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**Motion Picture Distributors' Association
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23 January 2013

2012, A YEAR OF RECOVERY FOR THE NEW ZEALAND MOVIE INDUSTRY

The New Zealand cinema industry bounced back in a very pleasing way to record a 7% uplift over the 2011 result. The 2012 total Gross Box Office of \$173.1 million is the second highest ever achieved in this territory, just behind the record breaking \$176.5 million recorded back in 2010.

The highest grossing release in the industry year to 26 December 2012 was THE AVENGERS with a gross of \$ 8.8 million. This was followed by SKYFALL which achieved a remarkable \$6.4 million to 26 December, 2012 and has gone on to gross \$7.36 million to date. THE HOBBIT: AN UNEXPECTED JOURNEY achieved a remarkable \$6.1 million in just two and a half weeks of release. The film has gone on to gross over \$10.6 million since opening.

‘It is terrific to see the level of bounce back in Box Office achieved in 2012 after the industry experienced two significant events that understandably impacted business negatively in 2011; namely the Christchurch earthquake in February 2011 and the Rugby World Cup in September the same year.’ said Peter Garner, President of the NZ Motion Picture Distributors’ Association.

“New Zealand audiences have responded extremely well to THE HOBBIT: AN UNEXPECTED JOURNEY in both 3D and the new High Frame Rate 3D (HFR 3D) format, plus the broadly spread genre of films on offer throughout 2012 that also attracted audiences of all ages to cinemas throughout the country. The other 7 films of 2012 to round out the Top 10 included THE HUNGER GAMES, THE DARK KNIGHT RISES, THE BEST EXOTIC MARI GOLD HOTEL, THE ADVENTURES OF TIN TIN, TWILIGHT SAGA: BREAKING DAWN Part 2, ICE AGE CONTINENTAL DRIFT and the adult comedy TED” reported Garner.

“With 407 screens currently operating countrywide, the emphasis must now be on converting the remaining 43% of these screens to digital capability during 2013. It is essential for continued growth that we offer New Zealand audiences the best in technical presentation that is enjoyed in most international markets.” said Garner.

The mixed weather conditions throughout the Christmas holiday period and into January 2013, together with the plethora of films on offer to the public, has seen 2013 get off to an excellent start.

“The broad product line up for 2013 is pleasingly strong and there looks to be some standout results probable from a selection of 2D and 3D films still to release in the first half of the year such as GI JOE: RETALIATION, OBLIVION, THE CROODS, IRONMAN 3, STAR TREK INTO DARKNESS, FAST AND FURIOUS 6, MAN OF STEEL, THE GREAT GATSBY, MONSTERS UNIVERSITY, WORLD WAR Z, THE LONE RANGER and 1000 A.E. to name just a few.”

“The cinema industry continues to combat the impact that film piracy presents and is fully cognisant of the challenges ahead. The industry must continue to provide first class facilities and quality films to ensure ongoing support from New Zealand audiences, whom clearly have many choices in how they spend their discretionary income.” said Garner.

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