BELIEVE

Predicting the Next Big Streaming Hit







3,689,056

Total Social Volume

Since January 1

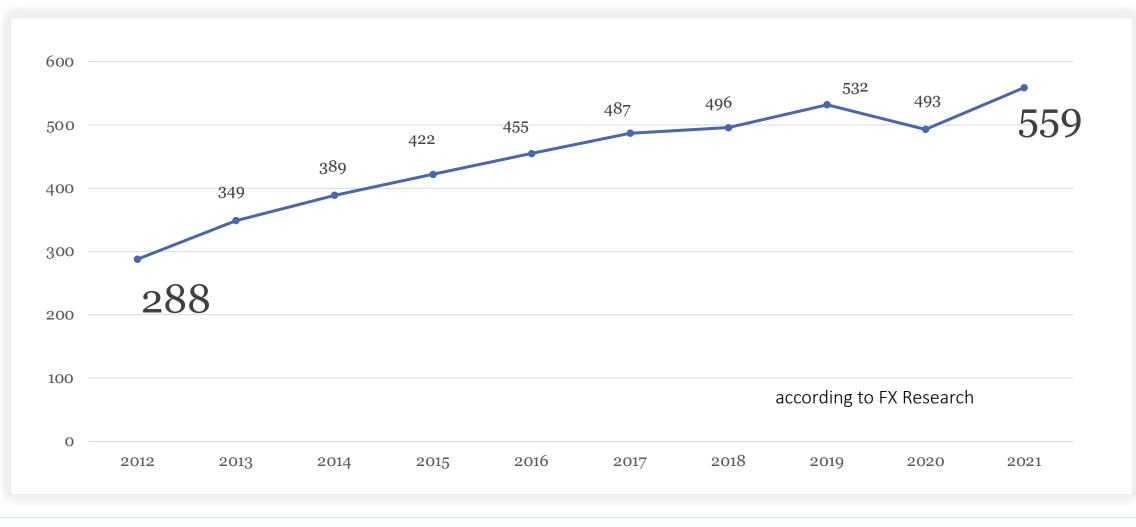
2,936,154 Total Social Volume Since January 1

<u> (IRAINGIE)</u> R

VS.

OBI-WARS KENOBI

Estimated Number of Adult Scripted Original Series (U.S. Broadcast, Cable, and Streaming).



So how did these series become unlikely hits?

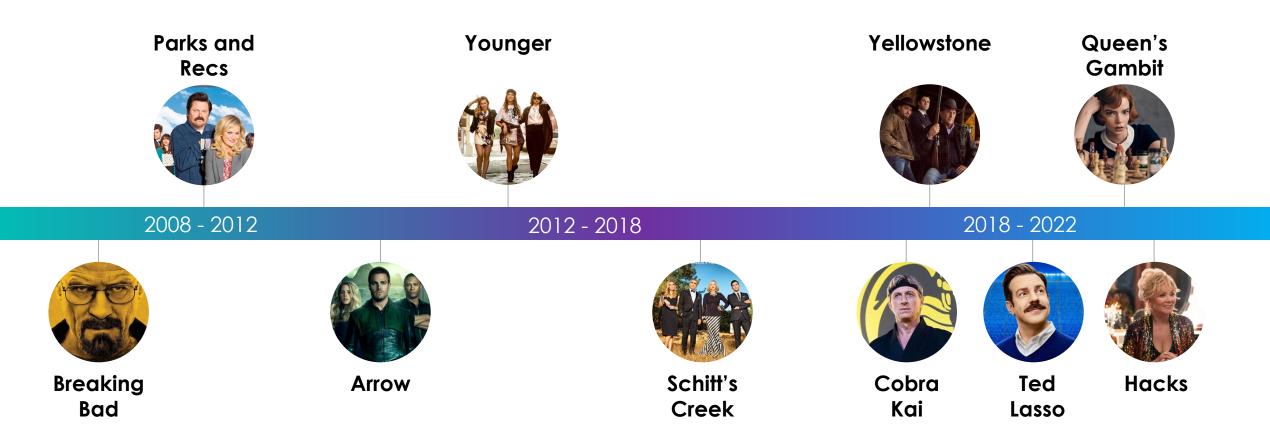
What is a sleeper hit?

WIKIPEDIA

In the entertainment industry, a sleeper hit is a film, television series, music release, video game, or some other entertainment product that was initially unsuccessful on release but became a success later on. A sleeper hit may have little promotion or lack a successful launch but gradually develops a fan following that garners it media attention, which in turn increases its public exposure and public interest in the product.



Sleeper hits aren't new, but bigger & more in recent years.



5 Key elements to a sleeper hit.

3 MUST HAVES

All sleeper hits have three things in common

1 TURBOCHARGE

Many sleeper hits have used a common tactic – strategic or accidental – to grow

1 MAGIC

A dash of necessary magic



High Quality

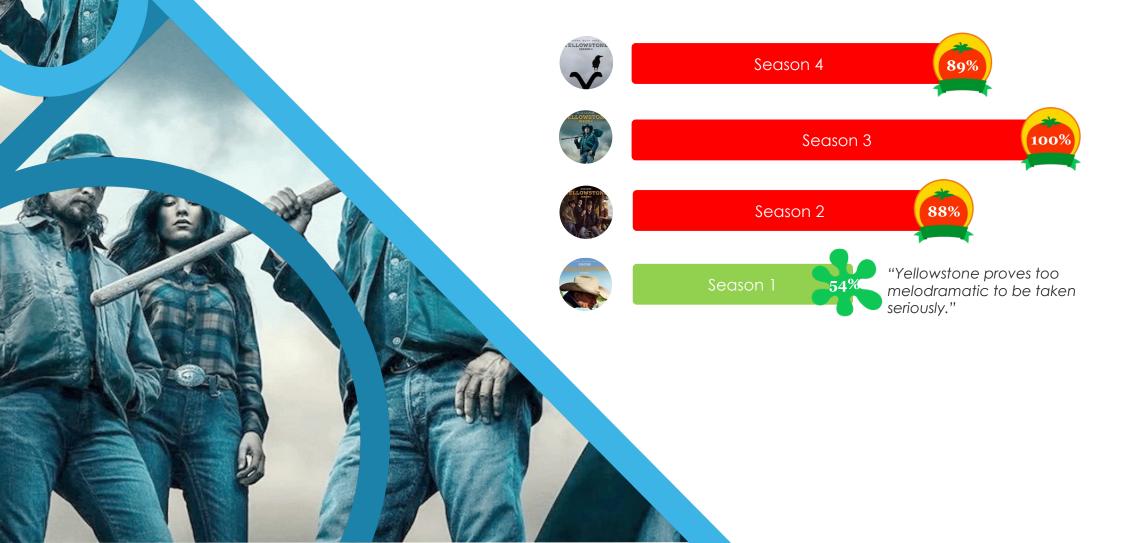
1

(this is a must have)





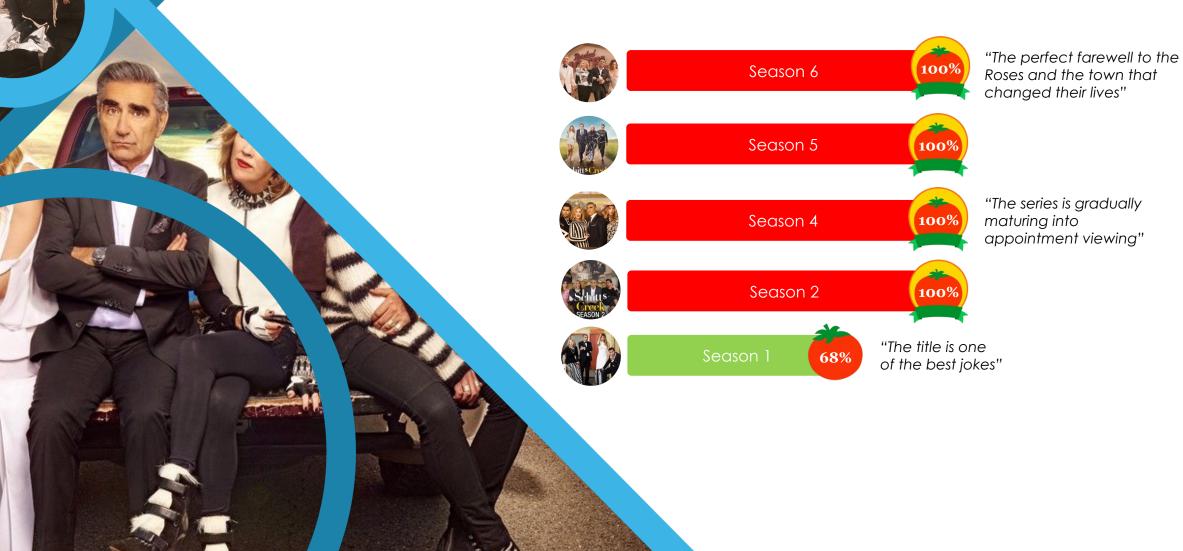
Yellowstone had a bleak start before finding it's footing





Critical acclaim surges following the second season to the very end

13



Passionate Evangelists

2

(this is also a must have)







tv+ Top Original Series

ENGAGEMENT **EVANGELISM** Severance Severance 2 Ted Lasso Ted Lasso 3 The Essex Serpent* The Essex Serpent* Foundation Foundation 5 Suspicion* For All Mankind* For All Mankind* Pachinko V 6 7 Suspicion* Pachinko 🔻 Carpool Karaoke* Carpool Karaoke* 8 9 Dickinson Dickinson V 10 The Morning Show▼ Shining Girls*

Source: MarketCast Streaming Tracker

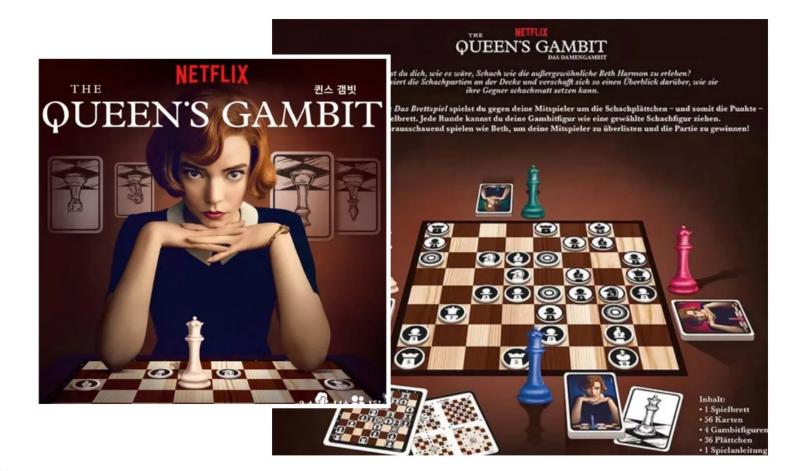
Since Ted Lasso's debut, it has ranked as one of Apple TV+'s top series for Evangelism

Google Trends Index

"The Queen's Gambit" vs. "Learn Chess"



Passionate fans want to participate, creating more opportunities for monetization and growth.





Patience

(Yup. Unfortunately, this is a must have too)

The New York Times

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Account ~

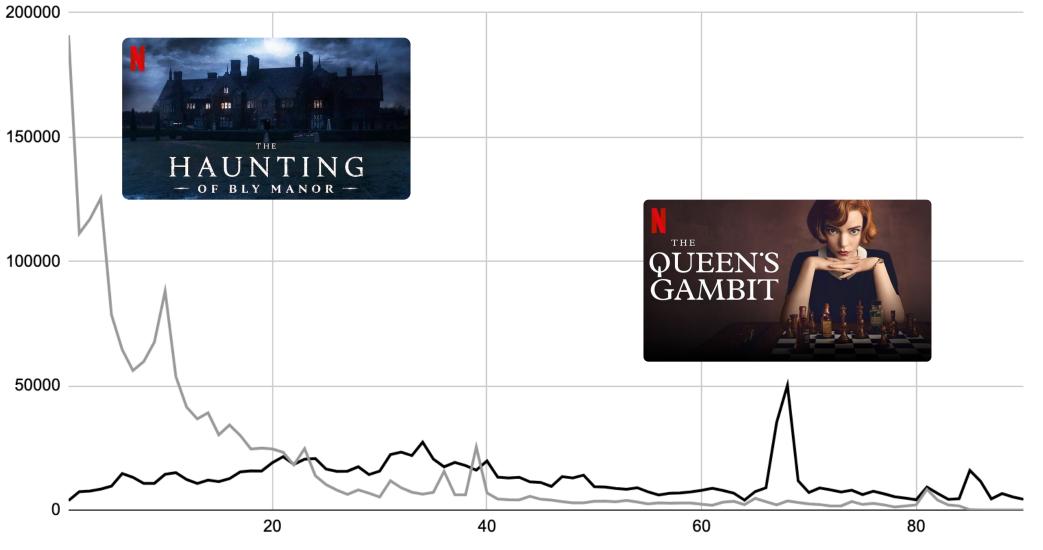
The Rise of 'Schitt's Creek'

The series is wrapping up just as it achieved something like mainstream success. For its creators and stars, that's the perfect time to go.

> Going into the fifth season, the cast began to detect a shift in "Schitt's Creek" awareness. Murphy noticed that more people were recognizing her in public. Eugene Levy found that fans who approached no longer wanted to joke about his infamous role in the 1999 teen sex comedy "American Pie," or to remark that he doesn't actually have two left feet, like his character in the 2000 Christopher Guest mockumentary "Best in Show."



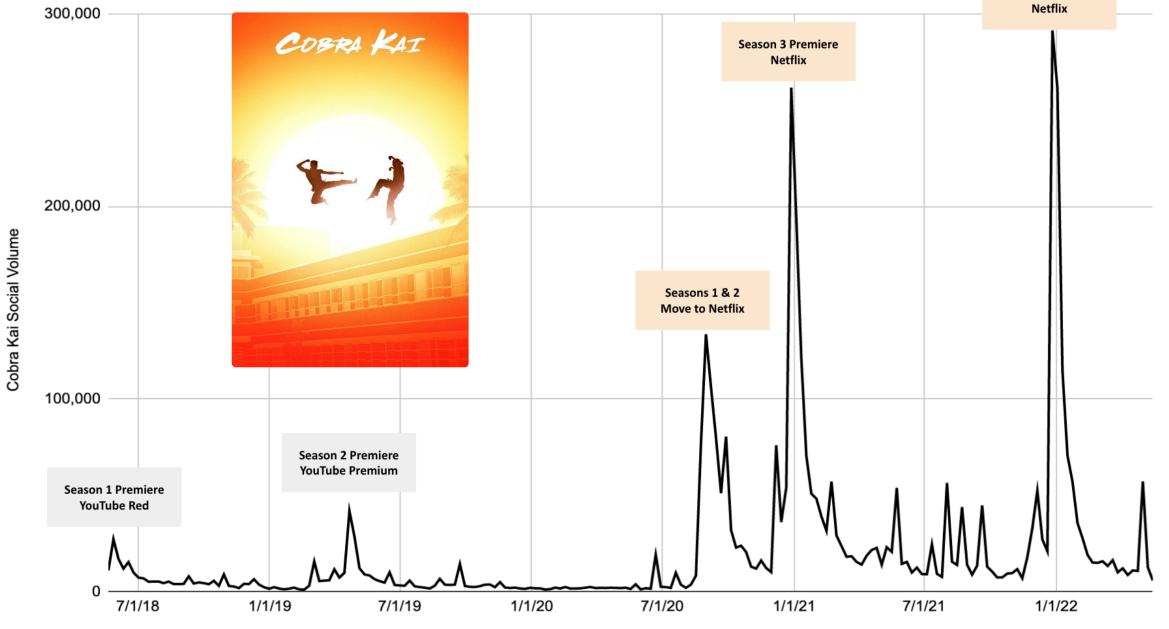
Social Conversation Decay Curve



Days Post-Release

Source: MarketCast Real Time Analytics

Season 4 Premiere



Date

Source: MarketCast Real Time Analytics

Expand Distribution

4

(Not a must have. A way to turbocharge.)

YouTube

11571

Total Social Volume (May 2018 - May 2020) 559,640

NETFLIX

Total Social Volume (May 28, 2020 - May 21, 2022) **3,723,690**

Source: MarketCast Real Time Analytics

Change Distribution.

Change Audiences. For the first 2 seasons, audiences for Yellowstone on the Paramount Network were older, more tied to linear television, and more likely to come from red states.

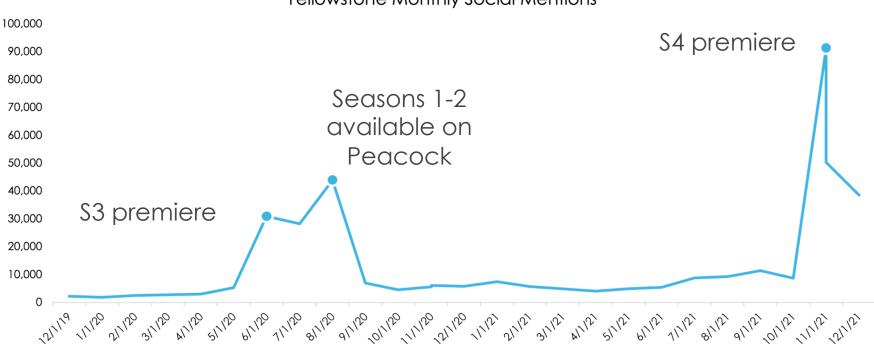
But audiences for the show on Peacock were younger, more likely to be "streamers first," and more coastal and urban.

Even though Peacock was an entry point for some audiences, many of them moved to watch on Paramount Network (or Hulu) to watch the new season live.

In fact, the growth of the linear audience has grown at the same rate as the streaming audience.

Source: MarketCast Data Science and Smart TV Measurement

Streaming distribution led to more people discovering the show, which drove greater social conversation and, when Season 4 came around, record ratings.



Yellowstone Monthly Social Mentions

Source: MarketCast Streaming Tracker

Walter White and David Rose have one thing in common...



Made them famous

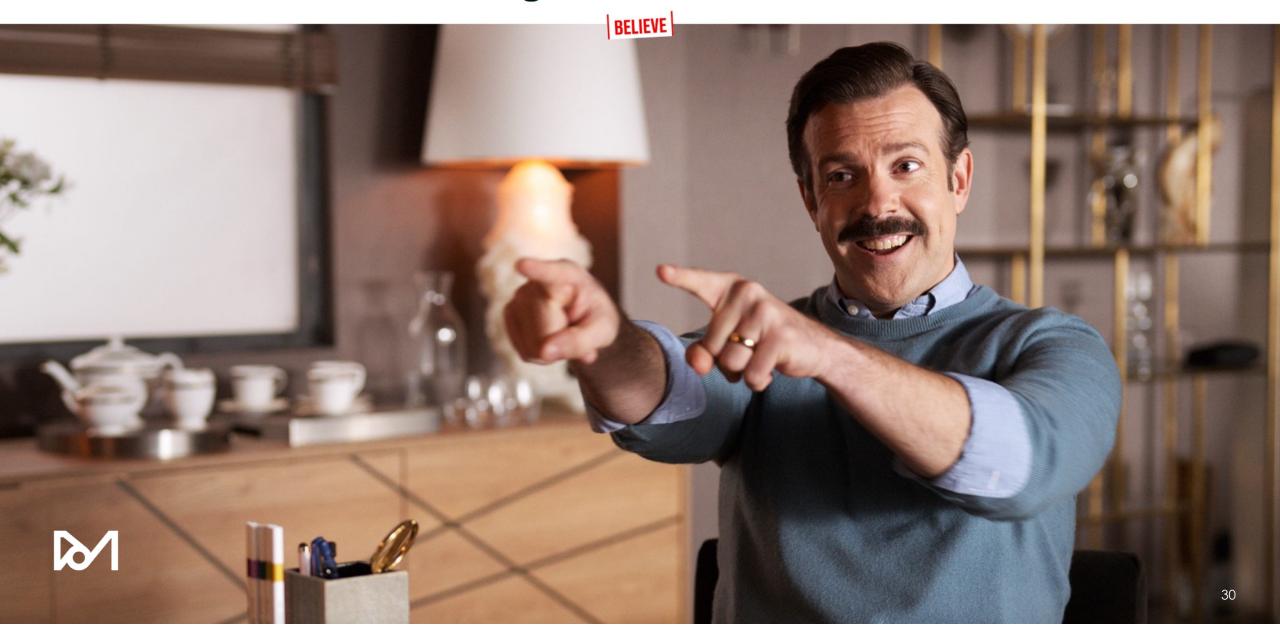




Meeting the Moment

(the one takes a bit of magic)

How 'Ted Lasso' Changed Our Lives at the Darkest Time



"I want you to be grateful that you are going through this sad moment with all these folks because I promise you there is something worse out there than being sad and that is being alone and being sad. Ain't nobody in this room alone."

> - Coach Lasso "The Hope That Kills You"





BuzzFeed News

SIGN IN

ARTS & ENTERTAINMENT

Everyone Is Watching "Contagion," A 9-Year-Old Movie About A Flu Outbreak

Contagion was the 270th most-watched Warner Bros. film in December. So far in 2020, it is the second most watched.



RollingStone = Menu

Read Next Vangelis, Oscar-Winning Composer of 'Chariots of Fire' and 'Blade Runner,' Dead at

HOME > MOVIES > MOVIE FEATURES

MARCH 13, 2020 11:46AM ET

How 'Contagion' Suddenly Became the Most Urgent Movie of 2020

Steven Soderbergh's 2011 pandemic procedural has turned into the go-to movie for the coronovirus age — here's why

By DAVID FEAR 🔁







Can You Engineer a Sleeper Hit?

(30) (W) (W) (MC) (CE

Ways to Measure a Sleeper Hit.

Element #1: **High Quality** Measurement Tools: Content testing



Element #2: **Passionate Evangelists** Measurement Tools: Social research; fan groups



Element #3: **Patience** Measurement Tools: Social research, post-release studies

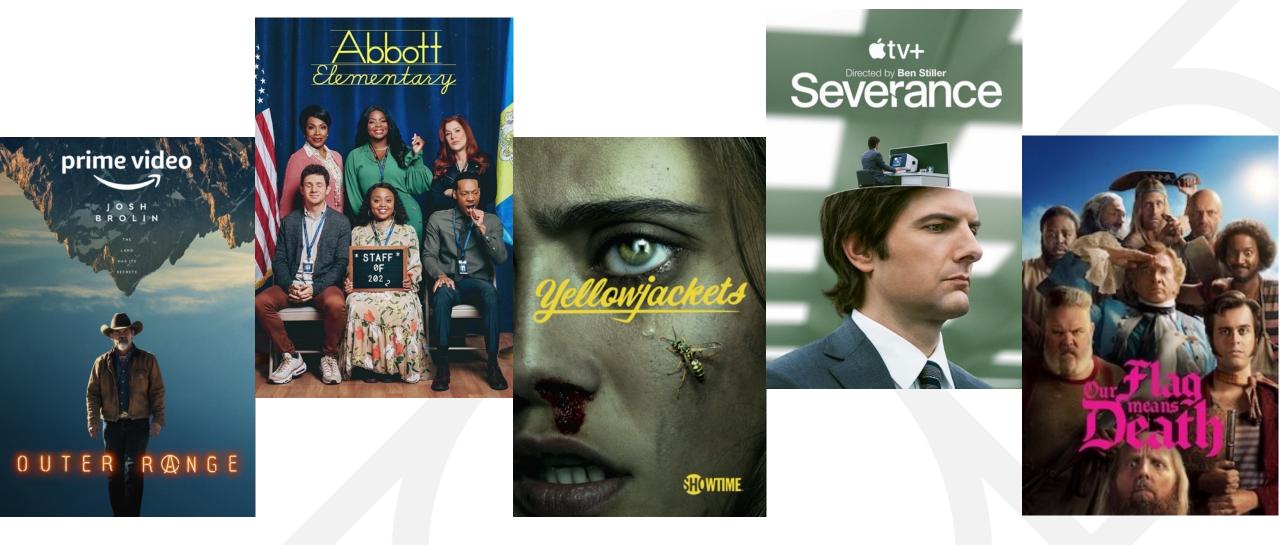


Element #4: **Expand Distribution** Measurement Tools: Audience identification, Smart TV data

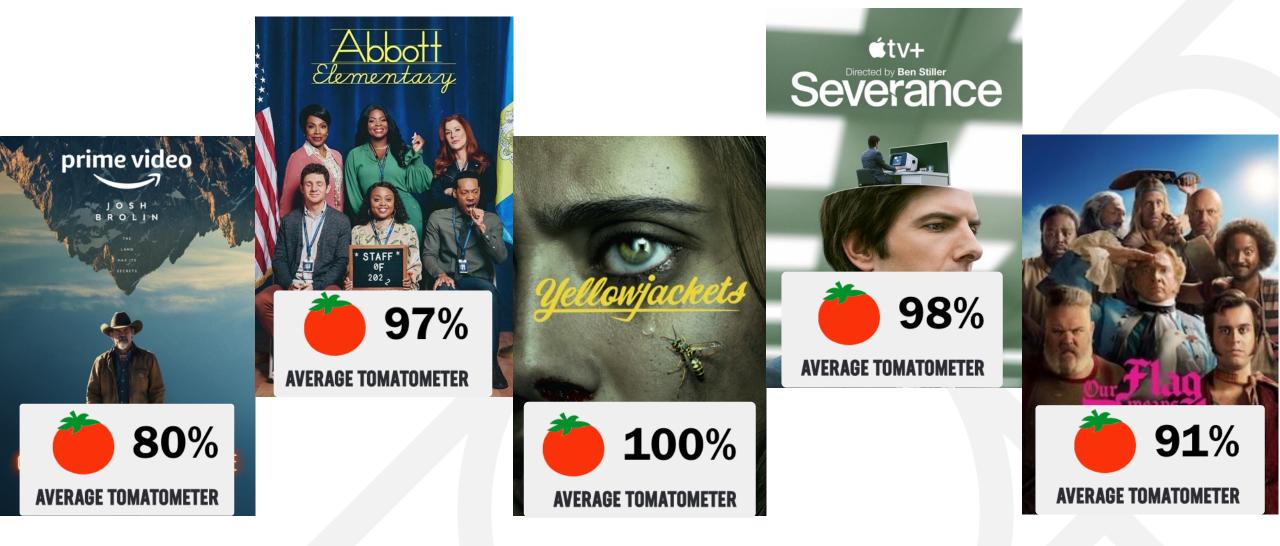


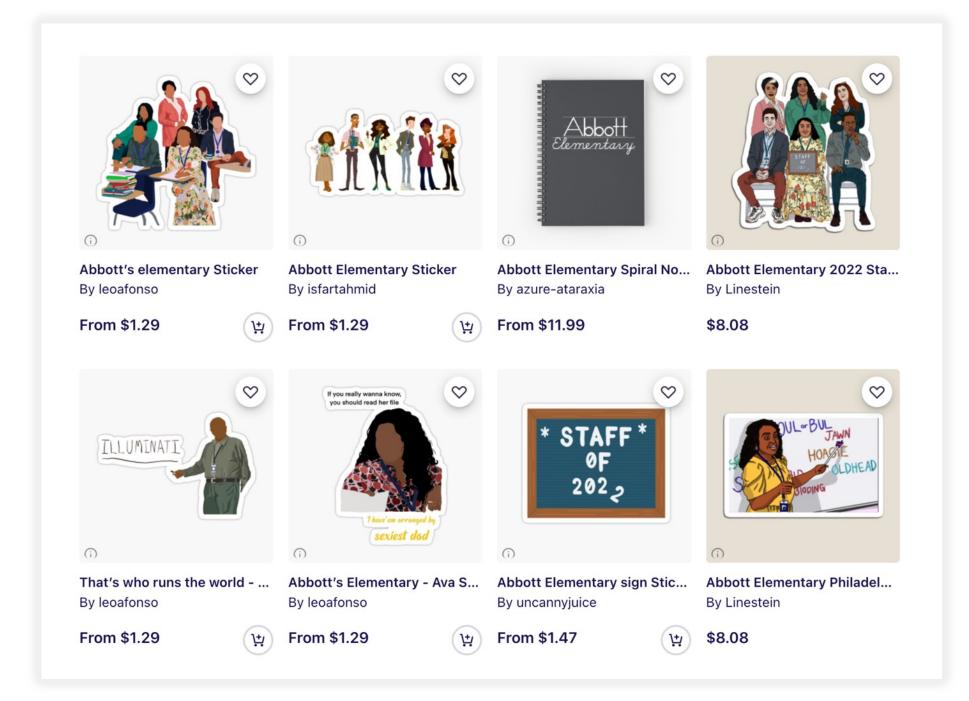
Element #5: **Meet the Moment** Measurement Tools: Trends, competitive intelligence

Potential Future Sleeper Hits.



Potential Future Sleeper Hits.







AND IF YOU DONT LOVE ME NOW, YOU WILL NEVER LOVE ME AGAIN 😰 🍓 🚉 #OurFlagMeansDeath



6:26 PM · Mar 23, 2022 · Twitter for Android

2,742 Retweets 112 Quote Tweets 9,483 Likes



...

Hello the costume design of this show is just effing incredible. I'm so enthralled!!!

#OurFlagMeansDeath #myart



Laika Waititi and 2 others

10:22 AM · Mar 16, 2022 · Twitter for Android

1,144 Retweets 11 Quote Tweets 4,301 Likes

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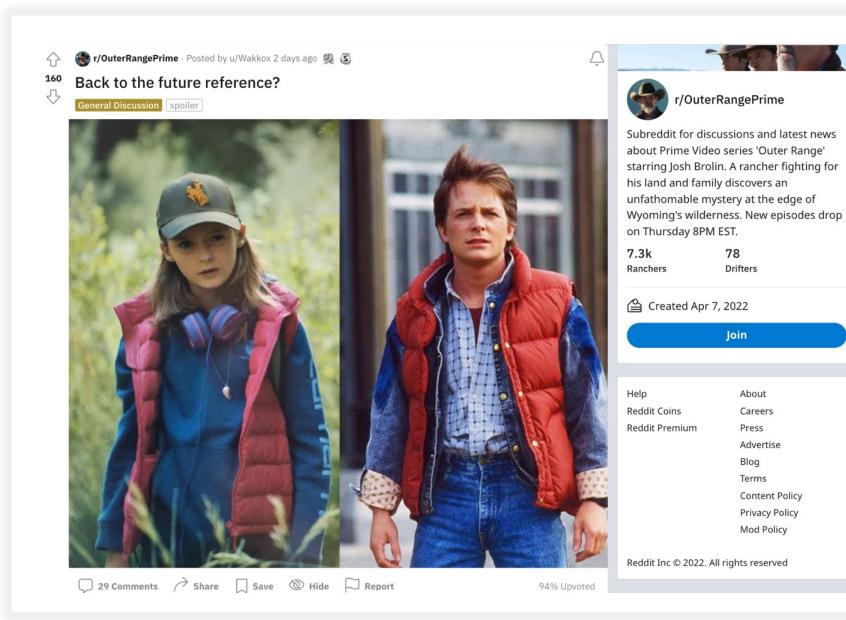
han 👆 @ Dokomi!! @hansoeii

head emty no thoughts only gay pirates 🗱 🔆 #OurFlagMeansDeath



12:14 PM · Mar 20, 2022 · Twitter Web App

2,078 Retweets 46 Quote Tweets 7,636 Likes







Thank you.

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