

**FOR IMMEDIATE RELEASE**

**Monday April 29, 2019**

**“It is just the beginning for *Avengers: Endgame* with 7 box office records smashed” says Val Morgan**

SYDNEY: The Marvel Cinematic Universe (MCU) continues to shun any concepts of “sequelitis” with *Avengers: Endgame* smashing several box office records since opening in Australia last week. The 22<sup>nd</sup> installment from the franchise, globally has already taken over \$1.7 billion in box office sales.

Across Australia and New Zealand *Avengers: Endgame* has broken records including:

- ❖ Highest opening day in cinema industry history
- ❖ Highest ever individual Wednesday / Thursday / Friday / Saturday / Sunday gross in Industry history
- ❖ Highest ever 5 day opening weekend (Weds-Sun) – beating AVENGERS: INFINITY WAR
- ❖ Highest ever 4-day weekend (Thurs-Sun) – beating Star Wars: The Force Awakens
- ❖ Highest ever presale total
- ❖ Highest ever opening screen count
- ❖ Highest & second highest single days of total business in industry history (Wednesday \$11.46m & Thursday \$11.26m)– beating Anzac Day 2018 \$11.25m

Guy Burbidge, Managing Director, Val Morgan commented. “The power of the MCU continues with *Avengers: Endgame*, yet again it has delivered a winning formula when it comes to box office success. 2019 is one of the biggest year’s in recent history for cinema and the numbers prove that audiences want to share this experience of seeing blockbusters with others in front of the big screen. Movies like *Avengers: Endgame* are “Superbowl” style, must-see moments for Australian audiences. It is an unmissable opportunity for brands to reach significant audiences in a positive & lean forward mindset.”

With many film critics agreeing it is a must-see movie to experience at the theatre, expectations are high for the film to be the biggest movie of the year, with only the final instalment of the Star Wars Skywalker saga to potentially come close in box office revenue, when it opens in December 2019.

*Avengers: Endgame* is in cinemas now across Australia and New Zealand.

**For further information contact:**

Jane King, Group Director of Marketing | Val Morgan & VMO

E: [jking@valmorgan.com.au](mailto:jking@valmorgan.com.au)

T: 02 8113 5661

**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.