



# The Bridgerton Legacy

A Spin-off to Attract Fans,  
New and Old

DSC 640

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# Capitalizing on the Bridgerton Phenomenon



## Concept:

This new Bridgerton side series will dive deeper into the untold story of Lady Violet Bridgerton, the loved mama of the Bridgerton Family. While viewers have already seen glimpses of her love match with her late husband and her role as mother to her children this series will focus on her journey, romance and struggles that shaped her character.

## Goals:

### Engage loyal fans

By offering a fresh prospective on a fan favorite character.

### Attract new viewers

By introducing backstories and untold stories of the Bridgerton Universe.

### Boost Repeat Viewership

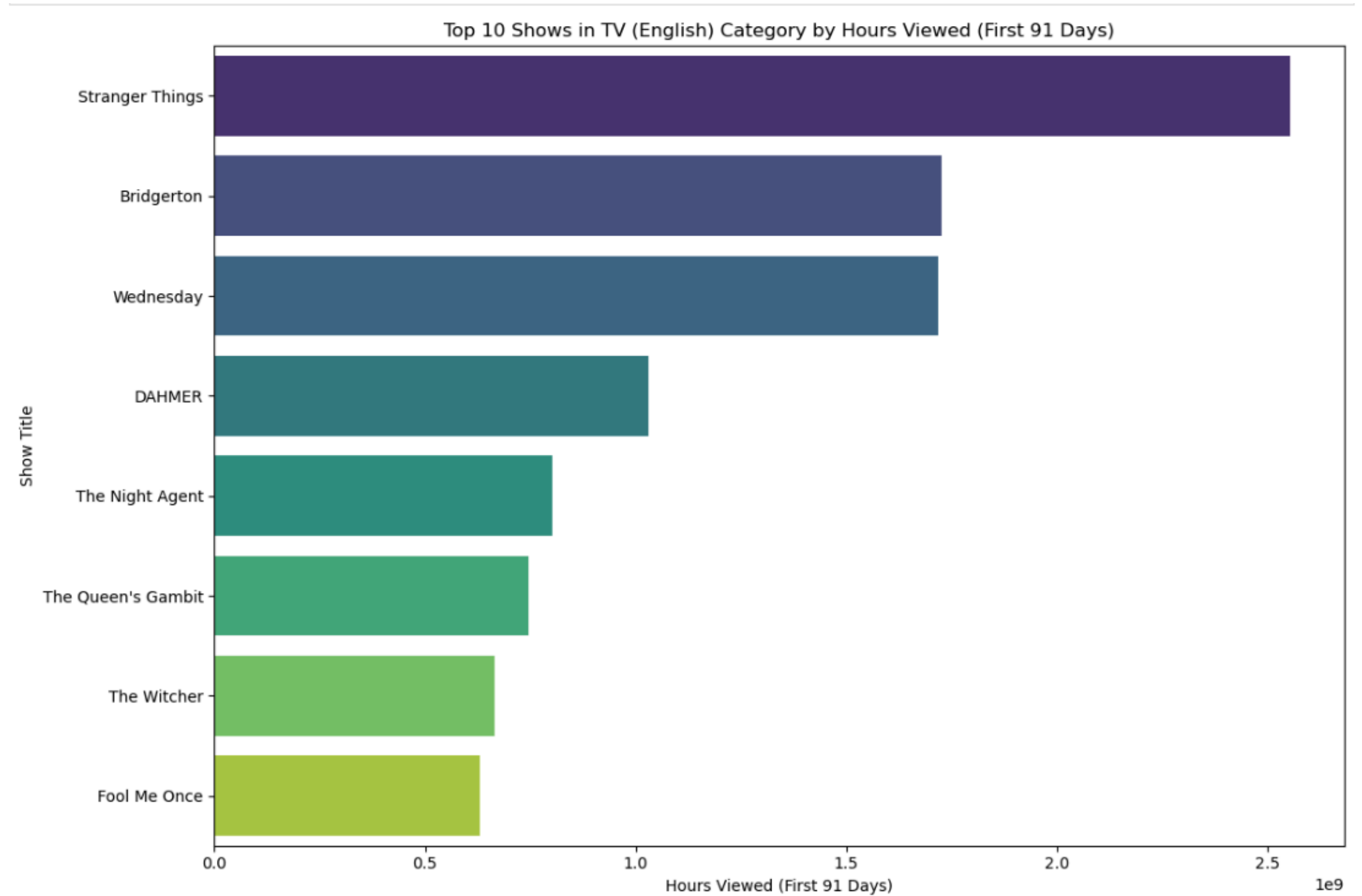
For both existing fans excited to see more of Lady Bridgerton's past and newcomers discovering the Bridgerton family for the first time.

# How Bridgerton Has Captivated Audiences

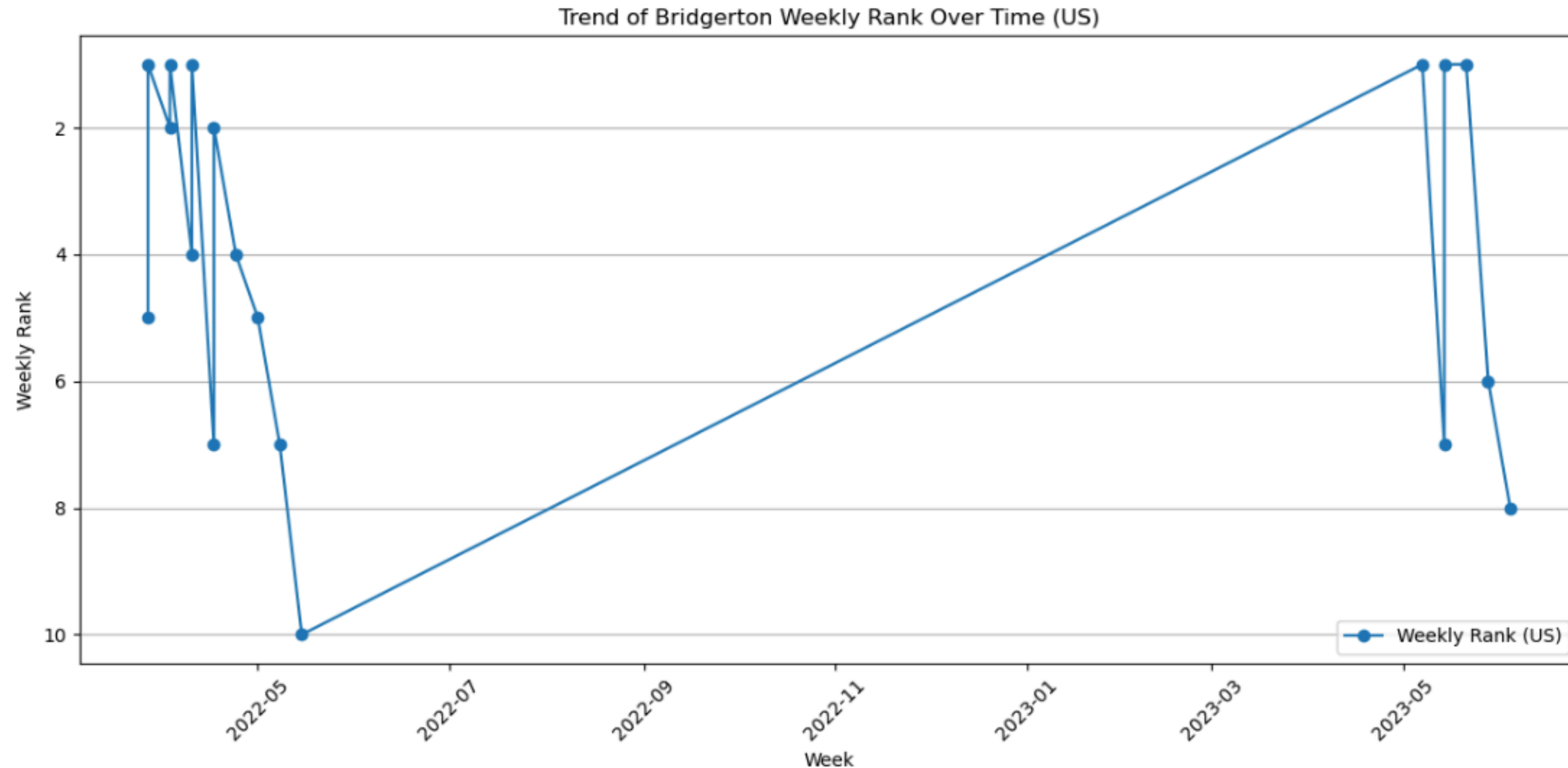
## Overall Success:

Bridgerton has been firmly established as a top successful and globally beloved shows. With beautiful story telling and production value Bridgerton continues to captivate audiences.

- Bridgerton's position just behind Stranger things shows the sustained popularity across regions and attracting viewers across different demographics



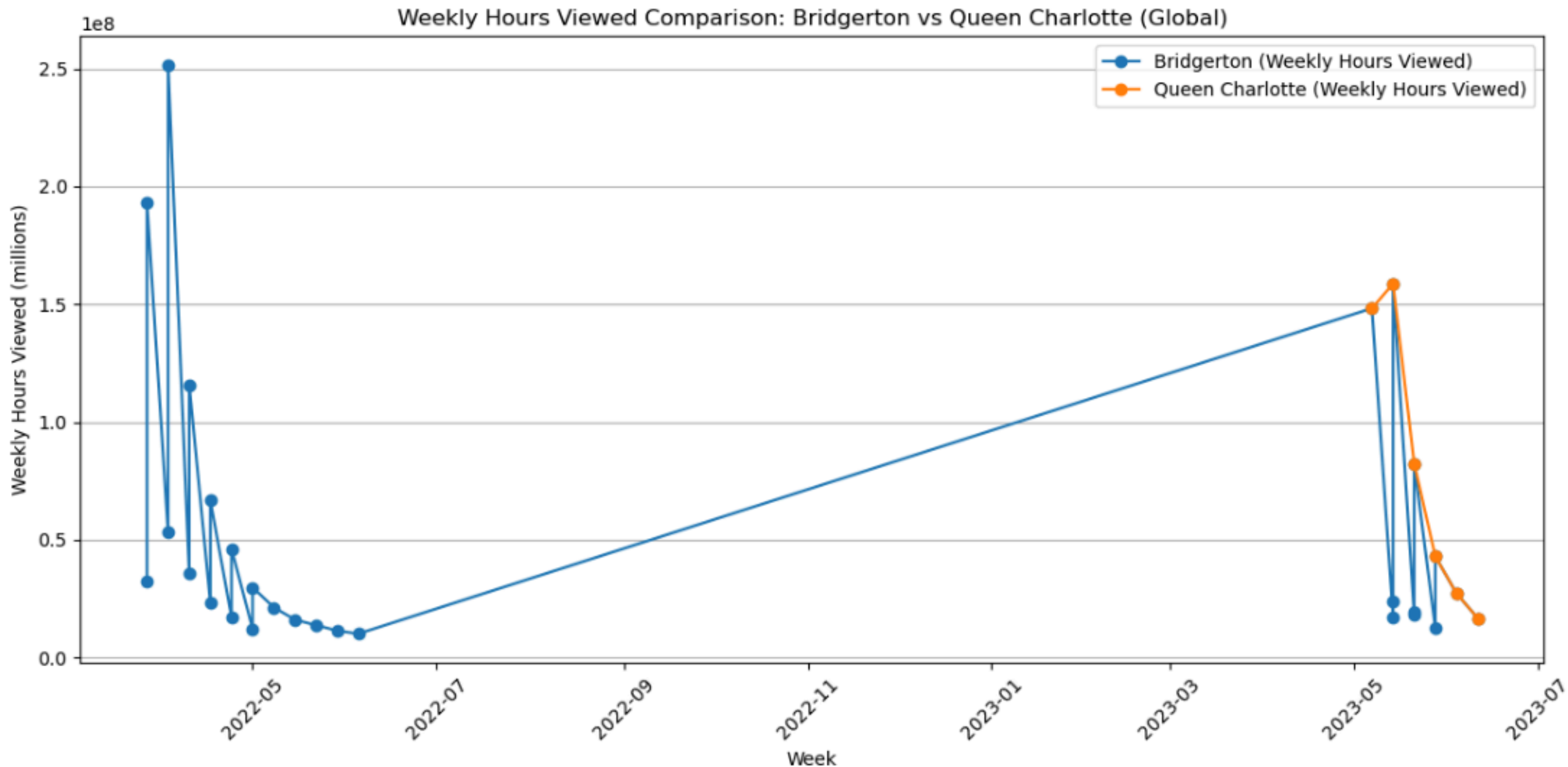
# Bridgerton's Global Success: Weekly Rank Over Time in the US



- ## Findings:
- Large peak around March 2022 when the series premiered
  - Starting in March  
Bridgerton spent 12 Weeks in the top 10 list



# Queen Charlotte's Influence on Viewership



## Findings:

- Second Bridgerton Peak in May 2023 Due to Queen Charlotte Release
- Queen Charlotte's success didn't just bring new viewers to the prequel series but also drove engagement with Bridgerton
- Highlights potential of a spin off to boost interest and viewership

# Why Now? Why Will this Work?

## Proven Success:

Both Bridgerton and Queen Charlotte have achieved significant global success. Bridgerton has continued to dominate the top ranks while Queen Charlotte has brought a new refreshing take on the Bridgerton Universe that has engaged many new viewers.

## Impact of Spin Off on Viewership:

Queen Charlotte not only gained a global following boosting viewership for the original Bridgerton series. The success of the spin off shows that side stories in the Bridgerton Universe can bring significant traffic to the main show, as well as re-engage original viewers.

## Attracting New Audiences

Side series give the opportunity to expand the story and explore the characters in new ways. By highlighting and focusing on a beloved character like Lady Violet Bridgerton we can tap into the already existing fan base while attracting new subscribers who are excited about new content. This strategy will ensure both Bridgerton and the new series will continue to thrive, increasing viewership and encouraging long-term engagement

# Action Plan

