

Broadcast Intelligence

The New SuperFormats

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Background

- This is Broadcast Intelligence's second report on Superformats
- The first was a resounding success
- Our new report looks at formats which are more recent and provide analysis which is, actionable and current





What are the 'New SuperFormats'

- 10 Current Superformats, their performance over the last few years
- How have they sold, broadcast and geographical rights

Format	Production Company	Parent Company
Gogglebox	Studio Lambert	All3Media
The Secret Life Of Four Year Olds	RDF Television	Banijay
All Together Now	Remarkable Television	Endemol Shine Group
The Wall	Glassman Media / ESG	Endemol Shine Group
Your Face Sounds Familiar	Endemol Shine Group	Endemol Shine Group
Ex On The Beach	Whizz Kid Entertainment	Entertainment One
Love Island	ITV Studios	ITV Studios
This Time Next Year	Twofour	ITV Studios
The Masked Singer *	MBC Entertainment	MBC
First Dates	Twenty Twenty	Warner Bros TV



Including in-depth profiles

23 SUPERFORMATS | GOGGLEBOX
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Gogglebox

Production Company: Studio Lambert
Origin broadcaster and country: Channel 4, UK

A seemingly navel-gazing format that features a diverse range of people watching that week's TV in their living rooms and offering their verdict. Produced with a quick turnaround to ensure the views expressed are current, Gogglebox is really a light-hearted look at families, friends and relationships in a genuinely domestic setting.

Analysis
Gogglebox originated in the UK on Channel 4 in 2013 and remains a staple of the channel's schedule in 2020. The format has been sold into 34 other territories across the world, beginning with a 2013 sale to USA channel Bravo, which broadcast four local series from 2013 to 2017. 57% (11 out of 35) of Gogglebox's format sales occurred in 2014 with the format travelling to the likes of Canada, Australia, Serbia and Denmark.

This bumper year of sales resulted in a rise in the total number of series broadcasts per year, from three in 2013 to 22 in 2016. However, the format only lasted for one series in 11 of those 22 territories and similarly, the format only lasted one series in all five of the territories into which the format was sold in 2015. This has meant that the number of series broadcast per year dropped from the 2016 peak of 22 to a 2019 value of 12.

Channel 4 has aired 14 series of Gogglebox in seven years in the UK, and broadcasters in other territories have also aired multiple series per year. Ten series have been shown over five years in Australia, 12 French language series have been shown in Belgium over a period of six years, and seven series have been broadcast over four years in Mongolia.

Overall, the data suggests that the Gogglebox format has typically either struggled to gain traction or done the opposite by becoming a continued success.

CUMULATIVE FORMAT SALES AND BROADCASTS

Number of Sales/Broadcasts

Year: 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Legend: Cumulative Format Sales (red), Cumulative TX (grey)

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	FORMAT BROADCASTS - BY CHANNEL										
	Year of Format Sale	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Middle East (pre-2014)	2015						Al Araby				
Mongolia	2014							Mongol TV (2)	Mongol TV (3)	Mongol TV	Mongol TV
Netherlands	2014					RTL	RTL				
New Zealand	2018									TV3	
Norway	2014					NRK	NRK	NRK	NRK		
Poland	2014					TVN	TVN (2)	TVN (2)	TVN (2)	TVN (2)	TVN
Russia	2016								CTC Network		
Serbia	2014						B92				
Slovenia	2014					Planet TV	Planet TV	Planet TV			
South Africa	2015							Sony TV			
South Korea	2014						KBS				
Spain	2015							Antena 3			
Sweden	2015						TV4				
Turkey	2014					Star TV					
Ukraine	2015						ICTV				
UK	2013				Channel 4 (2)	Channel 4 (2)	Channel 4 (2)	Channel 4 (2)	Channel 4 (2)	Channel 4 (2)	Channel 4 (2)
USA	2013				Bravo	Bravo	Bravo	Bravo			
TOTAL TX PER YEAR		0	0	0	3	15	21	22	19	14	12
CUMULATIVE FORMAT SALES		0	0	0	2	22	28	32	33	35	35

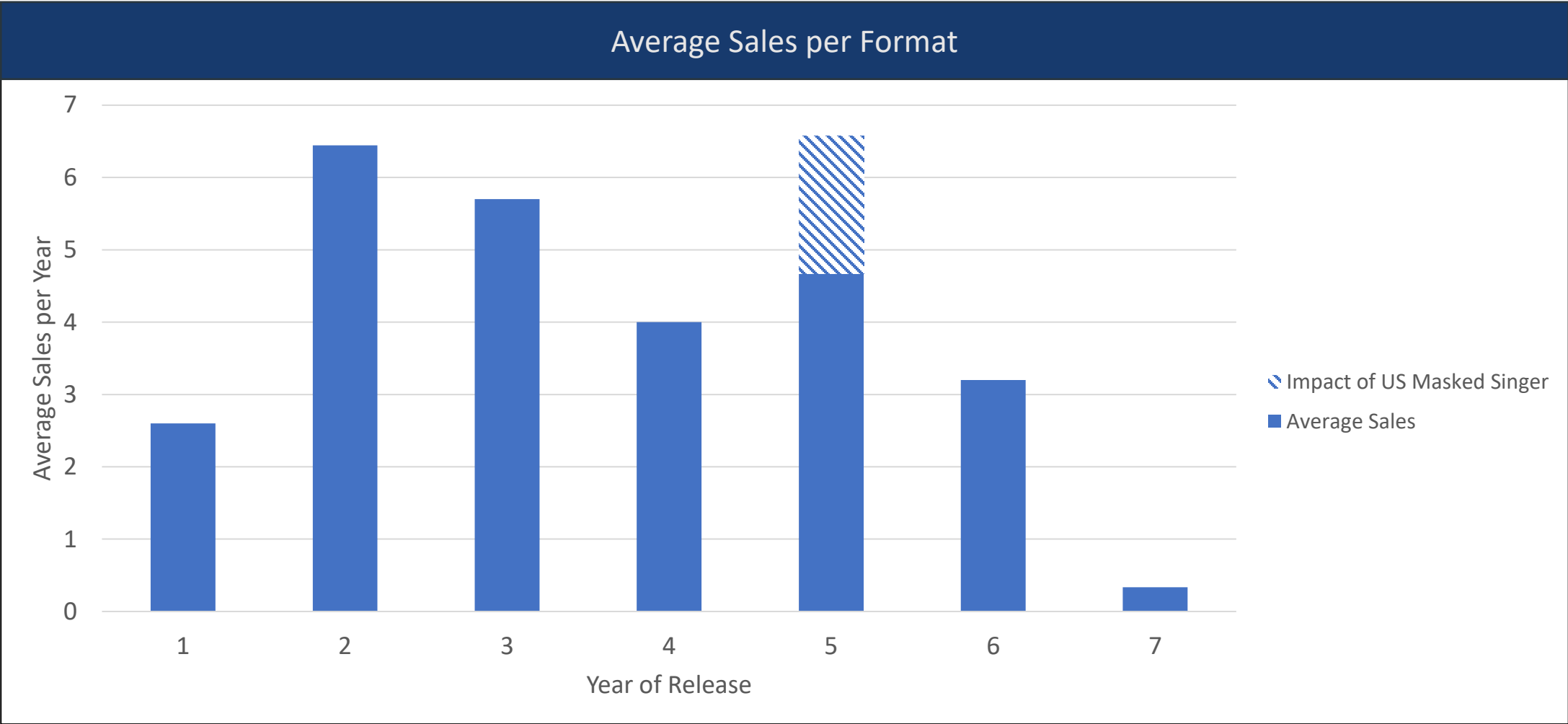
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Key Findings



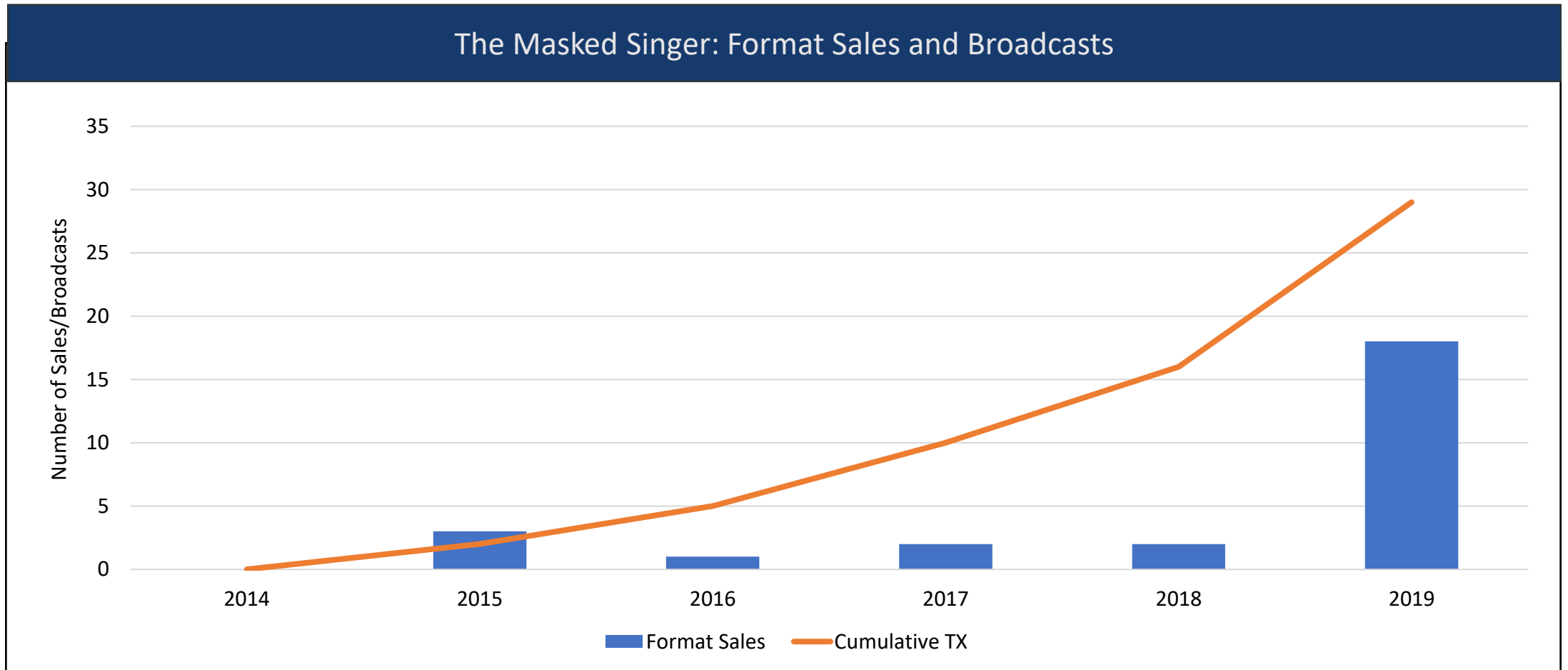
Average sales peak in year two





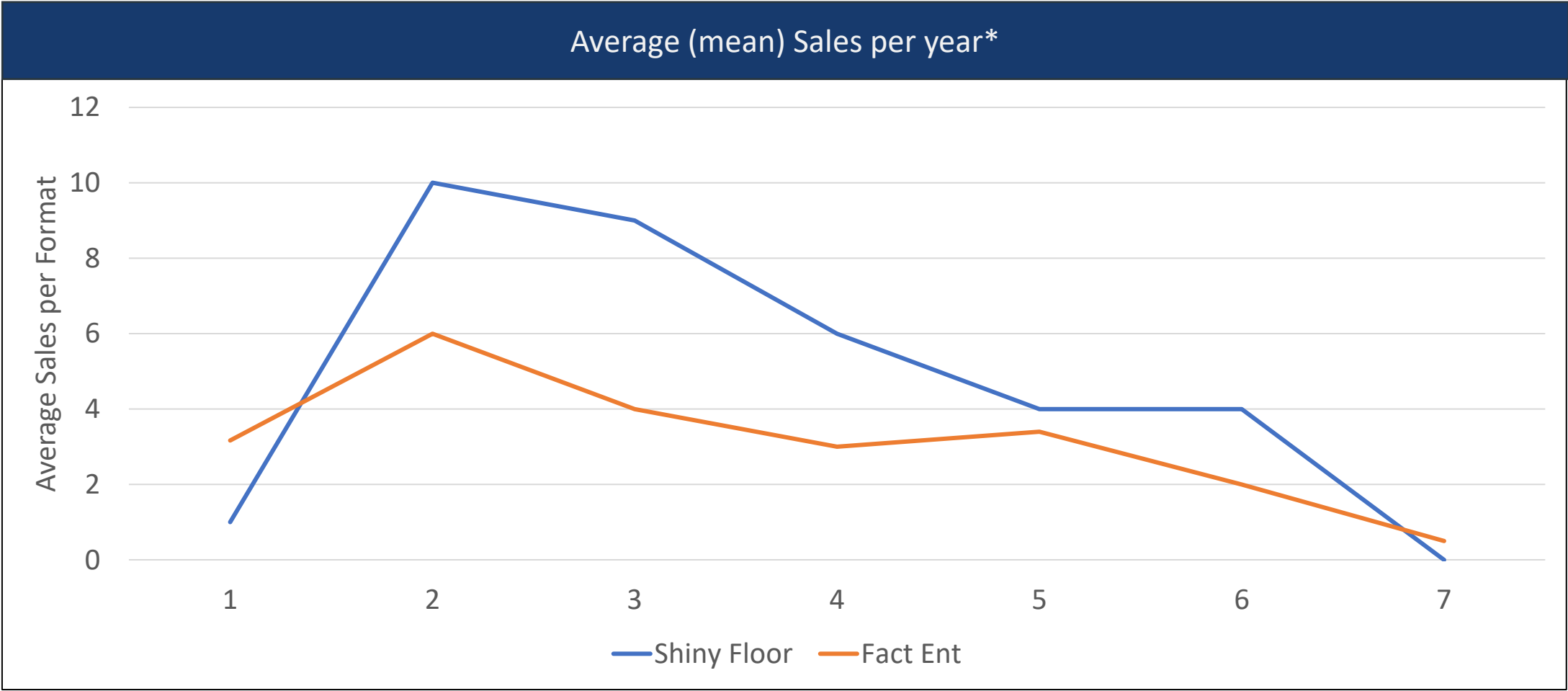
A word to the masked singer

The Masked Singer: Format Sales and Broadcasts



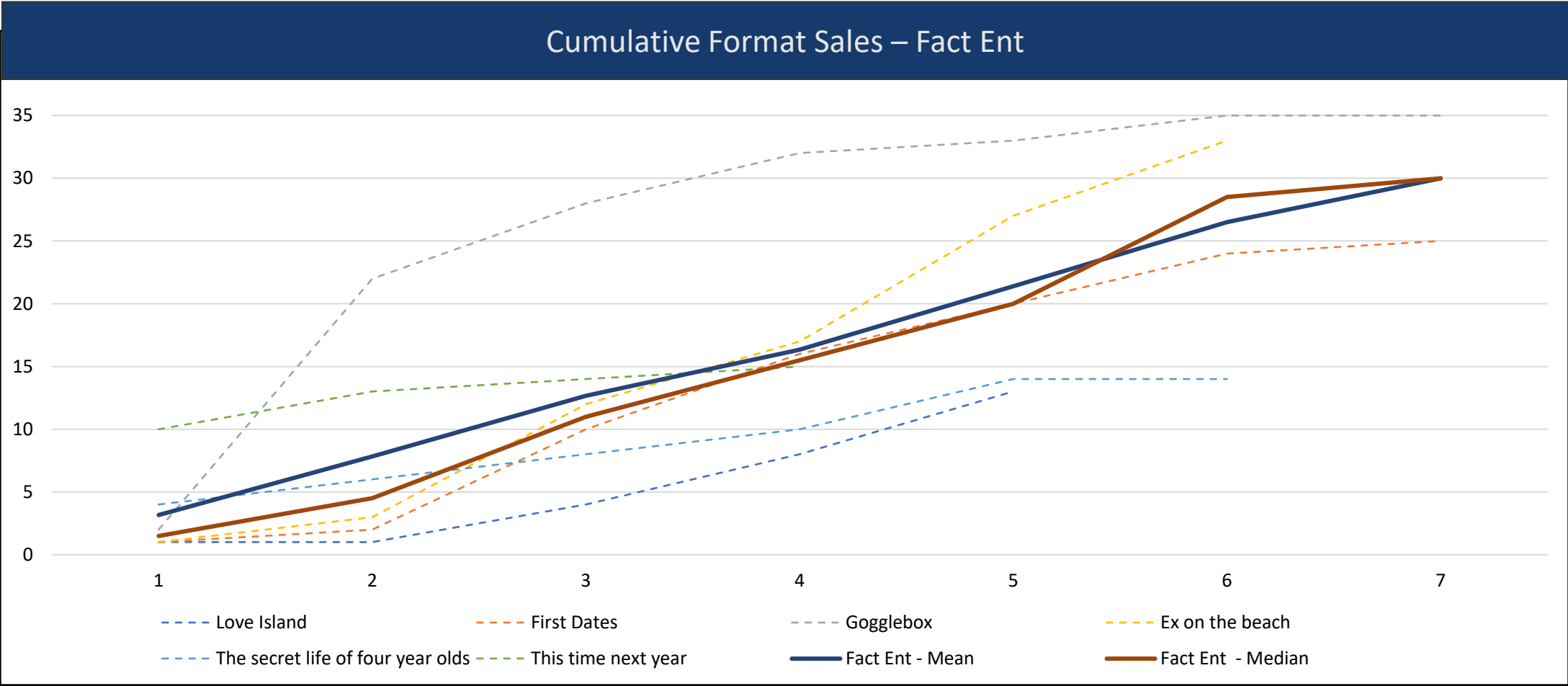


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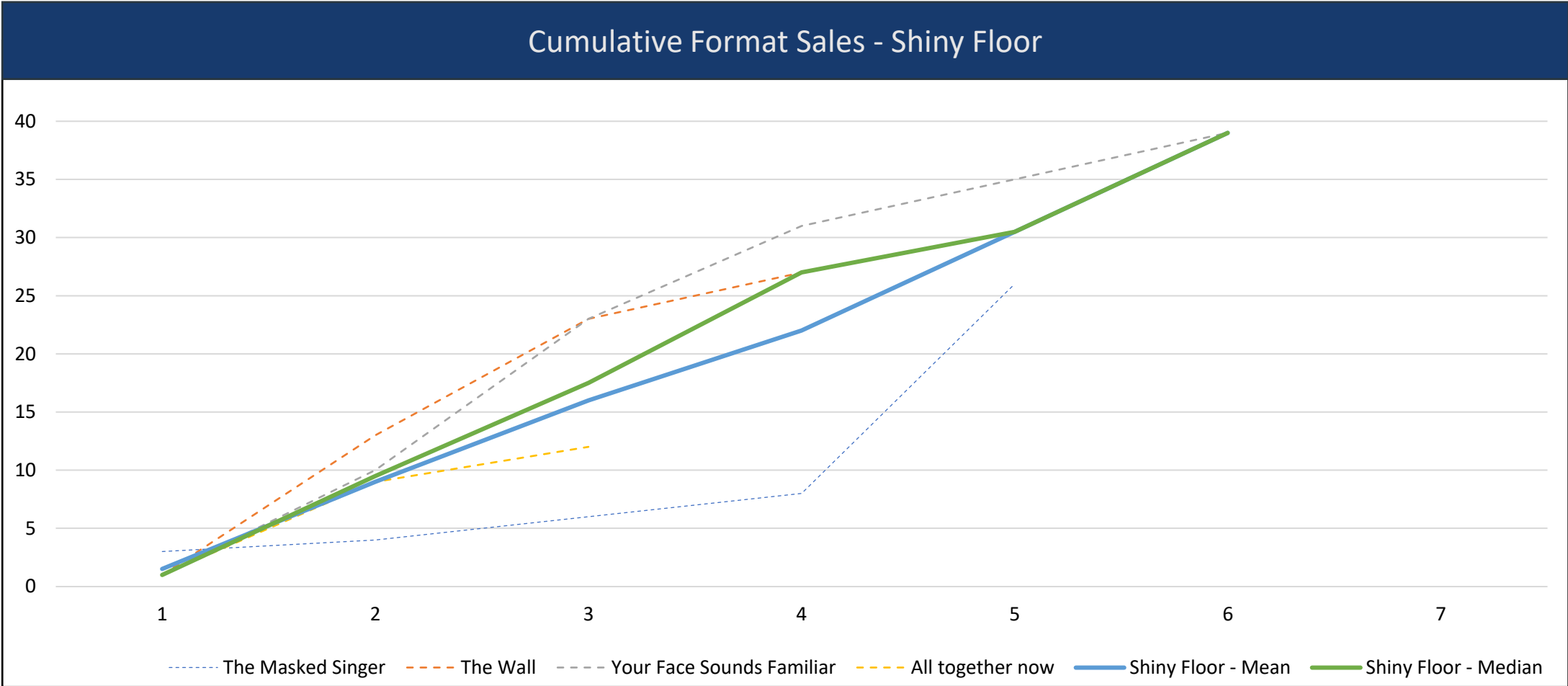


Average sales peak in year two



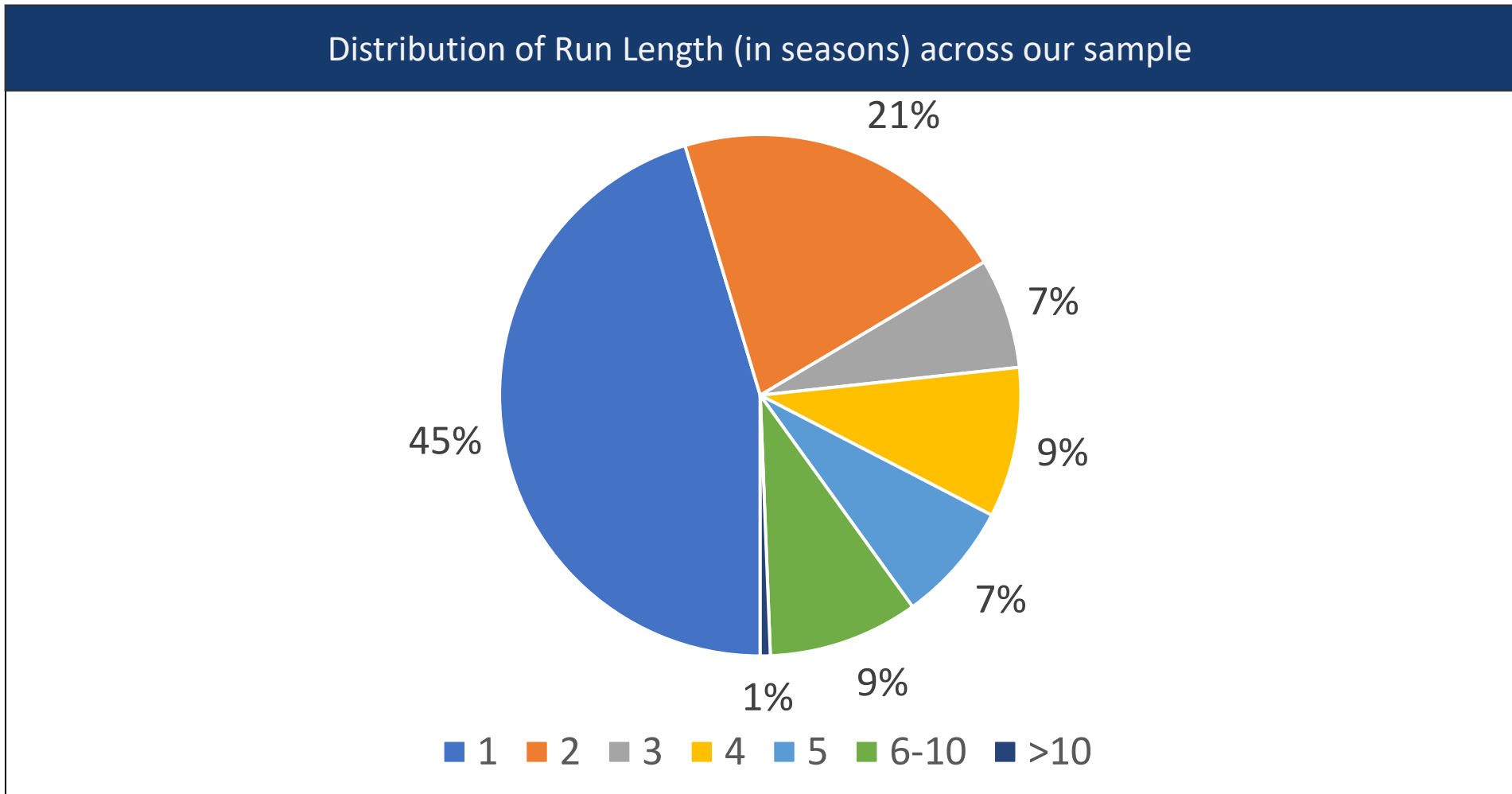


Average sales peak in year two





Formats have a tough time getting past their first year





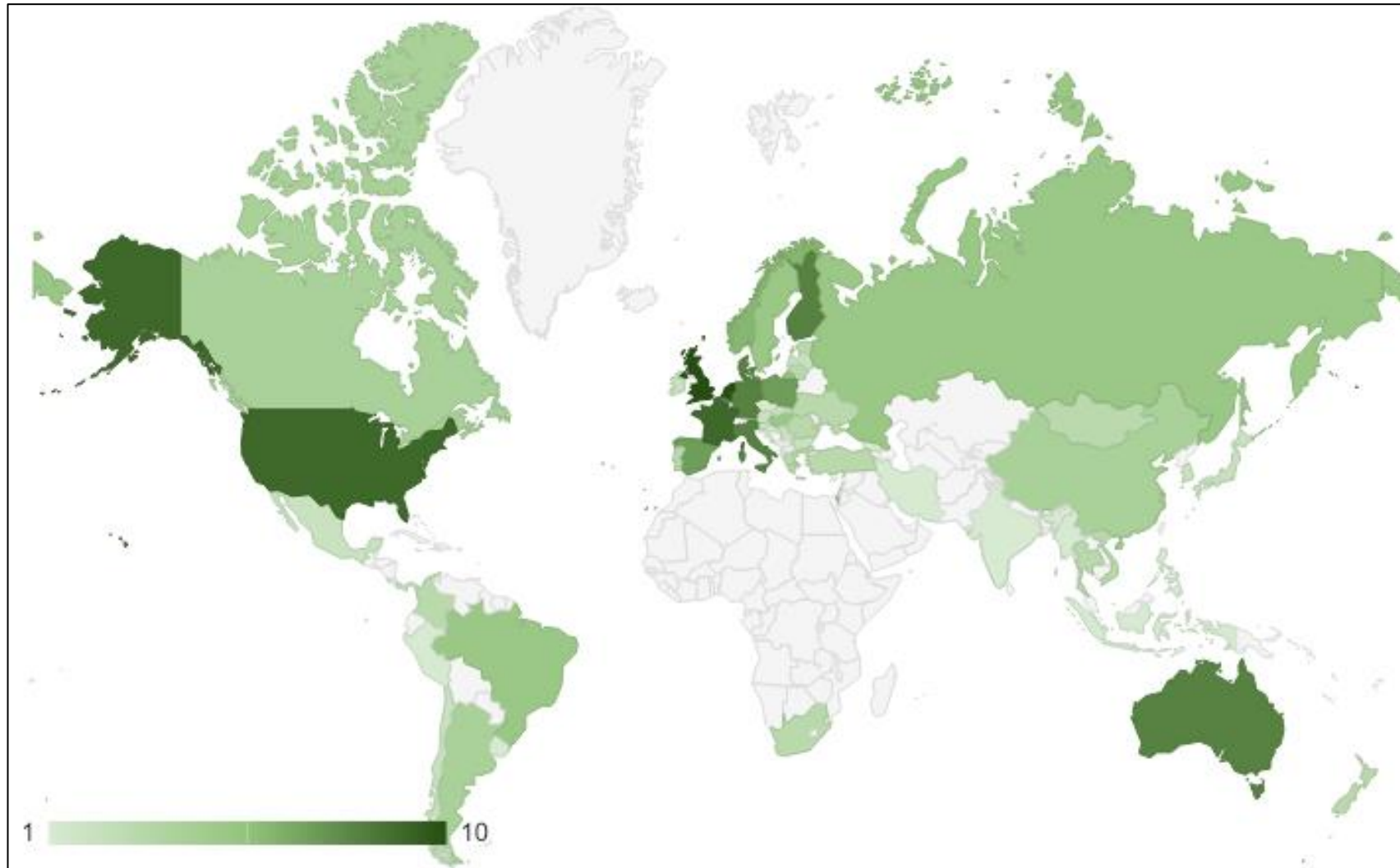
Old vs New Market Adaptions

Market	No. of Shows
Canada	10
United Kingdom	10
United States	10
Belgium	9
France	9
Germany	9
Italy	9
Poland	9
Russia	9
Ukraine	9

Market	No. of Shows
The Netherlands	10
United Kingdom	10
France	9
USA	9
Australia	8
Belgium	8
Denmark	8
Finland	8
Germany	8
Italy	8

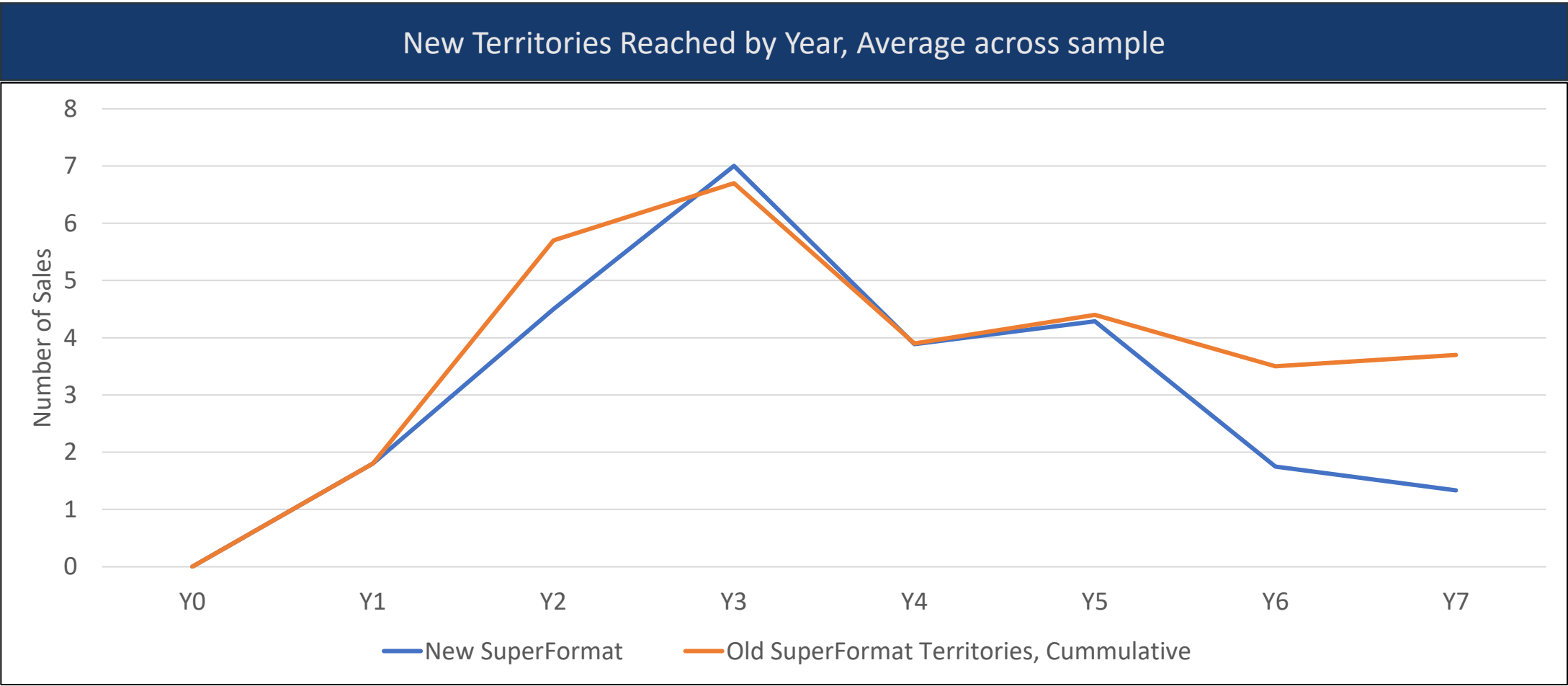


Western markets index highest



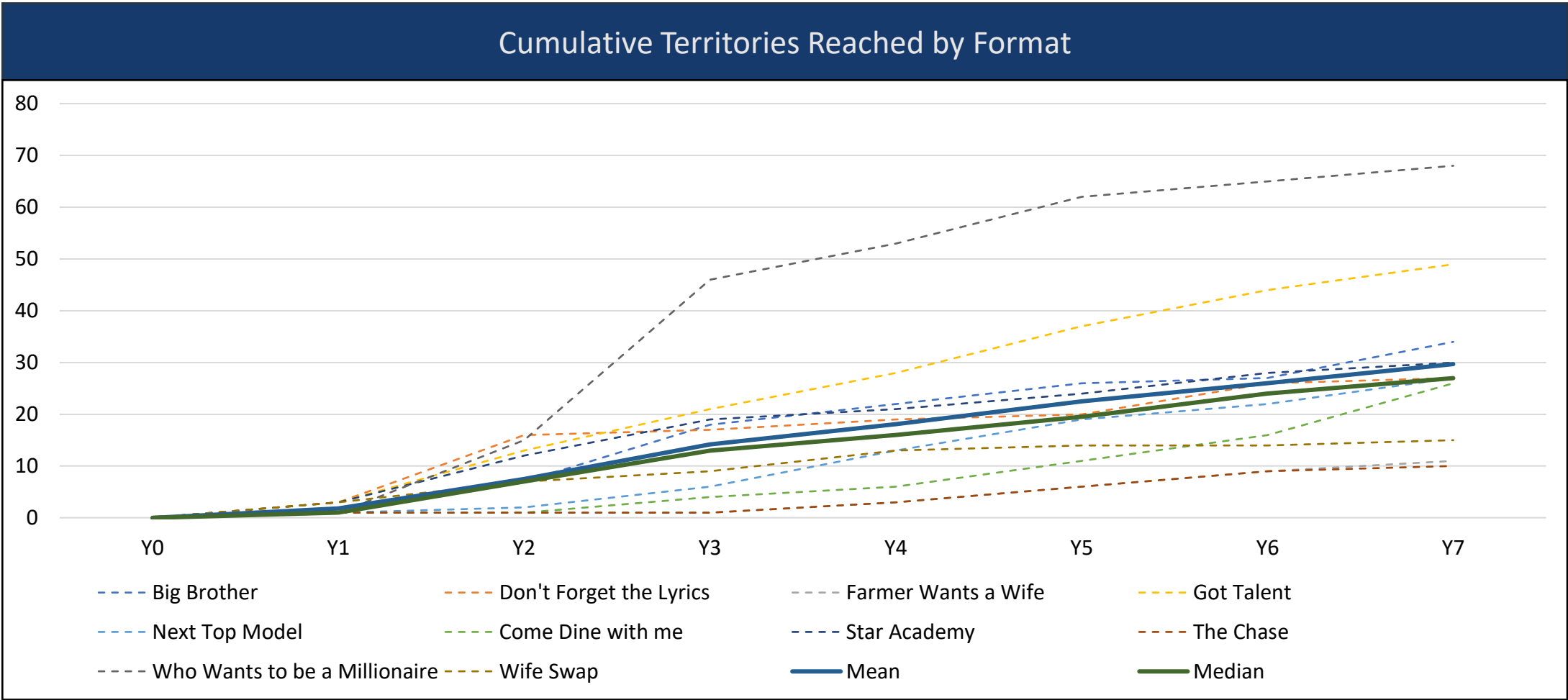


The formats of the past bear a striking similarity



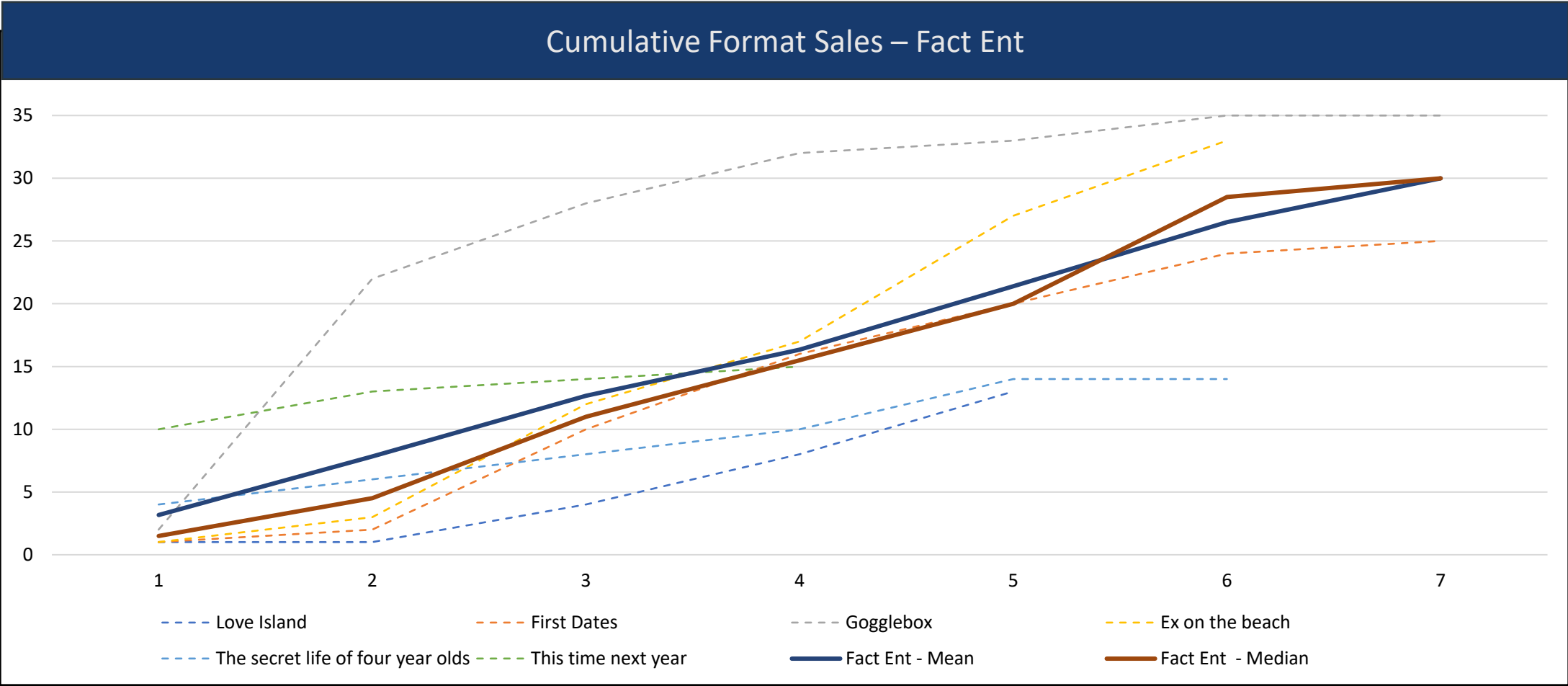


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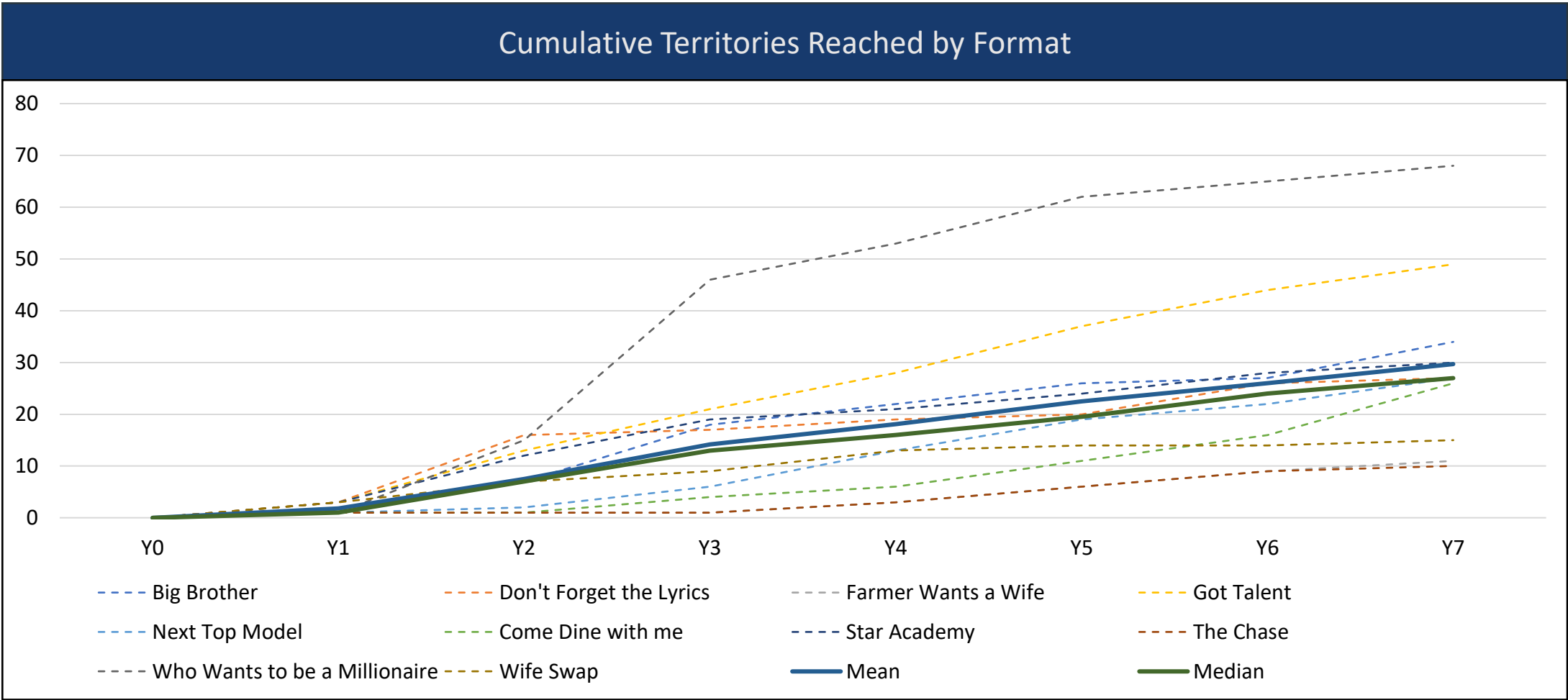


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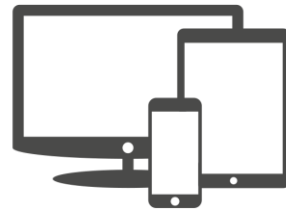


In summary



Modern SuperFormats experience a boost in sales in the second year since their first commission in their home territory.

Europe is the most prevalent market for SuperFormat adaptations, at least in terms of total sales.



Outside their home territories, however, it is not uncommon for these SuperFormats to struggle to find their target. Almost half (45%) of international adaptations of the SuperFormats in our sample failed to be renewed after the first season.



SuperFormats of the 2010s have a significant geographical footprint.

The ten formats in our sample have reached more than 65 territories to this date, for a cumulative 221 adaptations.

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Thanks for listening!

**Any questions, contact:
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