Transforming Content Licensing Through Data-Driven Localisation Decisions

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Today's Challenges

The emergence of streaming has vastly increase content licensing opportunities

More Windows

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

More Platforms

Proliferation of new platforms worldwide

More Demand

Vastly increased content demand and capacity per platform

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….and LOTS and LOTS of DATA

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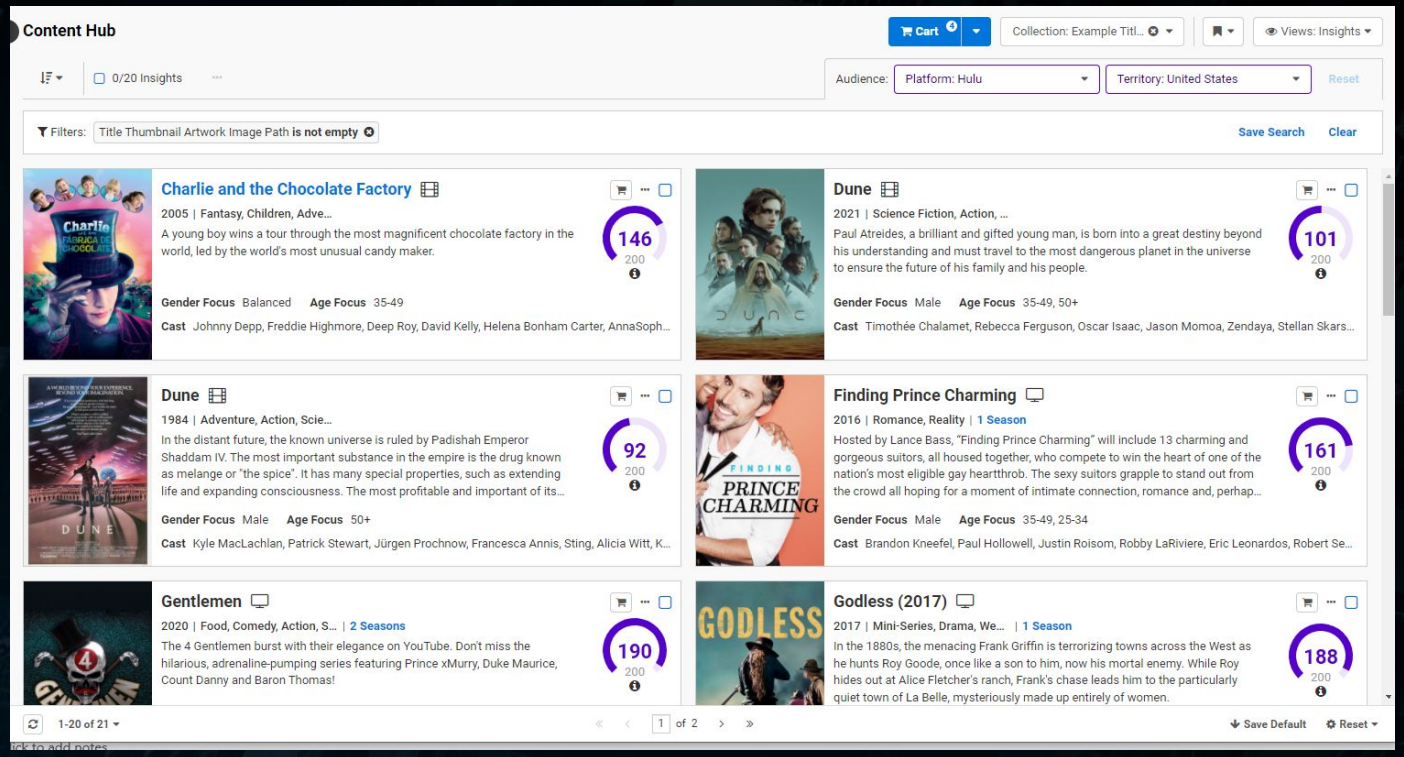
EXCHANGE



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

- **Predictive Analytics**
- **Real-Time Data**
- **Global Network of Clients**
- **Unified Commerce**

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TV Time Brings Understanding to Changing Consumer Behaviors

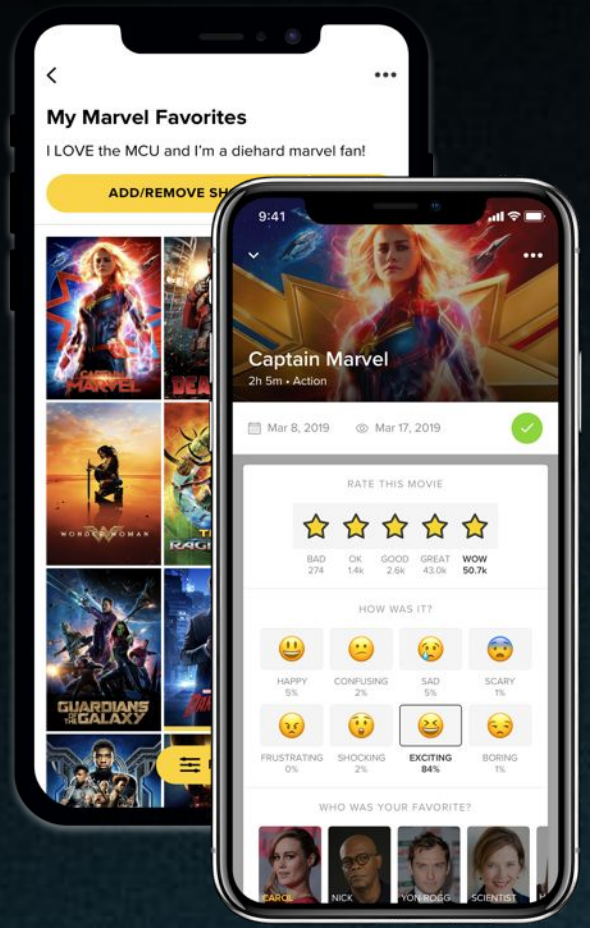
20 Million TV Time global app users from our massive 1st party consumer panel

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

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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

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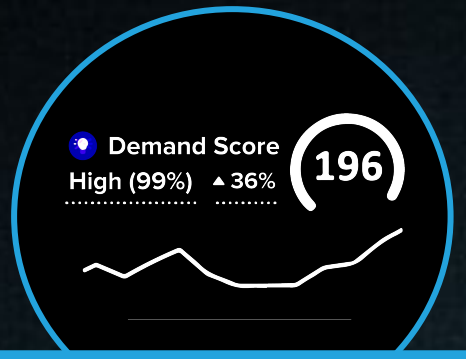

DEMAND SCORE

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

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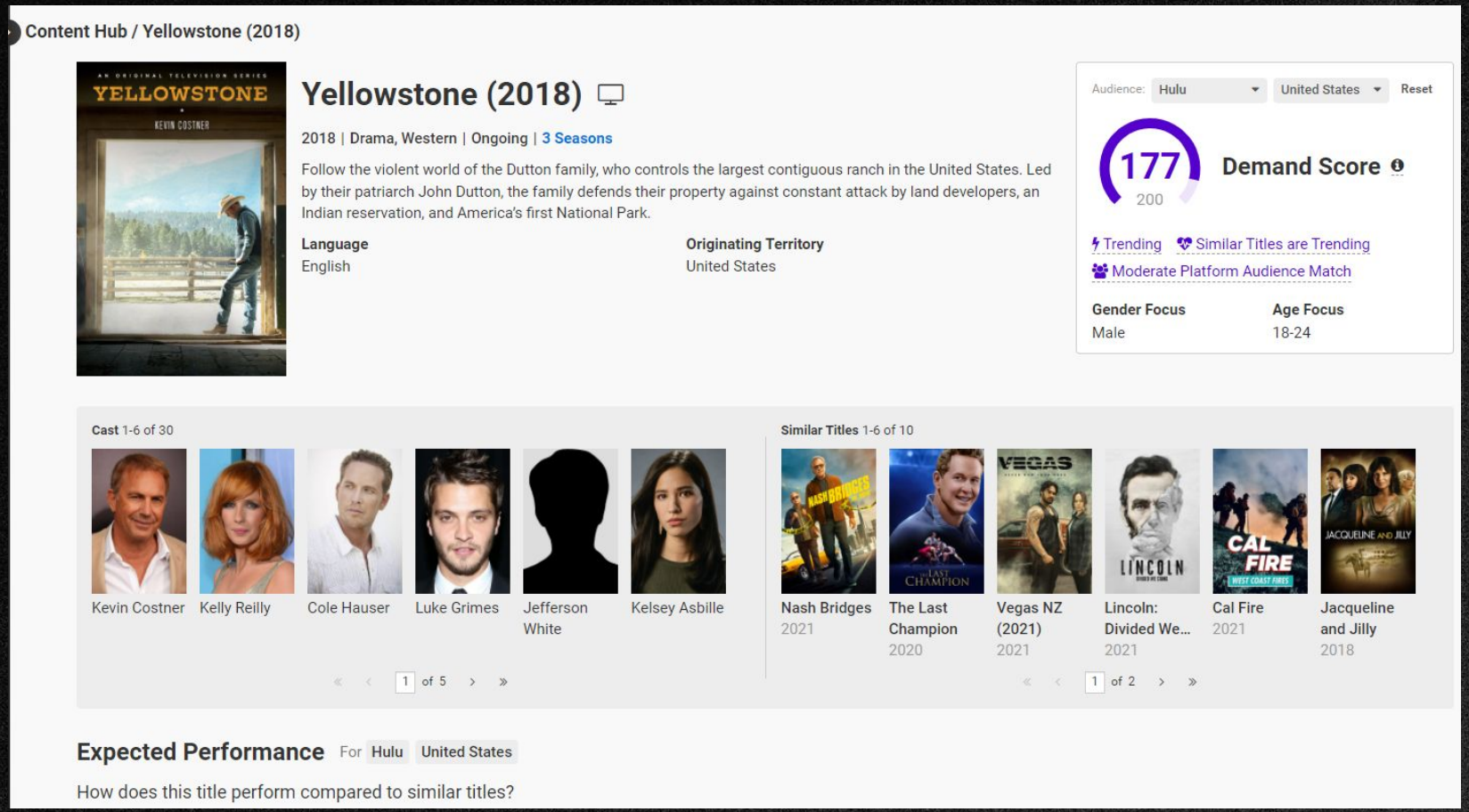
Data Driven Licensing

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

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Data Driven Licensing

Buyers can dig into each title to see more details, insights and Demand Scores

Demand Score Factors

Which factors led to this demand score? Demand Score is the product of a proprietary machine-learning model that uses billions of data points across titles, territories, and platforms to predict demand. Here, we highlight factors that drive up or down the demand score for a particular title in a platform and territory. Together, these factors form a single, easy-to-digest Demand Score to help make data-driven licensing decisions.

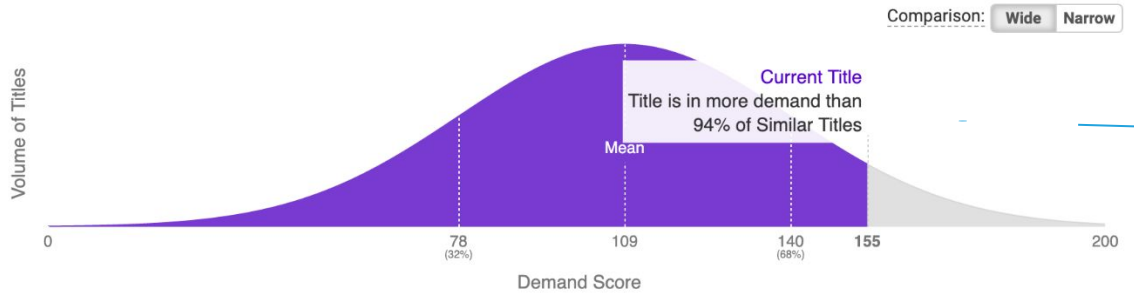
Factors	Impact	Details
Platform Fit	+ 53.94	Success of similar content on this platform
Territory Fit	+ 13.41	Success of similar content in this territory
Past Performance	+ 7.51	Demand is higher if this title has been in strong demand
Success of metadata-similar content	+ 5.21	Successful titles share metadata properties of other successful titles
Title's Emotional Profile	+ 2.59	Does the emotional profile of this title fit the emotions of content con...
Freshness	+ 0.92	Newer titles are usually more in-demand
Success of similar content	+ 0.21	Demand is higher when similar content is successful
Viewership Affinity	– 7	Content preference based on overlapping viewership
Genre Popularity	– 7.19	Title's genre profile should be similar to successful content
Cultural Compatibility	– 14.44	Demand is higher when a title fits a territory's cultural dimensions

Demand Score Comparison

94th EXCELLENT

94th Percentile

This title has an Excellent Demand Score of 155.16 (note: average demand score across all titles is 100). It is expected to be better than 94.2 of similar titles.



DEMAND SCORE FACTORS

Answering the “Why?” behind the Demand Score

SIMILAR TITLE COMPARISON

Enables direct comparison with most relevant title set

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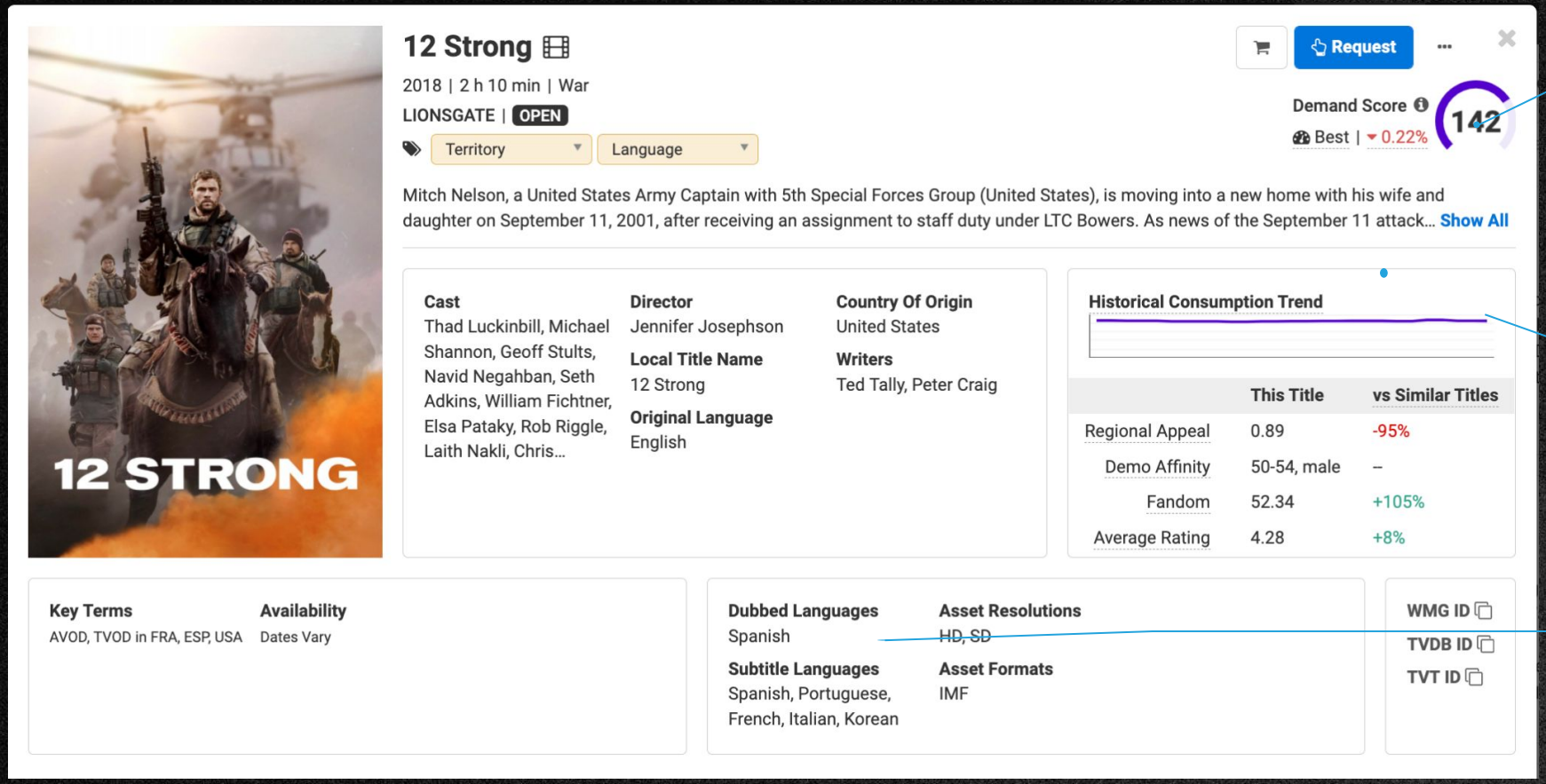
Content Localisation

Buyers can also search for Content by availability of existing Versions



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AVAILABLE VERSIONS

Search for content by availability of localised versions and formats

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Critical Questions for Localisation Decision Makers

Will my existing catalog perform well in another territory?

Will a certain title perform better or worse than similar titles?

Which content should be localized and to what format or standard?

Which of my titles is the best fit for this platform?

How do I connect with partners to understand the true cost of delivery?

How can I do this without additional resources?

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Using the Exchange: Licensing

Industry transaction workflow powered by content performance data

Sellers Input Title Rights and Curate Offers for Buyers

- **AVOD - US** 6/21-6/23
- **PVOD - FR** 6/21-6/23
- **SVOD - UK** 6/21-6/23
- **Pay TV -UK** 6/21-6/23
- **Theatrical** 6/21-6/23

Whip Enriches Listings with Predictive Insights

DEMAND SCORE™ Powered by Whip Media

- Age / Gender Focus
- Platform / Territory Fit
- Similar Titles Analysis
- And More!

Buyers Select the Best Content for Their Audience

pluto tv
tv+
hulu
prime video

Potential Integrations

- Rights Systems
- Financial Systems
- Fulfillment Systems
- CVM Services
- Screening Rooms

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THANK YOU

Stop by Our Table for More Information!

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