

# Movie Mix and Timing

## Talking Points ...

- Record breaking \$9.78 billion year in 2008 could have been bigger.
  - **Repeat business was curtailed** because blockbuster releases were too close together in the summer.
  - April was empty.
  - Summer glut repeated in holiday DVD releases – with the same result.
- Popular films will be **successful no matter when they are released**.
  - *Paul Blart*, *Gran Torino*, and *Slumdog Millionaire* all grossed more than \$100 million in January 2009.
  - *Taken* grossed more than \$100 million in February, *Watchmen* grossed more than \$100 million in March and April, *Monsters vs. Aliens* began its \$100 million-plus run in March, *Fast and Furious* had the largest April opening in history with more than \$70 million its opening weekend.
  - January 2009 became the first January to deliver more than \$1 billion at the box office. February was the highest-grossing ever as well.
- **Mix of films** drives the movie-going habit.
  - More family films
  - More mid-range grossing films (films that grossed between \$50 and \$100 million brought in \$500 million more in summer 2008 than comparable films in summer 2007)
  - And for the first time in a long time, we're growing some legs. Five 2009 wide releases have had second weekend drops of 30% or less, compared to zero such holds in the same time period in 2008.