**Broadcast Indies Survey**

PLEASE COMPLETE AND RETURN BY **FRIDAY 7 FEBRUARY**

to [robin.parker@broadcastnow.co.uk](mailto:robin.parker@broadcastnow.co.uk)

**To be included in the survey you need to be a UK company that has had at least one piece of original UK-commissioned programming broadcast on a UK television channel in 2013 *and* we need your turnover.**

1. Company name:
2. Company headquarters plus location of all offices/subsidiaries:
3. Please state if you are part- or wholly-owned by a larger company (including international studios) stating how much they own:
4. Name of person who completes questionnaire, plus contact details:
5. What was your global turnover for 2013? - or your most recent financial year, stating when that year ended. (If you did not complete last year’s survey, please offer the previous year’s figure if possible for comparison purposes.)
6. What was your turnover from UK commissions for 2013?
7. What was your pre-tax profit in 2013?
8. What were your five biggest commissions to air in 2013?
9. How many hours of your programming (excluding repeats) were broadcast in the UK in 2013?
10. How many hours of each of these genres does this represent?

Entertainment Hours:

Factual Hours:

Specialist Factual Hours:

Popular Factual Hours:

Factual Entertainment Hours:

Sport Hours:

Children/education Hours:

Current Affairs Hours:

Drama Hours:

Comedy Hours:

Daytime Hours:

1. How many full-time staff do you employ?
2. Did you open any new offices in 2013 - and if so, where?
3. How much revenue did digital properties contribute to your business this year?

What was the split:

VoD sales  
Original VoD  
Apps

Online games

Other (please specify)

1. Have you developed any new revenue-generating digital propositions – and in what areas?
2. Did you make any 3D shows that aired in 2013? If so, how many hours?
3. Were you commissioned to produce original non-linear content for other third-parties in 2013? (Please state whom and give hours where possible)

**REVENUES**

1. Did you produce any advertiser-funded programming in 2013? If so, how many hours?
2. How much additional revenue did you generate from product placement in 2013?
3. Did your programming budgets decrease in 2013 - and if so, by how much?

1-10%

10-20%

20-50%

50%+

**POST PRODUCTION**

1. Do you do any of the following in-house?

Offline editing

Online editing

Audio

Grading

VFX

21. Do you plan to invest in in-house post-production in future?

🞏 Yes 🞏 No

**INTERNATIONAL**

1. What was your split of original commissions between UK and international broadcasters in 2013? Please break down individual territories.
2. Did you sell formats internationally in 2013? Please list the formats and territories. How much of your turnover (in £) does that represent?
3. Did you sell finished programmes internationally in 2013?

If yes, how much of your output (in hours) was picked up internationally and in which territories? And how much of your turnover (in £) does that represent?

1. Have you adapted any international formats for the UK market in the past year? Please give details:
2. How are you managing your international sales?

Manage our own sales

Through a distributor or distributors (please state which one):  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Through a broadcaster (please state which one):  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you have an international office – and if so, where? If not, do you have plans to open one?
2. Do you have a US agent?
3. Which markets, outside the US, do you hope to break into?

**THE FUTURE**

**The following questions are strictly confidential and no specific names of Indies will be published relating to them.**

1. What's your biggest concern regarding the future of your company and why?
2. Are you happy with the diversity of your company?

🞏 Yes 🞏 No

1. What steps have you taken to improve the diversity of your company?
2. What else could the industry do to support producers on this issue?
3. Do the terms of trade need to be amended? Please explain your answer

🞏 Yes 🞏 No

1. Should the BBC licence fee be shared with other public service broadcasters or organisations?

🞏 Yes 🞏 No

1. Do you expect BBC indie quotas to change?

🞏 Yes 🞏 No

37. Which is the best broadcaster to deal with overall and why?

38. Thinking specifically of non-linear or multiplatform projects, which is the best broadcaster to deal with and why?

39. Which is the most difficult broadcaster to deal with and why?

40. Thinking specifically of non-linear or multiplatform projects, which is the worst broadcaster to deal with and why?

41. Which rival Indies do you most respect and why? Please rank your top three choices in order of most respected, and give a reason.

42. Who are your three favourite commissioners to deal with and why?

43. Who are your three least favourite commissioners to deal with and why? (We repeat – *this is strictly confidential*)

44. Do you agree with these statements?

|  |  |  |
| --- | --- | --- |
|  | Agree | Disagree |
| We ended the year more confident about the future of the indie sector than we felt a year ago | 🞏 | 🞏 |
| 2013 was a less successful year for us than 2012 | 🞏 | 🞏 |

45. Do you agree with these statements?

|  |  |  |
| --- | --- | --- |
|  | Agree | Disagree |
| We will look to raise external finance | 🞏 | 🞏 |
| Being bought or merging within the next five years is the only way we will survive | 🞏 | 🞏 |