

20 January 2010

2009 Film Industry Box Office Statistics

For the second consecutive year a new record has been set for the highest grossing box office year in Australian film industry history!

The 2009 box office finished at a record **\$1.09 billion**, which is a **15%** increase on last year's results. This impressive result was bolstered by an exceptional slate of films and the growing popularity of 3D content. Leading the way were two films from successful franchises, HARRY POTTER AND THE HALF BLOOD PRINCE, and TRANSFORMERS: REVENGE OF THE FALLEN, with a combined box office of nearly \$81 million. Another standout was AVATAR which was the third highest grossing film in 2009 despite only being released two weeks before the end of the year and has since become the all-time highest grossing film in Australia.

Commenting on these results, Mike Baard, Chairman of the Motion Picture Distributors Association of Australia, announced,

"What a year! A spectacular line-up of films which engaged, stimulated and entertained audiences in record numbers. Responding to the value proposition of great cinema in world-class venues, Australians flocked to the movies despite the global financial crisis."

It was a watershed year for new technology and diversified offerings from exhibitors, following 2008's record-breaking line-up of films, the studios continued to deliver what audiences were looking for with a continual line-up through the year of outstanding films. Audiences embraced 3D technology with "Monsters vs. Aliens," "Ice Age 3" and "Up," were treated to ground-breaking effects in "2012," visited favourite franchises with new instalments of "Harry Potter," "Transformers," "Star Trek," "X-Men," "Twilight" and "Fast and Furious" and were moved by uplifting and inspirational stories in "Gran Torino" and "Slumdog Millionaire."

Australian films also enjoyed one of the best years in recent memory led by "Mao's Last Dancer" and a host of acclaimed and successful films such as "Samson and Delilah."

Special mention must be made to "Avatar," a film which showcased the very best of cinema in every sense – a great story driven by groundbreaking new technology gave audiences a look at the future of film. We liked what we saw!

With such a strong platform established and an incredible line-up of exciting films in 2010, we look forward to another great year at the movies."

Attached is a list of the Top 10 films of 2009.

For further media enquiries please contact:

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Media release

TOP 10 FILMS OF 2009**TOP 10 FILMS OF 2008**

| TITLE | DISTRIBUTOR | BOX OFFICE IN 2009 | | TITLE | DISTRIBUTOR | BOX OFFICE IN 2008 |
|--|---------------|--------------------|----|--|---------------|--------------------|
| HARRY POTTER AND THE HALF BLOOD PRINCE | WARNER BROS | 40,597,409 | 1 | THE DARK KNIGHT | WARNER BROS | 45,781,158 |
| TRANSFORMERS: REVENGE OF THE FALLEN | PARAMOUNT | 40,340,888 | 2 | MAMMA MIA! | UNIVERSAL | 31,734,345 |
| AVATAR | FOX | 38,810,446 | 3 | INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL | PARAMOUNT | 29,289,765 |
| THE TWILIGHT SAGA: NEW MOON | HOYTS | 36,957,295 | 4 | QUANTUM OF SOLACE | SONY PICTURES | 28,940,927 |
| ICE AGE 3: DAWN OF THE DINOSAURS | FOX | 29,793,423 | 5 | SEX AND THE CITY | ROADSHOW | 26,971,508 |
| UP | WALT DISNEY | 27,990,900 | 6 | AUSTRALIA | FOX | 26,915,773 |
| THE HANGOVER | WARNER BROS | 21,405,338 | 7 | KUNG FU PANDA | PARAMOUNT | 25,829,876 |
| MONSTERS VS ALIENS | PARAMOUNT | 20,584,698 | 8 | I AM LEGEND | ROADSHOW | 23,199,299 |
| 2012 | SONY PICTURES | 20,082,475 | 9 | HANCOCK | SONY PICTURES | 20,572,585 |
| SLUMDOG MILLIONAIRE | ICON | 18,877,786 | 10 | IRON MAN | PARAMOUNT | 19,991,768 |

TOTAL TOP 10 FILMS OF 2009**\$295,440,658****TOTAL TOP 10 FILMS OF 2008****\$279,227,004**

as at 31 December 2009

as at 31 December 2008

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