



Fall TV: Early Insights and Demand Across Platforms

Spotlight on
The Lord of the Rings: The Rings of Power

September 2022

THE LORD OF THE RINGS Makes Top 5 Series Debuts

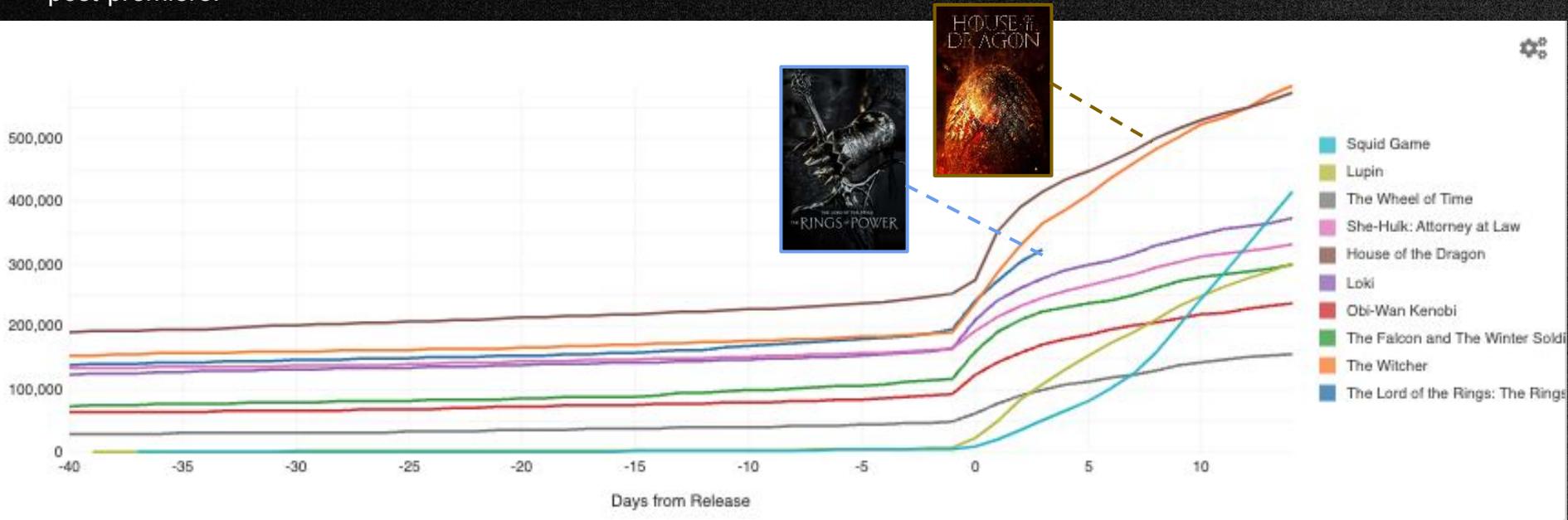
Prime Video's *The Lord of the Rings: The Rings of Power* premiere makes the top 5 for most viewership in the **first 3-days** post release. HBO's recent debut of *House of the Dragon* holds onto the top spot, besting Netflix's hit *The Witcher* and key Disney+ Marvel launches.

	SHOW	ORIGINATOR	PREMIERE DATE
1	House of the Dragon	HBO	8/21/22
2	The Witcher	NETFLIX	12/20/19
3	Loki	Disney+	6/9/21
4	The Falcon and The Winter Soldier	Disney+	3/19/21
5	Lord of the Rings: The Rings of Power	prime video	9/1/22

Big Hits - Benchmarking Demand

Anticipation and viewing intent for titles across platforms

When looking at known global hits at the same points in time, we can see HBO's *House of the Dragon* had the most interest from audiences going into its debut. Prime Video's *The Lord of the Rings: The Rings of Power*, pacing just below *Dragon*, was in line with Netflix's major hit series *The Witcher* at their respective debuts, but is now seeing slower growth post-premiere.



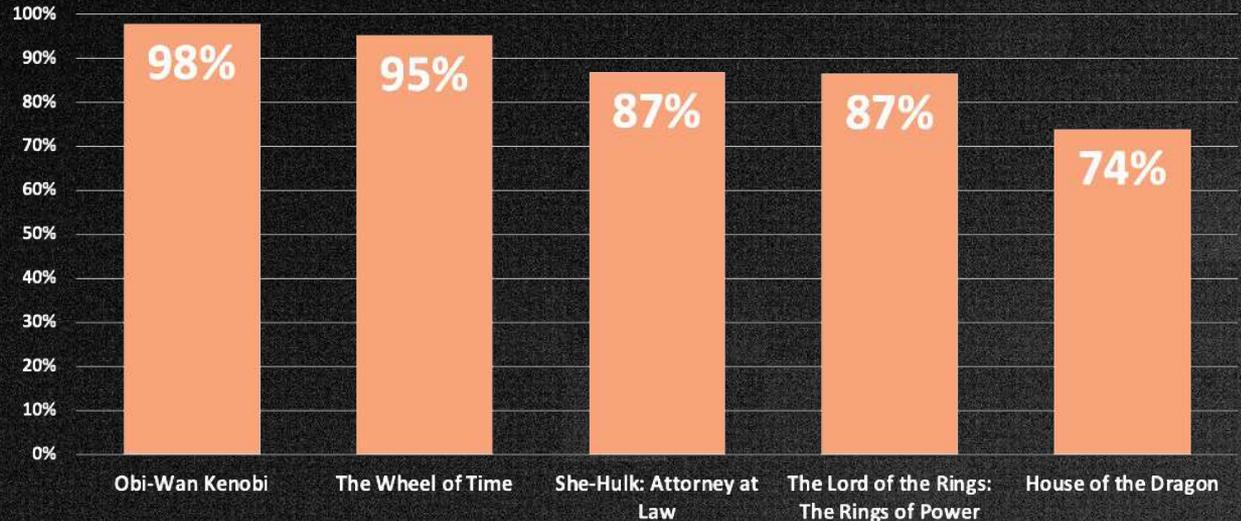
Source: CVMi. Global Total Followers* of select titles by Days from Release (Day 0) as of September 5, 2022.

*Followers are those who add a title to their Watch List in TV Time, expressing intent/interest to view.

Audience Retention from Premiere to Episode 2

The Lord of the Rings retains its debut audience better than House of the Dragon

- **The Lord of the Rings: The Rings of Power** retained 87% of its premiere audience into Episode 2.
- Its retention is stronger than **House of the Dragon** and in line with **She-Hulk Attorney at Law**. It should be noted that Prime Video dropped both episodes 1 & 2 of LOTR at time of debut.
- While **The Wheel of Time** and **Obi-Wan Kenobi** display higher retention rates into Episode 2, it should be noted that these two series have been available to watch longer than the others, giving viewers more time to view the episodes.



Source: Global Panel, percentage of premiere viewers who watched Episode 2.
As of September 5, 2022.

Driving Conversion

From interested consumer to engaged viewer

Which big debuts have been most successful at converting **interested** viewers into **actual** viewers in their first 3 days? Disney+ Originals stand out as debuts with massive followings leading into launch, coupled with very high 3-day conversion rates.

Followers → Viewers

Series	Originating Network	Original Premiere Date	Followers as of Day 3	Viewers Days 0-3	Conversion Rate at Day 3
House of the Dragon	HBO	8/21/22	408,269	195,060	48%
The Witcher	Netflix	12/20/19	338,308	162,899	48%
Loki	Disney+	6/9/21	268,532	149,036	56%
The Falcon and The Winter Soldier	Disney+	3/19/21	215,750	134,754	62%
Lord of the Rings: The Rings of Power	Prime Video	9/1/22	293,590	129,093	44%
She-Hulk: Attorney at Law	Disney+	8/18/22	241,071	116,922	49%
Obi-Wan Kenobi	Disney+	5/27/22	165,075	88,678	54%
Lupin	Netflix	1/8/21	94,088	58,473	62%
The Wheel of Time	Prime Video	11/19/21	89,140	38,336	43%
Squid Game	Netflix	9/17/21	37,178	25,855	70%

House of the Dragon holds its spot as biggest debut in terms of viewers in its first 3 days, with nearly half (48%) of followers converting to viewers in that time. **LOTR** ranks 5th in terms of viewership in its first 3 days, with a lower conversion rate of 44%

Source: CVMi. Global Total Panel of select titles by Days from Release (Day 0) as of Sep 5, 2022.

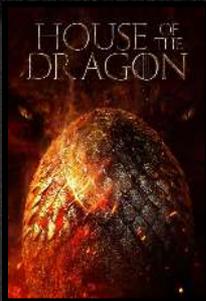
*Followers are those who add a title to their Watch List in TV Time, expressing intent/interest to view. Viewers are those who have marked an episode as watched in TV Time. Conversion Rate is percent of followers who watched at least 1 episode.

Emotional Profiles

How are viewers perceiving LOTR and HOTD?



LOTR viewers find that the show makes them feel “reflective” and “thrilled.” “Bored” is also above average, as is “confused”, albeit to a lesser degree.



HOTD’s “tense” scores are at a higher level than those for LOTR. “Reflective” and “understood” are also positive here, but “bored” is also below average, as is “confused.”

Comments on LOTR: The Rings of Power

Thrilled

Thrilled viewers of *LOTR: The Rings of Power* are praising the cinematography and production quality of the first two episodes of the show... and the character relationships.

S1E1 • September 02, 2022
One of the most beautiful scenes in recent times. 🥰🥰

AMUSED BORED SHOCKED THRILLED CLANOR "NOBI" BRANDOFFOOD ★★★★★

918 Engagements 915 2

S1E2 • September 02, 2022
Best scene of the episode imo

Durin, have I offended you?

S1E2 • September 02, 2022
These three are fuckin' adorable 🥰

AMUSED BORED SHOCKED THRILLED CLANOR "NOBI" BRANDOFFOOD ★★★★★

918 Engagements 915 2

S1E2 • September 02, 2022
I want to have what they have 🥰🥰

S1E1 • September 03, 2022
The Cinematography is exquisite 🥰 Literally a feast for the eyes 🥰

AMUSED BORED SHOCKED THRILLED GALADRIEL ★★★★★

924 Engagements 921 2

S1E1 • September 02, 2022
A true work of art

S1E1 • September 02, 2022
You pause the show at any second

Boom. Wallpaper.

AMUSED BORED SHOCKED THRILLED GALADRIEL ★★★★★

924 Engagements 921 2

Comments on LOTR: The Rings of Power Bored

Bored viewers of *LOTR: The Rings of Power* complain about writing, acting and the show not being faithful to the source material.

S1E2 • September 02, 2022

Ehm... where's beard?



S1E1 • September 02, 2022

Amazing photography. It's weird how the best parts are the ones in which nobody is talking. The show is not so bad (except some bad acting sometimes) but it is definitely not The Lord of the Rings. It is just an enjoyable da fantasy for now, nothing more.

BORED ELROND ★★★★★

BORED ★★★★★

S1E2 • September 03, 2022

A beautiful looking show but so far I'm kinda bored. 😞 I didn't even realize it at the time but if this wasn't the LOTR universe I wouldn't care after watching the first two episodes. It unfortunately reminds me a lot of the Wheel of Time show. An interesting concept and very expensive looking production ultimately buried under poorly written diogue, fantasy cliches, and a talented but not charismatic or compelling cast. Except for Galadrial. She's crushing it! Hopefully they can turn it around because I really want this to work. Seeing Numenor, Khazad-Duhm, and the High Elves all in their prime will be incredible! They just need to give the actors more to do and more interesting dialogue. But the story is just starting so I'll give it more time to find it's footing.

AMUSED BORED CONFUSED SHOCK

★★★★★

S1E2 • September 02, 2022

I was reely hoping for it to be decent. But... Two episodes in and still nothing much! There is not much to say about the visuals. The cinematography is stunning, as expected, from half a billion dollars. But other than that...? I sometimes wonder if I am watching the right show and it is not Peter Pan Instead of LOTR! The script is awful. So Galadriel is swimming her way back across the great sea and from the entrance of Valinor from a place where none of the great ships of Numenor will be able to reach! And Elrond, who must be a great warrior and leader at this time, is basically a no-one, which he has never been! And he just brought Celebrimbor, one of Eregion to Khazad Dumi so that he is dispossessed and has to return alone! And I truly hope they are not so fool to squeeze Gandalf into it. This is not Mordor that makes a joke out of every character. This is the Lord of the Rings.



BORED FRUSTRATED AMUSED LAUGHING ★★★★★

S1E2 • September 05, 2022

People falling for a few CGI shots and calling it good after the horrible acting, dumb script and destroyed story not respecting a single bit of the source material. So fucking bad. I hope this flop nails down the woke crusade to destroy established works. Anazon must get hit hard by a net loss.

BORED FRUSTRATED ★★★★★

S1E2 • September 02, 2022

A dwarf without a beard, must've been hard to shave everyday.

S1E1 • February 11, 2022

Give the dwarf queen a beard you cowards!!

S1E1 • September 03, 2022

I watched both episodes and to be fair, there is nothing that will resemble Tolkien's work. There is no magic, no soul, no love in this so called work. If this was some kind of original show, that could have been okay, but its not. What I find funny is that how fanboys and even actors themselv attack everyone who deslikes the show, calling them racists or some other sts. The feminine side of Galadriel doesnt even exist here. Look at her in the movies, she is graceful, she is feminine like high elf, can kill everyone with only one look. She doesnt need a sword to seem powerfull. She IS power herself. No one looks like elf here. With that attitude or modern haircut. Everything looks beutifull, yes, but everyone forgets that not only cinematography matters, but acting skills, dialogues, script and actors do matter more. Call me whatever you want, but this show is shame comparing to books and movies!♥

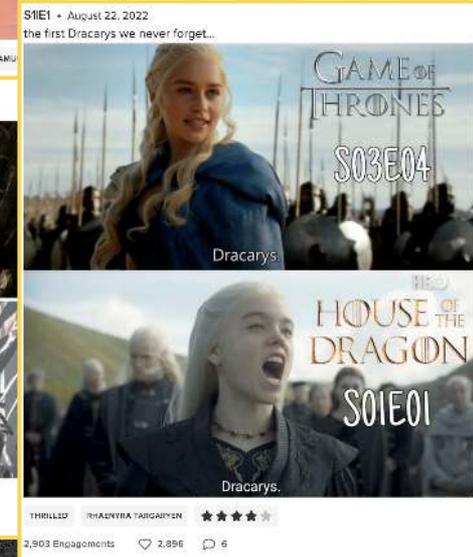
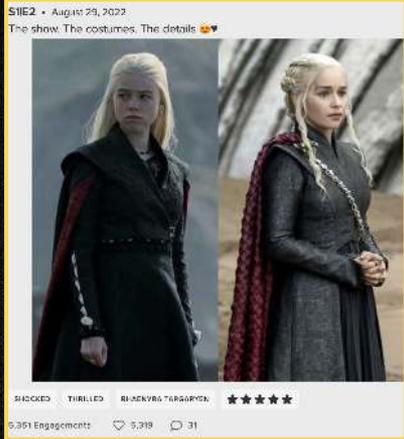


BORED FRUSTRATED SAD ★★★★★

Comments on HoD

Thrilled

Nostalgia and similarities between *GoT* and *HoD* characters is a clear pattern amongst the viewers who expressed being **thrilled** when watching the first two episodes of *House of the Dragon*.



Comments on HoD

Bored

Those who felt **Bored** after watching first two episodes of *House of the Dragon* complained about the production quality, bad writing and lack of action.

S1E1 • August 26, 2022

Just feels like GoT-lite, to me, inferior in every way. Supposedly it has a massive budget, but I can't see where it went. They certainly didn't splash out on competent screenwriters! Bad acting for the most part, horrible CGI (backgrounds, dragons etc), laughable wigs, boring dialog. I'm honestly surprised it's so dull. Main plot, what there is of it, seems to be recycled from GoT. Other aspects don't make sense. Why are they jousting in what looks like spray-painted plastic armour? Why are the participants then seemingly fighting to the death- wouldn't that cause a bit of a problem for the lines of succession of the various Houses? Disappointing to see so many scenes in near darkness, can't see what's going on. But I suppose that's the modern trend- maybe I need a better TV. Or better eyes 😊 Why when this is set 200 years before GoG, does everything look and feel exactly the same? I get that in a fantasy setting things move slowly, but just feels a bit lazy, like GoT fanatic or something. I wish they'd make a prequel set in Old Valyria, that would be fun. Quality-wise, this is about GOT S7 level, for me 😊😊



BORED ★★★★★

S1E1 • August 22, 2022

Well, this starts boring and low cost, I hope it evolves for better :)

AMUSED BORED DAEMON TARGARYEN ★★★★★

S1E2 • August 29, 2022

Nothing happened in this episode. So boring :/



BORED RHAENYRA TARGARYEN ★★★★★

S1E2 • August 29, 2022

Lots of blabla on this episode less action



S1E2 • August 31, 2022

I'm really disappointed with the dialogues. I remember Tywin, Tyrion, Varys and Baelish's dialogues and I'm still speechless. I hope this show has some extraordinary dialogues as well.

BORED FRUSTRATED UNDERSTOOD VISERY'S TARGARYEN ★★★★★

S1E1 • August 31, 2022

It's obvious that all GOT fans love this, but I'm bothered about the story is supposed to happen more than 170 years earlier than GOT. The production on clothing and jewelry is too sophisticated considering it's set back so many years. Everyone is so polished it's making me think it's clear that this is a complete different series. The style is extremely slow pace, everything. Same happened to Sex and The City for example. I keep watching, but my expectations have never been lower... I'm not a fan of House of the Dragon!

BORED DAEMON TARGARYEN ★★★★★

A thick, yellow, wavy line that starts from the left edge of the slide and curves upwards and then downwards, ending near the top center.

THANK YOU

