

2010 Television Pilot Production Update



| Total Television Pilots Produced by Area | | | | | | | | |
|--|------------|------------|------------|-----------|------------|--------|------------|---------|
| | '04/'05 | '05/'06 | '06/'07 | '07/'08 | '08/'09 | | '09/'10 | |
| | | | | | Broadcast | Cable | Broadcast | Cable |
| Los Angeles - One Hour - Half Hour | 101 total | 81 total | 30 52 | 35 30 | 17 32 | 5 5 | 14 39 | 6 17 |
| New York - One Hour - Half Hour | 8 total | 11 total | 9 0 | 9 1 | 1 1 | 5 3 | 0 1 | 2 2 |
| Canada - One Hour - Half Hour | 4 total | 11 total | 3 0 | 12 0 | 10 2 | 2 1 | 9 1 | 7 0 |
| Other Locations - One Hour - Half Hour | 11 total | 17 total | 6 0 | 4 0 | 11 1 | 7 0 | 20 0 | 10 1 |
| TOTAL | 124 | 120 | 100 | 91 | 103 | | 129 | |

METHODOLOGY:

FilmL.A. has maintained an ongoing count of new television pilots in production since January 2005.

What began as a simple informal polling of production companies has evolved into an ongoing effort to conduct both primary and secondary research to keep better track of new television pilots.

This report captures all pilot productions, presentations, and straight-to-series television projects intended for primetime showing on major broadcast and cable networks.

Our lists include all pilots of which FilmL.A. has been made aware through primary and secondary research, and for which a primary production location could be verified with either the pilot production company or the underwriting studio.

The number of networks for which new content is produced has increased over time. With the objective of keeping an accurate count of all new pilots in production, FilmL.A. gathers data without consideration to network affiliation.

FilmL.A.'s agreements with these entities require that no detailed production information be shared with outside parties and that all pilot production activity be reported without project and production company identifiers.

NOTES:

1. FilmL.A. uses the word "pilot" throughout this study to refer to all true pilots, shorter-length presentations, or "hidden pilots" captured during the development cycle. Pilot counts within a development cycle include both studio-based and location-based projects made in any location, of any running duration, intended for primetime debut on either broadcast or cable networks serving U.S. audiences.

2. FilmL.A. defines a development cycle as the period leading up to the earliest possible date that new pilots would air, post-pickup. Thus, the '09/'10 development cycle includes production activity that starts in 2009 and continues into 2010 for show starts at any time in 2010 (or later).

3. Since 2008, some networks have opted to skip pilot and presentation production and authorize promising new shows for fall production. Not wanting to discount new production occurring anywhere within the development cycle, FilmL.A. has counted the first episode of these "straight to series" productions as "hidden pilots" in all of its counts.

4. It is not uncommon for a given project to split filming among two regions (i.e., Los Angeles & San Francisco). FilmL.A. uses the primary production location when allocating projects to regions in its reports.