



**Contact:** Todd Lindgren  
VP, Communications  
(213) 977-8628  
[tlindgren@filmla.com](mailto:tlindgren@filmla.com)

Philip Sokoloski  
Manager, Communications  
(213) 977-8630  
[psokoloski@filmla.com](mailto:psokoloski@filmla.com)

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## **Q2 On-Location Feature Filming Fueled By California Incentive**

*One Out of Four Local Feature Film Days Tied to State Film/TV Tax Credits*

**LOS ANGELES – July 13, 2010** – 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 released a report showing a 16 percent second quarter increase in area on-location filming. A total of 11,134 permitted production days (PPD)\* were recorded for the period, compared to the 9,597 PPD logged in 2009.

On-location Feature production pulled ahead 11.5 percent in the second quarter, compared to the same period the prior year (1,542 PPD in 2010 vs. 1,383 in 2009). As was the case in the prior quarter, the California Film and Television Tax Credit, administered by the California Film Commission, was wholly responsible for driving the increase in Feature filming.

“The incentive program is performing exactly as it was designed to, leveling the playing field and keeping us competitive,” said Amy Lemisch, executive director of the California Film Commission. “This is great news for industry workers and the thousands of small businesses that support film and television production in California,” she added.

Between April and June 2010, FilmL.A. coordinated permits for 16 state-incentivized Feature projects shooting on-location locally. These projects contributed 423 PPD to Feature category totals to make up 27 percent of the category’s overall yield.

“The State incentive continues to bolster local film production and employment,” said FilmL.A. President Paul Audley. “Angelenos should find it reassuring to see production returning to Los Angeles, and with it, more work for their families, friends and neighbors.”

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The second quarter of 2010 also saw a surge in the production of Commercials, with year-over-year totals jumping 34.5 percent (1,604 PPD in 2010 vs. 1,193 PPD in 2009).

While the Commercials category has shown impressive quarterly and year-to-date (YTD) gains over 2009, local production figures for Commercials are still well below levels seen prior to the economic downturn.

Television production managed a second quarter gain of just 1.4 percent (4,052 PPD in 2010 vs. 3,998 PPD in 2009), with TV Dramas dropping precipitously (down 38.2 percent to 755 PPD), while TV Reality surged (up 47.6 percent to 2,016 PPD). TV Sitcoms gained 48.2 percent, and TV Pilots dropped 42.7 percent, though neither category includes very many days of permitted production.

“We’ve seen dozens of new Reality shows begin filming in the area, but based upon our research, we expect a boost in local TV Drama and Sitcom work starting this month and continuing through the fall,” Audley said.

### **About FilmL.A.**

Founded in 1995, 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: 7.13.10

### 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).

FilmL.A.  
1201 W. 5th Street  
Suite T-800  
Los Angeles, CA 90017

213.977.8600 t.  
213.977.8610 f.  
www.filmla.com

### Recent Permitted Production Days (PPD) by Type

	Q1	Q2	Q3	Q4	TOTAL (YTD)
<b>Features</b>					▲ 7.2%
- 2009	921	1,383	1,485	1,187	2,304
- 2010	929	1,542			2,471
- Year/Year Diff.	0.9%	11.5%			
<b>Television</b>					▲ 7.9%
- 2009	4,279	3,998	4,432	3,224	8,277
- 2010	4,881	4,052			8,933
- Year/Year Diff.	14.1%	1.4%			
<b>Commercials</b>					▲ 47.9%
- 2009	1,266	1,193	1,215	1,618	2,459
- 2010	2,034	1,604			3,638
- Year/Year Diff.	60.7%	34.5%			
<b>Others</b>					▲ 20.4%
- 2009	2,942	3,023	2,548	3,265	5,965
- 2010	3,243	3,936			7,179
- Year/Year Diff.	10.2%	30.2%			
<b>TOTAL (All Categories)</b>					▲ 16.9%
- 2009	9,408	9,597	9,680	9,294	19,005
- 2010	11,087	11,134			22,221
- Year/Year Diff.	17.8%	16.0%			

### Recent PPD for Top Television Subcategories

	Q1	Q2	Q3	Q4	TOTAL (YTD)
<b>TV Drama</b>					▼ 26.1%
- 2009	1,556	1,221	2,136	1,241	2,777
- 2010	1,298	755			2,053
- Year/Year Diff.	-16.6%	-38.2%			
<b>TV Sitcom</b>					▲ 19.6%
- 2009	216	193	246	208	409
- 2010	203	286			489
- Year/Year Diff.	-6.0%	48.2%			
<b>TV Reality</b>					▲ 42.5%
- 2009	1,497	1,366	1,226	918	2,863
- 2010	2,063	2,016			4,079
- Year/Year Diff.	37.8%	47.6%			
<b>TV Pilot</b>					▼ 4.4%
- 2009	254	309	112	127	563
- 2010	361	177			538
- Year/Year Diff.	42.1%	-42.7%			