

APPENDIX 1



BTDA UK TELEVISION EXPORT STATISTICS 2003

SALES BY TERRITORY	\$MILLION 2002	\$MILLION 2003	% +/-
USA	284	399	41%
Canada	30	31	2%
Germany	44	68	53%
France	40	50	25%
Spain	23	32	38%
Italy	18	25	34%
Scandinavia	27	36	33%
Rest of Western Europe	73	69	-6%
Eastern Europe	19	18	-1%
Australia/New Zealand	73	76	4%
Latin America	23	16	-31%
Asia	59	62	4%
Not elsewhere classified	39	39	0%
Total	754	921	22%

SALES BY TYPE	\$MILLION 2002	\$MILLION 2003	% +/-
Television	333	371	12%
Licensing/misc	176	239	35%
Videogram/DVD	117	128	9%
Co-production	84	115	38%
Format/local production	39	63	62%
Commission on UK sales	5	4	-14%
Total	754	921	22%

SALES BY TYPE	North America (\$million)	Europe (\$million)	Rest of World (\$million)	Total (\$million)
Television	86	170	115	371
Licensing/misc	101	81	56	239
Videogram/DVD	102	15	11	128
Co-production	108	5	3	115
Format/local production/commission on UK sales	32	28	8	68
Total	430	298	193	921

APPENDIX 2: EXAMPLES OF THE UK'S BEST-SELLING TV PROGRAMMES*

FOR LAST YEAR: 2003

Programme	No of countries	Distributor
Living with Michael Jackson	+120	Granada International
Ancient Greek Olympics	80	Carlton International
Innovations (Science)	80	Carlton International
Hornblower	73	Granada International
Prime Suspect	58	Granada International
Walking with Dinosaurs	47	BBC Worldwide
Natural World	46	BBC Worldwide
A Touch of Frost	41	Granada International
Popstars	40	Target Entertainment
Norah Jones in New Orleans	32	Eagle Star
Bad Girls	30	Target Entertainment
Engie Bengy	30	Granada International
Top of the Pops	26	BBC Worldwide
Tweenies	26	BBC Worldwide
Boohbah	26	Ragdoll
Terror in Moscow	25	4Rights
Sars: Killer Bug	23	4Rights
Poirot	23	Granada International
Ali G in Da USAii	20	4Rights
Footballers Wives	20	Target Entertainment
Weakest Link	19	BBC Worldwide
Silent Witness	18	BBC Worldwide
Spooks	17	BBC Worldwide
Make Way for Noddy	15	Chorion International

FOR THE PAST FIVE YEARS: 1998-2003

Programme	No of countries	Distributor
Inspector Morse	+200	Carlton International
Midsomer Murders	164	All3Media
Frenchmans Creek	+150	Carlton International
Bob the Builder	142	Hit Entertainment
Living with Michael Jackson	+120	Granada International
Teletubbies	120	BBC Worldwide
Brit Awards	120	Eagle Star
Pingu	107	Hit Entertainment
Hornblower	102	Granada International
Poirot	100	Granada International
A Touch of Frost	93	Granada International
Top of the Pops	90	BBC Worldwide
Prime Suspect	85	Granada International
Barney	83	Hit Entertainment
Ancient Greek Olympics	80	Carlton International
Innovations (Science)	80	Carlton International
Weakest Link	75	BBC Worldwide
Two Fat Ladies	68	Optomen
Phil Collins – Live in Paris	64	3DD
Walking with Dinosaurs	60	BBC Worldwide
The Spice Girls	56	3DD
Tweenies	50	BBC Worldwide
Engie Bengy	47	Granada International
Popstars	40	Target Entertainment
Beneath the Veil	38	4Rights
Make Way for Noddy	34	Chorion International

In addition, a number of feature films owned by Carlton International continue to sell well to broadcasters worldwide. Best sellers for the past five years include:

Rough Air	170+ countries
Thrillseekers	160+ countries
Carry on up the Kyhber	142 countries

**From information supplied. This is not a definitive list, but does give a flavour of popular programmes overseas.*

Notes to Editors:

- *The figures for 2002 have been revised upwards and restated following the receipt of late data for 2002 during the 2003 collection process. This is a necessary procedure due to the varying financial years of BTDA companies. In addition, some of the marked change in 2002 can be attributed to a small number of companies who did not provide data at the time and had grown significantly above our estimation, in some cases due to new acquisitions. The 2002 total has been restated as \$754m from \$666m. Approximately 60% of this increase comes from the US, the majority relating to DVD and licensing exploitation.
- All figures have been either rounded up or down to the nearest whole number
- The figures for percentage change were calculated using unrounded data and so may not exactly match those percentages that would be calculated using the published rounded data.
- These statistics were compiled for the BTDA by DCMS under the supervision of a Government Statistician.
- The British Television Distributors' Association represents over 30 of the UK's leading distributors, including all the major companies such as BBC Worldwide, Carlton International, Granada International, 4 Rights, Hit Entertainment and Fremantle International Distribution. In total the organisation accounts 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 worked with the BTDA on producing these figures.

For further information about:

- TV exports, see the BTDA news releases on these and previous figures www.btda.org
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