

**SURVEY OF SCREEN
PRODUCTION IN NEW ZEALAND
1999**

PREPARED FOR:

**SCREEN PRODUCERS AND
DIRECTORS ASSOCIATION OF
NEW ZEALAND**

**WITH ASSISTANCE FROM:
NZ ON AIR
NZ FILM COMMISSION
TRADE NEW ZEALAND
WELLINGTON CITY COUNCIL**

**COVERING TAX YEAR:
1 APRIL 1998 - 31 MARCH 1999**

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Preface

This is the sixth survey of screen production activity in New Zealand. It is an invaluable source of data in providing a snapshot of the size and health of the film, television, and commercials production industry.

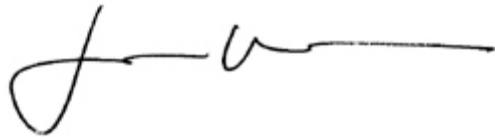
As with all such surveys, the results are only as good as the base data. The cooperation of the vast majority of the production industry is vital, and the completion of the survey itself is no easy task. We are indebted to the 94 companies and individuals that participated this year.

As the many media reports over the past year have indicated, the growth of the screen production industry in New Zealand has continued apace. This is due to aggressive marketing by New Zealand producers domestically and offshore, the invaluable work undertaken by Film New Zealand in helping attract foreign companies to shoot in our unique country, the increased awareness by some regional councils of the spin-off benefits in growing the industry in specific regions, and the awareness by local broadcasters of the importance of local content for New Zealand audiences.

Screen production is a high risk business. It needs ongoing and consistent support by Government, funding agencies, councils, advertising agencies, broadcasters, and the viewing public to flourish. The rewards are there for investors in our industry who take a broad overview. As has been widely noted, the tremendous coup by Peter Jackson in securing the multi-million dollar project *The Lord Of The Rings* derived not only from Jackson's own considerable talents but early public funding support at the beginning of his career. Production companies which inject millions of dollars into the New Zealand economy, like South Pacific Pictures, cannot do so without ongoing local work such as *Shortland Street*, also a recipient of substantial early start-up funding from the public purse.

What the 1998/99 survey results clearly show is that New Zealand Government funding is now below an adequate level of support. The abolition of the Public Broadcasting Fee is of serious concern, as is the long-term frozen level of funding to the NZ Film Commission.

The production industry welcomes the interest of the new Government in addressing these problems. Without a secure domestic funding base New Zealand producers and directors are unable to work in the country they love, are unable to help grow an industry which is a highly desirable one for a country of this size, and are unable to make meaningful quantities of films and programmes reflecting our culture for our audiences.



Jane Wrightson

CHIEF EXECUTIVE

SCREEN PRODUCERS AND DIRECTORS ASSOCIATION

February 2000

Survey highlights

This annual Screen Production Survey covers film, television, commercials, and multi-media production activity during the tax period 1 April 1998 to 31 March 1999.

Key highlights from this year's survey are as follows:

- Total production expenditure is up 47% on 1997-98 figures, to \$307m;
- Company turnover is up 22% on 1997-98 figures, to \$805m;
- Foreign exchange earnings are up 68% on 1997-98 figures, to \$155m. Consistent with past survey results, the majority of foreign exchange earned by the industry took the form of investment in productions, rather than sales of completed films or television projects. The United States and the United Kingdom continue to be the main sources of foreign exchange earnings;
- Domestic funding of the industry is up 25% on 1997-98 figures, to \$156m;
- NZ public funding (NZ On Air, Film Commission, Creative NZ) has steadily declined over the last three years:
 - \$57m in 1996-97
 - \$51m in 1997-98
 - \$47m in 1998-99Public funding now makes up only 30% of all domestic funding of the industry;
- The proportion of foreign funding of the industry is increasing, relative to domestic funding of the industry;
- Feature film expenditure has increased 66% on 1998-99 figures, to \$15.5m ("Lord of the Rings" and "The Vertical Limit" are not included in 1998-99 figures as production had not commenced within the survey period);
- Growth genres in television are drama, documentaries, and information/magazine programmes; television comedy is in decline.

The results obtained in the 1998-99 survey suggest the industry is buoyant. All of the key performance indicators such as total production expenditure and foreign exchange earnings are at the highest level since surveying began.

There is a danger in reading too much into the trends, as at least some of the apparent growth will be due to progressively better reporting of all types of production activity. Nevertheless, Colmar Brunton is confident that the exhaustive efforts made this year to obtain information from all sectors of the industry have produced a reasonably accurate picture of activity in 1998-99.

Introduction

Background

This report presents the results of the sixth survey of production activity in the New Zealand screen production industry. The first benchmark survey was carried out in 1994.

The New Zealand Screen Producers and Directors Association (SPADA) has commissioned the survey to assist it in promoting the interests of the New Zealand film and television industry. To further those interests, information is needed to:

- establish the importance of the industry to the New Zealand economy
- identify trends in the types of productions being carried out, where they are being made, and how they are being funded
- gauge the total foreign exchange generated by the industry.

The survey has been made possible thanks to financial assistance from the NZ Film Commission, NZ On Air, Trade New Zealand, and the Wellington City Council.

Objectives

The survey provides the only comprehensive statistics on the level and types of production activity taking place in New Zealand. It complements the annual survey of the Australian industry conducted by the Australian Film Commission.

The survey aims to allow production companies and other interested bodies to track the progress of the industry and to undertake a detailed analysis of trends in production type, funding sources, production costs and offshore investment.

The main aims of the survey are as follows:

1. Describe the production activities of the industry in 1998-99 in terms of:
 - total production expenditure by type
 - shoot locations.
2. Determine sources of funding for productions by type – both domestic and foreign
3. Determine total foreign exchange earned by the industry in 1998-99 by:
 - source
 - country of origin.

Research Method

As with the previous years, the survey was carried out by means of a self-completion questionnaire, and sought information on turnover, employment, production activity and foreign exchange earnings. The information covers all forms of film and television production activity, excluding in-house production of news, sport, and current affairs.

SPADA maintains a comprehensive listing of all individuals and companies active in the industry, including non-members of SPADA. Prior to questionnaires being dispatched, the SPADA office made contact with all people on the list to check if they were active in the 1998-99 tax period covered by the survey and ensure all contact details were correct. This updated list became the mailing list for the survey.

Questionnaires and a covering letter were mailed to all organisations and individuals on the list. The covering letter was addressed to a specific individual in the majority of cases. Questionnaires were mailed out in late July 1999, with an initial closing date of the end of August 1999. Extensive follow-up activity was carried out by Colmar Brunton and SPADA personnel right up to Christmas, to ensure as comprehensive and accurate picture of the industry was obtained.

At the end of December 1999, data had been obtained from 94¹ companies or individuals operating in the industry. The vast majority of production companies have participated. Questionnaires were analysed by Colmar Brunton Research to ensure the responses remained completely confidential. Aggregate results only are published in this report. Where only one or two companies have given information for a particular category of production, the information has been amalgamated to preserve confidentiality.

In an effort to gain as accurate a picture of the industry as possible, survey figures were cross-checked against the published annual reports for NZ On Air, Creative New Zealand, and the NZ Film Commission. It should be noted that the apparent fluctuations in annual funding from government agencies such as NZ On Air or the NZ Film Commission, are magnified by the time lapse between funding decisions and the commencement of production. This explains any lack of direct correlation between annual reports published by NZ On Air or the NZ Film Commission and the results of this survey.

One area of activity absent from the survey is work carried out by foreign film crews using New Zealand purely as a shooting location. However, the survey does include data from New Zealand personnel who undertake service contracts for foreign projects that are destined for an international market.

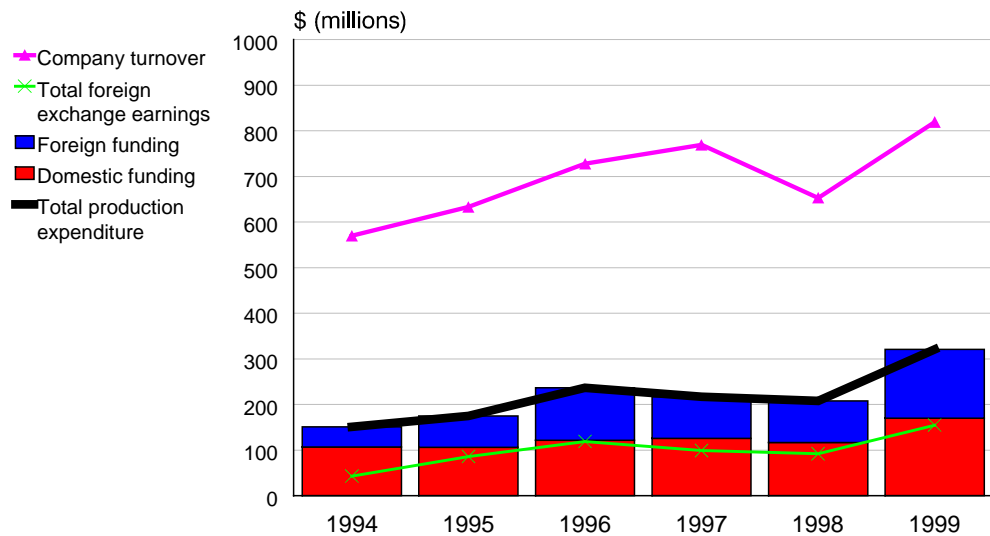
¹ Refer to the appendix for a list of companies and individuals that participated

Industry trends

The chart and table below show trends in company turnover, production expenditures, and foreign exchange earnings since 1994.

Industry Growth Trends

1994 - 1999



Ref: 6791 slide #

	1994	1995	1996	1997	1998	1999
Total production expenditure	151m	175m	237m	217m	208m	307m
<i>Domestic</i>	107m	106m	122m	126m	117m	156m
<i>Foreign</i>	44m	69m	115m	91m	91m	151m
Total company turnover ²	570m	633m	728m	769m	657m	805m
Total foreign exchange earnings	43m	86m	119m	99m	92m	155m

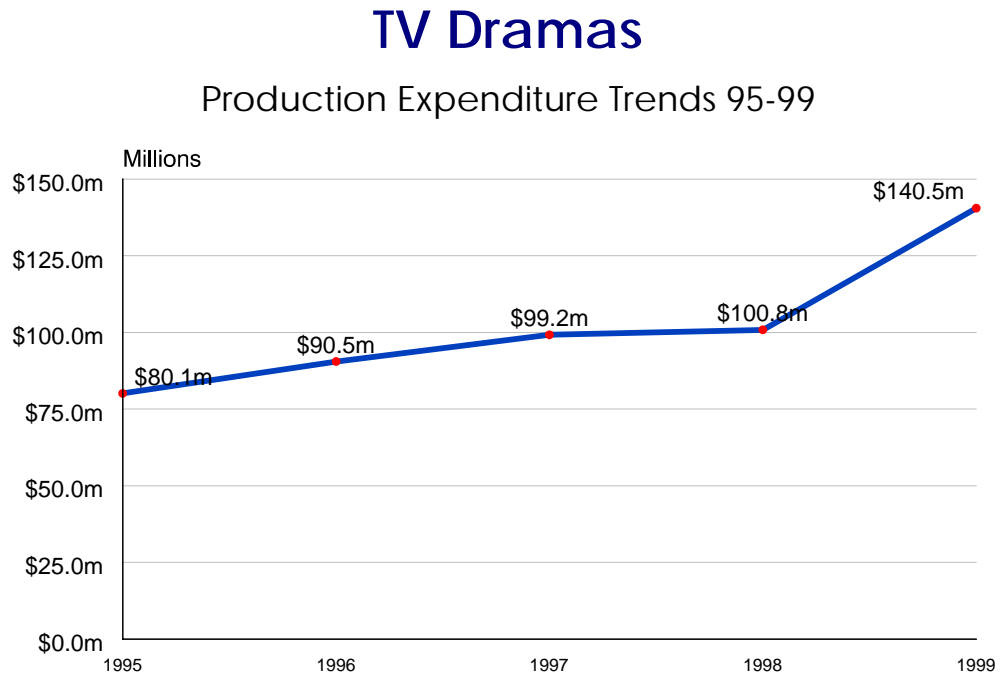
Company turnover is up 22% and total production expenditure for 1998-99 is up 47% on 1998 figures. Growth has been experienced in production funds sourced both locally (up 25%) and offshore (up 66%). Foreign exchange earnings are also up 68%, which is consistent with the jump in offshore production funding.

² These figures include the total company turnover for the two main broadcasters

Some of this apparent growth may in fact be attributable to wider coverage of the industry and greater persistence in obtaining data – especially commercials production. The 1998-99 survey includes figures for companies extensively involved in multi-media production, which has not been the case in past years.

Television Drama

In 1998-99 a total of 498 hours of drama programming was made. The graph below shows trends in television drama production since 1994-95.



Includes TV series & one-off TV movies

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Overall there has been a 39% jump in expenditure on drama between 1997-98 and 1998-99. Some of this increase is due to more drama being seen on New Zealand screens – more drama series were reported in 1998-99 compared to 1997-98. This has led to a 35% increase in offshore funding of drama programmes from nearly \$79m in the last survey to \$107m in this period.

Over the same period, domestic funding of television drama appears³ to have risen from nearly \$22m in the last survey to \$34m in this period – a 54% increase. NZ On Air and broadcaster funding of drama have each increased by 35%, investment by production companies themselves has doubled, and there is significant private investment in drama this year. This increase may be less significant than it appears because some series were funded considerably in advance of the commencement of production.

³ Inquiries conducted by Colmar Brunton indicate that 1997-98 figures for television drama may have been under-reported.

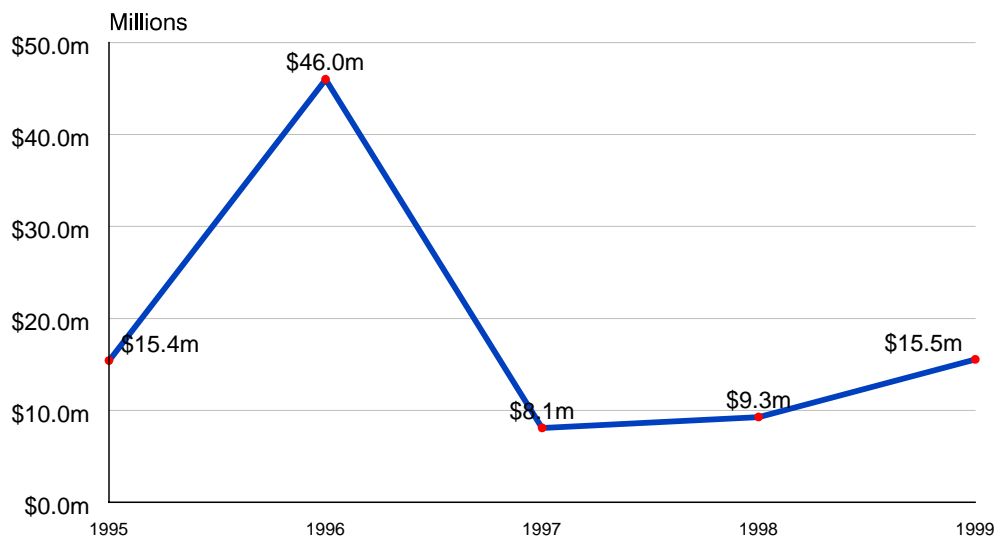
Feature films

In 1998-99 fifteen feature films worth a total of \$15.5m were made in New Zealand. Six of these were New Zealand originated projects. The remaining nine are service contracts carried out for offshore companies using New Zealand as a location for films. It should be noted that work on neither the “Lord of the Rings” trilogy nor “The Vertical Limit” had commenced within the survey period, so figures for feature films in 1998-99 do not include these productions (publicly reported to exceed \$450m in total).

The graph below shows expenditure trends on feature films since 1994-95. The trend for feature films is more volatile because large individual productions (e.g. “The Frighteners” in 1996) tend to distort the picture. However, it appears feature film production has been steadily increasing.

Feature films

Production Expenditure Trends 95-99



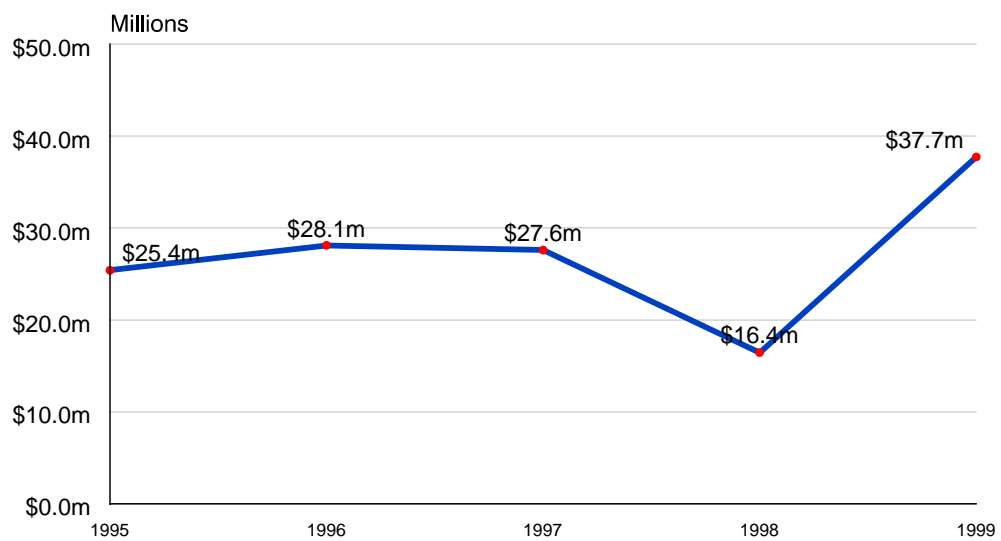
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Documentaries

In 1998-99 a total 163 documentary programmes were made in New Zealand. The graph below, showing expenditure trends in documentaries since 1994-95, suggests an explosive growth in this genre. In fact almost all of the growth is attributable to a 500% increase in the funding of documentaries produced for international markets.

Documentaries

Production Expenditure Trends 95-99



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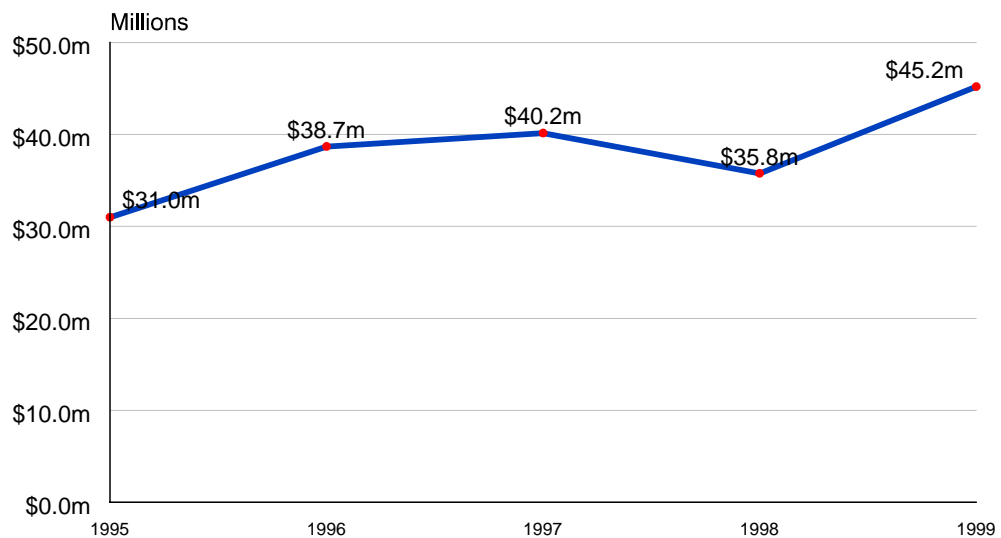
Information/magazine programmes

A total of 2369 hours of programming in the information/magazine genre were made in New Zealand in 1998-99.

With the exception of last year, expenditure in the information/magazine programme genre has steadily increased since 1994-95. This genre is entirely domestic-funded, and between 1997-98 and 1998-99 growth in this genre came from a 14% increase in broadcaster funding, and a 28% increase in NZ On Air funding.

Information/ magazine programmes

Production Expenditure Trends 95-99



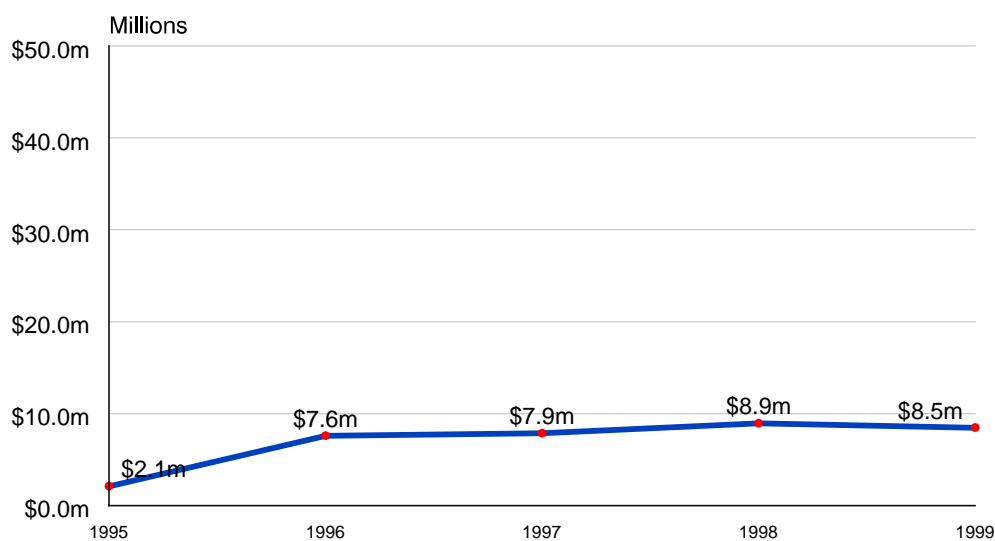
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Entertainment programmes

A total of 247 hours of programming in the entertainment genre were made in New Zealand in 1998-99. Expenditure in the entertainment genre has been relatively static for the past three years.

Entertainment programmes

Production Expenditure Trends 95-99



Includes TV game shows

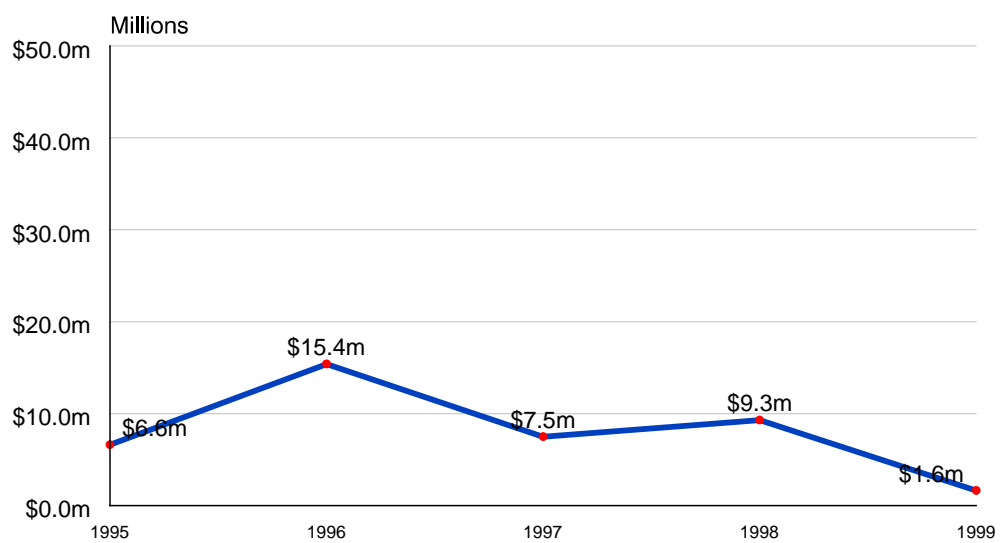
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Comedy

Only 55 hours of television comedy were made in 1998-99. The graph below shows that expenditure in the television comedy genre is steadily shrinking. Since its peak in 1995-96, expenditure in television comedy has decreased by 90%.

Comedies

Production Expenditure Trends 95-99



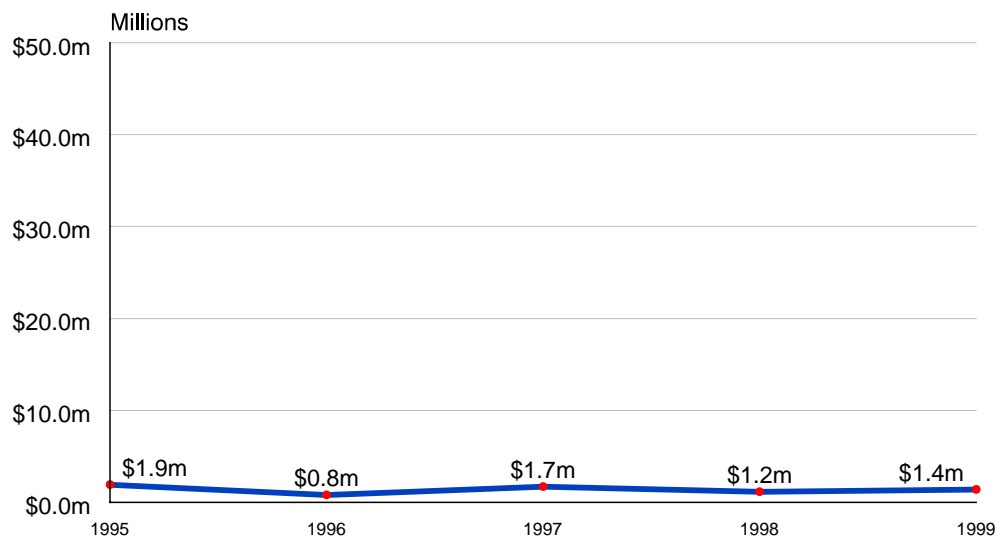
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Short films

Thirty-nine short films were made in 1998-99. Expenditure on short films has been more or less static since 1996-97.

Short films

Production Expenditure Trends 95-99



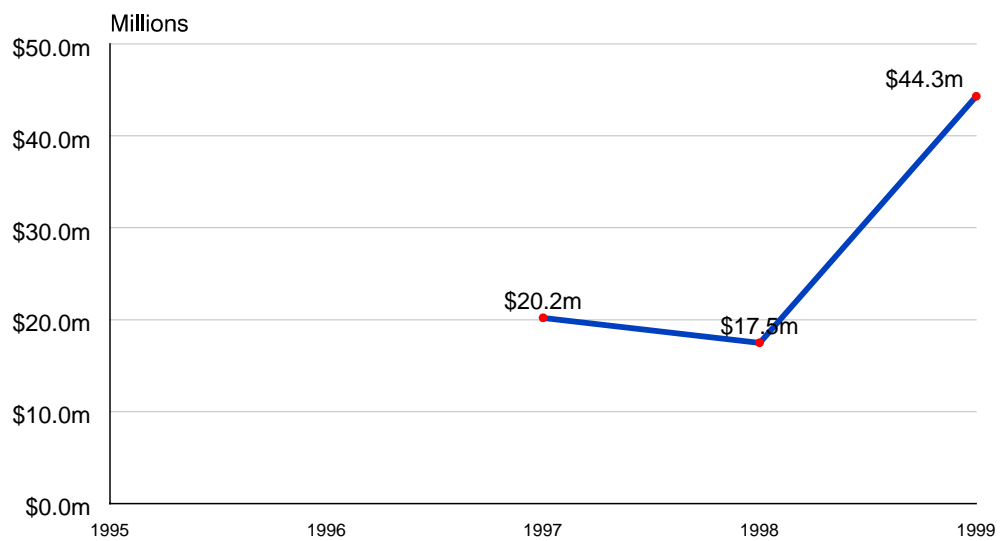
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Commercials

Commercials production appears to have had explosive growth in the past year, but in reality this is likely to be attributable to obtaining data from more of the major operators than has been the case in past years. In the 1998-99 survey, companies reported making a total of 498 commercials. Only 397 commercials were reported in the 1997-98 survey.

Commercials

Production Expenditure Trends 95-99



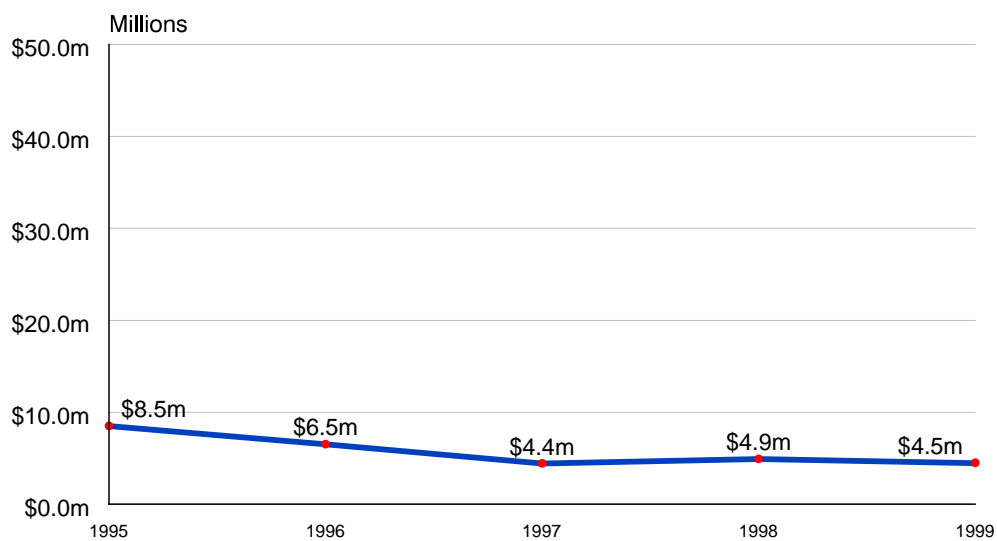
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Non-broadcast videos

A total of 187 non-broadcast videos were reported in the 1998-99 survey. Expenditures in this genre appear to be steadily declining.

Non-broadcast videos

Production Expenditure Trends 95-99



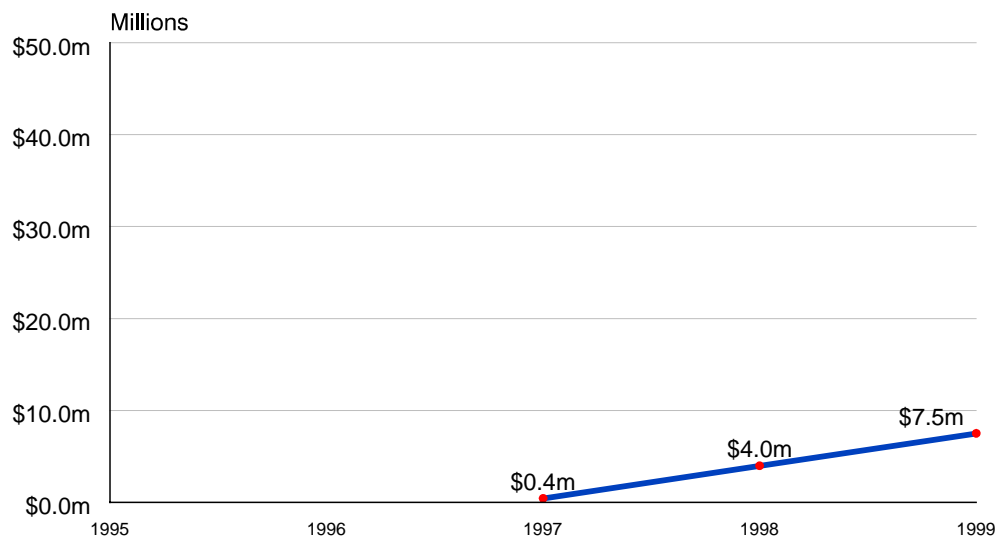
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Other productions

The apparent growth in “other” productions is likely to be due to better coverage of companies involved in multi-media production in the 1998-99 survey.

Other productions

Production Expenditure Trends 95-99



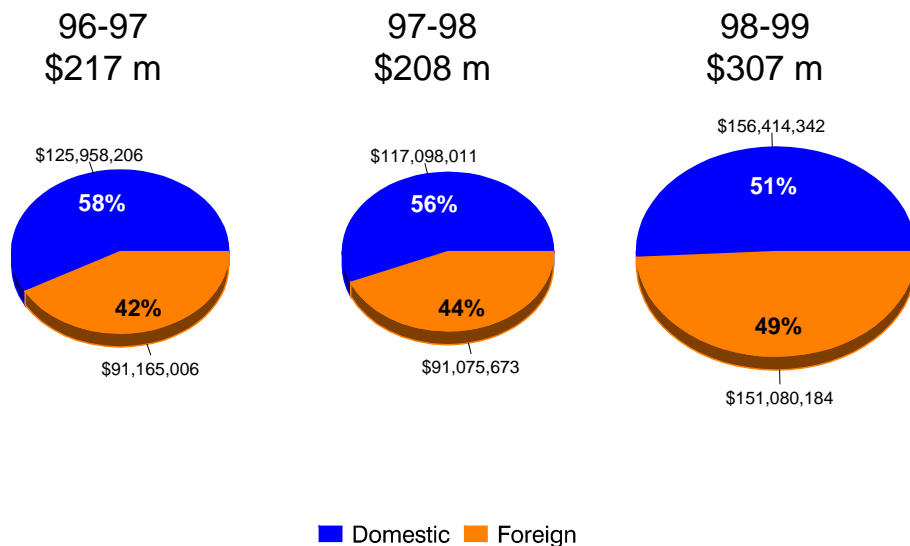
Includes animation, music videos, multi-media projects, & post-production activity

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Funding

Despite a substantial increase in the level of locally sourced funds this year (\$156m – up from \$117m in 1997-98) the pie charts below show that proportionally, offshore funding of the New Zealand industry is steadily increasing year by year. Levels of domestic and offshore funding fluctuate from year to year, but over the last three years the level of foreign investment as a proportion of total production expenditure has progressively increased.

Changes in Funding Mix



All figures in \$NZ

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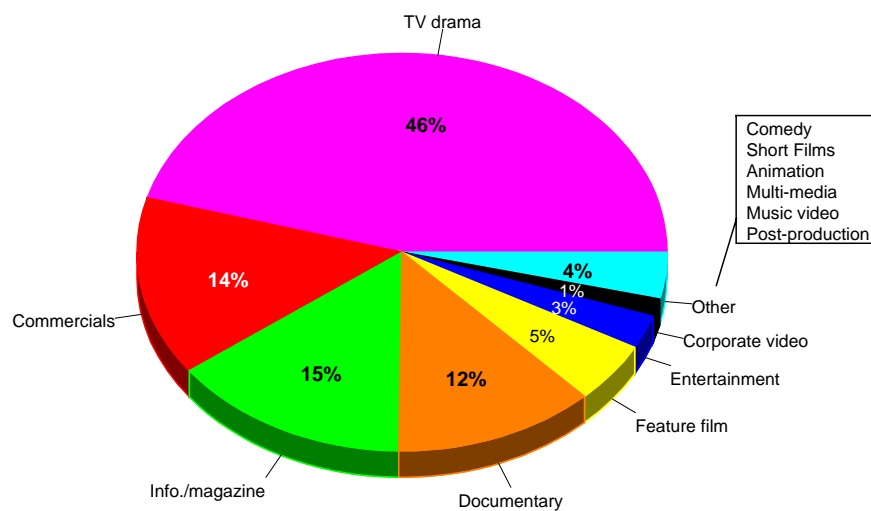
The table below shows the split of domestic and offshore funding for each production category in 1998-99.

	Domestic	Offshore	TOTAL
Television drama	\$33,591,311	\$106,928,194	\$140,519,505
Information/magazine	\$45,199,010	\$0	\$45,199,010
Commercials	\$24,713,785	\$19,587,266	\$44,301,051
Documentary	\$21,063,328	\$16,658,338	\$37,721,666
Feature film	\$8,577,000	\$6,950,000	\$15,527,000
Entertainment	\$8,474,431	\$0	\$8,474,431
Non-broadcast video	\$4,178,700	\$295,405	\$4,474,105
Comedy	\$2,385,945	\$0	\$2,385,945
Short Film	\$1,397,374	\$0	\$1,397,374
Other (music video, animation, multi-media, post-production activity)	\$6,833,458	\$660,981	\$7,494,439
TOTAL	\$156,414,342	\$151,080,184	\$307,494,526

Just under half of all production funding is spent on television drama. Other television programming (documentaries, entertainment, and information/magazine programmes) collectively account for a further 30%.

What Funds Spent on

Combined Domestic & Offshore Total = \$307,494,526



All figures \$NZ

Ref: 6791 slide #

Funding Sources

The table below shows that 33% of all production funds are sourced from production companies or studios offshore. Thirteen percent of all production funding comes from local broadcasters, and a similar amount (15%) comes from local government agencies (NZ On Air, NZ Film Commission, and Creative New Zealand).

FUNDING SOURCE	1998-99	1997-98
Off shore Production Company/Studio	\$101,114,797	\$58,415,600
NZ Broadcaster	\$38,816,796	\$31,533,326
Offshore broadcaster	\$20,000	\$1,106,000
NZ Public Funding	\$46,570,400	\$51,022,168
Offshore corporate ⁴ funding for commercials & non-broadcast videos	\$20,187,266	\$8,201,867
NZ corporate funding for commercials & non-broadcast videos	\$29,631,615	\$14,192,570
Offshore Co-production Partner	\$19,652,112	\$10,932,697
Offshore private investor	\$6,189,623	\$0
NZ private investor	\$4,666,760	\$4,163,000
Offshore parent company	\$0	\$10,000,000
NZ own company	\$10,020,672	\$1,181,860
NZ sponsor	\$9,470,494	\$7,492,900
Offshore source not specified	\$3,916,386	\$2,419,509
NZ source not specified	\$17,237,605	\$7,512,187
TOTAL DOMESTIC & OFFSHORE FUNDING	\$307,494,526	\$208,173,684

⁴ Includes funding from advertising agencies and other production companies, as well as direct funding from corporate clients.

Offshore Funding

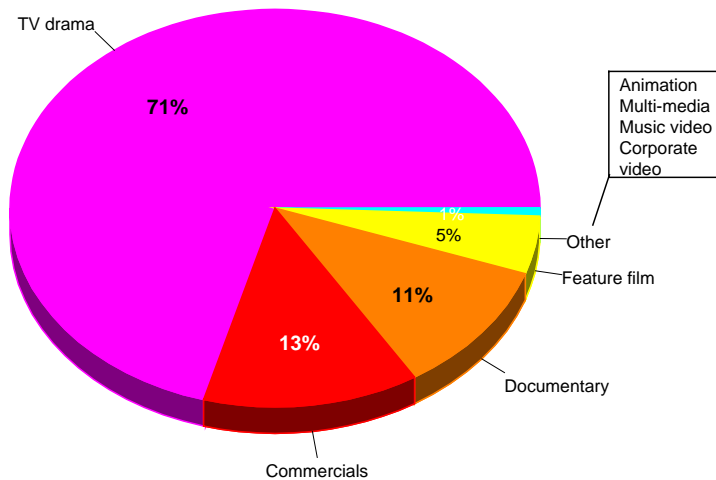
The table below shows that 67% of all offshore funding comes from either production companies or studios. Thirteen percent comes from co-production partners, although it is not clear from survey responses whether co-production partners are offshore distributors or studios. Commercials production accounts for approximately 13% of all offshore funding (i.e. the advertising agency and other production company categories combined).

FUNDING SOURCE	Offshore funding 1998-99
Advertising agency	\$13,776,432
Other production company	\$6,410,834
Broadcaster (offshore)	\$20,000
Production company/studio	\$101,114,797
Co-production partner	\$19,652,112
Sponsor (offshore)	\$60,000
Private investor	\$6,189,623
Source not specified	\$3,856,386
Total offshore funding	\$151,080,184

Television drama attracts the lion's share of all offshore funding – 71%. Commercials and documentaries are the only other significant recipients of foreign money.

Offshore Funding Spent On

Total = \$151,080,184



All figures \$NZ

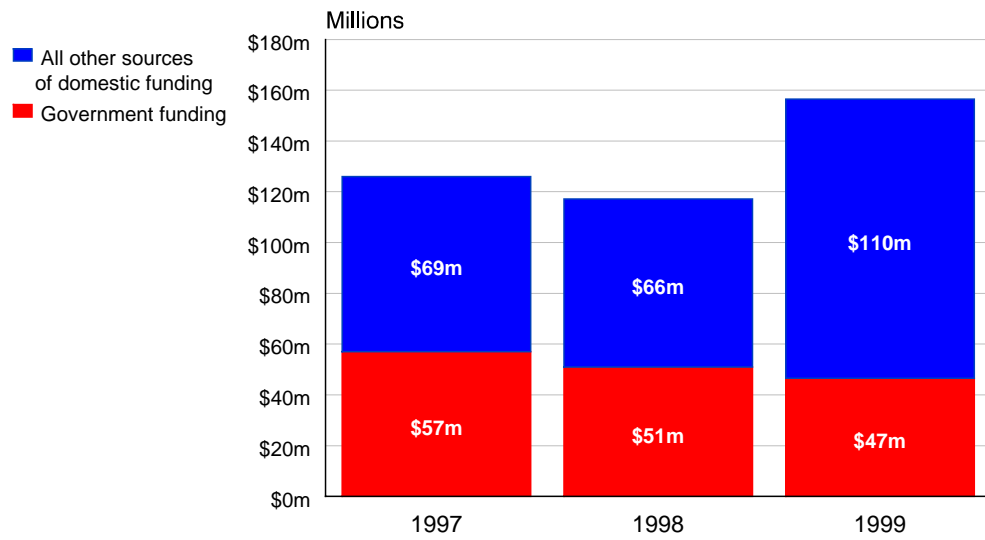
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Domestic Funding

The graph below shows the extent of government funding relative to other sources of domestic funding of the industry.

Changes in Domestic Funding

1997 - 1999



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New Zealand public funding has decreased by \$10 million over the past three years, and currently accounts for only 30% of all domestic funding of the industry. This is primarily because of the progressive reduction in television expenditure by NZ On Air.

Private domestic funding shows a significant increase on 1997-98 figures. Most of the growth has come from increased contributions from:

- Production companies themselves – own-company funding of projects (documentary, drama, feature films, and information/magazine programmes) increased from \$1m to \$10m in 1998-99
- Corporate funding for commercials and non-broadcast videos up 108% (although this is likely to be a result of better reporting of commercials production activity in 1998-99)
- Broadcasters – up 23%
- Commercial sponsors – up 26% on 1997-98 figures.

The table below shows that 25% of domestic funding is obtained from broadcasters, only slightly less than the 30% provided by government agencies.

FUNDING SOURCE	Domestic funding 1998-99	Domestic funding 1997-98
Broadcaster (domestic)	\$38,816,796	\$31,533,326
Government funding	\$46,570,400	\$51,022,168
<i>NZ on Air</i>	\$42,249,842	\$45,583,316
<i>NZ Film Commission</i>	\$3,823,528	\$4,173,137
<i>Creative New Zealand</i>	\$497,030	\$1,265,715
Corporate funding for commercials & non-broadcast videos	\$29,631,615	\$14,192,570
<i>Advertising agency</i>	\$23,587,442	\$10,656,023
<i>Other production company</i>	\$3,190,568	\$78,003
<i>Direct with client</i>	\$784,284	\$457,200
<i>Corporate client</i>	\$2,069,321	\$3,001,344
Distributor (domestic)	\$20,000	\$0
Sponsor (domestic)	\$9,470,494	\$7,492,900
Own company	\$10,020,672	\$1,181,860
Private investor	\$4,666,760	\$4,163,000
Source not specified	\$17,217,605	\$7,512,187
Total domestic funding	156,414,342	\$117,098,011

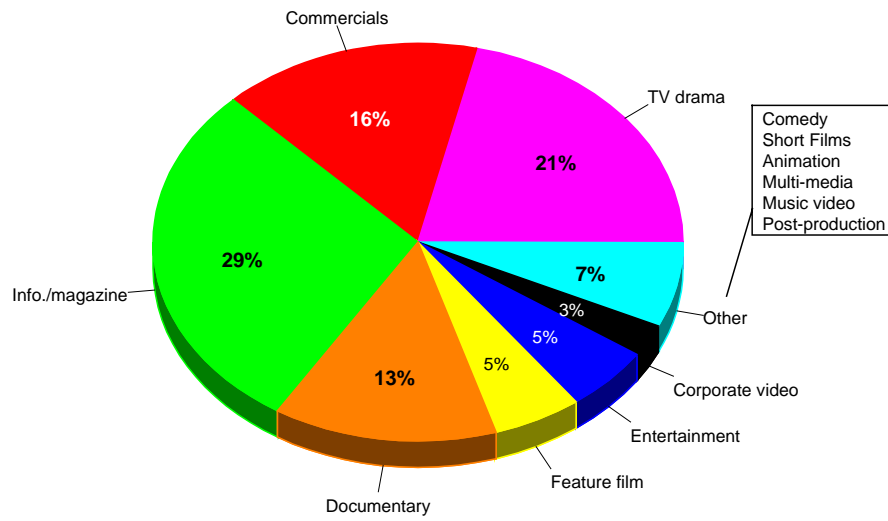
Own-company funding has become significant in 1998-99, comprising 6% of all domestic funding. Companies are putting their own money into projects across all genres – comedy, documentaries, drama, feature films, information/magazine programmes as well as the usual short films.

Private investors account for 3% of all domestic funding, and are putting their money into a variety of genres – feature films and multi-media projects account for most but there is some private investment in short films, corporate videos, and documentaries also.

Information/magazine programmes attract the largest share of local funding, followed by television drama and documentaries.

Domestic Funding Spent On

Total = \$156,414,342



All figures \$NZ

Ref: 6791 slide #

Regional breakdowns

The table below shows where production budgets were spent by region. The total of \$289,827,725 shown in the table is less than the total production expenditure in 1998-99 of \$307,474,527. This is because not all companies who responded to the survey were able to provide an estimate of where their production budgets were spent.

Region	1998-99		1997-98	
	\$	% of total expenditure	\$	% of total expenditure
Auckland	\$203,353,286	70%	\$120,740,736	58%
Wellington	\$50,416,056	17%	\$43,716,473	21%
Christchurch	\$8,963,041	3%	\$12,490,421	6%
Queenstown	\$6,471,752	2%	\$8,326,947	4%
Dunedin	\$14,448,947	5%	\$6,245,210	3%
Other NZ locations	\$3,657,793	1%	\$12,245,210	6%
Outside NZ	\$2,516,851	1%	\$4,163,473	2%
TOTAL	\$289,827,725		\$207,928,470.0	

Based on these estimates, 70% of the money devoted to film and television production in New Zealand is spent in Auckland. While it may be tempting to assume that high profile foreign-funded productions such as “Xena” and “Hercules” are responsible, they in fact account for a relatively small proportion of the Auckland total. Auckland is significant because of both the number of companies and the number of productions made there.

Some of the apparent increase for Auckland will be attributable to better coverage of companies and individuals in the 1998-99 survey, and better reporting of where individual companies’ production budgets were spent.

A significant increase in production spend is also apparent in Wellington and Dunedin.

Employment

Previous attempts to gain a picture of employment in the industry by measuring the size of companies' payrolls have met with limited success. This year it was decided to try and determine the numbers of people employed during the 1998-99 tax year – either as independent contractors or as part-time and full-time employees.

The table below shows the numbers employed in the industry in 1998-99.

Type of employee	Number
Independent contractors or freelancers	6,412
Part-time employees ⁵	552
Full-time employees	766

There appears to be a large number of independent contractors and freelancers finding employment in the industry. Companies were asked to count each freelancer or contractor only once, even if they were employed on different projects several times during the course of the year. Although this eliminates double counting within individual companies, there is no way to determine how often different companies employed the same contractors and freelancers during the year.

Therefore it is probable that the figure of 6,412 is an over-estimation of the number of freelancers and independent contractors operating in the industry. However, the individual responses from companies confirm the overall pattern of a significantly larger number of contractors/freelancers being used relative to full or part-time employees.

⁵ Employed all year but for less than 20 hours per week.

Foreign exchange earnings

Finally it was noted earlier that foreign exchange earnings had increased 65% on 1998 figures. The table below shows that of the total of \$155m of foreign exchange earnings in 1998-99:

- 65% was from the United States
- 12% was from the United Kingdom,
- 9% was from Australia
- 7% was from Asia
- 3% was from Europe.

Country	1994	1995	1996	1997	1998	1999
USA/Canada	\$32,569,327	\$61,016,247	\$99,203,740	\$59,457,234	\$66,500,772	\$101,263,096
Europe	\$7,592,611	\$18,528,481	\$14,736,758	\$37,736,820	\$23,651,697	\$5,365,104
Australia	\$3,320,000	\$5,542,548	\$4,559,451	\$294,322	\$1,086,118	\$13,471,294
Asia	\$90,000	\$535,950	\$247,243	\$720,796	\$710,777	\$11,591,197
Other countries	\$0	\$30,976	\$382,109	\$692,572	\$100,000	\$4,642,148
TOTAL	\$43,571,938	\$85,654,202	\$119,129,301	\$98,903,741	\$92,049,364	\$154,985,762

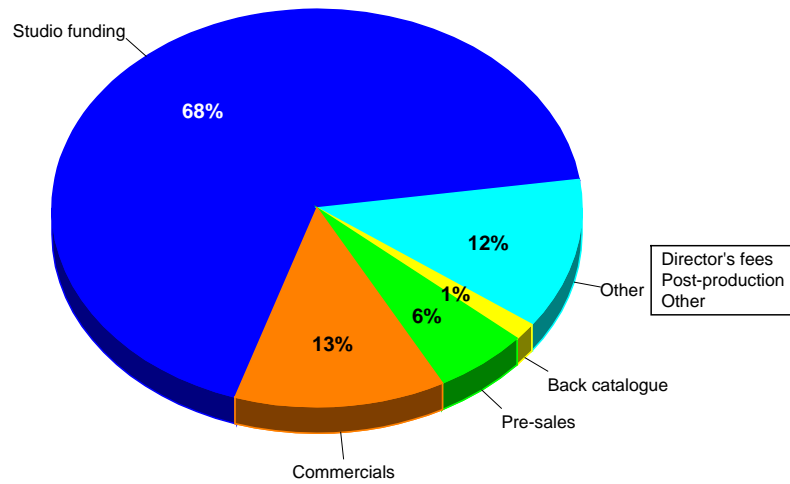
The large jump in foreign exchange from Australia is largely a result of better reporting of commercials production activity in the 1998-99 survey – much (but not all) of the Australian foreign exchange was earned by companies making commercials.

The \$11.6m of foreign exchange earned from Asia in 1998-99 is largely production funding for service contracts on feature films, commercials, and documentaries.

The pie chart below shows that over two-thirds of foreign exchange earnings are from production funding from studio and offshore production companies.

Foreign Exchange Earnings

Total = \$154,890,959



All figures NZ\$

Ref: 6791 slide #

Funding by production genre

Television Drama

The television drama category includes drama series, one-off television movies, and serials or “soaps”. In 1998-99 a total of 230 hours of television drama programming was made worth \$140,519,505. The table below shows the source of funding for this programming.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	10,136,500	7%
	NZ Film Commission	0	0%
	Creative New Zealand	100,000	0%
	Broadcaster	16,841,150	12%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	510,000	0%
	Private investor	0	0%
	Other	6,003,661	4%
	Total domestic funding	33,591,311	24%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	97,118,571	69%
	Co-production partner	6,410,000	5%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	2,939,623	2%
	Other	460,000	0%
	Total offshore funding	106,928,194	76%
TOTAL	140,519,505	100%	

Comedy

A total of 22 hours of comedy programming worth \$2,385,945 was made in New Zealand in 1998-99. The table below shows the sources of funding for these programmes.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	1,900,945	80%
	NZ Film Commission	0	0%
	Creative New Zealand	0	0%
	Broadcaster	463,000	19%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	22,000	1%
	Private investor	0	0%
	Other	0	0%
	Total domestic funding	2,385,945	100%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	0	0%
	Total offshore funding	0	0%
TOTAL	2,385,945	100%	

Entertainment programmes

A total of 113 hours of entertainment programming worth a total of \$8,474,431 was made in New Zealand in 1998-99. The table below shows the sources of funding for these programmes.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	2,420,070	29%
	NZ Film Commission	0	0%
	Creative New Zealand	0	0%
	Broadcaster	3,871,917	46%
	Distributor	0	0%
	Sponsor	2,129,500	25%
	Self/Own company	0	0%
	Private investor	0	0%
	Other	52,944	1%
	Total domestic funding	8,474,431	100%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	0	0%
	Total offshore funding	0	0%
	TOTAL	8,474,431	100%

Information or magazine programmes

A total of 1550 hours of information/magazine programming worth \$45,199,010 was made in New Zealand in 1998-99. The table below shows the sources of funding for these programmes.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	16,865,118	37%
	NZ Film Commission	13,000	0%
	Creative New Zealand	0	0%
	Broadcaster	14,462,408	32%
	Distributor	0	0%
	Sponsor	6,989,994	15%
	Self/Own company	237,162	1%
	Private investor	0	0%
	Other	6,631,328	15%
	Total domestic funding	45,199,010	100%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	0	0%
	Total offshore funding	0	0%
	TOTAL	45,199,010	100%

Documentaries

A total of 109 hours of documentary programming worth \$37,721,666 was made in New Zealand in 1998-99. The table below shows domestic funding sources.

Very few companies in the survey reported offshore funding for documentaries. To preserve confidentiality, offshore funding sources have therefore not been reported for this genre.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	8,300,209	22%
	NZ Film Commission	10,000	0%
	Creative New Zealand	0	0%
	Broadcaster	3,125,821	8%
	Distributor	20,000	0%
	Sponsor	133,000	0%
	Self/Own company	8,971,944	24%
	Private investor	19,760	0%
	Other	482,594	1%
	Total domestic funding	21,063,328	56%
Offshore			
	Total offshore funding	16,658,338	44%
TOTAL	37,721,666	100%	

Short films

A total of 39 short films worth \$1,397,374 were made in New Zealand in 1998-99. The table below shows the sources of funding for these films.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	0	0%
	NZ Film Commission	900,528	64%
	Creative New Zealand	387,030	28%
	Broadcaster	0	0%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	29,566	2%
	Private investor	54,000	4%
	Other	26,250	2%
	Total domestic funding	1,397,374	100%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	0	0%
	Total offshore funding	0	0%
TOTAL	1,397,374	100%	

Feature films

A total of 15 feature films worth \$15,527,000 were made in New Zealand in 1998-99. Six of these were New Zealand originated projects and the other nine were service contracts on foreign films using New Zealand as a location. These service contracts account for a relatively small proportion of the total expenditure for feature films in 1998-99. The table below shows the sources of funding for these films.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	2,200,000	14%
	NZ Film Commission	2,900,000	19%
	Creative New Zealand	0	0%
	Broadcaster	50,000	0%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	250,000	2%
	Private investor	3,177,000	20%
	Other	0	0%
	Total domestic funding	8,577,000	55%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	600,000	4%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	3,250,000	21%
	Other	3,100,000	20%
	Total offshore funding	6,950,000	45%
TOTAL	15,527,000	100%	

Commercials

A total of seventeen companies reported that they produced commercials in the 1998-99 financial year⁶. In 1998-99 New Zealand companies made a total of 419 commercials, with commercial production budgets totalling \$44,301,051. The total amount paid for talent in 1998-99 was \$1,124,887. The table below shows the sources of funding for commercial production.

Source		\$	%
Domestic	Advertising agency	23,587,442	53%
	Other production company	260,000	1%
	Direct with client	784,284	2%
	Corporate client	0	0%
	NZ on Air	0	0%
	NZ Film Commission	0	0%
	Creative New Zealand	0	0%
	Broadcaster	0	0%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	0	0%
	Private investor	0	0%
	Other	82,059	0%
	Total domestic funding	24,713,785	56%
Offshore	Advertising agency	13,776,432	31%
	Other production company	5,810,834	13%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	0	0%
	Total offshore funding	19,587,266	44%
TOTAL	44,301,051	100%	

⁶ Two large companies involved in commercials production in New Zealand declined to participate in the survey. Therefore, the magnitude of commercial production activity is likely to be significantly understated.

Non-broadcast videos

A total of 187 non-broadcast videos worth \$4,474,105 were made in New Zealand in 1998-99. The table below shows the sources of funding for these programmes.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Corporate client	2,069,321	46%
	NZ on Air	0	0%
	NZ Film Commission	0	0%
	Creative New Zealand	0	0%
	Broadcaster	0	0%
	Distributor	0	0%
	Sponsor	218,000	5%
	Self/Own company	0	0%
	Private investor	30,000	1%
	Other	1,861,379	42%
	Total domestic funding	4,178,700	93%
Offshore	Advertising agency	0	0%
	Other production company	0	0%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	60,000	1%
	Parent company	0	0%
	Private investor	0	0%
	Other	235,405	5%
	Total offshore funding	295,405	7%
TOTAL	4,474,105	100%	

Other productions

This category includes animation and music videos, as well as multi-media projects and post-production activity. Productions and activity in this category totalled \$7,494,439 in 1998-99. The table below shows the sources of funding for projects and activity in this category.

Source		\$	%
Domestic	Advertising agency	0	0%
	Other production company	2,930,568	39%
	Direct with client	0	0%
	Corporate client	0	0%
	NZ on Air	427,000	6%
	NZ Film Commission	0	0%
	Creative New Zealand	10,000	0%
	Broadcaster	2,500	0%
	Distributor	0	0%
	Sponsor	0	0%
	Self/Own company	0	0%
	Private investor	1,386,000	18%
	Other	2,077,390	28%
	Total domestic funding	6,833,458	91%
Offshore	Advertising agency	0	0%
	Other production company	600,000	8%
	Direct with client	0	0%
	Government funding	0	0%
	Broadcaster	0	0%
	Broadcaster facilities	0	0%
	Production company/studio	0	0%
	Co-production partner	0	0%
	Sponsor	0	0%
	Parent company	0	0%
	Private investor	0	0%
	Other	60,981	1%
	Total offshore funding	660,981	9%
TOTAL	7,494,439	100%	

Appendix

List of companies & individuals that participated in 1998-99 survey

20:20 Vision Ltd	Hampster Films Ltd	Oceania Productions
Airforce Digital	Hugh Macdonald Productions	Pacific Island Pictures
Apocalypse Productions	Helen Schmidt	Pacific Renaissance
Asia Vision	Ian Rea	Patrick Gillies
Bannan Films	Imagic	Paul Judge/Bridget Sutherland
Big House Ltd	James Wallace Productions	Phoenix Television
Black Stump Film Co	Jan Bieringa	Prime Television NZ Ltd
Bryan Bruce Productions Ltd	Jim Marbrook	Raconteur
Cherokee Films Ltd	Kahukura Productions Ltd	Robyn Anderson
Cloud 9 Limited	Keir Film Productions	Sally Rodwell
Coalface Productions	Kids TV	Satellite Pictures
Communicado Ltd	Kirstin Marcon	Screentime (NZ) Ltd
Cowgirl Productions	Kuran Traders	Shift Ltd
Cranbrook Films	La Hood Productions	Simon Marler
Cumming Attractions	Landry Limited	Slater Films
D+D Productions	Livingstone Productions	South Pacific Pictures Ltd
David Reid Films	Liz DiFiore	S'Pacific Films
Daybreak Pictures	Long White Cloud Television	Tala Pasifika Productions
Denis Spencer Productions	Maria Cowley	Taylor-made Productions
Dolce Vita Films	Meridian Films	Te Reo Television
Essential Productions	Messenger Films	The Film Unit
FAT Films	Method Films	The Quintillion Limited
Film Construction	MF Films Ltd	This is It Limited
Film Nation	Mire & Gimble	Tony Palmer Productions
Florian Habicht	Moa Films	Top Shelf Productions
Flying Fish	Montage Multimedia	Touchdown Productions Ltd
Frame Up Films	Morag Brownlie	TVNZ
Gaylene Preston Productions	Morrison Grieve Ltd / Big Pictures Co Ltd	TV3/TV4
Gibson Group	Motion Pictures	Veronica Vaevae
Glenis Giles	Natural History NZ	Wellington Film Company
Greenstone Pictures	Ninox Films Ltd	Wingnut Films
	Nona Films Ltd	