

**MEDIA RELEASE** Tuesday 21 January 2020

## 2019 Box Office results prove the enduring popularity of the cinema experience

Cinema continues to be the most popular form of out-of-home entertainment in 2019 with Australians going to the movies more than any other cultural venue or event<sup>1</sup>, resulting in a total box office of \$1,228,741,000.

Brian Pritchett, Chairman of the MPDAA and MD, Paramount Pictures Australia said, "2019 was the third highest grossing year of all time for the Australian cinema box office. Although there are still many challenges posed by increasing alternative entertainment options, and the threat of piracy, Australia is still one of the healthiest cinema markets in the world in terms of average admission rates per capita."

2019 research<sup>2</sup> showed that 75% of cinemagoers rate their perception of cinema's value for money positively. The research highlights the importance Australians place on the social experience of the cinema, with a growing number of 15-25 year olds considering it to be a fun social activity to do with friends and family.

The research also showed that great content is the key driver for cinema attendance in all age groups and film distributors delivered on that in 2019. From **Lion King to Joker, Spider-Man to Rocketman, Star Wars to Downton Abbey**, the range of films for every audience was phenomenal.

Disney's **Avengers: Endgame** was the highest grossing film in 2019, breaking box office records for opening day (\$10.3m) and for the opening weekend (\$34.1m). Opening day was also the highest single-day box office on record.

Australian films took over \$40m in 2019, with three of the top ten grossing films directed by women. The highest grossing film, **Ride Like a Girl**, directed by Rachel Griffiths, has taken \$11.7m to date.

The battle with copyright theft is as important as ever. Despite content being widely available at lower costs, the percentage of Australians consuming movies unlawfully grew in 2019<sup>3</sup>. The distribution and exhibition communities face the ongoing challenge of demonstrating the impact of even occasional piracy on the local and global creative industries.

This year, the cinema industry united to raise funds to assist Australians affected by the bushfires. On Sunday 19 January, Australians flocked to cinemas, with a portion of every ticket sold donated to bushfire-support charities.

In addition to this appeal, many individual cinemas and distributors directly contributed significant funds to bushfire appeals. The cinema industry is proud to have made a contribution to support not only fire-affected Australians but the organisations and individuals working tirelessly in communities impacted by the fires.

Pritchett says 2020 looks to be another great year at the movies. "There is a tremendously diverse and quality driven line up of films in 2020. As exhibitors continue to enhance the experience, Australian cinemas prove once again to be the best value out-of-home leisure option, offering audiences a great range of movies in comfortable, high-tech environments."

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<sup>1</sup> Australian Bureau of statistics, March 2019

<sup>2</sup> Screen Audience Research Australia - 2019 Cinema Health Tracker

<sup>3</sup> <https://www.communications.gov.au/documents/consumer-survey-online-copyright-infringement-2019>

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#### TOP 10 FILMS OF 2019

	TITLE	DISTRIBUTOR	2019 Box Office
1	AVENGERS: ENDGAME	WALT DISNEY	84,164,634
2	THE LION KING (2019) *	WALT DISNEY	64,045,907
3	CAPTAIN MARVEL	WALT DISNEY	41,629,939
4	TOY STORY 4	WALT DISNEY	41,621,258
5	JOKER *	ROADSHOW	40,543,444
6	SPIDER-MAN: FAR FROM HOME	SONY PICTURES	37,321,302
7	ALADDIN (LIVE ACTION)	WALT DISNEY	35,267,028
8	STAR WARS: THE RISE OF SKYWALKER *	WALT DISNEY	34,015,355
9	FROZEN II *	WALT DISNEY	32,561,115
10	AQUAMAN	WARNER BROS	24,777,233
TOTAL			\$435,947,215

\* *Still in release*

**NOTE:**

**STAR WARS: THE RISE OF SKYWALKER** BO at 17/1/2020: \$44,251,194

**AQUAMAN** BO at 17/1/2020: \$41,817,913