GLOBAL CONTENT DEMAND FORECASTER

Predictive intelligence for Netflix's
next billion hours of viewing

Leland Jourdan II — JourdanLabs

EXECUTIVE SUMMARY

THE SHIFT

CURRENT STATE: Reactive Analysis.
Descriptive tools showing what performed, decayed, or spiked.

FUTURE STATE: Proactive Foresight.
GCDF enables better catalog decisions, smarter renewals, and higher-ROI acquisitions.

THE VISION

THE CLOSEST THING TO A CRYSTAL BALL FOR GLOBAL DEMAND.

Streaming demand is chaotic, nonlinear, and massively cultural.

REAL CHALLENGES

- Genres explode unpredictably.

- Talent-driven trends shift overnight.

- Regional tastes diverge quickly.

- Social platforms drive invisible waves.

HIGH STAKES

Rising Licensing Fees

Catalog Fatigue = Churn

USERS & THEIR NEEDS

CONTENT STRATEGY DIRECTORS

Need predictive signals for renewals, cancellations, and acquisitions.

REGIONAL GMs

Need localized insights for culturally relevant portfolios.

MARKETING LEADERSHIP

Need promotion timing & genre opportunities with outsized lift.

PERSONALIZATION SCIENCE

Need forward-looking demand drivers for ranking models.

GCDF delivers a shared predictive language across all of them.

What GCDF Does

Region-Specific Demand Maps
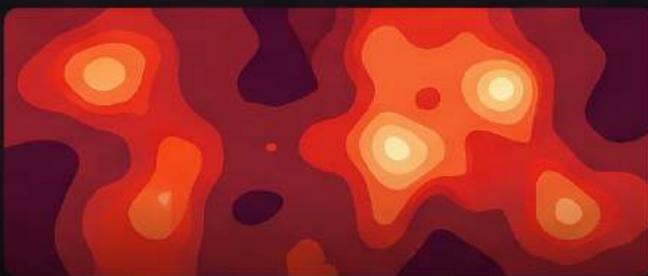
Genre Opportunity Heatmaps

Renewal Recommendations

Acquisition Shortlists

Promotion Timing Windows

Competitive Threat Modeling

Not a dashboard. A strategic intelligence layer.

EXAMPLE STRATEGIC INSIGHTS

LATAM

LATAM Demand Surge
Renew Rights. Projected **19%** Uplift.

SEA

SEA Growth Opportunity
Acquire K-Drama. **35–50%** Lift.

EU

EU Seasonal Timing
Promote Action Genre. Summer Window.

US

US Thriller Decline
Cut Low-ROI Titles. Save Costs.

A single view: What to Cut, Keep, Acquire, Amplify.

MVP Scope

Ambitious but Realistic

Demand Forecasting

Title-level + Genre-level. Regional prediction curves.
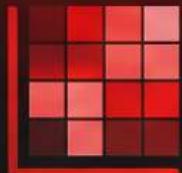
Opportunity Matrix

Identify under-served genres & regional catalog gaps.

Recommendations

Renew / Don't Renew. Acquire / Avoid. Promote / Deprioritize.

Competitive Influence Signals

"If Disney+ trends X → Netflix demand shifts Y%"

UX Flow
Fast & Adaptive

INPUT — User Inputs Scenario

REASONING — GCDF Reasons over Signals

OUTPUT — Forecast & Actions

ITERATE — Instant Recalculation

A loop fast enough for daily greenlighting.

Metrics for Success

Leading Indicators

- Forecast accuracy on emerging genres

- Reduction in "late decisions" for renewals

- Increased confidence in acquisition ROI

Lagging Indicators

- Improved catalog retention

- Increased regional viewing share

- Lower churn from content fatigue

- Higher marketing efficiency

GCDF impacts both storytelling decisions and business outcomes.

ROADMAP

Innovation-First

v1.0   v1.5   v2.0   v3.0   v4.0 (The Future)

Forecasting + Recommendations

Social Trend Ingestion

Competitor Threat Modeling

Personalization Integration

Predict Future Content

Forecasting + Recommendations

Social Trend Ingestion

Competitor Threat Modeling
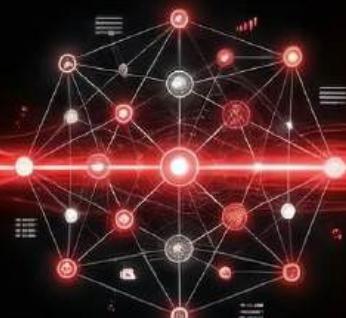
Personalization Integration

Predict content that doesn't exist yet

Vision + Execution