

The “EVIL” Age of Streaming

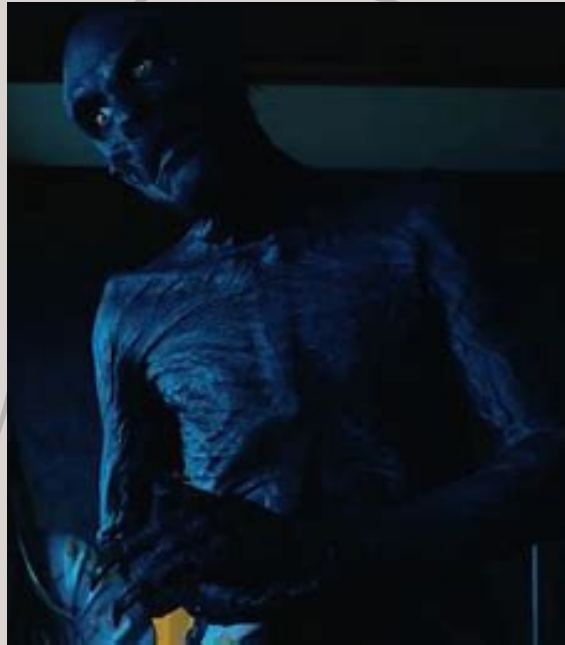
Presented by Ethan Ainley

DAC 661
Important Media
Report



EVIL Synopsis

Evil is a genre-bending horror show that follows three assessors who are hired by the Catholic church to investigate the supernatural.



Characters

Dr. Kristen Bouchard

David Acosta

Ben Shakir

Leland Townsend

Sheryl Luria

Sister Andrea

Bouchard Daughters

Dr. Kurt Boggs

Andy Bouchard

Secret Priest Dude



Good
person

Morally
grey

Horrible
person

Loved by
fans



Opinions
are
divided



Hated by
fans





Farewell to 'Evil,' a Show That Will Leave Us Knowing It Was Right

“The unlikely Paramount+ cult hit blended procedural casework, casually profound philosophical debate, off-kilter humor, and B-movie horror. It will be remembered as one of the great series of its era.”

Evil Is the Best Show You Might Not Be Watching

Michelle and Robert King's beguiling followup to *The Good Fight* is a necessary *Evil*.



96

Katja Herbers as Dr. Kristen Bouchard, “Evil”



Photo : Elizabeth Fisher / Paramount+

CBS, 2019-2020; Paramount+, 2021-2024

In the gone-too-soon “Evil,” created by Robert and Michelle King, Herbers’ Kristen started as a disbelieving, Dana Scully-like character. A forensic psychologist and mother of four daughters, she was the voice of reason in a trio of the Catholic Church assessors who investigated possible supernatural occurrences: possessions, potential demonic activity — you know the kind. But

Relevant Storylines

Social Media

Influencers

Deep Fakes

Politicians

Artificial Intelligence

There is a season four episode dedicated to AI chatbots that are created to help the grieving process.

Amazon Mistreatment of Workers

Police Brutality

Mental Health

Technology

An episode deals with VR early in the series. There is a brain chip episode in season 4. Robots, drones,

Capitalism



Methodology of EVIL?

What is it trying to say about society?

Creation

The creators, Michelle and Robert King, have said that their creation of “EVIL” came from the want to explore all the different forms of evil present in society.

Faith

Stemed from dinner table conversations about what is the cause of evil. Is it science, genetic, or demonic? The show takes this same perspective on faith and analyzes religion rather than villainizing or endorsing the practice.

Overall

“EVIL” is more about posing questions rather than answering them. There are mysteries that go unsolved. They don’t take one side and instead present multiple sides. Not even the demons that exist in the show are necessarily real. They leave it open to interpretation of the viewer.

Characters

The characters of “EVIL” operate in a gray area. Some are darker shades than others. It is very reflective to reality.

Themes

Evil, Religion, Family, Ethics, Politics, Systems of Government, Mental Health, Science, humorous

Influences

Real-life job, The X-Files, The Omen, The Exorcist, Rosemary’s Baby,

SIGILS

Phase 1

A repetition of symbols is noticed among the “monsters of the week” in the show.

Phase 2

The team learns about the Codex when a profit is found filling in missing spots.

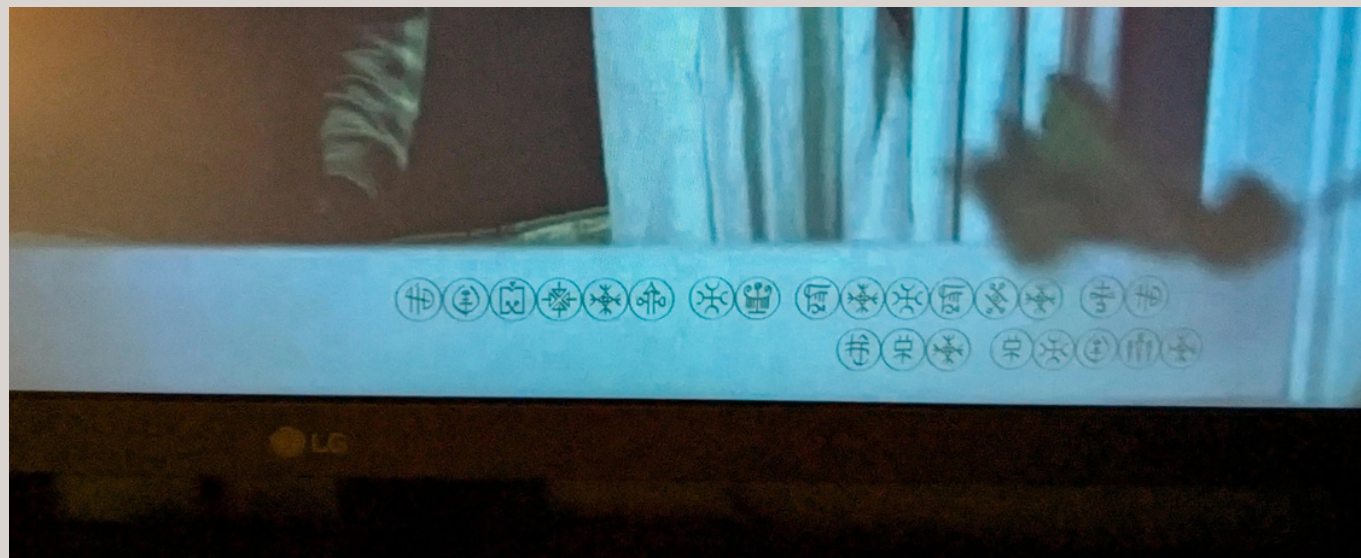


Phase 3

The team collects the pieces together to try and understand the meaning. Evil forces are using the sigils and map as influence.



REDDIT



r/EvilTV • 3 yr. ago
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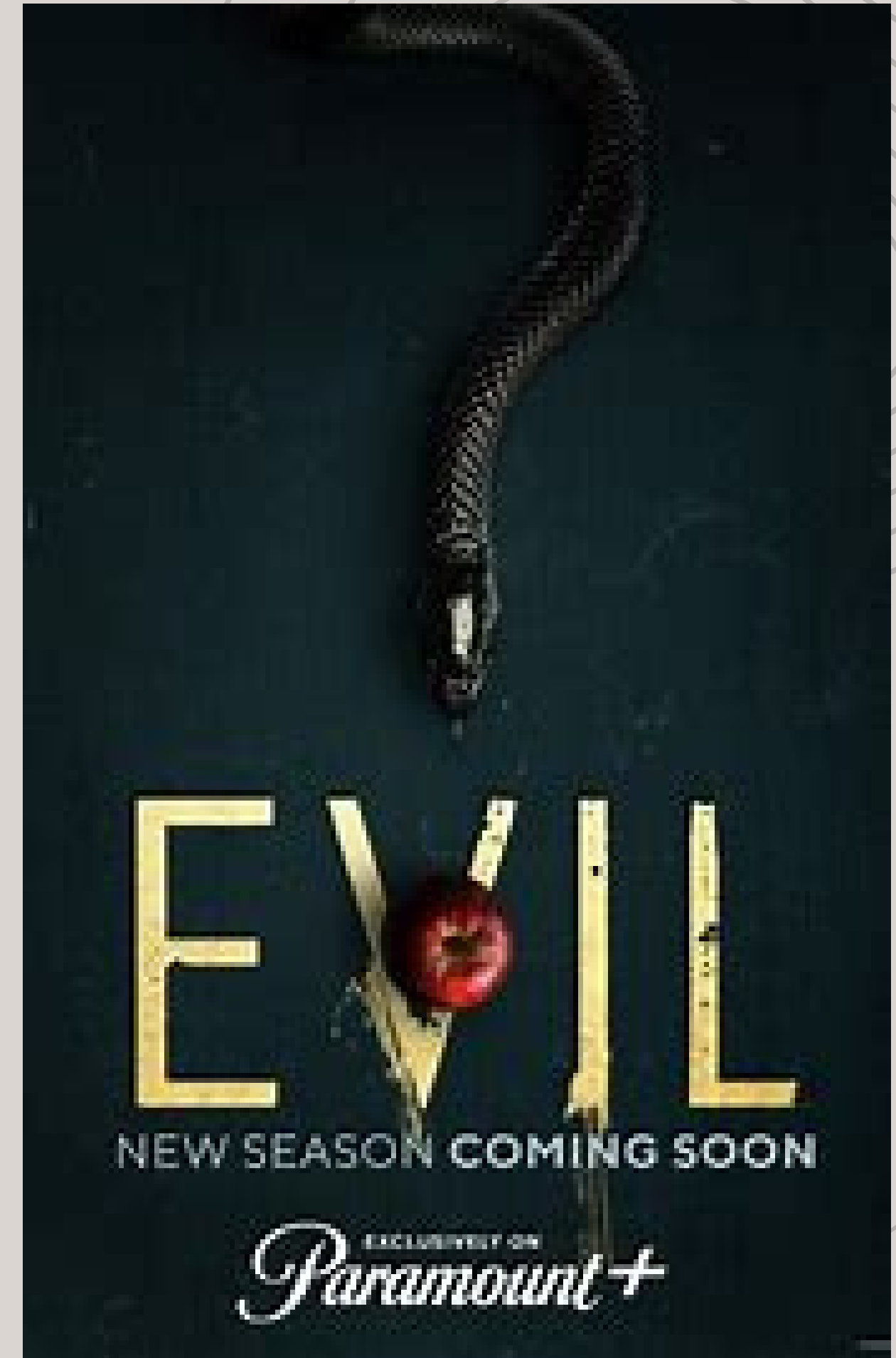
The "Evil" Sigil Map





EVIL's Run

- | | |
|--|--|
| 01 CBS Premiere, 2019 | 05 Season 3 premiered one year later |
| 02 Renewed, 2020 | 06 Renewed for season 4 |
| 03 Due to pandemic, moved to Paramount Plus, 2021 | 07 Later announced to be the final season |
| 04 Season 2 premiered, 2021 | 08 Given 4 extra episodes to wrap up series |



Cancellation

The creators, cast and crew had plans for more seasons

Reasons for cancellation boil down to money.



Paramount wants to sell and merge. Therefore they want to “cut off excess fat” to appear more appealing to buyers

Paramount Plus isn't a streaming service with tons of money to throw at the wall hoping something sticks.

The series was at the top of several TV viewership ratings. It received boosts from appearing on Netflix.

Throughout its four seasons, the show received critical acclaim.

The series has a dedicated and loyal fanbase.

Thesis

Streaming algorithms are guided by the greed of large companies, who disregard the importance of compensating creativity, leading to the disintegration of the quality of television and the production formula with many shows on the fringe not getting the attention they deserve as evidenced by “Evil”.



Note: There is a balance that needs to be stricken between business and creativity. They cannot exist without one another. However, business is currently bulldozing creativity. If something is not done to control the severity of damage corporations are causing, there may be serious long-lasting damage.

Problem

01

Streaming services are looking to produce “content” for the cheapest and safest possible. Often looking to reboots, revivals and adaption.



02

The success of a show is determined in the first month of release. Many companies follow an algorithm. There is no time given for an audience to grow over time.



03

Series are producing fewer episodes but taking longer to release seasons. This is due to the streaming services caring less about keeping the audience of the show happy.





“It seemed to connect with people in a really strong way,” Robert King said of “Evil” during a recent interview with both showrunners. In this current moment — when the Peak TV bubble has burst, but there’s still way too much television — he said, “you’re doing things in a void,” so when there’s tangible proof that a series has had a real impact, “it’s kind of magic in a way, when people respond.”

Fan Renewal Campaigns

01

Rarely Successful and less to do with the fan support

02

Netflix has been the most prevalent at saving cancelled shows

03

A quick and easy way for them to increase content rollout

04

The main factors revolve around money. How much does it cost to produce?

05

Examples:
Arrested Development, Longmire, Designated Survivor, Girls5eva, Manifest, Lucifer, You, Cobra Kai



Neilsen Ratings

Overview

National rating system of television viewership.

Developed in 1950 and used consistently since that time.

Jan. 6 – Jan. 12, 2025				
Program Name	Rank	Minutes (Millions)	# of Episodes	SVOD Provider
Squid Game	1	2,365	16	Netflix
Landman	2	1,378	10	Paramount+
American Primeval	3	1,254	6	Netflix
Virgin River	4	878	64	Netflix
Missing You	5	752	5	Netflix
The Traitors	6	555	26	Peacock
Evil	7	466	50	Netflix / Paramount+
Silo	8	450	19	Apple TV+
Jerry Springer: Fights, Camera, Action	9	420	2	Netflix
Beast Games	10	405	5	Prime Video

Source: Nielsen Streaming Content Ratings (Amazon Prime Video, AppleTV+, Disney+, Hulu, Max, Paramount+, Peacock and Netflix), Nielsen National TV Panel, U.S., viewing through television.

Top 10 of 2024

2024 Top 10 Streaming Originals

	Program Name	SVOD Provider	Episodes	Minutes Viewed in Billions
1	Bridgerton	Netflix	24	21.42
2	Love Is Blind	Netflix	96	16.45
3	The Boys	Prime Video	33	13.58
4	The Lincoln Lawyer	Netflix	30	12.44
5	Fallout	Prime Video	8	11.95
6	Futurama	Hulu	163	11.75
7	Fool Me Once	Netflix	8	10.89
8	Evil	Netflix / Paramount+	50	10.76
9	Gabby's Dollhouse	Netflix / Prime Video	74	10.74
10	Reacher	Prime Video	16	10.57

Source: Nielsen. Interval: 01/01/2024-12/29/2024. Rank based on Persons 2+ minutes viewed in billions.



Recommendation

1
Room 320



2
S is for Silence



3
Braindead (2016)



Conclusion

TV is at a crossroads. The increased price in streaming services and bundling is in a strange way circling back to cable.

I believe that there needs to be a more sustainable method of production put into place.

The future of television should be a combination of the past and aspects from the present. Both have effective elements that can be implemented.





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