



# UK screen industries

Creative Industries export guide

# UK Trade & Investment Accessing International Markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

## How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that can help doing business internationally as easy as doing business in the UK.

If you are a new or novice exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings over overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website, [www.ukti.gov.uk](http://www.ukti.gov.uk).

## Creative Industries toolkit

UKTI has developed an online marketing toolkit: [www.creative-industries.co.uk](http://www.creative-industries.co.uk). It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

*Hit the world running* <sup>UK</sup>

# Television overview

The UK television industry has an unrivalled international reputation for the quality, quantity, creativity and diversity of its programming.

Offering approximately 300 terrestrial, digital, satellite and cable TV channels, the UK produces thousands of hours of domestic content each year – much of which is exported overseas<sup>1</sup>.

The UK is second only to the USA as an exporter of programming hours. The estimated total revenue from the international sale of UK TV programmes and associated activities in 2009 was £1.3 billion, up 9 per cent on 2008. The US is the UK's largest export market for television, accounting for 36 per cent of total export revenue in 2009<sup>2</sup>.

The strength of the UK TV production sector is a key factor behind the growth in UK TV exports. It boasts over 1,500 successful and innovative independent TV production companies<sup>3</sup>, many of them specialising in different genres, who make programmes to be sold to the major broadcasters. They are supported by the world-class expertise of UK distributors.

Series such as *Spooks*, *Sherlock*, *Life on Mars*, *Doctor Who*, *Kitchen Nightmares* and *Midsomer Murders* have secured unprecedented success in the international arena, as have innovative formats such as *The X Factor*, *Who Wants to be a Millionaire?*, *Strictly Come Dancing*, *Dancing on Ice* and *Top Gear*.

The UK is the global leader in TV formats. Overall sales of UK TV formats rose by 25 per cent in 2009 to £119 million<sup>4</sup>. Comedy, crime and factual finished programming are other key areas of UK TV expertise.

The profits that such programmes generate are often boosted by highly successful ranges of spin-off products, such as DVDs, books and websites, which are enjoyed and accessed by people all over the world.

The UK television industry, which is known worldwide for its pioneering spirit, looks set to go from strength to strength, thanks to its embracing of the latest technology. The UK was the first country to launch digital TV services in 1998 and is the world's most advanced digital TV market, with all platforms being utilised and explored.



1 Ofcom

2 & 4 UK Television Exports Survey 2009

3 PACT

# Film overview

The UK film industry is a true international success story, renowned for its innovative ideas, creativity and skills.

The diversity and quality of UK films and industry talent resonate across borders, cultures and societies, winning respect, audiences and awards all over the world.

In 2009, the UK film share of global cinema takings was 7 per cent, or US\$2 billion<sup>1</sup>. Major UK-qualifying films included Harry Potter and the Half-Blood Prince, which enjoyed the biggest opening weekend in cinema history in 2009, taking £240 million at the global box office<sup>2</sup>.

The reach of UK talent goes further than British films, as UK actors, directors and writers work on films produced across the globe. Thirty of the top 200 global box-office successes in 2001-2009 were based on stories and characters created by UK writers; more than half of the top 200 films released worldwide since 2001 have featured UK actors in lead or prominent supporting roles; while 19 have had UK directors<sup>3</sup>.

The UK, one of the world's most desirable locations for shooting, provides a film-friendly environment for all productions, at both the pre- and post-production stage. The industry benefits from one of the most generous tax-relief systems in the world, and also enjoys logistical and financial support and services from the EU and public bodies.

As a result, the UK is an international leader in film production, with its 100-plus studios<sup>4</sup> excelling at everything from independent and blockbuster features to shorts, and from animation and drama to documentaries.

Recognised as being one of the few places in the world that have the skills, equipment and technologies required to produce major Hollywood movies, the UK is also regularly involved in successful co-productions, working in partnership and collaboration with counterparts around the globe.

The industry also has an extremely successful post-production sector, whose substantial and highly skilled workforce provides sound, graphics, music and the physical and visual effects for productions across the world.

UK film talent scooped 36 major awards in 2009, 17 per cent of the top awards presented<sup>5</sup>.



# Animation overview

Animation is one of the most rapidly expanding areas of creative endeavour and technical development in the UK. Consisting of a workforce that stretches across many of the sectors in the creative & media industries, it is dynamic, innovative and increasingly enjoys global recognition.

The UK has more than 300 animation companies, employing some 4,700 people nationwide<sup>1</sup>. There are distinct and highly successful centres of animation production excellence throughout the country, including Bristol, Cardiff, Dundee, London and Manchester, all of them possessing an abundance of highly qualified and nurtured talent.

Many of the UK's animation studios offer internationally renowned expertise in a wide range of specialisms.

The UK is particularly acclaimed for its pre-school storytelling and design animation, producing such hits as cut-out multimedia animation series *Charlie and Lola* and *Shaun the Sheep*.

The UK also has an international reputation for its expertise in short-film animation. Aardman Animations' *Wallace & Gromit* series, for example, has won a string of Oscars and is loved by millions of people around the world.

The UK, a powerhouse for creativity and technology in animation, is also a world leader in producing computer-generated (CG) animation for computer and video games, such as the groundbreaking *Tomb Raider*, as well as CG visual effects for feature films, such as *Avatar* and the *Harry Potter* series.



# International Business Specialist, Screen

UK Trade & Investment (UKTI) Sector Champion Christine Losecaat brings over 20 years' experience from the design and creative industries sector, helping it to internationalise and contribute to the prosperity of the UK.

Through her consultancy work for UKTI, Christine works alongside UK organisations and companies to help them develop their international business. She has been actively involved in creative initiatives in the USA, Japan, South Korea and China, where she has driven the formation of the China Design Task Force – a UK Government-supported initiative to help introduce Chinese businesses to British design expertise. She now chairs UK China Partners.

Christine works with the Creative Industries International Marketing Strategy Board and Design Partners, which aim to co-ordinate the activities of creative and design industry bodies and government organisations to help new and established exporters develop their overseas trade capability and to encourage inward investment. She also currently chairs the Television Export Group and is Innovation Champion for the Olympic Legacy Unit at UKTI, where she supports the development of the Olympic Business Legacy.

Christine brings broad experience of working across the creative sector. After starting her career in advertising she was instrumental in establishing BMG Entertainment's international audio visual marketing and distribution infrastructure and then went on to become an Emmy® Award-winning producer. She established her consultancy business 'Little Dipper' in 2001 and was named by the UK's journal, Design Week, as one of the UK's top 50 most influential people in design in 2009.



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# Skaramoosh Ltd – Over the moon

## Animation company takes delight in Singapore partnership

TV production company Skaramoosh, a specialist in animated children's programmes, is raising its international profile after forming a vital partnership in Singapore.

Skaramoosh, which has offices in London and a studio near Tunbridge Wells, Kent, is a cross-platform design and production agency that uses 2D and 3D motion graphics, animation, live action, compositing and special effects to create original content.

The company recently secured a Singaporean studio partner, Sparky Animation, to help develop its children's TV series Mr Moon. Sparky Animation and the Singapore Media Development Authority invested some £2.5 million into the project between them.

UK Trade & Investment (UKTI) played a major role in helping Skaramoosh form its partnership. As part of UKTI's Passport to Export programme, the company attended a workshop on how to develop an export strategy, received advice on internationalising its website and attended major overseas exhibitions. It was also introduced to key industry contacts and potential investors.

Graduating onto UKTI's Gateway to Global Growth programme, Skaramoosh took advantage of a free business flight to travel to Singapore – where it sealed its agreement with Sparky Animation.

Managing Director, Daniel Slight, says: "UKTI's support has allowed us to investigate markets which we would not have gone to otherwise and which produced a number of valuable contacts. We must have had the equivalent of around £10,000 of support over the last few years."

Following its success in Singapore, Skaramoosh is now keen to do business in other overseas markets.

"There are other markets we would like to explore," says Slight, "and having had the experience of the knowledgeable, high-quality support available from UKTI gives me the confidence to do so."

He concludes: "I have already recommended UKTI to other businesses in this sector, though such is the competition in my industry, I was tempted to keep it to myself!"

**[www.skaramoosh.co.uk](http://www.skaramoosh.co.uk)**

A man in a black top hat, a brown double-breasted suit, a dark scarf, and a tie stands in the foreground, looking slightly to his right. He is wearing black gloves and holding a piece of yellowish paper. To his right, a woman in a wide-brimmed tan hat and a fur-trimmed coat looks towards him. The background is a blurred outdoor event with colorful streamers and a crowd of people.

HELPING TALENT  
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**IMAGE CAPTIONS/CREDITS**

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Television overview: Midsomer Murders, courtesy  
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Animation overview: Wallace and Gromit,  
Aardman Animations

## Useful contacts

For further information visit  
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Please see below for details of your local adviser, or enter your postcode in the Local Office Database on the UK Trade & Investment website. Alternatively, call the UK Trade & Investment Enquiry Service. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery services. Please see contacts below.

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# Solutions for Business

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A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit [www.ukti.gov.uk](http://www.ukti.gov.uk)  
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