

The Entertainment Industry: A Billion Ideas in Search of an Audience



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Speakers

Chase Carey, Deputy Chairman, President and Chief Operating Officer, News Corp

Jon Feltheimer, CEO, Lionsgate

Speaker Mel Karmazin, CEO, Sirius XM Radio Inc.

Robert Kotick, President and CEO, Activision Blizzard

Moderator

Alan Schwartz, Executive Chairman, Guggenheim Partners

Video streaming

YouTube statistics



- **35 hours of video footage is uploaded to the site every minute.**
- **Over 13 million hours of footage was uploaded in 2010.**
- **More video is uploaded every 60 days than the three major U.S. television networks produced in 60 years.**
- **Each week, YouTube receives the equivalent of 115,000 full-length feature films in uploads.**
- **70% of YouTube traffic comes from outside the U.S.**
- **The base age demographic for YouTube is 18-54.**

Video streaming

YouTube statistics



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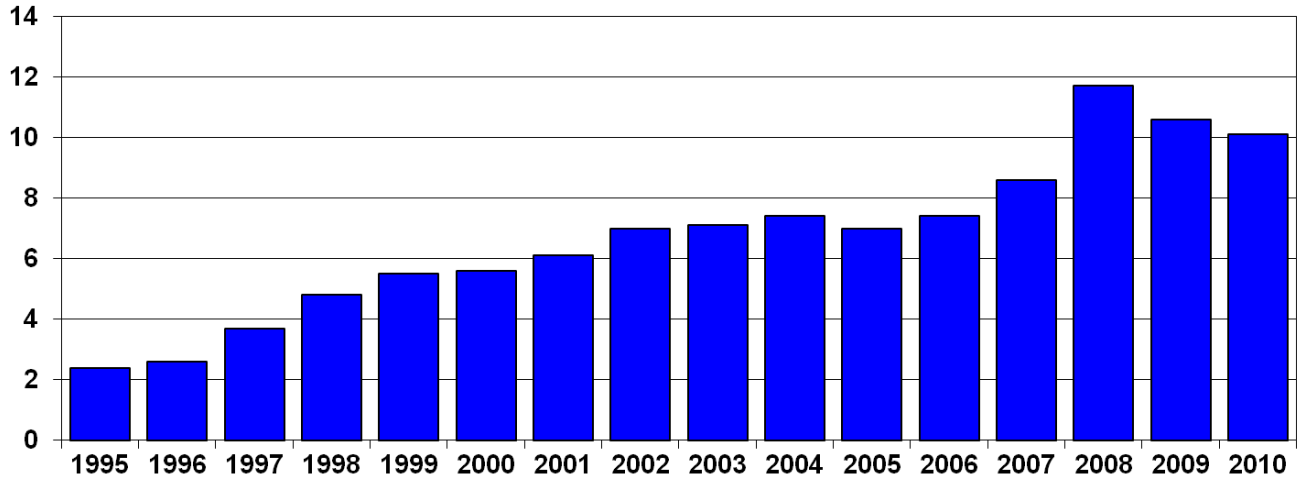
- **2 billion video views per week are monetized.**
- **Hundreds of partners are making six figures per year.**
- **Every auto-shared tweet results in six new YouTube.com browsing sessions.**
- **Every day, millions of clips are “favorited” and millions of subscriptions occur.**

Video game sales in the U.S.



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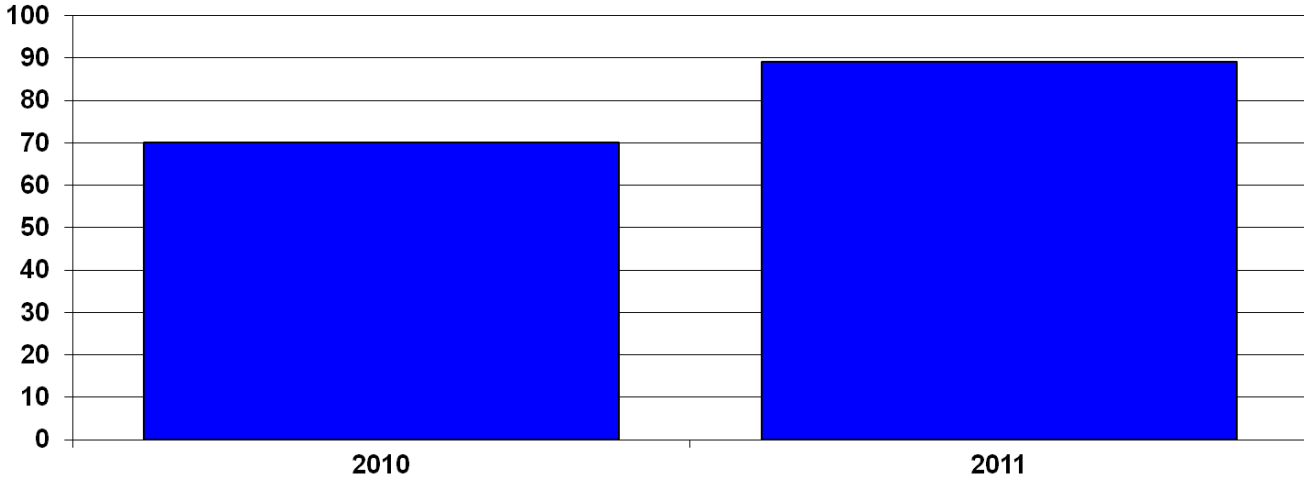
US\$ billions



Source: ReelSEO.com.

Online radio listeners in the U.S.

Millions



Source: stateofthemediamedia.org.

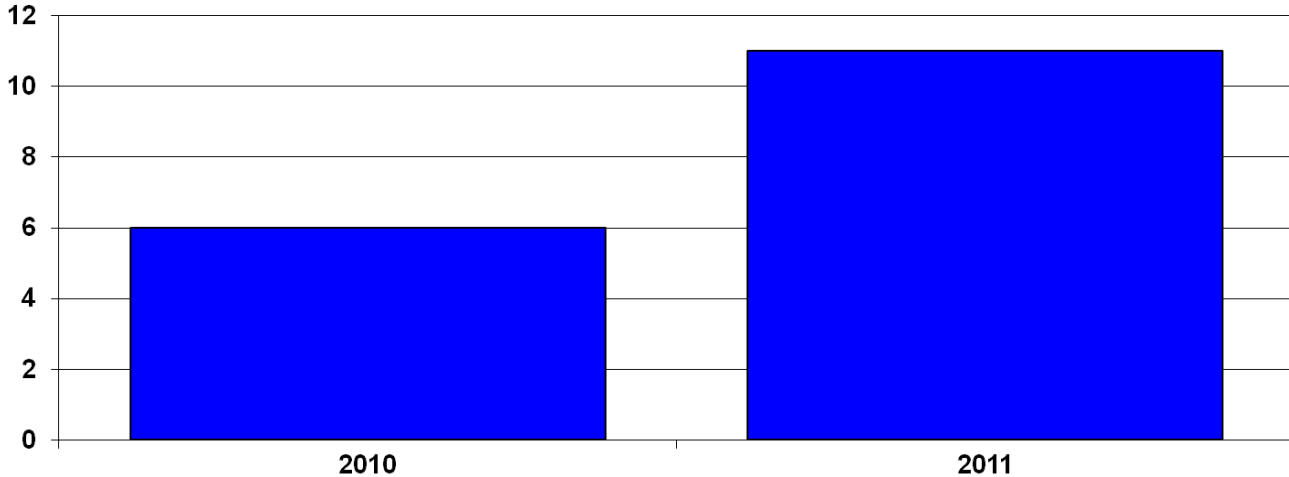
Note: Online radio includes: FM/AM radio online and internet music services such as Pandora.

Percentage of Americans listening to online radio using their cell-phone in their car



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Percent



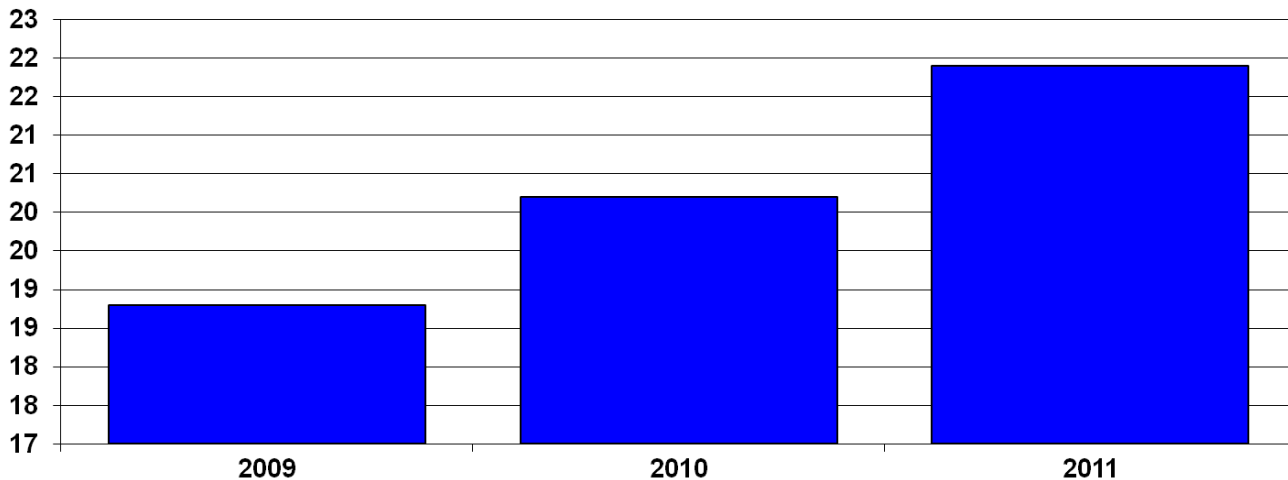
Source: stateofthemediamedia.org.

Note: Online radio includes: FM/AM radio online and internet music services such as Pandora.



Number of Sirius XM subscribers

Millions

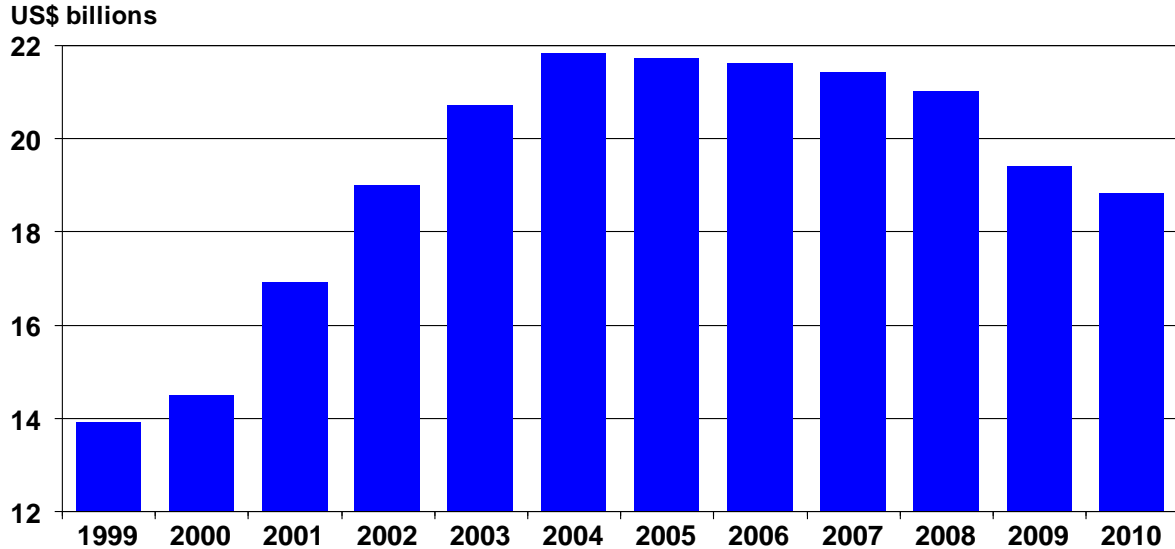


Home entertainment rental and sell-through spending

United States



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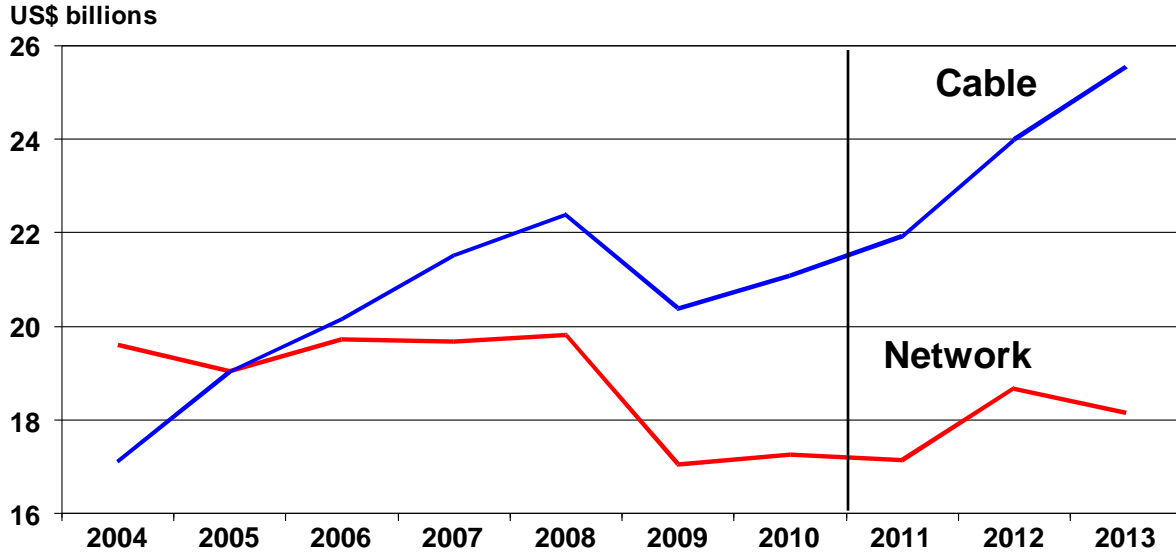
Source: Digital Entertainment Group.

Cable vs. network advertising market



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United States



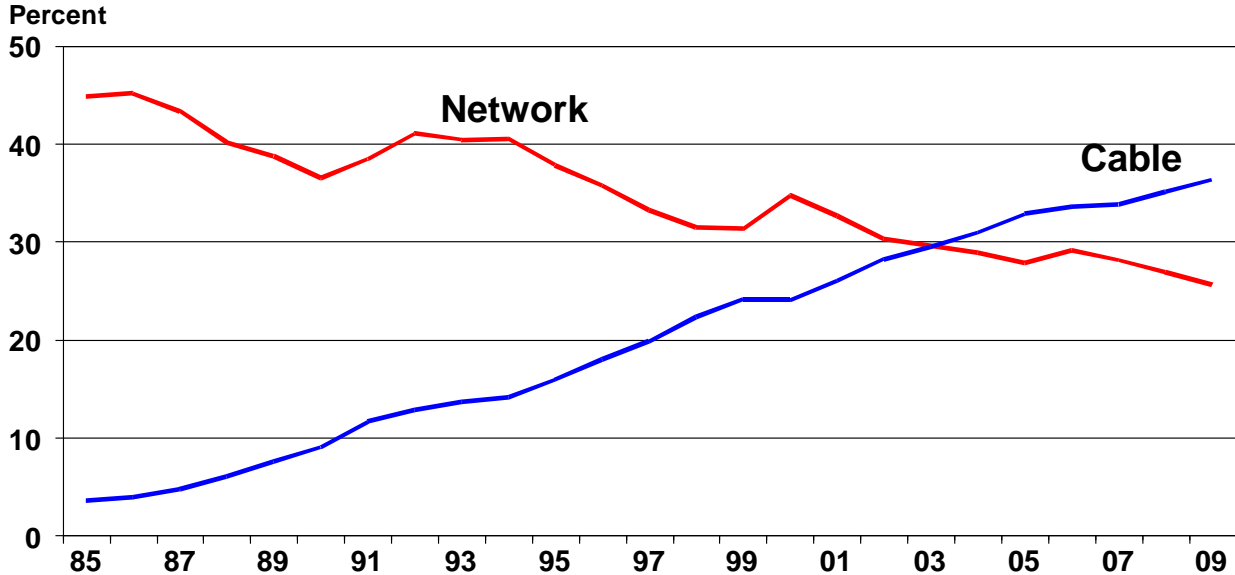
Sources: Canadian Radio-Television and Telecommunication Commission, PricewaterhouseCoopers LLP, Universal McCann, Wilkofsky.

Primetime TV slots

Percent of household viewership



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Sources: TV by the Numbers, The Nielsen Group.

Top-grossing films of all time

By U.S. revenue



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Rank	Title	Revenue US\$ millions	Release Date
1	Avatar	760.5	2009
2	Titanic	654.0	1997
3	The Dark Knight	533.3	2008
4	Star Wars: Episode I - The Phantom Menace	474.5	1999
5	Star Wars	461.0	1977
6	Shrek 2	441.2	2004
7	E.T.: The Extra-Terrestrial	435.1	1982
8	Pirates of the Caribbean: Dead Man's Chest	423.3	2006
9	The Lion King	422.8	1994
10	Toy Story 3	415.0	2010

Top-grossing films

Domestic, 2012



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Rank	Title	Revenue US\$ millions
1	The Hunger Games	359.2
2	Dr. Seuss' The Lorax	207.4
3	21 Jump Street	128.1
4	Safe House	125.6
5	The Vow	124.6
6	Journey 2: The Mysterious Island	101.3
7	Wrath of the Titans	77.9
8	Act of Valor	69.5
9	John Carter	69.0
10	Contraband	66.5

Source: Box Office Mojo.

Top-grossing films

Domestic, 2011



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Rank	Title	Revenue US\$ millions
1	Harry Potter and the Deathly	381.0
2	Transformers: Dark of the Moon	352.4
3	The Twilight Saga: Breaking Dawn Part 1	281.3
4	The Hangover Part II	254.5
5	Pirates of the Caribbean: On Stranger Tides	241.1
6	Fast Five	209.8
7	Mission: Impossible - Ghost Protocol	209.4
8	Cars 2	191.5
9	Sherlock Holmes: A Game of Shadows	186.8
10	Thor	181.0

Source: Box Office Mojo.

Top-grossing films

Worldwide, 2011



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Rank	Title	Revenue US\$ millions
1	Harry Potter and the Deathly	1,328.1
2	Transformers: Dark of the Moon	1,123.7
3	Pirates of the Caribbean: On Stranger Tides	1,043.9
4	The Twilight Saga: Breaking Dawn Part 1	705.1
5	Mission: Impossible - Ghost Protocol	693.1
6	Kung Fu Panda 2	665.7
7	Fast Five	626.1
8	The Hangover Part II	581.5
9	The Smurfs	563.7
10	Cars 2	559.9

Source: Box Office Mojo.