



Orphan Black S4 – Tatiana Maslany at the 68th annual Primetime Emmy® Awards in 2016
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North America

Creating more consumer choice

Headline sales £m

2016/17	273.8
2015/16	277.9

Headline profit £m

2016/17	27.3
2015/16	24.2

BBC Worldwide North America capitalised on digital advances in the market and expanded consumer access to content, which resulted in the company's largest region outside the UK delivering a solid set of results.

Headline sales in sterling showed a small decline of 1.5% to £273.8m (2015/16: £277.9m), with profit up by 12.8% at £27.3m (2015/16: £24.2m). These results reflect lower sales due to the conclusion of Adjacent Productions' *Da Vinci's Demons*. At headline profit this is offset by an increase in profit from Branded Services.

This year, we announced and launched BritBox, a new SVOD service in partnership with ITV, and AMCN investing in a minority interest, which illustrates a strategic push to expand routes to market and take advantage of a growing audience appetite for quality British programming and niche SVOD offerings.

Cable channel BBC AMERICA continued to buck the trend in the domestic cable market with its 12th straight year of total viewer ratings growth into the 6pm-12am time slot, underpinned by solid performance in advertising and affiliate revenue. Series four of *Orphan Black* broke its own record for the largest time-shifted increases in US TV history, and lead actress Tatiana Maslany celebrated an Emmy® award win. The year saw the premieres of landmark natural history

series *The Hunt* and *Planet Earth II*, the latter being premiere-simulcast across three AMCN channels, which delivered around 2.8m viewers. The *Doctor Who* Christmas special and new original series *Dirk Gently* also supported the channel's success.

In Canada, the North America team partnered with Blue Ant Media to launch a new branded factual channel, BBC Earth. The channel made its debut with *Planet Earth II*, which saw the highest ratings of any Blue Ant Media channel in over six years.

Los Angeles-based studio BBC Worldwide Productions continued to produce the highly successful *Dancing with the Stars*, which drew over 12m viewers throughout series 23, while unscripted series *Life Below Zero*, produced by our studio Adjacent Productions for National Geographic Channel, celebrated its 100th episode. *The Night Of*, a reformatted version of BBC scripted series *Criminal Justice*, garnered strong ratings – audience figures tripling from premiere to finale – critical acclaim, and Golden Globe® and BAFTA award nominations.

Sales and co-production partnerships continued to deliver solid revenue, with major SVOD deals exceeding linear deals for the third year running, including a significant multi-title deal with Netflix. The year also saw the renewal of a successful co-production agreement

with PBS and a series four premiere of *Sherlock* with long-time scripted partner Masterpiece. New co-production deals include mini-series *The Collection* with Amazon, special documentary *David Bowie: The Last Five Years* with HBO, and series two of *Lovesick (Scrotal Recall)* with Netflix.

BBC.com traffic saw a spike during the US presidential election, delivering almost 60m unique browsers and over 200m page views, making it the most consumed ongoing story of the year. Although there was a softening in the wider advertising sales market for channels over the year, BBC Advertising saw an uplift in activity towards the end of the period, with growth up 10.0% overall.

Elsewhere, the business continued to look for imaginative ways to exploit its brands and IP, including a co-branded advertising deal to place 4K UHD *Planet Earth II* footage on Samsung devices at Best Buy retail locations nationwide, new lines of *Doctor Who* apparel with long-time partner Hot Topic, and preparation for the launch of *Hey Duggee*-themed toys in the US and Canada with licensee Jazwares.

Over the coming year, the business will evolve its approach to take advantage of advances in technology, as the market moves to give greater consumer choice in quality content. We are actively planning how to stay ahead of changes in viewer behaviour to meet demand and deliver the greatest value back to the BBC.

Best of British

Launched on 7 March 2017, BritBox is home to the most comprehensive collection of British television available in the US, across all genres. This includes an extensive slate of new dramas, timeless comedies, lifestyle, and soaps the day after they air in the UK, and the largest digital catalogue of Classic *Doctor Who* in the US. In the weeks since launch, the service has had an encouraging start and steady growth.

 www.bbcworldwide.com/celebratingsuccess

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