

## What's A 'Barbenheimer'?

"Barbenheimer" is the summer movie phenomenon that took off when the two potential blockbusters ("Barbie" and "Oppenheimer") were released on the same day (July 21, 2023). Typically, distributors avoid releasing two big summer movies on the same weekend so they do not compete with each other for an audience. However, this phenomenon started on social media before the release of these two polar opposite films. Suggestions were made that movie goers should not only see both films (which were both well reviewed), but see them as a double feature on the same day. And the rest is history. By the end of August, "Barbie" had grossed \$1.34 billion worldwide and "Oppenheimer" \$777.2 million.



"Barbenheimer" may have saved the year for the movie industry and kept some movie chains out of bankruptcy. For example, AMC, the largest U.S. movie chain, has been on the verge of bankruptcy and is in debt \$9.5 billion dollars. The biggest factor, of course, was the pandemic. But with the increase in ticket prices, which average \$10.53 this year, plus the "Barbenheimer" phenomenon, the industry may be able to keep its head above water.

Year	Total Box Office	Percentage Change
2023	\$ 9.7 billion	
2022	\$ 7.4 billion	
2021	\$ 4.5 billion	
2020	\$ 1.9 billion	
2019	\$11.2 billion	— 5.9%
2018	\$11.9 billion	

Complete the table by calculating the percentage change in the total movie box office from 2018 through 2023.

2019 is done for you as an example.

$$\$11.9 - \$11.2 = -\$ .7 \text{ billion}$$

$$\$ .7 / \$11.9 = - .0588 = - 5.9\%$$

The table on the right lists the percentage of the ticket price the distributor gets each of the first eight weeks that a movie is playing in the theater. The theater gets the rest. This is one reason why snacks at the theater are so expensive.

Complete the table by calculating the distributor's portion of the ticket price each week.

Week	Average Ticket Price	% to Distributor	Distributor Portion
1	\$10.53	90%	
2	\$10.53	85%	
3	\$10.53	80%	
4	\$10.53	55%	
5	\$10.53	50%	
6	\$10.53	45%	
7	\$10.53	25%	
8	\$10.53	20%	