



NEWS RELEASE

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MPAA CHAIRMAN AND CEO CHARLES RIVKIN UNVEILS NEW REPORT ON CHINA'S GROWING FILM AND TELEVISION INDUSTRY

Industry contributes USD 86.3 billion to the Chinese economy and supports over 4 million jobs

BEIJING/SINGAPORE: Motion Picture Association of America Chairman and CEO Charles Rivkin today unveiled a new report detailing the economic contribution of the film and television industry to the Chinese economy. The report follows a five-day tour of Hong Kong and China – Rivkin's first in the region as head of the MPAA – during which he met with top industry leaders, filmmakers, and government representatives.

The Economic Contribution of Film and Television in China in 2016 report found that the film and television industry contributed a total of USD 86.3 billion (573 billion Yuan) to the Chinese economy in 2016. The overall economic contribution increased by USD 22 billion (177 billion yuan), a 25% surge since the research was last conducted in 2014. The sector supported a total of 4.1 million jobs and generated a total tax contribution of USD 15.9 billion (105 billion Yuan).

"These numbers tell a great story about the remarkable growth and economic importance of the film and television industry in China," said Rivkin, who presented the report at the organization's annual end-of-year screen community reception. "They also underscore our partnership with the local film community and wider industry which will only continue to grow stronger."

Jiang Ping, Vice Chairman and President of China Film Corporation (CFC), said, "The success of the Chinese film and television industry is in large part due to the creativity, passion and drive of the many people who work in it. The success is also due to the contributions of the major stakeholders, including the international community with whom we share knowledge, build partnerships, make better movies, and give people an all-round enjoyable viewing experience. We are also working closely together to protect our intellectual property, which is absolutely necessary if this industry is to achieve its full potential."

Ming Zhenjiang, Chairman of China Film Producers Association (CFPA), said, "It is good to see the film and television industry continue to develop and grow. We are seeing audiences enjoy film and television content in many ways, from the all-immersive experience of the cinema, to television in the

home, and on mobile devices. The Internet is integral to the success of our industry – not only for a blossoming OTT sector, but also in the way that audiences hear about new shows, buy their tickets, and share their experience with friends. It is an exciting time for our industry, and we look forward to continued success.”

The report demonstrates a continued growth trend for the industry, highlighting the economic contribution of the core film and television sectors and the emerging internet streaming services. It also evaluates the economic impact of new cinemas in Tier 3-5 cities, film tourism, and film festivals.

Key statistics include:

	Total Contribution (billions)		Direct Contribution (billions)	
	USD	Yuan	USD	Yuan
Economic contribution of film & TV	86.3	573.1	38.2	253.6
Tax	15.9	105.3	7.2	48
Employment	4,102,000		1,095,000	

The Economic Contribution of Film and Television in China in 2016 [report](#), along with a one page summary infographic in [English](#), and [Chinese](#), are available to view and download from our website. The total economic contribution represents the impact of direct industry jobs and spending, along with indirect jobs and wages in thousands of companies with which the industry does business. This includes caterers, dry cleaners, hotels, florists, hardware and lumber suppliers, software, and digital equipment suppliers, as well as those doing business with consumers, such as home entertainment distributors, theme parks and tourist attractions.

The report was prepared by Oxford Economics and developed in partnership with China Film Distribution and Exhibition Association, China Film Producers’ Association, China Film Copyright Association, and China Audio-Video and Digital Publishing Association. The data was based in part on official statistics in the “Blue Book of China’s Radio, Film and Television” published by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT).

The annual MPA end-of-year film and TV industry reception, held at the Hotel Éclat Beijing, featured key representatives of the film and television industry in China, MPAA members, and media. The event was followed by a special screening of *Youth* by acclaimed director Feng Xiaogang.

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

For more information, please contact

Stephen Jenner
MPA Asia-Pacific
(65) 6253 1033

June Tan
MPA Asia-Pacific
(65) 6253 1033