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Huge economic boost for British Columbia from Warner Bros. Television's *Supernatural*, Spending over \$500 Million and 9,500 jobs created

VANCOUVER, BRITISH COLUMBIA – May 25, 2016 – After 11 seasons of Warner Bros. Television's *Supernatural*, a report released today shows the significant impact the show has had on British Columbia's economy. Since 2005, *Supernatural* has been produced in the province with filming in the Metro Vancouver area as well as in 18 communities from Vancouver Island, Thompson/Okanagan, Kootenay, and the Mainland/Southwest regions.

The analysis by Canada's MNP LLP examines Season 10 of production to assess the economic impact of the production over all the seasons, and found the following:

- The production supported 9,615 full time equivalent jobs (FTEs);
- Was responsible for \$509.2 million in direct production expenditure in British Columbia;
- An estimated \$29.6 million was spent on crew and labour; and
- \$19 million went towards goods and services in the province.

Additionally, over 1,000 local vendors were engaged, including production facilities, hotels and restaurants, catering companies, audio and video companies, infrastructure companies (waste management, electrical), retailers, cleaners, storage companies, professional service firms and towing companies.

Not only has the production of *Supernatural* provided a significant boost to the provincial economy, it has also generated a significant fan base as fans flock to the city where Sam and Dean deal with the Darkness on a weekly basis, for a glimpse and interaction with their favourite characters.

"After 11 seasons of production, it is no surprise to see the positive impact the filming of *Supernatural* has had on local communities and vendors in British Columbia," **said Wendy Noss, President, Motion Picture Association-Canada.** "B.C.'s creative economy continues to thrive, and it is because of productions like Warner Bros. *Supernatural*, which has created over 9,000 jobs to date."

The investment provided by the Government of British Columbia is estimated to have resulted in economic benefits that include \$8.36 in economic output for every dollar of British Columbia tax incentive received by the production of *Supernatural*.

"I want to congratulate *Supernatural* for their continued success in producing a great show and for creating 9,500 jobs in B.C. over 11 seasons of successful filming," **said the Hon. Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour.** "With this show alone spending more than \$500 million in B.C., we know the value productions like these bring to our provincial



economy and for local businesses. I'm proud that British Columbia has become a key location for film and TV production in North America, and a growing hub for digital animation and visual effects.”

“British Columbia has provided our production a home for 11 seasons. We have the best talent and crews available, which makes it an ideal destination for production year-after-year,” **said Jeremy Carver, Executive Producer of *Supernatural***. “The local communities and vendors, not to mention an incredibly loyal fan base, are what make productions like *Supernatural* such a success.”

“We are thrilled with the success of this production and its longevity in British Columbia,” **said Phil Klapwyk, IATSE Local 891 Business Representative**. “*Supernatural* has provided local cast, artists and technicians a level of stability and job security for an amazing 11 seasons, and consequently, small businesses and communities in the surrounding areas have directly benefited from our industry.”

About MPA-Canada:

The Motion Picture Association – Canada (MPA-Canada) serves as the voice and advocate of the major international producers and distributors of movies, home entertainment and television programming in Canada and is an affiliate of the Motion Picture Association of America, Inc. (MPAA). The motion picture studios we serve are: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

About MNP LLP:

MNP is the fastest growing chartered accountancy and business advisory firm in Canada. Founded in 1945, MNP has grown to more than 70 offices and nearly 3,000 team members. MNP is a member of Praxity, a global alliance of leading business advisory firms. MNP’s Economics and Research practice is one of the largest of its kind, and its team members have an established track record in conducting economic impact and industry studies, including studies involving the film and television production industry. Examples of similar studies conducted by MNP include economic impact studies for film and television industries in jurisdictions across North America.

To read the MNP analysis, [click here](#)

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