

WORKSHOP



LATEST MARKET TRENDS

&

AI FOCUS

FOR A BETTER MONETIZATION OF TV SERIES



Creative Europe MEDIA

MIPCOM - 2024 Edition - Cannes

Rémi Tereszkievicz, CEO of Betaseries



A (r)evolution of usage still ongoing

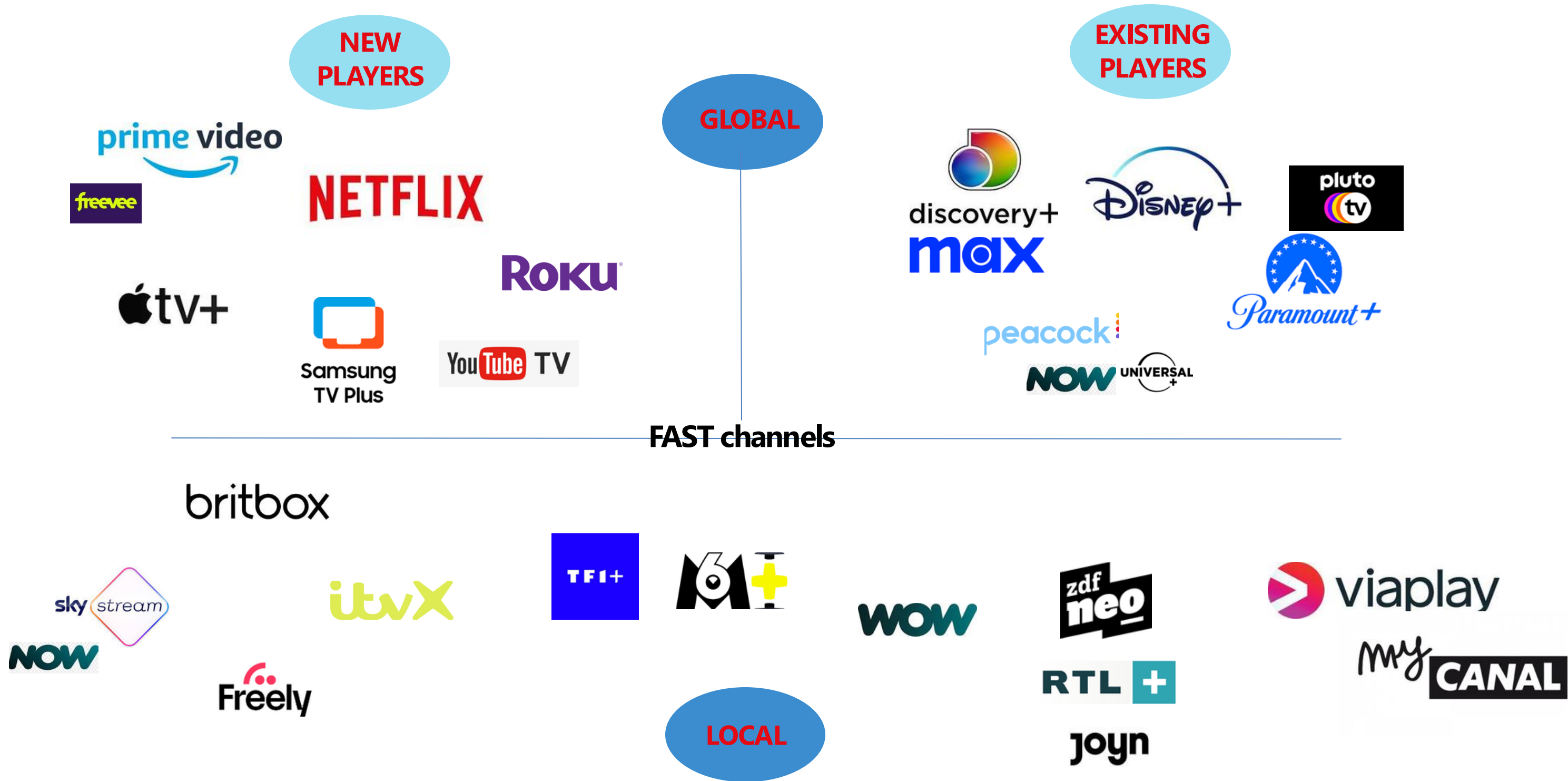
Since last year, the challenge for market players is still to capture the attention of connected viewers in a market that is becoming "platformized."

The saturation of their time and budgets has opened the door to advertising models.

- AVOD: new players, but also TV platforms ('BVOD') and 'FAST' channels
- the new hybrid models of 'HVOD' platforms



2024 : A consolidating & dynamic players field



2024 : A market facing challenges

Consumer saturation

Budget & attention

?

More OTT players
Increased competition
SVOD ROI pressure
AVOD new eldorado ?

Peak TV is behind us
TV Series must fit precisely
platforms strategies



Platform strategy: « client is king »

Platforms' economic models are driven by new market KPIs:

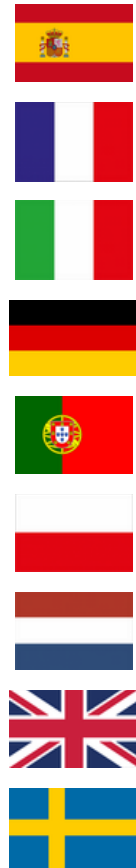
➤ Acquisition

➤ ARPU (average revenue per user)

➤ Retention / churn



Thanks to its community, BetaSeries gathers valuable market insights data



With its 3,2 million members, BetaSeries is the largest community of series fans in France and Europe.

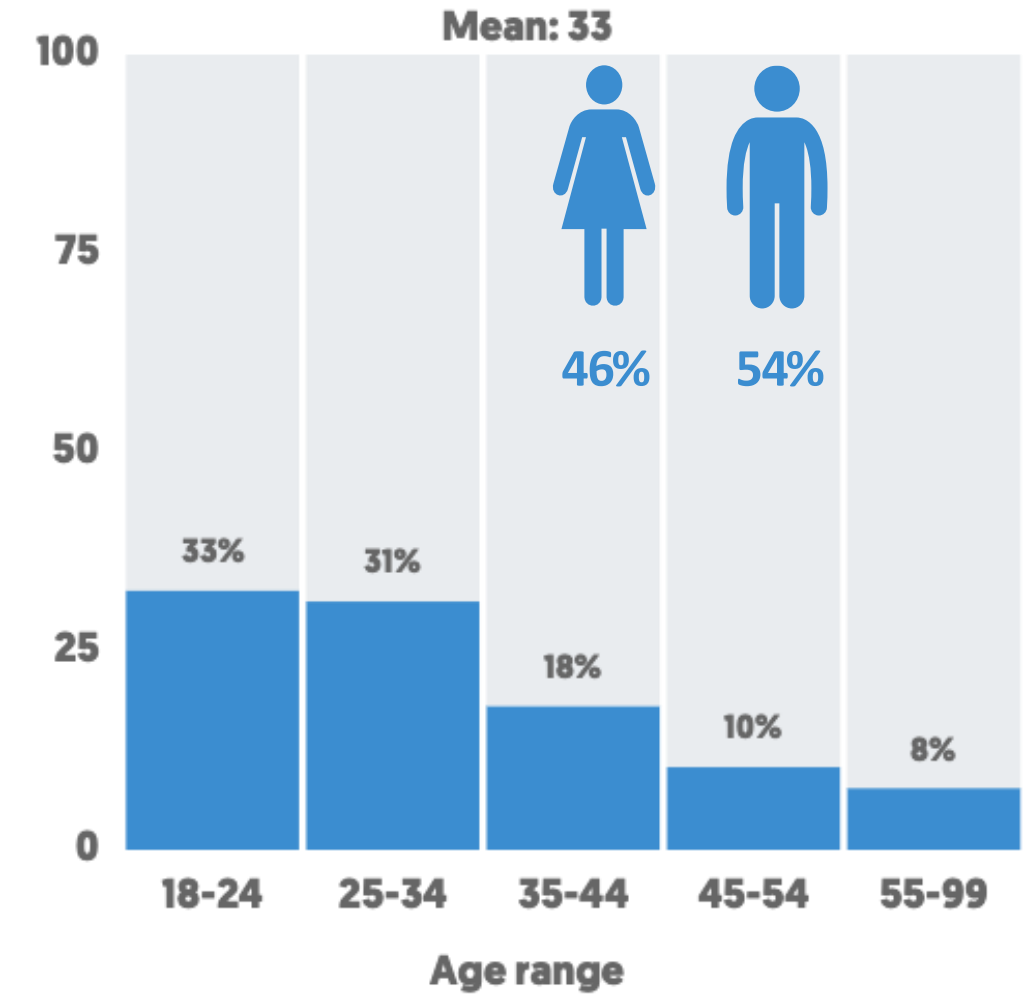
B2C:

A leading European series recommendation media (web, app, radio)

B2B:

Insights on titles/platforms/genres/talents

Solutions to support series development, pitching, and sales

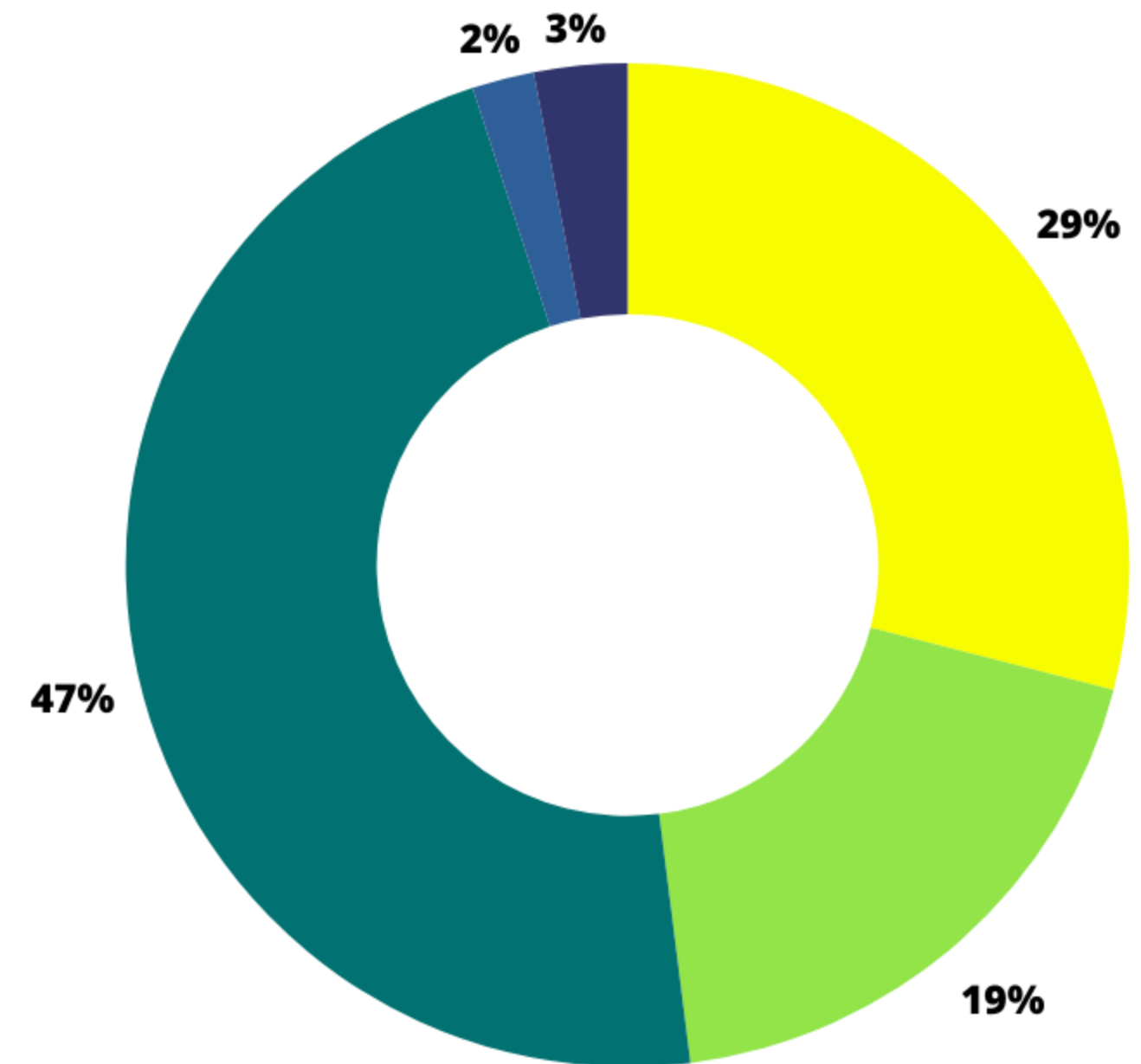


The marketing power of TV series

What would be the strongest reason among the propositions below to abandon one platform in favor of another ?

(1000 votes – August 2024 - BetaSeries FR)

- One or more series present(s) on it (29%)
- A more attractive price (19%)
- A bundled offer (with another platform for example) (47%)
- A better in-app experience (2%)
- Another reason in comment (3%)



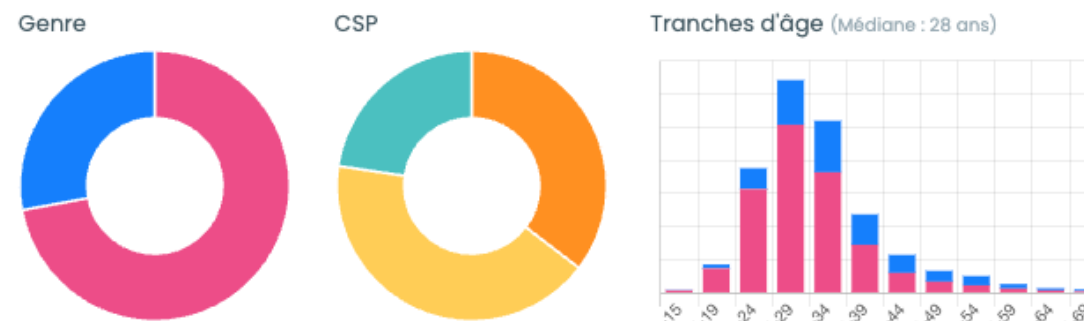
TV series: a target audience for each title



♥ 42 285 ont suivi la série
👁 499 892 épisodes vus
★ 57,2 % notes positives
♥ 48,4 % d'abandons
👥 64 456 portée (6 mois)

Résumé Performance Tendance Audience Intérêt Comparables

Audience

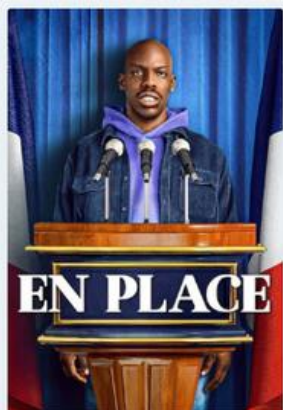


A+ Emily in Paris

★★★★☆



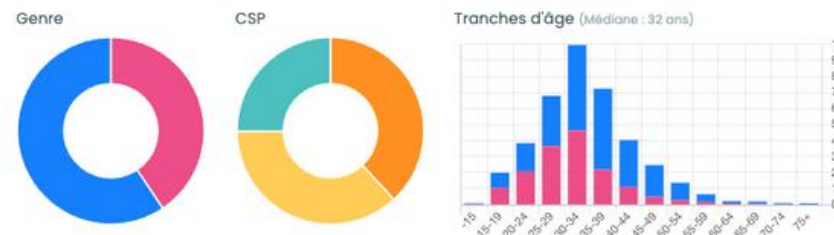
Décrochant le b...
rêves à Paris, Em...
cadre ambitieux...
entame une nou...
en jonglant entre...
et amours.



♥ 8 131 ont suivi la série
👁 38 217 épisodes vus
★ 59,0 % notes positives
♥ 56,1 % d'abandons
👥 14 994 portée (6 mois)

Résumé Performance Tendance Audience Intérêt Comparables

Audience



Forces du programme

Hommes : +13,05% 35-39 : +7,16% 30-34 : +6,77% 25-29 : -5,89% 20-24 : -6,18%
 Étudiants : +6,49% CSP+ : +6,36% CSP- : -12,85%

Comparer avec : Séries comparées Tout BetaSeries

A En place

★★★★☆



Un éducateur idéaliste est propulsé candidat à l'élection présidentielle

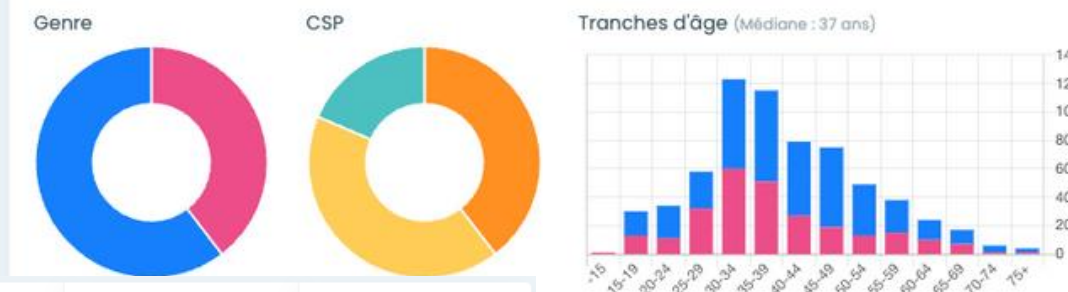
Comédie



♥ 1 158 ont suivi la série
👁 6 783 épisodes vus
★ 50,0 % notes positives
♥ 0,2 % d'abandons
👥 27 279 portée (6 mois)

Résumé Performance Tendance Audience Intérêt Comparables

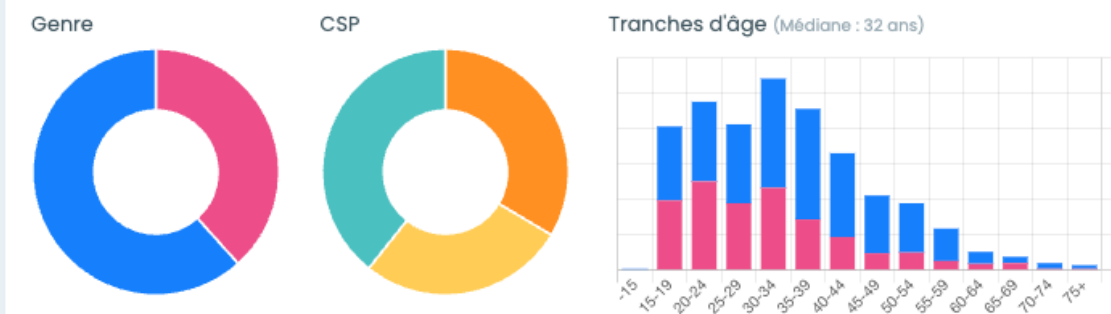
Audience



♥ 2 794 ont suivi la série
👁 8 640 épisodes vus
★ 70,5 % notes positives
♥ 6,8 % d'abandons
👥 210 271 portée (6 mois)

Résumé Performance Tendance Audience Intérêt Comparables

Audience



Forces du programme

Hommes : +5,40% 15-19 : +8,27% 20-24 : +4,41% 45-49 : -1,81% 40-44 : -5,91%
 Étudiants : +21,61% CSP+ : -2,70% CSP- : -18,91%

Comparer avec : Séries comparées Tout BetaSeries



B La Fièvre

★★★★☆



Fodé Thiam, star du foot, dérape devant les caméras en traitant son entraîneur de "sale toubab" ("toubab" signifie "blanc" en wolof). Pris dans la tempête médiatique, le club fait appel à Sam Berger...

TV series: For each title, a performance

Assiduité & Performance



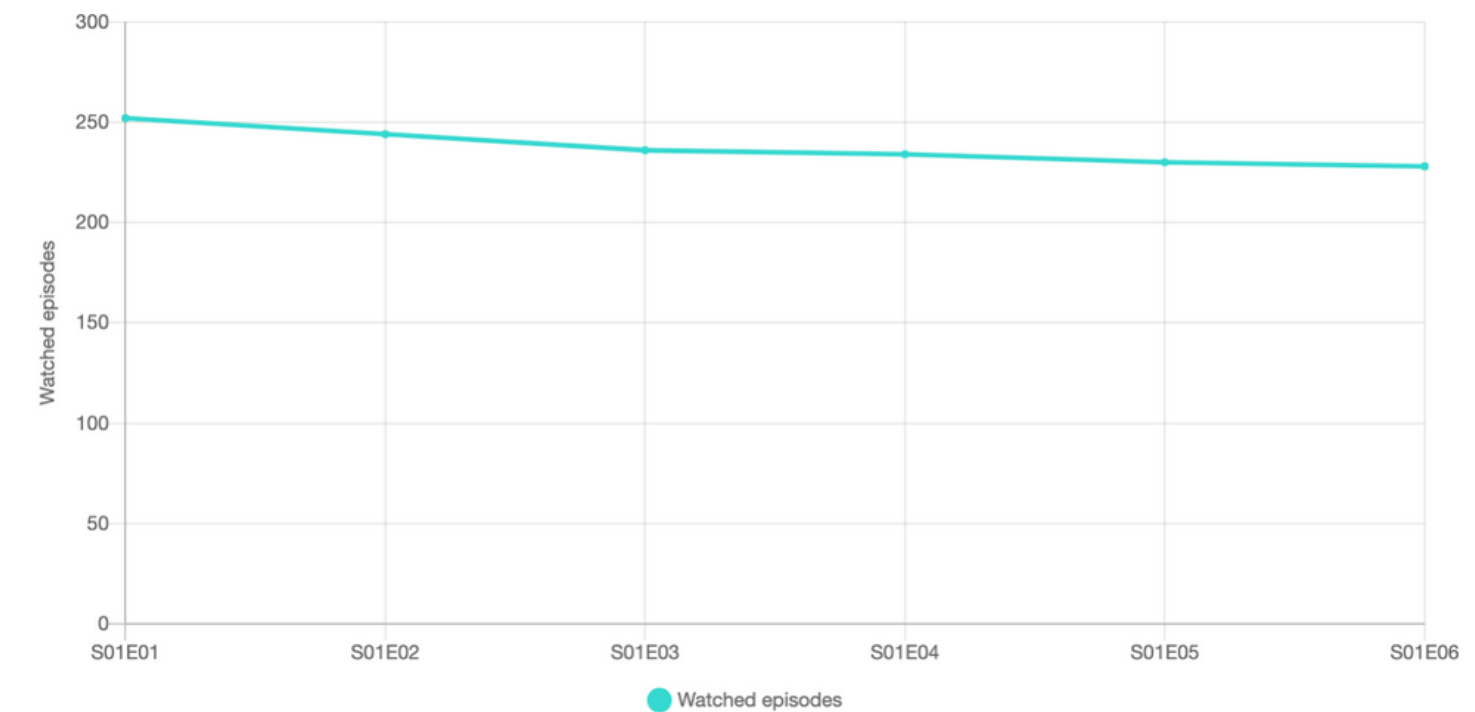
+31,48%
vs potentiels comparés

-2,41%
vs conversions comparées

+10,86%
vs "terminés" comparés

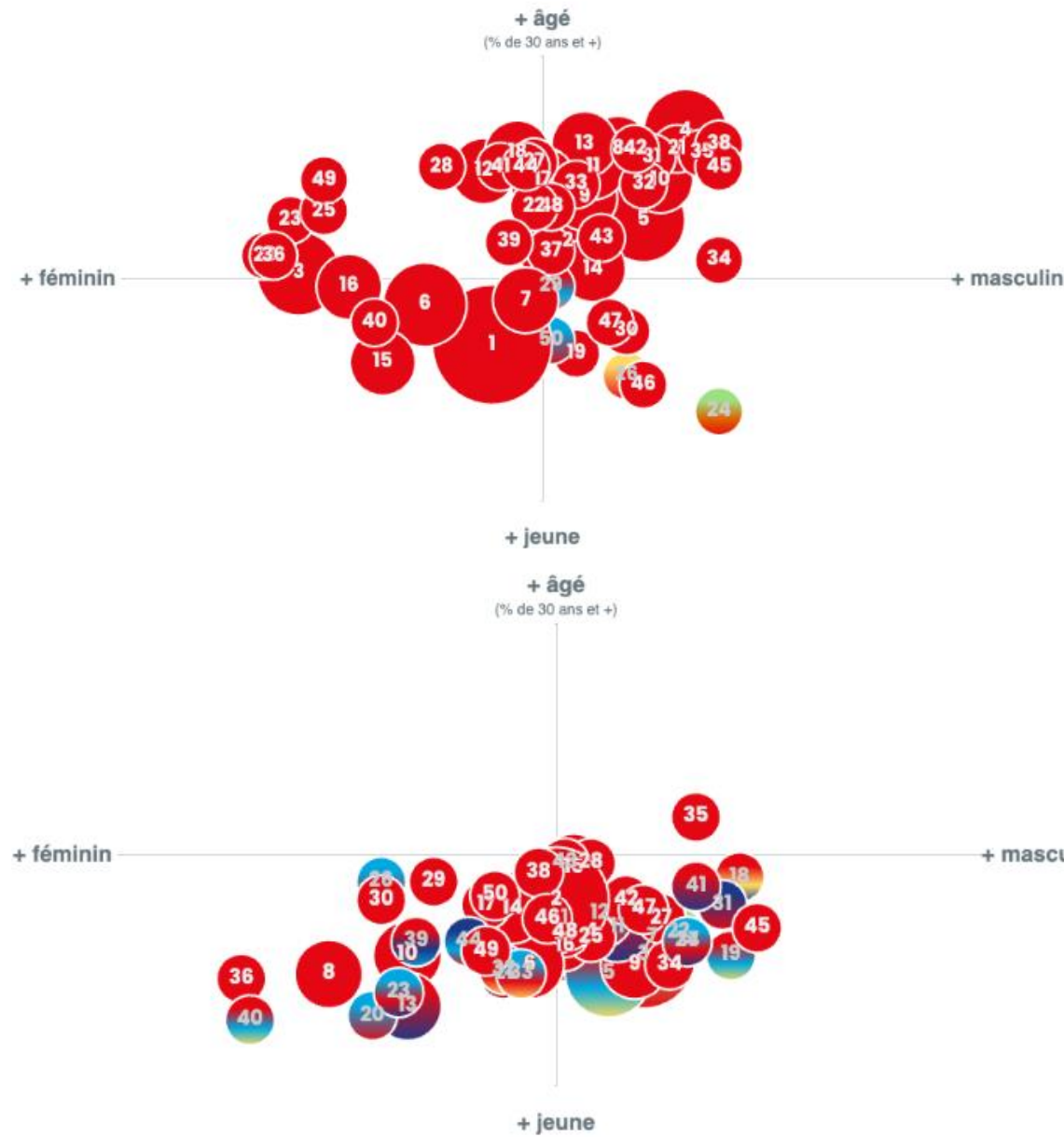
↓
-35,48%
vs chums comparés

Show performance

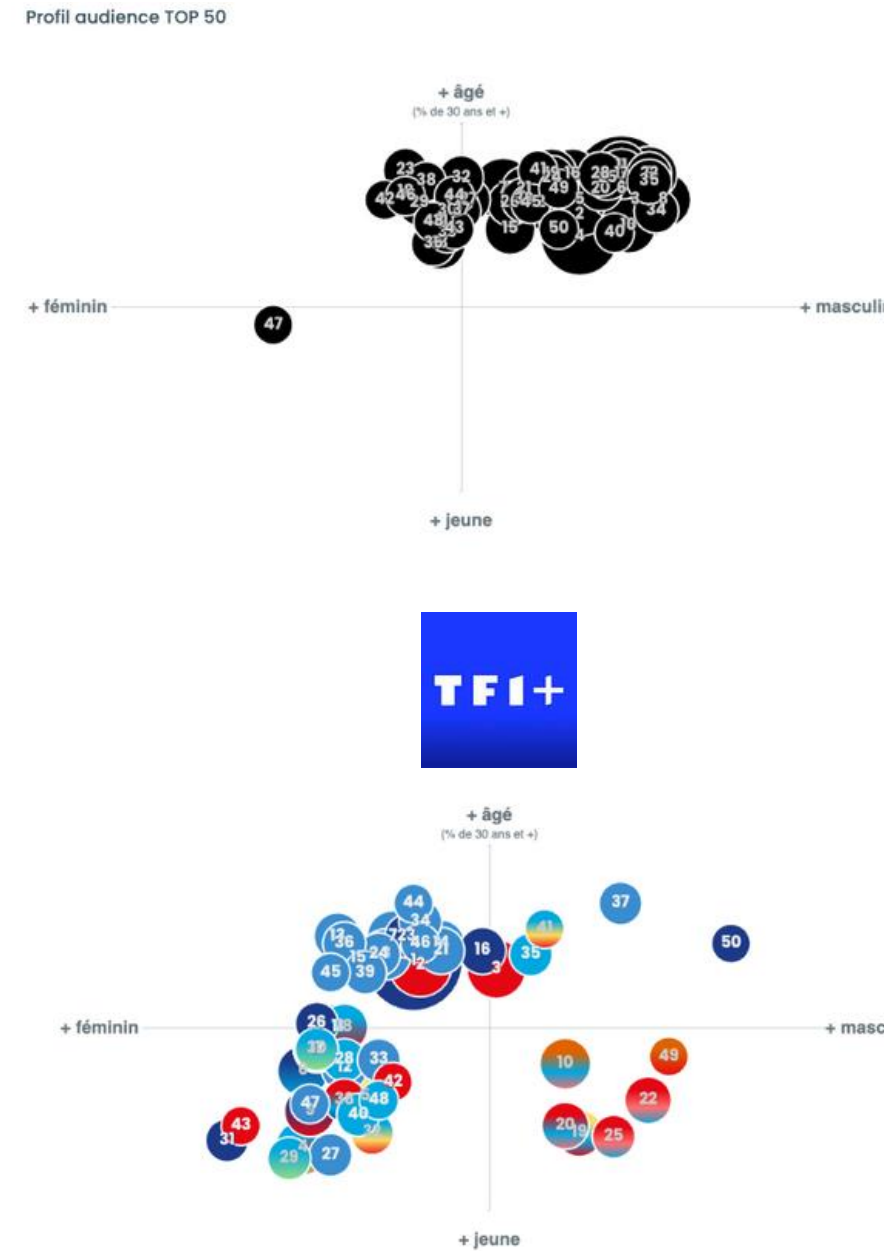


TV series: Different target audiences per platform

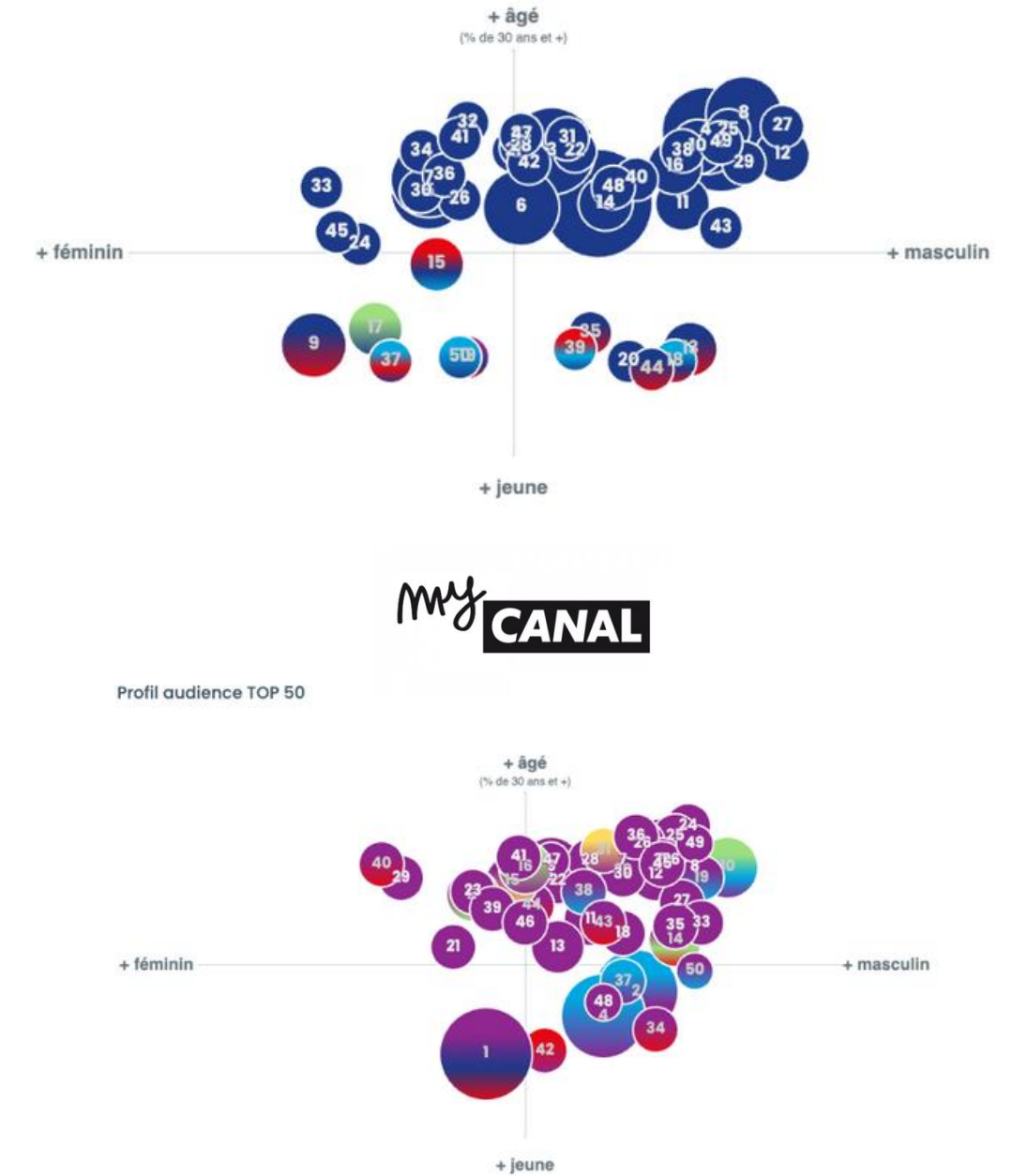
NETFLIX



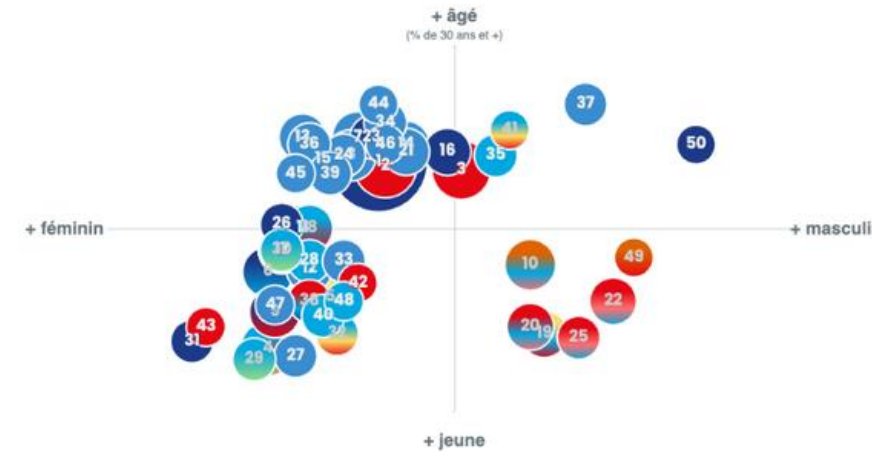
Apple tv+



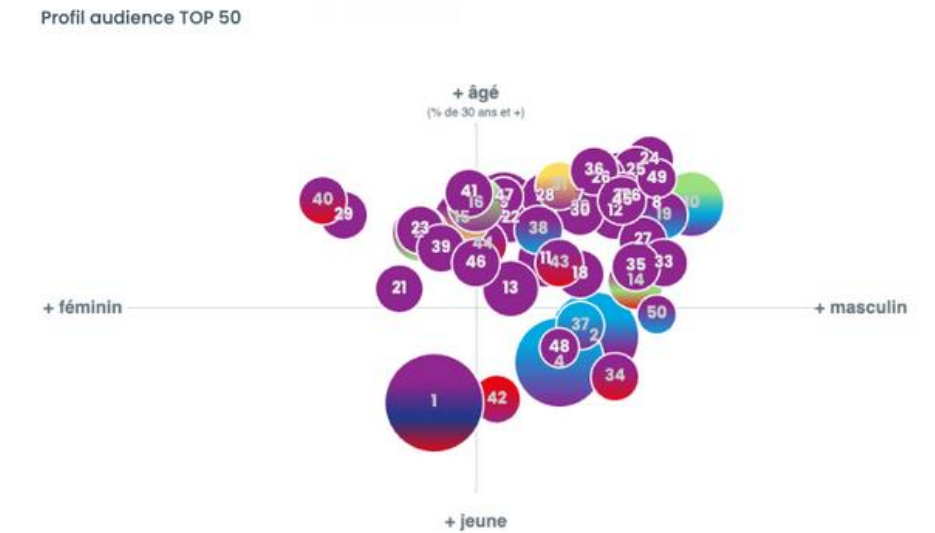
Disney+



TF1+



my CANAL



TV series: Following supply and demand

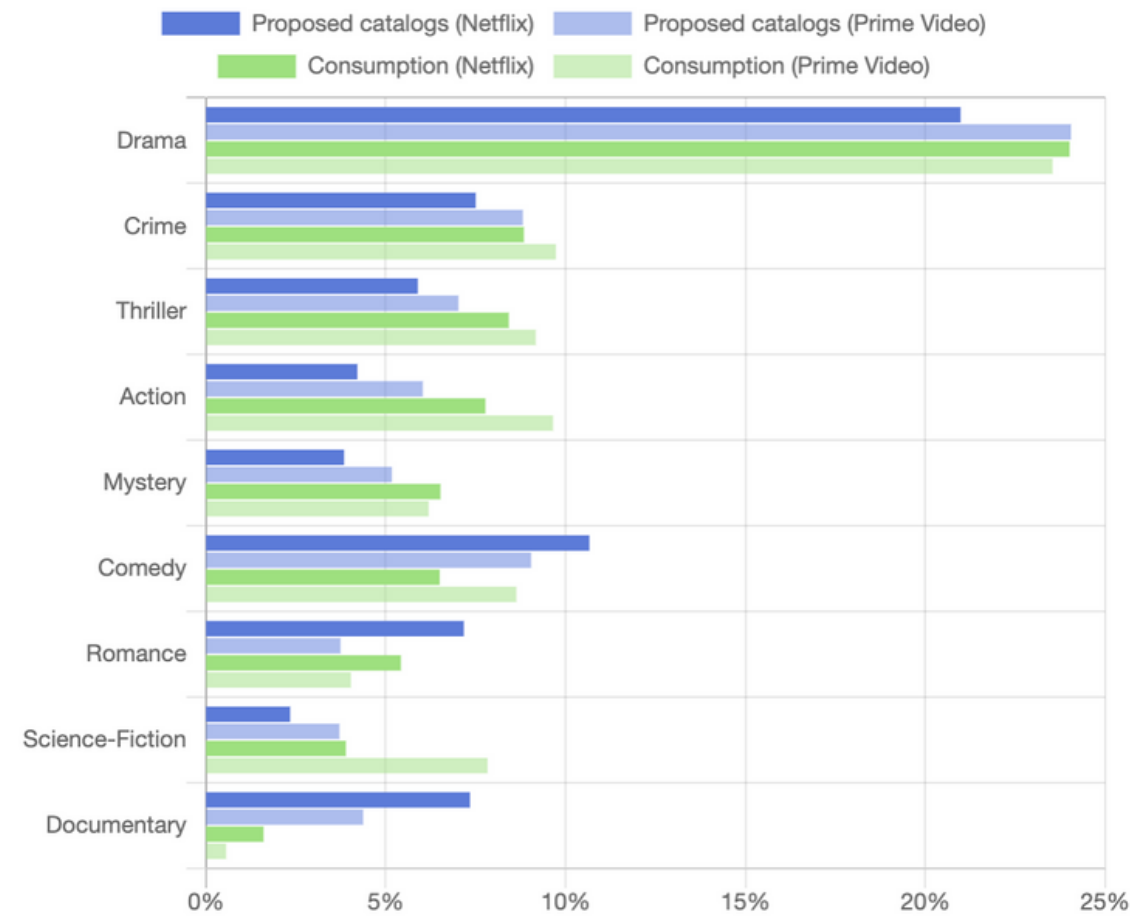
Platforms (France, Netflix & Prime Video, Without animation) Select a platform (or 2 to compare) by unfolding this tab.

Countries

SvOD platforms (Choose 1 to 2 platforms)

Animation With Without

Shows genres

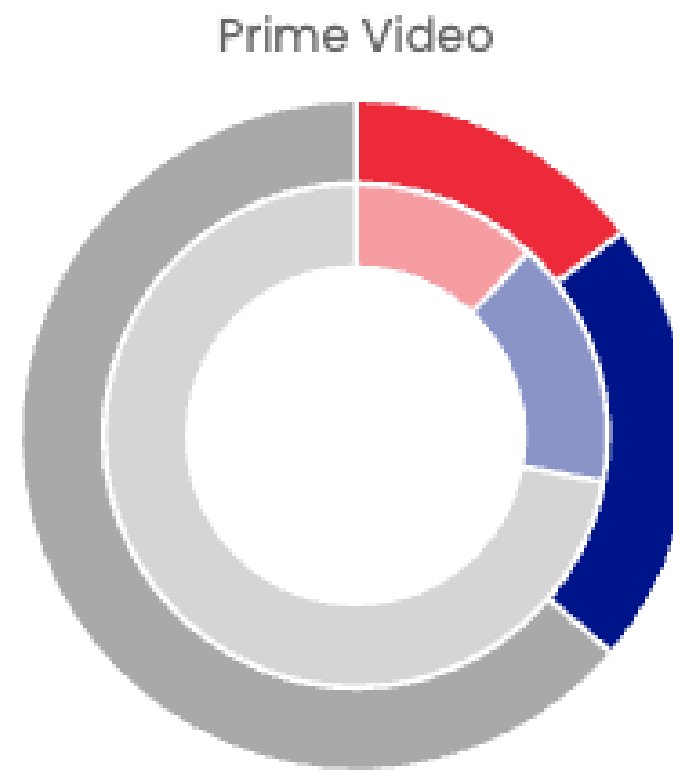
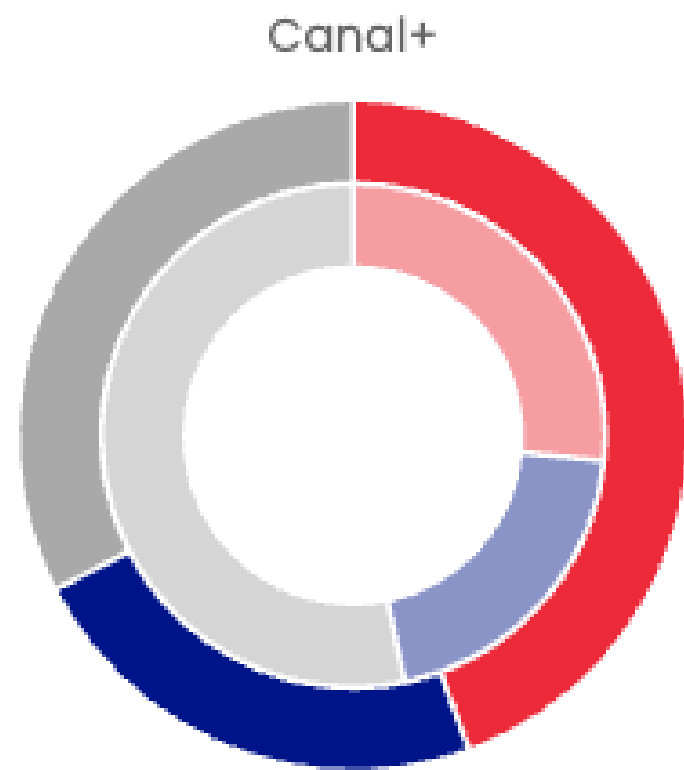


	Netflix	Prime Video	
⌵ Drama	20.98%	24.05% ↗	+14.63%
⌴ Crime	7.50%	8.81% ↗	+17.47%
⌴ Thriller	5.89%	7.02% ↗	+19.19%
⌴ Action	4.21%	6.03% ↗	+43.23%
⌴ Mystery	3.84%	5.17% ↗	+34.64%
⌴ Comedy	10.66%	9.04% ↗	-15.20%
⌵ Romance	7.17%	3.74% ↗	-47.84%
⌴ Science-Fiction	2.34%	3.71% ↗	+58.55%
⌵ Documentary	7.34%	4.37% ↗	-40.46%

Supply 
 and demand 
 by genre/platform

TV series : more local content also boosted by quotas

① Origine des contenus



		Canal+	Prime Video	
France	Catalogues	44,38%	14,62%	-67,06%
	Consommation	26,62%	12,03%	-54,81%
Europe (Hors FR)	Catalogues	23,02%	21,59%	-6,22%
	Consommation	20,11%	15,92%	-20,84%
Autres	Catalogues	32,60%	63,79%	+95,70%
	Consommation	53,28%	72,06%	+35,25%

Part des contenus européens (dont France)

Canal+
67,40%

Prime Video
36,21%

2025 : In a pressured market

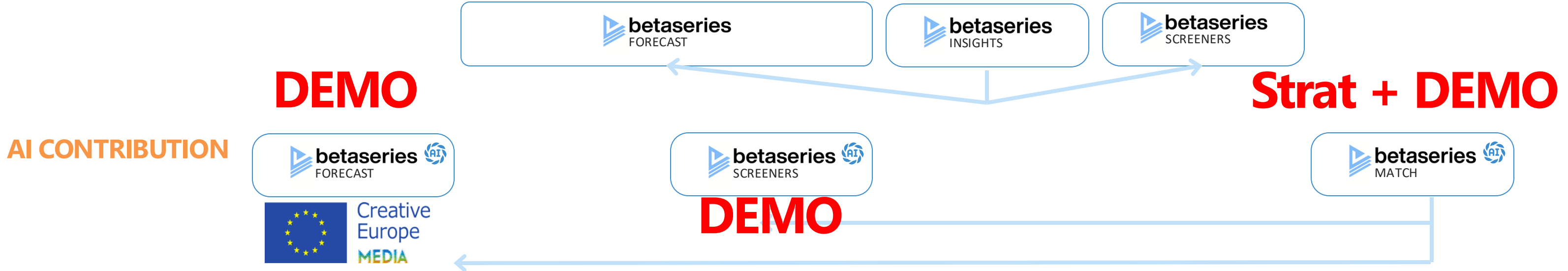
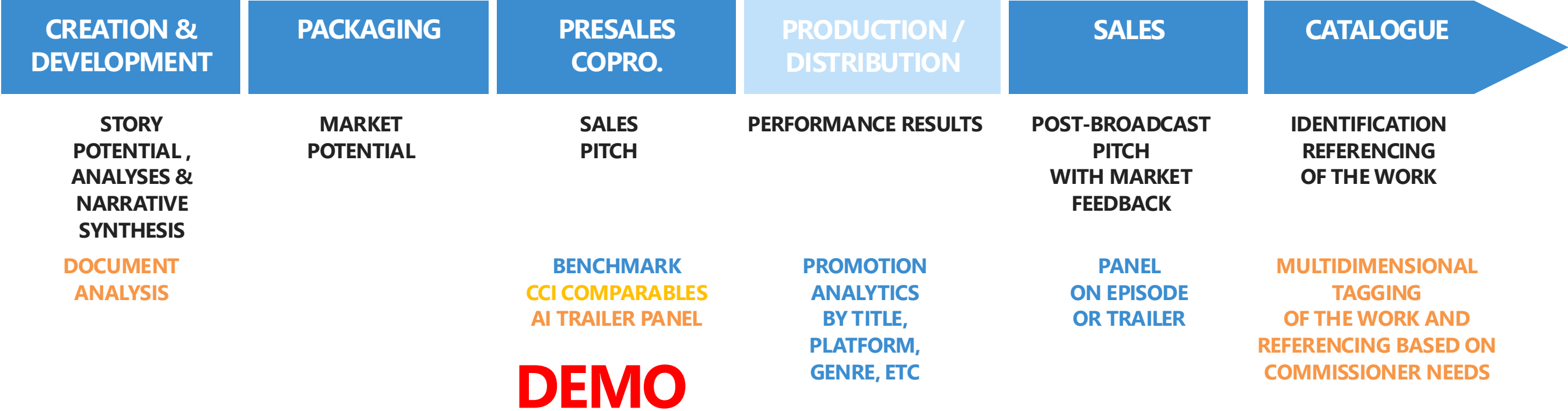
convergence to simplifies and rationalizes

- Wider content offerings (windows and volumes)
- Hybrid economic models (BVOD with paid options or HVOD?)
- Hyperdistribution
- Significant impact of AI on economic models

AI for a better monetization of TV series



BetaSeries: paradigm shift in content approach





betaseries MATCH

Revolutionizing TV Series Discovery
and Distribution with AI

MIPCOM – 2024 Edition – Cannes
October 2024



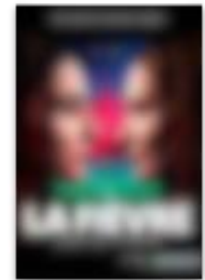
What market issue is being addressed?

Market Saturation

- Increasing number of streaming platforms
- Superficial recommendation algorithms with superficial metrics describing content generating repetitive choices & dissatisfaction.
- Many titles miss “their” audiences

Untapped Potential of Content Catalogs

- Extensive catalogs of content underexposed and underutilized.
- New titles superficially described offering few sales arguments and leaving the space to blockbusters (IP based & packaged)
- Traditional sales methods not reflecting the diverse interests and needs of always more segmented audiences .



Better describe, better know.... Better sell !

More content descriptors generating unique fingerprints per content

- A unique model with 64 dimensions developed by experts and enhanced with BetaSeries' massive databases.
- An automated AI fingerprint creation process upon simple video submission, enabling large-scale, multilingual, rapid, and cost-effective processing.

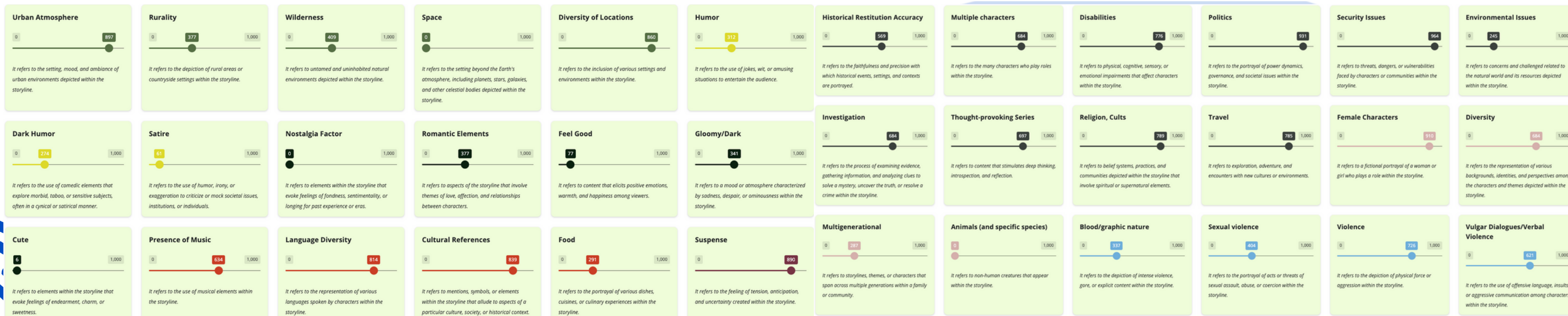
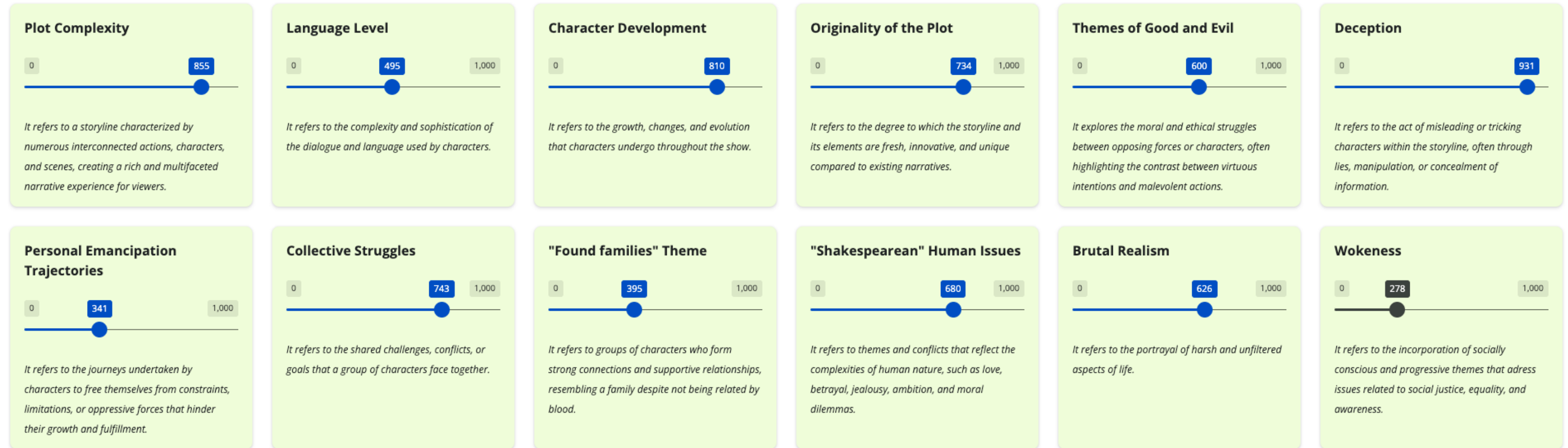
A next-generation discovery and recommendation platform

- Based on needs, matching and proximity of fingerprints to align content supply and demand.

Overview of descriptors for a series

Homeland

A bipolar CIA operative becomes convinced a prisoner of war has been turned by al-Qaeda and is planning to carry out a terrorist attack on American soil.



Commercial use cases

- **Producers** : improving sales pitch with differentiated criteria
- **Distributors**: Improved and enlarged content sales (especially back catalog)
- **Buyers** (platforms/TV): Highly targeted purchases possible in large volumes of titles
- **Platform operators**: Effective and differentiated recommendations to integrate with existing processes
- **Marketing research and institutions** : studies on content DNA / branding and institutions KPIs (diversity, parity, green...)



betaserie

In conclusion:

New revenue potentials and value throughout the entire content lifecycle.

Tools and methods that are evolving rapidly, requiring discernment but also a necessity to "dive in"!

Let's go see what it looks like!

DEMO





THANK YOU!

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