

Paramount+ enters the UK streaming market with the second-largest slate of local VOD commissions

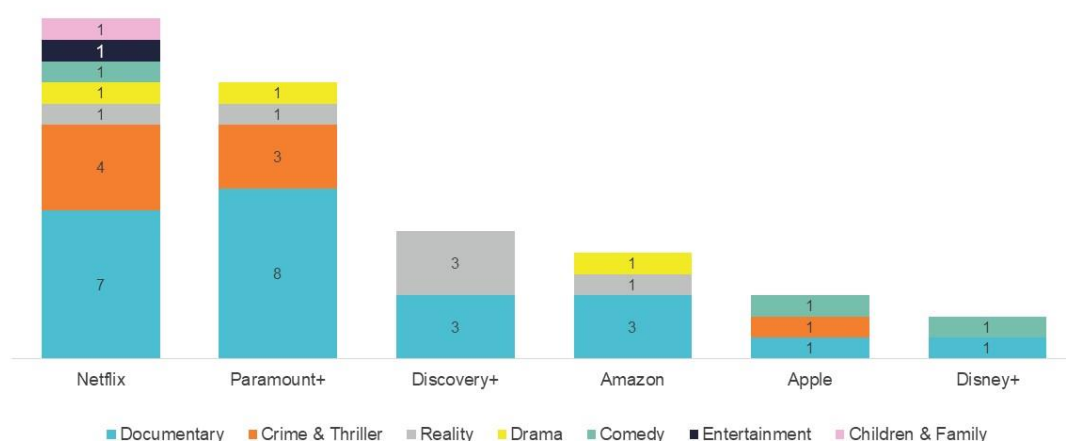
With 13 titles so far this year, the UK receives the highest number of Paramount+ original commissions outside the US

London, 11th July 2022: Paramount+ entered the UK streaming market – currently dominated by giants Netflix and Amazon Prime – on 22nd June with a focus on local content and the Crime & Thriller genre. According to a new report by Ampere Analysis, Paramount+ holds now the second largest slate of Subscription Video on Demand (SVoD) titles commissioned in the UK in 2022, with 13 brand new commissions so far this year, second only to the market leader Netflix.

In Q1 2022, Paramount+ expanded into Western Europe with most of its new commissions (seven of 12) set to be produced in the British market. The second slate of original titles in Q2 2022 consisted of eight more (six from the UK), making the UK the country with the highest number of Paramount+ original commissions outside the US.



Number of First-Run TV shows commissioned in the UK by global SVoD players
Jan-May 2022, by primary genre (#)



Source: Ampere Commissioning

Strong viewer interest in Crime & Thriller content

Seven of the 13 commissions announced by the streamer in the UK so far in 2022 have Crime & Thriller* as their primary or secondary genre, reflecting the British audience's preferences. Crime & Thriller was the most popular genre among UK respondents in Q1 2022. This slate includes three scripted Crime & Thriller series, including an adaptation of Jess Ryder's 2018 psychological thriller *The Ex-Wife*. There are four unscripted series falling into the Documentary–Crime & Thriller category, including *The Box*, a documentary on serial killers presented by British detective Chris Loudon.

SVoD Stacking on the rise in the UK

Paramount+ has joined the market when SVoD stacking is becoming increasingly popular in the UK. Many British households now subscribe to two or more streaming services, with the average streaming household having access to 2.7. This is still below the US, where the average is four.

Ampere Analyst Zuzana Henkova says: "Paramount+ is conscious of how crowded the UK streaming market is becoming, and their decision to distribute with Sky will help tackle this challenge by providing instant subscriber reach. One important differentiator for Paramount+ is its UK-made content and this will also be key to engaging Sky's customer base who are heavier-than-average viewers of UK content."

Ends

Note to Editors

* The number of titles commissioned by Paramount+ in the UK is still relatively small so it is early to draw any definite conclusions. As the streamer is expected to commission more content for the British market, the genre proportions might change considerably in the near future. Analysis is based on information available from January to May 2022.

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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 pay and multiscreen TV , next generation content distribution and games. 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. www.ampereanalysis.com

