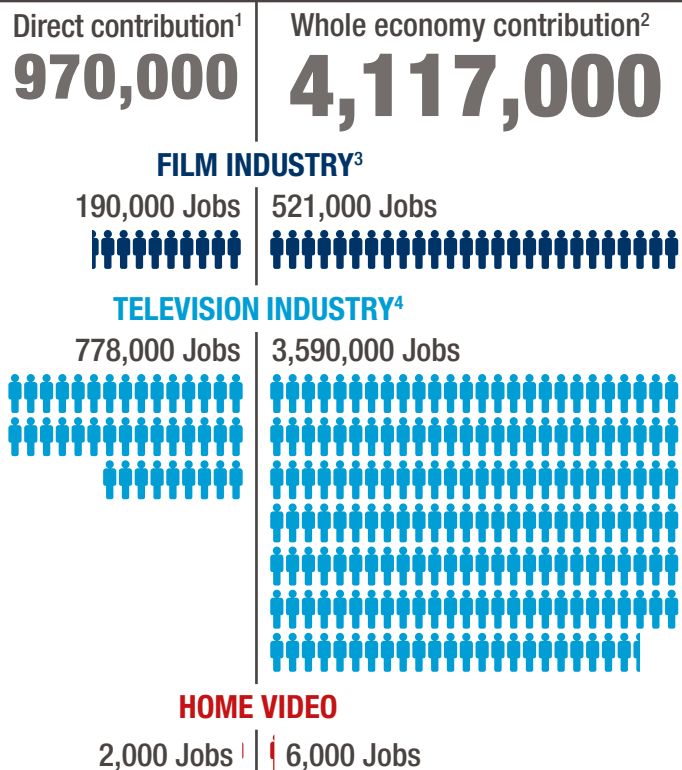


DID YOU KNOW?

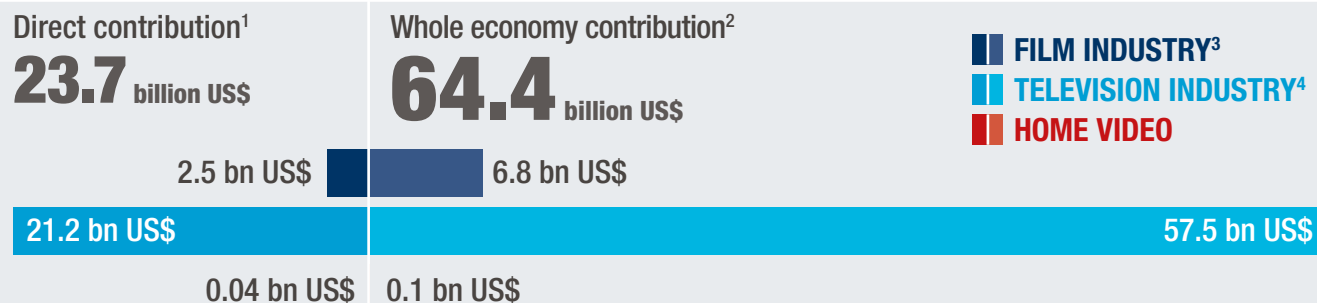
THE ECONOMIC CONTRIBUTION OF THE FILM AND TELEVISION INDUSTRIES IN CHINA: A STATISTICAL SNAPSHOT

October 2015

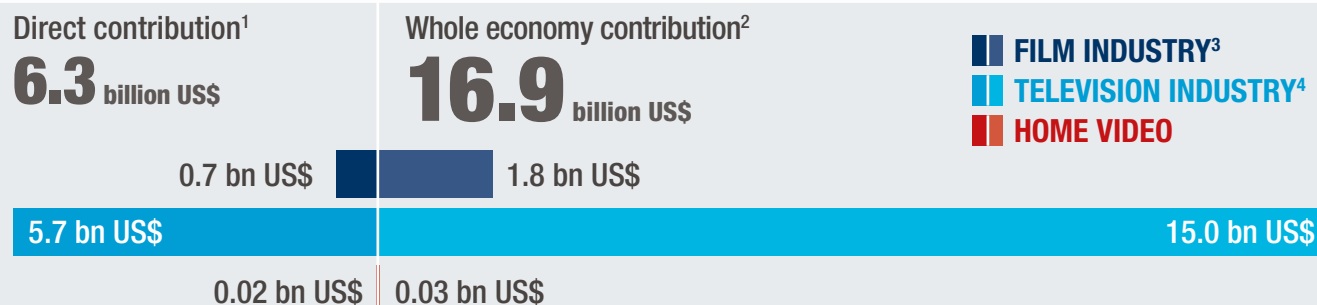
2014 FILM AND TV INDUSTRY EMPLOYMENT



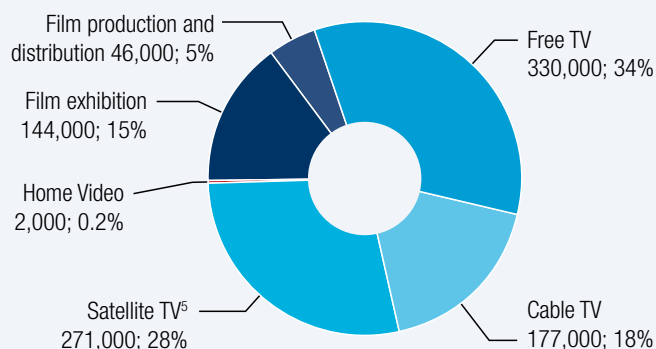
2014 FILM AND TV INDUSTRY GDP



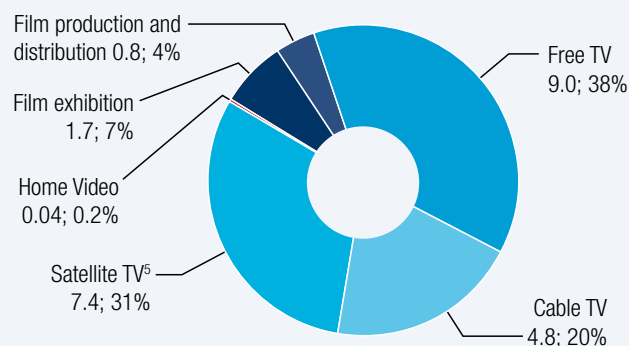
2014 FILM AND TV INDUSTRY TAX REVENUE



Direct employment contribution¹ (Total = 970,000 jobs)



Direct GDP contribution¹ (Total = 23.7 bn US\$)



There has been considerable growth in cinema construction across the country, including a substantial increase in the number of multiplexes. In 2014 there were approximately 23,600 cinema screens in China, an increase of 30% from the previous year and nearly five times the number in 2009.

1. Contribution within the Film and TV industry itself.
2. 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.
3. Film production, distribution and exhibition.
4. Free to Air TV, Cable TV and Satellite TV.
5. Impact from contracts with satellite operators to install/upgrade facilities and introduce satellite services in coming years.