

Profile

Summary 2025

April 1, 2024 – March 31, 2025

An economic report on the screen-based media production industry in Canada.

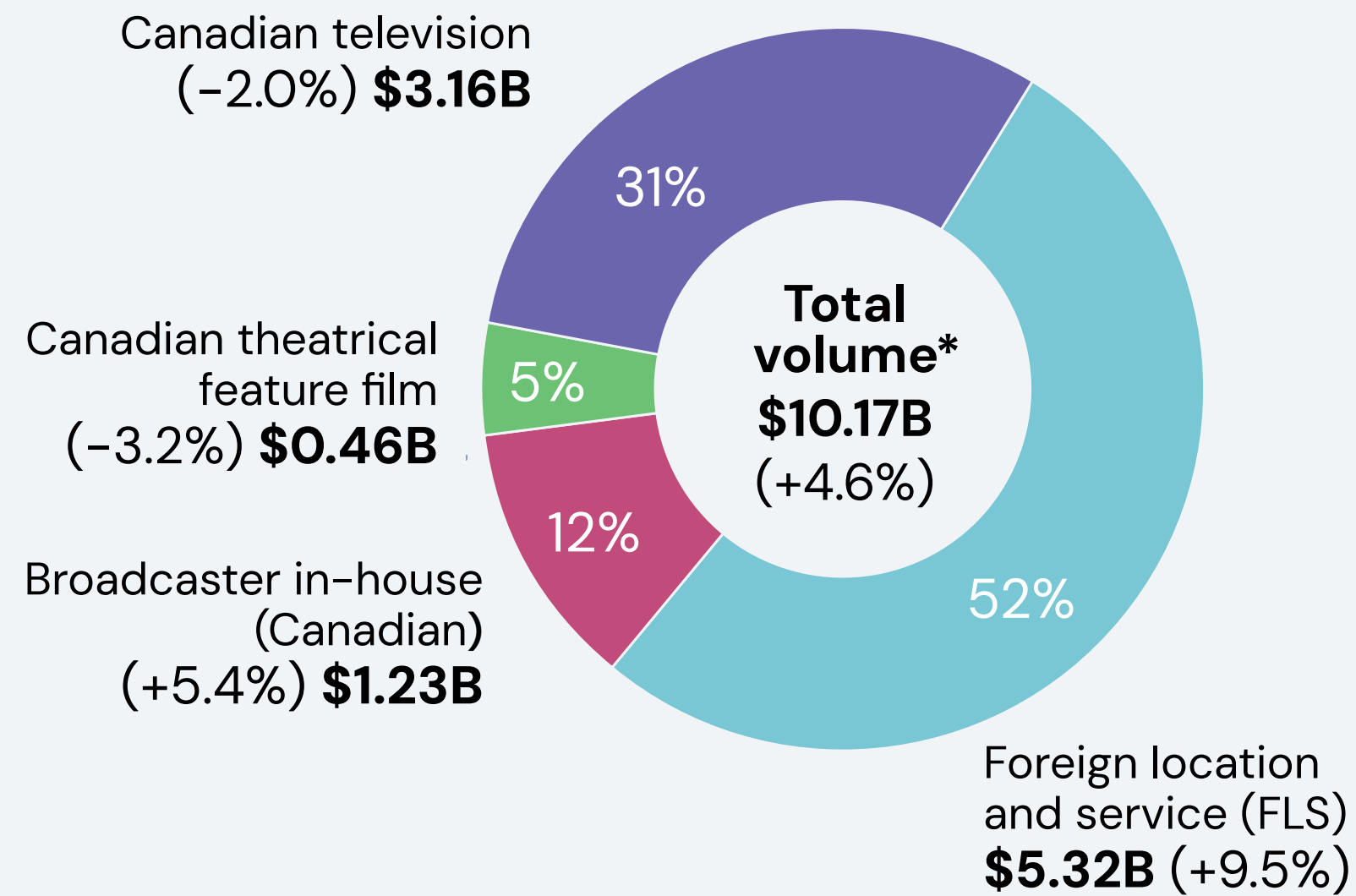


Published by the Canadian Media Producers Association in collaboration with the Department of Canadian Heritage, the Canada Media Fund, Telefilm Canada, the Indigenous Screen Office and the Association québécoise de la production médiatique.

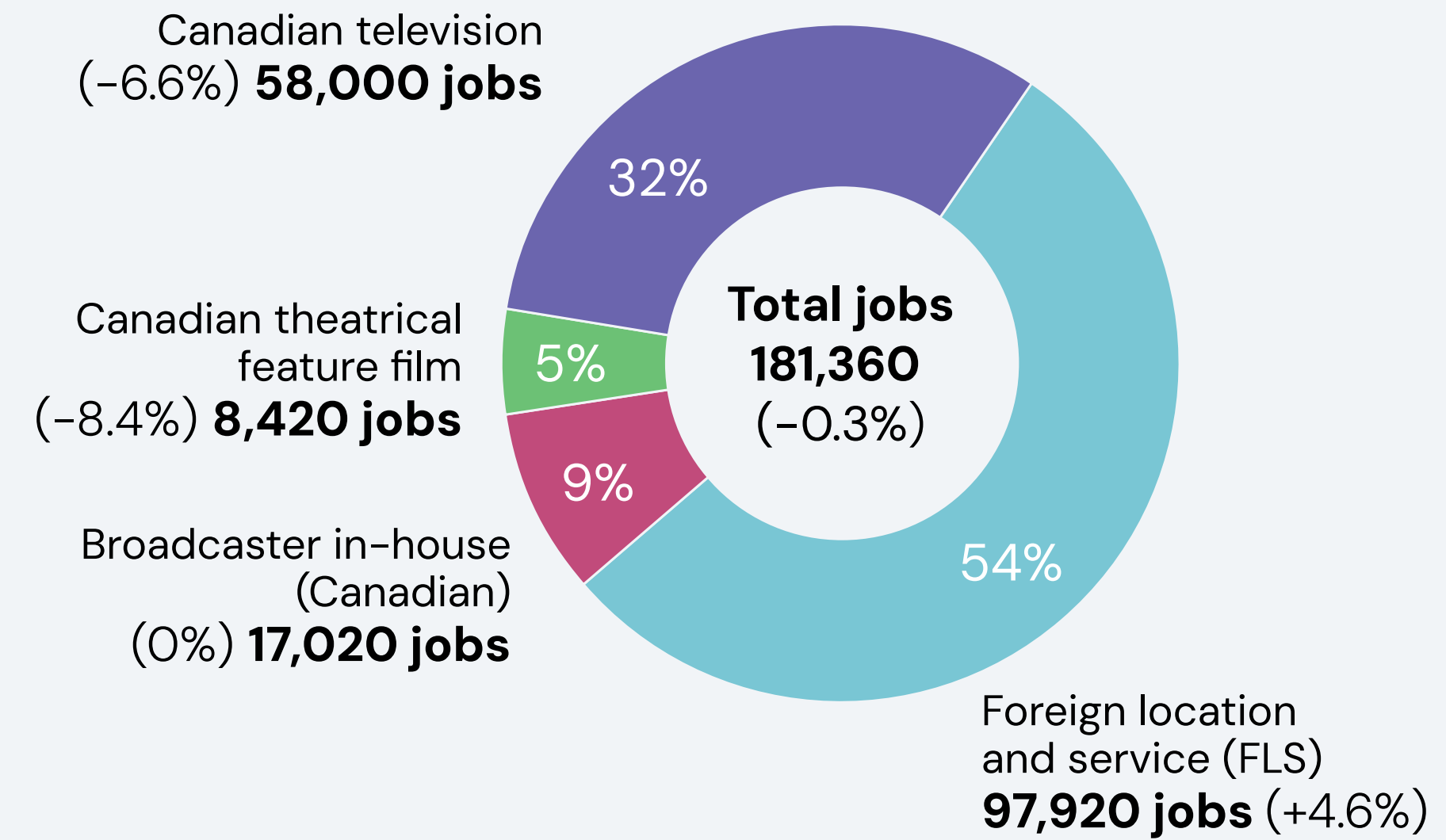
2024/25 at a glance:

Total volume of \$10.17 billion and 181,360 jobs

Total film and television production in Canada
(and annual growth)



Total jobs in Canada
(and annual growth)

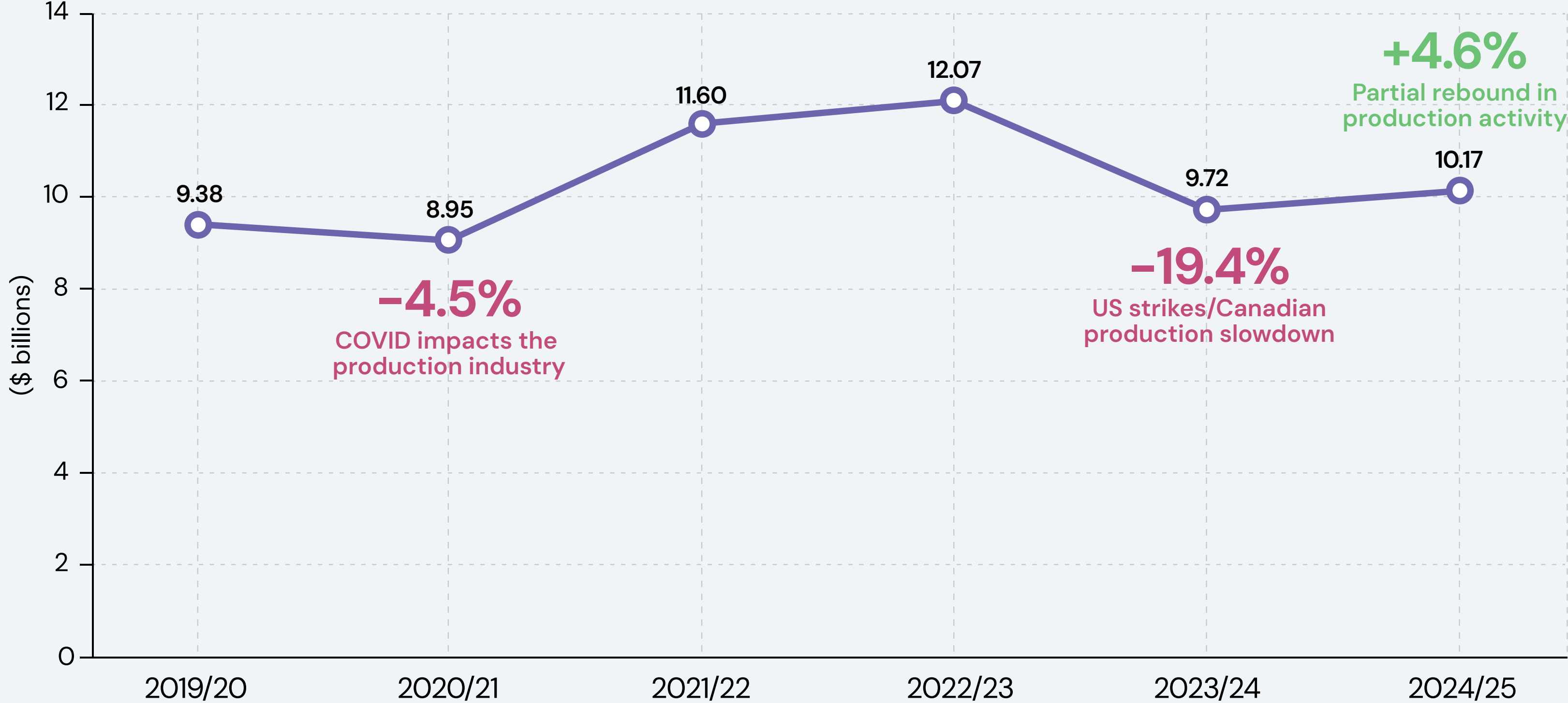


\$11.72B
Contributed to total GDP

*Note: Some totals may not sum due to rounding.
* "Volume" or "total volume" refers to the sum of production budgets.*

Production volume trends:

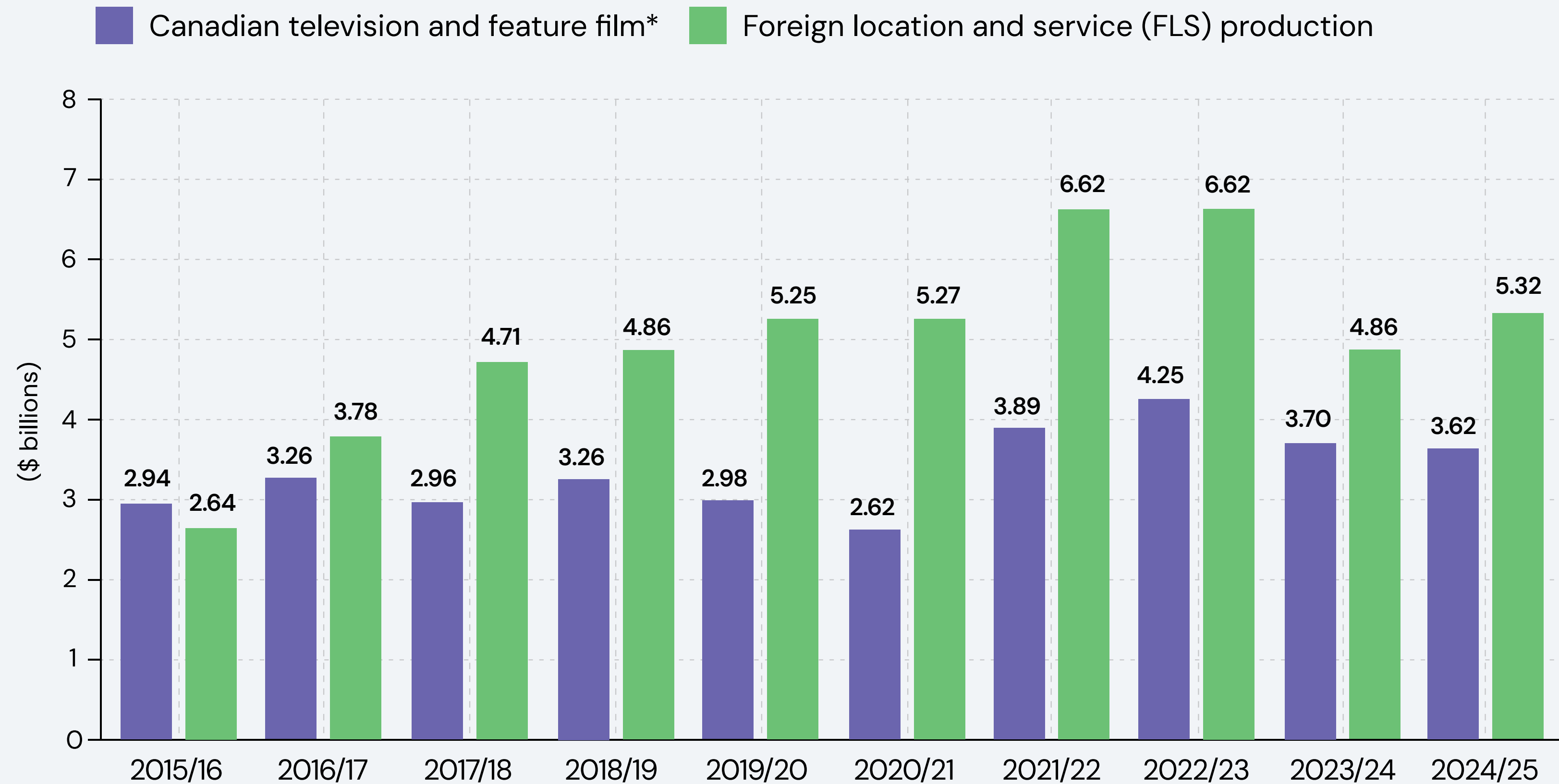
Partial rebound following pandemic and strike-induced slumps



In 2024/25, FLS production rebounded 9.5% to \$5.32 billion, while Canadian Content declined by 2.2% to \$3.62 billion.

Production activity:

Changing levels of Canadian content and FLS production

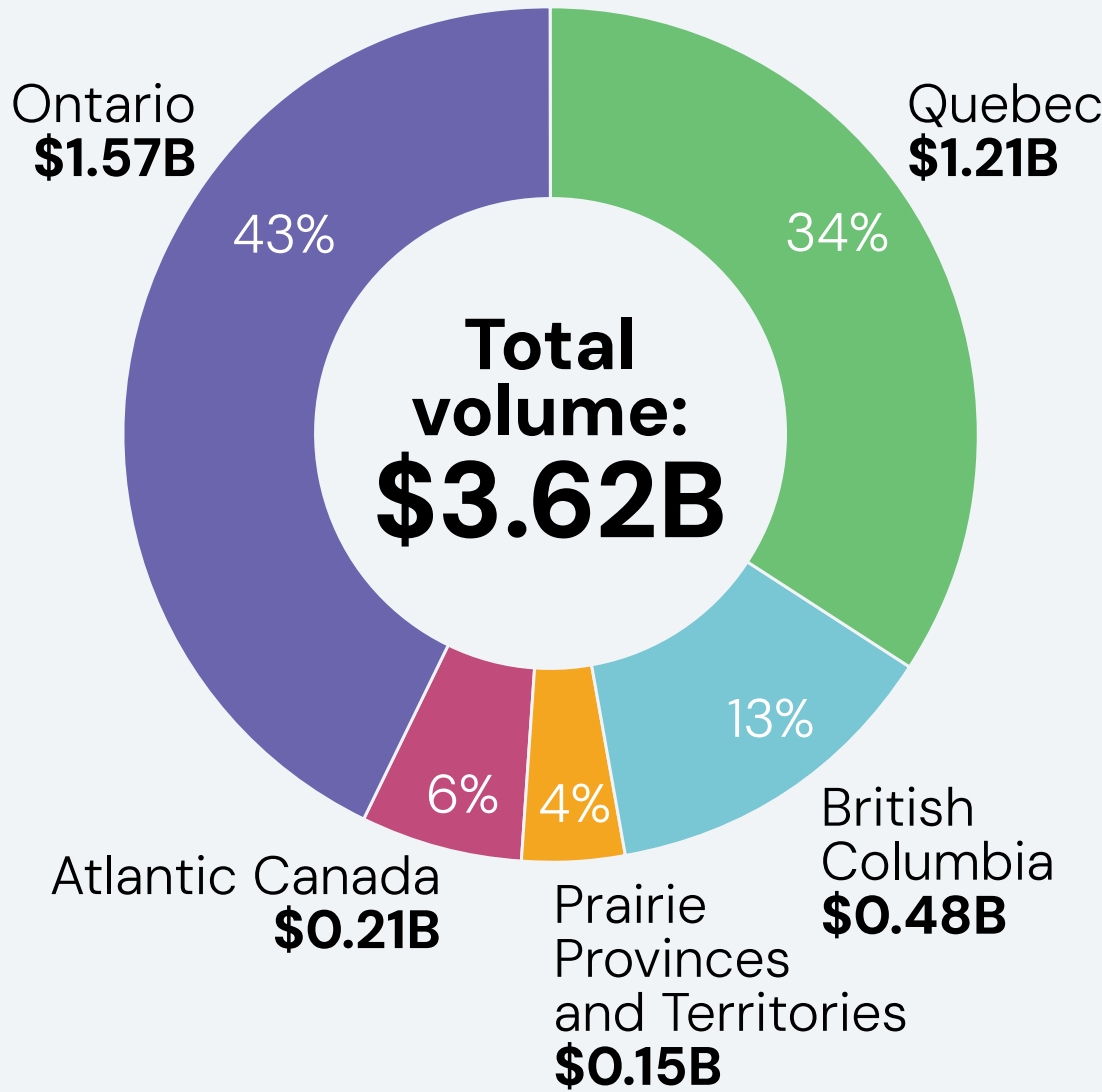


40% CanCon to 60% FLS in 2024/25, down from 53% to 47% in 2015/16.

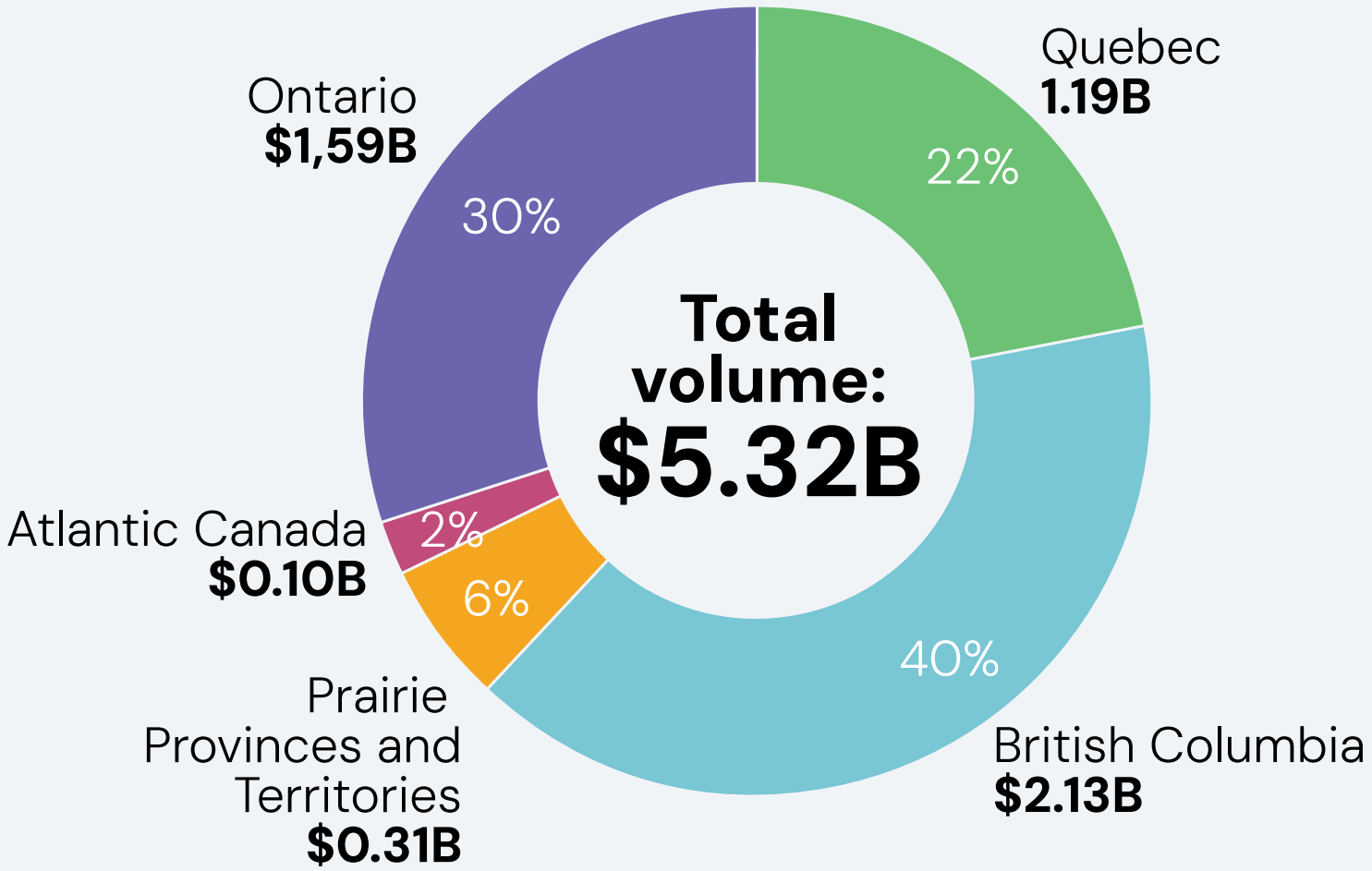
* This total excludes Broadcaster in-house production.

A closer look at production activity across Canada

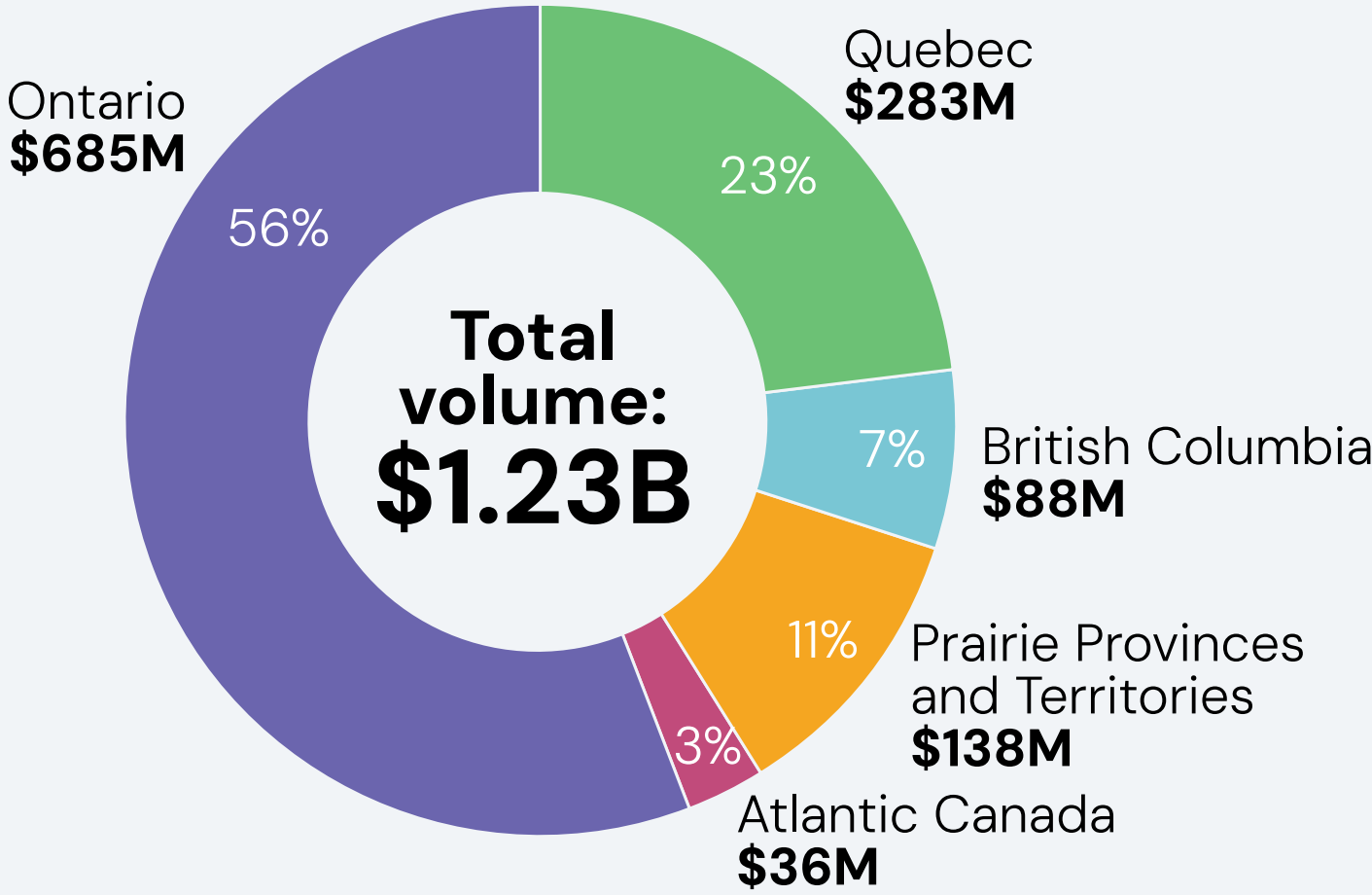
Canadian content*



Foreign location and service

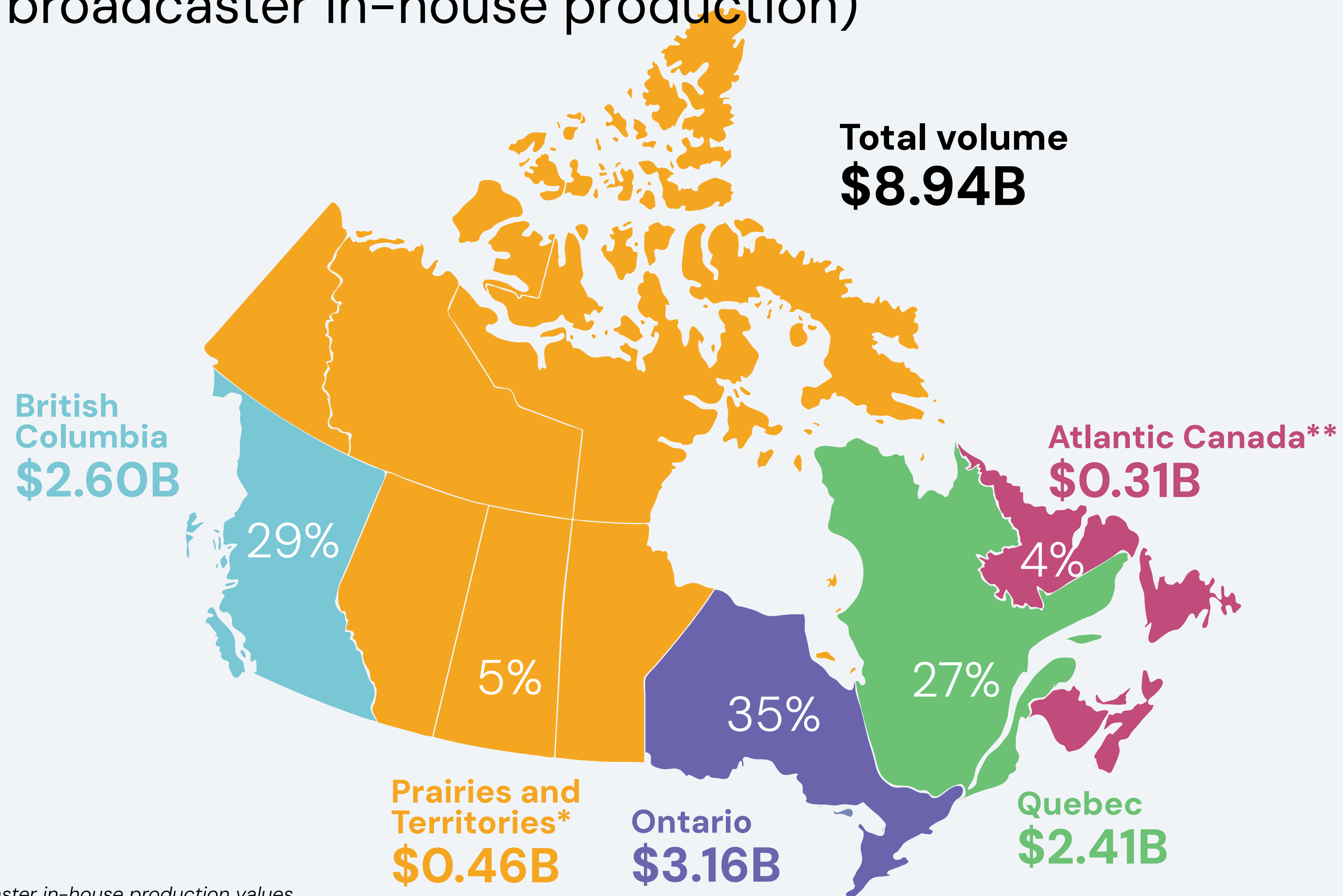


Broadcaster in-house production



Note: Some totals may not sum due to rounding.
 * Canadian content consists of Canadian television and theatrical feature film.

A regional breakdown of production activity in 2024/25 (excluding broadcaster in-house production)



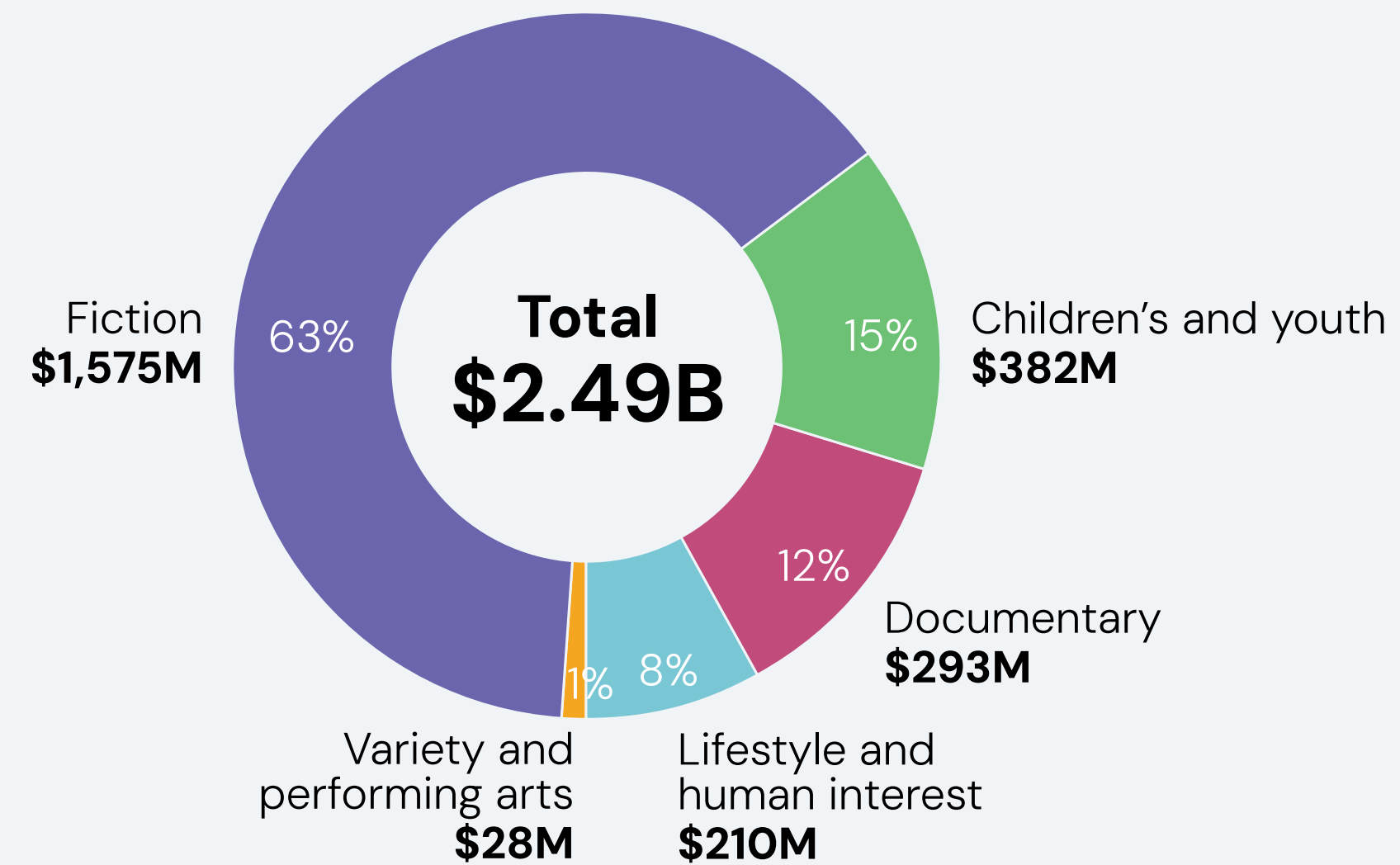
Note: Totals exclude broadcaster in-house production values.

* Alberta, Saskatchewan, Manitoba, Yukon, Nunavut and Northwest Territories.

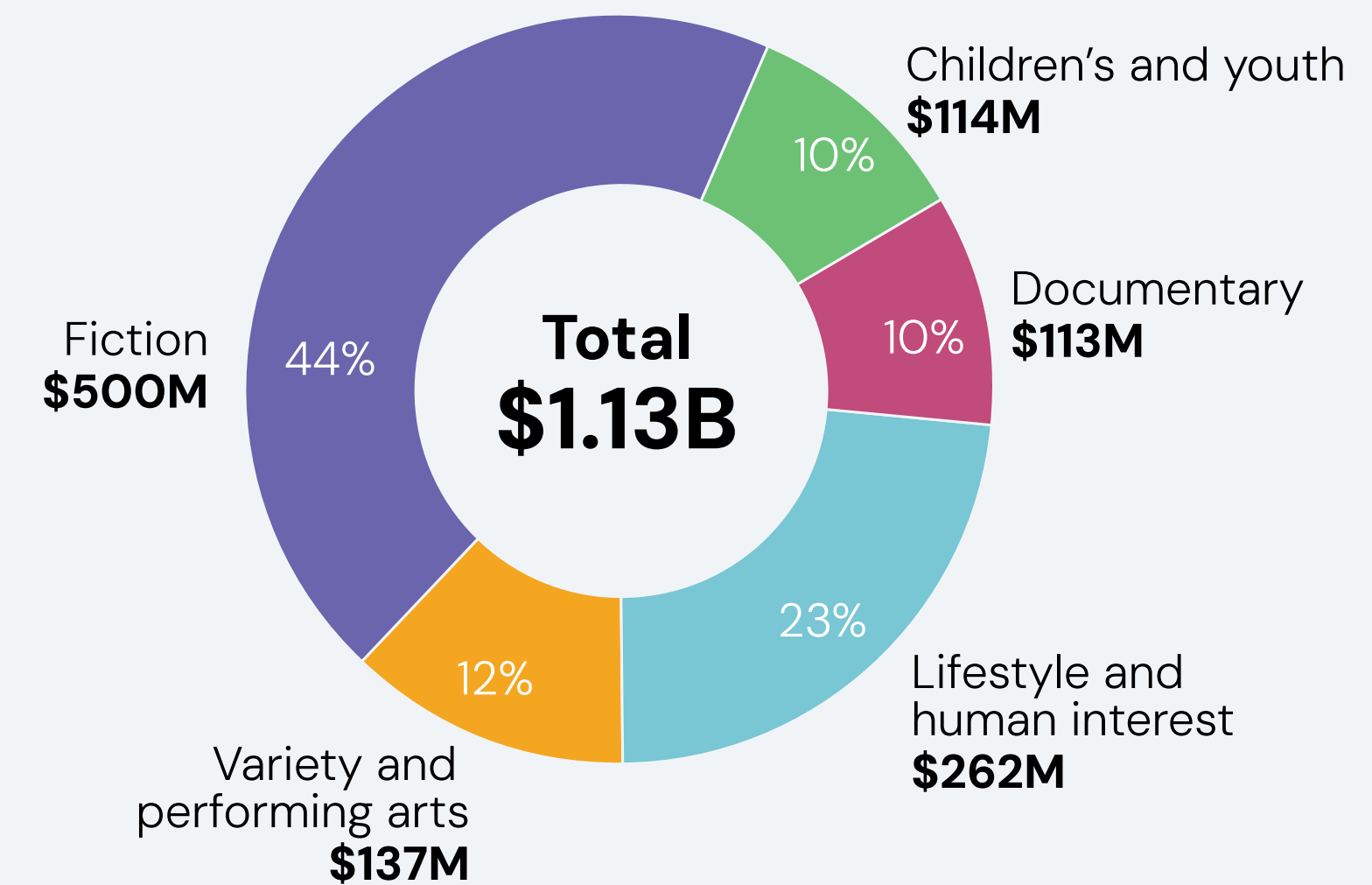
** Nova Scotia, Newfoundland and Labrador, New Brunswick and Prince Edward Island.

Canadian content (film and television) by programming category in 2024/25

English language*

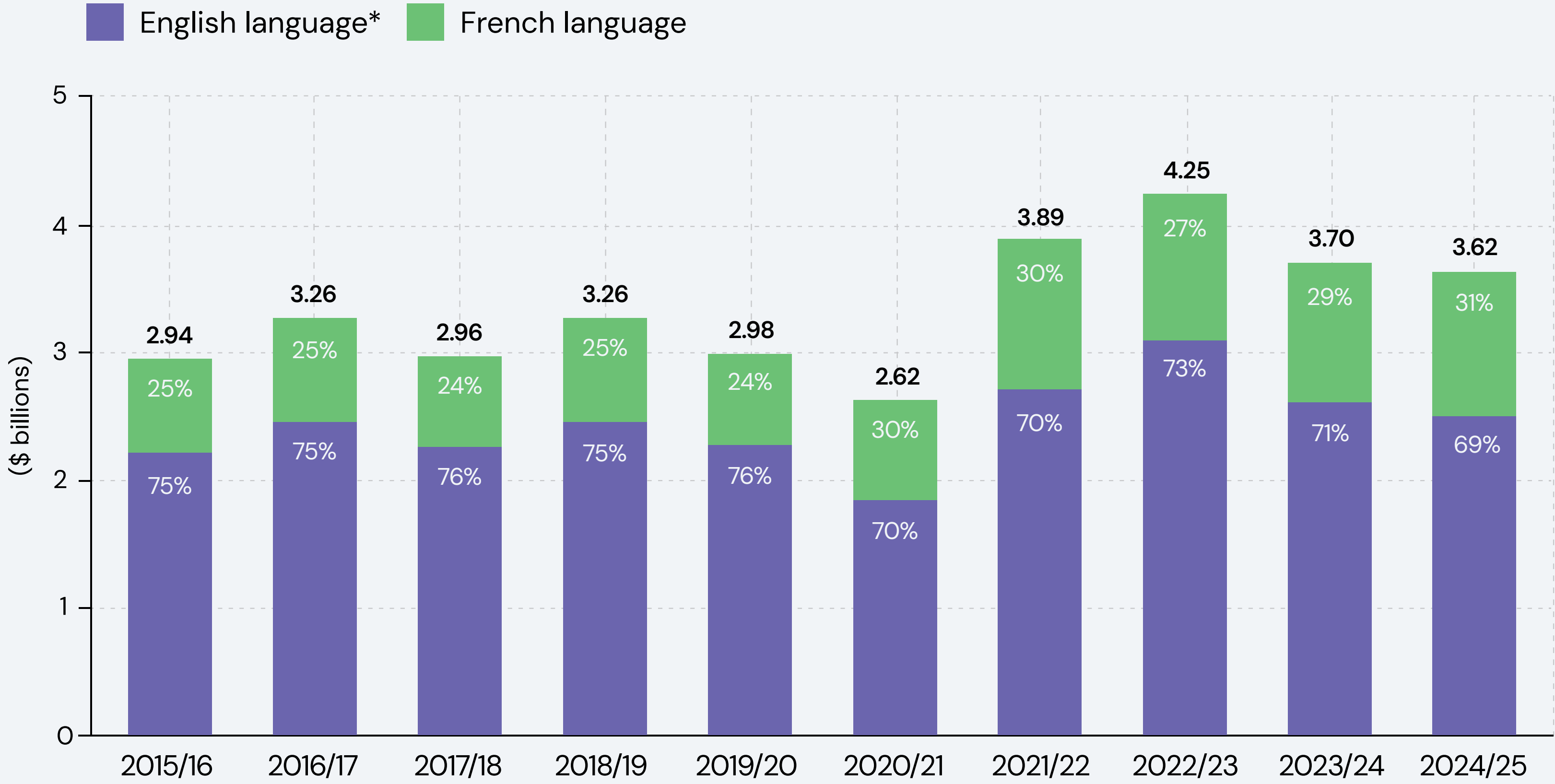


French language



* Includes data for projects produced in bilingual format and non-official languages.

Canadian content (film and television) production by language in 2024/25



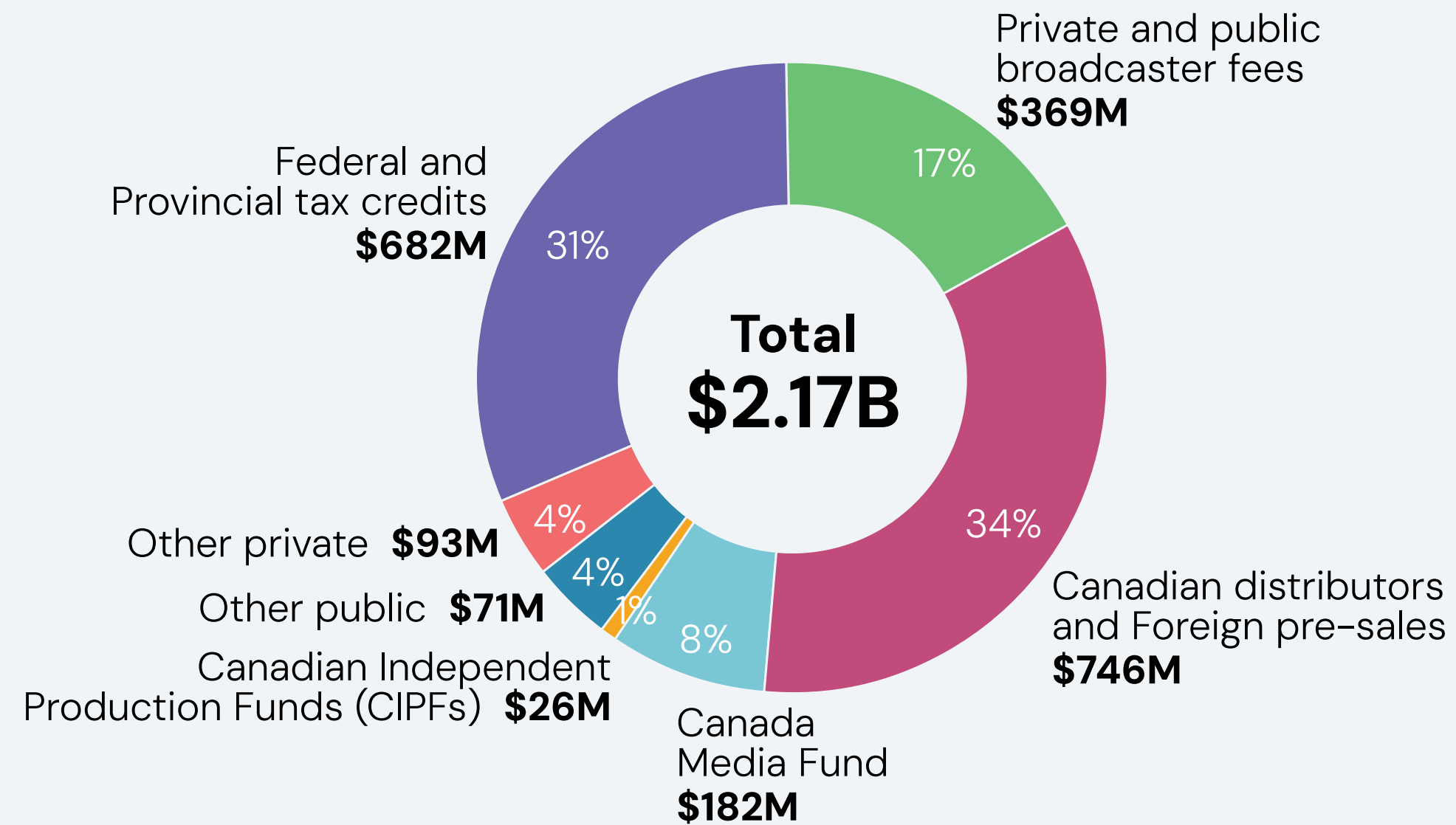
* Includes data for projects produced in bilingual format and non-official languages.

Financing Canadian television in 2024/25 by language:

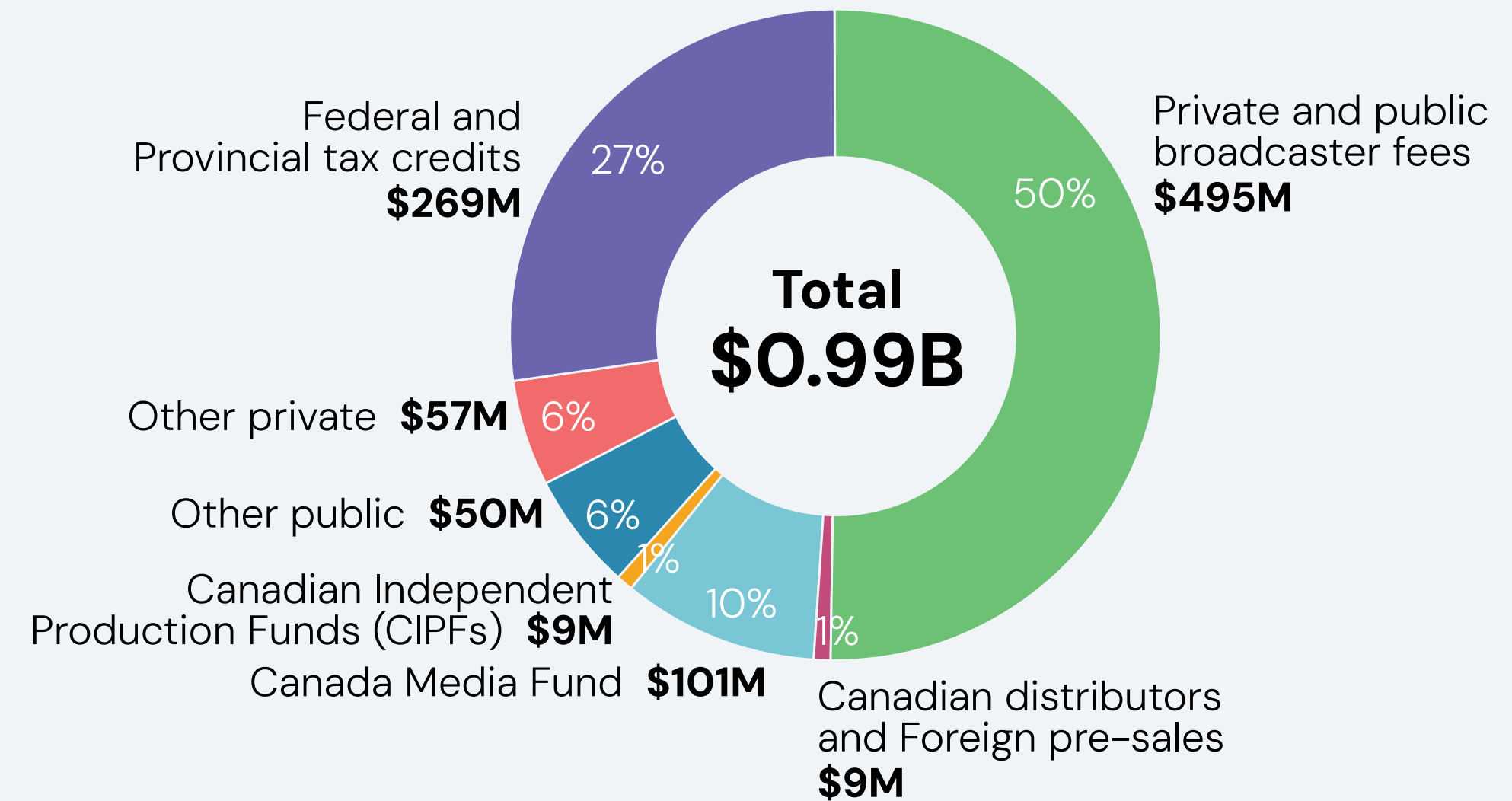
Similarities in tax credits

Differences in distribution pre-sales and broadcaster fees

English language*



French language



Note: Some totals may not sum due to rounding.

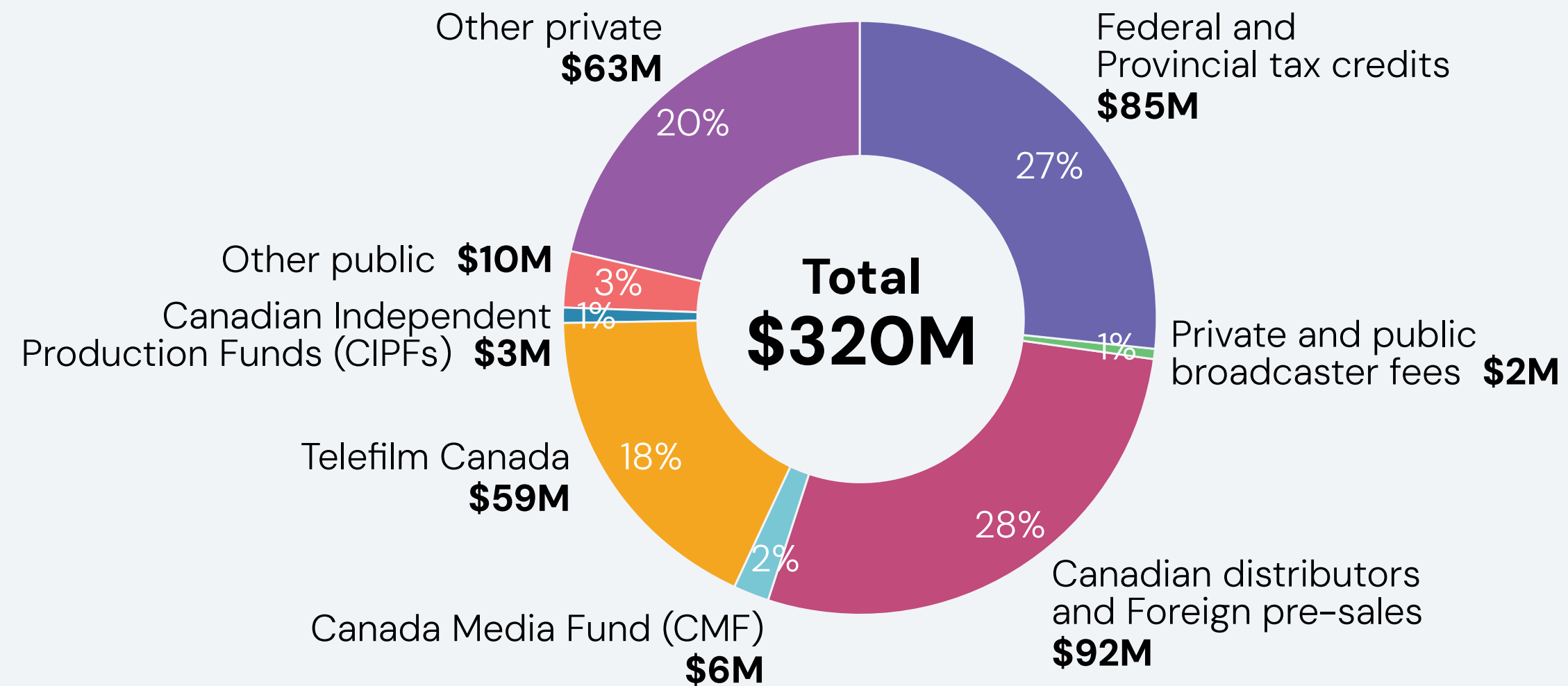
* Includes data for projects produced in bilingual format and non-official languages.

Financing Canadian film in 2024/25 by language:

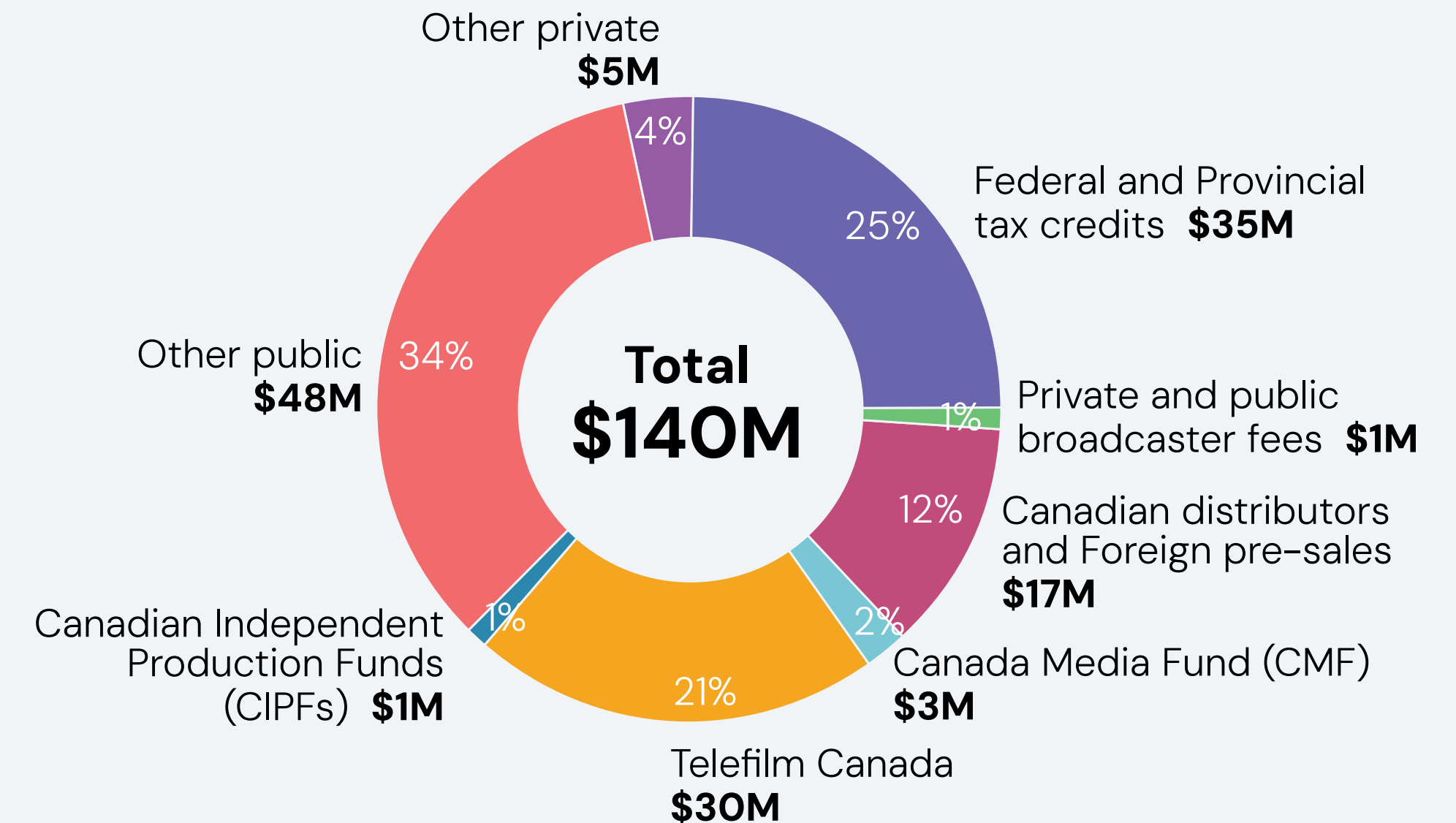
Similarities in tax credits

Differences in distribution pre-sales and other public funding

English language*



French language



Note: Some totals may not sum due to rounding.

* Includes data for projects produced in bilingual format and non-official languages.