

# DID YOU KNOW?

## THE ECONOMIC CONTRIBUTION OF THE FILM AND TELEVISION INDUSTRIES IN CHINA IN 2016: A STATISTICAL SNAPSHOT



OXFORD  
ECONOMICS

### FILM AND TV INDUSTRY EMPLOYMENT

Direct contribution<sup>1</sup>

**1,095,000**

Whole economy contribution<sup>2</sup>

**4,102,000**

#### FILM INDUSTRY<sup>3</sup>

228,000 Jobs



577,000 Jobs

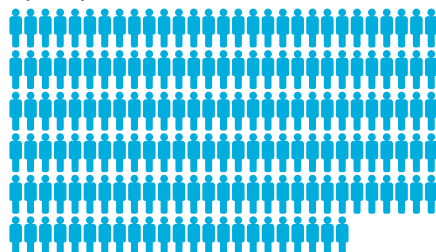


#### TELEVISION INDUSTRY<sup>4</sup>

826,000 Jobs



3,359,000 Jobs



#### OVER THE TOP (OTT)<sup>5</sup>

40,000 Jobs



162,000 Jobs



#### HOME ENTERTAINMENT<sup>6</sup>

1,000 Jobs



4,000 Jobs



### FILM AND TV INDUSTRY GDP

Direct contribution

**38.2 billion US\$**

Whole economy contribution

**86.3 billion US\$**

4.5 bn US\$

10.1 bn US\$

32.1 bn US\$

72.7 bn US\$

1.6 bn US\$

3.5 bn US\$

0.03 bn US\$

0.07 bn US\$

FILM INDUSTRY<sup>3</sup>

TELEVISION INDUSTRY<sup>4</sup>

OVER THE TOP (OTT)<sup>5</sup>

HOME ENTERTAINMENT<sup>6</sup>

### FILM AND TV INDUSTRY TAX REVENUE

Direct contribution

**7.2 billion US\$**

Whole economy contribution

**15.9 billion US\$**

0.9 bn US\$

1.9 bn US\$

6.0 bn US\$

13.3 bn US\$

0.3 bn US\$

0.6 bn US\$

0.01 bn US\$

0.01 bn US\$

FILM INDUSTRY<sup>3</sup>

TELEVISION INDUSTRY<sup>4</sup>

OVER THE TOP (OTT)<sup>5</sup>

HOME ENTERTAINMENT<sup>6</sup>

### BOX OFFICE REVENUE



Tier 1 cities  
1.6 bn US\$

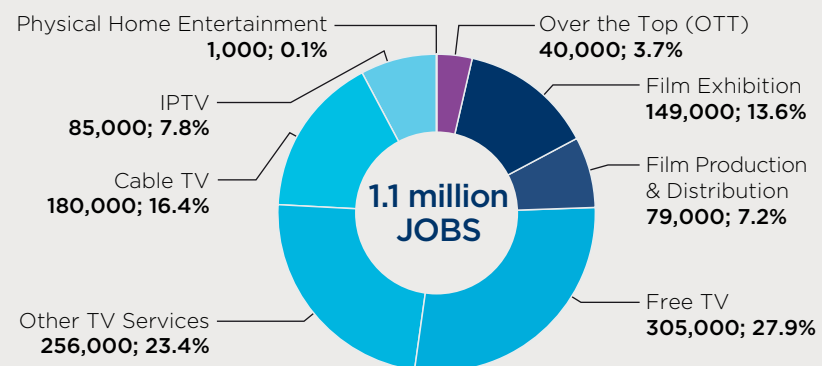
Tier 2 cities  
3.0 bn US\$

Tier 3 cities  
1.4 bn US\$

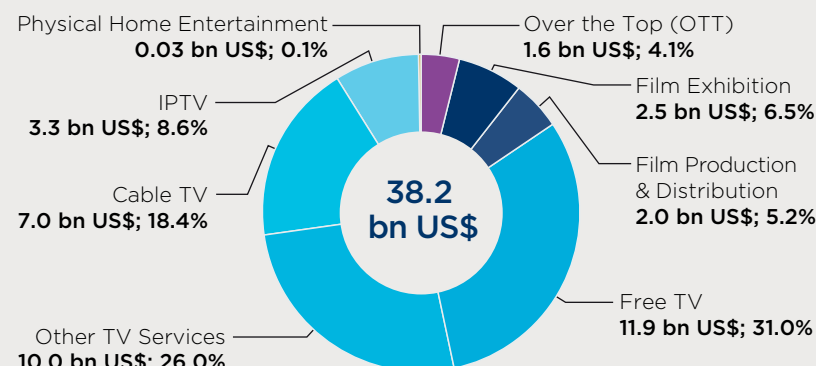
Tier 4 cities  
1.0 bn US\$

Tier 5 cities  
0.5 bn US\$

### DIRECT EMPLOYMENT CONTRIBUTION



### DIRECT GDP CONTRIBUTION



In 2016 38% of total Chinese box office revenue was earned in Tier 3-5 cities.

- Contribution within the Film and TV industry itself.
- Whole economy contribution consists of the direct contribution, supply-chain effects (from purchases by the film and television sectors from other industries within the country) and employee spending effects on the economy.
- Film production, distribution and exhibition.
- Free to Air TV, Cable TV, Other TV services and IPTV.
- Over the Top (OTT) services including Subscription Video on Demand (SVOD), Advertising Video on Demand (AVOD) online rentals and download to own.
- Comprises physical purchases and rentals.