



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

# **Why Warrior Nun Would Add Significant Value to HBO Max**

16 March 2023

## Executive Summary

The tv show *Warrior Nun* is the little show that could. The show was canceled after two seasons by Netflix, 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*;<sup>1</sup> very high demand according to Parrot Analytics data, demand which has continued nearly four months since Season 2's premiere; and \$0 spent by Netflix on promotion of Season 2.<sup>2</sup>

The #SaveWarriorNun movement has compiled, analyzed, and calculated the information in this document, and offers it to help demonstrate the potential **financial and reputational value to HBOMax** in acquiring the *Warrior Nun* franchise and producing new seasons. Acquisition would bring HBOMax high-quality, top-rated content that will enhance brand recognition and increase subscribers, particularly international ones. It would also bring a fiercely loyal audience and veritable machine of promotion that will attract new subscribers and retain a high-value, high-worth audience. **Warrior Nun would also generate a projected 6.4% of HBOMax revenue based on demand, equaling \$93.1 million in the most recent quarter.**

## Warrior Nun Season 2 Critical Performance

*Warrior Nun* Season 2 premiered on November 10, 2022. As a binge series, all 8 episodes dropped on Netflix the same day. It was released at a very unfavorable time, among a packed schedule of other major Netflix show premieres (including *Manifest* Season 4, Part 1; *The Crown* Season 5; *1899*; the final season of *Dead to Me*; and the smash hit, *Wednesday*) and also debuting during World Cup. By comparison, Season 1 was released at a favorable time which happened to also be during COVID lockdown, when viewing was at record highs on various streaming platforms.

Notably, Netflix also chose not to promote Season 2, despite having promoted Season 1.

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<sup>1</sup> See e.g. Paul Tassi, "Netflix's *Warrior Nun*: Ignore The Title, Watch The Show," *Forbes*, December 1, 2022, <https://www.forbes.com/sites/paultassi/2022/12/01/netflixs-warrior-nun-ignore-the-title-watch-the-show/?sh=2f1a080449df>; "50 Best TV Shows on Netflix," *The New York Times*, December 13, 2022; Bethonie Butler, "10 hidden TV gems you may have missed (or forgotten about) in 2022," *The Washington Post*, December 30, 2022, <https://www.washingtonpost.com/arts-entertainment/2022/12/30/tv-shows-you-missed-2022/>; Laura Zornosa, "Why Netflix's Cancellation of *Warrior Nun* Sparked Widespread Protests Online," *Time*, January 17, 2023, <https://time.com/6247849/warrior-nun-netflix-canceled/>.

<sup>2</sup> Noah Dominguez, "*Warrior Nun* Thrives on Netflix Despite Having a \$0 Promotion Budget," *Comic Book Resources*, November 19, 2022, <https://www.cbr.com/warrior-nun-netflix-no-promotion-budget/>.

# 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.

Figure 1. Cast and creator interviews for premier Netflix properties.

This lack of promotion included:

- No press docket, screening materials except for just a handful of journalists, no paid promotion, and no official cast interviews and just one showrunner interview.<sup>3</sup>
- No press packets were provided even when requested.<sup>4</sup>
- Just three videos released by Netflix: one Season 2 teaser on June 6, 2022; one Season 2 trailer on October 13, 2022; and a Season 1 recap on November 9, 2022.

Promotion, Attention, and Valuation of Warrior Nun

## 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
<b>Pre Release</b>						
Netflix Trailer/Teaser	3	2	1	3	1	1
Netflix Interviews/Cast Content		1		1	1	
Netflix Scene Reposts						1
Netflix Additional Content			9	1	1	
Netflix BTS/Bloopers		1				1
External Press Interview			4	4		2
External Press Additional Content		2	3	1		3
<b>Release Date</b>						
Netflix Trailer/Teaser			1			
Netflix Interviews/Cast Content			2			
Netflix Scene Reposts		1	1			
Netflix Additional Content						
Netflix BTS/Bloopers						
External Press Interview		1	1	1		1
External Press Additional Content						
<b>Post Release</b>						
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
<b>Summary of Content</b>	<b>8</b>	<b>17</b>	<b>55</b>	<b>21</b>	<b>18</b>	<b>13</b>

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.

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Figure 2. Netflix Video Promotions on YouTube of select series.

<sup>3</sup> The Order of the Cruciform Spreadsheet: An independent consortium of #SaveWarriorNun advocates, "Promotion, Attention, and Valuation of Warrior Nun," February 18, 2023, <https://www.warriornun.com/blog/warrior-nun-promotion-attention-amp-valuation>.

<sup>4</sup> Id.

- Netflix has never released press content in the Netflix Media Center portal. Even today, Warrior Nun Season 2 is still listed as “Not currently available” and “Coming Soon” in the United States, with no details (current as of 12 February 2023).
- Promotion was inconsistent with other Netflix shows released in the same period, such as episode premieres at film festivals (1899), panels at New York City Comic Con (Wednesday and Manifest), and being showcased at Netflix’s Tudum Global Fan Event and online portal (1899, Wednesday, and Manifest).<sup>5</sup>
- These promotional efforts by Netflix yielded 183,100 instances of media coverage (includes mentions by mainstream media outlets, prominent blogs, and podcasts) for Wednesday; 29,400 for 1899; 15,000 for Manifest; and just 5,800 for Warrior Nun.<sup>6</sup>

Despite the odds stacked against Warrior Nun, including the complete lack of promotion, Season 2 had remarkable success across numerous metrics. Some highlights:

- Highest-rated season of a Netflix show ever (99% audience score on nearly 8900 user ratings, and 100% critic ratings).<sup>7</sup>
- 65.9 million hours viewed in the first three weeks, plus an additional 20.1 million hours viewed of Season 1 in week 2.<sup>8</sup>
- A 68.8% completion rate in the first 20 days of release, 11.4% higher than Season 1’s 57.6% completion rate and well above the typical renewal cut-off of 50%.<sup>9</sup>

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<sup>5</sup> Id.

<sup>6</sup> Id.

<sup>7</sup> See Rotten Tomatoes, “Warrior Nun Season 2,” [https://www.rottentomatoes.com/tv/warrior\\_nun/s02](https://www.rottentomatoes.com/tv/warrior_nun/s02); Paul Tassi, “Warrior Nun’ Season 2 Has Netflix’s Highest Audience Scores Ever As Fans Demand Season 3 Renewal,” *Forbes*, November 24, 2022, <https://www.forbes.com/sites/paultassi/2022/11/24/warrior-nun-season-2-has-netflixs-highest-audience-scores-ever-as-fans-demand-season-3-renewal/?sh=6d5dc413132f>.

<sup>8</sup> Netflix Global Top 10, TV (English), November 7–November 27, 2022, <https://top10.netflix.com/>. During this three-week period, Warrior Nun Season 2 was in the Top 10 in tv in 69 countries on Netflix, and Season 1 was Top 10 in 31 countries.

<sup>9</sup> Information sourced from @queerscifernd using Digital\_i data.

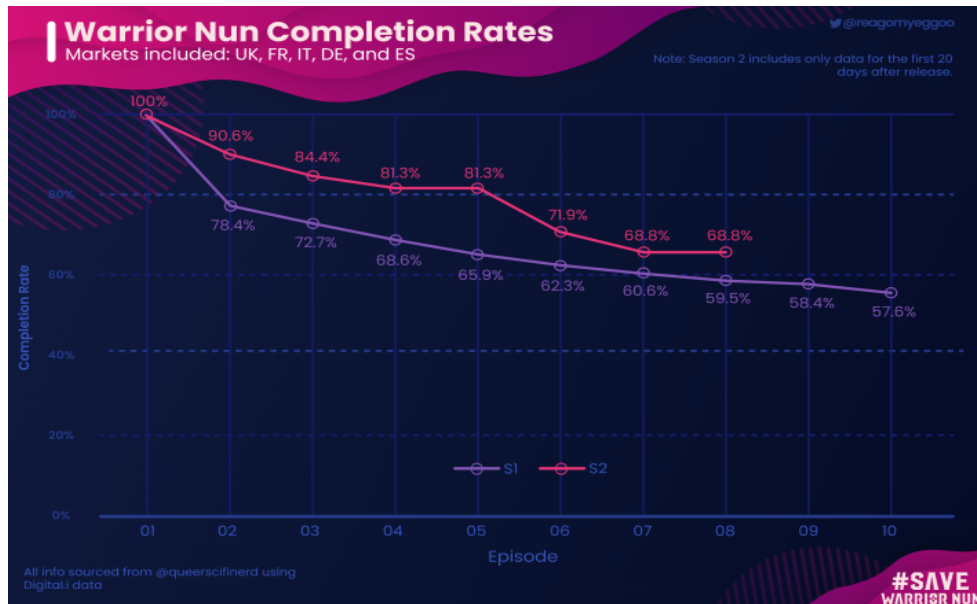
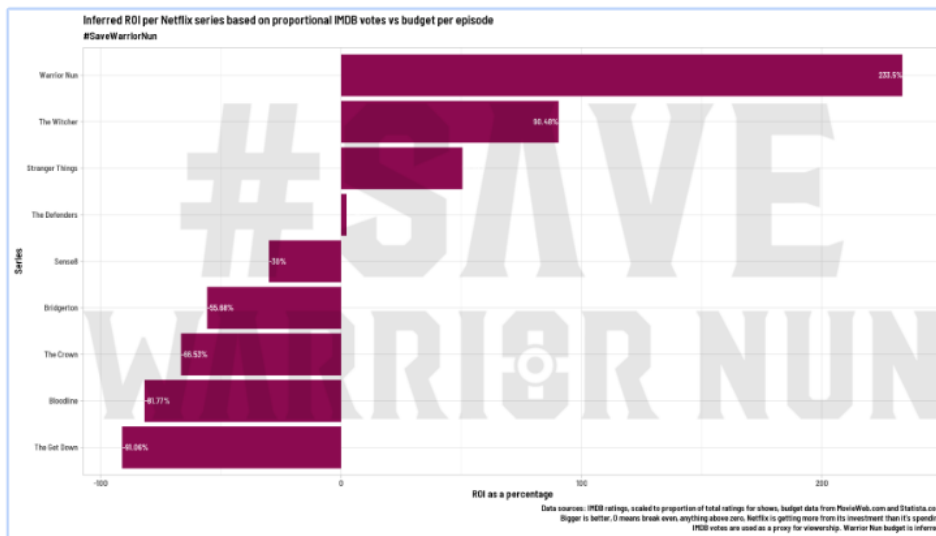


Figure 3. Warrior Nun completion rates, Season 1 (purple) and Season 2 (magenta)

- Most popular tv show on Twitter for 4 consecutive months (November 2022 – February 2023); Top 3 most popular titles (tv shows and movies) for same period (#1 January and February 2023).<sup>10</sup>
- Inferred ROI of +233% based on proportional IMDb votes vs. budget-per-episode.<sup>11</sup>

### Inferred ROI



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.

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Figure 4. Inferred ROI calculations of Warrior Nun vs. other Netflix properties.

<sup>10</sup> “The Most Popular TV Shows on Twitter” and “The Most Popular Titles on Twitter,” FlixPatrol, November 2022 – February 2023, <https://flixpatrol.com/popular/>.

<sup>11</sup> The Order of the Cruciform Spreadsheet, “Promotion, Attention, and Valuation of Warrior Nun.”

## Demand for Warrior Nun Season 2

The most stunning measure of Warrior Nun's success, however, is a metric Netflix does not use but HBOMax does: demand. The #SaveWarriorNun movement has been tracking Parrot Analytics's<sup>12</sup> global demand data for Warrior Nun for months, and since early January has also been tracking comparative demand data for other significant Netflix shows that premiered around the same time as Warrior Nun Season 2 and since (November 1, 2022 – February 9, 2023).

The takeaway: global demand for Warrior Nun has been exceptional in a number of ways.

- Top 10 in US demand for digital originals for 6 consecutive weeks (November 12 – December 23, 2022).
- 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).

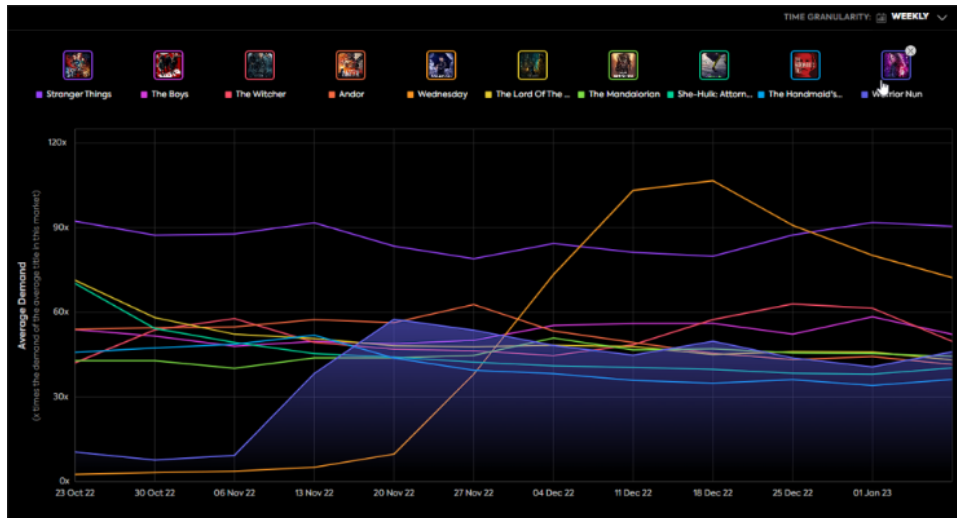


Figure 5: Warrior Nun demand versus other digital originals via Parrot Analytics

- Top 10 in global demand for Netflix originals since premiere (current through last 7 days March 7-13, 2023).

Furthermore, comparing demand rankings for Warrior Nun to other Netflix shows at equivalent points in time from their most recent season premiere (30, 68, and 90 days from premiere) shows that Warrior Nun outperformed nearly every other Netflix show that premiered in the November-February timeframe.<sup>13</sup>

<sup>12</sup> <https://www.parrotanalytics.com/>.

<sup>13</sup> The Order of the Cruciform Spreadsheet calculations based on Parrot Analytics demand data.

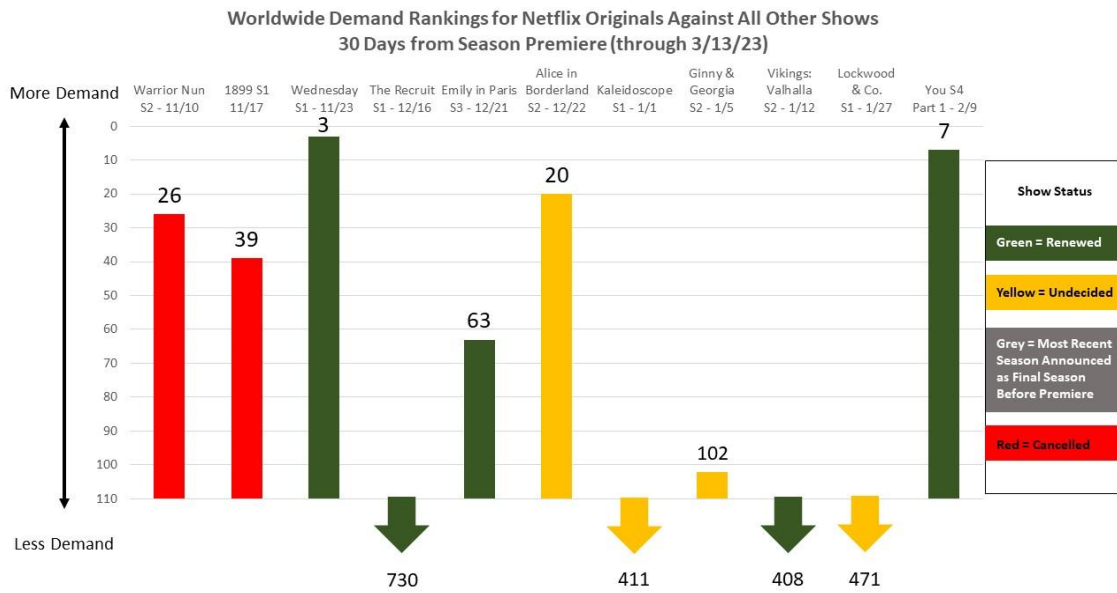


Figure 6: 30 Day Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

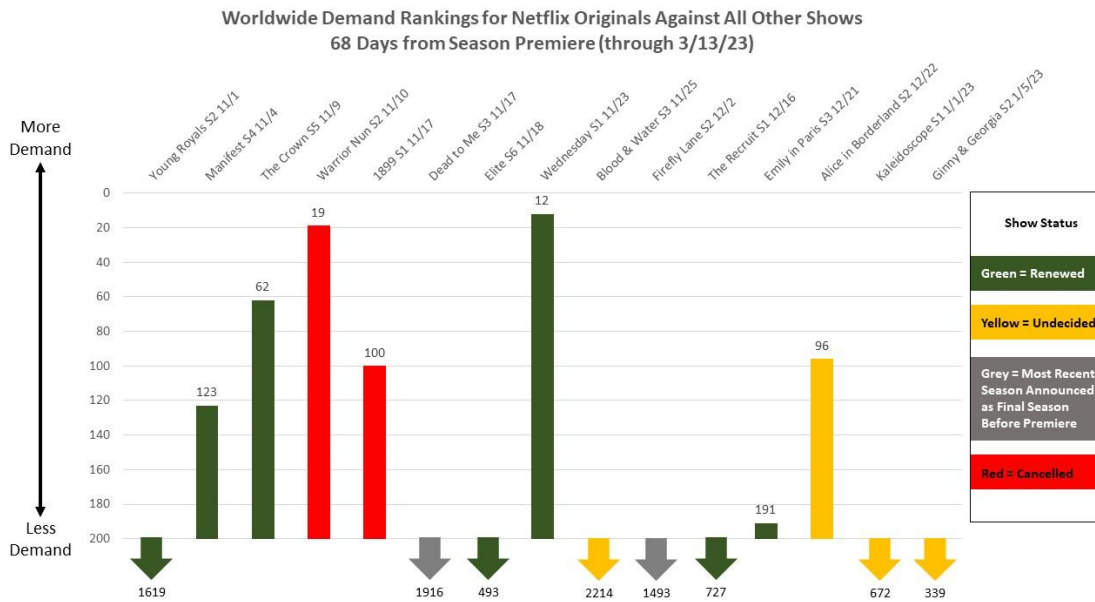


Figure 7. 68 Day Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

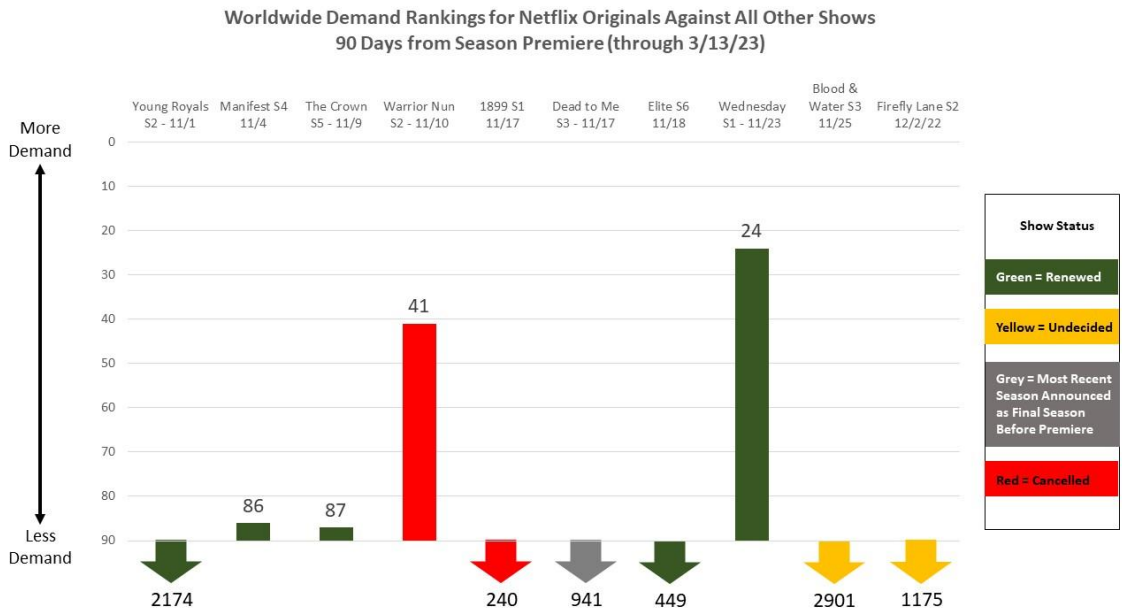


Figure 8. 90 Day Demand Rankings for Warrior Nun vs. other Netflix properties via Parrot Analytics

The most startling demand information for Warrior Nun Season 2, however, may be when we look at its decay rates, both in-season (premiere to day 59) and between Season 1 premiere (in July 2020) and Season 2 premiere. As Parrot Analytics shared on its February 22, 2023 content valuation webinar,<sup>14</sup> we typically expect demand to decay over time, both from the beginning of a season to later in that same season, or from one season to the next. But in both global and US demand, Warrior Nun had practically zero decay from the day season 2 premiered to 59 days after premiere (0.3% global and 0.1% US).



Figure 9. Season-over-Season Demand Growth for Warrior Nun

<sup>14</sup> Parrot Analytics, "Parrot Analytics LIVE - Content Valuation" [webinar], February 22, 2023, <https://www.parrotanalytics.com/videos/parrot-analytics-live-content-valuation/>.



Moreover, rather than see demand decay between seasons 1 and 2, demand for Warrior Nun grew by an astonishing 112% in the US and 153% globally from the premiere of season 1 to the premiere of season 2. This trajectory allows us to forecast continued growth in demand for Warrior Nun in Season 3, which we have conservatively forecast at roughly one-third the growth seen between Seasons 1 and 2.<sup>15</sup>

### **Quality v. Quantity in Attracting and Retaining Subscribers**

Yet these successes were not enough for Netflix to renew Warrior Nun. Certainly the benchmarks against which the streamer measures success are not publicly known for sure, and even those that have been publicly reported (like completion rates), Warrior Nun Season 2 seems to have met. So why cancel a show that beat the odds? It likely comes down to a matter of quantity over quality.

It's been widely reported that Netflix is looking for the next Stranger Things, Squid Game, or Wednesday – and shows that don't do huge numbers right out of the gate (in the first 4 weeks because of Netflix's binge model) don't survive. When a platform has a significant number of tv shows as part of their catalog (originals and non-originals), they have less need, and therefore tolerance, for building a show's audience over time. But more importantly, a platform that has a huge number of subscribers built upon the selling point of having a large catalog of programming is less inclined to invest in quality shows.

We are no longer in the early pandemic lockdown, when quantity mattered far more than quality because audiences would watch anything and everything they could find. People have much less time now, and are therefore more selective about what they choose to watch. Combined with people cutting back on luxuries, including which streaming services they want, quantity is no longer the key to attracting and retaining subscribers. Quality is, because it generates buzz, brand affinity, and demand – all of which have economic value, particularly for streaming services that have smaller catalogs and are looking to attract new subscribers.

### **Estimated Value Warrior Nun Would Bring to HBOMax**

Warrior Nun's tremendous demand would bring significant value to HBOMax. March 16, 2023 marks 18 weeks since Warrior Nun Season 2 premiered (126 days), and Warrior Nun continues to deliver impressive levels of global demand, ranking among Netflix's Top 10 original shows since its premiere on November 10, 2022.<sup>16</sup> Warrior Nun's peak global demand in the latest 7-day period for which demand data is available (3/7-3/13) is 28.25x the demand for an average tv show, an "Outstanding" level of demand that puts Warrior Nun among the top 2.9% of all tv shows.<sup>17</sup> This is even more impressive since there was \$0

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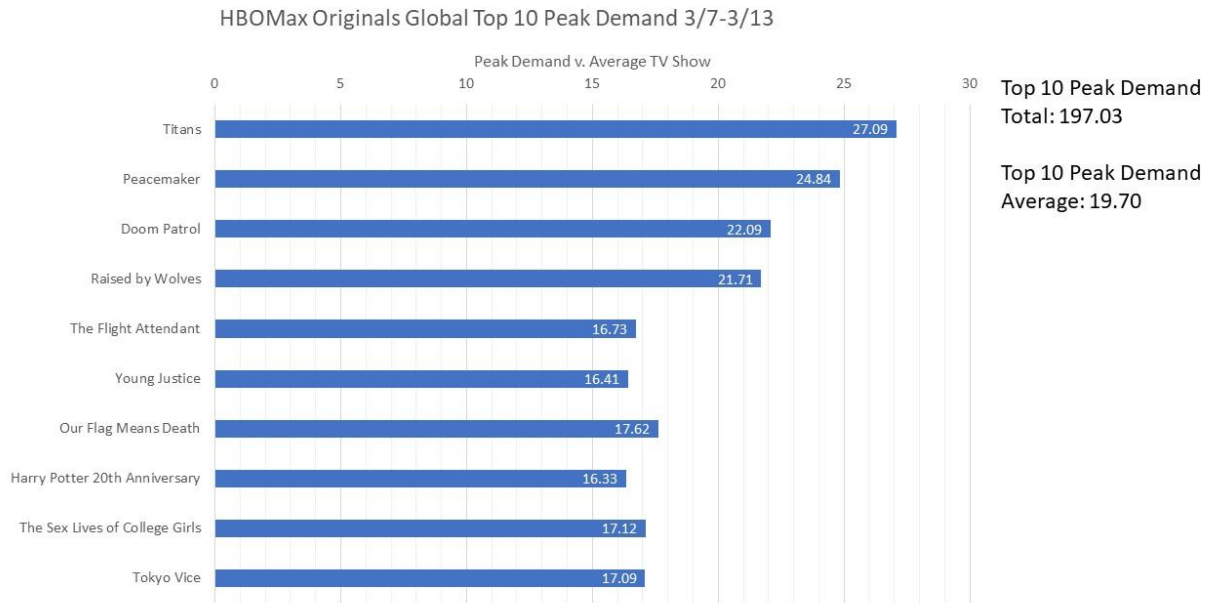
<sup>15</sup> The Order of the Cruciform Spreadsheet calculations based on Parrot Analytics demand data.

<sup>16</sup> Confirmed through most recent data available as of this writing (Top Netflix Originals, last 7 days, March 7-13).

<sup>17</sup> It must be noted that Warrior Nun spent 107 days following its premiere with global demand more than 32x the average tv show, putting it in Parrot Analytics' "Exceptional" category, in which just the top 0.2% of shows fall. As compared to 15 other Netflix shows (on February 14, 2023) with season premieres between November 1, 2022 and January 12, 2023, the only other show with "Exceptional" demand besides Warrior Nun was Wednesday. See The Order of the Cruciform Spreadsheet, "Promotion, Attention, and Valuation of Warrior Nun," p. 9.

spent on promotion for Warrior Nun, and all 8 episodes of season 2 were dropped on a single day, significantly decreasing the normal 13-week “season” and 13-week “post-season” many platforms use to assess most metrics.

Looking at the peak demand for the Top 10 global demand shows on HBOMax for the 7-day period March 7 - March 13, 2023, Titans was the highest-demand show on HBOMax, with peak demand 27.09x the average tv show. In total, HBOMax’s global Top 10 for that period have a collective demand of 197.03, with an average of 19.70x the average tv show.



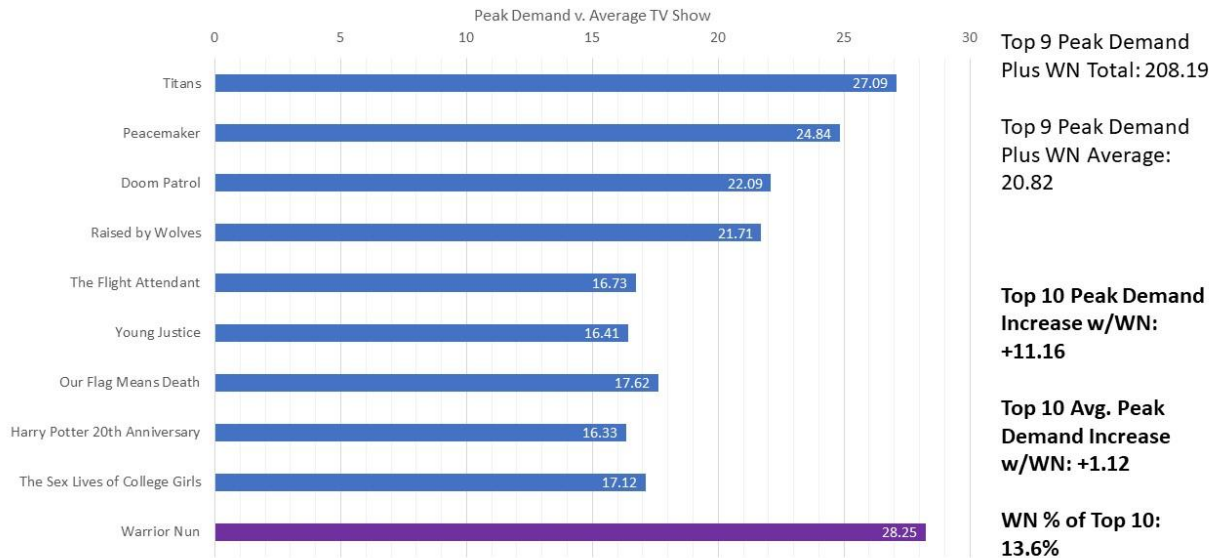
Source: Demand Data: Parrot Analytics, global 7-day demand (3/7-3/13, which is 17 weeks from Warrior Nun’s Season 2 premiere and 13 weeks since its cancellation).

Figure 10. HBOMax Global Top 10 Peak Demand

Warrior Nun’s peak demand of 28.25x during this period would place it ahead of Titans as the show with the highest level of peak demand. Substituting Warrior Nun for the #10 show on the Top 10 list (Tokyo Vice, 17.09x) raises the collective demand for HBOMax’s global Top 10 during that period to 208.19 and increases the average to 20.82x. That’s an increase of 11.16 points to the total Top 10, with Warrior Nun making up 13.6% of peak demand for the Top 10.<sup>18</sup>

<sup>18</sup> The Order of the Cruciform Spreadsheet calculations based on Parrot Analytics demand data.

### HBOMax Originals Global Top 9 Demand Plus Warrior Nun 3/7-3/13



Source: Demand Data: Parrot Analytics, global 7-day demand (3/7-3/13, which is 17 weeks from Warrior Nun's Season 2 premiere and 13 weeks since its cancellation).

Figure 11. HBOMax Global Top 9 Peak Demand Plus Warrior Nun

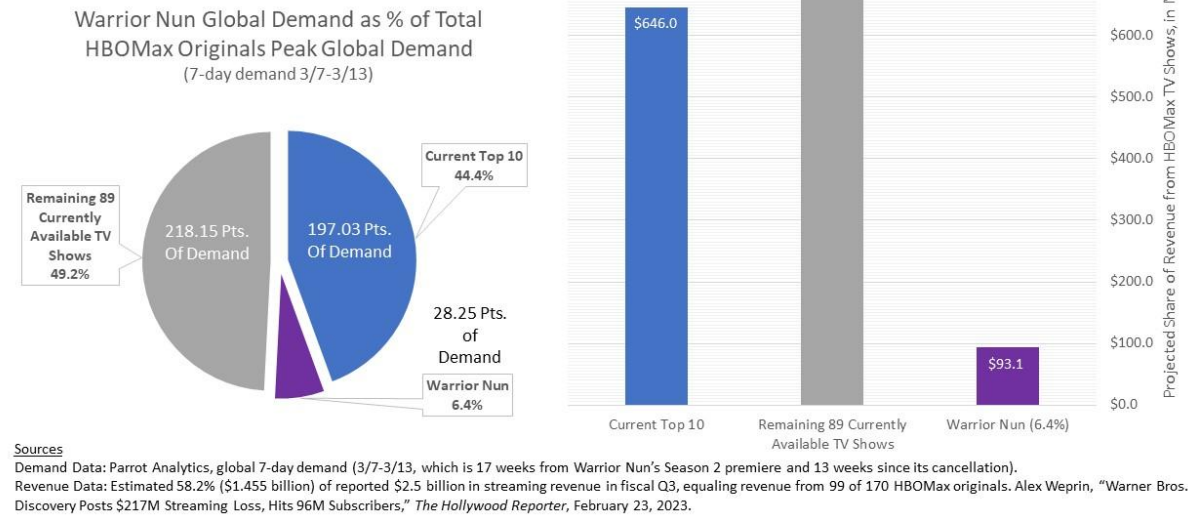
This is important because demand translates to revenue. We can assess a tv show's value to a streaming platform by determining what percentage a specific show has of the demand for a platform's catalog of tv shows. If we know a specific show's demand is 2% of the total demand for a platform's catalog of shows, for example, then we can conclude that this specific show generates 2% of a platform's television revenue.

So what would the potential impact be of Warrior Nun on HBOMax's revenue if the platform picked up and continued the show? To find out, the #SaveWarriorNun movement collected demand data (7-day period March 7 - March 13) for the 99 HBOMax shows for which demand data was available through Parrot360Lite.<sup>19</sup> Adding in Warrior Nun, collective demand for HBOMax shows with Warrior Nun included totaled 443.43. Warrior Nun and its 28.25 points of demand would make up 6.4% of HBOMax total demand, compared to the current average (without Warrior Nun) of 4.19x/1% per HBOMax show.<sup>20</sup>

<sup>19</sup> Movies and specials were generally not included in these calculations.

<sup>20</sup> The Order of the Cruciform Spreadsheet calculations based on Parrot Analytics demand data.

## Demand to Revenue: Warrior Nun on HBOMax



*Figure 12: Demand to Revenue Assessment of Warrior Nun on HBOMax*

**Thus, if Warrior Nun was currently part of HBOMax's lineup, it would generate a projected 6.4% of an estimated \$1.455 billion in HBOMax quarterly streaming revenue, generating a projected \$93.1 million in the most recent quarter.<sup>21</sup>**

### **The Value Beyond Revenue of Warrior Nun to HBOMax**

The value of this projected revenue to HBOMax is enhanced by three other important factors: how Warrior Nun fits into HBOMax's goals of improving brand recognition and global subscription numbers; how it fits into HBOMax's demonstrated inclusivity; and the added value of Warrior Nun's proven, dedicated fanbase.

From the beginning, the team behind Warrior Nun — led by series creator Simon Barry<sup>22</sup> — crafted Warrior Nun to be a high-quality show. With the care of its storytelling and character development, powerful, women-led characters and brilliant acting, exceptional stunt work and special effects, stunning cinematography and sweeping landscapes,<sup>23</sup> commitment to representation, and its embracing of themes not often even explored on

<sup>21</sup> Parrot Analytics, global 7-day demand (3/7-3/13, which is 17 weeks from Warrior Nun's Season 2 premiere and 13 weeks since its cancellation); Quarterly streaming revenue is estimated at 58.2% (\$1.455 billion) of reported \$2.5 billion in streaming revenue in fiscal Q3, equaling revenue from 99 of 170 HBOMax originals. Alex Weprin, "Warner Bros. Discovery Posts \$217M Streaming Loss, Hits 96M Subscribers," *The Hollywood Reporter*, February 23, 2023.

<sup>22</sup> Based on the comic book character *Warrior Nun Arealia* by Ben Dunn.

<sup>23</sup> Nora Dominick, "Alba Baptista And Kristina Tonteri-Young's Chemistry, Plus 16 More Reasons 'Warrior Nun' Is Must-Watch TV," *Buzzfeed*, December 1, 2022, ("[T]he show is filmed throughout Spain, which gives it some of the most gorgeous sweeping landscapes that help the storylines and setting feel epic."), <https://www.buzzfeed.com/noradominick/netflix-warrior-nun-reasons-to-watch>.

television, *Warrior Nun* has been rightfully recognized for its quality by critics and audiences alike.<sup>24</sup> As *CultureSlate* recently summarized:

“At the time of writing, Rotten Tomatoes rates *Warrior Nun* season two with a 100% critic rating and a 99% audience rating from almost 9000 people, making it the best-scored season of a show in Netflix’s history. The show also made it onto the Netflix Top 10 List worldwide and the ‘must-watch’ lists of *The New York Times* and *Washington Post*. *Warrior Nun* was able to achieve all of this while competing with the simultaneous releases of Wednesday, new seasons of *Manifest*, *The Crown*, and a promotional budget of literally \$0. This rules out the ‘poor viewership’ and ‘poor critical reception’ argument.”<sup>25</sup>

As discussed earlier, quality is key to building brand recognition and attracting and retaining subscribers, and *Warrior Nun* would therefore be a perfect fit for HBOMax’s emphasis on brand recognition and subscription growth. Moreover, *Warrior Nun* would fit into HBOMax’s desire to expand its international reach. *Warrior Nun* is a women-led show that includes a racially and ethnically diverse, multi-lingual cast. It also has proven international appeal, both in demand and viewership. In terms of demand, along with continuing to command “Outstanding” demand more than 4 months after its most recent episode aired, *Warrior Nun* continues to have at least “Good” demand in 21 countries and “Outstanding” demand in another 9 (including the US), putting *Warrior Nun* in the top 11.5% and 2.9% of all shows, respectively, in 30 countries.<sup>26</sup> At its peak on the Netflix Global Top 10 for hours viewed, *Warrior Nun* was in the Top 10 in TV in 69 countries, including 14 countries in the Americas, 28 in Europe, 7 in Africa, 17 in Asia, and 3 in Oceania.<sup>27</sup>

*Warrior Nun* also features a sapphic relationship between its lead character and another core character, a relationship that has been praised in the press and by fans for its quality

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<sup>24</sup> See e.g., Paul Tassi, “Netflix’s *Warrior Nun*: Ignore The Title, Watch The Show,” *Forbes*, December 1, 2022 (“The series has brutal, surprisingly great action, a meaningful central romance and unexpectedly biting commentary on religion. . . . *Warrior Nun* takes on the roots and history of Christianity and Catholicism in a way that you seldom see in fiction.”), <https://www.forbes.com/sites/paultassi/2022/12/01/netflixs-warrior-nun-ignore-the-title-watch-the-show/?sh=1747ce949dfd>; Dana Da Silva, “How *Warrior Nun* Season 2 Takes the Series to the Next Level,” *Comic Book Resources*, December 2, 2022 (*Warrior Nun* Season 2 “received rave reviews and became the third most-watched series on Netflix in its first week, even though it had a \$0 marketing budget. This is a testament to the show’s triumphant return, having built upon Season 1 to deliver a more enticing and compelling series.”), <https://www.cbr.com/warrior-nun-season-2-next-level/>; Nora Dominick, “Alba Baptista and Kristina Tonteri-Young’s Chemistry,” *BuzzFeed* (“Season 2 . . . harnesses some powerful storytelling while leaning into the incredible ensemble the show has assembled. . . . Alba Baptista, in her first English-language series, leads a team of amazing up-and-coming and diverse talent [and] also showcases some amazing established international talent.”)

<sup>25</sup> *CultureSlate*, “Reasons Why We Need ‘*Warrior Nun*’ Season 3,” January 29, 2023,

<https://www.cultureslate.com/editorials/reasons-why-we-need-warrior-nun-season-3>.

<sup>26</sup> The Order of the Cruciform Spreadsheet calculations based on Parrot Analytics demand data, latest day, 3/15/23. See also page 6 of this white paper.

<sup>27</sup> Netflix, “Global Top 10,” November 14-20, 2022, <https://top10.netflix.com/tv?week=2022-11-20>.

and the intentional, slow-burn development of it.<sup>28</sup> At a time when many women-led and LGBTQ+ shows (and especially ones that are both) are being canceled, and a number of streaming platforms are being strongly criticized for these cancellations, *Warrior Nun* is a shining example of what quality representation can and should look like.

This representation translates to the core *Warrior Nun* audience. By acquiring *Warrior Nun*, HBOMax has the ability to build upon the inclusivity of LGBTQ+ actors, characters, and relationships demonstrated by linear HBO with shows such as *House of the Dragon* and, most recently and notably, *The Last of Us*. This would not only bring significant goodwill to HBOMax as well as brand loyalty, but it would provide HBOMax with an incredibly valuable core audience. The Queer segment is one of the most valuable audience segments on a CPM advertising basis, above every other category.

Moreover, *Warrior Nun* brings the added value of a dedicated fanbase proven to be able to generate interest and marketing engagement. In the 93 days since *Warrior Nun*'s cancellation (as of March 16), the #SaveWarriorNun movement has generated more than 10.9 million tweets, 118.5k petition signatures, nearly 2,200 pieces of key media coverage, 9 billboards in 5 cities on two continents (so far), videos with more than 1 billion total views... the list goes on and on.<sup>29</sup> The #SaveWarriorNun movement's marketing successes have also drawn significant attention in the media and among marketing professionals.<sup>30</sup> This is the power of the fandom HBOMax would inherit by acquiring and continuing *Warrior Nun*.

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<sup>28</sup> Eleni Thomas, "Warrior Nun Season 2 review: Action-packed, thoughtful and a must watch on Netflix," *Dexerto*, November 15, 2022 (*Warrior Nun* Season 2 "is as beautifully constructed and thought-provoking as it is epic and intoxicating. . . . *Warrior Nun*'s LGBTQ+ Representation and authenticity is another reminder of the beauty and importance of telling different romantic stories in TV and film. . . . [the slow-burn romance between Ava and Beatrice] is natural, organic, and unforced, this effortless progression is a testament to both the writers and of course, the chemistry between [Alba] Baptista and [Kristina] Tonteri-Young.")

<sup>29</sup> For more, see The Order of the Cruciform Spreadsheet, "Promotion, Attention, and Valuation of *Warrior Nun*."

<sup>30</sup> See e.g. Margaret Ngai, "Activating Your Advocates — What Marketers Can Learn From the *Warrior Nun* Fandom," *Medium*, March 12, 2023, ("It's such an efficient marketing machine that it rivals many corporate marketing departments I've worked with.") <https://medium.com/@letsfika/activating-your-advocates-what-marketers-can-learn-from-the-warrior-nun-fandom-166e926d36c9>; "Warrior Nun" is even starting to be used as a verb online ("So we're about to warrior nun this [sh\*t] right?") <https://twitter.com/AndringaEmma/status/1636074670138048512?s=20>.

## **Disclaimer and Disclosures**

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