



Coverage Addition Report: CURI

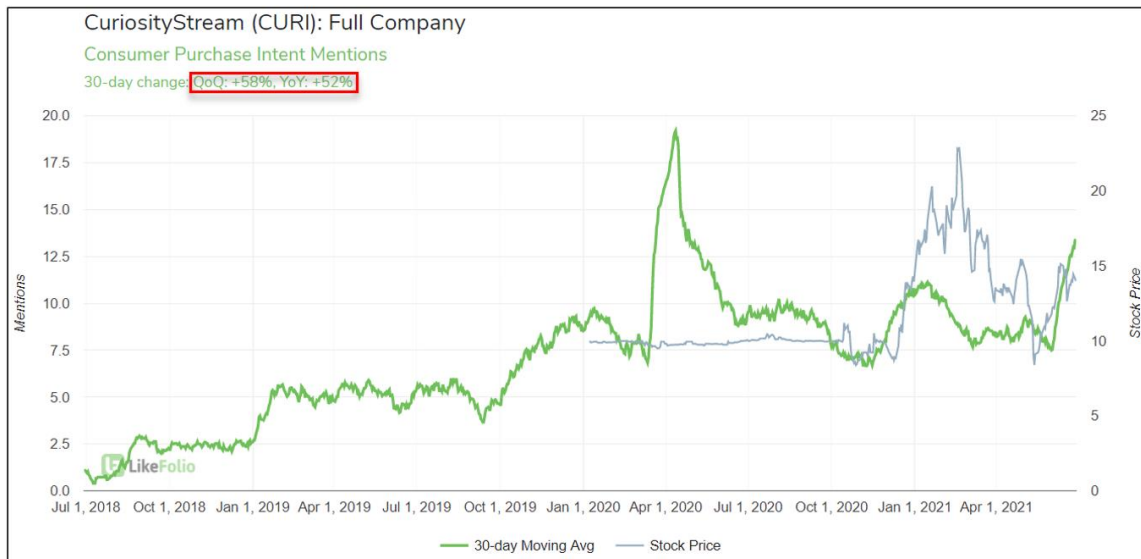
CuriosityStream Inc. (NASDAQ:CURI)

CuriosityStream is an American media and entertainment company that provides licensed and original online video content to its subscribers. Launched by the founder of the Discovery Channel in 2015, it specializes in educational programming, documentaries, and informative TV shows, covering a wide variety of topics including: science, history, society, nature, lifestyle, and technology.

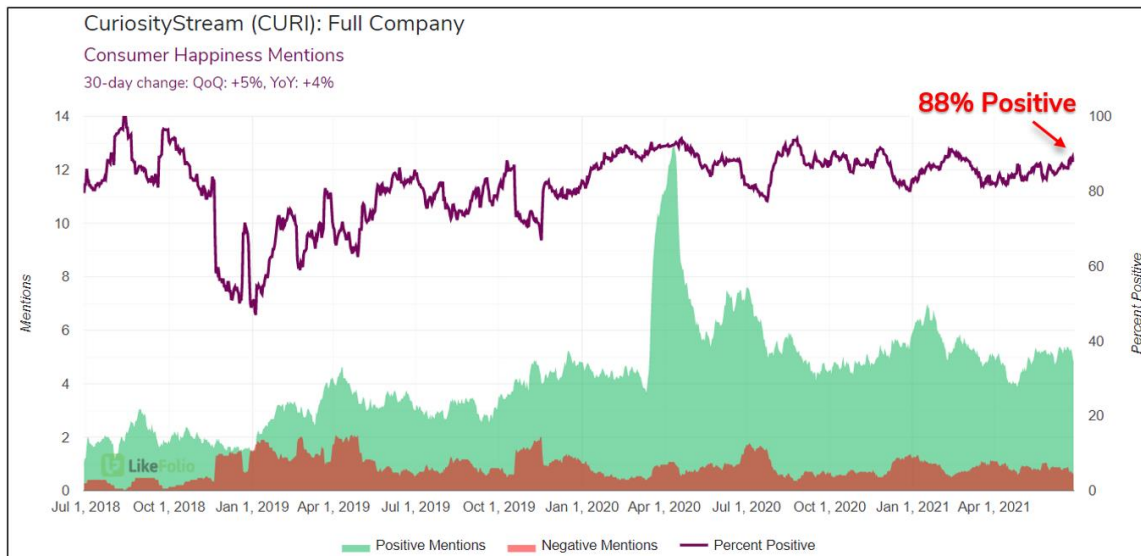
Current Outlook: Bullish

Key Points

Purchase Intent Mentions are surging: +52% YoY, +58% QoQ (30d MA)



Phenomenally high Consumer Happiness: 88% positive in the past 30 days (+4% YoY)



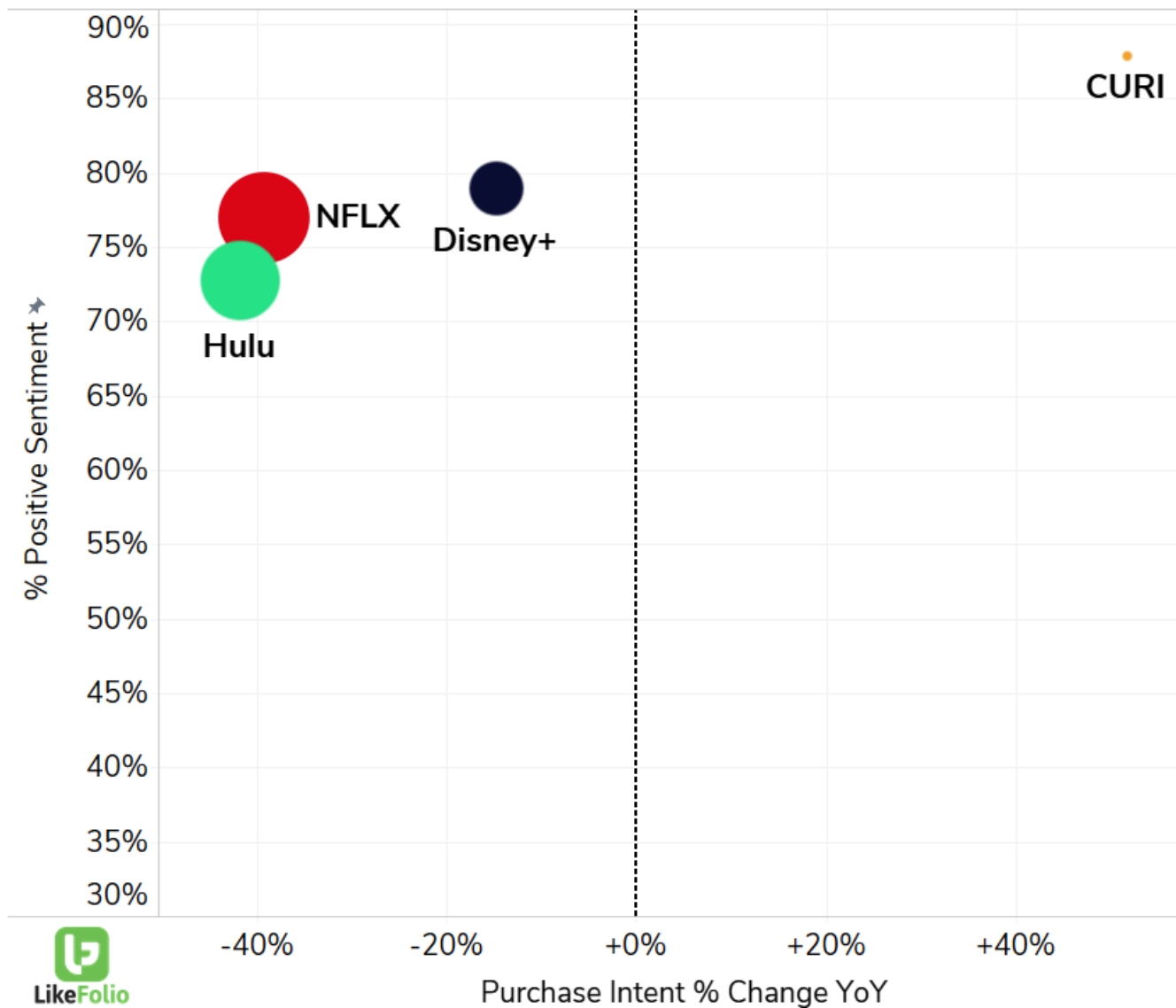
Competitive Analysis:

The charts below plot Purchase Intent growth on the x axis and Consumer Happiness on the y axis. The ideal positioning is in the top right corner. It helps to view companies alongside relevant peers to understand where they sit in the eyes of consumers.

Long-term Lens:

A longer-term view shows that CURI has begun to outperform its largest competitors in the OTT content industry, in terms of YoY Purchase Intent growth and Consumer Happiness.

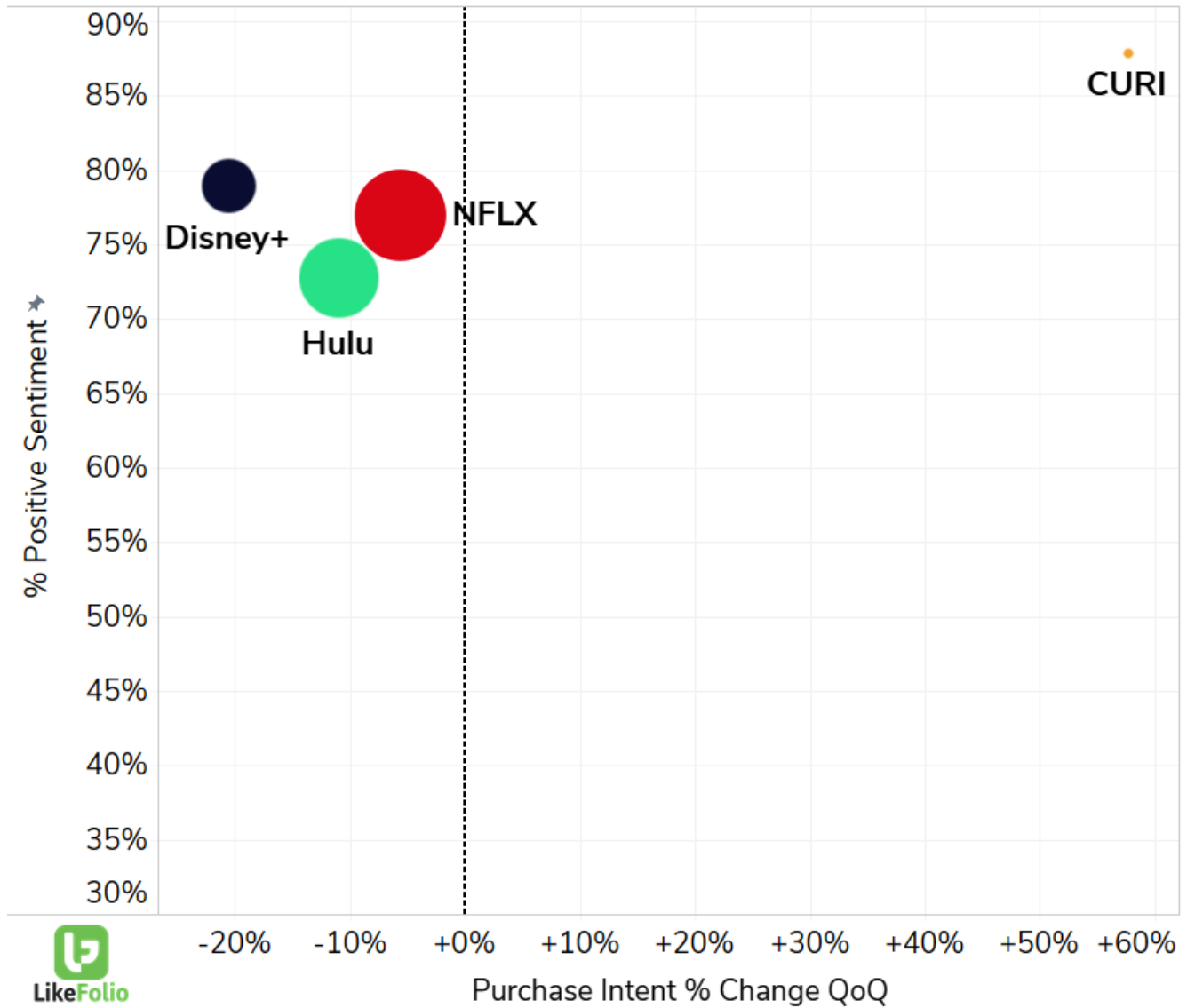
Purchase Intent vs. Sentiment, 30-day Moving Average



Short-term Lens:

A short-term industry comparison yields similar results to those of the long-term view, with CuriosityStream showing significant relative strength in recent months.

Purchase Intent vs. Sentiment, 30-day Moving Average



Key Takeaways:

- **CURI Consumer Demand growth is accelerating**, with Purchase Intent Mentions showing robust YoY and QoQ strength in recent months.
- **CURI's consumer Sentiment is overwhelmingly positive** – Not only does it rank the highest among its industry peers, CuriosityStream boasts one of the highest Happiness scores in the entirety of LikeFolio coverage.
- **Significant potential for future growth** – With a unique market niche and relatively low Mention volume (compared with that of established platforms), CURI has compelling long-term potential if it can maintain its current trajectory.
- **Needs better numbers to impress the market** – Shares of CURI sold lower, after [21Q1 earnings results](#) came in slightly below Wall St. expectations.
- **More consumers turning to OTT Streaming**, will serve as a tailwind for CURI long-term. While total streaming hours are showing some signs of [YoY decline vs. peak lockdown levels](#), the amount consumers pay for streaming services has actually increased +24% since lockdown [took hold in April 2020](#). Meaning that although total viewing hours can be expected to normalize, users are increasingly receptive to streaming service add-ons.

We're Bullish – Based on the powerful uptrend in consumer Demand seen in recent month, CURI's industry-leading consumer Happiness, and notable potential for future growth, we're initiating coverage for this company with a positive outlook. Expect to see an official bullish alert for this promising company in the near future.

Next Earnings: 21Q2 release (for the quarter ending 6/30/2021) is scheduled for mid-August 2021.
Last earnings release for [21Q1](#) (ended 3/31/2021) was on 5/11.