

# ICEX Spanish Producer Package



ICEX has partnered with Parrot Analytics, the leading global entertainment analytics platform, to strengthen the production, sales and international positioning of Spanish companies in the audiovisual sector. With the **Producer Package**, independent producers and distributors get access to data and market intelligence that has previously only been available to major studios and global streaming platforms - ensuring they're getting what they deserve at the negotiating table. The Package includes:

## 1 x DEMAND360 Subscription:

Choose one of either TV, Movie or Talent Demand: Access real-time consumer demand extracted from 2 billion global consumers for more than 50k TV shows & movies.

- Understand global and market-specific content trends
- Uncover whitespace opportunities across platforms and markets
- Analyze comp titles and genres to assess opportunities
- See demographic profiles by title, genre, platform and more

## 1 x Content Valuation Project:

Estimate the commercial value of one Spanish film or TV title based on its revenue generation for streaming platforms and its potential contribution to acquire and retain audiences. Optimize negotiations with third parties and identify the ideal partners and licensing structure for the project.

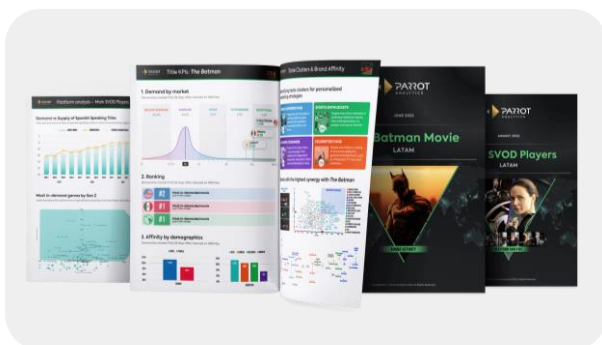
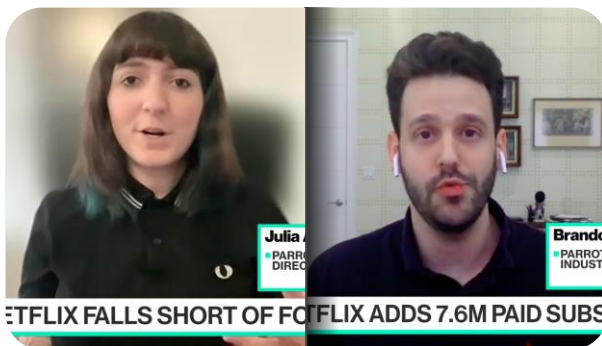
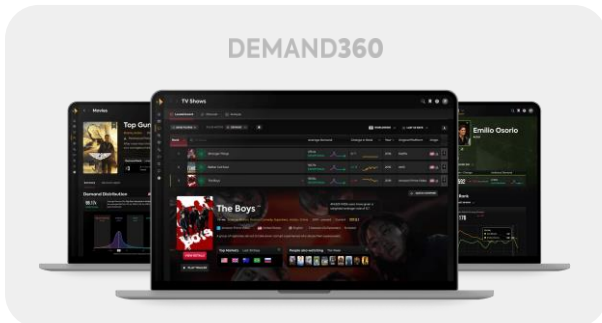
## 1 x 1 hr Strategy Session:

On top of ongoing product support, our strategy team of industry experts will be available to brainstorm, problem solve, workshop and add the necessary context to the data we provide.

Support and advice on content production and distribution is available in Spanish and English.

## Exclusive Industry Reports and Analyses:

Access exclusive industry reports, whitepapers, analyses and strategy papers. Have the option to download market intelligence and demand data in Excel and PDF for easy incorporation into your own analysis and commercial process.



# About Parrot Analytics



**Caryn Mandabach**

*Producer of hit shows like Nurse Jackie and Peaky Blinders*

“We worked with Parrot Analytics and their content valuation system to learn how to plan for the future of the ‘Peaky Blinders’ franchise, and to better advocate for our business at a time when the information isn’t as available as it used be.”



**Kevin Yorn**

*Managing Partner at Yorn Levine – entertainment law firm representing the creators of “Squid Game”*

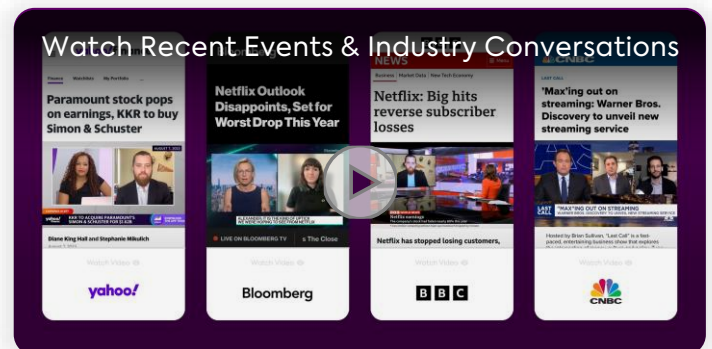
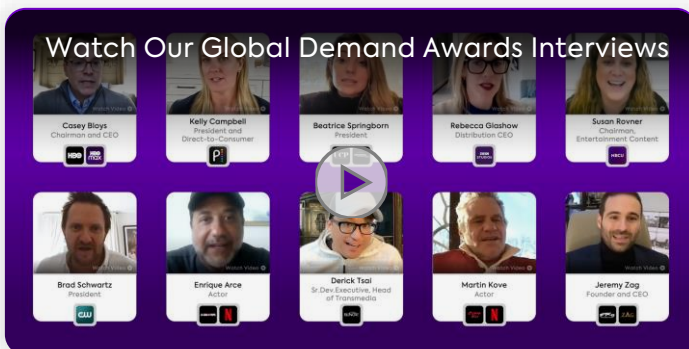
“Parrot Analytics helps us cut through today’s fractured media environment and see the value our clients are bringing to the market with their work. The insights we get from their platform are a truly powerful tool in our toolkit during negotiations.”



**Liz Sanderson**

*Head of Data Analytics & Business Intelligence LATAM, Sony Pictures Entertainment*

“Because of Parrot Analytics we are able to understand new content, evaluate our own content against the competitors, and identify which platforms are the best fit for our content. This will ultimately allow us to delight the audience and minimize risks.”



Learn more about [Parrot Analytics’ unique demand metric](#), how [Parrot Analytics measures content value in the attention economy](#) and the [DEMAND360 platform](#).

**Interested? Register before January 31st 2024 through this [LINK](#)**