

20 January 2014

Media Release

2013 Film Industry Box Office Statistics

2013 finishes strongly with a record breaking week at the Australian Box Office

Last year ended with a record breaking finale, with the week commencing on Boxing Day becoming the highest grossing week of all time at the Australian box office. The \$49,897,786 was supported by a diverse slate of new releases: *The Hobbit: The Desolation of Smaug*, *Frozen*, *The Secret Life Of Walter Mitty*, *Philomena* and Australian independent film *The Railway Man* – as well as strong holdover business from films playing into that week including *Anchorman 2*, *Cloudy With A Chance Of Meatballs 2* and *American Hustle*. The previous record was the week-ending 7 July 2010 where the release of *The Twilight Saga: Eclipse* and *Toy Story 3* took the box office to \$46,955,856.

From an annual perspective, the Australian Box Office results for 2013 have revealed that cinema-going is still one of the most popular forms of entertainment in this country and, despite economic flux and in the face of ever increasing leisure options, remains resilient. 2013 Box Office takings finished at **\$ \$1,099,615,801**, a slight drop of 2.3% from 2012, with *Iron Man 3* leading the way as the #1 movie of the year, grossing over \$ 39 million.

The Top 10 films of 2013 (attached) represented a significant 27% of the total annual Box Office, consisting of a strong mix of franchises, such as *Fast and Furious 6*, *Man of Steel*, the first installment of *The Hobbit*, and *The Hunger Games* sequel, as well as the broadly appealing animation hits *Despicable Me 2*, *Monsters University* and *The Croods* with *Life of Pi*, and Australian-made *The Great Gatsby* rounding out the biggest movies of the year.

The total cume of \$27,383,762 for Baz Luhrman's *The Great Gatsby* positions it as the 6th most popular Australian film off all-time at the local Box Office.

Commenting on the 2013 results, Marc Wooldridge, Chairman of the MPDAA said, "2013 finished strongly and delivered another tremendous line up of entertaining and successful films, with a total of 32 films achieving the significant Box Office milestone of grossing more than \$10 million in Australia. Australia continues to be among the most frequent cinema goers in the world, and is acknowledged as an important and relevant contributor to the Global Box Office."

However, the creative industry is united in its strong belief that film piracy remains the biggest threat to the cinema business. The health and success of theatrical films require the continued efforts of both distributors and exhibitors in the fight against piracy. The IP Awareness Foundation's recent research showed that around one in four Australians, aged 12 – 64 years old, access film and television content from pirate websites. Of great concern is the reluctance of teenagers to pay for screen content or to acknowledge that their downloading activities have any impact on the creative industries.

Wooldridge went on to say, *"The cinema going experience in Australia is among the best in the world thanks to the enormous investment in cinemas by local exhibitors and the incredible content created by the global film making community. We must protect our industry from the threat of piracy so that we can continue to provide movie fans with great value and the tremendous enjoyment associated with going to the cinema that they have come to expect."*

Attached is a list of the Top 10 films of 2013 and 2012.

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TOP 10 FILMS OF 2013

(as at 31 December 2013)

	TITLE	DISTRIBUTOR	BOX OFFICE IN 2013
1	IRON MAN 3	WALT DISNEY	39,230,000
2	THE HUNGER GAMES: CATCHING FIRE	ROADSHOW	36,365,987
3	DESPICABLE ME 2	UNIVERSAL	35,754,861
4	LIFE OF PI	FOX	28,290,560
5	THE GREAT GATSBY	ROADSHOW	27,383,762
6	FAST AND FURIOUS 6	UNIVERSAL	26,995,183
7	THE CROODS	FOX	25,283,444
8	MAN OF STEEL	WARNER BROS	24,338,130
9	MONSTERS UNIVERSITY	WALT DISNEY	24,262,000
10	THE HOBBIT: AN UNEXPECTED JOURNEY	WARNER BROS	23,822,667

\$291,726,594**TOP 10 FILMS OF 2012**

(as at 31 December 2012)

	TITLE	DISTRIBUTOR	BOX OFFICE IN 2012
1	THE AVENGERS	WALT DISNEY	53,250,000
2	SKYFALL	SONY PICTURES	44,201,692
3	THE DARK KNIGHT RISES	WARNER BROS	43,377,003
4	TED	UNIVERSAL	34,478,356
5	THE HUNGER GAMES	ROADSHOW	31,178,495
6	THE TWILIGHT SAGA: BREAKING DAWN - PART 2	HOYTS/STUDIOCANAL	28,241,807
7	ICE AGE 4: CONTINENTAL DRIFT	FOX	27,626,683
8	MADAGASCAR 3: EUROPE'S MOST WANTED	PARAMOUNT	24,239,294
9	THE BEST EXOTIC MARIGOLD HOTEL	FOX	21,423,486
10	SHERLOCK HOLMES: A GAME OF SHADOWS	ROADSHOW	20,083,088

\$328,099,904

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