

APPENDIX 4: SOCIAL LISTENING ANALYSIS

As part of our ongoing efforts to understand brand perception and audience sentiment, we conducted a social listening analysis focused on SkyShowtime’s presence in Spain over the past year. The analysis aggregated 5,400 mentions across social platforms, media outlets, and forums between July 2024 and July 2025.

Sentiment Overview

Positive mentions: 69.4%
Neutral mentions: 21.4%
Negative mentions: 9.2%

This reflects a strongly positive sentiment around the brand, particularly linked to content launches, value perception, and platform accessibility.

To complement the sentiment analysis, we identified the **ten most recurring themes** in online conversations around SkyShowtime in Spain. These themes reflect not only what drives attention and engagement, but also what elements of the brand and platform are resonating most strongly with users, from content and talent, to user experience and cultural relevance

Understanding these drivers is essential to shaping **future communications, positioning, and content strategy**, as well as to identifying areas where we can expand the conversation beyond product launches.

Theme	Insight
1. Platform Promotions	High engagement with offers like the 50% lifetime discount and Premium upgrades shows that pricing strategy drives buzz and trial .
2. Original Spanish Series	Shows like Mamen Mayo and Nails are frequently mentioned, reinforcing the importance of local originals in brand identity.
3. Star Power	Mentions of actors like Silvia Abril, Fernando Tejero, and Cristina Castaño suggest that familiar talent helps drive attention.
4. Social Commentary	Titles like Nails generate positive attention for addressing themes of femininity, pressure, and self-expression , aligning the brand with modern values.
5. Launch Excitement	SkyShowtime is the platform with the highest percentage of social conversation linked specifically to new releases (64%) — higher than Netflix (39%), Max (40%), or even Prime Video (54%).
6. Platform Comparisons	SkyShowtime appears in user-generated “what to watch” lists, indicating growing relevance among the core streaming ecosystem .
7. ISP Bundles	Conversations mention partnerships with ISPs like Jazztel and Orange TV , validating the effectiveness of SkyShowtime’s telco bundling strategy .
8. Nostalgia & Legacy Franchises	Older titles and returning stars (e.g. Harrison Ford in 1923, Dexter) feed into nostalgic and legacy-driven engagement .
9. UX & Accessibility	App performance, multi-device usability , and ad-free experience are seen as key positives in the user journey and retention .
10. Local Identity	Users appreciate SkyShowtime’s cultural alignment with Spanish audiences , especially through localised series and talent, which helps build regional loyalty.

Source: Digimind social listening