

Where content and innovation meet: insights from the frontline

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EndemolShineGroup



The world's biggest production company



100+

Companies

28

Countries

800+

Productions (2017)

50+

Languages

275

Channels (2017)

4,293

Registered Formats

27%

Scripted

73%

Non Scripted



EndemolShineGroup



Every viewer is unique



MasterChef

65 million essential
British followers

1.5 billion digital of more
than 250m viewers

Operación Triunfo



150m views per
month on YouTube

500,000 livestream
viewers per day

A dramatic, high-contrast photograph of a stunt performer in mid-air, jumping from a structure over a body of water at night. The scene is illuminated by a bright, warm light source, creating a hazy, atmospheric effect. The performer is silhouetted against the light, with their arms and legs outstretched. The background shows a complex structure of scaffolding and a large, curved object, possibly a train car or a large container, partially visible. The overall mood is one of action and adventure.

Great content is timeless

Mr Bean

Finished Tape Sales

Sold to 195 markets worldwide

YouTube

Over 4.5 billion views

Facebook

The No.1 TV entertainment brand (surpassing The Simpsons) reaching more than 795 million people with 500 million video views

Apps/Games

Mr Bean Around the World – over 25 million downloads via the app

Licensing

Multiple lines of merchandise from plush (Mr Bean's Teddy) to Apple iMessage stickers



Big Brother



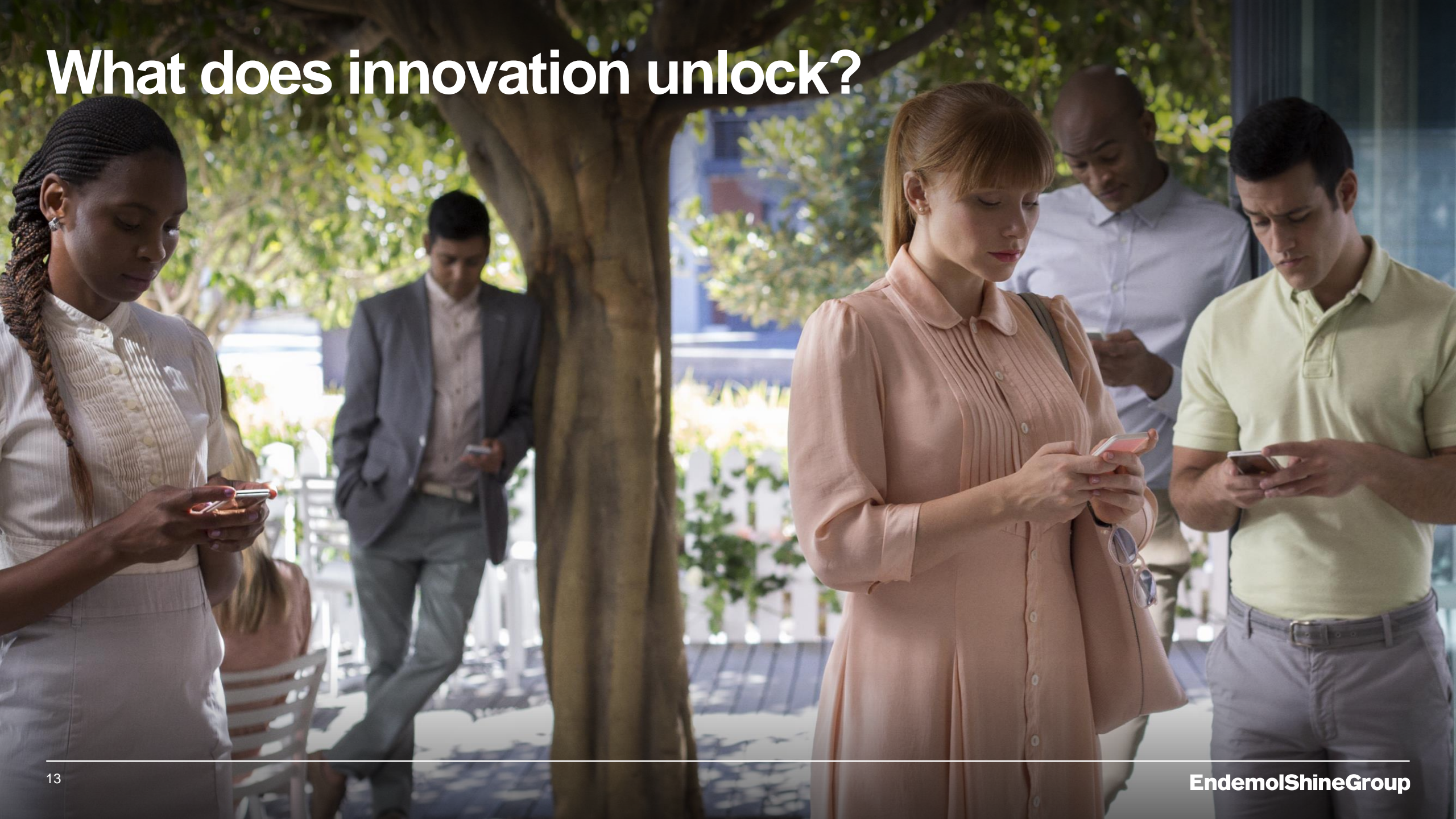
produced in
54 territories

20th anniversary
next year



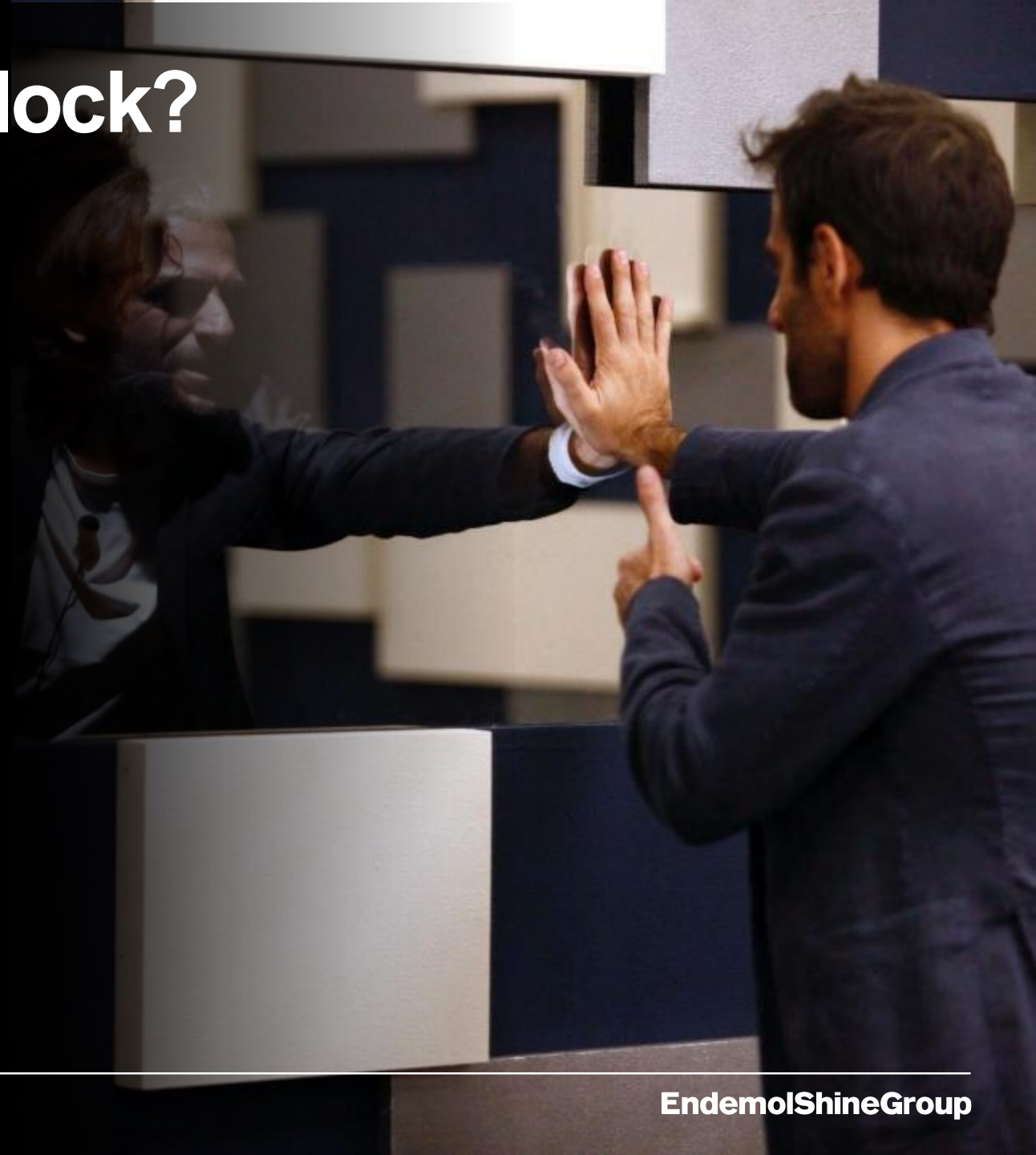
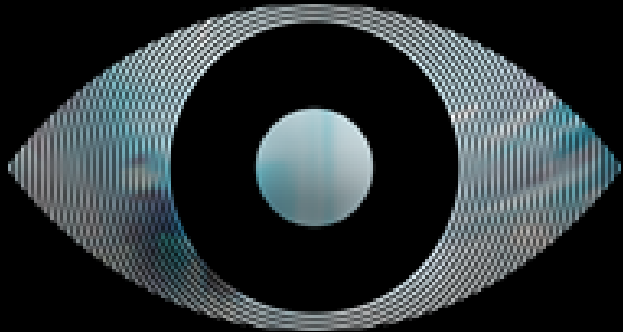
Innovation and storytelling thrive together

What does innovation unlock?



What does innovation unlock?

- Multiple streams in multiple locations
- Fully interactive viewing experience
- Streaming on multiple devices, 24/7
- Content creation by both audiences & housemates



BLACK MIRROR



Thank you

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