

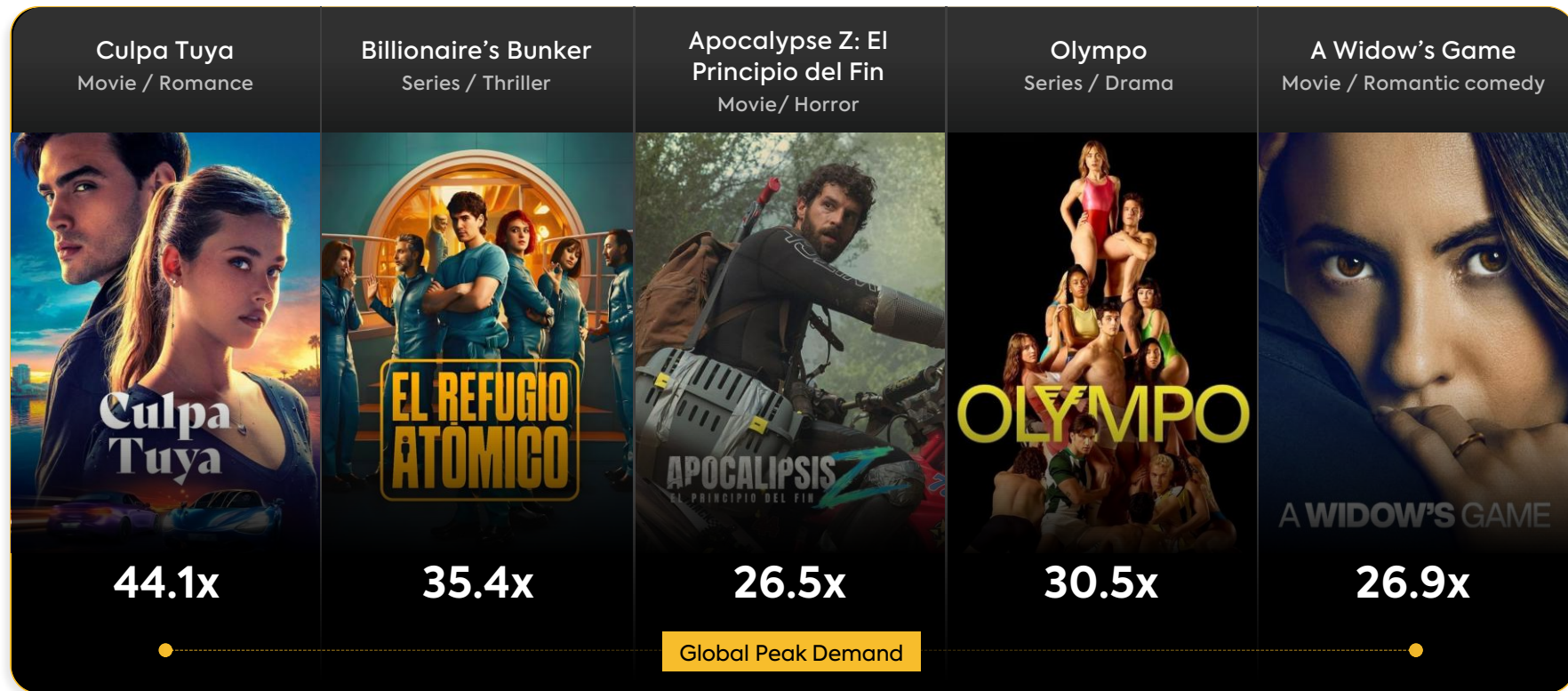


Spanish Content on the Rise: Diverse, successful, global and bankable

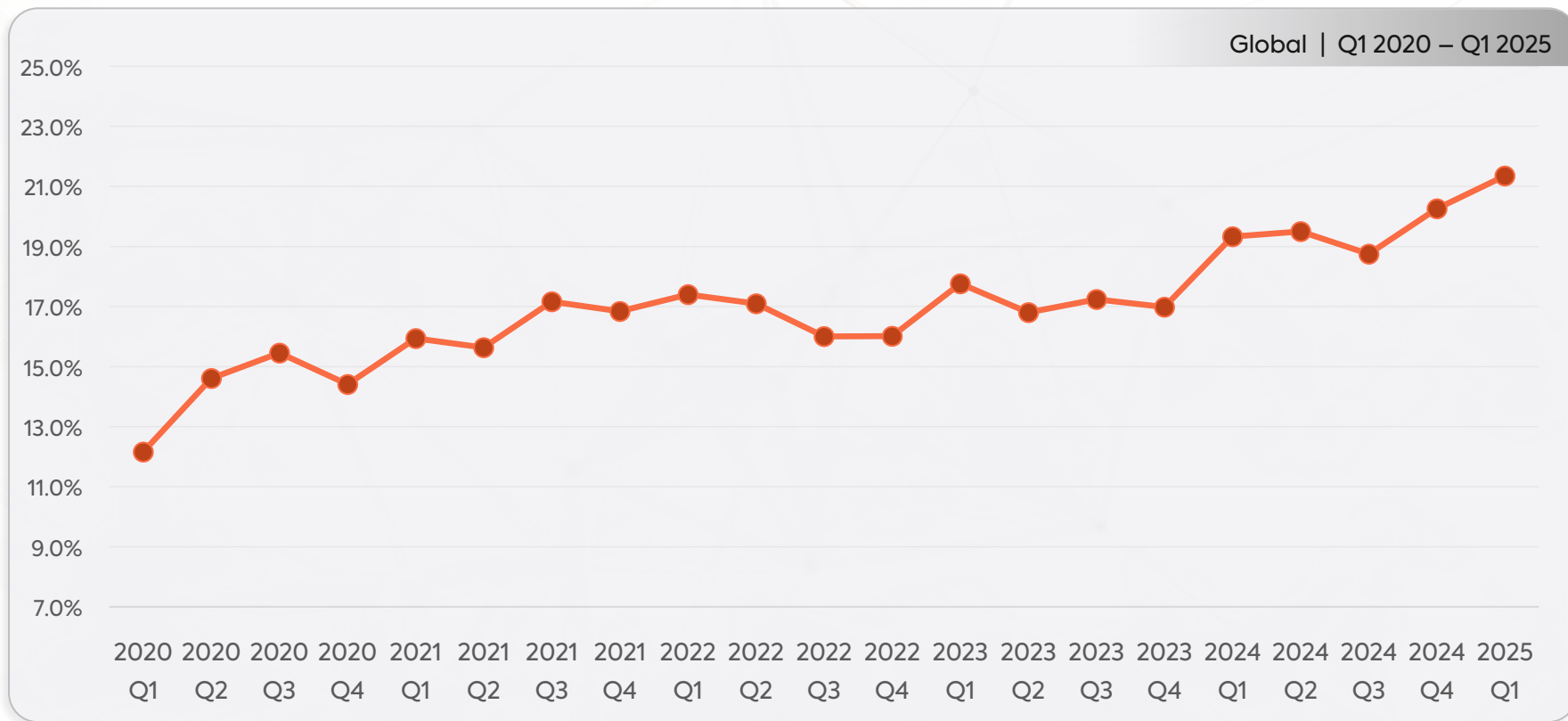
October 2025



Spanish TV/film titles have shown strong global demand in recent years, appealing to a broad and growing audience

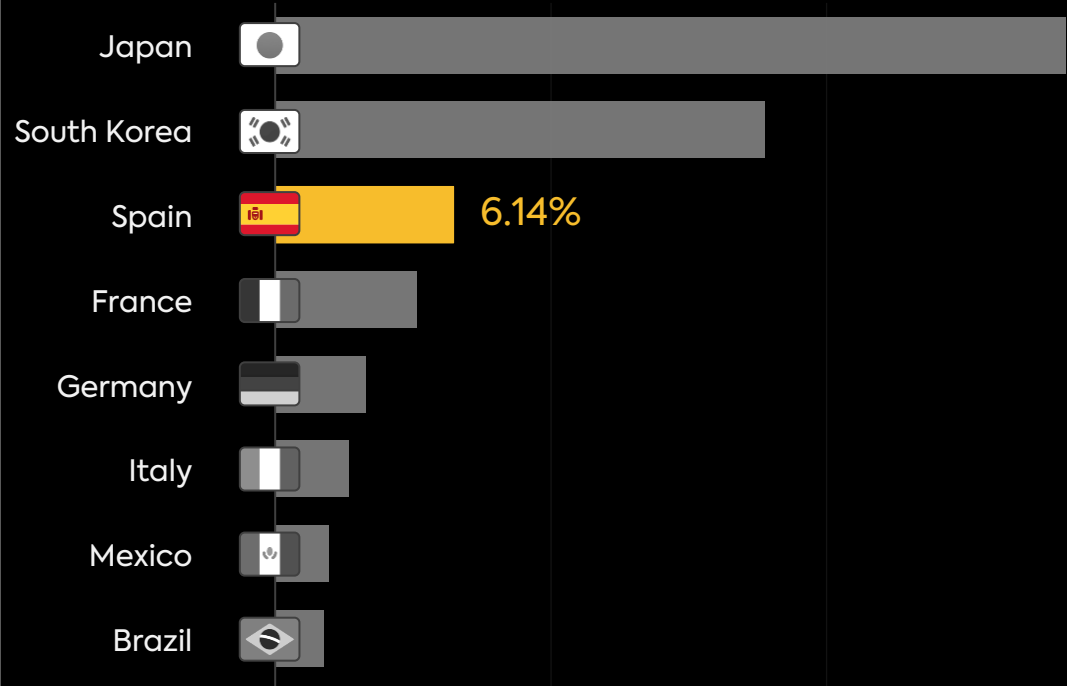


Increasing global revenue share of non-English speaking titles



- Spain ranks as one of the top three markets for global revenue generated from non-English content, positioning itself as the leading European and Spanish-speaking content market.
- It highlights Spain's important role in the global streaming landscape and reflects its capacity to capitalize on the growing popularity and demand for non-English programming.

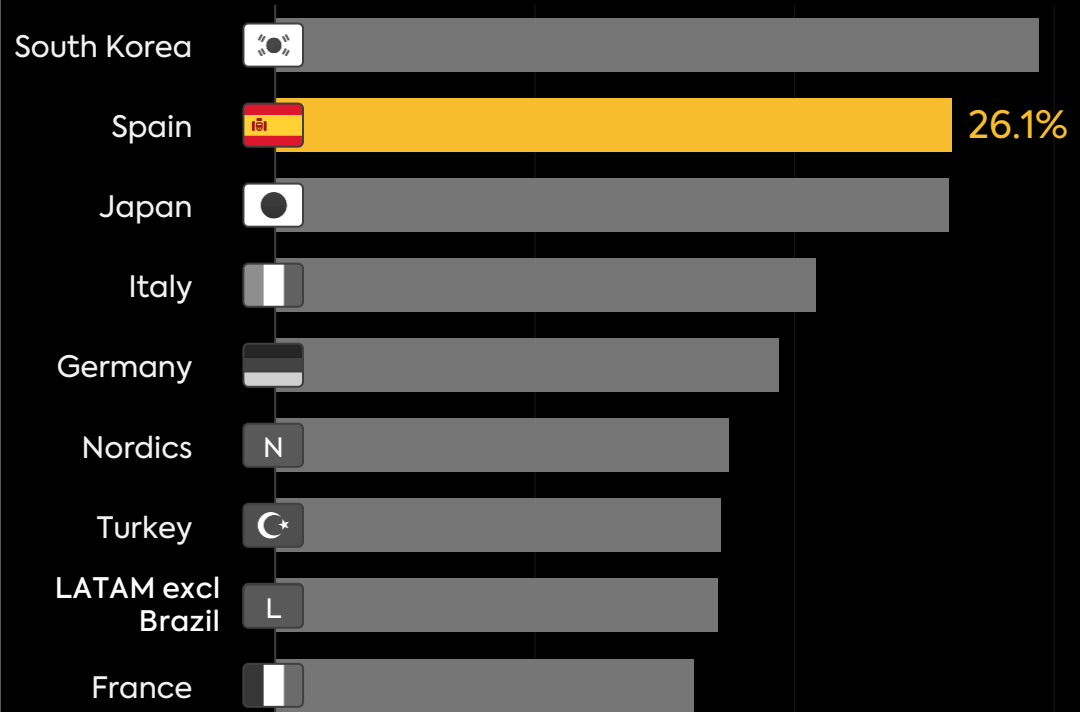
Global Streaming Revenue Share For Non-English Content By Country of Origin | 2022 – 2025 H1



- Spain ranks as the second non-English speaking content industry in hit-rate, measured by global streaming revenue.
- This efficiency highlights Spain's leading role in the global streaming landscape and its capacity to capitalize on the growing demand for non-English programming.

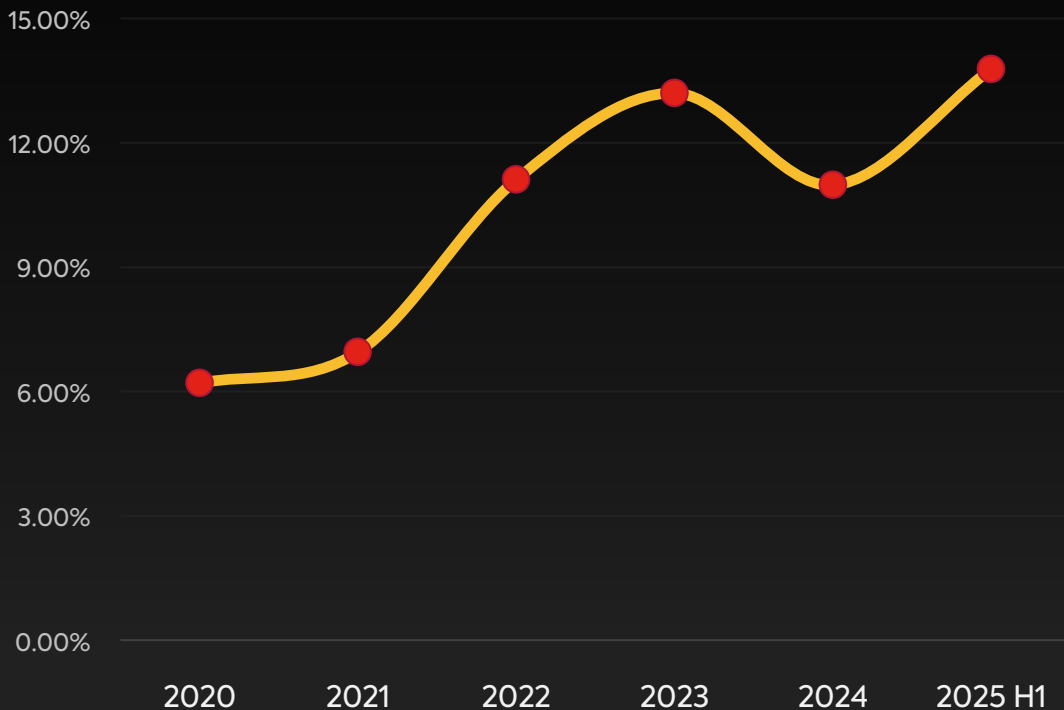
Success Rate by Country of Origin | 2022 – 2025 H1

Measured as % of total titles in the top 20% of Non-English titles by global streaming revenue



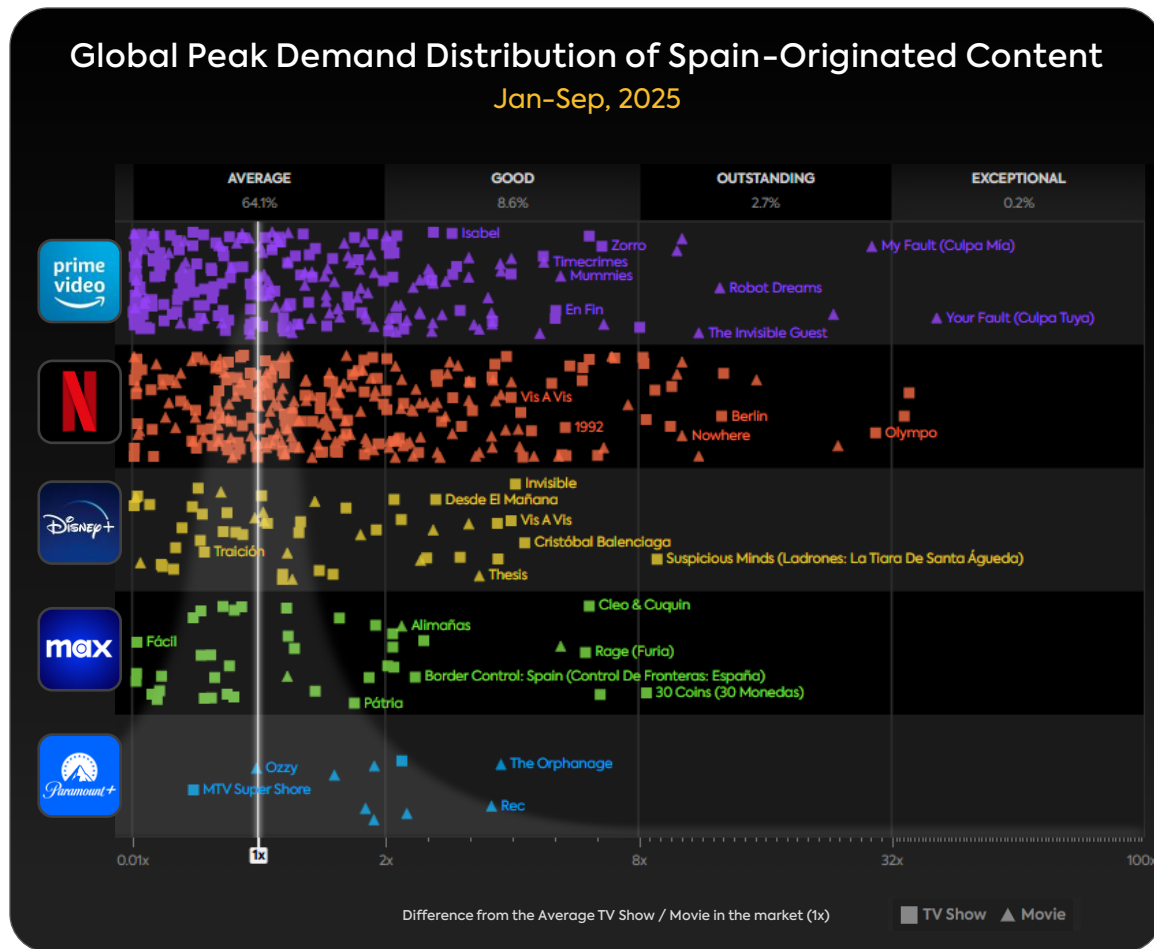
- The share of Spanish titles accounting for 80% of Spain's global streaming revenue has nearly doubled since 2020.
- This revenue diversification reflects a production ecosystem that has broadened beyond a few flagship series and movies and that has achieved global success across all major streaming services.

What % of Spanish Titles Account for 80% of Global Streaming Revenue from Spain Content? | 2021 – 2025 H1

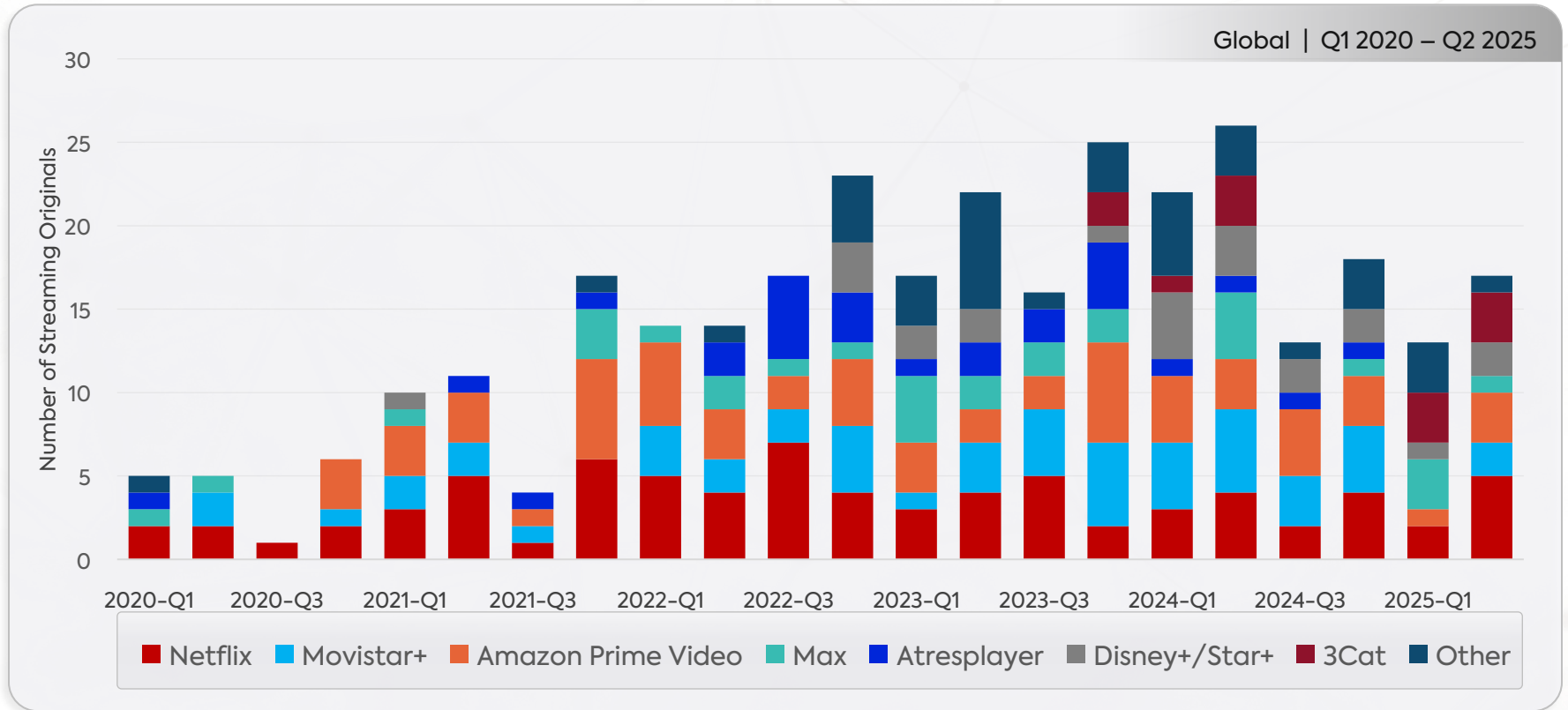


Spanish productions have seen a **23% global increase** in availability on major streaming platforms between 2023 and 2025, reflecting rapid growth in recent years.

Many of these titles have become high-performers globally. Over 25 Spanish titles released in the first half of 2025 have reached the **top 10%** of demand for major global streamers.

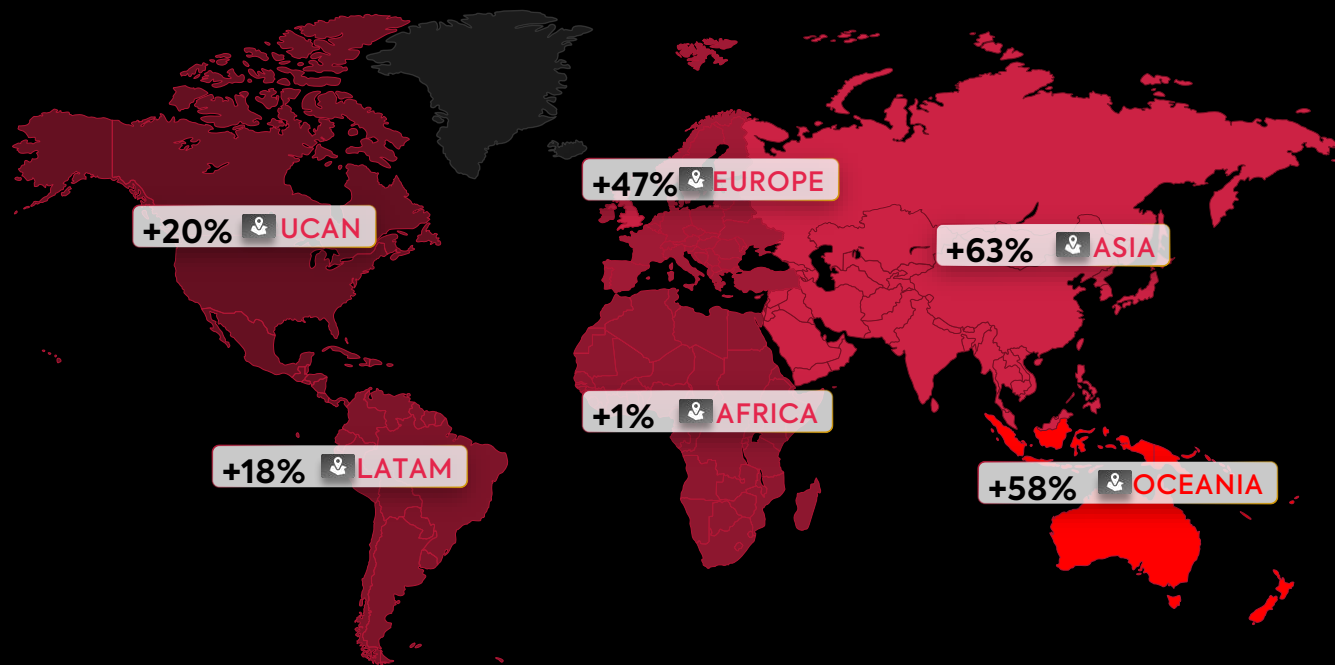


No. of quarterly release of streaming original series from Spain



The rise in Spanish titles available on streaming platforms is directly linked to the growing demand across all regions

Demand Growth of Spain-Originated Content by Region | H1 2025 vs. H1 2024



The rise in Spanish titles available on streaming platforms is directly linked to the growing demand across all regions

Demand Growth of Spain-Originated Content by Region | H1 2025 vs. H1 2024

+127.4% | SINGAPORE

+74.9% | CHINA

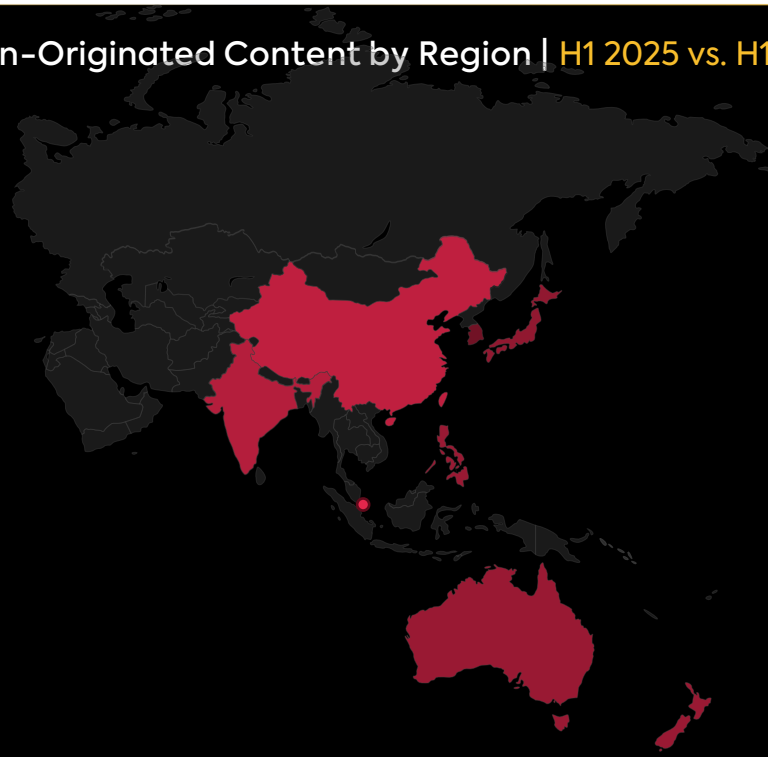
+61.8% | S.KOREA

+60.6% | INDIA

+57.2% | AUSTRALIA/NZ

+28.0% | PHILIPPINES

+18.1% | JAPAN



Assessing the ***impact***
of key ***Spanish titles*** on
subscriber growth
across major ***streaming***
platforms



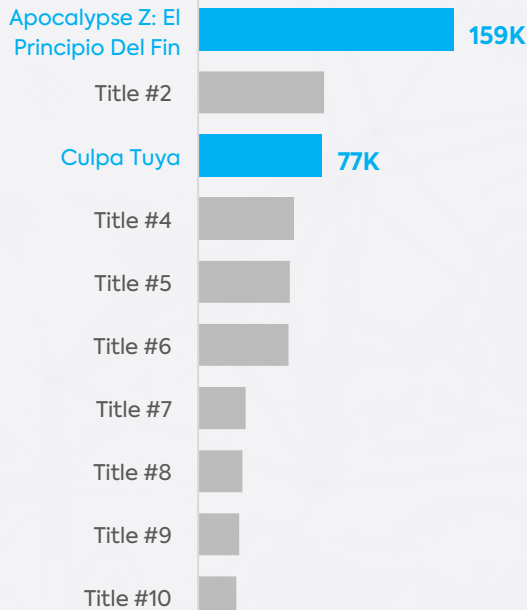
'Apocalypse Z: El Principio Del Fin' has been the top non-English movie for acquiring subscribers for Prime Video globally since 2024



Total Global Subscribers Engaged
1.1M

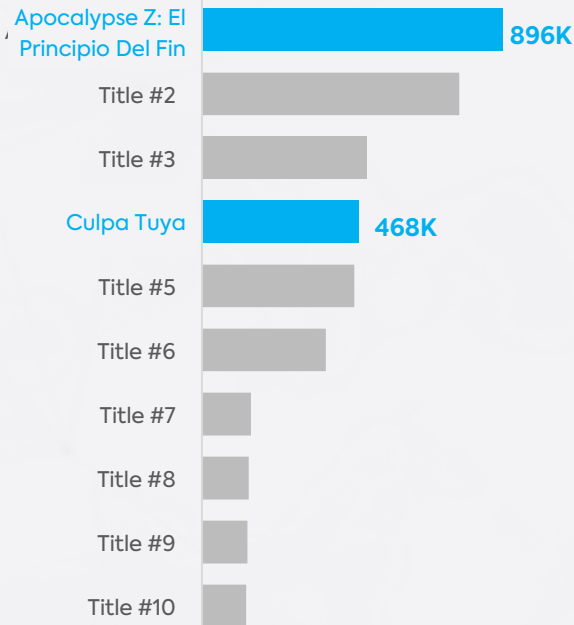
Subscribers Acquired

Top 10 Series – First 13 Weeks Post-Release

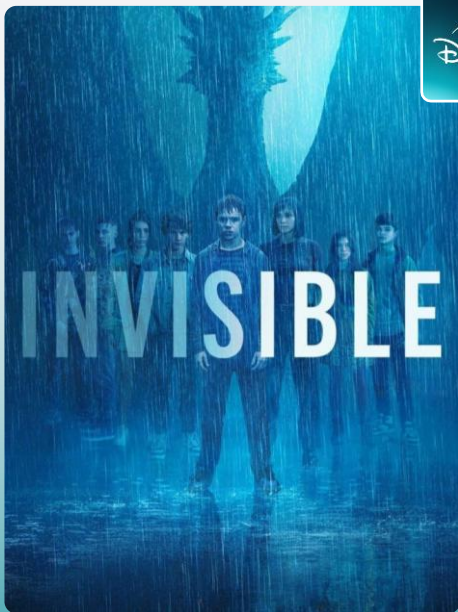


Subscribers Renewed

Top 10 Series – First 13 Weeks Post-Release

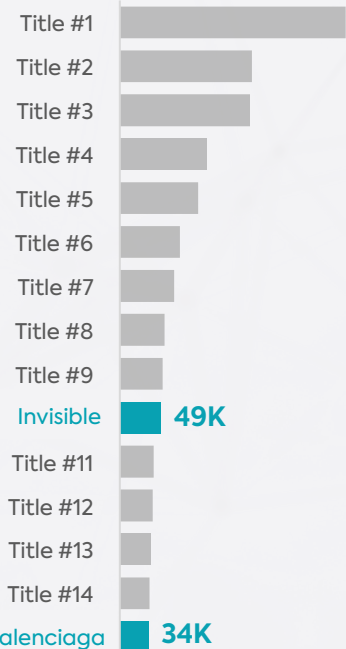


'Invisible' And 'Cristobal Balenciaga' have been among the top 15 non-English series for acquiring/retaining subs on Disney+ globally since 2024



Total Global Subscribers Engaged
452K

Subscribers Acquired Top 15 Series – First 13 Weeks Post-Release



Subscribers Renewed Top 15 Series – First 13 Weeks Post-Release



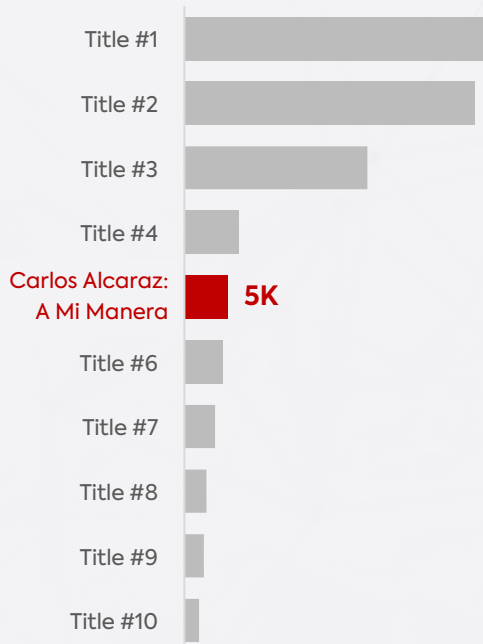
'Carlos Alcaraz: A Mi Manera' was in the top 5 non-English documentaries at acquiring subscribers for Netflix since 2024



Total Global Subscribers Engaged
65K

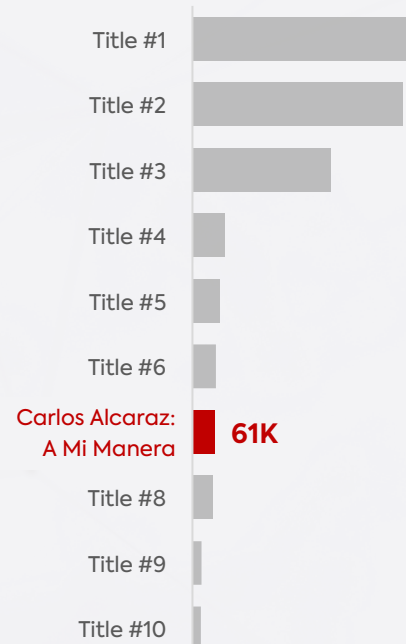
Subscribers Acquired

Top 10 Series – First 10 Weeks Post-Release



Subscribers Renewed

Top 10 Series – First 10 Weeks Post-Release

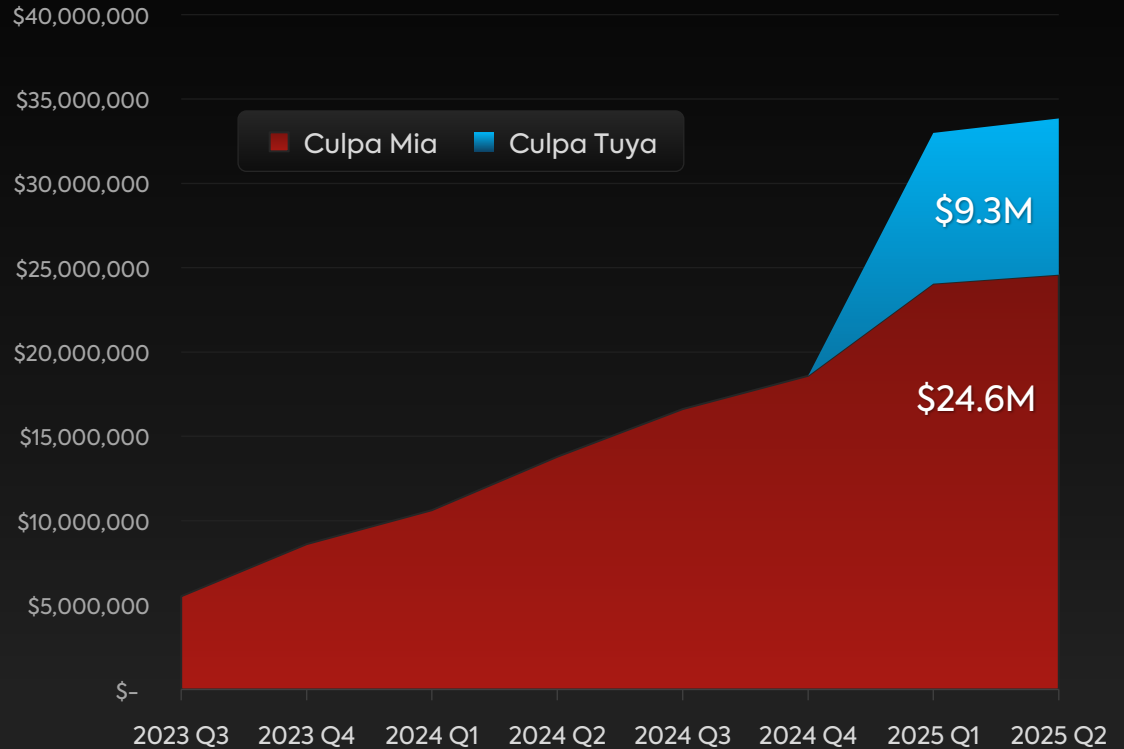


Assessing the
impact of the *Culpa*
trilogy on Prime Video's
subscriber growth



- Since the first movie premiered in 2023, the first two films in the Culpa trilogy have brought in over **\$30M** for Prime Video
- The bulk of this has been driven by Culpa Mia, which has had longer to engage subscribers. But Culpa Tuya had the biggest quarter, bringing in nearly **\$9M** in its first quarter alone

How Much Global Streaming Revenue has the “Culpa” Movie Franchise Earned for Prime Video | 2023 – 2025 Q2



The Culpa Franchise has been effective at acquiring young & female subscribers

Subscribers Acquired for Prime Video by the Culpa franchise by Age/Gender

Global | 2023 – Q2 2025

By Age

By Gender

217k



97k



52k



41k



Gen Z

Zennials

Millennials

Gen X+



60k



347k



Men

Women

Appendix



What Is **Demand** and Why It Matters

Parrot Analytics' comprehensive audience attention measurement system captures the world's largest audience behavior dataset. We extract the signals from the noise to deliver the first globally standardized measurement of audience demand for all markets, in all languages and across all platforms and devices.

Our technology quantifies global consumer demand for TV, movies, and talent. Billions of people interact with content and talent each month and Parrot Analytics systems **collect and analyze the activities, interactions and behaviors from over 2 Billion people every day**, which includes **exclusive first-party consumption datasets from over 350 million households globally** as well as hundreds of millions of households' search, posts, reading and social interactions activity. Our data sources include search engines, wikis and informational sites, fan and critic rating sites, social video sites, blogs and micro-blogging sites, social media platforms, peer-to-peer apps and open streaming platforms.

By measuring demand for TV, movies, and talent we are quantifying the attention economy, **our system captures how much attention, engagement, desire and viewership is expressed by consumers** for content and talent, all around the world.



**Watch
now**

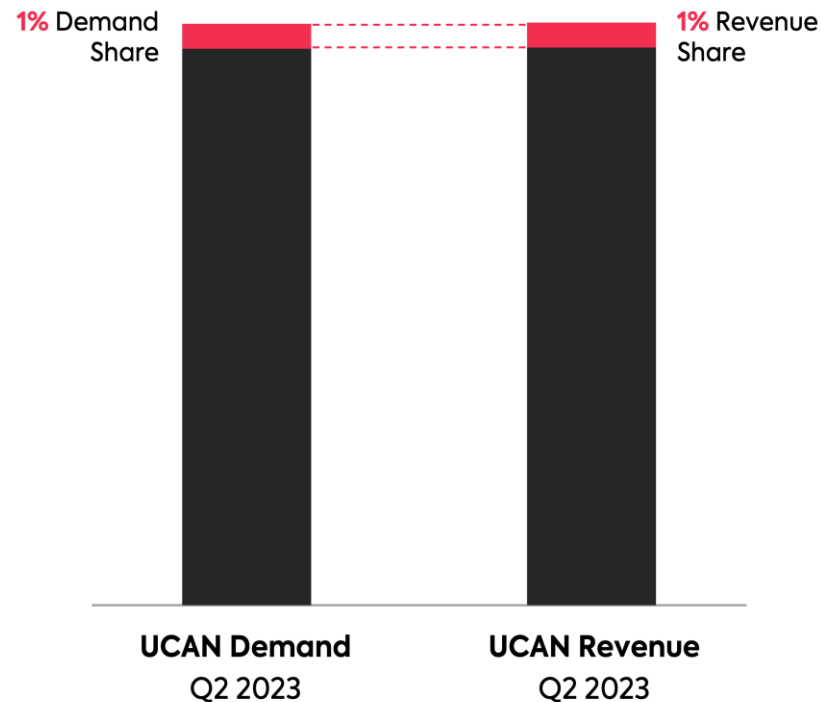
Assigning a **precise \$ value figure** for each title, on each service, in each market

Parrot Analytics can measure the demand share of a film or TV series of any streaming service's full catalog, in any market, and **determine what percentage of direct revenue that title has contributed to that service in that market.**

For example: Netflix reported \$3.6B in revenue in UCAN in Q2 2023. A title with 1% share of UCAN regional catalog demand, as measured exclusively by Parrot Analytics, has contributed 1% share of that revenue to Netflix's UCAN streaming revenue. Therefore, a title with 1% UCAN audience demand is worth \$36M to Netflix in Q2 2023.

We can measure the demand for a title before it is available on a streaming service, thus providing the ability to measure the economic impact it would have on that streaming service. It is also important to keep in mind that **different titles generate value in different ways for streaming services.** Some titles **drive user acquisition**, and some perform a critical role in **preventing users from churning off the streaming service.** All of these titles are valuable, and understanding the role that each plays is critical to a thriving industry.

Crucially, because of how rich the underlying multi-touch datasets are, Parrot Analytics' Content Valuation system is also able to drill down into how each title generates revenue for streaming services.



Each piece of content adds value by **driving new sign-ups** and **monthly renewals**

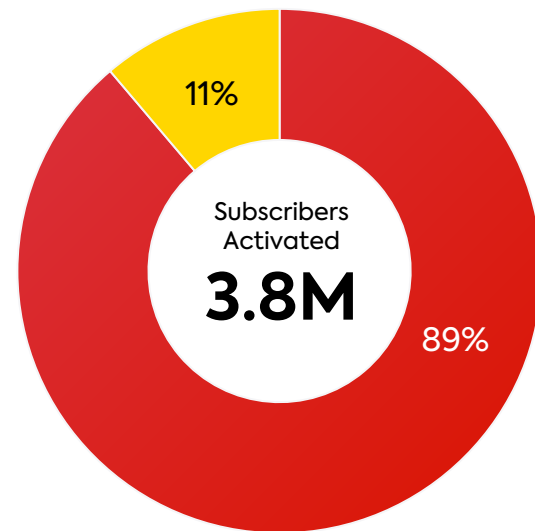
Every title adds value to a streaming service by **acquiring new** and **retaining existing subscribers**. Each title's revenue contribution to a streaming service can be uniquely expressed as the subscription impact that is made up of a number of new sign ups and a number of monthly renewals. These two title-specific, market-specific, and service-specific dimensions of value make it plain to see to what extent one title might be better at bringing in new subscribers to a given streaming service, or whether a title is especially good at retaining subscribers.

Understanding what would drive acquisitions and retention for each service, in each market, **maximizes the \$ yield for each title on an ongoing basis**. However, because streaming services can only see what content is working within their own individual systems, it means today's fragmented streaming model has made it impossible for the industry to understand cross-platform behaviors using traditional measurement approaches. This is precisely what Parrot Analytics' Content Valuation system provides. Based on each title's audience overlap with every other title on every network and streaming service, that title's specific value to each service can be calculated within each market.

In addition, Parrot Analytics' expansive metadata systems and taxonomy groupings are also leveraged on the supply-side of the equation to inform decision making. Various ancillary datasets are available, from audience demographics and sentiment to brand affinity (for those monetizing through ads), to further help maximize the monetization potential of each title, each streaming service and ultimately the entire industry.

For more information, refer to: <https://www.parrotanalytics.com/strategy/how-to-measure-the-value-of-content-in-the-attention-economy/>

Subscribers Breakdown



■ Subscribers Retained ■ Subscribers Acquired



Thank You

For questions please contact:

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Unlocking the magic of content in the attention economy



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