

Independent Television Production in the UK: The Complete Guide

Are you interested in starting your own independent television production company in the UK? If so, this guide is for you. We'll cover everything you need to know, from getting started to finding funding and marketing your show.

Getting Started

The first step is to develop a strong business plan. This will outline your company's goals, objectives, and strategies. It's also important to have a clear understanding of the television market in the UK. What types of shows are popular? What are the major broadcasters looking for? Once you have a good understanding of the market, you can start to develop your own programming ideas.



Independent Television Production in the UK: From Cottage Industry to Big Business by David Lee

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Once you have a few programming ideas, it's time to start pitching them to broadcasters. This can be a daunting task, but it's important to be persistent. If you have a strong idea and a well-written pitch, you'll eventually find a broadcaster who's interested in your show.

Finding Funding

Once you have a broadcaster on board, you'll need to start finding funding for your show. There are a number of different ways to do this, including:

- **Grants:** There are a number of government and private grants available to independent television producers.
- **Investors:** You can also approach investors to fund your show. This can be a good option if you have a strong track record and a solid business plan.
- **Co-productions:** Co-producing your show with another company can help to reduce your costs.

Marketing Your Show

Once you have funding in place, it's time to start marketing your show. This is important to generate interest in your show and attract viewers. There are a number of different ways to market your show, including:

- **Social media:** Use social media to promote your show and connect with potential viewers.
- **Public relations:** Get your show featured in the press to generate buzz.

- **Advertising:** You can also place ads for your show in newspapers, magazines, and online.

Starting your own independent television production company in the UK can be a challenging but rewarding experience. By following the tips in this guide, you can increase your chances of success.

Here are some additional resources that you may find helpful:

- Pact is the trade association for the UK independent television production sector.
- Creative England is a government agency that supports the creative industries in the UK.
- Media UK is a membership organisation for the UK media industry.



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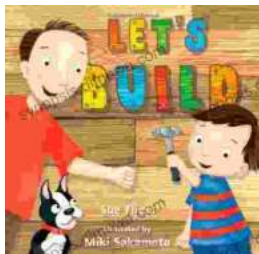
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