

THE  
CROWN

BEHIND THE STREAMS

**NETFLIX**

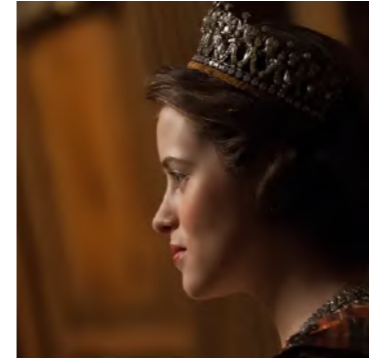


*“Over six seasons and 10 years of production, The Crown has delighted viewers the world over. It has sparked conversation and debate, created global stars and supported thousands of jobs for a vast array of British and international crew. We are honoured to celebrate the show’s lasting impact with our report: ‘The Crown: Behind the Streams’. Our hope is that the show lives on through the careers it has shaped, the communities it contributed to and the conversations it started.”*

**ANNE MENSAH, VICE PRESIDENT OF UK CONTENT**

After three casts, six seasons and 10 years, The Crown comes to a close in 2023. To mark this occasion, ‘The Crown: Behind the Streams’ provides a look back at the show’s impact, the people and communities involved in each season, and the ways in which it has shaped culture in an unprecedented way.

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# CROWNTOK CREATIONS

## 6.1 billion

#TheCrown has generated over 6.1 billion views on TikTok, as creators react, reshare and recreate their favourite moments on the platform

## 1.7 billion

views on TikTok for #TheCrownNetflix

## 80.3 million

views on TikTok for #TheCrownSeason6

## 73.5 million

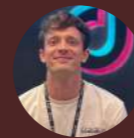
views on TikTok for #PrincessDianaStyle



## ROYAL FASHIONISTAS HEAD TO TIKTOK

From the iconic 'power shoulders' worn by Margaret Thatcher, played by Gillian Anderson, in Season 4, to Princess Margaret's chic outfits throughout the series, fashion is such a huge part of The Crown.

So many of us have become obsessed with the show's costumes, and the real-life outfits they're based on. Every look on The Crown is meticulously researched, but certain ones have stolen the show, prompting royal fashionistas to head to TikTok in full force for fashion tips and inspo, or to give their own royal treatment.



**Ed Lindeman**

Head of entertainment & news,  
TikTok UK

“On TikTok we see fandom thrive, as communities come together to share, discover and drive conversations around big cultural moments, from music festivals to much anticipated TV and film launches.

“#TheCrown since its launch, has continued to get the TikTok community talking, driving over 6.1 billion views on the hashtag and counting. From history buffs to fashionistas, this much anticipated Netflix series has seen creators deepdive into the history of the Royal family, reimagine and recreate some of the most iconic fashion moments from #PrincessDiana and unpack the social politics of the era.

“We know the final series of The Crown will continue to engage and inspire the TikTok community at scale.”



### GLASS ONION VINTAGE

(@glassonionvintage): The UK's largest vintage clothing company, where much of The Crown's vintage clothing comes from, shares a [sneak peak](#) to its 100k+ followers of some of the outfits handpicked from its warehouse by costume designers for Season 6.



### ROSIE HARTE

(@theroyalwardrobe): Royal fashion enthusiast Rosie Harte shared her take on royal fashion to her 432k loyal followers. As Season 6 dropped, she shared a glimpse of a replica of Queen Elizabeth's wedding dress worn by Claire Foy in Season 1.



### ZAINAB

(@zceewhatidid): Film buff and artist Zainab shared her take on what she would wear if she was on The Crown [through a series of incredible illustrations](#) for her half a million and counting followers

The Crown has become a huge part of the global cultural zeitgeist since it first aired.

Whether it's fashion inspiration, the nostalgic decade-defining music featured in the show, or actors' spectacular performances, the series' popularity transcends the screen, with millions of fans heading online to share, react to, and in some instances recreate, each episode.

So, what's driving this huge online engagement and conversation? The global entertainment platform TikTok explores just that, unpacking what happens when The Crown and online fandoms collide.

# PRINCESS DIANA'S STYLE AND LEGACY REIGNS SUPREME

Princess Diana has long been described as the fashion icon of the '90s and who are we to disagree? From her show-stopping "revenge dress" to her printed pussybow and tartan ensembles, her style legacy reigns supreme. She is the epitome of #QuietLuxury (which currently has 350 million views on TikTok) and she is arguably the face of the trend on TikTok.

Throughout the years, The Crown has recreated some of her best and most-loved fashion moments, helping to bring these back into the cultural zeitgeist once again. It is no surprise

then that #PrincessDianaStyle has 73.5 million views and #PrincessDianaFashion currently has 9.2 million views on TikTok, as creators share their favourite looks of hers and even recreate these with their own creative flair.

Even today's celebrity fashion icons have been inspired to recreate some of Princess Diana's outfits. Hailey Bieber, the queen of style herself, recreated Diana's Virgin Atlantic slouchy jumper with cycling shorts for a photo shoot with Vogue Paris, and other looks, with fans taking to TikTok to share their reactions.



# TIKTOK TAKES FANS #BEHINDTHESCENES OF THE CROWN

The Crown was filmed throughout the UK, meaning lots of lucky people have stumbled upon production, with many taking to TikTok to share unique behind-the-scenes footage. From green screens to historic event recreation with thousands of extras hitting the streets, these are some of the scenes that have driven those on TikTok wild.



## STUDENTS FIND THEMSELVES IN PRINCE WILLIAM AND KATE MIDDLETON'S LOVE STORY

Students at St Andrews University in Scotland, where the Prince and Princess of Wales met for the first time, found themselves in the middle of filming for Season 6. [Creators shared their own footage](#) of scenes for the final season of The Crown.

## HULL UNIVERSITY TRANSFORMS INTO THE 1940S

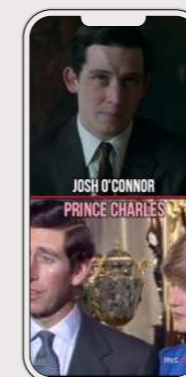
Earlier in 2023, some TikTok creators in Hull saw the grounds of the city's university transformed into the 1940s for an episode in Season 6. [Clips shared by the University](#) on TikTok showed old iconic London-fashioned buses, soundstages and extras on campus.

## HUNDREDS OF EXTRAS TOOK TO THE STREETS OF YORK

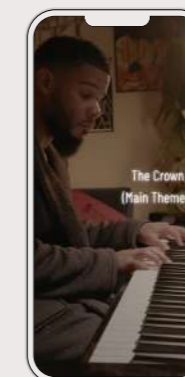
In April 2023, people in York [headed to TikTok](#) to share clips of filming for Season 6 outside of York Minster, where 450 extras, including choir boys, hit the streets.

## TIKTOK CREATORS SHARE THEIR TAKE ON, OR RECREATE, THE SHOW'S PERFORMANCES

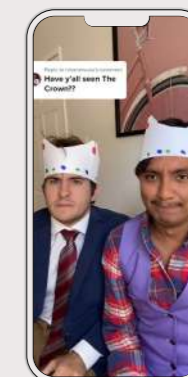
According to a YouGov study of The Crown viewers, 64% of 18-24-year-olds are intrigued by the historic events of The Crown. It's perhaps not a surprise then that fans of the show have headed to TikTok to learn more about the events covered, as well as to share their take on these performances, and in some cases even recreating these moments.



**MSMOJO**  
@MsWatchMojo  
Entertainment channel MsMojo [shared](#) a video to its 200k followers, comparing The Crown actors' royal accents with those of the people they play.



**KARIM KAMAR**  
@Kingkarim\_kamar  
Musician Karim Kamar [took to TikTok](#) to recreate music from The Crown for his 480k followers, filming himself playing the iconic theme tune, composed by Hans Zimmer.



**ALEX AND PABLO**  
@Durafestz  
Comedic duo Alex and Pablo shared their [comical recreation](#) of a scene from Season 4 to their 670k followers.



50%

According to YouGov, half (50%) of Gen Z (18-24-year-olds) viewers of The Crown say they've been inspired to learn more about 20th century British history after watching the show

330%

When Season 4 aired, Google searches for Emma Corrin, who plays Princess Diana in the season, increased by 330%

1,380%

After the Ardverikie Estate in the Scottish Highlands stood in for Balmoral in Season 4, Google searches for the property rose by 1,380%

## THE CROWN INSPIRES A WAVE OF ROYAL RESEARCH

The Crown is a fictional drama, inspired by real events, and Google's data indicates that viewers are keen to further explore the history behind the drama. After each of the first three seasons of The Crown aired, curiosity peaked, as searchers looked into royal history. In fact, 'When did Queen Elizabeth get married?' was the third most Googled question about The Crown after Season 1, followed by 'When is The Crown (returning)?'

Netflix has also created companion resources, such as ['The Crown: The Official Podcast'](#), for curious viewers looking to unpack these types of questions. Hosted by Edith Bowman, it follows the show episode by episode, diving deep into the stories and taking listeners behind the scenes with insights from many of the people involved in making the show. Netflix's series on the ['Still Watching Netflix'](#) YouTube page also takes viewers deeper into the true stories that inspired the drama on screen.



Questions about who Princess Margaret married, also made it to the top five trending questions after Season 2, as Vanessa Kirby's on-screen love story with Matthew Goode's Antony Armstrong-Jones sparked mainstream interest in the Princess' love life.

Throughout the series, Google also saw a huge interest in lesser-known royals. Lord Mountbatten, also known as Uncle Dickie, made it into the top five trending searches related to The Crown after Seasons 2 and 4, as people sought to learn more about who he was and the actors who played him (Greg Wise in Seasons 1-2 and Charles Dance in Season 3-4).

Moments in history shown in The Crown also prompted a wave of discovery. In fact, following Season 3, which depicted the Aberfan mining disaster in Wales, Google searches for the tragic event increased more than 5000%.

People also Googled to find out more information about Princess Alice, including the actress who played her, Jane Lapotaire, after Season 3, as well as Penny Knatchbull (Countess Mountbatten), played by Natascha McElhone, after Season 5.

Viewers have also been inspired to research the actors featured in The Crown, including new breakout stars from the show. When Season 4 aired in 2020, Google searches for Emma Corrin, who plays Princess Diana in the season increased by 330%. Likewise search interest for Vanessa Kirby increased by 190% after she portrayed Princess Margaret between Seasons 1 and 2.

Have you ever Googled mid-way through an episode of The Crown, or done so after the episode finished? If so, you're not alone: YouGov data shows that 61% of The Crown viewers say they've done exactly the same thing.

Ever since The Crown launched in 2016, so many of us have been inspired to delve into the lives of the people, events and cultures shown throughout each season. The Crown has even sparked the

curiosity of younger generations: 50% of The Crown viewers aged 18 - 24 even say that the series has inspired them to learn more about 20th century events depicted in the show, according to YouGov.

So which countries take the crown for curiosity? And what exactly are people researching? We've teamed up with the experts at Google to explore just that.

## BELARUS VIEWERS OF THE CROWN RANK IN THE TOP 5 MOST CURIOUS

There is no doubt that The Crown has sparked conversation and ignited interest, and search data from Google shows the extent of this.

With The Crown spotlighting so many defining historical and cultural moments, it's no surprise that Brits and other countries with strong connections to the monarchy have taken to Google to find out more about the events dramatised. Belarussian fans rank fourth in the top five countries searching for The Crown since it began.

TOP FIVE COUNTRIES SEARCHING THE CROWN SINCE SEASON 1 ARE:

1. United Kingdom
2. Ireland
3. Australia
4. Belarus
5. New Zealand



In Season 5 we find out who is ruling the '90s. We also meet the new Prime Minister, John Major, played by Jonny Lee Miller.



In Season 3, a new cast enters the palace, as the monarchy reckons with changing times and familial strife.



In Season 1, young Elizabeth, played by Claire Foy, becomes not only the Queen, but also a wife.



In Season 2, Queen Elizabeth grows into her role as sovereign during challenging times at home and abroad.



In Season 4, we take on the '80s, and officially enter the Diana era.

## THE CROWN SEASONS RANKED BY SEARCH INTEREST

BETWEEN NOVEMBER 2016 TO AUGUST 2023



“Often we see that people turn to Google first when they want to satisfy their curiosity, especially if it’s a topic that they want to delve into and learn more about. This often correlates when it comes to popular shows like The Crown. It’s always interesting to see what is trending, and anyone can explore these at [www.trends.google.com](http://www.trends.google.com).”

**Matt Cooke**  
Head of News Lab at Google UK

## PUTTING BRITISH HERITAGE HOMES IN THE SPOTLIGHT

*“The Crown, discussed the impact of the show on the Estate: “The Crown’s impact on Ardverikie Estate has been transformative. We have seen a huge surge in visitors from across the country and even from the US after watching the show. The economic boost has allowed us to invest in significant infrastructure upgrades to make our grounds more accessible, which has not only benefited our estate but also the wider community.*

*We’re certainly not alone in feeling the lasting impact of the show. From local hotels to catering companies, The Crown has helped to boost our local economy, the effects of which will far outlive the royal buzz of Balmoral.”*

Phil Lloyd, Estate Manager of the Ardverikie Estate

*“For the historic properties we look after, an appearance in The Crown is a brilliant showcase. As a charity which cares for some of England’s most important and special old buildings, we’ve had many visitors recognise our sites’ starring roles in the programme and it has definitely piqued people’s interest to experience these beautiful places for themselves and learn more about their history.”*

Beth Stone, English Heritage’s Head of Onsite Visitor Experience

The Crown offers a unique glimpse into some of the UK’s most breathtaking estates and heritage homes. Alongside enjoying brilliant performances, set design and writing, according to YouGov, over a third of people say the castles and manors are their favourite thing about the show.

Whether these are located in the idyllic Scottish highlands or the bustling metropolis of London, people have taken to Google to find out more about what they’ve seen on screen. In fact, one of the most trending Googled questions as each season dropped was ‘Where was The Crown filmed?’

Several English Heritage historic properties featured prominently in the filming of The Crown. This includes Eltham Palace and Gardens (London) in Season 1 of the show, and Audley End House and Gardens (Essex) in Season 3.

In Season 1, [Somerleyton Hall](#), one of the UK’s grandest Victorian homes was transformed into the Queen’s beloved Christmas retreat, Sandringham Estate, located in Norfolk. As a result, Google searches for Somerleyton Hall, the 5,000 acre estate located in Suffolk, increased by a whopping 280% in November 2016.

Fast forward to Season 4 and we saw Queen Elizabeth, played by Olivia Colman, visit Prince Charles, played by Josh O’Connor, at [Highgrove House and Gardens](#) (depicted by Somerley House). In the episode, Charles tells Queen Elizabeth about his plans for the estate, which is said to be where his passion for the environment flourished. As the season dropped in November 2020, Google searches shot up an incredible 930%, as people sought to learn more about Highgrove and Prince Charles’ links to it.

Heading north, in the same season, the breathtaking [Ardverikie Estate](#), located in Inverness-shire in the Scottish Highlands, captured the hearts of viewers. The estate stood in for Queen Elizabeth’s summer home, Balmoral, and saw Google searches rise 1,380% in November 2020.

*As a former history student, I’ve always been fascinated with The Crown and the events and characters depicted in the show. I finished the first four episodes of Season 6 in one sitting and found it impossible not to jump on my phone and research things I saw in the episodes, including the locations, fashion and the people.”*

Sihaam Ali, 22, London



## LOCATIONS FEATURED IN THE CROWN WHICH HAVE SEEN A SIGNIFICANT INCREASE IN SEARCH INTEREST



Ardverikie Estate | Inverness-shire  
Posing as Balmoral

SEASON 1: 480%

SEASON 2: 510%

SEASON 4: 1,380%



Winchester Cathedral | Hampshire  
Posing as St Paul’s Cathedral

SEASON 3: 40%



Somerley House | Hampshire  
Posing as Highgrove House

SEASON 5: 100%

# CROWN SET-JETTING



If you've been wooed by the royal residence of Kensington Palace, the grounds of Balmoral, or the Georgian grace of Windsor Castle, you're not alone. The Crown features over 110 locations per season and has opened our eyes to some of the UK's most beautiful, iconic and sometimes unknown, places that are well and truly fit for a Queen (or King) — and changed our travel habits at the same time.

Globally, people who have watched local content on Netflix are 2.4x more likely to say the country is their number one travel destination, according to data from BASIS<sup>1</sup>. When people watch another country's local movies and TV shows, they feel more closely connected to that culture, and they have a greater desire to visit and explore that country.

The Crown fans from Spain, Italy, Germany and the US come out as top searchers for UK travel throughout the release of each season, according to travel experts at [Skyscanner](#).

## 21%

When Season 3 of The Crown premiered on 17th November 2019, worldwide flight searches to London increased by 21% on Skyscanner, compared to the previous day.

## 53%

Little over a week after Season 4 debuted on 24th November 2020, with stunning depictions of Balmoral Castle, Skyscanner saw a 53% increase in global flight searches for Aberdeen, compared to searches made prior to the season dropping on the 14th November

## 27%

After the same season featured the Royal Tour to Australia, Skyscanner saw a 27% week-on-week increase in flight searches from Australia to the UK



## LONDON CALLING: CROWN LOVERS CONSIDER A TRIP TO THE CAPITAL

In Season 3, a show-stopping new cast enters the palace, as the monarchy reckons with changing times and familial strife.

Much of this season is set in London as we see the then-Prince Charles, played by Josh O'Connor, training at the grand Royal Naval College in Greenwich. We also see Prime Minister Harold Wilson, played by Jason Watkins, visit The Mall in St James's Park, to Buckingham Palace.

*But just how has The Crown inspired royal wanderlust? We've partnered with the travel experts at Skyscanner to explore the many ways in which The Crown has inspired set-jetting by people planning once-in-a-lifetime adventures to the UK, and specifically the iconic royal-related places shown throughout each season.*

When the season debuted on 17th November 2019, worldwide searches for flights to London on Skyscanner increased by 21%, compared to the previous day<sup>3</sup>. The biggest spike in searches to the capital was seen in Germany, where Skyscanner recorded a 38% increase in searches on release day<sup>4</sup>.



**Naomi Hahn**  
VP of Strategy at Skyscanner

“Travellers have long been inspired by destinations they've seen on film and TV and now with ever more wanderlust-worthy locations on our screens, 2024 is the year we're really going to really see 'main character energy' take off, influencing our destinations of choice.

“Skyscanner's Travel Trends 2024 report – which gives the lowdown on the latest trends shaping traveller habits and behaviours – reveals that over half (54%) of UK travellers are inspired to visit a location abroad they've seen featured in their favourite TV show or film.

“With the winning combination of history and iconic landmarks depicted on screen, we've seen global travellers turning their attention to UK destinations for their travel plans after watching The Crown.”



*“Watching The Crown only made my interest in the UK grow. I flew from Chile to visit Europe and there was no way I was missing the UK. Getting close to the locations where it was filmed and the real places where history took place was one of the main reasons for my trip! I felt I understood the country better and it made me more eager to visit.”*

Crown Fan, Rai Bastidas, 27, Chile





Those in Spain were also inspired to research trips to the home of the Windsors, making up a significant volume of searches to London over Season 3's launch period. Skyscanner saw an impressive 34% spike in searches from people in Spain looking to visit London on the day of Season 3's release<sup>5</sup>.

As the series progressed, London reclaimed its crown as the ultimate must-visit destination. Throughout the latter half of November 2020, as Season 4 aired, London was the most searched-for city destination worldwide on Skyscanner. In fact, Skyscanner saw a 21% week-on-week increase in worldwide searches to London one week after the season aired<sup>6</sup>, as well as a 50% increase nine days after the season dropped, when compared to before the season<sup>7</sup>.



## BALMORAL BECKONS: THE CROWN SPARKS A SCOTTISH LOVE AFFAIR

The tense Season 4 takes on the 1980s and is shaped enormously by the addition of two new characters, both defining women of the decade: Lady Diana Spencer, played by Emma Corrin, and Margaret Thatcher, played by Gillian Anderson.

In Episode 2, 'The Balmoral Test', we see both Lady Diana Spencer and Margaret Thatcher visit the Royal's breathtaking summer residence, Balmoral Castle, located in the tranquil Scottish countryside in Aberdeenshire, Scotland.

The episode perfectly captures Scotland's breathtaking natural beauty and peacefulness, with rolling green hills, sparkling lochs and quintessential Scottish sporting activity. This picturesque setting is a stark contrast to the bustling, muggy grey, London of the '80s, shown in the previous episode.

It's no surprise that a little over a week after the season premiered, the world became entranced with Balmoral, and worldwide searches for flights to Aberdeen, serviced by Aberdeen International Airport, peaked. Skyscanner saw a 53% increase in searches for Aberdeen, compared to searches made prior to the season's release on 14 November<sup>8</sup>. Clearly, the idyllic Aberdeenshire estate shown in The Crown captured the imagination of many travellers, hoping to take in the Scottish scenery for themselves.



## G'DAY LONDON: AUSSIES SWAP BBQS FOR AFTERNOON TEA

Later in Season 4, Episode 6, titled 'Terra Nullius', we see the newly-wed Prince Charles and Princess Diana jet off to Australia and New Zealand on tour. The episode is full of dramatic shots of the magnificent Sydney Opera House and the great, sprawling, Australian outback, which forms the backdrop for Charles and Diana's honeymoon.

According to Skyscanner, searches from Australia to the UK spiked two weeks after Season 4 debuted. There was a 27% week-on-week increase in searches for flights from Australia to the UK following the season's release<sup>9</sup>.

## WHICH CROWN LOVERS REIGN SUPREME?

With six seasons of drama and intrigue to inspire people across the world to consider a trip to the UK, which regal fans of the show have proven themselves to be most fascinated?

Skyscanner's data indicates that lovers of the show from Spain, Italy, Germany and the United States reign supreme, coming out as top searchers for travel to the UK throughout the release of each season.

### COUNTRIES WITH THE HIGHEST SEARCH VOLUME TO THE UK AFTER EACH SEASON

	Season 3	Season 4	Season 5
1.	Spain	Spain	Spain
2.	Italy	Italy	Italy
3.	US	US	Germany
4.	Germany	Germany	France
5.	Ireland	Greece	Ireland



# THE CROWN'S HOMEGROWN TALENT



Over the course of six seasons, more than 2,500 talented crew members brought monarchy magic to life in *The Crown*. From wig makers recreating Margaret Thatcher's hairstyle (nicknamed 'The Thatch'), to set designers scouring flea markets to capture the old school opulence of Buckingham Palace, in this chapter we're peeking behind the curtain at some of *The Crown's* behind-the-scenes talent.



## 2,617

full-time jobs were created over all six seasons of *The Crown*



## 2,000

sets were created over the span of six seasons



## 800

Over the six seasons it is estimated *The Crown* costume department made a total of 800 original, bespoke costumes



## 500

The three Queen Elizabeths wore a total of 500 costumes throughout six seasons



## 41%

of *The Crown's* Gen Z (18-24-year-olds) viewers say that the show's costumes are their favourite thing about the show, YouGov polling shows



## 8

Each season of *The Crown* took around eight months to film and several months to prep

## PRINCESSES OF PRODUCTION

Each season of *The Crown* takes around eight months to film and several months to prep. Set and production design was a huge part of *The Crown's* success, with viewers transported from Balmoral and 10 Downing Street to Australia and New Zealand.

Two thousand sets were created over the span of six seasons and each set contained at least 100 props — that's almost a quarter of a million individual pieces sourced.

From building traditional Victorian toilets from scratch, to crafting a proportional version of the infamous 10 Downing Street door, to ensuring John Lithgow's height remained true to Winston Churchill, the production team really has seen it all.

Alison Harvey has been a set decorator for 30 years, and worked on all six seasons of *The Crown*. During her time on the show, her team grew threefold.

Because the early seasons took place decades ago, Alison often had to go to extreme lengths to source props that felt appropriate and authentic for the time period, whether that be authentic fabrics and wallpapers from specific ages or obsolete technology such as fax machines. This meant local and independent sellers were essential to Alison's venture to dress sets authentically.

Alison has since gone on to work on the set of the Netflix show *Wednesday* alongside Alison Cardy.

As an integral part of Alison Harvey's team, Alison Cardy has been a production buyer for over 20 years. She started working on *The Crown* at the beginning of the show's second season. As she took set production on a voyage through 20th century history, her team grew alongside the ambition of the show, expanding from six to 20 people.

Alison was in charge of ensuring each and every set felt authentic to the time it was representing. From sourcing curtain tassels to phone boxes, she ensured that the standard of production never faltered.



*"Netflix really changed the tide of TV production. Before *The Crown*, TV just didn't have the same ambition or operate at the same magnitude as film. However, the show was so unique in its commitment to each and every scene. The sky was always the limit when it came to building the sets and that ambition only grew with each season."*

*The commitment to the integrity of each set we built over six seasons never wavered. Whether it be sourcing Canadian geese, curating bespoke telephone boxes from the 1960s, or ensuring floppy ear continuity with our growing corgis, I really have seen it all. It was also wonderful to make so many connections with local businesses, vintage shops and prop buyers — none of our sets could have been built without the power of local creativity."*

Alison Cardy, Production Buyer

*"There was never a dull day during my time working on *The Crown*. I love working on period dramas as they pose such unique and intricate challenges to dressing a set effectively."*

*Whether it be mining medical equipment from the '80s and '90s from landfill sites or having to buy a bag of rust on eBay, we would never take no for an answer when it came to building the world of *The Crown*. We built so many local connections in each location, due to our support of local auction houses, independent sellers, charity shops and antique stores all providing the vintage gems that helped make the sets so believable."*

Alison Harvey, Set Decorator



## COSTUME COURTSHIP

A huge part of bringing *The Crown* to life was the costume department. From ball gowns to military uniforms, the show really has taken us on a fashion tour through time.

YouGov data shows that 41% of *The Crown's* Gen Z viewers say that the show's costumes are their favourite thing about the show.

Over all six seasons, it is estimated the costume department made a total of 800 original, bespoke costumes.

Several of the ensembles were sourced from charity shops, flea markets and small vintage businesses. The costume designers were intent on ensuring the outfits remained true to the time period, and used hidden vintage shop gems such as Menage Modern Vintage to ethically source the best garments from the 1970s, '80s and '90s.

Some of *The Crown's* costumes were then re-donated after the series wrapped, with several garments being upcycled to local charities and schools including Outfit Charity, Migrants Organise and Hull Sisters. Blankets and towels used with corgis on set were donated to the National Animal Awareness Trust.



The costume which took the longest to make was Diana's wedding dress, with the costume department working for 600 hours over four months to perfect the look. That's almost the length of 400 polo matches!

Some characters had more costumes than others, with Queen Elizabeth totalling 500 costumes throughout six seasons. Similarly in Season 4, Diana wore an impressive 17 original outfits in *Terra Nullius*, the episode in Season 4 that depicts Charles and Diana on their Australia tour.

*"I made all sorts of different hats during my time on the show" Sean says, "probably the most challenging was the Queen Mother's hat she wore to Charles and Diana's wedding. It was covered with hundreds of vintage feathers which had to be attached to the hat one by one, but I was so proud to see it on screen!"*

Sean Barrett, a milliner, estimates he made 102 hats throughout the six seasons, 32 just for *The Queen*

*"The most challenging pieces were the military medals, I only had photographs as my reference point and they had to look as close to the original pieces as possible. The commitment to recreating these historical pieces as accurately as possible is what makes shows like *The Crown* so unique, I thoroughly enjoyed my time working with the team."*

George Easton, A jeweller who made several bespoke pieces for *The Crown*

*"It often feels like knitting is a dying field but historical shows like *The Crown* really highlight the importance of knitwear. I got to recreate so many garments I remember seeing the Royal Family wearing as a little girl."*

Hilary Sleiman, The knitter who recreated Diana's iconic Peruvian jumper



**3,249**

military uniform fittings have taken place over 6 seasons on *The Crown*, enough to kit out the equivalent of 6 and a half battalions.

**1112**

These uniforms depict 1,112 medals and 27 different countries.



## HAIR HERITAGE

Alex Rouse founded her wig company over 20 years ago, after attending the London College of Fashion to study hair and makeup. Following her work on the Harry Potter franchise, Alex's wig company joined *The Crown* team during Season 3. From recreating Margaret Thatcher's hairstyle on Gillian Anderson or guiding Prince Phillip's top piece through the ages (and heads) of Tobias Menzies and Jonathan Pryce, Alex and her team really have lived through the history of UK hair.

Whilst working on *The Crown*, Alex's team grew to 15 people and since the show has ended, they have gone on to work on several other Netflix shows including *Stranger Things*.

*"The Crown is always going to be the best answer to the question 'what have you done in your career?' It really has positioned my company as 'wig royalty' and opened so many doors for us.*

*The unique challenge The Crown posed was the way it journeys through such significant periods of time and history. We created upwards of 60 wigs for the show, with some characters having six wigs to their name. The key was to ensure the hair pieces represented the subtleties of aging whilst also staying true to the real-life monarch we were trying to emulate.*

*I miss working on the show terribly. It was a huge career highlight for me and really equipped myself and my employees with so many unique skills and tools we continue to take forward."*

Alex Rouse, Owner of Alex Rouse Wig Company



# BEHIND THE STREAMS

From unique jobs to breathtaking sets to handmade costumes spanning decades of history, The Crown has always shown an unparalleled commitment to detail. As six seasons of regal and revelatory events come to an end, this final chapter breaks down some of the facts and figures behind The Crown.

## CAPTIVATING AUDIENCES ACROSS THE WORLD

The show has been nominated for 341 awards - winning 143 - and it was the first drama ever to sweep all seven major categories at the Emmys in 2021, including taking home the prize for best drama series.

But don't just take our word for it. Since the first installment of the sixth and final season dropped on 16 November 2023, it has appeared on Netflix's Global Top 10 English TV List<sup>®</sup>.



## PROVIDING THOUSANDS OF JOBS FOR THE BEST OF BRITISH TALENT

The Crown has only been made possible because of the talented people involved — both behind and in front of the camera.

More than 2,610 full time jobs were created over the six seasons, many of whom began their career on The Crown. In fact, there were over 460 work experience placements over six seasons and around 300 entry-level positions.



## PROMPTING PRODUCTION ON A ROYAL SCALE

Throughout six seasons, there were over 1,400 filming days in total. Two thousand sets were created over the span of six seasons and The Crown costume department made a total of 800 original, bespoke costumes.

Over 1,000 scripts (or revised scripts) and 113 filming schedules were issued across all six seasons. 800 reference books helped to inform research for the show. This includes hundreds of political autobiographies, royal biographies, general election books, as well as Country Life commemorative editions on royal occasions. The collection even includes menus from state dinners, and Hansard copies of political speeches, as well as maps of Royal tours.



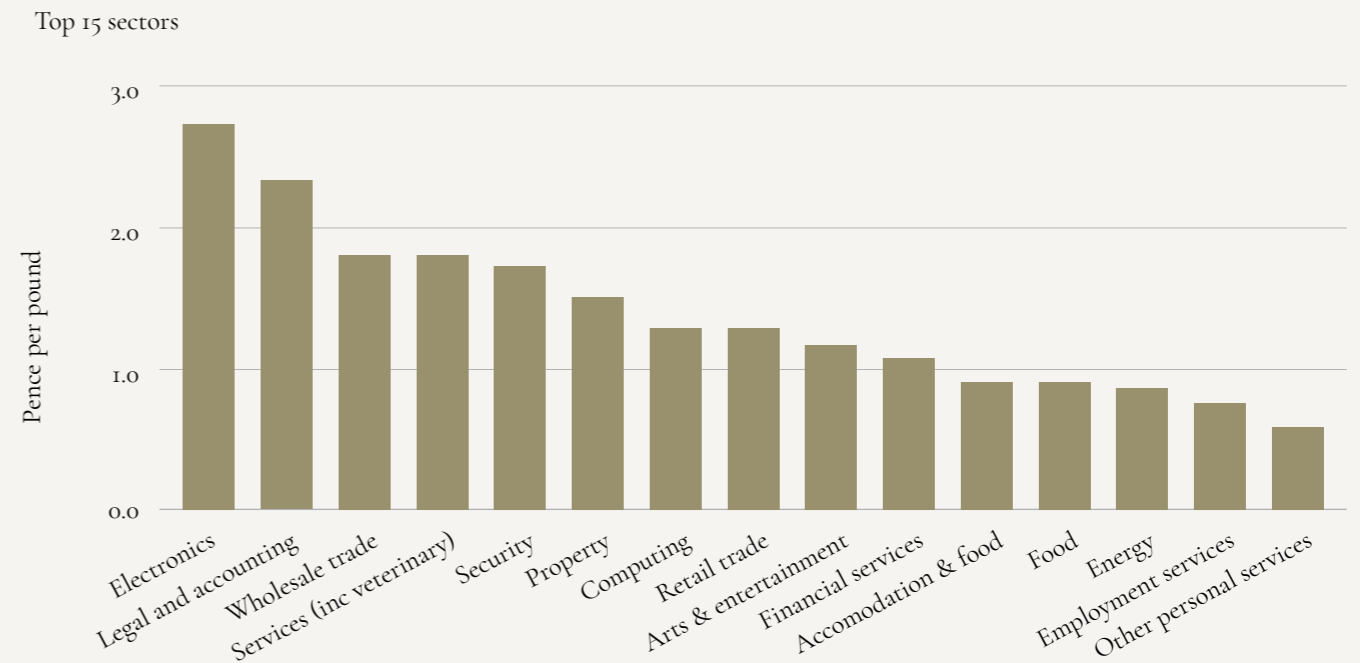
## CREATING A RIPPLE EFFECT BEYOND THE UK FILM, TV & ADVERTISING SECTORS

The production of The Crown has had a large ripple effect on the economy and wider supply chain beyond the UK film, TV and advertising sectors. In fact, for every one pound of investment by Netflix in the creation of The Crown<sup>®</sup>:

- 2.7 pence was spent with suppliers of electronic goods (e.g. providers of electrical equipment).
- 2.3 pence was spent with suppliers of legal and accounting services (e.g. production finance accountants).
- 1.8 pence was spent with providers of wholesale trade services (e.g. wholesalers of retail goods).

This is calculated by taking into account both direct spending on the production of The Crown and the impact of that spending elsewhere in the supply chain.

You can see the full impact of spending on The Crown across the 15 most affected economic sectors below.



## SUPPORTING LOCAL COMMUNITIES AND BUSINESSES

The Crown features a whopping 110+ locations on average per season and shows us some of England, Scotland and Wales' most picturesque and interesting landscapes.

The most popular filming location was Scotland — with Season 4 alone filmed at seven spectacular Scottish spaces. The most visited place in Scotland was Ardverikie Estate, which doubled as Balmoral Castle, where 34 filming days took place.

The Crown doesn't just capture the beauty of the places and spaces used for filming. Where possible, Netflix has given back to local communities and businesses, including Bradford, Hull, Liverpool and Manchester.

For example, £600,000 was donated to The National Trust and English Heritage for the use of locations across the UK. Donations have also been made to churches and cathedrals across the UK, including Ely Cathedral, York Minster and Greenwich Chapel, where parts of the series was filmed, helping to contribute towards the restoration of these historic buildings.



## PUTTING SUSTAINABILITY AT THE HEART OF THE CROWN'

Netflix, together with Left Bank Pictures, kept sustainability top of mind throughout production of The Crown. This included training and supporting over 190 green stewards, who are trained by [Greenshoot](#). The Green Stewards were connected with The Crown via the Equal Access Network, an initiative set up by Sadiq Khan in 2017 to help people from diverse backgrounds get their first break in the production industry.

These Green Stewards helped to ensure the production of The Crown is as environmentally friendly as possible. Their work included working closely with the electrical department, the locations team and the facilities department to develop innovative ways to reduce energy usage and track the carbon footprint of production.



## APPENDIX AND METHODOLOGY

### Crown Set-Jetting

<sup>1</sup> Between Aug 2020 and Jan 2021, BASIS research evaluated the impact of local content

(e.g. Spanish TV shows / movies) on affinity towards the culture of, and tourism to, that country. The report aggregates findings from six international research studies. In total, we surveyed 81,000 people+ and tested 120+ titles across 35+ countries.

<sup>2</sup> The survey was conducted by OnePoll x Skyscanner in August 2023 with 15,000 respondents globally (2,000 respondents in the UK)

<sup>3</sup> Percentage increase in worldwide searches to London on 17th Nov. 2019 compared to 16th Nov. 2019 for outbound travel over the next 6 months

<sup>4</sup> Percentage increase in searches from Germany to London on 17th Nov. 2019 compared to the previous day.

<sup>5</sup> Percentage increase in searches from Spain to London on 17th Nov. 2019 compared to the previous day.

<sup>6</sup> Percentage increase in worldwide searches to London w/c 22nd Nov. 2019 vs the previous week.

<sup>7</sup> Percentage increase in worldwide searches to London on 23rd Nov. 2019 vs 15th Nov.

<sup>8</sup> Percentage increase in worldwide searches to Aberdeen on 24th Nov. 2020 vs 14th Nov.

<sup>9</sup> Percentage week-on-week increase in searches from Australia to the UK w/c 29th Nov 2020 vs 16th Nov

### Behind the Streams

<sup>10</sup> Every Tuesday, Netflix publishes four global Top 10 lists for films and TV: Film (English), TV (English), Film (Non-English), and TV (Non-English). These lists rank titles based on 'views' for each title from Monday to Sunday of the previous week. Netflix defines views for a title as the total hours viewed divided by the total runtime. Values are rounded to 100,000. You can read about Netflix's Global Top 10 here

<sup>11</sup> The estimates of the ripple effect of spending on The Crown are based on data provided by Left Bank Pictures on UK gross production spending over the six seasons of the title. This data was then input into an economic model to estimate how spending by Left Bank Pictures on The Crown generated expenditure by companies in the supply chain across different economic sectors.

### Methodology

YouGov Methodology

All figures, unless otherwise stated, are from YouGov Plc.

Total sample size was 4,467 adults of which 1,484 have watched The Crown. Fieldwork was undertaken between 14th - 16th November 2023. The survey was conducted online. The figures have been weighted and are representative of all UK adults (aged 18+).

- Google Search Data Methodology:
- Google search data has been pulled from the first series in 4th November, 2016 to 30th August 2023
- Top or Most Searched: The "most searched" queries are those that rank highest by search volume for a given timeframe and location
- Trending Searches: "Trending" queries are the search terms that had the highest spike/growth in traffic over a given time period as compared with the previous equivalent period

More information on Google's methodology can be found here.

**NETFLIX**