

DID YOU KNOW?

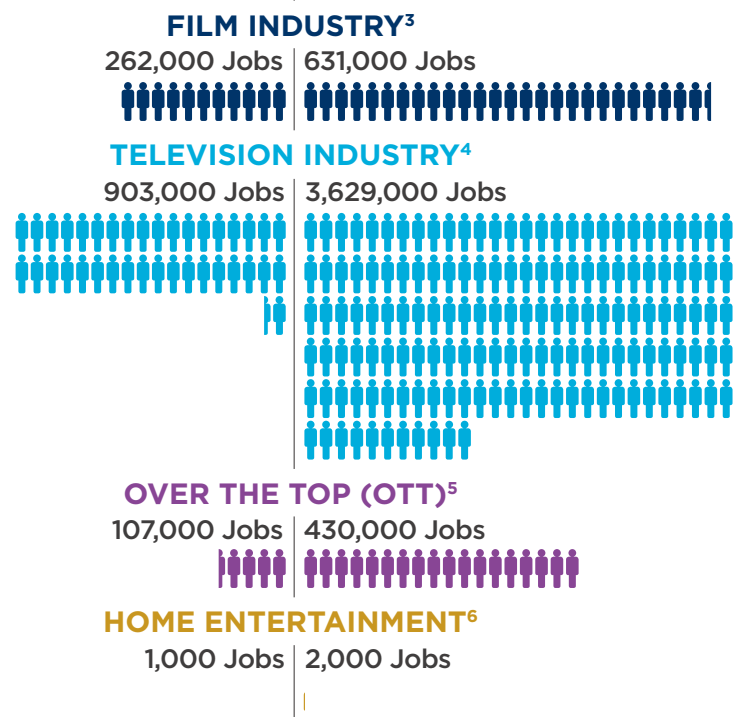
THE ECONOMIC CONTRIBUTION OF THE FILM AND TELEVISION INDUSTRIES IN CHINA IN 2017: A STATISTICAL SNAPSHOT



OXFORD
ECONOMICS

FILM AND TV INDUSTRY EMPLOYMENT

Direct contribution¹ **1,272,000** Whole economy contribution² **4,692,000**



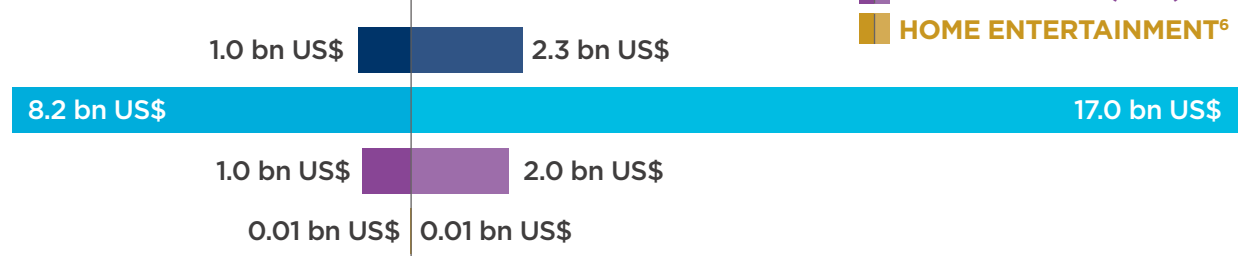
FILM AND TV INDUSTRY GDP

Direct contribution **47.6 billion US\$** Whole economy contribution **108.4 billion US\$**

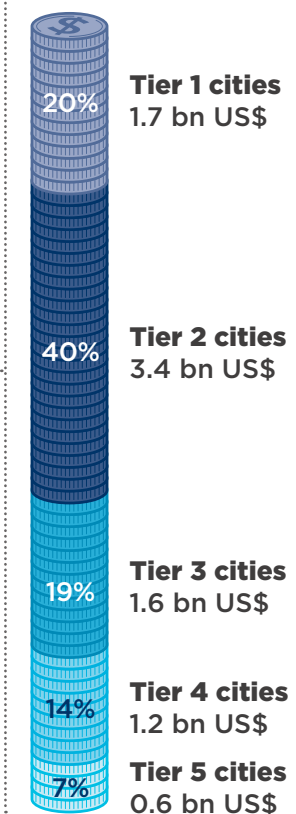


FILM AND TV INDUSTRY TAX REVENUE

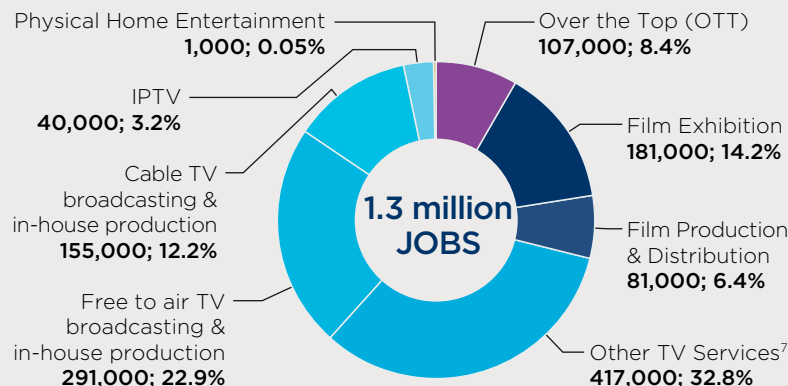
Direct contribution **10.2 billion US\$** Whole economy contribution **21.3 billion US\$**



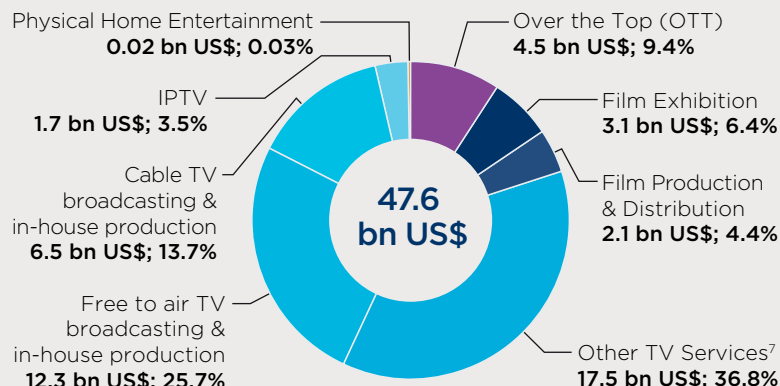
BOX OFFICE REVENUE



DIRECT EMPLOYMENT CONTRIBUTION



DIRECT GDP CONTRIBUTION



In 2017, 40% 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 broadcasting and in-house production, Cable TV broadcasting and in-house production, 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.
- Includes activity related to distribution, external artist performances, external production services, sale of broadcasting rights, co-productions, technical consultation and services, external business services, intangible asset transfers, donations, asset leases, interest and other activities.