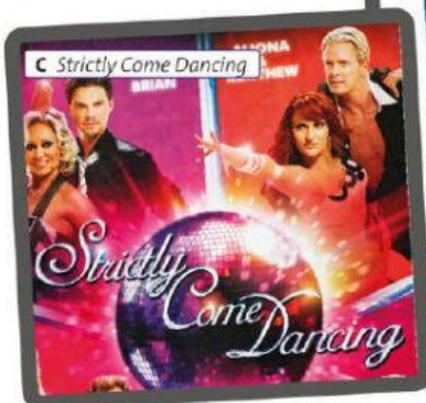


Screen exports

1 **SPEAKING** Look at the photos. Do you know these TV programmes? What types of programmes do you think they are? Choose from the words below.

chat show documentary drama
sitcom talent show science fiction



2 Read the text. Check your answers to exercise 1.

3 Are the sentences true or false? Write T or F.

- Countries around the world spend more than £1 billion a year on British TV programmes. ___
- The finished programmes which the UK exports are all dramas. ___
- In India and Iran, you can watch British people taking part in a cookery programme. ___
- Doctor Who* is popular in Turkey but not in most other countries. ___
- Heartbeat* is popular in Finland but not in most other countries. ___

4 **3.22** Listen to the information about *Top Gear*. What is the most important reason for the show's popularity?

5 **3.22** Listen again. Circle the correct answers.

- Top Gear* is popular in **170 / 350** different countries.
- Most countries show **their own / the British** version of the programme.
- The programme first appeared in **1977 / 1987**.
- It began a new format in 2002 with **three / two** main presenters.
- About **14 / 40** per cent of the viewers are female.
- The 2002 format introduced a new **presenter / racing driver** called The Stig.



6 **SPEAKING** Ask and answer the questions in pairs.

- Do you ever watch any of the shows mentioned in the text in exercise 2? What do you think of them?
- In general, do you prefer programmes from your own country or other countries? Why?

BRITISH TV around the world

3.21

Selling British TV programmes to countries around the world is an important industry for the UK. It brings in around £1.3 billion a year. The top countries for British TV exports are 1) the USA, 2) Sweden, 3) Denmark, 4) Germany and 5) Norway.

There are two main types of TV export: finished programmes and formats. When countries buy a finished programme, it is ready to broadcast on their own channels. When they buy a format, they are just buying the idea for a programme. They then have to make the programme in their own language and with people and places from their own countries.

Many of the finished programmes are dramas. For example, the historical drama *Downton Abbey* is very popular in many countries. *Midsomer Murders*, a detective drama from

1997, is still a huge favourite around the world. Wildlife documentaries are also an important export.

Popular British formats include several talent shows: *The X Factor* and *Strictly Come Dancing* are two well-known examples. Cookery programmes are very popular too. For example, local versions of *Masterchef* are on TV in more than forty different countries, including India and Iran.

Different TV shows are popular in different countries. For example, the science fiction show *Doctor Who* is very popular in Turkey and many other countries. But when a TV company in Finland bought the programme, audiences there did not like it at all. They prefer an old police drama called *Heartbeat*, which was popular in the UK twenty years ago and only sells to a few countries.