

Digital Content & Channels Intelligence Service

Part of the Media & Entertainment Service Area Package

A unique service bringing the worldwide content business into focus. In-depth coverage of the full spectrum of operators and business models, from free-to-air broadcasters though to pay TV channels and online platforms.

“ Content has become a key battleground not just for broadcasters and studios but, increasingly, service providers and technology companies ”

Tim Westcott

Senior Principal Analyst

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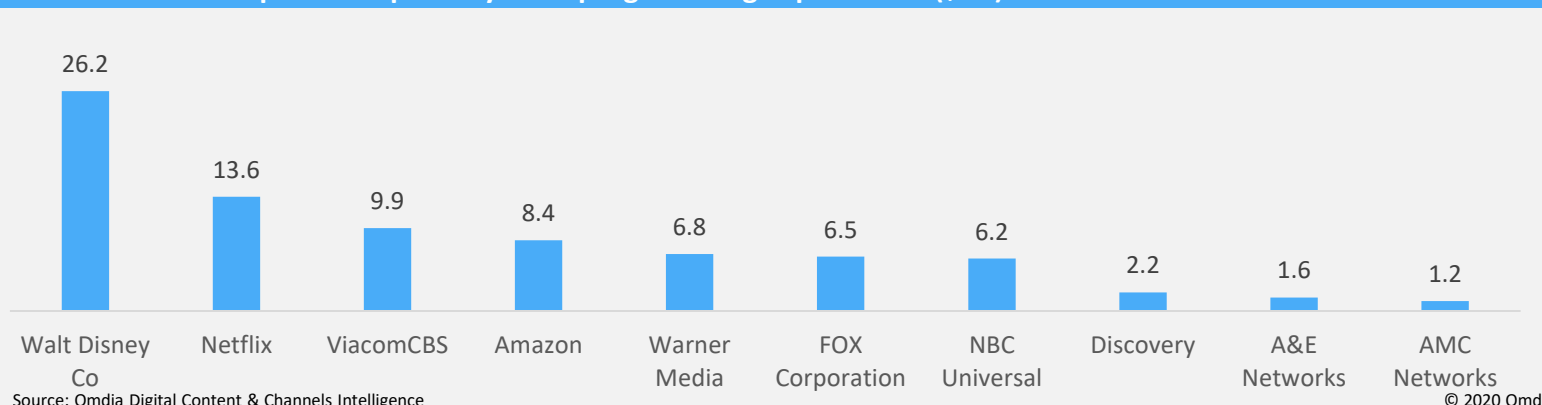
HOW OMDIA HELPS YOU

- Core data deliverables covers broadcasting revenues and annual programming spend; channel distribution; sports rights; on demand catalog tracking, featured titles; viewing data
- Commentaries and insight reports examining markets, strategies and trends
- Analyst access to dive deeper into research data, and specific areas of client’s interest
- Understand dynamics of changing content catalogs by market and provider

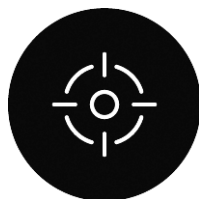
KEY QUESTIONS ADDRESSED

- What do the top groups spend on programming, and what share do they spend on original versus acquired programming? What do they invest in sport?
- Who owns key sports rights, and what are the key studio deals for movie and TV programming?
- What are sports rights worth by market and by property/sport?
- How are on demand catalogs changing by country and provider?
- What are the top Amazon, Disney+ and Netflix titles in each country, and how many unique viewers do they get each quarter?

US-based media companies: top ten by 2021 programming expenditure (\$bn)



Digital Content & Channels: Deliverables



DATABASES

—Ongoing—

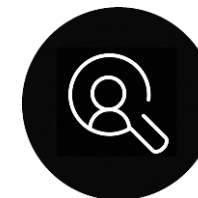
- Revenue & Programming Spend
- Channel Line-Up and Availability
- Movie & Sports Rights
- Channel Distribution
- SVoD TV & Movie Content Tracker
- On-Demand Featured Titles Dashboard
- International On-Demand Viewing Dashboard



REPORTS

—Annual—

- Example Titles*
- Original Online Production
 - Worldwide TV Production
 - Video On-Demand Titles Analysis
 - Worldwide Sports Rights
 - Broadcaster Transformation
 - Trends to Watch



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market developments impacting on our datasets.



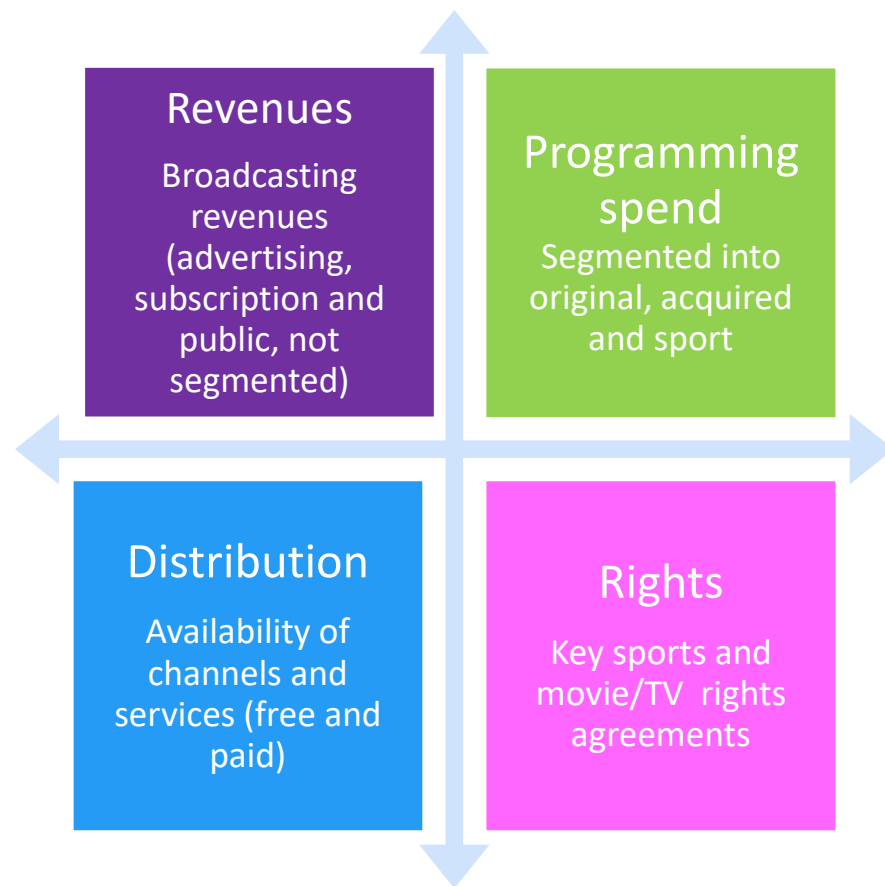
ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Digital Content & Channels: Data Segmentations

Key Data Sets



Company & Country Coverage

Global groups covered – domestic and international revenues and programming expenditure:

- A&E Networks, Amazon, AMC Networks, BBC, Canal Plus, DirecTV, Discovery, Fox Corp, HBO, Mediaset, NBC Universal, NENT Group, Netflix, ProSiebenSat.1, RTL Group, Sky, Sony Pictures, Starz, Telefonica, Televisa, TV Azteca, Turner, ViacomCBS, Walt Disney Co, Zee... and others

Key operating units of global groups also covered:

- Walt Disney Co: ABC, ESPN, Disney+, Hulu, Star India; WarnerMedia: HBO, Turner, HBO Max... and others

Countries covered:

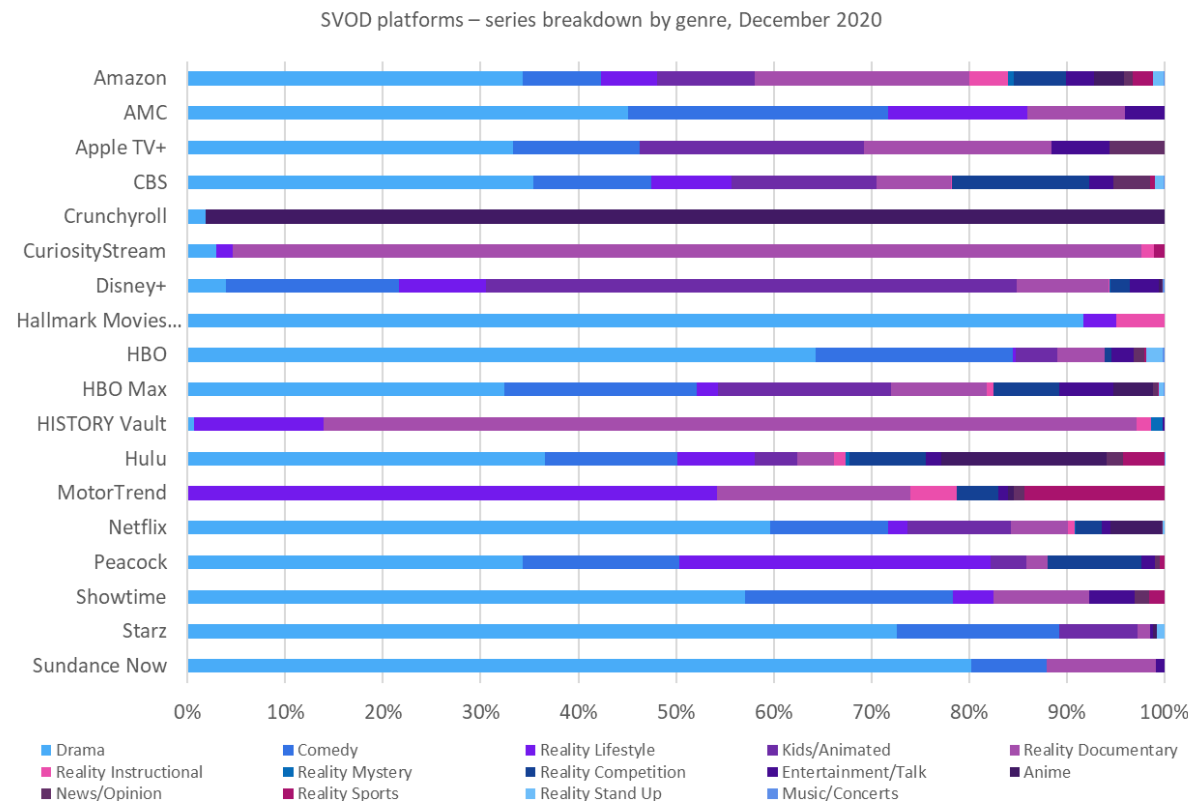
- Europe (France, Germany, Italy, Spain, UK, Russia)
- Americas (Canada, US, Brazil, Mexico)
- Asia & Oceania (Australia, China, India, Japan, South Korea)
- MEA (Turkey)

Digital Content & Channels: SVoD TV & Movie Content Tracking

Key Data Sets

- Examining movie and TV content on offer from leading providers in key international markets of US, UK, France, Germany, Italy & Spain
- Key questions include exclusivity and first-run content, catalog overlaps, genre breakdowns, country of origin and language, scripted vs. non-scripted and more. Covering non-series content (including theatrical movies) as well as series.
- Additional granularity on content of leading US on demand providers, including SVoD market leaders Amazon, Hulu and Netflix, AVoD platforms Pluto TV and Tubi, and the new wave of D2C players including Disney+, Apple TV+, HBO Max, Peacock and Paramount+

Sample Chart



Digital Content & Channels: On-Demand International Views Dashboard

Questions / Details

- What are the top Amazon, Disney+ and Netflix titles in each country, and how many unique viewers do they get each quarter?
- Which genres are performing most strongly, and how do performances measure up in different countries?
- How do originals perform against movies and TV series acquired from third parties?
- How have recurring movie and TV series titles perform over time?

Data, provided by research partner

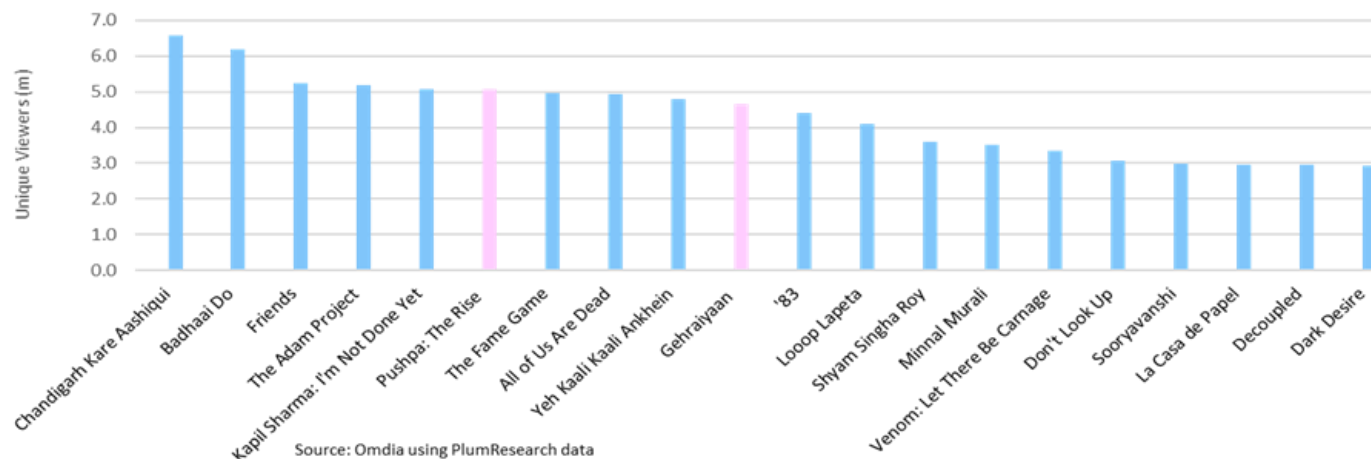
PlumResearch, offers an independent measure of the most successful titles on the leading subscription streaming platform

We currently cover Netflix in 43 countries, Disney+ in 8 and Amazon in 7.

Segmentations

- Quarterly viewing of the most popular Amazon, Disney+ and Netflix titles in US and 42 other countries (with more to be added)
- Top 20 titles by unique views per country, from 1Q 2017 to most recent quarter
- Top 20 titles across all countries

Top 20 on-demand titles in India, 1Q22



Digital Content & Channels: On-Demand Featured Titles Dashboard

Questions/Segmentations

How are leading Video On-Demand providers promoting content in-app?
 How are the titles changing and how do titles and genres compare across providers?

This dashboard with visualization lets you compare specific TV & movie titles by featured title categories as defined by providers, ie "Trending Now", "Popular on x", "Worth the Wait", "Top 10 in the US Today," etc.

See how featured title names change compared to previous month and breakdowns such as series or non-series, genre, and original vs. non-original.

This dashboard, updated monthly, covers the following On-Demand providers: Netflix, Discovery+, Disney+, HBO Max, Hulu, Peacock, Pluto TV and Tubi.

This dashboard currently covers the US and UK only.

The dashboard displays three sections of content:

- Disney+ Featured series (November 2021):** A table with 23 rows. The top row is 'The World According to Jeff Goldblum' (Rank 1, Previous month rank New, Provider originals? Yes, Content type Series, Genre Docuseries, Maturity rating Information not available).
- Hulu Newly Added Movies (October 2021):** A table with 13 rows. The top row is 'Four Good Days' (Rank 1, Previous month rank 3, Provider originals? No, Content type Non-Series, Genre Drama).
- NETFLIX Coming This Week (October 2021):** A table with 1 row. The top row is 'You' (Rank 1, Previous month rank New, Provider originals? Yes, Content type Series, Genre TV Shows Based on Books,TV Thrillers,TV Dramas,US TV Shows).

Reports & Analysis

Key Analysis Areas

Commentaries, insight reports and trackers covering key areas including:

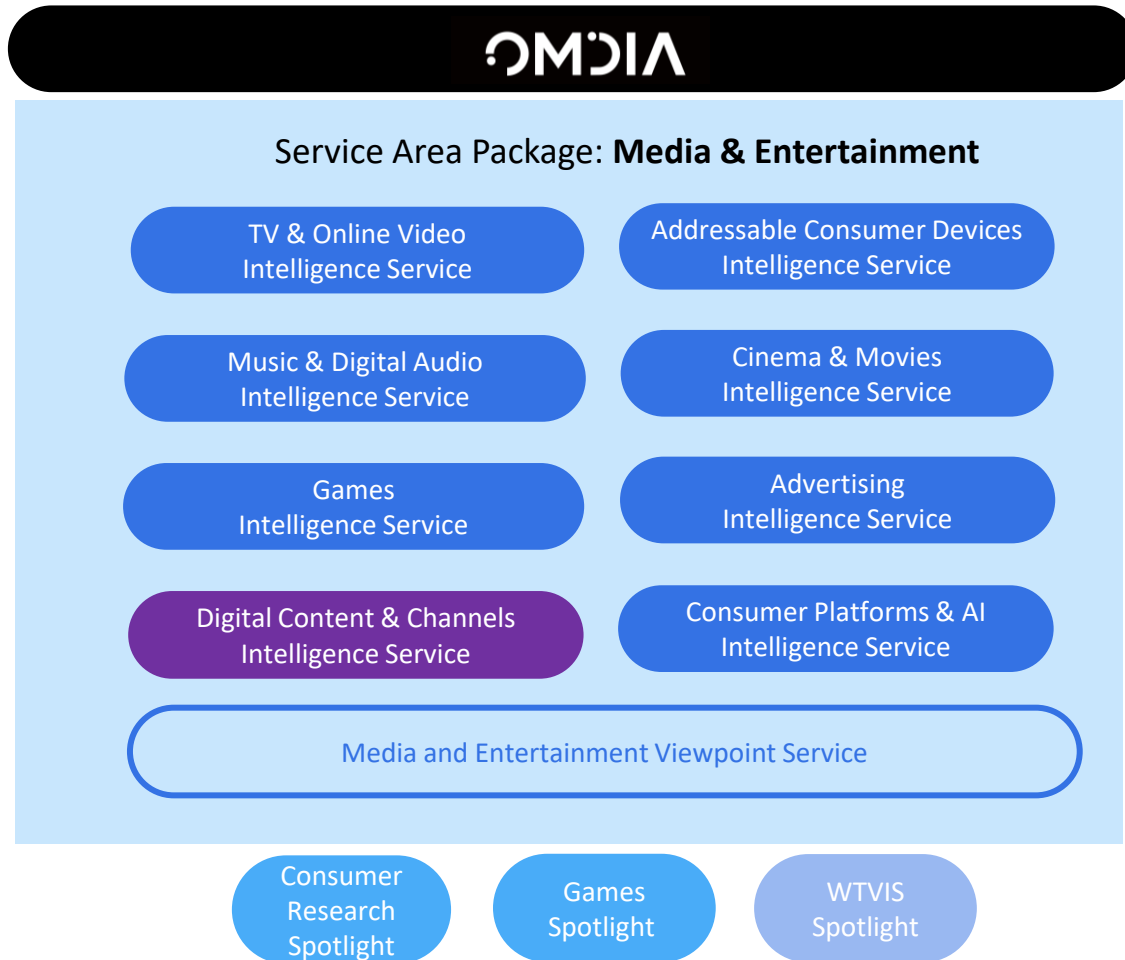
- Companies (mergers and acquisitions, market share changes, evolving strategies)
- Markets (country profiles, emerging markets)
Macro-trends and developments (D2C, M&A)
- Programming (investments, original production by online and linear players, acquisition markets, content line-ups, genres)
- Sports (rights deals, league and rights holder strategies)
Trends and emerging services (eSports, D2C, social media)

Reports and Commentaries

Recent reports and analysis:

- Amazon lays foundations for further streaming growth with MGM buy
- Discovery and Warner Media merge to create new streaming giant
- Europe's Super League faces a tough battle
- Video-On-Demand Titles Analysis Report – US – May 2021
- Amazon and Netflix Original Production
- Broadcaster Transformation – Pay-TV Channels and Broadcasters
- Broadcaster Transformation – The Studios
- World TV Production

Related Content: Media & Entertainment Service Area Coverage



About Omdia’s Media & Entertainment Research

Omdia’s Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world’s largest, fastest-growing and dynamic markets. The team’s coverage provides a joined-up view of unrivalled depth and breadth across the sector’s most important geographies, technologies and companies.

Clients receive access to a team of over 35 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.