

# Creative nation

Film, TV & Digital Media



CREATIVITY  
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**GREAT**

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Overview of the film/TV and digital media sectors in the UK.

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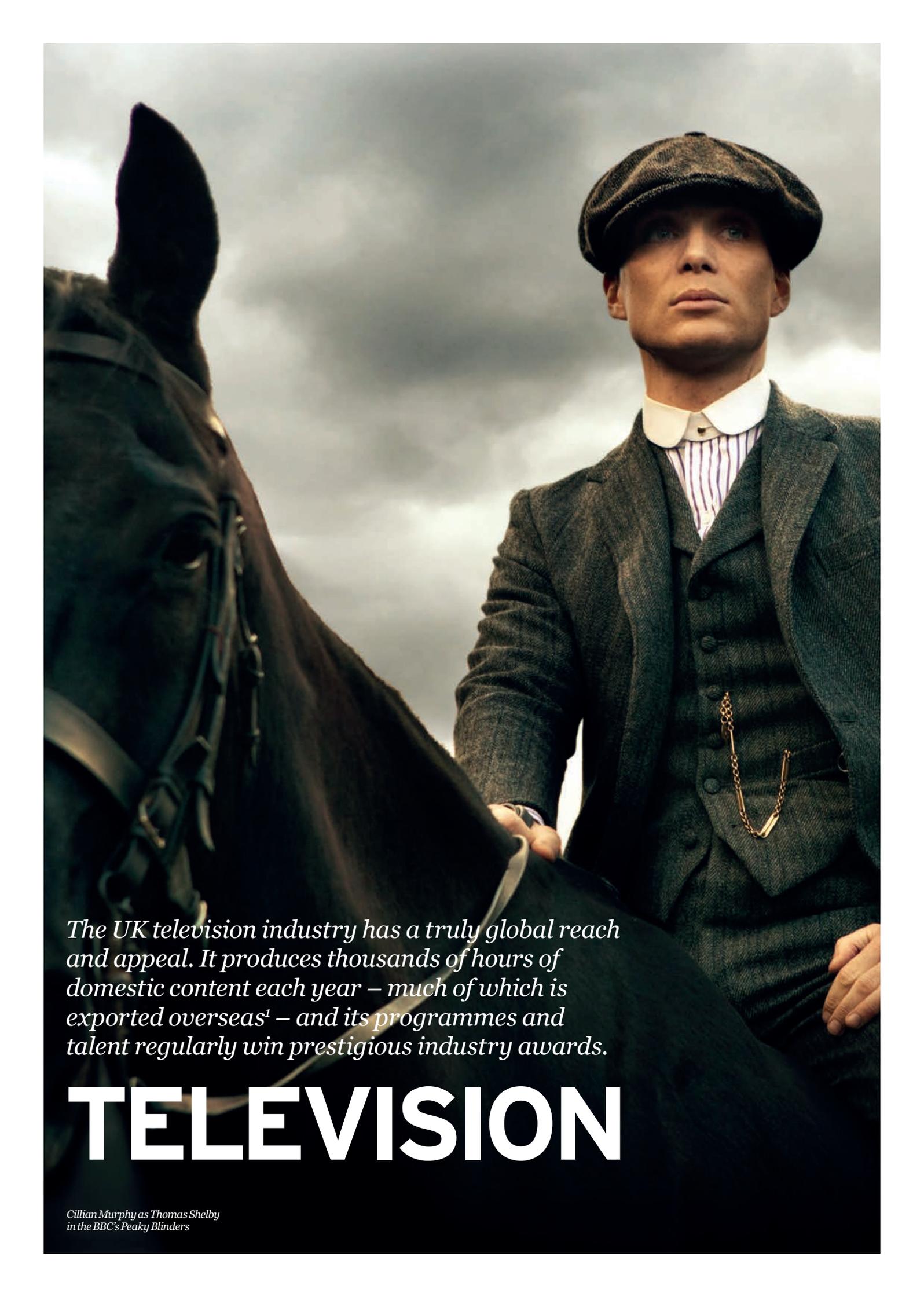
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A promotional image for the BBC television series 'Peaky Blinders'. It features Cillian Murphy as Thomas Shelby, dressed in his signature dark green tweed three-piece suit, a white shirt with a stiff collar, a striped tie, and a flat cap. He is standing next to a dark horse, with his hand resting on its neck. The background is a dramatic, cloudy sky. The overall tone is serious and atmospheric.

*The UK television industry has a truly global reach and appeal. It produces thousands of hours of domestic content each year – much of which is exported overseas<sup>1</sup> – and its programmes and talent regularly win prestigious industry awards.*

# TELEVISION

*Cillian Murphy as Thomas Shelby  
in the BBC's Peaky Blinders*



The first 11 Doctors line up for the 50th anniversary of Doctor Who in 2013

*Known worldwide for its pioneering spirit, the UK television industry looks set to go from strength to strength in the new digital age.*

Enjoying a strong international reputation for the quality, quantity, creativity and diversity of its programming, the UK television industry is popular across the globe. Innovative and original, UK programme makers are very good at coming up with new and fresh ideas, and welcome the opportunity to work in partnership teams with international collaborators. They also benefit from the investment of the BBC and the UK's commercial broadcasters in exciting up-and-coming talent.

Additionally, the UK is increasingly becoming a base for major international productions, with programme makers attracted by the world-class facilities and the generous High End Television Tax Relief, introduced in 2013. International companies choosing to shoot in the UK, including HBO, Starz, Sony, CBS, Lionsgate and Fox, also benefit from the advice and assistance of the British Film Commission, the Government's national body responsible for supporting and maximising the production of international film and television in the UK<sup>1</sup>.

Popular British television series such as *Downton Abbey*, *Spooks*, *Sherlock*, *Life on Mars*, *Doctor Who*, *Kitchen Nightmares* and *Midsomer Murders* have secured unprecedented success in the international arena, as have documentaries like *Planet Earth* and innovative formats such as *The X Factor*, *Masterchef*, *Who Wants to be a Millionaire?*, *Strictly Come Dancing* and *Top Gear*. The estimated total revenue from the international sale of UK television programmes and associated activities was over £1.2 billion in 2012, up 4 per cent on the previous year<sup>2</sup>.

The strength of the UK television production sector is a key factor behind the growth in British television exports. Supported by the world-class expertise of the country's distributors, it has hundreds of successful and innovative independent television production companies, many of them specialising in different genres, who make programmes to be sold to the major broadcasters. They also regularly work overseas with international partners.

The profits that UK television 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. BBC.com, for example, has a huge international reach, with millions of users overseas<sup>2</sup>.

Known worldwide for its pioneering spirit, the UK television industry looks set to go from strength to strength in the new digital age. The UK was the first country to launch digital television services in 1998 and is the world's most advanced digital television market, with all platforms being utilised and explored.

Jack Donnelly, Mark Addy and Robert Emms star in *Atlantis*



<sup>1</sup> UK Television Exports Survey 2012, PACT

<sup>2</sup> www.bbc.co.uk



# FILM

*The UK film industry is a major international success story. It is a regular and celebrated collaborator with major US studios on big-budget pictures such as Harry Potter, as well as being a successful independent producer of smaller, quality films.*

*Thor: The Dark World, starring Idris Elba, shot in the UK. Courtesy of Marvel*

The diversity and quality of UK films and film-industry expertise resonate across borders, cultures and societies, winning respect, audiences and awards all over the world. This quality is illustrated by the presence of three British-produced titles - *Harry Potter and the Deathly Hallows, Part 2*, *The Dark Knight Rises* and *Skyfall* - featuring in the top 10 highest-grossing films of all time.

British actors, directors, writers and crew work on films produced around the world. Internationally recognised names include Danny Boyle, Daniel Craig, Richard Curtis, Dame Judi Dench, Keira Knightley, Colin Firth, Sir Ian McKellen, Steve McQueen, Christopher Nolan, Ridley Scott, Kate Winslet and David Yates, plus many more.

The figures speak for themselves. Ten of the top 20 global box-office successes of the last 12 years were based on novels by UK writers, two-thirds of the top 200 films released worldwide since 2001 have featured UK actors in lead or prominent supporting roles, while 27 have had UK directors<sup>1</sup>.

The UK is one of the world's most desirable locations for producing films. The British Film Commission - the Government agency responsible for supporting the production of international feature film and television in the UK - provides free tailored support as well as guidance on the UK's generous film and television tax reliefs. Studios such as Pinewood, Shepperton, Warner Bros. Studios Leavesden, Elstree, 3 Mills and Ealing excel 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 has the skills, infrastructure and technologies required to produce major Hollywood movies, the UK film industry relishes the opportunity to work in international teams and is regularly involved in successful co-productions with partners around the globe.

It also has an extremely successful post-production sector, whose highly skilled workforce provides sound, music and physical and visual effects (VFX) for films worldwide. London's Soho is widely acknowledged as the most important global hub for VFX production, boasting three Oscar-winning facilities and in-demand boutique houses.

*The UK provides a film-friendly environment for all productions, from pre-production through to delivery, and is one of the world's most desirable locations for filming.*



*Oscar-winning Gravity starring Sandra Bullock and George Clooney, filmed, and with VFX provided, in the UK. Courtesy of Warner Bros. Pictures*

<sup>1</sup> BFI Statistical Yearbook 2013

# DIGITAL MEDIA

*At the forefront of the international digital revolution, the UK combines cutting-edge digital technology and creativity in areas such as TV, film and radio production; music; video game development and mobile telecommunications.*



*Moshi Monsters, the social networking online game played by 50 million children*



*A strong tradition of innovation and creativity is fostered by smaller companies working with larger ones.*

The UK has had a number of globally renowned achievements in digital media. It pioneered both digital television and radio; has played a major role in the development and deployment of higher-speed broadband; and is a key player in the development of mobile, small-screen content.

The UK Government is committed to building the infrastructure that supports the fast-growing digital media sector. Key initiatives include supporting the development of Tech City in London's East End. Originally a small cluster of high-tech firms, Tech City has grown dramatically in recent years to become London's leading destination for digital, creative and high-technology companies, helping it in its aspiration to be the digital capital of Europe.

Almost all the major global technology businesses have operations in the UK, attracted by its strong and established digital audience. British consumers have a huge appetite for new digital services, with high levels of take-up of new networks and devices.

Another draw is the highly educated and skilled digital workforce. Over 120,000 people study digital media disciplines<sup>1</sup> at UK-based universities.

## DIGITAL BRITAIN

- The UK is Europe's largest market for MP3 players, digital music downloads, flat panel TVs and video games<sup>2</sup>.
- The UK has one of the highest numbers of Wi-Fi hotspots in the world.
- The UK is ranked as one of the world's top internet gateways, with very high international bandwidth and a significant percentage of inter-regional traffic.
- 80 per cent of UK households had an internet connection in 2012. 75 per cent of UK households have broadband<sup>3</sup>.
- Nearly half of all UK adults use social networking sites such as Facebook and Twitter<sup>4</sup>.
- 44 per cent of UK homes have a Digital Audio Broadcasting (DAB) receiver<sup>5</sup>.
- The UK has more than 70 legal digital music services<sup>6</sup>.
- Half of all UK adults own a smartphone<sup>7</sup>.
- The UK has the biggest e-commerce market in Europe<sup>8</sup>.

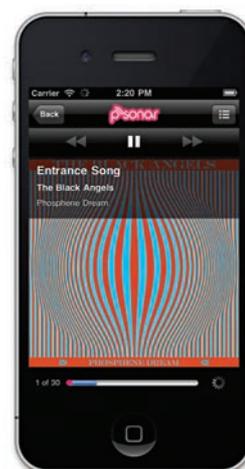
## Case Study RealtimeUK

RealtimeUK is a CGI studio in North West England that creates visual content for marketing campaigns and digital projects.

In early 2013, RealtimeUK was considering setting up in the US. It planned a 10-day market visit, for which UKTI provided background research and a grant of 50 per cent of the costs involved. Speaking to prospective clients during the visit, it became clear that the company didn't actually need a physical presence to pursue business in the US, saving it unnecessary costs and effort.

"There's no more effective way to understand your target market than to sit down in front of a potential client for a frank and open discussion," says Tony Prosser, managing director at RealtimeUK. "UKTI's support has been massively beneficial, helping us to make the most of our market visit."

[www.realtimeuk.com](http://www.realtimeuk.com)



*Psonar, pay-as-you-go music streaming service*

<sup>1</sup> Digital media sector overview report, OCO, September 2011

<sup>2</sup> Digital media sector overview report, OCO, September 2011

<sup>3</sup> Ofcom Communications Market Report: UK, 2013

<sup>4</sup> Office for National Statistics

<sup>5</sup> Ofcom Communications Market Report: UK, 2013

<sup>6</sup> Digital Music Nation, BPI, 2013

<sup>7</sup> Ofcom Communications Market Report: UK, 2013

<sup>8</sup> Ecommerce Europe

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**Design**

British European Design Group  
[www.bedg.org](http://www.bedg.org)

Chartered Society of Designers  
[www.csd.org.uk](http://www.csd.org.uk)

Crafts Council  
[www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)

D&AD  
[www.dandad.org](http://www.dandad.org)

Design Business Association  
[www.dba.org.uk](http://www.dba.org.uk)

Design Council  
[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

Designersblock  
[www.verydesignersblock.com](http://www.verydesignersblock.com)

Design Nation  
[www.designnation.co.uk](http://www.designnation.co.uk)

Innovation Bank  
[www.britishdesigninnovation.org](http://www.britishdesigninnovation.org)

**Digital media**

Producers Alliance for Cinema and Television (PACT)  
[www.pact.co.uk](http://www.pact.co.uk)

TechUK  
[www.techuk.org](http://www.techuk.org)

**Experience economy/  
visitor attractions**

British Expertise  
[www.britishexpertise.org](http://www.britishexpertise.org)

Experience UK  
[www.experienceuk.org.uk/directory/alpha](http://www.experienceuk.org.uk/directory/alpha)

Museums Association  
[www.museumsassociation.org](http://www.museumsassociation.org)

TILE (Technology in Leisure  
and Entertainment)  
[www.tileweb.org](http://www.tileweb.org)

**Fashion**

British Allied Trades Federation  
[www.batf.uk.com](http://www.batf.uk.com)

British Fashion Council  
[www.britishfashioncouncil.com](http://www.britishfashioncouncil.com)

British Footwear Association  
[www.britishfootwearassociation.co.uk](http://www.britishfootwearassociation.co.uk)

British Menswear Guild  
[www.british-menswear-guild.co.uk](http://www.british-menswear-guild.co.uk)

UK Fashion and Textile Association  
[www.ukft.org](http://www.ukft.org)

**Games**

Association for UK Interactive  
Entertainment (UKIE)  
[www.ukie.info](http://www.ukie.info)

TIGA  
[www.tiga.org](http://www.tiga.org)

**Music**

Association of Independent Music (AIM)  
[www.musicindie.com](http://www.musicindie.com)

Association of Professional  
Recording Services (APRS)  
[www2.aprs.co.uk](http://www2.aprs.co.uk)

British Phonographic Industry (BPI)  
[www.bpi.co.uk](http://www.bpi.co.uk)

International Artist Managers'  
Association (IAMA)  
[www.iamaworld.com](http://www.iamaworld.com)

Music Industries Association (MIA)  
[www.mia.org.uk](http://www.mia.org.uk)

Music Managers Forum (MMF)  
[www.themmf.net](http://www.themmf.net)

Music Publishers Association (MPA)  
[www.mpaonline.org.uk](http://www.mpaonline.org.uk)

PPL  
[www.ppluk.com](http://www.ppluk.com)

PRS for Music  
[www.prsformusic.com](http://www.prsformusic.com)

**Publishing**

Independent Publishers Guild (IPG)  
[www.ipg.uk.com](http://www.ipg.uk.com)

Professional Publishers Association (PPA)  
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Publishers Association (PA)  
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British Film Institute (BFI)  
[www.bfi.org.uk](http://www.bfi.org.uk)

British Kinematograph, Sound and  
Television Society (BKSTS)  
[www.bksts.com](http://www.bksts.com)

Film Export UK  
[www.filmexportuk.com](http://www.filmexportuk.com)

Producers Alliance for Cinema  
and Television (PACT)  
[www.pact.co.uk](http://www.pact.co.uk)

UK Screen Association  
[www.ukscreenassociation.co.uk](http://www.ukscreenassociation.co.uk)



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Published October 2014  
by UK Trade & Investment



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