

PRESS RELEASE

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for immediate release

***Money Drop* is Europe's most valuable format**

Relative newcomer *Money Drop* was the top format title by value created in 2012; pushing *Come Dine With Me* into second place, according to a new 172-page report that covers 16 territories. The **TV Formats in Europe** report further states that *The Voice* entered the top 10 in 2012. *Who Wants to Be a Millionaire* was the top title in both 2009 and 2010, but had dropped to ninth in 2012.

Top five titles by value created in 2012 (\$ million)

Channel	Distributor	\$ mil.
Money Drop	Endemol	213.4
Come Dine with Me	ITV Studios	194.6
Deal or No Deal	Endemol	129.1
Dancing with the Stars	BBC Worldwide	127.7
The Voice	Talpa	126.9

Michael Cluff, co-author and director at Madigan Cluff, said: "The value created by the top 100 formats was \$2,745 million in 2012 for the 84 European channels across the 16 territories covered in this report. The 2012 figure was 5.3% up on the 2011 total and 20.1% up on 2009. Correspondingly, the number of hours broadcast reached 26,235 in 2012, up by 27.5% on 2009."

Top five titles by format hours broadcast in 2012

Channel	Distributor	Hours
Come Dine with Me	ITV Studios	5,006
Big Brother	Endemol	957
The Voice	Talpa	946
Money Drop	Endemol	833
Deal or No Deal	Endemol	810

Jonathan Bailey, co-author and Managing Director of ETS, added: "*Come Dine with Me* was the most screened format in 2012 by some distance, with its total number of hours rising over the last three years. The hourly total of Endemol's *Big Brother* fell considerably in 2010 and 2011, but made a slight comeback in 2012. Also in the top 10, *Deal or No Deal* and *X Factor* are declining. However, relative newcomers *The Voice*, *Money Drop* and *Still Standing* are showing strong growth."

The top three distributors accounted for half of the format hours screened in 2012. ITV Studios (5,425 hours) is the largest distributor by hours, mainly due to *Come Dine with Me*. FremantleMedia (3,316 hours and supplier of 13 titles in the top 100) and Endemol (4,231 hours and 12 titles) followed.

However, Endemol (\$711 million – 26% of the total) was the leading distributor by value created in 2012, followed by FremantleMedia (\$456 million – 17%). ITV was third, with 10% of the total. So, these three distributors combined took 53% of the total value created.

The values in the report are the financial benefit (sourced by activities such as advertising revenues or a proportion of annual household license fee income) that broadcasters receive from screening these formats.

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About the authors:

The **Imported Drama Series in Europe** report is collaboration between three companies, each of which has extensive experience in international television research and databases:



Essential Television Statistics specializes in the identification of films and TV programs playing around the world, creating an original title database that holds the transmission details of all imported programs back to 1993. Clients, ranging from international distributors to guilds and collection societies, benefit from receiving reports on the airings of individual programs and title catalogues, as well as on trends in program scheduling. www.etstv.com



Madigan Cluff (www.madigancluff.com) consults for global advertisers and broadcasters on the value of programs and branded content worldwide. The company has extensive expertise with partners who have directed programs and film, provided global consultancy on communications and media auditing, production and business finance. Madigan Cluff extensively databases the real communications and monetary value created as brands increasingly use programs as a high value communication vehicle.



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