



Source: Statistics Canada to 2019, Statisticians Estimate for 2020e. As published in Creative BC Impact Report FY2020/21
view methodology online at: <https://www.creativebc.com/ciera>

Year 2: figures in this table reflect use of B.C. multipliers for indirect and induced impacts

All results exclude any government subsidies received by industry.

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017** | 2018 | 2019 | 2020* |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|--|-----------------|-----------------|-----------------|
| | | | | | | | | | | | *estimate |
| | | | | | | | | **adjustments applied in 2017 by Statistics Canada to methodology | | | |
| By Industry | | | | | | | | | | | |
| Gross domestic product (\$ million) | | | | | | | | | | | |
| Motion Picture GDP | | | | | | | | | | | |
| Direct | 420 | 645 | 719 | 766 | 857 | 757 | 870 | 917 | 913 | 922 | 775 |
| Indirect | 111 | 121 | 128 | 128 | 136 | 218 | 307 | 366 | 367 | 371 | 312 |
| Induced | 159 | 200 | 227 | 235 | 399 | 574 | 805 | 871 | 873 | 883 | 742 |
| Subtotal | 690 | 966 | 1074 | 1129 | 1392 | 1549 | 1982 | 2154 | 2153 | 2176 | 1830 |
| Interactive + Digital Media GDP *videogames only | | | | | | | | | | | |
| Direct | 380 | 418 | 401 | 435 | 469 | 492 | 524 | 651 | 685 | 716 | 741 |
| Indirect | 107 | 113 | 107 | 114 | 120 | 133 | 118 | 146 | 159 | 170 | 176 |
| Induced | 188 | 204 | 189 | 187 | 203 | 217 | 213 | 280 | 305 | 326 | 337 |
| Subtotal | 675 | 735 | 697 | 736 | 792 | 842 | 855 | 1077 | 1149 | 1212 | 1254 |
| Book Publishing GDP | | | | | | | | | | | |
| Direct | 31 | 30 | 26 | 25 | 23 | 21 | 15 | 18 | 17 | 14 | 12 |
| Indirect | 12 | 13 | 13 | 12 | 13 | 11 | 8 | 10 | 9 | 8 | 7 |
| Induced | 11 | 12 | 12 | 11 | 11 | 10 | 7 | 8 | 8 | 6 | 6 |
| Subtotal | 54 | 55 | 51 | 48 | 47 | 42 | 30 | 36 | 34 | 28 | 25 |
| Magazine Publishing GDP | | | | | | | | | | | |
| Direct | 165 | 141 | 115 | 106 | 103 | 96 | 85 | 100 | 94 | 81 | 54 |
| Indirect | 65 | 61 | 57 | 52 | 57 | 49 | 48 | 54 | 51 | 44 | 29 |
| Induced | 58 | 55 | 51 | 46 | 49 | 44 | 41 | 45 | 42 | 37 | 24 |
| Subtotal | 288 | 257 | 223 | 204 | 209 | 189 | 174 | 199 | 187 | 162 | 107 |
| Music + Sound Recording GDP | | | | | | | | | | | |
| Direct | 113 | 104 | 94 | 93 | 110 | 124 | 143 | 107 | 173 | 173 | 113 |
| Indirect | 38 | 37 | 36 | 37 | 38 | 44 | 54 | 59 | 62 | 63 | 41 |
| Induced | 48 | 47 | 42 | 40 | 48 | 57 | 63 | 68 | 71 | 73 | 47 |
| Subtotal | 199 | 188 | 172 | 172 | 196 | 225 | 266 | 294 | 308 | 315 | 203 |
| Multi-Creative Industry Services GDP *serving more than one creative industry | | | | | | | | | | | |
| Direct | 440 | 434 | 425 | 429 | 446 | 471 | 483 | 501 | 519 | 537 | 540 |
| Indirect | 175 | 171 | 160 | 162 | 165 | 185 | 191 | 194 | 204 | 212 | 213 |
| Induced | 211 | 207 | 202 | 207 | 215 | 237 | 241 | 247 | 260 | 270 | 271 |
| Subtotal | 826 | 812 | 787 | 798 | 826 | 893 | 915 | 942 | 983 | 1019 | 1024 |
| Total GDP | \$ 2,732 | \$ 3,013 | \$ 3,004 | \$ 3,087 | \$ 3,462 | \$ 3,740 | \$ 4,222 | \$ 4,702 | \$ 4,814 | \$ 4,912 | \$ 4,443 |

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020* |
|---|------|------|------|------|------|------|------|------|------|------|-------|
| Output (\$ million) | | | | | | | | | | | |
| Motion Picture Output | | | | | | | | | | | |
| Direct | 921 | 1115 | 1201 | 1303 | 1598 | 1912 | 2431 | 3103 | 3112 | 3147 | 2351 |
| Indirect | 211 | 216 | 226 | 228 | 229 | 451 | 656 | 783 | 785 | 794 | 593 |
| Induced | 214 | 268 | 304 | 318 | 546 | 779 | 1095 | 1191 | 1195 | 1208 | 902 |
| Subtotal | 1346 | 1599 | 1731 | 1849 | 2373 | 3142 | 4182 | 5077 | 5092 | 5149 | 3846 |
| Interactive + Digital Media Output *videogames only | | | | | | | | | | | |
| Direct | 642 | 691 | 666 | 718 | 774 | 810 | 839 | 1056 | 1152 | 1228 | 1234 |
| Indirect | 177 | 187 | 177 | 190 | 199 | 221 | 196 | 244 | 266 | 284 | 286 |
| Induced | 253 | 273 | 254 | 253 | 278 | 295 | 289 | 383 | 418 | 446 | 448 |
| Subtotal | 1072 | 1151 | 1097 | 1161 | 1251 | 1326 | 1324 | 1683 | 1836 | 1958 | 1968 |
| Book Publishing Output | | | | | | | | | | | |
| Direct | 57 | 58 | 54 | 52 | 49 | 44 | 33 | 38 | 36 | 31 | 28 |
| Indirect | 23 | 23 | 24 | 22 | 23 | 19 | 15 | 18 | 17 | 14 | 13 |
| Induced | 15 | 16 | 16 | 15 | 15 | 13 | 10 | 11 | 10 | 9 | 8 |
| Subtotal | 95 | 97 | 94 | 89 | 87 | 76 | 58 | 67 | 63 | 54 | 49 |
| Magazine Publishing Output | | | | | | | | | | | |
| Direct | 300 | 271 | 236 | 221 | 218 | 203 | 186 | 214 | 202 | 173 | 133 |
| Indirect | 119 | 110 | 105 | 94 | 103 | 88 | 87 | 100 | 94 | 81 | 62 |
| Induced | 79 | 74 | 68 | 63 | 67 | 60 | 56 | 62 | 58 | 50 | 38 |
| Subtotal | 498 | 455 | 409 | 378 | 388 | 351 | 329 | 376 | 354 | 304 | 233 |
| Music + Sound Recording Output | | | | | | | | | | | |
| Direct | 236 | 217 | 207 | 219 | 247 | 273 | 322 | 357 | 373 | 383 | 284 |
| Indirect | 68 | 65 | 63 | 65 | 67 | 80 | 99 | 108 | 113 | 116 | 86 |
| Induced | 65 | 63 | 56 | 54 | 66 | 77 | 85 | 93 | 97 | 100 | 74 |
| Subtotal | 369 | 345 | 326 | 338 | 380 | 430 | 506 | 558 | 583 | 599 | 444 |
| Multi-Creative Industry Services Output *serving more than one creative industry | | | | | | | | | | | |
| Direct | 915 | 874 | 853 | 884 | 922 | 967 | 1002 | 1008 | 1059 | 1099 | 1101 |
| Indirect | 321 | 308 | 291 | 293 | 295 | 339 | 350 | 355 | 373 | 387 | 388 |
| Induced | 284 | 278 | 270 | 280 | 294 | 322 | 328 | 338 | 355 | 369 | 369 |
| Subtotal | 1520 | 1460 | 1414 | 1457 | 1511 | 1628 | 1680 | 1701 | 1787 | 1855 | 1858 |

| Jobs | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020* |
|-------------|------|------|------|------|------|------|------|------|------|------|-------|
|-------------|------|------|------|------|------|------|------|------|------|------|-------|

| Motion Picture Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Direct | 9818 | 12707 | 10592 | 10750 | 12303 | 13906 | 17329 | 19575 | 20096 | 20279 | 17679 |
| Indirect | 1715 | 1697 | 1650 | 1551 | 1584 | 3141 | 4175 | 5181 | 5199 | 5254 | 4581 |
| Induced | 1476 | 1732 | 1937 | 1902 | 3153 | 4353 | 6030 | 6512 | 6532 | 6605 | 5758 |
| Subtotal | 13009 | 16136 | 14179 | 14203 | 17040 | 21400 | 27534 | 31268 | 31827 | 32138 | 28018 |

| Interactive + Digital Media Jobs *videogames only * Traditional FTE/PT equivalent | | | | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|
| Direct | 5764 | 5852 | 5487 | 5469 | 5635 | 5600 | 5525 | 7637 | 7938 | 8260 | 8208 |
| Indirect | 1486 | 1532 | 1429 | 1473 | 1498 | 1586 | 1380 | 1684 | 1841 | 1966 | 1953 |
| Induced | 1742 | 1769 | 1614 | 1511 | 1603 | 1645 | 1595 | 2094 | 2285 | 2437 | 2422 |
| Subtotal | 8992 | 9153 | 8530 | 8453 | 8736 | 8831 | 8500 | 11415 | 12064 | 12663 | 12583 |

| Book Publishing Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Direct | 340 | 332 | 355 | 392 | 350 | 306 | 235 | 216 | 206 | 182 | 163 |
| Indirect | 165 | 167 | 165 | 151 | 151 | 115 | 89 | 103 | 97 | 83 | 74 |
| Induced | 102 | 101 | 99 | 88 | 88 | 73 | 55 | 60 | 56 | 48 | 43 |
| Subtotal | 607 | 600 | 619 | 631 | 589 | 494 | 379 | 379 | 359 | 313 | 280 |

| Magazine Publishing Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Direct | 1800 | 1566 | 1550 | 1678 | 1549 | 1413 | 1325 | 1219 | 1164 | 1029 | 794 |
| Indirect | 871 | 786 | 722 | 644 | 666 | 532 | 503 | 581 | 546 | 470 | 362 |
| Induced | 542 | 476 | 434 | 375 | 388 | 337 | 308 | 337 | 317 | 273 | 210 |
| Subtotal | 3213 | 2828 | 2706 | 2697 | 2603 | 2282 | 2136 | 2137 | 2027 | 1772 | 1366 |

| Music + Sound Recording Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Direct | 2978 | 2996 | 2771 | 3100 | 3367 | 3699 | 4421 | 4645 | 4846 | 4917 | 3117 |
| Indirect | 603 | 560 | 522 | 504 | 495 | 675 | 850 | 886 | 928 | 952 | 604 |
| Induced | 446 | 408 | 355 | 323 | 379 | 431 | 469 | 509 | 532 | 545 | 346 |
| Subtotal | 4027 | 3964 | 3648 | 3927 | 4241 | 4805 | 5740 | 6040 | 6306 | 6414 | 4067 |

| Multi-Creative Industry Services Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Direct | 9247 | 8830 | 8706 | 9011 | 9077 | 8992 | 9359 | 9202 | 9312 | 9627 | 8161 |
| Indirect | 2250 | 2095 | 1886 | 1866 | 1806 | 2064 | 2226 | 2199 | 2310 | 2396 | 2031 |
| Induced | 1955 | 1798 | 1721 | 1672 | 1698 | 1797 | 1807 | 1848 | 1940 | 2014 | 1707 |
| Subtotal | 13452 | 12723 | 12313 | 12549 | 12581 | 12853 | 13392 | 13249 | 13562 | 14037 | 11899 |

| | | | | | | | | | | | |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Total Jobs | 43,300 | 45,404 | 41,995 | 42,460 | 45,790 | 50,665 | 57,681 | 64,488 | 66,145 | 67,337 | 58,213 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|

Total Direct, Indirect, Induced

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020* |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Gross domestic product (\$ million) | | | | | | | | | | | |
| Direct | 1549 | 1772 | 1780 | 1856 | 2008 | 1961 | 2126 | 2354 | 2403 | 2449 | 2237 |
| Indirect | 508 | 516 | 501 | 505 | 529 | 640 | 726 | 829 | 852 | 868 | 778 |
| Induced | 675 | 725 | 723 | 726 | 925 | 1139 | 1370 | 1519 | 1559 | 1595 | 1427 |
| Total | 2732 | 3013 | 3004 | 3087 | 3462 | 3740 | 4222 | 4702 | 4814 | 4912 | 4443 |

| Output (\$ million) | | | | | | | | | | | |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Direct | 3071 | 3226 | 3217 | 3397 | 3808 | 4209 | 4813 | 5776 | 5934 | 6061 | 5131 |
| Indirect | 919 | 909 | 886 | 892 | 916 | 1198 | 1403 | 1608 | 1648 | 1676 | 1428 |
| Induced | 910 | 972 | 968 | 983 | 1266 | 1546 | 1863 | 2078 | 2133 | 2182 | 1839 |
| Total | 4900 | 5107 | 5071 | 5272 | 5990 | 6953 | 8079 | 9462 | 9715 | 9919 | 8398 |

| Jobs * Traditional FTE/PT equivalent | | | | | | | | | | | |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Direct | 29,947 | 32,283 | 29,461 | 30,400 | 32,281 | 33,916 | 38,194 | 42,494 | 43,562 | 44,294 | 38,122 |
| Indirect | 7,090 | 6,837 | 6,374 | 6,189 | 6,200 | 8,113 | 9,223 | 10,634 | 10,921 | 11,121 | 9,605 |
| Induced | 6,263 | 6,284 | 6,160 | 5,871 | 7,309 | 8,636 | 10,264 | 11,360 | 11,662 | 11,922 | 10,486 |
| Total | 43,300 | 45,404 | 41,995 | 42,460 | 45,790 | 50,665 | 57,681 | 64,488 | 66,145 | 67,337 | 58,213 |