
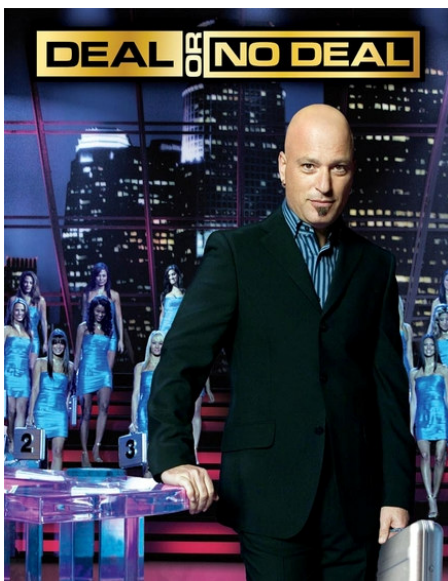


 *TV formats account for 45% of all UK TV exports business (DCMS, '05) – much more now!*

 *Global format business in excess of € 2.4 bn (FRAPA, '04) – more than € 3.5 bn now!*

 *Global IP laws protect creators and owners of IP from copycats – but it isn't so for TV formats!*



Research Question

With no specific legal framework which protects them from copycats,

- ✓ How are TV formats developed, bought and sold?
- ✓ How is regulation responding?

Methodology

- Analysis of format rights disputes (court cases through legal databases & instances through trade press).
- Interviews with format industry sellers & buyers.
- Case study of Who wants to be a Millionaire? - how a successful format thrives in such an environment?



Progress so far...

- Studied formats through the framework of “Production of Culture Perspective”.
- Identified global marketing strategies of television business.
- Creating a taxonomy of format rights disputes.
- Next, analysis of format rights court cases.

Problem Definition

- A format is an idea of a TV show sold from one territory to another where it is remade according to local preferences.
- The actual programme is not sold but the idea is!
- IP laws - copyright, trademarks & passing off, prove ineffective in protecting ideas.
- So, format copycats flourish!

