



## STATISTICAL RELEASE

18 April 2006

### PACT UK Television Exports Survey 2005

Today the Producers Alliance for Cinema and Television (PACT) are publishing the results from the annual UK Television Exports Survey for 2005. The survey of PACT membership was conducted by the Department of Culture, Media and Sport on their behalf.

#### Key findings

- The estimated total revenue from the exploitation of TV programmes internationally was £632m in 2005, an increase of 21% on 2004.
- Just over a fifth of this increase was a result of the total revenue from the rest of Western Europe increasing by 85% between 2004 and 2005. A further fifth was due to a 10% rise in sales to the USA.
- There was a 25% rise in television sales, up from £220m to £274m. This accounted for half of the increase in total revenue between 2004 and 2005.
- 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%.

#### Notes

- *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.*

**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 EUROPE	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 CLASSIFIED	35	43	21%
<b>TOTAL</b>	<b>524</b>	<b>632</b>	<b>21%</b>

**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 PRODUCTION	26	42	60%
LICENSING/ MISCELLANEOUS	132	159	20%
COMMISSION ON UK SALES	4	5	23%
<b>TOTAL</b>	<b>524</b>	<b>632</b>	<b>21%</b>

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

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