

# International TV Trends

## International Seduction Campaign: the Small Screen Puts on a Show !

**Julia Espérance**  
Research Manager

**Marie-Laure Tritz**  
Research Executive



**Eurodata TV**  
WORLDWIDE

**mip**tv®

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Cannes, France

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Facing huge growth in both the number of market players and the range of TV content on offer, broadcasters are looking to stand out by building events around their programming, rejuvenating successful concepts and betting on strong personalities. Television is also breaking down the boundaries between genres, impacting the narrative structure of every TV genre, and is betting on strong storytelling as a strategy to attract a wider audience.

In this whitepaper, Eurodata TV Worldwide analyzes the latest international TV trends of the 2013-2014 season, with a special focus on young adults TV consumption.



**Big Events  
on the Small Screen**

# Big Events on the Small Screen

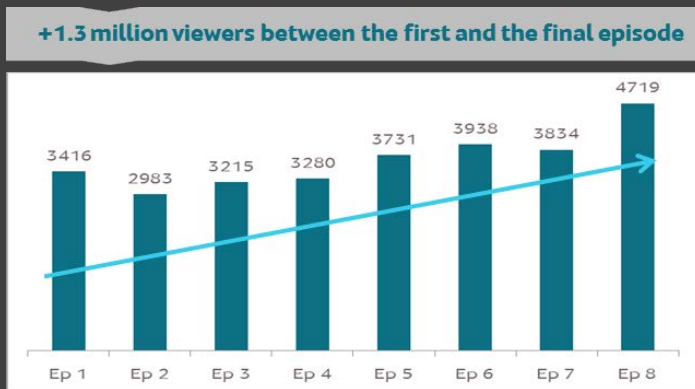
## Series fit for the Silver Screen

Small screen is moving toward a **strategy of big TV events**: in the past, those were mainly reserved to sport. It **capitalizes on great historical events** such as commemorations and also **high-calibre talents** in fictions or even uses **smart programming strategies**.

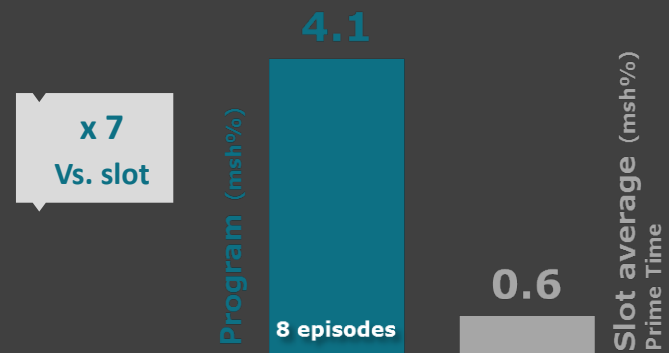
High-end series with **movie-scale values** continue to dominate the small screen. Series led by talents from the cinema, sometimes ageing stars, are invading our TV screens. The past TV season was moving upmarket with series involving prestigious casts of multi awarded actors, directors and producers bringing new methods that shake up the market.

The series **True Detective** is a great example of this. The thriller is led the by high calibre movie stars Woody Harrelson and also Matthew McConaughey, who recently received an Oscar for best actor for his role in the movie Dallas Buyers' Club. This new approach ensured results: beyond commercial success, the series also managed to break ratings records. The finale attracted a 3.8% market share and 4.7 million viewers, a 1.3 million-viewer increase from the first episode. It achieved outstanding results among young adults as well.

**True Detective performance evolution**  
Season 1 – Rating000 - Individuals 2+



**True Detective average performance vs. slot average**  
Season 1 – Market share% / Individuals 18-34

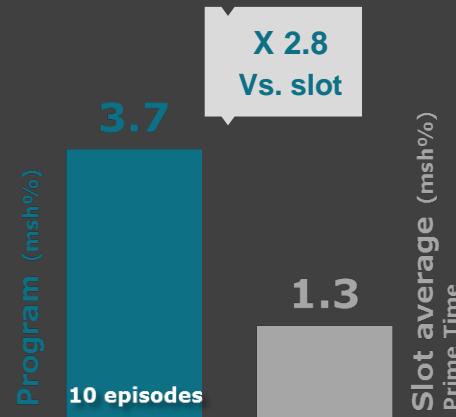


# Big Events on the Small Screen

## Series fit for the Silver Screen

Other series, featuring greatly admired personalities, follow the same path with for instance **Fargo** (FX), an adaptation of Joel and Ethan Coen's movie of the same name that earned seven Academy Award nominations.

**Fargo** average performance vs. slot average  
Season 1 – Market share% / Individuals 2+



These high-end dramas are not confined to the US as the South Korean **series My Love From The Stars** demonstrated last season. The series, in which featured multi-awarded cast, Jeon Ji Hyun and Kim Soo Hyun, managed to maintain significant growth throughout the broadcasting period, registering a 3.9 million-viewer increase from the first episode.



# Big Events on the Small Screen

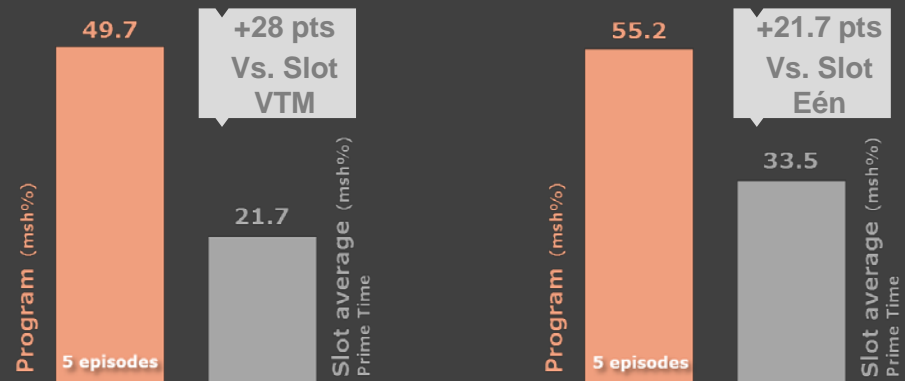
## Smart Programming Strategies

While A-list talents are definitely a major asset to grab viewers' attention, broadcasters also increasingly rely on **atypical programming strategies to create TV events**.

As initiated last year with the miniseries **Bonnie & Clyde** in the US – which aired simultaneously on History, Lifetime and A&E channels - some networks do not hesitate to partner up to **simulcast** series, sometimes even if they do not belong to the same media group. This is the case of the series **El Principe** in Spain and **The Dark Widow** in the United States, whose premieres were respectively simulcast on different broadcasters owned by the same group. These initiatives often help smaller networks to draw in greater audiences.

Sometimes the networks do not belong to the same media group: in Belgium, the game show **Wauters Vs. Waes (Channel Vs. Channel)** - a collaboration between public group VRT and private broadcaster Medialaan - aired alternatively on flagship channels Eén and VTM. A fairly efficient strategy as the program has been a huge audience success.

**Channel Vs. Channel average performance vs. slot average**  
Market share% / Individuals 4+



## Big Events on the Small Screen

### Live broadcasting

Television is also creating a buzz by **broadcasting big events live**. The US documentary **Live From Space** was broadcast live from the International Space Station in more than 170 countries. Live broadcasts bring viewers together and performs particularly well in conjunction with digital offers. Around this documentary, viewers could interact with the astronauts by posting videos with their questions on Twitter or Instagram.

Musical theater also invests in the area of live events. Last December, the American network NBC brought to air the Broadway musical **The Sound Of Music** in a 3-hour live event. Following the ratings success the channel will repeat the live experience next season with **Peter Pan** while Fox will join the game with **Grease**.





# Big Events on the Small Screen

## Commemorative TV

In the factual field, broadcasters and producers **build more and more of their shows around recognizable events such as anniversary or commemoration to stand out.**

As this year, on the occasion of the one-hundred year anniversary of the First World War, a large amount of material dedicated to the conflict will be brought to the screen over the year.



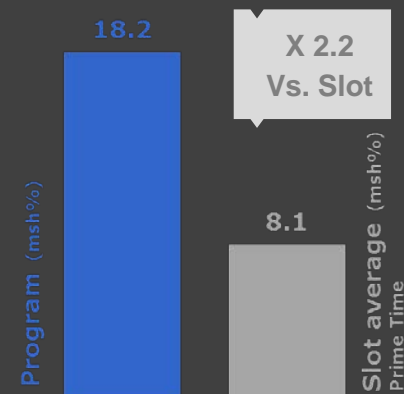
European countries are especially on the front line, being supported by **The European Broadcasting Union** giving public broadcasters an extra space to schedule their commemorative programming as well as assistance to share archive materials among pubcasters. This European project results, among others, in international coproductions as for instance the multilingual documentary series **Diaries of the Great War (The Great War Diary)**. It revolves around real lives during the conflict and is documented by letters and diaries, from seven countries around the world.

Narrative storytelling is also highly appreciated by young viewers as demonstrated by the Belgium period drama **In Flanders Field**, which managed to improve the slot average by 20 points among young viewers on top of being the highest rating program in Flanders so far this season.

Others series in the same vein have been successfully launched this past season, such as the British series **The Crimson Field** (BBC One) and the Australian series **Anzac Girls**.



**Anzac Girls average performance vs. slot average**  
1st episode - Market share% / Individuals 0+





## The Art of Storytelling

# The Art of Storytelling

## Smartainment at the heart of scientific storytelling

The explosion of digital equipment and connected devices, and more widely the domination of social networks, has made us bigger fans of technology than ever. **As a consequence, television has adapted its narrative schemes to take these evolutions into account and to offer viewers unique, innovative and engaging experiences.**

**Science formats have evolved, highlighting technology and popular appeal through real life experiments. As the public embraces the self-quantified, the trend for measuring and sharing personal statistics, a selection of programs place the human body at the disposal of scientists to respond to specific questions.**



Nordic World

Fylla - Norway  
Average Performance  
X3 vs. Slot

In the Norwegian documentary *Fylla* (NRK3), which is also planned to be broadcast in France (France 4) as an adaptation, a group of volunteers demonstrate the effects of alcohol on our organism.

**Other shows aim to solve trivia or zany hypotheses through real life experiments.** The British factual entertainment format *Duck Quacks Don't Echo* (Sky One) presents weird, unusual and incredible facts – and then gets individuals to test the truth behind their 'facts' through in-studio or pre-recorded experiments.



Sky Division

## The Art of Storytelling

### Strong character-led documentaries

From daily findings to large-scale discoveries, there is little difference between the two. Factual content, exploring distant areas and discovering the planet's most spectacular locations, is at the forefront this season.

**Thanks to strong personalities, both international stars and local celebrities, programs are friendlier, more accessible and comforting for viewers.**

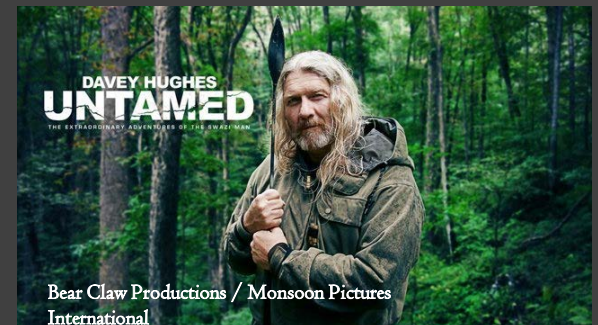
The latter are immersed in the moment and feel like they have learnt about new things they never knew could have existed. Warm-hearted human stories evoke a certain positivity which is globally appreciated by audiences around the world and prove to be reliable ratings hits.



In the United Kingdom, Prince Harry undertakes a 335 kilometer trek across the Antarctic to raise funds for organizations that help wounded soldiers in ***Harry's South Pole Heroes*** (ITV).

More recently, the British documentary **David Beckham Into The Unknown** followed the famous footballer as he ventured into the Amazonian forest. The program was presold in 14 countries ahead of the BBC One transmission.

In New Zealand, a local celebrity, Davey Hughes – a business man, trapper and writer – follows in the footsteps of the great explorers and introduces viewers to the most intriguing cultures in the world. ***Davey Hughes Untamed*** managed to triple the slot average for Prime channel.



# The Art of Storytelling

## Magicians: astonishing ratings

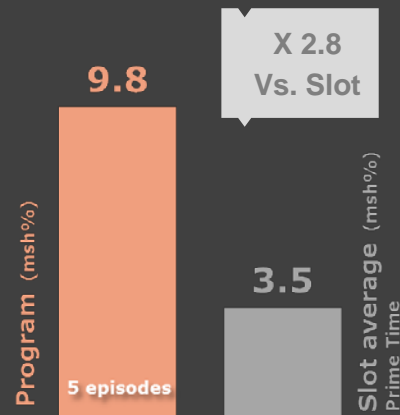
The current TV schedules are seeing a **strong comeback for magic shows** – the amount of new launches doubled in comparison with the past season - most of them being embodied by famous magicians.

However, **new young players tap into the trend**, popularizing street magic and close-up illusions, attracting in their wake a younger audience than the usual family viewers. In **Troy** in the UK, the fashionable magician performs incredible stunts combining elements of street magic and close up studio illusions. The show registered very good results among young adults, doubling the slot performance on E4.

Most of these shows are accompanied by Youtube channels, helping to consolidate the magicians' notoriety on social networks as well as further engaging the audience. It is a strategy used by English magician Steven Frayne, better known as Dynamo, with his show **Dynamo: Magician Impossible**, a sell-out worldwide.

### Troy average performance vs. slot average - Market share% / Individuals 0+

- Endemol
- International



# About the Author

## Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide analyses and distributes programming and audience information, based on its partnership with the national institutes operating people meter systems throughout the world. Today, Eurodata TV Worldwide's database contains more than 5500 channels in more than 100 countries and provides exhaustive daily program information including: content, production, international distribution and the audience levels for targeted programs, all data emanating directly from the relevant authorized institute based in each country around the world. These data provide a range of services which help in the decision-making process of international professionals within the broadcasting world.

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