THE IMPACT OF CONSUMER
INSIGHTS ON THE STREAMING
WARS CONTENT SUPPLY CHAIN

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Powering the Leading M&E Companies
Studios, Operators, Broadcasters and OTT Platforms depend on Whip Media
Delivering Value at Unparalleled Scale
Tracking billions of consumer actions and financial transactions

- **Content Licenses**: Actively managed on behalf of content providers
- **Of the Total Universe**: Global digital transactional by revenue
- **TV VOD Platforms**: Performance tracking (AVOD, SVOD, TVOD, EST, PPV)
- **User Engagements (per Month)**: Including emotions, ratings, and reactions
- **TV Episodes & Movies**: Tracked on a daily basis

**20M**

**70%**

**1000**

**40M**

**10M**
Content Choices Are More Complex Than Ever Before

What road will you take to engage the connected consumer?
The Streaming Wars Are Changing Everything
No sign that content spend is slowing down

Source: Variety Intelligence Platform 2020 and Corporate Financial Statements
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Content Travelability

Data-driven insights key to making smarter content decisions
The Why Behind the Watch
How do you better predict the audience?

100+ Countries, Regions, Custom Geographies
Case Study

YOU: Lifetime to Netflix
Finding the best content-to-platform fit
YOU Is A Hit On Netflix
We predicted its success even before its original premiere on Lifetime

**Lifetime - Then**
Anticipation Report (Global)
Published in Aug. for Sep. 2018 shows

**NETFLIX - Now**
Anticipation Report (Global)
Published in Nov. for Dec. 2019 shows
Data Insights Predict A Hit
Not all channels are created equal for the same piece of content

- **YOU** had momentum in followers leading up to its premiere and the first few months (post-launch) on Lifetime

- Demographics for “YOU” skew female and young

- Lifetime demographics skew female, so high demand anticipated

- Landing on Netflix exposed the show to both a female AND younger global audience, driving a higher demand trajectory
Engagement A Stronger Predictor Of Show Success

Viewership metrics insufficient for predictive insights

Average Engagement Score
Fall 2018 (Sep 1 - Dec 25, 2018)

- YOU Audience More Engaged than Other Lifetime Shows
  - When considering Lifetime’s most viewed shows during the Fall 2018 time period, YOU had more than double the engagement score than Lifetime’s other original fare
  - S1E1 to S1E10, YOU engagement grew 30%

Viewer Retention, by Episode First Season

- Stronger Viewer Loyalty
  - Viewers watched all the way through S1, with a full 90% completing. This was at least 20 points higher than competition (e.g. other highly anticipated new shows debuting in the same month) when it comes to retention
Conclusion: Lifetime to Netflix

Data insights enabled rights holder to target right content to platform and capitalize on that content
Capitalizing on Content
Making Smarter Data-Driven Content Choices

CONTENT SELLER

AUDIENCE INSIGHTS

FRICTIONLESS DISTRIBUTION

MEDIA MONETIZATION

CONTENT BUYER
THANK YOU

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