

SMALL DATA FOR BIG RESOLUTIONS

powered by logIQ

Be a better person next year with these resolutions based on the curious consumption habits that our data intelligence platform has picked up across our clients' services this year.



All data used in this campaign is anonymous. Mirada's global data intelligence platform manages anonymised user data without personal details that could lead to revealing a user's identity.



Be as excitable as the Christmas lover who watched

THE GRINCH

43 TIMES

IN SUMMER

BE AS PREPARED FOR THE IN-LAWS

as the wise person who watched

HOW TO TRAIN YOUR DRAGON

15 TIMES



Be as popular as the episode of

GAME OF THRONES

THAT ADDED 47%

to total VoD consumption

ON ITS RELEASE DAY



BE A BETTER BUDDY

to the person who watched

KILL YOUR FRIENDS

18 TIMES



BE AS ROMANTIC

as the love-crazed viewer who watched

275 ROM COMS

OVER THE YEAR



BE AS PATIENT

as the suffering parents whose kid played

THE BOSS BABY

82 TIMES



Be as sensitive as the viewer who spent

26 HOURS

CRYING THEIR WAY THROUGH

THE NOTEBOOK



Be braver than the scary cat who started

IT

85 TIMES

BUT NEVER GOT FURTHER

THAN 14 MINUTES



BE AS LOYAL

as the household that dedicated

67% OF THE YEAR

to their beloved

TV SCREEN



logIQ

THE BRAIN BEHIND THE CAMPAIGN

See how our powerful data intelligence platform, LogIQ, could empower your pay TV platform.

Learn more 