

# DID YOU KNOW?

## THE ECONOMIC CONTRIBUTION OF THE FILM AND TELEVISION INDUSTRIES IN CHINA IN 2018: A STATISTICAL SNAPSHOT

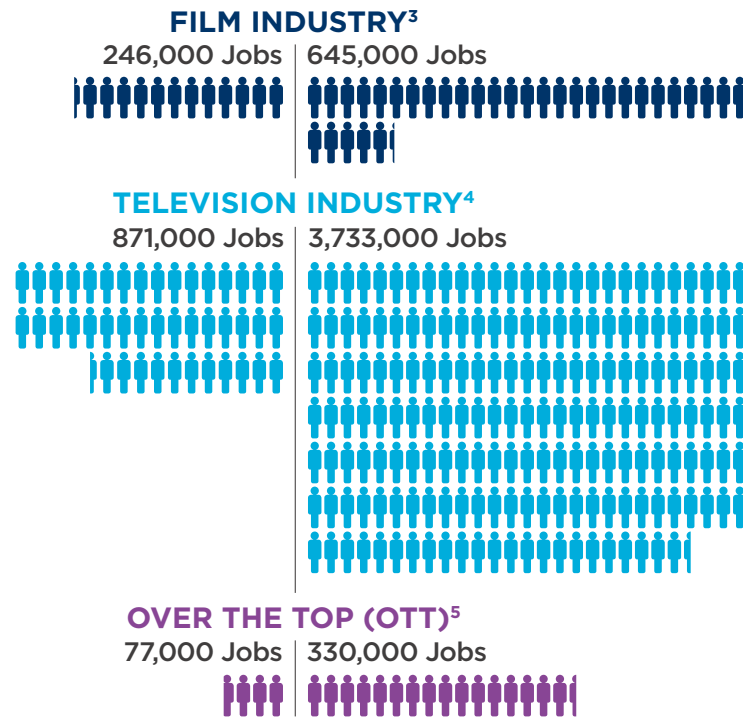


OXFORD  
ECONOMICS

### FILM AND TV INDUSTRY EMPLOYMENT

Direct contribution<sup>1</sup>  
**1,194,000**

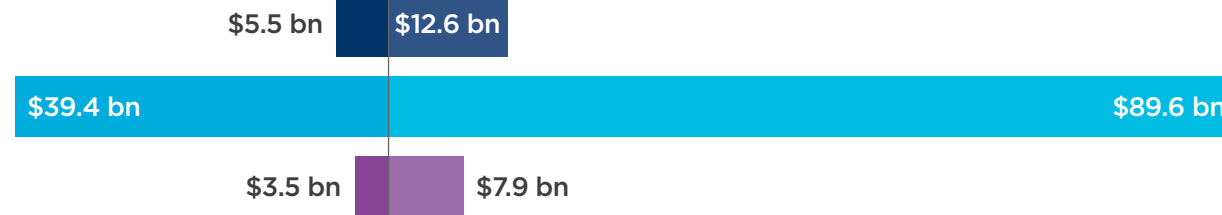
Whole economy contribution<sup>2</sup>  
**4,707,000**



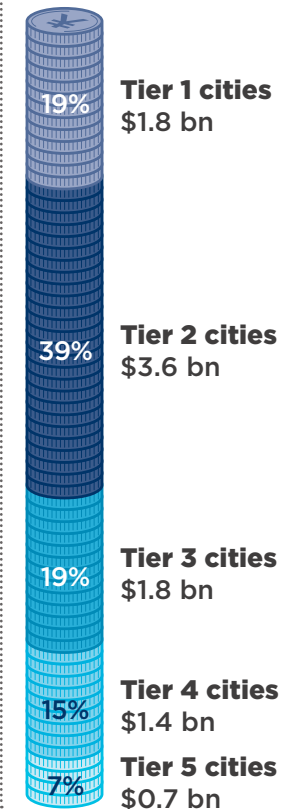
### FILM AND TV INDUSTRY GDP

Direct contribution  
**\$48.4 billion**

Whole economy contribution  
**\$110.1 billion**



### BOX OFFICE REVENUE



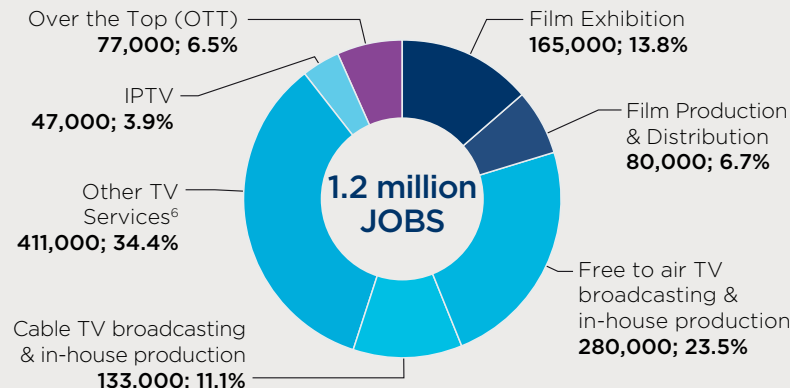
### FILM AND TV INDUSTRY TAX REVENUE

Direct contribution  
**\$10.5 billion**

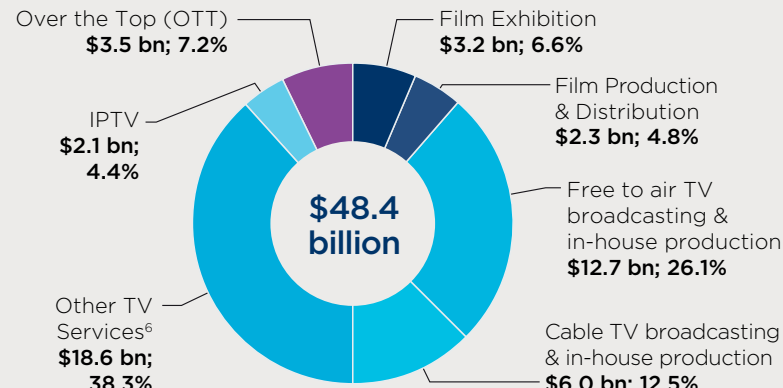
Whole economy contribution  
**\$21.7 billion**



### DIRECT EMPLOYMENT CONTRIBUTION



### DIRECT GDP CONTRIBUTION



In 2018, 41% of total Chinese box office revenue was earned in Tier 3-5 cities.

- Contribution within the Film and TV industry itself.
- Whole economy contribution 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.
- Film production, distribution and exhibition.
- Free to air TV broadcasting and in-house production, Cable TV broadcasting and in-house production, Other TV Services and IPTV.
- Over the Top (OTT) services including Subscription Video on Demand (SVOD), Advertising Video on Demand (AVOD) online rentals and download to own. The decrease in the direct impact from 2018 is the result of a methodological change.
- Includes activity related to distribution, external artist performances, external production services, sale of broadcasting rights, co-productions, technical consultation and services, external business services, intangible asset transfers, donations, asset leases, interest and other activities.