



2019 PRODUCER SURVEY RESULTS

INTELLECTUAL PROPERTY

The business model employed by Alberta producers in the creation and monetization of Intellectual Property:

- Create or acquire original IP: 80%
- Create co-productions where I own 50% or more of IP and/or sales revenue: 14%
- Service work for out-of-province companies: 2%

The primary content produced and monetized by Alberta producers:

- Documentary: 37%
- Other: 24%
- Drama: 17%
- Web Series: 10%
- Commercial/corporate: 7%

FINANCING

Source for the majority of the majority of project financing:

- Canada: 46%
- Alberta: 44%
- United States: 5%

The important of development financing to Alberta producers:

- Very important: 88%
- Somewhat important: 10%

The important of Market Access to financing and monetizing content produced by Albertans:

- Very important: 80%
- Somewhat important: 12%
- Not very important: 5%

DISTRIBUTION

The primary platform on which content produced by Albertans is distributed:

- Television: 51%
- Online/streaming: 41%
- Web Series: 10%
- Commercial/corporate: 7%

The primary audience for your content produced by Albertans:

- Canada: 56%
- International: 17%
- Other: 17%
- United States: 5%
- Alberta: 5%



BUSINESS

For Alberta producers whose primary business model is co-production, why their projects require a co-producer from outside the province:

Better incentives in other jurisdictions:	56%
Key Creative/Services not available in Alberta:	33%
AMF/SPG is not predictable:	11%

The key reasons why Alberta producers require co-producers because of better incentives in other jurisdictions (Ex: Post-Production, Sound mixing, etc.):

Production location, access to rentals and technicians:	20%
Post Production incentive in Ontario is much larger than what is currently available in Alberta:	20%
Effects, credits & animation:	20%
Audio Post Production, sound mixing:	20%
In general not enough financing available to develop production:	20%

How much of the production done by Alberta producers working in corporate communications, commercials, and advertising occurs in the province:

80-100%:	76%
60-79%:	8%
40-59%:	8%
0-39%:	8%

For Alberta producers working primarily in corporate communications, commercials, advertising - the percentage of their clients that are headquartered in Alberta:

80-100%:	62%
50-79%:	15%
0-49%:	23%

How Alberta producers working primarily in corporate communications, commercials and advertising, compete with other jurisdictions for work in or from Alberta:

Compete with Producers outside the province for Alberta contracts:	77%
Don't compete with Producers from outside the province for Alberta contracts:	23%

Would Alberta producers working primarily in corporate communications, commercials and advertising benefit from some sort of provincial incentive:

Yes:	77%
No:	23%

PRODUCTION & POST-PRODUCTION

Where do Alberta producers do their post-production:

In Alberta:	83%
In Canada but outside of Alberta:	17%

The percentage of the content created by Alberta producers that takes place in a studio:

Less than 50% of my productions:	56%
Don't use a production studio:	36%
More than 50% of my productions:	6%
100% of my productions:	2%



How many of the following Alberta Key Creatives are employed by Alberta producers (Writer, Director, DOP, Editor, Lead Performer, Art Director, Composer):

All:	50%
Varies:	37%
Majority:	13%

Why Alberta producers employ Key Creative from outside the province:

Skill set or specific talent not available in Alberta:	51%
Financing considerations:	27%
Shooting outside Alberta:	5%
Relationships with key creatives:	5%

SCREEN PRODUCTION GRANT-ALBERTA MEDIA FUND

If the Alberta Government were to increase/improve the production incentive, please show in order who should benefit most (results based on combined rankings done by each respondent):

- 1) Producers of Film and TV who create their own IP
- 2) Technical and creative personnel (writers, directors, etc.)
- 3) Service producers of foreign productions
- 4) Interactive digital media producers (including animators and SFX).

If your productions could receive a small percentage 'bump' in increased financing (1-10%) in the AMF incentive program based on the following, rank the importance of the following (results based on combined rankings done by each respondent):

- 1) 100% copyright ownership
- 2) Employing a minimum of 80% Alberta Key Creative
- 3) Use of Alberta post production
- 4) Rural incentive
- 5) Alberta subject matter
- 6) Use of an Alberta production studio

What is a reasonable amount of time to receive an answer after applying to the AMF?

30 days:	59%
60 days:	39%
90 days:	2%

After submitting your final audit to the AMF, what is the maximum length of time you can wait before receiving your funds?

60 days:	41%
30 days:	34%
90 days:	17%
180 days:	4%
180 days+:	4%

Notes:

- Some of the totals may not add up to 100% due to rounding and/or respondents who identified questions as being not applicable to them
- Data gathered between Q3 2018 - Q1 2019