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Captain Marvel delivers the first major “super bowl” moment of 2019

SYDNEY: The Marvel Cinematic Universe has proven to be a winning formula when it comes to box office success. Marvel has become one of the biggest pop culture influences in the past decade and the results are showing. Captain Marvel smashed box office predictions with an opening weekend of \$15,077,386 (Wed – Sunday) in Australia.

With 20 films released so far, starting in 2008 with *Iron Man*, the Marvel Cinematic Universe has grossed more than \$17.5 billion worldwide, making it most successful film franchise of all time. Four out of the top ten highest grossing movies globally are Marvel films. In New Zealand, every Marvel hero sequel in its series has performed greater than its predecessor, showing its loyal fan-base.

Academy Award winner Brie Larson steps in the shoes of Carol Danvers/Captain Marvel, the most powerful Avenger of them all. Set in 1995, the story follows Danvers as she becomes Captain Marvel after the Earth is caught in the center of a galactic conflict between two alien worlds. With an expected domestic box office of \$38.4M, *Captain Marvel* is forecast to bring in over 2.5m admissions.

2019 brings the most anticipated titles from the MCU including *Captain Marvel*, and *Avengers: Endgame* which follows shortly after Captain Marvel in April. The trailer for *Endgame* broke the record for the most trailer views in its first 24 hours of all time.

Guy Burbidge, Managing Director, Val Morgan commented, “We are very excited with the numbers from the opening weekend of Captain Marvel. It is the biggest opening weekend for a film with an unknown character and storyline. It is the 5th biggest opening for MCU. This is the first of many “super bowl” moments in cinema this year with Avengers following in April, Lion King in July and Star Wars in November - 2019 is proving to be one of the biggest years for audience and box office in recent times.”

Avengers: Endgame is the fourth and final instalment in the Avengers series. A continuation of Infinity War, the Avengers unite for a last hope battle against Thanos. Hitting cinemas on April 25, *Avengers: Endgame* is forecast to make \$62m at the box office and reach 3.5m in admissions.

Marvel has created an event out of films, the super bowl of cinema, and a franchise out of characters. It’s an experience for the big screen, shared with friends and fellow fans - the sooner the better in order to avoid spoilers.

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About Val Morgan

Val Morgan Cinema Network is Australia and New Zealand’s leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audience in a high impact environment, proven to deliver six times the engagement of television. Val Morgan is part of the HOYTS Group – A Wanda Group Company.