

Video/DVD Release & Announcement Window Averages by Domestic Box Office Gross

Includes box office grosses (in millions) and home video release dates announced as of 9/9/2010. Calculations only from films which had initial theatrical release in the time period specified and have home video release dates. Please note the categories cover ALL films grossing over the stated category, including films in higher grossing categories. *If a lower category of grosses is empty of films, it will naturally have the same average as the next highest category of grosses containing films.*

Video window average

\$100M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	5 months 19 days	6 months 9 days	5 months 3 days	N/A	N/A	5 months 3 days	4 months 26 days	6 months 17 days	4 months 12 days
2001	5 months 11 days	6 months 22 days	3 months 27 days	6 months 11 days	5 months 28 days	5 months 7 days	5 months	5 months 14 days	5 months 21 days
2002	6 months 3 days	7 months 7 days	6 months 21 days	6 months 11 days	6 months 12 days	4 months 28 days	4 months 24 days	5 months 26 days	6 months 5 days
2003	5 months 2 days	5 months 14 days	5 months 4 days	N/A	8 months 23 days	4 months 15 days	4 months 11 days	4 months 13 days	4 months 24 days
2004	5 months 8 days	5 months 1 day	5 months 9 days	N/A	N/A	4 months 19 days	3 months 29 days	4 months 22 days	7 months 10 days
2005	4 months 12 days	4 months 12 days	5 months 4 days	N/A	5 months 19 days	3 months 24 days	3 months 22 days	3 months 19 days	3 months 24 days
2006	4 months 24 days	5 months 1 day	5 months 5 days	N/A	N/A	5 months 5 days	4 months 8 days	4 months 17 days	4 months 20 days
2007	4 months 14 days	5 months 1 day	4 months 8 days	N/A	4 months 9 days	4 months 21 days	4 months 15 days	3 months 25 days	4 months 18 days
2008	4 months 26 days	4 months 22 days	4 months 18 days	N/A	See Warner Bros.	4 months 3 days	4 months 12 days	4 months 24 days	5 months 25 days*
2009	4 months 14 days	4 months 14 days	4 months 9 days	N/A	-	4 months 16 days	4 months 7 days	4 months 1 day	4 months 29 days
2010	4 months 13 days	3 months 23 days	N/A	No longer included	-	5 months 3 days	4 months 7 days	N/A	4 months 7 days

\$50M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	5 months 22 days	6 months 9 days	5 months 14 days	N/A	5 months 1 day	5 months 22 days	4 months 26 days	6 months 9 days	5 months 16 days
2001	6 months 22 days	6 months 13 days	5 months	5 months 2 days	5 months 20 days	5 months 7 days	4 months 18 days	5 months 9 days	5 months 2 days
2002	5 months 20 days	6 months 17 days	6 months 4 days	5 months	5 months 24 days	5 months 3 days	4 months 20 days	5 months 26 days	5 months 12 days
2003	4 months 29 days	5 months 11 days	5 months 5 days	4 months 1 day	6 months 29 days	4 months 15 days	4 months 4 days	4 months 13 days	5 months 6 days
2004	4 months 29 days	4 months 19 days	5 months 4 days	4 months 23 days	5 months 25 days	4 months 24 days	4 months 16 days	4 months 22 days	5 months 29 days
2005	4 months 12 day	4 months 9 days	5 months 1 day	3 months 26 days	4 months 18 days	4 months 7 days	3 months 26 days	4 months 2 days	4 months 19 days
2006	4 months 11 days	4 months 24 days	4 months 19 days	N/A	5 months 15 days	4 months 7 days	3 months 27 days	4 months 18 days	4 months 3 days
2007	4 months 14 days	4 months 27 days	N/A	3 months 16 days	4 months 14 days	4 months 6 days	4 months 10 days	3 months 26 days	5 months 12 days
2008	4 months 17 days	4 months 28 days	4 months 16 days	4 months 25 days	See Warner Bros.	4 months 1 day	4 months 9 days	4 months 14 days	5 months 5 days*
2009	4 months 11 days	4 months 15 days	4 months 6 days	N/A	-	4 months 8 days	4 months 1 day	4 months 13 days	4 months 21 days
2010	4 months 10 days	3 months 22 days	4 months 7 days	No longer included	-	5 months 3 days	4 months	4 months 3 days	4 months 20 days

\$25M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	5 months 24 days	6 months 3 days	5 months 11 days	5 months 23 days	5 months 16 days	5 months 26 days	4 months 21 days	6 months 5 days	5 months 8 days
2001	5 months 11 days	6 months 12 days	5 months 29 days	5 months 18 days	5 months 21 days	5 months 7 days	4 months 18 days	5 months 10 days	4 months 29 days
2002	5 months 1 day	6 months 5 days	5 months 20 days	4 months 24 days	5 months 18 days	4 months 28 days	4 months 17 days	5 months 26 days	5 months 10 days
2003	4 months 2 days	4 months 29 days	4 months 24 days	4 months 6 days	6 months	4 months 25 days	3 months 29 days	4 months 17 days	5 months 5 days
2004	4 months 26 days	4 months 20 days	4 months 27 days	4 months 29 days	5 months 7 days	4 months 23 days	4 months 13 days	4 months 19 days	6 months 1 day
2005	4 months 10 days	4 months 6 days	5 months 1 day	4 months 5 days	4 months 16 days	4 months 10 days	3 months 19 days	4 months 1 day	4 months 16 days
2006	4 months 8 days	4 months 24 days	4 months 10 days	N/A	4 months 13 days	4 months 5 days	3 months 26 days	4 months 6 days	4 months 3 days
2007	4 months 10 days	4 months 25 days	4 months 21 days	3 months 29 days	4 months 11 days	3 months 29 days	4 months 3 days	3 months 8 days	5 months 15 days
2008	4 months 10 days	4 months 23 days	4 months 8 days	4 months 4 days	See Warner Bros.	3 months 29 days	4 months 4 days	4 months 13 days	4 months 14 days*
2009	4 months 8 days	4 months 10 days	4 months 1 day	N/A	-	4 months 1 day	3 months 17 days	4 months 18 days	4 months 18 days
2010	4 months 4 days	4 months 2 days	3 months 24 days	No longer included	-	4 months 20 days	3 months 27 days	3 months 26 days	4 months 15 days

\$0+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	5 months 16 days	5 months 27 days	5 months 2 days	6 months 8 days	5 months 19 days	6 months 20 days	4 months 29 days	5 months 7 days	5 months 7 days
2001	5 months 12 days	6 months 5 days	5 months 25 days	5 months 10 days	5 months 12 days	5 months 8 days	4 months 29 days	5 months 6 days	4 months 21 days
2002	5 months 8 days	5 months 25 days	5 months 14 days	4 months 28 days	5 months 6 days	5 months 11 days	4 months 18 days	5 months 23 days	5 months 2 days
2003	4 months 27 days	5 months 14 days	4 months 22 days	4 months 27 days	5 months	5 months 6 days	4 months 8 days	4 months 21 days	5 months 4 days
2004	4 months 20 days	4 months 27 days	4 months 15 days	4 months 13 days	4 months 15 days	5 months	4 months 13 days	4 months 16 days	4 months 8 days
2005	4 months 18 days	4 months 24 days	5 months 1 day	4 months 3 days	4 months 19 days	4 months 18 days	4 months 4 days	4 months 5 days	5 months 10 days
2006	4 months 11 days	4 months 24 days	4 months 11 days	4 months 2 days	4 months 11 days	4 months 8 days	4 months 10 days	4 months 4 days	4 months 12 days
2007	4 months 19 days	5 months 7 days	4 months 27 days	4 months 13 days	4 months 19 days	3 months 29 days	4 months 24 days	3 months 18 days	5 months 19 days
2008	4 months 14 days	4 months 25 days	4 months 7 days	4 months 7 days	See Warner Bros.	3 months 25 days	4 months 26 days	4 months 19 days	4 months 9 days*
2009	4 months 11 days	4 months 9 days	4 months 1 day	3 months 19 days	-	4 months 1 day	4 months 9 days	4 months 18 days	4 months 25 days
2010	4 months 10 days	4 months 29 days	4 months 3 days	No longer included	-	4 months 20 days	4 months 10 days	4 months	4 months 7 days

Announcement window average

\$100M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	3 months 1 day	3 months 19 days	2 months 28 days	N/A	N/A	2 months 21 days	2 months 20 days	3 months 11 days	2 months 10 days
2001	3 months 2 days	3 months 13 days	2 months	3 months 2 days	3 months 28 days	3 months 17 days	3 months 21 days	3 months 9 days	2 months 25 days
2002	3 months 8 days	2 months 28 days	3 months 18 days	3 months 20 days	3 months 20 days	2 months 15 days	2 months 4 days	3 months 22 days	4 months 2 days
2003	2 months 27 days	2 months 24 days	2 months 25 days	N/A	5 months 3 days	2 months 12 days	2 months 15 days	3 months 8 days	2 months 12 days
2004	2 months 16 days	2 months 7 days	2 months 7 days	N/A	N/A	1 month 16 days	1 month 23 days	2 months 6 days	4 months 3 days
2005	2 months 2 days	2 months 4 days	2 months 12 days	N/A	3 months 16 days	21 days	1 month 23 days	1 month 19 days	1 month 29 days
2006	2 months 4 days	2 months 6 days	1 month 26 days	N/A	N/A	2 months 29 days	2 months 10 days	2 months 21 days	1 month 5 days
2007	2 months 5 days	2 months 3 days	2 months 6 days	N/A	1 month 19 days	2 months 10 days	2 months 19 days	2 months 5 days	2 months 9 days
2008	2 months 17 days	2 months 20 days	3 months 9 days	N/A	See Warner Bros.	2 months 15 days	2 months	2 months 24 days	2 months 15 days*
2009	2 months 10 days	1 month 28 days	2 months 19 days	N/A	-	2 months 10 days	2 months 8 days	2 months	2 months 15 days
2010	2 months 10 days	1 month 29 days	N/A	No longer included	-	2 months 26 days	1 month 29 days	N/A	N/A

\$50M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	3 months 18 days	3 months 26 days	3 months 7 days	N/A	3 months	3 months 16 days	2 months 20 days	3 months 12 days	4 months 12 days
2001	3 months 29 days	3 months 17 days	2 months 28 days	2 months 8 days	4 months 3 days	3 months 5 days	2 months 16 days	2 months 25 days	2 months 21 days
2002	3 months 7 days	2 months 29 days	3 months 21 days	2 months 22 days	3 months 24 days	3 months 2 days	2 months 9 days	3 months 3 days	3 months 11 days
2003	2 months 24 days	2 months 20 days	3 months	2 months 9 days	4 months 1 day	2 months 13 days	2 months 10 days	3 months 8 days	3 months 1 day
2004	2 months 8 days	2 months 1 day	2 months 14 days	1 month 27 days	2 months 23 days	1 month 26 days	1 month 24 days	2 months 7 days	3 months 8 days
2005	2 months 3 day	1 month 25 days	1 month 17 days	2 months 14 days	2 months 16 days	2 months 16 days	1 month 29 days	2 months 1 day	2 months 8 days
2006	2 months 7 days	2 months 14 days	2 months 7 days	N/A	2 months 9 days	2 months 6 days	2 months 2 days	2 months 25 days	1 month 24 days
2007	2 months 10 days	2 months 9 days	N/A	1 month 23 days	1 month 19 days	2 months 7 days	2 months 6 days	2 months 7 days	3 months 4 days
2008	2 months 10 days	2 months 14 days	2 months 12 days	2 months 15 days	See Warner Bros.	2 months 11 days	1 month 29 days	2 months 15 days	2 month 4 days*
2009	2 months 9 days	2 months 5 days	2 months 16 days	N/A	-	2 months 9 days	2 months 1 day	2 months 15 days	2 months 12 days
2010	2 months 7 days	2 months 1 day	2 months 3 days	No longer included	-	2 months 26 days	1 month 26 days	2 months 8 days	2 months 9 days

\$25M+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	3 months 18 days	3 months 19 days	3 months 7 days	3 months 10 days	3 months 13 days	3 months 20 days	2 months 16 days	3 months 21 days	3 months 24 days
2001	3 months 12 days	3 months 28 days	3 months 22 days	2 months 20 days	3 months 26 days	3 months 6 days	2 months 20 days	2 months 25 days	2 months 21 days
2002	3 months 2 days	3 months 5 days	3 months 16 days	3 months 21 days	3 months 14 days	2 months 28 days	2 months 10 days	3 months 20 days	3 months 18 days
2003	2 months 11 days	2 months 17 days	2 months 27 days	2 months 4 days	3 months 18 days	2 months 20 days	2 months 7 days	3 months	3 months 6 days
2004	2 months 10 days	2 months	2 months 12 days	2 months 2 days	2 months 19 days	2 months 6 days	1 month 21 days	2 months 7 days	3 months 15 days
2005	2 months 2 day	1 month 24 days	2 months 9 days	2 months 15 days	2 months 11 days	1 month 22 days	1 month 20 days	2 months 5 days	2 months 5 days
2006	2 months 2 days	2 months 10 days	1 month 25 days	N/A	1 month 26 days	2 months 3 days	2 months 1 day	2 months 15 days	1 month 26 days
2007	2 months 8 days	2 months 8 days	2 months 4 days	2 months 1 day	1 month 13 days	2 months 4 days	2 months	2 months 2 days	3 months 4 days
2008	2 months 5 days	2 months 10 days	2 months 5 days	2 months 3 days	See Warner Bros.	2 months 9 days	1 month 29 days	2 months 14 days	1 month 26 days*
2009	2 months 9 days	2 months 11 days	2 months 8 days	N/A	-	2 months 5 days	2 months	2 months 18 days	2 months 11 days
2010	2 months 3 days	2 months	2 months	No longer included	-	2 months 26 days	1 month 25 days	1 month 27 days	2 months 7 days

\$0+	All studios	Disney	Fox	MGM	New Line	Paramount	Sony	Universal	Warner Bros.
2000	3 months 20 days	3 months 19 days	3 months 9 days	3 months 23 days	3 months 19 days	4 months 17 days	3 months 9 days	3 months 11 days	3 months 23 days
2001	3 months 12 days	3 months 28 days	3 months 28 days	2 months 29 days	3 months 13 days	3 months 16 days	3 months 8 days	2 months 24 days	2 months 23 days
2002	3 months 11 days	3 months 16 days	4 months	2 months 26 days	3 months 17 days	3 months 16 days	2 months 25 days	3 months 19 days	3 months 12 days
2003	2 months 26 days	2 months 29 days	2 months 22 days	2 months 24 days	3 months 1 day	3 months 6 days	2 months 14 days	3 months	3 months 4 days
2004	2 months 12 days	2 months 5 days	2 months 7 days	1 month 29 days	2 months 11 days	2 months 28 days	2 months 13 days	2 months 3 days	3 months 2 days
2005	2 months 10 days	2 months 7 days	2 months 16 days	2 months 1 day	1 month 25 days	2 months 5 days	2 months 7 days	2 months 8 days	2 months 29 days
2006	2 months 4 days	2 months 10 days	1 month 25 days	1 month 12 days	1 month 9 days	2 months 6 days	2 months 13 days	2 months 9 days	2 months 5 days
2007	2 months 15 days	2 months 13 days	2 months 21 days	2 months 15 days	1 month 16 days	2 months 4 days	2 months 22 days	1 month 28 days	3 months 11 days
2008	2 months 10 days	2 months 23 days	2 months 3 days	2 months 1 day	See Warner Bros.	2 month 9 days	2 months 21 days	2 months 10 days	1 month 28 days*
2009	2 months 10 days	2 months 9 days	2 months 9 days	2 months 4 days	-	2 months 7 days	2 months 7 days	2 months 18 days	2 months 11 days
2010	2 months 4 days	2 months	1 month 28 days	No longer included	-	2 months 26 days	2 months 9 days	1 month 29 days	2 months

*Includes New Line releases