



# MPA Snapshot Report: 2004 DOMESTIC THEATRICAL MARKET



## BOX OFFICE

US box office continues to show impressive grosses - remaining above the \$9 billion mark for the third consecutive year. 2004 box office inched just above 2003 levels - grossing \$9.54 billion.

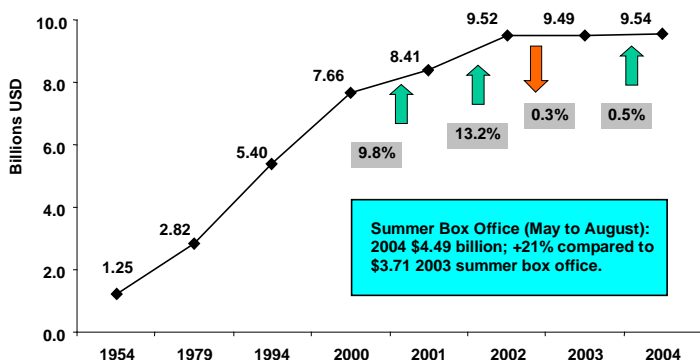
The top five films of 2004 pulled in over \$200 million each and three films surpassed the \$300 million mark. The top five films were:

- *Shrek 2* (\$437m)
- *Spider-Man 2* (\$373m)
- *The Passion of the Christ* (\$370m)
- *The Incredibles* (\$253m)
- *Harry Potter: Prisoner of Azkaban* (\$249m)

## ADMISSIONS

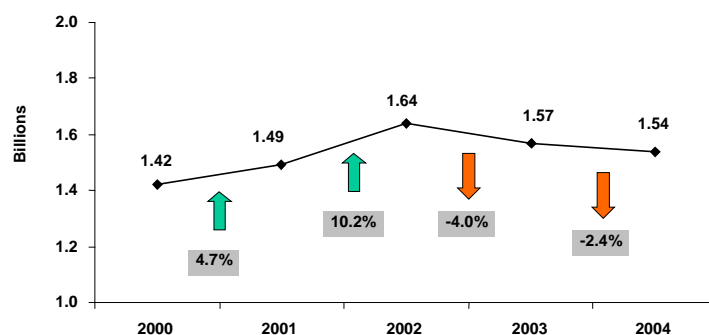
Over the past ten years, admissions have shown steady growth with an average increase of 2% per year. In 2004, admissions tallied 1.54 – an increase of 20% over the past decade.

**US Box Office Trends  
1954-2004**



Source: MPAA

**Admission Trends**

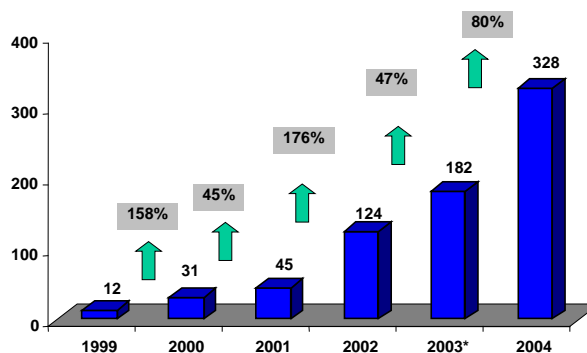


Source: MPAA

## SCREENS

The number of theatrical screens increased 2.2% to 36,594 in 2004. Screen counts are now at similar levels seen in 2001. While theatrical screens continue to rebound, digital screens are growing at accelerated rates. In 2004, the number of worldwide screens reached 328, an increase of 80% over the previous year.

**Worldwide Digital Cinema Screens**



\* Change in methodology; number now represents 56 territories

Source: Screen Digest