FOR CONTENT BUYERS · OTT DATA-AS-A-SERVICE · EST. 2014

PeerLogix

What's streaming. *Who's watching.*
peerlogix.com

Know how a title will perform on your platform, before you pay for it.

Every title has a price. Now it has a demand curve.

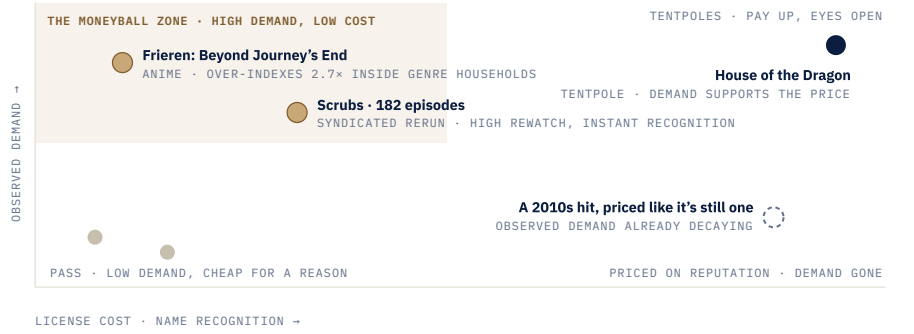
PeerLogix observes what actual households stream, every day, across virtually every major platform, with 10+ years of contiguous history. Sellers negotiate on name recognition. This feed shows what they can't: observed demand, title by market by market. That is the edge, whether the deal is a license term or the library itself.

ONE PANEL ·
EVERY PLATFORM

NETFLIX HBO MAX Disney+ prime video hulu Paramount+ peacock Apple TV+
crunchyroll + more

OTT Moneyball: pay for demand, not for reputation.

FIG. 01 · ILLUSTRATIVE READS



● UNDERPRICED DEMAND, BUY ● FAIRLY PRICED ○ DEMAND DECAYING, AVOID ● PASS

License fees track name recognition; audiences don't. Observed demand flags the gap before the term sheet is signed.

200K+	70M+	174	10+ yrs
TITLES · EPISODE-LEVEL	HOUSEHOLDS OBSERVED	COUNTRIES · 210 US DMAS	CONTIGUOUS DEMAND HISTORY

§ 01 MEASURED, NOT SURVEYED

Ratings panels extrapolate from hundreds of households and stop at the top of the charts; platforms self-report what suits them. PeerLogix draws on app-sourced viewing signals (patented methodology, two US grants, no PII), across every major platform at once, down to the 200,000th title. Long-tail catalog is exactly where acquisition bargains live, and it is exactly what nobody else measures.

CURRENT DATA SOURCES

Current viewing signals come from an opted-in panel using authorized media-center and media-player applications, plus TV and movie tracking apps. They include streaming consumption, reported viewing, and watchlist interest.
Source methodology · Partnerships and sourcing history

Four signals. One question each.

A decade inside the stream yields derived scores that clients ask for by name. Each answers one acquisition question, and each is shown here with the kind of title it flags:

Niche Attractor

S.01

Which unknown title anchors a devoted audience? Over-indexing inside a genre's households flags catalog worth buying before the market notices.

Frieren: Beyond Journey's End

Crunchyroll

READ: 2.7× GENRE INDEX · DEVOTED, DURABLE BASE
THE CALL: ACQUIRE WHILE IT'S STILL PRICED AS NICHE

Subscription Driver

S.02

Which title pulls new households onto a platform, rather than just entertaining the already signed-up? New-arrival lift within a window of the title's introduction.

House of the Dragon

HBO Max

READ: NEW-HH ARRIVALS CLUSTER AT SEASON DROPS
THE CALL: THE TENTPOLE EARNS ITS PRICE; SCHEDULE AROUND IT

Churn Reducer

S.03

Which series do the same households rewatch between tentpole drops? Rewatch depth is the retention engine, and the inverse of the list you can safely retire.

Scrubs · 182 episodes

Syndicated · multi-platform

READ: HIGH SAME-HOUSEHOLD REWATCH, YEAR AFTER YEAR
THE CALL: CHEAP TO LICENSE, EXPENSIVE TO LOSE

Regional Outperformer

S.04

Where does a title over-index against its national baseline? Per-DMA and per-country reads tell a distributor which territory to push, and what to bring in.

One Piece

Crunchyroll

READ: 1.6× NATIONAL SHARE IN THE WASHINGTON, DC DMA
THE CALL: LOCAL INTENSITY THE NATIONAL CHART HIDES

§ 02 BEYOND THE SCORES

The second-tier bench

Correlation reads surface low-profile titles your showcase audience already loves: a deep bench per persona, priced like the long tail.

Free-to-premium ladders

Episode-retention curves flag the series audiences follow to the finale: the ones worth windowing behind a paywall after the hook.

Proof, then the deal.

§ 03 IN PRACTICE

Pluto.tv · catalog strategy

$340M exit

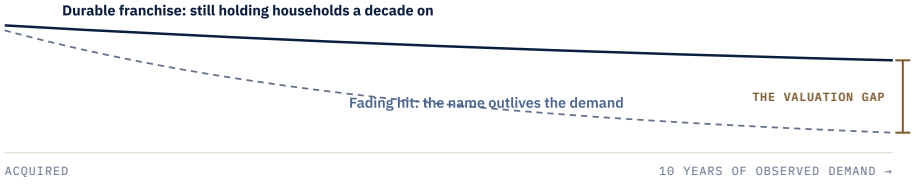
In the years leading up to its acquisition by Viacom, Pluto.tv used PeerLogix signal to shape catalog licensing, leaning into the titles that actually held households inside the free ad-supported stream.

FAST SHARE OF US OTT HH · SHAPE OF RECORD

§ 04 THE OWNERSHIP LENS

What a library is actually worth.

FIG. 02 · ILLUSTRATIVE



Comps and awards price both libraries the same on day one. Ten years of observed household demand price the difference. In diligence, that is the entire negotiation.

§ 05 DELIVERY & COMPLIANCE

Format. Title read-outs and catalog audits, standing dashboards, or the raw daily feed by CSV, API, or S3.

Scope. Any title, series, franchise, or full library; per country and per DMA, with 10+ years of history behind each.

Privacy. Household-level, no PII, patented collection (two US grants). CCPA and GDPR compliant.

Send us three titles you're weighing.

Sample read-out: observed demand, DMA-level, graded against the signal set. 48-hour turnaround.

Request a sample read-out →

Book a call

peerlogix.com

William Gorfein, Founder