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Local On-Location Filming Activity Sees Slight Rise in 2011

Television Suffers Annual Decline; Features Up and Commercials Set Record High

LOS ANGELES – January 3, 2012 – FilmL.A. -- the not-for-profit community benefit organization that coordinates permits for filmed entertainment shot on-location in the City of Los Angeles, unincorporated parts of Los Angeles County and other local jurisdictions -- today announced that overall on-location production increased 4.2 percent in 2011 compared to 2010 (45,484 PPD in 2011 vs. 43,646 PPD in 2010)*.

Though finishing in positive territory, the overall annual gain hides a disconcerting trend in television production. In the past, even as runaway production took its toll on local feature film production, L.A. could rely on television as its “bread and butter”. However, in 2011, Television saw a 2.7 percent annual decline (17,349 PPD in 2011 vs. 17,833 in 2010), driven by a significant 10.6 percent drop in the fourth quarter of 2011.

The Q4 decrease is due to a disappointing -- though anticipated -- fall production season, as the Los Angeles region lost production of ten one-hour TV Drama series to other states, notably New York, which is having a record television season now that it offers more than four times the amount of funding available in filming tax credits than California.

Last year in Los Angeles, TV Dramas finished down 11.5 percent; TV Reality was down 1.8 percent; TV Sitcoms were down 12.8 percent, and TV Pilots logged a 6.1 percent increase.

On-location Feature production increased 5.7 percent for the year (5,682 PPD in 2011 vs. 5,378 PPD in 2010). The category managed modest growth for the year, despite a drastic decline of 26.4 percent in Q4. The California Film & Television Tax Credit Program did its part to keep Features in positive territory in 2011, as state-qualified Feature projects generated 652 PPD in the L.A. region last year -- 11.5 percent of the annual total.

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These Feature projects included among others, *A Glimpse Inside the Mind of Charles Swan III*, *Argo*, *Breaking the Girl*, *Cyber Planet*, *Decoding Annie Parker*, *Gangster Squad*, *My Mother's Curse*, *Sports Camp*, *Think Like a Man*, *This is 40* and *We Have Your Husband*. Other projects driving a significant amount of Feature activity included director Christopher Nolan's latest big-budget film *Magnus Rex* (aka *The Dark Knight*), director Oliver Stone's film *Savages*, plus *Welcome to People* and *Seven Psychopaths*, among others.

Production in the Commercials category increased 4.4 percent for the year (7,079 in 2011 vs. 6,778 PPD in 2010) to set a new annual record. The category squeaked past its previous record of 6,983 PPD, which it logged in 2005. The yearly total was helped by a 7.7 percent increase in Q4 2011.

FilmL.A.'s overall production figures are still below levels seen prior to 2009, at which time the L.A. region saw a precipitous year-over-year production crash.

"While we are relieved to see annual gains in overall production days, we cannot take any growth for granted," said FilmL.A. President Paul Audley. "We must fight to keep and attract more feature films and high-value television series to keep our vendor companies and crews working and our region's economy afloat."

About FilmL.A.

FilmL.A. is a private, not-for-profit community benefit organization that coordinates and processes permits for on-location motion picture, television and commercial production under contract to an ever increasing roster of public-sector clients in the Los Angeles region. Our organization works to strike a balance between the needs and interests of the entertainment industry and the neighborhoods affected by on-location production. Ongoing community relations is a key component of the service FilmL.A. provides. In today's highly competitive, global entertainment production market, FilmL.A.'s services help the Los Angeles region retain its status as the entertainment production capital of the world.

* On-location production figures are based on days of permitted production within the jurisdictions served by FilmL.A. One permitted production day (PPD) is defined as a single crew's permission to film a single project at a single defined location during any given 24-hour period. This data does not include production that occurs on certified sound stages or on-location in jurisdictions not served by FilmL.A. Overall figures include production of feature films, television programs, commercials, documentaries, industrial videos, infomercials, music videos, still photography, student films and miscellaneous production.



On-Location Production Report Updated: 1.3.12

About this Report

This report is the product of independent research conducted by FilmL.A., a private, not-for-profit community benefit organization that coordinates and processes permits for on-location motion picture, television and commercial production under contract to an ever-increasing roster of public-sector clients in the Los Angeles region.

Although film production activity can be measured in a variety of ways, our preferred unit of measure is the permitted production day (PPD). One PPD is defined as a single crew's permission to film a single project, at a single defined location, during any given 24-hour period.

In addition to researching matters of interest to entertainment industry leaders and local government representatives, FilmL.A. offers counsel to local governments on how to enhance the environment for filming in the greater Los Angeles region.

Ongoing community relations is a key component of the service FilmL.A. provides. The organization works to strike a balance between the needs and interests of the entertainment industry and the neighborhoods affected by on-location production.

In today's highly competitive, global entertainment production market, our services help the Los Angeles region retain its status as the entertainment production capital of the world.

NOTE: FilmL.A. updated its production tracking tools at the beginning of 2008. This adjustment significantly changed how FilmL.A. tracks and reports on local production activity. We therefore caution against making direct comparisons between this data and data published in older FilmL.A. reports (1993-2007).

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| Recent Permitted Production Days (PPD) by Type | | | | | |
|--|--------|--------|--------|--------|-------------|
| | Q1 | Q2 | Q3 | Q4 | TOTAL (YTD) |
| Features | | | | | ▲ 5.7% |
| - 2010 | 929 | 1,542 | 1,387 | 1,520 | 5,378 |
| - 2011 | 880 | 1,604 | 2,079 | 1,119 | 5,682 |
| - Year/Year Diff. | -5.3% | 4.0% | 49.9% | -26.4% | |
| Television | | | | | ▼ 2.7% |
| - 2010 | 4,881 | 4,052 | 4,068 | 4,832 | 17,833 |
| - 2011 | 4,701 | 4,024 | 4,304 | 4,320 | 17,349 |
| - Year/Year Diff. | -3.7% | -0.7% | 5.8% | -10.6% | |
| Commercials | | | | | ▲ 4.4% |
| - 2010 | 2,034 | 1,604 | 1,481 | 1,659 | 6,778 |
| - 2011 | 2,083 | 1,484 | 1,726 | 1,786 | 7,079 |
| - Year/Year Diff. | 2.4% | -7.5% | 16.5% | 7.7% | |
| Others | | | | | ▲ 12.6% |
| - 2010 | 3,243 | 3,936 | 2,777 | 3,701 | 13,657 |
| - 2011 | 3,940 | 4,148 | 3,101 | 4,185 | 15,374 |
| - Year/Year Diff. | 21.5% | 5.4% | 11.7% | 13.1% | |
| TOTAL (All Categories) | | | | | ▲ 4.2% |
| - 2010 | 11,087 | 11,134 | 9,713 | 11,712 | 43,646 |
| - 2011 | 11,604 | 11,260 | 11,210 | 11,410 | 45,484 |
| - Year/Year Diff. | 4.7% | 1.1% | 15.4% | -2.6% | |

| Recent PPD for Top Television Subcategories | | | | | |
|---|-------|--------|--------|--------|-------------|
| | Q1 | Q2 | Q3 | Q4 | TOTAL (YTD) |
| TV Drama | | | | | ▼ 11.5% |
| - 2010 | 1,298 | 755 | 1,420 | 1,519 | 4,992 |
| - 2011 | 1,264 | 956 | 1,132 | 1,065 | 4,417 |
| - Year/Year Diff. | -2.6% | 26.6% | -20.3% | -29.9% | |
| TV Sitcom | | | | | ▼ 12.8% |
| - 2010 | 203 | 286 | 366 | 680 | 1,535 |
| - 2011 | 360 | 202 | 412 | 365 | 1,339 |
| - Year/Year Diff. | 77.3% | -29.4% | 12.6% | -46.3% | |
| TV Reality | | | | | ▼ 1.8% |
| - 2010 | 2,063 | 2,016 | 1,523 | 1,739 | 7,341 |
| - 2011 | 1,930 | 1,755 | 1,986 | 1,539 | 7,210 |
| - Year/Year Diff. | -6.4% | -12.9% | 30.4% | -11.5% | |
| TV Pilot | | | | | ▲ 6.1% |
| - 2010 | 361 | 177 | 52 | 143 | 733 |
| - 2011 | 378 | 185 | 98 | 117 | 778 |
| - Year/Year Diff. | 4.7% | 4.5% | 88.5% | -18.2% | |