

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 up 16.7% y/y over the weekend (on a calendar-adjusted basis), while quarter-to-date and year-to-date box office receipts are down 8.2% and 8.1%, respectively. **Captain America: The First Avenger** topped the North American box office chart with an estimated \$65.8 mln (40% of which was attributed to 3D). Last weekend's blockbuster, **Harry Potter and the Deathly Hallows Part 2**, came in a distant second with approximately \$48.1 mln in box office receipts, bringing its total to an estimated \$274.2 mln in ten days (ahead of its predecessors in the Harry Potter franchise). The romantic comedy **Friends with Benefits** generated approximately \$18.5 mln in box office receipts during its opening weekend.

Exhibit 1: North American Box Office

Weekend			
	2011	Period	2010
Weekend #:	29		July 22-24
Domestic Box Office:	\$189.4	Domestic Box Office:	\$162.2
Y-o-Y % Change:	16.7%		

Top 3 Movies			
Captain America: The First Avenger	\$65,827,000	Inception	\$42,725,012
Harry Potter and the Deathly Hallows Part 2	\$48,065,000	Salt	\$36,011,243
Friends with Benefits	\$18,500,000	Despicable Me	\$23,689,060

Quarter-to-Date			
	2011		2010
Domestic Box Office:	\$994.9	Domestic Box Office:	\$1,083.4
Y-o-Y % Change:	-8.2%		

Year-to-Date			
	2011		2010
Domestic Box Office:	\$5,920.5	Domestic Box Office:	\$6,442.2
Y-o-Y % Change:	-8.1%		

Hollywood Stock Exchange

Upcoming Weekend (July29-31)			
Title	Price (HSX\$)	Estimated Gross Box Office	Genre
Cowboys and Aliens	H\$131.71	\$48,781,481	Sci-Fi
The Smurfs	H\$53.98	\$19,992,593	Family
Crazy, Stupid, Love	H\$53.76	\$19,911,111	Comedy

Previous Weekend			
Title	Estimated	Actual Gross Box Office	% Actual vs. Est.
Captain America: The First Avenger	\$59,400,000	\$65,827,000	10.8%
Friends with Benefits	\$21,392,593	\$18,500,000	-13.5%
Another Earth	\$1,329,630	\$78,400	-94.1%

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

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