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U. S. Movie Industry

The American motion picture industry is worth more than \$2,000,000,000. Its annual average output totals 500 feature films and 800 "shorts" at an aggregate cost of \$165,000,000.

These facts were revealed last week in an analysis of the U. S. motion picture industry made public by the U. S. Department of Commerce. Based on information supplied by the industry itself, the analysis, which covered 100 U. S. motion picture producing firms, also disclosed such data as these:

- American film companies produce 65 per cent of all motion pictures shown throughout the world. About 35 per cent of the revenue received by these companies comes from abroad.

- Motion pictures are made in two states—California and New York, with California producing about 95 per cent of the total.

- About 28,500 persons are employed in film production, and Hollywood's annual payroll amounts to \$129,000,000. In the exhibition field, 241,000 persons are employed.

- There are 17,000 movie theaters in this country, with a total seating capacity of 10,462,208. Average weekly attendance at these theaters is about 85,000,000 persons. Annually, moviegoers pay a total of \$1,000,000,000 at the box office.

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