



PACT UK Television Exports Survey 2006

Statistical Release

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Today the Producers Alliance for Cinema and Television (PACT) are publishing the results from the annual UK Television Exports Survey for 2006. The survey of PACT membership was conducted by the Department for Culture, Media and Sport on their behalf.

Key findings

- The estimated total revenue from the international sale of UK TV programmes and associated activities was £593m in 2006, an increase of 20% on 2005.
- Half of this increase was a result of the total revenue from the USA increasing by 30% between 2005 and 2006. The increase was further influenced by a 42% rise in sales to Scandinavia.
- There was a 21% rise in television sales, up from £242m to £294m. This accounted for over a half of the increase in total revenue between 2005 and 2006. A further quarter was due to an 87% rise in income derived from licensing a format idea overseas.
- Revenues from DVD and video sales rose 13% to £63m in 2006 from £56m in 2005.
- North America accounted for 41% of all the UK's TV export revenue in 2006, with Europe accounting for a further 33%, although television sales to Europe were higher than sales in North America (£125m compared to £77m in 2006).

Notes

- *Financial results from 32 companies were included in the export figures. The overall response rate to the survey was 82%, though not all returns received were complete. Estimation was therefore required for some companies and was carried out by DCMS, with advice and agreement from PACT.*
- *The figures for 2005 have been revised. This is as a result of some companies no longer being PACT members. In order for comparisons between years to be meaningful, financial results from 27 companies were included in the 2005 figures.*
- *There were four new companies for 2006 which were not surveyed in 2005, and one member who sent a return for the first time in 2006.*

Table 1: Sales by territory, 2005 and 2006 (£million)

TERRITORY	2005	2006	% +/-
USA	166	215	30%
CANADA	20	25	26%
GERMANY	30	24	-20%
FRANCE	33	37	10%
SPAIN	11	14	25%
ITALY	15	17	16%
SCANDINAVIA	26	37	42%
REST OF WESTERN EUROPE	42	47	12%
EASTERN EUROPE	13	20	54%
AUSTRALIA/NEW ZEALAND	53	60	12%
LATIN AMERICA	8	11	30%
ASIA	37	45	23%
NOT ELSEWHERE CLASSIFIED	40	42	6%
TOTAL	494	593	20%

Table 2: Sales by type, 2005 and 2006 (£million)

TYPE	2005	2006	% +/-
TELEVISION	242	294	21%
VIDEOGRAM/DVD	56	63	13%
CO-PRODUCTION	48	51	7%
FORMAT	30	56	87%
LICENSING/ MISCELLANEOUS	115	125	8%
COMMISSION ON UK SALES	3	4	43%
TOTAL	494	593	20%

Table 3: Sales by type and territory, 2006 (£million)

TYPE	North America	Europe	Rest of World	Total
TELEVISION	77	125	92	294
LICENSING/ MISCELLANEOUS	49	37	38	125
VIDEOGRAM/DVD	38	10	15	63
FORMAT/ COMMISSION ON UK SALES	34	18	8	60
CO-PRODUCTION	42	4	5	51
TOTAL	240	195	157	593