



AMPERE | ANALYSIS

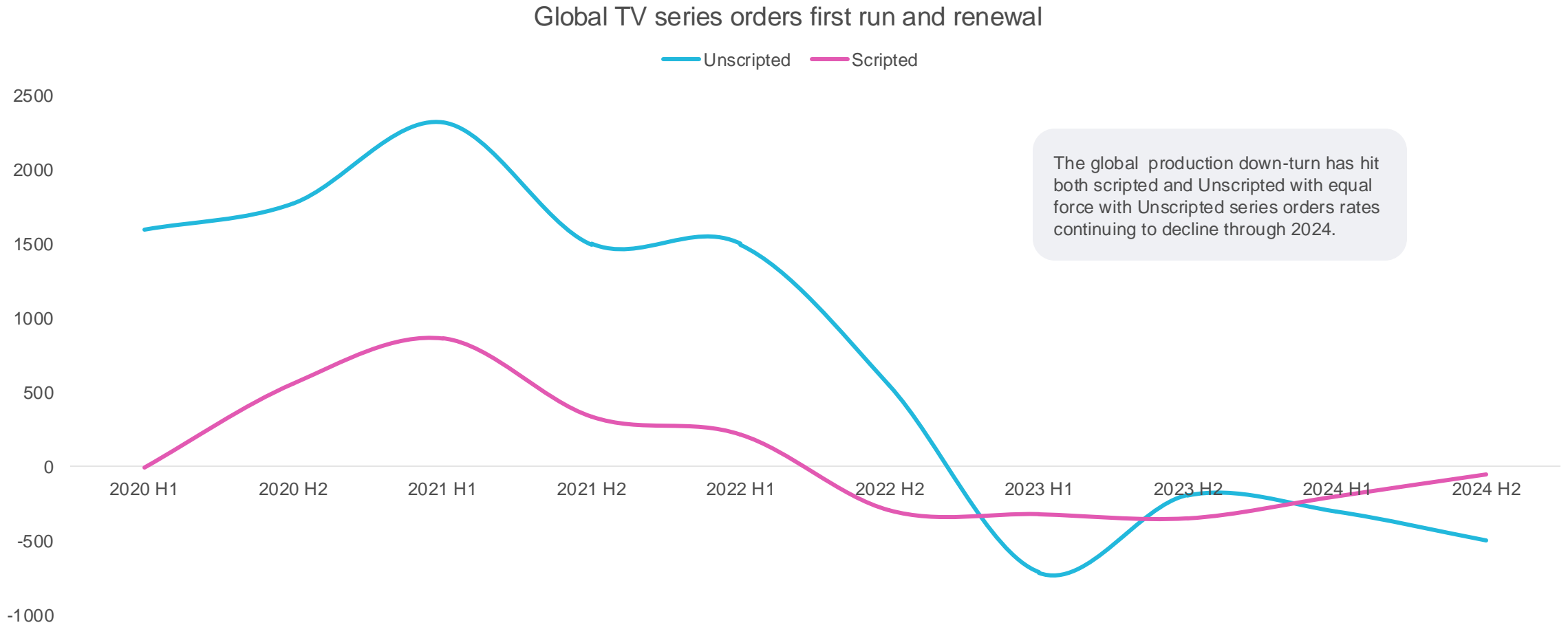
mip<sup>®</sup>

# 10 Unscripted TV trends you need to know

Ampere Analysis

January 2025

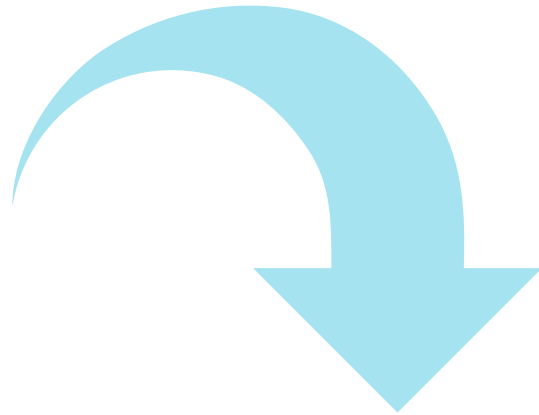
# 1. Unscripted series orders are down globally as production downturn bites



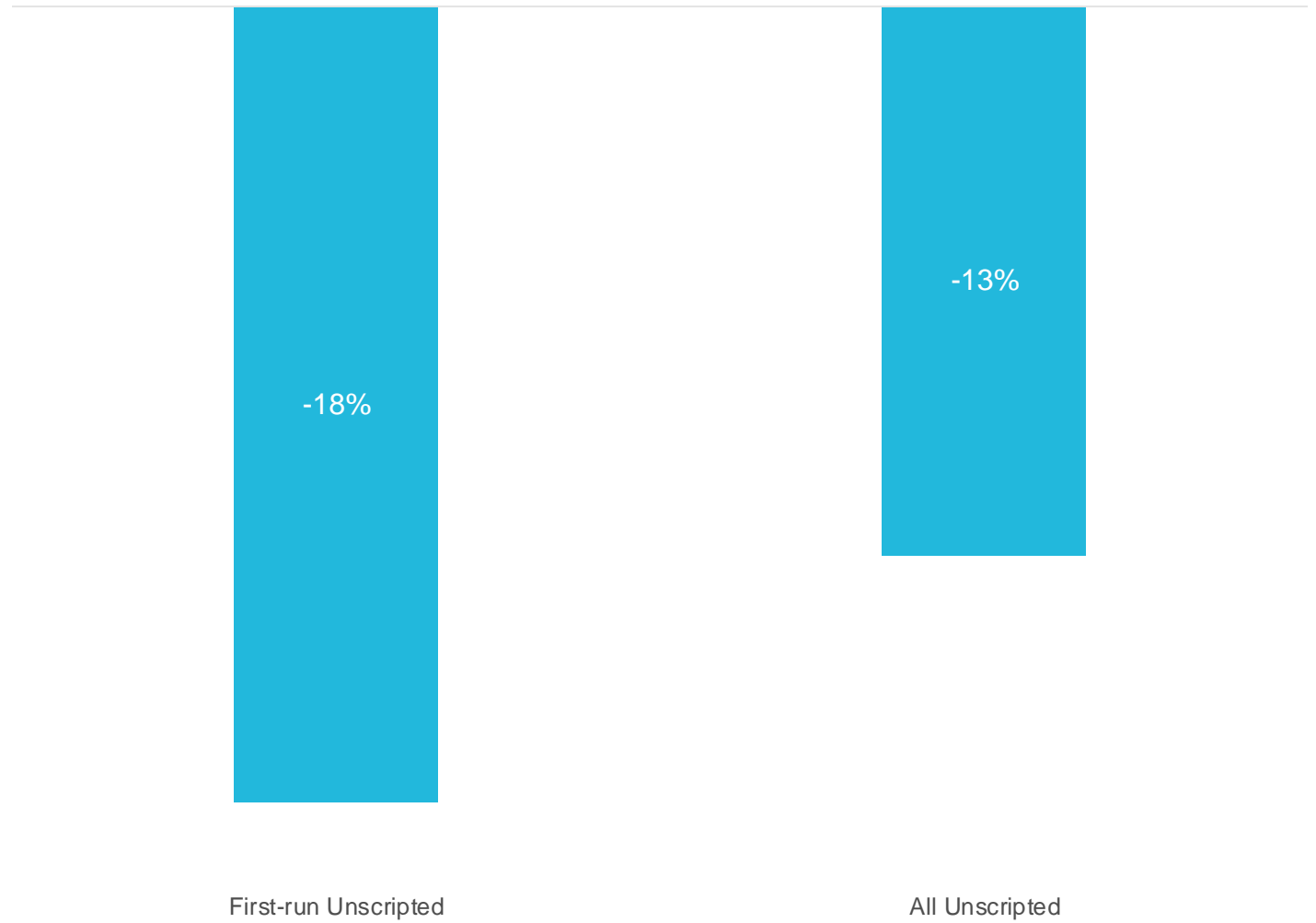
Source: Ampere Commissioning

...meaning first-run commissioning are nearly 20% off its 2022 peak

---

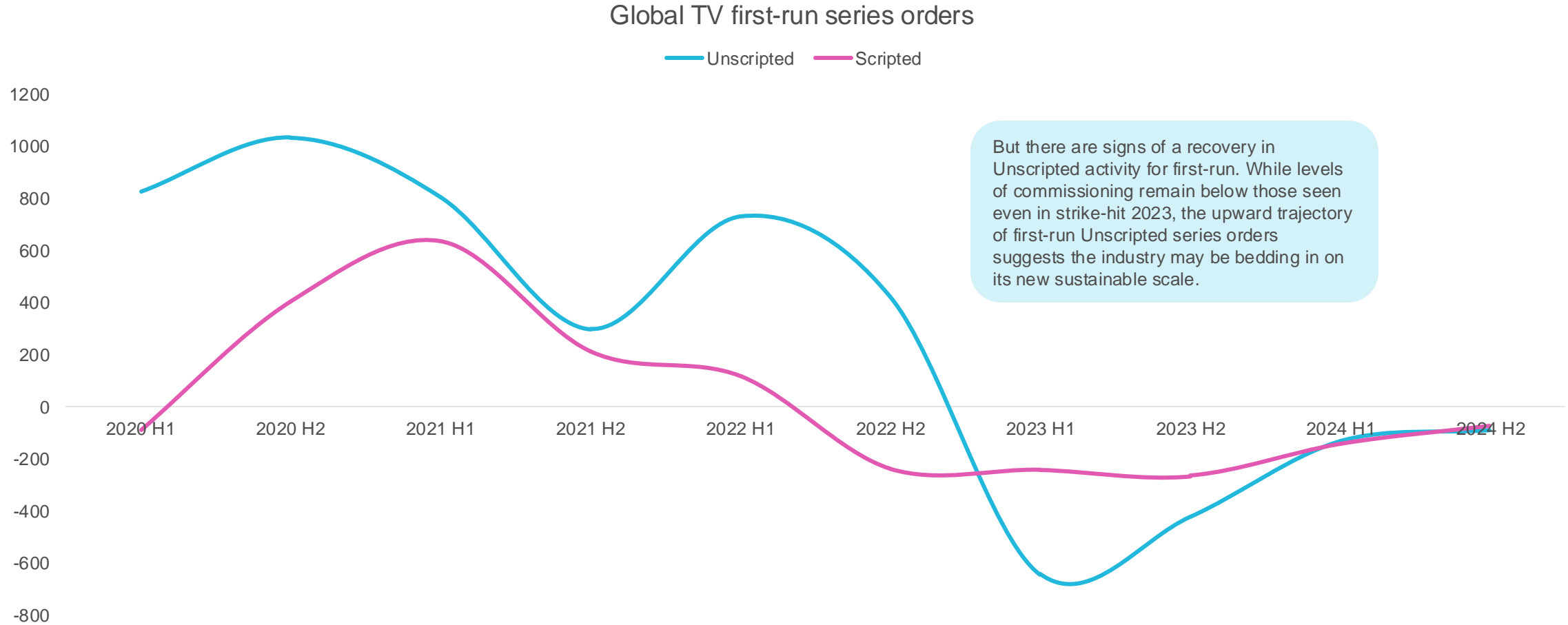


Global Unscripted commissions vs 2022 peak



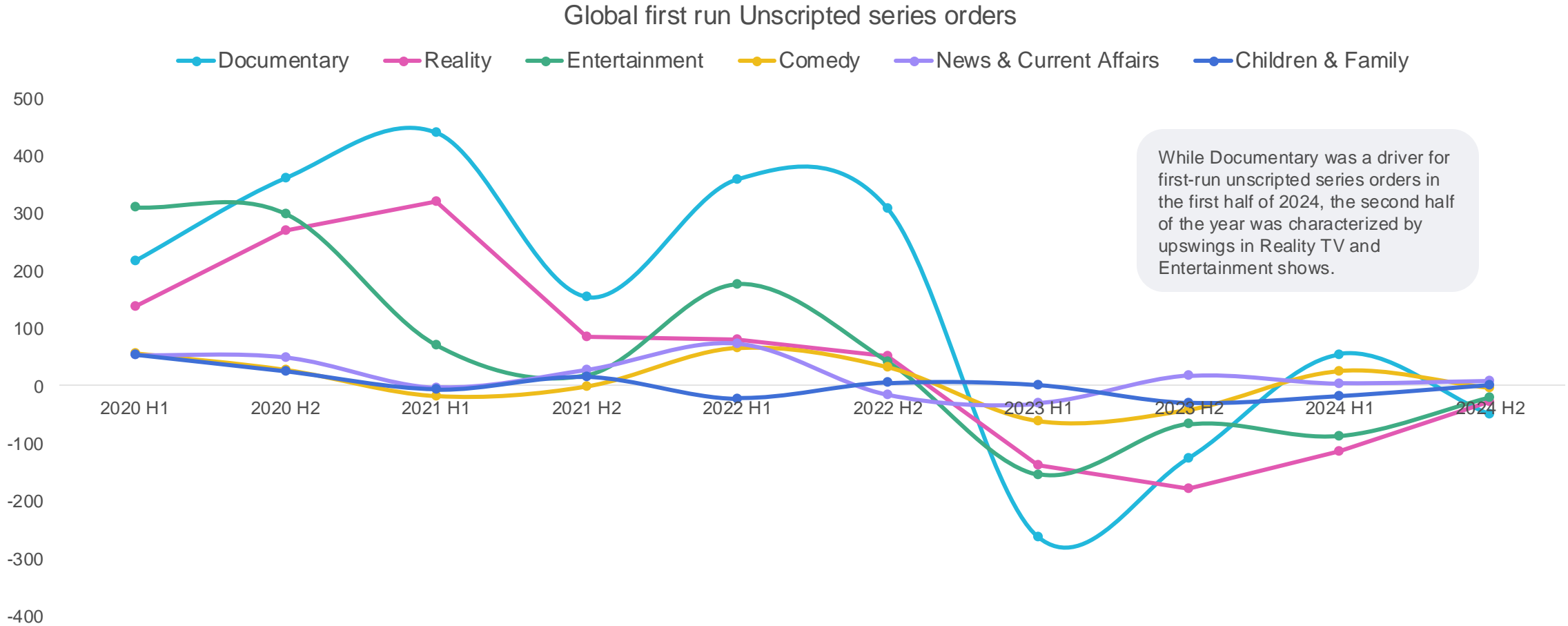
Source: Ampere Commissioning

## ...but first-run Unscripted orders are showing the first signs of recovery



Source: Ampere Commissioning

## 2. Reality TV and Entertainment shows are driving the upswing



Source: Ampere Commissioning

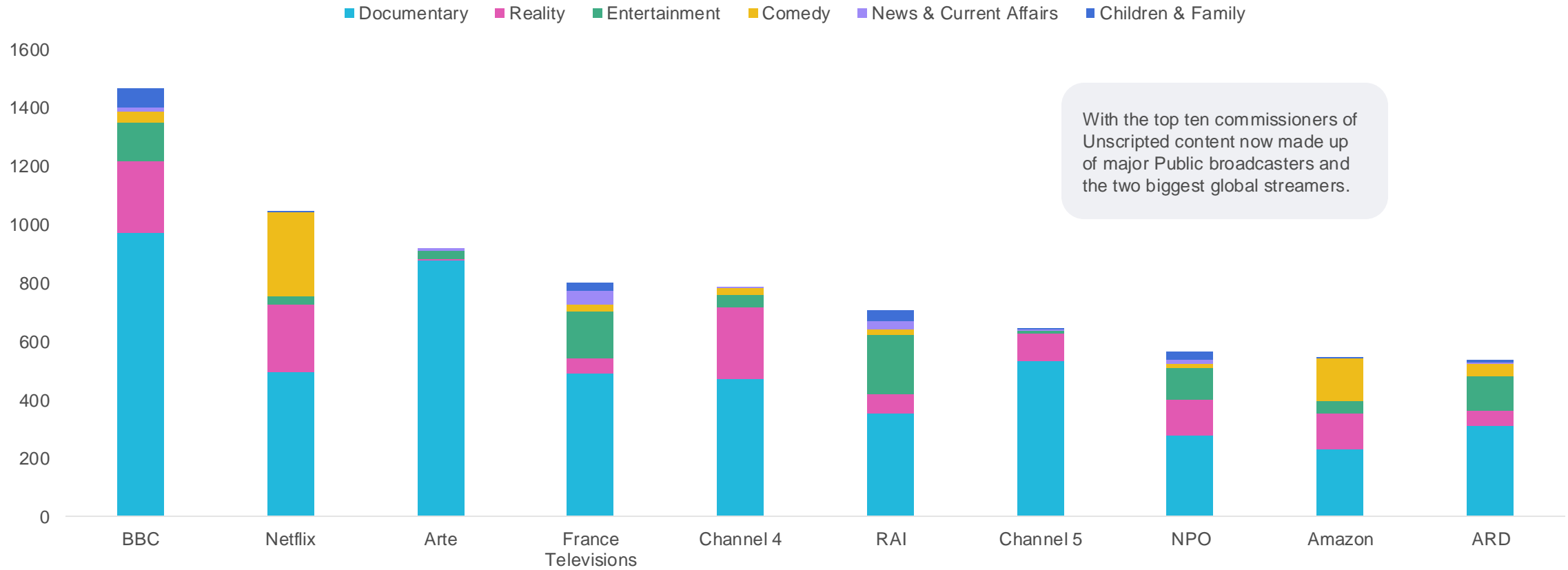
### 3. Public broadcasters are the only group increasing first run Unscripted orders



Source: Ampere Commissioning

# ...public broadcasters & 2 global streamers now make up top 10 of largest Unscripted commissioners

## Top 10 commissioners of unscripted content



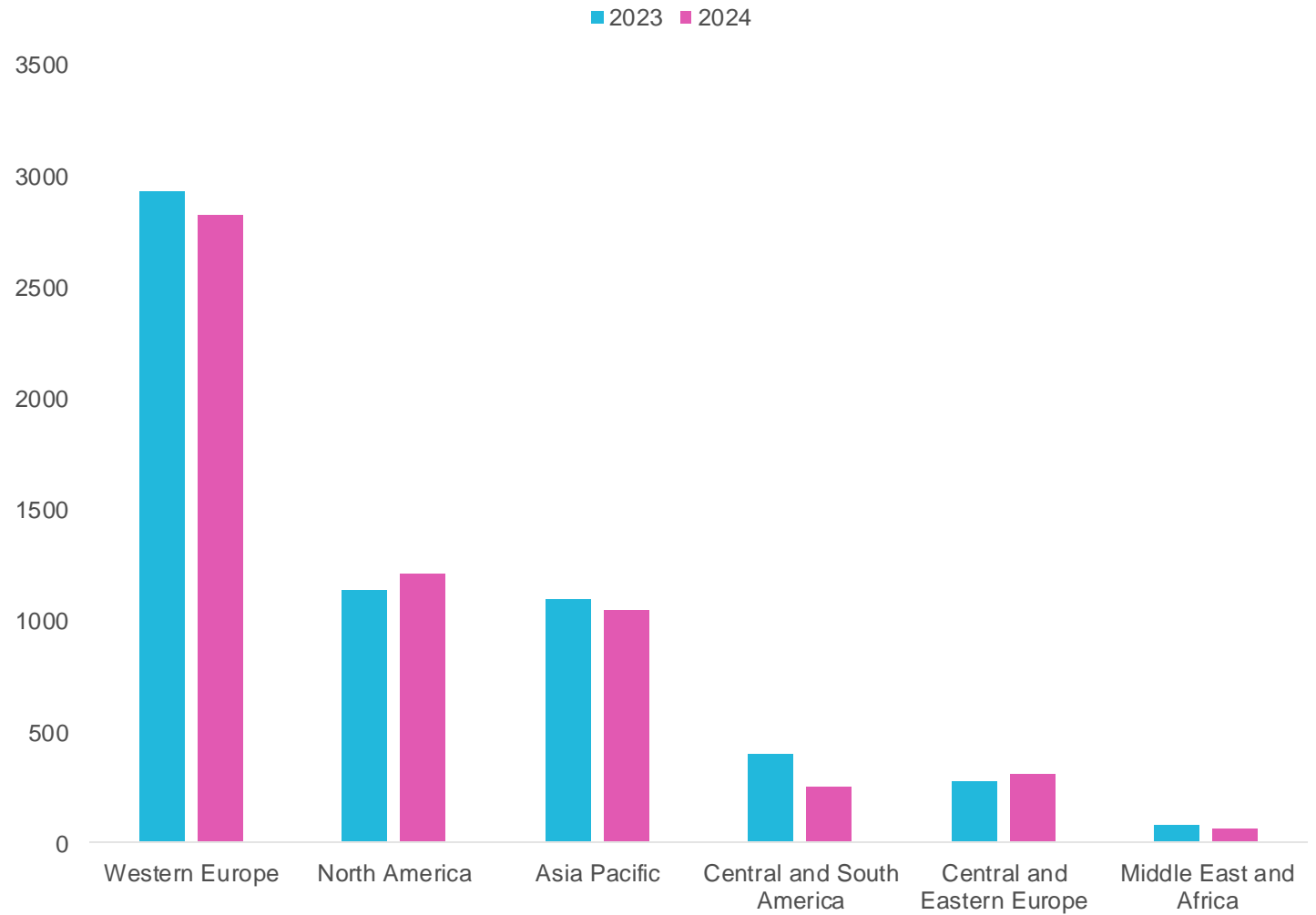
With the top ten commissioners of Unscripted content now made up of major Public broadcasters and the two biggest global streamers.

Source: Ampere Commissioning

## 4. Western Europe is the major region for new original Unscripted production

Western Europe has remained robust as a production centre for first-run Unscripted content even as the downturn bites. Local public and commercial broadcasters are major commissioners of Unscripted content, with streamers also now turning to the region for new orders.

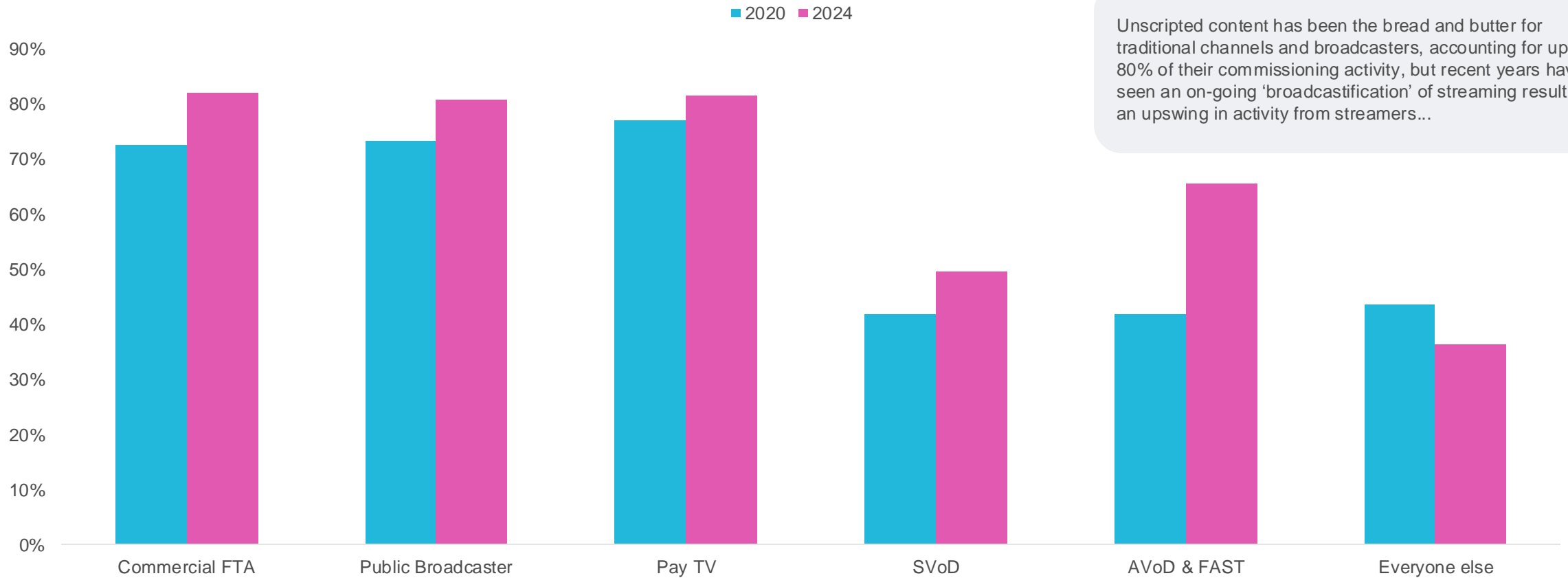
Global Unscripted first-run TV orders by region



Source: Ampere Commissioning

## 5. Traditional broadcasters have been the biggest investors in Unscripted...but that is changing

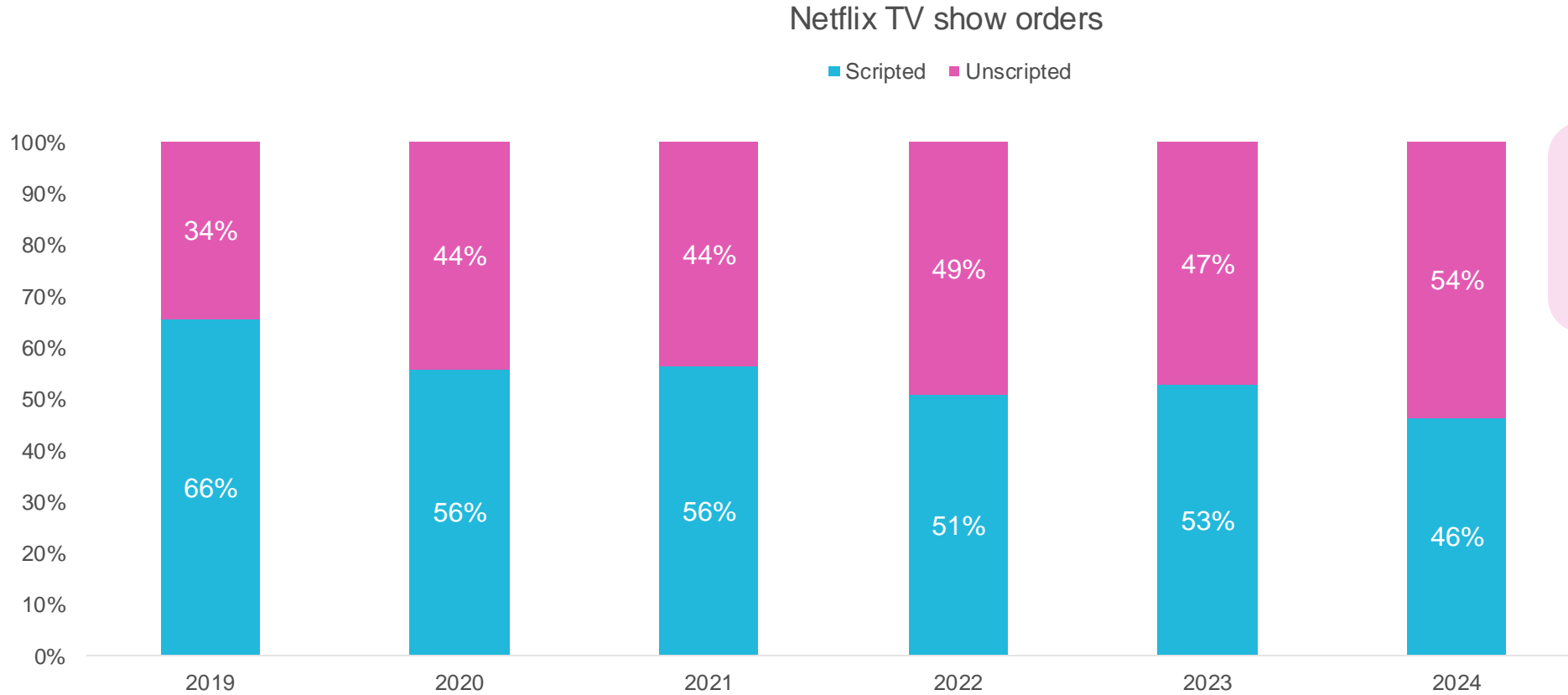
Proportion of TV show orders that are Unscripted



Unscripted content has been the bread and butter for traditional channels and broadcasters, accounting for up to 80% of their commissioning activity, but recent years have seen an on-going 'broadcastification' of streaming resulting in an upswing in activity from streamers...

Source: Ampere Commissioning

# ...As the majority of Netflix TV show orders are now Unscripted



The pandemic and saturation effects lead Netflix to significantly increase its Unscripted commissioning activity to the point that the majority of its show orders are now Unscripted

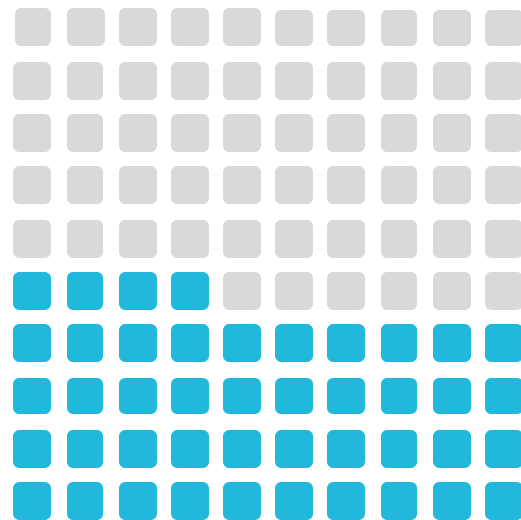
Shows TV first run and renewal series orders by Netflix as % of total TV orders..

Source: Ampere Commissioning

## ...with other major streamers following suit

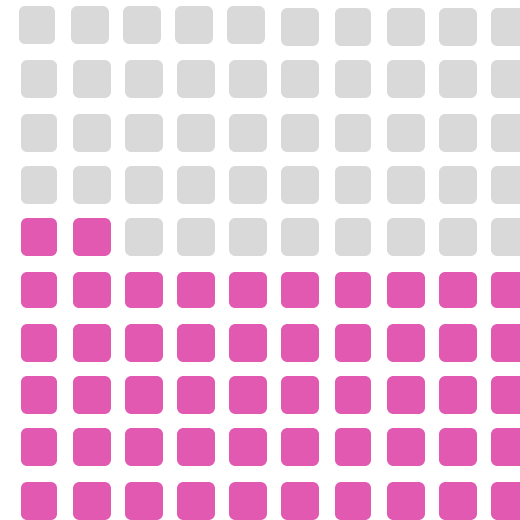
### TV show orders by the 'Global 6' streamers

**44%** Of commission titles were Unscripted



2020

**52%** Of commission titles were Unscripted

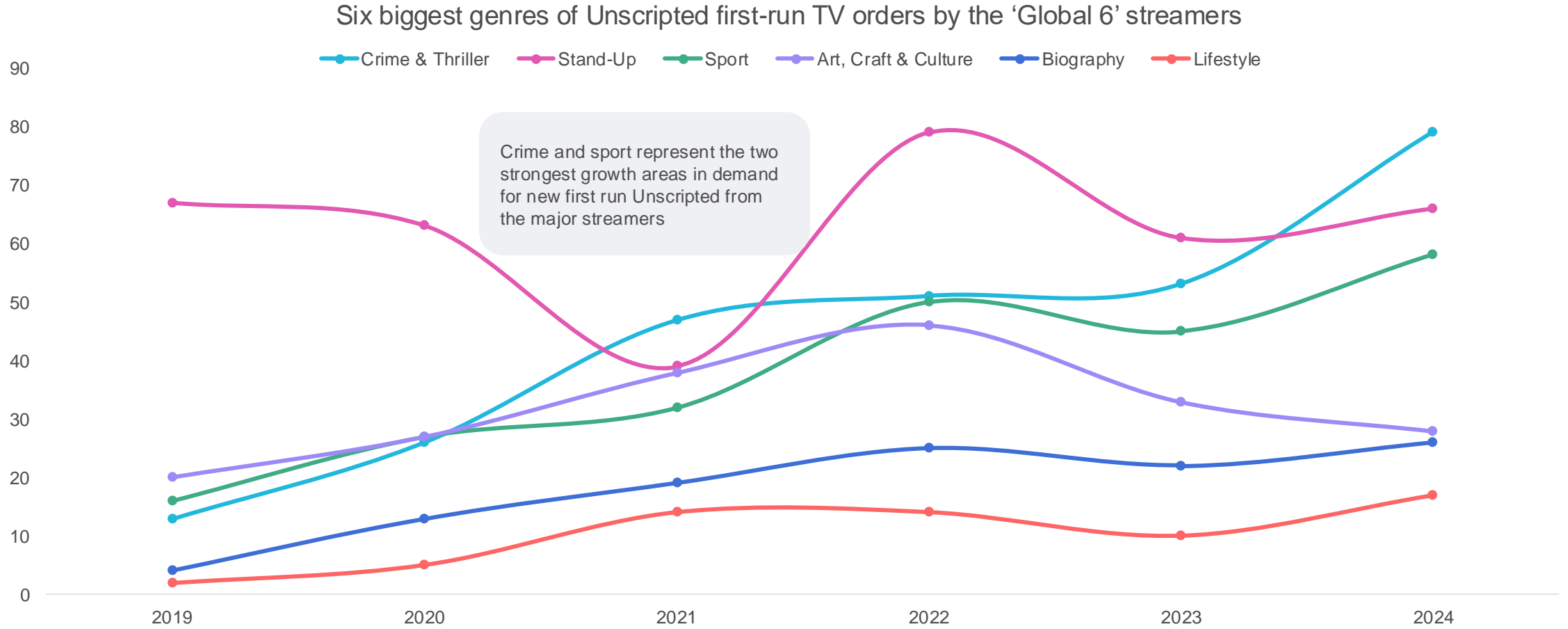


2024

Based on 6,049 TV show orders by the 'Global 6' streamers. The Global 6 are: Netflix, Amazon, Apple, Max, Paramount+, Disney+

Source: Ampere Commissioning

## 6. Crime and sport continue to be key areas of focus for Unscripted activity of the major streamers



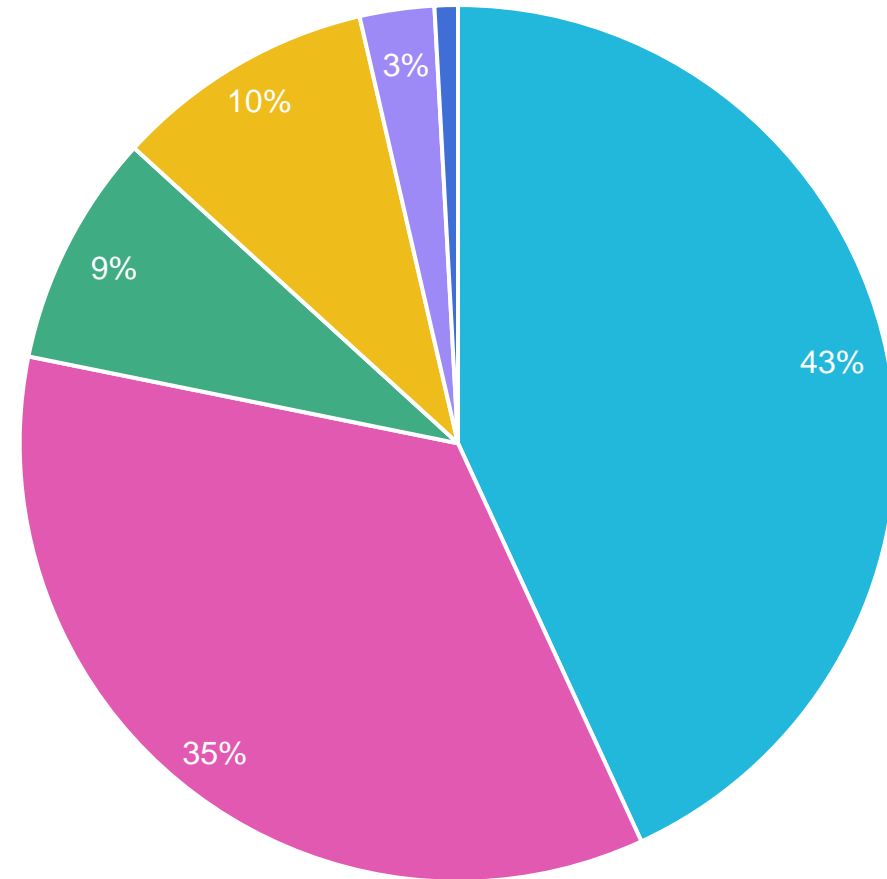
Source: Ampere Commissioning

## 7. Nearly 80% of Unscripted show orders by the 'Global 6' streamers come from Western Europe or North America

Although geographic diversification has characterized the streaming Scripted production market, major streamers remain heavily reliant on Western markets for their Unscripted content with nearly 80% of Unscripted orders being made in North America or Western Europe

Unscripted TV show orders by the 'Global 6' streamers in 2024

■ North America ■ Western Europe ■ Asia Pacific  
■ Central and South America ■ Central and Eastern Europe ■ Middle East & Africa

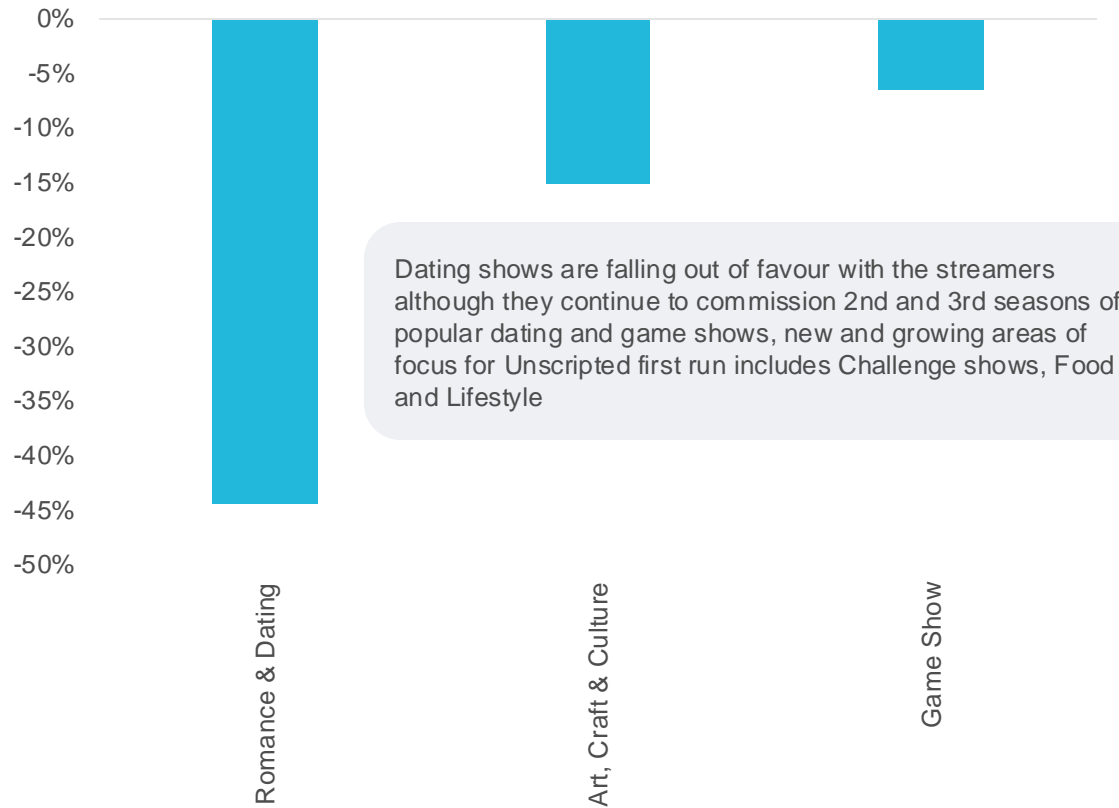


Based on 582 Unscripted show orders by the 'Global 6' streamers during 2024. The Global 6 are: Netflix, Amazon, Apple, Max, Paramount+, Disney+

Source: Ampere Commissioning

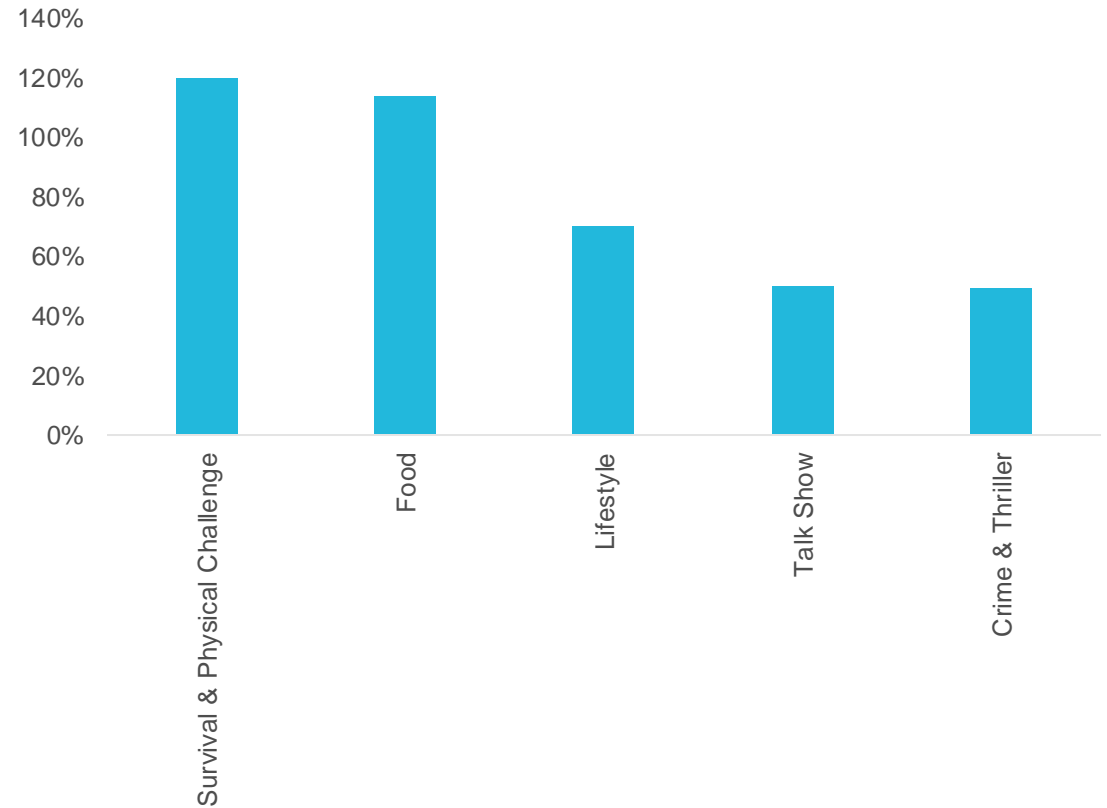
## 8. For streamers, Talk Shows and Dating are out for new shows but food and sport are in

Biggest genre declines: Unscripted first-run show orders 2023-2024 by the 'Global 6' streamers



Dating shows are falling out of favour with the streamers although they continue to commission 2nd and 3rd seasons of popular dating and game shows, new and growing areas of focus for Unscripted first run includes Challenge shows, Food and Lifestyle

Biggest genre growth: Unscripted first-run show orders 2023-2024 by the 'Global 6' streamers



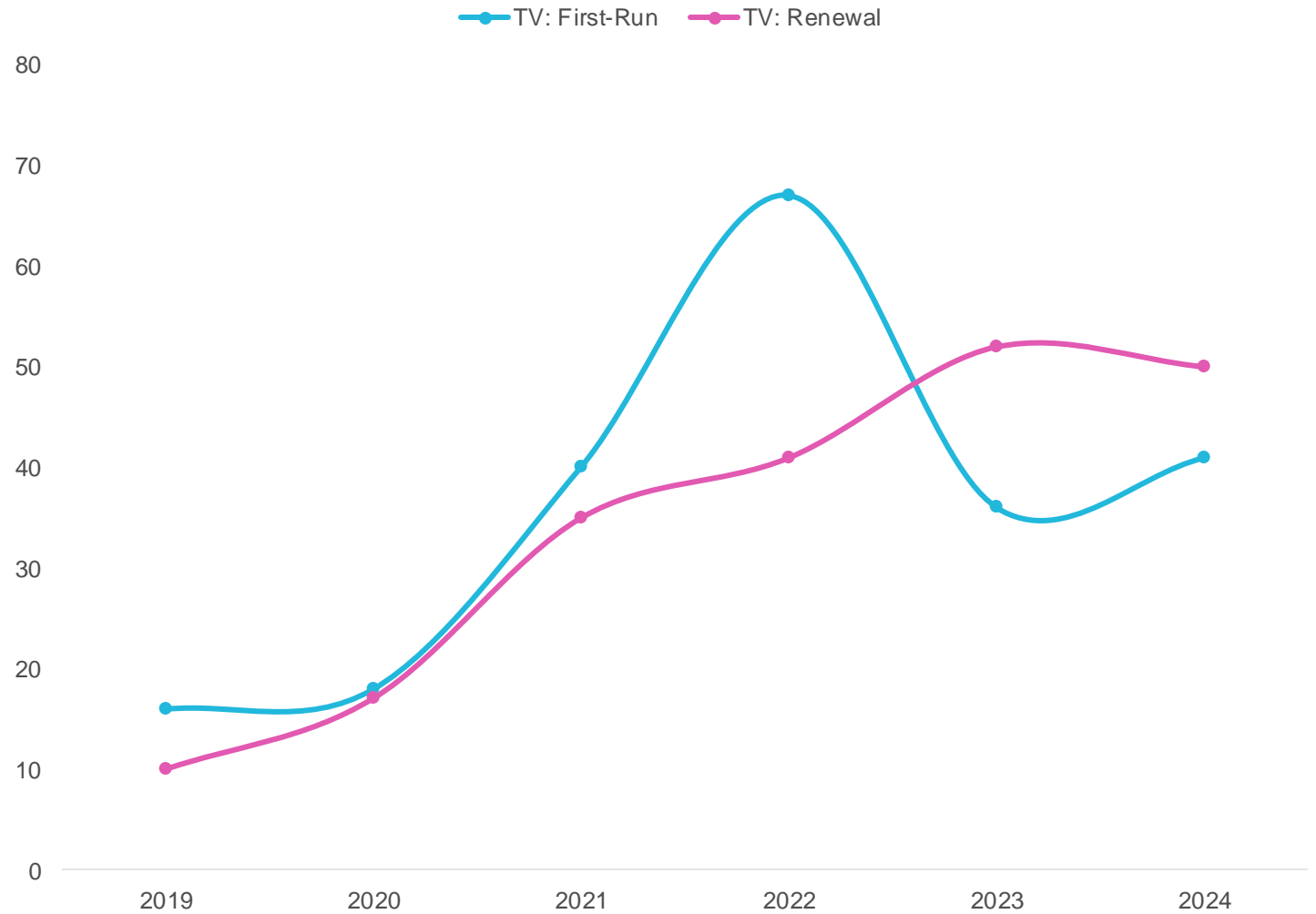
Based on 950 Unscripted show orders by the 'Global 6' streamers during 2023 and 2024. Only genres with at least 20 show orders analysed. The Global 6 are: Netflix, Amazon, Apple, Max, Paramount+, Disney+

Source: Ampere Commissioning

## 9. 'Peak format' was 2022 for streamers, but format renewals now sustain the market

As streaming Unscripted demand began to take off, streamers jumped on formats as a way to quickly localize new Unscripted shows. 'Peak format' was reached in 2022 when first run format commissions reached a pinnacle. Since then streamers have switched to renewing the best performing formats while reducing new format commissions

Format series orders by the 'Global 6' streamers

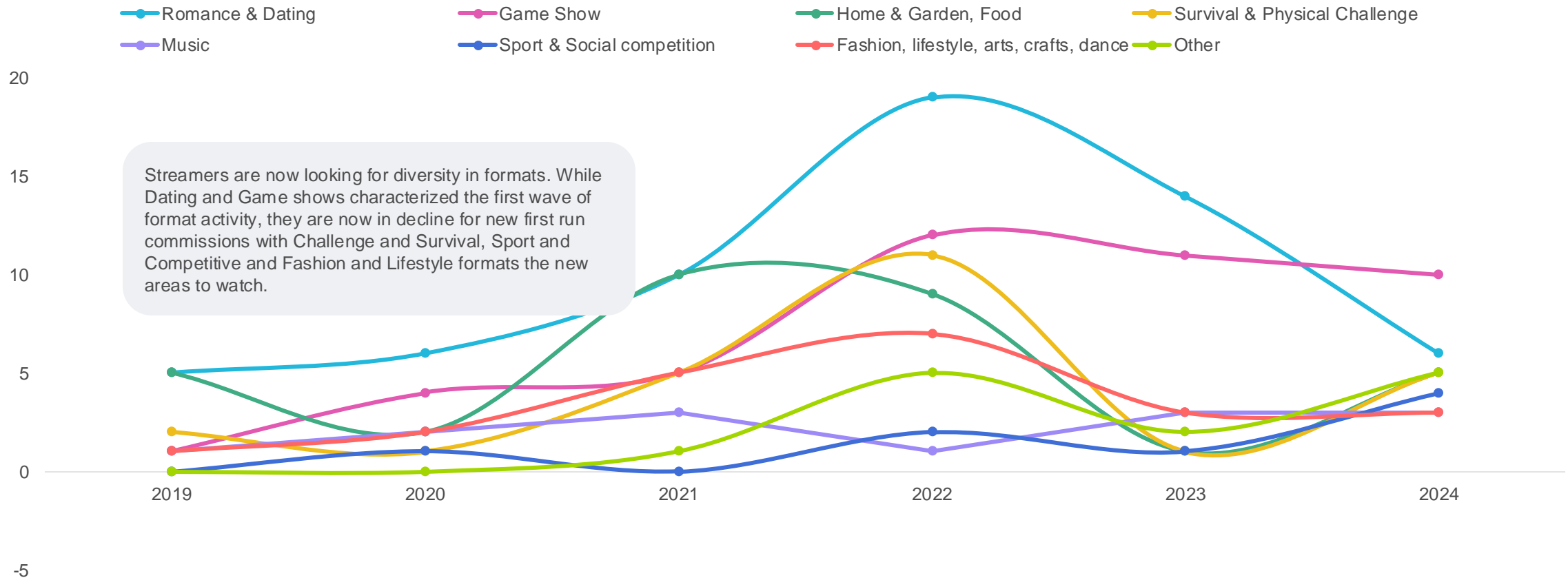


The Global 6 are: Netflix, Amazon, Apple, Max, Paramount+, Disney+

Source: Ampere Commissioning

# 10. Game Shows and Dating show formats in decline as streaming formats diversify

First run format orders by the 'Global 6' streamers



The Global 6 are: Netflix, Amazon, Apple, Max, Paramount+, Disney+

Source: Ampere Commissioning



AMPERE  
ANALYSIS

## Find out more & get a free report...

info@ampereanalysis.com



This exclusive report for MIP LONDON is based on data from [Ampere's](#) global Commissioning data service, providing granular insight on TV shows and movies as they go into development or production. The continuously updated database tracks over 100,000 shows, giving an unrivalled view of the future of both Scripted and Unscripted content demand. To find out more and receive a free report detailing the latest Scripted and Unscripted content trends, scan the QR code on the left or use the link: <https://info.ampereanalysis.com/commissioningreportmip>

### About MIP Markets:

MIP Markets are the world's largest gatherings of the international TV industry, and have been welcoming top executives from the world of international television for over 60 years, providing a platform for learning, sharing and inspiring. Stay tuned for TV Insights all year-long on the [MIP BLOG](#).



@ampereanalysis



@ampereanalysis