

# DOING BUSINESS WITH MOTION PICTURE INDUSTRY LEVERAGE ON SKYMINDER SOLUTIONS

FEBRUARY 2022 SKYMINDER NEWSLETTER



## Motion Picture Industry Overview

Motion picture industry or film industry includes all the technological and commercial institutions related to filmmaking: film production companies, film studios, cinematography, animation, film production, screenwriting, pre-production, post production, film festivals, distribution and actors.

In 2019, the global box office was worth \$42.2 billion. The top three continents/regions by box office gross were: Asia-Pacific with US\$17.8 billion, the U.S. and Canada with US\$11.4 billion, and Europe, the Middle East and North Africa with US\$10.3 billion. As of 2019, the largest markets by box office were, in decreasing order, the United States, China, Japan, South Korea, the United Kingdom, and France. As of 2019, the countries with the largest number of film productions were India, Nigeria, and the United States. In Europe, significant centers of movie production are Italy, France, Germany, Spain, and the United Kingdom.

Hollywood is the world's oldest national film industry. However, in 2020, China became the largest box office territory, overtaking North America in gross total. The transition, long anticipated by analysts, was accelerated by the COVID-19 pandemic. Nigerian cinema is the largest national film industry in terms of the number of films produced, with 2,599 feature films produced annually as of 2019. As of 2019, Chinese cinema has the highest annual ticket sales with 1,650 million tickets sold.

Sources: "MPA: 2019 Global Box Office and Home Entertainment" Motion Picture Association. 2020; Robinson, Daniel B. (2 April 2018). "The trend shift of the modern film industry". No. April '18. San Fran & co. Lindale Avenue; Brzeski, Patrick (18 October 2020). "It's Official: China Overtakes North America as World's Biggest Box Office in 2020". The Hollywood Reporter; "UIS Statistics". UNESCO Institute for Statistics.



## TOP 15 COUNTRIES BY THE NUMBER OF FEATURE FILM

This list includes also fiction, animation and documentary produced.

Rank	Country	Film	Year
1	India	2,446	2019
2	Nigeria	1,599	2019
3	China	874	2017
4	Japan	689	2019
5	United States	660	2017
6	South Korea	339	2016
7	France	300	2017
8	United Kingdom	285	2017
9	Spain	241	2017
10	Germany	233	2017
11	Argentina	220	2015
12	Mexico	176	2017
13	Italy	173	2017
14	Brazil	160	2017
15	Turkey	148	2017

Source: UNESCO Institute for Statistics.

## LARGEST MARKETS BY BOX OFFICE REVENUE

Largest box office markets in terms of the gross box office revenue Largest markets by box office revenue.

Rank	Country	Box office revenue (billion US\$) in 2020	% Box office from national films
1	China	3.0	62% (2018)
2	United States	2.2	88.8% (2015)
3	Japan	1.3	76.9% (2020)
4	France	0.5	36.2% (2017)
5	South Korea	0.4	52.2% (2015)
6	United Kingdom	0.4	44.3% (2017)
7	India	0.4	85% (2015)
8	Germany	0.4	26.3% (2017)
9	Russia	0.3	17.4% (2015)
10	Australia	0.3	
	World	12	N/A
	European Union	2.2	N/A

Sources: Source: THEME Report 2020 by the MPA (Motion Picture Association)



## FILM & TV INDUSTRY EMPLOYMENT

The American Motion Picture and Television Industry is a major private employer with overall 2.2 million of supported jobs, of which 753,000 direct jobs. 273,000 are engaged in producing, marketing, and manufacturing motion pictures, television shows, and video content. 480,000 direct jobs are engaged in distributing motion pictures, television shows, and video content to consumers, e.g. at movie theaters, television broadcasters, cable and pay TV companies, and online video services.

## PROFILE OF THE COMPANIES

The industry is a nationwide network of small businesses. The industry is comprised of over 110,000 businesses in total, located in every state in the country. These are mainly small businesses; 89% employ fewer than 10 people.

The industry provides quality jobs, with higher than average salaries.

The production and distribution of motion pictures and television programs is one of the nation's most valuable cultural and economic resources.

## US GDP CONTRIBUTION

The industry contributes significantly to the nation's overall economy, generating in 2020 \$226B sales. To have a magnitude, the industry was a country and its sales considered as GDP, it would rank 47th in the world according to World Bank nominal 2020 data.

## THE INDUSTRY INCREASES THE TAX BASE

It generated \$31B from sales taxes on goods, state income taxes, and federal taxes including income tax, unemployment, Medicare and Social Security, based on direct employment in the industry. \$6.5B in additional public revenues generated from corporate income taxes.

## EXPORT AND IMPORT

The industry is highly competitive around the world with \$17.3B and \$9.6B in trade surplus. The industry generated a positive balance of trade in every major market in the world. Export is 2.3 times of import. The industry runs a trade surplus larger than each of the telecommunications, transportation, insurance, and health related services sectors. It generates 3% of the total US Trade surplus in services.

Source: U.S. Bureau of Labor Statistics (BLS) - Bureau of Economic Analysis (BEA), report on U.S. Trade in Services, Motion Picture Association (MPA).

# Focus on Motion Picture Association



It's an American Trade Association founded in 1922 with headquarter in Washington D.C (US). From the beginning Motion Picture Association has acted as leading advocate of the film, television, and streaming industry around the world, advancing the business and art of storytelling, protecting the creative and artistic freedoms of storytellers, and bringing entertainment and inspiration to audiences worldwide. Currently, MPA is championing the growing diversity of filmmakers, safeguarding intellectual property rights, advancing technological innovation, and supporting trade policies that can further expand the global film and TV marketplace, everything at global level.

The Motion Picture Association represents the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection.

The organizations act on behalf of the members of the Motion Picture Association. They have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. with regional operations in Europe, Asia Pacific, Latin America, and Canada.

Source: Motion Picture Association - <https://www.motionpictures.org/>

# Focus on Academy of Motion Picture Arts and Sciences

## Academy Awards - Oscar



The Academy is known around the world for its annual Academy Awards, now officially and popularly known as "The Oscars".

The Academy of Motion Picture Arts and Sciences was founded in 1927 and is the world's preeminent movie-related organization, comprising more than 10,000+ accomplished individuals working in cinema. Currently based in Beverly Hills, Los Angeles (US).

### BE MEMBER OF ACADEMY OF MOTION PICTURE ARTS AND SCIENCE

Academy membership is limited to film artists working in the production of theatrically-released motion pictures. The Academy has 17 branches, for the crafts ranging from Actors to Writers, and the Members-at-Large category, to accommodate individuals who work in motion picture production but do not fit into one of the branches. The Academy's membership process is by sponsorship, not application. Candidates must be sponsored by two Academy members from the branch to which the candidate seeks admission.

Source: Academy of Motion Picture Arts and Science - <https://www.oscars.org>



# SKYMINDER AT A GLANCE

## MOTION PICTURE INDUSTRY

Solutions available for more than **240**  
countries and jurisdictions

Best in class information thanks to more  
than **40** providers, both local and global

**9** available products and solutions

**Web** and **API** integration



# SKYMINDER SOLUTIONS

SkyMinder is the worldwide CRIF platform helping you to take decisions based on high quality information. If you are required to evaluate a business partner playing in Motion Picture Industry, a customer or a supplier, in a risk evaluation process or for compliance requirements or a cyber risk assessment, SkyMinder is the right solutions.

Requirement	SkyMinder Solution	Description
Know business partners and risk level <ul style="list-style-type: none"> <li>- have on board new suppliers</li> <li>- understand in depth customers creditworthiness</li> </ul>	<b>Full Report and Slim Report</b>	Information, with different level of details, related to all companies in the world, including firmographics, credit limit, risk indicator, management, shareholders, negative events etc.
Receive immediate notification with related details if a change <u>affect</u> a company	<b>Full Monitoring</b>	Detailed information about changes affecting a company as soon as happened. Combined possibility to request for free updated report.
Be alerted if there is change in company's information	<b>Alert</b>	Information related to the area involved by a change as soon as an event happened.
Periodically checks if there are changes involving companies	<b>Planned Revision</b>	Scheduled revision with updated report including company's changes if applicable
Understand overall risk	<b>SkyMinder Dashboard</b>	Analyze Business Partners by risk level, identifying critical situations at a glance.
Company ownership overview	<b>Verification Report</b>	List of shareholders to understand company's structure
Compliance requirements and fraud checks	<b>Compliance Report and Extended Check Report</b>	Anti Bribery and Money Laundering lists checks related to financial crimes.
Risk of Cyber attack	<b>Cyber Risk Report</b>	Assess the level of risk related to a business partner in being involved in a cyber attack
Understand overall value of intangible assets of a company	<b>Patent Due Diligence Report</b>	Patent Asset Overview with geographical coverage, remaining life of active patent assets, high-value patent assets, technology and patent deployment, technology timeline, peer comparison, key inventors.