

Broadcast Indie Survey 2025

We would like you to take part in Broadcast's 2025 Indie Survey. Here is your opportunity to tell us about your business, and your thoughts on broadcasters, commissioning and the industry as a whole.

To qualify, you need to be a UK company and to have had at least one piece of original commissioned programming broadcast in the UK or around the world in 2024.

The minimum we need you to complete is the opening section on turnover and programming and questions marked with a *, but it will help us to shape our analysis of the production sector to have your thoughts on other areas of the industry. All qualitative answers will be dealt with confidentially.

All results will be used for statistical analysis only, and your data will not be used for marketing purposes or sold to any third parties.

Deadline for submissions Friday 31 January 2025

* 1. Company name

* 2. Please enter your contact details. All answers submitted will be treated as anonymous

Full name	<input type="text"/>
Job title	<input type="text"/>
Company	<input type="text"/>
Email address	<input type="text"/>
Phone number	<input type="text"/>

Broadcast Indie Survey 2025

Your company

* 3. Does your company

- Have a parent company with more than a 50% stake
- Have an investor with a minority stake investment of 25-50%
- Have an investor with minority stake investment up to 24%
- Or is it fully independent

* 4. If you do have outside investment, please give details of which company is backing you:

* 5. If you have outside investment what size is their stake, in percentage terms?
If you don't have outside investment please put 0.

* 6. Your 2024 global turnover (in £m):

Please enter the amount in millions to two decimal places, such as 10.51 or 250.02, without the £ sign or 'm' (e.g., not £250.02m).

7. If your financial year does not run Jan-December, please state when your most recent financial year ended. Please indicate if your reporting period has changed between last year and the year before and offer a figure for previous comparable period.

* 8. If you did not complete last year's survey, please give your turnover for 2023, if possible, for comparison purposes.

Please enter the amount in millions to two decimal places, such as 10.51 or 250.02, without the £ sign or 'm' (e.g., not £250.02m).

* 9. Figure for your 2024 turnover from UK commissions (not including distribution fees):

Please enter the amount in millions to two decimal places, such as 10.51 or 250.02, without the £ sign or 'm' (e.g., not £250.02m).

* 10. Figure for your 2023 turnover from UK commissions (including distribution fees):

Please enter the amount in millions to two decimal places, such as 10.51 or 250.02, without the £ sign or 'm' (e.g., not £250.02m).

* 11. Your biggest first-run UK commissions to air in 2024 (please detail volume and duration of episodes, as well as the commissioning broadcasters, listing up to 5. e.g. "1) My Nice House, 4X60, BBC, 2) My Neighbour's Nice House, 4x60, ITV" etc)

1.
2.
3.
4.
5.

* 12. Hours of programming (excluding repeats) broadcast in 2024

In the UK

Outside UK

* 13. No. of full-time, permanent staff:

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Market Conditions

* 14. How would you characterise 2024 as a trading year for your company?

* 15. How did 2024 compare to 2023?

- Much better Better Broadly the same Worse Much worse

Please expand:

* 16. Did your programming budgets increase or decrease in 2024?

- Increased Decreased Stayed the same

17. If your programming budgets **increased** in 2024, how much was that by?

- 0%
 1-10%
 11-25%
 26-50%
 More than 50%

18. If your programming budgets **decreased** in 2024, how much was that by?

- 0%
 1-10%
 11-25%
 26-50%
 More than 50%

19. What proportion of your commissions in 2024 were fully funded by the commissioner?

- 0% Up to 25% Up to 50% Up to 75% 100%

20. Has the need to secure third-party funding for commissions increased in the past year?

- Significantly Somewhat No change
 It has fallen

Please explain

21. Have you **secured** funding from non-traditional sources (i.e. not a broadcaster, streamer, distributor or tax breaks) in the past year?

- Yes
 No

If yes, what were the sources (e.g. Private equity):

22. Have you **explored** funding from non-traditional sources (i.e. not a broadcaster, streamer, distributor or tax breaks) in the past year?

- Yes
 No

If yes, what were the sources (e.g. Private equity):

23. To what extent have **broadcasters** changed their buying priorities in the last two years?

- Massively To a significant extent Not much
 Not at all

Please expand:

24. To what extent have **streamers** changed their buying priorities in the last two years?

- Massively To a significant extent Not much
 Not at all

Please expand:

25. The consensus has been that it has been a tough couple of years in the market, has your content strategy changed in response to this?

Yes significantly

Yes slightly

No

Please expand:

26. Are you looking to produce content aside from conventional TV (e.g., podcast, commercial, etc) or have you started doing so in the past year?

Yes

No

Please expand:

* 27. Which of these is your biggest concern regarding the future of your company?

Falling margins

Fragmenting audiences

Size and scale of competition

Commissioning slowdown

UK economy

Other (please expand)

Returning commissions

Please explain:

* 28. How confident are you about the health of your business in the **short term**?

Very confident

Somewhat confident

Not sure

Not very confident

Very worried

Please expand:

* 29. How confident are you about the health of your business in the **medium/long term**?

Very confident

Somewhat confident

Not sure

Not very confident

Very worried

Please expand:

* 30. How big a problem has the rise in the cost of production (inflation) presented for your company this year?

- Not a problem at all
- A small problem
- A moderate problem
- A huge problem

Please expand

31. Have you noticed a rebound in spending levels in the market during 2024?

- Yes significantly
- Yes slightly
- Spending has been flat
- Spending levels have fallen

32. What are your expectations of market conditions in 2025?

- It will be extremely tough
- It will be quite tough
- It will be flat
- It will be a better year
- It will be a significantly better year

33. Did you make any redundancies in 2024?

- Yes
- No

Please explain

* 34. How has the number of freelancers you have employed in 2024 changed compared to 2023?

- Many more
- Slightly more
- The same
- Slightly fewer
- Significantly fewer

Please expand:

* 35. How would you characterise the relationship between the indie sector and **freelancers** this year?

- Very good
- Good
- Neutral
- Poor
- Very poor

Please expand:

* 36. How would you characterise the relationship between the indie sector and **broadcasters** this year?

- Very good Good Neutral Poor Very poor

Please expand:

37. What would be your one key message to the commissioning community?

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Market activity

* 38. How do you predict the number of indies will change in the next two to three years?

- There will be more
 There will be around the same number
 There will be fewer

Please expand

39. Do you expect to see a significant amount of M&A activity in the indie sector in the next 12 months?

- Yes
 No

Please explain

40. Do you expect to seek investment in/a sale of/ a new commercial partnership for your company in the next 12 months?

- Yes
 No

Please explain

41. How concerned are you by the proposal to allow Channel 4 to move to in-house production?

- Not at all concerned Slightly concerned Moderately concerned Very concerned

Please explain

42. Do you believe there has been an increased appetite to order bought-in formats among commissioners in the past year compared to previously?

- No - our commissioning editors are not interested in bought-in formats
- There is an appetite but it has not increased
- Yes, there is more of an appetite than there was previously

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International business

* 43. What percentage of your 2024 turnover came from **finished tape sales**?

* 44. Please provide up to three examples of your **finished tape sales from 2024**:

Example 1

Example 2

Example 3

* 45. What percentage of your 2024 turnover came from **format sales**?

* 46. Please provide up to three examples of your **format sales from 2024**:

Example 1

Example 2

Example 3

* 47. What percentage of your 2024 turnover came from **non-UK commissions**?

* 48. Please provide up to three examples of your **non-UK commissions from 2024**:

Example 1

Example 2

Example 3

* 49. How important is winning international commissions to your business?

- Very
- Somewhat
- Somewhat unimportant
- Not important at all

Feel free to elaborate

50. Please list your key non-UK **shows** (if applicable), and their country of origin:

1.

2.

3.

4.

5.

51. Please list your key non-UK target **markets** for the next year (if applicable)

1.

2.

3.

4.

5.

* 52. How much of your total output is co-produced with an international partner?

- None Up to 25% Up to 50% Up to 75% More than 75%

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SVoD commissions

* 53. Did you win any original commissions from an SVoD service (such as Amazon, Netflix, Apple TV+, Disney+, HBO Max, Peacock or BritBox) in 2024?

- Yes
- No
- Other (please specify)

* 54. Are you in active conversations with these companies about future projects?

- Yes
- No

Please give details if possible

55. How important are global streaming services to your business?

- Extremely important
- Important
- Somewhat important
- Not very important

Please explain

56. Has this changed since last year and if so, how?

* 57. Which of the following SVoD services do you expect to win the most business from in 2024? (Please pick a maximum of two)

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Netflix | <input type="checkbox"/> HBO Max |
| <input type="checkbox"/> Amazon | <input type="checkbox"/> Lionsgate+ |
| <input type="checkbox"/> Disney+ | <input type="checkbox"/> None |
| <input type="checkbox"/> Apple TV+ | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Peacock | |
| <input type="checkbox"/> Other (please specify) | |

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Nations and regions

* 58. Is your company headquartered in London?

- Yes
- No

59. If your headquarters are outside of London, in which town/city and region are you based?

60. If you are headquartered in London, do you have an out-of-London office?

- Yes
- No
- Plan to launch

If yes, where is it/are they based?

* 61. What percentage of your commissions in 2024 qualified as nations and regions productions?

- None
- 1-10%
- 11-25%
- 26-50%
- More than 50%

* 62. Do you expect the volume of your qualifying out-of-London commissions to go up in the next two years?

- Yes
- No

Please explain

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Diversity

Please note: these questions are anonymous and apply to the industry as a whole and will not be taken as a reflection of your own company.

63. How much meaningful progress do you think TV has made in diversity **off-screen** in 2024:

- Great strides
- Some progress
- A little progress
- No progress
- Got worse

Please give details, including examples from your own company if you wish

64. How much meaningful progress do you think TV has made in diversity **on-screen** in 2024:

- Great strides
- Some progress
- A little progress
- No progress
- Got worse

Please give details, including examples from your own company if you wish

65. When it comes to **disability**, how much meaningful progress do you think has been made towards making TV an accessible and inclusion place to work?

- Great strides
- Some progress
- A little progress
- None
- Got slightly worse
- Got significantly worse

Please explain

66. When it comes to **ethnic diversity**, how much meaningful progress do you think has been made towards making TV an accessible and inclusive place to work?

- Great strides
- Some progress
- A little progress
- None
- Got slightly worse
- Got significantly worse

Please explain

67. When it comes to **social class**, how much meaningful progress do you think has been made towards making TV an accessible and inclusive place to work?

- Great strides
- Some progress
- A little progress
- None
- Got slightly worse
- Got significantly worse

Please explain

68. Is there an area of diversity **not previously listed** which you think is currently being overlooked by the industry (for example: gender, age, sexuality or another?)

69. Have you used AI in **development** in the past year?

Yes

No

Please expand

70. Have you used AI in **production** in the past year?

Yes

No

Please expand

71. What is your attitude to AI?

Already using it regularly

Keen to explore and use

Neutral

Unlikely to explore or use

Please explain:

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Peer poll

72. Peer Poll: Which are the top three rival production companies you most respect and why? Please state your **favourite first.**

1.

2.

3.

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Broadcasters and streamers

Please note all answers will be treated as anonymous

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

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

75. In your opinion, who is the **strongest** broadcaster at the moment - in terms of output, senior executives and strategy?

76. In your opinion, who is the **weakest** broadcaster at the moment - in terms of output, senior executives and strategy?

Broadcast Indie Survey 2025

Genres

* 77. What is currently the **strongest** genre of programming?

- | | |
|---|---|
| <input type="radio"/> Drama | <input type="radio"/> Entertainment |
| <input type="radio"/> Factual / documentary (high cost) | <input type="radio"/> Comedy (unscripted) |
| <input type="radio"/> Factual / documentary (low cost) | <input type="radio"/> Comedy (scripted) |
| <input type="radio"/> Factual entertainment | <input type="radio"/> Children's television |

Please explain why

* 78. What is currently the **weakest** genre of programming?

- | | |
|---|---|
| <input type="radio"/> Drama | <input type="radio"/> Entertainment |
| <input type="radio"/> Factual / documentary (high cost) | <input type="radio"/> Comedy (unscripted) |
| <input type="radio"/> Factual / documentary (low cost) | <input type="radio"/> Comedy (scripted) |
| <input type="radio"/> Factual entertainment | <input type="radio"/> Children's television |

Please explain why