

Galloping success: TV series *Heartland* generates nearly half-billion in economic impact

OTTAWA, October 11, 2017—A new study released today by the Canadian Media Producers Association (CMPA) quantifies the remarkable economic impact of Canada’s longest-running one-hour drama, *Heartland*. The study reveals that over the course of the show’s first ten seasons, the Alberta-based production contributed \$351 million to Canada’s GDP and generated \$469 million in economic output. Over that same period, it created the equivalent of more than 4,500 jobs in the province of Alberta. A summary of the study is available [here](#).

“Entering its eleventh season, *Heartland* has clearly established itself as one of Canada’s most cherished television series,” said Reynolds Mastin, President and CEO, CMPA. “What is truly impressive to me, however, is seeing the huge

economic impact that strong Canadian content can have on the ground where it is produced.”

In addition to the cumulative numbers from the show’s first ten seasons, the study also examined the economic impact generated from a single season of the series. An analysis of *Heartland* season nine determined that each dollar of federal government incentives generated \$11.70 in GDP and \$15.70 in total economic output. Production of season nine also led to the engagement of more than 1,400 vendors from 47 communities across Alberta.

“I’m tremendously proud that our show has helped foster a vibrant and sustainable production industry in Alberta,” said Tom Cox, Managing Director of Calgary-based SEVEN24 Films, which, along with Dynamo Films, produces *Heartland*. Cox added, “The infrastructure we’ve developed here wouldn’t be possible without the support of our provincial and federal governments and their belief in the cultural and economic potential of Canadian content.”

Heartland’s eleventh season premiered September 24 on CBC, with new episodes airing Sunday nights. Alberta is home to other notable productions including *Wynonna Earp*, also produced by SEVEN24 Films, *Blackstone*, produced by Prairie Dog Film + Television, as well as FX’s *Fargo* and the Oscar-winning film *The Revenant*.

Economic analysis for this study was carried out for the CMPA by MNP LLP. The full study is available [here](#).

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ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country’s leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of



English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. cmpa.ca

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