Smart Licensing: The Power of Predictions

Presented by
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Whip Media Exchange

INTELLIGENT smartcontent summit + EIDR APM
The Industry Has Hit a Critical Tipping Point
The Growth of New Platforms & Content
Intelligence and automation are needed in this new world

156 COUNTRIES
2,029 PLATFORMS
492K MOVIES
204K SERIES
44K TITLES RELEASED IN 2021

30 PLATFORMS
114K TITLES

163 PLATFORMS
224K TITLES

55 PLATFORMS
54K TITLES

53 PLATFORMS
68K TITLES

60 PLATFORMS
73K TITLES

39 PLATFORMS
68K TITLES

15 PLATFORMS
38K TITLES

34 PLATFORMS
71K TITLES

37 PLATFORMS
122K TITLES

45 PLATFORMS
83K TITLES

25 PLATFORMS
59K TITLES

22 PLATFORMS
50K TITLES

Powered by *Updated March 2022
## Why We Built the Whip Media Exchange

The emergence of streaming has vastly complicated content licensing.

### Today’s Challenges

<table>
<thead>
<tr>
<th>Windows</th>
<th>Platforms</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exponential increase in types of rights (AVOD / SVOD / TVOD / FAST and oh, yes, LINEAR!)</td>
<td>Proliferation of new platforms worldwide</td>
<td>Vastly increased content demand and capacity per platform</td>
</tr>
</tbody>
</table>

### Whip Media Exchange

- Learn which content is expected to **perform better**
- **Understand viewer demand** via deep insights into preferences, behavior, engagement and more
- Easily connect with **partners around the world**
- **Adapt rapidly** as the environment and business models change
- **Manage complex workflows**
- **Visibility across hundreds of thousands of titles** and hundreds of platforms globally***
Let’s Consider an Example

Will your current catalog work well in a new territory?

Buyers may want to take a previously licensed catalog to new territories

Sellers may want to open new markets for content licensing
Evaluating Content for a New Audience
Predicting performance for a territory where you’ve never operated before…

… by using the Whip Media Demand Score!

- View Demand Scores for new Territories
- Rank titles by predicted performance
- Select those titles expected to perform at the highest levels
- Identify available content with high Demand Scores which meet other criteria, such as:
  - Age/Gender focus
  - Genre focus
  - Platform or Regional Fit/Appeal
TV Time Brings Understanding to Changing Consumer Behaviors
20 Million TV Time global app users from our massive 1st party consumer panel

FOLLOW
new shows and movies to watch with customized recommendations

FIND WHERE
to watch my shows and movies

TRACK
shows and movies I’m watching

DISH
on how I really felt about each episode and film

WHAT WE MEASURE
Affinity Index
Emotion Votes
Binge Rate
Completion Rate
Viewers
Share of Binges
Share of Viewers
Meme Engagements
Engagement Score
Followers
Character Favorites
Meme Count
Device Watched
Country Index
Viewer Drop Off
Content Quality
The Demand Score
Predicting how well a title will perform in a territory for a specific platform

TV TIME USER BEHAVIOR
Matrix Factorization Model that relates Titles, Platforms and Territories based on billions of user behavior observations from the TV Time App
Over 22 Billion TV and movie insights from 20 million global TV Time Users

CONTENT OUTCOMES
Real-world, Title-level Platform and Territory specific Content Performance Data indexed to the top-performing title for the Platform and Territory
1,000 + Platforms' TVOD, SVOD, AVOD performance observations in 170+ countries

DEMAND SCORE
Predicts title performance at a Platform and Territory level (e.g. for Netflix ES vs Pluto TV ES) as an index
4.5 Million Film and TV Titles with Demand Scores in dozens of countries across thousands of platforms
Consider a set of 10 titles which haven’t been offered in Brazil or Mexico before

<table>
<thead>
<tr>
<th>Title</th>
<th>Demand Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title A</td>
<td>150</td>
<td>1</td>
</tr>
<tr>
<td>Title B</td>
<td>125</td>
<td>2</td>
</tr>
<tr>
<td>Title C</td>
<td>100</td>
<td>3</td>
</tr>
<tr>
<td>Title D</td>
<td>80</td>
<td>4</td>
</tr>
<tr>
<td>Title E</td>
<td>50</td>
<td>5</td>
</tr>
</tbody>
</table>

While A & B are expected to perform best in the US, we note that C & E should do best in Brazil & Mexico whereas A, B & D are all predicted to be low performers in Brazil & Mexico.

We might then ask, “What should I license instead of A/B/D?”
Evaluating New Content

We can use Demand Scores to select new titles for these markets, as well.

We would choose titles Q and R for distribution in Brazil & Mexico - and note that Q would also do well in the US, so if the price is right we’d acquire those rights as well.
Data Driven Licensing
Buyers can dig into each title to see more details, insights and Demand Scores

DEMAND SCORE
Predict content performance by platform & territory

INSIGHTS
Buy and sell smarter using data driven guidance to unlock new revenue opportunities

YELLOWSTONE (2018)

Follow the violent world of the Dutton family, who controls the largest contiguous ranch in the United States. Led by their patriarch John Dutton, the family defends their property against constant attack by land developers, an Indian reservation, and America’s first National Park.

Language: English

Originating Territory: United States

Audience: Hulu, United States

Demand Score: 177

Trending
Similar Titles are Trending
Moderate Platform Audience Match

Gender Focus: Male
Age Focus: 18-24

Content Hub / Yellowstone (2018)

Nash Bridges
The Last Champion
2021
2020

Vegas NZ
2021
Lincoln
Divided We.. 2021
Cal Fire
Jacqueline and Jilly
2021
2018

Kevin Costner
Kelly Reilly
Cole Hauser
Luke Grimes
Jefferson White
Kelsey Asbille

Expected Performance

How does this title perform compared to similar titles?
Understand Gender & Age distribution by Title & Audience

Gender and Age focus helps explain how a Title is expected to perform

Understand if this Title is the right fit for your target audience for the selected Territory and Platform.

### Gender Focus

**Balanced**

This title has a balanced audience and therefore, does not have a gender skew.

The breakdown for this title is showing actual past performance.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percent of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>54.88</td>
</tr>
<tr>
<td>Male</td>
<td>45.12</td>
</tr>
<tr>
<td>Audience</td>
<td>50.73</td>
</tr>
<tr>
<td></td>
<td>49.27</td>
</tr>
</tbody>
</table>

### Age Focus

**35-49**

The viewing audience for this Title concentrates in users aged 35-49.

The breakdown for this title is showing actual past performance.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10.02</td>
</tr>
<tr>
<td>25-34</td>
<td>17.72</td>
</tr>
<tr>
<td>35-49</td>
<td>28.02</td>
</tr>
<tr>
<td>50+</td>
<td>44.25</td>
</tr>
<tr>
<td>Audience</td>
<td>11.74</td>
</tr>
<tr>
<td></td>
<td>17.97</td>
</tr>
<tr>
<td></td>
<td>34.15</td>
</tr>
<tr>
<td></td>
<td>46.14</td>
</tr>
</tbody>
</table>

Territory Breakdown: Territory Global
Additional “Factors” Provide Greater Context

Demand Score reflects a constellation of viewer behaviors & attributes

Factors such as Similar Metadata, performance of Similar Titles, Cultural Compatibility and Territorial Fit drive Demand Scores up or down.

Understanding the Demand Score Factors lends context to each title’s score.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Territory Fit</td>
<td>+14.7</td>
</tr>
<tr>
<td>Viewership Affinity</td>
<td>+14.18</td>
</tr>
<tr>
<td>Title’s Emotional Profile</td>
<td>+13.93</td>
</tr>
<tr>
<td>Platform Fit</td>
<td>+9.4</td>
</tr>
<tr>
<td>Success of similar content</td>
<td>+6.8</td>
</tr>
<tr>
<td>Success of metadata-similar content</td>
<td>+2.58</td>
</tr>
<tr>
<td>Past Performance</td>
<td>-4.54</td>
</tr>
<tr>
<td>Cultural Compatibility</td>
<td>-7.39</td>
</tr>
<tr>
<td>Genre Popularity</td>
<td>-10.53</td>
</tr>
<tr>
<td>Freshness</td>
<td>-10.57</td>
</tr>
</tbody>
</table>

For exemplary purposes only.
Whip Media Exchange

A First-of-its-Kind Licensing and Research Platform for Film and TV Content

Predictive analytics help Buyers and Sellers accelerate dealmaking and maximize revenues!

- **Content Performance Predictions**: Predict and understand performance around hundreds of thousands of titles worldwide.
- **Real-Time Data**: Measure key demographics, content quality, viewer emotions and more.
- **Communication Tools**: Connect and transact with content partners around the world.
- **Unified Commerce**: One platform to discover, analyze, select, and license film and TV content.
Thank You!

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