

The Global Binge Boom: By the Numbers



Presented by

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Senior Vice President
of Global Sales

Fantasy Sports Contests are my “Thing”...

And boxing is a great one to think about...



Hmm...Fantasy Content Contests?

A scrap between a couple of content greats....

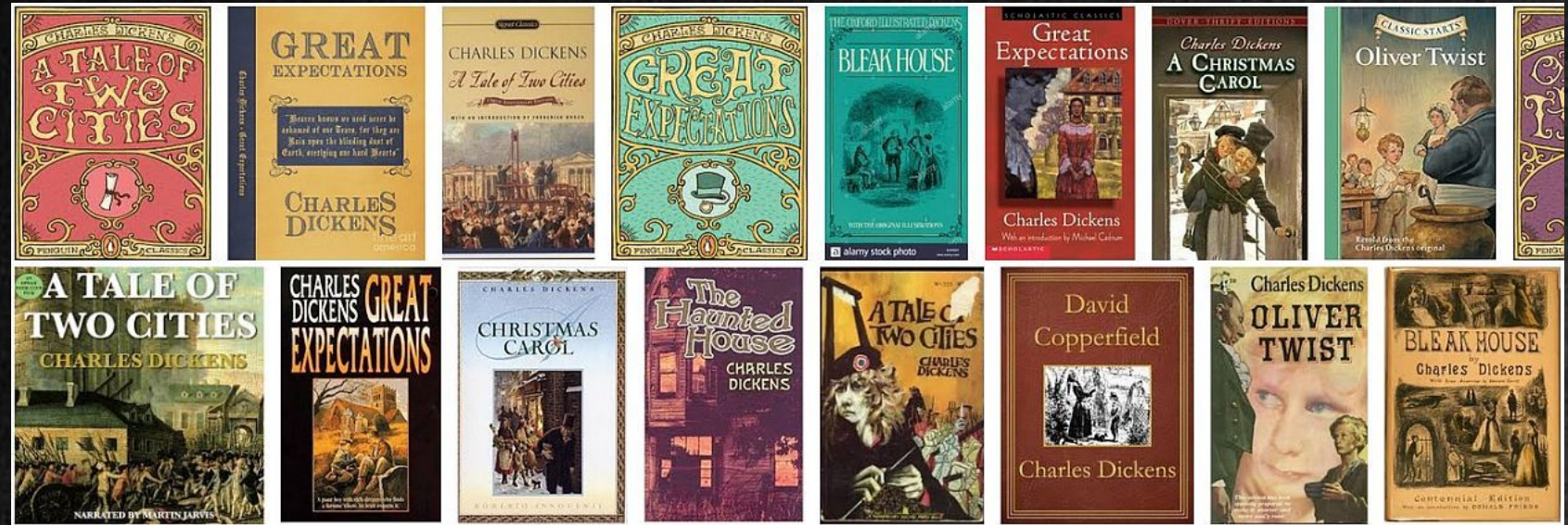


V



Heavyweight Champions of Linear and On Demand Content Respectively...

In the Red Corner ... Charlie Kept the Public Waiting



NEW WORK BY MR. CHARLES DICKENS.
In No. 34 of ALL THE YEAR BOUND, TO BE PUBLISHED
ON SATURDAY, DECEMBER THE FIRST,
WITH THE ILLUSTRATIONS
GREAT EXPECTATIONS,
BY CHARLES DICKENS,
A NEW SERIAL ROMANCE,
To be continued from week to week until completed in
about EIGHT MONTHS.
THE EXTRA CHRISTMAS NUMBER
WILL BE PUBLISHED EARLY IN DECEMBER.

...and that set the tone for content publishing for the next 170 years - linear delivery of content through books to TV until...

In the Blue corner... Reed is Channeling our Inner 5 Year Old



He understood (and fulfilled) the two most powerful words
in all languages around the world...

“More”

“Now”

And the 2022 Winner is ...

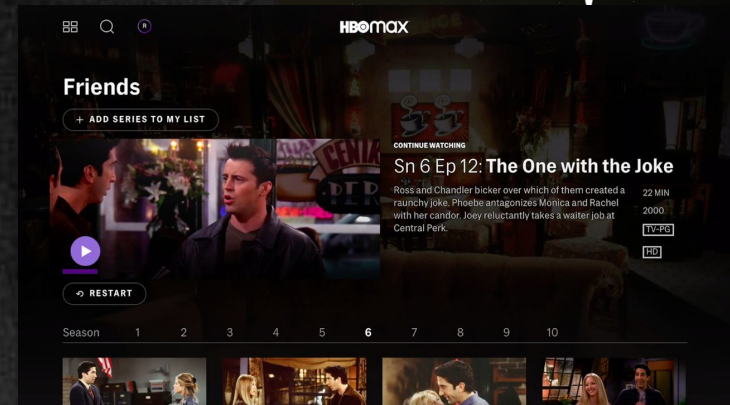


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Binge-Watching is Nothing New

The way we binge has changed



What is Binge-Watching?

Netflix came up with a definition Eight Years ago

NETFLIX

A Netflix survey from 2014 found that 73% of its sample considered binge-watching to mean “watching between two and six episodes of the same TV show in one sitting”

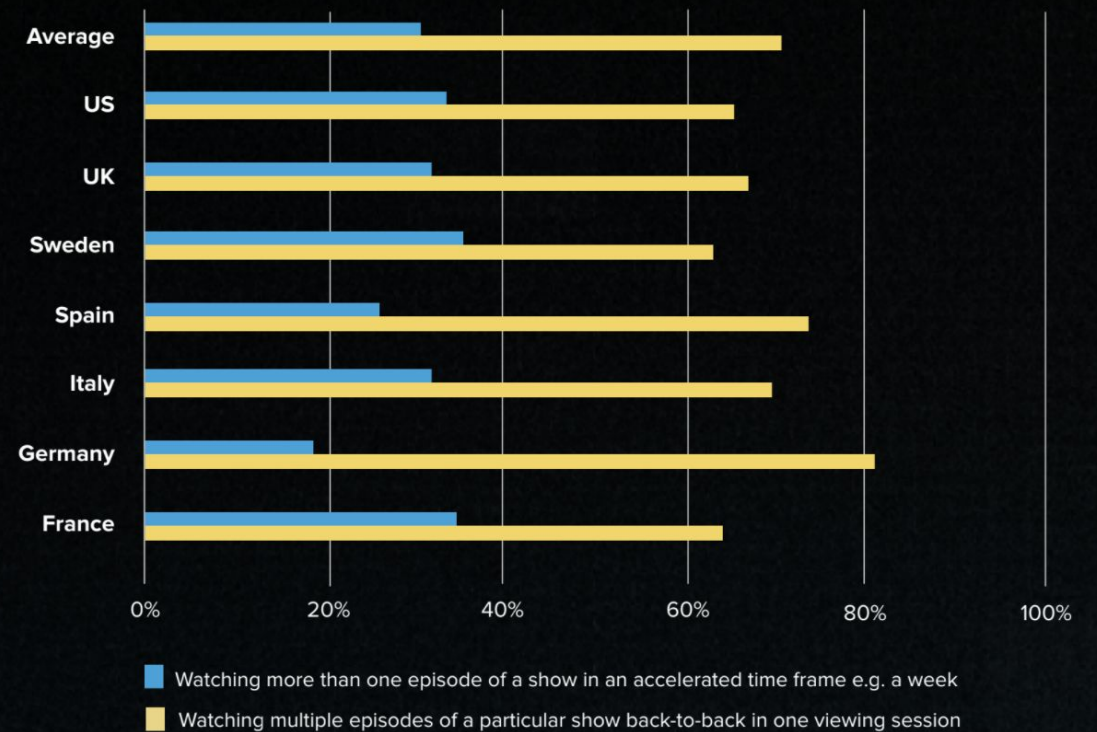
What is Binge-Watching?

Based on our survey of over 32K respondents, we can now update this definition

7/10

Binge-watching = 4+ episodes in a single session

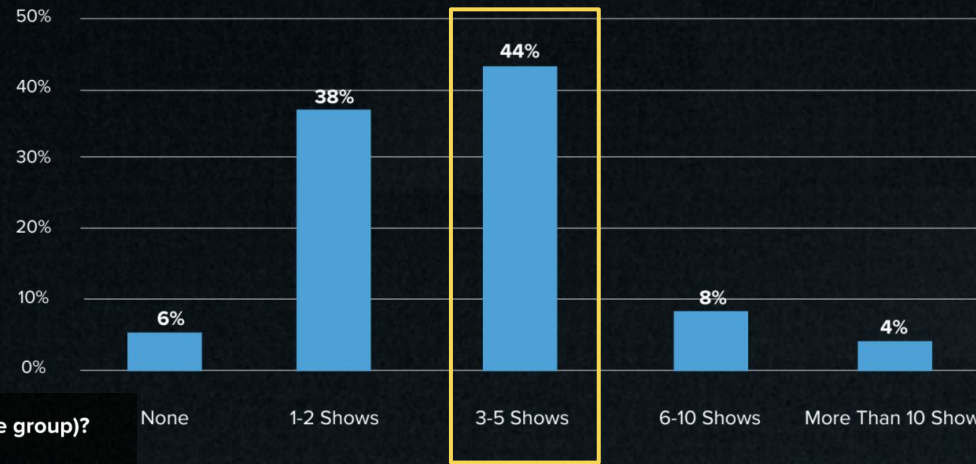
What's Your Definition of Bingeing?



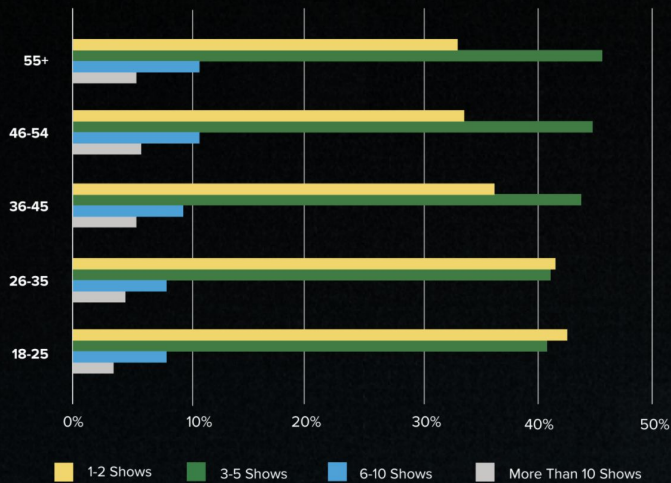
Is Binge-Watching the Norm?

The rate at which viewers watch content could result in exhausting content catalogues

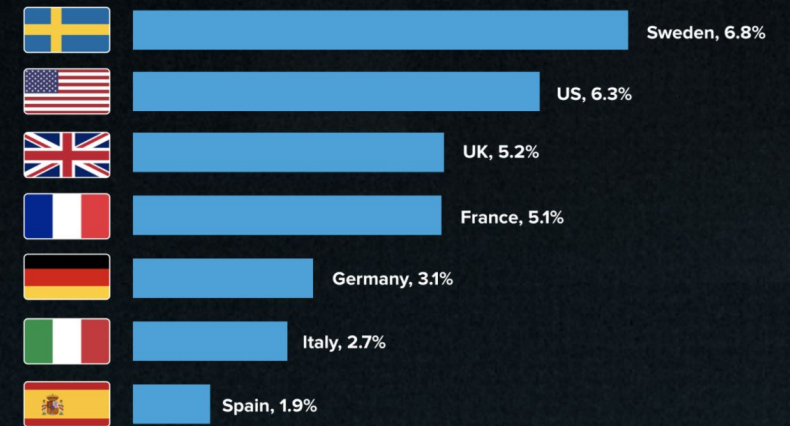
How Many Shows Have You Binged in the Past Month?



How Many Shows Have You Binged in the Past Month (by age group)?



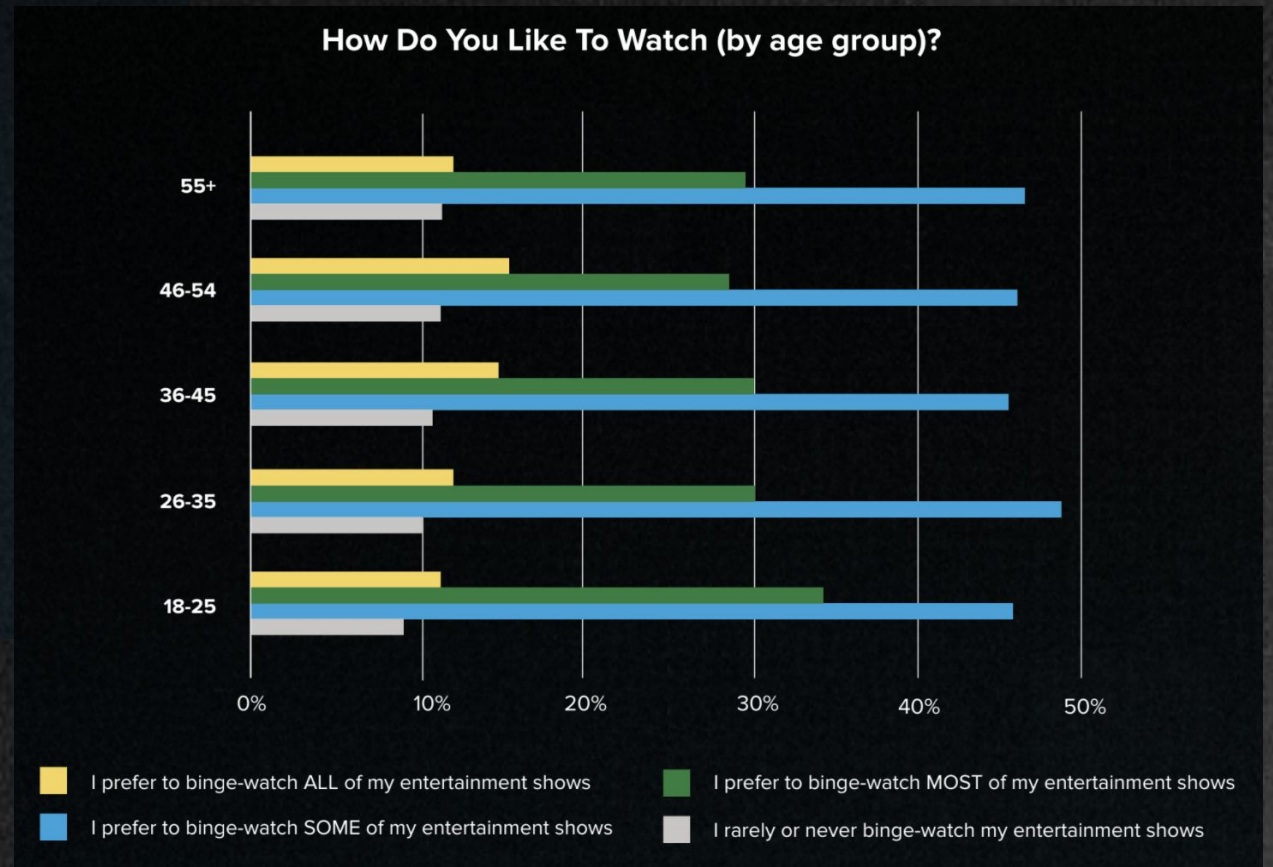
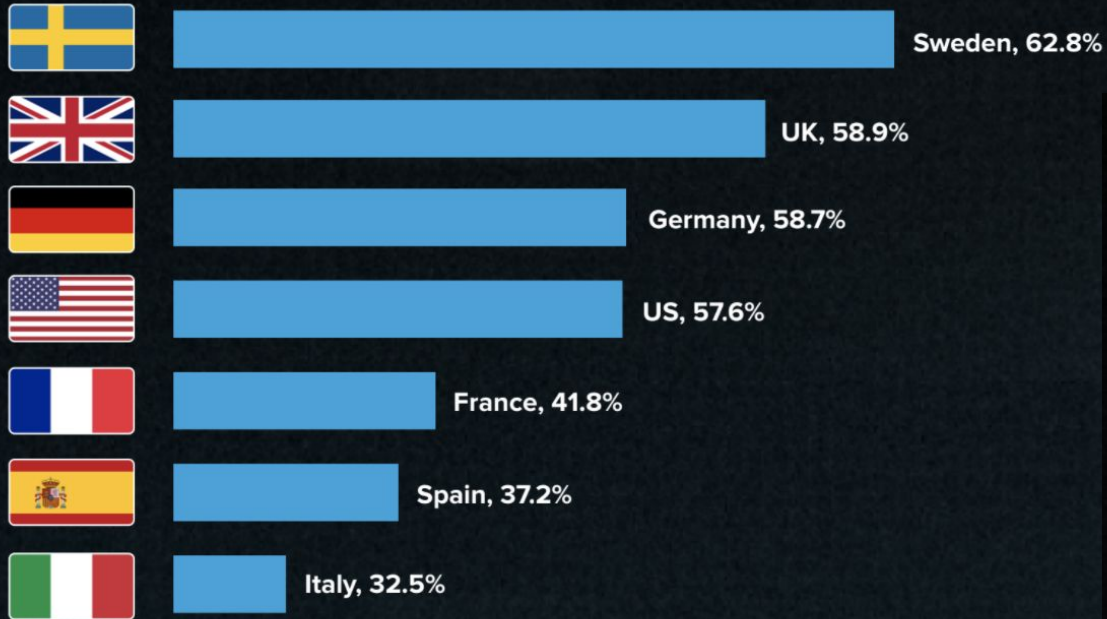
The Biggest Bingers: Percent Who Watched More than 10 Shows in the Past Month



All At Once or Just a Handful

Understanding how content is being consumed

Prefer to Binge-Watch ALL or MOST Entertainment Shows (by country)



The Accessibility of Content

Is binge-watching because content is easily available or are we now groomed to consume content in bulk?

Factors that may influence binge-watching behavior:

- Availability of content on their favorite streaming platform
- Catching up on past seasons of a show
- Wanting to stay current with fan conversation
- Boredom

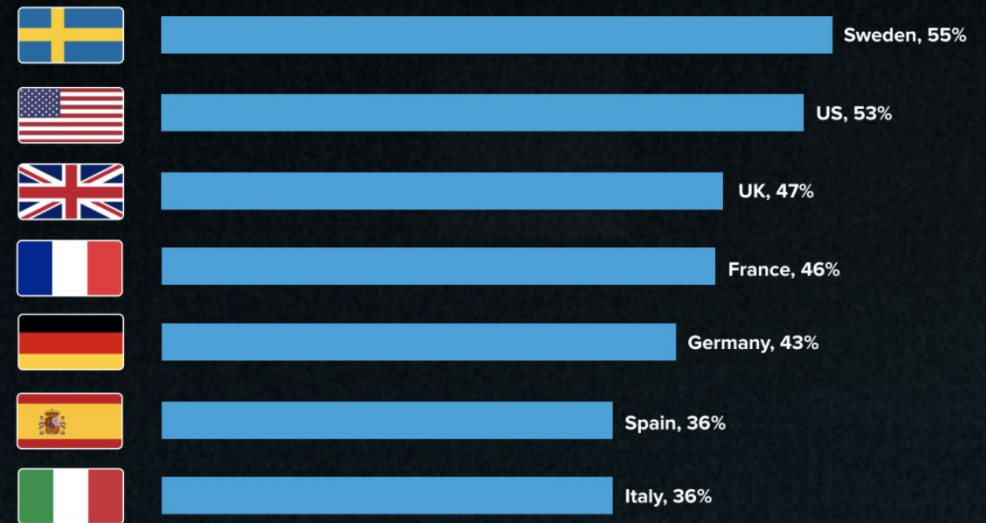
Why Did You Binge-Watch?



I Binge-Watch Because I'm Really Engaged with the Show (by country)



I Enjoy the Experience of Watching Multiple Episodes (by country)

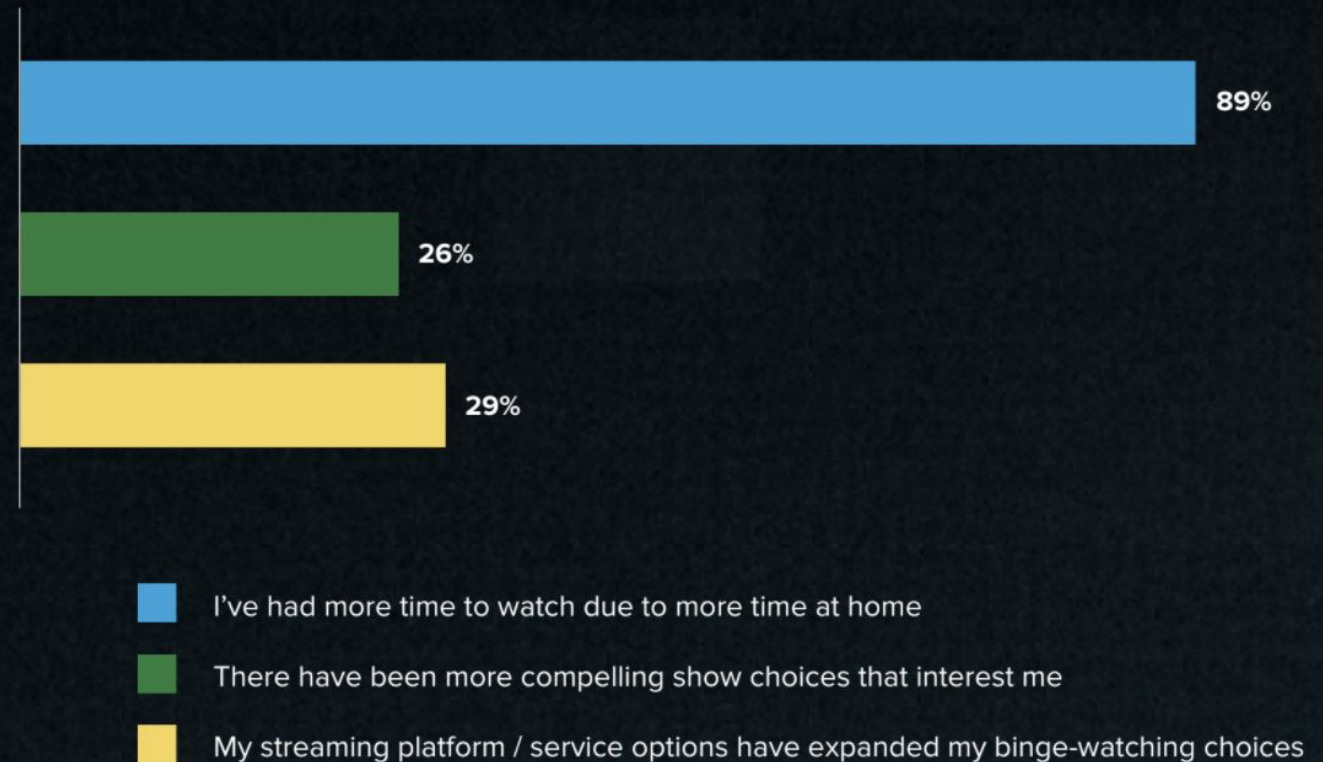


The COVID Effect

Bingeing while on lockdown: TV habits over the past 18 months

Many OTT service providers reported that viewing on their platforms had rocketed during the first pandemic-related national lockdowns in spring 2020.

Why Have You Binge-Watched More in the Past 18 Months?

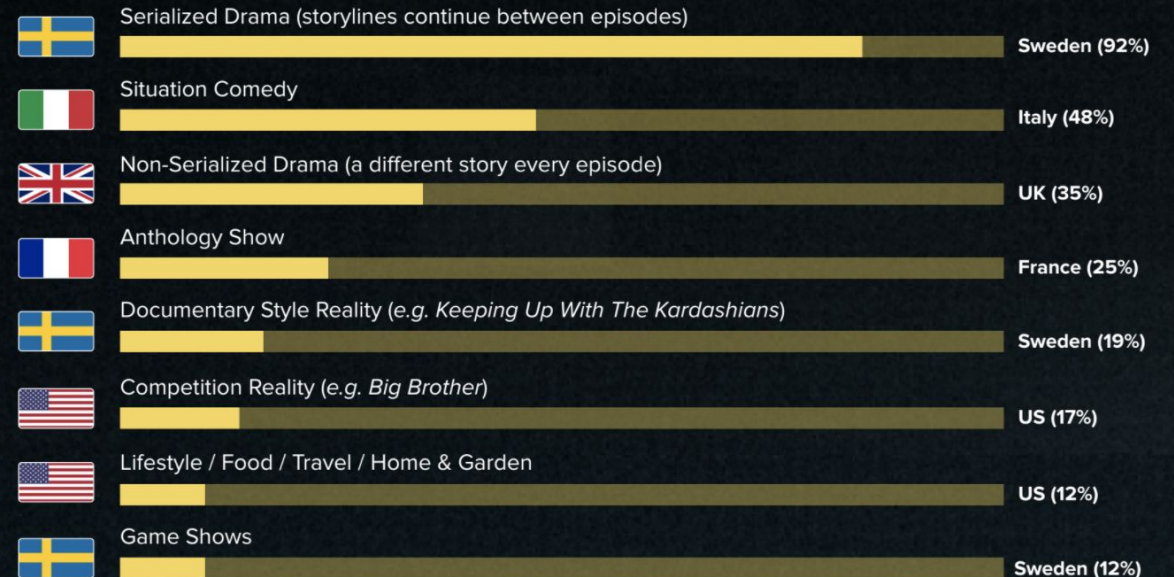


Genre's Most Likely to be Binged

The Types of Shows That People Like To Binge On



Top Bingeing Country In Each Genre



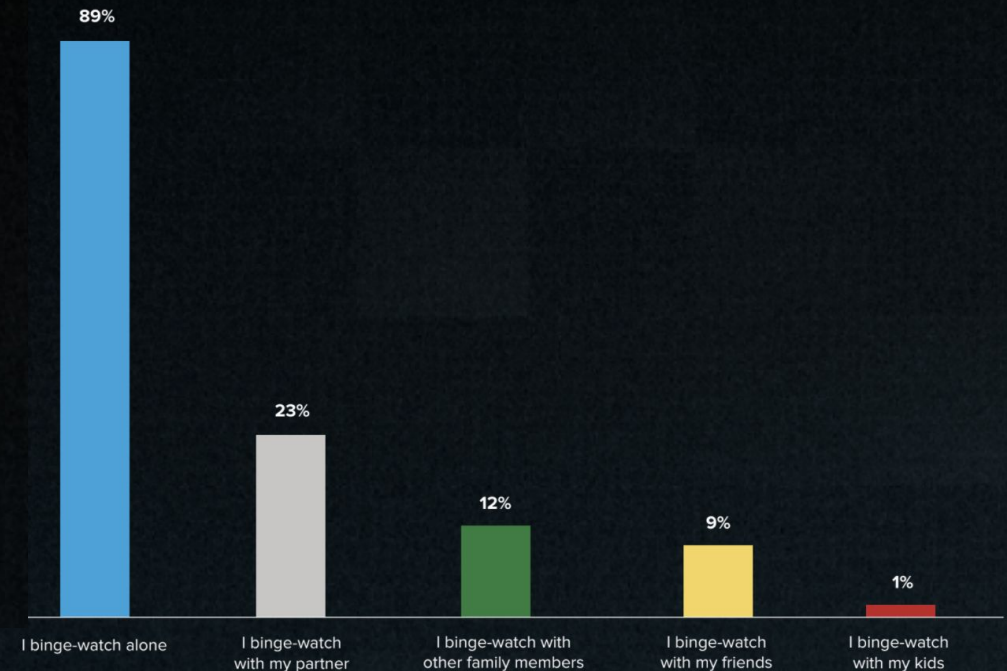
The Bingeing Experience

Binge-Watching is mostly a solo activity but watching with someone can also enhance the experience (...and lead to mighty rows!)

Top Country By Who Do You Binge-Watch The Most With



Who Do You Binge-Watch With?





**Now, let's dive into the
business side of things**

The Ultimate Business Decision

To “Charlie” or “Reed” release ALL episodes at once or not ... that is the question

NETFLIX



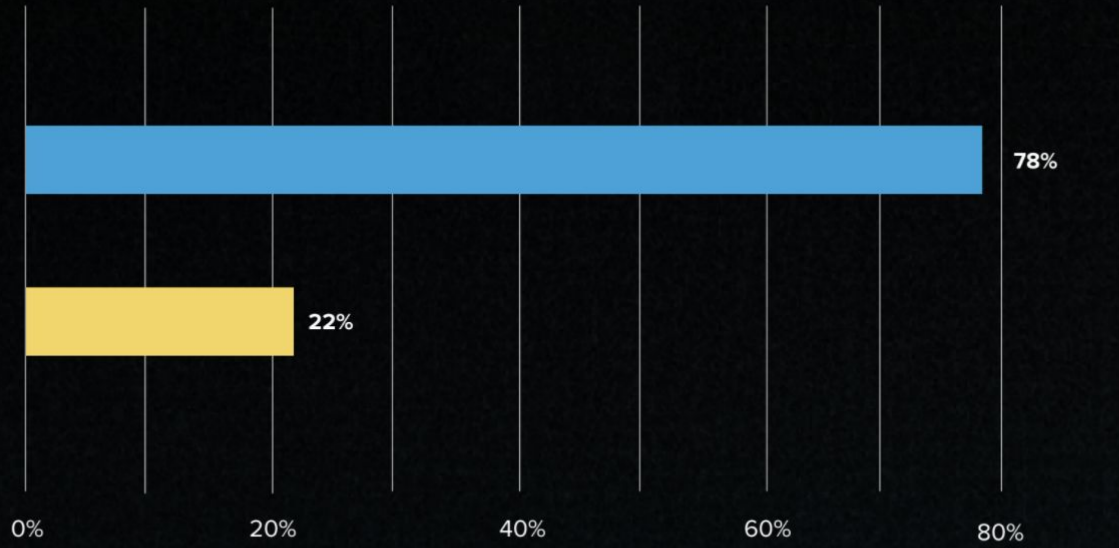
ALL AT ONCE
RELEASE STRATEGY

VS

ONE AT A TIME
RELEASE STRATEGY

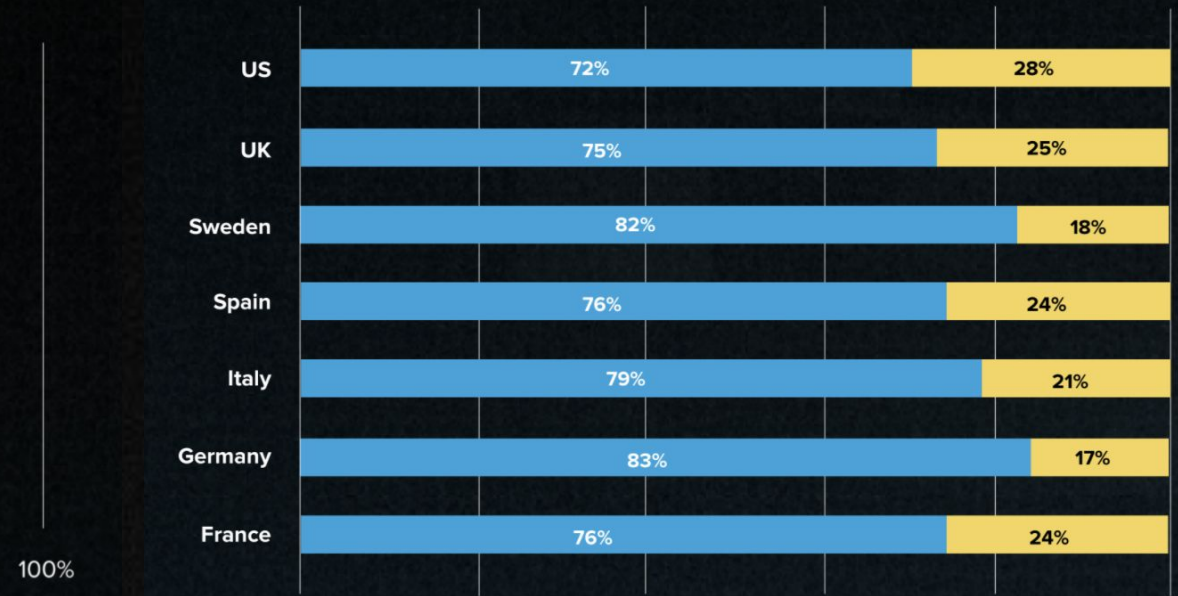


Content Release Strategy - Which Do You Prefer?



- All episodes are immediately made available to watch
- Episodes are released on a weekly basis

Content Release Strategy By Country - Which Do You Prefer?

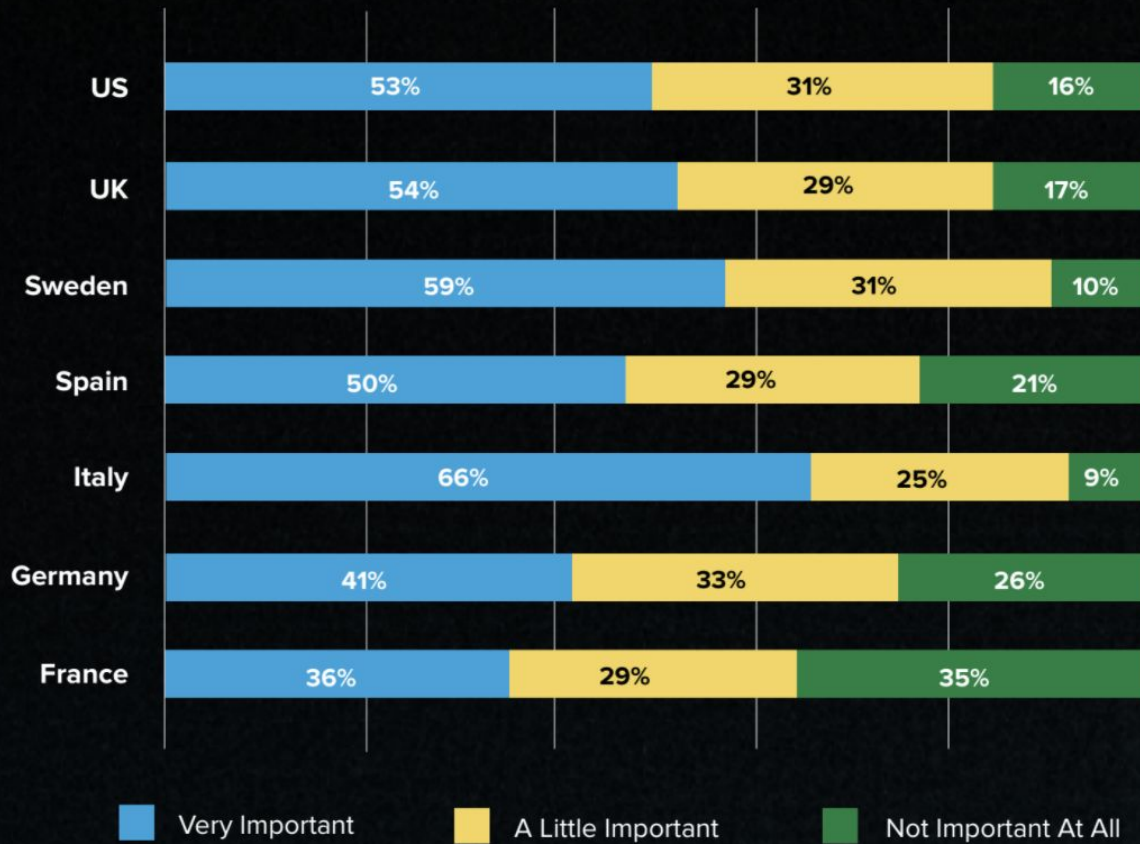


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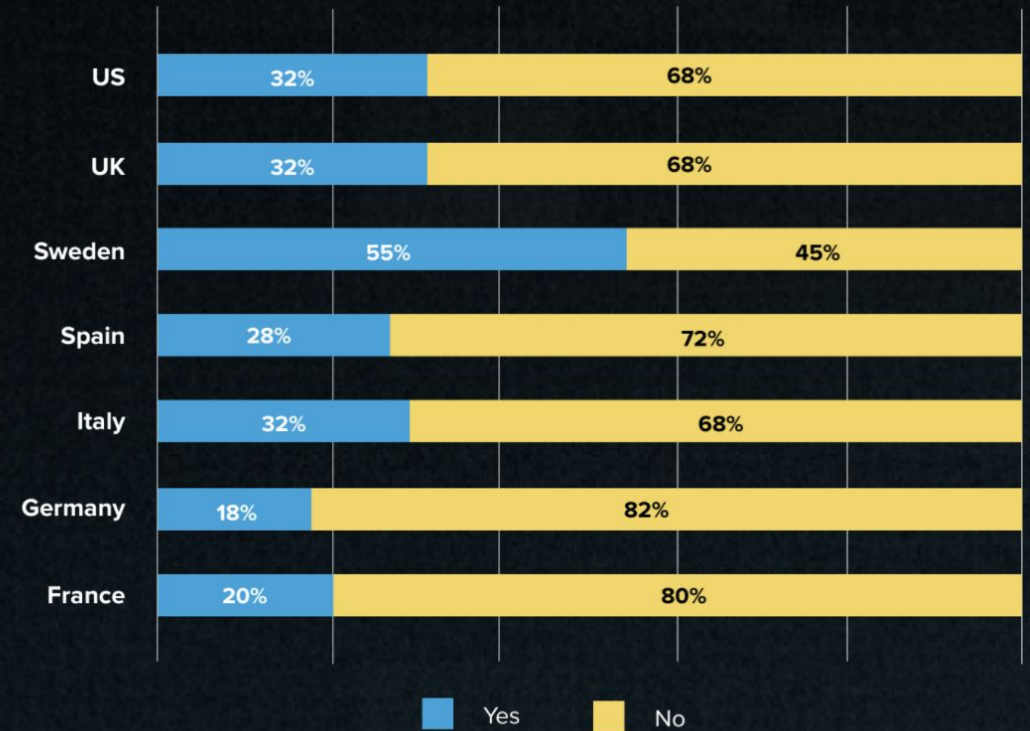
Attracting & Retaining Audiences

Bingeable content may or may not be the answer

How Important Was The Availability Of Bingeable Content In Your Decision To Subscribe To An OTT Streaming Service?



Have You Ever Cancelled an OTT Streaming Subscription Because of a Relative Lack of Bingeable Content?



The World's Largest Panel of TV and Film Enthusiasts

Bingeing by numbers? ... TV Time and Whip have the numbers

Our Panel is "Always On"

We continuously capture the shows and movies they're watching, what they plan to watch next, and how they engage with titles and other fans.

20M



Users of the TV Time App and Website

- Early content adopters
- Actively engaged
- Non incentivized
- High retention

40M



Monthly Consumer Reactions Captured

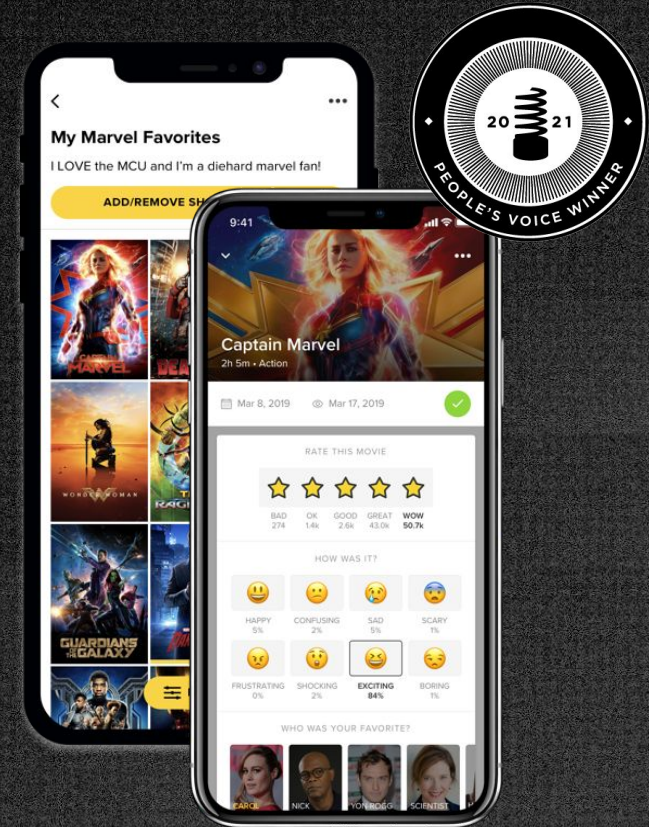
- Ratings
- Reactions
- Emotions
- Favorite characters
- Engagement with fellow fans

450K



Unique TV and Movie Titles Monitored

- What did they watch?
- On what platform?
- On what device?



Putting Content and Its Relationship to Audiences First

Viewing intent, engagement, and affinity data for content across platforms and devices



- Content Affinity
- Sentiment Profile
- Binge Rate
- Retention Rate
- Viewers
- Views
- Viewer Index
- Share of Binges
- Share of Viewers
- Meme Engagements
- Engagers
- Engagement Score
- Followers
- Character Votes
- Talent Affinity
- Meme Count
- Device Watched
- Country Index
- Completion Rate
- Rating

100+ Countries, Regions, Custom Geographies

THANK YOU

Stop by Our Table for More Information!



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