

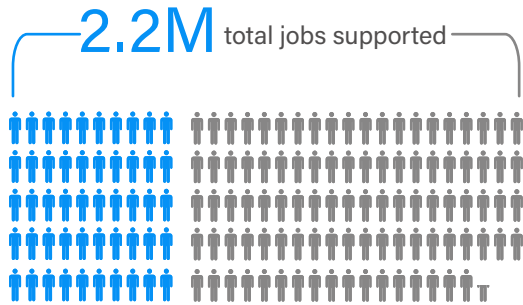
2020

**THE AMERICAN MOTION PICTURE AND TELEVISION INDUSTRY**  
CREATING JOBS, TRADING AROUND THE WORLD



The industry is a major private sector employer.

**FILM & TV INDUSTRY EMPLOYMENT**



Direct jobs  
**753,000**

1 icon = 15,000 jobs

**273,000 DIRECT JOBS**

engaged in producing, marketing, and manufacturing motion pictures, television shows, and video content.

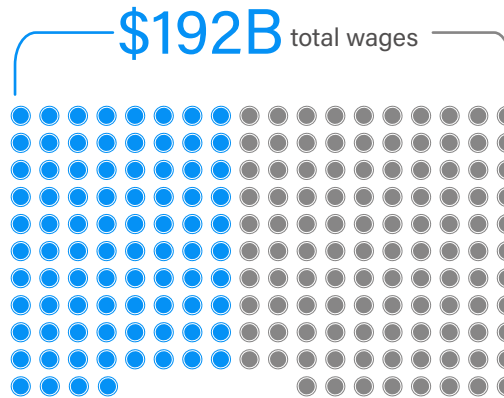
**480,000 DIRECT JOBS**

engaged in distributing motion pictures, television shows, and video content to consumers, e.g. at movie theaters, television broadcasters, cable and pay TV companies, and online video services.

Direct industry jobs employ more people than other major sectors, including mining, oil & natural gas extraction, crop production, utility system construction, and rental & leasing services.

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

**FILM & TV INDUSTRY WAGES**



**DIRECT WAGES**

**\$84B**

earned by workers supported by the industry around the country.

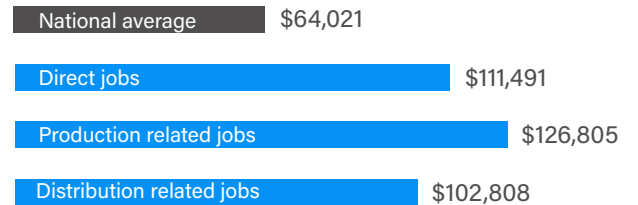
1 circle = \$1 billion

Total jobs and wages includes the jobs and wages supported at thousands of companies relying on the industry, such as caterers, dry cleaners, lumber suppliers, and digital equipment suppliers, as well as other industry related jobs, such as in consumer products, video retailing, and theme parks.

The industry provides quality jobs, with higher than average salaries.

**74%** higher salary than the national average for direct jobs overall

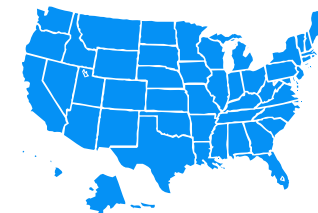
**98%** higher salary than the national average for production jobs



**The industry is a nationwide network of small businesses**

The industry is comprised of over 110,000 businesses in total, located in every state in the country. These are mainly small businesses; 89% employ fewer than 10 people.

**110,000 BUSINESSES**



**50 STATES**



**89%** Small businesses employing fewer than 10 people

Please note that this data is impacted by the beginning of the COVID-19 Pandemic (2020)

2020

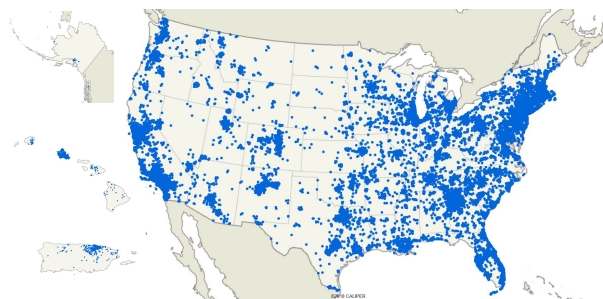
**THE AMERICAN MOTION PICTURE AND TELEVISION INDUSTRY**  
**CREATING JOBS, TRADING AROUND THE WORLD**



The industry supports local businesses.

**\$27B** IN PAYMENTS

to over **359,000** local businesses  
located across the United States



Each dot represents a business

**\$250,000** PER DAY

is contributed to the local economy on average  
by a major motion picture shooting on location.

**\$150,000** PER DAY

on average by a single one-hour television  
episode shooting on location.

The industry contributes significantly to the  
nation's overall economy.

**\$226B** IN SALES

in 2020. If the industry was a country, its GDP  
would rank 47th in the world according to  
World Bank nominal 2020 data.

The industry increases the tax base.

**\$31B** IN PUBLIC REVENUES

generated 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. \$6.5B  
in additional public revenues generated from  
corporate income taxes

The industry is highly competitive around the  
world.

**\$17.3B** IN EXPORTS

**\$9.6B** IN TRADE SURPLUS

The industry  
generated a positive  
balance of trade in  
every major market  
in the world.

EXPORTS

**2.3x**

IMPORTS



The industry runs a trade surplus larger than each  
of the telecommunications, transportation,  
insurance, and health related services sectors.

**3%** OF THE TOTAL U.S. TRADE  
SURPLUS IN SERVICES

## Methodology

### Jobs & Wages Supported by the Industry

Sourced from detailed U.S. Bureau of Labor Statistics (BLS) employment data. Direct jobs are calculated from classification codes fully associated with the film and TV industry, as well as industry-related jobs and wages from codes partially associated with the industry estimated by using adjustment factors based on SIC-NAICS bridges, and other updates. Total jobs are calculated using the RIMS II economic model of the U.S. Bureau of Economic Analysis (BEA), which captures indirect/induced effects, i.e. jobs and wages that rely on the industry, and some additional film/TV employment in other industries (e.g. retail). The current analysis is based on their latest model (2012 U.S. Benchmark I-O Data and 2018 Regional Data). The national average comes from the BLS Quarterly Census of Employment and Wages (2020 Annual Wages per Employee).

### Businesses Making Up the Industry

Calculated based on Dun & Bradstreet business listings data by SIC classification code.

### Payments Made by the Industry

Calculated using (1) submissions received from seven major studios covering vendor payments in the U.S. for the applicable year; (2) analysis of overall data on film and TV production by the U.S. film and TV industry.

### Tax Revenues Generated by the Industry

Calculated by applying the appropriate national and local tax rates to wages and taxable vendor payments. Corporate taxes calculated based on information in annual reports from companies within the industry (2020). Information on federal and state current and deferred income tax figures were used where available, or total income tax if that was the only figure reported.

### Contribution to the Overall Economy

Sourced from Census estimates of annual revenues from employer firms for the applicable classification codes.

### International Trade

Sourced from the Bureau of Economic Analysis (BEA) report on U.S. Trade in Services, By Type of Service. Includes licenses to reproduce and/or distribute, rights to use, and "audiovisual originals" categories for movies and television programming. 2020 data is non-disclosable, so 2019 data presented.

Please note that this data is impacted by the beginning of the COVID-19 Pandemic (2020)