An Empirical Study of Factors Affecting TV Format Business

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Abstract

This study is an empirical study for related industries of broadcasting TV Format. Global TV trade market as MIPCOM, MIPTV, ATF, CICAF etc, is growing but TV Format trade is dependent on the exportations of TV Format. This study analyzed that the many person in charge of localization about TV Format trade what they were thinking when they trade on Format business. And carry out a survey targeting the person in charge 500 participants in ATF. For analysis, it used that the trade factors (Format brand reliability, Format confidence, Format genre similarity, Viewers' Format sympathy and Viewers' Format reactivity) of the person in charge and localization factors (Format stability and Format possibility of localization). The result of this study found the effects between independent variables (Format brand reliability and Viewers' Format sympathy) and dependent variables (Format stability and Format possibility of localization). It is necessary to indicate in this result that could find the reason of a trade vitalization about global TV Format distribution because broadcasters and production companies do not know where trade business solutions are. Because of this, this study provides good business chance for the industrial world, and academic meaning has undeniable worth.

Keywords: TV Format, Format Trade, Formatting, Localization, Format Business

1. Introduction

Globally, broadcasting, communication and the importance of TV program formats in media convergence industry business environment is becoming increasingly stressed. The reason of a fast-growing interest about TV format is to find the method for overcoming a limit about profitability and viewers' rating because the broadcasters work in a new business of tough competitors from traditional broadcasting industry take center stage. But, Window Effects of a refreshingly trade format with relating effect of TV program format is greater than other media in the export and import of a traditional TV program because a production of a formatting re-production have the advantage of the low-priced marginal cost, a production of a traditional TV program has not. In this advantage is verified globally [1].

Especially, the important growth engine of TV format industry that the broadcasters use the international trade fairs (MIPCOM, MIPTV, ATF, CICAF, BCWW, BCN etc.). International trade fair means that the broadcasters of worldwide nations exhibit their TV contents, selling a kind of contents trade market. The reason of active trading that a businessman, buyer or seller of the related TV format industries deal with TV contents in the international trade fair for format trade because they can confirm many trade goods in a short space of time, and the person in charge is possible their network of TV format industry experts and business partners to explore joint sales opportunities. Furthermore, that fair supply new business chance to buyers and sellers due to contents trade of the various genres. However, international trade fair are growing for an internal and external event, but the researches on the recognition of the person in charge of TV format trade have not enough.

A format of all internal TV programs that is not a commodity so easily traded in the global market. Namely, to trade as the global TV format need to fulfill the buying requirements the production manager of localization. Therefore, it should be remembered that the trade of countries from pre-production to post-production. These reason that the person in charges of localization are rampant their recognition about success formatting of format stability and localization. Therefore, this study give an empirical study through the recognition of TV format trade factors and the person in charge of international trade fair, and this study result is intended to lay the foundation around a clear understanding of needs upon which format trading skills of an empirical broadcasting industry can be applied..

2. Related Researches

2.1. The Concept of TV Format trade

It is Format that the form that TV program, a film, music recording *etc* is produced in. that has other means as the size, shape and kind of TV, smartphone, IPTV, DTV *etc*. Lately, it is true that TV Format trade can transact business its roots to trade. But appearance TV Format has a history of more than twenty years. It means a tenable aggregation unchangingly and steady in the composition of each episode [2]. It describes Format trade that buyer and provider make to selling and buying in this series of action. There are many studies of production, distribution, policy, production of outsourcing system and invigoration of PPL on the active export and import on the basis of problem analysis [3], a study on overseas market expansion strategy of the broadcasters in the domestic companies, that emphasizes online distribution according to setup syndication and necessity need for invigoration of the content industry [4], a study on the improvement of lean too much towards on export to Japan, China and Taiwan. It proposes advancement strategy from domestic to the Republic of Kazakhstan and Uzbekistan after analysis the Caspian Sea [5], and in terms of cultural exchange, an export strategy and present condition of each broadcasting market through the export guide of culture content, a study on the improvement of the method of copyright management, an invigoration of investment association about TV program which emphasize the study [7]. The study based on the project financing model with an emphasis on politics. Also, a proposal study of production TV content and support politics more than short-term revenue gains with the broadcast are conducting cutthroat competition against each other in the domestic [8].

The reason of the result is a more natural environment for trade TV Format that has a globalization because TV Format trade market began to form down in the single market with convergence phenomenon of media industry and ambient change about Format distribution of the global environment starting during the early 1990s [9].

2.2. The Present Condition of TV Format Trade

In case of Korea, Format trade are growing more and more interested in 2002 MIPTV seminar of future TV format, and the trade of Format has expanded faster than before, and has expanded faster between Korean terrestrial television and program provider companies. But the trading volume of Format had a six point seven percent export increase and zero point one percent import in 2012 from 2005. Export total cost of Korean terrestrial television and program provider companies in 2012 (include foreign country broadcasting of support of overseas Koreans, sales video/ DVD, time block, Format, TV program) was 225 billion 1,699 dollars. The trading volume of terrestrial television in 2010 was two hundred nine million dollars two hundred nine million dollars, one hundred nine million in 2011 and one hundred nine million dollars in 2012. Program provider

companies made money 6.04 million dollars in 2010, 26.52 million dollars in 2012 but the total sheer size is not yet on a world trade basis. [9].

The overseas import of domestic TV program Format in Korea is a higher rate than export. Korea broadcasters depend heavily on imports for the foreign countries' TV Format, but they began exporting from 2003. KBS <Challenge! Golden Bell> export to China by LG Ads Company in Korea. Hereafter, such is the case with MBC <Kang Ho-Dong's marriage made in heaven>, and <Love House>, KBS <Happy together – Friends>, SBS <Truth Game> [10].

2.3. A Product of TV Format Trade

TV Format traded as full package of TV program or single product by sales marketing of a marketing PR, support of technology, supporting producer as flying PD, Format bible or the form of program idea, a license including the Format content [10]. But, Format trade in Korea is also the majority of Format business that traded in the business.

The sales method of Format license is composed of localization, re-product or formatting after acquire rights of original Format license. Of course, it is a simple-single product that is not including the Format bible, producing of flying PD. At this method of TV Format trade is a characteristic without a brand management of original TV program Format and an affordable selling price [9]. In Korea, MBC has traded Format of <Kang Ho-Dong's marriage made in heaven>, and <Love House> to China CCTV, SMG, and <We are married: Just Married> to Turkey terrestrial broadcast TV, and <I'm a singer>, <Dad! Where are going?> to Hunan satellite television in China. That is not including the contract clauses of original Format identity and brand management. These types Format trade of an incoherent policy is increasing from 2013.

TV Format of original content was not guaranteed and form no part of this contract [11]. The uncompleted Format trade is increasing from 2013s. MBC <I'm a singer> and other program Format draw attention from China and other global market, their Formats were sold with the regular season (12 episodes). Also, other Format of MBC <Dad! Where are you going?> made a successful result in other location. Naturally, this contract of Format is fulfilled one more with season 2, 3, and the prices of contract have risen on the contract process [9]. Thus, it is estimated that Format trading could be active according to the recognition of the person in charge of Format trading. This study analyzed the relationship between the factors of TV format and an influence of recognition the person of charge for an active Format trade.

3. The Method and Model of Research

3.1. The Research Method and Definition

This study did focus group interview and related study literature. This existing literature research is considered a related preceding research and various literatures of format trade and recognition. It is based on the related literatures and preceding research that research model constituted as Figure 1, 2 and had drawn measuring items for an empirical analysis.

This study surveyed participant 500 people in ATF (Asia Television Forum in Singapore) 2013. The survey period was sixty days from Jan, 1 to Fab, 28, 2014 by online. The analysis using data was 424 people because the faithless response 76 people have been excluded from this analysis.

The measuring items were comprised of Likert seven point scale as 'Strongly disagree – 1point', 'Disagree – 2point', 'Some disagree – 3point', 'Neutral – 4point', 'Some agree – 5point', 'Agree – 6point' and 'Strongly agree – 7point'. Statistics process took the responded results by WIN SPSS 22. This study analyzed factor analyzing method for verifying of constructs validity, and verified the reliability of each factor by Cronbach's

αvalue. It was that this analysis used descriptive statistical analysis for the recognition level of the person in charge of local and TV Format trade factor before hypothesis verification, and used multiple regression analysis for the main purpose of this study.

This study is an empirical study on the recognition of the person in charge of TV Format trade. For that, the measurement factors (five factors of Format brand reliability, Format confidence, Format genre similarity, Viewers' Format sympathy and Viewers' Format reactivity) reorganized the measurement items through the related researches ([2], [7], [12], [13] and [14]) of TV Format trade and distribution. Namely, this study composed what effect has the charge in person between independent variables and dependent variables with TV Format trade factors.

As mentioned earlier with Figure 1 and 2, this study is comprised of operational definition according to research model between the constructs.

3.2. Operational Definition

3.2.1. Format Brand Reliability

It is a degree about a type of product made by a particular endemic TV program or characters include company that has a particular name or design. Format brand will have more confidence in Format contents reliability with recognition of many viewers because the reliability of viewers makes strong brand identity.

3.2.2. Format Confidence

It is the feeling that viewers can trust format construction or a constructing of TV programming to be good, work well, or produce good results. The constructing has content and form as frame. Especially, it is difference to compare traditional TV program and Format programs. The degree of format confidence has to become truly aware of program construct power.

3.2.3. Format Genre Similarity

It is a particular type of programs as show, drama, music *etc*, which has certain features that all examples of this type share. For example, a television show in which famous people answer questions about themselves means talk show, but type of players on TV can vary from story or episodes.

3.2.4. Viewers' Format sympathy

It is a degree of the common feeling for viewers when watching TV Format. The recognition of viewers has empathic concern and same common feeling in the issue of politics, culture, society *etc*, country by country. Namely, sympathy is a degree of empathetic attitude and empathic affect.

3.2.5. Viewers' Format reactivity

Reactivity is an interactive TV program; television production allows viewers and broadcaster to communicate directly with two ways, and does things in reaction to each other actions. The degree of viewers' Format reactivity has including several types of the database result. The person in charge could foresee that viewers' Format reactivity before buying TV Format.

3.2.6. Format Stability

It is the condition of being steady and not changing about the result of good localization after Formatting or localization Format as original Format with view rating and response database. This degree has result of lend stability to buyers' counties.

3.2.7. Format Possibility of Localization

It is a degree of success for localization or Formatting in local countries that some TV Format is high rating or that something Format factors make a hit, it might be true or it might happen. The degree is limited in culture discount when the person in charge makes localization, Formatting or buying Format.

3.3. Research Model

Independent variables are comprises of five factors (Format brand reliability, Format confidence, Format genre similarity, Viewers' Format sympathy and Viewers' Format reactivity). And dependent variables are comprises of two factors (Format stability, Format possibility of localization). The former is directly connected to TV Format contents than the latter. Research model of this study is as in the following:
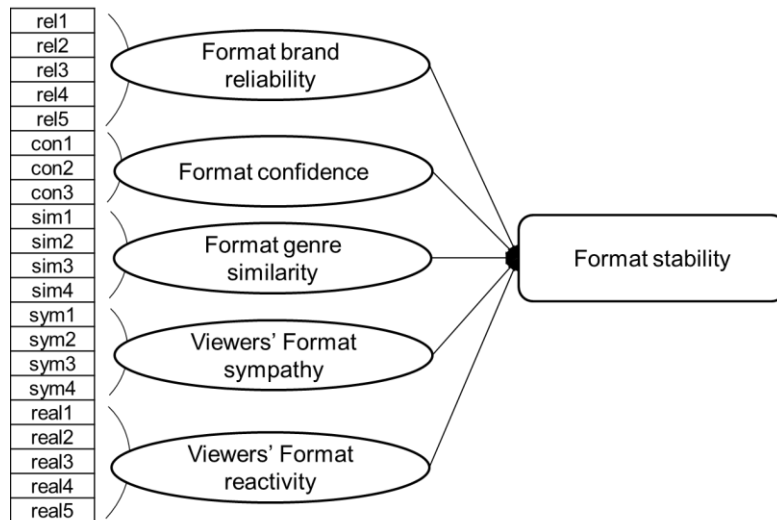

Figure 1. Research Model

First, independence variable of TV Format trade factor is format brand reliability, format confidence, format similarity, viewers' Format sympathy and format reactivity. One research problem and five hypotheses are as follows:

RP 1. How the trade factors relationship with Format stability?

H 1. TV Format trade factors have an effect Format stability.

H 1-1. Format brand reliability has an effect Format stability.

H 1-2. Format confidence has an effect Format stability.

H 1-3. Format genre similarity has an effect Format stability.

H 1-4. Viewers' Format sympathy has an effect Format stability.

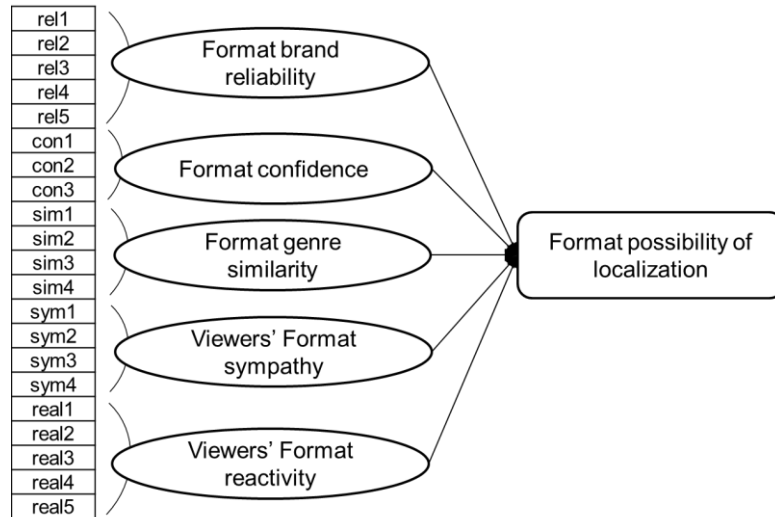H 1-5. Viewers' Format reactivity has an effect Format stability.

Figure 2. Research Model

Second, it is possible that one research problem and five hypotheses are possible for conform the affect between format brand reliability, format confidence, format similarity, viewers' Format sympathy, format reactivity and Format possibility of localization. It is as in the following:

RP 2. How the trade factors relationship with Format possibility of localization?

H 1. TV Format trade factors have an effect Format possibility of localization.

H 1-1. Format brand reliability has an effect Format possibility of localization.

H 1-2. Format confidence has an effect Format possibility of localization.

H 1-3. Format genre similarity has an effect Format possibility of localization.

H 1-4. Viewers' Format sympathy has an effect Format possibility of localization.

H 1-5. Viewers' Format reactivity has an effect Format possibility of localization.

4. The Research Result

4.1. Factorial Validity and Reliability Analysis

The study analyzed factor analysis for a verifying construct validity of the variables. According to the result as Table 1, it is grouped that the variables of items had five factors. The variables' five factors are explained by 83.5%. The two factors of Format stability and possibility of localization was reduced by factor analysis with the result of factor analysis as Table 2, 73.7% was explained by these two factors. It was confirmed that the value of each Cronbach's αwas over 0.7 of all. This degree of reliability was a high as Table 2, and a verification of a degree of reliability used WIN SPSS 22.

Table 1. Factor Analysis Result

Items	format brand reliability	format confidence	format genre similarity	viewers' format sympathy	viewers' format reactivity
		TV Format trade factors			
rel1	.810				
rel2	.784				
rel3	.760				
rel4	.794				
rel5	.762				
con1		.763			
con2		.646			
con3		.743			
sim1			.799		
sim2			.693		
sim3			.772		
sim4			.661		
sym1				.717	
sym2				.763	
sym3				.770	
sym4				.736	
real1					.748
real2					.778
real3					.613
real4					.699
real5					.661
Eigenvalue	5.387	4.296	3.201	3.053	1.134
Variance explanation (%)	24.936	21.482	16.003	15.267	5.771
Cumulative dispersion (%)	24.936	46.418	62.421	77.688	83.458

Items	format stability		format possibility of localization		
	The recognition of the person in charge				
sta1	.830				
sta2	.887				
sta3	.869				
sta4	.668				
pos1			.688		

Table 2. The Result of Factorial Reliability

Variables	Number of item	α coefficient
format brand reliability	5	.904
format confidence	3	.912
format genre similarity	4	.918
viewers' format sympathy	4	.945
viewers' format reactivity	5	.944
format stability	4	.912
format possibility of localization	3	.792

4.2. An Effect on Format Stability of TV Format Trade Factor

In the multiple regression analysis result, the effect on format stability among the recognition of TV Format trade factors and the person in charge are the same to follow as Table 3. The power of explanation have 35%, estimation regression equation has meaningful at a 95% level of confidence (p<.001).

In the result of Table 3, format sympathy and format reactivity have an influence to format stability among TV trade factors (format brand reliability, format confidence, format genre similarity, viewers' format sympathy and viewers' format reactivity), but format brand reliability, format confidence and format similarity have not effect on viewers' format stability.

The largest factorial reliability is viewers' format sympathy, viewers' format reactivity. Namely, the factors of viewers' format sympathy and viewers' format reactivity are in the person in charges thought more than other factors of format brand reliability, format confidence and format genre similarity.

Table 3. The Analysis Result of Factorial Reliability

Variables	A regression coefficient (B)	Standard Error	Beta	t - value	p - value
A constant	2.024	.265		7.650	.000***
format brand reliability	.040	.094	.038	.425	.671
format confidence	.015	.111	.014	.131	.896
format genre similarity	.048	.0.96	.045	.498	.619
viewers' format sympathy	.378	.072	.419	5.273	.000***
viewers' format reactivity	.232	.096	.216	2.433	.015*
Coefficient of determination (R2)= .352					
F=46.388			P= .000***		

※p<.05*, p<.01**, p<.001***

4.3. An Effect on Format Possibility of Localization of TV Format Trade Factor

The result of multiple regression analysis, the factor of format brand reliability have effect on format possibility of localization as Table 4, but format confidence, format genre similarity, viewers' format sympathy and viewers' format reactivity have not a meaningful effect.

Secondary effects among the relationship between TV Format factor and format possibility of localization can include viewers' format sympathy as compared with two factors of format genre similarity and viewers' format reactivity.

Therefore, the result of RP1 would reject the null hypothesis (H1-1, H1-2, and H1-3) and conclude in favor of the alternative hypothesis (H1-4 and H1-5), but RP2 reject the null hypothesis (H1-1, H1-2, H1-3, H1-4 and H1-5) and conclude in favor of the alternative hypothesis (H1-1).

Table 4. The Relationship between TV Format factor and Format Possibility of Localization

Variables	A regression coefficient (B)	Standard Error	Beta	t - value	p - value
A constant	2.599	.273		9.521	.000***
format brand reliability	.200	.097	.199	2.070	.039*
format confidence	.150	.114	.153	1.314	.190
format genre similarity	.132	.099	.132	1.326	.186
viewers' format sympathy	.140	.074	.164	1.889	.050
viewers' format reactivity	.122	.099	.120	1.237	.217
Coefficient of determination (R2)=.230					
F=25.509			P=.000***		

※ $p<.05$*, $p<.01$**, $p<.001$***

All things considered, the person thinks viewers' format sympathy and viewers' format reactivity more than others' factors. Also they think format brand reliability is more important than format sympathy, reactivity and genre similarity. Especially, in the relationship between TV Format factor and format possibility of localization as re-production or formatting, the traders of TV Format who contemplate an endemic format brand.

Therefore, sellers and buyers both are trying to attract each other because Format brand will have more confidence in Format contents reliability with recognition of many viewers as the reliability of viewers makes cognizance and brand identity. In that case, this study for TV Format business is able to the start of TV Format's active push into overseas markets.

5. Conclusions

The result of an empirical study of factors affecting TV Format business, the higher value of viewers' format sympathy and viewers' format reactivity, the higher value of format stability. Also it is analyzed that the higher value of format brand reliability, the higher value of format possibility of localization.

To improve the recognition of the person in charge about Format stability and Format possibility of localization have to continuously raise a plan of Format brand reliability, viewers' Format sympathy and viewers' Format reactivity among the trade of TV format factors. For this, the person in charge have to continuously enhance TV Format trade market between online and off-line trade market, and want an end to the perfunctory trade approach. The person in charge has to prepare not only the trade plan of analyzed culture discount but also sufficient reason to support Format information. For that, the plan and development in the attributes of common cultural has strengthened from Format creating

to trading. Also, it is of great importance that the more Formats change through a demographic factor the more characters maintenance and strengthening in Format.

Of course the Format confidence is recognized as important to the person in charge more than production manual or bible with audience responses' metadata-driven integration. The reason illustrates that Asia countries as China tend to prefer Format confidence as compared with the countries of activating Format trade as the West Britain and the United States. However, selling various strategies as option selecting and national standard trading manners must give attention to resolve the demand or satisfaction of the person in charge. Furthermore, this study will prepare the ground for successful environment of TV Format trade to all staffs of Format planner and creator through the empirical experience of internal and external Format trade market.

This study is: What effect does the trade factors of TV Format have on the person in charge? Of cause, there is a limit to the amount of census data take the survey or the cross study of ATF. It is hoping that through future study it will eventually be able to analyze for the recognition of the person in charge of all fairs or an empirical comparative study of the participant's response before and after.

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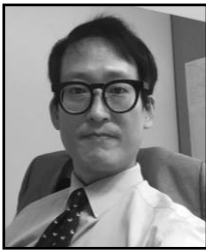
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