



NEWS RELEASE

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TAIWAN SCREEN COMMUNITY CALLS FOR FURTHER GROWTH AS SECTOR CONTRIBUTES USD\$5.5 BILLION TO ECONOMY

Provides 113,800 high value jobs, quality entertainment

TAIWAN/SINGAPORE – The film and television industries injected a healthy US\$5.5 billion (NT\$168 billion)¹ into Taiwan's economy in 2013 according to a report released today prepared by Oxford Economics, while local screen community representatives called for improved market conditions for the sector to reach its full potential.

The Economic Contribution of the Film and Television Industries in Taiwan assessed the economic contribution of the screen entertainment sector in its entirety — from small production companies through to large distribution and exhibition businesses, and from productions made for online viewing through to those for wide television network viewing.

In 2013, the film and television industry contributed a total of USD\$5.5 billion (NT\$168 billion) in GDP to the local economy, supported 113,800 jobs, and generated some USD\$543 million (NT\$16 billion) in tax revenues.

The report was released today at the Taiwan University Alumni Hall attended by Director Yen-ping Chu, Willy Liao of Showtime Cinemas, Akira Chen of Luminoso Film Co. Ltd., Mindy Lee of Fox International Channels, as well as members of Taipei Film & Drama Union, Taipei Film Trade Association, Satellite Television Broadcasting Association, Taipei Multimedia Production Association, and other screen industry representatives.

Film director Yen Ping Chu (*The Treasure Hunter*), said, “This report is not only an important economic measurement for the success of the film and television industry, but it also helps to illustrate the social and cultural contribution made by the screen industries to our society and the potential for those stories to educate and entertain new audiences around the world. We are fortunate that creativity and modern technology are combining to provide great opportunities for growth in the digital screen sector. However it is important that creative work is respected and that copyright continues to play a vital role in stimulating innovation and new storytelling.”

¹ Currency conversation rates from New Taiwan Dollars to United States Dollars as of Feb 6, 2014. Note that some NT\$ amounts are rounded down.

Willy Liao of Showtime Cinemas said, "Cinema in Taiwan is a vibrant and popular entertainment experience. More people are enjoying films in new, best of class digital cinemas and film lovers are now able to enjoy the same content on the latest hand-held devices via multiple digital platforms. We have the talent and the will-power to grow the film and television industry here in Taiwan, but it is important to develop the best possible environment for business to flourish and to prevent the further erosion of our creative industries through rampant piracy. The exhibition sector is pleased to be associated with this research and we look forward to witnessing further growth and development in years to come."

Oliver Chen, from the Taipei Film Trade Association said, "This report helps to increase awareness about the value this industry brings to Taiwan and consequently the importance of the rights of film and television makers and copyright owners. We hope that the Taiwanese Government will make a substantial commitment to protect creative work, and ensure that accessing films and television shows develops exclusively through legitimate channels. There is still much work to be done to ensure that creative work is fully respected and protected. The screen community in Taiwan is committed to working as one to promote access to films and television shows via legitimate means only, and to protect the creative work of the many people who contribute to this very successful sector."

Mike Ellis, President and Managing Director Asia Pacific for the Motion Picture Association (MPA) said: "This report is a timely reminder of the value the screen entertainment sector brings to Taiwan. It is an industry abundant with local talent, drive and creativity, and promises much future success – if creative content can be sufficiently protected. The film and television community here supports the livelihoods of hundreds of thousands of people, whose hard work and creativity provide entertainment and enjoyment to millions both here and around the world, and it's important that we recognize and celebrate their contribution today, and help provide a secure future for their endeavors tomorrow and the years to come."

The report also shows that each person employed in the film and television sector in 2013 generated, on average, USD\$59,470 (NT\$1.8 million), which is over 40% higher than the economy-wide average of USD\$42,283 (NT\$1.28 million). The figures illustrate that the screen industry provides valuable, professional employment to many thousands of people in Taiwan, each contributing substantially to the economic prosperity of the country.

Key findings of the Oxford Economics Report include the following:

1. In 2013, the film and television industry contributed a total of US\$5.5 billion (NT\$168 billion) in GDP to the local economy.
2. The film and television industry supported 113,800 jobs.
3. The film and television industry contributed US\$543 million (NT\$16 billion) in tax to the local economy.

A copy of *The Economic Contribution of the Film and Television Industry in Taiwan* is available to view and download at www.mpa-i.org

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent 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. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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