



January 1, 2017

comScore Reports 2016 North American Movie Box Office Hits a New All-Time Record

2016 Box Office Hits \$11.4 Billion, A Two Percent Increase Over Last Year

RESTON, Va., Jan. 1, 2017 /PRNewswire/ -- comScore (NASDAQ: SCOR), the global standard for box office reporting, today announced the North American box office sets a new record with \$11.4 billion through Dec. 31, making 2016 the highest-earning year in movie history.



A wide assortment of movies on the blockbuster side of the ledger and an auspicious crop of smaller scale films brought enthusiastic patrons to movie theaters across the U.S. and Canada throughout the year, giving the industry its biggest overall revenue in North American box office history.

"Forgetful fish, super-heroes, household pets and space travelers led the charge in a year that was marked by an incredibly diverse selection of films from every genre and of every size and scope from all the studios," comScore's Senior Media Analyst Paul Dergarabedian said. "This sparked an extraordinary level of enthusiasm by patrons who flocked to North America's incredibly well-appointed movie theaters."

Below is a list of the top 10 highest-grossing films in 2016 at the North American box office through Dec. 31:

comScore - Top Grossing Movies of 2016 thru Saturday 12-31 (includes holdovers from 2015)				
Rank	Title	Distributor	Release Date	N. Am. Gross
1	Finding Dory	Disney	6/17/16	\$486,295,561
2	Rogue One: A Star Wars Story	Disney	12/16/16	\$408,200,000
3	Captain America: Civil War	Disney	5/6/16	\$408,084,349
4	Secret Life Of Pets, The	Universal	7/8/16	\$368,384,330
5	Jungle Book, The	Disney	4/15/16	\$364,001,123
6	Deadpool	20th Century Fox	2/12/16	\$363,070,709
7	Zootopia	Disney	3/4/16	\$341,268,248
8	Batman V Superman: Dawn Of Justice	Warner Bros.	3/25/16	\$330,360,194
9	Suicide Squad	Warner Bros.	8/5/16	\$325,100,054
10	Star Wars: The Force Awakens	Disney	12/18/15	\$284,694,956

About comScore Box Office Essentials®

comScore Box Office Essentials® is the movie industry's census-based currency, collecting, processing and reporting on how many people go to the movies and how much they spend in virtually every theater in North America. Every major studio, mini-major and prominent independent film distributor in the industry uses comScore's real-time and geographic-specific box office information that provides users with instant analysis of nearly the entire domestic box office landscape. Primarily collected through an electronic connection with thousands of theater box offices, comScore's box office intelligence is accessible via online reports from anywhere around the world, allowing users to literally watch the virtual minute-by-minute sale of tickets.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries,

comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscore-reports-2016-north-american-movie-box-office-hits-a-new-all-time-record-300384361.html>

SOURCE comScore

News Provided by Acquire Media