

3-D: The Future of Entertainment

- Nielsen & The Hollywood Reporter
- 3-D Market Overview
- 3-D in Asia
- Audience Interest
- Advantages and Challenges
- 3-D in Homes and on Other Platforms



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 - Providing the most complete understanding of how consumers get information, consume media and buy goods and services
- Above all else, Nielsen's ongoing commitment is to align its business with the clients' needs to ensure they have a competitive edge in an expanding global economy.
- The privately held company is active in more than 100 countries, with headquarters in New York, USA.

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- Connecting to millions through strategic partners – Reuters, Yahoo, IMDb



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Recognizing Growth in Asia

- Global film box office revenue increased by over 7% from 2004 to 2007.
- While the current market for Asia Pacific is smaller than North America and Europe, it has the highest growth potential.

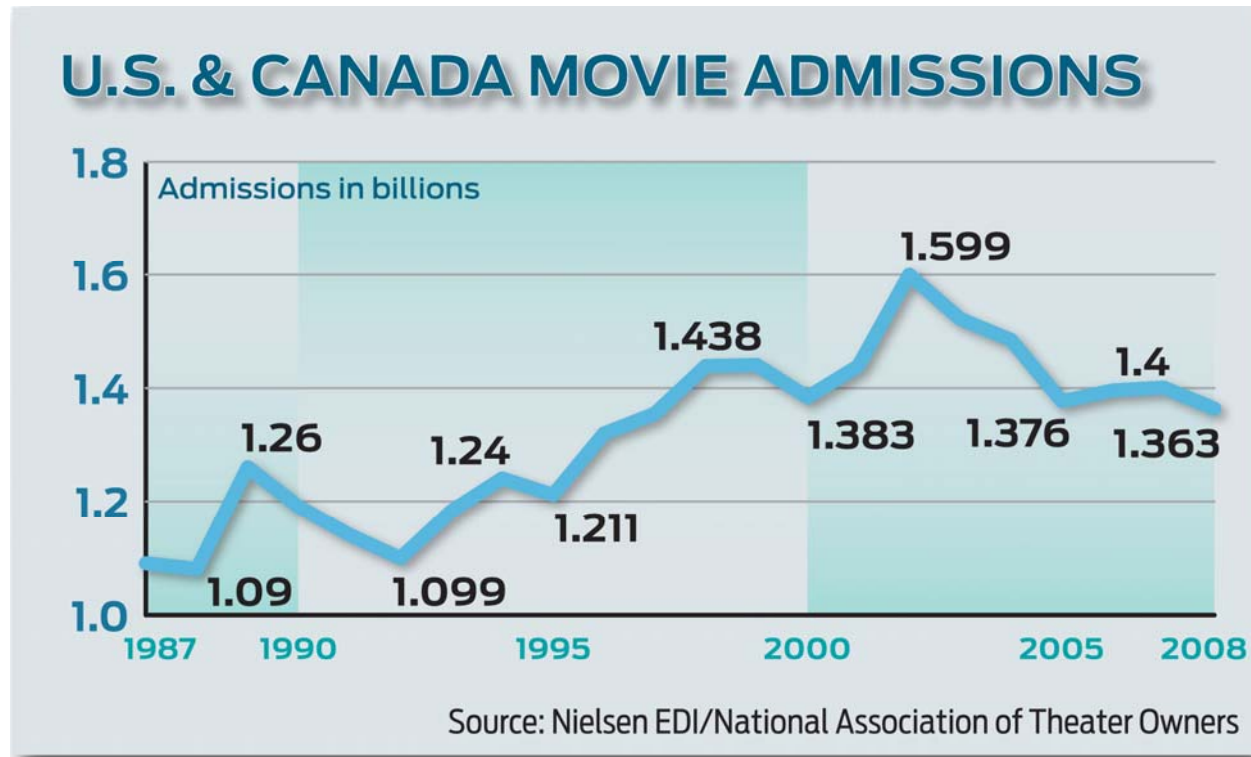
Global Box Office Gross (US\$ in billions)

	2004	2007	% Change
U.S./Canada	9.22	9.63	4.4%
Europe, Middle East and Africa	8.66	8.92	3.0%
Asia Pacific	5.90	6.92	17.3%
Latin America	1.09	1.25	14.7%
Total	24.87	26.72	7.4%

Source: MPA

North American Market Overview – Movie Attendance

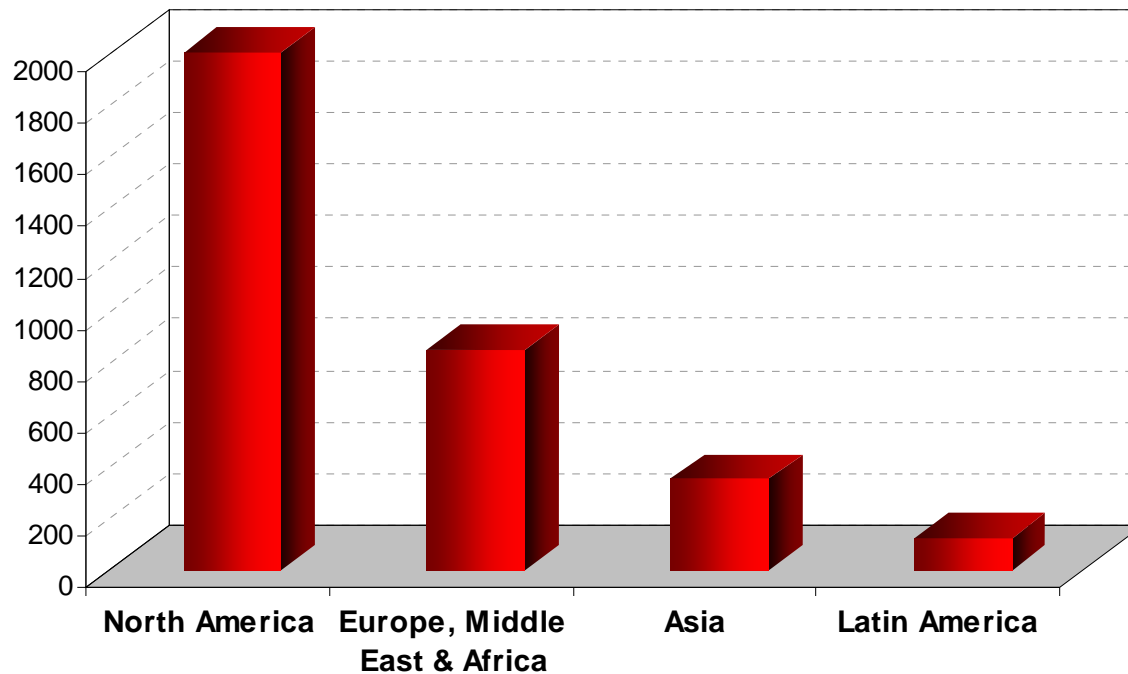
- US and Canada movie admissions reached the peak in 2002 and have shown little growth since then.



Global Overview of 3-D Ready Screens

- North America has the highest number of 3-D screens so far.
- Current economic conditions will largely dictate the rate of growth in the coming years.

3-D screens Worldwide (Estimates)



* THR Intelligence Estimation

U.S. and Canada 3-D Rollout

- Looking at the number of 3-D theaters where selected movies opened from 2005 to now, a growing trend is clearly visible – wider releases.

Film	Release date	3-D Theaters
Chicken Little (Disney)	11/04/2005	84
The Nightmare Before Christmas (Disney)*	10/20/2006	168
Beowulf (Paramount)	11/16/2007	800
Journey to the Center of the Earth (Warner)	7/11/2008	854
Bolt (Disney)	11/21/2008	982
Coraline (Focus)	2/6/2009	1,005
Jonas Brothers: The 3D Concert Experience (Disney)*	2/27/2009	1,271

* Released only in 3-D.

Box Office of Selected 3-D Titles – U.S./Canada

- “Hannah Montana” was the first digital 3-D only title to open No.1 in box office.
- Overall, 3-D box office outperformed 2-D where both were offered.

Film	Theaters on Opening Weekend	Box office (\$ in millions)
Pure 3-D Releases		
The Nightmare Before Christmas (2006, Disney)	168	8.7
The Nightmare Before Christmas (2007, Disney)	564	14.5
U2 3D (2008, National Geographic)	61	9.7
Hannah Montana/Miley Cyrus: Best of Both Worlds Concert Tour (2008, Disney)	683	65.3
Fly Me to the Moon (2008, Summit)*	452	13.1
Jonas Brothers: The 3D Concert Experience (2009, Disney)*	1,271	16.8
Mixed Releases		
Journey to the Center of the Earth (2008, Warner)*	2,811 2-D: 1957 3-D: 854	101.7 2-D: 34.6 3-D: 67.1

* As of 3/8/2009

Source: Nielsen EDI; THR industry sources

3-D Outperforms 2-D Worldwide

- 3-D per screen revenue surpassed 2-D consistently across selected international territories for “Journey to the Center of the Earth.”

*Journey to the Center of the Earth B.O. – 2-D Vs. 3-D**

Territories	Release Date	3-D Screens	3-D B.O. (\$ in millions)	Revenue Per 3-D Screen	2-D Screens	2-D B.O. (\$ in millions)	Revenue Per 2-D Screen
Australia	25-Sep-08	23	2.2	\$97,773	191	4.3	\$22,743
France	16-Jul-08	40	3.8	\$94,677	324	7.0	\$21,612
Hong Kong	14-Aug-08	10	3.0	\$296,824	23	1.5	\$67,319
Japan	25-Oct-08	51	7.2	\$141,949	45	0.9	\$18,945
Russia	11-Sep-08	67	4.3	\$64,468	298	4.0	\$13,268
Spain	5-Sep-08	23	3.1	\$135,142	272	6.7	\$24,535
U.K.	11-Jul-08	66	4.0	\$60,163	216	3.4	\$15,881

* As of 3/9/2009

Source: THR industry sources

More 3-D Titles in 2009 (U.S. & Canada)

- For 2009 alone, 14 3-D films are on the release schedule for North America, compared to only six in 2008.

Date	Film	Format
2009		
Jan. 16	My Bloody Valentine 3-D (LGF)	Live Action
Feb. 6	Coraline (Focus)	Stop Motion
Feb. 27	Jonas Brothers: The 3-D Concert Experience (Disney)	Live Action
Mar. 27	Monsters Vs. Aliens (DreamWorks)	Computer Animation
May 1	Battle for Terra (LGF)	Computer Animation
May 29	Up (Disney)	Computer Animation
July 3	Ice Age: Dawn of the Dinosaurs (Fox)	Computer Animation
July 24	G-Force (Disney)	Live Action/ Computer Animation
Aug. 14	Final Destination 4 (Warner)	Live Action
Sept. 18	Cloudy with a Chance of Meatballs (Sony)	Computer Animation
Oct. 2	Toy Story (Disney)	Remastered/ Computer Animation
Nov. 6	A Christmas Carol (Disney)	Motion Capture
Dec. 18	Avatar (Fox)	Live Action/Mo-Cap
TBA	The Nightmare Before Christmas (Disney)	Stop Motion/Converted from 2-D

3-D Films Getting Marquee Attention

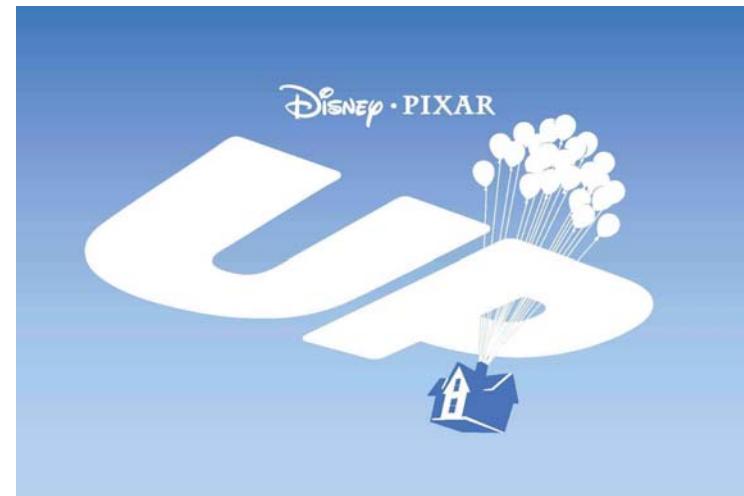
- **Hong Kong International Film Festival
First 3-D Asian Premier**

Monsters Vs. Aliens (DreamWorks)



- **Cannes Film Festival
Opening 3-D Film**

Up (Disney/Pixar)



3-D in Asia – Market Overview

- Despite the global economic downturn, equipment providers and distributors remain optimistic about the Asian 3-D market.
 - 100 3-D digital projection units were installed for Shanghai Film Group in 2008.
- Based on industry estimates, Mainland China and Hong Kong will likely lead the development of digital 3-D in Asia.

Estimated Numbers of Digital and 3-D Screens in Selected Asian Territories

Country/Region	Digital Screens		3-D Screens	
	2008	2009	2008	2009
Mainland China/Hong Kong	500	1,000	150	300
Japan	178	300	78	120
South Korea	180	280	40	100

Source: 3ality Digital

3-D Releases of “Journey” in Asia

- In Asia, “Journey to the Center of the Earth” demonstrated potential for future growth.

*Journey to the Center of the Earth 3-D Screens and Revenue in Asia**

Country/Region	Release Date	3-D Screens	3-D B.O.
Mainland China	29-Sep-08	101	\$9,368,364
Japan	25-Oct-08	51	\$7,239,384
South Korea	18-Dec-08	44	\$167,712
Hong Kong	14-Aug-08	10	\$2,968,240
Taiwan	18-Jul-08	5	\$219,664
Thailand	24-Jul-08	5	\$348,738
India	12-Sep-08	4	\$88,240
Malaysia	10-Jul-08	3	\$235,444
Indonesia	15-Nov-08	2	\$176,005
Philippines	10-Jul-08	1	\$113,306
Total	--	226	\$20,925,097

* As of 3/9/2009

3-D Activities and Plans in Asia

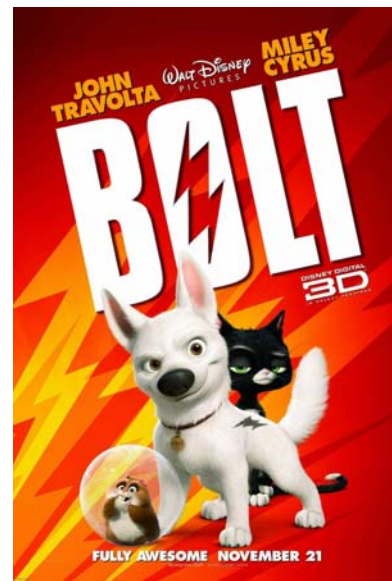
- Production companies throughout Asia have plans to bring more digital 3-D movies to the market.

Company	Country/Region	Activities/Plans
Beijing Film Institute and local partners	Mainland China	To produce the country's first digital 3-D feature film: "The Nightmare of Christmas Eve"
Imagi	Hong Kong	To release a 3-D animation in November 2010: "Gatchaman"
Komodo Films	Indonesia	To produce low-budget 3-D horror and sci-fi films: "Amphibious," "Necronauts," and "Cold Blooded"
Les Copaque Production	Malaysia	Released the country's first 3-D animated feature film: "Geng: Pengembaraan Bermula"
Madhouse, Inc.	Japan	To release its first 3-D CGI film in the middle of 2009: "Yona Yona Penguin"
Advanced Audiovisual Productions		To produce a 3-D sequel of the franchise: "Godzilla 3-D"

- Funding for 3-D productions is also available
 - Stereoscopic 3-D Film Development Fund in Singapore, offering local companies up to 80% of the incremental production budget capped at S\$ 350,000 (US \$226,474)

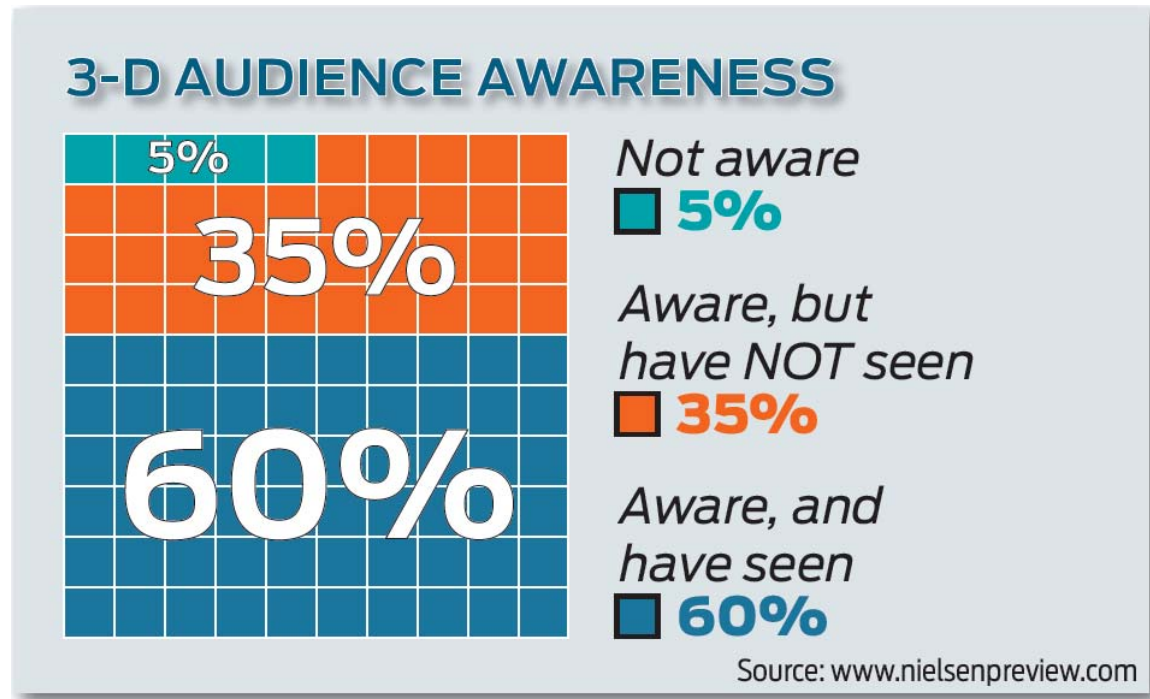
3-D in Asia – Prospects

Expect more 3-D in Asia.



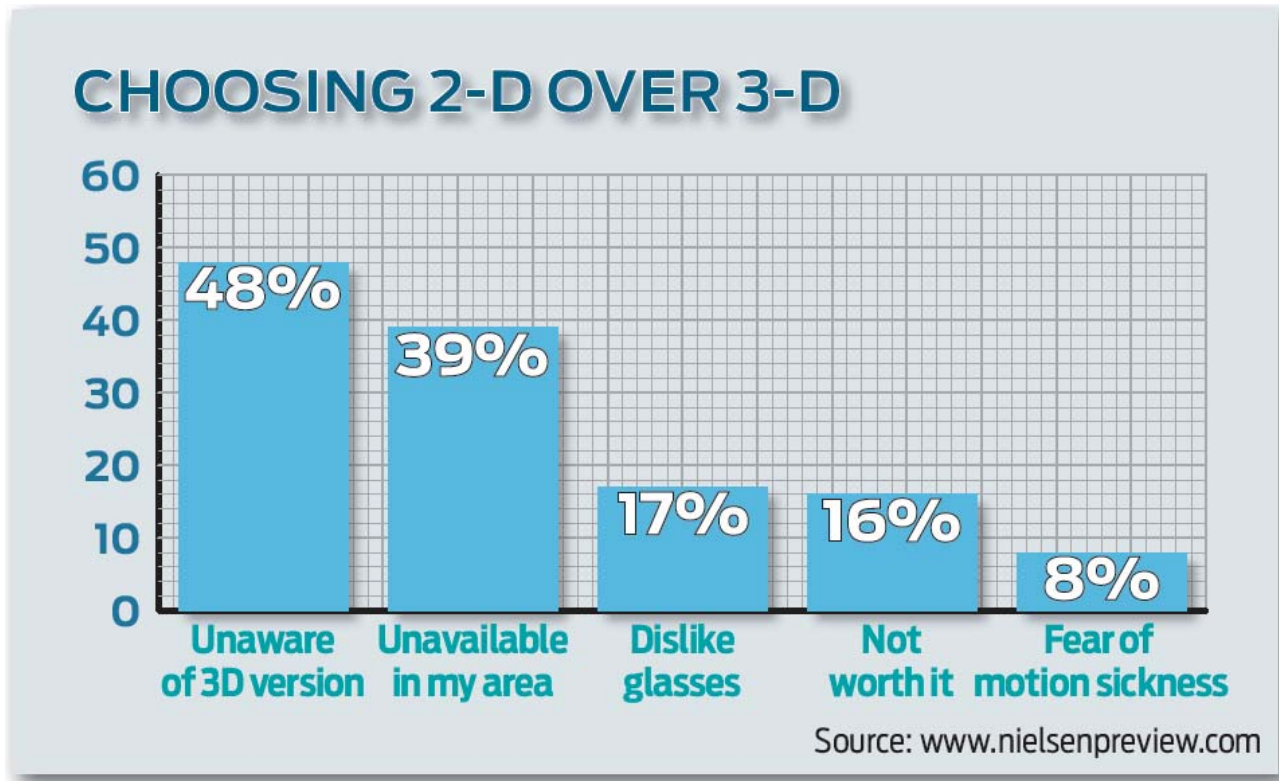
Market Overview – Audience Awareness is Key

- 3-D movies have a nearly universal awareness among U.S. moviegoers.
 - 95% of American moviegoers are aware of 3-D, and 60% have seen a 3-D movie.



Consumers' Reasons for **NOT** Choosing 3-D

- About half (48%) of the consumers were unaware their movie was shown in 3-D.
- Another four-in-ten (39%) did not think there was a 3-D theater in the neighborhood.
- The rest noted issues about not liking glasses, pricing or being fearful of motion sickness, suggesting that some consumer education is in need.



Deployment Plans – U.S.

Digital Cinema Implementation Partners (DCIP)

- A joint venture owned by AMC, Cinemark, USA and Regal that represents 14,000 screens in North America
- VPF deals with Disney, Paramount, Fox, Universal, Lionsgate and Sony

Cinedigm Digital Cinema (formerly Access IT)

- Phase I: Deployment of nearly 4,000 screens – completed
- Phase II: Up to 10,000 screens
- VPF deals with Disney, Paramount, Fox, Universal and Lionsgate

Sony

- 4K projection deployment plan
- VPF deals with Sony, Fox and Paramount



Deployment Plans – International

XDC

- Up to 8,000 screens
- VPF deals inked with Warner Bros., Fox, Paramount and Disney

Arts Alliance

- Up to 7,000 screens
- VPF deals with Fox, Paramount, Disney, Universal and Sony



GDC Technology

- Phase I: Up to 6,000 screens in Asia
- VPF deals with Fox, Paramount and Universal

Next Consumer Trends

- Companies such as Philips, Samsung and Mitsubishi have already introduced 3-D ready TV sets.
- Technology has been developed to enable 3-D on mobile devices.



- Society of Motion Picture and Television Engineers creating 3-D mastering standards for content viewed in the home
 - for all devices and delivery methods, including broadcast, cable, satellite, packaged media and the Internet, and played-out on televisions, computer screens and other tethered displays.

APPENDIX

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Page 21



Box Office of Selected 3-D Titles

Film	U.S./Canada	Foreign	Notes
Pure 3-D Releases			
The Nightmare Before Christmas (2006, Disney)	8.7	4.3	
The Nightmare Before Christmas (2007, Disney)	14.5	3.0	
U2 3D (2007, National Geographic)	9.7	8.9	
Hannah Montana/Miley Cyrus: Best of Both Worlds Concert Tour (2008, Disney)	65.3	5.5	
Fly Me to the Moon (2008, Summit)*	13.1	14.0	Still to release in Japan and Spain
Jonas Brothers: The 3-D Concert Experience (2009, Disney)*	16.8	0.5	Still to release internationally
2-D, 3-D and IMAX Releases			
Beowulf (2007, Paramount)	82.3	114.1 2-D: 84.9 3-D: 19.2 IMAX: 10.0	
Journey to the Center of the Earth (2008, Warner)*	101.7 2-D: 34.6 3-D: 67.1	128.2 2-D: 74.4 3-D: 53.8	Still to release in Austria and Germany

* As of 3/8/2009

Source: Nielsen EDI; THR Industry sources

Selected Int'l Box Office of "Journey to the Center of the Earth" I (as of 3/9/09)

Territories	Release Date	3-D screens	3-D B.O. (in US\$)	2-D Screens	2-D B.O. (in US\$)
Argentina	17-Jul-08	1	70,565	60	1,235,373
Australia	25-Sep-08	23	2,248,788	191	4,343,943
Brazil	11-Jul-08	9	2,028,833	216	4,515,789
Chile	7-Aug-08	2	446,776	46	1,333,209
China	29-Sep-08	101	9,368,364	0	0
Colombia	25-Jul-08	2	424,607	36	710,108
Czech Republic	4-Sep-08	0	0	20	103,779
France	16-Jul-08	40	3,787,079	324	7,002,126
Greece	25-Sep-08	10	851,391	31	652,643
Hong Kong	14-Aug-08	10	2,968,240	23	1,548,348
Hungary	4-Sep-08	3	227,304	21	162,306
India	12-Sep-08	4	88,240	115	121,009
Indonesia	15-Nov-08	2	176,005	20	270,725
Japan	25-Oct-08	51	7,239,384	45	852,543
Malaysia	10-Jul-08	3	235,444	62	760,961
Mexico	18-Jul-08	14	2,294,240	586	11,571,056
New Zealand	25-Sep-08	5	423,282	38	591,996

Selected Int'l Box Office of "Journey to the Center of the Earth" II (as of 3/9/09)

Territories	Release Date	3-D screens	3-D B.O. (in US\$)	2-D Screens	2-D B.O. (in US\$)
Panama/C.A	8-Aug-08	0	0	34	865,508
Peru	28-Aug-08	3	619,742	69	1,442,803
Phillipines	10-Jul-08	1	113,306	41	642,070
Portugal	28-Aug-08	20	830,100	18	687,090
Puerto Rico	10-Jul-08	0	0	29	866,496
Russia	11-Sep-08	67	4,319,369	298	3,953,731
Singapore	7-Aug-08	0	0	34	1,013,361
South Africa	18-Jul-08	6	279,743	50	444,108
South Korea	18-Dec-08	44	167,712	300	919,092
Spain	5-Sep-08	23	3,108,272	272	6,673,415
Taiwan	18-Jul-08	5	219,664	37	445,986
Thailand	24-Jul-08	5	348,738	105	708,045
Turkey	18-Jul-08	13	1,673,580	110	1,911,569
UAE/Lebanon	21-Aug-08	0	0	18	647,067
Ukraine	25-Sep-08	0	0	35	370,603
United Kingdom	11-Jul-08	66	3,970,745	216	3,430,198
Venezuela	26-Sep-08	0	0	32	1,283,739

3-D Titles – 2009 (U.S. & Canada)

Date	Film	Format
2009		
Jan. 16	My Bloody Valentine 3-D (LGF)	Live Action
Feb. 6	Coraline (Focus)	Stop Motion
Feb. 27	Jonas Brothers: The 3-D Concert Experience (Disney)	Live Action
Mar. 27	Monsters Vs. Aliens (DreamWorks)	Computer Animation
May 1	Battle for Terra (LGF)	Computer Animation
May 29	Up (Disney)	Computer Animation
July 3	Ice Age: Dawn of the Dinosaurs (Fox)	Computer Animation
July 24	G-Force (Disney)	Live Action/Computer Animation
Aug. 14	Final Destination 4 (Warner)	Live Action
Sept. 18	Cloudy with a Chance of Meatballs (Sony)	Computer Animation
Oct. 2	Toy Story (Disney)	Remastered/Computer Animation
Nov. 6	A Christmas Carol (Disney)	Motion Capture
Dec. 18	Avatar (Fox)	Live Action/Mo-Cap
TBA	The Nightmare Before Christmas (Disney)	Stop Motion/Converted from 2-D

Source: Nielsen EDI; THR industry sources

3-D Titles in Progress – 2010 and Beyond (U.S. & Canada)

Date	Film	Format
2010		
Feb. 12	Toy Story 2 (Disney)	Remastered/Computer Animation
Mar. 5	Alice in Wonderland (Disney)	Live Action/Mo-Cap
Mar. 19	Piranha (Dimension)	Live Action
Mar. 26	How to Train Your Dragon (DreamWorks)	Computer Animation
Apr. 16	Alpha and Omega (LGF)	Computer Animation
May 21	Shrek Goes Fourth (DreamWorks)	Computer Animation
July 18	Toy Story 3 (Disney)	Computer Animation
Fall	Master Mind (DreamWorks)	Computer Animation
Holiday	Rapunzel (Disney)	Computer Animation
2011		
June	Kung Fu Panda 2 (DreamWorks)	Computer Animation
Summer	Newt (Disney)	Computer Animation
Holiday	The Bear and the Bow (Disney)	Computer Animation
2012		
Summer	Cars 2 (Disney)	Computer Animation
Holiday	King of the Elves (Disney)	Computer Animation

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