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RECORD NUMBER OF NEW TELEVISION SERIES SCHEDULED TO FILM IN NEW YORK FOR THE 2011 SEASON

Eight new series will create over 4,700 industry-related jobs in New York

New York, NY (June 7, 2011) – The Governor’s Office for Motion Picture and Television Development today announced a record number of new television series scheduled to film in New York State for the 2011 season. New York State’s multi-year funding agreement to extend and expand New York State’s Film Production Tax Credit Program lured the eight series, which will create over 4,700 industry-related jobs.

“Last year we announced the extension and expansion of the New York State Film Production Credit program, which ensured a continued commitment to an industry with a proven record of accomplishment in creating jobs and generating tax revenue for New York,” said Executive Director of the Governor’s Office for Motion Picture & Television Development Pat Swinney Kaufman. “As a result, we are bringing in more productions, creating more jobs and showcasing our state as a premier destination for filming.”

The 30% New York State Film Production Credit has attracted 70 projects into the program since January. These projects are expected to spend a total of over one billion dollars. Since its inception, the program has brought in 580 projects, which have generated more than \$9 billion in direct spending in the state. The allocation of \$420 million per year through 2014 will result in the creation of thousands of jobs and generate \$10.5 billion in direct spending in New York State.

“The combination of New York and the State Film Production Tax Credit program are the best marketing tools we have as an industry,” said President of Kaufman Astoria Studios Hal Rosenbluth. “We have seen a record number of productions come to New York creating more jobs, expanding facilities and equipment and ultimately generating revenue for New York. Kaufman Astoria Studios is home to a mix of feature films and successful television series including *Men in Black 3*, *Nurse Jackie*, *The Bourne Legacy*, *Sesame Street*, and during this year's

pilot season, *Pan Am*. The New York tax credit program results in industry-wise growth and sustainability.”

“Silvercup Studios is proud to be home to four of New York’s new television shows: *A Gifted Man*, *Unforgettable*, *Person of Interest*, and *Girls!*” said President of Silvercup Studios Stuart Match Suna.

“As more and more television production is done in New York, the state makes more and more money,” said Steiner Studios Chairman Douglas C. Steiner. “This is simply a great business for New Yorkers, and it’s ours to lose. What’s not to like?”

Smash, *Rookies*, *Pan Am*, *Person of Interest*, *Unforgettable*, *A Gifted Man*, *I Just Want My Pants Back* and *Girls* are the eight new series which will be joining a host of successful shows returning from last year. The new series to be shot in New York include programs for the major broadcast networks (CBS, NBC, ABC) as well as cable giants HBO, MTV, USA Network, and more. Star power in front of and behind the camera include such names as Steven Spielberg, Judd Apatow and Emmy winning Director Tommy Schlamme and the shows will star well-known and new actors including Angelica Huston, Christina Ricci, and Debra Messing.

“When deciding where to bring their projects, producers have to look for the biggest return for their money,” said Vice Chair of the Producers Guild of America East Dana Kuznetzkoff. “The New York State Film Production Credit program has turned New York into a major player in the film and television industry. No longer a location just for quick exterior shoots of iconic locations, New York is now a first choice when deciding where to film. The best crews in the industry plus a tremendous tax credit program are an electric combination for quality entertainment.”

“As someone based in New York, I cannot overemphasize the importance of the New York State Film Production Credit program,” said Producer of HBO’s *Bored to Death*, Michael Stricks. “It helps level the playing field and brings in a great volume of work to the state.”

In previous years, New York lost film and television business to neighboring states that enacted their own tax credits. Aggressive state legislation announced in 2008 tripled the percentage of qualified film production costs eligible for the credit from 10 percent to 30 percent. In addition to the more than 4,000 industry related jobs, more than 11,000 people will work as extras.

“This year we hosted a record number of television pilots,” continued Kaufman. “In addition, we anticipate that additional series may get the green light for production in New York. We have seen a tremendous increase in productions overall. We are home to some of the best industry talent and as a result television is flourishing and we are driving commercials, feature films and independent productions to all corners of New York State. It’s a great time for creating jobs in New York.”

Upstate New York has seen a growing number of independent films choose the backdrops of Buffalo, Niagara Falls, and the Finger Lakes. This summer Western NY will host seven films. Schenectady will welcome Bradley Cooper and Ryan Gosling in their film *The Place Beyond the Pines*, while the Hudson Valley and Long Island continue to draw in a mix of productions. New York City continues to attract a powerful range of independent and major blockbuster films

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First (www.NYfirst.NY.gov). The mission of Empire State Development is to promote business investment and growth that leads to job creation and prosperous communities across New York State. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information on Empire State Development, visit www.esd.ny.gov.

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