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morning report

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Research reveals top 20 digital originals for 2017 – Netflix shows dominate top 20

A 65-page in-depth research paper from Parrot Analytics takes a comprehensive look at SVOD platforms and audience demand trends for Australia.

The research includes:

- The increase in investment made by OTT platforms.
- The growth in digital original titles and SVOD subscribers.
- How new TV shows are discovered by consumers in Australia and how audience engagement drives demand for Digital Original series, broken down by age and gender.
- The top 20 digital streaming shows in Australia across all SVOD platforms.
- Australian audience preferences for specific genres and how these have changed over the course of 2017.
- Market share of the major OTT platforms Netflix, Amazon Video and Hulu in Australia.

The research found that most consumers discover offline TV shows by word of mouth. But don't worry, advertising works – it ranked #2 in methods of discovery. TV listings were #3.

When it comes to discovering online content, word of mouth (which included social media) also ranks #1, while editorial coverage of a program ranked #2.

The research also listed the top 20 most in-demand original TV series last year with *13 Reasons Why* a clear leader. The top nine shows on the chart belong to Netflix and 16 of the top 20 shows are from Netflix. Stan didn't have an entry in the top 20. Stan's highest entry for an Australian original was *Wolf Creek* at #42.

The top 20 most in-demand digital original series in Australia:

Rank	Series Title	Platform	Genre	Avg. Demand Expressions
1	13 Reasons Why	Netflix	Drama	3,949,396
2	Stranger Things	Netflix	Science Fiction	3,272,459
3	Mindhunter	Netflix	Drama	2,736,200
4	Marvel's The Punisher	Netflix	Drama	2,325,631
5	The Crown	Netflix	Drama	2,030,330
6	Orange Is The New Black	Netflix	Comedy-drama	2,002,315
7	Ozark	Netflix	Drama	1,919,608
8	Marvel's Iron Fist	Netflix	Drama	1,898,664
9	A Series Of Unfortunate Events	Netflix	Comedy-drama	1,505,768
10	The Grand Tour	Amazon Video	Reality	1,375,089
11	Marvel's Runaways	Hulu	Drama	1,325,972
12	Narcos	Netflix	Drama	1,312,587
13	The Handmaid's Tale	Hulu	Drama	1,263,121
14	House Of Cards	Netflix	Drama	1,248,642
15	Santa Clarita Diet	Netflix	Comedy	1,235,616
16	Dark	Netflix	Science Fiction	1,231,117
17	Star Trek: Discovery	CBS All Access	Science Fiction	1,201,991
18	Marvel's The Defenders	Netflix	Drama	1,080,608
19	Godless	Netflix	Drama	962,456
20	Castlevania	Netflix	Animation	839,302

The report can be downloaded [here](#).

Photo: *13 Reasons Why* (Beth Dubber/Netflix)

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