



# United Kingdom

Extending fans' enjoyment

## Headline sales £m

2016/17	381.3
2015/16	379.3

## Headline profit £m

2016/17	66.6
2015/16	62.4

**In the UK, BBC Worldwide enables audiences to enjoy their favourite BBC programmes and brands outside the licence fee-funded window on alternative platforms, through a range of partnerships, and in multiple formats, from products and magazines to events and experiences.**

The UK business delivered headline sales of £381.3m (2015/16: £379.3m) and headline profit of £66.6m (2015/16: £62.4m), with the latter increasing by 6.7% year on year. Prior year sales and profit had enjoyed a one-off benefit from the sale of a music catalogue to BMG. The result reflects the success of a strategy which is focused on growing sales and profit in rapidly shifting markets.

UKTV, our joint venture with Scripps Networks Interactive, Inc., saw share of commercial impacts grow to 9.85% in 2016 (2015: 9.31%). BBC titles including *Death In Paradise* and *New Tricks*, together with strong original programming, helped to drive these significant gains. Overall revenue was up 8.0%. As a result, our share of headline sales was £174.5m (2015/16: £164.7m) with share of profit up by 13.6% at £46.0m (2015/16: £40.5m).

Our UK DVD business declined by only a single digit percentage at a headline profit level against a market downturn of 18.3%. Best-selling titles included *Planet Earth II*, *The Best Of Strictly* and *Joe Wicks: The Body Coach Workout*.

Our Content Sales business, which is underpinned by our relationship with UKTV, but also trades across SVOD and other linear platforms including in Ireland, had a strong year with revenue up 18.8%, buoyed by the continuing growth of digital services.



Joe Wicks: *The Body Coach Workout*

We continued to offer a number of brand extensions and experiences, often through licensed partnerships to other operators. The year saw the addition of new rides to CBeebies Land at Alton Towers, and the construction of a family hotel to open in the summer of 2017 with CBeebies themed rooms. The ever popular *Strictly Live* tour celebrated its 10<sup>th</sup> year, and *Countryfile Live* will return in August 2017 at Blenheim Palace, building on visitor numbers of 125,000 in 2016.

BBC Good Food Magazine increased its share of a declining market from 51% to 52% and an 18% increase in revenue for [bbcgoodfood.com](http://bbcgoodfood.com) meant that overall revenues across the brand were up 3%. Our publishing partner, Immediate Media Group, was acquired by publisher Hubert Burda with our relationships continuing as before.

Shortly after year-end we took the decision to close UK DTO service BBC Store. Levels of demand were not strong enough to underpin a sustainable business over the long term. Our content nonetheless remains widely available and very popular on DVD and digital download and across a range of other platforms in the UK.

Our strategy in the UK is to continue extending fans' enjoyment of the BBC shows they love, through owned and licensed enterprises and securing the best value we can for BBC content by focusing on our margin.