

# WHAT DID *DESTINATION ATLANTIS* PREMIERE TELL US?

This slide provides a performance overview of the *DESTINATION ATLANTIS* premiere by covering clickstream and audience analysis.

3555

total visits

1.1

visits per device

10.7%

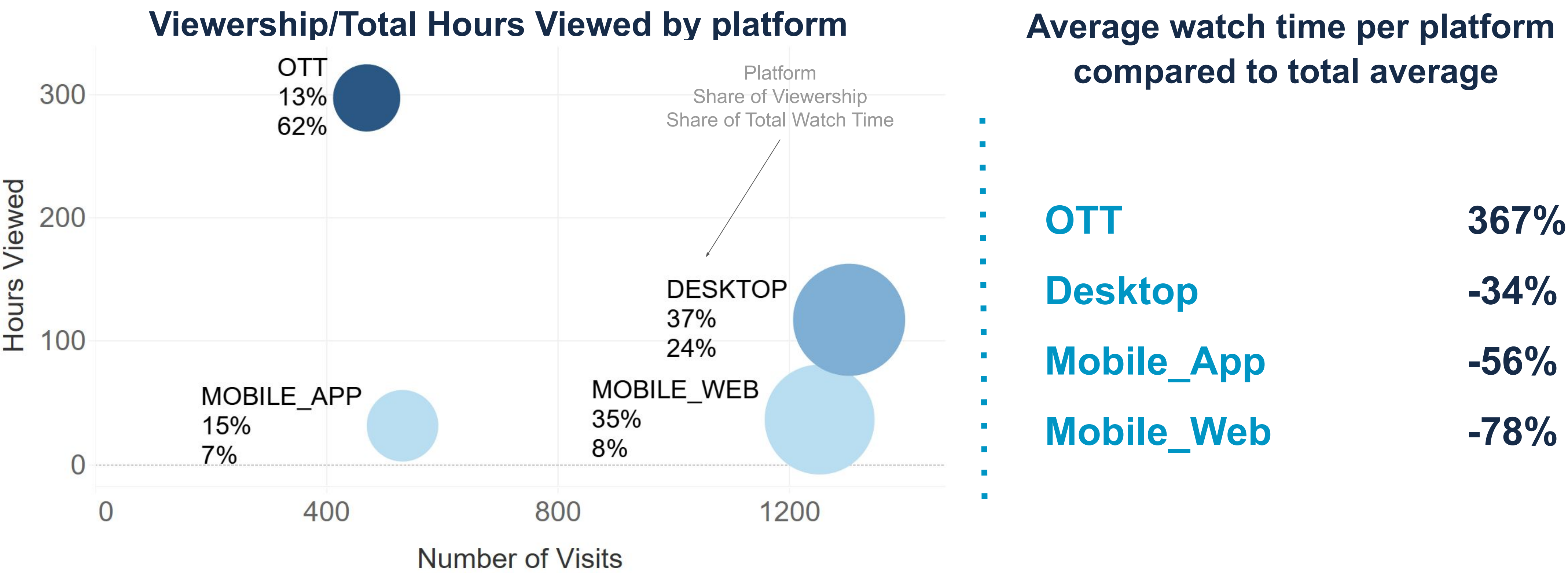
of the viewers revisited using same device

8 Mins

average watch time

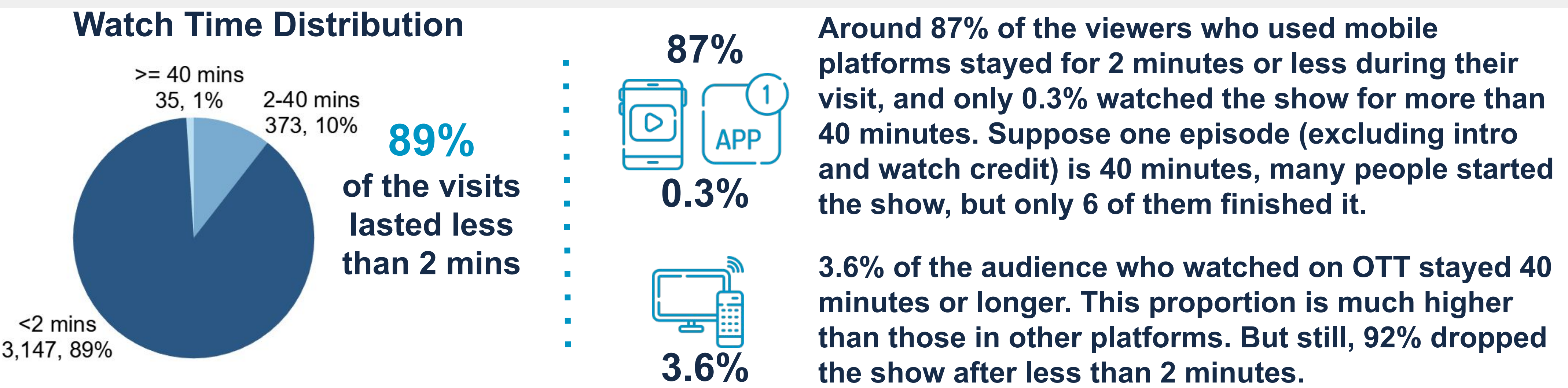
\*The percentage is based on the assumption that only one user(viewer) can use the same device.

## WHERE ARE THE AUDIENCE WATCHING?



- While more of the audience visited the show premiere on desktop (37%) and mobile web (35%), the OTT audience stayed the longest (62% of watch time). This is in spite of the fact that OTT contributed only 13% of the viewership.
- About half of the audience watched the show using mobile platforms, but the average watch time on mobile platforms was much less than overall average (-56% and -78% respectively).

## CLOSER LOOK AT WATCH TIME



## 💡 WHAT CAN WE DO?

- If we want to increase watch time, we should conduct tests on mobile web and mobile app to see if it's the design that causes low audience retention rate on these two platforms.
- We see fewer people going to OTT and mobile app platforms to watch the show. Therefore, we should leverage marketing platforms to promote the show's presence and ads creativity to let audience know that the show is also available on OTT and mobile app. At the same time, improve user experience and user interface on OTT and mobile app to increase their audience acquisition.

\*The above analysis is based on a dataset that contains 4 variables and 3554 records.