Connecting with Consumers with the Right Content During Massive Social Shifts

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

- On Watch List: 86%
- Provides Escape: 73%
- Makes Laugh: 72%
- Comforts: 53%
- Informs: 20%
- Occupies Kids: 11%
- Feels Relevant: 9%
- Sports Fix: 6%

- 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

- Czech Republic
- Slovakia
- Hungary
- Bulgaria
- Kenya
- Poland
- Serbia
- Norway
- Romania
- Finland
- Tanzania
- Croatia
- Nigeria
- Slovenia
- South Africa
- Macedonia
- Sweden
- Ghana
- Bosnia

- 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!

Source: Variety Intelligence Platform 2020 and Corporate Financial Statements
Powering the Leading M&E Companies

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