	Netflix	ES	Drama	881
7	Chi ha incastrato Babbo N...	Amazon	IT	Comedy	598
8	Security	Netflix	IT	Thriller	494
9	The Ninth Gate	Netflix	FR	Horror	439
10	Falla Girare	Amazon	IT	Comedy	412
11	Loving Adults	Netflix	DK	Thriller	392
12	Nostalgia	Amazon	IT	Drama	268
13	Natale in crociera	Amazon	IT	Comedy	224
14	In the Name of the King: A...	Amazon	DE	Sci-Fi	176
15	Nordsjøen (North Sea)	Amazon	NO	Drama	154
16	Oderzhimaya	Amazon	RU	Thriller	130

SHOWING 16/30 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

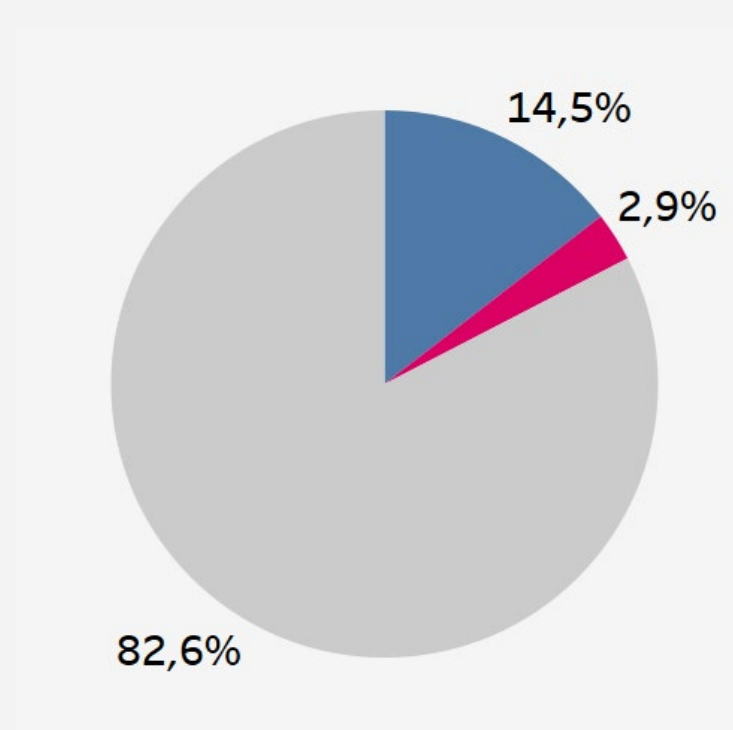
NETFLIX - AMAZON

GENRE	EU	ITALY
Action	1	1
Animation	1	0
Comedy	0	13
Documentary	0	1
Drama	5	1
Horror	2	0
Sci-Fi	1	0
Thriller	3	1

PRODUCTION COUNTRIES:

Europe Italy Others

CONTRIBUTION TO DRAMA STREAMS



RECORD-BREAKING MONTH FOR ITALIAN MOVIES WITH 9.7M STREAMS

December set the record of the best figure in the second half of the year with an 18% share for local movies. You probably guessed it right: most of them are Comedies and many are Christmas sub-genre fare. "Un Natale in Famiglia" (3.2M), or "Natale a Tutti I Costi", is a remake of the 2021 French film, "Price of Parenting", starring big names such as Christian De Sica, Angela Finocchiaro, Dharma Mangia Woods and Claudio Colica. "Il mio nome è Vendetta" (1.8M) was predominant in the Action department. The latter, together with "Un Natale in Famiglia", were key to the Italian Netflix Original pack this month. "Improvvisamente Natale" (1.6M) and "Chi ha Incastrato Babbo Natale?" (598K) are enjoying a second life in the streaming world.

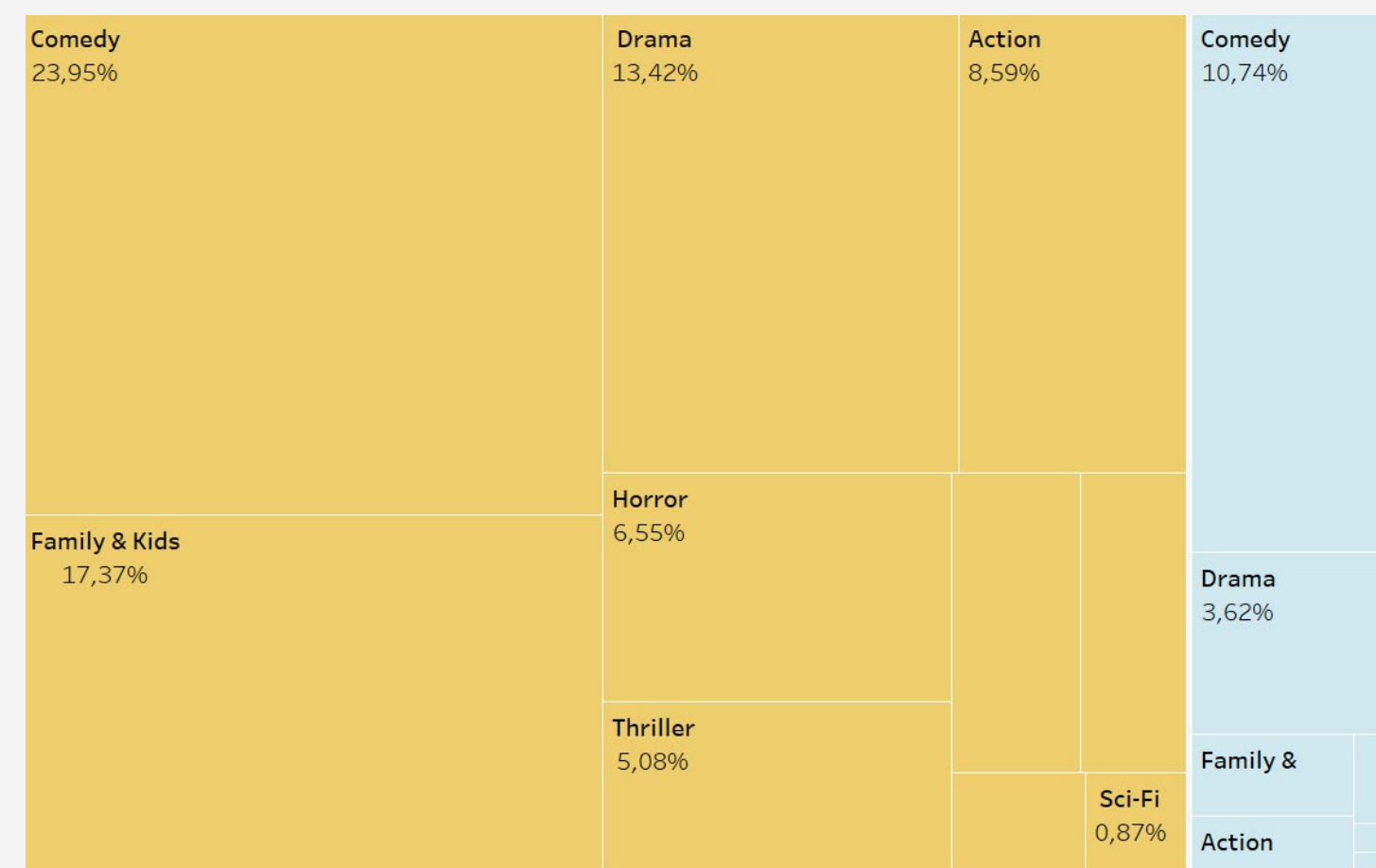
TWO MARKETS BUT ONE BIG AUDIENCE: SPANISH AND ITALIAN AUDIENCES

This month, Spanish titles represent 5% of total views, reaching the highest share Spanish movies have ever got in Italy since we have been tracking data. Two big titles strongly drive the Spanish segment, "Los Renglones Torcidos de Dios" (1.8M) and "A Man of Action" (881K). However, Norway recorded the highest share this month thanks to "Troll" (3.1M) and "Nordsjøen (North Sea) (154K)".

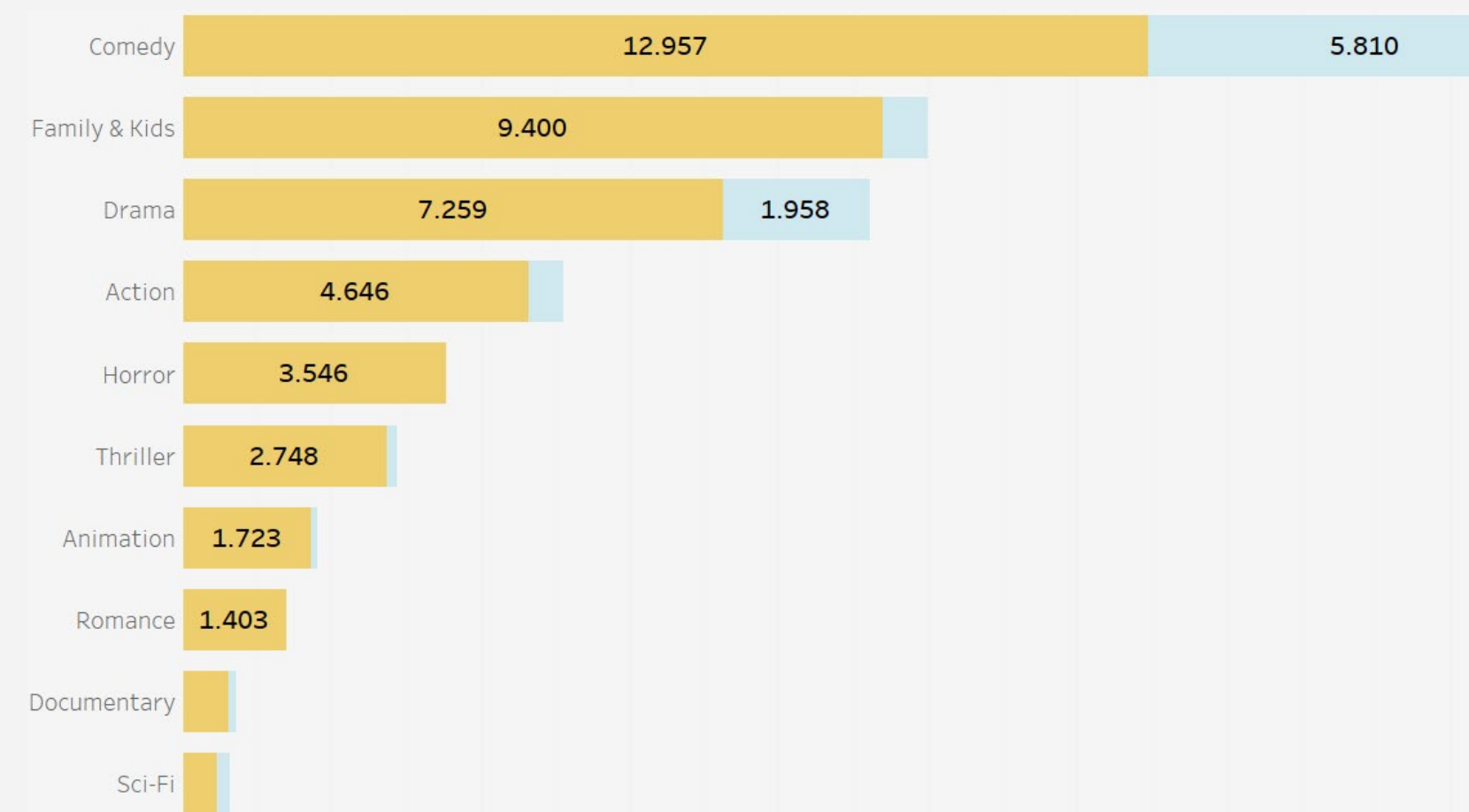
ITALY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

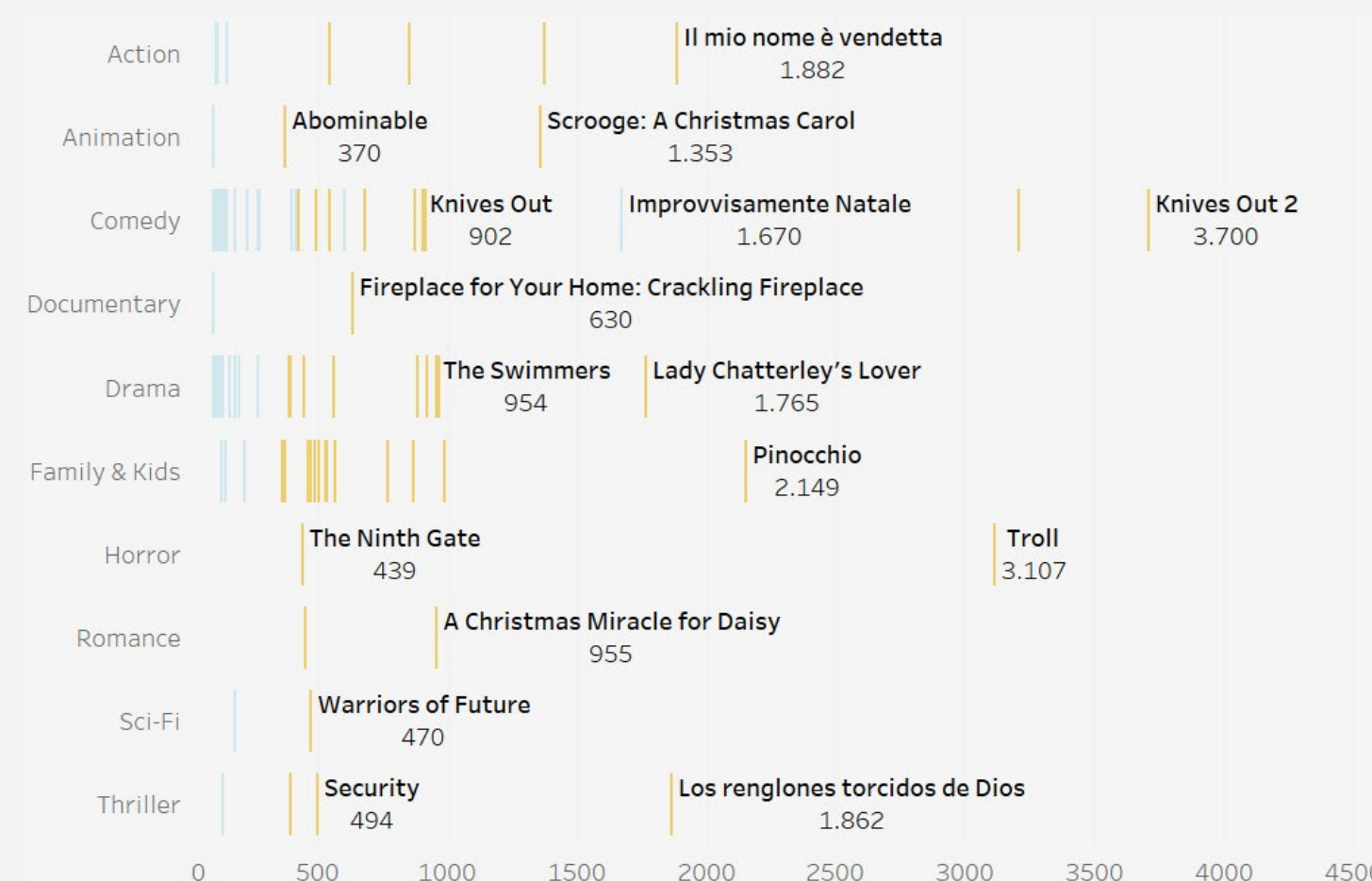


TOP SHOWS STREAMS BY GENRES



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



OTT: Amazon Netflix

NOTHING NEW UNDER THE OTT LANDSCAPE: AMAZON PRIME

This month, Prime Video maintains a 17.2% share, which is recorded as the best figure of the quarter. No rules have been broken. Amazon follows the usual strategy, keeping Hollywood blockbusters and smaller but significant flicks for local films*?. However, local films collected more views this month than American content.

The ever-present Comedies on Amazon collected 5.8M streams, and Dramas followed with 1.9M. "Improvvisamente Natale", a movie that follows a family that has to celebrate Christmas all together in the middle of summer, got 1.6M views. Prime Video streamed the movie, and it premiered on December 1. "Chi ha Incastrato Babbo Natale?" premiered in theatres in December 2021 and has recently entered Prime's library, getting 598K this month. The movie follows the adventures of Santa Claus with Wonderfast, the most powerful delivery business in the world, his biggest competitor at Christmas time.

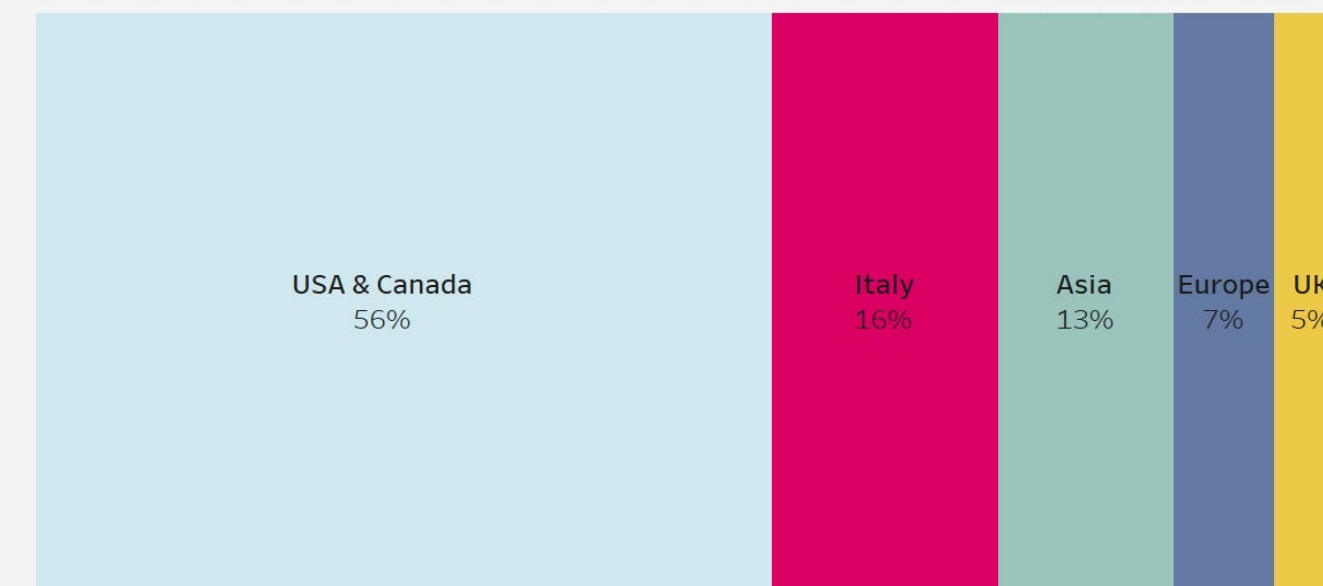
ITALY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

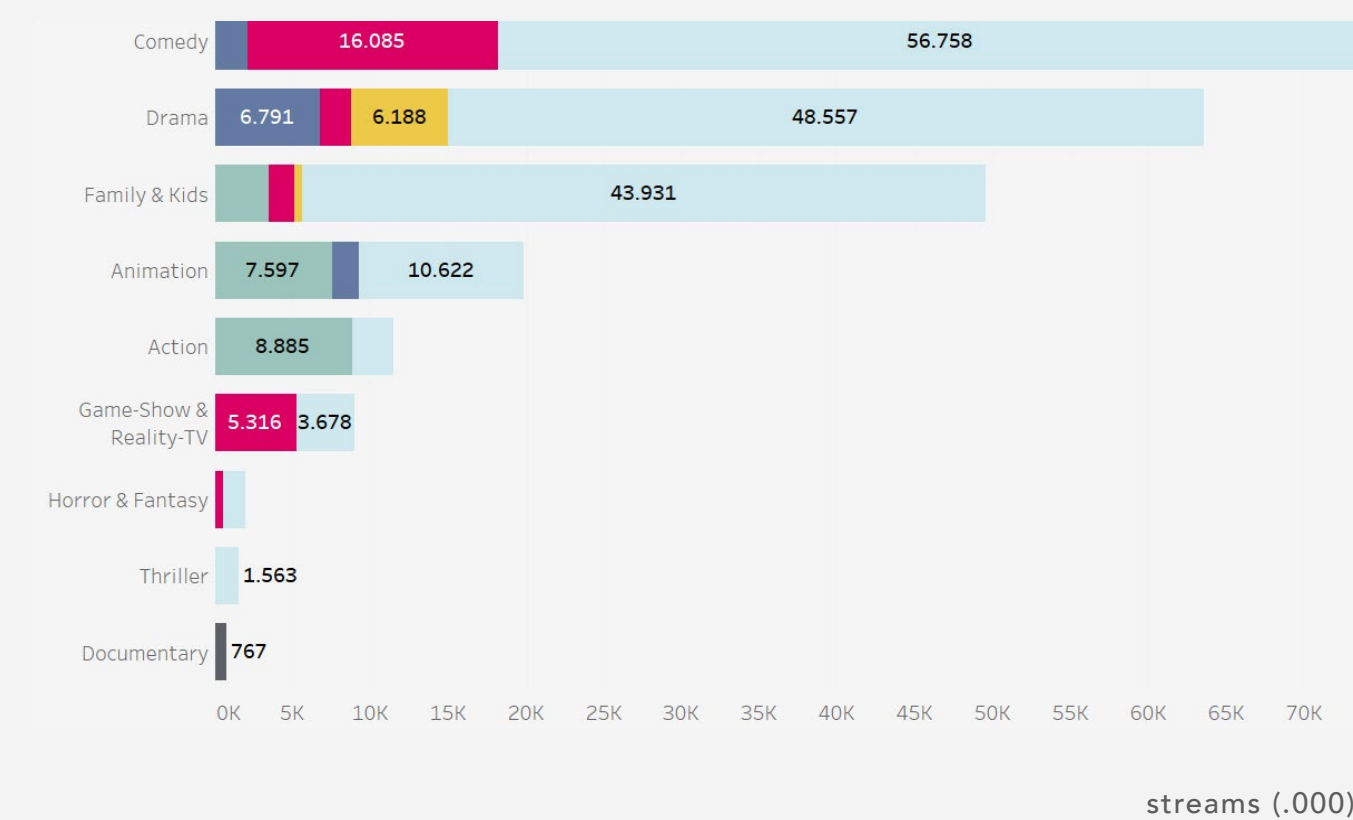
SHOWS	PLATFORM	GENRE	STREAMS	
1	Wednesday	Netflix	Family & Kids	43.931
2	The Big Bang Theory	Amazon	Comedy	6.227
		Netflix	Comedy	15.527
3	Emily in Paris	Netflix	Comedy	21.203
4	I Hate Christmas	Netflix	Comedy	11.633
5	Alice in Borderland	Netflix	Action	8.885
6	Firefly Lane	Netflix	Drama	8.409
7	Friends	Netflix	Comedy	8.168
8	1899	Netflix	Drama	6.498
9	The Recruit	Netflix	Drama	6.265
10	Rick and Morty	Netflix	Animation	5.098
11	Manifest	Netflix	Drama	4.496
12	Elite	Netflix	Drama	4.459
13	The Crown	Netflix	Drama	4.116
14	One Of Us Is Lying	Netflix	Drama	4.093
15	The Sinner	Netflix	Drama	3.975
16	Too Hot to Handle	Netflix	Game-Show & Reality-TV	3.678
17	JoJo's Bizarre Adventure	Netflix	Animation	3.429
18	One Tree Hill	Amazon	Drama	3.250
19	LOL: Last One Laughing It..	Amazon	Comedy	2.928
20	Celebrity Hunted: Caccia a..	Amazon	Game-Show & Reality-TV	2.880
21	Tom Clancy's Jack Ryan	Amazon	Drama	2.653
22	The Witcher: Blood Origin	Netflix	Action	2.619
23	The Bad Guy	Amazon	Comedy	2.547
24	Summer Job	Netflix	Game-Show & Reality-TV	2.437
25	Christmas Tomorrow	Netflix	Drama	2.332
26	Dead to Me	Netflix	Comedy	2.202
27	Smiley	Netflix	Comedy	2.153
28	Treason	Netflix	Drama	2.073
29	Gudetama: An Eggcellent ...	Netflix	Family & Kids	2.051
30	Bleach	Amazon	Animation	2.029
31	The Originals	Amazon	Drama	2.027

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



PRODUCTION COUNTRIES: Usa & Canada Europe Italy Asia UK

ALL WE WANT FOR CHRISTMAS IS COMEDIES

After struggling over the last few months, Comedy takes the throne again in Italy with 32% of total views. Most of that share comes from "The Big Bang Theory" with 21.7M and the third season of "Emily in Paris" with 21.2M. Local shows also play an essential role: "I Hate Christmas" got 11.6M in the domestic market and a total of 27.5M views in all markets.

"WEDNESDAY" IS A TURNING POINT FOR NETFLIX

The USA & Canada went even better with regard to their previous performance. The ground it gained was terrain clearly lost by the UK, which dropped 15 points in comparison with last month, when "The Crown" and "Inside Man" premiered. North America's "Wednesday" performed outstandingly, collecting 44M in December, bringing its total to 66M since its release.

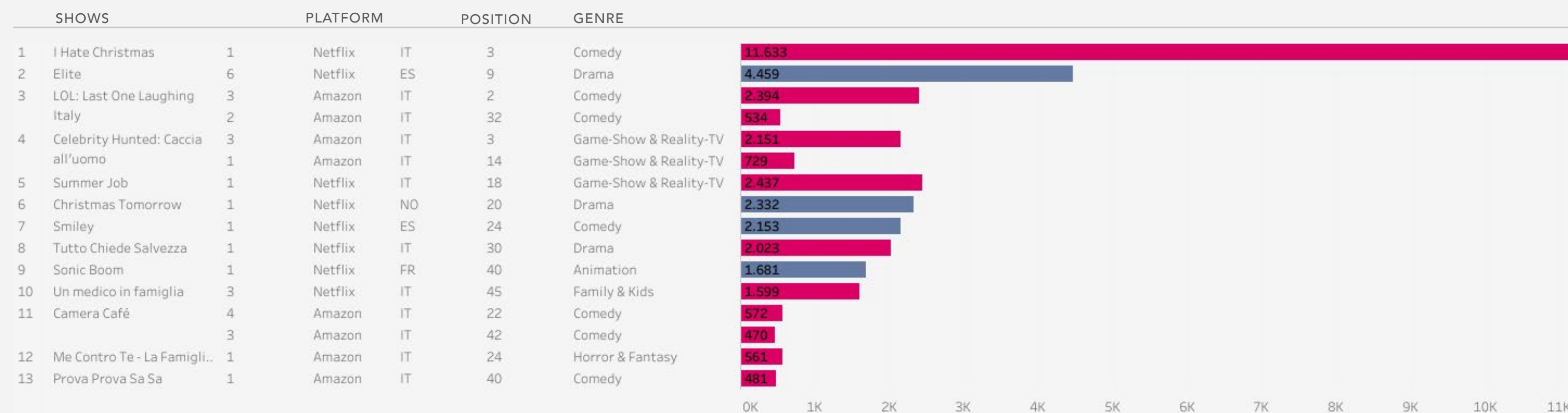
'Wednesday' has been an incredible example of what happens when digital audiences take ownership of a story to create crossed-content around a show and boost fanfare. "Wednesday" fired up TikTok: the hashtag #Wednesday got 40B views, and some pieces included the show's soundtrack. The sped-up version of Lady Gaga's "Bloody Mary" was one of the most played songs on iTunes and Spotify charts.

When figures for all the markets are added together, we see that the show has gathered 421M views in only two months. According to Netflix's data, 'Wednesday' milestone the first time any English-language series has topped 400 million hours in a week. However, subscriber growth projected at the end of 2022 was 4.5 million in Q4, about half the number that joined in Q4 2021. Churn rates are still higher than normal at the company. It's the price of being at NDX100.

ITALY 100 SHOWS | EUROPEAN FOCUS

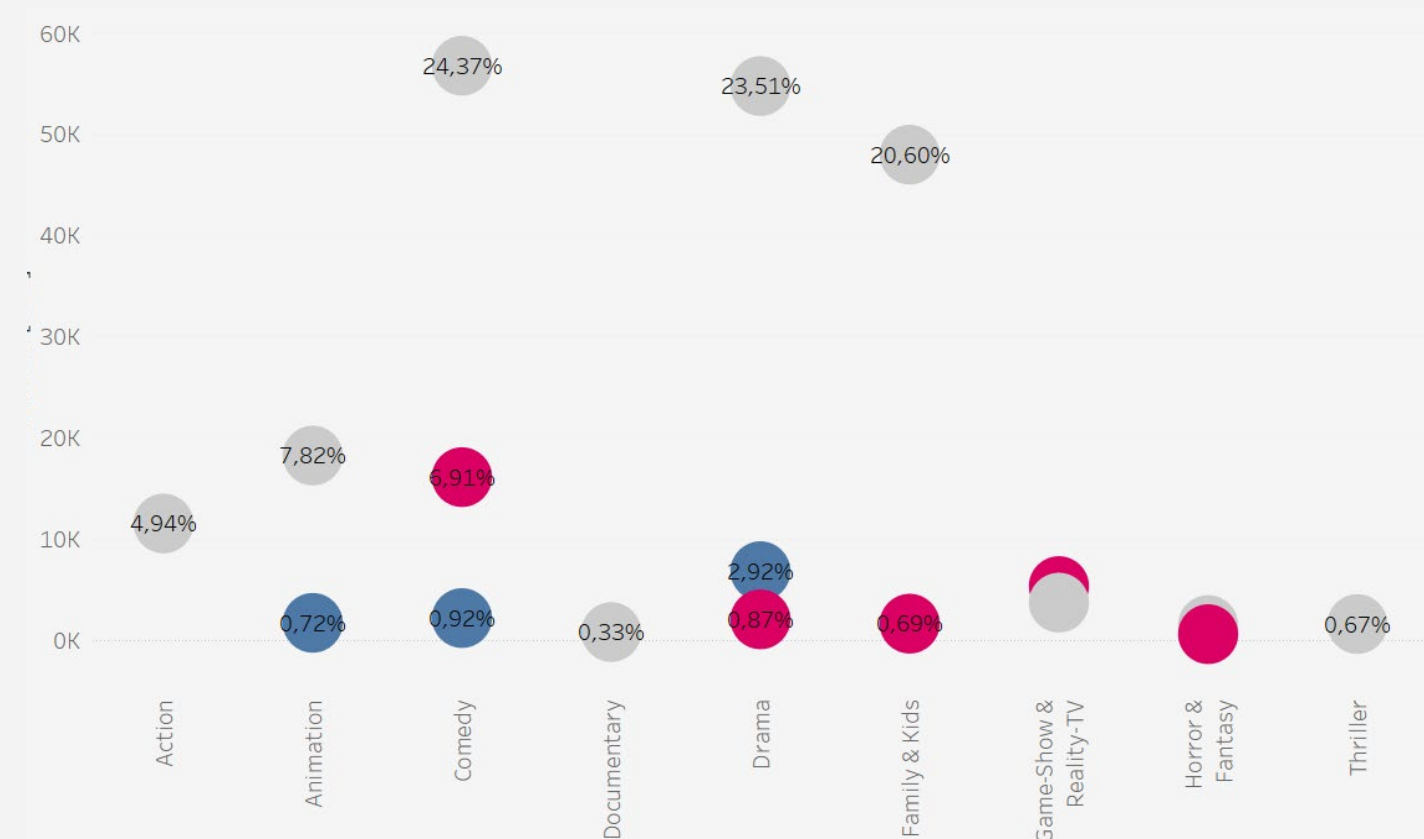
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

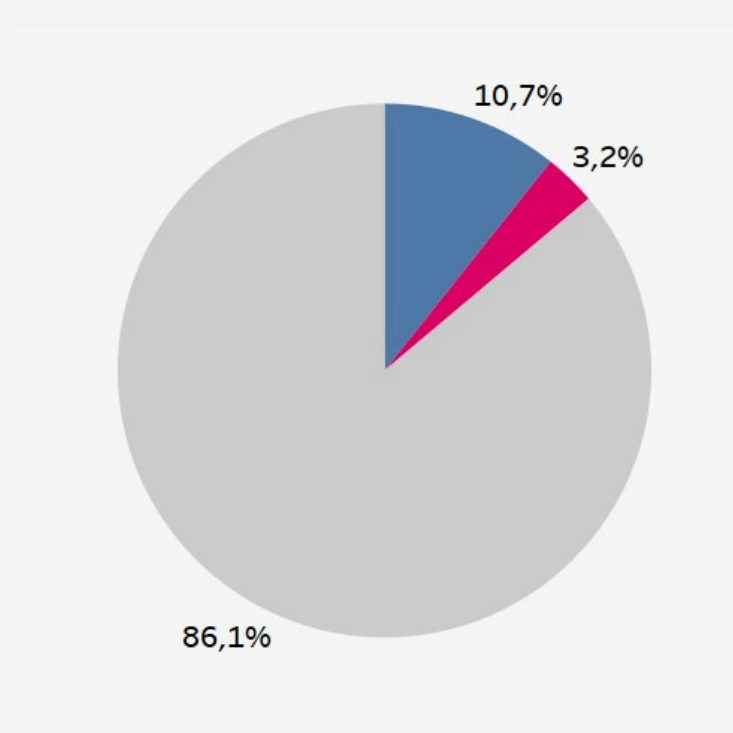


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	ITALY
Animation	1	
Comedy	1	4
Drama	2	1
Family & Kids		1
Game-Show & ..		2
Horror & Fanta..		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Italy Others

LOCAL SHOWS PREVAIL AT THE TOP

This last quarter has been definitely one of the best for local shows. All this effort has already paid off: Italian shows became the second most popular content this month, with 11 points of share, behind only the USA & Canada.

This month's success has a lot to do with "I Hate Christmas", a comforting show that starts off with a question every single female is asked at Christmas time when she's with her family: "And what about your loved one?". The story follows Gianna, who's determined to avoid all the awkward questions about her love life; she designs a plan to find, in less than 25 days, a boyfriend to come with her to Christmas dinner. Would she be able to do it?

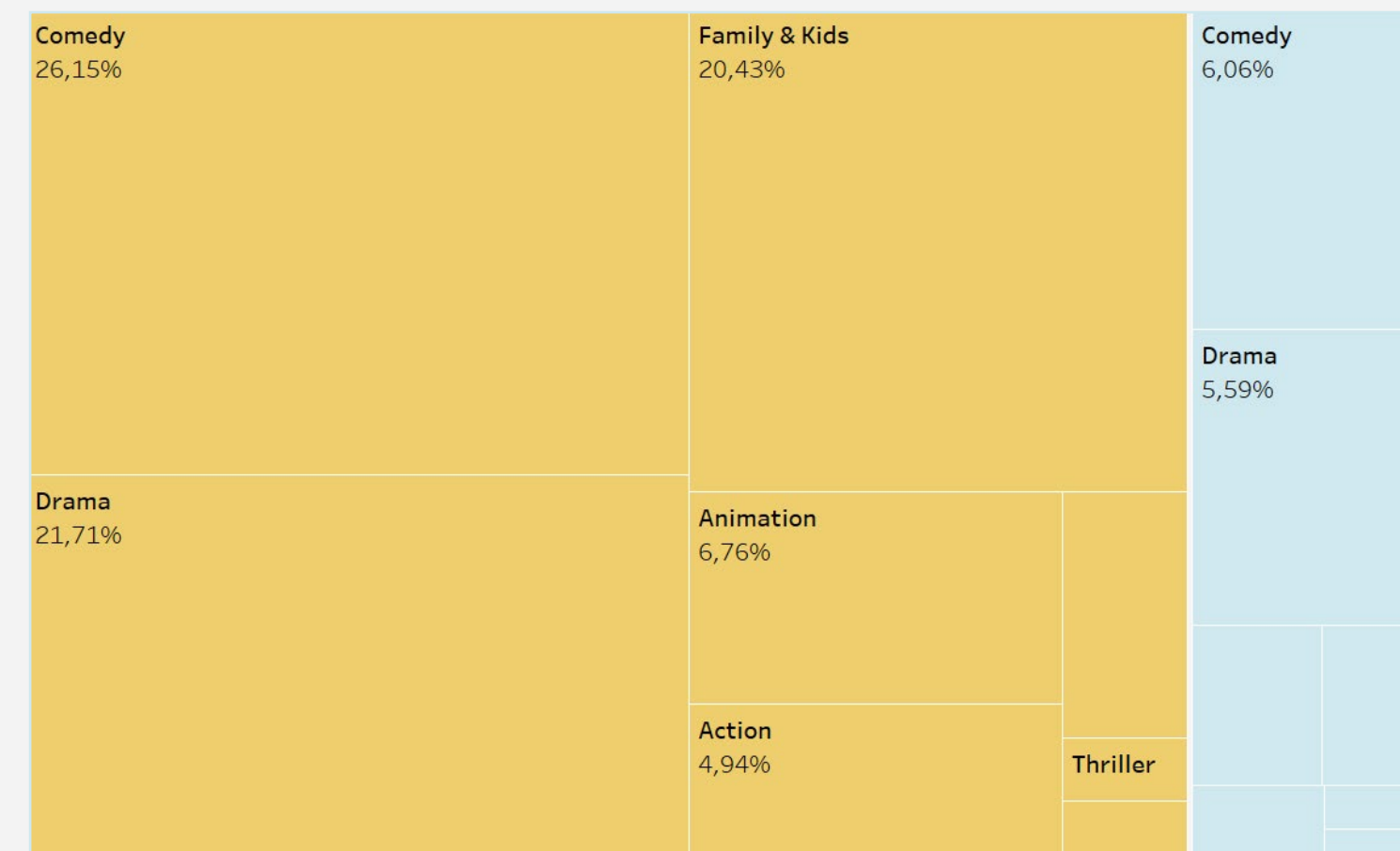
The show is a remake of a Norwegian show, "Hjem til Jul" - bravo to the European remakes economy! The latter and "Delivery by Christmas" made the top shows of December. The Venice-based show has one the most loved tropes in rom-com history: Friends-to-Lovers slash It-Was-Right-In-Front-Of-You-All-Along. Come on, who doesn't love this kind of content?

"I Hate Christmas" gathered 11.6M locally and 27.5M in all markets where the show was available, except for the UK. In only 30 days, the show became the sixth most streamed Italian show. Christmas rom-coms are unstoppable!

ITALY 100 SHOWS | SVOD PLATFORMS

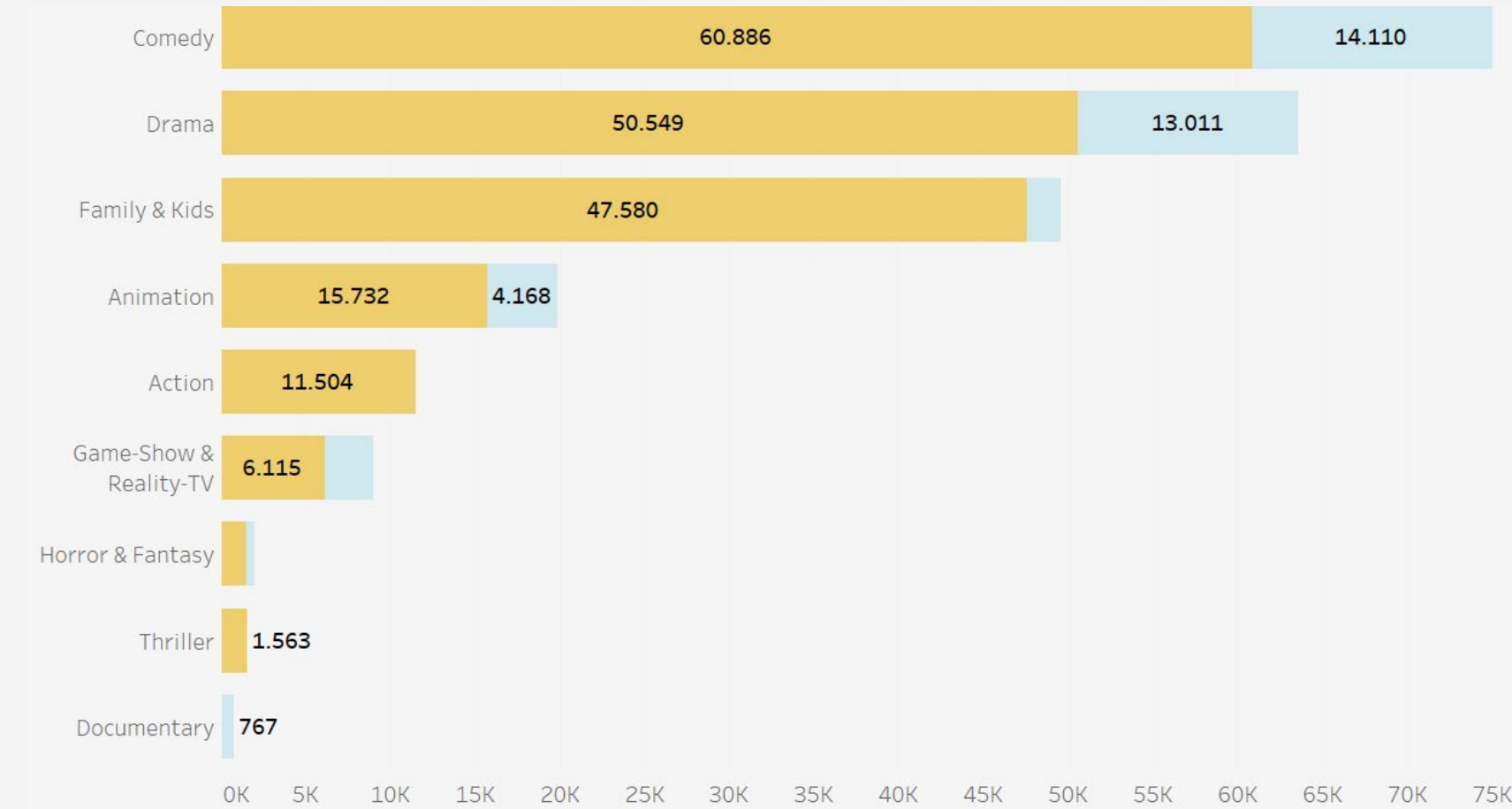
MOST WATCHED GENRES

SHARE BY PLATFORM

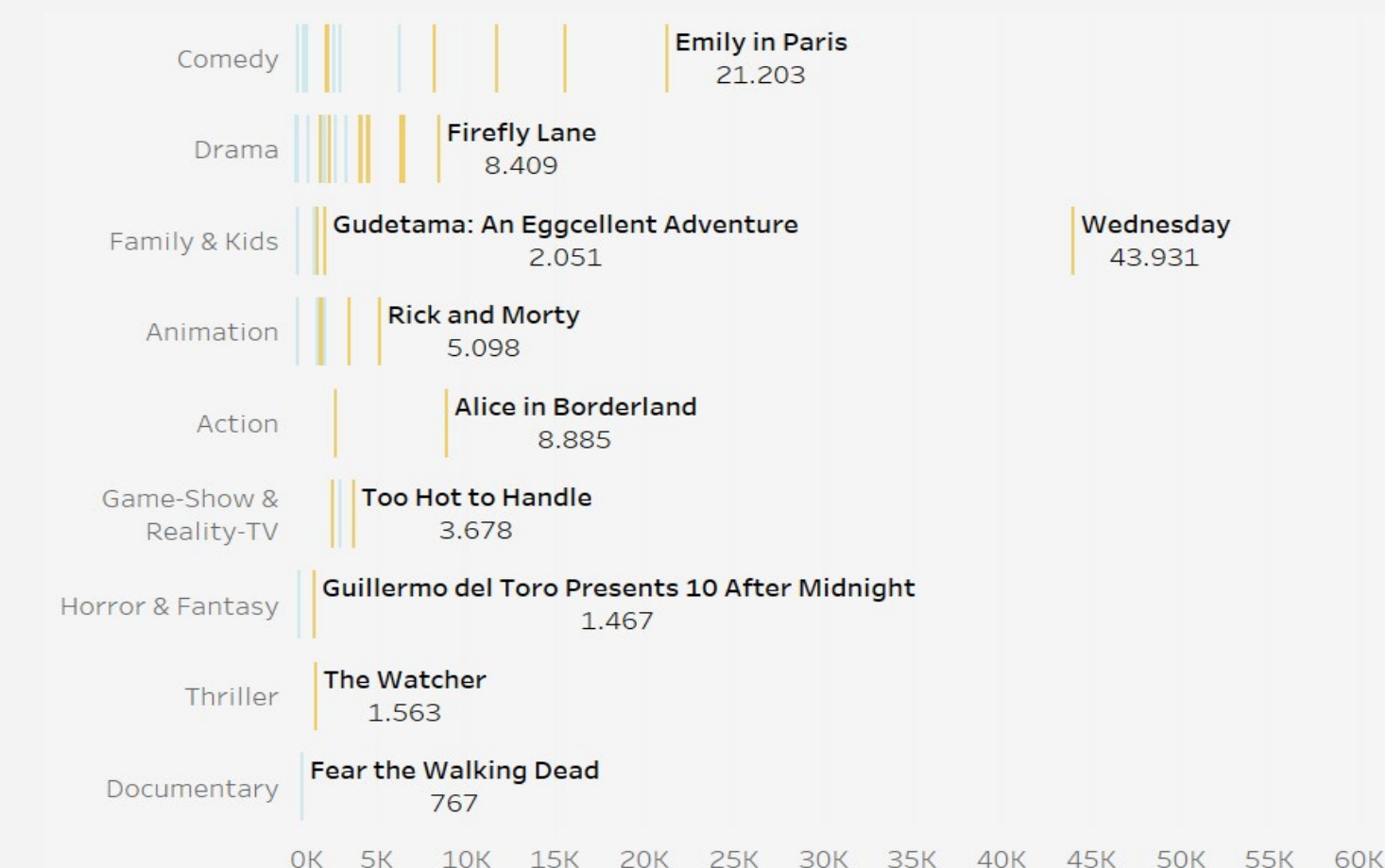


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

PRIME VIDEO REACHES ITS BEST FIGURE OF THE SECOND HALF OF 2022

Apart from "I Hate Christmas", other remarkable performances are the new season of "LOL: Last One Laughing" in its Italian version. This time, the show involves people like Maccio Capatonda, Virginia Raffaele and Corrado Guzzanti. It gathered almost 3M views this month, and became the third most popular show in 2022 on Prime.

"Celebrity Hunted: Caccia all'uomo" also keeps accumulating streams. In the last two months, the show has gathered 6.7M streams, becoming the third most-played content on Amazon's local records and sits among the Top #15 most streamed shows this year.

"The Big Bang Theory", Drama coming-of-age "One Tree Hill" (3.2M) and "Tom Clancy's Jack Ryan", the American political action thriller television series (2.6M), got 16% of views, the best figure in this second semester for Amazon.

HOT CONTENT IN ITALY

“IL MIO NOME È VENDETTA” IS EXACTLY WHAT NETFLIX WANTS OUT OF EUROPE

LOLA RODRÍGUEZ
DATA SPECIALIST



In its first week of release, “Il mio nome è Vendetta” or “My Name is Vendetta” was the second most-viewed non-English film in the world, the second most-viewed film in Italy and the fourth most-viewed film in the world. Since then, “My Name is Vendetta” has managed to get into 91 Tops worldwide, including in Japan & South Korea, where revenge movies are highly valued and consumed. The movie was five times in the weekly Top #10 non-English films, collecting 71.7M hours on the platform, which definitely makes the movie one of the most watched non-English movies in the history of Netflix in terms of hours watched, at least within the first month or two of release - which we know, as we’ve informed you, is quite important for Netflix.

The movie is quite different from other movies from Italy that are strategically crafted for the local market - the ones we usually see on Amazon, such as “Chi ha Incastrato Babbo Natale?” or “Falla Girare”, to name a few. The movie brings a simple idea that works and is easily understood in any region, which is exactly what Netflix wants at this moment when Hollywood costs are increasing. “Il mio nome è Vendetta” can be readily cited as the kind of production Netflix wants to put money into: an affordable cast that not only helps to make the catalogue bigger, but also keeps the audience glued to the platform, consuming for hours and hours.

Breaking the Christmas spell: “Il mio nome è Vendetta”, “Los Renglones Torcidos de Dios” and “Lady Chatterley’s

Lover” claim their spot among the Christmas or Fantasy movies that are frequently consumed at this time of the year. Everybody’s taste is catered for in the catalogue, even if you are a Grinch yourself. The holiday season means more free time, and not everyone wants to get cheesy or inventive, and the SVOD library has on offer whatever people are craving to watch.

So, what is it about anyway? “Il mio nome è Vendetta” follows Santo, a former Mafia enforcer that must take his teenage daughter and flee from old enemies who have just found him. There are strong echoes of the John Wick saga in the movie, with a-Liam-Neeson-in-Taken touch as an extra ingredient.

Cosimo Gomez is the director. He is a professor of scenography at the Academy of Fine Arts in Venice and a member of the David di Donatello and the European Film Academy. This is his third movie, which was co-written with Sandrone Dazieri and Andrea Nobile. The movie was produced by Colorado Film, the same company behind “Natale a tutti i costi”, another local movie that has had great impact this month. By the way, the filmmaker stressed in numerous interviews that he had “many ideas on how to move forward” with the story and that he had specifically considered an ending that allowed for a continuation. We don’t have official confirmation from Netflix, but chances are that, given these figures, we’ll probably be seeing a Part II.



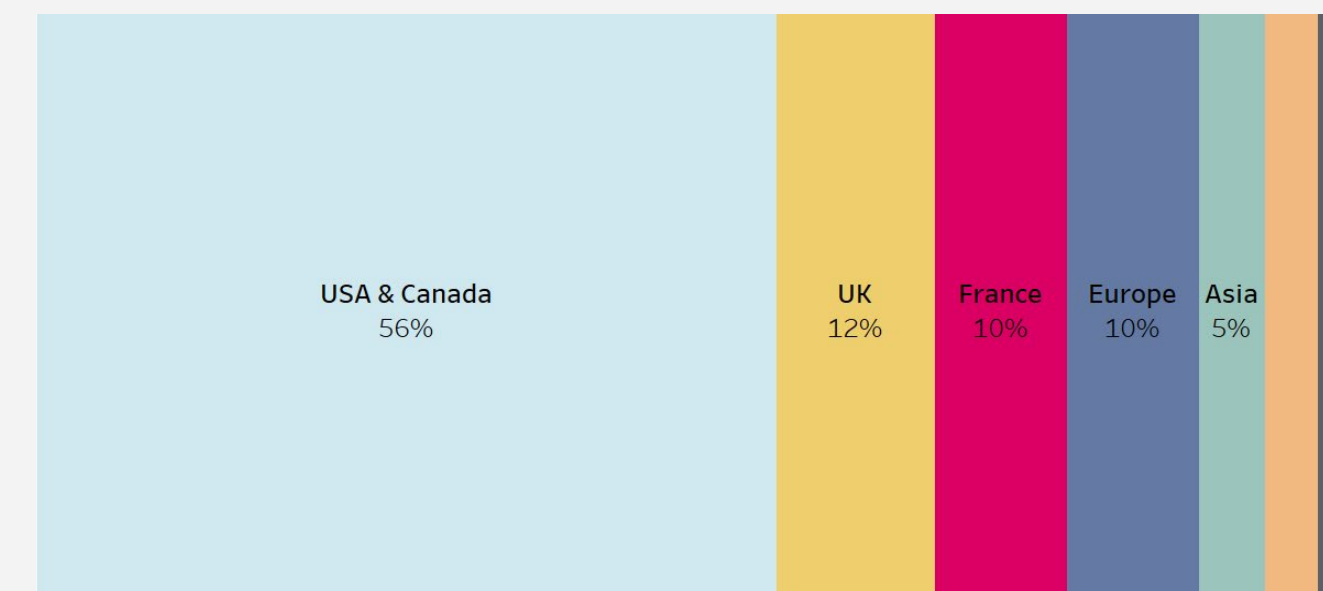
FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

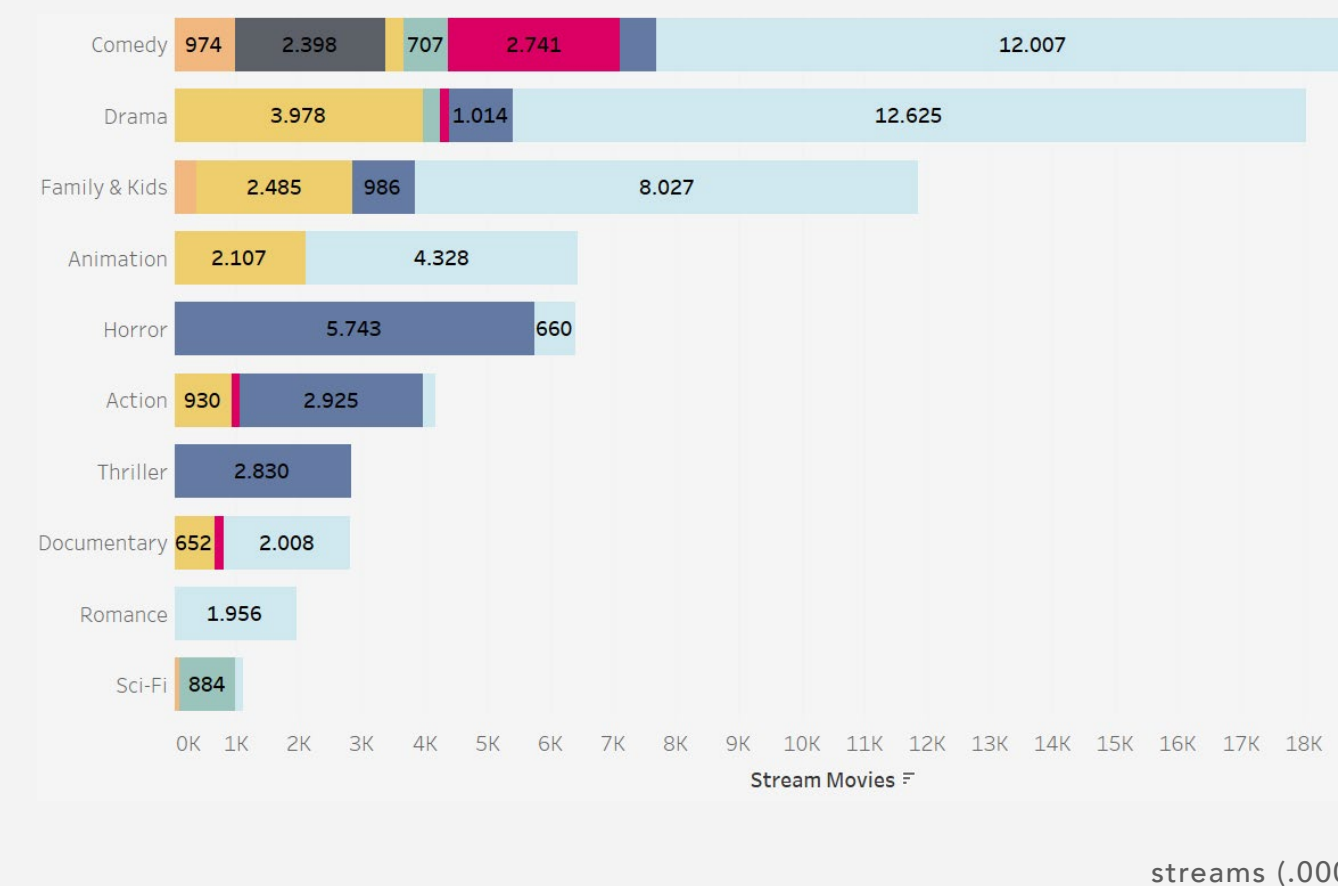
	MOVIES	PLATFORM	GENRE	STREAMS
1	Troll	Netflix	Horror & Fantasy	5.539
2	Knives Out 2	Netflix	Comedy	4.909
3	Bloodshot	Netflix	Drama	3.139
4	Knives Out	Netflix	Comedy	3.088
5	Los renglones torcidos de ..	Netflix	Thriller	2.830
6	Il mio nome è vendetta	Netflix	Action	2.352
7	Pinocchio	Netflix	Family & Kids	2.302
8	Lady Chatterley's Lover	Netflix	Drama	2.281
9	Untraceable	Netflix	Drama	2.140
10	Scrooge: A Christmas Carol	Netflix	Animation	2.107
11	Slumberland	Netflix	Family & Kids	1.718
12	How the Grinch Stole Chri..	Netflix	Family & Kids	1.663
13	Matilda	Netflix	Family & Kids	1.634
14	Angel Falls Christmas	Netflix	Drama	1.546
15	The Boss Baby: Christmas..	Netflix	Family & Kids	1.519
16	The Noel Diary	Netflix	Drama	1.485
17	The Swimmers	Netflix	Drama	1.289
18	A Christmas Miracle for D..	Netflix	Romance	1.216
19	I Believe in Santa	Netflix	Comedy	1.200
20	Belleville Cop	Netflix	Comedy	1.111
21	Private Lesson	Netflix	Comedy	974
22	Doctor Sleep	Netflix	Drama	966
23	A Man of Action	Netflix	Drama	933
24	The Claus Family 3	Netflix	Family & Kids	896
25	The Volcano: Rescue from ..	Netflix	Documentary	886
26	Warriors of Future	Netflix	Sci-Fi	884
27	Joker	Netflix	Drama	876
28	Fireplace for Your Home: ..	Netflix	Documentary	867
29	A Not So Merry Christmas	Netflix	Comedy	860
30	Puss in Boots	Netflix	Animation	851
31	Christmas on Mistletoe F..	Netflix	Family & Kids	850
32	Enola Holmes 2	Netflix	Action	819
33	Good Will Hunting	Netflix	Drama	817
34	Falling for Christmas	Netflix	Comedy	812

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

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



streams (.000)

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

IS FRANCE A GRINCH NATION?

While in other territories we see that Christmas has entirely hijacked December viewing, France remains a counter-culture phenomenon in this respect. The first titles of the grid seem to be more in keeping with the spooky season than the land of Santa. Moreover, the two most successful Christmas titles, "Scrooge: A Christmas Carol" and "How the Grinch Stole Christmas", seem like a second-layered approach to the usual happiness galore of Christmas titles. These occupy positions 10 and 12, a less favourable ranking than in other territories. All this notwithstanding, France is not entirely indifferent to the phenomenon: there are 14 titles including the word "Christmas" this month, to be found between positions 10 and 30.

KNIVES OUT 1 AND 2 PERFORM AT THE TOP LEVEL

With a strong outdoor campaign and perfect timing, "Glass Onion: A Knives Out Mystery 2" is at top #2 with 5M views. It actually harnessed the first film of the saga which jumps to top #4 and collects 3.1M views. Not a bad result for a film released in 2019.

A MARKEDLY UPWARD TREND IN THE UK SINCE OCTOBER

While during the summer months the UK had only 5% of the French market, the number jumped to 10% in November thanks to the Action title, "Enola Holmes 2". In December, the UK gets 12% of the French market with top performing films like "Lady Chatterley's Lover", "Scrooge a Christmas Carol", "Mathilda" and "The Swimmers". These occupy positions between 8 and 17 and collectively garner 7.2M streams.

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

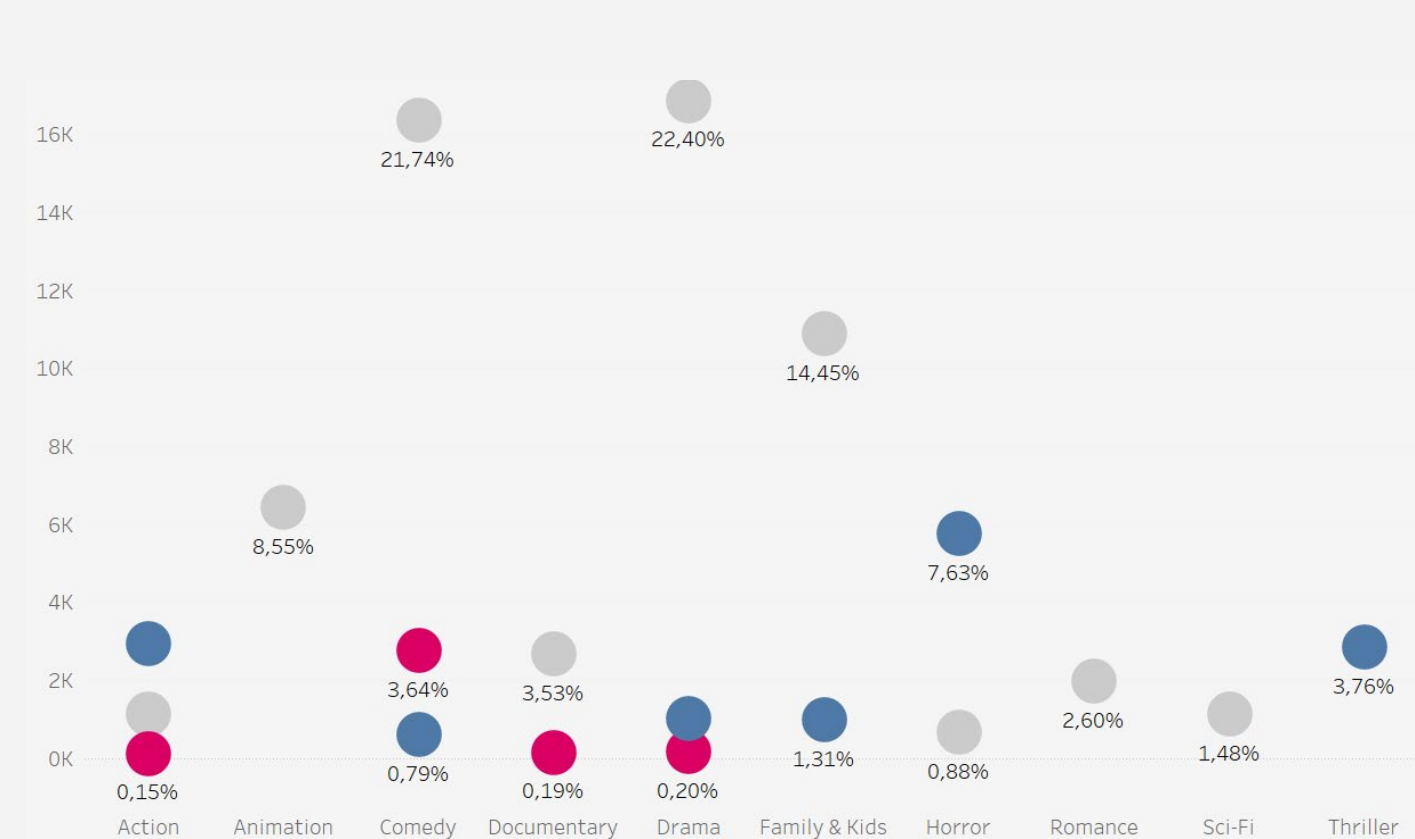
NETFLIX - AMAZON

	MOVIES	PLATFORM	POSITION	GENRE	VIEWERS
1	Troll	Netflix	NO	Horror	5.539
2	Los renglones torcidos de ...	Netflix	ES	Thriller	2.830
3	Il mio nome è vendetta	Netflix	IT	Action	2.352
4	Belleville Cop	Netflix	FR	Comedy	1.111
5	A Man of Action	Netflix	ES	Drama	933
6	The Claus Family 3	Netflix	BE	Family & Kids	896
7	Jealous	Netflix	FR	Comedy	786
8	Jeszcze przed swietami	Netflix	PO	Comedy	592
9	Lesson Plan	Netflix	PO	Action	572
10	Opération Portugal	Amazon	FR	Comedy	472
11	Moloch	Amazon	NL	Horror	204
12	Waly Dia : Ensemble ou ri...	Amazon	FR	Comedy	165
13	Salam	Amazon	FR	Documentary	145
14	Clasico	Amazon	FR	Comedy	115
15	Overdose	Amazon	FR	Action	113
16	Jarry Au Dôme De Paris	Amazon	FR	Comedy	92

SHOWING 16/20 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

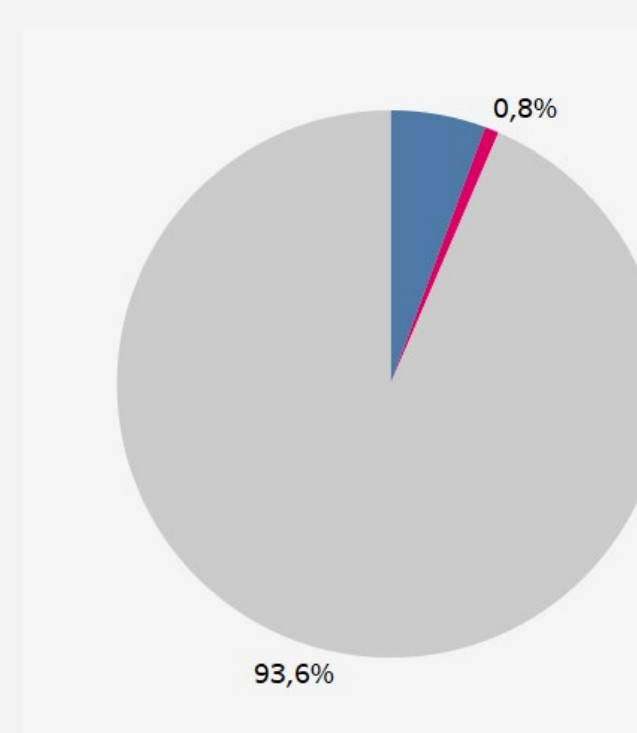
NETFLIX - AMAZON

GENRE	EU	FRANCE
Action	2	1
Comedy	1	6
Documentary		1
Drama	2	2
Family & Kids	2	
Horror	2	
Thriller	1	

PRODUCTION COUNTRIES:

Europe France Others

CONTRIBUTION TO DRAMA STREAMS



A EUROPEAN TITLE HITS TOP 1 IN FRANCE: "TROLL" MAKES 5.5M VIEWS

This is the third time a European title hits the top 1 in 2022. The other two cases were local French films playing in their home territory. It is also the first time a Foreign-language film hits this privileged position. This Norwegian Horror had no compunctions stealing the limelight from Santa in Santa's month par excellence. A bold Palaeontologist tries to stop a deadly troll from inflicting destruction, against a backdrop of Scandinavian mountains and mythology. It seems the perfect plan for the holiday season and the audience embraced it.

SPANISH AND ITALIAN TITLES ALSO ATTAIN THE HIGHEST POSITIONS

The Thriller, "Los Renglones Torcidos de Dios" and the Action title "Il mio Nome e Vendetta" occupy 5th and 6th positions of the overall ranking, with 2.8M and 2.3M views respectively. Spanish scam period thriller "A Man of Action", set in Paris, makes almost 1M views. The Belgian Christmas tale "The Claus Family 3" gets 900K, in top 23. Are successful Christmas titles exclusively English-speaking? It's probably time for Europe to have its say.

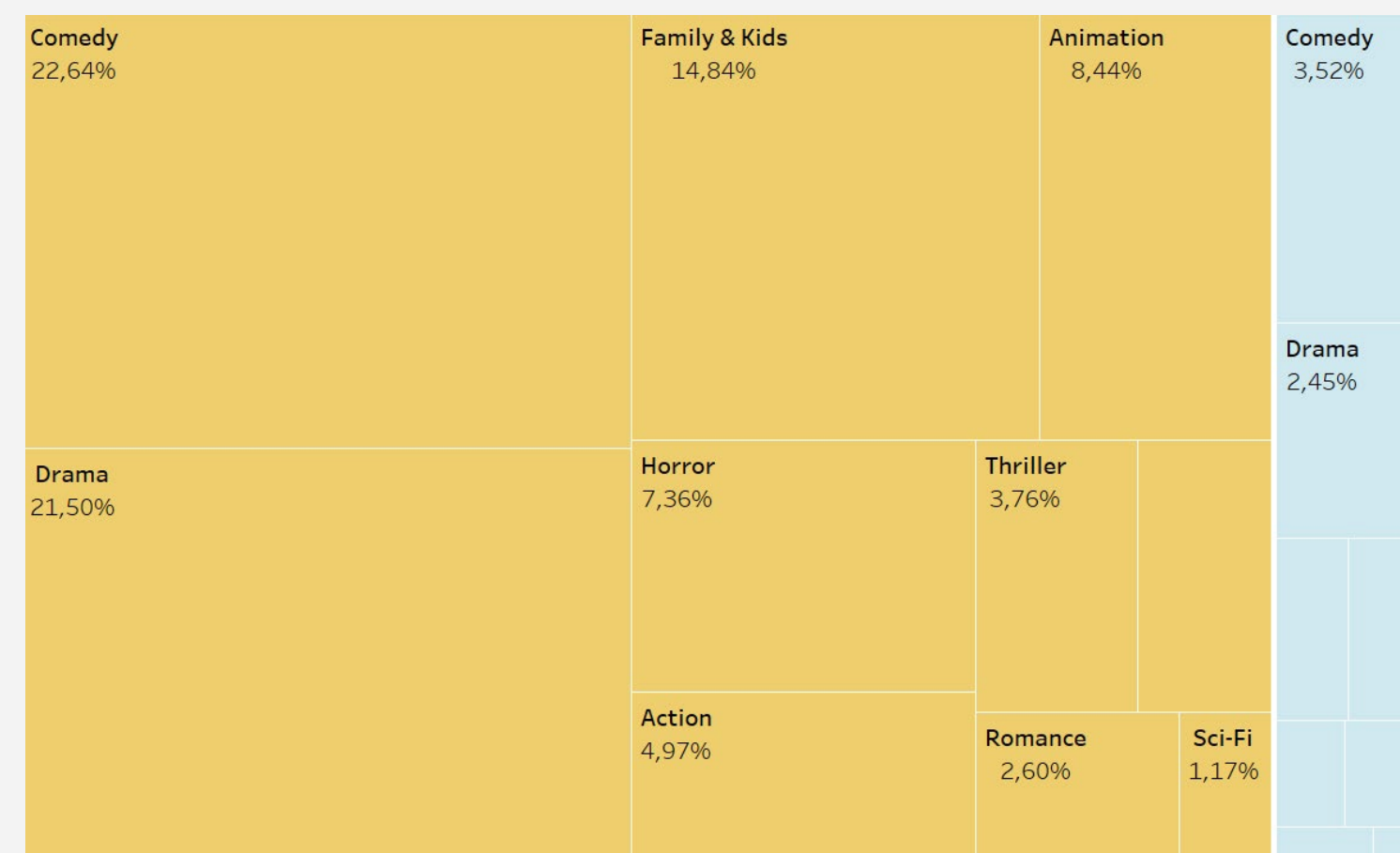
FRANCE IS NOT A PROMINENT PLAYER IN DECEMBER

The only title that might be considered in any way highlightable is "Belleville Cop", which hits the top 20, with 1.1M views. That is not a lot, given that the main star is Omar Sy, one of the most bankable actors in France, who also has an existing fan base on Netflix. The film made 4.8M at the French box office when it was released theatrically in 2018.

FRANCE 100 MOVIES | SVOD PLATFORMS

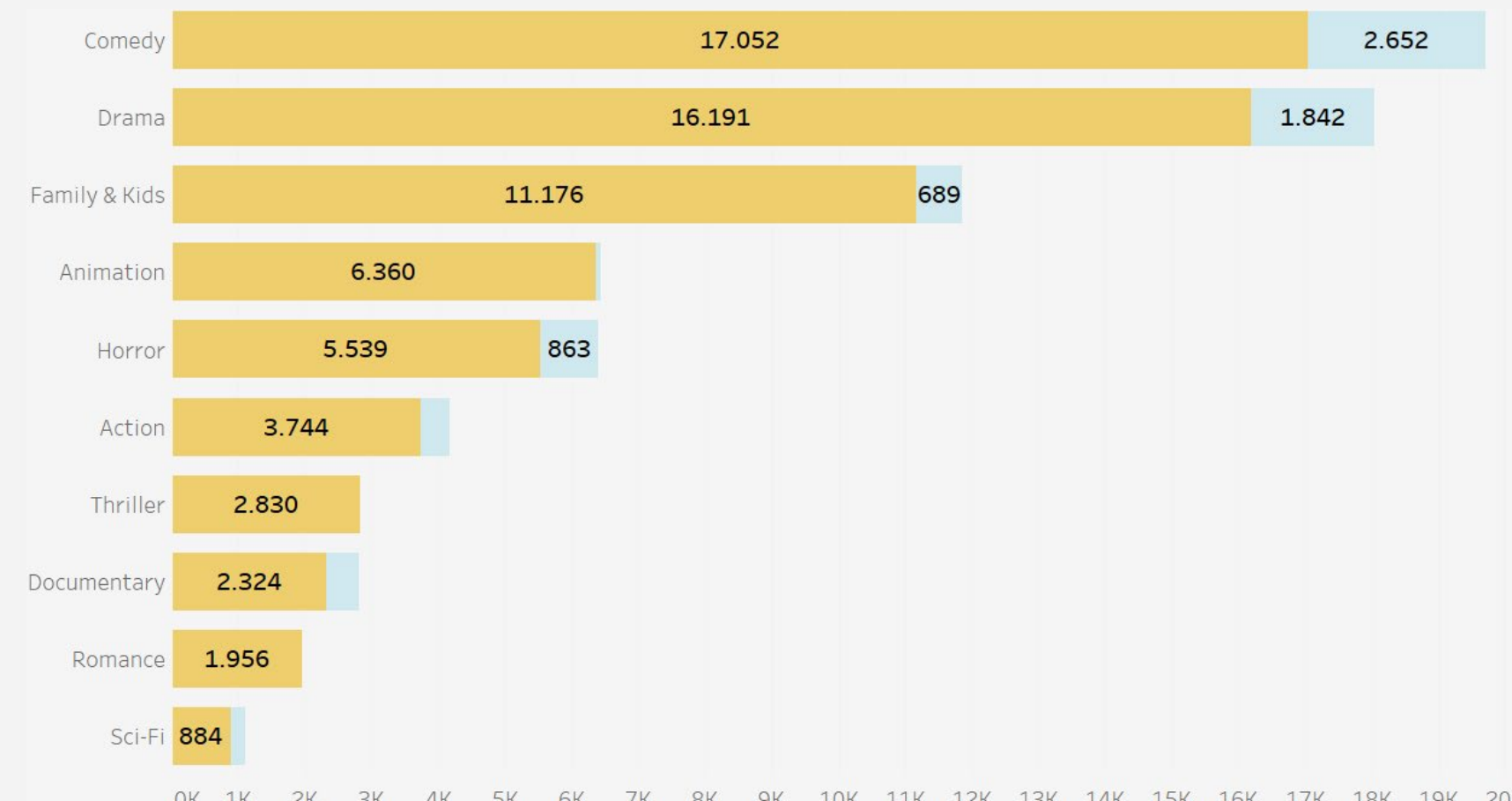
MOST WATCHED GENRES

SHARE BY PLATFORM

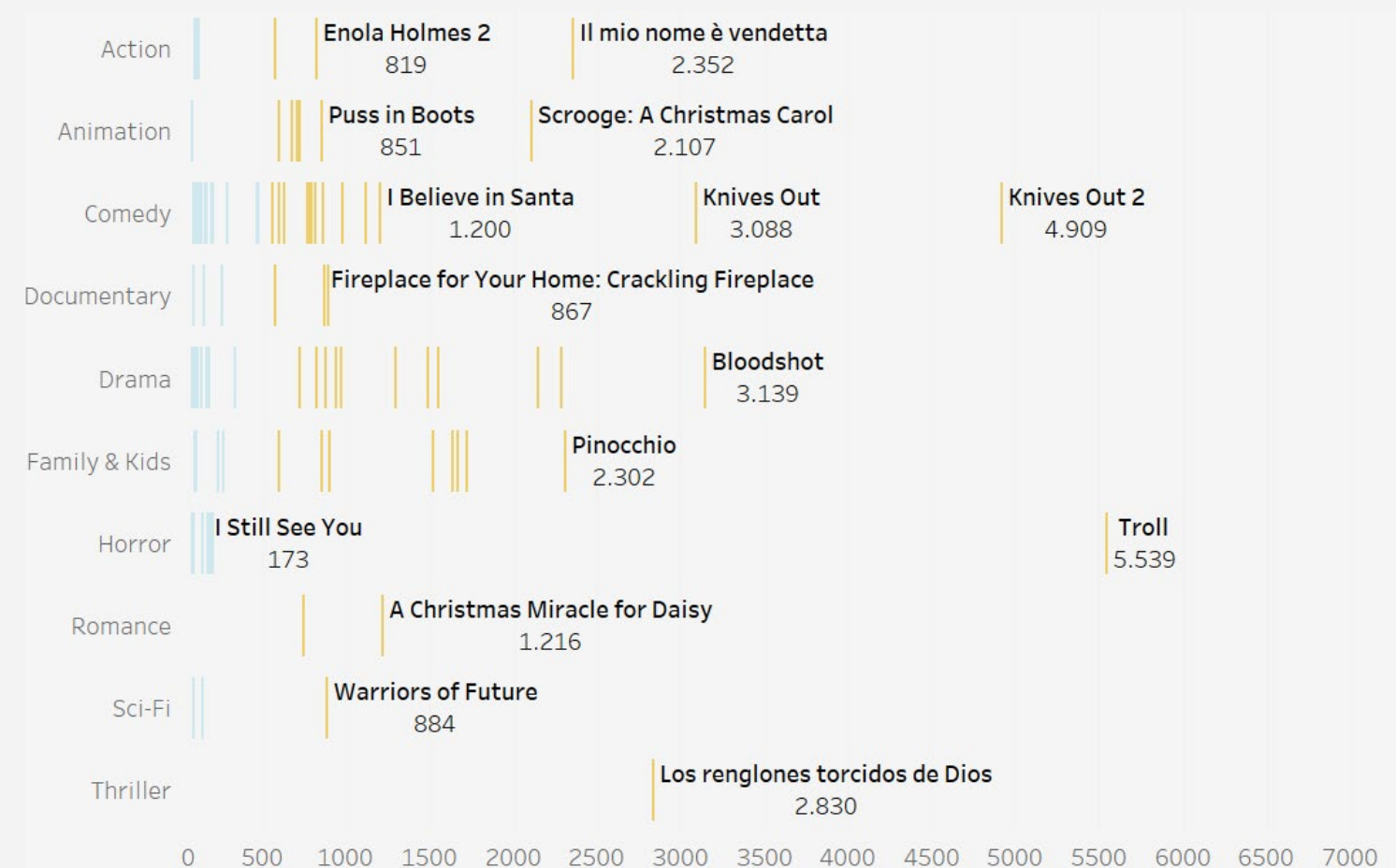


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

ACTION DEFLATES IN DECEMBER

Usually one of the two first preferred genres, Action was not a huge success in December, occupying 6th position. When we look further, the only truly successful Action film was the Italian "Mon nome e Vendetta", but it didn't have enough traction to allow the genre to hold its own. Since all American titles are veering towards the Comedy or Christmas sub-genre, and there was no French fare, the Action genre was abandoned.

AMAZON DOESN'T HAVE ONE SINGLE TITLE IN THE TOP 50

The E-commerce giant gets one of its lowest shares this month: only 9.6% of the streams in the top 100, which is the worst figure we've ever recorded for the platform. France is never particularly generous with Jeff Bezos' platform - the average is about 12%. While Netflix has 12 Christmas titles, Amazon manages to place only 2, and they both perform clearly under average. As usual, Netflix reserved a high number of options, genres, and new releases for the holiday season. It was not the case with Amazon. The hopes of monetizing "The Lord of the Rings" series and dynamizing the platform in 2022 have entirely evaporated.

FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

SHOWS	PLATFORM	GENRE	STREAMS
1 Wednesday	Netflix	Family & Kids	61.180
2 Emily in Paris	Netflix	Comedy	35.646
3 Alice in Borderland	Netflix	Action	25.953
4 Nate Is Late	Netflix	Animation	18.409
5 Firefly Lane	Netflix	Drama	16.465
6 Les Sisters	Netflix	Family & Kids	14.422
7 PAW Patrol	Netflix	Animation	13.934
8 Friends	Netflix	Comedy	12.969
9 Dead to Me	Netflix	Comedy	12.648
10 1899	Netflix	Drama	12.054
11 The Recruit	Netflix	Drama	10.774
12 Parasyte: The Maxim	Netflix	Animation	9.895
13 The Loud House	Amazon	Animation	526
	Netflix	Animation	8.764
14 Manifest	Netflix	Drama	8.436
15 Elite	Netflix	Drama	7.907
16 Sonic Prime	Netflix	Animation	6.581
17 The Witcher: Blood Origin	Netflix	Action	6.205
18 Hunter x Hunter	Netflix	Animation	5.982
19 Pep's	Netflix	Comedy	5.555
20 The Crown	Netflix	Drama	5.501
21 Celebrity Hunted: Chasse ..	Amazon	Game-Show & Reality-TV	5.370
22 The Blacklist	Netflix	Comedy	5.231
23 Petit ours brun	Netflix	Family & Kids	5.098
24 I Hate Christmas	Netflix	Comedy	4.896
25 Grizzly and the Lemmings	Netflix	Family & Kids	4.894
26 Gudetama: An Eggcellent ..	Netflix	Family & Kids	4.634
27 The Vampire Diaries	Amazon	Comedy	4.457
28 Christmas Tomorrow	Netflix	Drama	4.447
29 One Of Us Is Lying	Netflix	Drama	4.439
30 Naruto: Shippūden	Amazon	Animation	532
	Netflix	Animation	3.855
31 Tom Clancy's Jack Ryan	Amazon	Drama	4.162

SHOWING 31/100 - [See complete chart here](#)

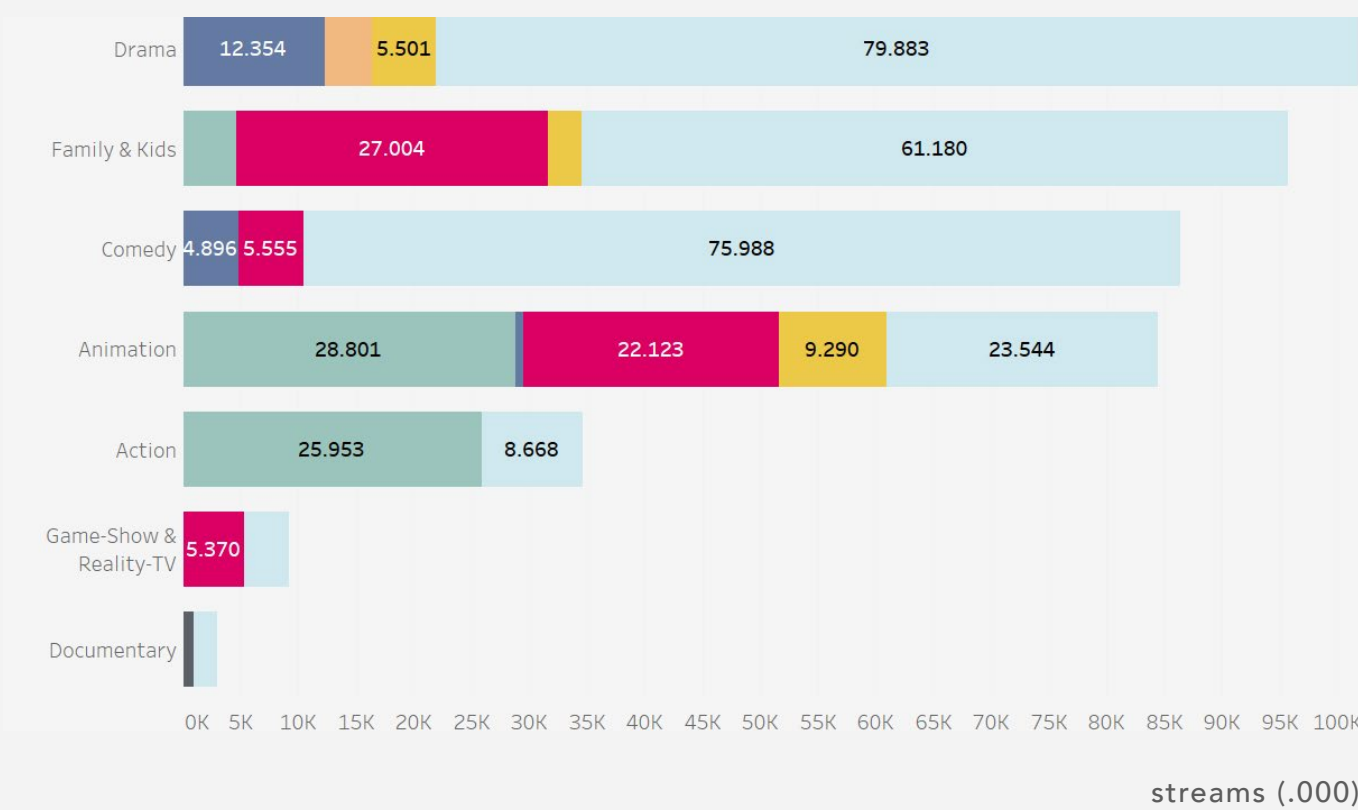
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



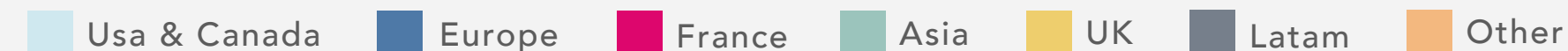
“WEDNESDAY” IS CLEARLY ON THE WAY TO BECOMING ONE OF THE TOP-PERFORMING SERIES OF THE YEAR

Launched on November 23, the series accumulated 35M streams during that month. In December, with 61M streams, it reached number 1. Overall, with the 96M views it got in only 5 weeks, “Wednesday” is clearly on the road to becoming one of the top-performing series of the year. Not far behind, in top 2, comes the third season of Netflix’s “Emily in Paris”, with 35M views.

ASIA CONQUERS 13% OF THE FRENCH MARKET

French audiences love Asian content. This month, the Science-fiction, meta-verse, young-adult, based on a popular Manga, Japanese Action title “Alice in Borderland” conquers top 3 with 26M views. Its winning cocktail of genres pleases the algorithm and gives the show its highest ranking to date. That’s why we chose it as this month’s Hot Title for the French market. Check it out! But this is not all. The Animé “Parasyte The Maxim” is in the top 12 with 10M views. Furthermore, Netflix-France classics like “Hunter X Hunter” or “Naruto” appear around 20 and add more and more streams for Asia.

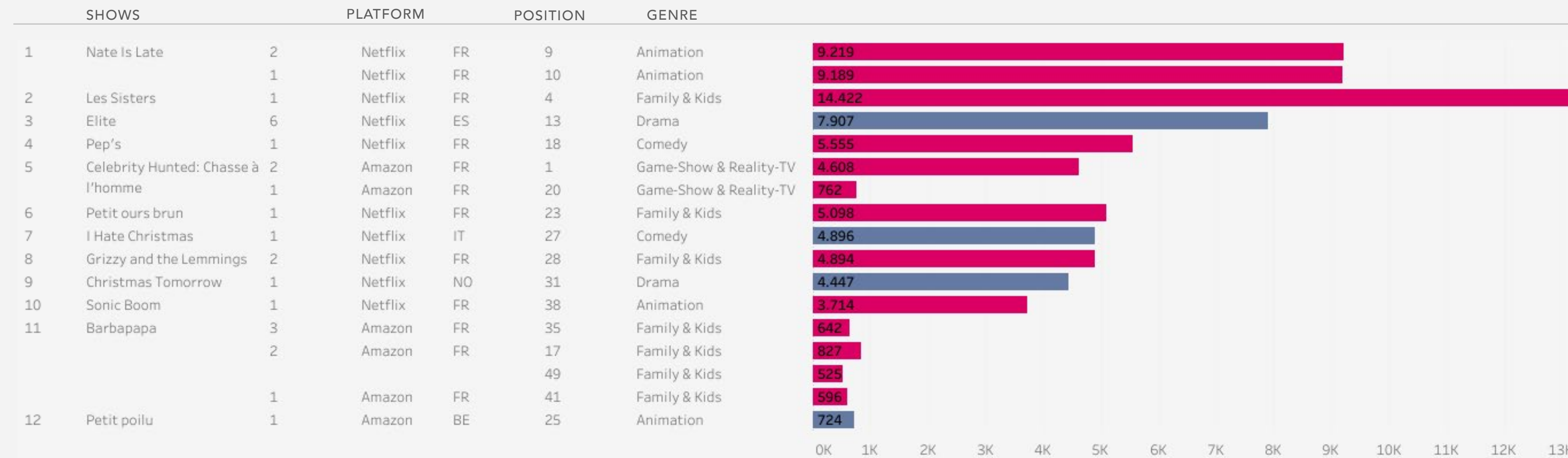
PRODUCTION COUNTRIES:



FRANCE 100 SHOWS | EUROPEAN FOCUS

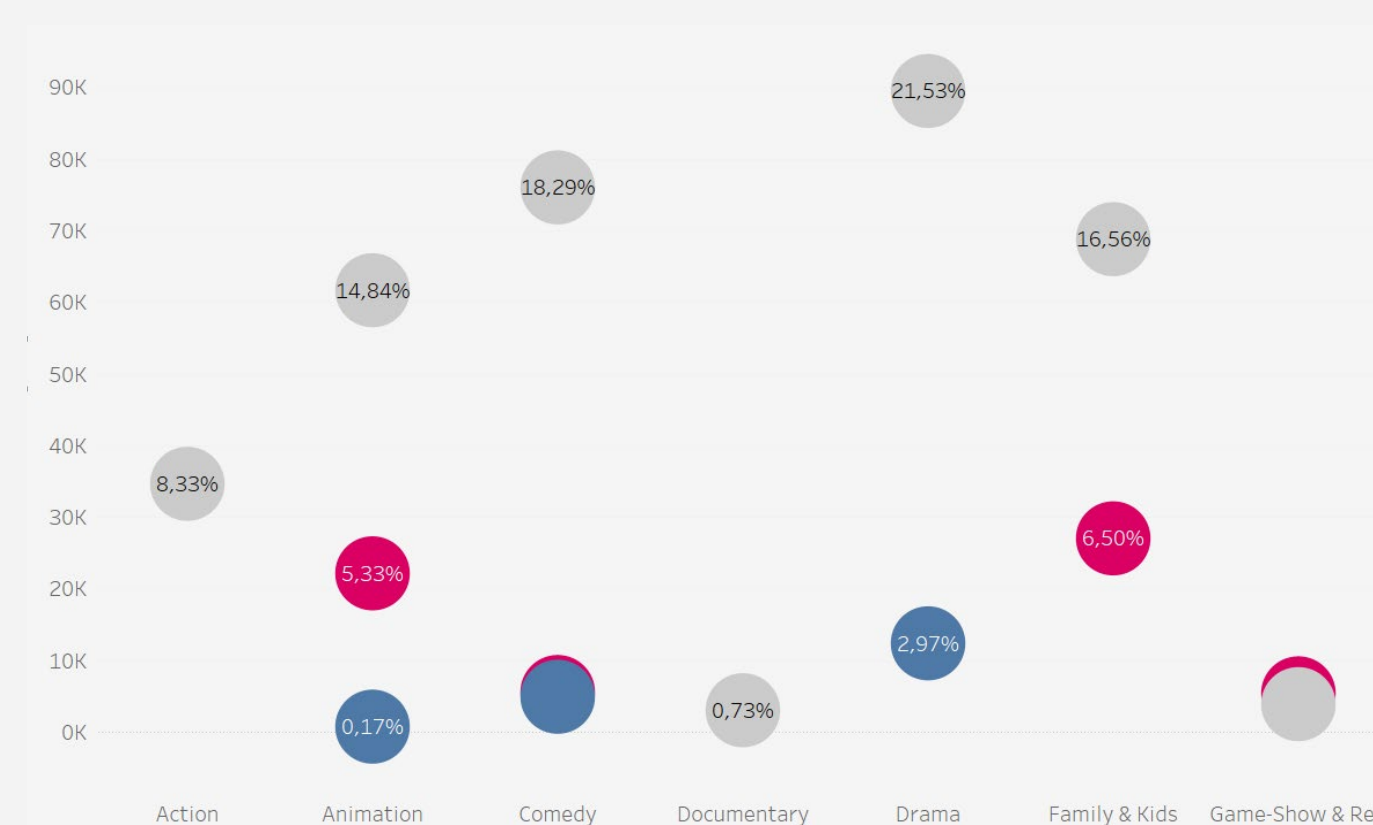
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

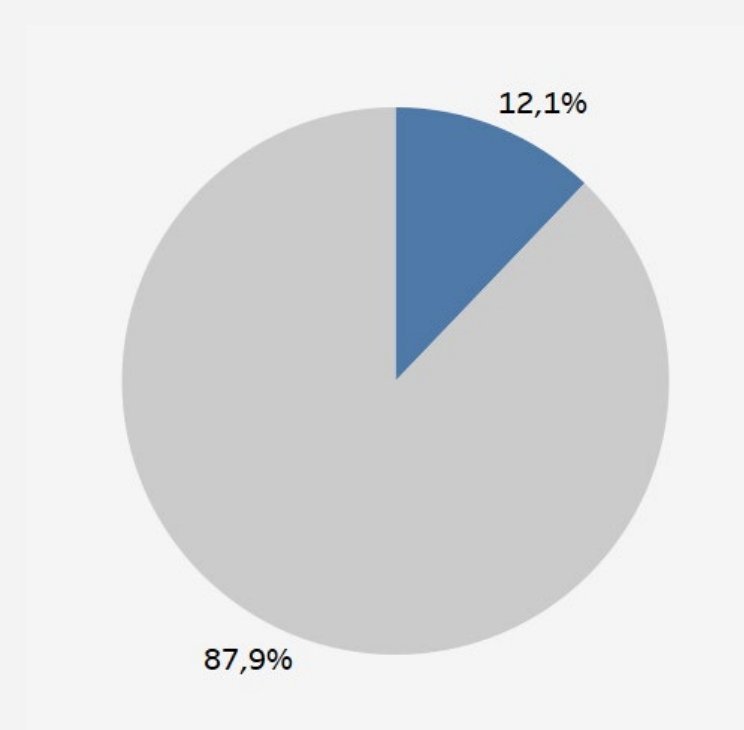


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	FRANCE
Animation	1	2
Comedy	1	1
Drama	2	
Family & Kids		4
Game-Show & Reality-TV		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:



FRANCE LIVES FROM ANIMATION

As in several months of 2022, Animation and Family salvage the entire French performance. Out of 13 French series in the top 100, 12 belong to this genre. The phenomenon of over-performing animated French content is often intensified during the vacation seasons and bank holidays. "Nate is Late" and "Les Sisters" are the most popular French shows and accumulate 33M views.

STRONG PERFORMANCE OF "ELITE" IN ITS SIXTH SEASON AND SECOND MONTH

"Elite" is one of the most successful non-English shows on Netflix ever. Although the 6th season seems to have deflated compared to previous ones, it still conquers the 5th position in the overall ranking with 8M streams, which add up 25M if we take the previous month's figures into account. The show is the only non-local European one in the top 20.

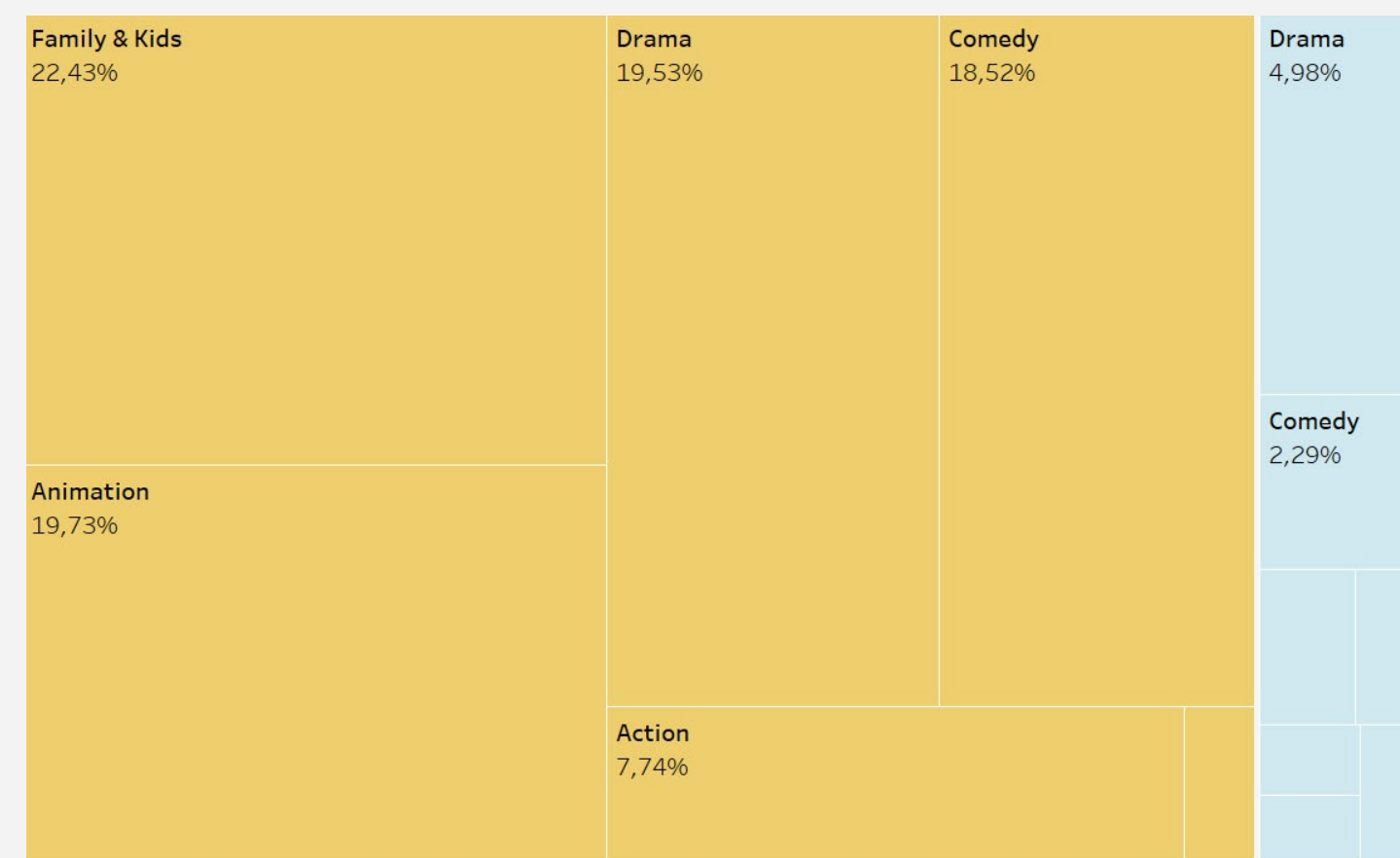
TWO EUROPEAN CHRISTMAS SUB-GENRE SHOWS PERFORM MORE THAN CREDITABLY

Italian young adult and family comedy, "I Hate Christmas", is in the top 27 with 4.9M streams and Norwegian drama, "Christmas Tomorrow", is at # 31 with 4.5M streams.

FRANCE 100 SHOWS | SVOD PLATFORMS

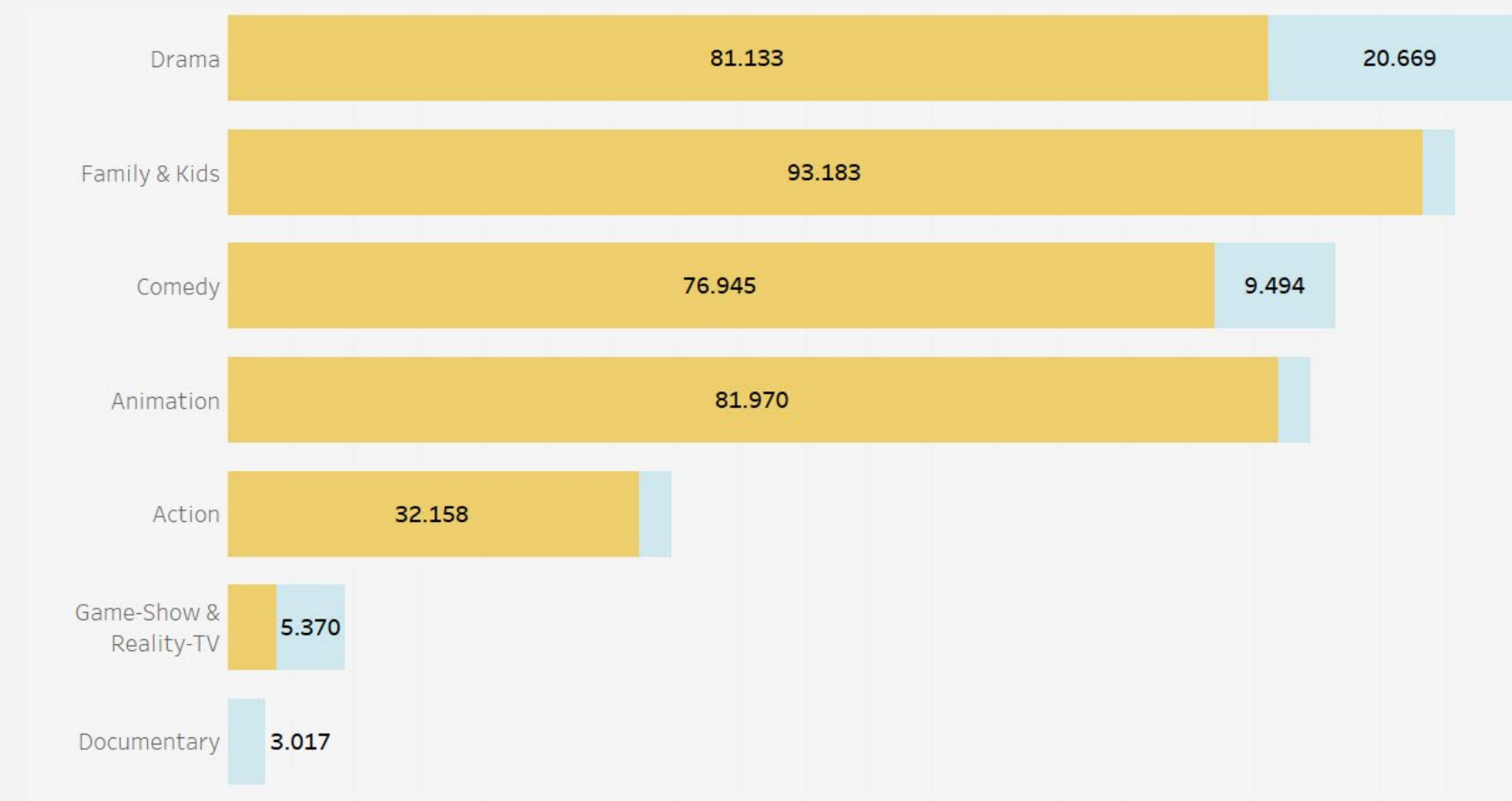
MOST WATCHED GENRES

SHARE BY PLATFORM

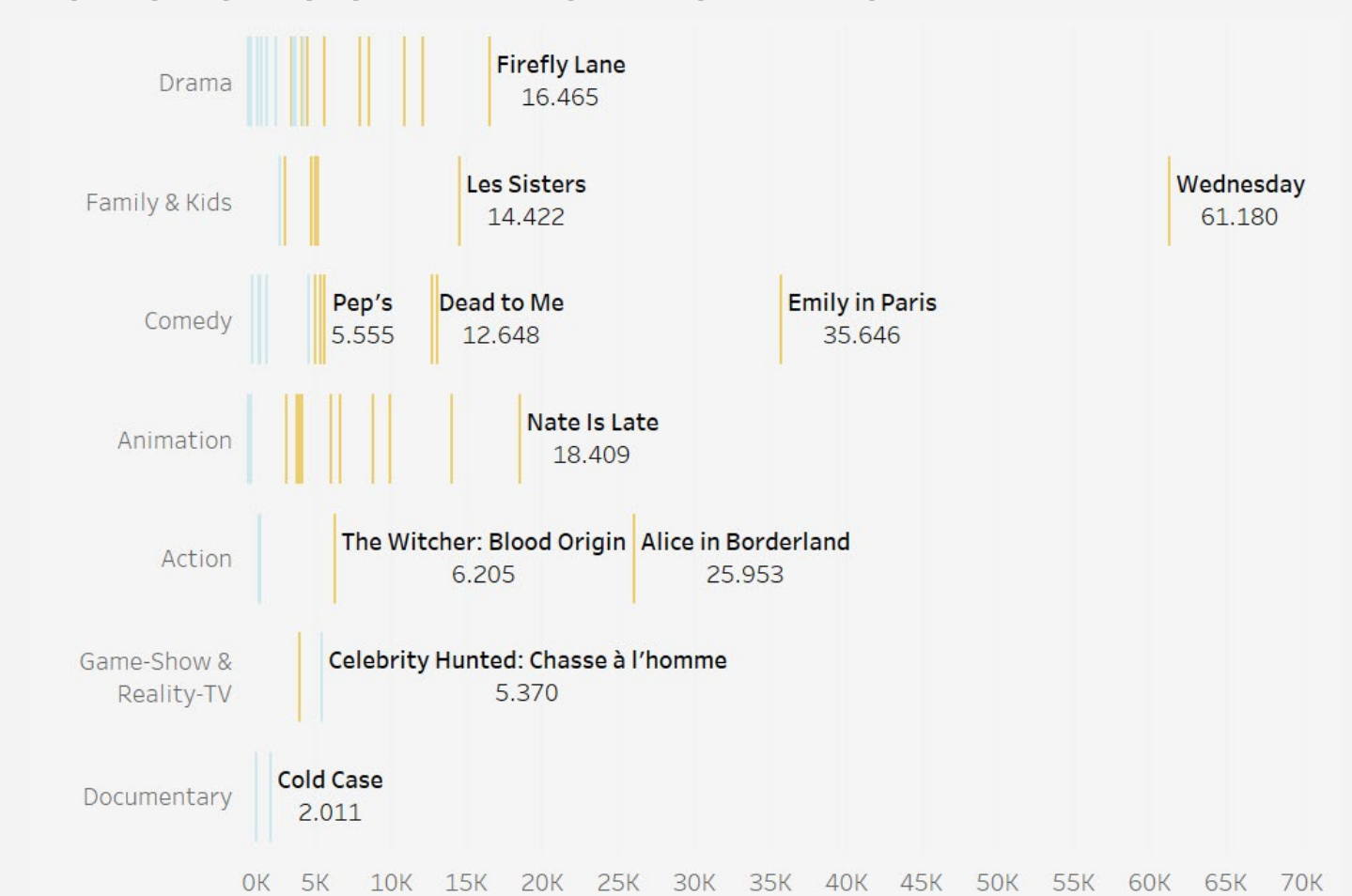


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

ALTHOUGH AMAZON IS CORNERED, IT SHOWS ITS TEETH WHEN IT COMES TO REALITY SHOWS

"Celebrity Hunted: Chasse à l'Homme", a French game and reality show, hits top 21 in the overall ranking and collects 5.3M views for Amazon. This is a genre where Amazon has a track record of success, particularly with reality shows like "Camera Cafe" and "LOL", remade and localized to several countries. This month, Reality is the only genre where Jeff Bezos' entertainment fare surpasses Netflix. The N platform has 1 single Reality show: the American title, "Too Hot To Handle", with 3.8M views at # 34. Can Prime Video take full advantage of this little opening of opportunity in the streaming wars?

AMAZON GETS ONLY 11% OF THE SHOWS MARKET BUT STILL SQUEEZES 5 SHOWS INTO THE TOP 40

The successful Amazon shows appear between top 20 and top 40 this month, most of them American and from libraries. This is still a much better scenario than for Amazon's films in the French market. The American comedy, "Vampire Diaries", gets a notable top 27 with 4.4M streams, and the American Drama "Tom Clancy's Jack Ryan" gets to top 31 with a similar amount of views. In the Documentary genre, Amazon is playing alone this month and gets 3M views with two American shows: "Cold Case" and "Fear the Walking Dead". There's no strategic consistency in the programming from month to month, not even with titles that perform well.

HOT CONTENT IN FRANCE

DANGEROUS ASIAN GAMES AND THEIR HIGH PERFORMANCE IN FRANCE.

SARAH CALDERÓN
CEO



“Alice in Borderland” is a Japanese Science Fiction show produced by Robot Communications Inc., that follows the dangerous games of three teens in Tokyo. This television series, which includes two seasons, is based on a Manga by Haro Aso and has been compared to successful survival genre titles such as “Cube” and “Battle Royale”. As in the unexpected Korean big hit “Squid Game”, players can get killed for real, taking adrenaline and conflict to the absolute limit.

Greenlit in 2019, the series involves high-end VFX produced in Japan, India and Singapore, as well as an astonishing studio replica of the iconic Shibuya crossing in Tokyo. According to Rotten Tomatoes, the level of acceptance of the first season (2020) is as high as 75%, and the second (2022) is 88%. Just a month after the streaming of the first season, the second season got its greenlight, early in 2021. According to our data, the first season obtained 64M views in the five markets and the second one has already accumulated 49M.

France Loves Animé, and seemingly its derived versions in real image.

If we look back at the figures, we know France loves Animé. No surprise this real image show, based on a popular Manga, goes straight to the top 3 in season 2 and cumulates 26M in one month. Its unique cocktail of genres mixes keywords and tags that Netflix’s algorithm loves:

a dangerous game adapted from Manga, with a meta-verse approach, with young adult characters. What else? As a result, this show propels the already important Asian market share in France. This is not the only month when Asian content gets to command an important percentage share in France: back in January 2022, Asia got 19%, and in June and in September, this continent obtained 13%. The overall average this year has been 14%, surpassing both Europe’s and France’s performance.

Moreover, Asia is one of the territories that produces strong shelf-life classic titles in France and is back in the top positions every holiday period. The US aside, Asia is the only continent generating this traction with just a few recurrent titles. For example, “Hunter X Hunter” achieved 160M views in 2022, while “Naruto” and “Naruto: Shippûden” together got 513M, and “Pokemon” 75M.

What’s coming up next from Asia?

According to Variety , Japan got its Netflix slate expanded in 2022: “the company says it has 15 new shows in the comedy, reality television and documentary genres in different stages of development.” This followed the previous announcement at the Netflix Japan Festival 2021 of fifty new shows confirmed by the N platform, the vast majority of them animations. According to Newsweek , with 34 titles slated for release this year, the streaming service is

increasing its current investment in Korea as well. With 801 M already invested in the past, the figure will be growing. Netflix’s VP of Korean content, Don Kang, referring to the Korean viewership, explained: “We know our stories, and we know what works with our local members. If you try to create a show, imagining you know your audience...it’s very unlikely that you’ll get it right” and equally unlikely to “be very authentic to your genuine creativity”. But if a local story translates internationally, “it’s proof that we share something universal”.



Although Asian titles are certainly not shaped for France, we know these will be very well received in this market. In 2023 and 2024 we expect exponential growth of the Asian market’s share in France. Can producers, distributors and other platforms make the most of this opportunity?

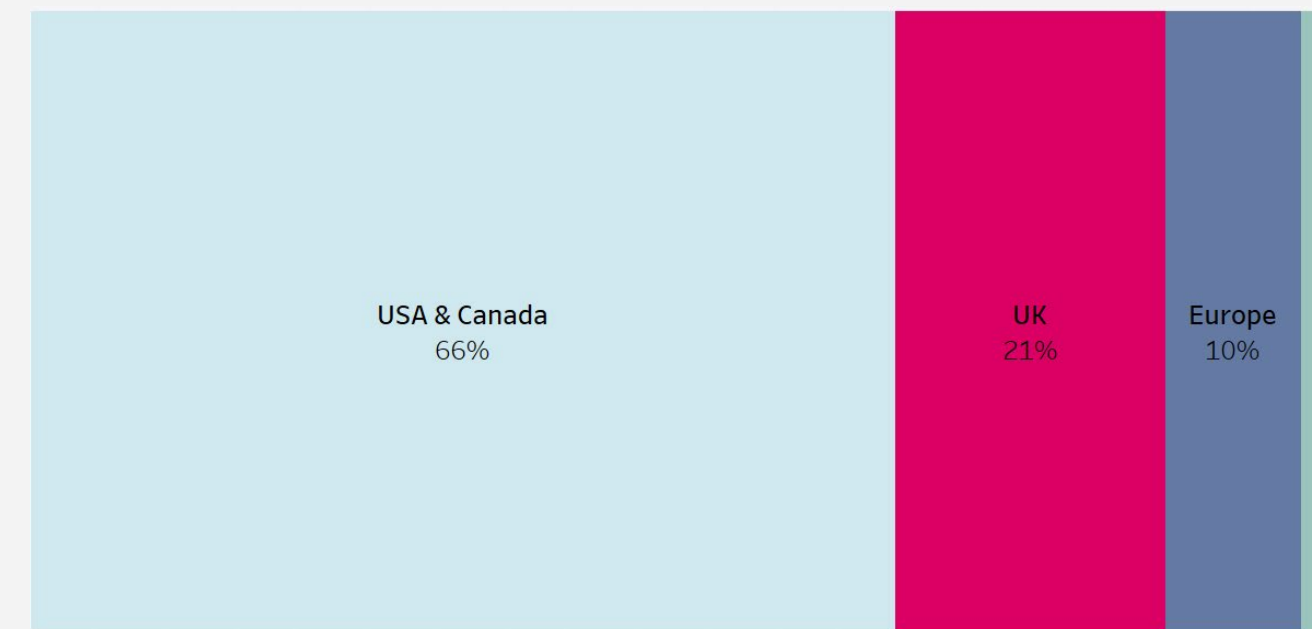
UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE NETFLIX - AMAZON

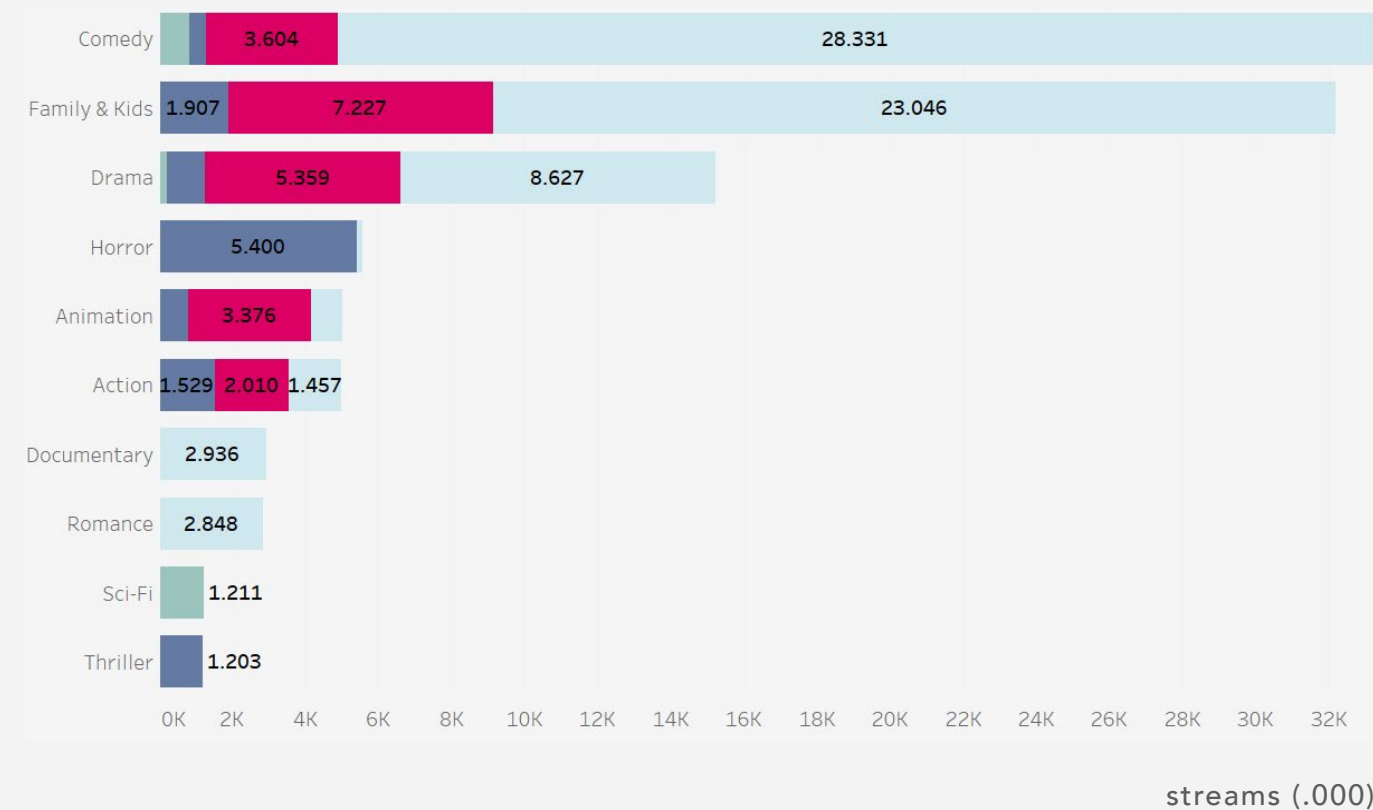
	MOVIES	PLATFORM	GENRE	STREAMS
1	Knives Out 2	Netflix	Comedy	7.125
2	How the Grinch Stole Christmas	Amazon	Family & Kids	529
3	Troll	Netflix	Horror & Fantasy	5.193
4	Pinocchio	Netflix	Family & Kids	3.890
5	Knives Out	Netflix	Comedy	3.631
6	Nativity!	Amazon	Family & Kids	2.62
7	Scrooge: A Christmas Carol	Netflix	Animation	2.938
8	Lady Chatterley's Lover	Netflix	Drama	2.682
9	The Christmas Chronicles	Netflix	Family & Kids	2.368
10	Falling for Christmas	Netflix	Comedy	2.325
11	I Believe in Santa	Netflix	Comedy	2.248
12	The Noel Diary	Netflix	Drama	2.104
13	The Boss Baby: Christmas..	Netflix	Family & Kids	2.051
14	The Volcano: Rescue from ..	Netflix	Documentary	2.006
15	Your Christmas or Mine?	Amazon	Comedy	1.961
16	Angel Falls Christmas	Netflix	Drama	1.947
17	Slumberland	Netflix	Family & Kids	1.845
18	A Christmas Miracle for D..	Netflix	Romance	1.790
19	Shaun the Sheep: The Flig..	Netflix	Family & Kids	1.584
20	Deck the Halls	Amazon	Family & Kids	170
21	The Christmas Chronicles:..	Netflix	Family & Kids	1.535
22	Il mio nome è vendetta	Netflix	Action	1.529
23	Christmas on Mistletoe F..	Netflix	Family & Kids	1.449
24	Elf Pets: Santa's Reindeer..	Netflix	Family & Kids	1.394
25	Enola Holmes 2	Netflix	Action	1.289
26	The Swimmers	Netflix	Drama	1.260
27	Office Christmas Party	Netflix	Comedy	1.229
28	Warriors of Future	Netflix	Sci-Fi	1.211
29	Shooter	Netflix	Drama	1.142
30	Inkheart	Netflix	Family & Kids	1.126
31	Big Boys Don't Cry	Netflix	Drama	1.123

SHOWING 31/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



“TROLL” SHINES AMID THE PROMINENCE OF NORTH AMERICAN PRODUCTIONS

Out of 100 movies, 66% of the programming is from the USA & Canada. The top 5 is almost led by productions from these countries, except for “Troll” (Norway), which ranks #3 with 5.1M viewers. There is still some interest in the Horror genre, as we have seen in previous months. However, this month Comedy and Family & Kids are the leading categories among the most watched list. The Netflix original, “Knives Out 2”, written and directed by Rian Johnson, has accumulated more than 7.1M views. In second position, we have “How the Grinch Stole Christmas”, a classic for Christmas from 2000, directed by Ron Howard and starring Jim Carrey, available on both platforms, Netflix and Amazon, with 4.8M and 529k respectively.

THE BRITISH AUDIENCE IS CLEAR ABOUT WHAT IT WANTS: CHRISTMAS MOVIES FOR CHRISTMAS TIME

UK Christmas classics rank very well: the musical comedy “Nativity!” (2009) at #6 with 3.1M on both platforms and the animation “Scrooge: A Christmas Carol” (2022) at #7 with 2.9M. The latter is an adaptation of the 1970 film Scrooge. Another British premiere was “Christmas On Mistletoe Farm”, a musical comedy, written and directed by Debbie Isitt. It was released on Netflix on November 23, 2022 and got 1.4M views during December.

PRODUCTION COUNTRIES: Usa & Canada Europe UK Asia

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

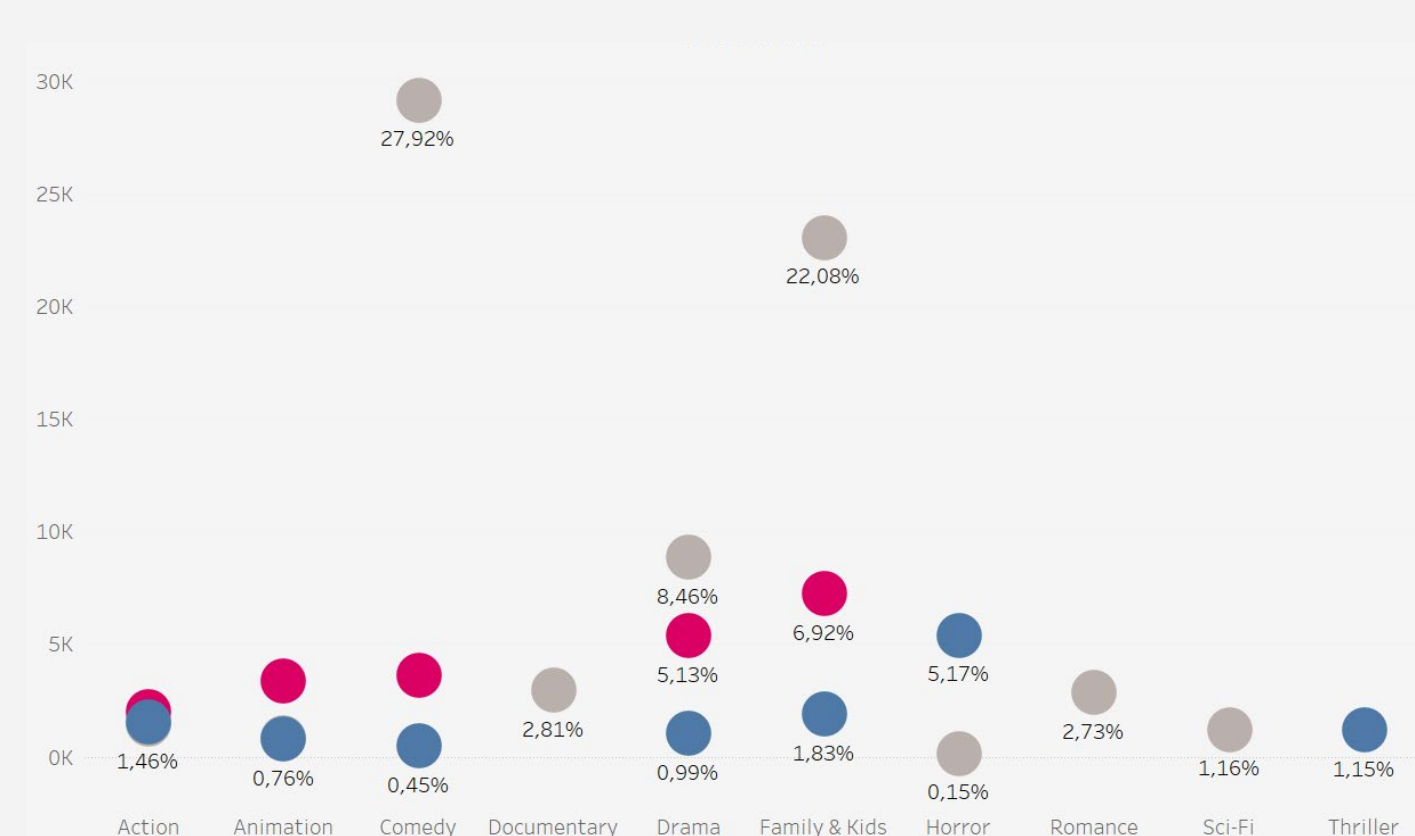
NETFLIX - AMAZON



SHOWING 15/30 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

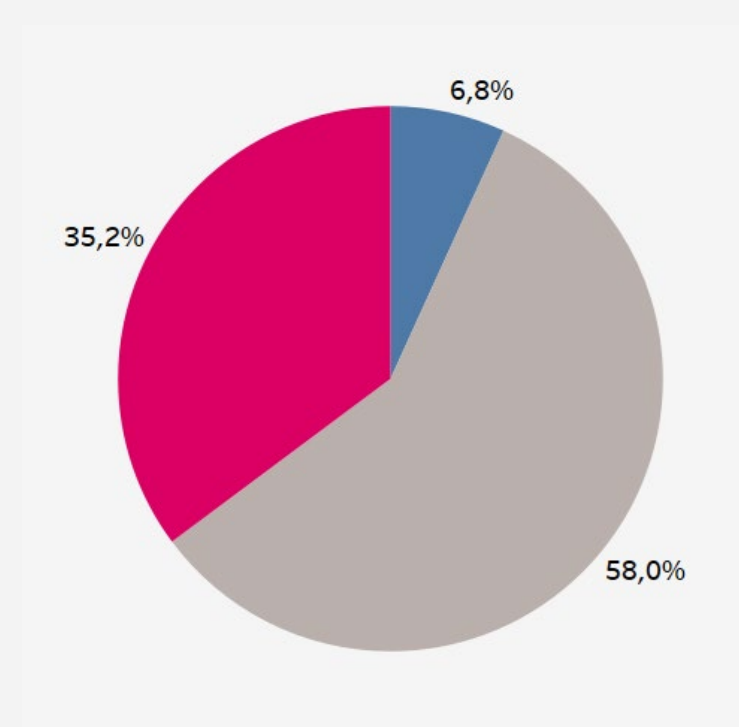
NETFLIX - AMAZON

GENRE	EU	UK
Action	1	2
Animation	1	2
Comedy	1	5
Drama	1	4
Family & Kids	2	7
Horror	2	
Thriller	2	

PRODUCTION COUNTRIES:



CONTRIBUTION TO DRAMA STREAMS



FAMILY-FRIENDLY CONTENT RULED THE MONTH WITH A 27% VIEWING SHARE OF EU/LOCAL CONTENT

Within the December Top 20, 9 are Christmas-themed movies. Children's content dominates the ranking: "Nativity" made #2, a UK movie available on Amazon and Netflix, with 3.1M total views. Much lower in the ranking are also Nativity 2 and Nativity 3. In 3rd place with 2.9M views is the animation "Scrooge: A Christmas Carol" released in 2022 on Netflix, a musical, supernatural adaptation of Charles Dickens's Christmas classic.

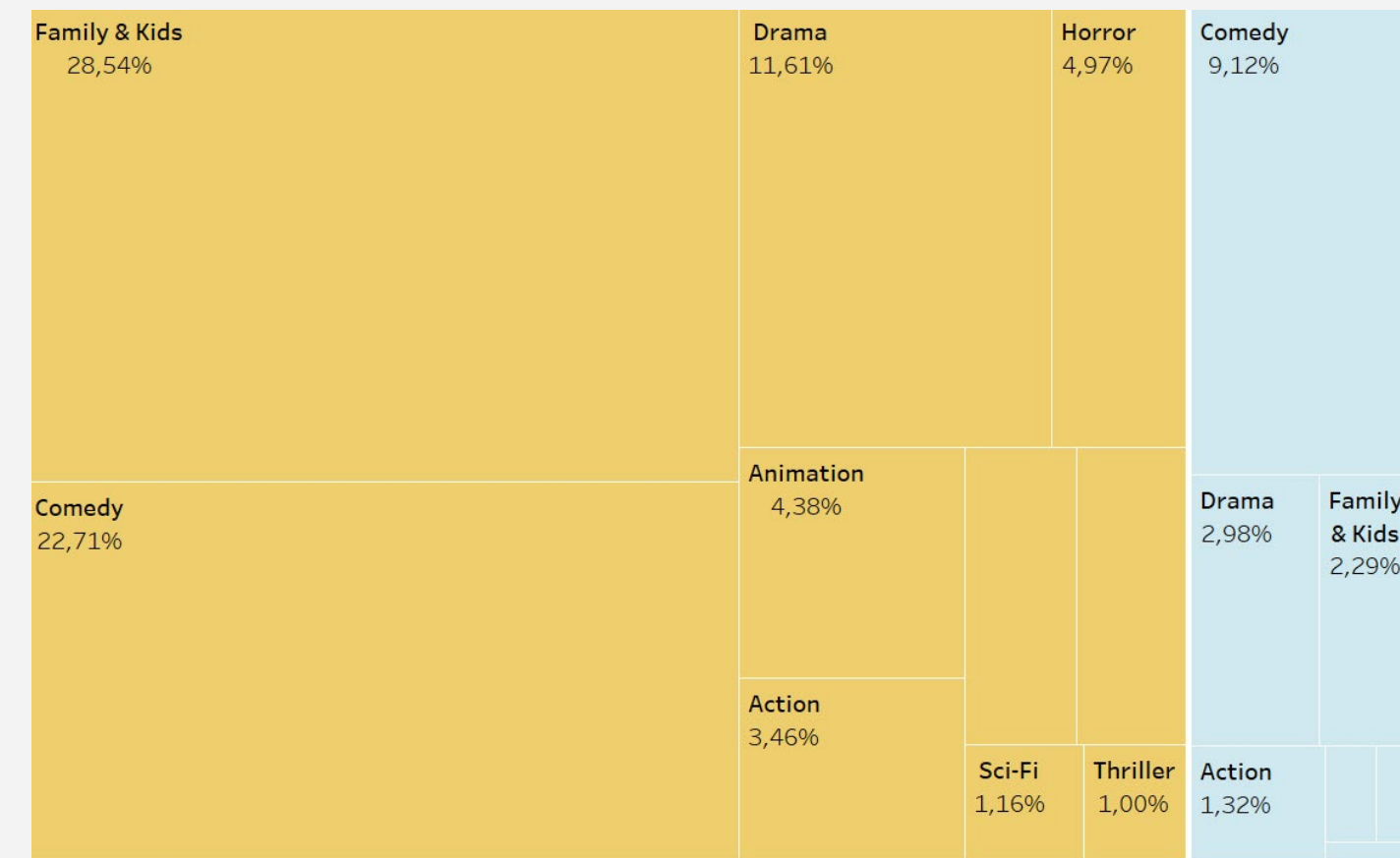
An Amazon original UK premiere takes fifth place in the ranking and becomes Amazon's most-watched movie. It is "Your Christmas or Mine?" with 1.9M views. In this extensive list of Christmas movies, there is also room for the usual classics: "Love Actually" with 986K and "Klaus" (Spain) with 788K.

SWIMMING IN A BIOGRAPHICAL DRAMA

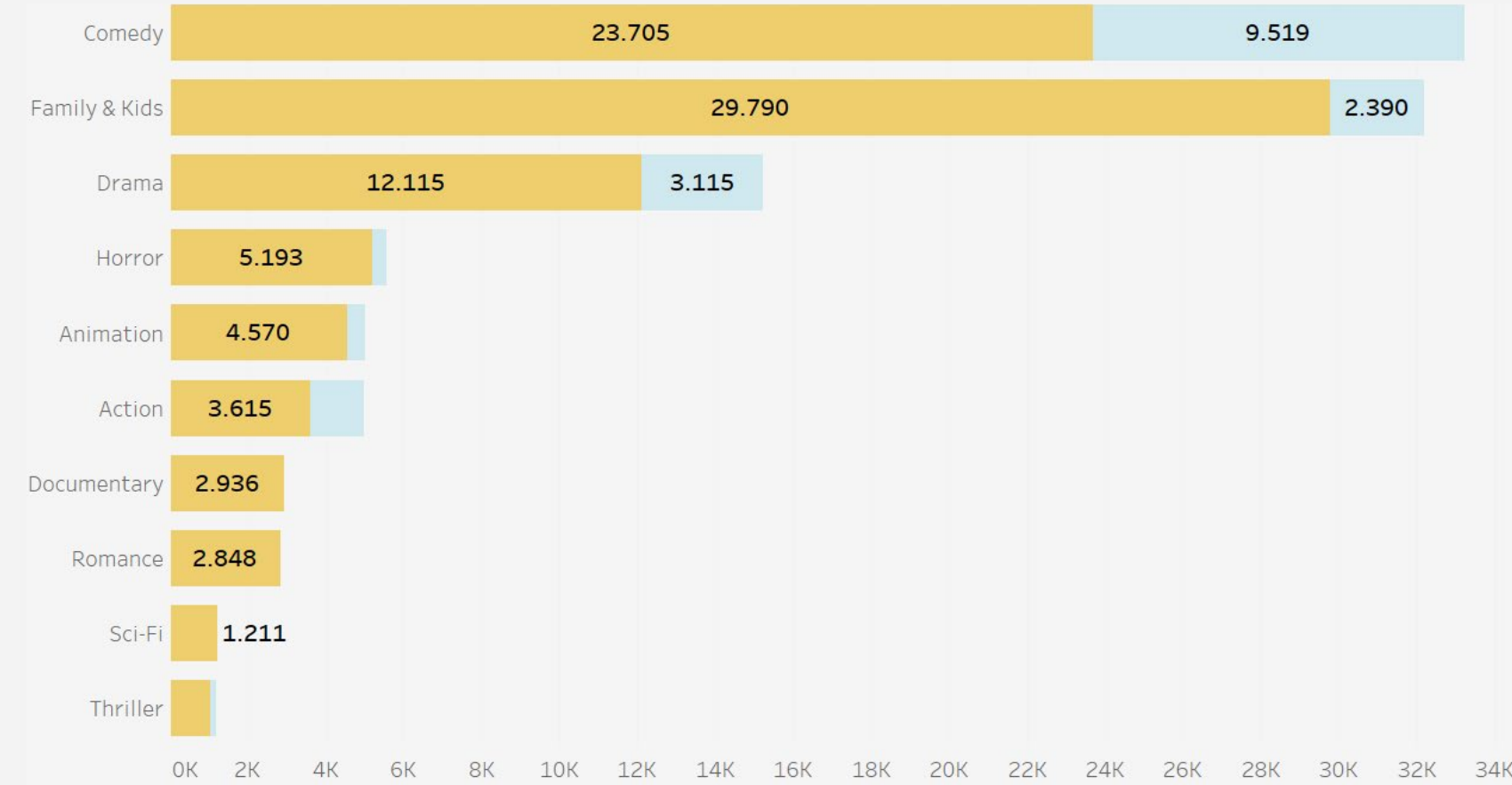
Among so many Christmas-themed family films, "The Swimmers" is a surprise 10th place on the chart. This film is a biographical drama about the journey from war-torn Syria to the 2016 Rio Olympics of two sisters: Nathalie Issa and Manal Issa, who are also the film's actresses. Based on real events, the movie had its world premiere at the Toronto International Film Festival in September 2022. The theatrical release was in early November, and the Netflix release was shortly after that, on November 23.

UK 100 MOVIES | SVOD PLATFORMS

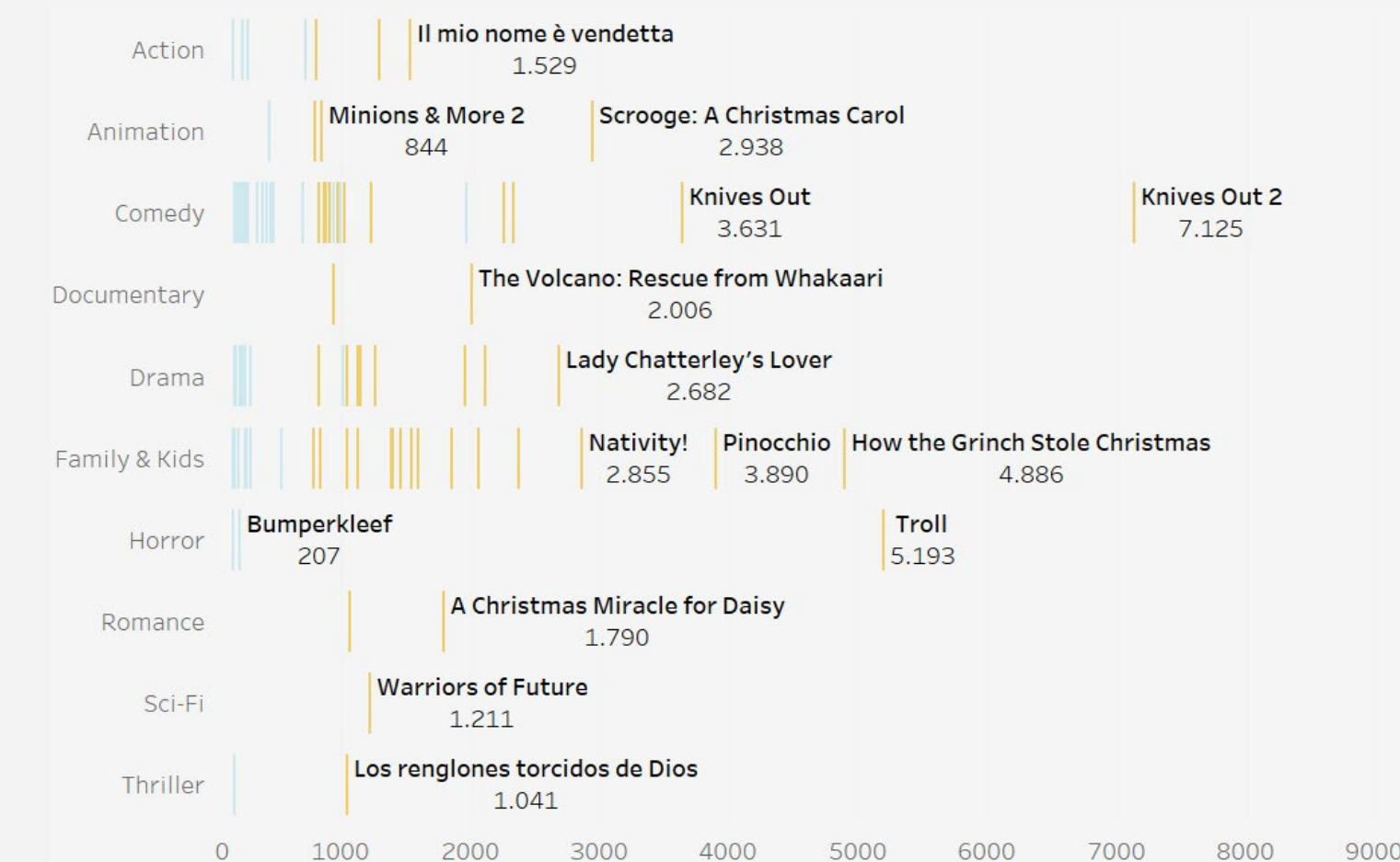
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

COMEDIES (33M) AND FAMILY & KIDS (32M) HEAD THE CHARTS

The most watched genres are Comedy, with more than 33.2M views between the two platforms, and very close behind is the Family & Kids genre with 32M. This month, the Family & Kids genre represents 28.54% share on Netflix ousting other popular genres such as Action or Drama, which are usually present at the top. Following the holiday vibe; the Comedy genre takes 22.71%. Comedies, content that always works well on Amazon, collects 9.12%. Contrary to Netflix, the Family & Kids genre only took 2.29%.

THERE IS ALSO ROOM FOR LOVE AND DRAMA

Drama ranks third on the list with 15.2 million between the two platforms. The romantic drama "Lady Chatterley's Lover", produced in the UK and USA, based on the novel of the same name by D. H. Lawrence, is at No. 8 with 2.6M. It is a period film, in which Lady Chatterley (Emma Corrin) begins an affair and falls in love with the gamekeeper (Jack O'Connell) of her husband's country estate. This film, starring a non-binary person and directed by Laure de Clermont-Tonnerre, was released in select theatres on November 25, 2022, ahead of its streaming release on December 2, 2022 by Netflix. Regarding the film, in an interview for Harper's Bazaar, Corrin offers this reflection: "I want people to finish the film with a sense of hope – and I hope it inspires conversations about female pleasure and how it can be something that doesn't need to raise eyebrows. It can just exist and be celebrated."

UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

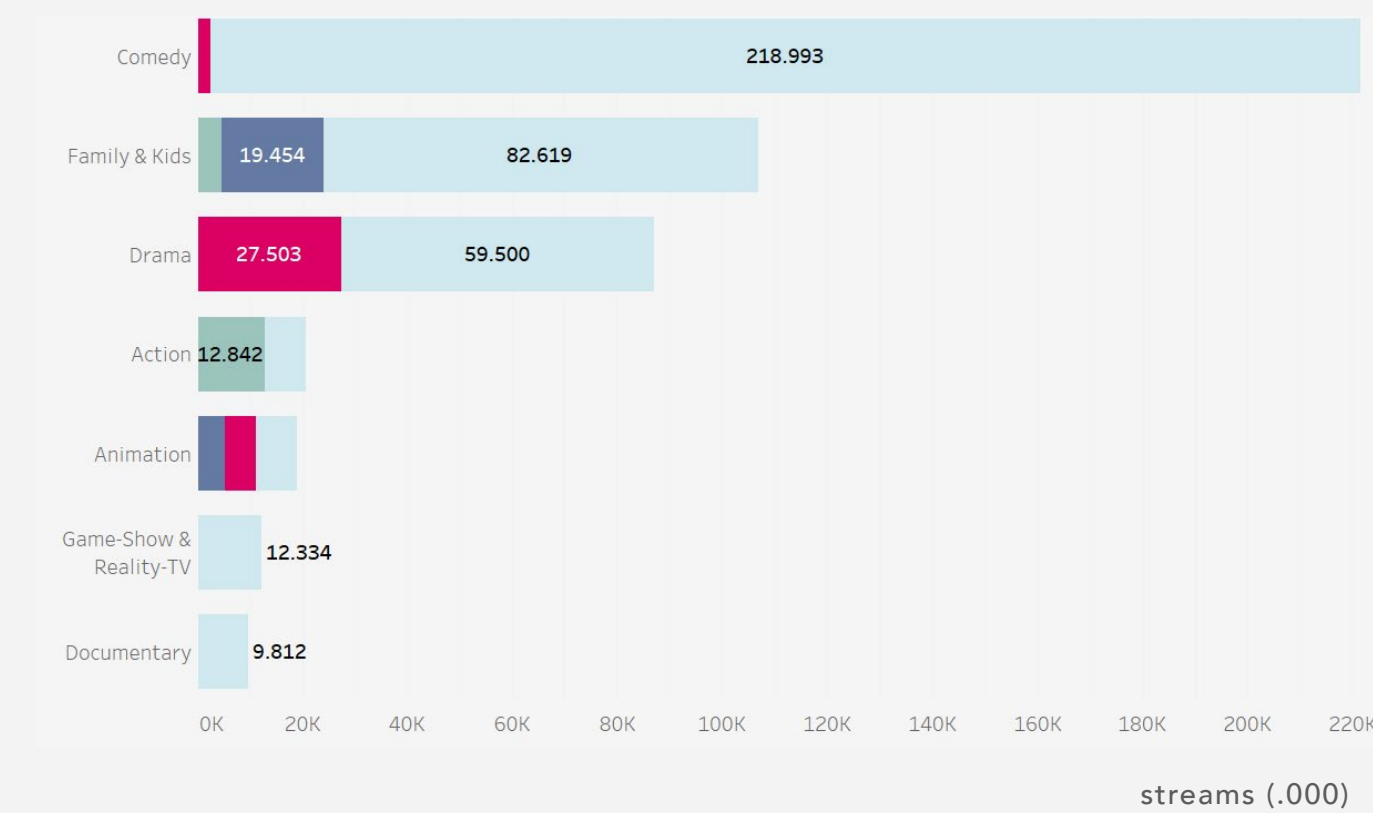
	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	74.010
		Amazon	Comedy	1.873
2	Wednesday	Netflix	Family & Kids	65.181
3	Friends	Netflix	Comedy	56.831
4	Emily in Paris	Netflix	Comedy	30.978
5	Brooklyn Nine-Nine	Netflix	Comedy	30.101
6	Grizzy and the Lemmings	Netflix	Family & Kids	19.454
7	The Recruit	Netflix	Drama	13.594
8	The Crown	Netflix	Drama	13.069
9	Alice in Borderland	Netflix	Action	12.842
10	Firefly Lane	Netflix	Drama	11.246
11	Young Sheldon	Netflix	Family & Kids	11.069
12	Tom Clancy's Jack Ryan	Amazon	Drama	10.995
13	Treason	Netflix	Drama	8.218
14	The Witcher: Blood Origin	Netflix	Action	7.884
15	Dead to Me	Netflix	Comedy	7.457
16	1899	Netflix	Drama	7.246
17	Sonic Prime	Netflix	Animation	7.063
18	Too Hot to Handle	Netflix	Game-Show & Reality-TV	6.271
19	Untitled Judge Judy Shein..	Amazon	Game-Show & Reality-TV	6.063
20	Peppa Pig	Netflix	Animation	5.322
		Amazon	Animation	605
21	Meekah	Netflix	Family & Kids	5.680
22	The Teacher	Netflix	Drama	5.367
23	Sonic Boom	Netflix	Animation	5.243
24	Crime Scene: The Texas Ki..	Netflix	Documentary	5.134
25	Gudetama: An Eggcellent ..	Netflix	Family & Kids	4.713
26	The Office	Netflix	Comedy	4.608
27	The Peripheral	Amazon	Drama	3.245
28	Three Pines	Amazon	Drama	3.112
29	Vikings	Amazon	Documentary	3.068
30	Mom	Amazon	Comedy	3.058
31	Supernatural	Amazon	Comedy	3.026
32	Chuck	Amazon	Comedy	2.990

SHOWING 32/100 - [See complete chart here](#)

CATALOG SHARE BY COUNTRY NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



NORTH AMERICAN PRODUCTIONS BOP TO NOVEMBER'S TOP

The titles that topped the ranking in November, "The Crown" and "Peppa Pig", were displaced this month by titles from the USA and Canada, which account for 78 titles out of Top #100. This month, these series are in the ranking at 8th and 20th, respectively. The top spots are occupied by "The Big Bang Theory" with 75M views, "Wednesday" with 65M and "Friends" with 56M. Of the first 20 places, 18 are Netflix content and only 2 are from Amazon.

LOCAL & EUROPEAN TITLES STAND SHYLY

The most watched European and local titles during December were from the Netflix platform: "Grizzy & The Lemmings" (France) with 19M views, "The Crown" (UK) with 13M plays, and "Treason" (UK) with 8.2M. "Treason" was released on December 26, 2022. This miniseries was created by Matt Charman for Netflix and consists of five episodes. The series tells the story of Adam Lawrence, Deputy Chief of MI6, whose career seems set. But when the past catches up with him in the form of Kara, a Russian spy with whom he shares a complicated past, he is forced to question everything and everyone in his life. It stars Olga Kurylenko, Oona Chaplin, Ciaran Hinds and Charlie Cox.

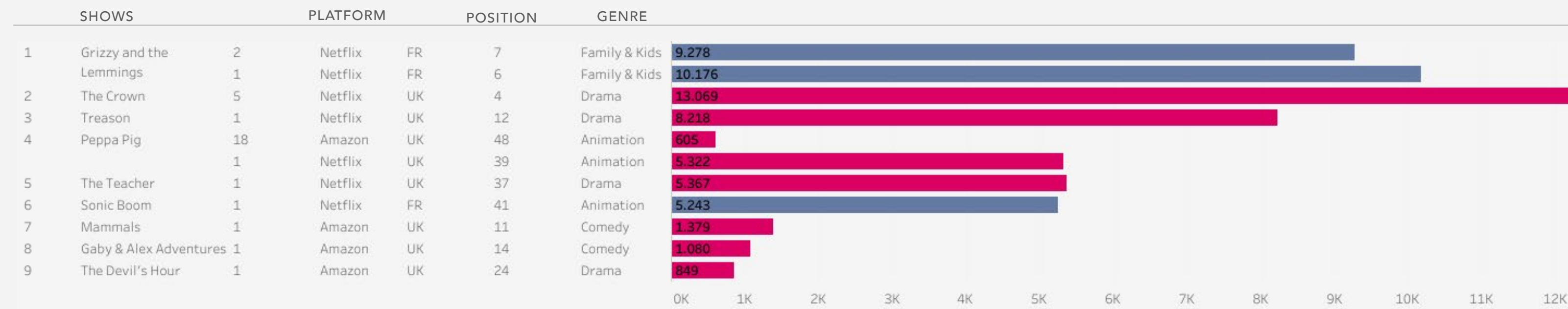
Another highly watched series in the UK on the Netflix platform was "Alice in Borderland" with 12.8M views, which accounted for 4% of the viewing share. It is a Japanese thriller TV series directed by Shinsuke Sato, based on the manga of the same name.

PRODUCTION COUNTRIES: ■ Usa & Canada ■ Europe ■ UK ■ Asia

UK 100 SHOWS | EUROPEAN FOCUS

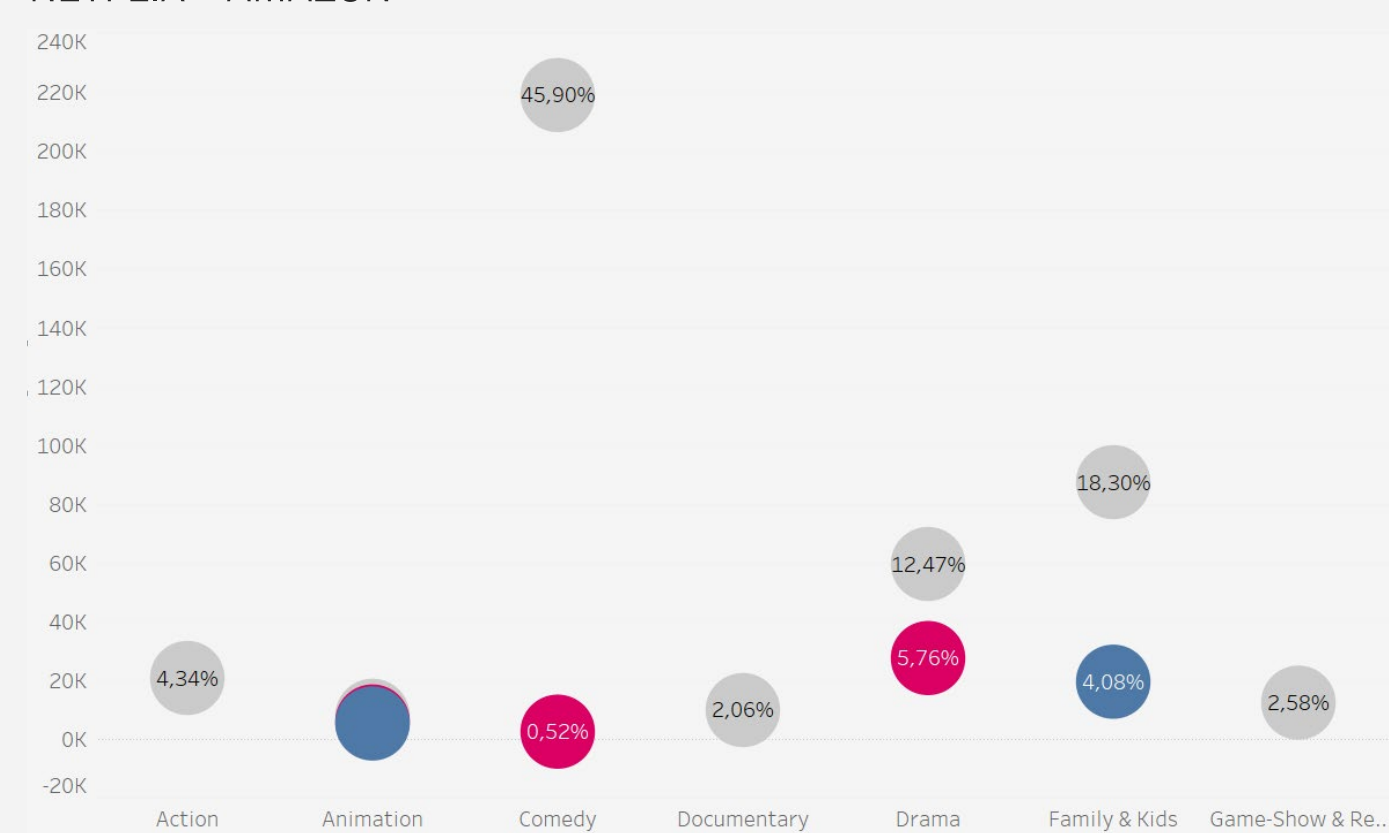
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

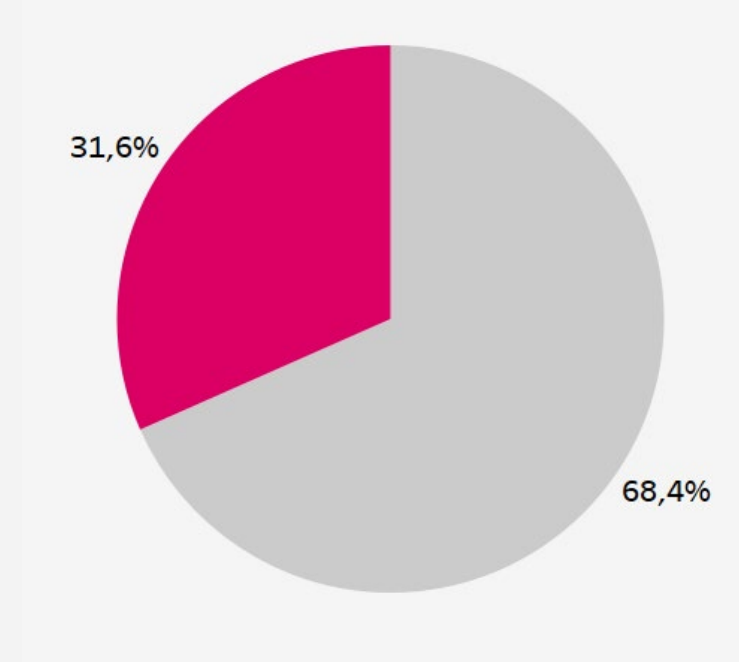


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	UK
Animation	1	1
Comedy		2
Drama		4
Family & Kids	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe UK Others

Once again in December, Comedy took 49.50% of the cake and positioned itself well above the rest of the genres. The most viewed titles were "The Big Bang Theory" with 75.8M, and "Friends" with 56.8 M.

FRENCH ANIMATED CHILDREN'S SERIES PLAY A BIG ROLE IN UK CHARTS

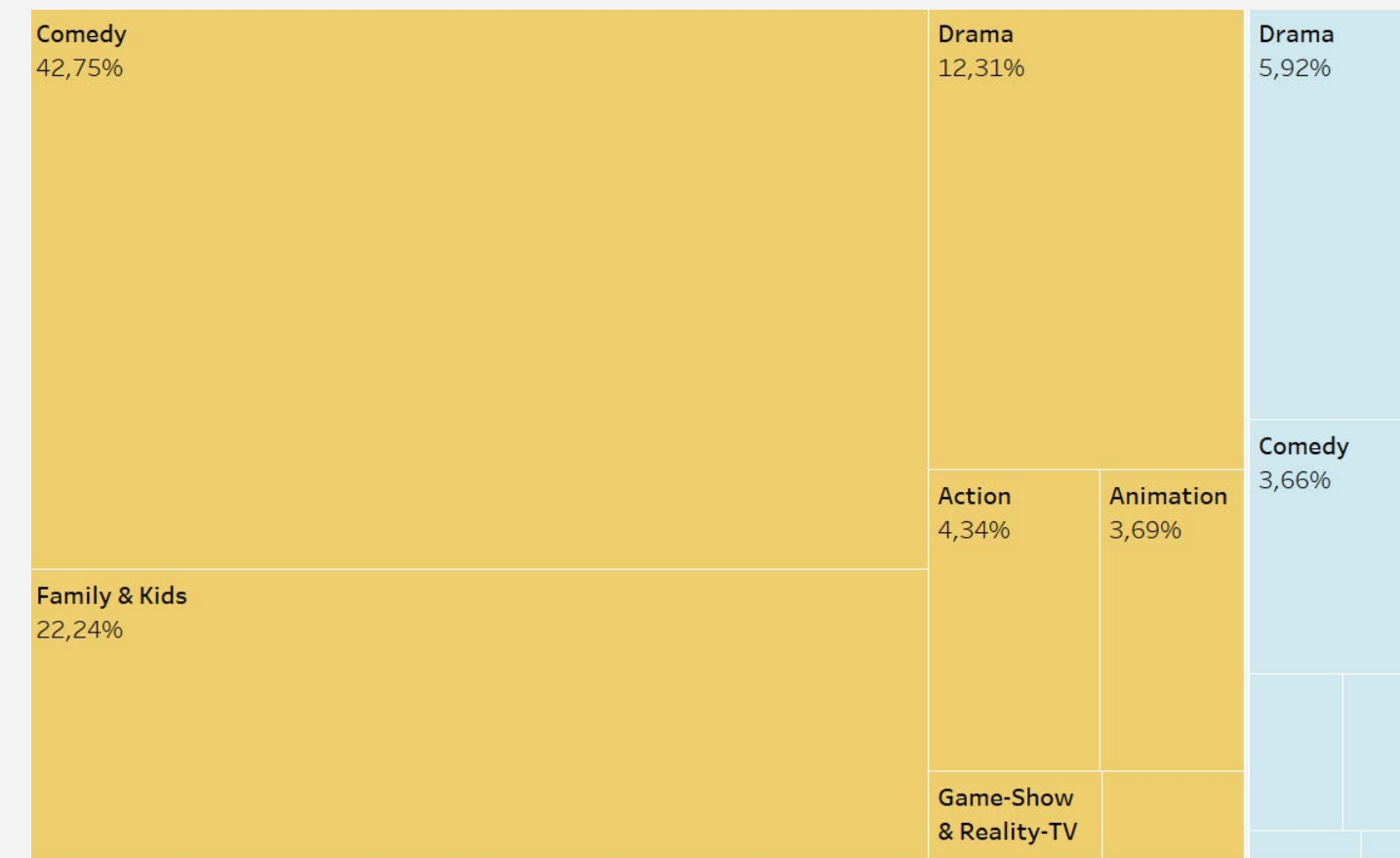
The most-watched European title in England was the series "Grizzy and the Lemmings". It is a French animated television series that follows the adventures of a bear named Grizzy and a group of lemmings living in their cabin in the woods. This series obtained a total of 19.3M views for seasons 1 and 2. It premiered in France in 2017 and season 1 arrived on the Netflix platform in July 2019. In the August Hot Title in France "Grizzy and the Lemmings" is the focus of attention, and mention is made of the fact that the show experiences spikes mainly during vacation periods, and this Christmas was no exception.

"THE TEACHER" SUCCESS IS ALL OVER SHERIDAN SMITH'S SHOULDER

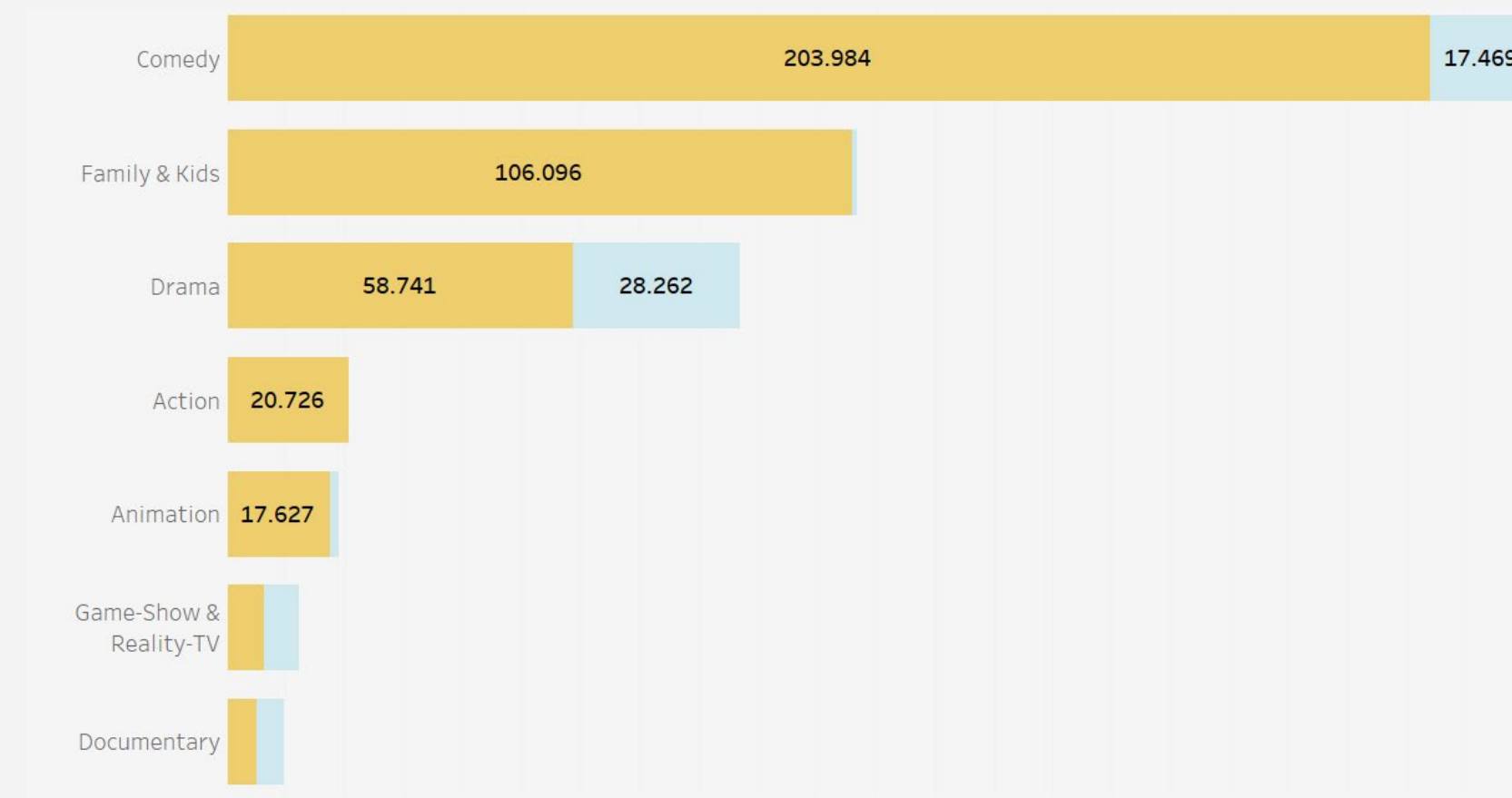
In 5th place for Netflix on the chart, we find the British drama series: "The Teacher" with 5.3M views. This series revolves around Jenna (Sheridan Smith), a popular teacher in a high school in a small town in the UK. Jenna is accused of having a relationship with a 15-year-old student. Many of the reviews focus on Smith's performance. Media such as Radio Times, Daily Mail, The Telegraph, and The Independent all speak in glowing terms of the performance of the actress throughout the series.

UK 100 SHOWS | SVOD PLATFORMS

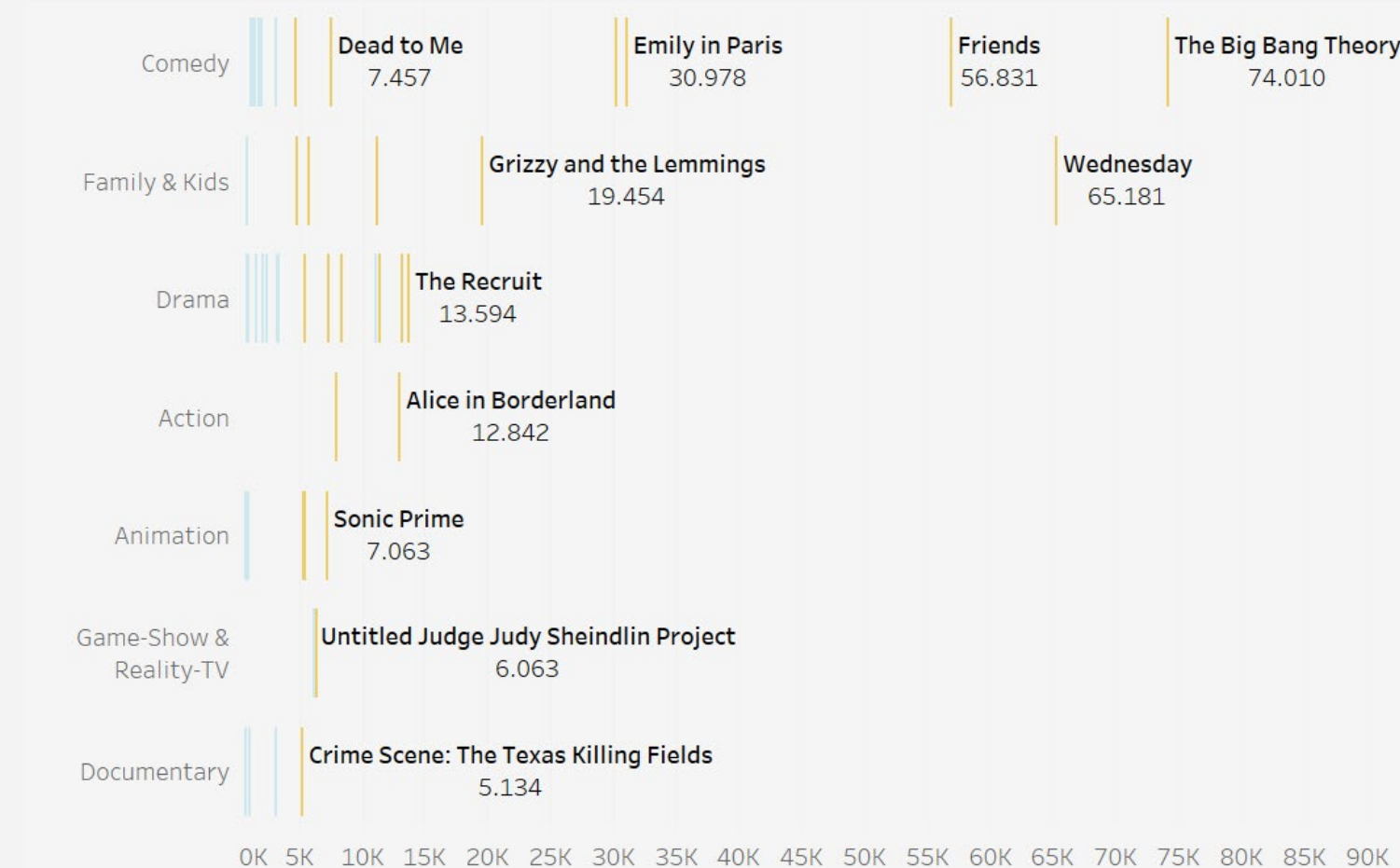
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

JEFF BEZOS GOT ONE OF HIS WORST NUMBERS

Prime Video gets only 11% of total views, very close to its worst performance. However, there are a couple of titles worthy of being highlighted.

“THE DEVIL HOUR” & “THE PERIPHERAL” ARE LIFTING SPIRITS

Yes - it's Peter Capaldi as the lead man but no - it's not "Doctor Who": it's "The Devil Hour". This local show produced by Amazon reached 6.8M views and has been renewed for a second and a third season.

Another important title for all markets in the e-commerce platform is "The Peripheral". Starring "Chloë Grace Moretz" and loosely based on the 2014 book of the same name written by William Gibson, it follows a girl in the year 2032 who spends most of her time indulging in VR video games called sims. However, everything changes when she and her brother test a new sim that introduces them to a fantastic new world. It has collected 13.M views in the UK and 29.4M in all markets.

HOT CONTENT IN UK

“YOUR CHRISTMAS OR MINE?” HAS EVERYTHING A GOOD CHRISTMAS MOVIE NEEDS: LOVE, COMEDY AND FAMILY

JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST



The Amazon original “Your Christmas or Mine?” is a Christmas romantic comedy that premiered on December 2 on the platform. The film, directed by Jim O’Hanlon and starring Asa Butterfield and Cora Kirk, ranked #1 on Amazon but is #15 in the Top100 most-viewed films in December. This UK production was also ranked #5 among European films with 1.9M views.

What are the elements that make this film the most popular on its platform? Love, comedy, family and the Christmas atmosphere are central elements that keep a family together, watching the premiere from the comfort of their home. This is the story of Hayley and James, a young couple who, thanks to a misunderstanding, travel to spend Christmas with their partners’ families, but without their partners. If meeting your boyfriend’s or girlfriend’s family is usually conflictive in many movies, imagine meeting them at Christmas and without your partner. There is only room for confusion, misunderstanding and truths that come to light. But in the end, will love still be alive? Will the main characters get together for Christmas?

Benjamin Lee writes an unflattering review in The Guardian: “Each family exists in a different, tiring, archetypal territory. James has been hiding the fact that he lives in an extravagant but unwelcoming country mansion with a stern father and a put-upon housekeeper (...). Hayley’s family is more working class and more boisterous with it, her parents (...) barely shutting up to let anyone else get a

word in. Characters are cartoonishly sketched, from a horny aunt to a miserable gran, and so it’s hard to see any of their conflicts or gradually revealed turmoil as anything but entirely synthetic.”

While the characters are archetypal and the conflicts predictable, the film delivers what it promises, and it looks like that was enough to make it the most-watched movie for the month of December on Amazon.

In a conversation with BT TV, the cast reflect on their roles in the film and what they represent: Asa Butterfield (the little actor in Martin Scorsese’s film “Hugo” and who has recently shot into the spotlight after his participation in the series, “Sex Education”) said: “I’d never done a Christmas film before (...) and it just struck me how original it was as a concept. (...). There’s not many original Christmas films so to find one that felt very British, very real, I totally believed these dysfunctional families.” Cora, for her part, said: “I’ve got on that train to go home for Christmas, I’ve rushed for that train, I’ve had an argument with my mum, or had something really emotional happen [at Christmas].”

Many of us can empathize with traveling to the family home for Christmas, the idea of meeting your partner’s family, and the happy ending of reuniting with the person we love. After almost a month on Amazon, will its audience continue to grow, and can this movie become a Christmas classic that we revisit every year?



GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

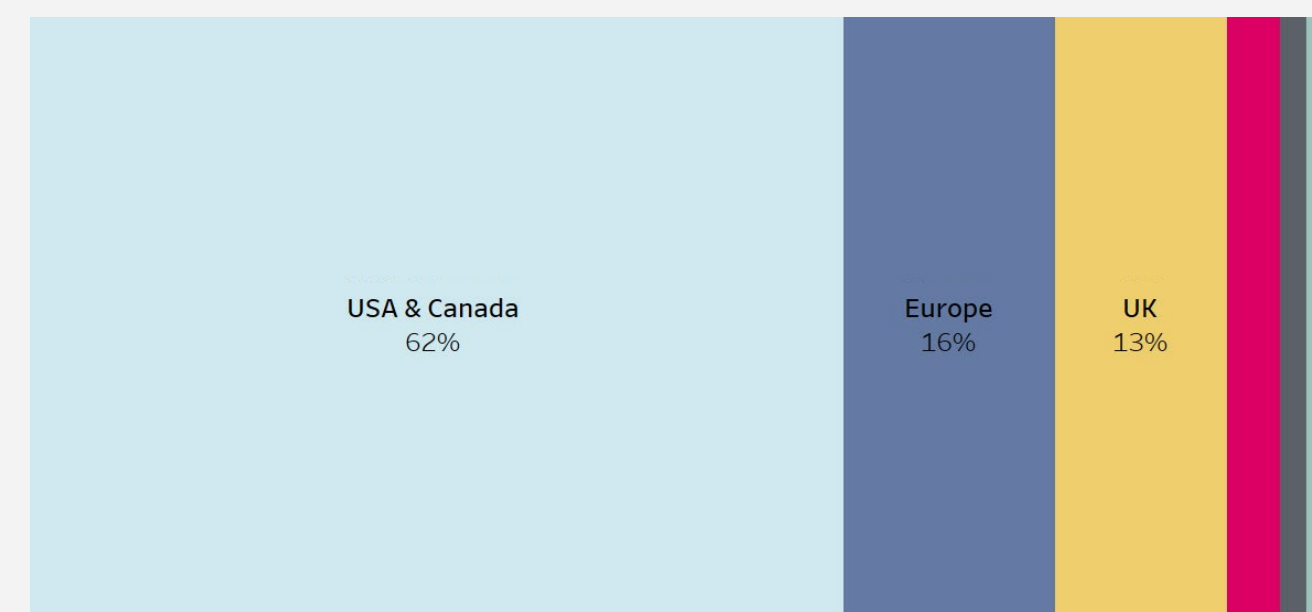
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	STREAMS
1	Troll	Netflix	Horror & Fantasy	5.284
2	Knives Out 2	Netflix	Comedy	5.160
3	Il mio nome è vendetta	Netflix	Action	2.654
4	The Swimmers	Netflix	Drama	2.561
5	The Noel Diary	Netflix	Drama	1.941
6	How the Grinch Stole Chri..	Netflix	Family & Kids	1.898
7	Lady Chatterley's Lover	Netflix	Drama	1.792
8	Pinocchio	Netflix	Family & Kids	1.605
9	Knives Out	Netflix	Comedy	1.596
10	I Believe in Santa	Netflix	Comedy	1.506
11	Slumberland	Netflix	Family & Kids	1.462
12	Falling for Christmas	Netflix	Comedy	1.426
13	Angel Falls Christmas	Netflix	Drama	1.336
14	Scrooge: A Christmas Carol	Netflix	Animation	1.327
15	A Christmas Miracle for D..	Netflix	Romance	1.320
16	Mystic River	Netflix	Drama	1.122
17	The Christmas Chronicles	Netflix	Family & Kids	1.077
18	The Volcano: Rescue from ..	Netflix	Documentary	1.045
19	Enola Holmes 2	Netflix	Action	1.006
20	Jeszcze przed swietami	Netflix	Comedy	994
21	Lesson Plan	Netflix	Action	983
22	Shaun the Sheep: The Flig..	Netflix	Family & Kids	959
23	The Boss Baby: Christmas..	Netflix	Family & Kids	955
24	Christmas with You	Netflix	Family & Kids	927
25	A Not So Merry Christmas	Netflix	Comedy	927
26	Matilda	Netflix	Family & Kids	910
27	The Holiday	Netflix	Comedy	873
28	Harry Potter and the Sorc..	Amazon	Family & Kids	860
29	Return to Christmas Creek	Netflix	Drama	810
30	Wuff	Netflix	Comedy	808
31	Three Wishes for Cinderel..	Netflix	Family & Kids	804
32	A Man of Action	Netflix	Drama	802
33	U.S. Marshals	Netflix	Drama	797
34	The Christmas Chronicles:..	Netflix	Family & Kids	789

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

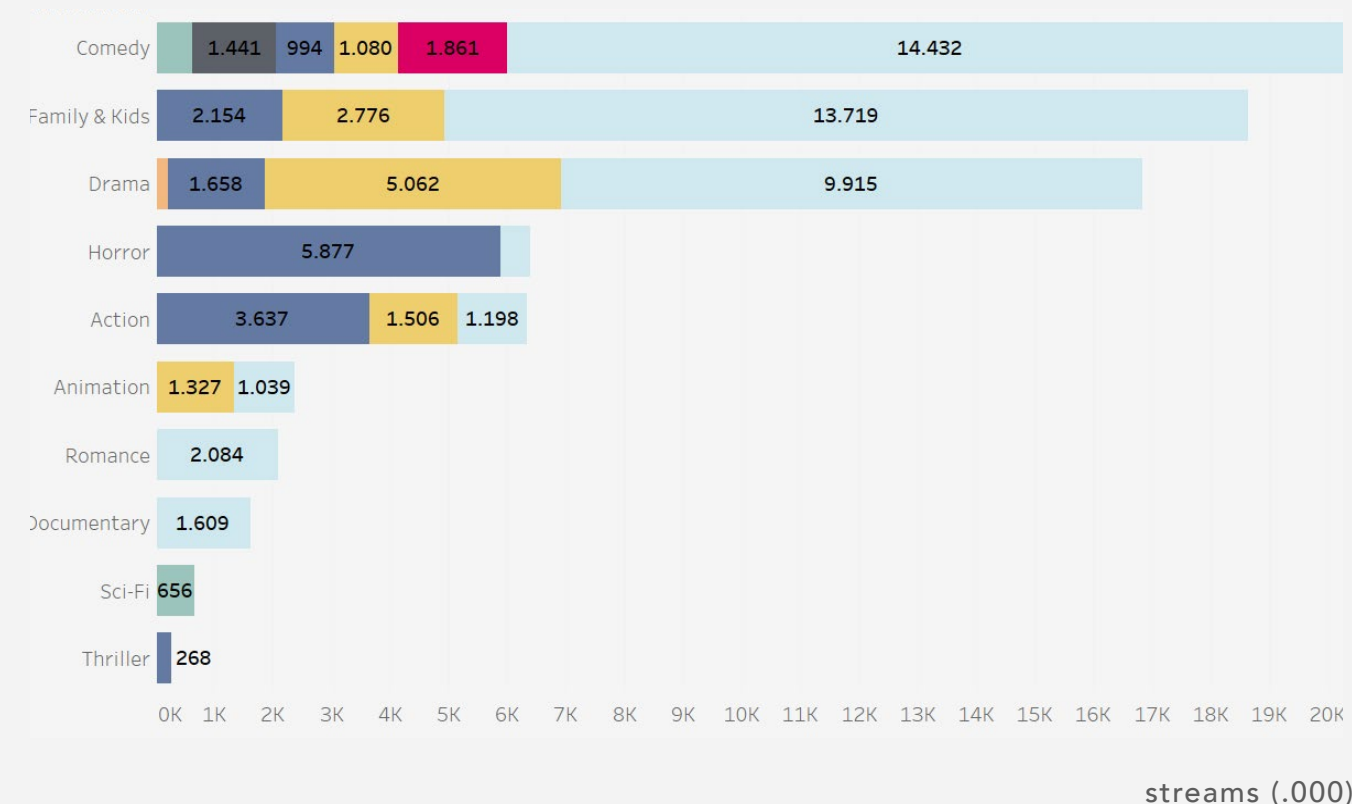
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



A NORDIC MYTHOLOGICAL CREATURE TAKES THE THRONE, AND NO! IT IS NOT SANTA CLAUS!

One could expect that Santa Claus and his army of Christmassy movies would have taken the TOP of German charts as has happened in some neighbouring countries. The truth is that 'Troll', a Norwegian Action Family movie, has taken the TOP100 in Germany by storm, sitting at #1 and collecting nearly 5.8M Streams since its release on December 1.

AMERICAN FILMS INCREASED THEIR SHARE BY 4 POINTS IN DECEMBER, BUT EUROPEAN PRODUCTIONS HAVE CONQUERED THE PODIUM

In position #2, and very close to 'Troll', with 5.1M streams, we find the second instalment of the American Mystery Comedy 'Knives Out': 'Glass Onion: A Knives Out Mystery'. The film, released on December 23, has quickly become one of the most watched films on the N Platform and has given new life to the first instalment, which gathered 1.5M streams at #9. It's in genres like Comedy and Family and Kids, or a combination of both, where American productions score the most streams, thanks to titles like 'Knives Out' and Christmas-flavoured flicks such as 'I Believe in Santa', 'Falling for Christmas' and 'The Christmas Chronicles'. Guillermo del Toro's Stop-Motion 'Pinocchio' was not the enormous hit that was expected and collected 1.9M streams at #8.

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

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

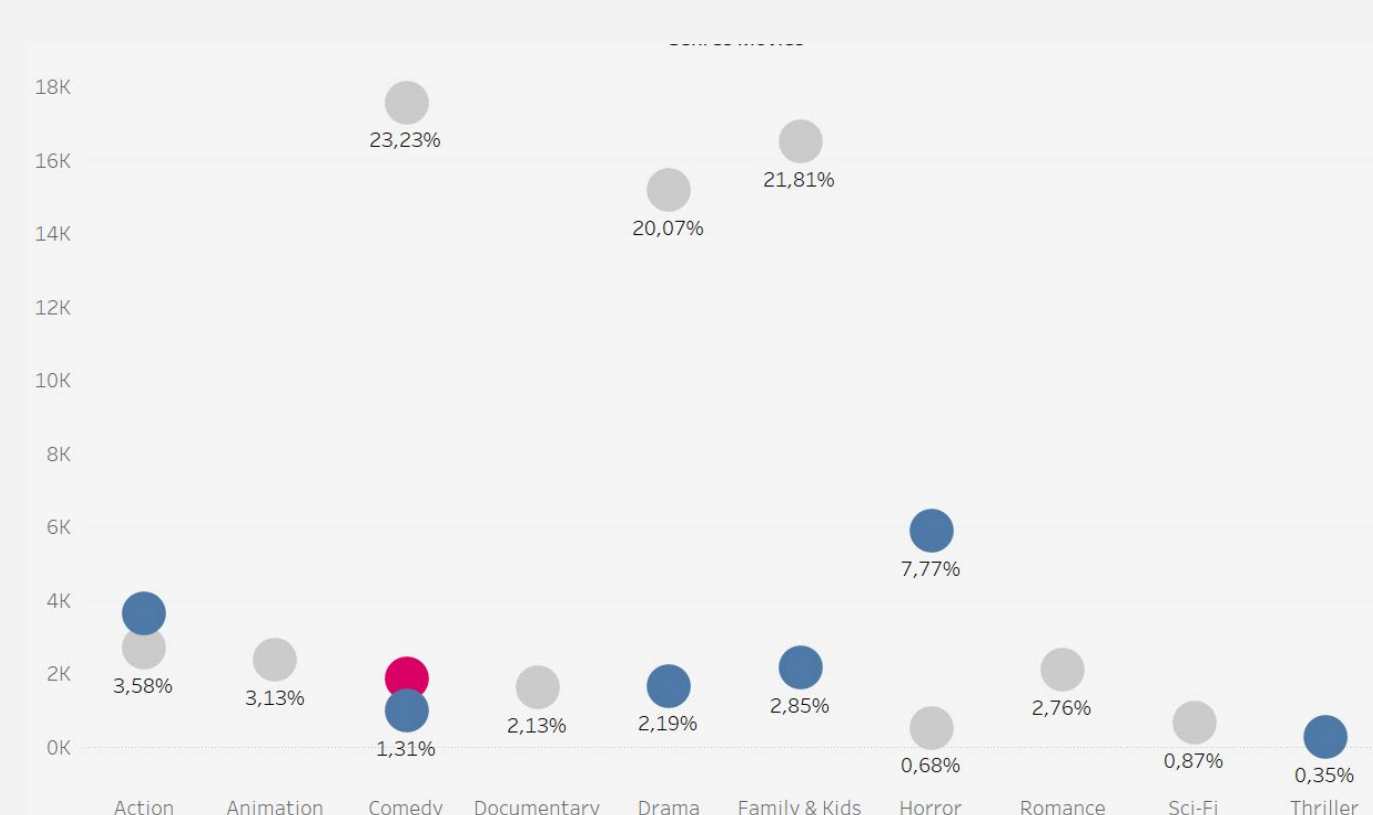
NETFLIX - AMAZON

MOVIES	PLATFORM	POSITION	GENRE	STREAMS
1 Troll	Netflix	NO	Horror	5.284
2 Il mio nome è vendetta	Netflix	IT	Action	2.654
3 Jeszcze przed swietami	Netflix	PO	Comedy	994
4 Lesson Plan	Netflix	PO	Action	983
5 Wuff	Netflix	DE	Comedy	808
6 Three Wishes for Cinderel..	Netflix	CZ	Family & Kids	804
7 A Man of Action	Netflix	ES	Drama	802
8 The Grinch	Amazon	FR	Family & Kids	743
9 Le Calendrier	Amazon	FR	Horror	593
10 The Goldfish	Netflix	DE	Comedy	500
11 Sachertorte	Amazon	DE	Comedy	405
12 The Sacrifice	Amazon	SE	Drama	313
13 Tre nøtter til Askepott	Amazon	NO	Family & Kids	305
14 Mo Hayders - Die Behandl..	Amazon	BE	Thriller	268
15 Thale	Amazon	NO	Drama	205
16 The Innocents	Amazon	NO	Drama	187
17 Santa & Cie	Amazon	BE	Family & Kids	155

SHOWING 17/20 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

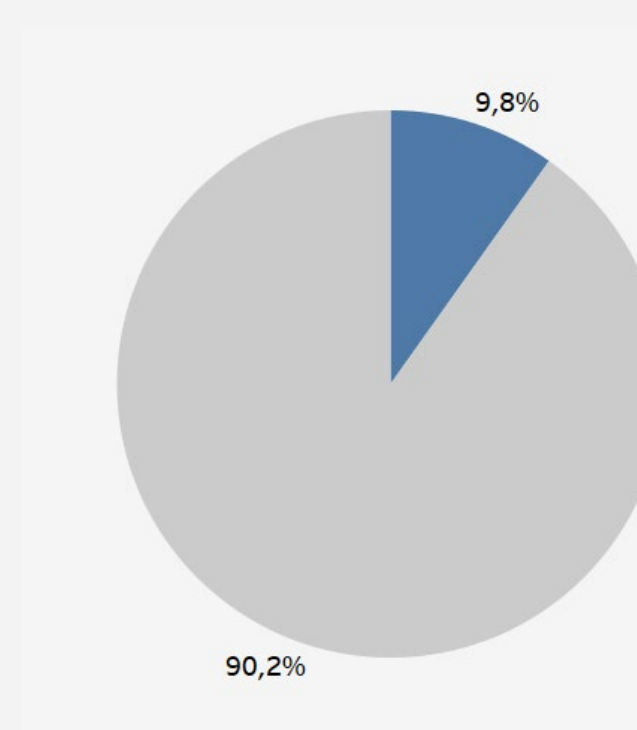


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

GENRE	EU	DE
Action	2	
Comedy	1	4
Drama	5	
Family & Kids	5	
Horror	2	
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES:

Europe Germany Others

EUROPEAN PRODUCTIONS ARE UP 3 POINTS SINCE NOVEMBER, JUMPING INTO THE TOP

December has undoubtedly been a good month for European productions in Germany, placing 16 titles in the TOP100: 'Troll', the Nordic adventure film has been a sensation across the Globe, becoming Netflix's most popular non-English film. At #3, the Italian Revenge Action film 'Il mio nome è Vendetta', has amassed 2.6M streams. The film tells the story of a former mafia enforcer and his feisty daughter who flee to Milan, where they hide out while plotting their revenge.

NO SIGHT OF GERMAN TITLES ABOVE #30

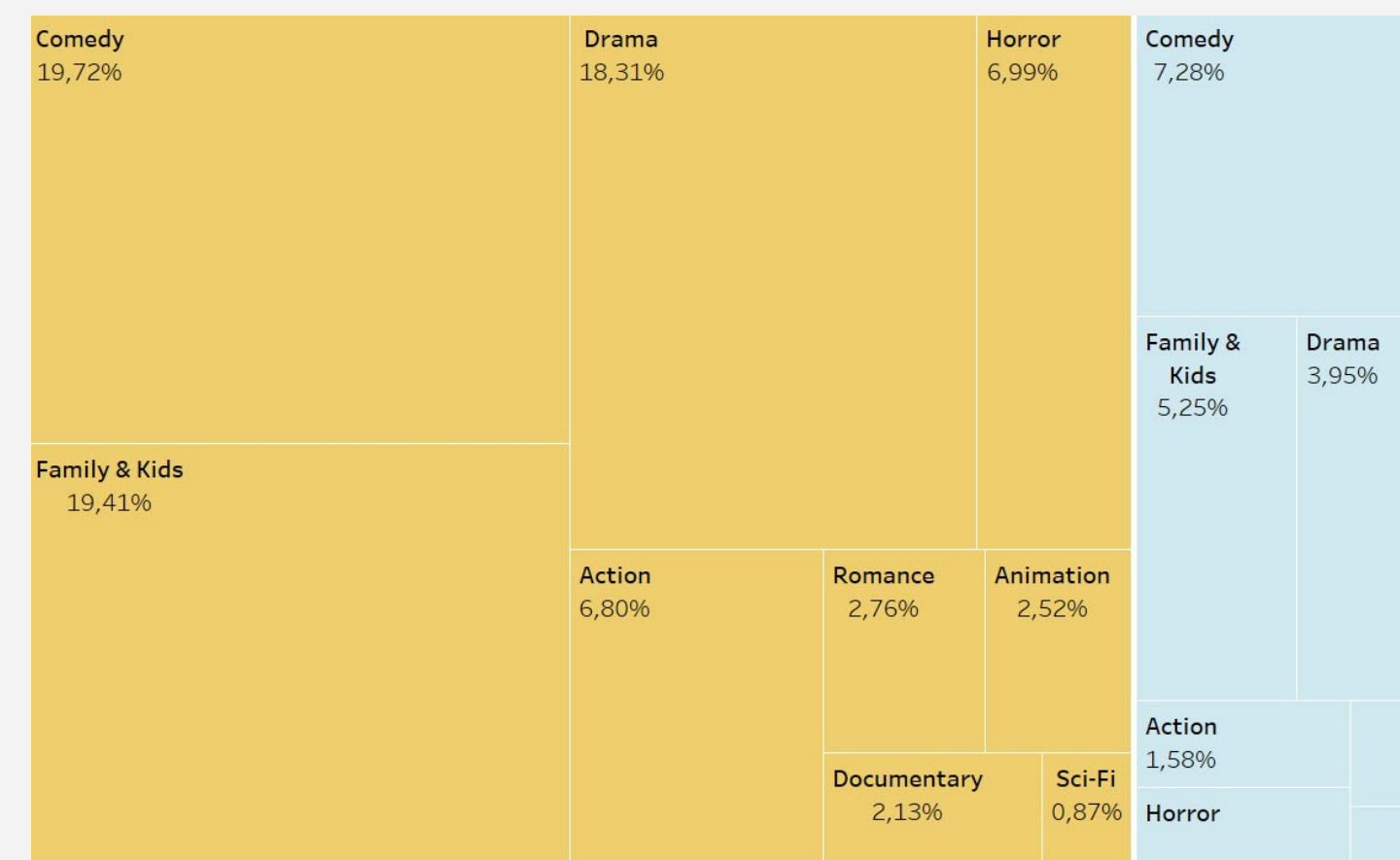
American and European productions have increased their share at the expense of German productions, which are barely represented by four titles: all of them are comedies, and three of them are old licensed fare, with the exception of the Amazon Original, 'Sachertorte'. There is a market opportunity in Germany with comedy films, and it is clearly being overlooked. German-speaking producers are giving German audiences the fresh local comedies they deserve!

DRAMA PLUS FAMILY AND KIDS CONTENT MADE THE MOST SIGNIFICANT CONTRIBUTION TO EUROPEAN TITLES, WITH 5 TITLES EACH

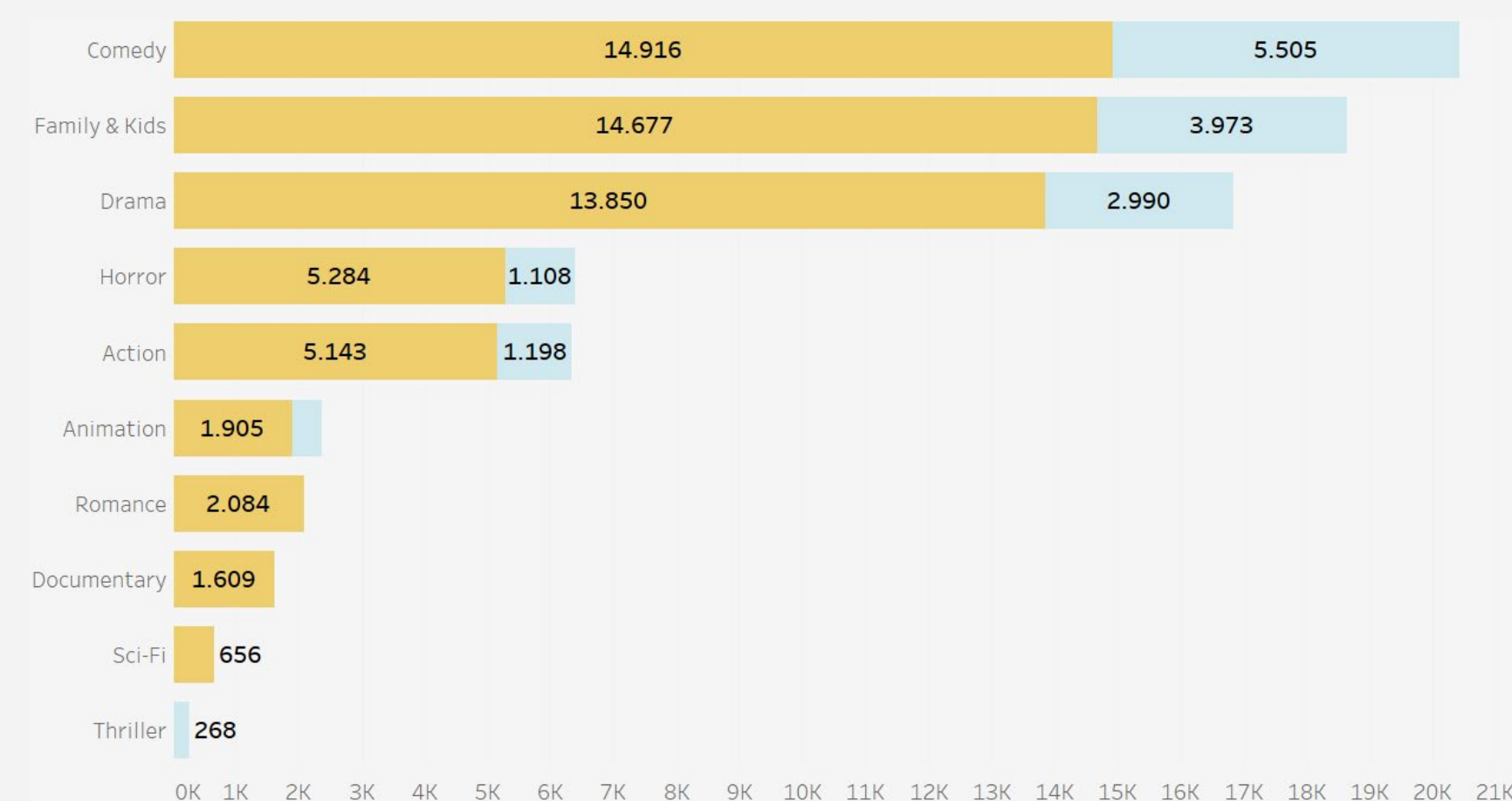
The Czech Christmas Family and Kids film, 'Three Wishes for Cinderella', collected 804K streams at #30, and the Spanish biopic drama 'A Man of Action' collected 802K streams at #31.

GERMANY 100 MOVIES | SVOD PLATFORMS

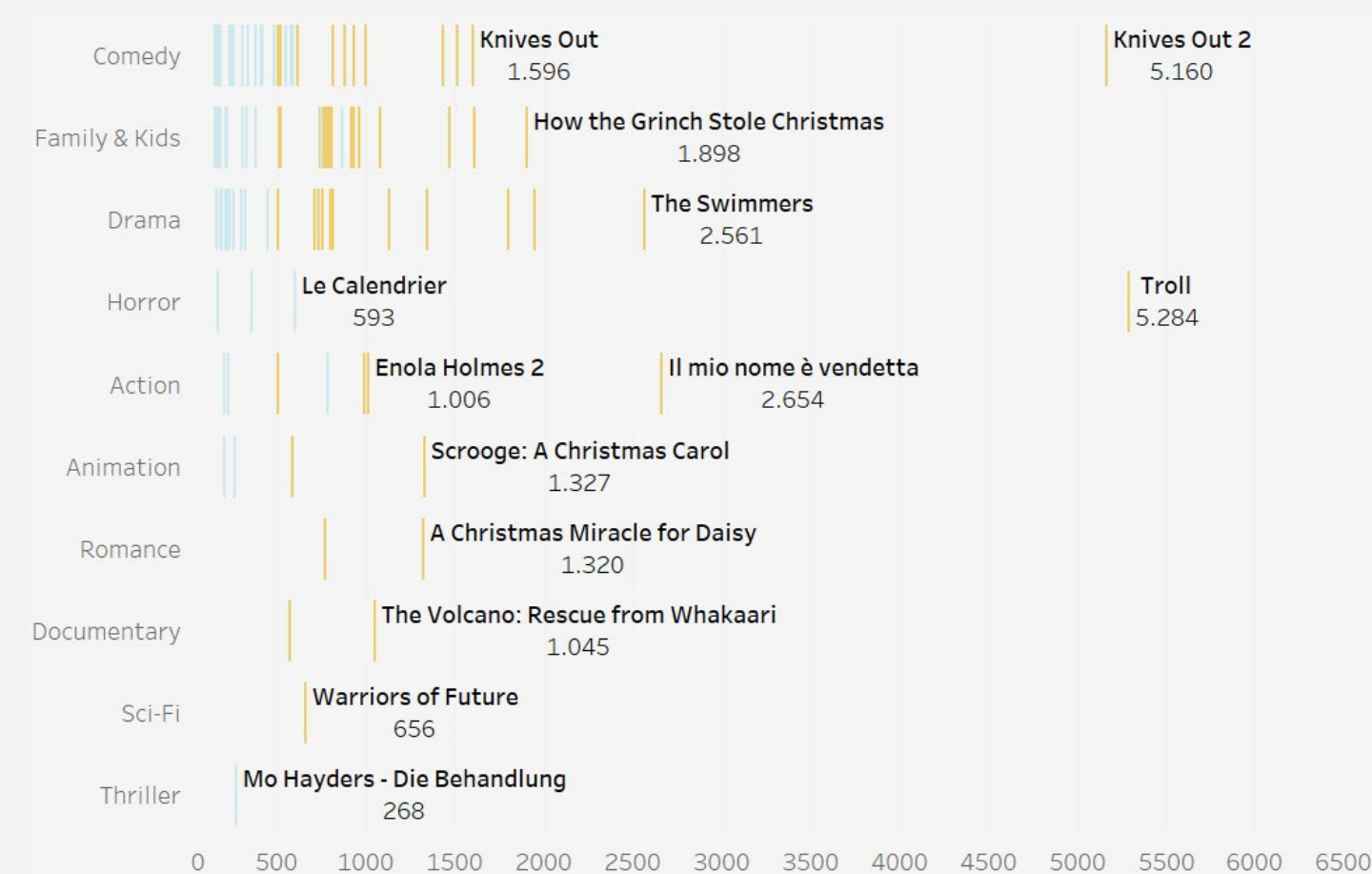
MOST WATCHED GENRES SHARE BY PLATFORM



TOTAL STREAMS BY GENRES PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT: Amazon Netflix

THE ACTION GENRE, TRADITIONALLY THE FAVOURITE GENRE FOR GERMAN AUDIENCES, WAS OUSTED BY COMEDY

Action, with 5.5M streams, was sent to fifth position, displaced by Comedy with 20.4M streams and followed by Family and Kids with 18.6M streams, Dramas 17.6M streams, and Horror movies, collecting 6.3M streams. Comedy is the most-watched genre on Netflix and Amazon with "Knives Out 2" as frontrunner. Following the top genres list: Family and Kids with 14.6 streams and 3.9 streams on Amazon, and Drama with 13.8 M streams and 2.9M streams each.

AMAZON PRIME'S CATALOGUE DOESN'T BRING ANYTHING NEW

"Harry Potter and the Sorcerer's Stone" was Amazon's most-watched film, at #28 in the general chart, with 860K streams. The second most watched film was "F9", from the "Too Fast Too Furious" saga, with 783K streams at #35. Amazon is neglecting original content, trying to keep audiences hooked.

GERMANY 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

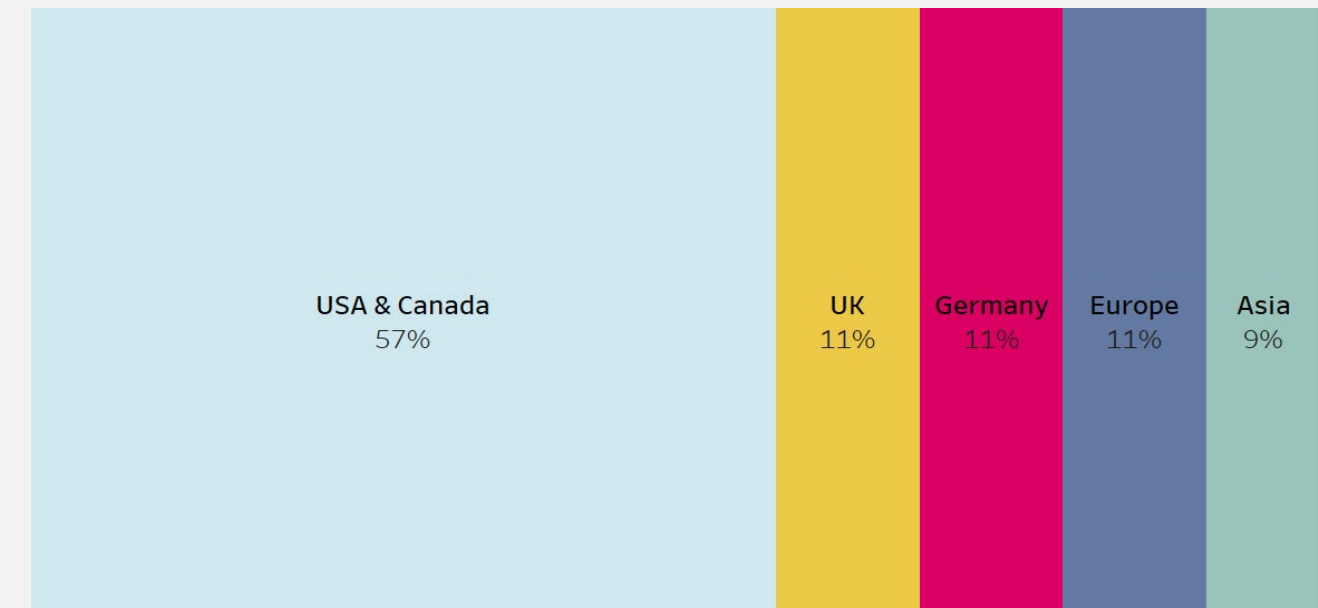
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	STREAMS
1	The Big Bang Theory	Netflix	Comedy	51.947
		Amazon	Comedy	5.428
2	Wednesday	Netflix	Family & Kids	53.691
3	S.W.A.T.	Netflix	Action	24.101
		Amazon	Action	869
4	Emily in Paris	Netflix	Comedy	23.448
5	Brooklyn Nine-Nine	Netflix	Comedy	18.141
6	Two and a Half Men	Amazon	Comedy	17.797
7	Manifest	Netflix	Drama	16.360
8	PAW Patrol	Netflix	Animation	16.273
9	Firefly Lane	Netflix	Drama	13.182
10	Alice in Borderland	Netflix	Action	12.757
11	The Recruit	Netflix	Drama	10.963
12	1899	Netflix	Drama	9.839
13	Too Hot to Handle	Netflix	Game-Show & Reality-TV	9.547
14	Tom Clancy's Jack Ryan	Amazon	Drama	7.546
15	Naruto: Shippūden	Netflix	Animation	7.359
16	Elite	Netflix	Drama	6.773
17	Christmas Tomorrow	Netflix	Drama	6.766
18	The Witcher: Blood Origin	Netflix	Action	5.926
19	I Hate Christmas	Netflix	Comedy	5.173
20	The Crown	Netflix	Drama	5.121
21	Dead to Me	Netflix	Comedy	4.930
22	The King of Queens	Amazon	Comedy	4.228
23	The Bureau of Magical Thi..	Netflix	Family & Kids	3.889
24	The Vampire Diaries	Amazon	Comedy	3.833
25	The Peripheral	Amazon	Drama	3.713
26	Sonic Prime	Netflix	Animation	3.519
27	Friedliche Weihnachten	Amazon	Comedy	3.406
28	Die Discounter	Amazon	Comedy	3.398
29	Fireman Sam	Amazon	Family & Kids	3.346
30	Treason	Netflix	Drama	3.225

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

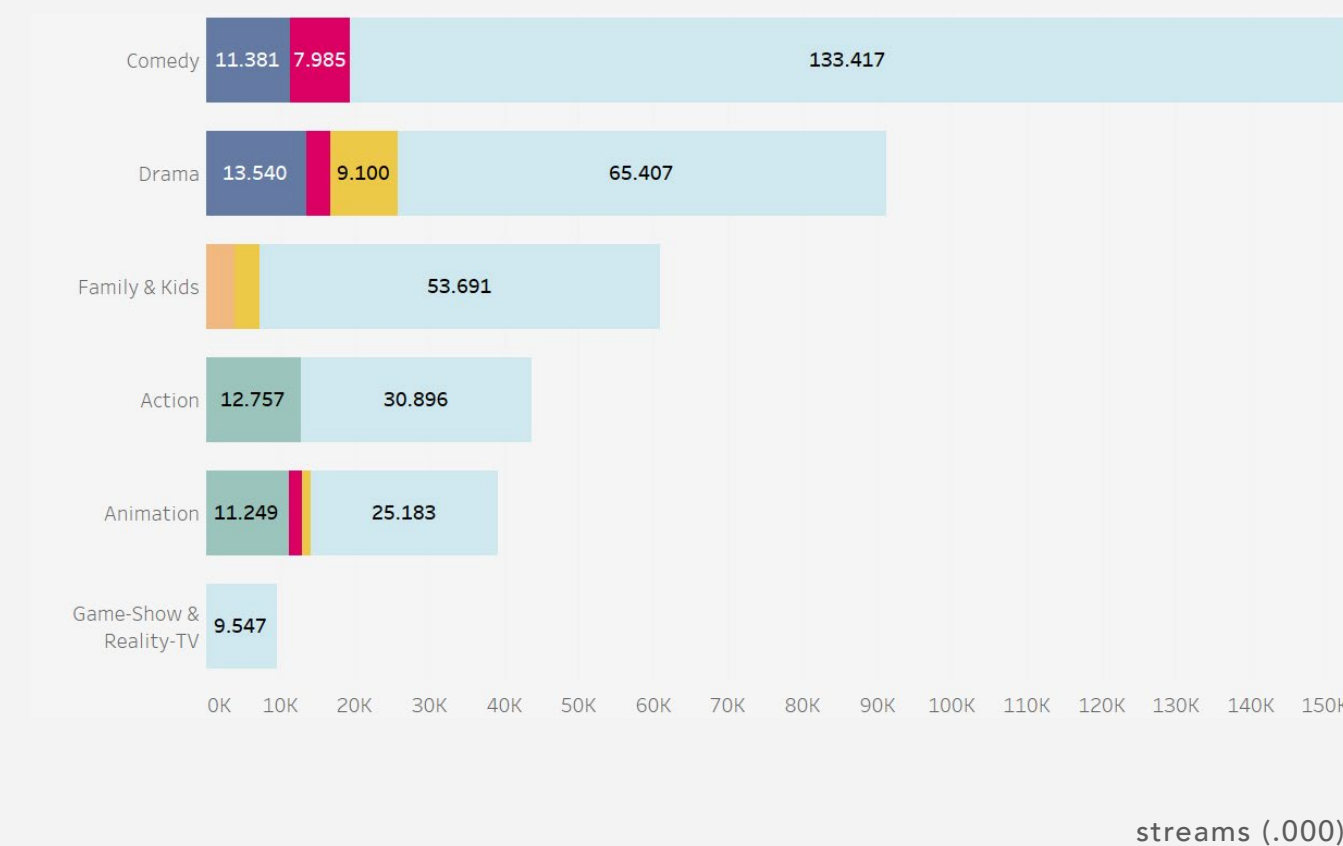
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



streams (.000)

PRODUCTION COUNTRIES:



“WEDNESDAY” UNSEATED “THE BIG BANG THEORY” FROM #1 OF THE MOST WATCHED SERIES (FINALLY!)

It was about time a show ousted the sit-com about the four Physicists and friends, and it had to be Netflix’s new and singular take on the Addams Family: “Wednesday” the 8-episode series, was released on November 23, and collected 53.6M streams in December and has totalled 71.8M since its arrival on the platform.

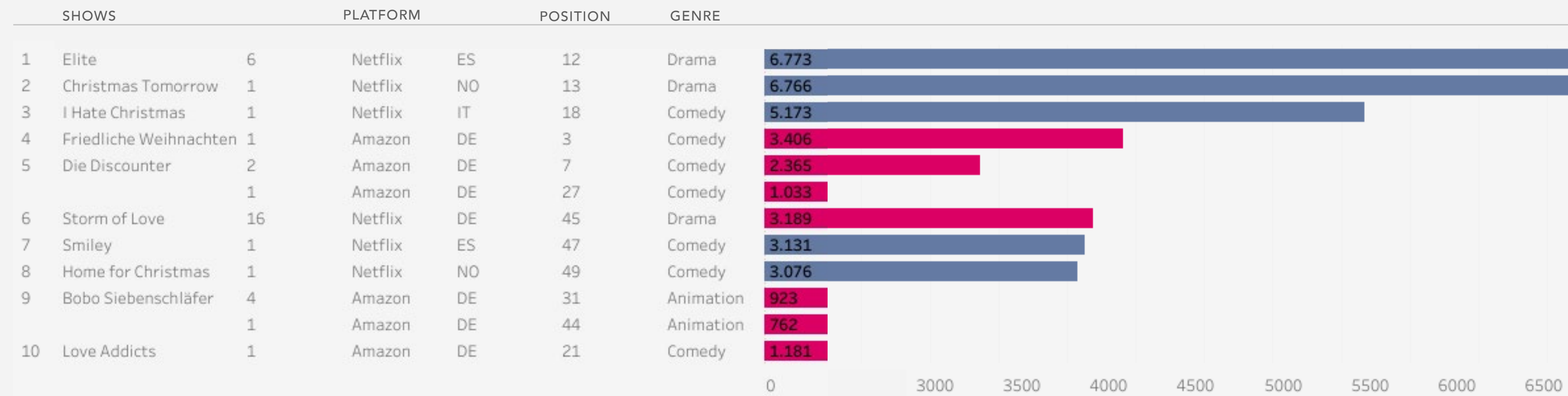
It is followed by the Action series “S.W.A.T.”, whose season 4 was released on Netflix this month. The 6th season is being broadcast on the American channel, CBS, which might have affected how German audiences consume the show both on Netflix (24.1M streams) and Amazon (869K streams).

ONE ASIAN TITLE BREAKS THE MONOTONY OF AN AMERICAN-DOMINATED TOP10

The second season of the Futuristic Action Thriller ‘Alice in Borderland’, at #10 collected 12.7M streams. Check our Hot Title in France to discover more about this Japanese show! American productions, although they continue to rule, lost strength this month, with 57% of share (5 points down compared to November).

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON



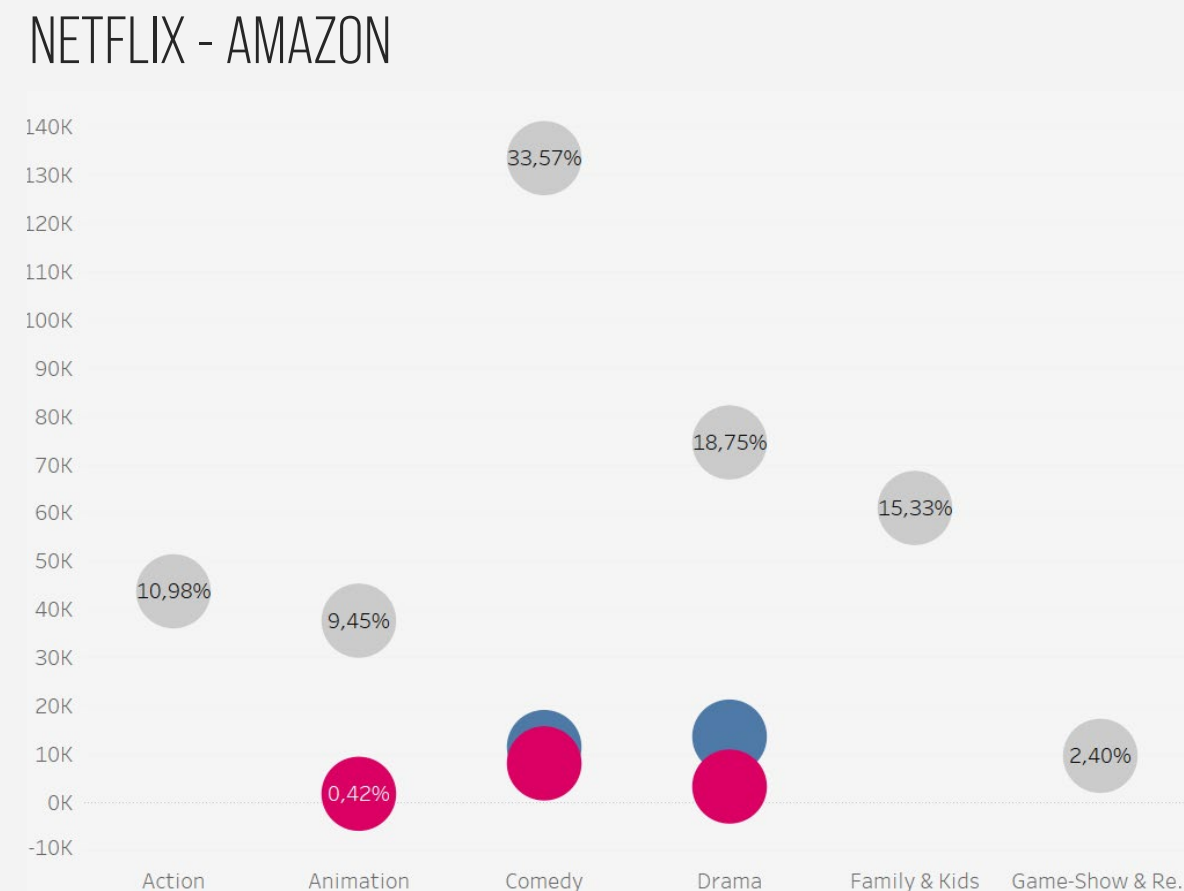
“ELITE” - LESS NOISY BUT STILL A GLOBAL SUCCESS

The 6th season of the Spanish high-school thriller drama collected 6.7M streams and became the most watched European show in Germany. Netflix announced that it will have a seventh season. Will it be the last? It is followed closely by the Norwegian Christmas drama, “A Storm for Christmas” (Home for Christmas) with 6.7M streams.

CHRISTMAS MINI-SERIES PROVE TRAVELABILITY ACROSS EUROPE

European Christmas mini-series have been a preferred choice during this season. Proof of this is that 4 out of the 10 European titles that sneaked into the TOP100 this month are stories about this beloved season. Series like the Norwegian “Christmas Tomorrow”, Italian comedy “I Hate Christmas”, German comedy “Friedliche Weihnachten” and the Norwegian drama “Home for Christmas”. Norwegian productions must have found a receptive audience in Germany.

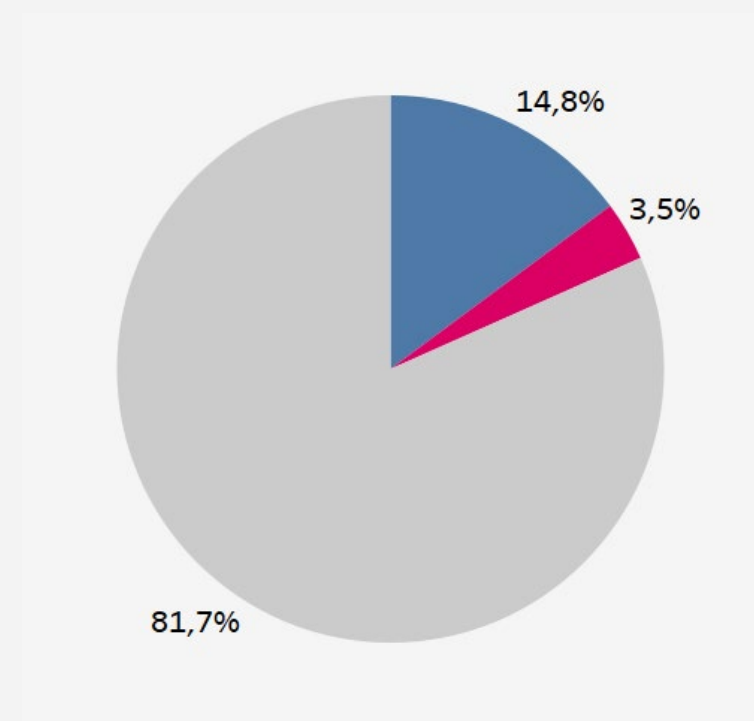
CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS



NUMBER OF TITLES BY GENRES

GENRE	EU	DE
Animation		1
Comedy	3	3
Drama	2	1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES: Europe Germany Others

GERMANY 100 SHOWS | SVOD PLATFORMS

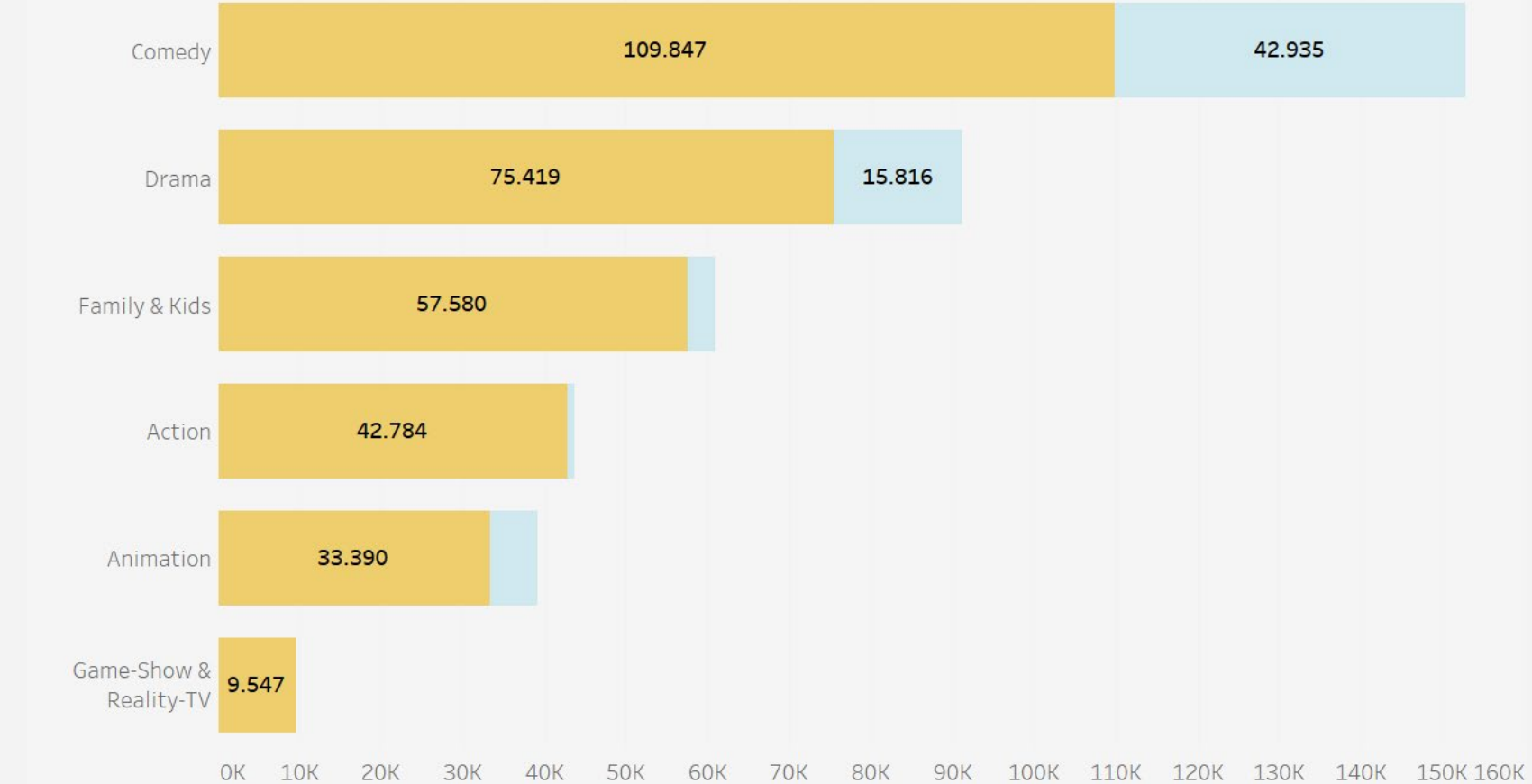
MOST WATCHED GENRES

SHARE BY PLATFORM

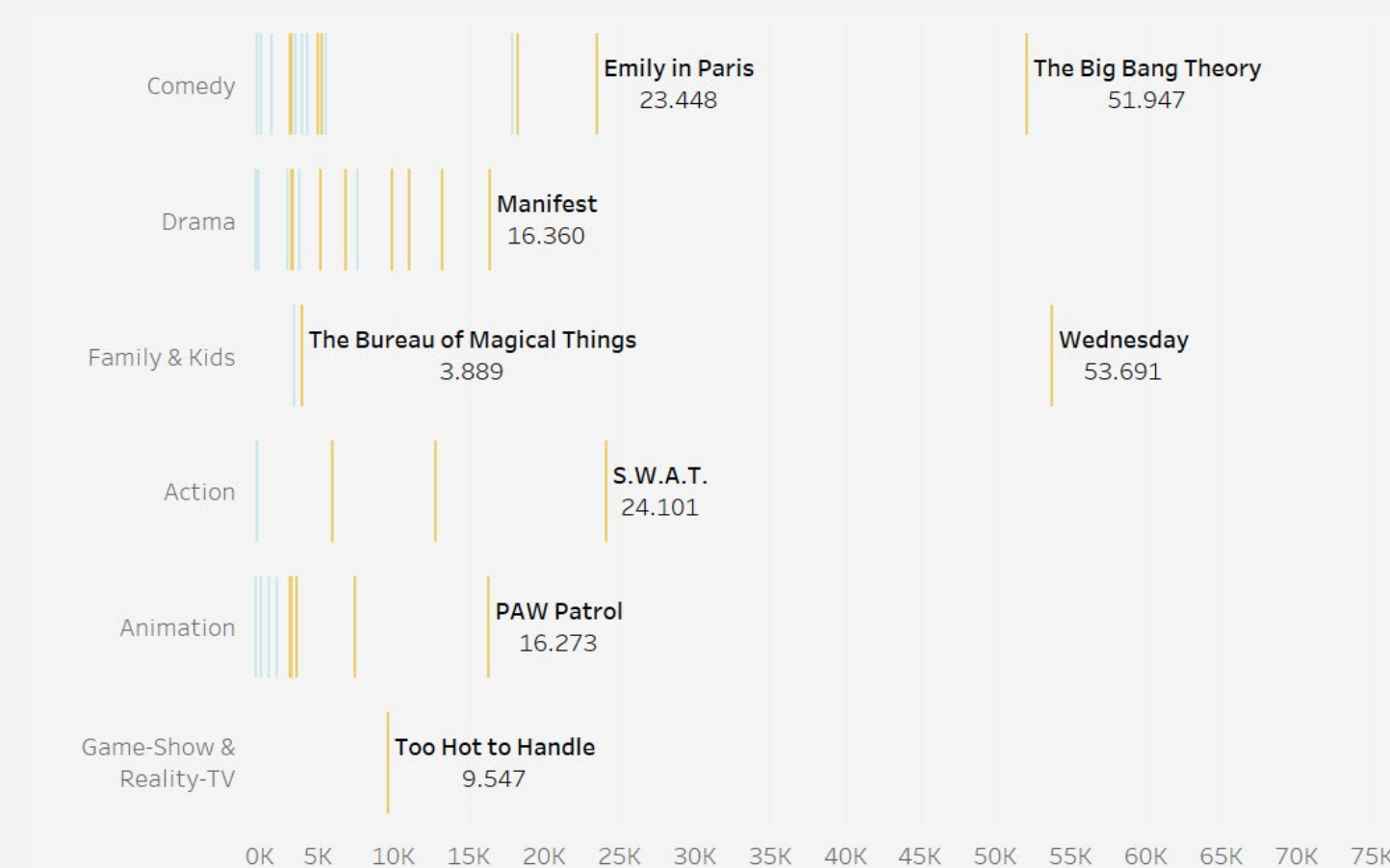


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT: Amazon Netflix

NETFLIX COMEDIES TOPS THE CHART WITH 42% SHARE

Comedies collected 203M streams on Netflix. The most watched contents are the classic American sitcoms: in first place "The Big Bang Theory" and in second place "Friends".

With not as many views but also in this genre, on November 17, the third and final season of "Dead to Me" premiered and collected 7.4M views. This American black comedy television series created by Liz Feldman premiered its first season in 2019 and the second season in 2020. With 10 episodes each season, the series tells the story of two women: Jen (Christina Applegate), a widow who seeks to solve the mystery of her husband's murder, and Judy (Linda Cardellini), an optimistic woman who hides a secret.

In the words of the director in a conversation with Vulture, she assures: "At the end of the day, this isn't really, in its heart of hearts, a show about crime and punishment, (...) It is really a show about grief and friendship."

HOT CONTENT IN GERMANY

RAQUEL CABRERA
STRATEGY DIRECTOR



“TROLL” THE NORDIC TAKE ON THE ‘KAIJU’ GENRE THAT SURPRISES AS THE PERFECT HOLIDAY FILM

A Norwegian giant creature has shaken European streaming charts. It is ‘Troll’, an action-fantasy-adventure film directed by Roar Uthaug (“Tomb Raider”) about something gigantic that wakes up after a thousand years in captivity, deep in the Dovre Mountains. The government calls in Palaeontology professor Nora Tidemann (Ine Marie Wilmann). With her father, Nora will try to figure out what is wreaking such havoc and, more importantly, how to stop it before it reaches Oslo.

The Norwegian take on the popular Japanese genre, with tinges of its own Nordic folklore, has conquered audiences in Europe and beyond, and is present in the TOP10 charts of 93 countries, including Norway, France, Germany, the U.S., the U.K., Japan, South Korea, Brazil and Mexico. The film has quietly accumulated over 128 million hours viewed since its streaming debut on Dec. 1, making it the most popular non-English language film on Netflix and the third most-played European movie since we have data. The adventure film is by now the most streamed Scandinavian movie and the 12th most streamed film of 2022, with no less than 24.4M streams in the four analysed markets.

To give some context: The previous most popular non-English film on Netflix this year was Peter Thorwarth’s “Blood Red Sky”, with more than 110 million hours viewed. Other popular non-English titles on the streamer

include ‘The Platform’ with 108 million hours viewed; “All Quiet on the Western Front” with 101 million hours; and “Black Crab” with 94 million hours.

In a nutshell: “Troll” has become the perfect Holiday Film. Yes, we know what you are thinking: an absolutely giant monster made of stone and moss doesn’t look exactly like a character from a classical Holiday film: where is Hugh Grant? Where are the Christmas trees and the artificial lights? The word ‘Santa Claus’ is definitely missing from the title! But the truth is that underneath the ‘big-monster’ premise, ‘Troll’ has a set of features that make it a winter wonder and a fun ride for the whole family: values that are passed on from parents to children, friendship, characters that carry the film with humour, and a killer ending.

In an interview with What’s on Netflix, producer Kristian Strand Sinkerud stated that the crew “have ambitions to make a sequel and perhaps two sequels, but it all depends on how the audiences are responding to [the film].” Director Uthaug added: “right now, we’re focused on one big entertaining movie and let’s see how the response is to that.”

Netflix worked out a pretty fun campaign that includes a truck with a Godzilla-sized skull on the back of it placed in Oslo central station, a smashed car, and a Tik-Tok filter in which you can see a Troll walking through the streets. Entertainment is guaranteed!



GLOBAL TAKES

1 / **Movies consumption skyrocketed in December.**

During the holidays, people are looking for ways to relax and enjoy themselves without the cold weather outdoors, and watching a movie is a great way to do that, so consumption tends to be higher during this time. On average, in every market there was an increase of 18M views compared to the previous month. France is the market that grew the least, with only 4M more than last month. On the other hand, the UK market shows the biggest gap, gathering 37M views more than November. If we compare December 2021, we see that this trend is constant from year to year: on average, there was an increase of 13M views compared to November 2021.

2 / **Get-togethers and laughter: what we all want for Christmas.**

This month, Comedy & Family & Kids have been the most streamed genres in the movie market by far, enjoying their highest share ever: 30 and 23 percent of total share respectively. But does this really surprise anyone? Holidays are for having fun with your loved ones! France is particularly dependent on family content and is the country of origin that enjoys the healthiest figures for animated content. , respectively, in all markets.

3 / **HBO Max is finally here with us!**

We're very happy and excited to announce that we now have data from HBO Max! For now, it is only going to be for the Spanish market, where the platform has started with a 5% share, leaving Amazon 12% and Netflix 82% in the movie market. Shows-wise, the service owned by Warner Bros takes 14 points of share, completely overshadowing Prime, which takes 9 only percent of the show market. This represents a disruption that brings new diversity and opportunities for quality content.

4 / **Trend towards unprecedented growth ignited in November continues apace**

and three top-notch films squeeze into the top of every market: "Los Renglones Torcidos de Dios", "Troll" and "Il mio nome è Vendetta" are all already directly included in the most viewed European productions since we have data and have only been here one month.

5 / **The future is Female.**

In several reports we highlight the notable trend of female empowerment, with women in leading roles in a wide variety of genres. This phenomenon is particularly remarkable this month with regard to UK content, which gets a consistent market share thanks to films with very young female leads, such as "Lady Chatterley's Lover", "Mathilda" and "The Swimmers".

6 / **Globalization is Heterogeneous: keep an eye on unprecedented cultural hybrids on your streaming radar.**

The algorithm is all about tagging content and awkward identity mixes are no longer a global marketing issue; in fact, quite the opposite. Shows like "Wednesday" mix Latin and American identity with a unique genre look, and liven up social media conversations. Adding up the figures for all the markets, we see that the show has smashed all records, amassing 421M views in only two months.

Films like the Italian title "Il Mio Nome è Vendetta" have managed to get into 91 Tops worldwide, including Japan & South Korea, where revenge movies are highly valued and consumed. "Alice in Borderland", based on Manga content, and produced in Japan, conquers the analysed markets with its unique storytelling. Last but not least, "Troll", the Norwegian take on the popular Japanese "Kaiju" genre, with tinges of its own Nordic folklore, has conquered audiences in Europe and beyond, and is present in the TOP10 charts of 93 countries.

Do you get it? All these hits are new breeds and we are therefore likely to witness Asian, hybrid and European growth in the next year. Can producers, distributors and other platforms make the most of this opportunity?

THINKDATA.

BRIDGING THE DATA GAP

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