

# Accelerate OTT Licensing ROI

## Data-Driven Strategies to Optimize Content Budgets

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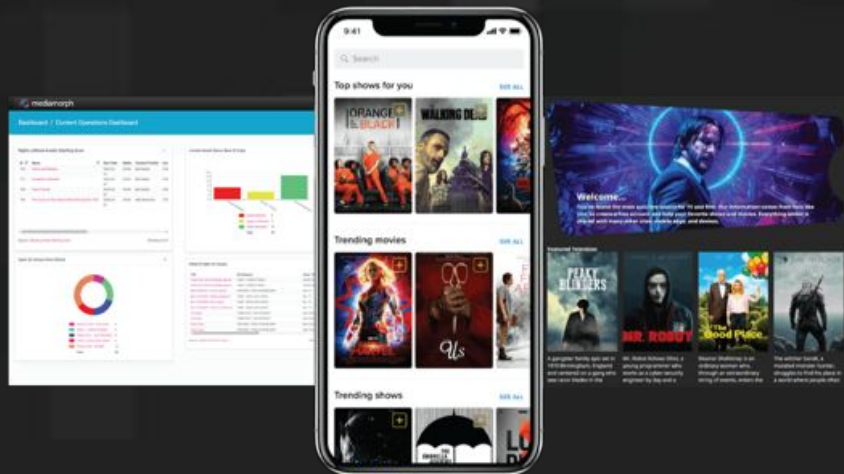


Featured Speaker  
Paul Hastings  
EVP Sales, Whip Media Group

**smart content**  
**summit** **EU**

5 November 2020  
12:30 to 17:00 GMT  
Global Online

# WHIP MEDIA GROUP



We power a **market-leading enterprise platform** that provides a broad range of integrated services, **enhanced by unique analytics**, that enables the world's leading entertainment companies to **more efficiently manage, distribute and monetize content**

# Direct-to-Consumer Streaming Has Changed Everything



# How consumers engage in content, and on what platforms, will continue to evolve

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But the right data can change the game



# Success Requires Unique Data Inputs at Key Stages of the Licensing Journey



**What's happening in each market and how do you compare**



**How are audiences engaging with content and why**



**What are the best titles for your platform**



**Streaming Availability Data**



**TV TIME**

**CVM DemandIQ**

## Primitive inputs, spreadsheet overload, static point-in-time data and non-scalable solutions

- Genre
- Alphabetized Avails
- IMDb
- Box Office
- Watch Trailers
- Nielsen

- Rotten Tomatoes
- Ratings
- Cultural Shifts
- In-house Departments
- Executive's Gut feeling





# CVM DemandIQ

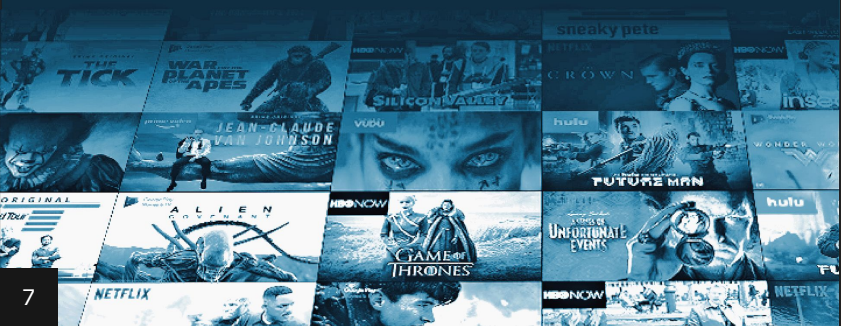
**Predict the probability of success  
on your titles, rights and avails**

Leverages billions of unique 1st party  
engagement inputs

Refined with your actual performance data

Integrates predicted demand scores into those  
system where decisions are being made

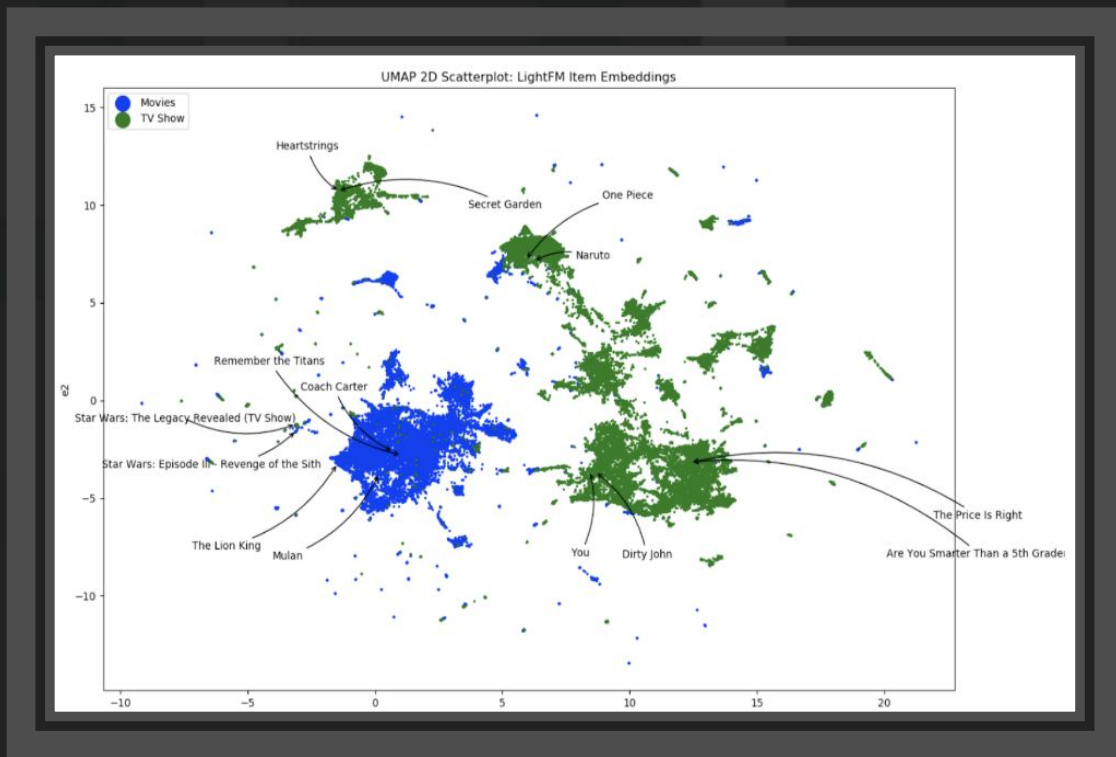
Realize a better return on your content investment



# Content Similarity Model

## Content Similarity Score

Measures how much one audience is related to another audience based on all the TV shows and movies they watch and have in common



Two-Dimensional (Flattened) Representation of Content Similarity Space





100+ Countries, Regions, Custom Geographies

# TV Time Engagement Data Reveals the “Why Behind the Watch”

The heart of the model leverages billions of data points that generate signals to drive content similarity

## Meme Engagements

Viewer Index  
Meme Count  
Churn  
Viewer Drop Off  
Views

## Emotion Votes

Share of Binges

## Engagement Score

Affinity Index

Engagers

Share of Viewers

Followers

## Character Favorites

## Binge Rate

Device Watched

Country Index

Viewers

Completion Rate

Rating

## How it Works:



# Machine Learning Model Gets Smarter Over Time

Guides smarter decisions up and downstream

- Predicts Probability based on your data inputs
- Prediction updated based on your success
- Training is continuous



## DEMAND SCORE

Better predict title success and  
optimize content acquisition dollars

Predicts the probability of success, where  
success is defined as performing in the top  
10% of titles in a 30-day period



## CONTENT SIMILARITY

Pinpoint content that is most  
similar to what your audiences are  
already viewing and want

Measure of audience proximity based on all TV  
shows and movies audiences have engaged –  
across new releases and library

# Key Predictive Modeling Outputs

Outputs representative for all  
business models:

- EST
- TVOD
- AVOD
- PVOD
- SVOD

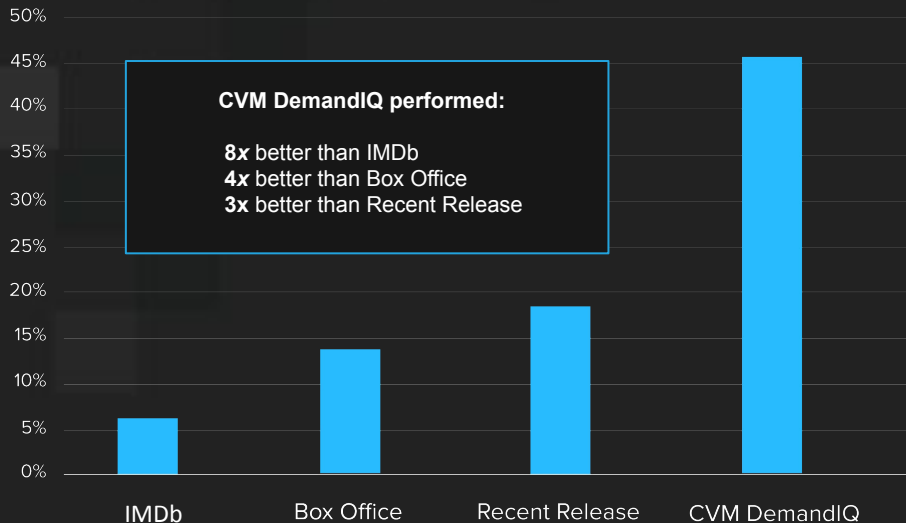
# The Results Speak for Themselves

## 8x Better Predictions

Identify the right titles to maximize title performance and optimize content investment

Take the guesswork out of content selection, placement and valuation

### Comparison of Traditional Predictive Methods



Industry Performance Models Used to Predict Demand (Sample size: 100 Top Library Titles)



# Applications for Buyers and Sellers

## Key use cases

Use Case	Benefit	How it Works
Licensing Recommendations	More effective use of content acquisition dollars	Pick which available titles will have the highest viewership or revenue
Surface Similar Content Together	Drive engagement and retention	Group new content similar to highly viewed content together automatically
Identify Underperforming Content	Fully realize value from the content you have	Identify content that should perform well but is not; so you can actively promote it
Drive Marketing Outreach	Increased viewership, retention and acquisition	Target and promote new shows to binge for existing VOD subscribers and select content to feature in acquisition campaigns

# Integrate New **Intelligence** Into Your Streaming Strategy

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Make the most of your  
content budget and drive  
smarter decisions throughout  
the content monetization  
lifecycle



**Improve Licensing ROI**

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**PinPoint Content Value**

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**Engage Your Audience**

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**Target Marketing**

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**Identify Best Placement**

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**React Strategically**

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# Questions?



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