

Toronto



Value of Total Production Spending in the City of Toronto 2007

Production companies spent a grand total of \$791.412 million filming on-location in Toronto in 2007.

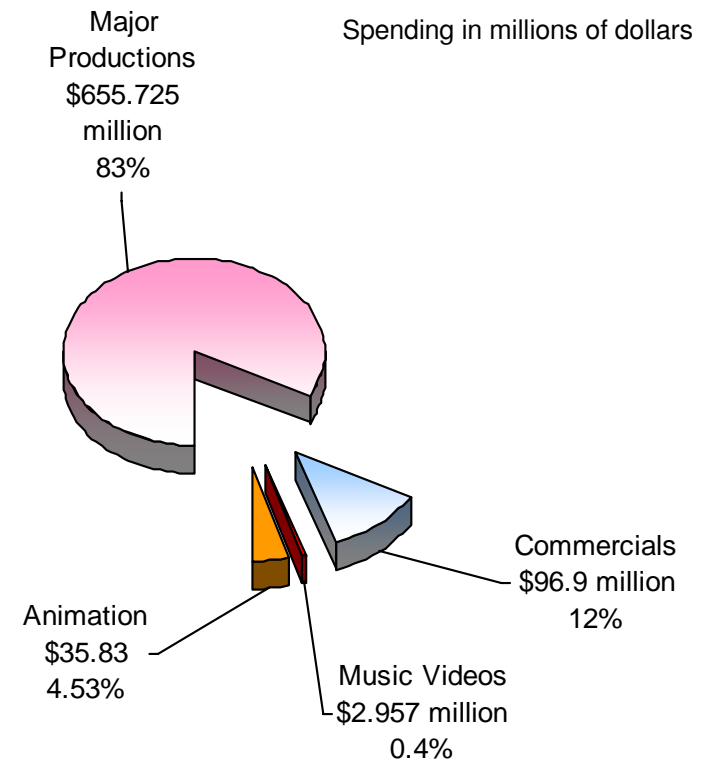
This is a 7.3% increase in total production spending over the \$704.115 million reported in 2006.

Chart identifies values of production spending by production type.

Percentages shown on the chart indicate the share a production type contributed towards the grand total expenditure for 2007.

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

A total of 13 cel animated productions for television made in Toronto spent an additional \$35.83 million.



Gateway to North America

Estimated values

Toronto



The following statistical charts prepared by the Toronto Film & Television Office include values for productions filmed **on-location** only.

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

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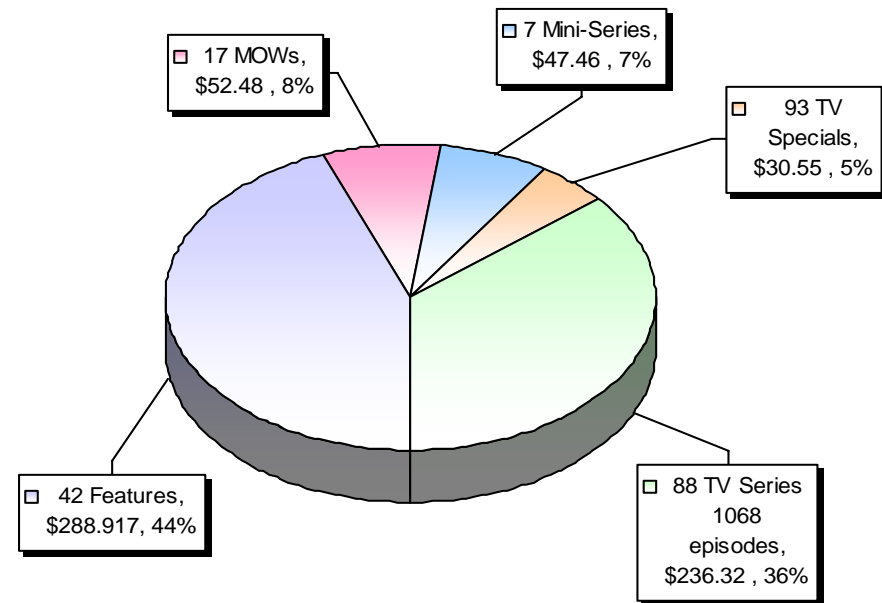


Number and value of major production spending in the City of Toronto during 2007 by production type

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

It includes both domestic and foreign productions filmed on location in Toronto.

Percentages indicate the share a production type's contribution was toward the grand total expenditure of \$655.725 million reported for 2007.



Spending in millions of dollars

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Estimated values

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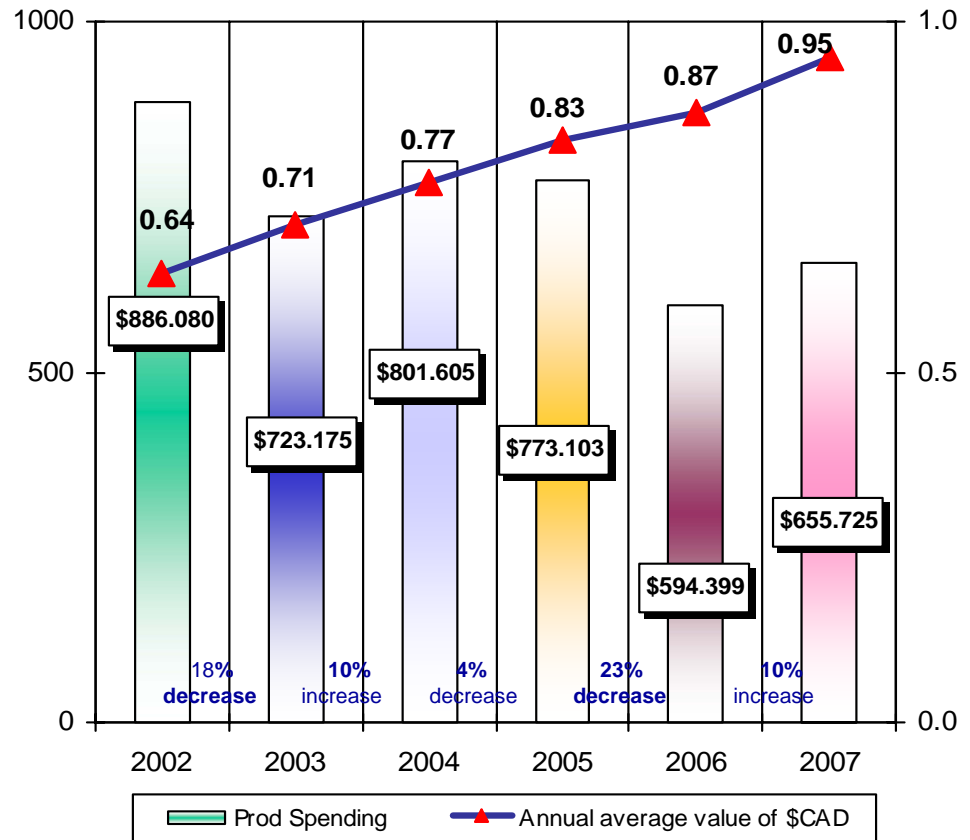


Value of Major Production Spending 2002 to 2007

Major productions includes domestic and foreign feature films, movies made-for-television, mini-series, TV specials, and TV series.

The values indicated on this chart are for those productions that filmed on-location in Toronto.

The average annual rate of change over the five year period illustrated on this chart shows an 5.84% decrease in major production spending



spending in millions of dollars

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Estimated values

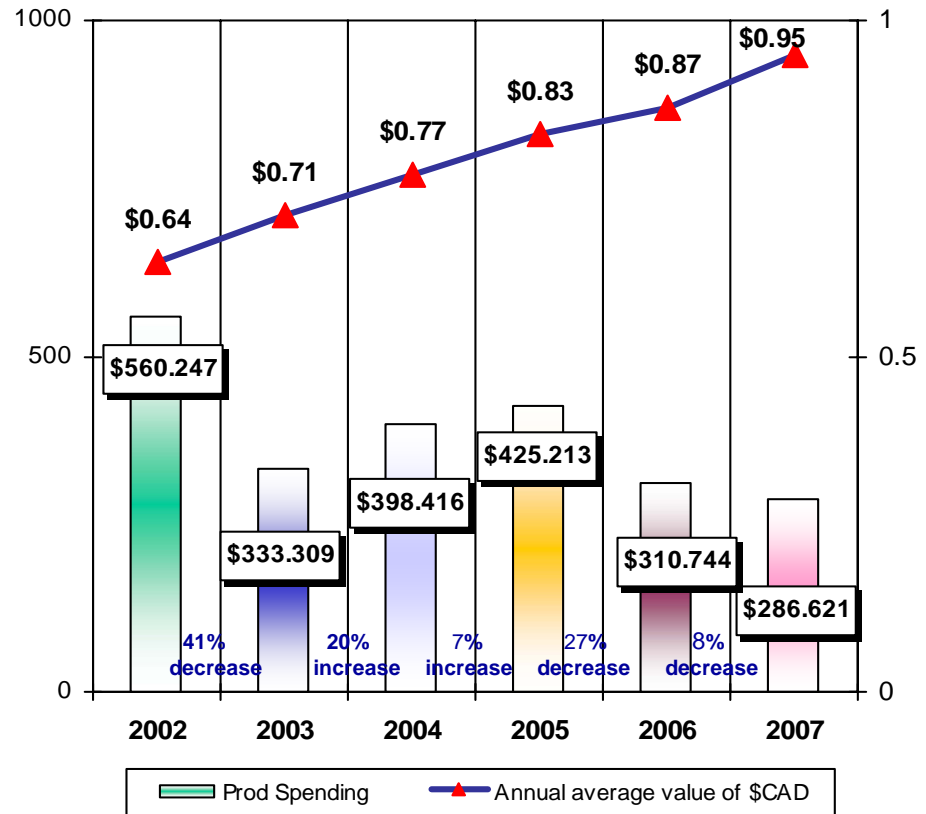
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Value of U.S. Foreign Production Spending 2002 to 2007

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

The average annual rate of change over the five year period illustrated on this chart shows a 12.5% decrease in U.S. foreign production spending.



spending in millions of dollars

Gateway to North America

Estimated values

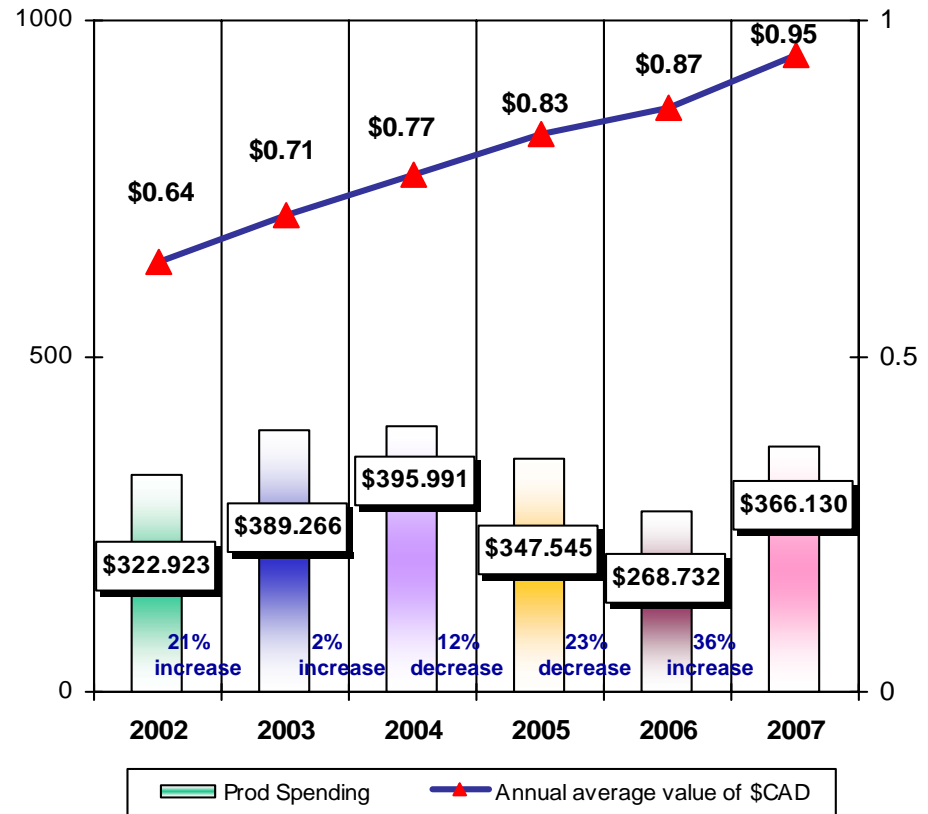
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Value of Domestic Production Spending 2002 to 2007

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 average annual rate of change over the five year period illustrated on this chart shows a 2.5% decrease in domestic production spending.



spending in millions of dollars

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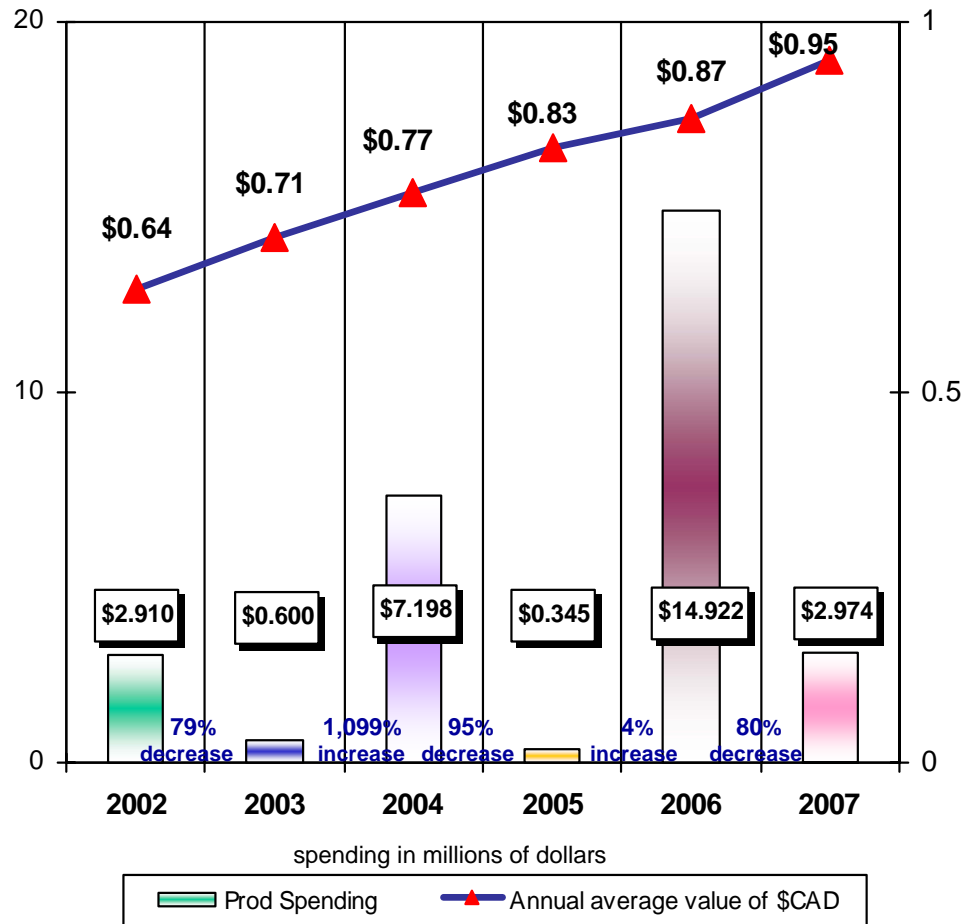


Value of Other Foreign Production Spending 2002 to 2007

This chart includes all other foreign (non-U.S.) major productions filmed on-location in Toronto (feature films, movies made for television, mini-series, tv specials and tv series).

The average annual rate of change over the five year period illustrated on this chart shows a .44% increase in other foreign production spending.

Note: in 2006
\$13 million was spent by
one production.



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Estimated values

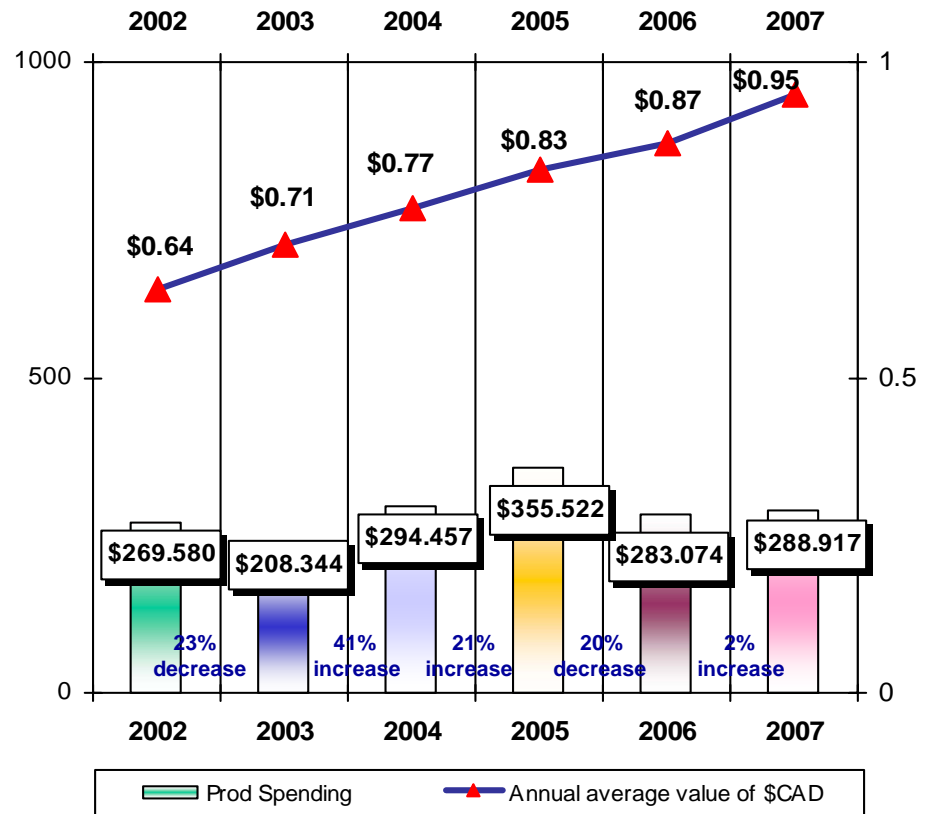
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Value of Feature Film Production Spending 2002 to 2007

Values include both domestic and foreign productions **filmed on location** in Toronto.

The average annual rate of change over the five year period illustrated on this chart shows a 1% increase in feature film production spending.



spending in millions of dollars

Gateway to North America

Estimated values

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Breakdown of Feature Film Budgets Produced in Toronto 2004 to 2007

2007

- 42% were U.S. productions.
- 55% had budgets >\$10 million
- 28% had budgets >\$1 million and <\$10 million
- 17% had budgets <\$1 million

2006

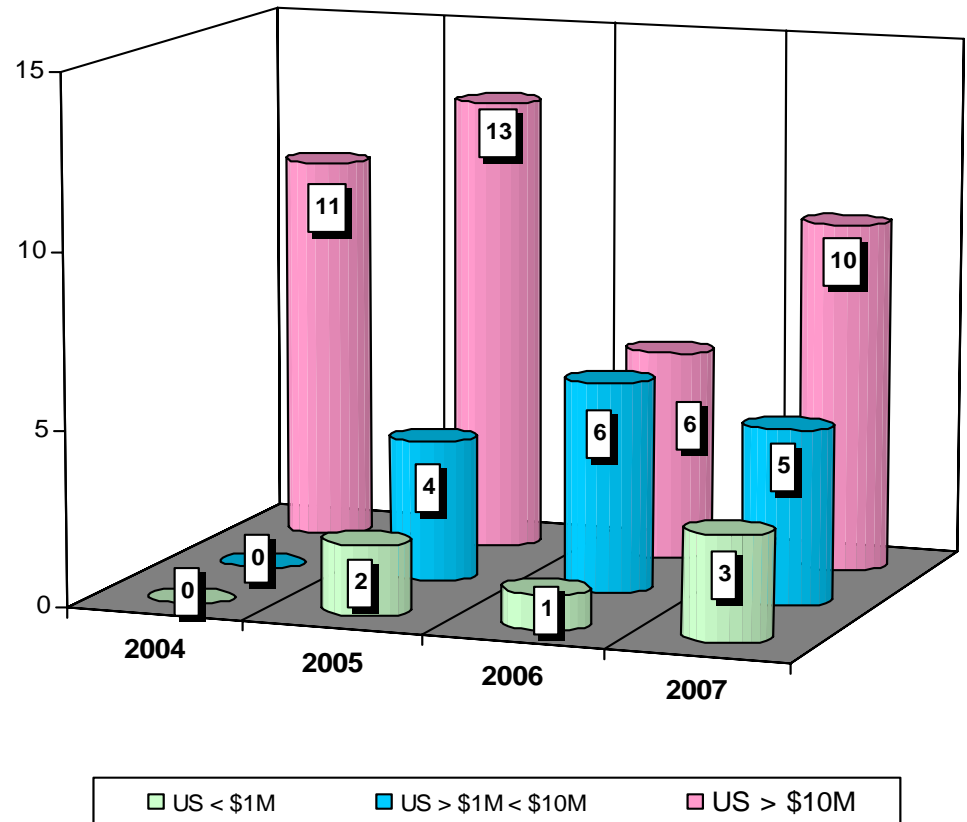
- 29% were U.S. productions
- 46% had budgets > \$10 million
- 46% had budgets >\$1 million and <\$10 million;
- 7% had budgets <\$1 million

2005

- 49% were U.S. productions
- 68% had budgets >\$10 million;
- 10% had budgets >\$1 million and <\$10 million;
- 5% had budgets <\$1 million.

2004

- 37% were U.S. productions
- 100% >\$10 million



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Estimated values

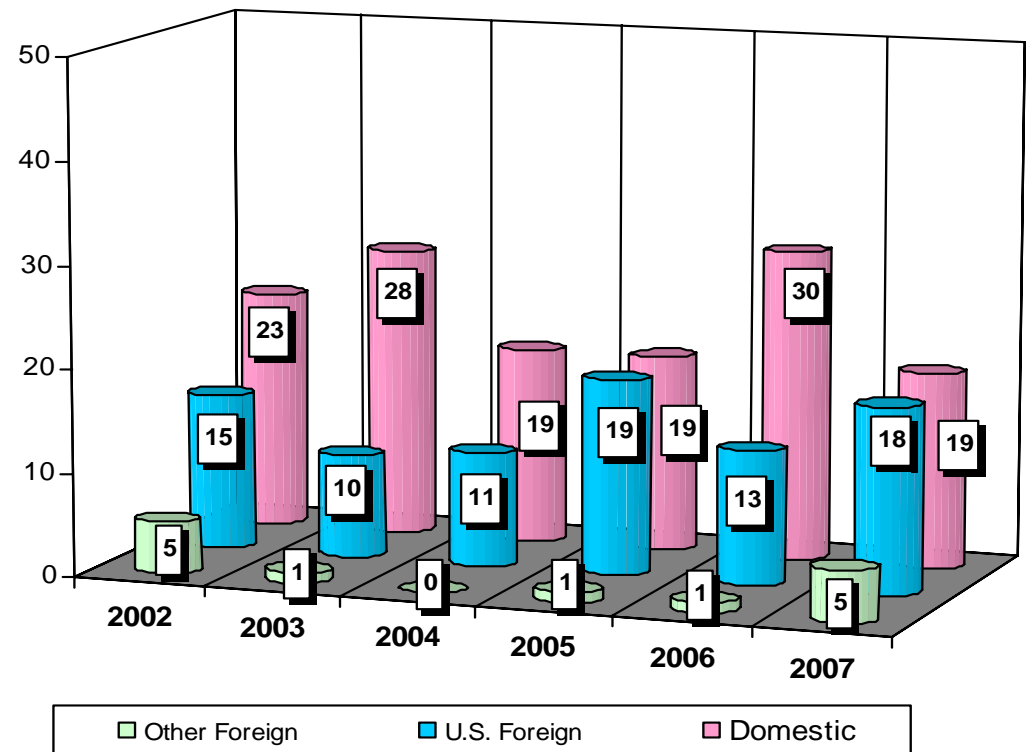
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Number of Feature Film Productions Filmed on-location in Toronto 2002 to 2007

The average annual rate of change over the five year period illustrated on this chart shows:

- a 2% increase in U.S. foreign feature film production activity
- a 2% decrease in domestic feature film production activity; and
- 0% change in feature film production activity from other foreign countries



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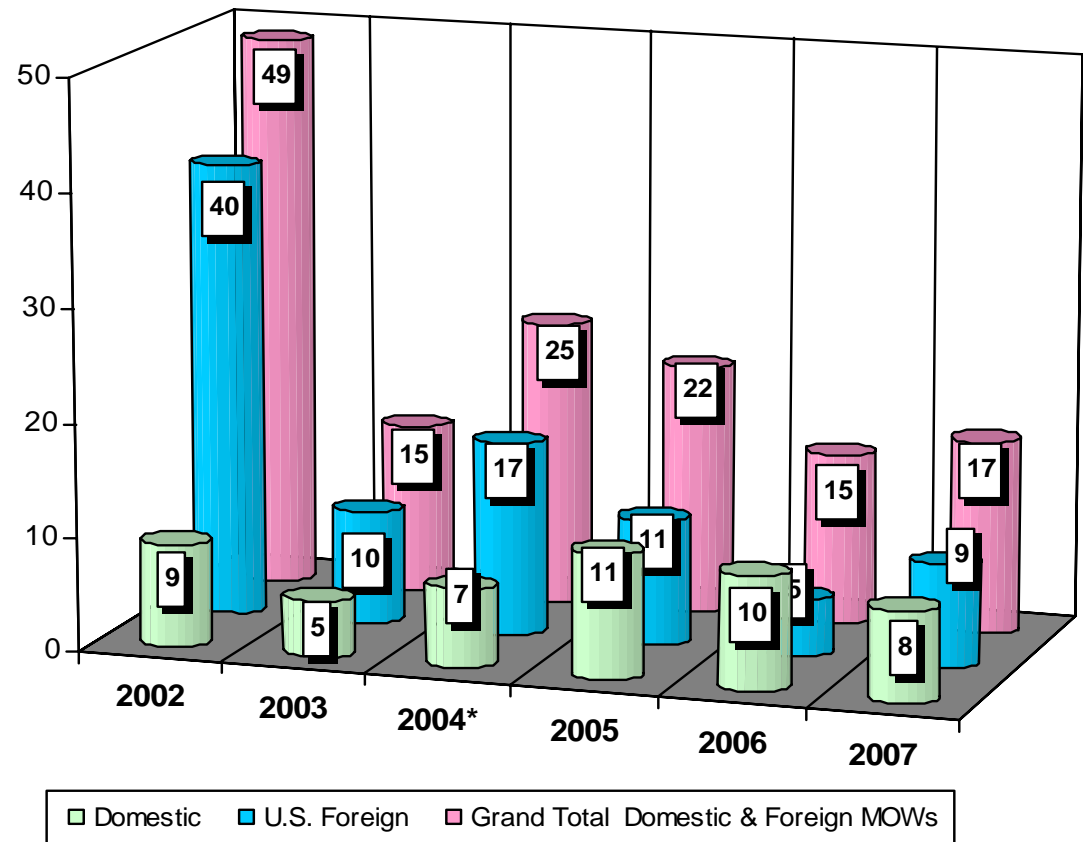


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Movies Made for Television Filmed on-location in Toronto 2002 to 2007

The average annual rate of change over the five year period illustrated on this chart shows:

- a 1% decrease in domestic MOW production activity;
- and
- a 14% decrease in U.S. foreign MOW production activity
- a 10% decrease in overall MOW production activity



• in 2004, one additional (U.K.) foreign MOW was filmed in Toronto bringing the grand total to 25

Estimated values

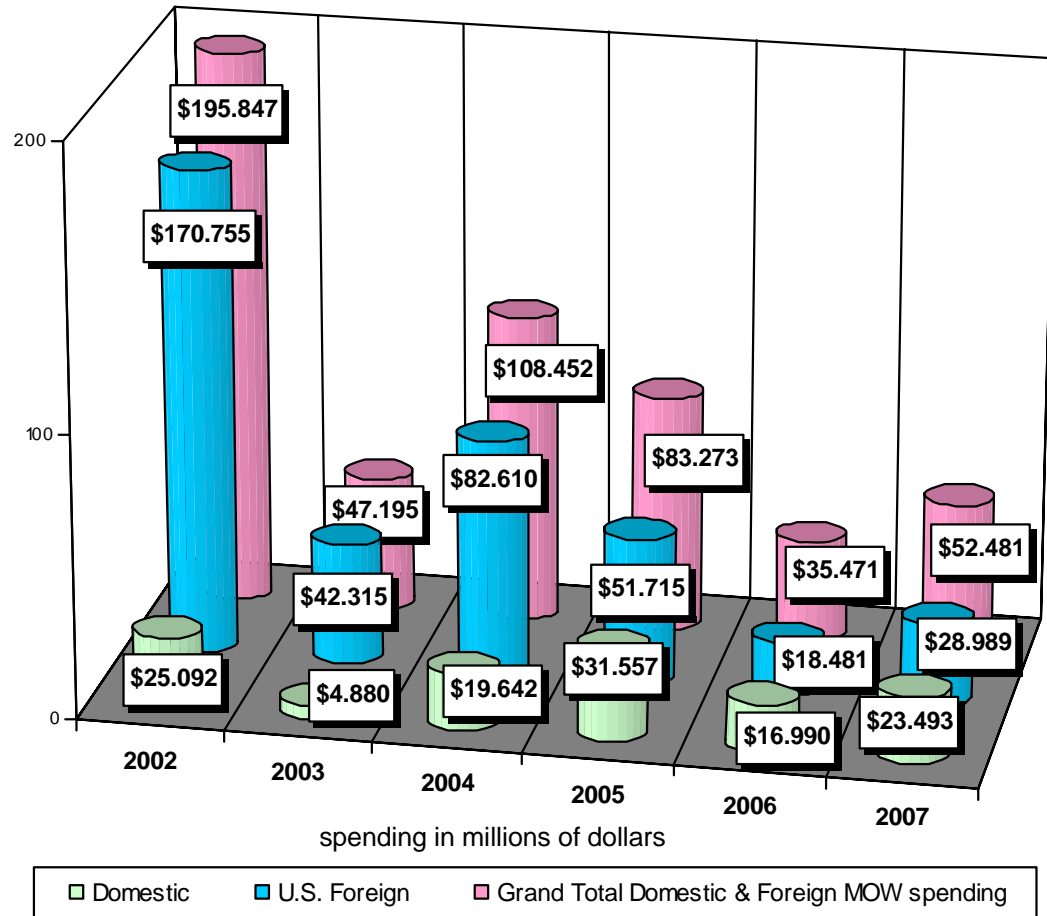
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Value of Production Spending for Movies Made for Television Filmed on-location in Toronto 2002 to 2007

The average annual rate of change over the five year period illustrated on this chart shows:

- an 23% decrease in overall MOW production spending
- a 1% decrease in domestic MOW production spending; and
- a 30% decrease in U.S. foreign MOW production activity
- in 2004, one additional other foreign (U.K.) MOW was filmed in Toronto



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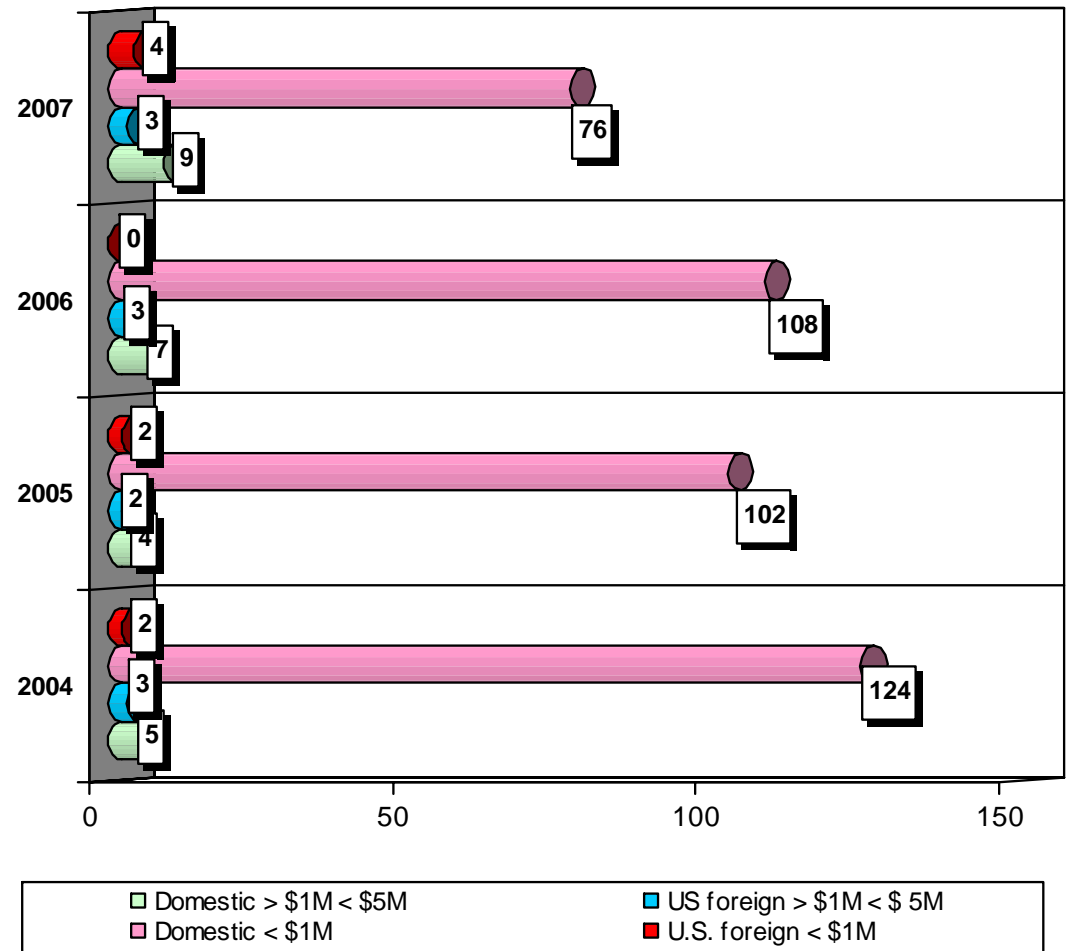
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TV Special Budgets Produced in Toronto 2004 to 2007

This chart shows the number of domestic and U.S. foreign television specials produced in Toronto with budgets >\$1 and <\$5 million and those <\$1 million



Estimated values

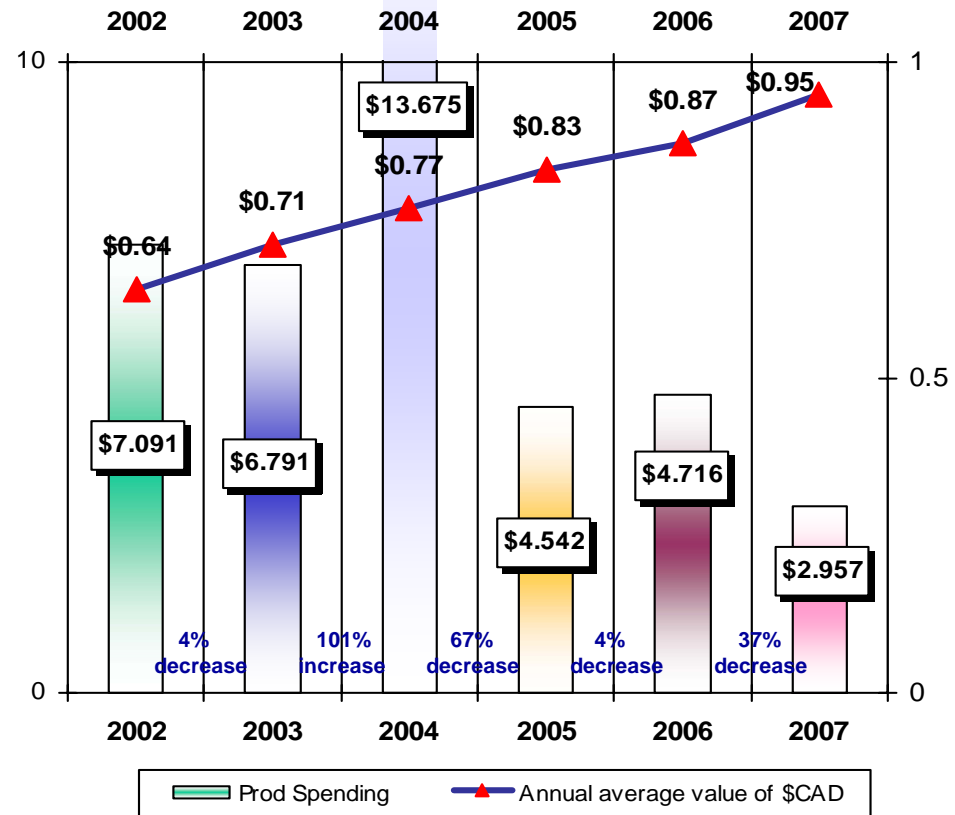
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Value of Music Video Production Spending 2002 to 2007

Values include domestic and foreign music videos **filmed on-location only**. They do not include agency costs for talent and post production or in-studio music video production activity.

The average annual rate of change over the five year period illustrated on this chart shows an 16% decrease in music video production spending.



spending in millions of dollars

Gateway to North America

Estimated values

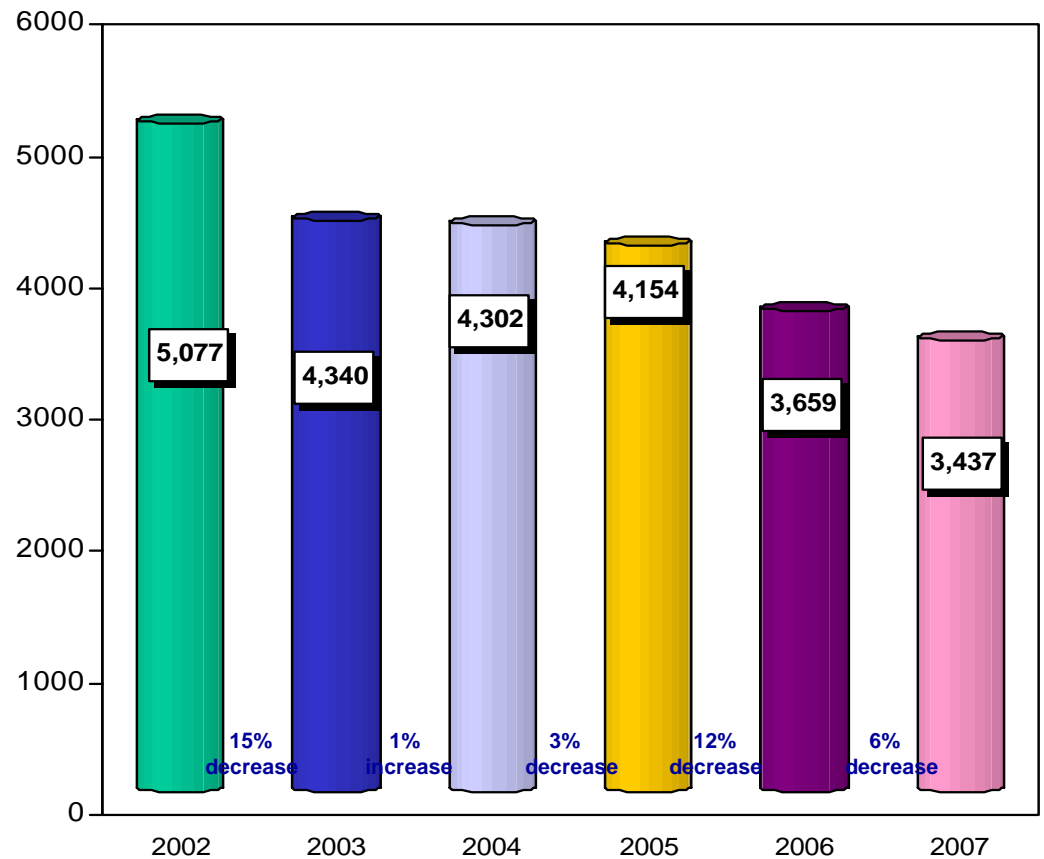
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The average annual rate of change over the five year period illustrated on this chart shows a 7.5% decrease in locations used / permits issued.

Number of Location Filming Permits Issued 2002 to 2007

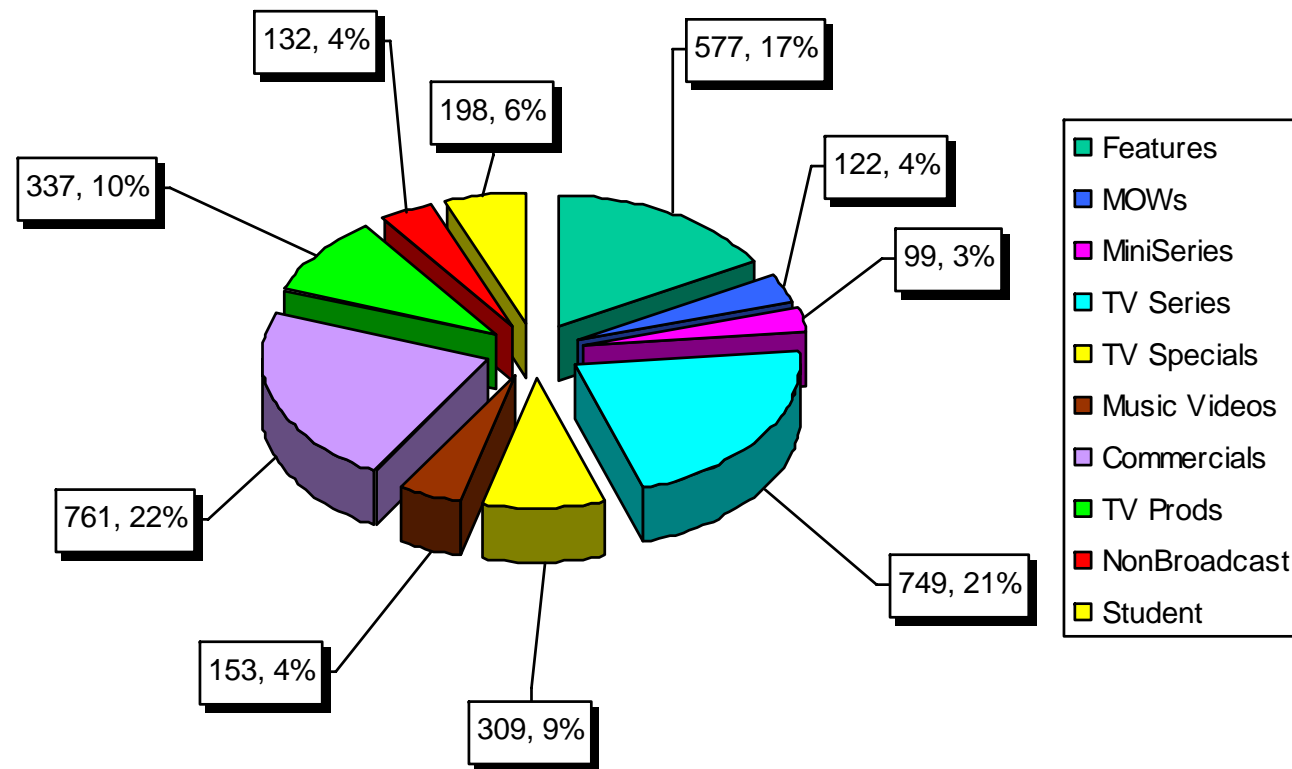


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Number of Location Filming Permits By Production Type Issued 2007

3,437 location filming permits were issued by the Toronto Film & Television Office (TFTO) in 2007. Values represented show the number of permits issued by production type and the percentage of the total number of location filming permits issued that each production type accounted for in 2007.



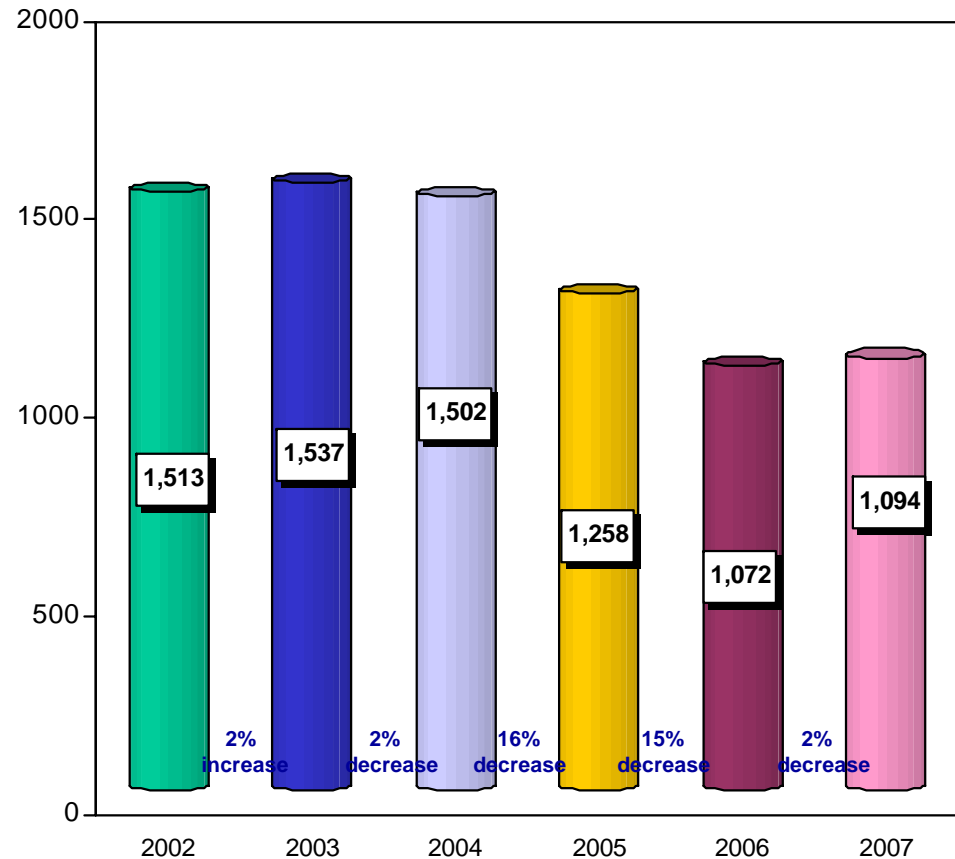
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Number of Location Filming Projects 2002 to 2007

The average annual rate of change over the five year period illustrated on this chart shows a 6% decrease in location filming projects.



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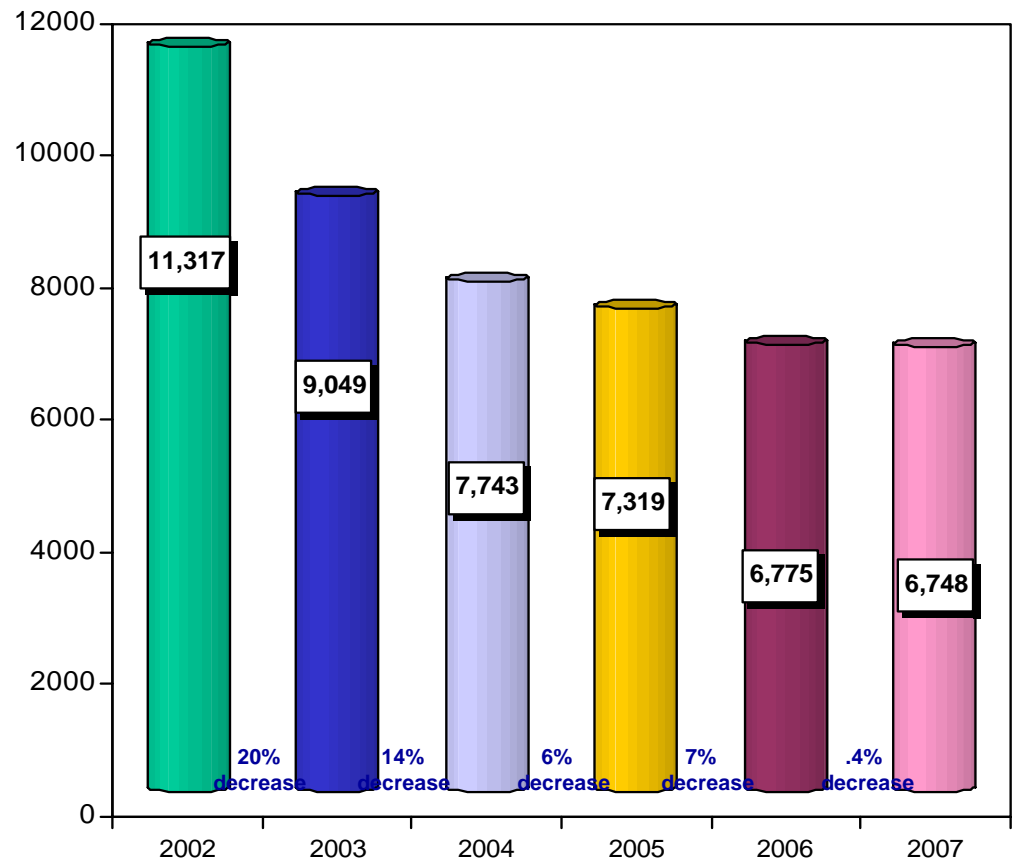


Number of Location Filming Shooting Days 2002 to 2007

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

Shooting days shown represent only the days spent on location as permitted by the Toronto Film and Television Office.

The average annual rate of change over the five year period illustrated on this chart shows an 8.6% decrease in shooting days.



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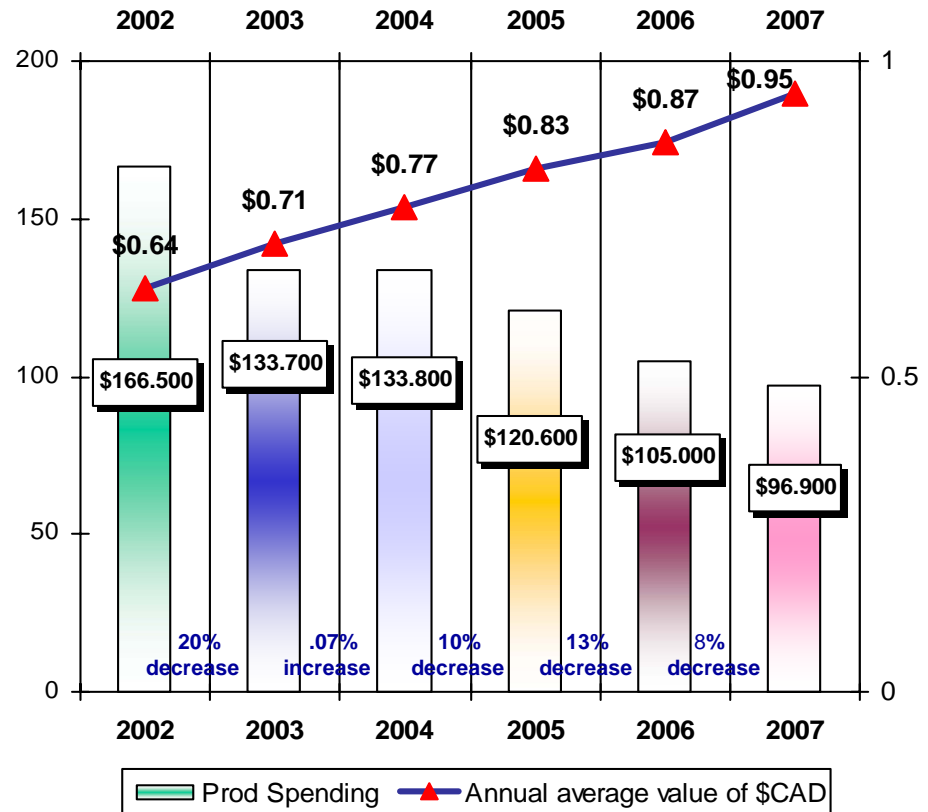
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Value of Commercial Production Spending 2002 to 2007

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 average annual rate of change over the five year period illustrated on this chart shows a 10% decrease in commercial production spending.



spending in millions of dollars
based on an average shooting day cost of \$100K

Gateway to North America

Estimated values

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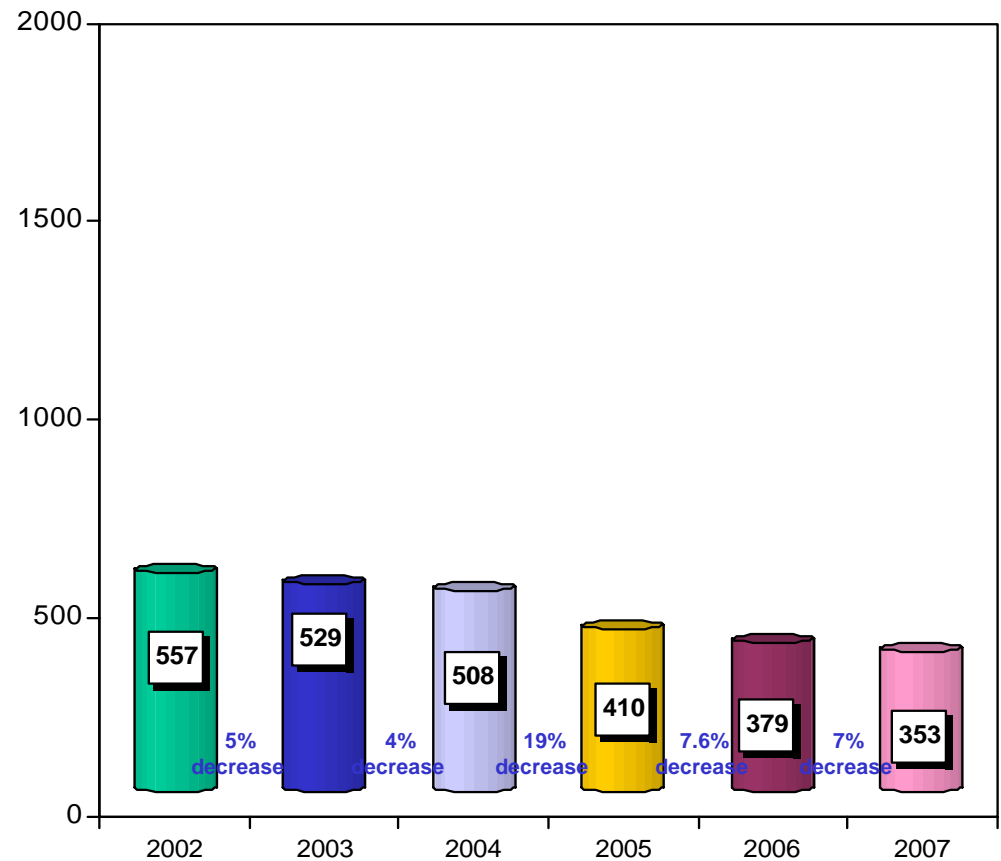


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Number of Commercial Spots Filmed on-location in Toronto 2002 to 2007

This chart shows the number of domestic and foreign commercial spots filmed on-location as permitted by the Toronto Film and Television Office.

The average annual rate of change over the five year period illustrated on this chart shows a 9% decrease in commercial spots filmed on-location.



Toronto

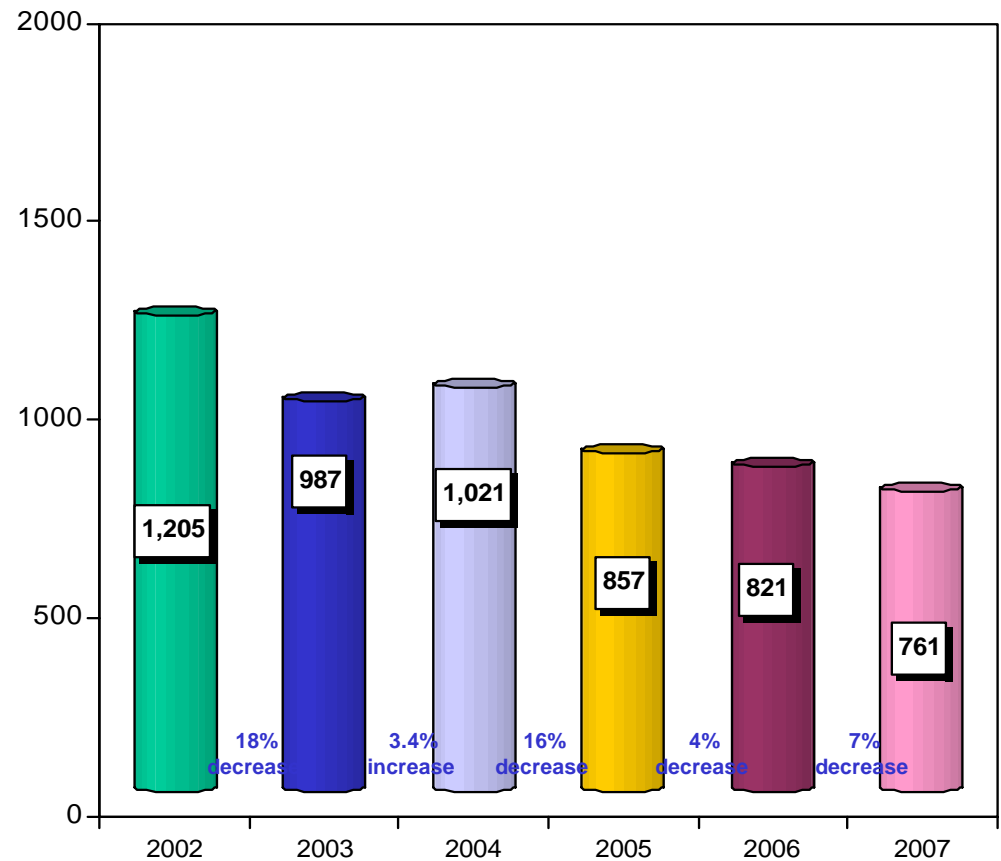


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Number of Permits Issued for Commercial Spots filming in Toronto 2002 to 2007

This chart shows the number of permits issued by the Toronto Film and Television Office for commercial spots filming on-location.

The average annual rate of change over the five year period illustrated on this chart shows an 8% decrease in commercial spots filmed on-location.



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Number of Shooting Days Commercial Spots filming in Toronto 2002 to 2007

This chart shows the total number of shooting days commercial spots filmed on-location as permitted by the Toronto Film and Television Office.

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

The average annual rate of change over the five year period illustrated on this chart shows an 10% decrease in commercial spots filmed on-location.

