

Scripted Series : a reflection of our society

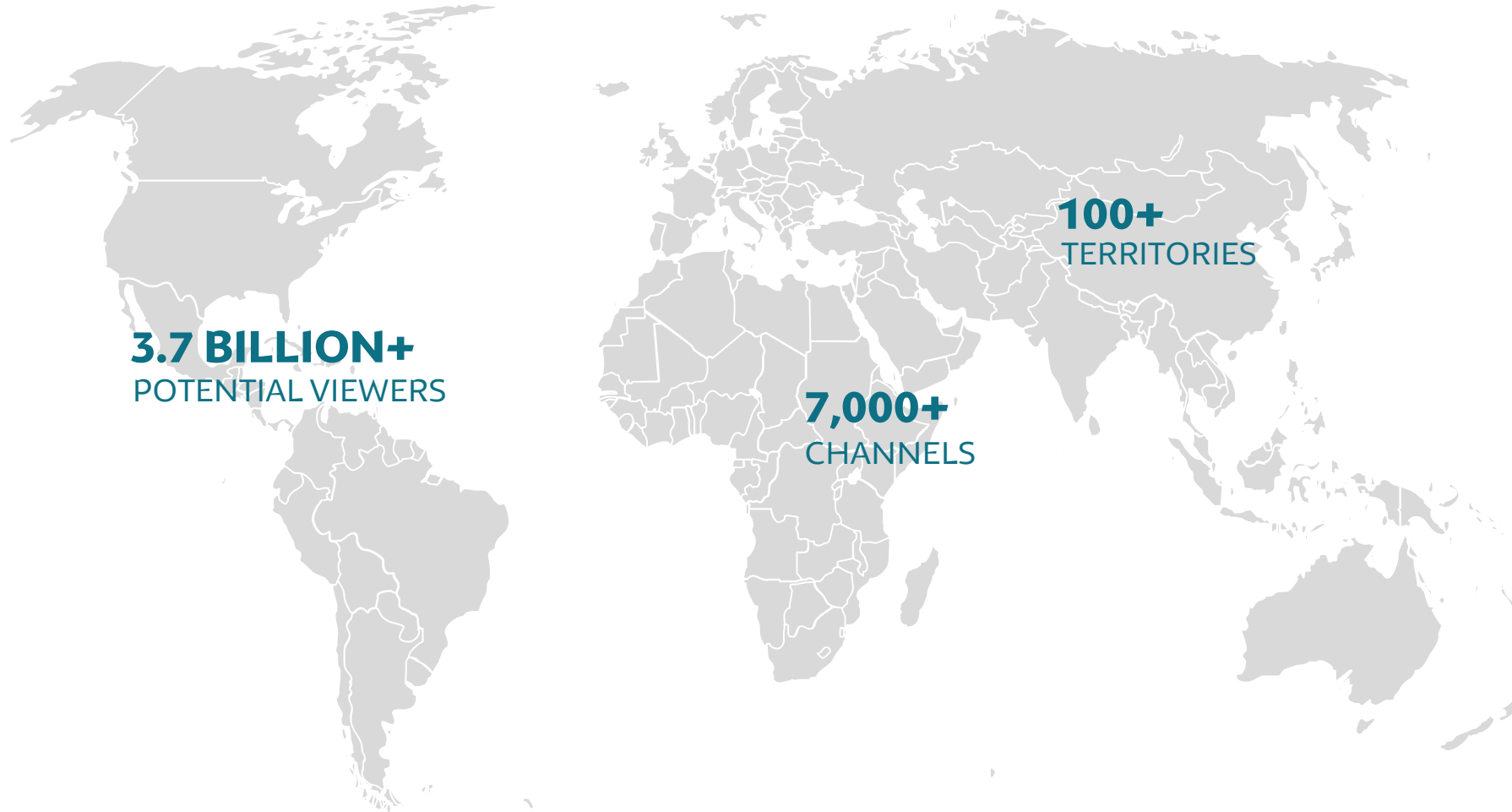
Abstract



Eurodata TV
WORLDWIDE

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International Sales Director

Eurodata TV Worldwide: a multidimensional expertise



LONG-LASTING
RELATIONSHIPS
WITH WORLD
MEASUREMENT
INSTITUTES

ACCESS TO A
UNIQUE
VOLUME OF TV
DATA

A BUSINESS
CULTURE

Sources

CROSS SECTOR

NoTa
NEW ON THE AIR

**International
TV trends**



**One TV Year
In The World**



Multiscreen

THEMATIC

Sport Report

Entertainment Report

Young Adult Report

Kids TV Report

Scripted Series Report

AD-HOC



Tailor Made Services

Summary

➤ **Scripted series consumption on TV**

➤ **What's hot ?**

➤ **Society issues in series**

➤ **What will tomorrow be made of ?**

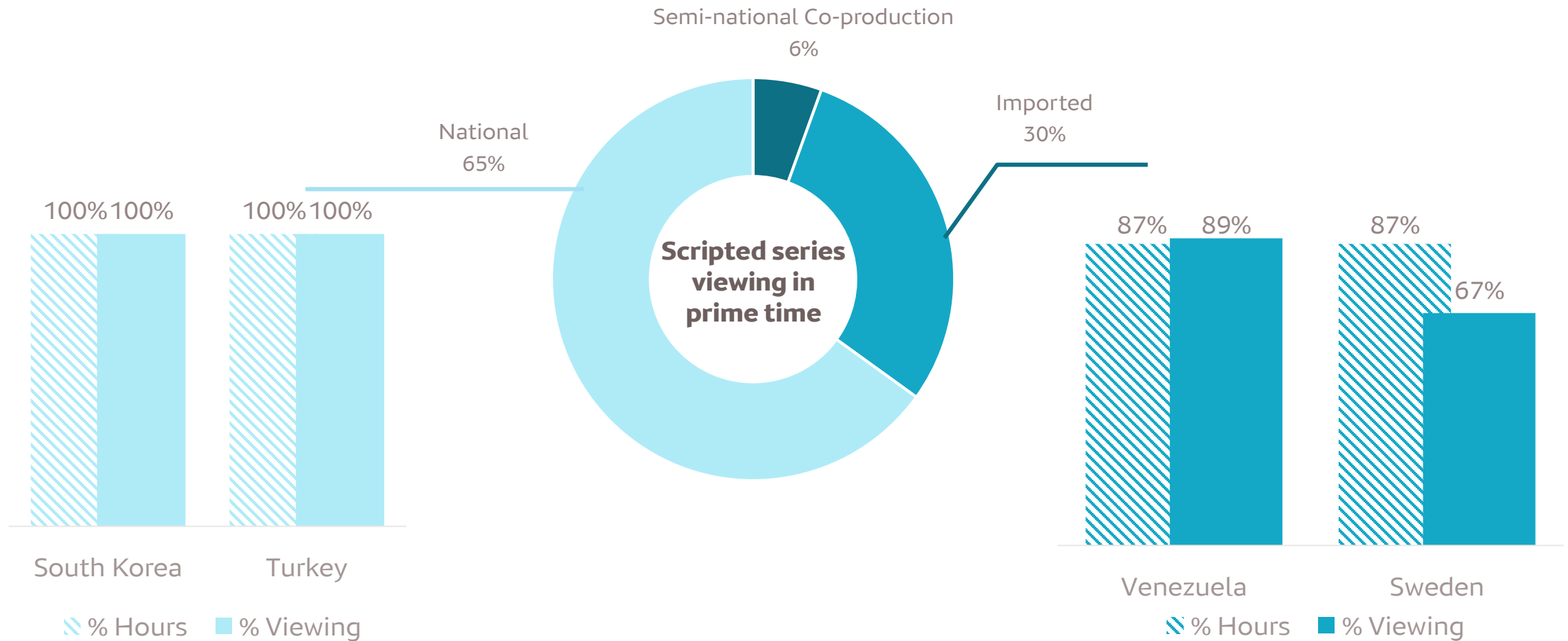
1

Scripted series consumption on TV



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Local series win viewers' heart



► Methodology: Figures based on Scripted Series Report 2015: Sept2014-Jun2015 / Prime time / Main channels only / Countries: Denmark, France, Germany, Israel, Italy, Netherlands, South Korea, Spain, Sweden, Turkey, United Kingdom, USA Networks, Venezuela. Each country has the same weight and each channel is weighted depending on its audience and volume.

► Source: Eurodata TV Worldwide / Relevant partners – All rights reserved

New series top the 2015 rankings

34% NEW SERIES
in the Top 10 of 78 territories

#1

11.2 m / 65.1% shr (SABC1)



Uzalo TV

#2

1.7 m / 33.5% shr (TVI)



Television

#2

5.7 m / 22.3% shr (FOX TV)



Surec Film

#3

1.4 m / 64.3% shr (NRK1)



AB Svensk Filmindustri / NRK

#10

6.3 m / 26.5% shr (Rossiya 1)



Twentieth Century Fox Television
Distribution

2

What's hot ?



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Making history



Bodo



Telewizja Polska S.A.

+39.3% shr vs
prime 4+ (TVP1)

Luisa Spagnoli



Rai Fiction

+54.9% shr vs
prime 4+ (Rai 1)

Rivals Forever :
The Sneaker Battle



Global Screen

OTHER UPCOMING: The Black 22s (USA)...

Dramedies to picture family and people bond



Non dirlo al mio capo



Lux Vide / Rai Fiction

The Durrells



BBC Worldwide

+64.7% shr vs
prime 4+ (ITV)

This is us



20th Century Fox TV

800 Words



All3Media International

+78.9% shr vs
prime 0+ (Seven)

Irresponsable



Tetra Media Fiction/ La Pépinière

Ex-onnelliset



Dionysos Films

+45% shr Premiere
vs prime 10+ (MTV3)

OTHER UPCOMING: Wanderlust (UK), Bonusfamiljen (Sweden)...

3

Society issues in series



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People facing their issues in nowadays society



#Hashtag



Boomerang



+45.8% shr vs
prime 2+ (TVA)



Kiara



Lâcher prise



OTHER UPCOMING: When We Rise (ABC), The House (Arte)

4

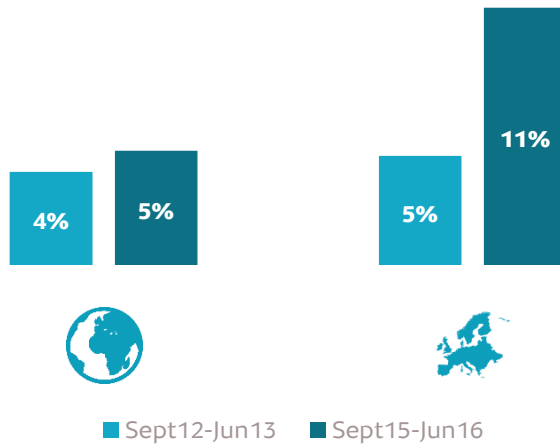
What will tomorrow be made of ?



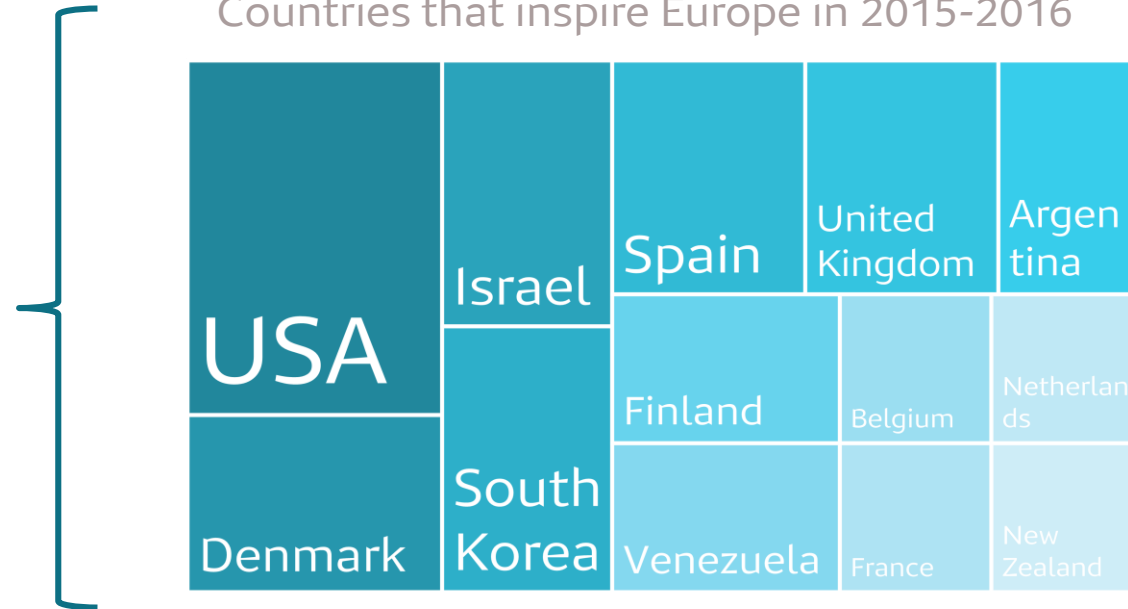
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The rise of adaptations in Europe

% of adaptations among new launches



Countries that inspire Europe in 2015-2016



**coming
NEXT**

A lot of upcoming adaptations in...



Key learnings

➤ **Europe: home of a booming original creation**

➤ **Social, political, economical issues influence this creation**

➤ **The question of responsibility is at stake**

➤ **Collective or individual responsibility to show a unique point of view of our contemporary society**

Thank you for your attention!

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