

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

OTTAWA — February 16, 2006 — For the tenth consecutive year, Nordicity Group Ltd. has prepared *Profile 2006: 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 2006*, total production spending in the Canadian film and television production industry dropped by nine percent to \$4.50 billion in 2004/05. This decrease was largely due to a drop of 23 percent decrease in foreign location production; foreign location production totalled \$1.46 billion in 2004/05.

Canadian feature film production also experienced a drop in production in 2004/05; it was down by 31 percent to \$253 million.

The decreases in foreign location production and Canadian feature film production were offset by increases in Canadian television production and broadcaster in-house production. Canadian television production (including CAVCO-certified and non-CAVCO Canadian production) increased by 3 percent to a total of \$1.69 billion. Broadcaster in-house production rose by 5 percent to \$1.09 billion.

Weak international demand continued to negatively impact the ability of Canadian producers to market Canadian television programs and films outside of Canada. In 2004/05, the export value of Canadian content dropped by 27 percent to \$301 million.

Film and television production activity in Canada generated an estimated 119,500 direct and indirect jobs in 2004/05.

Profile 2006 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 2006* 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) helps businesses make strategic decisions; we also address regulatory and government policy issues for firms, consortia, and industry associations. Our consultants provide clients with strategic planning, business case analysis, market assessment and forecasting, economic analysis, financial modelling, evaluation frameworks, and other tools for strategic and operational decision making.

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