



THE SURROUND SOUND OF CINEMA:

Examining How Movies Permeate Culture

Part II – Places, Passion, Products & Purpose

☰ '18 REPORT

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Before We Dive Into The Report, It's Pop Quiz Time!

Do you think you can answer these questions correctly? Don't worry, all the information you need is provided in the previously released [Part I](#) and the following pages of Part II of this report series.

- 1) What % of people visit a dining venue before or after going to the movies?_____
- 2) How many people in the U.S. visit a movie-focused website or app each month?_____
- 3) How many film soundtracks have reached the top five on the Billboard 200 chart over the last five years?_____
- 4) What movie became the highest-grossing horror movie of all time in 2017?_____
- 5) In 2016, what baby name, inspired by a movie villain, saw the largest spike in popularity from the previous year?_____
- 6) By what percentage did tourism to Norway increase after the theatrical release of *Frozen*?_____
- 7) Between 2015-2016, how many U.S. states hosted a movie production shoot?_____
- 8) How much did someone pay at an auction in 2017 for Star Lord's "hero" helmet from *Guardians of the Galaxy*?_____
- 9) How many fan fiction stories based on movies are currently posted on fanfiction.net website?_____
- 10) To the closest billion, how much money did licensed goods based on movies and other entertainment properties generate in 2016 global retail sales?_____

The Surround Sound Of Cinema: Movies Are Ubiquitous

Movies are ubiquitous and thus they have the power to shape culture and influence society as a whole. Almost all adults go to a local cineplex at least once a year as cinema continues to outdraw other major entertainment options by a wide margin.

The popularity of movies can be seen throughout the cultural landscape; they are responsible for some of the most viral content online, they are a popular genre of music and they are the source material for many ultra-successful Broadway shows...even pet ownership is influenced by movies.

From popular franchises like *Despicable Me* to thought-provoking, award-winning films like *Hidden Figures*, 2017 saw films across genres achieve record-setting milestones while actors and characters drove many pop culture moments.

The impact of movies isn't just confined to the cineplex either, in addition to gathering around the TV in record numbers to watch movie-based award shows, they also spark people's interest in traveling to locations inspired by settings from their favorite films.

This passion also manifests into immersive experiences for many as they actively engage in fan communities, dress up as their favorite characters, design their own fan art, write their own fictional stories inspired by movies and even form their own theories about the future of their favorite franchises.

Cinema also has the power to create halo effects, positively affecting countless other industries such as restaurants, consumer products, theater & music, literature, tourism and related websites, just to name a few. Beyond commerce, films also serve a greater purpose as they influence science, social causes and public opinion while serving as an inspiration for people throughout society.

Keep reading to see how movies permeate culture and, in case you missed it, click [here](#) for our first report which examines cinema's presence, popularity, properties and people.

The Surround Sound Of Cinema: Permeating Culture With 8 “P’s”



In This Second Report Of Our Two-Part Series, We Focus On The Next Four “P’s”



In Summary, Cinema Delivers A Mass Audience Of The Most Passionate, Engaged, Rabid Fans Anywhere

Movie-goers travel to places they see in their favorite films...

Places

Popular movies can increase tourism 31%, on average, to a featured location

...They're so passionate that they create their own fan art...

Passion

"Fan-made" trailers can achieve millions of views online

...And they'll buy just about any merchandise that's created...

Products

Movie/entertainment based licensed merchandise generate \$118 billion in global retail sales annually

...But movies are also a positive influence that inspire people

Purposes

"The Hidden Figures Effect": inspiring young women to seek careers in science & technology



Places:
**From The Couch To
Kazakhstan**

At Home, Friends Gather With Each Other At House Parties To Watch Highly-Rated Movie Awards Shows On TV

The Oscars telecast ranks as the #1 most-watched, non-sports TV program delivering an average audience of almost 28 million people, while The Golden Globes is a top 5 program as well

OSCAR PARTY IDEAS: 7 WAYS TO THROW THE PERFECT PARTY!

9 Glam Essentials for a Golden Globes Viewing Party

3 Recipes That Bring Something New to Your Golden Globes Viewing Party Menu



10 Things You Need for a Golden Globes Watch Party

17 Easy Oscar 2017 Party Ideas That Will Ensure Your Viewing Party Wins Big

Outside The Home, People Love The Communal Aspect Of Outdoor Film Series And Find Them A Great Way To Cool Off During Summer

Bryant Park Film Fest
New York City



Millennium Park Summer Film Series
Chicago



Rooftop Cinema Club Series
Los Angeles, NYC Miami, San Diego



Almost Free Outdoor Cinema Series
Seattle



DC Outdoor Films Series
Washington, DC



Movies By Moonlight Series
Boston



Water Flicks Summer Film Series
Navy Pier, Chicago



Screenings Under The Stars Summer Movie Series
Philadelphia



Further Away, Film Festivals Attract Hundreds Of Thousands Of People Annually And Generate Millions For Local Economies

Sundance Film Festival Park City, Utah

Record 71K attendance for two-week event in 2017 generating \$152MM in economic impact for the state



South by Southwest Film Festival Austin, TX

70.6K attendance for nine day event in 2017 generating \$325MM* in economic impact for the state



Tribeca Film Festival New York, NY

153K attendance for 12-day event in 2017 generating \$70MM in economic impact for the city



Miami International Film Festival Miami, FL

Over 70K people attend the 10-day event which celebrated it's 34th year in 2017



Seattle International Film Festival Seattle, WA

Over 150K people attended the 25-day event celebrating it's 41st year in 2017 as one of America's largest film festivals



Chicago International Film Festival Chicago, IL

Over 60K people attended the two-week event which celebrated it's 53rd year in 2017, the longest running festival in U.S.



Telluride Film Festival Telluride, CO

Over 6.5K people attended the four-day event which celebrated it's 44th year in 2017



Austin Film Festival Austin, TX

Over 10K people attended the four-day event in 2017 generating \$8MM in economic impact for the state



THE SURROUND SOUND OF CINEMA: PART II

Notes: \$325MM in economic impact for the state from South by Southwest encompasses the Interactive, Film and Music festival.

Thousands Of Fans & Cosplayers Also Gather At Movie-Related Conventions To Learn All The Latest About Their Film Favorites



San Diego Comic-Con International
Estimated Annual Attendance: 167K
Inaugural Year: 1970



D23 Expo - The Ultimate Disney Fan Event
Estimated Biennial Attendance: 100K
Inaugural Year: 2009



New York Comic-Con International
Estimated Annual Attendance: 200K
Inaugural Year: 2006



Dragon Con
Estimated Average Attendance: 80K+
Inaugural Year: 1987



Star Wars Celebration
Estimated Average Attendance: 70K+
Inaugural Year: 1999



The Official Star Trek Convention
Estimated Average Attendance: 15K+
Inaugural Year: 1972

THE SURROUND SOUND OF CINEMA: PART II

Source: estimated annual attendance based on 2017 stats from each convention

After A Theatrical Release, Popular Movies Can Increase Global Tourism To A Film's Location Between 25% - 300%

- Based on an analysis of popular films with locations where people could travel to see the film's location, the average increase in tourism to the featured location was 31%
 - This spike can last between 3-4 years for the most popular movies
- Furthermore, about 40MM international tourists annually choose their destination primarily because they saw a film shot in that country

Frozen led to a 37% increase in tourism to Norway



New Zealand has seen a 50% increase in annual arrivals since *Lord of the Rings* was released in 2001



Harry Potter led to a 50%+ increase in tourism to all filming locations (200% in some places)



10x increase in visa applications to Kazakhstan after *Borat* was released



The city where the *Twilight* series takes place - Forks, WA - saw nearly 300K visitors...not bad for a city of 3,512



31% YOY increase in visits to Dupont State Recreational Forest, NC after *The Hunger Games* was released



THE SURROUND SOUND OF CINEMA: PART II

Source: Champion Traveler 2016, analysis of 100 popular films with locations where people could travel to see the film's location; Skift / Tourism Competitive Intelligence "The Ascendance of Movies & TV in Tourism Marketing."

Several Popular Global Franchises With Strong National Footprints Have Also Been Spawned By Movies

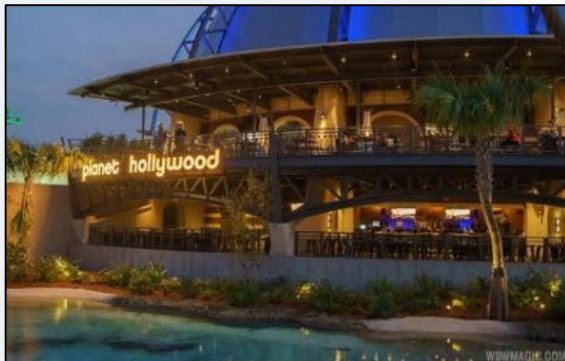
Nationwide Chains Inspired By Movies



Based on *Forrest Gump*, Bubba Gump Shrimp Co. has 43 worldwide locations, 28 of which are in U.S. cities such as NYC, Hollywood, Chicago and Miami



Coyote Ugly Saloon has 26 worldwide locations, 15 of which are in U.S. cities such as Austin, Daytona, Denver, Memphis, Tampa, San Diego and NYC



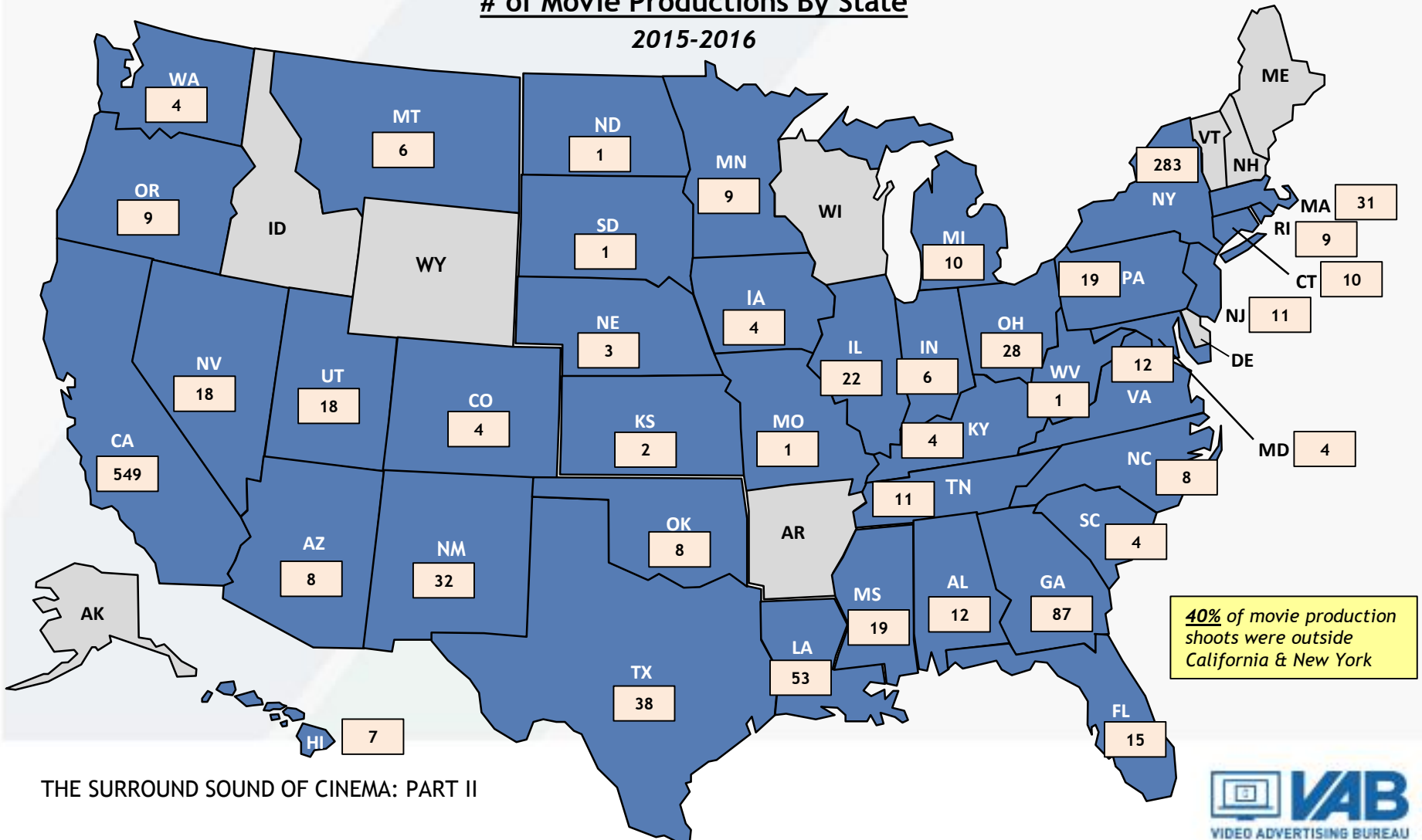
Planet Hollywood has 6 worldwide locations, 4 of which are in Orlando, Los Angeles, NYC and Las Vegas...



...Planet Hollywood also has a popular hotel & casino in the heart of the Las Vegas Strip

In The U.S., Movie Productions Were Shot In 41 States Between 2015 & 2016

of Movie Productions By State
2015-2016



THE SURROUND SOUND OF CINEMA: PART II

Source: The MPAA Theatrical Market Statistics Report 2016.

People Have Such Love For Movies That Many Cities Offer Tours Of The Locations Where Scenes Were Shot

Ted / The Departed / Good Will Hunting - Boston Movie Mile Walking Tour



The Dark Knight / Transformers 3 / Ferris Bueller's Day Off - Chicago Film Tour



Baby Driver / Ride Along / Rings - Best of Atlanta Film Tour



Spider-Man On Location Tour - New York, NY



Forrest Gump - Segway Movie Tour of Savannah, Georgia



San Andreas - San Francisco Movie Sights Tour



Jurassic Park - Kualoa Ranch Experience - Waikiki, Oahu



Additionally, Many “Real-Life” Restaurants In Movies Have Reached Iconic Status & Feature Long Waits Among Rabid Fans

Restaurants featured in movies are some of the most reviewed & photogenic places on Yelp

Serendipity 3

New York City
Serendipity (2001)



Yelp: 3,373 reviews / 3,166 pictures

Buddakan

New York City
Sex and the City (1998)



Yelp: 3,306 reviews / 3,219 pictures

Katz's Delicatessen

New York City
When Harry Met Sally (1989)



Yelp: 8,296 reviews / 7,523 pictures

Smith & Wollensky's

New York City
American Psycho (2000)



Yelp: 1,118 reviews / 923 pictures

Randy's Donuts

Inglewood, CA
Iron Man 2 (2010)



Yelp: 1,741 reviews / 1,966 pictures

The Thirsty Scholar Pub

Somerville, MA
The Social Network (2010)



Yelp: 195 reviews / 39 pictures

Bella Italia

Port Angeles, WA
Twilight (2008)



Yelp: 268 reviews / 130 pictures

21 Club

New York City
Wall Street (1987)



Yelp: 529 reviews / 637 pictures

THE SURROUND SOUND OF CINEMA: PART II

Source: Yelp.com as of 1/2/2018

In Los Angeles, A Popular Activity For Visitors Is To Tour The Movie Studios & “Visit” The Movie Stars’ Homes

In 2016, 47.3 million people visited Los Angeles with many taking movie-related tours while in the county. Furthermore, Los Angeles had more domestic overnight visitors than any other U.S. City.

Universal Studios Hollywood Tour



Warner Bros. Studio Tour Hollywood



Paramount Pictures Studio Tour - Los Angeles, CA



TMZ Hollywood Celebrity Hot Spot Tour in Los Angeles



Movie Stars’ Homes Tour - Los Angeles, CA



Hollywood - Behind The Scenes Walking Tour



THE SURROUND SOUND OF CINEMA: PART II

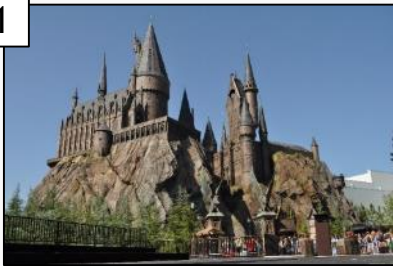
Source: Los Angeles Tourism & Convention Board; Los Angeles Tourism Statistics 2016, updated September 2017.

Millions Of Travelers & Thrill Seekers Alike Love The Experience Of Movie-Based Rides & Attractions At Theme Parks

According to *Trip Savvy*, 8 of the 12 (67%) best theme park rides are based on movies

Harry Potter & The Forbidden Journey

1



Islands of Adventure @ Universal Orlando
2016 Attendance: 9.36MM

The Amazing Adventures of Spider-Man

2



Islands of Adventure @ Universal Orlando
2016 Attendance: 9.36MM

Harry Potter and the Escape From Gringotts

3



Universal Studios Florida
2016 Attendance: 10.0MM

Indiana Jones Adventure

7



Disneyland (California)
2016 Attendance: 17.94MM

Radiator Springs Racers

8



Disney California Adventure @ Disneyland
2016 Attendance: 9.3MM

Revenge of the Mummy

9



Universal Studios Florida
2016 Attendance: 10.0MM

Star Tours: The Adventure Continues

10



Disney's Hollywood Studios @ Walt Disney World
2016 Attendance: 10.8MM

Transformers: The 3D Ride

11



Universal Studios Florida
2016 Attendance: 10.0MM

THE SURROUND SOUND OF CINEMA: PART II

Fans No Longer Want To Just Go On A Ride Though, They Want To Immerse Themselves In A Cinematic Universe As Well



Pandora - The World of Avatar
Animal Kingdom @ Walt Disney World
2016 Park Attendance: 10.8MM



The Wizarding World Of Harry Potter
Diagon Alley - Universal Studios Florida
Hogsmeade - Islands of Adventure
2016 Park Attendance: 9.36MM / 10.0MM



Cars Land
Disney California Adventure @
Disneyland
2016 Park Attendance: 9.3MM



Star Wars: Galaxy Edge
Coming in 2019

Disneyland Park (CA) & Disney's Hollywood Studios (FL)



Star Wars-inspired hotel
Coming Soon

Walt Disney World Resort (FL)



A photograph of a man and a woman sitting in a movie theater, smiling and looking towards the screen. They are holding a large bucket of popcorn. The image is overlaid with a blue and green geometric design on the left side.

Passion:
**Movies As A Total Immersive
Experience**

Nostalgia Has Made Movie Memorabilia Some Of The Most Expensive Current-Day Artifacts On The Market

In 2017, the annual Prop Store Movie Memorabilia auction raised an astonishing \$5.1MM, almost double the expected amount of \$2.7MM. Here's just some of what was bought:

Peter "Star Lord" Quills hero helmet from *Guardians of the Galaxy*
\$181,170



Marty McFly's Light-up 2015 Nike shoes from *Back to the Future II*
\$41,025



Peter Venkman's jumpsuit from *Ghostbusters*
\$57,435



The Joker costume from *Batman*
\$53,333



Jack Torrance's jacket in *The Shining*
\$98,461



Indiana Jones bullwhip from *Indiana Jones and the Last Crusade*
\$106,666



Jules Winnfield's "Bad Mother F***er" Wallet from *Pulp Fiction*
\$82,051



C-3PO's special effects head from *Empire Strikes Back*
\$98,461

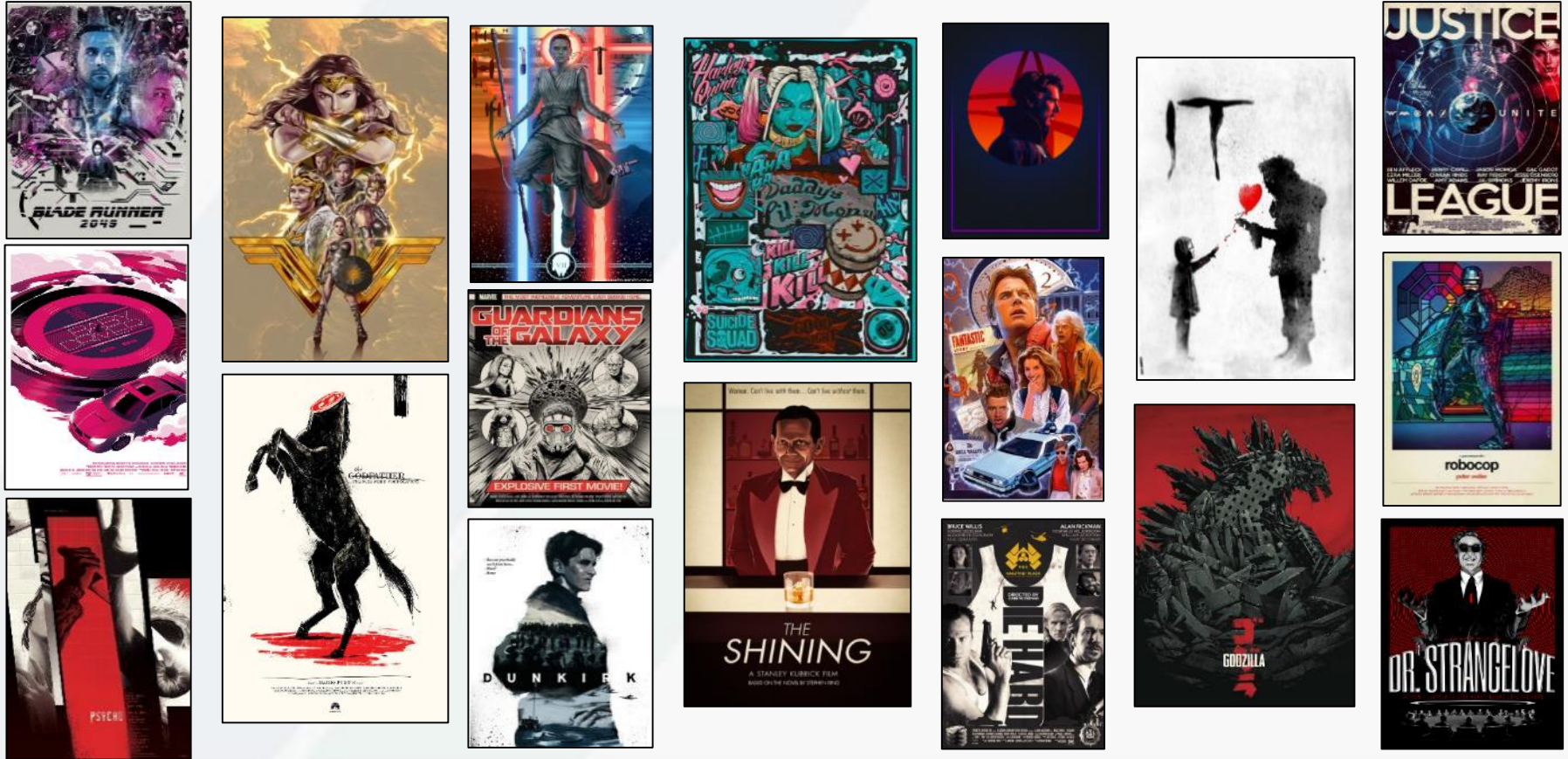


Pete 'Maverick' Mitchell's flight suit in *Top Gun*
\$61,538



Currently, Fan & Artist-Created Alternative Movie Posters Are In High Demand Among Film Lovers

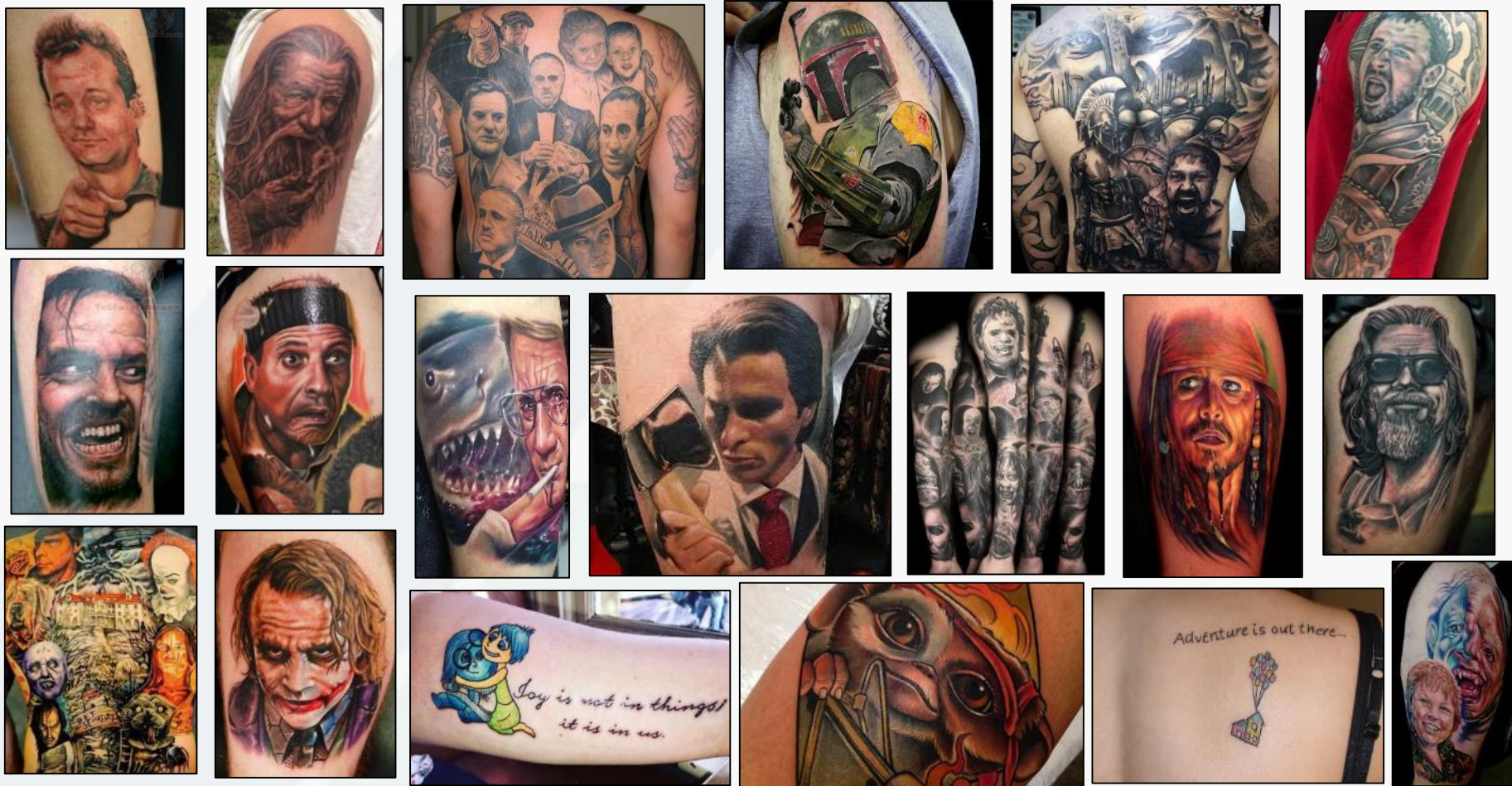
In fact, due to the “collector’s item” aspect of these unauthorized posters, some are even purchased at a much higher price than a movie’s official one-sheet



THE SURROUND SOUND OF CINEMA: PART II

Source: alternativemovieposters.com; Alternative Movie Posters: Film Art From the Underground by Matthew Chojnacki

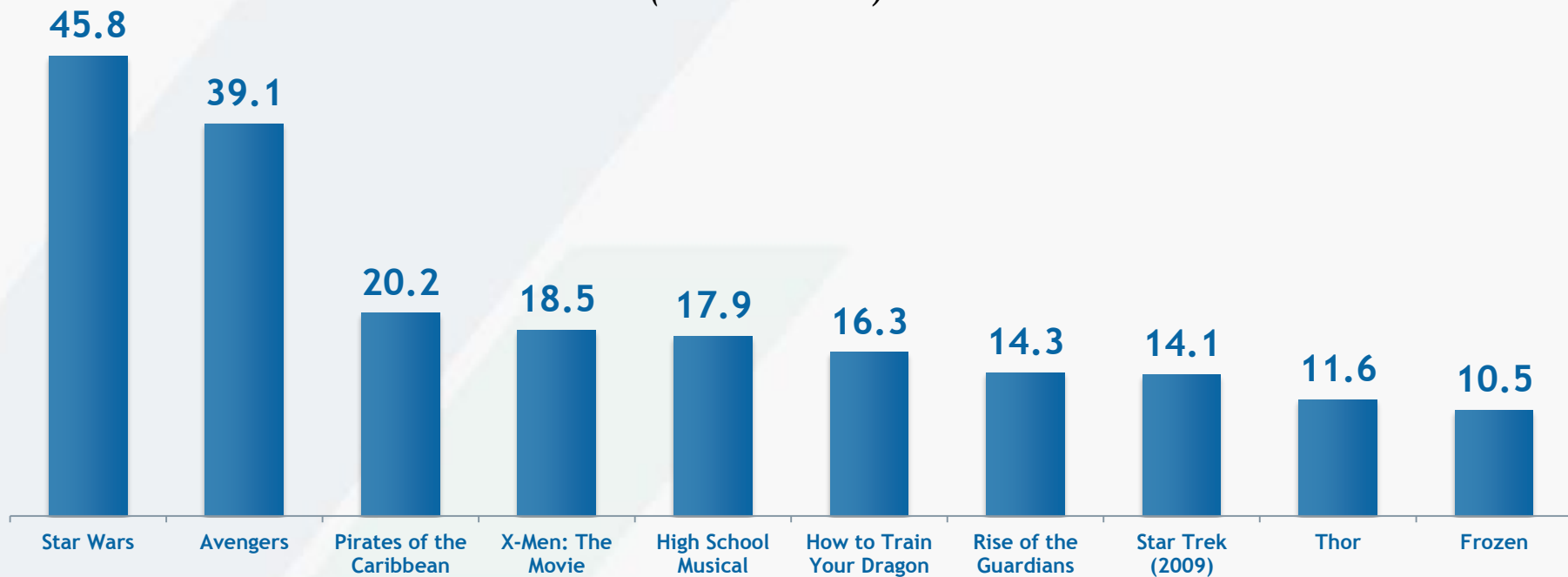
People Don't Just Create Fan Art Either, They Are Fan Art



Many Devoted Fans Also Show Their Passion By Writing Elaborate Movie-Based Fictional Stories Online

300K+ fan fiction stories based on over 2,000 movies are currently posted on the popular website, FanFiction.net

of Fan Fiction Stories Posted By Movie Property
(in thousands)



THE SURROUND SOUND OF CINEMA: PART II

Source: FanFiction.net as of 12/26/17, “movies” fanfiction category. List excludes *Harry Potter* (780K), *Twilight* (219K), *Lord of the Rings* (56.2K) & *Hunger Games* (45.5K) which are listed under the “Books” category of the website.

The Love Of Movies Is So Strong That Many People Post Their Own “Fan-Made” Trailers Online Which Receive Millions Of Views

Avengers: Infinity War
19.2 Million Views



Justice League
17.5 Million Views



Avengers: Infinity War
13.7 Million Views



Star Wars: The Force Awakens
12.6 Million Views



Thor: Ragnarok
10.2 Million Views



50 Shades of Grey
9.8 Million Views



Avengers: Age of Ultron
7.3 Million Views



Star Wars: Rogue One
5.8 Million Views



THE SURROUND SOUND OF CINEMA: PART II

Source: YouTube.com, as of 12/14/17

UGC-Video Parodies Inspired By Movies Are Also Popular Online With Many Garnering Hundreds Of Thousands Of Views

“If Georgie Was Smart - *IT* Parody”
3.3MM Views



“*Captain America’s* New
Theme Song (Parody)”
1.8MM Views



“*Ghostbusters* Parody”
802K Views



“*Get Out* Parody Trailer”
441K Views



“*Beauty and the Beast* Parody”
235K Views



“I Do My Own Stunts: *Logan*
Parody”
213K Views



“*Wonder Woman* reacts to
Justice League (Parody)”
154K Views



“*The Revenant*: Leo’s Lost
Outtakes (Parody)”
102K Views



THE SURROUND SOUND OF CINEMA: PART II

Source: YouTube.com, as of 12/16/17. UGC = user-generated content.

Beyond Fan-Made Trailers & Video Parodies, The Internet Also Loves To Repurpose Movie Content As Memes



On Any Given Weekend, Social Media Is Filled With People Commenting About The Latest Theatrical Movie Releases

A sample of tweets on Twitter on the release weekend of “The Last Jedi” in December 2017...

Finn Wolfhard @FinnSkata · Dec 16
The Last Jedi was so incredibly well done. So well shot and brought me back to watching empire for the first time!
1.2K 8.1K 70K

HIDEO_KOJIMA @HIDEO_KOJIMA_EN · 23h
Saw Star Wars The Last Jedi. I was so thrilled to see Adam Driver holding the sword in a backhand grip.

Danny Gonzalez @dannygonzalez · 7h
The Last Jedi was so good I want to watch it again already

Ralph Garman @RalphGarman · 2h
I thought THE LAST JEDI was fun. But, @HamillHimself's performance was spectacular. He earned applause several times in the screening I was at.

roo saw the last jedi @stereoroo · 34m
watching the celebration scene on endor at the end of rotj and realizing kylo was definitely conceived that very night

rian johnson shill @guapitx · 21h
THE LAST JEDI literally grabs the audience by the shoulders and tells them that their heroes are flawed and human and broken, that you have to give up idols in order to grow up, and that disappointment will follow you forever.

Amy Miller @Highlandqueen73 · 5h
So excited, just saw The Last Jedi...it was fantastic!!! #StarWarsTheLastJedi #TheLastJedi #starwars

John "The Last Toydarian" Shannon @JohnWShannon · 8h
There's a moment in #LastJedi when Rey stretches out her hand to use the Force. My daughter stood up and reach out her hand too and THAT is why I love STAR WARS.

Charles Soule @CharlesSoule · Dec 16
The Last Jedi was bold as all hell narratively, especially considering its place in pop culture, expectations, etc. Safe is easy. Bold is HARD. Enormous respect to everyone involved.

...but even on “Star Wars” weekend, people were talking about plenty of other movies too

Travis Bueno @MautDota · 3m
The Disaster Artist was absolutely fantastic. I was a big fan of The Room before I saw it but even if you aren't familiar with The Room it's a great movie.

Sarah Lane Burchett @sgl_burchett · 2m
Wow, Lady Bird struck a chord with me today. What a wonderful movie.

Austin @AustinDGilbert · 3h
The snowball scene in daddy's home 2 had me rollin

Leopold Fitz killed Ashley @Ritzdaisies · 28s
I know I'm a couple weeks late to the party but #Coco is the saddest movie I've ever seen. I'm still crying

courtneyahn @koreature · 1m
Coco is my all time favorite movie. wow.

Aeric @NykAnson · 3m
Damn that Coco movie high key made me cry

meeks @micapflug13 · 3m
I'm just saying, but COCO is the best Disney movie to date.

Marisol @maris0Lj · 8m
Coco is such an amazing movie

katie @katie_muczynski · 13m
The disaster artist is a MUST see. Laughing through the whole thing!

Sarah O'Brecht @sarahobrecht · 7m
@LadyBirdMovie was everything. I can't wait to hug and kiss my mom this weekend.

dyl sum @Dylansummerall · Dec 15
the disaster artist is seriously one of the best movies i've seen in a while .. there wasn't one moment i didn't like, i strongly recommend watching it

PB @ptownnn · 5m
Watching lady bird with your mom is an EXPERIENCE. We cried so much and laughed even more. Go see it!!

Cecelia Swanson @catladycece · 17m
@DisasterArtist was amazing. Everyone must see it

Seth Hollabaugh @SethHollabaugh · 1h
Murder on the Orient Express was one of the most unique movies I've seen. Highly approve

Gustavo Almadovar @ochesson1 · 4h
Daddy's home 2 is really good

People Consume Content In Many Other Media To Learn More About The Expanded Universes Of The Cinematic Worlds They Love

Novels, comic books, video games, websites, short films, theatrical productions and TV series

Star Wars



Marvel



Avatar



Virtual Reality & Augmented Reality Are Now Taking Engagement To The Next Level With Personal Immersion Into Cinematic Worlds

The Last Jedi & Google Pixel Smartphones

Google launches Star Wars augmented reality stickers for the Pixel and Pixel 2 **THE VERGE**



These AR stickers are 3D creatures that appear inside Pixel owners' photos and videos taken on the camera app. Users can pose with stormtroopers, R2-D2, BB-8 & Porgs.

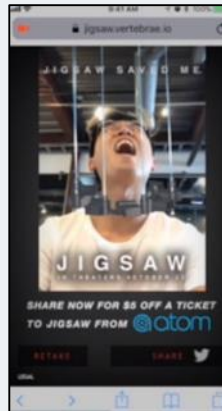
IT: Float - A Cinematic VR Experience



A 4 ½ minute 360-degree video optimized for VR headsets that immerse viewers in the world of IT where they drift through the town and its sewers, as they are taunted by Pennywise the Clown.

Jigsaw & The Mobile Web

'JIGSAW' AUGMENTED REALITY ADS HIT THE MOBILE WEB **AdAge**



Jigsaw created an animated selfie filter that's much like a Snapchat lens to be distributed across their mobile web ad campaign. The display ads request access to people's cameras to take a selfie with the animated filter and also offered a ticket discount for sharing the image on Twitter.

Blade Runner 2049: Memory Lab



25-minute Oculus Rift VR experience where the user plays the role of a silent replicant whose job is to function as a Blade Runner.

Angry Birds Action! & "BirdCodes"

Rovio to distribute a billion Angry Birds augmented reality 'BirdCodes' in huge marketing campaign **V8**



As part of their augmented reality campaign, Angry Birds released 1 billion "birdcodes" on cards, stickers & consumer products. These can be scanned by the Angry Birds Action! Game to unlock exclusive power-ups, AR mini-games & 'photo-features' to pose with characters

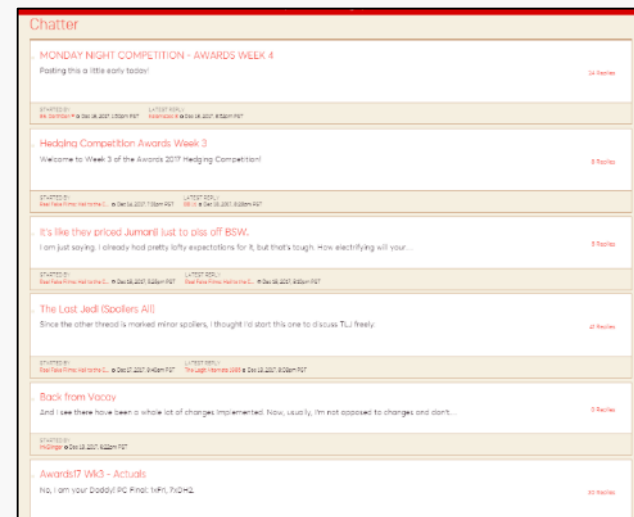
Star Wars: Secrets of the Empire Hyper-Reality Experience



A VR experience located at Disney Springs where users will go undercover as stormtroopers to capture Imperial intelligence vital to the budding rebellion's survival.

Much Like They've Been Able To Do With Sports, People Can Now Apply Their Competitive Spirit To Their Favorite Passion

- *Fantasy Movie League* is an online fantasy sports-style weekend movie box office game where players are given virtual currency called FML Bux each week to fill a theater with eight movies of their choice
- The goal is to try to make the most money each week by picking the perfect combination of movies while remaining under the \$1,000 FML bux cap
- The FML game year is broken down into 52 weekly competitions with prizes awarded to the player with the highest total box office each week. Players can also enter:
 - 4-5 week contests featured within the Monthly Matchup league
 - Three-month long contests featured within the Season Showdown leagues: Spring, Summer, Fall, Awards (Winter)
- Many players also set up private leagues to compete against family and friends while engaging in chat rooms and social media groups to discuss their picks





Products:
From Babies To Boomers

Licensed Items From Movie Properties Drive A Substantial Share Of The Multi-Billion Dollar Consumer Products Industry

Licensed goods based on movies and other entertainment properties generated \$118 billion in global retail sales in 2016, up 5% from the prior year



CNN Money
Let it go? No way! Hasbro soars thanks to Frozen

MarketWatch
'Star Wars' toys were tops in 2016 with \$760 million in sales, says NPD

Money
Disney Princess Dolls Are Raising Profits for Hasbro

Bloomberg
You Can't Escape The Movie Toys This Year
Almost a third of action figures, race cars, and spaceships are tied to Hollywood. But with 25 movies shilling fun stuff, 2017 will be unprecedented.

NEWS@RAMA
DC SUPER HERO GIRLS Expected To Earn \$1 BILLION For Warner Bros.

DEADLINE HOLLYWOOD
'Star Wars' & Films Drove 4.4% Licensed Merchandise Sales Bump In 2016



20% Of The Top Holiday Toys For 2017 Were Based On Popular Movies & Characters

Lego Batman Movie - The Batwing 70916 Building Kit



Sphero R2-D2 App-Enabled Droid Action Figure



Lego Ninjago Movie - Destiny's Bounty 70618



Lego Ninjago Movie - Green Ninja Mech Dragon 70612



Cars 3- Power Wheels Lightning McQueen



Tsum Tsum Disney Countdown to Christmas Advent Calendar Playset



Star Wars - Droid Inventor Kit



Moana- Girls Adventure Outfit



Polar Express- Ready To Play Train



Disney Princess Dress Up Trunk



Lego Batman Movie- The Batmobile 70905 Building Kit



My Little Pony: The Movie- Seashell Lagoon Playset



Anki Overdrive: Fast & Furious Edition



Transformers- Deluxe Class Optimus Prime Autobot Legacy 2-Pack



Justice League Ultimate Batmobile RC Vehicle & Figure



Ravensburger Disney Castle 3D Puzzle



Star Wars Forces of Destiny: Rey of Jakku Adventure Figure



LEGO Star Wars VIII BB-8 75187 Building Kit



Children's 2 in 1 Flip Open Foam Sofa, Disney Minnie's Bow-tique



Thomas & Friends Super Station Playset



THE SURROUND SOUND OF CINEMA: PART II

Source: Amazon.com, Holiday Toy List, Top 100 favorite toys based on December 5th, 2017.

It's Not Just Toys Either, Many Sophisticated "Adult" Brands Create Movie-Branded Product Lines To Drive Sales

Beauty and the Beast Example of Brand Tie-Ins

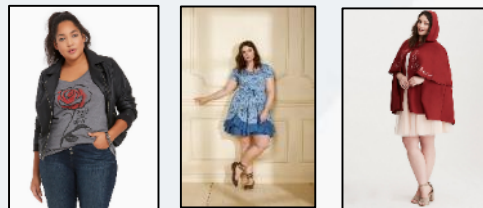
US
 This 'Beauty and the Beast' Makeup Collection Is Amazing — Find Out How to Get It!



InStyle
 New Balance's *Beauty and the Beast* Running Shoes Are Magical



I tried Torrid's 'Beauty and the Beast' dresses and felt like an actual princess



COSMOPOLITAN
 Juicy Couture Just Dropped a *Beauty and the Beast* Collection



InStyle
 Swarovski's *Beauty and the Beast* Collection Brings the Fairytale to Your Jewelry Box



MORGAN TAYLOR THE BEAUTY AND THE BEAST 2017 COLLECTION



FOOD&WINE
 Le Creuset Is Releasing More 'Beauty and the Beast' Cookware



Disney, HSN collaborate on 'Beauty and the Beast' collection



POPSUGAR.
 This Crystal-Encrusted Beauty and the Beast Clutch Costs More Than Your Rent



Uniqlo, Disney release 'Beauty and the Beast' clothing collection



Entertainment
 Hot Topic unveils *Beauty and the Beast* fashion collection



VOGUE FASHION BEAUTY CULTURE LIVING RUNWAY VIDEO PROJECT

A First Look at Christopher Kane's Collaboration With Disney for *Beauty and the Beast*



Furthermore, Brands Partner With Movies Through Placements & Co-Branded TV Ads For The Cultural Cachet

The Fast and the Furious Franchise & Dodge



James Bond Franchise & Heineken



Teenage Mutant Ninja Turtles & Pizza Hut



Spider-Man: Homecoming & Audi



Justice League & Mercedes-Benz



Man of Steel & Sears



THE SURROUND SOUND OF CINEMA: PART II

Note: under each heading, the photo on the left reflects a still shot from the movie, the photo on the right reflects still shot from the brand's TV ad.

Even When Brands Don't Have A Direct Product Integration Many Desire The Cultural Halo Effect That Movies Can Offer

Examples of Recent Brand TV Ads Featuring A Movie Tie-In

Nissan & *The Last Jedi*



Dairy Queen & *Guardians Of The Galaxy Vol. 2*



23andMe & *Despicable Me*



Subway & *Cars 3*



Kellogg's & *Finding Dory*



Progressive & *Ghostbusters*





Purpose:
**How Cinema Influences &
Inspires**

The Influence Of Cinema Is Studied From Both A Cultural & Scientific Standpoint At Many Major Universities



Breaking the Rules: An Intellectual Discussion of *Fight Club*



What if Harry Potter is Real?



Queen Bees, Wannabes and *Mean Girls*



Physics in Film - *Star Wars* and Beyond



The Physics of *Star Trek*



The Road Movie



Science from Superheroes to Global Warming



American Superheroes: Power, Politics and Morality



Invented Languages: Klingon and Beyond



Elvish: The Language of *Lord of the Rings*



Got Blood?: Vampires in Literature, Film, and Pop Culture



The Horror Film in Context



Star Wars: A Complete Saga?



Film Genre: The Zombie Film



The Vampire in Literature and Cinema



Biology of *Jurassic Park*



Christian Theology & *Harry Potter*

Movies Have Been Known To Inspire Scientific Achievements & Breakthroughs

FAST COMPANY

Inception-Style Memory Experiment Performed On Mice Was Inspired By The Movie "Total Recall"

"Hollywood has asked these questions before," says Steve Ramirez, the PhD student who successfully implanted a false memory in a mouse's brain. "Here's a lab that studies memory—maybe I can get better insight into these movies, and at the same time get some fundamental insight into how memory works."



MIT scientists successfully manipulated a mouse's behavior by implanting a past experience directly into its brain.

"We began touching on these ideas mainly because all of us are huge fans of movies like *Inception*, the ideas behind movies like *Total Recall* and *Eternal Sunshine* or *Memento*. For me personally, looking to Hollywood is a great source of questions. I feel that Hollywood is a repository of all these fantastic ideas, because nobody in Hollywood is limited. Chris Nolan can ask whatever question he wants, and turn it into art, through film...When scientists look at Hollywood, the goal is: filter these questions through the lens of science, and re-pose that question in a way that could be experimentally tractable, that can be framed as a scientifically tractable problem. I love it."



THE SURROUND SOUND OF CINEMA: PART II

Source: <https://www.fastcompany.com/3015419/inception-style-memory-experiment-performed-on-mice-was-inspired-by-the-movie-total-recall>



Whether In School Or In The “Real World,” Films Are A Powerful Source Of Inspiration For People

GLAMOUR

The *Hidden Figures* Effect Is Real: How It's Inspiring Young Women to Seek Careers in Science and Technology

'Hidden Figures' Inspired the US State Department to Create a STEM Exchange Program for Women



'Guardians of the Galaxy' inspires kid to speak for first time

A dad reveals to the movie's director James Gunn that the character Groot helped his son, who suffers from a speech disorder, find his voice again.

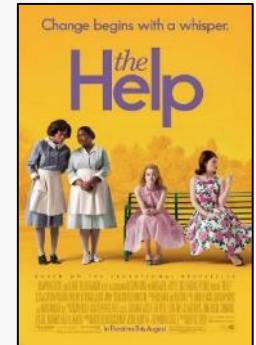


NEW YORK POST

'La La Land' is inspiring people to take up tap dancing

VANITY FAIR

Why the *Wonder Woman* Effect Is Seriously Inspiring Female Filmmakers



How The Movie “The Help” Inspires All Women To Do Better

Films & Actors Also Have The Ability To Force Societal Change & Shape, Or Re-Shape, Public Opinion On A Variety Of Issues

The New York Times

How to Sell Social Change? Put the Message in a Movie

Animal Welfare

REUTERS

How 'Blackfish' helped end SeaWorld's killer whale programs

SeaWorld vs Blackfish: the film that introduced the world to the plight of Tilikum

HUFFPOST

Anatomy of "The Blackfish Effect"

USA TODAY

California bill would ban SeaWorld orca shows

Sexual Harassment

Chicago Tribune

Superhero actresses are using their power to take on Hollywood sexual harassment

Los Angeles Times

These actresses see change and hope in ending sexual harassment

Race Relations

Scholars: 'Selma' Film Likely to Have Social Justice Impact

'Get Out'-inspired UCLA class gets students to dig into portrayals of race and fear

Child Abuse

The Boston Globe

'Spotlight' shows how church was impelled to act, O'Malley says

The Boston Globe

Hundreds of church sex abuse victims continue to come forward

Former NYC Priest Reveals Abuse After Watching 'Spotlight'

Homelessness

DEADLINE HOLLYWOOD **ARMED & DANGEROUS** Lion Campaign To Aid Homeless Children In India Progresses...

'Lion' Campaign To Aid Homeless Children In India Passes \$250K

LGBT Community

DAILY BEAST

The Magic of 'Moonlight': To Be a Black Gay Man in America

Filmmaker Barry Jenkins on his awards hopeful—a mesmerizing coming-of-age tale about a young gay man in a rough section of Miami.

theguardian

Moonlight portrays black gay life in its joy, sadness and complexity

Climate Change

FOUR WAYS AN INCONVENIENT TRUTH CHANGED PEOPLES' LIVES

Healthcare Reform

The Impact of 'Sicko' on Popular Opinion About Healthcare Reform

Furthermore, Many Movie Stars Use Their Celebrity To Support Causes & Charities They Care Deeply About

Leonardo DiCaprio

The Leonardo DiCaprio Foundation
Climate Change



Angelina Jolie

The Maddox Jolie-Pitt Foundation
Refugee & Humanitarian Aid



Don Cheadle

Not On Our Watch
Global Human Rights



Emma Watson

HeForShe
Equal Rights



Brad Pitt

Make It Right Foundation
Home Building For Those In Need



Meryl Streep

Silver Mountain Foundation for the Arts
Arts & Education



Matthew McConaughey

Just Keep Livin' Foundation
Educational Grants



Will & Jada Smith

The Will & Jada Smith Family
Foundation
Grants to Lupus & Make-A-Wish



Matt Damon

The H2O Africa Foundation
Worldwide Clean Water



Jennifer Lawrence

The Jennifer Lawrence
Foundation
Children & The Arts



Reminder: Cinema Delivers A Mass Audience Of The Most Passionate, Engaged, Rabid Fans Anywhere

Movie-goers travel to places they see in their favorite films...

Places

Popular movies can increase tourism 31%, on average, to a featured location

...They're so passionate that they create their own fan art...

Passion

"Fan-made" trailers can achieve millions of views online

...And they'll buy just about any merchandise that's created...

Products

Movie/entertainment based licensed merchandise generate \$118 billion in global retail sales annually

...But movies are also a positive influence that inspire people

Purposes

"The Hidden Figures Effect": inspiring young women to seek careers in science & technology

Let's Check To See How You Did On The Pop Quiz!

With the answers below, you can again wow your family, friends and co-workers with your movie knowledge at the next holiday family gathering, weekend get-together or Thursday night happy hour!

- 1) What % of people visit a dining venue before or after going to the movies? 45%
- 2) How many people in the U.S. visit a movie-focused website or app each month? 143 million
- 3) How many film soundtracks have reached the top five on the Billboard 200 chart over the last five years? 19
- 4) What movie became the highest-grossing horror movie of all time in 2017? It
- 5) In 2016, what baby name, inspired by a movie villain, saw the largest spike in popularity from the previous year? Kylo
- 6) By what percentage did tourism to Norway increase after the theatrical release of *Frozen*? 37%
- 7) Between 2015-2016, how many U.S. states hosted a movie production shoot? 41
- 8) How much did someone pay at an auction in 2017 for Star Lord's "hero" helmet from *Guardians of the Galaxy*? \$181,170
- 9) How many fan fiction stories based on movies and written by users are currently posted on fanfiction.net website? Over 300K+
- 10) To the closest billion, how much money did licensed goods based on movies and other entertainment properties generate in 2016 global retail sales? \$118 billion

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