



**M . P . D . A .**

**Motion Picture Distributors' Association  
of New Zealand Incorporated.**

Level 3, 16 College Hill, Ponsonby, Auckland  
PO Box 2627, Auckland 1140  
09 361 4941

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## 2013: A YEAR OF CONSOLIDATION AND TRANSITION TO DIGITAL PROJECTION IN NEW ZEALAND

The New Zealand Motion Picture industry enjoyed a positive year at the Box Office with the total Gross Box Office achieving \$174.9 million, up approximately 1% on the very solid result of 2012. The year finished very strongly with *THE HOBBIT: THE DESOLATION OF SMAUG*, which opened on 12 December, 2013 amassing nearly \$5 million in just two weeks prior to the end of the year.

The four day weekend ended 29 December 2013 in fact managed to generate the second biggest 4 day box office result ever with *THE HOBBIT: THE DESOLATION OF SMAUG*, *ANCHORMAN 2*, *FROZEN*, *PHILOMENA*, *THE WOLF OF WALL STREET* and *THE SECRET LIFE OF WALTER MITTY* grossing \$4.368 million in that busy Christmas holiday corridor.

“What is especially pleasing about the 2013 result is the broad spread of genre of films that have clearly appealed to New Zealand audiences”, says MPDA President Peter Garner. “The top 10 films of the year included *IRON MAN 3* at \$6.7million, the delightful family animation *DESPICABLE ME 2* at \$6.6 million, *THE HUNGER GAMES: CATCHING FIRE* at \$6.2 million, and the unique *LIFE OF PI* at \$5.1 million. New Zealand audiences have enjoyed the appeal of 3D and digital technology so that their movie going experience is simply as good as anywhere else in the world.”

New Zealand films fared well in 2013 with local productions *MT ZION*, *MR. PIP* and *BEYOND THE EDGE* achieving very respectable Box Office results of \$1.28 million, \$1.1million and \$878,000 respectively. New Zealand continues to be a preferred location for film makers from across the globe and the industry looks forward to the recently announced major new productions as the *HOBBIT* trilogy nears completion.

The exhibition sector is now operating within a very mature market with over 400 screens servicing our population, and apart from the opportunities that currently exist as part of the Christchurch rebuild, the future emphasis should now focus on enhancing the quality of the moving-going experience for New Zealand audiences. “It is very pleasing to see exhibitors supporting the digital conversion process from 35mm projection which will only improve the cinema going experience for New Zealanders.” says Garner.

The industry continues to combat the effects of piracy as do most countries around the world. The combined efforts of both the exhibition and distribution sectors in New Zealand will be vital in dealing with this constant threat.

For further media comment please contact;  
Peter Garner  
President of the NZ Motion Picture Distributors' Association.  
09 3796269