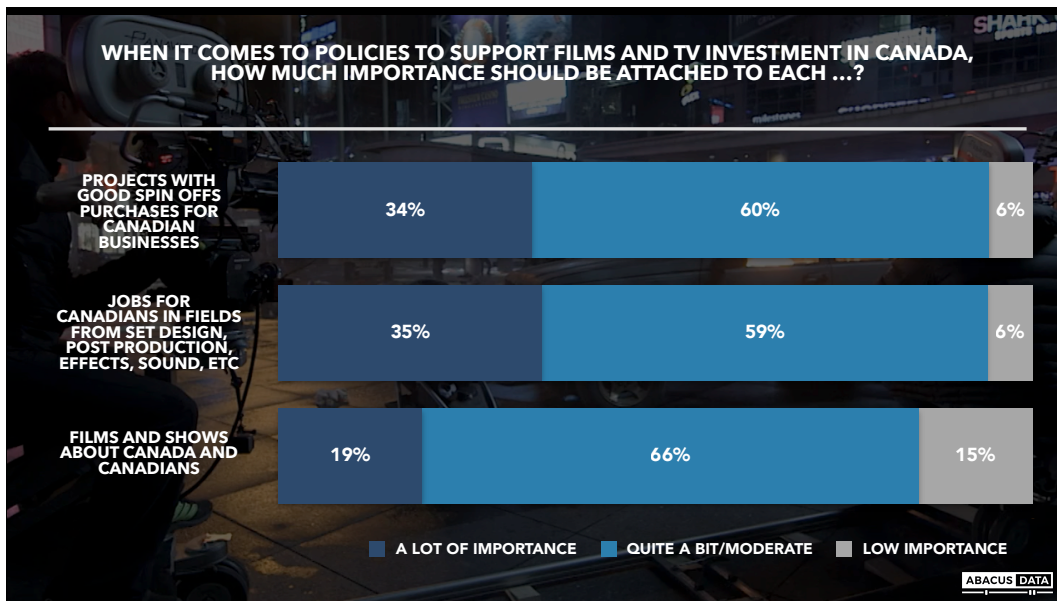


CANADIANS KEEN TO SEE MORE INVESTMENT IN FILM & TV PRODUCTION IN CANADA, WELCOME GLOBAL HOLLYWOOD STUDIO PROJECTS

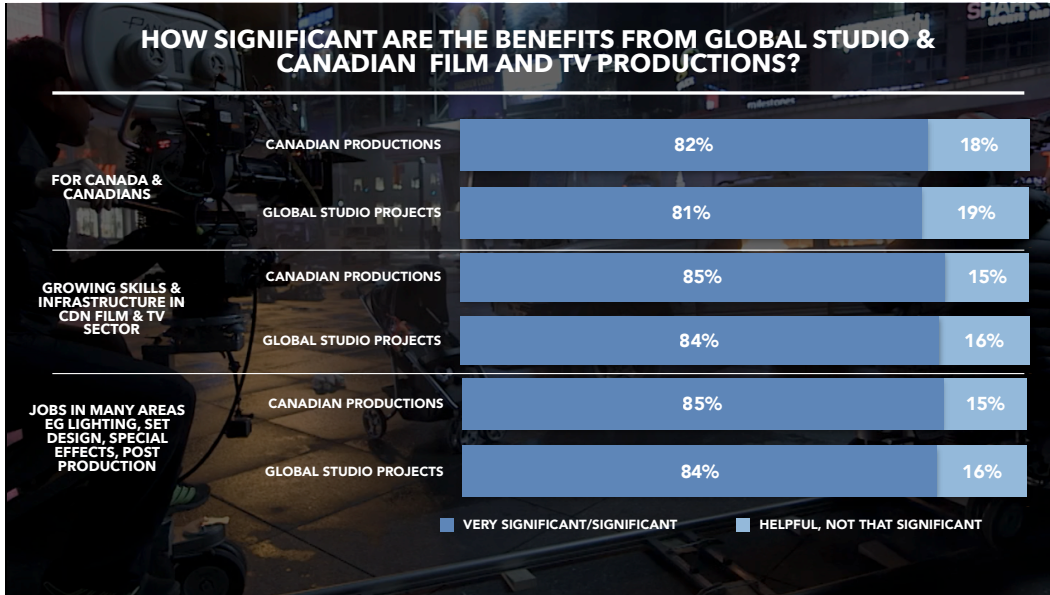
Abacus conducted a nationwide survey with a representative sample of 2000 Canadians between January 15-18th. The survey was conducted in both English and French and included a sample of 340 francophone Quebec residents. This note provides the highlights of our findings and more information can be obtained as needed from banderson@abacusdata.ca

- Canadians prefer to see federal policy put the **greatest priority on the jobs and other economic upsides** when it comes to federal policies designed to promote investment in film and TV production in Canada.

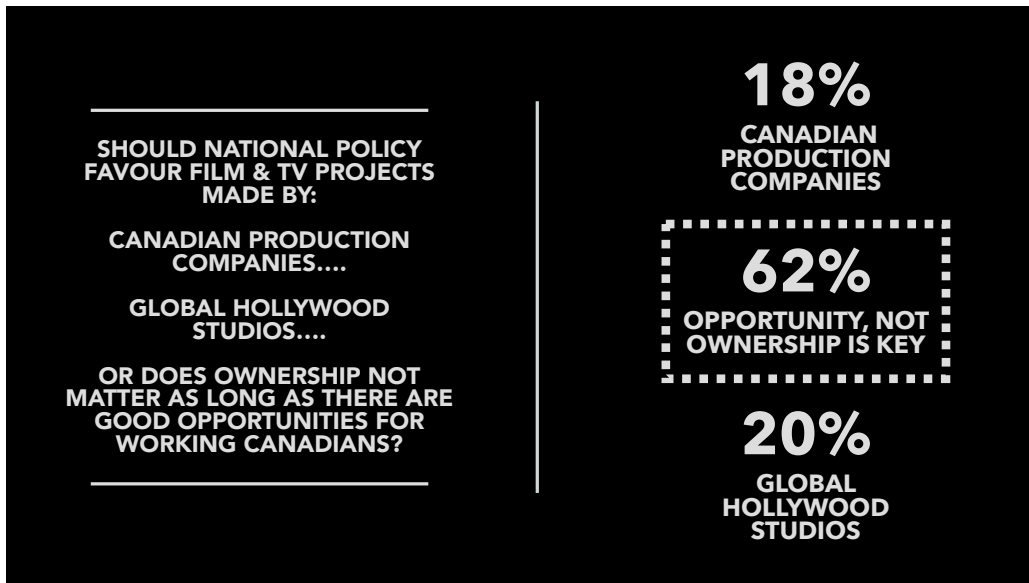
Large majorities attach importance to spin off purchases from Canadian businesses (94%) and employment in a wide variety of behind the scenes jobs (94%). Slightly fewer (85%) attach the same level of importance to “films and shows about Canada and Canadians”.

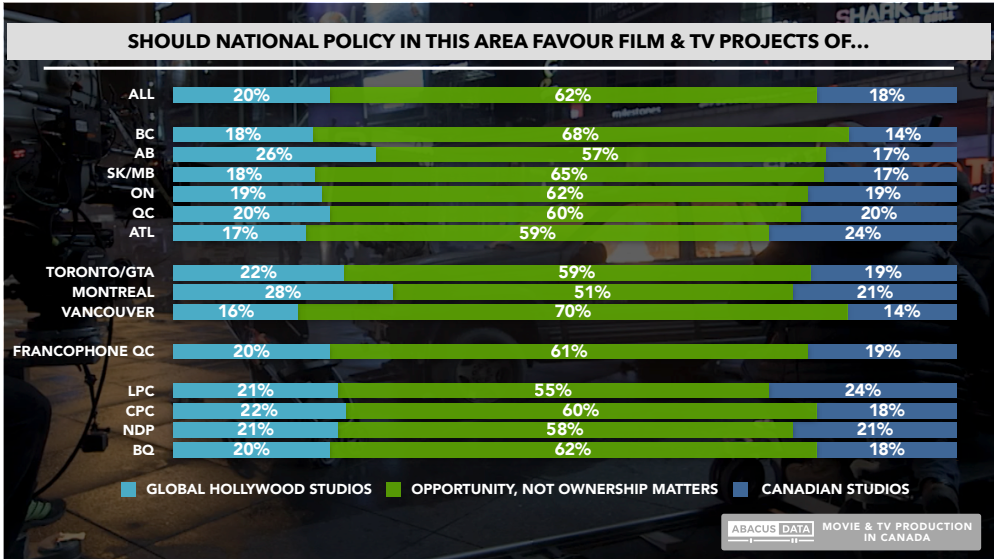


- When Global Hollywood studios invest in film and TV work in Canada, Canadians believe this creates significant benefits for Canadian film and TV workers (84%), for the infrastructure and the skill set in Canada’s film and TV sector (84%) and for the country as a whole (81%). Canadians see no meaningful difference in the contribution of Canadian versus Global studio productions on these criteria.



- Most (62%) say whether a project is backed by a Canadian or global Hollywood studio should matter less in federal policy terms than the opportunities for working Canadians. The rest are split between 20% saying preference should be placed on attracting Global studio projects and 18% saying preference should be on Canadian studio projects.





- Canadians value scriptwriting, directing and acting jobs but also attach the same level of value to a wide variety of other jobs in film and TV production, including set design, location services, special effects, costumes, post production, etc.

