

# Television Production Primer Executive Summary

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**McCAFFERTY**  
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# Executive Summary

## Unscripted Television Industry Overview

### Corporate Appeal of Unscripted Television

- ▶ Unscripted television is an important part of the current television production landscape
- ▶ Its popularity among networks and cable companies stems from the low cost of production due to low talent costs and simple technical requirements. According to Nielsen's 2012 audience primetime viewership report, unscripted TV accounts for 16% of total TV programming
- ▶ Although the unscripted television production industry has seen some consolidation over the past few years through acquisition activity the industry is still quite fragmented. Low barriers to entry enable the continuous entry of new independent production companies into the industry

### Viewer Appeal of Unscripted Television

- ▶ Viewers enjoy consumption of unscripted content for a variety of reasons. Unscripted shows are more willing to engage in the discussion of hot-button cultural issues—class, sex, race—that scripted television often deliberately avoids, the competitive nature of many of the shows appeals to viewers
- ▶ The popularity of unscripted shows can be enduring. Many shows have aired for several seasons and continue to generate consistently high ratings. Additionally, locally adapted productions of successful shows have in many cases also proved to be successful
- ▶ The potentially infinite types of shows that may be developed using an unscripted format means that unscripted production will continue to flourish so long as producers are able to develop shows that can connect with viewers

### Top Unscripted Production Companies



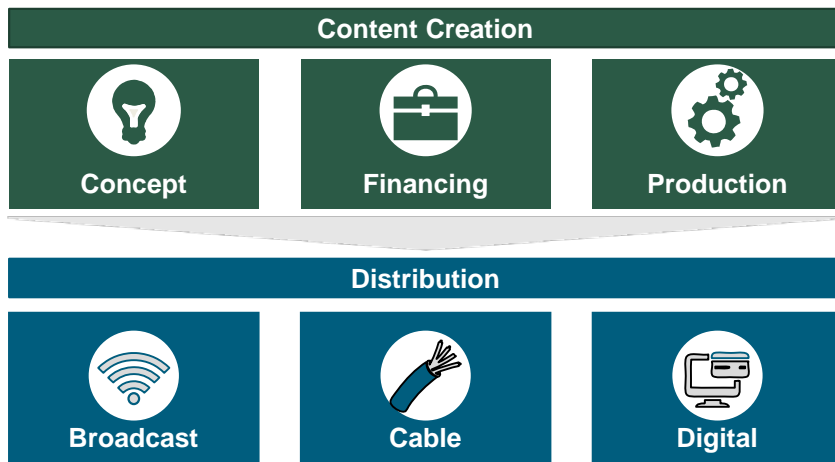
### Top Unscripted Shows



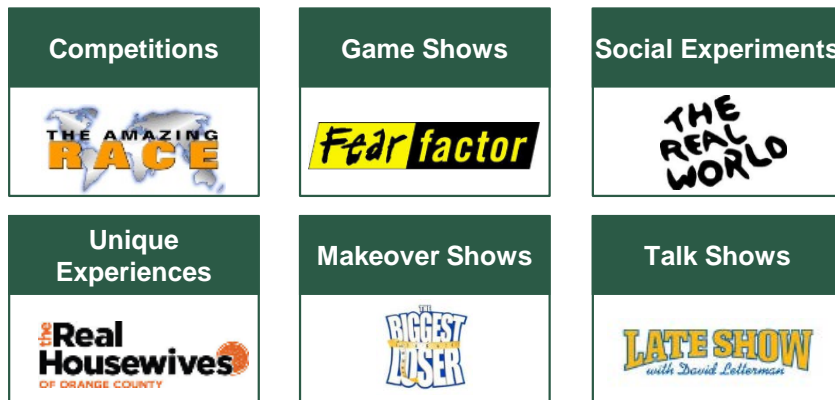
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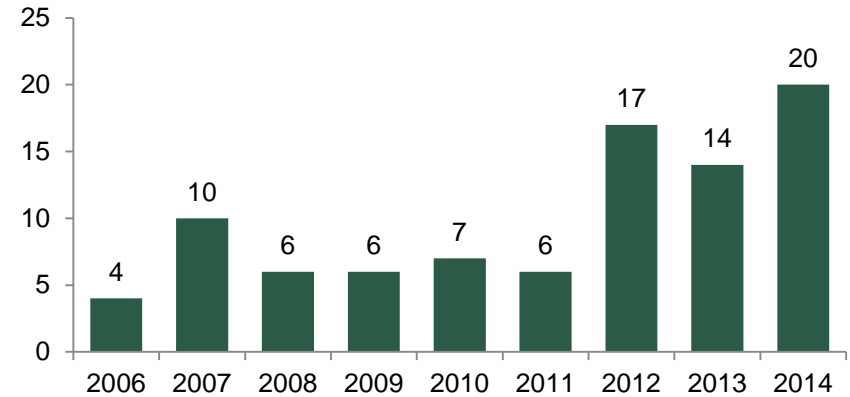
### Unscripted Television Ecosystem



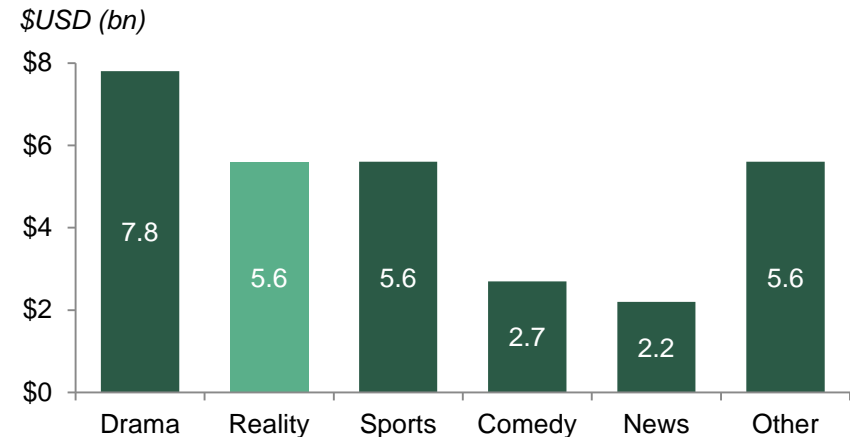
### Popular Show Formats



### M&A Deal Volume



### Primetime TV Ad Spend by Genre (2012)



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