

Think Globally, Act Locally:

Regional Intelligence is the Secret to Streaming Success



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President

 whip media

ENTERTAINMENT EVOLUTION
SYMPOSIUM



Streaming has Forever Changed the Entertainment World

Extensive catalogues and sophisticated “matching” make culturally diverse content accessible around the world

The Whip Media SaaS platform centrally connects data, processes and people throughout the entire entertainment ecosystem

An Increase in Choices has Created Chaos & Complexity

The number of streaming platforms to consider has skyrocketed

CHANGE IS EVERYWHERE



Windows

Exponential increase in types of rights (SVOD / AVOD / PVOD / FAST)



Viewing Preferences

Rapid shift from appointment viewing of any kind (Theatrical, Linear) to VOD



Platforms

Proliferation of new platforms worldwide



Content

Vastly increased content demand and capacity per platform

The Streaming Wars Have Changed Everything

More choices for today's connected consumer



Consumers Are Subscribing to More than One Platform

There are now more streaming service subscriptions than people in the U.S.

According to a study conducted by our team, **U.S. consumers among 13-54 year olds report subscribing to an average of 4.7 streaming services.** While platforms are in competition audiences are generally choosing to add platforms rather than making decisions on which ones to pay for.



A study conducted by a new J.D. Power stated that **U.S. consumers spent an average of \$47 per month in December 2020 on video subscription services,** up from \$38 in April.

J.D.
POWER

The number of streaming subscriptions world-wide exceeded 1.1 billion last year, up from fewer than 400 million subscriptions in 2016, according to the Motion Picture Association. Driven by Netflix's overseas expansion, Disney's Launch of Disney+ and the pandemic.



<https://variety.com/2021/digital/news/us-consumers-pay-average-47-dollars-monthly-svod-streaming-1234890534/>
<https://www.wsj.com/articles/netflix-disney-and-amazons-streaming-wars-heat-up-overseas-11619083801>

Streaming Services Go Global

NETFLIX

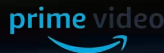
Worldwide



North America, South America, Northern and Western Europe, Asia-Pacific as well as parts of the Arabian Peninsula and Northern Africa via third-party distribution

hotstar

India, United States, Canada, Malaysia, Philippines, and Thailand



Worldwide

HBO MAX

United States, Puerto Rico, Latin America, Caribbean



Australia, Canada, Central America, Dominican Republic, Hungary, Mexico, Northern Europe, Poland, Russia, South America, the United States as well as in and the Middle East as a pay-TV channel

hulu

United States

peacock

United States



Worldwide

globoplay

Brazil, United States

NOW


Austria, Germany, Ireland, Italy, Switzerland, United Kingdom

STARZPLAY

Argentina, Brazil, Chile, France, Italy, Germany, Pakistan, Spain, United Kingdom & 17 countries in the Middle East and North Africa region

britbox

Australia, Canada, United Kingdom, United States

 **crunchyroll**

Worldwide

Retaining Audiences and Attracting New Viewers is Vital

Intelligence is needed to understand the influx of new services and content



155

COUNTRIES



1750

PLATFORMS



446 K

MOVIES



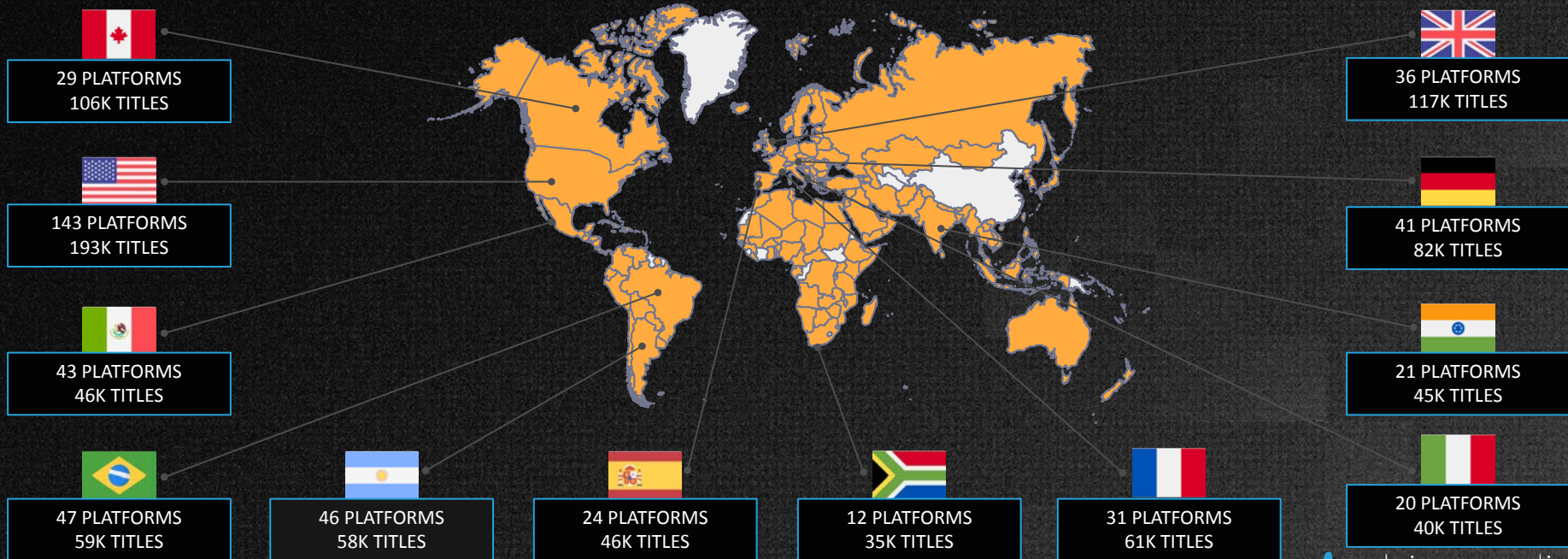
184 K

SERIES



17 K

TITLES RELEASED IN 2021





Case Study

Using our Data to Provide HBO Max
with a Potential Next Hit

LOCAL CONTENT Finding the Right Untapped Fit

OUR APPROACH: For this case study, we first decided to look at the MENA region as an untapped market for burgeoning content, ripe for acquisition. To do so, we focused on top performing local titles by follower count* that premiered this calendar year (2021) so that we could laser-focus on fresh content. We then ruled out global SVOD originals.

To assess content fit for HBO Max, we looked at several additional KPIs:

- **Affinity to HBO titles**
- **Engagement**
- **Demographic Profile of Viewers**

Title	Originating Network	Originating Country	Language	Genre	First Release Date	TV Time Followers
Rashash	Shahid (UAE)	Saudi Arabia	Arabic	Action Crime Drama Mini-Series	7/2/21	4,097
2020	Shahid (UAE)	Lebanon	Arabic	Crime Drama Romance	4/13/21	2,262
Newton's Cradle	DMC	Egypt	Arabic	Drama	4/13/21	2,141
Nasl El Aghrab	Shahid (UAE)	Egypt	Arabic	Action Drama Thriller	4/13/21	1,694
Take Care of Zizi	Shahid (UAE)	Egypt	English	Comedy Drama	4/11/21	1,495
Just Amina	Shahid (UAE)	Kuwait	Arabic	Comedy Drama	4/13/21	1,047
Seen	MBC 1	Saudi Arabia	Arabic	Documentary Reality	4/13/21	984
COVID-25	Shahid (UAE)	Egypt	Arabic	Drama Suspense	4/28/21	935
I Want to Stay Alive (IR)		Iran	English	Drama Romance	2/22/21	835
Mousa	DMC	Egypt	Arabic	Action History	4/13/21	825

*TV Time users can follow titles ahead of and post-debuts by adding a title to their “watch list.”
This is an expression of interest in a title (intent to view).

RASHASH Saudi Series from MENA Region

Rashash was the #1 followed show that met our criteria, previously outlined. So we took a closer look...

INITIAL RELEASE: July 9, 2021 on MBC's 'Shahid VIP' streaming service.

EPISODES: 8-part drama/mini-series

SYNOPSIS:

Inspired by real events, the powerful series narrates the story of the notorious criminal of the same name in the 1980s, and the Saudi police's efforts to bring him to justice.

LANGUAGE: Arabic (Saudi dialect); all-Saudi cast

RECOMMENDATION

Potential Target Title to Acquire



RASHASH Strong Affinity with HBO Titles

Among the top 25 affinity titles (eg viewers of *Rashash* also watch these other TV series), **7 are HBO properties**. By comparison, the next network/platform to hold the highest number of affinity titles in the top 25 is Apple TV+ with 4.



13.3x More Likely to Watch



13.2x More Likely to Watch



13.1x More Likely to Watch



10.4x More Likely to Watch



10.2x More Likely to Watch



10.1x More Likely to Watch



9.5x More Likely to Watch

Viewers of *Rashash* are...

Rashash would be a great complementary title to these established HBO titles, all 7 of which rank in the Top 25 affinity series for *Rashash* viewers.

RASHASH High Engagement from Viewers

MENA region followers of *Rashash* are converting into actual viewers of the series at a greater rate than they do for other similar-genre series. Additionally, the current viewers of *Rashash* are highly engaged with the title (over-indexing the benchmark set of titles by 169%). They also rate the content favorably.



Rashash

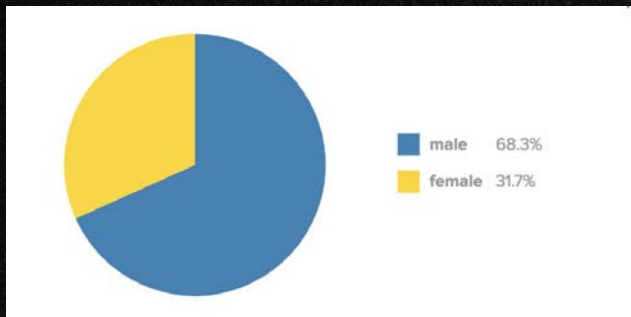
Benchmark Titles
Among MENA Viewers

Follower Conversion Rate	Engagement Score	Audience Rating
74.31% +93%	53.72 +169%	4.5 +9%
38.51%	19.98	4.1

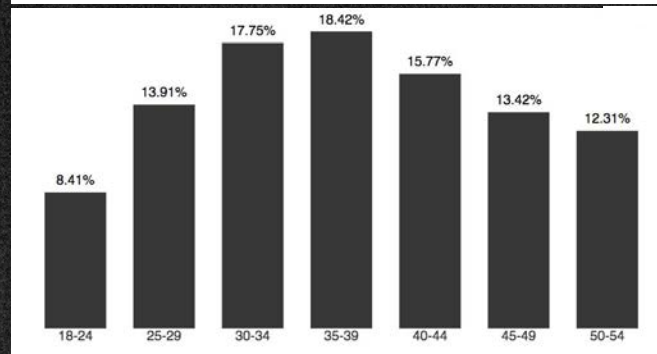
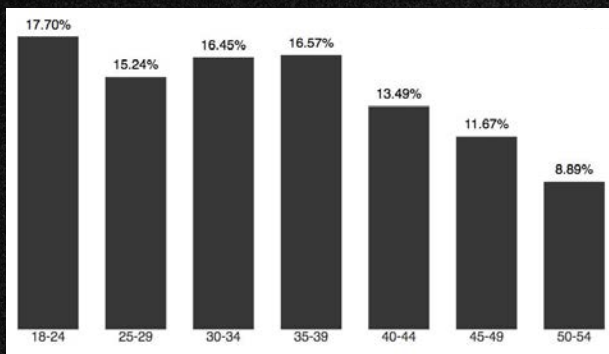
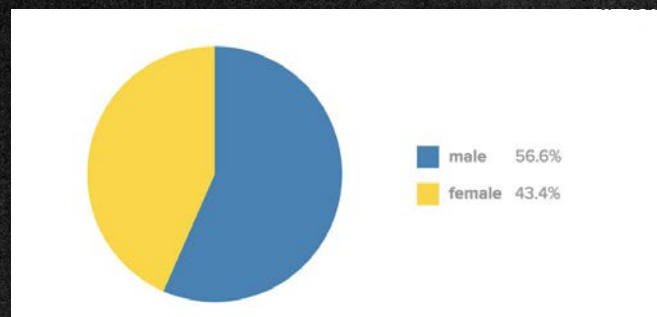
RASHASH Viewer Profile Alignment + Opportunity for Max


Rashash current viewers in the Middle East skew male (like the HBO Max viewer in the U.S.) and slightly younger, representing an opportunity to attract a like-minded younger audience.

Demographic Profile of Rashash Viewers



Demographic Profile of HBO Max Viewers* in the U.S.





**Today's industry demands
cutting edge data to make
better content licensing decisions**

TV Time Brings Order to Content Chaos

Over 18 Million users form our massive 1st party consumer panel

TRACK

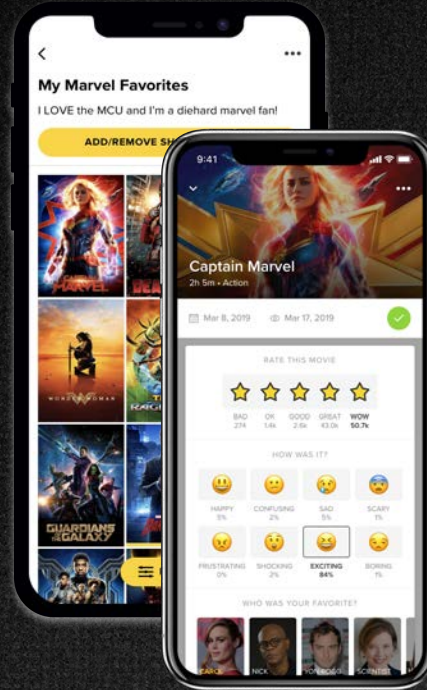
shows and movies
I'm watching

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

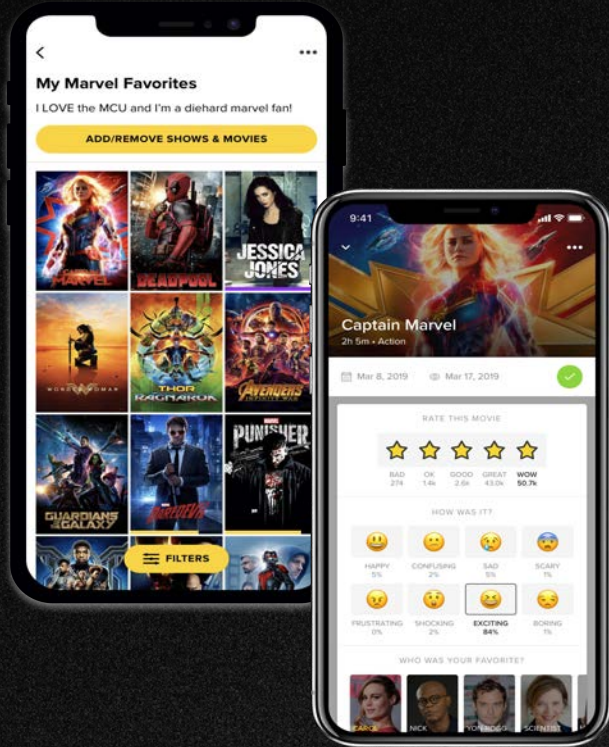
reactions and responses to what you're
watching

ENGAGE


with fellow fans, spoiler-free


Engagement Data is at the Core of What We Do

Our TV Time app provides intelligent proprietary consumer data



18M
 Users of the World's
 Largest Tracking Platform

350M
 Monthly Consumer
 Reactions Captured

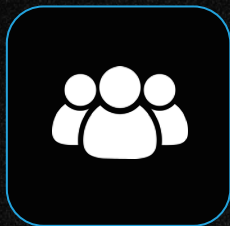
5M
 Unique TV Episodes and
 Movie Titles Monitored

100+ Countries, Regions, Custom Geographies

- ➔ Affinity Index
- ➔ Emotion Votes
- ➔ Binge Rate
- ➔ Completion Rate
- Viewers
- Views
- Viewer Index
- Share of Binges
- Share of Viewers
- Meme Engagements
- Engagers
- Engagement Score
- Followers
- Character Favorites
- Meme Count
- Device Watched
- Country Index
- Viewer Drop Off
- Rating

The Demand Score Predicts Content Performance

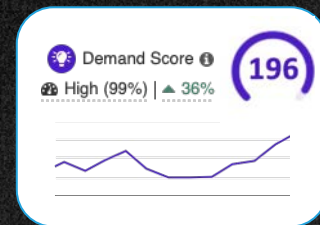
AI-Based ML model using two unique datasets for Platform/Territory/Window level predictions



+



=



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

19,017,196,751

TV and movie insights from 16 million global TV Time Users

PERFORMANCE DATA

Real-world, Title-level Platform and Territory specific Content Performance Data indexed to the top-performing title for the Platform and Territory

3,000+

Platform – Territory Combinations across SVOD, SVOD & Digital Retail Platforms

DEMAND SCORE

Predicts title performance at a Platform and Territory level (e.g. for Rakuten AVOD ES vs Pluto TV ES) as an index from 1-100

4.5 Million

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

The Next Generation Film & TV Rights Marketplace

Powered by unique first-party consumer insights to predict content performance

Sellers

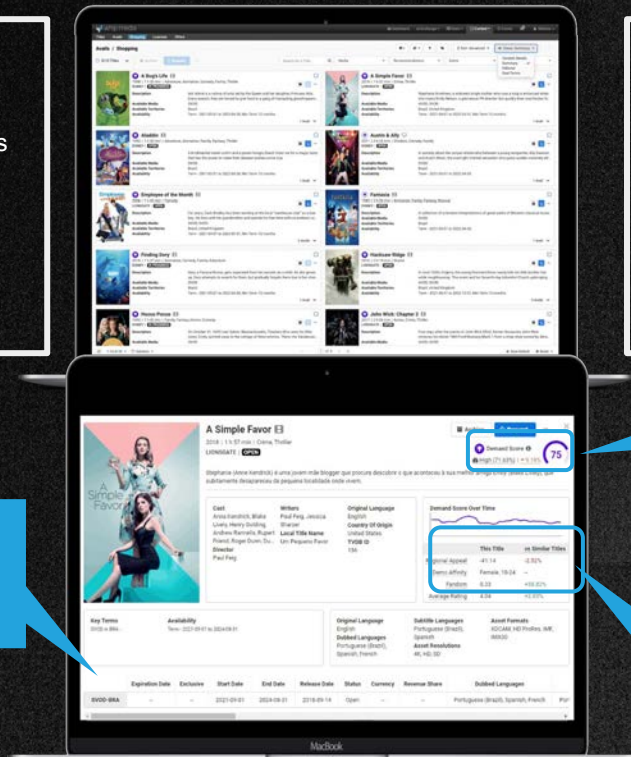
- Find new buyers and control access to showcase the right content to the right buyers
- Directly negotiate with buyers and distribute content rights where they will perform best
- Integrate with buyer or seller licensing, fulfillment and financial systems

Buyers

- Discover a user-friendly shopping experience to search for new film / TV content and sellers
- Predict high performers and increase licensing ROI with our proprietary demand insights
- Negotiate directly with sellers and secure the content rights that are a match for your platform

Key Information

Include Territories, Subs/Dubs, Languages, Pricing, and other key sales data.



Demand Score™

Predict which content will perform best by territory and window for a given audience

Insights

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

The Demand Score™ for title indicated is for demonstration purposes only. Actual scores are based on a number of factors including territory, platform, target audience and other consumer and financial attributes.

THANK YOU

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Whip Media

