



FACT SHEET

North American screen industry investment in New Zealand

- North America contributes between 80 and 90 per cent of all international screen revenue in New Zealand. Last year it represented an investment in the New Zealand economy of \$387 million – a rise of 30 per cent on the previous year
- An increasing proportion is in contract work, where specialised production or post-production services are contracted by a North American business. In just three years the income from North America received by NZ screen contractors has increased almost five-fold, going from \$23 million to \$106 million

The New Zealand situation

- New Zealand's film and television industry has risen to become one of our most lucrative - \$2.99 billion in 2011
- It supports over 2700 businesses, over 95 per cent of which were involved in production and post-production work
- Production and post-production work is the creative part of the screen industry; in which films, television programmes and commercials are made. This sector has continued to grow despite challenging economic times, and was worth \$1403 million in 2011
- The film sector alone contributes half of all production and post-production revenue. In 2011 this was worth \$700 million
- More than 1000 New Zealand businesses contracted services to the feature film industry in 2011

[Source Statistics New Zealand]

INTERNATIONAL PRODUCTION

Who is filming here?

The US studios have been filming in New Zealand for two decades starting with Ron Howard's *Willow* (Imagine Films Entertainment/MGM) in 1988. In feature films, these early beginnings were followed by the landmark *Lord of the Rings Trilogy* (New Line Cinema), *Vertical Limit* (Sony Pictures), *The Last Samurai* (Warner Bros. Entertainment), *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe* (Walden Media and Walt Disney Pictures), *King Kong* (Universal Pictures), *The Lovely Bones* (Dreamworks SKG) through to more recent projects such as *The Adventures of Tintin: The Secret of the Unicorn* (Paramount Pictures), *Yogi Bear* (Warner Bros. Entertainment), *Avatar* (Twentieth Century Fox), and currently *The Hobbit Trilogy* (Warner Bros. Entertainment). New Zealand also has major US clients in television production, including *Spartacus* (Starz Media), *Penguins of Madagascar* (Nickelodeon), *Legend of the Seeker* (The Walt Disney Company), and *Power Rangers* (The Walt Disney Company then Saban Entertainment), as well as global broadcast networks National Geographic and Discovery Channels.