



Film, television, commercial and music video production in Toronto

Presentation to the Economic Development Committee
By: Peter Finestone, Monday March 26, 2012

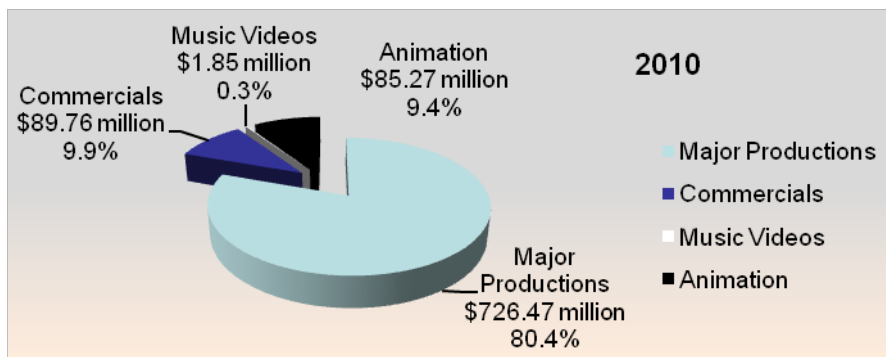
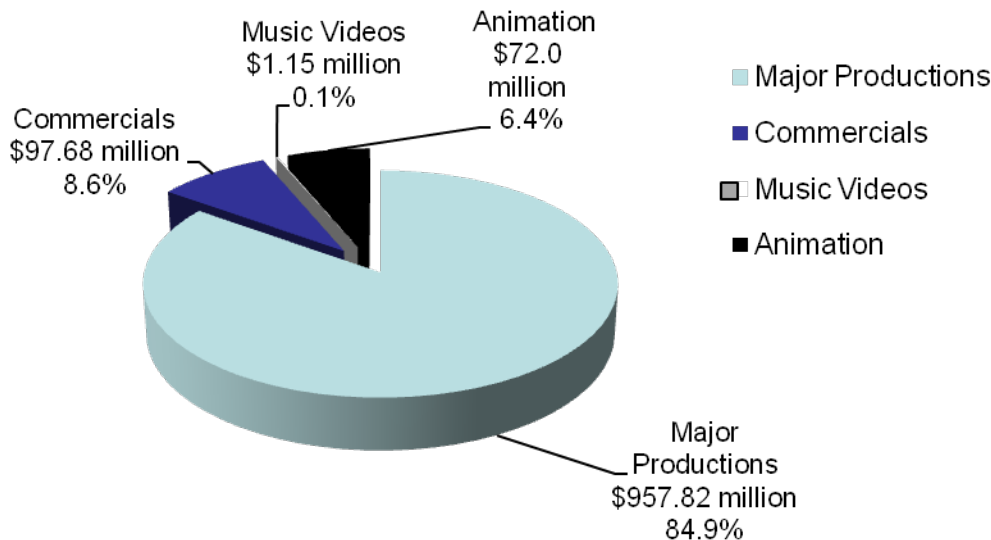
Total Production Spending in Toronto 2011

Production companies spent a grand total of \$1.13 billion filming on-location in Toronto in 2011.

This is a 25.0% increase in total production spending over the \$903.35 million reported in 2010.

Chart identifies values of production spending by type. The percentages shown indicate the share a production type contributed towards the grand total expenditure for 2011.

Major productions include: feature films, movies for television, mini-series, television specials and TV series.



Great Television

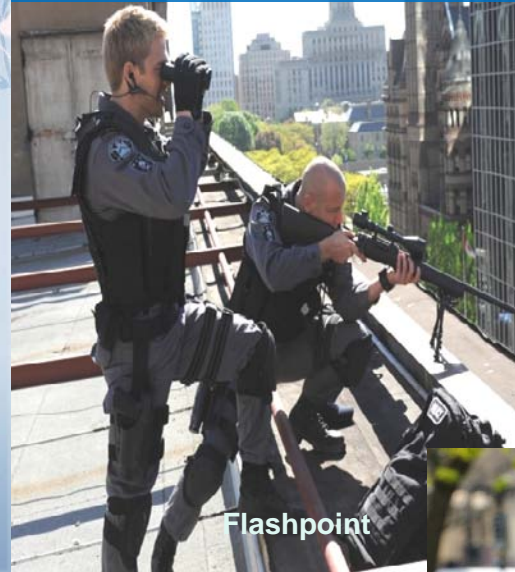
Some 2011 Television Productions Shot
and/or Worked-on in Toronto/Ontario



The Borgias



SEASON ONE COMPLETE DVD SET



Flashpoint



Nikita



COMBAT
HOSPITAL



Rookie Blue



Covert Affairs

Great Movies

Some 2011 Feature Films Produced
and/or Worked-on in Toronto/Ontario



Resident Evil: Retribution



Cosmopolis



Still Seas



Total Recall

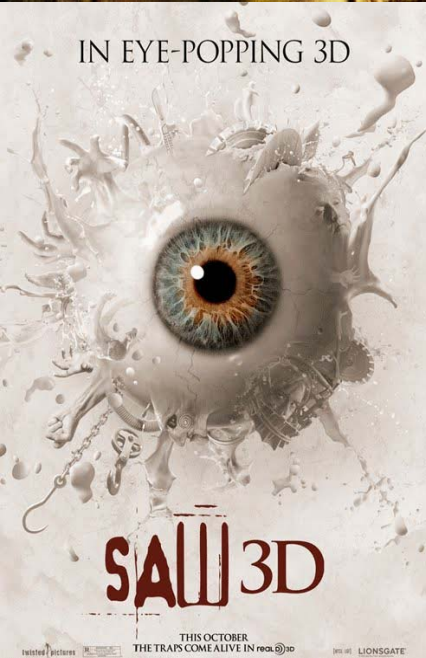


Goon

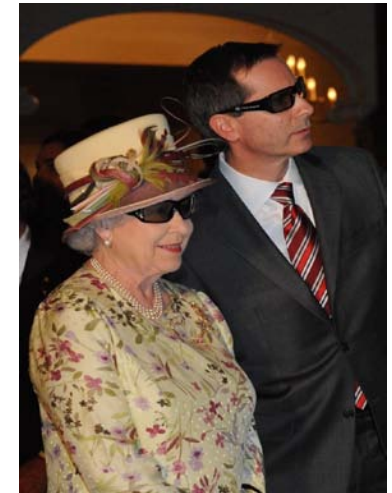
Leader in 3D



Silent Hill Revelation



“From filmmaking to cutting-edge research, Ontario is emerging as an important center for stereoscopic 3D activity and expertise, with Toronto its focal point.” *Variety* Sept. 2011



Queen Elizabeth II & Dalton McGuinty at
Pinewood Studios Toronto



3D ONTARIO

3D and Stereoscopic 3D Expertise
and Solutions Portal

<http://www.3dontario.com>



Notes

- The following statistical charts prepared by the Toronto Film & Television Office include values only for productions which include some on-location component.
- The statistics and data do not include agency costs for talent, post-production or productions with solely in-studio production activity. They underestimate, therefore, the total spending in the sector in particular in the area of in-house broadcaster production.
- Productions in receipt of an Ontario tax credit have not been reconciled with the OMDC.
- The Toronto statistics reported here include production expenditures for television commercials while those of the OMDC do not.

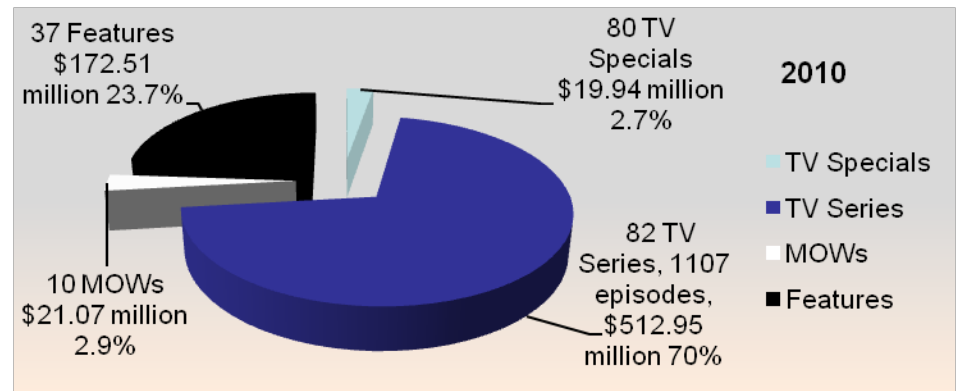
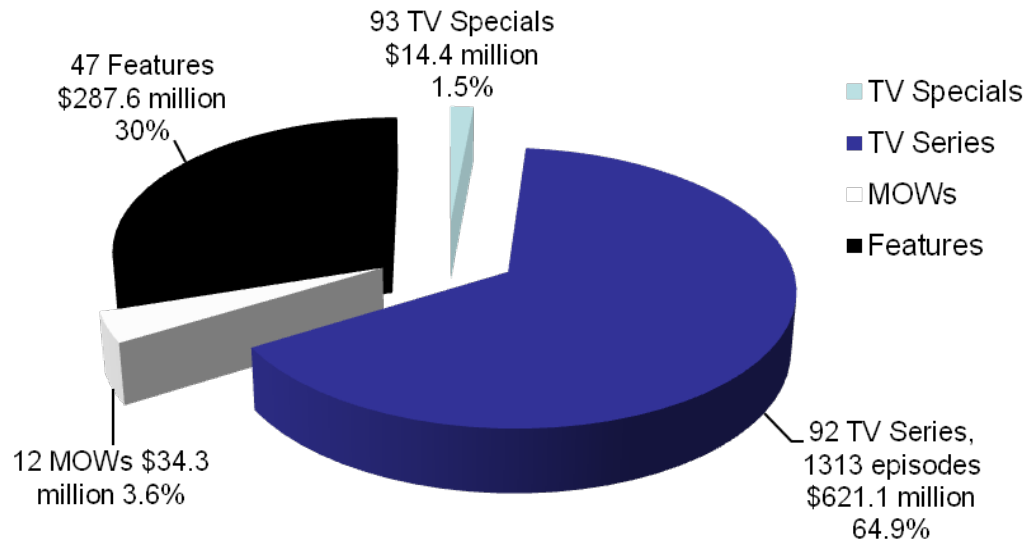
Major Productions – Number and spending during 2011 by type

This chart shows the total number of major productions and total value of major production spending by type.

It includes both domestic and foreign productions that filmed at least some portion on location in Toronto.

Percentages indicate the share a production type's contribution towards this grand total expenditure of \$957.4 million.

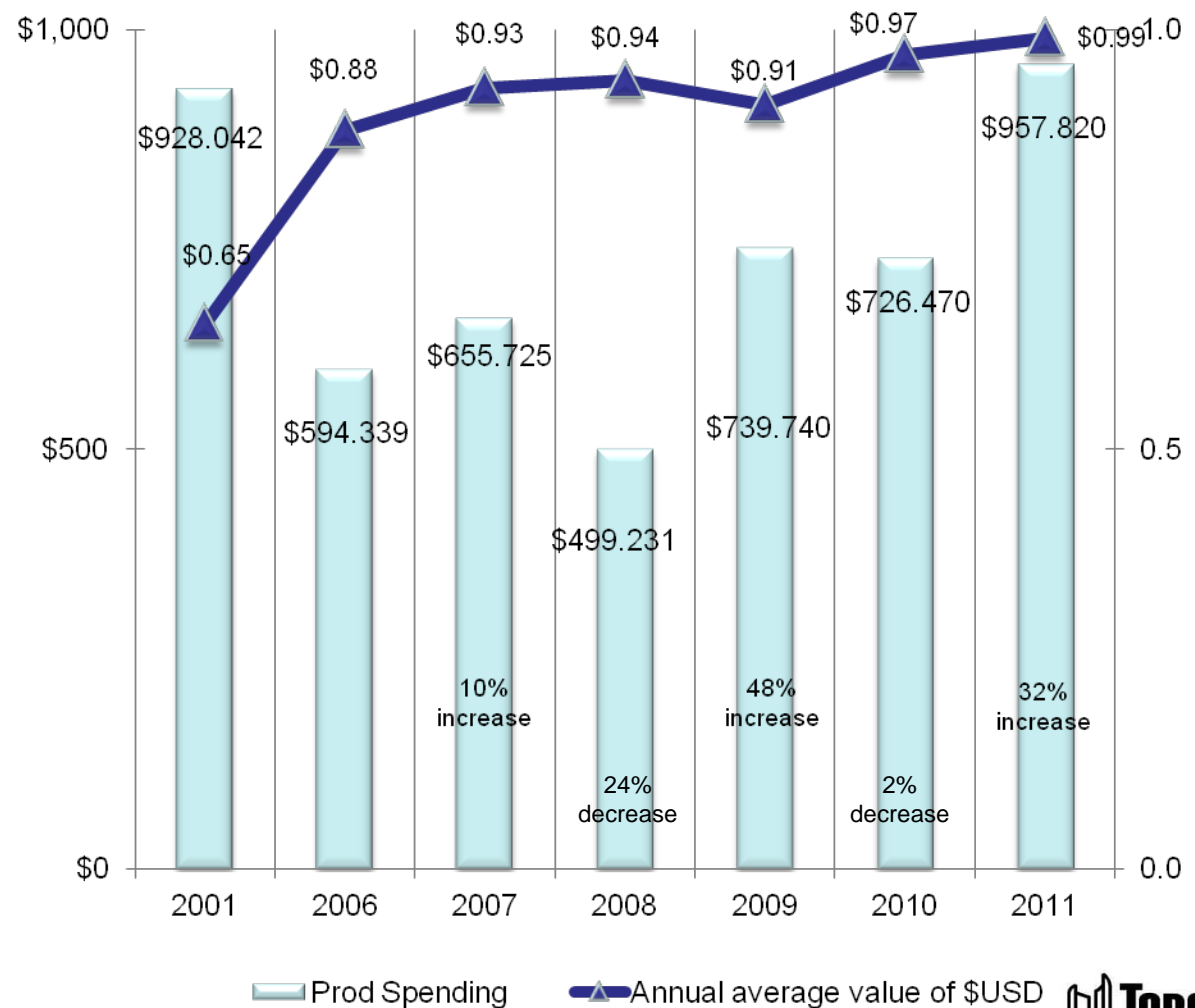
The major shift in spending was in the "Features" category. Not only did the absolute number rise by 27% but also the total expenditure rose by a significant 66.7%.



Major Production Spending 2001 Peak Year and 2006 to 2011

The 2011 figures are contrasted with 2001 when major production spending peaked. Total overall spending that year was more than \$1.23 billion and this with a \$0.65 dollar as opposed to one near par.

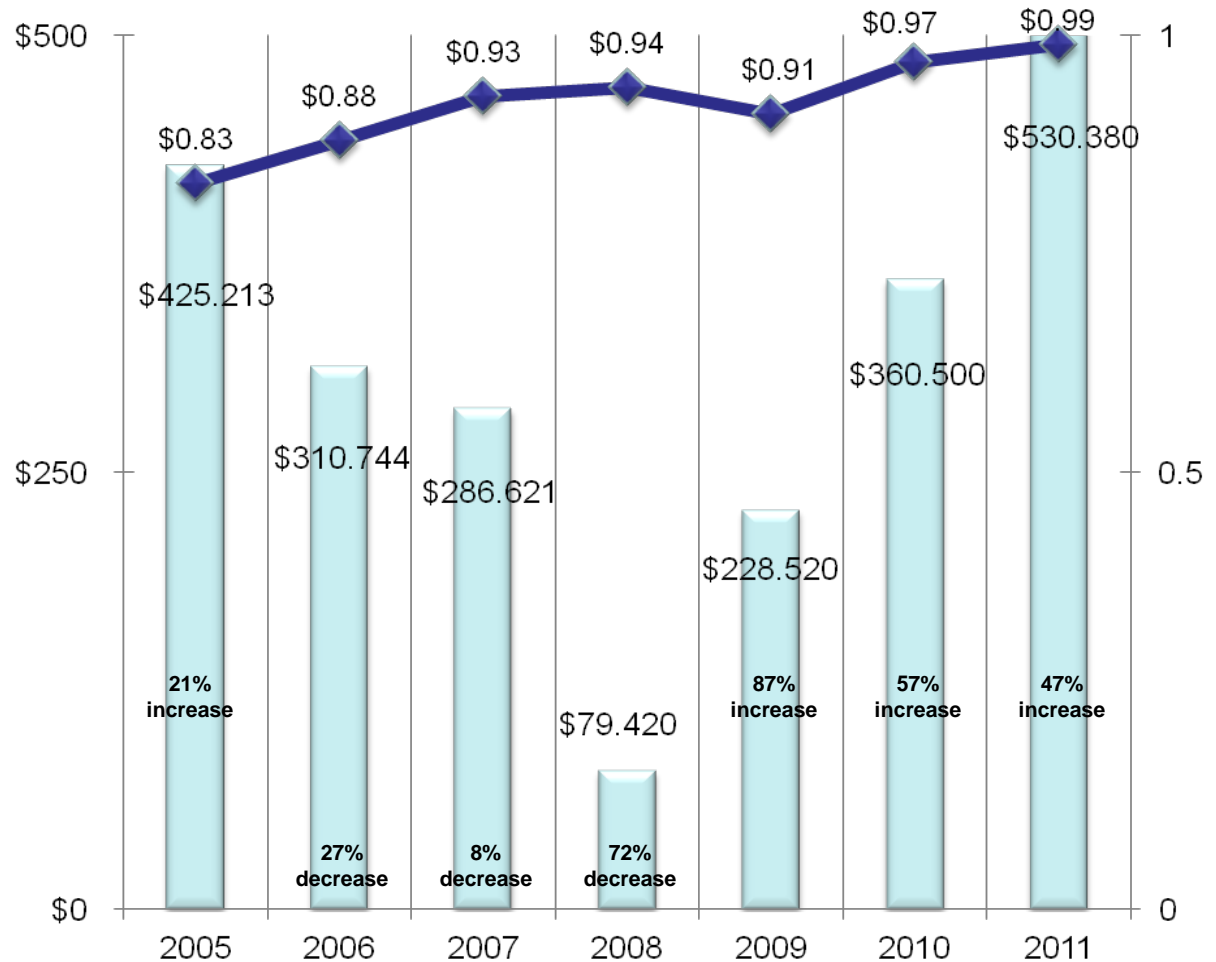
Major productions include domestic and foreign feature films, movies made-for-television, mini-series, TV specials and TV series that filmed with a least some location work in Toronto.



U.S. Production Spending 2005 to 2011

This chart includes all major U.S. production activity filmed on-location in Toronto (feature films, movies made-for-television, mini-series, TV specials and TV series).

The change in 2011, a growth of 47%, is primarily attributable to significant spending increases in the areas of television series and major feature films.

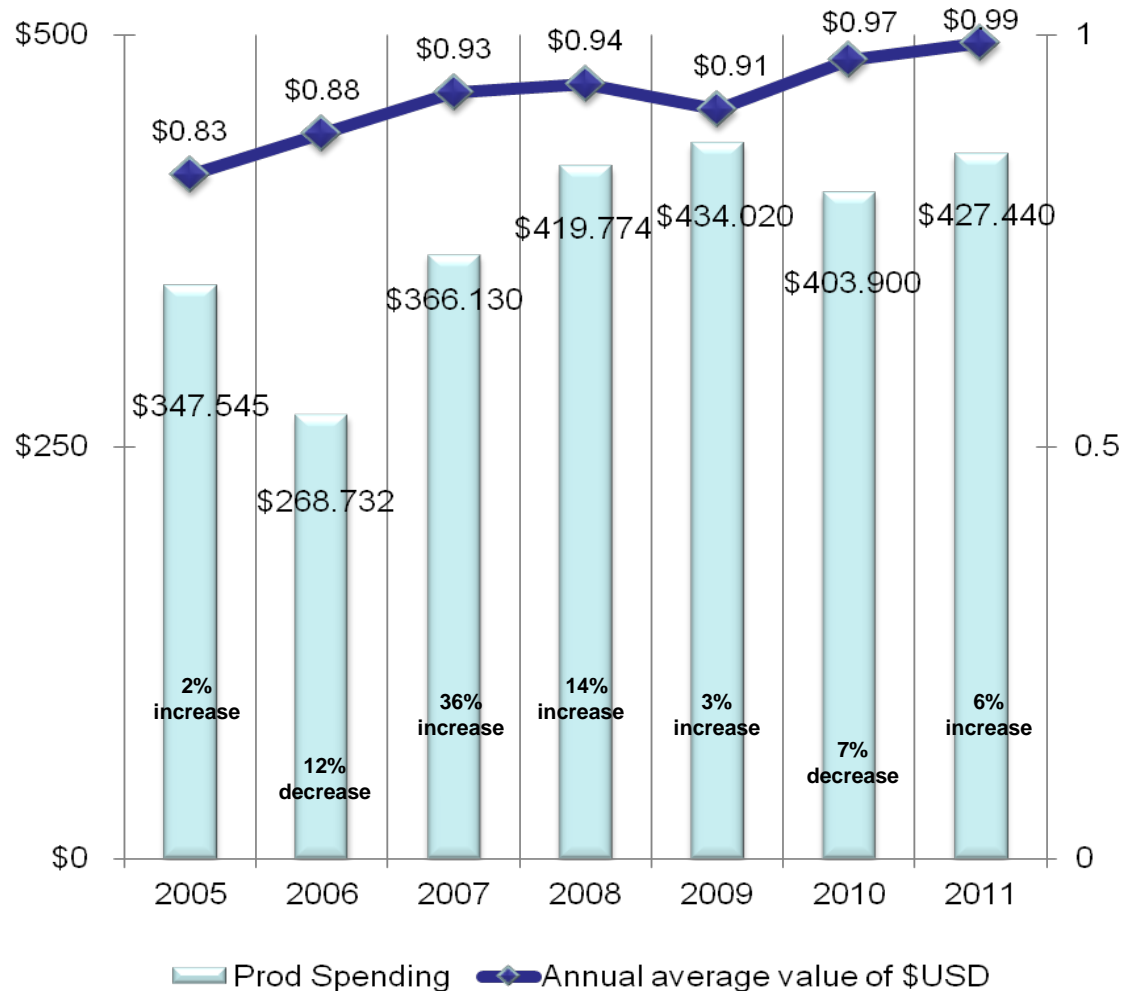


Prod Spending Annual average value of USD

Domestic Production Spending 2005 to 2011

This chart includes all major domestic production activity filmed on-location in Toronto (feature films, movies made for television, mini-series, TV specials and TV series.)

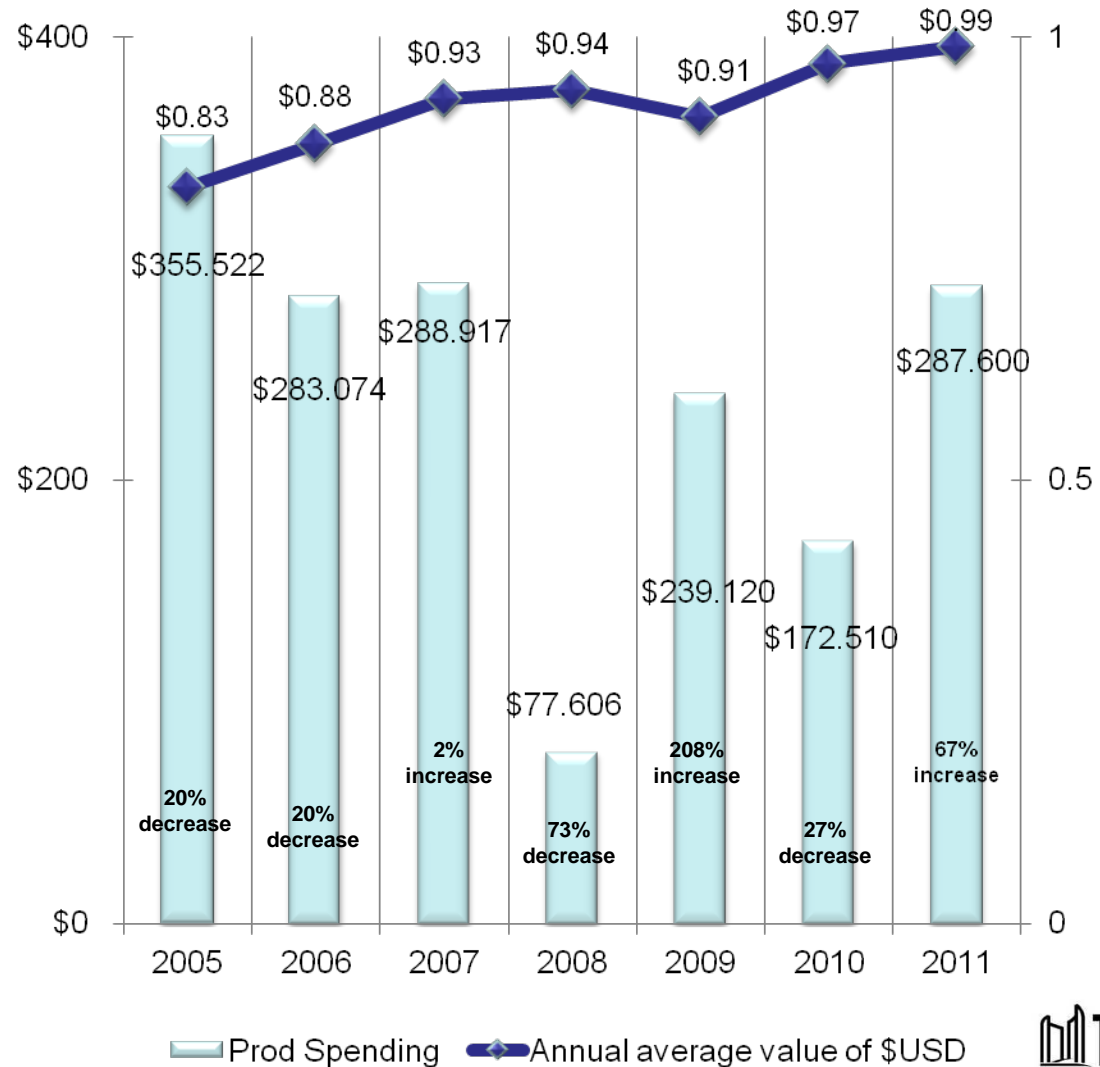
The data show strong domestic production spending for the past three years with a small increase over the 2010 figures.



Feature Film Production Spending 2005 to 2011

Values include both domestic and foreign productions filmed with a minimum of one day of location shooting in Toronto.

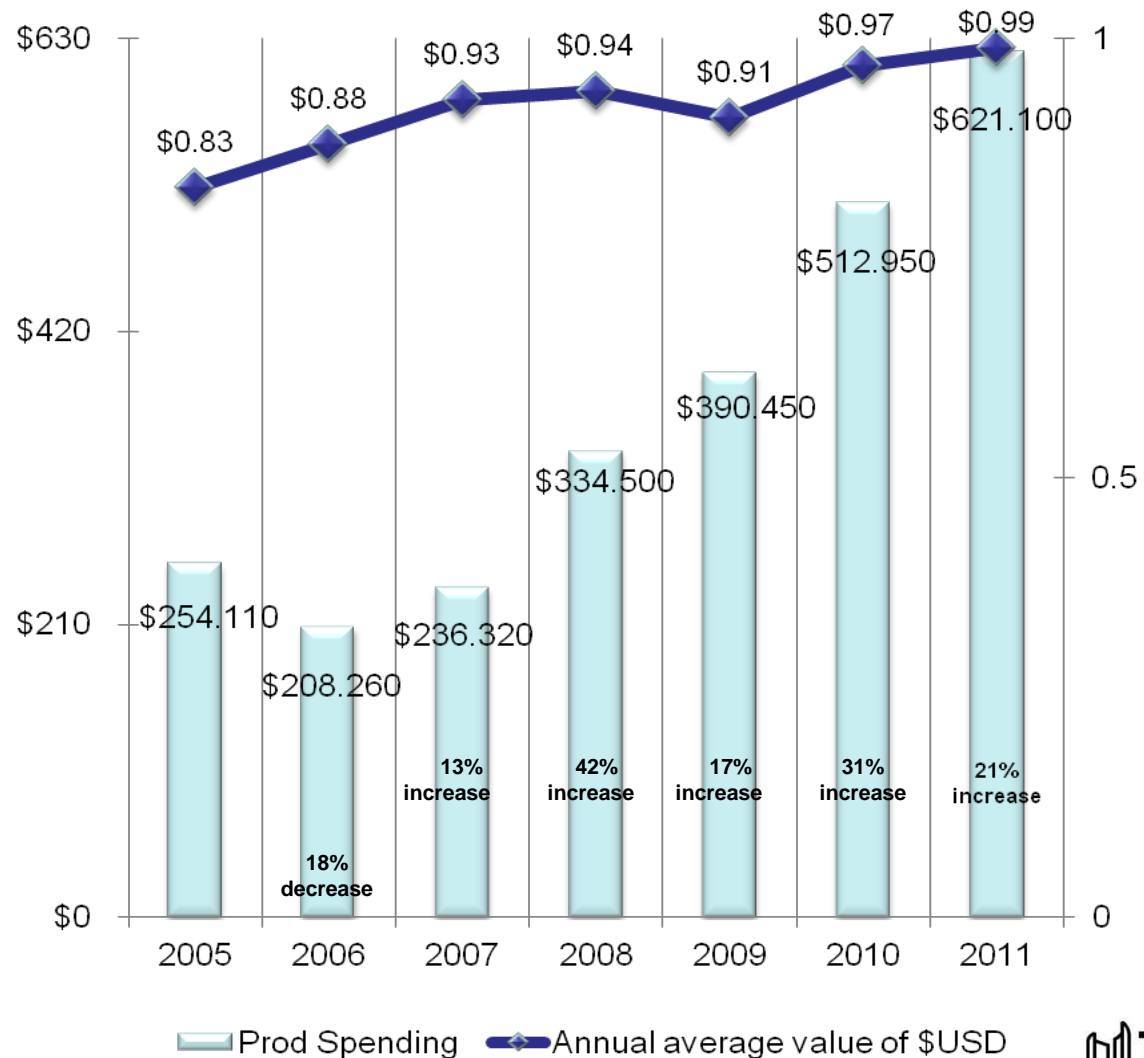
2011 saw an increase in spending back to the range traditionally recorded in Toronto (\$289m was the average '00 – '05). This was due in large part to four major feature films shot here through 2011.



Television Series Production Spending 2005 to 2011

Values include both domestic and foreign productions for television series filmed with a minimum of one day of location shooting in Toronto.

2011 again saw a significant increase in spending setting another new high for this type of production activity in Toronto notwithstanding a strong Canadian dollar. The average annual growth for the past six years, in this important segment, was 23.6%

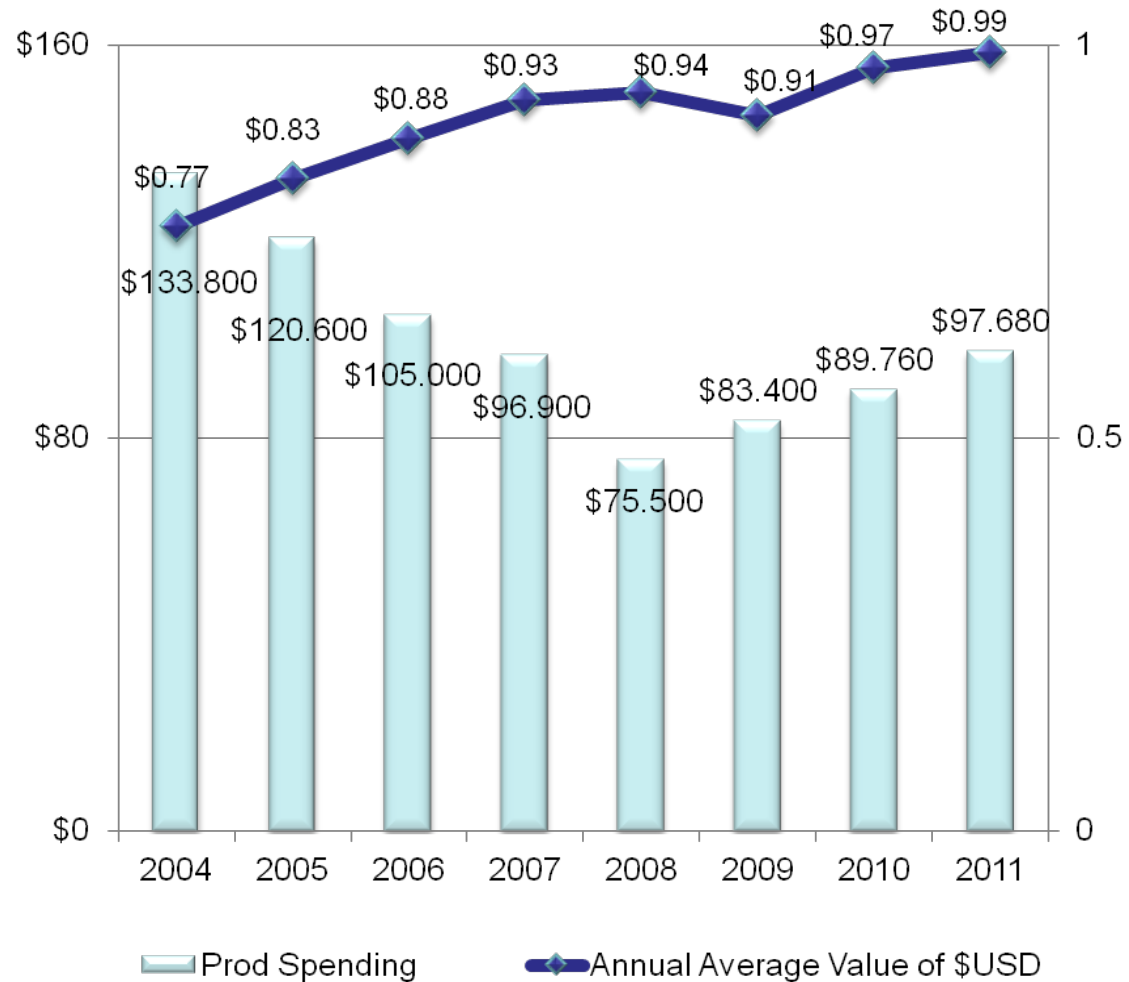


Commercial Production Spending 2004 to 2011

Values include domestic and foreign spots filmed on-location only.

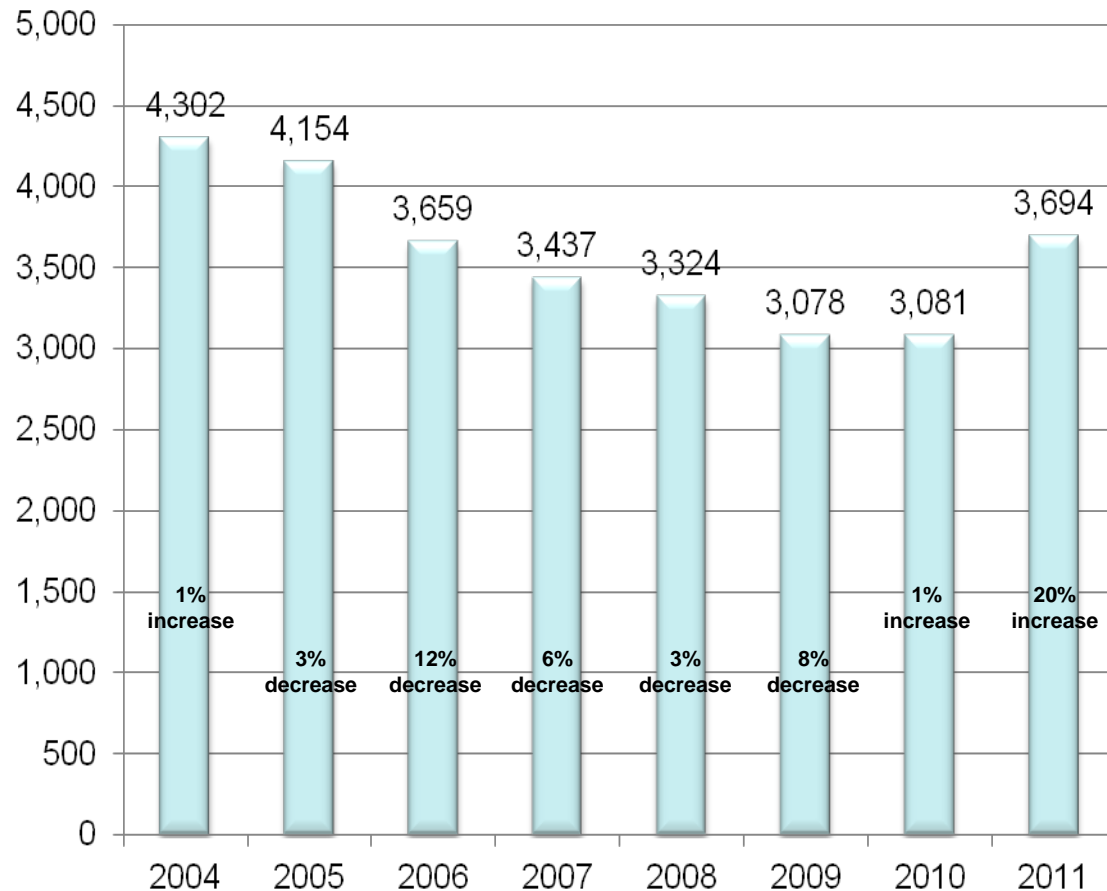
They do not include agency costs for talent and post-production or in-studio commercial production activity.

The data show another modest increase from the 2010 level and strong consistent commercial production spending over the past three years.



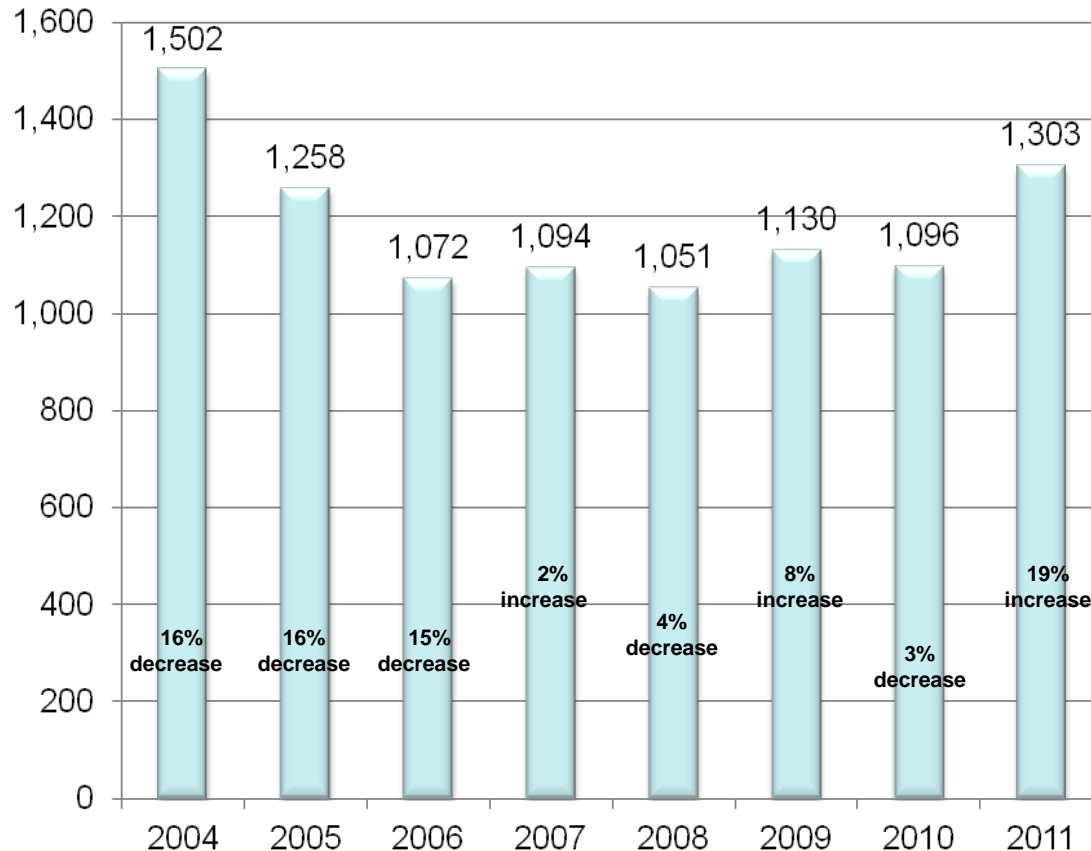
Location Filming Permits issued 2004 to 2011

The chart shows that for 2011 there was a large increase in permits after an average and slow decline in permits issued essentially over the previous seven years.



Location Filming Projects 2004 to 2011

Location filming projects had been relatively constant for the 5 years prior to last year where the City experienced a 19% increase over 2010.



Location Filming Shoot Days 2004 to 2011

Shoot days have been relatively constant for the past 4 years. Given the significant increase in production activity, the relatively small increase (3.7%) is best explained by the new studio spaces available in the City.

A shooting day is one day of production from start to wrap for one production company.

The number of shoot days shown represent only the days spent on location as permitted by the Toronto Film & Television Office and do not include studio days of work.

