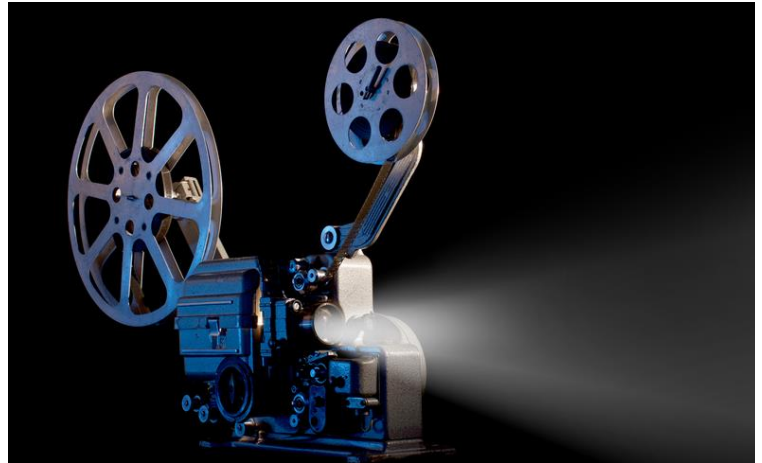


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# Motion Pictures & Video: United States

January 2020



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# About This Report

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## Scope

This report forecasts to 2023 US motion picture and video industry revenues in nominal US dollars. Total revenues are segmented by source in terms of:

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

To illustrate historical trends, total revenues and the various segments are provided in annual series from 2008 to 2018.

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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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 secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer survey data
- 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

Table 7 | NAICS & SIC Codes Related to Motion Picture & Video

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
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
512131	Motion Picture Theaters (except Drive-Ins)	7822	Motion Picture and Tape Distribution
512132	Drive-In Motion Picture Theaters	7829	Motion Picture Distribution Services
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

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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

## About This Report

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.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Video Surveillance Equipment Market in the US*

#### Freedonia Focus Reports

*Amusement Parks: United States*

*Apparel: United States*

*Books: United States*

*Commercial Printing: United States*

*Communication Services: United States*

*Gambling: United States*

*Internet Content & Search: United States*

*Music Production & Publishing: United States*

*Recreation: United States*

*Toys & Games: United States*

#### Freedonia Custom Research

### Trade Publications

*Ad Age*

*Amusement Today*

*The Hollywood Reporter*

*InternetNews*

*Publishers Weekly*

*Variety*

### Agencies & Associations

Alliance of Motion Picture and Television Producers

Directors Guild of America

Federal Communications Commission

Motion Picture Association of America

Motion Picture Editors Guild

National Association of Television Program Executives

National Association of Theatre Owners

Screen Actors Guild – American Federation of Television and Radio Artists

United States Census Bureau

Writers Guild of America