

## Pact Survey of Distributors

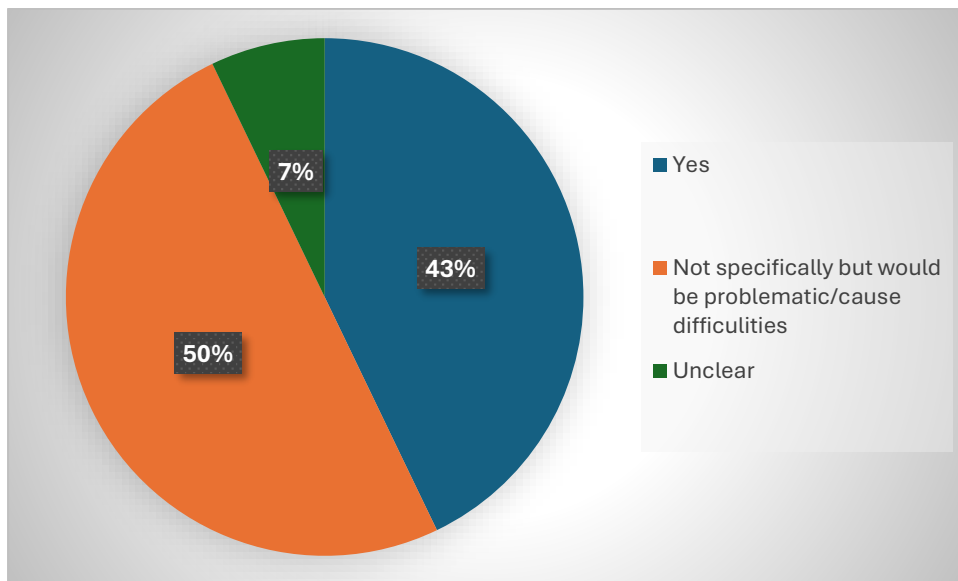
### Methodology

Pact surveyed UK distribution companies regarding Ofcom's proposals to amend the Codes of Practice.

The distributors that responded to our survey represent approximately 49% of distribution revenue in the UK.<sup>1</sup>

### Questions

**Question 1. If Ofcom changed the terms of trade to allow PSBs to seek 'matching rights', would it stop you offering finance/advances?**



Of the distributors who responded to this survey question<sup>2</sup>:

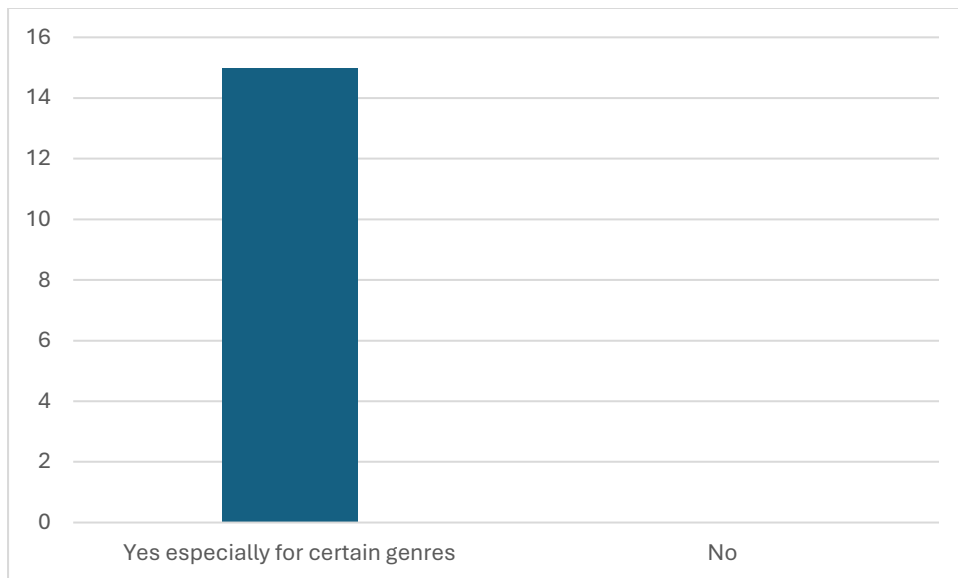
- 43% agreed that Ofcom's proposal to change the Terms of Trade to allow the PSBs to seek 'matching rights' would stop them offering finance/advances.
- 50% highlighted that while it may not stop them offering finance/advances, matching rights could cause issues with deals or problems with finance
- 7% of responses were unclear on whether this would stop distributors offering finance/advances

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<sup>1</sup> Based on Broadcast's 2024 Survey of the UK's top 18 Distributors. See here: <https://www.broadcastnow.co.uk/broadcast-international/distributors-show-resilience-in-tough-times/5197479.article>

<sup>2</sup> 13 respondents

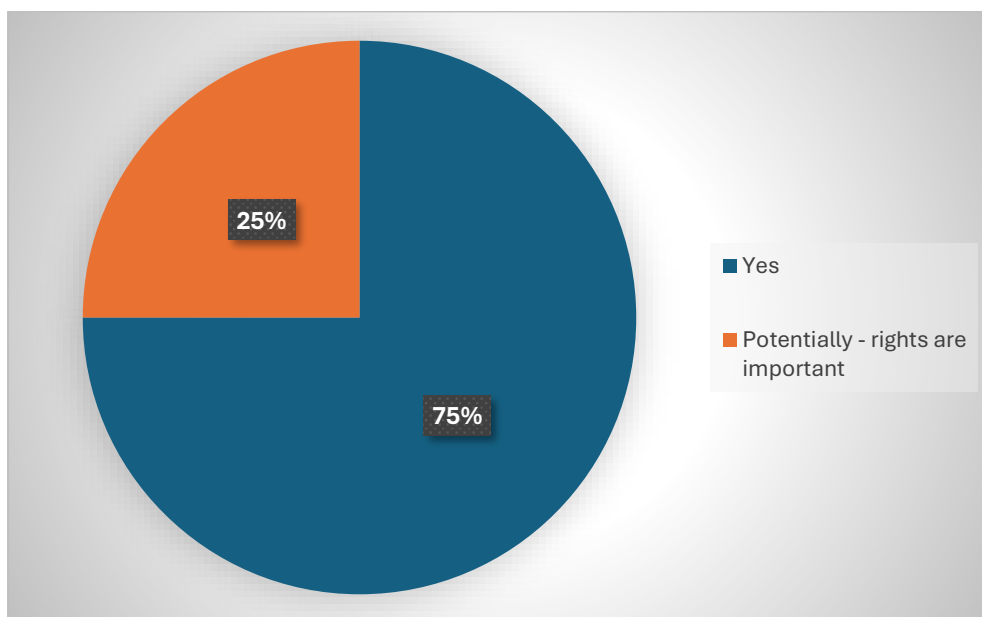
**Question 2. Do you agree that PSBs don't fully finance? If so, what genres have the largest deficits?**



Of the distributors who responded to this survey question<sup>3</sup>:

- 100% agreed that the PSBs typically don't fully finance, this was particularly the case for certain genres such as high cost drama.
- Nobody disagreed that the PSBs don't fully finance commissions.

**Question 3. Is the ability for producers to raise finance dependent on them being able to exploit those rights in secondary and international markets?**



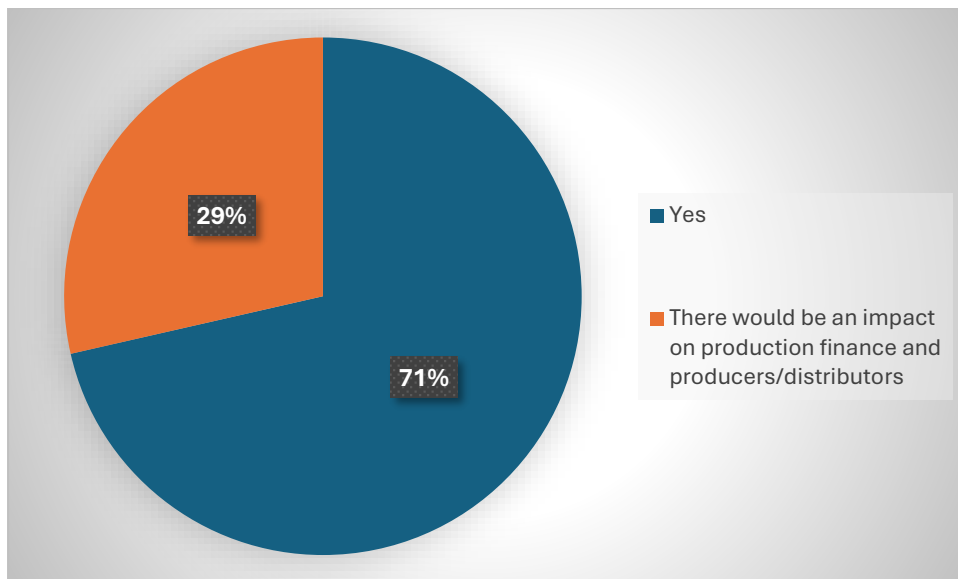
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<sup>3</sup> 15 respondents

Of the distributors who responded to this survey question<sup>4</sup>:

- 75% said agreed that the ability for producers to raise finance is dependent on them being able to exploit their rights in the secondary and international markets
- 25% highlighted the importance of rights to financing in their response.

**Question 4. Do you agree that if the commissioning PSB has the right to acquire additional rights in return for matching any advances/deficits offered by a third party, this will result in de facto exclusivity by the PSBs; effectively shutting out other commercial third parties?**



Of the distributors who responded to this survey question<sup>5</sup>:

- 71% agreed that if the commissioning PSB had matching rights this would result in potential exclusivity by the PSBs, shutting out other commercial third parties.
- 29% highlighted that there would be an impact on finance and producers/distributors

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<sup>4</sup> 16 respondents

<sup>5</sup> 14 respondents