

# State of the Industry

- 2009 box office hit a **record \$10.6 billion**, on 1.414 billion admissions—the fourth year in a row of box office growth and the third straight box office record. 2009 marked the **third straight \$4 billion-plus summer** season.
- Admissions grew more than 5% as we closed out the fourth consecutive decade of growth in ticket sales. Even per capita ticket purchases grew by 4.6%.
- The trends have continued so far in 2010. First Quarter box office was up 8.6% over the same period in 2009, and estimated admissions were up .5%.
- The long-term trajectory for the cinema industry is **GROWTH**.
- **40-year upward trend** in box office and admissions.

Decade	Average Annual Admissions
1971-80	995 million/year
1981-90	1.13 billion/year
1991-00	1.28 billion/year
2001-09	1.438 billion/year

- DVDs and other in-home technologies—within a properly structured release window—are not a threat to movie theatres. Theatre box office and admissions rose right along with the growth of DVDs. DVD sales are now declining following the 2003-05 theatrical downturn.
- **Product drives the cinema business.** When the movies are good, people leave their homes in droves for the big screen. When the movies are not as good, we see a dip.