## **JANUARY 2012** DID YOU KNOW? AUSTRALIAN FILMS ON AUSTRALIAN SCREENS, A STATISTICAL SNAPSHOT



## TOTAL AUSTRALIAN BOX OFFICE 2011, \$1.09 BILLION, DOMINATED BY US FILMS AUSTRALIAN FILMS **UK FILMS US FILMS REST OF WORLD** INDIAN FILMS FRENCH FILMS Red Dog - \$21.3M Harry Potter and the Deathly Don 2 - \$0.5M Sarah's Key - \$1.2M The Girl Who Kicked the Hornet's Transformers: Dark of the NO.1 FILM<sup>1</sup> [No.10 overall] Hallows: Part 2 - \$52 6M [No 1] the Moon - \$37.6M [No.2] [No.164] [No.127] Nest - \$2.4M [No.102] 10.1% 12.8% 5.9% 43.9% 18.5% SHARE OF FILMS<sup>2</sup> 8.7% OF SCREEN WEEKS <sup>3</sup> 6.0% 10.1% 0.7% 1.3% 79.7% 2.2% 0.8% • ... OF BOX OFFICE 3.9% 11.5% 0.6% 81.8% 14% \$124.9M \$891.3M \$42.9M \$6.0M \$9.2M \$15.8M **BOX OFFICE (\$)** 38 56 26 192 81 NO. TITLES **44** AUSTRALIAN FILMS Notes: 1. Numbers in [] = rank overall. **SCREENED IN** 2. The top 5 countries in terms of number of films screening in Australian cinemas in 2011, were USA, India, Australia, UK and France. AUSTRALIAN CINEMAS Screen weeks = no. screens x no. weeks screening in 2011. IN 2011 **TYPICAL FIRST** ... ACCUMULATING 72.7 MILLION TOTAL VIEWINGS ACROSS **35** OF THESE **TOP 10 RELEASE CYCLE** FOR THE FIRST TIME CINEMA DVD/BLU-RAY – ONLINE – SUBSCRIPTION TV – FREE-TO-AIR TV BY TOTAL VIEWINGS AUSTRALIA - 27.6M MAO'S LAST DANCER - 13.6M **ALL 24 FILMS** 10% 67% 4% 6% 13% 72.7M 72.7M VIEWINGS 68.6M BRAN NUE DAE - 7.4M KNOWING - 6.8M 10% 70% 4% 5% 11% **TOP 12** 4 CHARLIE & BOOTS - 3.9M THE BLACK BALLOON - 2.5M R 4.1M **24** AUSTRALIAN FILMS **BOTTOM 12** 4 2% 17% 1% 25% 55% MRS CAREY'S CONCERT - 1.4M GABRIEL - 1.3M **SCREENED FOR THE** MARY & MAX - 1.3M AVERAGING 2.5 YEARS TO COMPLETE THE CYCLE MY YEAR WITHOUT SEX - 1.1M $\mathbf{\tilde{\mathbf{X}}}$ **FIRST TIME ON FREE-TO-AIR TV** IN 2011 +5 MONTHS TO VIDEO +9 MONTHS TO SUBSCRIPTION TV +17 MONTHS TO FREE-TO-AIR TV 5 **CINEMA RELEASE COMPLETING THEIR** Notes: 4. Based on cinema box office. FIRST RELEASE CYCLE .... 5. Four films followed a different release pattern, bypassing subscription television on their way to free-to-air broadcast One of these (Mrs Carey's Concert) went to free-to-air TV a week before it released on video, and has not yet screened on subscription TV.

Source: Compiled by Screen Australia using data supplied by the Motion Picture Distributors Association of Australia (MPDAA), OzTAM, RegTAM and PwC modelling