

**TORONTO'S SCREEN INDUSTRY 2019:  
A RECORD YEAR**

Star Trek: Discovery

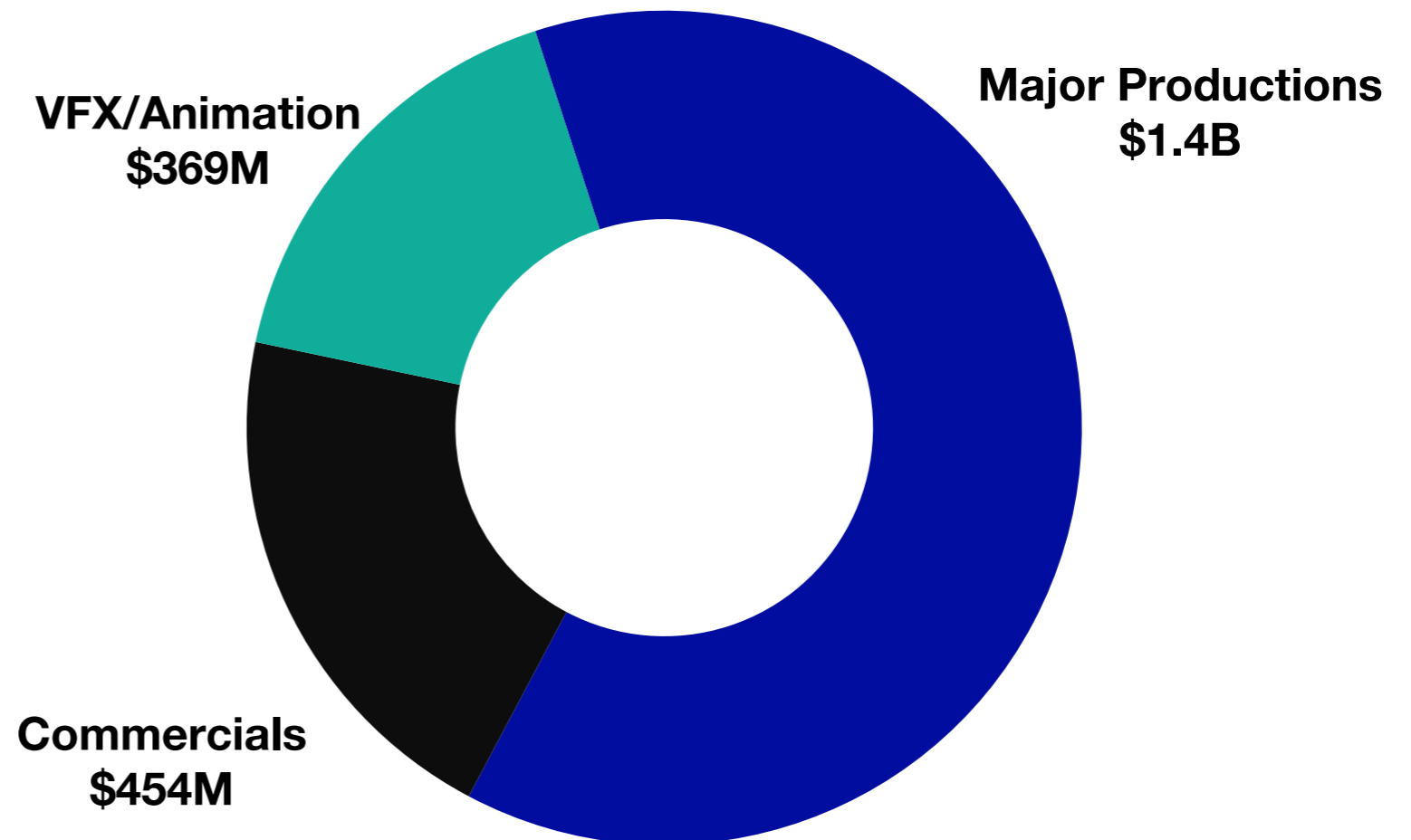
## OVERVIEW

- **Toronto reached a historical milestone in 2019 with over \$2.2B in film, television and digital media production investment.**
- This investment total represents over 30,000 jobs, 1,500 screen projects made over 7,600 production days across the city.
- The screen sector is growing fast as global production volumes are on the rise.
- The City of Toronto and local industry have been collaborating to expand the physical infrastructure, develop and diversify the workforce and provide outstanding services. The goal is to make Toronto even more film-friendly and the best jurisdiction to bring film, television and digital media projects to life.
- The City of Toronto's Film, Television and Digital Media Office is working with residents and stakeholders to manage this historical growth across the city.



## TOTAL PRODUCTION INVESTMENT IN TORONTO TOPS \$2.2B

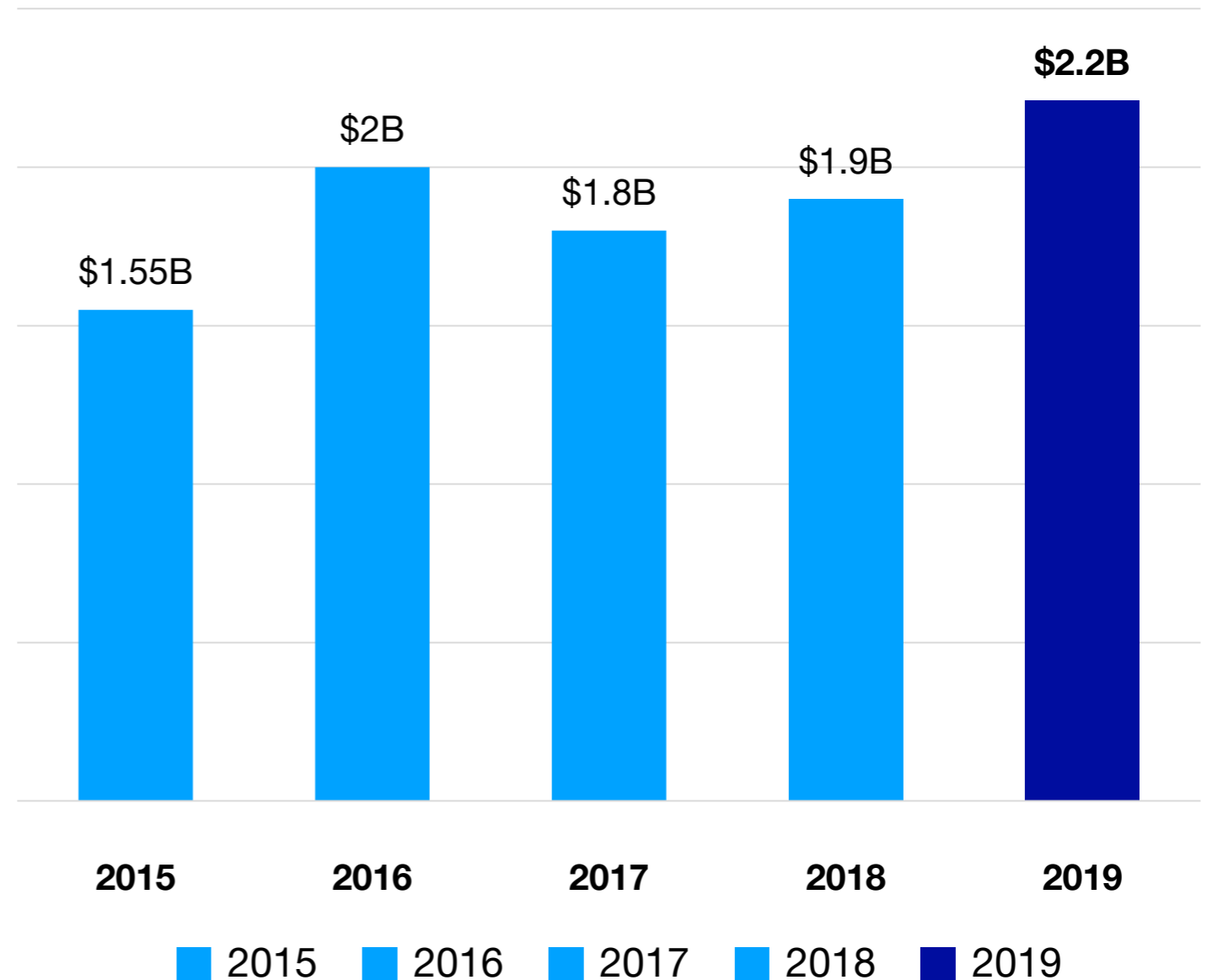
- Toronto experienced growth in all categories: major productions, commercials and post-production/VFX/animation.
- Major productions include television series, feature films, reality TV, music videos and web-based projects.
- Key projects made here in 2019 included *Locke & Key*, *Mrs. America*, *Jupiter's Legacy*, and new seasons of *Star Trek: Discovery*, *The Boys*, *Schitt's Creek*, *Dino Dana* and *The Expanse*.
- Key post-production, VFX and animation-only projects include *Paw Patrol*, *Angry Birds 2*, *Altered Carbon S2*, *Antlers*, *Queen & Slim*, *Stranger Things S3*.



Sources: City of Toronto, CPAT, published industry statistics

## TOTAL PRODUCTION INVESTMENTS UP 13% OVER PREVIOUS YEAR

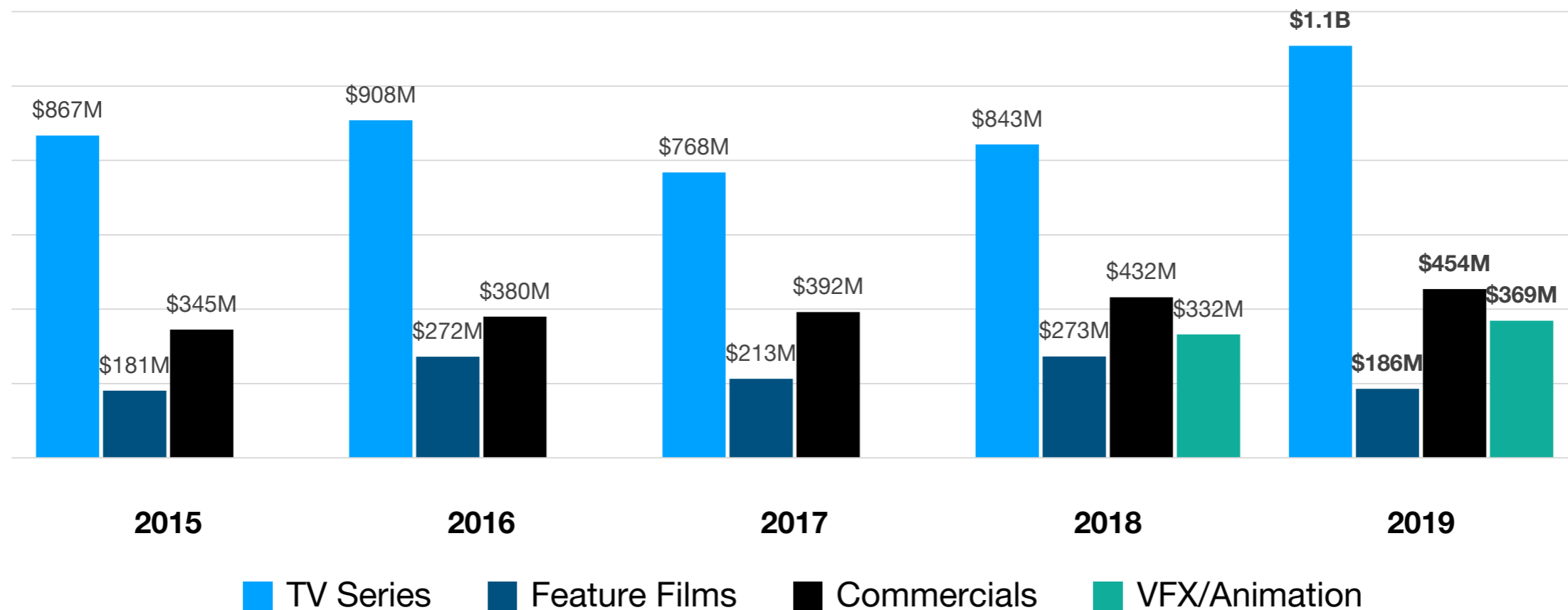
- The record \$2.2B in production investment represents a 13% increase from the previous year.
- A number of new streaming platforms have launched with each required to make significant investment in original productions. The bulk of the recent growth is directly associated with this long-format television content boom.
- Foreign service productions represent 72% of film and television productions in Toronto.



Sources: City of Toronto

## TELEVISION SERIES PRODUCTION UP 31% OVER PREVIOUS YEAR

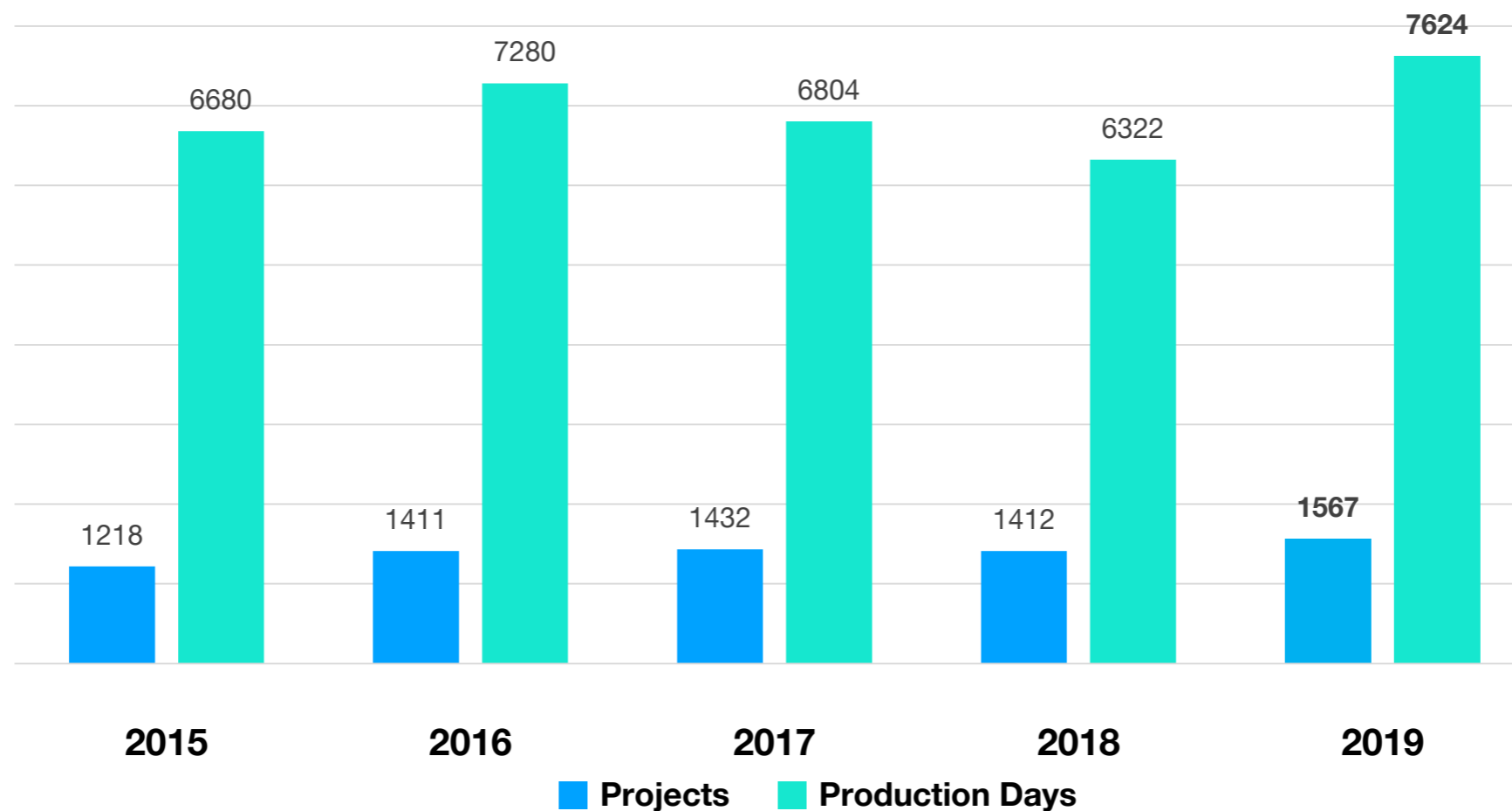
- Toronto experienced a 31% increase in television series production as compared to 2018.
- Toronto's post-production, VFX and animation companies and talent are highly sought-after for projects worldwide.
- Commercials continue to increase every year and have now surpassed \$450M.



Sources: City of Toronto  
VFX/Animation data is calculated with a new, more accurate methodology since 2018.

## BIGGER PRODUCTIONS LEAD TO 21% INCREASE IN PRODUCTION DAYS

- Increased investments, many of which having higher budget averages, resulted in a record amount of projects and location shoots across the city.
- 1,567 projects were made in Toronto, representing over 7,624 production days.
- The Film, Television and Digital Media Office worked with industry, other City divisions, City Councillors, BIAs and residents to issue over 3,300 film permits.



Sources: City of Toronto

### XOTO AND A FILM-FRIENDLY TORONTO

- **xoTO** is used in marketing campaigns, City programs, etc. to promote Toronto as a film-friendly production jurisdiction, attract business and strengthen resident engagement.
- **xoTO** helps inform Torontonians about the importance of the screen sector including economic impact to the city.
- Productions and industry are giving back to Toronto in many ways with the **xoTO** Neighbourhood Givebacks Program.
- The City has begun launching screen industry workforce development initiatives through the **xoTO** Screen Industry Pathways Program. The City is working with unions and guilds, community groups and training institutions and is committed to diversifying and growing this workforce.



Digital Billboard Ad



2019 xoTO Neighbourhood Givebacks included: unions cleaning parks and school supply donations



xoTO Screen Industry Pathways programs: xoTO Schools Co-op Placements and Production Assistant Program



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Kim's Convenience