

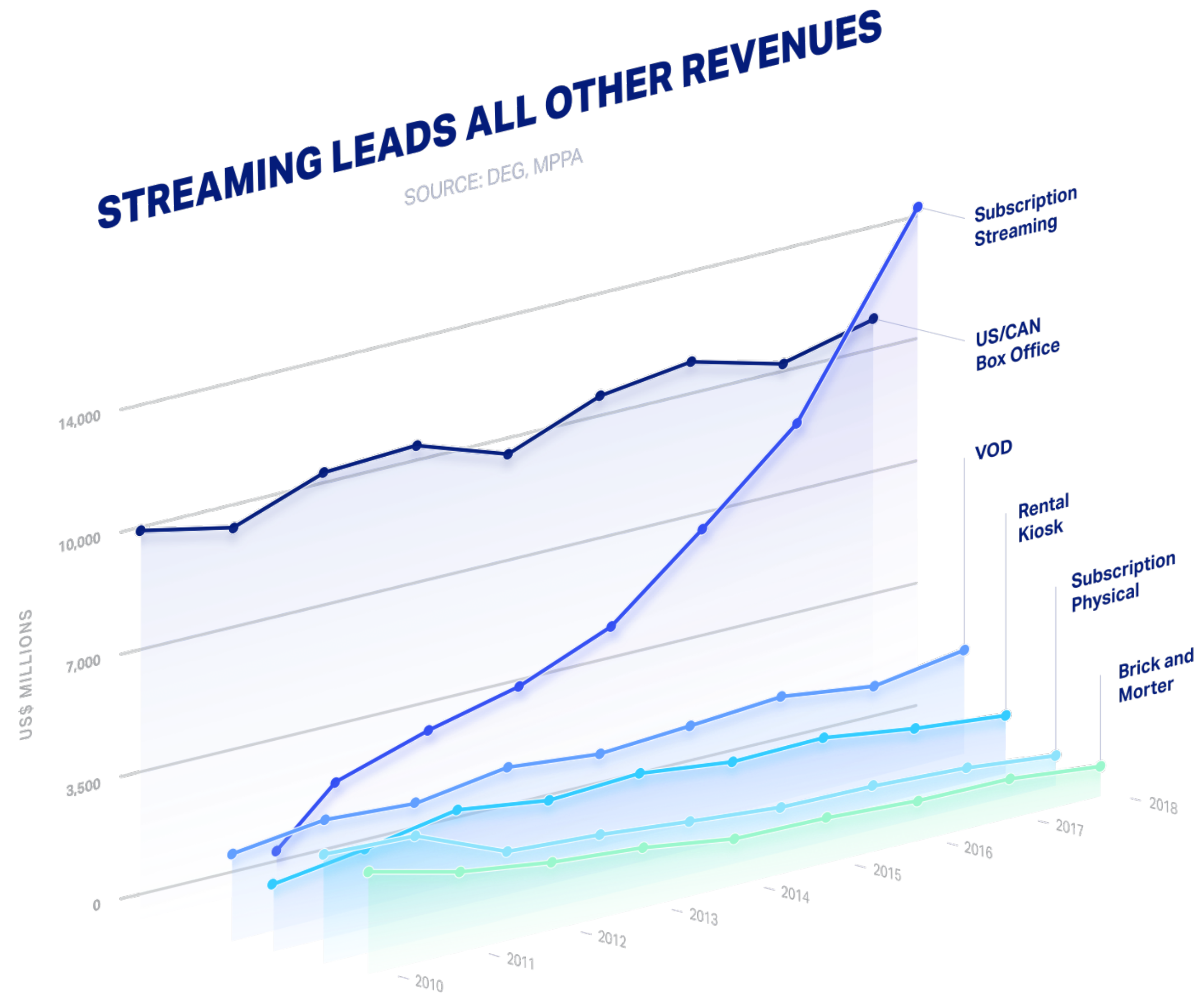


Smart Data: Streaming Demand & Audiences Decoded!

Mesa Smart Data Summit 2020

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THE FILM INDUSTRY IS TRANSFORMING - STREAMING THE LEADING REVENUE SOURCE IN THE US





M&E Companies Lack Detailed Insight Into Global OTT Audiences

The Media and Entertainment industry's OTT (SVOD/VOD) business is the fastest growing sector, BUT:

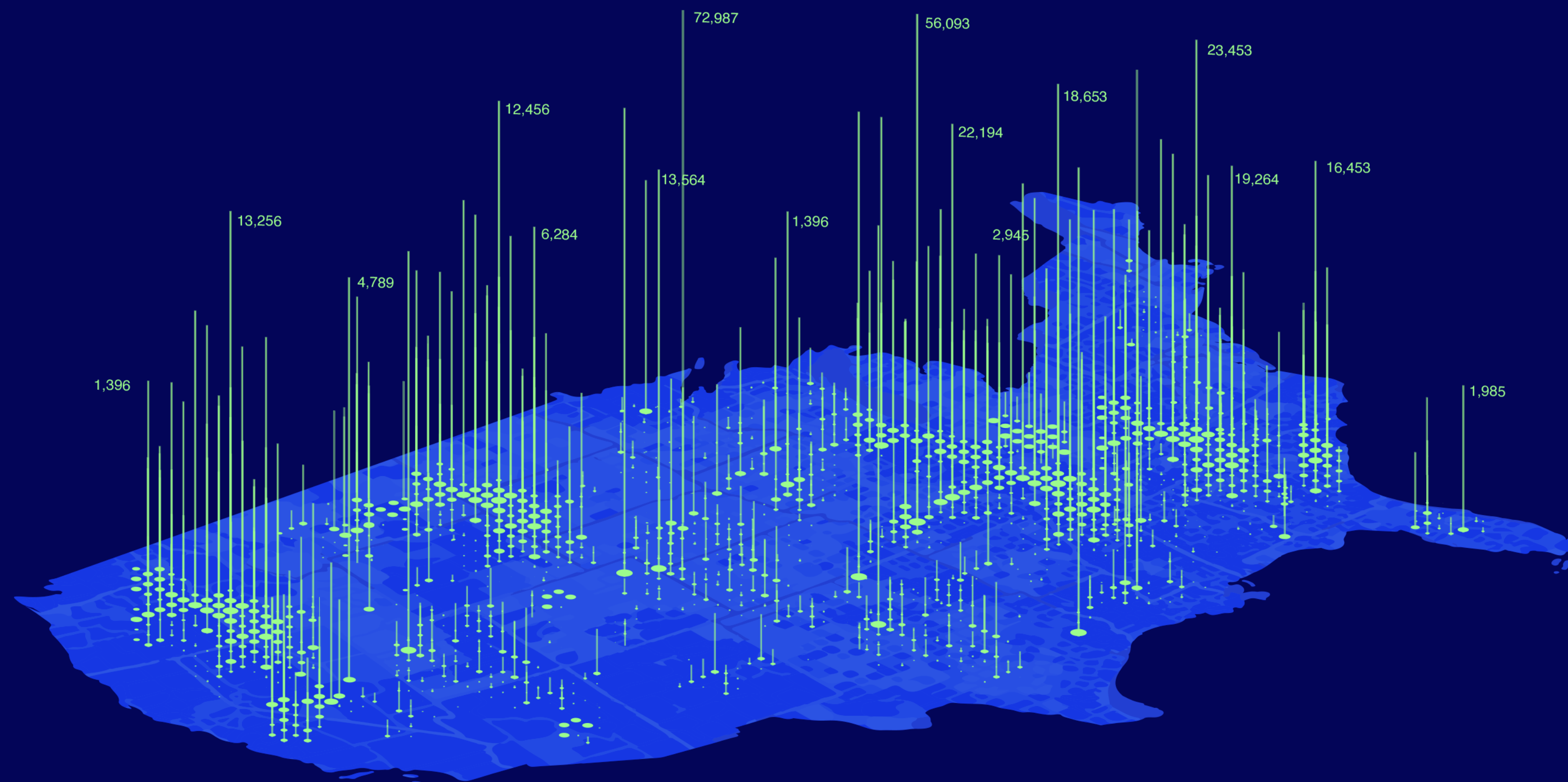
- **The industry spends \$200 Billion annually producing and marketing content with limited audience insight. \$800 million get spent every year on TV pilots that do not get picked up. The most successful TV networks have only 2 out of 15 shows that perform well. Production costs are up an average 20% every year.**
- **As competition for streaming viewers grows** with the launch of new services from the major media companies, the entire industry is **focused on what content consumers most want** from these services.

Cinelytic Audience Data & Profiling Services can help:

- Cinelytic offers a unique **predictive dataset on P2P consumer behavior**, which is **growing by 100 Million demand expressions everyday** since 2018. The dataset is proxy for digital OTT demand across all platforms including Film / TV / Streaming.
- We can offer **real-time Audience Intelligence insights** into what consumers are viewing. In addition we can **profile audience size, location and demographics to support activation.**











P2P File Sharing Data Explained

- Legal and illegal file sharing data collected by our proprietary technology
- 100M content download and streaming transactions recorded daily
- Highly correlated to SVOD & digital Home Video
- Valuable proxy for global content demand
- Stream/download transactions will be correlated with demographic data



P2P Data Has a Strong Correlation to OTT Demand

Comparison VOD vs. Piracy (P2P) Film Demand*

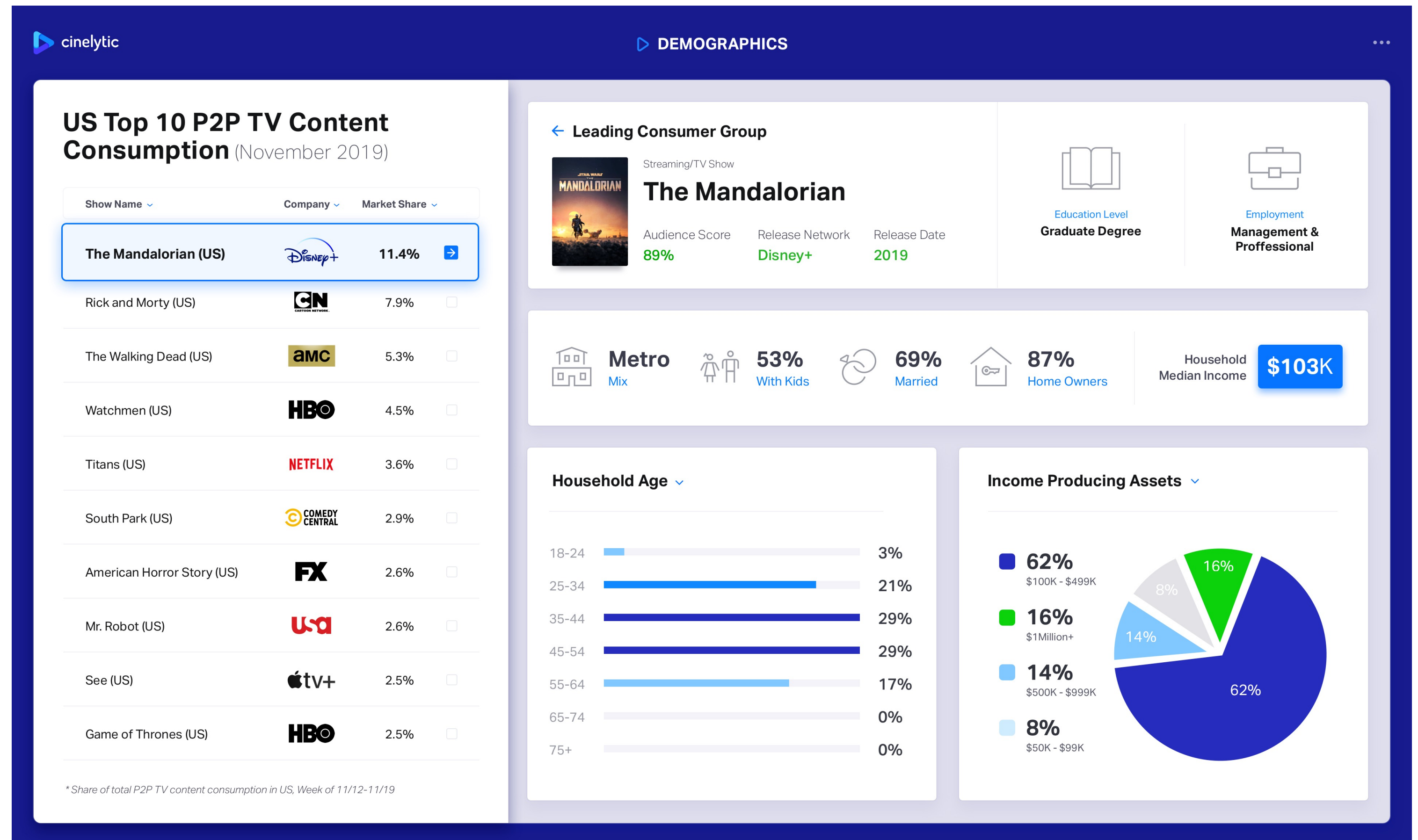
COMSCORE VOD (JAN 13-19)	CINELYTIC P2P DATA (DEC 30 - JAN 05)	CINELYTIC P2P DATA (JAN 13-19)
 Joker 1	 Maleficent: Mistress of Evil 1	 Joker 1
 Gemini Man 2	 Joker 2	 Maleficent: Mistress of Evil 2
 Maleficent: Mistress of Evil 3	 Gemini Man 3	 Once Upon a Time in Hollywood 3
 Once Upon a Time in Hollywood 4	 Once Upon a Time in Hollywood 4	 Gemini Man 4
 Hustlers 5	 Rambo: Last Blood 5	 Rambo: Last Blood 5
 Judy 6	 Ad Astra 6	 Ad Astra 6
 Rambo: Last Blood 7	 It Chapter Two 7	 Avengers: End Game 7
 Jexi 8	 Jexi 8	 It Chapter Two 8
 Ad Astra 9	 Avengers: End Game 9	 Hustlers 9
 Downton Abbey 10	 Hustlers 10	 Fast & Furious Presents: Hobbs & Shaw 10



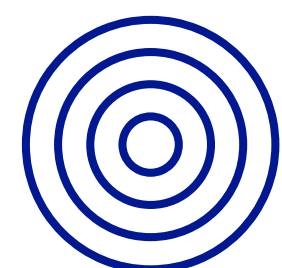
P2P TV Data Allows for Global OTT Demand Insights

United Kingdom				Poland				Spain			
IMDB ID	Show	Views	Market Share	IMDB ID	Show	Views	Market Share	IMDB ID	Show	Views	Market Share
tt0944947	Game of Thrones [US]	66,562	6.0%	tt0944947	Game of Thrones [US]	34,977	9.0%	tt0944947	Game of Thrones [US]	183,390	10.6%
tt2442560	Peaky Blinders [GB]	62,027	5.6%	tt7366338	Chernobyl [US]	26,724	6.9%	tt7366338	Chernobyl [US]	124,937	7.2%
tt3743822	Fear the Walking Dead [US]	56,104	5.0%	tt2442560	Peaky Blinders [GB]	24,171	6.2%	tt6468322	Money Heist [ES]	107,779	6.2%
tt1043813	Titans [US]	45,539	4.1%	tt1632701	Suits [US]	17,056	4.4%	tt3743822	Fear the Walking Dead [US]	84,272	4.9%
tt0489974	Carnival Row [US]	41,808	3.8%	tt8542132	Paupka [PL]	16,648	4.3%	tt5834204	The Handmaid's Tale [US]	76,372	4.4%
tt3281796	Power [US]	40,898	3.7%	tt3743822	Fear the Walking Dead [US]	16,048	4.1%	tt2661044	The 100 [US]	74,622	4.3%
tt7366338	Chernobyl [US]	36,652	3.3%	tt0489974	Carnival Row [US]	15,242	3.9%	tt7134908	Elite [ES]	63,371	3.6%
tt1632701	Suits [US]	35,001	3.1%	tt5016504	Preacher [US]	13,893	3.6%	tt2442560	Peaky Blinders [GB]	62,160	3.6%
tt5016504	Preacher [US]	33,350	3.0%	tt1190634	The Boys [US]	12,204	3.1%	tt4574334	Stranger Things [US]	57,152	3.3%
tt8425532	Pennyworth [US]	32,950	3.0%	tt1520211	The Walking Dead [US]	11,109	2.9%	tt1520211	The Walking Dead [US]	56,763	3.3%
tt1520211	The Walking Dead [US]	31,374	2.8%	tt2708480	The Terror [US]	10,808	2.8%	tt3920596	Big Little Lies [US]	51,273	3.0%
tt1844624	American Horror Story [US]	28,896	2.6%	tt1043813	Titans [US]	10,461	2.7%	tt5290382	Mindhunter [US]	45,421	2.6%
tt5834204	The Handmaid's Tale [US]	28,020	2.5%	tt5834204	The Handmaid's Tale [US]	10,423	2.7%	tt1190634	The Boys [US]	43,523	2.5%
tt2891574	Ballers [US]	26,988	2.4%	tt4574334	Stranger Things [US]	9,737	2.5%	tt2364582	Marvel's Agents of S.H.I.E.L.D. [US]	42,743	2.5%
tt1190634	The Boys [US]	24,628	2.2%	tt2661044	The 100 [US]	9,724	2.5%	tt5016504	Preacher [US]	40,174	2.3%
tt2661044	The 100 [US]	24,292	2.2%	tt0413573	Grey's Anatomy [US]	8,834	2.3%	tt1632701	Suits [US]	39,617	2.3%
tt0898266	The Big Bang Theory [US]	23,348	2.1%	tt5290382	Mindhunter [US]	8,718	2.2%	tt2306299	Vikings [CA]	38,545	2.2%
tt2708480	The Terror [US]	22,998	2.1%	tt2306299	Vikings [CA]	8,413	2.2%	tt0898266	The Big Bang Theory [US]	37,801	2.2%
tt3952222	Killjoys [CA]	21,827	2.0%	tt0898266	The Big Bang Theory [US]	8,352	2.1%	tt7612548	The Outpost [US]	36,631	2.1%
tt0413573	Grey's Anatomy [US]	21,518	1.9%	tt1844624	American Horror Story [US]	8,260	2.1%	tt1954347	Continuum [CA]	36,525	2.1%
tt5715524	Mayans M.C. [US]	19,861	1.8%	tt6468322	Money Heist [ES]	8,177	2.1%	tt8332130	Beforeigners [NO]	36,214	2.1%
tt0121955	South Park [US]	19,824	1.8%	tt9335498	Demon Slayer: Kimetsu no Yaiba [JP]	8,055	2.1%	tt5615700	Siren [US]	36,067	2.1%
tt2364582	Marvel's Agents of S.H.I.E.L.D. [US]	18,696	1.7%	tt7612548	The Outpost [US]	7,319	1.9%	tt8772296	Euphoria [US]	34,524	2.0%
tt0364845	NCIS [US]	18,419	1.7%	tt2364582	Marvel's Agents of S.H.I.E.L.D. [US]	7,109	1.8%	tt5674718	Cable Girls [ES]	34,363	2.0%
tt0185103	WWE Raw [US]	18,347	1.7%	tt9679542	Dr. Stone [JP]	6,908	1.8%	tt2191671	Elementary [US]	32,080	1.8%
tt7660850	Succession [US]	18,341	1.6%	tt5952634	The Spy [FR]	6,725	1.7%	tt4520906	Beowulf: Return to the Shieldlands [GB]	31,868	1.8%
tt6226232	Young Sheldon [US]	18,000	1.6%	tt4236770	Yellowstone [US]	6,607	1.7%	tt8693266	Toy Boy [ES]	31,254	1.8%
tt6439752	Snowfall [US]	17,779	1.6%	tt2891574	Ballers [US]	6,474	1.7%	tt4524056	Locked Up [ES]	30,336	1.7%
tt1442437	Modern Family [US]	17,740	1.6%	tt8332130	Beforeigners [NO]	6,429	1.6%	tt9756000	Malaka	29,061	1.7%
tt0227972	WWE Friday Night SmackDown [US]	17,660	1.6%	tt3920596	Big Little Lies [US]	6,414	1.6%	tt3839822	The Son [US]	29,025	1.7%
tt7612548	The Outpost [US]	17,633	1.6%	tt0460681	Supernatural [US]	6,279	1.6%	tt3006802	Outlander [US]	28,048	1.6%
tt3107288	The Flash [US]	17,312	1.6%	tt8772296	Euphoria [US]	6,163	1.6%	tt2193021	Arrow [US]	27,365	1.6%
tt3530232	Last Week Tonight with John Oliver [US]	16,800	1.5%	tt6905542	The Dark Crystal: Age of Resistance [GB,US]	6,065	1.6%	tt3107288	The Flash [US]	27,204	1.6%
tt6905542	The Dark Crystal: Age of Resistance [GB,US]	16,647	1.5%	tt3107288	The Flash [US]	5,811	1.5%	tt2741602	The Blacklist [US]	25,531	1.5%
tt2191671	Elementary [US]	16,493	1.5%	tt8421350	Manifest [US]	5,711	1.5%	tt2891574	Ballers [US]	25,383	1.5%
tt0460681	Supernatural [US]	16,318	1.5%	tt2191671	Elementary [US]	5,540	1.4%	tt6905542	The Dark Crystal: Age of Resistance [GB,US]	25,169	1.4%
tt0182576	Family Guy [US]	16,159	1.5%	tt2193021	Arrow [US]	5,485	1.4%	tt1012819	El Pionero [ES]	25,136	1.4%

- We partnered with an industry leading demographics data solution to derive detailed audience insights from Cinelytic P2P content demand data
 - We not only identify what content global audiences demand but also who these audiences are
 - By providing our clients with location, size and demographics insights we help with audience activation and targeting
 - This PRIZM based profiling allows for a more effective content investment and marketing spend



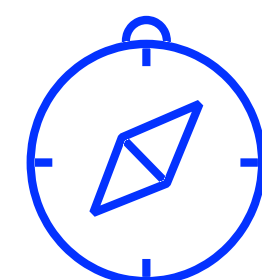
Allows for Better Audience Targeting and Activation



SMARTER TARGETING

Identify your best customers and the behaviors that define them

- What are their demographics?
- What are their lifestyles?
- What are their attitudes?
- What do they watch?
- What do they do online?



SMARTER PLANNING

Locate your consumers efficiently and find more just like them at scale

- Where do they live?
- Where do they shop?
- Which channels do they prefer?
- How do I find more like them?



SMARTER BUYING

Know where to buy and invest budget where it does more

- Where do you buy and invest budget where it does more?
- How do I best reach them across platforms?
- Which segments and audiences to buy in digital and mobile?

P2P Demographics Audience Profile Examples

← **Leading Consumer Group**



Streaming/TV Show

Game Of Thrones

Audience Score **82%** Release Network **HBO** Release Date **2019**



Education Level
Undergraduate Degree



Employment
Management / Business / Financial



53.2%
Suburban



58.7%
Without Kids



69.5%
Married

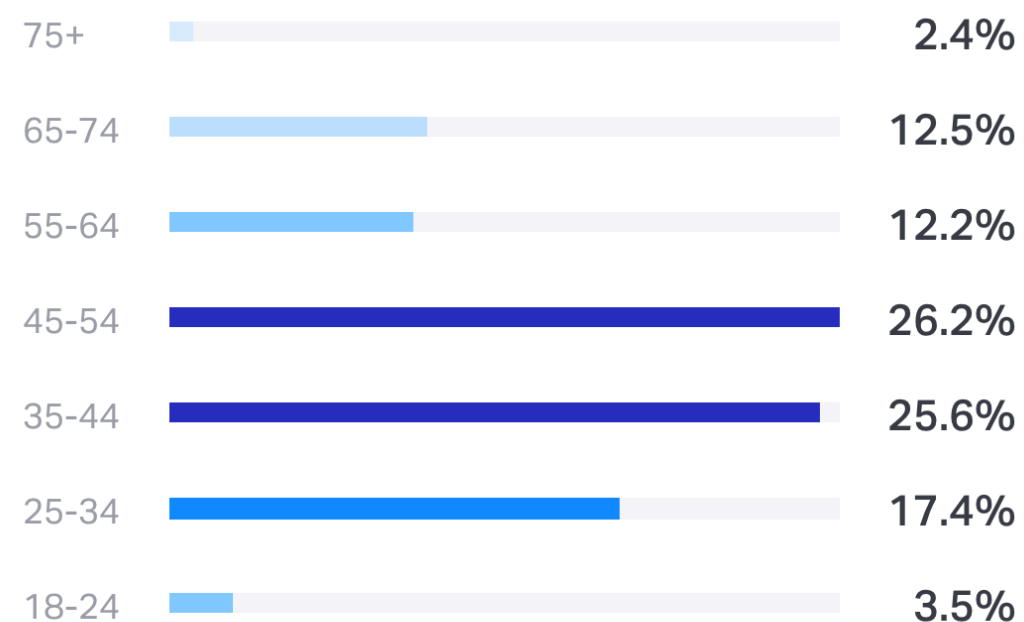


87.3%
Home Owners

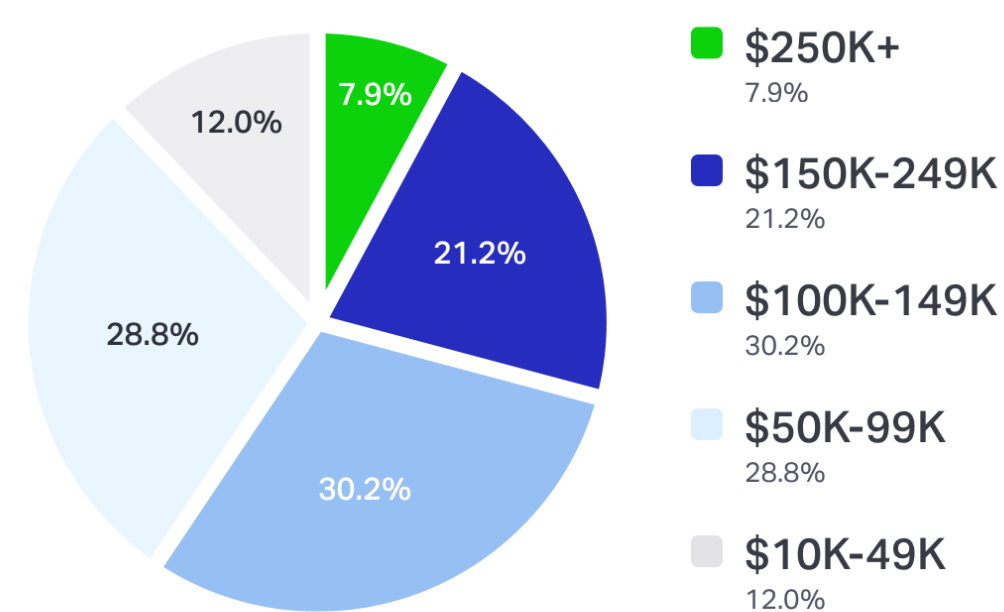
Household Median Income

\$82K

Household Age ▾



Household Income ▾



← **Leading Consumer Group**



Streaming/TV Show

Watchmen

Audience Score **77%** Release Network **HBO** Release Date **2019**



Education Level
Some College



Employment
Management / Business / Financial



46.2%
Urban



55.6%
Without Kids



49.3%
Married

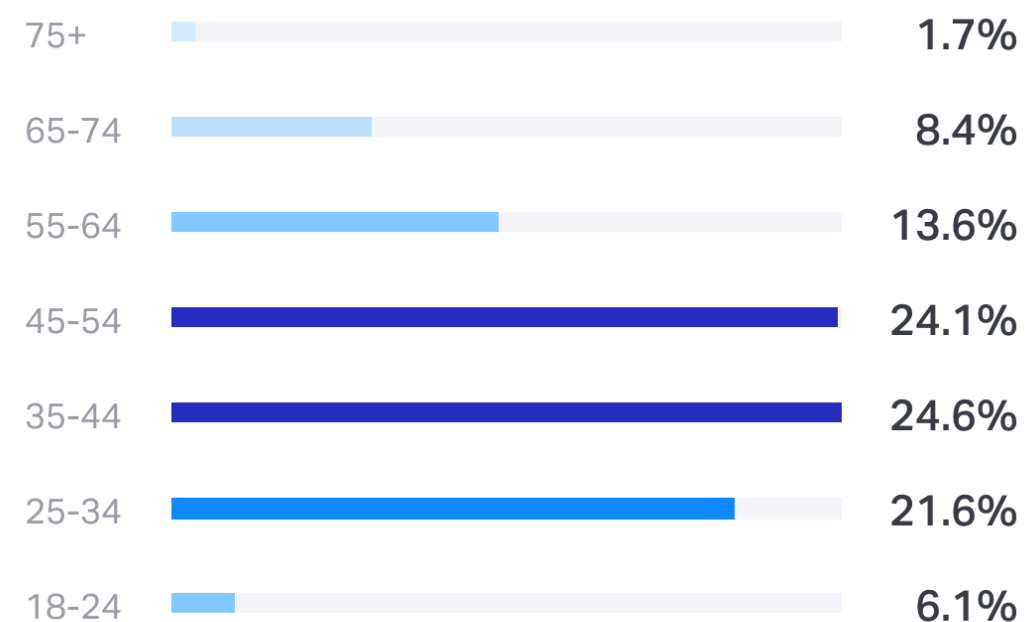


81.3%
Home Owners

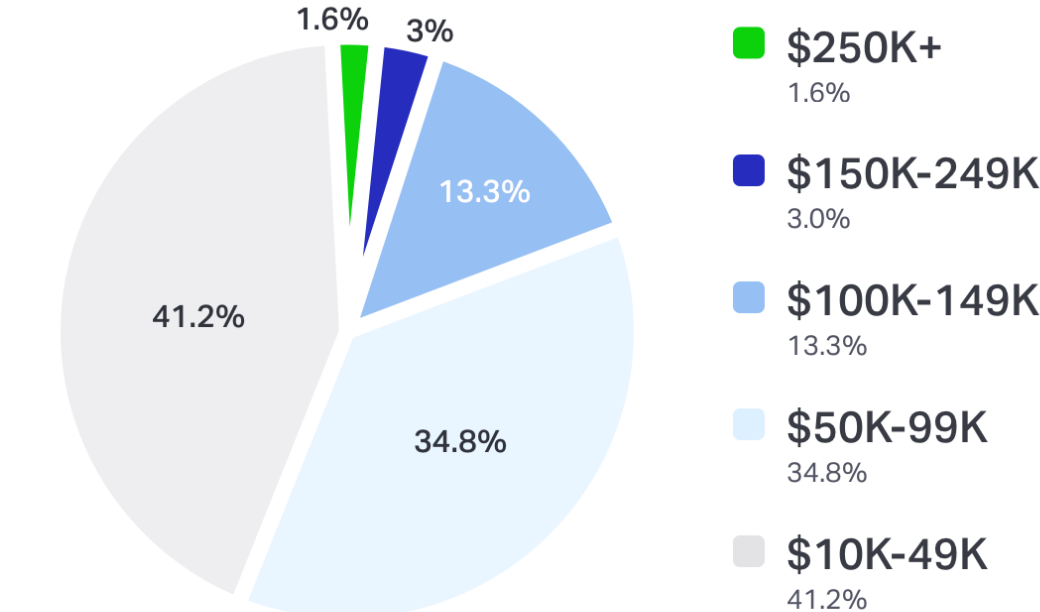
Household Median Income

\$66K

Household Age ▾



Household Income ▾



Better Insights at Every Stage of the Process



Cinelytic provides real time insights to manage & inform all stages of the content value chain

P2P Success Story: Fastest growing SVOD Platform

PROBLEM:

A new SVOD provider was preparing their expansion and growth into South East Asian and African markets

- They required a data to understand their consumer, including regional differences in their market
- There was no reliable consumer data available to them

SOLUTION:

Piracy data provided the key-metrics to understand the customer behavior in those markets helping them to fuel the expansion into the SEA region.

SUCCESS:

- In its first 24 months, SVOD grew faster than Netflix and Spotify in their first 24 months
- They grew to more than 5 Million subscribers in less than 2 years
- They were able to expanded from 5 to 40 countries in less than one year



cinelytic

CONTACT

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PROBLEM:

A major TV-Network had to decide whether to renew a running TV-Show

- The show had a high popularity over the last seasons but TV ratings were declining on their US Broadcast

SOLUTION:

P2P data helped to identify long-term consumption trends internationally to support decision making

SUCCESS:

- Show became one of their most popular and profitable series internationally
- Extended renewal from 13 Episodes to 21 Episodes
- Bringing in an initial additional revenue of more than 56 Million

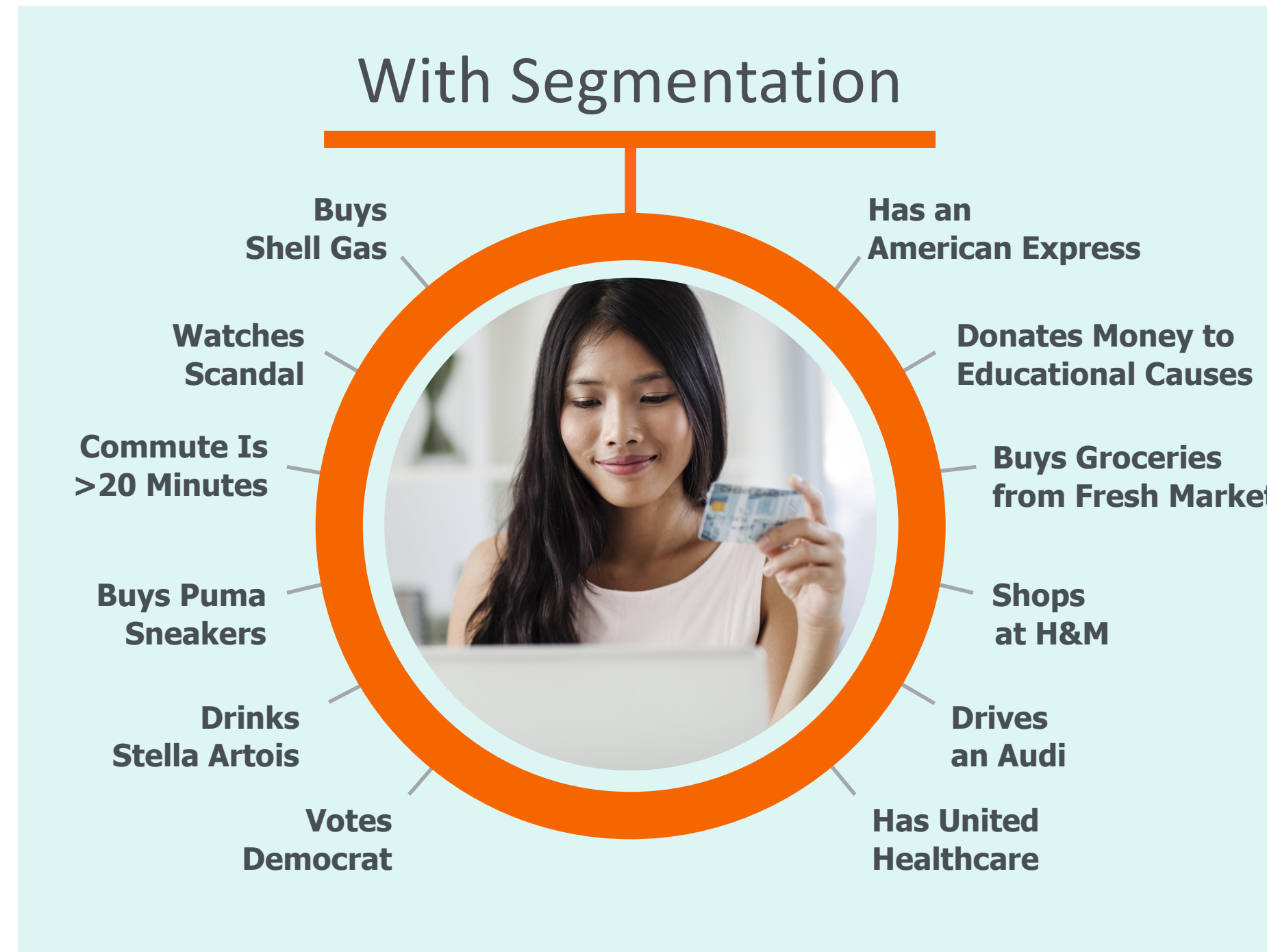
The Consumer is Unique

Understand where they live, work, play, how they engage and spend

Before Segmentation



With Segmentation



P2P Piracy Data Testimonials

Hulu, Lisa Holme, Head of content acquisitions

“When people care so much about content that they will go out of their way to pirate it, it means they’ll pay to stream it if there’s an easy way” - Business Insider, April 2016

iFLIX, Patrick Grove, Chairman & Co-Founder:

“We believe that piracy data is far better than any other way of measuring what are the top shows that people like the watch.” - CNBC, August 2017