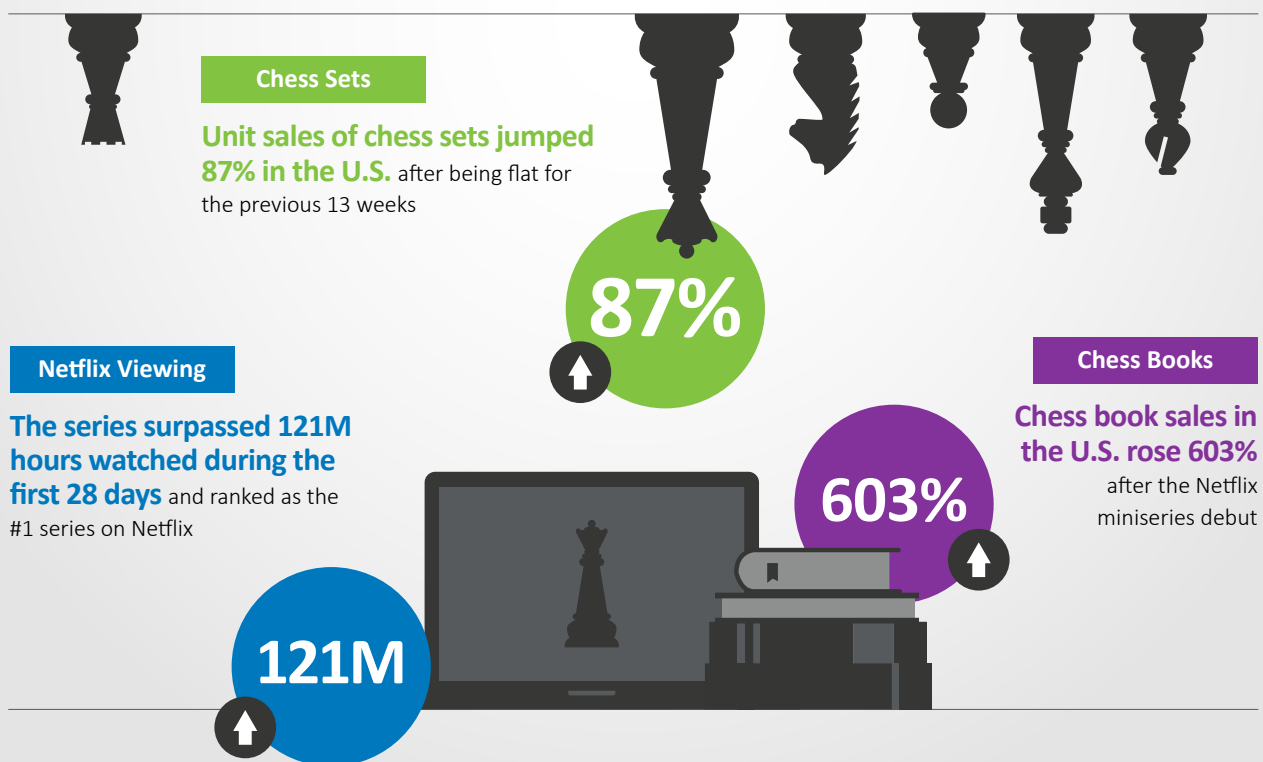


Cross-entertainment Impact: The Queen's Gambit

In this interconnected entertainment universe, it's critical to understand the influence of streaming television series on product sales. As viewing time rose for "The Queen's Gambit" miniseries during the three weeks following its late-October Netflix debut, there was a sharp upturn in sales of chess books and chess sets. Sales that had been flat for years turned sharply upward as the popular new series gained a strong following. **Here's a closer look.**



Discover the dramatic impact a popular streaming television series can have on product sales. Our entertainment expertise — built on best-in-class data, thought leadership, and unparalleled analytics — equips industry leaders to grow their business in a rapidly changing environment. Get a holistic view across books, media entertainment, toys, and video games.

Source: The NPD Group/Retail Tracking Service (U.S. toys POS data), Subscription Video Track, NPD BookScan™

Want more insights like this? Contact Sheryl Harkins at 312-282-8266 or email sheryl.harkins@npd.com.

