

THE A.K.A. REPORT (2009, Q1-Q4)

Specialty Films Released Between
December 31, 2008 and December 29, 2009
(1000 venue initial U.S. opening or less)

TOTAL FILMS:	
405*	
Studio-financed	Independent
45	360
(for a complete breakdown of all 405 films see www.jeremyjuuso.com)	

*excludes reissues and compilations of award-nominated shorts.

FUNDING SOURCES (no overlap between categories)

151 Films (37%) Private Equity Financed
(Private equity comprised more than 70%
of the budget.)

74 Films (18%) Distributor Driven
(At least one distributor or its parent company
supplied more than 30% of the budget.)

51 Films (13%) Private Equity Driven
(Private equity comprised 25%-70% of the budget.)

38 Films (9%) European Government Supported As Part of an International Coproduction

91 Films (22%) Financed Via Other Funding Combinations

STARS AND BOX OFFICE DISTRIBUTION (Q1 - Q4)

136 films (34%) from the full year had at least one star ("star films").

A star is here defined as an actor who has previously been a lead in a film grossing \$50 million or more domestically (see *Hollywood Economics* (2004) by Arthur De Vany, p. 231).

Q1-Q4 Films*	Star Films	Non-star Films	
Average Budget	\$9.9m	\$4.7m	
Average Box Office**	\$3.7m	\$1.4m	*Handful of films still in release (05/10).
Median Box Office**	\$145,500	\$57,544	**Box offices domestic (i.e., US + Canada).

Less than 11% of films released in 2009 represent 90% of box office revenues for films released in 2009.

DEBUT FESTIVALS

346 films (85%) debuted at a festival prior to U.S. theatrical release.

59 films (15%) did not debut at a festival.

At which festivals did the films debut?			
Sundance	64	Venice	17
Toronto	43	SXSW	13
Cannes	37	Slamdance	7
Berlin	22	Telluride	5
Tribeca	19		
96 other festivals had less than five films represented.			

PRODUCER'S REPS

112 films (28%) hired producer's reps to attain and/or negotiate domestic distribution agreements.

The reps did not represent the films in the majority of foreign markets, if any.

Which entities producer's repped the most films?			
CAA	25	William Morris	14
Cinetic Media	20	Endeavor	11
Submarine Ent.	17	ICM	8

DISTRIBUTORS

94 films (23%) were self-distributed or distributed through service deals.

Which distributors released the most pictures?			
IFC Films	27	Here Films	12
Magnolia Pictures	26	Overture/Anchor Bay	11
Sony/SPC	23	Roadside Attractions	11
First Run Features	13	Strand Releasing	11

FOREIGN SALES AGENTS

Which foreign sales agents repped the most theatrically released films?

Fortissimo	12	Celluloid Dreams	6
Wild Bunch	9	the Film Sales Company	6
Cinemavault	8	Voltage Pictures	6
The Match Factory	8		

GENRES AND LANGUAGES

Number of films in each genre:

Action	11	Horror	22
Animation	6	Musical	4
Comedy	75	Romance	7
Documentary	84	Romantic Comedy	8
Drama	164	Sci-Fi	4
Family	3	Thriller	16
Fantasy	1		

Genres other than documentary are sometimes open to debate.

118 films (29%) were in a language other than English.

DAY-AND-DATE VOD

45 films (11%) received a release that was day-and-date theatrical & video-on-demand (VOD).

VOD can occur prior to, or within one week of, theatrical in these instances.

TOP 10 OPENERS

Top 10 films based on opening weekend U.S. box office per venue:

- 1. *The Princess and the Frog*** (Disney - 11/25/09)
 B.O./venue: \$ 393,095
 Stars: 0 (Animated)
 Other Notes: Studio-financed film with 2 star directors.
- 2. *Precious: Based on the Novel "Push" by Sapphire***
 (Lionsgate/Harpo Films/34th Street Films - 11/6/09)
 B.O./venue: \$ 104,025
 Stars: 1
 Other Notes: Private equity financed film.
- 3. *Up in the Air*** (Paramount - 12/4/09)
 B.O./venue: \$ 78,763
 Stars: 3
 Other Notes: Studio-financing involved; star director.
- 4. *Fantastic Mr. Fox*** (Fox - 11/13/09)
 B.O./venue: \$ 66,475
 Stars: 0 (Animated)
 Other Notes: Studio-financing involved.
- 5. *Nine*** (The Weinstein Company - 12/18/09)
 B.O./venue: \$ 64,308
 Stars: 4
 Other Notes: Distributor-financed film with star director.
- 6. *Defiance*** (Paramount Vantage - 12/31/08)
 B.O./venue: \$ 61,757
 Stars: 3
 Other Notes: Private equity driven financing with star director.
- 7. *Capitalism: A Love Story*** (Overture Films - 9/23/09)
 B.O./venue: \$ 57,991
 Stars: 2
 Other Notes: Studio-financing involved; star director.
- 8. *Sunshine Cleaning*** (Overture Films - 3/13/09)
 B.O./venue: \$ 54,798
 Stars: 2
 Other Notes: Private equity financed film.
- 9. *Broken Embraces*** (Sony Pictures Classics - 11/20/09)
 B.O./venue: \$ 53,556
 Stars: 1
 Other Notes: Foreign language picture with financing from Universal.
- 10. *A Serious Man*** (Focus Features - 10/2/09)
 B.O./venue: \$ 41,890
 Stars: 0
 Other Notes: Studio financing involved.

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