

Hollywood.com Box-Office - Historical and YTD Box-Office

Full-Year Box-office & Attendance Since 1990 - records in bold			Percent change		Percent change
Year	MPAA Avg. Ticket Price	Total Box-office Gross	vs. previous year	Tickets Sold	vs. previous year
2010 Final	\$7.89	\$10,570,000,000	-0.28%	1,339,670,469	-5.72%
2009	\$7.46	\$10,600,000,000	10.07%	1,420,911,528	5.94%
2008	\$7.18	\$9,630,000,000	-0.52%	1,341,225,627	-4.67%
2007	\$6.88	\$9,680,000,000	4.09%	1,406,976,744	-0.91%
2006	\$6.55	\$9,300,000,000	3.79%	1,419,847,328	1.58%
2005	\$6.41	\$8,960,000,000	-5.19%	1,397,815,913	-8.14%
2004	\$6.21	\$9,450,000,000	1.61%	1,521,739,130	-1.33%
2003	\$6.03	\$9,300,000,000	-0.21%	1,542,288,557	-4.02%
2002	\$5.80	\$9,320,000,000	11.35%	1,606,896,552	8.47%
2001	\$5.65	\$8,370,000,000	8.00%	1,481,415,929	3.22%
2000	\$5.40	\$7,750,000,000	3.33%	1,435,185,185	-2.79%
1999	\$5.08	\$7,500,000,000	7.91%	1,476,377,953	-0.37%
1998	\$4.69	\$6,950,000,000	8.59%	1,481,876,333	6.28%
1997	\$4.59	\$6,400,000,000	8.47%	1,394,335,512	4.22%
1996	\$4.41	\$5,900,000,000	7.27%	1,337,868,481	5.81%
1995	\$4.35	\$5,500,000,000	1.85%	1,264,367,816	-2.36%
1994	\$4.17	\$5,400,000,000	3.85%	1,294,964,029	3.10%
1993	\$4.14	\$5,200,000,000	6.12%	1,256,038,647	6.38%
1992	\$4.15	\$4,900,000,000	2.08%	1,180,722,892	3.56%
1991	\$4.21	\$4,800,000,000	-5.88%	1,140,142,518	-5.44%
1990	\$4.23	\$5,100,000,000	-	1,205,673,759	-

HOLLYWOOD.COM BOX-OFFICE - YEAR-TO-DATE BOX-OFFICE COMPARISONS

Saturday January 1, 2011 Through Sunday, August 28, 2011

Box-Office Year	Running Gross	Percent change vs. previous year	Attendance	Percent change vs. previous year	NATO/1ST Half Avg. Ticket Price
2011	\$7,273,550,000	-4.35%	912,616,060	-5.31%	\$7.97
2010	\$7,604,645,667	-	963,833,418	-	\$7.89

NOTE NEW AND UPDATED NATO AVG. TICKET PRICES

HOLLYWOOD.COM BOX-OFFICE - SUMMER-TO-DATE BOX-OFFICE COMPARISONS

Friday, May 6, 2011 Through Sunday, August 28, 2011

Box-Office Year	Running Gross	Percent change vs. previous year	Attendance	Percent change vs. previous year	NATO/2Q Avg. Ticket Price
2011	\$4,188,079,710	3.77%	519,612,867	1.58%	\$8.06
2010	\$4,035,872,757	-	511,517,460	-	\$7.89

PLEASE NOTE NEW AVG. TICKET PRICE UPDATED FOR 2Q