



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 \$111 billion in total wages in 2012:

- Direct industry jobs generated \$46 billion in wages, and an average salary 43% higher than the national average:
 - There were over 293,000 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 \$86,500, 76% higher than the average salary nationwide.
 - Additionally, there were nearly 360,000 jobs in related businesses that distribute motion pictures and television shows to consumers.
 - Direct industry jobs employ more people than utilities, crop production, and plastic manufacturing.
- The 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:

- The industry is comprised of more than 99,000 businesses in total, located in every state in the country. These are mainly small businesses; 85% employ fewer than 10 people.
- The industry made \$38 billion in payments to more than 330,000 local businesses around the country in 2012.

The industry increases the tax base:

- The industry generated \$15.9 billion in public revenues in 2012 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 contributes significantly to the overall economy:

- The industry contributed \$120 billion in sales to the overall economy in 2012 (up 3% from 2011).

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:

- The industry registered a positive balance of trade in nearly every country in the world with \$16.2 billion in exports worldwide in 2012, up 11% from 2011.
- The industry had a positive services trade surplus of \$13.6 billion in 2012, or 6% of the total U.S. private-sector trade surplus in services.
- In 2012, the industry exported six times what it imported. The industry runs a trade surplus larger than each of the surpluses in the advertising, mining, telecommunications, management and consulting, legal, medical, computer and insurance services sectors.