

Untitled

Comparable Pictures ROI Report

prepared for

Producer

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CONFIDENTIAL

by



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(Comparable Pictures Reports/FilmProfit ROIs)

- provide more intelligence and make you smarter in all your negotiations
- come to you business plan ready
- provide crucial talking points for the Producer's pitch.

The Comparable Pictures Reports delve into the costs and incomes from all of the key global markets, **domestic** Box Office, Home Entertainment (DVD) and Ancillaries (including TV), along with **foreign** Box Office, Home Entertainment (DVD), and Ancillaries (including TV). It includes line item notes for each market item estimated.

We have developed proprietary approaches to divining the all-important and otherwise mysterious domestic ancillaries, overseas home video and overseas ancillaries. The data in our reports are not determined by "black box" formulas--every film is processed through one key analyst.

Check out our list of available films by going to www.filmprofit.com/samples/CompList.pdf.

All \$ figures shown are in millions US.

FilmProfit ROI Report		Red Violin, The	Puppet Master V	Rob Roy	Rudolph the Red-Nosed Reindeer	My Beautiful Laundrette
Domestic Release	Distributor	Lions Gate	Buena Vista	MGM	Legacy Rel.	Orion Classics
	Release Date	Jun-99	Oct-94	Apr-95	Nov-99	Mar-86
	Maximum Screens (whole number)	261	1482	1,885	102	36
	Opening Gross	\$0.12	\$4.07	\$4.00	\$0.08	\$2.10
Costs	Budget	\$10.00	\$13.00	\$25.00	\$5.00	\$0.65
	Prints & Ads	\$2.81	\$15.93	\$20.26	\$1.10	\$0.39
	Total Costs	\$12.81	\$28.93	\$45.26	\$6.10	\$1.04
Domestic Income	Box Office Gross	\$9.50	\$8.58	\$31.60	\$0.11	\$4.95
	Rentals	\$4.65	\$4.20	\$15.48	\$0.05	\$2.43
	Video Units (1000's)	205	152	290	2400	40
	DVD Units (1000's)	40	0	0	0	0
	Video Revenue	\$8.79	\$10.66	\$18.51	\$26.40	\$2.36
	Domestic Ancillaries	\$3.55	\$3.21	\$13.19	\$0.04	\$1.89
	Domestic ROI	86%	41%	68%	282%	418%
Foreign Income and Global ROI	Foreign Box Office	\$1.99	\$9.24	\$32.40	\$0.07	\$5.40
	Foreign Rentals	\$0.84	\$3.88	\$13.61	\$0.03	\$2.27
	Foreign Home Video	\$0.17	\$0.78	\$11.36	\$0.01	\$0.45
	Foreign Ancillaries	\$2.29	\$10.61	\$20.35	\$0.08	\$6.20
	Int'l Revenue	\$3.30	\$15.27	\$45.32	\$0.11	\$8.92
	Total Global Revenue	\$20.29	\$33.34	\$92.50	\$26.61	\$15.59
	Distribution Fees	\$7.10	\$11.67	\$32.38	\$9.31	\$5.46
	Income After Dist. Fees	\$13.19	\$21.67	\$60.13	\$17.30	\$10.14
	Library Value	\$0.99	\$1.63	\$3.01	\$1.30	\$0.76
	Global ROI	111%	81%	139%	305%	1051%

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Notes to Accompany FilmProfit® ROI Report		
Domestic Release	Distributor	
	Release Date	
	Maximum Screens	
	Opening Gross	
	11/22/05	* Films released after the date shown at the left are not considered to have found their way through all available delivery and reporting systems. Therefore, reports on films of this type are to be considered premature, while still indicative of the potential trends of performance. Commensurately, films released before 1990 can have gaps in reported performance figures.
Costs	Budget	An estimation of the film's negative costs, deduced through a process of vetting a number of published budget citations, and examining the film's producers, actors, director, and shooting style.
	Prints & Ads	An estimation of the film's prints and ads cost, based upon published citations in addition to consideration of the releasing format, number of screens, and the film's box office performance.
	Total Costs	Sum of the above.
Domestic Income	Box Office Gross	The estimated domestic box office gross of the film, based upon many box office citations.
	Rentals	Industry standard rule of thumb for estimating rentals is approx. 50% of box office. We use 49%.
	Video/DVD Units (1000's)	An estimation drawn from a number of reports on video performance, in addition to consideration of box office performance. Units includes wholesale, as well as revenue share units, where applicable. Since 2004, the scale has tipped to nearly 100% of home video units sold being DVDs.
	Video Revenue	** NOTE: Some films in this study may have only recently been released and begun to gather the first inklings of their home video performance.
	Dom. Ancillaries	A proprietary calculation that estimates all domestic markets other than box office and home video, including pay cable, video on demand, broadcast and syndication, basic cable, military and airlines, among others. The calculation is driven by box office performance.
	Domestic ROI	Domestic return on investment. All domestic distributor income (minus an across the board distribution fee of 35%), divided by total costs (production budget plus prints and ads). FilmProfit ROI is not intended to show actual or specific return on investment to the producers of any individual film, it is intended to illustrate the general classification of profitability of a film, or of a group of films.

Foreign Income and Global ROI	Foreign Box Office	Rentals are estimated based on an aggregate of reports from across the world.
	Foreign Rentals	FilmProfit uses an average 42% repatriation rate from foreign box office, after prints and ads expenses. Individual locales vary. China, as a rare example, averages 15% of box office repatriated to the distributor.
	Foreign Home Video	A proprietary calculation that estimates the performance of foreign home video. The calculation is driven by box office performance.
	Foreign Ancillaries	A proprietary calculation that estimates all foreign markets other than box office and home video, but primarily weighted to tv. It would include terrestrial, satellite and broadcast, among others. The calculation is driven by box office performance.
	Int'l Revenue	A proprietary calculation that estimates all foreign income markets, including box office, television, and home video. The calculation is based upon a factor of global markets, and driven by domestic box office gross and rentals.
	Total Global Revenue	All global income to the producer, including domestic rentals, domestic home video, domestic ancillaries, and international income.
	Distribution Fees	35%, an across the board figure, used to maintain parity across a diverse pool of films, rather than to illustrate actual distribution fees to any film.
	Income After Dist. Fees	All domestic income plus all international income, minus 35% Distribution Fees.
	Library Value	The residual value of a film after it has been distributed through all of the primary markets. This includes global re-licensing and sales to markets not previously online or available. The value is a factor of Income After Fees, determined through a proprietary calculation which estimates the factor based upon domestic box office gross. The formula is driven by published reports of library sales, but is conservatively derived.
	Global ROI	Global return on investment is arrived at by adding together Income After Dist. Fees and Library Value, and then dividing that result by the total costs (production budget plus prints and ads), thereby arriving at the ROI. FilmProfit ROI is not intended to show actual or specific return on investment to the producers of any individual film, it is intended to illustrate the general classification of profitability of a film, or of a group of films.

Territory	Open Season				
Argentina	\$0	NOTE: These Foreign Detail Reports are available with your Comparable Pictures ROI Reports for AN ADDITIONAL CHARGE and are intended for films with a much larger global footprint. Includes Box Office only. None of the performance figures shown for Open Season are actually Open Season figures. This is for illustration purposes only.			
Australia	\$3,361,615				
Austria	\$986,024				
Belgium	\$985,374				
Brazil	\$2,617,511				
Canada	\$0				
Chile	\$395,780				
Croatia	\$0				
Czech R.	\$209,462				
Denmark	\$294,053				
Finland	\$231,799				
France	\$9,424,211				
Germany	\$4,230,232				
Hong Kong	\$387,031				
Iceland	\$60,049				
Italy	\$2,846,887				
Japan	\$178,544				
Lithuania	\$427,256				
Mexico	\$5,226,864				
Netherlands	\$1,273,418				
New Zealand	\$685,698				
Norway	\$626,606				
Poland	\$2,803,399				
Portugal	\$287,094				
Romania	\$53,456				
Russia	\$4,646,139				
Serbia	\$41,318				
Singapore	\$507,484				
Slovakia	\$70,020				
South Africa	\$617,268				
South Korea	\$6,238,378				
Spain	\$3,746,058				
Sweden	\$534,546				
Switzerland	\$800,567				
Switzerland - German	\$324,657				
Switzerland - French	\$156,659				
Switzerland - Italian	\$17,910				
Turkey	\$752,249				
UAE	\$278,133				
UK	\$10,311,975				
Total	\$66,635,723				

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Notes to Accompany Detailed Foreign ROI Report

Foreign Detail	These Screenline territory reports may not accord with the FilmProfit® estimates of foreign box office performance in aggregate, as the FilmProfit analyst estimates are based on predictive estimates combined with the best known aggregate reports individually per film. These detailed reports, however, are the most complete territory and distributor reports currently known and relied on by FilmProfit.
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