

Frontier leads impressive economic conquest for Newfoundland and Labrador

Historical drama starring Jason Momoa has generated \$106 million in economic activity and created nearly 900 jobs across Canada

ST. JOHN'S, December 6, 2018 – On the eve of *Frontier's* season-three premiere, the Canadian Media Producers Association has released a study detailing the series' impressive economic impact. In addition to generating \$106 million in economic activity and contributing \$82.1 million to the national GDP, the 18-episode-strong series has been a boon for local businesses and talent based in Newfoundland and Labrador, where the series is produced. A summary of the report's key finding is available [here](#).

“Over three seasons, *Frontier* has entertained fans across the world, yet nowhere is its impact more tangible than in Newfoundland and Labrador,” said the CMPA’s President and CEO Reynolds Mastin.

“*Frontier*’s economic contribution to the province shows the tremendous economic potential of bold and unapologetically Canadian storytelling.”

An analysis of *Frontier*’s first season revealed that of the 621 Canadian vendors that benefitted from the production, 368 were based in the province. For that same season, every dollar of provincial tax credit invested by Newfoundland and Labrador triggered \$6.74 in economic activity and \$5.77 in GDP. At the national scale, each dollar of federal government incentives generated \$14.36 in economic activity and \$11.12 to the GDP. Furthermore, over the course of the series, the production created 888 Canadian jobs, the majority of which were based in Newfoundland and Labrador.

“We are extremely gratified with the success of *Frontier*, and in particular the positive impact it has had locally,” said Take the Shot Productions’ Peter Blackie, *Frontier*’s co-creator and executive producer. “I think it’s fair to say that the production industry in Newfoundland and Labrador punches well above its weight, and we’re excited about continuing to grow that potential for the province.”

The show’s star, Jason Momoa, will be hosting *Saturday Night Live* this weekend. The third season of *Frontier* premieres on Friday, December 7 on Discovery Canada. The show is also available on Netflix in over 190 countries as an original series.



Economic analysis for the study on *Frontier's* economic impact was carried out by MNP LLP for the CMPA. The full study is available [here](#).

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ABOUT THE CMPA

The Canadian Media Producers Association is the national advocacy organization for independent producers, representing hundreds of companies engaged in the development, production and distribution of English-language content made for television, cinema and digital media channels. We work to promote the continued success of the Canadian production sector and to ensure a bright future for the diverse content made by our members for both domestic and international audiences. cmpa.ca

ABOUT TAKE THE SHOT PRODUCTIONS

Take the Shot Productions Inc. has developed and produced award winning content that has garnered critical and commercial success, both domestically and globally. TTS is a film and television production company with offices in St. John's and Ottawa. Past productions include award nominated series *Republic of Doyle* on CBC and Discovery Canada/Netflix Original Scripted Series *Frontier Season 1 and 2*, starring *Game of Thrones* and *Aquaman's* Jason Momoa. *Frontier* Season 3 premiered on Netflix outside of Canada on November 23, 2018 and returns to Discovery Canada on December 7, 2018. The TTS produced CBC Original Series *Caught* premiered in early 2018, starring Allan Hawco, Paul Gross, and Eric Johnson.

For more information:



Kyle O'Byrne
Manager, Media Relations & Communications, CMPA
kyle.obyrne@cmpa.ca

