



FOR IMMEDIATE RELEASE

Universal Cable Productions' *Channel Zero* a huge boost to Manitoba's economy in its first two seasons

WINNIPEG, MANITOBA - March 9th, 2018 - An economic report released today highlights the impact Universal Cable Productions' *Channel Zero* has had on the Manitoba economy. In season one and two alone, the production spent close to \$15 million in the province and created over 300 jobs.

The report by Canada's MNP LLP examines season one and two of production, showing that *Channel Zero* engaged approximately 645 individual vendors from 39 communities across Manitoba. These included 498 vendors from the Winnipeg Capital Region and 147 vendors from other regions of Manitoba.

Channel Zero, shot entirely in Manitoba, is, inspired by *Creepypasta*, internet based horror stories passed around on forums to disturb and frighten readers. Locations across the province were used to create unique backdrops for the horror anthology over the first two seasons, including the quarry in Stony Mountain and Manitoba Avenue in Selkirk.

Almost \$10 million was spent on Manitoba production crew and labour and \$5 million spent on goods and services in the province. With the series having been renewed for two additional seasons, the impacts over the life of seasons one through four could be expected to be approximately twice the first two seasons.

"The economic success of Channel Zero is exciting news for our province," said Hon. Cathy Cox, Manitoba's Minister of Sport, Culture and Heritage. "We have seen our film and television industry grow considerably over the last few years and that is because of the amazing talent, crews, and infrastructure. I'm thrilled to say 2017 was our strongest year to date and I'd like to wish everyone much success in the year ahead."

"We are thrilled to see the impact Channel Zero has had on the province of Manitoba," said Mark Binke, Executive Vice President of Production for Universal Cable Production. "We had access to exceptional talent and crew, with 80% of the cast from the province, including over 165 Manitoba-based actors and stunt personnel employed."

"As a Winnipegger since 1990, I began working in visual effects in 1998. Since then, work has frequently meant heading to other cities for lengthy stretches," said Darren Wall, Special Effects Supervisor, Channel Zero. "In 2016, I returned to Winnipeg to work on the first season of Channel Zero as the on-set Visual Effects Supervisor. I've had opportunity to assemble a small cadre of Winnipeg VFX artists in conjunction with local post service provider Urban Prairie Post. The establishment of a team and chance to begin to grow the necessary infrastructure has resulted in more work opportunities for local artists in the province of Manitoba - and the promise of more to come."



"Channel Zero has provided tremendous opportunities for the development of talent and crew in Manitoba. During three seasons of the show, there were 58 crew upgrades and 100 training opportunities provided," said Carole Vivier, CEO & Film Commissioner at Manitoba Film & Music. "Manitoba's film and television industry is at a tipping point for exponential growth and this series was a significant stepping stone in that regard. Channel Zero had a \$15 million overall spend in Manitoba for the first two seasons, and will have spent \$40 million by the end of the fourth installment – which results in a major boon for the provincial economy and workforce development. The entire Channel Zero team has been incredible to work with and have demonstrated an unparalleled level of professionalism while in Manitoba."

"The data released today illustrates how valuable a series like Channel Zero can be in creating jobs and valuable training opportunities," said Wendy Noss, President, Motion Picture Association-Canada. "2017 was Manitoba's most successful year to date in film and television production, and its growing film industry is not only great news for the economy, but for a wide range of Manitoba creators and talent."

About MPA-Canada:

The Motion Picture Association - Canada (MPA-Canada) serves as the voice and advocate of the major international producers and distributors of movies, home entertainment and television programming in Canada and is an affiliate of the Motion Picture Association of America, Inc. (MPAA). The motion picture studios we serve are: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

About MNP LLP:

MNP is the fastest growing chartered accountancy and business advisory firm in Canada. Founded in 1945, MNP has grown to more than 70 offices and nearly 3,000 team members. MNP is a member of Praxity, a global alliance of leading business advisory firms. MNP's Economics and Research practice is one of the largest of its kind, and its team members have an established track record in conducting economic impact and industry studies, including studies involving the film and television production industry. Examples of similar studies conducted by MNP include economic impact studies for film and television industries in jurisdictions across North America.

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HORROR ANTHOLOGY *CHANNEL ZERO* CREATES ECONOMIC WAVE IN MANITOBA

\$14.9
MILLION

SPENT IN MANITOBA
IN THE FIRST TWO SEASONS

\$9.9
MILLION

MANITOBA PRODUCTION
CREW AND LABOUR

645
BUSINESSES

FROM 39
COMMUNITIES

306

FTE JOBS
CREATED

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