

Market Positioning

Burke and Hare is positioned as a **prestige historical crime drama** aimed at adult audiences (**30–70**) drawn to morally complex true-crime narratives, Gothic atmosphere, and socially grounded period storytelling. The series' focus on poverty, institutional complicity, and the commodification of human bodies places it firmly in the lineage of internationally successful prestige dramas such as **Taboo**, **The Terror**, and **Peaky Blinders** (in tone and audience reach rather than style). The project is best suited to a **£25–40 million total series budget** (or **£4–6 million per episode** for a limited series), achievable through UK tax incentives, contained period locations, and minimal VFX reliance. Comparable historical crime and Gothic dramas have demonstrated strong performance through **festival launches, public broadcasters, and premium streaming platforms**, with particular strength in the UK, Europe, North America, and Australia. *Burke and Hare* offers buyers a **true-crime property with built-in awareness**, elevated by literary dialogue and thematic depth, positioning it as a **high-prestige, exportable historical drama** with awards potential and long-term catalogue value rather than mass-market dependency.

Comparable Titles – Sales Reference Table (BURKE AND HARE)

Title	Year	Format	Est. Budget	Worldwide / Gross Reach	Sales-Relevant Comparison
Taboo	2017	8×60 min	~£5–6M per ep	Sold to 100+ territories ; BBC / FX / Amazon Prime global	Dark historical crime; prestige casting; cult international following
The Terror	2018	10×60 min	~£7–8M per ep	Global cable & streaming rollout ; AMC / Amazon / iTunes	Gothic historical tragedy; awards-driven international appeal
Peaky Blinders	2013–2022	Multi-season	~£1.5–3M per ep (early)	Worldwide hit ; Netflix global Top 10 presence	Crime, class, and British identity with massive long-tail value
Ripper Street	2012–2016	5 seasons	~£1.2–2M per ep	Sold widely across Europe, US, Australia	Victorian crime; procedural + serial longevity
A Very British Scandal	2021	3×60 min	~£2.5–3.5M per ep	Strong UK ratings + global streamer sales	True-crime history; awards-focused limited series

Positioning Against Comps (Sales & Reach Context)

Category	Comparable Series	<i>Burke and Hare</i>
Genre	Prestige historical crime	True-crime Gothic historical drama
Audience Reach	UK + global prestige	UK-led with strong international export
Violence	Often stylised	Purposeful, socially contextual
Budget Band	£1.2–8M per episode	£4–6M per episode
Global Appeal	Proven international travel	Strong across UK, EU, NA, ANZ
Longevity	Strong catalogue titles	Limited-series prestige with long-tail value

Sales Agent Takeaway (With Reach Emphasis)

Burke and Hare sits comfortably within a **globally proven prestige drama bracket**, comparable to series that have achieved **100+ territory sales, multi-platform rollouts, and long-tail catalogue value**. With a **£4–6M per episode budget**, the project offers buyers a **high-end historical crime series** with built-in true-crime recognition, controlled production risk, and clear international appetite across **Europe, North America, Australia, and premium streaming platforms**.

Territory-by-Territory Sales Expectations — BURKE AND HARE

Territory	Sales Outlook	Rationale
United Kingdom & Ireland	Very Strong	Core market. Built-in historical awareness, Gothic tone, and true-crime appeal. Strong fit for BBC, Channel 4, Sky, or streamer co-production.
North America (USA / Canada)	Strong	Proven appetite for British prestige crime and Gothic history (<i>Taboo</i> , <i>The Terror</i>). Performs best via premium cable or streamer with festival/critic support.
France	Strong	French audiences respond well to literary historical drama and moral complexity; strong arthouse and public-broadcaster value.
Germany / Austria / Switzerland	Strong	Reliable buyers of prestige European period drama; strong public broadcaster and VOD performance.
Benelux (Belgium / Netherlands / Luxembourg)	Moderate–Strong	Consistent demand for British historical crime; festival pedigree increases value.
Nordics (Sweden, Denmark, Norway, Finland)	Moderate–Strong	High engagement with bleak, morally challenging drama; strong streamer-led sales.
Spain	Moderate	Historical crime sells steadily, primarily via streaming and curated theatrical/broadcast windows.
Italy	Moderate	Appreciation for historical and Catholic-era moral drama; stronger TV/VOD than theatrical.
Eastern Europe (Poland, Czech Republic, Hungary)	Moderate	Period crime and institutional critique resonate; primarily broadcaster and VOD driven.
Australia & New Zealand	Strong	Consistently strong market for British prestige drama; reliable broadcaster and streamer demand.
Japan	Moderate	Interest in Gothic history and meticulous period detail; niche but stable premium sales.
South Korea	Moderate	Growing appetite for dark prestige series; streamer-first strategy recommended.
Southeast Asia (Singapore, Malaysia, Thailand)	Limited–Moderate	Adult historical drama performs mainly via curated streaming platforms.
Latin America (Mexico, Brazil, Argentina)	Limited–Moderate	True-crime recognition supports streamer uptake; limited theatrical relevance.
Middle East (UAE / Gulf States)	Limited	Period violence and medical themes require careful positioning; selective streaming value.
Africa (South Africa)	Limited	Minimal theatrical; long-tail streaming and broadcaster sales only.

Overall Sales Profile (Agent Summary)

- **Primary revenue drivers:**
UK/Ireland, North America, France, Germany, Australia/New Zealand

- **Secondary strength:**
Nordics, Benelux, Japan, Spain
- **Optimal release pathway:**
Festival or Canneseries launch → UK broadcaster / premium streamer → international sales rollout
- **Commercial advantage:**
True-crime recognition + Gothic prestige + controlled budget delivers **high export reliability and strong catalogue longevity.**

Market-Ready Positioning Sentence

Burke and Hare is a **prestige British historical crime series** designed to perform strongly across the UK, Europe, North America, and Australia, leveraging true-crime recognition, Gothic tone, and awards-grade storytelling to deliver durable international sales and long-tail value.

BURKE AND HARE — One-Slide Finance Waterfall (Illustrative)

Total Production Budget

£24 million

(4 × 80' @ ~£6M per episode)

This format positions the series as a **high-impact event drama**, closer to *A Very British Scandal* or *Chernobyl* in commissioning logic.

Sources of Finance

Source	Amount	% of Budget
UK Broadcaster / Lead Commissioner	£9.6M	40%
International Presales (EU / ANZ / NA)	£4.8M	20%
UK High-End TV Tax Credit (HETV)	£6.0M	25%
Gap / Sales Advance	£2.4M	10%
Producer Equity / Deferrals	£1.2M	5%
Total Financing	£24.0M	100%

Waterfall Recoupment Order

1. **Sales Agent Fees & Expenses**
(typically 10–15% of gross receipts)
2. **Senior Lenders / Gap Financing**
100% recoupment + negotiated premium
3. **Equity Investors**
100% recoupment + uplift
4. **Producer Corridor**
(typically 10–20% of net profits)

5. **Backend Participation Pool**
Creator / writers / key talent

Why 4 × 80' Works Commercially

- **Event-series framing** increases broadcaster and streamer appetite
 - Higher per-episode spend delivers **cinematic scale** without multi-season risk
 - Shorter episode count reduces exposure while preserving prestige
 - Strong fit for **festival premieres (Canneseries / Berlinale Series)**
-

Investor & Buyer Upside Drivers

- True-crime recognition with global appeal
 - UK tax incentive significantly lowers net risk
 - Contained locations, minimal VFX, period authenticity
 - Strong long-tail value for repeat scheduling and international resale
-

Sales Agent Summary Line

Burke and Hare is structured as a **four-part premium event series**, combining cinematic ambition with controlled financial exposure, optimised for UK commissioning and international presales while retaining meaningful backend participation.