Crosswalk

METHODOLOGY · NOVEMBER 2026

Digital Twins IQ

How we build an audience you can ask, seat it in a room, and read what it will do.



The room on our Prime Video twin. One seat for each archetype in it.

Digital Twins IQ lets you ask an audience before you decide.

A twin is built from what real people did. You can seat it in a room, ask it anything, get real time answers and watch how it reacts to your show, your price or your plan.

1 **We start with real behavior.** Crosswalk sees the entire digital life of 10M opted-in US consumers, from what they watch and stream to what they search and buy and every other step in their digital life. We use the longitudinal historical behavior of each user in our panel to create their synthetic twin.

2 **Inside every twin are 12+ different archetypes.** Together they add up to the whole audience.

3 **A room seats one person for each archetype.** A seat that stands for 16.6M people counts for more than one that stands for 3.6M. The number of seats is determined by how many different archetypes make up the total custom twin audience.

4 **Pilot Testing puts the room in front of your cut.** Seats turn a dial as they watch, and provide real time feedback.

5 **Counts come with a confidence score.** We date each call ahead of the result and score it when it lands. Misses stay on the record.

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1

A twin is an audience you can ask questions.

It stands in for real people. You ask it what you would ask them, and it answers from what those people have done.

A twin can be the people who watch a show, use a service, follow a star or buy a brand. It can also be a group you shape yourself, such as women 25 to 44 in Dallas.

A twin is not one average person. It is made of the archetypes inside the audience, usually 12 to 16 of them. Each archetype has one person who stands for it. The people in all the archetypes add up to the whole audience.

Who makes up the Amazon Prime Video twin

128,116,302 subscribers in the US · 16 archetypes



Just found it **16.4%** · Trying it **16.4%** · In the habit **39.0%** · Drifting away **15.1%** · Back after a break **13.1%**



Older regulars on sport and crime series
16,572,733 people · 12.9% · Devin, 65, Tampa



Thursday night football people
15,200,112 people · 11.9% · Caleb, 53, Los Angeles



Under-35 fans of The Boys and Fallout
14,605,258 people · 11.4% · Kenji, 33, New York



New members who just found the video app
9,736,839 people · 7.6% · Miles, 32, Los Angeles



Under-35s testing it against Netflix
9,096,257 people · 7.1% · Isabel, 29, San Francisco



Busy parents trying one big series
7,558,862 people · 5.9% · Aaron, 50, New York

FIG. 1 The Amazon Prime Video twin, 5+ historical years to November 18, 2026. Each block is one archetype, sized by its people and colored by where they are with Prime Video. The six largest archetypes are shown with the person who stands for each.

HOW WE FIND THE ARCHETYPES

1. We sort the audience by stage: just found it, trying it, in the habit, drifting away, or back after a break.
2. We sort it again by stage of life: under 35, 35 to 54, and 55 and older.
3. People in the habit split again into the most devoted and the regulars.
4. The groups are fitted so they match the audience's own mix of ages and stages.
5. An archetype smaller than 2.5% of the audience joins the archetype closest to it. If fewer than 12 archetypes are left, the largest split again, for example by gender or by age.
6. Each archetype gets a plain name in the subject's own words, and a person to speak for it in a room.

WHAT THIS MEANS When you ask a twin a question, every archetype in the audience answers.

2

Every twin starts from what real people did historically.

We see what the people in your audience watch, stream, search and buy, and the rest of what they do online. A twin is built from their history over the past 5+ years.

THREE WAYS TO BUILD ONE

1

From a profile we hold

The audience of a show, a star, a service or a brand. If we do not have it yet, we build it first, usually in under an hour.

2

A group you shape

Pick gender, age, income, ethnicity and where they live. You can set the percentage shares yourself.

3

From a list of links

Paste or upload links to a show page, a channel, a feed or an article. The twin is the people who went there.

WHAT EVERY TWIN CARRIES

Who they are

Gender, age, ethnicity, income, education, kids at home and relationship. Where they live, the services they use, what they buy and the people they follow.

How they respond

Twelve habits, each a dial from 0 to 100. A 50 is an ordinary US audience. Each archetype carries its own version of these habits.

Where they are with it

Five stages: just found it, trying it, in the habit, drifting away, and back after a break. Every archetype sits at one of them.

How the Amazon Prime Video twin responds

0 to 100 · the line at 50 is an ordinary US audience

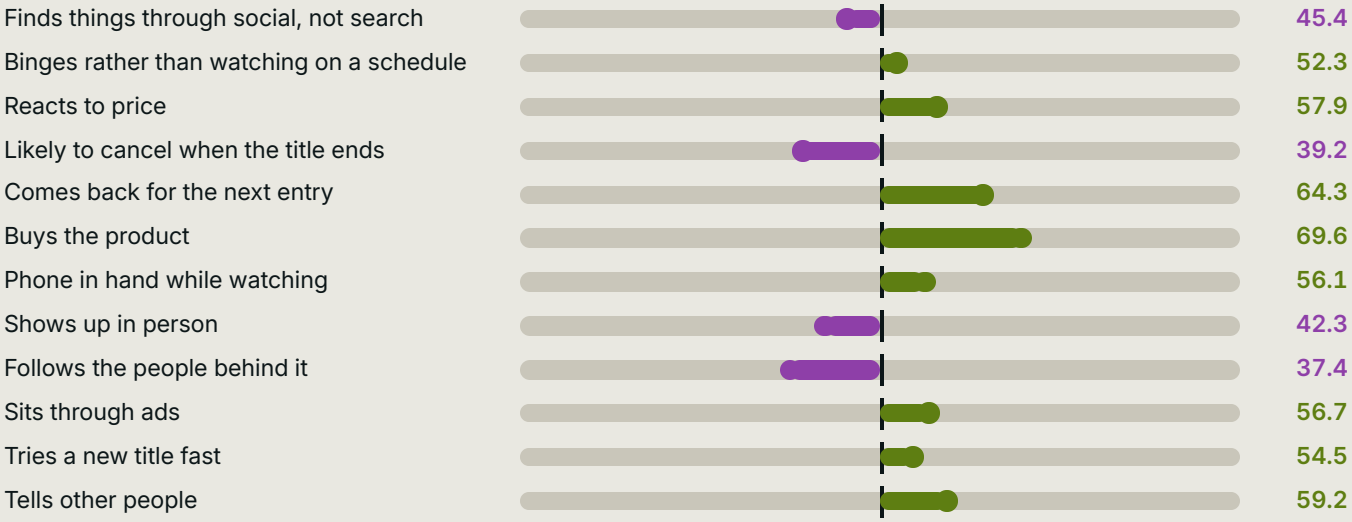

FIG. 2 The twelve habits on the Prime Video twin. Green sits above an ordinary US audience, purple below it. These people buy the product, come back for the next entry and tell other people more than most.

WHAT THIS MEANS A twin's answers rest on 5+ historical years of what its people actually did.

3

A focus group seats one **person** for each archetype.

Start a focus group with each type of archetype each twin group contains. You never pick how many panelists are seated. This is decided by the true number of different archetypes that actually exist in your audience.

Never fewer than 12. When a twin has fewer than 12 archetypes, we go deeper to find more nuances to split them so the room still has 12 voices. Most rooms seat 12 to 16.

The room looks like the real audience. Gender, age and the rest follow the audience by its people. A twin that is 72% women seats about 9 women out of 12.

Seats have a bio and a memory. Click a seat to read who they stand in for. Each seat remembers what it said earlier in the room and in past groups you've used them in just like a real person would.

The room on the Amazon Prime Video twin

16 seats · 128,116,302 people



Devin, 65
Tampa
Older regulars on sport and crime series
16,572,733



Caleb, 53
Los Angeles
Thursday night football people
15,200,112



Kenji, 33
New York
Under-35 fans of The Boys and Fallout
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Isabel, 29
San Francisco
Under-35s testing it against Netflix
9,096,257



Aaron, 50
New York
Busy parents trying one big series
7,558,862



Tessa, 31
San Francisco
Under-35s drifting out between drops
7,430,746



Ava, 41
Los Angeles
Parents just starting to use the video tab
7,302,629



Keisha, 35
Atlanta
Parents who stopped after the season ended
7,046,397



Victor, 38
Dallas
Back when football starts in September
6,405,815



Maya, 55
Dallas
Back for holiday and family movies
5,252,768



Lauren, 21
Atlanta
Back for the next season of a favorite
5,124,652



Hannah, 57
New York
Older members put off by the ad-free charge
4,868,419



Sean, 68
Chicago
Older members checking in for a game
4,355,954



Luis, 57
Philadelphia
Older members who came in through a rental
3,971,605



Leah, 45
Seattle
Parents who keep it on for the kids
3,587,256

FIG. 3 One seat for each of the 16 archetypes, in order of the people each seat stands for. The dot is the archetype's stage, colored as in FIG. 1. The seats add up to 128,116,302 people.

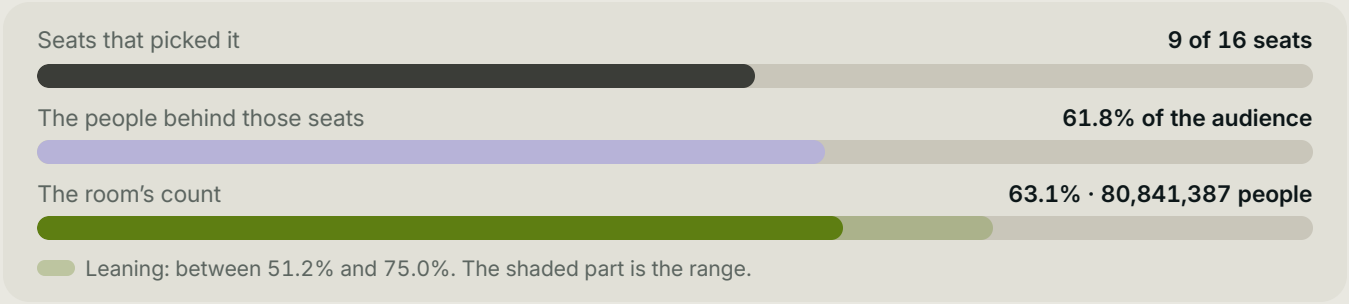
WHAT THIS MEANS Every archetype gets a voice, sized to the people it stands for.

Each answer counts for the people behind that archetype.

A question in a room runs in four steps. The archetype representatives (seats) answer in their own words. Then the count adds up the people behind each answer.

1. **The room gets the facts.** Before anyone answers, the room learns about what you plan on asking them about. They learn what it is, when it came out, where it plays and anything else the archetype representatives would naturally know before coming into the room. It also learns how similar things did before with each archetype representative.
2. **Each seat answers in character.** It speaks for two or three sentences, from who it is and its known historical behavior. It gives an answer then says how sure it is from 1 to 5, and why.
3. **The count adds up people.** Each answer carries the people behind its seat. Shares add to 100% and people add to the room.
4. **You get the read.** A short paragraph in plain words, the voices that tell the story, and two suggested questions worth asking next.

“Which of these would get you most excited if it finally became a show?” The answer: A game I play





“A game I play, no contest, because Fallout did exactly that for me.”
Kenji, 33, New York · picked A game I play



“A game means nothing to me at my age.”
Devin, 65, Tampa · picked A book series I love

Every answer on the board	Seats	Share	People
A game I play	**9 of 16**	**63.1%**	**80,841,387**
A book series I love	3 of 16	22.2%	28,441,819
None of these	1 of 16	6.1%	7,815,094
A live sport I follow	2 of 16	5.8%	7,430,746
A comic hero I grew up with	1 of 16	2.8%	3,587,256

FIG. 4 One question in the Prime Video room, November 18, 2026. The count starts from the people behind each answer and takes in what is known about the question.

The archetype representative tally always sits beside the count, so you can see both. Ask the same question the same day and you get the same count because the group’s responses are based on historical actions not guesses.

WHAT THIS MEANS Big archetype representatives weigh more, but small ones still count.

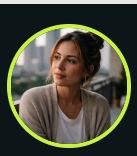
4

Each archetype representative answers from what the people it represents did before.

A twin is a record of what real people did over the past 5+ years. That history is what each archetype representative answers from.

It starts with where people are with the subject being studied. As in real life, archetype representatives will sit at different levels of engagement with the study's subject.

Then come their habits. Does this archetype cancel when a show ends? Do they come back for the next season? These habits come from what the people really did, and they shape every answer.



Parents who stopped after the season ended

7,046,397 people · 5.5% of the twin · Keisha, 35, Atlanta stands for them

WHO THEY ARE	Subscribers 35 to 54 with kids who watched all season through football and a big series and then let the app go quiet. Amazon is still part of daily life for shipping, but the video tile gets scrolled past.
WHERE THEY ARE WITH PRIME VIDEO	They have drifted out since the last big thing ended and are weighing the membership at renewal.
HOW THEY DECIDE	They open it again only when something they already know comes back on the schedule.
BRINGS THEM BACK	The start of a new season.
HOLDS THEM BACK	Months with nothing worth the night.
ASKED WHICH APP SHE OPENS FIRST	"The Boys ended and I haven't had a reason to go back since."

FIG. 5 One archetype in the Prime Video twin and the seat that stands for it. Her answer comes from what her archetype did.

WHAT THE ROOM LEANS ON, IN ORDER

1. **History.** The first step is always to look at the twin's overall behavioral history to understand who they are.
2. **Similar behavior.** We look at what this audience did with this exact thing in the past.
3. **A nearby audience is the check.** How a close audience acted with the same thing.
4. **Similar things add context.** A boxed set, a price rise, a second season, a new service.
5. **Habits fill in the rest.** Their historical habits cover what is left.

FORECASTS LEARN FROM REAL RESULTS

A forecast learns from how things actually ended up in the real world. How many viewers a show got, how many books sold, which people engaged with a piece of content, how an election turned out and more.

SAME QUESTION, SAME ANSWER

Ask the same thing the same day and the room gives the same count, in any room on that twin. Ask the same question a month later and the result may differ based on what behavior the panel did during that month that may influence their response.

WHAT THIS MEANS The room starts from what its people already did.

Predictive Analytics plans the questions from wide to narrow.

Bring one business question. Prometheus writes the plan, runs the room for you, and hands back the verdict with a full report.

THE QUESTION CAN TAKE ANY SHAPE

If I do X, will Y happen? | Will X win? | Should I do X? | What will they pay? | Something else

The plan has 5 to 8 questions in three steps. The big picture comes first: where the audience stands today. Then closer in: what pulls them and what holds them back. Last comes the question itself, put to every archetype representative.

Planning is free, and you can edit or drop any question before it runs. The report gives the verdict, the numbers behind it, why, who drove it, what would change it and what to ask next. It comes as a page and a PDF.

The plan on the Amazon Prime Video twin

7 questions · the lead answer to each

THE BIG PICTURE	When you sit down to watch something at home, which app do you open first?	Netflix: **30.3%**
	In the past year, did you start paying for any video service just to watch one specific show, movie, or game?	No, it was already on something I pay for: **37.7%**
CLOSER IN	If a service had one show you really wanted and no one else had it, how likely are you to sign up? 1 means not at all, 5 means I would sign up that week.	5 stars: **47.4%**
	What stops you from adding another video service right now?	Bill is already too high, no room for another: **39.7%**
	Which of these would get you most excited if it finally became a show?	A game I play: **63.1%**
THE QUESTION ITSELF	Say Prime Video turns a story you already love into a big series, and no other service has it. Would you watch it in the first month it is out?	Only if word of mouth says it's good: **21.6%**
	Prime Video can buy the rights to exactly one of these, and no other service has it. Which one would get you to start paying for Prime Video, or keep paying if you already do?	A new weeknight live sports package: **55.7%**

THE VERDICT

A new weeknight live sports package.

55.7% of the audience, 71,335,955 people, picked it. That is about 4 times the 14.1% who said nothing on the list would get them to pay.

FIG. 6 The Predictive Analytics run on the Prime Video twin, November 18, 2026. The business question: which piece of IP no one has licensed yet would get a person to pay for Prime Video?

WHAT THIS MEANS **The verdict is built with intention, so you can act on it.**

Every count comes with a range and a confidence score.

Each count carries one of three words. The word tells you how far the real number could sit from the count.

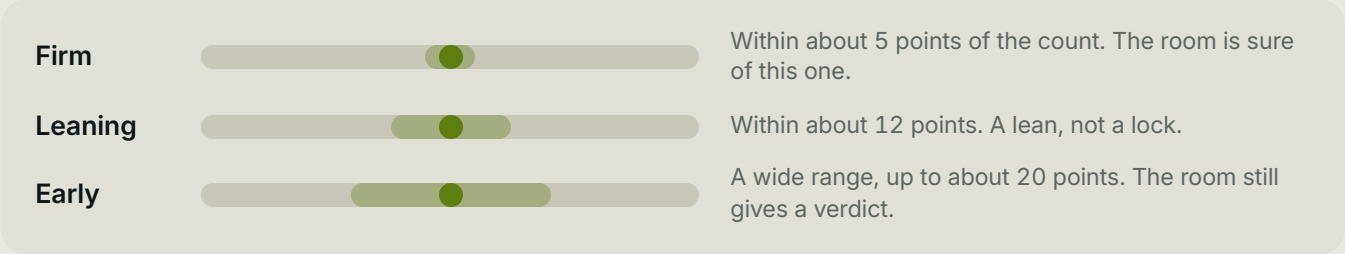


FIG. 7 What each word allows around a count. The dot is the count, the shaded part its range.

We write down every call before the result is known.

We date each call before the result is in. When it lands, we score it, and a miss stays on the record.

What we called	We said	What happened	The miss	Called / scored
Texas Senate: who wins	Talarico 54.6%, Paxton 43.3%	Talarico 55.1%, Paxton 43.0%	Right winner; within 0.5 points	Oct 30 / Nov 4
Nevada 4th District: the margin	by 23.0 points	by 22.7 points	0.3 points	Oct 30 / Nov 4
Ohio governor: turnout of 7.9M and the winner	4.2M	about 4.6M	8.7% under; right winner	Oct 30 / Nov 4
NCIS: New York, the week-one audience	10.04M	10.25M	2.0% under	Oct 30 / Nov 5
NCIS: New York, share who finish the pilot	83.9%	81.6%	2.3 points over	Oct 30 / Nov 5
NCIS: New York, share back for episode two	85.7%	86.8%	1.1 points under	Oct 30 / Nov 5

FIG. 8 The public track record, as of November 17, 2026. Each row was dated ahead of its outcome.

Six calls scored so far. All three calls on a winner were right. The counts landed within 3.2% of the result on average. The full record is public at crosswalknyc.com/twins-track-record.html.

WHAT THIS MEANS Confidence in every response.

5

The room watches your cut from start to finish, on a clock.

Pilot Testing puts the archetype representatives in front of your cut. They watch it, react to it and answer questions about it as it plays.

1. **Set up the test.** Name it and pick the kind of test: a pilot, an episode, an ad, a feature or a run of episodes. Add the cast list and choose which archetype representatives sit in the room.
2. **Add the cut.** Upload a file (MP4, MOV, WebM or M4V, from 15 seconds to 4 hours), or paste a link to where it plays.
3. **The cut splits into scenes.** A new scene starts where the picture changes. For each one we note who and what is on screen, what is said and when, and where it goes quiet.
4. **Faces tell us who is on screen.** Facial recognition is used to match actors to your cast list and to understand which character is on screen at each point.
5. **The room watches act by act.** Each seat watches in character, turns its dial and reacts based on the archetype representative's historical behavioral indicators of how they would respond to what's on screen.
6. **You ask questions as it plays.** A guide puts questions at the turns of the story. You can supplement the AI moderator's questions and ask anything at any point. Each question carries the last 75 seconds of what played.
7. **The scorecard comes last.** When the cut ends, every archetype representative fills out the card on the next page.

How we know who is on screen

1. You give us the cast list. We fix the spelling of each name and find a photo of each actor to compare against.
2. A frame from every scene is checked for faces.
3. A face gets a name only when it matches someone on your list and is clear and big enough to tell.
4. Anyone without a match is described by look and role, like "a woman in a gray coat."
5. Nobody off your list is ever named, and neither is a face that did not match.

WHY IT MATTERS

The room's reactions in each person's scenes become that person's read. Time on screen is shown as a fact. It never makes the room like someone more or less. A cameo can be the best part of a show.

The question guide on a 43-minute cut

Six questions at the turns of the story

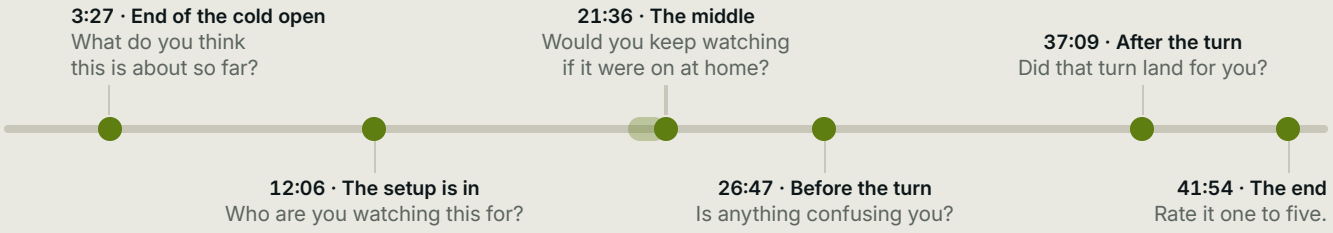


FIG. 9 The standing guide on a one-hour drama pilot. The shaded stretch before the middle question is the last 75 seconds that question carries with it. You can ask anything else at any second.

WHAT THIS MEANS Each person on screen gets a read of their own.

After the cut, every seat fills out a scorecard.

The scorecard asks what studios ask after a screening. Each share counts the people behind the seats and comes with a range and confidence score.

The question	The choices
Overall rating	Excellent · Very good · Good · Fair · Poor
Would recommend	Definitely · Probably · Probably not · Definitely not
Would finish the episode	Yes · No
Would watch a second episode	Yes · No
How soon	Live or the same week · Later, when it suits me · Probably never
Against expectations	Better than I expected · About what I expected · Worse than I expected

FIG. 10 The scorecard every seat fills out after a pilot. A feature film asks how soon in its own terms (opening weekend to wait for home) and whether it is worth full price.

THE FOUR NUMBERS AT THE TOP OF THE CARD

Excellent
Rated the top mark.

Total positive
Excellent plus very good.

Definitely recommend
Would tell others to watch it.

Would finish
Would watch to the end.

THE NORM YOU PICK

Next to every top number sits the norm: what tests of the same kind usually score. You pick it, from all pilots to one genre, such as procedurals. A genre gets its own norm once enough of its tests are on file. Until then, the card says what it compares to instead.

EVERY GROUP

The card reads for the whole room and for each archetype representative group you chose.

TWO MOMENTS

The favorite moment is the strongest good reaction in the room. The dead spot is where the room's dial sank the most.

The cast
A character's read starts with how the room reacted in their scenes. Then comes how the archetype representatives rated them and what they said about them.

The forecast
A scored test also carries a forecast. It gives the week-one audience if the episode came out, and the share who would finish the season. It shows the share on another device while it plays, and how many would sign up to a platform to watch it or come back as a lapsed viewer for it.

WHAT THIS MEANS These are the numbers a network uses to judge a pilot.

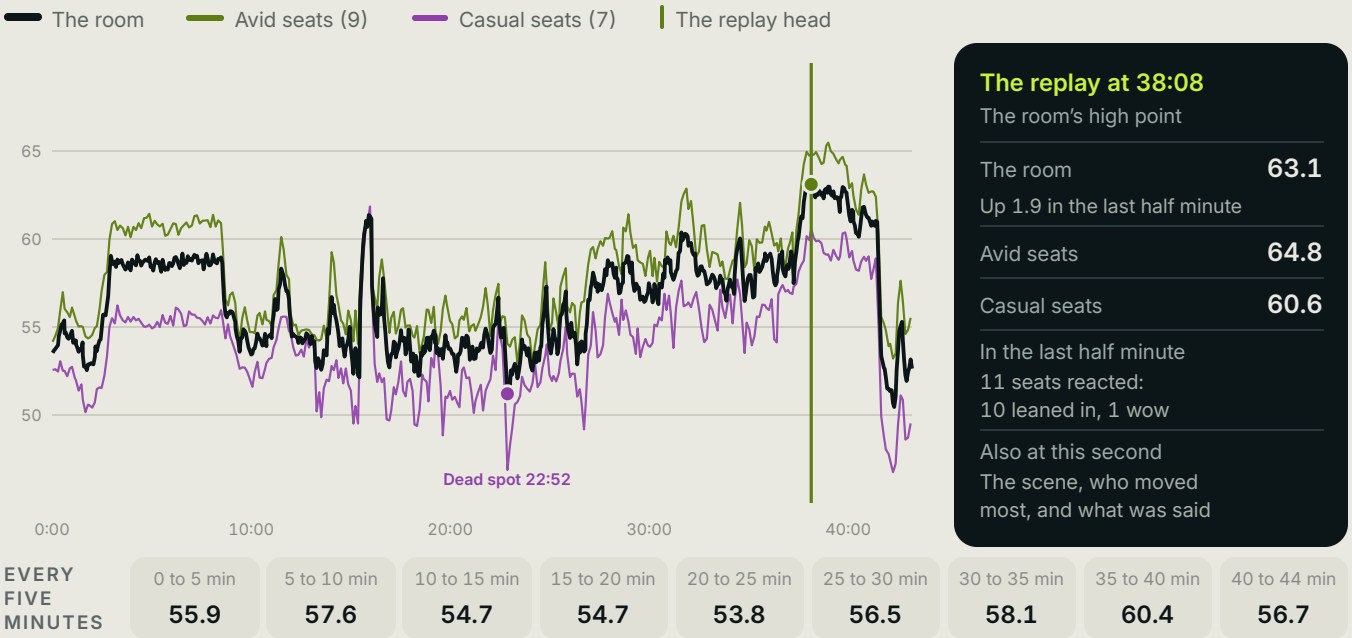
6

Each seat turns a dial from 0 to 100 as it watches.

The dial goes up when a scene lands for that archetype representative. It goes down when a scene drags, confuses or loses them.

A one-hour drama pilot, 16 seats

43:12 · 706 readings per seat



EVERY FIVE MINUTES	0 to 5 min	5 to 10 min	10 to 15 min	15 to 20 min	20 to 25 min	25 to 30 min	30 to 35 min	35 to 40 min	40 to 44 min
	55.9	57.6	54.7	54.7	53.8	56.5	58.1	60.4	56.7

FIG. 11 The dial on a one-hour drama pilot. Every line counts its seats by the people they stand for. Avid seats are in the habit or back after a break. Casual seats are new, trying it or drifting away. The dark card shows what the replay shows at the room's high point.

Each archetype representative moves on its own. A seat moves from who it is. The rest of the room does not pull it along. A devoted fan and a new member can feel the same scene in very different ways.

Lines for groups count the same way. That holds for women and men, age groups, the five stages, avid and casual seats, and the groups you chose. Every group of two or more seats gets its own line.

A reading every few seconds. Every 2 seconds on a short cut and every 4 on a long one. This pilot has 706 readings for each seat.

Minute by minute. A ticker runs under the dial. Every five minutes shows the average for each line when you hover over it. Point at a minute for a short read of what people said, and click to read their comments.

The room's line counts each seat by its people. A seat that stands for more people moves the line more. In this pilot the seats stand for 72,937 to 406,464 people each.

Reactions are marked on the clock. Loved it, laughed, leaned in, lost, checked out and wow. Each one has its second and a line in the seat's own words.

Highs and lows suggest a question. The room points to its peaks and dips. One click asks what landed there, or what lost them.

Run it back after the test. The dial stays when the test ends. Play, pause, jump 10 seconds either way, play at 2x or 4x, or drag to any second. At each second you see the scene, every group's dial, who moved most and what was said.

WHAT THIS MEANS You can find the second a scene won the room, or lost it.

Who each archetype representative is decides how its dial moves.

Every archetype representative watches as the person in its bio, with their habits and what moves them or holds them back. Its line follows that person's own reactions, scene by scene.

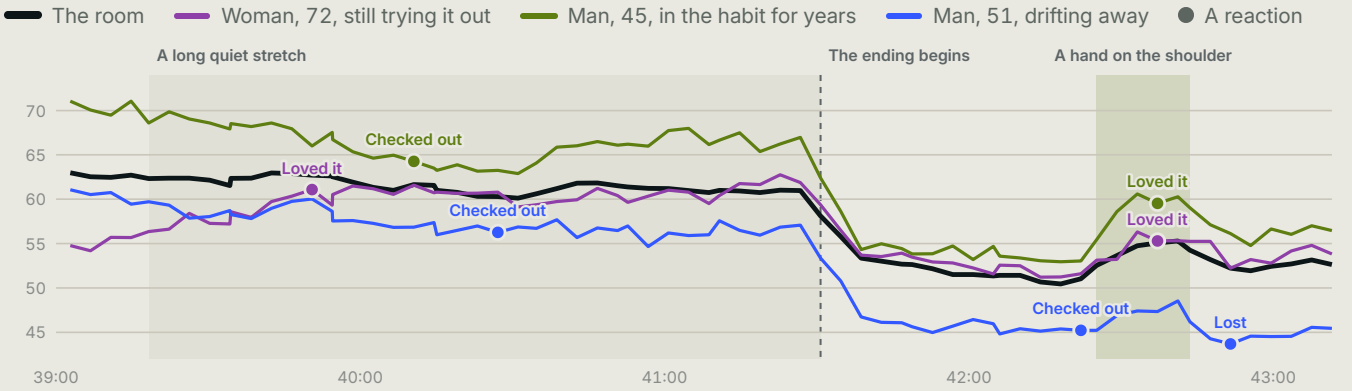


FIG. 12 Three archetype representatives and the room on the last four minutes of the same pilot, 39:00 to 43:12. The room counts all 16 seats by the people each stands for. Each dot is a reaction, and the cards below quote one from each seat.

Woman, 72, still trying it out

The long quiet stretch lifted her from 56.4 to 62.8. Quiet stretches lift people 55 and older. In her words: "That golden light on the bridge and the water, I would sit through it twice."

Man, 45, in the habit for years

He started highest, at 71.0. Warm scenes lift people in the habit most, so the hand on the shoulder brought him back fastest, up 7.6. The quiet stretch lost him for a minute: "Two backs under a bridge for a whole minute, I picked up my phone."

Man, 51, drifting away

Drifting away pulls a line down in every scene. His slid from 61.1 to 45.4, with two check-outs. The warm scene lifted him 3.3, then the black screen lost him: "Blank screen and nothing. Did it end there, or did something cut off?"

The room line barely moved in the quiet stretch, from 60.1 to 63.0, because the seats pulled different ways. At 41:31 the ending began, and every line stepped down at once. As a cut ends, the dial settles every seat, so the credits never spike it.

WHAT MOVES A SEAT'S LINE

Habits set the start. A seat starts higher when it is loyal to the show or 45 and older. A phone in hand while watching starts it lower.

The type of scene matters. Tender scenes lift seats that are women, LGBTQ+ or 45 and older. Funny scenes lift seats under 40. Action lifts men under 40.

Habits tilt big and quiet moments. A loyal seat gets more from a big moment. A phone in hand drags talky stretches and silences.

A seat knows which cast member it sees. Scene notes name the cast members matched by face. Time on screen alone never lifts a seat.

Most of each move is the person's own reaction. About 70% is how they feel about the scene. The rest is the pull of their habits.

Stage pushes the whole line. In the habit lifts every scene, and drifting away pulls every scene down. Avid and casual follow the stage.

Each line remembers. Every reading keeps most of the one before, so moves come in steps of a few points. A real turn moves more.

Reactions come only when something lands. At most two in any five scenes, each with one short line in the seat's own words.

WHAT THIS MEANS The dial shows which archetypes a scene won and which it lost.

7

Every read comes back as files you can share.

What you see on the page is in the files too, so the work travels into your own decks and plans.

Twins
The twin page, with a CSV, a PDF and a deck.

Focus Group IQ
Each room as a CSV and a PDF: every question, split, read and voice.

Predictive Analytics
The report as a page and a PDF, with the raw data as a CSV.

Pilot Testing
The scorecard, the report as a PDF and a deck, and the raw data as a CSV.

The read in your inbox

When you finish a session in a room, Prometheus emails you the room's PDF read, with a link back to the room. A session ends after 30 quiet minutes, or 2 minutes after you leave the room or close the page. You get one email for each visit, and only the person who ran the session gets it.

WORDS WE USE

Twin	An audience you can ask, built from 5+ historical years of what its people did.
Seat	The landing spot for each archetype representative.
The count	The share, and the number of people, behind each answer.
The dial	The 0 to 100 line each seat turns while it watches a cut.
The norm	What tests of the same kind usually score.
Archetype Representative	The person who stands for one archetype inside a twin. Each twin has 12 to 16.
Room	A focus group with one seat for each archetype.
Confidence score	Firm, leaning or early, with a range around the count.
Total positive	Everyone who rates a cut excellent or very good.
Prometheus	Crosswalk's assistant. Ask it to build a twin, open a room or explain a read.

See a twin of your own audience.

Talk to your Crosswalk team, or start at crosswalknyc.com.

Crosswalk