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An independent consortium of #SaveWarriorNun advocates

# **Why Warrior Nun Season 2 Meets Netflix's New Definition of Success & Why Bringing It Back Would Be a Win for Netflix, According to the Data: An Analysis of Netflix's Jan-Jun 2023 Engagement Report**

23 December 2023

## Executive Summary

On December 12, 2023, Netflix for the first time released [a report detailing hours viewed for every title](#)—original and licensed, movies and tv shows—that was watched for more than 50,000 hours in the six-month period January to June 2023. According to Netflix, the [18,000+ titles](#) included in the report represent 99% of all viewing on Netflix in that period.

The report is an important step toward transparency regarding the performance of Netflix shows, but also is missing some important context, and isn't the complete story, especially for Warrior Nun Season 2 (WNS2).

Netflix itself states that in reading the report it's important to remember that “[s]uccess on Netflix comes in all shapes and sizes, and is not determined by hours viewed alone. We have enormously successful movies and TV shows with both lower and higher hours viewed. **It's all about whether a movie or TV show thrilled its audience — and the size of that audience relative to the economics of the title; and [t]o compare between titles it's best to use our weekly Top 10 and Most Popular lists, which take into account run times and premiere dates.**”

This white paper provides analysis of and context for Netflix's Engagement Report and assesses WNS2's performance within the context suggested by Netflix: 1) whether WNS2 “thrilled its audience” and 2) “the size of that audience relative to the economics of the title.”

**The data show that not only did WNS2 thrill its audience, but it was also a cost-effective season with a cost-per-premiere-view in line with some of the biggest hits of the year July 2022 – June 2023. Based on this data, under Netflix's new definition of success for its shows, bringing back Warrior Nun would be a win for Netflix and a win for its audience.**

## Background and Analysis

Netflix's new report, “What We Watched: A Netflix Engagement Report,” is a major step forward in helping audiences and productions understand a tv show's performance. The report provides the hours viewed, along with the premiere data and whether the title was available globally, for more than 18,000 titles. However, in assessing what this report means for the performance of any tv show, including WNS2, the report can be misleading for a number of factors:

- 1) **Hours viewed is not the best indicator of performance;** indeed, [Netflix changed how it measures performance in June 2023](#). Through its “Global Top 10” list, launched in 2021 and which had listed the top 10 tv shows weekly according to hours viewed, [Netflix now ranks shows by views: hours viewed divided by show runtime](#). This is important because performance for a shorter show will look quite different than performance for a longer one, so comparing hours viewed without considering runtime is not an accurate picture of how one show stacks up against another.

- 2) **The report includes both movies and tv shows, which for fairness should not be measured against each other.** Indeed, Netflix's [Global Top 10 list is actually four different lists](#): 2 for movies (one for English and one non-English), and 2 for tv shows (one for English and one for non-English).
- 3) The report also includes titles available globally versus shows available only in certain regions. Again, **for fairness, global and non-global shows should not be measured against each other.**
- 4) Because this report captures a moment in time (the 6-month period of January to June 2023), it automatically favors shows that premiered during this 6-month period, since show seasons typically have their greatest performance in the first four weeks of a season (though Netflix also changed how it measures this, now evaluating the first 90 days of a show rather than just 28 days, recognizing that in a crowded streaming landscape, a show's true performance often cannot be properly measured in just the first four weeks). **Based on what data is publicly available, the best way to measure how a show season that premiered before this 6-month period to a show that premiered during this period, then, is to compare premiere views of both shows, using the Global Top 10 as a proxy for peak performance of a show.**

It should be noted that for the changes Netflix has made in how it measures performance came after *Warrior Nun*'s cancelation. As you'll see, measuring performance by views versus hours viewed paints a much different picture of how *Warrior Nun* Season 2 performed against other shows.

To account for the four factors detailed above, we sorted the list to exclude titles not available globally and to exclude films (including comedy specials under 2 hours).

Criteria	Titles	WNS2 Rank	WN Percentile
All Titles	18214	1004	Top 5.5%
Global Titles Only (excludes regional)	4514	515	Top 11.4%
Global TV Shows Only (excludes films and regional tv shows)	3048	413	Top 13.5%

Next, we added runtimes in minutes for the top 500 shows and calculated views as follows:

$$(hours\ viewed \times 60) \div season\ runtime\ in\ minutes = views$$

As you can see, going from hours viewed to views makes modest changes in rank for some shows, while making major shifts for others. For example, *Queen Charlotte* and *Ginny & Georgia* S2 flip flop, with *Queen Charlotte* moving from 5<sup>th</sup> to 2<sup>nd</sup> (and vice versa); even though *Ginny & Georgia* S2 had 162.1 million more hours viewed than *Queen Charlotte*, it was also 195 minutes longer, resulting in *Queen Charlotte* having over 9 million more views than *Ginny & Georgia* S2. Yet *CoComelon* S6 (a kids show) moves from #174 based on 42.8 million hours viewed to #10 based on views, because S6 was only 63 minutes long.

Title	Genre (Series, Limited, Kids, Animation, Reality, Documentary)	Release Date	Hours Viewed	Rank by Hrs Viewed	Runtime mins	Views	Rank by Views
The Night Agent: Season 1	Series	2023-03-23	812,100,000	1	489	99,644,172	1
Queen Charlotte: A Bridgerton Story	Series	2023-05-04	503,000,000	5	387	77,984,496	2
Wednesday: Season 1	Series	2022-11-23	507,700,000	4	405	75,214,815	3
Ginny & Georgia: Season 2	Series	2023-01-05	665,100,000	2	582	68,567,010	4
You: Season 4	Series	2023-02-09	440,600,000	6	491	53,841,141	5
Outer Banks: Season 3	Series	2023-02-23	402,500,000	7	529	45,652,174	6
MH370: The Plane That Disappeared: Limited Series	Documentary	2023-03-08	118,900,000	51	158	45,151,899	7
Murdaugh Murders: A Southern Scandal: Season 1	Documentary	2023-02-22	104,600,000	58	141	44,510,638	8
The Glory: Season 1 // 더 글로리: 시즌 1	Series	2022-12-30	622,800,000	3	847	44,118,064	9
CoComelon: Season 6	Animation	2022-09-05	42,800,000	174	63	40,761,905	10
XO, Kitty: Season 1	Series	2023-05-18	200,700,000	19	301	40,006,645	11
Kaleidoscope: Limited Series	Limited	2023-01-01	252,500,000	11	379	39,973,615	12
BEEF: Season 1	Series	2023-04-06	221,100,000	16	348	38,120,690	13
FUBAR: Season 1	Series	2023-05-25	266,200,000	9	425	37,581,176	14
Obsession: Limited Series	Limited	2023-04-13	94,200,000	68	155	36,464,516	15
Little Angel: Volume 1	Animation	2022-10-24	132,100,000	45	224	35,383,929	16
Never Have I Ever: Season 4	Series	2023-06-08	168,300,000	28	290	34,820,690	17
Sex/Life: Season 2	Series	2023-03-02	175,500,000	25	309	34,077,670	18
Ginny & Georgia: Season 1	Series	2021-02-24	302,100,000	8	542	33,442,804	19
CoComelon: Season 8	Animation	2023-04-10	34,200,000	230	63	32,571,429	20
The Diplomat: Season 1	Series	2023-04-20	214,100,000	17	400	32,115,000	21
Vikings: Valhalla: Season 2	Series	2023-01-12	205,500,000	18	384	32,109,375	22
The Snow Girl: Season 1 // La chica de nieve: Temporada 1	Series	2023-01-27	134,800,000	41	270	29,955,556	23
Emily in Paris: Season 3	Series	2022-12-21	161,100,000	29	325	29,741,538	24
Black Mirror: Season 6	Series	2023-06-15	139,900,000	37	312	26,903,846	25
Bebefinn: Season 1	Animation		67,100,000	106	151	26,662,252	26
Sweet Tooth: Season 2	Series	2023-04-27	182,300,000	23	416	26,293,269	27
Muted: Limited Series // El silencio: Miniserie	Limited	2023-05-19	115,800,000	54	276	25,173,913	28

Figure 1. Netflix Engagement Report, Ranked by Views, 1-28.

Family Reunion: Part 5	Series	2022-10-27	17,500,000	488	269	3,903,346	334
Break Point: Season 1	Documentary	2023-01-13	30,500,000	267	471	3,885,350	335
A Tale Dark & Grimm: Limited Series	Animation	2021-10-08	19,000,000	454	295	3,864,407	336
Virgin River: Season 3	Series	2021-07-09	28,700,000	288	446	3,860,987	337
Hit & Run: Season 1	Series	2021-08-06	27,600,000	310	429	3,860,140	338
Virgin River: Season 2	Series	2020-11-27	28,300,000	297	440	3,859,091	339
The Boss Baby: Back in Business: Season 1	Animation	2018-04-06	20,000,000	435	312	3,846,154	340
The Imperfects: Season 1	Series	2022-09-08	27,100,000	319	423	3,843,972	341
Workin' Moms: Season 2	Series	2019-01-04	18,300,000	474	286	3,839,161	342
Human Resources: Season 2	Animation	2023-06-09	17,400,000	496	274	3,810,219	343
Anne with an E: Season 3	Series	2020-01-03	27,900,000	301	440	3,804,545	344
The Exchange: Season 1 // المثلثة: Season 1	Series	2023-02-08	19,300,000	451	305	3,796,721	345
The InBESTigators: Season 2	Kids	2020-01-10	18,500,000	470	293	3,788,396	346
My Little Pony: Friendship Is Magic: Season 1	Animation		36,000,000	219	572	3,776,224	347
Black Summer: Season 1	Series	2019-04-11	17,600,000	485	282	3,744,881	348
Raising Dion: Season 1	Series	2019-10-04	25,500,000	341	410	3,731,707	349
Seinfeld: Season 9	Series		33,700,000	237	545	3,710,092	350
Gilmore Girls: Season 7	Series		56,500,000	129	917	3,695,938	351
Warrior Nun: Season 2	Series	2022-11-10	21,300,000	413	346	3,693,642	352
The Crown: Season 4	Series	2020-11-15	33,100,000	241	539	3,684,601	353
Dead to Me: Season 2	Series	2020-05-08	19,800,000	438	323	3,678,019	354
BAKI: Season 1: Part 1 // バキ: 第1期 / バート1	Animation	2018-06-24	18,800,000	461	307	3,674,267	355
Ozark: Season 1	Series	2017-07-21	36,100,000	218	595	3,640,336	356
Alexa & Katie: Part 1	Series	2018-03-23	20,600,000	423	341	3,624,633	357
Jane The Virgin: Season 1	Series		55,200,000	133	919	3,603,917	358
Dance Monsters: Season 1	Reality	2022-12-16	21,000,000	417	352	3,579,545	359
Resident Evil: Season 1	Series	2022-07-14	25,200,000	347	425	3,557,647	360
Locke & Key: Season 1	Series	2020-02-07	27,800,000	305	469	3,556,503	361
Kings of Jo'Burg: Season 2	Series	2023-01-27	20,600,000	424	348	3,551,724	362
Ragnarok: Season 2	Series	2021-05-27	17,500,000	490	297	3,535,354	363
Desienated Survivor: Season 3	Series	2019-06-07	29,200,000	285	500	3,504,000	364

Figure 2. Netflix Engagement Report, Ranked by Views, 334-364.

Based on views, WNS2 moves to #352 based on 3.7 million views, up from #413 based on 21.3 million hours viewed. Does this mean WNS2 is ranked 352 in views among 3048 shows? No, because we only added runtimes for the top 500, so WNS2 is ranked 352 out of 500. The point remains that number of views is a more accurate indicator of performance than is hours viewed.

However, while ranking based on views is a better gauge of performance than hours viewed, it still can be very misleading about a show's true performance, because it is

measuring one show at its peak views against another show that had its peak views outside the 6-month period.

Case in point: DAHMER: Monster: The Jeffrey Dahmer Story. Dahmer had 63.5 million hours viewed in the first 6 months of 2023, ranking it #115 out of 3048. Its hours viewed translated to 7.2 million views, ranking it 169 out of 500.

Title	Genre (Series, Limited, Kids, Animation, Reality, Documentary)	Release Date	Hours Viewed	Rank by Hrs Viewed	Runtime mins	Views	Rank by Views
DAHMER: Monster: The Jeffrey Dahmer Story	Series	2022-09-21	63,500,000	115	529	7,202,268	169

Figure 3. Ranks for Dahmer by Hours Viewed and by Views.

These are good numbers, yet Dahmer was a major hit for Netflix in the last 6 months of 2022, with nearly 1 billion hours viewed and 105.8 million premiere views based on data from the Global Top 10. As stated earlier, the best way to measure the performance of a show season that premiered before the 6-month period of the Netflix report to a show that premiered during the report period is to compare premiere views of both shows, using the Global Top 10 as a proxy for peak performance of a show (as Netflix stated, “[t]o compare between titles it’s best to use our weekly Top 10 and Most Popular lists”).

Indeed, the point about the Netflix engagement report being a “snapshot in time” and how that can be misleading was made on a [press call about the Netflix engagement report](#). Lauren Smith, Netflix Vice President of Strategy, highlighted the show Wednesday on the press call, detailing that while the show looks smaller than a number of other shows, that’s because Wednesday premiered two months before the report period compared to these other shows that premiered during it.

Comparing Dahmer’s 2022 premiere views to all views for shows that premiered in 2023 would be closer to an accurate picture but still not as good as possible based on publicly available data. So, we took all shows in the top 500 that premiered in the first 6 months of 2023 and in the last 6 months of 2022—209 shows total—and we pulled the hours viewed from the Global Top 10. We then used those viewing hours to determine “premiere views” for all 209 shows and then ranked accordingly. This presents a much different picture of performance. Now Dahmer is ranked #2, coming in behind only Wednesday in premiere views.

Title	Rank by Views	Premiere Global Top 10 Hours Viewed Jul-Dec 2022	Premiere Global Top 10 Hours Viewed Jan-June 2023	Total Premiere Global Top 10 Hours Viewed Jul '22 - June '23	Premiere Views, Global Top 10 Hours Viewed Jul '22 - June '23	Rank by Premiere Views
Wednesday: Season 1	3	1,418,650,000	327,240,000	1,745,890,000	258,650,370	1
DAHMER: Monster: The Jeffrey Dahmer Story	169	932,470,000	0	932,470,000	105,762,193	2
The Night Agent: Season 1	1	-	776,020,000	776,020,000	95,290,798	3
Queen Charlotte: A Bridgerton Story	2	-	476,170,000	476,170,000	73,824,806	4
The Watcher: Season 1	99	395,030,000	0	395,030,000	70,963,473	5
Ginny & Georgia: Season 2	4	-	568,510,000	568,510,000	58,609,278	6
Emily in Paris: Season 3	24	212,940,000	74,370,000	287,310,000	53,041,846	7
Cobra Kai: Season 5	155	274,720,000	0	274,720,000	43,955,200	8
Outer Banks: Season 3	6	-	383,920,000	383,920,000	43,544,802	9
The Sandman: Season 1	202	393,140,000	0	393,140,000	43,361,029	10
Harry & Meghan: Limited Series	106	241,530,000	-	241,530,000	41,883,815	11
Virgin River: Season 4	199	304,790,000	0	304,790,000	41,656,948	12
1899: Season 1	157	257,160,000	-	257,160,000	38,574,000	13
MH370: The Plane That Disappeared: Limited Series	7	-	988,200,000	98,820,000	37,526,582	14
FUBAR: Season 1	14	-	259,050,000	259,050,000	36,571,765	15

Figure 4. Revised Rank for Dahmer by Premiere Views.

Popular shows like Cobra Kai, The Sandman, and Virgin River—which all premiered their latest seasons in 2022—get a much more accurate measurement against shows that premiered in 2023. WNS2, which even with \$0 promotion from Netflix managed to reach 65.9 million hours viewed, resulting in 11.4 million views, now is ranked #74 when based on premiere views rather than total views January to June 2023.

Title	Rank by Views	Premiere Global Top 10 Hours Viewed Jul-Dec 2022	Premiere Global Top 10 Hours Viewed Jan-June 2023	Total Premiere Global Top 10 Hours Viewed Jul '22 - June '23	Premiere Views, Global Top 10 Hours Viewed Jul '22 - June '23	Rank by Premiere Views
Woman of the Dead: Season 1 // Totenfrau: Season 1	49	-	609,200,000	60,920,000	13,054,286	67
Love Is Blind: Season 3	267	180,650,000	0	180,650,000	12,781,840	68
American Manhunt: The Boston Marathon Bombing: Limited	62	-	365,600,000	36,560,000	12,534,857	69
Missing: Dead or Alive?: Season 1	59	-	392,400,000	39,240,000	12,391,579	70
The Endless Night: Limited Series // Todo Dia a Mesma Noite	72	-	432,800,000	43,280,000	12,134,579	71
Selling Sunset: Season 6	75	-	691,000,000	69,100,000	11,548,747	72
Perfect Match: Season 1	63	-	1257,200,000	125,720,000	11,463,830	73
Warrior Nun: Season 2	352	65,930,000	-	65,930,000	11,432,948	74
Cyberpunk: Edgerunners: Season 1 // サイバーパンク: エン	310	47,750,000	0	47,750,000	11,235,294	75
Sky High: The Series: Season 1 // Hasta el cielo: La serie: Seas	65	-	556,100,000	55,610,000	10,833,117	76
The Tailor: Season 1 // Terzi: 1. Sezon	79	-	509,000,000	50,900,000	10,829,787	77
The Imperfects: Season 1	341	71,850,000	0	71,850,000	10,191,489	78
Too Hot to Handle: Season 4	221	74,900,000	-	74,900,000	10,190,476	79
Rough Diamonds: Season 1	109	-	684,000,000	68,400,000	9,985,401	80
The Midnight Club: Season 1	379	90,310,000	0	90,310,000	9,906,033	81
I Am Georgina: Season 2 // Soy Georgina: Temporada 2	86	-	402,500,000	40,250,000	9,777,328	82

Figure 5. Revised Rank for WNS2 by Premiere Views.

## WNS2 “Thrilled Its Audience”

In its report, Netflix acknowledges that a show can be successful (at least under its new definition of success) regardless of viewing hours. The first factor, Netflix writes, is whether a tv show **“thrilled its audience.”** How does one measure something as subjective as whether something thrilled its audience? Netflix doesn’t say, but as we have been

highlighting for the past year, we think the best measure currently available for audience excitement is demand data.

We could write an entire treatise on the phenomenal demand for WNS2 since November 2022, but to recap some of the highlights ([more details available at warriornun.com](https://warriornun.com)):

- Top 10 in global demand for digital originals for 10 consecutive weeks (November 12, 2022 – January 21, 2023) and was in global digital top 10 in 13 of 15 weeks (November 12, 2022 – February 25, 2023).
- Top 10 in global demand for Netflix originals for 17 consecutive weeks (November 12 – March 13, 2023).

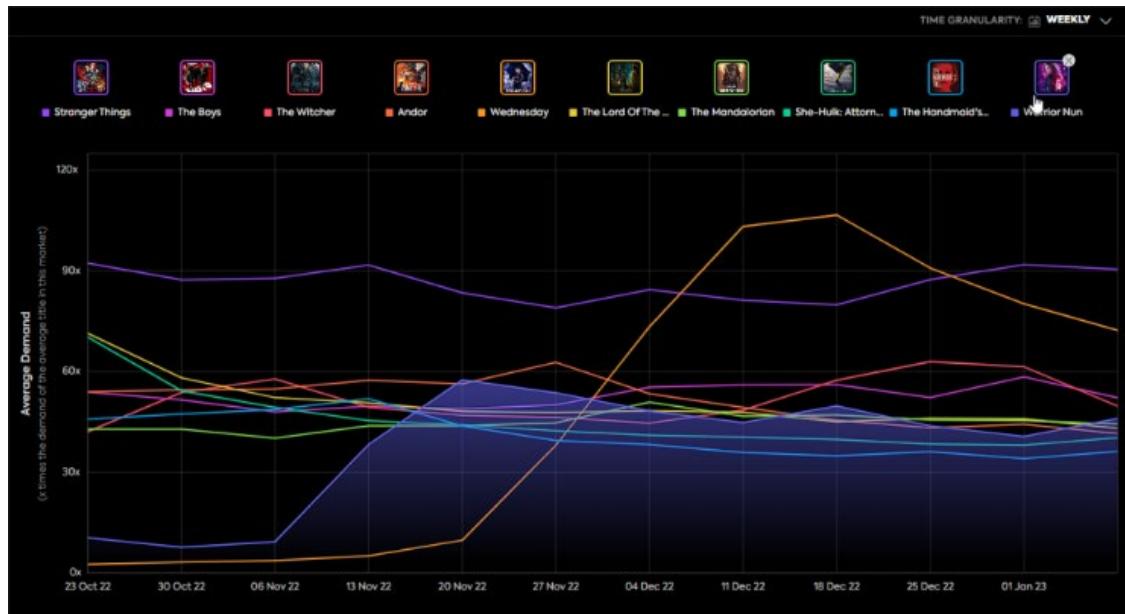


Figure 6: Warrior Nun demand versus other digital originals via Parrot Analytics.

- Measuring WNS2 demand 30 days after premiere (before Warrior Nun was cancelled) against demand 30 days after premiere for 17 other Netflix originals released Nov 2022 – June 2023, WNS2 ranked 26 in global demand, outranking 13 of 17 shows we compared it to. On average, WNS2's global demand rank at 30 days was 12.6x higher than the 13 Netflix shows it outranked. It had 15.7x more demand than Vikings: Valhalla and 28.1x more demand than The Recruit, both of which were renewed.

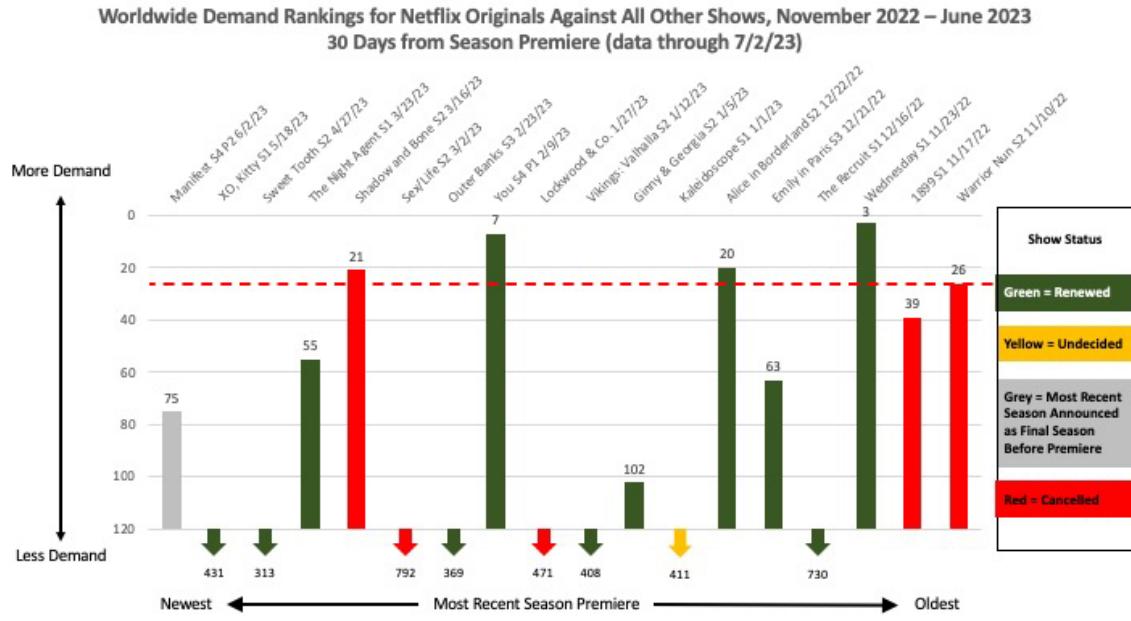


Figure 7: 30-Day Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

- 90 days from its premiere, WNS2 was ranked 41 in global demand, higher than all but 1 of the 25 Netflix originals' show seasons we compared it to. On average, WNS2's rank at 90 days was 17.6x higher than the 24 Netflix show seasons it outranked. It had 6.2x more demand than Vikings: Valhalla, 16.8x more demand than Sweet Tooth, and a whopping 53x more demand than Young Royals, all of which were renewed for 3<sup>rd</sup> seasons.

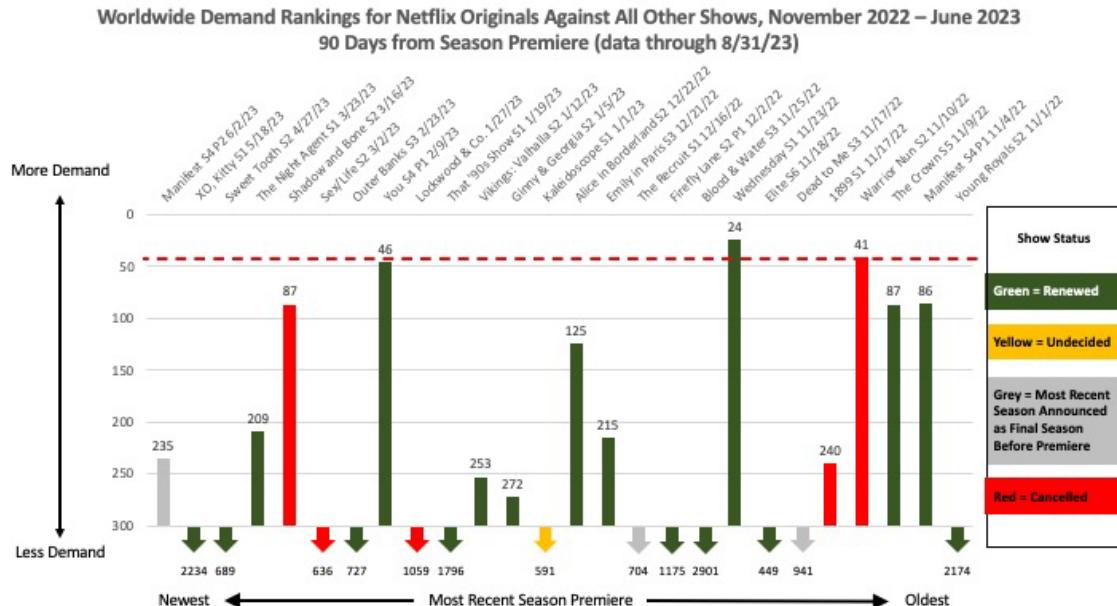


Figure 8. 90-Day Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

Now that we are past the one-year anniversary of WNS2's premiere, we can also begin to assess how demand for WNS2 compares to other Netflix originals one year after their season premieres.

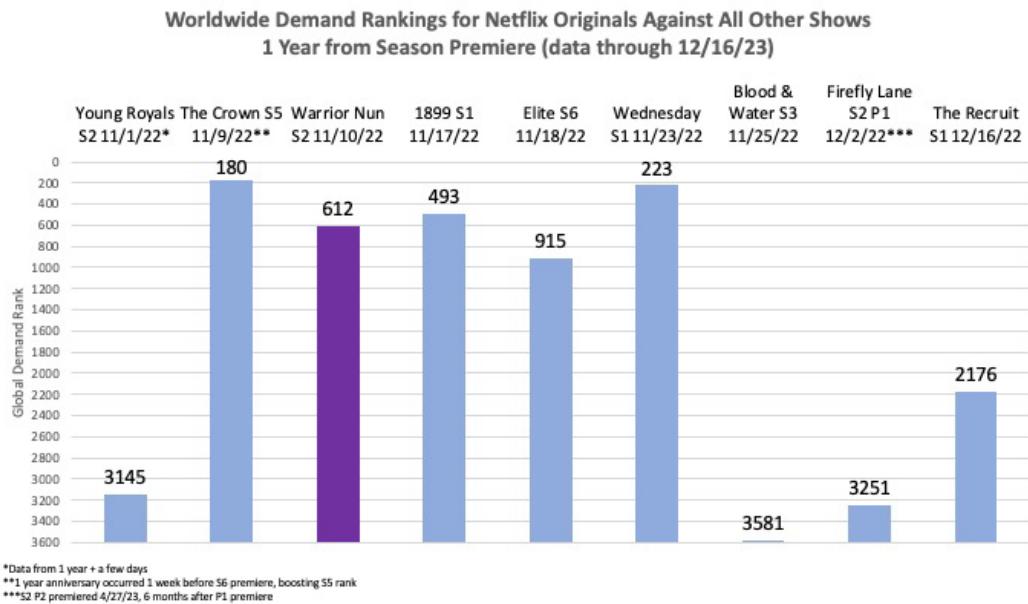


Figure 9. One-year Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

Out of the 9 shows for which we have global demand ranks available one year from their premieres, WNS2 ranks 612, placing it 4<sup>th</sup> behind The Crown S5, Wednesday S1, and 1899 S1. It should be noted that the one-year anniversary of The Crown S5 came just one week before S6's premiere, which likely boosted The Crown's rank. Of the five shows with lower ranks than WNS2, four (Elite, The Recruit, Young Royals, and Blood & Water) have been renewed for an additional season. Firefly Lane, the 5<sup>th</sup> show, was announced as concluding prior to S2's premiere.

Blood & Water, the lowest ranked show on the list, is a South African show that performs very well in its country of origin though it hasn't been a strong performer in global demand. Indeed, Blood & Water S3 was on the Global Top 10 for one week, with 12,690,000 hours viewed. At 295 minutes in runtime, that means its best week had 2.6 million views. While its one-year global demand rank was 3581, its most recent demand rank in South Africa (12/17/23) is 340.

Blood & Water's renewal for S4 may well be an example of focusing on local investments to serve local viewers; on a [press call about the Netflix engagement report](#), Netflix co-CEO Ted Sarandos stated that some shows are “designed to [thrill] local audiences.” In the press call, Sarandos and Smith also emphasized how success can come from big shows and small ones and come down to a story’s “ability to delight and hold its audience.”

Given the incredible demand for WNS2 since its premiere, there is no doubt that WNS2 thrilled, delighted, and has held its audience.

## WNS2 Cost-Per-Premiere-View Makes It an Economic Success

The second factor Netflix lists in its report as a measurement of success is “**the size of that audience relative to the economics of the title.**” This comes down to a measurement of a season’s cost measured against its performance, and the best apples-to-apples measurement here is once again premiere views. Netflix budgets are incredibly hard to come by, but based on publicly available budget data and estimates for some of the biggest shows on Netflix, we can measure how WNS2’s cost-per-premiere-view stacks up.

Show	Premiere Views	Premiere View Rank	Season Cost	Cost-Per-Premiere-View
Bridgerton S2	91,925,692	N/A	\$56,000,000	\$0.61
Outer Banks S3	43,544,802	9	\$50,000,000	\$1.15
1899 S1	38,574,000	13	\$62,200,000	\$1.61
The Witcher S3	43,649,667	N/A	\$80,000,000	\$1.83
Vikings: Valhalla S2	23,568,750	36	\$50,000,000	\$2.12
WNS2	11,432,948	74	\$24,800,000	\$2.17
The Sandman S1	43,361,029	10	\$165,000,000	\$3.81
The Crown S5	33,787,356	19	\$130,000,000	\$3.85
Manifest S4	24,359,351	35	\$100,000,000	\$4.11

Out of 9 shows, WNS2 has the 6<sup>th</sup> lowest cost-per-premiere-view. Of the 3 shows with a higher cost-per-premiere-view than WNS2, it should be noted that two—The Sandman and The Crown—were renewed for an additional season. Additionally, WNS2’s \$2.17 cost-per-premiere-view is just 2.3% more expensive than the middle show on this list, Vikings: Valhalla’s, which is \$2.12 per premiere view; Vikings: Valhalla is coming back for a third season. All of this shows that WNS2 was an extremely cost-effective production for its audience size.

## How Big WNS2 Could Have Been (and Could Still Be) With Proper Promotion

WNS2, by nearly any measure, was a success and should have been renewed beyond S2. It was canceled despite a relatively low budget; success across numerous metrics; universally supportive press coverage of Season 2, including unprecedented coverage of the show and its cancellation in major media outlets including [Forbes](#), [The New York Times](#), [The Washington Post](#), and [Time](#); very high demand according to Parrot Analytics data; and [\\$0 spent by Netflix on promotion](#).

The lack of promotion is the final piece of context that needs to be provided for both the Netflix engagement report and for how much bigger Warrior Nun could have been, and still could be.

We have [previously detailed the lack of promotion](#) for WNS2 compared to Netflix promotional efforts for its other shows. That lack of promotion has a significant negative impact on the audience size for WNS2. [Our estimates](#) show that 21.8 million Netflix accounts at peak (first 28 days) watched Warrior Nun S1, which was appropriately promoted. Hours viewed was not available in 2020 when S1 premiered, but if we consider

21.8 million accounts to be the minimum number of views for S1, multiplied by S1's longer runtime of 433 minutes, it means Warrior Nun S1 would have had a minimum of 157.3 million hours viewed.

Using the average lift of other Netflix shows that received appropriate marketing, our estimates ([explained in more detail here](#)) also show that with proper promotion, [25.6 million Netflix accounts at peak would have watched WNS2](#) for a minimum of 147.6 million hours viewed. With 25.6 million views, WNS2 would rank 33 by premiere views. This would also bring down WNS2's cost-per-premiere-view from \$2.17 to \$0.97, making it number 2 on our list of 9, only behind Bridgerton in cost effectiveness.

**Given Netflix's new definition of success and WNS2's clear success under that definition, it is a perfect time and opportunity for Netflix to revisit its decision to cancel Warrior Nun and to bring the show back for another season. At minimum, Netflix should greenlight a proper conclusion for the show, which would, based on all publicly available data, be a major success.**

## **Disclaimer and Disclosures**

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