It’s a New World
Key themes that we’re hearing

CUSTOMERS ARE IN CONTROL

INSIGHTFUL AUDIENCE DATA

FRICITIONLESS DISTRIBUTION
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Licenses Actively managed on behalf of content providers</td>
<td>20M</td>
</tr>
<tr>
<td>Of the Total Universe Global digital transactional by revenue</td>
<td>70%</td>
</tr>
<tr>
<td>TV VOD Platforms Performance tracking (AVOD, SVOD, TVOD, EST, PPV)</td>
<td>1000</td>
</tr>
<tr>
<td>User Engagements (per Month) Including emotions, ratings, and reactions</td>
<td>40M</td>
</tr>
<tr>
<td>TV Episodes &amp; Movies Tracked on a daily basis</td>
<td>10M</td>
</tr>
</tbody>
</table>
Content Choices Are More Complex Than Ever Before

The Consumer is in Control
Choices are Changing Everything

No sign the streaming wars will slow down
Competition for the Connected Consumer
Content is evolving with a new generation of “TV”

SOCIAL NETWORKS
- TikTok

PUBLISHERS
- CNN
- BuzzFeed
- The Huffington Post
- Newsy
- Cheddar
- MSNBC

INTERESTS
- YouTube
- Pinterest
- ESPN
Decline in Theatrical Attendance Fueling the Streaming Wars

Admissions by Year (in millions)*

**Budget>$100M**
This has been the largest growth segment at the box office

**Animation**
With the exception of 2016, admissions have held steady over the past six years.

**Everything Else**
This includes comedies, dramas, horror films, action/thrillers, documentaries, live-action family

*2020 Study by United Talent Agency
Back in 2015, there was only three feature-length original film on the major (Netflix, Hulu, Amazon) streaming services.

Not only did two new streamers enter the mix in 2019 (Disney+, Apple TV+), but the number of original films ballooned to 88.

These films compete most directly with the films in the “EE” Group.
The Big Question
How much are consumers willing to pay?

<table>
<thead>
<tr>
<th>Service</th>
<th>Price per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple TV+</td>
<td>$4.99</td>
</tr>
<tr>
<td>ESPN+</td>
<td>$4.99</td>
</tr>
<tr>
<td>Peacock (With Ads)</td>
<td>$4.99</td>
</tr>
<tr>
<td>Hulu (With Ads)</td>
<td>$5.99</td>
</tr>
<tr>
<td>CBS All Access</td>
<td>$5.99</td>
</tr>
<tr>
<td>Disney+</td>
<td>$6.99</td>
</tr>
<tr>
<td>Starz</td>
<td>$8.99</td>
</tr>
<tr>
<td>Peacock ($4.99 No Ads)</td>
<td>$9.99</td>
</tr>
<tr>
<td>Showtime</td>
<td>$10.99</td>
</tr>
<tr>
<td>Hulu (No Ads)</td>
<td>$11.99</td>
</tr>
<tr>
<td>Netflix (most popular plan)</td>
<td>$12.99</td>
</tr>
<tr>
<td>Amazon Prime Video ($8.99 standalone)</td>
<td>$12.99</td>
</tr>
<tr>
<td>HBO MAX</td>
<td>$14.99</td>
</tr>
</tbody>
</table>
What Do Consumers Think?

1st Party Insights: Consumer Sentiment

While consumers think there are too many choices... ...they’re willing to pay for multiple services ...if the streaming service offers the right content.

# of Streaming Services

Likeliness to drop a current service for a new one

Value of content when subscribing to a service

*TV Time Platform Users, Field Study 2019
Content Costs Drive Need For New Data

High stakes decisions
Content Costs are Massive and Growing

How can you get smarter about maximizing that investment?

$27 Billion
Disney 2019 Original Content Spend

$17 Billion
Netflix 2019 Total Content Spend

$14 Billion
ATT 2019 Original Content Spend

$1.5 Billion
Disney+ 2020 Projected Spend on License Content

$500 Million
HBO Max License Cost for South Park

$500 Million
NBCU License Cost for the Office

$500 Million
Netflix License Cost for Seinfeld

$6.5 Billion
Amazon 2019 Original Content Spend

$500 Million
HBO Max License Cost for Friends

$425 Million
HBO Max License Cost for Friends

$15 Billion
Viacom/CBS 2019 Original Content Spend

$6.0 Billion
Apple 2019 Original Content Spend

$15 Billion
Comcast 2019 Original Content Spend

$500 Million
NBCU License Cost for Seinfeld

$500 Million
HBO Max License Cost for Friends

Source: Variety Intelligence Platform 2020 and Corporate Financial Statements

Confidential Copyright © 2020 Whip Media Group
The Why Behind the Watch
The predictive power of data

100+ Countries, Regions, Custom Geographies
YOU: Lifetime to Netflix

Lifetime had a hit on their hands and did not know it
YOU is a Hit on Netflix
We predicted its success even before it’s original premier 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 the double the engagement score than Lifetime’s other original fare
  - S1E1 to S1E10, YOU engagement grew 30%

- **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: Traditional Metrics Failed
Consumer Engagement, Data Insights and Frictionless Distribution
THANK YOU

Carol Hanley
chanley@whipmedia.com