Smart Licensing: The Power of Predictions

Presented by
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INTELLIGENT
smartcontent summit + EIDR APM

The Industry Has Hit a Critical Tipping Point

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The Growth of New Platforms & Content
Intelligence and automation are needed in this new world
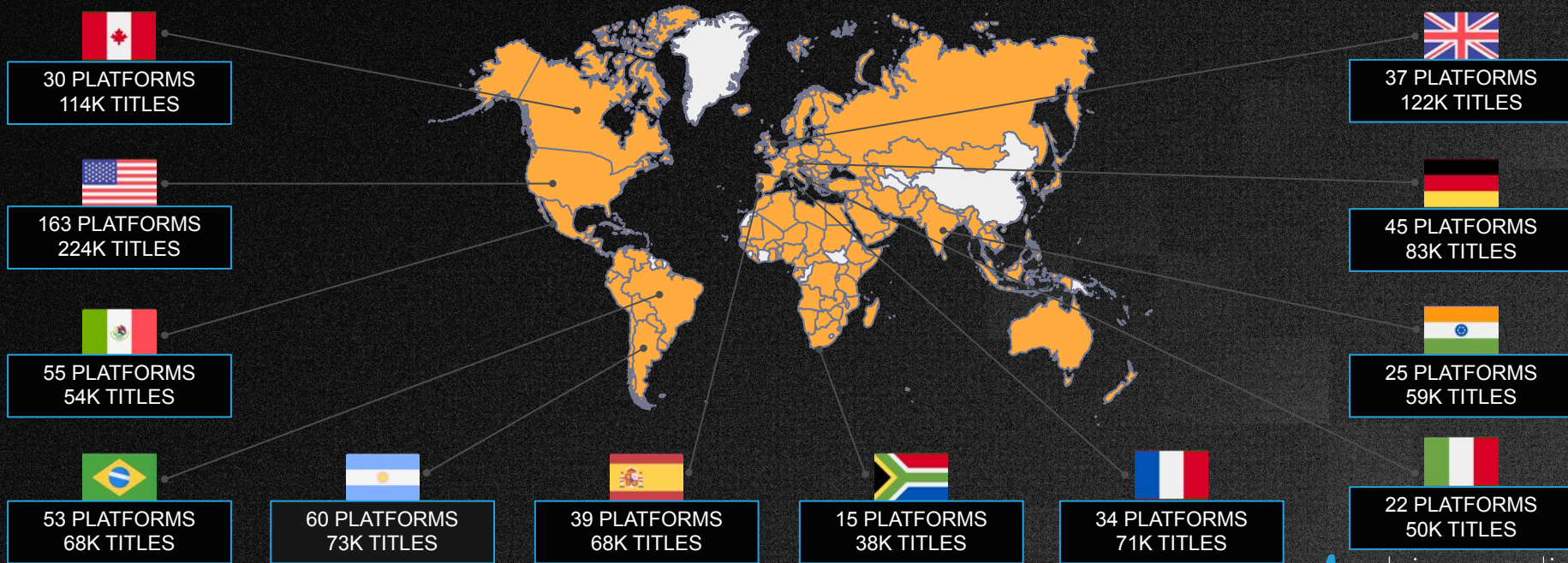
156
COUNTRIES

2,029
PLATFORMS

492K
MOVIES

204K
SERIES

44K
TITLES RELEASED IN 2021

Canada
30 PLATFORMS
114K TITLES

United States
163 PLATFORMS
224K TITLES

Mexico
55 PLATFORMS
54K TITLES

Brazil
53 PLATFORMS
68K TITLES

Argentina
60 PLATFORMS
73K TITLES

Spain
39 PLATFORMS
68K TITLES

South Africa
15 PLATFORMS
38K TITLES

France
34 PLATFORMS
71K TITLES

United Kingdom
37 PLATFORMS
122K TITLES

Germany
45 PLATFORMS
83K TITLES

India
25 PLATFORMS
59K TITLES

Italy
22 PLATFORMS
50K TITLES

Powered by bb   *Updated March 2022

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Why We Built the Whip Media Exchange
The emergence of streaming has vastly complicated content licensing

Today's Challenges

Windows
Exponential increase in types of rights (AVOD / SVOD / TVOD / FAST and oh, yes, LINEAR!)

Platforms
Proliferation of new platforms worldwide

Content
Vastly increased content demand and capacity per platform

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- 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***

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Let's Consider an Example
Will your current catalog work well in a new territory?

Content Catalog

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

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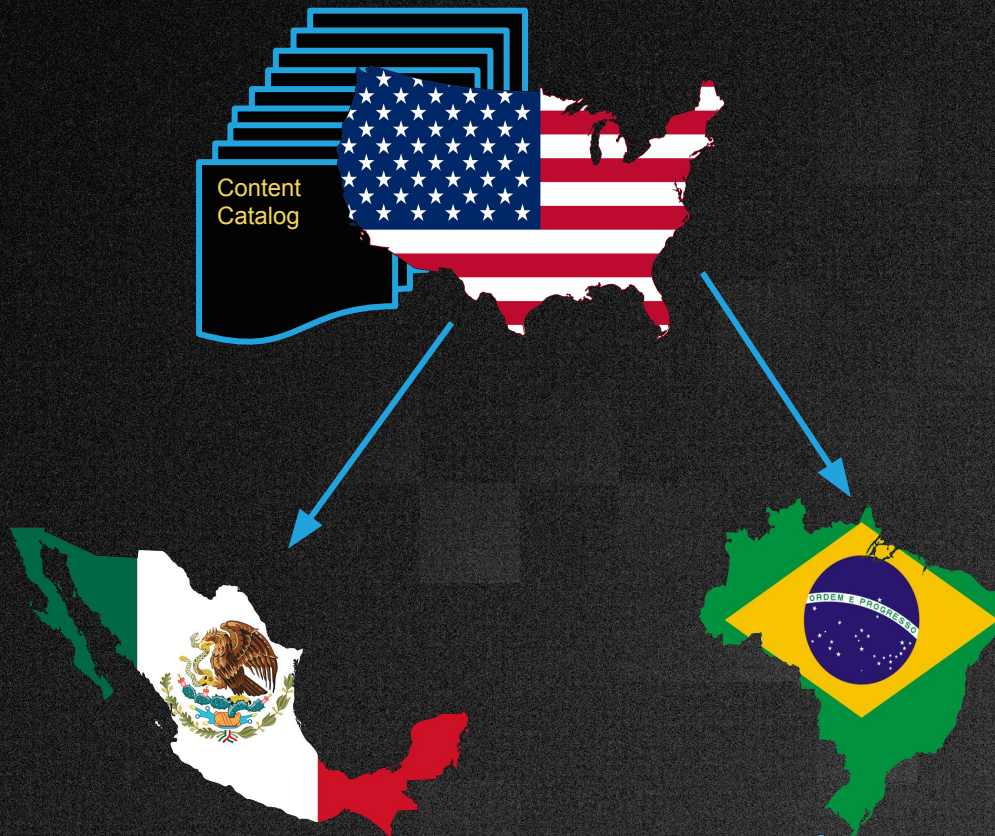
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Evaluating Content for a New Audience
Predicting performance for a territory where you've never operated before…

… 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
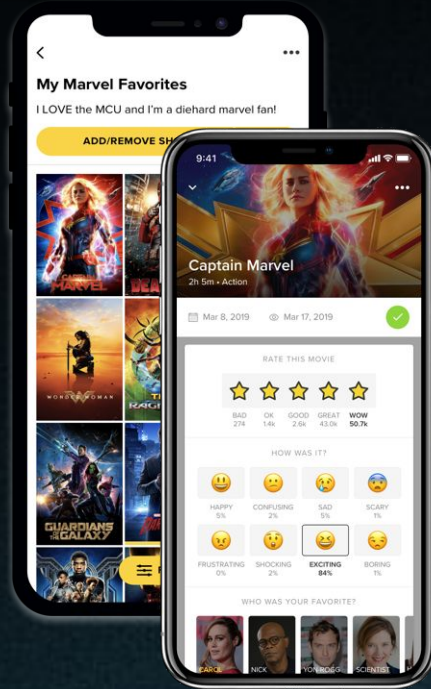
WHAT WE MEASURE

Affinity Index	Engagement Score
Emotion Votes	Followers
Binge Rate	Character Favorites
Completion Rate	Meme Count
Viewers	Device Watched
Share of Binges	Country Index
Share of Viewers	Viewer Drop Off
Meme Engagements	Content Quality

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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

+
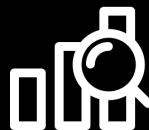
CONTENT OUTCOMES

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

Demand Score
High (99%) ▲ 36%   196

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Back to Our Example
Consider a set of 10 titles which haven't been offered in Brazil or Mexico before

Demand Scores & Ranks

Title A	150 (1)
Title B	125 (2)
Title C	100 (3)
Title D	80 (4)
Title E	50 (5)

Evaluation →

Demand Scores & Ranks

Title A	60 (3)
Title B	50 (4)
Title C	150 (1)
Title D	40 (5)
Title E	125 (2)

Demand Scores & Ranks

Title A	50 (5)
Title B	75 (3)
Title C	100 (2)
Title D	60 (4)
Title E	150 (1)

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?"

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Evaluating New Content

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

Demand Scores & Ranks

Title Q	160 (1)
Title R	140 (2)
Title S	80 (3)
Title T	60 (4)
Title U	40 (5)

Demand Scores & Ranks

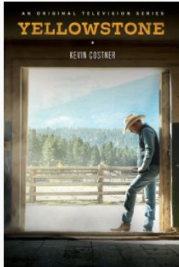|	
Title Q	120 (2)
Title R	125 (1)
Title S	50 (5)
Title T	60 (4)
Title U	70 (3)

Consider

Demand Scores & Ranks

Title Q	150 (1)
Title R	60 (4)
Title S	100 (3)
Title T	80 (2)
Title U	50 (5)

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.

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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
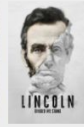
Understand Gender & Age distribution by Title & Audience
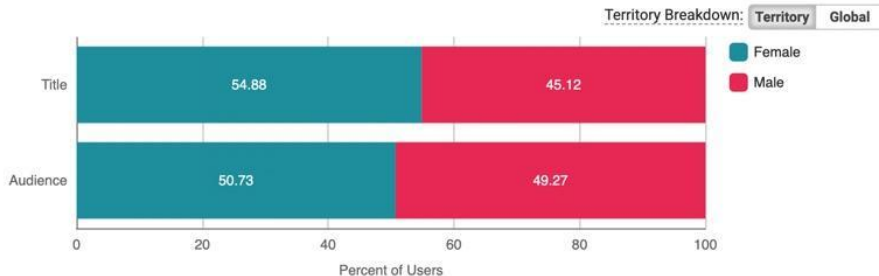## Gender and Age focus helps explain how a Title is expected to perform

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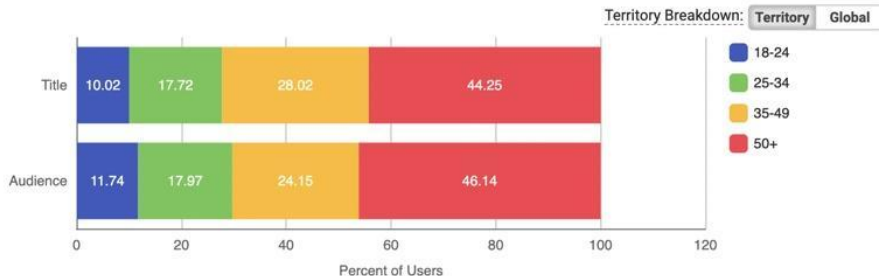
Additional "Factors" Provide Greater Context
Demand Score reflects a constellation of viewer behaviors & attributes

Factors	Impact
Territory Fit	+ 14.7
Viewership Affinity	+ 14.18
Title's Emotional Profile	+ 13.93
Platform Fit	+ 9.4
Success of similar content	+ 6.8
Success of metadata-similar content	+ 2.58
Past Performance	− 4.54
Cultural Compatibility	− 7.39
Genre Popularity	− 10.53
Freshness	− 10.57

For exemplary purposes only.

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.

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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.

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Thank You!

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