2014 - 2015 SERIES PACKAGING DRIVERS

Criteria: 353 packaged shows sampled

Data: compiled from a variety of sources that industry stakeholders rely upon for day-to-day updates on industry developments. These sources include the WGA, DGA, Studio System, Variety Insight, Internet Movie Database (IMDB), Deadline Hollywood, Breakdown Services, ICM, UTA, and several industry experts

Note: 105 of the 353 packages were split between 2 or 3 agencies

Analysis: 4 Uber agencies control 93% of the packaging market and reluctantly split the package with the non-Uber agency in only 16 instances, maintaining the Uber Agency cartel "lock" on packaging

