

Consumer

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Industry Brief

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Consumer Products & Retail

Movie Mondays; North American Box Office Weekly

North American box office sales were down 22.8% y/y over the weekend on a calendar-adjusted basis (the second-slowest weekend year-to-date). Quarter-to-date box office receipts are up 5.1%, while year-to-date box office receipts are down 4.3%. *The Help* continued to top the North American box office chart with an estimated \$14.3 mln, bringing its total to \$96.6 mln in 19 days. *Colombiana* followed with a better-than-expected \$10.3 mln in box office sales during its opening weekend, while *Don't Be Afraid of the Dark* generated a disappointing \$8.7 mln during its opening weekend.

Exhibit 1: North American Box Office

Weekend			
	2011		2010
Weekend #:	34	Period	Aug 26-28
Domestic Box Office:	\$88.6	Domestic Box Office:	\$114.8
Y-o-Y % Change:	-22.8%		
Top 3 Movies			
<i>The Help</i>	\$14,333,000	Takers	\$20,512,304
<i>Colombiana</i>	\$10,300,000	The Last Exorcism	\$20,366,613
<i>Don't Be Afraid of the Dark</i>	\$8,689,000	The Expendables	\$9,527,937
Quarter-to-Date			
	2011		2010
Domestic Box Office:	\$2,250.7	Domestic Box Office:	\$2,141.5
Y-o-Y % Change:	5.1%		
Year-to-Date			
	2011		2010
Domestic Box Office:	\$7,178.9	Domestic Box Office:	\$7,500.4
Y-o-Y % Change:	-4.3%		
Hollywood Stock Exchange			
Upcoming Weekend (Sept 1-4)			
Title	Price (HSX\$)	Estimated Gross Box Office	Genre
Apollo 18	H\$32.87	\$14,940,909	Horror
Shark Night 3D	H\$26.23	\$11,922,727	Thriller
The Debt	H\$15.62	\$5,785,185	Thriller
Previous Weekend			
Title	Estimated	Actual Gross Box Office	% Actual vs. Est.
Don't Be Afraid of the Dark	\$10,307,407	\$8,689,000	-15.7%
Our Idiot Brother	\$9,044,444	\$6,588,000	-27.2%
Colombiana	\$8,877,778	\$10,300,000	16.0%

Source: Box Office Mojo, Hollywood Stock Exchange, Raymond James Ltd.

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