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DOMESTIC BOX OFFICE TOPS
10 BILLION DOLLARS FOR THE FIRST TIME,
NEW ADVERTISERS MARKET BRANDS IN U.S. CINEMAS

*Cinema Advertising Council Members Report Many Brands
Making Big Screen Debuts in 2009*

NEW YORK, January 12, 2010 – Major national advertisers followed the lead of American consumers in 2009 by going to the movies. The **Cinema Advertising Council (CAC)**, a national non-profit trade association, announced today that its members, which represent over 82 percent* of cinema screens in the U.S., saw many new brands advertising at U.S. movie theatres in 2009.

Some of the diverse brands and categories that contributed to cinema's growth in 2009, according to reports from members, were: Allstate, BMW, Burger King, Cadillac, Canon, Jeep®, JetBlue Airways, Kmart, Kraft Foods, Levi's®, NBC, Old Navy, Sherwin-Williams™, Showtime, Starz, Taco Bell®, Tanqueray, Visa, Volvo and Walgreens, to name a few. Many of these brands were using cinema in 2009 for the first time. CAC Chairman and President Michael Chico credits last year's record box office and attendance, as well as a multi-year advertiser marketing effort, as major factors attracting brands to theatres.

“With a record Domestic Box Office gross of over \$10.6 billion and admissions 6.0 percent higher than they were a year earlier**, 2009 was a great year for the movie business, and advertisers have taken notice,” said Mr. Chico. “CAC members have proven the power of this medium – one that grew at a higher percentage than most other sectors in 2007-08 – by bringing on clients in key categories, some of which are new to cinema. Meanwhile, current clients have seen levels of recall, engagement and ROI that on-screen advertising and in-lobby promotions can provide, and more and more are including cinema alongside broadcast within their brands' media plans.”

Highlights of the biggest Domestic Box Office year in history, based on data from [Box Office Mojo](#) and [The National Association of Theatre Owners \(NATO\)](#), include:

- First year in history to surpass \$10 billion in ticket sales
- Total Domestic Box Office increased 10.0 percent from 2008
- Domestic attendance was up 6.0 percent
- 30 different movies released in 2009 made more than \$100 million each

- Eight of the 12 months broke monthly box office records (January \$1 billion, February \$769 million, April \$695 million, May \$1 billion, June \$1.1 billion, October \$692 million, November \$990 million, and December \$1.1 billion)
- All-time highest-grossing summer (\$4.3 billion)

Based on analyst forecasts and the overall strength of movies the studios have scheduled to release during the New Year, expectations for 2010 look to be equally positive. In fact, both ZenithOptimedia and Magna forecast that cinema would be one of the very few media categories to post gains for 2010.

About The Cinema Advertising Council (CAC)

Established in 2003, the Cinema Advertising Council (<http://www.cinemaadcouncil.org>) is a national non-profit trade association which serves cinema advertising sellers, the theatrical exhibition community and the advertising community, acting as a central source of information for the industry. In addition to representing cinema advertising companies that account for over 82 percent* of U.S. cinema screens based on 38,794*** cinema screens, the CAC's membership is also comprised of companies that provide services and products to the cinema advertising industry.

The CAC's most recent revenue report – independently tabulated by Miller, Kaplan, Arase & Co. LLP – showed that total cinema advertising revenues of CAC members grew by 5.8 percent to \$571,421,000 in 2008, as compared to a total of \$539,946,000 in 2007. Since 2002 – the first year that cinema ad revenue was measured by the CAC – spending in this medium has increased for six consecutive years, with an average of 21.5 percent per year.

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* CAC data source: National CineMedia and Screenvision

** Source: *Box Office Mojo and NATO (National Association of Theatre Owners)*,
 – Jan 2, 2009 – Jan 3, 2010

*** Source: NATO