

January 2010

### **NZ MOVIE-GOERS MAKE 2009 A RECORD YEAR AT THE BOX OFFICE**

A new record has been set for the highest grossing box office year in New Zealand history, the Motion Picture Distributors Association announced today.

Box office for 2009 totalled **\$169.9** million eclipsing the figure set in 2008 by **8.5%**, previously the highest grossing year in New Zealand cinema history.

The highest grossing film of the year was TRANSFORMERS: REVENGE OF THE FALLEN which accumulated \$7.95m. The latter half of 2009 proved particularly strong with the release of TWILIGHT: NEW MOON (\$5.87m) and the prolific James Cameron creation that is AVATAR. Releasing on the 17<sup>th</sup> December AVATAR grossed a phenomenal \$5m in just two weeks making it the fifth highest grossing film of 2009. Still in release, the box office for AVATAR is \$11.9m and still climbing.

“It’s been a spectacular year!” said Lisa Hubbard, President of the NZ Motion Picture Distributors Association. “The big screen offered an exceptionally diverse range of great films and fantastic new experiences which the NZ public has definitely embraced.”

“Everything from action and robots in TRANSFORMERS: REVENGE OF THE FALLEN, fantastical wizards in HARRY POTTER AND THE HALF BLOOD PRINCE, innovative family adventures such as UP and ICE AGE 3, award winning dramas like SLUMDOG MILLIONAIRE and THE READER, and quality comedy as diverse as JULIA and JULIA to THE HANGOVER, have all thrived” Hubbard remarked.

“Event cinema has also proved successful with the Michael Jackson documentary THIS IS IT and the James Cameron, Weta Digital juggernaut AVATAR 3D, providing an utterly new sensory experience for audiences,” said Hubbard.

### **ADVANCES IN DIGITAL 3D PROJECTION**

Hubbard points specifically to the growth of digital 3D projection as a key trend moving forward stating, “NZ has some of the best cinemas in the world, add to that the technical brilliance of digital 3D screens which have more than doubled from 7 to 20 over the course of 2009, providing audiences with an even greater value proposition for cinema entertainment.”

“The success of AVATAR 3D, MONSTERS VS. ALIENS 3D and UP 3D in 2009 reaffirmed that audiences want to be transported from their seat in the theatre into another world. This is a defining moment and an incredibly exciting time for the industry. We have yet another way to further engage, delight and entertain audiences on the big screen.”

Ten new digital 3D films are due to release in 2010 including ALICE IN WONDERLAND, TOY STORY 3, SHREK FOREVER AFTER, STEP UP 3D, JACKASS, HOW TO TRAIN YOUR DRAGON, CATS AND DOGS – THE REVENGE OF KITTY GALORE and YOGI BEAR.

### **PROMISING 2010 LINE UP**

The remainder of the 2010 slate is also robust and promising. Highlights include SEX AND THE CITY 2, the A-TEAM, THE GREEN HORNET, IRON MAN 2, CLASH OF THE TITANS, WALL STREET 2, PRINCE OF PERSIA, ROBIN HOOD and the next instalments in the HARRY POTTER franchise and the TWILIGHT sagas.

A list of the 2009 Top Ten Films is attached.

### **For further information:**

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**Executive Secretary**  
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