



THINKDATA.

BRIDGING THE DATA GAP

OCTOBER 2023

THINK DATA FOREWORD

Welcome to a new spooky season with unexpected trends emerging on the VOD map!

Over the past two years in Think Data, the Horror genre dominated most top positions, creating a Halloween frenzy. However, this spooky season appears milder. Territories like Spain, Italy, and France haven't completely embraced the Americanization of their October calendar, favoring Drama as their preferred genre for this time of the year. This gap was filled by Glocal titles such as the French series "Lupin" and the Spanish film "Nowhere," both ranking among the most-watched contents on the N-Platform, and they've been the focus of our hot topics this month. Conversely, Germany did jump on the Halloween trend, showing a preference for titles like the Swedish "The Conference," American "The Pope's Exorcist," and Spanish "Hermana Muerte."

Comparatively, in 2021 and 2022 the spooky season heavily reflected American content: in October 2021, streams from the USA &

“**Over the past two years in Think Data, the Horror genre dominated most top positions, creating a Halloween frenzy. However, this spooky season appears milder. Territories like Spain, Italy, and France have opted for Drama as the preferred genre for this time of the year**”

Canada accounted for 66.5% of the total streams. In October 2022, that share decreased to 63.7%. Now, the share stands at 57.5%, indicating a clear decline in American streams for October. Did strikes impact some of the planned content? Will this trend affect the seasonality throughout 2024? Could the scarcity of American Horror content have favored Glocal European content, and can we anticipate more of it? Might there be an opening for increased

production of spooky European content in the near future? This report might shed some light on these questions.

This report visualizes the changing trend and the new diversity of genres noticeable in October 2023. In an evolving OTT map, recognizing seasonality is crucial as it brings new opportunities. Platforms seem to be seeking more of this specific content for the foreseeable future.

No more darkness; enjoy the enlightenment of our data,

Your analysts,

Lola, Celia, Juliana, Sarah

THE PRESS SAYS ABOUT US

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

SCREENDAILY

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

BUSINESS
INSIDER

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

EL PAÍS

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

cineuropa

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

AUDIOVISUAL451
el medio online de la industria audiovisual

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

la fm.

WHAT IS SODA

HOW WE DO WHAT WE DO

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

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

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

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

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

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



Digital i's SVOD Measurement System SoDA

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

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

THINK DATA MEETS EL BARÓMETRO GECA



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

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

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

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

STREAMING TAKES A LEAF OUT OF THE OLD PROGRAMMING HANDBOOK

A year ago, around this same time, streaming began to implement measures to correct the financial precariousness hidden behind its income statements. They say “Fake it until you make it”. The platforms did just that. They pinned the medal on subscriber growth, looking away from the poor (or non-existent) profits that the obsession with scaling the business was causing. They were confident that, sooner or later, a large market share would translate into profitability. With the economic crisis came the slap in the face of reality, transforming the way they understood content strategy. Anyone who wants to do business with platforms needs to understand what the new roadmap is. A new programming policy that, in reality, means dusting off the old manual that cinema and television have used all their lives.

TAKE ADVANTAGE OF SEASONALITY! February is the month for Dramas and Romantic Comedies, summer is the ideal time for Family and Action movies, and Halloween in October imposes a frenzy for the undisputed Horror genre. As much as the platforms allow you to watch whatever you want, the environment makes sure to impose much of what you see. And having that information is key to understanding the timing of the negotiations. Interestingly, the concentration of interest does not lead to cannibalization between titles. There seems to be room for everyone.

PLATFORMS ARE LOOKING FOR EFFICIENT DIVERSITY.

Yes, the pockets of streaming seemed endless, but now it seems that sanity has returned to programming decisions.. Fewer (creative) risks are taken and the confidence of what has already worked is sought. Clone, reinterpret, select a certain cast, set in a certain era... No project, finished or in pre-production, should neglect benchmarking based on successful content.

THE RESURGENCE OF THE LICENSING MARKET.

Streaming is returning to a scenario similar to the one of the first decade of the 2000s: the flourishing of the licensing market. Platforms are no longer islands obsessed with having a lot of their own exclusive production. Acquiring third-party catalogs not only generates less economic risk. It also offers a great opportunity to cover those genres or formats that are underdeveloped in the catalogs. It is a great time to sell and grow projects in multiple ecosystems.

Platforms are still a great opportunity for the creator, just in a different way.



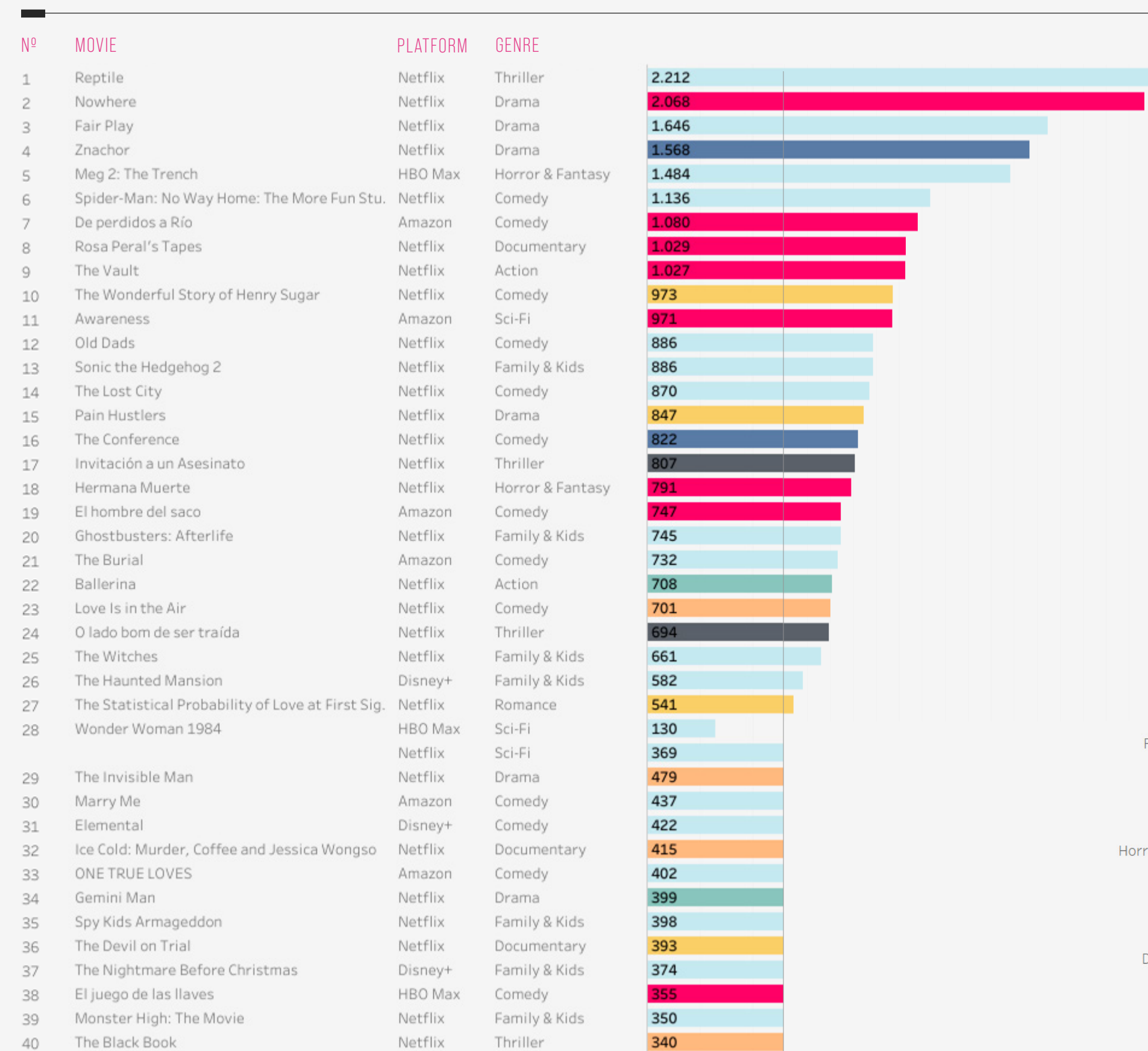
ELENA NEIRA
LA OTRA PANTALLA,
GUEST ANALYST
OF THE MONTH

“ Anyone who wants to do business with platforms needs to understand what the new roadmap is. A new programming policy that, in reality, means dusting off the old manual that cinema and television have used all their lives

SPAIN | 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

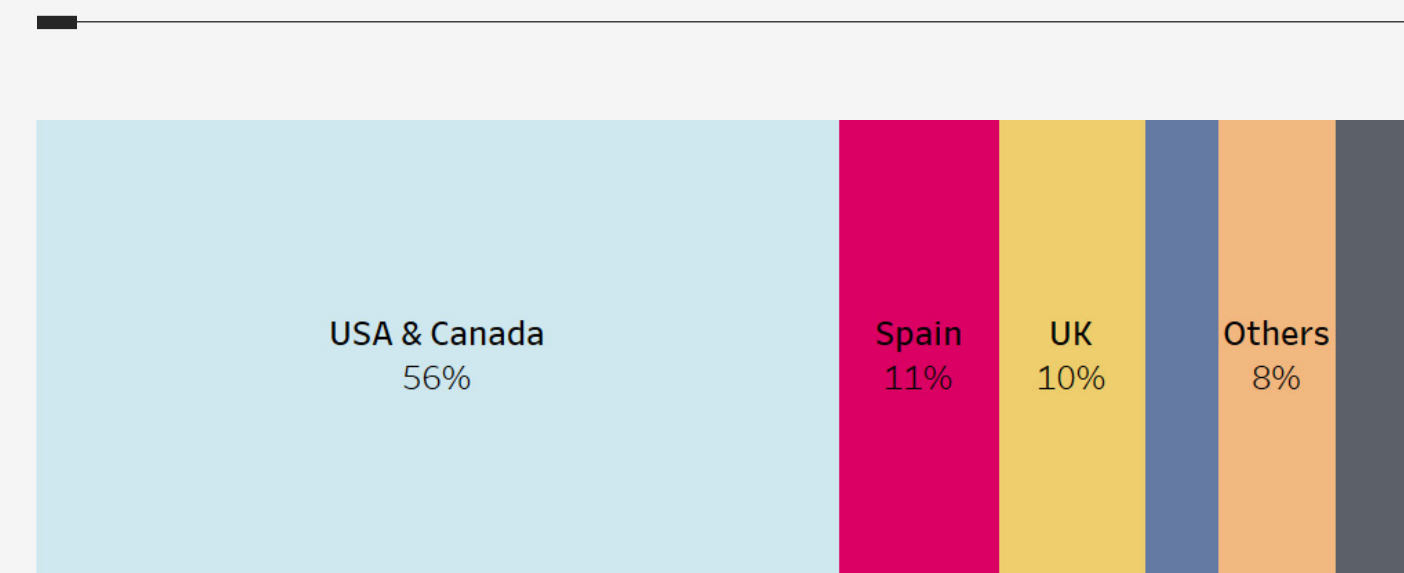
NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



SHOWING 40 | 99 - [See complete chart here](#)

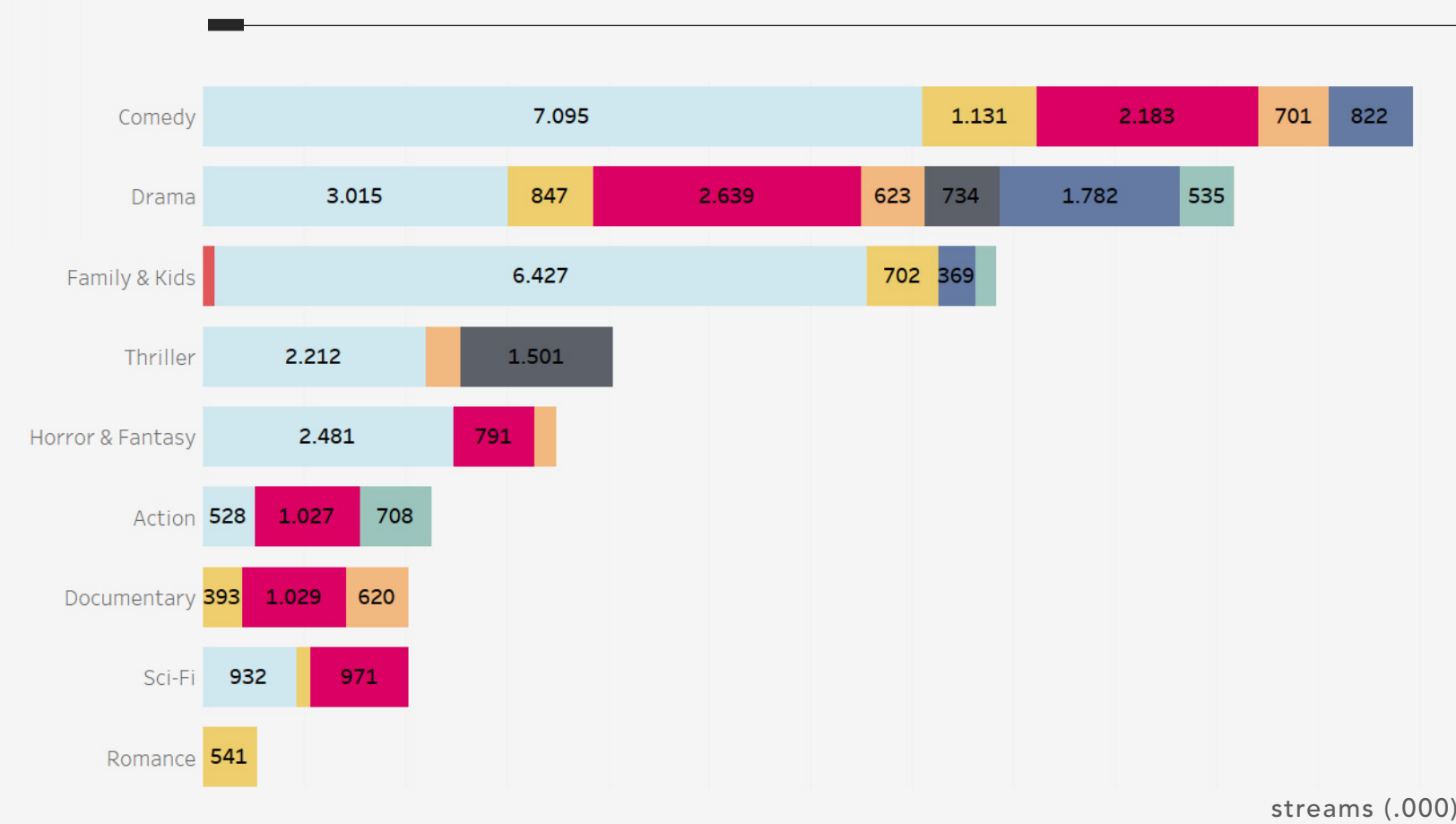
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | SPAIN | ASIA | UK | LATAM | OTHER

SPOOKY VIBES, BUT NO TOTAL AMERICAN CONTENT TAKEOVER

In this spooky month, all film markets experience a slight increase, except for the Spanish market, which remains steady compared to last month. It seems that the spookiest month of the year has passed less noticed in Spain. The genres of Thriller and Horror & Fantasy have seen a significant rise, accounting for 9% and 8% of all streams, respectively. Notable films contributing to this surge include the American "Meg 2: The Trench" and "Reptile" and the highly promoted local production "Hermana Muerte" by Paco Plaza.

Despite Halloween being a direct product of the Americanization of the planet, this month, at least in Spain, has not resulted in an overwhelming dominance of American content. USA & Canada content maintains a consistent 50% share of total streams, a trend that has been relatively stable since June. In fact, the top #10 films for this month feature more European and Spanish movies than American ones.

SPAIN | 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

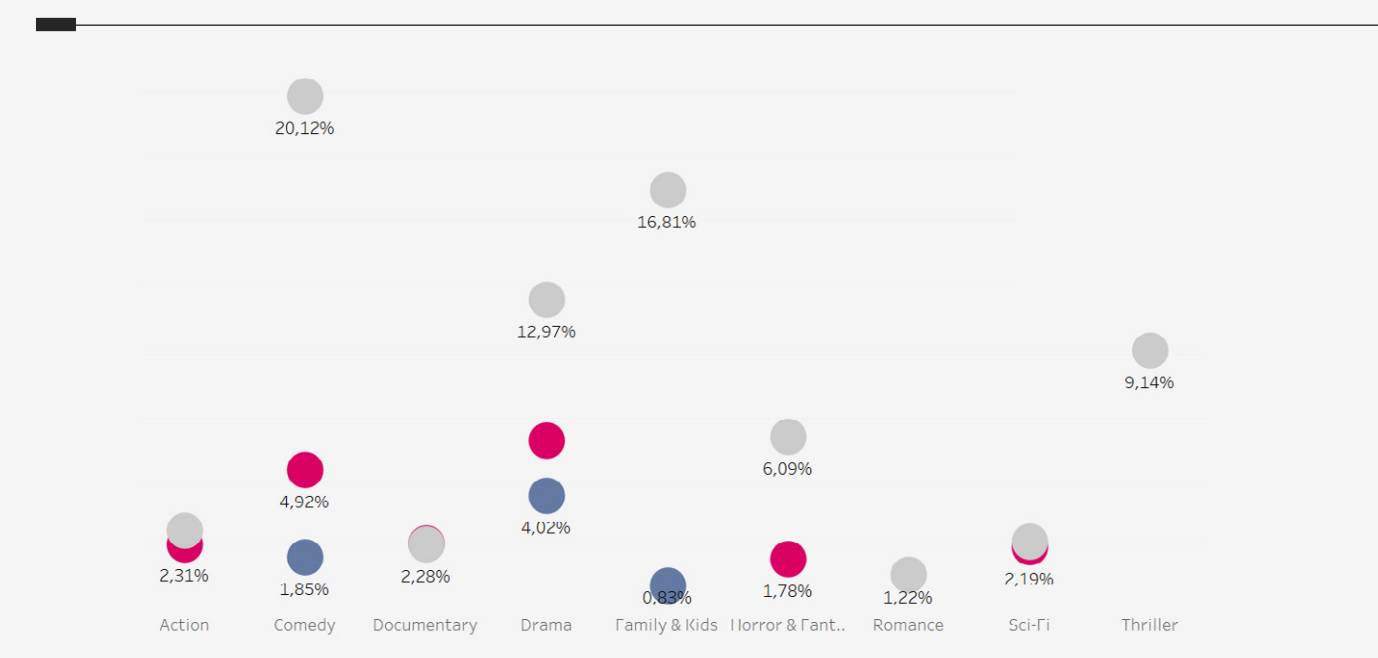
NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX

Nº	MOVIE	PLATFORM	COUNTRY	POSITION	GENRE	STREAMS
1	Nowhere	Netflix	ES	2	Drama	2,068
2	Znachor	Netflix	PO	4	Drama	1,568
3	De perdidos a Río	Amazon	ES	1	Comedy	1,080
4	Rosa Peral's Tapes	Netflix	ES	6	Documentary	1,029
5	The Vault	Netflix	ES	7	Action	1,027
6	Awareness	Amazon	ES	2	Sci-Fi	971
7	The Conference	Netflix	SE	13	Comedy	822
8	Hermana Muerte	Netflix	ES	15	Horror & Fantasy	791
9	El hombre del saco	Amazon	ES	3	Comedy	747
10	El juego de las llaves	HBO Max	ES	2	Comedy	355
11	The Grinch	Netflix	FR	43	Family & Kids	232
12	Fatum	Amazon	ES	9	Drama	227
13	365 Days	Netflix	PO	46	Drama	213
14	Culpa mía	Amazon	ES	12	Drama	202
15	The Goya Murders	HBO Max	ES	7	Drama	142

SHOWING 15 | 30 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



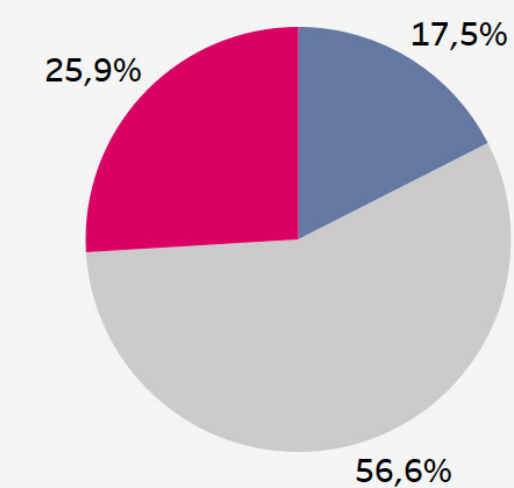
PRODUCTION COUNTRIES | EUROPE | SPAIN | OTHERS

NUMBER OF TITLES BY GENRES

GENRE | EU | SPAIN

Genre	EU	SPAIN
Action		1
Comedy	1	3
Documentary		1
Drama	2	4
Family & Kids	2	
Horror & Fantasy		1
Sci-Fi		1

CONTRIBUTION TO DRAMA STREAMS



HOMEGROWN HORRORS: SPAIN'S STREAMING SPOTLIGHT AT 17%

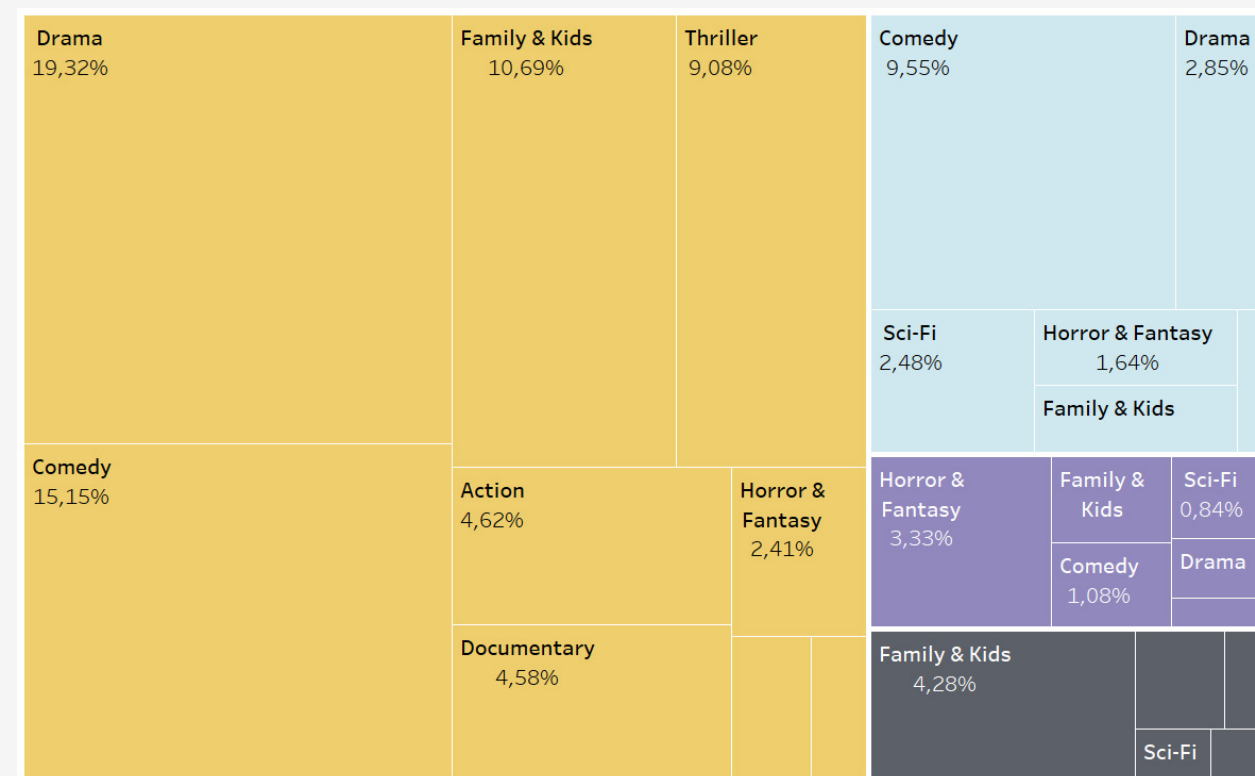
This month proves to be favourable for local productions, securing a 17% share of the total streams. Undoubtedly, the standout is "Nowhere", a Spanish horror and suspense film from 2023, directed by Albert Pintó and starring Anna Castillo. Further details can be found in our Hot Topic of the month. In the same text, we delve into "Hermana Muerte," a film by Paco Plaza that premiered at the Sitges Film Festival on October 5, 2023, and subsequently released on the Netflix streaming platform on October 27. In just four days, the film has garnered an impressive 791K streams. Another noteworthy mention is "De Perdidos al Río", boasting 1 million views. This production involves Pecado Films, La Claqueta PC, SP Televisão, Sony Pictures España, and a compelling cast in the classic format of Spanish comedy.

Alongside the UK, contributing with an 11% share, European content collectively achieved a 32% share this month, slightly below the usual. Particularly standing out are "Znachor" and "The Conference," two of the most-watched films overall this month, alongside, of course, "Nowhere," the most-viewed film for all five markets this month.

SPAIN | 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

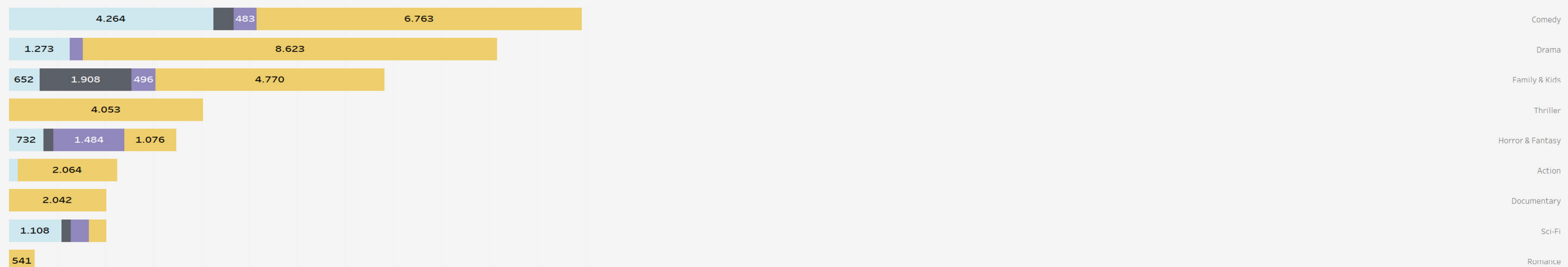


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT | AMAZON | NETFLIX | HBO MAX | DISNEY

AMAZON'S BIGGEST BET IS A SPANISH COMEDY

In line with the TV series market, the platform rankings have remained quite consistent compared to previous months. Netflix maintains a strong lead at 68%, featuring noteworthy titles like "Reptile", "Nowhere" or "Fair Play". Meanwhile, Amazon holds its ground in second place with an 18.4% share, also featuring important local titles such as "De Perdidos al Río" and "Awareness", Sci-Fi Thriller produced by Federation Spain and supposedly 10 million Euros production budget according to A451. This stands in stark contrast to the series market, where Amazon occupies the fourth and final position.

HBO Max and Disney+ trail further behind, in that order. Interestingly, this October marks the only month where HBO Max has managed to surpass Disney+, albeit marginally (6.4% vs. 7.3%). This is mainly due to the "Meg 2: The Trench", the great product of Warner Bros. Pictures.

SPAIN | 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

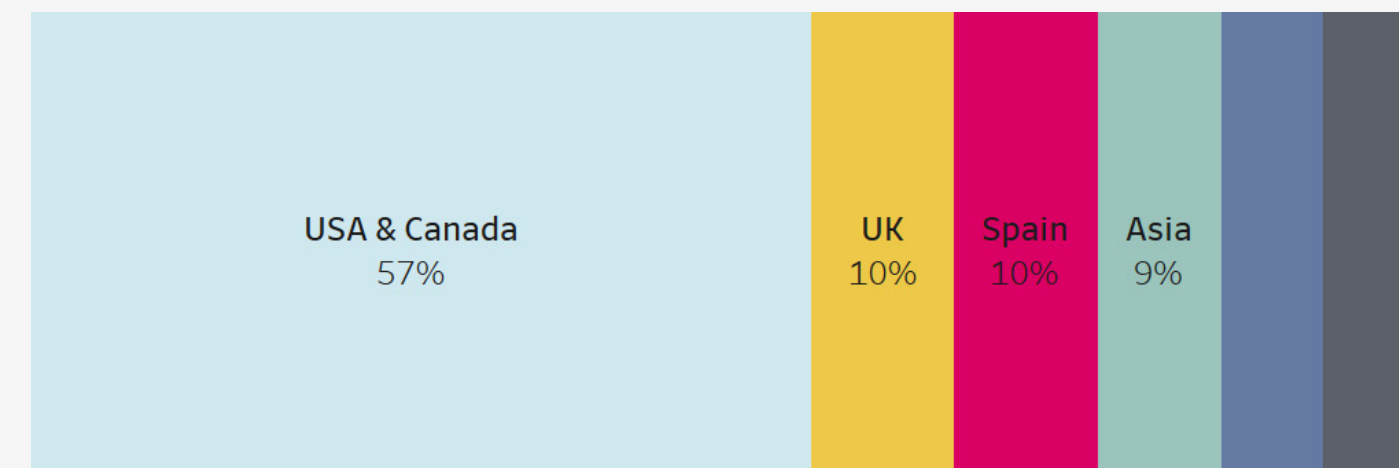
NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX

Nº	SHOW	PLATFORM	GENRE	STREAMS
1	Lupin	Netflix	Comedy	27.821
2	Bluey	Disney+	Family & Kids	21.063
3	Young Sheldon	Netflix	Family & Kids	20.081
4	Sex Education	Netflix	Family & Kids	13.031
5	Elite	Netflix	Family & Kids	12.385
6	The Good Doctor	Netflix	Drama	11.964
7	The Big Bang Theory	HBO Max	Comedy	10.484
8	El cuerpo en llamas	Netflix	Drama	10.130
9	Miss Adrenaline: A Tale of..	Netflix	Drama	9.990
10	The Fall of the House of U..	Netflix	Drama	9.618
11	Bodies	Netflix	Drama	8.355
12	True Blood	Netflix	Drama	7.453
13	Loki	Disney+	Action	6.374
14	The Boys: Gen V	Amazon	Comedy	5.905
15	Pacto De Silencio	Netflix	Drama	5.901
16	Beckham	Netflix	Documentary	5.680
17	Modern Family	Disney+	Comedy	5.394
18	The Walking Dead	Netflix	Drama	5.202
19	Friends	HBO Max	Family & Kids	5.088
20	PAW Patrol	Netflix	Family & Kids	5.071
21	Ahsoka	Disney+	Drama	5.047
22	Liebes Kind	Netflix	Drama	4.467
23	The Bear	Disney+	Drama	4.313
24	Virgin River	Netflix	Drama	3.846
25	One Piece	Netflix	Action	3.674
26	Only Murders in the Buildi..	Disney+	Comedy	3.559
27	Prison Break	Disney+	Drama	3.531
28	The Simpsons	Disney+	Animation	3.416
29	The Queen of Flow	Netflix	Drama	3.337
30	30 Coins	HBO Max	Drama	3.325
31	Grizzy and the Lemmings	Netflix	Family & Kids	3.076
32	Better Call Saul	Netflix	Comedy	3.073
33	The Devil's Plan	Netflix	Game-Show & R	2.969
34	The Wheel of Time	Amazon	Drama	2.912
35	Big City Greens	Disney+	Animation	2.809
36	Marcus Level	Netflix	Family & Kids	2.781
37	Memento Mori	Amazon	Drama	2.615
38	Chicago Med	Amazon	Drama	2.462
39	Henry Danger	Netflix	Family & Kids	2.418
40	The Fuck It Bucket	Netflix	Family & Kids	2.342

SHOWING 40 | 70 - [See complete chart here](#)

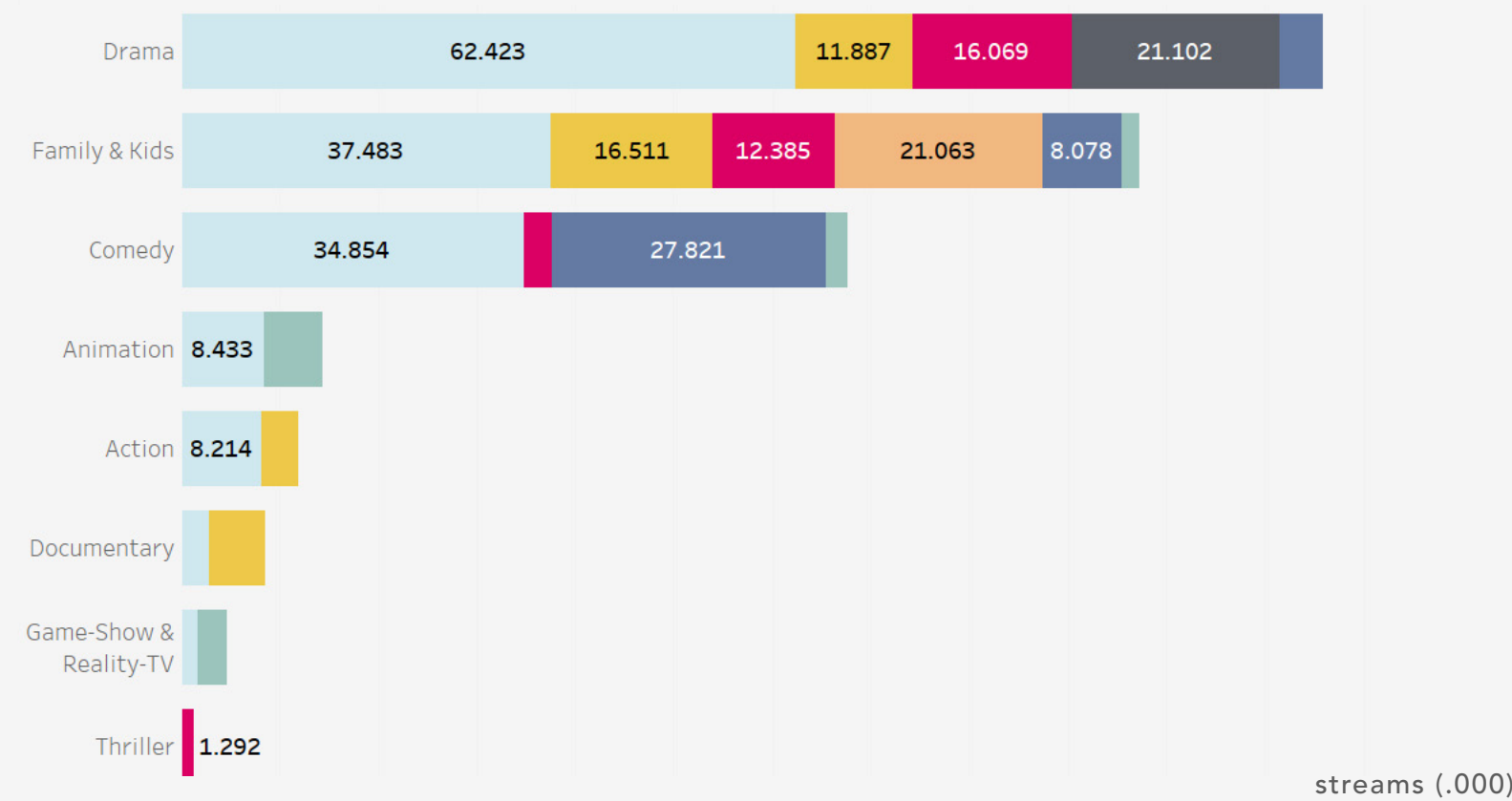
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | SPAIN | ASIA | UK | LATAM | OTHER

THE SPANISH MARKET'S RETURN TO STABILITY

In the ebb and flow of tension between American and European content, this month in the Spanish market, American content regains strength, securing nearly 50% of show streams. Something that appears to be returning to stability is the position of the Spanish market, which, after a rather irregular first half of the year, is once again the third-largest force consistently, following the United Kingdom and France.

GENRE REVIVAL: DRAMA TAKES THE LEAD

This month, Drama, with titles like "The Good Doctor", "El Cuerpo en Llamas", "Miss Adrenaline", among others, also regains the top spot it had in 2022. Noteworthy is the significant share of streams accumulated by Family & Kids ("Bluey" and "Young Sheldon") and Comedy ("Lupin") with 31% and 21%, respectively.

SPAIN | 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

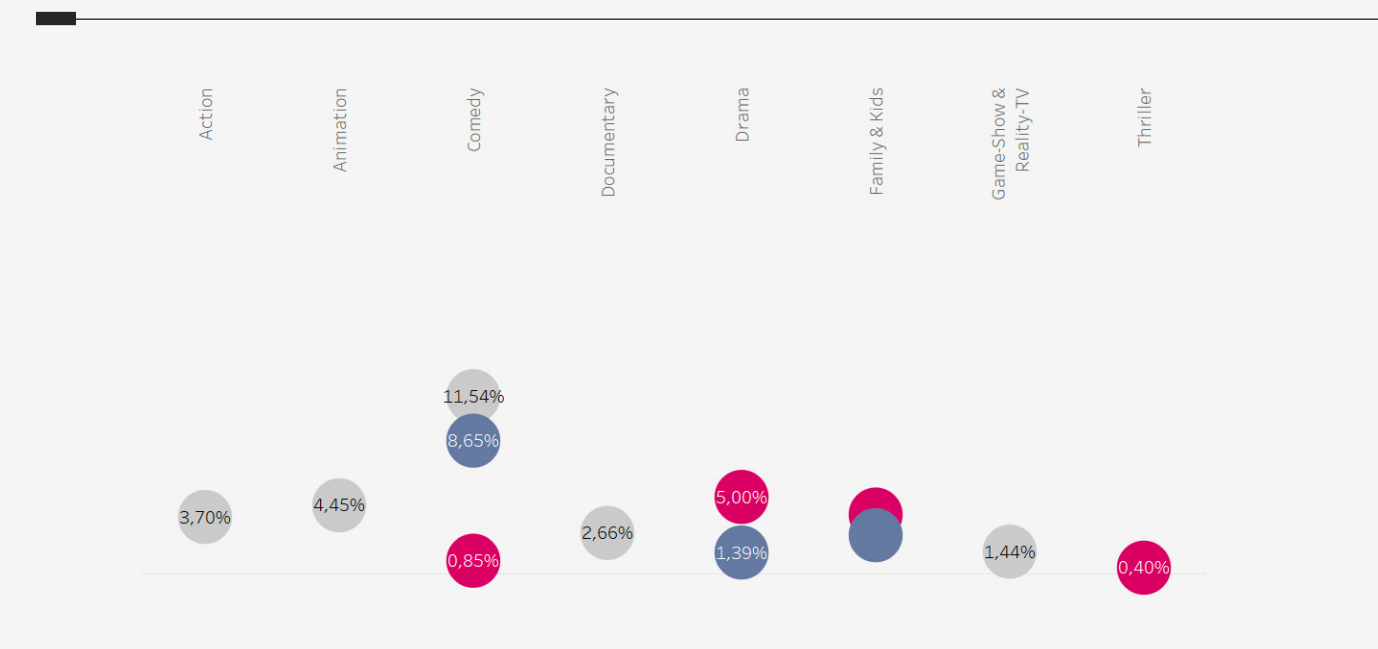
NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX

Nº	SHOW	SEASON	PLATFORM	COUNTRY	RANKING	GENRE	VIEWERS
1	Lupin	3	Netflix	FR	1	Comedy	20.840
		2	Netflix	FR	18	Comedy	3.600
		1	Netflix	FR	19	Comedy	3.380
2	Elite	7	Netflix	ES	2	Family & Kids	10.798
		1	Netflix	ES	49	Family & Kids	1.587
3	El cuerpo en llamas	1	Netflix	ES	5	Drama	10.130
4	Liebes Kind	1	Netflix	DE	14	Drama	4.467
5	30 Coins	1	HBO Max	ES	1	Drama	3.325
6	Grizzly and the Lemmings	3	Netflix	FR	21	Family & Kids	3.076
7	Marcus Level	1	Netflix	FR	24	Family & Kids	2.781
8	Memento Mori	1	Amazon	ES	3	Drama	2.615
9	The Smurfs	1	Netflix	BE	33	Family & Kids	2.221
10	Aquí no hay quien viva	1	Netflix	ES	50	Comedy	1.585
11	Noche de Chicas	1	Disney+	ES	16	Thriller	1.292
12	Los Artistas: Primeros Tra..	1	Amazon	ES	6	Comedy	1.163

SHOWING 12 | 14 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+ / HBO MAX

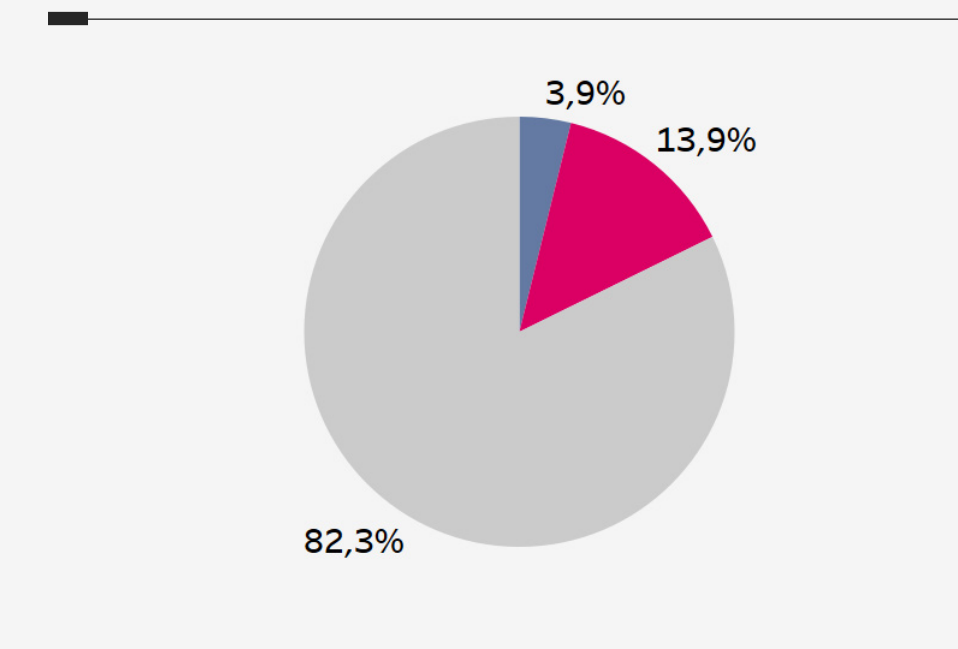


PRODUCTION COUNTRIES | EUROPE | SPAIN | OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	SPAIN
Comedy	1	2
Drama	1	3
Family & Kids	3	1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN STREAMING SPOTLIGHT: “LUPIN” AND “ELITE”

This month, French, Spanish, and British content hold virtually the same level of significance in terms of share. France, thanks to “Lupin”, one of the few European comedies that manages to transcend borders. As we discussed in the third edition of Equinox, covering January to June 2023, European drama content has more and better chances of crossing European markets; however, European comedy content faces greater difficulty, as it is challenging to surpass cultural codes of what is considered humorous or not.

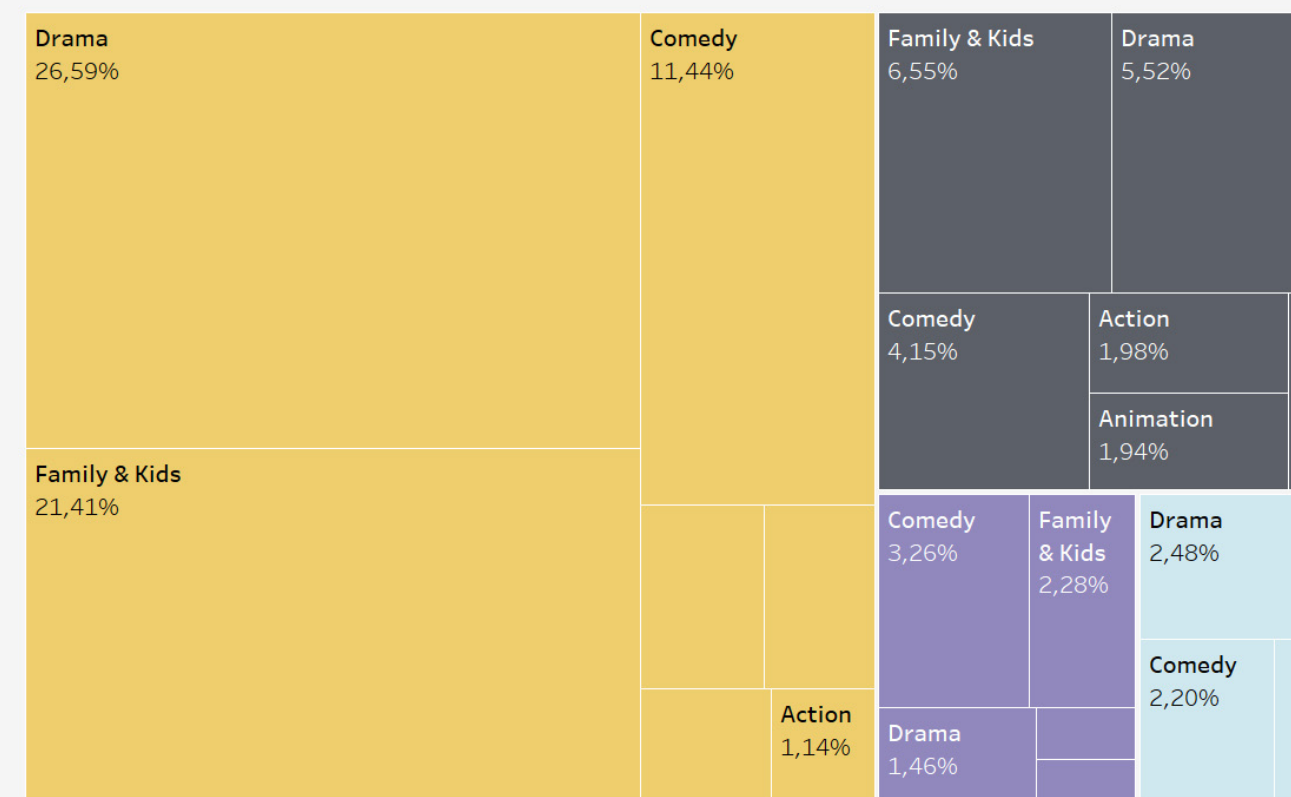
For Spanish content, “El Cuerpo en Llamas” stands out, amassing 51M views solely in the Spanish market. This month also marks the premiere of the seventh (and not the final) season of “Elite”. The last and final season will be the eighth season. Fortunately, they have already decided this, as, from the data we have, this season marks the lowest viewership for an “Elite” premiere, one of the flagship products of Netflix Spain along with “Money Heist”. Not every buzzy title has been Netflix’s and Prime Video is climbing higher every month in terms of the titles the E-commerce giant squeezes in the top positions. We now highlight “Memento Mori”, “Noche de Chicas” and “Los Artistas”. This last title was originally produced by VIX in LATAM and directed by Maria Dueñas. The three titles are accumulating 2.6M, 1.2M, and 1.1M views, respectively this month. These are better numbers for Prime, but enough to gain market share. HBO Max’s and Alex de la Iglesia’s “30 Monedas” new season is also a highlight with 3.3M views.

Considering all the streams accumulated by European and British content, they sum up to 34.4%, 19 points behind the American content.

SPAIN | 100 SHOWS | SVOD PLATFORMS

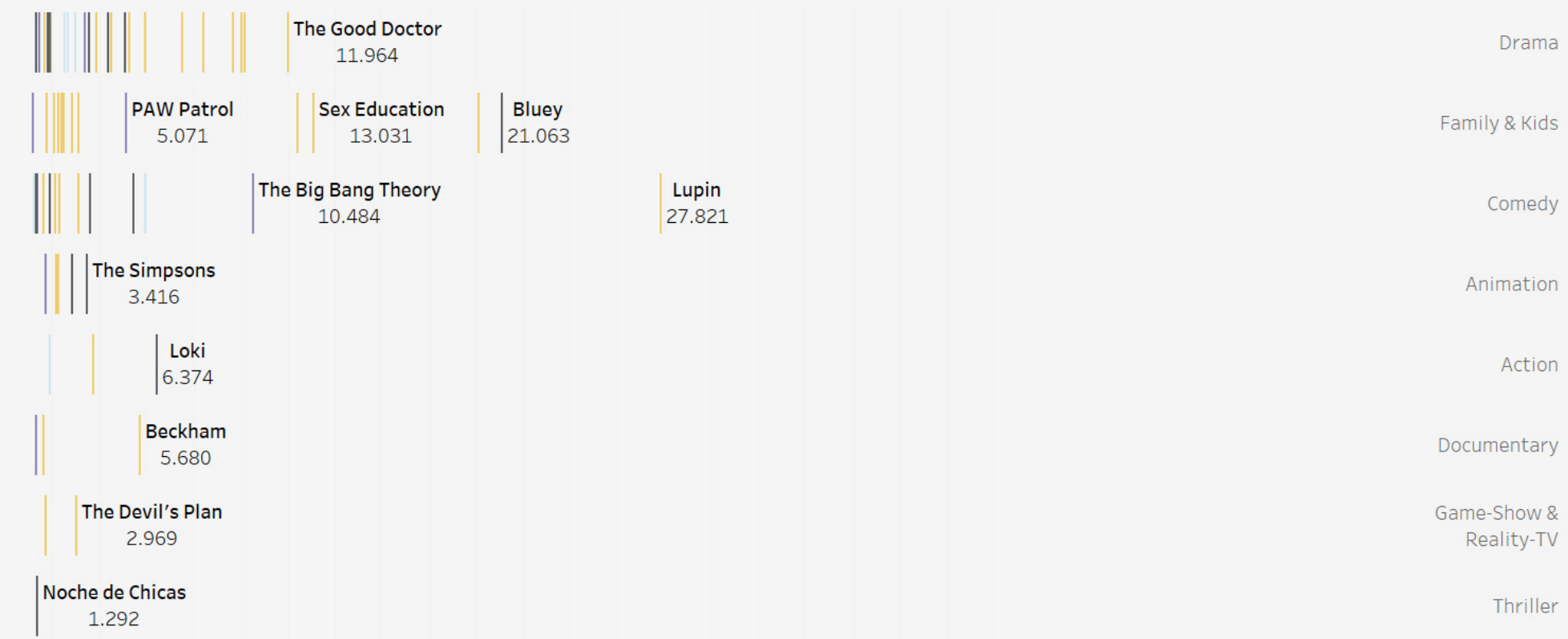
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

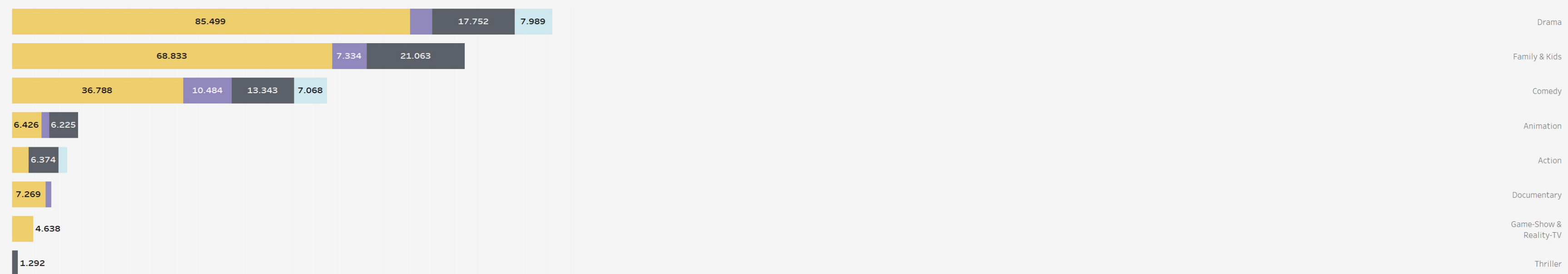


NETFLIX REIGNS, DISNEY+ FACES DECLINE, AND HBO MAX STEALS FROM AMAZON

The streaming war this month maintains a similar pattern to the previous one. Netflix dominates with a 66% share of streams, featuring series like "Lupin", "Young Sheldon", "Sex Education" or "Elite". Disney+, which showed impressive growth in the first four months, has been experiencing a slow but steady decline since July. Currently, it represents 20.5% of total streams, securing the second most potent position in the market. Its greatest hits this month are "Bluey", "Loki", "Modern Family" and "Ahsoka".

Following closely are Amazon and HBO Max. This month, HBO Max, with "The Big Bang Theory", "Friends" and "30 Monedas" and a nearly 8% share, manages to snatch the third spot from Amazon, albeit by just 3 points.

TOP SHOWS STREAMS BY GENRES



OTT | AMAZON | NETFLIX | HBO MAX | DISNEY

“NOWHERE” BREAKS RECORD AS THE MOST STREAMED SPANISH MOVIE ON NETFLIX

“Nowhere” is a film directed by Albert Pintó, written by Ernest Riera, Miguel Ruz, Indiana Lista, Seanne Winslow, and Teresa Rosendoy. It follows the story of Nico and his pregnant wife, Mia, as they desperately try to flee a country torn apart by fascism. This Suspense-Drama journey forces them to cross the border in a shipping container, where they are separated, leaving Mia alone with her unborn baby. The film delves into extreme human reactions in life-or-death situations, highlighting the lengths a person can go to survive.

Despite its seemingly simple setup, with Anna Castillo in the lead role and a shipping container as the main location, and a great trepidant trailer on Netflix, “Nowhere” has achieved remarkable success. Available on Netflix since September 29, the film reached 23M views in its first week, 5 million more than the most-watched English-language film that week according to Netflix data. It stayed in the top 10 most-watched English-language films for 8 weeks, from its release until the week of November 13, becoming one of the most-watched in Netflix’s history. Here, in our five markets, “Nowhere” has gathered 11M views, with data from September and October.



According to Netflix, “Nowhere” is the second most popular non-English language film on the platform, right after “Troll”. Interestingly, both films were released in the last quarter of the year. What’s about this time of the year that makes Netflix movies a hit? By the way, two other Spanish films, “The Platform” and “Through My Window”, rank third and fourth, respectively.

This achievement is all the more remarkable considering that “Nowhere” is also the first title by Miguel Ruz as a producer and Jordi Roca as an executive producer at their new Madrid-based production company, Rock & Ruz, which they launched following the success of their first film together, “The Paramedic”, starring Mario Casas, also available on Netflix. About the project, they commented: “Before the pandemic in 2020, Miguel called me from a movie theatre as the credits of Malasaña 32 were rolling. It was crazy. He told me he wanted to make a film with me, and when I saw what he had in mind, I said, ‘Let’s go for it!’. And thankfully they went for it, because now we have “Nowhere”, a film that not only marks a milestone in Spanish cinema but also establishes Rock & Ruz as a production company to watch on the international stage.



LOLA RODRÍGUEZ
DATA SPECIALIST

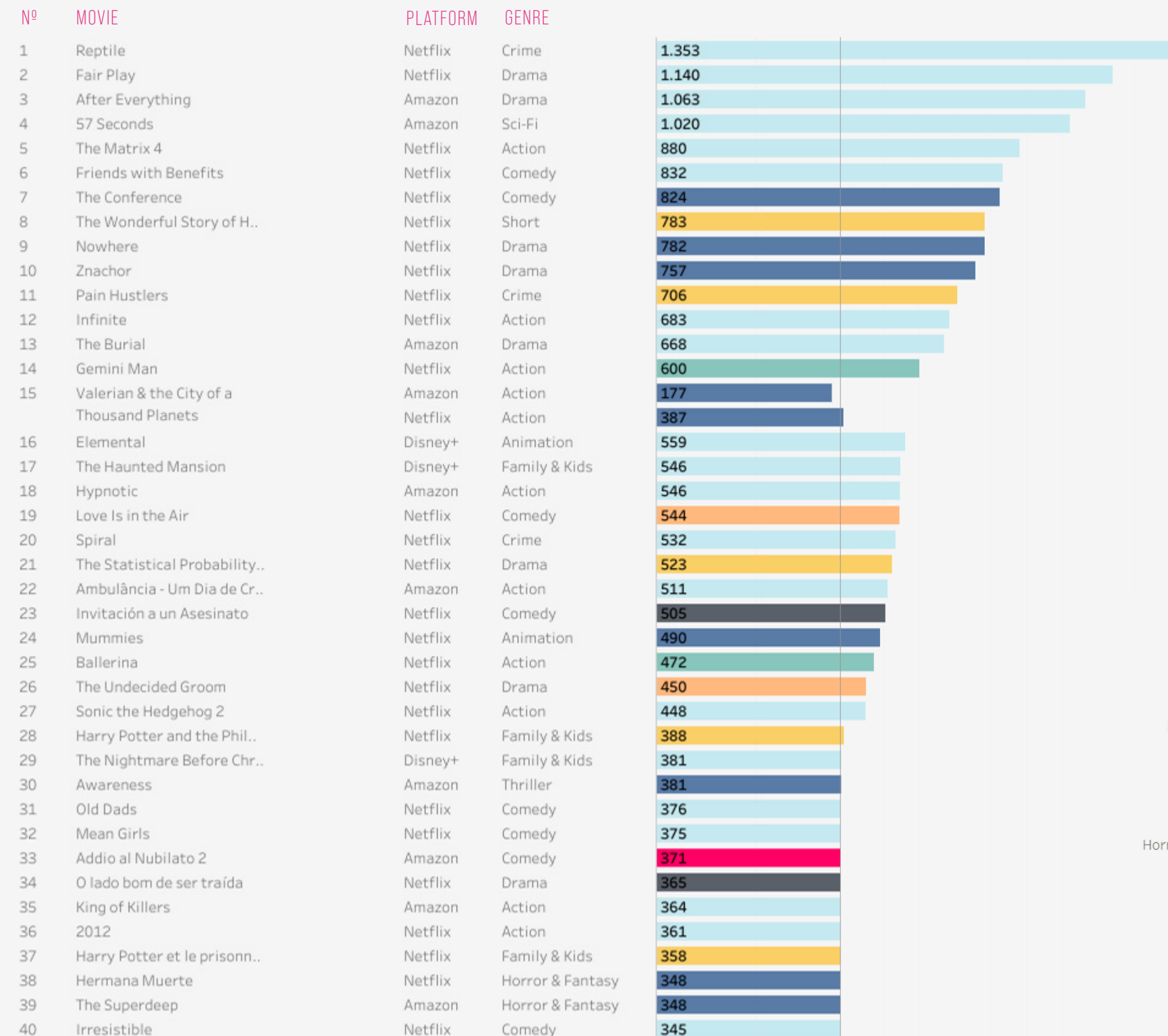


“Nowhere” has achieved remarkable success. Available on Netflix since September 29, the film reached 23M views in its first week

ITALY | 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

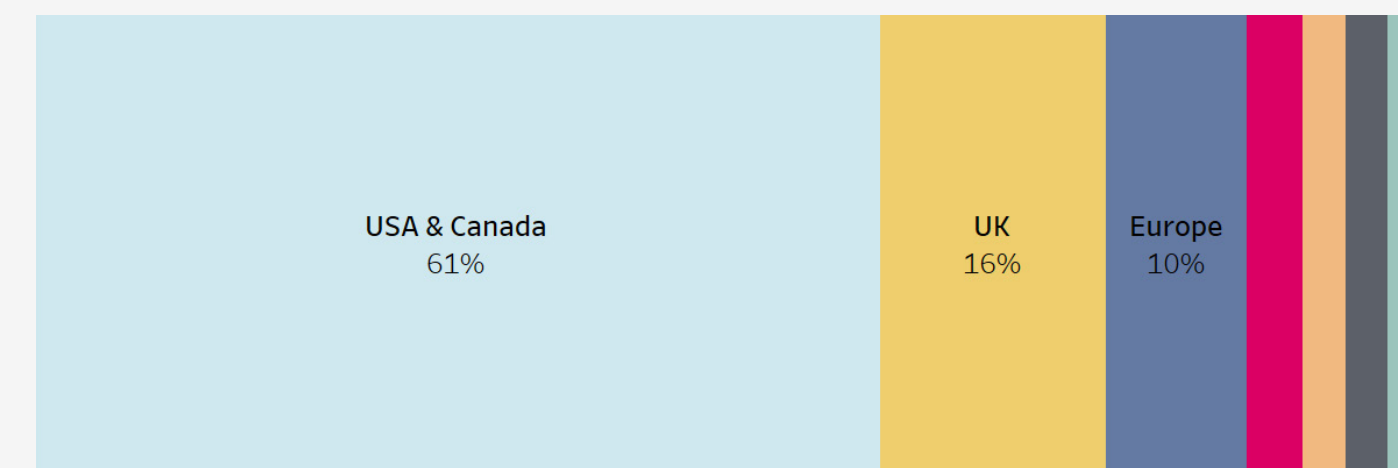
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



SHOWING 40 | 100 - [See complete chart here](#)

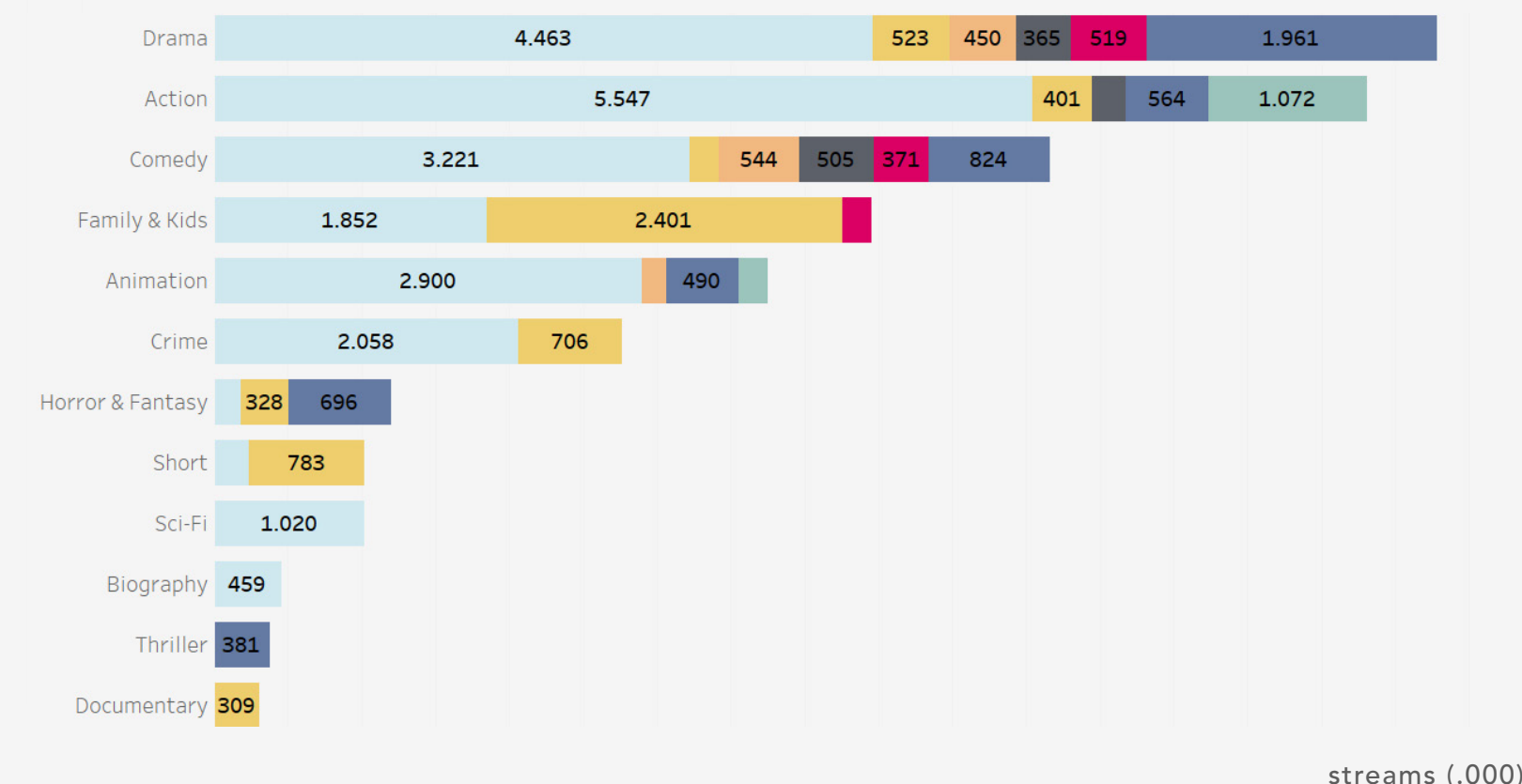
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | ITALY | ASIA | UK | LATAM | OTHER

ITALIAN MARKET ON THE RISE – AT WHAT COST?

All markets have experienced an increase this month, but the Italian and French markets are the ones showing growth in October. However, the one reaping the benefits this month in the Italian market - unlike in other markets - is English content: USA & Canada maintain the same share as last month, with nearly 60% of the share but with almost 4M more views. As you can see, a great part of the chart is blue - the colour USA & Canada. On the other hand, the UK's share grows by 5 points, accumulating a total of 15 share points with films like "The Wonderful Story of Henry Sugar" or "Pain Hustlers".

IN HALLOWEEN, ITALIANS CHOSE TO BE DRAMATIC

In the spookiest month of the year, it's not just the dead that come back to life: the Drama genre, which had been in the shadows since April, resurrects and leads the genres top list with a 22.3% share, featuring films like "Fair Play", "After Everything" or "Nowhere". However, the most Halloween-esque presence is found in Crime, with a 7.45% share thanks to "Reptile" or "Spiral".

ITALY | 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

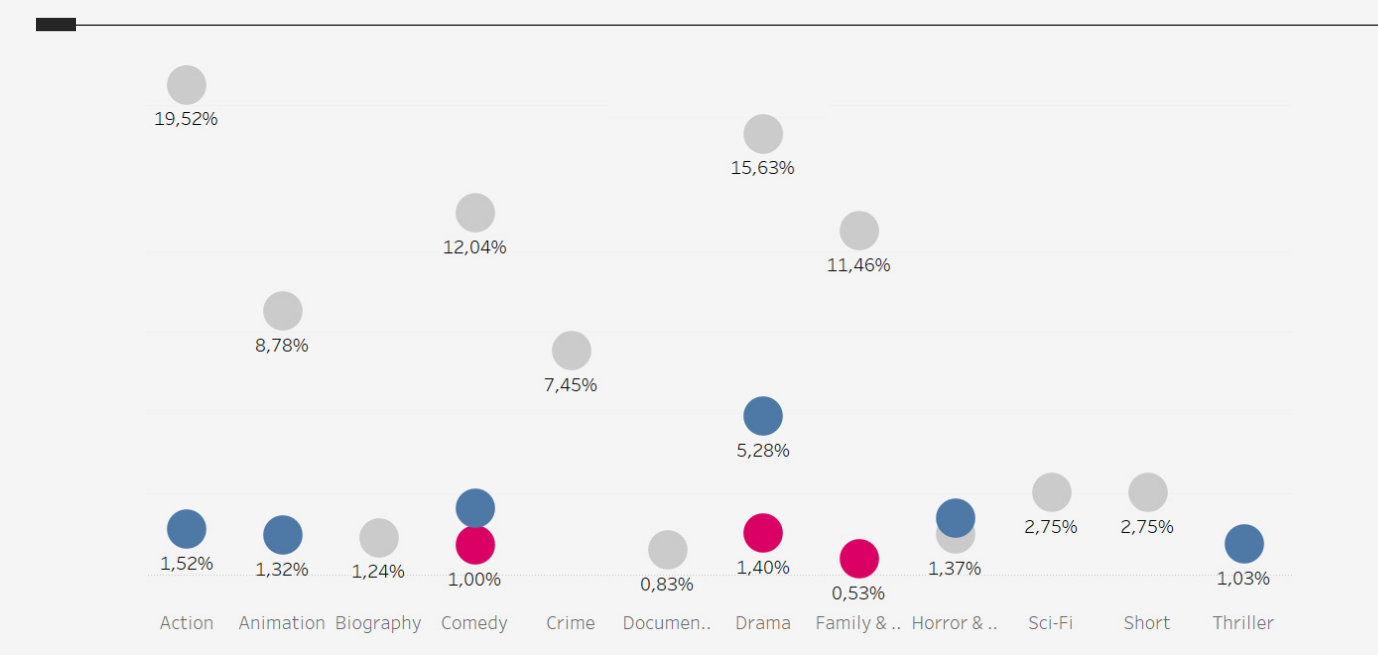
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	MOVIE	SEASON	PLATFORM	COUNTRY	POSITION	GENRE	STREAMS
1	The Conference	Netflix	SE	5	Comedy	824,5	
2	Nowhere	Netflix	ES	7	Drama	782,3	
3	Znachor	Netflix	PO	8	Drama	756,7	
4	Valerian & the City of a Thousand Planets	Amazon	FR	28	Action	177,2	
5	Mummies	Netflix	ES	16	Animation	490,1	
6	Awareness	Amazon	ES	6	Thriller	381,2	
7	Addio al Nubilato 2	Amazon	IT	7	Comedy	371,0	
8	Hermana Muerte	Netflix	ES	27	Horror & Fantasy	348,2	
9	The Superdeep	Amazon	RU	9	Horror & Fantasy	347,6	
10	L'ultima notte di Amore	Amazon	IT	13	Drama	304,8	
11	Speak No Evil	Amazon	DK	19	Drama	216,2	
12	Facing Windows	Netflix	IT	46	Drama	214,1	
13	Culpa mía	Amazon	ES	20	Drama	206,1	
14	Me contro Te 4	Netflix	IT	49	Family & Kids	197,8	

SHOWING 14 | 18 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

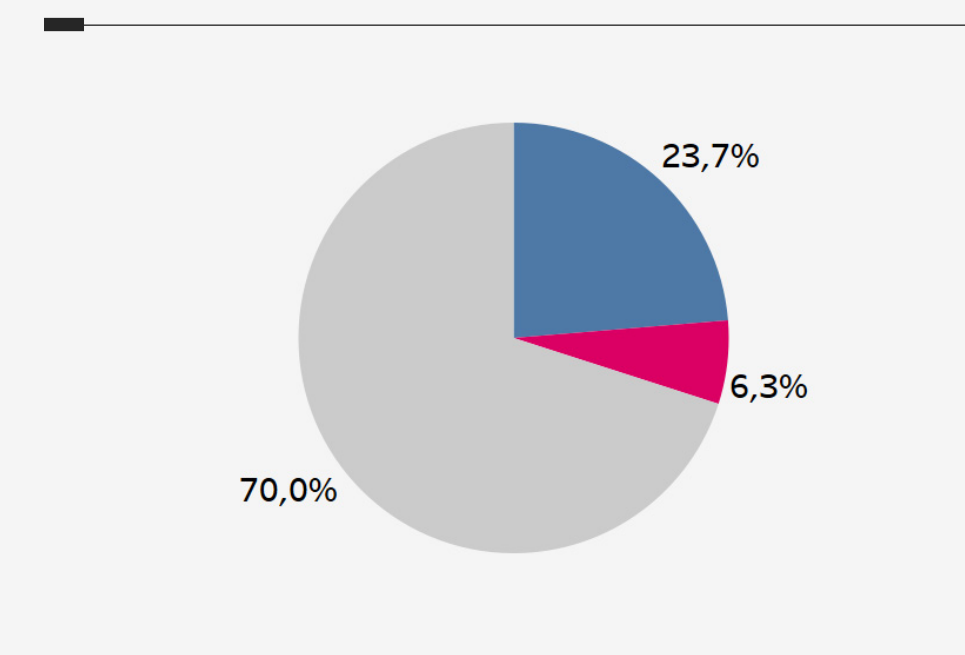


PRODUCTION COUNTRIES | EUROPE | ITALY | OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	ITALY
Action	1	0
Animation	1	0
Comedy	1	1
Drama	4	2
Family & Kids	0	1
Horror & Fantasy	2	0
Thriller	1	0

CONTRIBUTION TO DRAMA STREAMS



SPANISH FILMS LEAD WITH 5.8% SHARE

Without the support of the UK, European content accumulates a 15% share this month, with Spanish content contributing the most at 5.8% of the total share. Featured films include "Nowhere", "Mummies", "Awareness" or "Hermana Muerte". The third most-watched European content is "Znachor" a Polish film from this year adapted from Tadeusz Dołęga-Mostowicz's novel of the same name. It marks the third cinematic adaptation of the novel. In this market, it has achieved 757K streams, but across all five markets, it has garnered nearly 5M streams, making it the third most-watched European film this month and the sixth overall.

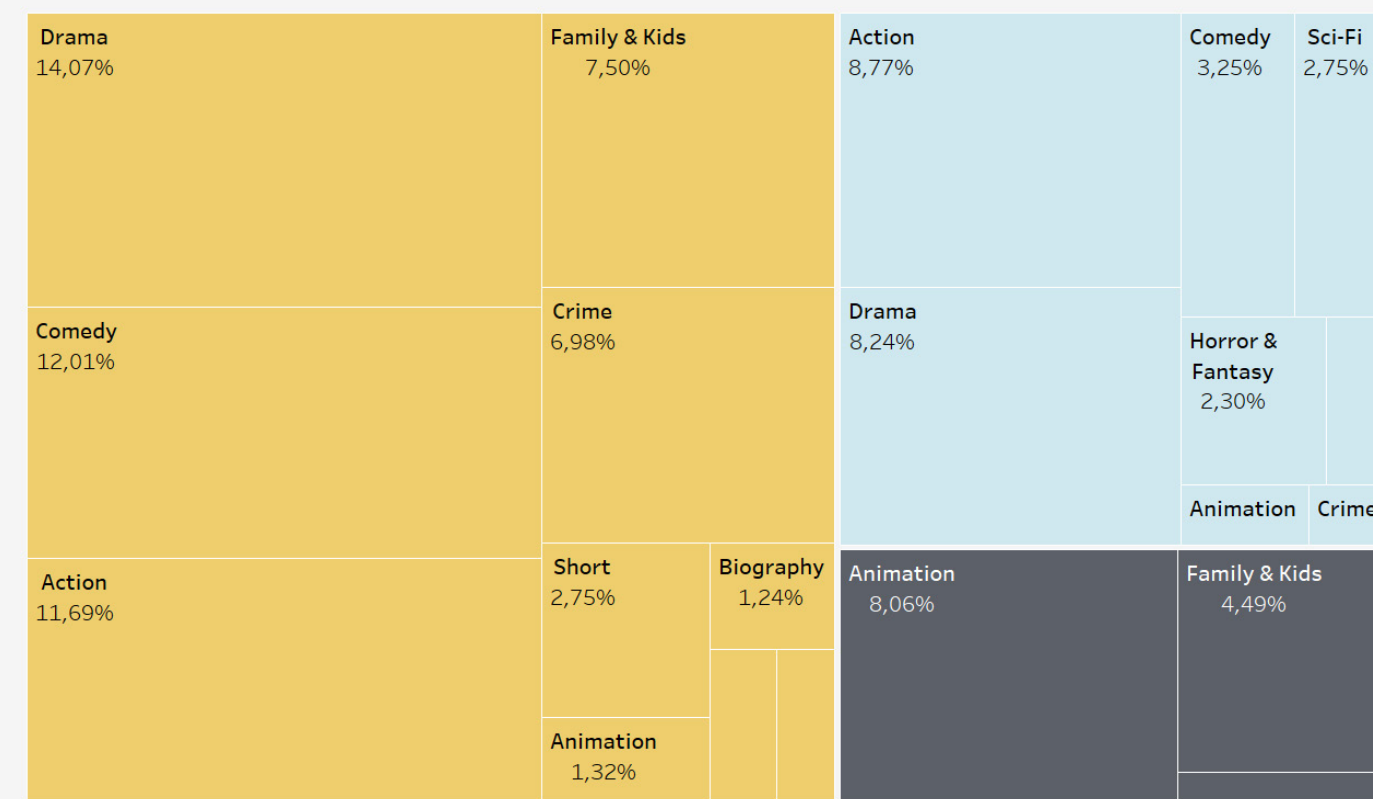
ITALIAN FILMS STRUGGLE WITH A DIP BELOW 3%

This month, local content falls below 3% of the total share, a rather disappointing figure. Local film content in Italy has not always seen such low numbers. In its home market, Italian local content has consistently achieved impressive figures, rarely garnering less than 5M streams per month, with an average share of approximately 10%. However, over the last three months—August, September, and October—Italian local content seems to be experiencing its lowest performance. What's happening?

ITALY | 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

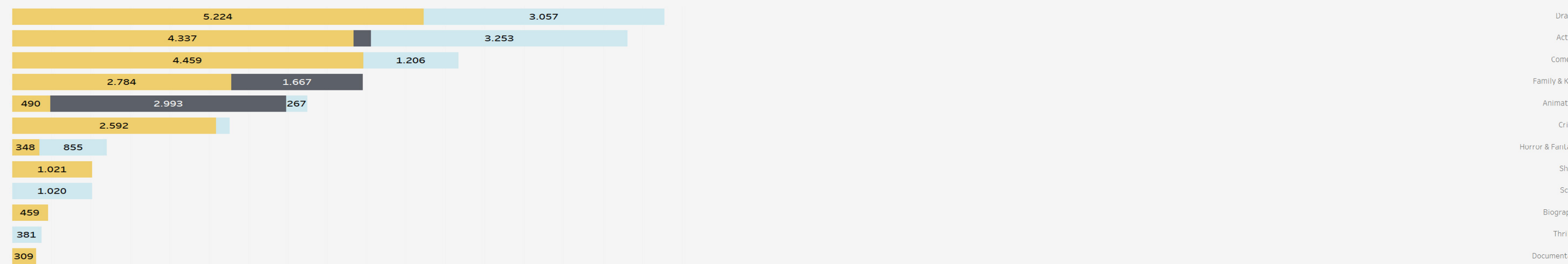
PLATFORM COMPARATIVE



NETFLIX AND AMAZON GAIN. DISNEY+, NOT THAT MUCH

The surge in streams has primarily benefited Netflix, which has gained 10 share points and nearly 7M streams this month. There has also been an increase in streams for Amazon, accumulating 3M more than last month, with two movies in Top #5, "After Everything", "57 Seconds", apart from "The Burial" and "Hypnotic". Disney+, on the other hand, fares the worst in this situation, losing the 10 share points that Netflix and Amazon gained, in addition to nearly 3M streams. Nevertheless, the featured films on Disney+ this month include the brand-new "Elemental" or "The Haunted Mansion".

TOP MOVIES STREAMS BY GENRES

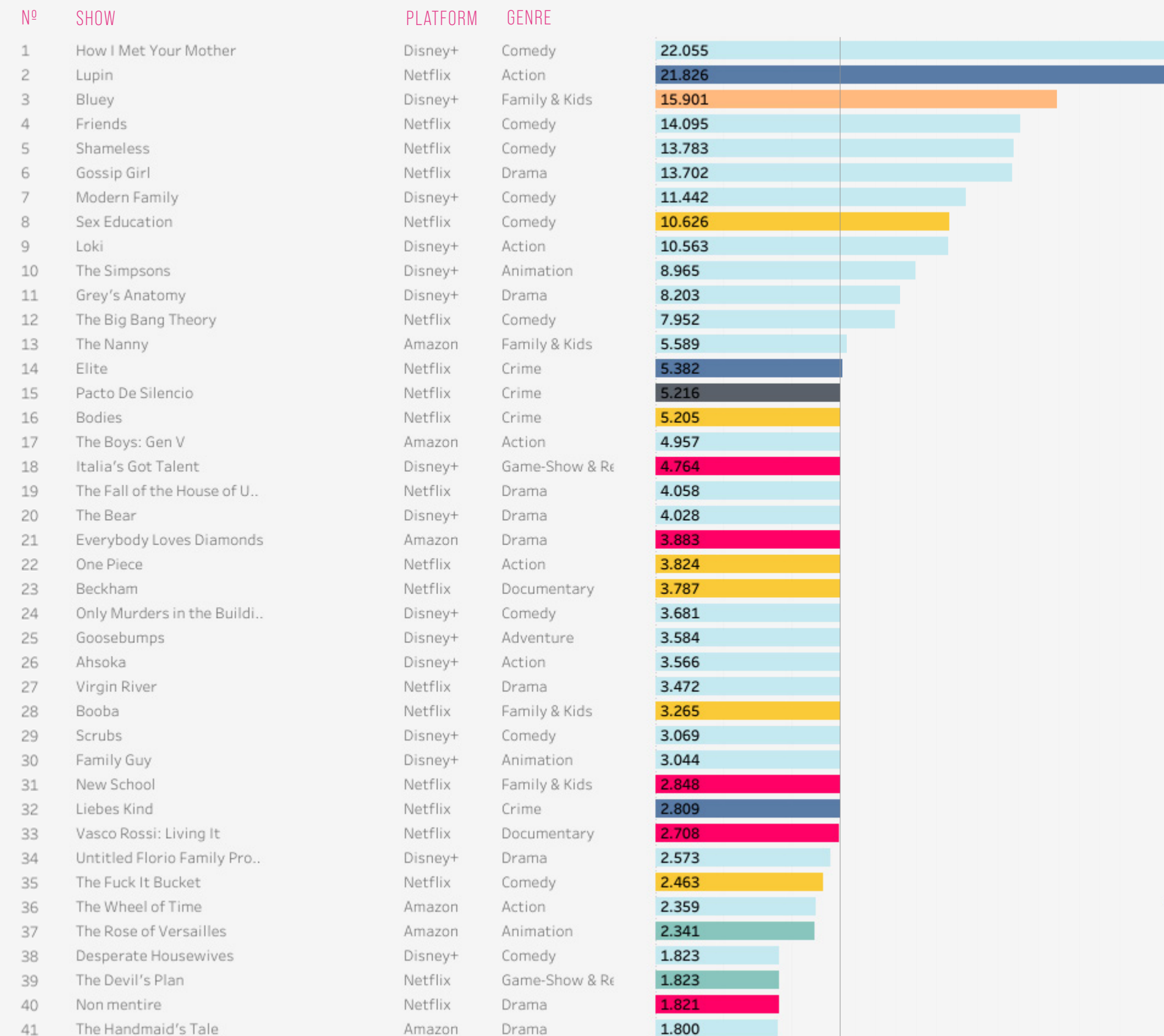


OTT | AMAZON | NETFLIX | DISNEY

ITALY | 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

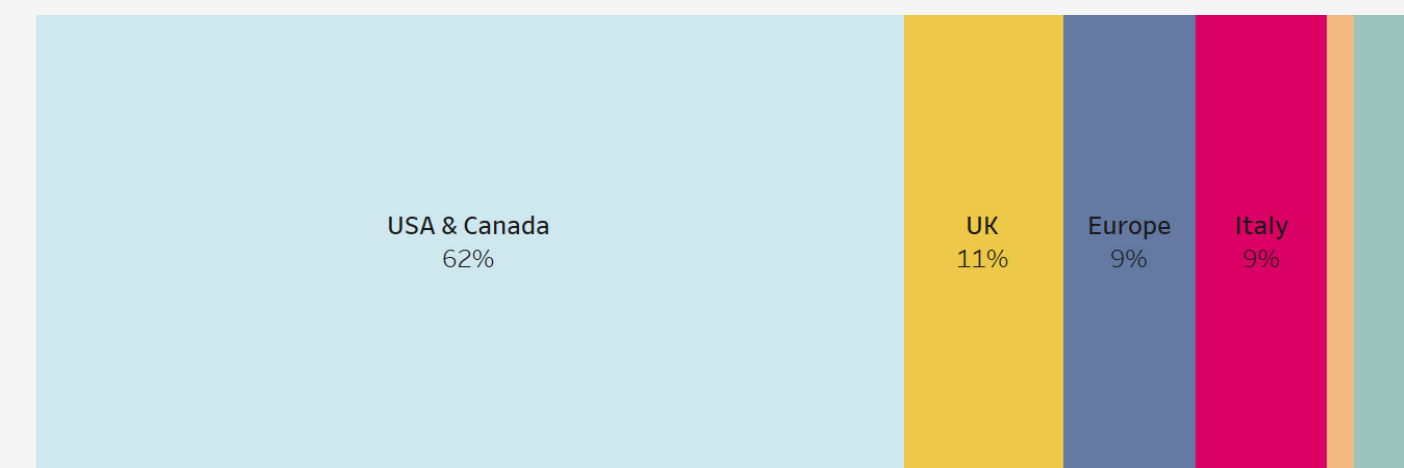
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



SHOWING 41 | 52 - [See complete chart here](#)

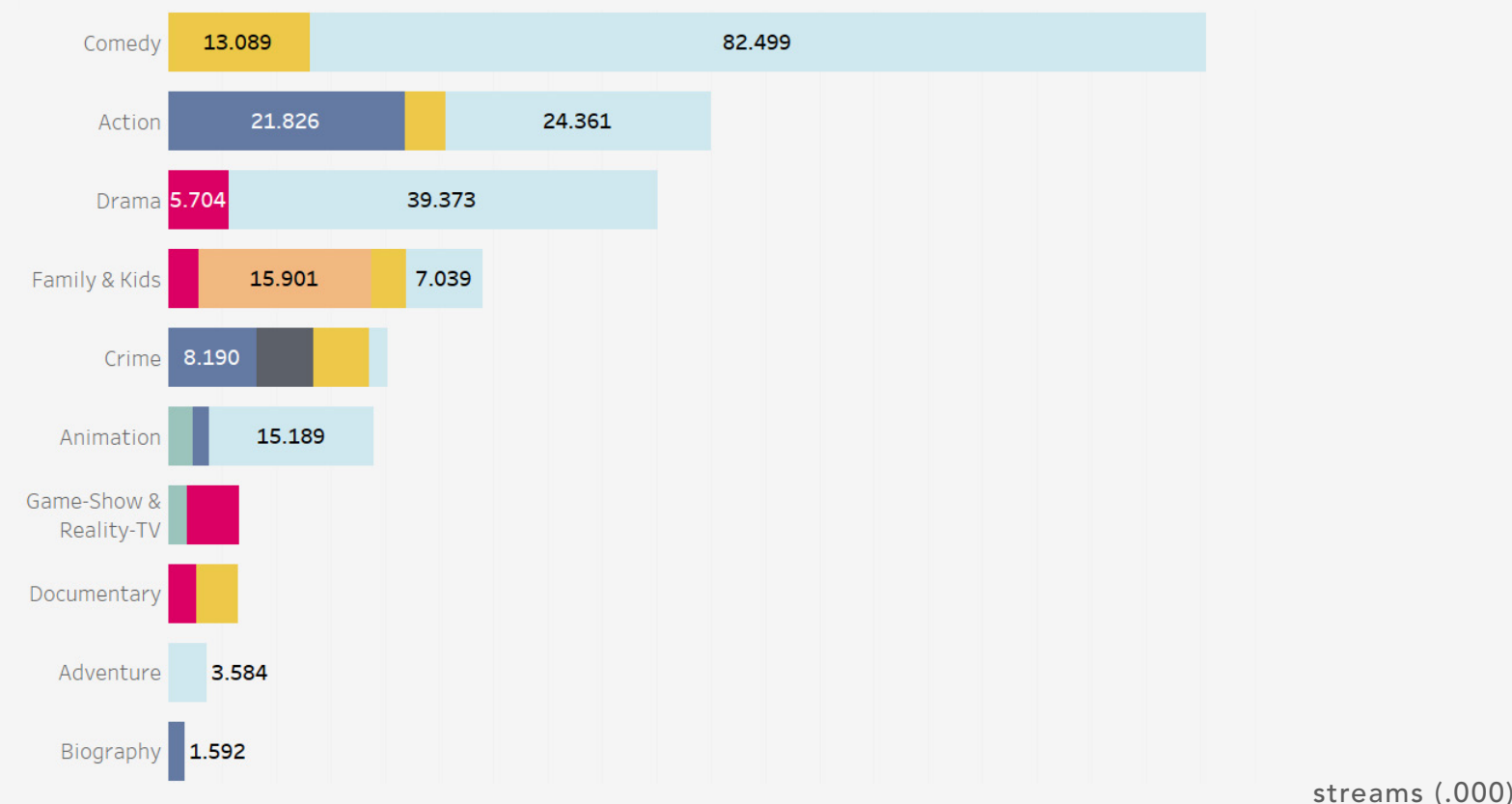
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | ITALY | ASIA | UK | LATAM | OTHER

OCTOBER COMEDY TAKEOVER

In this October, it could be said that Comedy has practically taken over the Italian audience, commanding a 35% share. Comedy streams surge to an extraordinary 95M, with titles like "How I Met Your Mother", "Friends" and "Shameless", which are all in the frontline. It takes a descent to 18 share points to encounter the second most-watched genre, Action, and 16% for the third, Drama. It's noteworthy that, similar to the film market, we observe a rise in the Crime genre, reaching 7 share points this month, directly influenced by this scary season with shows like "Pacto de Silencio", "Bodies" and "Elite".

FROM TV TO THE STREAMING WORLD: TALENT SHOWS

Two Italian series make their debut in the Top #21: "Italia's Got Talent" and "Everybody Loves Diamonds." "Italia's Got Talent" is the Italian version of the international Got Talent series, which has now transitioned to the streaming world. A similar phenomenon will occur in the Spanish market in December with "Operación Triunfo," the most significant talent show in the market, also transitioning to exclusive streaming on Amazon Prime this time. We are increasingly witnessing how typical television formats are making the move to the streaming world. And we love it.

ITALY | 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

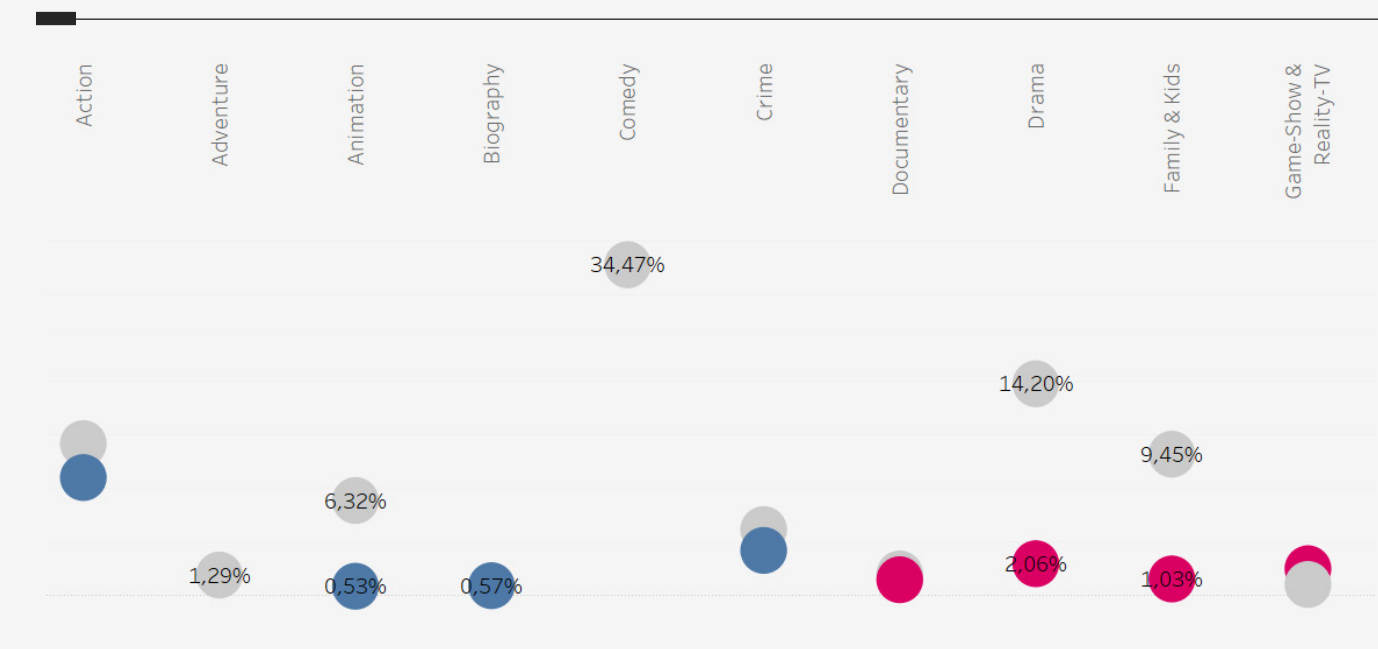
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

N°	SHOW	SEASON	PLATFORM	COUNTRY	POSITION	GENRE	STREAMS
1	Lupin	3	Netflix	FR	1	Action	16.537
		2	Netflix	FR	22	Action	2.351
		1	Netflix	FR	13	Action	2.937
2	Elite	7	Netflix	ES	3	Crime	5.382
		1	Disney+	IT	4	Game-Show & Reality-TV	4.764
3	Italia's Got Talent	1	Amazon	IT	2	Drama	3.883
4	New School	3	Netflix	IT	47	Family & Kids	1.423
		2	Netflix	IT	46	Family & Kids	1.425
5	Liebes Kind	1	Netflix	DE	15	Crime	2.809
6	Vasco Rossi: Living It	1	Netflix	IT	18	Documentary	2.708
7	Non mentire	1	Netflix	IT	30	Drama	1.821
8	El cuerpo en llamas	1	Netflix	ES	37	Biography	1.592
9	Miraculous: Tales of Lady..	1	Disney+	FR	43	Animation	1.482

SHOWING 10 | 10 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

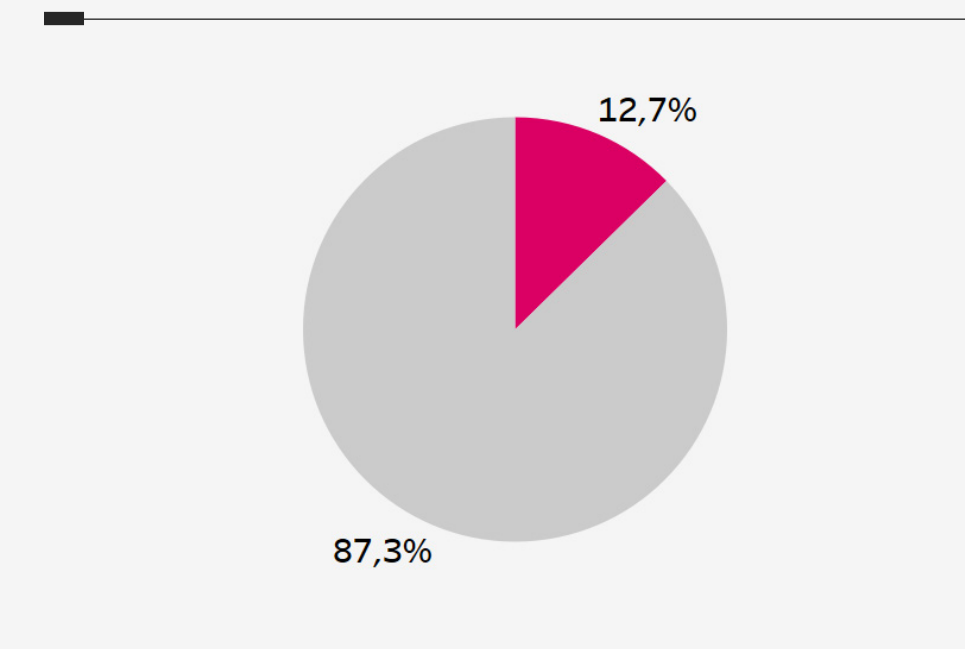


PRODUCTION COUNTRIES | EUROPE | ITALY | OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	ITALY
Action	1	0
Animation	1	0
Biography	1	0
Crime	2	0
Documentary	0	1
Drama	0	2
Family & Kids	0	1
Game-Show & Reality-TV	0	1

CONTRIBUTION TO DRAMA STREAMS



AMERICAN DOMINANCE & EUROPEAN STRUGGLE

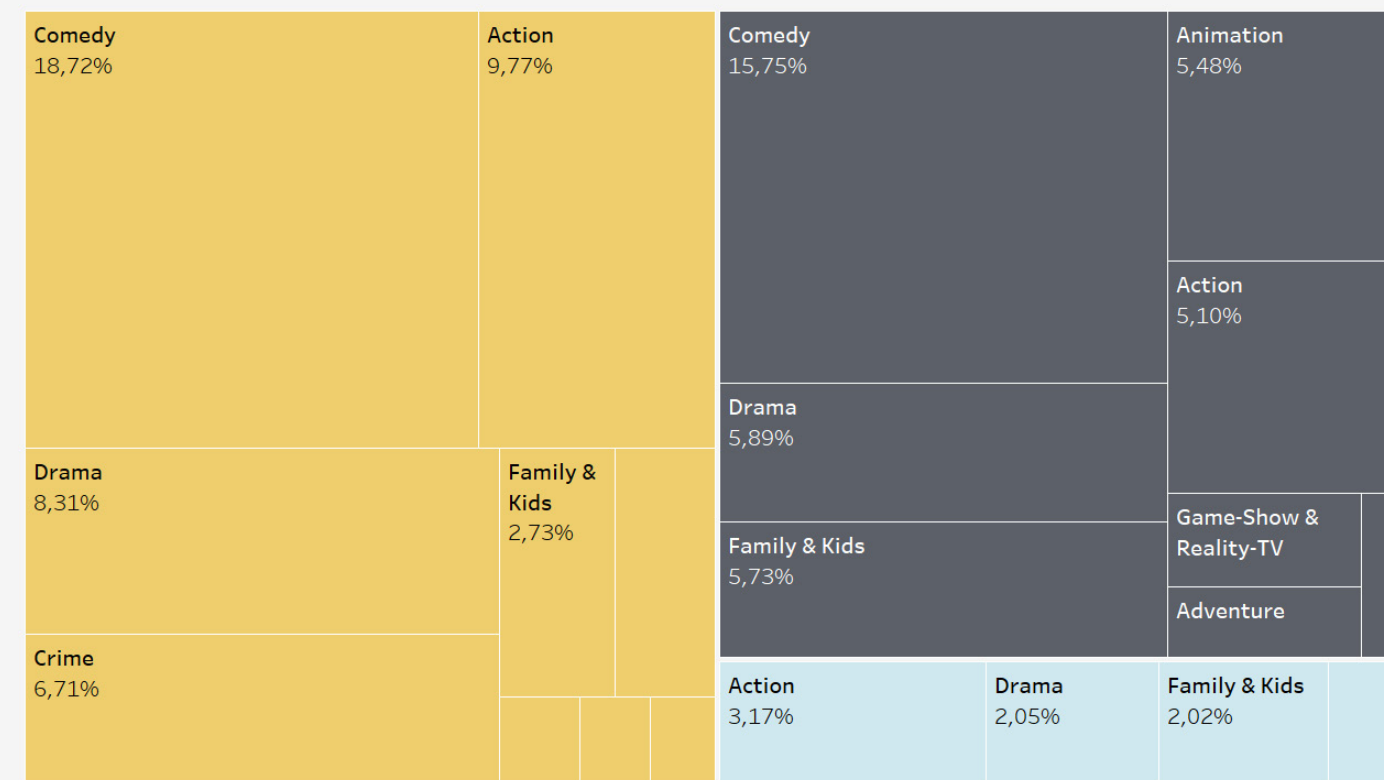
At the beginning of the year, here in the Italian TV show market, we observed the gradual increase in American share, reaching 70% in the month of May—an exceptionally high percentage overall and particularly significant for the Italian market, known for resisting the American influence quite well. Subsequently, from May to August, American content experienced a substantial decline, reaching a 50% share, slightly below its usual average. Since August, there has been an observable resurgence of American content. However, it doesn't seem to be growing with the same strength as it did earlier in the year. Will we witness, by the end of the year, especially in the month of December, a very American-dominated month, representing an absolute conquest by American content?

This scenario leaves only an 18% share for European content, with notable titles such as "Lupin", "Elite", "New School" "Liebes Kind", "Vasco Rossi: Living It". The most popular is French content, with an 8.4% share of the total, followed by Italian content at 5.8% becoming the refuge for both traditional and contemporary content as the case of 2002 "Un Paso Adelante", 2006 "Il Cesaroni" "Camera Café".

ITALY | 100 SHOWS | SVOD PLATFORMS

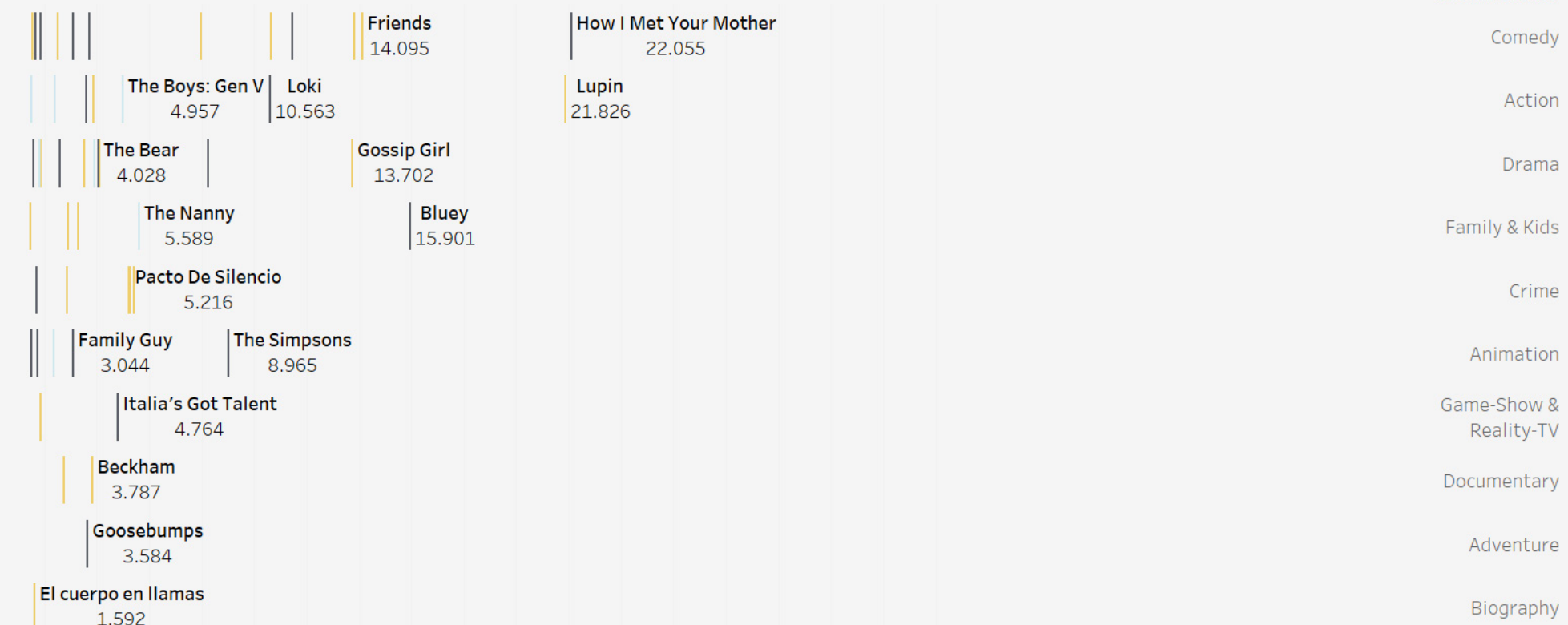
MOST WATCHED GENRES

SHARE BY PLATFORM

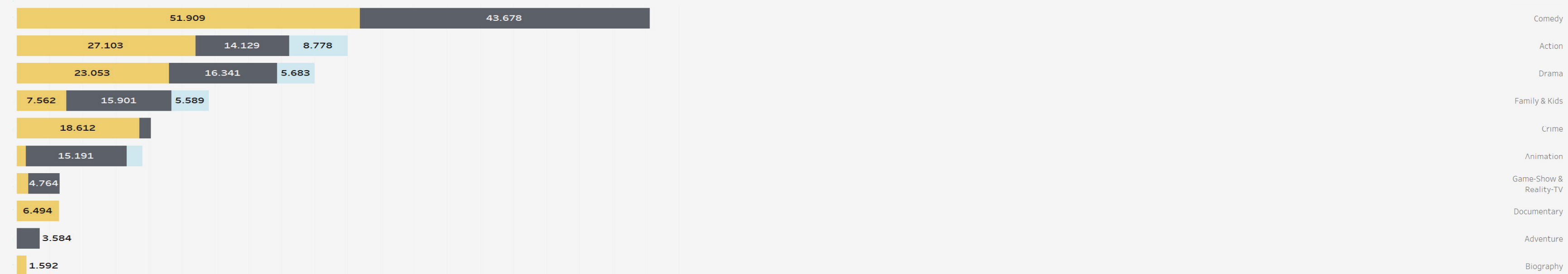


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT | AMAZON | NETFLIX | DISNEY

NETFLIX HOLDS STRONG, DISNEY+ GAINS GROUND, AMAZON TRAILS BEHIND

Everything remains quite calm in the competition for power and viewership in the Italian market. Netflix effectively continues to hold half of the streams in this Top #100 seasons, standing out this month with series like "Lupin", "Friends", "Shameless" or "Gossip Girl". On the other hand, Disney+ only loses a couple of share points to settle at 42%, featuring series like "How I Met Your Mother", "Bluey" or "Modern Family" and re-establishing itself here in Italy as the market where Disney+ holds the most prominence by far. Lastly, Amazon takes the points that Disney+ loses and positions itself with only 8%, completely and unequivocally defeated by Disney+. Its most-watched series have been "The Nanny", "Everybody Loves Diamonds" and "The Boys".

DECODING THE AI'S IMPACT ON THE FILM-TV INDUSTRY

Europe stepped up with a bold movement: AI gets a rulebook.

In the recent evolution of artificial intelligence (AI), the European Commission orchestrated a pivotal moment, navigating the complexities of AI regulation. Under the current European Council presidency, Spain favoured a self-regulatory approach with limited obligations, sparking debates within the European Union (EU). Notably, on December 8th, after intense negotiations, the EC Members and EC reached a historic consensus, positioning the EU as the first region globally to establish delineations on AI use. The initiative contrasts with the US's more liberal stance. Yet, recent legal actions, such as The New York Times lawsuit against OpenAI and Microsoft, underscore the potential repercussions of unchecked AI practices and how grey areas can disregard the competitiveness of flagship US companies.

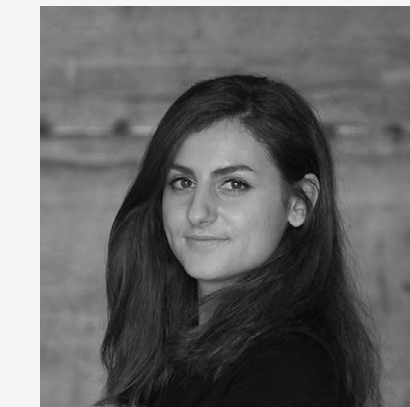
In the "messy middle" of AI surge: The surge of AI tools, spearheaded by startups challenging tech giants, has instigated a competitive frenzy. However, the once-explosive venture investments in AI have entered a recalibration phase, indicative of what some Tech-consultants term the "messy middle"



of generative AI's trajectory. Major tech companies like Google, Microsoft, and Meta are shifting their focus towards developing generative AI products. A detailed Variety report from October 2023 predicts substantial growth in the AI market. By 2025, AI-generated revenue is expected to surpass \$12 billion, and by 2028, it's projected to reach an impressive \$36 billion. This significant growth underlines the vast potential and growing demand for AI technologies, underscoring their critical influence on various industries, especially in creative fields.

AI Drama: In the aftermath of the Hollywood strike, the industry finds itself at the forefront of AI integration. The narrative surrounding generative AI in the sector has been intricate, marked by rapid advancements and heightened expectations. With the Writers Guild of America's recent contract, ratified after a 148-day strike, parties agreed to establish parameters for the use of generative AI. While barred from taking the lead in writing literary material, questions linger regarding AI's role in ideation and script development.

The new contract prohibits studios from utilising AI as the sole creator of lit-



CELIA FUMANAL
INNOVATION DIRECTOR

“*The once-explosive venture investments in AI have entered a recalibration phase, indicative of what some Tech-consultants term the “messy middle” of generative AI’s trajectory.*”

erary material and mandates disclosure to writers when AI-generated content is presented. However, the contract doesn't definitively restrict the incorporation of AI tools in the ideation or script development process, provided writers do not suffer compensation or credit losses due to AI involvement.

The challenge lies in effectively integrating AI tools into the scriptwriting process. Large Language Models (LLMs) like ChatGPT can emulate screenplay output, yet the prospect of AI autonomously producing a comprehensive and production-ready script remains a topic of scrutiny.

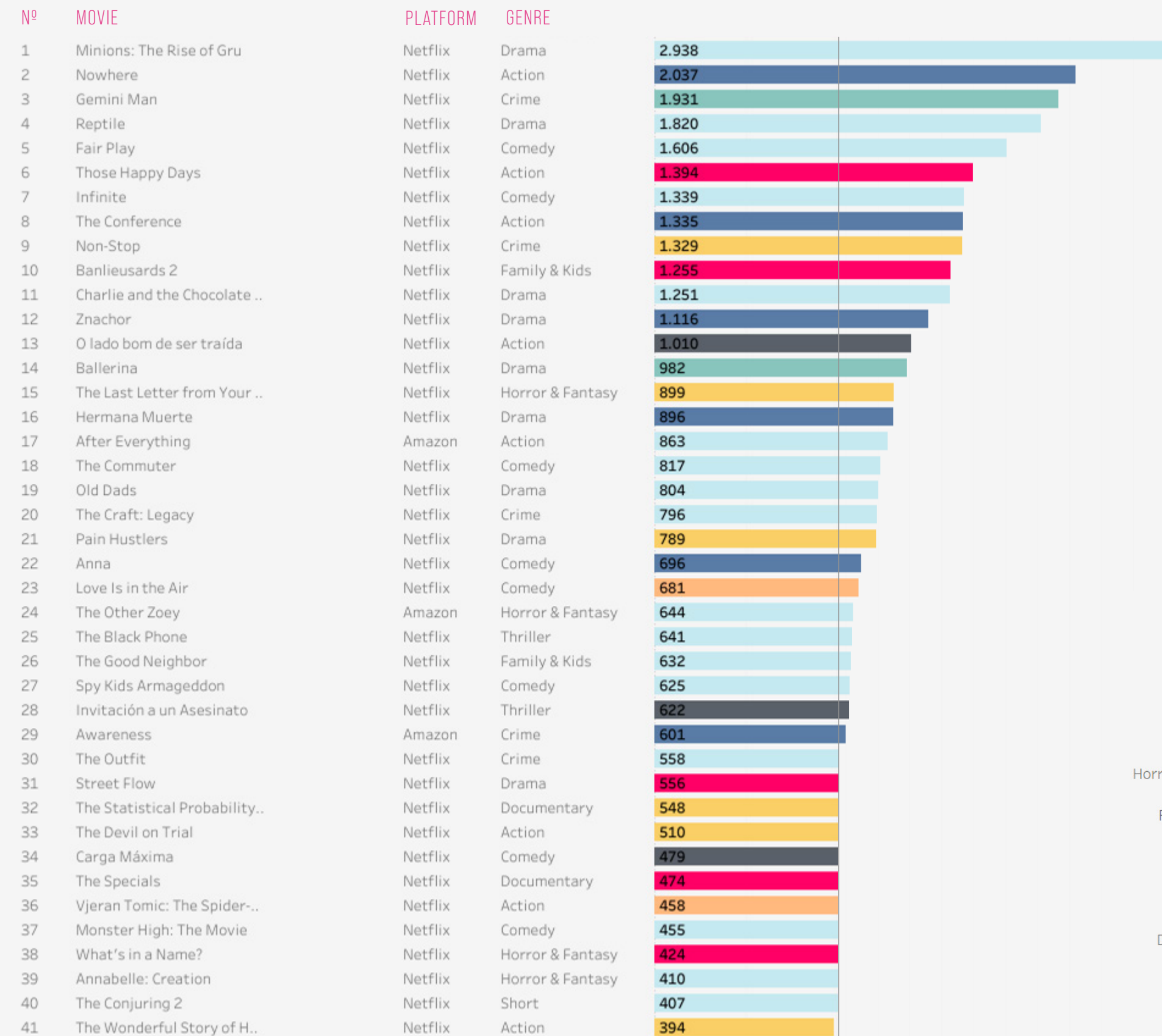
Nonetheless, the intricacies of copyright law persist, especially concerning entirely AI-generated works, which lack copyright protection.

Wrap it Up: AI and Creativity – Love or Drama? As Hollywood and its creatives dance with AI, it's a wild mix of opportunities and challenges. The rules are being written, investments are cooling off, and copyright is a puzzle waiting for a solution. So, here's to the unpredictable ride ahead – AI and creativity, a blockbuster combo or a script needing edits? Only time will tell; we're here for every twist and turn.

FRANCE | 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

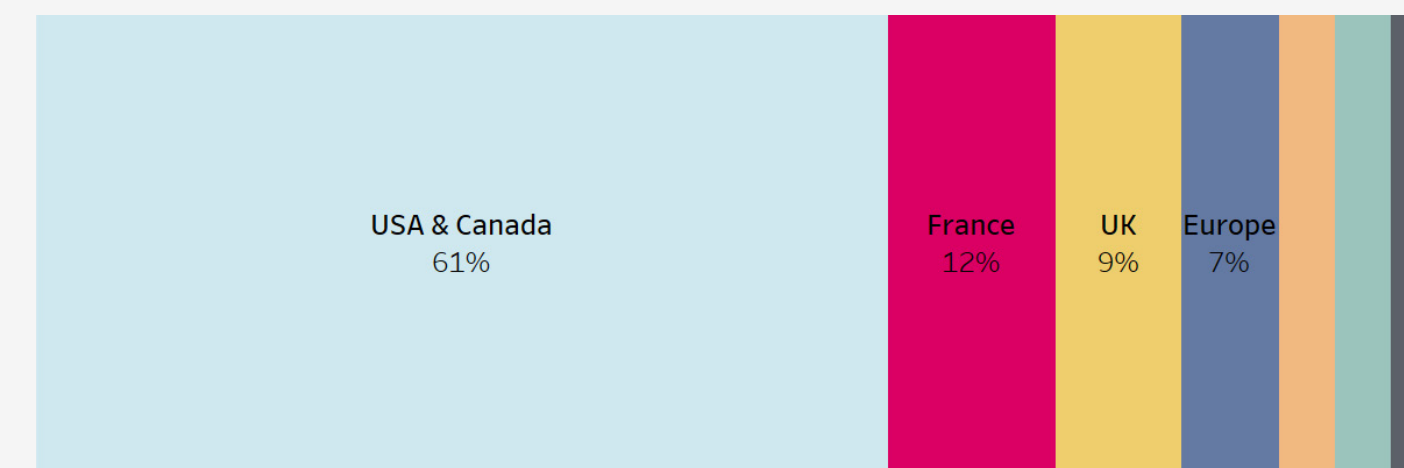
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



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

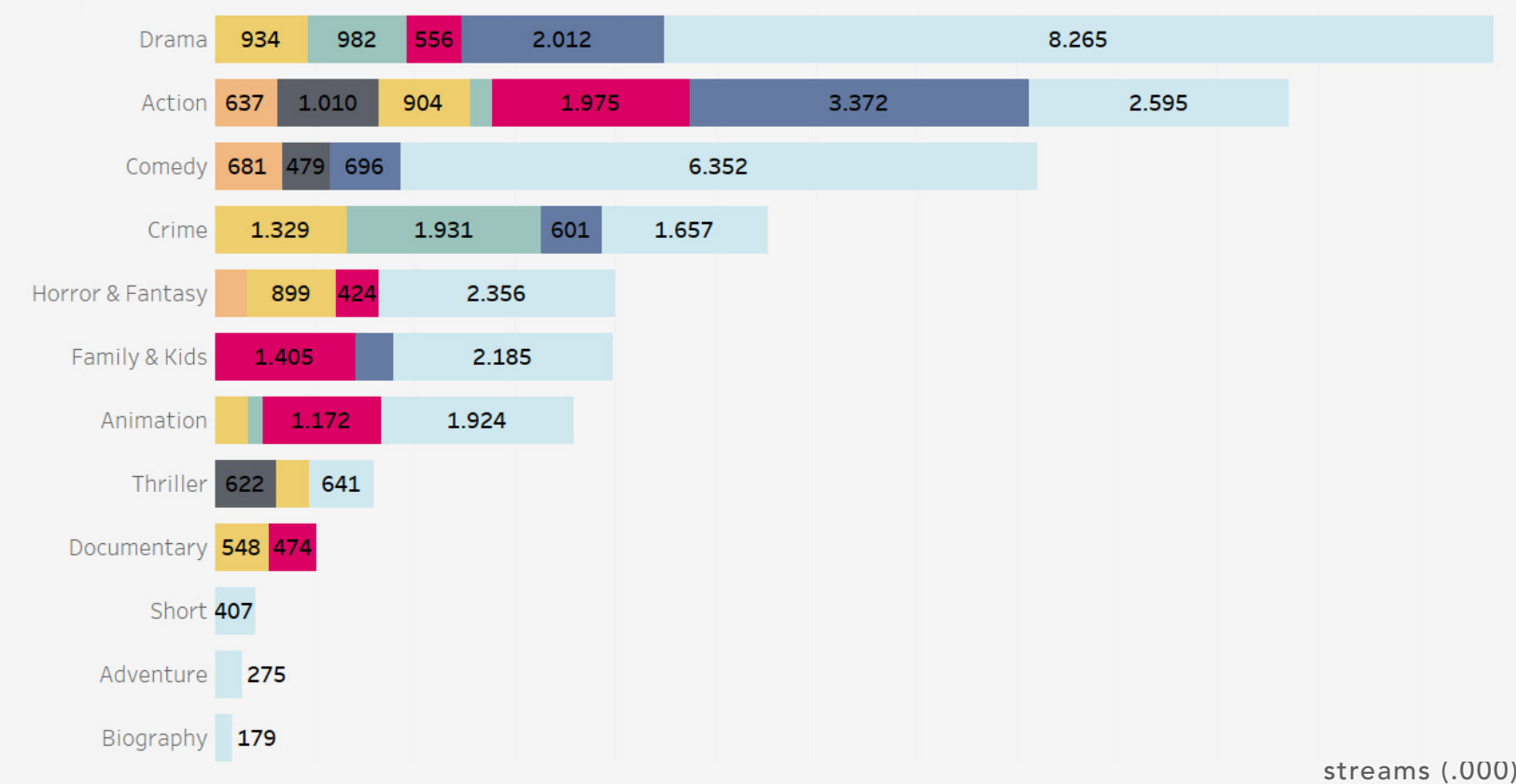
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | FRANCE | ASIA | UK | LATAM | OTHER

MARKET GROWTH, SPOOKINESS AND RISE OF ASIAN MOVIES

All markets have experienced an increase this month, but the French and Italian markets are the ones showing more growth this October. Specifically, the Top #100 in the French market has seen an increase of 10M streams.

After a month of being in the shadows, the Drama genre rises from the ashes and manages to capture 1/4 of all streams, featuring films like "The Minions", "Reptile", "Znachor", "Ballerina" finally dethroning Action, which had held the crown for five consecutive months. The Halloween vibes are evident with the presence of Crime and Horror & Fantasy titles, achieving 10.6% and 8.3% share points, respectively, with titles like "The Last Letter from Your Lover", "The Other Zoey" or "The Black Phone".

On the other hand, it is also worth noting that, as in the last three months, we have observed a certain increase in streams generated by Asian movies, achieving 6.3% this month with films like "Gemini Man" and "Ballerina".

FRANCE | 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

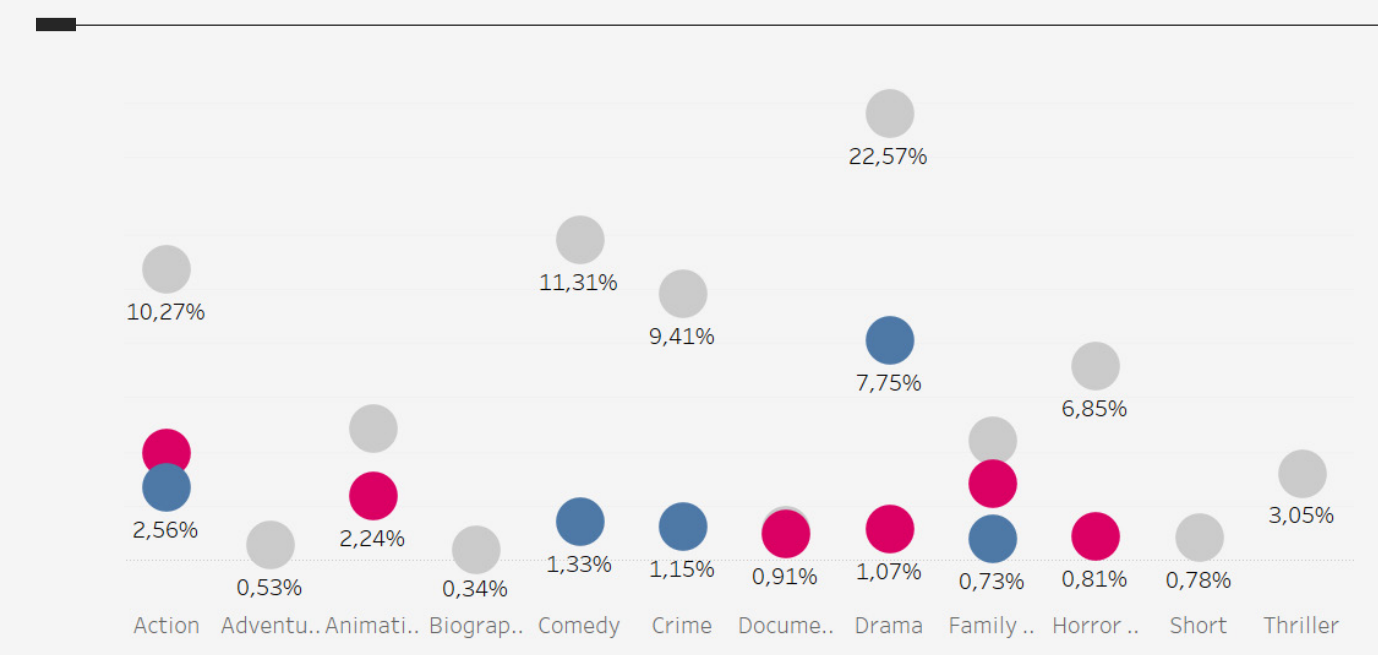
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	MOVIE	PLATFORM	COUNTRY	POSITION	GENRE	STREAMS
1	Nowhere	Netflix	ES	2	Drama	2,037
2	Those Happy Days	Netflix	FR	6	Action	1,394
3	The Conference	Netflix	SE	8	Action	1,335
4	Banlieusards 2	Netflix	FR	10	Family & Kids	1,255
5	Znachor	Netflix	PO	12	Drama	1,116
6	Hermana Muerte	Netflix	ES	16	Drama	896
7	Anna	Netflix	ES	21	Comedy	696
8	Awareness	Amazon	ES	3	Crime	601
9	Street Flow	Netflix	FR	28	Drama	556
10	The Specials	Netflix	FR	32	Documentary	474
11	What's in a Name?	Netflix	FR	35	Horror & Fantasy	424
12	Culpa mía	Amazon	ES	4	Family & Kids	382
13	The Grinch	Netflix	FR	40	Animation	382
14	Minions & More 2	Netflix	FR	41	Action	379
15	Sentinelle	Amazon	FR	5	Animation	372

SHOWING 15 | 19 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

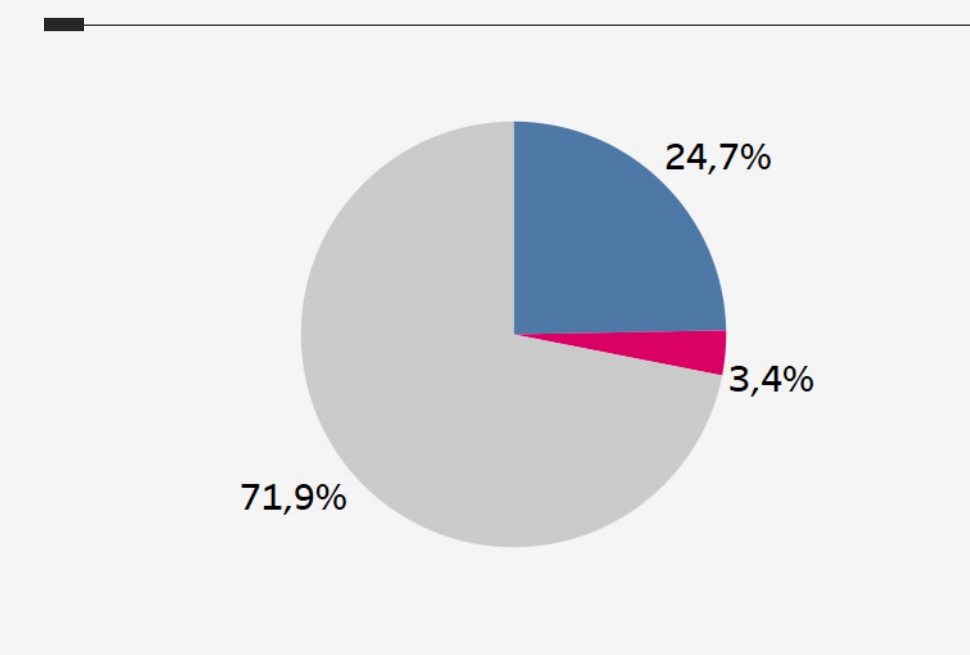
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



NUMBER OF TITLES BY GENRES

Genre	EU	FRANCE
Action	1	3
Animation		4
Comedy	1	
Crime	1	
Documentary		1
Drama	3	1
Family & Kids	1	2
Horror & Fantasy		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES | EUROPE | FRANCE | OTHERS

LOCAL GEMS, SPANISH HITS, AND SWEDISH HORROR

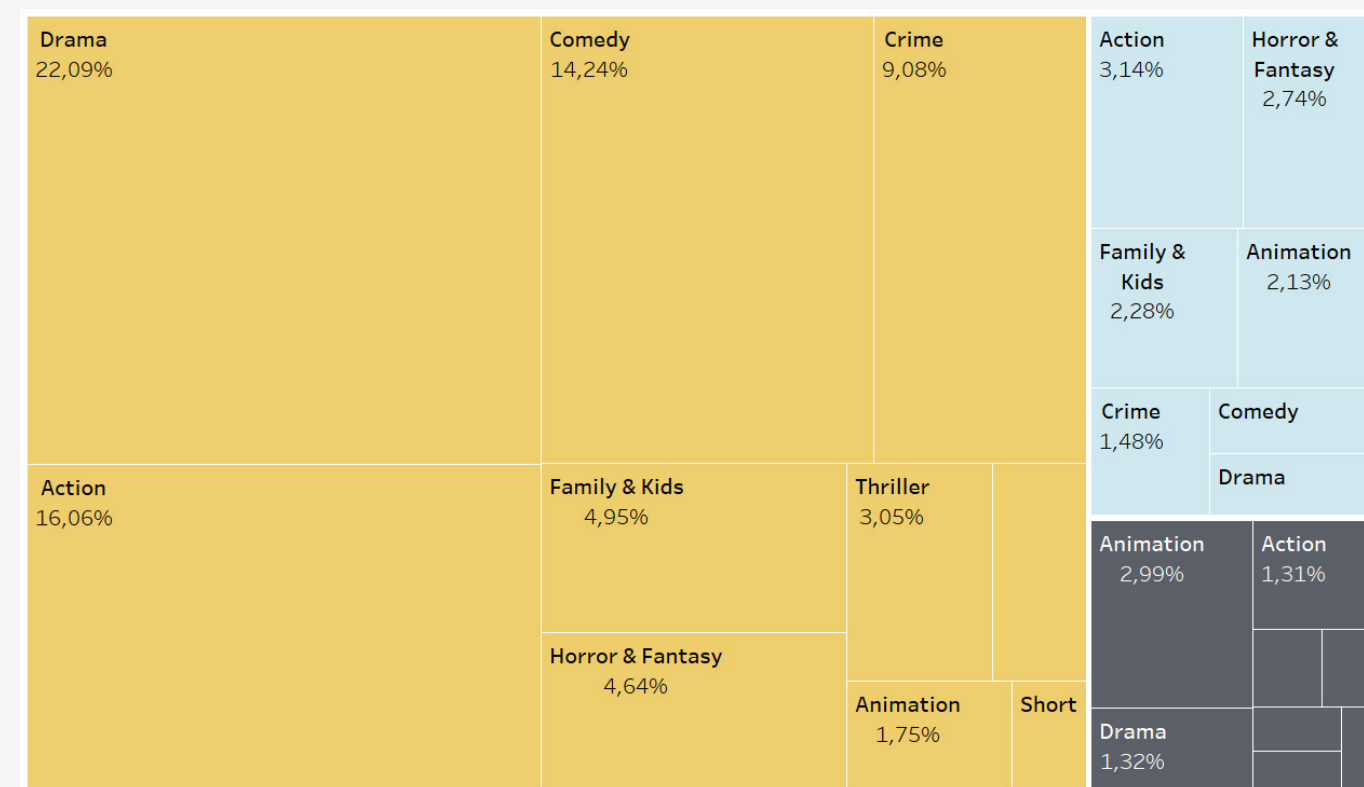
Given that American content in the French market captures half of the streams, the entire European content manages to be ¼ of the total this month, a rather high figure. Additionally, the content that stands out the most within this category is local, with an 11.5% share—not one of its best figures, but certainly not among the worst. The most popular local movie is “Those Happy Days”; a 2006 film directed and written by Éric Toledano and Olivier Nakache and starring Marilou Berry, Jean-Paul Rouve and Omar Sy, the already classic French comedy. Another important movie this month is “Banlieusards 2”, the second part of “Banlieusard”, a movie that had a remarkable debut with 2.6M views within its first week of release. This second part has collected more than 2M views.

The presence of Spanish titles also stands out significantly, such as “Nowhere”, “Hermana Muerte” or “Awareness”. In terms of other European movies, “The Conference” achieved 5.2M streams this month across all five markets. It is the top non-English language film on Netflix in its debut week, a Swedish Horror movie based on the novel of the same name by Mats Strandberg.

FRANCE | 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

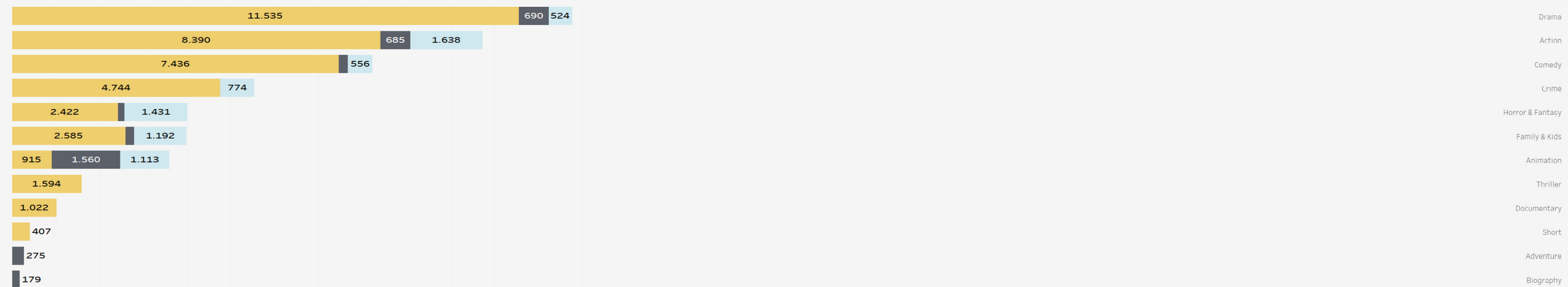
PLATFORM COMPARATIVE



NETFLIX BREAKS RECORDS: SECURES 78% SHARE OF FRENCH STREAMING MARKET

The surge in market streams has primarily benefited Netflix, which has swallowed the vast majority of extra streams. Netflix has managed to gain an additional 10M views compared to last month, now holding a 78% share of the total—meaning, 3 out of every 4 streams this month in France come from Netflix. This is the highest share since Disney+ data was introduced, solidifying France as the market where Netflix currently holds the most power. Speaking of Disney+, this month, it loses three share points, and Amazon loses two—the exact gains Netflix has made.

TOP MOVIE STREAMS BY GENRES

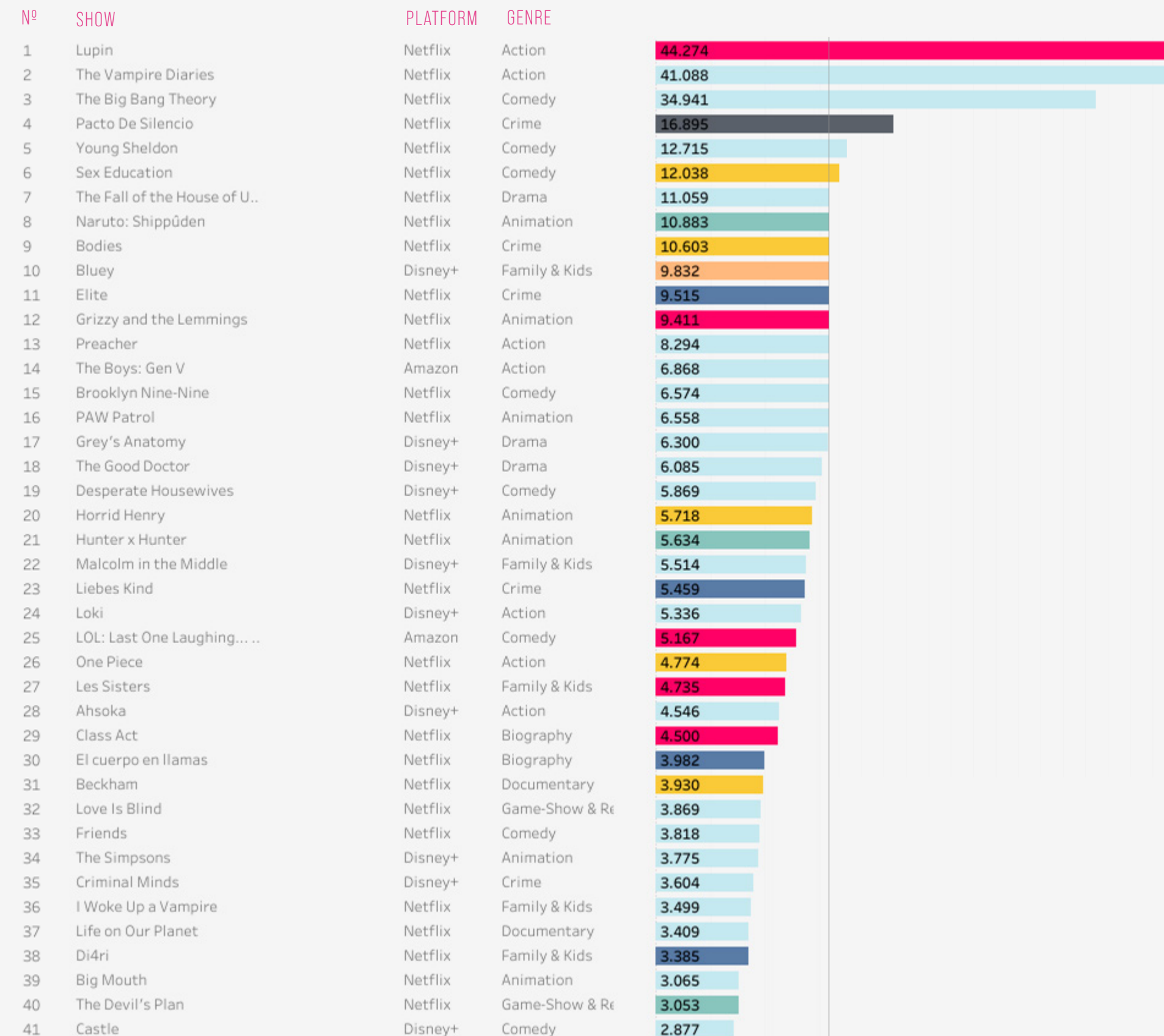


OTT | AMAZON | NETFLIX | DISNEY

FRANCE | 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

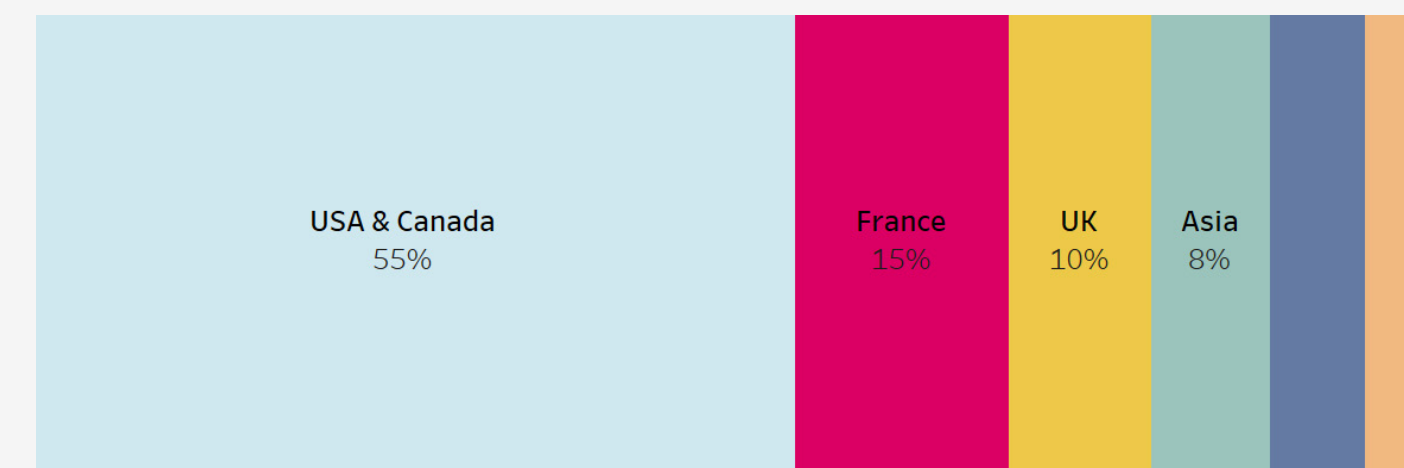
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



SHOWING 41 | 60 – [See complete chart here](#)

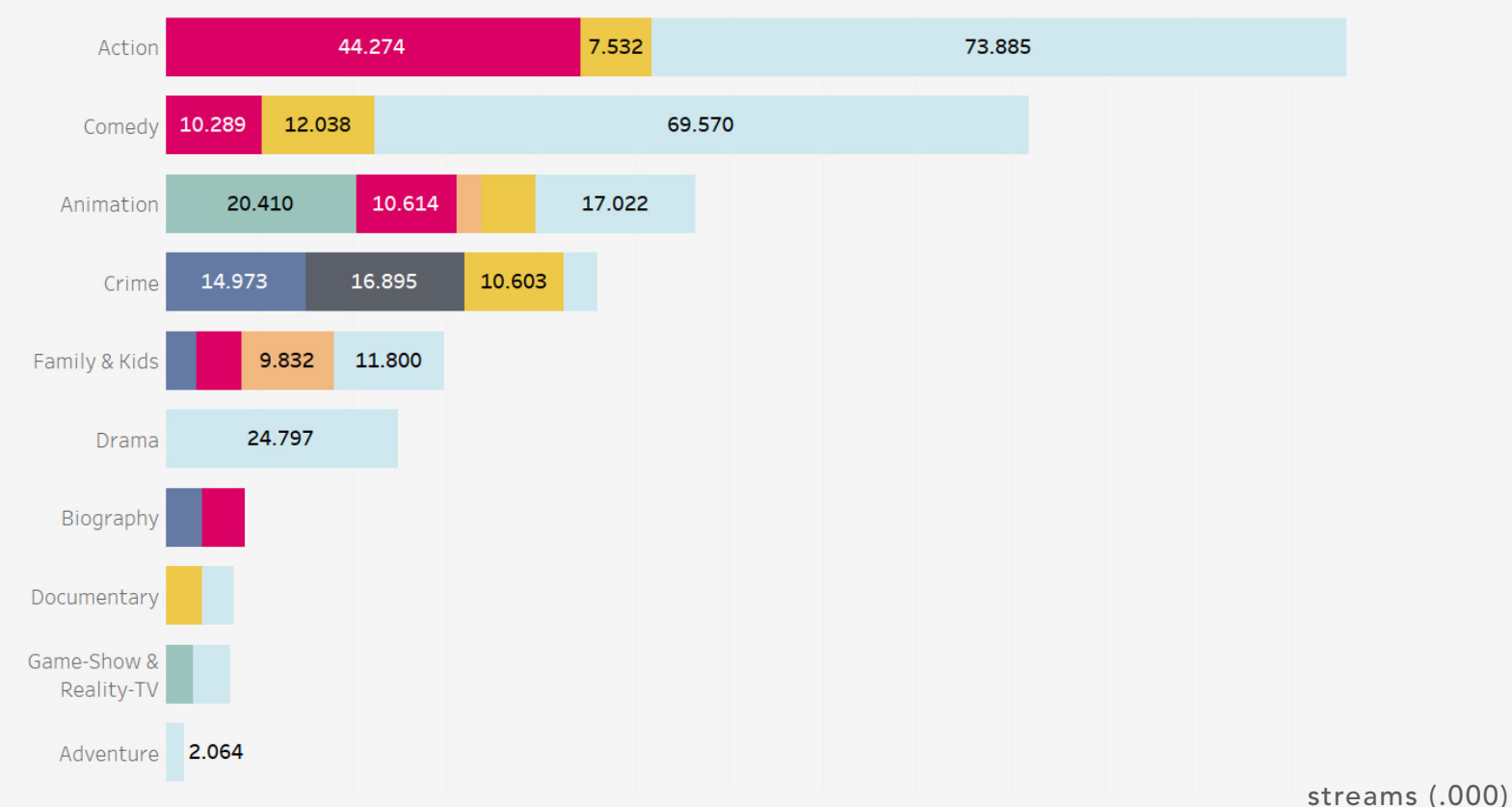
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



streams (.000)

PRODUCTION COUNTRIES | USA & CANADA | EUROPE | FRANCE | ASIA | UK | LATAM | OTHER

CRIME GENRE RISES AS ACTION HOLDS STRONG IN OCTOBER

While for movies the French market positioned itself as the one that had grown the most, the shows market, not only failed to grow but actually saw a decline, becoming the market with the most significant decrease, losing almost 23M streams.

Still, it is worth noting the increase in streams and share for the Crime genre, driven by the series "Pacto de Silencio", a Mexican series that has not only captivated the French audience but also audiences across all five markets, accumulating 38M streams. Alongside other Crime series like "Elite" and "Bodies", it has managed to capture 11.5% of the total streams. On the other hand, while the Action genre plummets in October in the rest of the markets, here in the French market, it holds strong with almost 21% of the total share. This is primarily thanks to the star of this month, undoubtedly "Lupin", but also "The Vampire Diaries", "Preacher" or "The Boys".

FRANCE | 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

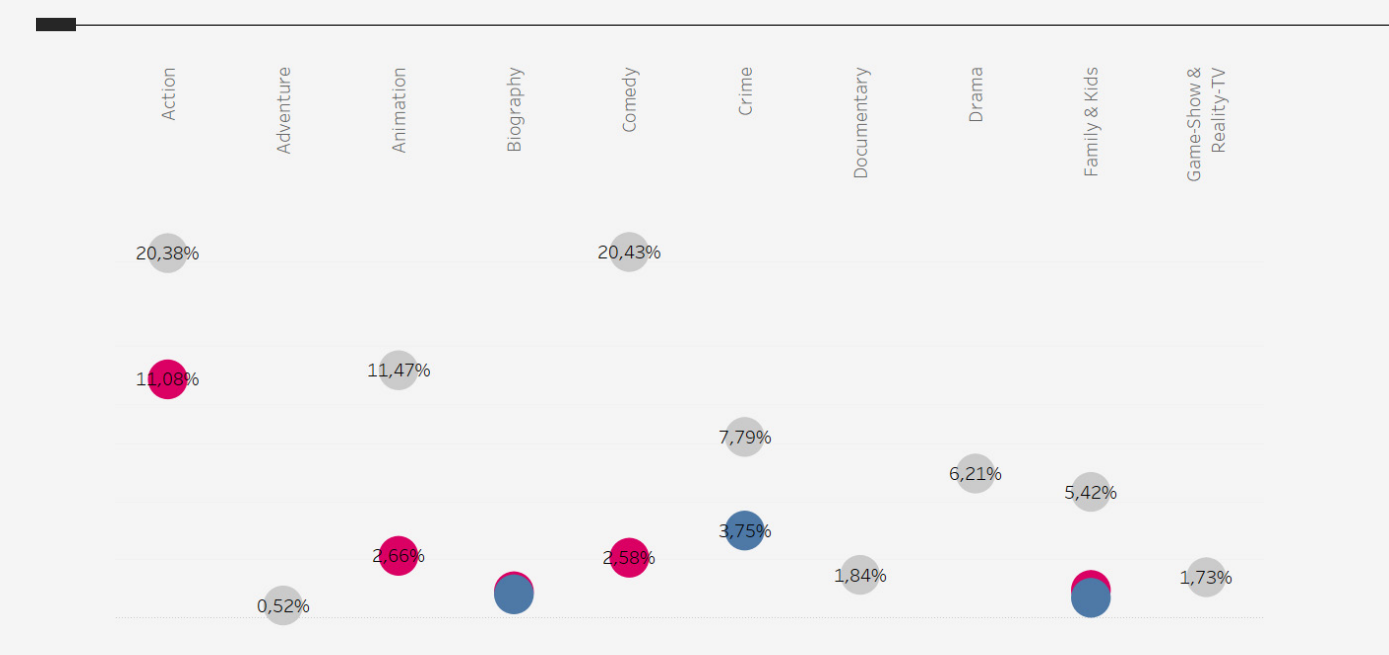
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

N°	SHOW	SEASON	PLATFORM	COUNTRY	POSITION	GENRE	VIEWERS
1	Lupin	3	Netflix	FR	1	Action	34.755
		2	Netflix	FR	18	Action	4.972
		1	Netflix	FR	24	Action	4.546
2	Elite	7	Netflix	ES	9	Crime	9.515
3	Grizzy and the Lemmings	2	Netflix	FR	23	Animation	4.608
		1	Netflix	FR	19	Animation	4.803
4	Liebes Kind	1	Netflix	DE	16	Crime	5.459
5	LOL: Last One Laughing... ..	1	Amazon	FR	2	Comedy	5.167
6	Les Sisters	1	Netflix	FR	22	Family & Kids	4.735
7	Class Act	1	Netflix	FR	25	Biography	4.500
8	El cuerpo en llamas	1	Netflix	ES	29	Biography	3.982
9	Di4ri	2	Netflix	IT	39	Family & Kids	3.385
10	En Terrasse	1	Amazon	FR	4	Comedy	2.528
11	HPI Haut Potentiel Intelle..	3	Disney+	FR	25	Comedy	1.377
12	Alphonse	1	Amazon	FR	8	Comedy	1.217
13	Miraculous: Tales of Lady..	1	Disney+	FR	34	Animation	1.203

SHOWING 13 | 13 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

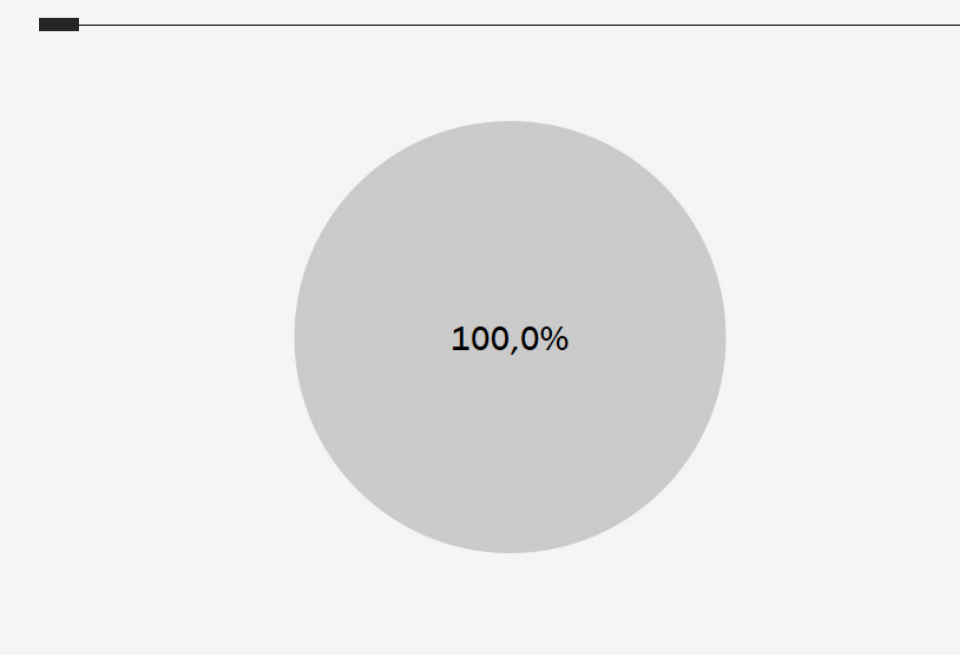


PRODUCTION COUNTRIES | EUROPE | FRANCE | OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	FRANCE
Action	1	0
Animation	2	0
Biography	1	1
Comedy	4	0
Crime	0	2
Family & Kids	1	1

CONTRIBUTION TO DRAMA STREAMS



AN INCREDIBLE MONTH FOR THE FRENCH MARKET

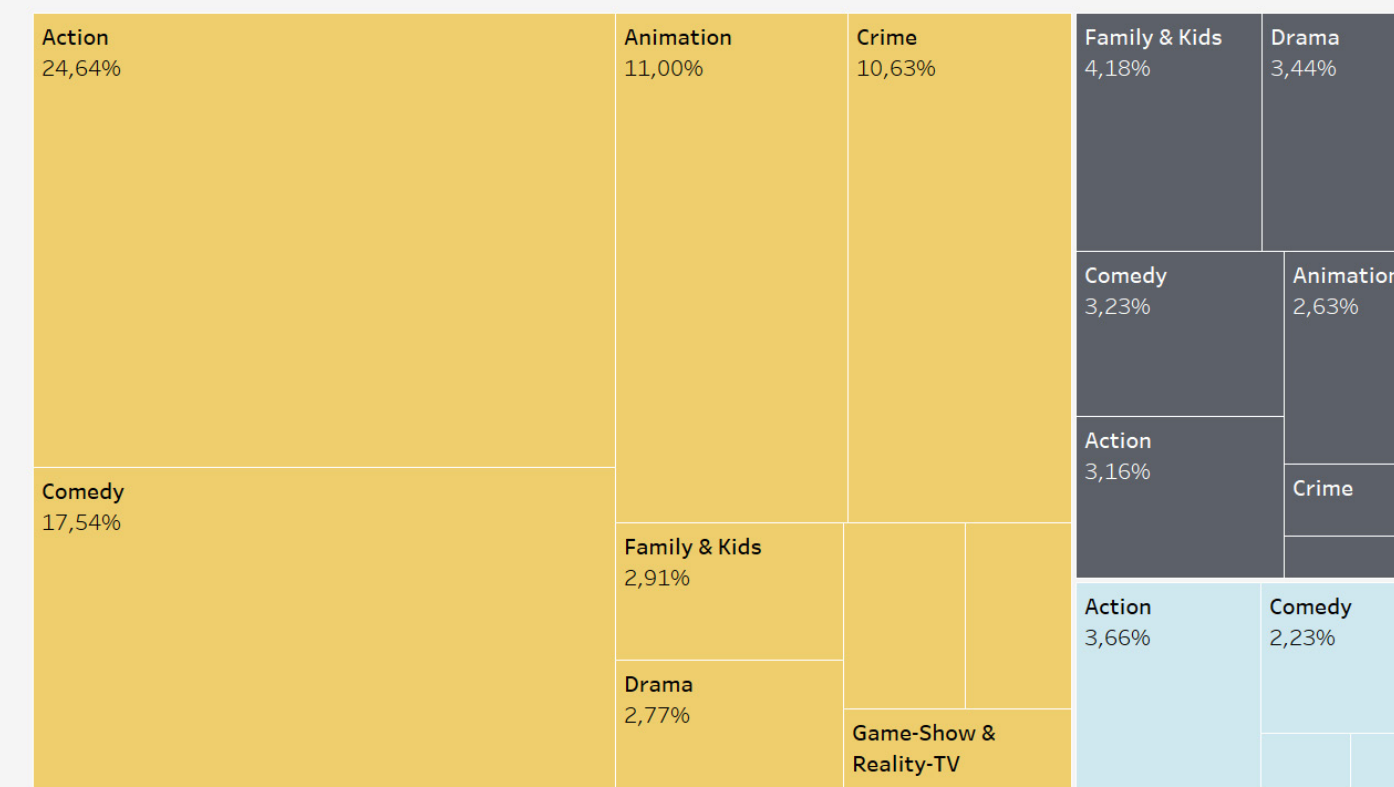
With an 18.6% share of the total, local content ranks as the second most-watched after American, which secures a 52% share of the total. This is primarily due to “Lupin”. Audiences can’t get enough of it. “Lupin” has hit the sweet spot, gathering an incredible amount of 170M views across all markets since we’ve data, earning its stripes as the fourth most-watched European series and the second most-watched French series on Think Data, second only to “Grizzy and the Lemmings”. The “Lupin” new season has gathered 102M so far and a total of 170M streams for all seasons together and all markets since we have data. If you want to know more about this Global Phenomenon, go and check the Hot Topic of the month.

The rest of the European content doesn’t stand out as much. “Elite” only gets 9M views, “Liebes Kind” 5.4M, “El cuerpo en llamas”, 3.9M and “Di4ri” 3.3M.

FRANCE | 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM

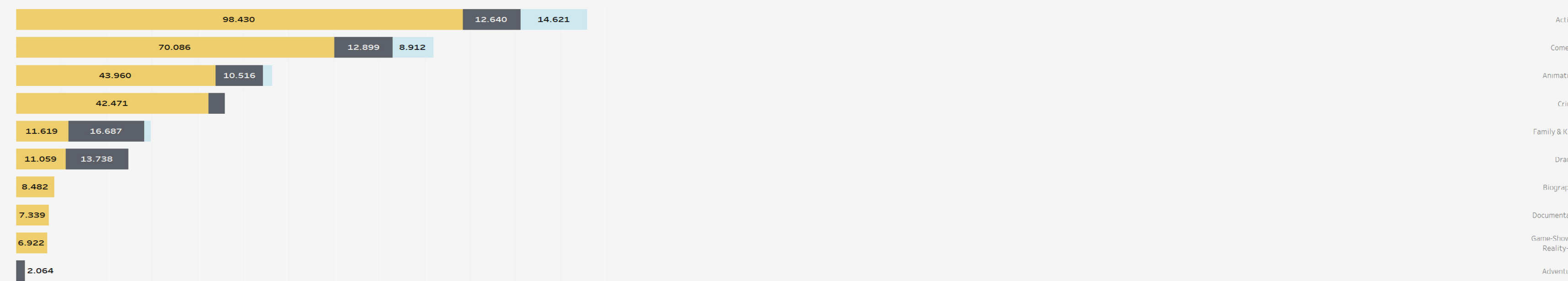


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT | AMAZON | NETFLIX | DISNEY

DISNEY+ FACES OCTOBER SLUMP WHILE NETFLIX MAINTAINS DOMINANCE

After a splendid debut and a few excellent initial months, Disney+ hits its lows in the French TV show market in October. With 72M views and an 18% share, Disney+ secures its position as the second force in the French market but stands as the weakest for Disney+ in terms of shows. Notable titles include "Bluey", "Grey's Anatomy" or "The Good Doctor".

Meanwhile, Netflix continues to dominate, capturing 3 out of every 4 streams, essentially holding a near monopoly on the Top #100. Amazon Prime Video, on the other hand, only gathers 6.75% of streams. In the TV show market, Amazon has way less weight, especially in Spain. It's important to note that in Spain, we have data for four platforms, not three.

“LUPIN”: A GLOBAL PHENOMENON BLENDING CHARISMA AND INTRIGUE

The enchanting journey of “Lupin” kicked off on Netflix on January 8, 2021, unveiling the first five episodes. Just six months later, another set of five episodes followed, setting the stage for the highly anticipated third instalment. The curtain for this next chapter rose on October 5, bringing with it a promise of seven exciting episodes, guided by the creative hands of directors Ludovic Bernard, Daniel Grou, and Xavier Gens.

Why the anticipation? Because audiences can’t get enough of it. “Lupin” has hit the sweet spot, gathering an incredible amount of 170M views across all markets, earning its stripes as the fourth most-watched European series and the second most-watched French series on Think Data, second only to the Animation preschool “Grizzy and the Lemmings”.

Beyond that, “Lupin” has consistently etched its name in history with each season premiere. It’s not just a French success story; it’s breaking barriers. Securing a spot among the top ten on Netflix in the United States, it claimed the number one spot in France and various



European countries like Germany, Austria, Italy, Spain, Denmark, and Sweden. The global embrace spans across Canada, Brazil, Argentina, South Africa, and beyond.

For this latest season, “Lupin” asserted its dominance on the international (non-English-language) television chart within its first four days on the platform, making it the most powerful launch for a new international season since 2021. What’s the secret behind the success? Perhaps it’s the fusion of British and French elements. Maybe it’s the ability to entertain and engage the whole family - for real. But a significant factor is the charismatic Omar Sy. While already a beloved figure in France, “Lupin” catapulted his popularity to global heights. The series, with Omar Sy at its helm, has become a worldwide phenomenon, captivating audiences with its magnetic charm and transcending borders.

Crafted by George Kay, the mastermind behind “Criminal” and “Killing Eve,” and drawing inspiration from Maurice Leblanc’s character Arsenio Lupin, often hailed as the French



LOLA RODRÍGUEZ
DATA SPECIALIST

“Lupin” has hit the sweet spot, gathering an incredible amount of 170M views across all markets, earning its stripes as the fourth most-watched European series and the second most-watched French series

counterpart to Sherlock Holmes, the series unfolds Lupin’s cunning escapades as he outwits both law enforcement and criminal adversaries. Behind the scenes, Gaumont, the power house of “Narcos,” “Lupin,” and “Barbarians,” is the driving engine. Demonstrating a commitment to becoming a leading TV series producer, Gaumont, through its American subsidiary Gaumont International Television, and its existing French production features, continues to shape the landscape of television storytelling. Interestingly, a strong 130 years-old company behind the History of cinema and once a cinema exhibitor, was also at the beginning of the concept of Glocal Originals for Netflix. In other words, Gaumont struck hard at the early days of the cinema and the VOD industries and now plays both cards.

UK | 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	MOVIE	PLATFORM	GENRE	STREAMS
1	Reptile	Netflix	Crime	2.900
2	Fair Play	Netflix	Drama	2.533
3	Old Dads	Netflix	Comedy	2.500
4	Spider-Man: No Way Hom..	Netflix	Action	2.152
5	Nowhere	Netflix	Drama	2.064
6	John Wick: Chapter 4	Amazon	Action	1.546
7	The Devil on Trial	Netflix	Documentary	1.394
8	The Conjuring: The Devil ..	Netflix	Horror & Fantasy	1.342
9	Pain Hustlers	Netflix	Crime	1.338
10	Infinite	Netflix	Action	1.195
11	The Wonderful Story of H..	Netflix	Short	1.123
12	Talk to Me	Netflix	Horror & Fantasy	1.098
13	Space Jam: A New Legacy	Netflix	Animation	1.075
14	The Suicide Squad	Netflix	Action	1.067
15	The Conference	Netflix	Comedy	953
16	Before I Go to Sleep	Netflix	Drama	941
17	The Burial	Amazon	Drama	906
18	Totally Killer	Amazon	Comedy	902
19	Crazy, Stupid, Love.	Netflix	Comedy	891
20	Plane	Amazon	Action	874
21	The Grinch	Netflix	Family & Kids	830
22	Harry Potter and the Phil..	Netflix	Family & Kids	799
23	Ballerina	Netflix	Action	781
24	The Other Zoey	Amazon	Comedy	743
25	The Statistical Probability..	Netflix	Drama	705
26	Ice Cold: Murder, Coffee a..	Netflix	Documentary	688
27	Hubie Halloween	Netflix	Comedy	679
28	Scream	Netflix	Horror & Fantasy	675
29	After Everything	Amazon	Drama	672
30	Love Is in the Air	Netflix	Comedy	644
31	The Curse Of Bridge Hollow	Netflix	Family & Kids	635
32	Roald Dahl's Matilda the ..	Netflix	Family & Kids	621
33	Paw Patrol: The Movie	Netflix	Animation	613
34	Clifford the Big Red Dog	Netflix	Family & Kids	608
35	Elemental	Netflix	Animation	595
36	The Nightmare Before Chr..	Netflix	Family & Kids	587
37	Mortal Kombat	Netflix	Action	581
38	I Am Legend	Netflix	Action	570
39	Frozen	Netflix	Animation	556
40	Those Who Wish Me Dead	Netflix	Action	533

SHOWING 40 | 97 - [See complete chart here](#)

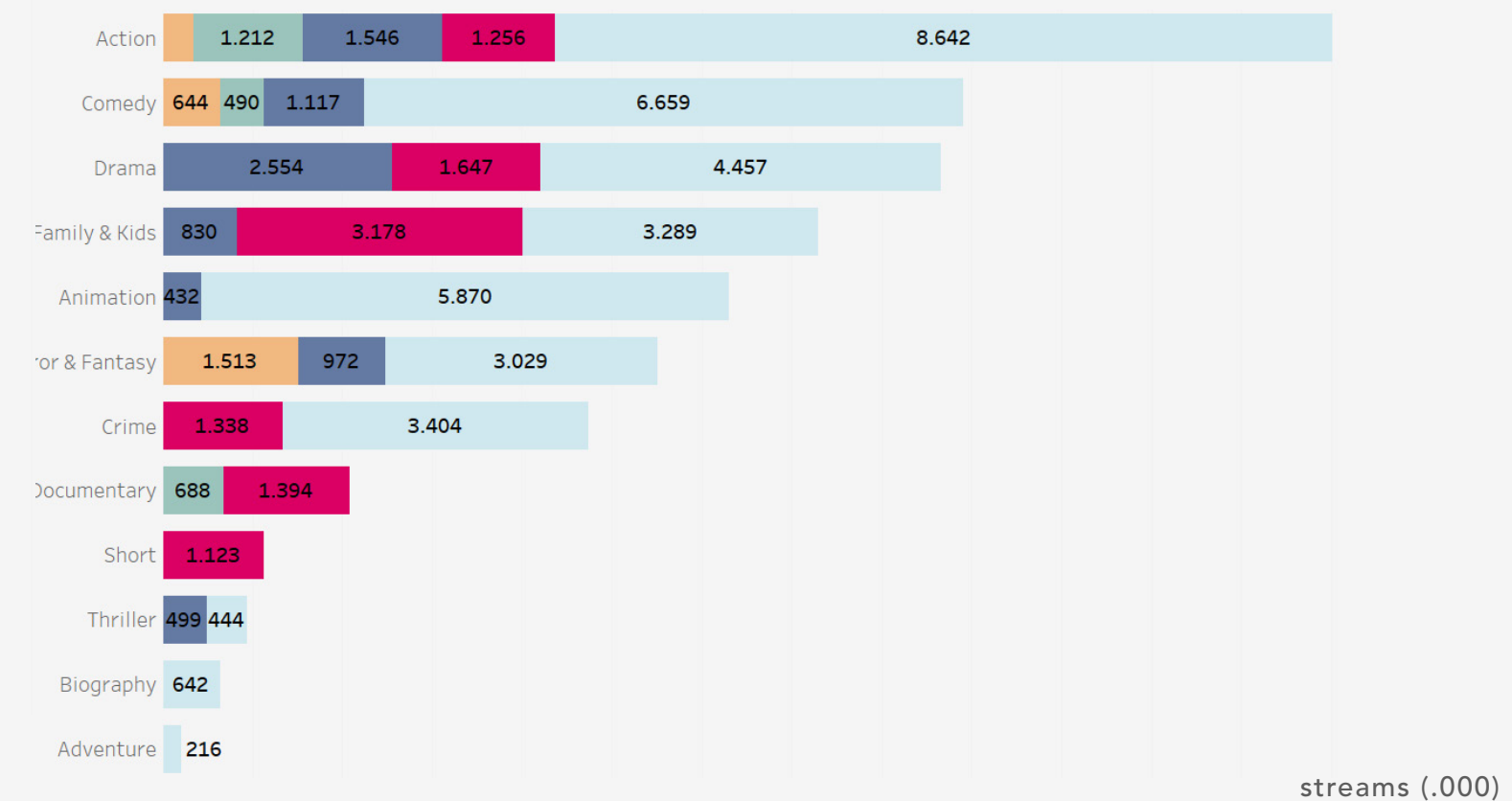
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



streams (.000)

SPOTLIGHT UK: 14% OF GLOBAL VIEWS

While the most viewed content comes from the USA and Canada, representing 65% of the chart, we can still observe that the audience chooses to watch 14% of UK content.

The most viewed content from the UK is the documentary "The Devil of Trial," which holds the 7th position with 1.3M views. While Europe represents only 10% of the chart, it occupies the 5th position with Spain's "Nowhere" and the 6th position with "John Wick: Chapter 4" from Germany and the United States, available on Amazon.

"Reptile," produced by Black Label Media for Netflix in the United States, stars Benicio Del Toro and Justin Timberlake. It landed on the platform on September 29 and holds the number 1 spot in the October ranking with 2.9M views.

From other territories, the Australian film "Talk to Me" stands out on Amazon. Released in 2022 in theatres in over 70 territories, it achieved a worldwide box office of 92M dollars.

UK | 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

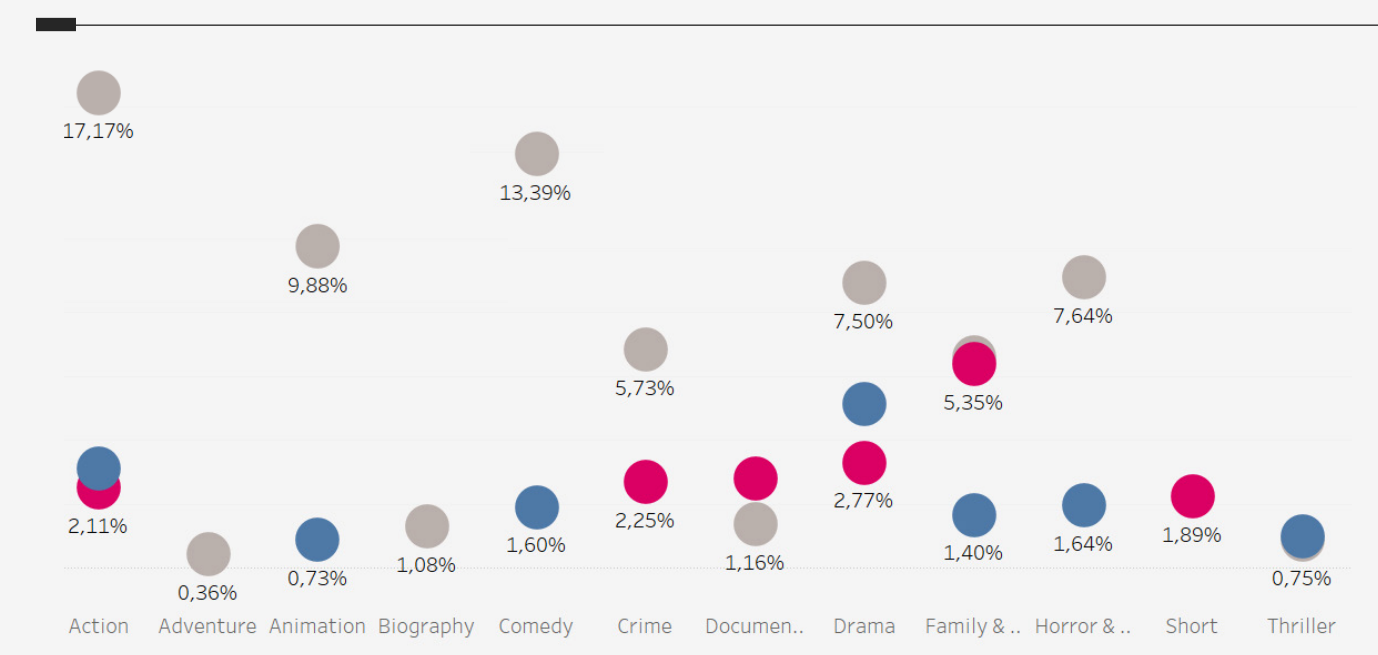
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	MOVIE	PLATFORM	COUNTRY	POSITION	GENRE	Views
1	Nowhere	Netflix	ES	5	Drama	2,064
2	John Wick: Chapter 4	Amazon	DE	1	Action	1,546
3	The Devil on Trial	Netflix	UK	6	Documentary	1,394
4	Pain Hustlers	Netflix	UK	8	Crime	1,338
5	The Wonderful Story of H..	Netflix	UK	10	Short	1,123
6	The Conference	Netflix	SE	14	Comedy	953
7	Before I Go to Sleep	Netflix	UK	15	Drama	941
8	Plane	Amazon	UK	4	Action	874
9	The Grinch	Netflix	FR	17	Family & Kids	830
10	Harry Potter and the Phil..	Netflix	UK	18	Family & Kids	799
11	The Statistical Probability..	Netflix	UK	20	Drama	705
12	Roald Dahl's Matilda the ..	Netflix	UK	26	Family & Kids	621
13	Evil Dead Rise	Netflix	IE	32	Horror & Fantasy	533
14	Harry Potter and the Cha..	Netflix	UK	33	Family & Kids	527
15	Harry Potter et le prisonn..	Netflix	UK	34	Family & Kids	525

SHOWING 15 | 23 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

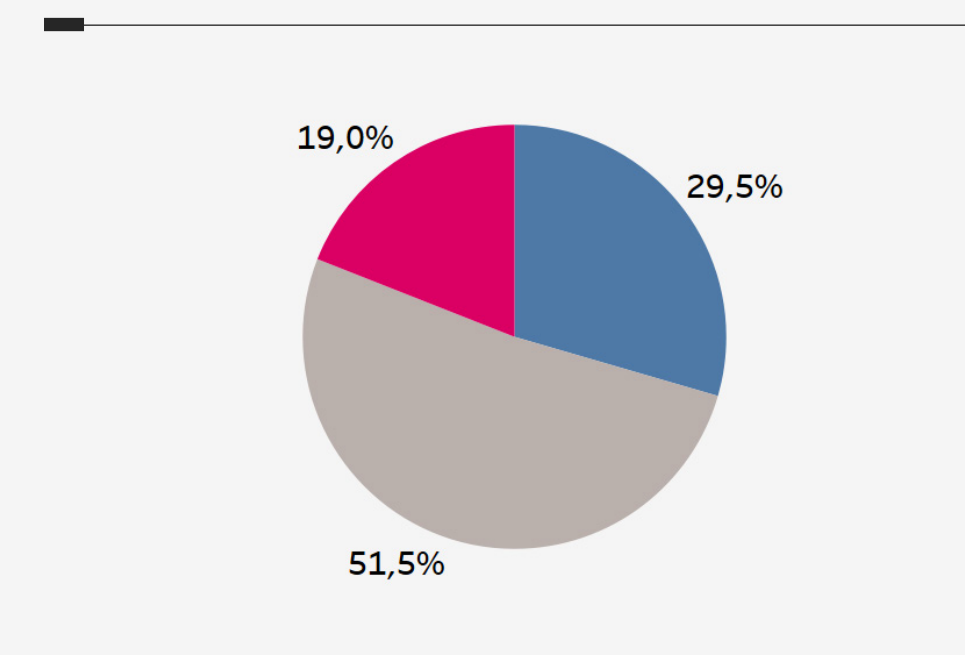


PRODUCTION COUNTRIES | ■ EUROPE | ■ UK | ■ OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	UK
Action	1	3
Animation	1	
Comedy	1	
Crime		1
Documentary		1
Drama	2	2
Family & Kids	1	6
Horror & Fantasy	2	
Short		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS



OUT OF THE 15 MOST – WATCHED EUROPEAN FILMS, 10 ARE FROM THE UK

“The Devil of Trial” is the most-viewed UK film, a documentary that explores, through archival footage and interviews, the first case where the defence in a murder trial claims that the alleged killer was possessed by the devil. The film is a Netflix original and has accumulated 1.39M views. Following closely is “Pain Hustlers,” a Netflix action film with 1.33M views, which debuted on the platform on October 27.

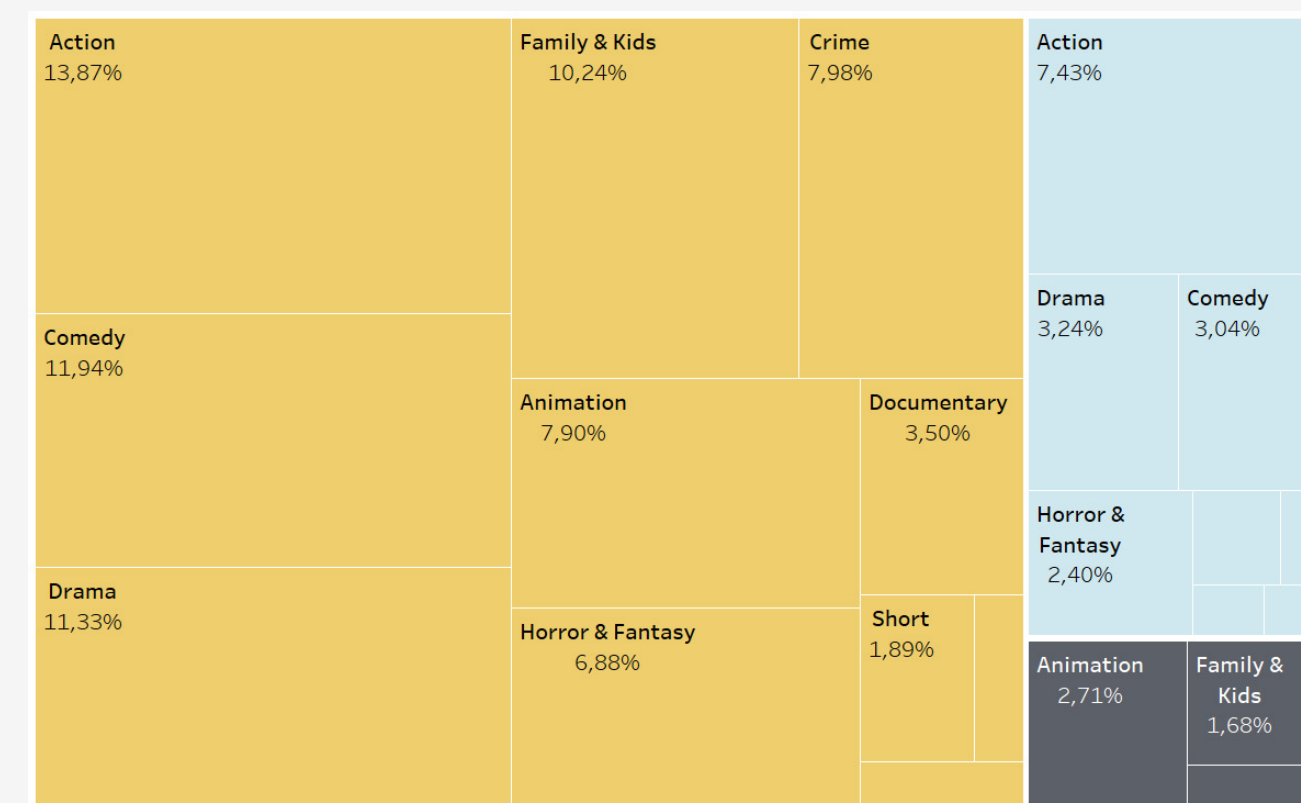
Next in line is “The Wonderful Story of Henry Sugar” by the prestigious Wes Anderson. This is a 39-minute short film that arrived on Netflix in late September, garnering 867K views that month and climbing in the rankings to now hold the 5th position with 1.1M views.

“Plane” on Amazon also stands out with 874K views. The US film, shot in Puerto Rico, was previously re-released theatrically in January 2023 with a worldwide box office of \$74M.

UK | 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE

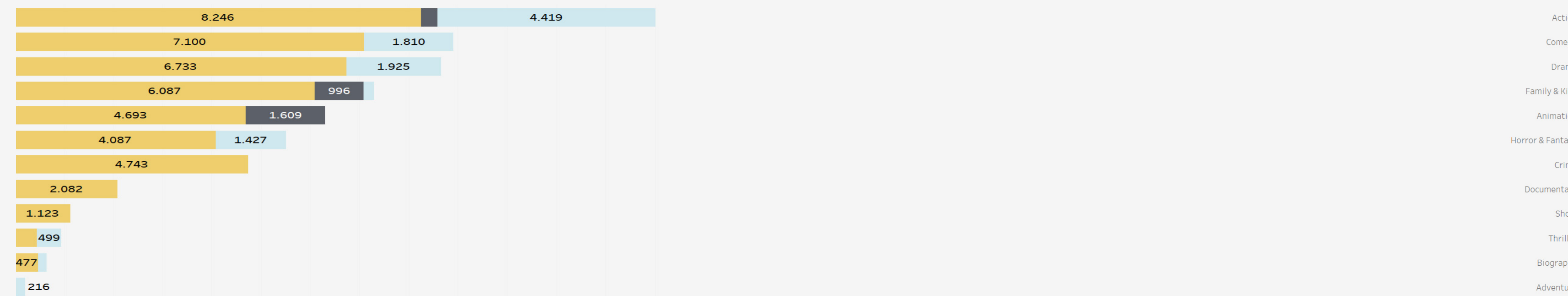


CONTENT FROM THE USA AT THE INDISPUTABLE TOP

Disney positions itself well below the other platforms. Netflix dominates the market with over 70% of the share. In the Action genre, only on Netflix, it accumulates 12.1M views, on Amazon 1.1M views, and on Disney+ 691k views. The most-watched in this genre on Netflix is "Old Dads." This comedy follows three friends who are already advanced in years and have to deal with a world full of millennial CEOs and school directors. Produced by Miramax, All Things Comedy, and All of Us Productions, the film premiered directly on Netflix on October 20 on the platform and accumulated 2.5M views.

Another notable American title is "Fair Play" with 2.5M views. The film addresses the unexpected promotion in a hostile work environment that tests the relationship of a young couple, leading them to face challenges that threaten to change the course of their lives. The film did not have a theatrical release but did go through the Sundance Film Festival in January, the Toronto International Film Festival in September, and some more festivals before its arrival on Netflix, which was staggered around September 29 in 6 to 13 different territories. With this we can observe that the platforms allow each film to adapt to different release patterns.

TOP SHOWS STREAMS BY GENRES

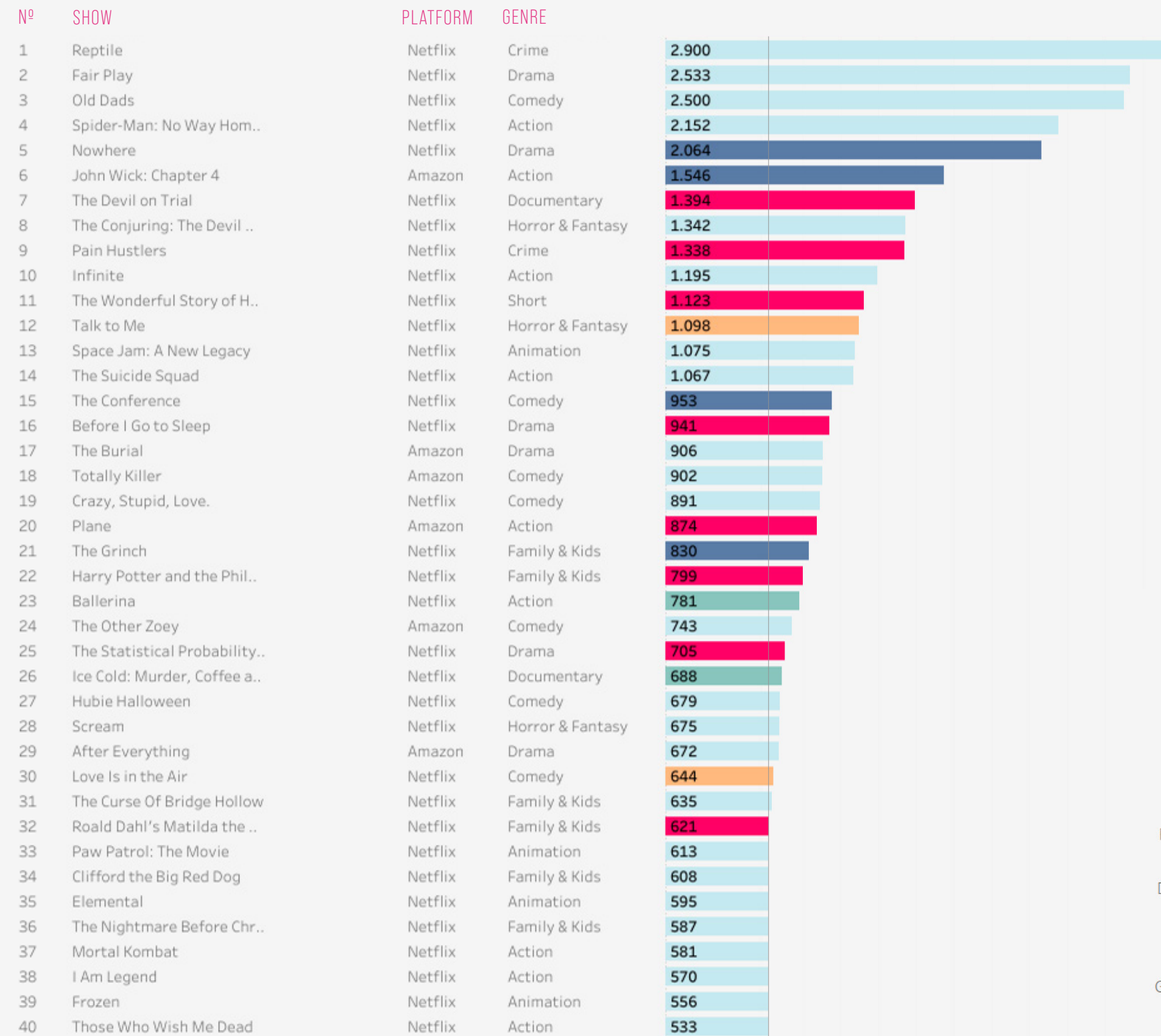


OTT | AMAZON | NETFLIX | DISNEY

UK | 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

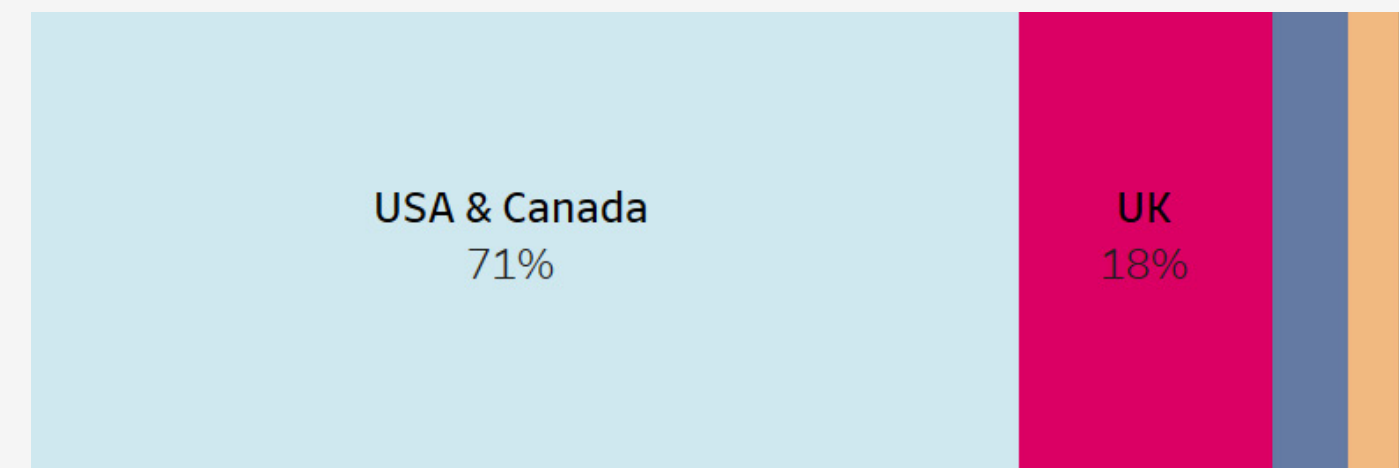
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



SHOWING 40 | 56 - [See complete chart here](#)

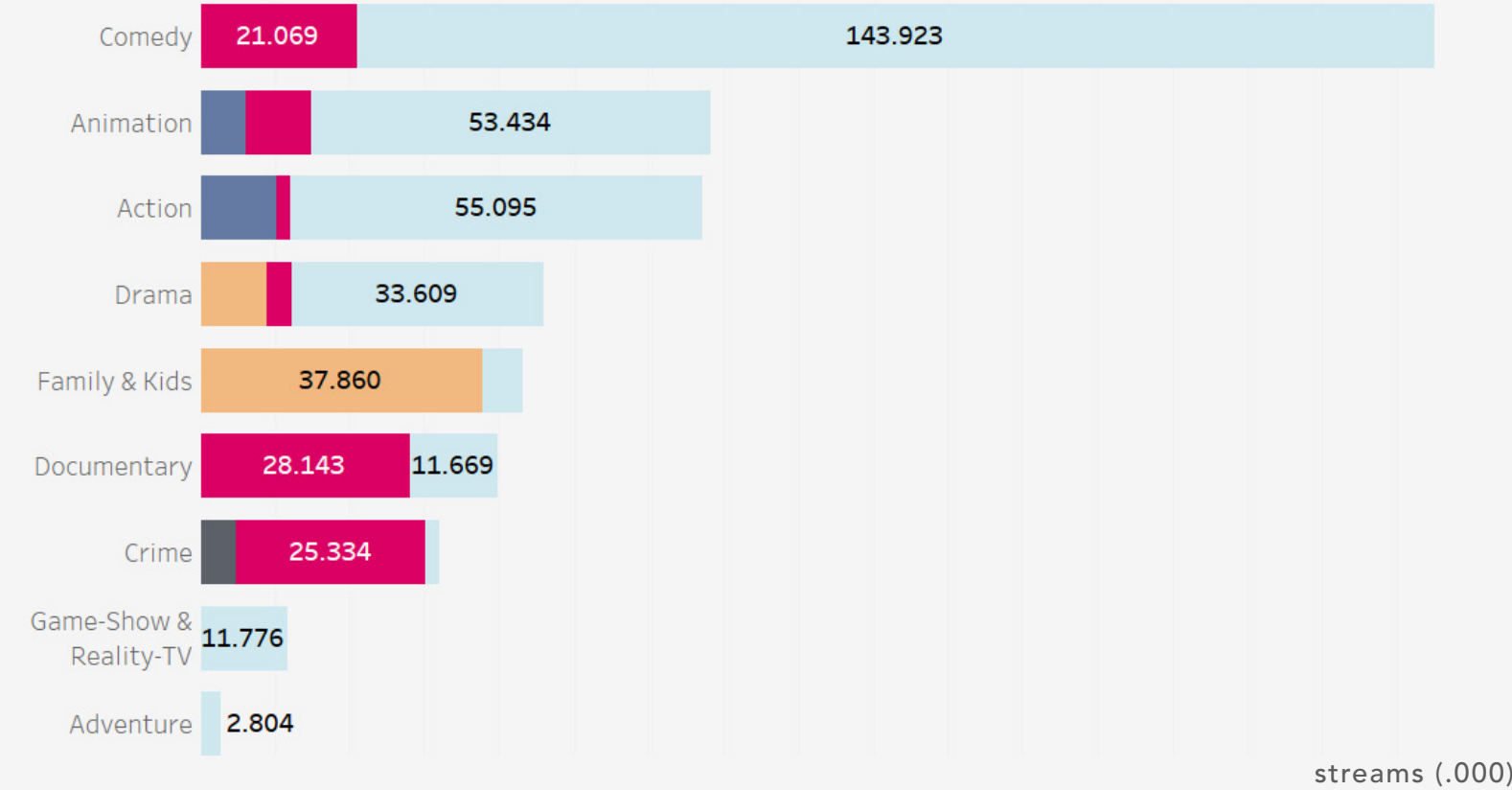
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



UK CONTENT HOLDS AN 18% SHARE OF THE MOST-WATCHED SERIES

The top spot is no surprise, with “Friends” garnering 48.2M views. Following closely is the children’s animation on Disney+, “Bluey,” with 37.8M views. This Australian series spans 3 seasons with 50 episodes each and has earned accolades such as Most Outstanding Children’s Program at the Logie Awards in Australia and Best Animated Series at the Critics Choice Awards in the USA. “Other countries” ranks as the fourth territory with the most views across all content, thanks to “Bluey.”

In fourth position is “Beckham,” the documentary series we’ve previously discussed, with 22.9M views. The UK-produced Netflix series “Bodies,” released on October 17, takes the sixth spot with 20.2M views. Set in London, the series follows four detectives attempting to solve the same murder across different time periods from 1890 to 2050.

“Sex Education” accumulates 16.3M views. This title has seen success in other territories as it marks its fourth and final season.

UK | 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

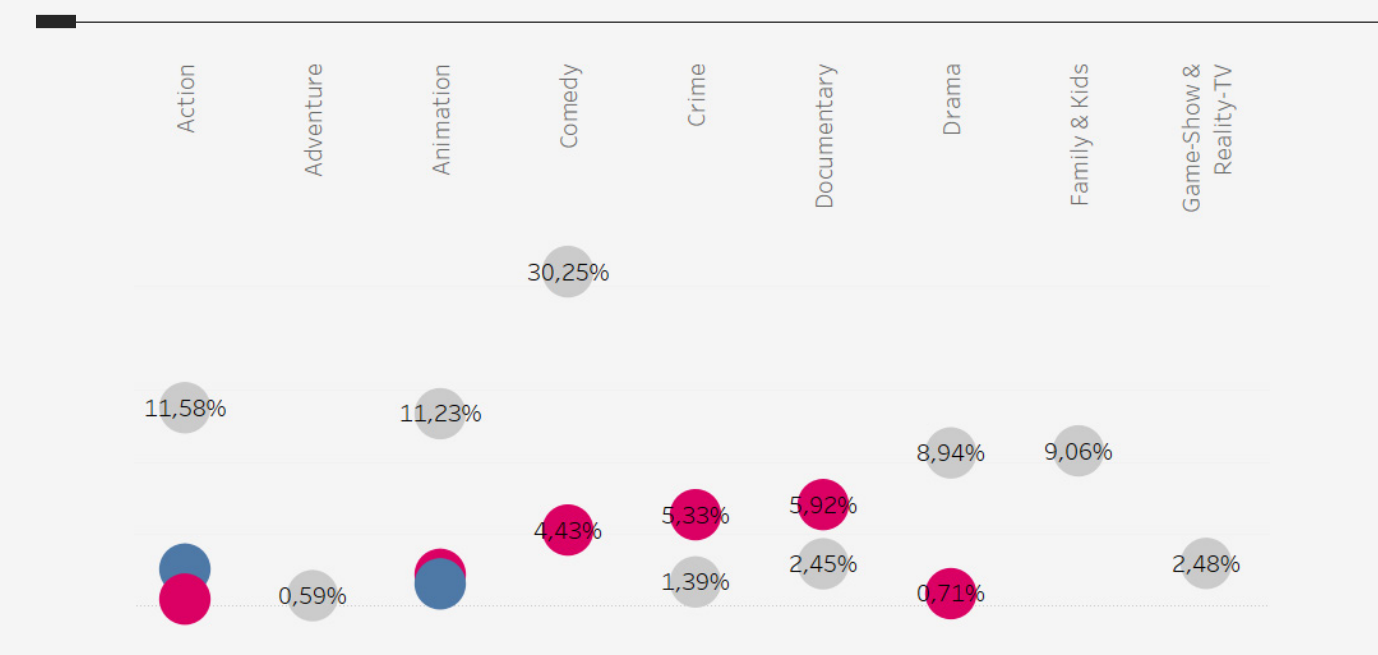
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	SHOW	SEASON	PLATFORM	COUNTRY	POSITION	GENRE	STREAMS
1	Beckham	1	Netflix	UK	1	Documentary	22.944
2	Bodies	1	Netflix	UK	2	Crime	20.209
3	Sex Education	4	Netflix	UK	4	Comedy	16.301
4	Lupin	3	Netflix	FR	5	Action	10.193
5	Peppa Pig	2	Netflix	UK	30	Animation	4.211
							4.532
6	Maxine	1	Netflix	UK	15	Crimen	5.125
7	The Fuck It Bucket	1	Netflix	UK	20	Comedy	4.768
8	Grizzy and the Lemmings	3	Netflix	FR	33	Animation	3.910
9	Wilderness	1	Amazon	UK	4	Drama	3.373
10	Who Killed Jill Dando?	1	Netflix	UK	49	Documentary	3.171
11	Miraculous: Tales of Lady..	5	Disney+	FR	27	Animation	2.175
12	Coleen Rooney: The Real ..	1	Disney+	UK	32	Documentary	2.028
13	Good Omens	2	Amazon	UK	6	Action	1.848

SHOWING 13 | 13 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

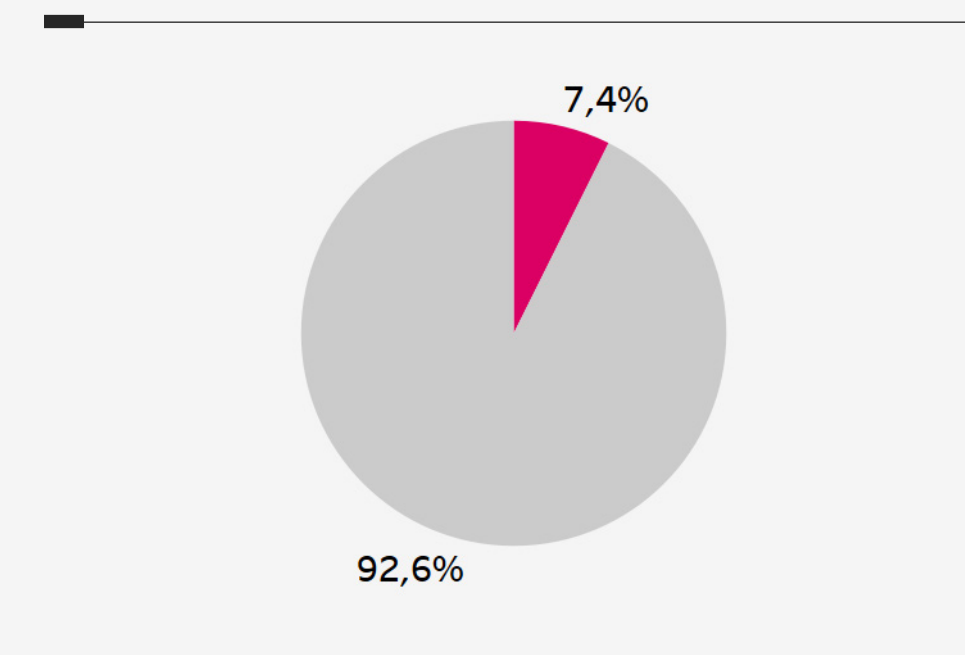


PRODUCTION COUNTRIES | ■ EUROPE | ■ UK | ■ OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	UK
Action	1	1
Animation	2	1
Comedy	0	2
Crime	0	2
Documentary	0	3
Drama	0	1

CONTRIBUTION TO DRAMA STREAMS



GREAT MONTH FOR UK CONTENT, WITH 10 OF THEM RANKING AMONG THE TOP 13

Leading the list are “Beckham” and “Bodies.” Noteworthy is “Maxine,” a British miniseries consisting of three parts based on real-life events, depicting the incidents related to Maxine Carr’s involvement in the murders of two 10-year-old girls, at the hands of Carr’s boyfriend. The series premiered on Channel 5 in the United Kingdom in October 2022 and this month on the Netflix platform reached 5.1 million views on that date.

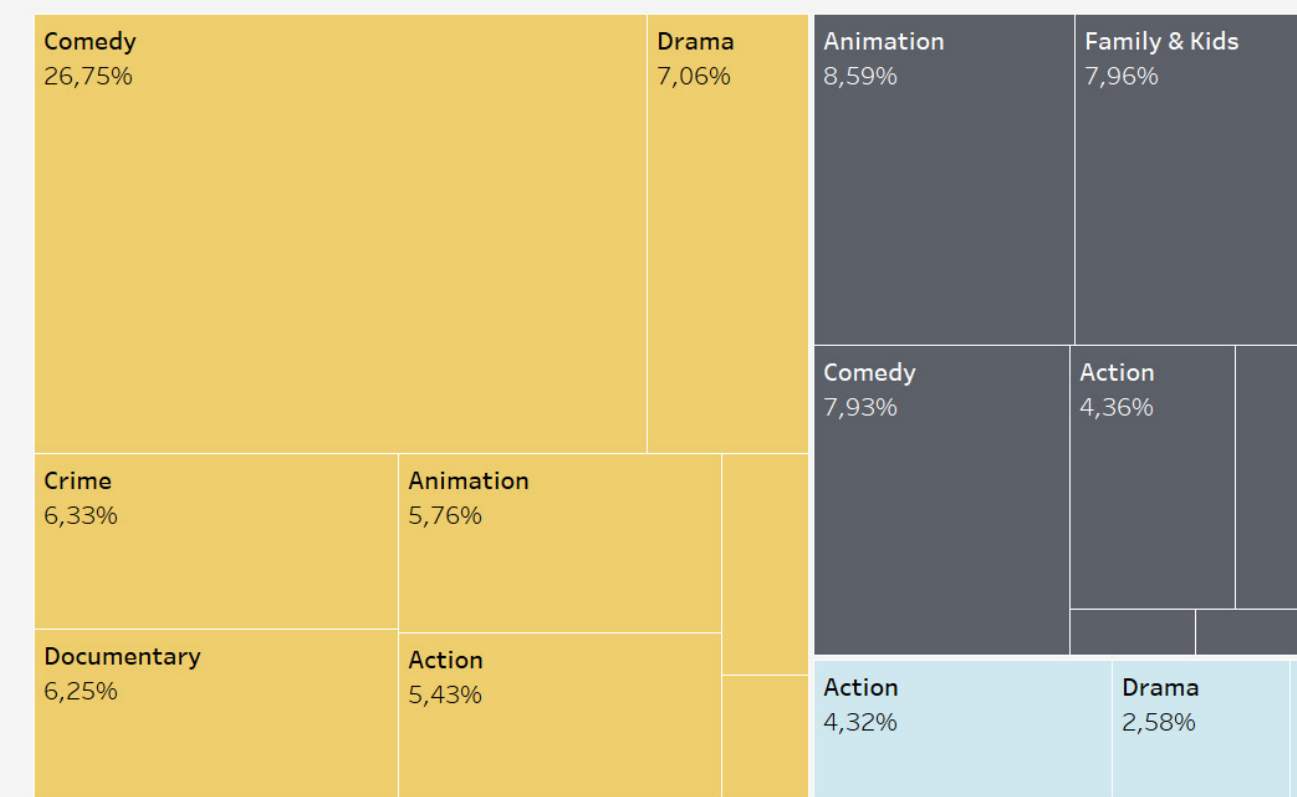
“The Fuck-It Bucket” accumulates 4.7M views. The UK series follows Mia, a 17-year-old London girl who is discharged from the hospital after battling anorexia and is thrust back into the chaotic world. The series consists of eight 45-minute episodes and premiered globally on Netflix on October 5, 2023.

Two French productions stand out in this ranking: At 11th place on Disney+, we have “Miraculous: Tales of Ladybug & Cat Noir.” It spans 5 seasons with a total of 131 episodes. The first 18 episodes of the fifth season were released on the platform between October 2022 and May 2023, and episodes 19 to 27 between October and November 2023. Another case of staggered releases that builds a steady audience, accumulating 2.1M views this month. The other French title is the aforementioned in various territories: “Lupin,” ranking 4th with 10.1M views.

UK | 100 SHOWS | SVOD PLATFORMS

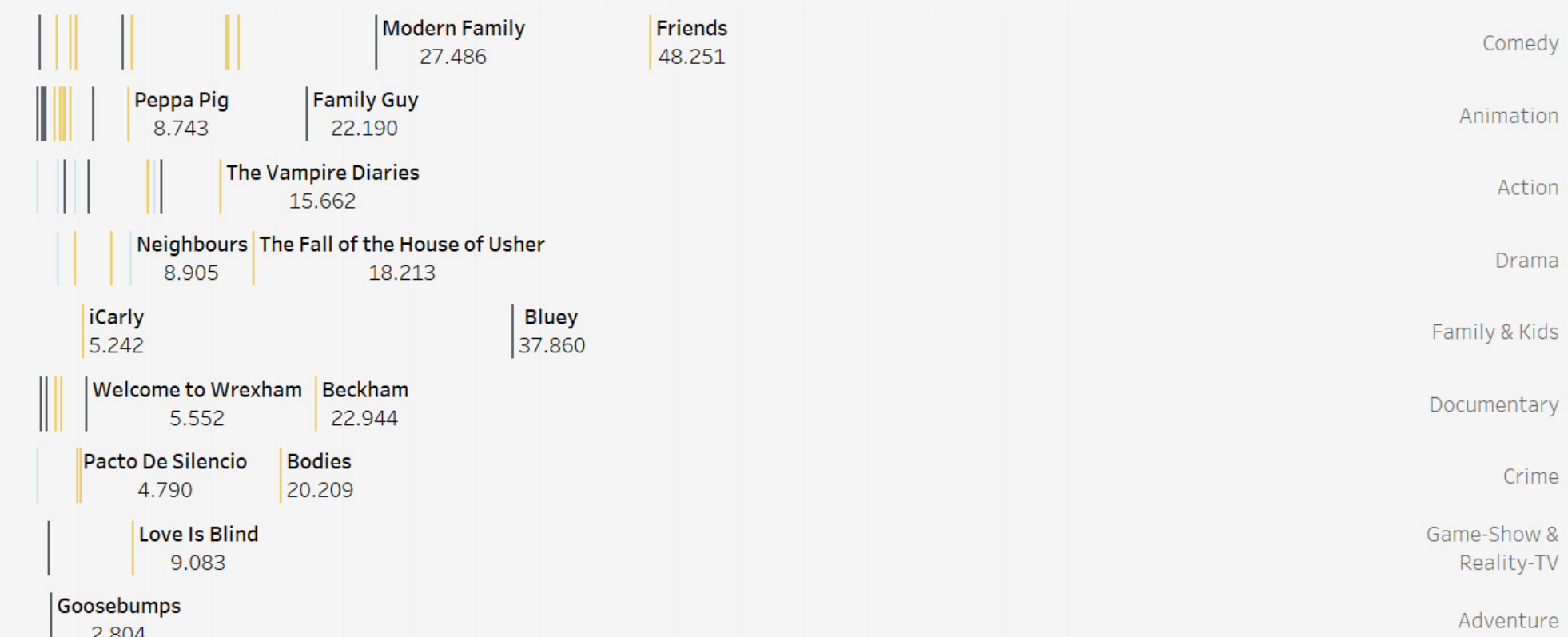
MOST WATCHED GENRES

SHARE BY PLATFORM

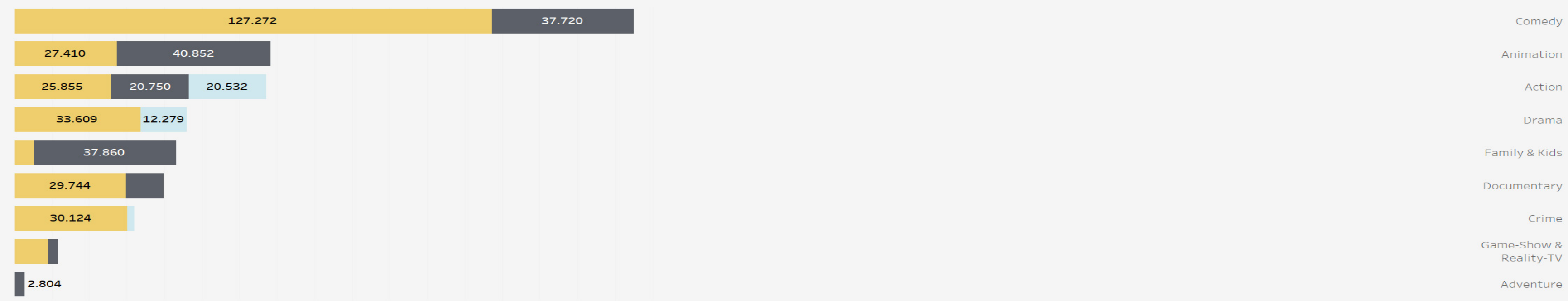


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP SHOWS STREAMS BY GENRES



OTT | AMAZON | NETFLIX | DISNEY

KARDASHIAN CHRONICLES: THE DISNEY EDITION

The Comedy genre dominates with 26.75% on Netflix, amassing 127M views. Disney is no longer the least-viewed platform, as it was in movies; that position is now held by Amazon.

In the comedy genre, the most-watched series continue to be consistent each month: "Friends" on Netflix with 48.2M views, "Modern Family" on Disney+ with 27.4M, and in Animation, "Family Guy" on Disney+ stands out with 22.1M views.

Produced by Amazon and released on the platform on September 29, "The Boys: GenV" shines in the Action genre with 10.6M views. The spin-off of "The Boys" maintains the psychopathic and morbid humour preserving the distinctive tone of its predecessor.

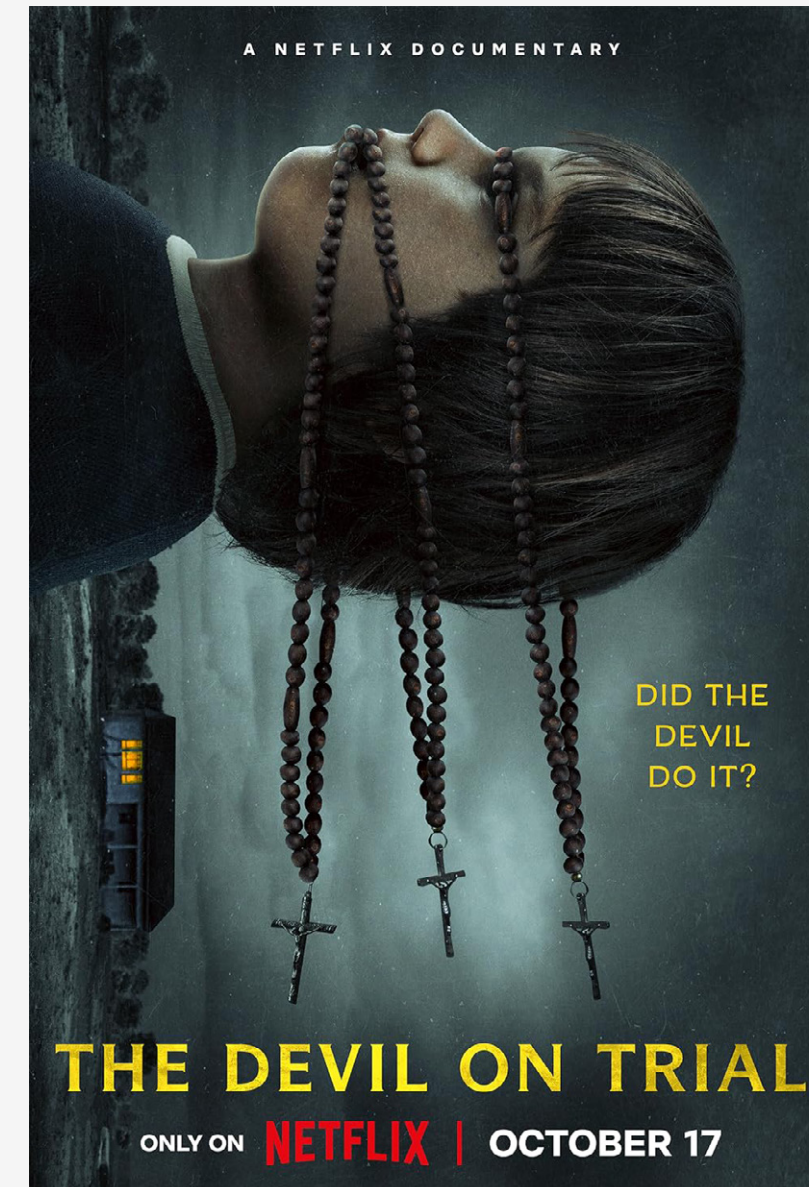
In the Games Shows & Reality TV category, the American show "Love is Blind" on Netflix stands out with 9M views. In 2020, the inaugural season of Love Is Blind became Netflix's most popular trending program, coinciding with the COVID-19 pandemic. According to Nielsen data, the first five episodes of "Love is Blind" attracted 1.5M viewers. In 2023, the fourth season achieved the highest premiere audience in the history of the franchise.

In the same category on Disney+, "The Kardashians" boasts 2.6M views. Produced by Fulwell 73 and Kardashian Jenner Productions, initially aired on the Hulu platform in 2020. The fourth season exclusively arrives on Disney+ on September 28, with new episodes every Thursday.

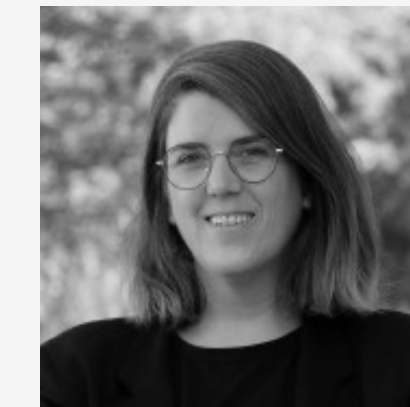
CULTURAL MOSAIC: BRITISH STORIES OF IMPACT BASED ON EXISTING IPS AND TALENT

Many UK titles have achieved success both in their home territory and in the other regions analysed. We will delve into which titles are involved. In both series and films, we observed that the top-viewed titles among Europeans are often from the UK. Production in the territory continues unabated and finds its audience.

Some noteworthy examples include the 39-minute short film "The Wonderful Story of Henry Sugar," a co-production between the UK and the United States. It's uncommon to see a short film ranking so high, but the renown of Wes Anderson, his distinctive aesthetic and style, and Benedict Cumberbatch's performance are the key to its success. The release strategy is intriguing: the film, adapted from a 1977 Roald Dahl story, premiered at the 80th Venice International Film Festival on August 31 and arrived on Netflix on September 27. This film is one of four Wes Anderson short films based on Dahl's works, released on Netflix consecutively: "The Swan" (September 28), "The Rat Catcher" (September 29), and "Poison" (September 30).



Simultaneously, between June and September, a feature film directed by Wes Anderson, "Asteroid City," premiered in commercial theatres, accumulating a worldwide box office of USD \$53.9M after its debut at the Cannes Film Festival and winning several awards at international festivals. We observe how two different release models play out simultaneously, generating press that contributes to both contents. "The Wonderful Story



JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST

“The UK possesses a handful of influential culture IP’s, crowning this territory as a must in the streaming wars.”

of Henry Sugar” accumulated 4M views in the five analysed territories, and it is now known that it will advance in the Live Action Short Film category for the 96th Academy Awards.

On the other end, we have documentary series that premiered directly on Netflix and have performed well in the analysed territories and other regions worldwide. Firstly, the original four-episode series “Beckham,” each approximately 1 hour long, narrates David Beckham’s remarkable football journey from humble beginnings to global fame using previously unseen footage. The series amassed 40.4M views in the analysed territories. The first season premiered on October 4, and a second season is expected in October 2024.

Lastly, another documentary, “The Devil on Trial,” also approaches events with archival material and interviews. In this case, it revolves around a trial where the defence claimed that the alleged killer was possessed by the devil. It seems that real-life stories remembered by many are themes worth revisiting as they generate significant interest among the audience. This title received 3M views in all the analysed territories.

With these examples we can see that different formats like short films or documentaries do have their place in the global platforms when they showcase strong and well-known talents, current affairs or cases. The UK possesses a handful of influential culture IP’s, crowning this territory as a must in the streaming wars.

GERMANY | 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

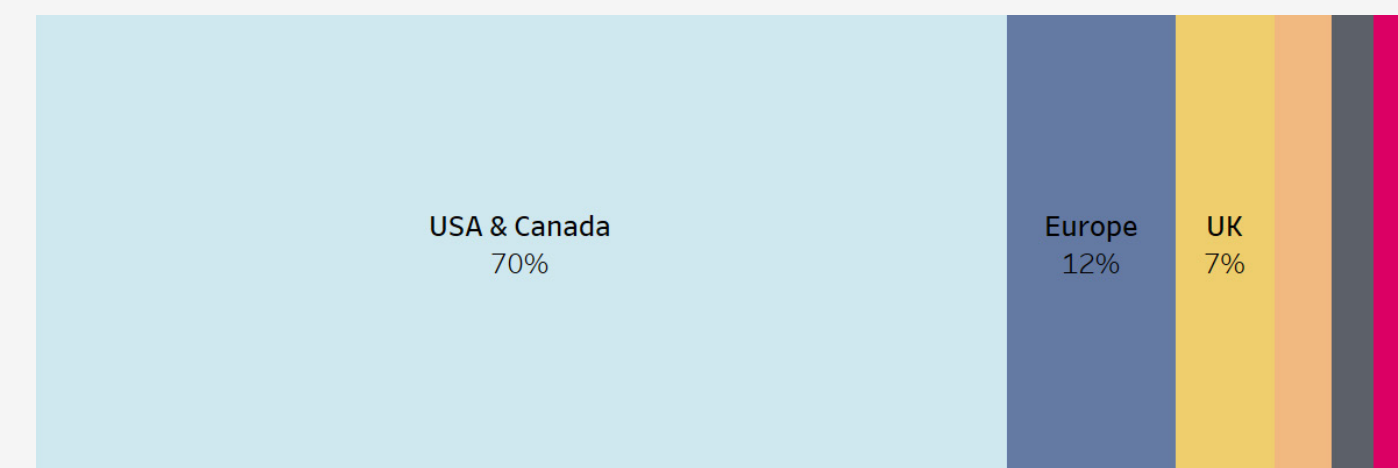
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	MOVIE	PLATFORM	GENRE	STREAMS
1	Nowhere	Netflix	Horror & Fantasy	1.876
2	The Pope's Exorcist	Netflix	Drama	1.546
3	Fair Play	Netflix	Comedy	1.381
4	The Conference	Netflix	Comedy	1.308
5	Old Dads	Netflix	Action	1.303
6	Spider-Man: No Way Hom...	Netflix	Family & Kids	1.238
7	Fantastic Beasts: The Sec...	Amazon	Crime	1.118
8	Pain Hustlers	Netflix	Drama	1.006
9	Znachor	Netflix	Action	963
10	Ballerina	Netflix	Action	928
11	The Marksman	Netflix	Action	870
12	The Matrix 4	Amazon	Animation	834
13	Hotel Transylvania 3: Sum...	Netflix	Drama	834
14	The Burial	Amazon	Drama	818
15	UFO	Netflix	Action	812
16	Ambulância - Um Dia de Cr...	Amazon	Comedy	790
17	Love Is in the Air	Netflix	Thriller	771
18	Awareness	Amazon	Animation	770
19	Hotel Transylvania 2	Netflix	Animation	748
20	Hotel Transylvania	Netflix	Action	735
21	The Suicide Squad	Netflix	Drama	720
22	After Everything	Amazon	Short	698
23	The Wonderful Story of H...	Netflix	Comedy	685
24	Invitación a un Asesinato	Netflix	Drama	671
25	O lado bom de ser traída	Netflix	Comedy	651
26	Totally Killer	Amazon	Horror & Fantasy	598
27	Hermana Muerte	Netflix	Action	548
28	The System	Amazon	Comedy	515
29	Mean Girls	Netflix	Animation	493
30	Space Jam: A New Legacy	Netflix	Animation	478
31	Os Caras Malvados	Amazon	Family & Kids	466
32	Spy Kids Armageddon	Netflix	Action	460
33	Monster High: The Movie	Netflix	Comedy	430
34	The Other Zoey	Amazon	Documentary	427
35	The Devil on Trial	Netflix	Animation	420
36	Tom and Jerry	Netflix	Animation	413
37	Paw Patrol: The Movie	Netflix	Drama	407
38	Abandoned	Amazon	Action	405
39	65	Netflix	Action	397
40	Heart of Stone	Netflix	Action	390

SHOWING 40 | 99 – [See complete chart here](#)

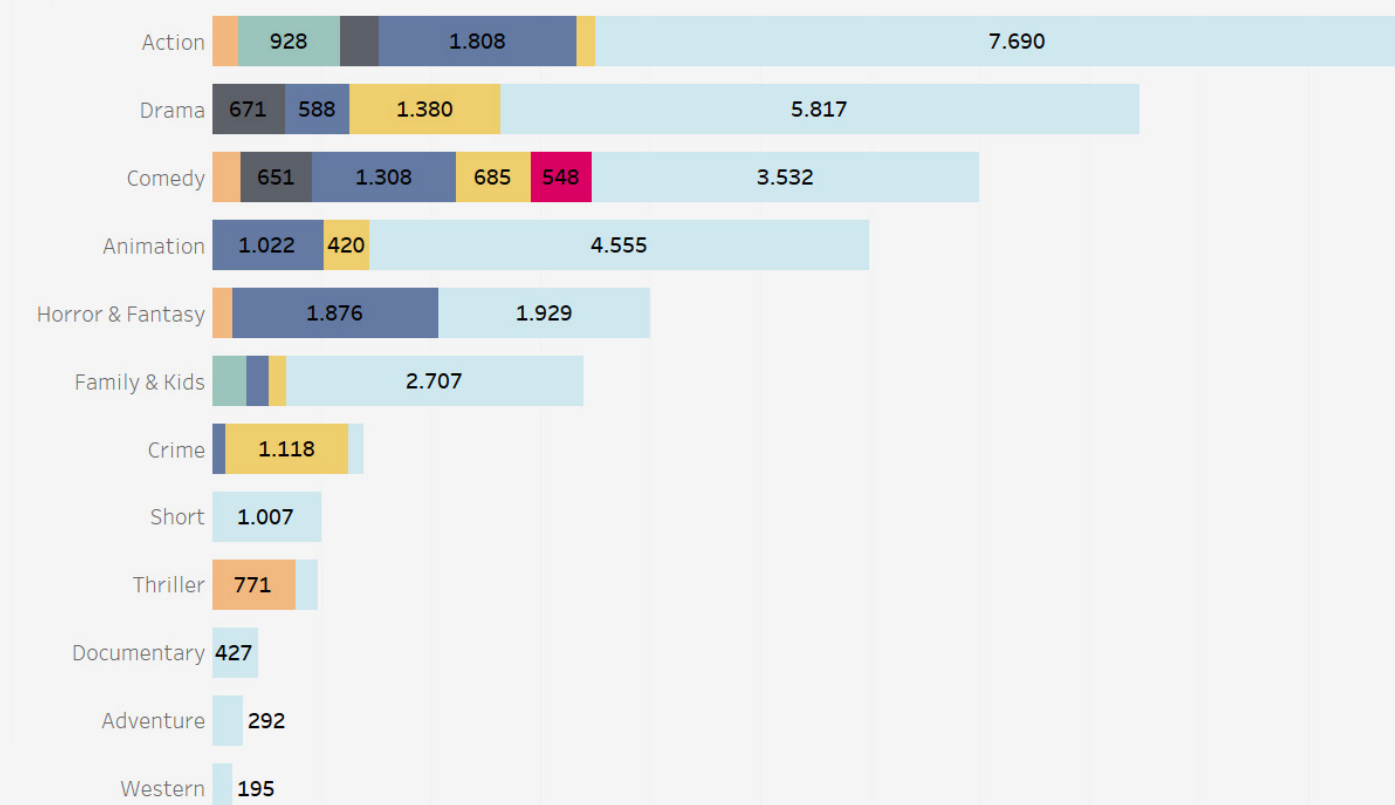
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



PRODUCTION COUNTRIES | USA & CANADA | EUROPE | GERMANY | ASIA | UK | LATAM | OTHER

12 EUROPEAN TITLES AMONG THE MOST VIEWED FILMS

Among the 100 most viewed films, 12 titles are European. The most viewed film is Spanish "Nowhere," and garnered 1.8M views. The movie's trailer was unveiled in September 2023, a few weeks prior to its official release on Netflix on September 29, 2023. To know more about this title check our related hot topic!

"LOVE IS IN THE AIR": AN AUSTRALIAN ADVENTURE

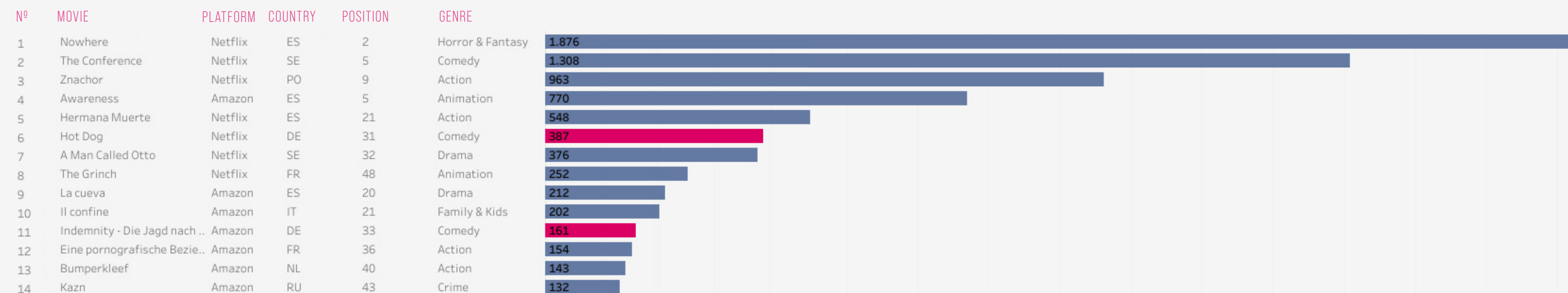
A romantic Australian comedy titled "Love is in the Air" ranks 17th with 771k views. The film was released on Netflix on September 28th and features Delta Goodrem as the lead, playing the role of a seaplane pilot who falls in love with the man sent to ruin her business.

Produced by Jaggi Entertainment, the film was shot in Whitsundays, Queensland, with the support of the Queensland government. Following the success of the film "True Spirit," Minh Luu, Content Director for Netflix Australia and New Zealand, announced the release of "Love is in the Air" along with the series "Desert King". The latter announced its filming in September but has yet to confirm a release date, although it is already generating anticipation.

GERMANY | 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

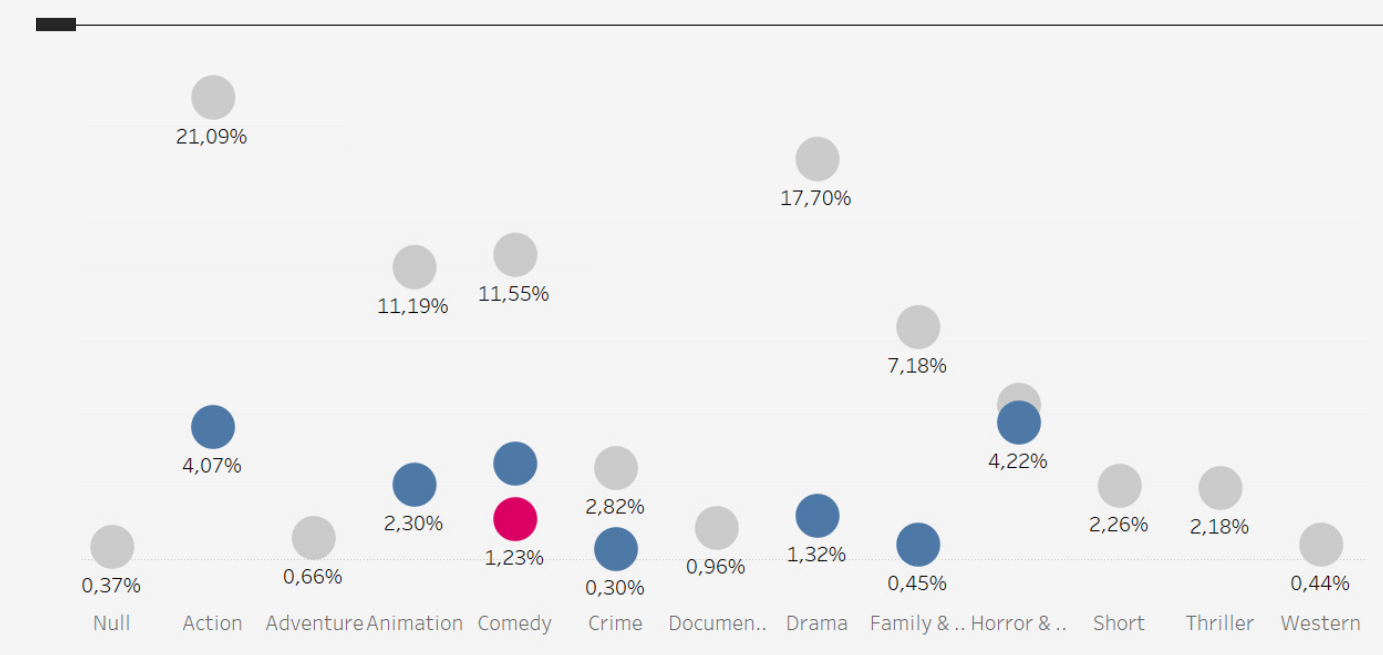
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



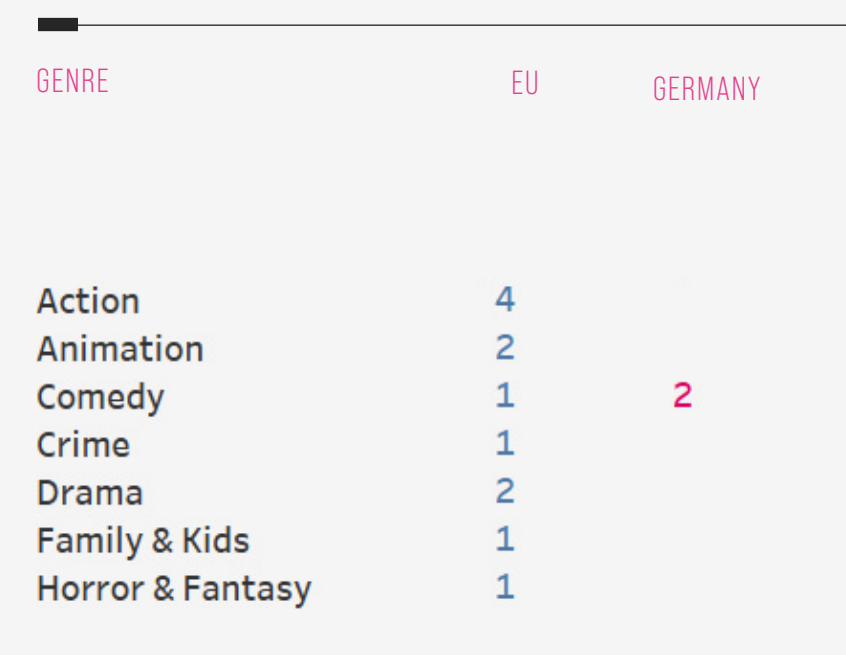
SHOWING 14 | 14 – [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

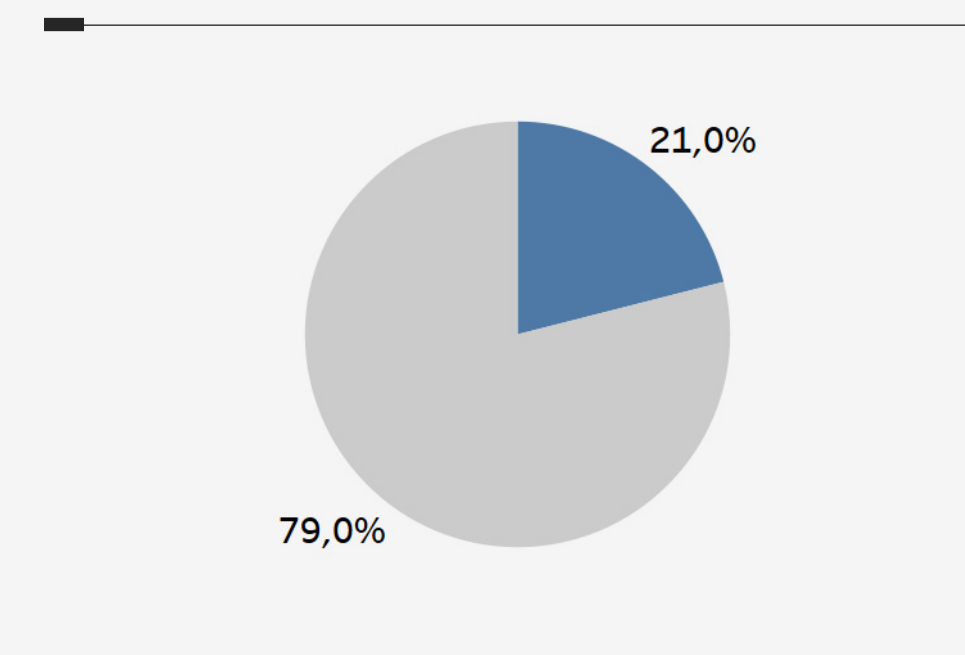
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



NUMBER OF TITLES BY GENRES



CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES | ■ EUROPE | ■ GERMANY | ■ OTHERS

ACTION UNLEASHED: TOP-VIEWED THRILLS

Among the top 10 most viewed titles, 4 belong to the Action genre. The highest-performing within this category is the Polish film “Znachor,” amassing 963K views. This film is an adaptation of Tadeusz Dołęga-Mostowicz’s novel “Znachor” and represents the third cinematic adaptation, with previous versions released in 1937 and 1981. It premiered on September 27, 2023, on Netflix and had theatrical screenings in various cities in Poland from September 20 to 25, 2023. “Znachor” narrates the story of a doctor who, after losing his family and memory, settles in a Polish village and transforms into a healer.

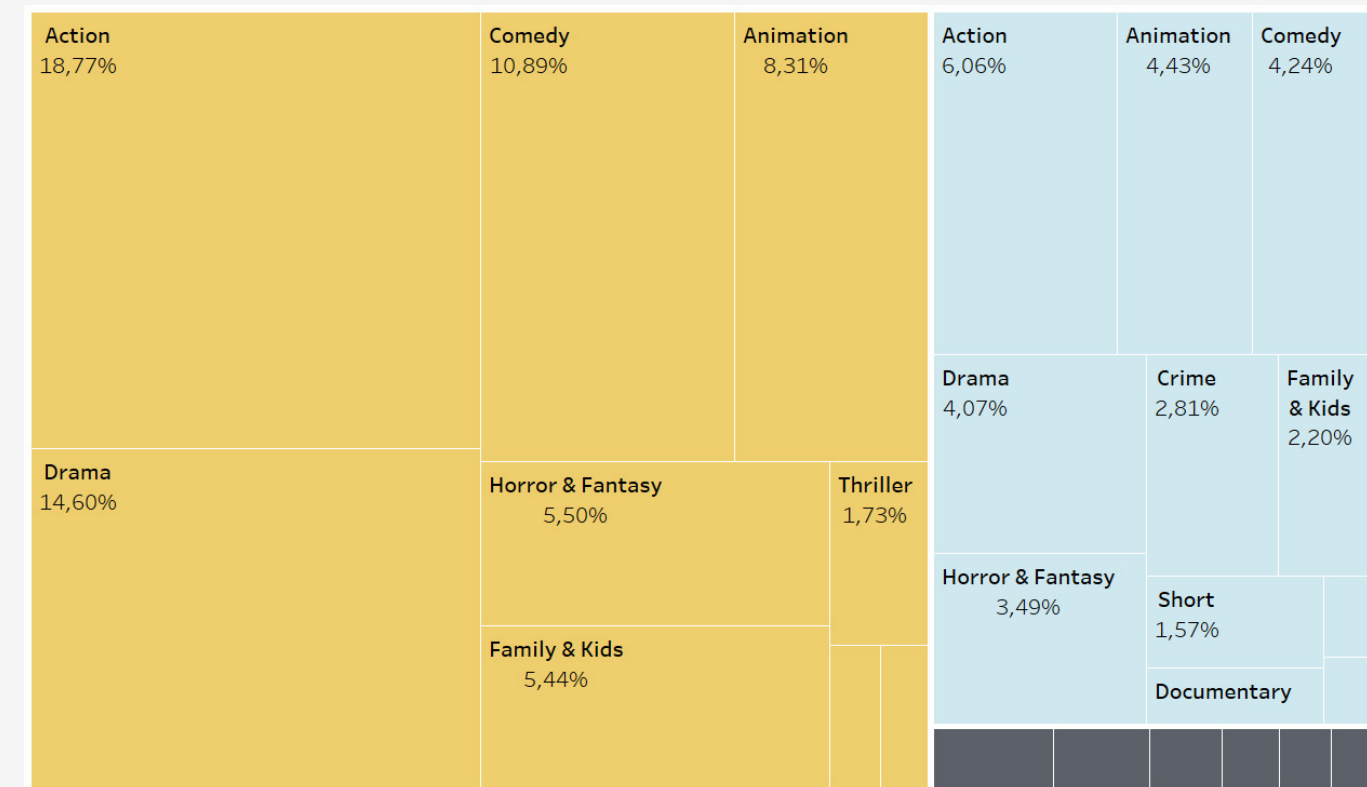
Occupying the fifth position is Paco Plaza’s “Hermana muerte,” boasting 548K views, also available on Netflix by the end of the month. Following these, two Amazon films trail: “Eine Pornografische Beziehung” from France with 154K views and “Bumperkleef” from the Netherlands with 143K views.

The only German film in this ranking is “Hot Dog,” a comedy released in theatres in January 2018 in Germany, Turkey, the United Arab Emirates, and Russia. It garnered an International Box Office revenue of 4.2M dollars. Now, it makes its way to the streaming platform, securing the sixth position among the most-viewed European films in Germany with 387K views.

GERMANY | 100 MOVIES | SVOD PLATFORMS

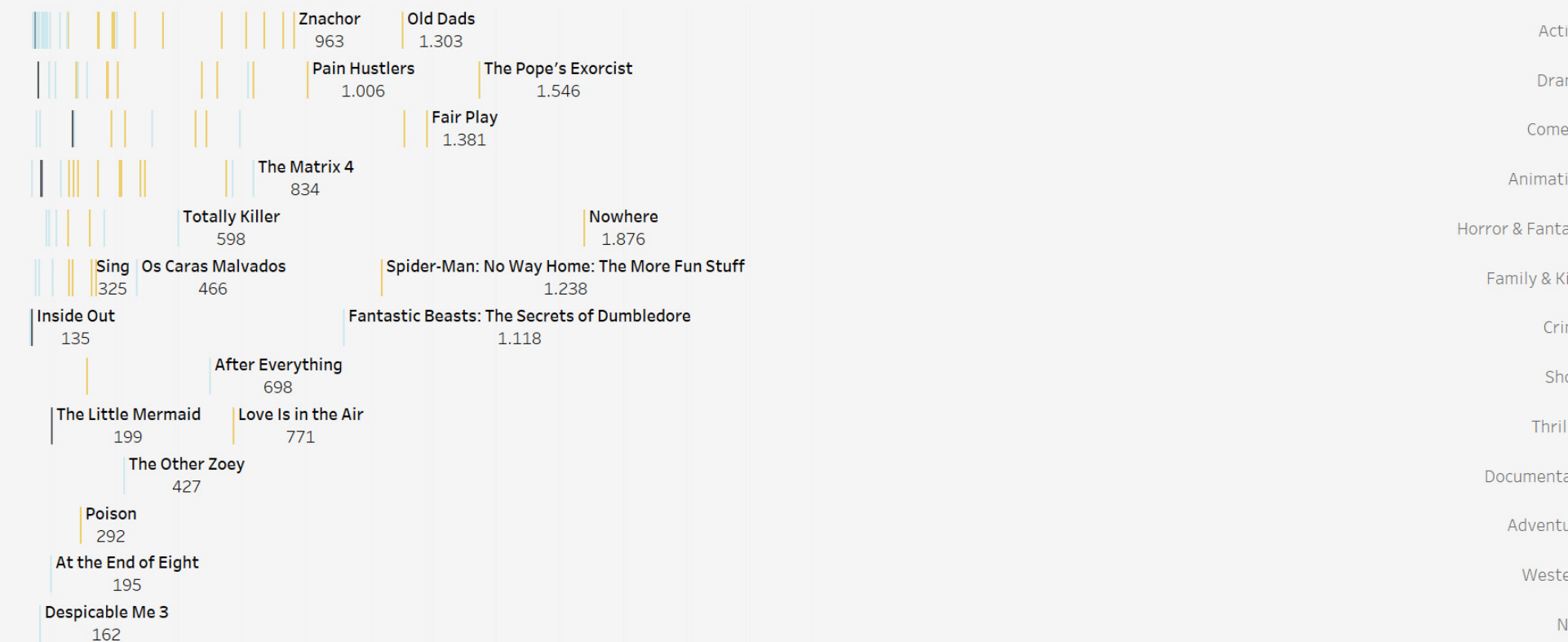
MOST WATCHED GENRES

SHARE BY PLATFORM

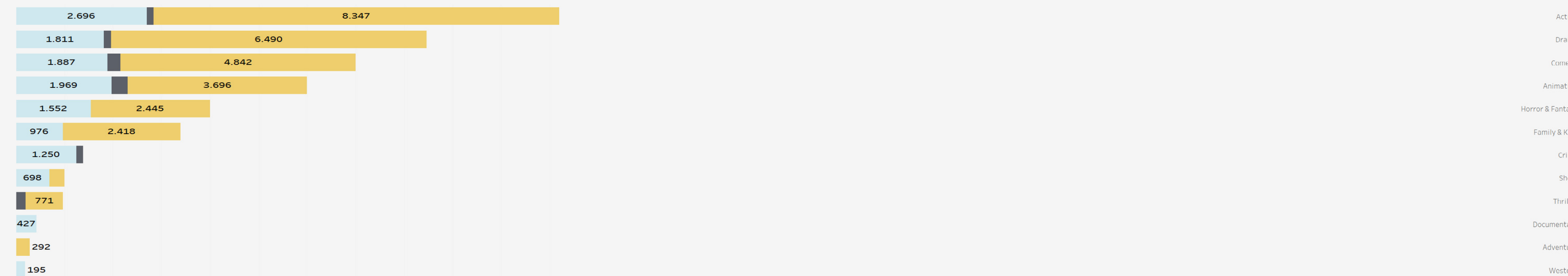


TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



TOP MOVIES STREAMS BY GENRES



OTT | AMAZON | NETFLIX | DISNEY

ACTION REIGNS

As anticipated, the Action genre leads the most-viewed content, accounting for more than 25% of the total across all platforms. Following closely we find the Drama genre, making up 19% across all platforms, with the standout title being "The Pope's Exorcist" on Netflix, garnering 1.55M views. This film is a co-production involving the United States, Spain, and the United Kingdom, filmed from August to October 2022 in Ireland with a production budget of 18M Dollars. It premiered in over 25 countries in April 2023, achieving a worldwide box office revenue of over 76M Dollars, and later arrived on Amazon.

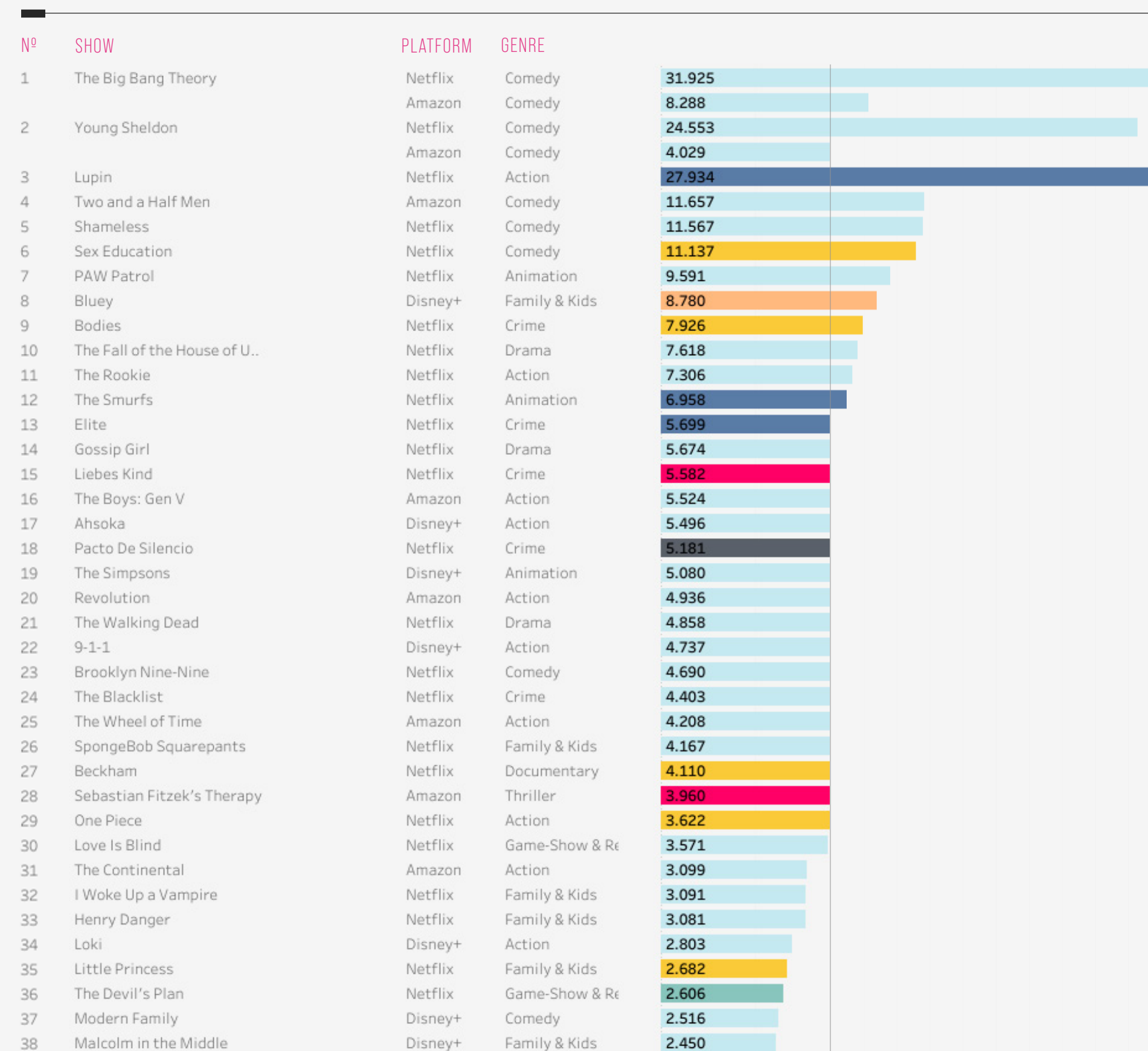
Further down the table, we have the classic Drama "Halloweentown," celebrating its 25th anniversary, has joined the platform.

The most-viewed animations are also from Disney+: "Guardians of the Galaxy Vol. 3," which landed on the platform in August. Following its theatrical release in May of this year, it accumulated a worldwide box office revenue of USD 845 million.

GERMANY | 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

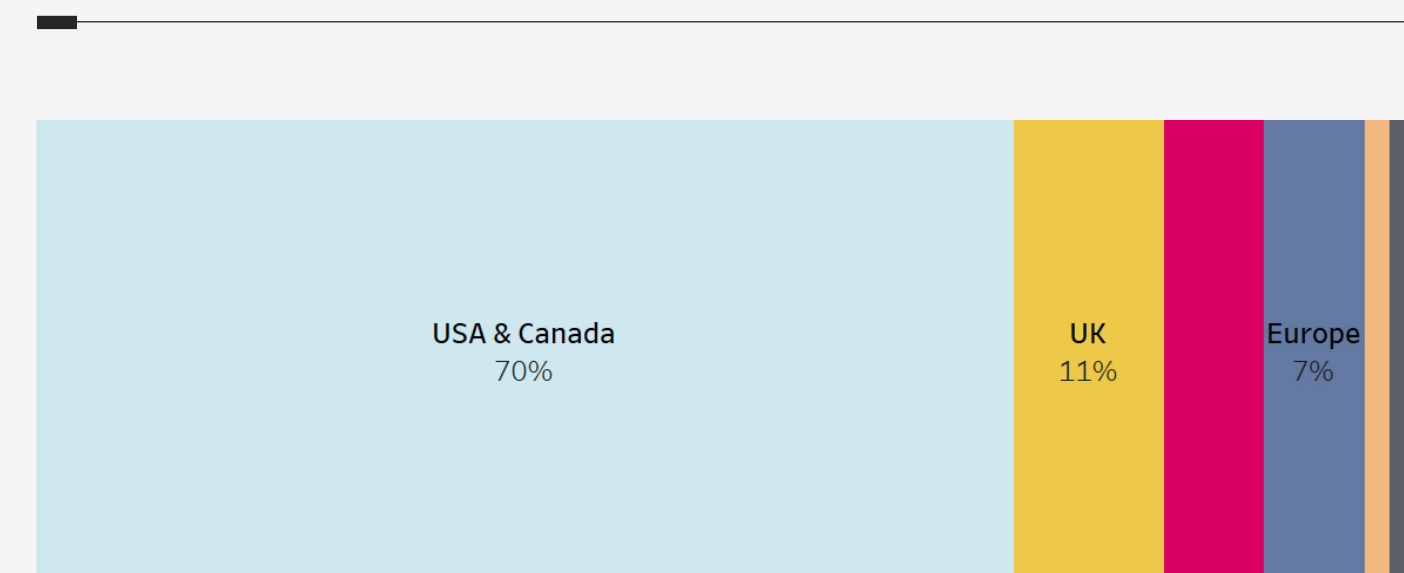
NETFLIX / AMAZON PRIME VIDEO / DISNEY+



SHOWING 38 | 56 – [See complete chart here](#)

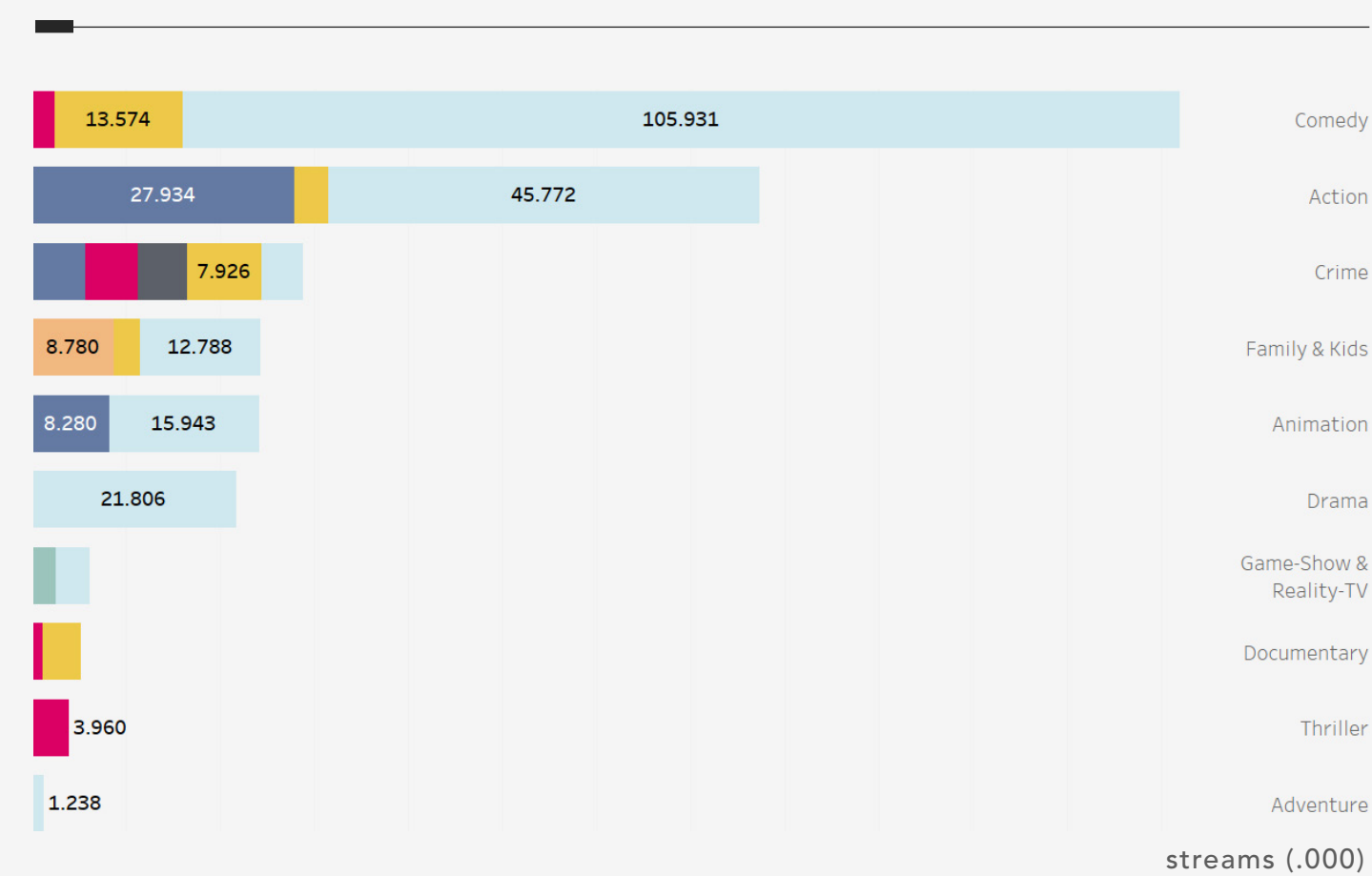
CATALOG SHARE BY COUNTRY

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX / AMAZON PRIME VIDEO / DISNEY+



PRODUCTION COUNTRIES | USA & CANADA | EUROPE | GERMANY | ASIA | UK | OTHER

THE BIG BANG EFFECT ON STREAMING PLATFORMS

The Big Bang Theory” and “Young Sheldon” lead the ranking, occupying part of the 70% of the most-watched content from the USA and Canada. “The Big Bang Theory” splits its audience between Netflix, with 31M views, and Amazon with 8.2M views. “Young Sheldon,” a prequel to the previously mentioned series, is available on all three analysed platforms, amassing 15.4M views on Netflix, 9M views on Disney+, and 4M views on Amazon.

According to Variety, “Young Sheldon” is set to return on February the 15th, with the one-hour series finale scheduled to air on May 16. The season will be shorter due to the truncated nature of the 2023-2024 scripted broadcast season caused by the writer and actors’ strikes that shut down Hollywood productions for nearly six months. When will it arrive on the platforms?

In the third position is the British series “Sex Education” with 11.1M views. The series released its fourth and final season on September 21, 2023, titled “Finish Together.” Created by Laurie Nunn, the first season premiered in 2019, the second in 2020, and the third in 2021, each comprising 8 episodes.

In discussions about the series finale, there was a strong buzz about the main cast members’ involvement in significant productions. For example, Asa Butterfield, who will star in the upcoming sequel for Prime Video, “Your Christmas or Mine?” This title was analysed in the December 2022 report obtaining 3.4M views.

GERMANY | 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

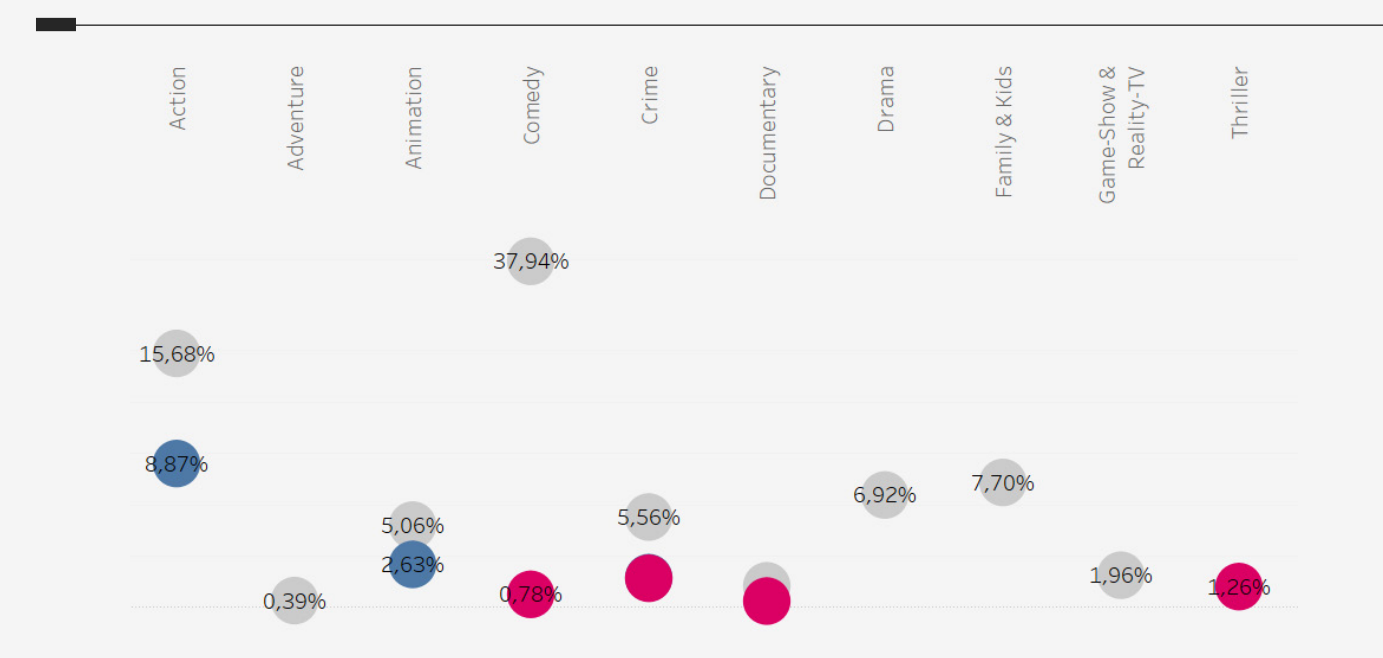
NETFLIX / AMAZON PRIME VIDEO / DISNEY+

Nº	SHOW	SEASON	PLATFORM	COUNTRY	POSITION	GENRE	VIEWERS
1	Lupin	3	Netflix	FR	1	Action	20.463
		2	Netflix	FR	21	Action	3.768
		1	Netflix	FR	23	Action	3.703
2	The Smurfs	1	Netflix	BE	6	Animation	6.958
3	Elite	7	Netflix	ES	8	Crime	5.699
4	Liebes Kind	1	Netflix	DE	9	Crime	5.582
5	Sebastian Fitzek's Therapy	1	Amazon	DE	4	Thriller	3.960
6	Last Exit Schinkenstrasse	1	Amazon	DE	7	Comedy	2.448
7	Miraculous: Tales of Lady..	3	Disney+	FR	12	Animation	1.322
8	FC Bayern - Generation W..	1	Amazon	DE	27	Documentary	1.141

SHOWING 8 | 8 - [See complete chart here](#)

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX / AMAZON PRIME VIDEO / DISNEY+

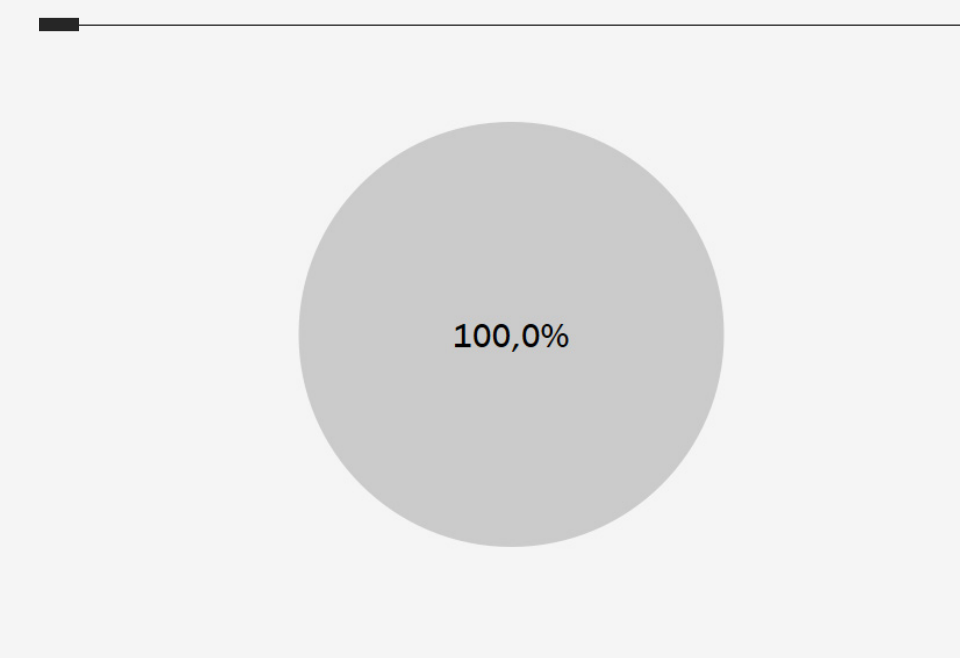


PRODUCTION COUNTRIES | ■ EUROPE | ■ GERMANY | ■ OTHERS

NUMBER OF TITLES BY GENRES

GENRE	EU	GERMANY
Action	1	
Animation	2	
Comedy		1
Crime	1	1
Documentary		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



INVISIBLE HEIST: LUPIN RETURNS

Seasons 1 and 2 of "Lupin" each have 3.7 M views. Season 3, released on October 5th on Netflix, gathered 20.4 M views. Like in other analysed markets, Lupin's marketing strategies have been noteworthy. For the second season, Omar Sy himself posted the series' posters in the Paris metro without being recognized, aligning with the series theme where Lupin disguises himself to carry out heists unrecognized. This campaign earned a mention at France's Series Mania market in 2023. The third season features a Jellyfish campaign with posters mimicking the graphic style of luxury brands, playing with the disguise concept and emphasising the absence of a product to suggest the theft concept.

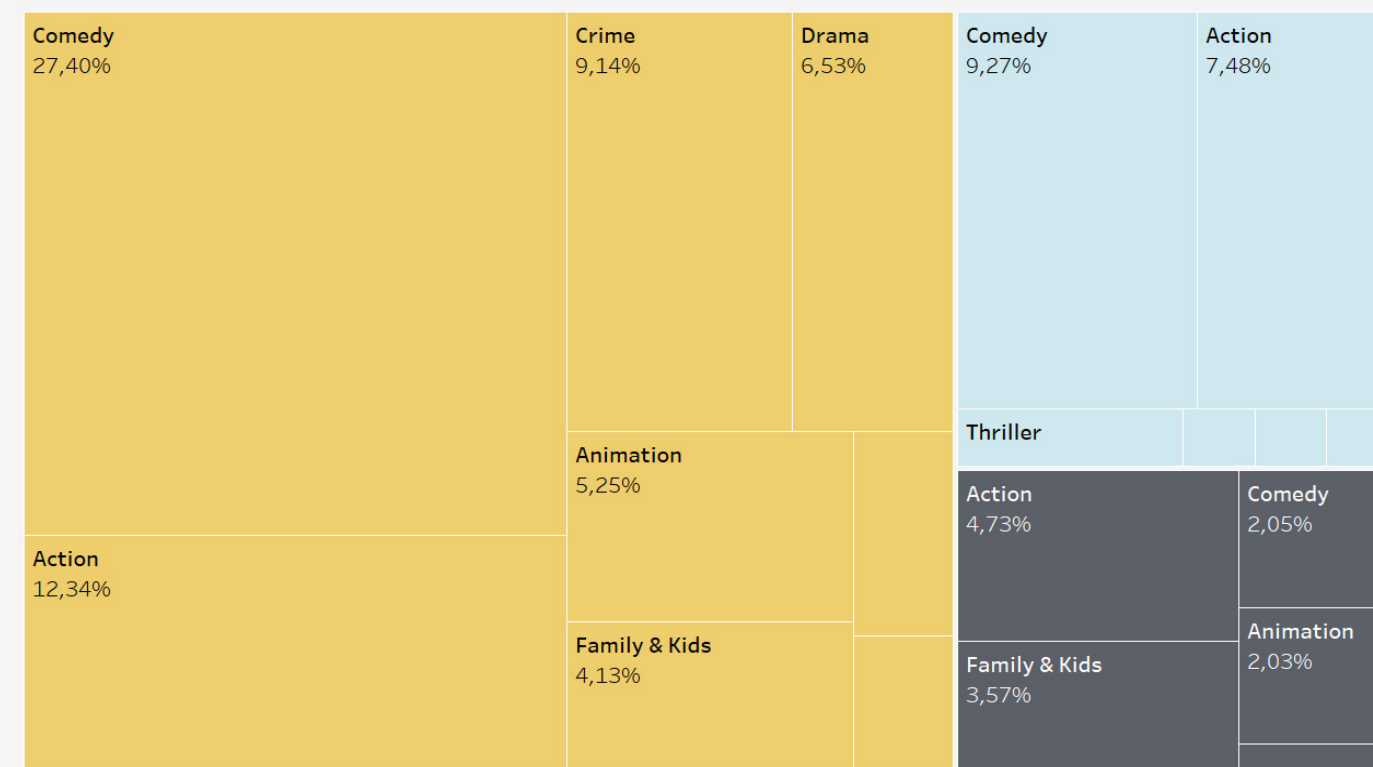
4 GERMAN SERIES AT THE TOP

Among the 8 most-watched series, 4 are German, and 3 are from Amazon. German audiences consume more TV series than movies according to the rankings. "Liebes Kind," analysed last month, remains the most-watched German series with 7.5M views. It is followed by "Sebastian Fitzek's Therapy," released on October 26th on Amazon, with 3.9M views. This thriller is an adaptation of the book of the same name. Will the audience continue to grow in November?

GERMANY | 100 SHOWS | SVOD PLATFORMS

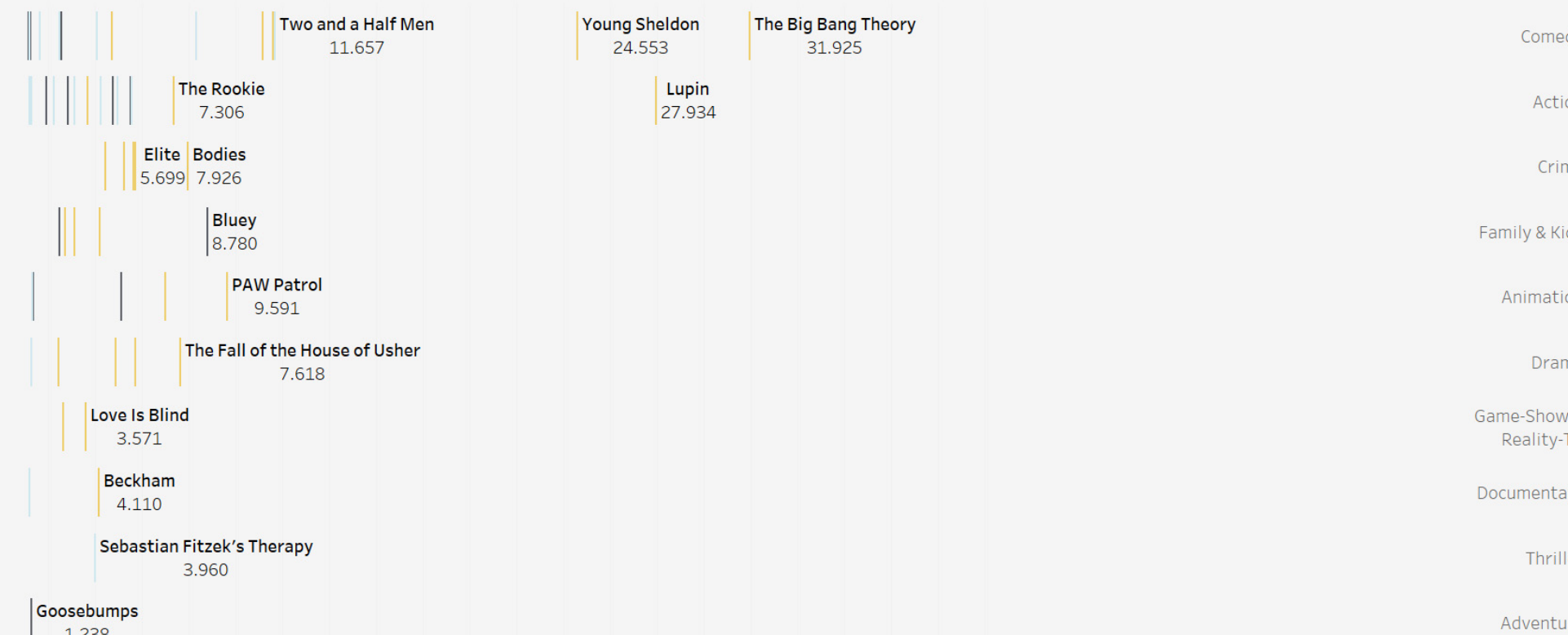
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



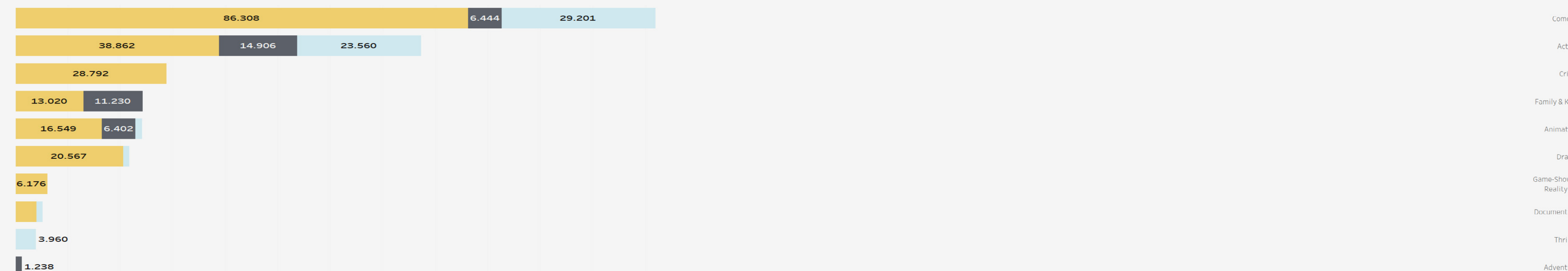
LIGHTHEARTED COMEDY

Comedy is the most-watched genre by a significant margin compared to other genres. Across all platforms, it accumulates 37% of the chart, equivalent to 121.9M views. Netflix leads with 24.53%, featuring "The Big Bang Theory," followed by Amazon with 9.27%, led by "Two and a Half Men," and Disney+ with 4.92%, featuring "Young Sheldon."

The Action genre accumulates a total of 117M views, representing 24.55% across all platforms. It is the most-watched genre on Disney+. One of the favourite titles in this genre is "Loki", a series based on the Marvel Comics character. Its first season premiered in 2021, and the second season, released on October 6, garnered 2.8M views and received critical acclaim.

Among other notable titles on Disney+ is "Bluey", which premiered its third season in July 2023 and has accumulated 8.7M views. This Australian-origin series made its debut on ABC Kids in October 2018 and follows the adventures of Bluey, an adorable six-year-old puppy known for her curiosity and imagination. The show has been recognized with a prestigious Logie Award for "Outstanding Children's Program" in 2019 and has also received a coveted International Emmy Award.

TOP SHOWS STREAMS BY GENRES



OTT | AMAZON | NETFLIX | DISNEY

NOW, THIS IS HALLOWEEN! AND GERMANY WANTS TO EMBRACE IT!

In the month of October, we watch several movies that set the Halloween mood, and many of them rank among the most-watched in the analysed territories, and more specifically in Germany. What is the journey of these movies and talents until they reach the platforms?

“Horror films are now produced as Originals and enjoy a great comfortable life on platforms where they nicely reach their fans, while they have less and less opportunities at the global box-office”

“The Conference” is a Swedish film that appeared in the rankings of all the analysed territories. It’s a film that oscillates between Comedy and Horror. Patrik Eklund, its director, has showcased his previous short films at various festivals: “Slitage” in 2009 won at Cannes Film Fest, and his short film “Istället För Abrakadabra” in 2008 participated at Sundance Film Festival and was nominated for Best Short Film Live Action at the Academy Awards in 2010. “The Conference” is a Netflix Original and arrived on the platform on October 13, standing out in international film rankings. In Germany, it ranked number 4 with 1.3M views. In the other territories, it ranged from position 7 to 16, accumulating a total of 3.9M views in the four territories.



“The Pope’s Exorcist” is a supernatural Horror Thriller directed by Julius Avery, inspired by the books “An Exorcist Tells His Story” from 1990 and “An Exorcist: More Stories” from 1992, written by Father Gabriele Amorth. It is a co-production between the United States, Spain, and the United Kingdom, released in theatres in April 2023 in more than 25 countries, with a worldwide box office of \$76.9 million. The film is available on Amazon and this month ranks number 2 in Germany with 1.5M views and number 90 in Italy with 180k views. In Spain and the UK, it does not appear in the ranking and has been the countries outside the USA with the highest Box Office, earning 3.4M and 3.1M dollars, respectively.

The Spanish film “Hermana Muerte” appears in all rankings: in France, it occupies position 16 with 896k views, in Spain position 18 with 791k views, and in Germany position 27 with 548k views. It accumulates 3M in the five territories. Set in post-war Spain, it follows Narcisa, a novice who arrives as a teacher at a girls’ school in an old convent, where a disturbing presence disrupts the atmosphere. “Hermana Muerte” has ample potential to climb the rankings as it arrived on Netflix on October 27 after being the opening film at the Sitges Festival, without having been released in theatres.

“The Devil on Trial” is a UK film produced by Dorothy Street Pictures for Netflix, which arrived on the platform on October 17 and has performed well in all territories. The documentary examines the unique case where demonic possession was used as a defence in a murder trial in the United States. In the UK, the film had 1.3M views and ranked 7th in the international ranking. “The Devil on Trial” accumulated 2.9M views in the five territories.



JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST



A few of these examples confirm that many Horror films are now produced as Originals and enjoy a great comfortable life on platforms where they nicely reach their fans, while they have less and less opportunities at the global box-office. Are the spooky genres more platform-sparked than other sub-genres? Are platforms phishing for Glocal for the next one? Are the platforms needing spooky content for 2024-2025? Our bet is yes. If you have an idea, go for it.

1 SPANISH FILM MARKET HOLDS STEADY & FRANCE AND ITALY GROW THE MOST

In this spooky month, all film markets experienced a slight increase, except for the Spanish market, which remains steady compared to last month. The spookiest month of the year appears to have gone somewhat unnoticed in Spain. On a contrasting note, both the Italian and French markets experienced the biggest growth in October. Germany embraced quite a few Horror titles preferring Spanish "Hermana Muerte" and Swedish "The Conference". Check the Hot Topic for more about those!

“ After leading for a couple of months, the Action genre moves to become the second most-watched. It places just behind Drama, a genre that had been hidden throughout the summer and early autumn

2 THE FLOW TENSION OF THE AMERICAN CONTENT

the show market, by May 2023, American and Canadian content hit a peak, grabbing a whopping 72% of streams across all markets. Since then, it's been on a bit of a slide, now settling at 59%. This dip opens up more room not just for European content but also for shows from other corners of the globe. Currently, Germany and the UK are the heavyweights, clocking in at almost 67%, while Spain is holding the fort at the lowest end with 48%.

3 DRAMA TAKES THE LEAD, ACTION TRAILS CLOSE, AND COMEDY RULES TV SHOWS

After leading for a couple of months, the Action genre moves to become the second most-watched. It places just behind Drama, a genre that had been hidden throughout the summer and early autumn. Action stands out with movies like "Old Dads", "The Conference" or "Znachor" gaining a 19% share across all markets; Drama, on the other hand, with films like "Nowhere" holds a 20% share. In contrast, for the TV show market, the unmistakable king is Comedy, with a 30% share, thanks to "The Big Bang Theory", "Friends", "Modern Family" and others.

4 FRANCE IS THE SECOND MOST POPULAR PRODUCTION COUNTRY THIS MONTH

Thanks to "Lupin", one of the few European comedies that have managed to transcend borders. As we discussed in the third edition of Equinox, covering January to June 2023, European drama content now has more and better chances of crossing European markets. Check the report if you want to delve deeply into the trend and the Hot Topic if you want to learn more about this title.

5 SPANISH TITLES SHINE THIS MONTH

presence of Spanish titles also stands out significantly, such as "Hermana Muerte", "Awareness" or "Nowhere". This last movie, according to Netflix, has become the second most popular non-English language film on the platform, right after "Troll". Interestingly, both films were released in the last quarter of the year. What's about this time of the year that makes Netflix movies a hit? By the way, two other Spanish films enjoy longevity and a healthy shelf life, "The Platform" and "Through My Window", rank third and fourth, respectively.

🔗 *The presence of Spanish titles also stands out significantly, such as "Hermana Muerte", "Awareness" or "Nowhere"*

6 NETFLIX BREAKS RECORDS: SECURES 78% SHARE OF FRENCH STREAMING MARKET

In the film market, France has experienced a surge in market streams and it has primarily benefited Netflix, which has swallowed the vast majority of extra streams. Los Gatos' company has managed to gain an additional 10M views compared to last month, now holding a 78% share of the total—meaning, 3 out of every 4 streams this month in France come from Netflix. This is the highest share since Disney+ data was introduced, solidifying France as the market where Netflix currently holds the most power. Italy, on the other hand, is where Netflix has less presence.

7 UK TITLES BASED ON STRONG BRITISH ICONS AND IPS SHINE

Whether it is documentary series "Beckham", the last season of "Sex Education", the docu-thriller "The Devil's Trail" or Wes Anderson's short "The Wonderful Story of Henry Sugar," we observed that production in the territory continues unabated and finds its audience regardless of the format. More about it on the hot topic of the month!

8 THE RISE OF HORROR ORIGINALS ON STREAMING PLATFORMS VS. GLOBAL BOX-OFFICE TRENDS

In the month of October in the German market, we watch several movies that set the Halloween mood, and many of them rank among the most-watched. A few of these examples confirm that many Horror films are now produced as Originals and enjoy a great comfortable life on platforms where they nicely reach their fans, while they have less and less opportunities at the global box-office. Are the spooky genres more platform-sparked than other sub-genres? Go and check our Hot Topics to find out more about this

THINKDATA.

BRIDGING THE DATA GAP

OCTOBER 2023

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