

2025



# The Economic Impact of Netflix in Canada



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Netflix brings compelling Canadian content to an audience of 700M+ people in more than 190 countries around the world. Netflix has been deeply committed to Canada since we first launched in 2010, and in April 2023 Netflix opened a Toronto office. As of December 2024, Netflix has over 650 corporate employees in Canada.

**Our investments in Canada between 2021 and 2024 contributed over C\$6.5B to the economy<sup>1</sup>.**

This includes the direct impact of our spending, the indirect impact of that spending flowing through the supply chain, and the induced impact of additional household spending by employees in that supply chain.

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<sup>1</sup> The quantified economic contribution to Canada in terms of Gross Value Added has been estimated using an Input-Output model. Netflix engaged Deloitte in relation to the Economic Impact Analysis. Deloitte assisted Netflix in building the Input-Output model and conducted the analysis to estimate the economic impacts. Any conclusions derived from the model's outputs are the responsibility of Netflix.

# Netflix's Impact on the Canadian Film and TV Industry

Netflix has had an important impact on the Canadian film and TV industry over the last decade. Our investments in the country span a broad range of activities, including spending on:

- Production of original Canadian titles like ***North of North, Wayward, Bet, Code 8 Part II*** and ***Blown Away***
- Production of original international titles like ***Avatar: The Last Airbender, Virgin River, Ginny & Georgia*** and ***My Life With the Walter Boys***
- Post-production for both Canadian titles and international titles like ***Stranger Things, Sweet Magnolias, Fear Street: Prom Queen*** and ***Wednesday***
- Employee salaries and real estate for office and studio space
- Marketing our titles to Canadian members

These investments involve spending with businesses across many different economic sectors, and this spending ripples throughout the economy. Economic sectors within a single supply chain are linked, meaning that spending in one sector creates tangible benefits for all sectors that are further down the supply chain.

Netflix's spending on the production of a title in Canada, for example, would support not only the screen industry itself but also sectors like construction, textiles, transportation and accommodation.

## CASE STUDY: *Code 8 Part II*



*Code 8 Part II*, filmed in Ontario, featured an all-Canadian cast, led by Robbie and Stephen Amell, over **400 Canadian vendors** and a crew of over **600**, with **Canadian labour representing more than 99% of total labour costs**. Visual effects were led by Toronto-based Playfight VFX, who provided more than 700 VFX shots for *Code 8 Part II*, relying on more than 30 artists working over nine months of post-production.



**C\$20M+**  
Economic impact generated by  
Netflix's investment in *Code 8 Part II*

The film achieved global success, reaching **55 million views** and landing on the **Global Top 10** for three weeks in 2024.



During the production of *Code 8 Part II*

**600+**

**Canadian crew members  
were used**

**400+**

**Canadian vendors  
were worked with**

**99%+**

**Canadian labour  
used during production**

In addition, the team relied on more than 30 VFX artists over 9 months during post-production.

# Investing in Canada's Creative Industry

Netflix relies on a diverse pool of local talent to bring Canadian titles to our members. Our productions employ on-screen and behind-the-scenes talent ranging from writers to electricians, and we hire local vendors to build sets, create costumes, or provide catering or transportation services. Between 2021 and 2024, Netflix productions hired **over 35,000 cast and crew** and worked with **more than 40 production companies**.

## CASE STUDY: Hand and Sew

Founded in 2011 by Steven Enns, Hand and Sew grew from a small leatherworking business into a thriving retail store and supply hub, renowned for its high-quality materials. A pivotal moment for the business came when it partnered on the production of *Avatar: The Last Airbender* to source large quantities of leather for the series' costume team.

**This successful collaboration set the business up for significant growth**, opening new opportunities for Hand and Sew in the film supply sector.



## CASE STUDY: Debra Hanson

Costume design for *North of North* was led by Emmy-winning designer Debra Hanson. Hanson and her team collaborated with artisans from across Canada and the Arctic to create the show's wardrobe.

The production featured authentic fur-trimmed parkas, kamiks, mittens and beaded accessories, **all crafted to reflect traditional Inuit techniques and materials**.



A highlight of the season is Siaja's *Bridgerton*-inspired look, which blends historical influences with Inuit tradition.

**Hanson worked closely with Inuk artist Keenan "Nooks" Lindell**, who acted as both a bridge to local artisans and a mentee within the costume department.

Together, they designed a shimmering silk brocade dress that complements the Arctic landscape and incorporates traditional craftsmanship.

A scene from a Netflix production showing a group of armored characters in a village setting. In the foreground, a man with a bun hairstyle and a red sash stands prominently. Behind him are several other characters in detailed armor, including a knight with a skull mask. The background shows wooden buildings and trees, suggesting a medieval or fantasy setting.

From 2021 through 2024

**35k+**

Cast & Crew  
On Canadian Productions

**90+**

Canadian VFX  
Vendors Worked With

**40+**

Canadian Production  
Companies Worked With

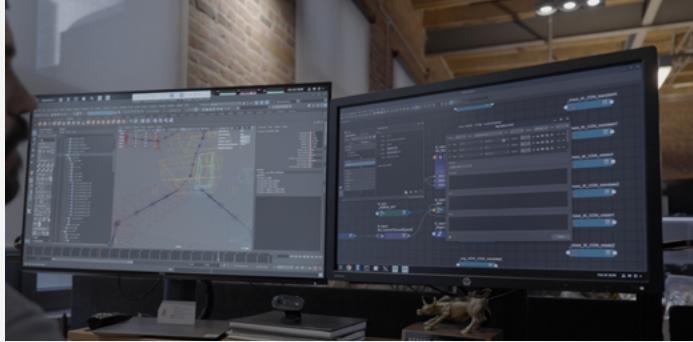
**C\$6.5B**

Contributed To Canada's  
Economy by Netflix Productions

# Canada is a critical hub for VFX

Between 2021 and 2024, we worked with **90+ Canadian VFX vendors** on shows and films like *Stranger Things*, *Wednesday*, *Avatar: The Last Airbender*, *ONE PIECE* and more.

## CASE STUDY: Rodeo FX

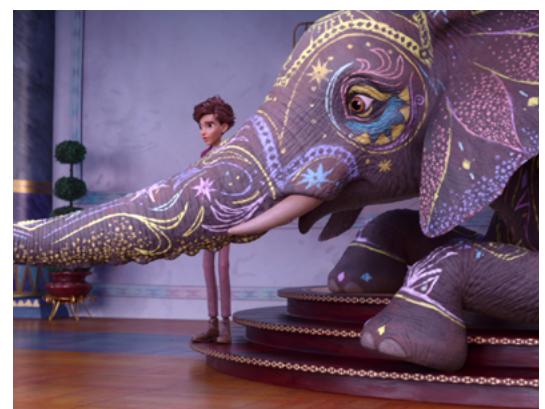


Rodeo FX, **headquartered in Montreal**, has been a significant partner for Netflix, delivering high-end visual effects across multiple productions, including *Stranger Things*. For Season 4, **Rodeo FX tackled some of the series' most complex sequences** by creating digital environments, developing intricate simulations and animating creatures such as the Demogorgon, all of which were essential to the show's supernatural storytelling. From the earliest stages of production through to the final colour, Rodeo FX worked in close collaboration with the creative team to ensure their visual effects seamlessly enhanced the narrative of the series.



**Canada is also a significant source of talent for animated shows and movies on Netflix.**

We have partnered with Canadian companies and creatives on many titles like *Unicorn Academy*, *The Cuphead Show* and *The Willoughbys*. **In 2024, Netflix acquired the Vancouver-based studio, Animal Logic, which is now operating as Netflix Animation Studios (NAS) Vancouver.** Since the acquisition, NAS Vancouver has animated Wendy Rogers' *The Magician's Elephant* and Adam Sandler's *Leo*.



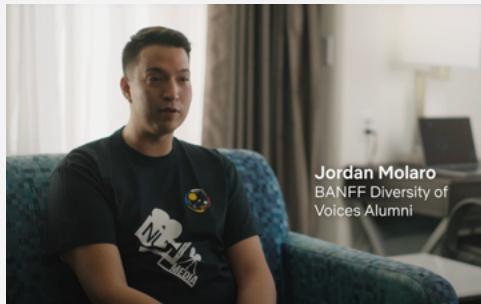
# Supporting Creative Growth Partnerships

Netflix has **invested more than C\$35 million** to support the next generation of Canadian creatives. We have partnered with organizations across the country to support training and development initiatives, reflecting our commitment to diversity and creative growth for Canadian talent. Through these partnerships, we have supported **more than 1,400 Canadian creatives**.

**C\$35M+**

Netflix investment in next generation Canadian creatives

## CASE STUDY: Nu-Media Films



Jordan Molaro, President of [Nu-Media Films](#), co-founded the Nu-Media Program to **provide Indigenous creatives living on Manitoba reserves with opportunities to develop video, film and internet skills**. In 2019, Molaro took part in the Netflix-BANFF Diversity of Voices initiative, where he gained invaluable industry access and networking opportunities at the BANFF World Media Festival. He credits this experience with inspiring him to create similar opportunities for Nu-Media program participants.

**“That gave me more confidence to share that same easy access in my own school.”**

*—Jordan Molaro, co-founder Nu-Media Program*



# Spotlighting Canada to Our Members Around the World

Netflix has been filming series and films in Canada for more than a decade. Since opening our office in Canada we have commissioned several local shows and films including *North of North*, *Wayward*, *Qui a tué les Expos de Montréal?* (Who Killed the Montreal Expos?) and an as-yet-untitled limited series that is filming in Newfoundland.

**These titles are bringing Canadian stories and traditions to the screens of hundreds of millions of people across the world.**

## CASE STUDY: *North of North*



*North of North* was co-commissioned by Netflix, CBC and APTN. Launched on our service in April 2025, the show spent **two weeks on the Global Top 10** and with more than **29 million views**, it demonstrated how a local story can resonate with our members throughout the world.

The show was created by Inuit filmmakers Stacey Aglok MacDonald and Alethea Arnaquq-Baril and tells the story of a young Inuk woman starting her life over in a small Arctic town in Canada. It was the first series of its size to film in Nunavut and employed many Indigenous cast and crew.

The first season of the show also incorporated **music and songs from more than 15 Indigenous singers and musicians**.

“All our directors are BIPOC women, which I’m incredibly proud of. There was a moment where Keira, our young actor who plays Bun, asked, “Why are all the bosses women on this show?” It was such a pleasure to hear from her because that’s definitely not always the case. They’re talented, kind, and generous mentors who have actively shared their knowledge with me and Stacey as first-time showrunners, and it’s made this such a special ride.”

- Alethea Arnaquq-Baril, Creator and Executive Producer

**C\$23M** **45+**

GVA Impact

Canadian Crew  
Members Employed

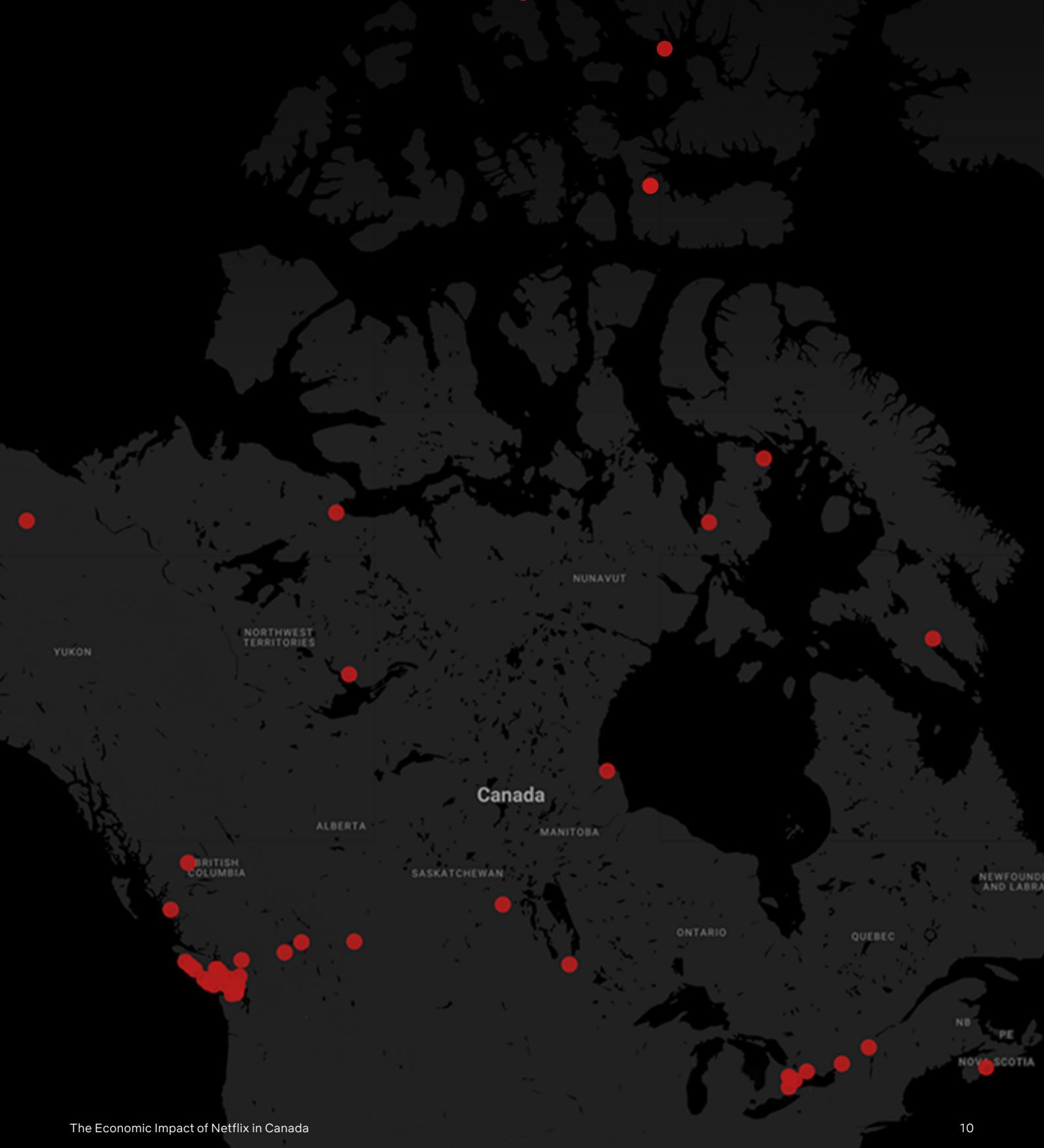
**300+**

Canadian Vendors  
Employed



In addition to our local slate, we continue to film coast to coast to coast, from scripted dramas and comedies, to reality TV, documentaries and animated shows and movies. The physical footprint of all of our productions spans the country and highlights the diverse range of locations in Canada.

**Between 2021 and 2024, we have filmed in  
40+ Canadian cities across 10 provinces and territories.**



## CASE STUDY: *Avatar: The Last Airbender*

*Avatar: The Last Airbender*, released in February 2024, quickly became a global hit, leading the Netflix **Global Top 10** and reaching the Top 10 in over 90 countries. Filmed over 125 days in British Columbia, the production featured **more than 100 Canadian cast, 525 crew and 750 local vendors**. Vancouver's MastersFX played a key role in bringing Appa, the sky bison, to life. Netflix's investment in the series generated over **C\$150 million for the Canadian economy** through both direct spending and wider supply chain impacts.



**C\$150M**  
Generated for the Canadian Economy

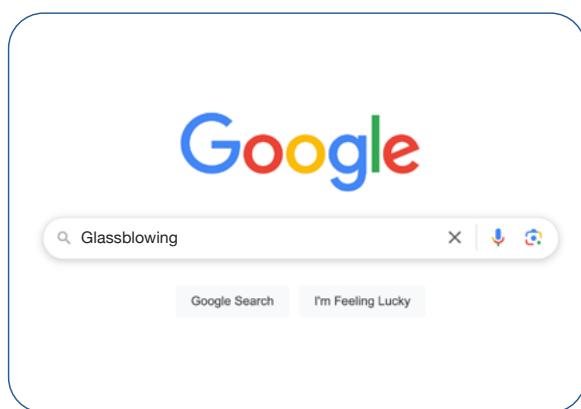
**100+**  
Canadian Cast

**525+**  
Canadian Crew

**750+**  
Canadian Vendors

## Screen Tourism

In addition to providing jobs and investments in Canadian businesses, **Netflix has also shone a spotlight on many different landmarks and landscapes** across the country. Our research has found that Canadian content is a powerful vehicle for bringing people closer to Canada. It creates deeper cultural affinity and has significant potential to drive tourism. Globally, people who have watched content from **Canada are 2.1x more likely to say the country is their #1 travel destination\***.



Canadian titles like *Blown Away* inspire viewers to bring their fandom to life. Google searches in Canada for “glassblowing” **jumped by 120% and then 300%** after the releases of Season 1 and Season 2, respectively, compared to the same period the previous year.

To support the fandom of titles filmed in Canada, in 2021 Netflix launched [Netflix in Your Neighbourhood](#), a website dedicated to highlighting filming locations across the country of our members’ favourite series and films. Fans can now find locations for **more than 40 titles on the site**, spanning nine provinces and territories.

\*Study: [How Canadian content inspires global tourism and greater cultural connection](#) (Netflix)

Shows and movies are a powerful vehicle for bringing people closer to our country. Globally, people who have watched content from Canada are:

**2.1x**

**More Likely**

To Say the Country Is  
Their #1 Travel Destination\*

**2.7x**

**More Likely**

To Want to  
Learn French\*

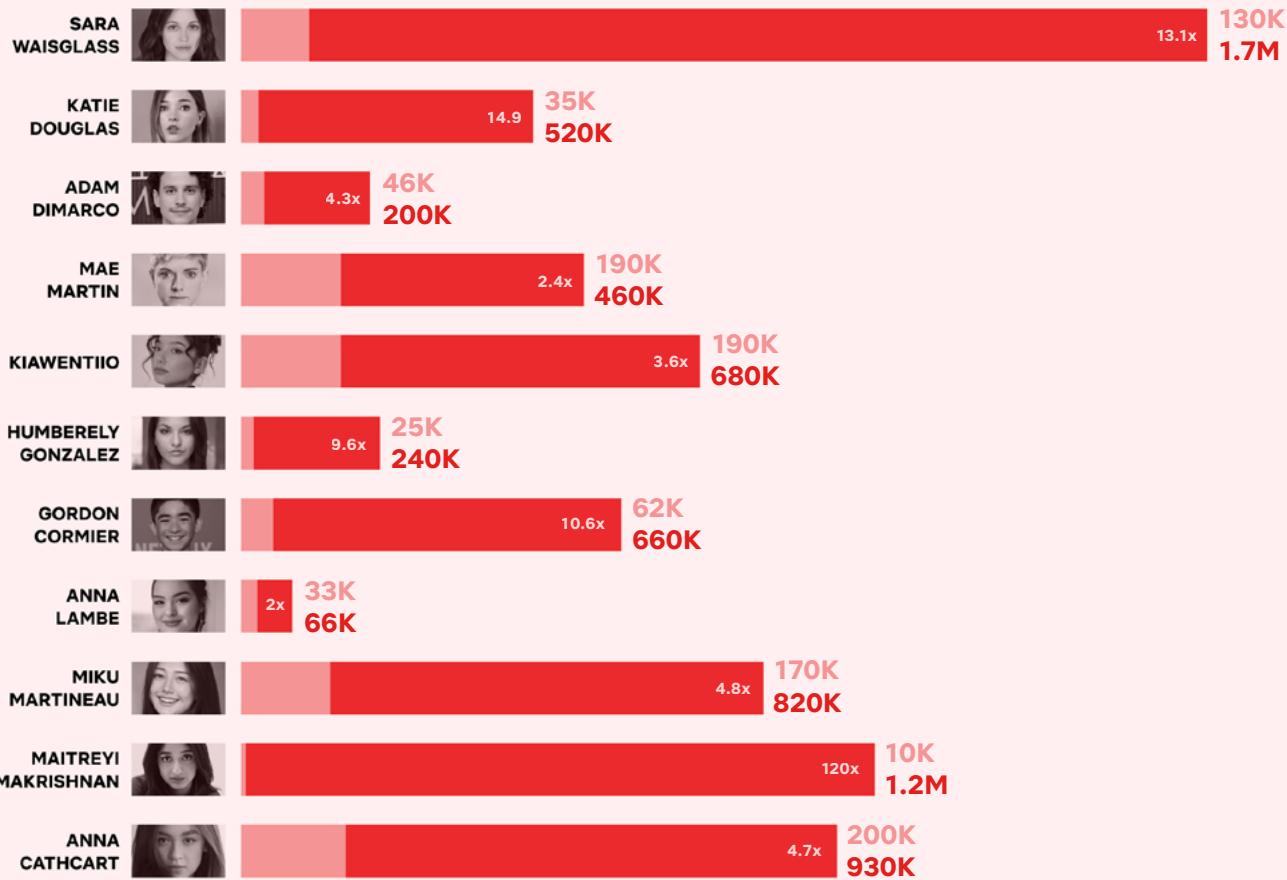
Watching content from Canada creates deeper cultural affinity and has significant potential to drive tourism.

\* Study: [How Canadian content inspires global tourism and greater cultural connection](#) (Netflix)



## Elevating Canadian Talent<sup>2</sup>

Netflix titles create a springboard for Canadian talent to reach new fans and boost their careers. Breakout talent from *Never Have I Ever*, *To All the Boys*, *Avatar: The Last Airbender*, *North of North*, *Bet* and more experienced major increases in social media followers after launch. They have also won awards, received valuable brand deals and joined the cast of major international titles.



Instagram followers before starring on Netflix

Instagram followers after starring on Netflix

<sup>2</sup> Spillover effects of Netflix productions are not included in the economic impact estimates quantified in this report.