

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	INDIAN FILMS	FRENCH FILMS	US FILMS	REST OF WORLD
NO.1 FILM ¹	Red Dog - \$21.3M [No.10 overall]	Harry Potter and the Deathly Hallows: Part 2 - \$52.6M [No.1]	Don 2 - \$0.5M [No.164]	Sarah's Key - \$1.2M [No.127]	Transformers: Dark of the Moon - \$37.6M [No.2]	The Girl Who Kicked the Hornet's Nest - \$2.4M [No.102]
SHARE OF FILMS ²	10.1%	8.7%	12.8%	5.9%	43.9%	18.5%
... OF SCREEN WEEKS ³	6.0%	10.1%	0.7%	1.3%	79.7%	2.2%
... OF BOX OFFICE	3.9%	11.5%	0.6%	0.8%	81.8%	1.4%
BOX OFFICE (\$)	\$42.9M	\$124.9M	\$6.0M	\$9.2M	\$891.3M	\$15.8M
NO. TITLES	44	38	56	26	192	81

44 AUSTRALIAN FILMS SCREENED IN AUSTRALIAN CINEMAS IN 2011

- Notes: 1. Numbers in [] = rank overall.
 2. The top 5 countries in terms of number of films screening in Australian cinemas in 2011, were USA, India, Australia, UK and France.
 3. Screen weeks = no. screens x no. weeks screening in 2011.

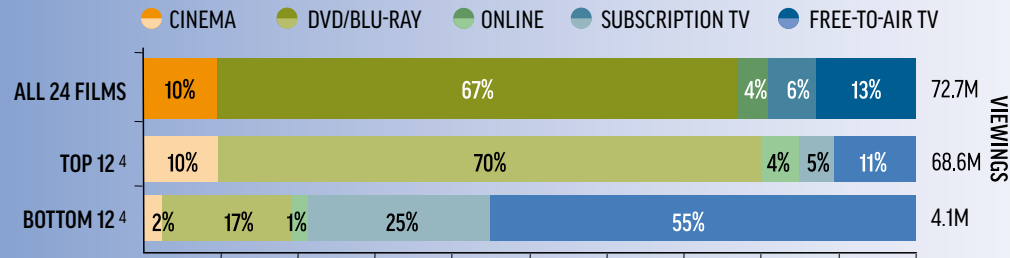
TYPICAL FIRST RELEASE CYCLE



35 OF THESE FOR THE FIRST TIME

24 AUSTRALIAN FILMS SCREENED FOR THE FIRST TIME ON FREE-TO-AIR TV IN 2011 COMPLETING THEIR FIRST RELEASE CYCLE ...

... ACCUMULATING 72.7 MILLION TOTAL VIEWINGS ACROSS ...



TOP 10 BY TOTAL VIEWINGS

- AUSTRALIA - 27.6M
- MAO'S LAST DANCER - 13.6M
- BRAN NUE DAE - 7.4M
- KNOWING - 6.8M
- CHARLIE & BOOTS - 3.9M
- THE BLACK BALLOON - 2.5M
- MRS CAREY'S CONCERT - 1.4M
- GABRIEL - 1.3M
- MARY & MAX - 1.3M
- MY YEAR WITHOUT SEX - 1.1M

... AVERAGING 2.5 YEARS TO COMPLETE THE CYCLE



- Notes: 4. Based on cinema box office.
 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.