

January 2011

2010 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 2010 totalled \$176.5 million eclipsing the figure set in 2009 by 3.8%, with 3D screenings contributing 17.5% of the total box office.

The highest grossing film released in 2010 was the home-grown favourite and New Zealand Film Commission-financed BOY grossing \$9.3million, but the most box office earned by a title in the calendar year 2010 was Avatar. Though released in December 2009 its gross for 2010 alone was a huge \$12.3 million.

Midyear 2010 proved particularly strong with releases like Karate Kid and Toy Story 3.

"It's been a spectacular year" said Robert Crockett, 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 tense psychological drama in INCEPTION, the continued battle between good and evil in HARRY POTTER AND THE DEATHLY HALLOWS Part 1 and TWILIGHT SAGA: ECLIPSE, super hero action like IRON MAN 2 and animated comedy like DESPICABLE ME, have all thrived".

"3D continues to be popular with audiences, and films such as ALICE IN WONDERLAND, VOYAGE OF THE DAWN TREADER, SHREK FOREVER AFTER and HOW TO TRAIN YOUR DRAGON continue to provide this new sensory experience." said Mr. Crockett.

2010's box office performance reaffirms that audiences want to be transported from their seat in the theatre into another world.

The 2011 slate is robust with highlights like BATTLE LOS ANGELES, GREEN LANTERN, KUNG FU PANDA KABOOM OF DOOM, PIRATES OF THE CARIBBEAN: ON STRANGER TIDES, TRANSFORMERS: DARK OF THE MOON, RISE OF THE APES and the final instalment in the HARRY POTTER franchise and the TWILIGHT sagas.

A list of the 2010 Top Ten Films is attached.

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