



**Oliver & Ohlbaum**

# UK Television Production Survey

Financial Census 2024

A report by Oliver & Ohlbaum Associates for Pact

July 2024

1. Summary
2. Revenue growth
3. UK commissioning trends
4. International and rights revenues

## Total sector revenues fell in 2023 to £3.61 billion

Total UK television sector revenues fell by 8.3% in 2023, driven largely by a decline in domestic commissions as well as a sharp decrease in linear broadcaster commissions from international markets

In 2023, TV production activity in the UK contracted from a record year in 2022. Total sector revenues decreased by 8.4% to £3.61 billion.

Domestic TV revenues experienced a decline of £183 million but remained above £2 billion for the third time, totalling £2.02 billion. The decline in domestic commissioning was driven by a sharp fall in commissioning spend from UK multichannels. In 2023, UK broadcasters were exposed to various factors that likely constrained their commissioning budgets, including a downturn in the advertising market, declining viewership for broadcast TV, the freeze on the BBC licence fee, and rising inflation in the UK.

Meanwhile, international TV revenues also fell, decreasing by £209 million from the previous year, driven by a fall in linear international commissions. Revenue from these commissioners shrank by £183 million, likely due to a poor advertising market as well as broadcasters such as Discovery shifting their commissioning strategy towards digital commissions. Additionally, the US market was severely impacted by the six month-long WGA strike alongside the four month-long SAG strike in 2023, which halted most production and commissioning activity during that period.

International digital commissions remained stable, declining by only £12 million in 2023, totalling £684 million. Revenue from international digital commissions accounted for 23.5% of all primary TV rights revenues, as the UK continues to attract global SVODs as a destination for high-value productions.

**Total revenues fell by  
8.3%**

Sector revenues totalled their third highest ever level of £3.61 billion in 2023

**International revenues totalled £1.41 billion**

Down 12.9% on the record high of £1.6 billion in 2022

**UK TV revenues decreased by £183 million**

UK TV revenues remained above £2 billion, totalling £2.02 billion in 2023

**Secondary rights grew to £435 million**

This marked an increase of £28 million from 2022

# Introduction

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The Census report is based on financial returns from a broad cross-section of active UK production companies

The Pact Census is an annual report detailing the characteristics and evolution of the television production landscape within the UK.

By collating yearly market data, the Census provides a unique opportunity to understand the underlying trends shaping the UK television production industry.

Benefits of the Pact Census:

- The survey is completed by a broad cross-section of the UK production sector
- The data collected during the survey is granular, enabling a detailed picture of developing trading trends
- A consistent approach over the last decade enables the identification of long-term industry trends

## Financial survey of Pact members

The Pact Census is conducted through a detailed financial survey of Pact members. Pact represents the majority of production companies active in the UK market.

The survey captures detailed information about the past two financial years. This data is then aggregated and used as the basis to estimate the overall size of the market and specific sub-segments of activity.

This year, 86 complete responses were received. These companies represent around 84% of the total industry turnover

## Scope of the Pact Census

The Pact Census defines the 'UK production sector' as TV and film production companies in the UK excluding those companies wholly owned by PSBs. All references to producers and the production sector within this report follow this definition.

## Methodology

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**The figures in this report are reflective of the total market; these are calculated by scaling up our financial survey data based on the current composition of the UK production sector**

Turnover band ranges are used to gross up sample responses to provide estimates for the overall industry. Responses are placed into turnover bands, then totals within each band are scaled up based on the known composition of the market (i.e. number of producers by turnover band).

Every year, new companies return our financial survey thus changing the make-up of our sample; this can cause slight variations in our year-on-year market values. These small variations average out over time, so trends viewed over multiple years of the Census show a clearer picture of the production sector than single year-on-year fluctuations. We draw attention to differences between consecutive years where they appear to be significant, otherwise we focus on the broader trends.

The completeness of the Census is subject to the level of disclosure provided by participants. Variations between participants in the level of disclosure provided mean that revenues (especially international) are reported to varying degrees of detail. We reflect those that are disclosed in our survey.

Due to different company reporting periods, the annual Census returns include financial information spanning 2022 and 2023.

### Methodology Changes

Last year, there was a slight change to the primary rights methodology. Participants had the option to split commissioning revenue between two buyers or platforms where relevant. This adjustment aimed to accommodate the growing number of co-productions commissioned by both domestic and international platforms.

Additionally, participants could split primary rights value from a sole commissioner across linear and digital services where there was clear and significant value in both. This enabled a more accurate depiction of domestic and international digital commissioning as it continued to play a greater role alongside linear for traditional buyers. This change in methodology affects year-on-year comparisons in this report between pre-2022 and post -2022.

# Glossary

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## TV channels

- PSBs – public service broadcasters (BBC, ITV, Channel 4, Channel 5)
- Multi-channels – other linear channels (Sky portfolio etc)

## Video on demand (VOD)

- SVOD – subscription video on demand e.g. Netflix
- AVOD – advertising video on demand e.g. Freevee
- BVOD – broadcaster video on demand e.g. ITVX
- TVOD – transaction video on demand e.g. Google Play

## Standalone digital service

- SVOD or TVOD that is not owned by a traditional broadcaster and does not sit alongside existing TV channels, e.g. Netflix, Amazon Prime

## New Media

- Non-TV digital activities, including website design, apps, social media administration and games

## Linear TV commission

- A production commissioned primarily for broadcast on traditional TV channels

## Digital commission

- A production commissioned primarily for distribution on digital platforms (e.g. VOD services)

## Pre-production

- Includes external development funding, public funding, distribution advance (prior to production) and advertiser funding (including sponsorship)

## Primary commissions / Primary TV rights

- Production of new programmes which have been commissioned by broadcasters, this involves the sale of primary rights which typically include:
  - Exclusive right to broadcast the programme in the UK for a period of five years
  - Option to repeat transmission of the programme for an agreed fee
  - Option to renew these exclusive licences, for a fee, for a further two years
  - Exclusive licence to simulcast or make available on-demand over the internet
  - ‘Holdback’ on the sale of secondary rights to other UK broadcasters during the period of exclusive licence
- ‘UK commissions’ are produced for UK broadcasters or channels whereas ‘International commissions’ refers to commissions from non-UK broadcasters

## Secondary TV rights

- Exploitation of other distribution rights that are not contained in primary rights, this can include:
  - Licence to broadcast the programme on a channel other than the one commissioning the programme
  - Sale and distribution of the programme outside of the UK
  - Sale of the programme format outside of the UK
  - Use of the programme for consumer products e.g. DVD, merchandising, etc.

## 1. Summary

## 2. Revenue growth

- Total industry revenues fell to £3.61 billion in 2023, down from £3.94 billion in 2022
- Primary UK commissions declined to £1.78 billion in 2023, down from £1.99 billion in 2022
- International primary commissions decreased to £1.13 billion in 2023, down from £1.32 billion in 2022

## 3. UK commissioning trends

## 4. International and rights revenues

## Revenue growth – Summary

The UK television production revenues totalled £3.61 billion in 2023. This is a £331 million contraction from the record high revenues reached in 2022, this decline was driven by a downturn in UK and international linear commissioning

Following strong growth in 2021 and 2022, as the industry rebounded from the impact of Covid, the market experienced a returned to the norm in 2023. Total sector revenues declined by 8.4% to £3.61 billion. Despite this decline, total sector revenues were at the second highest ever levels and remained above pre-pandemic levels.

Domestic TV revenues contracted by £183 million, totalling £2.02 billion - their third highest ever level.

International TV revenues decreased by £209 million from 2022, to reach a total of £1.41 billion in 2023.

**Overall commissioning revenues totalled £2.90 billion and remained well above pre-pandemic levels**

- This was a 12.0% decline year on year from commissioning revenues peak in 2022

**Total UK TV revenues fell by £183 million to £2.02 billion in 2023**

- Despite this fall, this was the third highest such revenues have ever been and only the third time domestic TV revenues reached over £2 billion

**International revenues totalled £1.41 billion in 2023**

- Following a year of record growth in 2022, where such revenues grew by 70.0%, this was a 12.9% decline. International revenues nevertheless remained at their second highest ever level

**Non-TV revenues grew sharply, increasing by 51.3% year on year**

- This increase was likely due to the of success some producer's events production and management businesses

### Key Trends – Revenue growth

In 2023 total sector revenues experienced a decline from the record levels seen in 2022, this decline is especially sharp when high inflation is taken into account. Nonetheless total revenues remained well above pre-pandemic levels

The fall in revenues was primarily driven by a decline in domestic TV commissions as well as a drop in international linear commissions.

International commissioning fell by 14.7%. This decline was driven by a fall in commissioning activity from international broadcasters as they were impacted by the WGA and SAG strikes in 2023, alongside a weak advertising market.

Activity with digital players remained largely stable, as global SVODs continued to produce high value productions such as *The Crown* and *Criminal Record* in within the UK.

Domestic TV revenues fell by £183 million, as the UK's commissioning market slowed down after peaking in 2022. This slowdown was likely caused by multiple factors constraining their commissioning budgets, including a contraction in the advertising market, a shift of viewers away from broadcast TV, the freezing of the BBC licence fee, and high inflation in the UK.



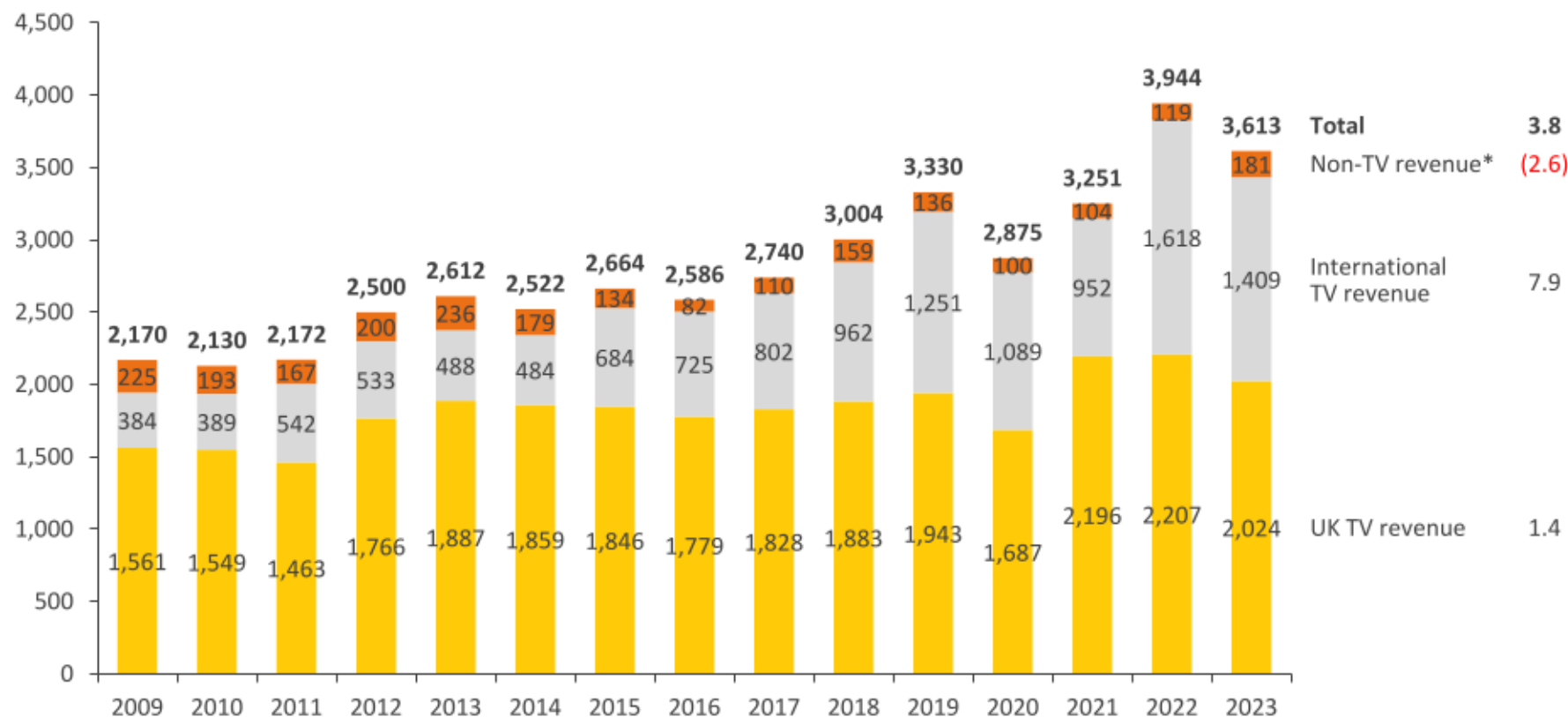
## Total sector revenues totalled £3.61 billion in 2023, the second highest ever

Given the tough climate in 2023, total revenues contracted by 8.4% in 2023, having grown by 21.3% the year before. Nevertheless, sector revenues reached the second highest ever level and remained above pre-pandemic figures

### Total producer revenues, 2009 – 2023

Emillions

**\*\*CAGR (%)**  
**2018-2023**



Note: \*Non-TV revenue includes corporate production, new media and other non-TV activities such as online publishing, talent management, promotions, public relations and feature films, \*\* CAGR = Compound Annual Growth Rate, the average growth rate per year over a time period

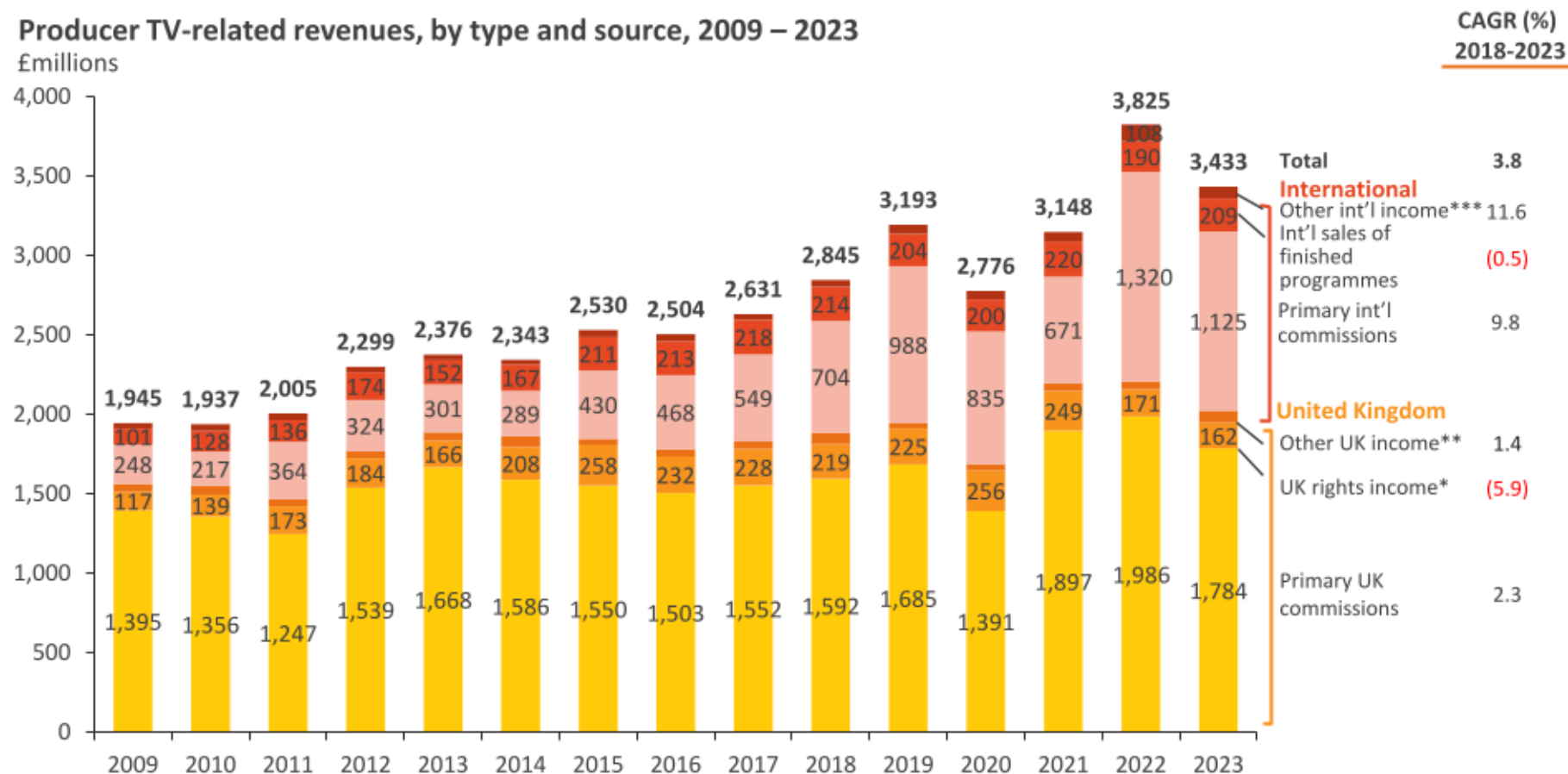
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## TV related revenues contracted to £3.43 billion in 2023

UK commissioning revenues declined by 10.2% year on year, totalling £1.78 billion in 2023, while international primary commissions declined by 14.7% after a strong year in 2022. This is a correction from the high growth in 2023

Producer TV-related revenues, by type and source, 2009 – 2023

£millions



Note: \*'UK rights income' – UK secondary sales, merchandising, formats, home entertainment etc.; \*\*'Other UK income' – pre-production and other TV-related revenue; \*\*\*'Other int'l income' – international rights (excl. finished programme sales), pre-production & other TV-related revenue

Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

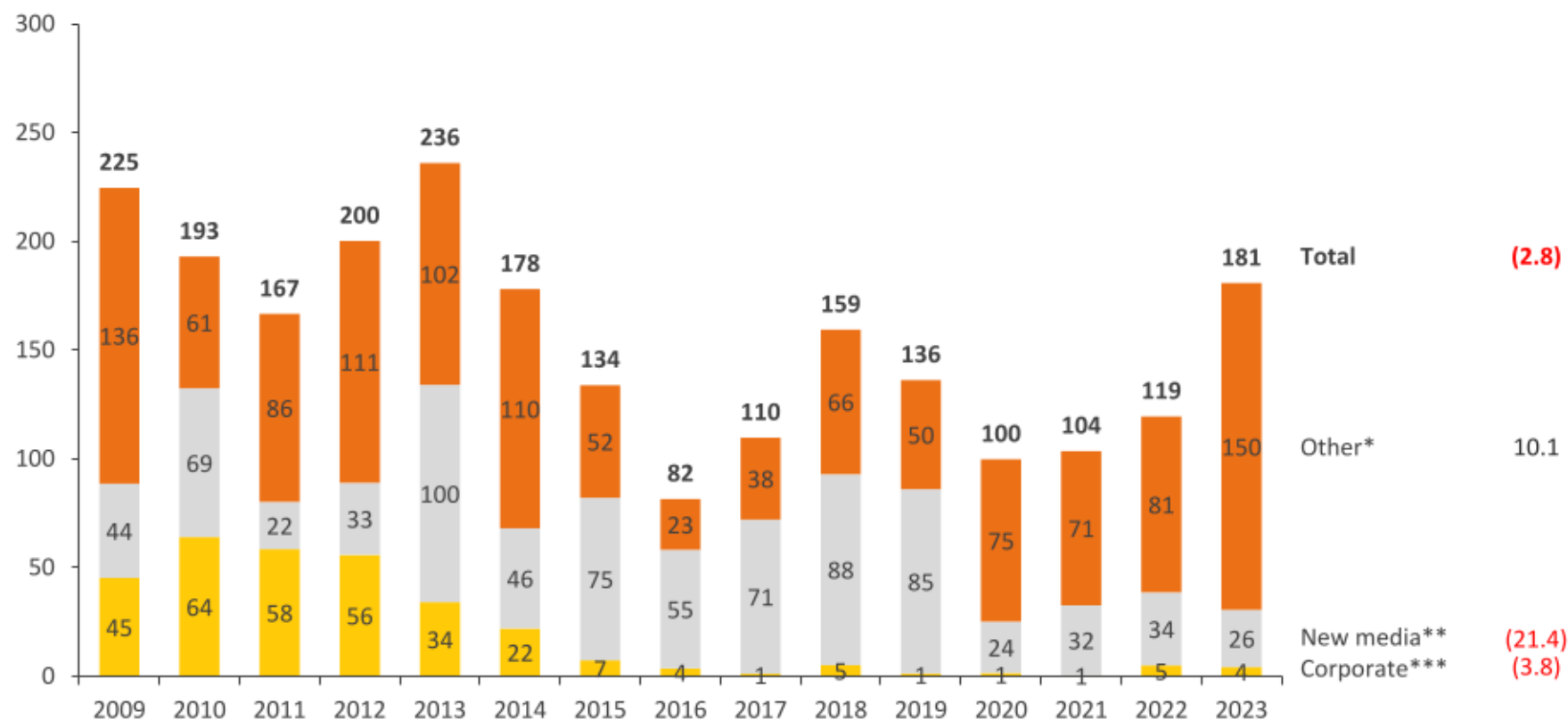
## Non-TV revenues grew significantly in 2023

Non-TV revenues grew by £60 million in 2023. This growth primarily fell within the “other” category, as TV producers' management and event production businesses in particular showed strong growth

Producer non-TV revenues, by type, 2009 – 2023

£millions

CAGR (%)  
2018-2023



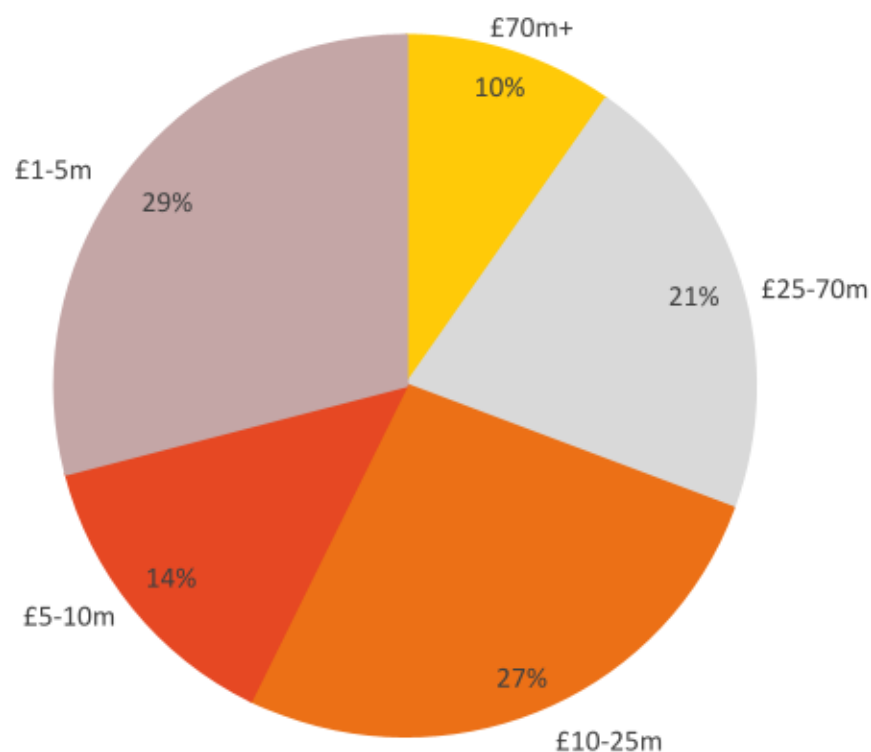
Note: \*'Other' includes online publishing, talent management, promotions, public relations & feature films. \*\*'New Media' includes websites, apps, social media & games. \*\*\*'Corporate' includes B2B, promotional & educational material and similar not produced for public television

Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

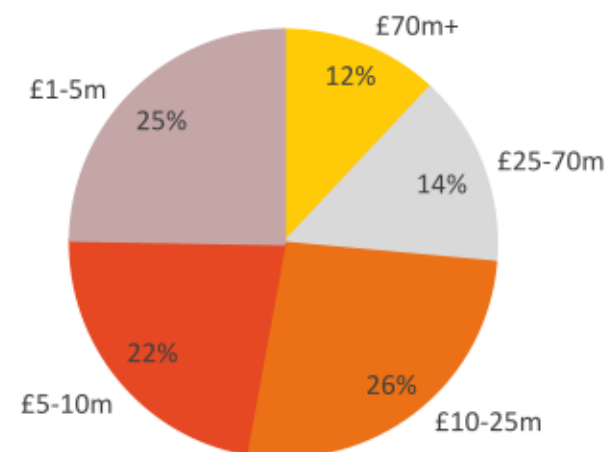
## The number of companies earning £10-70 million p.a. grew significantly

In 2023 multiple companies that were previously in the £70 million+ turnover band moved into the £25-70 million category; simultaneously several companies in the £5-10 million in 2022 earned less than £5 million in 2023

Distribution of the number of independent production companies, by turnover bracket, 2023



Distribution, 2022



Note: Individual companies belonging to a larger group are only counted as part of the group. In addition to the companies above, based on analysis from Broadcast, we estimate there are circa 225+ small producers with an annual turnover of less than £1m. Percentages may not add up to 100% due to rounding of figures

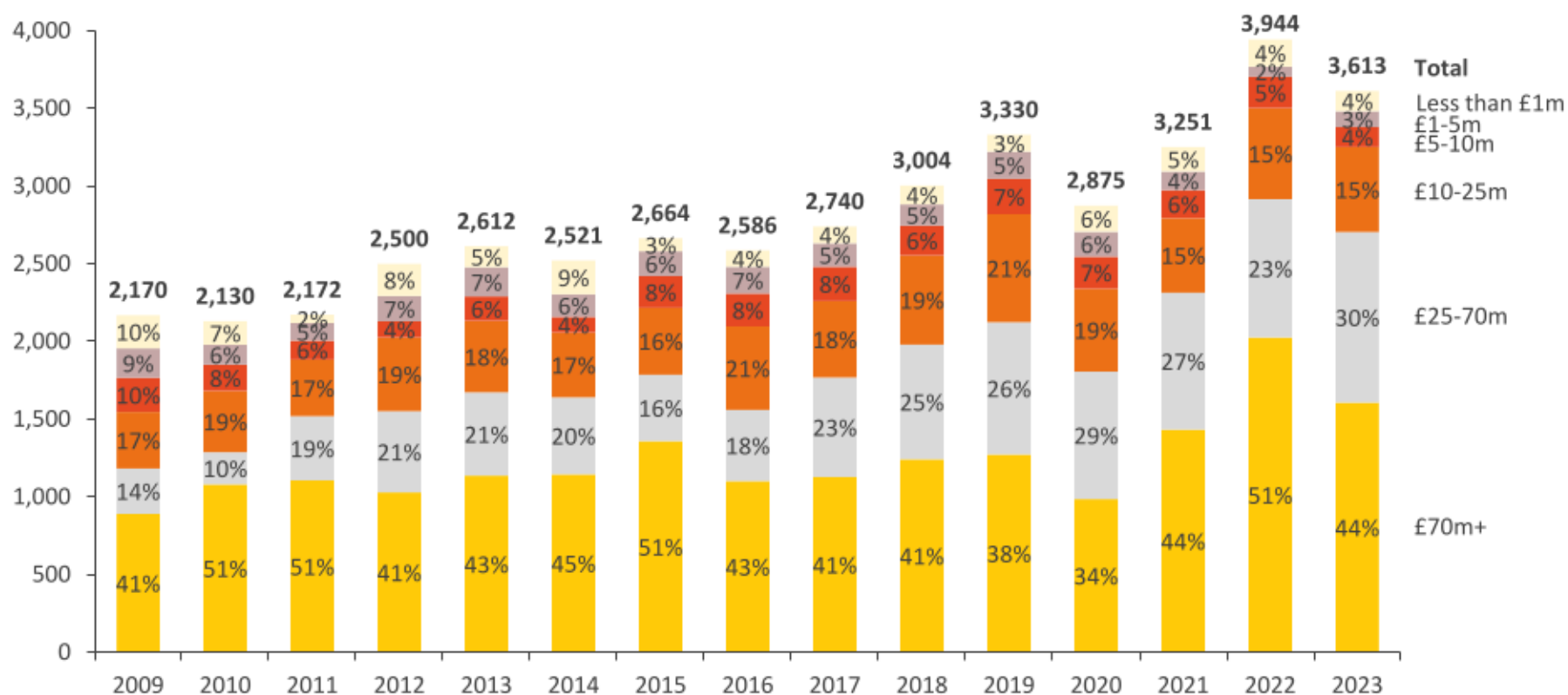
Source: Broadcast, Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## £25-70 million producers saw a 7.8% growth in share

Growth in the £25-70 million turnover band came mostly from previously £70 million+ producers dropping down. There was little change in share for smaller producers, with revenues broadly tracking the market's rate of decline

### Share of total producer revenues, by turnover bracket, 2009 – 2023

Emillions, %



## 1. Summary

## 2. Revenue growth

## 3. UK commissioning trends

- Overall revenue from UK primary commissions fell by 10.2% to £1.78 billion
- Commissioning revenues from PSBs decreased to £1.48 billion, while that of multichannels fell to £303 million
- In 2023, nearly three-quarters of all commissioning spend went to producers with a turnover of higher than £25 million

## 4. International and rights revenues

## UK commissioning trends – Summary

**UK commissioning revenue fell to £1.78 billion in 2023. The significant majority of primary commissioning revenue continued to originate from PSBs, while multichannel share of overall commissioning revenue fell to 17.0%**

Total UK commissioning revenues decreased by 10.2% year on year from 2022, falling to £1.78 billion. Growth in UK external commission was limited over a 10-year period, with 2023 revenues only £131 million higher than 2014 levels.

The decline in 2023 was primarily due to a 35.4% decline in revenues earned from multichannel commissions, as this segment of the market was particularly exposed to a difficult advertising market placing downward pressures on broadcaster margins.

Both share of spend on new IP and share of spend by genre remained broadly similar with 2022 levels.

**PSB commissioning spend declined to £1.48 billion in 2023**

- PSBs continued to account for over 80% of the total external UK TV commissioning spend

**Commissioning spend from multichannel also fell sharply to £303 million**

- This represented a 35.4% decrease on 2022
- Spend from multichannel had a CAGR of -1.2% between 2018 and 2023

**New IP accounted for 35.6% of total UK primary commissioning spend**

- ITV significantly increased its share of spend on new programming, due to a series of high value commissions such as its reboot of *Big Brother*

**Drama continued to be the largest genre in terms of spend**

- There was shift in spend from entertainment into fact ent., with fact ent. growing its share by 8.0%

### Key Trends – UK commissioning trends

Growth in UK primary commissions has been broadly flat in comparison with the rest of the market, with a CAGR of 2.3% from 2018-2023. In 2023 UK commissioning totalled £1.78 billion, a £202 million decrease from 2022.

The largest producers were most protected from this decline, as many generated significant revenues from international commissions to supplement falling domestic revenues. However, a handful of producers moved from the £70m+ band into the £25-70m category.

The share of commissions received by producers with a turnover above £25 million increased for all broadcasters.

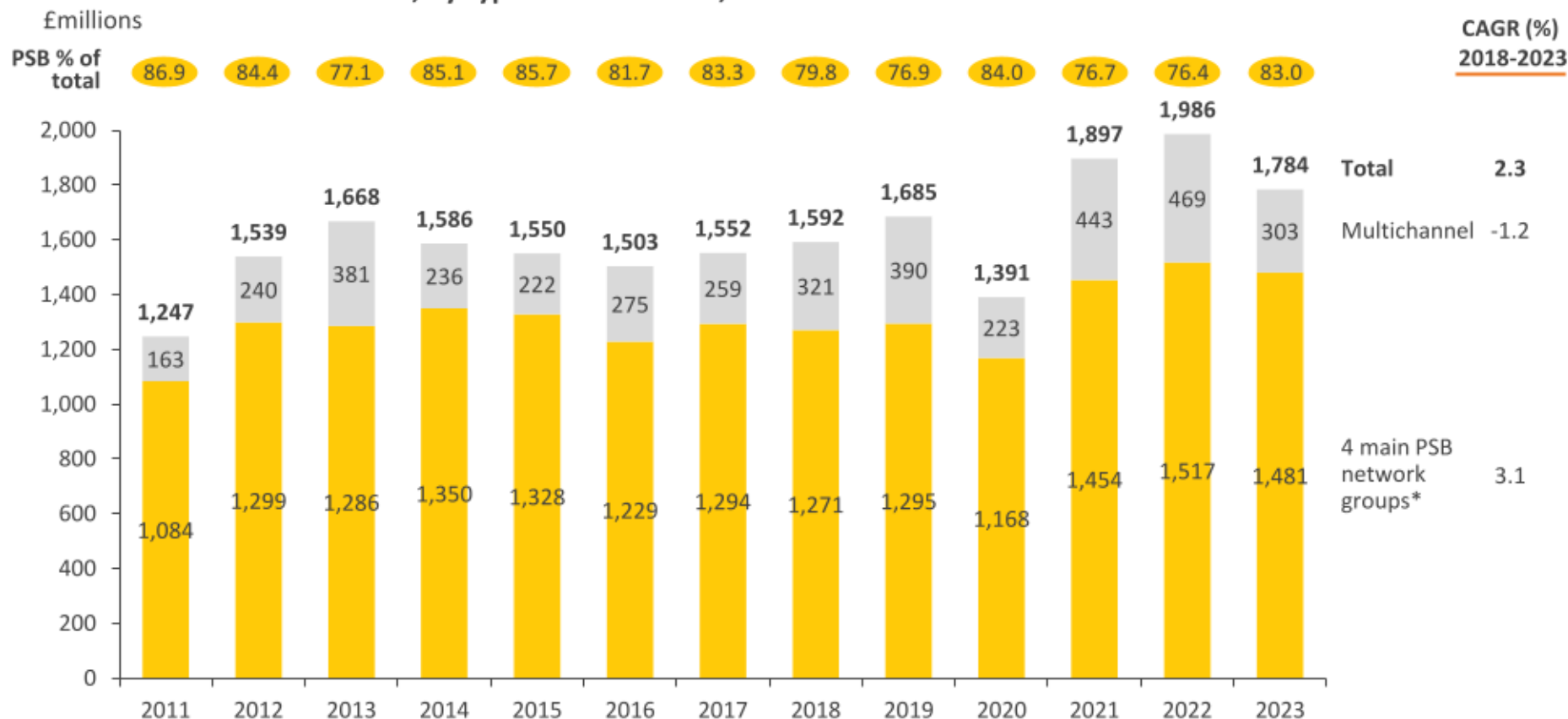
Multichannel spend decreased significantly, partially returning to the norm after record spending in 2021 and 2022, and likely influenced by a weak advertising market and a shift in commissioning strategy towards increased repeats and international content.

Drama remained the most valuable genre. There was a notable trade in share between factual entertainment and entertainment, with factual entertainment growing its share by 8.0%. This was likely due to the growth in major reality TV during the period, with titles such as *Big Brother*.

## UK primary commissions totalled £1.78 billion in 2023

UK primary commissions fell to their lowest level since 2020 but remained above pre pandemic levels. Multichannel spend with external indies and NQIs shrank significantly, by 35.4% year on year

Value of UK TV commissions, by type of broadcaster, 2011 – 2023



Note: \*Includes the main and spin-off channels for the BBC, ITV, Channel 4 and Channel 5 network groups

Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

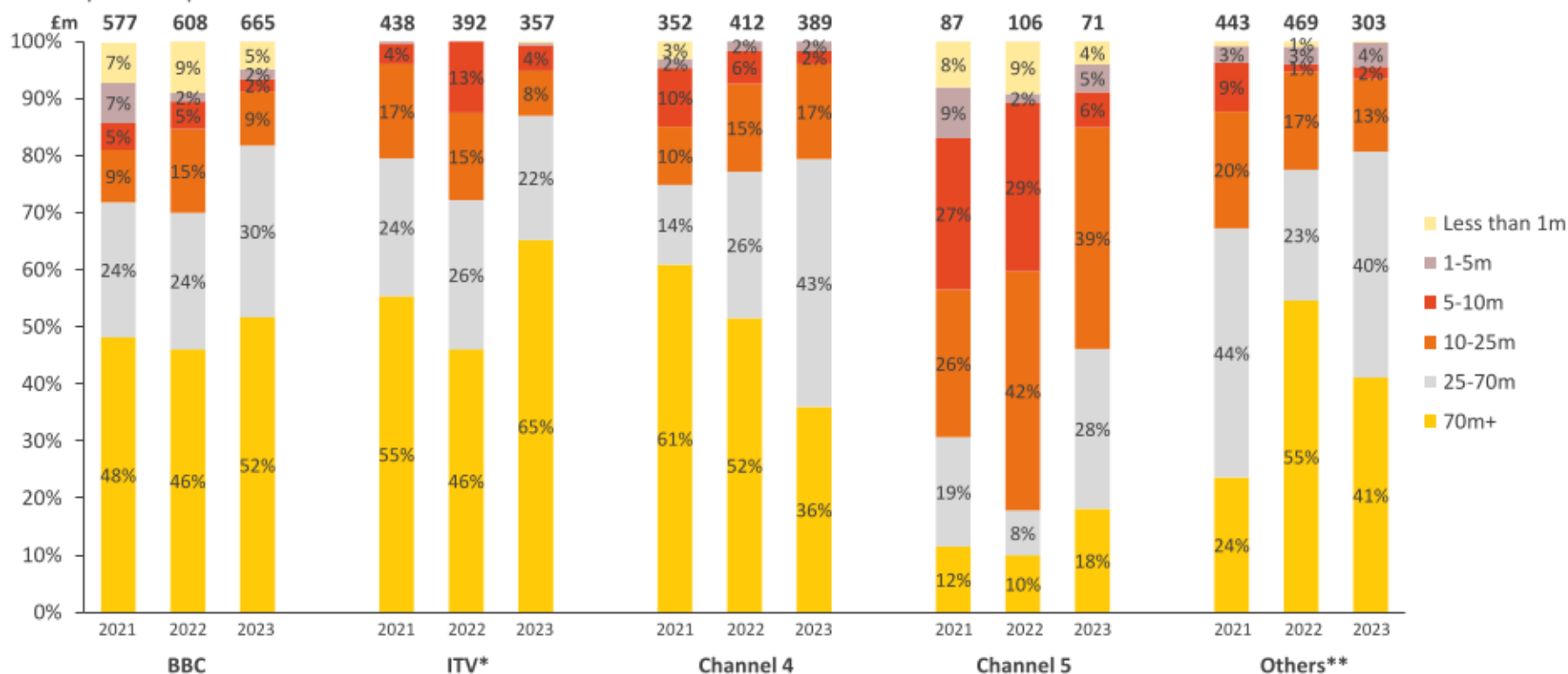


## Broadcasters continued to commission from a diverse range of producers

The share of PSB commissions received by producers in each turnover band remained similar to 2021 and 2022; changes were largely driven by producers moving between turnover bands

### Commissioning value by UK broadcaster split by company turnover band, 2021 – 2023

% of spend on producers included in Census



Note: \*ITV includes STV / UTV, \*\*Includes Sky and other multichannel groups,

†Our broadcaster spend figures may differ from those reported by the broadcasters as our numbers are estimated from a survey of producers that covers the latest financial year, rather than calendar year; there may also be timing differences between when revenues are recognised

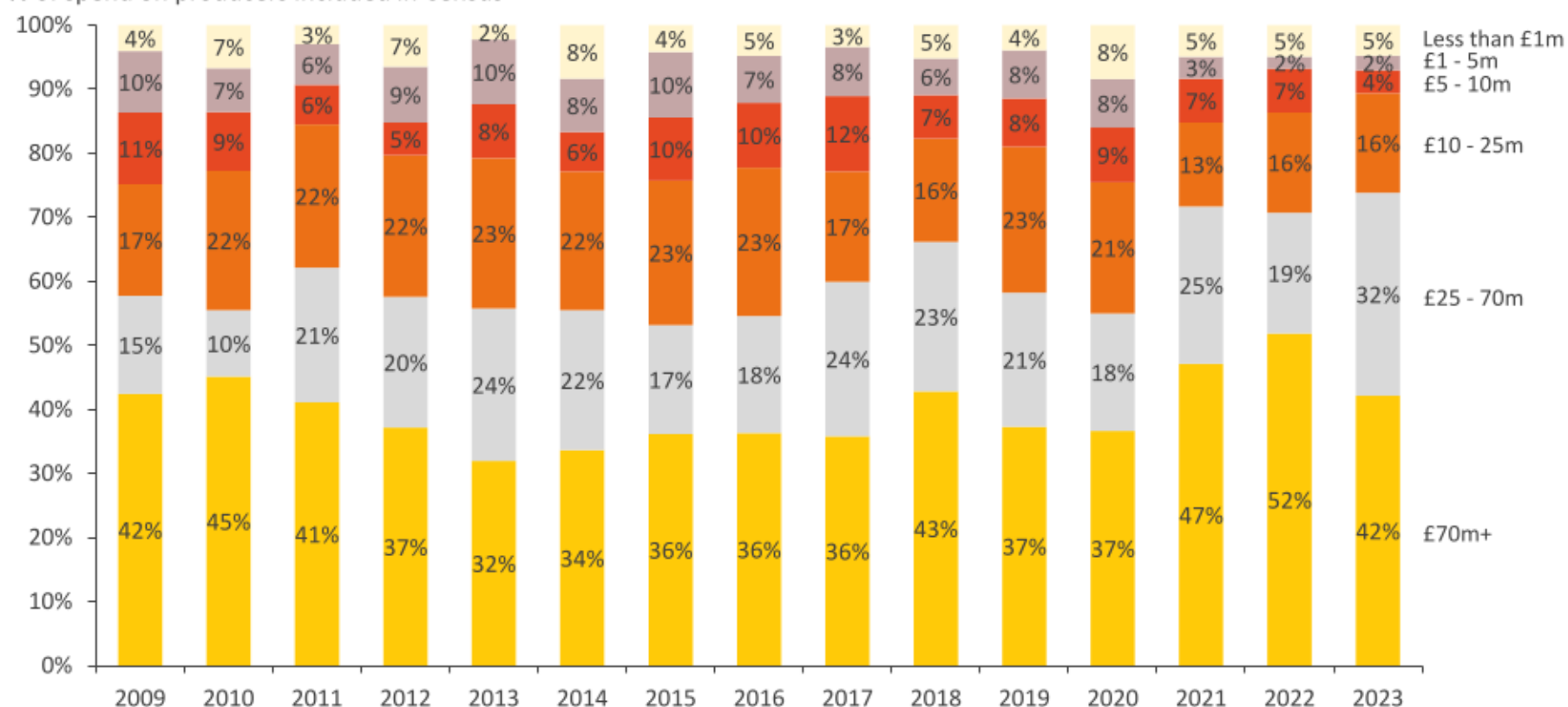
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## Commissioning spend share with producers earning £25m+ continued to increase

Share of spend on producers earning over £25million grew to 73.8% in 2023, however due to the overall decline in primary commissioning revenues, this still amounted to less revenue than 2022

### Share of total spend on UK produced primary commissions, by turnover band of producer, 2009 – 2023

% of spend on producers included in Census



Note: Results are calculated at market size, based on Census returns, and are subject to sample change effects in each year

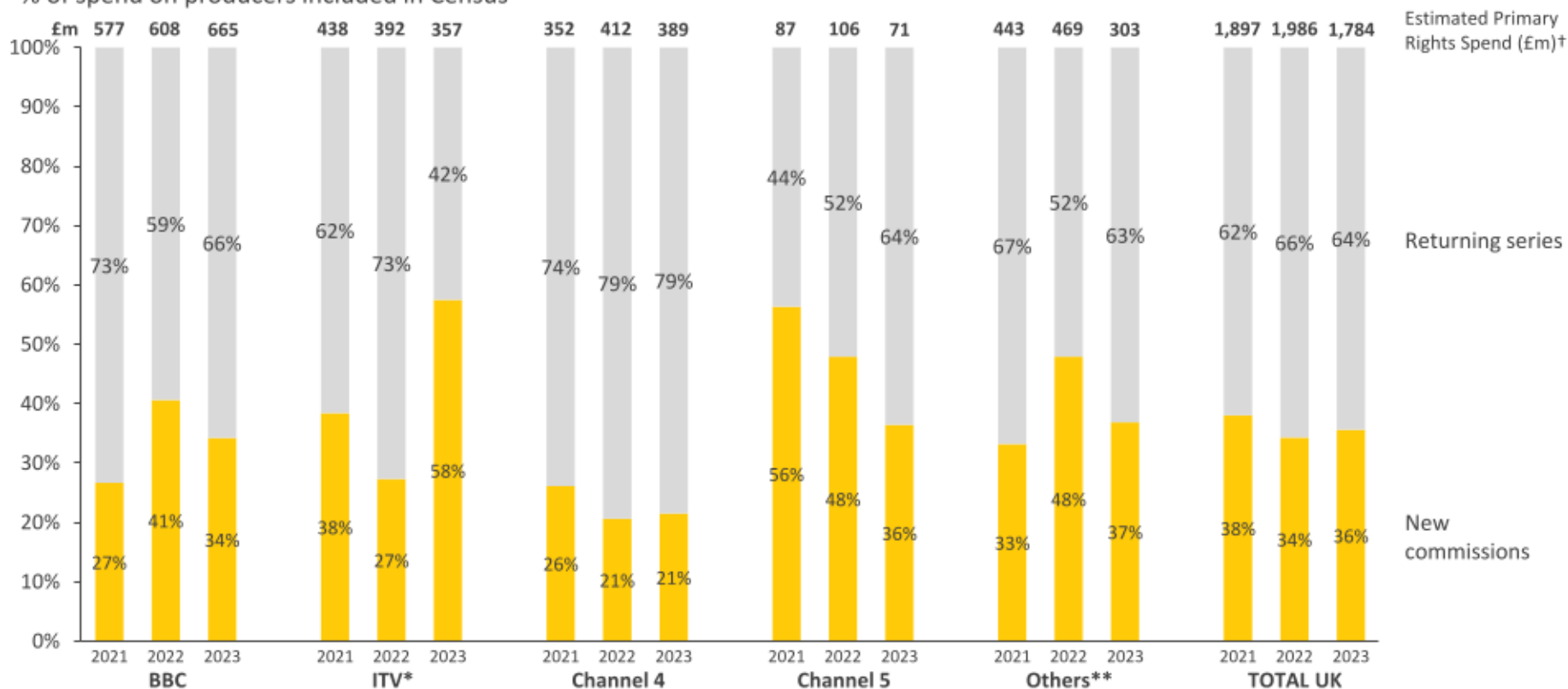
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## New IP's share of total UK commissioning grew slightly to 35.6%

This growth in new IP was driven by ITV commissions. Channel 5 had steadily decreased its share of spend on new series in recent years with new series accounting for over half of spend in 2021 compared to around a third in 2023

### UK commissions value, by broadcaster – new commissions & returning series, 2021 – 2023

% of spend on producers included in Census



Note: \*ITV includes STV / UTV, \*\*Includes Sky and other multichannel groups,

†Our broadcaster spend figures may differ from those reported by the broadcasters as our numbers are estimated from a survey of producers that covers the latest financial year, rather than calendar year; there may also be timing differences between when revenues are recognised

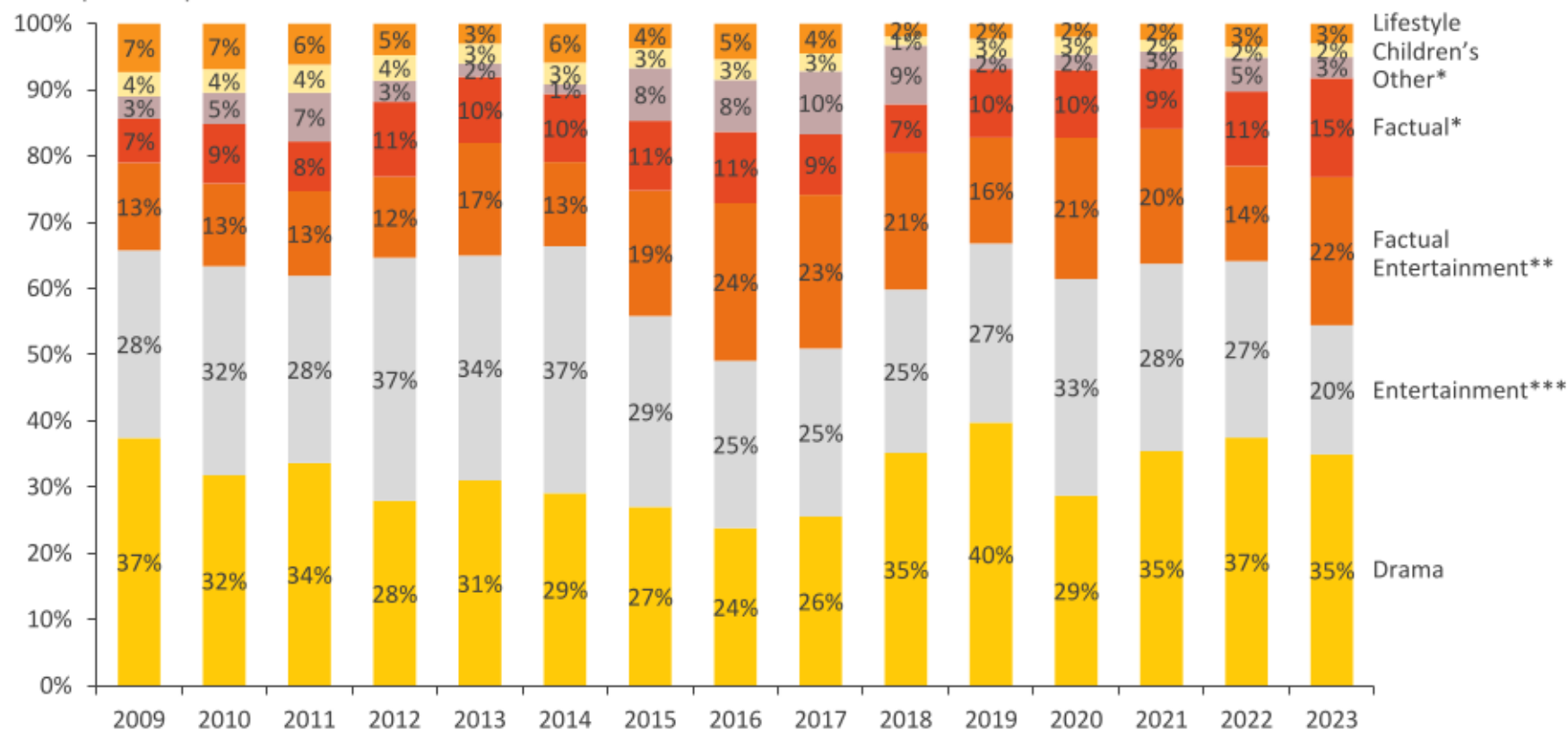
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## The makeup of spend by genre in 2023 remained similar to 2021 and 2022

Drama remained the largest genre in terms of spend. Entertainment and factual entertainment continued to account for over 40% of all commissioning

### Value of UK commissions, by genre, 2009 – 2023

% of spend on producers included in Census



Note: \*'Other' includes Arts & Classical music, Education, News & Current Affairs, Religion, Special Events and Sport programming, \*\*\*'Factual entertainment' covers such programmes as showbiz/gossip, reality shows and fly on the wall documentaries, \*\*\* 'Entertainment' is inclusive of comedy

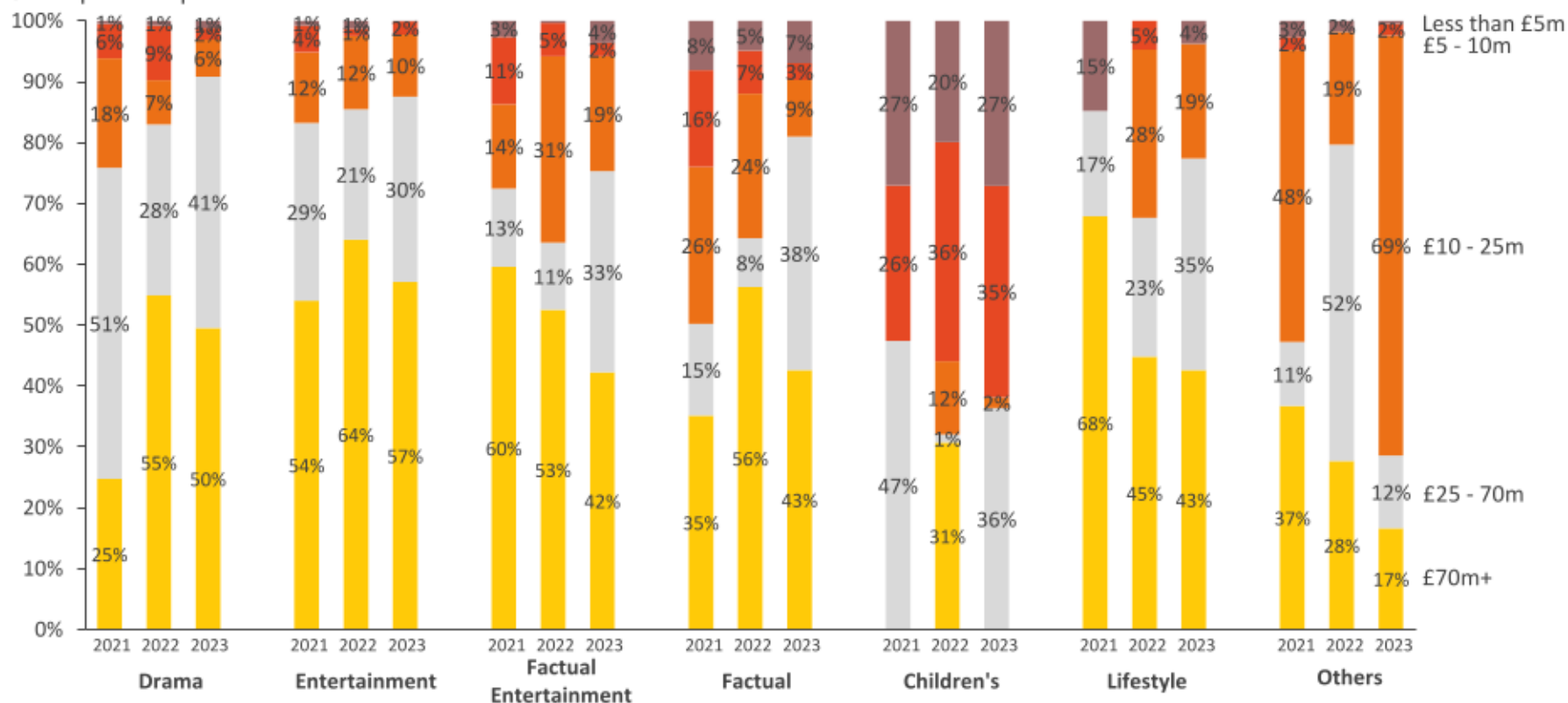
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

# The largest producers received over half of all spend on drama and entertainment

Producers with a turnover of more than £25 million accounted for over 90% of total spend on drama reported for 2023. Smaller producers accounted for a significant share of children's content and other genres

## UK commissions value, by genre – by turnover, 2021 – 2023

% of spend on producers included in Census



Note: \*'Other' includes Arts & Classical music, Education, News & Current Affairs, Religion, Special Events and Sport programming,  
 \*\*\*'Factual entertainment' covers such programmes as showbiz/gossip, reality shows and fly on the wall documentaries,  
 \*\*\* 'Entertainment' is inclusive of comedy

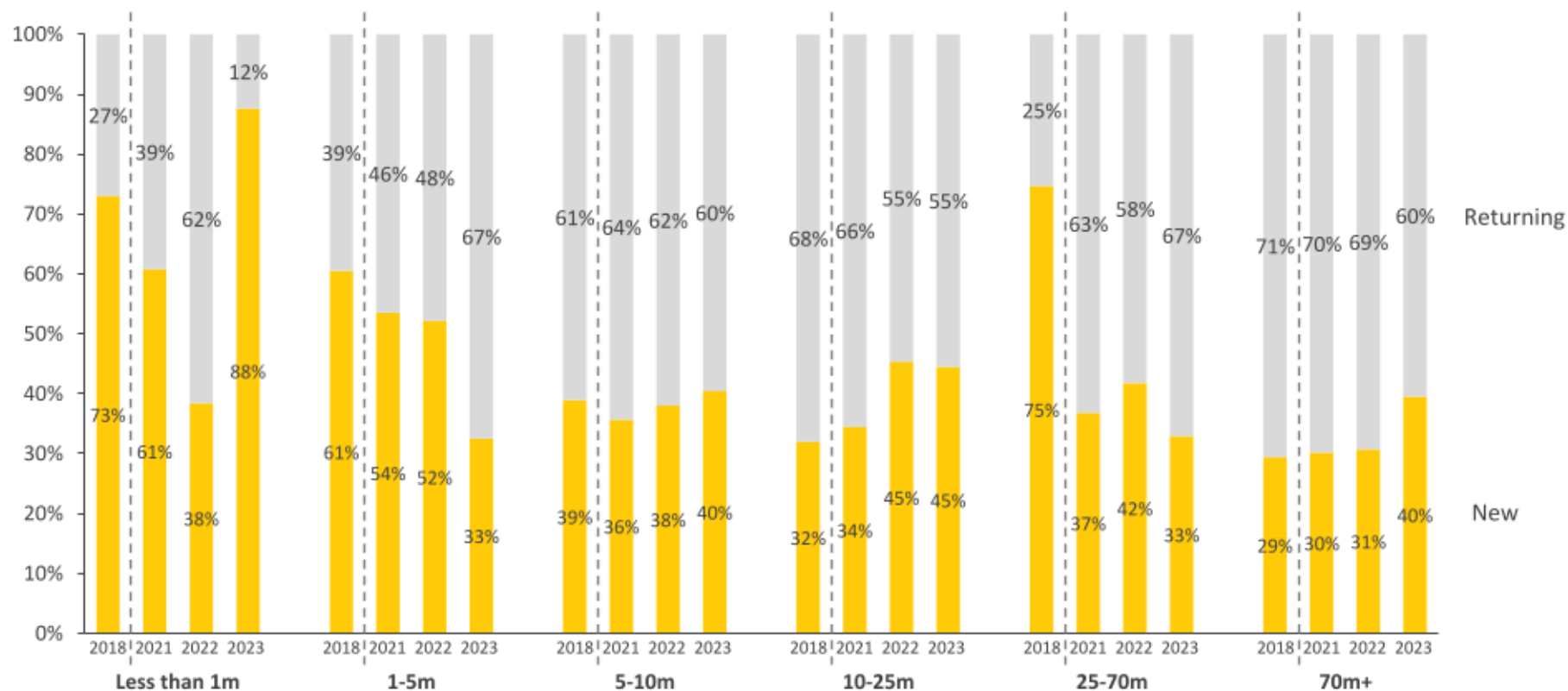
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## Across turnover bands most revenue was driven by returning commissions

Producers with over £1 million in turnover generated over half of their domestic commissioning revenue from returning programmes, those earning £1-5 million saw an increase share of revenue from returning commissions

### UK commissions value, by turnover – new commissions & returning series, 2018, and 2021 – 2023

% of spend on producers included in Census

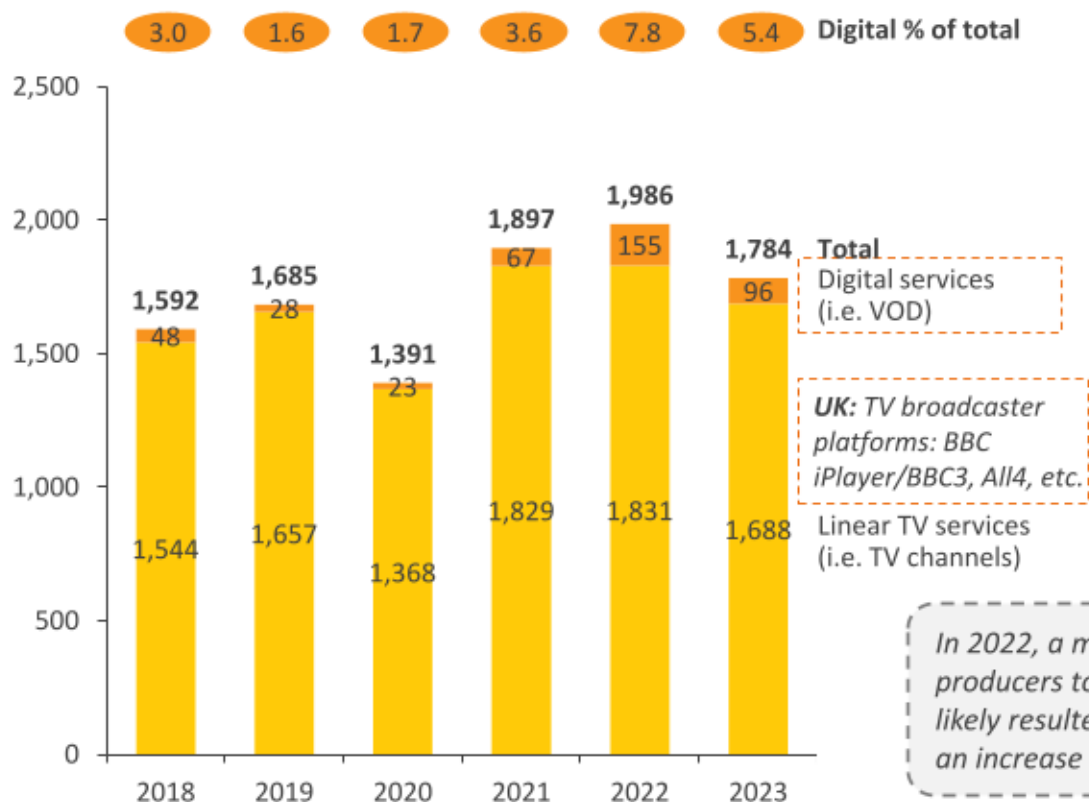


## Digital commissions represented 5.4% of total domestic commissioning revenue

Domestic digital commissioning revenue fell by £58 million from 2022, totalling £96 million in 2023. Despite the decline, this was still the second highest level that domestic digital commissioning revenues have reached

### Domestic primary TV rights revenue, by type, 2018 – 2023

£millions



- Digital commissions represented 5.4% of total domestic commissioning revenue, marking only the second time this figure has exceeded 5%
- Domestic digital commissioning revenue totalled £96 million in 2023. Although this is a 37.7% decrease from 2022, it is still the second highest level these revenues have achieved
- The decline in digital commissions in 2023 likely represents a return to normal levels following a 129.5% increase in 2022. The high levels in 2022 were driven by a surge in original commissions for digital services, partly due to the launch of ITVX

*In 2022, a methodological change was implemented, allowing producers to reflect joint broadcast and digital commissions. This likely resulted in capturing more digital commissioning spend and an increase in these levels in the census.*

1. Summary
2. Revenue growth
3. UK commissioning trends

#### 4. International and rights revenues

- Total international TV revenue totalled £1.41 billion, its second highest ever level
- Primary international commissions shrank by 14.7% in 2023, equalling £1.13 billion
- Secondary rights revenue increased in 2023 to £435 million



## International and rights revenues – Summary

**Primary international commissions remained over a billion, totalling £1.13 billion in 2023. Digital service commissions continued to increase its share of international primary commissions, totalling £684 million**

In 2023, total international revenues totalled £1.41 billion. This represented a slight decline from 2022 but remained well above pre-pandemic levels. Between 2014 and 2023 international revenues have grown by almost a billion.

International linear TV commission revenue fell to £441 million, while digital commissions remained stable, totalling £684 million. As a result, digital commissions represented 60.8% of total international primary commissioning revenue in 2023

Secondary rights grew slightly to £435 million.

**Total international revenues totalled to £1.41 billion in 2023, a 12.9% decrease on 2022**

- Primary international commissions shrank by 14.7% in 2023, equalling £1,13 billion, this represented a slight return to the norm after growing by 96.7% in 2022
- International linear TV commissioning revenue declined by £183 million, or 29.3% in 2023
- International SVOD commissions spend shrank by 1.7% to £684 million, representing 60.8% of total international primary TV revenues

**Secondary rights revenue exploitation grew in 2023 to £435 million**

- Secondary rights revenue grew by 6.9% year on year
- International finished programmes sales remained the largest category totalling £209 million in 2023

### Key Trends – International and rights revenues

In 2023 independent UK production companies generated £1.41 billion from international markets. These revenues represented 41.0% of total production section revenues, down 1.3% from the 42.3% they represented in 2022.

International revenues continued to lead growth in the sector, as they have a CAGR of 7.9% from 2018-2023.

International primary commissioning revenues equalled £1.13 billion in 2023, a 12.9% decrease on 2022, representing a slight return to the norm after growing by 96.7% in 2022.

Digital service commissions continued to increase its share of international primary commissions, totalling £684 million, as UK content continued to be attractive to global SVODs.

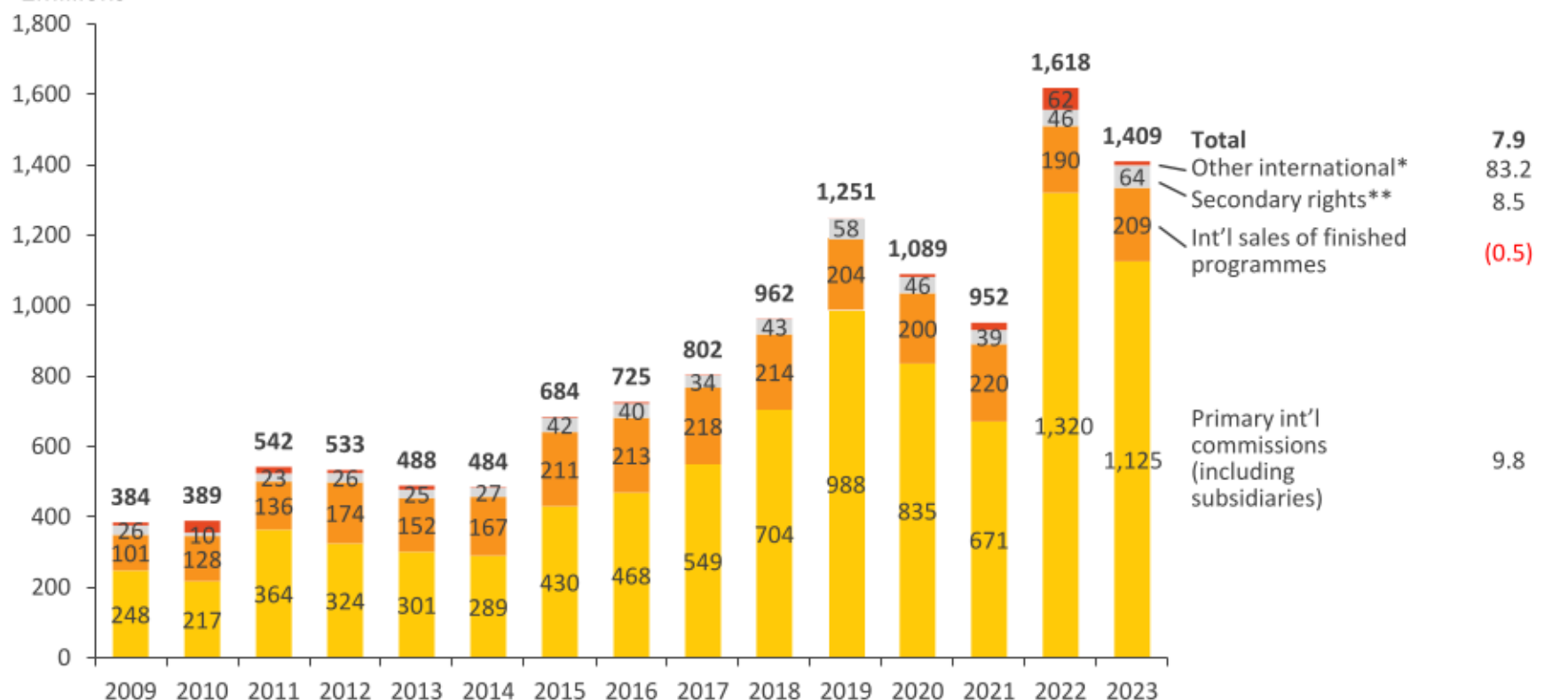
Secondary rights revenues grew to £435 million in 2023, £28 million more than 2022 levels. This represented a slight rebound from the significant (£108 million) drop in 2021, but still remained below pre pandemic levels as commissioners continued to demand more rights as part of their primary commissioning fee as IP and VOD rights grew in importance. Distribution advances continued to make up around 17% of secondary revenues.

## Total international TV revenues decreased to £1.41 billion in 2023

International revenues remained well above pre-pandemic levels and were set on a new trajectory post-pandemic as SVODs continued to invest heavily in the UK

Breakdown of international TV revenue, by type, 2009 – 2023

£millions



Note: \*'Other international' – international TV revenue not attributable to primary rights, secondary rights or distribution

\*\*\*'Secondary rights' – international secondary rights revenue (excluding sales of finished programmes), this mostly consists of format sales and home entertainment income

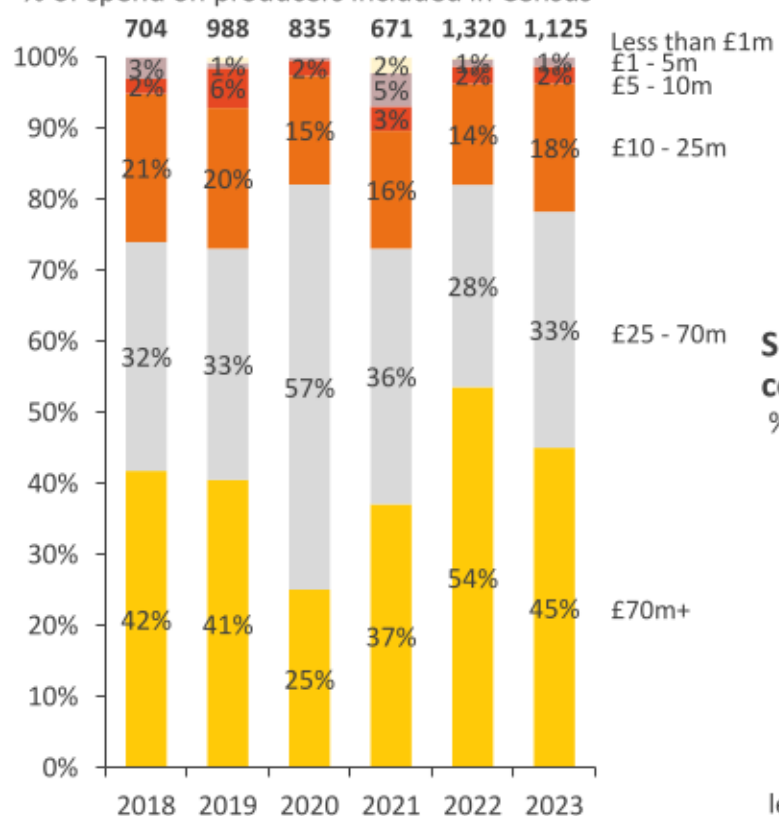
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## International commissions are increasingly important to medium-sized producers

Companies earning over £25 million accounted for 78.3% of total international commissioning revenue. 26.7% of producers received at least one international primary commission in 2023

### Distribution of international primary commissions revenue, by turnover bracket, 2018 – 2023

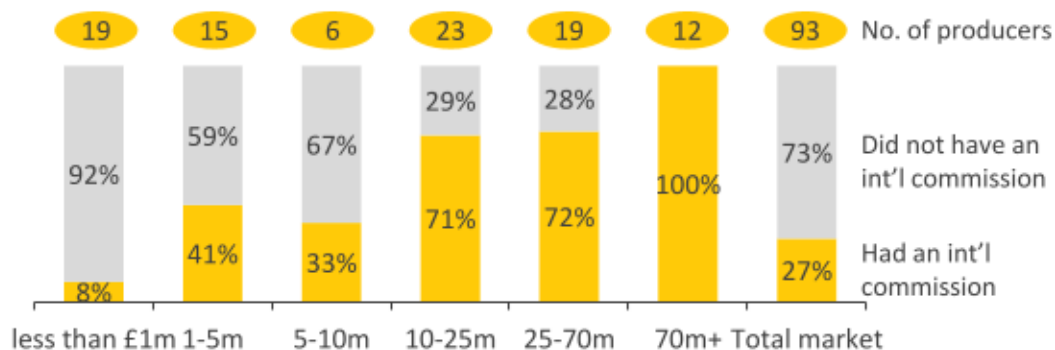
% of spend on producers included in Census



- In 2023, companies earning over £25 million accounted for 78.3% of total international commissioning revenue. Those earning less than £25 million increased their share from 17.9% in 2022 to 21.7% in 2023
- In 2023 we estimated that 93 producers, 26.7% of the total market, received a primary international commission
- All producers who had a turnover above £70 million had at least one international commission in 2023

### Share of producers that received an international primary commission, by turnover bracket, 2023

% on producers included in Census

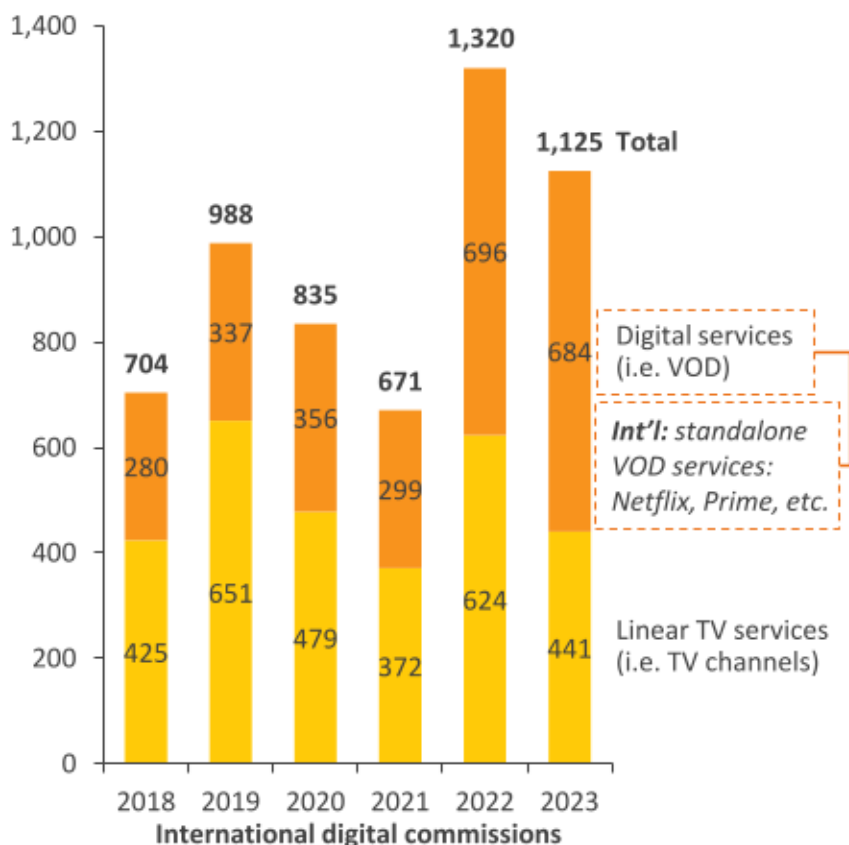


## International digital commissioning remained high in 2023

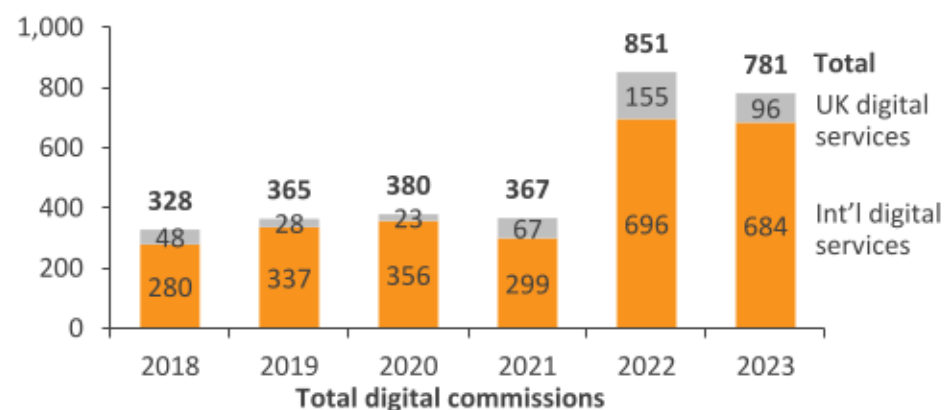
While overall international commissioning revenue fell in 2023, this was largely due to a sharp decline in linear commissions, with digital commissions making up 60.8% of all international commissions in 2023

### Primary TV rights revenue, by type, 2018 – 2023

£millions



- International commission revenues dropped by 14.7% year-on-year, mainly due to a sharp decline in linear commissions, attributed to a weak linear advertising market and a shift towards digital by traditional broadcasters.
- Digital commissions made up 60.8% of all international commissions, as UK content continued to be attractive to global SVODs
- Revenue from international digital commissions made up 87.7% of all revenue from digital commissions in 2023



Note: Other types of digital services have also been covered but the stated examples represent the main types of service within UK and Int'l categories **pact.** 28

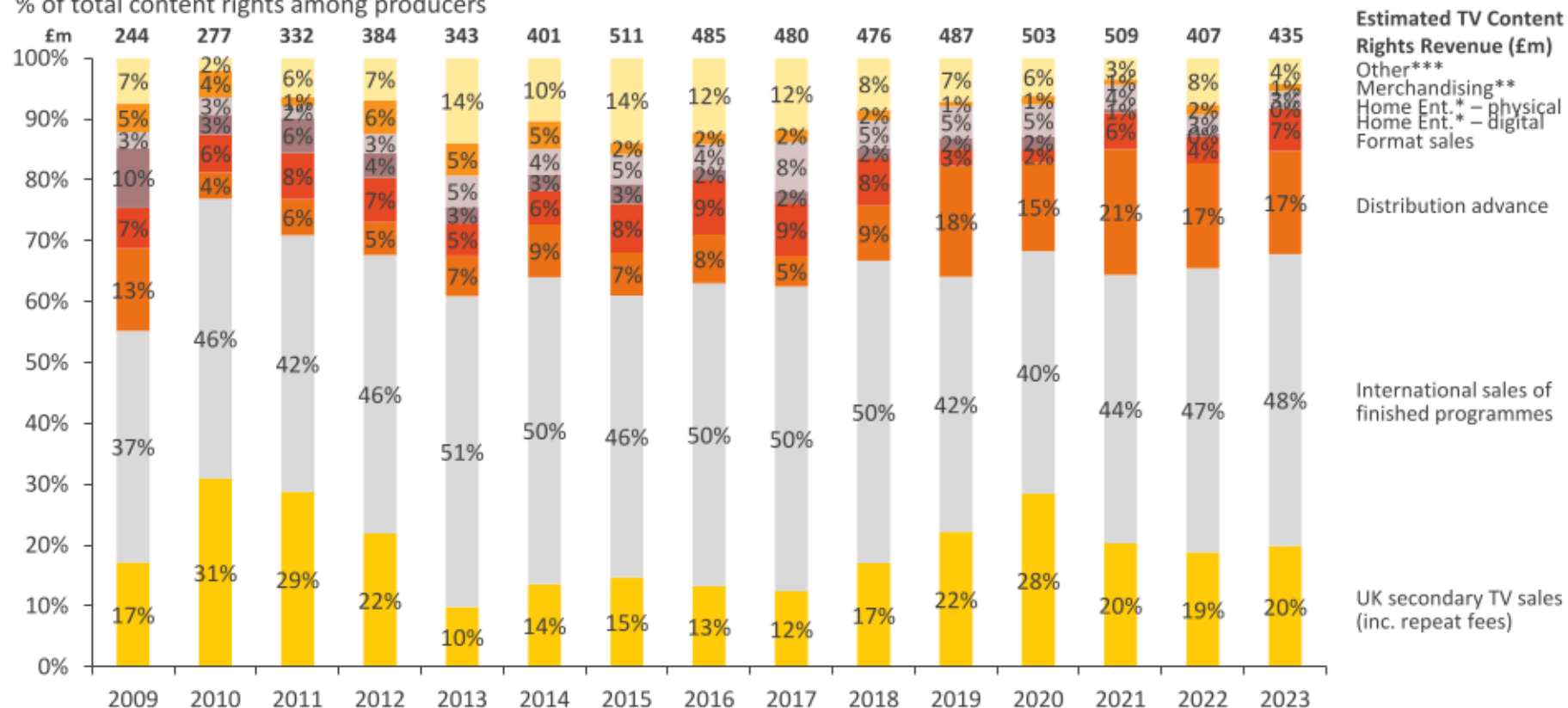
Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

## Secondary rights revenue remained below levels observed between 2015 and 2021

Secondary rights revenues grew to £435 million in 2023, nevertheless it remained below levels seen between 2015 and 2021, this was likely due to commissioners demanding more rights within the primary commissioning fee

### Revenues from TV content rights, by category, 2009 – 2023

% of total content rights among producers



Note: \*'Home Ent.' – home entertainment revenues covering DVD & video (physical) & VoD rental & download-to-own (digital); \*\*'Merchandising' – all merchandise licensing including publishing and video games; \*\*\*'Other' – includes advertising, premium rate telephone services, and other activities such as music publishing, live events, gambling & ancillary rights

Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

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