



Freedonia Focus Reports
US Collection

Motion Pictures & Video: United States

November 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Industry Overview | Regulatory Factors

Segmentation and Forecasts

Sources

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US motion picture and video industry revenues in US dollars to 2020. Total revenues are segmented by source in terms of:

- television licensing
- motion picture licensing
- contract production
- sale and rental
- merchandise licensing
- other revenue sources such as services to other producers and speculative production.

Total revenues exclude those generated from post-production and exhibition activities. The production of motion pictures and videos on an independent basis is also excluded.

To illustrate historical trends, total revenues and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Motion Pictures & Video: United States (FF95034) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers

- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
512110	Motion Picture and Video Production	7812	Motion Picture and Video Tape Production
512120	Motion Picture and Video Distribution	7819	Services Allied to Motion Picture Production
512131	Motion Picture Theaters (except Drive-Ins)	7822	Motion Picture and Video Tape Distribution
512132	Drive-In Motion Picture Theaters	7829	Services Allied to Motion Picture Distribution
512191	Teleproduction and Other Postproduction Services	7832	Motion Picture Theaters, Except Drive-In
512199	Other Motion Picture and Video Industries	7833	Drive-In Motion Picture Theaters

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3312 World Housing, July 2015

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Trade Publications

AdvertisingAge

www.adage.com

Amusement Today

www.amusementtoday.com

The Hollywood Reporter

www.hollywoodreporter.com

InternetNews

www.internetnews.com

Publishers Weekly

www.publishersweekly.com

Variety

<http://variety.com>

Agencies & Associations

Alliance of Motion Picture and Television Producers

<http://amptp.org>

Directors Guild of America

www.dga.org

Federal Communications Commission

www.fcc.gov

Motion Picture Association of America

www.mpa.org

Motion Picture Editors Guild

www.editorsguild.com

National Association of Television Program Executives

www.natpe.com

National Association of Theatre Owners

www.natoonline.org

Screen Actors Guild – American Federation of Television and Radio Artists

www.sagaftra.org

United States Census Bureau

www.census.gov

Writers Guild of America, East

www.wgaeast.org

Writers Guild of America, West

www.wga.org

World Bank

www.worldbank.org

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