

# Global IP Trends in the Film/ TV Entertainment Industry

Books, Formats, Articles, Characters, Games,  
Graphic novels, Plays, Podcasts, Comics



# Global IP Trends in Film/ TV Entertainment: December 2022 to April 2023

Vitrina is the **Global Sourcing Hub** for the Entertainment Industry. We track 120,000 companies in the supply-chain to help our members find partners, content and opportunities.

## This report:

We analyzed the **Global IP Trends (Adaptations, Licensing and Optioning of varied IP including Books, Comics, Characters, Novels, Articles, Formats, Plays, Games, etc)**

Period : Dec-2022 to Apr-2023

Markets : Global

IP Rights Deal-Types

# Formats

Podcasts **Plays** Comics

**Games** Articles

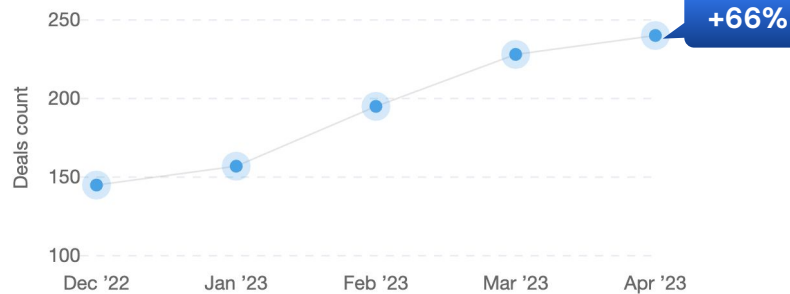
Characters **Novels**

**Book Rights**

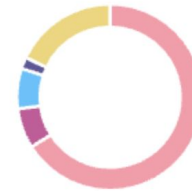
# Global IP Deals Volume in Film/TV Entertainment

**66%** increase in April versus December levels

Month-on-Month



By Language



English	66 %
Spanish	7 %
French	7 %
Korean	2 %
Others	18 %

- **66% Increase in IP Deals since Dec 2022**
- **Spanish and French #2 and #3 languages for IP**

# Global IP Deals Volume in Film/TV Entertainment

Books & Formats account for **76%** of all IP Deals

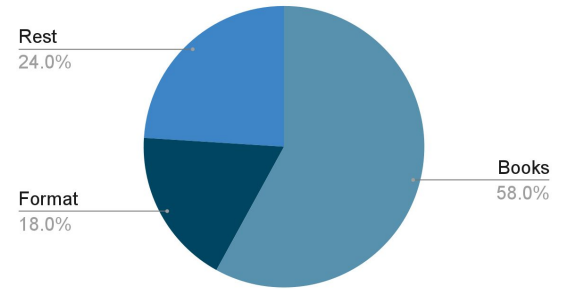
## Rank By Genre

Drama	1	Thriller	2
Mystery	3	Crime	4
Romance	5	Reality	6
Animation	7	Comedy	8

## Top Countries



## Global IP Deal Volumes Books, Formats & Rest



- **Top Genres: Drama, Thriller, Mystery**
- **Global IP Deals : Books 58%. Formats 18%**
- **Top countries for IP acquisitions : US, UK, France, Germany, Spain, India**

Period: 1st Dec 2022 to 30th April 2023

# Global IP Deal Volume Top Buyers and Sellers

**NETFLIX**

 **LEGENDARY**

**SONY**  
**PICTURES**  
**TELEVISION**

**prime video**  


 **ARMOZA**  
**FORMATS**

 **Red Arrow Studios**

**Paramount+**  
Unscripted

*Fremantle*

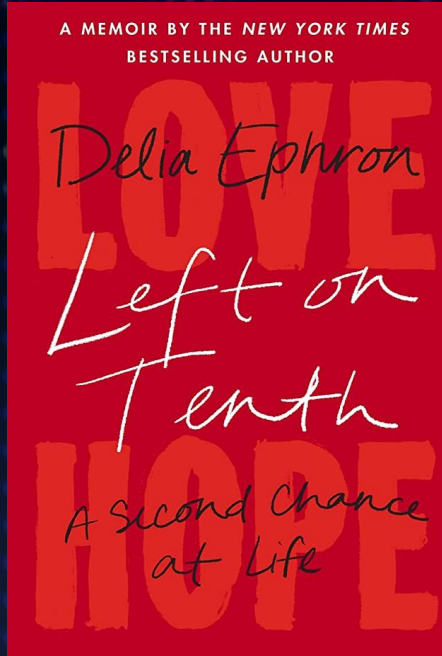
**UNIVERSALTELEVISION**

Period: 1st Dec 2022 to 30th April 2023

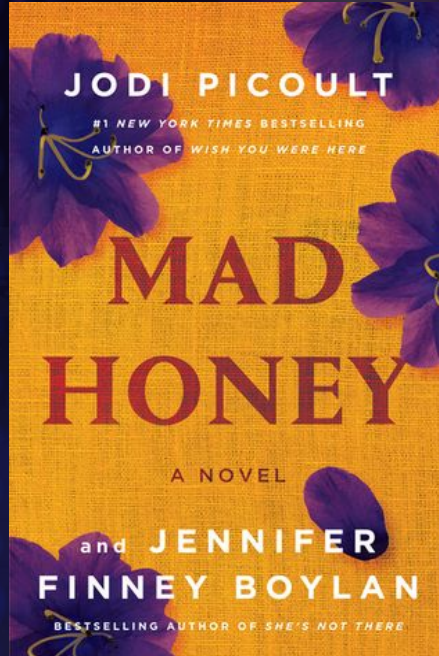
# Global IP Deal Volume

## Sample List of Latest Books and Latest Formats in IP Deals

Book



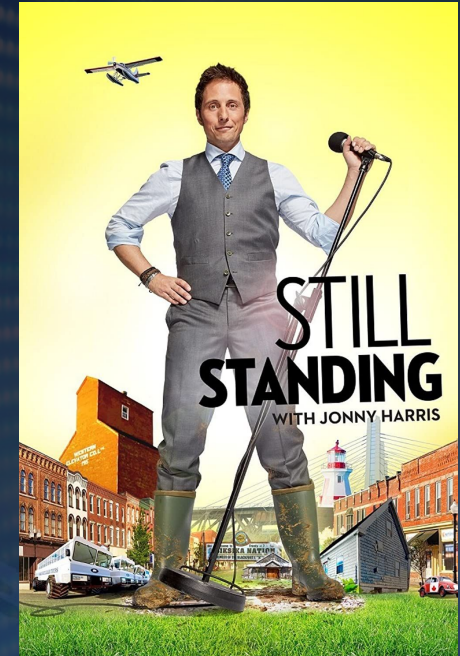
Book



Format



Format



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