

Demand for Dramas and Factual Content in Europe



April 2017

Executive Summary

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How popular is drama in the United Kingdom, France, Germany, and Poland?

- ▶ In Europe, the United Kingdom has the highest demand for dramas with an average of 3.528 Demand Expressions per 1,000 capita. Germany is second with 3.356 Demand Expressions per capita.
- ▶ Poland and France rank 14th and 15th, respectively, in terms of demand for dramas in Europe.
- ▶ However, drama is the most popular genre by average demand in Germany, Poland, and France, while sport-related shows are the most popular genre in the United Kingdom.

Which European market has the highest demand for factual entertainment?

- ▶ The United Kingdom has the highest demand for factual content with an average of 1.029 Demand Expressions per 1,000 capita.
- ▶ In general, Northern European markets have more demand for factual content than Southern European countries.
- ▶ Of the major markets considered, only the United Kingdom and Germany rank within the top 15 countries by demand for factual content.

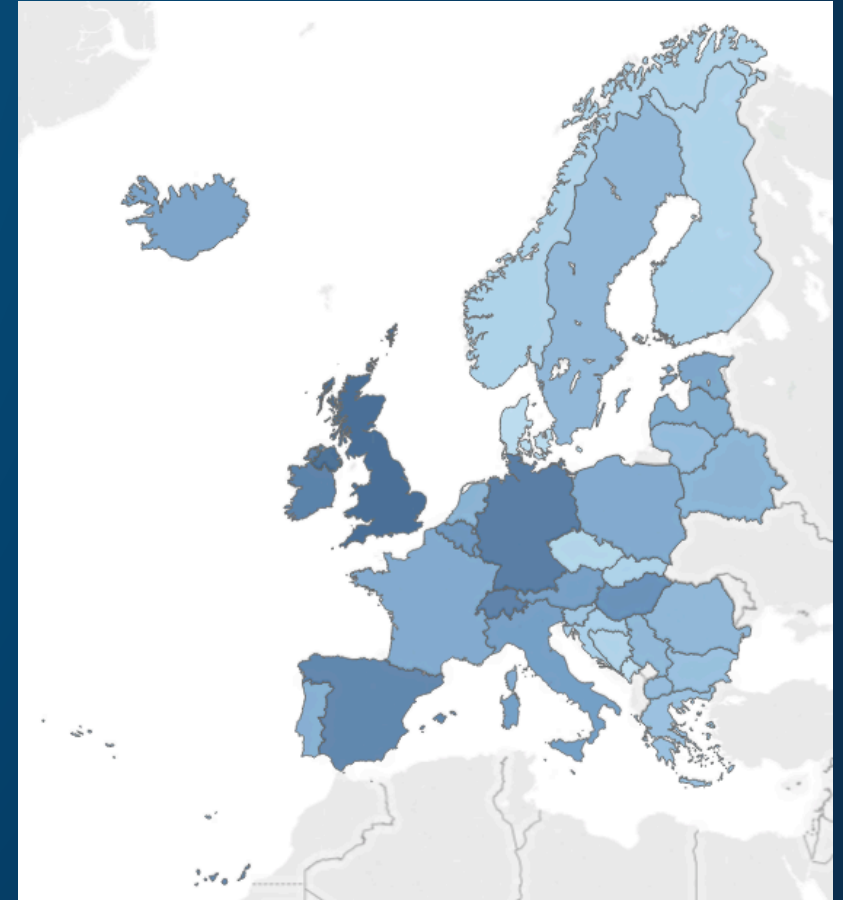
Top markets for drama in Europe

April 2017

The top 15 markets with the highest average demand for dramas are ranked here. **Dramas are most popular in the United Kingdom**, with 3.528 Demand Expressions per 1,000 capita, and are second-most popular in Germany. Poland and France rank 14th and 15th with about 2.74 Demand Expressions per 1,000 capita.

The heat map shows the demand for dramas, with darker colors corresponding to more popularity. **Dramas tend to be more popular in Western Europe** as Eastern Europe and Scandinavia have the least demand for this genre.

Rank	Country	Average Demand Expressions per 1000 capita
1	United Kingdom	3.528
2	Germany	3.356
3	Ireland	3.298
4	Switzerland	3.290
5	Malta	3.260
6	Spain	3.207
7	Hungary	3.062
8	Belgium	3.007
9	Luxembourg	2.937
10	Italy	2.900
11	Austria	2.891
12	Iceland	2.812
13	Estonia	2.791
14	Poland	2.746
15	France	2.745



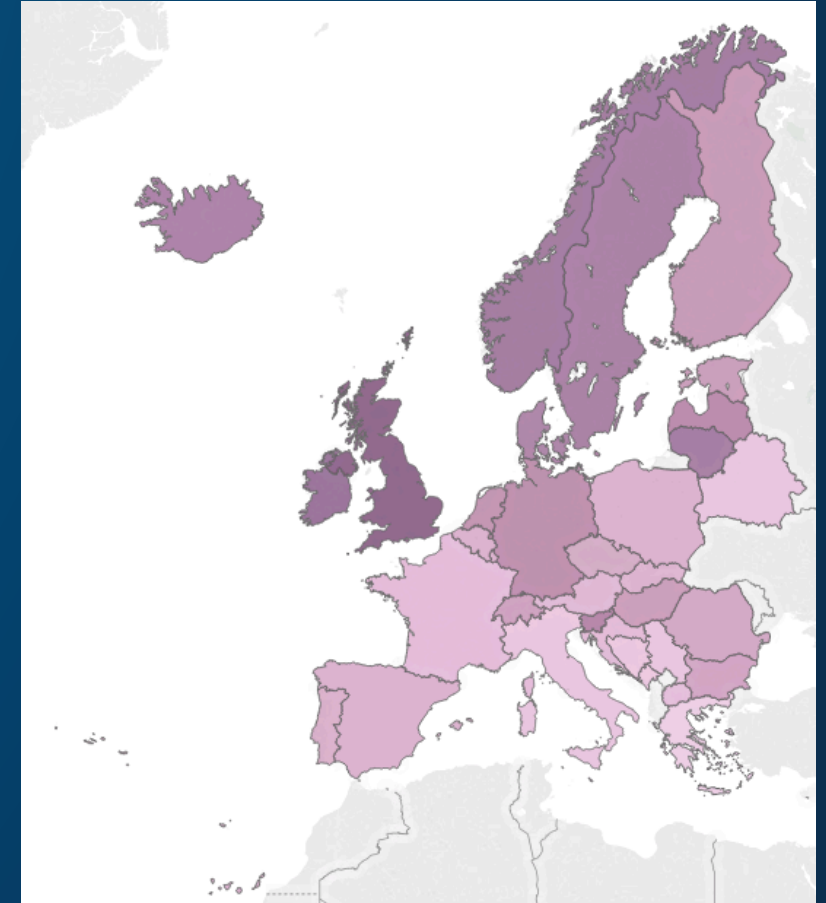
Top markets for factual content in Europe

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The top 15 markets with the highest demand for factual content are ranked here. As with dramas, the United Kingdom has the highest demand for factual content, with an average of 1.029 Demand Expressions per 1,000 capita. Germany ranks 11th, while Poland, Spain, France, and Italy rank much lower.

The heat map shows the demand for factual content, with darker colors corresponding to more popularity. Factual titles tend to be most popular in Northern Europe and least popular in Southern and Eastern Europe.

Rank	Country	Average Demand Expressions per 1000 capita
1	United Kingdom	1.029
2	Ireland	0.915
3	Norway	0.846
4	Lithuania	0.823
5	Sweden	0.781
6	Iceland	0.765
7	Denmark	0.753
8	Malta	0.739
9	Slovenia	0.729
10	Latvia	0.680
11	Germany	0.655
12	Netherlands	0.614
13	Finland	0.579
14	Hungary	0.533
15	Estonia	0.531
22	Poland	0.376
23	Spain	0.366
29	France	0.278
32	Italy	0.212



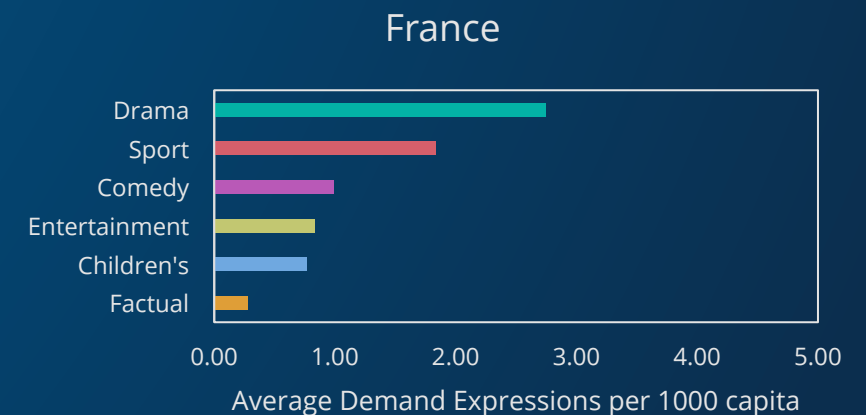
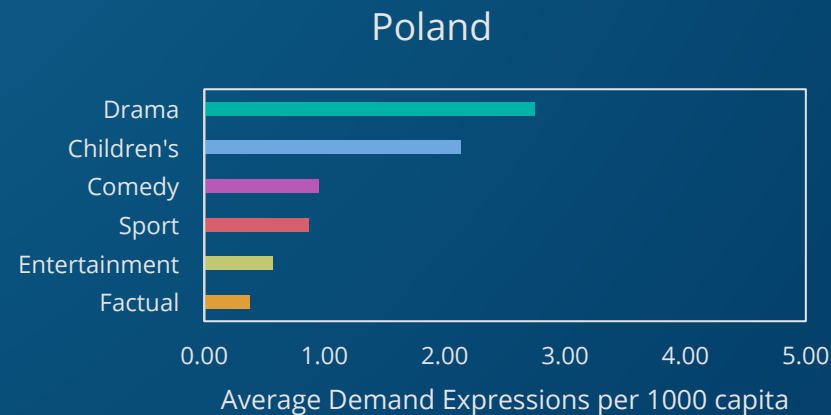
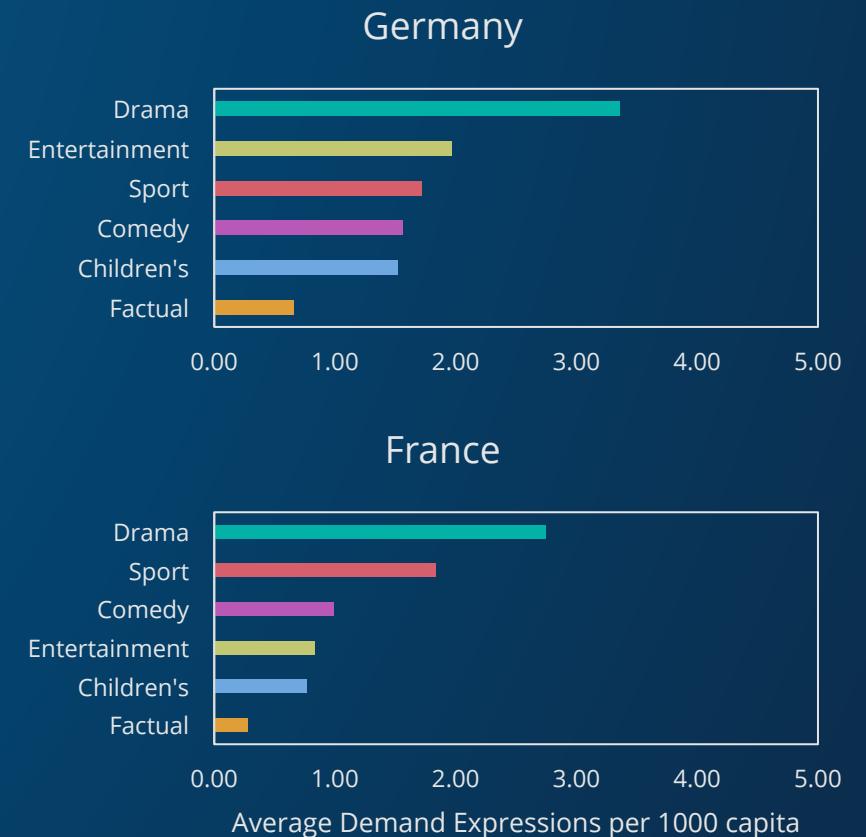
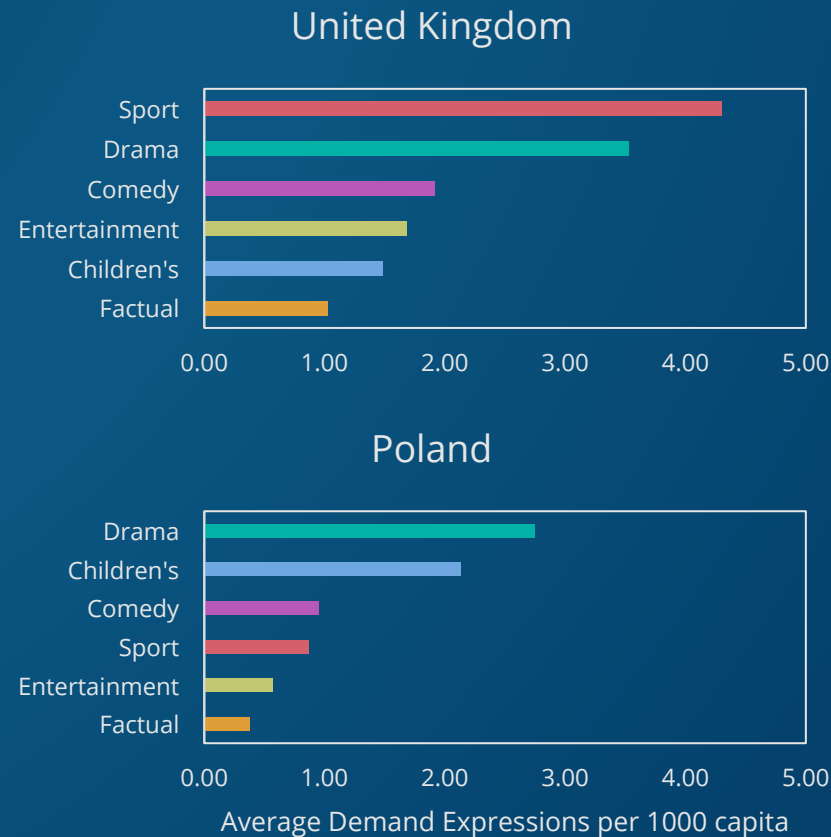
Genre popularity in individual European markets

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Of the four markets considered, **drama is the most popular genre in Germany, Poland, and France**. However, in the United Kingdom, sports-related titles (such as *Top Gear*) have the highest average demand.

Dramas are the second-most popular genre in the United Kingdom; in Germany, Poland, and France, entertainment, children's content, and sport are the second-most popular genres, respectively.

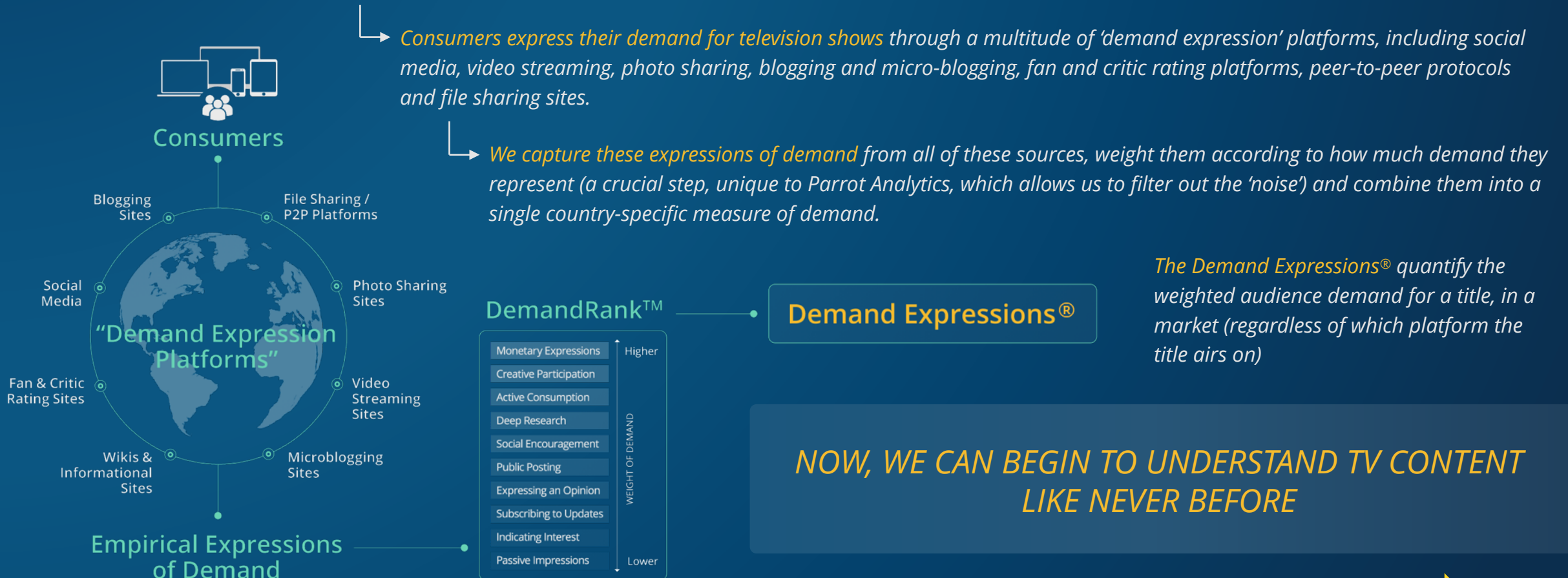
In all four markets, **factual content has the lowest average demand** out of these genres.



Global Demand Measurement

What is “demand” for content?

‘Demand’ for content is essentially the dictionary definition: it is the desire, engagement and viewership by consumers for a particular commodity. Demand for television content is what drives transactions and consumption on all platforms, such as linear TV, PayTV and SVOD services.





Global Demand Measurement

Cross-Platform, Country-Specific, Real-Time

Parrot Analytics is a technology and data science company that measures global demand for television content. Its **Demand Measurement System** is leveraged by leading global media organizations to understand global demand for content across their (and their competitors') portfolios, enabling them to increase the yield on their investments, acquisitions, marketing and distribution strategies to ultimately stand out in a crowded market through an unprecedented understanding of global content popularity.

