Premium Executive Report

VITRINA

Film & TV Global Productions & Licensing Review: Full Year 2023

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Confidential

Vitrina AI :

Marketplace Platform Focused on Business & Commerce inside the Global M&E Supply-Chain

Our Customers

Global Clientele Across the Entertainment Supply-Chain

Global Corporation

Global Streaming Platform [Smart TV O/S]

Global Corporation

Brazilian Media Corp

MNC Production House

MNC Production House

Cloud Streaming Enabler

Global Corporation

Media services

Top Talent Agency

Australian TV Network

Global Corporation

Bollywood Studio

Brazilian Media Corp

Post Production Platform

Animation

EXECUTIVE SUMMARY:

GLOBAL PRODUCTION

- Global production volumes **declined**; Q4 saw sharp fall.
- Major companies and streamers **cut production spending** early in 2023. That fall further exacerbated by the strikes.
- **EMEA** experienced a **milder impact**, with a **smaller decline** in regional productions
- **BBC** Group showed an **upswing** in production activities - especially Q2-2023
- **Unscripted** content genres **gained** in 2023
- **Season Renewals** had a **higher proportion** of production activity, indicating investment in safe and proven successful content
- **Hollywood** Writers Strike lasting nearly 150 days significantly **impacted productions** - Q2’23 to Q3’23

WORLDWIDE ACQUISITIONS

- Global acquisitions experienced a lesser decline than that observed in productions, suggesting a preference to acquire content rather than produce it. **Netflix**, being a recent example of this strategy too.
- **BBC**, in addition to **scaling up** its productions, made strategic content acquisitions.
- Almost all leading acquirers **reported a decrease** in acquisitions compared to the previous year.
- Global giants such as **Netflix** and **Amazon** licensed substantial regional content.
- Top 15 groups collectively hold a 37% market share of all acquisition deal volumes.
- **French, Tamil, Spanish, Japanese, Korean** were most acquired content even as **English** dropped from 48% to 43%.

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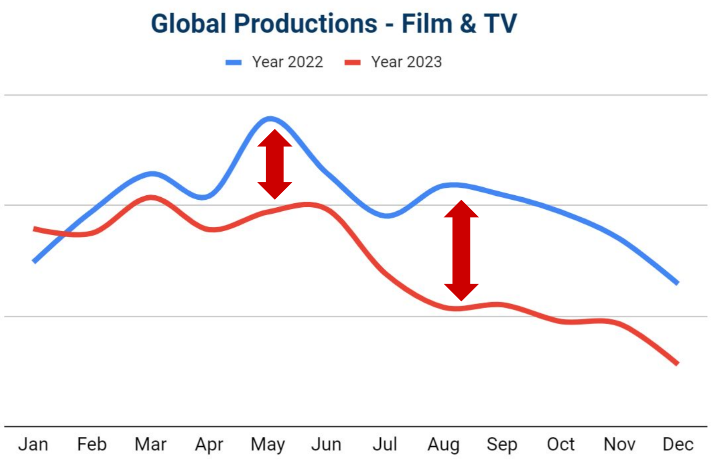
PRODUCTION SLUMP LEADS TO ACQUISITION GAINS?

- Though 2023 Productions followed similar pattern as 2022, the gap in 2022-23 was significant
- Though Acquisitions in 2023 were lower over 2022; the narrow gap in both years indicate that companies would be using their budgets to acquire content over producing them



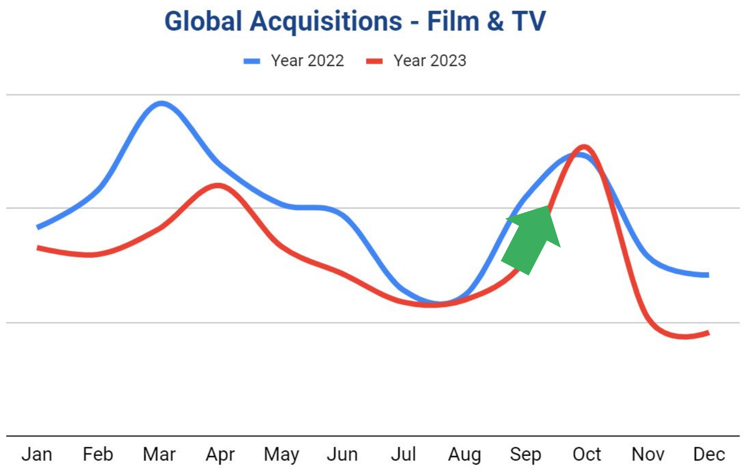


Chart plots global production and acquisition deals and transaction volumes in Films and TV

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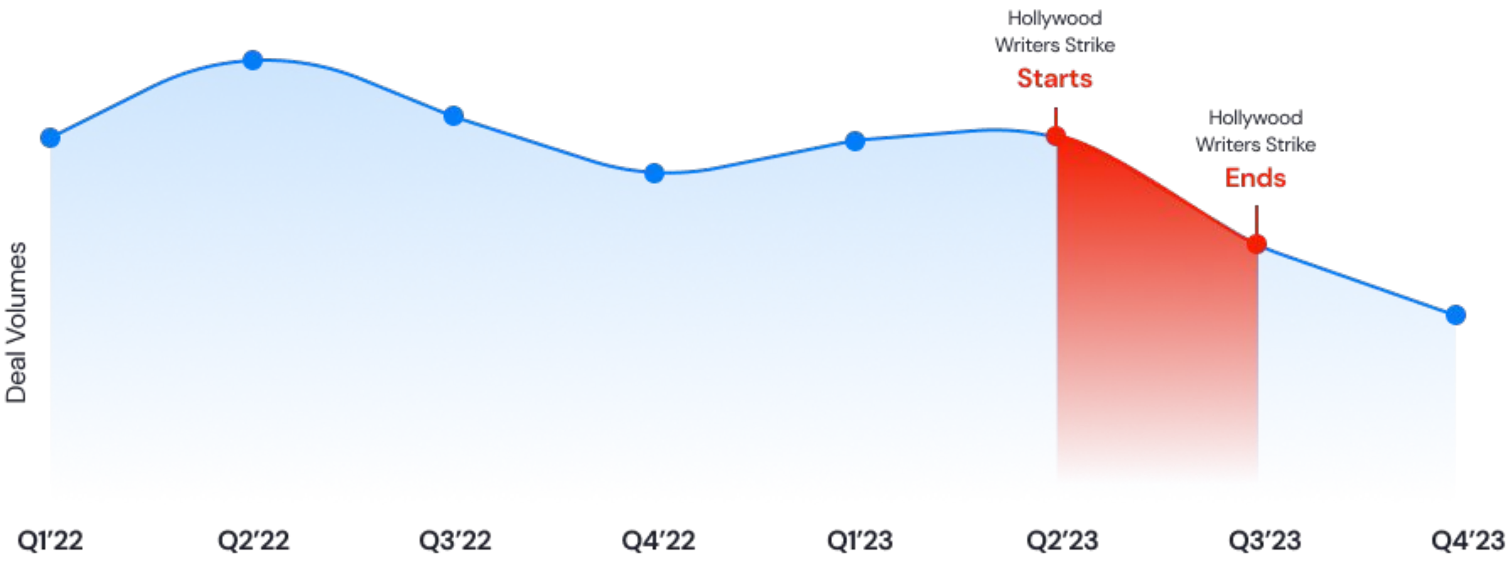
2023 GLOBAL CONTENT PRODUCTION VOLUMES ARE DOWN 30% OVER 2022



Q4'23 continued to show a slide in global productions

Overall yearly decline steeper at 30% than the estimated 22% in Q3

Season renewals increased by 3%

High Deal Score Productions fell 38%

Medium+Low Deal Score Productions fell only 16%

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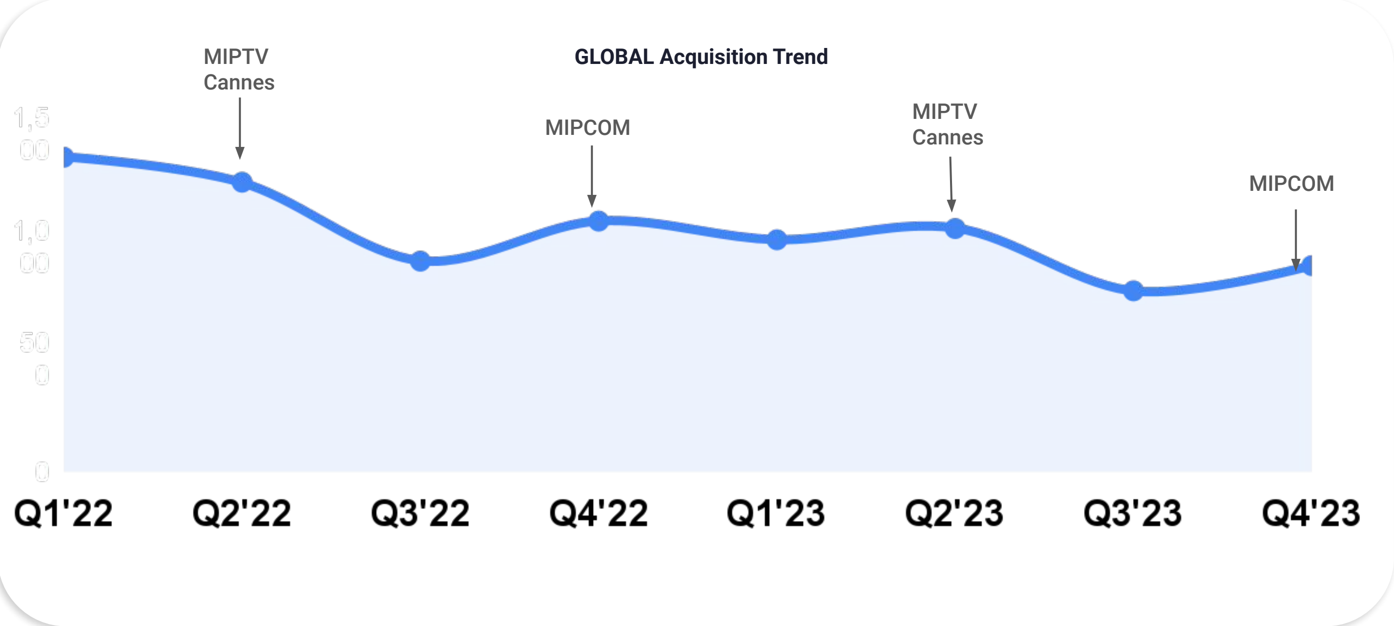
2023 GLOBAL CONTENT ACQUISITION DEAL VOLUMES ARE DOWN 19% OVER 2022

- Spike in Q2 of both years was due to MIPTV, Cannes Film Festival
- Q4’23 showing an upward spike indicating that acquisitions would start picking up



2023 GLOBAL PRODUCTION LEADERBOARD*

- BBC Group showed a substantial 60% increase in production, followed by and Prime Video at 11%
- Top commissioners have preferred their in-house studios and labels to develop high value projects

Top Commissioners

NETFLIX
BBC
Paramount+
prime video
abc
Channel 4
CBS
peacock
itv
NBC

Top Studios

amazonstudios
BBC STUDIOS
Fremantle
CBS STUDIOS
SONY PICTURES TELEVISION
UNIVERSAL TELEVISION
WARNER BROS. TELEVISION
eOne
Banijay
abc signature

The Banijay has many productions but splintered across multiple labels

Timeframe: Jan'23 till Dec'23

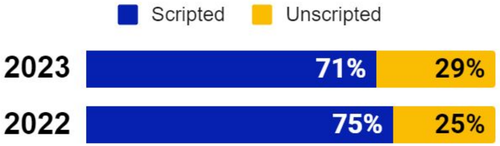
* High Deal Value ~ High Deal Scores

GLOBAL Production: '23

Movies: 51%

Series: 49%

- A 60% increase in BBC projects has boosted English language production, mostly in documentaries.
- ViX, Netflix, RTVE, and Prime Video sustained their production of Spanish content, consistent with the previous year
- Increased production of documentaries due to the impact of Hollywood strikes
- UK based groups like BBC, Channel 4 & 5 amongst top commissioners of documentaries



English
45% / **49%**

French
3% / **4%**

Spanish
7% / **7%**

Korean
2% / **2%**

Hindi
4% / **4%**

Italian
1.5% / **1.6%**

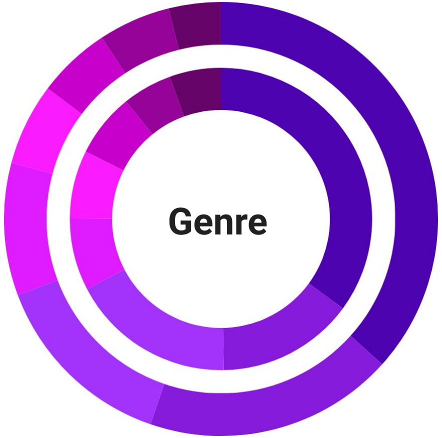
Tamil
1.8% / **2.1%**

German
2.7% / **2.9%**

Dutch
1.0% / **2.2%**

Others
32% / **26%**

Outer 2023 / Inner 2022



Drama
35.0% / **36.7%**

Crime
6.8% / **5.5%**

Documentary
14.6% / **18.6%**

Animation
5.3% / **5.4%**

Comedy
17.6% / **14.0%**

Romance
5.5% / **3.9%**

Reality
7.7% / **9.9%**

Thriller
7.3% / **6.1%**

Timeframe: Jan'22 till Dec'23

2023 GLOBAL LICENSING LEADERBOARD*

- 22% drop in acquisitions in 2023 for companies who have retained the leaderboard position
- BBC has ramped up content acquisitions along with productions
- 43% increase in high value acquisitions of Wildbrain by sale of animation / kids titles

Top Buyers in Acquisition Deals

NETFLIX, prime video, SBS, BBC, astro, svt, sky, CANAL+, U-NEXT, crunchyroll

Top Sellers in Acquisition Deals

WildBrain, AB3 Media International, itv Studios, STUDIOCANAL, abacus media rights, BETA, tvf, Banijay Rights, eOne, eccho rights

* High Deal Value ~ High Deal Scores

Banijay as a group has many set of deals but splintered across group labels

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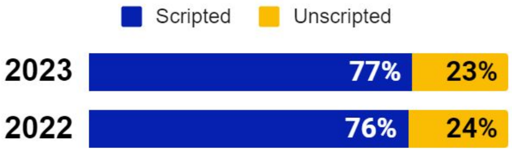
GLOBAL Acquisition: '23
Movies: 41%
Series: 59%

- RTVE ramped up acquisition of Spanish titles in 2023
- Simply South and Prime Video increased their acquisition of Tamil titles in 2023
- Netflix, Prime Video reduced acquisition of Drama titles by 23%; U-Next reduced in 2023 due to merger with Paravi
- Majority of buyers reduced their comedy spend in 2023 over 2022



English
48% / **43%**

Tamil
4.0%/ **5.0%**

Japanese
4.0% / **4.0%**

Italian
1.0% / **1.0%**

Dutch
1.0% / **1.0%**

French
9.0% / **9.0%**

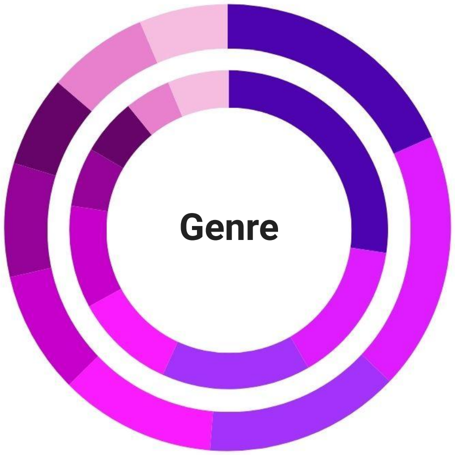
Spanish
3.0% / **5.0%**

Korean
3.0% / **4.0%**

German
3.0% / **2.0%**

Others
14% / **24%**

Inner 2022 / **Outer 2023**



Drama
41% / **20.3%**

Documentary
21.5% / **20.7%**

Comedy
22.7% / **15.7%**

Animation
15.3% / **12.5%**

Crime
15.6% / **9.8%**

Kids
9.0% / **9.1%**

Thriller
8.6% / **7.3%**

Action
7.0% / **8.1%**

Mystery
9.3% / **7.1%**

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End of the abridged version of the report.

The next 2 slides show the **Contents Index for the full version Premium Executive Report**

→ → →

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FILM + TV PRODUCTION GLOBAL SHARE OF MARKET : PART 1

List of Topics Covered

1. Trendline of Global Film+TV Productions [Month, Quarter]
2. Leaderboards for Year 2023 [Top Commissioning OTT, Broadcast. Top Production Houses]
3. Contribution of Top Companies including OTT, Broadcast, Production Groups [Market Shares]
4. Global Overview (Genre, Language Trends from Americas, EMEA, APAC, Latam)
5. Americas Overview (Trend, Top Players, Genre & Language trends)
6. EMEA Overview (Trend, Top Players, Genre & Language trends)
7. APAC Overview (Trend, Top Players, Genre & Language trends)
8. Global Genre Trends & Top Players for each Genre
9. Featured titles in Production and Development from Major Players and Geographies

FILM + TV ACQUISITIONS GLOBAL SHARE OF MARKET : PART 2

List of Topics Covered

1. Trendline of Global Film+TV Licensing Transactions [Month, Quarter]
2. Leaderboards for Year 2023 [Top Distributors, Licensee Platforms]
3. Americas Overview (Trend, Top Players, Genre & Language trends)
4. EMEA Overview (Trend, Top Players, Genre & Language trends)
5. APAC Overview (Trend, Top Players, Genre & Language trends)
6. Top Distributors Profile Review
7. Global Genre Trends & Top Players for each Genre
8. Featured Titles in Licensing from Major Players and Geographies

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Report Launching: Feb 2024

Thank You.

Reach out to kunal@vitrina.ai for the Full version of the Premium Executive Report

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