

# Connecting with Consumers with the Right Content During Massive Social Shifts

WHIP MEDIA GROUP



**Alex von Krogh**

Vice President, Data Sales

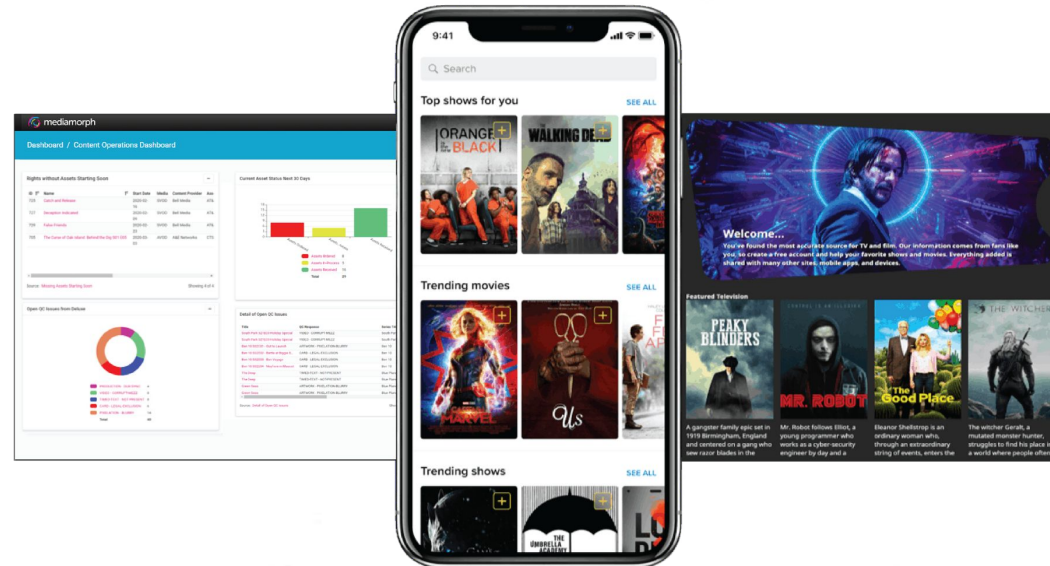
[avonkrogh@whipmedia.com](mailto:avonkrogh@whipmedia.com)



# WHIP MEDIA GROUP



Transforming how content is bought and sold throughout the entertainment ecosystem with a unique, integrated solution to intelligently **acquire**, **distribute** and **monetize** your content.



The Leading Content Value  
Management Platform



The World's Largest TV & Movie  
Tracking Platform



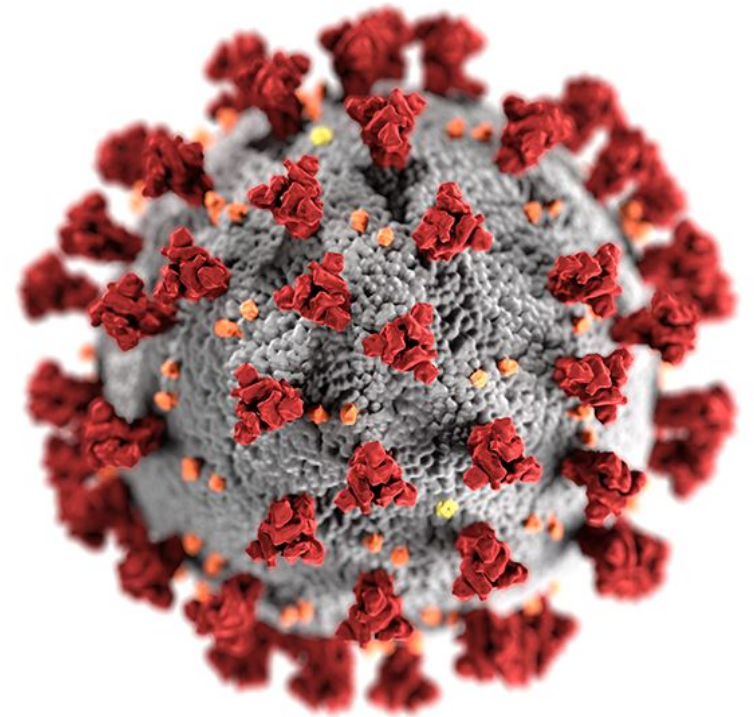
The Community-Driven  
Entertainment Database

# TV Viewership Is Up

Many factors fueling video consumption



- Remote workforce tune-in
- Unemployment rise
- Live sports and events cancelled/postponed
- Education campus shut-down
- Theaters shut down
- Theatrical window reduced
- Straight-to-home distribution

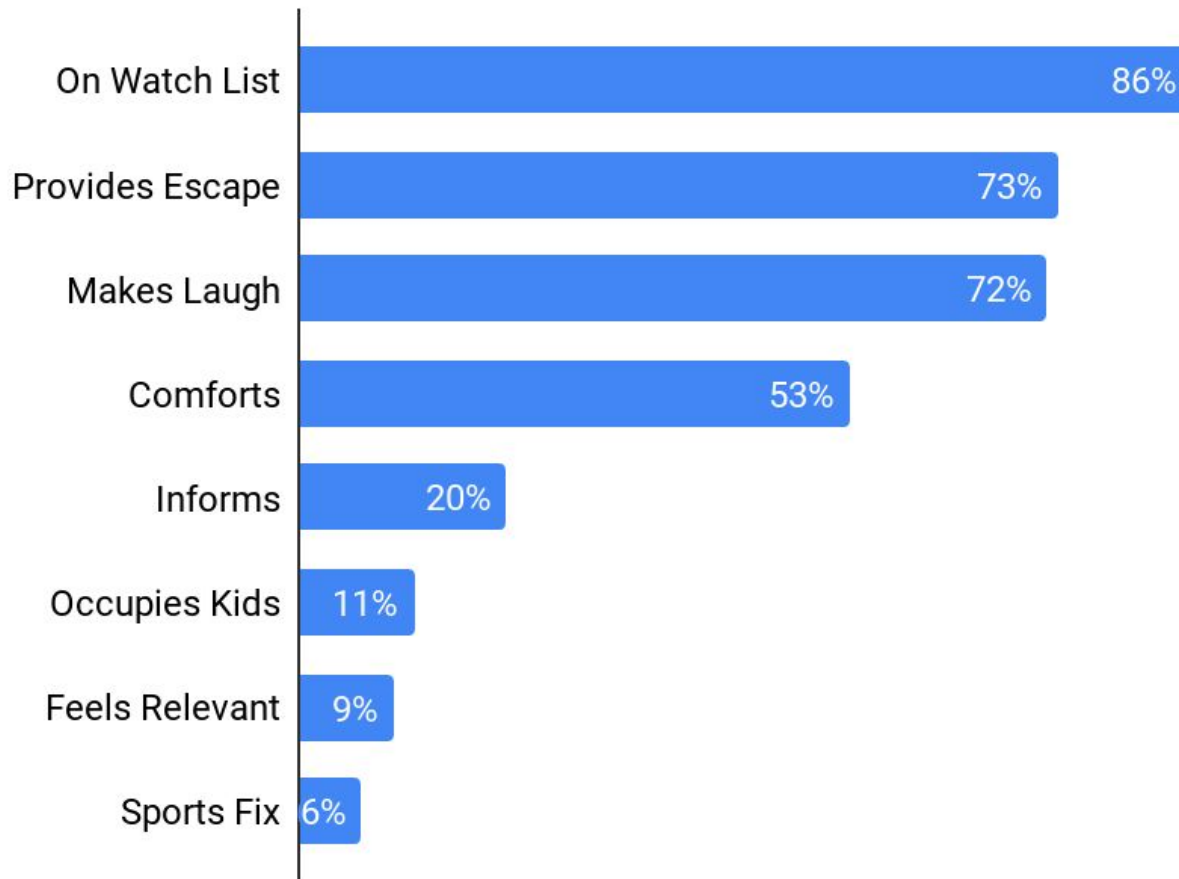


# Consumers Want to Watch Their Watchlist



What do you REALLY want to watch?

## Content People Want to Watch During COVID



- Most respondents want to watch what is on their playlist, which most likely means catalogue
- Popular motivations further imply a need to escape from reality, laugh, and find comfort
- Programming strategy needs to tap into the emotions of your audience

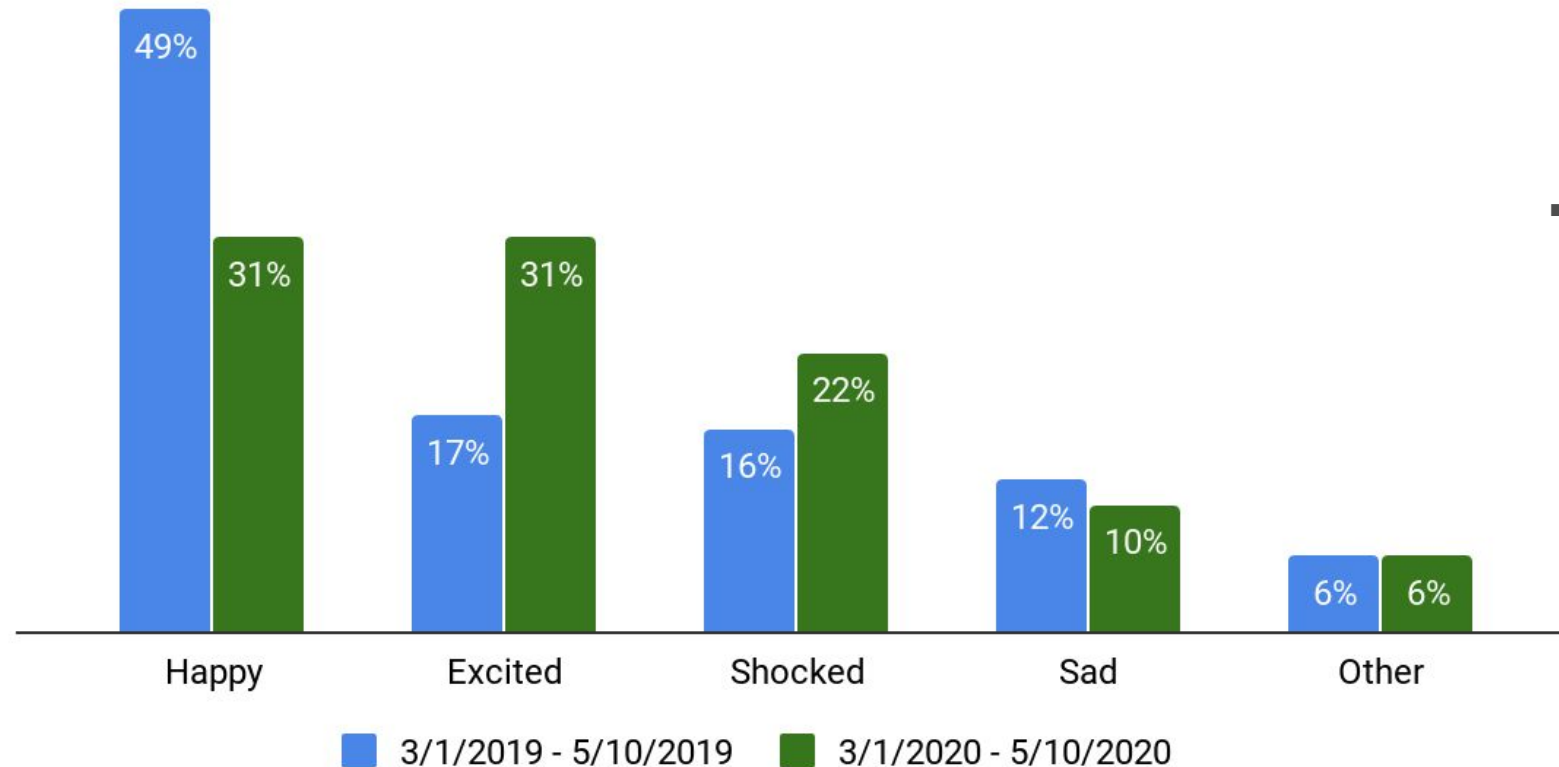
# Pronounced Shifts In Emotional Response

Excited and Shocked are the new Happy



## Consumer Emotional Response to TV Programming

Since March 2, 2020 vs 1 Year Ago

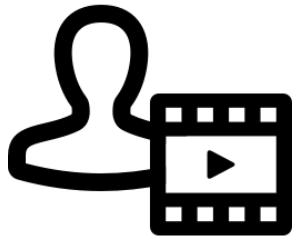


- The emotional response to content has shifted from one of Happiness to Excitement and Shock
- Consumer emotion is becoming more nuanced, no longer dominated by a single feeling



# Applications for Buyers and Sellers

COVID accelerates demand to fill programming holes and monetize content



**Acquisition strategies** depend upon finding content that will resonate with your existing programming - where there is a natural affinity with your current viewers



**Distribution strategies**, whether fueled by global expansion or striking individual licensing deals, should take into account demand for the content and where it is likely to find an audience

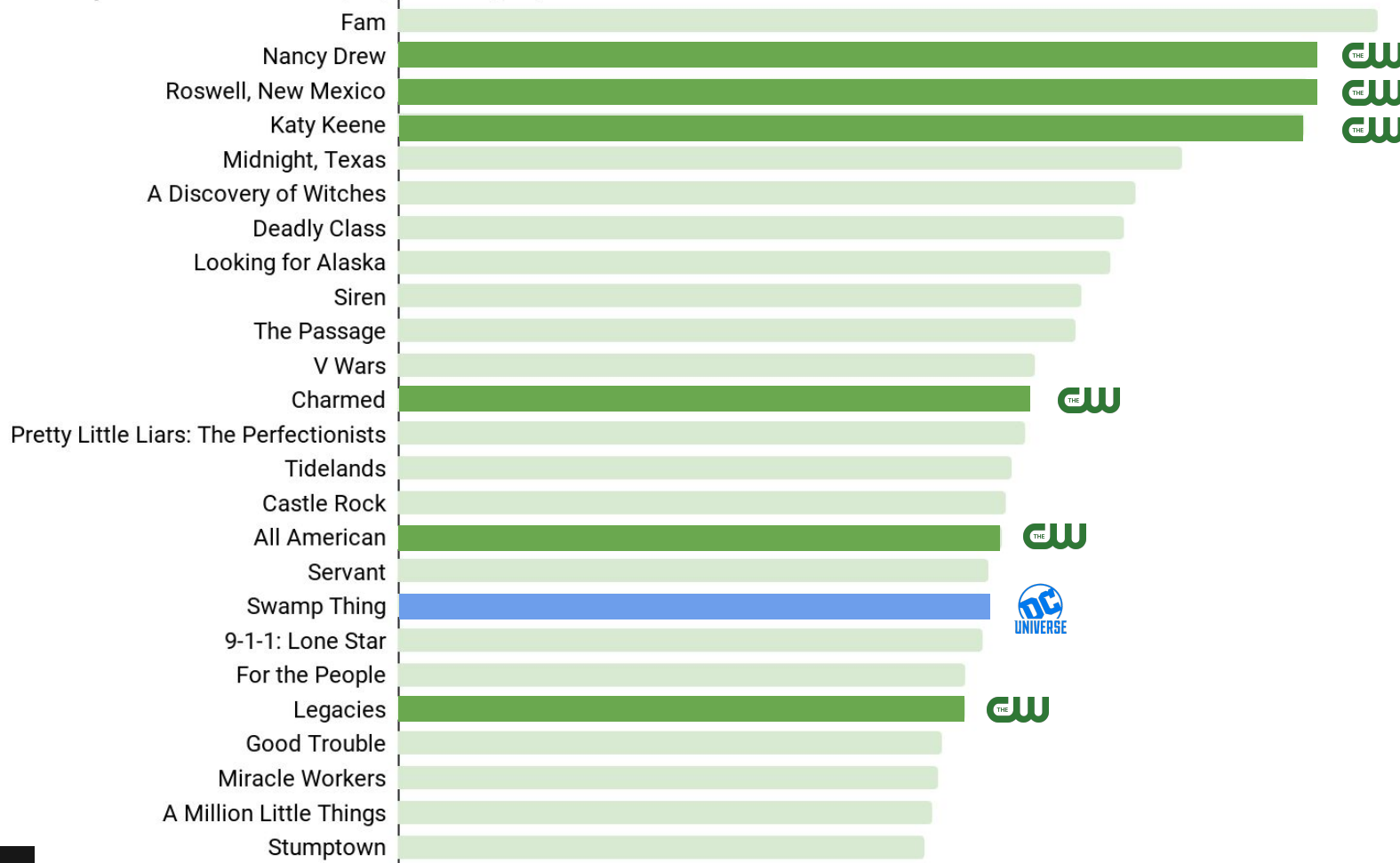
# Acquisition: Identify the Right Library Content

What programming complements your existing catalogue?



## Tell Me a Story (CBS All Access) Top Affinity TV Shows

Affinity Index for Period 10/31/2018 - 5/10/2020



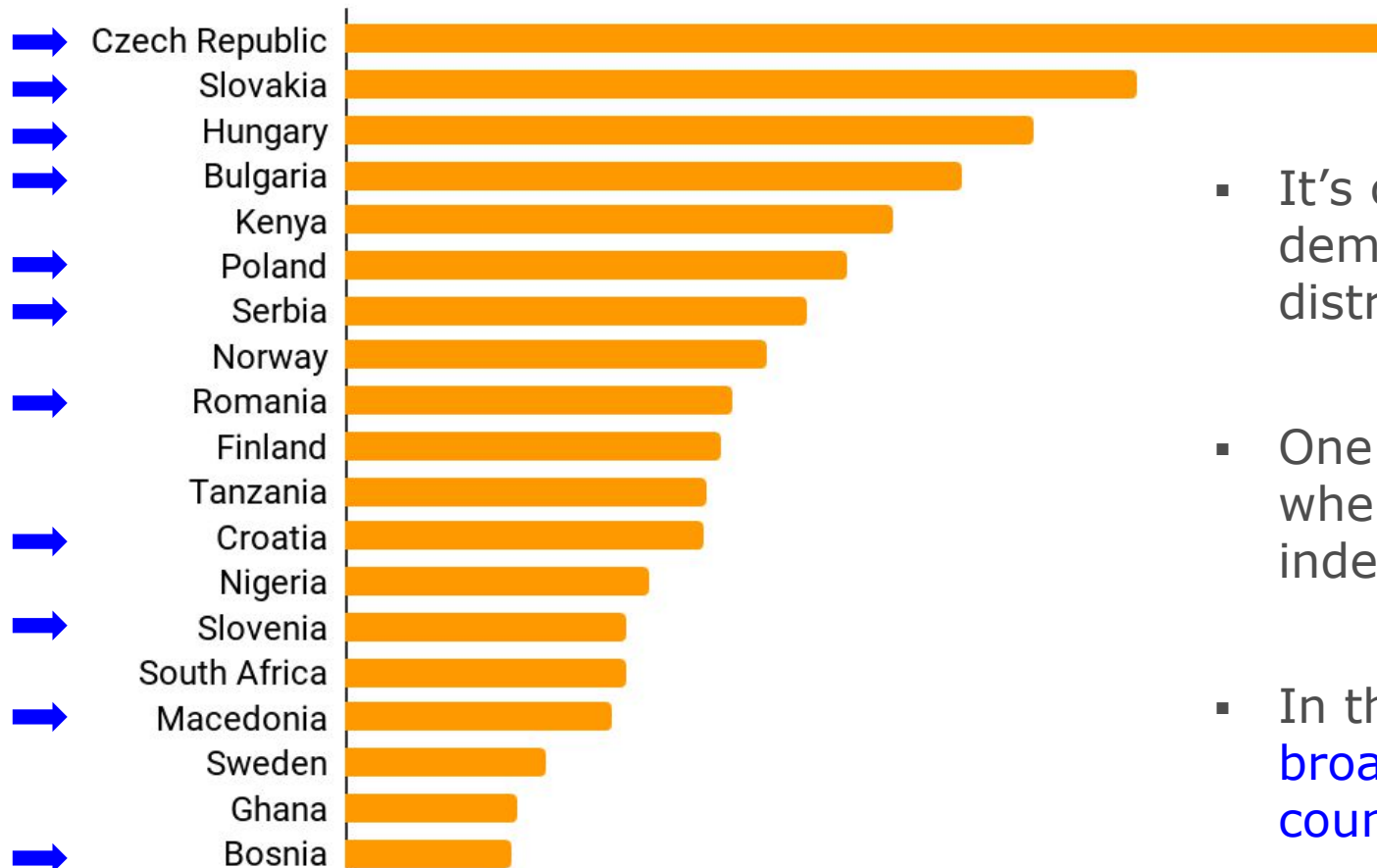
- CBS All Access cancels Tell Me a Story after 2 seasons
- In need of filling COVID-induced programming holes, The CW acquires linear rights to Seasons 1 and 2 for second-window run
- Our data shows that it looks like a perfect fit, with 3 of top 4 (and 6 of top 25) affinity shows airing on The CW
- BONUS: Swamp Thing, also acquired by The CW, pairs well with Tell Me a Story

# Distribution: Where is the Audience Potential?



Global distribution a key piece of the puzzle in monetizing content

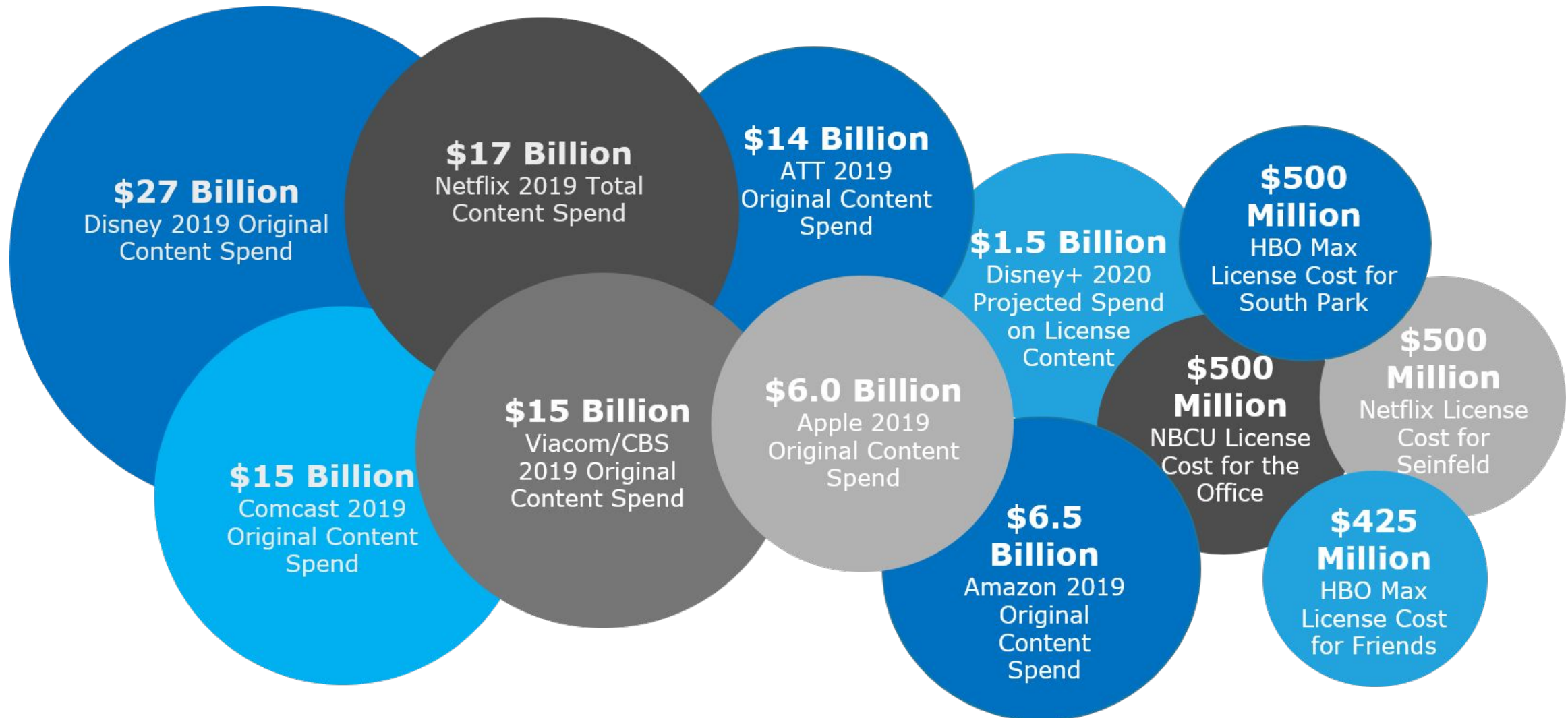
## Tell Me a Story - Top 20 Country Follower Index



- It's critical to understand regional demand for a piece of content to inform distribution and licensing strategies
- One way to measure that is by looking at where a fanbase for that content over indexes relative to norms
- In the case of Tell Me a Story, we see a **broad demand across Eastern European countries**



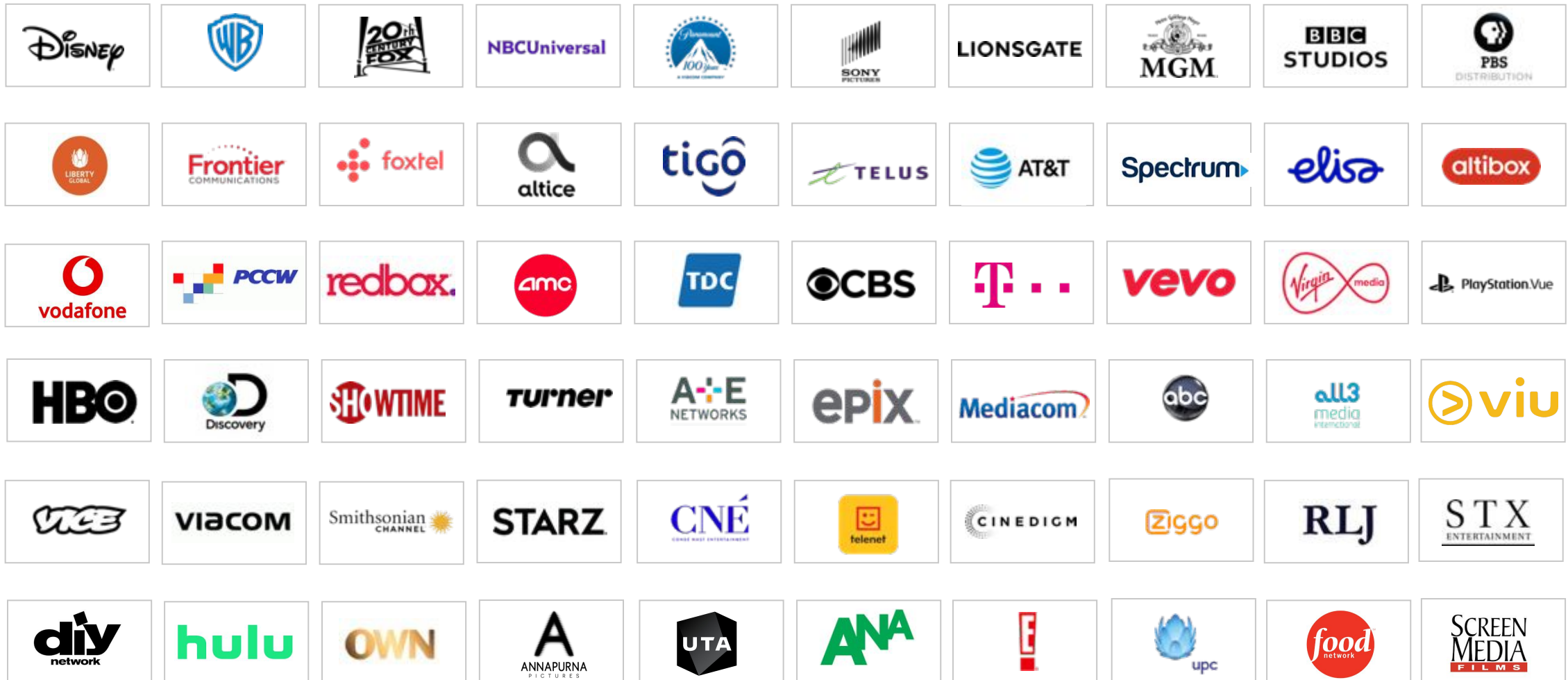
# COVID-19 may change the mix of Content Spending but it is not stopping!



8 **Source:** Variety Intelligence Platform 2020 and Corporate Financial Statements

# Powering the Leading M&E Companies

Studios, operators, broadcasters and OTT platforms depend on Whip Media





**Alex von Krogh**

Vice President

[avonkrogh@whipmedia.com](mailto:avonkrogh@whipmedia.com)

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