Major Film and Television Studio Case Study

Peer ⏪ Media
Technologies

World Wide Leader in Anti-Piracy Services

Media Intelligence Services

Technology solution

Peer Media's Media Intelligence delivered an end-to-end service that leveraged our proven anti-piracy platform to provide:

- Audience Measurement: Tracked global demand for the Studio's and competitors' titles
- Interactive Reporting: Provided daily web-based reporting that allowed for immediate assessment of changing US and international demand trends
- Comparative Analysis: Compared pirate demand for content by title, country, release/air date, studio, television episode and top titles
- Track Pre-release Demand: Tracked pre-release demand levels, providing insight into the interest level for a title

Business results

During the first half of the TV season the Studio used Peer Media's Direct Measurement and Media Intelligence services to understand when and who in the UK was downloading their episodic TV show title. Until Episode 10 the Show was only broadcast in the US market. Through Peer Media Technologies' services the Studio learned:

- Over a half million people downloaded the shows in the United Kingdom
- The Studio proved that a show that was not sold outside the US actually had a large market internationally
- The Studio made the business decision to launch distribution in the UK
- The Studio partnered with iTunes to make each episode available 1 day after it aired in the US market
- The Studio avoided having to renegotiate their existing UK contracts
- Illegal downloading of the TV Show in UK dropped significantly after the Studio opened this new distribution channel

The Television Industry has been experiencing a major shift in audience behavior and trends. Now more than ever, the ability to understand the audience: where they are globally, what they consume, and how they consume it is vital. Online television growth is unprecedented due to the shift in audience demand for digital content, much of which is pirated. Understanding this "unmonetized" consumption is critical to effective distribution strategies and maximizing revenues.

Business challenge

- A major Film and Television Studio needed *multiple ways by which to measure* their US domestic and international audiences across a myriad of digital distribution platforms
- They needed to *make distribution decisions* and be able to support them with factual data. With hundreds of channels to choose from, thousands of shows vying for attention, millions of viewers with diverse tastes and time-constraints have more control and access to programming than ever before
- The Studio was concerned about *lost revenue opportunities* and needed to prove there was an international market for content that currently was only distributed on a subscription basis in the US

File-sharing on the peer-to-peer (P2P) networks and the web have reached monumental proportions, accounting for almost 28% of all Internet traffic, and of that amount almost 18% is television content.

Over 100 million users are on the BitTorrent network alone. Studies show that the "unmonetized" consumption of television programming is due more to convenience than cost – the programming is simply not available on legitimate channels such as Hulu or may be geographically restricted.

For more information

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