U.S. Film and Television Production Coalition

FOR IMMEDIATE RELEASE
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Federal Film & TV Production Incentive Would Drive Economic and Jobs Boost for U.S.

Increasing America's Share of Global Production Would Contribute Nearly $250 Billon in Additional Gross Value into U.S. Economy and Support Almost 145,000 Additional Jobs Across All 50 States, New Study Finds

Hollywood Special Ambassador Voight, Film & TV Studios, Unions, Guilds, Film Commissioners, and Other Industry Groups Launch "U.S. Film & TV Production Coalition"

WASHINGTON — A jobs and economic opportunity study by Olsberg•SPI, commissioned by the Motion Picture Association (MPA) and endorsed by the U.S. Film & TV Production Coalition, found that a first-of-its-kind federal film and television production incentive that increases the share of global film and TV productions made in America would deliver significant benefits on the U.S. economy.

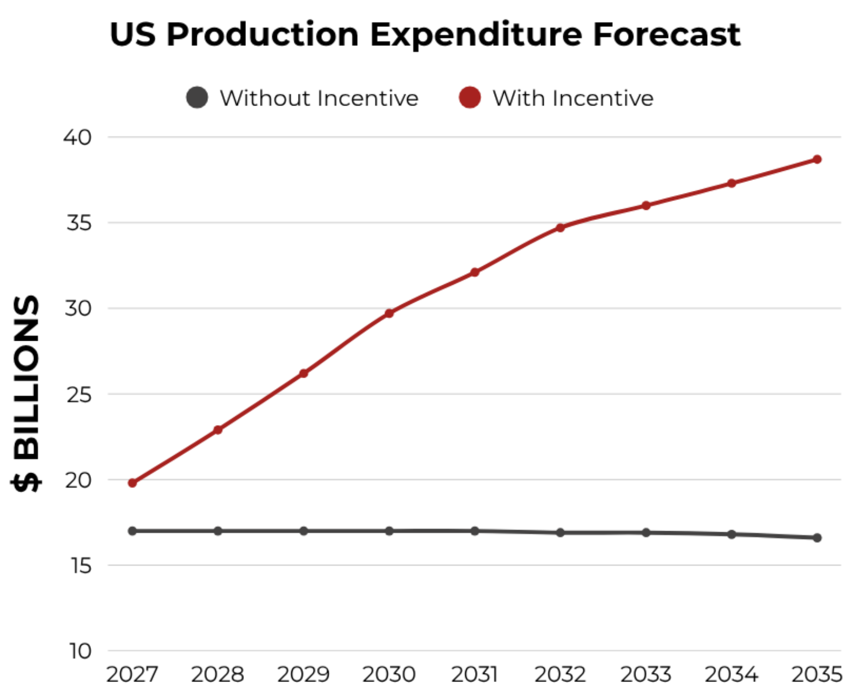
MPA Chairman and CEO Charles Rivkin unveiled the study showing the effects and highlighting how an incentive would help the U.S. capture a significant share of global production and add 143,500 total full time equivalent (FTE) jobs annually across the country.

At a virtual press conference today, Rivkin joined Special Ambassador to Hollywood Jon Voight, Rep. Brian Jack (R-GA), Rep. Laura Friedman (D-CA), Directors Guild of America (DGA)'s Thomas Schlamme, International Alliance of Theatrical Stage Employees (IATSE)'s Matthew D. Loeb, International Brotherhood of Teamster (IBT)'s Sean M. O'Brien, and Screen Actors Guild – American Federation of Television and Radio Artists (SAG-AFTRA)'s Sean Astin in urging Congress to enact this historic incentive and invest in the creative economy.

"A federal incentive would be a gamechanger for our industry," said Charles Rivkin, Chairman and CEO, Motion Picture Association. "This study tells us that we can bring more opportunities to life for people in all 50 states who bring great stories to life — the casts and crews, the set builders, construction workers, truck drivers, caterers, and more. That's precisely what's bringing President Trump, Republicans and Democrats in Congress, studios and unions and all of us together: the need to leave a positive and enduring imprint on American creativity and America's economy."

Members of the new coalition officially formed today were also present, including Hollywood Ambassador Jon Voight, Association of Talent Agents, CreativeFuture, Coalition for American Production (USACAP), Directors Guild of America (DGA), FilmUSA, Future Film Coalition, Independent Film & Television Alliance (IFTA), International Alliance of Theatrical Stage Employees (IATSE), International Brotherhood of Teamsters (IBT), LIUNA (Laborers International Union of North America), Motion Picture Association (MPA), National Association of Voice Actors (NAVA), NCTA – The Internet and Television Association, Producers Guild of America (PGA), Producers United, Screen Actors Guild – American Federation of Television and Radio Artists (SAG-AFTRA), Television Academy, Writers Guild of America (WGA) – West, and WGA – East.

Recognizing that this industry supports good jobs with high wages and contributes to local communities, 65 countries have built their own incentive programs to attract film and television productions away from the United States. A federal tax incentive would level the playing field for the United States and help keep American stories made in America.



Source: Olsberg•SPI 'Economic Impact of a Proposed US Federal Production Incentive' September 2026

"Sixty-five countries have decided it's worth competing for film and television production. The United States hasn't, and too many Americans have lost their jobs because of it," said **Rep. Laura Friedman**. "Every production that goes overseas takes electricians, carpenters, drivers, and small business revenue with it. A national film tax credit will create more than 140,000 American jobs in all fifty states and nearly $250 billion in economic activity. That's a commonsense, bipartisan fix, and I'll keep working to get it done."

The study's economic model is based on an illustrative assumption of American share of projected global production reaching 65%, informed by historical data and recent budget analysis, and transferable tax credits with 20% on qualifying labor expenditures and forecasts spend from 2027 – 2035, derived from a reported industry proposal. The results highlight how the U.S. economy could gain:

- $249.1 billion in total gross value added contribution from 2027 to 2035, reflecting impacts across the whole U.S. economy
- An average of 143,500 Full Time Equivalent (FTE) total jobs supported annually, across the country
- $133.1 billion of additional total labor income from 2027 to 2035
- $125.3 billion in additional production expenditures from 2027 to 2035

Association of Talent Agents (ATA) President Stuart K. Robinson
"As talent agents, we see firsthand how vital a federal production incentive is for keeping cameras rolling and supporting the entire ecosystem of entertainment workers. The ATA is proud to stand with the USA Film and TV Production Coalition and the Olsberg report findings to champion a sustainable future for production across the country."

Coalition for American Production (USACAP) Executive Director Brian Papworth
"When productions flee overseas, the economic damage ripples far beyond the studios—it strikes at the heart of our local supply chains. The Coalition for American Production gives a voice to the thousands of crucial vendors behind the scenes, from paint stores and lumber yards to transportation companies, and equipment facilities. Our industry funds roughly 162,000 businesses nationwide, the vast majority of which are small, community-based operations employing 10 or fewer workers. Your local bagel stores, dry cleaners, and gas stations are all in the film business, even if they don't know it. Establishing a federal production incentive is essential to stopping this outward migration, leveling the international playing field, and bringing the economic engine of American storytelling back home where it belongs."

CreativeFuture CEO Ruth Vitale
"For the past 25 years, various states have attempted to compete with other countries to keep film and television production here, by putting in place production incentives. Although they have done a remarkable job, no state program can compete with the lucrative incentives offered by Canada, the United Kingdom, Australia, and dozens of other countries. A federal incentive will not be a replacement for what our individual states have already built – rather it is the

missing piece that will make America once again a magnet for film and television production. This study shows what's at stake: Hundreds of thousands of jobs and billions of dollars in wages, in communities across the entire country, that will benefit the American economy if a federal production incentive is put in place."

Directors Guild of America National Executive Director Russell Hollander
“One of the DGA’s longstanding priorities is to encourage domestic film and television production. A stackable federal tax incentive is critical for ensuring that the United States remains a competitive marketplace for production. We have been working with leaders across Washington to advance this issue through legislation, and we secured meaningful studio support for a federal incentive in our most recent negotiations. We look forward to working with the Administration and Congress on a bipartisan bill that will have the greatest possible impact on promoting domestic film and television production, creating good jobs, and strengthening America’s homegrown film and television industry.”

FilmUSA President Katie Pryor
"FilmUSA's member film commissions have spent decades developing the infrastructure that makes American production possible. But state incentive programs were never built to compete against nations. The screen economy has changed, our communities have felt it, and the data confirms a need for national legislation. A federal incentive will return industry jobs to communities in all fifty states and allow the USA to once again be a global leader in the production. This is a critical first step toward a coordinated national strategy for the screen economy.”

Future Film Coalition Executive Director Jax Deluca
“As a national organization bringing together independent filmmakers and small film businesses across the country, we know independent film is both a vital economic and creative sector in its own right and a pipeline of talent, ideas, and innovation for the broader American film industry. A federal production incentive can strengthen that pipeline, expand opportunities for small businesses and regional production communities across the country, and bolster America’s competitiveness in global film production. Future Film Coalition is proud to bring the independent sector’s perspective to the U.S. Film & TV Production Coalition.”

Independent Film & Television Alliance (IFTA) President & CEO Jackie Brenneman
“The Olsberg Study released today shows that a federal production tax incentive would greatly increase U.S. film production and generate 143,000 full-time jobs annually in states across the country. Such an incentive could be transformative, helping unlock financing, move more projects into production and build a stronger, more sustainable industry throughout the U.S. We are encouraged by the momentum behind this incentive and look forward to working to ensure it delivers meaningful support for America’s independent film and television sector, which will be critical to realizing its full potential.”

International Alliance of Theatrical Stage Employees (IATSE) International President Matthew D. Loeb

“The United States has an incredibly skilled film and television workforce, but we're now competing against more than 120 production incentives worldwide. Other countries recognize the value of these productions and are offering robust financial incentives that the U.S. simply doesn't match. A federal film and television production incentive would level the playing field, create an additional 143,000 full-time equivalent jobs annually, and keep middle class jobs here at home.”

International Brotherhood of Teamsters (IBT) General President Sean M. O’Brien
“America should be producing American movies. And American workers should be doing the work. President Trump has called on Republicans and Democrats to come together on a new federal film and television incentive. It will require bipartisan support, which is a good thing, because this should not be about party politics. The Teamsters will aggressively support legislation that works for American workers and helps bring productions back home.”

National Association of Voice Actors (NAVA) President and Co-Founder Tim Friedlander
“Artists and entertainment craftspeople populate all 50 states, and the hundreds of thousands of jobs that will be brought back to the working-class, blue-collar entertainment workers who bring these productions to life all across the country are vital to the continuation of the US film and television industry. Bringing this work back to the US benefits everyone, from major studios to indie productions, from craft workers to on-camera and voice actors, and from large communities to all the small businesses that support production work. A federal tax incentive will help all of these communities and ensure the US continues to be the best place in the world for film and television production.”

NCTA – The Internet and Television Association President and CEO Cory Gardner
“NCTA is proud to join this industry-wide alliance advocating for a federal production incentive to strengthen film and television production in the United States. Our TV company members already support more than 350,000 American jobs and invest over $30 billion every year in programming and productions. Together, we can encourage more production here at home, attract new investment, and generate opportunities for communities across the country. We look forward to partnering with our industry colleagues and leaders in both parties to move this effort forward.”

Producers Guild of America CEO Susan Sprung
"It is critical to the future of American production that we enact a stackable federal tax incentive."

Producers United
“America has an unprecedented opportunity ahead: a federal film and television incentive that brings hundreds of thousands of American production jobs back home. Producers United urges both parties to act now, for the highly skilled workforce that builds and lights the sets to the small businesses that depend on this industry staying home. Together, we can strengthen American production and safeguard one of our nation’s most important global exports.”

SAG-AFTRA President Sean Astin
“This is going to help American workers, not just big corporations. Federal production incentives are the support our nation needs to be competitive on the international stage. We’re ready to work with the current administration, Congress and our industry partners to do what it takes to bring more production and good union jobs back home.”

SAG-AFTRA National Executive Director & Chief Negotiator Duncan Crabtree-Ireland
“The time is ripe for action. Encouraging domestic film and television production means more jobs for American workers, more revenue into our local economies and more opportunities for adjacent businesses to thrive. Lawmakers: Be the leaders American workers need right now, and let’s get a federal production incentive program on the books.”

Writers Guild of America East (WGAE) President Tom Fontana and Writers Guild of America West (WGAW) President Michele Mulroney
"The data tells a clear story: we need a Federal Film and Television Incentive to compete for globally mobile productions and keep film and television production in the U.S. This will support millions of middle-class union jobs and bolster state and local economies, including hundreds of thousands small businesses. We urge Congress to swiftly enact an American production tax incentive that prioritizes union workers, WGA-covered projects and protects the role of the United States as a global entertainment industry leader.”

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About The U.S. Film & TV Production Coalition
The U.S. Film & TV Production Coalition is an industry-wide alliance advocating to establish a federal production incentive to strengthen film and television made in the United States. The nationwide coalition, established in 2026, includes film and TV studios, guilds, unions, small business owners, vendors, film commissioners, and other industry groups to represent and advocate on behalf of creators and industry workers in film and TV.

Members include Hollywood Ambassador Jon Voight, Association of Talent Agents, CreativeFuture, Coalition for American Production (USACAP), Directors Guild of America (DGA), FilmUSA, Future Film Coalition, Independent Film & Television Alliance (IFTA), International Alliance of Theatrical Stage Employees (IATSE), International Brotherhood of Teamsters (IBT), LIUNA (Laborers International Union of North America), Motion Picture Association (MPA), National Association of Voice Actors (NAVA), NCTA – The Internet and Television Association, Producers Guild of America (PGA), Producers United, Screen Actors Guild – American Federation of Television and Radio Artists (SAG-AFTRA), Television Academy, Writers Guild of America (WGA) – West, and WGA – East.

About Olsberg•SPI
Olsberg•SPI provides a range of expert consultancy and strategic advisory services to public and private sector clients, specializing in the worlds of film, television, video games and digital

media. Formed in 1992, it has become one of the leading international consultancies in these dynamic creative industries.

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