

11 January 2008

2007 Film Industry Box Office Statistics

A 3% increase on 2006 results has provided the Australian film industry with the second highest grossing box office results on record.

The \$895 million total, boasted four titles with earnings over 30 million dollars.

Amongst the strong performances were successful franchise films such as HARRY POTTER AND THE ORDER OF THE PHOENIX & PIRATES OF THE CARIBBEAN: AT WORLD'S END, with animation proving a popular medium through releases such as SHREK THE THIRD, THE SIMPSONS MOVIE, HAPPY FEET & RATATOUILLE. Other highlights in 2007 included the comedies KNOCKED UP & DEATH AT A FUNERAL.

Commenting on the results, Marcos Oliveira (Chairman of the Motion Picture Distributors Association of Australia) stated,

“The Australian Film Industry reached high levels in 2007, and rewarded us with the second highest grossing year in history!

These stellar results are due not only to the diverse and excellent line up of last year, but also to the heavy investments in media and promotional campaigns put together by the distributors, the ongoing commitment from exhibitors to expand and enhance cinemas, and the efforts of local producers and talent in creating appealing films for a wider audience.

This confirmed the great relationship Australian audiences have with films on the big screen, and prepared the land for a fantastic 2008. Not only will important films be released this year, but new aspects, like the effective deployment of digital projection on a larger scale, will impact on the overall audience experience.

We are confident about the future of cinema going in Australia, and even more about the hard work the studios will put behind every release, aiming at continuing investing and growing the Film Industry in our country.”

Attached is a list of the Top 10 films of 2007.

For further media enquiries please contact:

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Media release

TOP 10 FILMS OF 2007**TOP 10 FILMS OF 2006**

TITLE	DISTRIBUTOR	BOX OFFICE IN 2007		TITLE	DISTRIBUTOR	BOX OFFICE IN 2006
HARRY POTTER AND THE ORDER OF THE PHOENIX	WARNER BROS	35,527,464	1	PIRATES OF THE CARIBBEAN: DEAD MAN'S CHEST	WALT DISNEY	38,051,837
SHREK THE THIRD	PARAMOUNT	33,726,100	2	THE DA VINCI CODE	SONY	27,052,375
PIRATES OF THE CARIBBEAN: AT WORLD'S END	BVI	33,098,069	3	ICE AGE 2: THE MELTDOWN	FOX	24,566,473
THE SIMPSONS MOVIE	FOX	31,435,610	4	CASINO ROYALE	SONY	21,771,132
TRANSFORMERS	PARAMOUNT	27,915,848	5	THE CHRONICLES OF NARNIA: THE LION THE WITCH AND THE WARDROBE	WALT DISNEY	21,244,281
SPIDER-MAN 3	SONY PICTURES	24,023,793	6	CARS	WALT DISNEY	17,663,541
THE BOURNE ULTIMATUM	UNIVERSAL	21,964,574	7	BORAT	FOX	17,127,217
HAPPY FEET	ROADSHOW	20,700,559	8	X-MEN: THE LAST STAND	FOX	16,593,952
NIGHT AT THE MUSEUM	FOX	17,586,158	9	THE DEVIL WEARS PRADA	FOX	16,556,903
WILD HOGS	BVI	17,242,315	10	OVER THE HEDGE	UIP	16,313,606

TOTAL TOP 10 FILMS OF 2007**\$263,220,490****TOTAL TOP 10 FILMS OF 2006****\$216,941,317**

as at 31 December 2007

as at 31 December 2006

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