The Wit Guide to Scripted Formats 2014

TheWit, Switzerland

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Cannes, France
Defining a “scripted format” as a fiction series/TV movie remade or officially about to be remade locally on at least 1 foreign territory, this white paper offers a trip through the best-selling fiction stories from around the world and answers questions such as:

- Where are the most creative territories?
- Which are the best-selling formats from the top distributors?
- What drives the local demand in scripted formats?
- How did the market trends move over the past few years?
- Where will the next scripted hits come from?

Analytics from this exclusive white paper are based on the first edition of The Wit Guide to Scripted Formats.
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The formats
The explosion of scripted formats around the world

Local series (launched) based on foreign formats in 2013: 96 (+45%)
Local series (launched) based on foreign formats in 2010: 67 (+357%)
Local series (launched) based on foreign formats in 2003: 21
# Top 5 Scripted Formats Ever

<table>
<thead>
<tr>
<th>Format</th>
<th>Year</th>
<th>Country</th>
<th>Original Channel</th>
<th>Genre</th>
<th>Rights holder</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Bugs</td>
<td>1997</td>
<td>Canada (French-speaking)</td>
<td>Radio Canada</td>
<td>Sitcom</td>
<td>Avanti Ciné Vidéo</td>
<td>23</td>
</tr>
<tr>
<td>Caméra Café</td>
<td>2001</td>
<td>France</td>
<td>M6</td>
<td>Sitcom</td>
<td>Calt Distribution</td>
<td>21</td>
</tr>
<tr>
<td>Betty la fea</td>
<td>1999</td>
<td>Colombia</td>
<td>Canal RCN</td>
<td>Telenovela</td>
<td>RCN International Sales</td>
<td>20</td>
</tr>
<tr>
<td>As the Bell Rings</td>
<td>2005</td>
<td>Italy</td>
<td>Disney Channel</td>
<td>Sitcom</td>
<td>Disney Media Distribution</td>
<td>16</td>
</tr>
<tr>
<td>In treatment</td>
<td>2005</td>
<td>Israel</td>
<td>Hot 3</td>
<td>Comedy drama</td>
<td>Dori Media International</td>
<td>16</td>
</tr>
</tbody>
</table>

Number of local adaptations launched or in project (commissioned/scheduled). Original formats are not included in the total count.
**Top 5 Scripted Formats 2010-2014**

<table>
<thead>
<tr>
<th>Format</th>
<th>Year</th>
<th>Country</th>
<th>Network</th>
<th>Genre</th>
<th>Production Company</th>
<th>Adaptations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day and night</td>
<td>2011</td>
<td>Germany</td>
<td>RTL2</td>
<td>Scripted reality series</td>
<td>All3Media International</td>
<td>5</td>
</tr>
<tr>
<td>The man of your dreams</td>
<td>2011</td>
<td>Argentina</td>
<td>Telefe</td>
<td>Comedy drama</td>
<td>Telefe International</td>
<td>4</td>
</tr>
<tr>
<td>Penoza</td>
<td>2010</td>
<td>The Netherlands</td>
<td>Ned 3</td>
<td>Thriller series</td>
<td>Endemol</td>
<td>4</td>
</tr>
<tr>
<td>Danni Lowinski</td>
<td>2010</td>
<td>Germany</td>
<td>SAT. 1</td>
<td>Legal comedy drama</td>
<td>Red Arrow International</td>
<td>3</td>
</tr>
<tr>
<td>Graduates</td>
<td>2012</td>
<td>Argentina</td>
<td>Telefe</td>
<td>Telenovela</td>
<td>Telefe International</td>
<td>3</td>
</tr>
</tbody>
</table>

Germany brings scripted reality and dramas to the scripted market.

Number of local adaptations launched or in project (commissioned/scheduled). Original formats are not included in the total count.
The genres
Number of local series based on foreign formats
Adaptations launched as of 28/02/2014
Original formats are not included in the total count
No date restriction on original formats.
The territories
Most creative territories of origin

**Nb of formats sold abroad – ever**

- **United Kingdom**: 79
- **USA**: 72
- **Argentina**: 52
- **Spain**: 36
- **Colombia**: 31

**British formats rule**

Number of formats **adapted or in project** (commissioned/scheduled) in another territory. **No date restriction** on original formats. Original formats are not included in the total.

**Nb of new formats (2010-2014) sold abroad**

- **United Kingdom**: 22
- **Israel**: 13
- **Australia**: 9
- **Spain**: 9
- **Germany**: 8

**Israeli formats burst onto the scene**

Number of formats **adapted or in project** (commissioned/scheduled) in another territory. Only original formats **launched since 01/01/2010** are taken into account. Original formats are not included in the total.
Russia and Turkey are the top destinations for US formats.

USA sells sitcoms to Western & Eastern Europe

UK sells sitcoms to the US

UK is USA n°1 provider with 38% of imported formats

69% of US exports are Sitcoms

65% of UK exports are Sitcoms

Argentina is the best telenovelas seller

36% of all telenovelas adaptations worldwide
Spain is the best seller of comedy formats

Scripted Reality is from Germany

73% of Scripted reality adaptations worldwide

72% of formats adapted from Israel are Comedy dramas

Edgy comedy dramas from Israel

84% of formats from Israel sold since 2010 are dramas
USA is the number one landing market for scripted formats.

Number of formats adapted from another territory
Adaptations launched + projects commissioned/scheduled
Original formats are not included in the total
No date restriction on original formats.

Number of formats adapted from another territory
Adaptations launched + projects commissioned/scheduled
Original formats are not included in the total
Only original formats launched since 01/01/2010 are taken into account.
The distributors
Top 5 Scripted formats distributors ever

- **BBC Worldwide**
  - Nb of formats sold abroad – ever: 29
- **Telefe International**
  - Nb of formats sold abroad – ever: 27
- **Sony Pictures Television International**
  - Nb of formats sold abroad – ever: 21
- **Televisa Internacional**
  - Nb of formats sold abroad – ever: 19
- **Telemundo International**
  - Nb of formats sold abroad – ever: 19

**Number of formats adapted or in project (commissioned/scheduled) in another territory. No date restriction on original formats.**

- **Till Death Us Do Part**
- **Los Roldán**
- **Married…With Children**
- **Los ricos también lloran**
- **¿Dónde está Elisa?**
Social Media
### Most popular scripted formats in social media in 2014

Original formats sold abroad

#### Pretty Little Liars...soon in The Philippines!

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<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretty Little Liars</td>
<td>Pretty Little Liars</td>
<td>USA</td>
<td>2010</td>
<td>Teen series</td>
<td></td>
<td>13.001.602</td>
<td>2.109.025</td>
</tr>
<tr>
<td>Berlin - Tag &amp; Nacht</td>
<td>Day and Night</td>
<td>Germany</td>
<td>2011</td>
<td>Scripted reality series</td>
<td>All3Media International</td>
<td>3.185.052</td>
<td>77.597</td>
</tr>
<tr>
<td>Revenge</td>
<td>Revenge</td>
<td>USA</td>
<td>2011</td>
<td>Thriller series</td>
<td>Disney Media Distribution</td>
<td>3.055.285</td>
<td>421.087</td>
</tr>
<tr>
<td>Sueña Conmigo</td>
<td>Dream With Me</td>
<td>Mexico</td>
<td>2010</td>
<td>Telenovela</td>
<td>Televisa Internacional</td>
<td>1.571.817</td>
<td>15.108</td>
</tr>
<tr>
<td>Grachi</td>
<td>Grachi</td>
<td>Mexico</td>
<td>2011</td>
<td>Teen series</td>
<td>Comarex</td>
<td>1.493.445</td>
<td>150.755</td>
</tr>
</tbody>
</table>

*Universe: original formats with at least one adaptation launched or in project (commissioned/scheduled) in another territory.*

*Values measured on Facebook and Twitter by The Wit proprietary social TV tracking service The Witspotter as of March 31, 2014.*
Most popular scripted formats in social media in 2014

Local series based on foreign formats

Turkey in love with The OC

| Universe: local series launched or in project (commissioned/scheduled) based on a foreign scripted format. Values measured on Facebook and Twitter by The Wit proprietary social TV tracking service The Witspotter as of March 31, 2014. |
About the Author

The Wit

The Wit - World Information Tracking - is on a mission to feed its proprietary FreshTV database everyday with new TV and digital content news, trends, practices, from around the world in order to help its subscribers (broadcasters, producers, advertisers) come up with the TV & digital hits of tomorrow.

The Wit Guide to Scripted Formats is available upon subscription from April 2014, featuring:

- The Scripted Formats Trend Report: 60+ pages of charts and analytics drawing the global map of the classic, active and coming up scripted formats streams worldwide.
- The Online Scripted Formats database access: an exclusive new section of the Fresh TV database allowing to search, browse, filter, export all past, present and coming up scripted formats.

To know more, please contact thewit@thewit.com.

They are on Facebook http://facebook.com/TheWitFreshTV
They are on Pinterest http://www.pinterest.com/thewitspotter

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