

## **CONTRIBUTING TO CANADIAN SUCCESS IN FILM AND TV**

On behalf of the Motion Picture Association - Canada, Abacus Data conducted a nationwide public opinion survey, between January 31 and February 2, 2022.

The highlights are:

- Canadians enjoy streaming services and see great potential upside for Canada's creative workers if films and shows made in Canada are distributed around the world on these platforms.
- Canadians also recognize significant economic and reputation building benefits for Canada when global studios and their streaming services make films and shows here.
- When told of the dimensions of the work done by global studios and their streaming services in Canada (\$5 billion + in 2021, more than 200 shows, more than 80,000 jobs) 88% see this as a significant benefit for Canada.

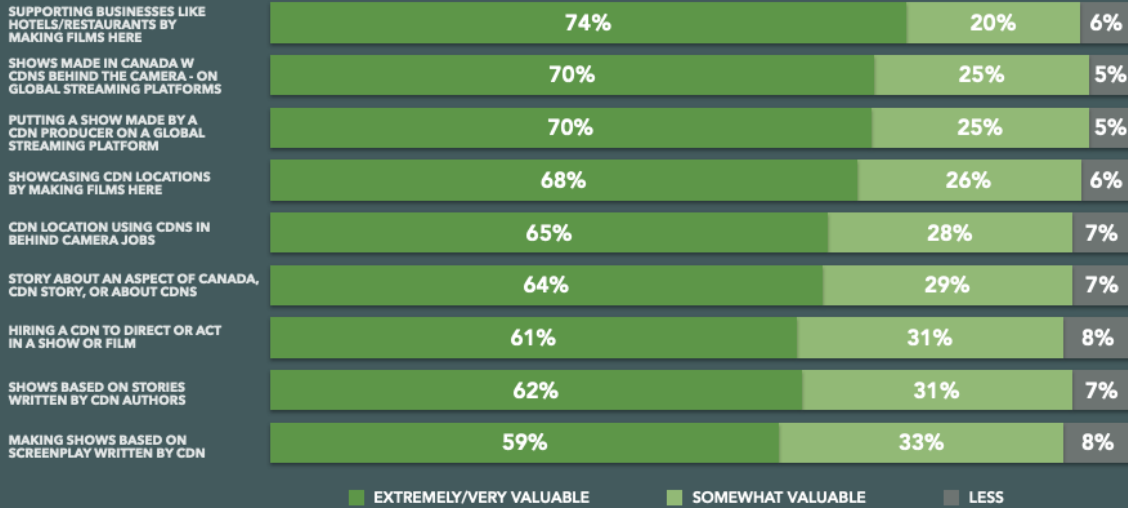
## **VALUE OF DIFFERENT TYPES OF CONTRIBUTION TO CANADA**

The questionnaire explored different ways in which filmmaking in Canada can be valuable for the country and asked respondents to indicate how much value they saw in each. In every one of the nine scenarios tested, very large majorities saw valuable benefits for Canada. The most valuable benefits:

- Upsides for local businesses where films are being made through purchases of goods and services
- More opportunities for Canadian behind-the-camera creative workers when shows made in Canada are streamed to global audiences

When informed that global studios and related streaming services spent more than \$5 billion making more than 200 films and shows in 2020 and employing 80,000 Canadians. A total of 88% considered this to be either a very significant (31%) or significant (57%) contribution to Canada.

HOW VALUABLE IS EACH OF THE FOLLOWING FOR CANADA



MOTION PICTURE ASSOCIATION - CANADA 1500 NATIONWIDE - JAN 31-FEBRUARY 2, 2022

GLOBAL STUDIO/STREAMING SERVICES CONTRIBUTION

GLOBAL HOLLYWOOD STUDIOS MAKE FILMS AND TV SHOWS THAT ARE DISTRIBUTED ON STREAMING SERVICES. TOGETHER THESE STUDIOS SPENT MORE THAN \$5 BILLION MAKING MORE THAN 200 FILMS AND TV SHOWS IN CANADA IN 2020 AND EMPLOYING MORE THAN 80,000 CANADIANS. DO YOU THINK THIS IS A SIGNIFICANT CONTRIBUTION?

VERY SIGNIFICANT

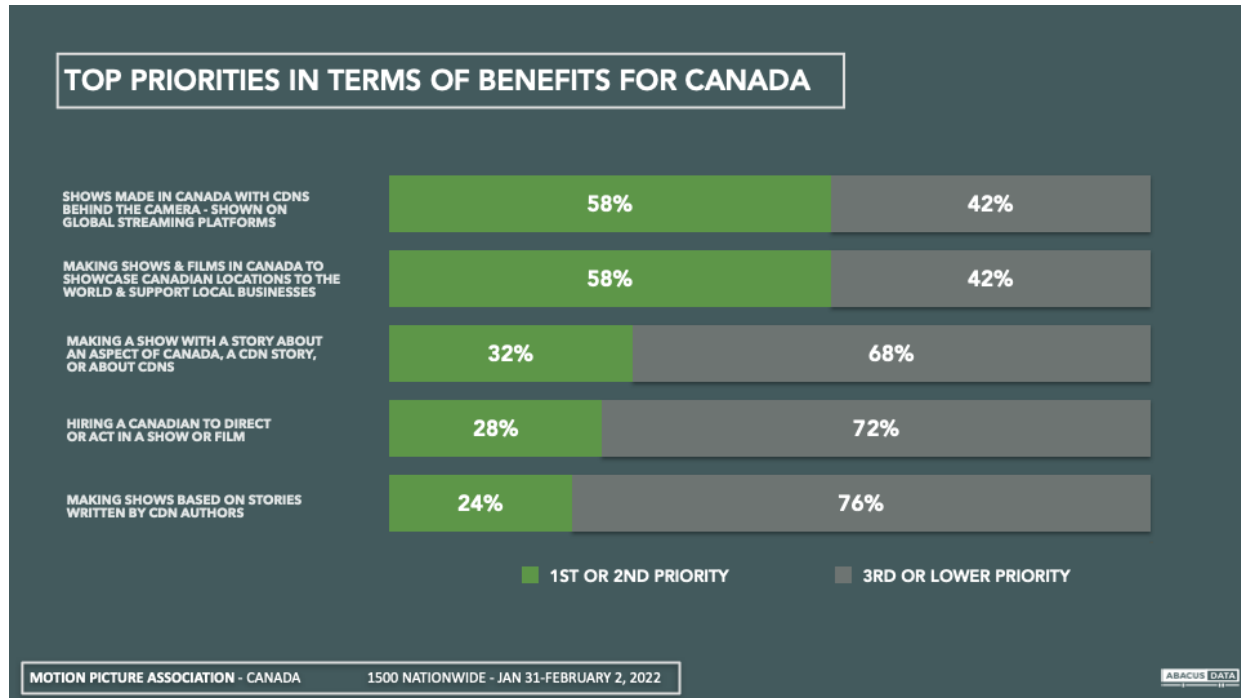
31%

SIGNIFICANT

57%

MOTION PICTURE ASSOCIATION - CANADA 1500 NATIONWIDE - JAN 31-FEBRUARY 2, 2022

Respondents were asked to assign a priority to several ways global studios and related streaming services could benefit Canada. Top priorities were the opportunity for shows made in Canada, with the attendant employment and economic benefits, to be seen by larger global audiences via streaming services.



Asked to choose between requiring global studios to contribute to a fund that is then given to Canadian producers to make films and shows versus the global studios making films and shows in Canadian locations, employing Canadians behind the camera and putting the content on global streaming platforms, 71% saw the latter as a better benefit for Canada.

**WHICH IS THE BETTER BENEFIT FOR CANADA**

IF GLOBAL STUDIOS PUT MONEY INTO A FUND THAT IS THEN GIVEN TO CANADIAN PRODUCERS TO MAKE SHOWS AND FILMS

**29%**

IF GLOBAL STUDIOS MAKE SHOWS AND FILMS IN CANADIAN LOCATIONS INVOLVING LOTS OF CANADIAN FILM AND TV WORKERS AVAILABLE TO THE WORLD VIA STREAMING PLATFORMS

**71%**

MOTION PICTURE ASSOCIATION - CANADA

1500 NATIONWIDE - JAN 31-FEBRUARY 2, 2022

ABACUS DATA

**PREFERENCES FOR PUBLIC POLICY**

HAVE THE GOVERNMENT SET RULES ABOUT WHAT SHOWS AND FILMS STREAMING SERVICES MAKE AVAILABLE IN CANADA TO AS TO MAKE SURE THERE IS ENOUGH CANADIAN CONTENT

**28%**

REQUIRE STREAMING SERVICES TO SUPPORT CANADIAN CREATIVE TALENT BUT IN WAYS THAT DO NOT AFFECT WHAT IS AVAILABLE TO CANADIAN CONSUMERS

**72%**

MOTION PICTURE ASSOCIATION - CANADA

1500 NATIONWIDE - JAN 31-FEBRUARY 2, 2022

ABACUS DATA

## **METHODOLOGY**

The survey was conducted with 1500 Canadian adults from January 31 to February 2, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.3%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

This survey was paid for by Motion Picture Association - Canada.