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GLOBAL BOX OFFICE REACHES RECORD HIGH IN 2012

Domestic admissions increase to 1.36 billion in 2012, ticket prices remain the same

WASHINGTON –The Motion Picture Association of America, Inc. (MPAA) today released its annual Theatrical Market Statistics Report for 2012. The report shows that global box office receipts for all films released around the world reached \$34.7 billion in 2012, an increase of 6% over 2011. U.S./Canada box office was up 6% over last year to \$10.8 billion, due to a 6% increase in admissions to 1.36 billion. Domestic ticket prices remained flat in 2012.

“I am happy to report that in 2012, both global and domestic box office were up and so were domestic admissions,” said Senator Chris Dodd, Chairman and CEO of the MPAA. “Great storytelling, memorable characters and an ever-innovating theater experience brought more people around the world to the movie theater in 2012 than ever before. It’s a powerful reminder of just how much movies matter –not just to our culture, but also to our economy. Our industry supports 2.1 million jobs in the United States and more than 120,000 of those jobs are in movie theaters. So as you’re looking at this report, it’s important to remember the real economic impact these numbers have.”

International box office was also up in 2012, driven by growing markets like Russia, Brazil and China, which grew by 36% in 2012 to become the largest international market, surpassing Japan. 2012 also marked the first year that digital screens surpassed analog screens in international market share. Over two-thirds of the world’s nearly 130,000 cinema screens are now digital.

“The cinema industry serves an increasingly diverse audience, by age, gender and ethnicity,” said John Fithian, President and CEO of the National Association of Theatre Owners (NATO). “The record box office, here and abroad, shows that when we meet that diversity with a broad range of movies and amenities, cutting edge technologies and viewing options our industry thrives.”

In the US and Canada, 3D box office was comparable to 2011 levels at \$1.8 billion, despite fewer 3D film releases.

More than two-thirds of the U.S./Canada population – 225 million people – went to the movies at least once in 2012, consistent with prior years. Cinema ticket sales continue to be driven by

frequent moviegoers – those who go to the movies once a month or more. Frequent moviegoers represent 13% of the population but purchased 57% of all tickets sold in 2012.

For a detailed analysis of the 2012 MPAA Theatrical Market Statistics please click [HERE](#).

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

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