



M . P . D . A .
**Motion Picture Distributors' Association
of New Zealand Incorporated.**

Level 1, 33 Bath Street, Parnell, Auckland
PO Box 37754, Auckland 1151
09 361 4941

January 29th, 2015

2014: LOCAL PRODUCTIONS HELP NEW ZEALAND ACHIEVE RECORD BOX OFFICE

The New Zealand motion picture industry achieved a new high in 2014 with a record total Gross Box Office of \$183.1M breaking the mark of \$176.5M set in 2010. Revenues were 5% higher than the previous year (1).

The 2014 take was led by the strong performance of the final instalment of the Hobbit series, THE HOBBIT: THE BATTLE OF THE FIVE ARMIES, which exceeded \$6 million in revenues despite being only released in the second week of December.

Other highlights were the second instalment in the HUNGER GAMES series, MOCKINGJAY – PART 1, closely following THE HOBBIT in returning \$5.9M, while both TRANSFORMERS: AGE OF EXTINCTION and FROZEN exceeded \$5 million in revenues. The top ten was rounded out by GUARDIANS OF THE GALAXY, HOW TO TRAIN YOUR DRAGON 2, THE LEGO MOVIE, DAWN OF THE PLANET OF THE APES, X-MEN: DAYS OF FUTURE PAST, and PHILOMENA.

"We are very pleased to see an increase in 2014 theatrical revenue in New Zealand leading to record Box Office revenues", said MPDA Chairman Andrew Cornwell. "New Zealand movie goers have once again shown their thirst for a wide-ranging selection of content. This is reflected in the revenues for New Zealand's top ten movies in 2014 being lower than those received for the top ten in 2013 but in the overall revenues for all movies released being higher".

New Zealand productions made a significant contribution to the total compared with 2013 with films such as WHAT WE DO IN THE SHADOWS, THE DARK HORSE and THE DEAD LANDS being standout performers.

New Zealand movie goers across the country are now able to enjoy the best in technical presentation with the transition to digital cinema now complete and all 408 screens in New Zealand now digital. Exhibitors are continuously upgrading their offerings to the consumer.

2015 is shaping up to be another strong year with blockbusters including FIFTY SHADES OF GREY, SECOND BEST MARIGOLD HOTEL, CINDERELLA, FAST AND FURIOUS 7, AVENGERS 2, PITCH PERFECT 2, INSIDE OUT, JURASSIC WORLD, ANT MAN, INSURGENT, TERMINATOR: GENISYS, MINIONS, MAD MAX FURY ROAD, EVEREST and HUNGER GAMES: MOCKINGJAY Part 2, the new BOND - SPECTRE and STARWARS: THE FORCE AWAKENS at the end of the year.

For further media comment please contact:
Andrew Cornwell
Chairman of the NZ Motion Picture Distributors' Association
09 361 8740/021 920 544

(1) Due to timing 2014 results included 53 weeks of results.