



UNBUNDLING THE VALUE OF CONTENT

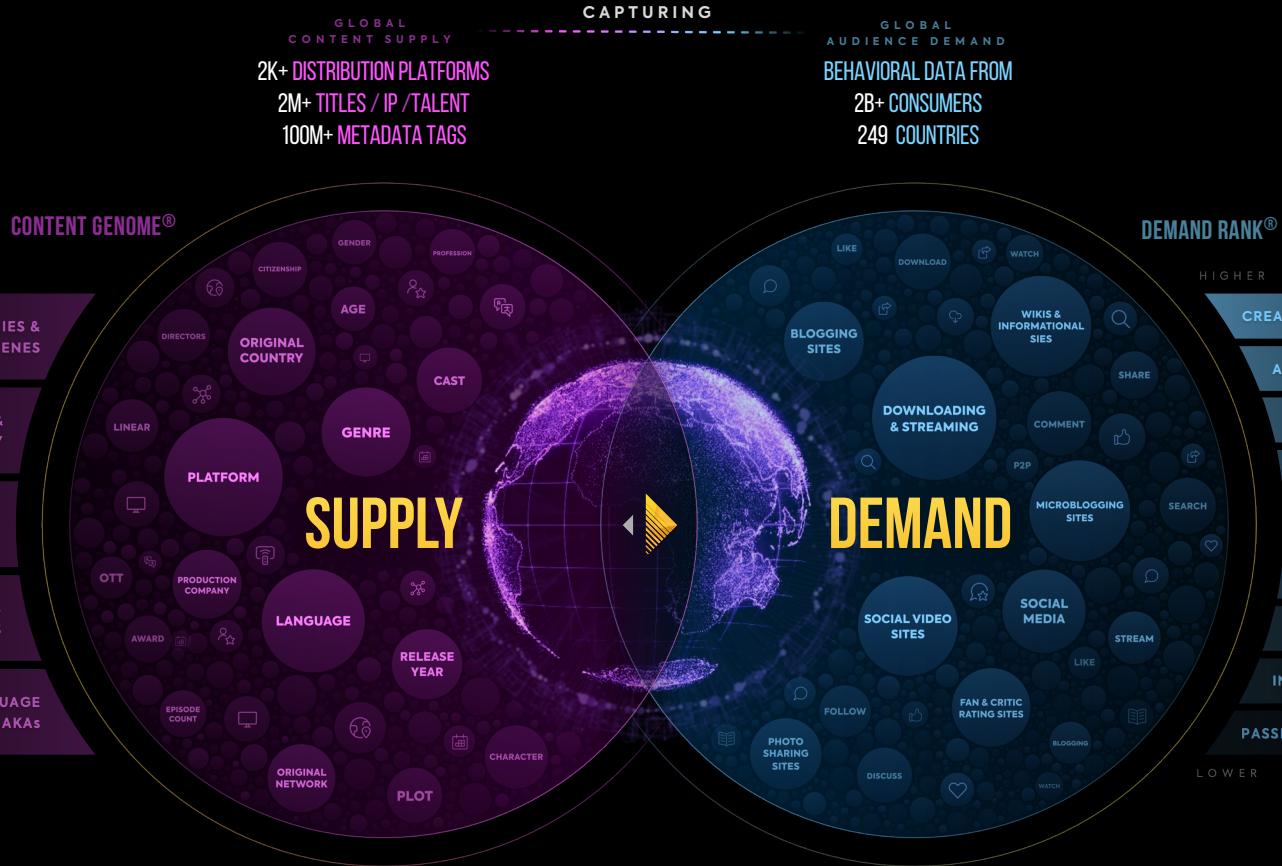


ALEJANDRO J. ROJAS
VP OF APPLIED ANALYTICS
PARROT ANALYTICS



WE NOW LIVE IN THE THE ATTENTION ECONOMY





The industry's most advanced
CONTENT TAXONOMY SYSTEM

The world's only global audience
DEMAND MEASUREMENT PLATFORM

Capturing Global Content Supply and Demand

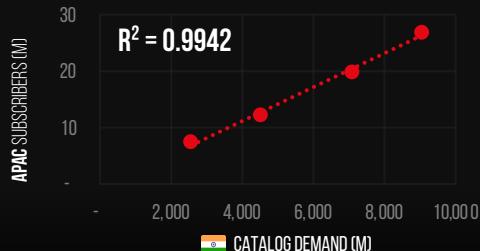
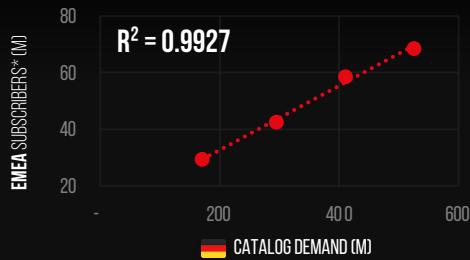
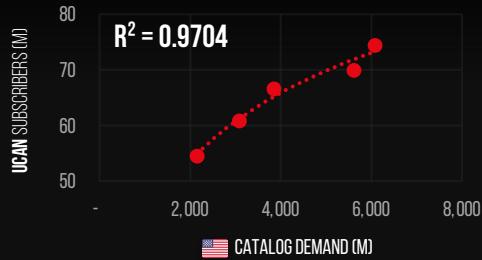


Demand Correlates with Subscriptions

Catalog demand drives subscriptions and revenues for all platforms. Below Netflix as an example:

NETFLIX

Demand drives subscriptions – Netflix figures for the 1st quarter of every year



“Demand interest is a measure of the popularity of shows and streaming services created by Parrot Analytics and a key barometer of how many new subscribers services are likely to attract.”

The New York Times
(2021)

“Parrot Analytics has developed a metric to rate not only the number of viewers for given shows, but their likelihood of attracting subscribers to a streaming service.”

The New York Times
(2020)

Ted Lasso

Question:

How much revenue
has Ted Lasso deliver
to Apple TV+?

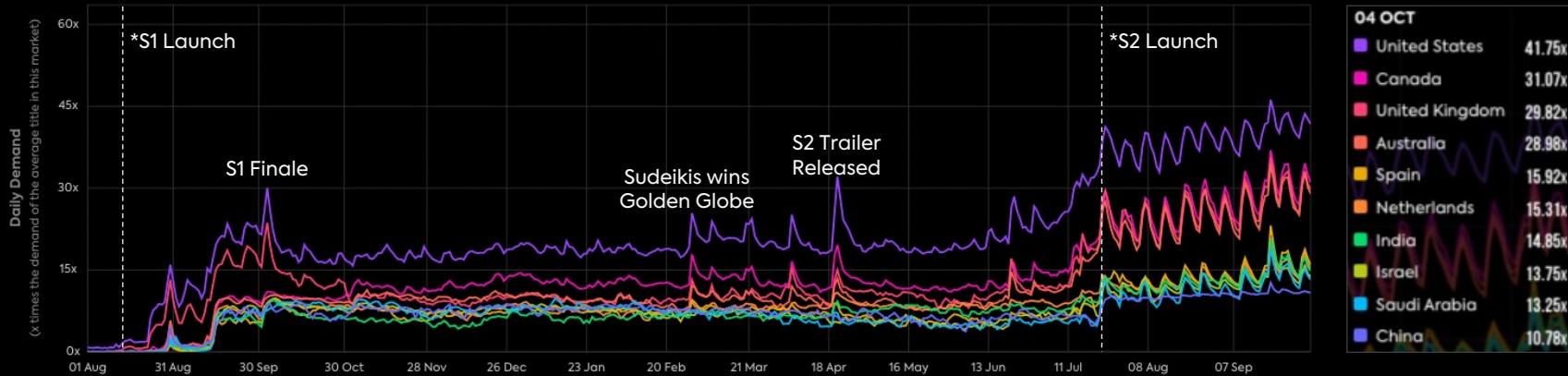




Ted Lasso

Demand after release

Top Performing Markets Since Launch: Time Series



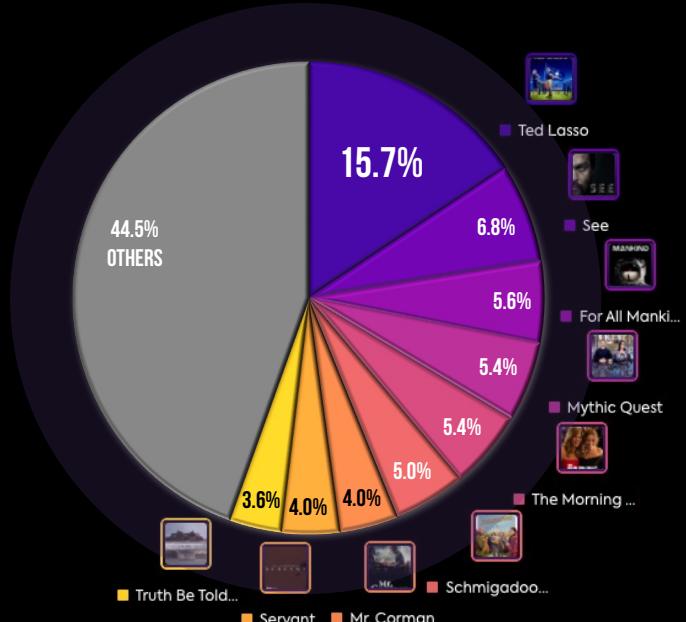
Demand for ***Ted Lasso*** has picked up considerably since the Season 2 premiere, especially in the US, CA, and GB. However, the Season 1 finale, Jason Sudeikis winning a Golden Globe, and the release of the Season 2 trailer all generated spikes in demand for the series before the Season 2 release.



Ted Lasso

Share of Demand: Apple TV+ Originals

Ted Lasso | US Share of Demand vs. Apple TV+ Originals



In September 2021, Ted Lasso earned roughly 16% of demand compared to all other Apple TV+ originals in the US.



Apple TV+

Demand and Exclusivity vs Netflix and Hulu

🇺🇸
4Q 2021

X:
% Exclusivity

A:
Number of subscribers

B:
Share of Demand

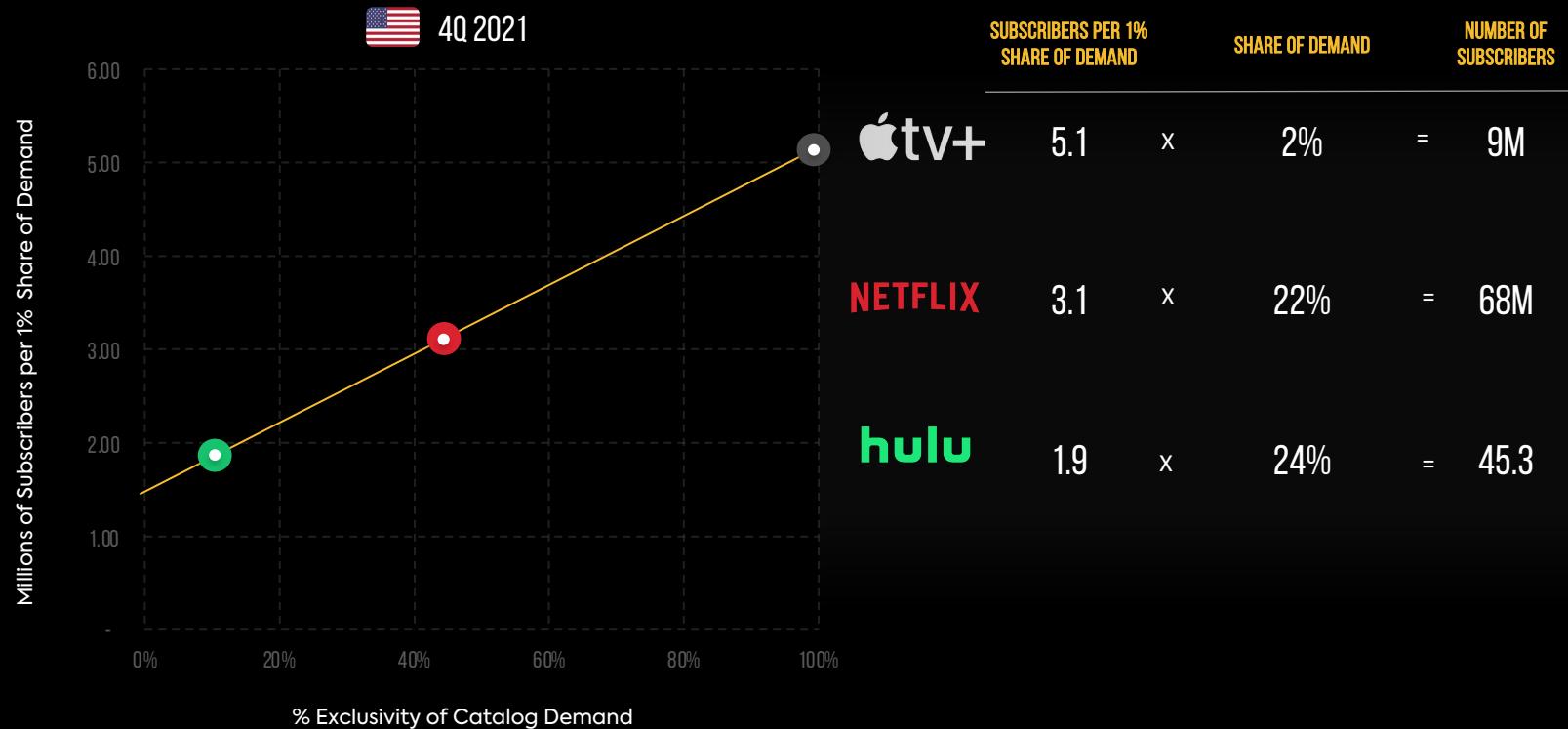
Y: A/B
Subscribers per 1%
Share of demand

	X: % Exclusivity	A: Number of subscribers	B: Share of Demand	Y: A/B Subscribers per 1% Share of demand
apple tv+	99%	?	2%	?
NETFLIX	49%	68M	22%	3.1
hulu	9%	45.3	24%	1.9



Apple TV+

Demand Estimated Subscribers





Ted Lasso

Content Valuation Framework Results



Revenues Apple TV+ in millions of \$



% Share of revenue attributed to Ted Lasso



Revenue contribution in millions of \$

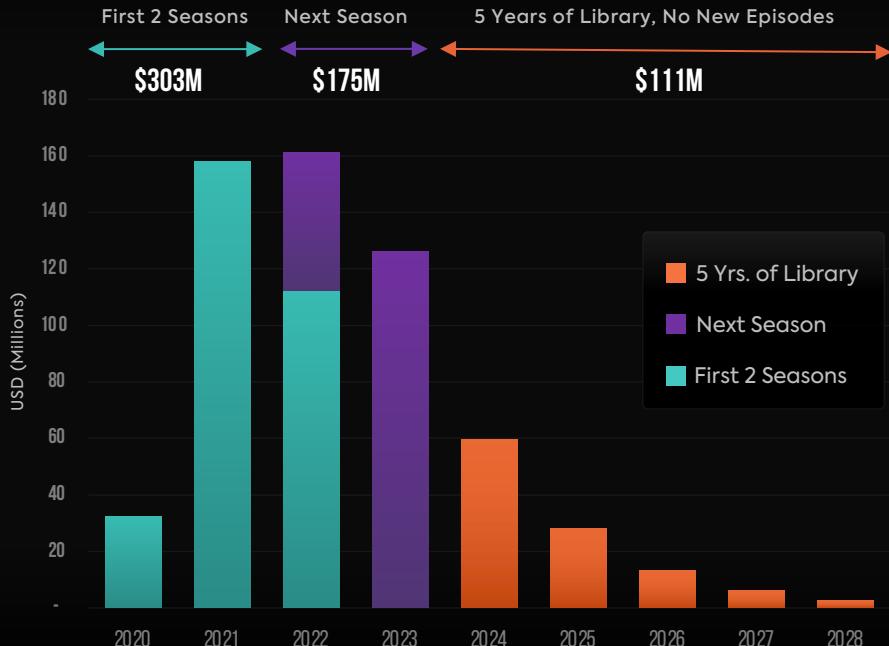




Ted Lasso

Global Revenue Contribution to Apple TV+

Ted Lasso is worth close to \$600M to Apple TV+



Revenue contribution to Apple TV+ by episode

	Period	\$ Value-add to Apple TV+	# of Episodes	\$ per Episode
First 2 Seasons	2020-22	\$303M	22	\$14M
Next Season	2022-23	\$175M	12	\$14.5M
5 Yrs of Library	2024-28	\$111M	34	\$3.3M



Succession

Question:

What's the opportunity
cost of ending after
season 4?

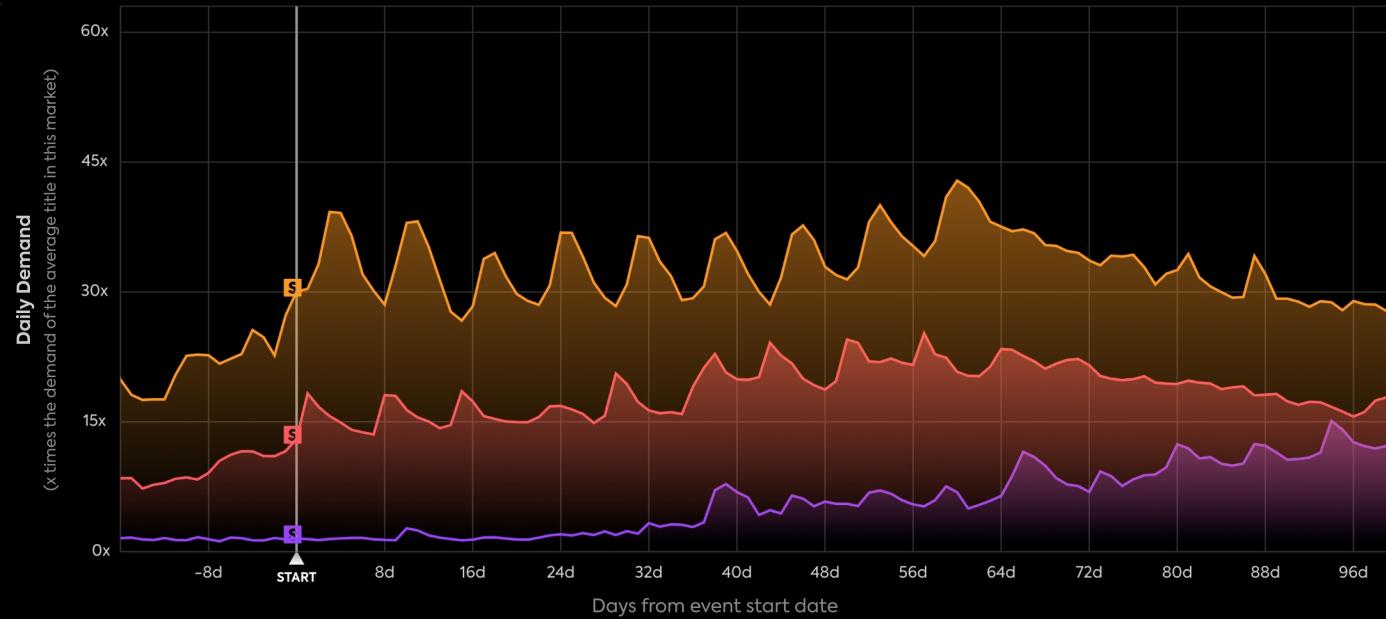




Succession

Demand first 3 seasons

MARKET: United States | TIME INTERVAL: DAILY | 14 days before | 100 days after



Succession
United States

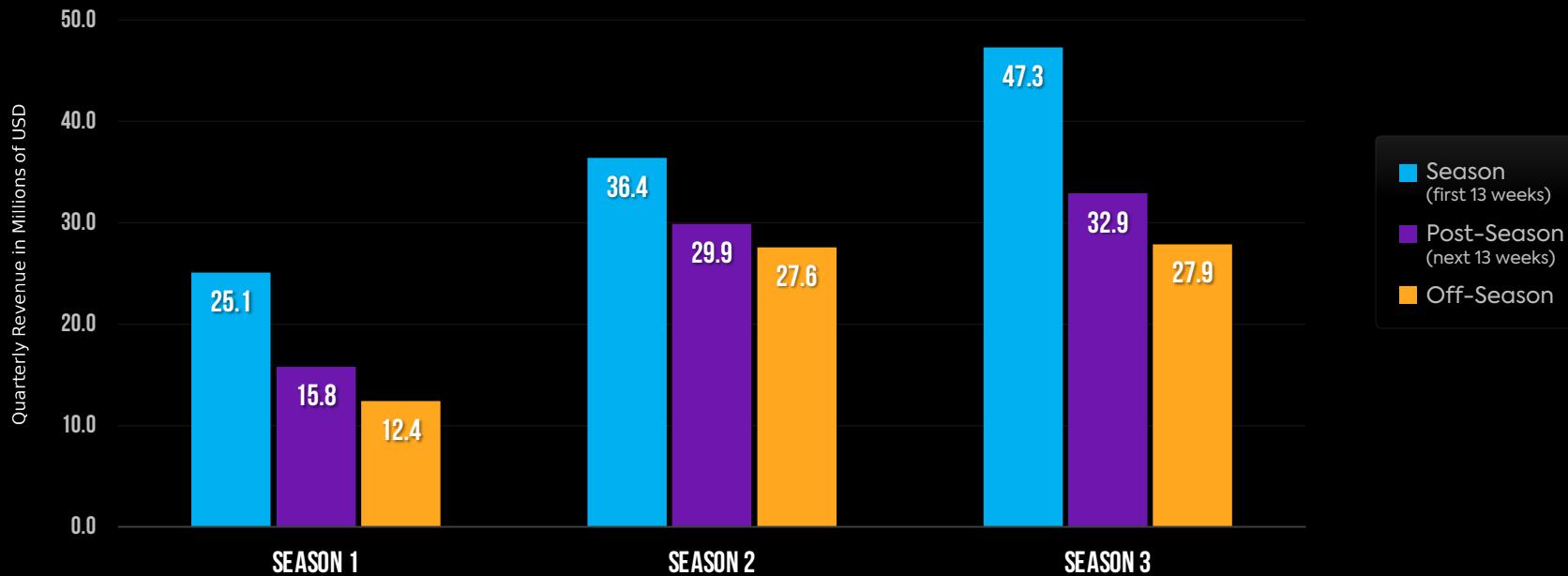
- S Season 1
27 Apr, 2018
- S Season 2
11 Aug, 2019
- S Season 3
15 Oct, 2021



Succession

Global Revenue Contribution to HBO Max by Season

Quarterly Averages by Season in \$M

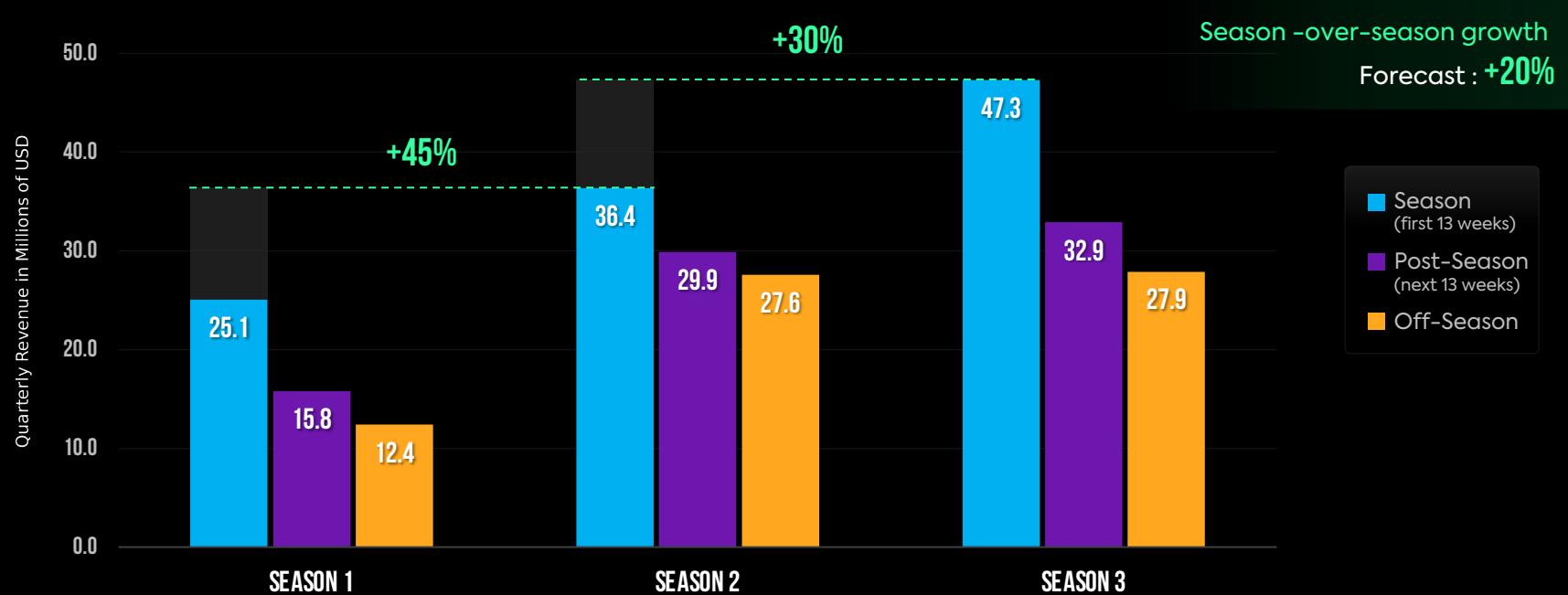




Forecasting Metrics - Succession

Season-over-season Growth

Quarterly Averages by Season in \$M

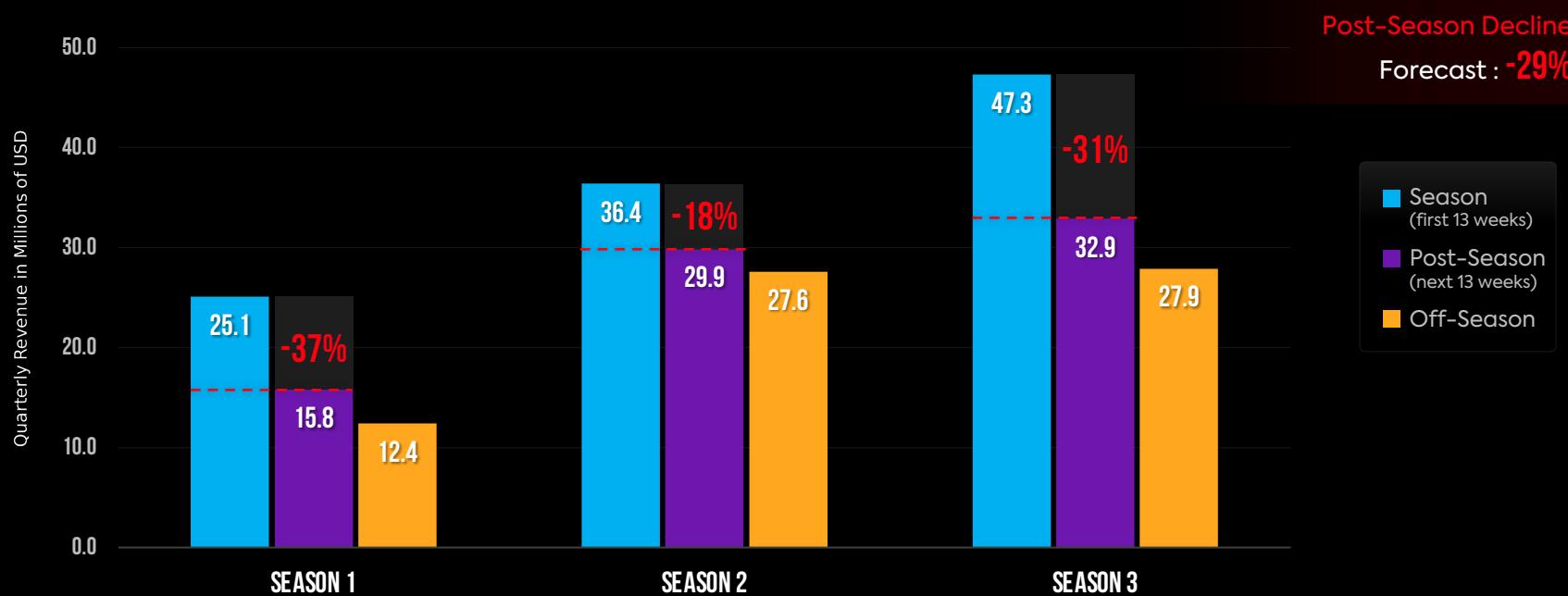




Forecasting Metrics - Succession

Post-Season Decline

Quarterly Averages by Season in \$M

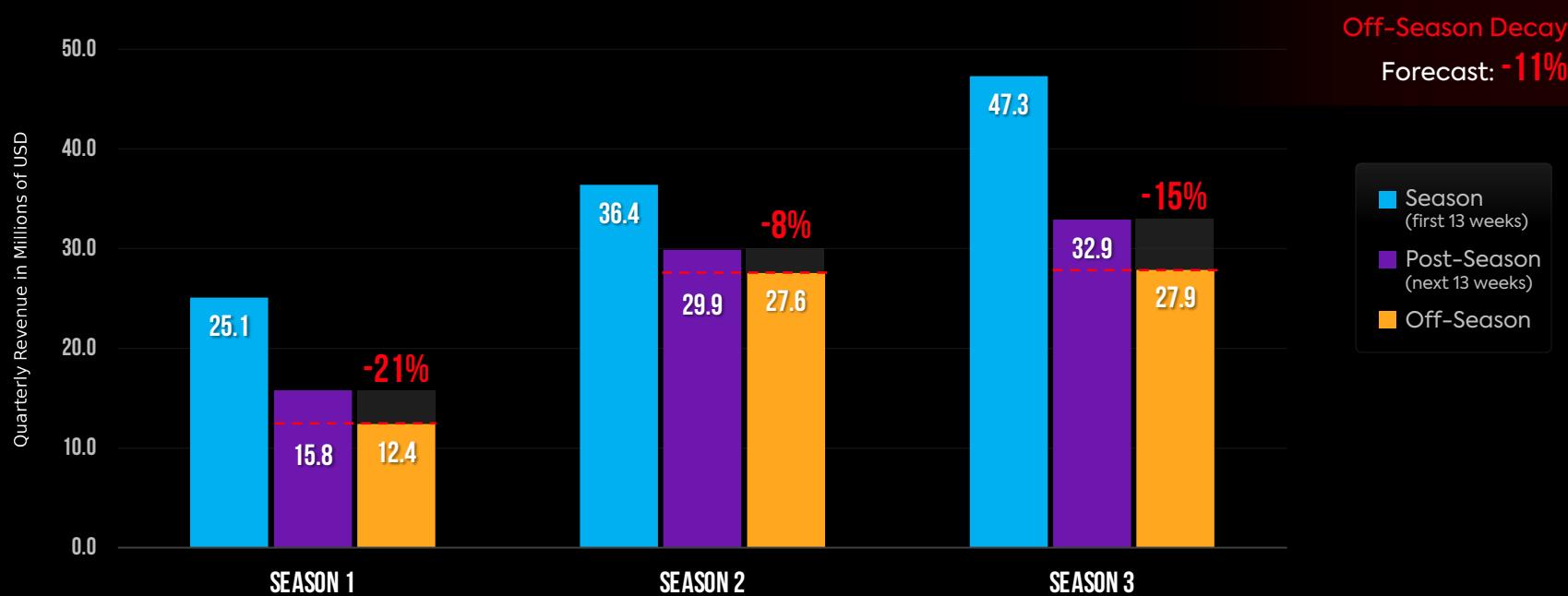




Forecasting Metrics - Succession

Off-Season Decay

Quarterly Averages by Season in \$M



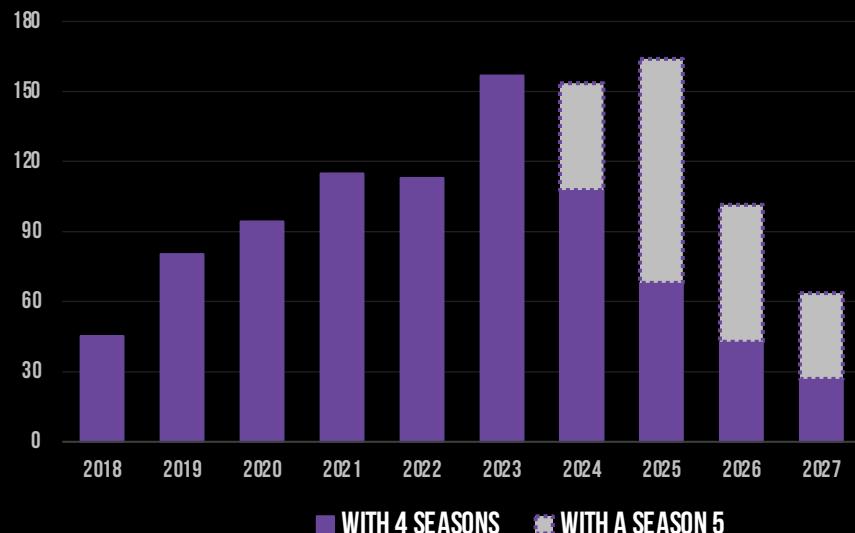


Projections – Succession

Historic, Projection & Total revenue contribution by total number of seasons

Ending Succession after 4 seasons leaves a **\$237M revenue gap to close for HBO**

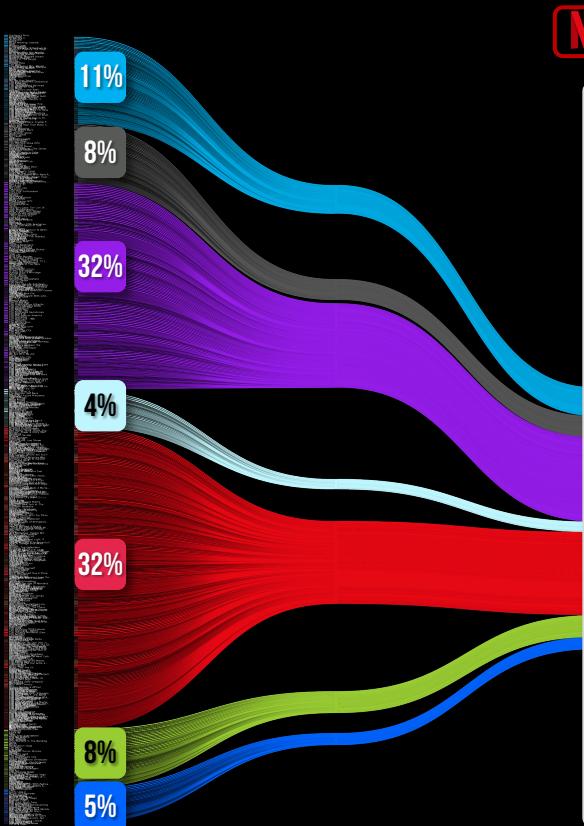
Global revenue contribution to HBO by Succession in \$M



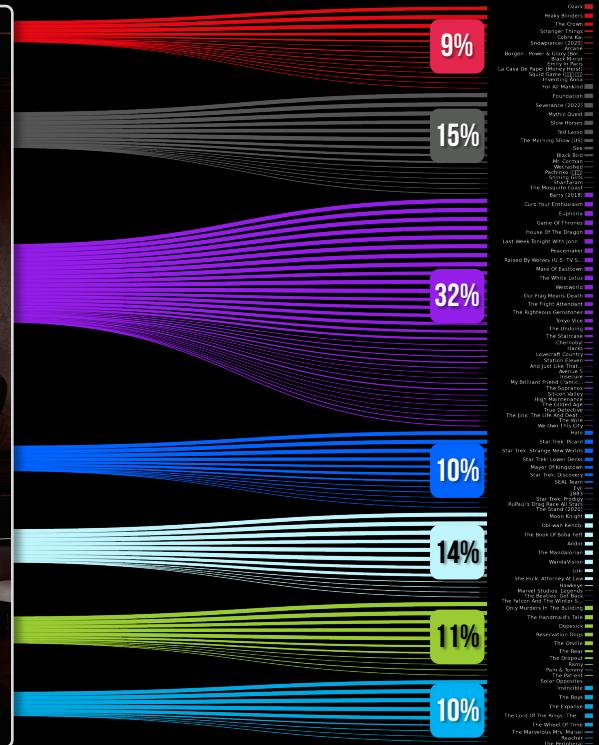
Revenue contribution to HBO by scenario

	# of Seasons	\$ Value-add to HBO
Base scenario	4	\$850M
With an additional season	5	\$1,087M
GAP TO CLOSE		\$237M

People who watched a title
and then Succession:



People who watched Succession
and then another title:

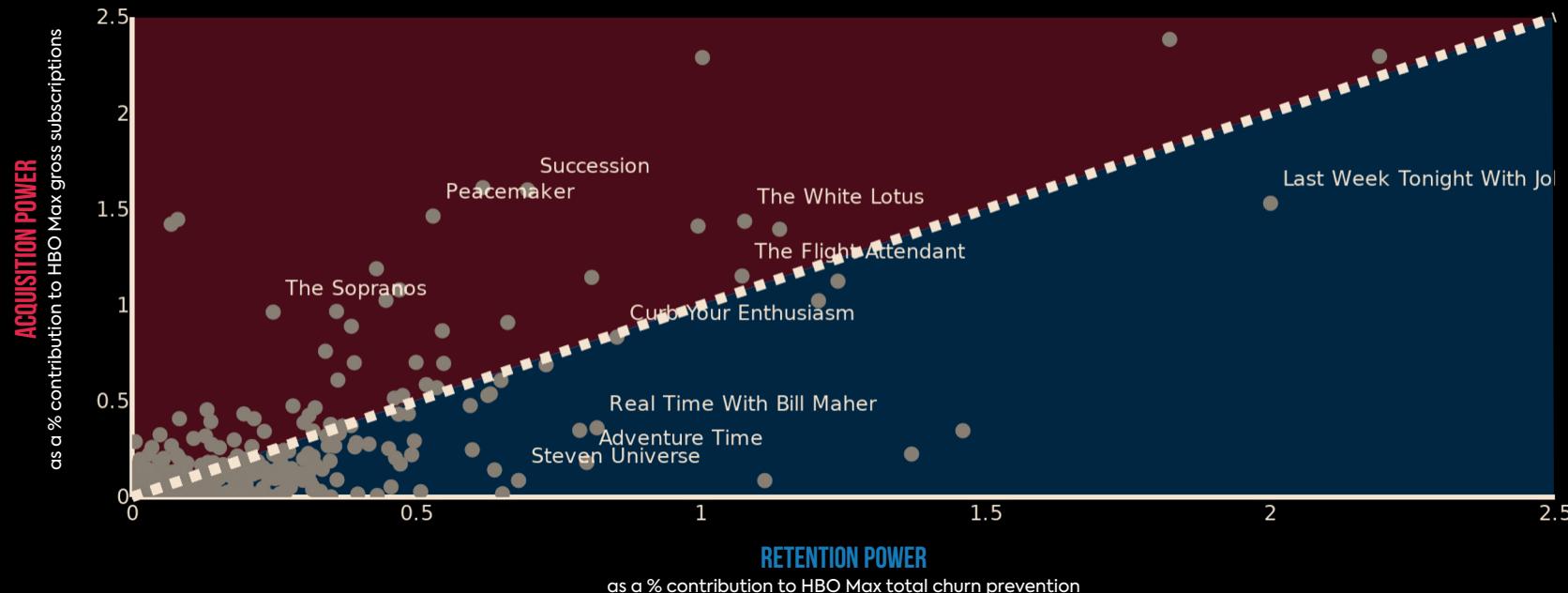




Subscriber Acquisition vs Retention Value

Succession derives most of its value from driving new sign-ups

HBO Max – Retention vs Acquisition Attribution Model

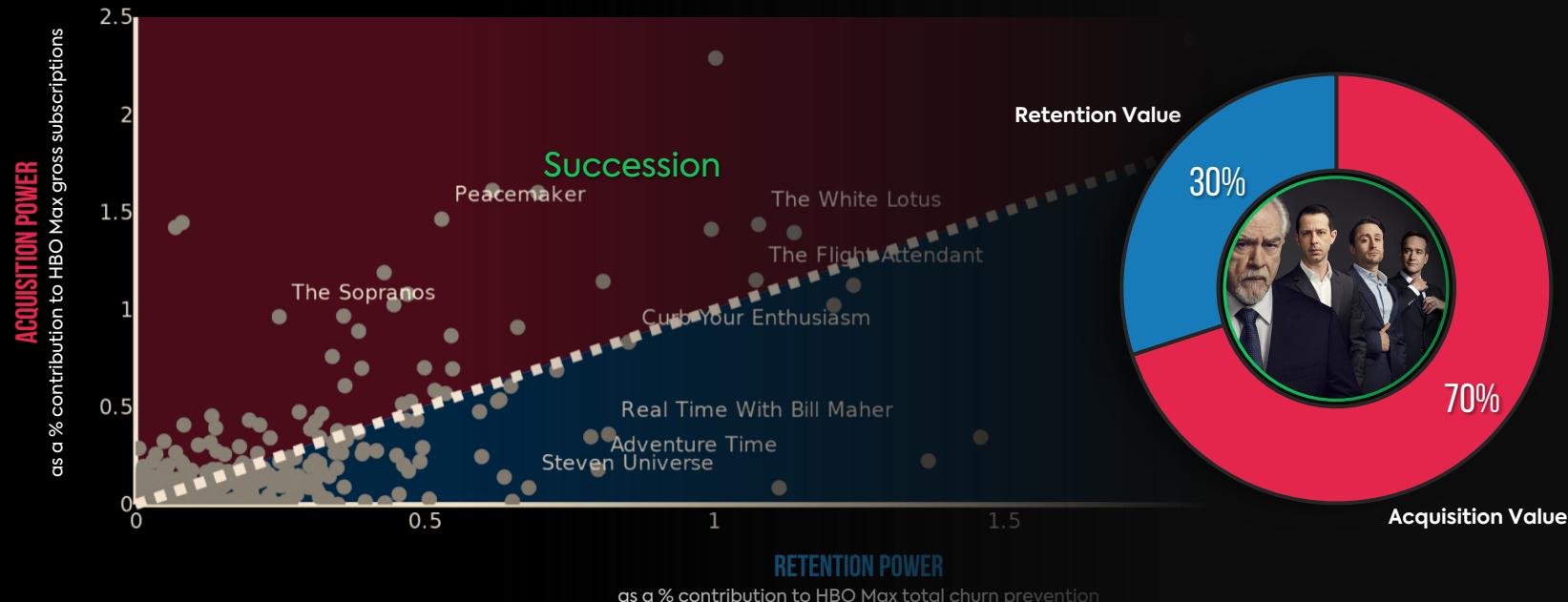




Subscriber Acquisition vs Retention Value

Succession derives most of its value from driving new sign-ups

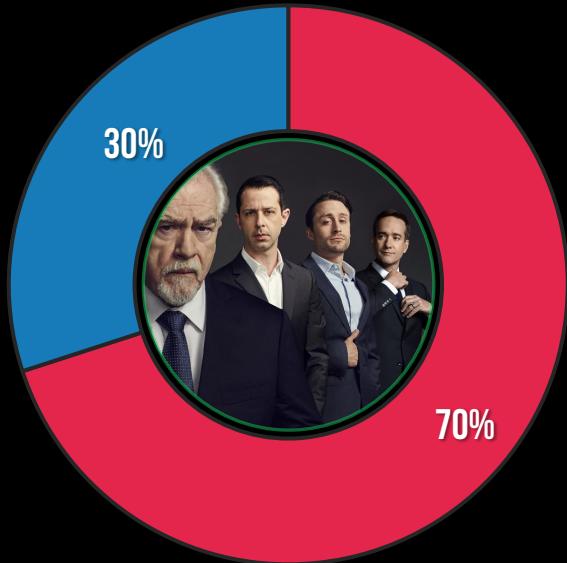
HBO Max – Retention vs Acquisition Attribution Model



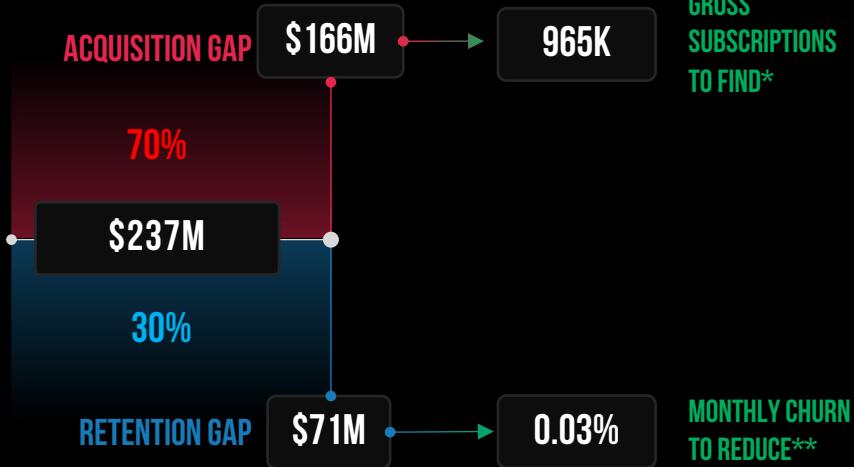


Revenue Gap to Close

Ending Succession leaves a gap to close in gross subscriptions and churn reductions



GAP TO CLOSE



■ Retention Value ■ Acquisition Value

* Based on current ARPU and subscriber lifetime estimates

** Churn impact expected to start by mid 2025

Air

Question:

What's the ROI of acquiring
the movie rights ?





Air

Demand across windows

MARKET

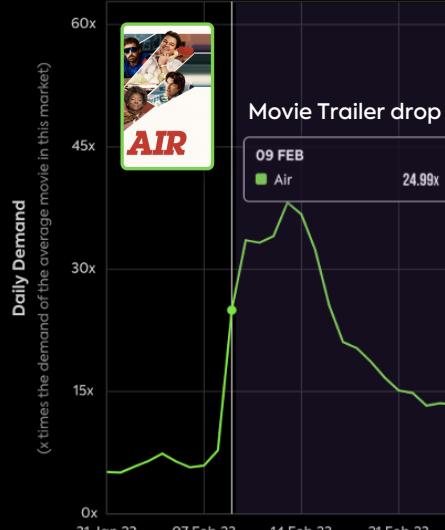
United States ▾

TIME

31 Jan - 23 May 2023 ▾

TIME GRANULARITY: CALENDAR DAILY ▾

PRE-RELEASE



THEATRICAL

Theatrical release

05 APR

Air

29.79x

18 MAR

Air

26.75x

Theatrical release

Streaming release

12 MAY

Air

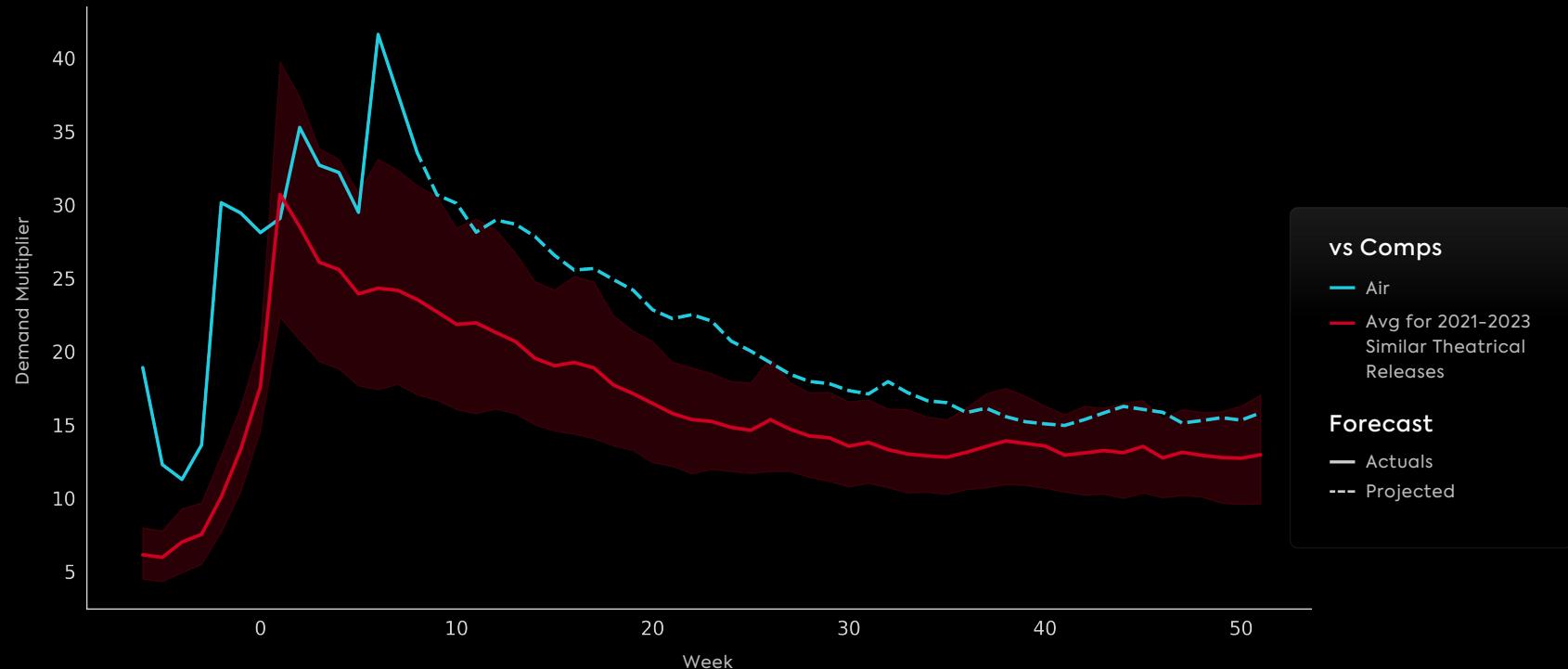
41.91x

STREAMING



Air

Demand across windows

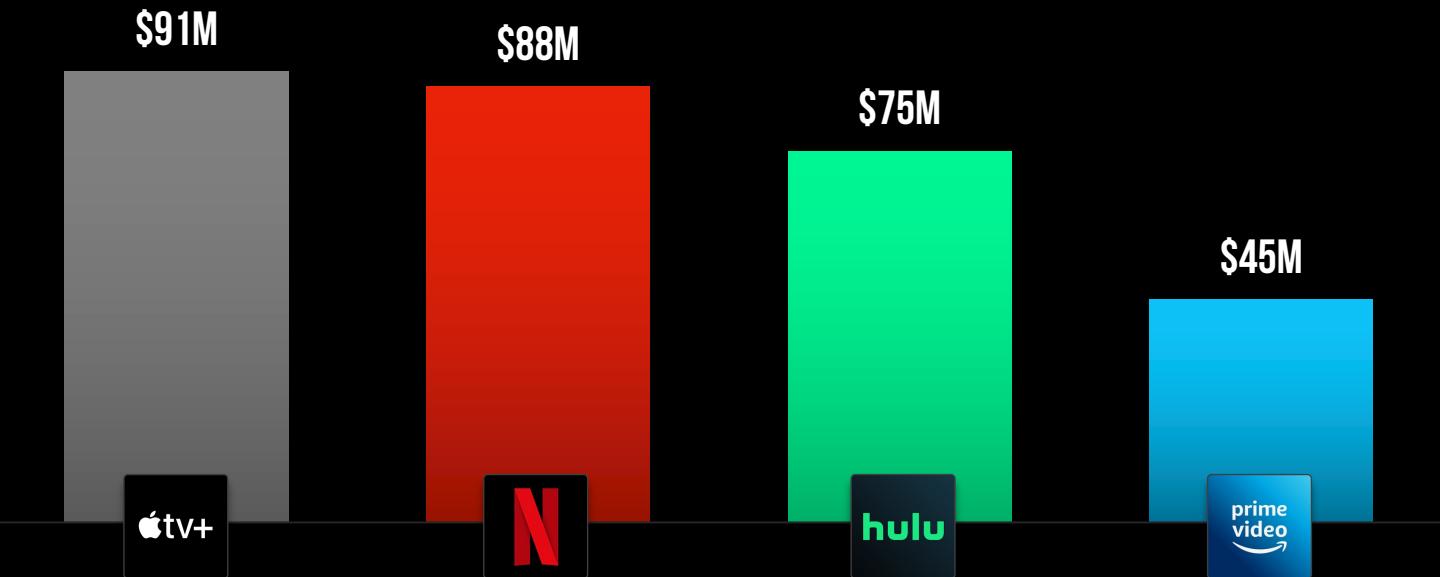




Air

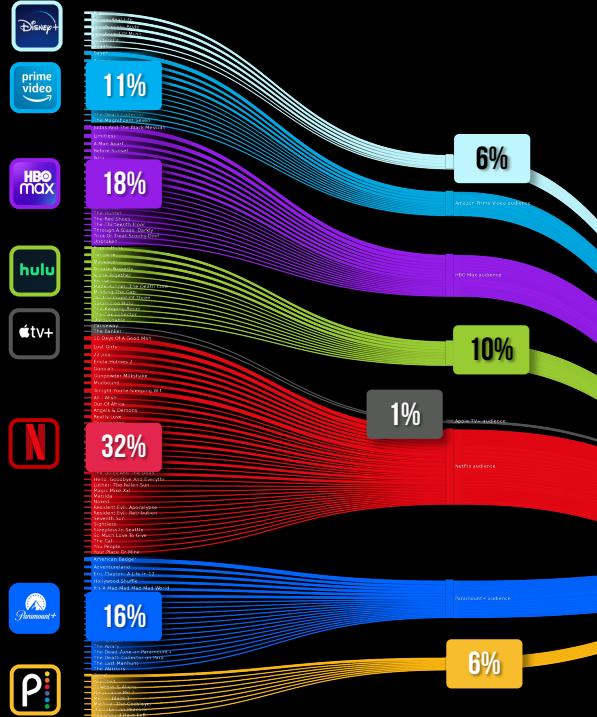
Global Revenue Contribution

5 Year Streaming Window in Millions of \$



Affinity Determines Acquisition and Retention Power

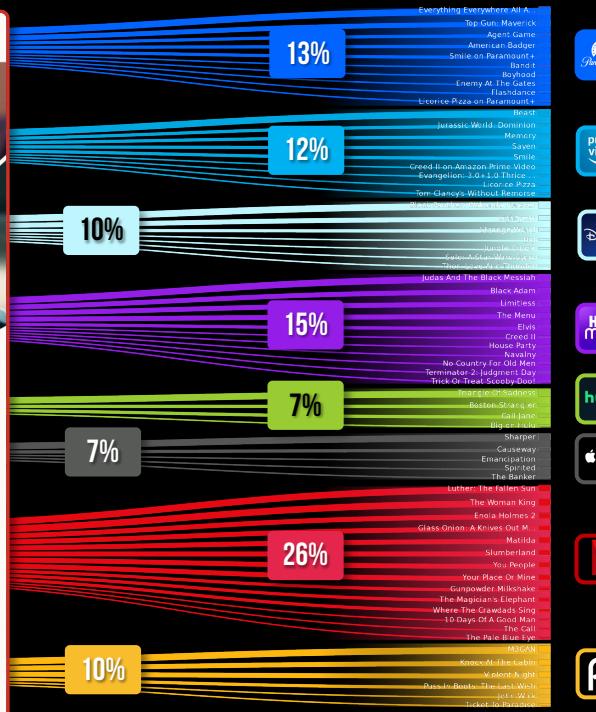
People who watched a title and then Air:



AIR vs movies available on each platform



People who watched Air and then another title:

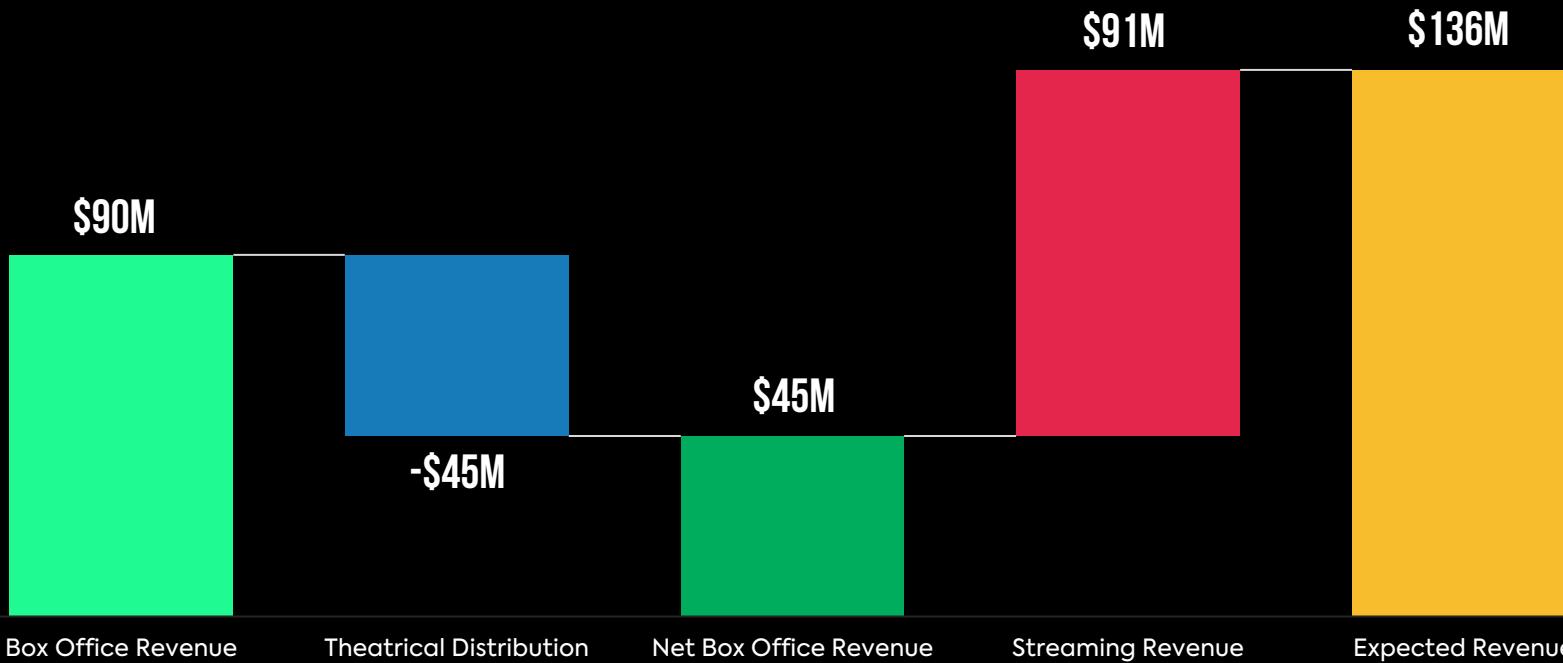


Methodology Note: Global audience behavior from April 5 to May 7, 2023. Thickness of edge indicates the number of weeks a movie ranked within the top 100 in terms of affinity.



Air

Global Revenue Contribution





Thank You

For questions please contact:

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