

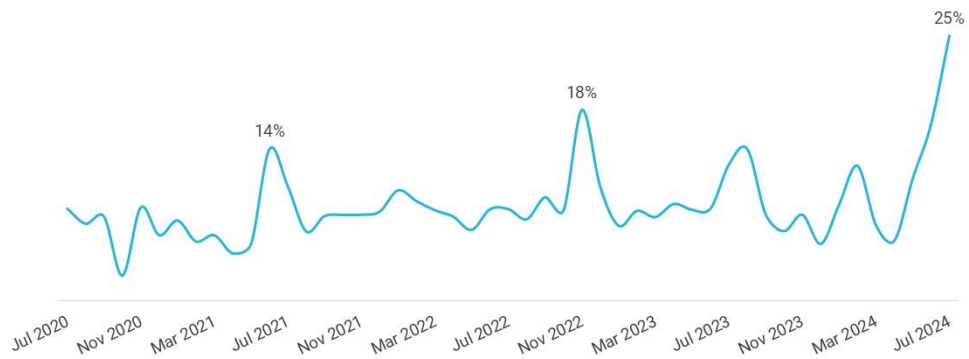
Sports documentaries secure Olympic record

Over 100 were released between May and July 2024

London, 28th August 2024: New research from Ampere Analysis shows that the number of sports documentaries released by leading commissioners reached a new peak in the run-up to the Paris Olympic Games. 103 new (first-run) sports documentaries and docuseries were released between May and July 2024. In the current commissioning context, the number released in July represents 25% of all new documentaries released globally during the month, a record share to date.



New sports documentary commissions: Share of all documentaries by month of first release (%)



Source: Ampere Commissioning

Key findings

- The number of new (first-run) sports documentaries released globally by leading commissioners peaked in the lead-up to the Paris Olympic Games. 103 new sports documentaries and docuseries were released during the three months to the end of July 2024
- The last time we saw these levels was in the run-up to the 2022 Football World Cup with 109 documentaries in the three months to November 2022. However, this was in a time of higher overall commissioning volumes. Within the current commissioning context, the new sports documentaries released in July 2024 represent 25% of all new documentaries released globally during the month, a record share to date
- This is a new high watermark for Documentary Sports content, which has grown its share of First-Run Documentary releases from 6% in 2020 to 9% in 2022 and 12% so

far in 2024. Primarily driven by SVoD services, the trend is increasingly being picked up by public broadcasters. European public broadcasters, led by France Televisions and the BBC, released the highest volume of new sports documentaries from May to July. In comparison, the global streamers – which have become the market leaders in the sports documentary genre over the last few years – took a back seat over the last three months

- In addition to these documentaries, several other sports-related entertainment and reality programmes were also launched during the period. This pushed sports content to hit a record 17% share of all new Unscripted commissions released in July
- The thematic focus of much of this content pointed to this shift in origin. The majority of these documentaries were reflective of public broadcasters' remit with a focus on the history of the Olympics, portraits of local athletes, and analyses of national stakes in the Games. The Olympics featured less prominently in global streamers' new sports documentary releases, which continue to prioritise topics likely to appeal to a broad international subscriber base. The focus was on sports such as football or access to high-profile sports personalities, including tennis player Roger Federer at Amazon Prime Video, and Formula 1 driver Checo Perez at Disney+.

Cyrine Amor, Senior Analyst at Ampere Analysis says: “Content producers had prepared in earnest for the spike in interest in sport of all kinds that the Olympics produces. This year there’s been a huge increase in the number of sports documentaries, docuseries, reality, and entertainment programming. Unusually, public broadcasters created more of this material than the global streamers. Sports fans have enjoyed a true summer of sport and documentary creators have turned July 24 into a record month for global releases.”

Ends

Notes to Editors

Methodological note: Data based on the volume of first-run TV commissions released between July 2020 and July 2024 by over 400 leading commissioning groups globally including major US studios, leading broadcasters, streamers, distributors and other key financiers across all regions.

For more information, please contact Greenfields Communications or Ampere Analysis:

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 07817 698366

Roya Sanei T: 020 3848 6400 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6400/07973 157317 dan.stevenson@ampereanalysis.com

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