

# HARRY POTTER AND THE ORDER OF THE MOTOROLOS

OR THE USE OF BUSINESS  
RADIO IN THE UK FILM  
INDUSTRY!



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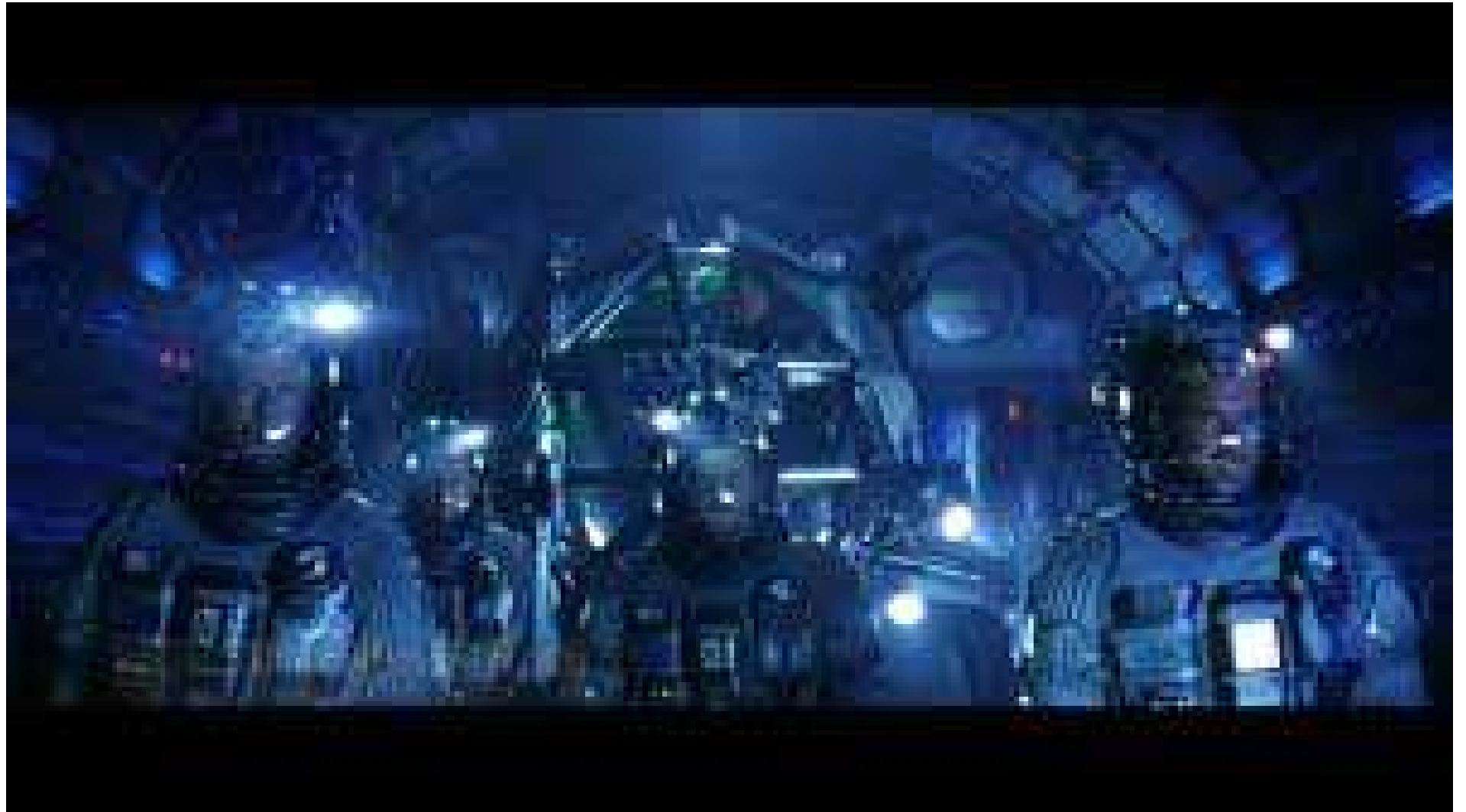








PA













## Warner Bros Harry Potter Lighting Special

Channel	Users	Mobile TX	PL/DPL	Mobile RX	PL/DPL
1	Models & Flight Shed				
2	AD's, Unit Nurse & Stunts				
3	Props				
4	Art Department				
5	Locations				
6	Construction				
7	Lighting 1				
8	Lighting 2				
9	Lighting 3				
10	Transport & Waffle Chit-Chat				
11	Costume & Video				
12	SFX				
13	Camera				
14	Grip & Standby Construction				
15	Spare				
16	Studio, Fire, Medical & Security				

## **Blackbeard Productions Ltd-Pirates Of The Caribbean 4 'Main Unit SFX'**

<b>Channel</b>	<b>Users</b>	<b>Mobile TX</b>	<b>PL/DPL</b>	<b>Mobile RX</b>	<b>PL/DPL</b>
<b>1</b>	<b>AD's</b>				
<b>2</b>	<b>AD's Spare</b>				
<b>3</b>	<b>Wire</b>				
<b>4</b>	<b>Locations</b>				
<b>5</b>	<b>SFX</b>				
<b>6</b>	<b>Electrical</b>				
<b>7</b>	<b>Stunts</b>				
<b>8</b>	<b>Horses &amp; Carriages</b>				
<b>9</b>	<b>Props &amp; Art</b>				
<b>10</b>	<b>Grips/St Bys</b>				
<b>11</b>	<b>Camera &amp; Video</b>				
<b>12</b>	<b>Costume</b>				
<b>13</b>	<b>VFX</b>				
<b>14</b>	<b>2<sup>nd</sup> Unit SFX</b>				
<b>15</b>	<b>2<sup>nd</sup> Unit Ch1</b>				
<b>16</b>	<b>Repeater</b>				

<b>Release Date</b>	<b>Production</b>	<b>Worldwide Gross</b>	<b>Budget</b>
16/11/2001	HP AND THE SORCERERS STONE	\$974,755,371	\$125,000,000
15/11/2002	HP AND THE CHAMBER OF SECRETS	\$878,979,634	\$100,000,000
4/6/2004	HP AND THE PRISONER OF ASKERBAN	\$796,688,549	\$130,000,000
18/11/2005	HP AND THE GOBLET OF FIRE	\$896,911,078	\$150,000,000
11/7/2007	HP AND THE ORDER OF THE PHOENIX	\$939,885,929	\$150,000,000
15/7/2009	HP AND THE HALF BLOOD PRINCE	\$934,416,487	\$250,000,000
19/11/2010	HP AND THE DEATHLY HALLOWS PT 1	\$955,417,476	\$125,000,000
15/7/2011	HP AND THE DEATHLY HALLOWS PT 2	\$1,327,601,821	\$125,000,000
	<b>Totals</b>	<b>\$7,704,656,345</b>	<b>\$1,155,000,000</b>

<b>Release Date</b>	<b>Production</b>	<b>UK Gross</b>
16/11/2001	HP AND THE SORCERERS STONE	£66,096,060
15/11/2002	HP AND THE CHAMBER OF SECRETS	£54,780,731
4/6/2004	HP AND THE PRISONER OF ASKERBAN	£45,615,949
18/11/2005	HP AND THE GOBLET OF FIRE	£48,328,854
11/7/2007	HP AND THE ORDER OF THE PHOENIX	£49,136,969
15/7/2009	HP AND THE HALF BLOOD PRINCE	£50,713,404
19/11/2010	HP AND THE DEATHLY HALLOWS PT 1	£52,233,694
15/7/2011	HP AND THE DEATHLY HALLOWS PT 2	£73,233,694
	<b>Totals</b>	<b>£440,139,355</b>

**NOT TO SCALE!!!!**



**OR IS IT??????**



## UK films global market share, 2002-2009

Year	UK film worldwide Gross (\$ billion)	Global theatrical market (\$ billion)	UK share (%)
2002	1.8	19.8	9.1
2003	1.4	20.1	6.9
2004	2.9	24.9	11.5
2005	3.6	23.1	15.5
2006	2.2	25.5	8.5
2007	3.3	26.3	12.5
2008	4.2	27.8	15.1
2009	2.0	29.9	6.7

Source: MPAA, Screen Digest, UK Film Council

## Top 10 UK films worldwide, 2009

<b>Title</b>	<b>Country of origin</b>	<b>Worldwide Gross (\$ million)</b>
1 Harry Potter and the Half-Blood Prince	UK/USA	934
2 Slumdog Millionaire	UK	327
3 Sherlock Holmes	UK/USA	191
4 Planet 51	UK/Spa	94
5 The Tale of Despereaux	UK/USA	67
6 Fantastic Mr Fox	UK/USA	43
7 The Boat that Rocked	UK/USA	36
8 Inkheart	UK/USA	35
9 Last Chance Harvey	UK/USA	28
10 The Young Victoria	UK/USA	20
Total top 10		1,775

Source: UK Film Council

## UK market share in selected international markets, 2009

UK films box office	(US\$ million unless otherwise stated)	UK share 2009 (%)
USA and Canada	704.6	6.6
Europe		
France	€13.5 million	6.7
Germany	€66 million	6.6
Spain	€51 million	7.2
Latin America		
Argentina	8.4	6.9
Brazil	35.0	6.1
Chile	6.7	8.5
Mexico	42.6	6.7
Australasia		
Australia	99.8	9.7
New Zealand	17.3	13.6

Source: UK Film Council analysis of Rentrak EDI data