



FOR IMMEDIATE RELEASE

## **Universal Television's *The Bold Type* spent \$20 million in Québec and created over 350 jobs**

**MONTREAL, QUEBEC** – May 2018 – New data released today examined the economic impact Season One of Universal Television's *The Bold Type* has had on the province of Québec. In the first season alone, the production spent close to \$20 million and created more than 350 jobs.

The analysis by Canada's MNP LLP showed almost 500 businesses benefitted from the production, including retailers, production facilities, security services, equipment rental companies, dry cleaners, hotels and restaurants, catering companies, automobile rental companies, alteration and repair services, and hair and make-up services. The local businesses were from communities across the province, with 38 of the communities located within Greater Montreal and the remaining 32 communities from other regions of Québec.

*The Bold Type* is a series that tells the story of three young women living in New York City and working at a global women's interest magazine called *Scarlet*. The series is inspired by Joanne Coles, the former editor in chief of *Cosmopolitan* magazine.

In the first season alone, \$11.2 million was spent on crew and labour, while \$8.6 million was spent on goods and services. Assuming the spending pattern remains the same for Season Two and Three, the estimated economic impacts generated would be three times that from Season One, with close to \$60 million spent and over 1,000 jobs created.

**Marc Miller, Member of Parliament for Ville-Marie-Le Sud-Ouest-Île-des-Sœurs said,** "With a world class creative and cultural sector, a talented workforce, exceptional shooting locations and the necessary studio infrastructure there's no better place for projects like this than here in Montreal. The film and television production industry have a noticeable impact on our local economy and provide an opportunity to showcase the creative and technical expertise of Canadians."

**Christian Lemay, Business manager IATSE 667 and Christian Bergeron, Business agent IATSE 514 said,** "The presence of this type of production such as *Bold Type* is good for our industry and for its contribution to the Quebec creative economy, not to mention the impact of this type of investment on the province's entire economy."

**Pamela Grant, Vice President, Production, Universal Television said,** "Québec has become an important filming destination for us and shows like *The Bold Type* become a success because of competitive incentives, great crews, and access to a variety of vendors and production facilities. We are looking forward to filming more seasons of this show in a province that is so supportive of the film and television industry."

**Pierre Moreau, Chief Executive Officer, Quebec Film and Television Council said,** "We are thrilled that Universal Television Production has selected the province of Quebec for their TV series and continuing success. This is important to us as well as our entire industry, to generate an additional growth of 50% between now and 2020. Television is a sector we are growing as we have world class



*infrastructures, qualified labor, competitive tax incentives, and locations that support the needs for North America / Europe architectural and landscape diversity.”*

**Wendy Noss, President, Motion Picture Association-Canada said, “The report released today highlighting \$20 million spent in Québec and over 350 jobs created illustrates how important the film and television industry is to the provincial economy and to all of the businesses that benefit from productions like *The Bold Type*.”**

*\*All figures calculated in Canadian dollars*

#### **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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# UNIVERSAL TELEVISION'S *THE BOLD TYPE* MAKES A BOLD STATEMENT FOR QUEBEC'S ECONOMY

Statistic	Value
Spent in Quebec in the first season	\$19.9 Million
On Quebec production crew and labour	\$11.3 Million
From 70 communities	496 Businesses
Jobs created	356

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For more information:

Julie O'Driscoll  
Director of Public Affairs & Communications  
416-355-7459  
[Julie\\_o'driscoll@mpa-canada.org](mailto:Julie_o'driscoll@mpa-canada.org)