

Theatrical Market Statistics

2008

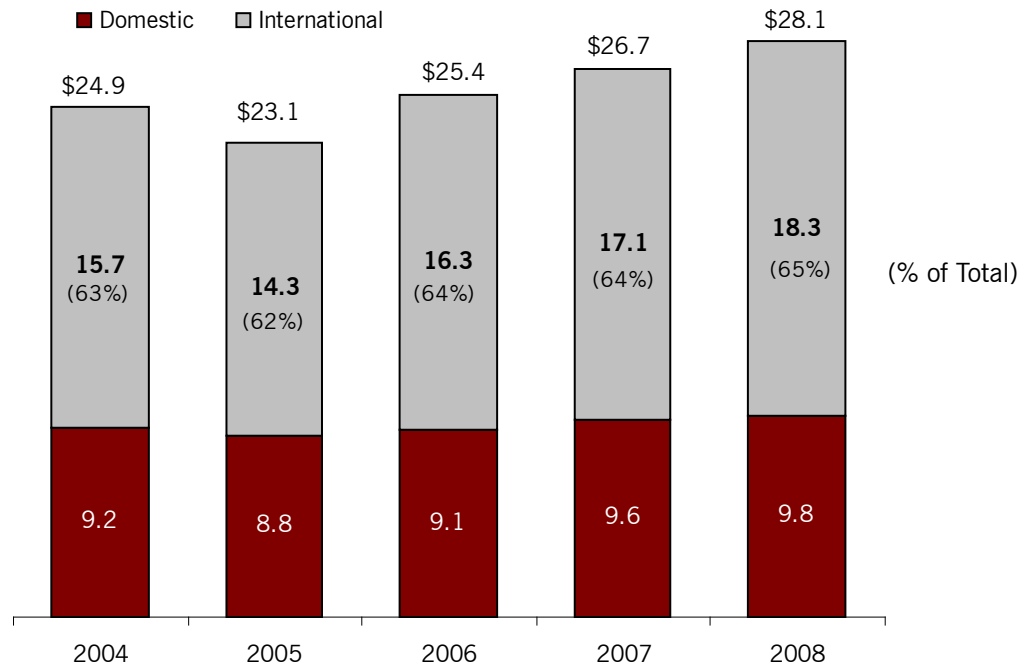


Movie-going

Worldwide Box Office Continues Steady Growth

Worldwide box office for increased 5.2% in 2008 to reach another historic high, at \$28.1 billion, compared to \$26.7 billion in 2007. International box office (\$18.3 billion) made up 65% of the worldwide total, while US and Canada (\$9.8 billion) - classified here as "domestic" - made up 35%. International box office in US dollars has grown 17% in the past five years.

Worldwide Box Office (US \$ Billions): MPPA, Nielsen EDI, and Various Sources



	2004	2005	2006	2007	2008	% Change 08 vs. 07	% Change 08 vs. 04
Domestic	9.2	8.8	9.1	9.6	9.8	1.7%	6.2%
International	15.7	14.3	16.3	17.1	18.3	7.1%	16.6%
Worldwide	24.9	23.1	25.4	26.7	28.1	5.2%	12.9%

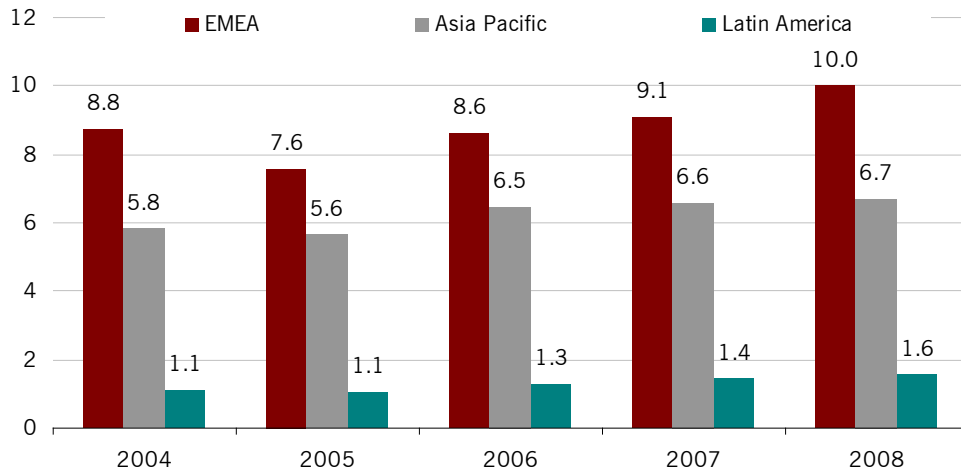


International Box Office Increases in All Regions

Of international box office (\$18.3 billion), the region of Europe, the Middle East and Africa (EMEA) comprised over half (54%), while Asia Pacific comprised 37% and Latin America 9%. Over the past five years, all regions have experienced double-digit box office growth in US dollars, with a short dip in 2005.

International theater admissions totaled 5.7 billion in 2008, led by 4.2 billion in Asia Pacific. Admissions have stayed flat over the past five years, with the exception of fluctuation in Asia Pacific admissions, centered in the Indian market.

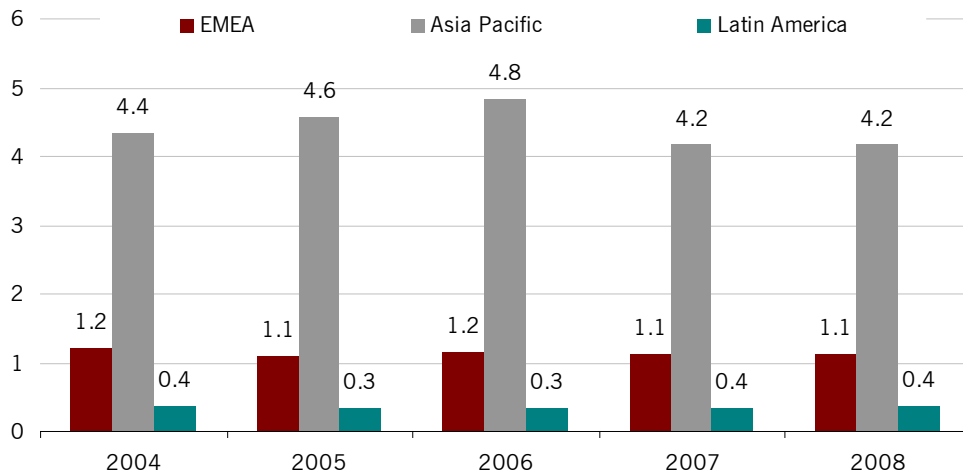
International Box Office (US \$ Billions): MPAA, NielsenEDI, Screen Digest



	2004	2005	2006	2007	2008	% Change 08 vs. 07	% Change 08 vs. 04
Europe, Middle East & Africa	8.8	7.6	8.6	9.1	10.0	10.4%	15.5%
Asia Pacific	5.8	5.6	6.5	6.6	6.7	1.8%	13.8%
Latin America	1.1	1.1	1.3	1.4	1.6	11.5%	46.8%
Total International	15.7	14.3	16.3	17.1	18.3	7.1%	16.6%

*2007 and earlier data revised due to source.

International Theatrical Admission (Billions): MPAA, NielsenEDI, Screen Digest

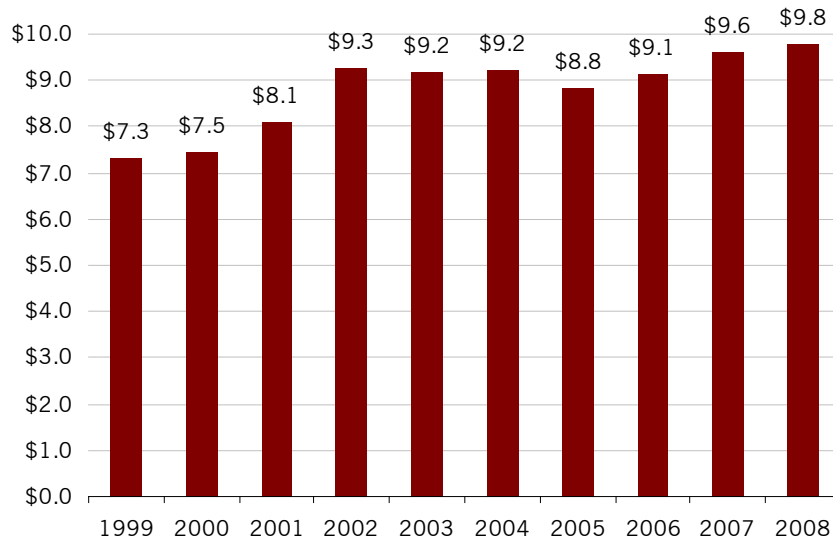


	2004	2005	2006	2007	2008	% Change 08 vs. 07	% Change 08 vs. 04
Europe, Middle East & Africa	1.2	1.1	1.2	1.1	1.1	2.0%	-5.1%
Asia Pacific	4.4	4.6	4.8	4.2	4.2	-0.3%	-4.4%
Latin America	0.4	0.3	0.3	0.4	0.4	1.6%	-0.9%
Total International	5.9	6.0	6.3	5.7	5.7	0.3%	-4.3%

Domestic Box Office Reaches New High

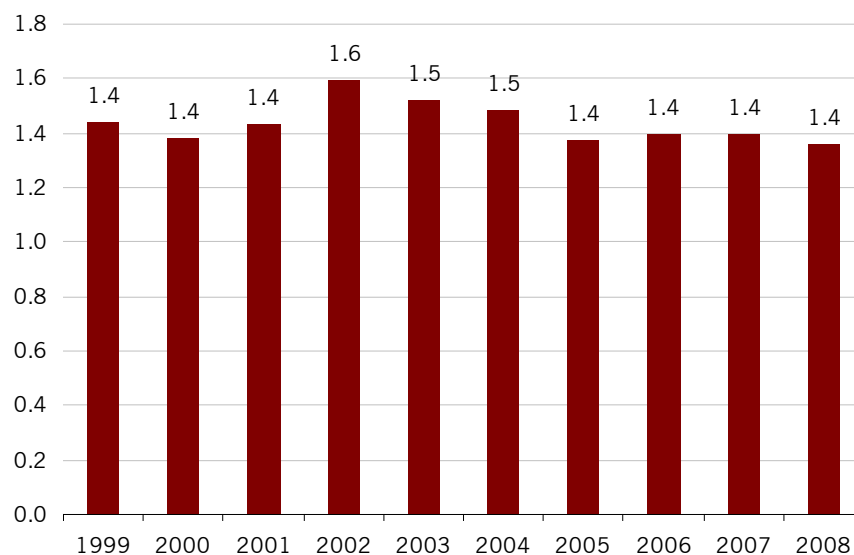
Domestic box office reached the highest total in history at \$9.8 billion in 2008, up 1.7% over 2007, and up 6.8% over five years ago. At the same time, theater admissions were 1.4 billion in 2008, down 2.6% over 2007. Admissions have stayed relatively flat in the past ten years, with the exception of 2002's high of 1.6 billion admission.

Domestic Box Office (US \$ Billions): Nielsen EDI



	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Domestic box office	7.314	7.468	8.125	9.272	9.165	9.215	8.832	9.138	9.629	9.791
% Change vs. Prev.	8.2%	2.1%	8.8%	14.1%	-1.2%	0.5%	-4.2%	3.5%	5.4%	1.7%
% Change 08 vs. yr.	33.9%	31.1%	20.5%	5.6%	6.8%	6.2%	10.9%	7.1%	1.7%	--

Domestic Theatrical Admissions (Billions): MPAA, NATO, Nielsen EDI

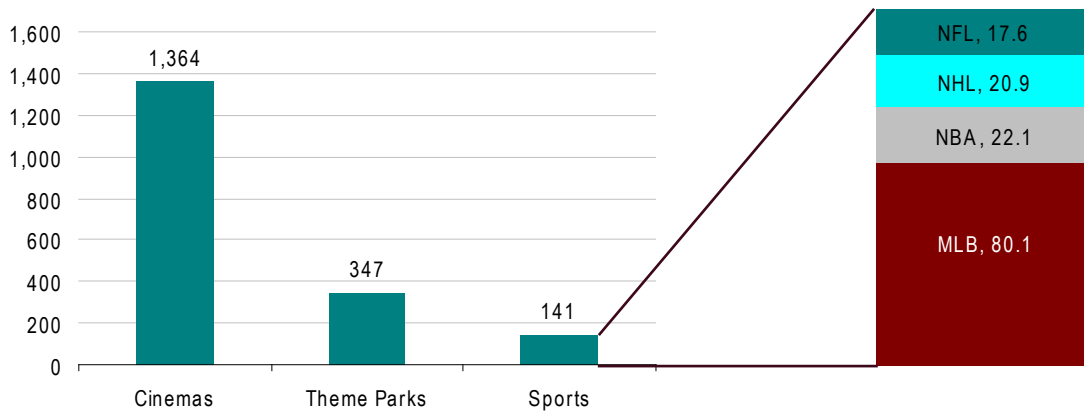


	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Domestic admissions	1.439	1.385	1.437	1.597	1.520	1.484	1.378	1.395	1.400	1.364
% Change vs. Prev.	-0.1%	-3.7%	3.7%	11.1%	-4.8%	-2.4%	-7.1%	1.3%	0.3%	-2.6%
% Change 08 vs. yr.	-5.2%	-1.5%	-5.1%	-14.6%	-10.3%	-8.1%	-1.0%	-2.3%	-2.6%	--

Going Out to the Movies is One of the Most Affordable and Most Popular Forms of Entertainment

Movie theaters continue to draw more people than all theme parks and major U.S. sports combined. Going to the movies is one of the most affordable entertainment outings for families – with admission prices remaining significantly lower than alternative entertainment options.

2008 Domestic Admissions/Attendance: MPAA, PricewaterhouseCoopers



2008 Average National Ticket Price: NATO, PricewaterhouseCoopers

Event	2008 Admission Price		2007 Admission Price *		08 vs. 07 % Change
	1 Ticket	Family of 4	1 Ticket	Family of 4	
Football Game	\$71.00	\$284.00	\$67.11	\$268.44	6%
Basketball Game	\$50.00	\$200.00	\$48.33	\$193.32	4%
Hockey Game	\$48.72	\$194.88	\$45.25	\$181.00	8%
Theme Park	\$35.95	\$143.80	\$35.16	\$140.64	2%
Baseball Game	\$23.50	\$94.00	\$22.77	\$91.08	3%
Movie Theater	\$7.18	\$28.72	\$6.88	\$27.52	4%

*2007 data updated by source

Cinema Ticket Prices Track Consumer Price Index

In 2008, average ticket prices nationwide increased about 30 cents, roughly comparable to the consumer price index increase.

**Average Annual Cinema Admission Price (US \$):
NATO, Bureau of Labor Statistics**

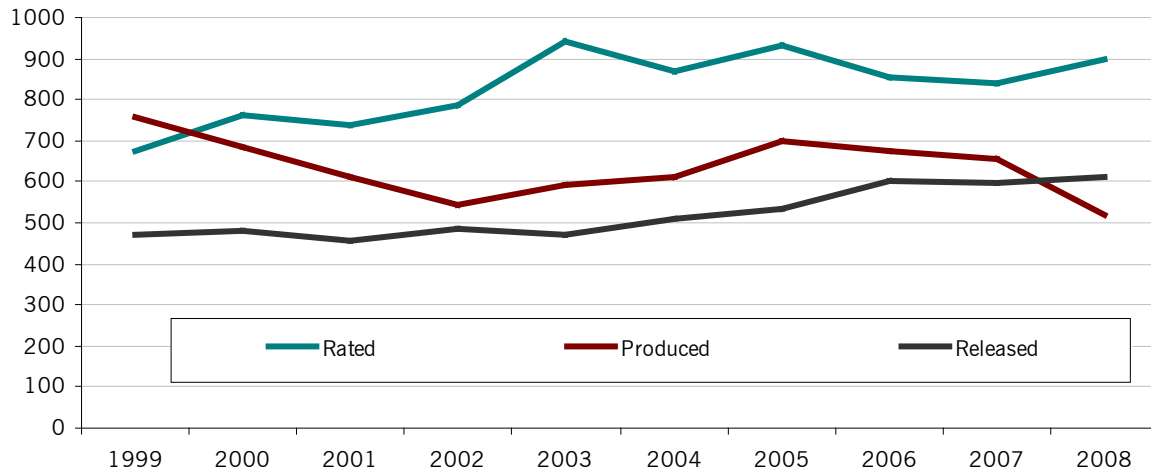
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	
Cinema admission price	\$5.08	\$5.39	\$5.66	\$5.81	\$6.03	\$6.21	\$6.41	\$6.55	\$6.88	\$7.18	
% Change vs. Prev.		8.3%	6.1%	4.9%	2.7%	3.8%	3.0%	3.2%	2.2%	5.0%	4.4%
CPI % Change		2.2%	3.4%	2.8%	1.6%	2.3%	2.7%	3.4%	3.2%	2.8%	3.8%

The Movies

Number of Films Released Increased Slightly While Production Dipped

After staying relatively flat between 2006 and 2007, the number of films released domestically in 2008 increased 1.8% to 610 films. Films produced in the U.S. dropped 20.7% in large part due to economic and labor issues.

Films Rated, Produced and Released Domestically: MPAA, Nielsen EDI, and Other Industry Sources



	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	% Chg 08 vs. 07
Films rated	677	762	739	786	940	871	931	853	839	896	6.8%
Films produced*	758	683	611	543	593	611	699	673	656	520	-20.7%
Films released*	471	482	458	487	470	509	536	601	599	610	1.8%

*Data prior to 2008 updated due to change of source. Films rated may be higher than films produced on a given year because films may be rated or re-rated months or even years after production. Films produced refers only to films that began production in a given year.

MPAA Members Reduce Film Slates, More Films Released by Independents

The overall number of movies released in theaters in the U.S. increased by 11 films in 2008, with MPAA members releasing 27 fewer films and non-MPAA-affiliated independents releasing 38 more new films in 2008, making up the difference. MPAA members' releases made up 26% of releases, while independents released 73% of films domestically.

Feature Films Released Domestically: Nielsen EDI

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	Chg 08 vs. 07
New films	456	458	440	462	453	503	522	588	584	606	+11
-MPAA	200	183	182	199	182	179	192	205	188	162	-27
-Other	256	275	258	263	271	324	330	383	396	444	+38
Reissued films	15	24	18	25	17	6	14	13	15	4	-11
-MPAA	0	7	3	7	3	0	2	1	1	0	-1
-Other	15	17	15	18	14	6	12	12	14	4	-10
Total released	471	482	458	487	470	509	536	601	599	610	+11

PG-13 Films Continue to Be Popular with Audiences

PG-13 films continue to dominate the top 20 domestic films, with 11 films in 2008. The ratings composition of the top 20 films has remained relatively constant over the past five years.

Top 20 Grossing Films by Domestic Box Office Earned During 2008: MPA, Nielsen EDI

	Distributor	2008 Box office (US\$M)	Rating
The Dark Knight	Warner Bros.	\$531.0	PG-13
Iron Man	Paramount	318.4	PG-13
Indiana Jones & The Kingdom of The Crystal Skull	Paramount	317.1	PG-13
Hancock	Sony	227.9	PG-13
Wall-E	Disney	223.8	G
Kung-Fu Panda	Paramount	215.4	PG
Madagascar: Escape 2 Africa	Paramount	177.0	PG
Twilight	Summit	176.9	PG-13
Quantum of Solace	Sony	166.8	PG-13
Dr. Seuss' Horton Hears A Who	Fox	154.5	G
Sex and the City	Warner Bros.	152.6	R
Mamma Mia!	Universal	144.1	PG-13
Chronicles of Narnia: Prince Caspian	Disney	141.6	PG
The Incredible Hulk	Universal	134.8	PG-13
Wanted	Universal	134.5	R
Get Smart	Warner Bros.	130.3	PG-13
Four Christmases	Warner Bros.	118.2	PG-13
Juno*	Fox Searchlight	112.0	PG-13
Tropic Thunder	DW/Paramount	110.5	R
Bolt	Disney	109.9	PG

* Film opened in 2007. Total reflects box office from January 2, 2008 - January 4, 2009.



Screens

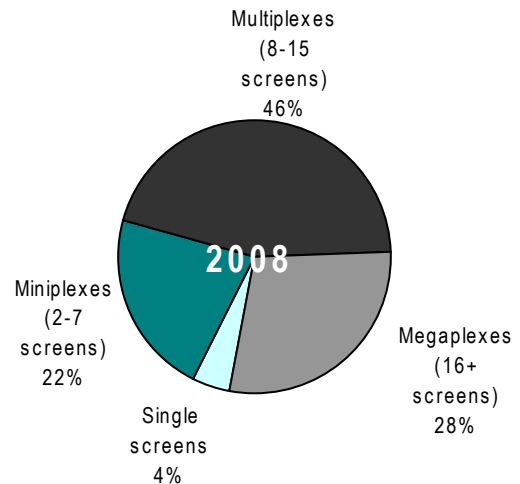
The Number of Large Multi-Screen Theaters is Increasing

While the total number of theaters remained flat at 6,269 in 2008, the market continues to shift toward theaters with more screens. Over the past three years, the number of theaters classified as miniplexes (2-7 screens) has declined 6.2%, while the number of megaplex theaters (16 or more screens) has increased by virtually the same percentage. As a result, the number of screens around the country increased to 40,194 in 2008. Multiplex and megaplex theater screens now represent 74% of all domestic screens.

U.S. Theaters by Theater Type*: Nielsen EDI

	2006	2007	2008	% Change 08 vs. 07
Single screen	1,742	1,748	1,747	-0.1%
Miniplexes (2-7 screens)	2,362	2,296	2,215	-3.5%
Multiplexes (8-15 screens)	1,661	1,617	1,679	3.8%
Megaplexes (16+ screens)	591	616	628	1.9%
Total theaters	6,356	6,277	6,269	-1.4%

Percentage of U.S. Screens at Theater Type*: Nielsen EDI



U.S. Theater Screens*: Nielsen EDI

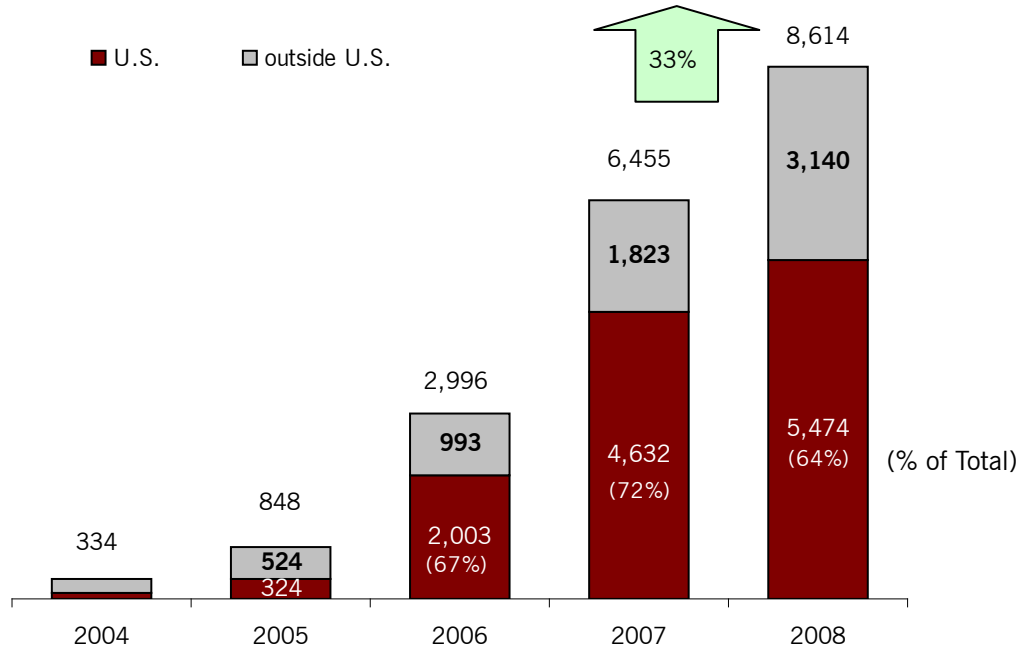
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Indoor screens	36,448	36,679	36,110	34,630	35,499	35,993	38,143	38,943	39,347	39,476
Drive-in screens	737	717	654	650	647	601	709	725	730	718
Total Screens	37,185	37,396	36,764	35,280	36,146	36,594	38,852	39,668	40,077	40,194
% Change vs. Prev.	8.8%	0.6%	-1.7%	-4.0%	2.5%	1.2%	6.2%	2.1%	1.0%	0.3%
% Change 08 vs. yr.	8.1%	7.5%	9.3%	13.9%	11.2%	9.8%	3.5%	1.3%	0.3%	--

*For theaters and screens, Nielsen EDI provides U.S.-only detail.

Digital Cinema Screens Expanding

Worldwide digital screens increased 33% to 8,614 in 2008, more than 25 times the amount of screens five years ago. 64% of all digital screens are located in the U.S. With the addition of 842 screens in 2008, U.S. digital screens reached over 5,400.

Digital Theater Screens: Screen Digest



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