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FOR IMMEDIATE RELEASE

Greater Los Angeles Film Industry Survives its Second Slowest Summer

Scripted Surge Stalls, Reality Retreats Ahead of Year's Final Production Push

LOS ANGELES – October 16, 2024 – FilmLA, partner film office for the City and County of Los Angeles and other local jurisdictions – today issued an update regarding regional filming activity.

Overall production in Greater Los Angeles slipped -5.0 percent in the year's third quarter to 5,048 Shoot Days (SD)* according to FilmLA's latest report. The lackluster quarter was the weakest so far in 2024, and surprising for its failure to meet or exceed numbers shared at this time a year ago. In 2023, a double industry strike had for the most part paused most scripted production.

Scripted television producers logged 758 SD last quarter across the economically important TV Drama, TV Comedy, and TV Pilot categories tracked by FilmLA. Recent rates of change in these categories are made meaningless by last year's strike-related shutdowns. Feature film production, some of which continued during the strikes, rose by 26.6 percent last quarter, to 476 SD. These developments brought some relief to LA-based cast and crew, local studio operators and industry vendors. All have wondered since January when work would pick up following last year's overlapping challenges.

Industry output and employment, unfortunately, continues to fall short of expectations set during the post-COVID, streaming bubble era. For every category of scripted production tracked by FilmLA, current levels trail their adjusted five-year averages on both a per-quarter and year-to-date basis.

"Only a few months ago, the industry hoped we'd see an overall on-paper gain in the third quarter, due to the strike effect," said FilmLA President Paul Audley. "Instead, we saw a pullback and loss of forward momentum, heading into the fall season that will make or break the year."

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Unscripted production has been declining in LA. Last quarter, TV Reality production fell -56.3 percent to 946 SD. The 1,220 SD summer drop in reality production was so steep, that it more than accounts for the entire loss seen in aggregate across all filming categories (5311 SD in Q3 2023, vs. 5,048 in Q3 2024).

The production of television and web-based Commercials in Greater Los Angeles rose by 7.4 percent last quarter (to 814 SD). While it was the first time Commercial production grew year-over-year in any quarter since 2022, levels still trail their 5-year adjusted averages for the period and year-to-date. Brands featured in recent commercials included: Adobe, Amazon, AMEX, Google, L'Oreal, Microsoft, Sketchers, Starbucks, Subway, and The Farmer's Dog.

FilmLA has recently voiced support for the expansion of California's Film & Television Tax Credit Program, to build upon the program's current success. This summer several series were filming their first season in Greater Los Angeles because they qualified for the state filming incentive, including: *Forever*, *High Potential*, *Matlock*, and *Orphan*. These were joined by the longer running incentivized series *Paradise City*, *S.W.A.T.*, and *The Rookie*. Nearly a quarter (24.4 percent) of all Q3 Shoot Days recorded for TV Dramas (or 164 SD) came from incentive-linked projects.

"California's film incentive is a proven jobs creator that studies show provides a net positive return on every allocated dollar," said FilmLA President Paul Audley. "What the program lacks is funding and eligibility criteria that reflect the outputs of the industry in 2024. The program's structure and management through the California Film Commission -- these are excellent. But just as our competitors continue to innovate, California must do the same."

FilmLA's "Other" category, which aggregates smaller, lower-cost shoots such as Still Photography, Student Films, Documentaries, Music and Industrial Videos and other projects, declined -0.6 percent (to 1,941 SD) for the quarter.

About FilmLA

FILMLA, INC[®] is a not-for-profit organization and the official film office of the City and County of Los Angeles, among an ever-increasing roster of local municipalities. Through expedited permit processing, comprehensive community relations, film policy analysis and other services, FilmLA works to streamline and enhance the on-location filmmaking process for communities and content creators, to ensure the Greater Los Angeles economy continues to thrive. Learn more about FilmLA at www.filmla.com.

Notes on This Report

* On-location production figures are based on days of permitted production within the jurisdictions served by FilmLA. One "Shoot Day" (or "SD") is defined as one crew's permission to film at one or more defined locations during any 24-hour period.

** FilmLA's reported five-year average excludes 2020, which due to the significant impact of COVID-19 on production that year, distorts all historical comparisons.

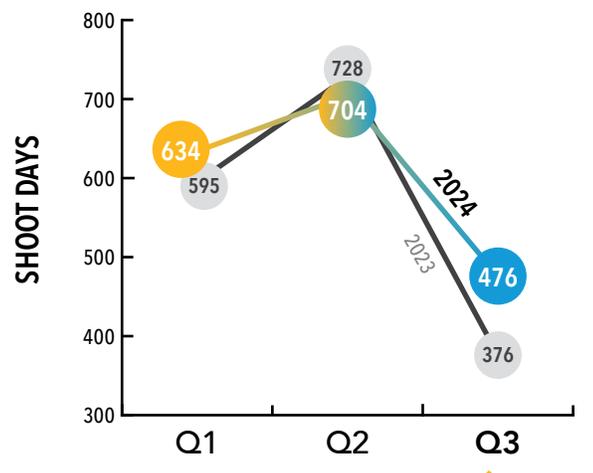


LOS ANGELES SHOOT DAYS* - BY CATEGORY

Calendar Years 2023 – 2024, Third Quarter

Feature Films

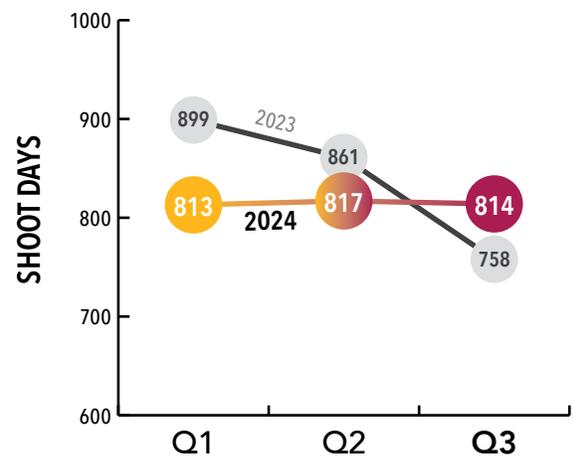
Vs. Q3 2023: **+26.6%**
Vs. 5 Year Average*: **-48.0%**



6 incentivized Q3 shoot days
1.3% of **Feature Film** category

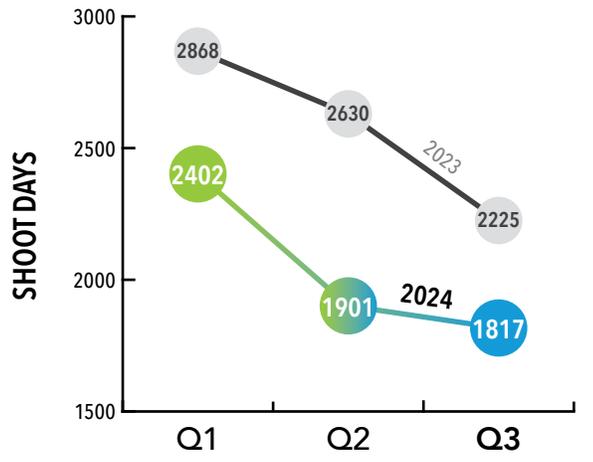
Commercials

Vs. Q3 2023: **+7.4%**
Vs. 5 Year Average*: **-32.6%**



Television

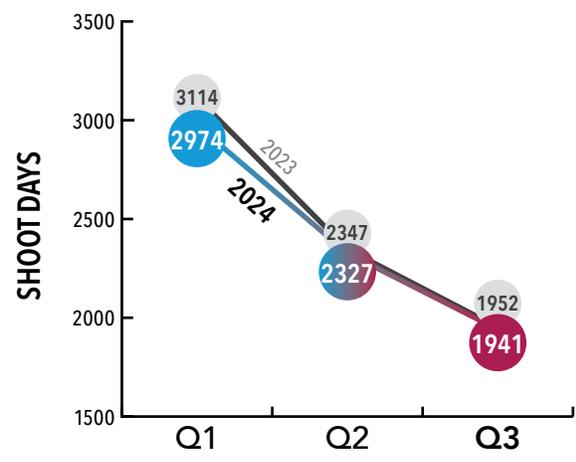
Vs. Q3 2023: **-18.3%**
Vs. 5 Year Average*: **-53.2%**



164 incentivized Q3 shoot days
9.0% of **Television** category

Other

Vs. Q3 2023: **-0.6%**
Vs. 5 Year Average*: **-27.8%**



* On-location production figures are based on days of permitted production within the jurisdictions served by FilmLA. One "Shoot Day" (or "SD") is defined as one crew's permission to film at one or more defined locations during all or part of any given 24 hour period. This measure determines how many days of work film crews perform during a given time period. FilmLA data does not include production that occurs on certified sound stages or on-location in jurisdictions not served by FilmLA.

* NOTE: Five year averages exclude year 2020 when production was suspended in Los Angeles County between mid-March through mid-June 2020 due to COVID-19

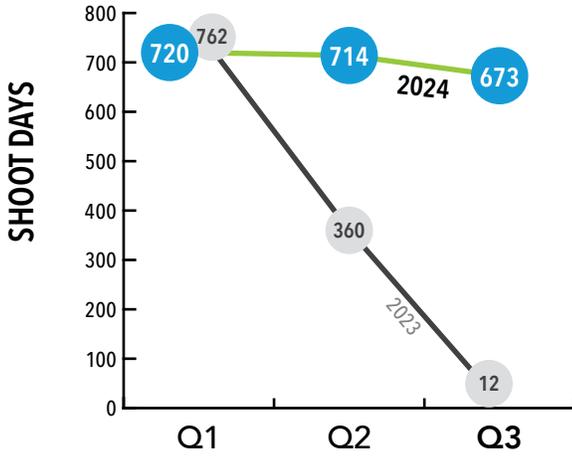
LOS ANGELES SHOOT DAYS* - BY TELEVISION SUB-CATEGORY

Calendar Years 2023 – 2024, Third Quarter

TV Drama

Vs. Q3 2023: +5,508.3%

Vs. 5 Year Average*: -34.4%

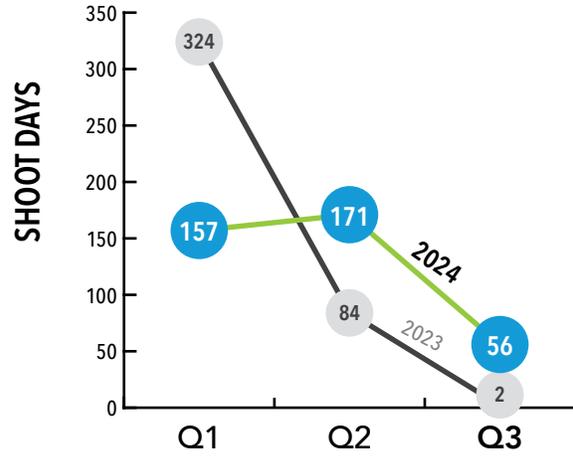


164 incentivized Q3 shoot days
24.4% of TV Drama category

TV Comedy

Vs. Q3 2023: +2,700.0%

Vs. 5 Year Average*: -85.7%

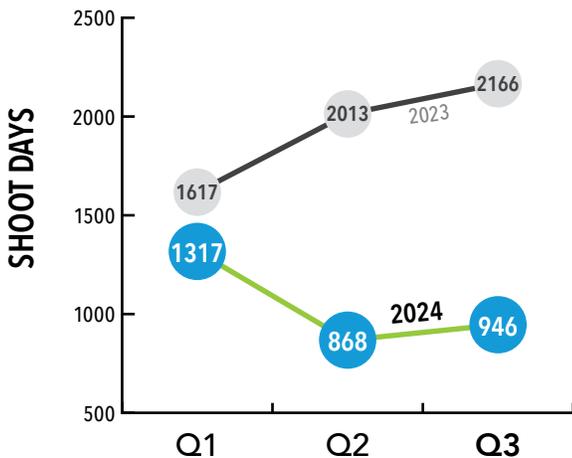


0 incentivized Q3 shoot days
0% of TV Comedy category

TV Reality

Vs. Q3 2023: -56.3%

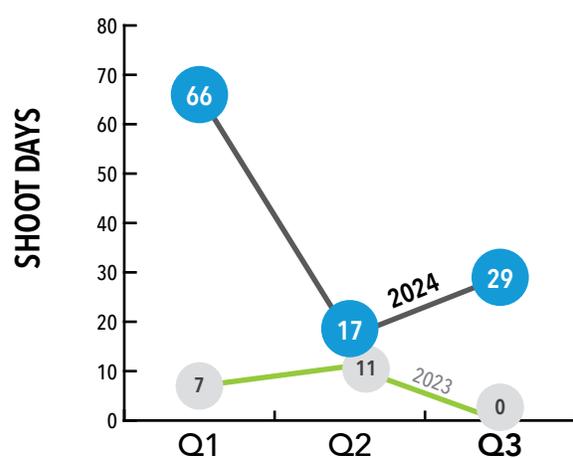
Vs. 5 Year Average*: -52.7%



TV Pilot

Vs. Q3 2023: -

Vs. 5 Year Average*: -46.5%

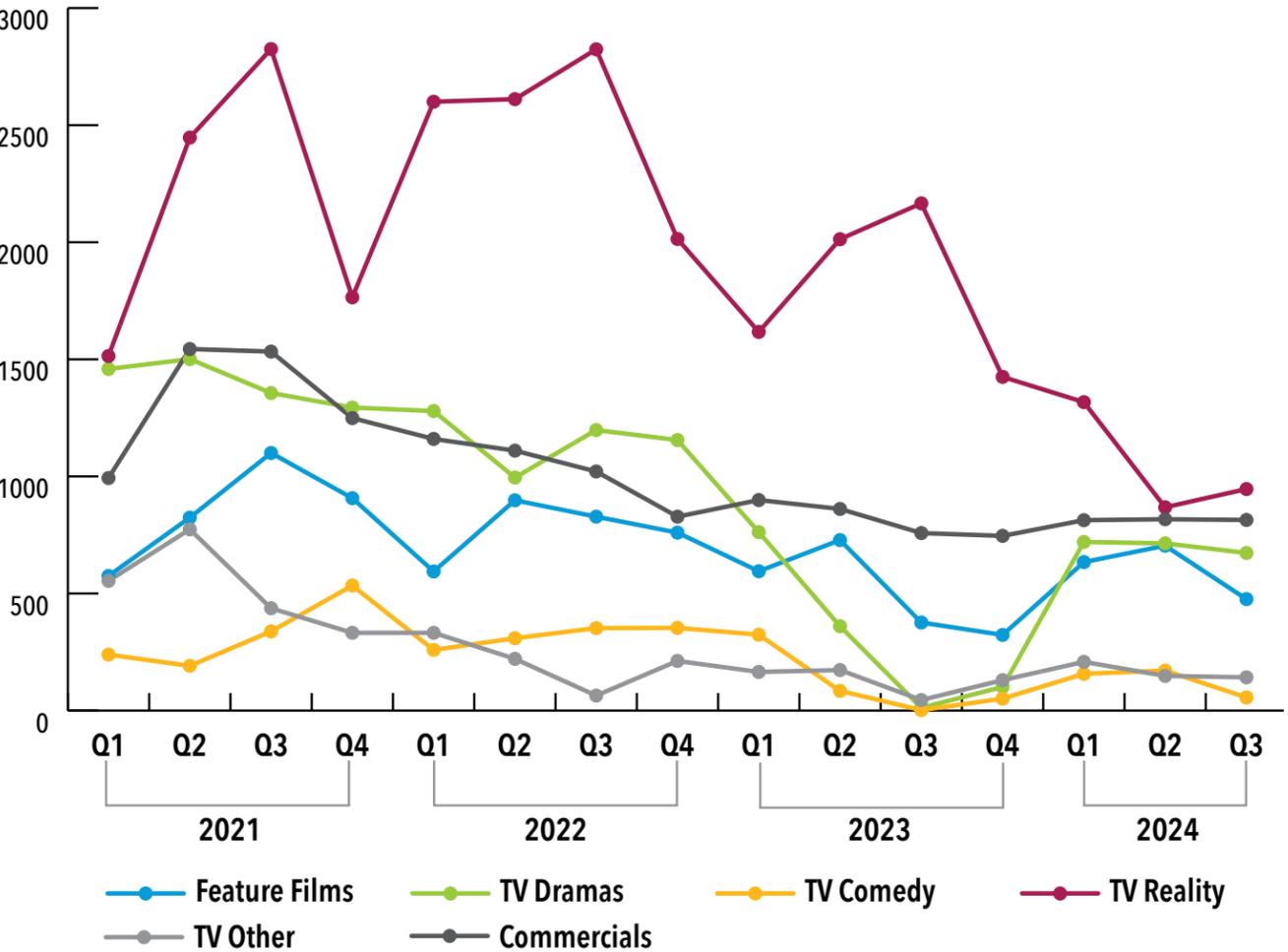


* NOTE: Five year averages exclude year 2020 when production was suspended in Los Angeles County between mid-March through mid-June 2020 due to COVID-19

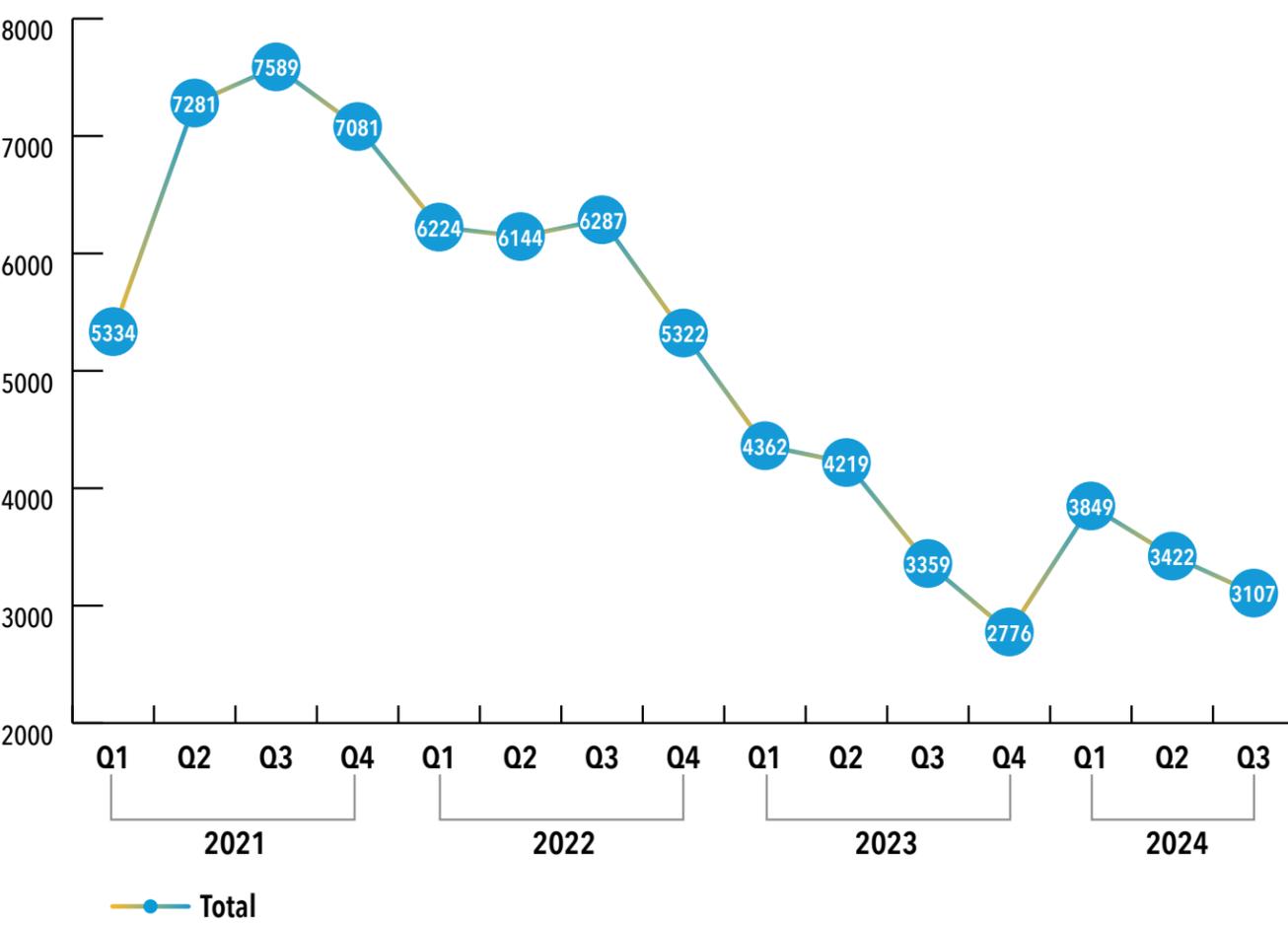
LOS ANGELES SHOOT DAYS* - 2021 TO 2024 YEAR-TO-DATE



Shoot Days by Category



Aggregate Shoot Days



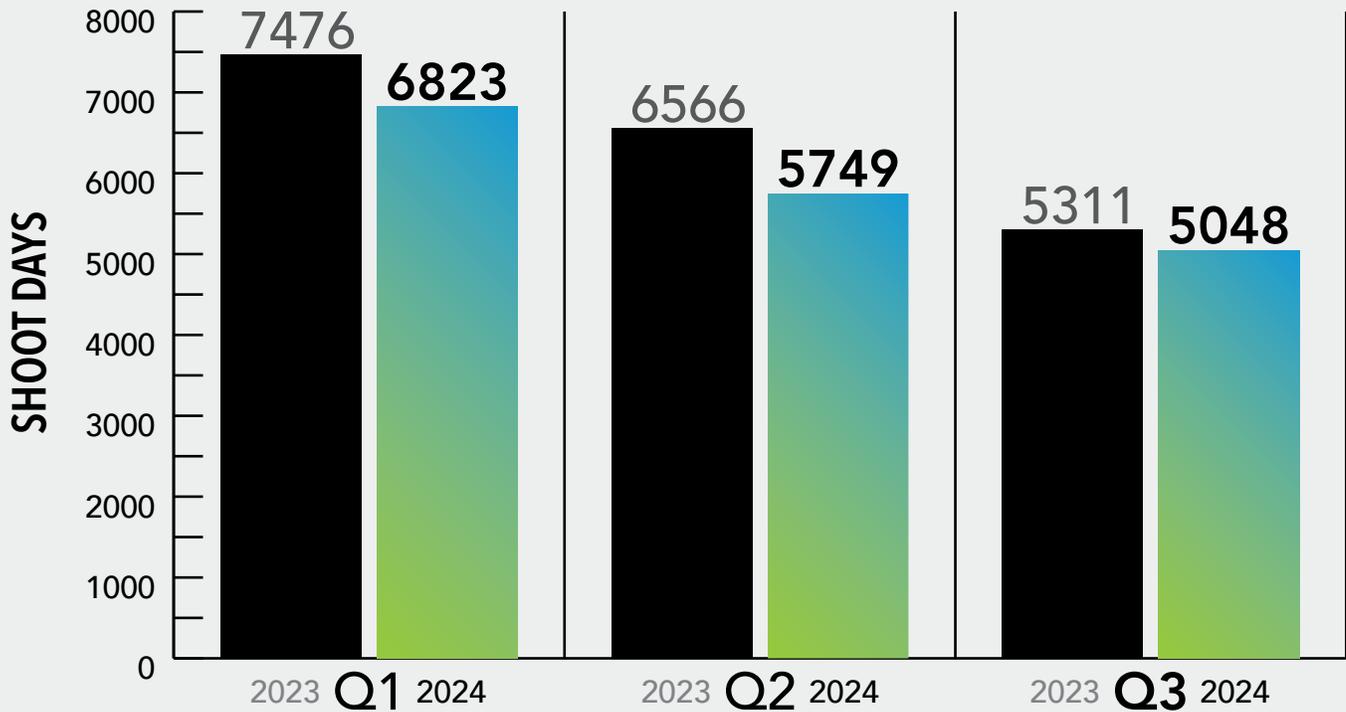
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Feature Films	575	824	1100	907	594	898	828	760	595	728	376	323	634	704	476
TV Dramas	1459	1501	1356	1294	1279	995	1198	1155	762	360	12	101	720	714	673
TV Comedy	239	191	338	534	259	309	352	353	324	84	2	51	157	171	56
TV Reality	1514	2447	2825	1765	2600	2611	2824	2014	1617	2013	2166	1425	1317	868	946
TV Other	554	774	437	332	332	221	64	212	165	173	45	130	208	148	142
Commercials	993	1544	1533	1249	1160	1110	1021	828	899	861	758	746	813	817	814
TOTAL	5334	7281	7589	7081	6224	6144	6287	5322	4362	4219	3359	2776	3849	3422	3107

2023 - 2024 LOS ANGELES SHOOT DAYS

Q3 TOTAL

Vs. Q3 2023: **-5.0%**

Vs. 5 Year Average*: **-36.4%**



** NOTE: Five year averages exclude year 2020 when production was suspended in Los Angeles County between mid-March through mid-June 2020 due to COVID-19*

About FilmLA

FILMLA, INC[®] is a private, not-for-profit community benefit organization and the official film office of the City and County of Los Angeles, among an ever-increasing roster of local municipalities. Providing streamlined permit processing, comprehensive community relations, marketing services, film policy analysis and more to these jurisdictions, FilmLA works to attract and retain film production in Greater Los Angeles. Learn more about us at [FilmLA.com](https://www.filmLA.com)



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