

Banijay tops global format commissions, but MBC's *The Masked Singer* hits most markets

Western Europe is still a key test-bed for new formats, but Asia is a growing hub

London, 23rd October 2023: Formats are proving to be resilient to the decline in commissioning activity experienced across the wider media industry according to a new report from Ampere Analysis. While the volume of Unscripted titles announced in North America fell by 14% between H1 2022 and H1 2023, titles based on formats were less affected with a decrease of just 6%.

With formats representing a 'safe bet' in a turbulent market, format-based commissions are decreasingly euro-centric, as global streamers and other non-European commissioners represent an increasing proportion of new formats announced.

Format-based commissions are increasingly international as global competitors emerge

Western Europe, and in particular the UK, still remains the creative engine of formats. Between H1 2019 and H1 2023 36% of all format-based commissions were based on UK formats. However, the emergence of global competitors sees English-language titles represent a decreasing proportion of format-based commissions. While English-language format titles represented 59% of all format-based commissions in H1 2019, this number had dropped to 36% by the same period in 2023.

Who tops the charts for global format sales?

With 824 titles announced based on its formats between H1 2019 and H1 2023, Banijay leads the field with almost twice as many titles based on its formats than any other owner (ITV Studios was second with 464 titles). Owing a fifth of the top 20 formats globally, the vast catalogue includes many titles previously sold by Endemol Shine, acquired by the company in 2020. These include *MasterChef*, *Big Brother*, *Robinson* (previously *Expedition Robinson*) and *Lego Masters*.

Top format owners H1 2019 – H1 2023



Top format owners H1 2019 – H1 2023

Top 15 format owners	No. of markets sold to	No. of titles based on formats
Banijay	42	824
ITV Studios	49	464
Warner Bros. ITVP	28	421
Fremantle	41	402
All3Media	27	267
Paramount	27	254
NBC Universal	23	190
BBC Studios	35	179
Love Productions	23	115
Red Arrow Studios	22	115
Sony	24	112
MBC	29	99
Netflix	12	79
Talpa	18	77
MTV	13	70

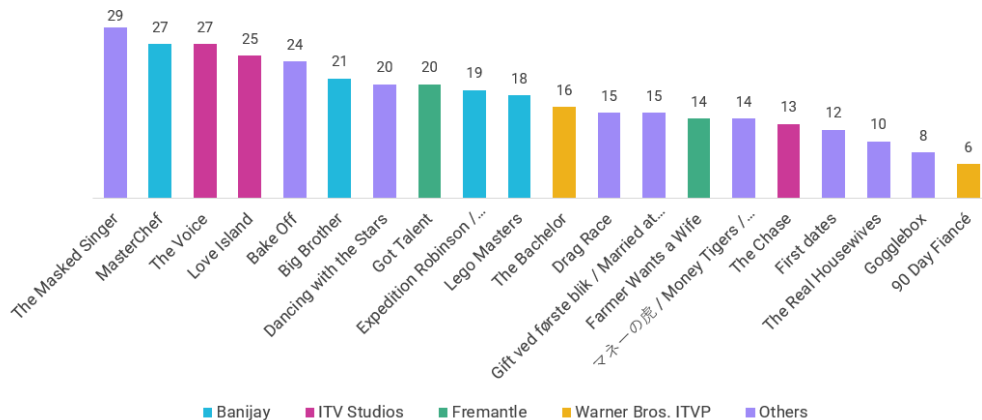
Source: Ampere Commissioning

Although Banijay leads in terms of the total number of titles based on formats, most of these do not represent new international versions. Between H1 2019 and H1 2023, 59% of all commissions based on Banijay-owned formats were Renewals in existing markets.

Analysing new international versions showed that ITV Studios exported more new formats than any other format owner. New competitors are also emerging, with South Korea's MBC-owned *The Masked Singer* commissioned in more markets than any other individual format.



Top 20 formats (# of distinct countries of origin, H1 2019 – H1 2023)



Source: Ampere Commissioning

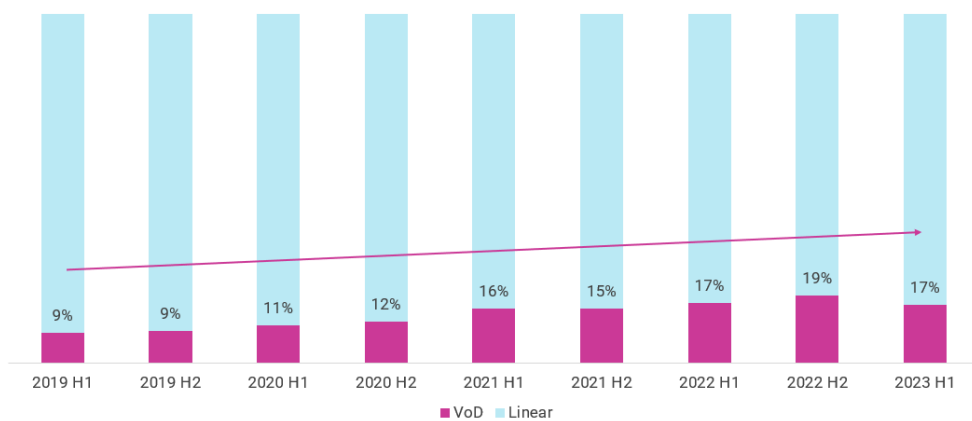
Formats are increasingly important to the VoD commissioning landscape

While streamers have a long way to go to compete with more established players in the formats landscape – VoD commissions made up just 15% of all format-based commissions announced between H1 2019 and H1 2023 – they are increasingly focused on using formats as a way to boost local Originals.

International production capabilities also give global streamers a competitive advantage over their linear competitors. While linear commissioners carry out negotiations to import a format from elsewhere, streamers can easily recreate their own formats in multiple markets. Global streamers, Discovery+, Netflix, Amazon, and Discovery+ made up three of the top 15 commissioners of format-based titles between H1 2019 and H1 2023, and VoD commissions represent an increasing proportion of format-based commissions overall.



Proportion of commissions based on formats, VoD vs. Linear (% of titles)



Source: Ampere Commissioning

Olivia Deane, Senior Analyst at Ampere Analysis says: “With commissioners facing more stringent spending limits, format-based titles offer an opportunity for companies to reduce risk by recreating shows that have a proven track record. Formats also give global commissioners an advantage, as they can easily replicate successful formats in different operating markets. The future will represent unprecedented competition for Western European format owners, as more international and global players increase their focus on format-based titles.”

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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