

ECONOMIC IMPACT OF MURDOCH MYSTERIES



The Canadian television series *Murdoch Mysteries* is one of Canada's longest running dramas. Produced and developed by Shaftesbury, an award-winning Canadian production company with offices in Toronto and Los Angeles, the series focuses on fictional police detective William Murdoch who uses innovative forensic techniques to solve cases. *Murdoch Mysteries* is also available to viewers in 110 countries and territories across the world.

SEASONS 1-10
\$471.1M TOTAL ECONOMIC OUTPUT



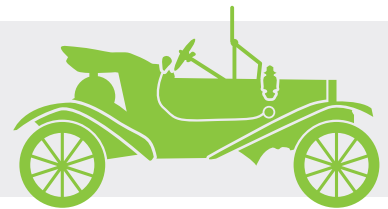
\$331.2M IN GDP



4,793 FULL TIME JOBS



Most episodes of the series were filmed in Ontario, in over 200 unique locations. Production spending of the series generated significant economic impacts for Ontario residents and businesses, as well as substantial tax revenues accrued to federal and provincial governments.

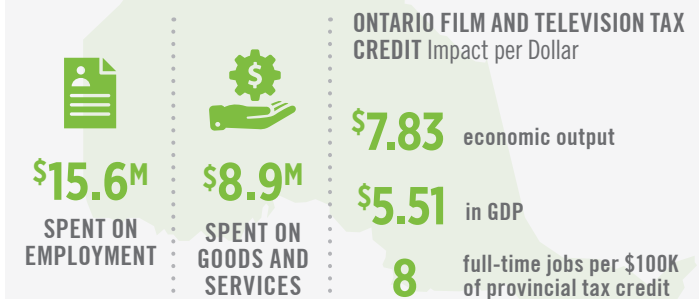


ECONOMIC IMPACTS - SEASON 8

CANADA



ONTARIO



TAX REVENUES

\$38.4M

\$26.9M

FEDERAL

PROVINCIAL

COMMUNITY IMPACTS

Television series generate additional economic, community, and social benefits. This includes such benefits as the creation of opportunities for trainees or interns, business partnerships, spin-off companies and contributions to community and culture.

VENDORS - SEASON 8

527 ONTARIO BUSINESSES BENEFITED

314 IN TORONTO

50 IN HAMILTON

54 IN REST OF GTA

109 IN REST OF ONTARIO



S.S. KEEWATIN

In the first episode of Season 7, *Murdoch Mysteries* features the S.S. Keewatin, a museum ship docked in Port McNicoll, Ontario. The ship's Captain, Eric Conroy, estimates that over 50% of its annual 30,000 visitors come in part due to the series, including fans from around the world.



FILM INDUCED TOURISM IMPACTS

Murdoch Mysteries fan events, hosted by Shaftesbury, have drawn fans of the series to Toronto since 2012. In 2014, over 2,500 fans had the opportunity to meet the cast and crew while touring the production studio. The event attracted fans from around the world including England, France, Spain, China and the United States.

Statistics sourced from Economic Impacts of Murdoch Mysteries prepared by MNP for the Canadian Media Producers Association.