



# UKTV Performance Report

2012-2013



# 2012-13 PERFORMANCE HEADLINES

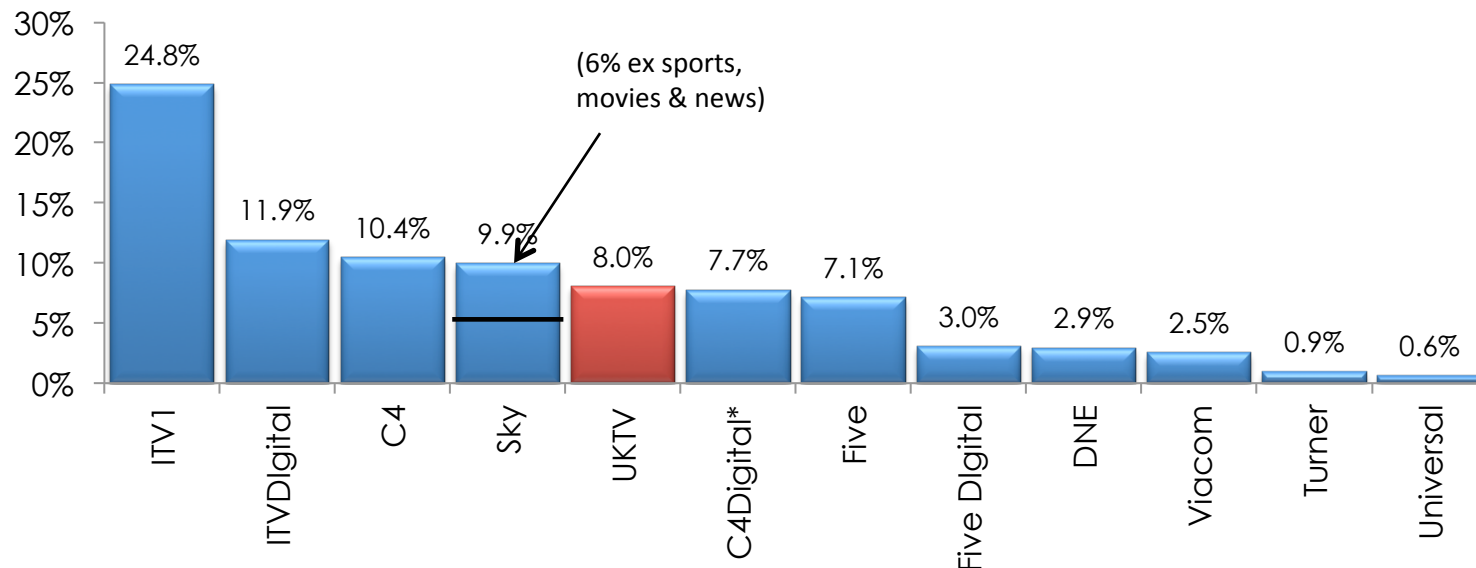
# Performance overview

- UKTV is making significant reinvestments into three key growth areas:
  1. Content: Investing £110m in 2013
  2. Channels: July 2013 launch of Drama - UKTV's fourth Freeview channel
  3. Digital: Deployment of VOD, social websites and new platform distribution
- Rapid audience growth (SOCl increased by 10% 2011-2012) has created a network to rival Sky and Five in scale
- Financial performance extremely strong – both in terms of revenue and operating profit

# Strong audience performance

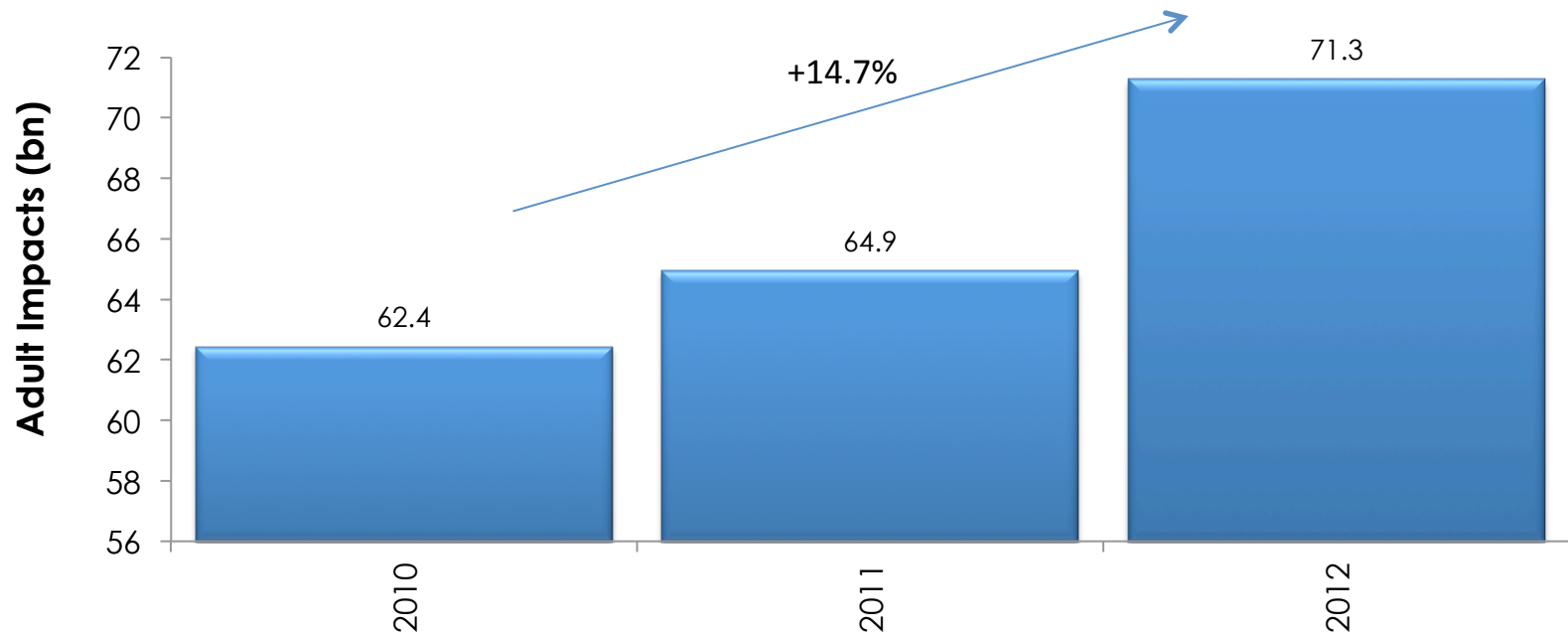
- UKTV now reaches 42 million viewers every month – two thirds of the UK population
- UKTV is continuing its rapid growth trajectory  
+10% SOCI from 2011 to 2012
- UKTV is now larger than Five; C4's entire digital portfolio; and Discovery, Viacom, Turner and Universal put together

**UKTV Share of Commercial Impacts vs Competitive Set - 2012**



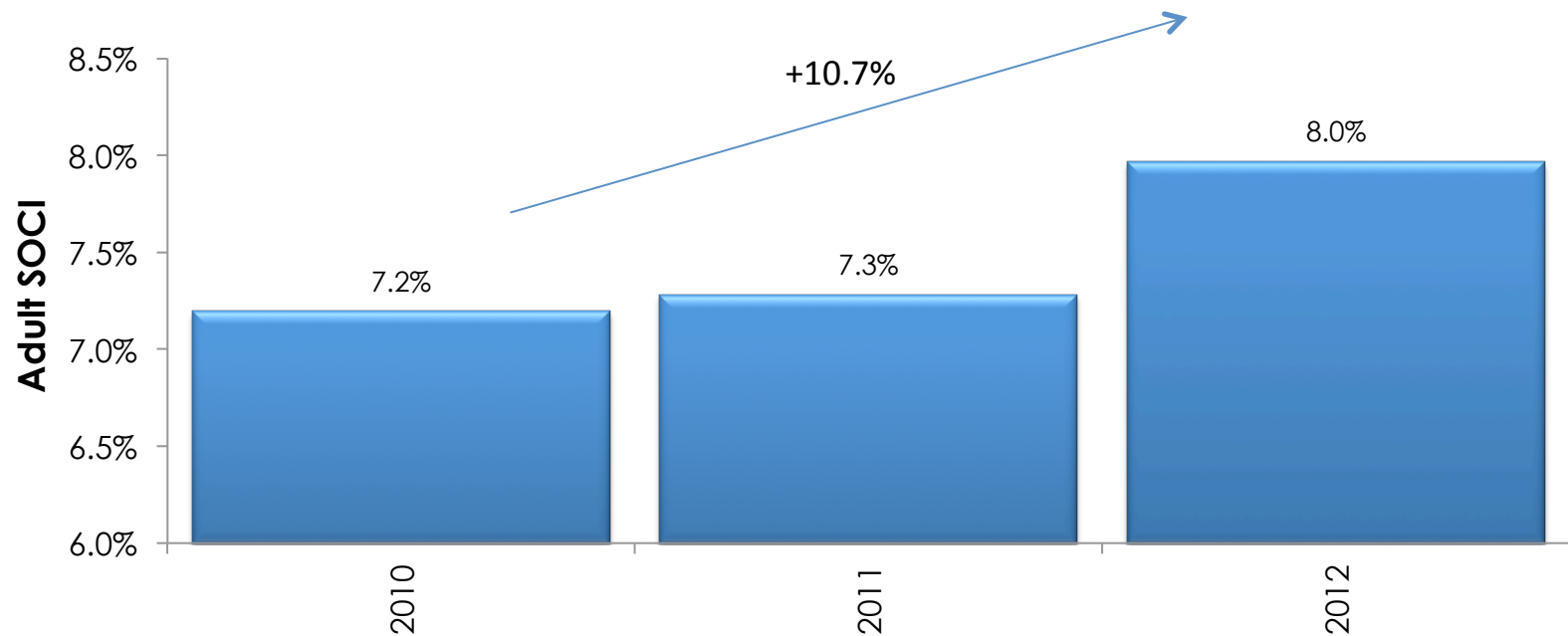
# UKTV's absolute volume is on a strong upward trajectory...

**UKTV's Commercial Impacts by Year  
(in billions)**



# And has outpaced the market.

**UKTV's Share of Commercial Impacts by Year**



# Strong financials

- Revenue has reached an all time high of over £1¼bn per annum
- We maintain a strong profit margin of 27%, delivering £71m in 2012

## UKTV Headline Financials

	2012	Four year CAGR Compound Annual Growth Rate
Revenue	£262m	+8%
Gross Profit	£122m	+10%
Operating Profit	£71m	+14%

The background is a light teal color with large, soft, organic shapes in a darker teal shade. These shapes resemble stylized leaves or flowing water, creating a sense of movement and depth. The overall aesthetic is clean and modern.

# 2013-14 INVESTMENT PLAN



# Content reinvestment plan

“ Strong revenue and profits are paving the way for UKTV's creative ambition to come to life. It's fantastic news for viewers and suppliers that we will devote a record of £110m of investment on screen, and provide audiences with compelling, original commissions and acquisitions through our network of vibrant channels. ”

Darren Childs, CEO



# Channel reinvestment

- Dave is the UK's largest non PSB channel and continues to be UKTV's most successful TV channel
- UKTV launched it's 4<sup>th</sup> Freeview channel – Drama – in July 2013
- Since launch Drama has become the 6<sup>th</sup> largest non PSB channel in the UK (above Sky News in this table)
- Drama has grown its audience by 40% since it's launch week \*

## Viewing Share – Non PSB (1<sup>st</sup> Jan – 27<sup>th</sup> August 2013)

Rank	Channel	Adult Share
1	Dave	1.09
2	Sky Sports 1	1.08
3	Pick TV	1.01
4	Sky 1	0.88
5	Yesterday	0.80
6	Sky News	0.72
7	Sky Sports 2	0.62
8	Sky Sports News	0.61
9	Sky Living	0.54
10	Quest	0.52
11	Comedy Central	0.45
12	GOLD	0.43
13	Challenge TV	0.41
14	Watch	0.41
15	Really	0.39
16	FOX	0.35
17	Alibi	0.32
18	Universal	0.29
19	Movie Mix	0.25

# Digital reinvestment

- UKTV is rapidly expanding its On Demand services and is now distributed across six platforms and can reach over 80% of the population



# An exciting future

- UKTV will continue to invest in three core areas:
  1. Content
  2. Channels
  3. Digital

Beyond the core, UKTV has an exciting future as it successfully diversifies across new platforms and new territories

- UKTV has expanded its services into the Republic of Ireland where it now operates Entertainment channels, GOLD, Dave, Watch and Alibi
- UKTV's International Sales now sells over 100 titles to over 200 countries globally



**Imagine more.**