

## Comparables for TOMB (3 June 2010)

	The Devil's Rejects (2005)	Captivity (2007)	Hostel (2006)	The Strangers (2008)	Hard Candy (2006)	See No Evil (2006)	Paranormal Activity (2009)	House of a 1,000 Corpses (2003)	Saw (2004)
<b>Budget (in million \$)</b>	7,000	17,000	4,800	9,000	1,000	8,000	0,300	7.000	1,200
<b>US Release date</b>	22 July 2005	13 July 2007	6 January 2006	30 May 2008	4 August 2006	19 May 2006	25 Sept 2009	11. April 2003	29. October 2004
<b>Widest no. of screens</b>	1757	1061	2337	2477	152	1270	2712	1902	1757
<b>U.S. Box Office (in million \$)</b>	17,045	2,627	47,326	52,597	1,025	15,032	107,918	12.635	55,185
<b>U.S. Rental (in million \$)</b>	7,670	1,182	21,297	23,669	0,461	6,764	48,563	5.686	24,833
<b>U.S. DVD (in million \$)</b>	10,227	10,170	29,880	31,558	4,970	9,019	64,751	7.581	33,111
<b>Rest of the World</b>									
<b>ROW Box Office (in million \$)</b>	2,345	7,917	33,252	29,747	5,998	3,531	85,350	4.195	47,911
<b>ROW Rental (in million \$)</b>	1,055	3,563	14,964	13,386	2,699	1,589	38,408	1.888	21,560
<b>ROW DVD (in million \$)</b>	1,407	30,480	20,949	17,848	3,599	2,119	51,210	2.517	28,747
<b>Total Revenues</b>									
<b>(in million \$)</b>	20,360	45,395	87,089	86,461	11,729	19,491	202,931	17.671	108,251
<b>Costs (in million \$)</b>									
<b>Negative Costs</b>	7,000	17,000	4,800	9,000	1,000	8,000	0,300	7.000	1,200
<b>P&amp;A country of origin</b>	1,400	3,400	0,960	1,800	0,200	1,600	2,000	1.400	0,240
<b>P&amp;A Rest of the World</b>	2,100	5,100	1,440	2,700	0,300	2,400	3,000	2.100	0,360
<b>Total Costs</b>									
	10,500	25,500	7,200	13,500	1,500	12,000	5,300	10.500	1,800
<b>Profits (in million \$)</b>									
<b>Distributors' Gross Profit</b>	9,860	19,895	79,889	72,961	10,229	7,491	197,631	7.171	106,451
<b>Estimated Distribution Fees</b>	2,465	4,974	19,972	18,240	2,557	1,873	49,408	1.793	26,613
<b>Producer's Gross Profit</b>	7,395	14,921	59,917	54,721	7,671	5,618	148,224	5.378	79,838
<b>ROI (in %)</b>	106	88	1248	608	767	70	49408	77	6653

NOTES:

Sources for Release, Box Office, Rentals, and Ancillary: Box Office Mojo, IMDB Pro, and The Numbers

Rentals = the Distributors' Share of the Box Office

If more accurate data was not available, 45% average Distributors' Share was used

U.S. DVD is based on DVD revenue as reported on Box Office Mojo

ROW DVD is a percentage of ROW Box Office, using the actual U.S. figures to determine the percentage

When the actual figures were not available, 60% of B.O. was used to estimate DVD revenue

Rentals + Ancillary = Total Revenues

Total Revenues minus Total Costs = Distributors' Gross Profit

This calculation assumes that U.S. + ROW Distributors' Advances = the Film's Budget

Estimated Distribution Fees: Commission @ 25%

Producer's Gross x 100/Film's Budget = % ROI

% ROI here is calculated after the total cost of the film is recouped = production company profit

The reason for the high budget of 'The Strangers' is due to the casting of high paid stars – Liv Tyler and Scott Speedman – in the lead roles.

Due to the changes in the way films are now being released, rental percentages will go down meaning that there will be more for the producer. However, there will be additional costs concerning digital distribution, but these outlays will be far less than the returns obtained through lower rental percentages.

Also in the new market place, territories are dying out. Soon it will no longer be necessary to separate the US and the ROW as it will be a global market place. This means that a US release is no longer as essential to success as it has been in the past.

It will be easier to get the real numbers – box office, DVD sales, digital downloads, etc – as digitalization means that individual projects will be easier to track whereas before distribution companies and the major studios have been able to hide true numbers by moving profits and deficits between projects.

	<b>Tomb -50% ROI Worst Case</b>	<b>Tomb 20% ROI Break Even</b>	<b>Tomb 100% ROI Medium</b>	<b>Tomb 500% ROI Hit</b>	<b>Tomb 1000% ROI Monster Hit</b>
<b>Budget (in million \$)</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>
<b>US</b>					
<b>Release date</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Widest no. of screens</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>U.S. Box Office (in million \$)</b>	<b>0,500</b>	<b>3,000</b>	<b>4,000</b>	<b>7,500</b>	<b>15,000</b>
<b>U.S. Rental (in million \$)</b>	<b>0,225</b>	<b>1,350</b>	<b>1,800</b>	<b>3,375</b>	<b>6,750</b>
<b>U.S. DVD (in million \$)</b>	<b>1,000</b>	<b>1,800</b>	<b>2,400</b>	<b>4,500</b>	<b>9,000</b>
<b>Rest of the World</b>					
<b>ROW Box Office (in million \$)</b>	<b>3,000</b>	<b>3,500</b>	<b>4,800</b>	<b>9,500</b>	<b>20,000</b>
<b>ROW Rental (in million \$)</b>	<b>1,350</b>	<b>1,575</b>	<b>2,160</b>	<b>4,275</b>	<b>9,000</b>
<b>ROW DVD (in million \$)</b>	<b>2,000</b>	<b>2,100</b>	<b>2,880</b>	<b>5,700</b>	<b>12,000</b>
<b>Total Revenues</b>					
<b>(in million \$)</b>	<b>4,575</b>	<b>6,825</b>	<b>9,240</b>	<b>17,850</b>	<b>36,750</b>
<b>Costs (in million \$)</b>					
<b>Negative Costs</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>
<b>P&amp;A country of origin</b>	<b>0,440</b>	<b>0,440</b>	<b>0,440</b>	<b>0,440</b>	<b>0,440</b>
<b>P&amp;A Rest of the World</b>	<b>0,660</b>	<b>0,660</b>	<b>0,660</b>	<b>0,660</b>	<b>0,660</b>
<b>Total Costs</b>					
	<b>3,300</b>	<b>3,300</b>	<b>3,300</b>	<b>3,300</b>	<b>3,300</b>
<b>Profits (in million \$)</b>					
<b>Distributors' Gross Profit</b>	<b>1,275</b>	<b>3,525</b>	<b>5,940</b>	<b>14,550</b>	<b>33,450</b>
<b>Estimated Distribution Fees</b>	<b>0,319</b>	<b>0,881</b>	<b>1,485</b>	<b>3,638</b>	<b>8,363</b>
<b>Producer's Gross Profit</b>	<b>0,956</b>	<b>2,644</b>	<b>4,455</b>	<b>10,913</b>	<b>25,088</b>
<b>ROI (in %)</b>	<b>43</b>	<b>120</b>	<b>203</b>	<b>496</b>	<b>1140</b>

Sources for Release, Box Office, Rentals, and Ancillary: Box Office Mojo, IMDB Pro, and The Numbers

If more accurate data was not available, 45% average Distributors' Share was used

ROW DVD is a percentage of ROW Box Office, using the actual U.S. figures to determine the percentage

When the actual figures were not available, 60% of B.O. K13 used to estimate DVD revenue

This calculation assumes that U.S. + ROW Distributors' Advances = the Film's Budget

% ROI here is calculated after the total cost of the film is recouped = production company profit