

Global Content Adaptation Trends Review: Jan'22 - Nov'23

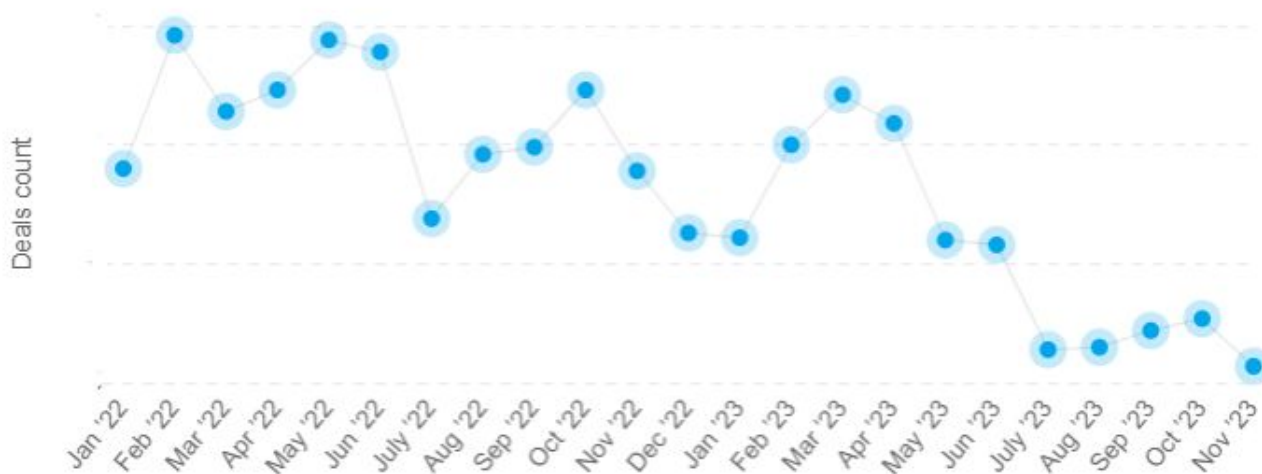
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2023 GLOBAL CONTENT ADAPTATIONS DEALS

VOLUMES ARE DOWN 53% OVER 2022

- 2023 levels were consistently down, indicating overall slowdown similar to Production & Acquisition Deals
- Sluggish activity in high peak season of May-Jun in 2023

Month-on-Month

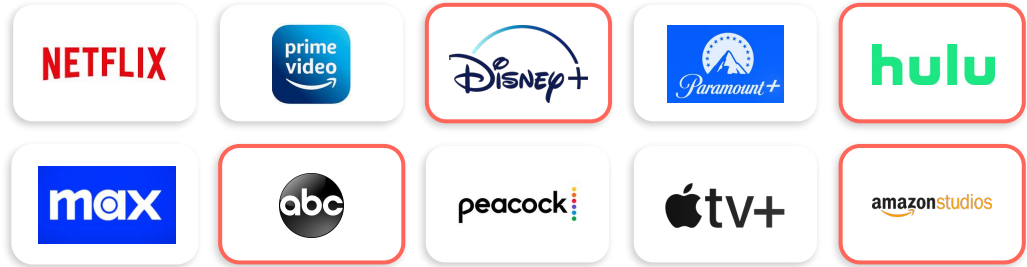


Time frame: Jan 2022 till Nov 2023

2022 LEADERBOARD* Top Commissioning Entities

4 of the Top 10 in 2022 are missing in 2023

- Top players who have maintained their positions have reported lower productions compared to last year
- Fremantle remains amongst the biggest players in format adaptation



Top Studios / Production Houses

5 of the Top 10 in 2022 are missing in 2023

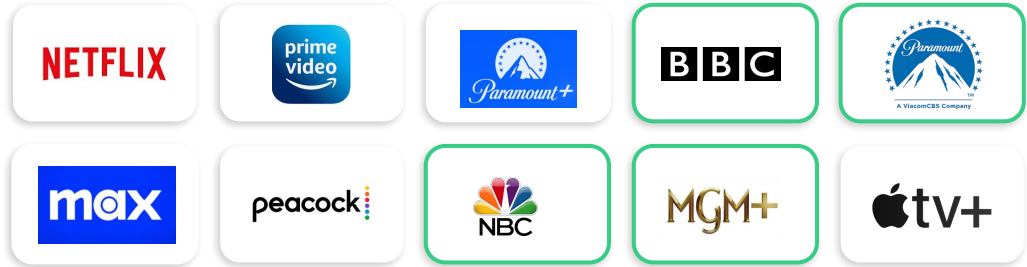


* High Deal Value ~ High Deal Scores

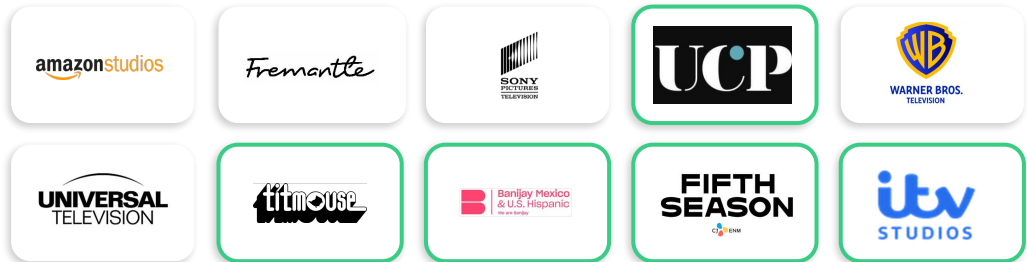
Companies Missing in 2023 Leaderboard

2023 LEADERBOARD* Top Commissioning Entities

- Netflix, Prime Video retain top positions but with reduced deal count
- All the new entrants - BBC, Paramount Pictures, NBC, MGM+ mainly did book adaptation deals



Top Studios / Production Houses

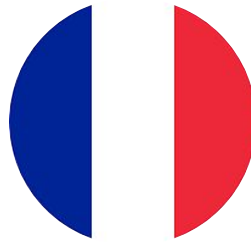


New Entrants

* High Deal Value ~ High Deal Scores

Top Countries

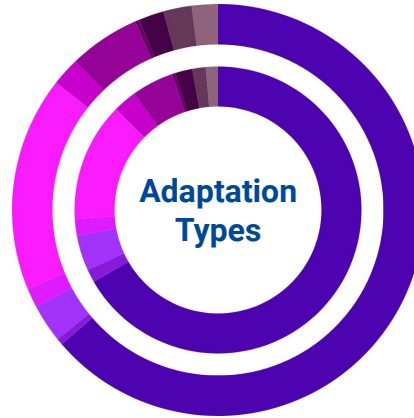
-USA, UK, France, Japan, Spain, Germany, Canada, India, Australia,



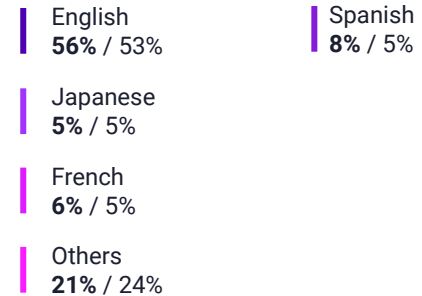
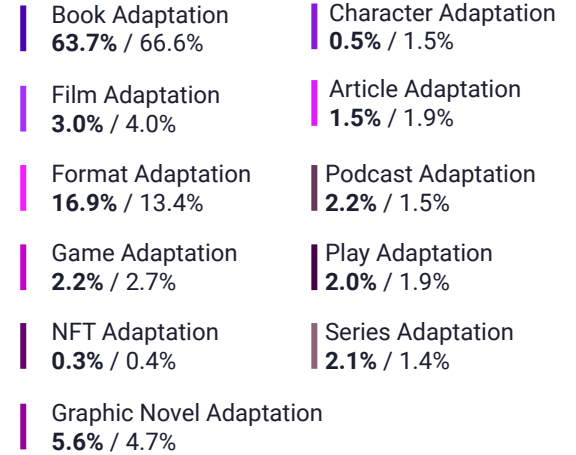
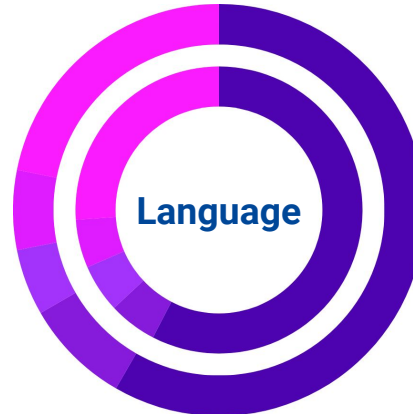
Adaptation Type and Language Trends

Book Adaptations most popular; constitute **almost two-third** of all adaptations

- Format adaptations show an increase indicating an assured viewership base considering success in other countries against fixed production cost
- Adaptations in Spanish language increased - Netflix and Amazon were key contributors



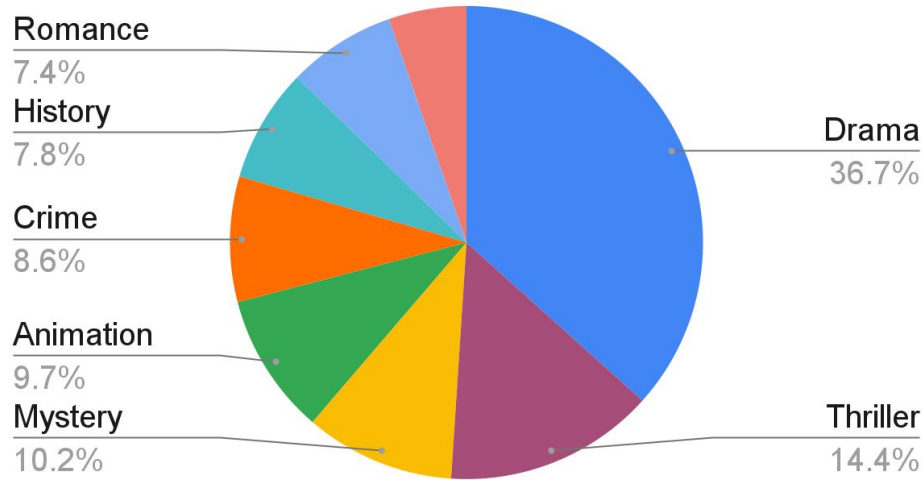
Outer 2023 / Inner 2022



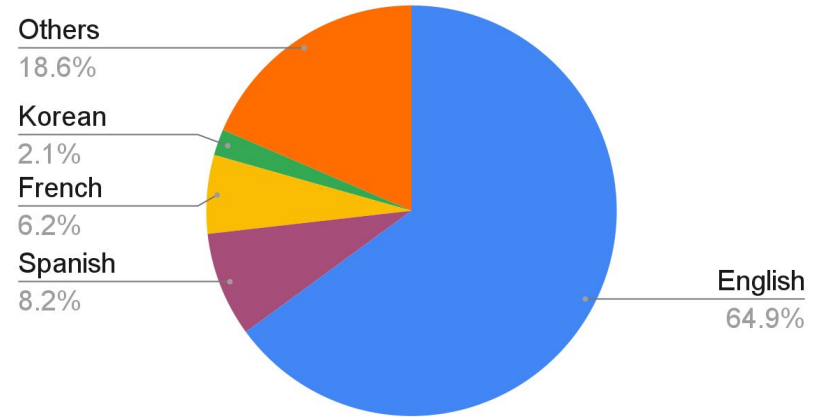
Book Adaptations - Genre & Language Trends

-Netflix followed by Amazon was the biggest deal maker mainly focusing on drama, mystery, thriller genre
-Mar'23 was the peak; also had James Patterson sign a First-Look Deal With Skydance Television to develop series based on his top-selling books

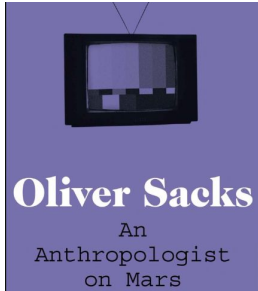
Genre Trends



Language Trends



Recent Book Adaptation



An Anthropologist on Mars

Genre: **Anthology**

Commissioned by:

NBC

Produced by:

Berlanti Productions
Fabel Entertainment
Warner Bros. Television
The Imaginarium Studios

Synopsis:

Oliver Sacks explores the complexities of human emotion through his subjects, including artists with Tourette's syndrome, surgeons with tics, and autistic professors.

USA | TV Series

Oliver Sacks was called "poet laureate of medicine" by The New York Times



The Man Who Mistook His Wife for a Hat

Genre: **Reality**

Commissioned by:

NBC

Produced by:

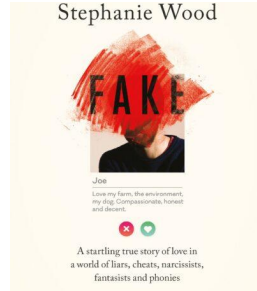
Berlanti Productions
Fabel Entertainment
Warner Bros. Television
The Imaginarium Studios

Synopsis:

Stories of individuals with perceptual and intellectual disorders who lose their memories and recognize common objects.

USA | TV Series

Has been adapted into an opera by Michael Nyman and Christopher Rawlence in 1986



Fake

Genre: **Drama**

Commissioned by:

Paramount+

Produced by:

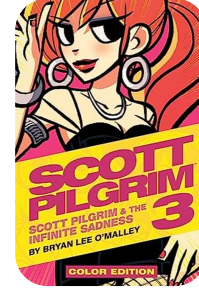
Paramount ANZ
Kindling Pictures
VicScreen

Synopsis:

Story follows Keddie, a brilliant writer, who believes she finds her perfect match on a dating app, only to discover her boyfriend's true nature.

Australia | TV Series

Stephanie Wood, an award-winning writer and journalist, has written a startling true story of love in a world of liars, cheats, narcissists, fantasists and phonies.



Scott Pilgrim

Genre: **Action, Comedy, Fantasy, Romance**

Commissioned by:

Netflix

Produced by:

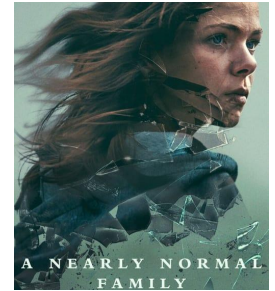
Universal Content Productions
Science SARU Inc
Complete Fiction
Marc Platt Productions

Synopsis:

Ramona's ex-boyfriend, Todd Ingram, is dating Scott Pilgrim's former love, Envy Adams. Scott must fight Todd, keep Ramona happy, and practice his new setlist.

Canada | TV Series

Scored 4.26 out of 5 based on 383,439 ratings on Goodreads



A Nearly Normal Family

Genre: **Crime, Drama**

Commissioned by:

Netflix

Produced by:

Jarowskij

Synopsis:

The world of a seemingly perfect family shatters when a shocking murder proves that they're willing to make desperate moves to protect one another.

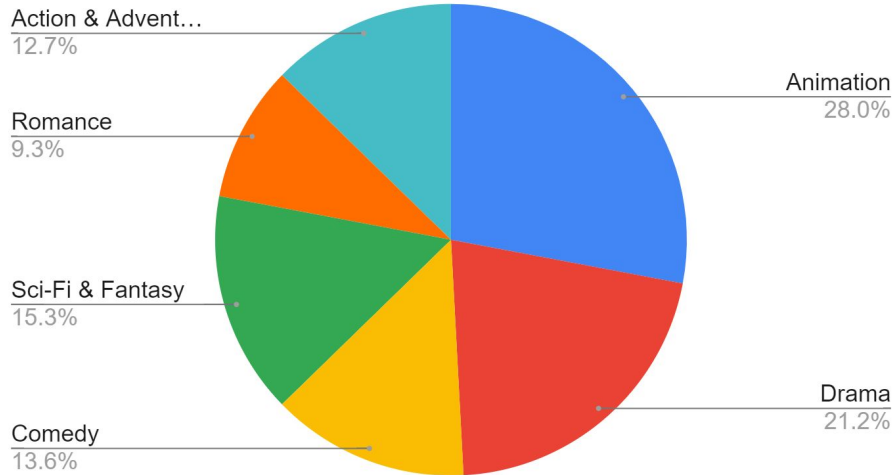
Sweden | TV Series

Employs a unique three-part structure, with each part narrated from a different family member's perspective.

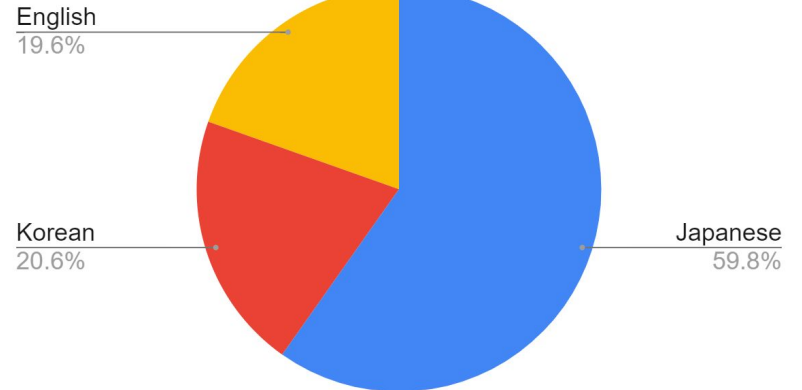
Graphic Novel Adaptations - Genre & Language Trends

- Japan clear leader for commissioning as well as creating webtoon adaptations
- Japanese publishing house Kodansha signed up many deals for adaptation of its comics
- The dedicated fan base of Graphic Novels makes it a good source for creating high budget Sci-Fi & Fantasy content

Genre Trends



Language Trends



Time frame: Jan 2023 till Dec 2023

Recent Graphic Novel Adaptations



Little Shark's Outings

Genre: **Comedy, Drama**

Commissioned by:

Kadokawa

Produced by:

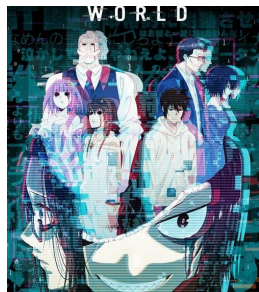
ENGI Co Ltd

Synopsis:

A baby shark's summer adventures in Yauo Town, filled with nostalgia, include cider, freeze pops, radio calisthenics, festival stalls, and friends, reflecting the world's sparkle.

Japan | TV Series

Rated **8.79/10 on comicK** and **4.84/5 on Mangakakalot**



Good Night World

Genre: **Animation, Sci-Fi & Fantasy**

Commissioned by:

Netflix

Produced by:

NAZ Co Ltd

Synopsis:

Four miserable members of a dysfunctional household have no idea that they've formed a happy family unit in an immersive VR game — with each other.

Japan | TV Series



Death's Game

Genre: **Sci-Fi & Fantasy, Drama**

Commissioned by:

JTBC

Produced by:

Studio LuluLala (SLL)

Synopsis:

The drama depicts the story of a character who begins a new life with death.

South Korea | TV Series

Has a rating of **4.26 out of 5 on Goodreads**



Aquaman

Genre: **Romance**

Commissioned by:

Fuji Television Network

Produced by:

Kakao Entertainment

Synopsis:

Naru, a twenty-something, navigates modern dating, facing challenges like texting, responding, and potential sabotage due to his lack of experience and cellphone usage.

South Korea | TV Series

Received a rating of **8.2/10 on Reddit**



Akuma Kun

Genre: **Animation, Sci-Fi & Fantasy**

Commissioned by:

Netflix

Produced by:

Encourage Films Co Ltd

Toei Animation Co Ltd

Synopsis:

A boy raised by a demon, works with his half-human partner Mephisto III as paranormal investigators to solve various murder and mysteries

Japan | TV Series

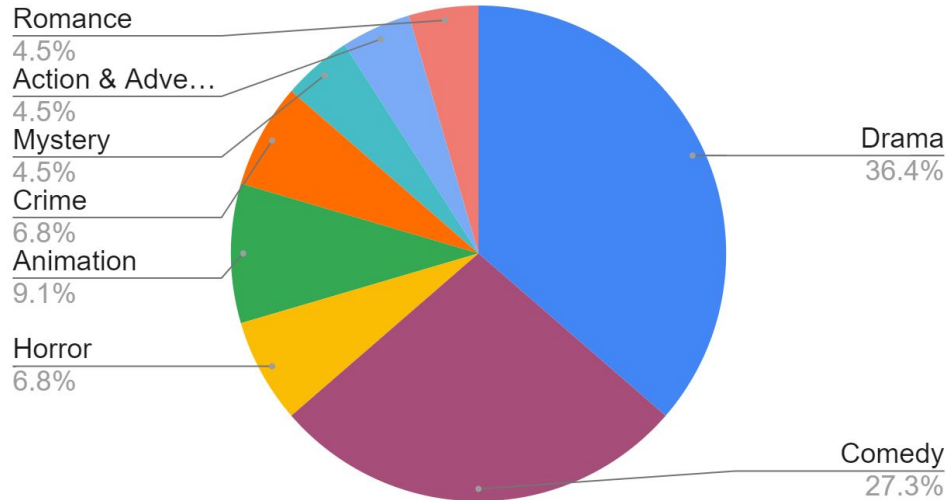
Several versions of this manga already exist

Film Adaptations - Genre & Language Trends

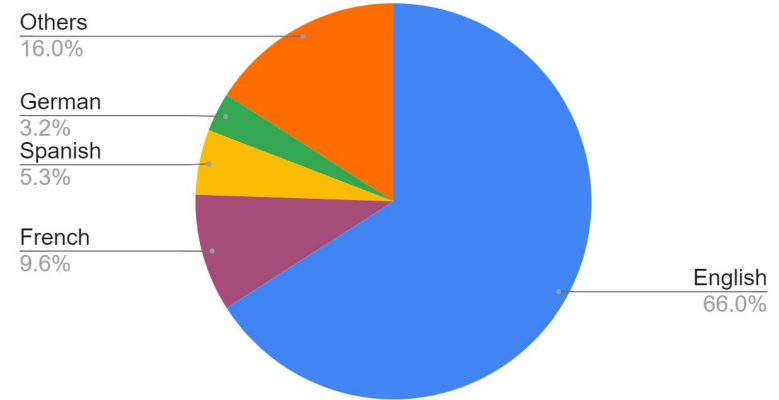
-Super hit films offer a reasonable guarantee of success when they are adapted

-Lionsgate & STX signed a deal this year; part of which will be to create content based on Hustlers & Bad Moms

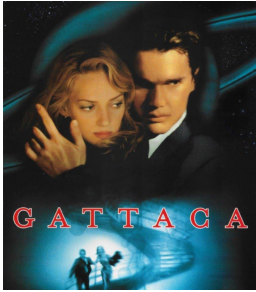
Genre Trends



Language Trends



Recent Film Adaptations



Gattaca

Genre: Thriller, Mystery

Commissioned by:
Showtime Networks
Produced by:
Sony Pictures Television

Synopsis:
Eugenics creates an underclass of "in-valids" through genetic screening. Vincent, born conventionally, assumes genetic superiority to fulfill his dream of space travel.

USA | TV Series

Considered a rare science fiction film that does not rely on violence as a core driving part of the narrative



Gnomes

Genre: Fantasy, Horror

Commissioned by:
Sony Pictures Entertainment
Produced by:
21 Laps Entertainment

Synopsis:
A feature take on the 2019 short about a young girl who finds herself menaced by an evil tribe of gnomes.

USA | Movie

Featured in prestigious film festivals like the 2022 Fantastic Fest and the 2022 Frontières Platform at the Marché du Film at Cannes



Sixtynin9 the Series

Genre: Comedy, Crime, Mystery, Drama

Commissioned by:
Netflix
Produced by:
Five Stars Production Company

Synopsis:
After losing her job, a woman discovers a mysterious package on her apartment doorstep and her life takes a turn for the worse.

Thailand | TV Series

Original film won the Don Quixote Award at the Berlin International Film Festival



War Sailor

Genre: Drama

Commissioned by:
Netflix
Produced by:
Rohfilm Productions GmbH
Mer Film
Falkun Films

Synopsis:
WWII erupts, two Norwegian merchant ship sailors face brutal conditions, fighting for survival.

Norway | TV Series

Based on the true stories of the 30,000 Norwegian civilian sailors who participated in the Allied convoys during World War II



Galaxy Quest (Untitled)

Genre: Comedy, Sci-Fi

Commissioned by:
Paramount+
Produced by:
Paramount Television Studios

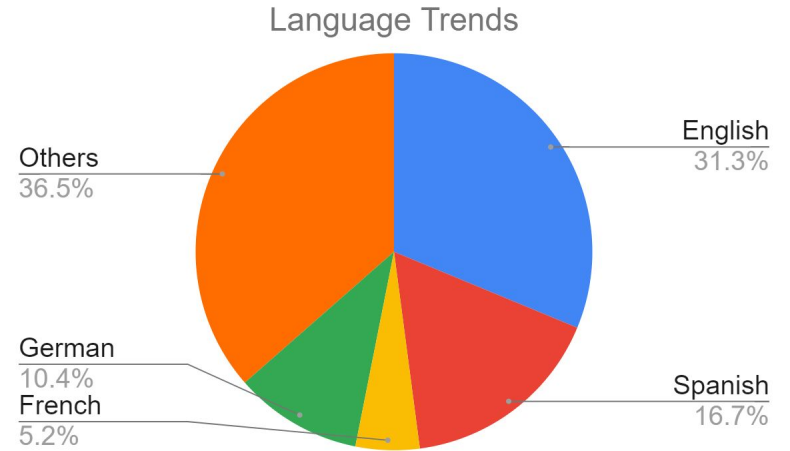
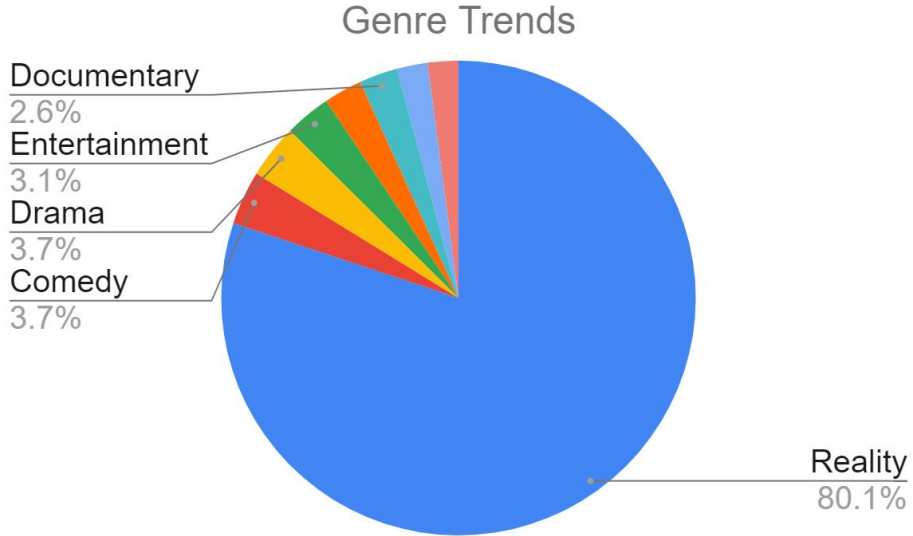
Synopsis:
The film parodies and homages science-fiction films, particularly Star Trek, by presenting the cast of Galaxy Quest, a fictional television series, engaging in a real interstellar conflict.

USA | TV Series

Won the Hugo Award for Best Dramatic Presentation and the Nebula Award for Best Script

Format Adaptations - Genre & Language Trends

- Amazon, Fremantle, Banijay top dealmakers for format adaptation to create reality series
- Key markets include USA, Canada, UK, Germany, Spain, France, Greece, South Africa, Australia, Netherlands
- Formats popular in Europe considering their appetite for unscripted series



Recent Format Adaptations



Temptation Island Mexico (Untitled)

Genre: **Reality**

Commissioned by:

Prime Video

Produced by:

Banjay Mexico & U.S. Hispanic

Amazon Studios

Endemol Shine Brasil

Synopsis:

Several couples agree to live with a group of singles of the opposite sex, in order to test the strength of their relationships.

Mexico | TV Series

3rd most popular show on the USA Network



Romesh and Tom Take Takeshi's Castle

Genre: **Comedy, Reality**

Commissioned by:

Prime Video

Produced by:

Rumpus Media

Synopsis:

Tom Davis and Romesh Ranganathan return to Takeshi's Castle, guiding fans through 100 challenging obstacles for a chance to win 1 million yen.

UK | TV Series

Cult television hit



Klov Hazahav

Genre: **Reality**

Commissioned by:

CBS

Produced by:

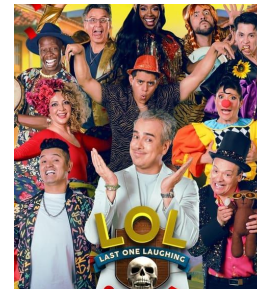
Sony Pictures Television

Synopsis:

Raid The Cage is a thrilling game where teams compete to win prizes from the Cage, with the highest total dollar value prevailing in the final round.

USA | TV Series

Original Israeli game show



LOL: Last One Laughing Colombia

Genre: **Comedy, Reality**

Commissioned by:

Prime Video

Produced by:

Banjay Mexico & U.S. Hispanic

Synopsis:

10 comedians to compete for the LOL trophy, exposing their extreme comedy without censorship or limits, aiming to make opponents laugh while maintaining a straight face.

Colombia | TV Series

Adapted in 15+ countries worldwide



Twin Love

Genre: **Reality**

Commissioned by:

Amazon Studios

Produced by:

Itv Entertainment

Synopsis:

Ten identical twins will live in two houses, searching for love and determining if their shared traits align with their romantic aspirations.

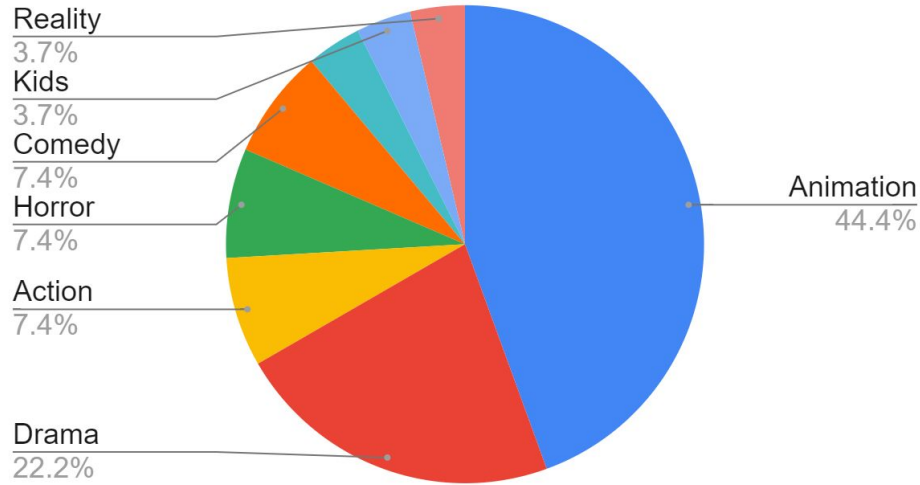
USA | TV Series

#6 most popular TV show on Amazon Freevee

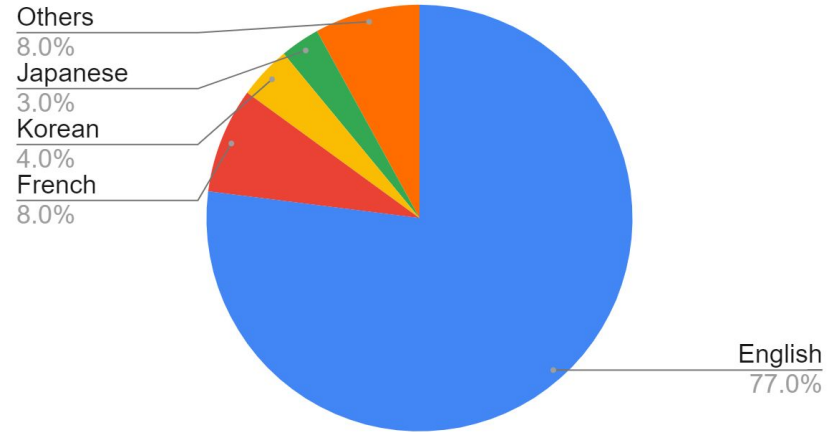
Game Adaptations - Genre & Language Trends

-Hugely popular games like Angry Birds, Devil May Cry (30M copies worldwide), wildly popular Dungeons & Dragons (fantasy role-playing game franchise), Blue Marble Game(Korean version of Monopoly) are few of the games adapted; with the hope to target the similar audience base

Genre Trends



Language Trends



Recent Game Adaptations



Angry Birds Mystery Island

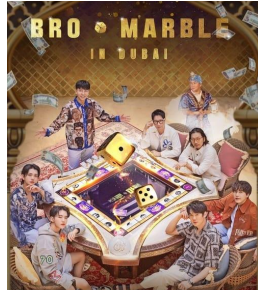
Genre: **Action**

Commissioned by:
Prime Video
Amazon Kids+
Produced by:
Titmouse

Synopsis:
Angry birds mystery island introduces three new hatchling characters and a foreign-exchange piglet to explore an uncharted island without adults.

USA | TV Series

Amassed over **4.5 billion downloads** of its 35 spin-off games



Bro&Marble in Dubai

Genre: **Reality**

Commissioned by:
TVING
Produced by:
CJ ENM Co

Synopsis:
Top celebrities travel to Dubai and engage in real 'Blue Marble' with unexpected challenges!

South Korea | TV Series

"Blue Marble Game" – a Korean version of Monopoly



Dungeons & Dragons: Honor Among Thieves

Genre: **Adventure, Fantasy, Comedy**

Commissioned by:
Paramount+
Produced by:
Entertainment One
Paramount Pictures

Synopsis:
Fantasy story featuring humans, elves, orcs and other fantastical creatures engaging in wars, treasure hunts and campaigns.

USA, CA | Movie

50M players worldwide as of 2023



Devil May Cry

Genre: **Animation, Action & Adventure**

Commissioned by:
Netflix
Produced by:
Capcom Company
Studio Mir

Synopsis:
Sinister forces are attempting to open a portal between human and demon realms, with Dante, an orphaned demon-hunter, unaware of the potential consequences.

USA | TV Series

Sold 29M copies and won **Capcom's Platinum Title** award



Street Fighter

Genre: **Action**

Commissioned by:
Legendary Entertainment
Produced by:
Capcom Company

Synopsis:
Ryu and Ken, martial arts experts, compete in street fighter competitions across five countries and Thailand to become street fighter champions.

USA, Japan | Movie

One of the **highest-grossing** video game franchises of all time, with total sales of **52 million units**

Thank You.