

## Screen Industry: 2015/16

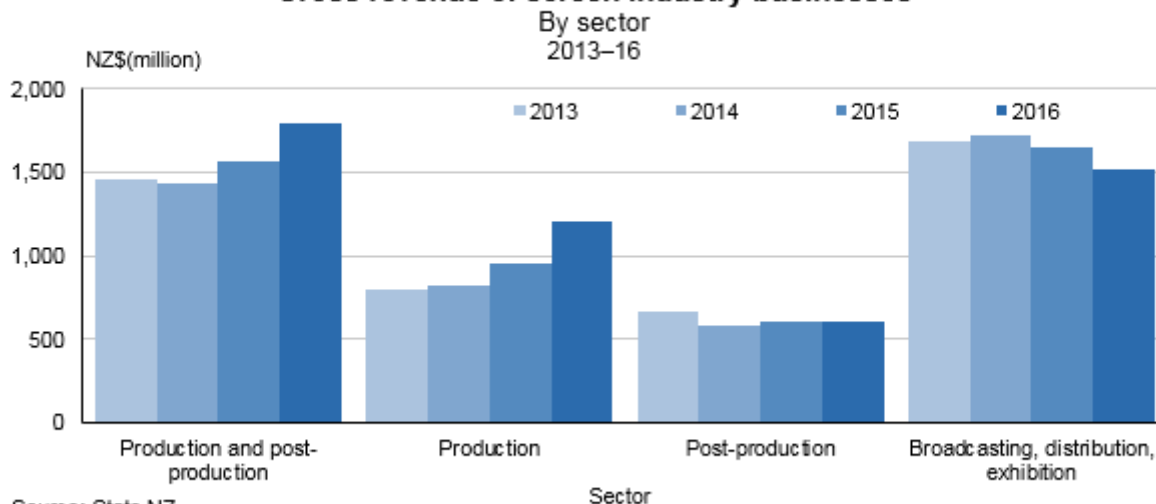
Embargoed until 10:45am – 12 April 2017

### Key facts

In 2016:

- Gross screen industry revenue increased 3 percent to \$3.3 billion.
- Wellington film revenue recovered, to \$644 million, after a slow year in 2015.
- Revenue received by production and post-production businesses from international sources increased 32 percent, driven mostly by increased revenue from North America.
- Total expenditure on producing remained stable, at \$767 million, down 1 percent from 2015.
- In 2015, 14,000 people were employed in the screen industry, working a total of 24,700 jobs or contracts.

### Gross revenue of screen industry businesses



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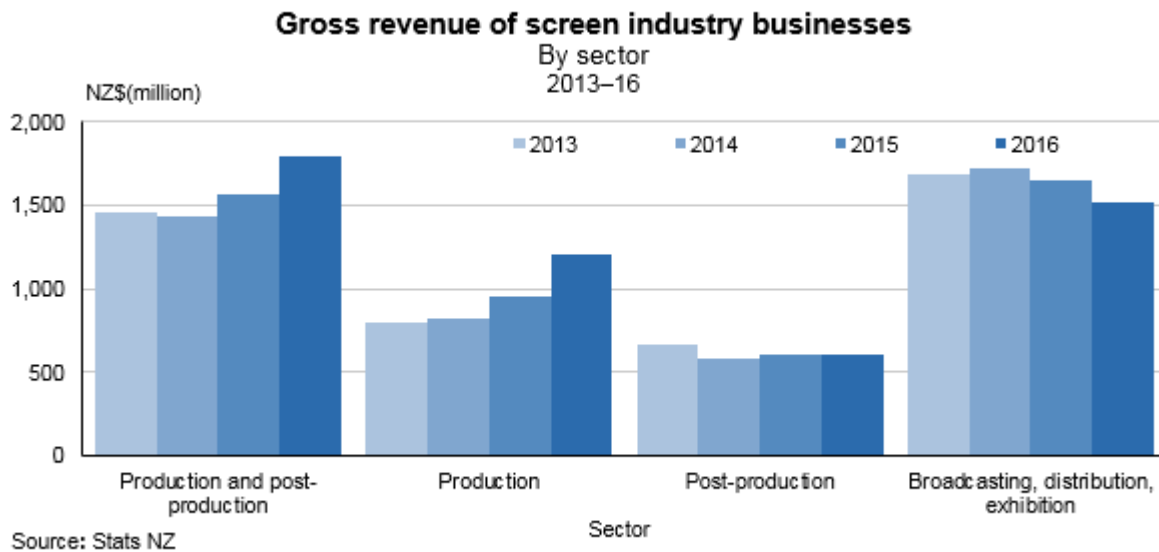
12 April 2017

## Commentary

- [New Zealand screen industry revenue up 3 percent](#)
- [Wellington film revenue rebounds after drop in 2015](#)
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- [Revenue from overseas sources up 32 percent](#)
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## New Zealand screen industry revenue up 3 percent

In 2016, the total gross revenue from New Zealand's screen industry businesses increased 3 percent, to \$3.3 billion. This increase was largely driven by greater revenue from businesses in the production sector, which had 27 percent growth.

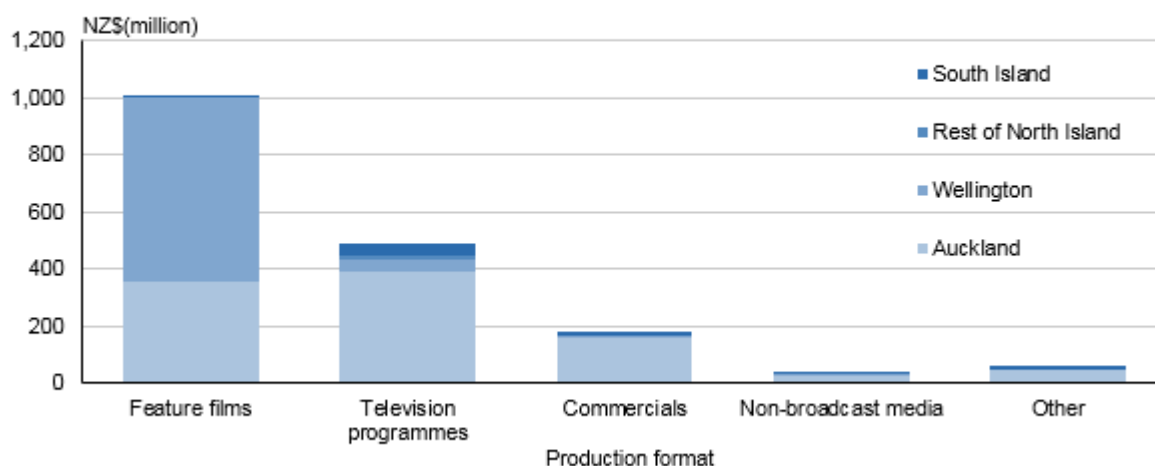


The number of screen industry businesses has decreased slightly over the last four years. In 2016, around 2,800 businesses were involved in production, post-production, distribution, exhibition, or broadcasting. As in previous years, a small number of businesses dominated in terms of total revenue; over 90 percent of businesses in the screen industry had total revenue of less than \$1 million in 2016.

## Wellington film revenue rebounds after drop in 2015

Film revenue for Wellington-based businesses increased significantly after declining in 2015. In 2016, revenue for Wellington businesses rebounded to \$644 million, up from \$289 million in 2015. Film production activity tends to be project-based, so businesses can have years with high revenue followed by times of lower revenue.

## Gross revenue of production and post-production sector businesses By production format and region, 2016



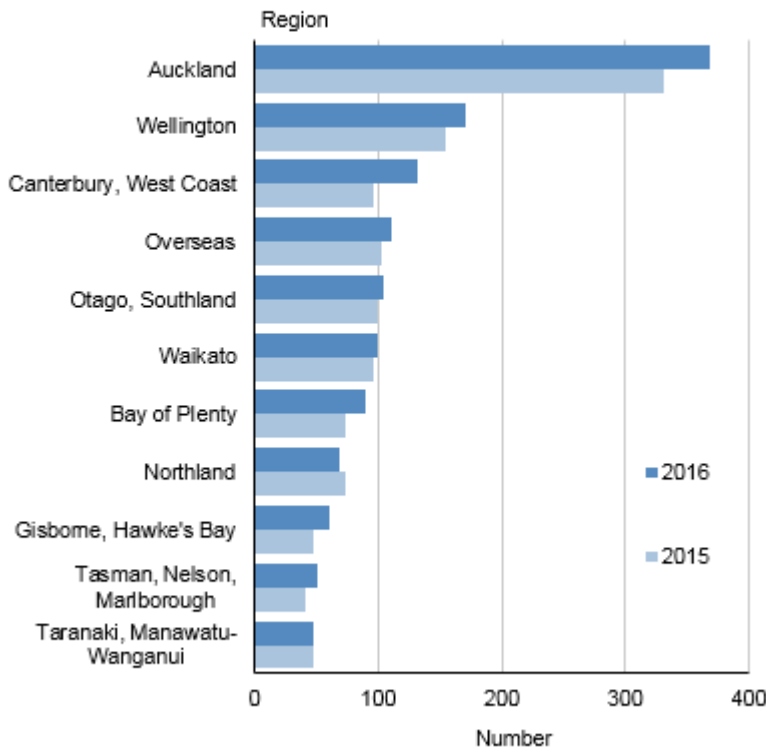
Source: Stats NZ

Wellington continues to dominate New Zealand's film industry, with 64 percent of the total revenue received for film production going to Wellington businesses. In contrast, Auckland businesses received the majority of revenue for producing TV programmes and commercials – 79 percent of TV production revenue was for Auckland businesses.

## Regional screen industry activity increases

Of businesses that undertook production activity, 75 percent answered they carried out production activity in Auckland. There was a large increase in the number of businesses undertaking production activity in Canterbury and the West Coast – 38 percent more businesses operated in this region. Other regions of growth were Bay of Plenty, Gisborne/Hawke's Bay, and the Tasman, Nelson, and Marlborough region.

**Number of businesses undertaking production activity**  
By region, 2015–16



Source: Stats NZ

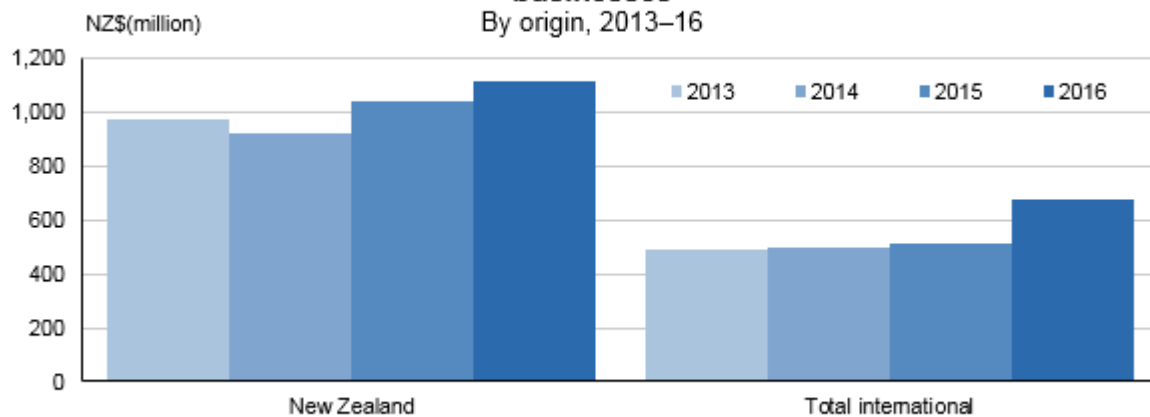
However, the majority of screen industry businesses continue to be based in either Wellington or Auckland, with 87 percent of businesses having their main office in Wellington or Auckland.

Total national expenditure on producing was steady at \$767 million, down 1 percent since 2015. Almost 90 percent of regional expenditure was spent in Wellington and Auckland, followed by around 3 percent in Canterbury and the West Coast, and 3 percent in Otago and Southland. When reporting regional expenditure, businesses allocate costs for crews taken to film locations to the region where the crew usually lives.

**Revenue from overseas sources up 32 percent**

The total gross revenue of production and post-production businesses increased 15 percent in 2016, to \$1,795 million. Revenue from overseas sources increased 32 percent to \$678 million, while revenue from New Zealand sources increased 7 percent to \$1,117 million.

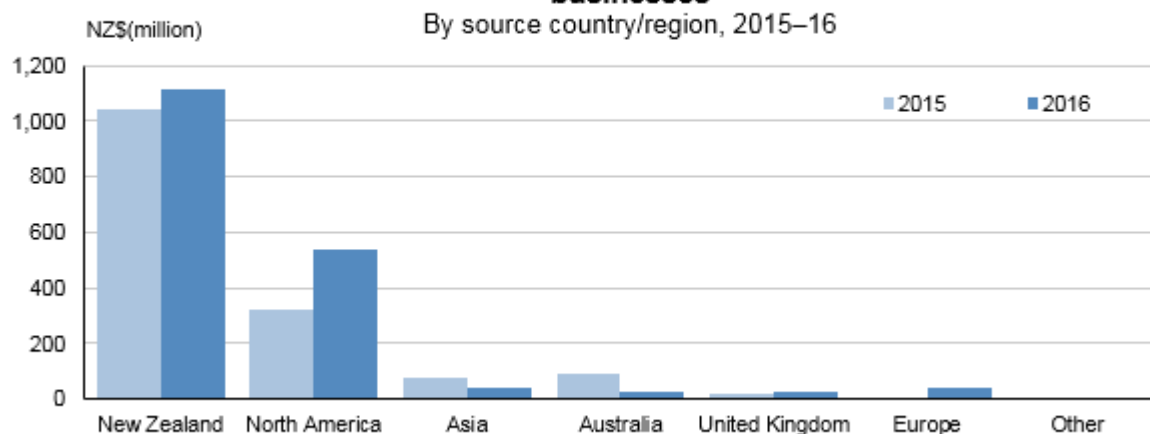
### Gross revenue received by production and post-production sector businesses



Source: Stats NZ

The increase in international revenue was mostly driven by increases in revenue from North America and Europe, balanced by decreases in revenue from Australia and Asia. Revenue from North America increased 69 percent to \$541 million from \$320 million in 2015.

### Gross revenue received by production and post-production sector businesses

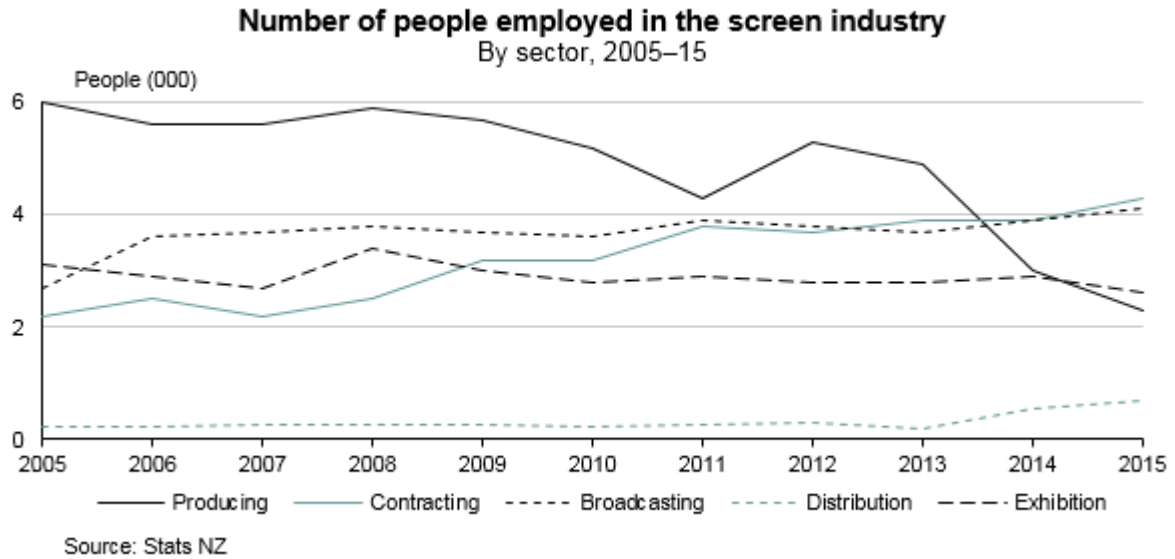


Source: Stats NZ

The countries of origin for production and post-production sector businesses tend to be strongly related to project work, depending on overseas funding or financing, therefore trends can be changeable between years.

### Screen employee number remains steady in 2015

In 2015, 14,000 people were employed in the screen industry, down 1 percent from 2014. These people worked 24,700 jobs, or contracts, cumulatively. A job or contract can last from 1 to 365 days, so people working in the screen industry tend to work multiple jobs in a single year.



The total earnings from the jobs or contracts in the screen industry increased to \$751 million, up 6 percent from 2014. In 2015, the median wage earned by people in screen industry jobs or contracts increased 17 percent, to \$35,565.

Employment data comes from linked employer-employee data, which is a more accurate representation of work and employment in the screen industry than rolling mean employment or full-time equivalent counts.

See [A wider lens](#) (published 2014) for more details around the experimental linking of employer-employee data and screen industry data.

## Kaikōura earthquake affects survey responses

In 2016, a lower response rate was achieved for the Screen Industry Survey, due to issues arising from the Kaikōura earthquake in Wellington. We applied a weight adjustment to account for non-responding units.

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

## Related links

- [Next release](#)
- [Past releases](#)
- [Data quality and definitions](#)
- [Related information](#)

## Next release

*Screen Industry: 2016/17* will be released on 11 April 2018.

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[The release calendar](#) lists all information releases by date of release.

## Past releases

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

## Data quality and definitions

### Period-specific information

[Screen Industry: 2015/16 – 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.

See [opening files and PDFs](#) if you have problems viewing the files.

### Screen Industry Survey: 2015/16

1. Gross revenue of screen industry businesses, by sector
2. Gross revenue of screen industry businesses, by sector and region
3. Screen industry businesses, by sector
4. Location of screen industry businesses, by region
5. Number of completed screen industry works, by production format
6. International co-production partners, by country or region of partner
7. International co-productions completed
8. Gross revenue of production and post-production sector businesses, by production format and business activity
9. Gross revenue of production and post-production sector businesses, by production format and region
10. Gross revenue received by production and post-production sector businesses, by country/region and business activity
11. Location of production activities, by region
12. New Zealand funding and financing received for producing, by source
13. Financing and funding received for producing, by production format
14. Expenditure on producing, by production format
15. Expenditure on producing, by region
16. Employment in the screen industry, by industry sector
17. Earnings from jobs in the screen industry, by industry sector
18. Distribution of wages earned by people in screen industry jobs
19. Screen industry value-added, of responding units by main sector

### Next release

*Screen Industry: 2016/17* will be released on 10 April 2018.