SVOD 2021



TRP CODEX

How the streamers are changing TV consumption

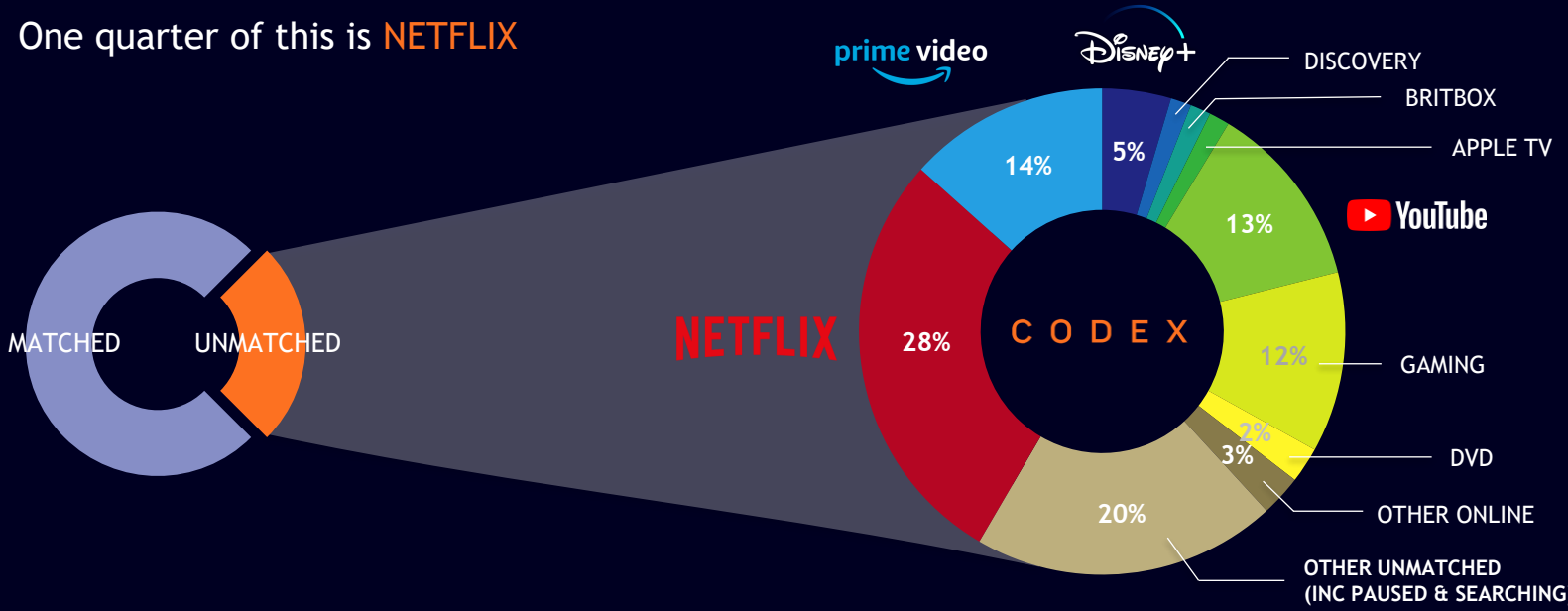
TRPRESEARCH.COM

Introduction to TRP Codex

- Syndicated research into the UK SVOD market and Audience
- Curate content catalogue and present content via app in online Survey
- c.2,500 daily responses from adults and kids
- Covers Netflix, Amazon Prime, AppleTV+, Disney+, YouTube, Britbox & Discovery+
- Granular measurement of episode and title, device, time, location
- Measures in and out of home viewing
- Data available and service running for 2 years from Dec 2019

One quarter of all adult viewing is “unmatched”;

One quarter of this is NETFLIX

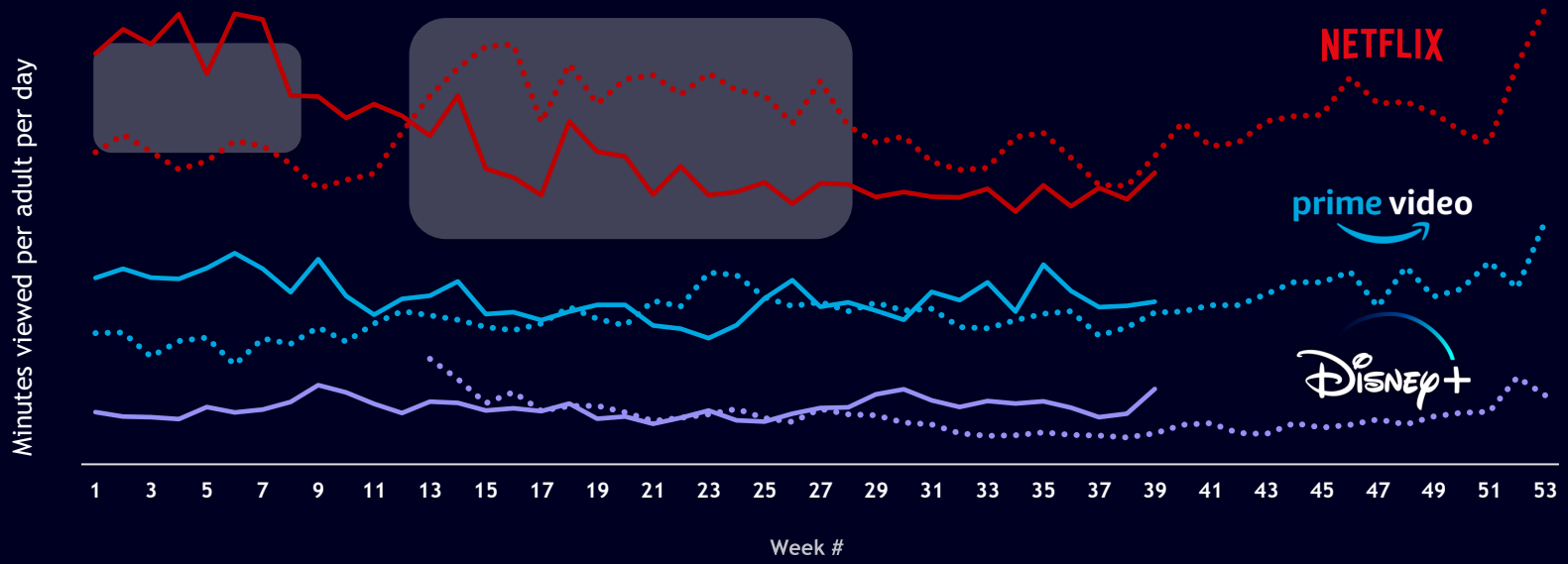


Left hand pie: Source: BARB, Jan-Sept 2021, Adults 16+, Total TV Viewing

Right hand pie: Source: TRP Codex, TV Set Viewing, Jan-Sept 2021

We turned to Netflix in lockdown #1 and #3

2020 / 2021



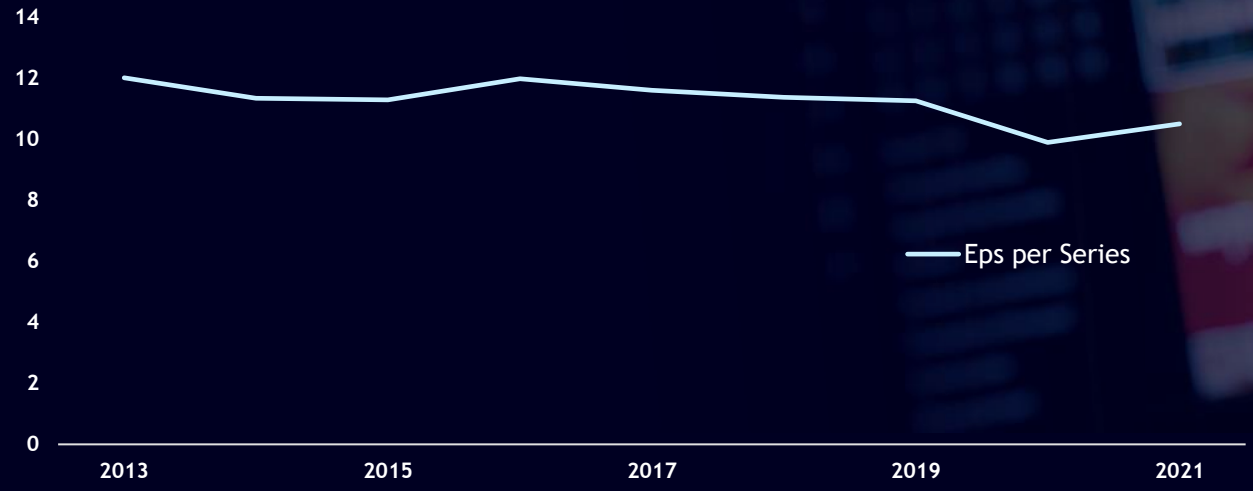
Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily

Most viewed individual series in 2021 (Jan-Sep) – by average audience

	NETFLIX		prime video	Disney+
1	Bridgerton 3.9m	8 Eps	Clarkson's Farm 2.7m	WandaVision 3.3m
2	The Crown (Series 4)	10 Eps	Vikings (Series 6)	Loki
3	Cobra Kai (Series 3)	10 Eps	This is Us (Series 5)	The Falcon and the Winter Soldier
4	Behind her Eyes	6 Eps	Grey's Anatomy (Series 5) 24 Eps	The Mandalorian (Series 2)
5	Lucifer (Series 5a & 5b)	10 Eps	Nine Perfect Strangers	Marvel's Agents of S.H.I.E.L.D (S7)

Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily
Data: Sorted on Highest average audience per series, data shown is peak audience, typically Ep 1

SVOD series length is reducing: Streamers have worked out that the number of programme relationships as well as volume of consumption correlates with value





Source: TRP Codex 2012-2021

Most viewed overall programmes in 2021 (Jan-Sep)

	NETFLIX	prime video	Disney+
1	The Crown #2	Grey's Anatomy #1	Marvel's Agents of S.H.I.E.L.D #13
2	Bridgerton #3	Bosch #9	WandaVision #20
3	Breaking Bad #4	Vikings #11	Loki #22
4	Lucifer #5	NCIS #14	The Walking Dead #28
5	13 Reasons Why #6	Clarkson's Farm #19	The Falcon and the Winter Soldier #33

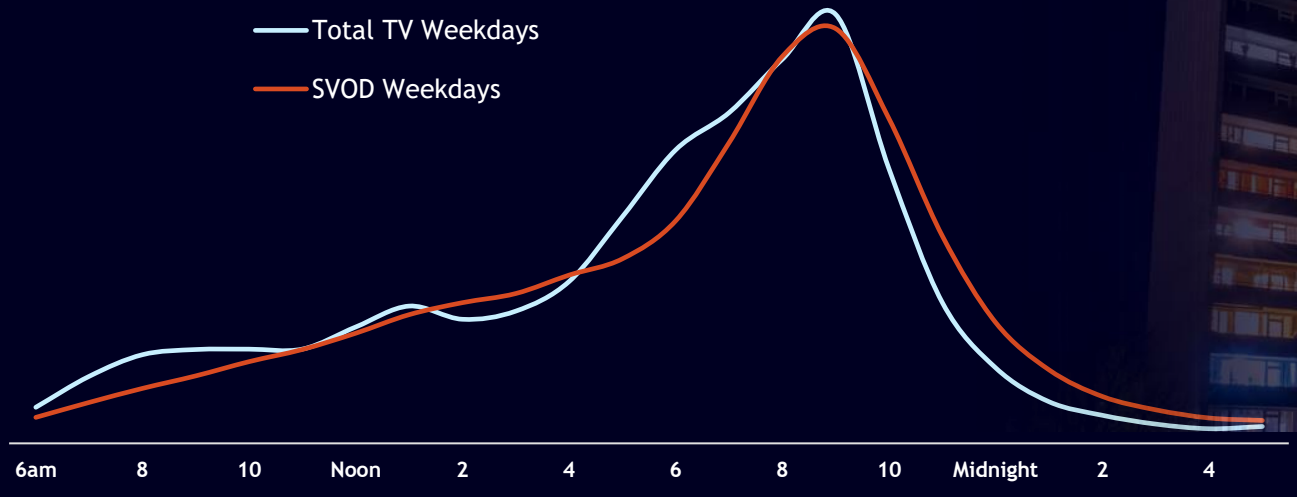
Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily
Data: Sorted on most viewed overall title, rank shown is among *all* titles across SVOD

7 of the top 10 SVOD movies in 2021 (Jan-Sep) were planned for theatrical release

RANK	TITLE	SERVICE	AUDIENCE MILLIONS	STATUS
1	The Dig	Netflix	3.9	COM
2	The Tomorrow War	Amazon	3.4	ACQ
3	Army of the Dead	Netflix	3.4	COM
4	News of the World	Netflix	3.0	ACQ
5	Greenland	Amazon	3.0	ACQ
6	Love and Monsters	Netflix	2.6	ACQ
7	Run	Netflix	2.3	ACQ
8	The Woman in the Window	Netflix	2.2	ACQ
9	Tom Clancy's Without Remorse	Amazon	2.2	ACQ
10	Thunder Force	Netflix	2.1	COM

Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily
Data: Sorted on most viewed overall movie

Peaktime looks very similar on SVOD – it's just TV!

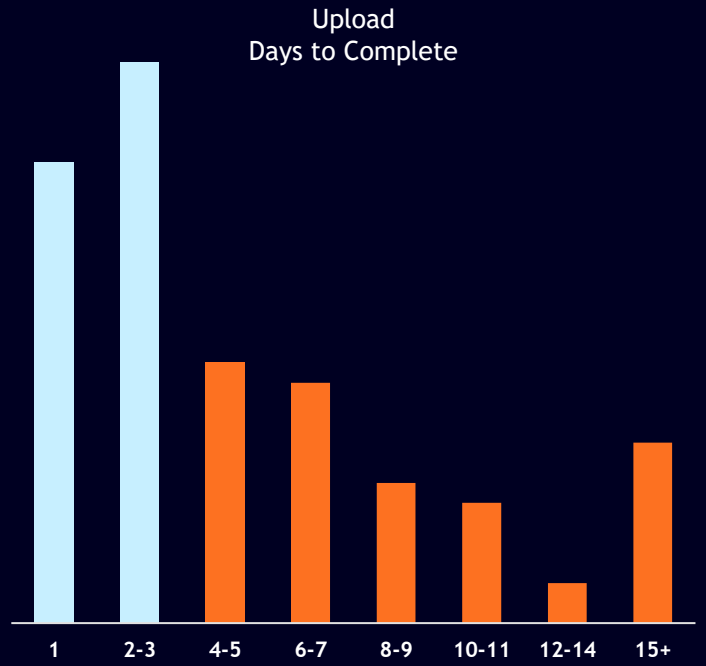




Source: SVOD data: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily
Source: BARB: Total TV Weekday, Jan-Sept 2021, Adults 16+

We binge…

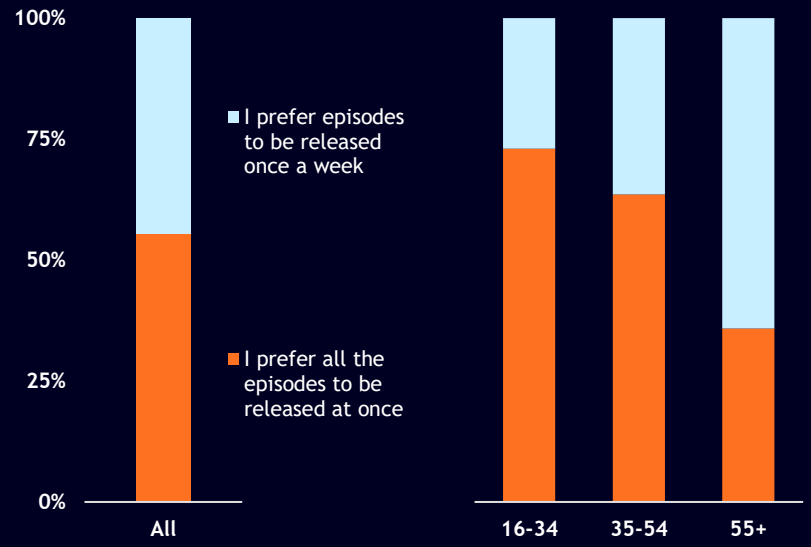
- One and a half to two Episodes per day of a series *on average* – however long the series is
- 22 Eps of Superstore took 14 days to complete, or 1.5 eps/day
- 10 Ep Upload (opposite) took 6 days to complete on average, or 1.6 eps /day
- Although the commonest experience is of burning through Upload in 2-3 days



Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily

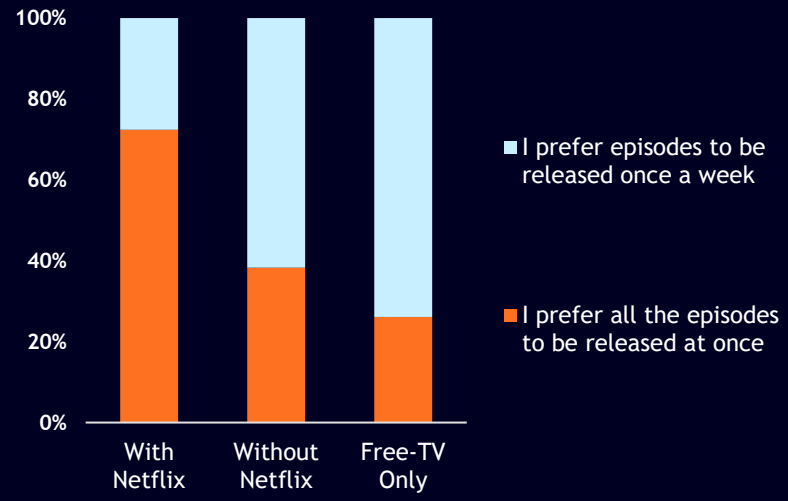
More of us now prefer control over when we view

- Clear preference for all eps to be released at the same time
- Driven by younger and middle aged viewers
- Only 55+s still prefer episodic release

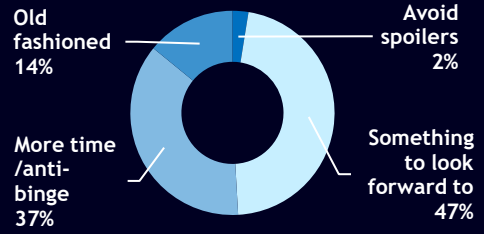


Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. Thinking of when a new show or series becomes available...Which of the following release types do you prefer?

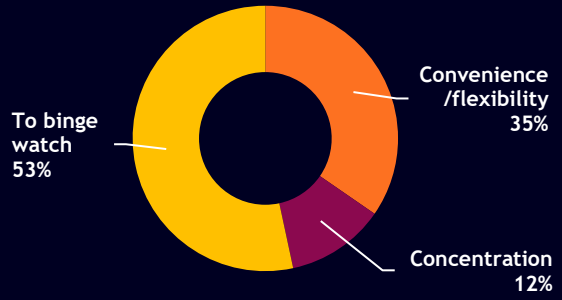
Clear that it *is* Netflix driving this change



Why Once a Week?

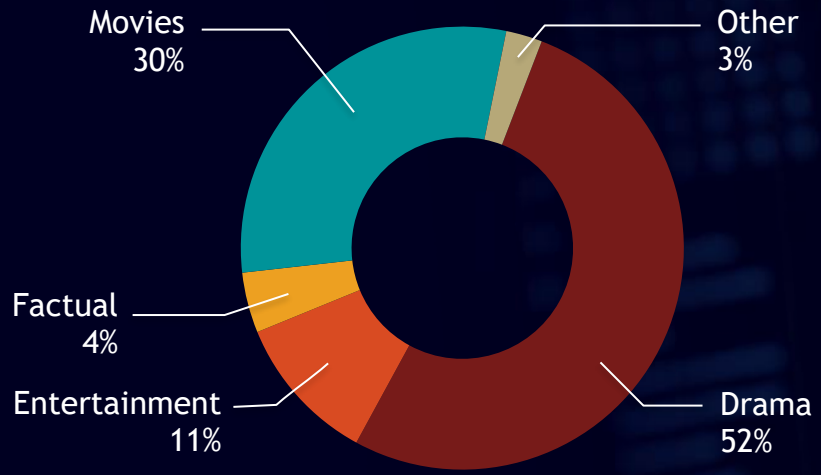


Why All at Once?



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. Thinking of when a new show or series becomes available...Which of the following release types do you prefer? & Follow up Question: Why do you say this?

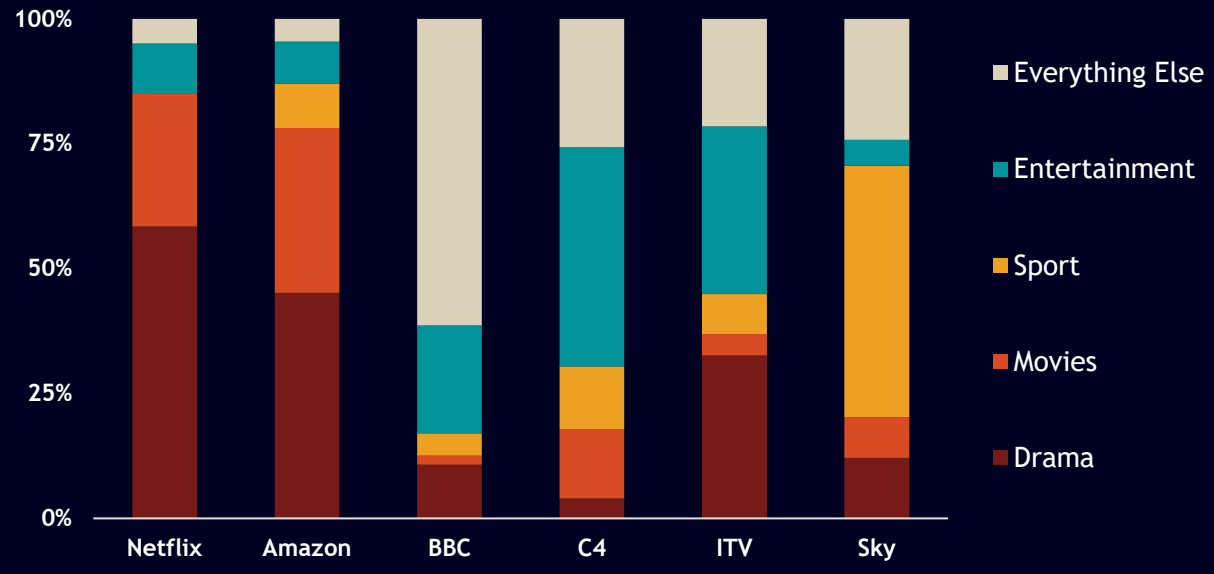
Drama and movies dominate SVOD viewing





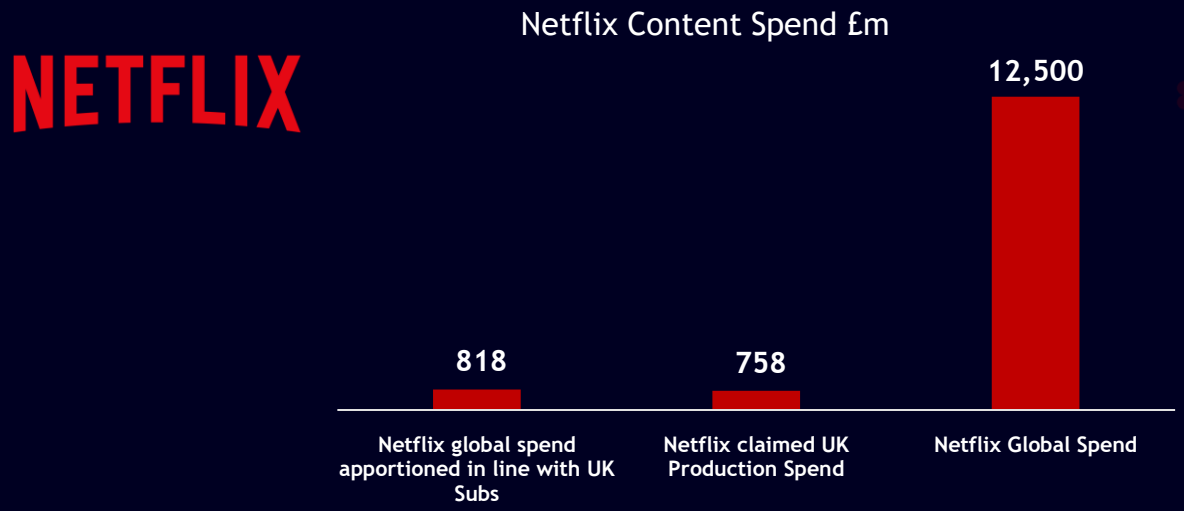
Source: TRP Codex, Jan-Sept 2021, Sample Size: c 2,100 Adults 16+ Daily

The Streamers have understood and capitalized on deep well of unsatiated demand for high quality drama and movies



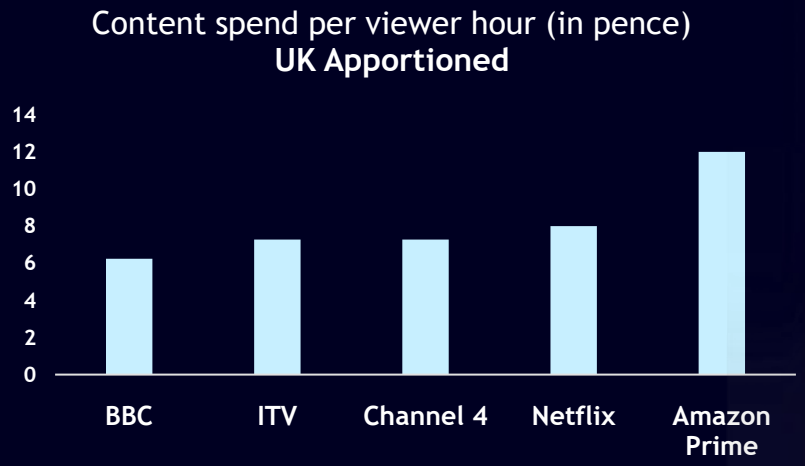
BBC, C4, ITV & Sky - Source: BARB, Jan-Sept 2021, Adults 16+, Overall Viewing split by topline genre
Netflix and Amazon - Source: TRP Codex, Adult Viewing, Jan-Sept 2021 split by topline genre

Hard to determine exactly how much Netflix spends on “UK Content”



Source: TRP Codex

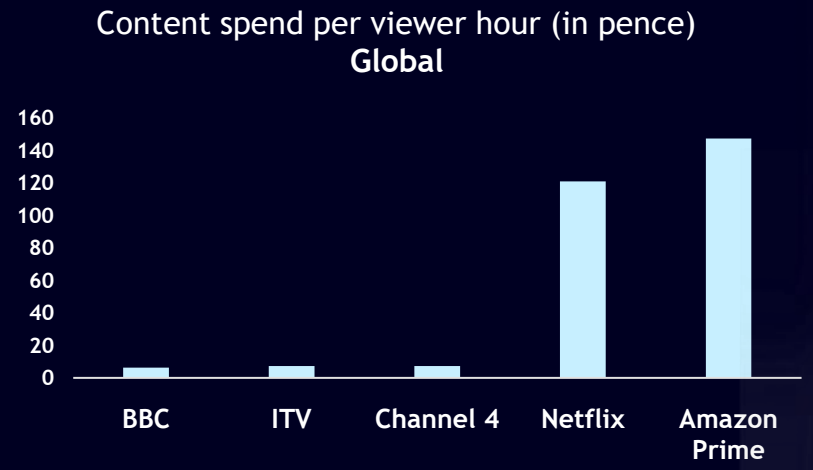
If Streamers global content spend is apportioned by Subs, spend per v/h looks similar to traditional Broadcasters





BBC, C4 & ITV - Content spend source: TRP Codex. Viewer hours source: BARB, Adults 16+, Recent complete years to match published accounts and other sources of spend data
Netflix and Amazon - Source for viewing and Spend data: TRP Codex, Adult Viewing

…But this isn't really fair. Audiences are *feeling* this value
If anything, SVOD looks locally under-priced as value-on-screen is so high



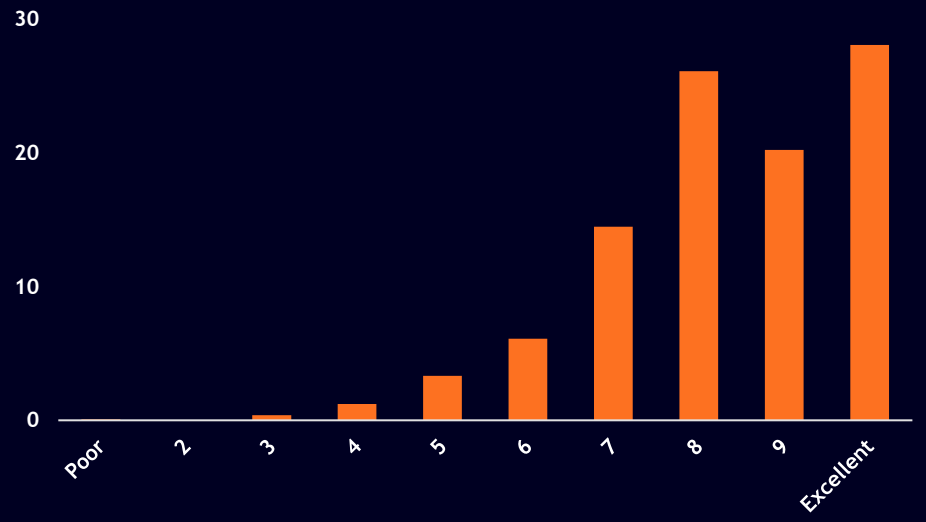


BBC, C4 & ITV – Content spend source: TRP Codex. Viewer hours source: BARB, Adults 16+, Recent complete years to match published accounts and other sources of spend data
Netflix and Amazon – Source for viewing and Spend data: TRP Codex, Adult Viewing

As a result, Netflix sets the benchmark on Value for Money

NETFLIX

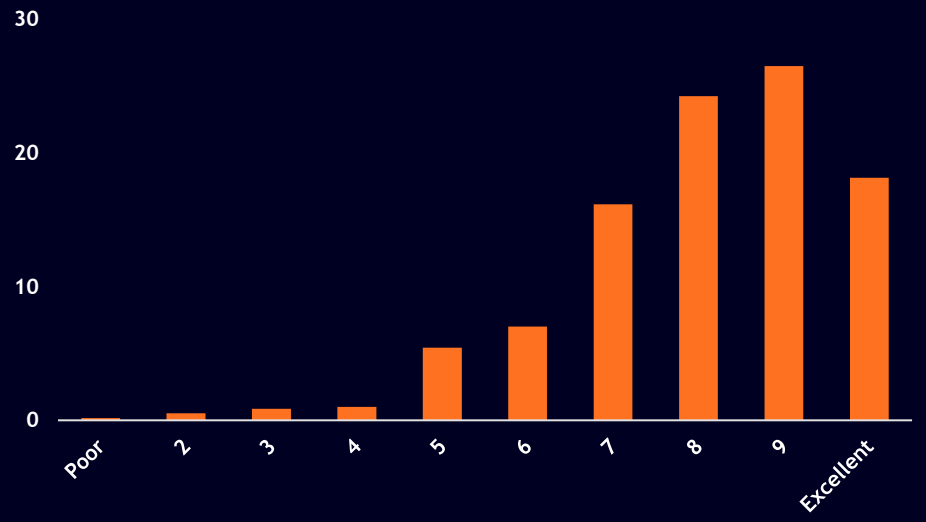
8.3



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

Disney+

8.0

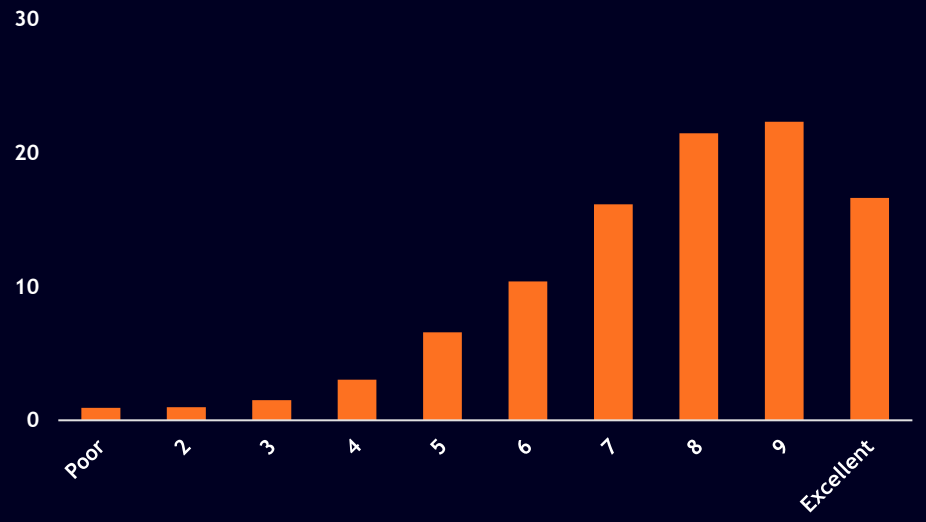


Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

Amazon Prime

prime video

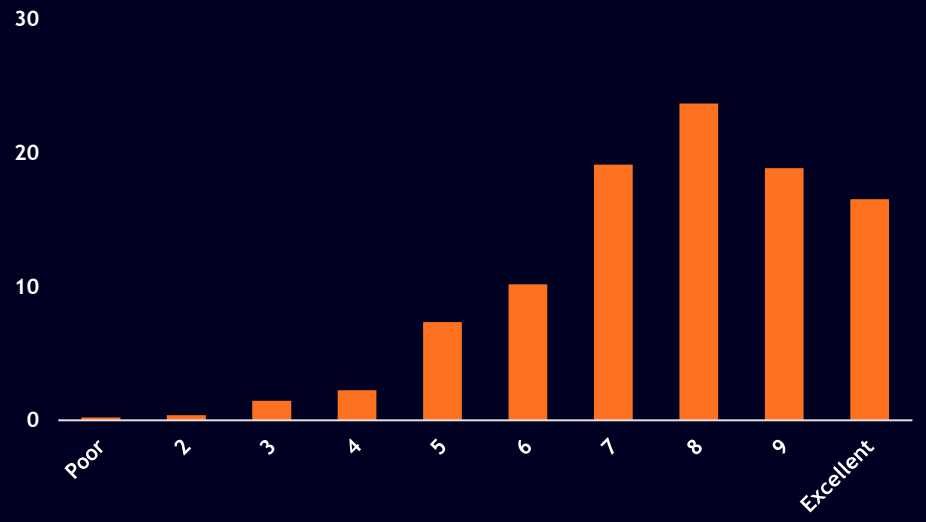
7.7



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

Sky

7.7

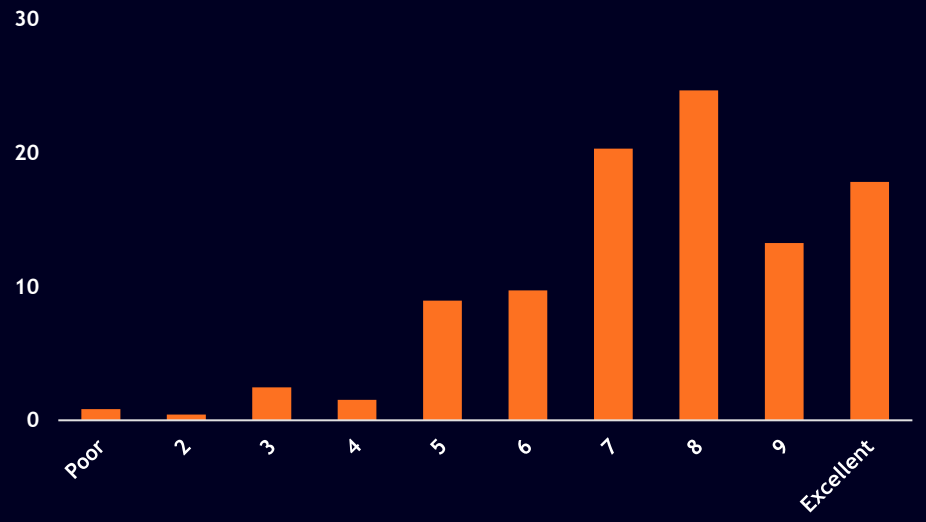


Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

Now TV

NOW

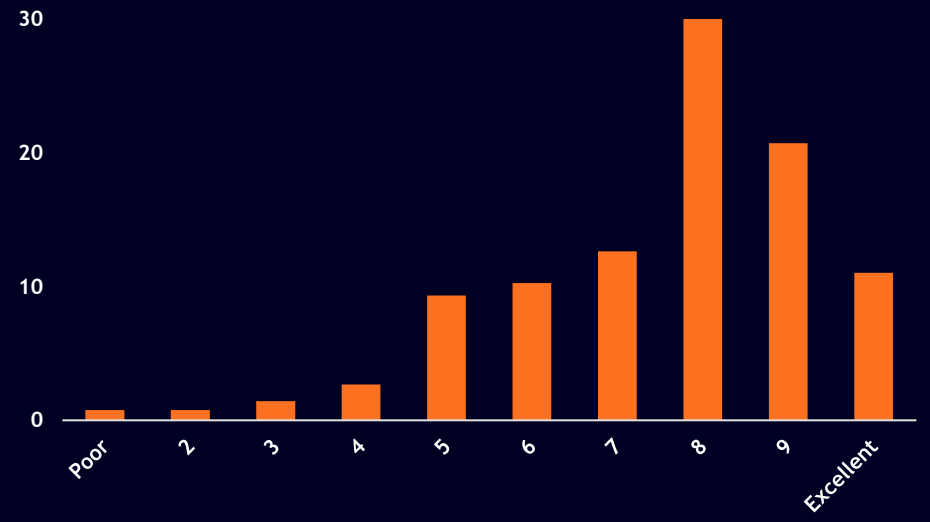
7.6



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

AppleTV+

7.5

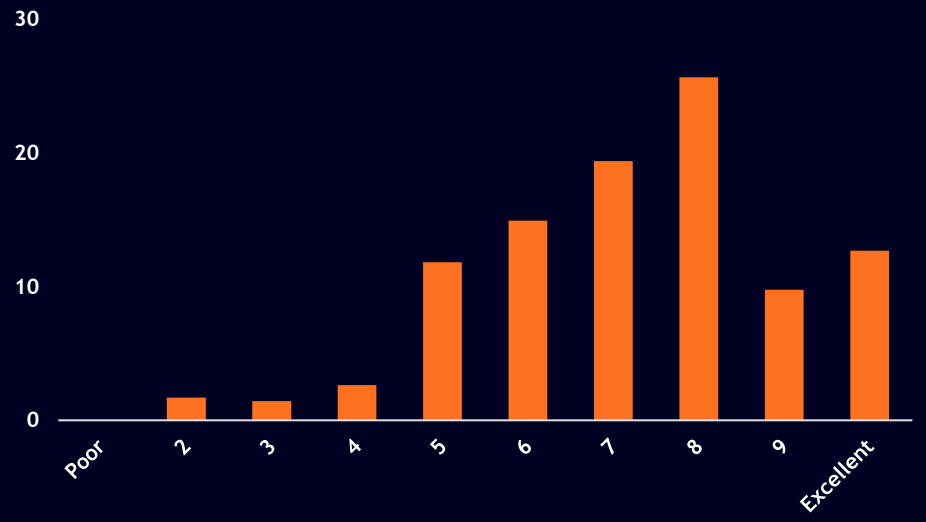


Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

BT TV - Possibly overpriced or under delivering compared to Sky?

BT TV

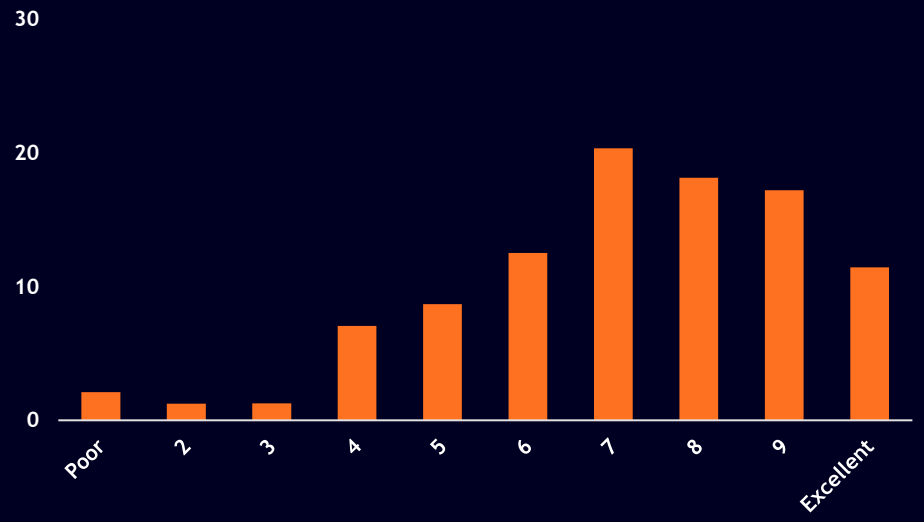
7.2



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

Virgin Media - Also overpriced or under delivering compared to Sky?

7.1

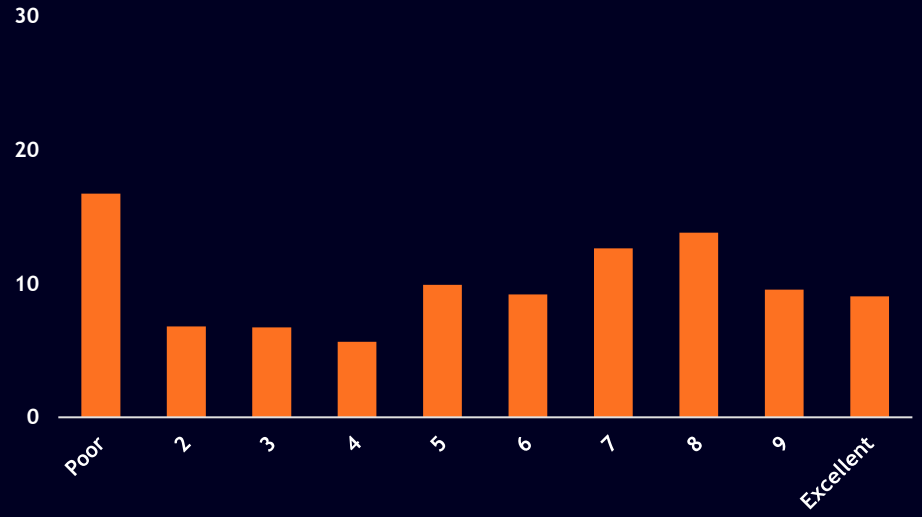


Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

BBC Via Licence Fee – hard to interpret value for money as not a “Pay-TV” service; not a fair comparison?

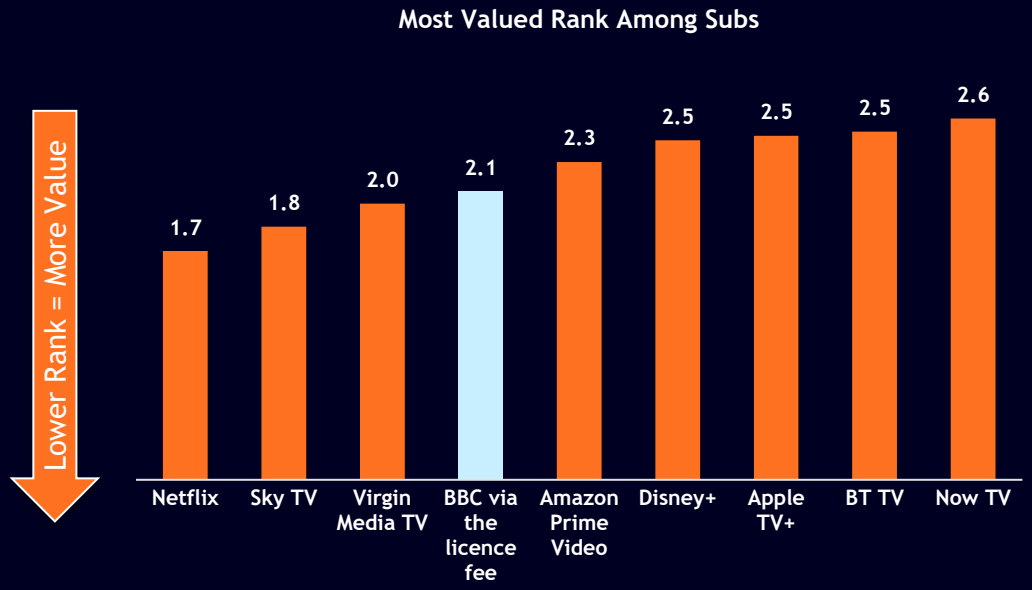
BBC

5.5



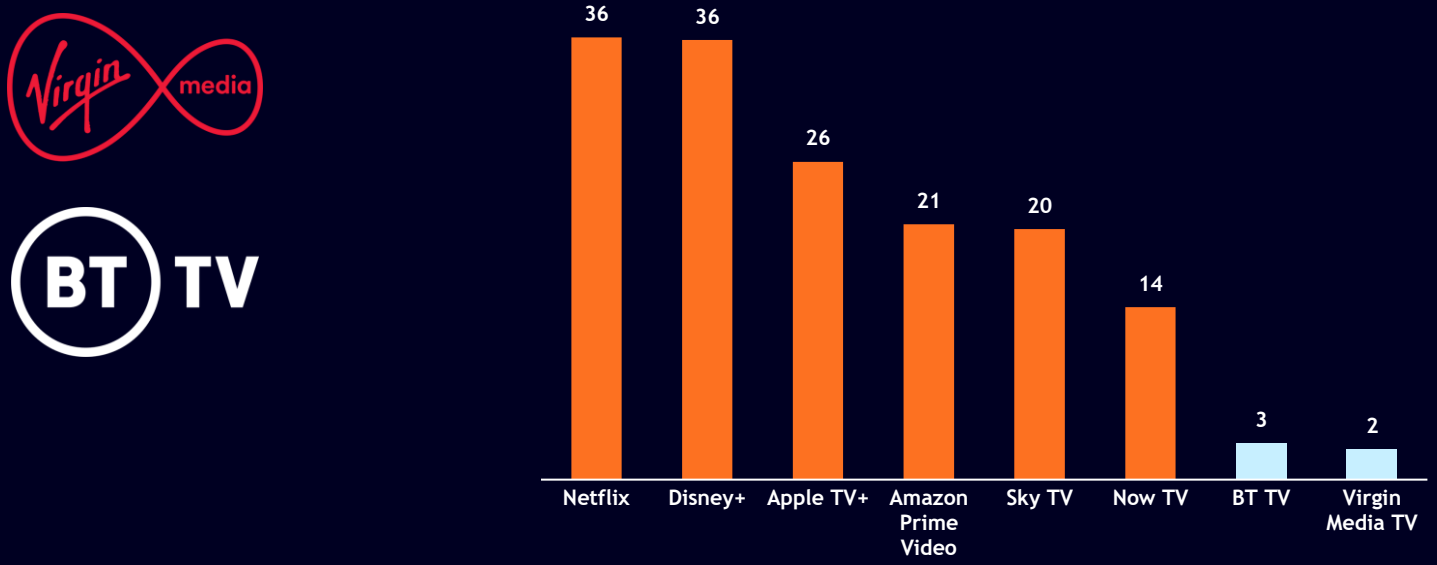
Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money?

BBC *is* valued, but not value for *money*



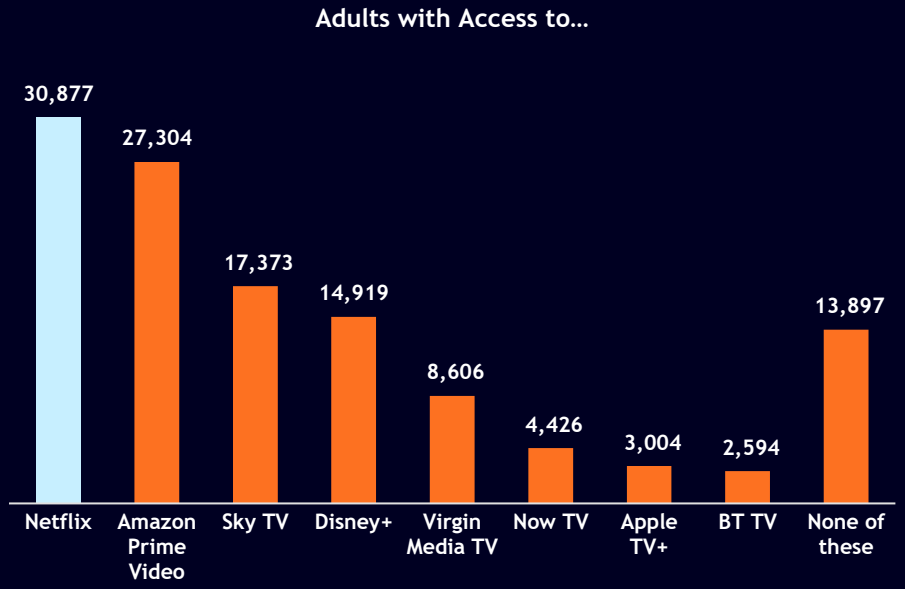
Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. Please rank the following services in order from MOST to LEAST valued

Net Promoter: Virgin Media and BT at most risk of being cut if cost-of-living bites - Streamers most secure



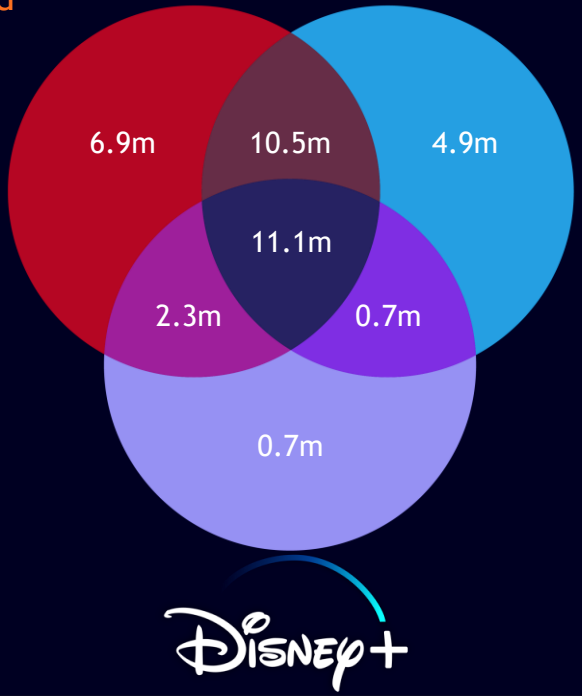
Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. How well do you feel the following services offer value for money? Net Promoter = (9+10) – (1+2+3+4+5+6)

Netflix is already the biggest Pay-TV service in the UK



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. Which of the following pay for TV and subscription services do you have currently have access to?

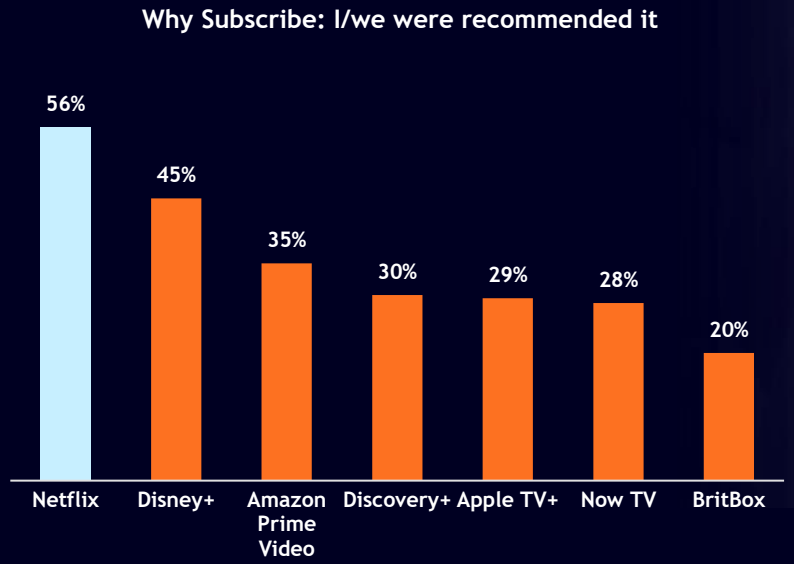
Heavy overlap between all three services. Netflix and Amazon Prime superset



Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q. Which of the following pay for TV and subscription services do you have currently have access to?

Further evidence for a sense of advocacy driving streamers

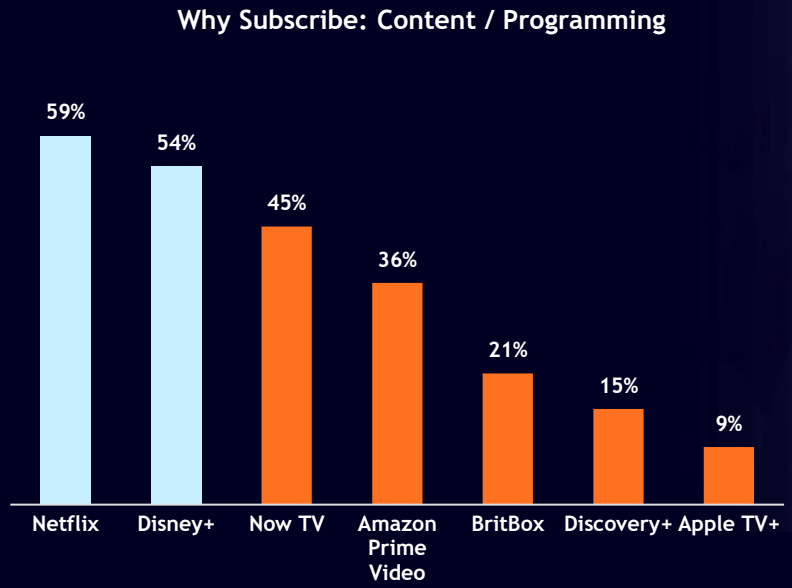
Netflix – most viral





Source: TRP Codex, Fieldwork 09/09/2021-15/09/2021 Sample Size: 2,655, Adults 16+
Q. Why did you sign up to this service? (Multiselect)

Original content is a major subscription driver for Netflix and Disney+

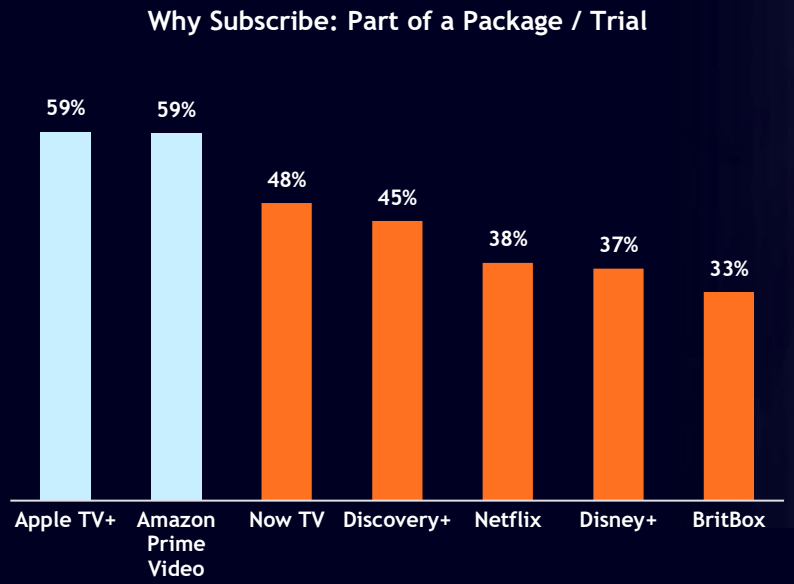




Source: TRP Codex, Fieldwork 09/09/2021-15/09/2021 Sample Size: 2,655, Adults 16+
Q. Why did you sign up to this service? (Multiselect)

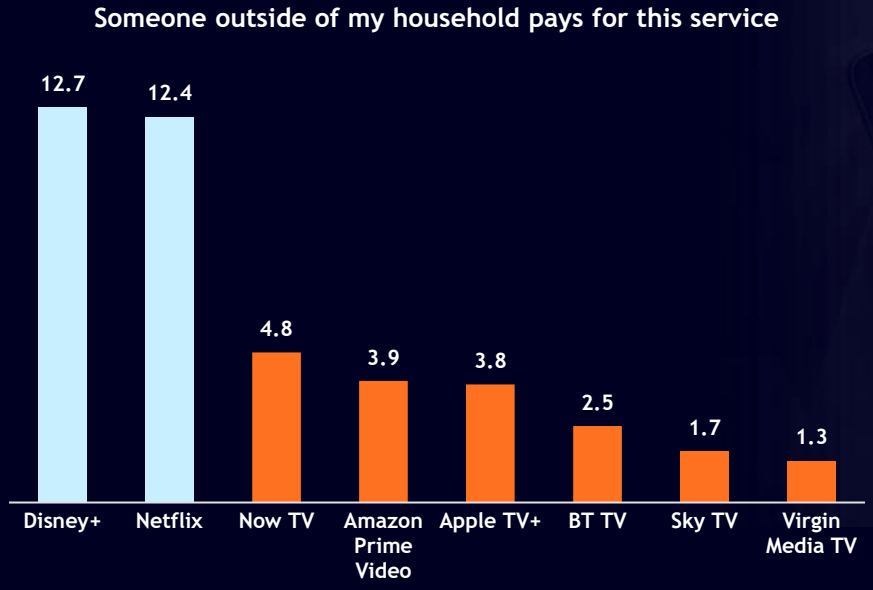
Packages and trials more relied on by Amazon and Apple





Source: TRP Codex, Fieldwork 09/09/2021-15/09/2021 Sample Size: 2,655, Adults 16+
Q. Why did you sign up to this service? (Multiselect)

People are self-organizing into non-household based subscription units
Challenging for address based subscription/licence models





Source: TRP Codex, Fieldwork 07/10/2021-12/10/2021 Sample Size: 2,788, Adults 16+
Q: Which of following best reflects how you access each of these services? A: Someone outside of my household pays for this service

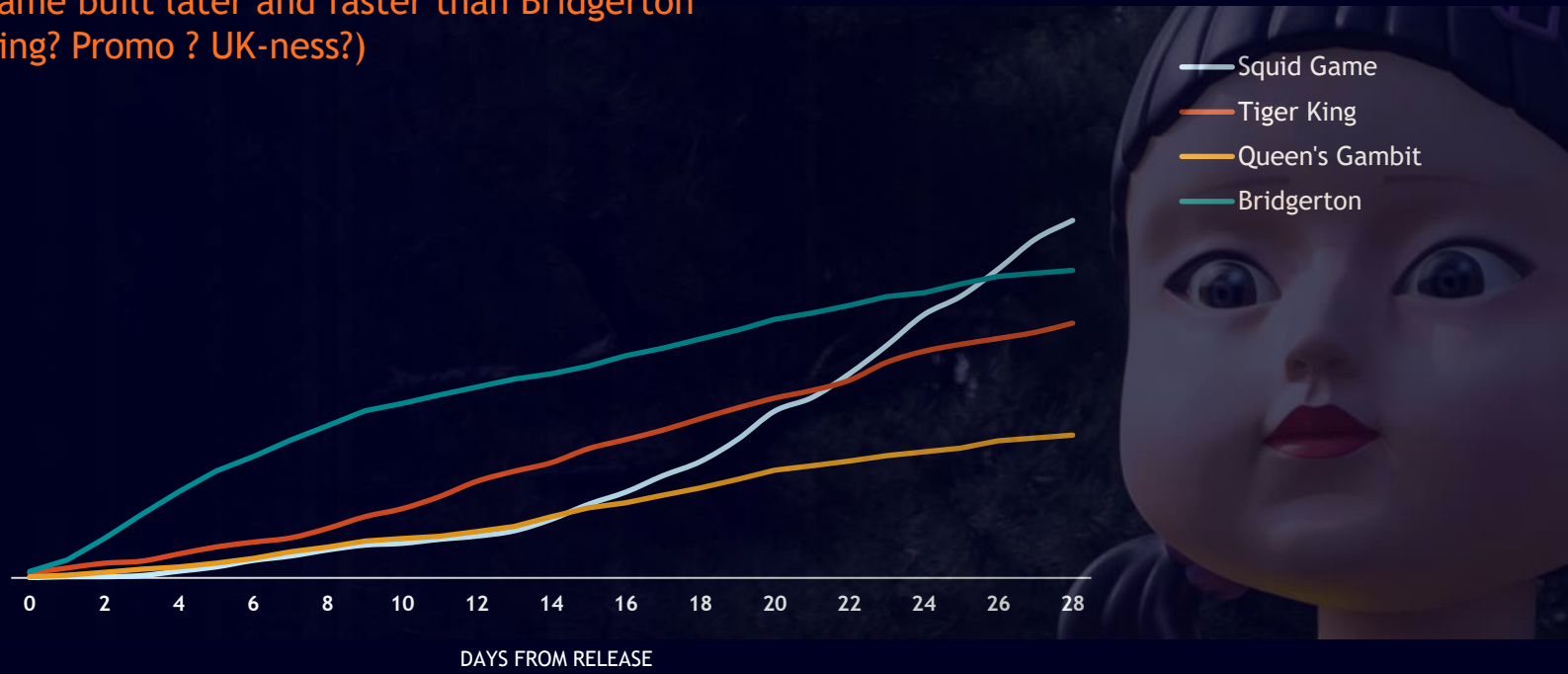
Squid Game is the biggest SVOD hit of 2021

- 7.6m 16+ Avg 000's for Ep 1 (Biggest in 2021)
- 5.1m 16+ Avg ep to date (Biggest in 2021)
- Almost 2m lost from Ep1 to Ep 2
- Decline through Ep 5
- Loyal completion after this stage



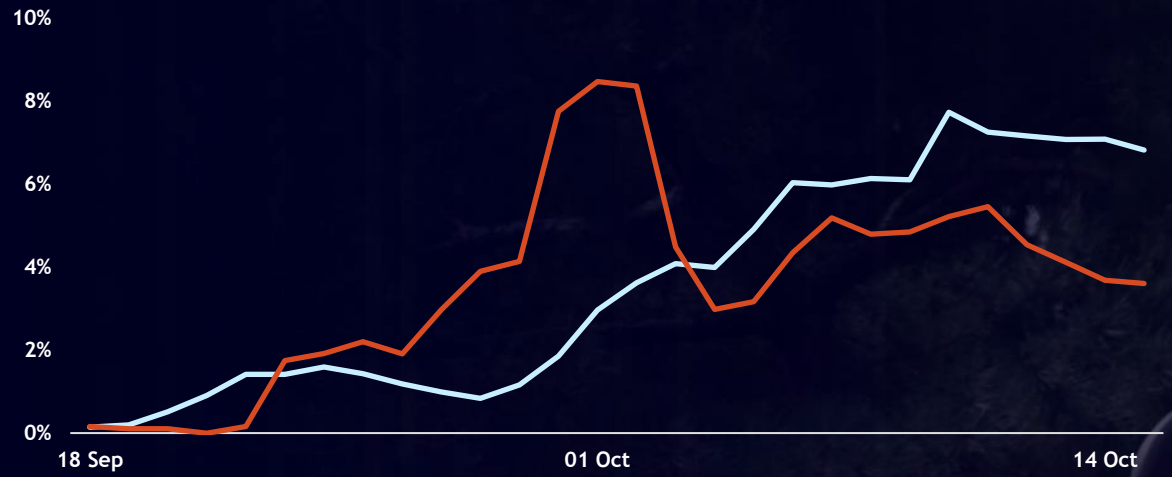
Source: TRP Codex, Jan - Nov 1st 2021, Sample Size: c 2,100 Adults 16+ Daily

Squid Game built later and faster than Bridgerton (Marketing? Promo ? UK-ness?)



Source: TRP Codex, Jan - Nov 1st 2021, Sample Size: c 2,100 Adults 16+ Daily

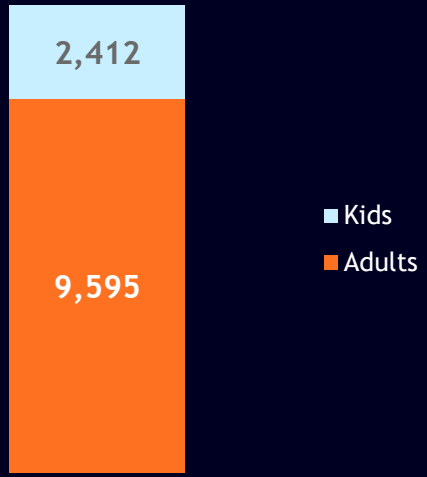
Squid Game: Viral hit among 12-15s first and before most Adults. Explosive growth overall correlates with when Teens first discovered the show – TikTok?

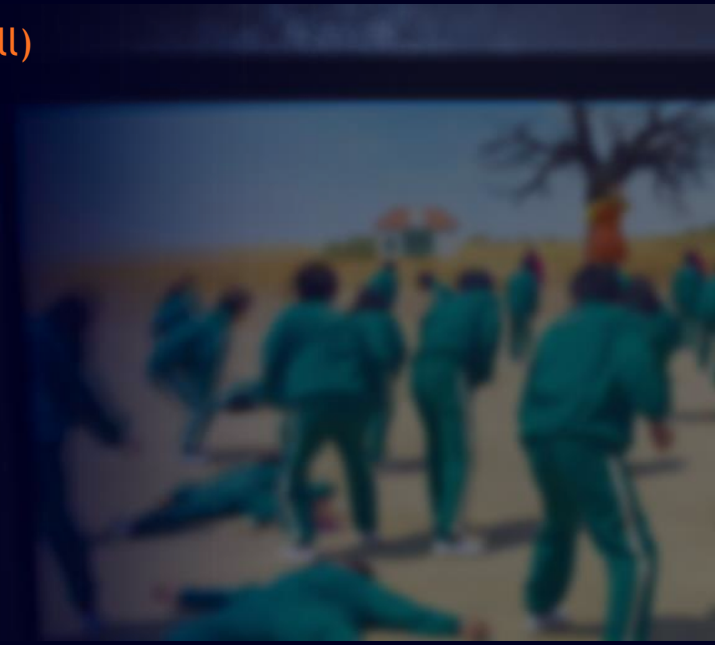




Source: TRP Codex, Jan - Nov 1st 2021, Sample Size: c 2,600 Adults 16+ and kids 4-15 Daily

Kids index very highly, and 12-15 *extraordinarily* highly (although eventually many more Adults were reached overall)





Source: TRP Codex, Jan - Nov 1st 2021, Sample Size: c 2,600 Adults 16+ and kids 4-15 Daily
Data: Reach to Squid Game, 000's

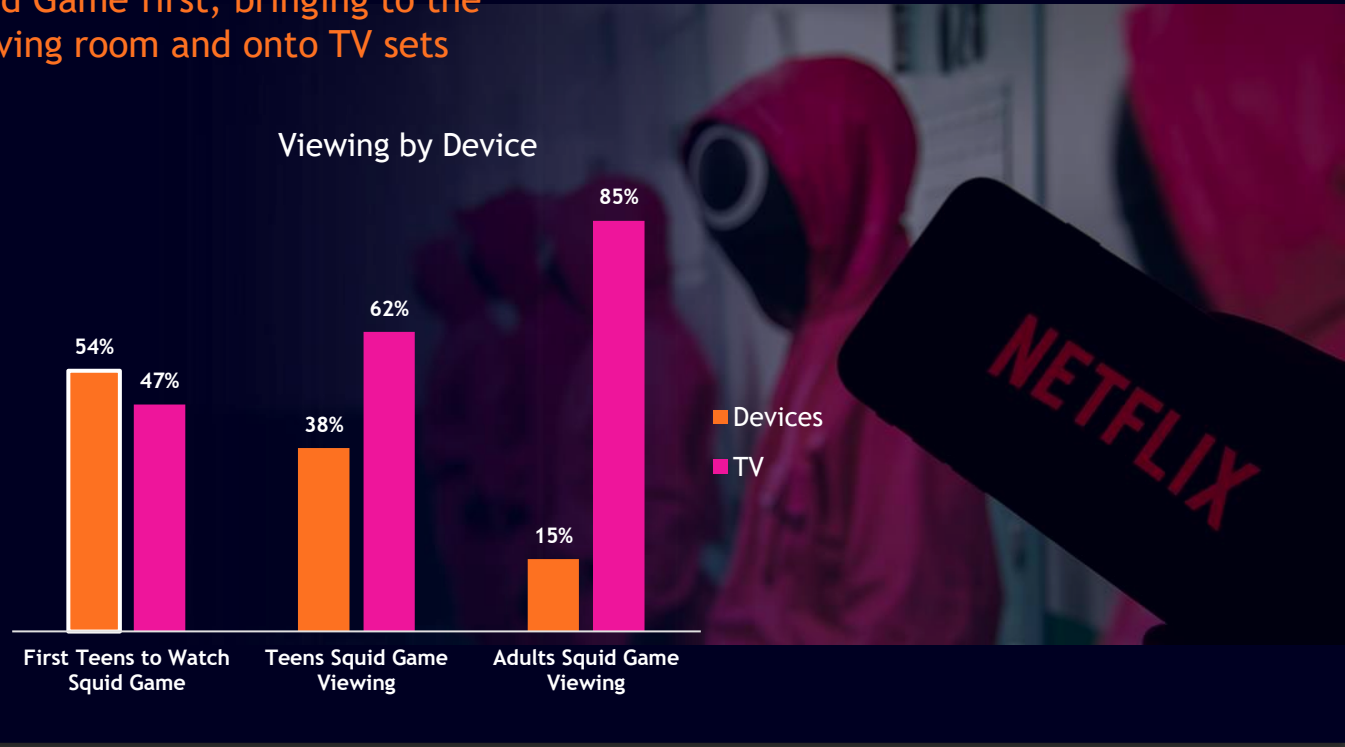
Teens sometimes introduce parents to SVOD content

Reported feeling “ownership” of Squid Game

“Yeah, my son recommended a couple of programmes, but most of the time he watches without me, he’s watching Squid the Game or something, he says it’s brilliant, but he said I wouldn’t like it.”

TRP Codex focus group participants, October 2021

Teens discovering Squid Game first; bringing to the family, into into the living room and onto TV sets



Source: TRP Codex, Jan - Nov 1st 2021, Sample Size: c 2,600 Adults 16+ and kids 4-15 Daily

State of the Nation 2021

- 2021 SVOD State of the Nation Report will be produced in January
- Much more granular and complete information
- Fully syndicated & cost effective

David Raybould
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