



Dancing with the Stars © 2015 American Broadcasting Companies, Inc. All rights reserved



Life Below Zero © BBC Worldwide Ltd All rights reserved 2015

North America

Building global brands

Headline sales £m

2015/16	277.9
2014/15	299.9

Headline profit £m

2015/16	24.2
2014/15	32.9

Our largest business outside the UK, BBC Worldwide North America operates in a highly competitive media market. An unparalleled supply of British programming ensured ongoing success in content sales, co-productions and strategic partnerships. Our LA-based studios – BBC Worldwide Productions and Adjacent Productions – also remained strong, producing formats and originals.

2015/16 marked the first full year for BBC Worldwide North America without BBC AMERICA consolidated into its financial results, following the sale of a 49.9% stake to AMCN. Headline sales and profit fell from £299.9m to £277.9m and £32.9m to £24.2m, mainly due to reduced ownership in BBC AMERICA. However, once adjusting for the derecognition of BBC AMERICA, headline sales saw underlying growth of 5.6% helped by strong sales in SVOD, resulting in 5.5% underlying profit growth.

BBC AMERICA's success continued with increased awareness and viewer engagement. In a year in which two-thirds of US entertainment networks posted declines, BBC AMERICA recorded its best year ever in total viewers. *Doctor Who* S9, *Orphan Black* S3 and *Top Gear* S22 helped to

more than double the network's audience average.

Drama helped drive growth in the Adult 25-54 demographic with *Broadchurch* S2 and *Luther* S4, the latter delivering a 37% increase from series three. Out of 121 returning dramas in the USA, 16 recorded Adult 25-54 audience growth on prior series; three of these aired on BBC AMERICA.

Luther's Idris Elba earned Critics' Choice and Screen Actors Guild Awards, and Golden Globe® and NAACP Image Award nominations, and Tatiana Maslany received her first Emmy® nomination for *Orphan Black*.

BBC Worldwide Productions' hit show *Dancing with the Stars* continued to delight audiences with two new series for ABC, and retained its position as a Top 10 most watched entertainment programme, which it has held for the past decade. Meanwhile, Adjacent Productions' original series for National Geographic Channel, *Life Below Zero*, was the channel's number one programme for a third year.

PBS and BBC AMERICA deals underpinned the US co-production strategy, resulting in projects like *Big Blue Live* with PBS and *Thirteen* with BBC AMERICA.

We also signed *Vikings Unearthed* and *Undercover* in the year with these partners.

The *Doctor Who* brand continued to grow across North America in 2015/16. A significant deal was signed towards year-end granting Amazon exclusive US SVOD rights for the series, allowing us to maximise digital revenue and reach new audiences. In Canada, a new, exclusive multi-platform licensing agreement for *Doctor Who* was signed with Bell Media for its terrestrial channel Space and SVOD service, CraveTV™. These deals helped boost overall digital content sales, by over 60% year on year.

In the USA and Canada, cinema events for BBC intellectual property have become a new revenue driver, with *Sherlock: The Abominable Bride* selling over 190,000 tickets at the beginning of 2016.

BBC.com traffic grew by 7.4% – reaching almost 39m unique browsers each month. With a focus on immersive content and social audience development, the feature sections were the site's fastest growing areas, increasing 40.0% year-on-year to 7.2m unique browsers. Meanwhile, BBC Advertising welcomed a significant uplift in the second half of 2015/16, with 12.7% year-on-year growth, largely driven by features content, programmatic sales and video.

In the year ahead, we plan to evolve the strategy further and capitalise on technology advances with the launch of a new OTT SVOD service in the USA. The service will support our ambition to grow our content offering and reach audiences looking for British programmes, while complementing the programming on BBC AMERICA and with other partners.