

Vital Sta'tis'tiks

The winter season is in full swing, and the July statistics show it – there is a reduction all round in the number of both features and commercials processed through the laboratories particularly in Cape Town. This would seem to be an annual trend however and there should be a pick up as the summer months approach.

We would like to thank the laboratories for the information they have supplied this year. So once again we present our research on the number of Features, TV programmes, Commercials and Corporate Productions made in a particular month.

We make no attempt to identify the title of the production, or the production house or any other information as this is often confidential information – we supply simply the number.

We rely on the co-operation of broadcasters, suppliers of commercial material to broadcasters and local film laboratories for information however at the moment local broadcasters are not forthcoming in providing these vital statistics.

Efforts will continue to be made to build on this statistical data base in order to improve the accuracy, and should readers have comments or other ideas in terms of statistic gathering, please send an e-mail to web@screenafrica.com. Your comments would be appreciated.

STATISTICS FOR JULY 2007

Through the labs:

Johannesburg

<u>Features</u>	<u>Shorts</u>	<u>Commercials</u>	<u>Doccies</u>	<u>16mm</u>	<u>35mm</u>
0	1	39	3	23	13

Cape Town

<u>Features</u>	<u>Shorts</u>	<u>Commercials</u>	<u>Doccies</u>	<u>16mm</u>	<u>35mm</u>
1	4	14	0	8	11