

Box Office Essentials

Box Office Essentials collects data for virtually every movie theater in the United States, Canada, Guam and Puerto Rico. Delivered in near real-time, this data is primarily collected through an electronic connection with thousands of theater box offices, allowing users to view online reports from anywhere around the world, while virtually watching the minute-by-minute sale of tickets. Able to deliver masses of data, and assist in transforming it into a comprehensible view of the market, Box Office Essentials also provides users with crucial, up-to-the-minute information for the heightened business intelligence that makes a critical competitive difference.

Features

- Industry authority for box office measurement data and intelligence
- Access box office grosses for films across various locations and timeframes
- Access domestic box office performance data pertaining to specific motion pictures and movie theater circuits, both real-time and historical



International Box Office Essentials

International Box Office Essentials is the theatrical industry's single source for comprehensive global box office intelligence. Measuring virtually all global box office receipts, Rentrak's International Box Office Essentials service provides clients with box office intelligence for more than 25 countries on 5 continents, streamlined through one unique system.

Rentrak's foray into the international theatrical market began in 2007. The company was soon setting box office industry firsts by collecting data from theaters in Hong Kong, Brazil, India and Russia. In January 2010, Rentrak extended our global reach when we introduced Rentrak EDI International Box Office, firmly cementing our position as the leading provider of real-time box worldwide box office intelligence. Combining EDI's 34 years of experience and robust data set with Rentrak's technologically advanced systems, this integrated service has granted the industry, for the first time, a universal box office standard to which all data providers can adhere. More than half of all box office receipts are generated in the international market and Rentrak will continue our expansion to additional territories, providing the industry with the most relevant and complete global box office information available.

Features

- Virtual, all-inclusive view of the global theatrical market
- Real-time and historical global box office performance data pertaining to specific motion pictures and movie theater circuits
- Superior client and technical assistance

Delivering Theatrical Box Office Results From:

| | | | | |
|-----------|-----------|-------------|-------------|--------------------------|
| Argentina | Chile | Italy | Portugal | United Kingdom & Ireland |
| Australia | Colombia | Japan | Russia | United States |
| Austria | France | Mexico | South Korea | Venezuela |
| Brazil | Germany | Netherlands | Spain | |
| Canada | Hong Kong | New Zealand | Taiwan | |