

HFPA

HOLLYWOOD FOREIGN PRESS ASSOCIATION AND WORLD BANK

GLOBAL FORUM

JULY 27, 2022

GOLDEN
GLOBE
AWARDS



HOLLYWOOD FOREIGN PRESS ASSOCIATION

Founded in 1943 by a group of international journalists working in Hollywood to bring the glamour of entertainment to a world weary from war.

Since then, the HFPA and Golden Globes® have grown into an iconic entertainment awards body recognized worldwide.

WHAT WE DO

Golden Globes®

- The Globes are one of the few major awards that recognize excellence in both film and television
- Its roots run deep in recognizing non-English language productions and international talent
- Its international membership also draws on cultural experiences from around the world

Philanthropic Mission

- Revenue from the Globes funds its charitable and philanthropic mission supporting the arts, film restoration, journalism, education and humanitarian causes
- This week the HFPA announced \$4.5 million in grants to over 112 organizations including support for journalists in Ukraine and Afghanistan

HOLLYWOOD ALWAYS TELLS A TALE...

- The power and influence of Hollywood-generated content has captivated the world ever since the first silent films debuted.
- In pre-pandemic times, Hollywood produced films generating over \$36 billion in box office revenue around the world.
- In 2022, box office revenue is starting to bounce back as demand fuels a return to blockbusters
- In the post-pandemic world, streamers such as HBO Max, Netflix, Amazon Prime and Disney+ have all exploded worldwide and look to increase into more international markets with non-English language programming



...BUT THE WORLD IS CATCHING UP

- While Hollywood creates roughly 800 movies per year, India, otherwise known as Bollywood, cranks out almost 3,000 movies per year
- Post-pandemic, China's box office has eclipsed the U.S. for the first time and will likely remain the dominant box office generator worldwide
- While traditional film-making hubs such as the U.K., France and Japan continue to thrive, upstarts such as South Korea, Iran and Nigeria are fast claiming top tier status for movie making
- Nigeria, or Nollywood, is now the second largest film market, producing over 2,500 films annually, right behind Bollywood.



SEIZING THE CONTENT OPPORTUNITY



WHAT WE HOPE TO ACCOMPLISH TODAY IS TO START THE MATCHMAKING PROCESS OF BRINGING TOGETHER HOLLYWOOD CONTENT CREATORS AND THE TALENT OF ACTORS, WRITERS, DIRECTORS AND PRODUCERS, WITH THE INTERNATIONAL DEVELOPMENT COMMUNITY TO CREATE IMPACTFUL AND LIFE-CHANGING PROGRAMS



IN JANUARY, THE GOLDEN GLOBES® GENERATED OVER 4.4 BILLION IMPRESSIONS ON SOCIAL MEDIA WORLDWIDE, OUTPERFORMING ALL THE OTHER AWARD SHOWS COMBINED



HOLLYWOOD IS NOTORIOUS FOR THE ART OF THE DEAL, BUT THIS IS ONE DEAL THAT MUST GET DONE IF WE ARE GOING TO SOLVE CLIMATE CHANGE, END FAMINE, IMPROVE HEALTH OUTCOMES, PROMOTE DIVERSITY AND PROTECT THE RIGHTS OF WOMEN AND THE OPPRESSED

TAKING THE NEXT STEP

Today is a first step, an introduction, and we hope everyone can seize this opportunity and run with it. The HFPA and the Golden Globes® are here to help