



## CINEMA ADVERTISING REVENUE

YEAR	CAC Member Revenue	% Growth
2002	\$185,800,000	
2003	\$273,000,000	47%
2004	\$367,456,000	35%
2005	\$394,830,000	7%
2006	\$455,661,000	15%
2007	\$539,946,000	18.5%
2008	\$571,421,000	5.8%

Since its inception in 2003, the CAC has tracked on-screen and off-screen cinema advertising sales as reported by its membership. Revenue data is independently collected and tabulated by Miller, Kaplan, Arase & Co. LLP. As evidenced by its robust growth, cinema advertising remains among the fastest growing advertising media today.

On-screen cinema advertising revenue includes commercials airing in advance of movie previews and the feature presentation. Off-screen revenues include those derived from audio programming, sampling, special events, concession-based promotions and lobby-based promotions.

In 2008, CAC members account for more than 82 percent of US movie screens.