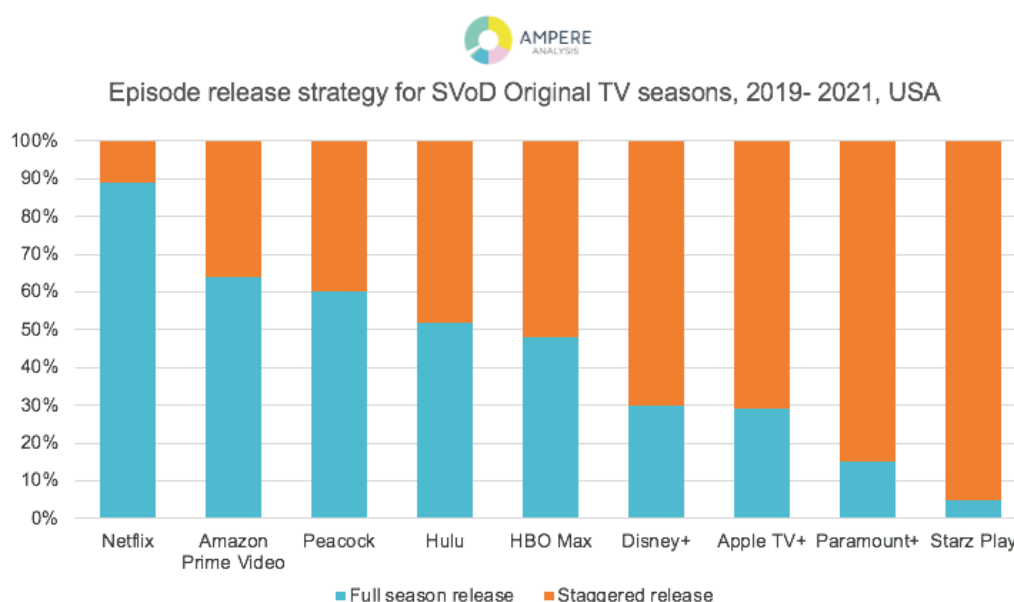


## Binge watch or watch weekly?

### *Streamers revert to weekly episode releases for longer term engagement*

**London, 15<sup>th</sup> March 2022:** In contrast to Netflix's strategy of full season releases, mirrored by other platforms like Amazon and Hulu, a wave of new Subscription Video on Demand (SVoD) entrants are employing the classic model of gradual episode releases for their own original titles, but the trend may be only temporary. A weekly release schedule limits subscriber churn and better maintain engagement with content over time, according to a new report by Ampere Analysis. The strategy is also helping to eke out perceived value in smaller catalogues.



Source: Ampere Analytics – SVoD

### **Smaller content libraries and sparser release slates**

One reason for new platforms to break from the mould set by the market leader is the size of the overall on-demand library. At launch, the US Disney+ catalogue was 10% the size of Netflix's by total duration, while HBO Max's was 26% and Apple TV+'s less than 1%. The number of flagship Originals available in the first months of launch was also limited, especially due to delays caused by COVID-19-related production shutdowns.

According to the study, a weekly release strategy across a range of high-profile Originals reduces the risk of churn over time. For example, Disney+ released episodes of new Marvel Cinematic Universe TV shows across 34 weeks in 2021. A fan of Marvel content

wanting to avoid the plotlines being spoiled would have to subscribe to Disney+ for the majority of the year to watch each episode at the earliest opportunity.

### **Engagement decay faster for full-season releases**

Ampere's Popularity Score<sup>1</sup> also indicates that engagement with a TV show decays faster for full-season releases when indexed against their popularity at launch. In comparing top Netflix (full-season releases) and HBO (weekly releases) shows, the popularity of the former dropped to 80% of the premiere month within one month of release compared to four months for the latter. Ampere Analysis concludes that a weekly release helps ensure longevity in engagement more than a full season release would for the same content.

**Rahul Patel, Senior Analyst**, says: "A weekly release pattern more easily facilitates conversation around a show. Between episodes, viewers have ample time to discuss and re-watch episodes, which is less likely to be the case if an entire season is released together. Hence, weekly releases can lessen the chance of engagement with a show decaying rapidly after its initial release. By extension, weekly releases can benefit lower profile titles—particularly those not based on recognisable Intellectual Property—as positive word of mouth sentiment has more time to build and spread. By releasing the totality of an unknown season in one stroke, a platform runs the risk of the title being crowded out in an increasingly competitive content market."

Ends

<sup>1</sup>Ampere's Popularity Score is a score from 0 to 100 that reflects the online search volumes for a title each month.

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## About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in pay and multiscreen TV and next generation content distribution. Our founders have more than 60 years' combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)

