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Nordicity Group and the CFTPA release the eighth edition of the annual economic report on the Canadian film and TV production industry

OTTAWA — January 29, 2004 — For the eighth consecutive year, Nordicity Group Ltd. has prepared *Profile 2004: An Economic Report on the Canadian Film and Television Production Industry* for the Canadian Film and Television Production Association (CFTPA). The CFTPA released the latest edition of the report at its annual conference, *Primetime in Ottawa*.

According to the data and research in *Profile 2004*, total production spending in the Canadian film and television production industry rose by 4 percent to \$4.93 billion in 2002/03. This growth was fuelled by an 8 percent rise in foreign location production and a 4 percent increase in broadcaster in-house production. While these sectors experienced growth, independently produced Canadian content, (i.e., production certified by the Canadian Audio-visual Certification Office) experienced no growth in 2002/03.

The growth in 2002/03 does not reflect the impact of cuts to the Canadian Television Fund, and any decreases in foreign location production in 2003 that may have been attributable to the outbreak of the SARS virus, or rising value of the Canadian dollar.

Weak international demand continued to negatively impact the ability of Canadian producers to market Canadian programs and films outside of Canada. In 2002/03, the export value of independently produced Canadian content dropped by 25 percent to \$474 million.

Non-CTF certified Canadian production dropped by 30 percent since 1999/00, from \$1.72 billion to \$1.2 billion.

Film and television production activity in Canada generated an estimated 133,400 direct and indirect jobs in 2002/03.

Profile 2004 was produced by the CFTPA in conjunction with the Association des producteurs de films et de television du Québec (APFTQ), and the Department of Canadian Heritage. A copy of *Profile 2004* can be downloaded from the CFTPA's Web site. Please go to <http://www.cftpa.ca/newsroom/publications.html>.

Nordicity Group Ltd. (www.nordicity.com) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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For more information:

Peter Lyman, +1 416 569 0891, plyman@nglglobal.com

For more information on Nordicity Group Ltd.:

<http://www.nordicity.com>