

Toronto



Production companies spent a grand total of \$877.84 million filming on-location in Toronto in 2009.

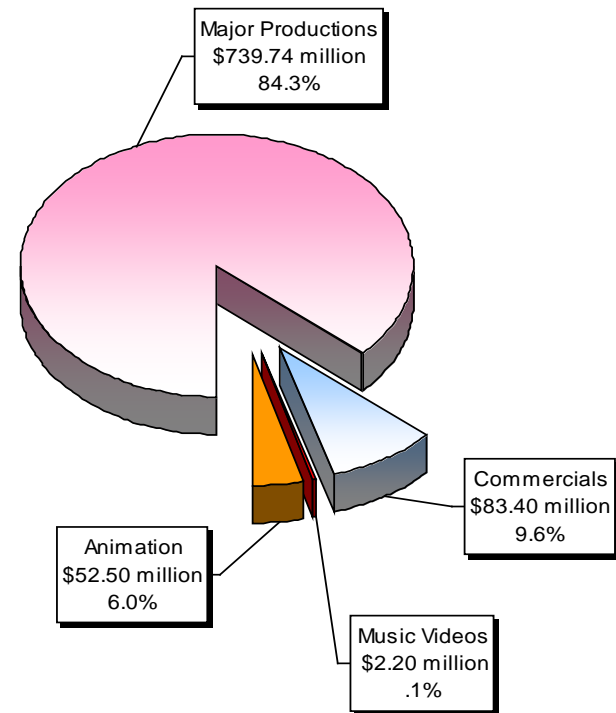
This is a 43% increase in total production spending over the \$610.561 million reported in 2008.

Chart identifies values of production spending by production type.

Percentages shown on the chart indicate the share a production type contributed towards the grand total expenditure for 2009

Major productions include feature films, movies for television, mini-series, television specials and TV series.

Total Production Spending in the City of Toronto 2009



Spending in millions of dollars



Toronto



- The following statistical charts prepared by the Toronto Film & Television Office include values for productions which include some **on-location** component.

- The statistics and data do not include agency costs for talent, post production or productions with solely in-studio production activity.

- Please note that any production in receipt of an Ontario tax credit has not been reconciled with OMDC tax credits

Gateway to North America

Toronto

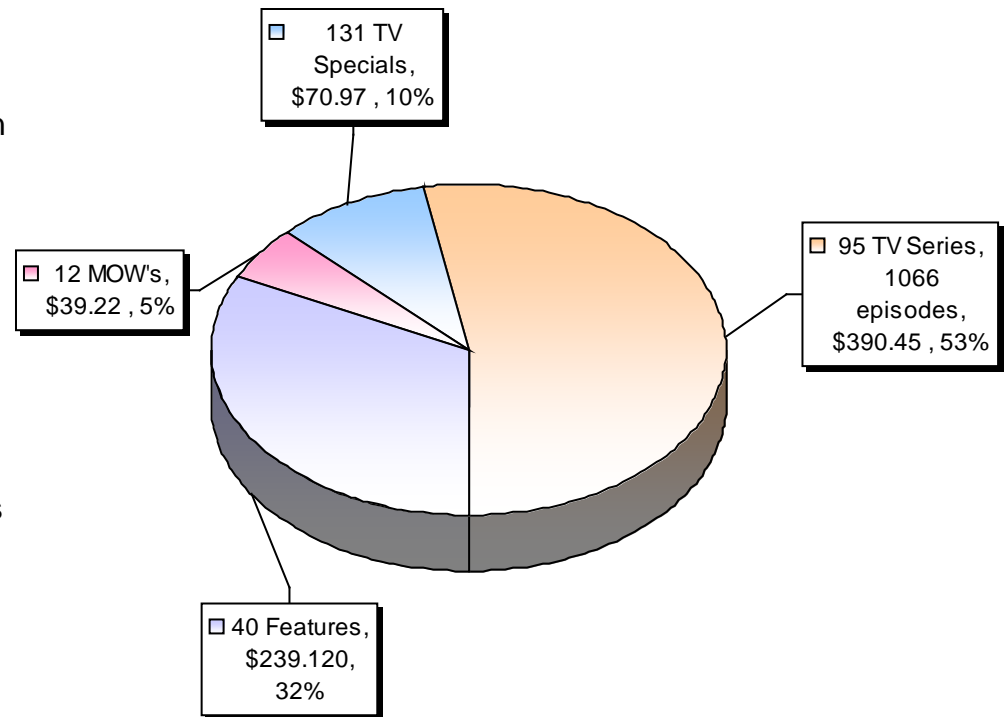


Major Productions – Number and Spending in the City of Toronto during 2009 by production type

This chart shows the total number of major productions and total value of major production spending by production type.

It includes both domestic and foreign productions filmed on location in Toronto.

Percentages indicate the share a production type's contribution was toward the grand total expenditure of \$877.84 million reported for 2009.



Spending in millions of dollars

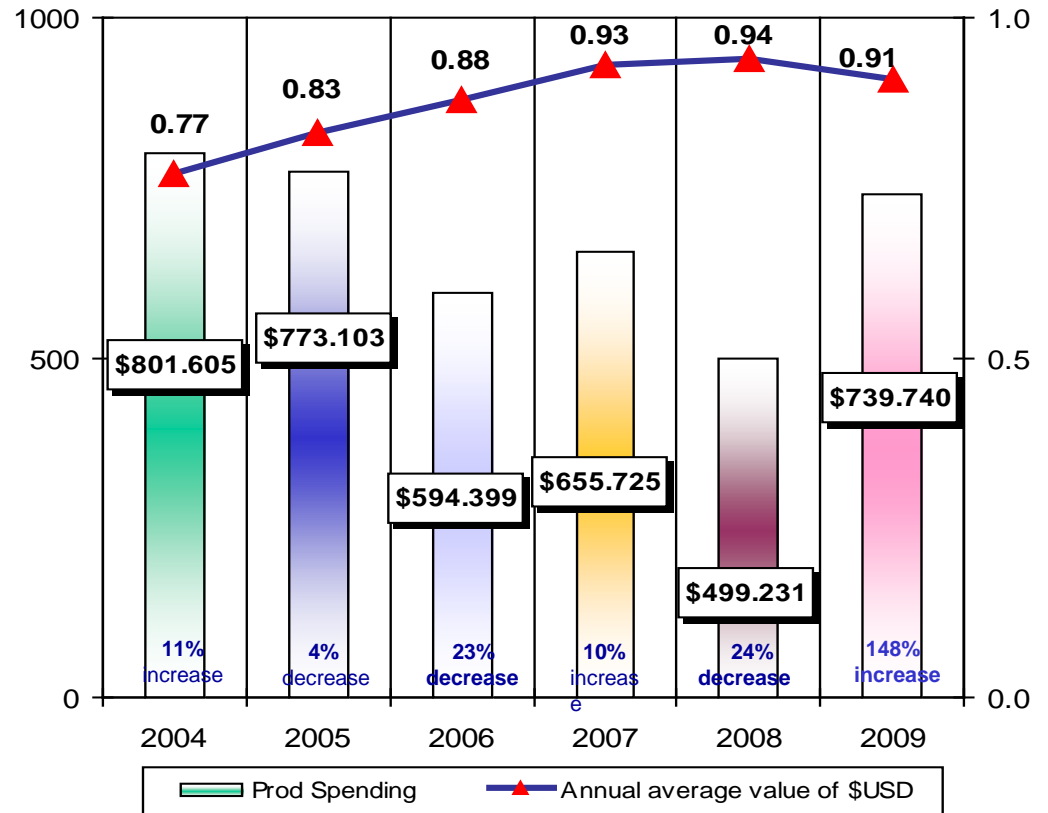
Toronto



Major productions includes domestic and foreign feature films, movies made-for-television, mini-series, TV specials, and TV series.

The values indicated on this chart are for those productions that filmed with at least some location work in Toronto.

Major Production Spending 2004 to 2009



spending in millions of dollars

Estimated values

Gateway to North America

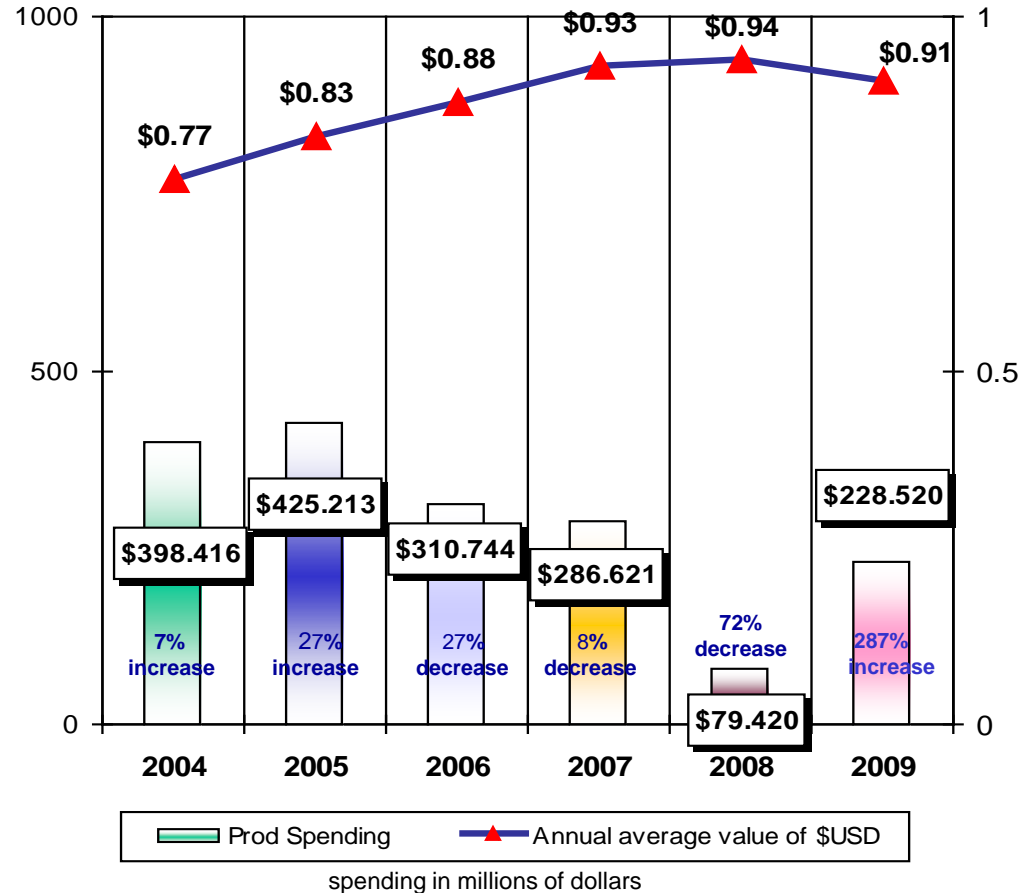
Toronto



U.S. Production Spending 2004 to 2009

This chart includes all major U.S. production activity filmed on-location in Toronto (feature films, movies made for television, mini-series, tv specials and tv series).

The change in 2009, a growth of 287%, illustrates a significant reversal in the average decline in U.S. foreign production spending experienced during the past five years.



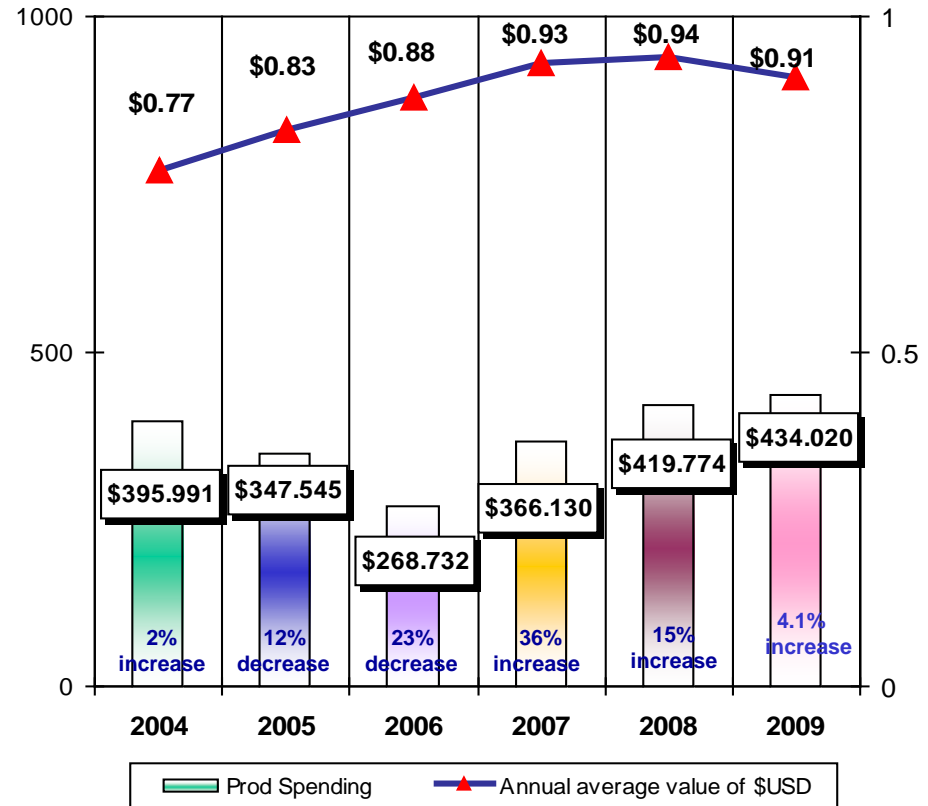
Toronto



Domestic Production Spending 2004 to 2009

This chart includes all major domestic production activity filmed on-location in Toronto (feature films, movies made for television, mini-series, tv specials and tv series).

The data show a steady growth in domestic production spending for the past three years.



spending in millions of dollars

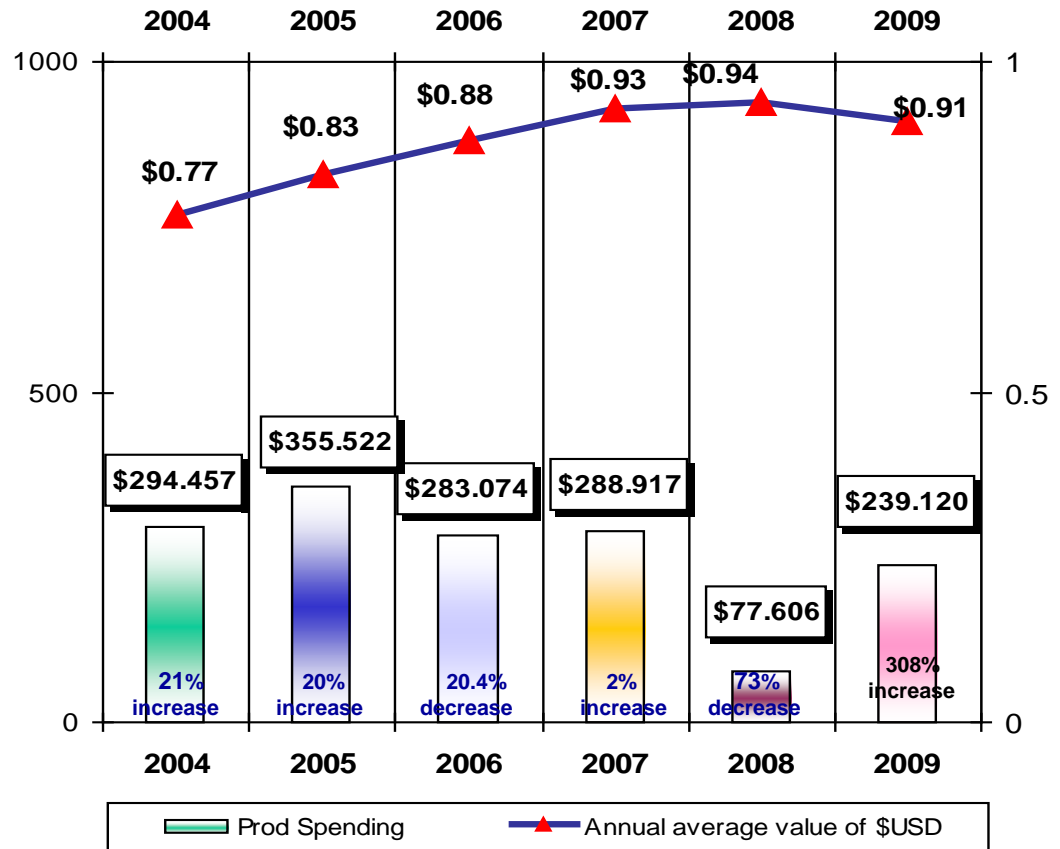
Toronto



Feature Film Production Spending 2004 to 2009

Values include both domestic and foreign productions filmed with a minimum of one day of location shooting in Toronto.

2009 saw a very significant increase in spending and this still falls short of traditional levels of activity in Toronto.



spending in millions of dollars

Gateway to North America

Estimated values

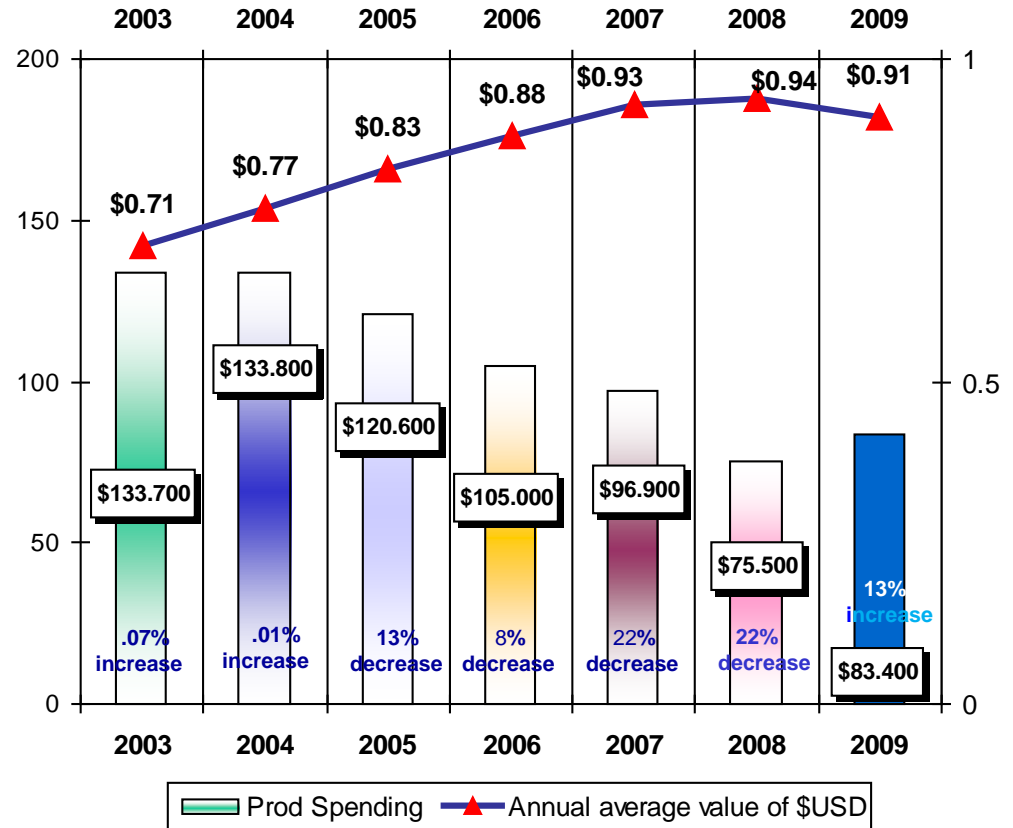
Toronto



Commercial Production Spending 2003 to 2008

Values include domestic and foreign spots filmed on-location only. They do not include agency costs for talent and post production or in-studio commercial production activity.

The data show a modest increase from the 2008 level and first positive result in commercial production spending in three years.



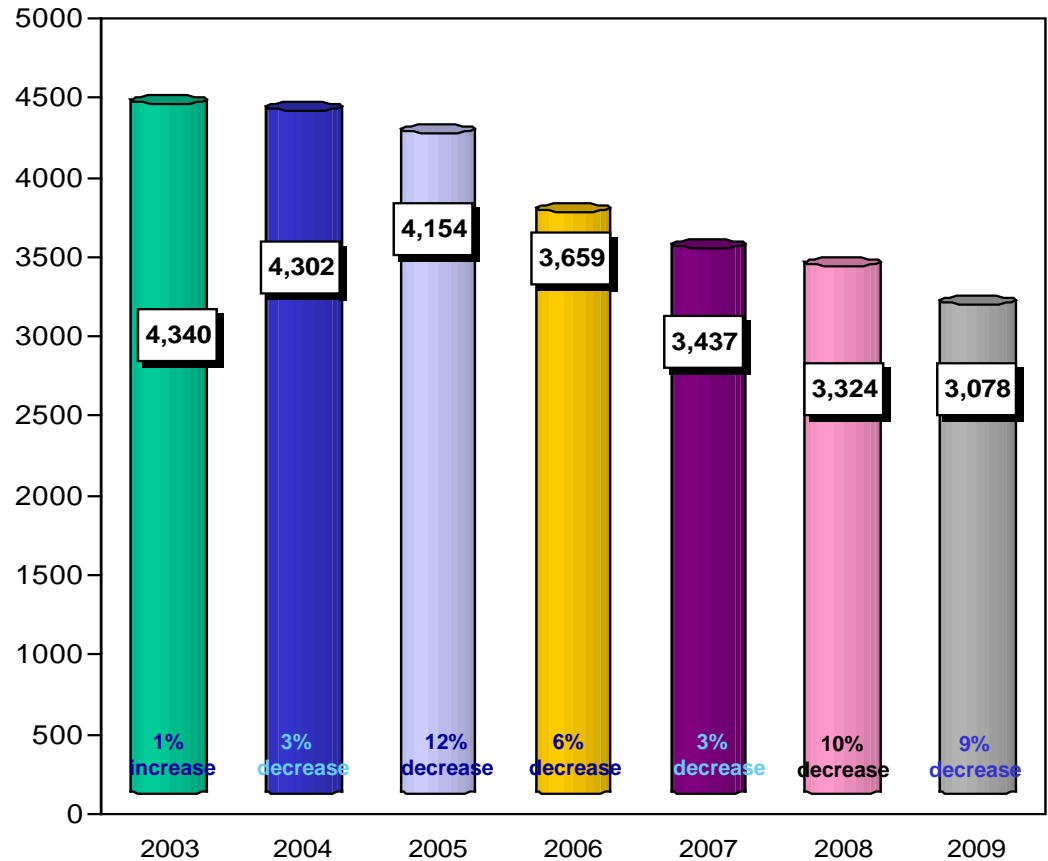
spending in millions of dollars
based on an average shooting day cost of \$100K

Toronto



Location Filming Permits Number issued 2003 to 2009

The change over the six year period illustrated on this chart shows a slow decline in permits issued.



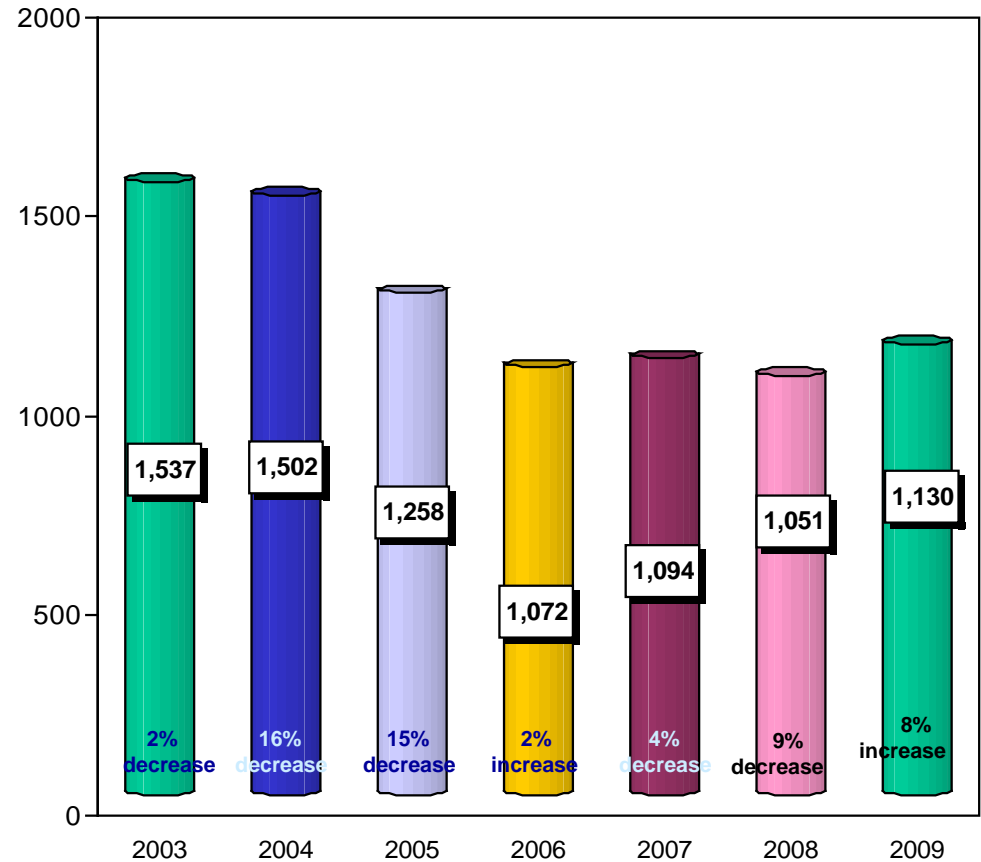
Gateway to North America

Toronto



Number of Location Filming Projects 2003 to 2009

Location filming projects have been relatively constant for the past 4 years with a slight increase in 2009.



Gateway to North America

Toronto

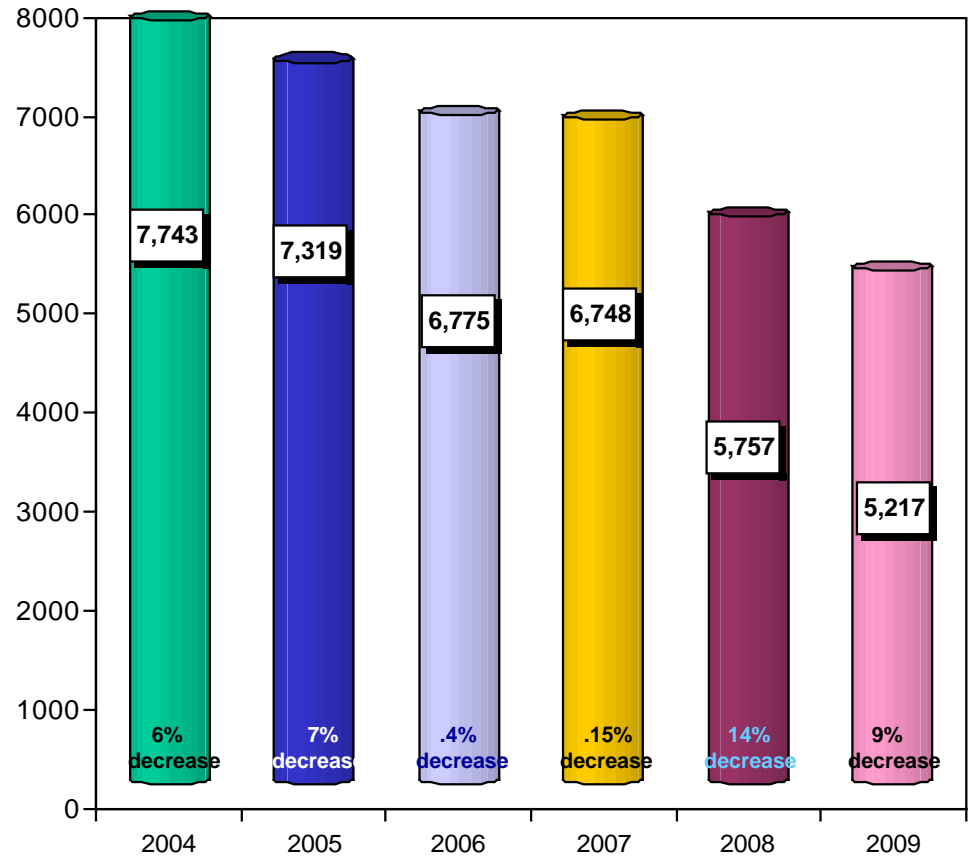


Number of Location Filming Shooting Days 2004 to 2009

A shooting day is one day of production from start to wrap for one production company.

Shooting days shown represent only the days spent on location as permitted by the Toronto Film and Television Office.

There has been a steady decline in shooting days for the past six years and may be reflective of shifts in the industry.



Gateway to North America