

# Transforming the Global Content Licensing Ecosystem

Predict What Content to License Through Advanced Insights



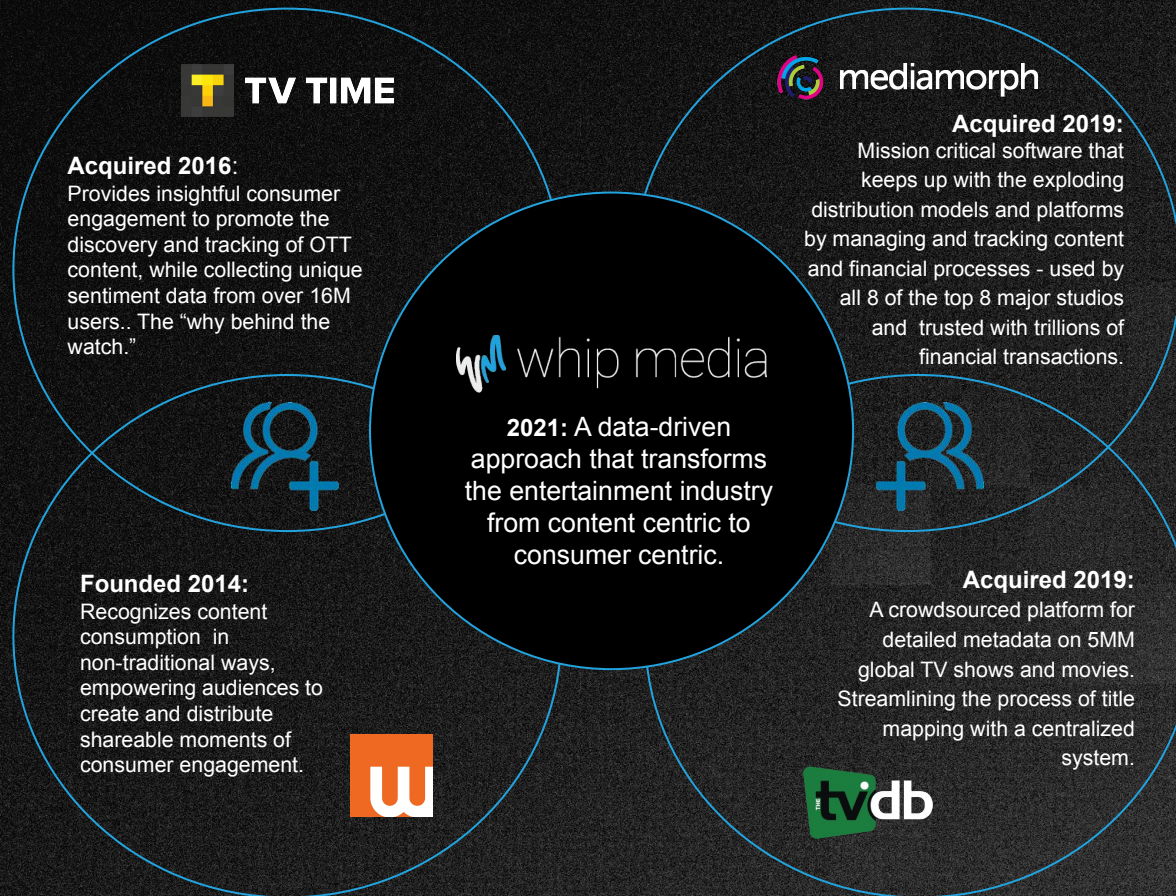
Presented by  
**Paul Hastings, SVP Sales**



**MESA** Content Workflow  
Management Forum

# Whip Media is Harnessing Innovation with a Purpose

## Uniting strategic licensing assets and expertise across media, technology & data



### **T TV TIME**

**Acquired 2016:**

Provides insightful consumer engagement to promote the discovery and tracking of OTT content, while collecting unique sentiment data from over 16M users.. The "why behind the watch."

### **mediamorph**

**Acquired 2019:**

Mission critical software that keeps up with the exploding distribution models and platforms by managing and tracking content and financial processes - used by all 8 of the top 8 major studios and trusted with trillions of financial transactions.



**Founded 2014:**

Recognizes content consumption in non-traditional ways, empowering audiences to create and distribute shareable moments of consumer engagement.



**Acquired 2019:**

A crowdsourced platform for detailed metadata on 5MM global TV shows and movies. Streamlining the process of title mapping with a centralized system.



# The Content Engine Igniting Next Generation Entertainment



 whip media  
CVM PLATFORM

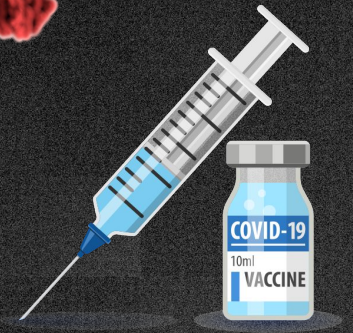
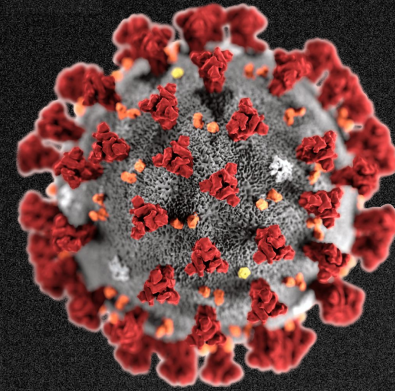
CONTENT PLANNING  
LICENSING & DEALS  
MEDIA SUPPLY CHAIN  
PERFORMANCE TRACKING  
FINANCE  
ADVANCED INSIGHTS  
METADATA

We are transforming the global content licensing ecosystem with a market-leading enterprise software platform that centrally connects data, processes and teams throughout the digital distribution journey.

# TV Viewership is Up

COVID-19 increased TV watching & online viewing during lockdown

- Adults spent nearly **6 and a half hours** a day watching TV and online video
- **1 hour 11 minutes per day** spent watching services - **DOUBLE** what it was before the pandemic
- **12 million customers** signed up to new services like Netflix, Amazon Prime and Disney+
- Viewing figures for video streaming services went **up 71%**

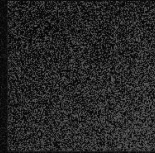



# Catalogs Before & During COVID-19

## Industry Perspective - The Rise of Catalog

- In the pre-Covid-19 world, the industry was investing in content at an unprecedented rate
- Proliferation of new streaming platforms drove up prices for popular series to staggering levels
- In the age of COVID, catalog and long-tail content taking on greater importance
- Growing recognition that while Originals are important, long-standing rewatchable libraries are needed to retain subscribers and differentiate services





Our rich and unique  
audience data tells us  
**what really matters** to  
people

# TV Time Brings Order to Content Chaos

16 Million users form our massive 1st party consumer panel

## TRACK

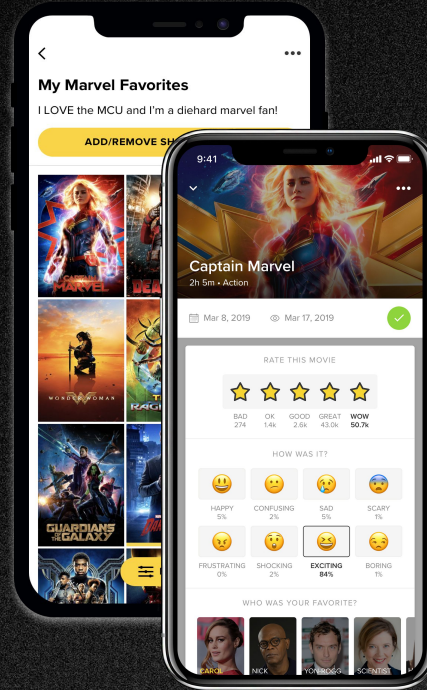
shows and movies  
I'm watching

## FIND WHERE

to watch my shows  
and movies

## BE NOTIFIED

when my shows and movies launch, or  
announce news



## DISCOVER

new shows and movies to watch with  
customized recommendations

## SOCIAL

reactions and responses to what you're  
watching

## ENGAGE

with fellow fans, spoiler-free

# The Why Behind The Watch

1st party data to make smarter licensing, marketing and pricing decisions



## Sentiment Insights

Deep data to understand what audiences want and can't wait to see



## Competitive Insights

Data to know what and where competitors are streaming



## Predictive Insights

Data to predict title success before you license or negotiate



## Custom Insights

Data to answer your specific questions and inform your strategy

**More than traditional metrics - know what content is engaging audiences and your competitors' next move**



# Engagement Depth is the Heart of What We Do

International, Platform Agnostic Audience expressing emotions, reactions, tastes and affinity



100+ Countries, Regions, Custom Geographies

16M



Users of the World's  
Largest Tracking Platform

40M



Monthly Consumer  
Reactions Captured

300K



Unique TV and Movie  
Titles Monitored

Affinity Index  
Viewer Sentiment  
Viewer Index  
Episodic Reactions  
Viewer Drop Off  
Views  
Emotion Votes  
Share of Binges  
Engagement Score  
Meme Engagements

Engagers  
Share of Viewers  
Followers  
Character Favorites  
Binge Rate  
Device Watched  
Country Index  
Viewers  
Completion Rate  
Rating

# Example: From Anticipation to Growth

## TV TIME'S ANTICIPATION REPORT TOP JANUARY SHOWS

Millions of viewers from around the world use the TV Time app to track and react to the cable, broadcast, and OTT shows they're watching. Based on global data from our users, these are the most anticipated series for January 2021.

**NEW SHOWS**

1	WandaVision	01/15/21	Disney+
2	Fate: The Winx Saga	01/22/21	NETFLIX
3	Walker	01/21/21	EW
4	Mushoku Tensei: Jobless Reincarnation	01/10/21	TOKYO MX
5	Lupin	01/08/21	NETFLIX

**RETURNING SHOWS**

1	Riverdale	01/20/21	EW
2	The Promised Neverland	01/08/21	FUJI
3	Disenchantment	01/15/21	NETFLIX
4	Cobra Kai	01/01/21	NETFLIX
5	The Seven Deadly Sins	01/06/21	MBS

**T Methodology:** TV Time ranked the tens of millions of show follows for TV series in our app to determine the most anticipated shows of January 2021.



## SHOWS ON THE RISE

THE WEEK OF JANUARY 11<sup>TH</sup> – JANUARY 17<sup>TH</sup>

Every week, millions of viewers from around the world use TV Time to track their favorite series. "Shows on the Rise" is calculated by determining the week-over-week growth in episodes watched for a given program.

1	WandaVision	Disney+	PREMIERE	100% RISE RATIO
2	Disenchantment	NETFLIX	PREMIERE	97.7% RISE RATIO
3	RuPaul's Drag Race UK	NETFLIX	PREMIERE	94.6% RISE RATIO
4	Carmen Sandiego	NETFLIX	PREMIERE	93.8% RISE RATIO
5	Servant	Apple TV+	PREMIERE	81.8% RISE RATIO
6	Prodigal Son	FOX	PREMIERE	81.6% RISE RATIO
7	That Time I Go Reincarnated as a Slime	TOKYO MX	PREMIERE	78.1% RISE RATIO
8	Kemono Jihen	TOKYO MX		78% RISE RATIO
9	Log Horizon	NETFLIX	PREMIERE	75.9% RISE RATIO
10	The Resident	FOX	PREMIERE	75.3% RISE RATIO

Discover what to watch next. [App Store](#) [Google Play](#)

To receive "Shows on the Rise" and additional TV Time reports, visit [www.whipmedia.com/subscribe](http://www.whipmedia.com/subscribe)

# We Demonstrate the Quality of Data On An Ongoing Basis

## 1st party data insights powered by the TV Time app

### Anticipating (monthly)

**TV TIME'S ANTICIPATION REPORT**  
**TOP FEBRUARY SHOWS**

Millions of viewers from around the world use the TV Time app to track and react to the cable, broadcast, and OTT shows they're watching. Based on global data from our users, these are the most anticipated series for February 2021.

NEW SHOWS			
1	Superman & Lois	02/23/21	CW
2	Clarice	02/11/21	CBS
3	The Equalizer	02/07/21	CBS
4	Firefly Lane	02/03/21	NETFLIX
5	Tribes of Europa	02/19/21	NETFLIX
RETURNING SHOWS			
1	Workin' Moms	02/16/21	CBC
2	Black Lightning	02/08/21	CW
3	For All Mankind	02/19/21	Apple TV+
4	The Family Man	02/12/21	Prime Video
5	Harrow	02/07/21	ABC

**T Methodology:** TV Time ranked the tens of millions of show follows for TV series in our app to determine the most anticipated shows of February 2021.

### Trending (weekly)

**TV TIME SHOWS ON THE RISE**  
THE WEEK OF FEBRUARY 1<sup>ST</sup> - FEBRUARY 7<sup>TH</sup>

Every week, millions of viewers from around the world use TV Time to track their favorite series. "Shows on the Rise" is calculated by determining the week-over-week growth in episodes watched for a given program.

1	Firefly Lane   NETFLIX PREMIERE	100% RISE RATIO
2	Je te promets   TFI PREMIERE	95.5% RISE RATIO
3	En thérapie   arte PREMIERE	80% RISE RATIO
4	The Bureau of Magical Things   nickelodeon	73.5% RISE RATIO
5	La Resistencia   M+	72.1% RISE RATIO
6	The Good Place   NBC	50.9% RISE RATIO
7	Resident Alien   SYFY	45.7% RISE RATIO
8	Your Honor   SHOWTIME	43.7% RISE RATIO
9	Given   FUJI	41.1% RISE RATIO
10	To My Star   Rakuten VIKI	38.5% RISE RATIO

Discover what to watch next. [App Store](#) [Google Play](#)

To receive "Shows on the Rise" and additional TV Time reports, visit [www.whipmedia.com/subscribe](http://www.whipmedia.com/subscribe)

### Binging (weekly)

**TV TIME THE BINGE REPORT**  
THE WEEK OF FEBRUARY 8<sup>TH</sup> - FEBRUARY 14<sup>TH</sup>

Every week, millions of viewers around the world use TV Time to track the shows they're watching. TV Time uses this data to determine the Most Binged shows of the week.

1	Attack on Titan   ANIME	Share of binges: 2.61%
2	Brooklyn Nine-Nine   FOX	Share of binges: 2.00%
3	Firefly Lane   NETFLIX	Share of binges: 1.56%
4	One Piece   TOEI	Share of binges: 1.51%
5	Modern Family   abc	Share of binges: 1.49%
6	The Office (US)   NBC	Share of binges: 1.44%
7	Grey's Anatomy   abc	Share of binges: 1.44%
8	WandaVision   Disney+	Share of binges: 1.25%
9	Naruto Shippuden   TVTROPY	Share of binges: 1.12%
10	How to Get Away with Murder   abc	Share of binges: 1.09%

Discover what to watch next. [App Store](#) [Google Play](#)

To receive "The Binge Report" and other TV Time reports, visit [www.whipmedia.com/subscribe](http://www.whipmedia.com/subscribe)

# Data Will Drive Content Predictions

Strategic insights amplify content value, surface hidden gems in your library that you have yet to exploit, and predicts best content to target where, based on available rights



## ENGAGEMENT INSIGHTS

Capture emotions, reactions, preferences, affinity, engagement and more with our powerful TV Time consumer platform

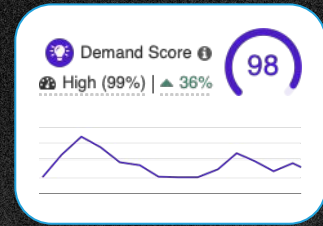
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## CONTENT AFFINITY

Pinpoint content that is most similar to what your customers are already consuming

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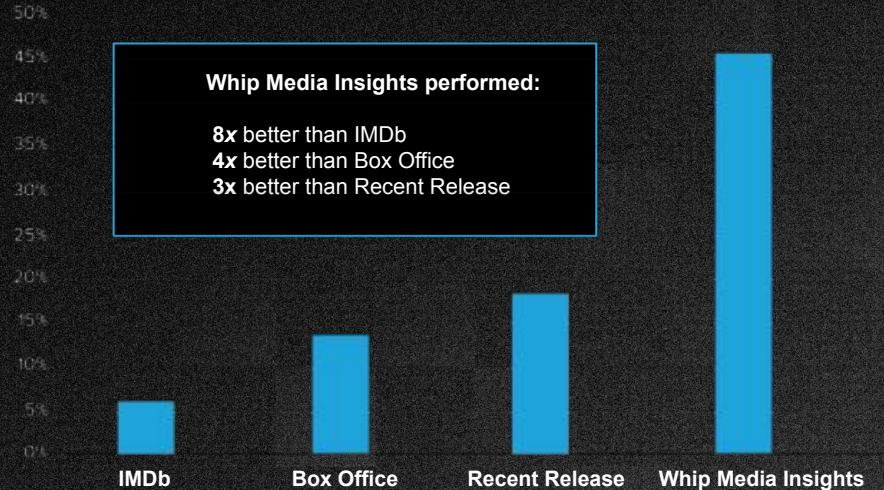
## DEMAND SCORE

Predicts title performance to support your definition of content value

# The Results Speak for Themselves

- Identify the right titles to maximize performance and optimize content investment
- Methodology: We used industry methods to determine top titles for a given period
- Results: Top Demand Score titles represented up to 8x more buys in the top 100 titles

Comparison of Traditional Predictive Methods  
Percent of Total Buys Represented in Top 100 Titles



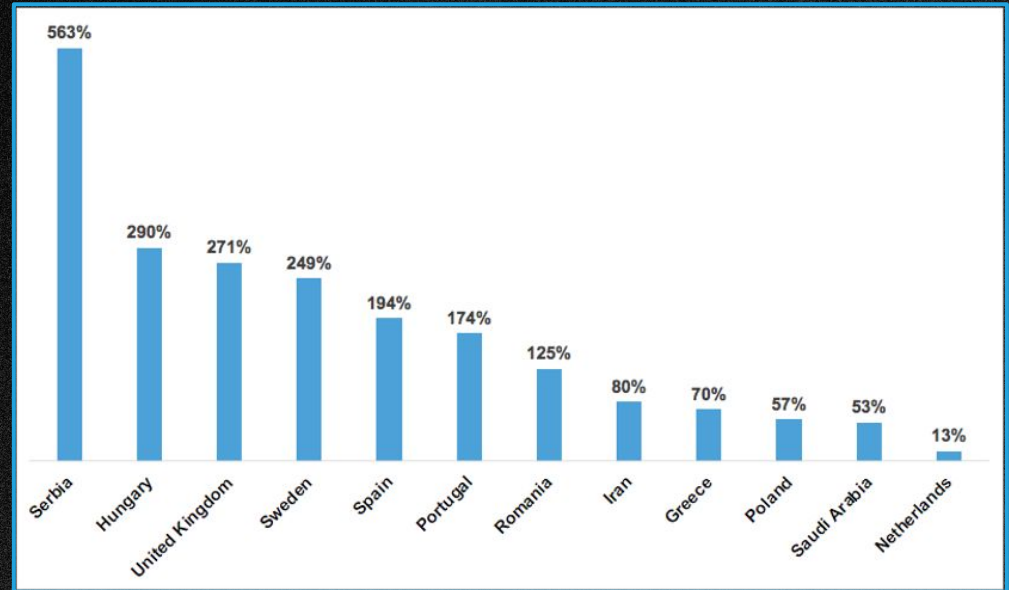
Industry Performance Models Used to Predict Demand (Sample size: 100 Top Library Titles)



# *The Flight Attendant* Advanced Insights

# The Flight Attendant Strong Demand in Key EMEA Markets

There is strong demand for the HBO Max original *The Flight Attendant* in **key EMEA** markets, with **Serbia, Hungary, the UK and Sweden** leading the pack.



## Demand (Interest) in The Flight Attendant

EMEA Markets with Highest Ranked Country Index

Countries with 500+ Followers

# The Flight Attendant is Well Positioned in HBO Family

Among those same top-demand EMEA markets for HBO Max original *The Flight Attendant*, these consumers have strong affinity for HBO content. **Four of the top ten** affinity shows all come from the HBO family.

SHOW	NETWORK
The Undoing	HBO
Little Fires Everywhere	Hulu
Why Women Kill	CBS All Access
Perry Mason (2020)	HBO
Homecoming (2018)	Amazon
Servant	Apple TV+
30 Coins	HBO Europe
Lovecraft Country	HBO
Upload	Amazon
Devs	Hulu

## Top Affinity Titles Among Key EMEA Market Followers

\*Network denotes Originating Network





# *The Crown* Advanced Insights

# The Crown Takes The Crown

*The Crown* is hugely popular in France, ranking within the top 5 TV titles in the region in the last 90 days, and was #1 on its Season 4 premiere weekend

The French audience for *The Crown* is also highly engaged--the show's Engagement Score is 56% higher than other Netflix Dramas in France

Engagement Score

**37.94**

+56%

**24.40**

## Show Rankings in France

### Last 90 Days

	SHOW
1	One Piece
2	Attack on Titan
3	Grey's Anatomy
4	Vikings
5	The Crown

### Opening Weekend (11/15-11/17)

	SHOW
1	The Crown
2	Grey's Anatomy
3	One Piece
4	The Queen's Gambit
5	How to Get Away with Murder

Tables display TV series rankings by share of views and engagement score among Netflix Dramas among French TV Time users

# The Crown Takes The Crown

Canal+ looks to be a great platform fit for The Crown in France, with 5 of 11 of its top French affinity titles airing on the platform.

## The Crown French Content Affinity

SHOW	ORIGINATING NETWORK
The Bonfire of Destiny	TF1
Hippocrate	Canal+
Versailles (2015)	Canal+
A Very Secret Service	Arte
Call My Agent!	France 2
Who Killed Little Gregory?	Netflix
La Révolution	Netflix
Baron Noir	Canal+
La Flamme	Canal+
Lupin	Netflix
The Bureau	Canal+

Table displays all-time French Originating Content affinity for The Crown among French TV Time users

# Top 5 Most Anticipated New Shows Originating in FIGS-UK



Release Date: 19 March 2021  
Netflix | Spain



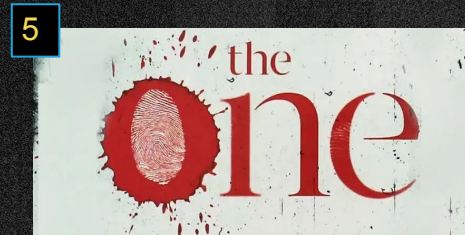
Release Date: 10 March 2021  
Netflix | France



Release Date: 21 March 2021  
Amazon | Spain



Release Date: 21 March 2021  
ZDF | Germany



Release Date: 12 March 2021  
Netflix | UK

# Innovation the Entertainment Industry Has Never Experienced Before

A transformational content hub for an entirely new way to manage TV and film

## Informed Dynamic Decision Making

Unify Content Management Systems

Automation From Contract to Consumer

Transparent Global Licensing Visibility



Connect Global Buyers and Sellers

Proven Predictive Analytics That Drive Repeatable Success

Consumer Engagement for the “Why Behind the Watch”

# Powering Leading M&E Companies

Studios, Operators, Broadcasters and OTT platforms depend on Whip Media



# THANK YOU

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