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**2007 MPAA MARKET STATISTICS SHOW  
FOREIGN, DOMESTIC BOX OFFICE AT ALL-TIME HIGHS**  
*Internet Rising Influence in Film Marketing, Consumer Decisionmaking*

*Los Angeles* - - The Motion Picture Association of America, Inc (MPAA) today released its annual Theatrical Market Statistics Report for 2007. Chairman and Chief Executive Officer Dan Glickman announced that both the U.S. domestic box office and the global box office hit all-time highs in 2007. The U.S. market passed the \$9.6 billion mark, growing at 5.4%, while the global box office grew 4.9% to \$26.7 billion.

“From the threat and eventual reality of a writer’s strike to the global impact of film theft to concerns over the economy, the film industry faced significant challenges in 2007,” Glickman said. “But, ultimately, we got our Hollywood ending. Once again, diverse, quality films and the timeless allure of the movie house proved a winning combination with consumers around the world.”

According to MPAA’s 2007 report, 11 movies grossed \$200 million or more in the U.S., nearly twice that of 2006. Four of those films went on to break the \$300-million mark. And nearly 50% more films reached the \$100 million mark in 2007. We saw an increase of 25% on average for the top ten films. Best of all, summer moviegoers were satisfied customers...with 77% noting that going to the movies was time and money well spent according to Nielsen research conducted for the MPAA.

Glickman also took the opportunity to share new consumer research that the MPAA conducted jointly with Yahoo! The findings confirmed that the Internet is becoming an increasingly pivotal medium for marketing films, having nearly as much influence over consumer decision making as radio and television. No surprise then, that the MPAA’s report documents a three-fold increase in the studios’ online marketing investments in the last four years.

Glickman said this jump illustrates how MPAA member companies are taking advantage of new opportunities to target consumers around the films they'd most like to see. Specifically, the MPAA/Yahoo! study found that 73% of people who went to the movies used the Internet to conduct research, nearing the influence of radio and television, which 75% of consumers cited in making decisions about which films to see. The study also found that consumers who used the Internet to research movies went earlier in a film's release and more often to the theater.

The industry continued to provide consumers with a wide variety of selections in 2007, making 603 films, roughly the same as 2006. Of the top 20 films in 2007 80% of film fare in the PG/PG-13 range...a slight increase, too, in R-rated films.

Nielsen data collected for MPAA also documented that one in seven consumers invested last year in five or more at-home content delivery options, such as digital cable, home theater systems, video-on-demand and movie downloads. Even more revealing, these heavy in-home consumers also ranked among the most avid movie-goers, on average making four more trips each year to the movies than their lower-tech counterparts.

"No matter where we live, no matter what's going on in the world, good stories well told always find a place in our hearts, our lives and our local movie theaters," Glickman said. "That's the story of the box office in 2007."

#### **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; Sony Pictures Entertainment; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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<http://www.mpa.org/2007-US-Theatrical-Market-Statistics-Report.pdf>