At CartoonSwim there are films with many different genres and audiences. The current design of the small data gives an overview of the number of viewers, audience demographic, and view duration of the film. This brings a limitation of exactly who is watching the film, do they binge-watch, what part of the film gets shared, and are there replays for returning viewers or new viewers. Big data can help show which films bring back or bring more audience in, which external sites share the film and reception of the film. This helps us with the Velocity, Variability and Veracity of Viewership.