

Economic Impact of the 2012 Primetime Emmy Awards on Los Angeles County

Micronomics was asked to quantify the economic impact of the 2012 Emmy Awards on Los Angeles County. Based on our analysis, we have concluded that these awards produced at least \$43 million in immediate, identifiable benefits to Los Angeles County, including \$2 million in incremental spending by out-of-town visitors, \$9 million from limousine rentals, wardrobe, and event tickets, \$2 million associated with receptions and parties, \$10 million from production and staff, and \$20 million in multiplier effects, including \$2.7 million in state and local tax revenue.

These estimates are conservative because we did not account for the local value of corporate sponsorships or the economic benefit to local designers whose clothing is showcased at the Primetime Emmys and ancillary events.

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