

# The Wit Guide to Scripted Formats 2014

TheWit, Switzerland



Cannes, France

<http://www.miptv.com> <http://mipcom.com>

# Introduction

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%

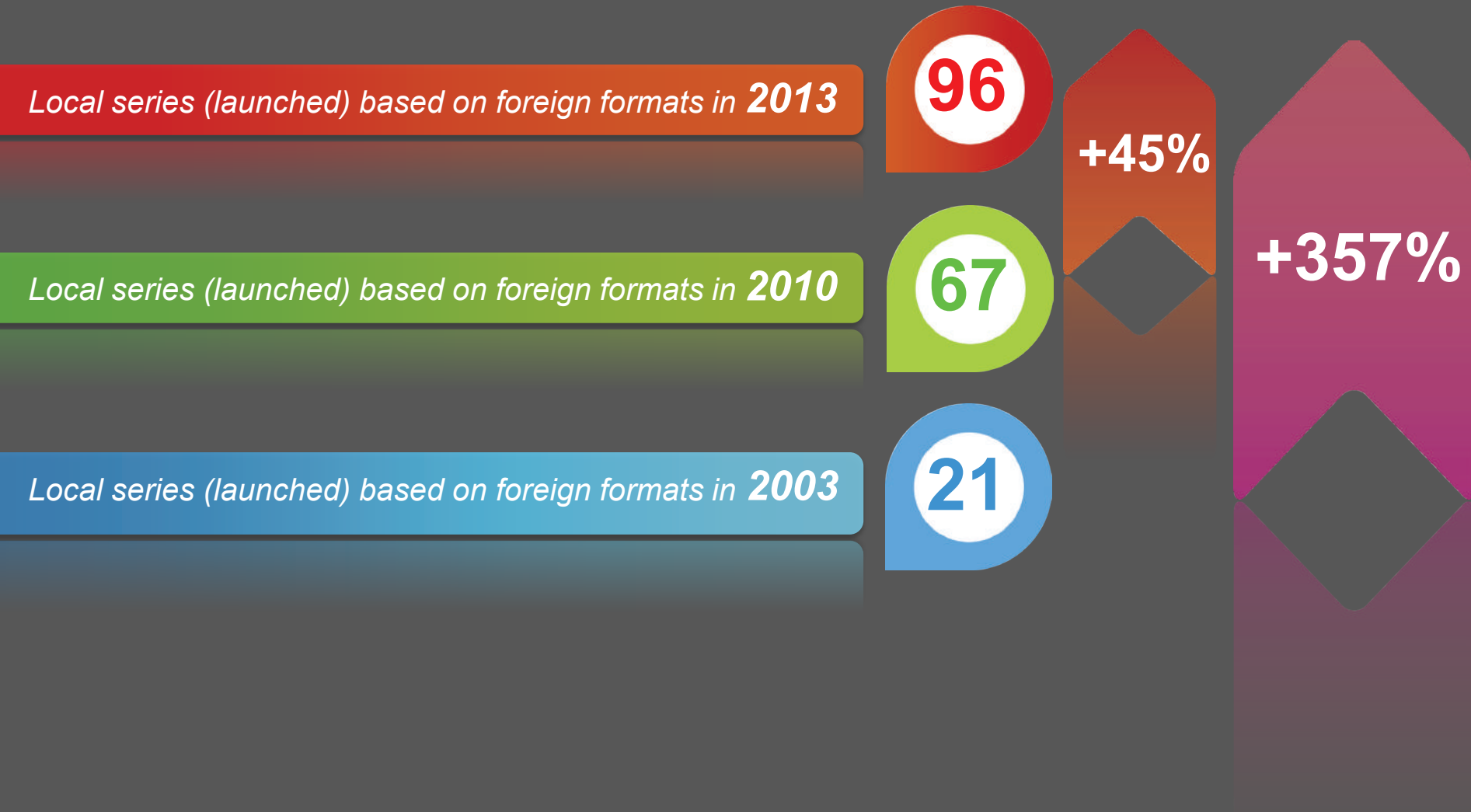
*Local series (launched) based on foreign formats in 2010*

67

+357%

*Local series (launched) based on foreign formats in 2003*

21





# Top 5 Scripted Formats Ever

<b>Love Bugs</b>	1997	Canada (French-speaking)	Radio Canada	Sitcom	Avanti Ciné Vidéo	23
<b>Caméra Café</b>	2001	France	M6	Sitcom	Calt Distribution	21
<b>Betty la fea</b>	1999	Colombia	Canal RCN	Telenovela	RCN International Sales	20
<b>As the Bell Rings</b>	2005	Italy	Disney Channel	Sitcom	Disney Media Distribution	16
<b>In treatment</b>	2005	Israel	Hot 3	Comedy drama	Dori Media International	16



# Top 5 Scripted Formats 2010-2014

Day and night	2011	Germany	RTL2	Scripted reality series	All3Media International	5
The man of your dreams	2011	Argentina	Telefe	Comedy drama	Telefe International	4
Penoza	2010	The Netherlands	Ned 3	Thriller series	Endemol	4
Danni Lowinski	2010	Germany	SAT. 1	Legal comedy drama	Red Arrow International	3
Graduates	2012	Argentina	Telefe	Telenovela	Telefe International	3

**Germany**  
Brings  
Scripted reality  
and dramas  
to the scripted market





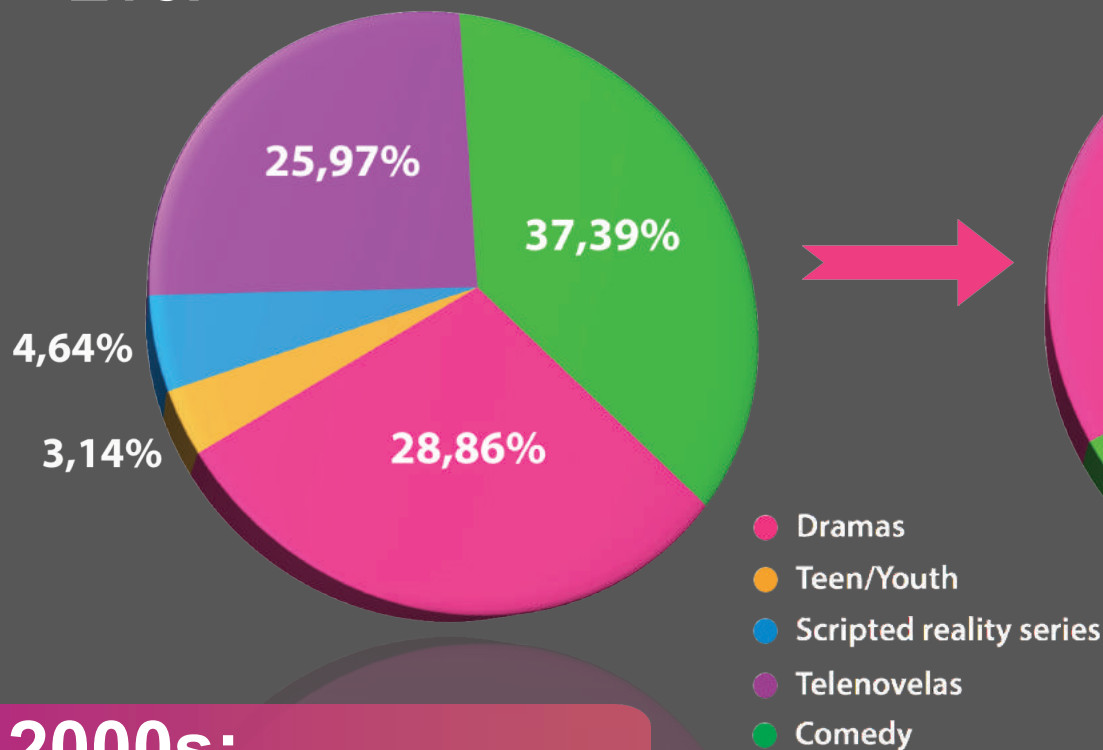


**The genres**



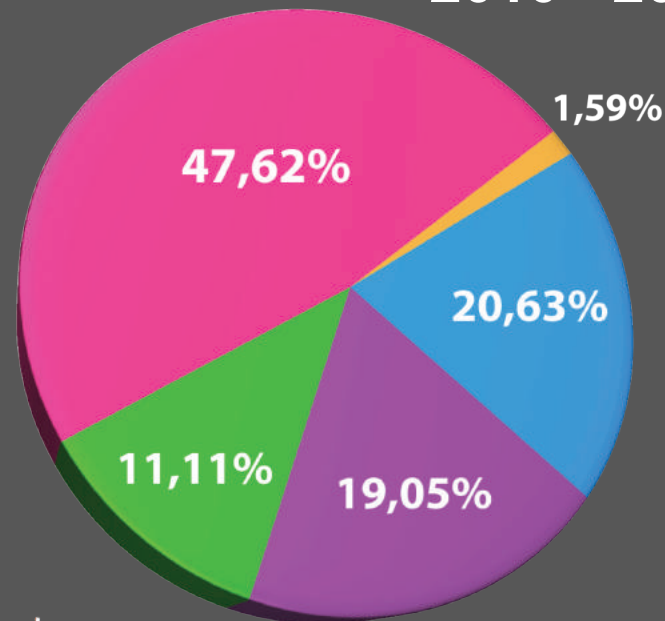
# Breakdown between adaptations genres

Ever



**2000s:**  
Comedy formats foster  
the scripted market

2010 - 2014



**2014:**  
Drama formats are booming

*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.*

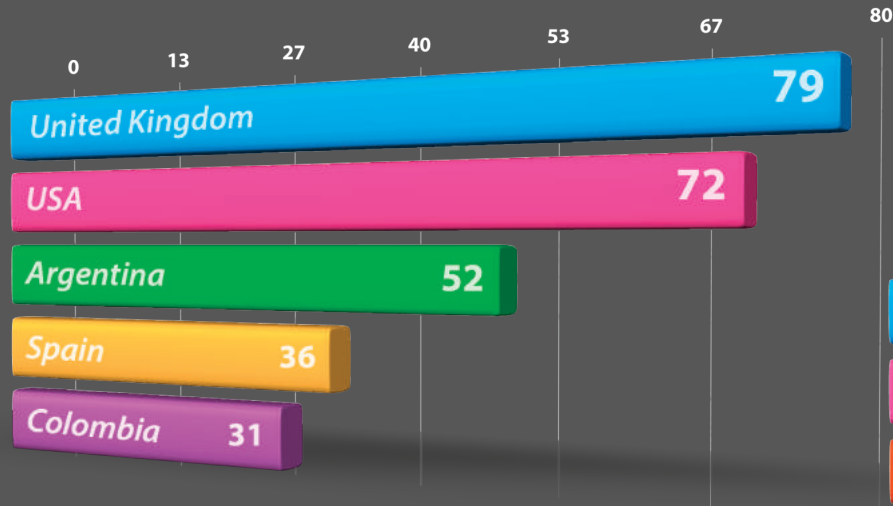
*Number of local series based on foreign formats  
Adaptations launched as of 28/02/2014  
Original formats are not included in the total count  
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A photograph of a man and a woman standing in a field at sunset. The man, in the foreground, is wearing a white patterned cap and a light blue button-down shirt, looking off to the side. The woman, behind him, is wearing a colorful patterned shawl. The background is a soft-focus landscape with trees and a bright, hazy sky. A white diagonal graphic element is on the right side of the image.

**The territories**

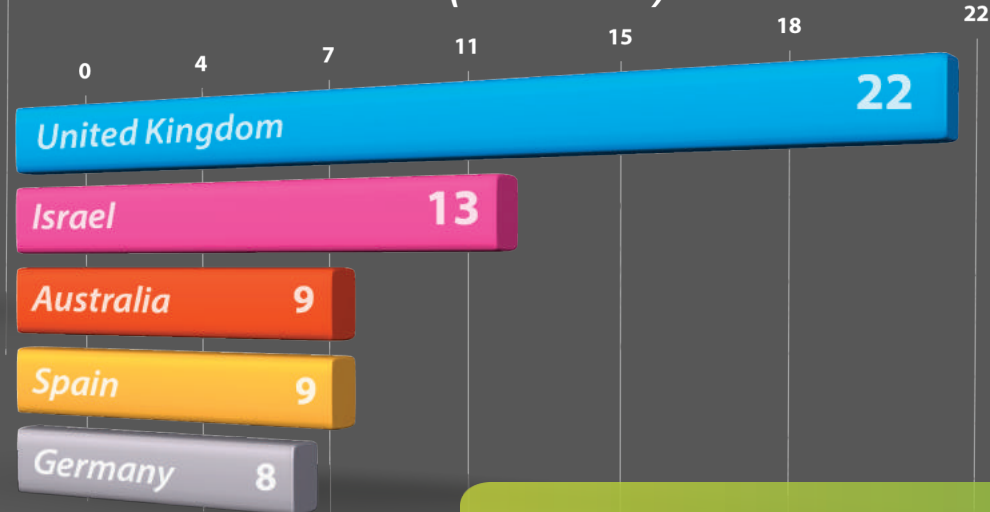
# Most creative territories of origin

*Nb of formats sold abroad – ever*



**British formats rule**

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



**Israeli formats burst onto the scene**

*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.

*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.



## Local trends

USA sells sitcoms to Western & Eastern Europe

Russia and Turkey  
are the top destinations  
for **US formats**

**69%**

of **US** exports  
are **Sitcoms**

UK sells sitcoms to the US

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

**65%**

of **UK** exports  
are **Sitcoms**

Argentina is the best telenovelas seller

**36%**

of all **telenovelas**  
adaptations  
worldwide

# Local trends

**N°1 in Comedy  
& Family series**  
formats adapted

**Spain is the best seller of comedy formats**

**73% of  
Scripted reality**  
adaptions worldwide

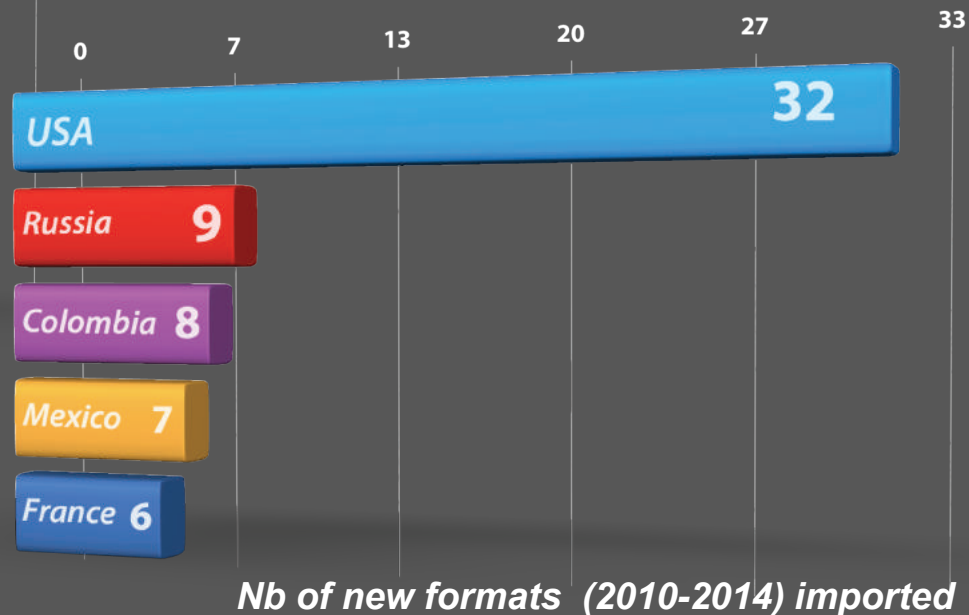
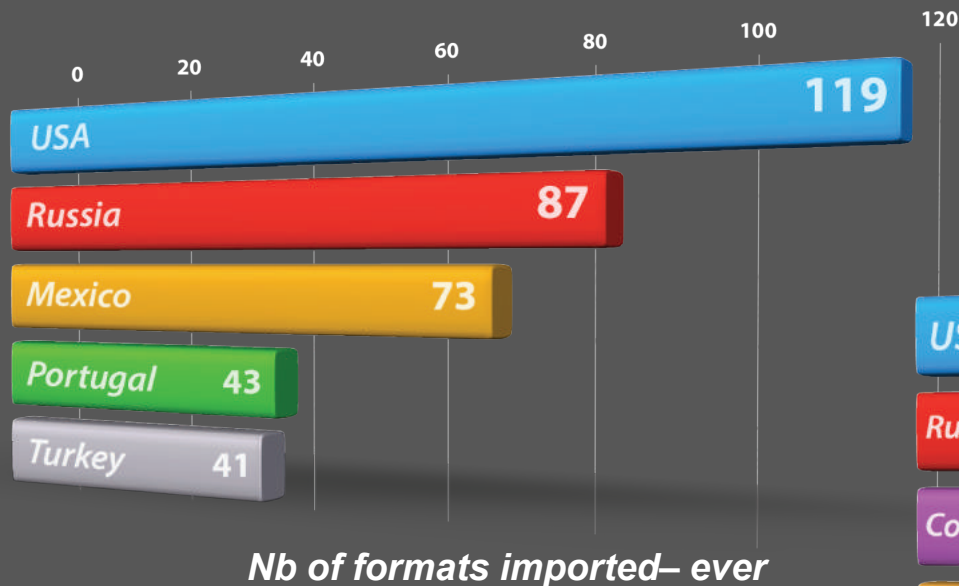
**Scripted Reality is from Germany**

**72% of formats  
adapted from Israel  
are  
Comedy dramas**

**84% of formats  
from Israel sold  
since 2010 are  
dramas**

**Edgy comedy dramas from Israel**

# Top Buying territories



**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.*

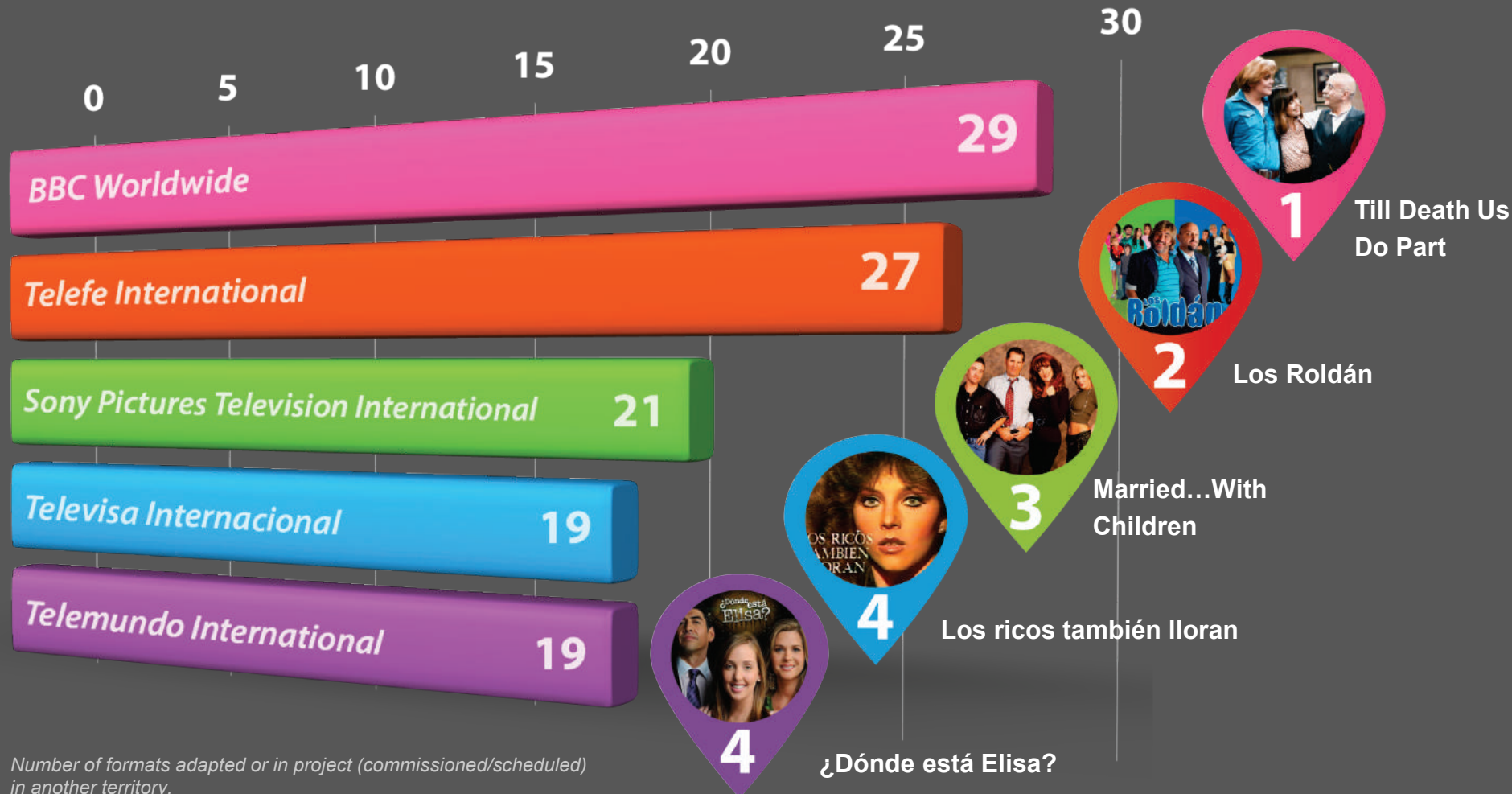




**The distributors**

# Top 5 Scripted formats distributors ever

*Nb of formats sold abroad – ever*



Number of formats adapted or in project (commissioned/scheduled) in another territory.

No date restriction on original formats.





**Social Media**



# Most popular scripted formats in social media in 2014

Original formats sold abroad

Pretty Little Liars...soon in The Philippines!



Pretty Little Liars	Pretty Little Liars	USA	2010	Teen series	WBTVP	13.001.602	2.109.025
Berlin - Tag & Nacht	Day and Night	Germany	2011	Scripted reality series	All3Media International	3.185.052	77.597
Revenge	Revenge	USA	2011	Thriller series	Disney Media Distribution	3.055.285	421.087
Sueña Conmigo	Dream With Me	Mexico	2010	Telenovela	Televisa Internacional	1.571.817	15.108
Grachi	Grachi	Mexico	2011	Teen series	Comarex	1.493.445	150.755

# Most popular scripted formats in social media in 2014

Local series based on foreign formats

## Turkey in love with The OC



<b>Medcezir</b>	<b>The OC</b>	Turkey	2013	Teen series	WBTV	2.153.570	234.100
<b>Homeland</b>	<b>Prisoners of War</b>	USA	2011	Thriller series	Keshet International	1.768.586	124.754
<b>Shameless</b>	<b>Shameless</b>	USA	2011	Comedy drama	DRG	1.409.011	120.116
<b>Amores Verdaderos</b>	<b>True Loves</b>	Mexico	2012	Telenovela	Telefe International	1.186.723	143.211
<b>House of Cards</b>	<b>House of Cards</b>	USA	2013	Political series	BBC Worldwide	857.771	199.488

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](mailto:thewit@thewit.com).

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