



M . P . D . A .

Motion Picture Distributors' Association
of New Zealand Incorporated.

NEW ZEALAND BOX OFFICE BOOMS – July 2009

Local Box Office history was made last week as the movie industry recorded the highest seven-day trading figures since records began in January 1997, the Motion Picture Distributor's Association (MPDA) announced today.

The week 9 - 15 July represents the highest seven-day figure to date at \$6,814,608, easily topping the previous record of \$6,435,475 set on 12 July 2006.

The top five films for the week were ICE AGE 3: DAWN OF THE DINOSAURS (20th Century Fox), TRANSFORMERS: REVENGE OF THE FALLEN (Paramount), BRUNO (Paramount/Universal), HARRY POTTER AND THE HALF-BLOOD PRINCE (Warner Bros – making its debut on 15 July) and HANNAH MONTANA – THE MOVIE (Walt Disney Studios).

HARRY POTTER AND THE HALF-BLOOD PRINCE (which released in cinemas around the country on 15 July) has continued the trend this week already smashing several NZ box office records in its own right.

POTTER grossed \$2,405,040 in its opening weekend (4 days) making it the highest opening of any film for 2009 and the second highest opening weekend of all time behind the LORD OF THE RINGS : RETURN OF THE KING (\$2.690m).

“These phenomenal results are landmarks in our industry”, said MPDA President, Lisa Hubbard, “Its great to see that movies continue to provide an opportunity for everyday New Zealanders to escape the daily grind, sit back, relax in comfort and lose themselves in the big screen experience.”

Another contributing factor to the record breaking week, says Hubbard, is the introduction of 3D digital screens into NZ cinemas in 2008/2009. “3D digital screens are the way of the future in terms of adding a point of difference to the movie-going experience that is not able to be experienced in any other medium”

Economic factors do not appear to be affecting cinema attendance year on year, with the MPDA reporting a 12% increase in overall box office over the same frame in 2008.

“Going to the movies continues to be a cost efficient entertainment option for all”, Hubbard remarked “and with the considerable investment by cinema chains into their complexes over the past few years, the majority of cinemas we have in NZ are now on par with the best in the world which is great news for us all.”

New Zealand films are also benefitting from high cinema attendance with NZ documentary THE TOPP TWINS: UNTOUCHABLE GIRLS (Rialto Distribution) becoming the highest-grossing documentary feature ever released in NZ.

THE TOPP TWINS film has earned \$1,816,702 at the NZ Box Office, overtaking FAHRENHEIT 9/11 which held the number one spot since 2004.

The MPDA has maintained records of the best weekly and weekend Box Office figures since January 1997.

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