

High Demand Content Trends: FORMATS

Jan 2021 - Nov 2023

<https://vitrina.ai/>

Confidential

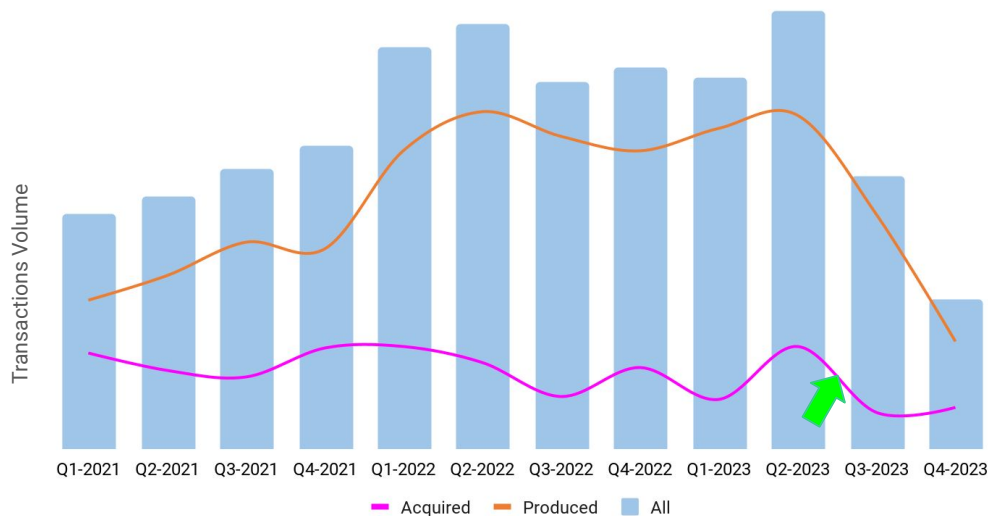


Methodology: Daily Deals & Transactions Tracking

Global IP, Development, Production, Acquisition & Collaborations

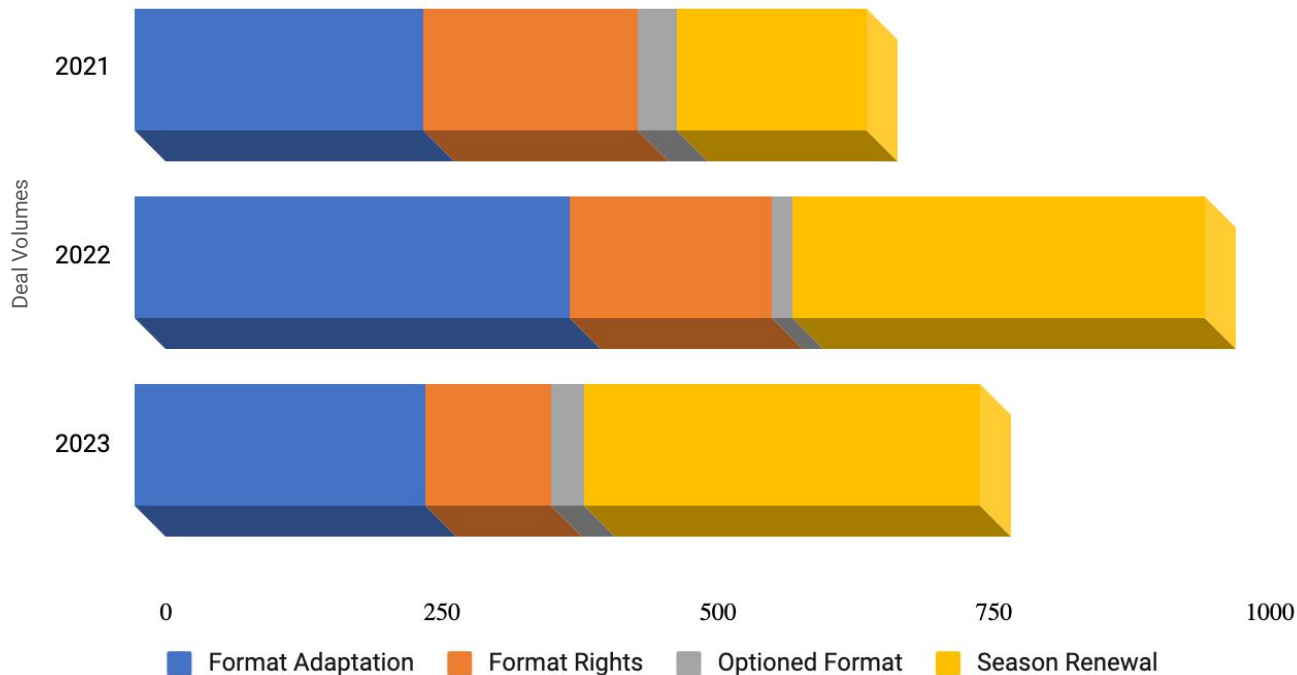
- Vitrina tracks daily transactions deals and catalogs from 60+ Countries
 - Across Streaming, Production Houses, Distributors, IP-Owners, Broadcasters + Extended Supply-Chain
 - Content IP, Development, Production, Acquisitions & Collaborations
- Current Report is Primarily Focused on
 - FORMATS TRANSACTIONS

FORMATS: Production vs Acquisition Trends



- 2022, a high-demand year for Formats, specially within the Reality genre
- Deal activities slowed down in 2023 over 2022 due to market conditions
- Upward trend in acquisitions in Nov 2023

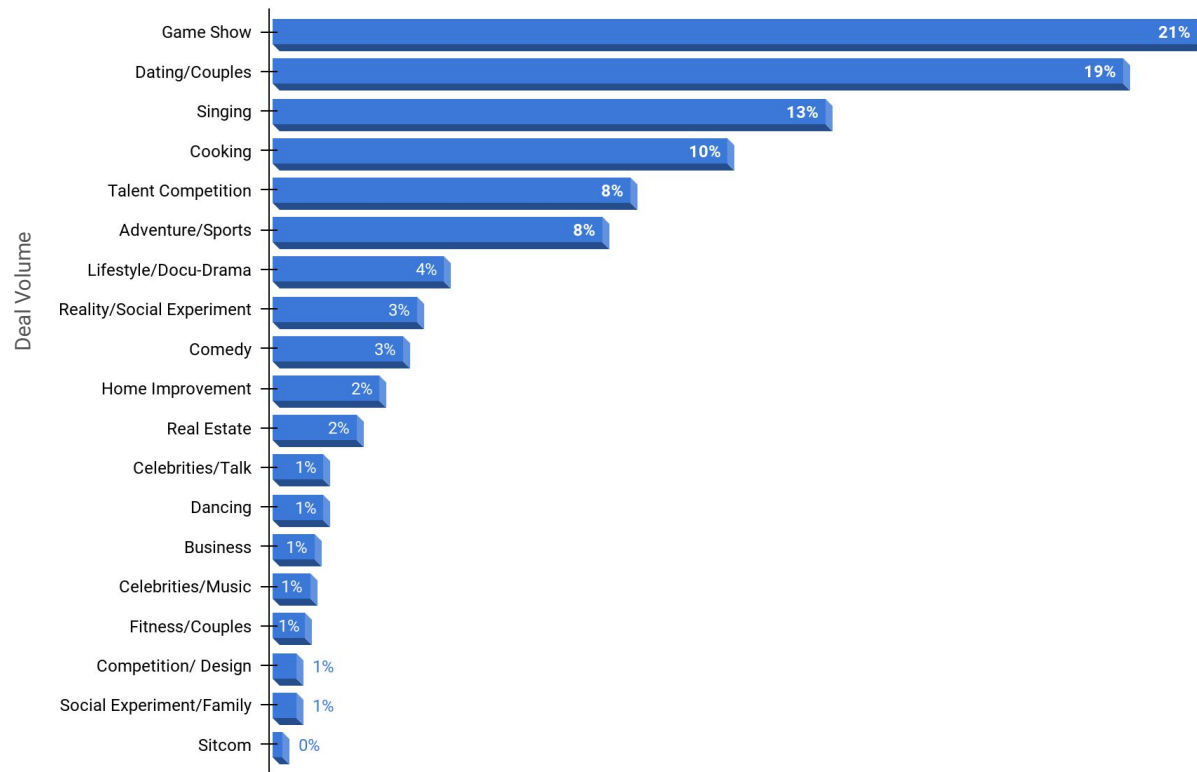
How do transaction within Formats stack up?



Investments in new **format adaptations** slowed in 2023 over 2022
Season Renewals for top content hold strong
Increase in **Formats** **Optioned** in 2023 indicate buyers securing rights in advance to commission projects as markets stabilise

Timeframe: Jan'21 till 21 Nov'23

Top Themes for Formats: What's Selling?



- Game Shows appeal universally across different genres which tests **creativity, IQ, chance and social deduction**
- Various sub-formats of dating shows have emerged that showcase **relatable human experiences**, along with **drama & conflict**

GLOBAL TRENDS FOR TOP FORMATS

Game Shows

Top Platforms



prime video

ATRESMEDIA



Top Production Houses/ Distributors



NBCUniversal
FORMATS



BBC
STUDIOS

Top Markets



Top Formats (Game Shows)



Lego Masters

Creative construction with childhood blocks

Commissioned By: Channel 4
Country: UK
Year of Release: 2017

Adapted In: Australia, Netherlands, Belgium, USA, Sweden, South Korea, Poland, Spain



The 1% Club

The "IQ test"

Commissioned By: ITV
Country: UK
Year of Release: 2022

Adapted In: Netherlands, Australia, Germany, France, Israel, Spain and Turkey



That's My Jam

Game show based on music

Commissioned By: NBC
Country: USA
Year of Release: 2021

Adapted In: UK, France, Germany, Spain, Portugal, Mongolia



The Floor

High-stakes trivia competition

Commissioned By: RTL
Country: Netherlands
Year of Release: 2023

Adapted In: USA, Spain, Germany, Italy, France, Romania



The Traitors

Social deduction game

Commissioned By: RTL
Country: Netherlands
Year of Release: 2021

Adapted In: UK, USA, Spain, Germany, Italy, France

GLOBAL TRENDS FOR TOP FORMATS

Dating Shows

Top Platforms

NETFLIX

Top Production Houses/ Distributors

itv
STUDIOSAF
ARMOZA
FORMATSRed Arrow Studios
INTERNATIONALMEDIA
RANCHFremantle

Top Markets



Top Formats (Dating Shows)



Love Is Blind

Reality Dating Show, social experiment

Commissioned By: Netflix
Country: USA
Year of Release: 2020

Adapted In: Brazil, Germany, UK, Japan, Sweden



Love Island

Dating/Romance series; relationships

Commissioned By: ITV
Country: UK
Year of Release: 2015

Adapted In: USA, Spain, Germany, Canada, Australia, Finland, France, Israel, Italy, Romania, and more.

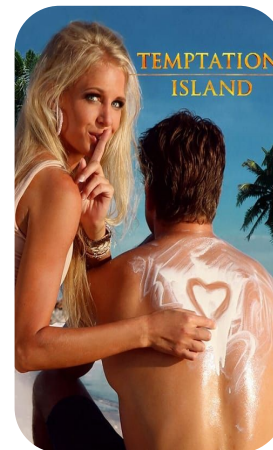


My Mom, Your Dad

Single parents; second chance at love

Commissioned By: ITV
Country: UK
Year of Release: 2023

Adapted In: France, Germany, New Zealand



Temptation Island

Couples live with singles; tests strength of relationship

Commissioned By: Fox, USA Network
Country: USA
Year of Release: 2001, 2019

Adapted In: Norway, India, Brazil, Croatia, Czech Republic, Columbia, Thailand and more



Stranded on Honeymoon Island

Singles matched by experts; abandoned on a deserted island

Commissioned By: VTM
Country: Belgium
Year of Release: 2023

Adapted In: Australia, France, Germany, and the United States

GLOBAL TRENDS FOR TOP FORMATS

Singing/Music Formats

Top Platforms



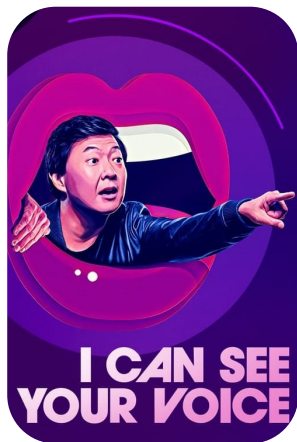
Top Production Houses/ Distributors



Top Markets



Top Formats (Singing/Music Shows)

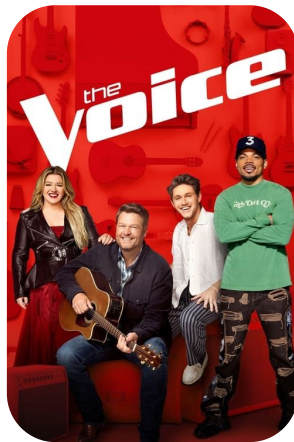


I Can See Your Voice

Mystery music game

Commissioned By: Mnet
Country: South Korea
Year of Release: 2015

Adapted In: USA, UK,
Indonesia, Japan, Vietnam,
Philippines, China, Turkey,
Spain, Portugal



The Voice

**Search for the best voices;
blind audition**

Commissioned By: TF1
Country: Netherlands, France
Year of Release: 2012

Adapted In: USA, India, UAE,
Germany, France, Italy,
Mexico, Spain, Brazil, Japan
and many more



The Masked Singer

**Masked celebrities perform
songs**

Commissioned By: MBC
Country: South Korea
Year of Release: 2015

Adapted In: USA, UK, France,
Australia, Japan,, Brazil, Mexico,
South Africa and many more



American Idol

Singing competition

Commissioned By: FOX
Country: USA
Year of Release: 2002

Adapted In: USA, India, UAE,
Germany, France, Italy,
Mexico, Spain, Brazil, Japan
and many more



Mystery Duets

**Celebrity singers perform
duets with mystery
partners**

Commissioned By: TF1
Country: France
Year of Release: 2019

Adapted In: South Korea,
UK, Germany, Spain

Highly Distributed & Long-Running Formats



MasterChef

Global appeal inspiring home chefs

Launched in **1990 in UK**
Revived in 2009
Multiple spin-offs;

International phenomenon with adaptations in over **50 countries**

Adapted In: USA, Australia, India, France, Japan, South Korea, etc



Got Talent Franchise

Enduring appeal lies in its ability to connect with audiences on a personal level

Launched in **2007 in UK on ITV**
Multiple spin-offs and off-shoots

Adaptations in over **70 countries**

Adapted In: USA, Australia, Germany, Greece, Mexico, India, Poland, etc



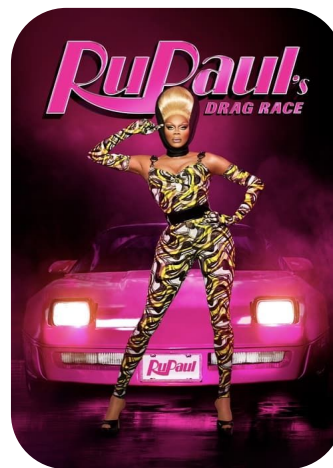
Big Brother

Social experimentation, psychological dynamics, and voyeuristic entertainment

Launched in **1999, Netherlands**
Multiple spin-offs and off-shoots

Adaptations in over **60 countries**

Adapted In: UK, India, USA, Canada, Australia, Spain, France, Germany, Sweden, Turkey, etc



RuPaul's Drag Race

A celebration of drag artistry through fierce competition

Launched in **2009 in the USA**

Spin-offs: RuPaul's Drag Race All Stars, RuPaul's Drag U, RuPaul's Secret Celebrity Drag Race

Adapted In: Mexico, Germany, France, Philippines, Thailand, Australia, Canada



The Real Housewives

A franchise of affluence, drama, and social dynamics

Launched in **2006 in the USA** on Bravo

International adaptations provide **unique cultural context and local flavor**

Adapted In: South Africa, UAE, Australia, Canada, Greece

High Demand Non-Reality Formats



Call My Agent!

Original: French (France)
Genre: Comedy-Drama

Adapted in: Italian,
Turkish, Hindi, English,
Korean, Polish, Tagalog,
Malay, Indonesian



Doctor Foster

Original: English (UK)
Genre: Drama, Thriller

Adapted in: Korean, Thai,
Arabic, Turkish,
Indonesian, Tagalog



Top DealMakers



Sophie Ferron
Media Ranch



Lucas Green
Banijay



Augustus Dulgaro
ITV Studios



Chris Coelen
Kinetic Content



Tim Gerhartz
Red Arrow Studios International



Haryaty Rahman
Fremantle



Ruth Berry
ITV Studios



Julien Degroote
TF1



Kate Phillips
BBC



Angus Ross
Seven Network

Thank You.

Vitrina AI Overview

Vitrina is the Global Marketplace Intelligence Platform for the Entertainment supply-chain.

Focused on driving Business and Commerce inside the M&E Supply-Chain.



Our Customers

Global Clientele Across the Entertainment Supply-Chain



Global
Corporation



Global
Corporation

NETFLIX

Global Corporation



Brazilian Media Corp



Animation Co Canada



MNC Production
House



MNC Production
House

amagi

Cloud Streaming
Enabler



WARNER BROS.
DISCOVERY

Global
Corporation



Media services



Google TV

Global Streaming
Platform [Smart
TV O/S]

WAVE

Top Talent Agency



Australian TV
Network



Global
Corporation



Bollywood Studio



Brazilian Media Corp



Post Production
Platform



Animation

Vitrina's Global Network is Now 48,000+ Execs Strong!

Top Leadership in M&E

23,000 CEOs, CXOs
& Sr. Management

Content Licensing

14,000+

Sourcing, Production,
Post, Localization

26,000+

Vitrina's Global Network
48,000+ M&E
Leaders

The
WALT DISNEY
Company

Paramount

Banjay

COMCAST

GOBO

SBS

ZEE

CJ

NETFLIX

amazon

WB
WARNER BROS.
DISCOVERY

BBC

itv

Fremantle

mbc
GROUP

WAVE