

# American Film Exports Increasing

## Preliminary Figures for Nine Months of 1930 Show Footage Gain of 8,900,540 Feet Over Same Period of 1929

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**P**RELIMINARY figures of American motion picture exports for the first nine months of 1930 show an increase of 8,900,540 feet and a value increase of \$719,212 over exports for the corresponding period in 1929.

The United States shipped to all markets of the world during the 1930 period 210,037,969 linear feet of motion pictures with a declared value of \$6,168,703, as compared with 201,137,429 linear feet valued at \$5,449,491 for the corresponding period in 1929.

This 1930 total incidentally is the largest since the Motion Picture Division began to make compilations on the subject back in 1925.

The largest increase was in exports of positive motion pictures, which amounted to 201,320,492 linear feet valued at \$5,166,805 in the first nine months of 1930, as against 195,018,280 linear feet valued at \$4,610,723 for the same period in 1929.

### Increase in Negative

Exposed negative film also shows an increase, the figures for 1930 being 8,717,477 feet with a declared value of \$1,001,898, as against 6,119,149 feet valued at \$838,768 for the 1928 period.

It is interesting to note that of the motion picture films exported from the United States during the first nine months of 1930 5,208,810 feet of negatives and 132,239,581 feet of positives were sound synchronized.

As 1930 is the first calendar year in which sound films received a separate classification from silent films in our export statistics, no comparison in this regard can be made with the 1929 period.

Since the introduction of sound and

dialogue film Europe has become by far our largest quantity market at the same time maintaining its position as our best source of revenue.

For the first nine months of 1930 American exports of motion pictures to this region reached the unprecedented total of 93,537,822 feet, or not far below half of our total film exports.

This figure furthermore shows an increase of nearly 20,000,000 feet more than for the 1929 period which

	First Nine Months of 1929		First Nine Months of 1930	
	Linear Feet	Value	Linear Feet	Value
Europe .....	74,366,404	\$2,324,219	93,537,822	\$3,212,341
Latin America .....	57,695,969	1,438,356	56,851,729	1,362,808
Far East .....	47,049,888	1,030,348	38,878,767	918,281
Canada .....	10,609,548	462,734	12,534,397	501,469
South Africa .....	3,459,097	87,155	2,608,288	70,805
Other Countries .....	7,956,523	106,679	5,626,966	102,999
<b>Total .....</b>	<b>201,137,429</b>	<b>\$5,449,491</b>	<b>210,037,969</b>	<b>\$6,168,703</b>

### United Kingdom Leads

The United Kingdom remains by far our leading individual film market, showing an increase of nearly 10,000,000 feet over its record 1929 figures. France, which stood ninth in the 1928 period and seventh in 1929, went to second place in 1930 both in Europe and in the world. Her total of 17,318,513 linear feet is well over double her film importations from the United States during the first nine months of 1929.

Germany, our third largest market in Europe, has declined from fifth to sixth place as a world market even though our exports of films to Germany for the 1930 period were nearly 1,000,000 feet greater than in the 1929 period.

Spain appears as our fourth largest European market and the ninth in the world. This is the first time this country has been in the first ten of our world markets.

The three countries in Latin America which almost invariably appear among our ten leading film markets

in turn topped 1928 by nearly 25,000,000 feet.

As a matter of fact, Europe accounts for something more than our total gain in film exports, for both Latin America and the Far East showed declines from 1929. The former, which was our largest quantity market as recently as 1928, fell about 850,000 feet below its 1929 figure, while the Far East total declined just over 8,000,000 feet.

### Australia Falls Off

This latter was due almost entirely to the falling off in film exports to Australia. Of other regions, Canada showed a gain of nearly 2,000,000 feet and South Africa an almost equivalent loss.

The following table gives in detail the quantity and value of American film exports to the various regional divisions of the world:

are, in that order, Argentina, Brazil and Mexico. This year is no exception to the rule, but Argentina has dropped from third to fourth, though there is only a very slight decrease in our film exports to Argentina. Brazil has dropped from fourth to seventh, while Mexico remains eighth.

Exports of films to Brazil declined over 2,000,000 feet, while similar exports to Mexico showed an increase over a little under 1,000,000 feet.

Australia, which led the world as a quantity market for American films from 1925 through 1928, continued the decline which set in for the nine months period of 1929, but nevertheless went up from fourth to third place in the markets of the world.

### India Holds Tenth Place

The only other Far Eastern country which stands among the first ten markets for American films is India, which as for the same period last year holds tenth position.

The following table gives details of United States film exports to the leading individual markets of the world:

### United States Exports of Films to Individual Leading Markets

Countries of Destinations	First Nine Months of 1929		First Nine Months of 1930			
	Rank	Lin. Ft.	Value	Rank Lin. Ft. Value		
United Kingdom .....	1	23,111,066	\$1,049,760	1	33,038,668	\$1,708,843
France .....	7	8,022,510	199,863	2	17,318,513	429,703
Australia .....	2	21,133,317	485,652	3	15,538,612	393,303
Argentina .....	3	14,829,125	368,344	4	12,640,569	344,935
Canada .....	6	10,609,548	462,734	5	12,534,397	501,469
Germany .....	5	11,532,705	354,501	6	12,083,870	321,075
Brazil .....	4	12,673,107	303,807	7	9,500,083	198,842
Mexico .....	8	6,739,505	162,150	8	7,304,112	193,769
Spain .....	9	5,031,522	124,194	9	5,162,151	112,294
India .....	10	5,031,522	124,194	10	5,029,178	128,490

