

# Joint research on size of film, media industry in Cape Town

Research is to be conducted to determine the size and structure of the film and media industry in Cape Town and the Western Cape.



Wesgro and the City of Cape Town have announced the new research project and Grant Thornton will be leading a consortium to conduct the value chain baseline study.

This baseline research will coincide with the recently announced South African Film Industry (SAFI) economic baseline research, commissioned by the National Film and Video Foundation (NFVF). Urban Econ will be conducting the Foundation's research and, together with Grant Thornton, has been mandated to find ways to assess the national and provincial baselines in an aligned manner.

In a recent joint meeting, each strategised about avoiding interview fatigue by aligning the research teams' contact lists in order to allow more companies to be interviewed. This strategy will add to the robustness of the baseline.

Wesgro CEO Tim Harris stated, "This research will provide the industry much-needed clarity about its size and identify niches that need to be promoted, or intervention needed to drive growth."

City of Cape Town trade and investment director, Lance Greyling said, "The study is also strategically relevant and will inform the City of Cape Town Film policy, which we hope will help drive the growth and transformation of the sector."

NFVF CEO, Zama Mkosi, believes that the research will help create an understanding of the business of film in South Africa and prove the industry as a lucrative contributor to the GDP and attract more investors. "The NFVF aims to give a true reflection of the film and audio visual industry through the Economic Impact of the South African Film Industry Research and to ensure strategies and programmes that are responsive and effective, as well as to identify audience trends with a specific focus on local content.

"We look forward to seeing the sector's comments and proposals once the research is concluded, and call on all film and media stakeholders to join the study and support these research projects."

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