

# Profile of Sector Film & TV

## Sector Overview

The Film & TV sector includes businesses engaged in motion picture, television, video production, and post-production activity. This sector intersects with the High Tech sector especially with animation and visual effects, but has a distinct and key role in the local economy.

BC has grown as Canada's top film hub, with 40% of all Canadian film and TV production taking place here<sup>1</sup>. It is also the third largest film centre in North America after New York and California<sup>2</sup>.

Vancouver supports local film and TV production through fostering a talented workforce, maintaining required infrastructure, developing attractive policies, and providing financial incentives. Public spaces such as streets and parks play an important role for local productions. As such, Vancouver has dedicated City and Park Board film offices that facilitate filming in public spaces.

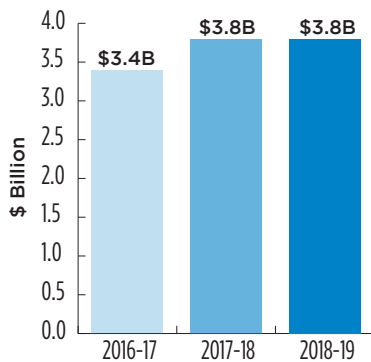
The Vancouver Economic Commission and Creative BC have developed methodologies for identifying and defining Film and TV businesses and jobs. The following three figures illustrate the important contribution of this sector to the provincial economy.

## Why Is This Sector Important?

### Economic Impact

In 2018, Film & TV production contributed \$3.8B to the provincial economy<sup>2</sup>.

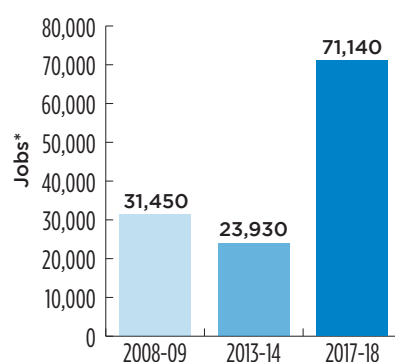
FIGURE 1. FILM & TV SECTOR CONTRIBUTION TO BC ECONOMY<sup>2</sup>



### Jobs

In 2018, the sector generated over 71,000 full-time equivalent\* jobs in BC<sup>4</sup>.

FIGURE 2. BC FILM & TV SECTOR JOBS<sup>3</sup>

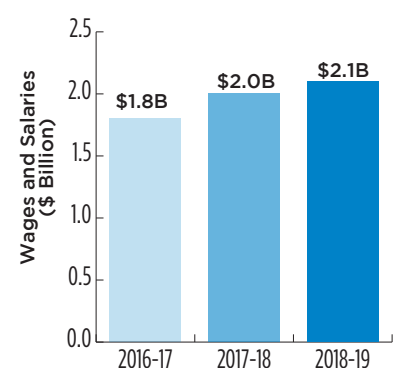


\*Full-time equivalent jobs is the total hours worked divided by average annual hours worked in full-time jobs.

### Incomes

The gross payroll for the BC Film & TV sector increased by \$260M from \$1.8B in 2016 to \$2.1B in 2018<sup>2</sup>.

FIGURE 3. BC FILM & TV SECTOR PAYROLL<sup>2</sup>



## Indigenous Productions

STORYHIVE is a program by Telus in BC that funds productions and supports filmmakers with mentorship and support from the National Screen Institute. The program supports and promotes local stories and voices including Indigenous ones. In 2019, the program supported 15 Indigenous projects.<sup>3</sup>

The Indigenous film Red Snow, shot partly in Vancouver, won the 2019 Most Popular Canadian Feature Award at the Vancouver International Film Festival (VIFF).<sup>7</sup>

## Local Impact

The Film & TV sector makes significant contributions to Vancouver's economy.

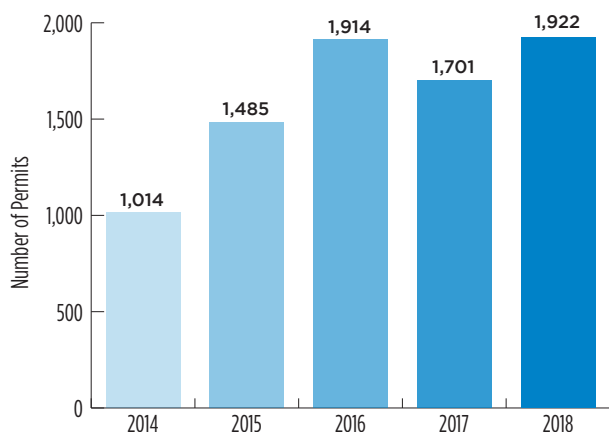
### Employment

An estimated 16,500 people work directly on film & TV productions in Vancouver with a combined income of \$430M<sup>8</sup>. This estimate is conservative as the total does not include the earnings of supporting vendors and contractors, nor wages of associated employees.

### Film Activity

Film activity permits are required in the city of Vancouver for any on-location filming that will impact public property or the surrounding neighbourhood. The City of Vancouver issued 1,922 filming permits in 2018 representing a 90% increase in permitted film activity since 2014.

**FIGURE 4. CITY OF VANCOUVER FILM ACTIVITY PERMITS**



Source: City of Vancouver

## Data Sources

<sup>1</sup> Canadian Media Producers Association (CMPA) et al., Profile 2018: Economic Report on the Screen-Based Media Production Industry in Canada, 2018

<sup>2</sup> Vancouver Economic Commission, Annual Film & TV Research Update, 2019

<sup>3</sup> CreativeBC, Impact Report 2018/2019, 2019

<sup>4</sup> CreativeBC, 2018/19 Tax Credit Certification Activity, 2019

<sup>5</sup> CreativeBC, Impact Report 2017/2018, 2018

<sup>6</sup> Playback, *Creative BC launches Reel Green five-year plan*, 2017

<sup>7</sup> VIFF, *2019 Awards and Competitions*, 2019.

<sup>8</sup> Vancouver Film Studios, Estimate based on 60% sample of payroll data, 2019

<sup>9</sup> Ken MacIntyre. *Reel Vancouver*. Vancouver: Whitecap Books, 1996. p. 133

## Animation & Visual Effects (VFX)<sup>3</sup>

BC has over 100 animation and VFX businesses with the largest cluster in the world centred in Vancouver.<sup>3</sup> This sub-sector has grown with approximately 80 businesses in 2016 to over 100 in 2018.<sup>4</sup>

Due to the attractive local amenities and talented workforce, the city's animation and VFX hub continues to grow. This growth adds more good-paying local jobs.

A key part of maintaining a talented workforce is access to training programs. The top three VFX schools in the field are located in Vancouver.<sup>3</sup> These schools create and attract top talent which in turn attracts new businesses.

The economic impact on the provincial economy from this sector is measurable. Animation has contributed \$389M to the economy which is an increase of 27% or \$82M between 2016 and 2019. VFX contributed \$395M to the economy in 2019.<sup>4</sup>

The size and reputation of the local VFX hub has attracted work from major production studios. For example, 70% of the largest grossing US Box Office films of 2016 used VFX in Vancouver.<sup>5</sup>

*Note: Animation and VFX are an important part of the Film & TV sector. They also fall under the High Tech sector and are included in the High Tech Factsheet as well.*

## Did You Know?

- *The Cowpuncher's Glove* and *The Ship's Husband*, were the first films shot in Vancouver. Both were shot in 1910 by Thomas Edison's Edison Manufacturing Company.<sup>9</sup>
- Vancouver is a leader in sustainable film production through the Reel Green™ initiative; which facilitates the implementation of sustainable practices in the motion picture industry.<sup>3</sup> In one case-study, a production diverted 81% of total production waste from the landfill and generated \$41,000 in savings.<sup>6</sup>