

# Screen Industry: 2014/15

Embargoed until 10:45am – 13 April 2016

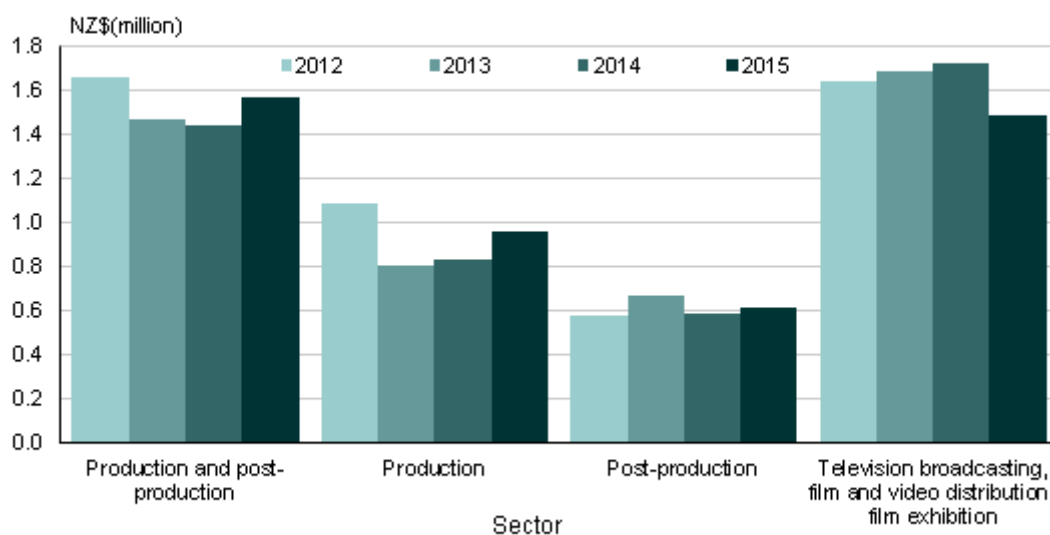
## Key facts

In 2015:

- The total revenue from all screen industry businesses in New Zealand was \$3.22 billion, up \$66 million from 2014.
- Wellington film production revenue declined 55 percent, to \$289 million.
- 95 percent of businesses in the screen industry had less than \$1 million in total revenue.
- International revenue increased by \$20 million, to \$515 million.
- Wellington continued to lead in feature film production, while Auckland-based businesses led TV production.

### Gross revenue of screen industry businesses

By sector, 2012–15 financial years



Source: Statistics New Zealand

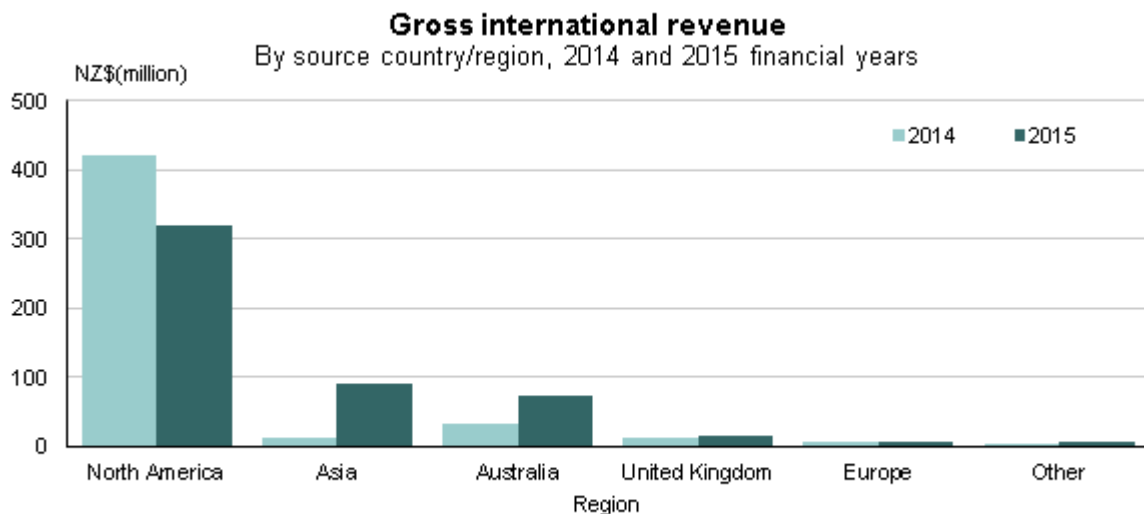
Liz MacPherson, Government Statistician  
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13 April 2016

## Commentary

- Total screen industry revenue up 2 percent
- International co-productions continue to grow
- Auckland and Wellington dominate New Zealand's screen industry
- Funding and financing for producing is stable
- People employed in screen industry in 2014 declines

## Total screen industry revenue up 2 percent

The total revenue from all businesses in the screen industry was up 2 percent to \$3.22 billion in 2015, from \$3.16 billion in 2014. Revenue from production activity rose 15 percent, while post-production revenue rose 4 percent. International revenue rose 4 percent for production & post-production sector businesses, to \$515 million. In particular, revenue from Asia rose dramatically, from \$14 million in 2014 to \$74 million in 2015. This was mainly driven by an increase in contracting income, rather than income from producing.



Source: Statistics New Zealand

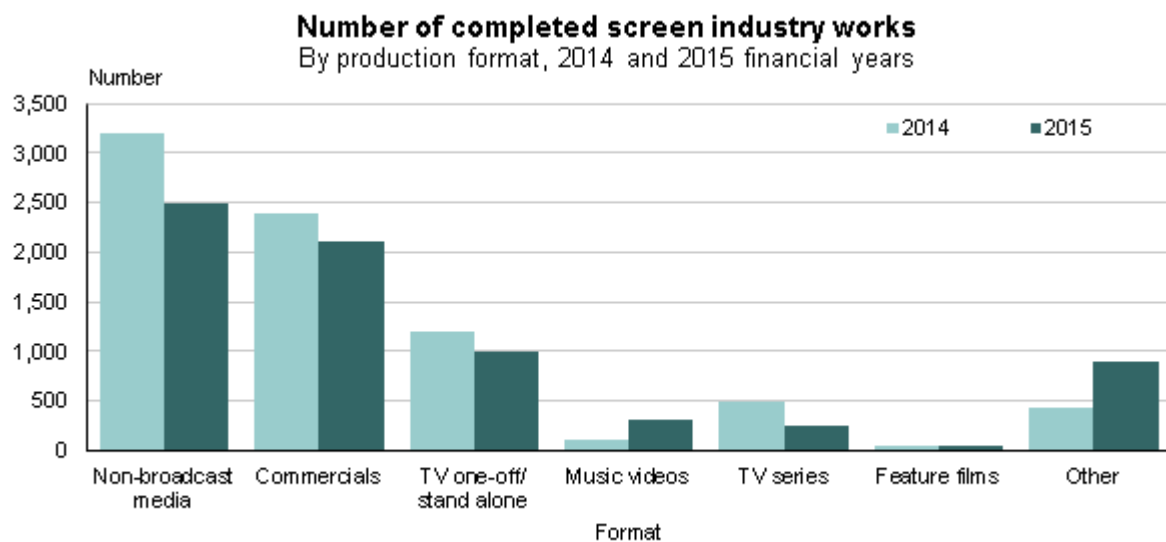
New Zealand screen industry businesses spent \$63 million on production and post-production activities outside New Zealand, up from \$21 million in 2014. Overall expenditure on producing decreased 4 percent to \$771 million, from \$799 million in 2014. Almost half of all expenditure was spent in Auckland – a total of \$372 million.

## International co-productions continue to grow

The number of international co-productions completed in 2015 rose to 106, which was 34 percent higher than in 2014. Co-productions describe content produced with an overseas business or individual, where each business made a financial and creative contribution. Australia was the most common country of origin for the 25 businesses that had international co-production partners.

The number of completed films and television programmes fell in 2015. While 40 were completed in 2014, 35 feature films were completed in 2015. The number of other production formats

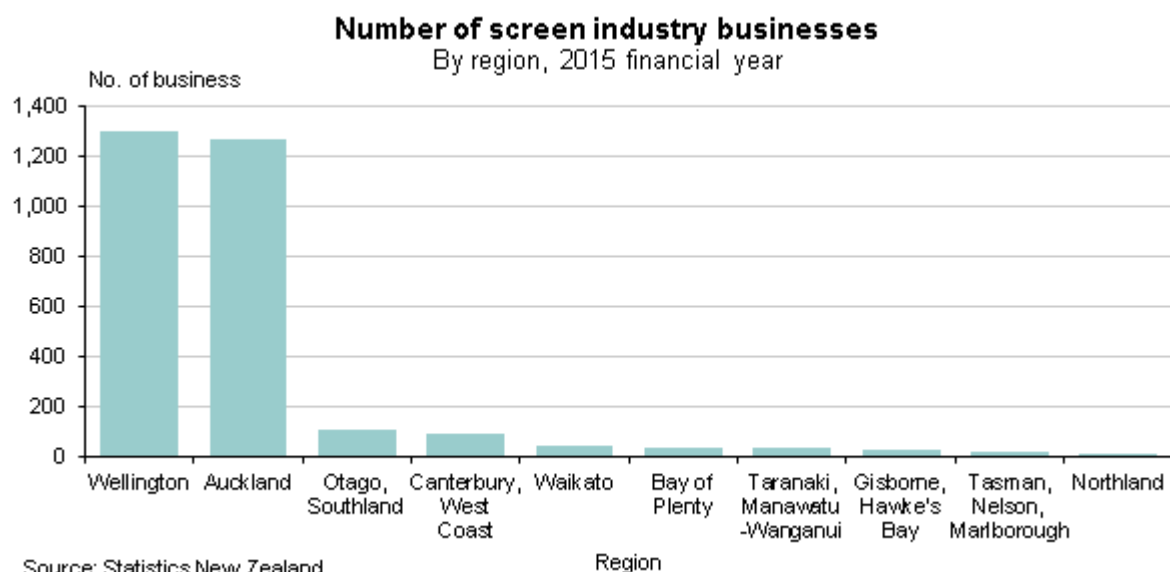
(including short films, music videos, and web series) increased to 900 in 2015, up from 420 in 2014.



Source: Statistics New Zealand

## Auckland and Wellington dominate New Zealand's screen industry

In New Zealand, screen industry businesses tend to be split between the Auckland and Wellington regions. In 2015, 45 percent of businesses had their main office in the Auckland region, and 46 percent in the Wellington region. Over three-quarters of all screen industry businesses carried out production activity within the Auckland region. Wellington businesses earned 78 percent of all post-production revenue, and 90 percent of the digital graphics, animation, and effects revenue.



Source: Statistics New Zealand

Gross revenue earned by businesses located in the rest of the North Island (excludes Auckland and Wellington regions) and the South Island remained largely unchanged from 2014, making up around 4 percent of the total.

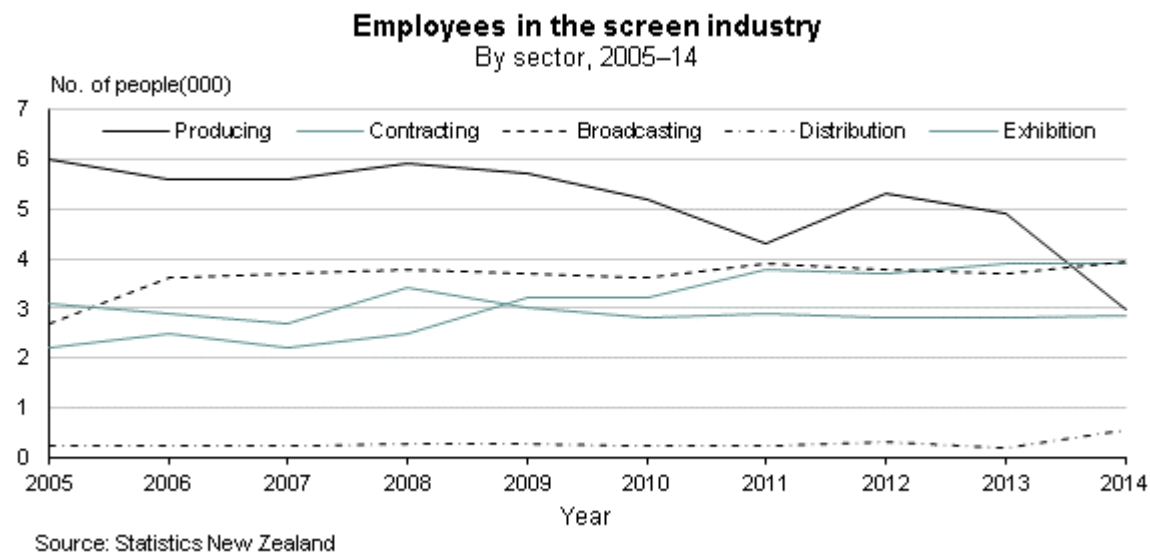
## Funding and financing for producing is stable

In 2015, the total amount of funding and financing received for producing dropped 1 percent, to \$300 million. Funding and financing received from broadcasters grew to \$87 million, up \$30 million from 2014. NZ on Air funding and financing for productions rose 11 percent to \$105 million, while funding and financing from Te Māngai Pāho dropped 10 percent to \$35 million.

Funding and financing received for television programmes rose 33 percent in 2015, to \$335 million. Feature films received 38 percent of the funding and financing, while 58 percent was for television programmes.

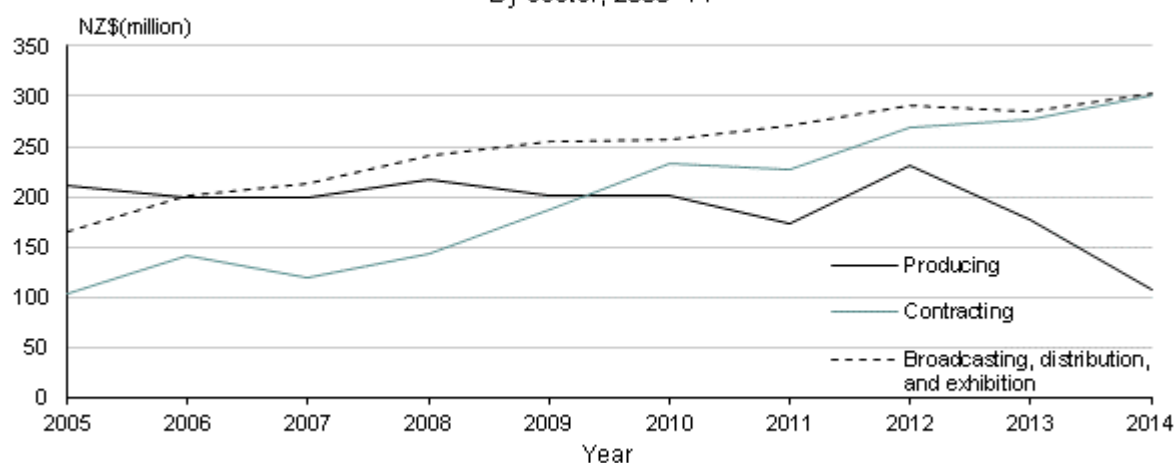
## People employed in screen industry in 2014 declines

Many people employed in the screen industry are contractors, and may work multiple jobs throughout one year, both within the screen industry and outside it. The most recently available employment data (which includes contractors) is for the year ending March 2014.



In 2014, 14,200 people were employed in the screen industry, working a total of 25,400 jobs. This is lower than in 2013, when 15,500 people were employed in the screen industry, working a total of 27,100 jobs. The total wages earned fell from \$742 million in 2013 to \$710 million in 2014. Of people working in the screen industry in 2014, 68 percent were aged under 40.

### Earnings from jobs in the screen industry By sector, 2005–14



Source: Statistics New Zealand

For more detailed data see the Excel tables in the 'Downloads' box.

## Related links

- [Next release](#)
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## Next release

*Screen Industry: 2015/16* will be released on 12 April 2017.

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## Past releases

[Screen Industry Survey](#) has links to past releases.

## Data quality and definitions

### Period-specific information

[Screen Industry: 2014/15 – data collection methodology](#) details the methodology used for this release.

### General information

[Screen Industry Survey](#) details the methodology used to produce screen industry statistics.

[Screen Industry – concepts](#) provides the definitions of terms used in this release.

### **[Principles and protocols for producers of tier 1 statistics](#)**

Statistics in this release are produced in accordance with the Official Statistics System principles and protocols for producers of Tier 1 statistics for quality. They conform to the Statistics NZ Methodological Standard for Reporting of Data Quality.

## Related information

[The Data Book](#) is New Zealand's only directory of the screen production industry. It provides free listings for businesses and individuals involved in screen production in New Zealand.

[Motion Picture Distributors Association of NZ](#) provides information on box office takings in New Zealand.

[Ministry of Business, Innovation and Employment](#) supports the development of the New Zealand screen industry.

[Screen Production and Development Association \(SPADA\)](#) is an industry body that represents screen production, post-production, distribution, and broadcasting in New Zealand.

New Zealand Film Commission helps New Zealand films get made, promoted, and seen.

Film New Zealand facilitates access to New Zealand as a film destination.

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## Tables

See the Excel tables in the 'Downloads' box on this page. They provide breakdowns of screen industry activity at the national and regional levels.

If you have problems viewing the files, see [opening files and PDFs](#).

### Screen Industry Survey: 2014/15 – national tables

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- N3 Distribution of businesses in the screen industry, by gross revenue range and sector
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- N8 Gross revenue of production and post-production sector businesses, by production format and business activity
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- N10 Gross revenue received by production and post-production sector businesses, by country/region and business activity
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- N29 Distribution of wages earned by people in the screen industry
- N30 Screen industry value-added, of responding units by main sector

### Screen Industry Survey: 2014/15 – regional tables

- R1 Gross revenue of screen industry businesses, by sector and region
- R2 Screen industry businesses, by sector and region
- R3 Gross revenue of production and post-production sector businesses, by production format

and region

R4 Production and post-production sector businesses, by production format and region

R5 Financing and funding received for producing, by source and region

R6 Post-production revenue, by post-production activity and region

R7 Post-production businesses, by post-production activity and region

### **Next release**

*Screen Industry: 2015/16* will be released on 12 April 2017.