

Understanding the impact of product placement in UK programmes as they export worldwide

With the increasing discussion and opportunity for product placement in UK originated programming – NMG Product Placement has worked with Madigan Cluff/ETS to understand how much additional exposure occurs for a brand when it is placed in a programme as it is exported around the world.

Many UK programmes are extensively exported - carrying any prop placements which have been included in the production. To demonstrate the large number of countries which see UK production – we analysed some major series for 2010

TRANSMISSIONS OF UK SERIES IN EXPORT MARKETS CALENDAR 2010

	CORONATION STREET	LEWIS	MIDSOMER MURDERS	SILENT WITNESS	THE INBETWEENERS	WAKING THE DEAD
AUSTRALIA		●	●	●		●
AUSTRIA			●			
BELGIUM		●	●	●		
CANADA	●			●		
CZECH REPUBLIC		●	●			
DENMARK		●	●			●
FINLAND	●	●	●	●		
FRANCE			●	●		
GERMANY		●	●	●		
IRELAND	●	●	●			
ITALY			●		●	
NETHERLANDS	●	●	●	●		
NEW ZEALAND	●		●	●	●	
NORWAY		●	●	●		●
POLAND						●
SOUTH AFRICA		●				
SWEDEN		●	●	●		●
	Offpeak Only					●
	Primetime Transmissions					●

The chart on the left is based on analysis of the schedules of the major free to air stations in each country. It shows:-

- UK productions do make a significant impact on schedules in a variety of markets worldwide
- That a significant proportion of these transmissions are on primetime on major stations

For the brand which appeared in the programme there will generally be a delay before the show is seen. Although some US series are now playing in Europe within weeks of their US premiere – it generally takes a significant period of time for an individual episode to be purchased by the overseas station and played. Commonly there will be a one/two year lag between original UK showing and the programme being contracted, dubbed and ready to play in the market.

However it is extremely rare for the visual part of a scripted programme to be altered meaning that whatever was seen in the UK transmission will appear wherever the show plays.

Tracking the performance of a placement

NMG co-operating with two other Pinewood based companies are able to track the delivery of UK placements. Essential Television Statistics (ETS) tracks all exported programmes in over 30 markets around the world – identifying each individual episode. Sister company Madigan Cluff is able to work out the relative advertising value as the programme is broadcast in new markets.

As an example of this we took a placement for Blackberry which appeared in an episode of Lewis on May 2nd 2010. We tracked further transmissions of this episode as it appeared around the world. We then estimated the value of each appearance based on local real media costs Vs the value of the initial showing on ITV. The table below shows the additional exposure which occurred by the end of August 2011.

Lewis Episode : "Day of Winter"

COUNTRY	CHANNEL	DATE	START TIME	Cumulative Additional Value (UK original transmission=100)
UK	ITV 1	02/05/2010	20:00	100
AUSTRALIA	NETWORK 7	11/08/2010	21:30	147
FINLAND	YLE 1	22/08/2010	18:55	162
NORWAY	NRK 1	12/09/2010	20:55	182
BELGIUM	CANVAS/KETNET (VRT 2)	13/11/2010	20:40	187
SWEDEN	KANAL 5	28/12/2010	21:00	193
UNITED KINGDOM	ITV 3	27/01/2011	22:00	196
UNITED KINGDOM	ITV 1	13/07/2011	20:00	296
NEW ZEALAND	PRIME	16/07/2011	20:35	298
BELGIUM	CANVAS/KETNET	27/08/2011	20:40	303

By the end of August 2011 the placement had achieved audiences to the value of an additional 203% of the original ITV value. Half of this value came from repeat showings on the ITV network – but half came from prime time transmissions around the world.

Another example is Mistresses – where episode one of the third season contained a placement for Clearblue – the pregnancy prediction kit. In the 12 months since its transmission on BBC1 it has played extensively in late evening slots across Europe – cumulatively adding an additional 77% of exposure.

Mistresses : Season 3 Episode 1

COUNTRY	CHANNEL	DATE	START TIME	Cumulative Additional Value (UK original transmission=100)
UNITED KINGDOM	BBC1	05/08/2010	21:00	100
NORWAY	NRK 1	14/01/2011	23:25	106
DENMARK	DR 1	30/01/2011	22:00	127
CZECH REPUBLIC	CT 1	21/04/2011	23:40	130
BELGIUM	CANVAS/KETNET	22/04/2011	22:30	134
GERMANY	WEST 3	25/07/2011	22:45	146
RUSSIA	CHANNEL 1	28/07/2011	01:05	152
SWITZERLAND	SF 2	14/08/2011	22:40	161
SWITZERLAND	SF 2	15/08/2011	02:30	162
FINLAND	YLE 1	28/08/2011	22:05	177

Tracking the performance of a placement

As a final example – a placement of Blackberry in an episode of Dr. Who. This placement has taken a longer period to make its way around the world – but again there is a 75% cumulative value gain in comparison to the original UK slot.

Doctor Who Episode : Forest of the Dead

COUNTRY	CHANNEL	DATE	START TIME	Cumulative Additional Value (UK original transmission=100)
UK	BBC1	02/05/2008		100
AUSTRALIA	ABC NETWORK	31/08/2008	19:30	119
BELGIUM	RTBF 2 (LA 2)	07/11/2009	18:10	124
ROMANIA	TVR 2	29/08/2010	18:00	126
ROMANIA	TVR 2	30/08/2010	03:00	127
CANADA	SPACE	24/11/2010	20:00	128
CANADA	CBC	04/03/2011	02:00	151
CANADA	SPACE	07/03/2011	20:00	153
CANADA	SPACE	08/03/2011	11:00	153
NEW ZEALAND	PRIME	29/03/2011	14:00	154
POLAND	AXN	09/04/2011	11:00	154
POLAND	AXN	07/05/2011	06:00	154
ROMANIA	AXN	08/05/2011	11:00	154
CZECH REPUBLIC	AXN	11/06/2011	12:10	154
CZECH REPUBLIC	AXN	12/06/2011	09:00	154
POLAND	AXN	07/07/2011	16:00	154
POLAND	AXN	08/07/2011	06:00	154
POLAND	AXN	08/07/2011	11:00	154
AUSTRALIA	ABC NETWORK	13/08/2011	22:15	175

Placement strongly imbeds a product into a programme. Whereas when a programme is repeated or exported – all the advertisements and some of the sponsorships change – whatever is in the programme stays and gets seen again. These examples demonstrate that placing brands into key shows selected both in terms of their target audience and their global footprint gives advertisers the ability to get greater efficiency from placement.

It is not just a free bonus resulting from a fortuitous placement deal. It is also a benefit which can now be valued, tracked and potentially predicted.

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