

UK TV Exports Report

2020-21

December 2021

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UK TV Exports Report

Foreword

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The UK's TV industry has demonstrated immense resilience whilst the Covid-19 pandemic has sent shockwaves around the world that no nation or industry has been immune from.

Despite lockdown halting most production from March to August last year, its businesses, networks, and staff continued to work incredibly hard through this testing time. During a year when staying in became the new going out, exporting has continued to fuel the industry - with this year's Pact TV Exports Report showing just a 3.3% reduction in exports.

This lack of new content meant producers delved into their archives and boosted library sales (content aged 4+ years), with a third of all finished tape sales being made up of this older work.

As this sustained demand demonstrates, global audiences appreciate the enduring excellence of British TV, and of our world class writers, producers, and marketers.

Drama continues to make up the bulk of our international sales - accounting for 53% of export revenues, an increase of 5% compared to the previous year - with ground-breaking series I May Destroy You and It's a Sin among our most popular titles.

While our factual classics like Masterchef, Who Wants to Be a Millionaire, and Dragon's Den remain consistently popular across the globe - ensuring this category accounted for 15% of our exports.

Our TV producers are reacting nimbly to a changing media landscape. Sales to video on demand services are constantly growing, and account for almost half of all finished programme sales. While more than half of distributors surveyed have sold a programme to Amazon Prime or Netflix in the last financial year.

Once again, The United States was our biggest TV export market last year, generating £574m in revenues - a staggering increase of more than £100m compared to last year.

Australia ranked second with exports of almost £100m, and with £23m worth of sales, New Zealand made the top ten - demonstrating the lasting appeal of British TV across the English-speaking world.

Looking ahead, the Department for International Trade (DIT) will look to negotiate Free Trade Agreements with partners around the world that make it even easier for the best of British TV to be exported to discerning audiences.

DIT is fully committed to ensuring we are supporting businesses throughout this era of social distancing and travel restrictions, and DIT has continued to work alongside Pact to deliver virtual UK delegations to the world's most important industry tradeshows. These delegations play an important role in keeping British television on the map and allow our producers to identify and seize global opportunities.

It is terrific to see in person trade shows returning to the calendar. Plans are well underway for DIT to partner with Pact to support a delegation to Realscreen, one of the industry's largest international trade shows. I'm sure that many old friendships will be renewed, and that new connections will bring so many projects and ideas to life.

Driven by our new communications campaign: 'Made in the UK, Sold to the World', DIT's recently launched Export Strategy will propel our creative sector into priority markets across the globe. This energising campaign will work hand-in-hand with businesses and direct them to the support they need to seize international opportunities. As well as using a range of marketing tools to celebrate the sustained excellence of our creative sector.

The resilience this unique industry has shown through these extraordinarily difficult times leaves me in no doubt that it will continue to thrive in this golden era for global media.

I am supremely confident that UK television exports will go from strength to strength in the years ahead as we build back better from the pandemic, and champion the excellence and enduring popularity of your work around the world.

Mike Freer MP

Minister for Exports

Department for International Trade



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Key Findings

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£1,426 million

2020/21 UK TV international exports

46% exports

North America

69% exports

Finished programming

44% VOD

Finished programme sales

44% Global Streamers

Priority for sales targets

UK television exports in 2020/21 decreased 3.3% year-on-year, the first decrease since this report has been published (2018), with the COVID-19 Pandemic influencing all businesses.

The USA continues to be the most important market for UK exports contributing £574m, representing 40% (up from 32%) of all revenue in the 2020/21 financial year.

Australia (£94m) and France (£73m) swap positions compared to 2019/20 and complete the top 3 markets.

Library sales (content aged 4+ years) comprised 33% of revenues this year, up from 22% in 2019/20, reflecting the halt in production arising from the COVID-19 Pandemic.

TV sales remain the largest source of income (69%), with 44% finished programme sales to VOD, up from 38% in 2020/21.

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Impact of COVID-19 of Distributor Revenue

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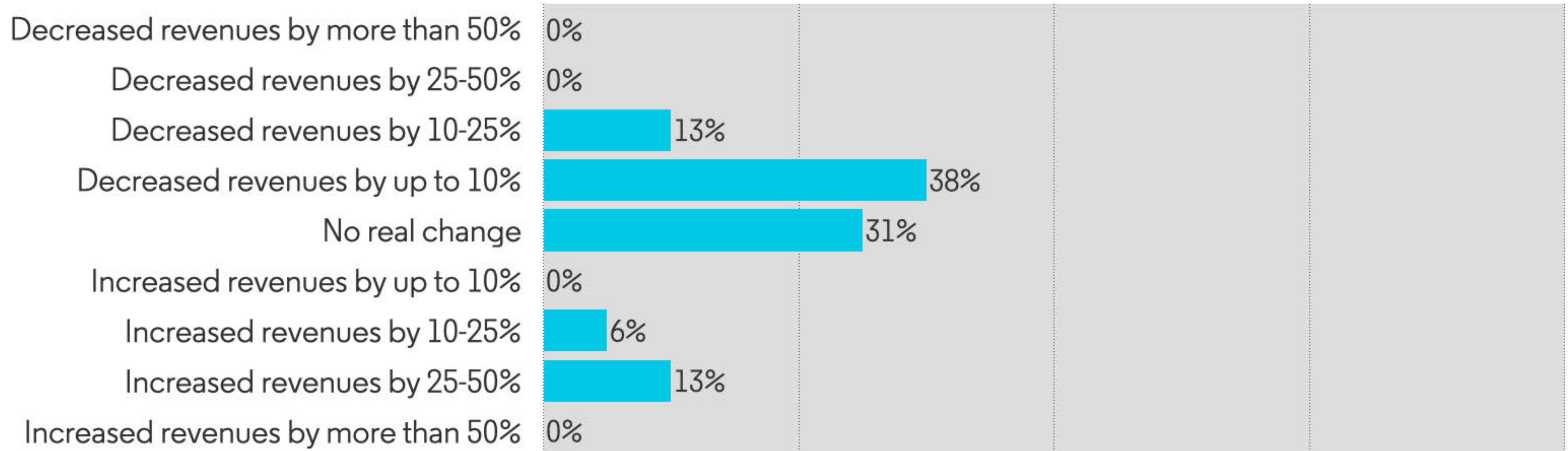
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Q. “What impact has the pandemic had on your business's revenue in the 12 months to March 2021?”

When questioned on the impact of the pandemic of the revenue individually respondents feedback concurs with the final outputs of the financial survey with the majority reporting an impact of between 0 and -10%.



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Sales by Type

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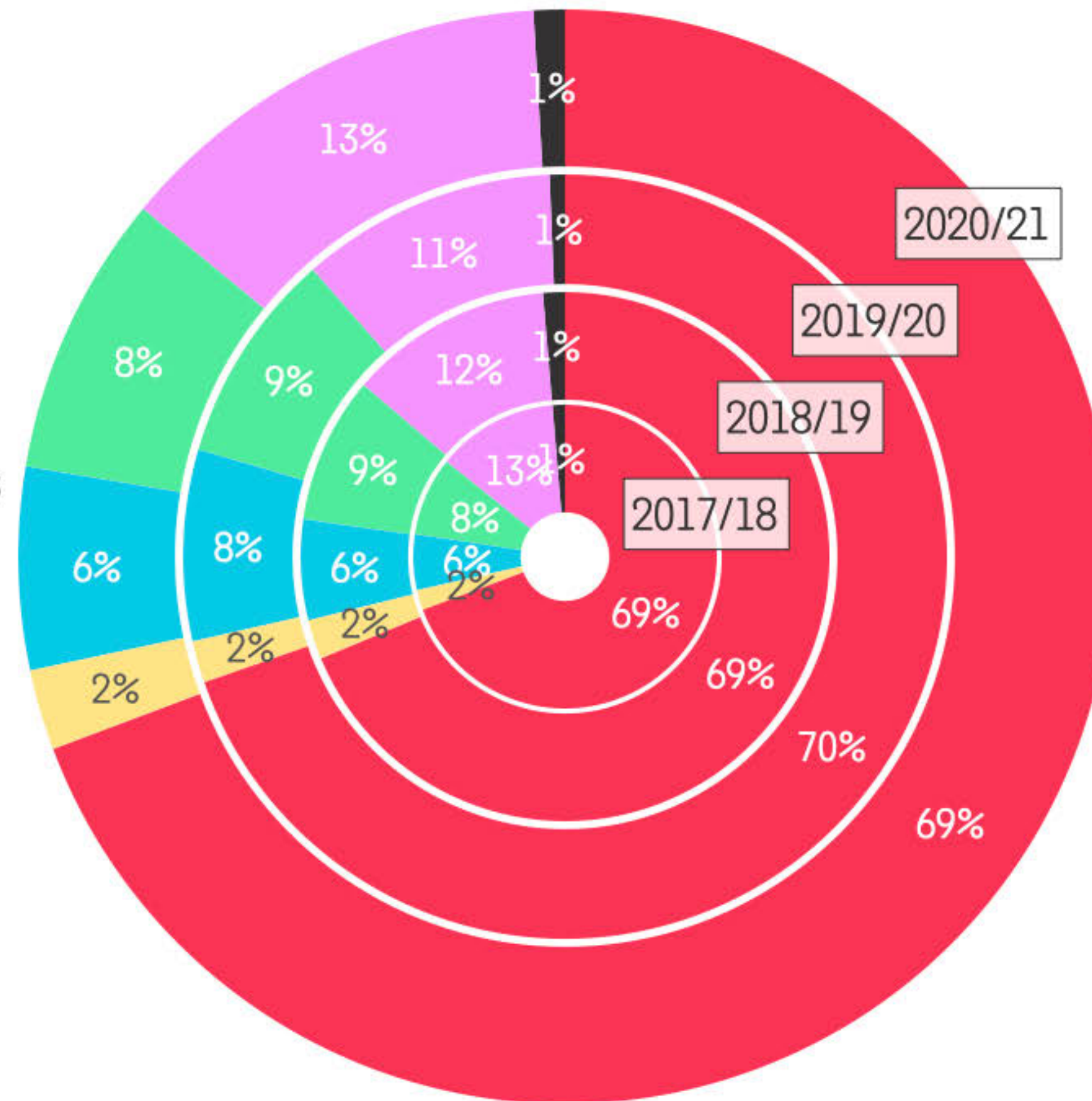
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UK Television Exports by Sales Type

- Finished Programmes
- TVOD & EST
- Formats
- Co-Productions
- International Productions
- Other



Finished programme sales (£988M) remains the largest contributor of all export revenue, with its proportion remaining stable over the last few years at 69%.

Pandemic enforced shutdown of production activity caused a slower release of new content to the market in the past 12 months. 33% of all finished tape sales were of older content aged 4+ years.

In volume terms the biggest year-on-year growth was in International Productions revenue (+£27M).

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Increased Demand for Library

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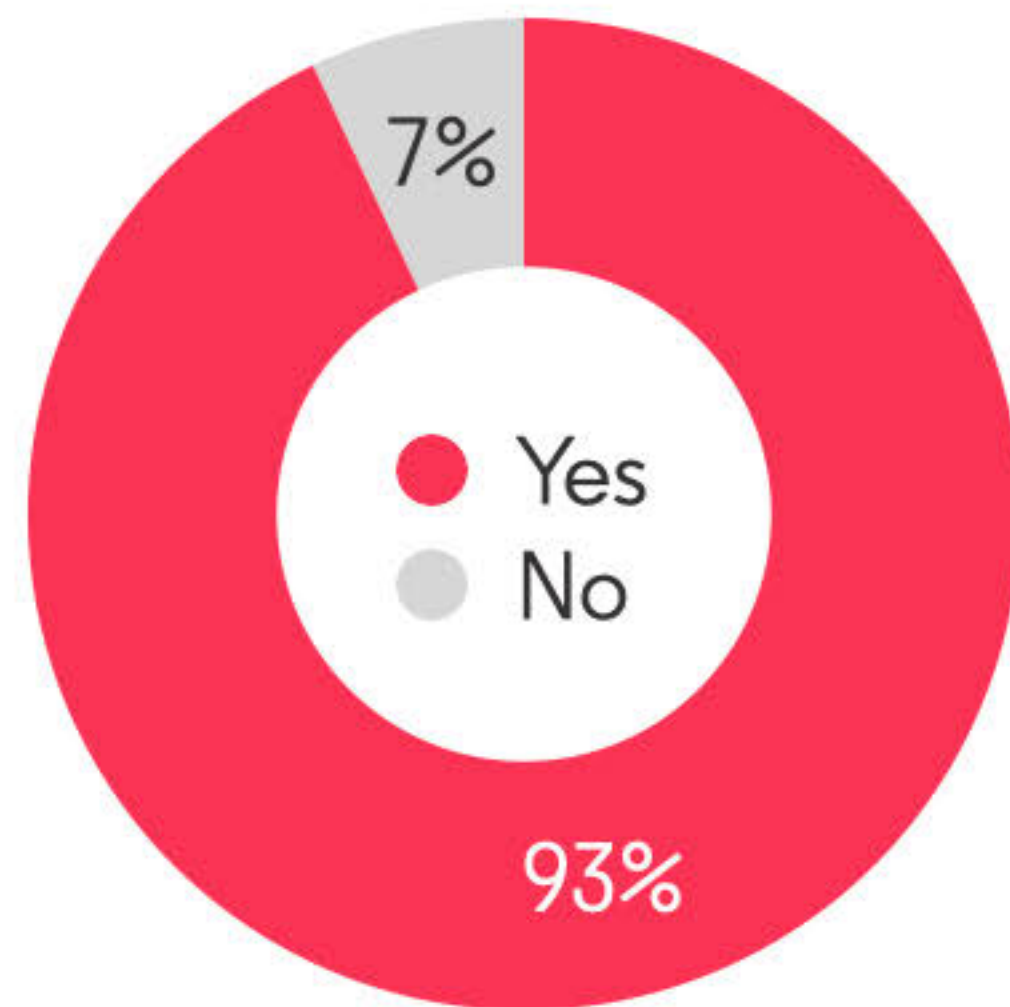
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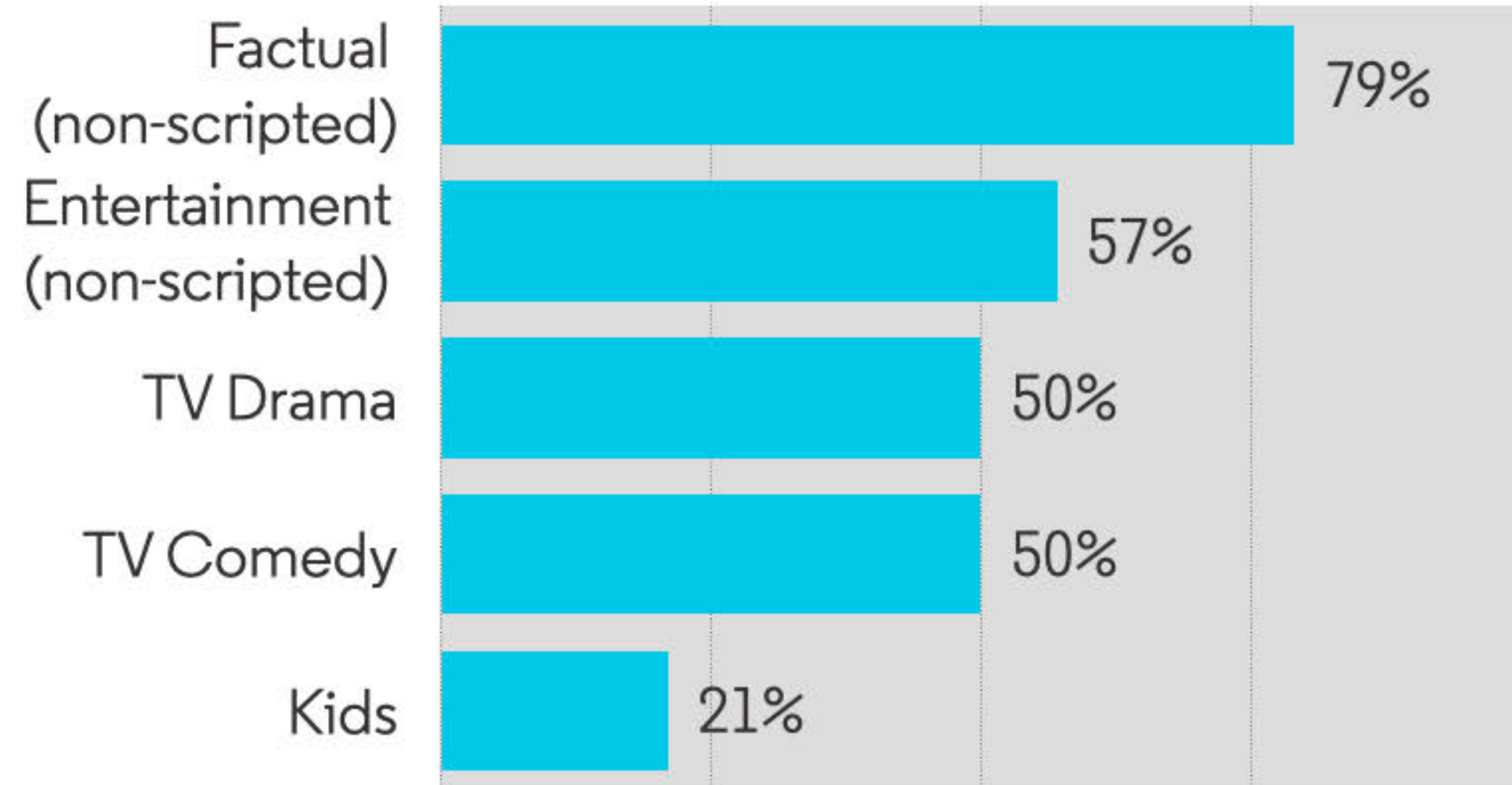
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93% of distributors surveyed noted an increase in demand for older library content - with demand spanning a wide mix of genres. 81% of respondents also had renewed interest from buyers for content that they had previously passed on.

Has there been an increase in demand for library content?



% Respondents indicating an increase in demand by genre



UK TV Exports Report Top Twenty Export Markets

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The USA remains the key export destination for UK content (£574M) and one of only a few key markets to post a year-on-year growth in revenue (+£108M). This growth comes from finished programme sales (+£68M) and International Productions (+£43M), whilst the sale of Formats were down (-£17M).

The top four markets remain unchanged with Australia (£94M), France (£73M) and Canada (£70M) completing this group, however each have less revenue year-on-year, most notably France (-£29M).

Besides the USA, Spain has offered the biggest increase in export revenue (+£19M), and has risen to the seventh most lucrative market year-on-year (from 13th).

RANK	COUNTRY	£M	2019 Rank
1	USA	574	1 -
2	AUSTRALIA	94	3 ▲
3	FRANCE	73	2 ▼
4	CANADA	70	4 -
5	NORDICS	62	5 -
6	GERMANY	58	6 -
7	SPAIN	38	13 ▲
8	CHINA	35	7 ▲
9	NETHERLANDS	24	11 ▲
10	NZ	23	10 -
11	ITALY	22	8 ▼
12	INDIA	19	12 -
13	RUSSIA	16	14 ▲
14	SOUTH AFRICA	15	9 ▼
15	BELGIUM	13	15 -
16	JAPAN	11	17 ▲
17	POLAND	10	16 -
18	TURKEY	8	18 -
19	BRAZIL	6	19 -
20	MEXICO	6	23 ▲

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Exports by Territory: Macro Regions

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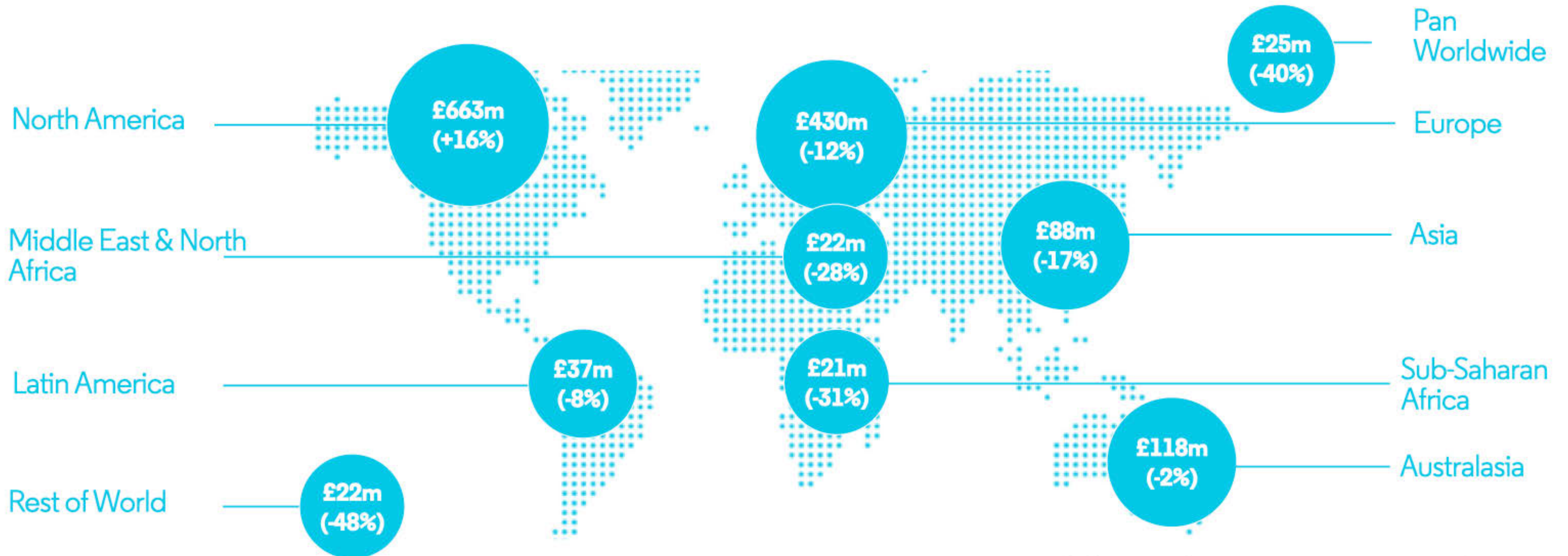
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In regional terms North America revenue has defied trends that are evident in all other global regions. North America (£663M) has grown by 16% year-on-year.

Exports by Territory (2020/21)



% figures shown are year on year change

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Markets with Growth Potential

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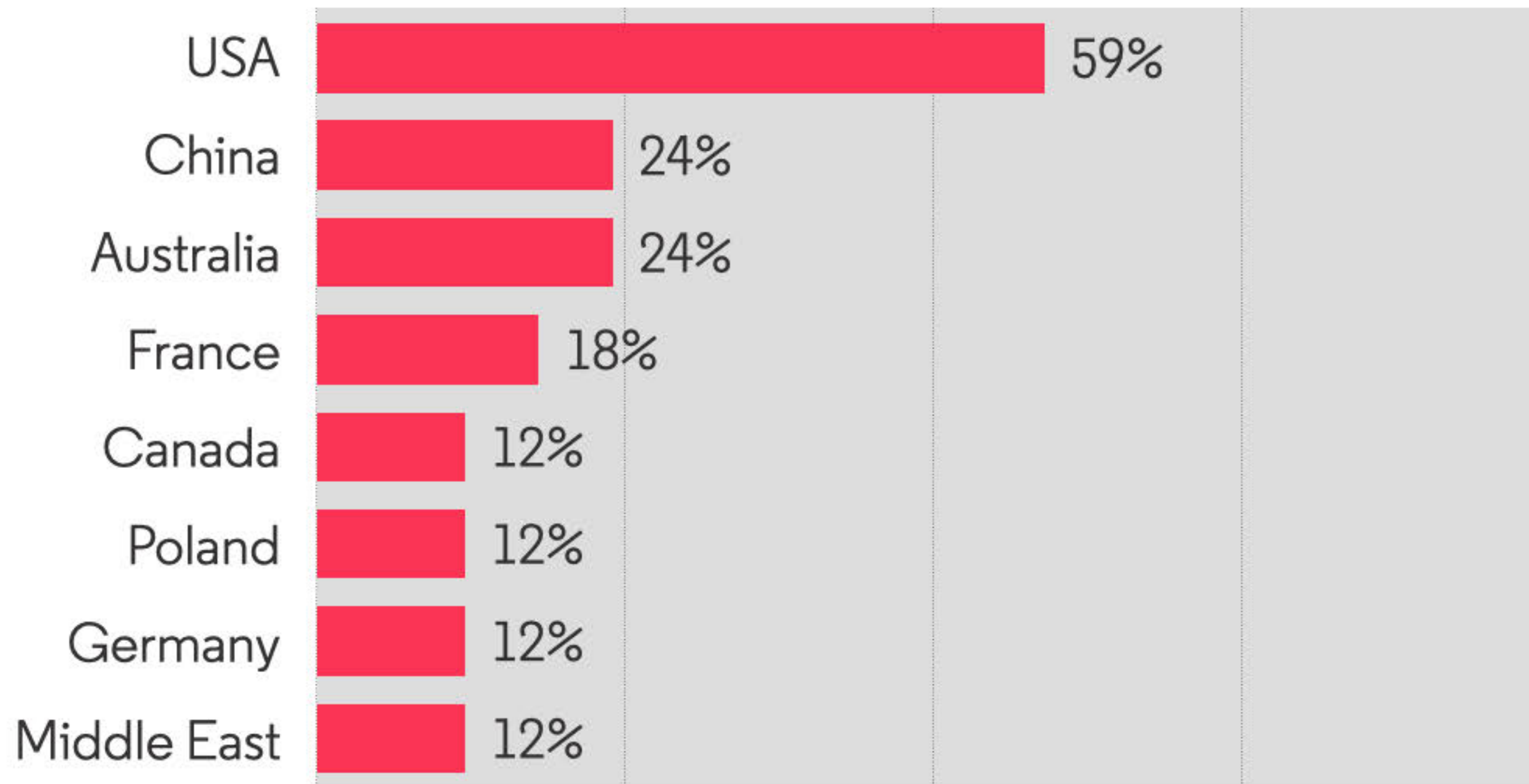
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% Respondents Naming Country in their Top 3 Expected Growth Markets



In line with its dominance once again in this year's report, and its stability in providing strong revenues whilst other markets offer less year-on-year, 59% of respondents identified the USA as being one of their top three growth markets.

There is still optimism with China (24%) and notable that the Middle East and Poland made the list of markets with potential this year.

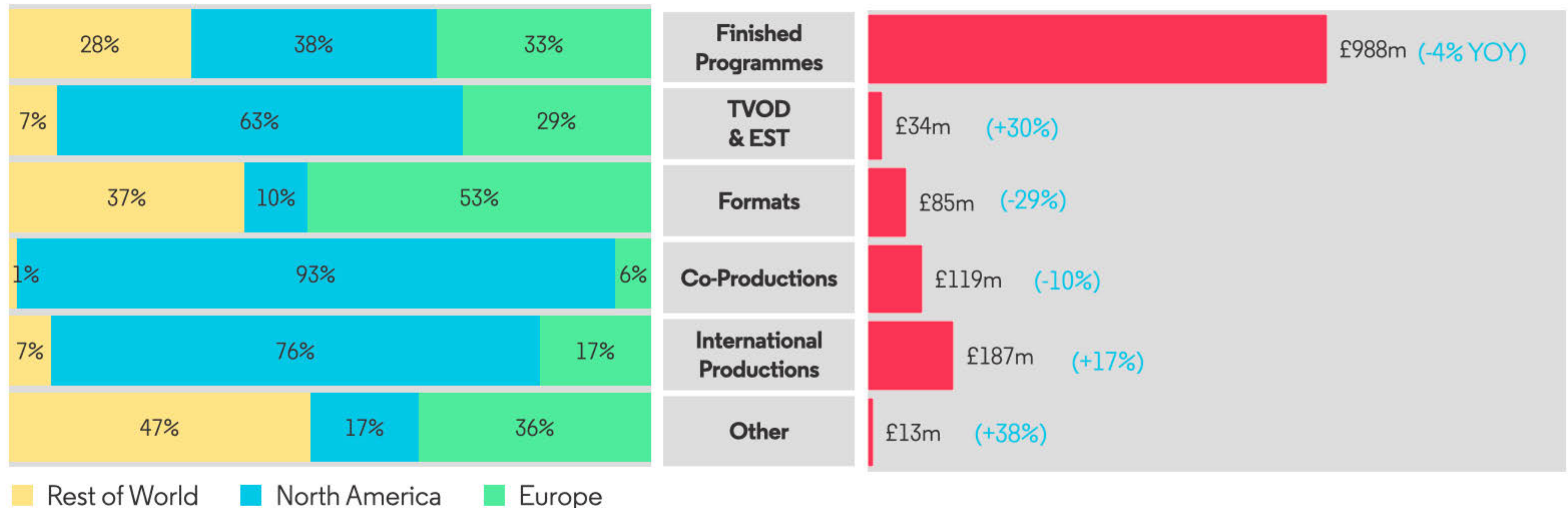
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Sales by Type



North America contributes the majority of revenues through Co-Production and International Productions activity, but comparatively little in Formats compared with Europe/Rest of the World. It is perhaps notable that Digital Sales through EST and TVOD as a category saw the highest growth, reflecting increased stay-at-home consumption levels globally.

Sales by Type - FY 2020/21



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TV Sales by Service Type

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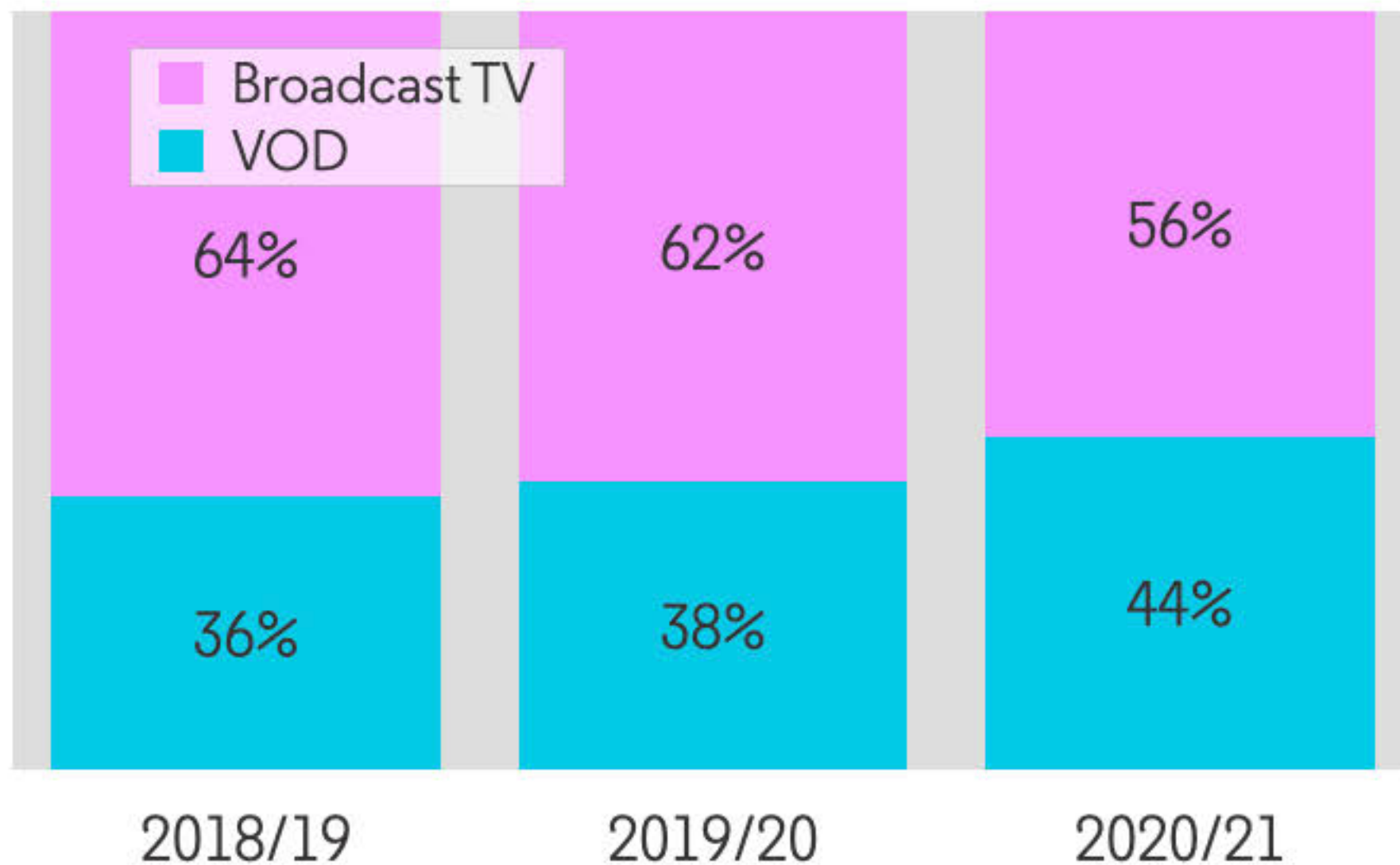
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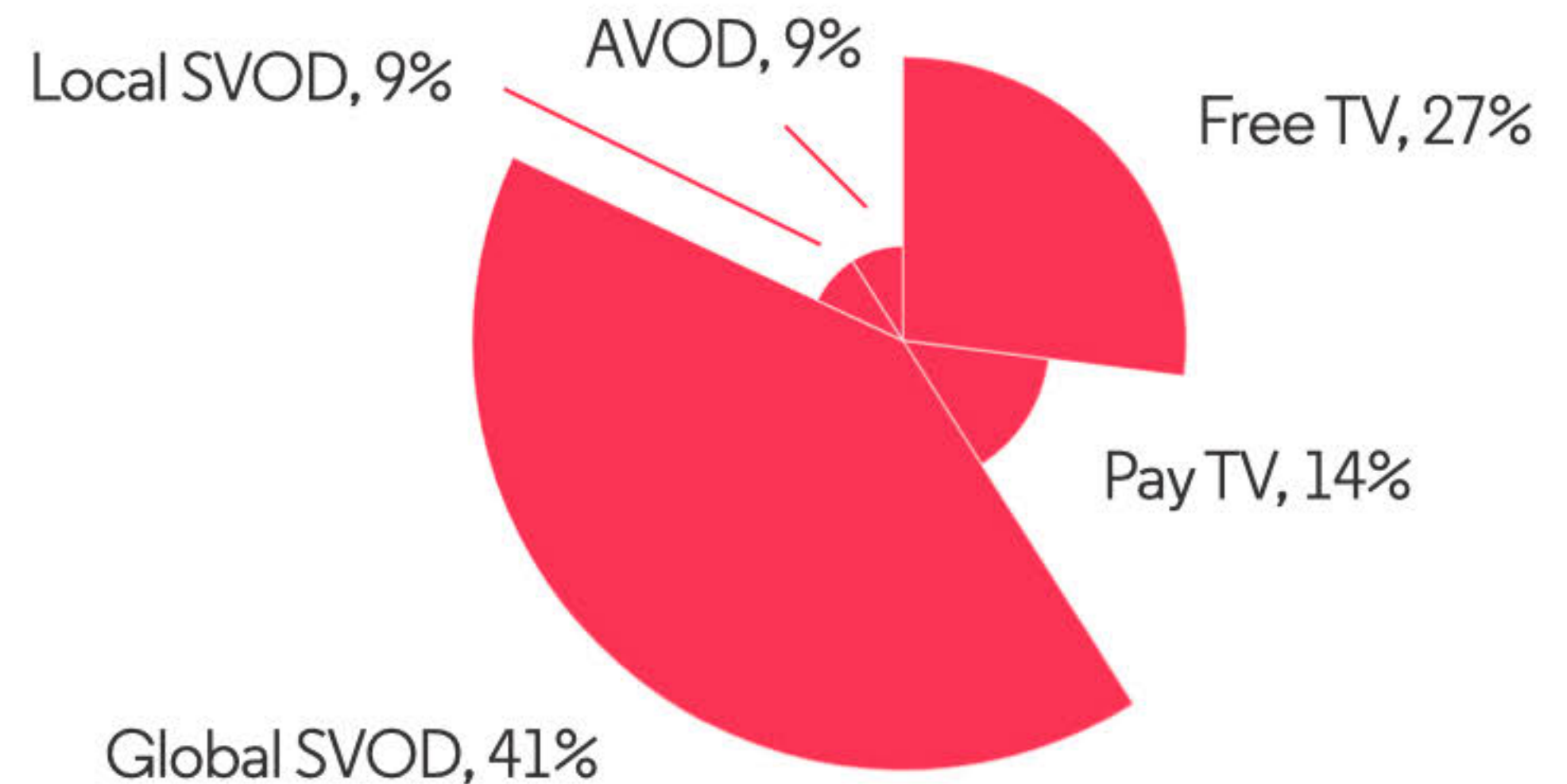
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Sales to VOD services are constantly growing and now account for 44% of all Finished Programme sales. The changing face of the media and entertainment industry is reflected in the service targets for future sales activity. 41% of distributors named global SVOD services (e.g. Amazon Prime Video, Disney+, HBO Max, Netflix) as being their priority, ahead of Free TV (27%) and Pay TV (14%).

TV Sales by Service Type



% Distributors Ranking the Service Type as Most Important



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Finished Programme Sales to SVOD

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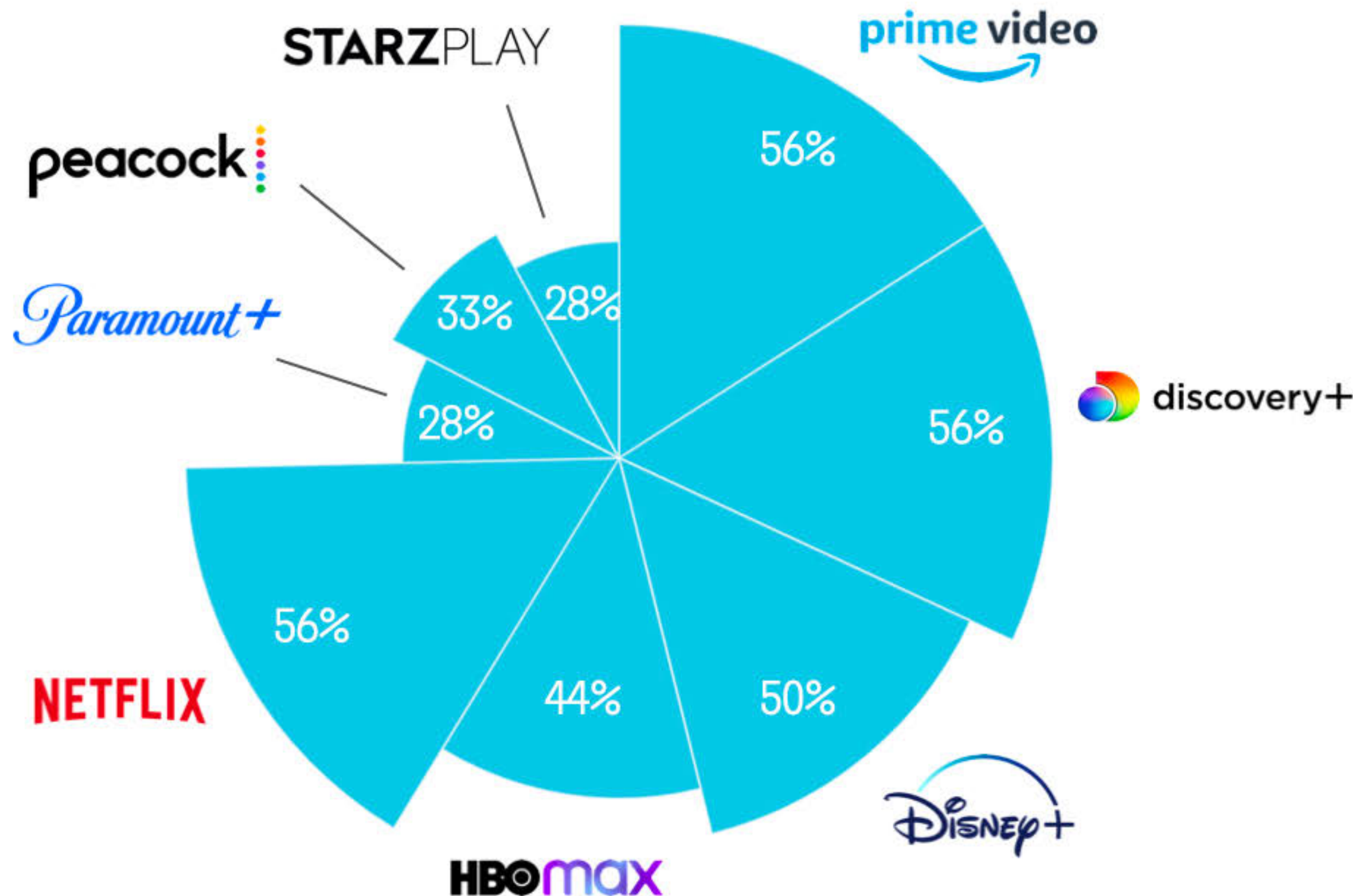
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% Distributors with Finished Programme Sales to SVOD



56% of distributors surveyed have sold a Finished Programme in the 2020/21 financial year to Netflix or Amazon Prime Video.

The newer market entrants - Discovery+, Disney+ and HBO Max have also acquired UK content from distributors. Peacock and Paramount+ are further behind the rest in their planned global expansion plans whilst Starzplay remain primarily focused on acquiring US premium drama series.

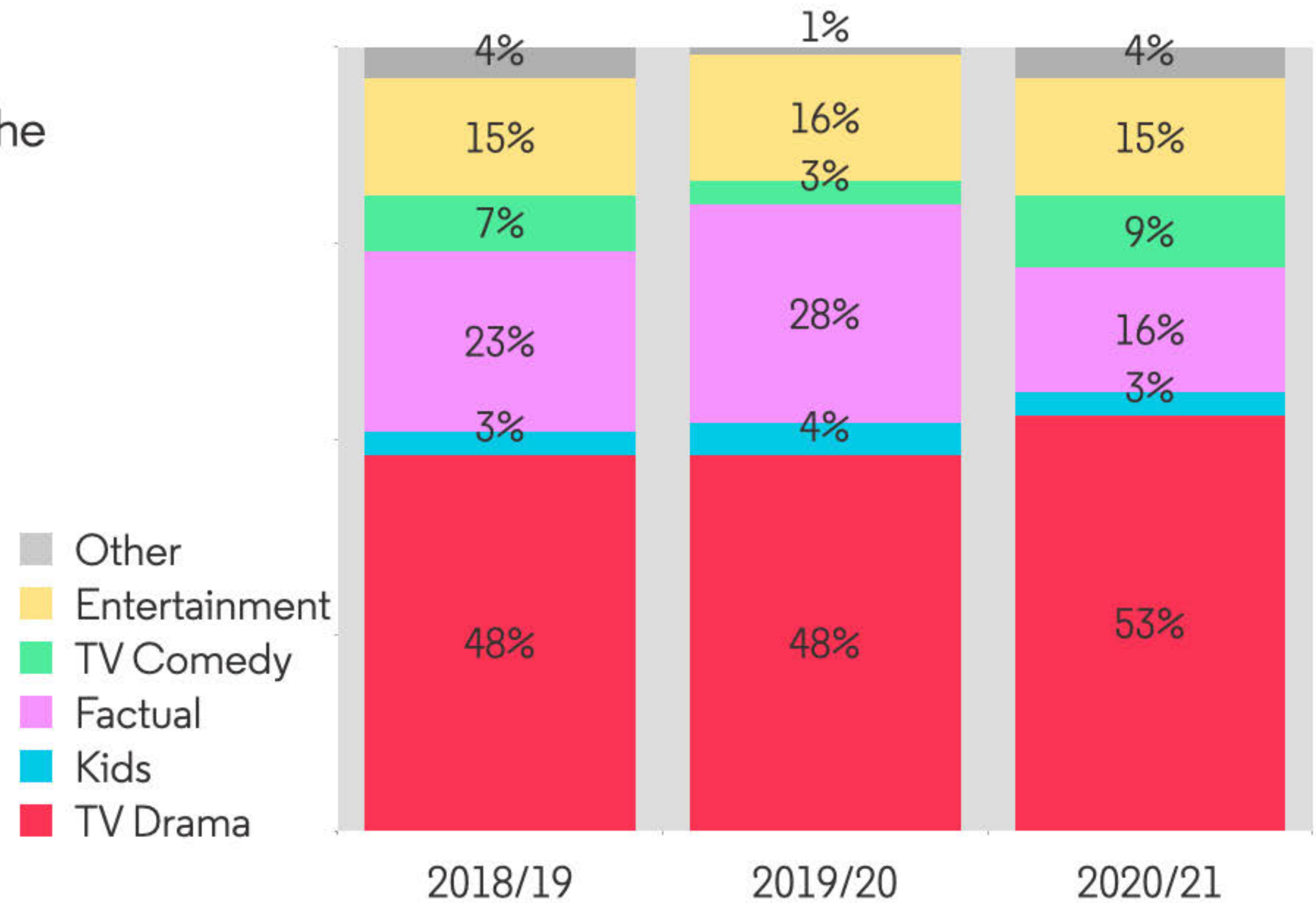
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Sales by Genre



Scripted drama remains the key driver of international exports for UK companies, and is the source of 53% of all revenue.

Content Sales Split by Genre

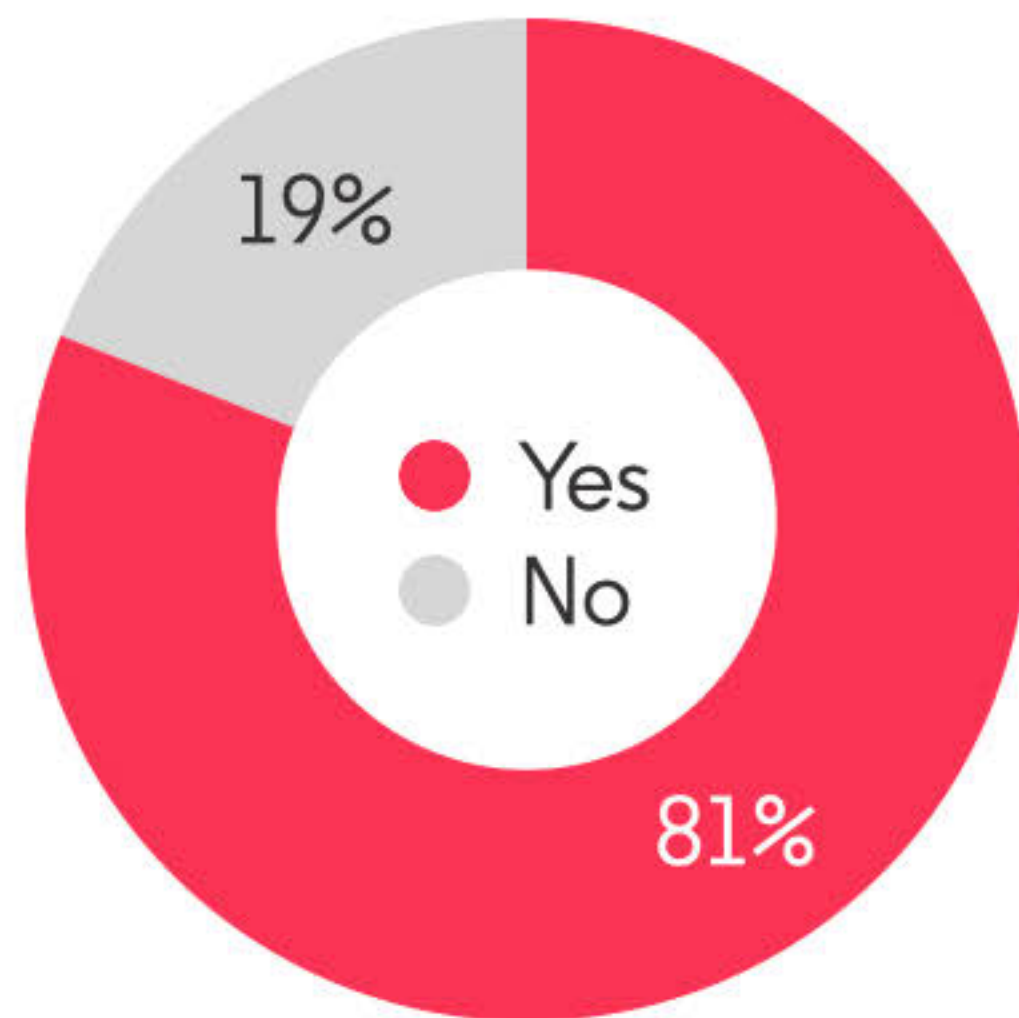


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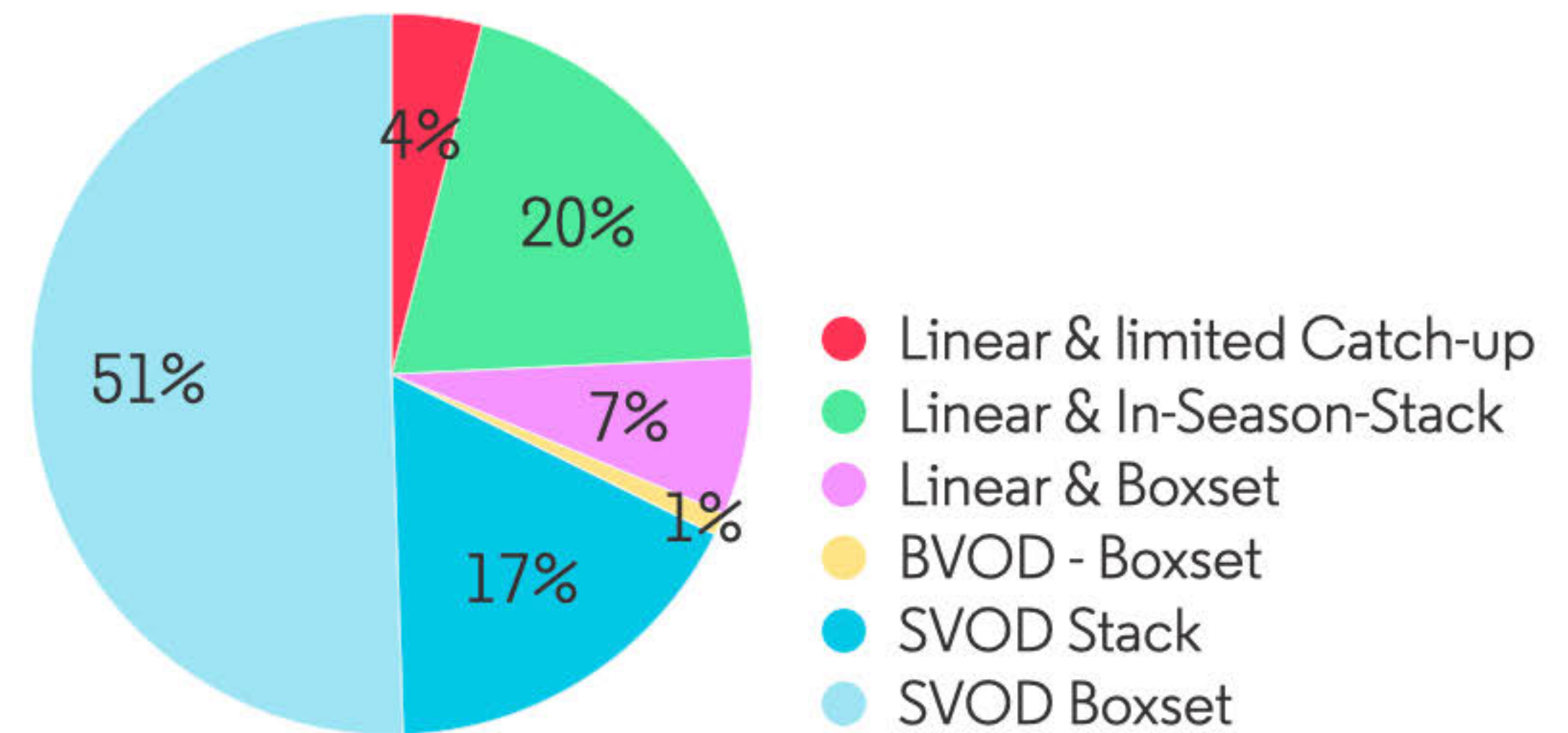
First Window Rights Demand

81% of distributors agree that buyers demanding more rights in the first window (particularly with VOD) are making it increasingly difficult to maximise the value of content in further windows. Data from the 3Vision Show Tracker service indicates that 58% of all first window buys of UK content are now offered to audiences as a full Boxset.

Is the demand for rights in the first window making it more difficult to sell in subsequent windows?



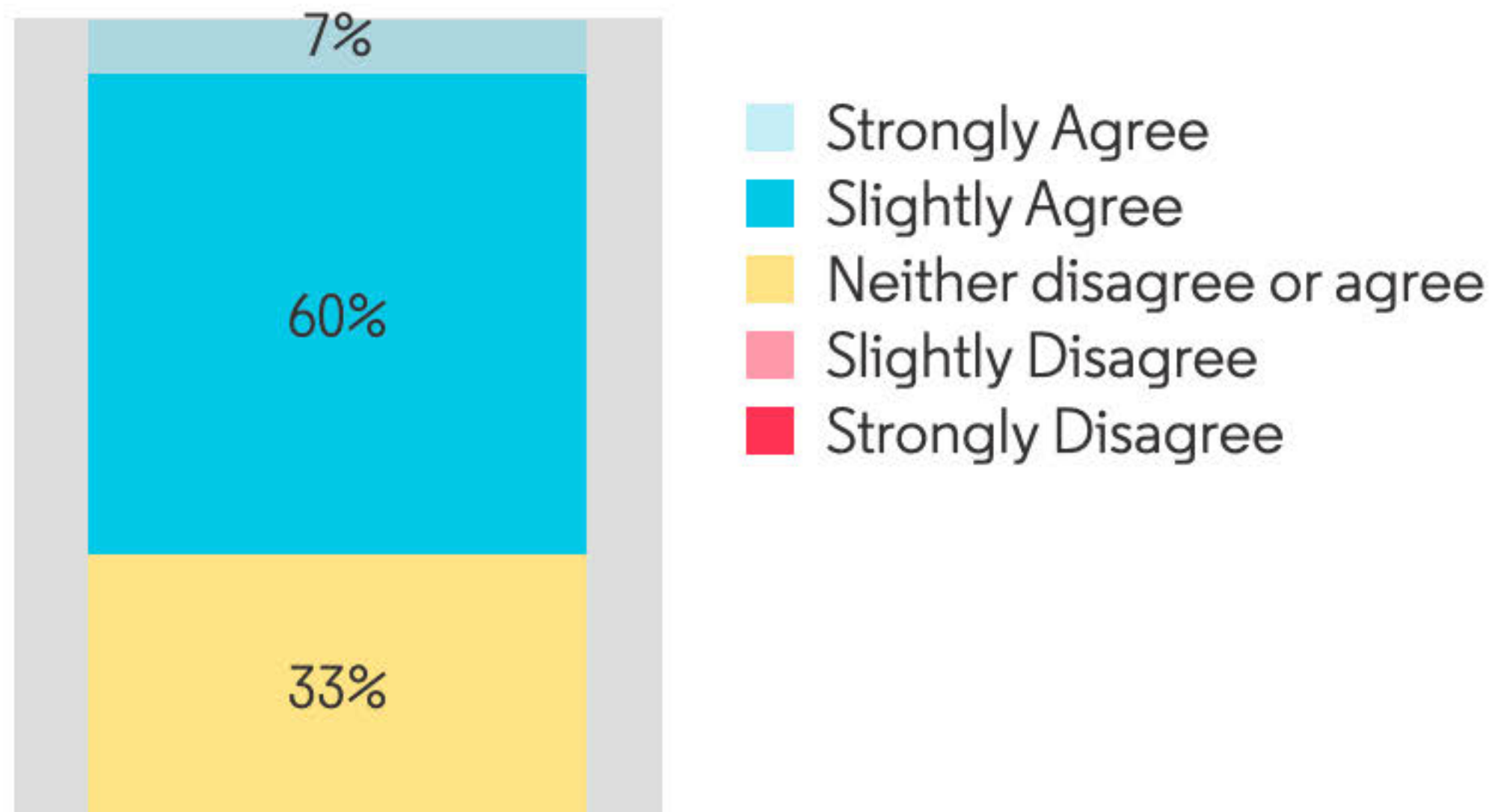
Exhibition of UK Premium Scripted Drama Acquisitions in Key International Markets



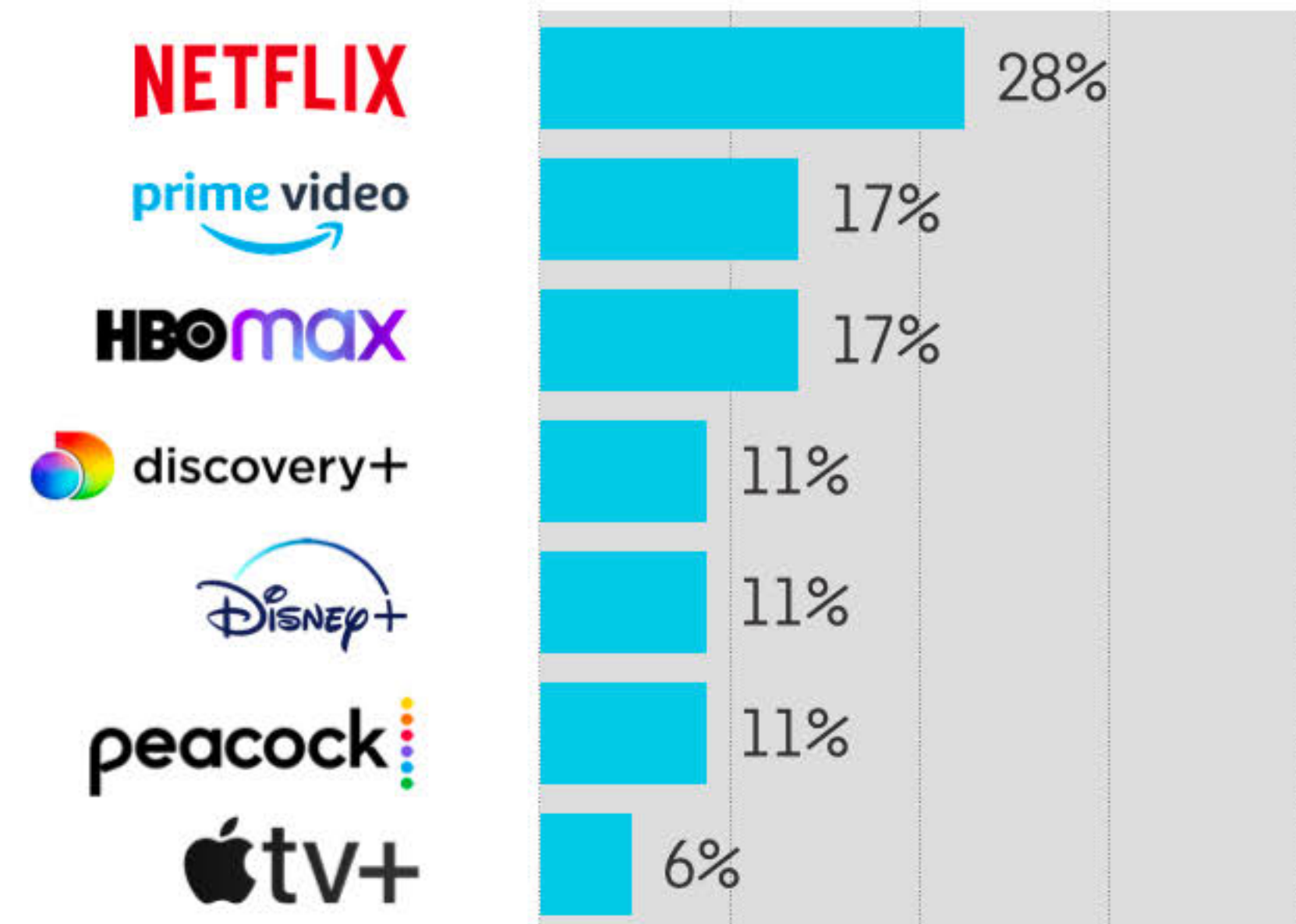
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Global Streaming services are an attractive opportunity as Co-Production partners on new content. Netflix are currently the most active partner for 28% of distributors.

“Global D2C services are becoming an increasingly attractive co-production partner”



Co-Production Partners - % of Distributors



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Future Impact on Content Distribution

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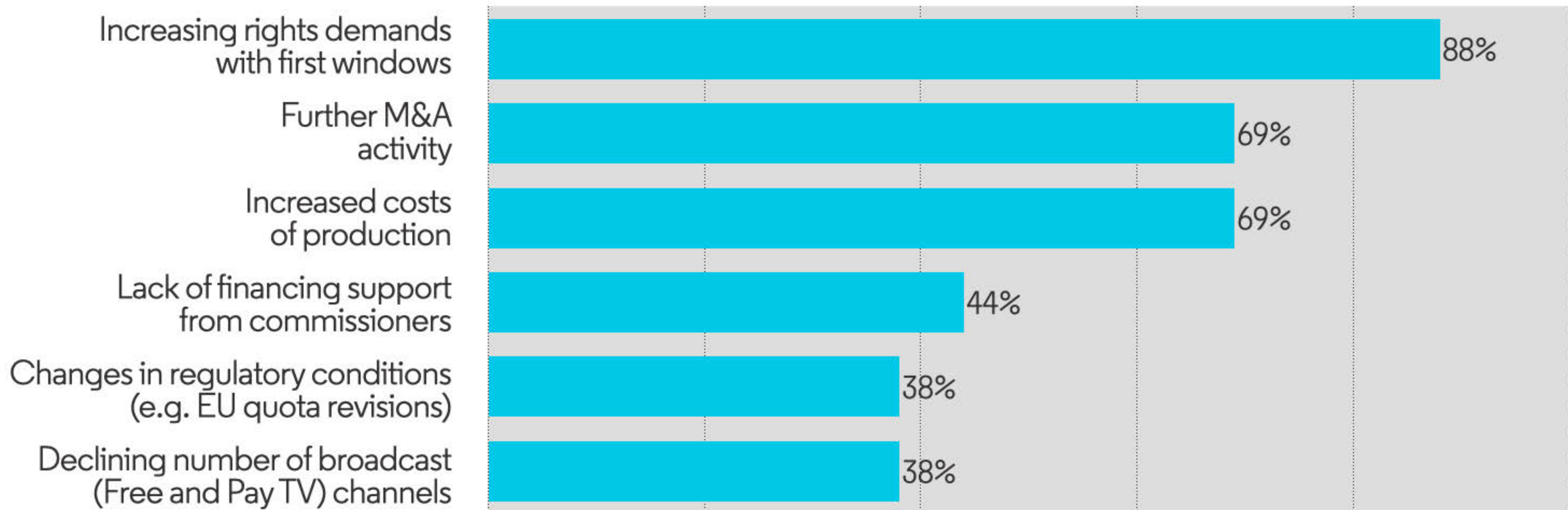
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Q. “Which of the following do you think will have an impact on the distribution of UK content internationally in the next 12 months?”

Ongoing rights demands for first window content is expected to continue to feature as an issue for distributors, as will consolidation and the increased cost of production.



UK TV Exports Report Top Exporting Titles

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“In difficult times, it’s good to see that a drama which is ultimately a tragic story, for ‘It’s A Sin’ certainly shines a light on an extremely poignant situation, can still emote warmth, celebration, humour, joy and astound global audiences with the calibre of its writing, directing and performances. It deserves the huge number of awards it has won so far this year. ‘All Creatures Great and Small’ is a superb, beautifully executed adaption that offers it’s own challenges, yet offers glorious escapist television, which we all need. And for ‘Midsomer’ which sees it’s 25th year in 2022, who isn’t reassured that Inspector Barnaby has that crime wave under control? Three examples of what the UK production sector does so well – exceptional, individual shows that resonate with audience around the world.”



Louise Pedersen, CEO,
All3Media International



Top Three Exporting Titles

It's a Sin

Midsomer Murders

All Creatures Great & Small

UK TV Exports Report Top Exporting Titles

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“British television is loved by audiences around the world and even when the pandemic interrupted new production, our rich back catalogue has kept viewers everywhere entertained.”

Paul Dempsey, President, Global Distribution

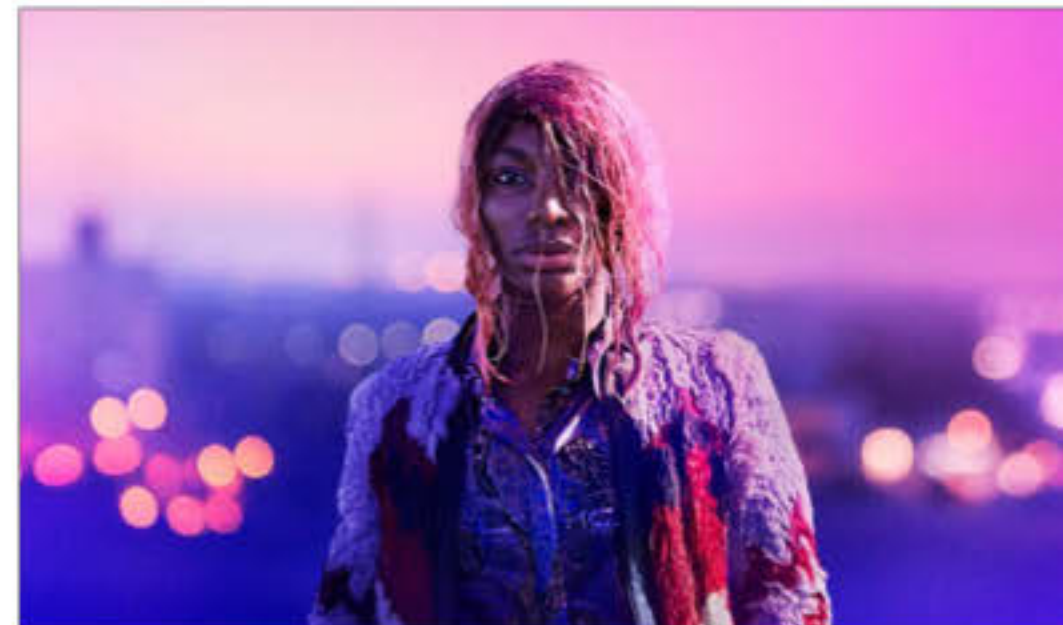


Top Three Exporting Titles

His Dark Materials

I May Destroy You

Perfect Planet



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“As an industry, we have collectively risen to the challenge of providing our partners across the world with quality UK programming during the pandemic and it’s wonderful to see the global desire for British television remains so strong. From Poirot to Line Of Duty, the strength of our catalogue has come into its own once again, providing our buyers with a wealth of library content as well as some of the newest and most exciting shows of the year.”

Ruth Berry, Managing Director, Global Distribution, ITV Studios



Top Three Exporting Titles

Love Island

Schitt's Creek

Line Of Duty

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Top Exporting Titles

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Selected other Distributors

Argonon	Banijay	Cake Entertainment	Cineflix
House Hunters International	Masterchef	Mush Mush & The Mushables	Coroner
Unearthed	Grantchester	Total DramaRama	Food Factory
Abandoned Engineering	Archer	Treasure Trekkers	Homicide: Hours to Kill

Espresso TV	Fremantle	Hat Trick	Jetpack Distribution
Black Full Monty	American Gods	Episodes	Moley
Space Colonies	America's Got Talent	Bloodlands	Kitty is not a Cat
Map to Paradise	No Man's Land	Rich House Poor House	Dennis & Gnasher Unleashed

Magnify Media	Orange Smarty	Parade Media	Sony Pictures Television
The Great Whale Rescue	A Place in the Sun	The Royals Revealed	Who Wants to be a Millionaire
My Unique B&B	Green Eyed Killers	Country House Hunters	Dragon's Den
Malika: The Lion Queen	Pilgrimage	Asia Unplated	Raid The Cage

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.

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.

ITV Studios is home to some of the best creative minds, crafting over 7,000 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, Spain, 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 from its offices in London, New York and Singapore.

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.

For further information please contact:

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