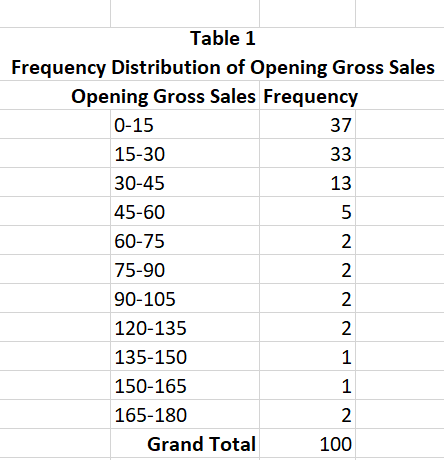
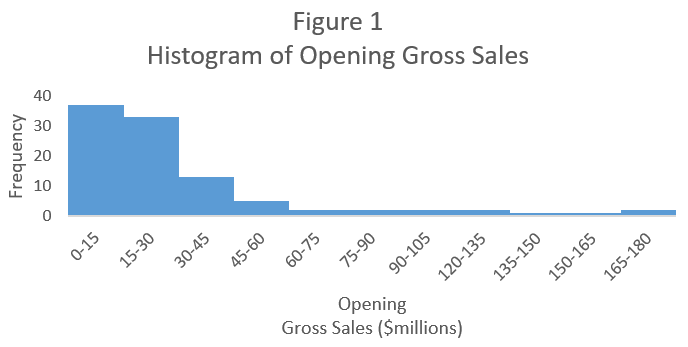
Movie Theatre Releases

The movie industry, a competitive business, uses a number of key variables to measure the success of a movie released to industry: opening weekend gross sales, total gross sales, number of theatres the movie was shown in, and the number of weeks the movie was in release are a few. The too 100 movies of 2016 are summarized in this report

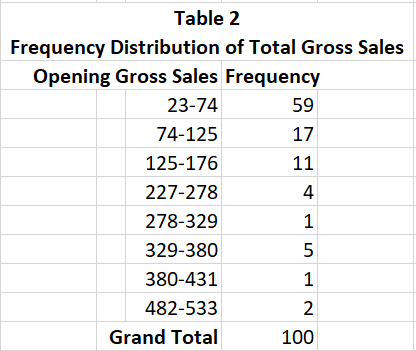
# Opening Gross Sales

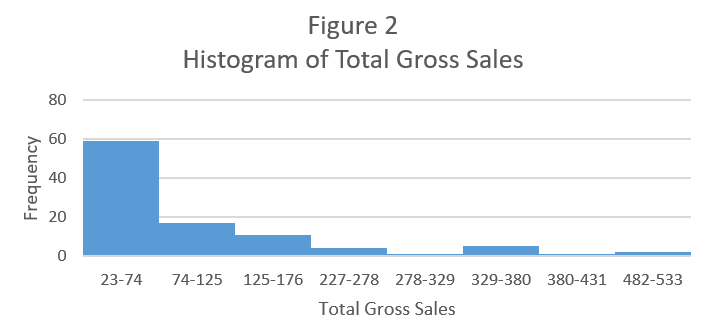
Table 1 presents a frequency distribution for opening gross sales. The majority of these 2016 movies (37%) gross up to 15 million in the opening weekend, followed by 33% grossing between 15 and 30 million. Eighty-three percent (83%) of movies gross up to 45 million on opening weekend. Figure 1 presents opening gross sales as a histogram.

# Total Gross Sales

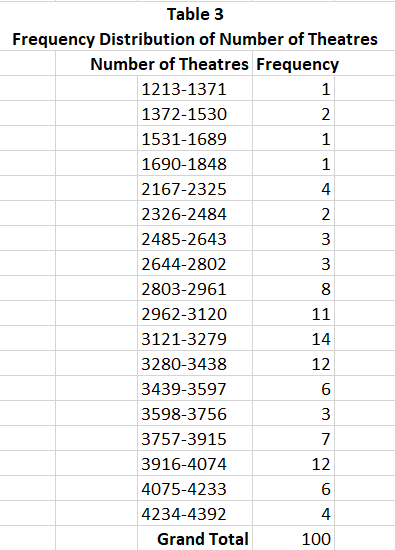
Table 2 presents a frequency distribution for total gross sales. The majority of these 2016 movies (59%) gross between 23 and 74 million dollars. Eighty-seven percent (87%) of movies indicate a total gross of 23 to 176 million dollars. Figure 2 presents total gross sales as a histogram.

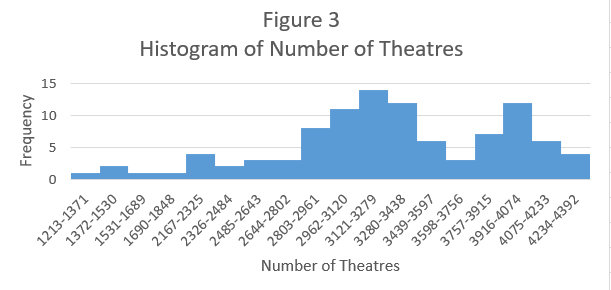




# Number of Theatres

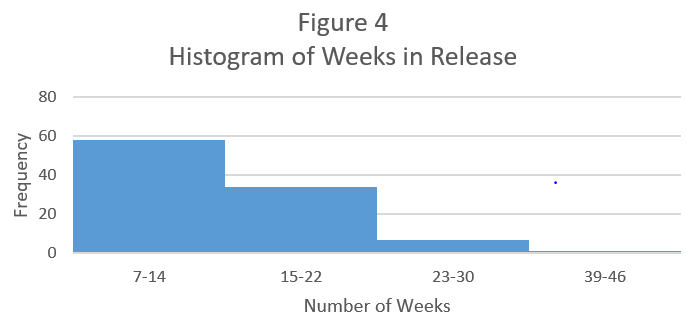
Table 3 presents a frequency distribution for the number of theatres the movie was released in. The majority of movies were released in between 3121 and 3279 theatres. Forty-five percent (45%) of movies were released in between 2803 and 3438 theatres. Twenty-five percent (25%) were released in between 3757 and 4233 theatres. Figure 3 shows a histogram of the number of theatres the movies were released in.

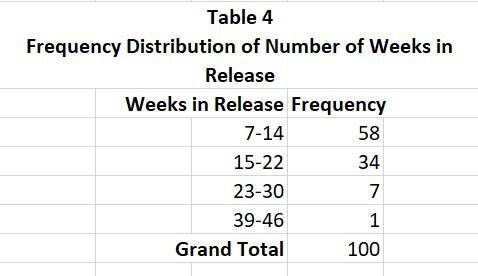




# Number of Weeks in Release

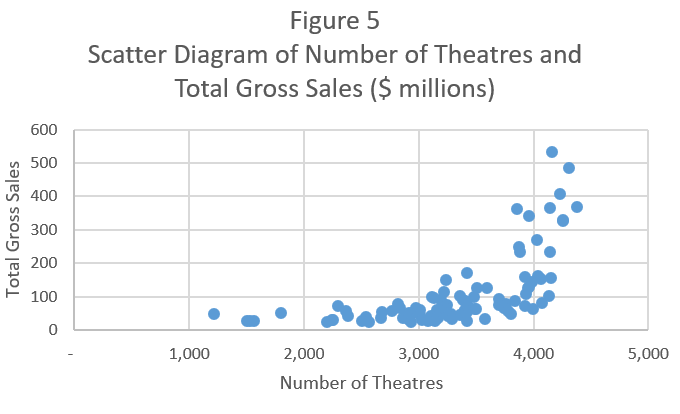
Table 4 presents a frequency distribution for the number of weeks in release for one hundred 2016 movies. The majority of movies were in release between 7 and 14 weeks. Ninety-two percent (92%) of movies were in release for up to 22 weeks. Figure 4 shows a histogram of the number of weeks in release.





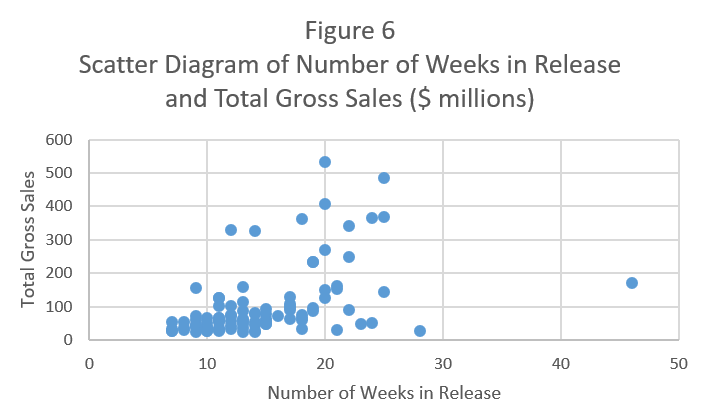
# Relationship Between Total Gross Sales and Number of Theatres

Figure 5 presents a scatter diagram of total gross sales and number of theatres. Movies shown in fewer than 3000 theatres gross less than 100 million dollars. When movies are shown in more than 3000 theatres, total gross sales increase beyond the 100 million dollars threshold. Twelve percent (12%) movies grossing more than 200 million dollars are in a more than 3800 theatres.



# Relationship Between Total Gross Sales and Number of Weeks in Release

Figure 6 presents a scatter diagram of total gross sales and number of weeks in release. The relationship appears to be predominantly positive, albeit not in a linear form. When weeks in release is approximately between 7 and 18 total gross sales average 100 million dollars. Only 13 movies gross between 20 and 30 million. *Rogue One: A Star Wars* movie grossed the largest amount and was only in release for 20 weeks.



This report presents results based on examination of key variables used to measure success in the movie industry. These variables include: opening gross sales, total gross sales, number of theatres movies were released in, and the number of weeks in release.