

23 January 2012



## **2011 A CHALLENGING YEAR FOR THE NEW ZEALAND MOVIE INDUSTRY**

The New Zealand box office for 2011 totalled \$161.8 million, the Motion Picture Distributors' Association announced today. This represents only a 9% drop from 2010's record breaking number.

The highest grossing film of the year was HARRY POTTER AND THE DEATHLY HALLOWS: Part 2, grossing over \$7.8 million dollars and becoming the number 1 box result for the HARRY POTTER franchise.

*"It's been a challenging year with many factors outside the control of the industry; specifically the devastating earthquake in Christchurch in February and the impact of the Rugby World Cup in September – October which, understandably, saw a drop in admissions during this outstanding event."* said Robert Crockett, President of the NZ Motion Picture Distributors' Association.

*"New Zealand has enjoyed a year of exciting and diverse film offerings; ranging from the dark fantasy of HARRY POTTER AND THE DEATHLY HALLOWS: Part 2 and TWILIGHT SAGA: BREAKING DAWN, to the compelling drama of THE KING'S SPEECH, the hilarious comedy of THE HANGOVER, Part 2 and BRIDESMAIDS, the action adventure of PIRATES OF THE CARIBBEAN – ON STRANGER TIDES and FAST AND FURIOUS 5, plus the return of well-loved animated characters in KUNG FU PANDA 2 and CARS 2."*Crockett said.

Our local film industry continues to flourish. The top grossing New Zealand-made films were BILLY T: TE MOVIE, THE ORATOR, MY WEDDING AND OTHER SECRETS and LOVEBIRDS; once again confirming that the New Zealand film industry produces tremendous cinematic offerings.

In these times of global financial uncertainty, and the impact on the industry in Christchurch from the earthquakes, 2011's box office performance was very robust and reaffirms that audiences still want to be transported from their seat in the theatre into a world of movie entertainment.

### **PROMISING start to 2012**

The week ending January 4 2012 returned the 6<sup>th</sup> largest ever 7-Day revenue with contributions from THE ADVENTURES OF TINTIN, MISSION IMPOSSIBLE: GHOST PROTOCOL, ALVIN & THE CHIPMUNKS: CHIPWRECKED, IRON LADY, HAPPY FEET 2 and THE MUPPETS.

The remainder of the 2012 slate is also promising. Highlights include THE HOBBITT: AN UNEXPECTED JOURNEY, SIONE'S 2: UNFINISHED BUSINESS, MADAGASCAR 3: EUROPE'S MOST WANTED, TITANIC 3D, THE HUNGER GAMES, SNOW WHITE AND THE HUNTSMAN, and THE GIRL WITH THE DRAGON TATTOO.

A list of the 2011 Top Ten Films is attached.

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