



The Economic Contribution of the Motion Picture & Television Industry to the United States

The American Motion Picture and Television Industry: *Creating Jobs, Trading Around the World*

The production and distribution of motion pictures and television programs is one of the nation's most valuable cultural and economic resources.

The industry is a major private sector employer, supporting 1.9 million jobs, and \$104 billion in total wages in 2011:

- Direct industry jobs generated \$43.1 billion in wages, and an average salary 38% higher than the national average:
 - There were 284,000 jobs in the core business of producing, marketing, manufacturing, and distributing motion pictures and television shows. These are high quality jobs, with an average salary of nearly \$84,000, 75% higher than the average salary nationwide.
 - Additionally, there were over 365,000 jobs in related businesses that distribute motion pictures and television shows to consumers.
- Industry also supports indirect jobs and wages in thousands of companies with which it does business, such as caterers, dry cleaners, florists, hardware and lumber suppliers, and digital equipment suppliers, as well as jobs in other companies doing business with consumers, such as DVD and Blu-ray retailers, theme parks and tourist attractions.

The industry is a nationwide network of small businesses:

- Industry is comprised of more than 108,000 businesses in total, located in every state in the country. These are mainly small businesses; 85% employ fewer than 10 people.
- Industry made \$41 billion in payments to more than 310,000 businesses around the country in 2011.

The industry increases the tax base:

- Industry generated \$16.7 billion in public revenues in 2011 from sales taxes on goods, state income taxes, and federal taxes including income tax, unemployment, Medicare and Social Security, based on direct employment in the industry.

The industry is one of the most highly competitive around the world – one of the few that consistently generates a positive balance of trade, in virtually every country in which it does business:

- Industry registered a positive balance of trade in nearly every country in the world with \$14.3 billion in exports worldwide in 2011, up 5% from 2010. The film and television services sector realized a 7 to 1 export to import ratio, the highest among all American industries with the exception of cotton, corn and coal.
- Industry had a positive services trade surplus of \$12.2 billion in 2011, or 6% of the total U.S. private-sector trade surplus in services.
- The motion picture and television services surplus was larger than each of the surpluses in the telecommunications, management and consulting, legal, medical, computer, and insurance services sectors.