

WHY IS THE "ORIGINALS" MODEL BROKEN?

**WE HAVE BUILT
A MARKETING
MACHINE DESIGNED
TO ACQUIRE
SUBSCRIBERS...**

...BUT A PRODUCT
EXPERIENCE
DESIGNED TO LOSE
THEM.

ORIGINALS GET THE SIGN-UPS

Library gets the time

2X

**Licensed content
drives nearly 2x
the viewership
minutes of
originals.**

The Reality: Viewers are overwhelmed by 2.7M+ titles. They have shifted from “Discovery” to “Utility.”

Source:
Nielsen / Gracenote “State of Play”

BINGE DROPS ARE FIREWORKS

Weekly releases are bonfires

The "Sugar Rush" vs. "Slow Burn" (Viewership Decay)

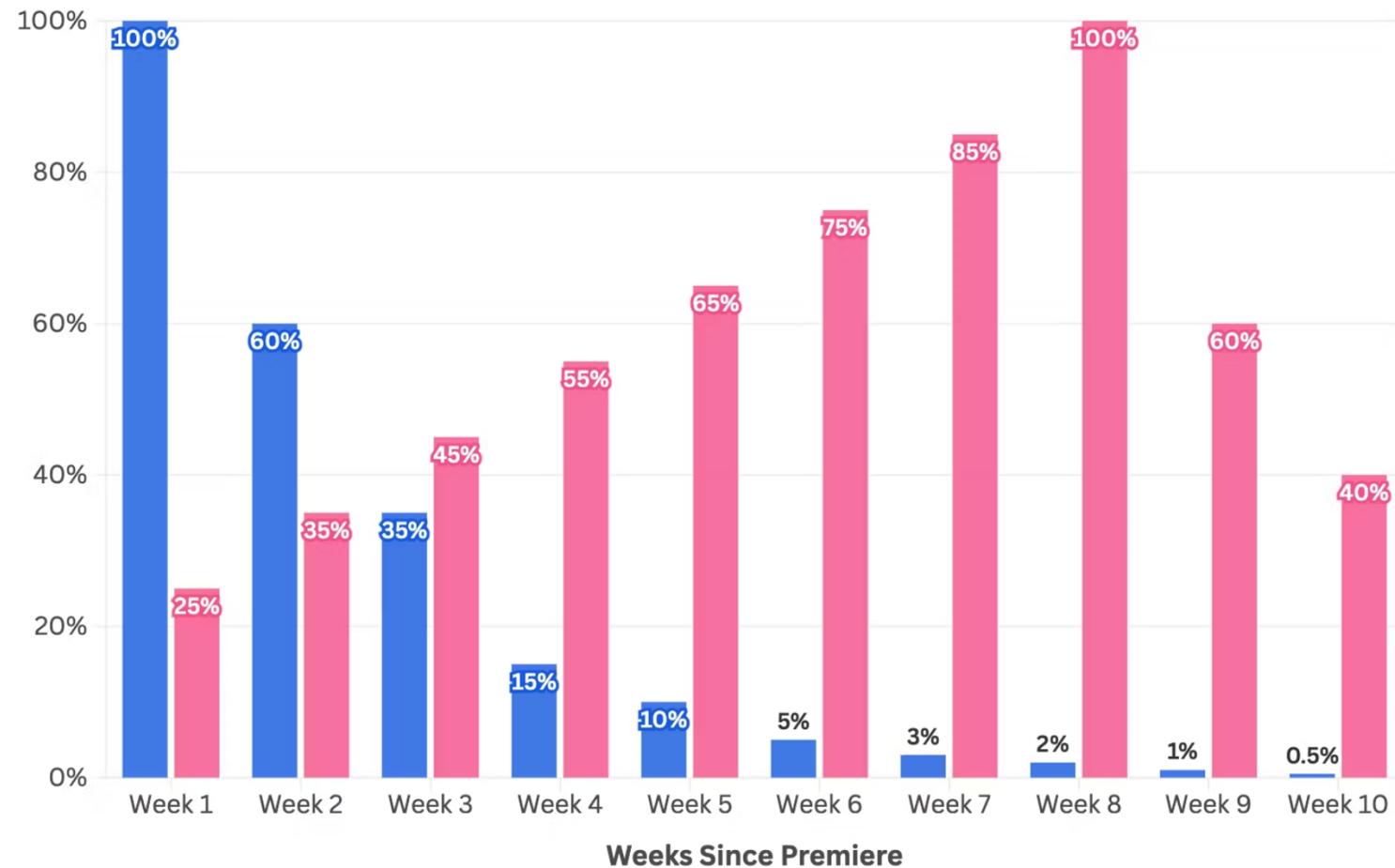
Visualizing the "Decay Curve": Data shows binge-released titles lose 85% of their active audience momentum by Week 4, while weekly titles are just hitting their stride.

What it means: "<1%" in Week 10 doesn't mean they cancelled the service; it means less than 1% of the audience is still watching that specific show. The crowd has moved on.

Why it matters: If you release weekly, that number stays at 40% in Week 10, meaning the show is still driving "Active App Opens" (which prevents churn).

■ "Sugar Rush" (Binge Model) ■ "Slow Burn" (Weekly Release)

% of Peak Demand



Source: FASTMaster Intelligence • Synthesized from Nielsen & Parrot Analytics trendlines (e.g., Netflix's 'The Witcher' vs. HBO's 'The Last of Us').

52 Days. Average demand for Binge.

68 Days. Average demand for Weekly.

Bingeing kills the "Watercooler Effect." Weekly releases synchronize the audience, creating free social marketing.

Source: Parrot Analytics

OPTIMIZING FOR HAPPINESS CREATES CHURN

Optimizing for habit creates loyalty

The Retention/Financial Curve (Churn Impact)

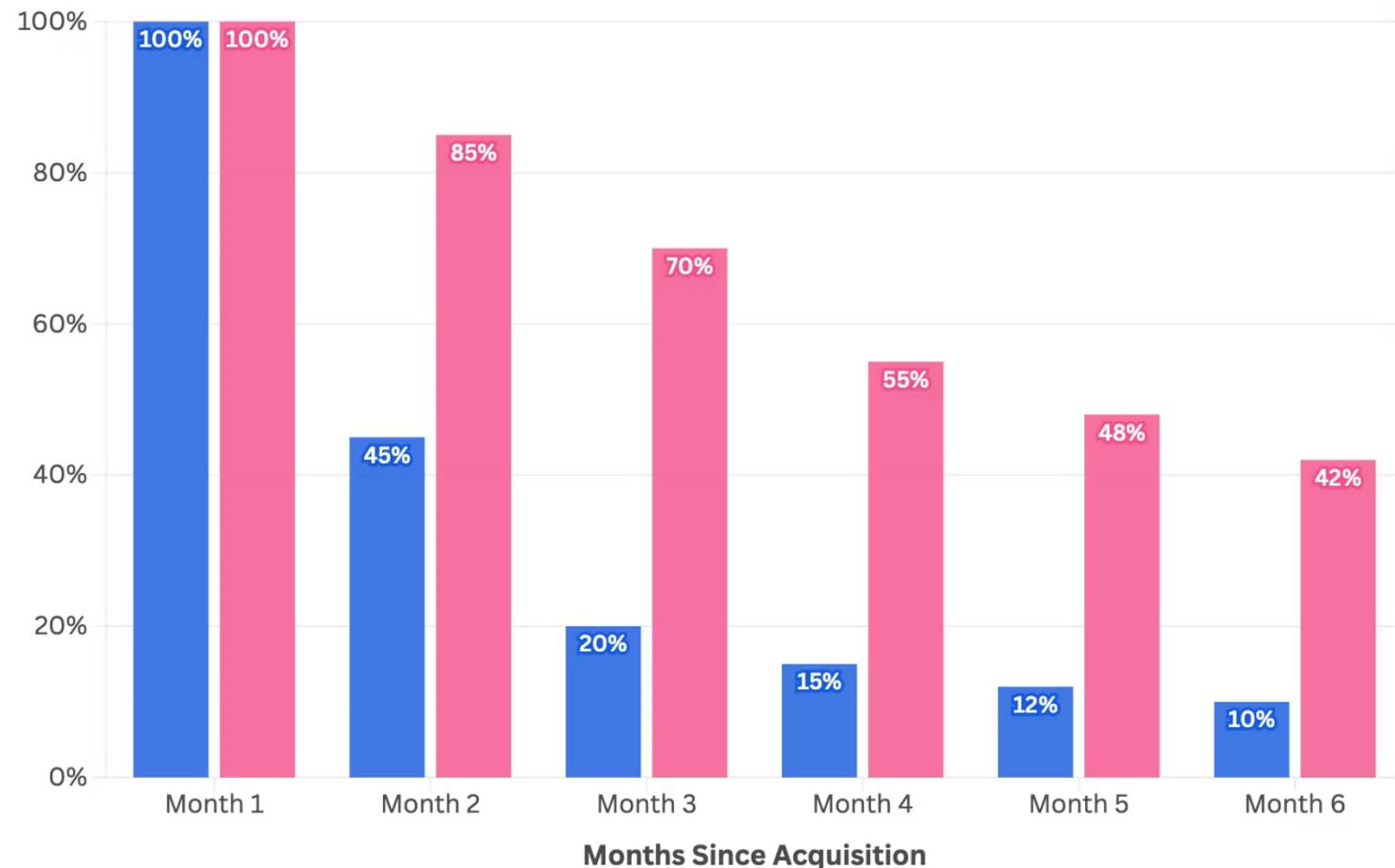
Tracks the month-over-month retention rate of a new subscriber based on their entry point. (Note: Weekly releases bridge the gap between billing cycles).

What it means: "<1%" in "10%" retention in Month 6 doesn't mean the binge show was "bad" or unpopular. It means the subscriber treated your service like a vending machine: they bought the snack (the show) and walked away. The "Weekly" subscriber, however, was forced to stay active through Month 2 and 3 just to finish the story.

Why it matters: This is the difference between a \$15 customer and a \$60 customer. By the time the Weekly viewer finishes the finale in Month 3, they have likely discovered a second show in your library (the "Habit" layer), which keeps them paying through Month 6. The Binge model leaves money on the table; the Weekly model maximizes the Lifetime Value (LTV) of the exact same asset.

■ Binge Subscriber (Retention) ■ Weekly Subscriber (Retention)

Subscriber Retention Rate



+48% Retention.

Source:

Carnegie Mellon University

The Logic: "Forced Browsing."

Binge viewers leave after the show. Weekly viewers are forced to return, which leads them to discover other content in the library.

WHY WE REWATCH:

Anxiety Management, Not Laziness

THE SCIENCE

Cognitive Ease: Watching new shows requires energy (tracking plots). Rewatching *The Office* restores energy.

THE STRATEGY

The “Comfort” Channel: Your library isn’t “filler” – it’s a wellness tool. Market it to stressed users who need a “brain break.”

**THE ERA OF
"EXCLUSIVE HITS" IS
OVER**

Welcome to the era of the bundle

58% VS. 23%

The Shift: 58% sign up for "Value for Price."
Only 23% sign up for "Specific Originals."

The Implication:

Marketing must shift from promoting single titles to promoting the *utility* of the catalog.

**YOUR USERS
DON'T HATE
YOUR
ALGORITHM**

They Just Don't Trust You

54%

**believe
recommendations
serve the
platform's agenda,
not their taste.**

**60% say their
“new favorite
show” is an
oldie.**

The Fix:

Stop burying hits. Prioritize “Rediscovery” rails over “New Release” rails. Be bold and blend them together.

Source: Hub Entertainment Research

**THE NEXT
GENERATION
ISN'T CUTTING
THE CORD**

They Never Plugged It In

THE RELEVANCE GAP

56% of Gen Z find social media more relevant than TV. Source: Deloitte

Linear TV buys miss 80% of the streaming audience. Source: Samsung Ads

The Fix: You need a Creator Video strategy to bring “Authenticity” inside the walled garden.

LOYALTY IS DEAD

Long Live The "Show Chaser."

38%
cancel 3+
services in 90
days.

You need a “Habit Layer”
(library, sports, games) to
bridge the gap between
expensive originals or
extend time spent within
the native CTV interface.

Source: Antenna

SO.

WHAT DO
WE DO
NOW?

The 2026 Checklist

01

Shift KPI from “Sign-ups” to “Habit Formation.”

02

Adopt the “Hybrid” Release Model.

03

Market the Library as a “Comfort” Feature.

04

Integrate Creator Content.

**STOP
GUESSING.
START
MEASURING.**

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