



Ontario Media  
Development Corporation

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### Industry Profile: Film and Television

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#### The Industries

- The Canadian film and television production sector is characterized by a concentration of small firms in three regions of the country – Ontario (specifically the Greater Toronto Area), Quebec, and British Columbia[1].
- Ontario has the largest concentration of the film and television labour force and of distribution and production firms in Canada[2].
- Primary business activities in the production sector include domestic documentary/lifestyle television, feature film, television drama, and children’s television production and foreign service and feature film production[3].
- 26.4% of Canada’s production firms are located in the Greater Toronto Area; an additional 7.4% in other parts of Ontario[4].

#### Employment

Ontario’s Production Industry directly and indirectly employs 48,000[5].

- The majority of production companies are small in terms of paid employees, falling into the Micro (1-4 employees) and Small and Medium Enterprise (SME) (5-19 employees) categories. In fact, 60% of private firms have fewer than five paid employees, including working owners, and 19% are owner-operated. Only 11.5% have 20 or more paid employees [6].
- Freelance work represents 40.9% of the total workforce of private production companies across Canada.
- One-third of Canada’s labour force resides in the Greater Toronto Area, with other concentrations living in Quebec (29.2%) and British Columbia (20.3%). These percentages reflect establishments primarily engaged in producing and/or distributing motion pictures, videos, television programs or commercials; exhibiting motion pictures; or providing post-production and related services[7].
- The production industry itself also stimulates employment in other sectors including distributors, exhibitors, broadcasters, retailers, hoteliers, and caterers.

### Economic Impact

- In 2004-05, 197 productions shot in Ontario with a value of \$1,006,573,475. This includes 162 domestic projects worth \$485,910,270 and 35 foreign projects worth \$520,663,205. According to the Association of Provincial Funding Agencies (APFA) Report on Production Activity, this puts Ontario in first place in production level for the year, ahead of Quebec (\$842 million) and British Columbia (\$818 million). Ontario is still behind Quebec in terms of domestic production, however, as there were almost three times as many projects (487) worth \$581,337,885 produced in Quebec during the year.
- About 35% of Canada's total film production takes place in Toronto. [8]
- In 2004-05, OMDC's Los Angeles marketing office supported the agency in attracting 18 productions that shot in Ontario, resulting in an economic impact of approximately \$200 million.
- 55.3% of the Canadian industry's revenues are generated by firms located in Ontario, mostly in the Greater Toronto Area [9].

### OMDC Support

- OMDC Film Initiative
- Market Access Program
- Association Support
- Ontario Film and Television Tax Credit
- Ontario Production Services Tax Credit
- Ontario Computer Animation and Special Effects Tax Credit
- Locations Ontario – The Online Digital Locations Database and Location Service
- Toronto - Ontario Film Office in Los Angeles
- Industry Research

November 29, 2005

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[1] Women in Film and Television – Toronto (WIFT-T), *Frame Work: Employment in Canadian Screen-Based Media – A National Profile*, June 2004, p. 61.

[2] WIFT-T, p. 13.

[3] Ibid., p. 27.

[4] Ibid.

[5] CFTPA Profile 2005, pg. 13

[6] WIFT-T, p. xii.

[7] Ibid., p. 13.

[8] Toronto Film and Television Office

[9] WIFT-T, p. 25.

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Last Modified: March 9, 2006



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