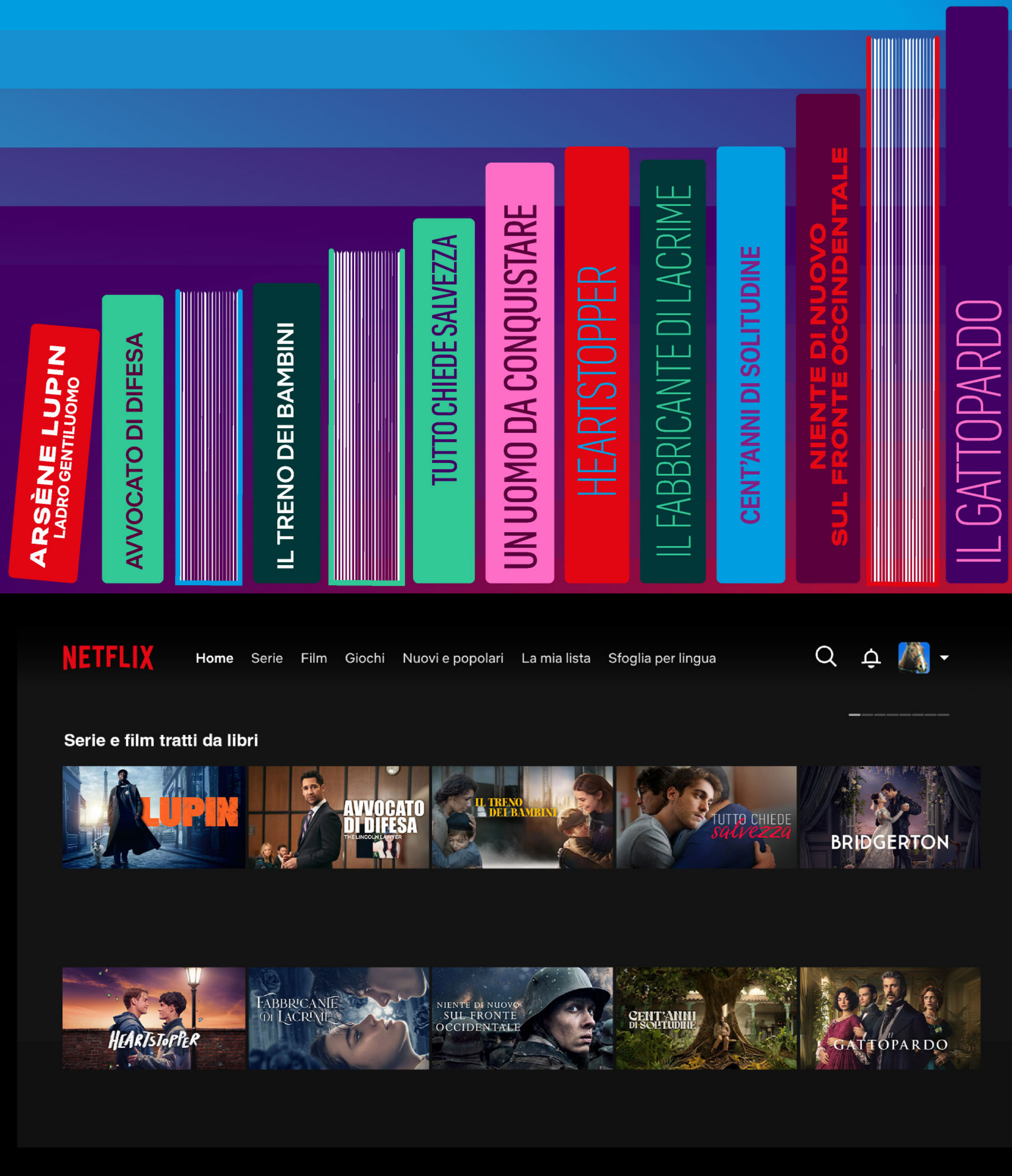


NETFLIX

From Screen to Page: The Impact of Audiovisual Media on Publishing and Italian Readers

Research conducted by
NielsenIQ



Objectives and methodology



The sales perspective

Measuring the impact of audiovisual media through weekly book sales data



The consumer perspective

Understanding Italians' perceptions of and attitudes toward book and screen media



Netflix's role

Identifying what sets Netflix apart within the audiovisual-publishing ecosystem and exploring three representative case studies

The background features a series of overlapping, wavy, horizontal bands in shades of blue and red, creating a sense of depth and movement. A white line graph is overlaid on the lower right portion of the image, showing a series of peaks and valleys that generally trend upwards from left to right. The text is positioned on the left side, overlaid on the blue and red bands.

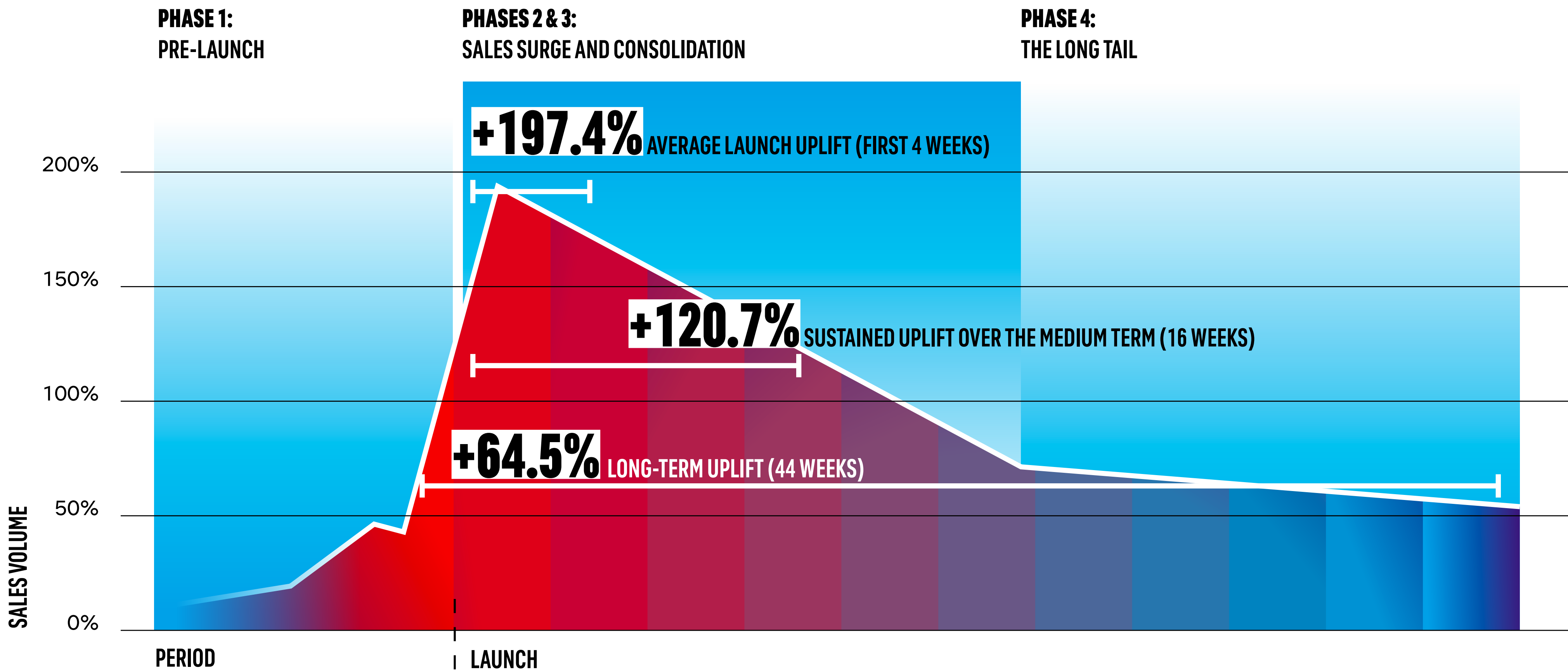
**When books make
it to the screen:**
Quantitative evidence
of sales uplift



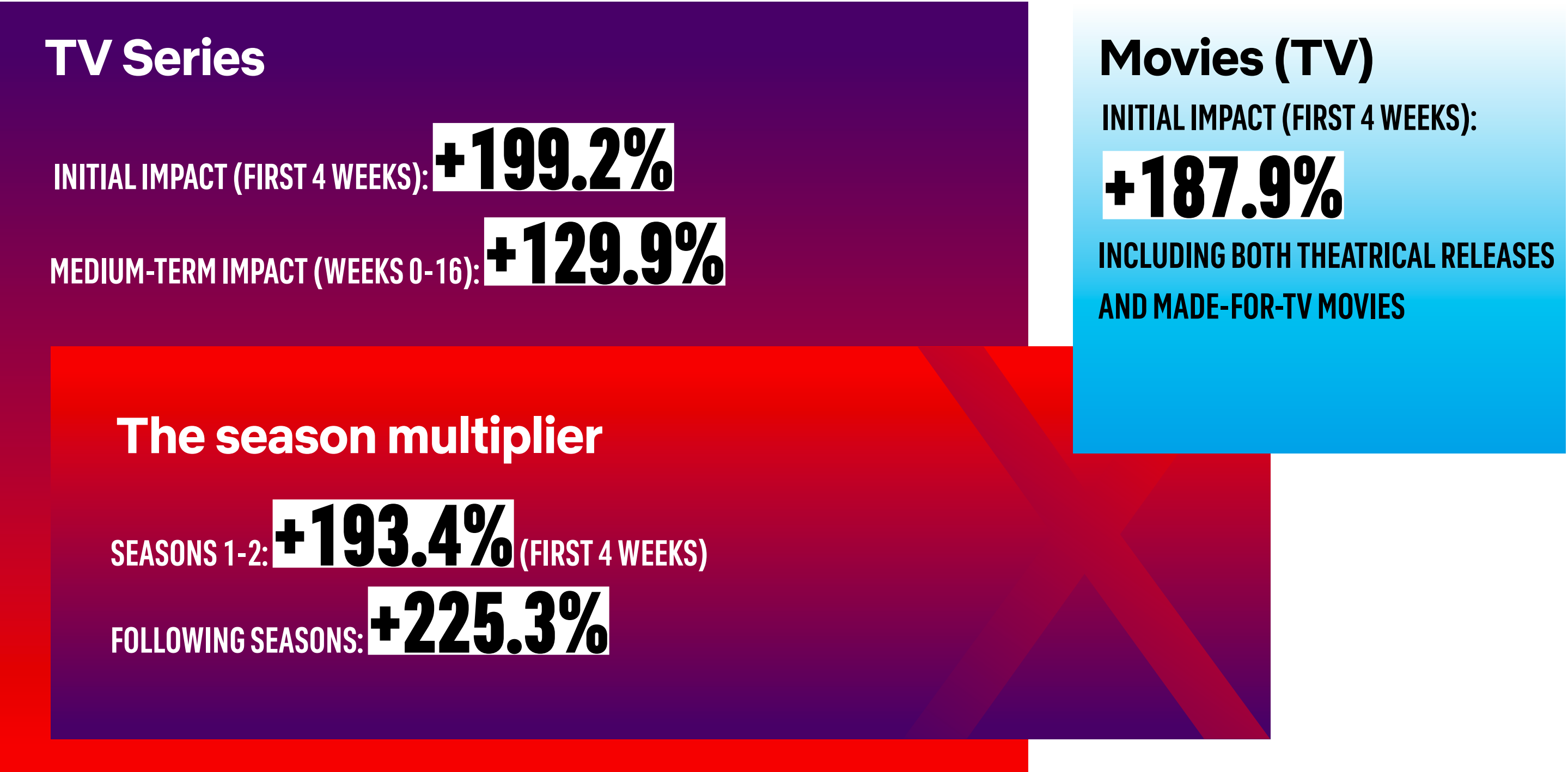
Analysis methodology

- ▶ Analysis period: TV series and movies released **between 2022 and 2025**. For each TV series and movie, pre- and post-release sales over a **60-week period** were analyzed
- ▶ Selection of broad mix of titles — **187 across TV series and movies**
- ▶ **Baseline:** Average sales over the 16 weeks prior to the release of the series or movie
- ▶ **Uplift:** Average sales uplift vs. baseline

The impact of TV series and movie releases on book sales



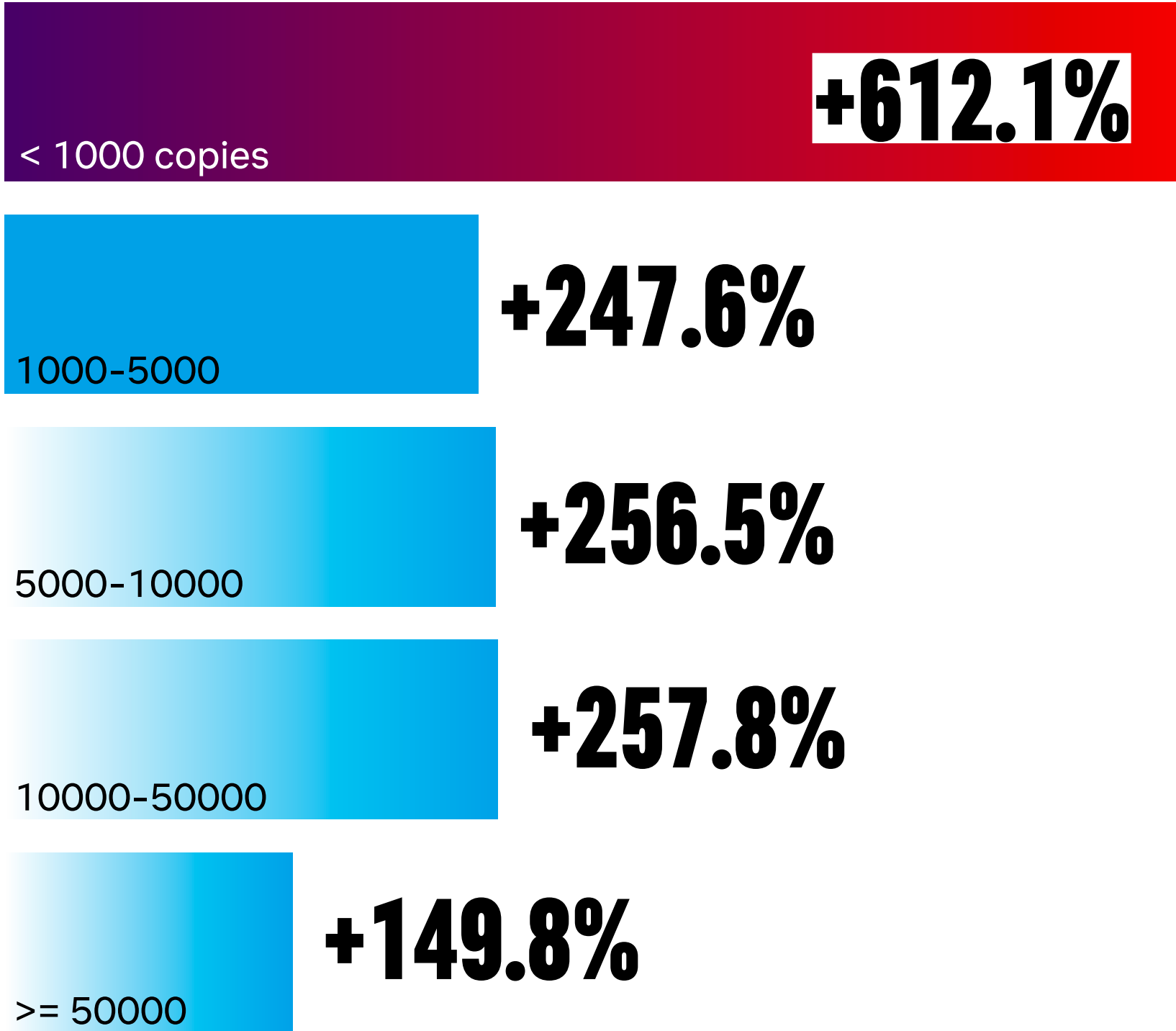
TV series and movie: impact intensity vs. duration



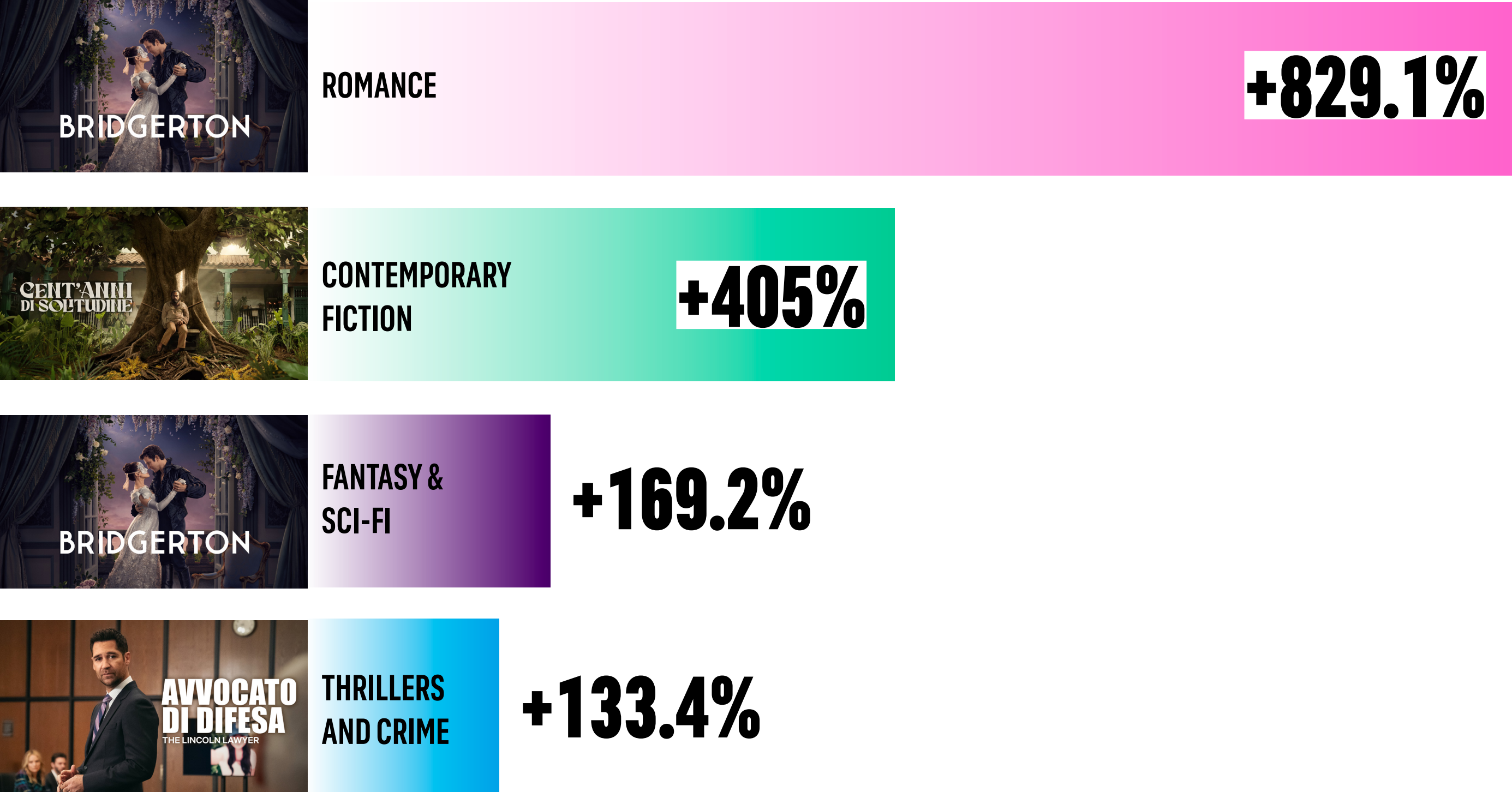
Audience engagement directly **boosts the likelihood of book purchase**, creating a significant sales uplift at launch for both TV series and movies.

The genre multiplier: Which genres see the greatest uplift?

The discovery effect for **niche titles**



Top-performing genres (first 4 weeks)

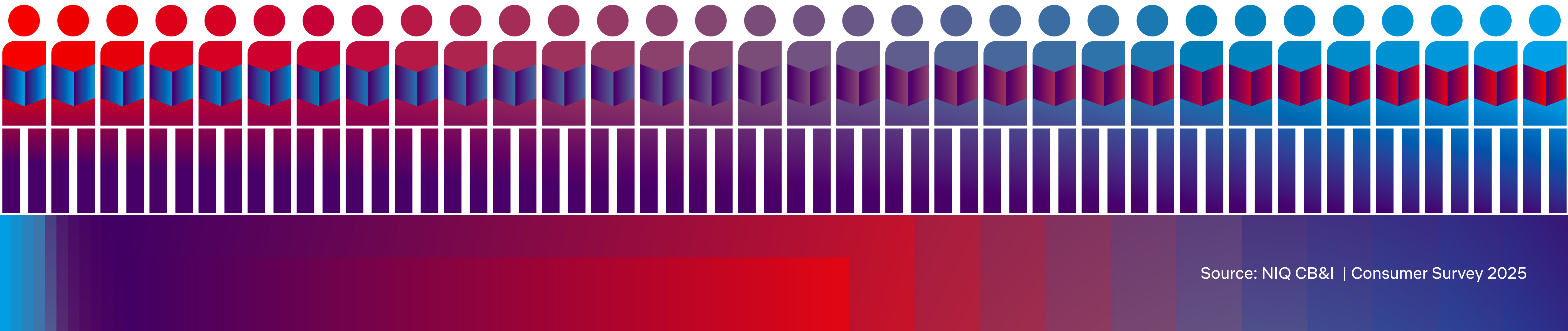




**How reading and
viewing work
together: What
Italian audiences say**

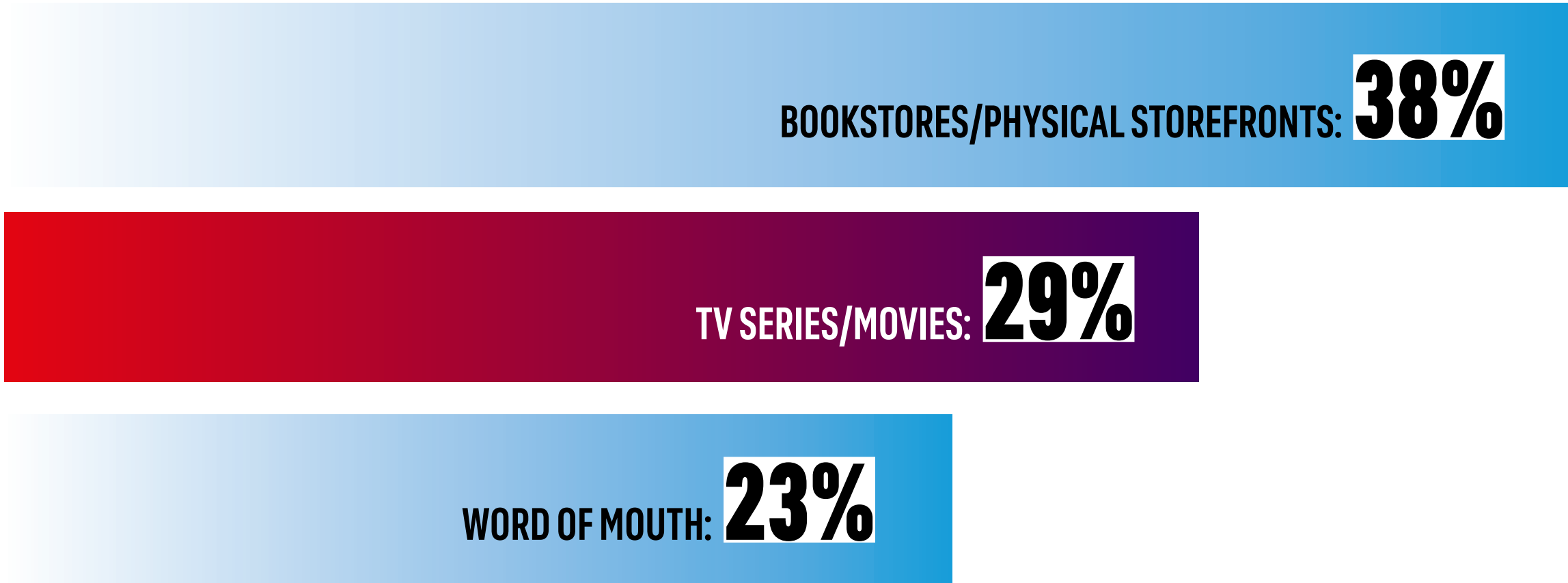
Analysis methodology

- ▶ **1500** respondents
- ▶ Target audience: Book readers and buyers aged 16+
- ▶ Representative sample of the Italian population



The new storefront: How audiences discover books today

Main discovery sources (general population)



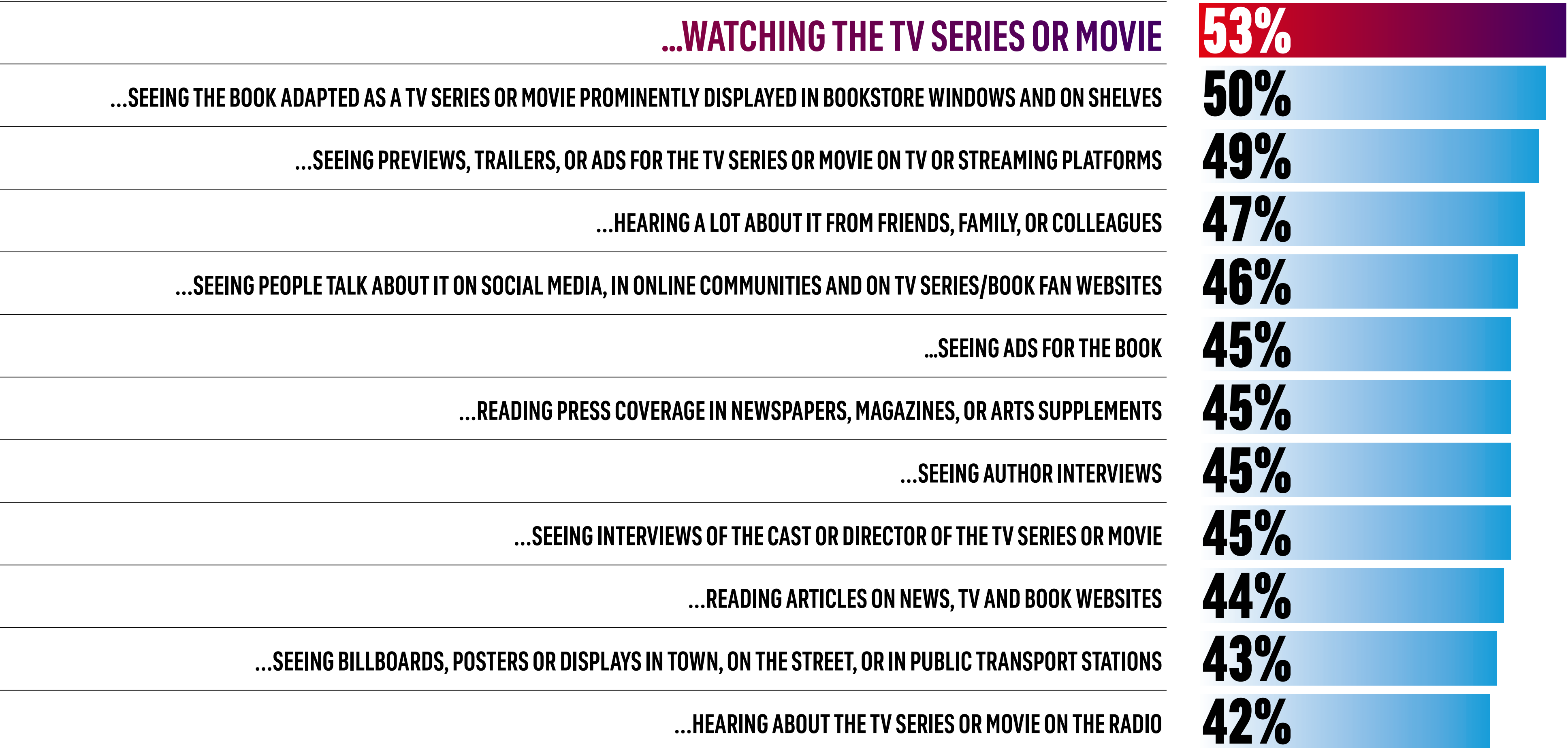
Digital ecosystem (Gen Z)



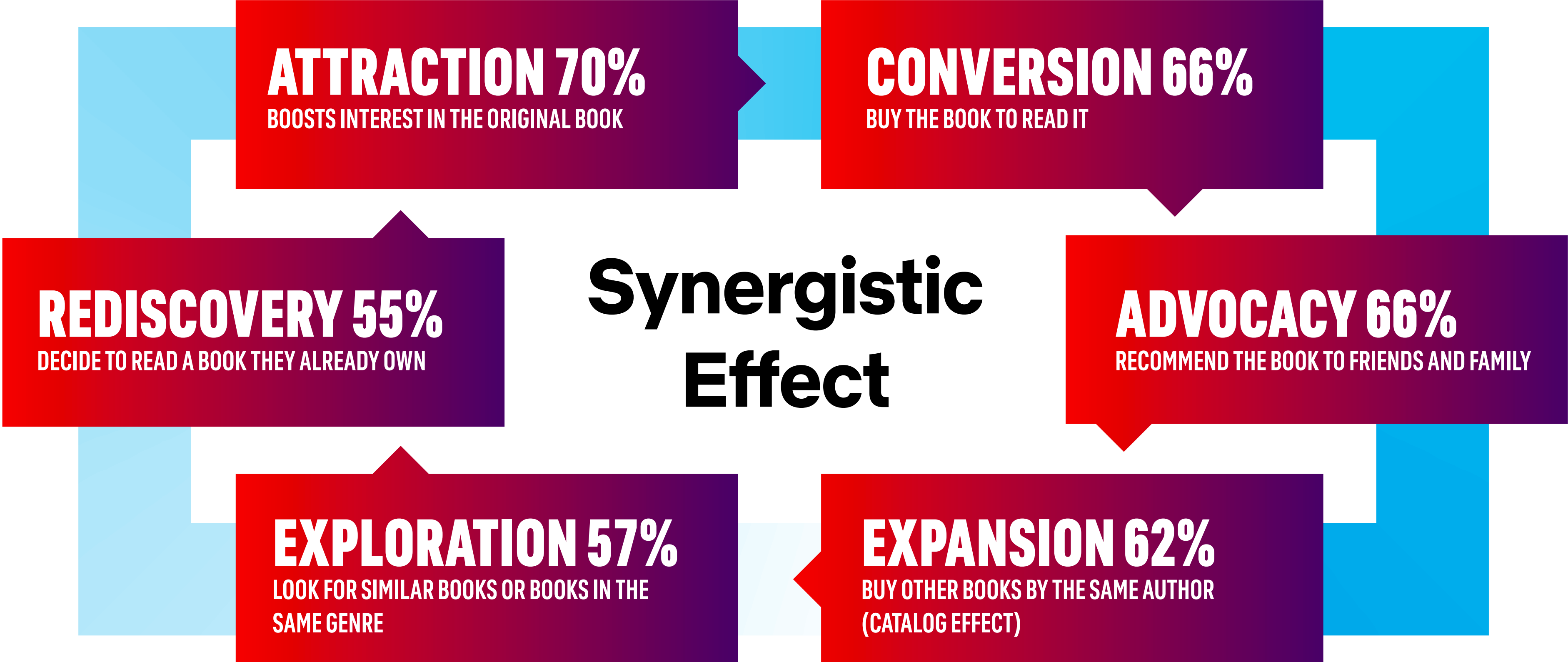
For Gen Z, short-form social media content and TV series/movies rank jointly as the **second most popular way** to discover new books.

Publishing marketing levers — purchase drivers

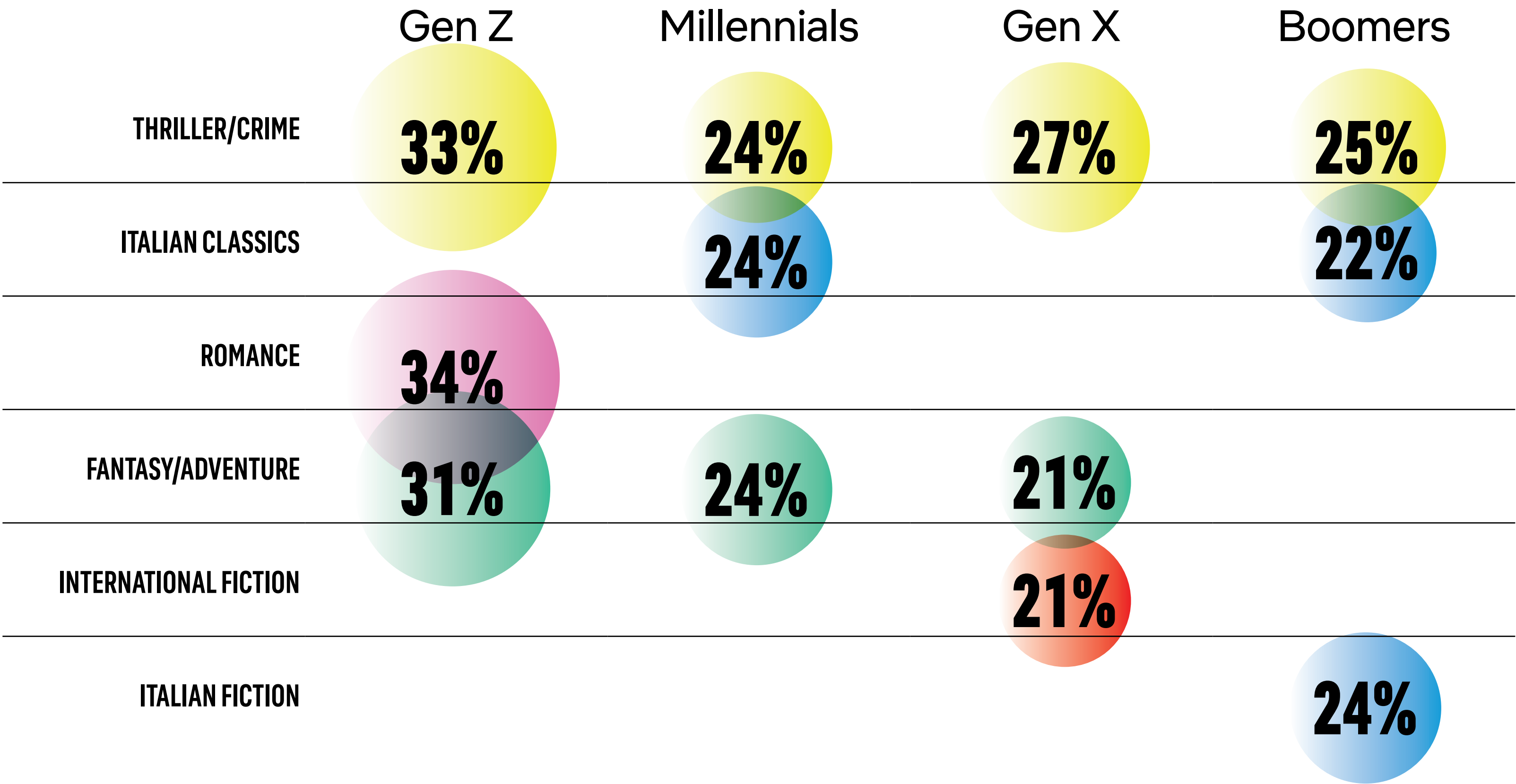
Introduces me to a book and makes me want to read it...



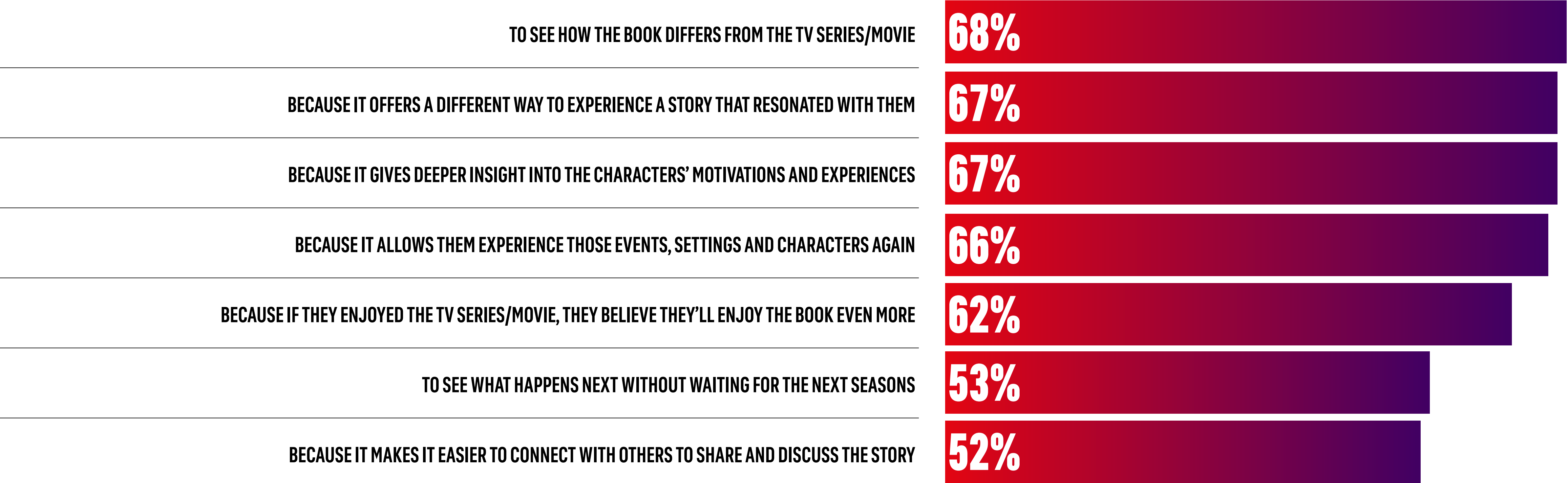
The reader ecosystem: Movie/TV series releases as drivers of value



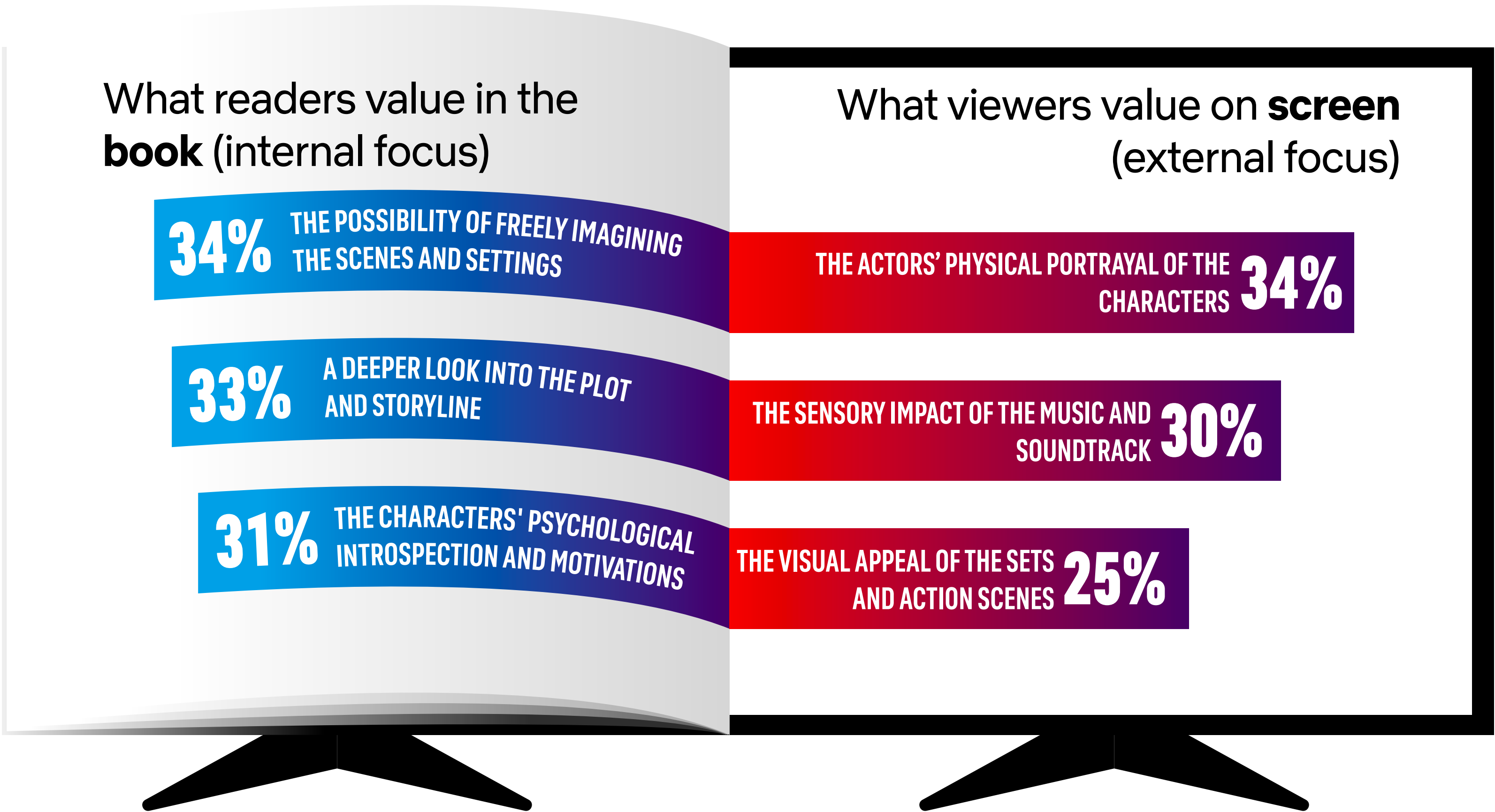
Which book genres are most apt for TV series or movie adaptations?



Why do people read the book **after watching** its TV series/movie adaptation?



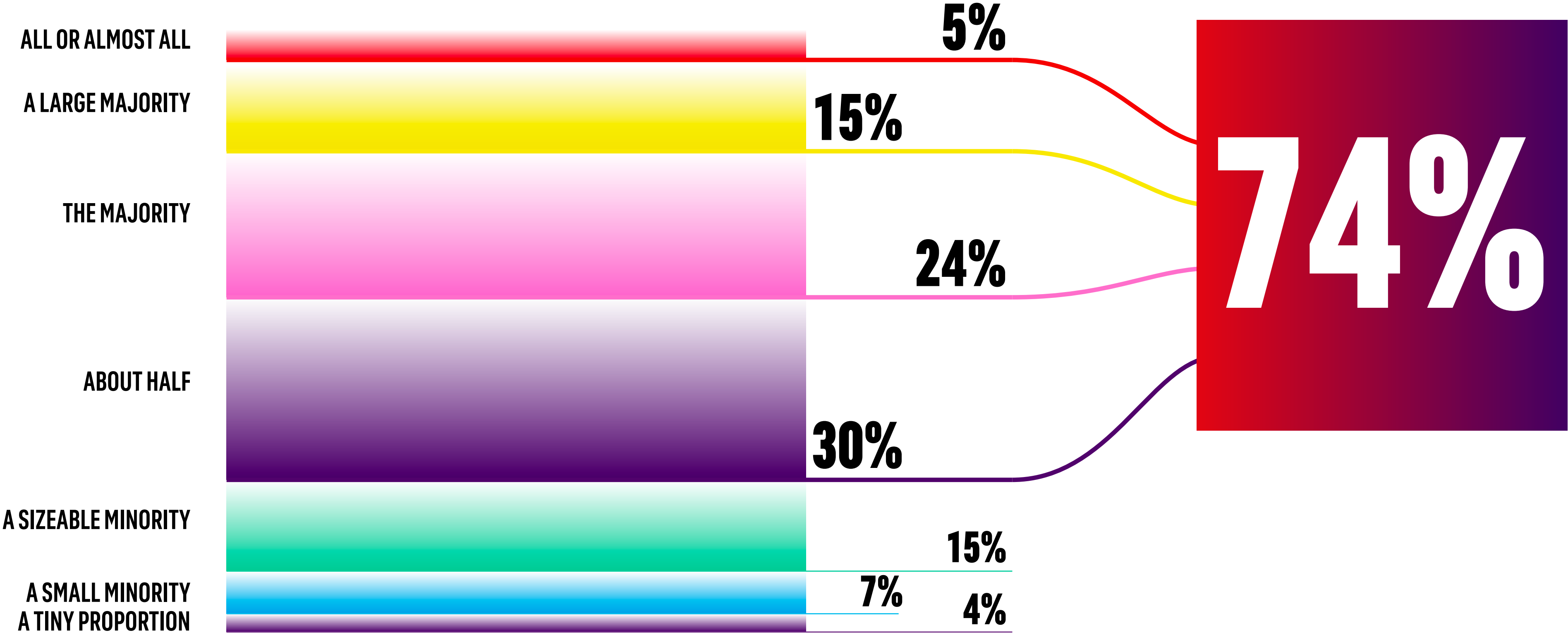
The symbiosis between **page** and **screen**



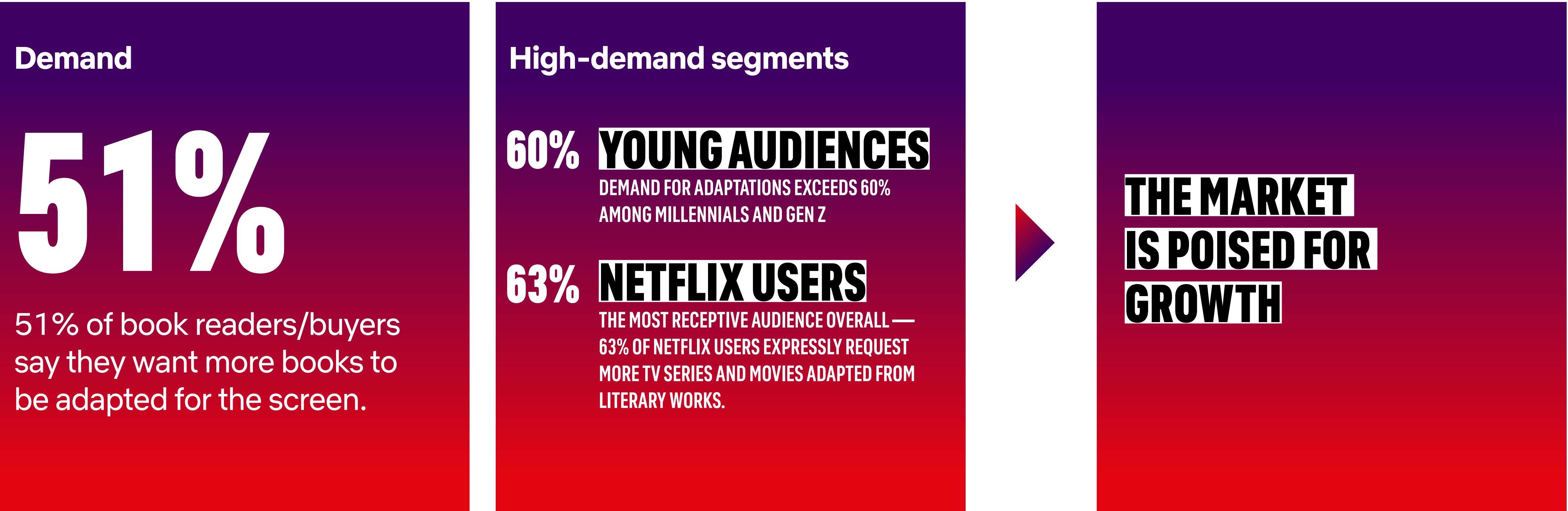
Takeaway: The screen engages the senses; the book engages the mind. Together they create a **complete experience**.

How many TV series and movies are adapted from books?

Consumer perception



Readers’/book buyers’ interest in screen adaptations



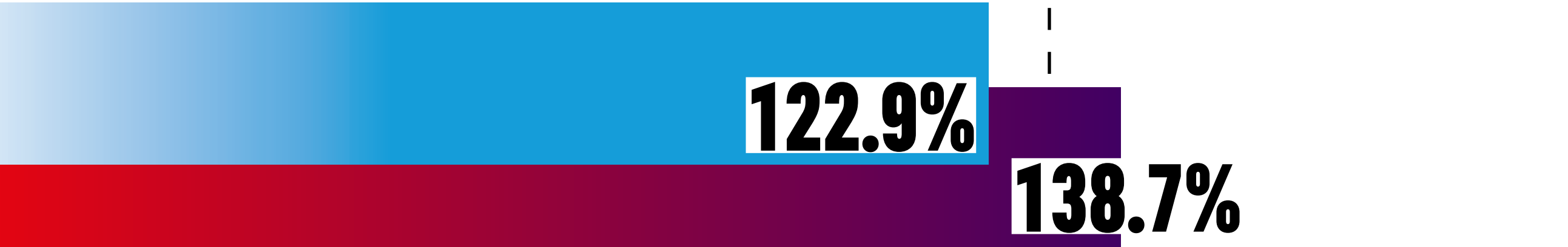
Netflix's role

The “Netflix effect” on publishing

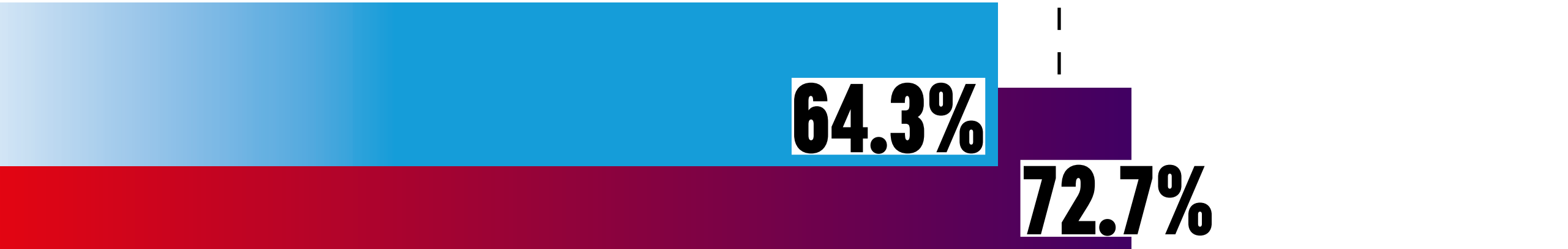
Launch period: weeks 0-4



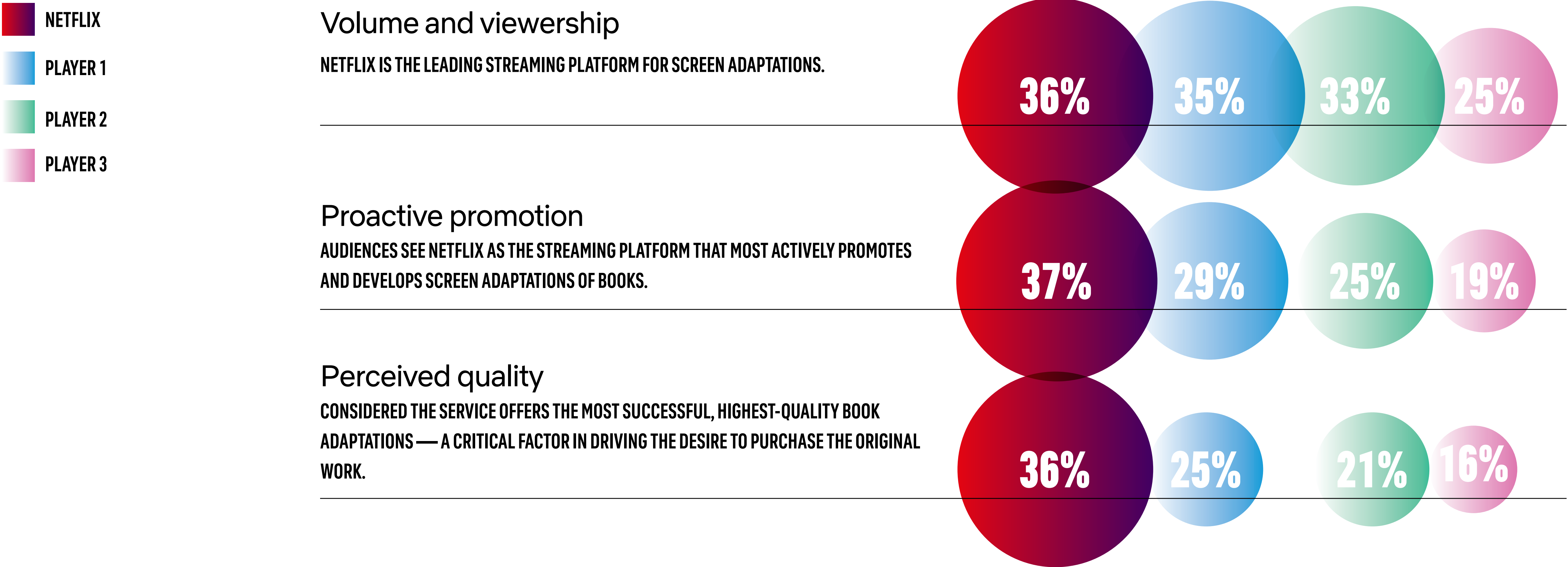
Medium-term: weeks 0-16



Long-term: weeks 0-44

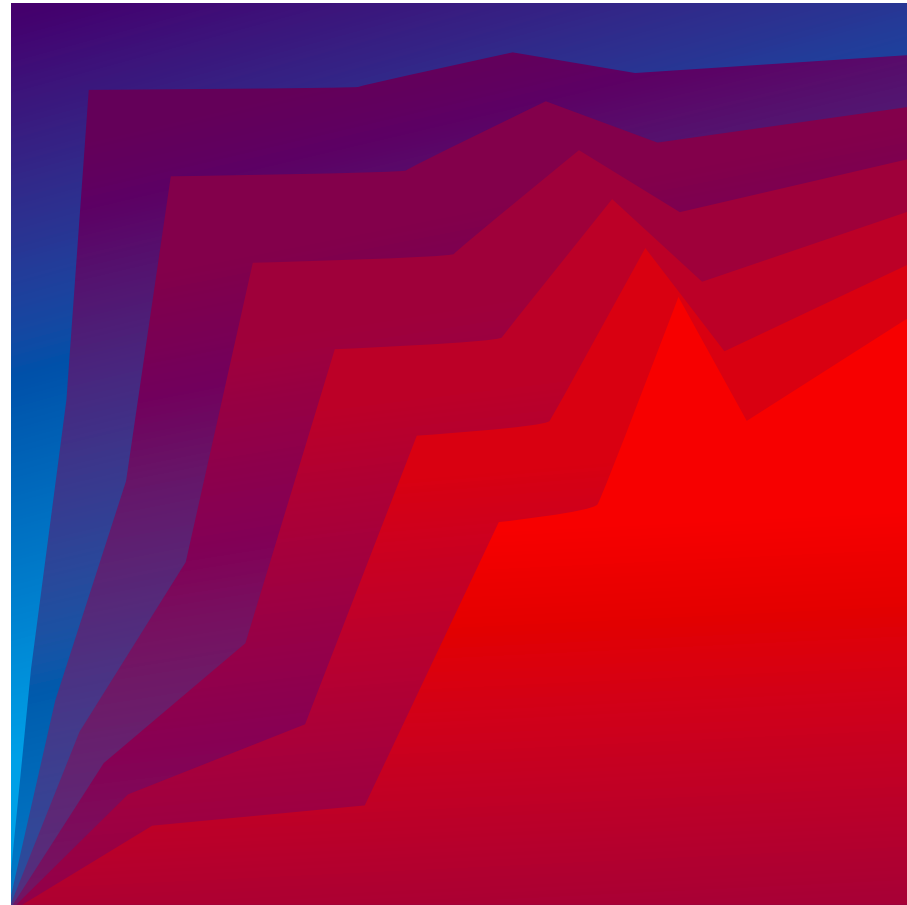


Netflix’s assets



The background features a series of concentric circles that create a tunnel-like effect, receding towards the right. The color palette transitions from a vibrant red on the left to a deep blue on the right. The bottom edge of the image is decorated with a series of overlapping, rounded, wavy shapes that mirror the circular theme.

Conclusions



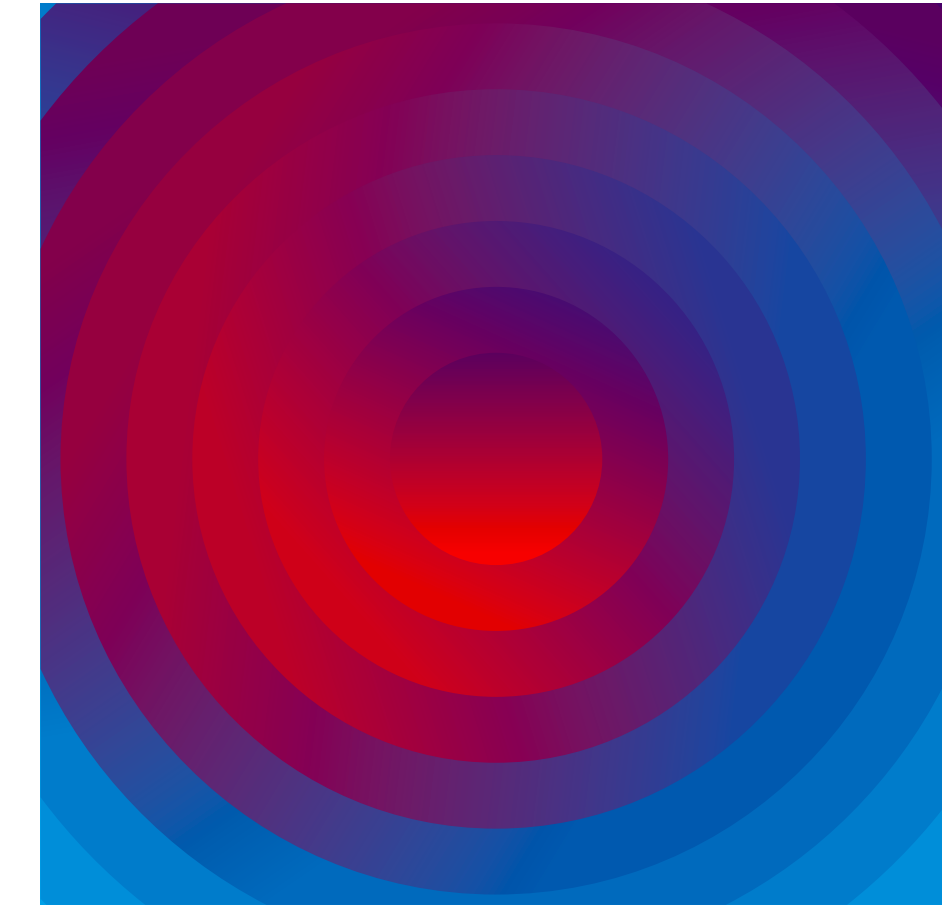
Launch impact

A screen adaptation release generates an average uplift of almost 200% in the first four weeks, turning the screen into publishing's most powerful marketing engine.



Synergy

Reading and screen experiences complement each other — each becomes a natural extension of the other.



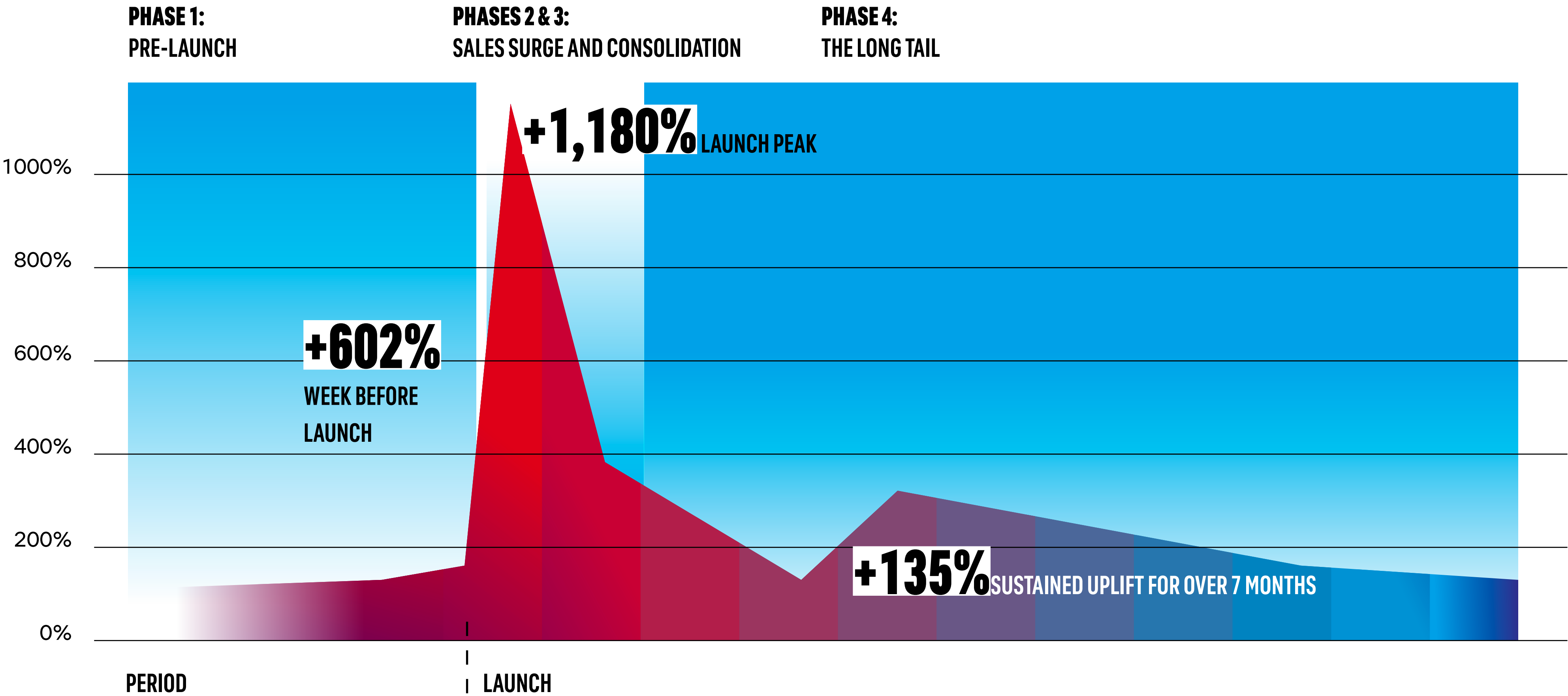
The streaming opportunity

Anticipating these uplifts allows publishers and streaming platforms (led by Netflix) to optimize reprints, tie-in release timing, and strategic partnerships.

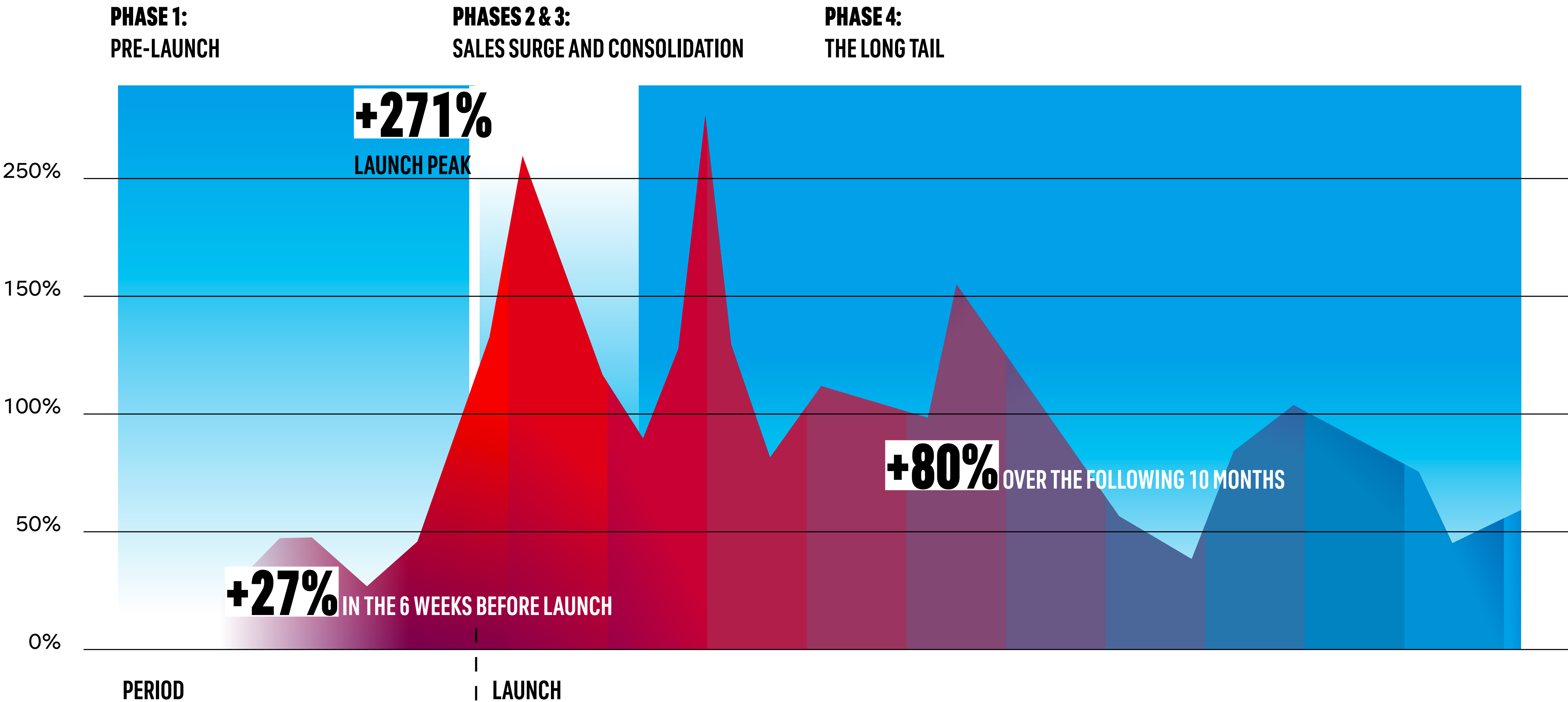
Case Studies

The Leopard
All Quiet on the Western Front
Bridgerton

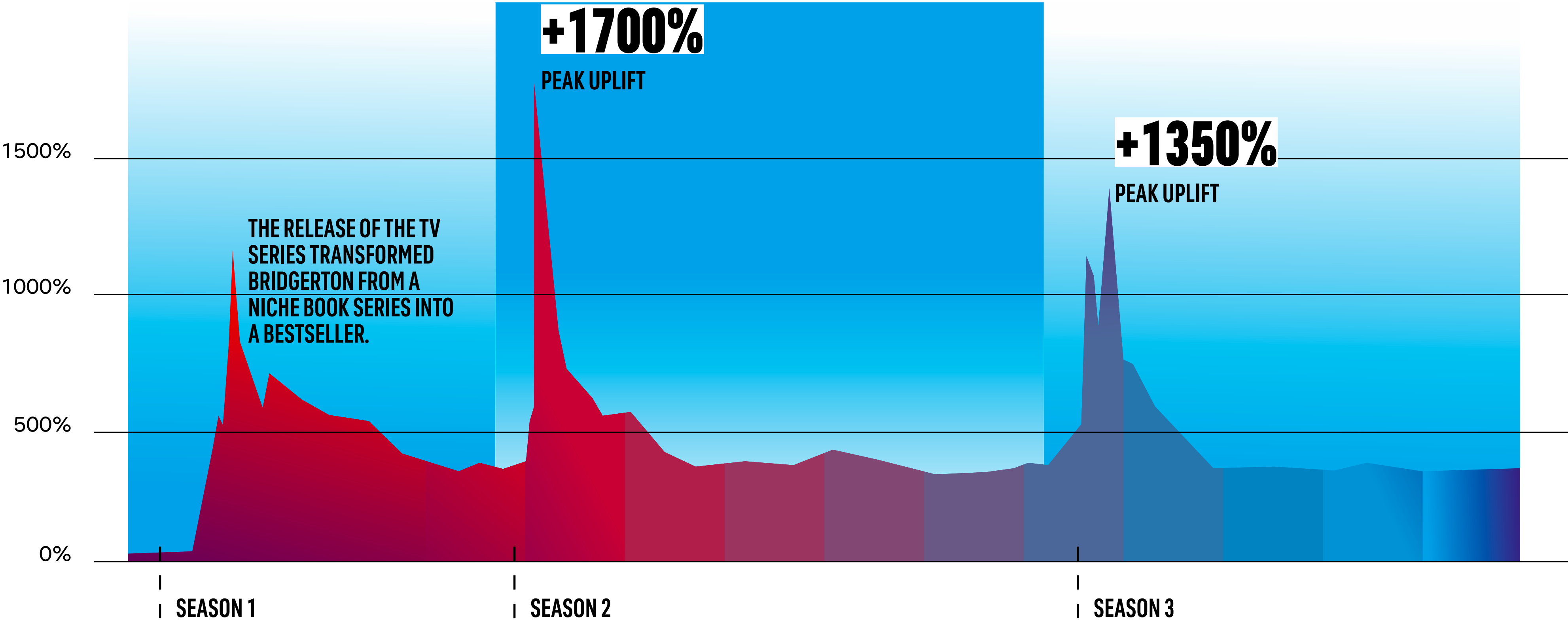
the LEOPARD



ALL QUIET ON THE WESTERN FRONT



BRIDGERTON



The background of the slide consists of a series of concentric rectangles. The outermost rectangle is a bright blue. As the rectangles move inward, the color transitions through various shades of blue and purple, eventually reaching a deep red at the center. This creates a strong sense of depth and perspective, resembling a tunnel or a series of nested frames.

Thank You