

Earning potential

Annual export figures reveal the UK to be keeping pace with global demand for content across genres

The global plans for US-based streamers might have been the story of the past year but UK producers and their eye-catching shows continue to provide fuel for the country's surging export numbers.

Drama was again the frontrunner in 2018/19, with series such as *Bodyguard* and *Killing Eve* propelling the UK's TV exports to record sales of £1.4bn (\$1.8bn), while worldwide deals between UK companies and global SVOD's surged by more than 50% over the same period.

The figures, revealed in UK trade body Pact's TV Exports Report, show that drama accounted for 48% of total sales during 2018/19, with non-scripted factual series such as *Blue Planet II* pulling in 23% of revenue and entertainment shows including *Love Island* accounting for 15%.

Demand for library content also remained strong, with programming that was four or more years old estimated to account for 36% of sales. Broadcasters and streamers also spent similar amounts on UK shows, with free TV outfits accounting for £322m, pay TV buyers spending £293m and SVOD's contributing £342m.

That helped drive figures up by 7% overall on 2017/18, with the US remaining the dominant buyer, accounting for 32% (£444m) of all sales. North American revenues as a whole were down 1% year-on-year to £531m.

The report, produced for Pact by media consultancy 3Vision, also showed that UK revenues from worldwide deals with services such as Netflix and Amazon were up to £58m, a 56% increase on last year. North American firms were the key partners for co-productions, contributing £81m.

Europe maintained its position as the primary destination for formats, with £47m in both 2017/18 and 2018/19. The sale of formats to the US doubled from £9m to £20m year-on-year, but European companies remained the key buyers, accounting for 55% (£47m). However, formats accounted for just 6% of UK total sales, with finished programmes securing 69%. **TBI**

2018/19
£58m

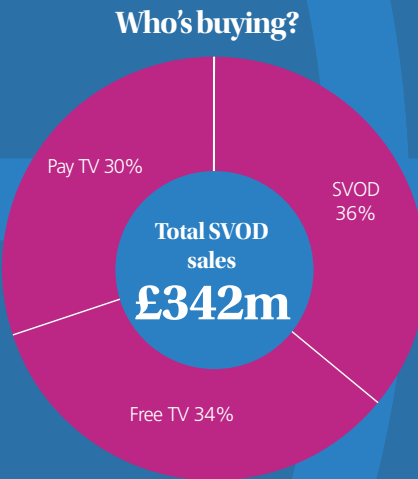
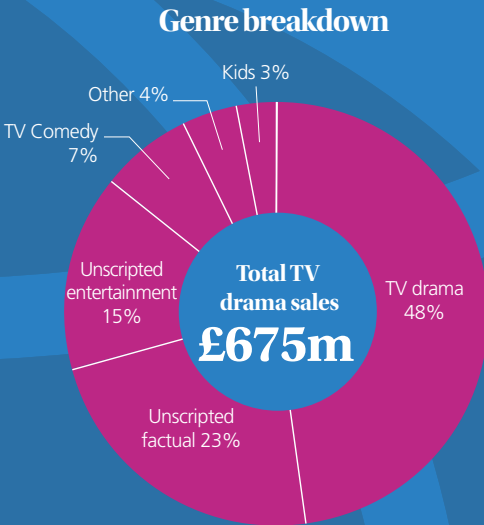
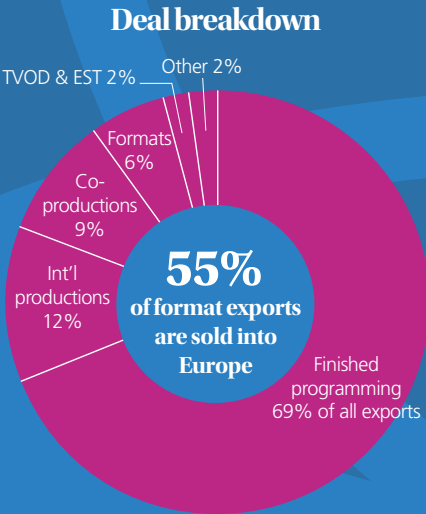
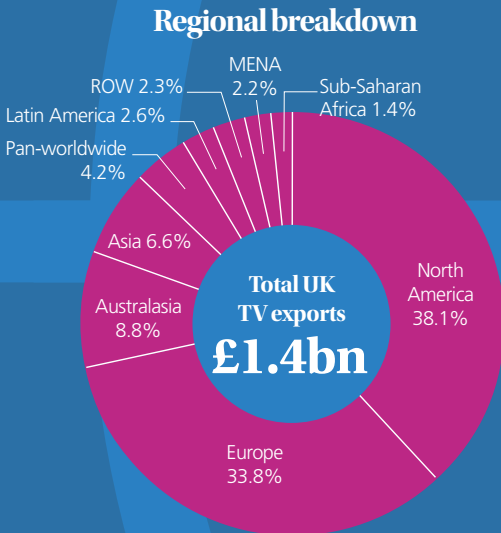
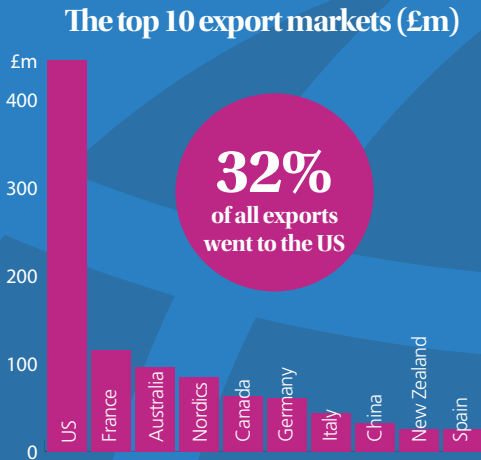
2017/18
£37m

2016/17
£14m

Pan-territory deals from SVOD's

India, China and Latin America

Territories where UK companies feel best opportunities for expansion



200+ David Tennant and Michael Sheen's *Good Omens* aired on the UK's BBC Two but debuted on Amazon - which claims to be available in 200+ territories

Best sellers



48% *Killing Eve* was among shows that helped fuel UK drama growth, accounting for almost half of the country's total exports in 2018/19



23% BBC Studios' natural history epic *Blue Planet II* propelled non-scripted factual, which reeled in almost a quarter of UK export revenues



15% ITV's *Love Island* was among the UK's entertainment offerings, securing a sixth of export revenues



187 Richard Madden-fronted *Bodyguard* aired in the UK on BBC One but was snapped up by Netflix in 187 countries after a global deal was struck