

# Transforming Content Licensing Through Data-Driven Localisation Decisions



**Dan Andrews**  
VP Sales Engineering



**Vicky Albion**  
Partnership Relationship Manager

# 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









....and LOTS and LOTS of DATA

**Content Hub** Cart Collection: Example Titl... Views: Insights

Audience: Platform: Hulu Territory: United States Reset

Filters: Title Thumbnail Artwork Image Path is not empty Save Search Clear

 <p><b>Charlie and the Chocolate Factory</b></p> <p>2005   Fantasy, Children, Adve...</p> <p>A young boy wins a tour through the most magnificent chocolate factory in the world, led by the world's most unusual candy maker.</p> <p>Gender Focus <b>Balanced</b> Age Focus <b>35-49</b></p> <p>Cast Johnny Depp, Freddie Highmore, Deep Roy, David Kelly, Helena Bonham Carter, AnnaSoph...</p> <p><b>146</b> / 200</p>	 <p><b>Dune</b></p> <p>2021   Science Fiction, Action, ...</p> <p>Paul Atreides, a brilliant and gifted young man, is born into a great destiny beyond his understanding and must travel to the most dangerous planet in the universe to ensure the future of his family and his people.</p> <p>Gender Focus <b>Male</b> Age Focus <b>35-49, 50+</b></p> <p>Cast Timothée Chalamet, Rebecca Ferguson, Oscar Isaac, Jason Momoa, Zendaya, Stellan Skars...</p> <p><b>101</b> / 200</p>
 <p><b>Dune</b></p> <p>1984   Adventure, Action, Scie...</p> <p>In the distant future, the known universe is ruled by Padishah Emperor Shaddam IV. The most important substance in the empire is the drug known as melange or "the spice". It has many special properties, such as extending life and expanding consciousness. The most profitable and important of its...</p> <p>Gender Focus <b>Male</b> Age Focus <b>50+</b></p> <p>Cast Kyle MacLachlan, Patrick Stewart, Jürgen Prochnow, Francesca Annis, Sting, Alicia Witt, K...</p> <p><b>92</b> / 200</p>	 <p><b>Finding Prince Charming</b></p> <p>2016   Romance, Reality   1 Season</p> <p>Hosted by Lance Bass, "Finding Prince Charming" will include 13 charming and gorgeous suitors, all housed together, who compete to win the heart of one of the nation's most eligible gay heartthrob. The sexy suitors grapple to stand out from the crowd all hoping for a moment of intimate connection, romance and, perhaps...</p> <p>Gender Focus <b>Male</b> Age Focus <b>35-49, 25-34</b></p> <p>Cast Brandon Kniefel, Paul Hollowell, Justin Roisman, Robby LaRiviere, Eric Leonardos, Robert Se...</p> <p><b>161</b> / 200</p>
 <p><b>Gentlemen</b></p> <p>2020   Food, Comedy, Action, S...   2 Seasons</p> <p>The 4 Gentlemen burst with their elegance on YouTube. Don't miss the hilarious, adrenaline-pumping series featuring Prince xMurry, Duke Maurice, Count Danny and Baron Thomas!</p> <p><b>190</b> / 200</p>	 <p><b>Godless (2017)</b></p> <p>2017   Mini-Series, Drama, We...   1 Season</p> <p>In the 1880s, the menacing Frank Griffin is terrorizing towns across the West as he hunts Roy Goode, once like a son to him, now his mortal enemy. While Roy hides out at Alice Fletcher's ranch, Frank's chase leads him to the particularly quiet town of La Belle, mysteriously made up entirely of women.</p> <p><b>188</b> / 200</p>

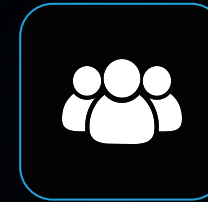
1-20 of 21 1 of 2 Save Default Reset



**Predictive Analytics**



**Real-Time Data**



**Global Network of Clients**



**Unified Commerce**

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

# 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



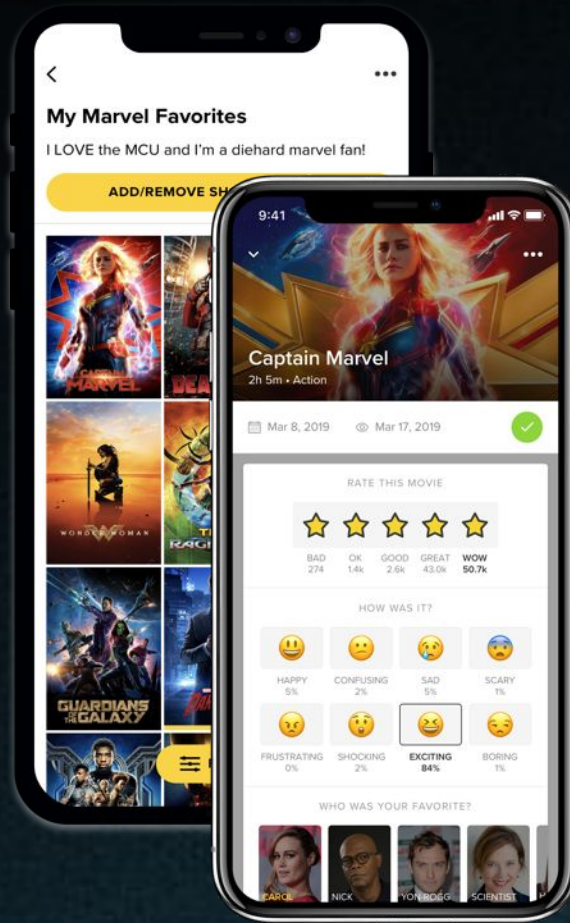
### TRACK

shows and movies I'm watching



### DISH

on how I really felt about each episode and film

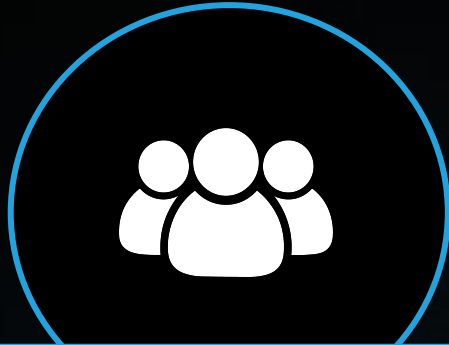


### WHAT WE MEASURE

- 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

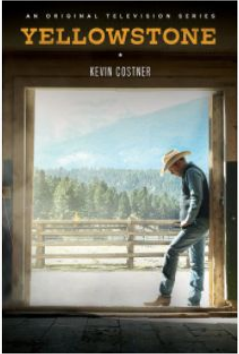
**4.5 Million**

Film and TV Titles with Demand Scores in dozens of countries across thousands of platforms

# Data Driven Licensing

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

Content Hub / Yellowstone (2018)



## Yellowstone (2018)

2018 | Drama, Western | Ongoing | **3 Seasons**

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** | Reset


**177** Demand Score <sup>200</sup>

[Trending](#) | [Similar Titles are Trending](#)  
[Moderate Platform Audience Match](#)

**Gender Focus**  
Male

**Age Focus**  
18-24


Cast 1-6 of 30



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

« < 1 of 5 > »

Similar Titles 1-6 of 10



Nash Bridges (2021) The Last Champion (2020) Vegas NZ (2021) Lincoln: Divided We... (2021) Cal Fire (2021) Jacqueline and Jill (2018)

« < 1 of 2 > »

**Expected Performance** For **Hulu** **United States**

How does this title perform compared to similar titles?

## DEMAND SCORE

Predict content performance by platform & territory

## INSIGHTS

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

# 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

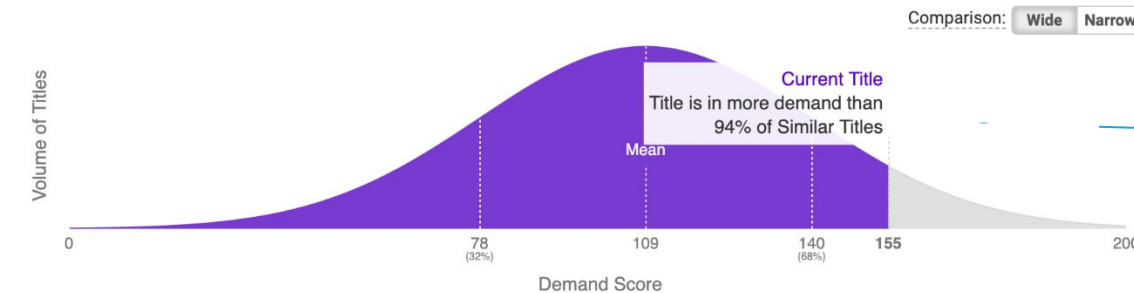
## DEMAND SCORE FACTORS

Answering the "Why?" behind the Demand Score

## Demand Score Comparison

94<sup>th</sup> **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.



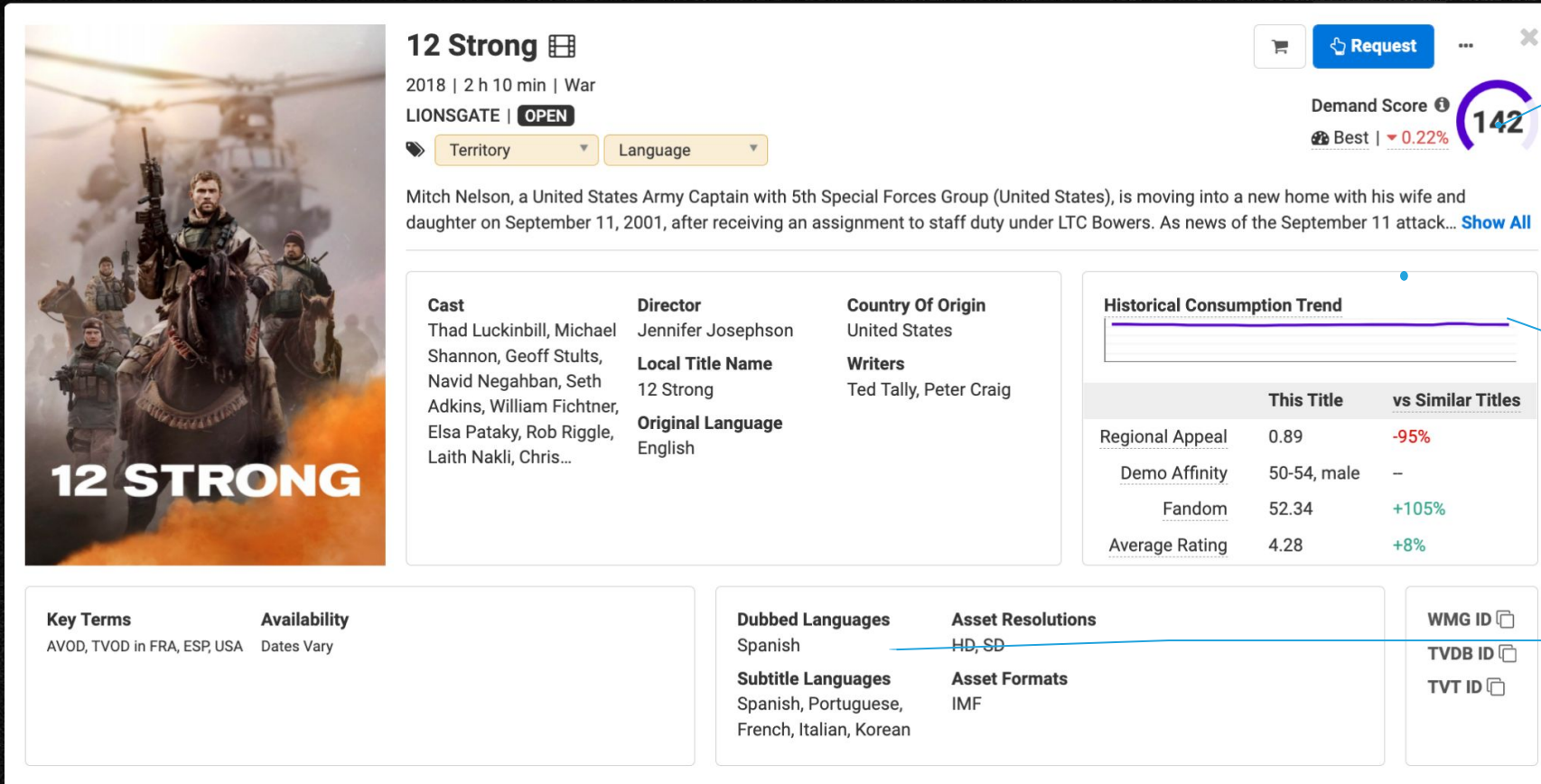
## SIMILAR TITLE COMPARISON

Enables direct comparison with most relevant title set



# Content Localisation

Buyers can also search for Content by availability of existing Versions



**12 Strong** 🎬

2018 | 2 h 10 min | War

LIONSGATE | **OPEN**

Territory Language

**Demand Score** 142  
Best | 0.22%

Mitch Nelson, a United States Army Captain with 5th Special Forces Group (United States), is moving into a new home with his wife and daughter on September 11, 2001, after receiving an assignment to staff duty under LTC Bowers. As news of the September 11 attack... [Show All](#)

Cast	Director	Country Of Origin
Thad Luckinbill, Michael Shannon, Geoff Stults, Navid Negahban, Seth Adkins, William Fichtner, Elsa Pataky, Rob Riggle, Laith Nakli, Chris...	Jennifer Josephson	United States

Local Title Name	Writers
12 Strong	Ted Tally, Peter Craig

Original Language
English

### Historical Consumption Trend

	This Title	vs Similar Titles
Regional Appeal	0.89	-95%
Demo Affinity	50-54, male	-
Fandom	52.34	+105%
Average Rating	4.28	+8%

Key Terms	Availability
AVOD, TVOD in FRA, ESP, USA	Dates Vary

Dubbed Languages	Asset Resolutions
Spanish	HD, SD

Subtitle Languages	Asset Formats
Spanish, Portuguese, French, Italian, Korean	IMF

WMG ID  
TVDB ID  
TVT ID

## DEMAND SCORE

Predict content performance by platform & territory

## INSIGHTS

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

## AVAILABLE VERSIONS

Search for content by availability of localised versions and formats

# 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?

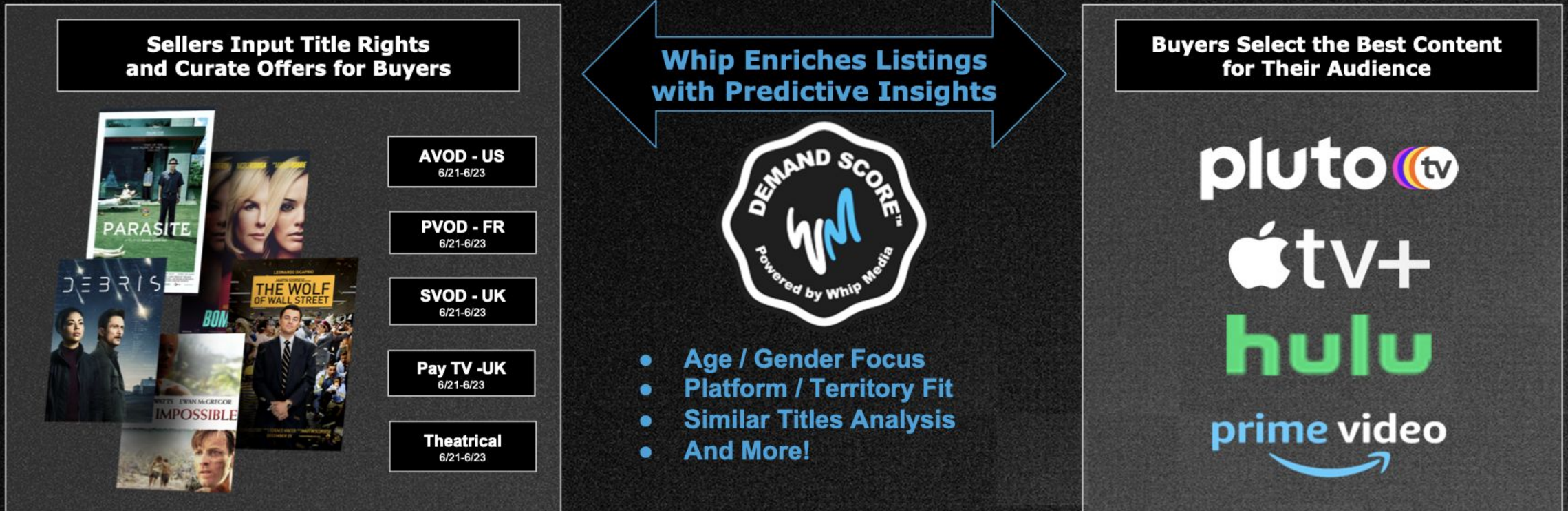
Which of my titles is the best fit for this platform?

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

How can I do this without additional resources?

# Using the Exchange: Licensing

Industry transaction workflow powered by content performance data



# THANK YOU

Stop by Our Table for More Information!



Dan Andrews  
[dandrews@whipmedia.com](mailto:dandrews@whipmedia.com)



Vicky Albon  
[valbon@whipmedia.com](mailto:valbon@whipmedia.com)