3VISION

UK TV Exports Report

2022-23

November 2023

pact.

BBC STUDIOS

itv STUDIOS

All3MEDIA INTERNATIONAL

Fremantle

UK TV Exports Report
Key Findings

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£1,853 million
2022/23 UK TV international exports

38% exports
North America

60% exports
Finished programming

53% VOD
Finished programme sales

Despite half of respondents reporting impacts on their business from the struggles facing US Media companies UK television exports increased to their highest level since this report started in 2017, up 22% YOY.

Although flat in terms of growth, the US market continues to be the most important market for exports, contributing £525M (28% of all exports) and together with Canada the North American market represents 38%.

A number of European markets experienced growth of over 20% this year, with Spain growing by 79%. Australia remains second (£154M), with Germany moving into third place after another strong year (£108M).

TV sales remain the largest source of income (60%), with VOD now representing 53% of programme sales, up from 39%.

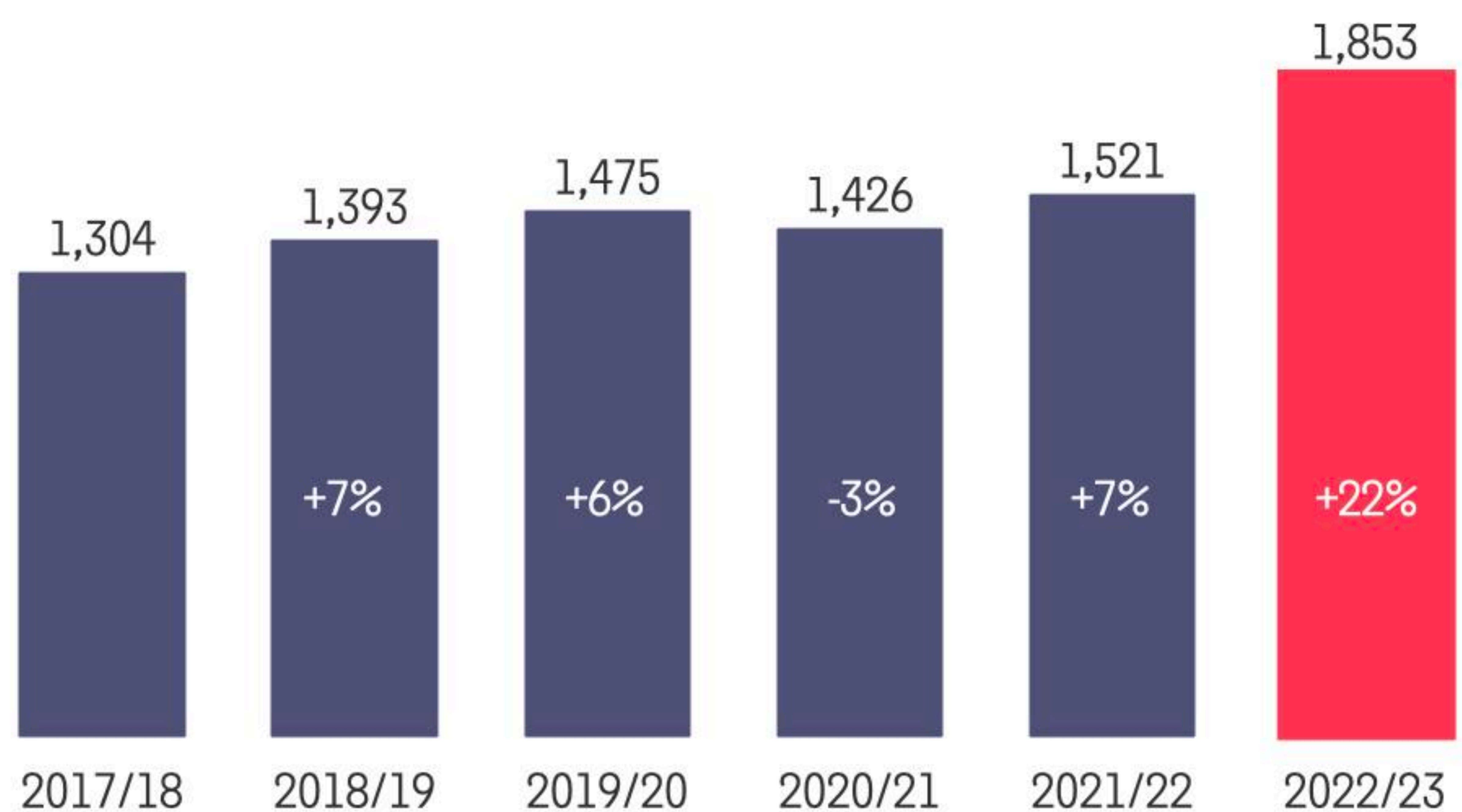
UK TV Exports Report Growth Remains Strong

Against a backdrop of challenges facing the global industry for TV content UK distributors have reported significant growth in UK TV Exports.

UK TV Exports followed on from a positive 2021/22, reaching £1,853M, up 22% YOY.

This total represents the highest level since pact began reporting export revenues and represents a considerable recovery from the negative year of 2020/21 when we experienced a COVID-19 pandemic induced decline of 3%.

Total (£M) UK TV International Exports



UK TV Exports Report
Top Twenty Export Markets

Although the US continues to be the largest single destination for UK content (£525M), as a territory on its own it experienced relatively limited growth (3%) and has not managed to return to 2020/21 numbers after its decline of 11% YOY in 2021/22.

After falling last year, Spain and South Africa experienced strong growth of 79% and 66% respectively and rose up in the rankings. Numerous other countries saw growth of over 20%, including Australia, Italy, NZ, Turkey, and Poland.

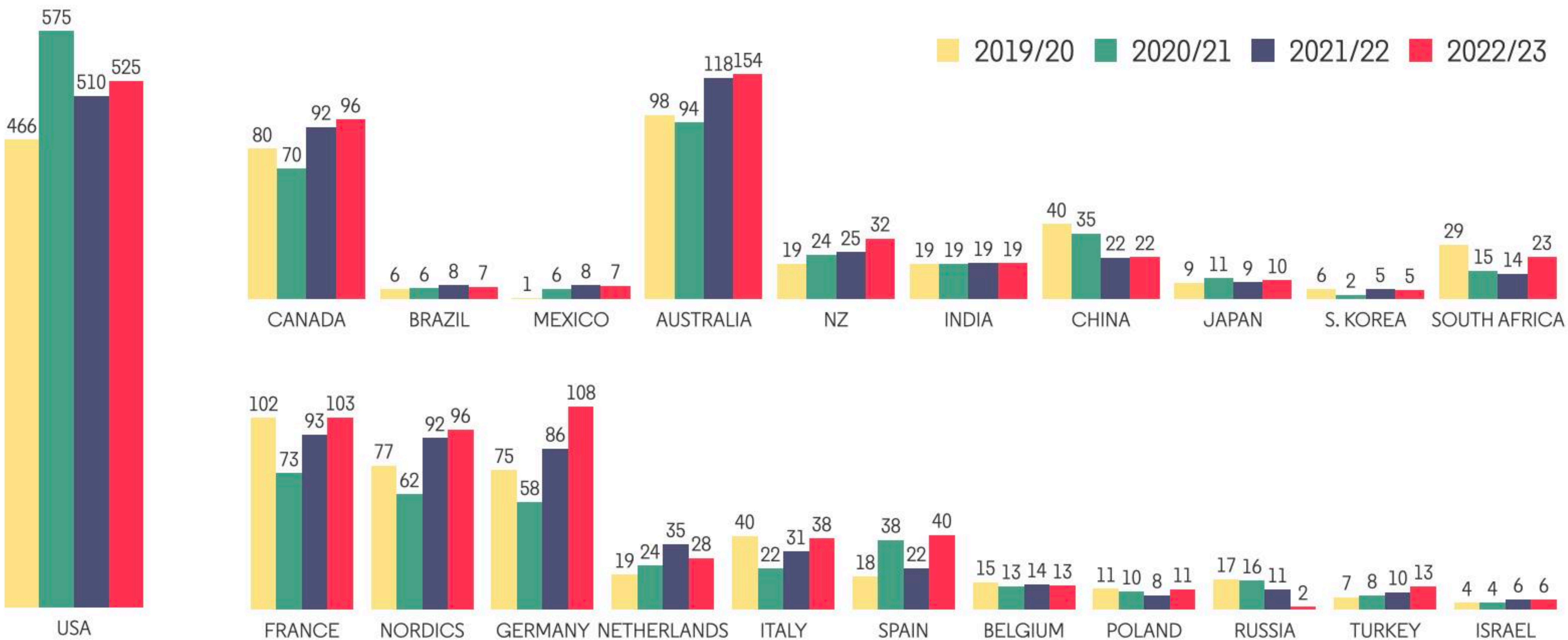
Germany improved 26% YOY, and became the third highest export destination for the UK content with exports totalling £108M - up 88% on its 2020/21 total.

Netherlands and Brazil posted the highest fall in exports of -22% and -11% respectively whereas most other markets registered small gains or loses.

Rank	Country	Total Revenues (£M)	YOY%	2022 Rank	
1	USA	525	3%	1	-
2	AUSTRALIA	154	29%	2	-
3	GERMANY	108	26%	6	▲
4	FRANCE	103	9%	3	▼
5	NORDICS	96	4%	5	-
6	CANADA	96	4%	4	▼
7	SPAIN	40	79%	11	▲
8	ITALY	38	21%	8	-
9	NZ	32	28%	9	-
10	NETHERLANDS	28	-22%	7	▼
11	SOUTH AFRICA	23	66%	14	▲
12	CHINA	22	0%	10	▼
13	INDIA	19	-1%	12	▼
14	BELGIUM	13	-5%	13	▼
15	TURKEY	13	29%	16	▲
16	POLAND	11	39%	18	▲
17	JAPAN	10	12%	17	-
18	MEXICO	7	-6%	20	▲
19	BRAZIL	7	-11%	19	-
20	ISRAEL	6	-2%	21	▲

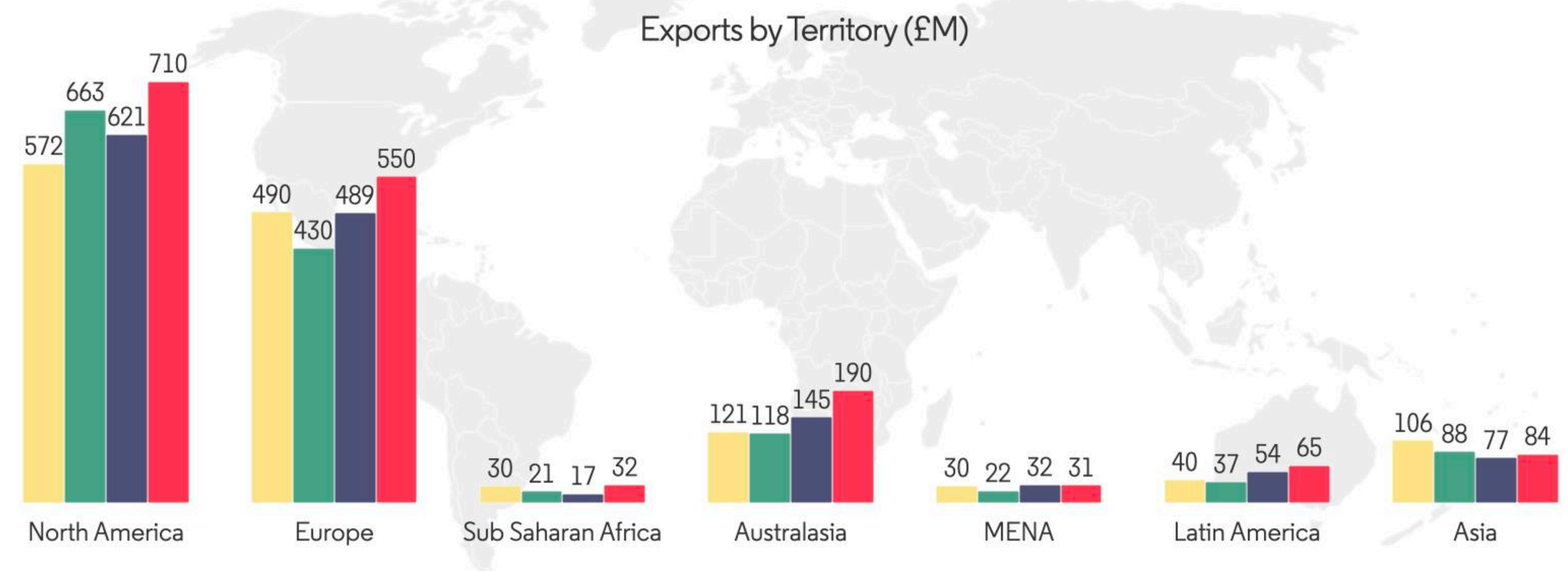
UK TV Exports Report
Export Markets

Total Exports Revenues (£M)

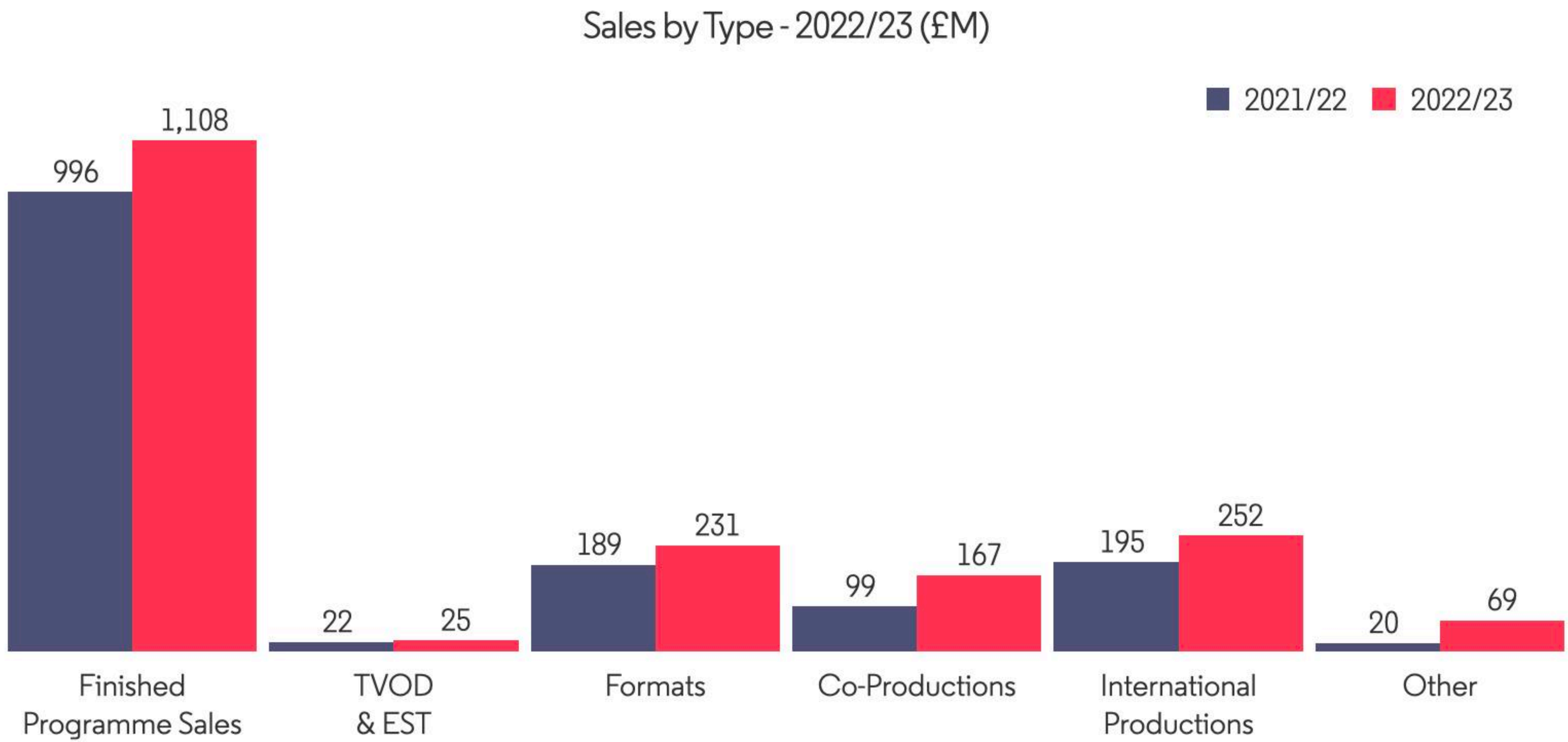


Exports by Territory: Macro Regions

The low growth seen in USA as a territory on its own (3%) is lessened when looking at the North American region, with the markets together (including Pan-regional deals) growing 14% YOY and representing 38% of the global market. On a regional basis, only MENA registered a YOY decline (-3%).



UK TV Exports Report
Sales by Type



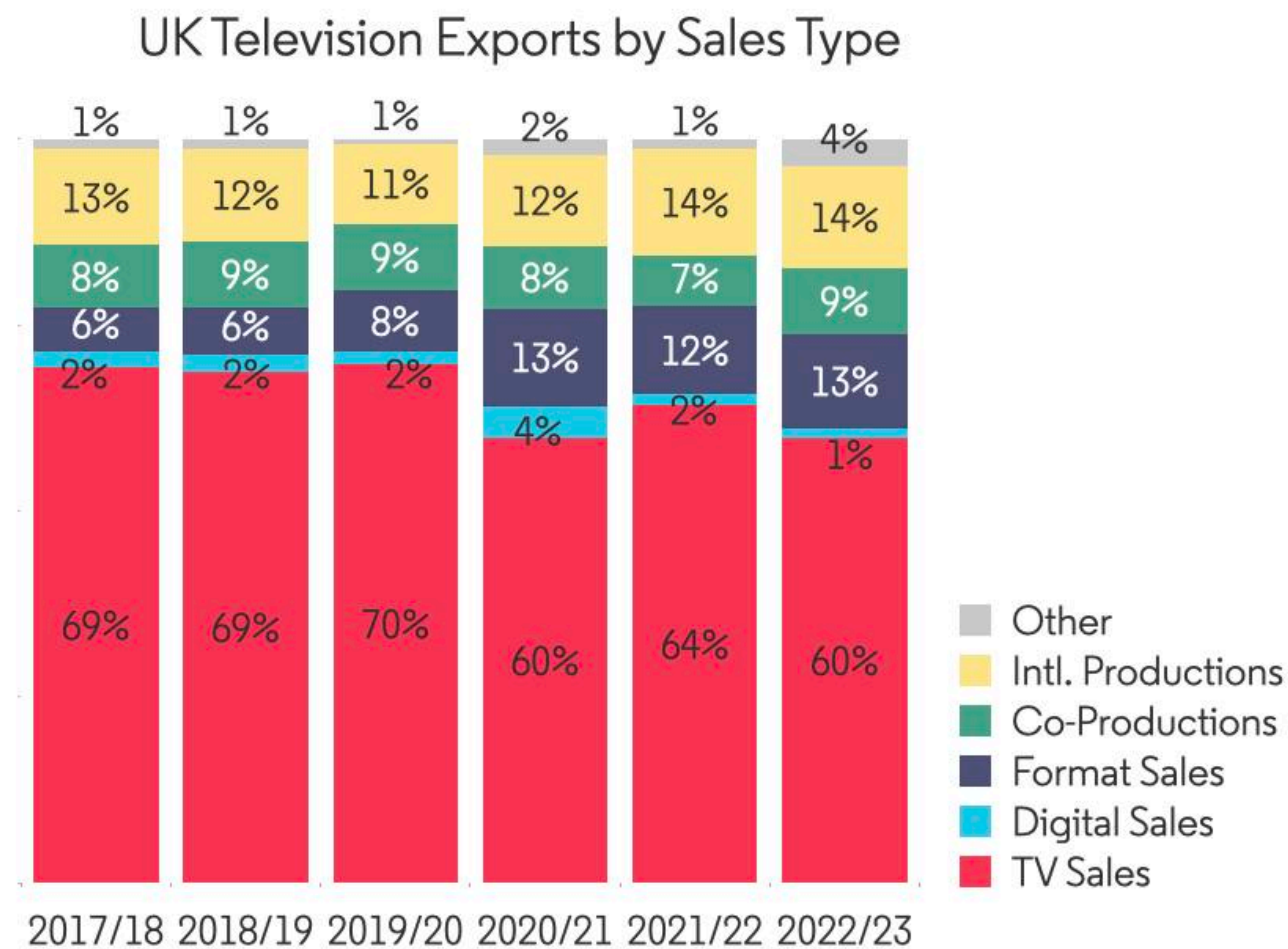
Sales by Type

All categories of exports experienced growth, with Format Sales and Co-Production revenue growth outpacing others and increasing their share of exports.

Finished programme sales grew 11% YOY to £1,108M and remained the largest contributor. However, its share of total exports fell by 4%.

Format sales grew by 22% to £231M with its share of total exports rising to 13% whilst Co-Production sales grew by 69%, with its share of exports rising to 9%.

Digital Sales (TVOD & EST) grew by 16% to £25M but lost its share and returned to the lowest share of export levels since 2017/18.



Markets with Growth Potential

This year, there were over twenty different markets or regions identified by respondents as being key areas for growth, with most areas of the globe identified by at least one respondent. In regional terms, North American, Latin American and European markets featured strongly, but mentions were also given for Asian markets and no one region failed to feature at all. Individual markets gaining mention included India, US, Poland, and Mexico, with one Eastern European market getting highlighted for the first time - Hungary.

Library Content

Library sales (content aged 4+ years) comprised 40% of revenues from programme sales in 2022/23, significantly up from 30% in 2021/22.

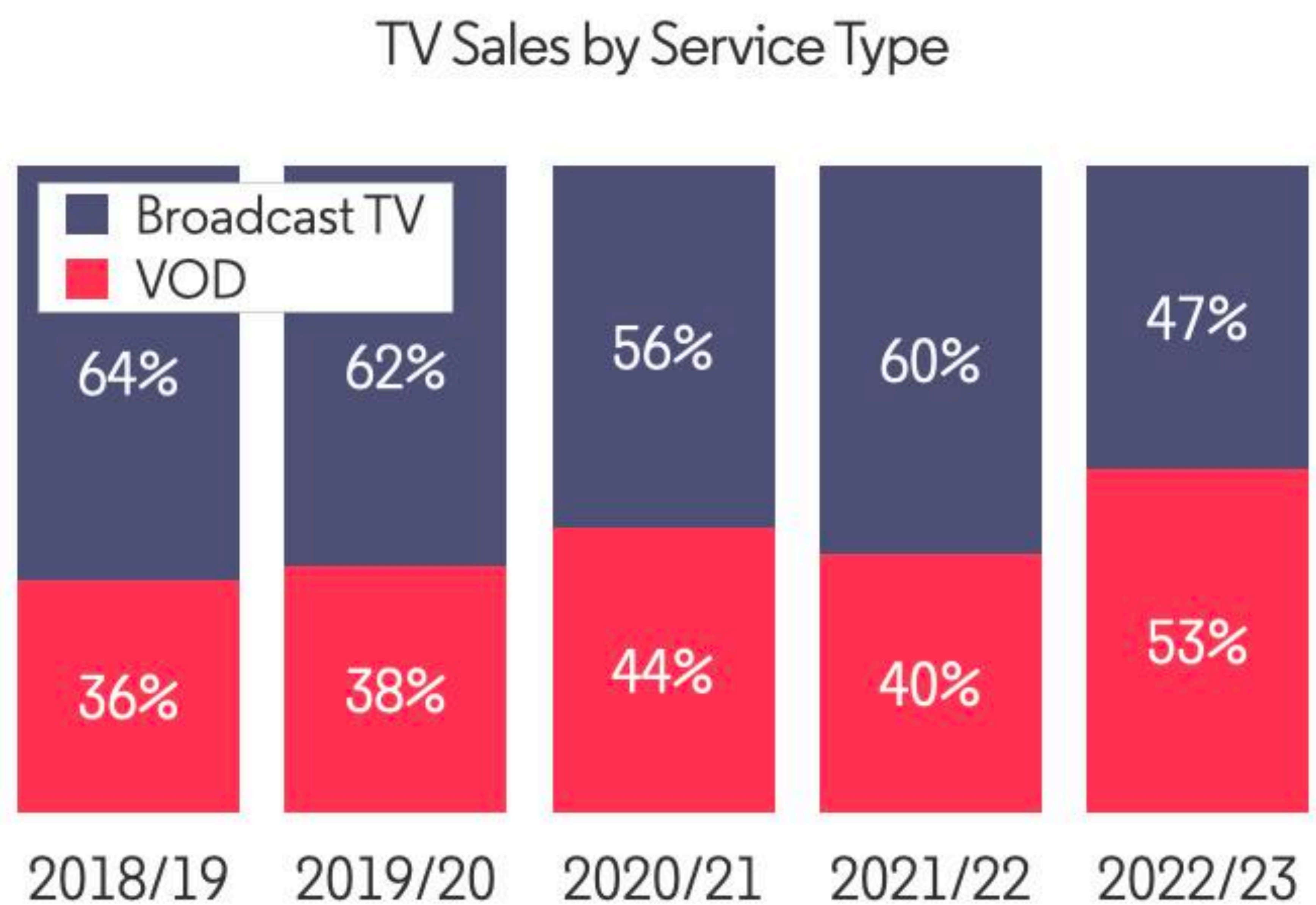
Brexit

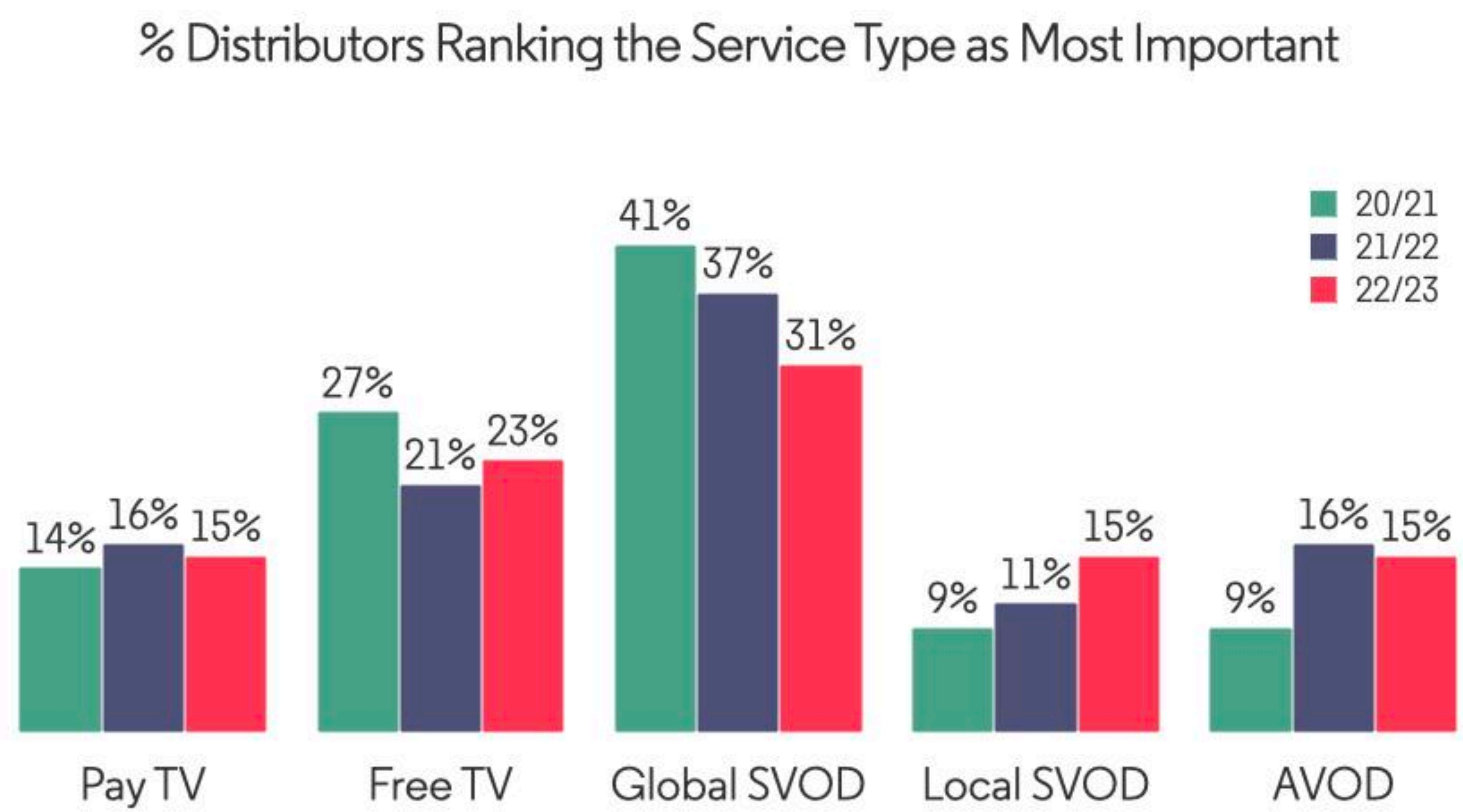
Only 20% respondents felt that there had been any identifiable impact on their business post-Brexit.

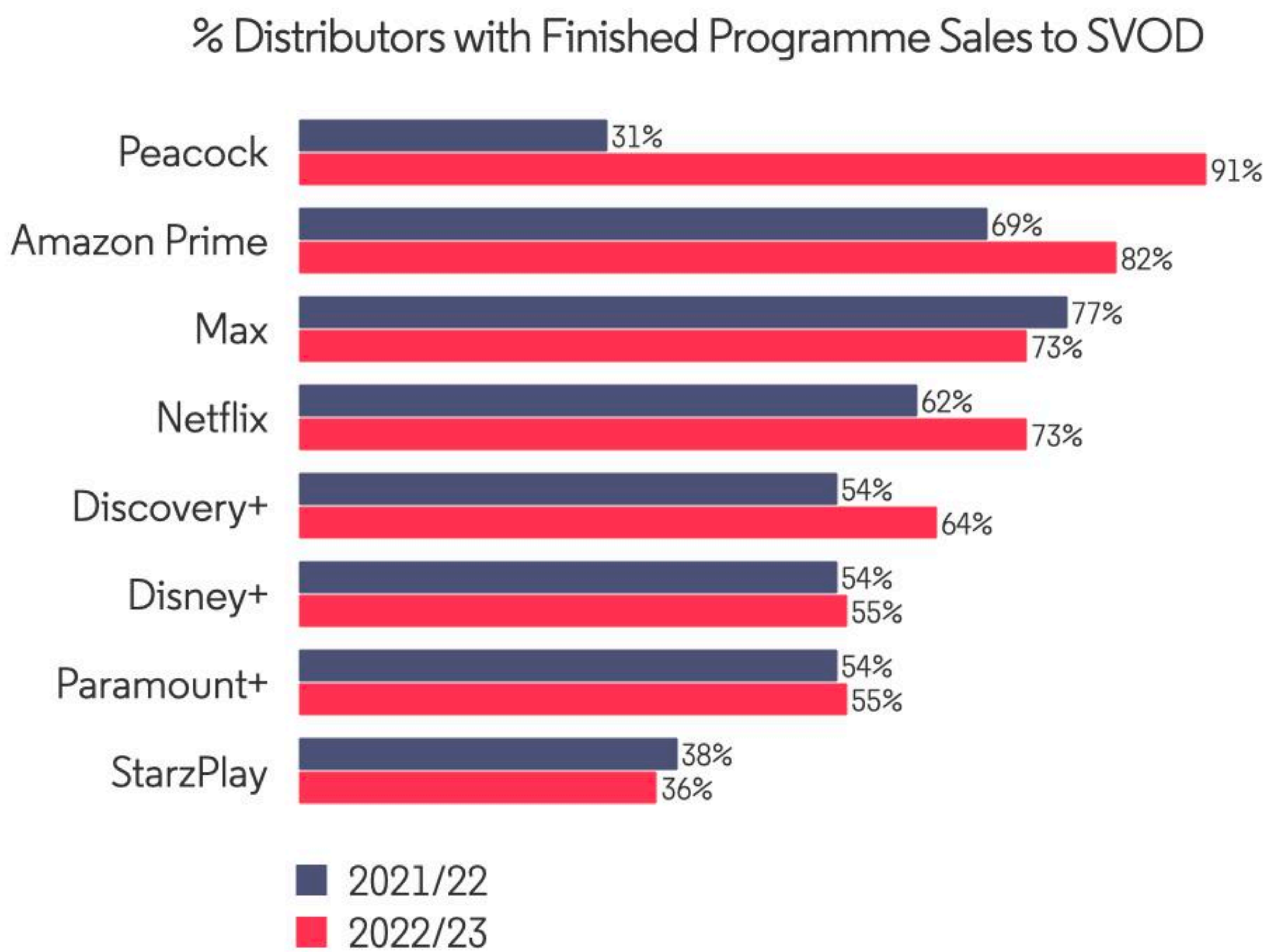
TV Sales by Service Type

VOD services posted a increase in their share of total TV sales, with 53% of TV sales now to VOD services.

Global SVOD continues to rank as one of the most important services to distributors, but this fell to 31% of respondents (down from 37%). Free TV perhaps demonstrated its resilience, with 23% (up from 21%) of the respondents highlighting it as the most important service, whilst Pay TV and AVOD saw a small drop in distributors selecting it first. Local SVOD showed the greatest growth, now a priority for 15% of the distributors, up from 11% last year.







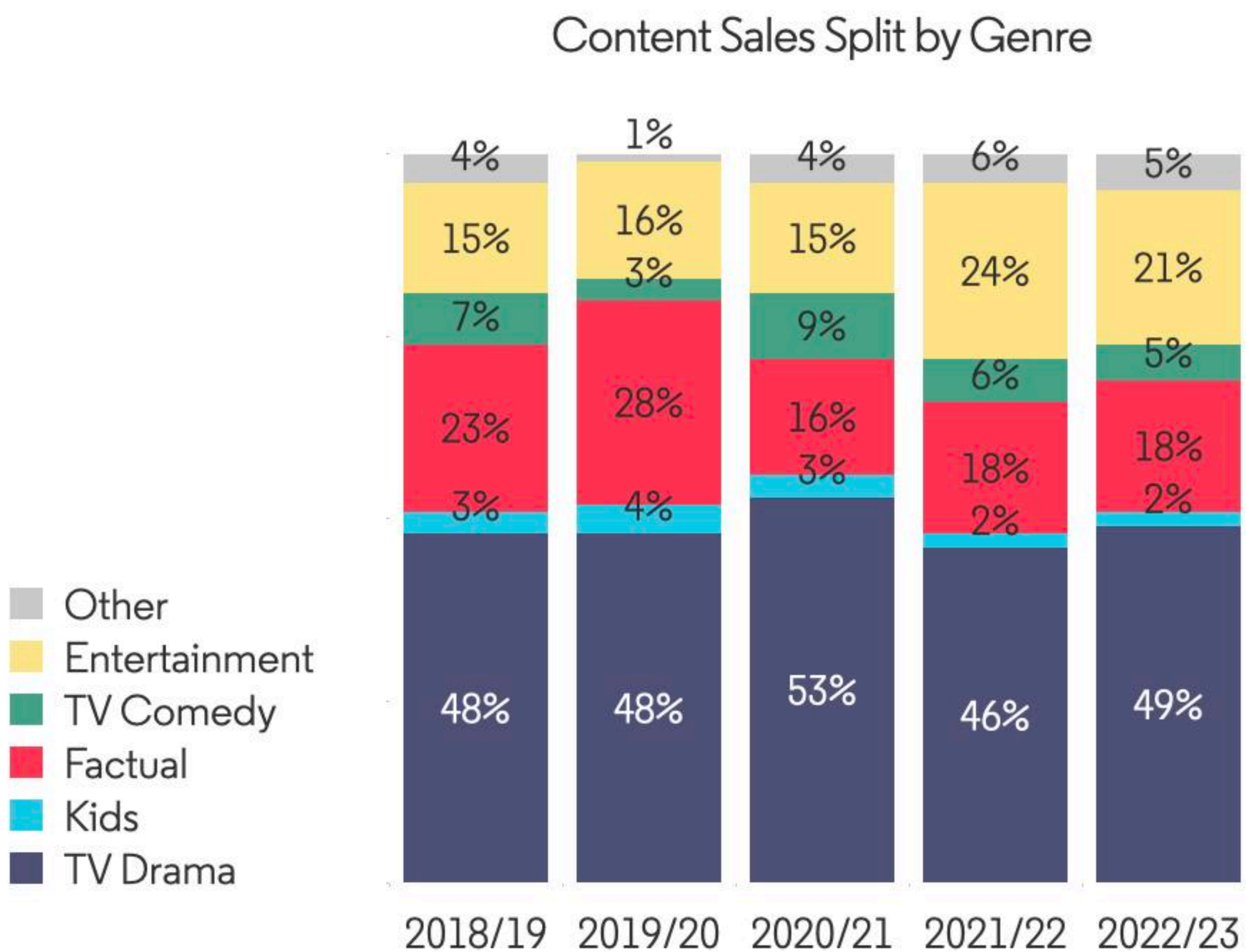
A greater proportion of distributors were selling finished programmes (of all types) to streamers in 2022/23.

Most services showed an increase in deals with distributors, with only Max from Warner Bros. and Starz Play from Lionsgate/Starz showing a drop from last year.

Most significantly 91% of respondents stated they sold programming to Peacock, a significant increase on last years 31%.

Q "Have you secured revenue from deals with the following global streaming services?"

UK TV Exports Report
Sales by Genre



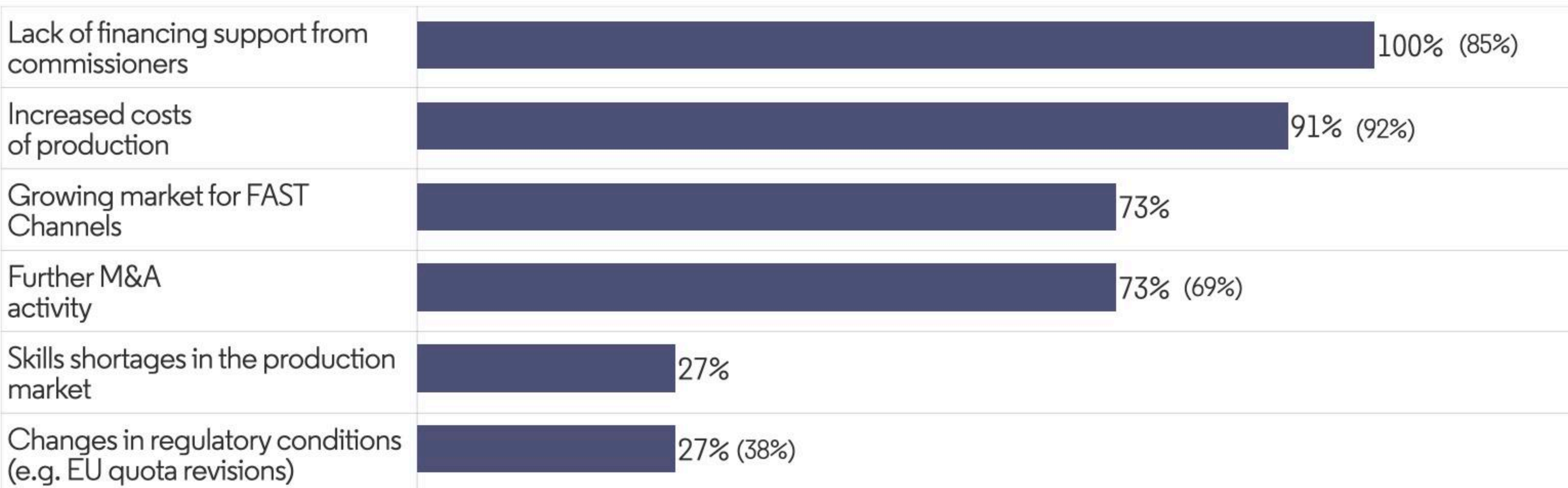
Scripted drama remains the key driver of international content sales for UK companies, representing 49% of revenue.

Entertainment saw a fall in its share of content sales to 21%, but remains higher than the 15% share of content sales it held in 2020/21.

UK TV Exports Report
Future Impact on Distribution

"Which of the following do you think will have an impact on the distribution of UK content internationally in the next 12 months?"

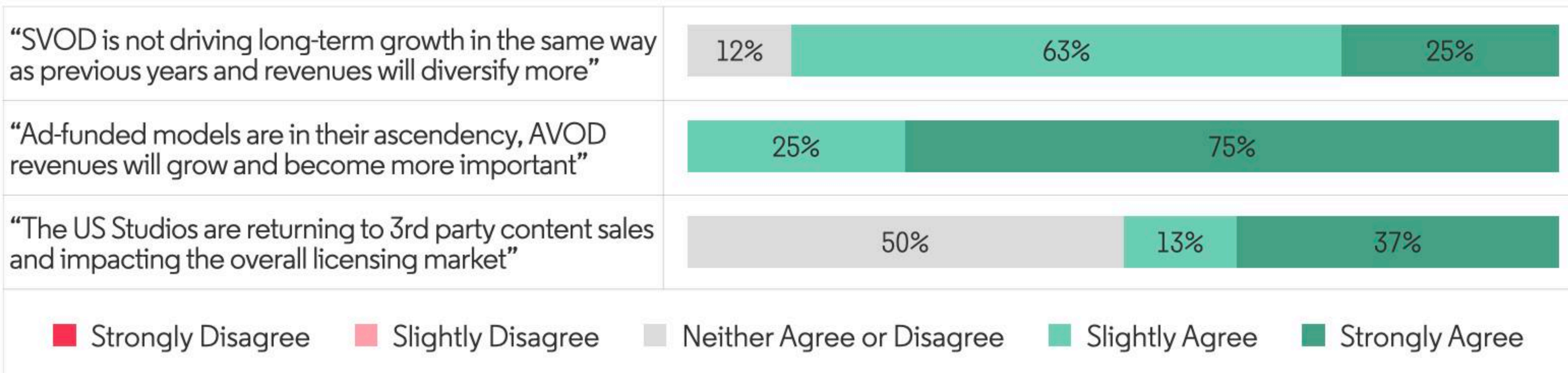
This year all the respondents highlighted the challenges from the the lack of financing support from commissioners, with 91% also identifying the increased cost of production. 73% of the distributors said the growing market for FAST channels will impact the market for UK programming.



Numbers in brackets represent the results from 2021/22 Survey

Respondents were asked about the challenges faced by SVOD in 2022.

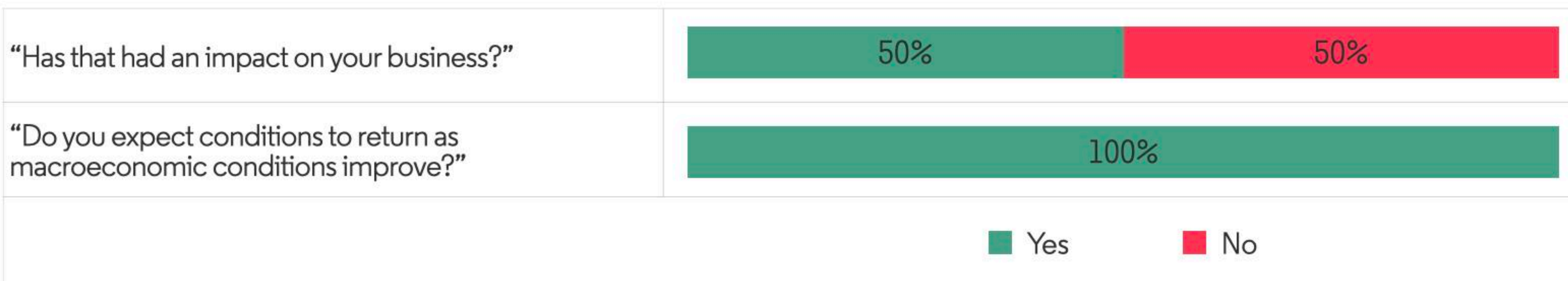
The majority agreed that SVOD's contribution to long-term growth is changing and that AVOD will grow to become a more important part of the market. Distributors were less confident on the issues surrounding Studios who were withholding content for their own SVOD services, now returning to content sales - with 50% unsure of whether their return to content sales was impacting the overall licensing market.



US Media Austerity

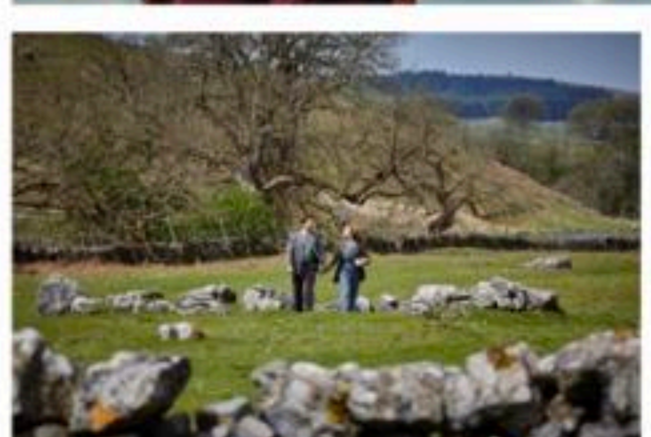
Respondents were asked about the challenges faced by US Media stocks in 2022, and the period of austerity and cost management that major US media companies were in.

Half of the respondents reported that this new focus on profitability and cost control impacted their business, however respondents believe this will be short-lived - every respondent expects the macroeconomic conditions to improve and with it, the market.



Louise Pedersen, CEO, All3Media International

Top Three Exporting Titles
The English
All Creatures Great and Small (S3)
Midsomer Murders (S23)



"The record growth across the export sector should be celebrated, with UK revenues at their highest level since this survey began at £1.85B. It's encouraging to see the UK's format exports growing strongly and we're delighted that A3MI's breakout global hit The Traitors has played its part in that. In line with the survey results All3MI saw increased sales and co-production activity in Germany, reflected in its third place in the UK's export rankings.

The current landscape does have challenges however – US buyer budgets have been impacted over recent months and this, together with high production costs has made financing shows more risky. Yet overall, this is a sector that is remains confident in its skills and that has learnt to adapt quickly to market changes, bringing significant revenues back to the wider UK television production and creative industries."

Fremantle

Bob McCourt COO, Commercial and International, Fremantle

Top Three Exporting Titles
America's Got Talent
This England
Senorita 89

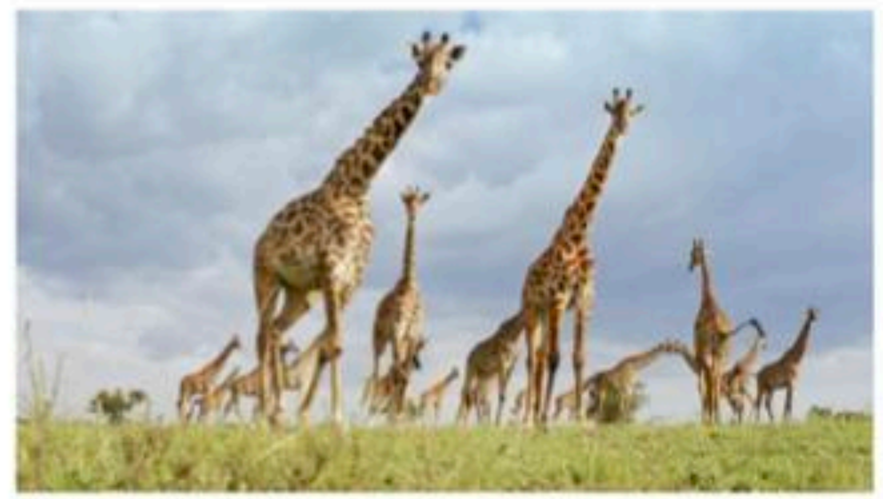
"Despite the wider industry headwinds, Fremantle has once again delivered another extremely strong performance. Our stellar IP and powerful content line-up across entertainment, drama, film and documentaries has once again proven popular with global buyers. Telling compelling stories, and working with world-class talent from across the globe to deliver irresistible entertainment is central to all we do at Fremantle.

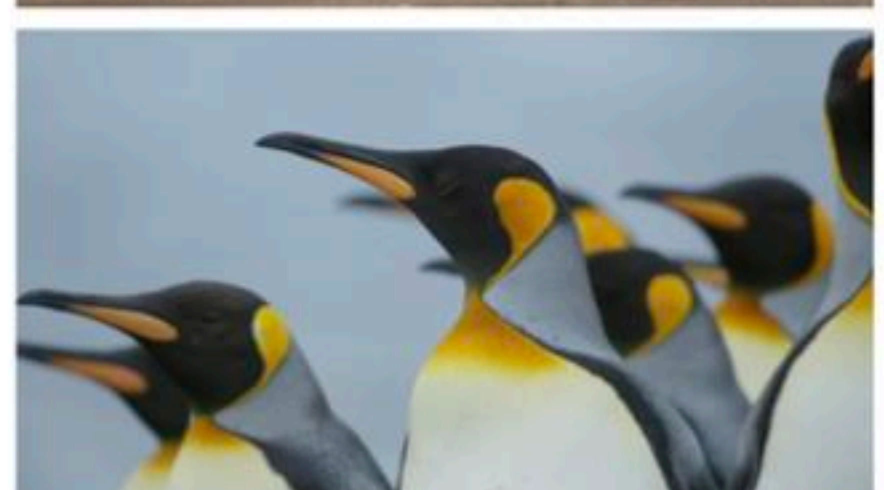
We are proud to be able to share these incredible stories and our vast entertainment catalogue with our valued clients and partners, delivering a strong performance as we head into 2024."

BBC STUDIOS

Rebecca Glashow, CEO, Global Distribution, BBC Studios

Top Three Exporting Titles
Frozen Planet II
Serengeti (S3)
Top Gear (S33)





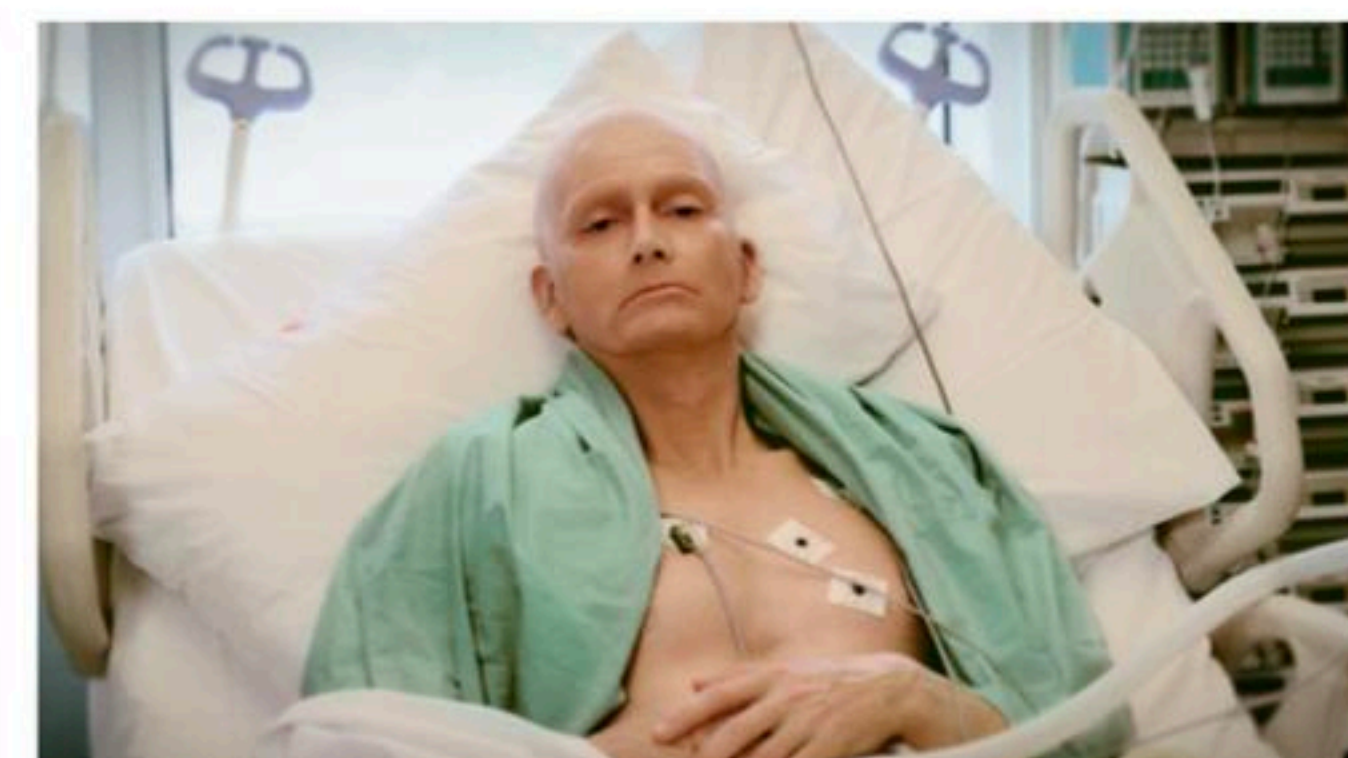
"I am very proud of our BBC Studios team and our continued leadership in bringing the very best of British content to the world. Even through a period of disruption in the marketplace, we are seeing an appetite for high-quality content around the world, from Frozen Planet II, to Serengeti and Top Gear to name a few.

We are very fortunate to have one of the strongest content portfolios in the business. We have a deep library of content across all genres that appeal to a range of customer and audience needs around the world."

Top Three Exporting Titles
Harry Palmer: The Ipcress File
Litvinenko
The Suspect

Ruth Berry, Managing Director, Global Partnerships, ITV Studios

"Despite the challenges and uncertainties of the past year, growth is at an all-time high, proving that British television continues to be loved globally. ITV Studios' portfolio of world-class content including the gripping real-life series Litvinenko, nail-biting thriller The Suspect and the immensely stylish The Ipcress File, all of which have aired in 100+ countries, have once again proven to be highly appealing to buyers."



Selected other Distributors

Banijay	Cake Entertainment	Cineflix	DLT
Masterchef	Total Drama Franchise	Property Brothers - My Dream Home	My Family
Grantchester	Angry Birds Series	Reginald The Vampire	As Time Goes by
Survivor	Kiri & Lou	Crime	Go 8-Bit

Passion	Sony Pictures Television	Hat Trick
Ru Pauls Drag Race	Dragon's Den	George Clarke's Amazing Spaces
Ru Pauls Drag Race All Stars	Who wants to be a Millionaire	Dinner Date
Paradise Hotel	Raid the Cage	Bloodlands

UK TV Exports Report Sponsors

BBC Studios, a global content company with bold British creativity at its heart, is a commercial subsidiary of the BBC Group, supporting the licence fee and enhancing programmes for UK audiences. Able to take an idea seamlessly from thought to screen and beyond, its activities span content financing, development, production, sales, branded services, and ancillaries across both its own productions, and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, with brands like Strictly Come Dancing/Dancing with the Stars, Top Gear and Doctor Who. BBC Studios has offices in over 20 markets globally, including 10 production bases in the UK and production bases or partnerships in a further 7 countries around the world. The company, which ordinarily makes around 2000 hours of content a year for both the BBC and third parties including Apple, Netflix and Migu, is a champion for British creativity around the world. It is also a committed partner for the UK's independent sector through a mix of equity partnerships, content investment and international distribution for programme titles.

Fremantle is a leading global distributor, creator and producer of some of the world's most successful content across Entertainment, Drama & Film, and Documentaries. Amplifying local stories on a global scale, Fremantle produces and delivers premium, multi-genre IP across the 27 territories it operates in.

Fremantle is a proudly independent group of content creators, and home to some of the biggest entertainment formats, compelling international dramas, award-winning films and high-quality documentaries. From Got Talent to Neighbours, Password to Poor Things, Alice & Jack to America the Beautiful, The Lost Ones to Big Mood and Priscilla to House of Kardashian our focus is simple – Fremantle creates and delivers irresistible entertainment.

Fremantle also represents world-leading digital business, with more than 495 million fans and 300 billion views for its standout content across all platforms. Fremantle is part of RTL Group, a global leader across broadcast, streaming, content and digital, itself a division of the international media, services, and education company Bertelsmann.

About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across more than 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

All3 Media companies have an unrivalled track record of producing popular and critically acclaimed IP, ranging from contemporary thrillers, detective series, soap operas, comedy, costume drama, true crime, through documentary, natural history, formatted entertainment, factual entertainment, features, children's and reality programming. The production companies are based in the UK, US, Germany, the Netherlands and New Zealand and produce 3,500 hours annually for linear broadcasters, VOD, social media and other digital platforms. All3Media's distribution business, All3Media International exploits programme rights around the world

Pact is the trading name for the Producers Alliance for Cinema and Television. It is the largest trade association covering the UK film, television, digital and interactive media sectors. Pact works to ensure British independent producers have opportunities for domestic and global business success. Pact offers a range of business services to its members and it actively lobbies government at local, regional, national and European levels.

3Vision is a global content and TV consultancy specialising in content acquisition, strategy, research and business development in the television industry.

With decades of TV industry experience and real-world success, we know the ins and outs of the market like nobody else. 3Vision combines intelligent trend analysis and industry partnerships to give your business expert insights, accelerate your growth and plot crystal clear routes to future success.

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