

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.

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

WHAT IS SODA

HOW WE DO WHAT WE DO...

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

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

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

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

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

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

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

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

Digital i's SVOD Measurement System SoDA



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?

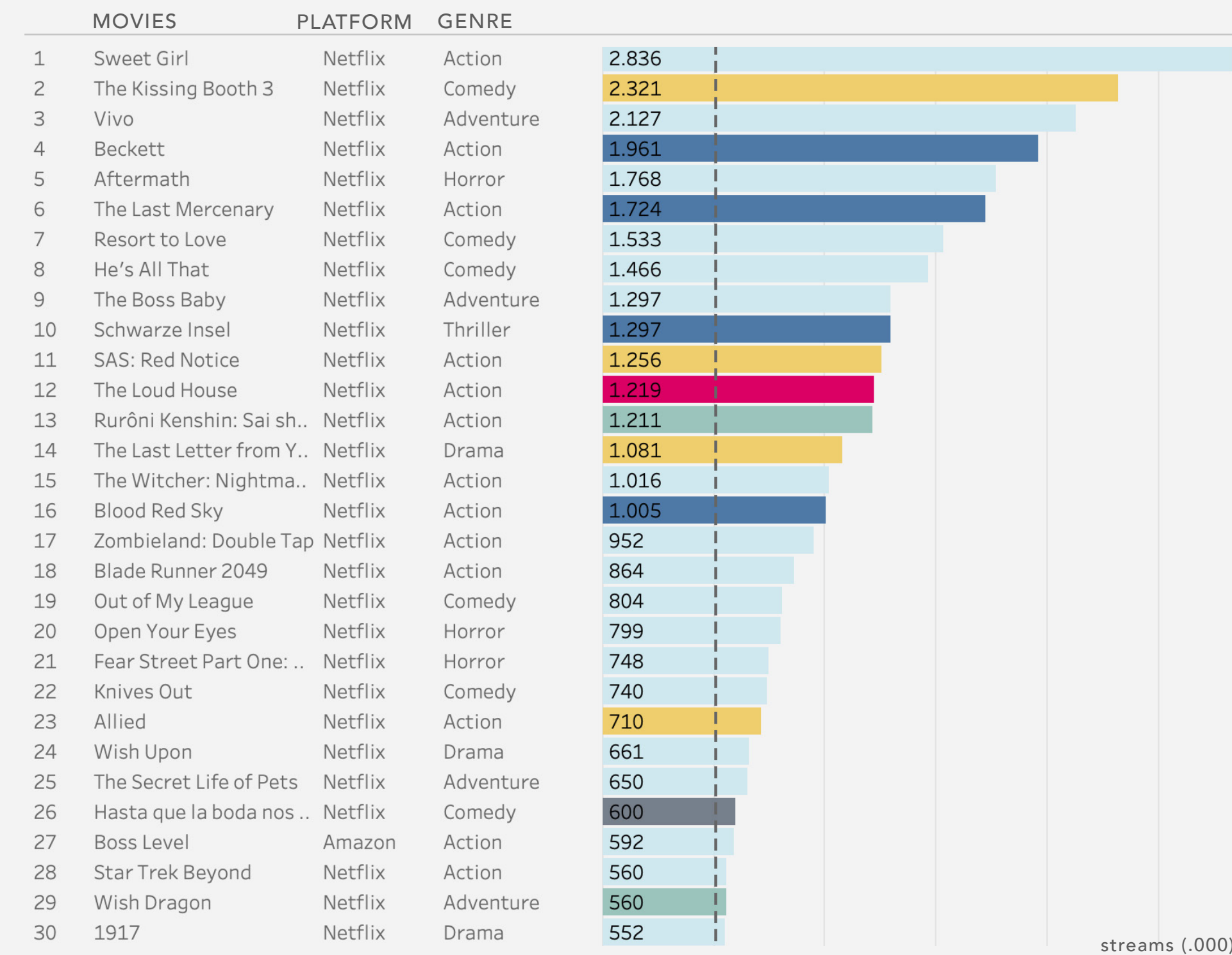
Elena Neira

La Otra Pantalla - Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



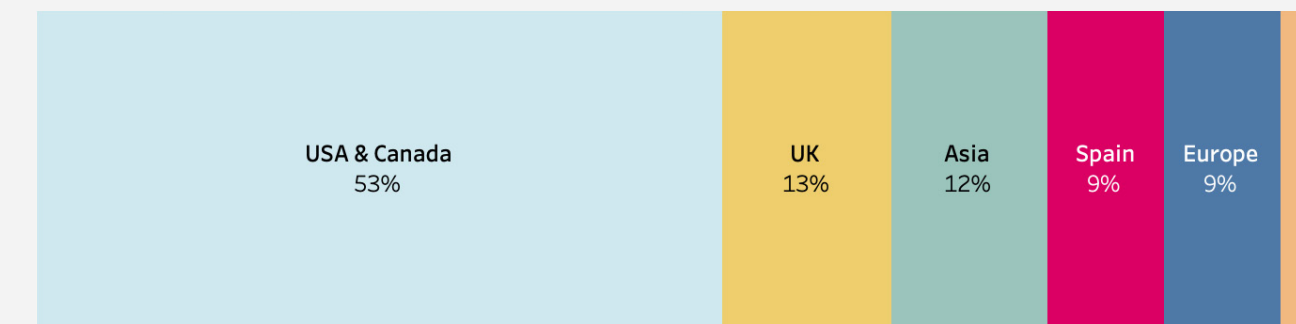
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



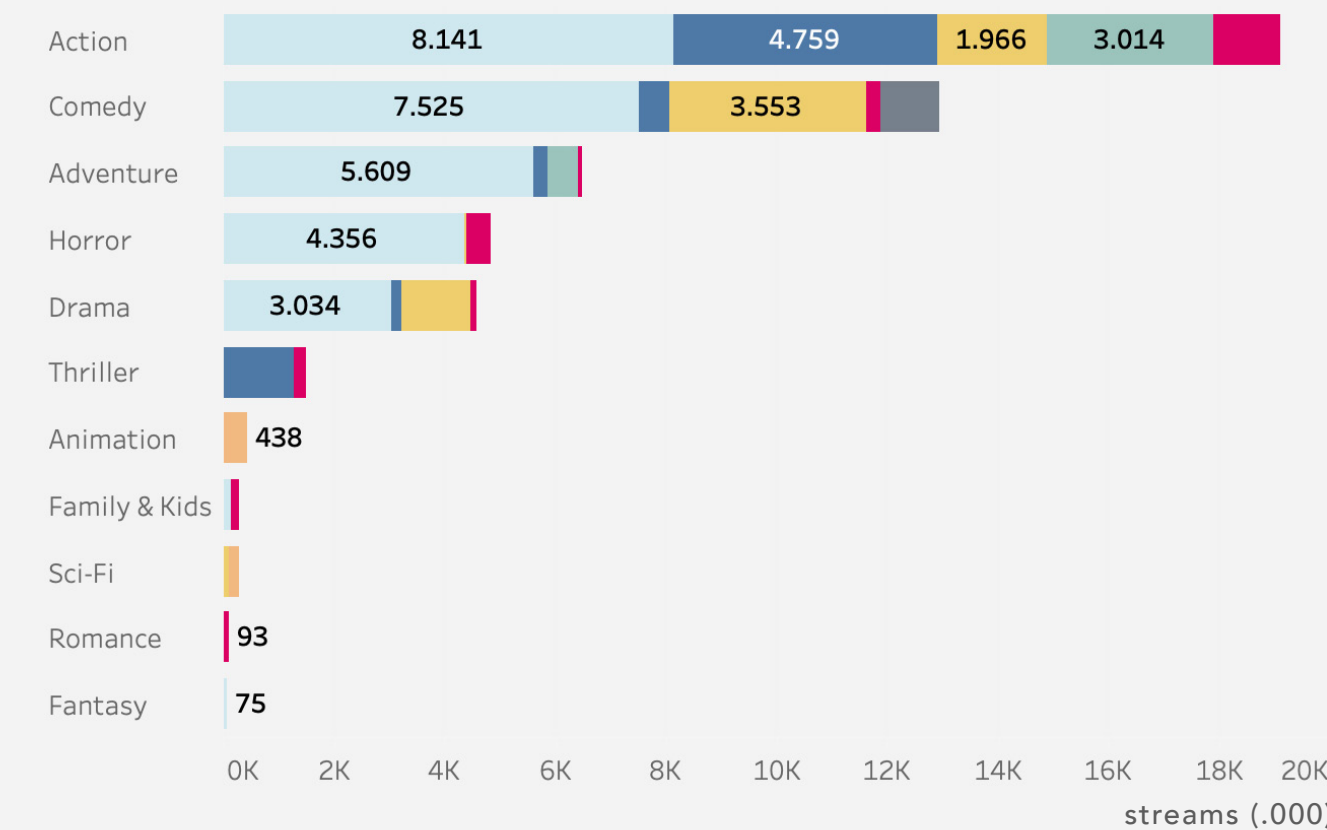
CATALOG SHARE BY COUNTRY

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.

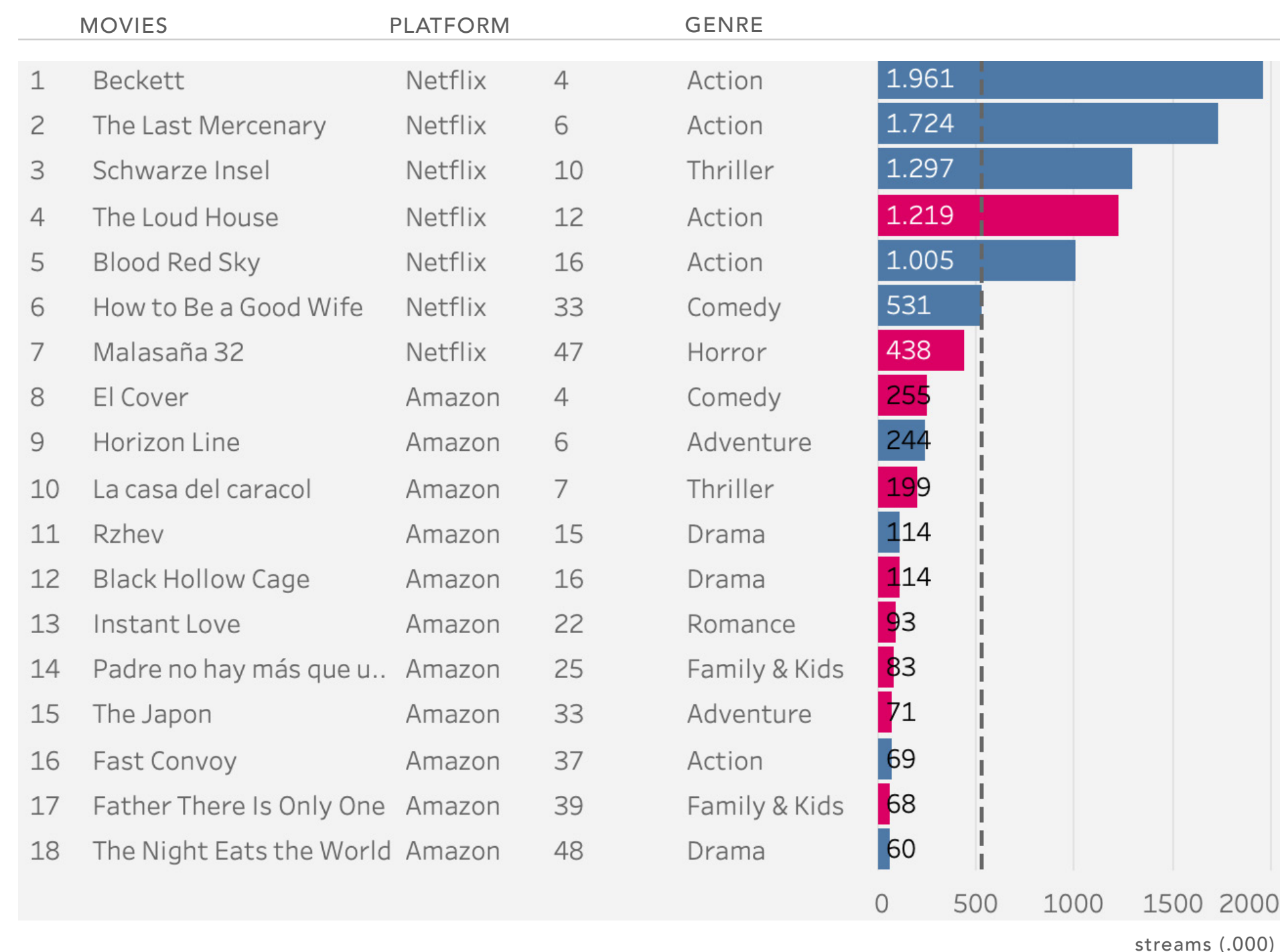
Within the Top15, the first drama title in the leading positions is the rom-com "A letter From Your Lover" #14 with 1M streams. Further down the ranking, a few titles include the drama tag, but, more often than not, it combined with another sub-genre: #24 "Wish Upon" (drama-horror), 1917 (drama-war),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

NETFLIX - AMAZON

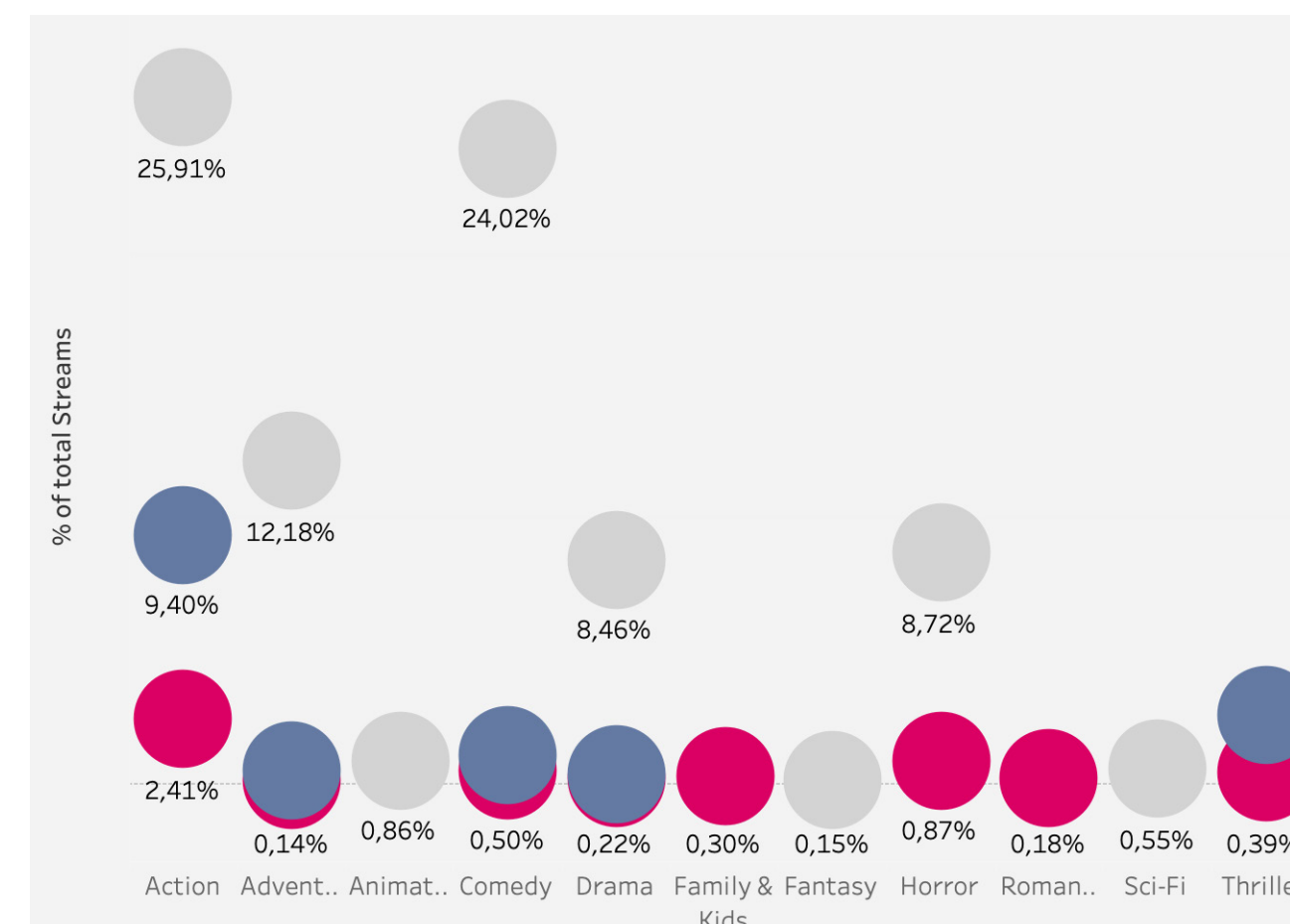


PRODUCTION COUNTRIES



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

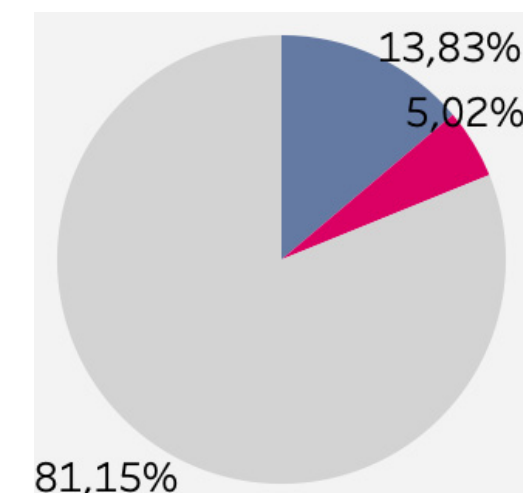


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

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

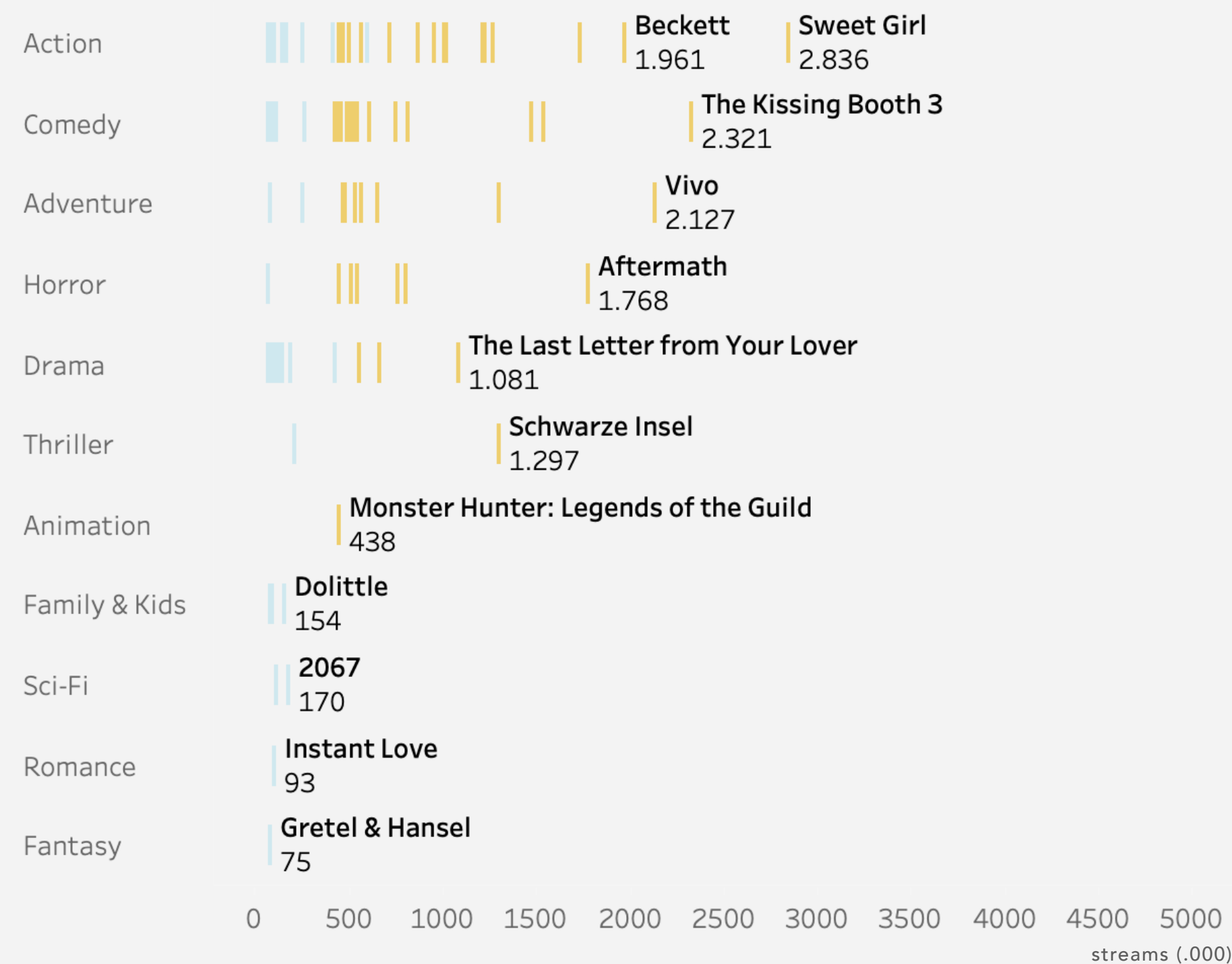
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SPAIN DOESN'T HOLD TIGHT TO DRAMAS.

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 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES

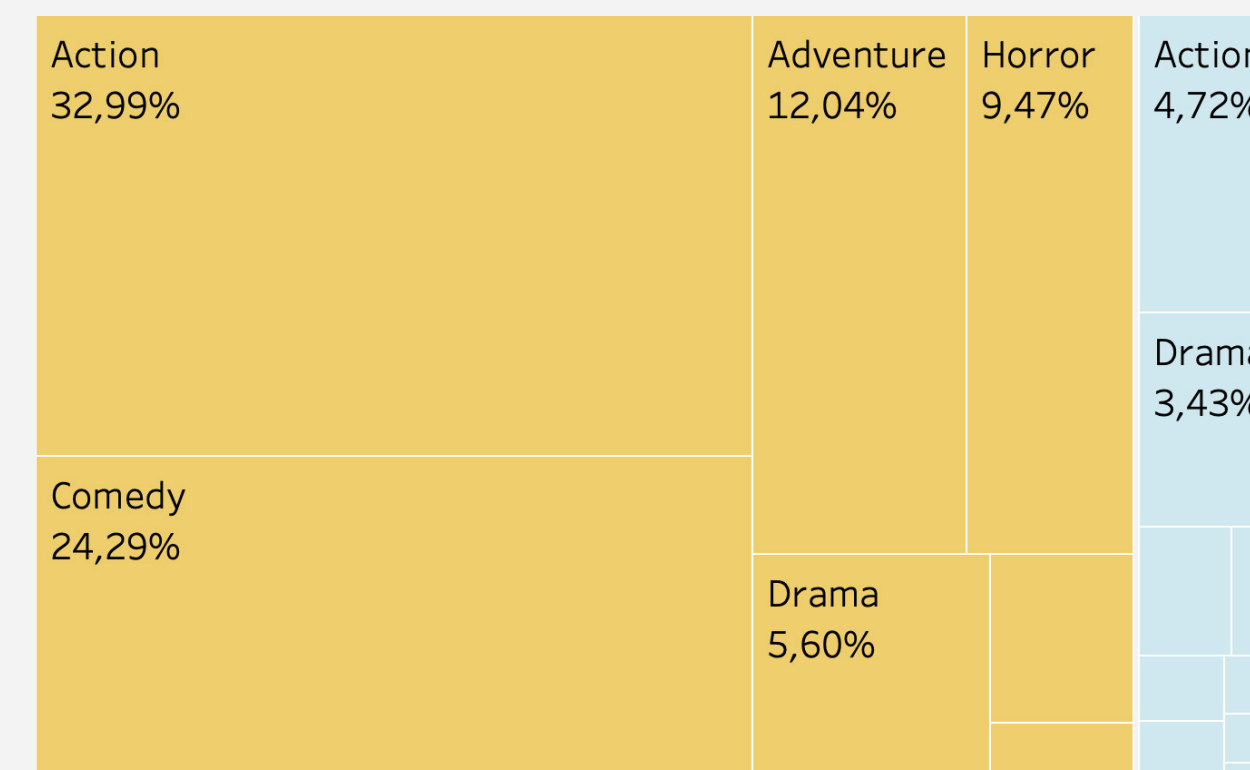


OTT

- Amazon
- Netflix

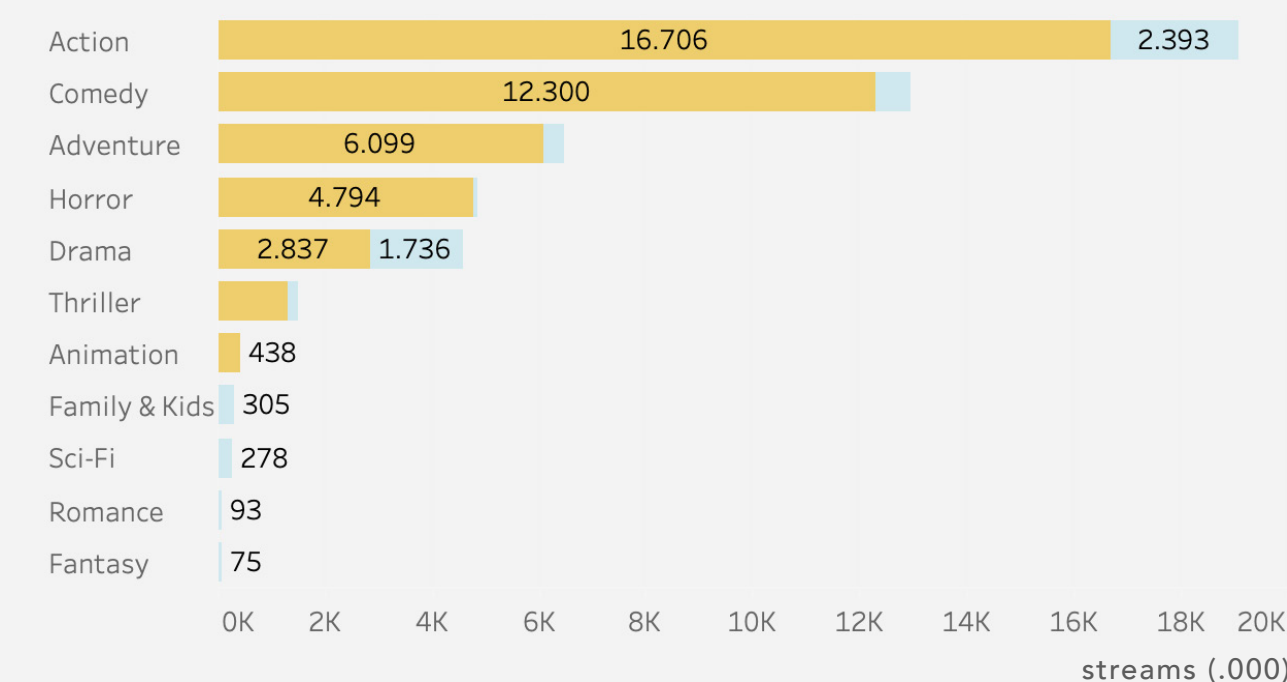
MOST WATCHED GENRES

SHARE BY PLATFORM



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).

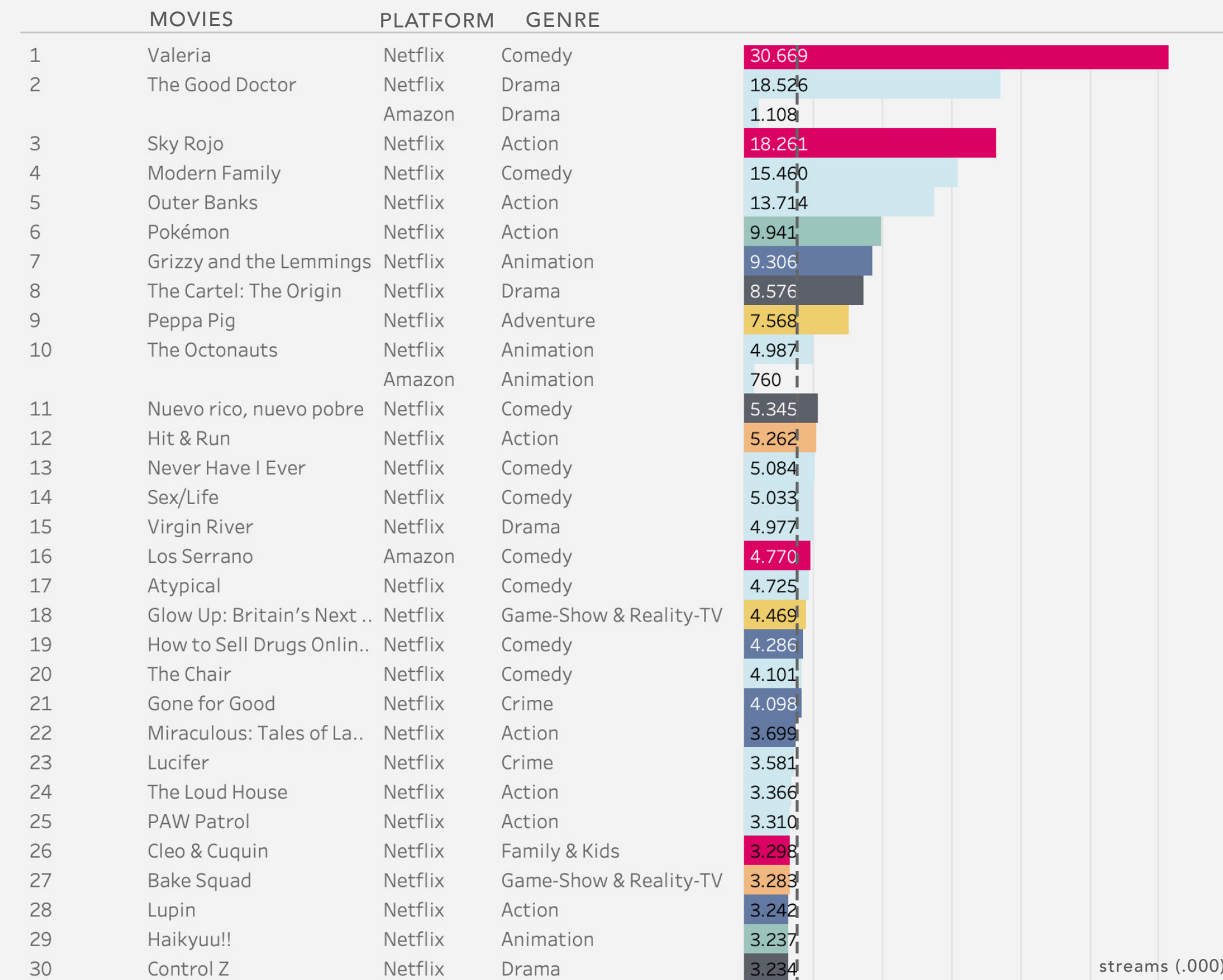
When we look at Amazon: Action is the most-watched genre; although it only accounts for 4.7% of the top 100 (2.3M streams). The second most-watched genre is Drama, with 3.43% of the streams (1.7M streams).

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



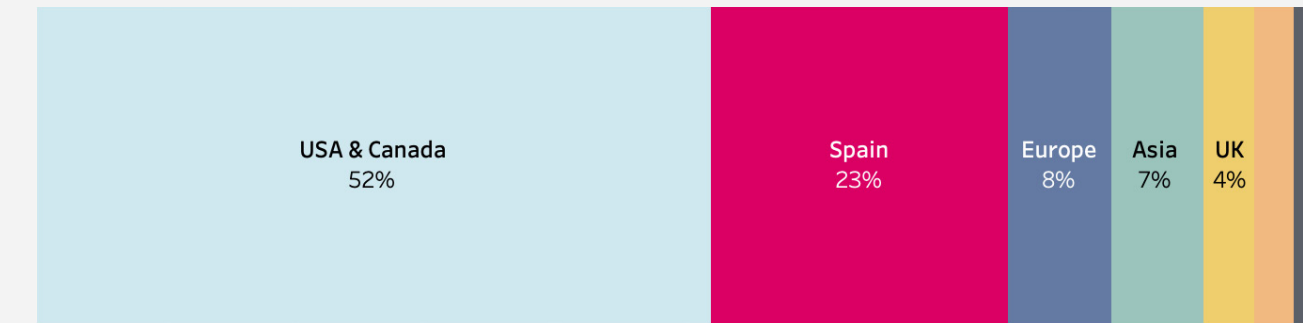
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



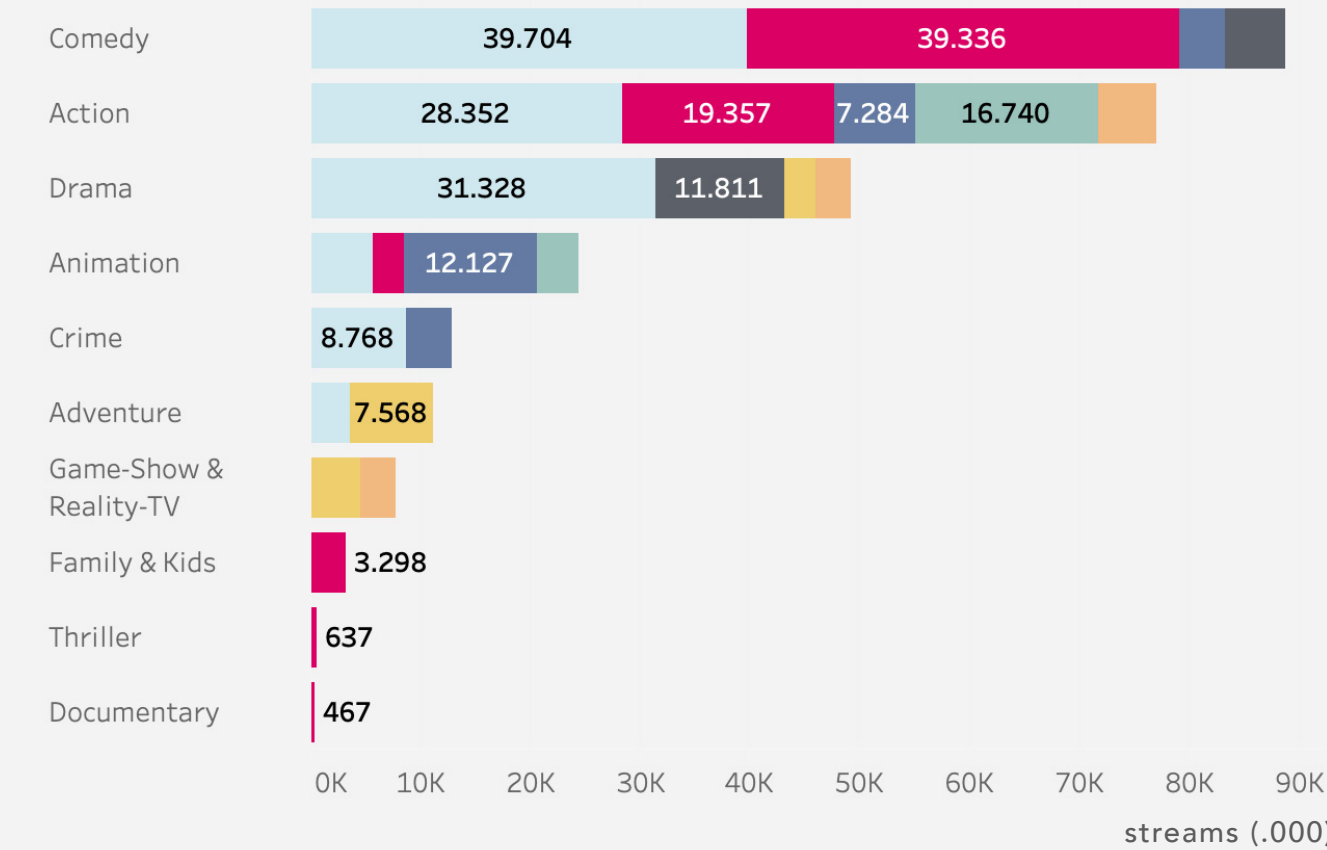
CATALOG SHARE BY COUNTRY

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

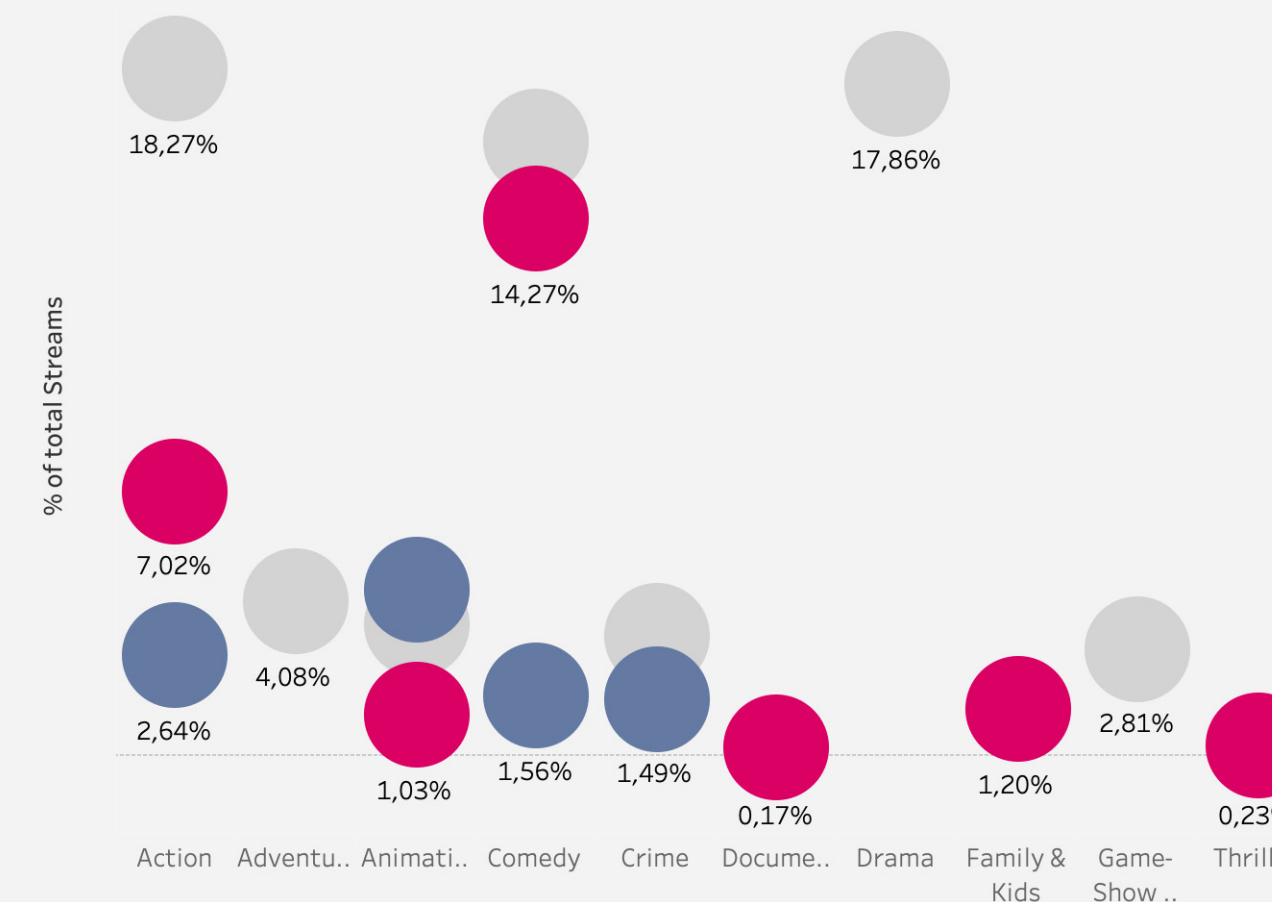
LOCAL AND EUROPEAN SHOWS IN THE TOP 100 NETFLIX - AMAZON

MOVIES	PLATFORM	GENRE	STREAMS
1 Valeria	Netflix	Comedy	23,449
2 Sky Rojo	Netflix	Action	13,954
3 Grizzy and the Lemmings	Netflix	Animation	5,576
4 Los Serrano	Amazon	Comedy	1,359
5 How to Sell Drugs ..	Netflix	Comedy	4,286
6 Gone for Good	Netflix	Crime	4,098
7 Miraculous: Tales o..	Netflix	Action	3,699
8 Cleo & Cuquin	Netflix	Family & Kids	3,298
9 Lupin	Netflix	Action	3,242
10 Let's Go, Pocoyo	Netflix	Animation	2,842
11 Booba	Netflix	Animation	2,821
12 La que se avecina	Amazon	Comedy	1,451
13 El Cid	Amazon	Action	1,096
14 Aquí no hay quien viva	Amazon	Comedy	1,431
15 Parot	Amazon	Thriller	1,637
16 Merlí	Amazon	Comedy	1,686
17 Fernando	Amazon	Documentary	1,457
18 Aída	Amazon	Comedy	1,352
19 The Adventures of ..	Amazon	Action	1,343
20 The Countryside	Amazon	Comedy	1,375

PRODUCTION COUNTRIES

- Europe
- Spain

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



NUMBER OF TITLES BY GENRES NETFLIX - AMAZON

Genres Shows ..	Europe	Spain
Action	3	2
Animation	2	1
Comedy	1	7
Crime	1	
Documentary		1
Family & Kids		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS



VARIETY SHOWS UP BEYOND THE USA.

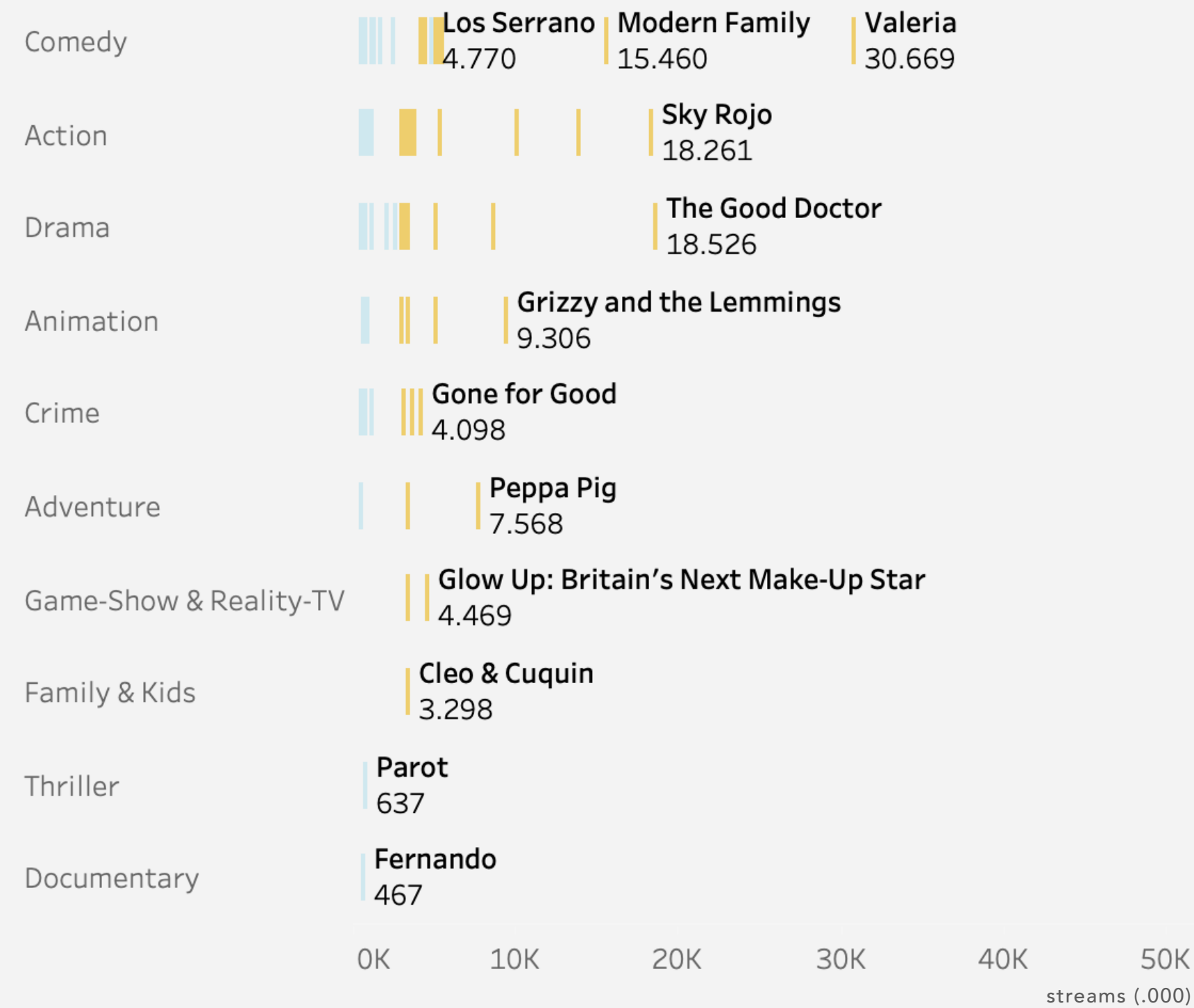
Taking a deeper look into Europe and local focus, Spanish comes straight to the top of the ranking with "Valeria" and "Sky Rojo." After this, a handful of animation and family titles emerge between position 3 "Grizzy And The Lemmings," (with 9.2M streams in two seasons) and #11: "Lady Bug," "Pocoyó," "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 Sell 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

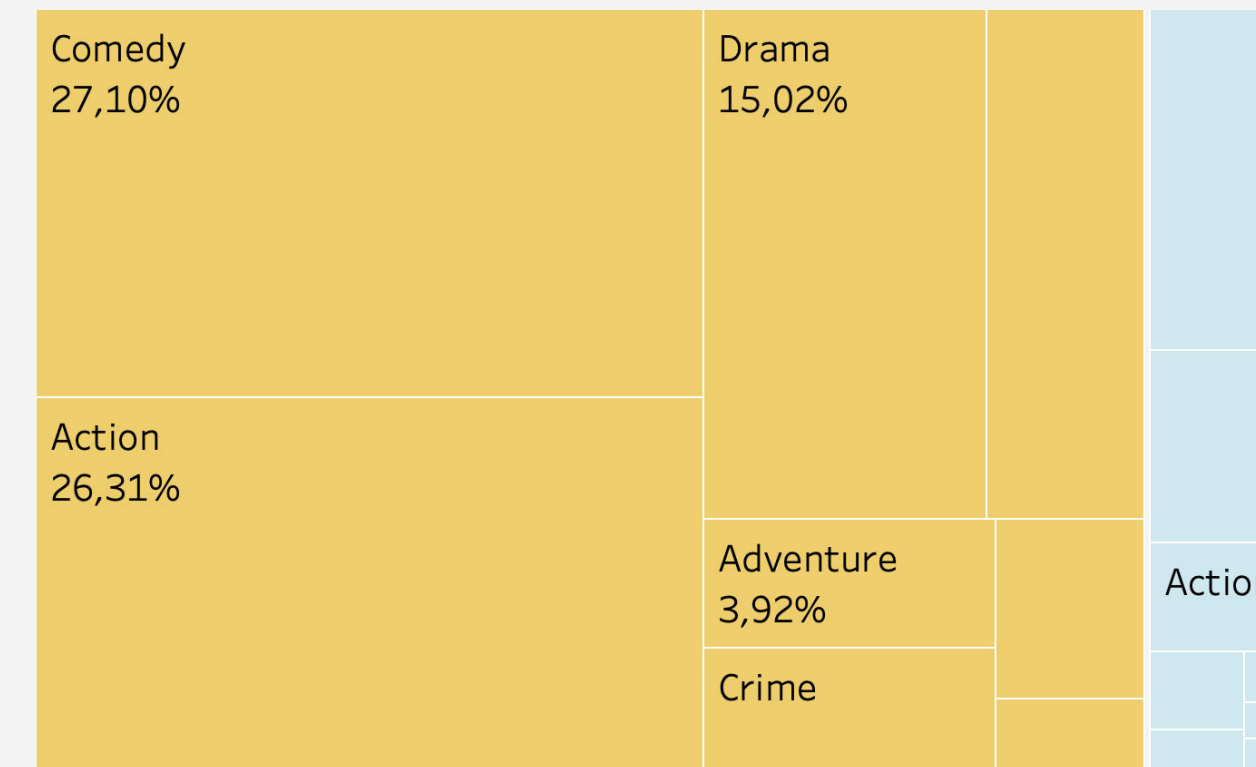


OTT

- Amazon
- Netflix

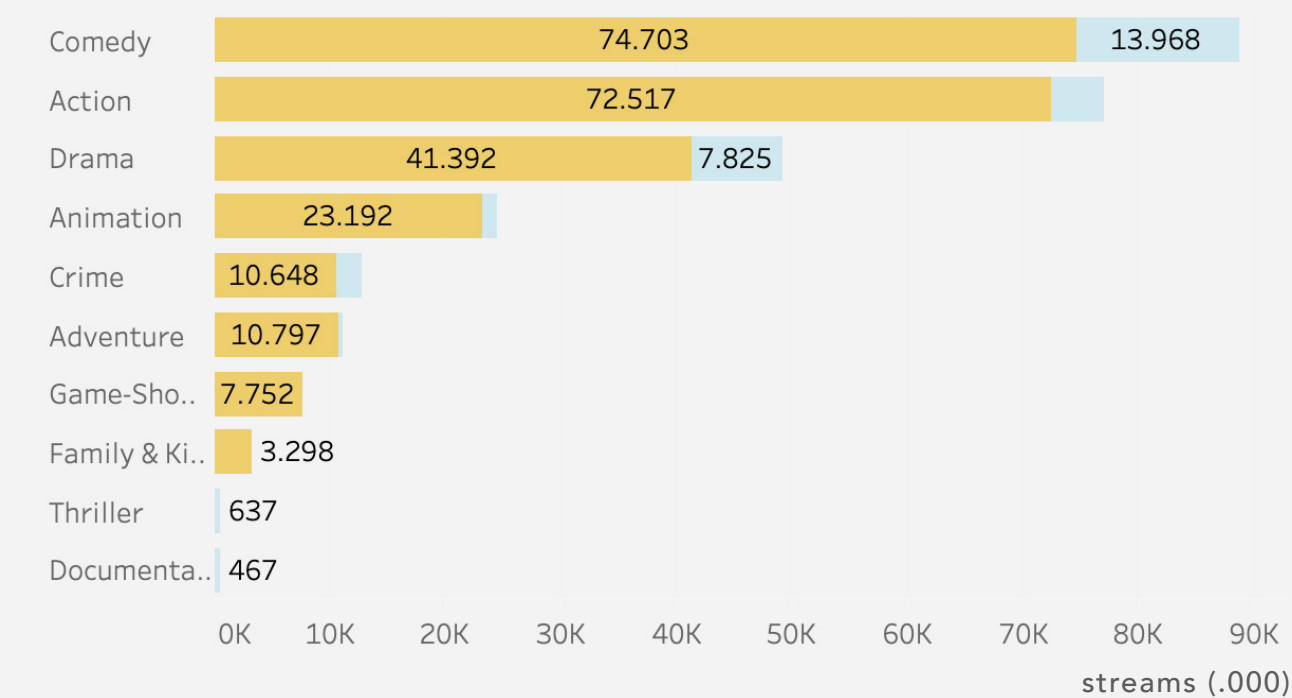
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM 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.

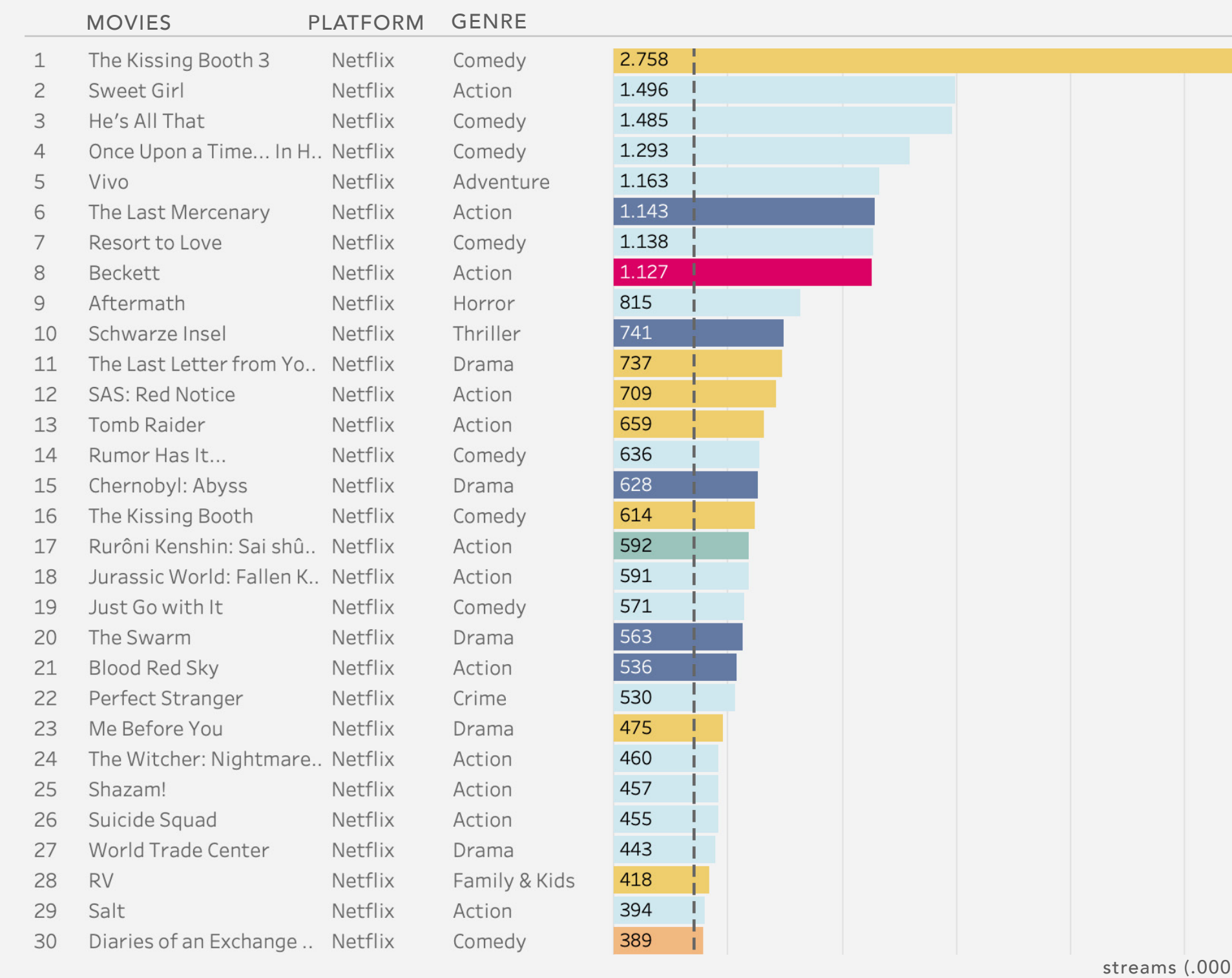
AMAZON DOESN'T SHINE IN ANY GENRE EXCEPT FOR COMEDIES AND DRAMAS.

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

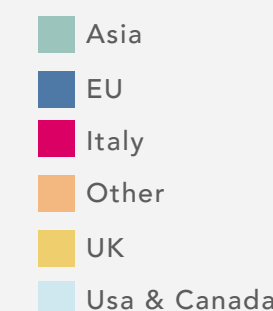
TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



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

PRODUCTION COUNTRIES



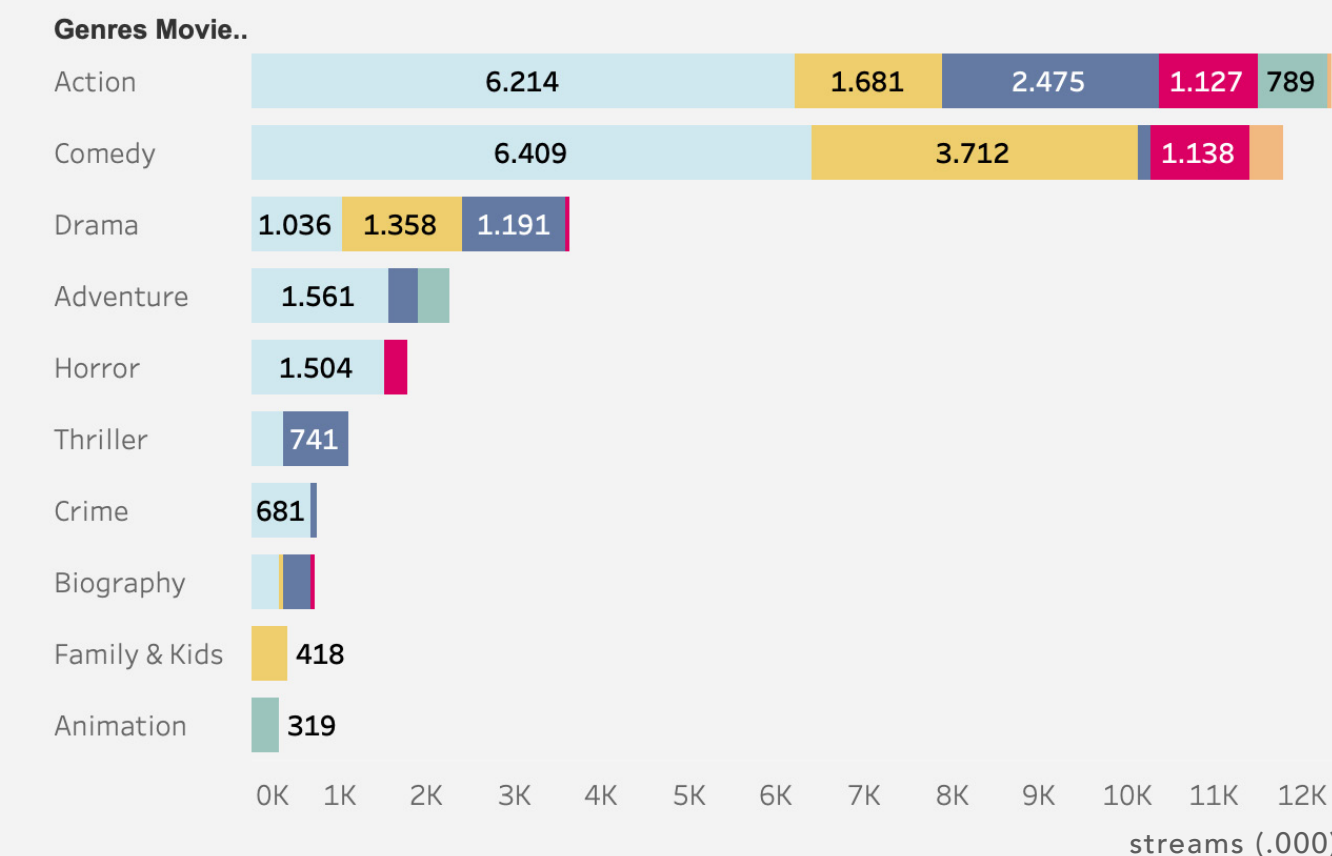
CATALOG SHARE BY COUNTRY

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.

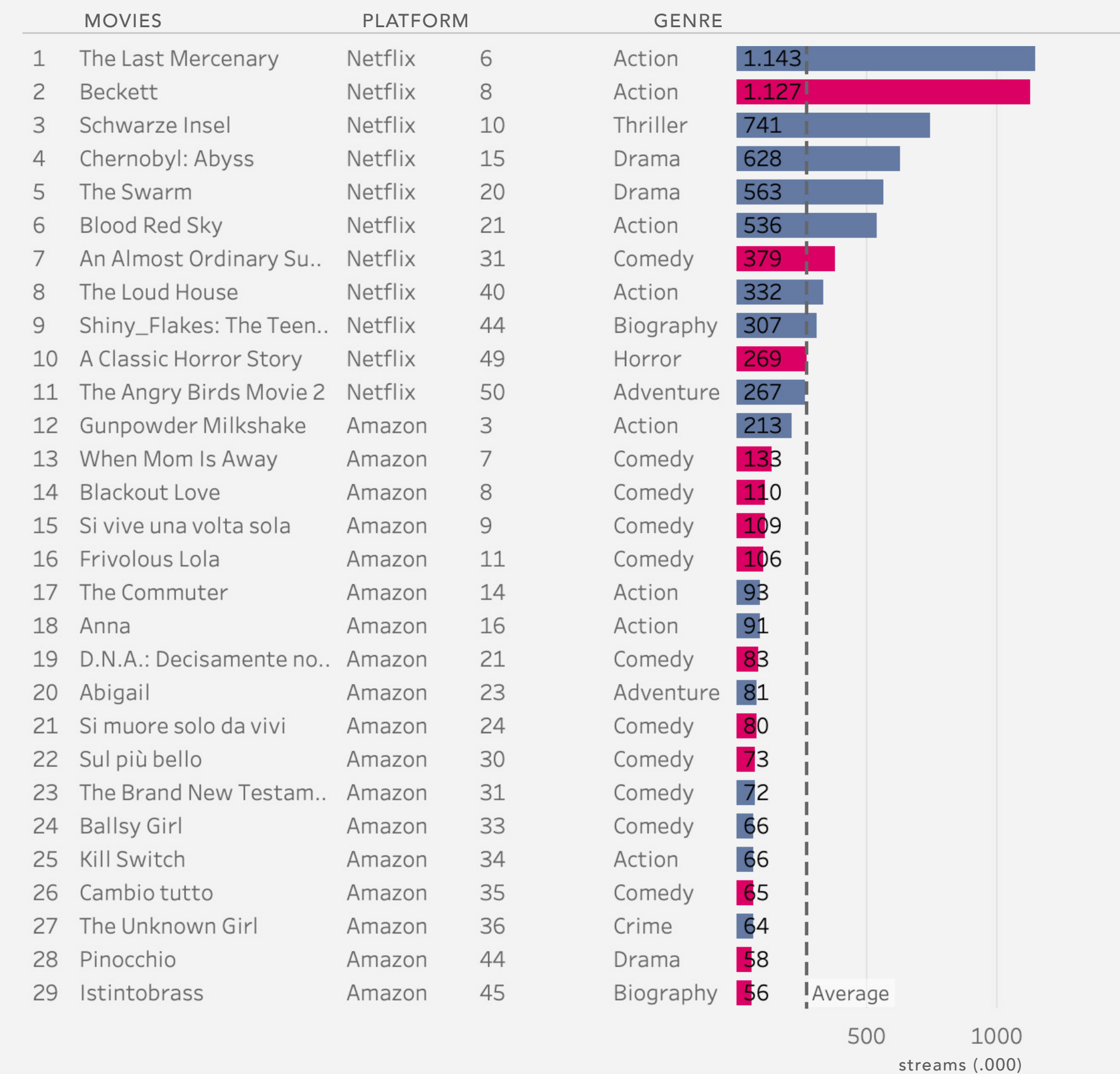
The US and Canada share is 52%, so a very similar number to their share in Spain. The share of Italian films is 13% and has dropped 3 points since last month. Europe's share is high compared to other territories, and 2 points higher than in July with 16%. Asian participation is 5% and is relatively steady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

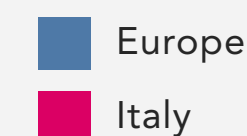
ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

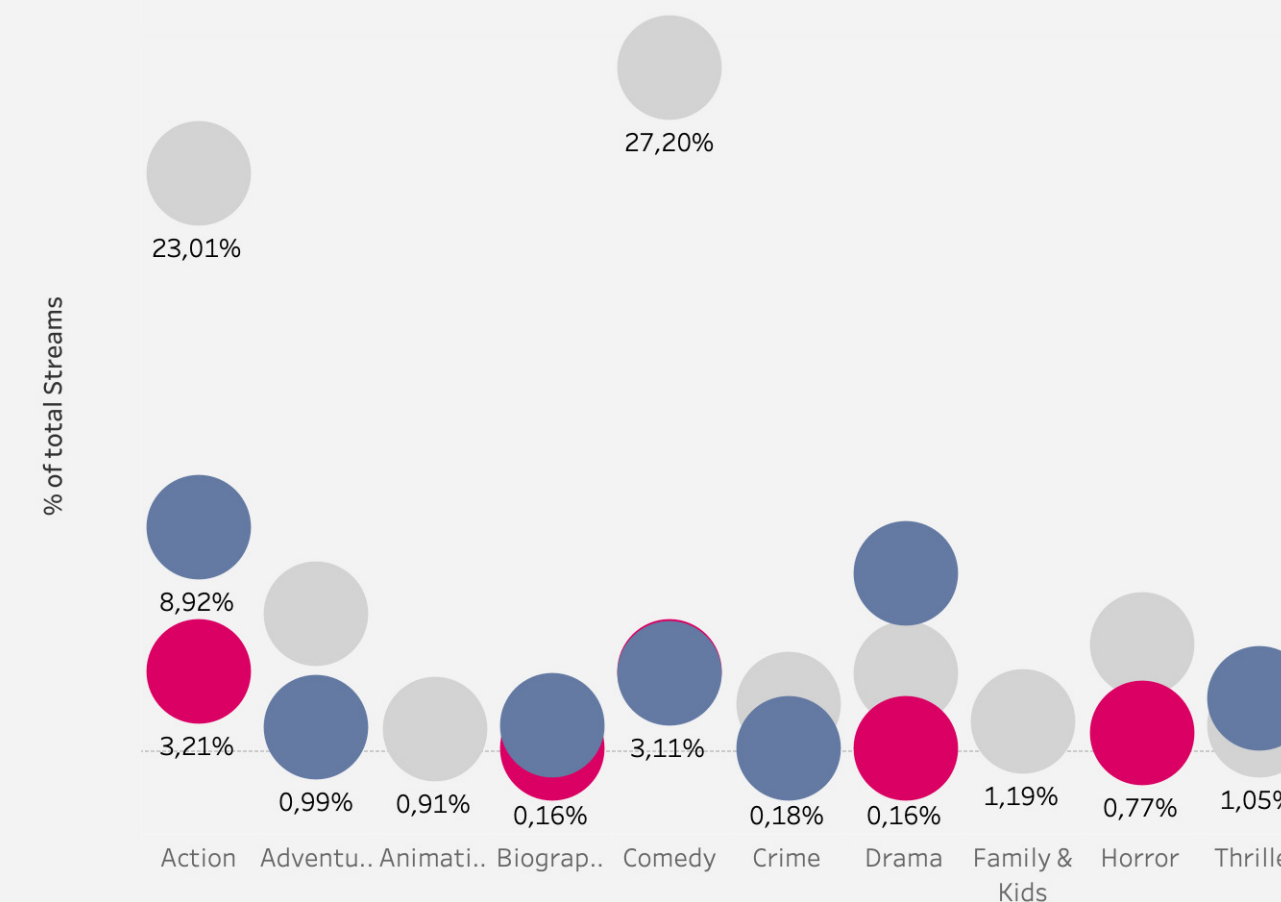


PRODUCTION COUNTRIES



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

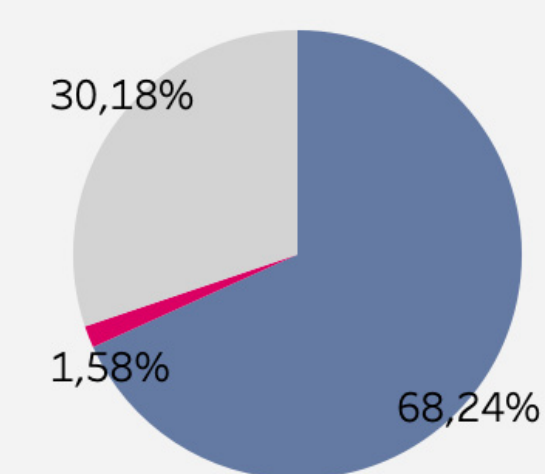


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Mo..	Europe	Italy
Action	8	1	1
Adventure	2		
Biography	2	1	
Comedy	4	9	
Crime	1		
Drama	5	1	
Horror			1
Thriller	1		

CONTRIBUTION TO DRAMA STREAMS



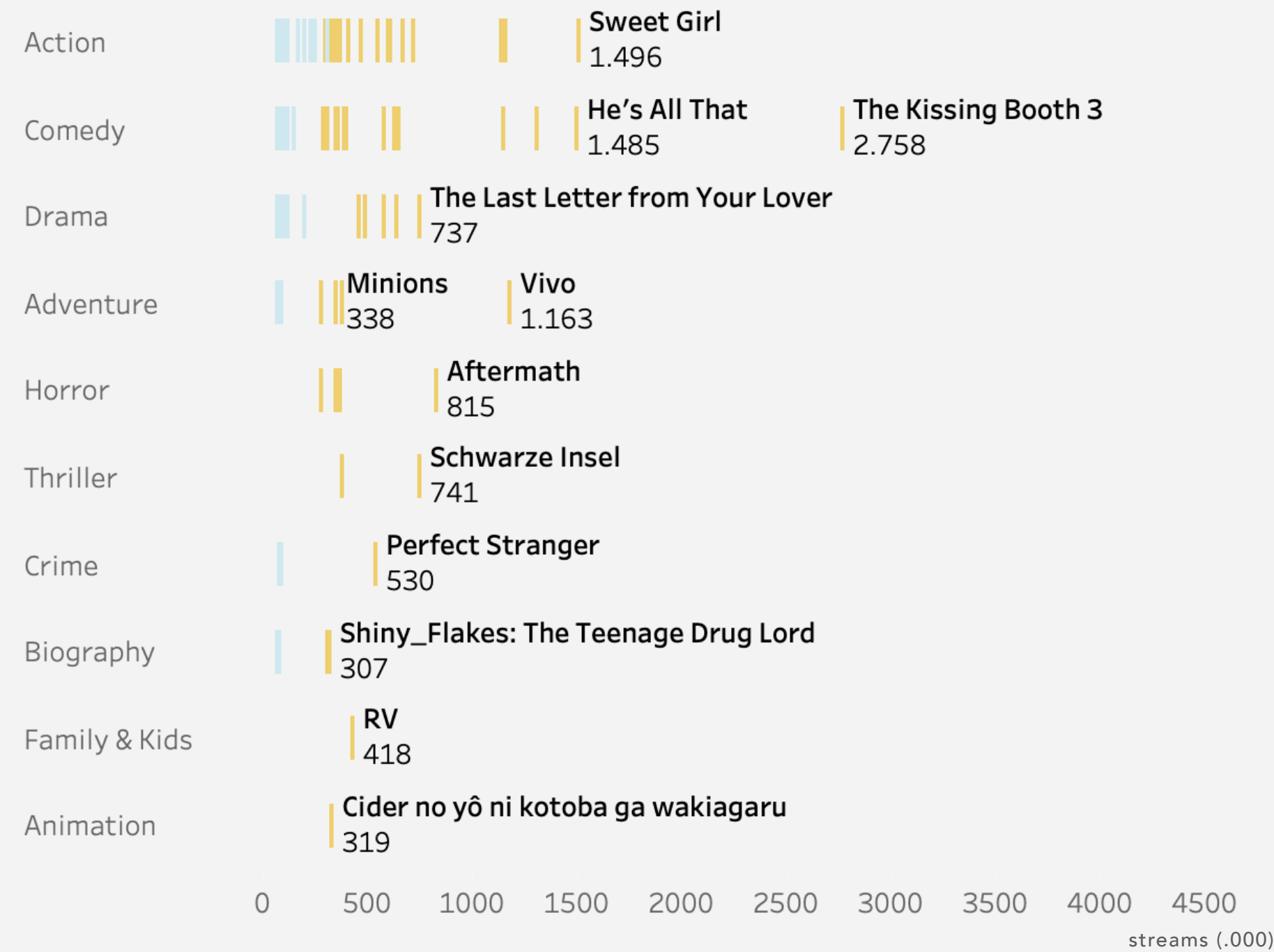
11/29 EUROPEAN MOVIES PERFORMED ABOVE AVERAGE AND SURPASSED 267K STREAMS!

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

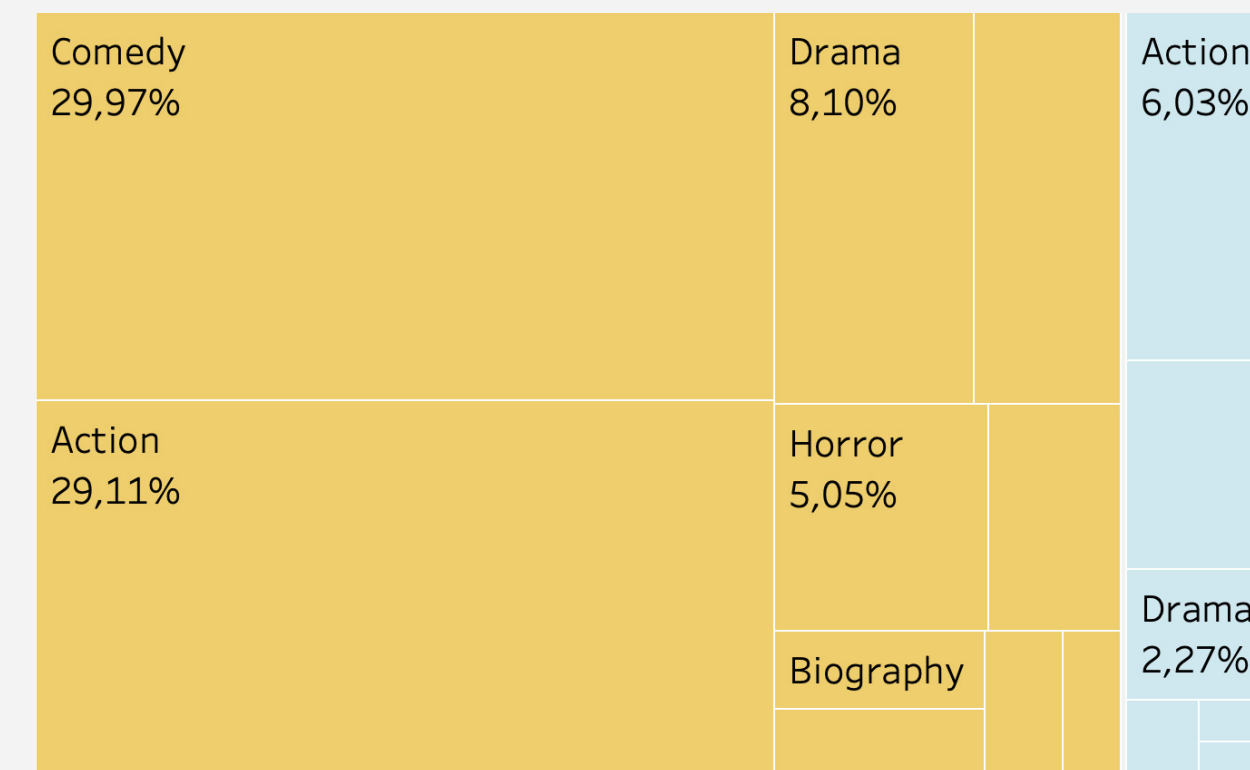


OTT

- Amazon
- Netflix

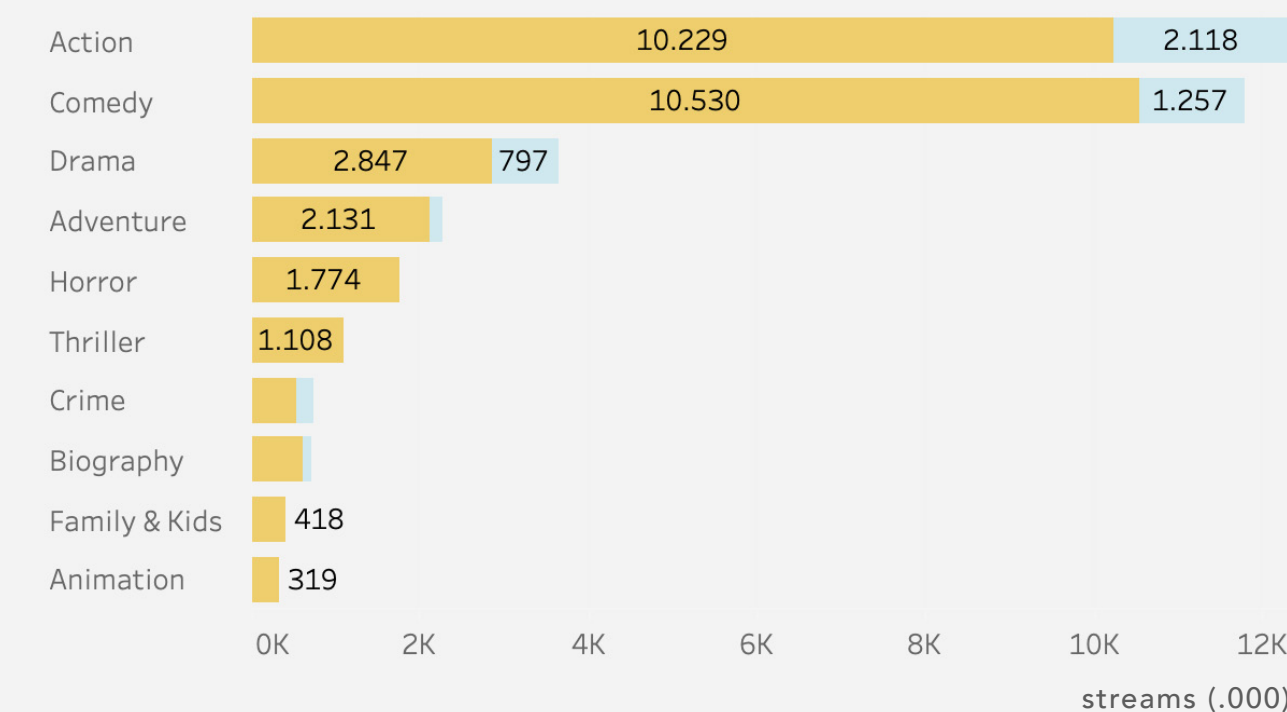
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



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.

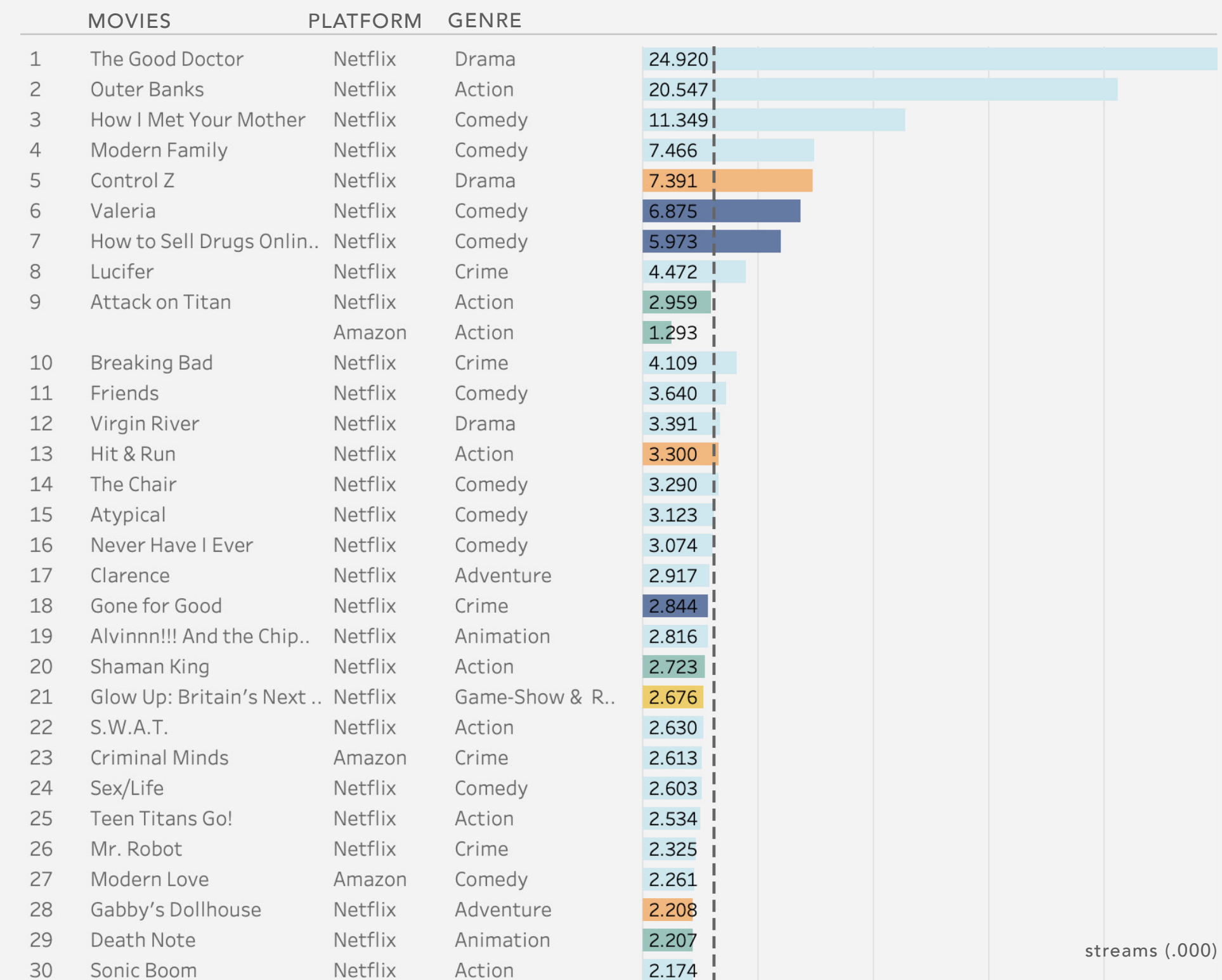
Adventure, Horror, Thriller, and Biography remain marginal and don't go beyond 6% of viewing numbers each.

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.

ITALY 100 SHOWS | OVERVIEW

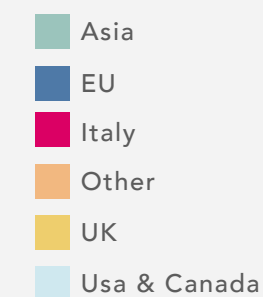
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



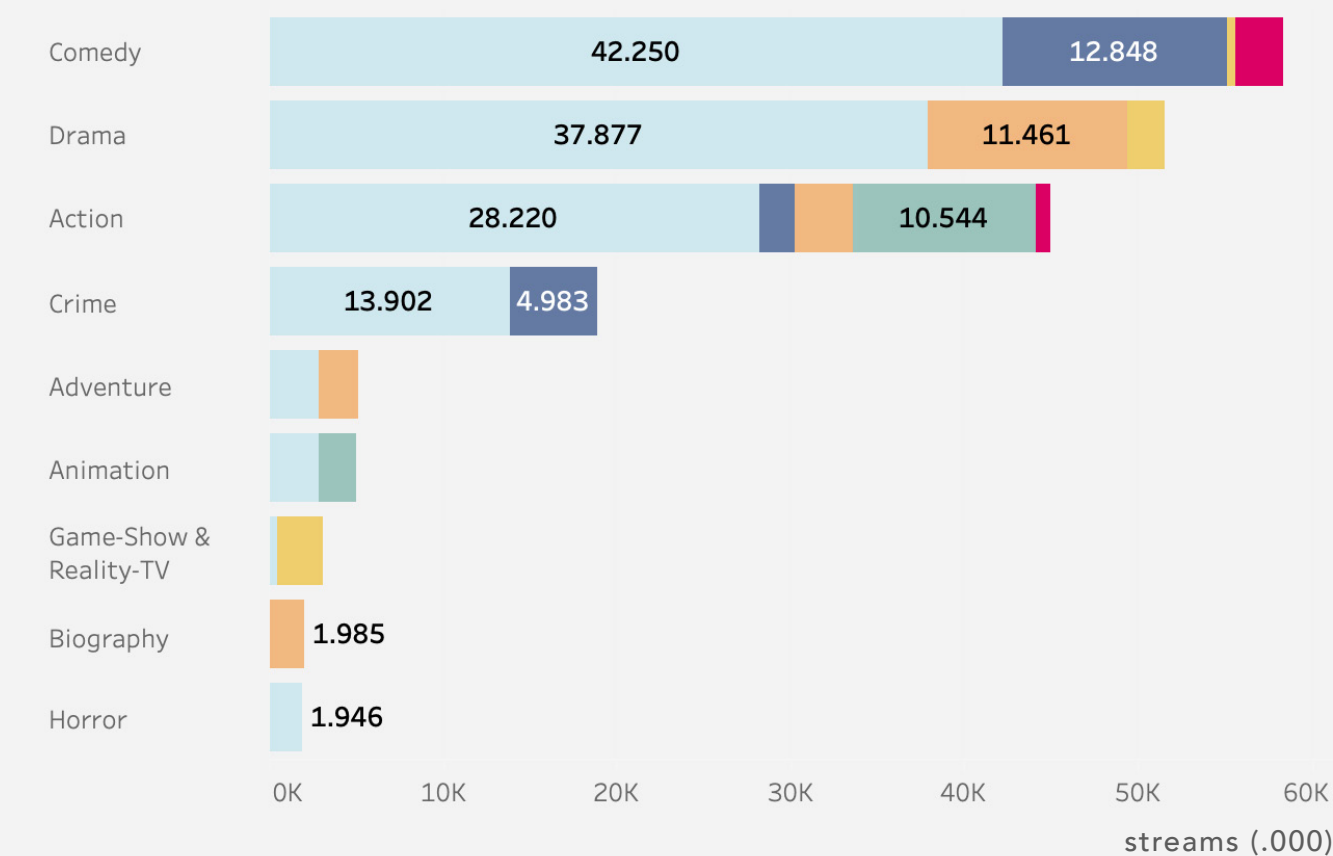
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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.

ITALY 100 SHOWS | EUROPEAN FOCUS

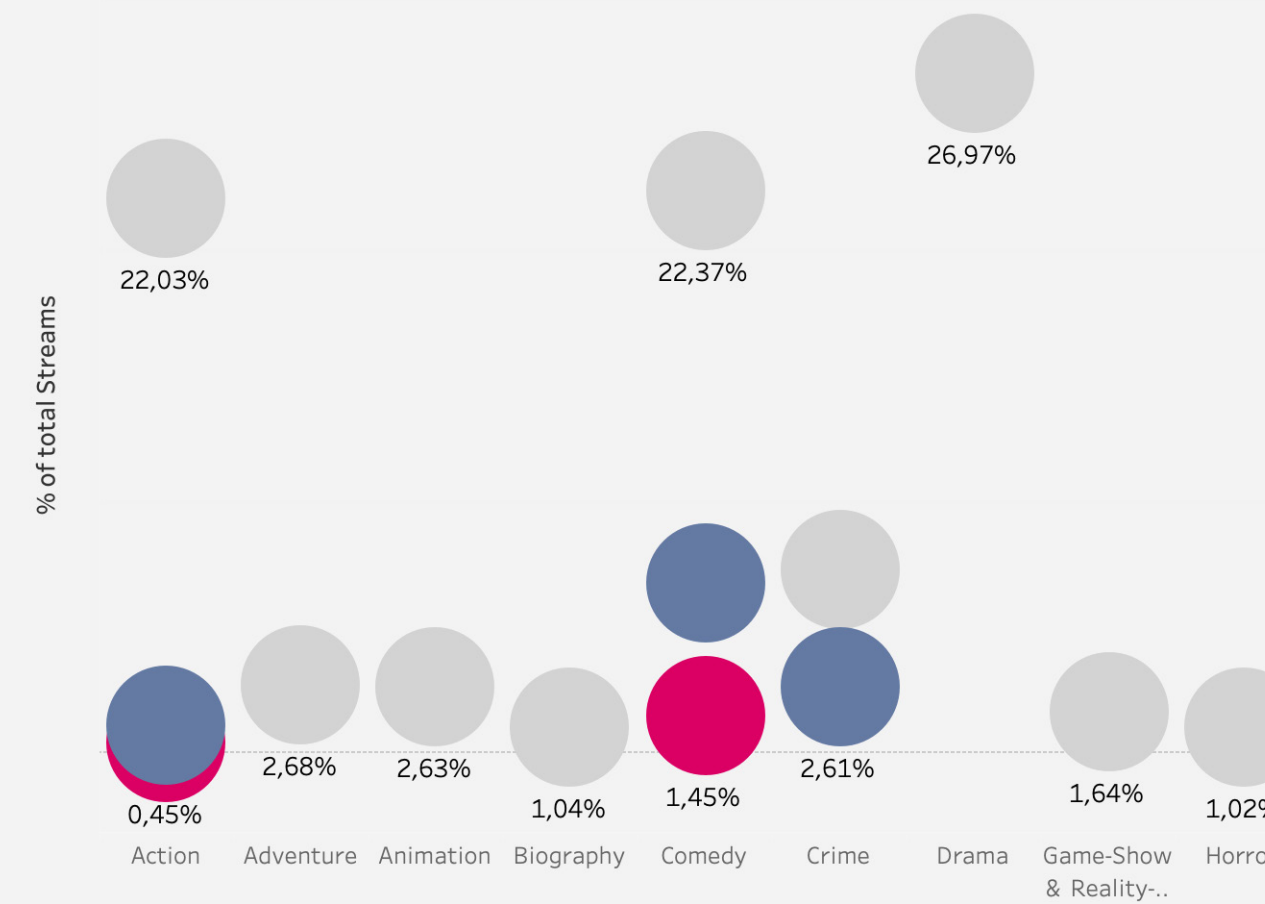
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

	MOVIES		PLATFORM		GENRE	
1	Valeria	1	Netflix	40	Comedy	2.088
		2		6	Comedy	4.787
2	How to Sell Drugs Online (Fast)	1	Netflix	43	Comedy	2.072
		3		8	Comedy	3.901
		19		Crime	2.844	
3	Gone for Good	1	Netflix	19	Crime	2.140
4	Elite	4	Netflix	36	Crime	2.089
5	Lupin	2	Netflix	38	Action	2.054
6	Generation 56K	1	Netflix	46	Comedy	862
7	Celebrity Hunted: Cacci..	2	Amazon	5	Action	708
8	LOL: Last One Laughing ..	1	Amazon	7	Comedy	

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



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” (2.9M 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”)

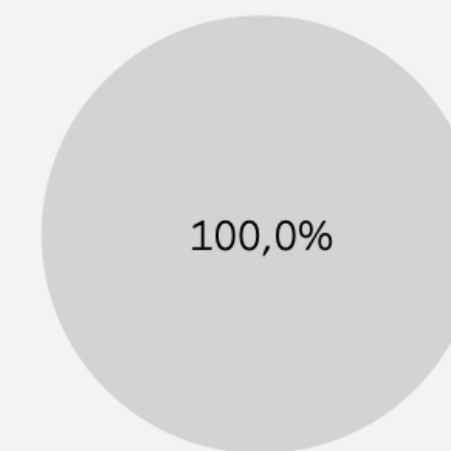
The only genre where European content makes a relatively substantial contribution is Comedy, with 6.73% of the content in the top100.

NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Shows IT	Europe	Italy
Action	1		1
Comedy	2		2
Crime	2		

CONTRIBUTION TO DRAMA STREAMS

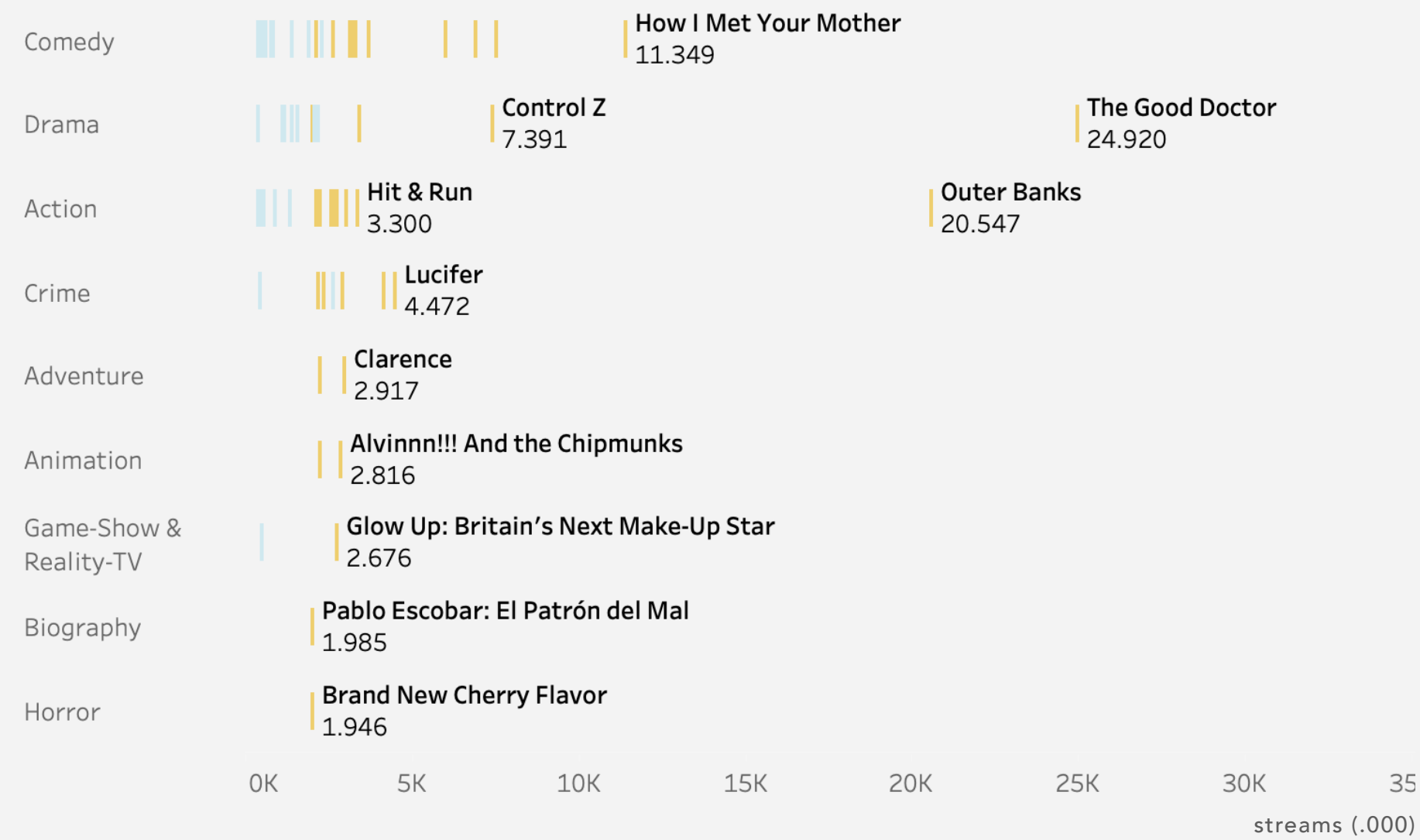


PRODUCTION COUNTRIES

- Europe
- Italy

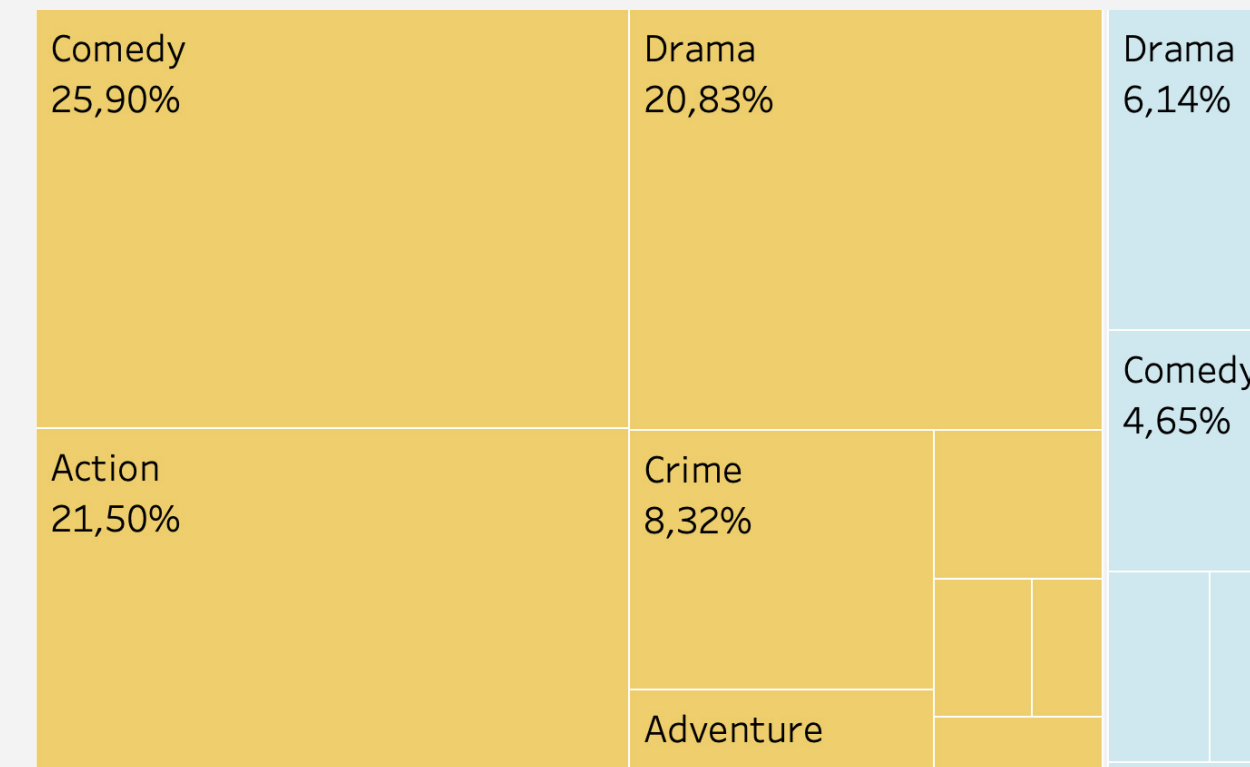
ITALY 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES



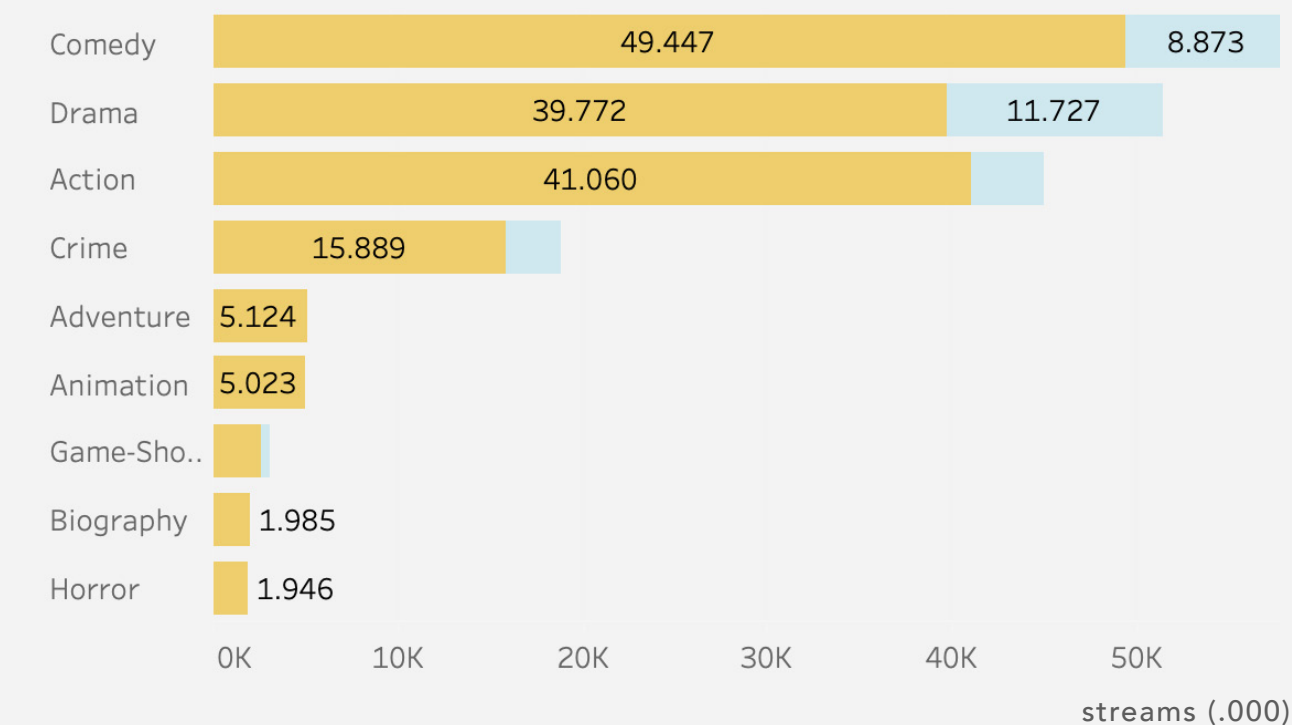
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



OTT

- Amazon
- Netflix

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

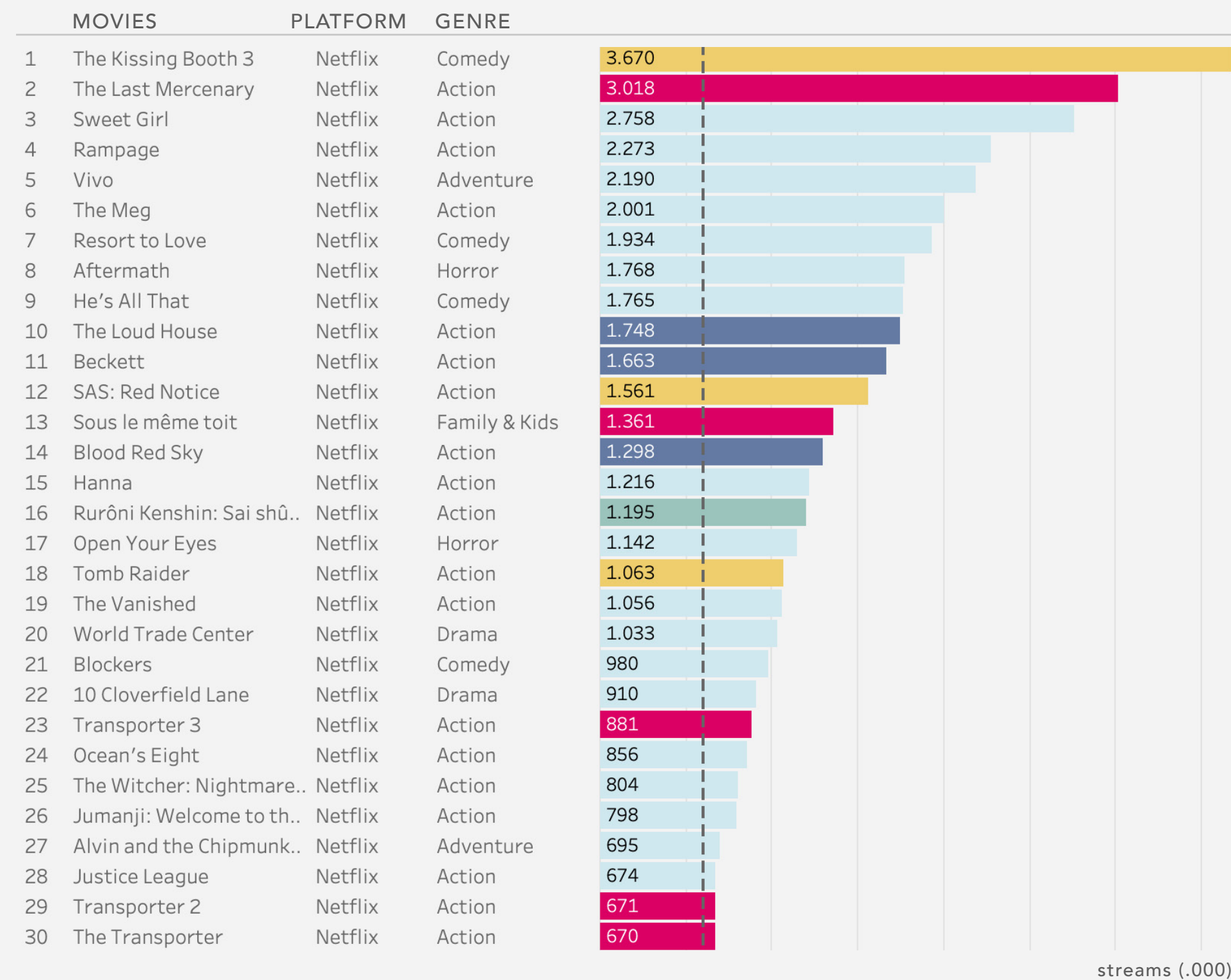
Comedy, Action, and Drama genres registered similar streaming rates within the Netflix catalogue, around 27%-20%. Netflix leads the SVOD grid by collecting 130M streams within the three major genres, while Amazon only contributes 24.5M. Drama has a relatively high quota in Italy, with 20% Netflix and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

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



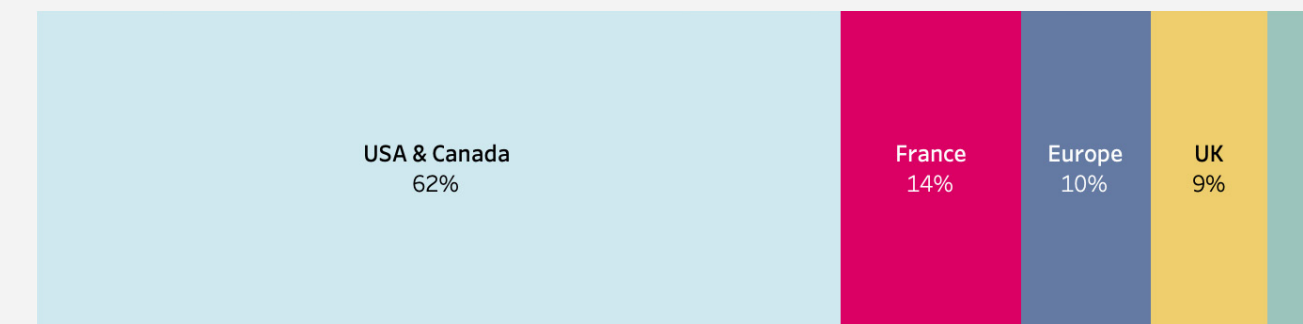
SHOWING 30/100 - [See complete chart here](#)

PRODUCTION COUNTRIES



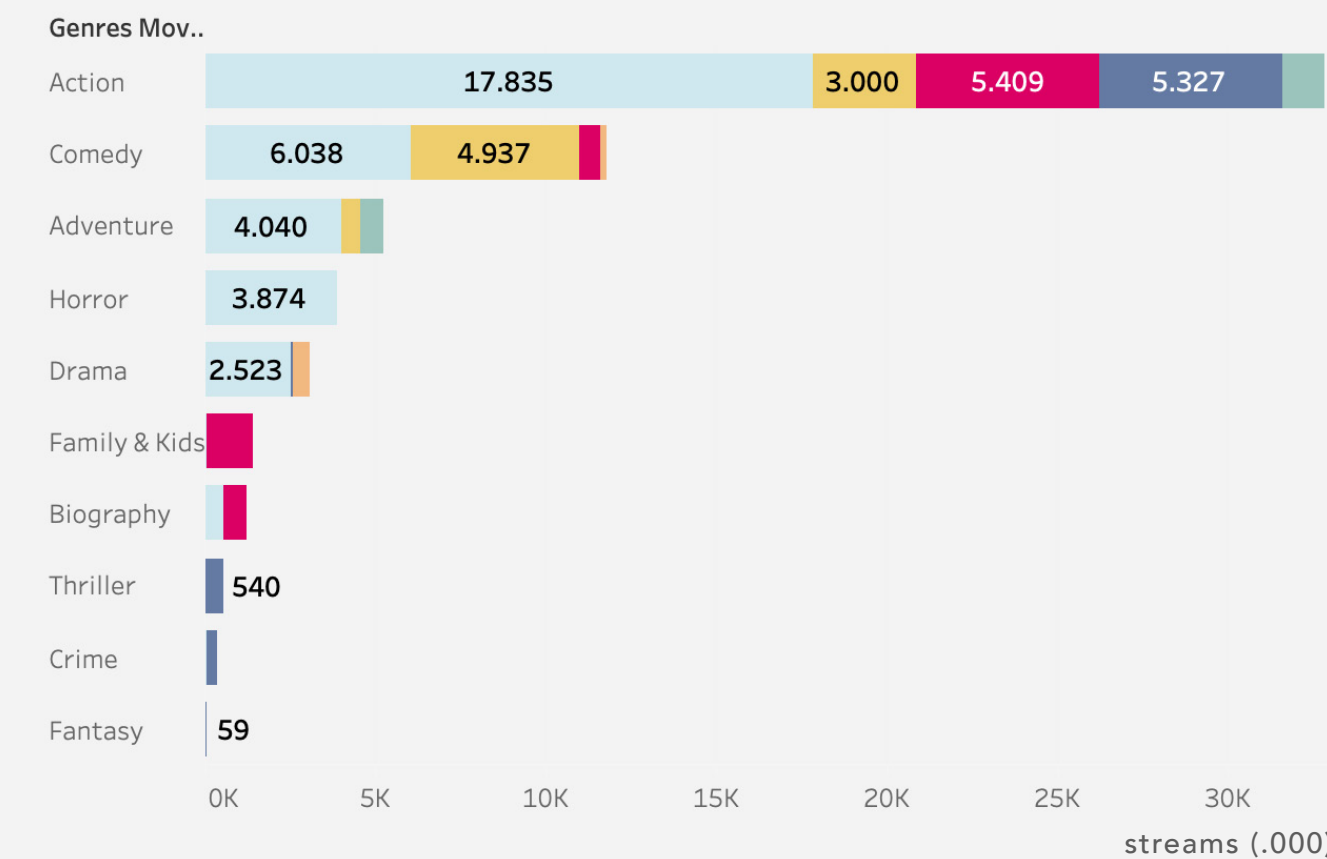
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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.

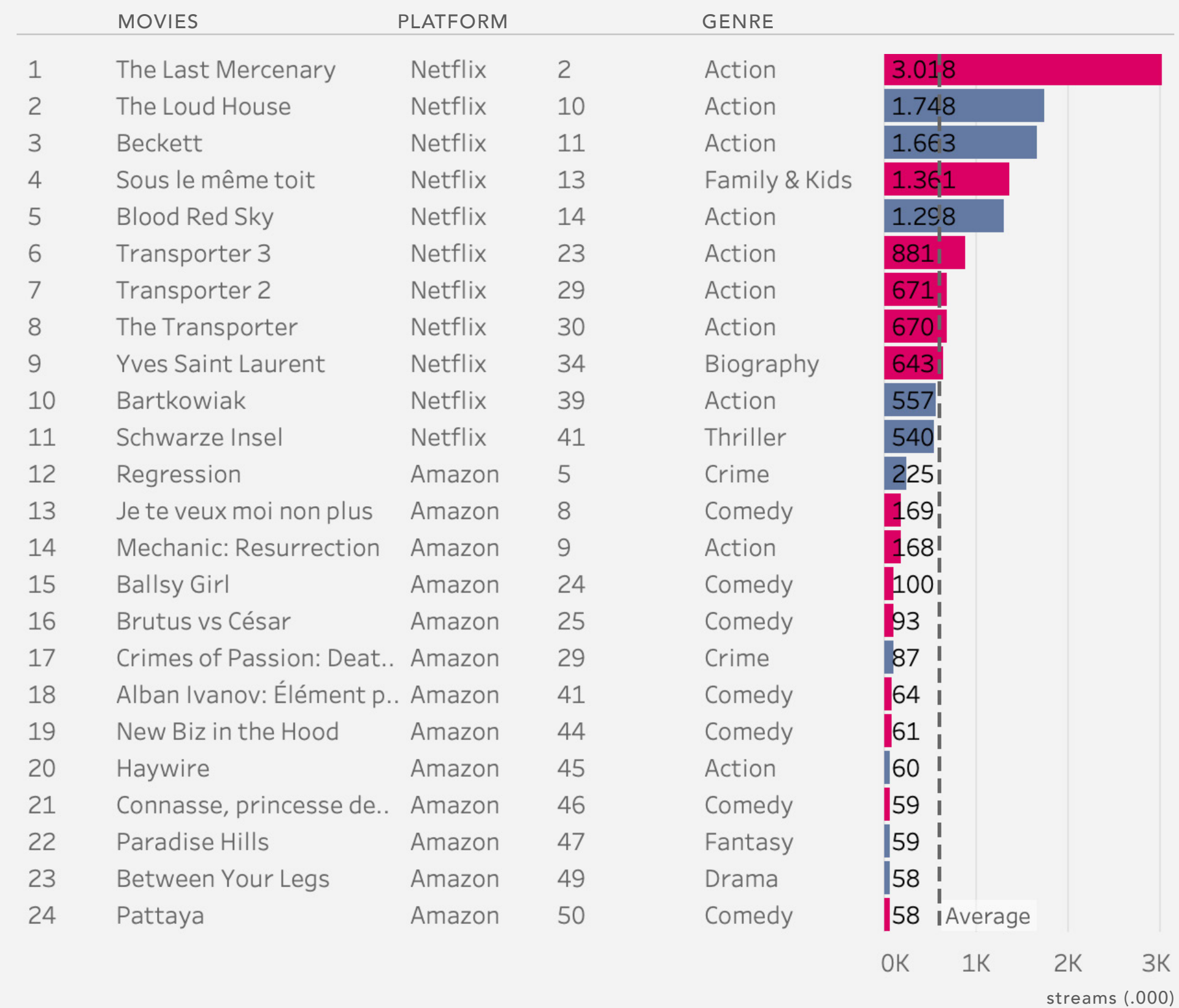
DRAMA DOES NOT COME TO THE FORE IN FRANCE.

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

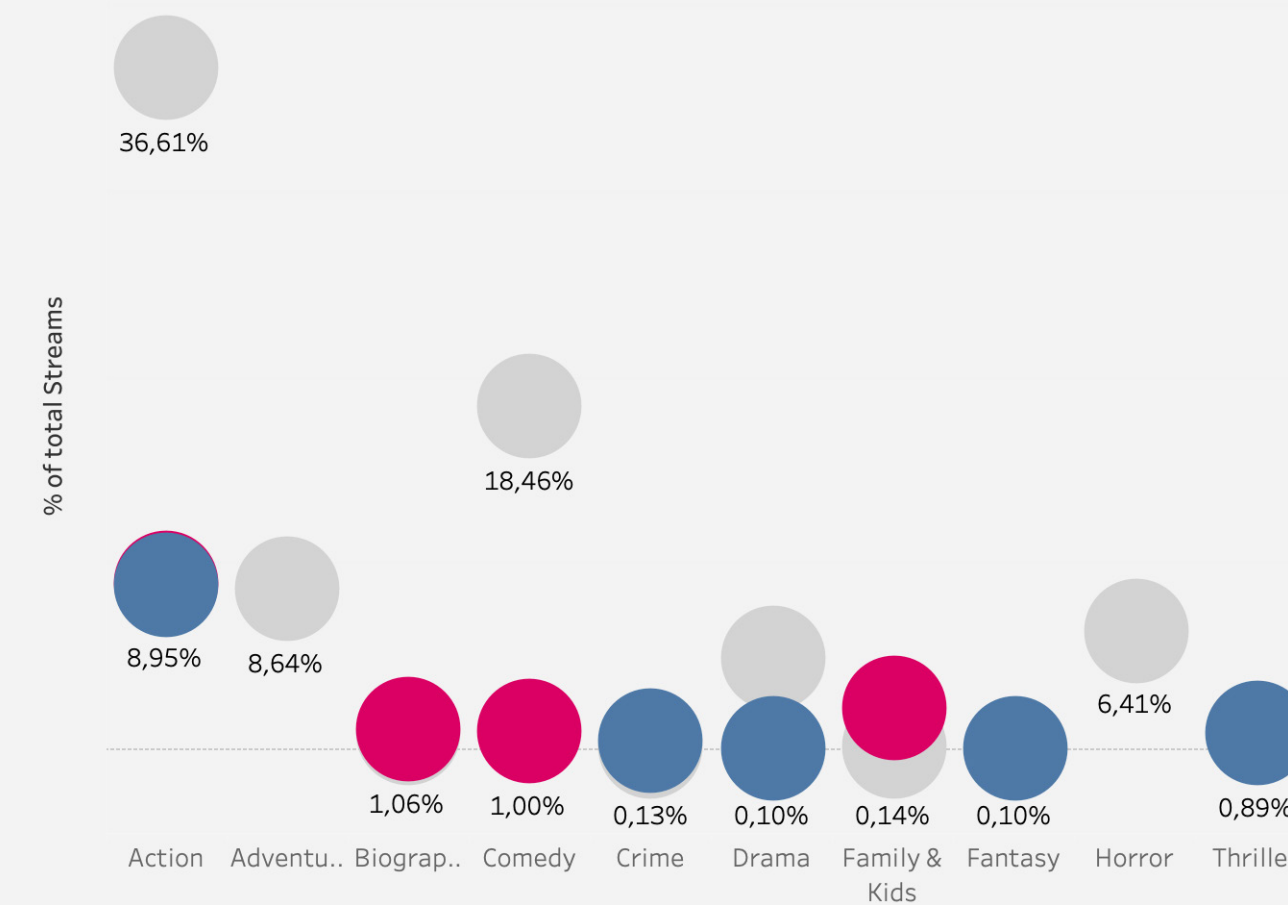


PRODUCTION COUNTRIES



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

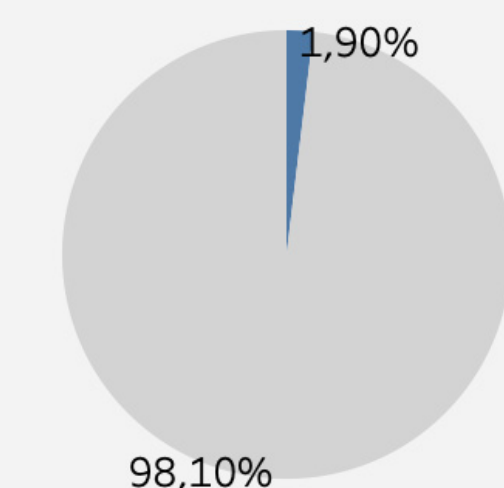


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Movie..	Europe	France
Action		5	5
Biography			1
Comedy			7
Crime		2	
Drama		1	
Family & Kids			1
Fantasy		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 kids-friendly movies made it to the top 4: "The Loud House" and "Sous le Même Toit," accumulating 1.7M and 1.3M, respectively.

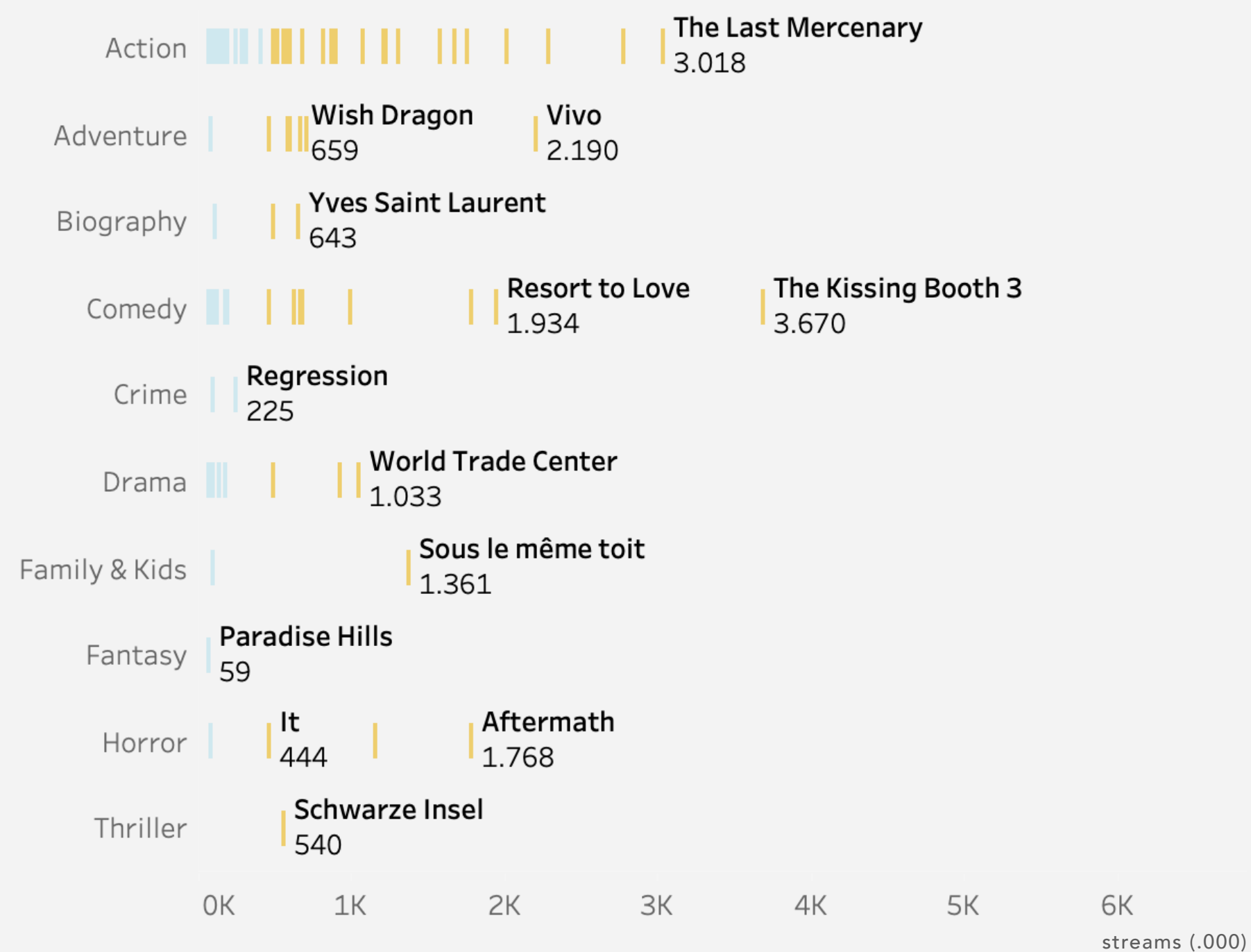
Zooming into European and local production focus, 24 movies classified in Top100, of which more than a half were French titles - similar rates to Italy and Spain.

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

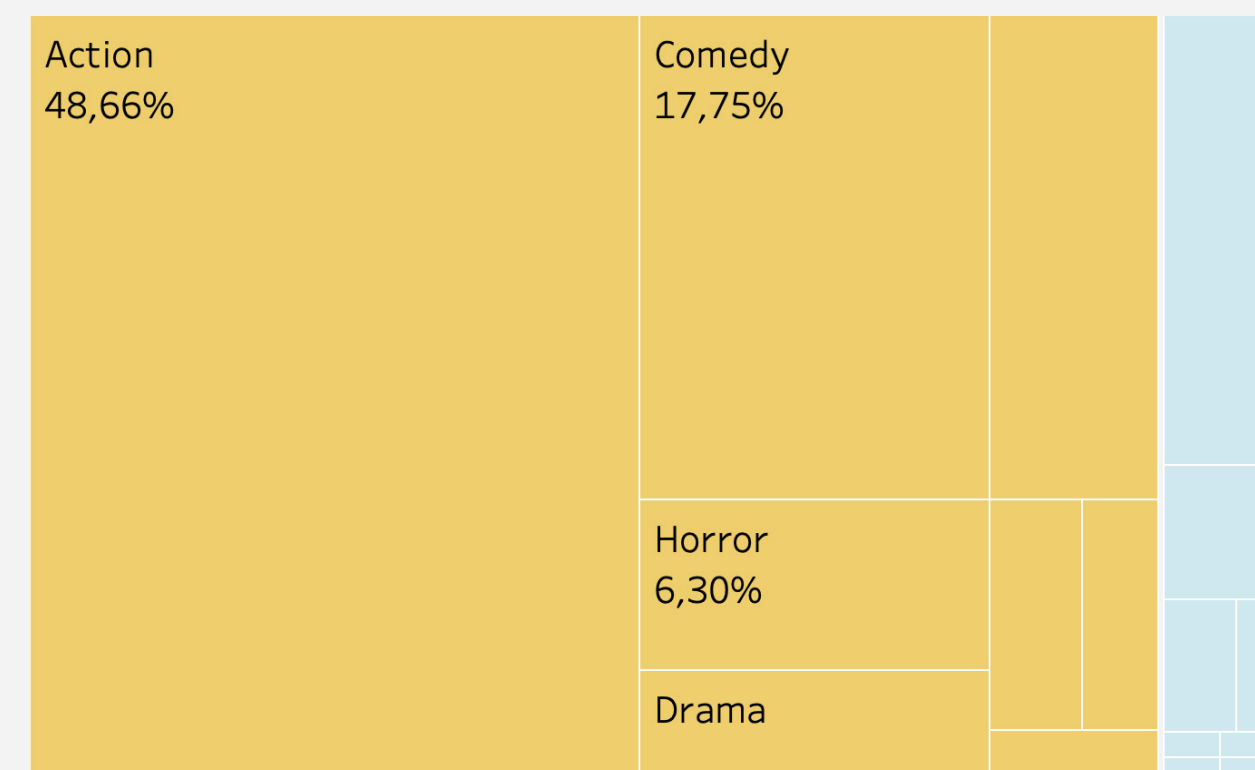


OTT

- Amazon
- Netflix

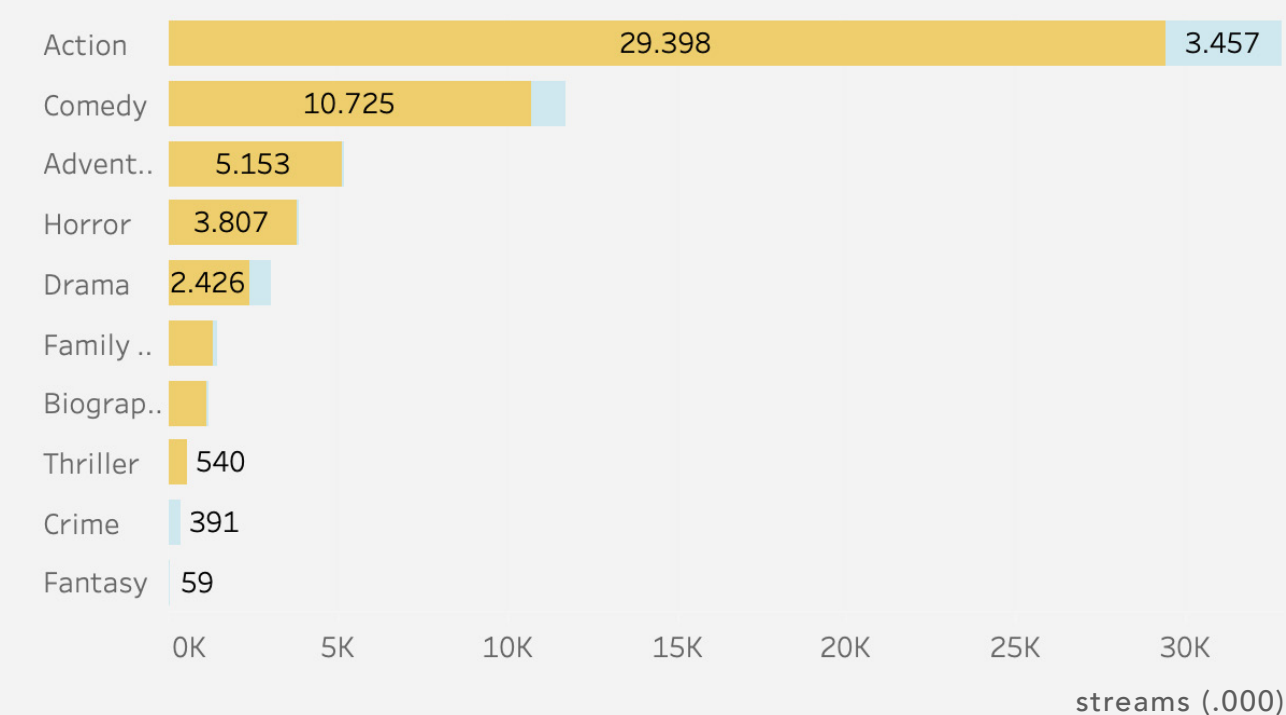
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



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 second-tier genre in Amazon and only represents 1,71% through 1.07M Streams.

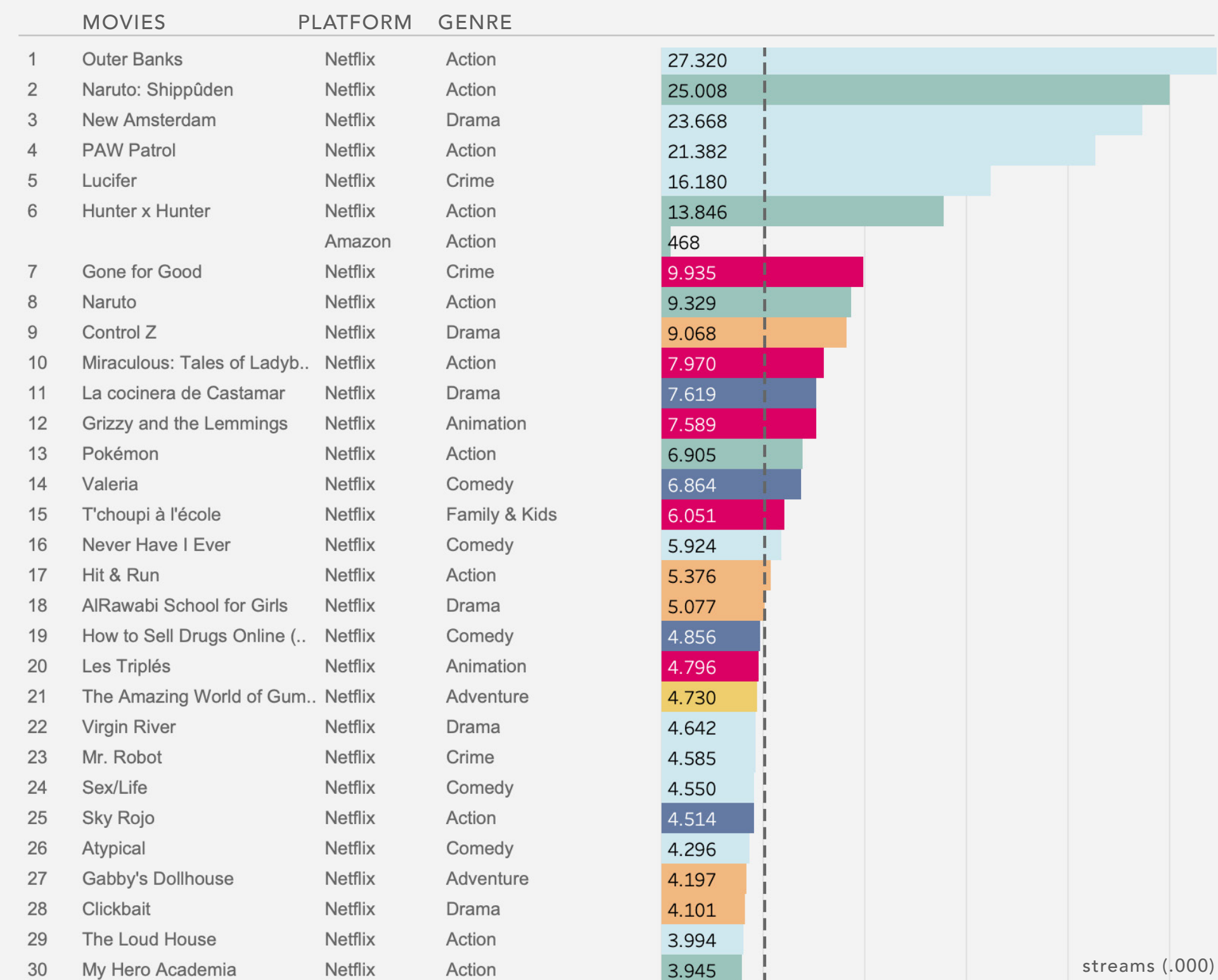
Adventure is the third most-streamed genre in Netflix, with 8,5% of total streams (5.1M). The Family & Kids Animation Adventure title "Vivo" (2.19M) delivers an above-average performance and becomes the jewel of this category.

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



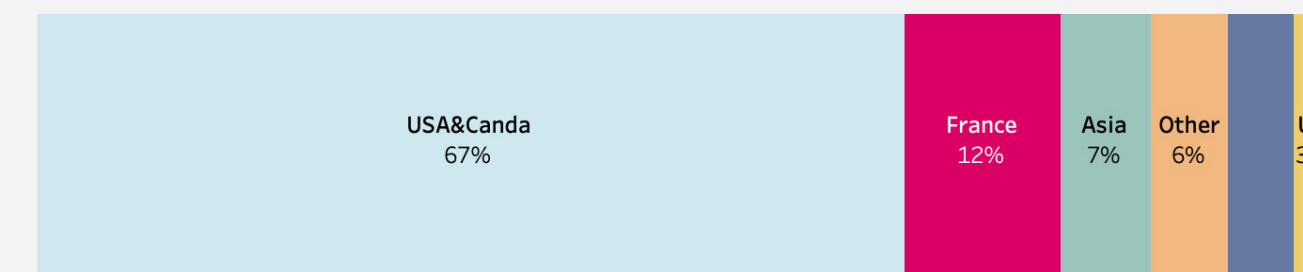
SHOWING 30/100 - [See complete chart here](#)

PRODUCTION COUNTRIES



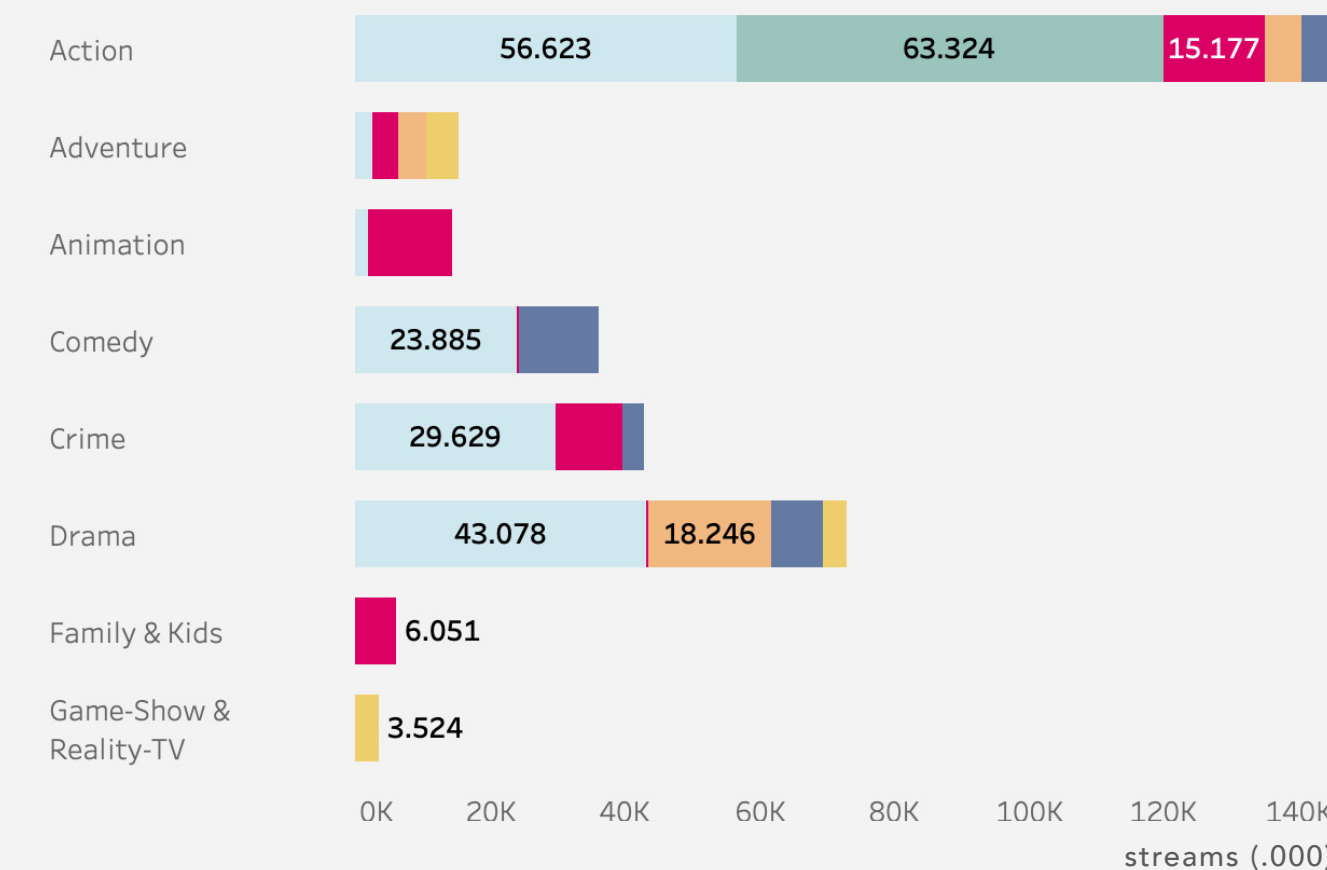
CATALOG SHARE BY COUNTRY

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 kids-friendly shows are displayed within the Top15: "Grizzly and the Lemmings" (#12) and "T'choupi a l'école" (#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).

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON

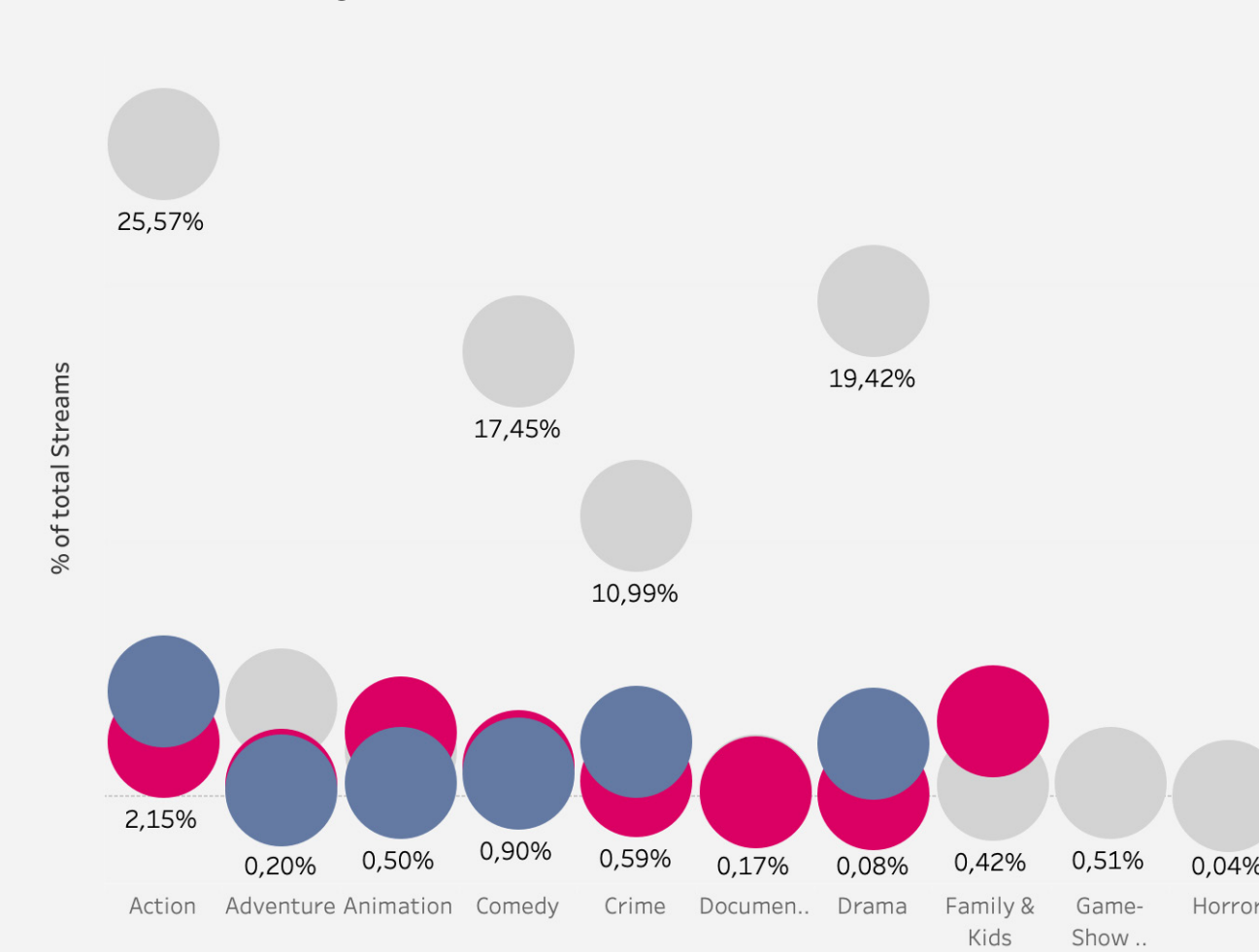
	MOVIES		PLATFORM		GENRE	
1	Gone for Good	1	Netflix	6	Crime	9.935
2	Miraculous: Tales of Ladybug & Cat Noir	1	Netflix	28	Action	4.420
3	La cocinera de Castamar	2	Netflix	42	Action	3.549
4	Grizzly and the Lemmings	1	Netflix	10	Drama	7.619
5	Valeria	2	Netflix	47	Animation	3.392
6	T'choupi à l'école	2	Netflix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

PRODUCTION COUNTRIES

- Europe
- France

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON

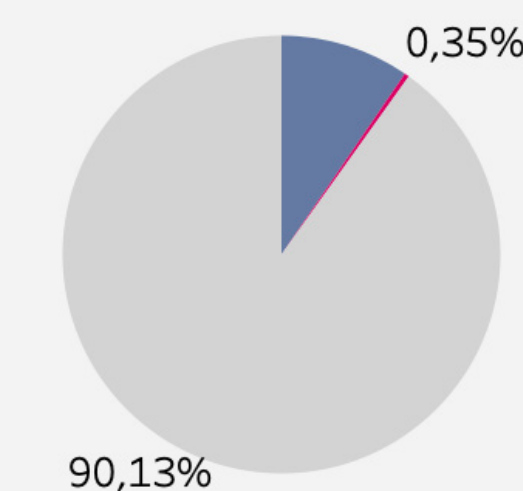


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres Shows..	Europe	France
Action	2	4
Adventure	1	1
Animation	1	3
Comedy	2	3
Crime	2	1
Documentary		1
Drama	4	1
Family & Kids		2

CONTRIBUTION TO DRAMA STREAMS



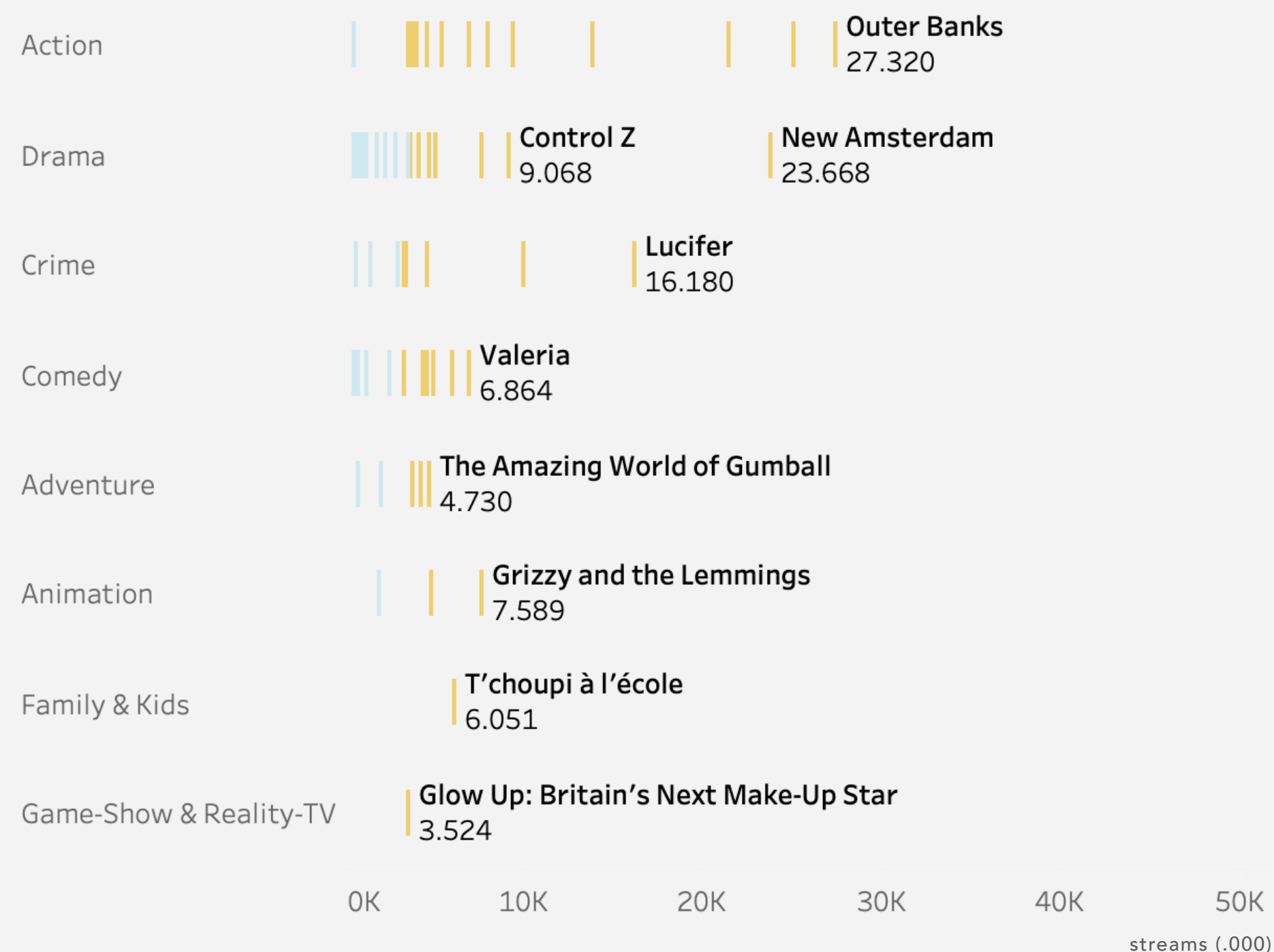
4 EUROPEAN AND LOCAL SHOWS DELIVER ABOVE-AVERAGE PERFORMANCES, AND ONLY ONE SHOW CLIMBED TO THE TOP 10.

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'école" 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.

FRANCE 100 SHOWS | SVOD PLATFORMS

TOP SHOWS STREAMED BY GENRES

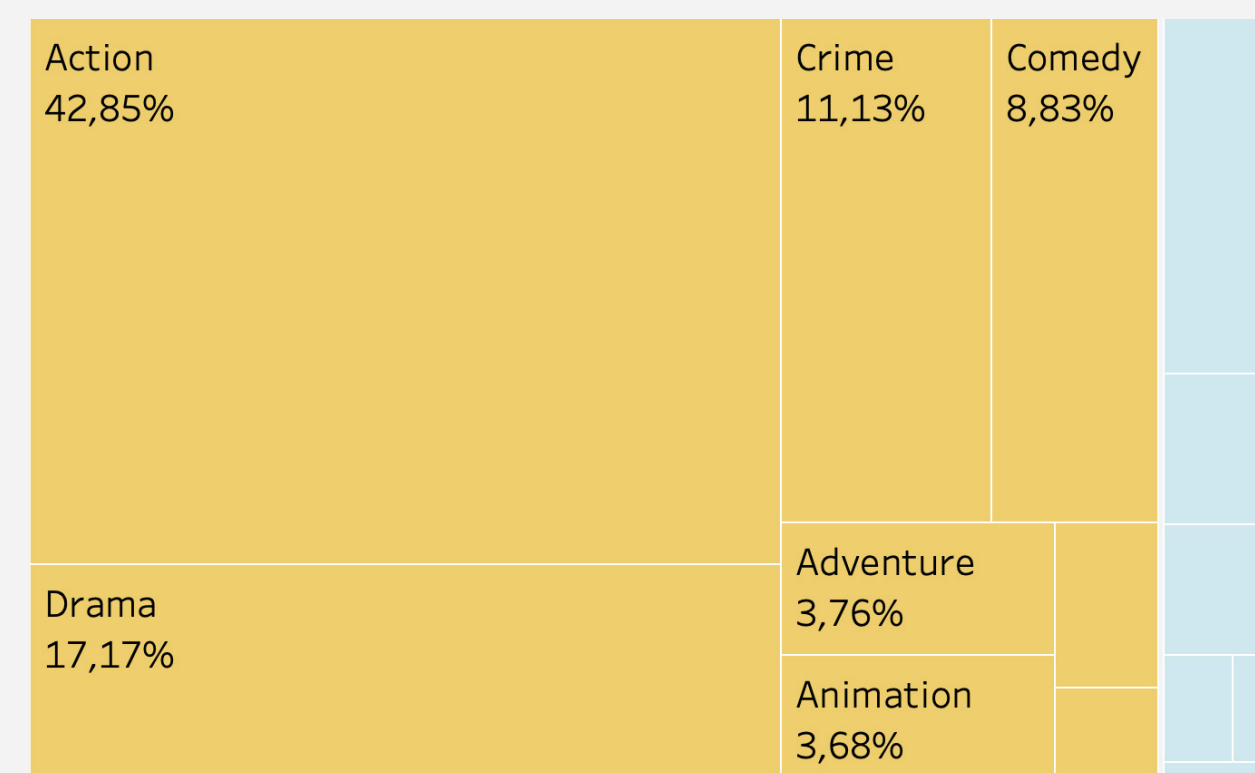


OTT

- Amazon
- Netflix

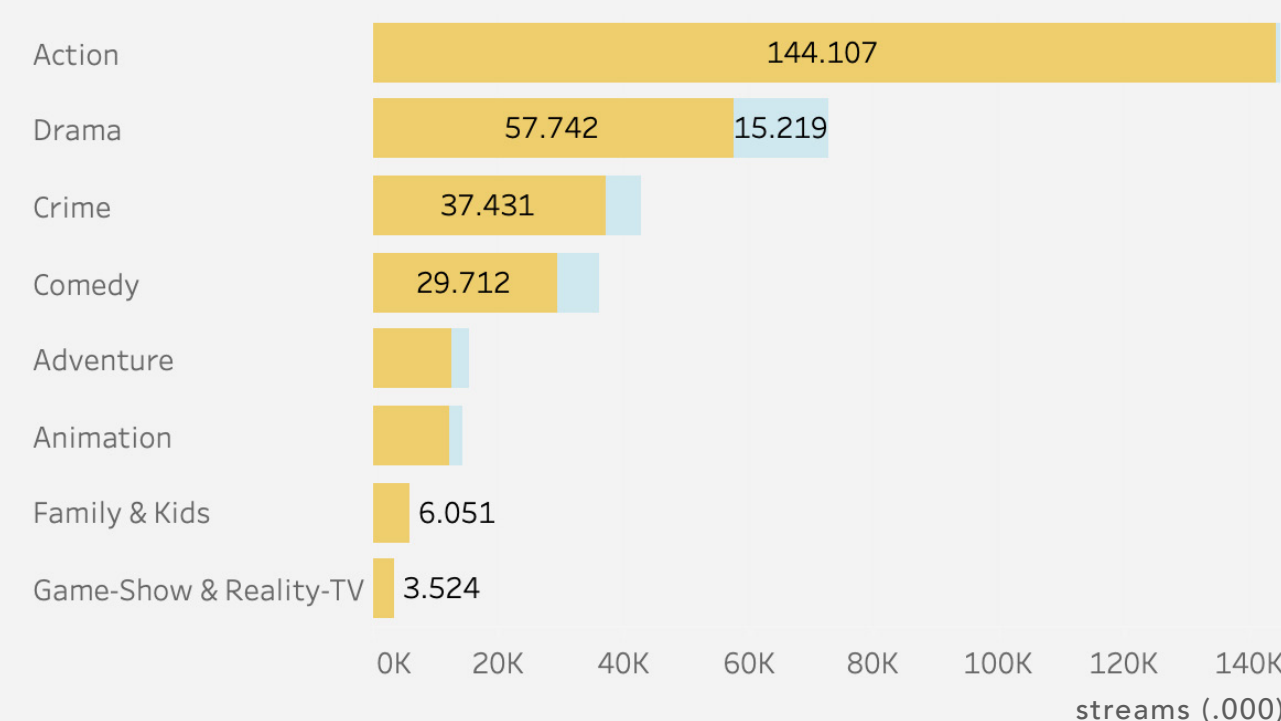
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL STREAMS BY GENRES

PLATFORM COMPARATIVE



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-of-age 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 most-streamed 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).

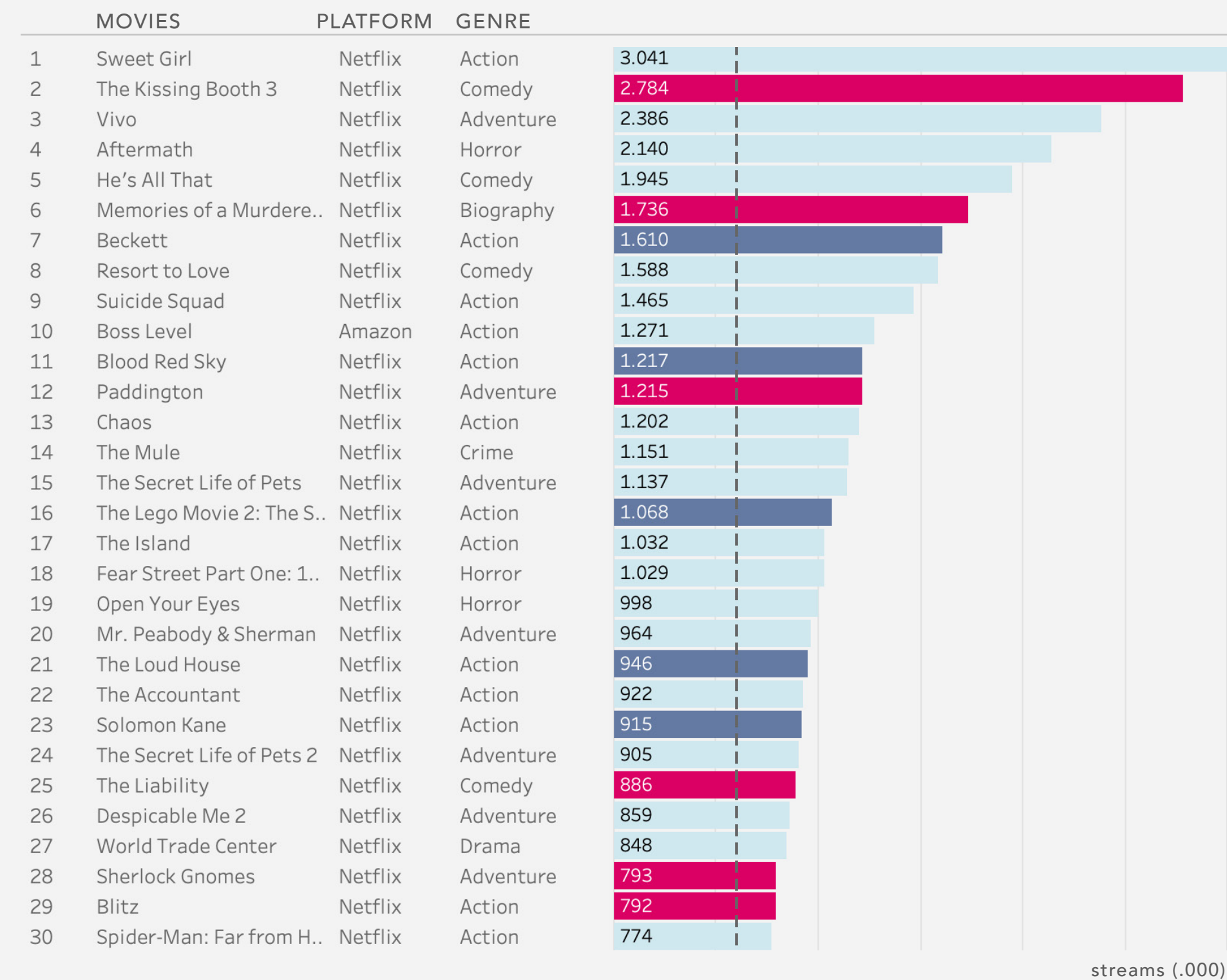
COMEDY CROSSES BORDERS WHEN STREAMED.

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

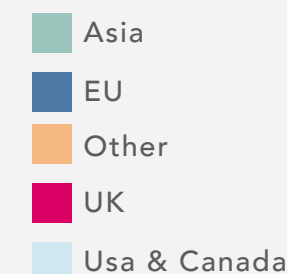
TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



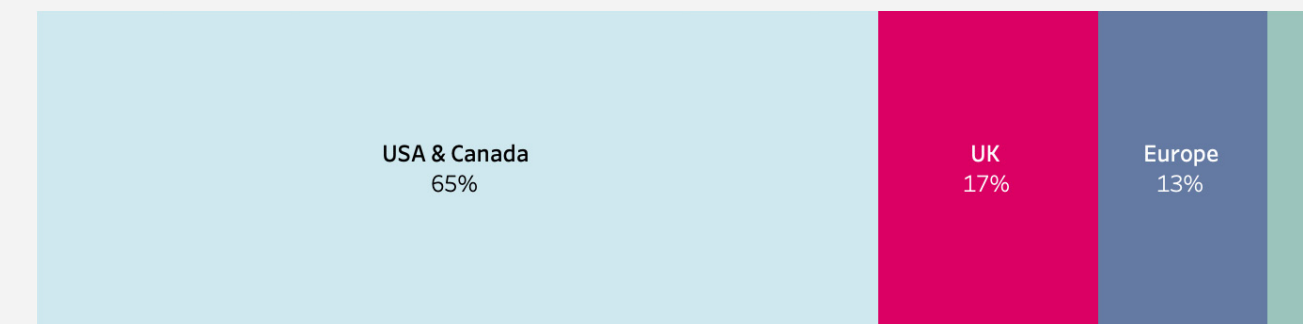
SHOWING 30/100 - [See complete chart here](#)

PRODUCTION COUNTRIES



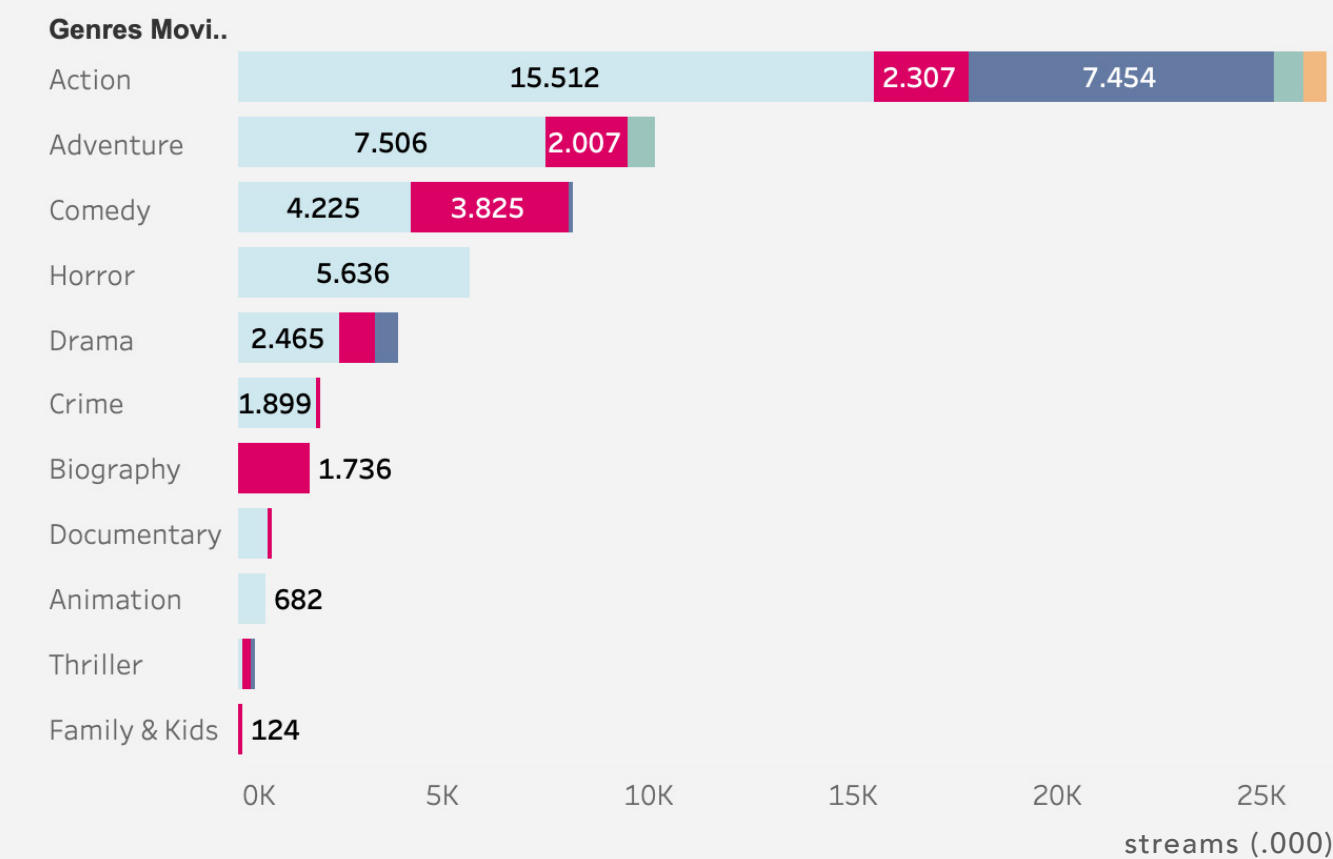
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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.

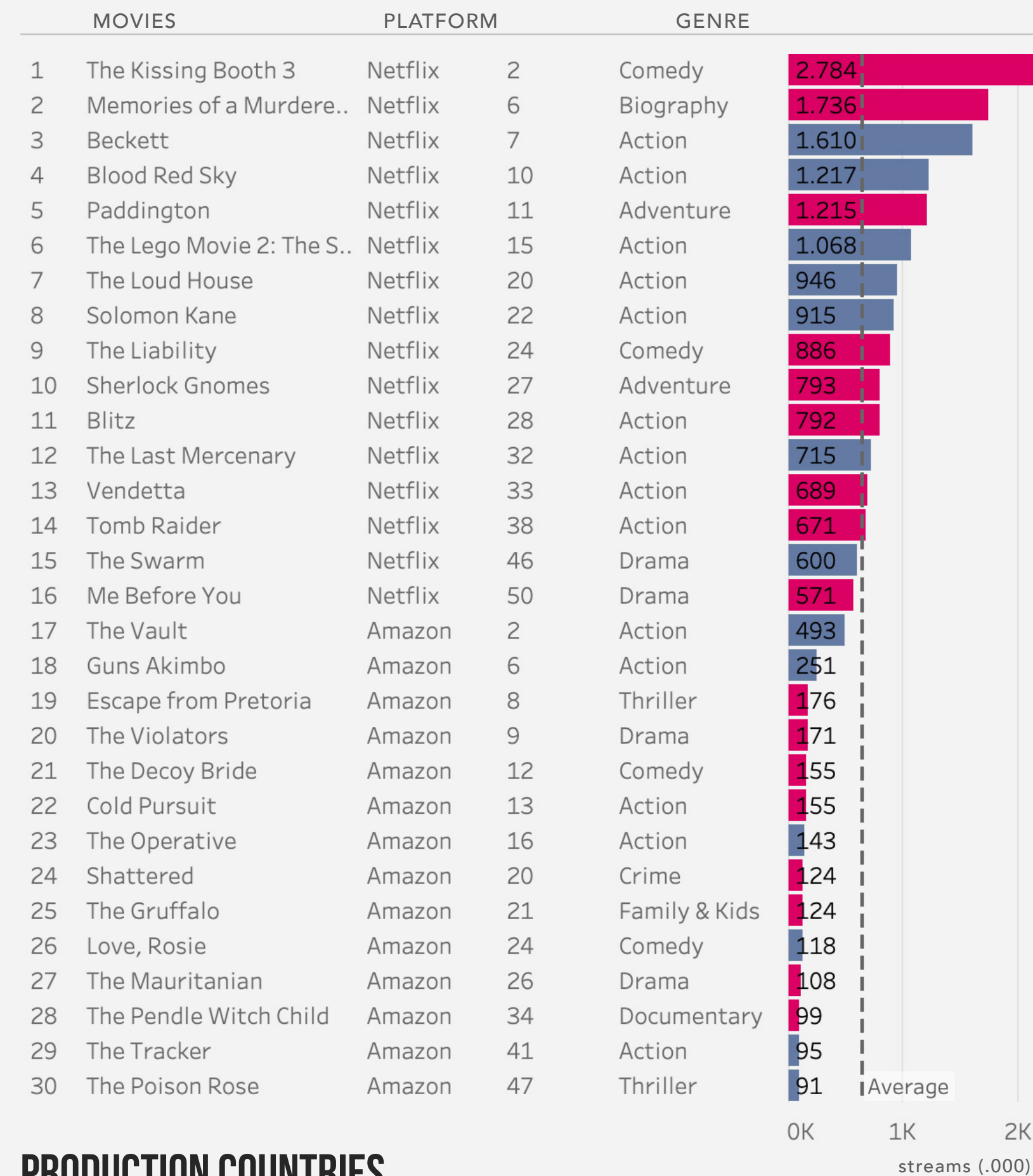
USA & Canada encompass a massive 65% of the market share, the UK coming next with 17%, Europe with 13% and Asia with only 3%. The English-language content represents at least 77% of the top 100. In this sense, the UK is less open to other regions such as Asia (below 3% share), contrasting with what we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

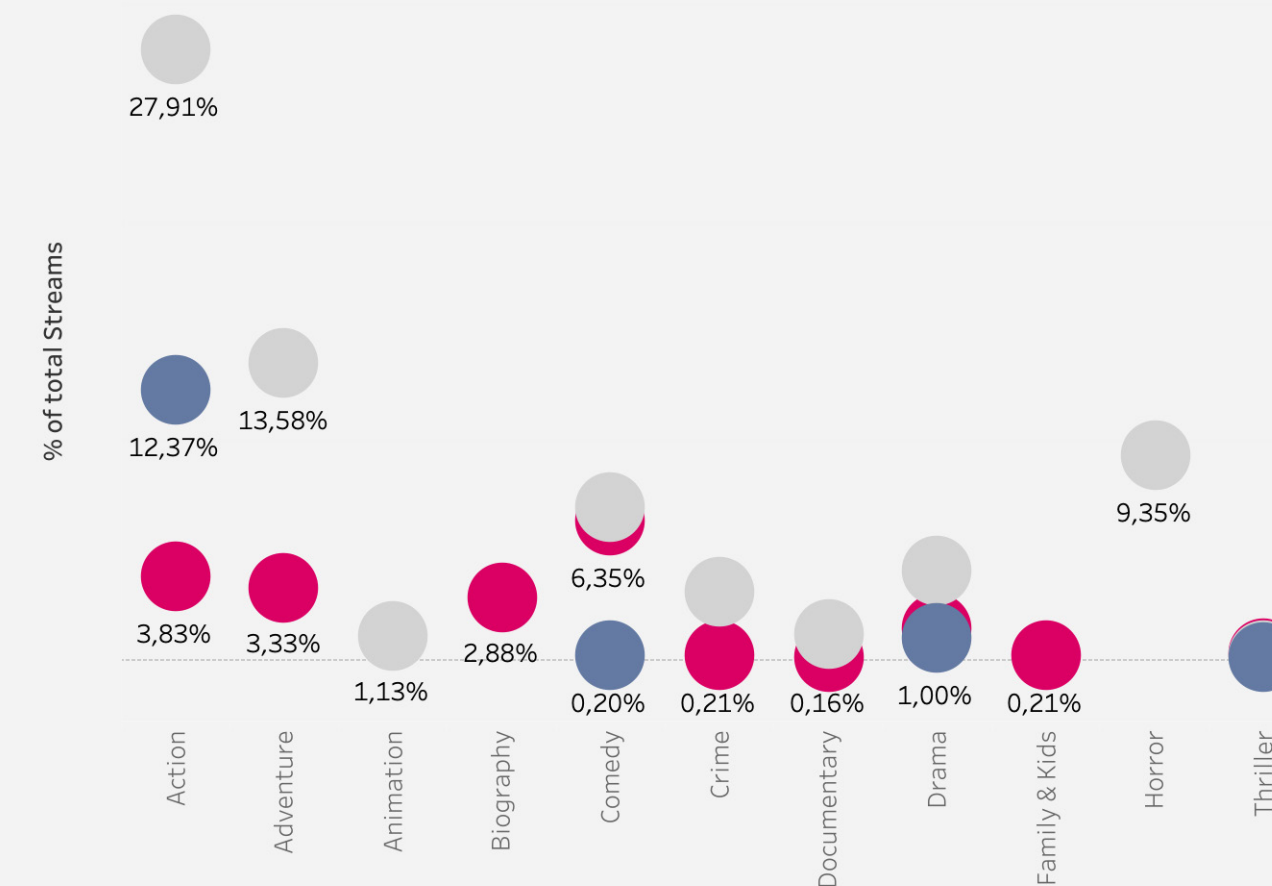


PRODUCTION COUNTRIES



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

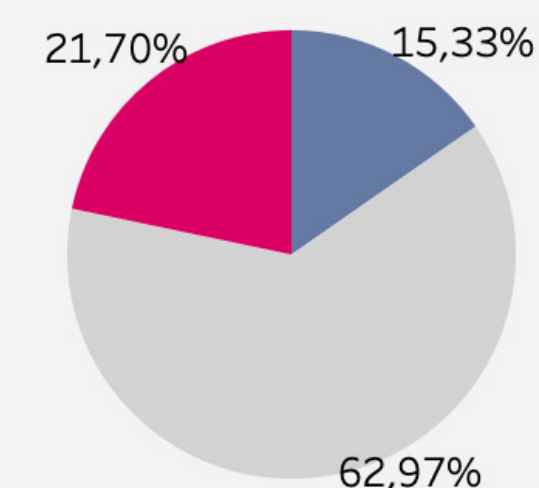


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Movies	GB	Europe	UK
Action			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 "Solomon 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.

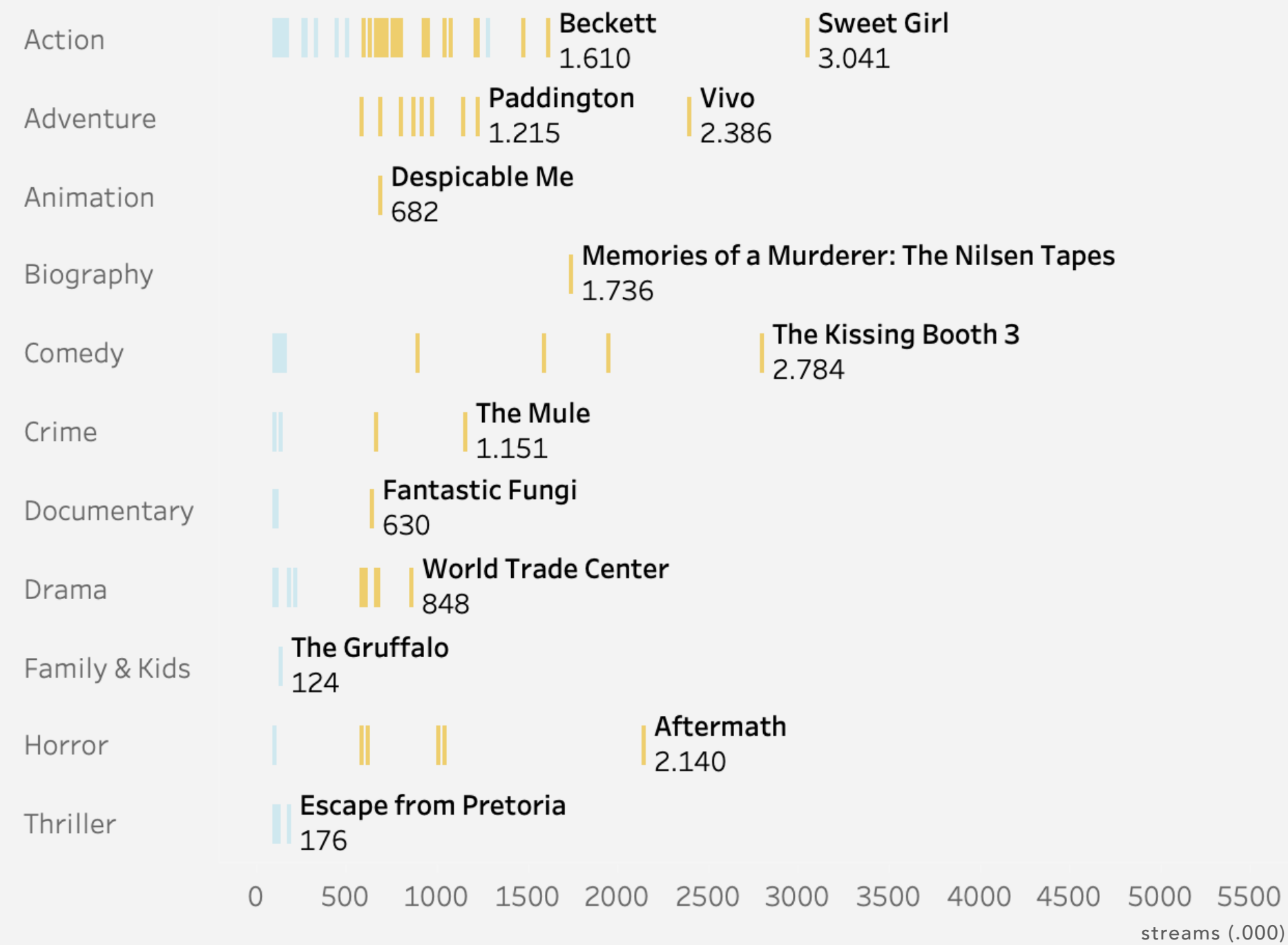
The UK is very present in all genres except Horror and Animation, but it doesn't go above 3% of streams in each genre. Nonetheless, it has no competition in Biography nor Family & Kids.

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.

UK 100 MOVIES | SVOD PLATFORMS

TOP MOVIES SREAME BY GENRES

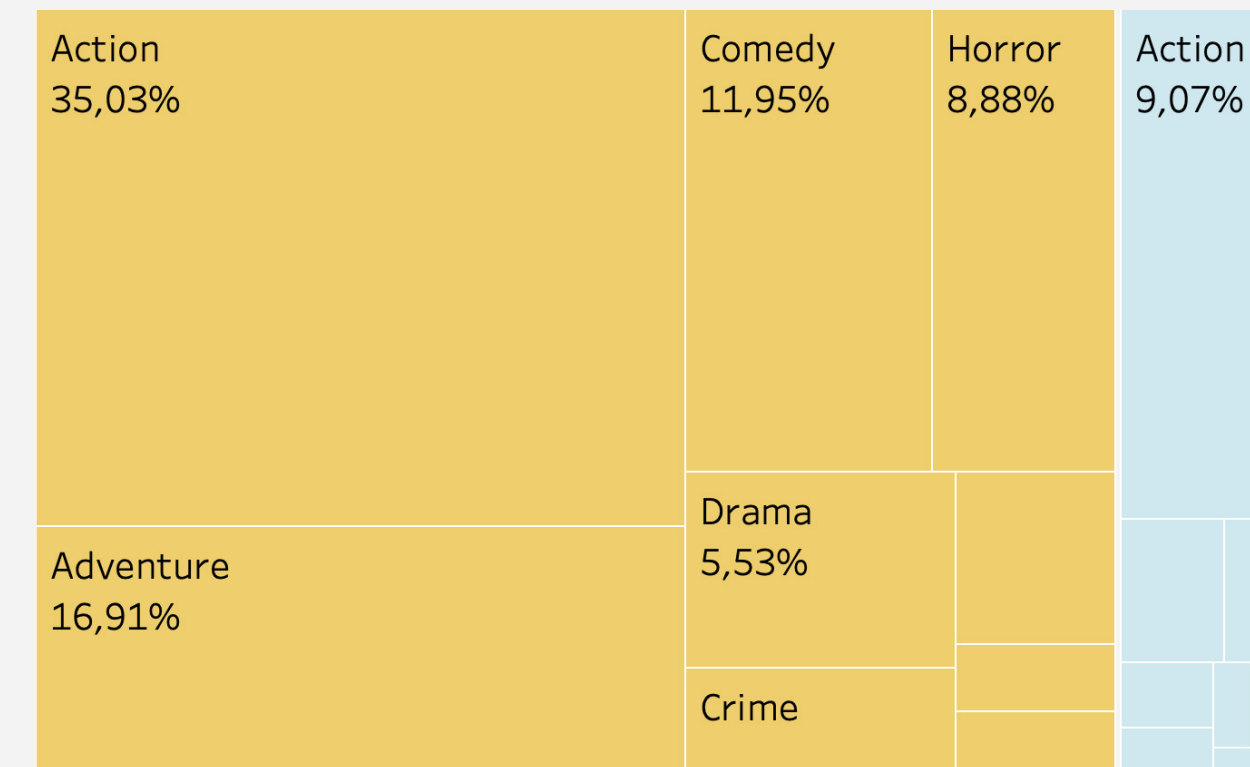


OTT

- Amazon
- Netflix

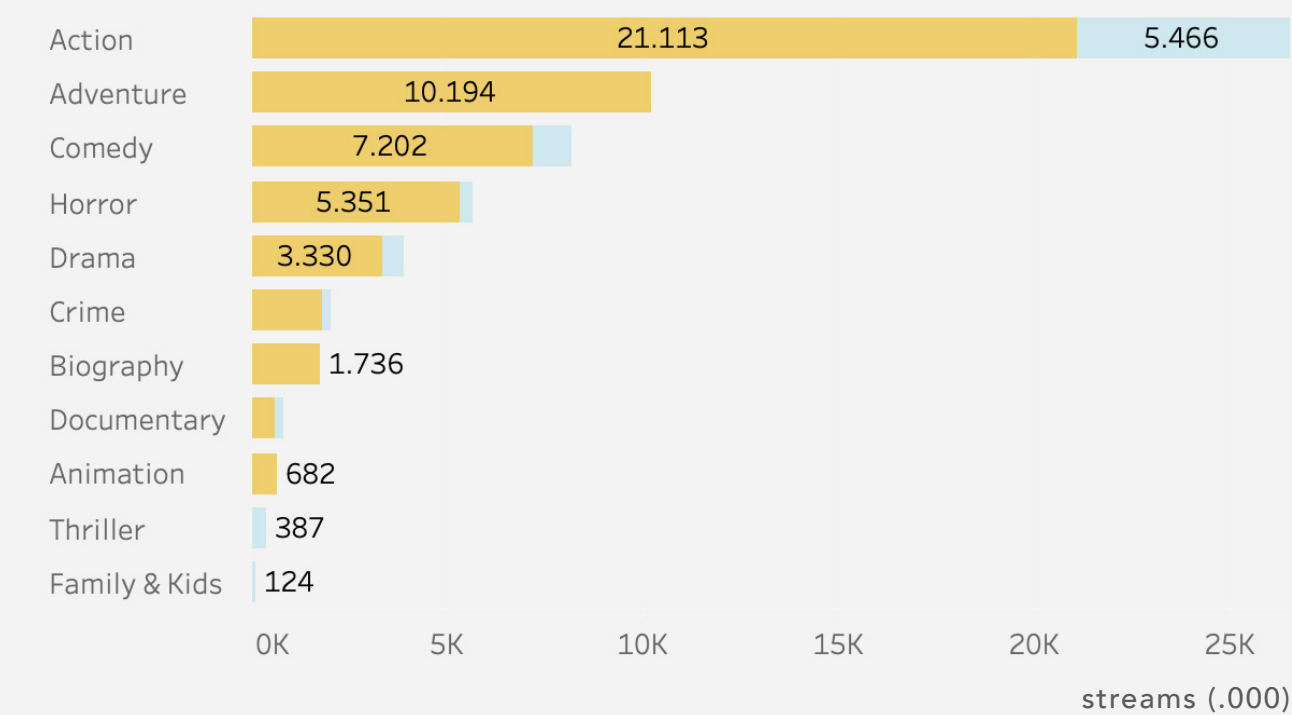
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



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.

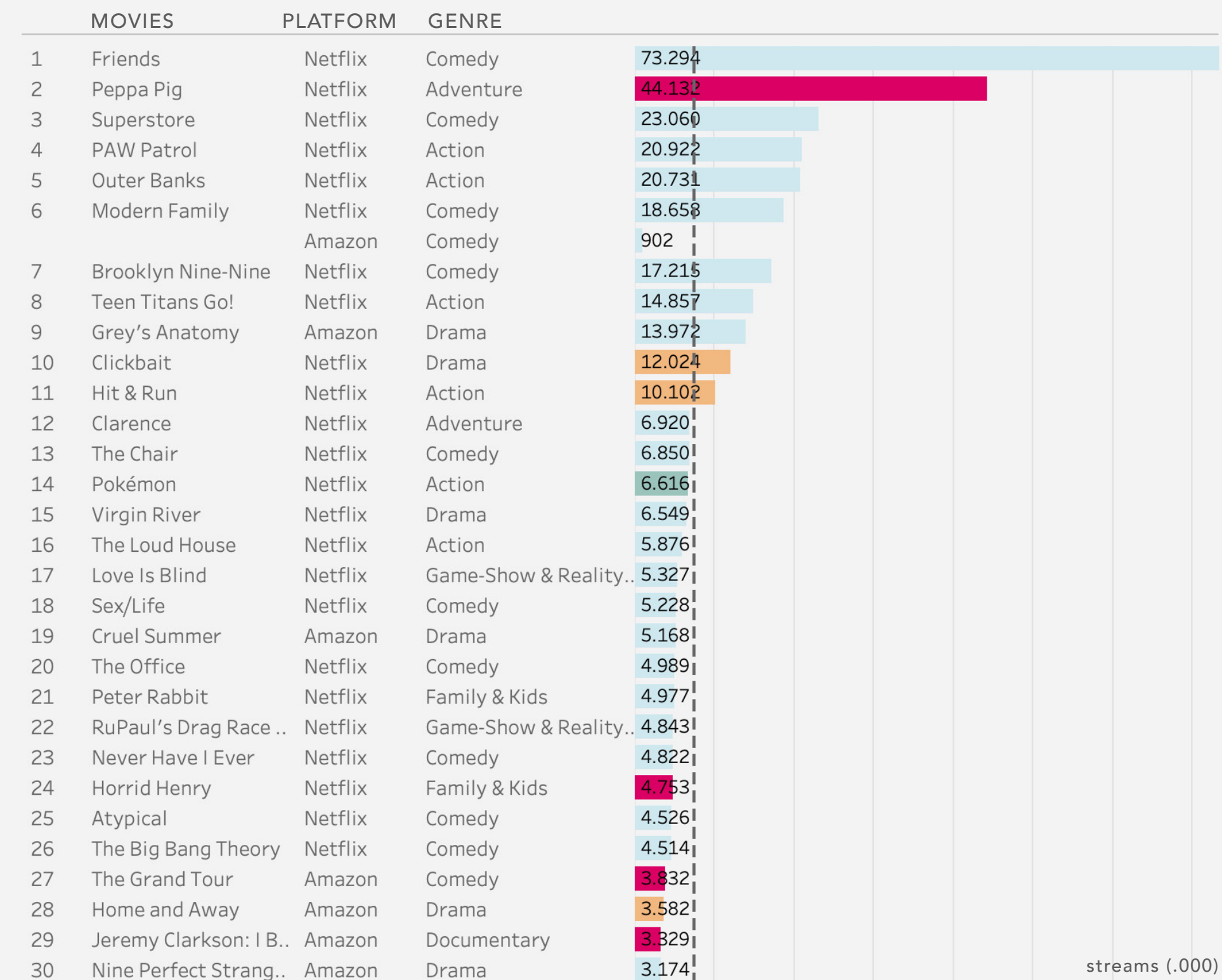
ACTION HOARDS 44% OF THE TOTAL TOP 100 MOVIES IN THE UK.

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

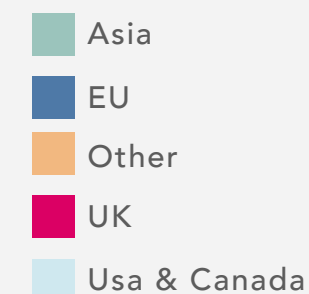
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



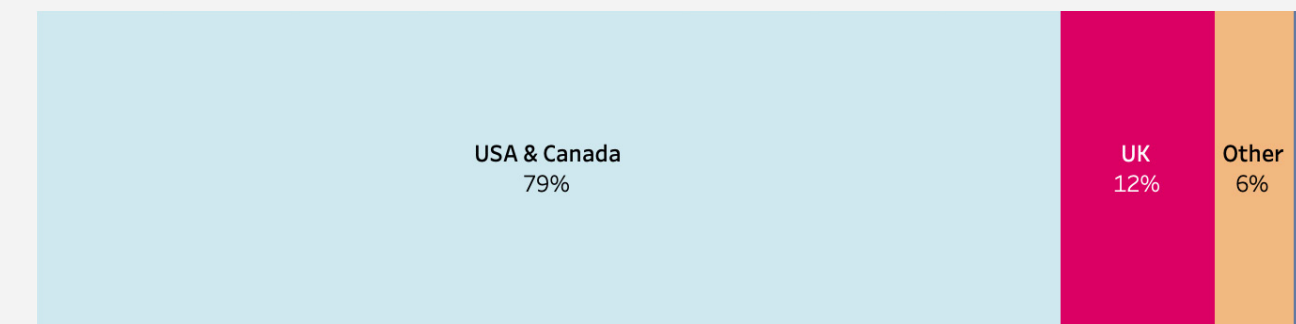
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



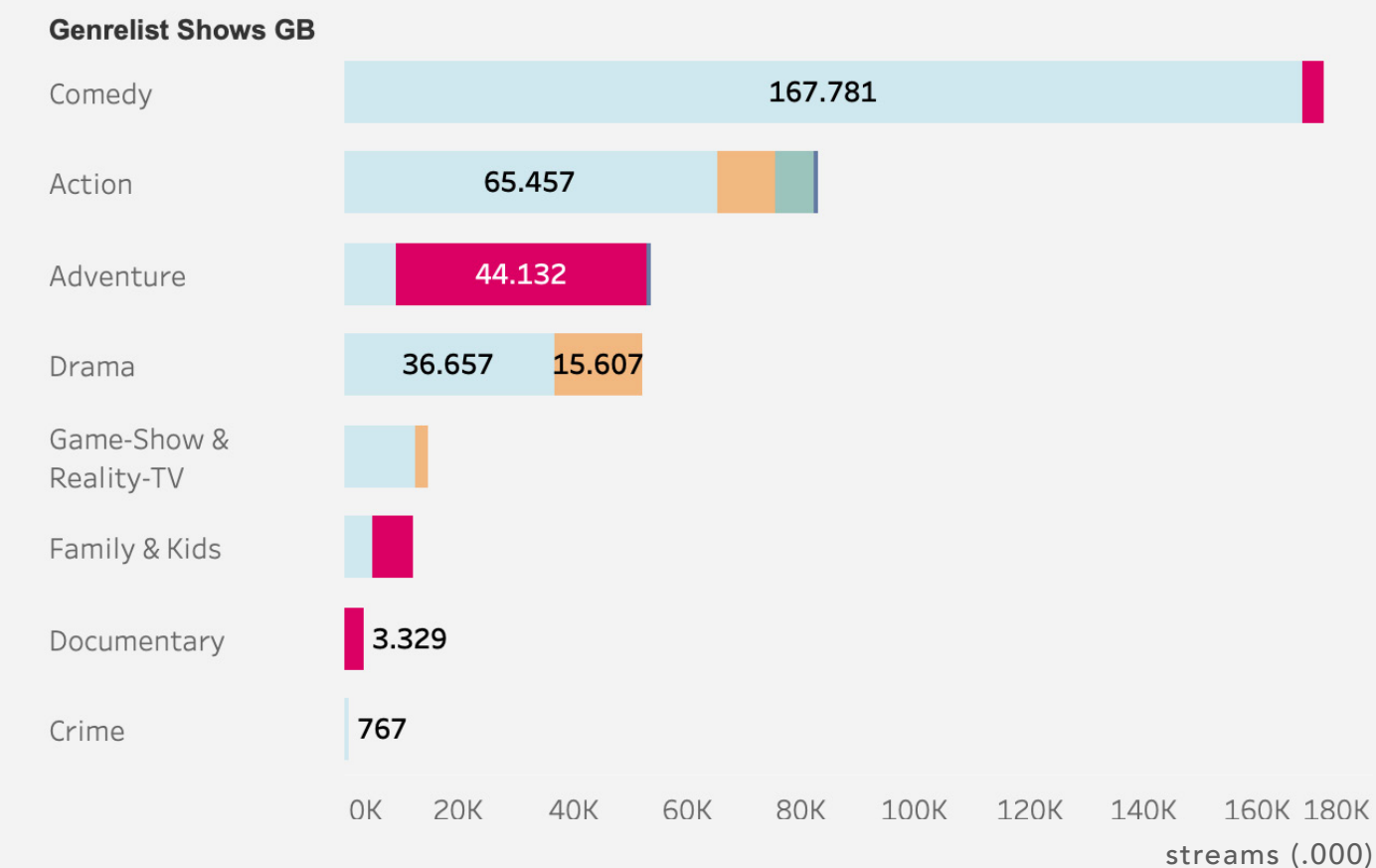
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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).

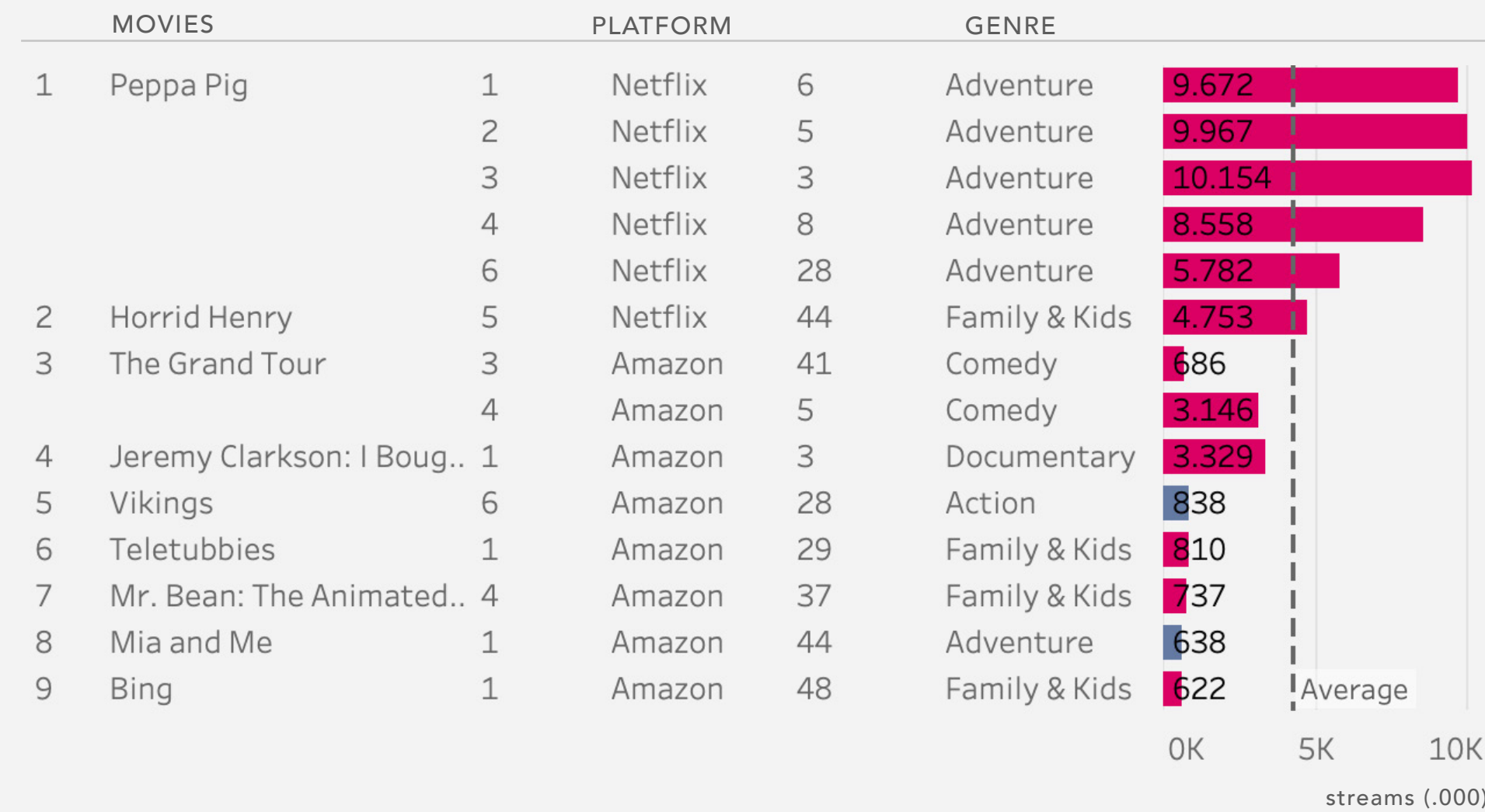
KIDS CONTENT SCORES HIGH IN THE UK

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

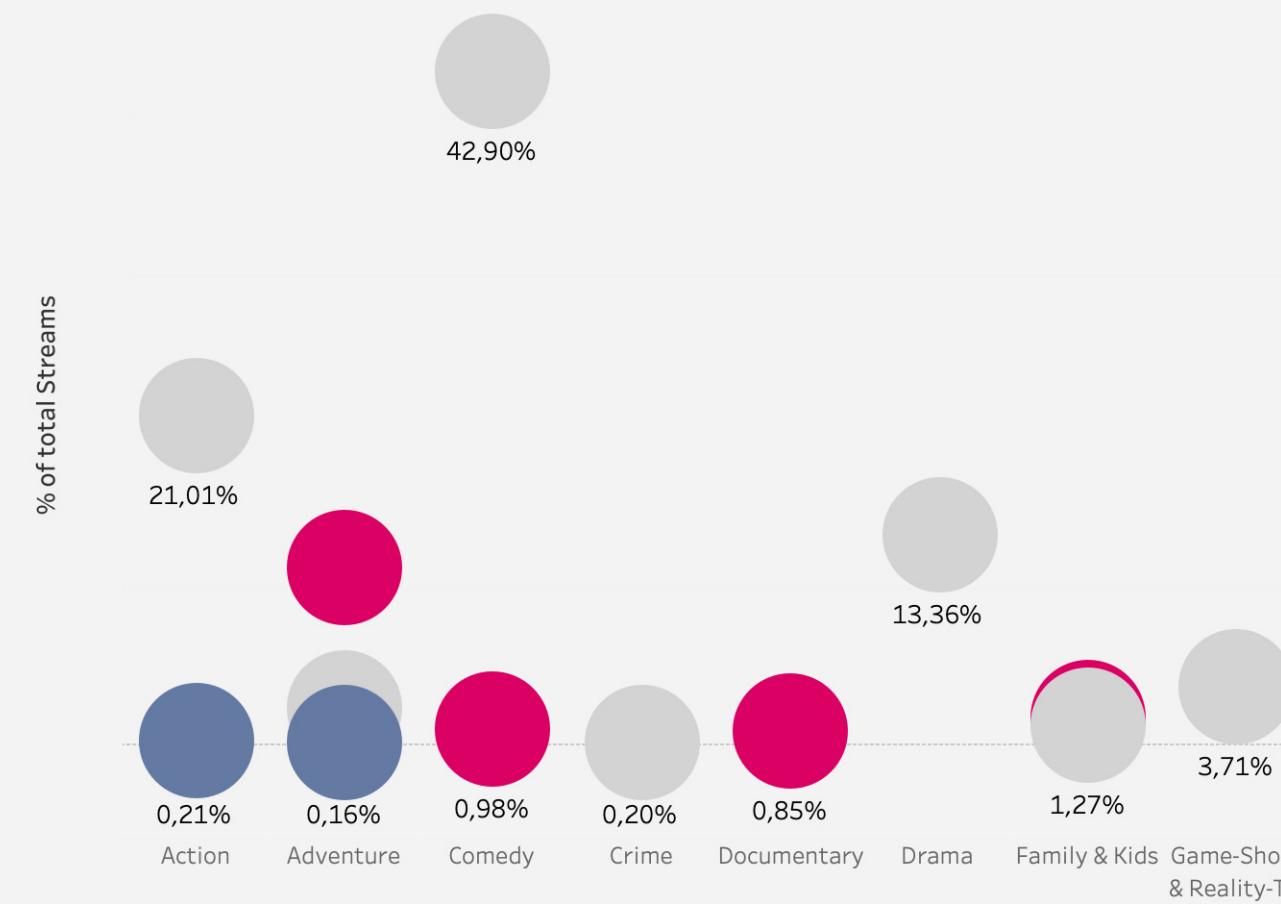
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genre	Shows .. Europe	UK
Action	1	
Adventure	1	1
Comedy		1
Documentary		1
Family & 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.

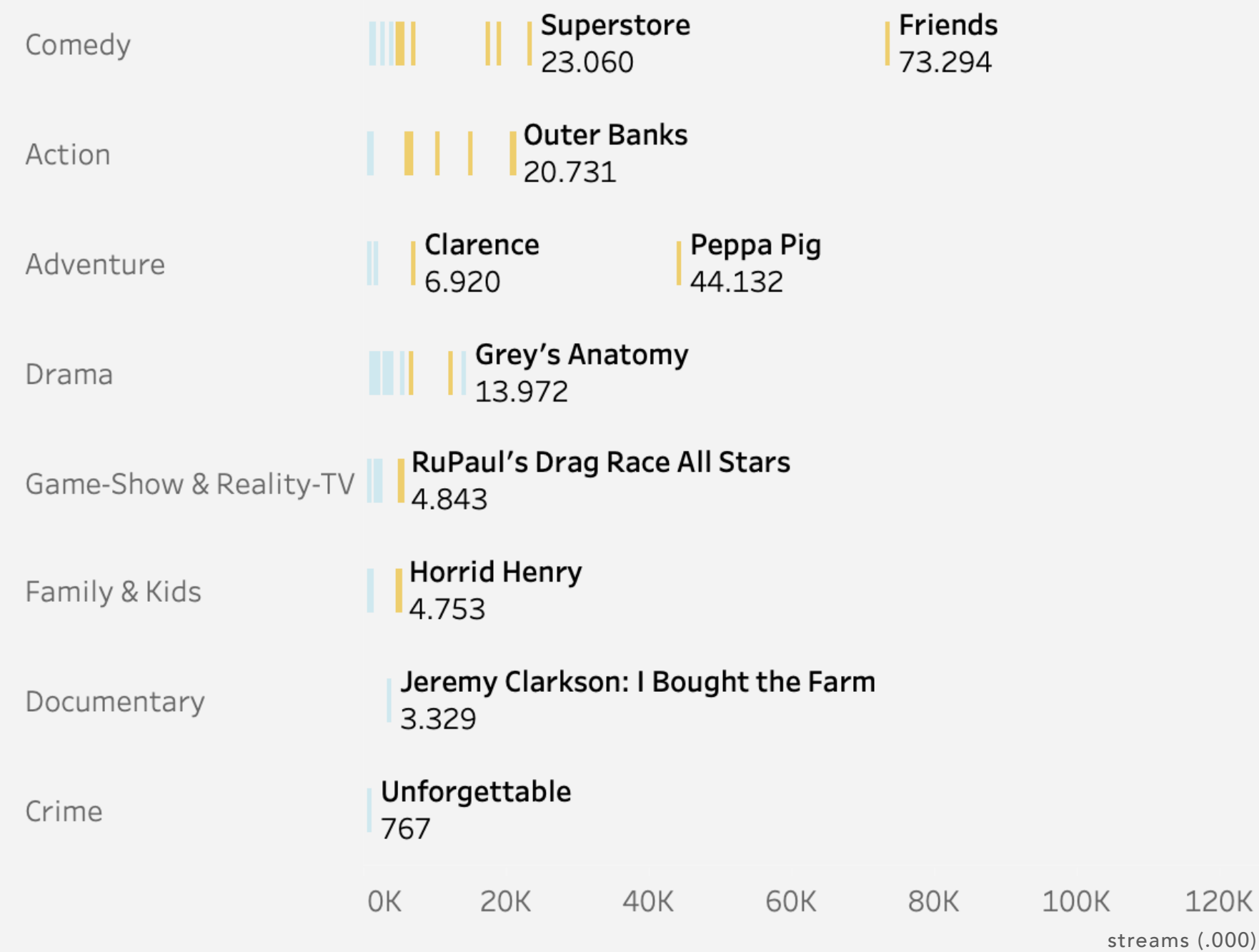
The UK is not delivering Action content and counts just the one Comedy. Therefore, it doesn't have competitive percentages in content input in any genre. 100% of the Drama tag comes from other regions. 5 out of 7 contents coming from the UK target children audiences (under 12 yo).

PRODUCTION COUNTRIES

- Europe
- UK

UK 100 SHOWS | SVOD PLATFORMS

TOP SHOWS SREAME BY GENRES

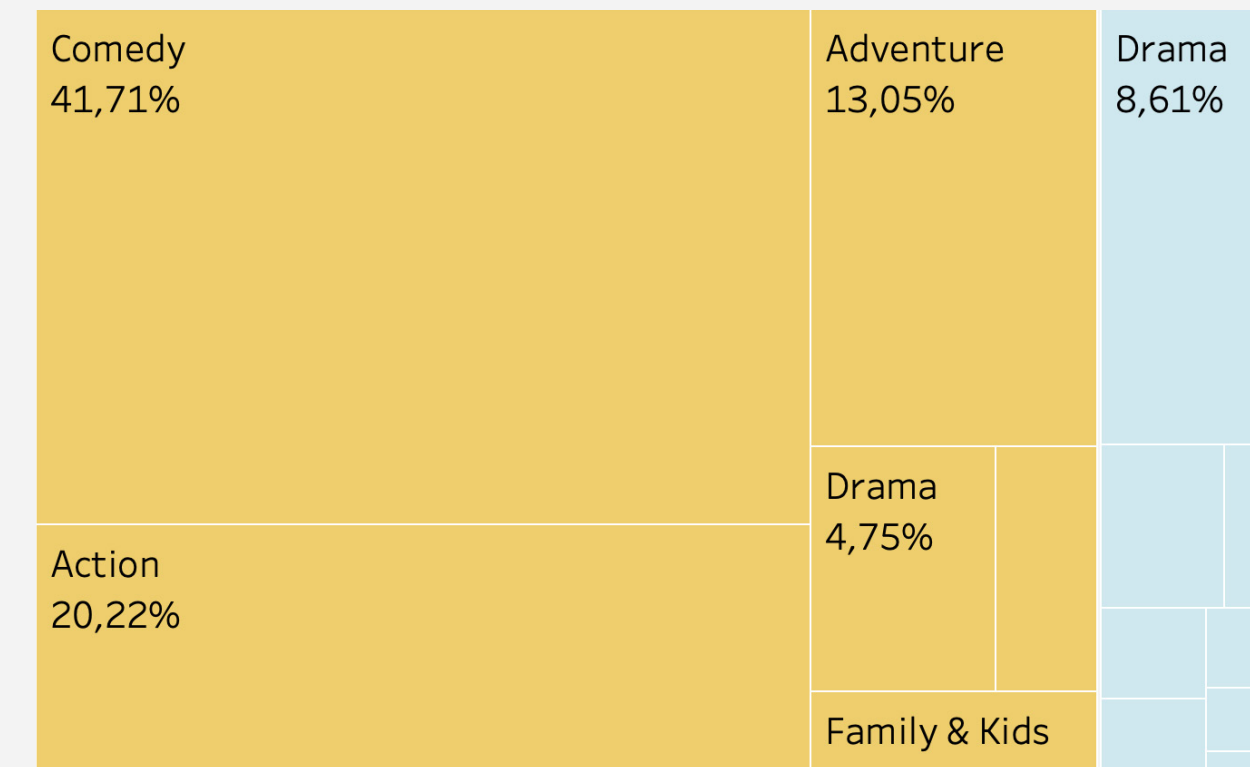


OTT

- Amazon
- Netflix

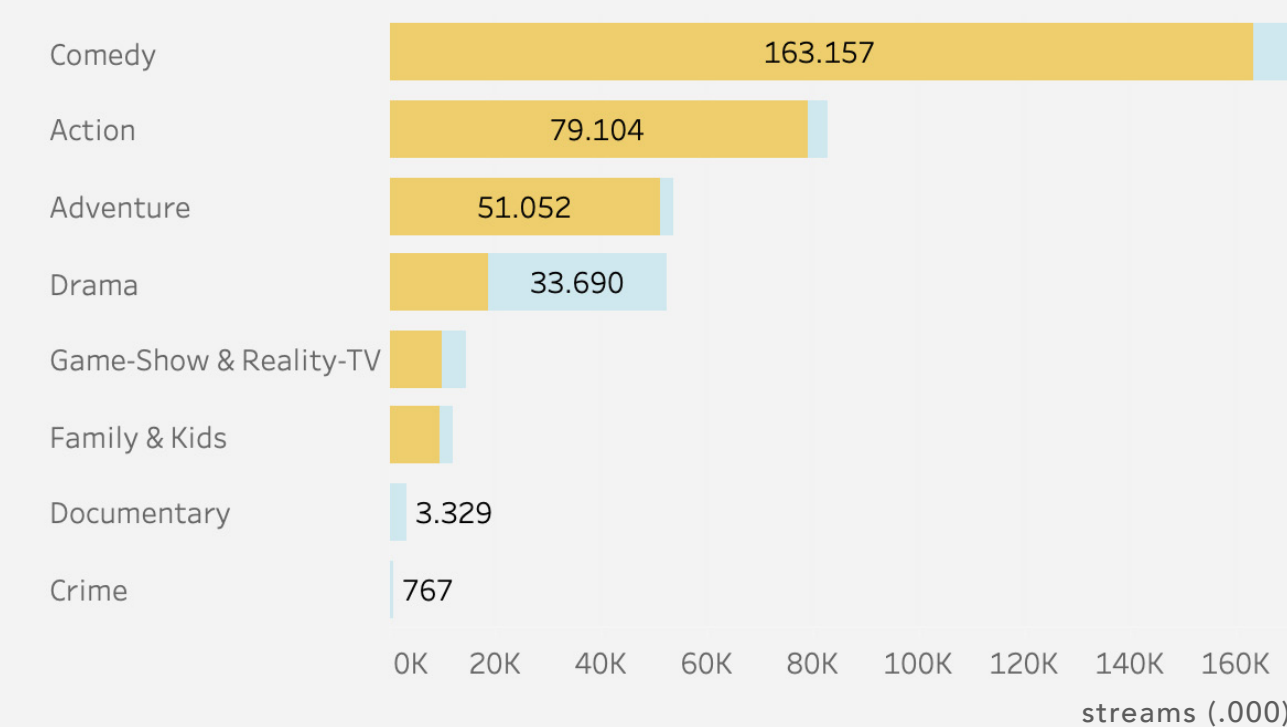
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



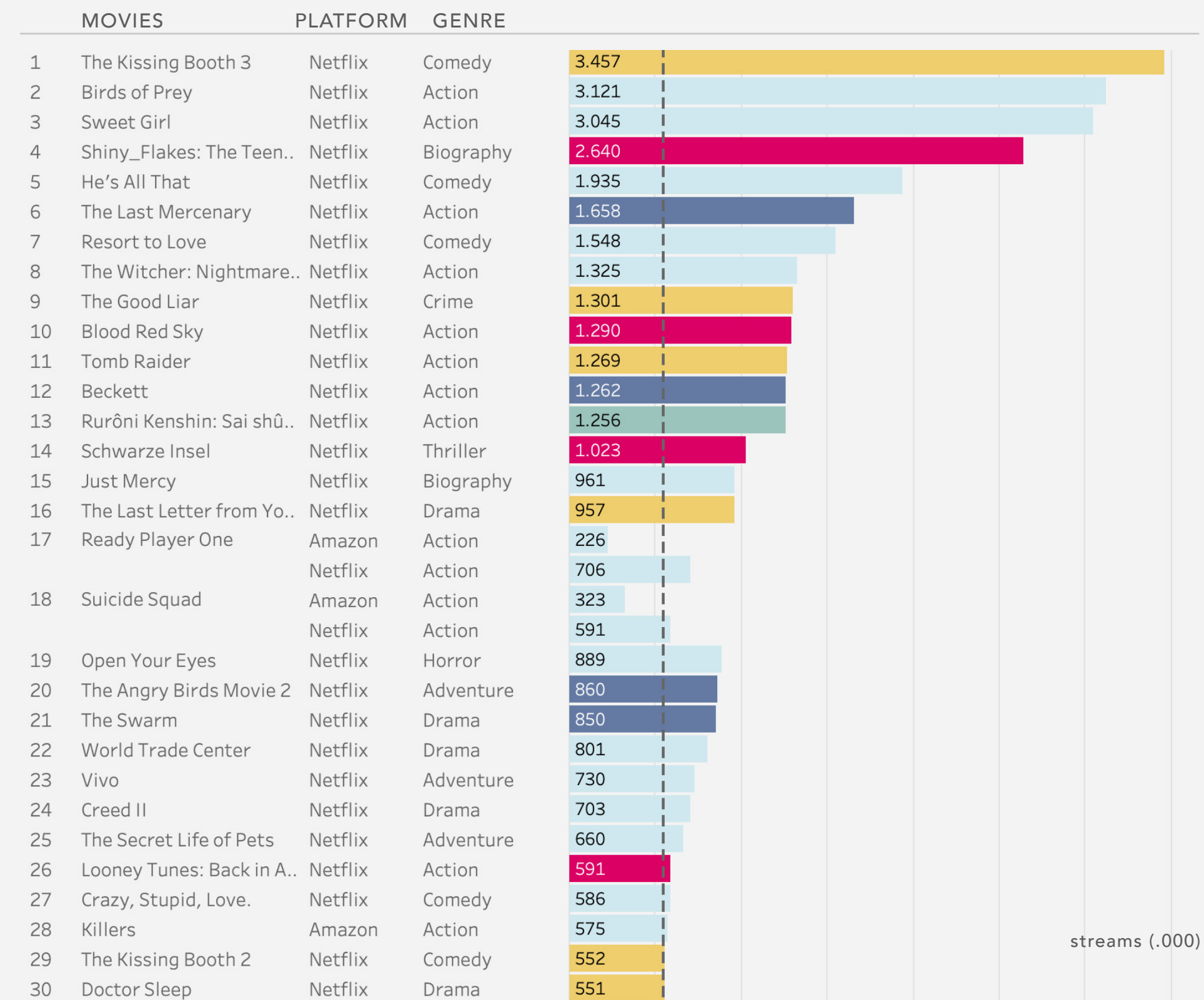
AMAZON HAS JUST A SLIM PORTION OF THE PIE BUT STILL LEADS DRAMA.

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).

GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE

NETFLIX - AMAZON



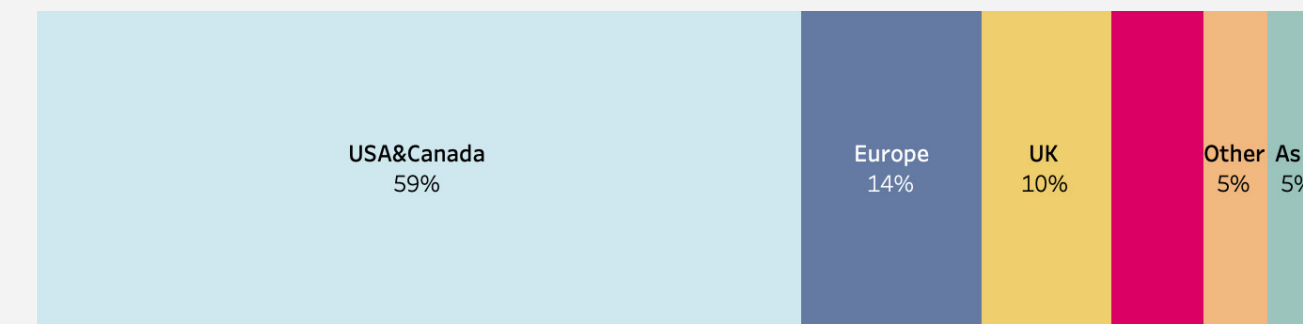
SHOWING 30/100 - [See complete chart here](#)

PRODUCTION COUNTRIES



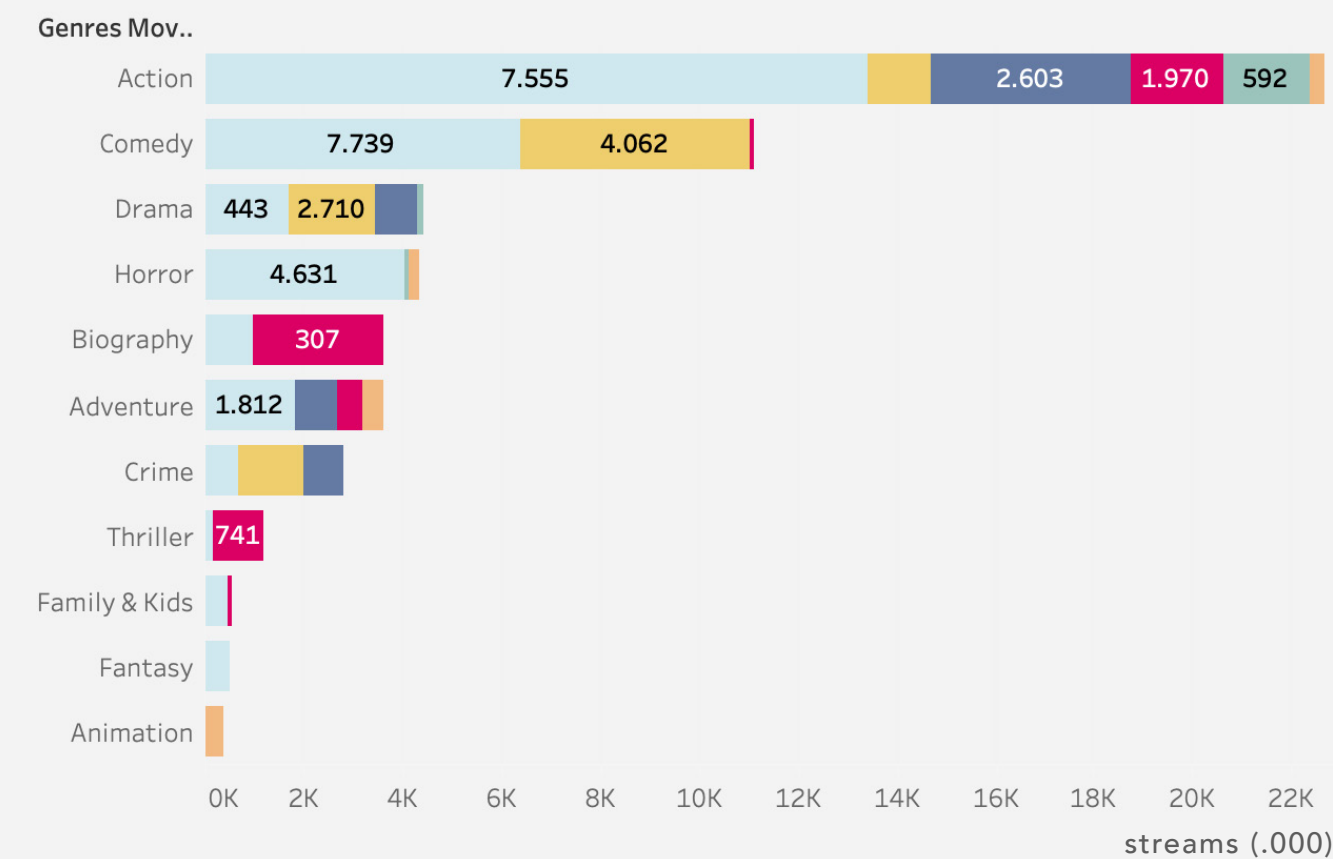
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



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 some 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.'

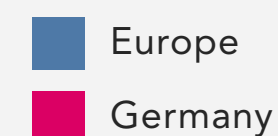
GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100

NETFLIX - AMAZON

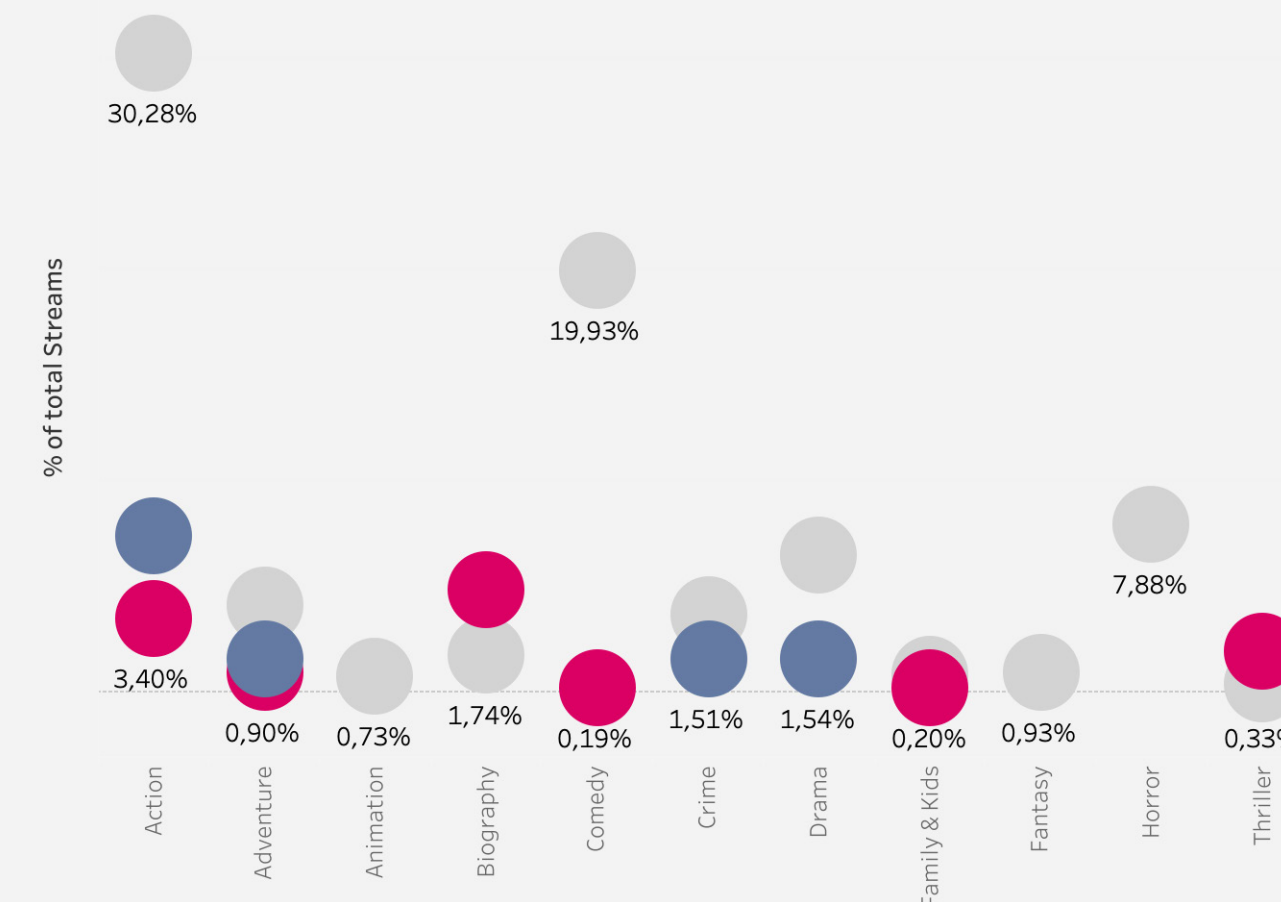


PRODUCTION COUNTRIES



CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS

NETFLIX - AMAZON

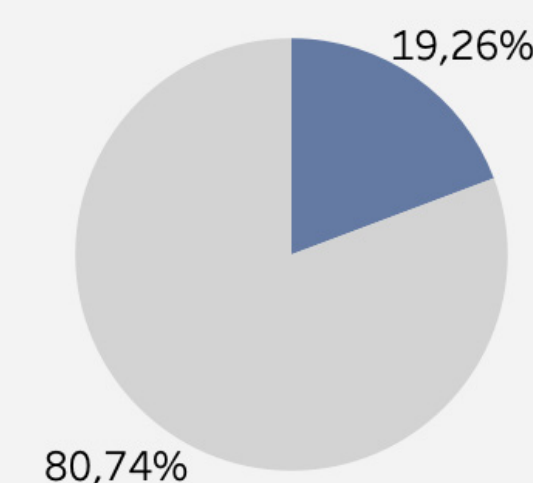


NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Movies DE	Europe	Germa..
Action	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.

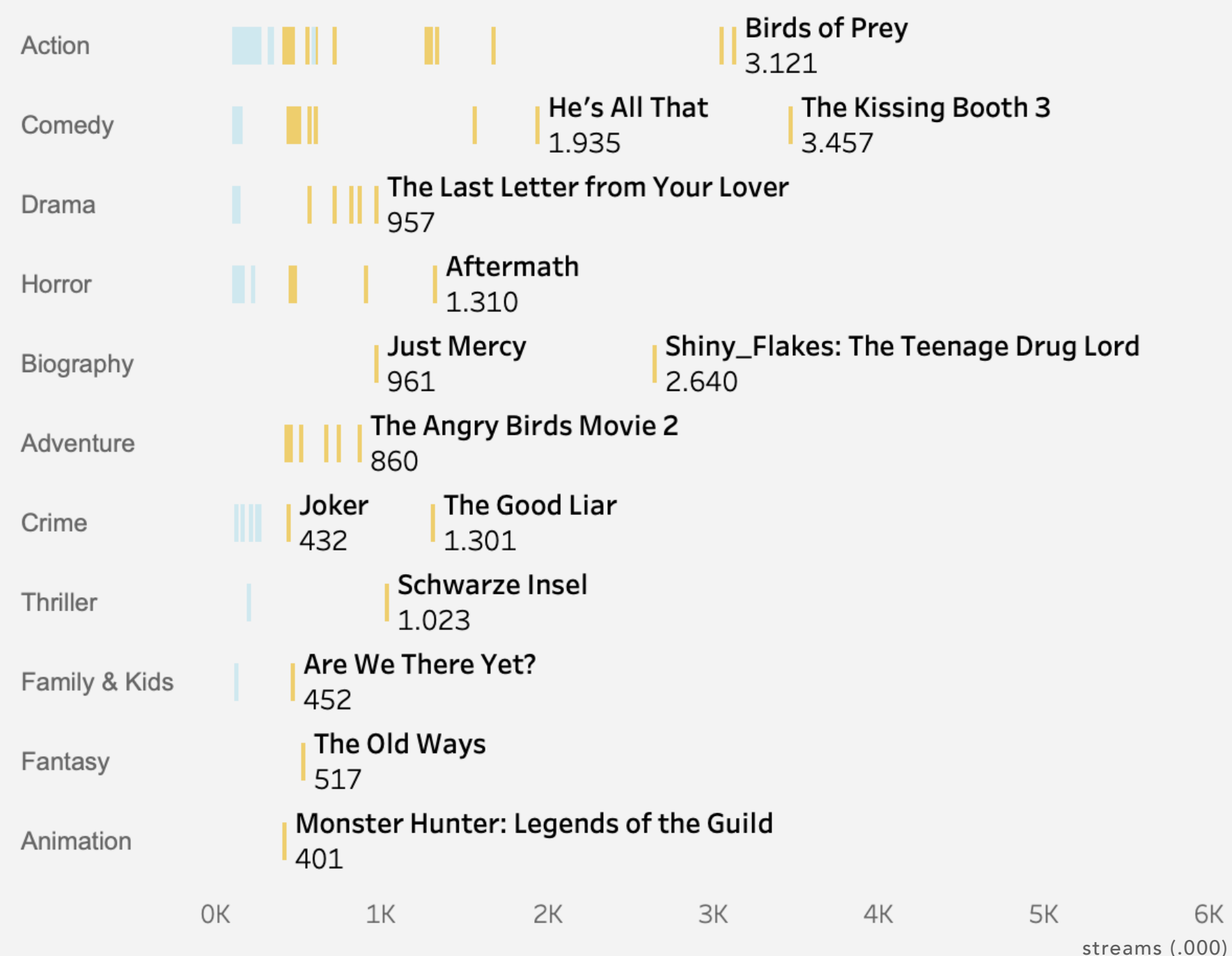
The contribution of European content to the total streams represented 7,35% and 3,4% German movies in Action. Germany excelled in Biography with 4,78% and Thriller with 1,85%.

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

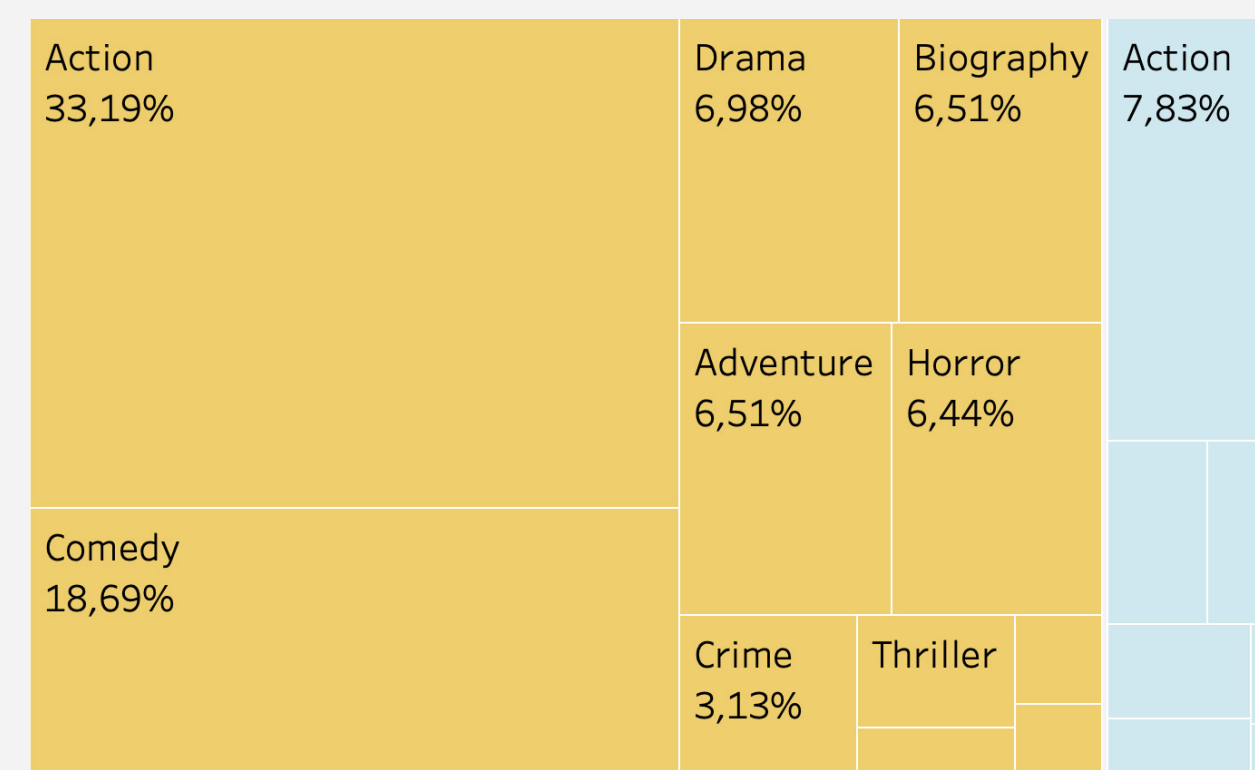


OTT

- Amazon
- Netflix

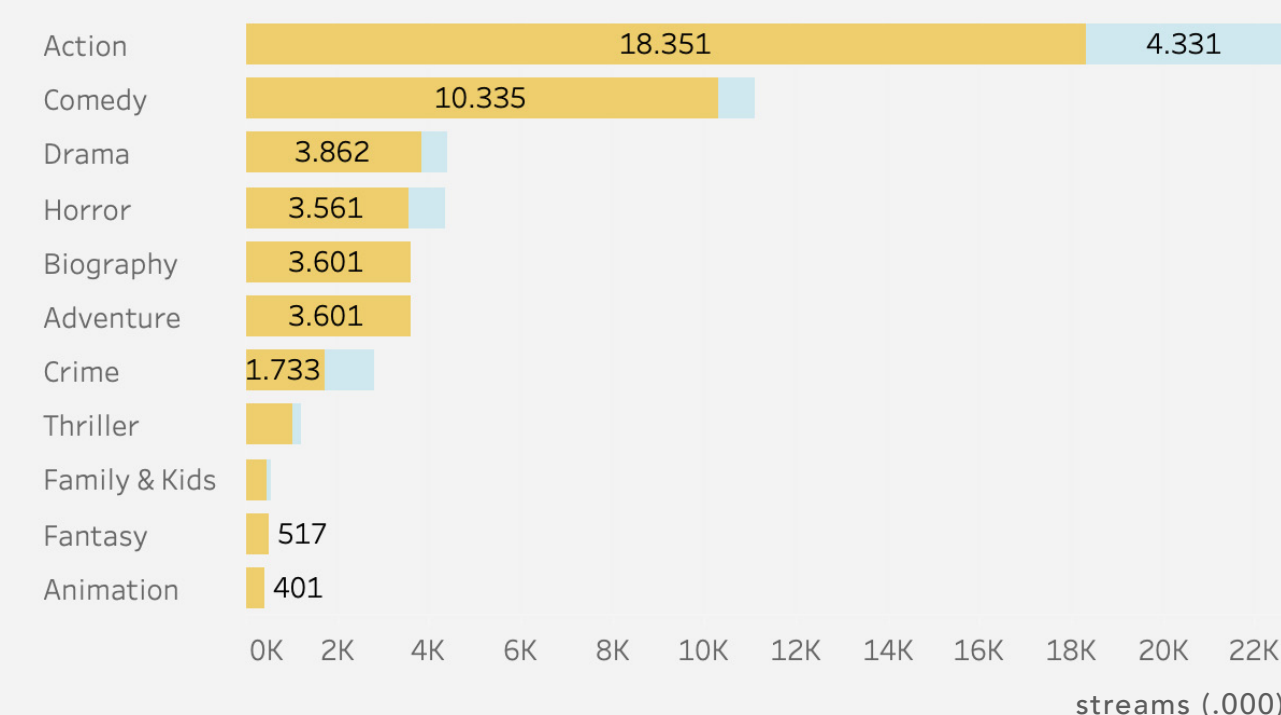
MOST WATCHED GENRES

SHARE BY PLATFORM



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 18M streams in August and becoming the most-streamed genre on Amazon, with only 7,83% of total views (4.3M).

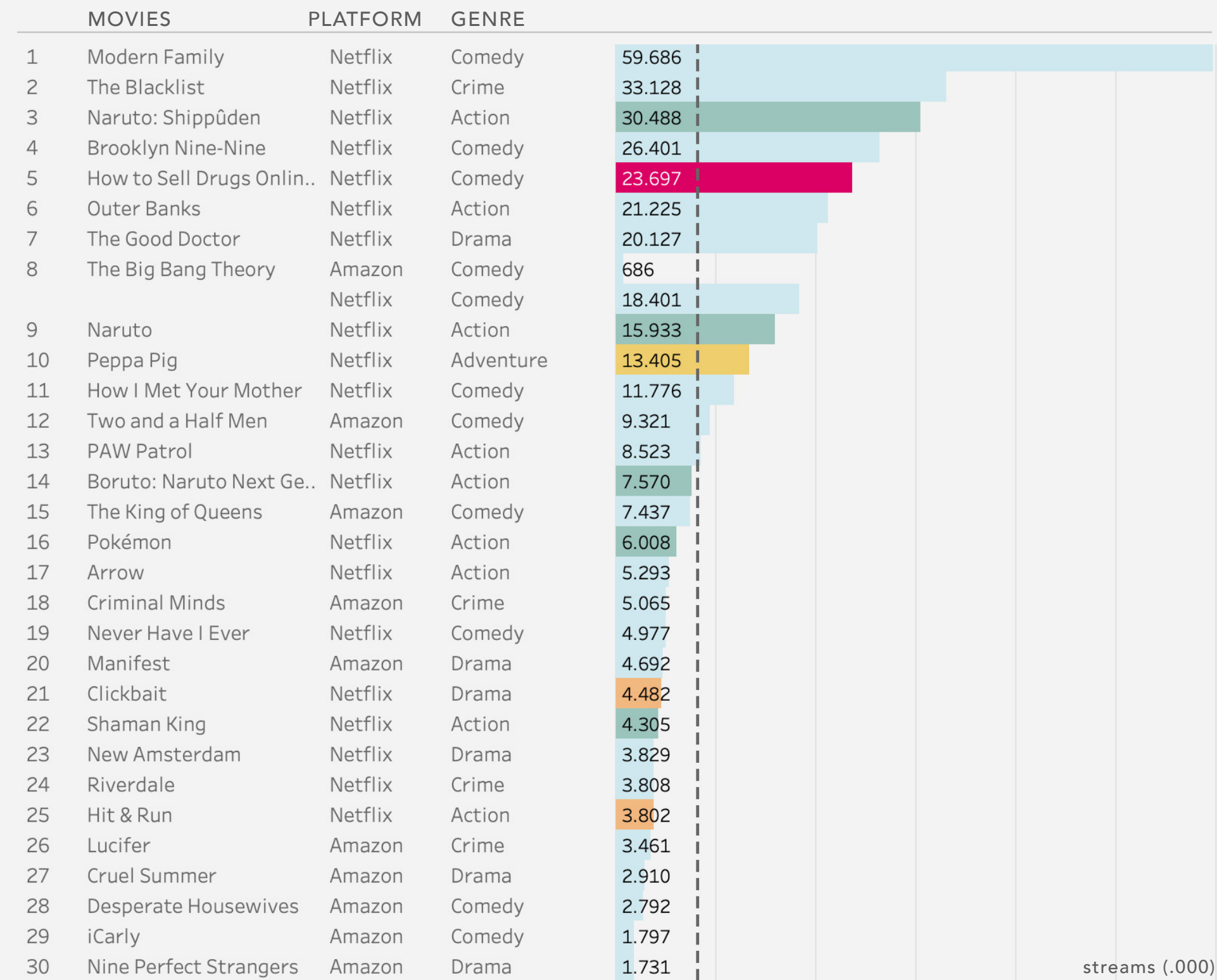
Comedy excels with "The Kissing Booth 3" (3.4M Streams), which surpasses Action hits "Birds of Prey" (3.1M) and "Sweet Girl" (3M) but seems not enough to beat the #1 genre. Netflix comedies sum up 18% of total streams, but it's a second-tier genre on Amazon and only represents 2%.

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

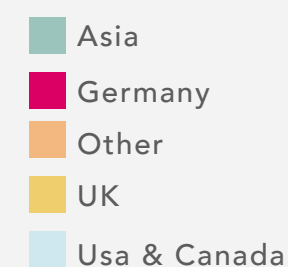
TOTAL STREAMS BY SHOW

NETFLIX - AMAZON



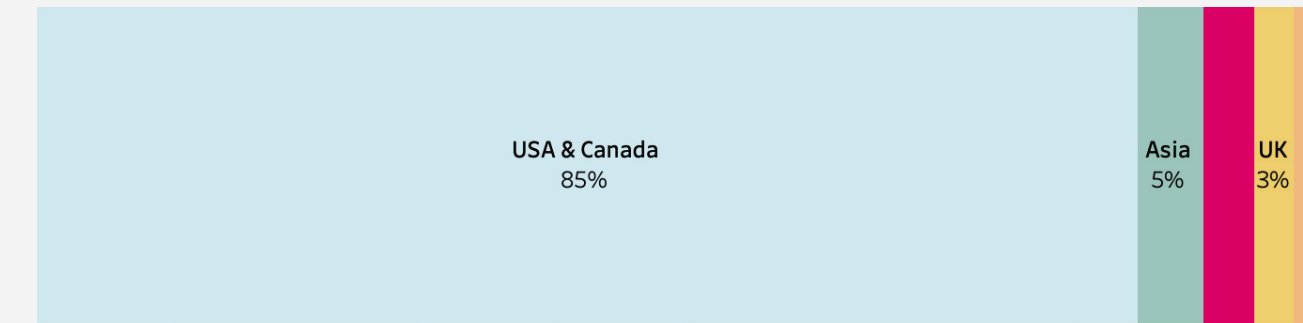
SHOWING 30/100 - See complete chart here

PRODUCTION COUNTRIES



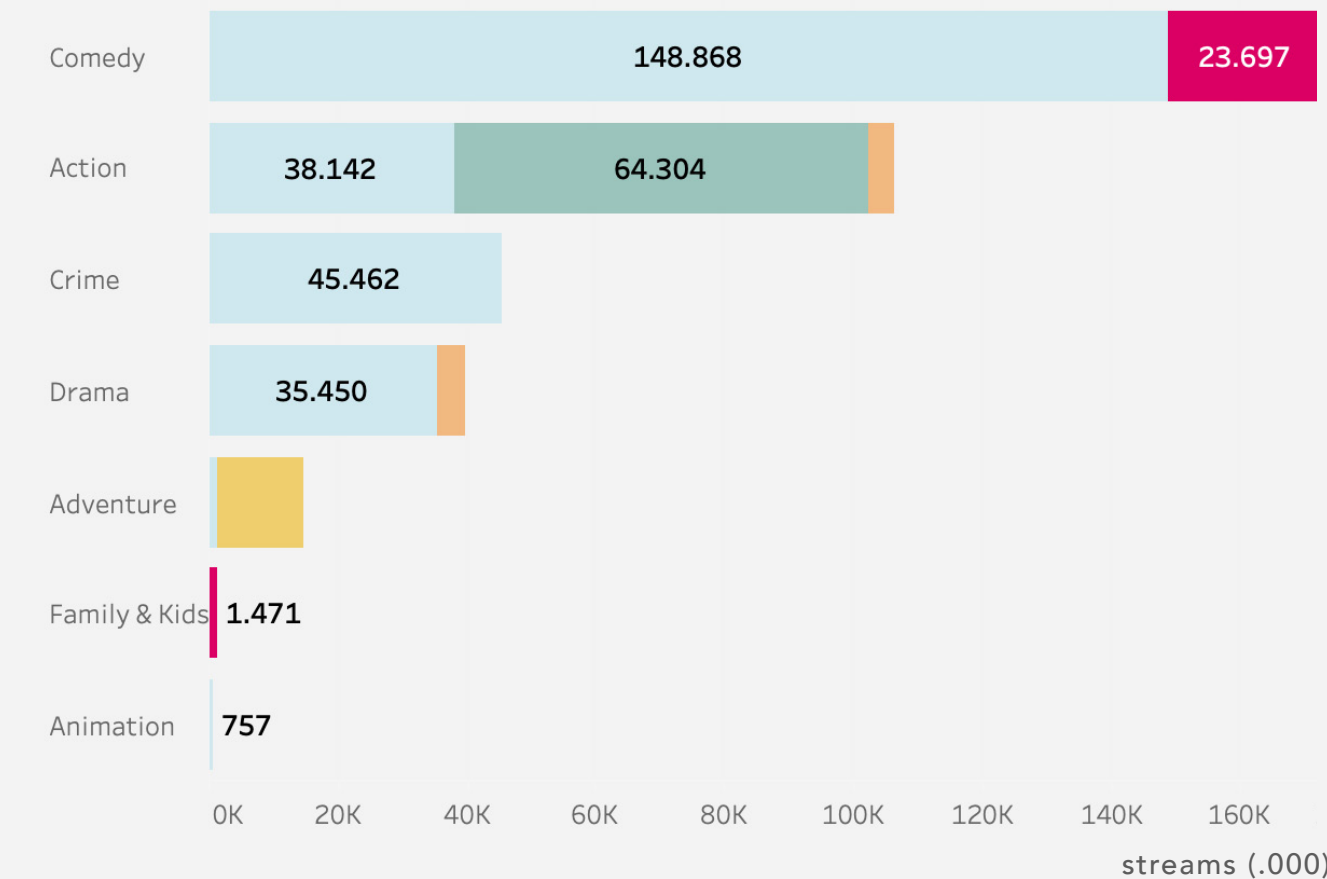
CATALOG SHARE BY COUNTRY

NETFLIX - AMAZON



GENRES TOTAL STREAMS BY COUNTRIES

NETFLIX - AMAZON



LINEAR BROADCASTER-MEGAHITS KEEP THE STREAMING RATES GOING.

Show Top100 portrays 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

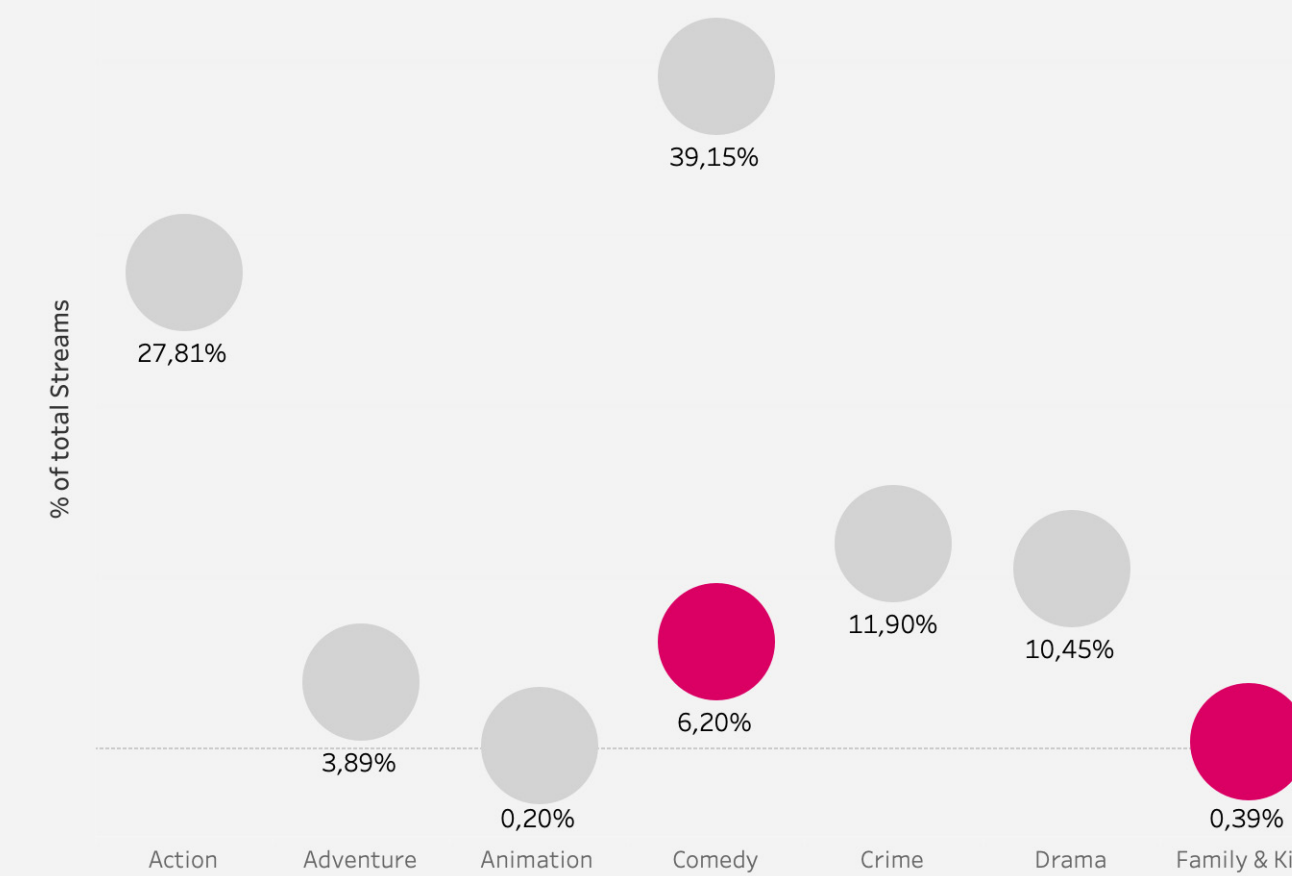
LOCAL AND EUROPEAN SHOWS IN THE TOP 100

NETFLIX - AMAZON



CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS

NETFLIX - AMAZON



NUMBER OF TITLES BY GENRES

NETFLIX - AMAZON

Genres	Shows DE	Germa..
Comedy		1
Family & Kids		1

CONTRIBUTION TO DRAMA STREAMS



PRODUCTION COUNTRIES

- Europe
- Germany

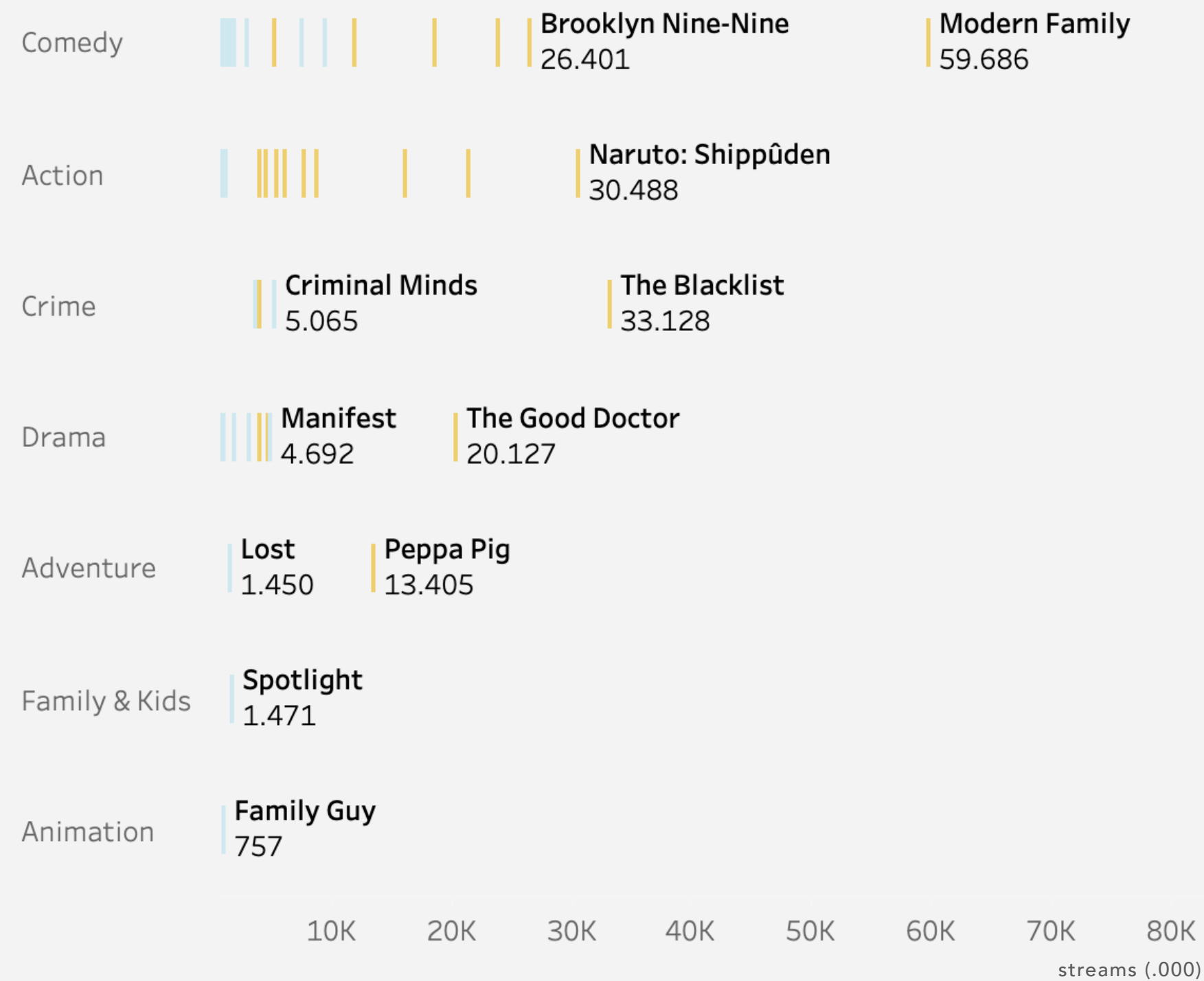
A MASSIVE FLOP FOR EUROPEAN PRODUCTIONS WITH NO SHOWS IN THE GERMAN RANKING.

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

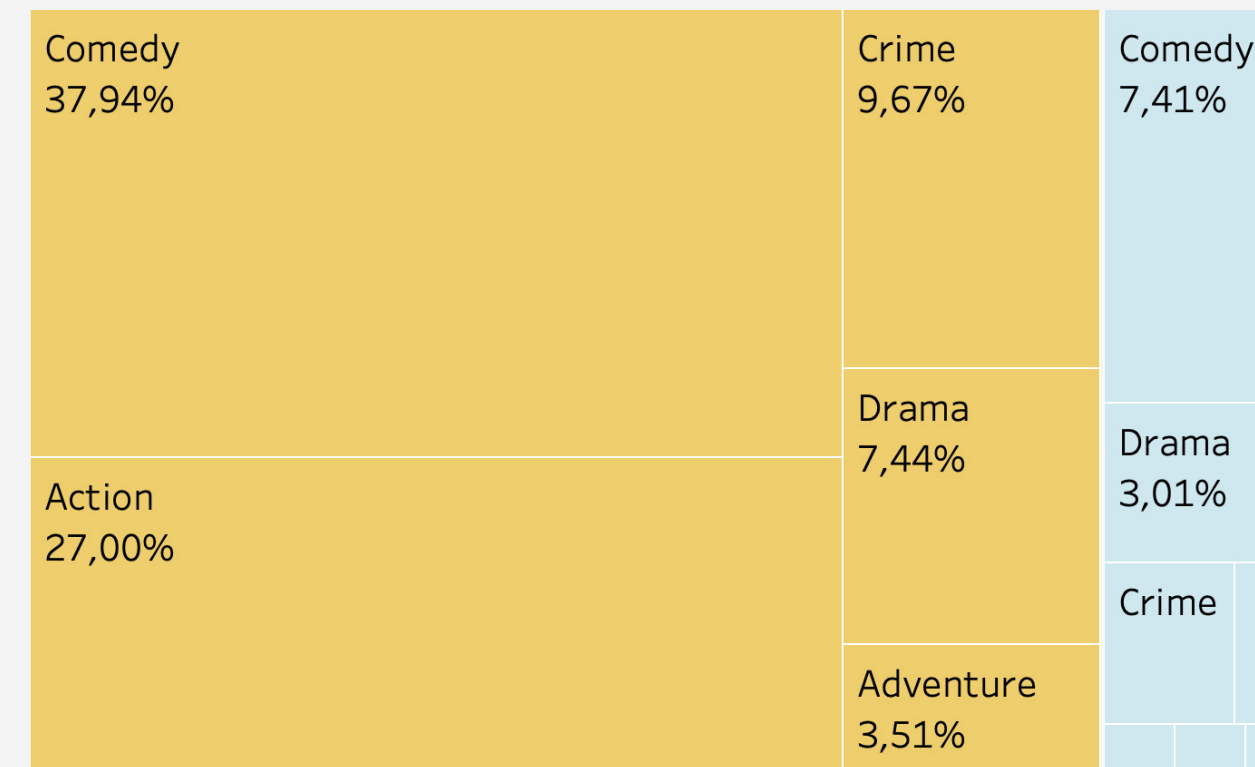


OTT

- Amazon
- Netflix

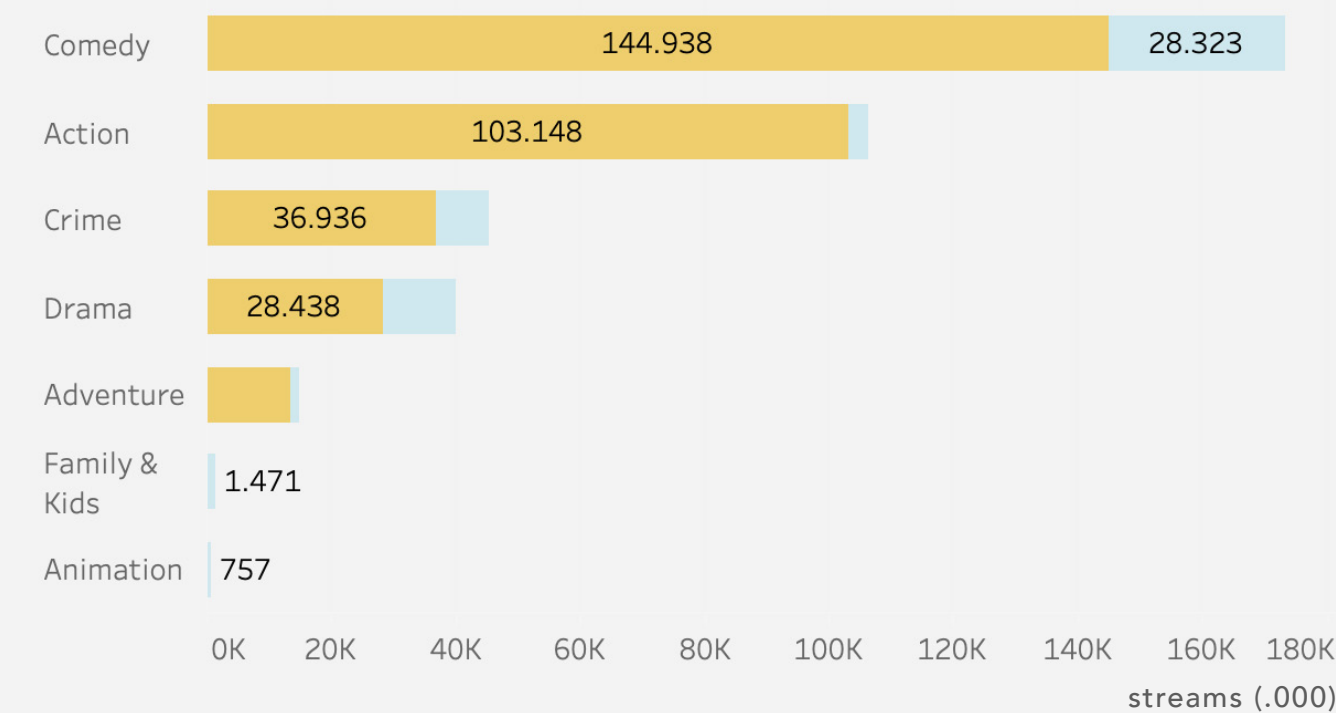
MOST WATCHED GENRES

SHARE BY PLATFORM



TOTAL SREAMS BY GENRES

PLATFORM COMPARATIVE



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 second-best 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)

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 Drama-movie 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 **FILM** AGENCY WITH THE PARTNERSHIP OF SODA