

The Lucrative Film Industry: Gateway to Job Creation and Innovation Across the Caribbean

Jeremy Whittaker

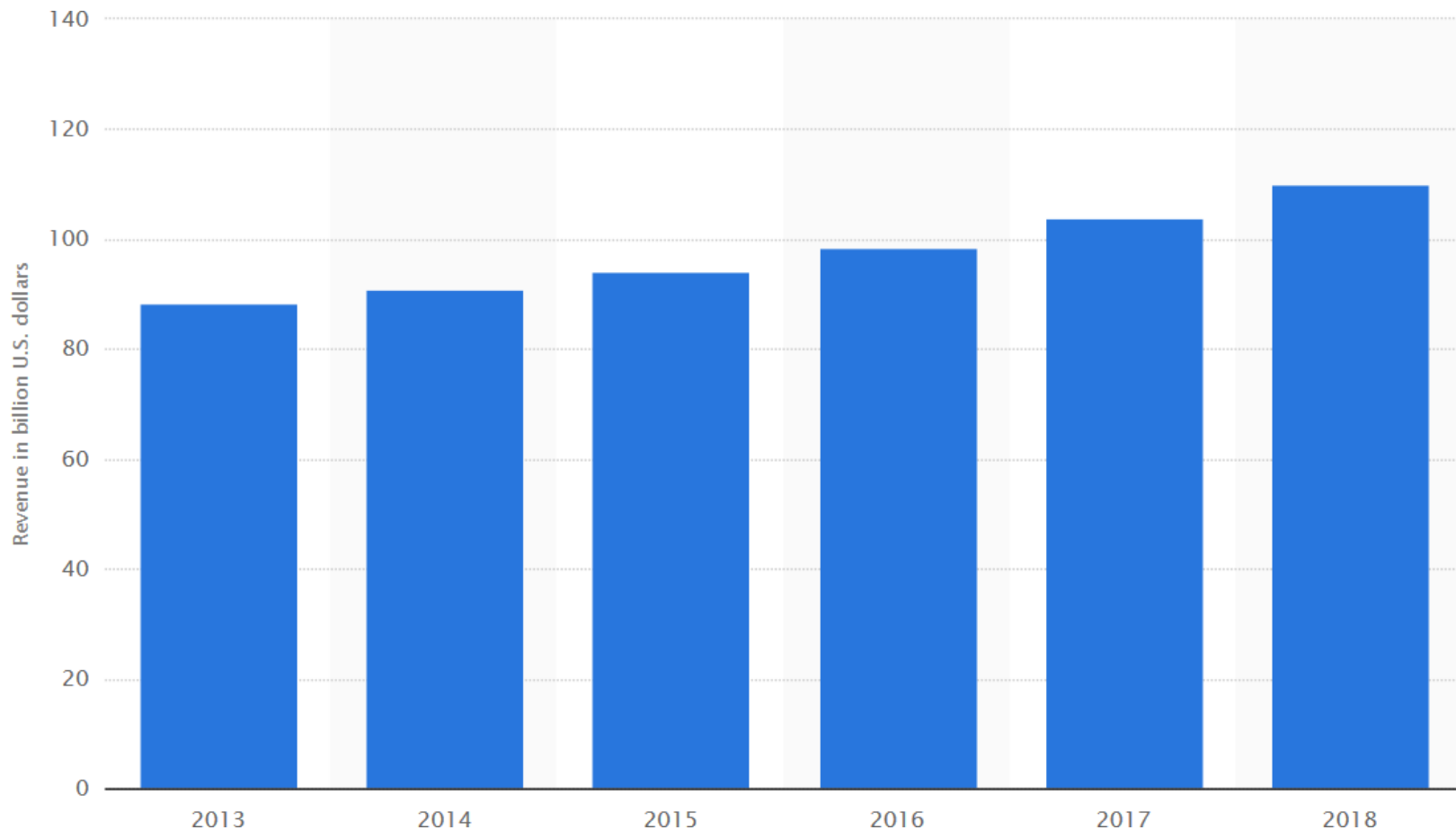
Director, Producer and Co-Writer –
Destiny (Feature Film)

CEO – Grasshopper Productions Ltd



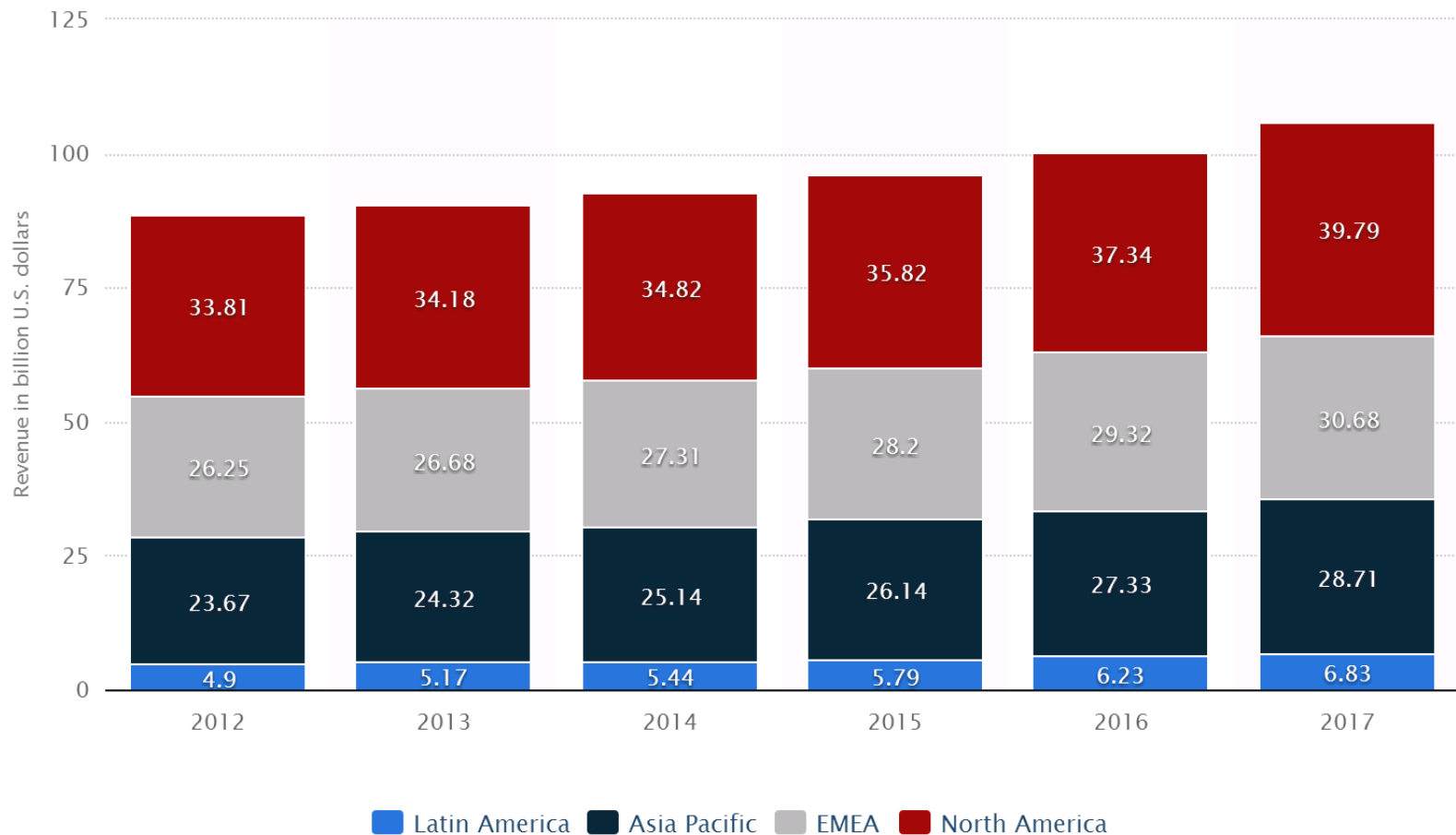
Worldwide Worth of the Film Industry

The statistic provides a forecast of revenue for the filmed entertainment industry worldwide from 2013 to 2018. According to PwC, the revenue for the industry will grow from 88.3 billion U.S. dollars in 2013 to 110.1 billion in 2018.



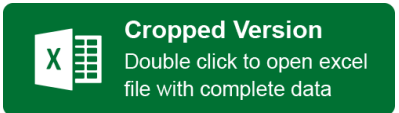
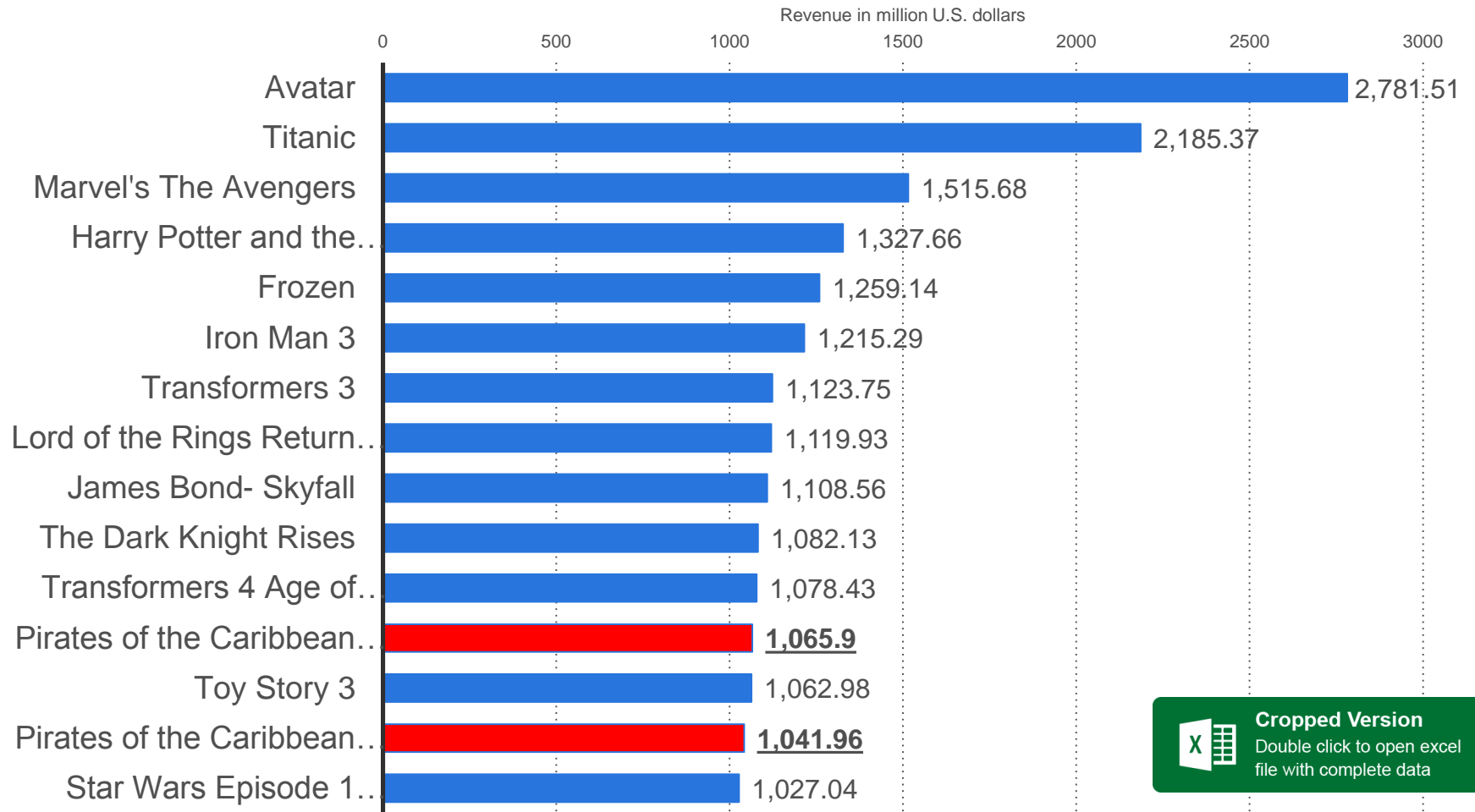
The Caribbean's Piece of Pie

This statistic displays a forecast of filmed entertainment revenue worldwide from 2012 to 2017, broken down by region. According to PwC, revenue in North America is projected to increase from 33.81 billion U.S. dollars in 2012 to 39.8 billion in 2017.



Global box office revenue of the most successful movies of all time

Global box office revenue of the most successful movies of all time (in million U.S. dollars) (as of January 5, 2015)



Note: Worldwide

Further information regarding this statistic can be found on [page 8](#).

Source: IMDb; [ID 262926](#)

The Caribbean Film Industry

1. Indigenous Film Industry
2. TV Shows / Ad campaigns / Music Videos
3. Location for Foreign films

Benefits to a Caribbean Film Industry

1. Economic
2. Social
3. Cultural

I will be speaking about the Indigenous Film Industry



Essential Elements of a Film Industry

- Finance
- Production
- Distribution
- Exhibition
- Marketing and Sales
- Regulation
- Policies
- Code of Practice



Global Case Studies

- “Bollywood” – India
 - 2nd biggest film market
- “Nollywood” – Nigeria
 - \$200m Entertainment Industry Fund and a N3billion grant
- “Hollywood North” – Canada
 - Over CA\$2B in revenue last year



Caribbean Film Industry

- Production Companies
- Film Studios
- Creative content - Content is King
- Caribbean Diaspora
- Reverse tourism: Package more commercial productions for the international markets to the same people who come to the Caribbean. Bring it to them.



Caribbean Film Industry

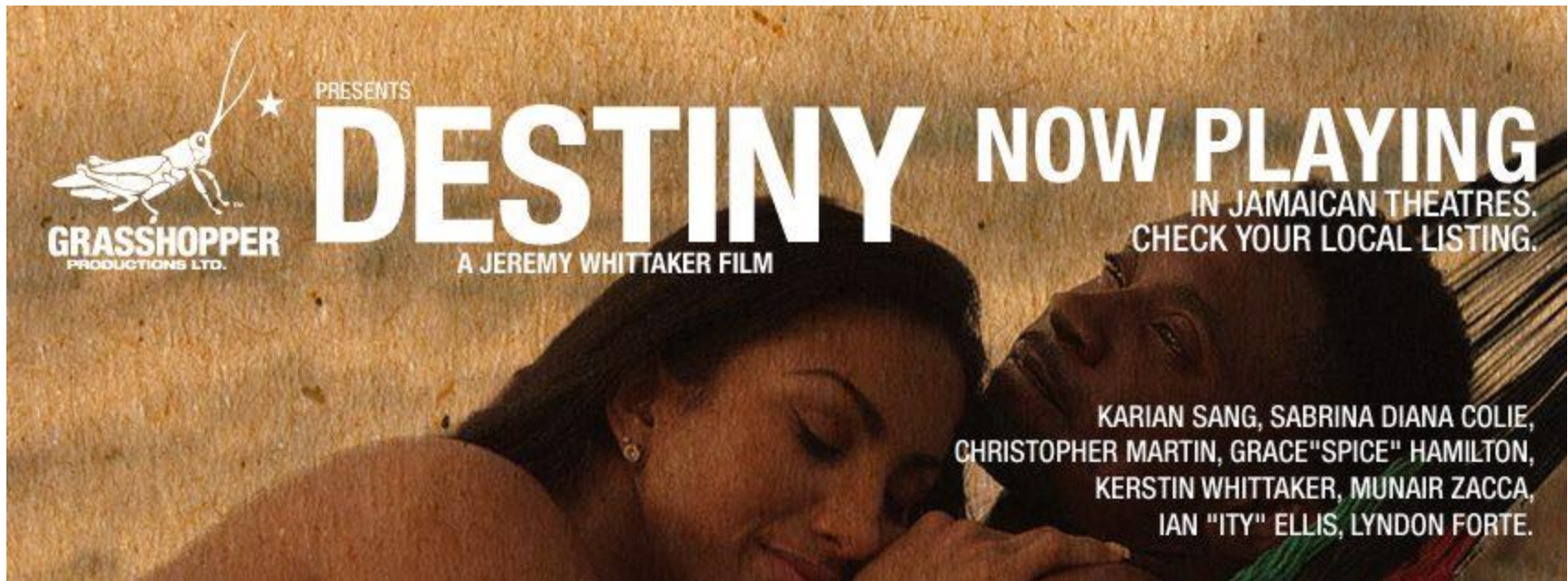
- Recognition of the industry as a major contributor to employment and foreign exchange generation
- Screenwriting: Non Caribbean generic Stories – Above the Line Caribbean Key Players
- Caribbean stories on international platforms
- Established overseas market demand in Caribbean region, UK, USA, Africa and coupled with huge Diaspora population.



Key Areas for Development

- Cinematography
- Screenwriting
- Pre-production
- Post Production
- Distribution
- Actors
- Film Directors
- Film Crew personnel
- Entertainment Fund
- Skills training (tertiary level)





- The industry will create perceptive entrepreneurs, cultural ambassadors, and global brands, whose exploits can internationalised Caribbean entertainment sector.
- Destiny
 - Job creation – over 370 people hired
 - Production office for 4 months
 - Cinematographer / Set Designers / Security Personnel / Venues / Grip / Line Producer / Costume Designer / Wardrobe / Production Assistants / Etc
 - Completed production/post production in Canada
 - Caribbean morale and pride



What Should We Be Doing Now?

- Solution Focused vs Problem Focused.
- This simple story is one that I've heard a few times now and it illustrates the above point really well.
 - Two shoe salesmen were sent to a rural region to see if there was a market for their product.
 - The first salesman reported back, *"This is a terrible business opportunity, no-one wears shoes. Get me back on the next flight!"*
 - The second salesman reported back, *"This is a fantastic business opportunity, no-one wears shoes. Send everything we have, we have a brand new market!"*



What Should We Be Doing Now?

- Novel Funding
- Caribbean Studios
- Strong Entertainment management structure
- Building on the pool of qualified film crew
- Produce indigenous content as well as cater to overseas productions
- Developing post production houses





