

Hot Sheet: Below reels in strong Canadian demand

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Netflix's *Below* made its first appearance on the Hot Sheet alongside Disney+'s *VisionQuest* and Paramount+'s *Avatar: Seven Havens*.

Netflix Canada's limited series *Below* pulled in strong Canadian demand in mid-October following its series premiere on Oct. 8.

The **Newfoundland-set** miniseries was 33.3 times more in demand than the average series in Canada during the week of Oct. 12 to 18, according to Parrot Analytics. That demand pushed *Below* to No. 4 on the digital originals chart, above series like Prime Video's *Carrie*, Paramount+'s *MobLand* and Apple TV's *Ted Lasso*.

Since its premiere, *Below* has been Netflix's **most-watched** series globally for

two weeks straight, amassing more than 38 million views and 155.7 million hours viewed.

NBC's *Saturday Night Live* **remained** on top of overall demand with an average of 73.8. It was followed by ABC's *Dancing with the Stars* with an average of 46.6 and Comedy Central's *South Park* with an average of 42.8.

YouTube and Prime Video's *Helluva Boss*, meanwhile, led demand for digital original series and was No. 4 on the overall chart with an average of 40.7. Season three of the adult animated series premiered on Prime Video on Oct. 14.

Alongside *Below*, two other new shows made their debut on the Hot Sheet in mid-October.

Disney+'s *VisionQuest*, which premiered on Oct. 13, landed at No. 3 on the digital originals chart with an average of 33.6.

Further down, Paramount+'s *Avatar: Seven Havens* claimed No. 6 on the chart with a demand average of 31.9. The animated series continues the story of Nickelodeon's *Avatar: The Last Airbender* and premiered on Oct. 9.

Crave's *Heated Rivalry* (Accent Aigu Entertainment) dropped four spots to No. 9 on the digital originals chart, despite maintaining a stable demand average from last week.

Top 10 Digital Originals: Canada (original platforms)

1. *Helluva Boss* (YouTube): 40.7
2. *Hazbin Hotel* (Prime Video): 34.8
3. *VisionQuest* (Disney+): 33.6
4. *Below* (Netflix): 33.3
5. *Stranger Things* (Netflix): 32.4
6. *Avatar: Seven Havens* (Paramount+): 31.9
7. *Carrie* (Prime Video): 29.2
8. *Ted Lasso* (Apple TV): 25.9
9. *Heated Rivalry* (Crave): 24.1
10. *MobLand* (Paramount+): 21.9

Top 10 Overall TV Shows: Canada (original networks)

1. *Saturday Night Live* (NBC): 73.8
2. *Dancing with the Stars* (ABC): 46.6
3. *South Park* (Comedy Central): 42.8
4. *Helluva Boss* (YouTube): 40.7
5. *Sesame Street* (PBS): 39.2
6. *The Daily Show* (Comedy Central): 36.7
7. *The Voice* (U.S.) (NBC): 35.2

8. *Jimmy Kimmel Live!* (ABC): 35.1
9. *Hazbin Hotel* (Prime Video): 34.8
10. *VisionQuest* (Disney+): 33.6

Parrot Analytics calculates its Top 10 lists using Demand Expressions, which are shown by using a metric that demonstrates how much more in-demand the top series are than the average TV show (linear, pay TV, SVOD and AVOD) in Canada. For example, a difference of 1x represents the market average and 10x means a series is 10 times more in demand than the average TV show in this market. Demand is defined as the total audience demand being expressed for a title within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; thus, a stream or download is a higher expression of demand than a “like” or comment.

Photo by Jan Thijs/Netflix

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