

Television Production in Transition Business Performance Database Guidance

The *Television Production in Transition: Independence, Scale and Sustainability*¹ project examined the performance of 12-case study television production companies of varying ownership configurations over the period 2007-2017. This longitudinal survey facilitated a comprehensive analysis of significant changes, if any, to the business performance and the content output of case-study companies during the period.

This document contains a narrative description of the underlying rationale for the construction of the business performance database, along with an overview of the sources used. By compiling this database, it was possible to examine and interrogate the key relationships and trends that emerged over the sample period 2007-2017.

Quantifying Business Performance

The Business Performance Database quantifies business performance using the following key performance indicators:

- Turnover: this measure is routinely used in industry and academic discourse as a means of gauging the scale of a commercial operation. Tracked over the period it is possible to observe year-on-year and overall changes in company turnover.
- Operating Profit: reflects the profit derived when operating costs (typically production and administration) are subtracted from turnover.
- Profit Margin: used in analysis of business efficiency, profit margin is calculated by measuring operating profit as a percentage of turnover.
- UK/International Turnover: This metric identifies the split between domestic and international income. This reflects the increasing focus on international markets manifest industrial, academic and popular media discourses.

Data Sources

Data Sources used to compile the database were: Companies House reporting account 2008-2018s, Broadcast Indie Survey 2008-2018, Televisual Production 100 2008-2018. Where possible, the preferred source of data was Companies House accounts. However, in some instances it was not possible to collate a consistent dataset from this source so information was drawn from surveys conducted by trade publications *Broadcast* and *Televisual*.

The content of Broadcast Indie Survey is publicly available and cited widely in trade and popular press. Therefore, no licence is required to extract data from these surveys, including for the purposes of non-commercial academic study.

The content of Televisual Production 100 is publicly available and cited widely in trade and popular press. Therefore, no licence is required to extract data from these surveys, including for the purposes of non-commercial academic study.

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¹<https://www.gla.ac.uk/schools/cca/research/ccpr/researchinccpr/televisionproductionintransitionindependencescaleandsustainability/#/publications/articles>