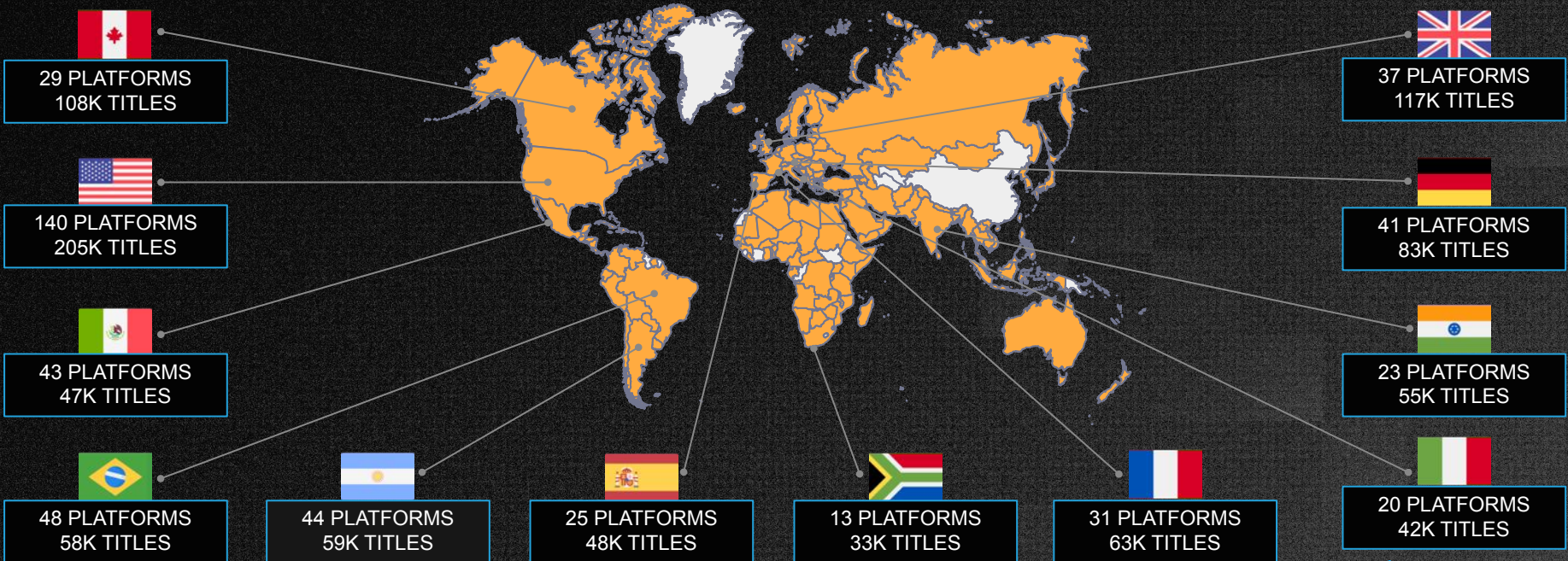


Content Globalization

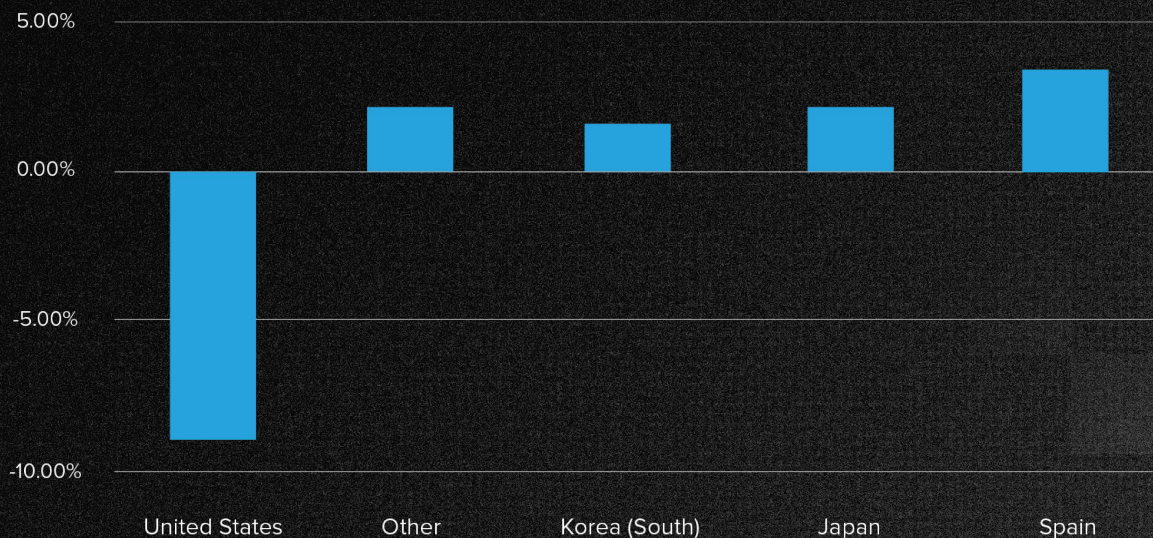




**The globalization of content
caused a viewership decline of US
produced content around the world**

Spain

Change in View Share 2021 vs. 2019

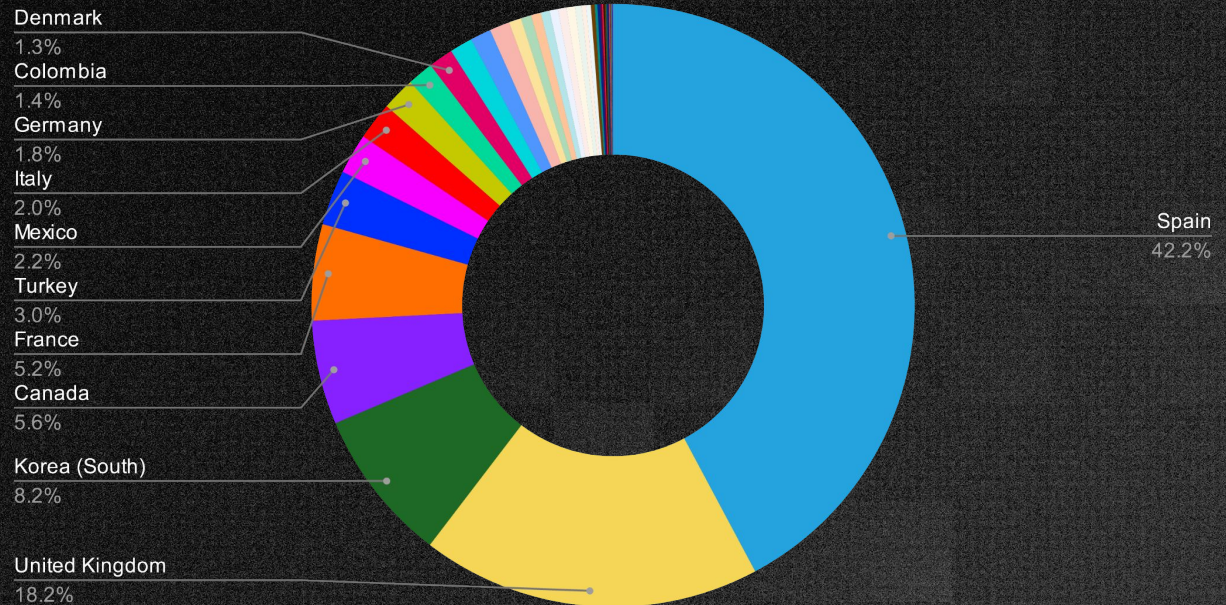


- In Spain, US view share was down over 9 percentage points in 2021 compared to 2019.
- Which countries gained? In general, the local country (in this case, Spain) as well as Japan (mostly anime) and South Korea. The rest of the gain was spread over several countries.
- Spain is characterised by the immense number of television channels available. Almost 500 local channels, approximately 100 regional channels, and more than 230 national channels.

Source: Whip Media, CVMi. 2021 vs. 2019. Balanced Sample.
View Share is the portion of all Views, for selected filter criteria, belonging to a specific piece of content.

Spain

View Share By Originating Country
(Excluding US & Japan)



- The chart to the right shows programming consumption by originating country in Spain for 2021– but excludes the US (it already represents nearly two thirds of consumption) and Japan (8%, but basically anime).
- Once we look beyond the local country’s contribution, we see a varied list of countries including the those in the EU as well as North America, Turkey and Asia.

Source: Whip Media, CVMi. Spain users, 2021. Balanced Sample.
View Share is the portion of all Views, for selected filter criteria, belonging to a specific piece of content.