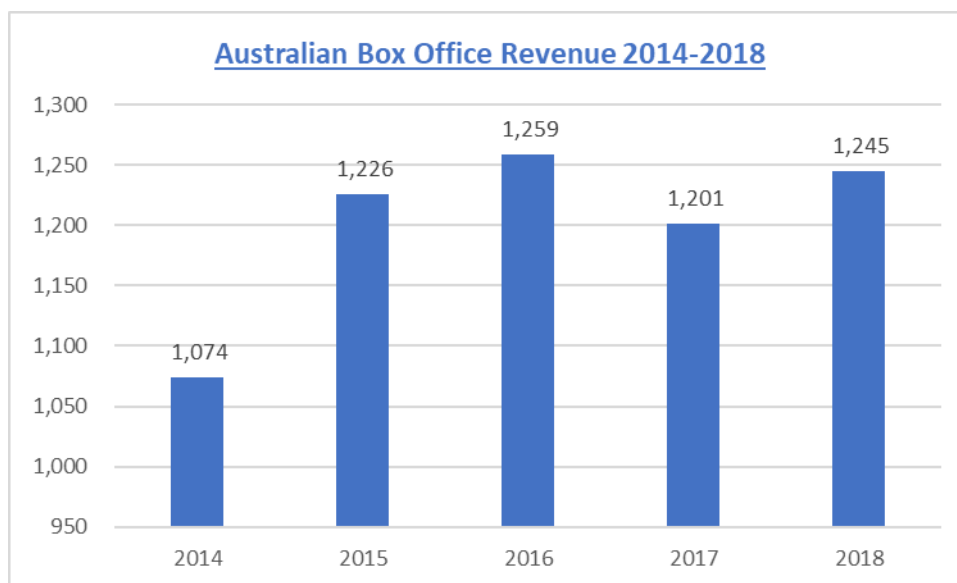


MEDIA RELEASE Tuesday 22 January 2019

Australian audiences have “voted” with their feet in 2018, signaling that seeing great screen content on the big screen is an entrenched part of Australian culture. The Australian box office closed out 2018 up 3.6 percent at \$1,245 billion.



Joel Pearlman, Chairman of the MPDAA and CEO, Roadshow Films said, “*Australian audiences confirmed their love of cinema in 2018 with the year’s diverse line up demonstrating that cinema continues to provide a great value out of home experience for a broad audience.*”

Disney’s ***Avengers: Infinity Wars*** took line honours, closing 2018 at \$61.8m, followed by ***Incredibles 2***, also from Disney, at \$45.7m.

Still playing into its 12th week in cinemas at the end of 2018, the 2018 cume for ***Bohemian Rhapsody*** (Fox) was \$42.4m¹, with ***Black Panther*** (Disney) at \$40.8 and ***Deadpool 2*** (Fox) at \$36m.

The other top performing films of the year were ***Jurassic World: Fallen Kingdom*** (Universal \$35.5m), ***Jumanji: Welcome to the Jungle*** (Sony Pictures \$32.9m²), ***A Star is Born*** (Warner Bros \$32.8m³) and ***The Greatest Showman*** (Fox \$27.5m⁴). Rounding out the Top 10 films was Sony Pictures’ Australian collaboration ***Peter Rabbit*** (\$26.7m).

While cinema operators continued to install comfy reclining seating, to invest in the latest in hi-tech picture and sound and to increase the range and quality of food and beverage choices, audiences also benefited from a drop in average ticket prices: from **\$14.13** in 2017 to **\$13.86** in 2018.

¹ All time revenue ***Bohemian Rhapsody*** to Fri 18 January 2018 \$48m

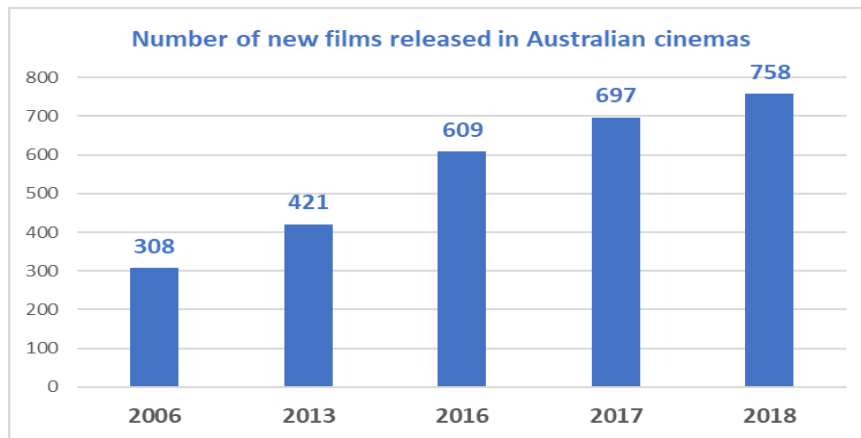
² All time revenue ***Jumanji: Welcome to the Jungle*** to Fri 18 January 2018 \$48.8m

³ All time revenue ***A Star is Born*** to Fri 18 January 2018 \$34.4m

⁴ All time revenue ***The Greatest Showman*** to Fri 18 January 2018 \$34.5m

Several Box Office records were broken during the year, notably Anzac Day became the highest grossing single day ever at the Australian Box Office with \$11.2m taken that day.

758 films were released in Australian cinemas in 2018 – more than ever before – giving audiences an incredible choice of films from over 39 countries.



2018 has been a great year for Australian films headed by *Peter Rabbit* (Sony Pictures \$26.7m) and *Ladies In Black* (Sony Pictures \$12m). Australian films represented a notable 4.5 percent of the total box office. Simon Baker's *Breath* and Warwick Thornton's *Sweet Country* were stand-outs, garnering both critical and audience approval. Australian documentaries have again proven their appeal. Two insightful biographical films, *Gurrumul* and *Working Class Boy*, were the second and third highest grossing of the 67 documentaries released in cinemas in 2018.

A research survey by SARA (Screen Audience Research Australia) shows that cinema visits by frequent cinema-goers (once a month or fortnightly) have not declined. Importantly, these patrons have increased the average number of films they see each year – from 13 visits per year in 2016 to 16 visits in 2018. Compared with SVOD, which is associated with comfort and value for money, Australians aged 15-17 see the cinema experience as “great to watch with friends” (78 percent), “excellent picture quality” (73 percent) and “a great way to access new releases” (60 percent).

The rise in cinema revenue is mirrored by the downturn in movie piracy which is showing a **decline** in both the number of pirates and the frequency of activity for both teens (12-17yo) and adults (18-64yo). Creative Content Australia's **2018 research study**⁵ confirms that consumer behaviours and attitudes have changed.

Significantly, piracy is no longer perceived to be the prevailing social norm. For many years, the belief that “everyone is doing it” was one of the key excuses given for piracy activity. In 2012 **66 percent** of Australian adults agreed that “accessing pirated content is something that everybody does nowadays”. In 2018, that agreement has fallen to **32 percent**.

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⁵ <https://www.creativecontentaustralia.org.au/research/2018>

TOP 10 FILMS OF 2018

	TITLE	DISTRIBUTOR	2018 Revenue
1	AVENGERS: INFINITY WAR	WALT DISNEY	61,868,117
2	INCREDIBLES 2	WALT DISNEY	45,768,667
3	BOHEMIAN RHAPSODY*	FOX	42,408,622
4	BLACK PANTHER	WALT DISNEY	40,800,940
5	DEADPOOL 2	FOX	36,048,688
6	JURASSIC WORLD: FALLEN KINGDOM	UNIVERSAL	35,535,713
7	JUMANJI: WELCOME TO THE JUNGLE	SONY PICTURES	32,922,785
8	A STAR IS BORN*	WARNER BROS	32,826,537
9	THE GREATEST SHOWMAN	FOX	27,582,159
10	PETER RABBIT	SONY PICTURES	26,750,712
TOTAL			\$382,512,940

** Still in release. Box Office for 2018 only.*

TOP 10 FILMS OF 2017

	TITLE	DISTRIBUTOR	BOX OFFICE IN 2017
1	BEAUTY AND THE BEAST (LIVE ACTION)	WALT DISNEY	47,950,572
2	STAR WARS: THE LAST JEDI	WALT DISNEY	45,542,562*
3	THOR: RAGNAROK	WALT DISNEY	35,108,353
4	GUARDIANS OF THE GALAXY VOL. 2	WALT DISNEY	32,942,265
5	DESPICABLE ME 3	UNIVERSAL	32,925,304
6	WONDER WOMAN	WARNER BROS	31,301,424
7	LION	TRANSMISSION	29,464,072
8	THE FATE OF THE FURIOUS	UNIVERSAL	28,426,747
9	SPIDER-MAN: HOMECOMING	SONY PICTURES	25,697,290
10	IT	WARNER BROS	23,684,912
TOTAL			\$333,043,501