
UK TV Exports Report

2018-19

October 2019

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UK TV Exports Report

Foreword

The latest Pact TV Exports Report shows it's been a record breaking year for UK television in the global marketplace, with international exports worth an estimated £1.4 billion in 2018/19.

There's no denying that the best of British creativity can be seen in the range of programmes we share with the world. From heart-stopping dramas like Bodyguard and Killing Eve, to unmissable moments in the latest series of your favourite reality show, our producers craft compelling stories that resonate beyond borders. It's no wonder then that worldwide demand for our programming shows no sign of waning.

The USA remains the UK's biggest TV export market at £444m, accounting for 32% of all exports, with France and Australia also continuing to be key buyers. The overall revenue from the sale of UK TV formats like Gogglebox and Bake Off has risen to £86m globally, with our neighbours in Europe being the primary destination for those formats. Strong growth in the MENA (Middle East & North Africa) region, as well as a 33% increase in pan-regional sales, provides encouraging signs that there is a growing thirst for our content in previously untapped markets, too.

Wherever in the world the opportunities lie, we at the Department for International Trade are proud to work in partnership with the television industry to support British producers to make the most of them. Our Tradeshow Access Programme has supported UK independent TV producers to connect with international partners and distributors at conferences including MIP Junior in France, NATPE and Realscreen in the USA, Rio Content Market in Brazil, and MIP Cancun in Mexico, to name just a few. It is at these marketplaces that crucial deals are made and the next global hits are discovered.

As our creatives continue to deliver TV shows that the world wants to watch, it remains a priority to continue developing ever stronger ties with our international partners in the sector. Through Pact, the UK has become one of the fifteen founding members of the Global Creative Alliance, set up to encourage more effective international collaboration between producers and increase potential for co-productions. It is through such connections that we will be best placed to help our producers to understand the global market and capitalize on opportunities for their businesses.

The UK television industry is an exports success story, one that we should rightly be proud of. Long may that continue.

Elizabeth Truss
Minister of State at the
Department for International
Trade



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Key Findings



£1,400 million

2018/19 UK TV international exports

32% exports

US market

69% exports

Finished programming

48% drama

Finished programme sales

33% increase

In Pan-Regional sales (including global streamers)

In 2018/19 UK TV international exports were an estimated £1.4 billion, **7% year-on-year growth** and a record high.

USA remains the largest market with 32% of all exports (£444m), but there has been significant growth in pan-regional deals. **France is the second biggest export market** with £115m, strong year-on-year growth of 13%.

Finished programming is the largest source of revenue in every territory, taking 69% of all exports.

The UK continues to produce television that **travels to all corners of the world**, with breadth and diversity in its content. Success stories range from award winning Natural History (Planet Earth II), fly-on-the-wall Reality TV (Love Island) and gripping Drama (Bodyguard).

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Top Twenty Export Markets



USA remains the largest market with £444m, contributing 32% of all television export revenue.

France (£115m) and Australia (£96m) maintain their positions in the top three biggest export markets.

Nordics (£85m) also maintains its position at fourth, growing £17m (+26%), with notable growth in Italy, increasing 28% (£10M) year-on-year.

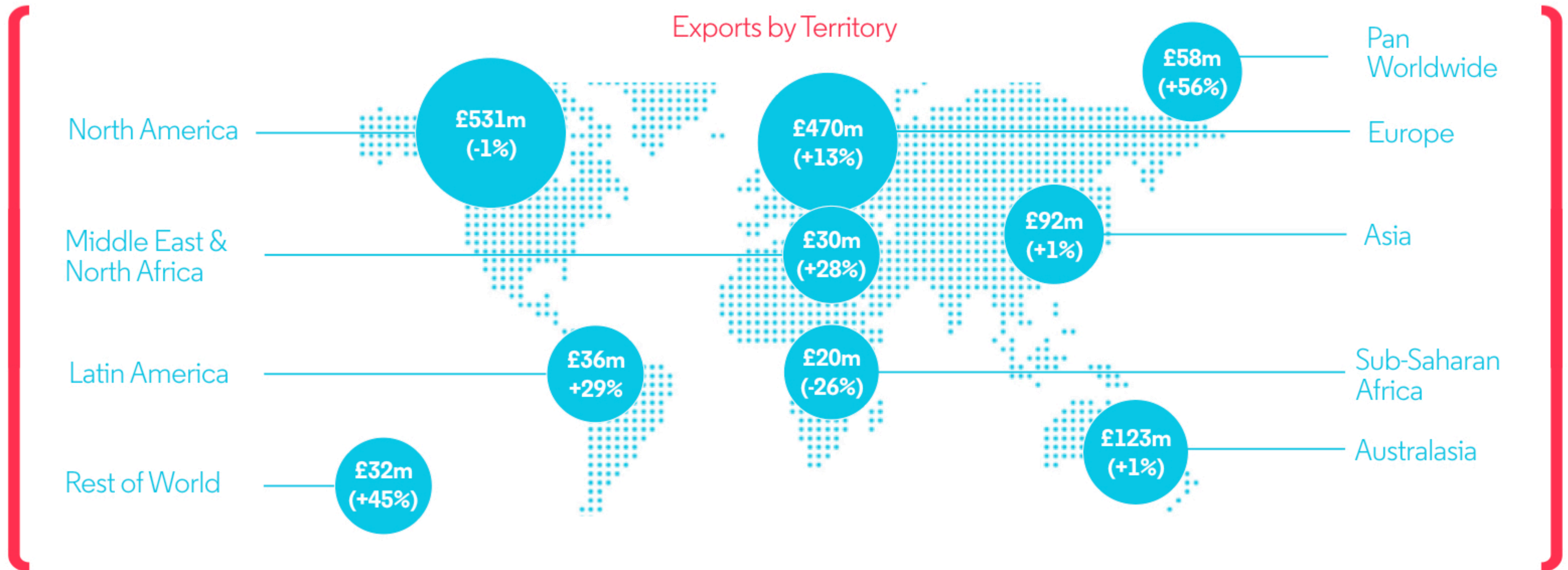
India, China and Latin America are the territories where UK companies feel there is the best opportunities for expansion. Each of these markets have shown strong revenue growth in the past three years.

TOP 20 COUNTRIES	£M
USA	444
FRANCE	115
AUSTRALIA	96
NORDICS	85
CANADA	63
GERMANY	61
ITALY	44
CHINA	32
NEW ZEALAND	26
SPAIN	26
NETHERLANDS	23
BELGIUM	18
SOUTH AFRICA	14
INDIA	14
JAPAN	14
POLAND	13
SOUTH KOREA	9
RUSSIA	8
TURKEY	5
BRAZIL	3

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Exports by Territory: Macro Regions

North America (£531m) and Europe (£470m) are the biggest export macro-regions with 72% of revenue. North America (principally the US) is an important partner for co-productions (£81m) and international production revenue (£123m) – this being revenue generated by the overseas production arm of UK companies.

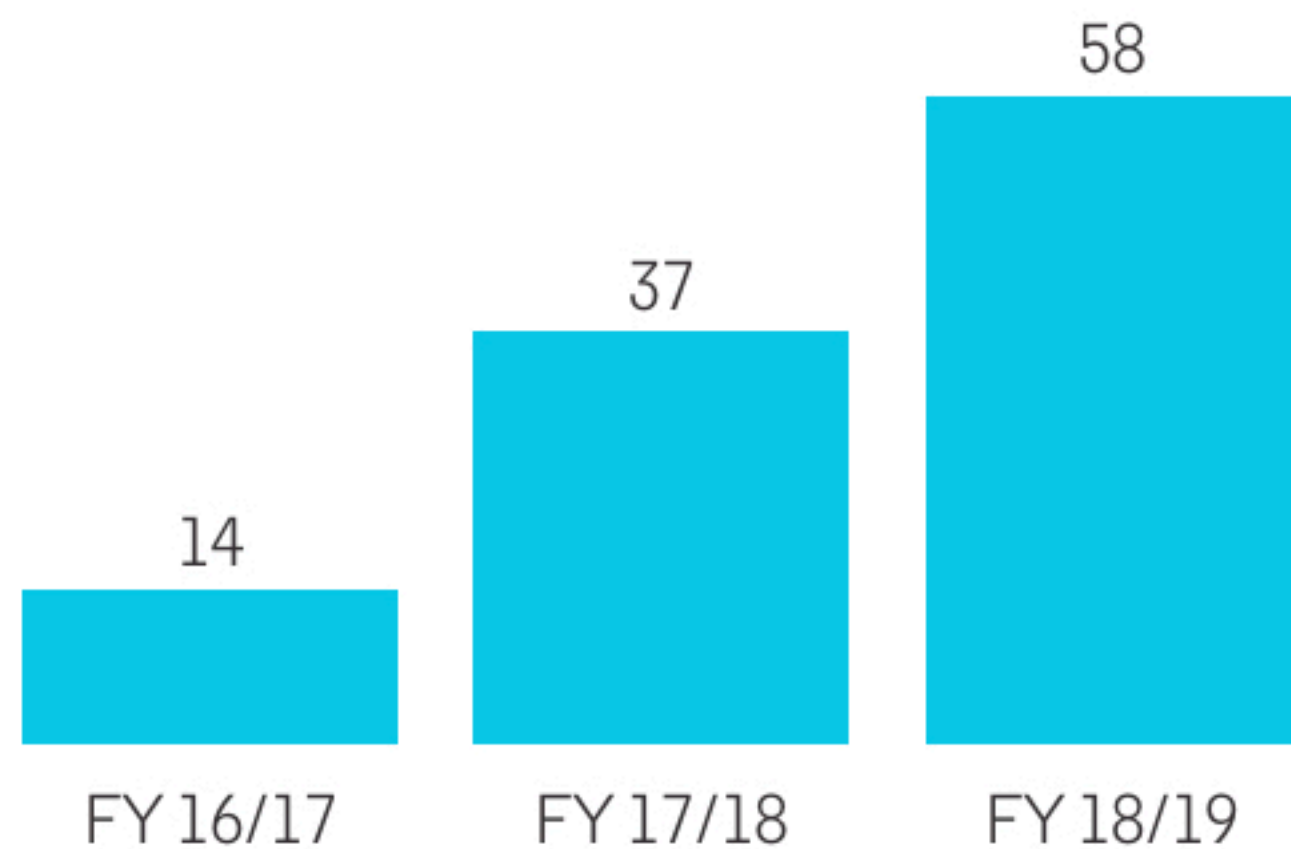


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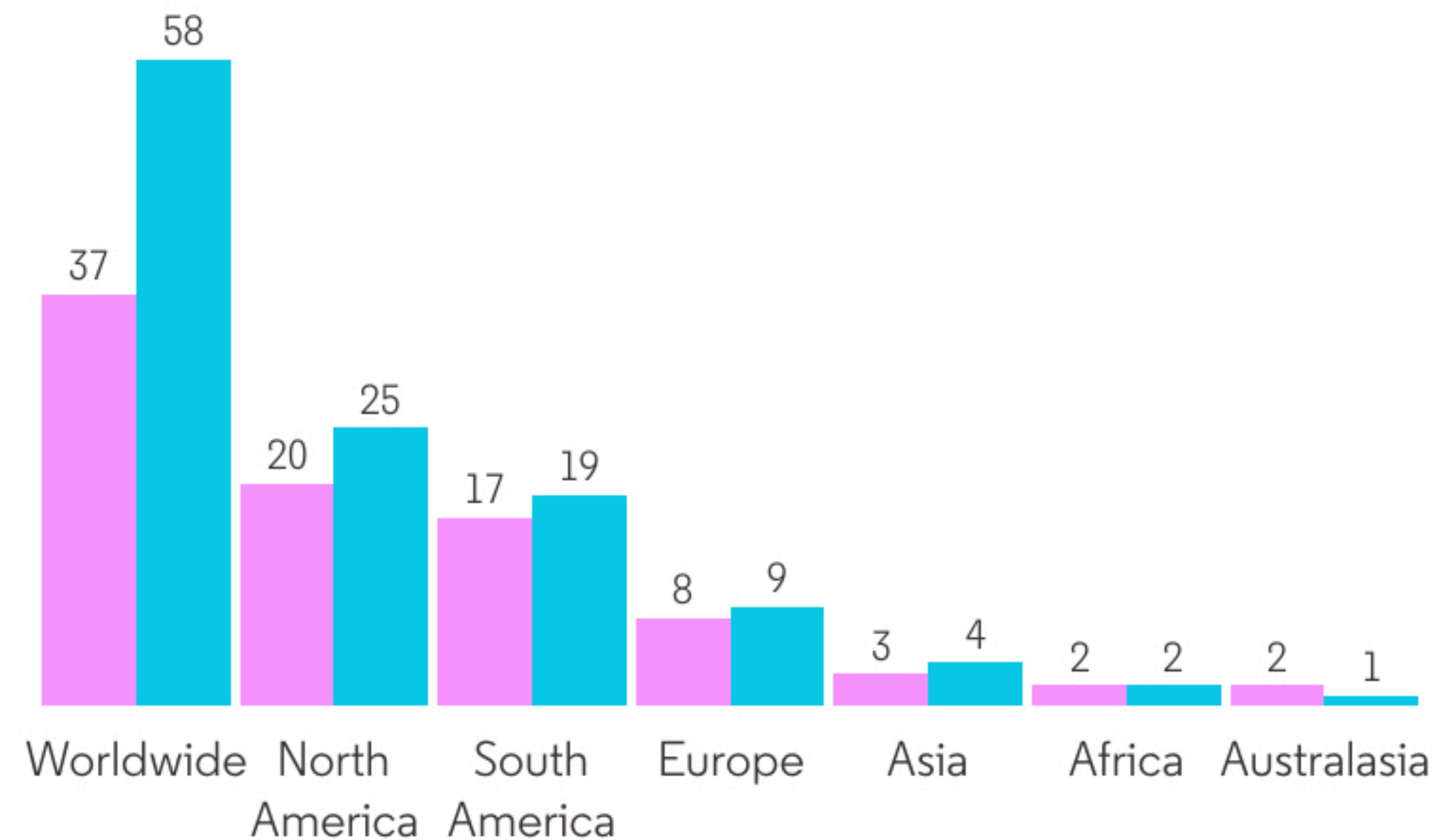
Pan Territory Deals

A significant and growing proportion of sales by UK distributors are to pan-regional services, which includes Worldwide deals to SVOD players including Netflix and Amazon. Revenue generation from Pan-Worldwide deals has increased £21m (+56%) in the last year.

Pan Territory Revenue: Worldwide (£M)



Pan Territory Deal Revenues FY 18/19 (£M)



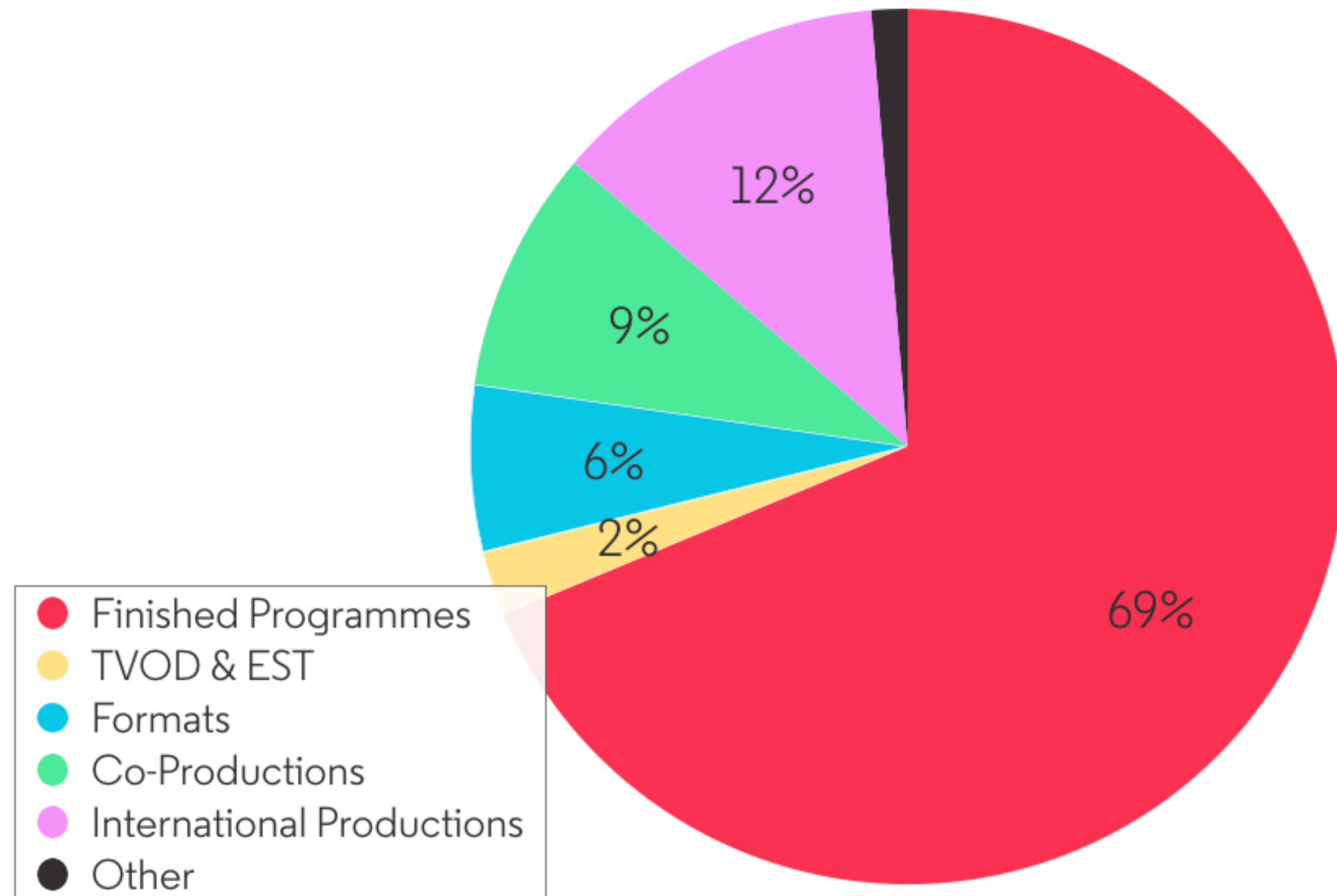
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Sales by Type

In 2018/19 69% of all exports were finished programmes, 12% were international productions and 9% were co-productions - with all sectors experiencing year-on-year growth.

Europe maintains its position as the primary destination of formats with 55% of global exports (£47M).

Exports by Type - FY 2018/19

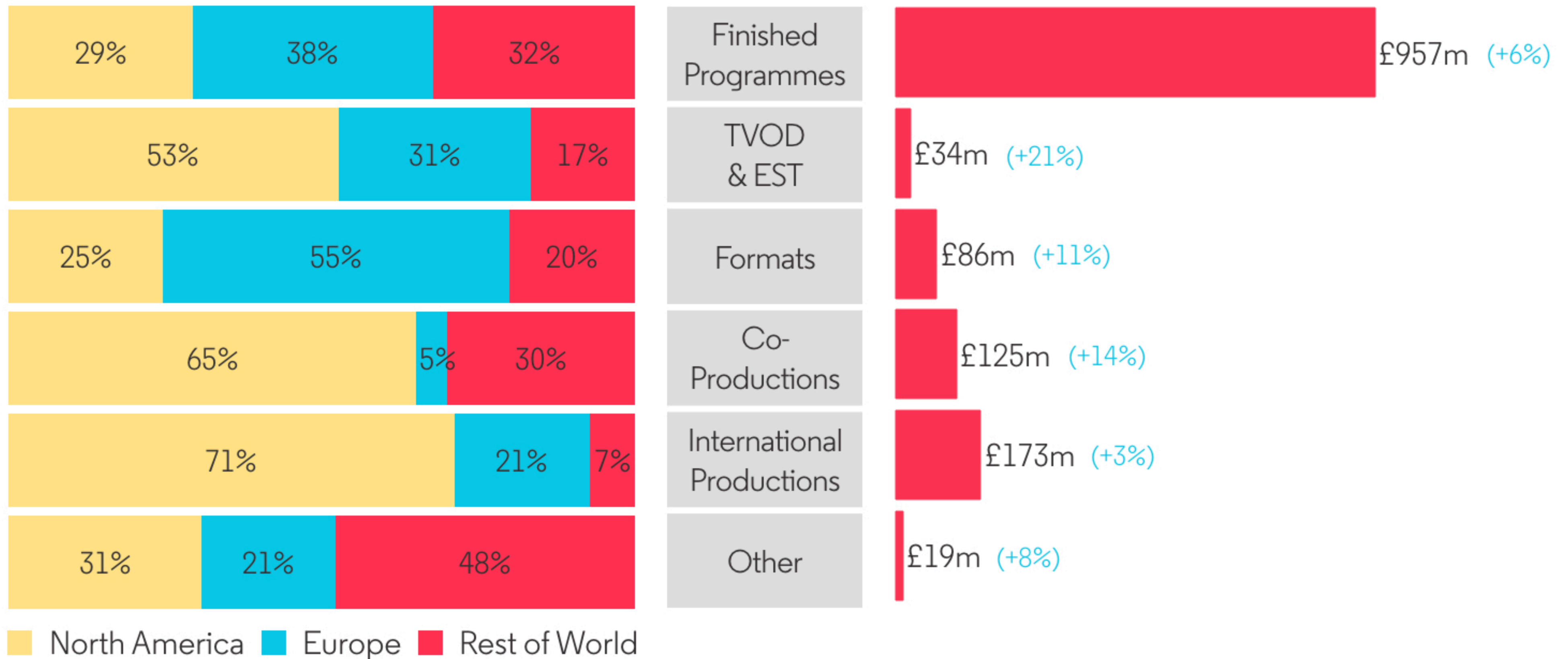


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Sales by Type



Sales by Type - FY 2018/19

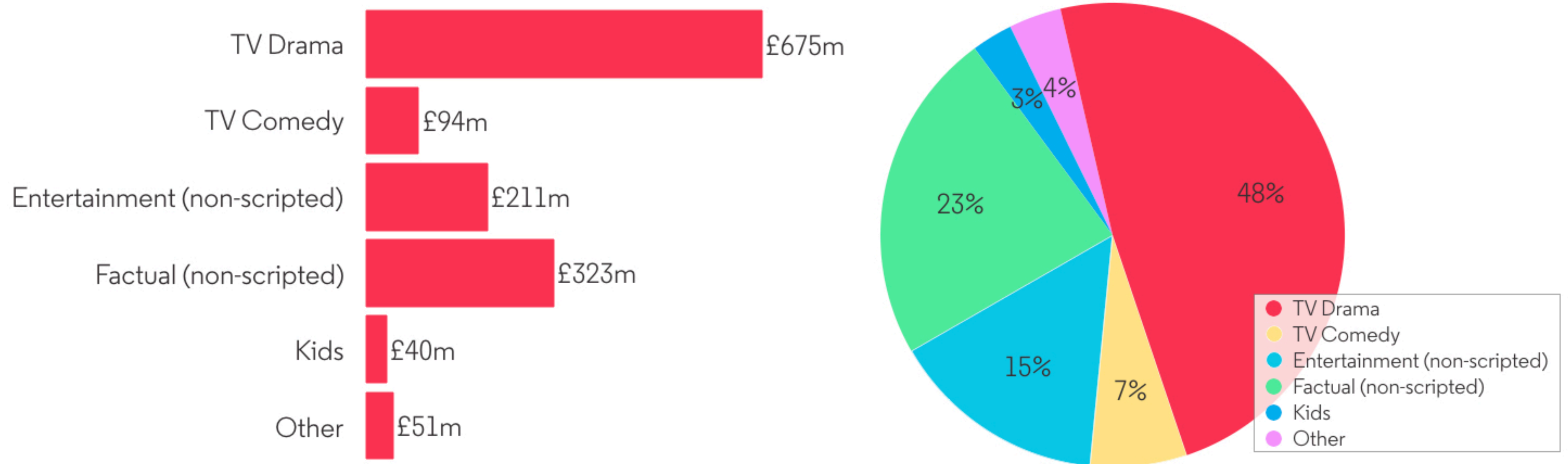


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Sales by Genre

Drama dominates sales, with 48% of the total, Non-Scripted Factual follows with 23%, then Entertainment (15%). Older content remains strong, with an estimated 36% of TV sales for programming of four or more years old.

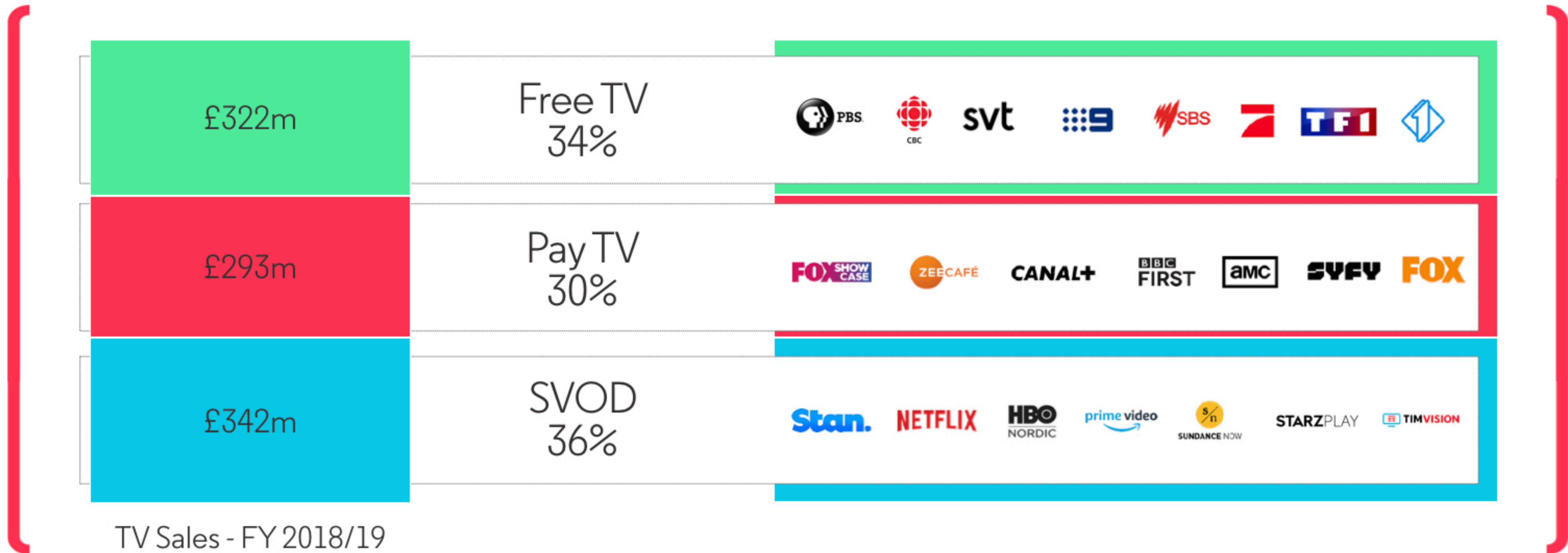
Sales by Genre - FY 2018/19



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TV Sales by Service Type

This year to reflect the changes in the market, sales to SVOD have been captured in finished programming alongside Free and Pay TV broadcast sales. There is an even split of finished programme export revenue between Free, Pay TV and SVOD services.

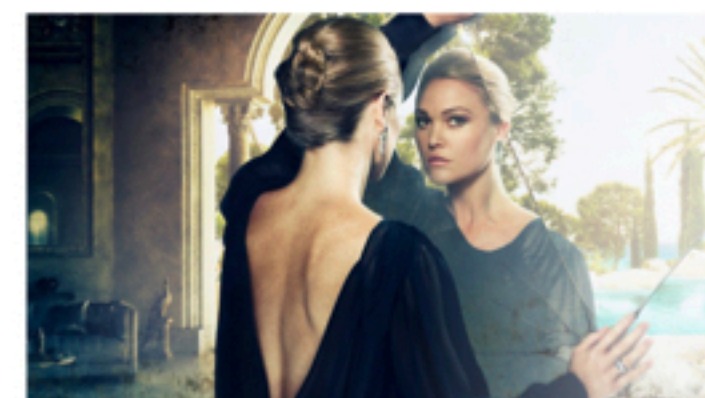


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Success Stories - Show Distribution



The UK consistently produces television of mass appeal with programming new and old and spanning multiple genres. Sales of finished programming are particularly strong with content travelling to all corners of the world. The UK continues to deliver programme formats that travel and offer strength in content creation that makes it an attractive production partner for international buyers.





Pact is the trading name for the Producers Alliance for Cinema and Television. Pact 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.



BBC Studios, trading as BBC Worldwide in the period this report covers, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.



ITV Studios Global Entertainment (ITVS GE) is one of the world's leading international TV distribution, home entertainment, publishing, merchandising and licensing businesses. ITVS GE distributes celebrated content across all genres from both its in-house production business, ITV Studios, and in collaboration with leading producers from around the world. Part of ITV PLC, which includes the UK's largest commercial broadcaster, ITV Studios Global Entertainment has offices in London, Hong Kong, Los Angeles and Sydney.



3Vision help clients build highly successful content businesses through a range of expert consultancy services. We combine intelligent trend analysis and deep industry experience to give your business expert insight. Our strategic advice is drawn from first-hand experience and real world success.

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