THINK DATA ----- Bridging the data gap.

THINK DATA: BRIDGING THE DATA GAP

Keep your mind open, and your eyes focused on the road ahead as the journey goes on with the second report in our path to understanding streaming data.

As proved throughout the past years, the Box-office numbers remain incomplete when aiming to foresee future trends while we face the challenge of obtaining insights from other windows and ultimately reaching the audience.

At The Film Agency and in partnership with Digital-I SODA, we want to boost the analytical thinking within the film industry agents to take decision-making to the next level. We want to contribute to this process with our new project, Think Data, which we hope to launch during the first quarter of 2022. Our subscribers will receive a monthly newsletter and a complete report similar to the present one. We are currently surfing the learning curve; the third and final cohort report will include some improvements based on your feedback.

In this second issue, we can observe data from five countries collected during August 2021. The charts identify key titles conquering audiences, OTT shares, and jewel genres, while the side-texts bring an analysis from the independent audiovisual industry standpoint.

After listening to your feedback so far, we have added a new slide about European content with an even more precise focus on those local and European titles found within the Top 100. We have also separated the UK tag from Europe to adapt to the present scenario.

In August, streaming figures dropped between 10-15 points compared to July, collapsing in Italy and France. We experienced an August 2021 vibe on a back-to-2019 summer style in which the audience seemed to have enjoyed outdoor activities and flight mode devices. We spotted vast supremacy of US and Canada titles in the show grids, particularly in the German and the UK markets. On the other end, Italy and Spain (and to a certain extent France) seemed more open to a diversity of origins and languages, including Asian and European, and a healthier share of their local titles. We identified that Action, Comedy, Children, and Teenage contents were common denominators across territories. All-time comedy series have strikingly high ranks in regions like the UK and Italy.

European films performed better than European series, except for Spanish content. Two flagship Originals made it to the top: "Sky Rojo" and "Valeria. "Germany,

on its part, also had good numbers across territories with "How to Sell Drugs Online (Fast)."

When Europe delivers Action, it makes it to the top 10 across territories and amasses consistent streams. Titles like Italian "Beckett," German "Black Island," French "The Last Mercenary", and German "Blood Red Sky" were ever-present in the top 30. On the contrary, European drama didn't seem to hit the ground running this summer: the well-known and award-winning European films are nowhere to be seen in the top 100, neither on Netflix nor Amazon.

We invite you to discover this new delivery with your own eyes and share your thoughts and impressions with us.

Let data guide you in your path.



WHAT IS SODA How we do what we do...

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

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

The data we use is passively collected, meaning zero human error. Our methodology also means that we capture viewing across all devices (including the TV set) and also viewing to content that is recorded and viewed offline. We are currently collecting this data from a sample of over 6250 accounts, this data is then processed through our system and weights are applied to make the viewing data representative of the subscriber bases in each territory. Our sampling methodologies hove been verified by leading statisticians and are statistically robust.

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

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

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

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

Digital i's SVOD Measurement System SoDA



AUGUST, The turning point for audience's consumption behaviour.

August has always been a turning point for audience's consumption behaviour. The mix of good weather and holidays comes with significant drops in home entertainment, shifting to outdoor activities that become less common once daily routines establish the agenda. This pattern explains why majors have invariably booked the summer season- preferably August- to release big blockbusters. It's a fact that the pandemic has impacted some habits. However, in summer 2021, before a new and unknown OMICRON variant came into the picture to start off a new wave, August looked a lot like 2019: there was a drop in viewing hours and a significant preference for specific genres, mainly Action and Comedy. In that sense, the plunge in streaming consumption was noteworthy compared to the previous month, particularly in the south of Europe.

Another headline furnished by the data is that European production seems to have found one of its great allies in cinema. In August, 25 European flicks made it into the Top 100 most-watched content by country, with Italy at the top of the ranking. Again, the pandemic can help us understand why TV fiction presents a different scenery. In the past months of intensive audiovisual consumption, we have seen an increasing tendency to diversify genres, formats, and production countries. This enables us to understand the rise of European filmography, whose presence in leading platform catalogues has remarkably grown. The glocal keeps climbing up positions and is waiting to become the genre to cope with North American dominance. Nonetheless, the pressure to achieve this is unquestionable, beyond some examples of success (mainly from Netflix Glocal Originals such as Lupin, Élite, Sky Rojo, and Valeria, among others.)

August helped us to once again confirm that there are countries more reluctant to glocal consumption in the European market. While local content viewing consumption figures with a drive to reach global audiences keep steady and grow in Spain and Italy, the dominance of USA & Canada productions in France, Germany, and the UK is unchallenged.

Leading market analysts assumed that 2021 would be the year of the gradual return to normality, with a substantial lowering from the record streaming consumption figures seen in 2020. August insights jump out, but we will have to wait and see the September report to put the data into context. Will this downward trend be merely conjunctural or an indicator of a reduction in the number of hours we spend in the company of our streaming platforms?

Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

SPAIN 100 MOVIES

DIGEST

AUGUST

A

THINK DA

	MOVIES	PLATFORM	GENRE
1	Sweet Girl	Netflix	Action
2	The Kissing Booth 3	Netflix	Comedy
3	Vivo	Netflix	Adventure
4	Beckett	Netflix	Action
5	Aftermath	Netflix	Horror
6	The Last Mercenary	Netflix	Action
7	Resort to Love	Netflix	Comedy
8	He's All That	Netflix	Comedy
9	The Boss Baby	Netflix	Adventure
10	Schwarze Insel	Netflix	Thriller
11	SAS: Red Notice	Netflix	Action
12	The Loud House	Netflix	Action
13	Rurôni Kenshin: Sai sh	Netflix	Action
14	The Last Letter from Y	Netflix	Drama
15	The Witcher: Nightma.	Netflix	Action
16	Blood Red Sky	Netflix	Action
17	Zombieland: Double Ta	ap Netflix	Action
18	Blade Runner 2049	Netflix	Action
19	Out of My League	Netflix	Comedy
20	Open Your Eyes	Netflix	Horror
21	Fear Street Part One: .	. Netflix	Horror
22	Knives Out	Netflix	Comedy
23	Allied	Netflix	Action
24	Wish Upon	Netflix	Drama
25	The Secret Life of Pets	Netflix	Adventure
26	Hasta que la boda nos	Netflix	Comedy
27	Boss Level	Amazon	Action
28	Star Trek Beyond	Netflix	Action
29	Wish Dragon	Netflix	Adventure
30	1917	Netflix	Drama
SHOWI	NG 30/ <u>100 - See complete c</u>	<u>chart here</u>	

PRODUCTION COUNTRIES



2.836 2.321 2.127 1.961 1.768 1.724 1.533 1.466 1.297 1.297 1.256 1.211 1.081 1.016 1.005 952 864 804 799 748 740 710 661 650 600 592 560 560 552

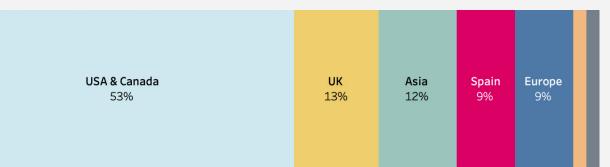


Comedy Adventure Horror Drama Thriller Animation Family & Kids Sci-Fi Romance

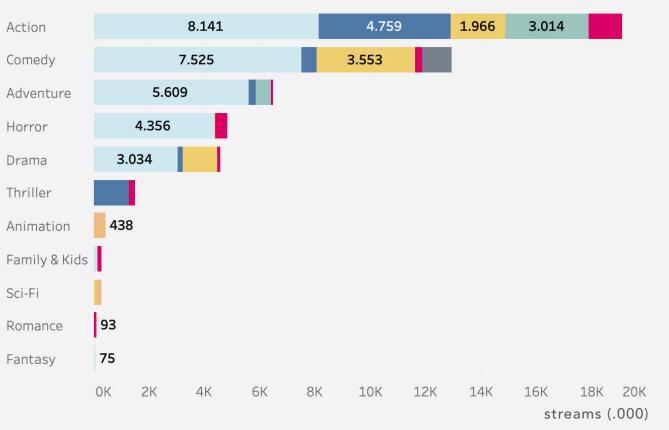
streams (.000)

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



ACTION, COMEDY, AND ADVENTURE **STREAMING SUMMER CAMP!**

As in July, the best performing movies in Spain encompassed the Action, Comedy, and Adventure genres. Action movie "Sweet Girl" (2.8M streams) is in #1, followed by the comedy" The Kissing Booth 3" (2.3M streams) and by family adventure movie "Vivo" (2.1M).

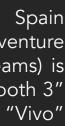
European Action titles hold outstanding positions in #4 and #6: Italian action thriller film produced by Luca Guadagnino, "Beckett" (1.9M streams) and the French "The Last Mercenary" (1.7M streams) hit the mark. This time, European titles in the ranking poles include two German movies: Thriller "Black Island" (#10 with 1.3M streams) and "Blood Red Sky" (Action in #16 with over 1M streams). In comparison, it fell 13 positions from July (#3 in July). Spanish family animation "The Loud House" performs in the top 12 with 1.3M streams and is the only local title in films' top 30.

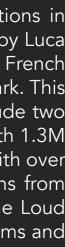
DRAMA, THE FIFTH MOST-WATCHED GENRE, DOESN'T REACH THE 5M **STREAM VIEWS CEILING.**

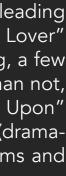
Within the Top15, the first drama title in the leading positions is the rom-com "A letter From Your Lover" #14 with 1M streams. Further down the ranking, a few titles include the drama tag, but, more often than not, it combined with another sub-genre: #24 "Wish Upon" (drama-horror), 1917 (drama-war), and "Creed" (dramaaction). These movies gather 500K-600K streams and occupy positions between #21 and #31.

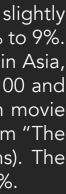
All-in-all, Spanish market share in the top 100 slightly decreased compared to July: moving from 11% to 9%. There is new dominant territory in the top 100 in Asia, which represents 12% of the titles in the top 100 and includes top 13 and 15 headers such as action movie "Rurouni Kenshin" (1.2M streams) and anime film "The Witcher Nightmare of the World" (1M streams). The US&Canada share remains stable at around 53%.











SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NFTFLIX - ΔΜΔΖΟΝ

									IVIL
	MOVIES	PLATFORM		GENRE					NET
1	Beckett	Netflix	4	Action	1.96	1			
2	The Last Mercenary	Netflix	6	Action	1.72	4			
3	Schwarze Insel	Netflix	10	Thriller	1.29	7			
4	The Loud House	Netflix	12	Action	1.21	.9			
5	Blood Red Sky	Netflix	16	Action	1.00	5			
6	How to Be a Good Wife	Netflix	33	Comedy	531				ams
7	Malasaña 32	Netflix	47	Horror	438	i i			% of total Streams
8	El Cover	Amazon	4	Comedy	255	- i			of tota
9	Horizon Line	Amazon	6	Adventure	244	- i			% 0
10	La casa del caracol	Amazon	7	Thriller	<mark>19</mark> 9	- i			
11	Rzhev	Amazon	15	Drama	114	- į			
12	Black Hollow Cage	Amazon	16	Drama	<mark>1</mark> 14				
13	Instant Love	Amazon	22	Romance	<mark>9</mark> 3				
14	Padre no hay más que u	Amazon	25	Family & Kids	83	ł			
15	The Japon	Amazon	33	Adventure	71	ł			
16	Fast Convoy	Amazon	37	Action	69	-			
17	Father There Is Only One	Amazon	39	Family & Kids	68				NU
18	The Night Eats the World	d Amazon	48	Drama	60	l l			BY
					0	500	1000	1500 2000	NET

streams (.000)

SPAIN 100 MOVIES

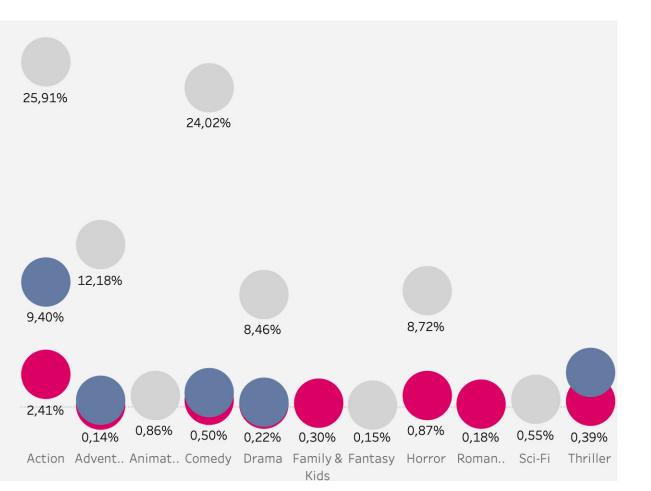
PRODUCTION COUNTRIES



Spain

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

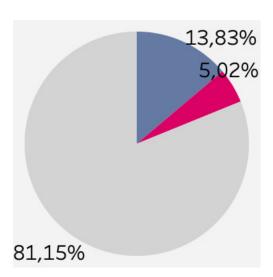
TFLIX - AMAZON



UMBER OF TITLES **GENRES** NETFLIX - AMAZON

Genres Movies	Europe Spain	E.
Action	4	1
Adventure	1	1
Comedy	1	1
Drama	2	1
Family & Kids		2
Horror		1
Romance		1
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



WHEN EUROPE GETS INTO ACTION, IT **HITS THE MARK!**

When we zoom in to focus only on European and Spanish titles, we see that the top 5 is homogeneously dominated by Action and Thriller. Between 6 and 10 we see some diversity including comedy and horror in the equation. "How to Be a Good Wife" set the performance average at #33 in Netflix; all below led by Amazon still underperforming. 2019's "Malasaña 32" keeps the rates going with 438K streams in August.

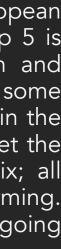
Europe is competitive in the Action genre: although 25% of streams come from different origins, EU and Spain add up a consistent 12% dominance in this category. On the other hand, European Thriller is a leader in its category with 2.95% streams coming from Spain and EU, while other regions don't have any thriller title performing in the top 100.

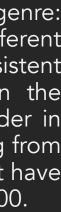
Europe is competitive in the Action genre: although 25% of streams have other origins, Europe and Spain have a consistent 12% dominance in this category. On the other hand, European Thriller is a leader in its class with 2.95% streams coming from Spain and Europe, while other regions don't have any thriller title performing in the top 100. Even in a small number, European and local productions have a share in every genre, except for Fantasy and Sci-Fi.

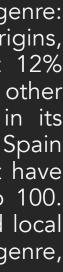
SPAIN DOESN'T HOLD TIGHT TO DRAMAS.

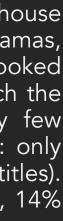
Although most visible European arthouse productions are award-winning dramas, either this phenomenon seems overlooked by streaming giants, or it doesn't match the audience's dog days. There are very few European drama titles in the top 100: only three dramas (as opposed to 5 action titles). 81% of titles come from other regions, 14% from Europe, and 5% from Spain.











SPAIN 100 MOVIESSVOD PLATFORMS

TOP MOVIES SREAME BY GENRES

Action	Beckett Sweet Girl 1.961 2.836	Action 32,99%
Comedy	The Kissing Booth 3 2.321	SE,55 A
Adventure	Vivo 2.127	
Horror	Aftermath 1.768	
Drama	The Last Letter from Your Lover 1.081	Comed 24,29%
Thriller	Schwarze Insel 1.297	
Animation	Monster Hunter: Legends of the Guild 438	
Family & Kids	Dolittle 154	TOTA
Sci-Fi	2067 170	PLATFC
Romance	Instant Love 93	Action Comedy
Fantasy	Gretel & Hansel 75	Adventure Horror
	0 500 1000 1500 2000 2500 3000 3500 4000 4500 5000 streams (.000)	Drama Thriller Animatior Family & B





Amazon

Netflix

SPAIN 100 MOVIES

AUGUST DIGEST

A

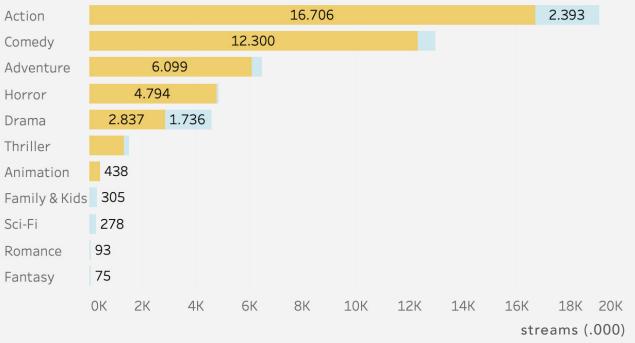
THINK DA

MOST WATCHED GENRES

SHARE BY PLATFORM

n 9%	Adventure 12,04%	Horror 9,47%	Action 4,72% Drama 3,43%
edy 9%			
70	Drama 5,60%		

TOTAL SREAMS BY GENRES PLATFORM COMPARATIVE

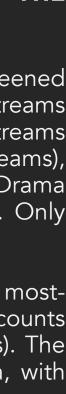


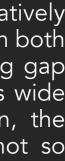
NETFLIX CLUTCHES 86% OF THE **STREAMS IN SPAIN.**

32% of the total streams in Spain screened Action movies on Netflix (with 16.7M streams on Netflix), 24% to Comedy (12.3M streams on Netflix), 12% to Adventure (6M streams), 9% to Horror (4.7M streams), and 5% to Drama (2.8M streams and 1.7M on Amazon). Only 2.5% are thrillers (1.2M streams).

When we look at Amazon: Action is the mostwatched genre; although it only accounts for 4.7% of the top 100 (2.3M streams). The second most-watched genre is Drama, with 3.43% of the streams (1.7M streams).

In this sense, we can conclude that a relatively similar amount of Drama is consumed in both platforms, so in this genre, the viewing gap between Netflix and Amazon is not as wide as in other genres. Also, on Amazon, the gap between Action and Drama is not so pronounced.





SPAIN 100 SHOWS OVERVIEW

TOTAL STREAMS BY SHOW NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE		
1	Valeria	Netflix	Comedy	30.669	
2	The Good Doctor	Netflix	Drama	18.526	
		Amazon	Drama	1.108	
3	Sky Rojo	Netflix	Action	18.261	
4	Modern Family	Netflix	Comedy	15.460	
5	Outer Banks	Netflix	Action	13.714	
6	Pokémon	Netflix	Action	9.941	
7	Grizzy and the Lemmings	Netflix	Animation	9.306	
8	The Cartel: The Origin	Netflix	Drama	8.576	
9	Peppa Pig	Netflix	Adventure	7.568	
10	The Octonauts	Netflix	Animation	4.987	
		Amazon	Animation	760	
11	Nuevo rico, nuevo pobre	Netflix	Comedy	5.345	
12	Hit & Run	Netflix	Action	5.262	
13	Never Have I Ever	Netflix	Comedy	5.084	
14	Sex/Life	Netflix	Comedy	5.033	
15	Virgin River	Netflix	Drama	4.977	
16	Los Serrano	Amazon	Comedy	4.770	
17	Atypical	Netflix	Comedy	4.725	
18	Glow Up: Britain's Next	Netflix	Game-Show & Reality-TV	4.469	
19	How to Sell Drugs Onlin	Netflix	Comedy	4.286	
20	The Chair	Netflix	Comedy	4.101	
21	Gone for Good	Netflix	Crime	4.098	
22	Miraculous: Tales of La	Netflix	Action	3.699	
23	Lucifer	Netflix	Crime	3.581	
24	The Loud House	Netflix	Action	3.366	
25	PAW Patrol	Netflix	Action	3.310	
26	Cleo & Cuquin	Netflix	Family & Kids	<mark>3.29</mark> 8	
27	Bake Squad	Netflix	Game-Show & Reality-TV	3.283	
28	Lupin	Netflix	Action	3.242	
29	Haikyuu!!	Netflix	Animation	3.237	
30	Control Z	Netflix	Drama	3.234	streams (.00

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

Asia EU Latam Other Spain UK

Usa & Canada

SPAIN 100 SHOWS DIGEST AUGUST THINK DA



Action Drama Animation Crime

Comedy

Adventure

Reality-TV

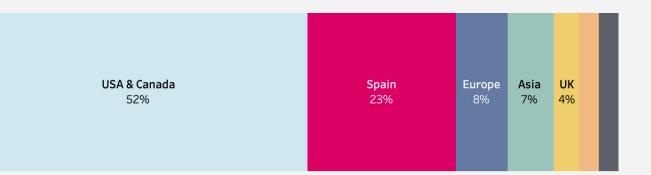
Family & Kids

Thriller

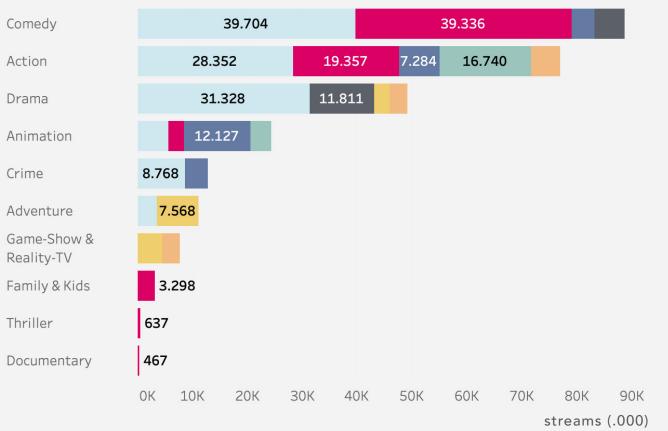
Documentary

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



A BRIGHT MONTH FOR LOCAL SERIES IN SPAIN.

At #1, the Spanish salacious comedy series "Valeria" amassed 30M streams. "Sky Rojo" maintains its energy and rises one position to #3 with 18.2M streams. Linear-TV 2000's classic "Los Serrano" dully collected 4.8M streams in position #16. These shows have a female audience bias visible in their marketing tools. All-in-all, Spanish shows have a share of 23% in their market, more than half of the USA & Canada market share (52%), and +14 points more than movies in the same market. However, the non-national European shows have not performed outstandingly well: the only European production in the top 15 is the French family show "Grizzy And The Lemmings," ranked #7 with 9.3M streams.

OLD SHOWS ARE THE ALL-TIME **FASHIONABLE SHOWS.**

Unbeatable IP's shows "The Good Doctor" and "Modern Family" smash the top 5 in Spain. "The Good Doctor" streamed 18.5M times on Netflix and underperformed on Amazon, not reaching 2M streams.

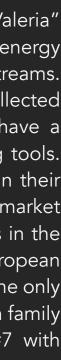
LATAM CONTENT IS SCORING HIGH IN THE SPANISH MARKET.

Colombian TV licensed shows hit an ideal position: "The Cartel: The Origin" performs at the top level with 8.5M streams in position 8. 2017 catalogue TV title "Nuevo Rico, Nuevo Pobre" towards its end, strikes position 11 with 5.3M streams. All-in-all, LATAM titles represent 3% of the Spanish top 100 for series.

FAMILY ANIMATION MADE THE TOP50 **ITS OWN PLAYGROUND.**

Especially Asian animation classic "Pokemon" shines in the top 6 with almost 10M streams. Other key family titles include "Peppa Pig" and "The Octanauts" in the top 9 and 10. Further down in 22, we find French animation "Lady Bug" with 3.7M, "Paw Patrol," and Spanish "Cleo and Cuquin," which hold more modest positions (25 and 26), but with 3.3M streams each.

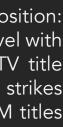
















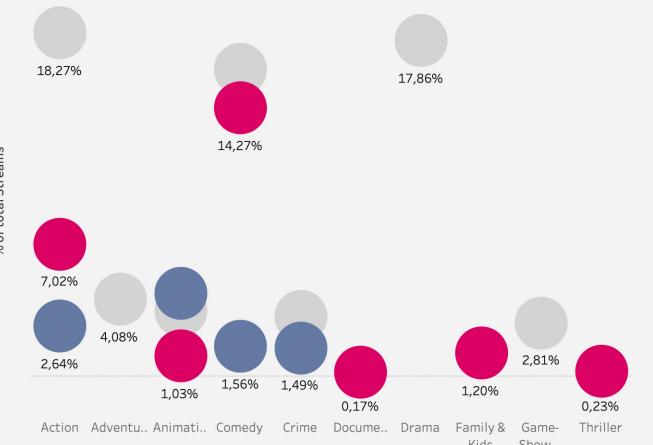
SPAIN 100 SHOWS EUROPEAN FOCUS

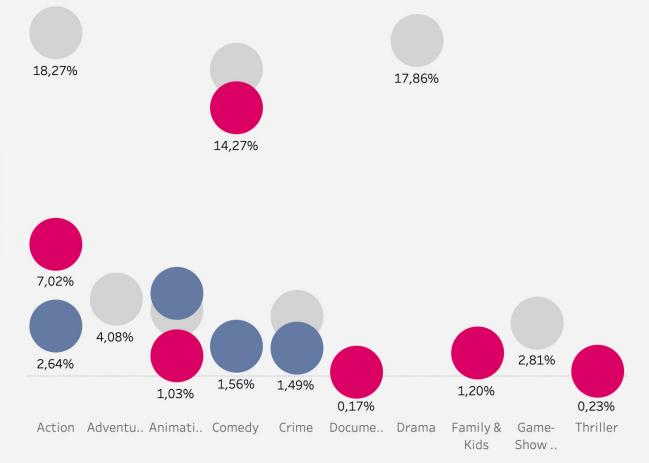
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	MOVIES		PL	ATFORM		GENRE
1	Valeria	2	Netflix	1	Comedy	23.449
		1	Netflix	6	Comedy	7.220
2	Sky Rojo	2	Netflix	2	Action	13.954
		1	Netflix	20	Action	4 307
3	Grizzy and the	2	Netflix	10	Animation	5.576
	Lemmings	1	Netflix	25	Animation	3 730
4	Los Serrano	2	Amazon	4	Comedy	1 359
		3	Amazon	6	Comedy	948
		5	Amazon	8	Comedy	881
		6	Amazon	9	Comedy	829
		1	Amazon	11	Comedy	753
5	How to Sell Drugs	3	Netflix	21	Comedy	4 286
6	Gone for Good	1	Netflix	24	Crime	4 098
7	Miraculous: Tales o	1	Netflix	26	Action	3.699
8	Cleo & Cuquin	1	Netflix	31	Family & Kids	3 298
9	Lupin	2	Netflix	35	Action	3 242
10	Let's Go, Pocoyo	1	Netflix	48	Animation	2.842
11	Booba	3	Netflix	49	Animation	2821
12	La que se avecina	12	Amazon	28	Comedy	451
		2	Amazon	35	Comedy	393
		3	Amazon	38	Comedy	370
		9	Amazon	43	Comedy	351
13	El Cid	2	Amazon	5	Action	1.096
14	Aquí no hay quien	3	Amazon	19	Comedy	567
	viva	2	Amazon	30	Comedy	431
15	Parot	1	Amazon	14	Thriller	687
16	Merlí	2	Amazon	15	Comedy	686
17	Fernando	2	Amazon	25	Documentary	467
18	Aída	5	Amazon	41	Comedy	362
19	The Adventures of	2	Amazon	46	Action	343
20	The Countryside	2	Amazon	50	Comedy	3.45verage

OK 10K 20K









Genres Action Anima Comed Crime Docum Family Thrille

PRODUCTION COUNTRIES



- Spain

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

NUMBER OF TITLES **BY GENRES**

s Shows	Europe	Spa	ain
		3	2
tion		2	1
ly		1	7
		1	
nentary			1
/ & Kids			1
r			1

CONTRIBUTION TO DRAMA STREAMS

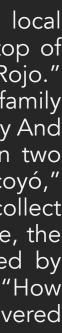
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VARIETY SHOWS UP BEYOND THE USA.

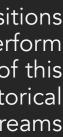
Taking a deeper look into Europe and local focus, Spanish comes straight to the top of the ranking with "Valeria" and "Sky Rojo." After this, a handful of animation and family titles emerge between position 3 "Grizzy And The Lemmings," (with 9.2M streams in two seasons) and #11: "Lady Bug," "Pocoyó," "Cleo and Cuquin," and "Booba" collect around 3M streams each. Besides these, the Comedy angle is also well represented by Spanish "Los Serrano" and German "How To Seel Drugs Online (Fast)." Spain delivered 14,27% in Comedy to total streams.

France has three shows in the European top 20 in Spain: the crime series "Gone For Good," the kids animation "Lady Bug," and the famous thief "Lupin."

Many TV all-time titles appear in positions 12 to 20 on Amazon. Most of them perform between 600K and 300K streams. Out of this underdog group, Amazon Original historical Action "El Cid" stands out with 1.1M streams in position 13.







SPAIN 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES

Comedy	Los Serran 4.770	o Modern Fam 15.460	ily Valeria 30.669			Comedy 27,10%
Action		Sky Rojo 18.261				
Drama		The Good 18.526	Doctor			
Animation	Grizz 9.300	e y and the Lemm 6	iings			Action 26,31%
Crime	Gone for Go 4.098	bod				
Adventure	Peppa 7.568	Pig				
Game-Show & Reality-TV	Glow Up: B 4.469	ritain's Next Ma	ake-Up Star			TOTA
Family & Kids	Cleo & Cuqui 3.298	n				PLATFO
Thriller	Parot 637					Comedy Action
Documentary	Fernando 467					Drama Animation Crime
	ОК 10К	20K	30K	40K strea	50K ms (.000)	Adventure Game-Sho

SPAIN 100 SHOWS

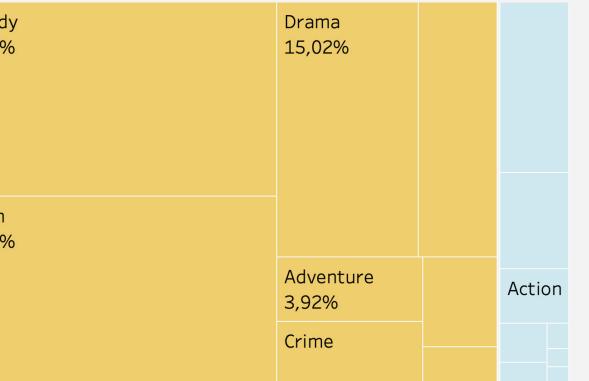
OTT

Amazon

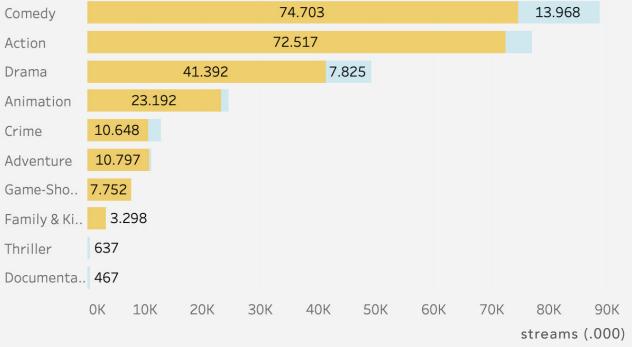
Netflix

MOST WATCHED GENRES

SHARE BY PLATFORM



AL SREAMS BY GENRES ORM COMPARATIVE

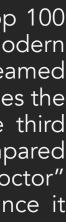


COMEDY REIGNS IN THE STREAMING SPANISH KINGDOM.

Comedy is the leading genre in the top 100 shows in Spain with 27%. "Valeria," "Modern Family" and "Atypical" are the most streamed shows of the genre. Slightly below comes the Action genre with 26%. Drama is the third genre with 15%, an increase of 10% compared to July. The library series "The Good Doctor" is responsible for this drama peak, since it amasses 18.5M streams.

AMAZON DOESN'T SHINE IN ANY GENRE **EXCEPT FOR COMEDIES AND DRAMAS.**

Although Comedy shows gather almost 75M streams on Netflix, Amazon adds a consistent 14M streams. In Dramas, Netflix leads again with 41M streams, but Amazon also contributes with a reasonable amount of 7.8M streams.



ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

ITALY 100 MOVIES

DIGEST

AUGUST

THINK DA

	MOVIES F	LATFORM	GENRE		
1	The Kissing Booth 3	Netflix	Comedy	2.758	
2	Sweet Girl	Netflix	Action	1.496	
3	He's All That	Netflix	Comedy	1.485	
4	Once Upon a Time In H.	. Netflix	Comedy	1.293	
5	Vivo	Netflix	Adventure	1.163	
6	The Last Mercenary	Netflix	Action	1.143	
7	Resort to Love	Netflix	Comedy	1.138	
8	Beckett	Netflix	Action	1.127	
9	Aftermath	Netflix	Horror	815	
10	Schwarze Insel	Netflix	Thriller	741	
11	The Last Letter from Yo	Netflix	Drama	737	
12	SAS: Red Notice	Netflix	Action	709	
13	Tomb Raider	Netflix	Action	659	
14	Rumor Has It	Netflix	Comedy	636	
15	Chernobyl: Abyss	Netflix	Drama	628	
16	The Kissing Booth	Netflix	Comedy	614	
17	Rurôni Kenshin: Sai shû	Netflix	Action	592	
18	Jurassic World: Fallen K.	Netflix	Action	591	
19	Just Go with It	Netflix	Comedy	571	
20	The Swarm	Netflix	Drama	563	
21	Blood Red Sky	Netflix	Action	536	
22	Perfect Stranger	Netflix	Crime	530	
23	Me Before You	Netflix	Drama	475	
24	The Witcher: Nightmare.	. Netflix	Action	460	
25	Shazam!	Netflix	Action	457	
26	Suicide Squad	Netflix	Action	455	
27	World Trade Center	Netflix	Drama	443	
28	RV	Netflix	Family & Kids	418	
29	Salt	Netflix	Action	394	
30	Diaries of an Exchange	Netflix	Comedy	389	

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

Asia EU Italy Other UK Usa & Canada streams (.000)



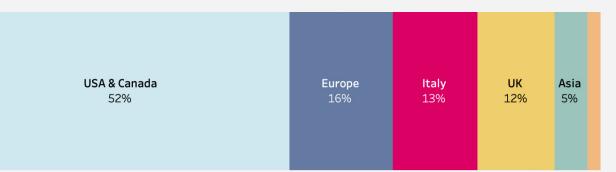


6.214 2.475 1.127 789 1.681 1.138 6.409 3.712 **1.036 1.358 1.191** 1.561 1.504 741 681 418 319 OK 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K streams (.000)

Genres Movie. Comedy Drama Adventure Horror Thriller Crime Biography Family & Kids Animation

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



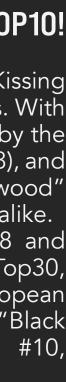
GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON

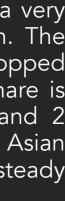
ITALY AND SPAIN MATCH THEIR TOP10!

British teen rom-com sequel "The Kissing Booth 3" claimed #1 with 2.7M streams. With half of the streams but still with a spot by the fire, "Sweet Girl" (#2), "He's all That" (#3), and Tarantino's "Once upon a time in Hollywood" (1.2M), acclaimed by critics and public alike. Local production "Beckett" ranked #8 and stands as the only national title in Top30, gathering 1.1M streams. Other European movies, "The Last Mercenary" and "Black Island" performed well in #6 and #10, respectively.

The US and Canada share is 52%, so a very similar number to their share in Spain. The share of Italian films is 13% and has dropped 3 points since last month. Europe's share is high compared to other territories, and 2 points higher than in July with 16%. Asian participation is 5% and is relatively steady compared to July.

The top genres are Action, Comedy, and Drama, and there's a predominant share of European titles in Action and Drama titles with 2.4M and 1.1M streams, each.







P.8

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES	PLATFOR	Μ	GENRE		
1	The Last Mercenary	Netflix	6	Action	1.143	
2	Beckett	Netflix	8	Action	1.127	
3	Schwarze Insel	Netflix	10	Thriller	741	
4	Chernobyl: Abyss	Netflix	15	Drama	628	
5	The Swarm	Netflix	20	Drama	563	
6	Blood Red Sky	Netflix	21	Action	536	
7	An Almost Ordinary Su	Netflix	31	Comedy	379	
8	The Loud House	Netflix	40	Action	332	
9	Shiny_Flakes: The Teen	Netflix	44	Biography	307	
10	A Classic Horror Story	Netflix	49	Horror	269	
11	The Angry Birds Movie 2	Netflix	50	Adventure	267	
12	Gunpowder Milkshake	Amazon	3	Action	213	
13	When Mom Is Away	Amazon	7	Comedy	13 3	
14	Blackout Love	Amazon	8	Comedy	<u>11</u> 0	
15	Si vive una volta sola	Amazon	9	Comedy	109	
16	Frivolous Lola	Amazon	11	Comedy	106	
17	The Commuter	Amazon	14	Action	93	
18	Anna	Amazon	16	Action	91	
19	D.N.A.: Decisamente no	Amazon	21	Comedy	83	
20	Abigail	Amazon	23	Adventure	81	
21	Si muore solo da vivi	Amazon	24	Comedy	80	
22	Sul più bello	Amazon	30	Comedy	7 3	
23	The Brand New Testam	Amazon	31	Comedy	72	
24	Ballsy Girl	Amazon	33	Comedy	66	
25	Kill Switch	Amazon	34	Action	66	
26	Cambio tutto	Amazon	35	Comedy	<mark>6</mark> 5	
27	The Unknown Girl	Amazon	36	Crime	64	
28	Pinocchio	Amazon	44	Drama	58	
29	Istintobrass	Amazon	45	Biography	56 Average	

PRODUCTION COUNTRIES

Europe

TALY 100 MOVIES

DIGEST

AUGUST

THINK DA

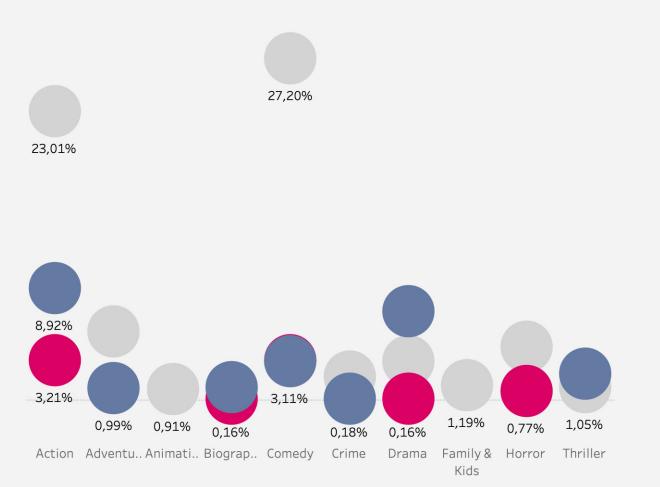
Italy

1000 streams (.000)

500

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

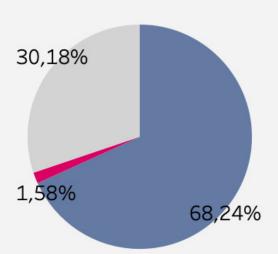
FLIX - AMAZON



JMBER OF TITLES GENRES FLIX - AMAZON

es Mo	Europe	Italy	
on	8		1
enture	2		
raphy	2		1
edy	4		9
е	1		
na	5		1
or			1
ler	1		

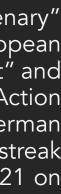
CONTRIBUTION TO DRAMA STREAMS

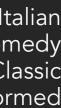


11/29 EUROPEAN MOVIES PERFORMED ABOVE AVERAGE AND SURPASSED 267K STREAMS!

The French action movie "The Last Mercenary" tops the list when we zoom into European films—followed by local Action "Beckett" and "Black Island." The Russian Drama-Action movie "Chernobyl: Abyss" and German "Blood Red Sky" have been on a hot streak since last month and stay at #15 and #21 on Netflix.

At Netflix's bottom 30 list, we highlight Italian movies such as the LGBT wedding comedy "An Almost Ordinary Summer" and "A Classic Horror Story." Amazon's top titles performed above 213K streams.





ITALY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES

Action	Sweet Girl 1.496	Comedy 29,97% Drama 8,10% Action 6,03%
Comedy	He's All ThatThe Kissing Booth 31.4852.758	
Drama	The Last Letter from Your Lover 737	
Adventure	Minions Vivo 338 1.163	Action Horror 29,11% 5,05%
Horror	Aftermath 815	Biography 2,27%
Thriller	Schwarze Insel 741	Biography 2,27%
Crime	Perfect Stranger 530	TOTAL SREAMS BY GENRES
Biography	Shiny_Flakes: The Teenage Drug Lord 307	PLATFORM COMPARATIVE
Family & Kids	RV 418	Action 10.229 2.118
Animation	Cider no yô ni kotoba ga wakiagaru 319	Comedy 10.530 1.257 Drama 2.847 797 Adventure 2.131 1.257
	0 500 1000 1500 2000 2500 3000 3500 4000 4500 streams (.000)	Horror1.774Thriller1.108

OTT

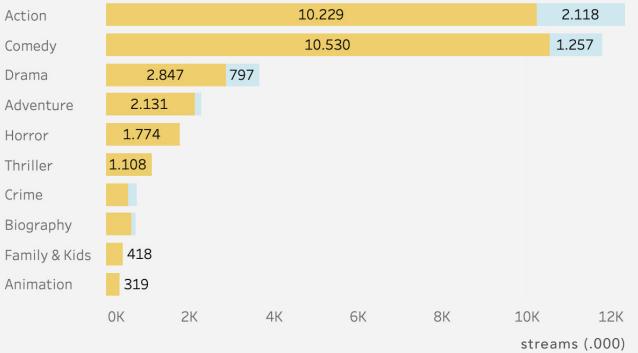
Amazon

Netflix

MOST WATCHED GENRES

SHARE BY PLATFORM

Crime

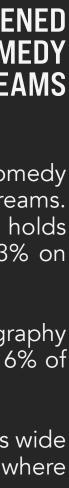


88% OF GENRE STREAMS HAPPENED ON NETFLIX. ACTION AND COMEDY **STOCKPILE MORE THAN 24M STREAMS ON BOTH PLATFORMS.**

68% of streams correspond to the Comedy and Action genres: adding up to 24M streams. Drama's third most-streamed genre holds 8% of total streams on Netflix and 2.3% on Amazon.

Adventure, Horror, Thriller, and Biography remain marginal and don't go beyond 6% of viewing numbers each.

The gap between Netflix and Amazon is wide open in all genres, except Drama, where Amazon wins: the hole is 2.8M streams on Netflix vs. 8K on Amazon.



• P.10 🗕

ITALY 100 SHOWS OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE									
1	The Good Doctor	Netflix	Drama	24.920								
2	Outer Banks	Netflix	Action	20.547								
3	How I Met Your Mother	Netflix	Comedy	11.349								
4	Modern Family	Netflix	Comedy	7.466								
5	Control Z	Netflix	Drama	7.391								
6	Valeria	Netflix	Comedy	6.875								
7	How to Sell Drugs Onlin.	. Netflix	Comedy	5.973								
8	Lucifer	Netflix	Crime	4.472								
9	Attack on Titan	Netflix	Action	2.959								
		Amazon	Action	1.293								
10	Breaking Bad	Netflix	Crime	4.109								
11	Friends	Netflix	Comedy	3.640								
12	Virgin River	Netflix	Drama	3.391								
13	Hit & Run	Netflix	Action	3.300								
14	The Chair	Netflix	Comedy	3.290								
15	Atypical	Netflix	Comedy	3.123								
16	Never Have I Ever	Netflix	Comedy	3.074								
17	Clarence	Netflix	Adventure	2.917								
18	Gone for Good	Netflix	Crime	2.844								
19	Alvinnn!!! And the Chip	Netflix	Animation	2.816								
20	Shaman King	Netflix	Action	2.723								
21	Glow Up: Britain's Next .	. Netflix	Game-Show & R	2.676								
22	S.W.A.T.	Netflix	Action	2.630								
23	Criminal Minds	Amazon	Crime	2.613								
24	Sex/Life	Netflix	Comedy	2.603								
25	Teen Titans Go!	Netflix	Action	2.534								
26	Mr. Robot	Netflix	Crime	2.325								
27	Modern Love	Amazon	Comedy	2.261								
28	Gabby's Dollhouse	Netflix	Adventure	2.208								
29	Death Note	Netflix	Animation	2.207				strea	streams ()	streams (00	streams (.000)	streams (000)
30	Sonic Boom	Netflix	Action	2.174								

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

Asia EU Italy Other UK Usa & Canada





Action

Crime

Adventure

Animation

Game-Show &

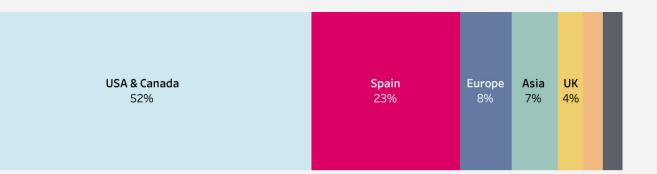
Reality-TV

Biography

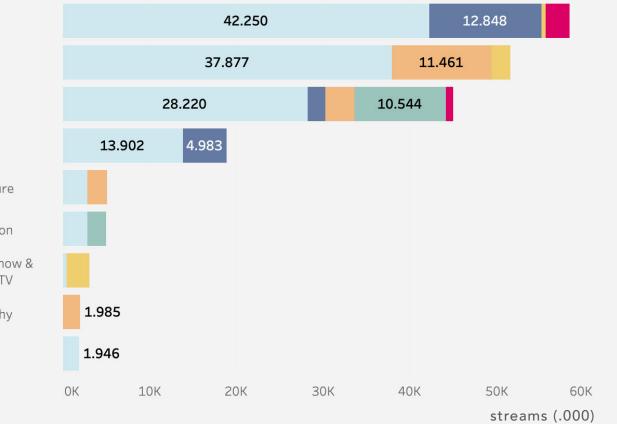
Horror

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



BROADCAST BULLETPROOF SERIES AND COMING-OF-AGE ORIGINALS INTERTWINE IN THE TOP10.

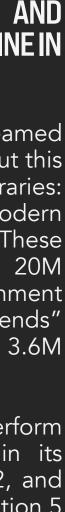
ABC "The Good Doctor" is the most streamed show in Italy, collecting 25M streams. But this is not the end of Italy's appetite for libraries: "How I meet Your Mother" and "Modern Family" ranked in 3 and 4 respectively. These last two titles together reach almost 20M streams. Acclaimed HBO Entertainment "Breaking Bad" and lifetime comedy "Friends" are in the top 10 and top 11 with over 3.6M streams on average.

On the other hand, teen Originals perform outstandingly well: "Outer Banks", in its third season, hits 20.5M streams in #2, and Mexican drama "Control Z" strikes position 5 with 7.4M streams.

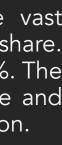
European comedies have a privileged spot by the fire in Italy's top 100: Spanish comedy "Valeria" and German Comedy "How to Sell Drugs Online (Fast)" hit positions 6 and 7 respectively, with an average of 6M streams each.

All in all, USA&Canada conquer the vast majority of the top 100 titles with a 67% share. Asia has 10%, and the UK adds up to 6%. The non-European territories corner Europe and Italy to a 7% and 3% remote participation.

The most viewed genre is Comedy and the only one where Europe and Italy have a relatively high share of streams (12.8M for Europe and 2.7M for Italy). Asia focuses its effort on the action genre with 10.5M streams.







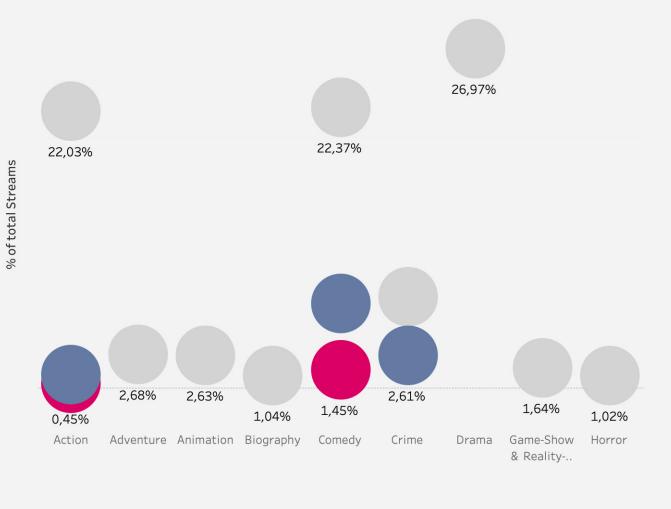
• P.11 🖛

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

	MOVIES		PLATFORM		GENRE		
1	Valeria	1	Netflix	40	Comedy	2.088	
		2	Netflix	6	Comedy	4.787	
2	How to Sell Drugs Online	1	Netflix	43	Comedy	2.072	
	(Fast)	3	Netflix	8	Comedy	3.901	
3	Gone for Good	1	Netflix	19	Crime	2.844	
4	Elite	4	Netflix	36	Crime	2.140	
5	Lupin	2	Netflix	38	Action	2.089	
6	Generation 56K	1	Netflix	46	Comedy	2.054	
7	Celebrity Hunted: Cacci	2	Amazon	5	Action	<mark>8</mark> 62	
8	LOL: Last One Laughing	1	Amazon	7	Comedy	708	Average

1K 2K 3K 4K streams (.000)





Genre Action Come Crime

PRODUCTION COUNTRIES



Italy

ITALY 100 SHOWS DIGEST AUGUST THINK DA

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

s Shows IT	Europe	Italy	
n	1		1
dy	2		2
1	2		

CONTRIBUTION TO DRAMA STREAMS

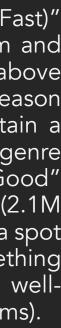
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TWO EUROPEAN COMEDIES HOARD MORE THAN HALF OF THE STREAMS IN A SHORT EUROPEAN LIST.

"Valeria" and "How to Sell Drugs Online (Fast)" achieved 12.8M streams between them and became the only two shows to perform above average powered by their previous season releases. Other European shows maintain a shy position in the ranking: the Crime genre is represented by French "Gone For Good" (2.9^M streams) and by Spanish "Elite" (2.1M streams), which has been holding on to a spot in the Netflix Top50 since July. Something along those lines happened with the well-known French thief "Lupin" (2.1M streams).

Italy has kept the same three shows on the list since July. Their local productions sit at Netflix's bottom of the list and Amazon's top10 below 862K streams ("Generation 56", "Celebrity Hunted," and "LOL: Last One Laughing")

The only genre where European content makes a relatively substantial contribution is Comedy, with 6.73% of the content in the top100.



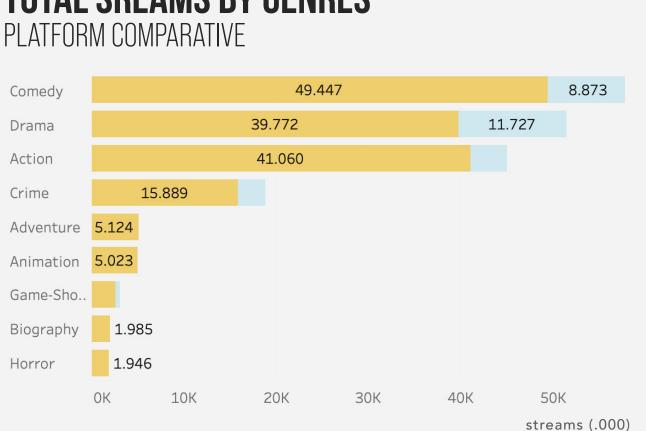




ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES

Comedy	How I Met Your Mot 11.349	her	Come
Drama	Control Z 7.391	The Good Doctor 24.920	25,90
Action	Hit & Run 3.300	Outer Banks 20.547	
Crime	Lucifer 4.472		
Adventure	Clarence 2.917		Action 21,50
Animation	Alvinnn!!! And the Chipmunks 2.816		,00
Game-Show & Reality-TV	Glow Up: Britain's Next Make-Up Star 2.676		
Biography	Pablo Escobar: El Patrón del Mal 1.985		
Horror	Brand New Cherry Flavor 1.946		TOT
	0K 5K 10K 15K	20K 25K 30K 35	; PLATF
		streams (.000)	



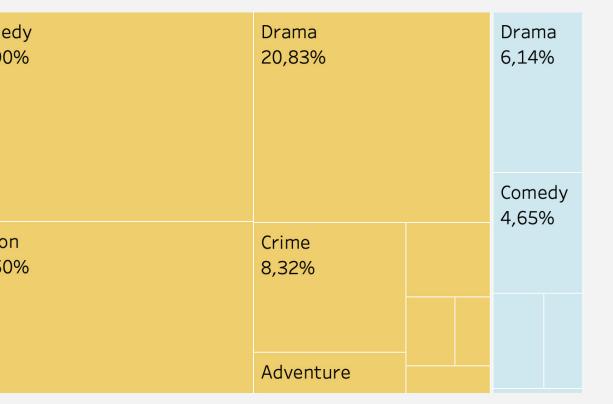
OTT

Amazon

Netflix

MOST WATCHED GENRES

SHARE BY PLATFORM



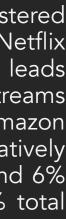
TAL SREAMS BY GENRES

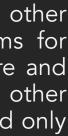
COMEDY, ACTION, AND DRAMA TAKE THE FLOOR ON NETFLIX!

Comedy, Action, and Drama genres registered similar streaming rates within the Netflix catalogue, around 27%-20%. Netflix leads the SVOD grid by collecting 130M streams within the three major genres, while Amazon only contributes 24.5M. Drama has a relatively high quota in Italy, with 20% Netflix and 6% Amazon streams, reaching nearly 27% total share.

The Crime genre is higher than in other territories and represents 16M streams for Netflix and 3M for Amazon. Adventure and animation, which are mainstream in other markets, don't make the cut in Italy and only gather 10.1M streams altogether.







FRANCE 100 MOVIES | OVERVIEW

3 670

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE
1	The Kissing Booth 3	Netflix	Comedy
2	The Last Mercenary	Netflix	Action
3	Sweet Girl	Netflix	Action
4	Rampage	Netflix	Action
5	Vivo	Netflix	Adventu
6	The Meg	Netflix	Action
7	Resort to Love	Netflix	Comedy
8	Aftermath	Netflix	Horror
9	He's All That	Netflix	Comedy
10	The Loud House	Netflix	Action
11	Beckett	Netflix	Action
12	SAS: Red Notice	Netflix	Action
13	Sous le même toit	Netflix	Family &
14	Blood Red Sky	Netflix	Action
15	Hanna	Netflix	Action
16	Rurôni Kenshin: Sai shû.	. Netflix	Action
17	Open Your Eyes	Netflix	Horror
18	Tomb Raider	Netflix	Action
19	The Vanished	Netflix	Action
20	World Trade Center	Netflix	Drama
21	Blockers	Netflix	Comedy
22	10 Cloverfield Lane	Netflix	Drama
23	Transporter 3	Netflix	Action
24	Ocean's Eight	Netflix	Action
25	The Witcher: Nightmare	Netflix	Action
26	Jumanji: Welcome to th.	. Netflix	Action
27	Alvin and the Chipmunk.	. Netflix	Adventu
28	Justice League	Netflix	Action
29	Transporter 2	Netflix	Action
30	The Transporter	Netflix	Action

3.670					
3.018					
2.758					
2.273					
2.190					
2.001					
1.934					
1.768					
1.765					
1.748					
1.663					
1.561					
1.361					
1.298					
1.216					
1.195					
1.142					
1.063					
1.056					
1.033					
980					
910					
881					
856					
804					
798					
695					
674					
671					
670					

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

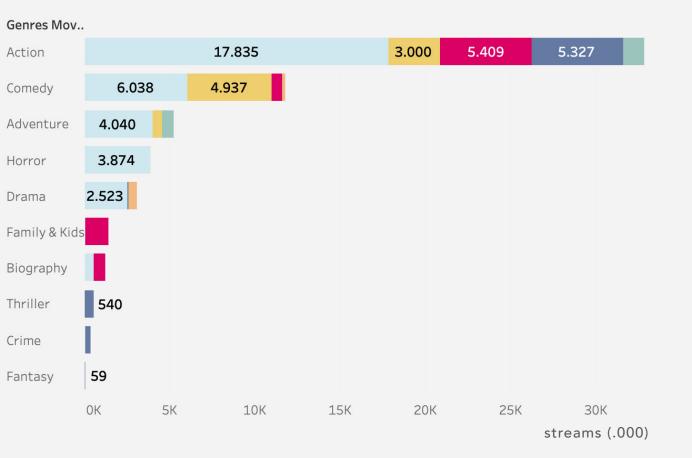
Asia EU France Other UK Usa & Canada streams (.000)

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



SUMMER IS ABOUT LOVE STORIES AND HUNKY MEN.

Like in quite a few territories, The British teen romantic comedy sequel "The Kissing Booth 3" conquers #1 of the ranking with 3.6M streams. Talent-driven action films obtained better performances, as is the case of French title "The Last Mercenary", starred by the veteran actor Jean-Claude Van Dam (3.01M views), and of the American title "Sweet Girl'" with Marvel star Jason Momoa, in positions #2 and #3 respectively.

THE USA OUTSHINES EUROPEAN CONTENT.

European movies struggle to compete with Hollywood-home country, and only 10/100 manage to break through, out of which only 3 made the top 30 positions. American Action movies conquer the Top 10. However, some European Action-Thrillers collected a significant number of streams: the Italian "Beckett" (1.6M Streams at #11), and the German Action movie "Blood Red Sky" (#15 and 1.2M Streams). Beyond, Polish film "Bartkowiak" proudly gathers 557K Streams in position #39. All in all, the top-performing genres in France were Action (32.8M streams), Comedy (11.7M streams), and Adventure (5M).

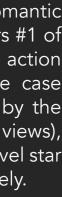
AMERICAN-FLAVOURED GRID WITH FRENCH TOPPINGS. 62% OF TOP100 MOVIES FROM USA&CANADA.

Only 14 French titles break through the TOP 100: the Family & Kids title "Sous le Même Toit" (1.3M streams) at #13 and the saga "The Transporter", with its two sequels in positions #23, #29, and #30. French biopic "Yves Saint Laurent" reaches position 34 thanks to 6K Streams.

DRAMA DOES NOT COME TO THE FORE IN FRANCE.

The drama genre settled for a modest fifth position of the most-streamed genre with 3M Streams. We dig down to #20 to find the American Drama "World Trade Center" (1.03M Streams). However, this genre is usually combined with other sub-genres: like the drama-horror "10 Cloverfield Lane" at #22 with 910K streams, and the Australian teen comedy-drama "A second chance: Rivals!" (#43) with 583K streams.

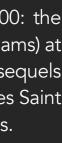




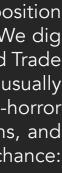












FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100 NETFLIX - AMAZON

	MOVIES	PLATFORM		GENRE		
1	The Last Mercenary	Netflix	2	Action	3.018	
2	The Loud House	Netflix	10	Action	1.748	
3	Beckett	Netflix	11	Action	1.663	
4	Sous le même toit	Netflix	13	Family & Kids	1.361	
5	Blood Red Sky	Netflix	14	Action	1.298	
6	Transporter 3	Netflix	23	Action	881	
7	Transporter 2	Netflix	29	Action	671	
8	The Transporter	Netflix	30	Action	670 <mark> </mark>	
9	Yves Saint Laurent	Netflix	34	Biography	643	
10	Bartkowiak	Netflix	39	Action	557	
11	Schwarze Insel	Netflix	41	Thriller	540	
12	Regression	Amazon	5	Crime	225	
13	Je te veux moi non plus	Amazon	8	Comedy	1 69	
14	Mechanic: Resurrection	Amazon	9	Action	1 68	
15	Ballsy Girl	Amazon	24	Comedy	100	
16	Brutus vs César	Amazon	25	Comedy	93	
17	Crimes of Passion: Deat.	Amazon	29	Crime	87	
18	Alban Ivanov: Élément p.	. Amazon	41	Comedy	64	
19	New Biz in the Hood	Amazon	44	Comedy	61	
20	Haywire	Amazon	45	Action	60	
21	Connasse, princesse de	Amazon	46	Comedy	59	
22	Paradise Hills	Amazon	47	Fantasy	59	
23	Between Your Legs	Amazon	49	Drama	58	
24	Pattaya	Amazon	50	Comedy	58 Average	

ОK 1K

streams (.000)

2K

ЗK

- Crime Drama
- Fantasy

PRODUCTION COUNTRIES

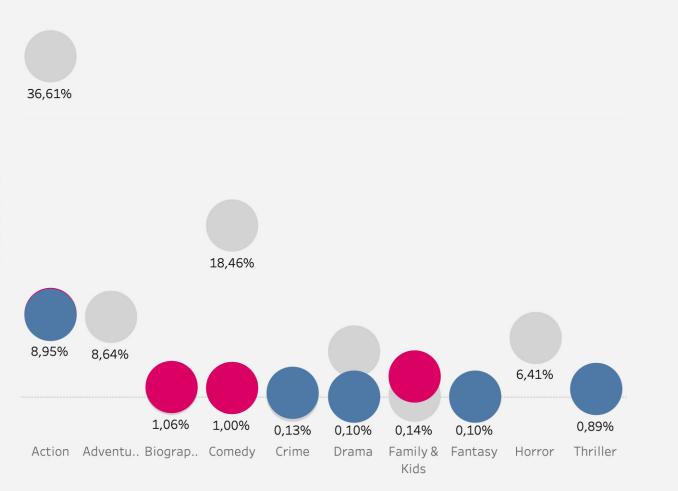


- France
- FRANCE 100 MOVIES DIGEST AUGUST THINK DA



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

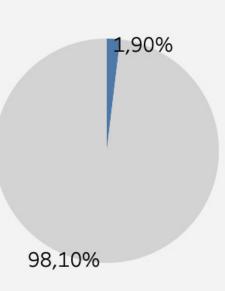
NETFLIX - AMAZON



NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

Genres Movie.. Europe France Action 5 Biography Comedy 2 1 Family & Kids 1 Thriller 1

CONTRIBUTION TO DRAMA STREAMS



DRAMA DOES NOT COME TO THE FORE **IN FRANCE.**

In August, the flagship of French films was "The Last Mercenary", with an outstanding performance of 3.01M streamings, outdoing the previous month's top figures ("Major Grom" 2.6M Streamings).

European and French films rise to the surface without American dominance. Two kidsfriendly movies made it to the top 4: "The Loud House" and "Sous le Même Toit," accumulating 1.7M and 1.3M, respectively.

Zooming into European and local production focus, 24 movies classified in Top100, of which more than a half were French titles - similar rates to Italy and Spain.

A few European and French movies performed above average on Netflix, but Amazon can't say the same. Amazon's Top50 only reaches Netflix's lowest results. For example, "Black Island" ranked #41 in Top50 Netflix with 440K streams, far ahead of "Regression" at #5 on Amazon with 225K streams.

The contribution of European content to the Drama total streams represented only 1,90%. France stands out in Family and Kids with 2,25%.

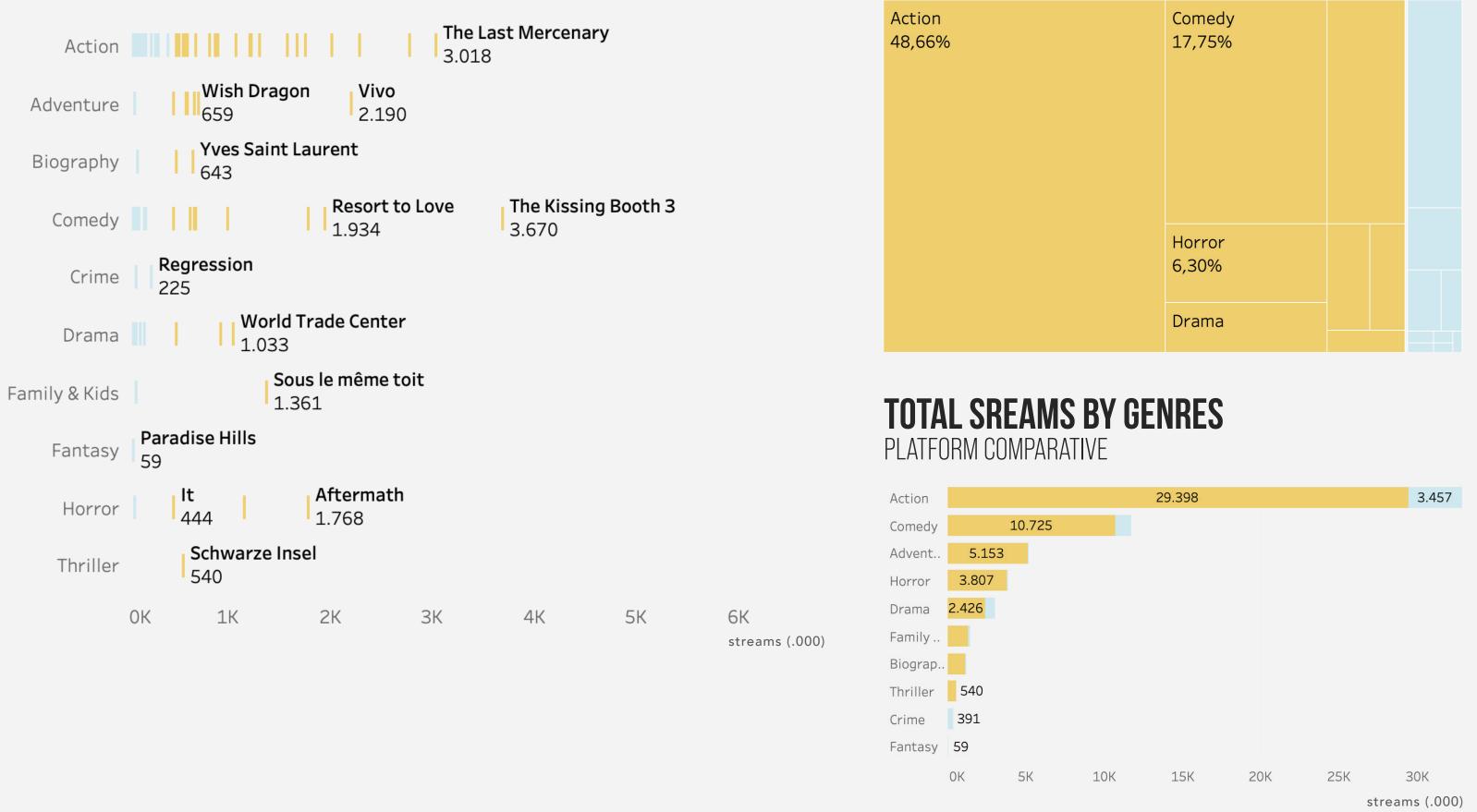






FRANCE 100 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES



FRANCE 100 MOVIES

DIGEST

OTT

Amazon

Netflix



MOST WATCHED GENRES

SHARE BY PLATFORM

NETFLIX DOMINATES THE STREAMING UNIVERSE IN FRANCE WHILE AMAZON MOONS BEHIND.

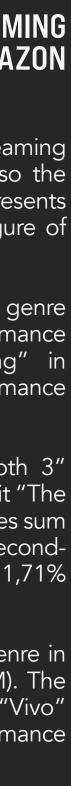
48,66% of Top100 were action movies streaming on Netflix (29M streams); becoming also the most-watched genre in Amazon: it represents 5,72% of total streams by a modest figure of 3.4M.

"The Last Mercenary" leads the Action genre on Netflix with an above-average performance (3.08M Streams) and "Chaos Walking" in Amazon with a below-average performance (392K).

Comedy excels with "The Kissing Booth 3" (3.6M Streams), which surpasses Action hit "The Last Mercenary" (3.08M). Netflix comedies sum up 17,75% of total streams, but it's a secondtier genre in Amazon and only represents 1,71% through 1.07M Streams.

Adventure is the third most-streamed genre in Netflix, with 8,5% of total streams (5.1M). The Family & Kids Animation Adventure title "Vivo" (2.19M) delivers an above-average performance and becomes the jewel of this category.

Drama is the fifth most-streamed genre in Netflix, with 4% of total streams and 2.4M streams.





FRANCE 100 SHOWS OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	MOVIES P	LATFORM	GENRE	
1	Outer Banks	Netflix	Action	27.320
2	Naruto: Shippûden	Netflix	Action	25.008
3	New Amsterdam	Netflix	Drama	23.668
4	PAW Patrol	Netflix	Action	21.382
5	Lucifer	Netflix	Crime	16.180
6	Hunter x Hunter	Netflix	Action	13.846
		Amazon	Action	468
7	Gone for Good	Netflix	Crime	9.935
8	Naruto	Netflix	Action	9.329
9	Control Z	Netflix	Drama	9.068
10	Miraculous: Tales of Ladyb	Netflix	Action	7.970
11	La cocinera de Castamar	Netflix	Drama	7.619
12	Grizzy and the Lemmings	Netflix	Animation	7.589
13	Pokémon	Netflix	Action	6.905
14	Valeria	Netflix	Comedy	6.864
15	T'choupi à l'école	Netflix	Family & Kids	6.051
16	Never Have I Ever	Netflix	Comedy	5.924
17	Hit & Run	Netflix	Action	5.376
18	AlRawabi School for Girls	Netflix	Drama	5.077
19	How to Sell Drugs Online (Netflix	Comedy	4.856
20	Les Triplés	Netflix	Animation	4.796
21	The Amazing World of Gum.	. Netflix	Adventure	4.730
22	Virgin River	Netflix	Drama	4.642
23	Mr. Robot	Netflix	Crime	4.585
24	Sex/Life	Netflix	Comedy	4.550
25	Sky Rojo	Netflix	Action	4.514
26	Atypical	Netflix	Comedy	4.296
27	Gabby's Dollhouse	Netflix	Adventure	4.197
28	Clickbait	Netflix	Drama	4.101
29	The Loud House	Netflix	Action	3.994
30	My Hero Academia	Netflix	Action	3.945



Adventure

Action

Animation

Comedy

Crime

Drama

Family & Kids

Game-Show & Reality-TV

streams (.000)

SHOWING 30/100 - See complete chart her

PRODUCTION COUNTRIES

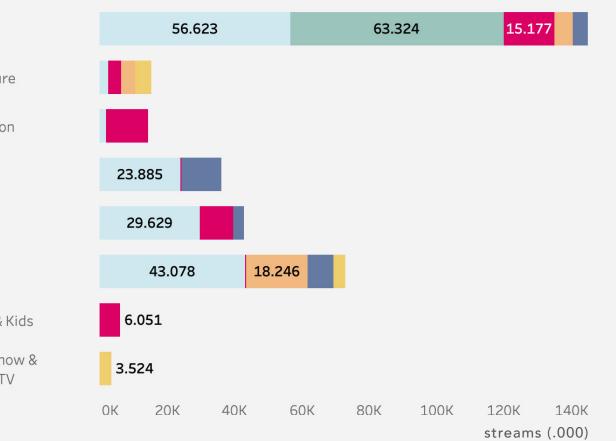
Asia EU France Other UK Usa & Canada

CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



VARIETY IS THE SPICE OF LIFE: A MIX OF **GENRES AND TASTES IN FRANCE'S TOP10 SHOWS IN AUGUST.**

Action, Anime, Drama, Crime, Family... you name it. In August, there is no clear pattern in the TOP10 of most-streamed shows in France. The second season of USA coming-of-age Action-Drama series "Outer Banks" became the most-streamed show in France with 27.3M streamings, followed by Anime-Action series "Naruto: Shippûden" (#2) with 25M Streamings and NBC-licensed drama "New Amsterdam" (#3 with 6M streams)

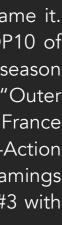
More than profitable international kids-hit "Paw Patrol" couldn't be missed in the ranking, at #4 with 21.3M streamings. Asian animation action show "Hunter x Hunter" is in #6 (13.8M), "Naruto" #8 (9.3M), and at #10 "Miraculous Tales of Lady Bug" (7.9M). Other kidsfriendly shows are displayed within the Top15: "Grizzly and the Lemmings" (#12) and "T'choupi a l'ecole" (#15). Crime is also represented in the TOP10 by the Netflix original long-tail series "Lucifer," which reaches #5 and 16.1M views in its sixth season, and by the miniseries "Gone for Good" with 9.9M Streams (#7).

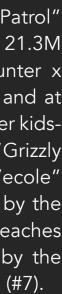
DRAMA WIDENS IN THE PODIUM OF MOST-WATCHED GENRES IN FRANCE WITH 72.9M **TOTAL STREAMS AND PROVIDES DIVERSITY** IN AN ALL-USA&CANADA SCENARIO.

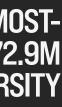
Drama becomes the second most-streamed genre in France, after Action (145M), followed by Crime (43M). Regarding Drama, we observe more diversity in the show's origin (unlike Action, with an unmistakable American flavour): the Mexican coming of age "Control Z", the Spanish historical drama "La Cocinera de Castamar," and the Jordanian miniseries "AlRawabi School for Girls".

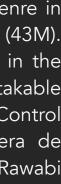
Action doubles its bets with 145M accumulated streams, more than 50% of Asian origin content. The subgenre Anime-Action reveals outstanding and above-average performances, represented by the shows in #2 "Naruto Shippûden" (25M), "Hunter x Hunter" (13.8M) in position 6, "Naruto" (at #8 9.3M) and "Pokémon"(6.9M).

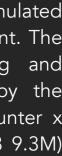












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FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NFTFLIX - AMA70N

	MOVIES		PLATFORM		GENRE	
1	Gone for Good	1	Netflix	6	Crime	9.935
2	Miraculous: Tales of	1	Netflix	28	Action	4.420
L	Ladybug & Cat Noir	2	Netflix	42	Action	3.549
3	La cocinera de Castamar		Netflix	10	Drama	7.619
4	Grizzy and the	1	Netflix	47	Animation	3.392
	Lemmings	2	Netflix	31	Animation	4.197
5	Valeria	2	Netflix	12	Comedy	6.864
6	T'choupi à l'école	2	Netflix	13	Family & Kids	6.051
7	How to Sell Drugs Onli	3	Netflix	20	Comedy	4.856
8	Les Triplés	1	Netflix	22	Animation	4.796
9	Sky Rojo	2	Netflix	27	Action	4.514
10	Simon	1	Netflix	39	Adventure	3.726
11	Zig & Sharko	3	Netflix	40	Action	3.723
12	Lupin	2	Netflix	45	Action	3.485
13	Elite	4	Netflix	46	Crime	3.441
14	LOL, qui rit, sort !	1	Amazon	41	Comedy	494
15	Mixte	1	Amazon	44	Drama	450 Average

ОK 5K 10K streams (.000)



Genre Actio Adver Anima Come Crime Docur

Dram Famil

PRODUCTION COUNTRIES



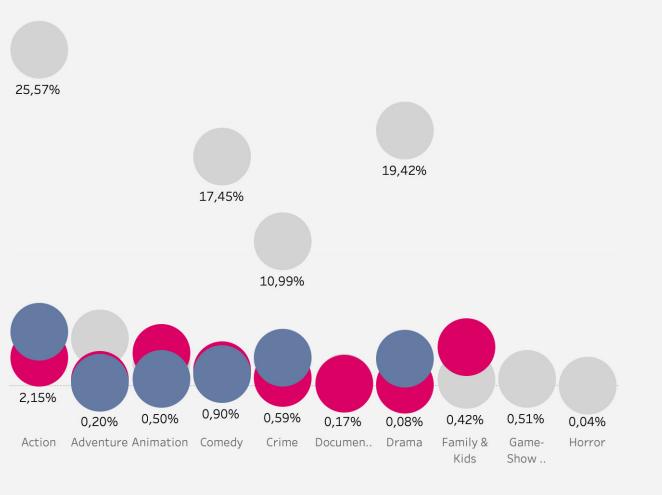
France

FRANCE 100 SHOWS DIGEST AUGUST THINK DA



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

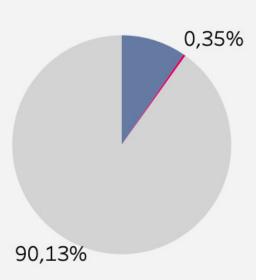
NETFLIX - AMAZON



NUMBER OF TITLES **BY GENRES**

es Shows	Europe	France
n	2	4
nture	1	1
ation	1	3
dy	2	3
e	2	1
mentary		1
а	4	1
y & Kids		2

CONTRIBUTION TO DRAMA STREAMS



4EUROPEANANDLOCALSHOWSDELIVER ABOVE-AVERAGE PERFORMANCES, AND ONLY ONE SHOW CLIMBED TO THE TOP 10.

The Crime French show "Gone for good" amasses 9.9M of streams, becoming the only show in the TOP10. Spanish historical drama "La Cocinera de Castamar" and salacious comedy "Valeria", as well as kids' animation "T'chouphi a l'ecole" performed above average with around 6.5M streams.

The only genre where European content makes a relatively substantial contribution is Action, with 4.09% of its content in the top100.



• P.18 •

FRANCE 100 SHOWS SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES

Action	Outer Banks 27.320	Action 42,85% Crime Comedy 11,13% S,83%
Drama	Control ZNew Amsterdam9.06823.668	
Crime	Lucifer 16.180	
Comedy	Valeria 6.864	AdventureDrama3,76%
Adventure	4.730	17,17% Animation 3,68%
Animation	Grizzy and the Lemmings 7.589	TOTAL SREAMS BY GENRES
Family & Kids	T'choupi à l'école 6.051	PLATFORM COMPARATIVE
Game-Show & Reality-T	Glow Up: Britain's Next Make-Up Star 3.524	Action 57.742 15.219 Crime 37.431 15.219
	0K 10K 20K 30K 40K 50K streams (.000)	Comedy 29.712 Adventure Imation
		Family & Kids 6.051 Game-Show & Reality-TV 3.524 0K 20K 40K 60K 80K 100K 120K 140K

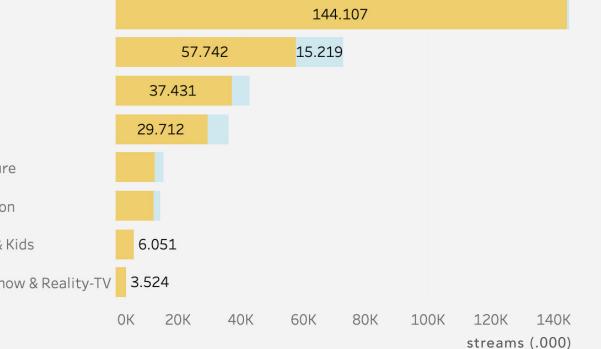
OTT Amazon Netflix

FRANCE 100 SHOWS AUGUST DIGEST M THINK DA



MOST WATCHED GENRES

SHARE BY PLATFORM



ACTION REMAINS THE MOST-WATCHED GENRE IN NETFLIX, FOLLOWED BY DRAMA AND CRIME. AMAZON IS FAR FROM DELIVERING AT THE SAME LEVEL.

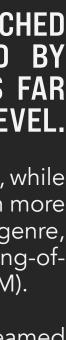
Action collects 144M Streams on Netflix, while this very same genre performed a much more modest figure on Amazon: 908K. In this genre, Netflix's flagship is the American coming-ofage action-thriller "Outer Banks" (27.3M).

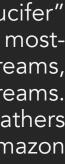
Drama has become the second most-streamed genre in France, with 57.7M streams on Netflix and the most streamed genre on Amazon with 15.2M streams.

In third position, and with the Netflix "Lucifer" as flagship, Crime becomes the third moststreamed genre thanks to 16.8M Streams, followed by "Gone for Good" with 9M Streams. The all-time TV show "The Mentalist" gathers most of the streams of this genre on Amazon (2.9M).

COMEDY CROSSES BORDERS WHEN STREAMED.

The Comedy genre accumulates 36M streams and is the fourth most popular genre on Netflix (8.83% of Streams) and the second on Amazon (1.90% of Streams). European comedies find their place in France: Spanish comedy "Valeria" amasses 6.8M streams and German Comedy 'How to Sell Drugs Online (Fast)' 4,8M.







UK 100 MOVIES OVERVIEW

ure

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE
1	Sweet Girl	Netflix	Action
2	The Kissing Booth 3	Netflix	Comedy
3	Vivo	Netflix	Advent
4	Aftermath	Netflix	Horror
5	He's All That	Netflix	Comedy
6	Memories of a Murdere.	. Netflix	Biograp
7	Beckett	Netflix	Action
8	Resort to Love	Netflix	Comedy
9	Suicide Squad	Netflix	Action
10	Boss Level	Amazon	Action
11	Blood Red Sky	Netflix	Action
12	Paddington	Netflix	Advent
13	Chaos	Netflix	Action
14	The Mule	Netflix	Crime
15	The Secret Life of Pets	Netflix	Advent
16	The Lego Movie 2: The S.	. Netflix	Action
17	The Island	Netflix	Action
18	Fear Street Part One: 1	Netflix	Horror
19	Open Your Eyes	Netflix	Horror
20	Mr. Peabody & Sherman	Netflix	Advent
21	The Loud House	Netflix	Action
22	The Accountant	Netflix	Action
23	Solomon Kane	Netflix	Action
24	The Secret Life of Pets 2	Netflix	Adventi
25	The Liability	Netflix	Comedy
26	Despicable Me 2	Netflix	Adventi
27	World Trade Center	Netflix	Drama
28	Sherlock Gnomes	Netflix	Adventi
29	Blitz	Netflix	Action
30	Spider-Man: Far from H.	. Netflix	Action

3.041			
2.784			
2.386	i		
2.140			
1.945	i i		
1.736			
1.610			
1.588			
1.465			
1.271			
1.217			
1.215			
1.202			
1.151			
1.137			
1.068			
1.032	1		
1.029			
998			
964			
946			
922			
915			
905			
886			
859	i		
848			
793			
792			
774			



Thriller

streams (.000)

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

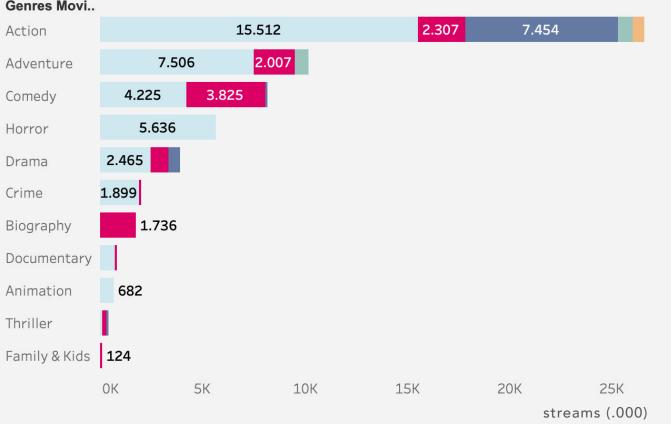


CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



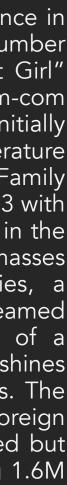
ENGLISH-SPEAKING MOVIES RULED THE UK IN LATE SUMMER.

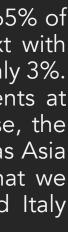
A few leading genres have their presence in the UK top 10: as in other territories, Number 1 is the American Action film "Sweet Girl" with 3M streams. The local UK teen rom-com "The Kissing Booth 3" follows, having initially originated in the audience-driven literature platform Wattpad (2.7M streams). Family adventure "Vivo" hits position number 3 with 2.4M streams. Horror also participates in the top titles with "Aftermath," which amasses 2.1M streams. Unlike other territories, a documentary is among the most-streamed content: local biography "Memories of a Murderer: The Nilsen Tapes," which shines in position #6 and gains 1.7M streams. The only spark of European flavour and foreign language is "Beckett," Italian produced but in Greek and English language, hitting 1.6M streams in top 7.

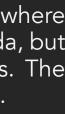
USA & Canada encompass a massive 65% of the market share, the UK coming next with 17%, Europe with 13% and Asia with only 3%. The English-language content represents at least 77% of the top 100. In this sense, the UK is less open to other regions such as Asia (below 3% share), contrasting with what we see in other territories like Spain and Italy (around 7%)

The Action genre hoards 26.5M streams, where more than half come from USA & Canada, but Europe comes next with 7.5M streams. The UK only comes third with 2.3M streams.









UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

UK 100 MOVIES

DIGEST

AUGUST

A

THINK DA

	MOVIES	PLATFORM	N	GENRE				NETFL
1	The Kissing Booth 3	Netflix	2	Comedy	2.784	ł		
2	Memories of a Murdere	Netflix	6	Biography	1.736	;		
3	Beckett	Netflix	7	Action	1.610			2
4	Blood Red Sky	Netflix	10	Action	1.217	,		Z
5	Paddington	Netflix	11	Adventure	1.215			
6	The Lego Movie 2: The S	Netflix	15	Action	1.068	3		шs
7	The Loud House	Netflix	20	Action	946			trea
8	Solomon Kane	Netflix	22	Action	915			% of total Streams
9	The Liability	Netflix	24	Comedy	886			of tc
10	Sherlock Gnomes	Netflix	27	Adventure	793			% 1
11	Blitz	Netflix	28	Action	792			
12	The Last Mercenary	Netflix	32	Action	715	1		(
13	Vendetta	Netflix	33	Action	689			3
14	Tomb Raider	Netflix	38	Action	671			
15	The Swarm	Netflix	46	Drama	600	i i		
16	Me Before You	Netflix	50	Drama	571			
17	The Vault	Amazon	2	Action	493	1		
18	Guns Akimbo	Amazon	6	Action	251	i 👘		
19	Escape from Pretoria	Amazon	8	Thriller	1 76			
20	The Violators	Amazon	9	Drama	<mark>1</mark> 71	i l		NIIM
21	The Decoy Bride	Amazon	12	Comedy	1 55	i 👘		
22	Cold Pursuit	Amazon	13	Action	1 55			BY G
23	The Operative	Amazon	16	Action	143	1		NETFL
24	Shattered	Amazon	20	Crime	124	i 👘		
25	The Gruffalo	Amazon	21	Family & Kids	124			Genres
26	Love, Rosie	Amazon	24	Comedy	118	i l		Action
27	The Mauritanian	Amazon	26	Drama	108	i 👘		Advent
28	The Pendle Witch Child	Amazon	34	Documentary	99			Biogra
29	The Tracker	Amazon	41	Action	95	1		Comed
30	The Poison Rose	Amazon	47	Thriller	91	Average		Crime
					ОК	1K	2К	Docum

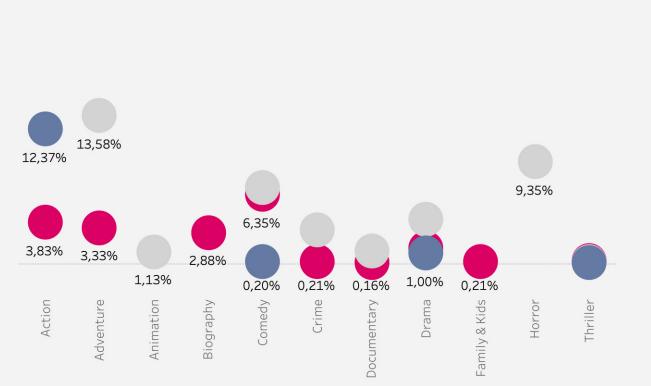
PRODUCTION COUNTRIES

- Europe
- UK

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

TFLIX - AMAZON

27,91%

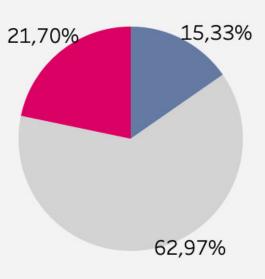


UMBER OF TITLES GENRES TFLIX - AMAZON

streams (.000)

Genres Movies GB	Europe	UK
Action	10	4
Adventure		2
Biography		1
Comedy	1	3
Crime		1
Documentary		1
Drama	1	3
Family & Kids		1
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS



EUROPEAN ACTION MOVIES LEAD THE UK'S TOP.

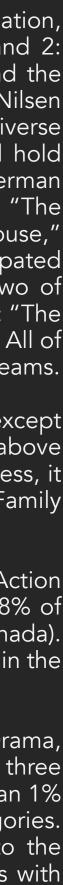
Taking the USA & Canada out of the equation, two UK titles make it to numbers 1 and 2: the comedy "The Kissing Booth 3" and the biography "Memories of a Murderer: The Nilsen Tapes". Below this, a group of five diverse Action European titles come next and hold leading positions: Italian "Beckett", German "Blood Red Sky," Danish-participated "The Lego Movie 2", Spanish "The Loud House," as well as French and Czech-participated "Salomon Kane." Out of these five, two of the titles are also kids & family-oriented: "The Lego Movie 2" and "The Loud House." All of them dance around 900M and 1.6M streams.

The UK is very present in all genres except Horror and Animation, but it doesn't go above 3% of streams in each genre. Nonetheless, it has no competition in Biography nor Family & Kids.

Europe holds second position in the Action genre, with 12% of all streams (after 28% of the Action coming from the USA and Canada). All-in-all, Europe places 10 Action titles in the top 100, while the UK only gathers 4.

Europe focuses on genres like Comedy, Drama, and Thriller. However, in these last three genres, Europe doesn't deliver more than 1% of the content in each of these categories. Europe contributes with a slim 15% to the Drama genre, while the UK contributes with 21%. The rest of the Drama comes from other regions of the world.

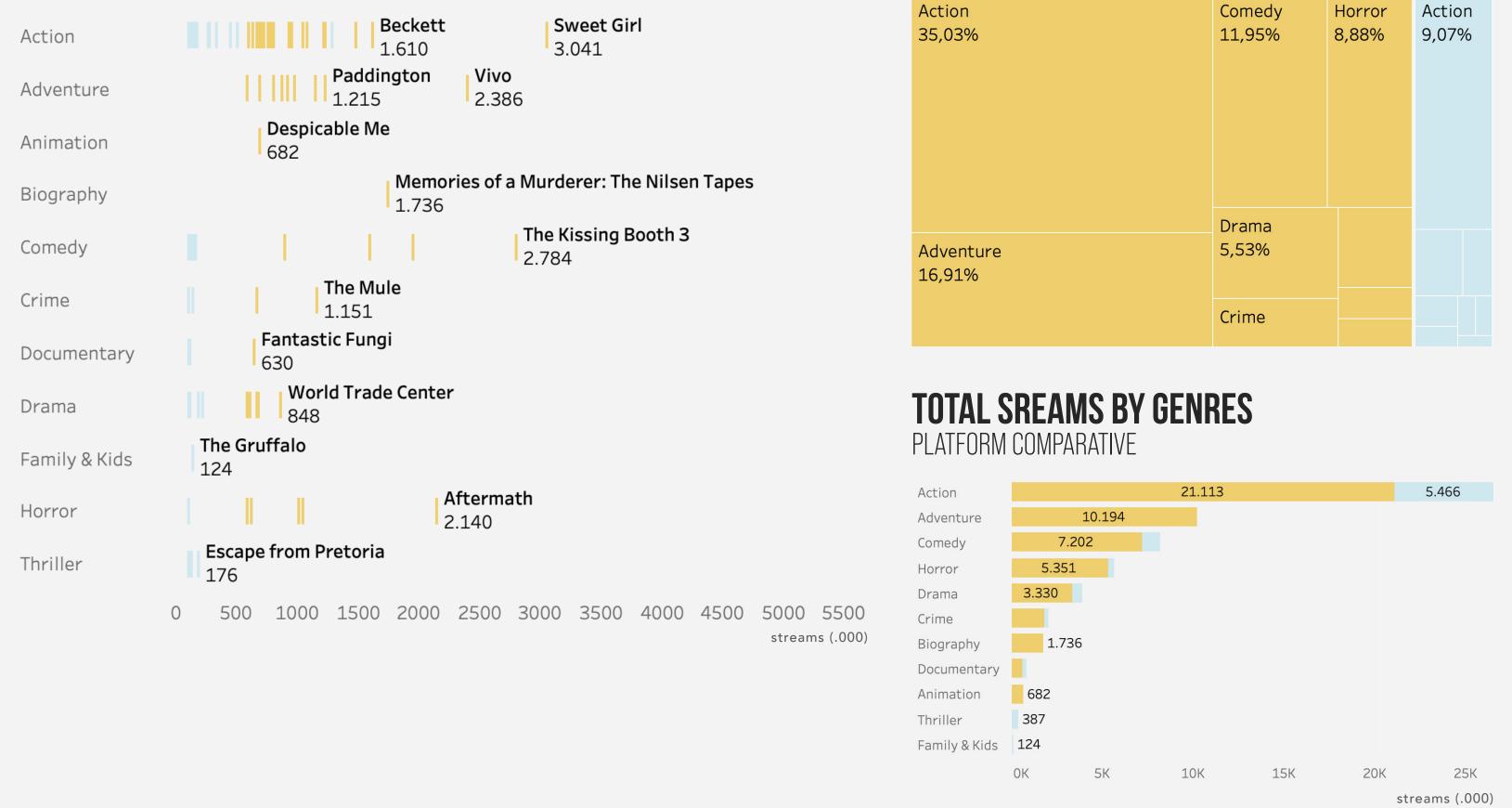




• P.21 🗕

UK 100 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES





Netflix

MOST WATCHED GENRES

SHARE BY PLATFORM

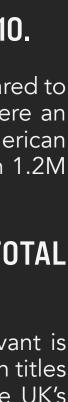
n 3%	Comedy 11,95%	Horror 8,88%	Action 9,07%
nture .%	Drama 5,53%		
	Crime		

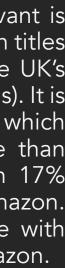
AMAZON DOES HIT THE UK'S TOP10.

Although Amazon's share is slim compared to Netflix, the UK is the only territory where an Amazon title makes it to the top 10: American "Boss Level" occupies position 10 with 1.2M streams.

ACTION HOARDS 44% OF THE TOTAL **TOP 100 MOVIES IN THE UK.**

The only genre where Amazon is relevant is Action. Adding up 35% of Netflix Action titles and 9% of Amazon Action movies, the UK's top 100 is 44% Action (over 26M streams). It is the largely dominant genre and one in which Foreign Languages seem to be more than welcome. Adventure comes next with 17% on Netflix but no participation from Amazon. Comedy is the thirdly streamed genre with 12% on Netflix and a slim 1.6% on Amazon.





UK 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE		
1	Friends	Netflix	Comedy	73.294	
2	Peppa Pig	Netflix	Adventure	44.132	
3	Superstore	Netflix	Comedy	23.060	
4	PAW Patrol	Netflix	Action	20.922	
5	Outer Banks	Netflix	Action	20.731	
6	Modern Family	Netflix	Comedy	18.658	
		Amazon	Comedy	902	
7	Brooklyn Nine-Nine	Netflix	Comedy	17.215	
8	Teen Titans Go!	Netflix	Action	14.857	
9	Grey's Anatomy	Amazon	Drama	13.972	
10	Clickbait	Netflix	Drama	12.024	
11	Hit & Run	Netflix	Action	10.102	
12	Clarence	Netflix	Adventure	6.920	
13	The Chair	Netflix	Comedy	6.850	
14	Pokémon	Netflix	Action	6.616	
15	Virgin River	Netflix	Drama	6.549	
16	The Loud House	Netflix	Action	5.876	
17	Love Is Blind	Netflix	Game-Show & Reality.	5.327	
18	Sex/Life	Netflix	Comedy	5.228	
19	Cruel Summer	Amazon	Drama	5.168	
20	The Office	Netflix	Comedy	4.989	
21	Peter Rabbit	Netflix	Family & Kids	4.977	
22	RuPaul's Drag Race .	. Netflix	Game-Show & Reality.	4.843	
23	Never Have I Ever	Netflix	Comedy	4.822	
24	Horrid Henry	Netflix	Family & Kids	4.75 3	
25	Atypical	Netflix	Comedy	4.526	
26	The Big Bang Theory	Netflix	Comedy	4.514	
27	The Grand Tour	Amazon	Comedy	3.832	
28	Home and Away	Amazon	Drama	<mark>3.5</mark> 82	
29	Jeremy Clarkson: I B.	Amazon	Documentary	<mark>3.</mark> 329	
30	Nine Perfect Strang.		Drama	3.174	
SHOW/II	NG 30/100 - See complete	chart horo			

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

Asia EU Other UK

Usa & Canada



Family & Kids

Documentary

Crime

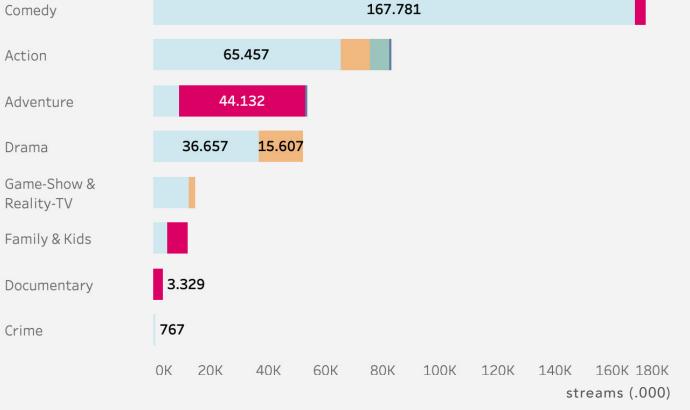
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON

Genrelist Shows GB



DIVERSITY DOESN'T STAND OUT IN THE UK TOP SERIES LIST.

When we look at the entire top 100 shows, we don't see a single European series. Moreover, until #23, we only see one UK content, including the loved-by-kids "Peppa Pig" (#2 -45M streams). What's left? Only USA & Canada products, except for Asian "Pokemon". 79% of the overall top 50 are produced by USA & Canada, leaving the UK with a remote participation of 12% and Europe cornered with a feeble 2%.

COMEDY IS THE #1 GENRE...BY FAR.

"Friends" smashes at #1 with 73M streams, almost twice the streams of the second show in the ranking: "Peppa Pig" (44M streams). Comedy is the most-watched genre in the top 10, including American comedies like "Superstore" (position 3 with 23M streams), "Brooklyn Nine-Nine" (#7 with 17.2M streams), and lifetime library comedy "Modern Family" (19M streams). This trending love for comedies is extensive to the top 50: the genre scores 172M streams, which means twice the next genre: Action (83M streams).

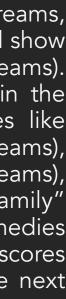
KIDS CONTENT SCORES HIGH IN THE UK

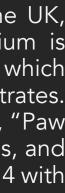
Adventure is the only genre led by the UK, and it gains third position. The podium is explainable by the many streams which Adventure-tagged "Peppa Pig" concentrates. Besides "Peppa Pig"'s triumphing spot, "Paw Patrol" hits position 4 with 21M streams, and Asian classic "Pokemon" is in position 14 with 6.6M streams.











UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

			DIATEODI		CENDE	
	MOVIES		PLATFORM		GENRE	
1	Peppa Pig	1	Netflix	6	Adventure	9.672
		2	Netflix	5	Adventure	9.967
		3	Netflix	3	Adventure	10.154
		4	Netflix	8	Adventure	8.558
		6	Netflix	28	Adventure	5.782
2	Horrid Henry	5	Netflix	44	Family & Kids	4.753
3	The Grand Tour	3	Amazon	41	Comedy	<mark>6</mark> 86
		4	Amazon	5	Comedy	3.146
4	Jeremy Clarkson: I Boug	1	Amazon	3	Documentary	3.329
5	Vikings	6	Amazon	28	Action	838
6	Teletubbies	1	Amazon	29	Family & Kids	<mark>8</mark> 10
7	Mr. Bean: The Animated	4	Amazon	37	Family & Kids	737
8	Mia and Me	1	Amazon	44	Adventure	638
9	Bing	1	Amazon	48	Family & Kids	622 Average

5K streams (.000)

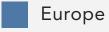
0K

10K



Genre Action Adven Come Docun Family

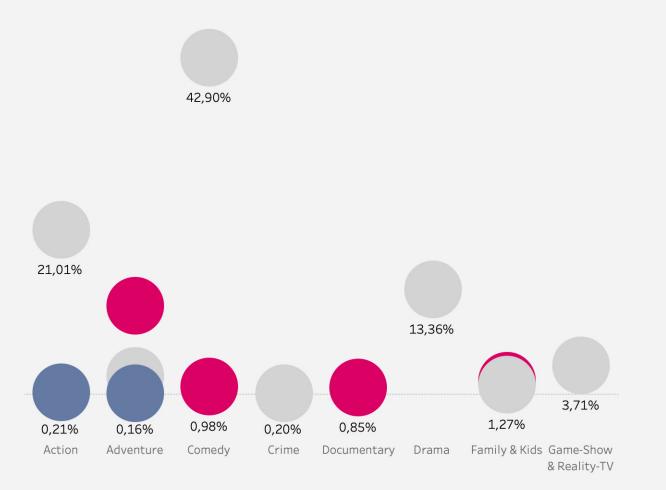
PRODUCTION COUNTRIES



UK

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

elist Shows	Europe UK	
n	1	
nture	1	1
dy		1
mentary		1
y & Kids		4

CONTRIBUTION TO DRAMA STREAMS

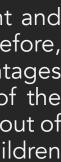


EUROPE DIDN'T FIND A SPOT IN UK'S SUMMER STREAMING PLANS.

Leaving the US & Canada aside, we only have the UK left. Europe is nowhere to be seen. Most of the shows are from the UK, except two European titles with slim streams on Amazon: "Vikings" (838K streams) and Children's adventure "Mia and Me" (638K streams). We find a broad spectrum of UK family & kids content (either Action or Adventure) in the top positions, and the classic British TV series "The Grand Tour" amasses 3.7M streams.

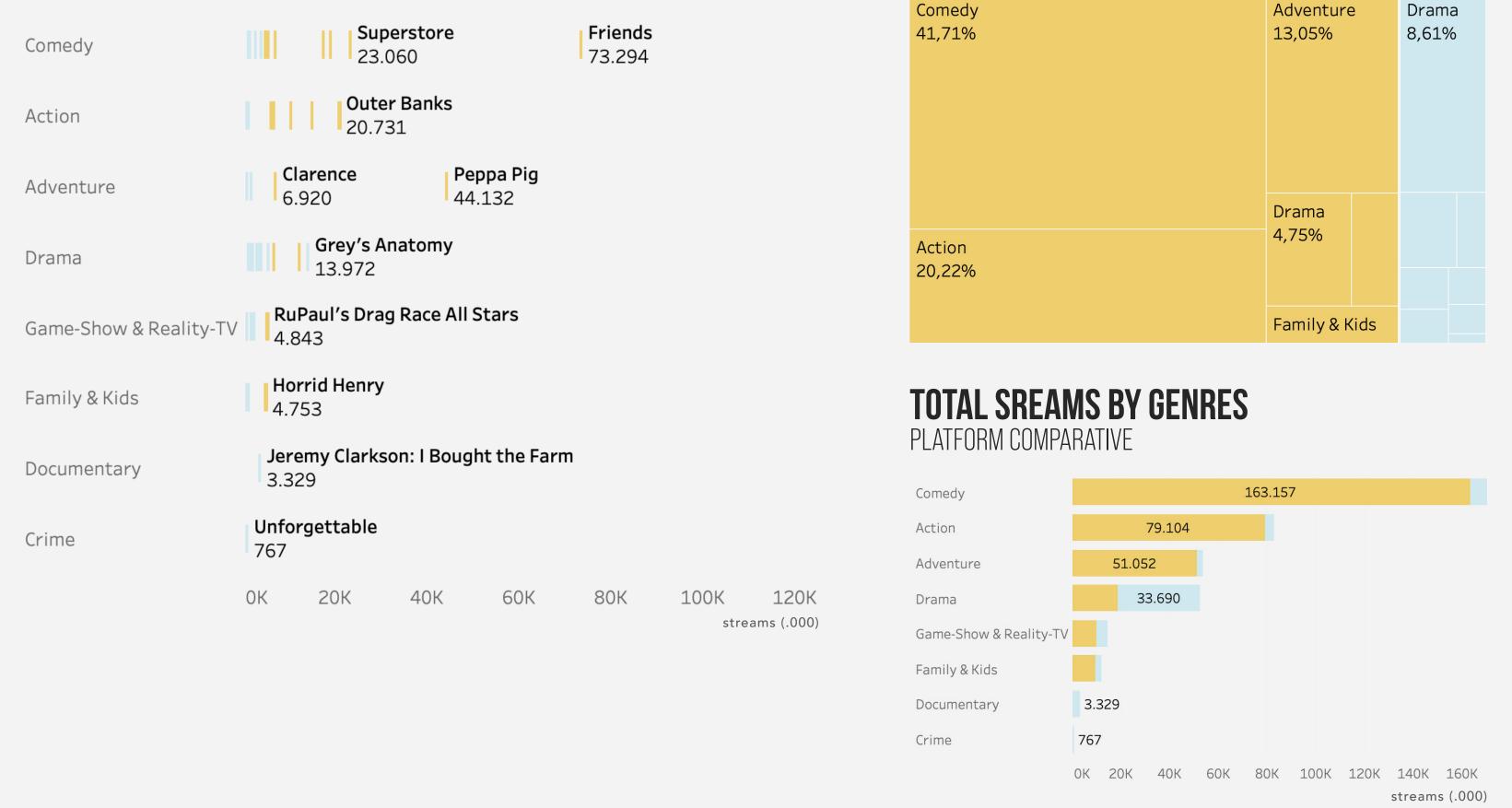
A TINY AMOUNT OF UK TITLES BESIDES **CHILDREN'S CONTENT.**

The UK is not delivering Action content and counts just the one Comedy. Therefore, it doesn't have competitive percentages in content input in any genre. 100% of the Drama tag comes from other regions. 5 out of 7 contents coming from the UK target children audiences (under 12 yo).



UK 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES



UK 100 SHOWS

DIGEST

OTT

Amazon Netflix

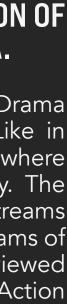
MOST WATCHED GENRES

SHARE BY PLATFORM

edy _%	Adventure 13,05%	Drama 8,61%	
n 2%	Drama 4,75%		
	Family & Kids		

AMAZON HAS JUST A SLIM PORTION OF THE PIE BUT STILL LEADS DRAMA.

Amazon gathers 8.6% of the leading Drama titles, while Netflix only has 4.75%. Like in films, The UK becomes the only territory where Amazon series enter the top category. The effect is mainly explained by the 14M streams of "Grey's Anatomy" and the 5.1M streams of "Cruel Summer." Comedy is the most viewed genre on Netflix with 41%, followed by Action (20% of the streams).



• P.25 🗕

GERMANY 100 MOVIES | **OVERVIEW**

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE
1	The Kissing Booth 3	Netflix	Comedy
2	Birds of Prey	Netflix	Action
3	Sweet Girl	Netflix	Action
4	Shiny_Flakes: The Teen	Netflix	Biography
5	He's All That	Netflix	Comedy
6	The Last Mercenary	Netflix	Action
7	Resort to Love	Netflix	Comedy
8	The Witcher: Nightmare.	. Netflix	Action
9	The Good Liar	Netflix	Crime
10	Blood Red Sky	Netflix	Action
11	Tomb Raider	Netflix	Action
12	Beckett	Netflix	Action
13	Rurôni Kenshin: Sai shû	Netflix	Action
14	Schwarze Insel	Netflix	Thriller
15	Just Mercy	Netflix	Biography
16	The Last Letter from Yo	Netflix	Drama
17	Ready Player One	Amazon	Action
		Netflix	Action
18	Suicide Squad	Amazon	Action
		Netflix	Action
19	Open Your Eyes	Netflix	Horror
20	The Angry Birds Movie 2	Netflix	Adventure
21	The Swarm	Netflix	Drama
22	World Trade Center	Netflix	Drama
23	Vivo	Netflix	Adventure
24	Creed II	Netflix	Drama
25	The Secret Life of Pets	Netflix	Adventure
26	Looney Tunes: Back in A.	Netflix	Action
27	Crazy, Stupid, Love.	Netflix	Comedy
28	Killers	Amazon	Action
29	The Kissing Booth 2	Netflix	Comedy
30	Doctor Sleep	Netflix	Drama

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957 1 226 1 706 1 323 1 591 1 389 1 360 1 370 1 703 1 591 1 586 1 575 552	1.023			
226	961			
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SHOWING 30/100 - See complete chart here

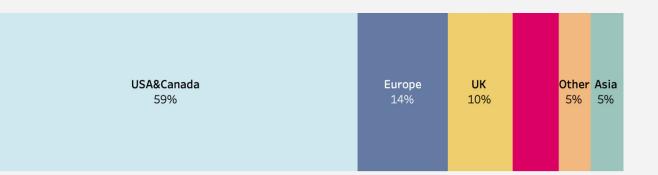
PRODUCTION COUNTRIES

Asia EU Germany Other Usa & Canada

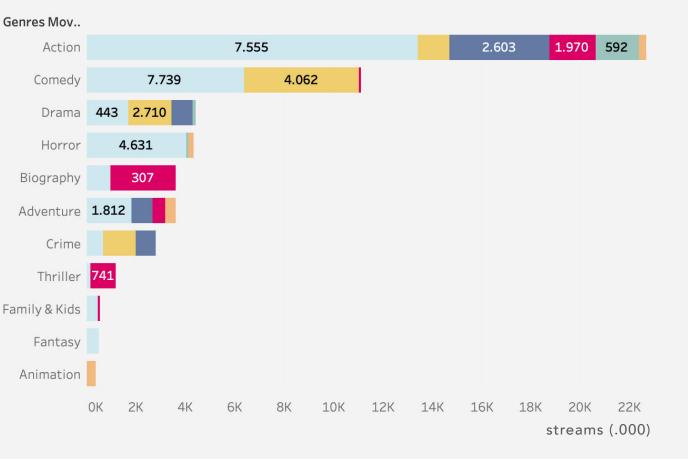


CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



ACTION, COMEDY AND DRAMA. THE MAJOR GENRES KEEP THE HIGHEST **RATES IN THE TOP10.**

Action becomes the genre with the highest number of streams, followed by Comedy and Drama. The release sequel of teen comedy 'The Kissing Booth 3" made the #1, helping Action movie streams with 3.4M. Harley Quinn's "Birds of Prey" is in #2 and Brian Andrew Mendoza's feature debut thriller-drama "Sweet Girl" in #3 completing the podium with 3.1 and 3M streams each. Local movie "Shiny Flakes: The Teenage Drug Lord" sneaks in at #4 (2.6M streams) boosted by the hit show "How to sell drugs online (Fast)," the true story behind Max S.

Digging down to #16, we find the first Drama movie, the British romantic drama "The Last Letter from Your Lover", based on Jojo Moyes' 2012 bestseller of the same name. Since July, the film has climbed 43 positions (from #27 to #16 in August).

ONLY FOUR EUROPEAN MOVIES RANKED IN THE TOP30:

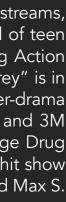
action movie "The Last Mercenary" (#6 with 1.6M streams), "Beckett" (#12 and 1.2M streams), 2019's computer-animated comedy film based on Rovio Entertainment's Angry Birds video game series, Finland and USA project produced by Columbia Pictures "The Angry Birds Movie 2"(#20) and "The Swarm' (#21), a French drama-horror film directed by Just Philippot based on a screenplay by Jérôme Genevray and Franck Victor.

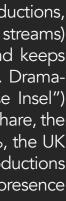
Something along those lines happens to local productions, with "Shiny_Flakes: The Teenage Drug Lord" (2.6M streams) and "Blood Red Sky" which took top spot in July and keeps the reasonable rates in August at #10 thanks to 1.2M. Drama-Thriller German "Black Island" (original title "Schwarse Insel") made #14 with 1M streams. Concerning the catalogue share, the USA&Canada hegemony remains well rooted with 59%, the UK follows with 10% (a two-point growth), and German productions fall 4 points, from 11% in July to 7% in August. European presence consolidates with 14% share (up from 8% in July)

EUROPEAN PRODUCTIONS SHINE IN ACTION WITH 4M STREAMS, AND **GERMANY COLLECTED 1.8 STREAMS**

in the category dominated by USA&Canada productions with 13.4M Streams. European movies achieved som streams in Drama, kid-oriented genre Adventure, and Crime. USA&Canada and UK stand out in Comedy with 6.3M and 4.6M streams each, whereas Horror movies in the Top 100 keep their American flair. Germany towers at the top of Biography with 2.6M streams and Thrillers with 1M streams thanks to "Black Island."











GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

	MOVIES	PLATFORM	F	GENRE		NETFL
1	Shiny_Flakes: The Teen	Netflix	4	Biography	2.640	
2	The Last Mercenary	Netflix	6	Action	1.658	
3	Blood Red Sky	Netflix	11	Action	1.290	30
4	Beckett	Netflix	13	Action	1.262	
5	Schwarze Insel	Netflix	15	Thriller	1.023	
6	The Angry Birds Movie 2	Netflix	19	Adventure	860	ams
7	The Swarm	Netflix	20	Drama	850	% of total Streams
8	Looney Tunes: Back in A	Netflix	26	Action	591	tota
9	Türkisch für Anfänger	Netflix	33	Adventure	498	% 01
10	The Loud House	Netflix	49	Action	403	
11	Department Q: The Abs	Amazon	4	Crime	251	
12	Journal 64	Amazon	6	Crime	241	
13	The Balkan Line	Amazon	8	Action	232	3,
14	Department Q: The Kee	Amazon	12	Crime	201	
15	The Blackout	Amazon	18	Action	152	
16	Department Q: A Conspi.	. Amazon	20	Crime	145	
17	American Ultra	Amazon	22	Action	128	
18	The Extraordinary Adve	Amazon	28	Action	116	NIIM
19	Valerian and the City of .	Amazon	31	Action	111	
20	How to Be Really Bad	Amazon	34	Family & Kids	110	BY G
21	It's for Your Own Good	Amazon	39	Comedy	104 Average	NETFL

0K 1К

2К

streams (.000)

Genres Action Adven Biogra Comed Crime Drama Family

PRODUCTION COUNTRIES

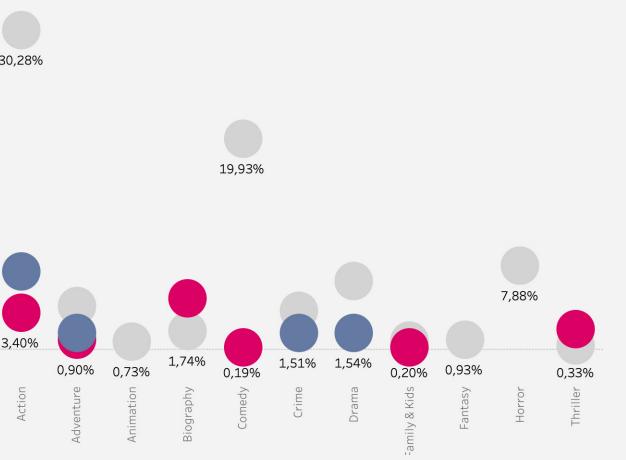


Germany



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

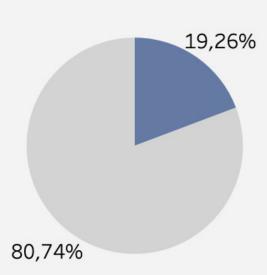
-LIX - AMAZON



MBER OF TITLES GENRES FLIX - AMAZON

Genres Movies DE	Europe	Germa
Action	8	2
Adventure	1	1
Biography		1
Comedy		1
Crime	4	
Drama	1	
Family & Kids		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



THE EUROPEAN AND GERMAN MOVIES IN THE TOP100 (TOP50 NETFLIX AND **TOP50 AMAZON).**

Zooming into European and local production, we may find 21 movies classified in Top 50 Netflix and Top 50 Amazon. There is a total of 7 German movies in the list.

From #20 downwards on Netflix, the number of streams decreased significantly and underperformed below average. Only two titles made Top10 in Netflix, and three made the Top10 in Amazon.

No European neither German movie performed over average in Amazon's Top50, and the performance of top movies on this platform equals Netflix's bottom of the barrel. For example, "The Loud House" ranked #49 in Top50 Netflix with 403K streams, "Department Q" positioned #4 in Amazon with 251K streams.

The contribution of European content to the total streams represented 7,35% and 3,4% German movies in Action. Germany excelled in Biography with 4,78% and Thriller with 1,85%.

WHAT ABOUT DRAMAS?

Drama does not shine in the streaming platforms as much as it does in the Major Award-Contender shortlist or Film Festival programming. Looking deep into the Drama category, European movies fill up almost 20% of total Drama streams in August.





GERMANY 100 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES

Actior **Birds of Prey** 33,199 Action 3.121 He's All That The Kissing Booth 3 Comedy 1.935 3.457 The Last Letter from Your Lover Drama 957 Aftermath Horror 1.310 Just Mercy Shiny_Flakes: The Teenage Drug Lord Come Biography 961 2.640 18,699 The Angry Birds Movie 2 Adventure 860 Joker The Good Liar Crime 432 1.301 Schwarze Insel Thriller 1.023 Are We There Yet? Family & Kids 452 The Old Ways Fantasy 517 Monster Hunter: Legends of the Guild Animation 401 ΟК 1К 2К ЗК 5К 4К 6К streams (.000)

OTT

Amazon

Netflix

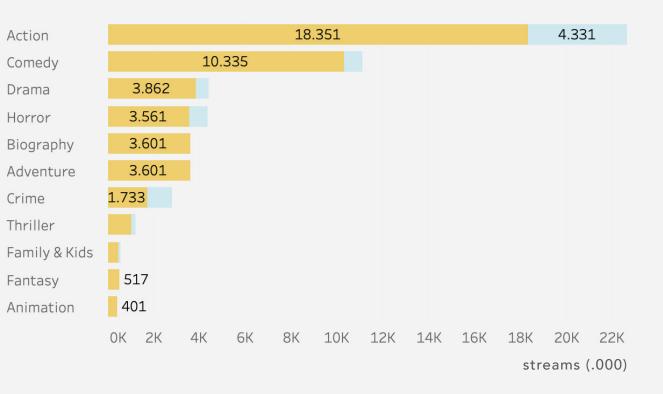


MOST WATCHED GENRES

SHARE BY PLATFORM

n)%	Drama 6,98%	Biography 6,51%	Action 7,83%	
	Adventure 6,51%	Horror 6,44%		
edy 9%				
	Crime	Thriller		

TOTAL SREAMS BY GENRES PLATFORM COMPARATIVE



NETFLIX REINS IN THE STREAMING UNIVERSE WITH ITS TOP50 MOVIES PERFORMANCE, AND AMAZON DOESN'T **DELIVER AT THE SAME RATES.**

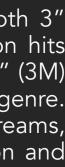
Action in Netflix took up 33% of Top100, amassing 18 M streams in August and becoming the most-streamed genre on Amazon, with only 7,83% of total views (4.3M).

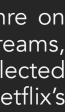
Comedy excels with "The Kissing Booth 3" (3.4M Streams), which surpasses Action hits "Birds of Prey" (3.1M) and "Sweet Girl" (3M) but seems not enough to beat the #1 genre. Netflix comedies sum up 18% of total streams, but it's a second-tier genre on Amazon and only represents 2%.

Drama is the third most-streamed genre on Netflix thanks to almost 7% of total streams, which means 3.8M streams. Amazon collected 1M streams in Crime, closely matching Netflix's 1.7M figure.









GERMANY 100 SHOWS OVERVIEW

TOTAL STREAMS BY SHOW

NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE		
1	Modern Family	Netflix	Comedy	59.686	
2	The Blacklist	Netflix	Crime	33.128	
3	Naruto: Shippûden	Netflix	Action	30.488	
4	Brooklyn Nine-Nine	Netflix	Comedy	26.401	
5	How to Sell Drugs Onlin.	. Netflix	Comedy	23.697	
6	Outer Banks	Netflix	Action	21.225	
7	The Good Doctor	Netflix	Drama	20.127	
8	The Big Bang Theory	Amazon	Comedy	686	
		Netflix	Comedy	18.401	
9	Naruto	Netflix	Action	15.933	G
10	Peppa Pig	Netflix	Adventure	13.405	NE
11	How I Met Your Mother	Netflix	Comedy	11.776	INL
12	Two and a Half Men	Amazon	Comedy	9.321	
13	PAW Patrol	Netflix	Action	8.523	Cor
14	Boruto: Naruto Next Ge.	. Netflix	Action	7.570	
15	The King of Queens	Amazon	Comedy	7.437	A ct
16	Pokémon	Netflix	Action	6.008	Act
17	Arrow	Netflix	Action	5.293	
18	Criminal Minds	Amazon	Crime	5.065	Cri
19	Never Have I Ever	Netflix	Comedy	4.977	
20	Manifest	Amazon	Drama	4.692	Dra
21	Clickbait	Netflix	Drama	4.482	
22	Shaman King	Netflix	Action	4.305	Adv
23	New Amsterdam	Netflix	Drama	3.829	Au
24	Riverdale	Netflix	Crime	3.808	
25	Hit & Run	Netflix	Action	3.802	Far
26	Lucifer	Amazon	Crime	3.461	
27	Cruel Summer	Amazon	Drama	2.910	An
28	Desperate Housewives	Amazon	Comedy	2.792	
29	iCarly	Amazon	Comedy	1.797	
30	Nine Perfect Strangers	Amazon	Drama	1.731	streams (.000)

SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES

Asia Germany Other UK

Usa & Canada

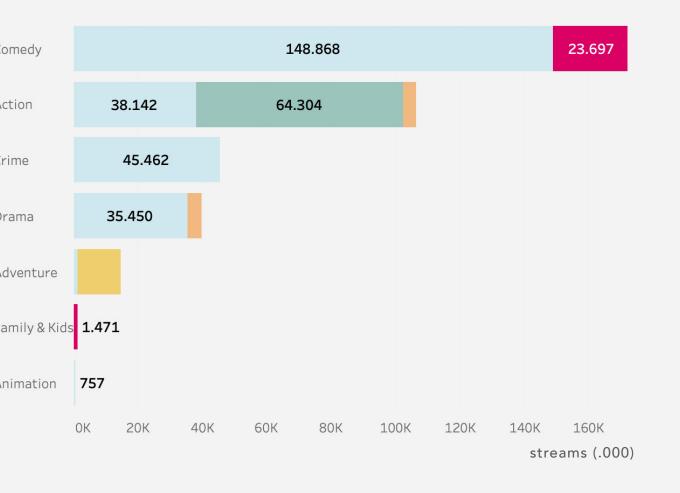


CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES NETFLIX - AMAZON



LINEAR **BROADCASTER-MEGAHITS KEEP THE STREAMING RATES GOING.**

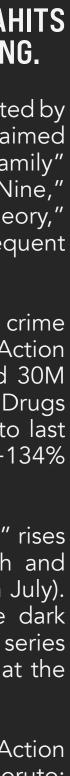
Show Top100 portraits a picture dominated by USA&Canada with an 85% share. Acclaimed comedy TV shows such as "Modern Family" (#1 and 59M streams), "Brooklyn Nine-Nine," (#4 and 26M streams), "The Big Bang Theory," and "How I Met Your Mother" are frequent content at the top of the grid.

By a gap of 37M streams, in #2, NBC crime series "The Blacklist" (33M) and Asian Action anime "Naruto: Shippûden" collected 30M streams in #3. German hit "How to Sells Drugs Online" rises ten positions compared to last month and scores 23M streams in #5 (+134% than July)

German hit "How to Sells Drugs Online" rises ten positions compared to last month and scores 23M streams in #5 (+134% than July). The season 3 German coming-of-age dark humour crime streaming television series went through the roof with its release at the end of July.

Asia's 5% catalogue share with Anime-Action series collection such as "Naruto," "Boruto: Naruto Next Generation," and "Pokémon," which amassed 64M streams.

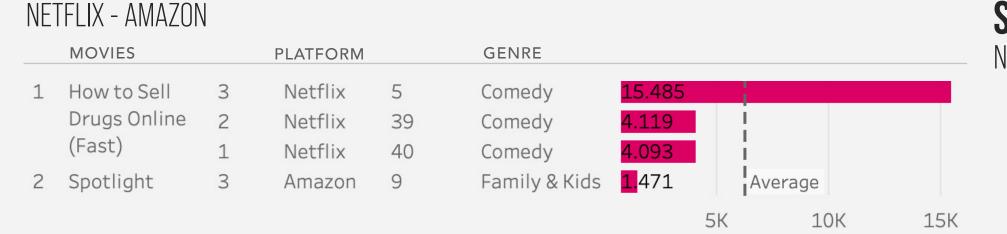
Aren't we missing someone? In August, no European content made the Top100 in Germany.



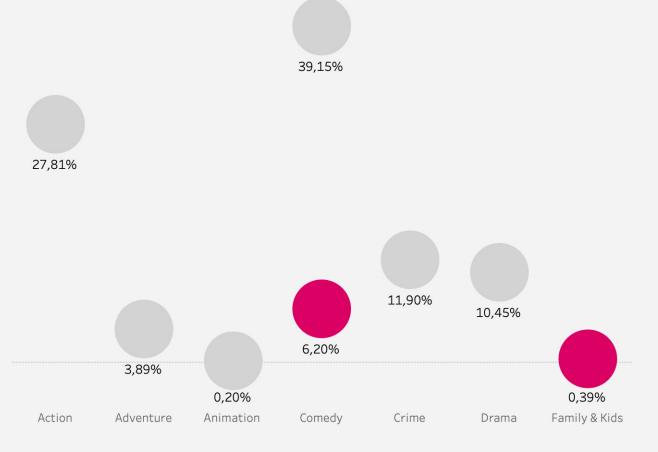


GERMANY 100 SHOWS | **EUROPEAN FOCUS**

LOCAL AND EUROPEAN SHOWS IN THE TOP 100



streams (.000)





PRODUCTION COUNTRIES



Germany

GERMANY 100 SHOWS DIGEST AUGUST THINK DA



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

NUMBER OF TITLES **BY GENRES** NETFLIX - AMAZON

CONTRIBUTION TO DRAMA STREAMS

Genres Shows DE	Germa	
Comedy	1	
Family & Kids	1	

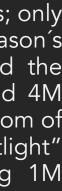
100,0%

A MASSIVE FLOP FOR EUROPEAN **PRODUCTIONS WITH NO SHOWS IN THE GERMAN RANKING.**

No big success for German productions; only two shows made the Top100. Last season's "How To Sell Drugs Online" dragged the previous season's re-watch with around 4M streams. Season 1 and 2 sits at the bottom of Top50 ranking #39 and #40 each. "Spotlight" show ranks #9 at Amazon, gathering 1M streams.

German shows are only glowing in the Comedy genre, where they collect 6,20% of total streams. Drama represents 10,45% of full streams, all non-European or German productions.







GERMANY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES

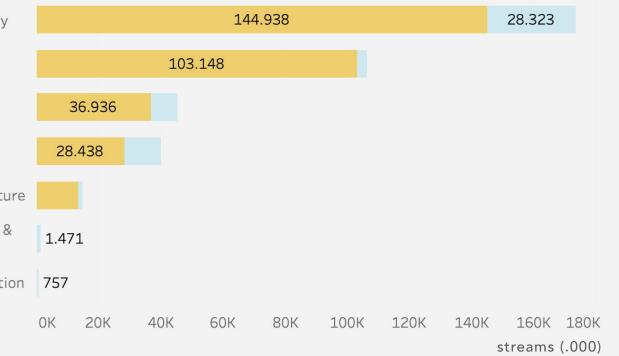
Comedy	Brooklyn Nine-Nine Modern Fami 26.401 59.686	ily Comedy 37,94% Crime 9,67%	Comedy 7,41%
Action	Naruto: Shippûden 30.488		
Crime	Criminal MindsThe Blacklist5.06533.128	Action 27,00% Drama	Drama 3,01%
Drama	ManifestThe Good Doctor4.69220.127	Advent 3,51%	Crime
Adventure	Lost Peppa Pig 1.450 13.405	TOTAL SREAMS BY GENRES	
Family & Kids	Spotlight 1.471	PLATFORM COMPARATIVE Comedy 144.938	28.323
Animation	Family Guy 757	Action 103.148 Crime 36.936	
	10К 20К 30К 40К 50К 60К 70К strea	80K Drama 28.438 ams (.000) Adventure Family & 1.471	
		Kids Animation 757	

- OTT Amazon
 - Netflix



MOST WATCHED GENRES

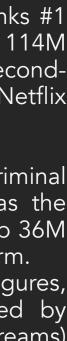
SHARE BY PLATFORM



COMEDY RUNS THE SHOW.

When it comes to shows, Comedy ranks #1 in Netflix with almost 38%, piling up 114M streams and 28M in Amazon. The secondbest genre, Action, reaches 27% on Netflix with 103M streams.

"The Blacklist" on Netflix and "Criminal Minds" on Amazon position Crime as the third most-watched genre, summing up 36M and 8M streams on each service platform. Drama scores some reasonable figures, grasping 40M total streams, powered by "The Good Doctor" (Netflix 20M streams) and "Manifest." (Amazon 4.6M)



• P.31 🗕

GLOBAL TAKES

- 1 / Streaming figures drop between 10-15 points compared to July's figures, collapsing in Italy and France. August 2021 vibe on a back-to-2019 summer style in which the audience seemed to have enjoyed outdoor activities and flight mode devices. The valley accentuates in Mediterranean countries except for Spain, which maintains a tiny drop but an ongoing consumption similar to UK and Germany rates. Taking Show streaming as an example, Spain reported a fall of -8,87% (From 302M cumulated streams in shows during July to 275M in August). We found a similar trend in the UK with a -9,92% drop, but a heavier flop in Italy, going down -21,93% (244M streams down to 190M). France experienced a similar dog-day effect reducing consumption -14,51%. Germany experienced a small valley of -5.25%.
- 2 / European Drama movies are not necessarily a locomotive. Italy registered the higher European Dramamovie consumption; over 68% of total Drama streams were European productions (+3 points compared to July), followed by Germany (19%), the UK (15%) and Spain (14%). France disappoints at the bottom of the list, with merely 2% of Drama streams coming from European countries.

- **3 / Europe is all about Movies.** More European and Local productions made it to the Top100 movies than to the Top100 Shows: an average of 25 movies against 8 shows. Spain was the country with the most European and Local shows in the grid, counting 20 productions. Italy enlisted the most European and Local productions among the Top100 Movies with 29 movies.
- **4 / Germany was not so European.** Germany only registered two local shows and no European content among the Top 100 Shows. Something along those lines happened in the UK, with 2% of European shows on the list powered by Ireland & Canada co-production action "Vikings" and "Mia and Me" at Amazon's bottom grid.
- **5 / Shows? A completely different tale for European content, where the USA owns the show business.** USA & Canada catalogue share of the Top100 skyrocket when it comes to Shows, reaching the highest rate in Germany with 85% of catalogue dominance and in the UK with 79%. The lowest rates are held by Spain and Italy with 52% and 67% respectively.
- **6 / European new seasons releases gain a spot by the fire in almost every country** in a month with no big WoWs, such as Spanish "Valeria" ranking #1 in Spain and Italy (#5 in France), "How to Sell Drugs Online (Fast),"in fifth position in Germany (#19 in France)

- 7/ Netflix Glocal Originals bet have been on a hot streak during summer and keep collecting streamings: "Lupin", "Elite", "Sky Rojo" and "Valeria", "Never Have I Ever", "Malasaña 32".
- 8 / The hot-red European movies that made the grades in the Top30s: "Beckett", "Black Island", "The Last Mercenary.", "Blood Red Sky" and "How to Be a Good Wife".
- **9 / Asian shows conquered the audience's heart and time,** obtaining around 7-10% of catalogue share everywhere except the UK, which seems unaffected to Anime's spell in the tracked streaming services. The Asian productions stick to Anime, Animation, and Adventure proposals with well-known shows such as "Pokémon" "Naruto," and "Hunter x Hunter", among others. Netflix's latest business approaches are pivoting towards games and gamifying experiences within the platform, and indeed Asian production will have a say on this.
- **10 / Amazon didn't make the grades,** and almost no content in the platform surpasses Netflix's lower Top100 streaming figures. Hardly any Amazon content plays above average.

THINK DATA A REPORT BY THE FLM AGENCY WITH THE PARTNERSHIP OF SODA