

Pandemic: How to Prevent a Crisis



A SoDA UK Programme Report by
Digital-i

20th Jan- 31st March 2020

The detailed viewing data in this report comes directly from Digital-i's unique SVOD analysis and visualisation software, SoDA.

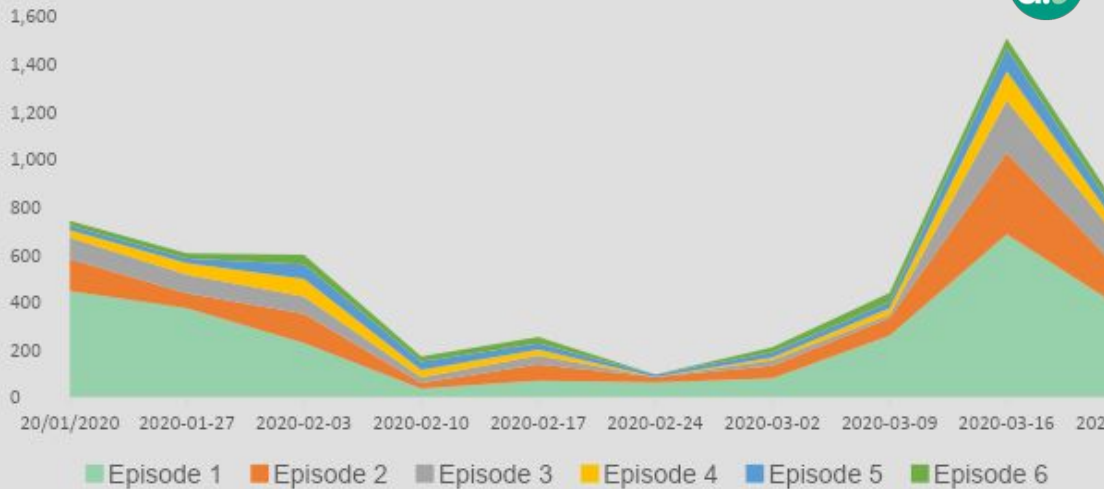
Viewers flock to Netflix documentary amid Covid-19

Pandemic: How to Prevent a Crisis was a Netflix documentary released in January 2020, when the majority of the UK still thought that the 'novel coronavirus' was something happening in China that'd never affect us. In its first week of release it generated just over 700k streams. To put this into context, the Netflix's Madeleine Mccann documentary generated almost 24 million streams in the same time.

But that wouldn't be the last we heard of COVID-19, nor of this documentary. The rapidly developing pandemic took hold and the series became more relevant. Netflix, realising this, began to heavily promote the docuseries leading to a sudden peak in viewing.

In the week before Boris Johnson's historic lockdown announcement, the documentary received more than twice as many streams as it did in its premiering week. After that, interest petered out in a similar but subtle trend that mirrors linear TV and the levels of news and current affairs consumption.

Total Streams per Week x Episode, Pandemic HTPAC



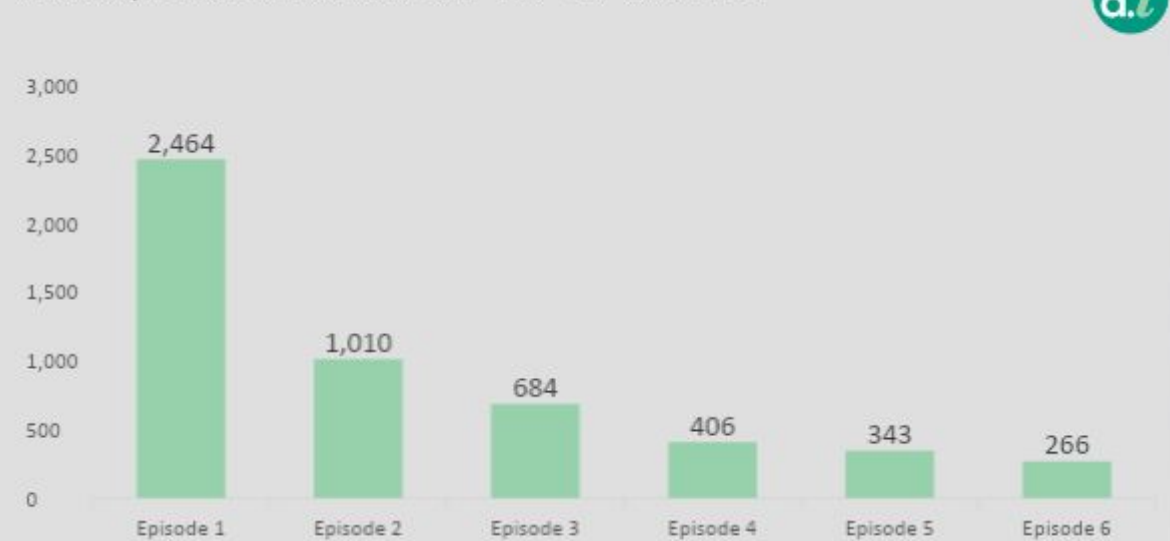
Netflix's 'box set drop' release strategy in which all episodes of a series are released at once is incredibly successful at driving high levels of series loyalty, with many viewers binge-watching through entire series (sometimes in one day!). This was not the case for the Pandemic docuseries... It saw a significant drop off from episode 1 to episode 2 and then further audience drop off throughout the series.

In fact, only 11% of the households that watched episode 1 went on to finish the series. Furthermore, 57% of the households that watched the series only streamed one episode. This is more typical for docuseries than for dramas or comedies, but the drop out is considerable. Could it be that the topic served as good clickbait before people started to experience a type of Covid burnout?

In all likelihood, there reaches a point where viewers can't take anymore bad news and they search desperately for shows that transport them outside of the homes, into the midst of the Ozarks or the twisted world of exotic pets. Netflix's success lies in providing escapism rather than information, and the performance of this show demonstrates that this is the way most viewers see and use the platform.

Coronavirus Burnout?

Reach x Episode, Pandemic HTPAC, 20th Jan – 29th March 2020



Gain access to Digital-i's incredible SVOD data through SoDA

SoDA (Subscription on Demand Analytics) is an online portal that allows users to navigate a large database of international Netflix viewing data.

Digital-i pioneered a method of measuring Netflix viewing from all devices (including TVs), back-data from 2017 and episode-level reporting.

Our services are used by the UK's biggest broadcasters and international American studios to improve their SVOD and VOD players, content catalogues and release strategies.

For more information about SoDA and its capabilities contact

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"SoDA has been an incredibly useful tool for us in understanding Netflix's business with greater insight than ever before."

Rachel Shaw and George Chester, BBC