



Sherlock: The Abominable Bride © Hartwood Films 2015

Global Markets

Growing international reach



It has been a record year for revenue in our Global Markets business. Consisting predominantly of the non-English speaking world, Global Markets now generates 30% of BBC Worldwide’s total revenue.

Global Markets regions, reported as Western Europe and Rest of World – the latter consisting of CEMA (Central and Eastern Europe, Middle East and Africa), Asia and Latin America – have seen headline sales grow on prior year, and cumulatively delivered headline sales of £305.7m (2014/15: £276.3m). The sales growth was driven by strong content sales, the licensing of more UK formats than ever before and the continued roll-out of our new genre brands: BBC Brit, BBC Earth and BBC First.

Profit, down 18.0% to £26.4m (2014/15: £32.2m), has been depressed by investment in the new genre brands and the increased cost of content.

We reached new audiences by building and strengthening our channel brands and finding new homes for our content. We launched four new channel feeds and relaunched seven, including South Africa where all three brands were introduced, and Singapore, where BBC Earth became the most watched factual pay-TV channel in December and January, just two months after launching. Branded blocks were secured across OTT and free-to-air platforms including all three genre brands on Watchever in Germany, BBC Earth on TVN in Chile and BBC First on AXN Mystery in Japan. We worked with a wide range of new digital entrants, both local and global, while maintaining sales to traditional clients such as SVT in Sweden, where the premiere of *War and Peace* achieved an unprecedented 33.5% audience share. Elsewhere, we engaged fans beyond TV with the roll-out of a CBeebies app in Latin and Hispanic America, and the theatrical release of *Sherlock: The Abominable Bride*, which topped box offices from Russia and South Korea to Hong Kong and China.

To capitalise on demand for local versions of our shows we strengthened our production and formats businesses. Our French production base achieved another successful year with five shows featuring in primetime including new commissions *Atelier Deco (Fill Your House for Free)* and *Hypnose, Le Grand Jeu (You’re Back in the Room)*. Our Indian production business increased the number of shows on air including a Hindi version of *Tonight’s the Night* for Star Plus and daily drama *Dil Ko... Aaj Phir Jeene Ki Tamanna Hai* for Doordashan National, the country’s leading public service channel.

We built our production footprint by setting up BBC Worldwide Productions Nordics in Denmark and signing an exclusive production agreement with Nordisk Film TV as well as purchasing a majority stake in Rapid Blue in South Africa. In Germany we invested further in Tower Productions, which produced a number of popular titles for the local market as well as co-developing original commission *One in a 1000* with German public service broadcaster ZDF. These initiatives will help us bring more world-class formats to local viewers, building on our current successes in this area. Series two of *Top Gear China* attracted over 300m views across digital platforms, local versions of *The Great Bake Off* proved popular in Brazil, South Africa and Romania, and Colombia’s RCN gave *Dancing with the Stars* a 55-episode maiden run.

Partnerships have also been significant. In India we joined forces with Sony Corporation subsidiary Multi Screen Media on the forthcoming channel Sony BBC Earth. In China, we have gone from strength to strength, cementing partnership status with major broadcast and digital networks, including working with Shanghai Media Group on the *Sherlock* theatrical release and forthcoming big screen event *Earth: One Amazing Day* (w/t) and the signing of a memorandum of understanding with Mango TV, the internet platform of Hunan broadcasting system. CCTV also became one of the international co-production partners (alongside BBC AMERICA and NDR Naturfilm) on natural history landmark *The Hunt* – one of many examples of international money contributing to the funding of premium British television.

As well as a new affiliate deal with beIN to launch CBeebies in the Middle East and North Africa, major affiliate renewals were also secured amid difficult market conditions. This gives us a more settled channels environment, allowing us to concentrate on growing reach and, in some markets, advertising sales and to target growth opportunities in digital in the year ahead.