

# TRACKING THE GIANTS

The Top 100 Travelling TV Formats

---

2018-19

---

# TRACKING THE GIANTS

The Top 100 Travelling TV Formats 2018-19

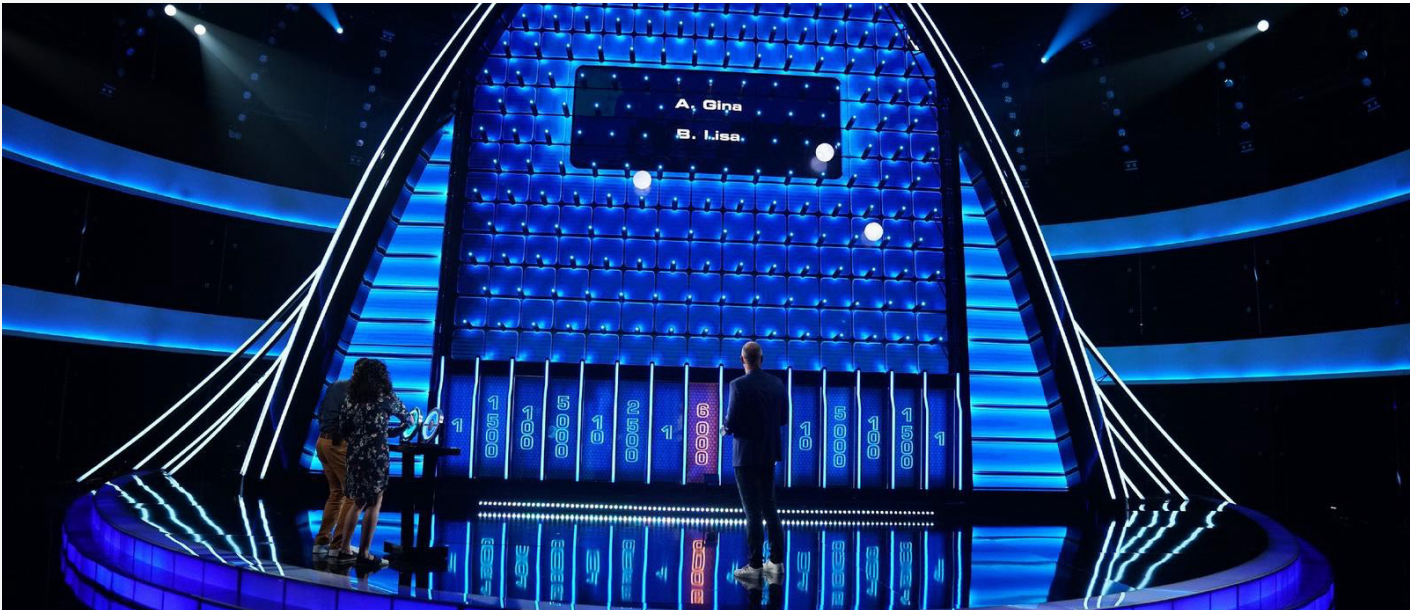
---

## Fifteen Fast Format Facts

1. **Format of the Year** –  
*The Wall* (ESG)
2. **Best Selling Format Ever** –  
*Who Wants To Be A Millionaire?* (Sony)
3. **Best Selling Format of the Last Decade** –  
*The Voice* (Talpa)
4. **New Beginnings Champion** –  
*All Together Now* (ESG)
5. **Best Selling Genre of All Time** –  
Quiz Shows
6. **Most Popular Spin-Off Series** –  
*The Voice Kids* (Talpa)
7. **Best Selling Genre of the Last Five Years** –  
Challenge Based Game Shows
8. **Growth Genres** –  
Factual Entertainment, Reality Competition: Talent Shows
9. **Genres in Decline** –  
Quiz-based Game shows, Makeover
10. **Format Buzzwords of the Last Three Years** –  
'Dating', 'Generations', 'Physical'
11. **Going Out of Favour** –  
Parenting, Makeover
12. **Country That has Originated the Highest Number of Top Selling Formats** –  
UK (35%)
13. **Highest growth territory for format origination** –  
Israel
14. **The Top Format Buyer (Country)** –  
Germany (4%)
15. **Company with the Most Formats in the Top 100** –  
ESG (24%)

## 1. Format of the Year

### *The Wall (ESG)*



A brand-new entrant into this year's Top 100 Formats, ranking in 55th place with an impressive 24 sales internationally in less than two years. The series debuted in the US on December 9, 2016, and earned a 20-episode renewal a few weeks later. Strong audiences in the region of 6m has led NBC to further commission a 20-episode series for 2019.

*The Wall* has already licensed a video and board game to accompany the series.

## 2. Best Selling Format Ever

### *Who Wants To Be A Millionaire?* (Sony)

*Who Wants To Be A Millionaire?* retains the top spot with 102 international format sales to date and still going strong; new series and renewals are being announced 20 years after the format was first brought to UK screens. Sharing some of its values with *The Wall* — offering each contestant the chance to win a life changing amount of money — *Millionaire* has been described by respondents of a recent YouGov survey as being educational, classic, entertaining, easy to follow and addictive – a wide mix of qualities for any TV format.

Now in its 16th series of syndication in the US, ABC confirmed renewal for 2018/2019 stating the show was “among only four out of more than 30 nationally syndicated first-run strips that have generated ratings increases this year.”

In the UK, *Who Wants To Be A Millionaire?* was revived for a week of specials in 2018 on ITV to celebrate its 20th birthday. Above benchmark ratings and wide appeal amongst key demographics has led to a new series commission to air in 2019.



This format, which is still being broadcast in 30% of all places it has been sold to, also resonates across popular culture. The quiz show is referenced in numerous TV series including *The Sopranos*, *Family Guy* and *Futurama* as well as forming the basis to the 2008 film *Slumdog Millionaire*, and more recently the West End theatre play 'Quiz'. *Millionaire* also has its own online store selling books, interactive DVDs, console and board games, which generate additional revenue.

*Millionaire*'s long-term impact and fame is undeniable and with strong ratings globally amongst even younger demographics, it looks like its popularity could live on.

### 3. Best Selling Format of the Last Decade *The Voice* (Talpa)



*The Voice* is the best-selling format of the last decade with 67 international sales. It ranks as the 4th highest selling format of all time, and proves it has staying power with 64% of total sales still on air. The format has also experienced success with spin-off series *The Voice Kids* (ranked joint 23rd in the Top Formats list) and more recently *The Voice Senior* (sales in six territories).

In the US it secured a third Emmy win for 'Outstanding Reality-Competition Programme' in 2017, and with sustained strong viewing audiences in the region of 10m, the format has secured a 16th series which is set to air in 2019. In the UK, Germany and Australia the series still manages above benchmark viewing for the key demographics, six years into its run, securing further 2019 series.

*The Voice* also has a life beyond the TV set; with live tours, a video game, apps, web companion series, huge clip views internationally on YouTube, and of course, music sales.

So why has it been so popular? As with *The Wall* and *Who Wants To Be A Millionaire?*, it is a life-changing format, giving people the opportunity, regardless of their background, race, gender, age and appearance, the opportunity to change their life. As a viewer you feel privileged to witness that moment.

*“The moment a coach presses their ‘I choose you’ button and turns around for someone—you can see it in their eyes, the feeling that their life has changed... it has perfected the art of selling the glittering El Dorado promise of the American Dream, a myth so enticing that it still draws seekers...”* Julie Beck: The Atlantic.

## 4. New Beginnings Champion

### *All Together Now* (ESG)



*All Together Now* is a British reality television music competition which first aired on BBC One on 27 January 2018. The show sees hopeful singers take to the stage to perform in front of 100 music experts – the ‘biggest judging panel on TV’. If any of the 100 like what they hear, they stand up and join in. The greater the number that sing along, the higher the act’s score.

Described as ‘fabulous Saturday night TV’ by UK website Digital Spy, the first series was one of the BBC’s most successful new entertainment launches of 2018 and has been renewed for a second series. The format aired late 2018 in Australia on Seven, where it ranked as the most watched programme in the key advertising demographic of 16-39 on a Sunday night. With a second series in the pipeline in Brazil and a total of eight international sales this year already, *All Together Now* has great sales potential. *All Together Now* is the winner of our inaugural ‘**NEW BEGINNINGS**’ category, having made the most sales in the shortest time this year.

## Format Longevity

There are many formats within the Top 100 that can be classed as '**POWERHOUSE FORMATS**'; they have been on air for a long time, sold extremely well and still have versions on air in a number of countries. Conversely, there are formats that create real buzz, sell extremely well, extremely quickly but maybe don't have the same longevity as some other formats. In an attempt to understand this longevity, we have broken the Top 100 Formats into five categories:

† By 'live' we mean any series that has been on air in the last year, or that there are plans to make or air a brand new series in the next 12 months.

<b>POWERHOUSE FORMATS</b>	Formats that are 15 years+ with more than 30% of its original sales still 'live'†.
<b>THE NEW POWERHOUSE</b>	Formats between six and 15 years old with more than 30% of original sales still 'live'.
<b>GOLDEN OLDIES</b>	Over 15 years old with more than 10% of original sales still 'live'.
<b>STRONG STARTERS</b>	Under 15 years old with less than 10% original sales still 'live'.
<b>ONES TO WATCH</b>	Formats under five years old with more than 50% of their original sales still 'live'.

For the 2018/19 report we are adding a list of newer formats that may not have yet made it onto the Top 100 but have in the last three years sold to more than five territories, and are currently being broadcast in more than 50% of all places they have sold to. We have called this category '**NEW BEGINNINGS**'.

<b>NEW BEGINNINGS</b>	Formats that in the last three years have sold to more than five territories and more than 50% of their original sales are still 'live'.
-----------------------	--

The following page shows how the Top 100 Formats list breaks out when categorised this way:

Powerhouse Formats	The New Powerhouse	Golden Oldies	Strong Starters	Ones to Watch	New Beginnings
<i>Who Wants To Be A Millionaire?</i>	<i>Got Talent</i>	<i>Big Brother</i>	<i>Killer Karaoke</i>	<i>My Mom Cooks Better Than Yours</i>	<i>Old People's Home For 4 Year Olds</i>
<i>Family Feud</i>	<i>The Voice</i>	<i>Next Top Model</i>	<i>Divided</i>	<i>Married At First Sight</i>	<i>Undressed</i>
<i>Survivor</i>	<i>MasterChef</i>	<i>Price is Right, The</i>	<i>Money Drop, The</i>	<i>First Dates</i>	<i>The Four</i>
<i>Idols</i>	<i>Dancing with the Stars</i>	<i>Weakest Link</i>	<i>Are You Smarter Than?</i>	<i>Little Big Shots</i>	<i>All Against 1</i>
<i>Dragons' Den</i>	<i>X Factor, The</i>	<i>The Wheel of Fortune</i>	<i>Apprentice, The</i>	<i>The Wall</i>	<i>My First Holiday</i>
<i>The Bachelor</i>	<i>Come Dine With Me</i>	<i>The Farm</i>	<i>Project Runway</i>		<i>All Together Now</i>
<i>Farmer Wants a Wife, The</i>	<i>The Voice Kids</i>	<i>Fort Boyard</i>	<i>Smart Face</i>		<i>Real Men</i>
<i>Big Brother VIP</i>	<i>MasterChef Junior</i>	<i>Wife Swap</i>	<i>How Clean Is Your House?</i>		<i>Buying Blind</i>
<i>Ninja Warrior</i>	<i>The Great British Bake Off</i>	<i>Worst Driver</i>	<i>How Clean Is Your House?</i>		<i>This Time Next Year</i>
<i>The Dating Game</i>	<i>Kitchen Nightmares</i>	<i>Ready Steady Cook</i>	<i>Secret Millionaire</i>		<i>Employable Me</i>
<i>Long Lost Family</i>	<i>Undercover Boss</i>	<i>Jeopardy</i>	<i>Hole in the Wall</i>		<i>Who Knew?</i>
<i>Temptation Island</i>	<i>Four Weddings</i>	<i>The Mole</i>	<i>Minute To Win It</i>		<i>Kiss Bang Love</i>
	<i>Top Chef</i>	<i>Lingo</i>	<i>Wipeout</i>		<i>Love Island</i>
	<i>Hell's Kitchen</i>	<i>Whose Line Is It Anyway?</i>	<i>Distraction</i>		<i>I Can See Your Voice</i>
	<i>Still Standing</i>		<i>The Moment of Truth</i>		<i>Look Me in the Eye</i>
			<i>Uman</i>		<i>5 Gold Rings</i>
			<i>Quiz Night Live</i>		<i>The Wishing Tree</i>
			<i>Dating in the Dark</i>		<i>The Voice Senior</i>
			<i>Total Blackout</i>		<i>Carpool Karaoke</i>
			<i>Clash Of The Choirs</i>		
			<i>So You Think You Can Dance</i>		
			<i>Celebrity Splash</i>		

If you're familiar with this table from last year's report you can see there has been quite a bit of movement in the Powerhouse categories, with some loss of sales moving formats out of these categories into Golden Oldies; *The Price is Right, The Farm, The Wheel of Fortune* being some examples. Interestingly *Big Brother* has swapped places with *Big Brother VIPs (Celebrity)*, with the latter more in favour over the last year, against declining sales for the original format.

Looking ahead it is going to be hard to knock the **POWERHOUSE FORMATS** off the top of the 100 list. As the search for the 'next big thing' becomes harder to realise we thought it would be interesting to look at what is considered a success today. In the last decade the most a format has sold is to 67 territories (*The Voice*), but on average any title with sales to more than 25 territories is an impressive achievement.



To accompany the Top 100 Formats list, we have compiled a breakdown of the top 30 formats in the 'NEW BEGINNINGS' category. We will track the movement of these titles in future reports.

### NEW BEGINNINGS: Top 30 New Format Titles with sales to five+ territories

Formats that were originated between 2015 and 2018 and had at least five International versions made.

	Programme Title	Year of Origination	Country of Origin	Distribution Company	Total Sales
1	<i>The Wall</i>	2017	USA	ESG	24
2	<i>Little Big Shots</i>	2016	USA	WBITVP	22
=	<i>Lip Sync Battle</i>	2015	USA	VIMN	22
4	<i>Boom!</i>	2015	Israel	Keshet International	17
=	<i>I Can Do That</i>	2015	USA	Armoza	17
6	<i>This Time Next Year</i>	2015	UK	Twofour Rights	14
7	<i>Kiss Bang Love</i>	2016	Germany	Red Arrow Studios International	13
=	<i>The Wishing Tree</i>	2015	Netherlands	Talpa	13
9	<i>The Story of My Life</i>	2016	Netherlands	Talpa	11
=	<i>Real Men</i>	2015	Denmark	Red Arrow Studios International	11
=	<i>I Can See Your Voice</i>	2015	South Korea	CJ E&M	11
=	<i>The Secret Life of 4 Year Olds</i>	2015	UK	Banijay Rights	11
=	<i>You're Back in the Room</i>	2015	UK	BBC Studios	11
14	<i>Undressed</i>	2016	Italy	Banijay Rights	9
=	<i>Look Me in the Eye</i>	2016	Germany	Red Arrow Studios International	9
=	<i>Who Knew?</i>	2015	Germany	Fremantle	9
17	<b>All Together Now</b>	<b>2018</b>	UK	ESG	8
=	<i>The Four</i>	2017	Israel	Armoza	8
=	<i>5 Gold Rings</i>	2016	Netherlands	Talpa	8
=	<i>Love Island</i>	2015	UK	ITVGSE	8
=	<i>The Big Music Quiz</i>	2015	France	ESG	8
22	<i>My First Holiday</i>	2016	Finland	Fremantle	7
=	<i>Wild Things</i>	2015	UK	Banijay Rights	7
=	<i>Hunted</i>	2015	UK	ESG	7
25	<i>The Voice Senior</i>	2018	Netherlands	Talpa	6
=	<i>All Against 1</i>	2017	Denmark	Banijay Rights	6
=	<i>Buying Blind</i>	2017	Denmark	Red Arrow Studios International	6
=	<i>Old People's Home For 4 Year Olds</i>	2017	UK	Red Arrow Studios International	6
=	<i>Employable Me</i>	2016	UK	All3Media	6
=	<i>Carpool Karaoke</i>	2015	USA	CBS	6



### Format Genres

There are more factual entertainment formats breaking through into the ‘new’ categories than previously seen. If we take this table and look at it by genre it breaks out as follows:

Powerhouse Formats	The New Powerhouse	Golden Oldies	Strong Starters	Ones to Watch	New Beginnings	
Factual Entertainment	Factual Entertainment	Factual Entertainment	Fact Ent	Factual Entertainment	Factual Entertainment	
	Game Show	Game Show	Game Show			
Game Show	Reality Competition			Reality Competition	Reality Competition	Game Show
Reality Competition		Reality Competition	Comedy	Lifestyle	Reality Competition	Reality Competition
					Light Entertainment	Light Ent
					Ob Doc	

In some respects, this chart is a reflection on time. Pre-2000s, the more successful formats tended to be game shows (**GOLDEN OLDIES**); they sold well and sustained success over a long period of time. Coming through into the 2010s (**NEW POWERHOUSE**) we see more reality competitions, be it talent, business, survival etc., dominating the category.

In **STRONG STARTERS**, there have been many game shows that have excited buyers in recent times, with titles selling very well and quickly, although game shows can be harder to get right and capture the attention of the viewing public, so these formats can sometimes be short-lived.

In the last few years (**ONES TO WATCH, NEW BEGINNINGS**) we are seeing a shift towards more factual entertainment formats, and even ob doc series.

It is interesting that the Top 100 Formats list is dominated by three genres; game show, reality competition and factual entertainment, each with a varying degree of presence across each of the five categories. There are a couple of entries from comedy, lifestyle, light entertainment and ob docs, but not enough to shift the power from those three dominant genres.

Looking overall at all formats that have been sold to five or more territories by genre, we can summarise:

## 5. Best Selling Genre of All Time

### Quiz Shows

Quiz shows, if successful in key markets, can generate many sales, and if the format is simple to follow can be in the schedules for years to come. We only have to look at the success of *Who Wants To Be A Millionaire?*, *The Wheel of Fortune* (CBS), *The Price Is Right* (Fremantle), *The Weakest Link* (BBC Studios) etc to see the international appeal of this genre.

## 6. Most Popular Spin-off Series

### *The Voice Kids* (Talpa)



Spin-offs make sense in today's TV landscape; a well-known and well-loved title has more chance of being noticed in a crowded market and comes with an established fan base. The most successful spin-off so far has been *The Voice Kids* (Talpa), sold in 37 countries.

Junior versions of popular formats are a natural progression of a brand. *MasterChef Junior* (ESG) appears in the Top 100 with sales in 30 territories whilst *Idols Junior* has sold to eight territories. More recently, in October 2018, we have seen *Dancing with the Stars: Juniors* launch on ABC in the USA. The series features celebrity children (either in their own right or by having celebrity parents) and attracted around 4m viewers each week.

## 7. Best Selling Genre of the Last Five Years

### Challenge Based Game Shows

Over recent years we have seen the game show genre develop, adding a layer of challenge to the format. *Power Couple* (Dori), *Hollywood Game Night* (NBC) and *Big Star's Little Star* (ITVSGE) are all examples of this.

## 8. Growth Genres

### Factual Entertainment and Reality Competition: Talent Shows



#### *First Dates*

WBITVP

Growth genres include factual entertainment, specifically those that focus on dating or relationships [*First Dates* (WBITVP), *Kiss, Bang Love* (Red Arrow) or *Married at First Sight* (Red Arrow)]; or issues facing the the older generation. Both of these are universal themes that anyone around the world can relate to. The dating shows that have started to break through over the last few years are those that allow viewers to invest in the contestants, in the hope that they will find love at the end. They are also warmer; designed to help match the right people, not pulled together just to cause conflict.

As, globally, we face an ageing population it is to be expected that programmes celebrating older adults feature more on our TV screens. Aside from the factual focussed titles listed above, we are also seeing older generations in more talent/variety formats; *The Voice Senior* (Talpa) is doing great business globally and NBC ordered the senior focussed *Little Big Shots: Forever Young* (WBITVP), which premiered in 2017.



In late 2014 NBC also bought the remake rights to the South Korean series *Grandpas Over Flowers* and launched it in the US in August 2016 as *Better Late Than Never* (Small World IFT). The reality travel series follows four veteran actors as they travel overseas without luxuries, experiencing new cultures and checking off their bucket lists. It marked the first time a US national broadcast network adapted a Korean variety show. *Grandpas Over Flowers* secured record-breaking viewing figures on TVN, South Korea, and has since also been made in 10 countries including the Netherlands, Italy, Israel, China and France, with options in the UK, Spain and Ukraine. Spin-off series *Sisters over Flowers* and *Friends Over Flowers* have also aired in Korea.



**Grandpas  
Over Flowers**  
Small World IFT

Reality competitions are still proving popular. They don't necessarily have to be studio based, shiny floor formats but those that warmly celebrate talent have worked well, be that of the general public or of celebrities. *Lip Sync Battle* (VIMN), *The Four* (Armoza) are two such examples of formats that have sold well recently.

## 9. Genres in Decline

### Quiz Based Game Shows and Makeover

Quiz based formats are still popular but newer ones sometimes find it hard to compete against the 'juggernaut' titles.

The plethora of makeover shows in the 2000s, covering every subject from social class to weight makes it harder to find a new topic that hasn't yet been covered. New makeover programmes that have sold, or are starting to sell well mix up the genre, giving another purpose to the show. For example, *Eat Well for Less* (Banijay Rights) essentially makes over the eating habits of a household but combines this with cookery and recipes.

**We see 'Factual Entertainment with Purpose' as a genre on the rise.**



**Keywords**

These are the keywords associated with Top Formats over time; the bigger the word, the more it has featured:

Pre 1990



2000s



2010s



2015 – 2018



**10. Format Buzzwords of the Last Three Years  
'Dating', 'Generations', 'Physical'**

**11. Going Out of Favour  
Parenting, Makeover**

## Format Originators

### 12. Country that has originated the highest number of top selling formats

**UK** (35%)

### 13. Highest growth territory for format origination

**Israel**

### 14. The Top Format Buyer (Country)

**Germany** (4%)

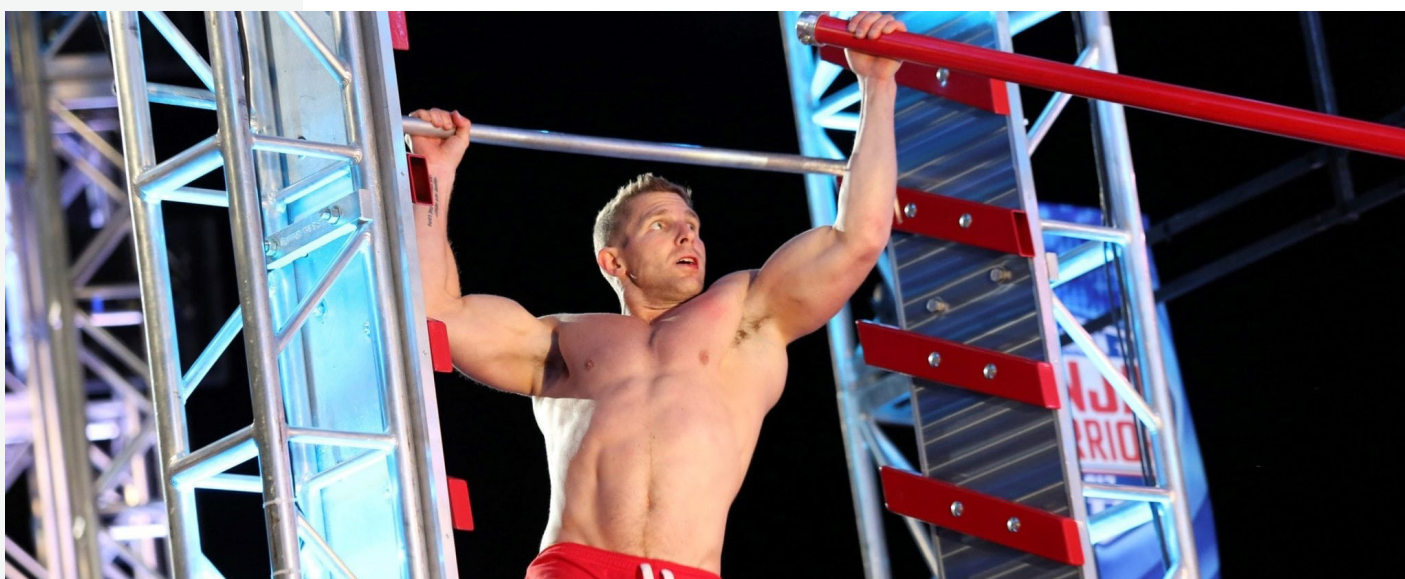
Looking back to the 1990s there were relatively few suppliers of ideas for international formats. This has now changed dramatically with many more companies producing and selling their IP. Where the market may have once been dominated by a small number of countries, we are now seeing influences from all over the globe.

Overall the UK is the top format originator: it has remained the highest since the 2000s. Pre the 1990s we saw the US originate the most formats, driven by the successful sales of quiz shows. Japan with *Ninja Warrior* (TBS / The Story Lab) also makes this list. In the 1990s, the Netherlands took the lead with *Big Brother* (ESG), and *Long Lost Family* (Lineup Industries) leading the way.

Moving into the last decade we have seen the UK lose some ground, although still leading the pack, while successful formats from Israel have come to prominence.

#### *Ninja Warrior*

TBS / The Story Lab



The Netherlands also, following a bit of a decline in the 2000s has started to break through and is the third highest originator of top selling formats

### Top Format Buyers

Looking at the last decade, Germany and the Netherlands have been the top buyers of the Top 100 Formats, followed by the UK, Belgium, US, Spain and France.

The table below shows the number of the Top 100 Formats each country has bought since 2010 (based on formats that have sold to five or more territories).

### Top Five Originator Countries of the Top Selling Formats by Decade

Pre 1990		1990s		2000s		2010s	
USA	62%	UK	28%	UK	43%	UK	30%
UK	23%	Netherlands	22%	USA	20%	Israel	16%
Japan	15%	USA	11%	Netherlands	12%	Netherlands	15%
				Israel	5%	USA	13%
				Japan	5%	Japan	5%

### Top Format Buyers

Looking at the last decade, Germany and the Netherlands have been the top buyers of the Top 100 Formats, followed by the UK, Belgium, US, Spain and France.

	Germany	Netherlands	UK	Belgium	Spain	United States	France	Denmark	Russia	Australia	Norway	Israel	Finland	Italy	Canada	Sweden	China	Brazil	Vietnam	Ukraine
2010s	71	65	55	53	49	49	46	35	34	32	32	32	30	30	29	29	28	27	27	26

The table above shows the number of the Top 100 Formats each country has bought since 2010 (based on formats that have sold to five or more territories).

The top buyers have a preference for dating and talent shows, challenge and quiz based game shows, and this is true of the majority of format buyers.

Below is a table looking at all countries that have bought more than 20 Top Format titles, ranked by their top three preferred genres. Dating is very popular in Scandinavian countries, whereas Brazil and Thailand like physical game shows. Cookery has been a popular choice in Israel, Hungary, Greece, Mexico and Romania. Australia is the only top format buyer who ranked ob docs within their top three purchased genres and Finland the only country to prefer more factual relationship formats.

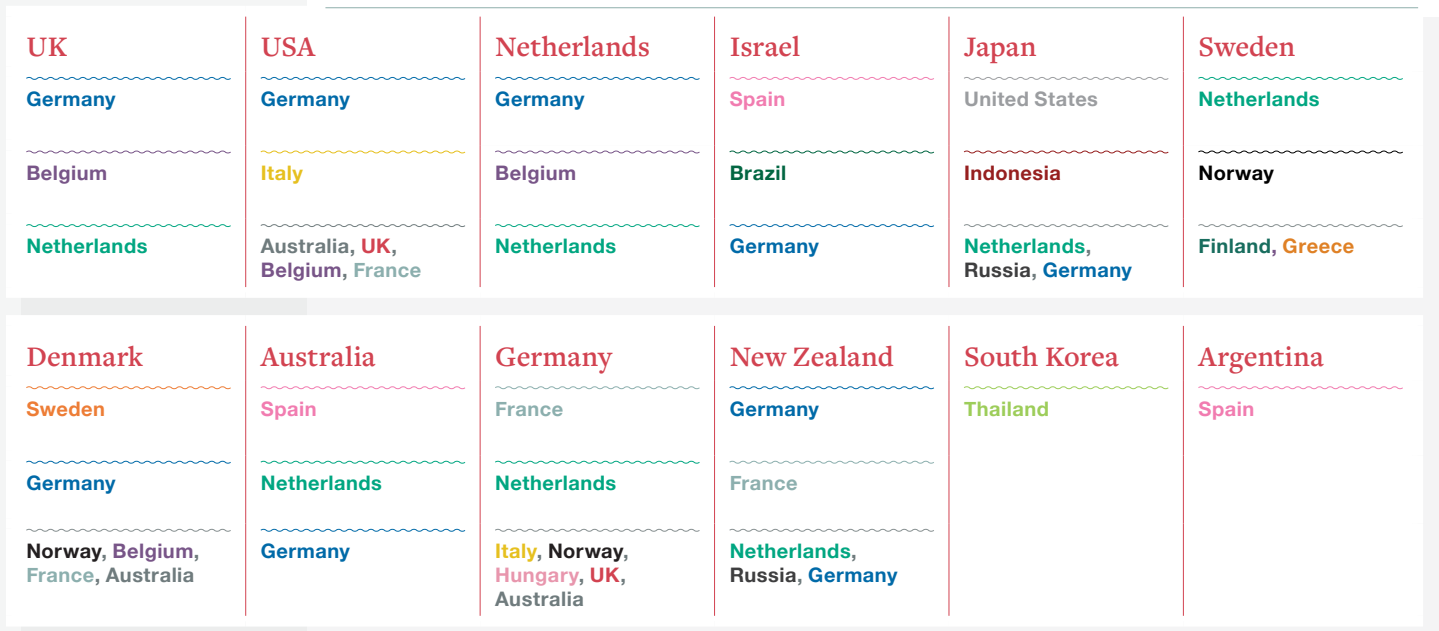
<p><b>Germany</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Challenge</b></p>	<p><b>Netherlands</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show - <b>Challenge</b></p> <p>Factual Entertainment <b>Dating</b></p>	<p><b>UK</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p>	<p><b>Belgium</b></p> <p>Game Show <b>Quiz</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Factual Entertainment <b>Dating</b></p>	<p><b>Spain</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Quiz</b></p>	<p><b>France</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p>
<p><b>Denmark</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Factual Entertainment <b>Human Interest</b></p>	<p><b>Russia</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent</b></p>	<p><b>Australia</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Reality Competition <b>Dating</b></p> <p>Observational Documentary</p>	<p><b>Norway</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Dating</b></p>	<p><b>US</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Quiz</b></p>	<p><b>Israel</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Reality Competition <b>Cookery</b></p> <p>Factual Entertainment <b>Dating</b></p>
<p><b>Finland</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Factual Entertainment <b>Relationships</b></p>	<p><b>Sweden</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Reality Competition <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p>	<p><b>Vietnam</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Reality Competition <b>Talent</b></p> <p>Game Show - <b>Challenge</b></p>	<p><b>Hungary</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Cookery</b></p> <p>Factual Entertainment <b>Dating</b></p>	<p><b>Greece</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Cookery</b></p>	<p><b>Romania</b></p> <p>Reality Competition <b>Cookery</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p>
<p><b>Italy</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show <b>Quiz</b></p> <p>Reality Competition <b>Talent (Studio)</b></p>	<p><b>China</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent</b></p>	<p><b>Ukraine</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Reality Competition <b>Talent</b></p>	<p><b>Mexico</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Cookery</b></p> <p>Reality Competition <b>Talent</b></p>	<p><b>Slovakia</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show - <b>Challenge</b></p> <p>Factual Entertainment <b>Human Interest</b></p>	<p><b>Thailand</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Physical</b></p> <p>Reality Competition <b>Cookery</b></p>
<p><b>Canada</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p>	<p><b>Brazil</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Physical</b></p> <p>Game Show <b>Quiz</b></p>	<p><b>Poland</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Factual Entertainment <b>Dating</b></p> <p>Game Show <b>Quiz</b></p>	<p><b>Turkey</b></p> <p>Game Show - <b>Challenge</b></p> <p>Reality Competition <b>Talent (Studio)</b></p> <p>Game Show <b>Quiz</b></p>		



## Where Do Formats Travel to?

To find out if there are any ‘special relationships’ between countries, (if a country tends to buy more from a particular originating country), we looked at where the top three territories have bought their formats from and broken them out below. The country headers in the green boxes are the countries of origin and the list underneath are the countries that are most likely to buy from them.

As Germany is a strong buyer of formats we can see that it leads the table in a number of places, so Germany has been much more likely to buy from the UK, USA, Netherlands and New Zealand than any other country. The UK meanwhile doesn’t appear to have a strong affiliation with any particular country.

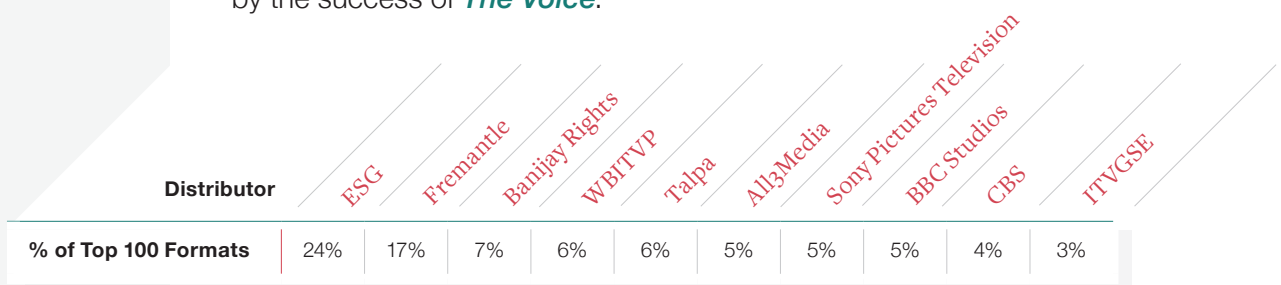


## Which Are the Main Distributors of the Top Formats?

### 15. Company with the Most Formats in the Top 100 ESG (24%)

80% of the Top 100 Formats are represented by 10 distribution companies. The breakdown is as follows, with ESG topping the list with 24%:

Talpa has demonstrated good growth across the last decade, driven mainly by the success of *The Voice*.



## Looking ahead...

2018's report is based only on sales to TV channels globally and does not take into account sales to global streaming giants. But there is no escaping the fact that these players are starting to commission new or reboot older formats to complement their 'fiction heavy' libraries. Recently we have seen Amazon Prime UK do a deal with Fremantle to take British rights for the relaunched version of **American Idol**, screening episodes of the show two days after they air live in the US.

*"To see one of the biggest entertainment shows on a streaming service is a not only a first but testament to the appetite for American Idol and will be a whole new way to reach fans of the series,"* said Jamie Lynn, head of sales and distribution, EMEA for Fremantle International

And Netflix's **Ultimate Beastmaster**; its first foray into reality programming, saw the streaming service produce six different versions for the U.S., Mexico, Brazil, Germany, South Korea and Japan. Furthermore, the SVOD service has ordered three international versions of Studio Lambert's social media format **The Circle**.

**The Circle**  
All3Media



In October 2018 Netflix bought the global rights to Voltage's **Big Family Cooking Showdown** striking what is thought to be its first deal of this kind. Voltage sold both the BBC2 version of the show – which Netflix will make available in 190 countries – and the first option on local remakes striking the agreement directly with the streaming giant, without involving an international distributor.

The global reach of the SVOD services will certainly open up more opportunities in new markets and in turn offering greater influence over the types of programmes we will end up watching. The influence and speed at which these services are acquiring unscripted content will certainly shift the landscape.

## Appendix: The Top 100 Travelling TV Formats 2018

	Programme Title	Year of Origin	Country of Origin	Distribution Company	Total Sales
1	<i>Who Wants To Be A Millionaire?</i>	1998	UK	Sony Pictures Television	102
2	<i>Deal Or No Deal</i>	2000	Netherlands	ESG	82
3	<i>Got Talent</i>	2006	UK	Fremantle	70
4	<i>The Voice</i>	2010	Netherlands	Talpa	67
5	<i>Family Feud</i>	1976	USA	Fremantle	65
6	<i>Minute To Win It</i>	2010	USA	ESG	59
7	<i>MasterChef</i>	2005	UK	ESG	58
8	<i>Are You Smarter Than?</i>	2007	USA	MGM	57
9	<i>Dancing with the Stars</i>	2004	UK	BBC Studios	56
10	<i>Idols</i>	2001	UK	Fremantle	55
=	<i>Money Drop, The</i>	2010	UK	ESG	55
=	<i>Survivor</i>	1997	UK	Banijay Rights	55
13	<i>X Factor, The</i>	2004	UK	Fremantle	53
14	<i>Big Brother</i>	1999	Netherlands	ESG	48
15	<i>Next Top Model</i>	2003	USA	CBS	47
16	<i>Cash Cab</i>	2005	USA	All3Media	46
=	<i>Weakest Link</i>	2000	UK	BBC Studios	46
18	<i>Hole in the Wall</i>	2006	Japan	Fremantle	45
19	<i>The Wheel of Fortune</i>	1975	USA	CBS	43
20	<i>Come Dine With Me</i>	2005	UK	ITVGSE	42
21	<i>1 Vs 100</i>	2000	Netherlands	ESG	39
=	<i>Your Face Sounds Familiar</i>	2011	Spain	ESG	39

	<b>Programme Title</b>	<b>Year of Origin</b>	<b>Country of Origin</b>	<b>Distribution Company</b>	<b>Total Sales</b>
<b>23</b>	<i>Price is Right, The</i>	1950	USA	Fremantle	<b>37</b>
=	<i>Gogglebox</i>	2013	UK	All3Media	<b>37</b>
=	<i>The Farm</i>	2001	Sweden	DRG	<b>37</b>
=	<i>The Voice Kids</i>	2012	Netherlands	Talpa	<b>37</b>
<b>27</b>	<i>Dragons' Den</i>	2001	Japan	Sony Pictures Television	<b>36</b>
<b>28</b>	<i>My Mom Cooks Better Than Yours</i>	2014	Spain	Fremantle	<b>35</b>
=	<i>Singing Bee</i>	2007	USA	Magnify Media	<b>35</b>
<b>30</b>	<i>Fort Boyard</i>	1990	France	Banijay Rights	<b>34</b>
=	<i>I Love My Country</i>	2008	Netherlands	Talpa	<b>34</b>
=	<i>Take Me Out</i>	2008	Australia	Fremantle	<b>34</b>
=	<i>The Moment of Truth</i>	2007	Colombia	Electus	<b>34</b>
<b>34</b>	<i>Biggest Loser, The</i>	2004	USA	ESG	<b>32</b>
=	<i>The Bachelor</i>	2002	USA	WBTV	<b>32</b>
=	<i>Wipeout</i>	2008	USA	ESG	<b>32</b>
<b>37</b>	<i>Farmer Wants a Wife, The</i>	2001	UK	Fremantle	<b>31</b>
=	<i>Fear Factor</i>	1999	Netherlands	ESG	<b>31</b>
=	<i>Killer Karaoke</i>	2009	Lebanon	Banijay	<b>31</b>
<b>40</b>	<i>Big Brother Vips</i>	2000	Netherlands	ESG	<b>30</b>
=	<i>MasterChef Junior</i>	2010	UK	ESG	<b>30</b>
=	<i>The Great British Bake Off</i>	2010	UK	BBC Studios	<b>30</b>
<b>43</b>	<i>Kitchen Nightmares</i>	2007	USA	All3Media	<b>29</b>
=	<i>Married At First Sight</i>	2013	Denmark	Red Arrow Studios International	<b>29</b>



	Programme Title	Year of Origin	Country of Origin	Distribution Company	Total Sales
45	<i>So You Think You Can Dance</i>	2005	USA	ESG	27
=	<i>Test the nation</i>	2001	Netherlands	WBITVP	27
=	<i>The Greats</i>	2002	UK	BBC Studios	27
=	<i>Undercover Boss</i>	2009	UK	All3Media	27
=	<i>Wife Swap</i>	2003	UK	Banijay	27
50	<i>Anything Goes</i>	2013	France	ESG	25
=	<i>Apprentice, The</i>	2004	USA	Fremantle/MGM	25
=	<i>Dating in the Dark</i>	2009	Netherlands	Talpa	25
=	<i>Operation Triumph</i>	2001	Spain	ESG	25
=	<i>Project Runway</i>	2004	USA	Fremantle	25
55	<i>Four Weddings</i>	2009	UK	ITVGSE	24
=	<i>Ninja Warrior</i>	1997	Japan	TBS / The Story Lab	24
=	<i>Popstars</i>	1999	New Zealand	Banijay	24
=	<i>Thank God You're Here</i>	2006	Australia	Fremantle	24
=	<i>The Wall</i>	2016	USA	ESG	24
=	<i>Top Chef</i>	2006	USA	NBC Universal	24
=	<i>The Dating Game</i>	1965	USA	Sony Pictures Television	24
62	<i>All You Need Is Love</i>	1992	Netherlands	ESG	23
=	<i>Celebrity Splash</i>	2012	Netherlands	WBITVP	23
=	<i>Hollywood Squares</i>	1965	USA	CBS	23
=	<i>The Bar</i>	2000	Sweden	DRG	23
66	<i>Celebrity MasterChef</i>	2006	UK	ESG	22

	Programme Title	Year of Origin	Country of Origin	Distribution Company	Total Sales
=	<i>Deal With It</i>	2010	Israel	Keshet International	<b>22</b>
=	<i>Divided</i>	2012	Netherlands	Talpa	<b>22</b>
=	<i>First Dates</i>	2013	UK	WBITVP	<b>22</b>
=	<i>Hollywood Game Night</i>	2013	USA	NBC Universal	<b>22</b>
=	<i>Lip Sync Battle</i>	2015	USA	VIMN	<b>22</b>
=	<i>Little Big Shots</i>	2016	USA	WBITVP	<b>22</b>
=	<i>Ready Steady Cook</i>	1994	UK	ESG	<b>22</b>
=	<i>Worst Driver</i>	2002	UK	Passion	<b>22</b>
<b>75</b>	<i>Hell's Kitchen</i>	2004	UK	ITVGSE	<b>21</b>
=	<i>Supernanny</i>	2004	UK	WBITVP	<b>21</b>
<b>77</b>	<i>Brainteaser</i>	2001	UK	ESG	<b>19</b>
=	<i>Greed</i>	1999	USA	Fremantle	<b>19</b>
=	<i>Jeopardy</i>	1964	USA	CBS	<b>19</b>
=	<i>Power Couple</i>	2014	Israel	Dori Media	<b>19</b>
=	<i>The Mole</i>	1998	Belgium	New Flemish Primitives	<b>19</b>
=	<i>Upgrade</i>	2009	Israel	Armoza	<b>19</b>
<b>83</b>	<i>Clash Of The Choirs</i>	2007	USA	ESG	<b>18</b>
=	<i>Dancing on Ice</i>	2006	UK	ITVGSE	<b>18</b>
=	<i>Performing As</i>	1990	USA	ESG	<b>18</b>
=	<i>Star Academy</i>	2001	Netherlands	ESG	<b>18</b>
=	<i>The Chair</i>	2002	New Zealand	WBITVP	<b>18</b>
=	<i>The Vault</i>	2000	Israel	Keshet International	<b>18</b>

	Programme Title	Year of Origin	Country of Origin	Distribution Company	Total Sales
=	<i>Who Do You Think You Are?</i>	2004	UK	WBITVP	18
=	<i>Who Wants to Marry My Son?</i>	2006	Netherlands	WBITVP	18
91	<i>Boom!</i>	2015	Israel	Keshet International	17
=	<i>Distraction</i>	2003	UK	Fremantle	17
=	<i>I Can Do That</i>	2015	USA	Armoza	17
=	<i>Lingo</i>	1987	UK	All3Media	17
=	<i>Long Lost Family</i>	1990	Netherlands	Lineup Industries	17
=	<i>Rising Star</i>	2013	Israel	Keshet International	17
=	<i>Still Standing</i>	2012	USA	Armoza	17
=	<i>Total Blackout</i>	2010	Japan	Fremantle	17
=	<i>Uman</i>	2009	Israel	Dori Media	17
100	<i>10 Years Younger</i>	2004	UK	All3Media	16
=	<i>Don't Tell the Bride</i>	2007	UK	DRG	16
=	<i>How Clean Is Your House?</i>	2003	UK	Fremantle	16
=	<i>Psychic Challenge</i>	2005	UK	Banijay	16
=	<i>Quiz Night Live</i>	2005	USA	ESG	16
=	<i>Secret Millionaire</i>	2006	UK	Banijay	16
=	<i>Smart Face</i>	2012	Israel	Dori Media	16
=	<i>Temptation Island</i>	2001	USA	Banijay	16
=	<i>Whose Line is it Anyway?</i>	1988	UK	Hat Trick International	16

---

## Methodology

- \* Unless otherwise stated, all data is based on information supplied to us directly by each distributor. The Top 100 Formats list is based solely on the number of country sales by title.
- † All figures surrounding 'Live' data came directly from distributors, with the exception of ESG and DRG titles – these figures were based on desk research internally. This desk research was based upon press reports, distributors' own websites and other industry publications.

---

## Disclaimer

Unless otherwise stated, sales information has been provided by each distributor. Every effort has been taken to validate this data, however K7 will not be held responsible for any inaccuracies in third party provided information.

---

## About K7 Media

K7 Media is an international media consultancy spotting trends and helping creatives find, create and sell the hottest shows.

We combine in-depth knowledge of TV with intelligence on trends around the world, delivered through an international network of stringers.

K7 has its headquarters in Manchester (UK) and an office in Amsterdam. Our team cover a wide range of nationalities and languages including: French, Spanish, German, Chinese, Swedish, Polish, Norwegian, Danish, Dutch and Russian.

[www.k7.media](http://www.k7.media)

---

### **Compiled by Audience Insight Consultant Sarah Riding**

Sarah comes to K7 Media with over 15 years experience delivering top level audience research for major companies such as ITV and Zodiak Media. Her ability to draw deep insights from ratings and other viewer data enhances our reports and research, providing the statistical bedrock on which our conclusions and recommendations are built.