

Independent and Studio Film
 Limited Openers Between
 November 30 and December 29, 2009
 (1000 venue initial U.S. opening or less)

FL = Foreign Language

FIRST WEEKEND OF DECEMBER

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
1 Gigante (Comedy, FL)	12/4/09	0	No	iCo, FG, FDF	Berlin '09	Film Movement (all media)	The Match Factory
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	1	1	1	XXXX	XXXX		
Box Office ⁵	<\$2,157	\$ 2,523	\$ 362	XXXX	XXXX		
\$\$/venue	<\$2,157	\$ 2,523	\$ 362	XXXX	XXXX		
					TOTAL Box Off.	\$ 6,542	
					Budget⁶	\$500k-\$750k	
					Max Venues	1	
					Total Wkends	3	
2 One Peace at a Time (Doc)	12/4/09	0	No	Gr	Maui '09	Monterey Media (all rights)	None listed.
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	1	2	XXXX	XXXX	XXXX		
Box Office ⁵	\$ 4,138	\$ 1,124	XXXX	XXXX	XXXX		
\$\$/venue	\$ 4,138	\$ 562	XXXX	XXXX	XXXX		
					TOTAL Box Off.	\$ 11,698	
					Budget⁶	\$1m-\$2m	
					Max Venues	2	
					Total Wkends	2	
3 PAA (Drama, FL)	12/4/09	0	No	FDF, Co	None	Big Pictures (Reliance) (all media)	NA
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	67	XXXX	XXXX	XXXX	XXXX		
Box Office ⁵	\$199k	XXXX	XXXX	XXXX	XXXX		
\$\$/venue	\$ 2,974	XXXX	XXXX	XXXX	XXXX		
					TOTAL Box Off.	\$199k	
					Budget⁶	\$3m	
					Max Venues	67	
					Total Wkends	1	
4 Serious Moonlight (Comedy)	12/4/09	3	No	PE, Co	Tribeca '09	Magnolia Pictures (all media, T-VOD)	Myriad Pictures
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	8	8	2	1	XXXX		
Box Office ⁵	\$ 11,636	\$ 4,981	\$ 769	\$ 408	XXXX		
\$\$/venue	\$ 1,455	\$ 623	\$ 385	\$ 408	XXXX		
					TOTAL Box Off.	\$ 25,339	
					Budget⁶	\$1m-\$3m	
					Max Venues	8	
					Total Wkends	4	
5 The Strip (Comedy)	12/4/09	0	No	PE, S	None	truly indie (T - service)	None listed.
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	8	XXXX	XXXX	XXXX	XXXX		
Box Office ⁵	\$ 5,107	XXXX	XXXX	XXXX	XXXX		
\$\$/venue	\$ 638	XXXX	XXXX	XXXX	XXXX		
					TOTAL Box Off.	\$ 5,107	
					Budget⁶	\$1m-\$2m	
					Max Venues	8	
					Total Wkends	1	
6 Until the Light Takes Us (Doc)	12/4/09	0	No	PE, Co, Gr	AFI Fest '08	Variance Films (T- service)	the Film Sales Company
1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....			
Venues	1	3	2	1	1		
Box Office ⁵	\$ 7,196	\$ 10,362	\$ 2,681	\$ 988	\$ 959		
\$\$/venue	\$ 7,196	\$ 3,454	\$ 1,341	\$ 988	\$ 959		
					TOTAL Box Off.	\$130k	
					Budget⁶	\$500k-\$1m	
					Max Venues	3	
					Total Wkends	18	

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
7 Up in the Air (Drama)	12/4/09	3	Yes	DF, Co, PE, S	Telluride '09	Paramount (all media)	NA
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	15	72	175	1895	1895		
Box Office ⁵	\$1.2m	\$2.4m	\$3.2m	\$11.3m	\$1.1m	TOTAL Box Off.	\$83.8m
\$\$/venue	\$ 78,763	\$ 33,255	\$ 18,344	\$ 5,948	\$ 5,657	Budget⁶	\$25m
						Max Venues	2218
						Total Wkends	18

SECOND WEEKEND OF DECEMBER

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
1 Larger Than Life in 3D: Dave Matthews Band, Ben (Doc)	12/11/09	0	No	PE*, Co*	None	Cinedigm Entertainment (T - service)	None listed.
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	509	XXXX	XXXX	XXXX	XXXX		
Box Office ⁵	\$246k	XXXX	XXXX	XXXX	XXXX	TOTAL Box Off.	\$246k
\$\$/venue	\$ 483	XXXX	XXXX	XXXX	XXXX	Budget⁶	\$3m-\$8m
						Max Venues	509
						Total Wkends	1

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
2 The Lovely Bones (Drama)	12/11/09	3	Yes	DF, iCo, FG, S	None	Paramount (all media)	NA
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	3	3	3	3	3		
Box Office ⁵	\$117k	\$ 45,097	\$ 41,916	\$ 64,678	\$ 38,572	TOTAL Box Off.	\$44.0m
\$\$/venue	\$ 38,872	\$ 15,032	\$ 13,972	\$ 21,559	\$ 12,857	Budget⁶	\$65m-\$70m
						Max Venues	2638
						Total Wkends	14

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
3 A Single Man (Drama)	12/11/09	4	No	PE, Co	Venice '09	The Weinstein Company (all media)	IM Global (non-German)/ CAA (German)
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	9	9	46	46	48		
Box Office ⁵	\$217k	\$143k	\$353k	\$487k	\$360k	TOTAL Box Off.	\$9.2m (as of 5/13/10)
\$\$/venue	\$ 24,148	\$ 15,872	\$ 7,666	\$ 10,586	\$ 7,497	Budget⁶	\$6.5m-\$7m
						Max Venues	354
						Total Wkends	19

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
4 The Slammin' Salmon (Comedy)	12/11/09	0	No	PE, Co	Slamdance '09	Anchor Bay (Overture) (all media but TV); Comedy Central (TV)	MPCA None listed.
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	11	3	1	1	1		
Box Office ⁵	\$ 26,167	\$ 1,475	\$ 196	\$ 914	\$ 474	TOTAL Box Off.	\$ 40,837
\$\$/venue	\$ 2,379	\$ 492	\$ 196	\$ 914	\$ 474	Budget⁶	\$800k-\$2.5m
						Max Venues	11
						Total Wkends	5

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
5 The Vicious Kind (Comedy)	12/11/09	0	No	PE, Co, S	Sundance '09	72nd Street Productions (T - self); Image Ent. (HV)	Bleiberg Entertainment
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend...		
	1	1	1	XXXX	XXXX		
Box Office ⁵	<\$5,000	<\$5,000	<\$5,000	XXXX	XXXX	TOTAL Box Off.	<\$15,000
\$\$/venue	<\$5,000	<\$5,000	<\$5,000	XXXX	XXXX	Budget⁶	\$1m
						Max Venues	1
						Total Wkends	3

THIRD WEEKEND OF DECEMBER

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
1 A Town Called Panic (Animation)	12/16/09	0	No	iCo, FDF, FG, MG, PS, D	Cannes '09	Zeitgeist Films (all media)	Coproduction Office
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$ 2,850	\$ 3,737	\$ 2,775	\$ 1,662	\$ 2,638	TOTAL Box Off. \$156k (as of 5/13/10)	Domestic Sales Coproductions Office
\$\$/venue	\$ 2,850	\$ 1,869	\$ 1,388	\$ 1,662	\$ 2,638	Budget⁶ \$5m Max Venues 10 Total Wkends 21	

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
2 Crazy Heart (Drama)	12/16/09	1	No	DF*, Co, S *Viacom/CMT	Santa Fe '09	Fox Searchlight (all media)	NA
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$ 82,664	\$160k	\$221k	\$462k	\$647k	TOTAL Box Off. \$39.4m (as of 5/13/10)	Domestic Sales NA
\$\$/venue	\$ 20,666	\$ 13,321	\$ 18,416	\$ 14,004	\$ 13,776	Budget⁶ \$7m-\$10m Max Venues 1361 Total Wkends 21	

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
3 Ricky (Comedy, FL)	12/16/09	0	No	iCo, FDF, FG, PS, D	Berlin '09	IFC Films (T-VOD)	Le Pacte (self-repped)
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$ 1,626	XXXX	XXXX	XXXX	XXXX	TOTAL Box Off. \$ 3,457	Domestic Sales Le Pacte (self-repped)
\$\$/venue	\$ 1,626	XXXX	XXXX	XXXX	XXXX	Budget⁶ \$9.9m Max Venues 1 Total Wkends 1	

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
4 Nine (Drama)	12/18/09	4	Yes	DF, PE, iCo, FG, PS, D	Dubai Int'l '09	The Weinstein Company (all media)	The Weinstein Company (self-repped)
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$257k	\$5.5m	\$3.9m	\$1.6m	\$582k	TOTAL Box Off. \$19.7m	Domestic Sales NA
\$\$/venue	\$ 64,308	\$ 3,862	\$ 2,763	\$ 1,523	\$ 1,378	Budget⁶ \$80m Max Venues 1412 Total Wkends 13	

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
5 The Young Victoria (Drama)	12/18/09	1	No	PE, DF*, FG, PS, D *GK Films WB first-look.	Toronto '09* *Prior wide int'l release.	Apparition (all media)	GK Films (self-repped)
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$160k	\$645k	\$891k	\$1.2m	\$950k	TOTAL Box Off. \$11.0m	Domestic Sales GK Films (self-repped)
\$\$/venue	\$ 8,003	\$ 3,959	\$ 5,402	\$ 2,480	\$ 2,274	Budget⁶ \$35m Max Venues 476 Total Wkends 19	

FOURTH WEEKEND OF DECEMBER

Film Title	Release Date	# of Stars ¹	Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
1 3 Idiots (Comedy, FL)	12/23/09	0	No	FDF, Co	None	Big Pictures (Reliance) (all media)	NA
Venues	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Box Office ⁵	\$1.6m	\$1.5m	\$594k	\$326k	\$149k	TOTAL Box Off. \$6.5m	Domestic Sales NA
\$\$/venue	\$ 13,828	\$ 11,322	\$ 3,810	\$ 2,720	\$ 1,819	Budget⁶ \$6.8m-\$7.6m Max Venues 156 Total Wkends 12	

Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
2 <i>Police, adjective</i> (Comedy, FL)	12/23/09	0	No	iCo, FG, DF*, PE *HBO Romania	Transylvania Int'l '09	IFC Films (all media, T-VOD)	Coach14
	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Venues	8	6	XXXX	XXXX	XXXX	TOTAL Box Off.	Domestic Sales
Box Office ⁵	\$ 19,452	\$ 9,874	XXXX	XXXX	XXXX	\$ 48,298	Coach14
\$\$/venue	\$ 2,432	\$ 1,646	XXXX	XXXX	XXXX	Budget⁶ \$250k-\$300k	
						Max Venues 8	Total Wkends 2
Film Title	Release Date	# of Stars ¹	Star Director? ²	Financing ³	Debut Festival	US Distributor ⁴	Foreign Sales
3 <i>The Imaginarium of Dr. Parnassus</i> (Fantasy)	12/25/09	5	No	PE, iCo, FG, MG, PS, D	Cannes '09	Sony Pictures Classics (all media)	Mandate International
	1st Wkend	2nd Wkend	3rd Wkend	4th Wkend	5th Wkend....		
Venues	48	48	607	600	281	TOTAL Box Off.	Domestic Sales
Box Office ⁵	\$375k	\$369k	\$1.8m	\$1.1m	\$493k	\$7.7m (as of 5/13/10)	Cinetic Media
\$\$/venue	\$ 7,806	\$ 7,684	\$ 2,904	\$ 1,789	\$ 1,754	Budget⁶ \$30m	
						Max Venues 607	Total Wkends 20

NOTES:

- Star = 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).
- Star Director = A director who has previously directed a film that grossed \$100 million or more domestically.
- Financing sources and characteristics estimated:
 - Co = The producing of a film by two or more production companies from the same country ("coproduction").
 - D = Debt.
 - DF = U.S. distributor financing.
 - FDf = Foreign (non-U.S.) distributor financing.
 - FG = Foreign government (non-U.S.) subsidies, investments, tax incentives, and/or the cash flowing of these a possibility.
 - Gr = Grants and/or nonprofit donations.
 - iCo = The producing of a film by two or more production companies from different countries ("international coproduction"), often taking advantage of benefits derived from international coproduction treaties.
 - MG = Foreign sales agency minimum guarantee.
 - PE = Private equity.
 - PS = Presales.
 - S = Cash flowing of U.S. state/city incentives a possibility.
- T = Theatrical; HV = Home Video; T-VOD = Day-and-date theatrical & video-on-demand (VOD may occur prior to, or within one week of, theatrical).
- Box office is domestic (U.S. + Canada).
 - k = 1,000 (e.g., \$147k = \$147,000)
 - m = 1,000,000 (e.g., \$4.7m = \$4,700,000)
- Budgets are estimated.
 - < = "less than"
 - > = "greater than"

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