UTA TV Writing Data Analysis

Impact of Packaging on TV Writer Revenue

03.20.19
METHODOLOGY

This analysis was compiled by experts in research, data analytics, and economics from UTA IQ and UTA Finance. It reflects all available data pertaining to writing assignments that UTA has booked for the period of 2015-2018 (three TV “seasons”).

The dataset from which this analysis was drawn includes:

- **2,435 total TV writing assignments**, including 1,337 on programs that UTA packaged (entirely or partially) and 1,098 on programs that were not packaged by UTA.

- **33,555 total TV program episodes** and/or pilots (average 13.8 episodes per assignment).

- **Scripted TV series, teleplays, TV movies, sketch shows and pilots** only, all genres.
TERMS

• “Writer” is defined as any UTA client contracted for work under the following titles, including combinations thereof:
  - Showrunner
  - Executive Producer (excl. non-writing talent)
  - Producer
  - Producer/Writer
  - Co-Executive Producer
  - Supervising Producer
  - Co-Producer
  - Consulting Producer
  - Creator
  - Executive Story Editor
  - Story Editor
  - Staff Writer
  - Writer
  - Exec. Consultant/Consultant

• Writing “assignment” is defined as any transaction on behalf of a UTA writer client that results in a scripted series, pilot, TV movie, or teleplay. Each season of a series on which a writer is hired constitutes a separate “assignment.”
Key findings of this data analysis include:

- **There is no systemic economic bias** or institutional TV writer income suppression at UTA resulting from packaging.

- **UTA TV writer clients earn more money, on average, on shows that UTA packages than on shows the agency does not package.**

- **Abundant data exists to measure the impact of packaging on TV writer income** in ways that are accurate and credible.

- The conclusions in this analysis are **driven by hard data**, as opposed to unsourced anecdotes and unscientific opinion surveys.
Fact #1: 
TV WRITER INCOME IS NOT SUPPRESSED BY UTA PACKAGING

UTA data shows no evidence of systemic economic bias or institutional writer income suppression caused by packaging.

• The impact of packaging on TV writer income can be measured accurately and credibly with existing data.

• UTA data shows conclusively that TV writers represented by UTA are seeing more opportunities, and are earning more per assignment and per episode, from shows that UTA packages than from shows the agency does not package.

• The data refutes any assumption or claim that packaging causes UTA to fight any less aggressively to gain the highest possible fees on shows that UTA packages.
Fact #2:
UTA MAXIMIZES TV WRITER FEES REGARDLESS OF PACKAGING

Negotiated (pre-commission) fees per episode for TV writers on UTA-packaged shows are higher than those on shows the agency does not package.

- The data confirms that UTA negotiates the highest rates possible for its writer clients regardless of whether a show is a UTA package or not.

- Gross (pre-commission) fees for writers on shows UTA packages are actually $22,079 per assignment higher than for writers on shows the agency does not package.

- Gross (pre-commission) fees are an important measure because they represent the ‘negotiated rates’ that agents earn for their writer clients.
Fact #3:
TV WRITER CLIENTS EARN MORE ON UTA PACKAGES

When factoring in waived commissions, UTA TV writer clients earn $3,374 more per episode on shows the agency packages than on those it does not package.

- The data refutes any assumption or claim that writers are disadvantaged economically by writing for shows that the agency packages.
- UTA’s waived commissions for writers amount to more than $45M in total over the three years analyzed.
- Writers saved an average $2,439 per episode in commissions across every show that UTA packages.
UTA TV WRITING ASSIGNMENTS:
BY THE NUMBERS
## UTA TV WRITING ASSIGNMENTS: FINANCIAL SUMMARY

- Covers: 2015-16, 2016-17 and 2017-18 TV seasons // Includes: Scripted shows, all genres

### NON-UTA PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Total Assignments</th>
<th>Total Episodes</th>
<th>Average Gross Client Income Per Assignment</th>
<th>Average Commission Per Assignment</th>
<th>Average Net Client Income Per Assignment</th>
<th>Average Gross Client Income Per Episode</th>
<th>Average Commission Per Episode</th>
<th>Average Net Client Income Per Episode</th>
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</thead>
<tbody>
<tr>
<td><strong>Totals</strong></td>
<td>1,098</td>
<td>14,998</td>
<td>$316,435</td>
<td>$29,565</td>
<td>$286,870</td>
<td>$23,181</td>
<td>$2,166</td>
<td>$21,015</td>
</tr>
</tbody>
</table>

### UTA PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Total Assignments</th>
<th>Total Episodes</th>
<th>Average Gross Client Income Per Assignment</th>
<th>Average Commission Waived Per Assignment</th>
<th>Average Net Client Income Per Assignment</th>
<th>Average Gross Client Income Per Episode</th>
<th>Average Commission Waived Per Episode</th>
<th>Average Net Client Income Per Episode</th>
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</thead>
<tbody>
<tr>
<td><strong>Totals</strong></td>
<td>1,337</td>
<td>18,557</td>
<td>$338,514</td>
<td>$33,851</td>
<td>$338,514</td>
<td>$24,389</td>
<td>$2,439</td>
<td>$24,389</td>
</tr>
</tbody>
</table>

- Packages + $22,079 + 7%
- Packages + $3,374 + 16%
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