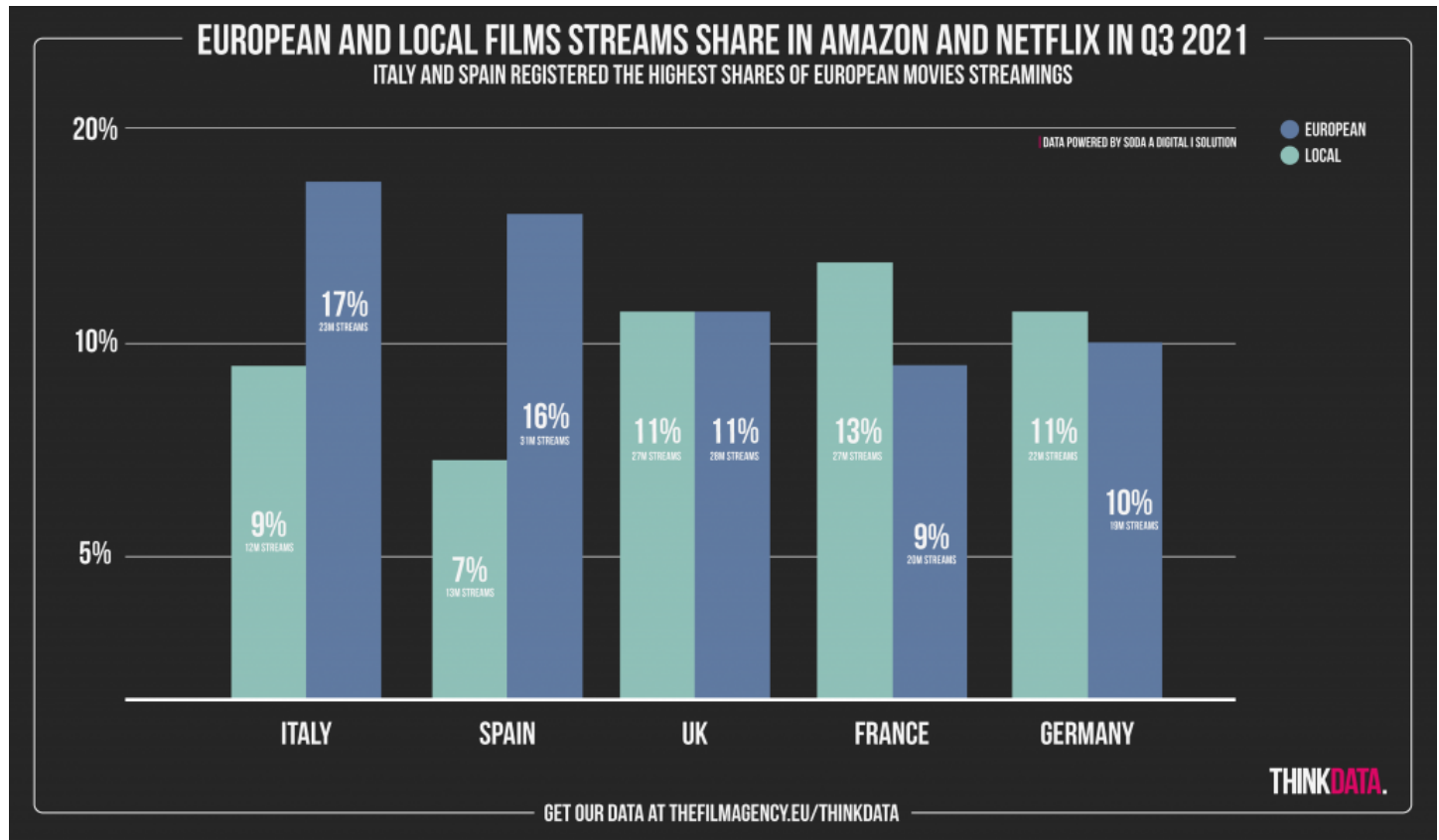


## Digital i Launch Joint Venture Product with The Film Agency to Bridge the Data Gap on Streaming Platforms for Creators

Leading SVOD analytics firm team up with Madrid-based media marketing agency to bring streamed content insights to content creators with joint venture Think Data



**Avon, Bristol Feb 14, 2022 ([Issuewire.com](https://www.issuewire.com))** - Digital i, a leading analytics and mediatech company, announced today the launch of a new product, Think Data: Bridging The Data Gap. As part of a venture with Madrid-based marketing agency, The Film Agency, Think Data harnesses the unrivalled granularity and accuracy of the SVOD viewership data provided by Digital i's SoDA platform to create a series of pan-European monthly insight reports regarding SVOD viewing trends. The launch of this new product will empower independent content creators by giving them access to coveted, previously inaccessible European streaming data.

For a monthly subscription, Think Data clients will be able to access SVOD viewing reports and a monthly newsletter which identifies the top 100 movies and series as well as the most-streamed genres on SVOD platforms in key territories. Further analysis will take a closer look at the performance of independent titles, flagship genres and European content.

"Think Data is a service crafted for independent players to keep up with the streaming transformations shaping our industry, keeping a particular eye on the European titles that break through the top 100 on the leading streaming services," says Celia Fumanal, The Film Agency's innovation director.

The Film Agency has extensive experience working with a large range of TV and film producers to bring their content to market.

“We are really excited to be working with Think Data to help bring the insight of the viewing revolution to all parts of the industry,” says Ali Vahdati, Digital i founder and CEO. “Think Data have an exceptional knowledge of the challenges and opportunities SVOD brings to producers and content creators, making them perfectly placed to harness the power of SoDA and turn it into actionable insight.”

The Think Data team aspire to make this data accessible to independent content creators so that it can help them target marketing and release strategies more effectively across individual territories. “What we aim to do with Think Data is enable independent players to use the data to inform their analytical thinking,” says Sarah Calderon, CEO of The Film Agency. “We are trying to empower small companies by making this data accessible; ultimately, this is the next step in our quest to connect content with audiences.”

Digital i’s SoDA platform is currently operation in nine European markets where it measures the Netflix & Prime Video viewing of over 20,000 representative individuals as part of an actively managed and harmonized European panel.

## ABOUT THINK DATA

The Think Data product is powered by SoDA, the SVOD data and analytics tool created by leading UK-technology and insight company Digital i, who are specialists in TV and media industry analysis. To find out more about Think Data: Bridging The Data Gap visit <https://thefilmagency.eu/ThinkData/>



## Media Contact

Sophia Vahdati

sophia.vahdati@digital-i.com

+44 117 441 8898

Source : Digital i

[See on IssueWire](#)

