

Integrated Solution

Giving clients a greater understanding of consumer motivations and more immediate marketing activations

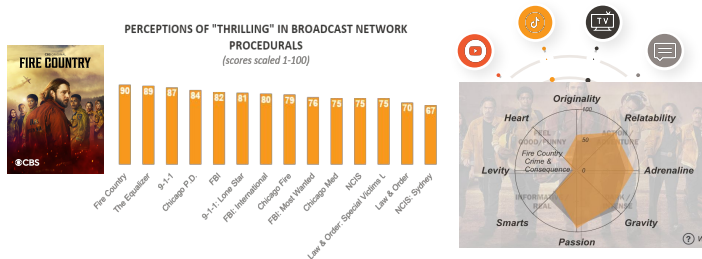
1

INTELLIGENCE

Understand Consumers

Magid Data-Driven Context

Identify basis for consumer appealing relevance (Brand eDNA)
Media behaviors to understand how consumers engages in messaging, via intel on over 10K entertainment titles.



Magid **EmotionalDNA**®

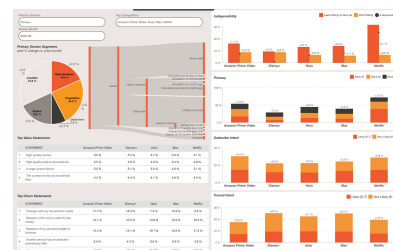
2

STRATEGY

Understand YOUR Consumers

Magid Subscriber Science

Our subscriber DNA roadmap & toolkit for SVODs that places streaming video audiences into distinct profiles. Planning and activation are optimized, bringing up LTV and bringing down CAC.



Magid **SUBSCAPE**™

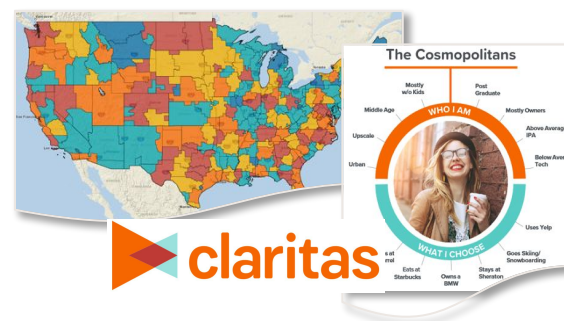
3

ACTIVATION

Do Something About It

Claritas Profiling & Campaigns

Deeper PRIZM profiling of 233M consumers into demos, lifestyle and media preferences, shopping behaviors and tech usage. Connecting via digital campaign – emails with comprehensive monitoring, activated against the client's first-party data or lookalikes.



claritas

Collaborator Content Generator

Our content generator creates custom, on-brand, research-informed and expert-driven marketing and sales comms, AI-accelerated at-scale and in minutes.

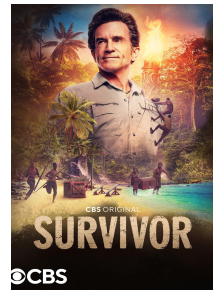
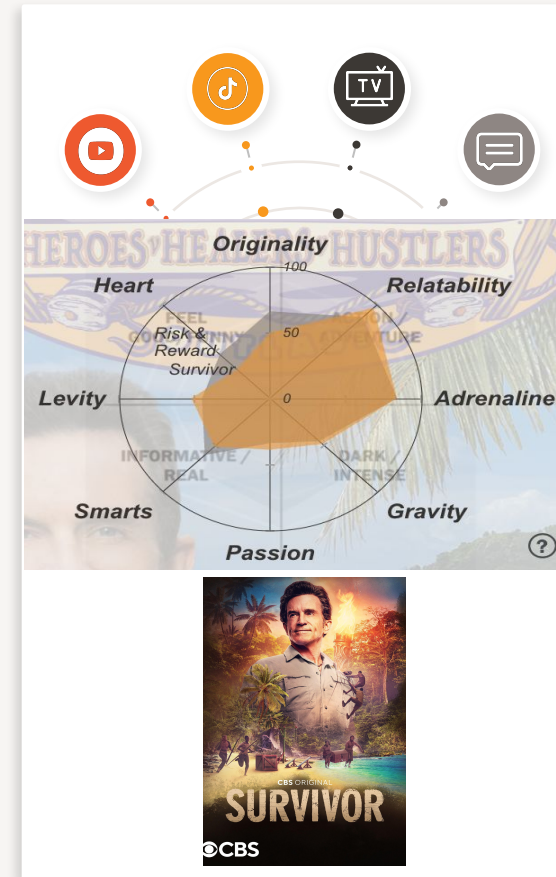
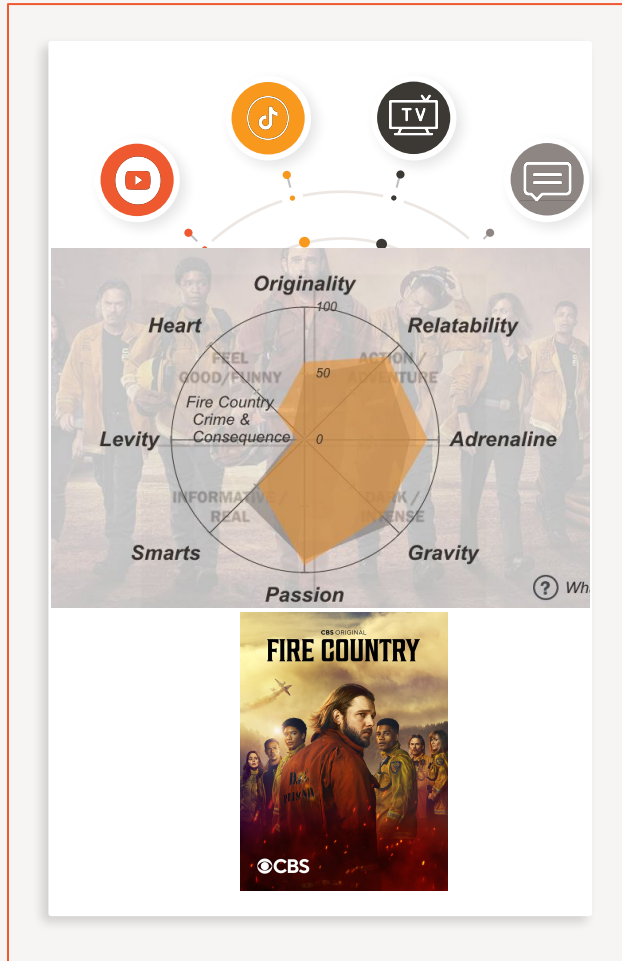
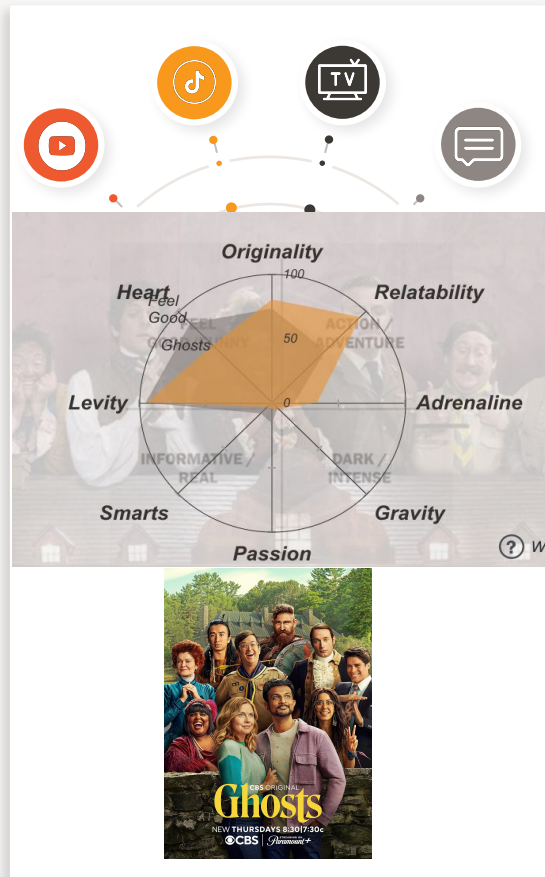
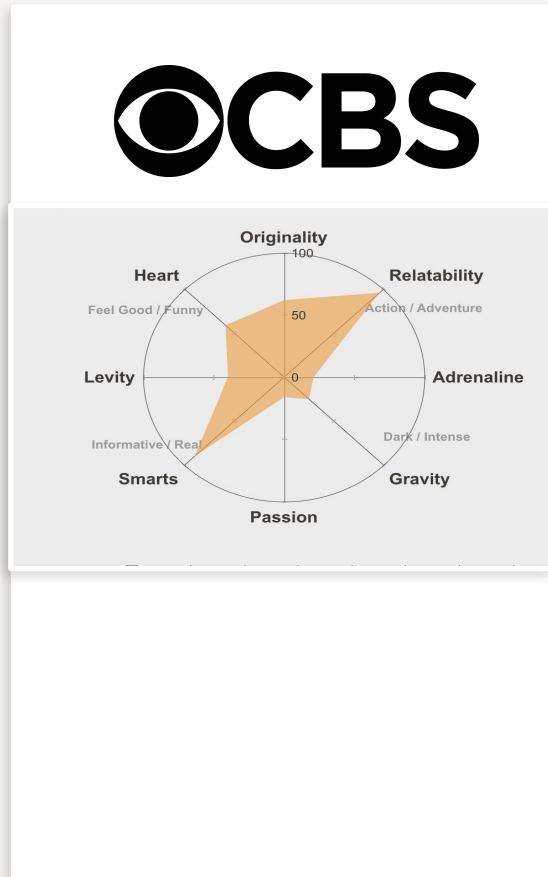


Magid **COLLABORATOR** Professional



MAGID

We have granular emotional intel on over 10,000 titles



Primary Service

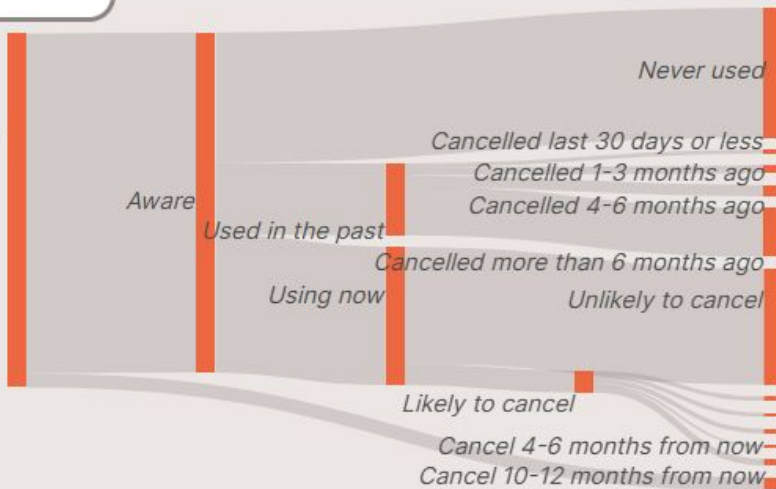
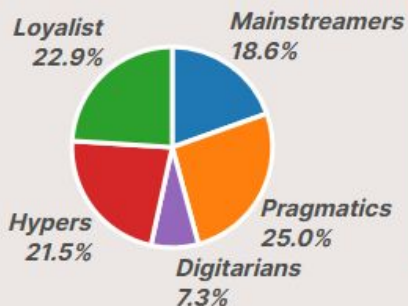
Disney+
90-Day Rollup Month

2024-08

Top Competitors

Amazon Prime Video, Hulu, Max, N...

Primary Service Segments
(and % change vs. prior rollup)



Top Value Statements

STATEMENT	Amazon Prime ...	Disney+	Hulu	Max	Netflix
1 High quality movies	65.4%	75.3%	64.7%	75.7%	73.9%
2 High quality original shows/series	61.3%	68.0%	65.5%	73.9%	72.8%

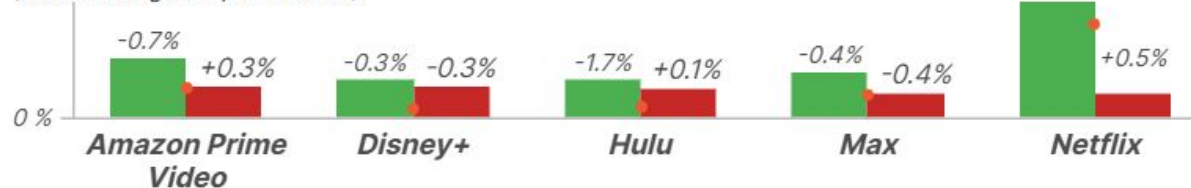
Top Churn Statements

STATEMENT	Amazon Prime ...	Disney+	Hulu	Max	Netflix
1 Reasons of its cost or value for the money	16.1%	10.2%	13.2%	14.3%	15.2%
2 Reasons of its overall content choices and appeal	8.3%	10.2%	11.5%	10.8%	9.6%

Indispensability

(and % change vs. prior month)

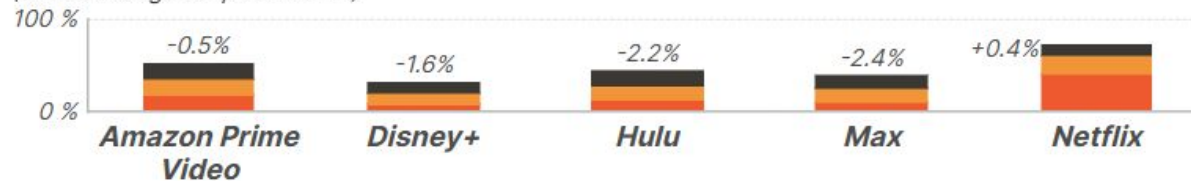
Least Willing to Give Up Most Willing Indispensability



Primacy

(and % change vs. prior month)

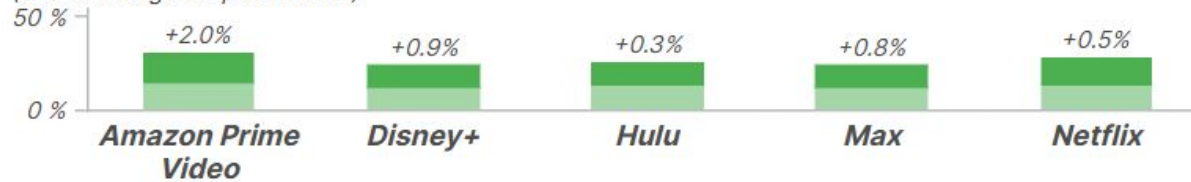
Rank #1 Rank #2 Rank #3



Subscribe Intent (next 6 months)

(and % change vs. prior month)

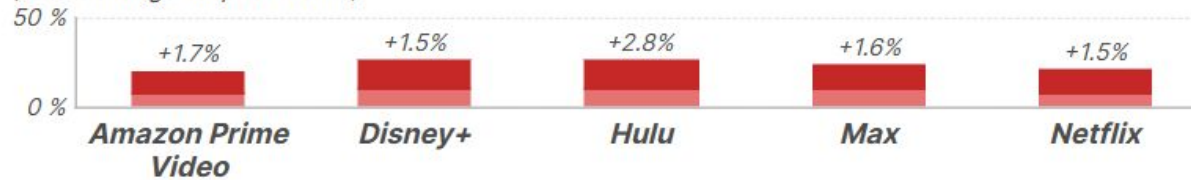
Likely [6-7] Very Likely [8-10]



Cancel Intent (next 12 months)

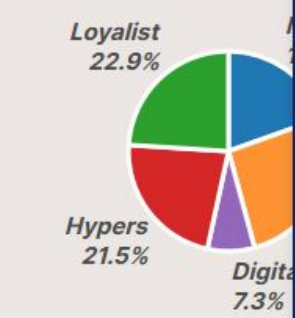
(and % change vs. prior month)

Likely [6-7] Very Likely [8-10]



Primary Service
 Disney+
 90-Day Rollup Month
 2024-08

Primary Service Seg
 (and % change vs. pr



Top Value Statement

STATEMENT
1 High quality movie
2 High quality origina

Top Churn Statement

STATEMENT
1 Reasons of its cost money
2 Reasons of its over and appeal

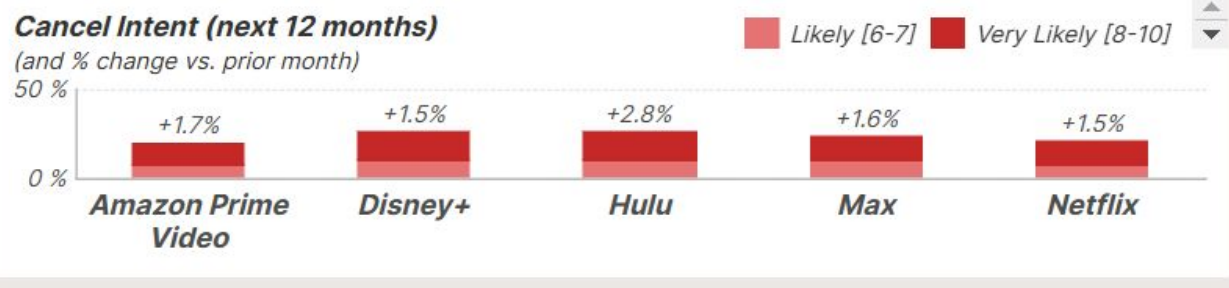
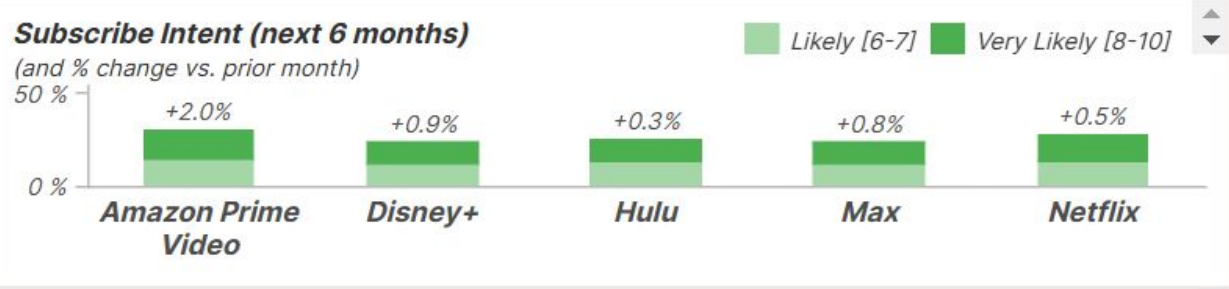
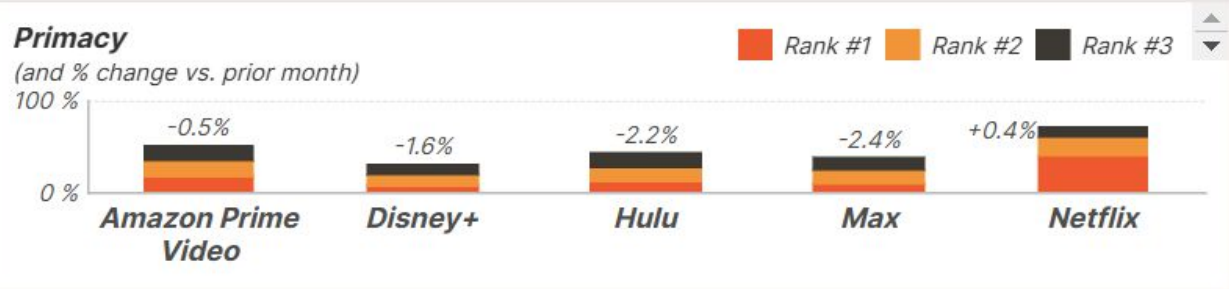
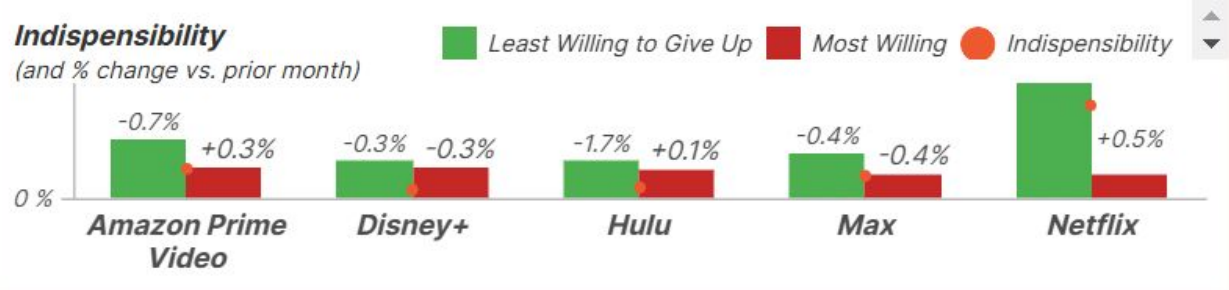
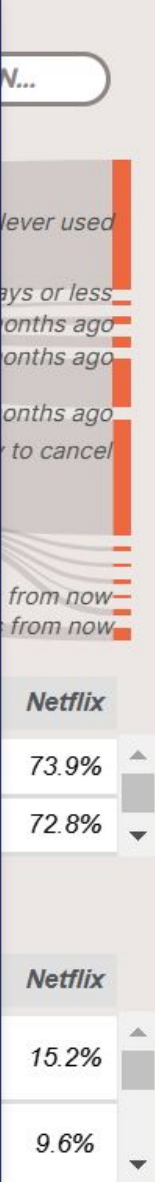
Pragmatics: 25.0%
 -0.01

Descriptions:
 Inerts - "Low opportunity laggards who are tethered to traditional TV and only potentially available to some streamers – Netflix, Amazon Prime, or Disney+"

Mainstreamers - "These subscribers wait for the market to tell them who the leaders are, then make their decision and largely stay put."

Loyalists - - "A highly stable base of TV lovers who are open to trying new services and provide an excellent foundation of predictable, healthy growth."

Pragmatics - "A relatively diverse segment that behaves most closely to the total population, not leading the pack, but engaging meaningfully in SVOD."



Netflix
73.9%
72.8%
Netflix
15.2%
9.6%

What would you like to **create** today?

Select a template from below to begin your Collaborator creation!

CBS - Marketing Strategy

Assistant to create marketing strategies based
on audience research

CBS - Marketing Campaigns

Product marketing content to promote CBS
titles



What would you like to **create** today?

Select a template from below to begin your Collaborator creation!

CBS - Marketing Strategy

Assistant to create marketing strategies based on audience research

CBS - Marketing Campaigns

Product marketing content to promote CBS titles

