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## **Booming Global Box Office Takes Center Stage at CinemaCon, Reaches Record \$38.3 Billion in 2015**

***U.S. & Canada Box Office Totaled \$11.1 Billion, Up 8% Over 2014***

LAS VEGAS – MPAA Chairman and CEO Senator Chris Dodd highlighted the growth of the global film industry today in his “State of the Industry” remarks at CinemaCon, the annual National Association of Theatre Owners (NATO) convention in Las Vegas. In 2015, global box office for all films released in each country around the world reached \$38.3 billion, up 5% over 2014’s total.

Box office in the Asia Pacific region increased by 13%, serving as the primary driver of international growth, Senator Dodd noted. In particular, China’s box office increased 49% in U.S. dollars to \$6.8 billion, surpassing the next largest international market by nearly \$5 billion and accounting for nearly 50% of Asia Pacific box office.

“These numbers clearly show that the international marketplace, which accounts for nearly three-quarters of global box office today, is only continuing to grow in importance,” said Senator Dodd.

The report also shows strong growth in the U.S./Canada box office. In 2015, the box office for those two countries totaled \$11.1 billion, up 8% from \$10.4 billion in 2014.

“Production, distribution, and exhibition not only are thriving, we are growing stronger, and we are doing it together” Dodd continued. “How are we doing this? By relentlessly innovating.”

These new figures were part of the MPAA's Theatrical Market Statistics Report for 2015, an annual report released by the association.

Here is a [link to the full report](#), along with an [infographic](#) highlighting the growth of the international box office.

Senator Dodd's full "State of the Industry" remarks can [be found 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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