

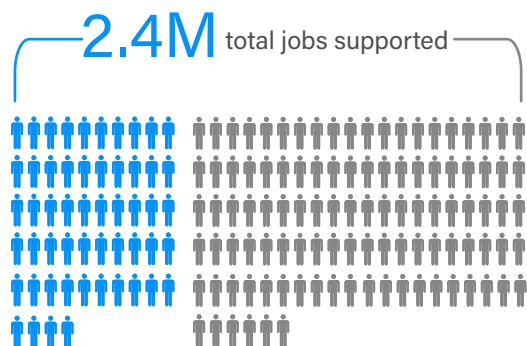
2021

**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

**822,000**

1 icon = 15,000 jobs

**336,000 DIRECT JOBS**

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

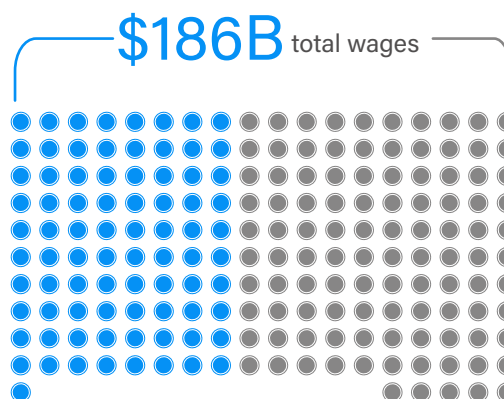
**486,000 DIRECT JOBS**

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**

**\$81B**

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.

**46%** higher salary than the national average for direct jobs overall

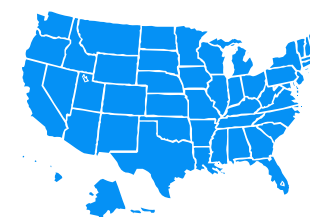
**36%** higher salary than the national average for production jobs

National average	\$67,610
Direct jobs	\$98,563
Production related jobs	\$92,264
Distribution related jobs	\$102,924

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

The industry is comprised of over 122,000 businesses in total, located in every state in the country. These are mainly small businesses; 92% employ fewer than 10 people.

**122,000 BUSINESSES**



**50 STATES**



**92%** Small businesses employing fewer than 10 people

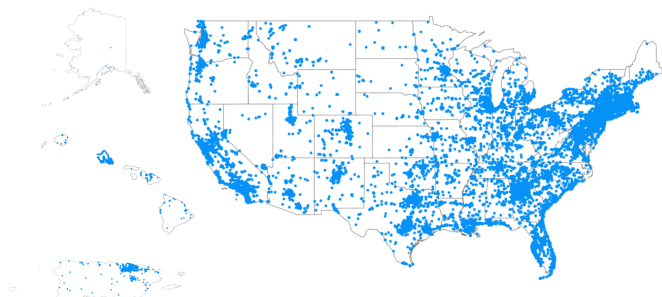
2021

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



The industry supports local businesses.

**\$21B** IN PAYMENTS by MPA member companies to over **260,000** 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.

**\$261B** IN SALES in 2021. If the industry was a country, its GDP would rank 46th in the world according to World Bank nominal 2021 data.

The industry increases the tax base.

**\$29B** 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. \$8.9B in additional public revenues generated from corporate income taxes

The industry is highly competitive around the world.

**\$14.4B** IN EXPORTS

**\$7B** IN TRADE SURPLUS

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

EXPORTS

**2x**

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 2020 Regional Data). The national average comes from the BLS Quarterly Census of Employment and Wages (2021 Annual Wages per Employee).

**Businesses Making Up the Industry**

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

**Payments Made by MPA Member Companies**

Aggregate of submissions received from seven major studios covering vendor payments in the U.S. for the applicable year.

**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 (2021). Information on federal and state current and deferred income tax figures were used where available, or were estimated for the US based on 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.