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**2007 MPAA MARKET STATISTICS SHOW
FOREIGN, DOMESTIC BOX OFFICE AT ALL-TIME HIGHS**
Internet Rising Influence in Film Marketing, Consumer Decisionmaking

Los Angeles - - The Motion Picture Association of America, Inc (MPAA) today released its annual *Theatrical Market Statistics Report for 2007*. Chairman and Chief Executive Officer Dan Glickman announced that both the U.S. domestic box office and the global box office hit all-time highs in 2007. The U.S. market passed the \$9.6 billion mark, growing at 5.4%, while the global box office grew 4.9% to \$26.7 billion.

"From the threat and eventual reality of a writer's strike to the global impact of film theft to concerns over the economy, the film industry faced significant challenges in 2007," Glickman said. "But, ultimately, we got our Hollywood ending. Once again, diverse, quality films and the timeless allure of the movie house proved a winning combination with consumers around the world."

According to MPAA's 2007 report, 11 movies grossed \$200 million or more in the U.S., nearly twice that of 2006. Four of those films went on to break the \$300-million mark. And nearly 50% more films reached the \$100 million mark in 2007. We saw an increase of 25% on average for the top ten films. Best of all, summer moviegoers were satisfied customers...with 77% noting that going to the movies was time and money well spent according to Nielsen research conducted for the MPAA.

Glickman also took the opportunity to share new consumer research that the MPAA conducted jointly with Yahoo! *The findings confirmed that the Internet is becoming an increasingly pivotal medium for marketing films, having nearly as much influence over consumer decision making as radio and television. No surprise then, that the MPAA's report documents a three-fold increase in the studios' online marketing investments in the last four years.*