

FREMANTLEMEDIA



Please reference as:

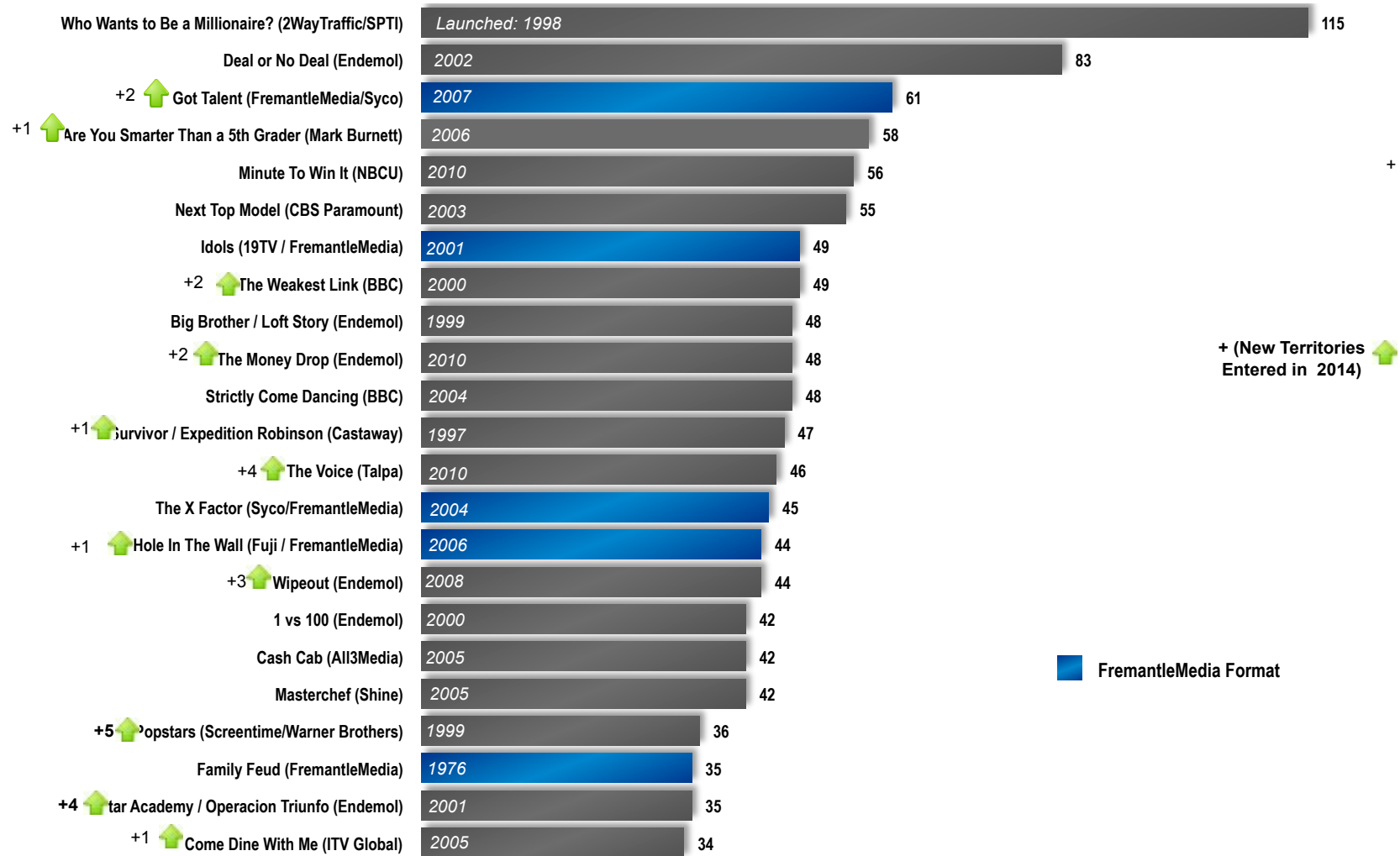
Wallace, Vasha (2015) "International TV Distribution and Localisation." Slides presented as part of an industry roundtable discussion at the MAB/ECREA conference 'TV in the Age of Transnationalisation and Transmedialisation', 22.6.15, University of Roehampton, London.

Global Entertainment Format Movement

Top Global Formats Since 1997

Top Travelling Formats 1997 - 2014

Total Number of Adaptations



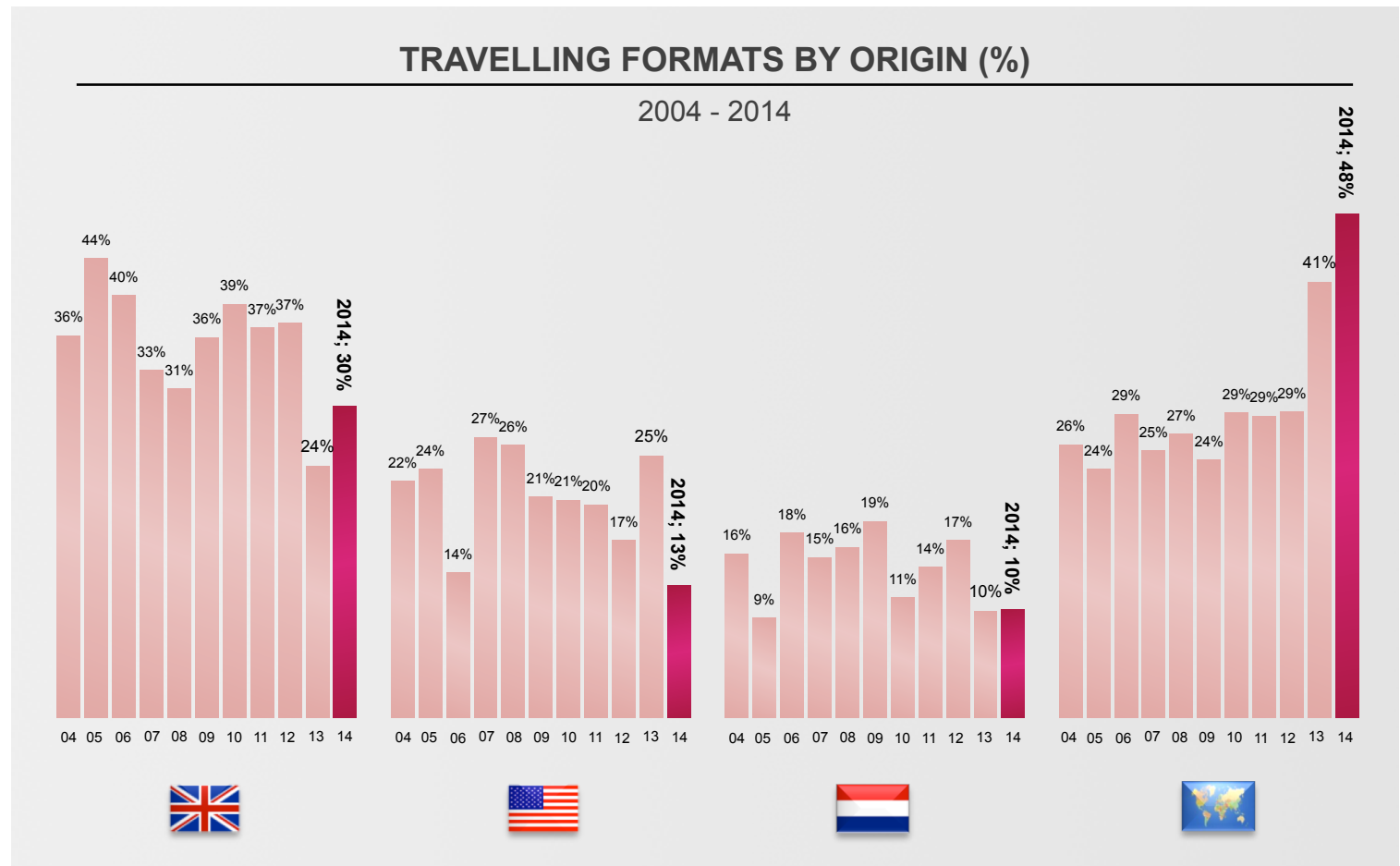
Source: The WIT / Wikipedia / C21 / IMDb / FremantleMedia Research Department; Based on new entertainment formats launched between January 1997 and June 2014
Includes all territories a format has aired in, regardless of distributor. Include Got Talent launches up to first quarter of 2015.

Global Entertainment Format Movement

Strongest year on record for rest of world formats

OVERVIEW

- Countries outside the traditional format making markets of the UK, USA and Netherlands accounted for a record 48% of all travelling formats in 2014.
- This has come almost entirely at the expense of American originated formats which declined to their lowest market share on record.
- The UK increased its share of the travelling formats market from 24% in 2013 to 30% last year.



Source: The WIT / Wikipedia / C21 / IMDb / FremantleMedia Research Department; Includes all known non-scripted formats launched in 2+ new territories between Jan-Dec 2004-2014.