



ON SCREEN AND ON AIR TALENT

AN ASSESSMENT OF THE BBC'S APPROACH AND IMPACT

A REPORT FOR THE BBC TRUST

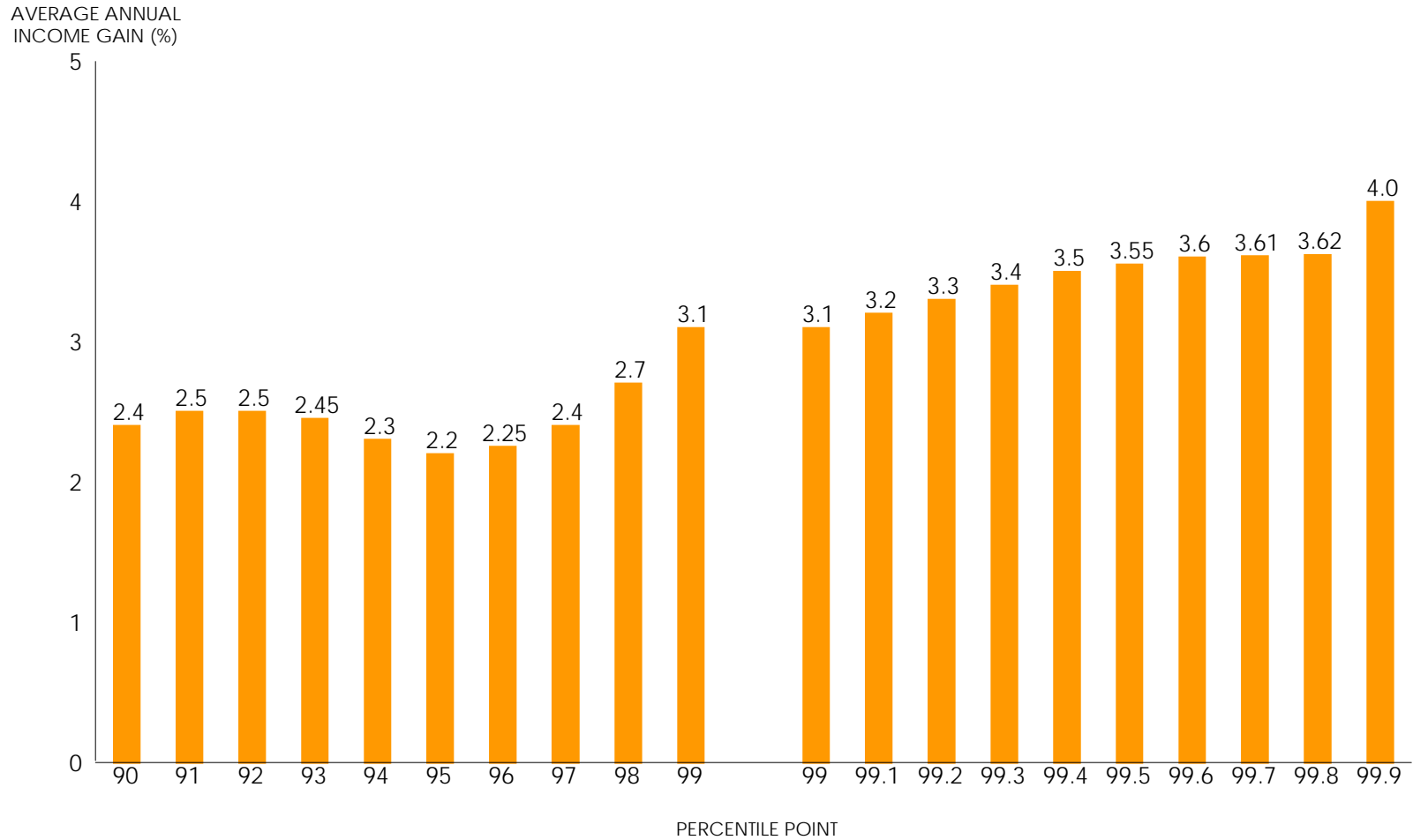
**APPENDIX X –
GLOBAL TRENDS**

BY OLIVER & OHLBAUM ASSOCIATES

APRIL 2008

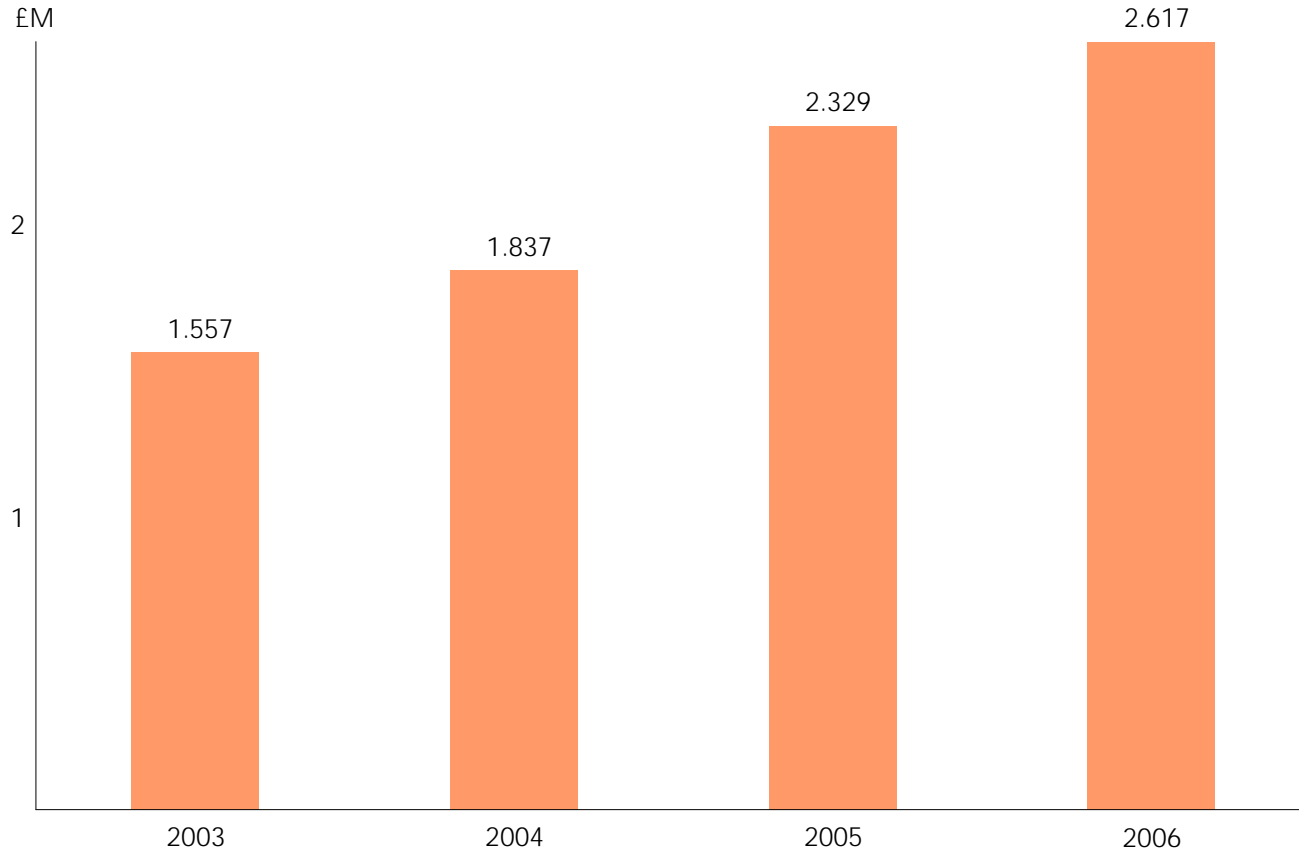
GLOBAL TRENDS – income polarisation

REAL INCOME GROWTH FOR THE UK RICHEST 10% AND 1%, 1997-2005



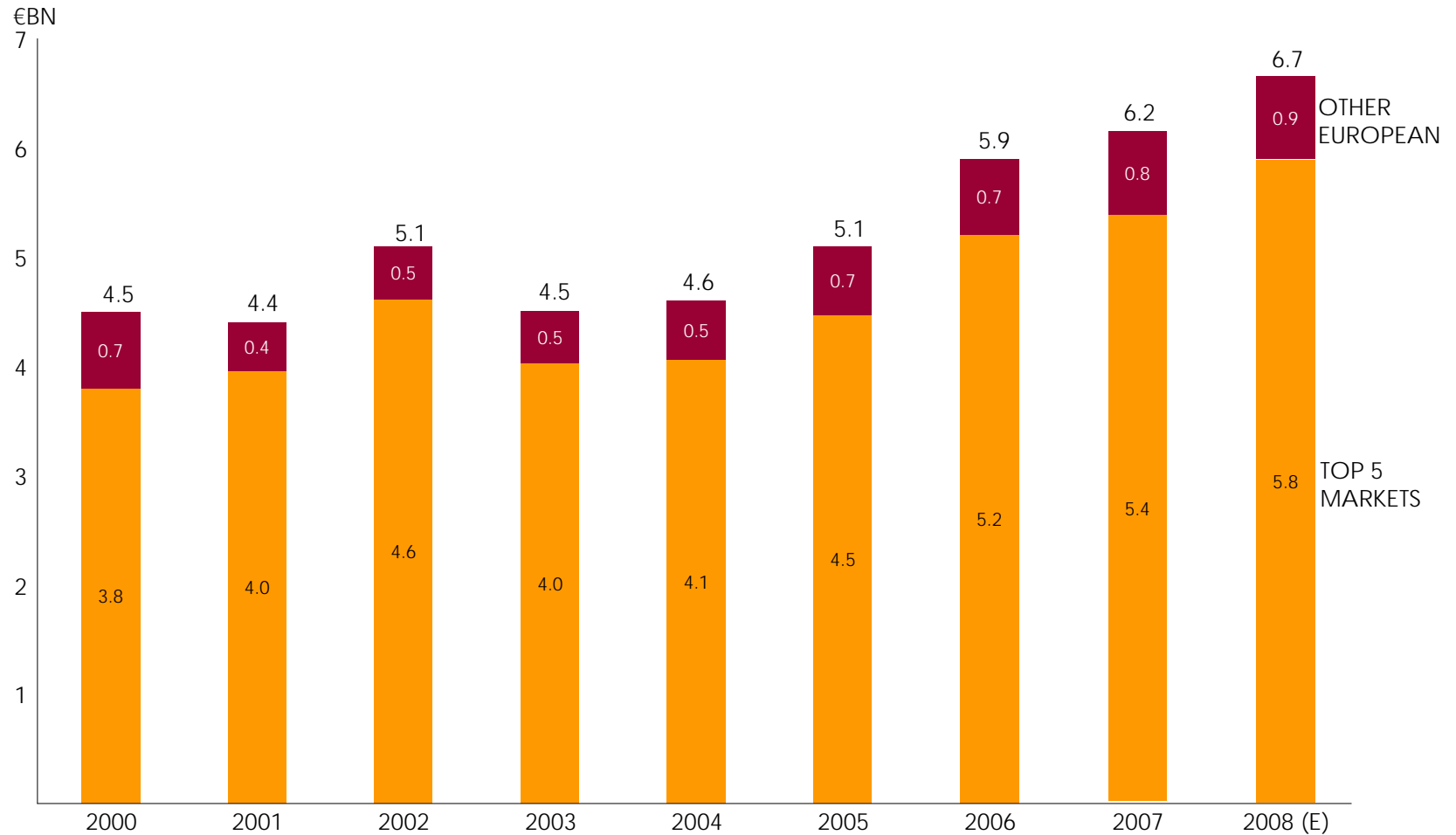
GLOBAL TRENDS – income polarisation

FTSE 100 CEO TOTAL COMPENSATION (MEDIAN) 2003-2006



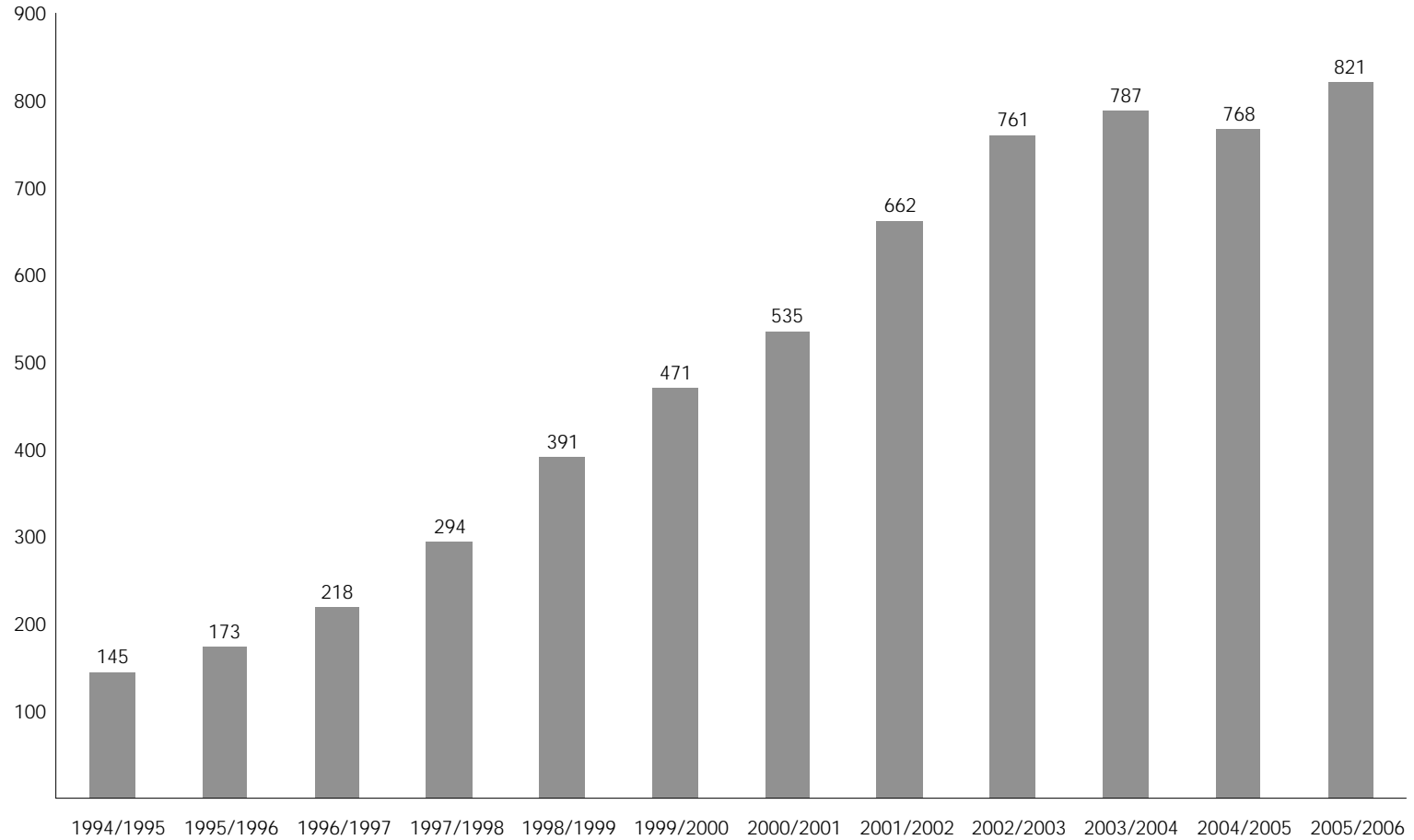
GLOBAL TRENDS – rising value of scarce media rights

EUROPEAN TV SPORTS RIGHTS MARKET, 2000-2010



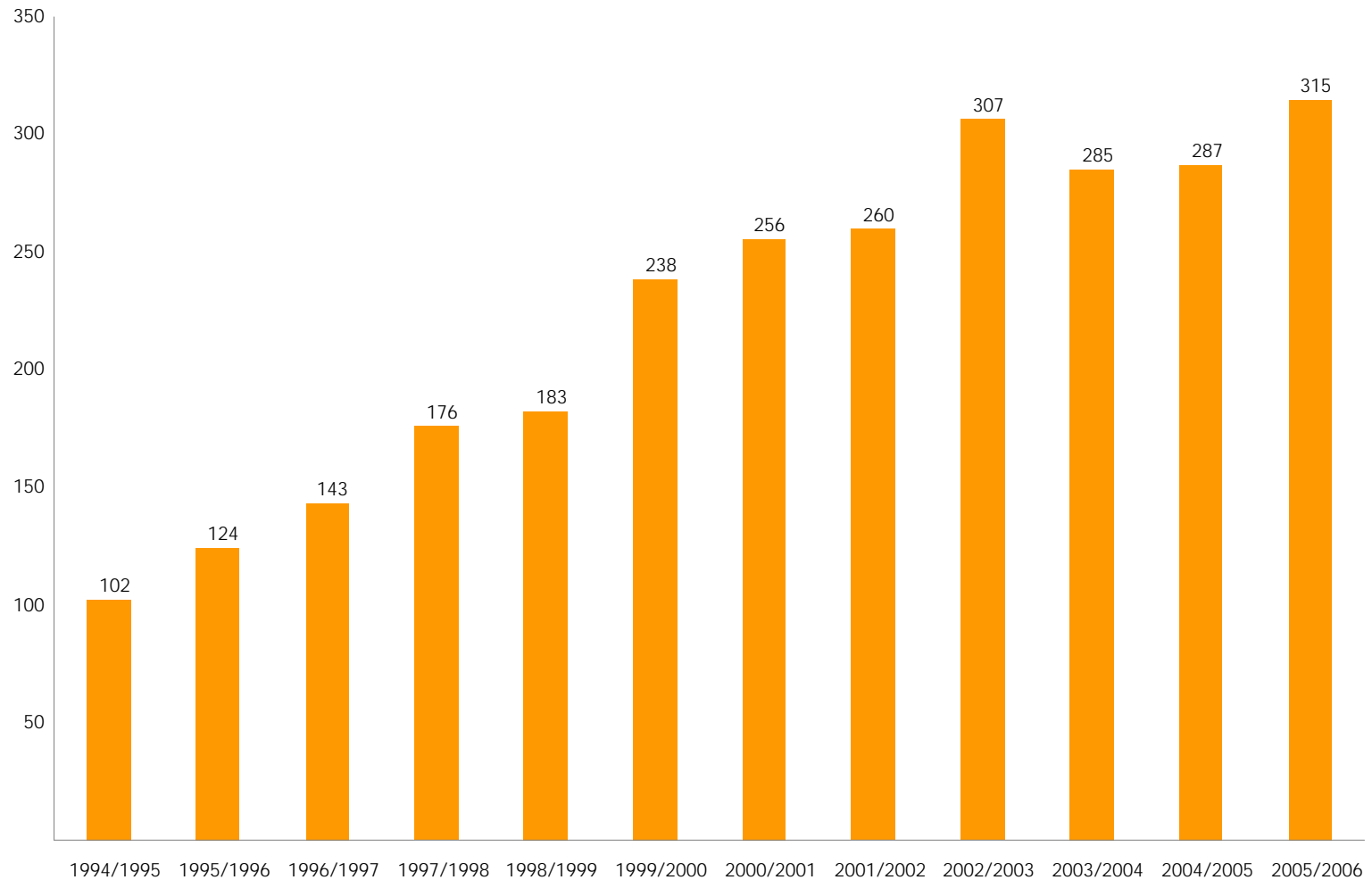
GLOBAL TRENDS – FAPL wages bill trend

TOTAL EXPENDITURE ON SALARIES (£M)



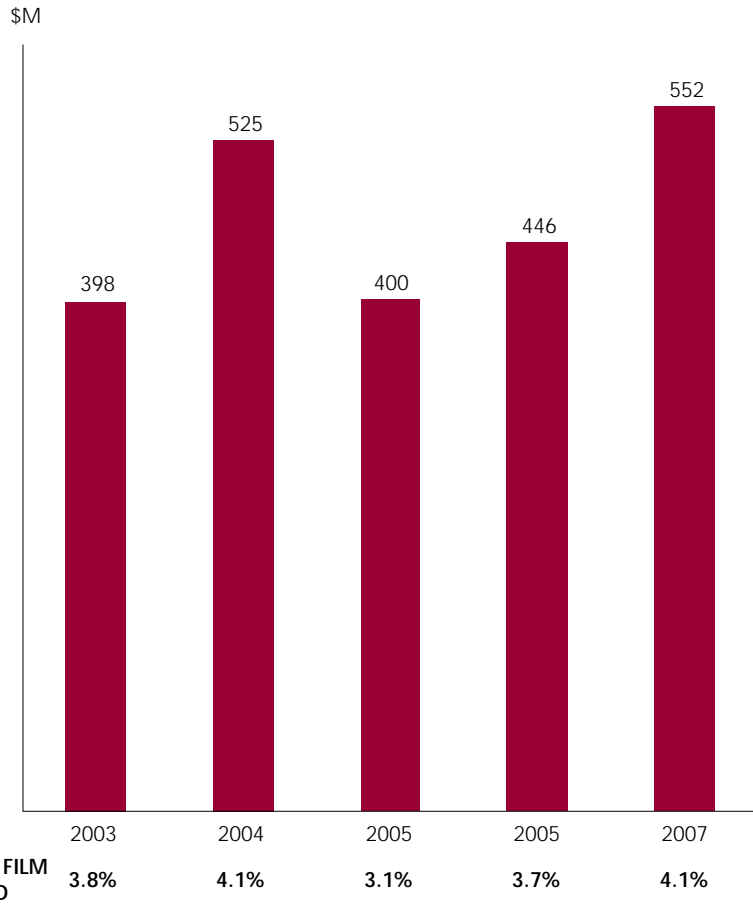
GLOBAL TRENDS – football league wages bill trend

TOTAL EXPENDITURE
ON SALARIES (£M)



GLOBAL TRENDS – US entertainment talent earnings

US FEATURE FILMS – MAJOR STAR EARNINGS



LEAD TALENT FEE AS % OF PRODUCTION COSTS

