



# NEWS RELEASE

**For Immediate Release**

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## CHINA FILM & TV INDUSTRY SURGES 53% SINCE 2011, GENERATING A MASSIVE TOTAL ECONOMIC CONTRIBUTION OF USD 64.4 BILLION (396 BILLION YUAN)

*Report finds industry supports over 4 million jobs and generates USD 16.9 billion (104 billion Yuan) tax*

**LOS ANGELES/BEIJING/SINGAPORE** – The latest 2014 top-line findings of the *Economic Contribution of the Film and Television Industries in China* Report were presented by the Motion Picture Association at the U.S. China Film Summit at the Dorothy Chandler Pavilion in Los Angeles, November 5, 2015.

The film and television industries contributed a total of USD 64.4 billion (396 billion Yuan), supported 4,117,000 jobs, and generated a total tax contribution of USD 16.9 billion (104 billion Yuan).

The report was prepared by Oxford Economics and was developed in partnerships with several leading trade organizations in China's film and entertainment industries, including China Film Distribution and Exhibition Association, China Film Producers' Association, China Film Copyright Association, and China Audio-Video and Digital Publishing Association.

Mike Ellis, President & Managing Director, Asia Pacific, MPA, presenting the keynote speech at the annual Asia Society China-focused event, said, "The numbers reflected in this report are cause to celebrate the success of the film and television industries in China. The hard work behind the cameras and the bright lights are paying dividends in attracting huge audiences to quality cinemas and the dynamic small screens of mobile or tablet. We are fully committed to working closely with the local screen community to promote and protect an industry that makes such a significant economic and cultural contribution to the country."

MAO Yu, Deputy Director General, China Film Bureau, in Los Angeles with a Chinese film delegation to jointly host the 5<sup>th</sup> China International Co-production Film Screenings along with the MPA, said, "The film and television industry in China attracts hardworking, innovative and motivated professionals who continue to deliver high quality movie and TV experiences for a global audience. The report indicates that the industry's impressive growth will continue, and that is good news for the many people working within the sector and for people who enjoy films and television shows. We hope that

this economic contribution report proves to be useful resource for the local screen community.”

Dr. Jack Gao, Wanda Cultural Industry Group Vice President & Wanda Movie Holding Executive Vice President, said, “The internet has become the way people find out about new films and TV shows, how they book tickets, and how they engage with the product throughout the film industry value chain. It plays a vital role in the development and growth of the film and television industry, and will continue to influence the future direction of this dynamic business.”

YU Dong, President, Polybona Films, said, “The success of the Chinese film and television industry comes down to the creativity, passion and drive of the many people who work in it. The success is also due to the contributions of the major stakeholders, including the international community with whom we share knowledge, build partnerships, make better movies, and give people an all-round enjoyable viewing experience. We are also working closely together to protect our intellectual property, so that we can create sustainable, growing businesses that will provide good jobs and quality screen stories for both domestic and international audiences for years to come.”

The report also highlights the significant contribution the screen industry has made moving to a developing digital economy: thousands of digital cinema screens are being developed around the country to meet the audience demand for quality screen entertainment; while digital video platforms online deliver better and better quality content to audiences in the home and on the move.

The Report found that in 2014, the film and television industry equated to a whole economy total contribution of **USD 64.4 BILLION** (396 BILLION Yuan). This signifies a growth of **53%** since our last report referencing 2011 data (then **USD 42.1 BILLION** (equating to 272 BILLION Yuan).

This total contribution, covering the film, television and home entertainment industries, consists of the direct contribution, supply-chain effects (from purchases by the film and television sectors from other industries within the country) and employee spending effects on the economy.

The direct contribution (of the film and television industry exclusively) was **USD 23.7 BILLION** (146 BILLION Yuan).

The industry supported **4,117,000** jobs – jobs that are high-productivity, relatively well-paid jobs that are around **90%** higher than the average across the whole economy.

The industry generated **USD 16.9 billion** (104 billion Yuan) in tax revenues.

The starting point for the estimates in this report was provided by official statistics published by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) in the “Blue Book of China’s Radio, Film and Television”(BBCRFT).

A copy of the “*Economic Contribution of the Film and Television Industry in China*” full report by

Oxford Economics, along with the one page summary, is available to view and download [here](#).

See images from the 5<sup>th</sup> China International Co Production Film Screenings [here](#).

On Monday, November 2, 2015, the 5<sup>th</sup> Annual China International Co-Production Film Screenings kicked off with a reception and special screening of “*Wolf Totem*” hosted by the MPA and Warner Bros. Entertainment at Warner Bros. Studios in Los Angeles, California, with special guest, MAO Yu, Deputy Director General of the China Film Bureau. The week-long event includes a series of special screenings from November 3-6 at various locations in L.A., which are jointly organized by the MPA and the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT). The China International Co-Production Film Screenings are a celebration of the growing relationship between the American, international and Chinese film and television industries, which continues to stimulate economic growth and increase cultural awareness.

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**About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

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