

ONTARIO'S FILM & TELEVISION PRODUCTION UP MORE THAN 40 PER CENT

Industry contributed \$946.4 million to Ontario's economy in 2009

NEWS

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Ontario's film and television industry contributed \$946.4 million to the provincial economy in 2009 – up by 41 per cent over 2008.

Ontario held its competitive edge, marking a return to production levels not seen since 2002 – despite the continued strength of the Canadian dollar, aggressive competition from other jurisdictions and a global economic crisis.

Increases were seen in all genres -- foreign and domestic -- compared to 2008. Ontario's strong domestic film and television sector continued to experience growth in 2009. The increase in foreign productions was in part attributed to the Ontario Government's enhancements to the Ontario Production Services Tax Credit (OPSTC) announced on June 30, 2009. The OPSTC was expanded from 25 per cent of eligible labour to include all eligible Ontario production costs. The tax credit enhancement added an important incentive to the many other advantages Ontario offers film and television producers.

[Ontario Media Development Corporation](#) (OMDC) programs also support the book and magazine publishing, music and interactive digital media industries – all of which experienced growth in 2009. The entire entertainment and creative cluster produces \$15 billion in revenue and over 200,000 jobs, contributing \$12.7 billion to the province's GDP.

QUOTES

“This tremendous show of strength from Ontario's film and television industry helps demonstrate the enormous competitive advantage that cultural industries give us in the global economy. These industries have had a significant impact on Ontario's economy and continue to show impressive upside potential.”

— Michael Chan, Minister of Tourism and Culture

“We are delighted that Ontario's film and television industry has come back so strongly in such a globally-competitive environment! Despite economic challenges and a strong Canadian dollar, Ontario has consistently demonstrated that it has the right mix of government support, financial incentives, world-class infrastructure, superb talent and skills and diverse locations to attract outstanding foreign and domestic productions. Early indications point to 2010 being another strong year.”

— Karen Thorne-Stone, President & CEO, Ontario Media Development Corporation

QUICK FACTS

- Ontario's 2009 film & TV production activity contributed \$946.4 million to the economy - an increase of 41 per cent over 2008
- Total domestic production spending increased by \$129.8 million, or 23.8%, contributing \$674.4 million

- The number of domestic productions was similar to last year, but budgets were up in all categories – with the largest increase occurring in domestic feature films, whose average budget spending was up by 99.8 per cent
- Total foreign production spending increased by \$145.5 million or 114 per cent
- Foreign feature spending increased from \$79 million to \$161.8 million -- a 104.5 per cent increase
- Foreign television series spending spiked in 2009 contributing \$ 58.0 million in 2009 compared to \$16 million in 2008 (a 262 per cent increase) with the average foreign television series production budget increasing by 201.6 per cent from 2008
- Ontario's entire creative cluster includes: book and magazine publishing; sound recording; film and television; interactive digital media; performing arts; radio; advertising; architecture and design

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[2007-09 Ontario Film and Television Production activity chart broken down by format with foreign and domestic levels.](#)

[1989-2009 20-year graph showing Ontario production levels comparing foreign and domestic activity.](#)

[Ontario Media Development Corporation](#) (OMDC) is an agency of the Ontario [Ministry of Tourism and Culture](#) that facilitates economic development opportunities for Ontario's cultural media industries including: book and magazine publishing, film and television, interactive digital media, and sound recording industries.

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