

Hello team,

Please see below the launch recap for *The Wilds Season 2* and *Outer Range Episodes 7-8*.

The Wilds S2 Conversation:

- Despite negative [conversation](#) around [sensitive](#) themes in the season, fan [sentiment](#) of season 2 has [mostly](#) veered in an [overall receptive direction](#). A myriad of fans [binged](#) the season in [less](#) than [24 hours](#) and requests for [another](#) season [continuously pour](#) in.
- Some fans expressed that there was [too much](#) of a focal point on the [boys](#) without developing a [connection](#) to them [previously](#); while the girls' storylines felt [rushed](#) and [dismissed](#). Various fans [confessed](#) to [skipping](#) scenes with the boys.
- The scenes involving delicate subjects such as [sexual assault](#) and [suicide](#) left some fans [aggravated](#) at the [depictions](#), highlighting the potentially damaging [impacts](#) towards the [queer community](#). A heavily circulated time stamped [trigger warning thread](#) was shared between the [fandom](#) online who [may](#) be particularly [distressed](#) by certain scenes.
- While viewers [continue](#) to maintain "[Shoni](#)" as the fan [favorite](#) pairing; Leah and Fatin (AKA "[Leatin](#)") have been rapidly [emerging](#) as a season [spotlight](#). Shoni admirers have [conveyed heartbreak](#) over the couple's [breakup](#), while being [hopeful](#) for what may come of [Leatin](#).
- The [performances](#) of the [girls](#) were [widely celebrated](#), with an [abundance](#) of fans highlighting [Reign Edwards](#) and [Sarah Pidgeon](#) specifically.

The Wilds S2 Reviews:

[By Meredith Vitanza](#) boys were unnecessary but gotta give 5 stars for my girls

[By Teaching Mom](#) amazing please renew for season 3!!!!

[By A](#) Was just as good as season 1

[By Maggie](#) The show was such a rollercoaster which I love 10 out of 10.

[By Kindle Customer](#) The show takes a pretty played out idea of deserted island and makes it new with the social experiment spin. The acting is great, really solid score/soundtrack, and the setting when the characters are castaways could not be more breathtaking

[By Irene](#) love the show, the character arcs and very excited for season 3! (which i hope there is)

[By Vicky](#) such an amazingly written show, all of the girls are so uniquely written and i adore all of them

[By Amazon Customer](#) I loved this season! and season 3, please make Fatin and Leah a thing already and don't break Toni and Shelby up .

The Wilds S2 Performance:

Key Takeaways

- Throughout the year, there was strong momentum for S2 aided by consistent posting, which created fan excitement. On the IG grid, the [top performing post](#) (11.97% ER) was a carousel with the cast showing the number 2, a play on the date (2/22/22) and teasing season 2. The next top performing post was a carousel featuring [Shoni](#) (10.51% ER) posted on the release date.
- Most Reels generated higher than the YTD Median views and engagements. The top performing Reel featured fan-favorite couple, Shoni, for [Lesbian Visibility Day](#). This was an effective tie-in to culturally relevant conversations through Original characters.
- On Twitter, the top performing 4 posts were all from the launch weekend with each showing images or albums with favorite characters. Among the top 5 was [Twitter's version](#) of the top performing IG grid post, "2sday" (2.17% ER). This demonstrates the benefits of consistent hype-building throughout the year for highly anticipated Originals.

Content Recommendation

- Continue with scheduled posting.

Top Posts by Channel

IG Reels: [Lesbian Visibility Day](#) (529K views / 45K engagements vs 107K YTD median views / 4.3K YTD median engagements)

IG: [2sday Carousel](#) (11.97% vs 4.43% YTD Avg. ER)

TW: [Fatin is a mood Image](#) (2.64% vs 0.56% YTD Avg. ER)

YT: [The Wilds Season 1 | PV Recap](#) (2.4K hrs watchtime / 26.9K views vs 20K hrs watchtime / 10K views)

TT: [Rise and shine, we're still in hell](#) (83.1K engagements vs 7.8K benchmark)

FB: [Season 2 Trailer](#) (0.89% vs 0.75% YTD Avg. ER)

Amazon Studios Top Posts

IG: N/A

TW: [Date announcement album](#) (1.69% vs 0.75% YTD Avg. ER)

Outer Range Ep 7-8 Conversation:

- It was a [strong](#) and [successful season](#) wrap up for [Outer Range](#)! Fans [across](#) the internet are [raving](#) about the [final](#) two [episodes](#), overall [series](#), and are dubbing it a [must-see](#).
- The ending of episode 8 was [immensely well received](#), with fans [indicating](#) that with [answers](#) came more [questions](#).
- Many viewers are [already beginning](#) to [rewatch](#) the [season](#) to see if they can pick up additional [clues](#) from a more comprehensive [vantage point](#).
- Albeit some [identifying](#) the show as being [slow](#), numerous fans [enjoyed](#) its [pacing](#) as the season [concluded](#).

Outer Range Ep 7-8 Performance:

Top Posts by Channel

IG Reels: [Noah Reid talks about Billy](#) (33K views / 1K engagements vs 107K YTD median views / 4.3K YTD median engagements)

TW: [Final Episodes Video](#) (0.41% vs 0.56% YTD Avg. ER)

YT: N/A

TT: [The subconscious doesn't forget](#) (390 engagements vs 7.8K benchmarks)

FB: [Final Episodes Teaser](#) (0.39% vs 0.75% YTD Avg. ER)

Amazon Studios Top Posts

IG: [Cinematography Talent Tribute](#) (5.37% vs 4.90 March Avg. ER)

IG Reel: [Leonard Cohen Reel](#) (71K vs 28.4K YTD Median Views)

TW: [Certified Fresh Image](#) (2.09% vs 0.75% YTD Avg. ER)