

## Sector Definition

The film and television production sector includes Canadian films, animation and television shows, as well as foreign productions that are partially or completely made in Canada.

**There are three stages in Canadian film production:**

1. Pre-production is the planning stage. This is when filming locations are found, cast members and production workers are hired, and the costumes, props, sound and lighting are arranged.
2. Production is when the cast is actually recorded in the filming location.
3. Post-production is what happens after filming is done. At this stage, the look and sound of the film are edited so it can be released.

## Sector Overview



### Canada

Films and television shows have been made in Canada for many years, and the country remains a popular choice among foreign producers. In 2018-2019, over 180,000 people worked in Canada’s film, television and digital media industry, which was worth \$9.32 billion and growing.

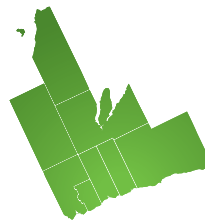


### Ontario

Much of Canadian film, television and digital media production happens in Ontario, particularly in the Greater Toronto and Hamilton Area (GTHA). There were 343 productions filmed there in 2019, which brought over \$2.6 billion to the province. The number of productions and the number of people working full-time in the film and television industry is growing, with 44,540 people employed as:

- **Lighting, make-up, carpenters, set designers, set dressers and wardrobe experts**
- **Production managers and coordinators**
- **Post-production experts**
- **Location managers**
- **Accountants**
- **Craft services**
- **Performers**
- **Drivers**

Movie theatres and film festivals have remained an important part of Canada’s film industry. Despite the popularity of streaming services like Netflix and Amazon Prime, they still earned \$1.9 billion in 2018, much of it because of ticket sales in Ontario.



## Durham Region

While Toronto is the second largest screen-based production centre in North America, there isn't enough studio space or open land to meet the demands of the busy film and television production sector. Studio space is often booked up to a year ahead, and producers struggle to find filming locations in dense downtown Toronto. The availability of land in Durham Region and its closeness to Toronto makes it a very attractive option for production.

Many Toronto-based production companies also come to Durham Region for its excellent scenery. Durham's charming downtowns, historic buildings, attractive bridges and rustic train stations can be seen in many film and television projects, including:

- **Anne with an E**
- **A Sweet Taste of Love**
- **Coroner**
- **Hemlock Grove**
- **IT and IT Chapter Two**
- **Polar**
- **Private Eyes**
- **Schitt's Creek**
- **The West Wing**
- **Titans**
- **Welcome to Mooseport**

The town of Goodwood is well-known as the filming location for the Emmy award winning show *Schitt's Creek*. The production had a positive impact on the area financially, and continues to attract tourists to Durham Region.

Supporting these productions are close to 600 local businesses offering services needed by the film industry. Durham Region is promoted as a destination for film production by Film Durham, and is supported by Ontario Creates. Both organizations work to help film, television and digital media production grow in the region. Film Durham also works closely with Ontario Tech, Durham College and Trent University in Oshawa to help build programs to train a new generation of skilled film professionals.

## Current Sector Trends



### Streaming Wars

The popularity of subscription-based streaming services like Netflix have led many film and television production studios to create their own streaming services. Viewers have a limited amount of time and money to spend on these subscriptions however, so they have to pick the ones with the movies and shows they want the most. This has led to “streaming wars,” where studios compete for the public’s attention and their streaming dollars.

### Production Cost

In 2020, COVID-19 put a stop to Canadian film and television production, closed movie theatres and cancelled film festivals. Production is slowly beginning again, but getting back to work safely is expensive. Personal Protective Equipment (PPE) like masks and gloves adds to the cost and challenge of ensuring health and safety on set.

### Participation of Women in the Sector

While there are more women working in the Canadian film and television production industry than there used to be, only 25% of writing, directing and cinematography jobs are done by women. Many talented Canadian women with the skills and experience needed for the film industry are not working in the sector, particularly women of colour and Indigenous women. Interestingly, the number of women working in key roles on film or television shows grows when the producer is a woman. That number increases even more when the producer is a woman of colour.

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# Film Sector Narrative

