



Produced by The Order of the Cruciform Spreadsheet
An independent consortium of #SaveWarriorNun advocates

Promotion, Attention, and Valuation of Warrior Nun

18 February 2023

Disclaimer

In certain graphics, Warrior Nun is placed alongside 1899, Wednesday, and Manifest due to their overlap of promotional content and proximity to Warrior Nun's release date. It is acknowledged that the promotional approach between season 1 show, a season 2 show, and a season 4 show are not directly comparable in the amount of content required for a successful release.

Young Royals and Vikings: Valhalla seasons 2 are included as a more leveled comparison of promotional efforts.

Please see the final page for details of our methodology.

Promotion (or lack thereof)

Section 1

Youtube Videos

Youtube serves as a pervasive method of promotion in which Netflix posts content on its official channels and news outlets post companion content and interviews with the cast and crew. Warrior Nun S2, unlike the other 5 shows, received only 3 trailers and recaps and 5 reposts of scenes on the Netflix Philippines channel. No interviews or behind the scenes content exist.

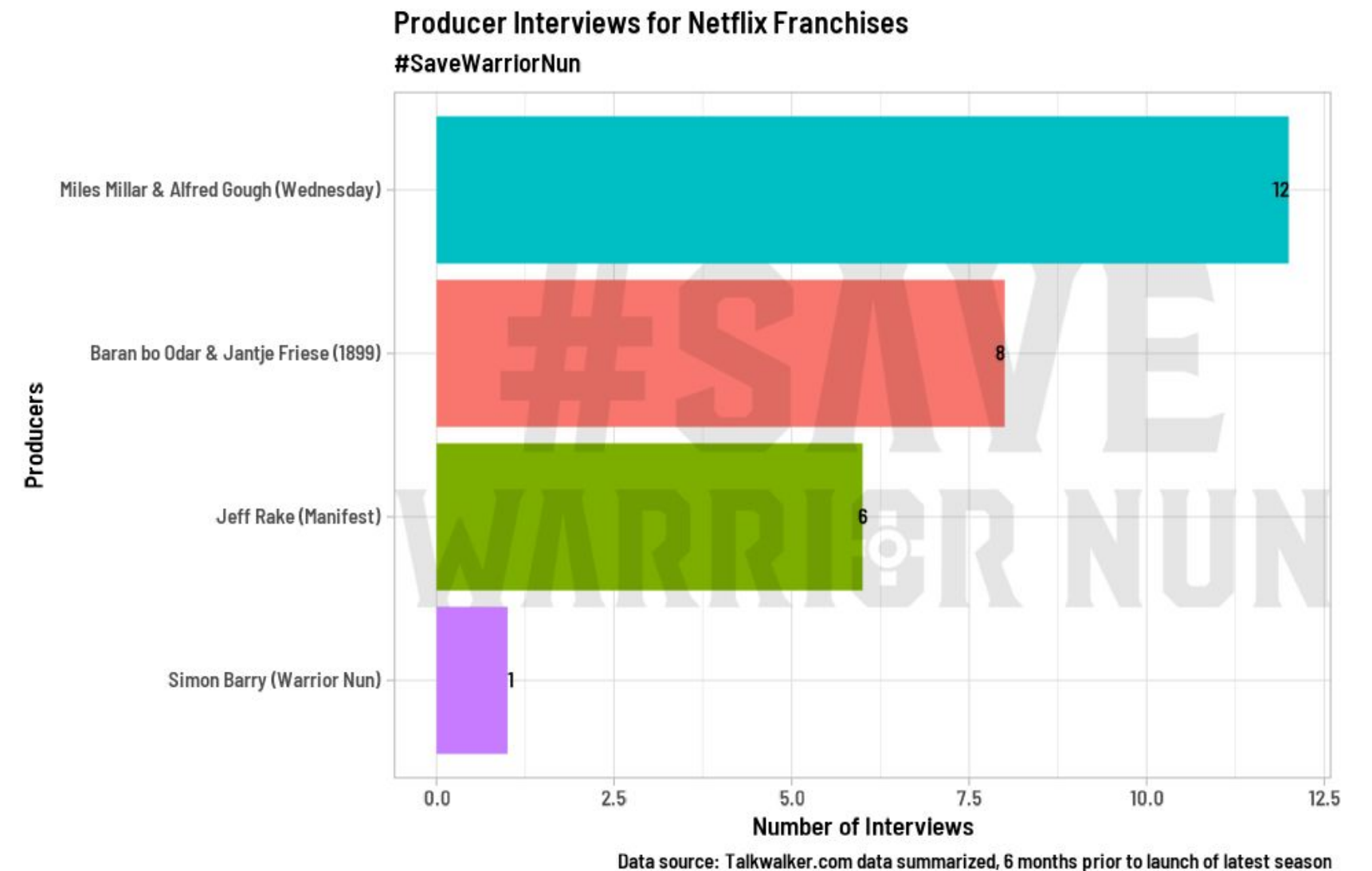
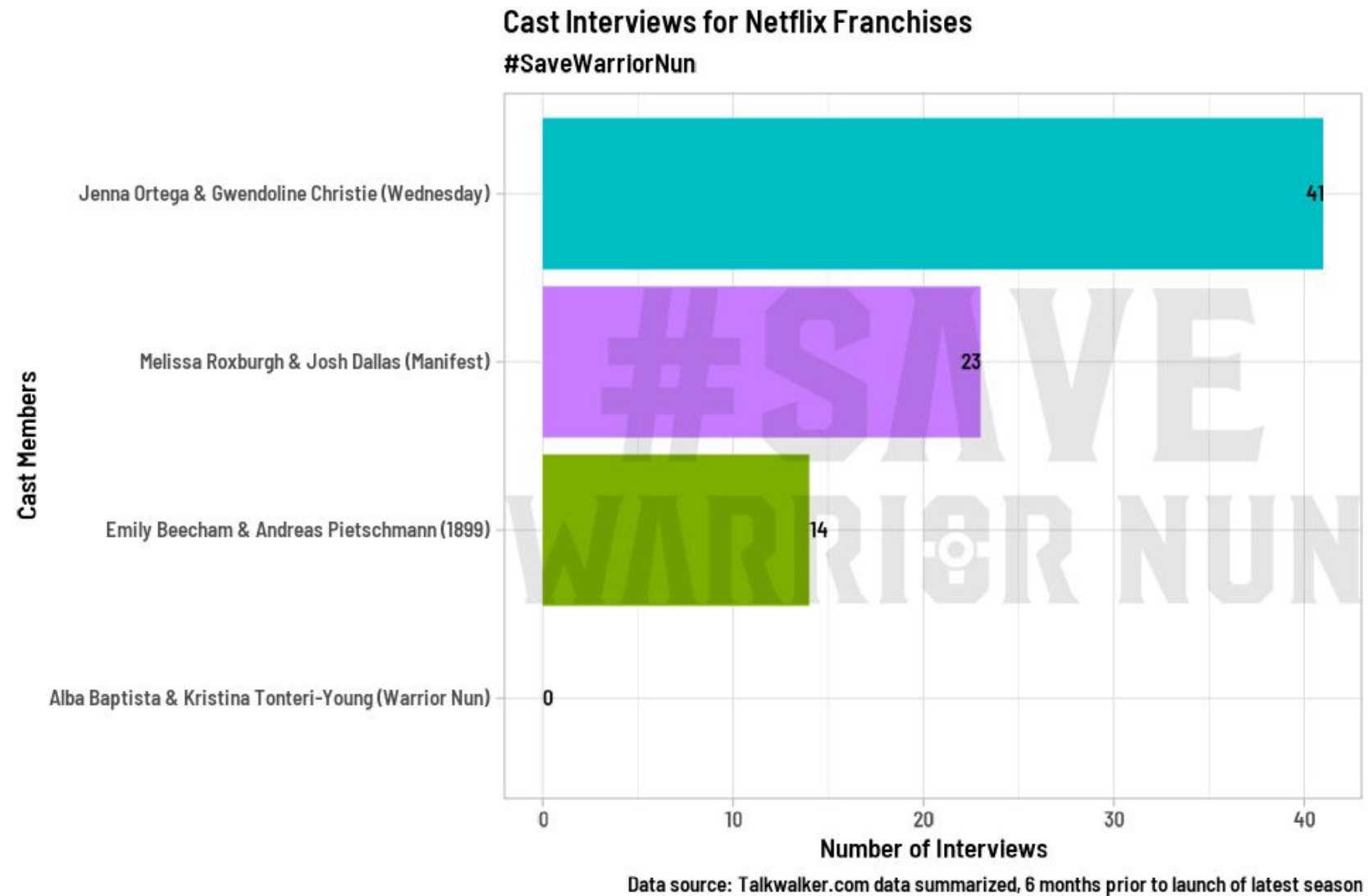
		Warrior Nun: S2	1899	Wednesday	Manifest	Young Royals - S2	Vikings: Valhalla - S2
Pre Release	Netflix Trailer/Teaser	3	2	1	3	1	1
	Netflix Interviews/Cast Content		1		1	1	
	Netflix Scene Reposts					1	1
	Netflix Additional Content			9	1		
	Netflix BTS/Bloopers		1				1
	External Press Interview			4	4		2
	External Press Additional Content		2	3	1		3
Release Date	Netflix Trailer/Teaser						
	Netflix Interviews/Cast Content			1			
	Netflix Scene Reposts			2			
	Netflix Additional Content		1	1			
	Netflix BTS/Bloopers						
	External Press Interview		1	1	1		1
	External Press Additional Content						
Post Release	Netflix Trailer/Teaser						
	Netflix Interviews/Cast Content		1	15	4	3	
	Netflix Scene Reposts	5		4		5	
	Netflix Additional Content		2	5		4	
	Netflix BTS/Bloopers		1	4			1
	External Press Interview		4	4	5	3	2
	External Press Additional Content		1	1	1		1
	Summary of Content	8	17	55	21	18	13

Pic. 1 Numbers on promotional content on Youtube for specified shows.

Content includes Netflix official material or recognizable press sources such as Stream Wars, TV Line, Rotten Tomatoes, morning and late night television shows, EW, and Buzzfeed.

Cast and Creator Interviews

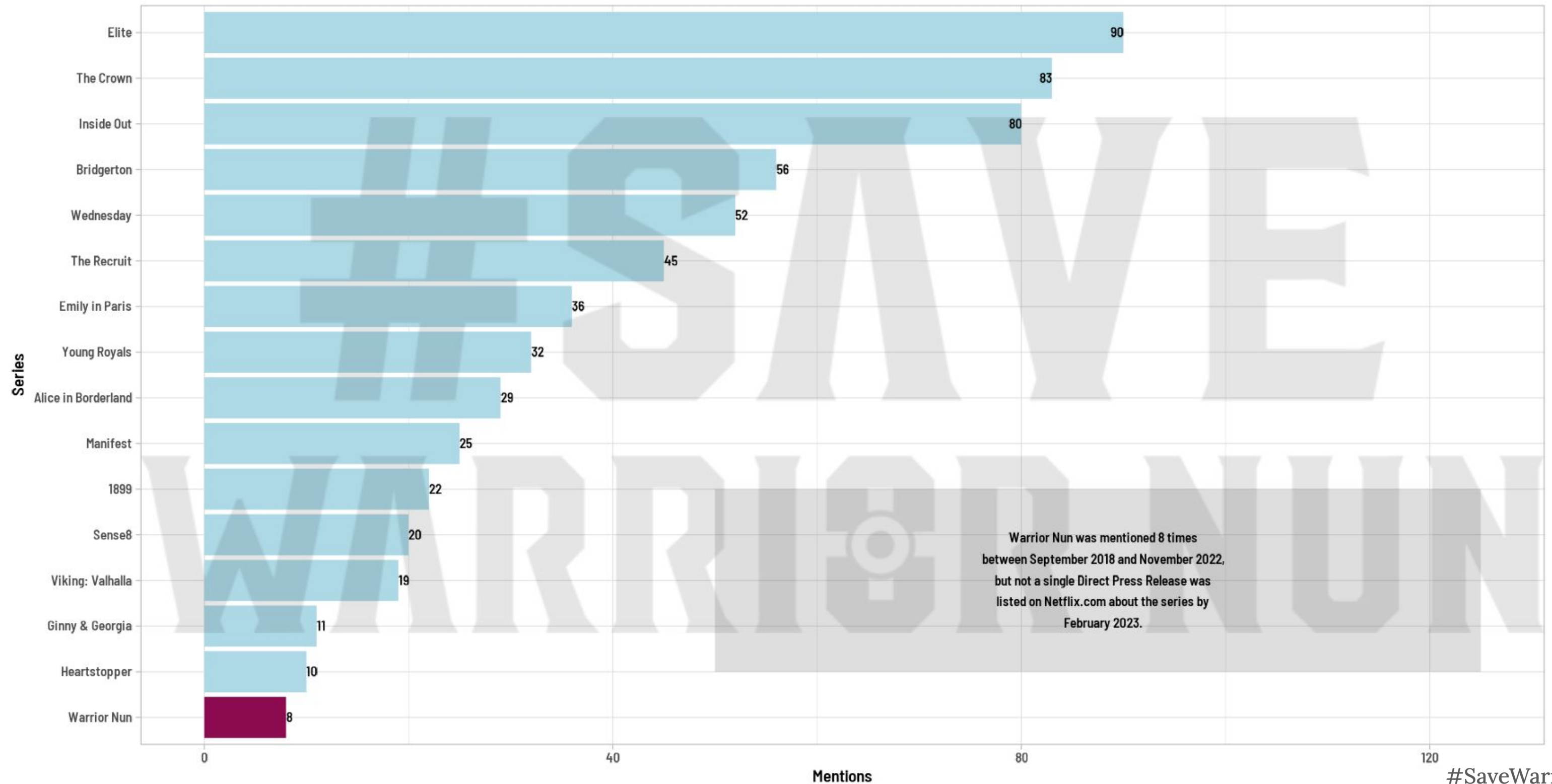
Based on the availability of press information from Netflix, news outlets conducted interviews with the main cast and creators of the following shows. This includes only written articles.



The lack of interview content for Warrior Nun potentially resulted from the lack of press docket, limited screening materials, no paid promotion, and no officially facilitated interviews.

Netflix Press Releases

Netflix Press Release Series Name Mentions
#SaveWarriorNun

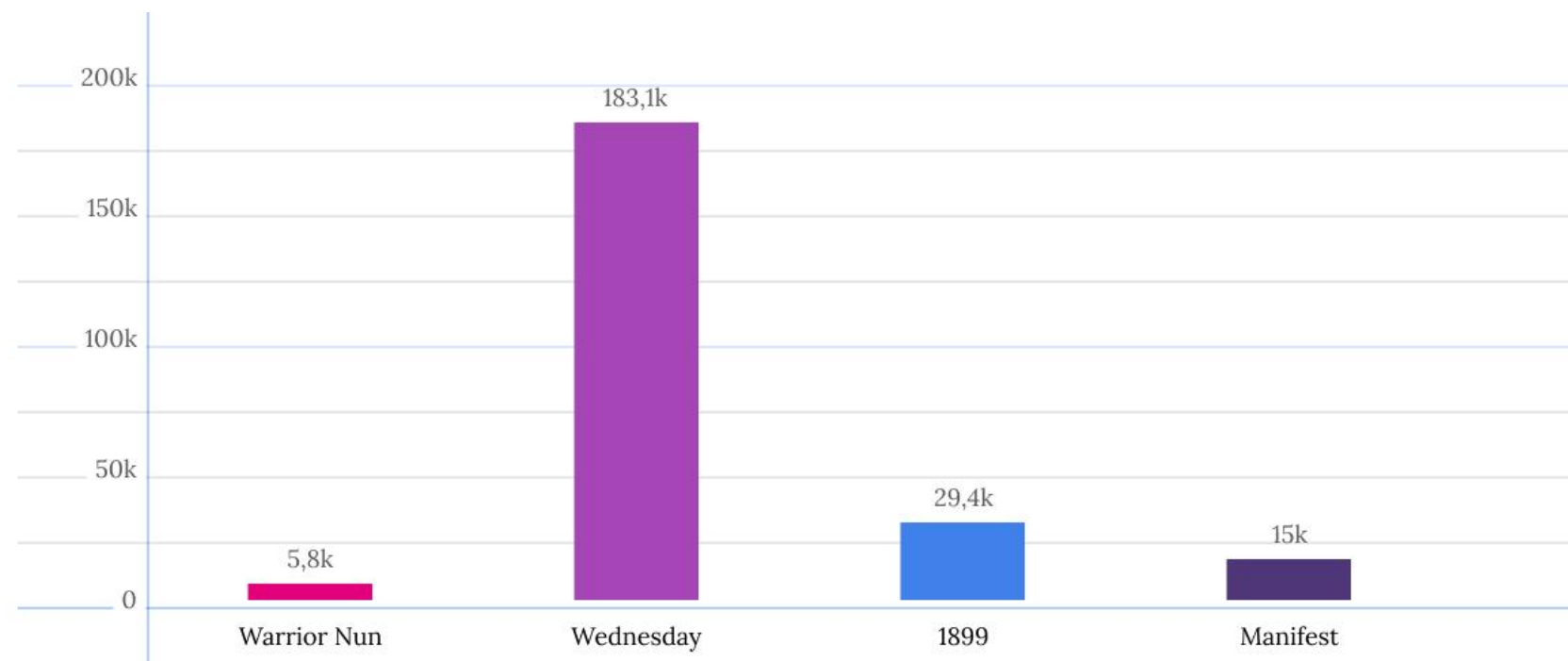


Warrior Nun was mentioned 8 times between September 2018 and November 2022, but not a single Direct Press Release was listed on Netflix.com about the series by February 2023.

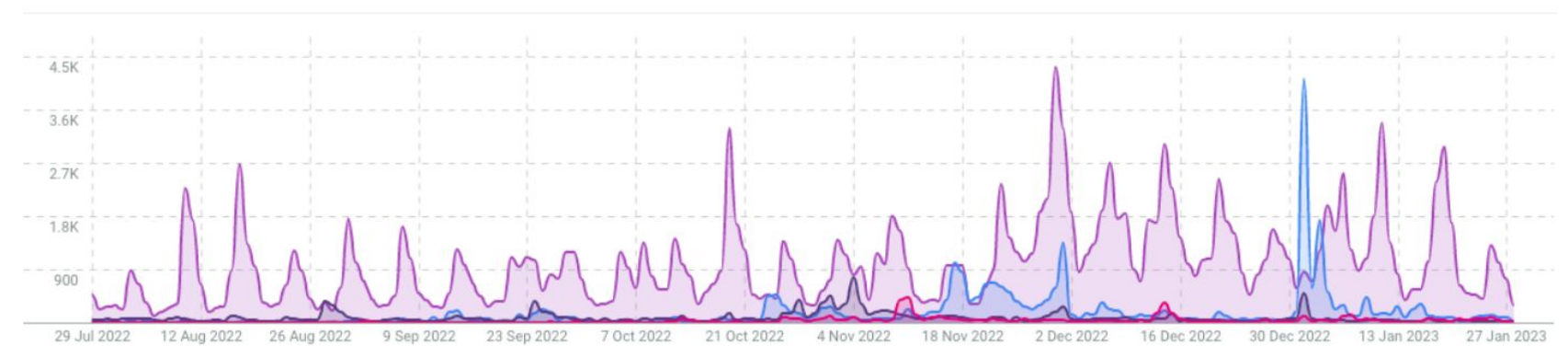
Media Coverage

What did the promotional efforts of the various shows yield? The below is representative of the instances of media coverage in the last six months following the promotion provided by Netflix around Warrior Nun, Wednesday, 1899, and Manifest. It excludes any coverage around Warrior Nun's cancellation.

Media Coverage



Media Coverage Over Time



Sustained Demand

Section 2

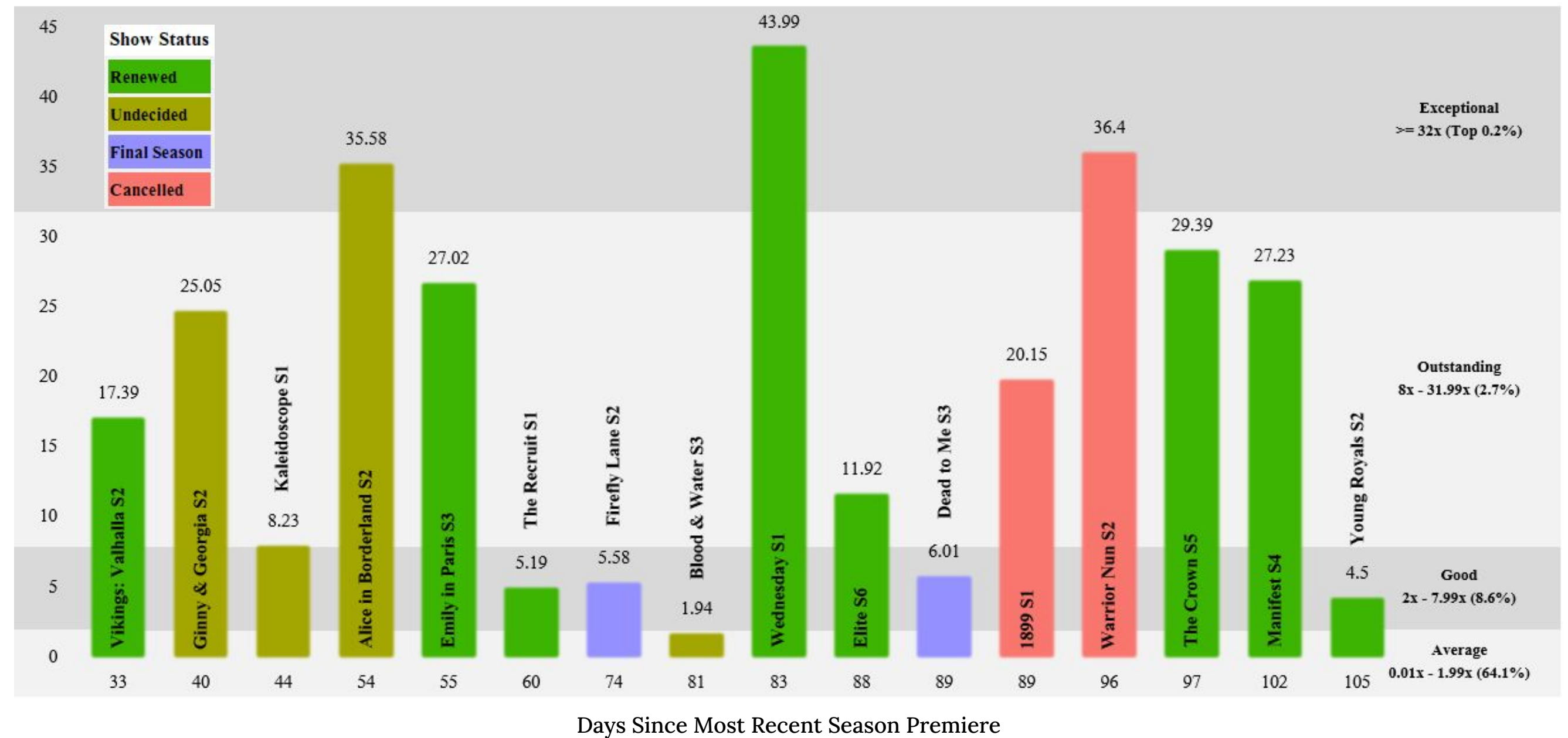
Demand Performance

Parrot Analytics describes demand as the desire, engagement and viewership by consumers for a particular commodity. Despite its cancellation, *Warrior Nun* remains in the top 0.2% (*Exceptional*) of Netflix Originals 96 days after its premiere.

Renewed content such as *Vikings: Valhalla*, *Emily in Paris*, and *Elite* have all seen a drop into only the top 2.7% (*Outstanding*) in only 33, 55, and 88 days, respectively, after their premiere. *The Recruit* dropped into the top 8.6% (*Good*) in only 60 days post release.

Released within 10 days before *Warrior Nun*, *The Crown* and *Manifest* demand have declined into the top 2.7% (*Outstanding*) and *Young Royals* into the top 8.6% (*Good*).

Worldwide Demand Distribution Comparison of Netflix Originals



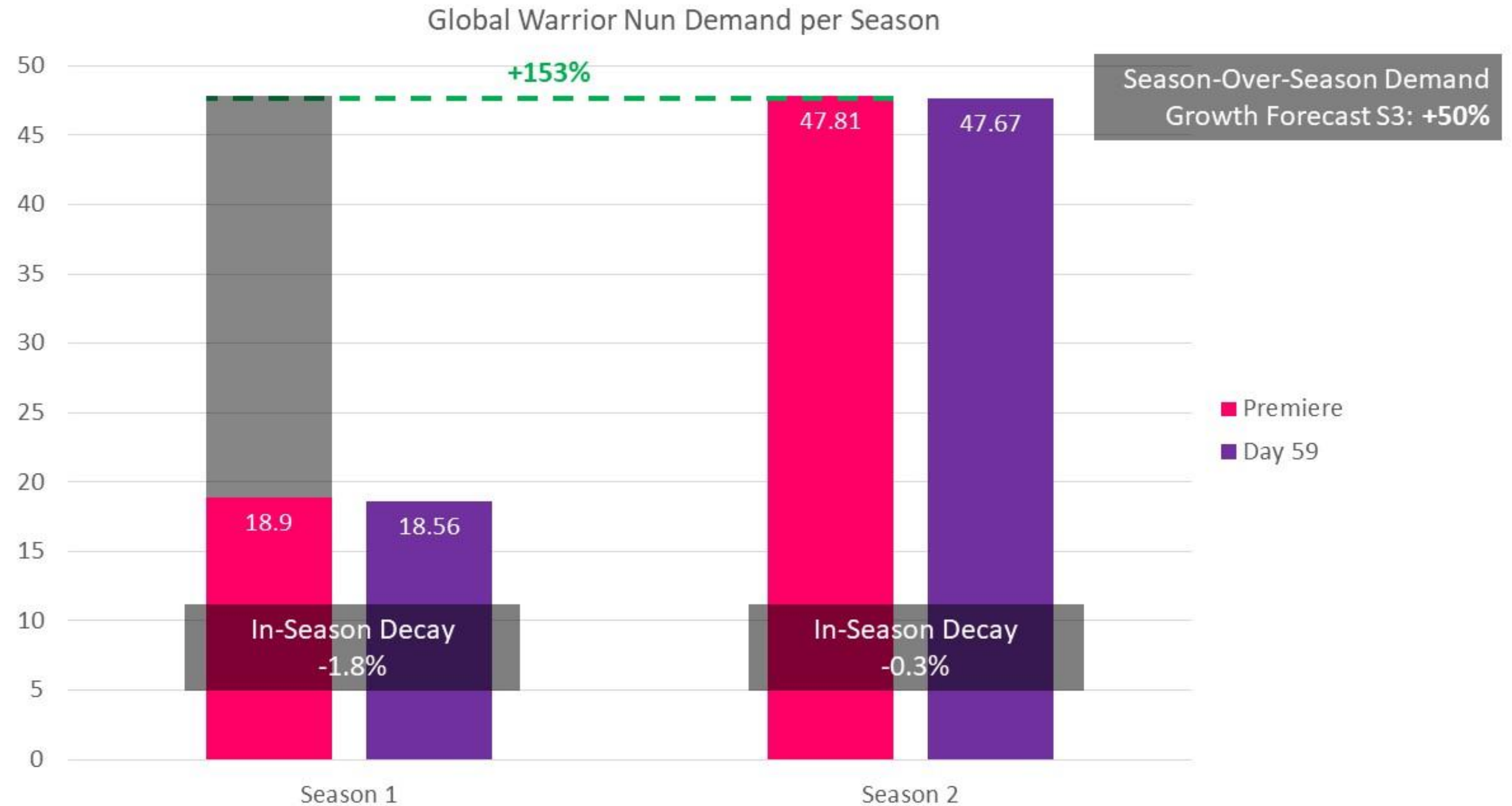
Data Source: Parrot Analytics
 WW Latest Day Demand, February 14, 2023

Demand Performance - Season Decay

Parrot Analytics also highlights demand decay as a success metric.

Globally, Warrior Nun season 1 saw a small drop in demand from 18.9 to 18.56 in 59 days since its release.

Warrior Nun season 2 saw a jump between seasons to 47.81 in demand with an even smaller slide to 47.67 after 59 days.

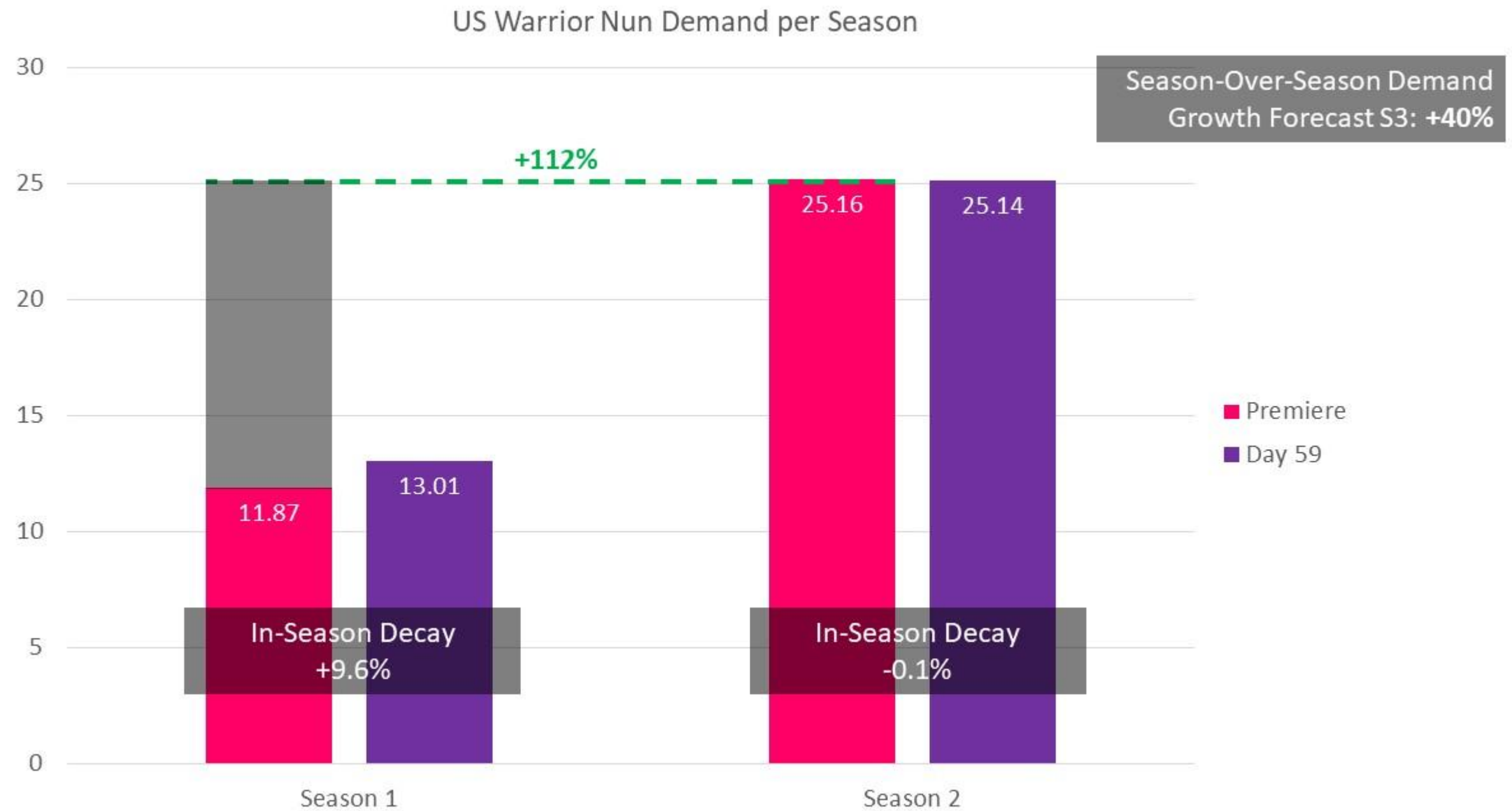


Data Source: Parrot Analytics

Demand Performance - Season Decay

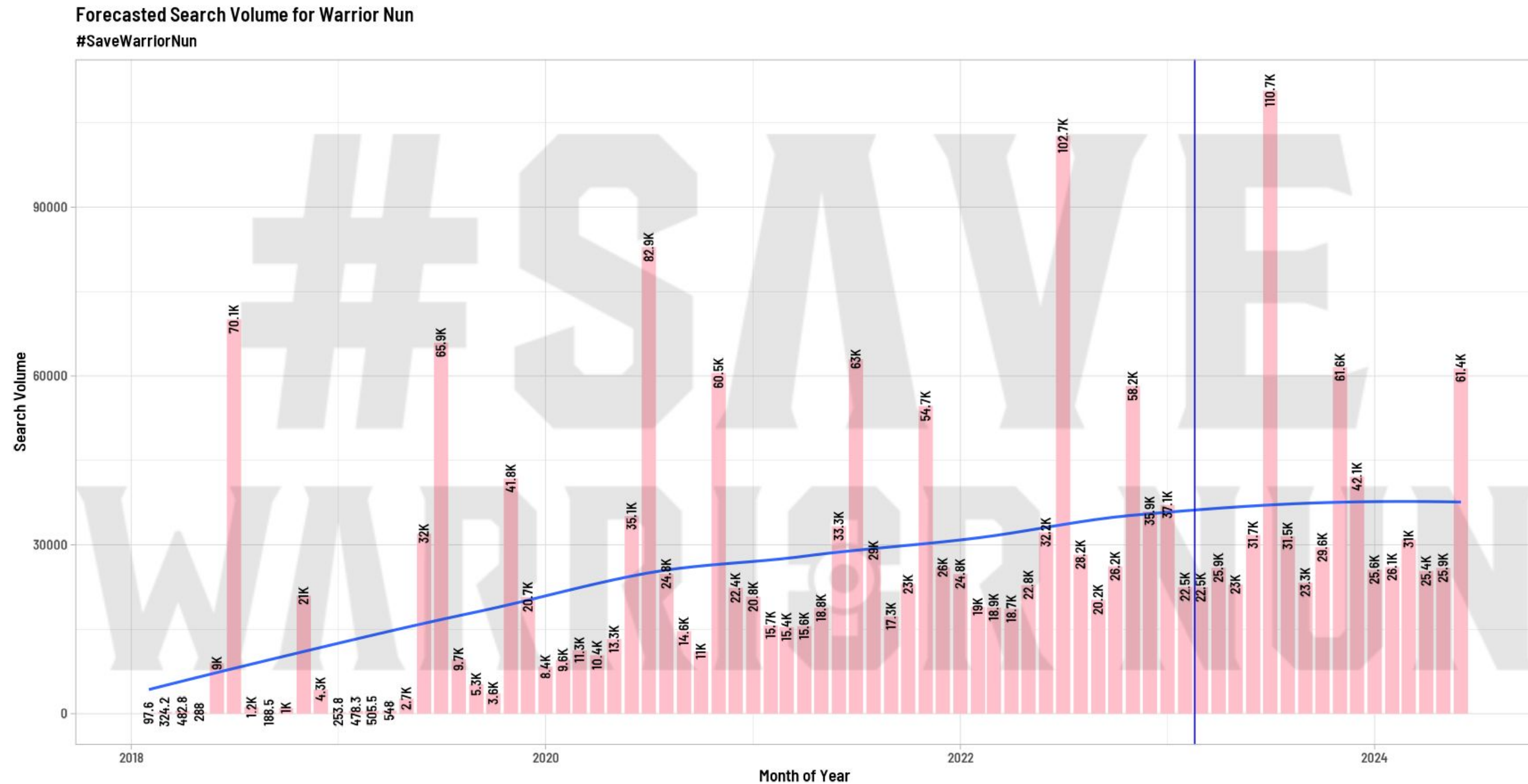
When it comes to success in the US, Warrior Nun season 1 saw a small lift in demand from 11.87 to 13.01 in 59 days since its release.

Warrior Nun season 2 saw a jump between seasons to 25.16 in demand with a small slide to 25.14 after 59 days.



Acquisition and Retention

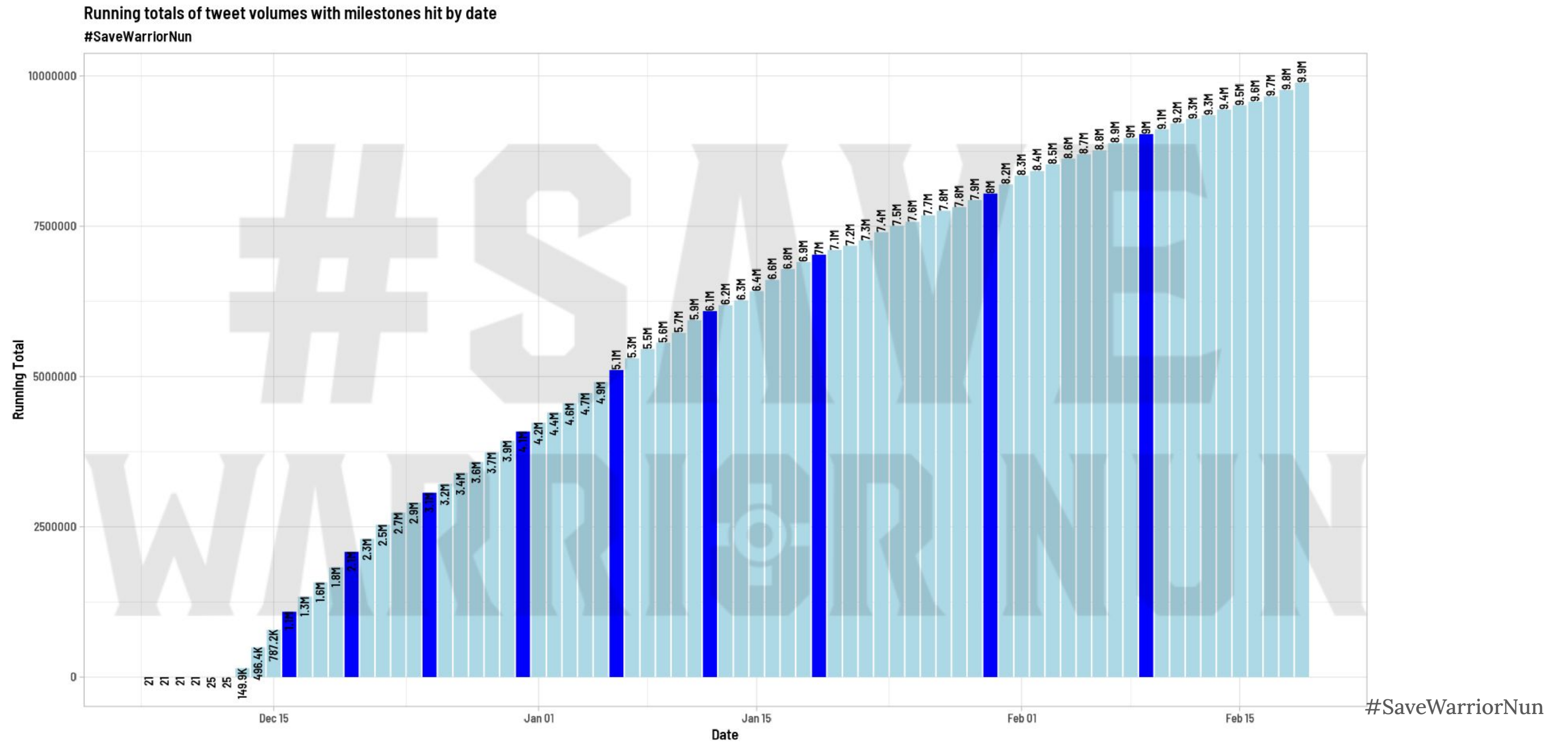
Past and future search volume on Google shows sustained, increasing demand for Warrior Nun over the last few years. Interestingly, since cancellation, Warrior Nun's volume of searches increased in January (as opposed to the expected decline for a cancelled show).



Data source: Google Trends and Ahrefs. Vertical line indicates actuals from forecast. Yellow is a LOESS trend line. Search volumes are global; trends calibrated on US, BR, GB, FR, CA search data. Keywords include Warrior Nun and related search terms (e.g. watch Warrior Nun, Warrior Nun Season 2, etc) Analysis by TrustInsights.ai

Sustained Audience

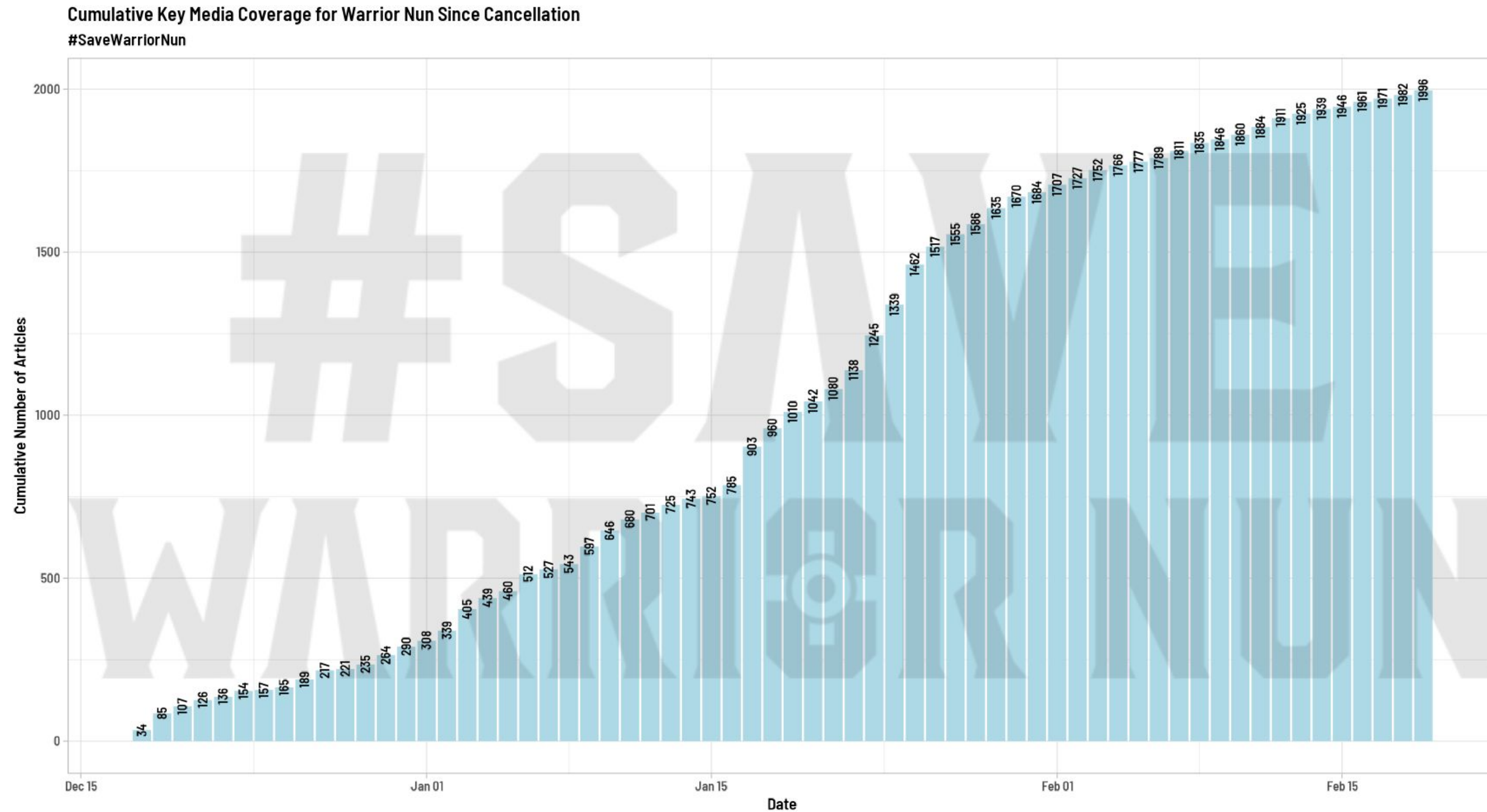
The Warrior Nun fandom is beyond dedicated to the fight for a third season. In just two months, it accrued more than 10 million tweets in support of the show, as measured by the #SaveWarriorNun hashtag on Twitter.



Sustained Coverage

The campaign has been so successful over the past two months that it has accrued nearly 2,000 pieces of key media coverage.

Key media coverage is defined as coverage in which the show name is mentioned in the title of the piece, as opposed to only a mention in the body copy.



Data source: Talkwalker. Analysis by TrustInsights.ai

Sustained Coverage

NME NEWS MUSIC FILM TV GAMING FESTIVALS RADAR MAGAZINE RADIO DISCOUNT CODES

TV | News Features Interviews Reviews Recaps

NEWS · TV NEWS

'Warrior Nun' fans buy billboard outside Netflix headquarters asking for a third season

The show was cancelled last year, despite high audience ratings for its second season

By **Al Shuter** | 21st January 2023

TRENDING

- Jessica Barder: "Living in Los Angeles isn't that different to growing up in Leeds"
- Zinoleesky: Nigerian street pop pioneer with world domination plan
- Paramore: "I hope no young female experiences the shit that I did"
- 'Metroid Prime Remastered' is more than a celebration of Samus Aran's legacy

VERONICA ABONNEER NU

HOME STREAMING TV-GIDS NIEUWS MEER

Advertentie

NETFLIX

Warrior Nun-fans eisen dat fout van Netflix wordt rechtgezet: 'Luister naar je kijkers!'

Kijkers zijn boos op Netflix. Er verdwijnen natuurlijk regelmatig pareltjes uit het aanbod van de streamingdienst en het komt uiteraard wel eens voor dat series gecancelled worden. Dat gebeurde ook met Warrior Nun en fans van de fantasyserie eisen dat Netflix deze 'grove fout' gaat terugdraaien.

Door **Lise Knipping** | 17 januari 2023, 14:20

Facebook WhatsApp Twitter

TIME SPOTLIGHT STORY HOW AIRLINE DEREGULATION COST SMALL CITIES SIGN IN

ENTERTAINMENT · STREAMING

Why Netflix's Cancellation of *Warrior Nun* Sparked Widespread Protests Online

Sylvia De Fanti as Mother Superior and Olivia Delcán as Sister Camila in 'Warrior Nun' | Marcelo Paolino-Netflix

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Home > Medien > Serien > Fans kämpfen für Serie: Netflix setzt "Warrior Nun" überraschend ab

Medienberufe

Netflix

Kriegernonnen im Aufstand

18. Dezember 2022, 16:11 Uhr | Leszeit: 2 min

Schlagkräftige Nonnen: Szene aus "Warrior Nuns". (Foto: Netflix)

Netflix setzt jedes Jahr Serien ab, doch bei "Warrior Nun" trifft der Streaming-Anbieter auf wütende Fans.

Forbes

FORBES > INNOVATION > GAMES

'Warrior Nun' Fans Demanding Season 3 Buy Billboard Across From Netflix Office

Paul Tassi Senior Contributor @
News and opinion about video games, television, movies and the internet. [Follow](#)

8 Jan 21, 2023, 11:10am EST

Listen to article 3 minutes



SCREEN RANT

Trending SR Exclusives Star Wars Marvel DC Star Trek The Last of Us Hogwarts Legacy

Home > TV News > Cancelled Netflix Show's LA Billboard & Fans Celebrated By TV Creator

Cancelled Netflix Show's LA Billboard & Fans Celebrated By TV Creator

Simon Barry, creator of cancelled Netflix series *Warrior Nun*, has visited an LA billboard put up by fans who want the show to be revived for season 3.

BY **NICK BYTHROW** | PUBLISHED 6 DAYS AGO

IGN Portugal Notícias Análises Vídeos Cinema Tech Carregar Mais Entrar

Lançamentos do Mês - Janeiro 2023 IGN De 0 a 10 ANIME História dos Comics

WARRIOR NUN

Warrior Nun: Showrunner afirma que ainda não desistiu da terceira temporada

Ainda há esperança para os fãs?

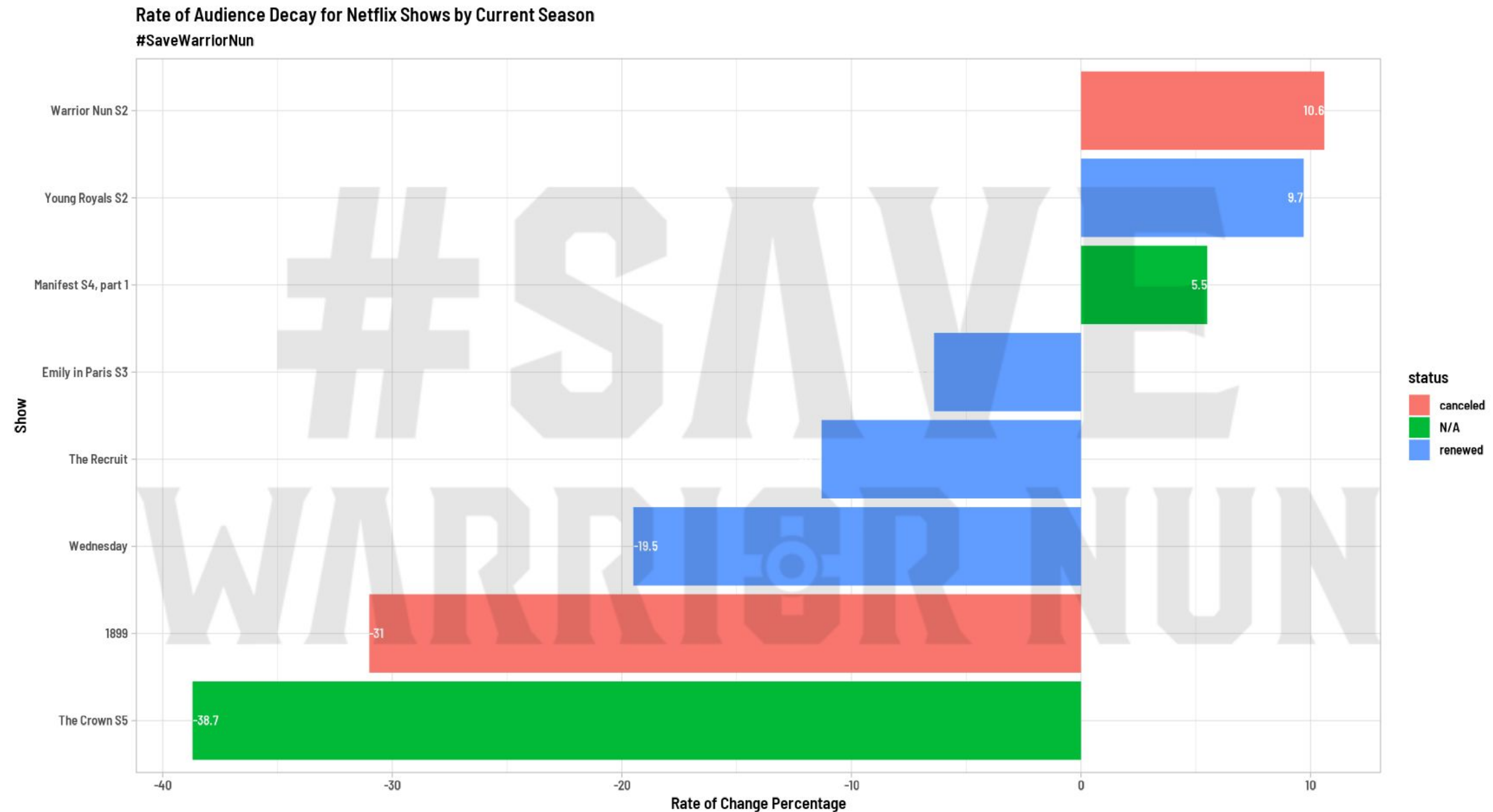
f t +

by **João Simões** Atualizado 21 de Dezembro de 2022 às 01:42 Publicado 21 de Dezembro de 2022 às 01:40

O showrunner de *Warrior Nun* está a pedir aos fãs para não perderem a esperança. Davis Barry publicou no seu Twitter apenas a frase "*ainda na luta*", acompanhado do icónico GIF do Capitão América a dizer "*posso fazer isto o dia todo*", insinuando assim que perder a luta não é perder a guerra (via comicbook).

IMDB Rate of Change / Decay

Rate of decay shows the ratings of a show's latest season between the first episode of the latest season and the last episode of the latest season. We see Warrior Nun is one of three Netflix shows that improved in the latest season, so much so that it led in approvals from first to last episode.



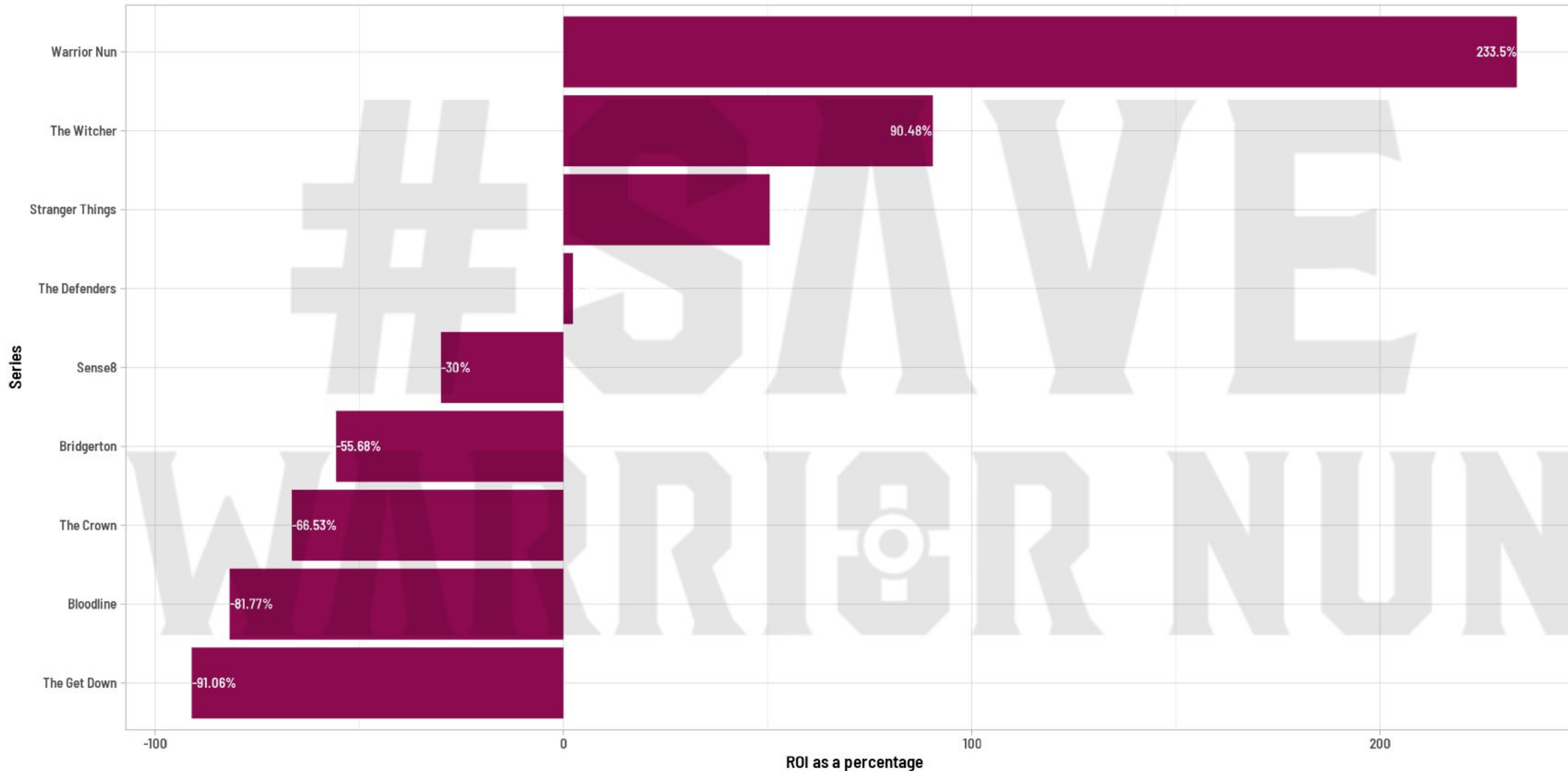
Worth of the Fandom

Section 3

Inferred ROI

Inferred ROI per Netflix series based on proportional IMDB votes vs budget per episode

#SaveWarriorNun

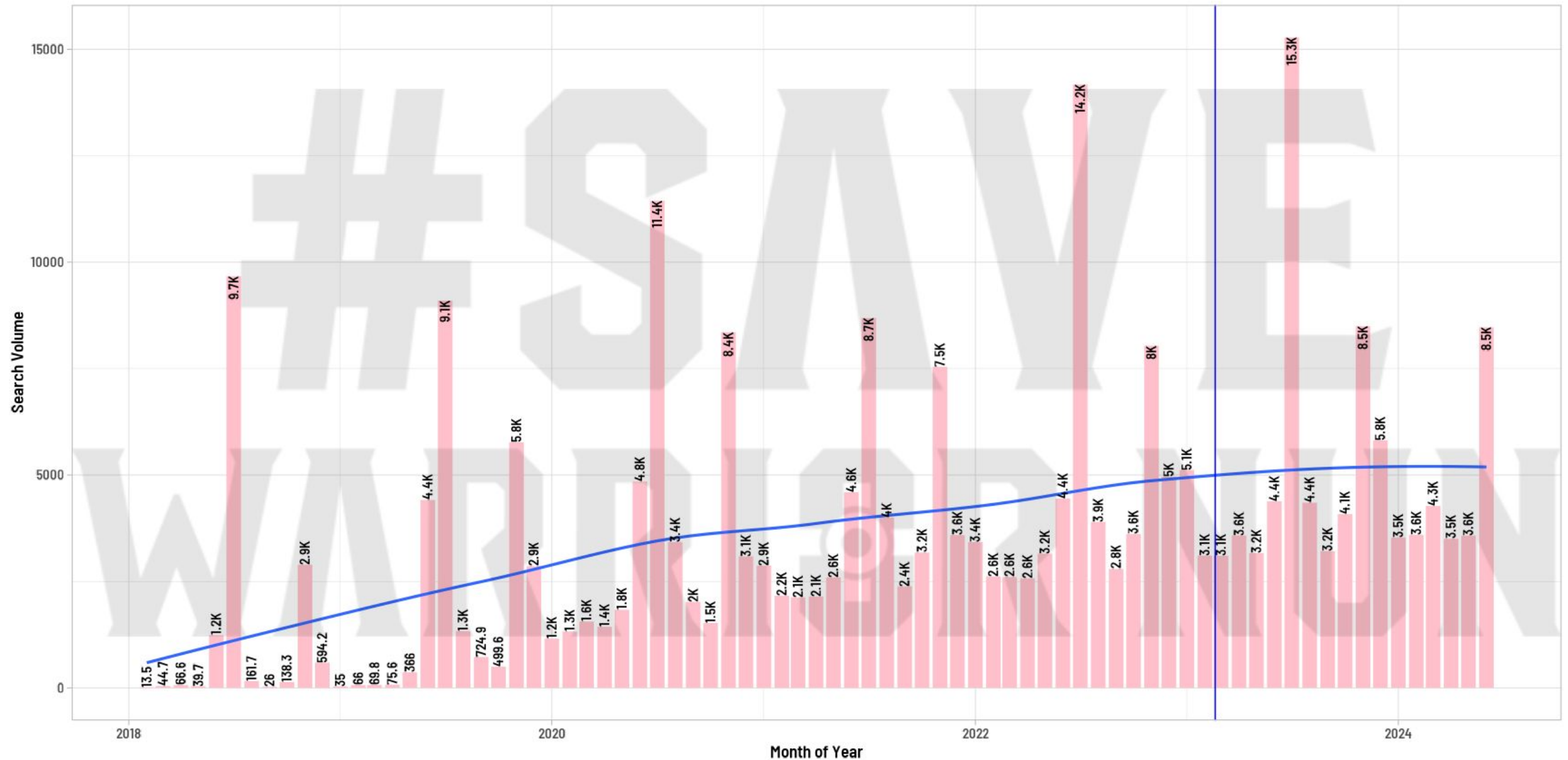


Data sources: IMDB ratings, scaled to proportion of total ratings for shows, budget data from MovieWeb.com and Statista.com
Bigger is better, 0 means break even, anything above zero, Netflix is getting more from its investment than it's spending
IMDB votes are used as a proxy for viewership. Warrior Nun budget is inferred.

Netflix is well known for keeping its internal viewing numbers secret, but services like IMDB votes act as a proxy for viewership. Combined with per-episode cost data from MovieWeb.com, we calculated the share of inferred viewership versus the share of cost for 9 different Netflix shows, finding that Warrior Nun has the highest inferred ROI of these franchises.

Forecasted Web Traffic Cost

Forecasted Traffic Cost in USD for Warrior Nun
#SaveWarriorNun



Data source: Google Trends and Ahrefs. Vertical line indicates computed traffic costs from forecast. Search volumes are global; trends calibrated on US, BR, GB, FR, CA search data. Analysis by TrustInsights.ai

If Netflix had to purchase the equivalent amount of traffic for Warrior Nun, they would have spent nearly \$18,000 just in search ads for November 2022 - January 2023. Instead, the avid fandom’s efforts to promote the show in absence of any expenditure by Netflix covered that expense.

What’s more, that traffic is forecasted to increase through the rest of 2023 and into 2024. Any service seeking to amplify and multiply its marketing spend would have a ready ally in the Warrior Nun fandom.

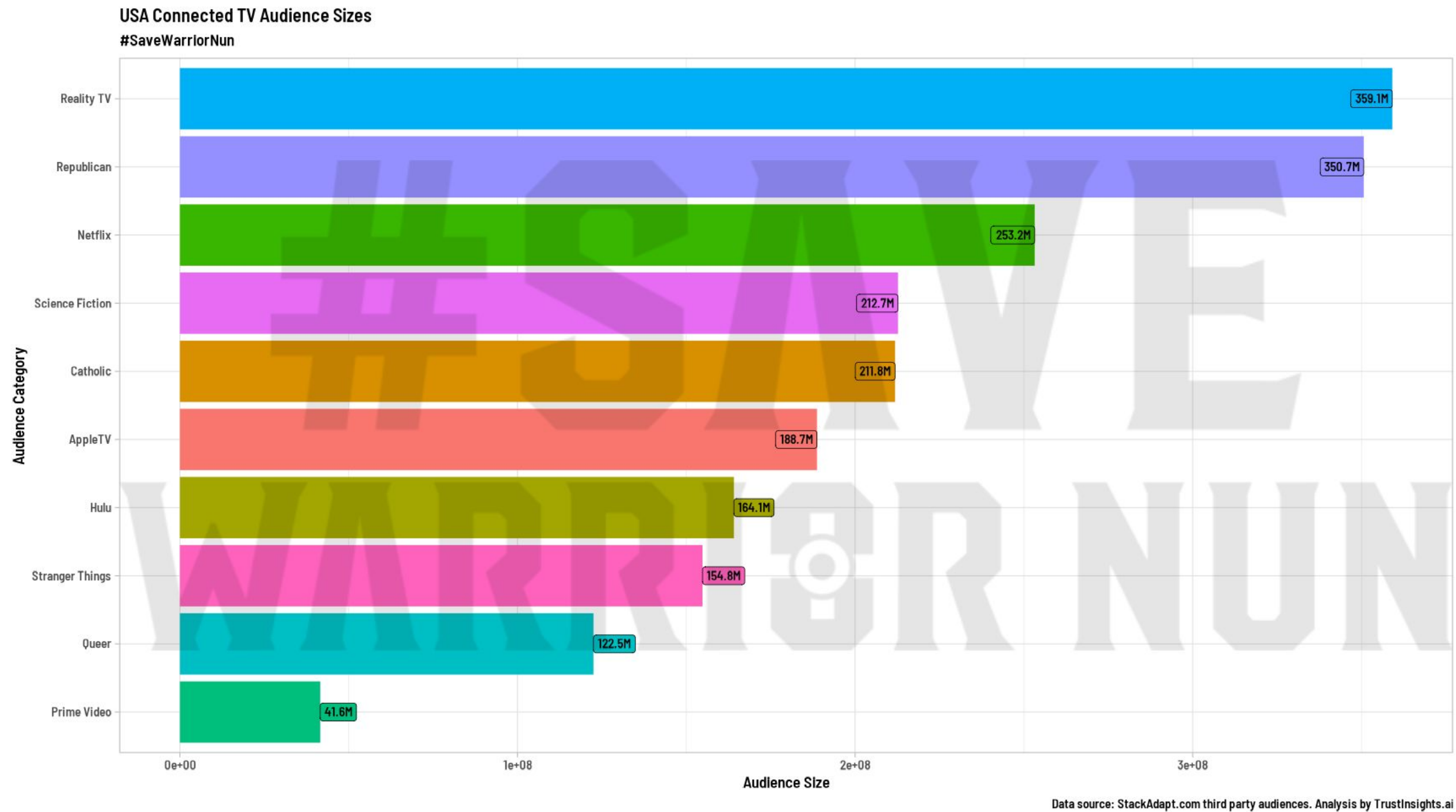
Acquisition

According to VisualDNA and StackAdapt, the Netflix audience, ~ 251M, has a reach cost of \$40.80 CPM for connected TV. Reaching that audience to woo them away from Netflix would cost ~\$10M for a single campaign.

Over a 13 week period? It would cost more than the production cost of a season of Warrior Nun AND a \$10M ad budget.

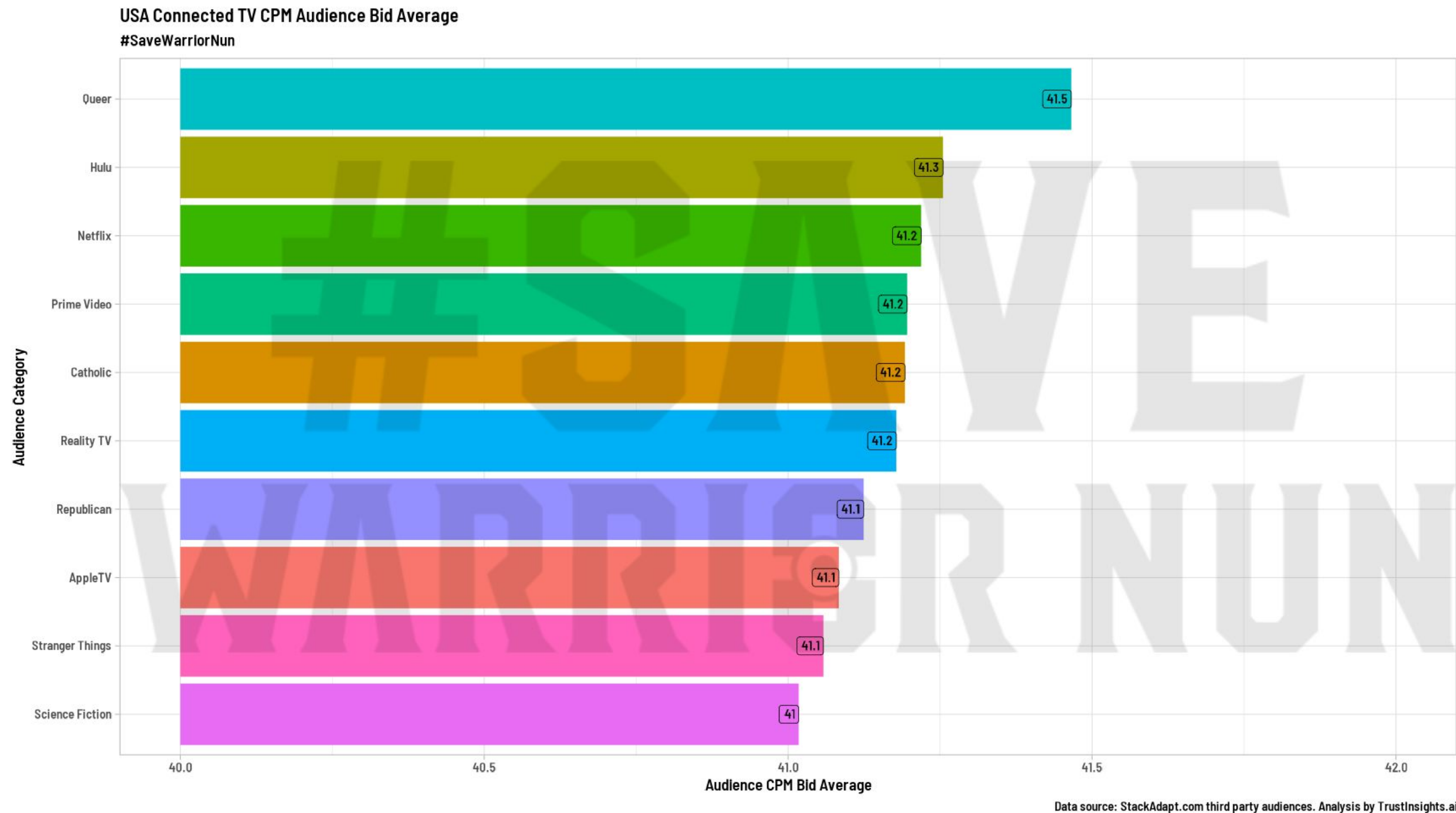
But that's not all. Just because you attract someone to your network doesn't mean you keep them...

USA Connected TV Audience Sizes



Many streaming services have adopted advertising as a revenue generation method. When we look at the average size of addressable audiences for Connected TV advertising, we can see why a service like Netflix might first want to pivot to low budget fare like reality TV. That said, the demographics that Warrior Nun attracts - science fiction aficionados, Catholics, and queer folks - make up a substantial audience.

Acquisition



Audience size isn't the only thing. Where the Warrior Nun audience shines for a prospective platform is in the value of the audience. The Queer segment is one of the most valuable audience segments on a CPM advertising basis, above every other category.

A platform that has ad-supported content will make more money on the Queer segment than any other audience segment in Connected TV advertising - and that's one of the core demographics of Warrior Nun.

Methodology and Additional Disclaimers

Video data for this report was derived from YouTube searches for the individual franchises over the release period for each franchise.

Press and podcast data was extracted from Talkwalker.com's media monitoring software.

Cost data for search traffic was extracted from AHREFS.com. For Warrior Nun specifically, AHREFS value metrics were averaged over traffic received for the Warrior Nun search term family.

Information around release of availability of press material was collected from multiple verified sources.

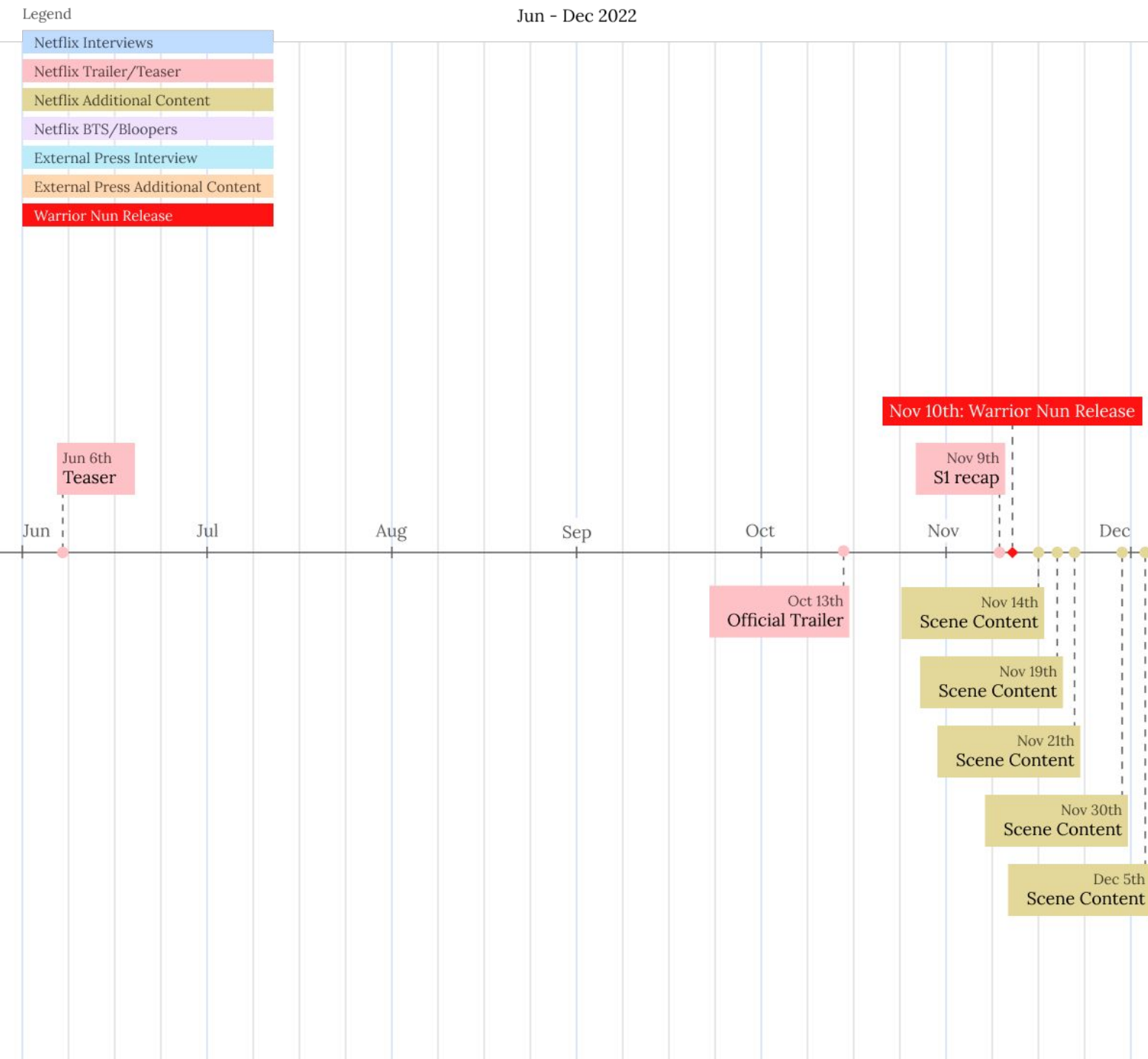
The period of study is June 2022 - January 2023. The #SaveWarriorNun movement is the sole sponsor of the study and neither gave nor received compensation for data used, beyond applicable service fees to software vendors, and declares no competing interests.

All trademarks and copyrights are the property of their respective holders. This research is not affiliated with or sponsored by Ben Dunn, Netflix Inc. or any other commercial entity.

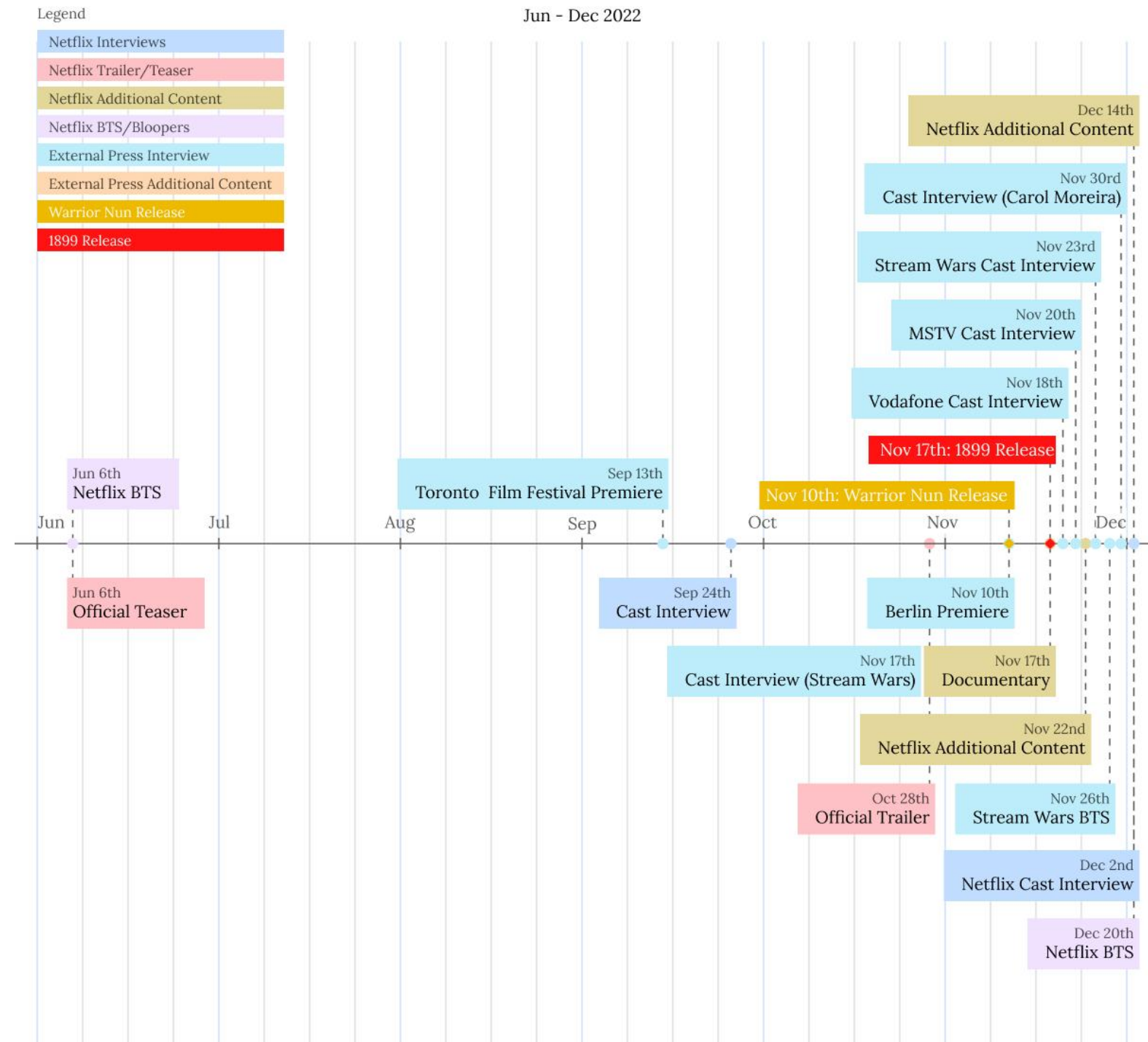
Appendix and Supplementary Information

Appendix

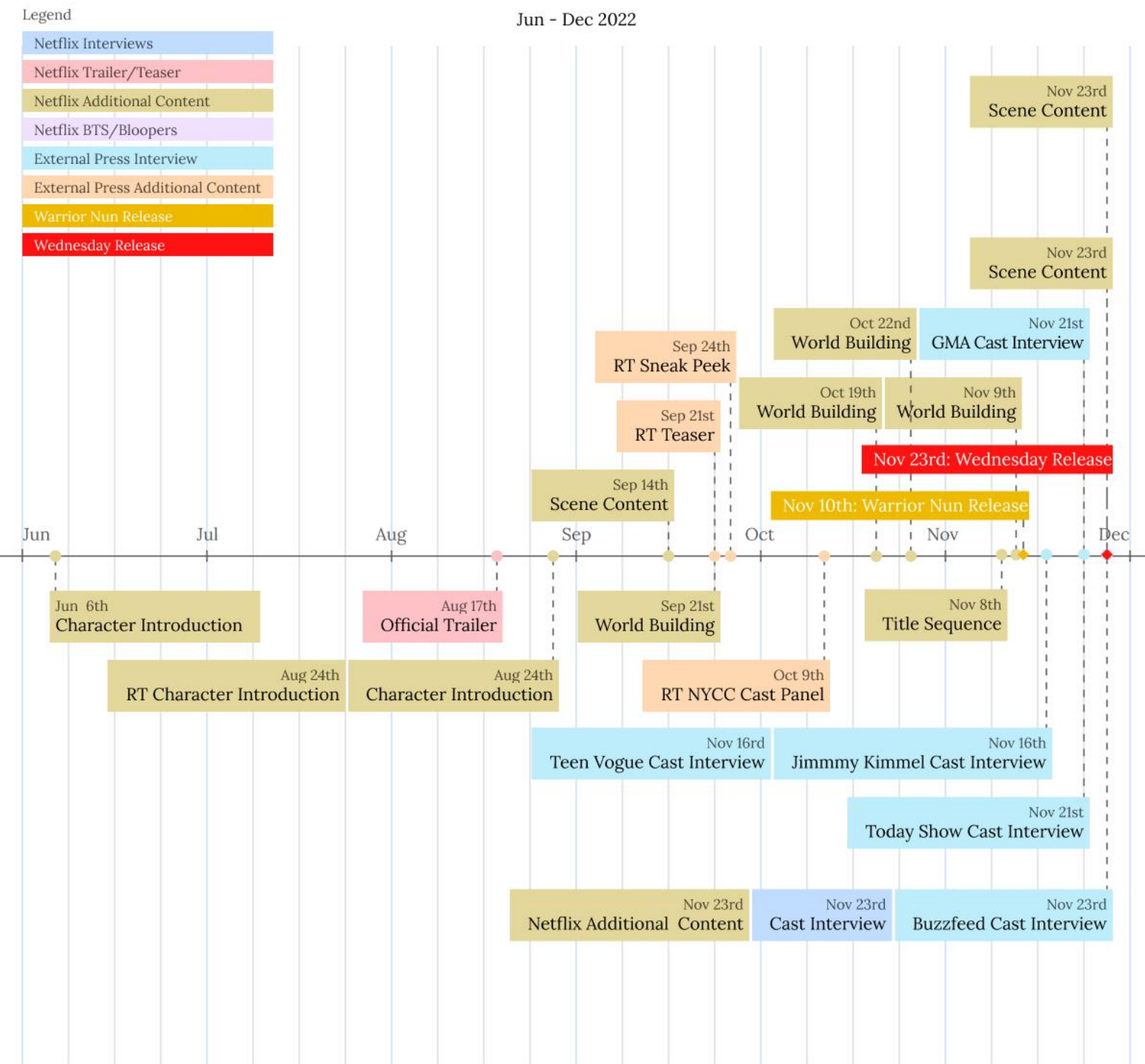
Warrior Nun



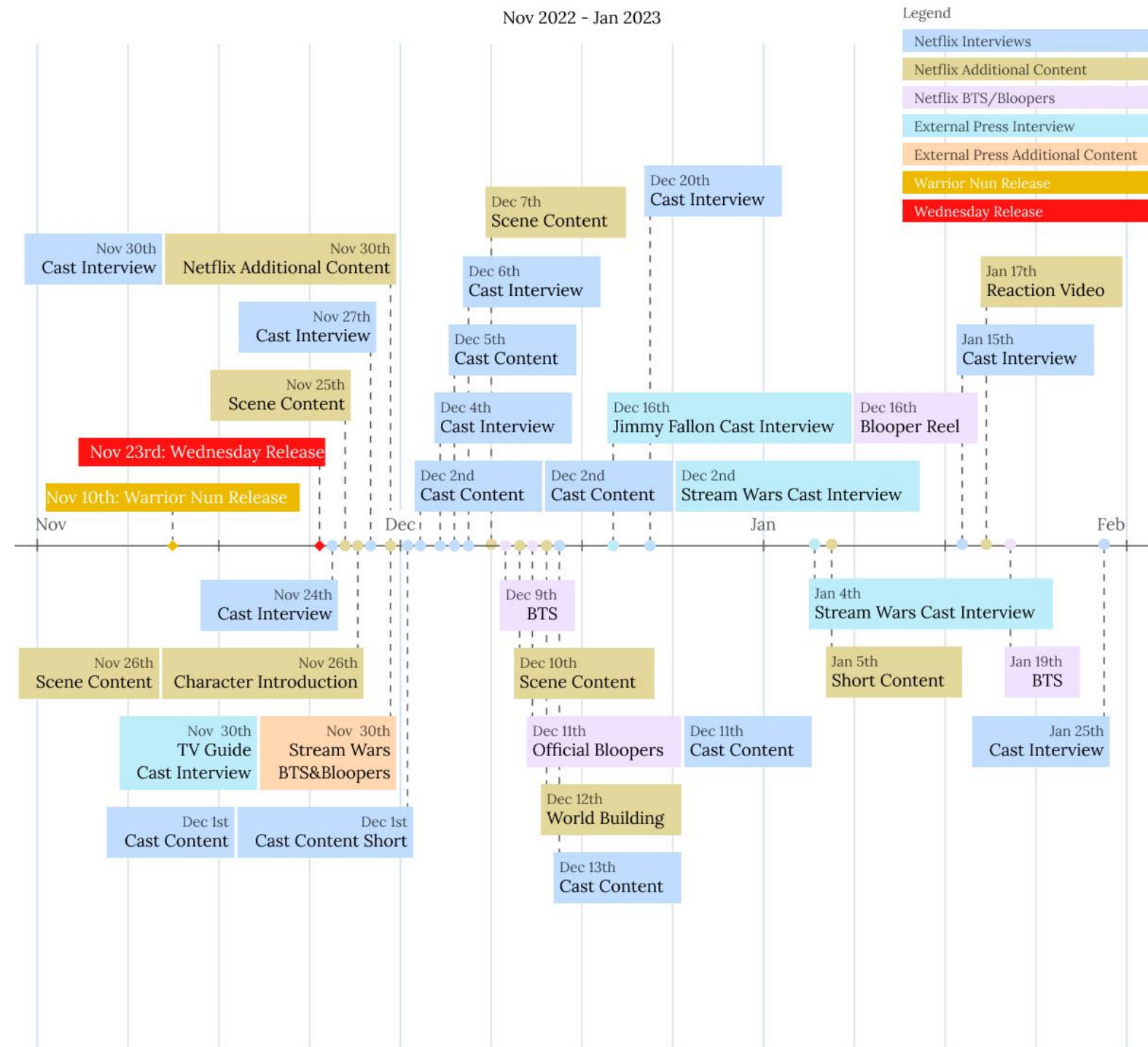
1899



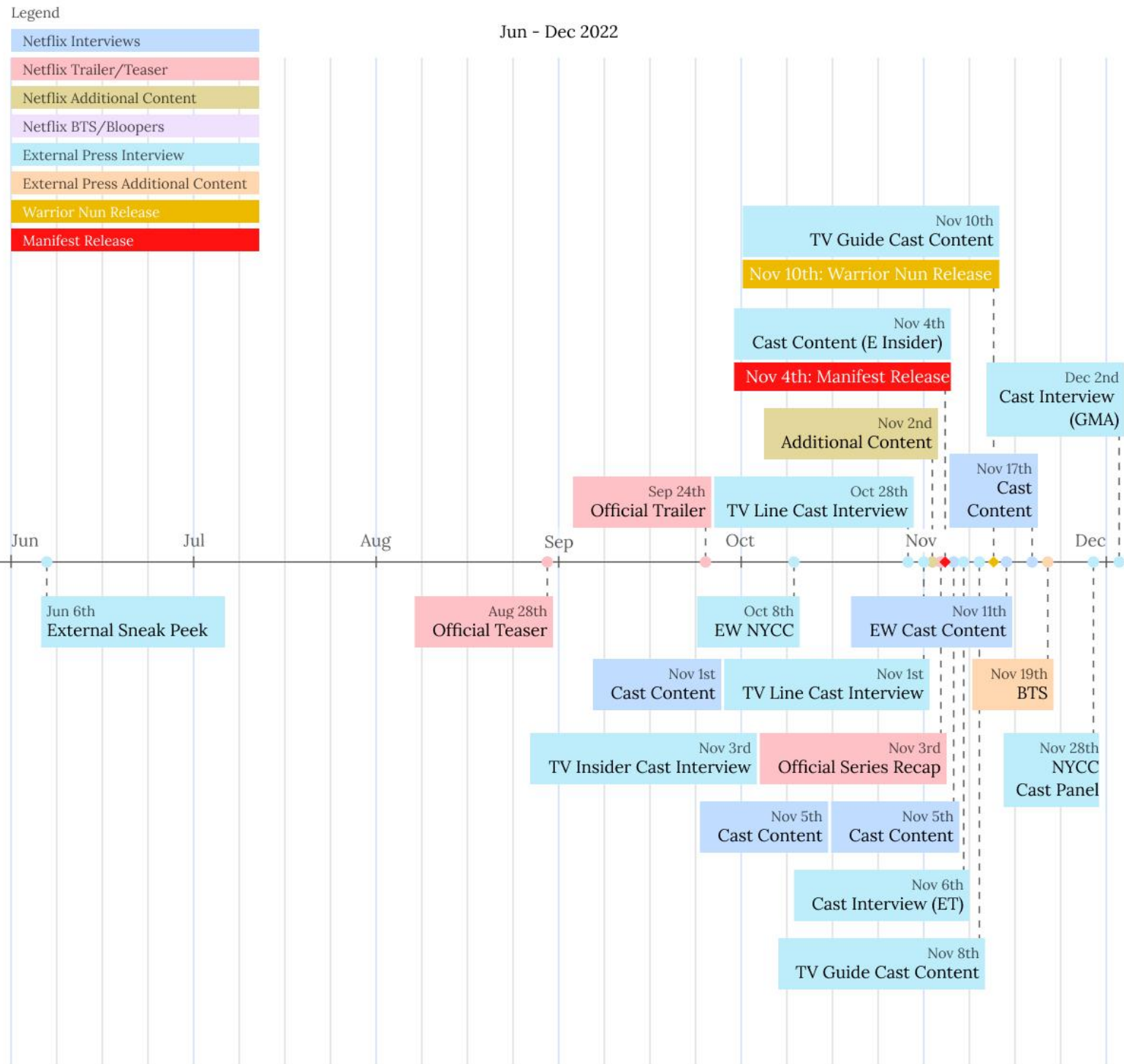
Wednesday: Pre-release and release



Wednesday: Post Release



Manifest: Season 4



Additional promotion notes of 1899, Manifest, and Wednesday

For comparison of press content between the two cancelled shows, Warrior Nun and 1899, it has been confirmed with sources that 1899 was showing in Netflix Media Center before its release date with content available for the press.

To highlight major promotional events, 1899 was given a two episode premiere at the Toronto International Film Festival on September 13th, 2022 as well as a black carpet European premiere on November 10th, 2022.

Both Manifest and Wednesday were given panels at New York City Comic Con.

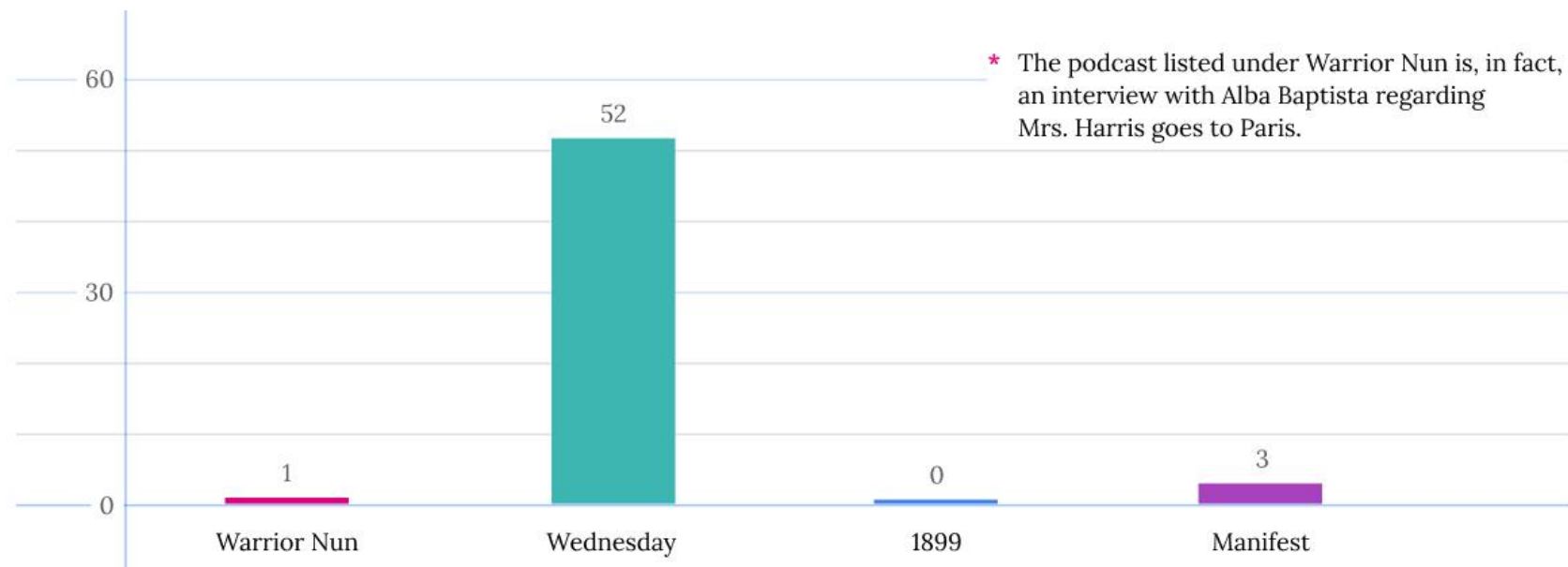


Pic. 2 Manifest cast at New York City Comic Con panel

Podcasts

The below is podcast results for the last six months for the following cast members:

- Warrior Nun: Alba Baptista and Kristina Tonteri-Young
- Manifest: Melissa Roxburgh and Josh Dallas
- 1899: Emily Beecham and Aneurin Barnard
- Wednesday: Jenna Ortega and Gwendoline Christie



Podcasts Over Time

