



**For Immediate Release
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REVENUES FROM THE EXPORT OF UK TV PROGRAMMES JUMP 21%

- 2005 saw positive growth in sales to all countries -

Pact – the trade body for independent TV, feature film, animation and interactive media companies – today released the annual UK TV export statistics for 2005.

The figures, collated independently for Pact by the Department for Culture, Media and Sport (DCMS), show that total revenue from the exploitation of TV programmes internationally reached £632m in 2005. This represents an impressive increase of 21%, up from £524m in 2004 (see Appendix 1).

2005 saw positive growth in sales to all territories, with particularly encouraging figures coming from Germany, Spain and the USA, which all posted decreases in 2004.

Germany, regarded as a difficult, yet key, country to sell to showed an increase in sales of 31%, following a decrease of 14% in 2004. Spain and the USA showed increases of 4% and 10% respectively, having shown decreases of 24% and 5% in 2004.

The largest rise came from sales to the rest of Western Europe, which showed a staggering 85% increase in sales last year, largely due to a rise in pan-European deals.

The growth in the sale of TV formats and local production also remained strong – up 60% to £42m in 2005. Format sales involve the selling of a programme idea rather than a finished programme. This means that if a company cannot sell a finished programme to a particular country due to cultural differences, revenue can still be generated from the idea.

The strength of this year's export figures shows the appetite for British television abroad remains strong. A fact emphasised earlier this month at the MipTV market in Cannes where, for the first time, more companies attended from Britain than any other country.

Pact's list of the UK's best selling programmes of 2005 (see Appendix 2) highlights the incredibly diverse nature of the UK TV export market.

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Creative Industries Minister, James Purnell, said:

"It's clear that audiences outside the UK love British TV – and why wouldn't they? We make some of the most diverse and creative programmes around the world. "We're not just good at classic sitcoms and whodunnits such as *My Family* and *Midsomer Murders*. We're also great at creating new formats including *Jamie's School Dinners* which has been reproduced in more than 70 countries."

Louise Pedersen, managing director of All3Media International and chair of the Pact rights policy group added:

"This is a very positive result for our TV export industry and is testament to the creativity of British producers and distributors. The last 18 months have seen a renewed interest in UK programmes and formats from buyers from around the world as they recognise the strength and originality of what is produced and developed here."

John McVay, chief executive of Pact commented:

"Once again these figures highlight the huge popularity of UK programmes overseas. From drama and light entertainment to documentaries and music, the UK TV industry offers a cross genre, one-stop shop for international broadcasters and platforms."

2005 Export Survey Summary Findings

- Revenue from the sale of TV programmes internationally was £632m in 2005, an increase of 21% on 2004.
- The total revenue from sales to the rest of Western Europe (primarily pan-European deals) increased by 85% between 2004 and 2005. A 10% rise in sales to the USA was also posted.
- Sales to Germany and Spain revived during 2005
- There was a 25% rise in straight television sales from £220m to £274m.
- Revenues from DVD and video sales rose 14% to £99m in 2005 from £87m in 2004.
- North America accounted for 40% of all the UK's TV export revenue in 2005, with Europe accounting for a further 34%.

Sex, Chimps and Movie Stars

There is a three-way tie for the top selling UK TV programme of 2005. The glitz of the perennially popular *Orange British Academy Awards*, distributed by All3Media International, won one of the top slots. However, sex and violence in the animal kingdom appeared to provide just as much entertainment as the human stars, with Granada International's natural history documentaries *Wild Sex* and *Chimps – The Dark Side* providing the other two.

British Drama and Comedy Maintains Its Popularity

British drama and comedy continues to sell well overseas. Contemporary family shows such as All3Media International's *Midsomer Murders* and DLT Entertainment's *My Family* performed particularly well in 2005. Yet there still appears to be a place for the traditional British murder mystery, like Granada International's *Poirot* and *Agatha Christie's Marple*.

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Reality TV

Proving that viewers are only slightly more concerned with seeing children eat properly than becoming rock stars, Fremantle International Distribution's *Jamie's School Dinners* narrowly edged out the first series of RDF's *Rock School*.

Donald Trump is now officially the most famous – or infamous – entrepreneur in the land of reality television. Fremantle International Distribution's *The Apprentice* is placed just above ID Distribution's *Cruiseline*, the US version of *Cruise With Stelios*, which follows the Easy Jet tycoon as he sets up his latest business venture Easy Cruise.

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Note to Editors:

Pact is the UK trade association that represents the commercial interests of independent feature film, television, animation and interactive media companies. Pact is the largest representative group of screen-based content producers in the UK and the largest trade association in the film, television and interactive media sectors.

Following a merger between the British Television Distributors' Association (BTDA) and Pact's Rights Policy Group in September 2004, Pact now represents the UK distribution industry – as well as the UK independent production industry – whose members account for more than 90% of all UK exports.

The Creative Industries Task Force TV Exports Inquiry, published in November 1999, recommended that regular statistics should be produced for TV exports. Since then, DCMS has assisted the BTDA and now Pact to produce these figures.

All figures have been either rounded up or down to the nearest whole number.

Financial results from 36 companies were included in the export figures. The overall response rate to the survey was 72%, 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 2004 have been revised since last year's publication as a result of some companies no longer being Pact members.

There were three new companies for 2005, which were not surveyed in 2004 and one company, which was not included in 2005, as it no longer deals with the international market. In total, financial results from 34 companies were included in the 2004 figures.

The survey requested returns in pounds sterling whereas previously US dollars were used. An average daily exchange rate was used to convert the 2004 figures.

APPENDIX 1: UK TELEVISION EXPORTS STATISTICS 2005

Table 1: Sales by territory, 2004 and 2005 (£million)

TERRITORY	2004	2005	% +/-
USA	207	228	10%
CANADA	20	24	23%
GERMANY	31	40	31%
FRANCE	36	43	21%
SPAIN	13	14	4%
ITALY	15	17	16%
SCANDINAVIA	26	30	16%
REST OF WESTERN	28	52	85%
EASTERN EUROPE	13	16	29%
AUSTRALIA/NEW ZEALAND	52	64	23%
LATIN AMERICA	9	11	32%
ASIA	39	47	20%
NOT ELSEWHERE	35	43	21%
TOTAL	524	632	21%

Table 2: Sales by type, 2004 and 2005 (£million)

TYPE	2004	2005	% +/-
TELEVISION	220	274	25%
VIDEOGRAM/DVD	87	99	14%
CO-PRODUCTION	55	52	-4%
FORMAT/ LOCAL	26	42	60%
LICENSING/	132	159	20%
COMMISSION ON UK	4	5	23%
TOTAL	524	632	21%

Table 3: Sales by type and territory, 2005 (£million)

TYPE	North America	Europe	Rest of World	Total
TELEVISION	63	123	87	274
LICENSING/ MISCELLANEOUS	66	44	48	159
VIDEOGRAM/DVD	69	17	13	99
CO-PRODUCTION	46	2	4	52
FORMAT/ LOCAL PRODUCTION/ COMMISSION ON UK	8	26	13	47
TOTAL	252	214	166	632

APPENDIX 2: EXAMPLES OF BEST SELLING UK TV PROGRAMMES 2005*

Programme	Company
Orange British Academy Awards	All3Media International
Chimps – The Dark Side	Granada International
Wild Sex	Granada International
Midsomer Murders	All3Media International
Wild At Heart	All3Media International
American Idols/Idols	Fremantle International
Naked Science	Fremantle International
When Hitler Invaded Britain	Granada International
Ancient Egyptians	Granada International
Miss World	Zeal
Brainiac	Granada International
Agatha Christie's Poirot	Granada International
Big Boutique	Electric Sky
Project Runway	Fremantle International
My Family	DLT Entertainment
The Apprentice	Fremantle International
Cruiseline	ID Distribution
Fashion Rocks	3DD Entertainment TV
Agatha Christie's Marple	Granada International
Fallen	Granada International
Story of One	Fremantle International
Mind, Body and Kickass Moves	Zeal
As Time Goes By	DLT Entertainment
10 Things I Hate About You USA	Wall To Wall
Robbie Williams	3DD Entertainment TV
U2 Vertigo	3DD Entertainment TV
Nigella Feasts	ID Distribution
Poisoned	Fremantle International
Later With Jools Holland	3DD Entertainment TV
Martin Scorsese – Scorsese On Scorsese	3DD Entertainment TV
Battleplan	Fremantle International
Jamie's School Dinners	Fremantle International
Camilla and Charles	Electric Sky
Mini Me Me Me	ID Distribution
Rock School Series 1	RDF Rights

*From information supplied. This is not a definitive list, but does give a flavour of popular programmes overseas and shows the diverse range of UK programmes sold overseas

Each of these programmes has sold to over 70 countries.

