



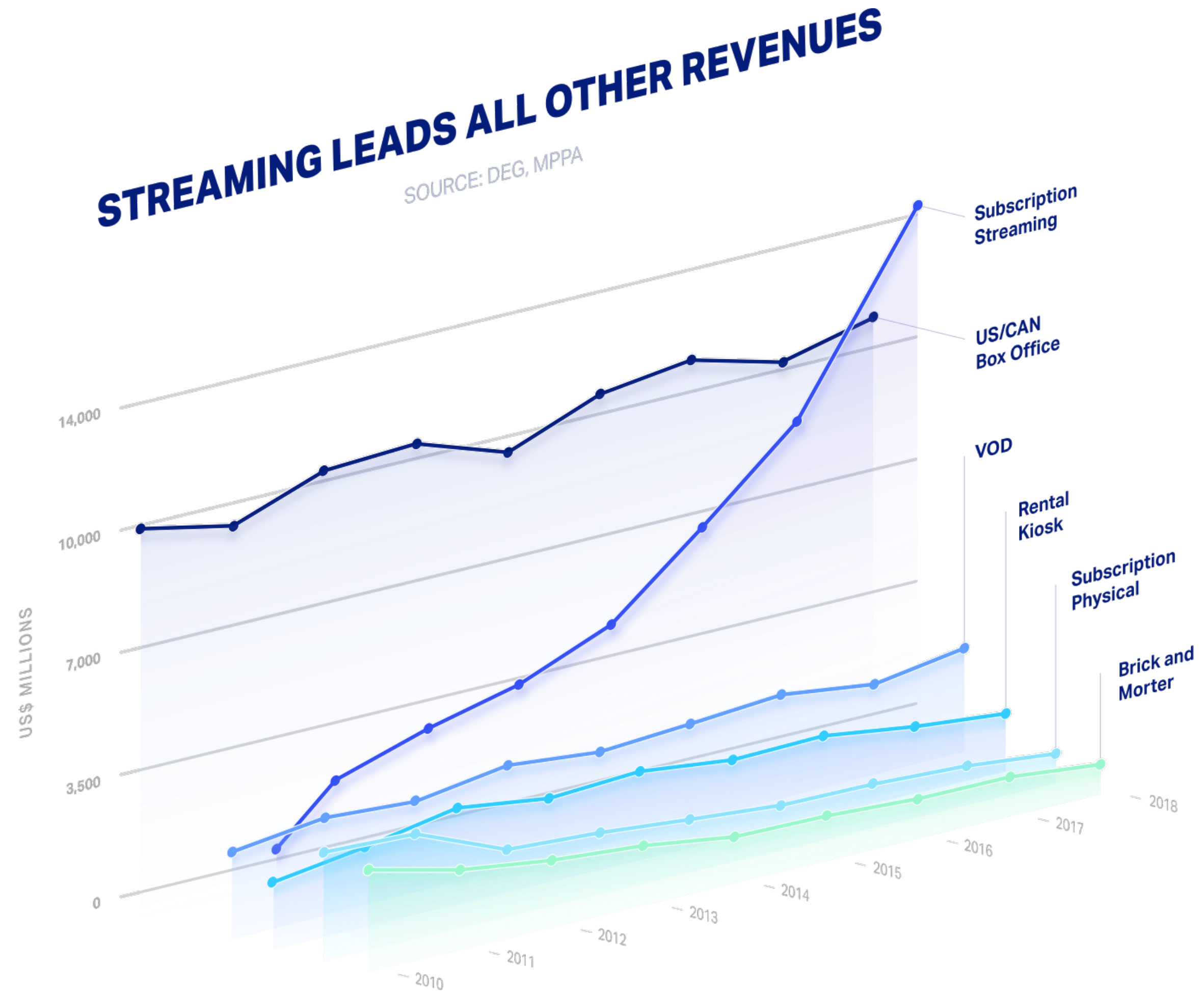
# Smart Data: Streaming Demand & Audiences Decoded!

*Deep Dive*

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 one of the fastest growing sectors, BUT:**

- **The industry spends \$200 Billion annually making 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.**

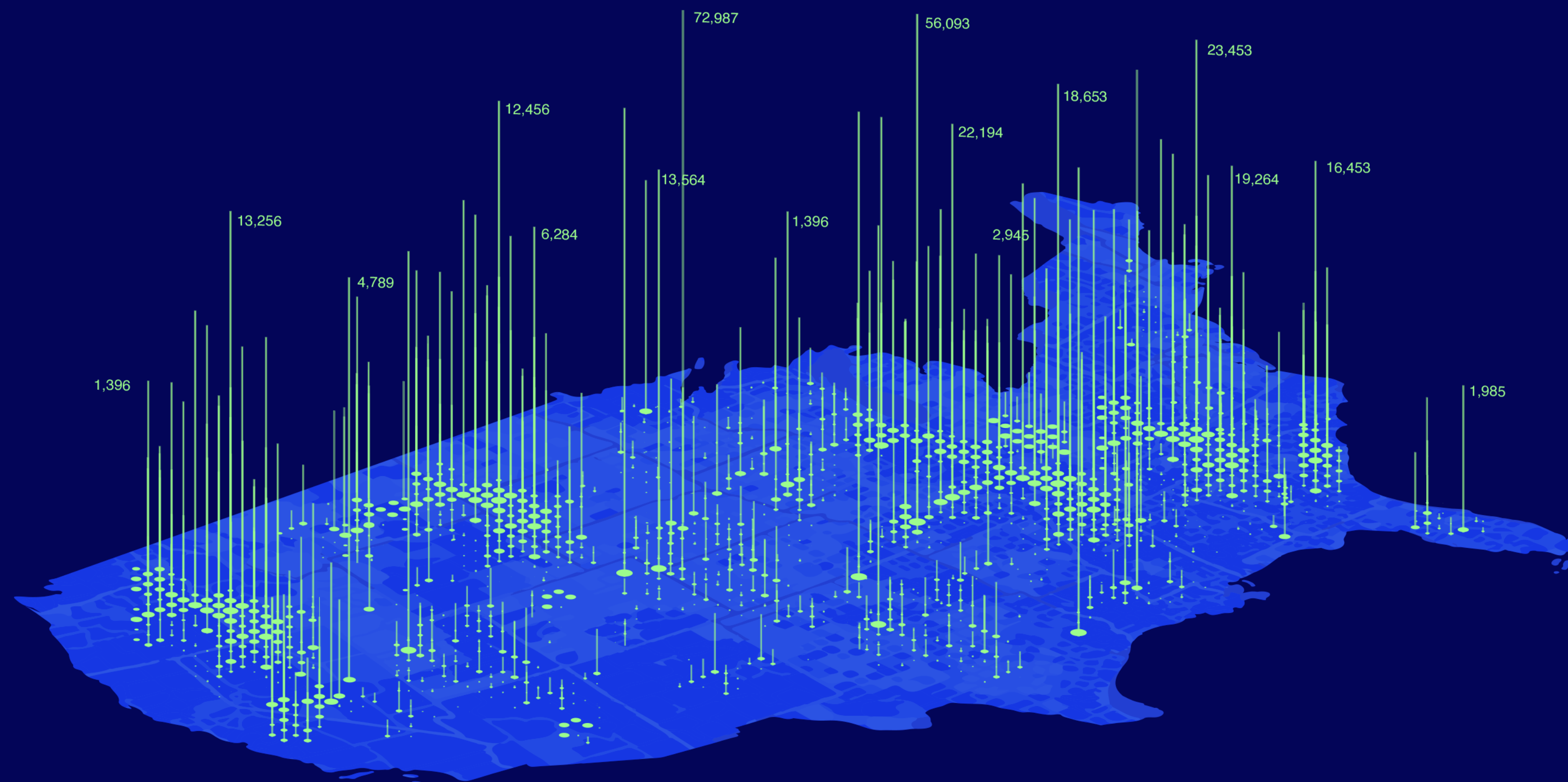
**Cinelytic Audience Data & Profiling Services can help:**

- **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)
 <b>Joker</b> 1	 <b>Maleficent: Mistress of Evil</b> 1	 <b>Joker</b> 1
 <b>Gemini Man</b> 2	 <b>Joker</b> 2	 <b>Maleficent: Mistress of Evil</b> 2
 <b>Maleficent: Mistress of Evil</b> 3	 <b>Gemini Man</b> 3	 <b>Once Upon a Time in Hollywood</b> 3
 <b>Once Upon a Time in Hollywood</b> 4	 <b>Once Upon a Time in Hollywood</b> 4	 <b>Gemini Man</b> 4
 <b>Hustlers</b> 5	 <b>Rambo: Last Blood</b> 5	 <b>Rambo: Last Blood</b> 5
 <b>Judy</b> 6	 <b>Ad Astra</b> 6	 <b>Ad Astra</b> 6
 <b>Rambo: Last Blood</b> 7	 <b>It Chapter Two</b> 7	 <b>Avengers: End Game</b> 7
 <b>Jexi</b> 8	 <b>Jexi</b> 8	 <b>It Chapter Two</b> 8
 <b>Ad Astra</b> 9	 <b>Avengers: End Game</b> 9	 <b>Hustlers</b> 9
 <b>Downton Abbey</b> 10	 <b>Hustlers</b> 10	 <b>Fast &amp; Furious Presents: Hobbs &amp; Shaw</b> 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%



# P2P TV Data - Top Shows 2019 and 2020

## Top 10 TV Shows by P2P views\*

→ 2019

Show Name	Company	Market Share	
Game of Thrones	HBO	34.8%	<input checked="" type="checkbox"/>
The Mandalorian	Disney+	10.3%	<input type="checkbox"/>
The Walking Dead	AMC	9.6%	<input type="checkbox"/>
Star Trek: Discovery	CBS	7.8%	<input type="checkbox"/>
The Flash	CW	7.7%	<input type="checkbox"/>
Rick and Morty	CN	7.5%	<input type="checkbox"/>
The Big Bang Theory	CBS	6.4%	<input type="checkbox"/>
Watchmen	HBO	5.6%	<input type="checkbox"/>
True Detective	HBO	5.2%	<input type="checkbox"/>
Stranger Things	NETFLIX	5.2%	<input type="checkbox"/>

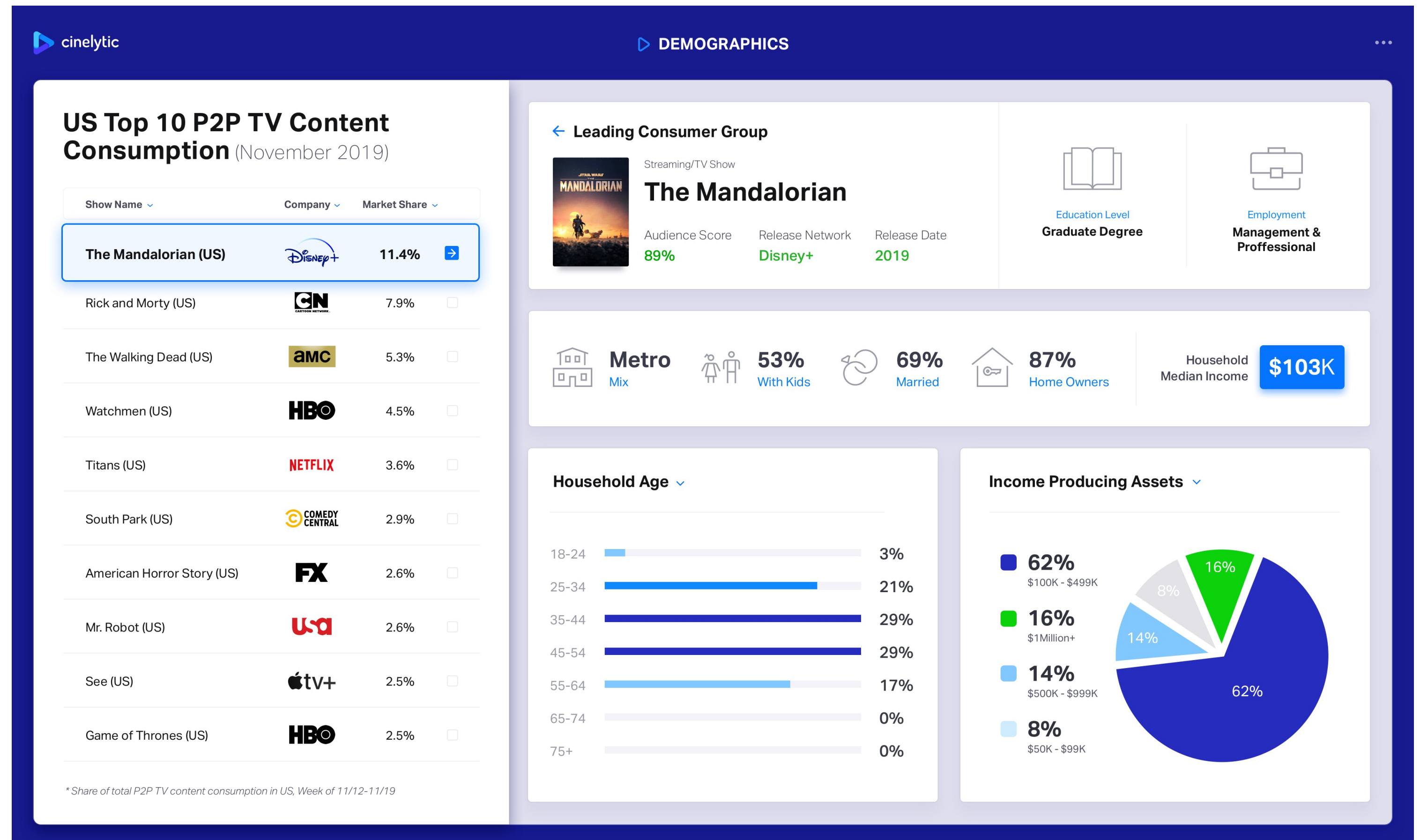
## Top 10 TV Shows by P2P views\*

→ Jan 24-31 / 2020

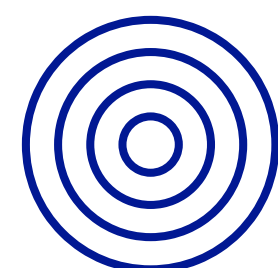
Show Name	Company	Market Share	
Star Trek: Picard	CBS	21.9%	<input checked="" type="checkbox"/>
Vikings	HISTORY	11.4%	<input type="checkbox"/>
The Mandalorian	Disney+	10.3%	<input type="checkbox"/>
Power	STARZ	9.5%	<input type="checkbox"/>
Shameless	SHOWTIME	9.4%	<input type="checkbox"/>
Arrow	CW	9.0%	<input type="checkbox"/>
Supernatural	CW	8.2%	<input type="checkbox"/>
Supergirl	CW	7.4%	<input type="checkbox"/>
Game of Thrones	HBO	6.6%	<input type="checkbox"/>
The Outsider	HBO	6.4%	<input type="checkbox"/>



- 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



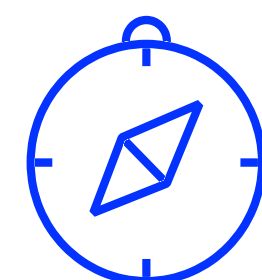
# Allows for Better Audience Targeting and Activation



## 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?

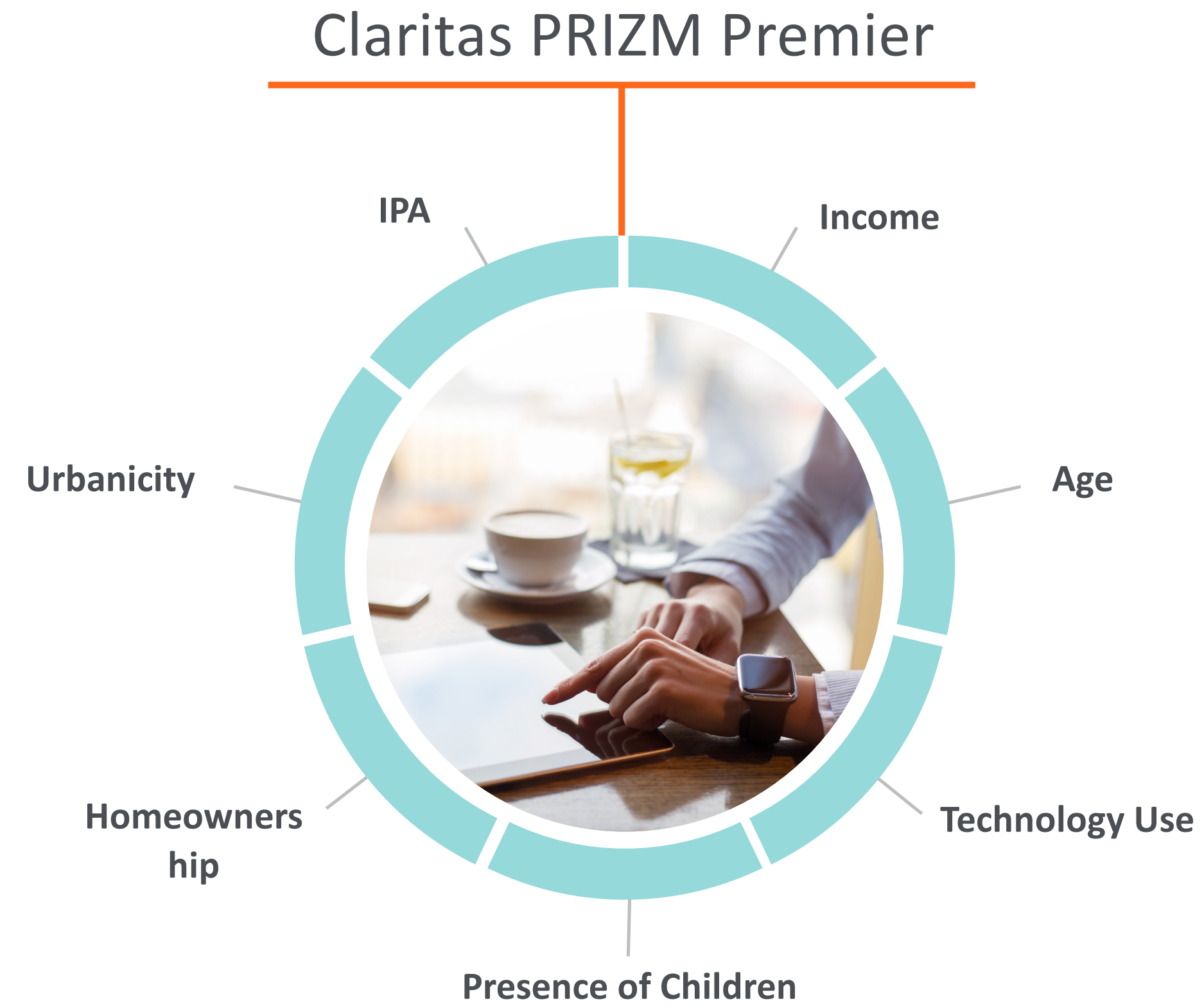


## SMARTER BUYING

**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?

# Key Drivers For Claritas PRIZM



IN COMBINATION, THESE SEVEN CHARACTERISTICS DETERMINE A HOUSEHOLD'S PRIZM PREMIER SEGMENT



# The Consumer is Unique

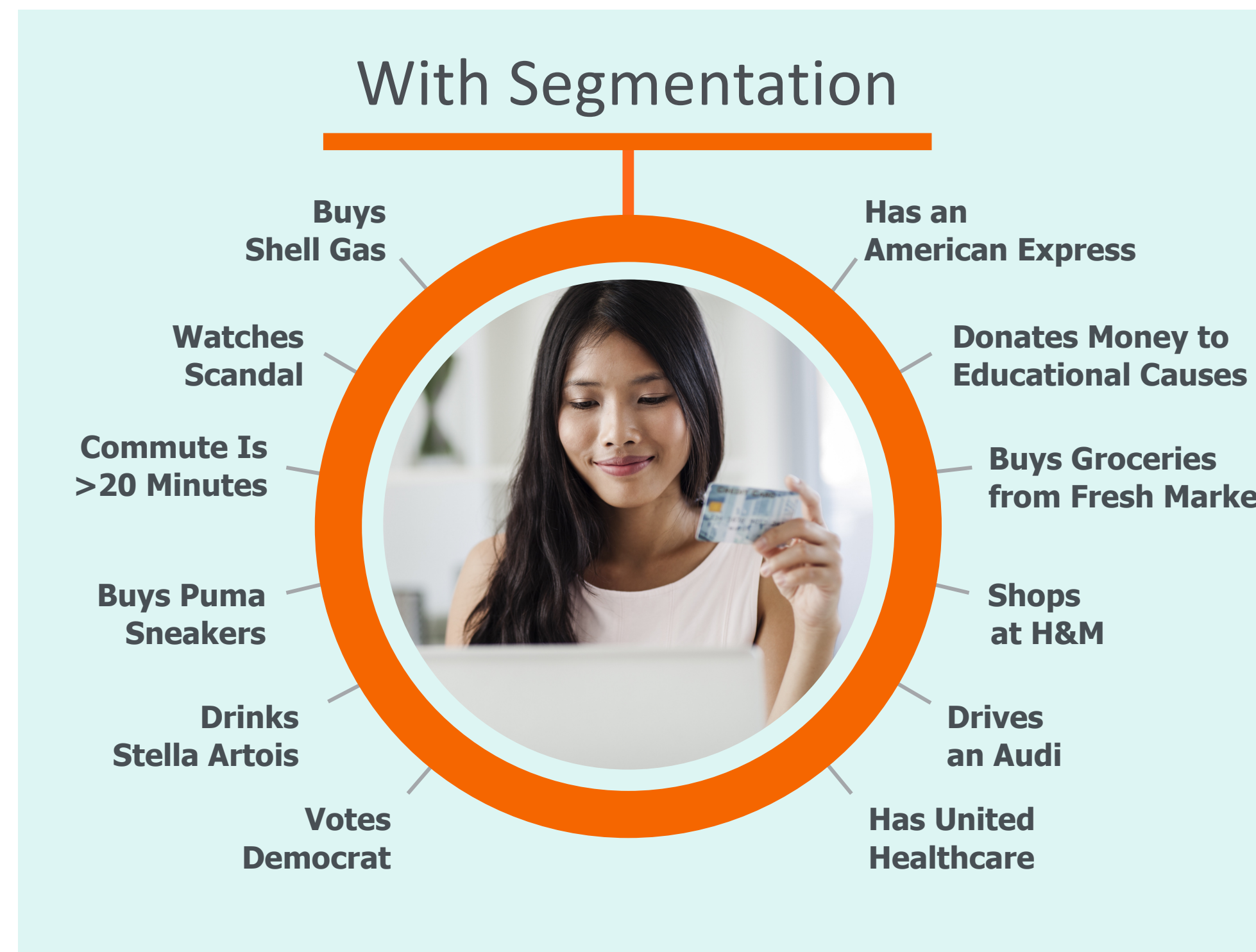
Understand where they live, work, play, how they engage and spend

## Before Segmentation



**WOMEN  
18-49**

## With Segmentation



# Consumer Segmentation Example

## Who are They?

TOP 5 CLARITAS PRIZM  
PREMIER SEGMENTS

LIFESTAGE GROUP	INDEX
M1 Movers & Shakers	168
F1 Networked Neighbors	166
F1 Country Squires	145
Y1 Young Digerati	135
F1 Kids & Cul-de-Sacs	134



**Age**  
45-64



**Median Income**  
\$126,362



**Education**  
Graduate Degree Plus



**Occupation**  
White-collar Managerial and Professional Jobs



**Household Type**  
Mostly without Kids



**Tenure**  
Mostly Homeowners



**Technology Use**  
Above Average

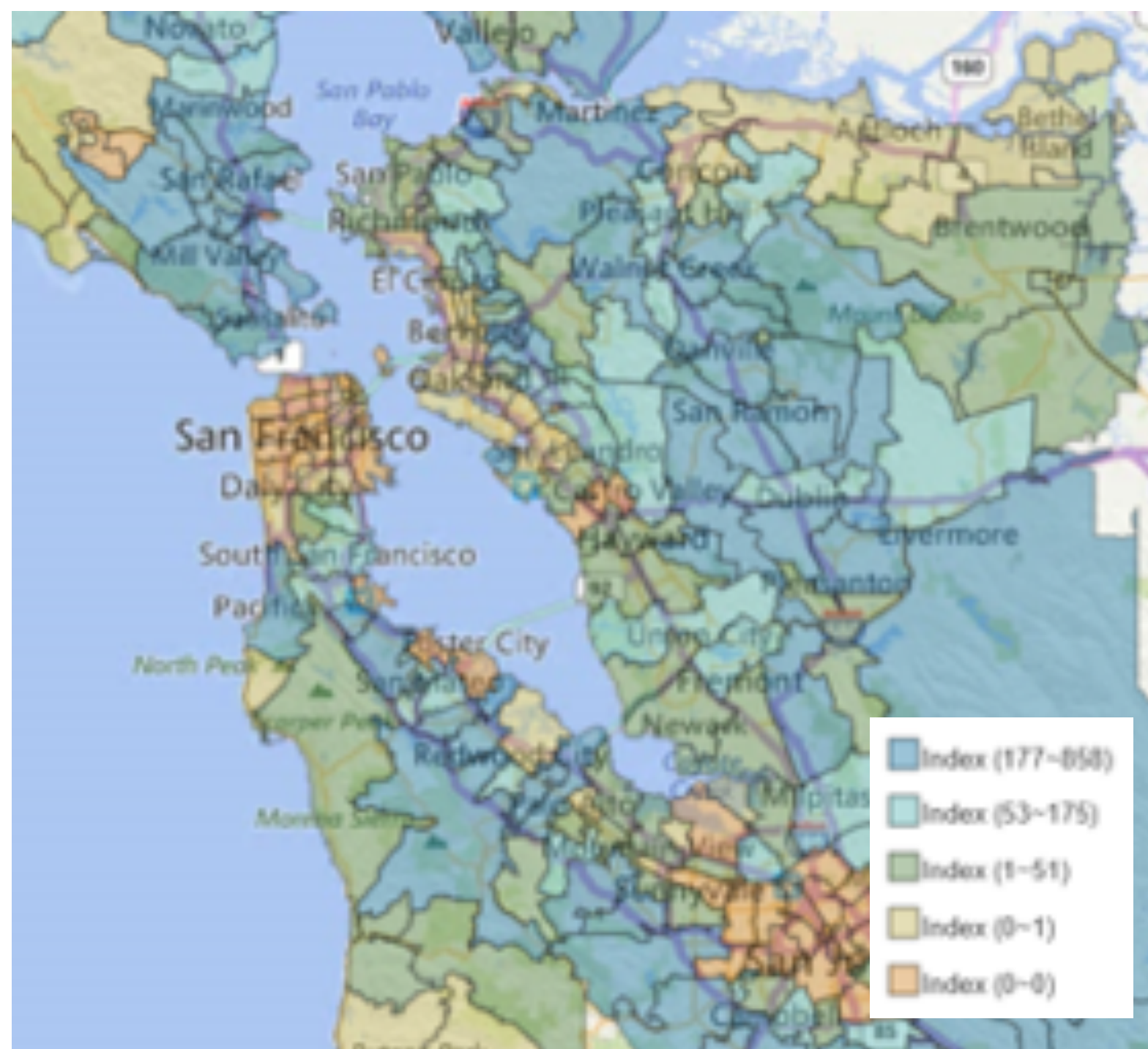


**IPA/Net Worth**  
Elite

## Where do they live?

### M1 MOVERS & SHAKERS

#### SAN FRANCISCO BY ZIP CODE



#### Top ZIP Codes:

- 95120 – San Jose, CA
- 9450 – Danville, CA
- 94539 – Fremont, CA



FOX Business Network, HGTV, CNBC, Food Network, and Bravo



Education & Career, Home & Fashion, Travel and News websites



Fashion, travel cooking and home and garden magazines



To news, classic hits, personality/talk radio and public radio



# PRIZM Consumer Segments Overview



# 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

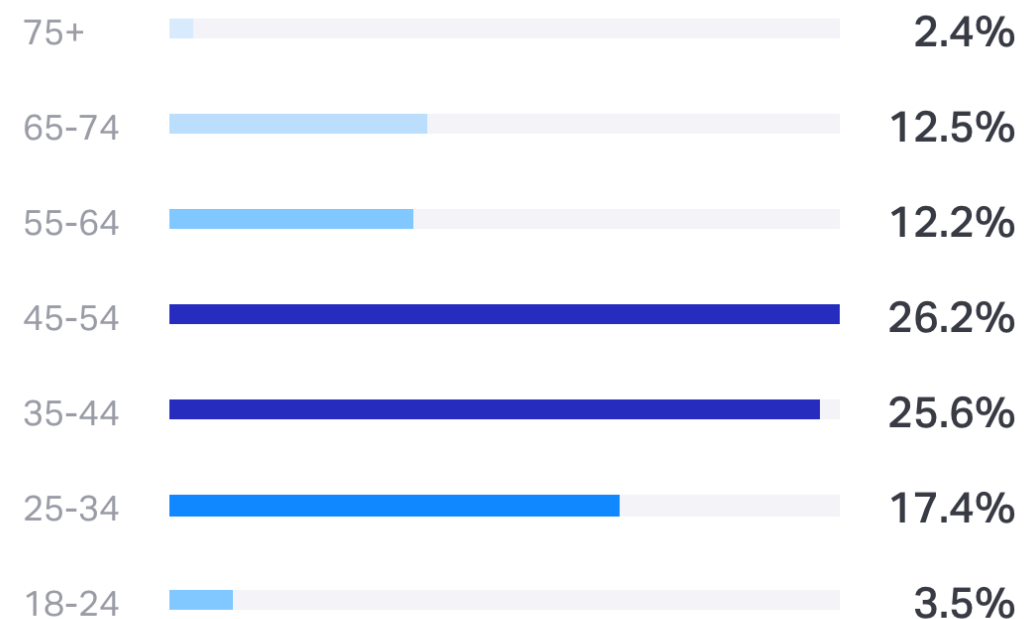


**87.3%**  
Home Owners

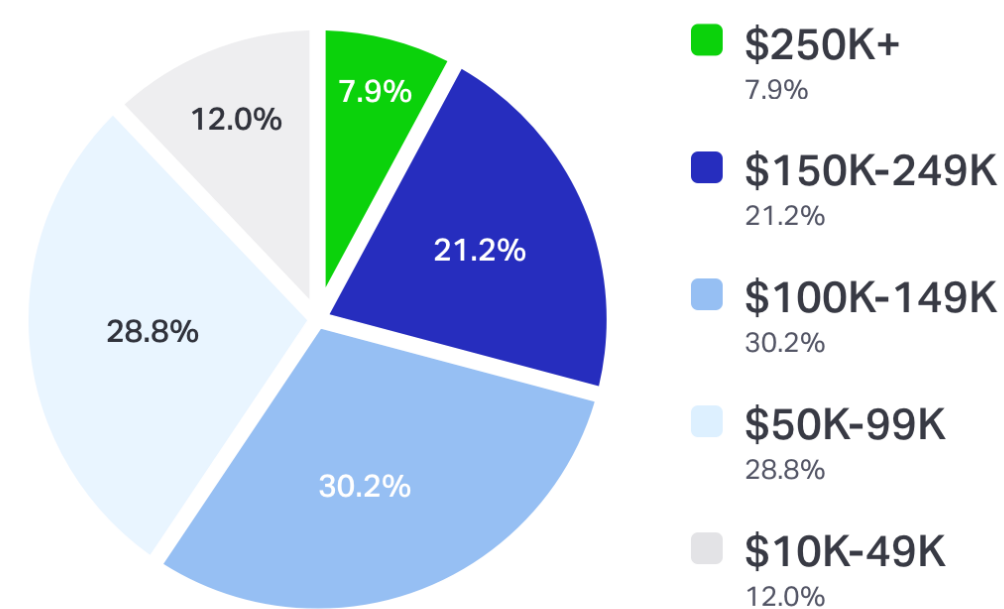
Household Median Income

**\$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

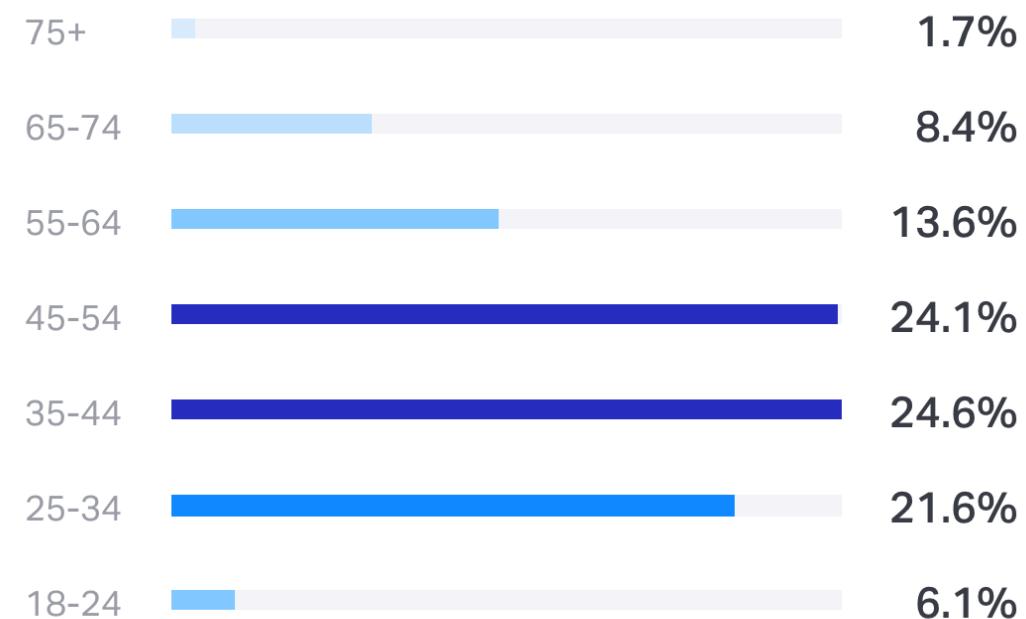


**81.3%**  
Home Owners

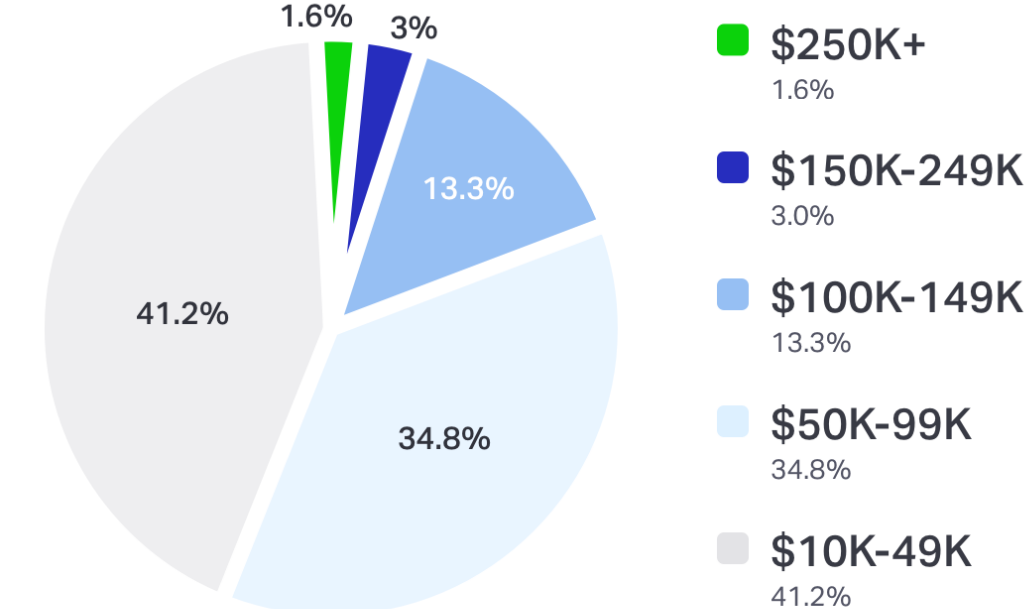
Household Median Income

**\$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

## **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



cinelytic

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## 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*