

**We would like you to take part in Broadcast's 2026 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
2025.**

**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 Friday 30th January 2026

*** 1. Company name**

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

Full name

Job title

Company

Email address

Phone number

Your business

* 3. Does your company

- Have a parent company with more than a 50% stake
- Have an investor with a minority stake investment of 26-50%
- Have an investor with minority stake investment up to 25%
- 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 2025 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 2024, 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 2025 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 2025 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 2025 (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 2025

In the UK

Outside UK

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

Market conditions

* 14. How would you characterise 2025 as a trading year for your company?

* 15. How did 2025 compare to 2024?

Much better Better Broadly the same Worse Much worse

Please expand:

16. Did you make any redundancies in 2025?

Yes
 No

Please explain

* 17. How has the number of freelancers you have employed in 2025 changed compared to 2024?

Many more Slightly more The same Slightly fewer Significantly fewer

Please expand:

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

Very good Good Neutral Poor Very poor

Please expand:

* 19. Did your programming budgets increase or decrease in 2025?

Increased Decreased Stayed the same

20. If your programming budgets **increased** in 2025, how much was that by?

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

21. If your programming budgets **decreased** in 2025, how much was that by?

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

22. What proportion of your commissions in 2025 were fully funded by the commissioner?

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

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

- Significantly
- Somewhat
- No change
- It has fallen

Please explain

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

- Yes
- No
- No but we have explored the idea

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

25. **This question will be strictly anonymous and the results will not appear in or contribute to the main rankings.** In 2025, did your company:

- Make a loss
- Break even
- Make a small profit
- Make a reasonable profit
- Make a good profit

26. For your indie, in recent years, have you found that making a profit is:

- Harder than previously
- The same as previously
- Easier than before

27. Tell us about the factors influencing your company's ability to make a profit:

28. For a traditional **broadcaster** commission, would you generally expect to:

- Make a reasonable profit
- Make a tiny profit
- Break even at best
- Run at a small loss

Please expand:

29. For a **streaming** commission, would you generally expect to:

- Make a reasonable profit
- Make a tiny profit
- Break even at best
- Run at a small loss

Please expand:

30. To what extent are international sales/IP exploitation important to you in terms of profitability?

Absolutely crucial Very important Moderately important Not important

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

- Falling margins
- Difficulty securing returning commissions
- Size and scale of competition
- Fragmenting audiences
- UK economy
- Other (please expand)

Please explain:

1. **What is the primary purpose of the study?**

* 32. 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:

1. **What is the primary purpose of the study?**

* 33. 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:

34. What are your expectations of market conditions in 2026?

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

Broadcasters and development

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

Very good Good Neutral Poor Very poor

Please expand:

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

37. 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:

38. 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:

39. 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

40. In terms of the level of development that goes into an idea, do you believe you are having to work harder than you would have done previously to secure a commission?

- Yes
- No
- No, we're doing the same amount of work
- No, we're doing less

Please expand:

41. In recent months, many in the industry have expressed concern that indies are responding to market uncertainty by developing far more ideas than will ever be commissioned. Do you believe this to be the case?

- Yes
- No
- Don't know

Please expand:

42. How transparent do you believe commissioners are about the available opportunities for winning business with their broadcaster or streamer?

- Very
- Somewhat
- Not very

- Not at all

43. Do you believe it would be helpful if PSBs were to provide guidance around their expected spending priorities and commissioning opportunities for the upcoming 2 or 3 years, as suggested by Pact?

- Yes
- No
- Don't know

Please expand:

Content strategy

44. 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:

45. In the past year, have you produced content aside from traditional TV in the form of:

We haven't produced this kind of content Podcasts
 Content for YouTube Advertising
 Other video sharing platforms Other (please expand)

Please expand:

46. If you ticked "**We haven't produced this kind of content**" for Q45, do you envision doing so in the near future?

Yes
 No

Please expand:

47. If you are producing content for YouTube, is it:

Self-funded Broadcaster-funded
 Brand partner-funded
 Other (please specify):

48. Are you using YouTube to exploit existing traditional IP?

Yes No but we are planning to do so in the near future
 No

Please expand:

49. Are you or would you consider self-commissioning content specifically for YouTube?

- We already are
- We are actively planning to do so in the near future
- We might consider it at some point in the future
- No

Please tell us about your ambitions in this space, what you are doing and what you hope to achieve?

Market activity

* 50. 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

51. 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

52. 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

International business

* 53. What percentage of your 2025 turnover came from **finished tape sales**?

Please enter the amount as a number

* 54. Please provide up to three examples of your **finished tape sales from 2025**:

Example 1

Example 2

Example 3

* 55. What percentage of your 2025 turnover came from **format sales**?

Please enter the amount as a number

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

Example 1

Example 2

Example 3

* 57. What percentage of your 2025 turnover came from **non-UK commissions**?

Please enter the amount as a number

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

Example 1

Example 2

Example 3

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

Very Somewhat Somewhat unimportant Not important at all

Please feel free to elaborate:

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

1.
2.
3.
4.
5.

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

1.
2.
3.
4.
5.

* 62. 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%

SVoD commissions

* 63. Did you win any original commissions from an SVoD service (such as Amazon, Netflix, Apple TV+, Disney+, HBO Max, Peacock or BritBox) in 2025?

Yes
 No

If yes, please give details:

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

Yes
 No

Please give details if possible

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

Extremely important
 Important
 Somewhat important
 Not very important

Please explain

* 66. Which of the following SVoD services do you expect to win the most business from in 2025? (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)	

Nations and regions

* 67. Is your company headquartered in London?

- Yes
- No

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

69. 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?

* 70. What percentage of your commissions in 2025 qualified as nations and regions productions?

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

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

- Yes
- No

Please explain

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.

72. How much meaningful progress do you think TV has made in diversity **off-screen** in 2025:

<input type="radio"/> Great strides	<input type="radio"/> No progress
<input type="radio"/> Some progress	<input type="radio"/> Got worse
<input type="radio"/> A little progress	

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

73. How much meaningful progress do you think TV has made in diversity **on-screen** in 2025:

<input type="radio"/> Great strides	<input type="radio"/> No progress
<input type="radio"/> Some progress	<input type="radio"/> Got worse
<input type="radio"/> A little progress	

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

74. In which area(s) of diversity do you believe TV has **made the most progress** in the past couple of years? Please feel free to expand on your response.

75. In which area(s) of diversity do you believe TV has **made the least progress** in the past couple of years? Please feel free to expand on your response.

AI

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

- Yes
- No

Please expand:

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

- Yes
- No

Please expand:

78. What is your attitude to AI?

- Already using it regularly
- Keen to explore and use
- Neutral
- Unlikely to explore or use

Please explain:

79. Have you hired anyone particularly for their skills or expertise in AI in the past 12 months?

- Yes
- No

Please expand:

80. How has AI affected your staffing and freelancer levels?

- We've increased numbers to drive our exploitation of AI
- It hasn't
- We're hiring fewer people as a result of AI

Please expand:

81. How clear are you about what broadcasters do and don't allow in regards to the use of AI in production?

- Very clear
- Somewhat clear
- Not sure
- Totally in the dark

Please expand:

Peer poll

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

1.

2.

3.

83. Please explain your choices:

Broadcasters and streamers

Please note all answers will be treated as anonymous

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

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

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

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

Genres

* 88. 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

* 89. 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