

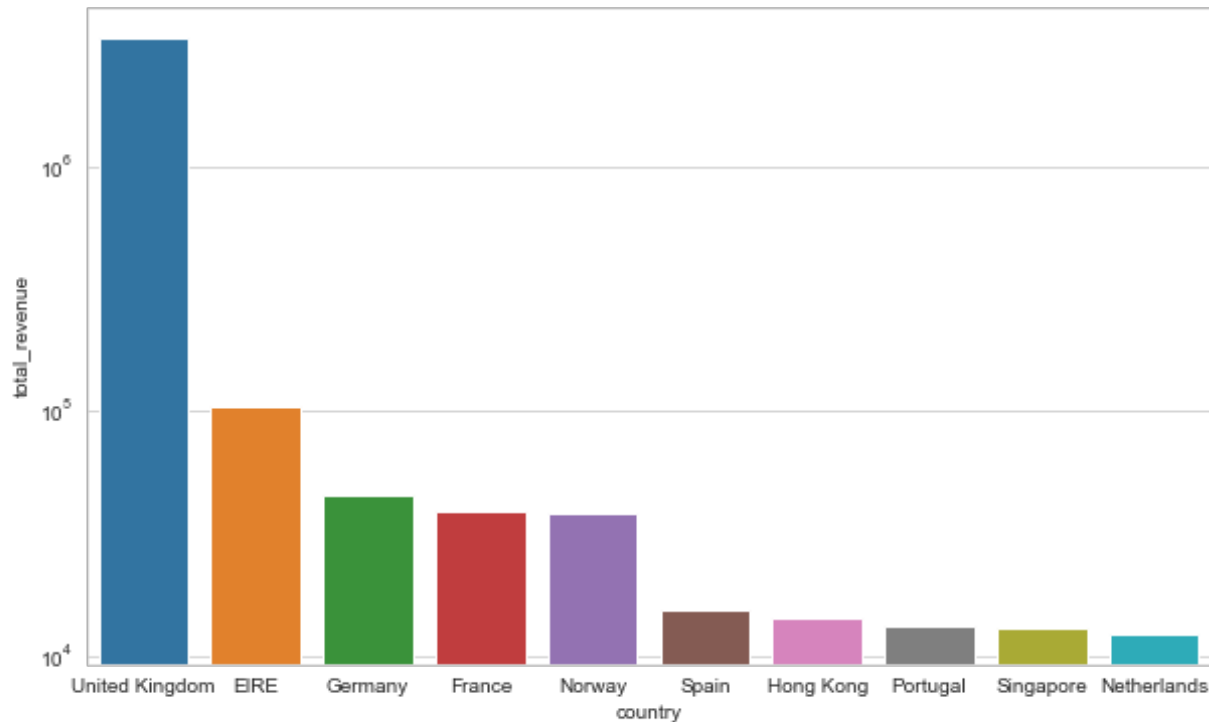


ANALYSIS OF REVENUE (RELATED) DATA AT AAVAIL

KEY TAKE AWAYS



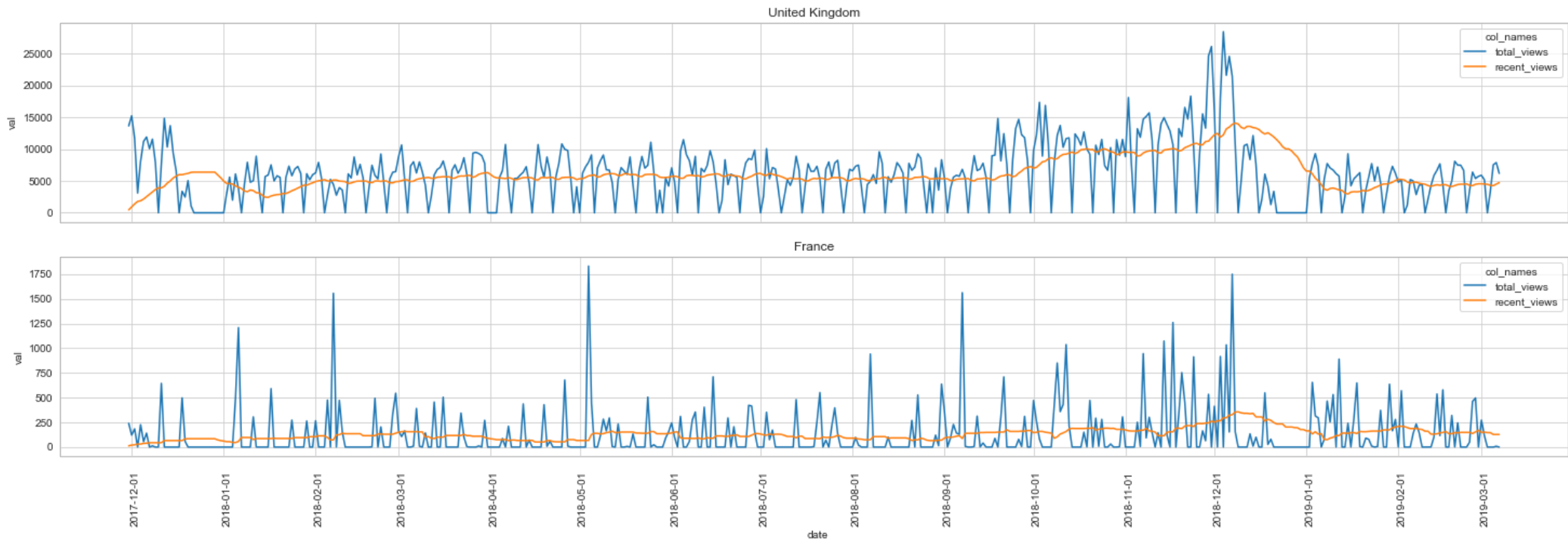
TOP 10 COUNTRIES WITH THE HIGHEST TOTAL REVENUE FROM 2017-11 TO 2019-07



country	total_revenue
United Kingdom	3343551.644
EIRE	104589.400
Germany	45651.261
France	38985.420
Norway	38326.120
Spain	15393.360
Hong Kong	14393.130
Portugal	13327.210
Singapore	12945.460
Netherlands	12296.780

- The total revenue of the top 10 countries is widely spread between 3343551.644 \$ (United Kingdom) and 12296.78 \$ (Netherlands).

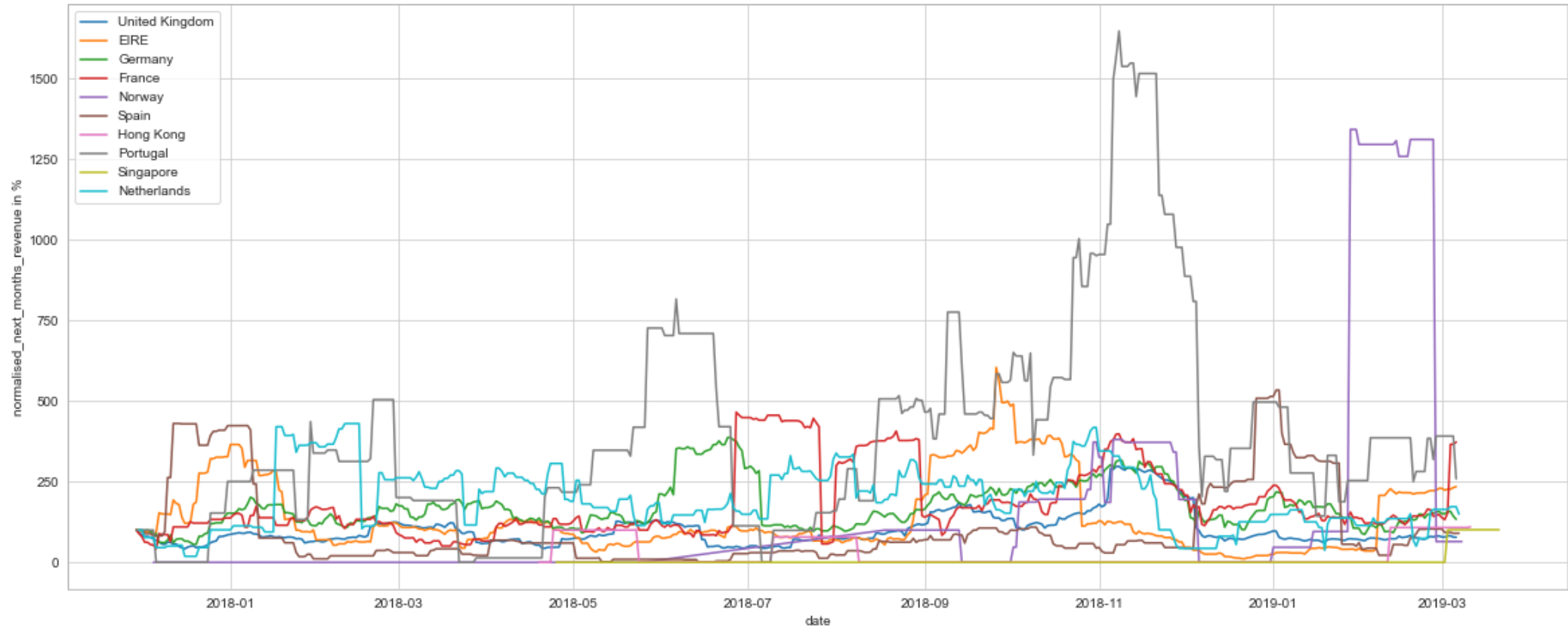
STREAMING ACTIVITY IN THE TOP 10 COUNTRIES



- The spread in total revenue is based on a high variability in streaming activity. See for example the comparison of the total number of views per day for the countries United Kingdom and France.
- The views averaged over the past 30 days (organge line) show a similar course in both countries.

NORMALISED MONTHLY REVENUE PER COUNTRY

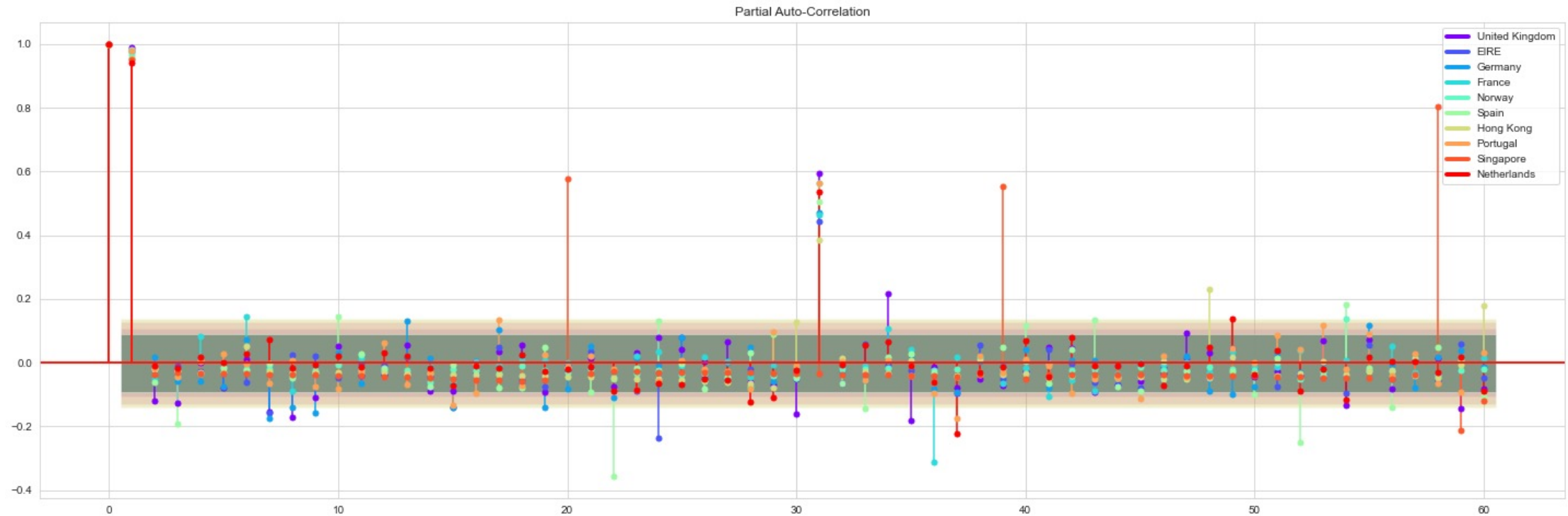
ALL TIME SERIES ARE THE PERCENTAGES OF THEIR FIRST NON-ZERO ENTRY (IGNORING MISSING VALUES)



- Some countries show similar effects in the target variable over time, e.g., United Kingdom, Germany, and France in December and November 2018 or EIRE and Spain in December 2017 and January 2018
- The volatility in the target variable of Portugal and Norway is high in comparison to the remaining countries

PARTIAL AUTOCORRELATION IN THE TARGET VARIABLE

THE PARTIAL AUTOCORRELATION AT LAG k IS THE CORRELATION THAT RESULTS AFTER REMOVING THE EFFECT OF ANY CORRELATIONS DUE TO THE TERMS AT SHORTER LAGS



- For the majority of countries the partial autocorrelation is significantly large at time lags $k=1$ and $k=31$. The latter could be an indicator of monthly periodicity.