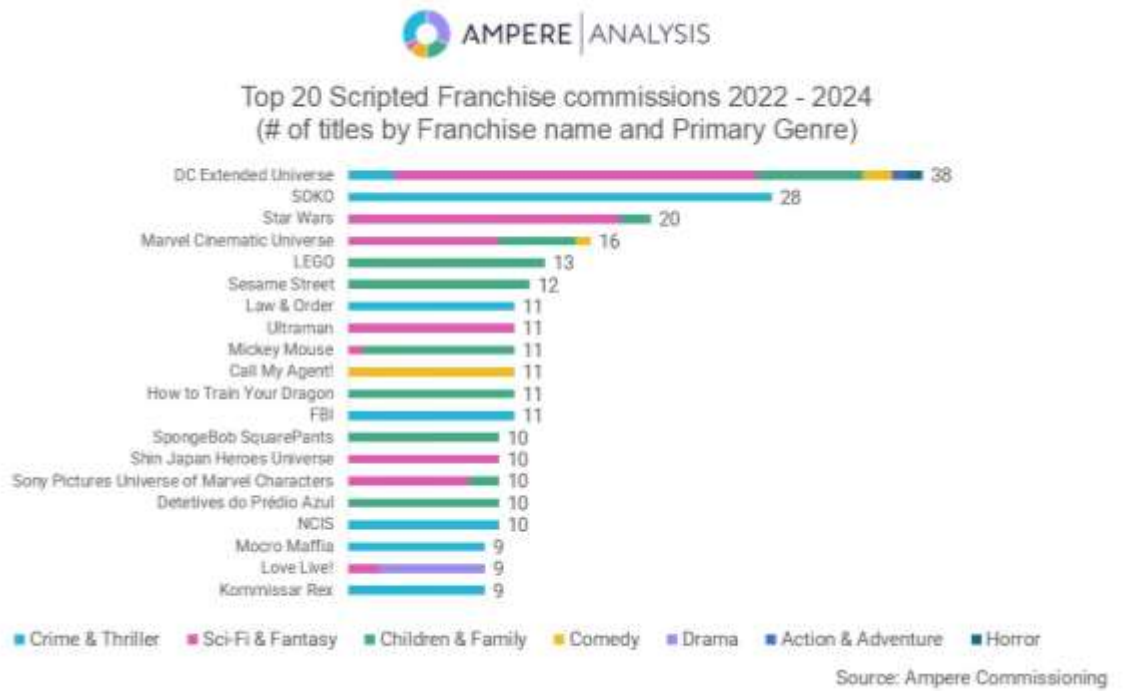


Feel the Force of Franchises: Commissioners bank on superheroes and crime for mass appeal

Over two-thirds of the top 100 movies and TV shows in 2024 were based on existing IP as the industry navigates a commissioning downturn

London, 6th March 2025: More than two-thirds of the top 100 most popular movies and TV shows in 2024 were based on existing ideas and intellectual property (IP) according to brand new data from Ampere Analysis. With their proven track record of attracting and retaining audiences, pre-established franchises are the cornerstone of entertainment success, leveraging existing ideas to create opportunities for new market expansion. As studios and platforms navigate an increasingly competitive landscape, leveraging known IP remains a key strategy for minimising risk and maximising engagement.



Franchise-based commissions: A resilient market

Despite an overall downturn in scripted content, commissions based on existing franchises have maintained a steady share of around 20% of all announcements between 2022 and 2024. This underscores the industry's reliance on recognisable properties as a way to drive viewership and sustain fan interest.

Titles based on Crime & Thriller franchises were the most commissioned, accounting for 22% of all franchise-based announcements in this period. However, the distribution of franchise commissions varied significantly based on commissioner type and target audience. For example, traditional broadcasters focused on long-running procedural dramas like *Law & Order* and *NCIS*, while streaming platforms prioritised localised adaptations of existing titles – Netflix’s Spanish comedy series *Alpha Males* has already been developed in Germany, Italy, France and The Netherlands.

Summary: Powerful Intellectual Property is the key to success

- **IP dominance:** Over two-thirds of the top 100 movies and TV shows in 2024 were based on existing IP, proving its role in audience engagement
- **Crime & Thriller leads:** This genre accounted for 22% of all franchise-based TV and Movie commissions between 2022 and 2024, with traditional broadcasters focusing on procedural dramas
- **Distributor growth:** Franchise movie projects announced by distributors grew by 43% between 2022 and 2024, driven by nostalgia and global brand recognition
- **Superhero & Sci-Fi/Fantasy thrive:** Over the same period, Sci-Fi & Fantasy led movie franchise announcements at 21%, with superhero films remaining a dominant force. More movies were based on DC franchises (including *Batman* and *Superman*) than any other between 2022 and 2024
- **Streaming’s localisation strategy:** SVoD platforms use IP to reduce risk when creating localised versions. For example, Amazon has recreated romance drama *Modern Love* in India, Japan, and the Netherlands
- **Netflix’s global reach:** Netflix franchises were adapted in 22 distinct markets between 2022 and 2024 - more than those owned by any other company.

Olivia Deane, Research Manager at Ampere Analysis says: “During a downturn in commissioning, franchises are a reliable choice for companies looking to engage successfully with consumers. From nostalgic blockbuster movies, to broadcast crime procedurals, commissioners are safeguarding spending by continuing to invest in well-loved characters and the universes they inhabit. Streamers are also leveraging existing IP to create localised versions, catering to regions where streaming adoption is still growing.”

Ends

Ampere Analysis has added Scripted Franchise data to its Commissioning app
Ampere Commissioning has enhanced the existing dataset covering the use of intellectual property (IP) in Scripted commissioning. This includes the expansion of the dataset on numerous franchise status variants and new visualisations.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com