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Lights, Camera, Inaction: Hollywood Strikes Hinder Global Entertainment

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For all of the television and film fanatics out there, you have our sympathies. You may have experienced boredom the past few months after Hollywood screenwriters and actors went on strike for almost [five](#) months. The effects of the strikes go beyond boredom, however, and hold many implications for the international entertainment industry.

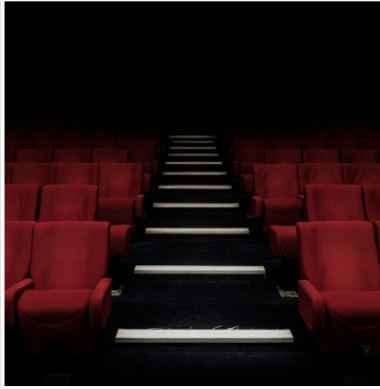


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The two labor unions driving this movement are The Writers Guild of [America](#), which aims to improve compensation, working conditions, and job security concerning AI, and The Screen Actors Guild-American Federation of Television and Radio Artists ([SAG-AFTRA](#)), which aims to improve wages, working conditions, and health and pension benefits. These strikes have such large-scale impacts, that the Emmys were [postponed](#). The televised awards ceremony was initially scheduled for September 18, 2023; now, it has been pushed back to January 15, 2024, with hopes that the strikes will subside during the postponement period.

While many may think these strikes solely impact the [United States](#) economy, this is not true. What often escapes consideration, is the film industry's global interconnected components. For example, [countless](#) major Hollywood productions are being filmed in Britain and have a staff of local [United Kingdom](#) residents. This has been the case for [decades](#), creating a strong but reliant relationship between American producers and British film teams.

According to a survey by Bectu (a union for British film workers), [80%](#) of workers reported the strikes impacted their jobs. The impact is so substantial, that the Film and TV Charity, a foundation that supports film workers struggling financially, received over an [860%](#) increase in requests for hardship grants.

Not only do strikes impact the film industry, but they also create ripple effects on other industries across the United Kingdom. Liverpool, the [most-filmed-in](#) city in the United Kingdom, only behind London, recently had [eight million euros](#) in public funding added to their regeneration project for Littlewoods Studios- an already [70 million euro](#) project. The project involves renovating a building originally built in the [1930s](#) into one of the country's largest production sites. Before regeneration construction began in [2018](#), the building had been sitting vacant for decades.

With the help of additional funding, two more sound stages have been added to the construction project. However, if Hollywood strikes continue and international filming diminishes, the construction investment may experience significantly less return. In addition to decreased film revenue, many hotels and restaurants that would otherwise be experiencing a high volume of business that comes with international film crews have incurred a [loss](#) of income.

The Hollywood strikes have also negatively impacted many streaming services, notably Hulu. Out of the top eight streaming services- Amazon Prime Video, Apple TV+, Disney+, Hulu, Max, Netflix, Paramount+, and Peacock- customers were most likely to [discontinue](#) their Hulu subscription, blaming content delays that were a direct result of the strikes.

However, this has not been the case for all streaming services. For example, Netflix has been utilizing its international relationships with film studios worldwide to focus on expanding global market reach. The company has specifically [focused](#) on [South Korea](#) recently, and some of the shows they have produced have turned into international hits. Over [60%](#) of all Netflix members watched Korean titles last year.

In the long term, these strikes are not sustainable for any industry in international business. Writers and actors in the United States and abroad can only survive so long off their savings without work, and eventually, the public will grow tired of watching recycled media. Fortunately, things are looking up; the Writers Guild of America struck a [tentative](#) deal involving [increased](#) royalties for streaming content and job security regarding AI. However, no writers will be returning to work and no new content will be released until the contract is finalized, leaving the fate of the film industry up in the air.

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