



DATE: March 3, 2008

TO: John Fithian

FROM: Patrick Corcoran

RE: Average Video Announcement and Video Release Windows (as of 3/3/2008)

The following are theatrical release-to-video release averages and theatrical release-to-video announcement averages compiled from our track report. In addition to annual averages, quarterly data is included for each year and for each distributor. The report is necessarily a snapshot of a moving picture. There are currently twelve (12) 2007 releases from these distributors without DVD release dates.

1) Average video release window by year:

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)	
1997	5 months 22 days	5 months 19 days	6 months 28 days	5 months 20 days	6 months
1998	5 months 23 days	5 months 14 days	5 months 23 days	5 months 13 days	6 months 6 days
1999	5 months 18 days	5 months 10 days	5 months 22 days	5 months 8 days	5 months 18 days
2000	5 months 16 days	6 months	5 months 21 days	5 months 12 days	5 months 2 days
2001	5 months 12 days	5 months 17 days	5 months 20 days	4 months 25 days	5 months 15 days
2002	5 months 8 days	5 months 22 days	5 months 6 days	5 months 8 days	5 months 6 days
2003	4 months 27 days	4 months 24 days	4 months 29 days	4 months 24 days	5 months
2004	4 months 20 days	4 months 16 days	4 months 19 days	4 months 23 days	4 months 19 days
2005	4 months 18 days	4 months 16 days	4 months 29 days	4 months 20 days	4 months 6 days
2006	4 months 11 days	4 months 16 days	4 months 18 days	4 months 10 days	4 months 1 day
2007	4 months 15 days	4 months 12 days	4 months 16 days	4 months 17 days	4 months 2 days

2) Average video announcement window average by year:

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)	
1997	3 months 22 days	4 months 11 days	4 months 22 days	3 months 17 days	3 months 20 days
1998	3 months 26 days	3 months 14 days	3 months 18 days	3 months 5 days	4 months 24 days
1999	3 months 20 days	3 months 13 days	3 months 23 days	3 months 10 days	4 months
2000	3 months 20 days	4 months 4 days	3 months 29 days	3 months 16 days	3 months
2001	3 months 12 days	3 months 19 days	3 months 25 days	2 months 25 days	3 months 11 days
2002	3 months 11 days	3 months 23 days	3 months 8 days	3 months 10 days	3 months 5 days
2003	2 months 26 days	2 months 18 days	3 months	2 months 25 days	2 months 22 days
2004	2 months 12 days	2 months 10 days	2 months 11 days	2 months 18 days	2 months 10 days
2005	2 months 10 days	2 months 12 days	2 month 11 days	2 months 15 days	2 months 3 days
2006	2 months 4 days	2 months 7 days	2 months 10 days	2 months 2 days	1 month 25 days
2007	2 months 12 days	2 months 9 days	2 months 25 days	2 months 11 days	2 months 4 days

Disney

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	6 months 24 days	6 months 29 days	7 months 3 days	6 months 11 days
1998	6 months 3 days	5 months 20 days	5 months 26 days	6 months 26 days
1999	6 months 12 days	6 months 17 days	6 months 9 days	7 months 5 days
2000	5 months 27 days	6 months 4 days	6 months	5 months 8 days
2001	6 months 5 days	7 months 2 days	5 months 23 days	6 months 16 days
2002	5 months 25 days	6 months 11 days	5 months 2 days	6 months 11 days
2003	5 months 14 days	4 months 24 days	5 months 4 days	6 months 10 days
2004	4 months 27 days	4 months 28 days	5 months	4 months 18 days
2005	4 months 24 days	4 months 1 day	5 months 13 days	4 months 17 days
2006	4 months 24 days	4 months 28 days	4 months 28 days	4 months 28 days
2007	5 months 7 days	5 months 6 days	6 months 25 days	4 months 13 days

DreamWorks

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	5 months 16 days	N/A	5 months 12 days	5 months 18 days
1998	6 months 16 days	N/A	7 months 1 day	6 months 17 days
1999	5 months 10 days	5 months	5 months 28 days	7 months 24 days
2000	6 months 5 days	8 months 11 days	6 months 2 days	4 months 22 days
2001	5 months 26 days	5 months 5 days	6 months 21 days	4 months 14 days
2002	5 months 7 days	4 months 15 days	5 months 5 days	4 months 22 days
2003	3 months 28 days	4 months 5 days	N/A	3 months 11 days
2004	4 months 3 days	3 months 5 days	4 months 27 days	3 months 3 days
2005	4 months 24 days	5 months 5 days	5 months 5 days	4 months 9 days
2006	N/A	N/A	N/A	N/A

Fox

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	5 months 3 days	4 months 27 days	4 months 17 days	5 months 11 days
1998	6 months 1 day	5 months	6 months	6 months 18 days
1999	6 months 8 days	5 months 29 days	7 months	6 months 6 days
2000	5 months 2 days	5 months 3 days	5 months 13 days	4 months 26 days
2001	5 months 25 days	5 months 2 days	6 months 7 days	5 months 17 days
2002	5 months 14 days	6 months 9 days	5 months 29 days	4 months 25 days
2003	4 months 22 days	5 months 21 days	4 months 17 days	4 months 14 days
2004	4 months 15 days	4 months 8 days	4 months 28 days	4 months 8 days
2005	5 months 1 day	5 months 23 days	5 months 10 days	4 months 18 days
2006	4 months 11 days	4 months 7 days	4 months 10 days	3 months 25 days
2007	4 months 27 days	4 months 24 days	5 months 20 days	4 months 3 days

MGM

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	6 months 26 days	4 months 27 days	7 months 1 days	6 months 19 days	7 months 27 days
1998	5 months 26 days	6 months 21 days	5 months 22 days	5 months 5 days	3 months 3 days
1999	4 months 26 days	4 months 1 day	6 months 2 days	5 months 4 days	5 months 19 days
2000	6 months 8 days	6 months 23 days	6 months 24 days	4 months 22 days	6 months 11 days
2001	5 months 10 days	5 months 15 days	7 months	4 months 26 days	4 months 27 days
2002	4 months 28 days	5 months 18 days	3 months 22 days	5 months 3 days	4 months 27 days
2003	4 months 27 days	5 months 6 days	5 months 18 days	4 months 4 days	4 months 10 days
2004	4 months 13 days	3 months 24 days	4 months 13 days	4 months 21 days	4 months 25 days
2005	4 months 3 days	3 months 29 days	4 months 20 days	N/A	3 months 3 days
2006	4 months 2 days	N/A	N/A	4 months	4 months 3 days
2007	4 months 13 days	3 months 26 days	4 months 3 days	4 months 11 days	4 months 24 days

New Line

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	5 months 7 days	5 months 20 days	4 months 24 days	4 months 23 days	5 months 12 days
1998	5 months 4 days	4 months 23 days	5 months 11 days	4 months 8 days	5 months 5 days
1999	5 months 16 days	4 months 29 days	5 months 12 days	5 months 13 days	5 months 26 days
2000	5 months 19 days	6 months 19 days	5 months 27 days	5 months 10 days	5 months 6 days
2001	5 months 12 days	5 months 28 days	6 months 3 days	4 months 15 days	4 months 28 days
2002	5 months 6 days	5 months 11 days	5 months 22 days	5 months 11 days	4 months 23 days
2003	5 months	6 months 7 days	4 months 1 day	4 months 22 days	5 months 24 days
2004	4 months 15 days	5 months 13 days	5 months 19 days	5 months 16 days	3 months 8 days
2005	4 months 19 days	3 months 22 days	5 months 9 days	5 months	4 months
2006	4 months 11 days	4 months 14 days	4 months 3 days	4 months	4 months 18 days
2007	4 months 6 days	4 months 17 days	3 months 23 days	4 months 3 days	4 months 3 days

Paramount

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	6 months 5 days	5 months 21 days	5 months 12 days	6 months 12 days	6 months 24 days
1998	6 months 8 days	6 months 21 days	6 months 10 days	6 months 26 days	5 months 18 days
1999	5 months 19 days	5 months 20 days	5 months 15 days	6 months 3 days	6 months 10 days
2000	6 months 20 days	7 months 7 days	7 months 8 days	7 months 3 days	5 months
2001	5 months 8 days	5 months 4 days	5 months 4 days	5 months 5 days	5 months 17 days
2002	5 months 11 days	5 months	5 months 9 days	5 months 10 days	5 months 12 days
2003	5 months 6 days	5 months 2 days	5 months 22 days	4 months 16 days	5 months 6 days
2004	5 months	4 months 24 days	4 months 16 days	5 months 7 days	5 months 12 days
2005	4 months 18 days	5 months 24 days	4 months 13 days	4 months 28 days	4 months
2006	4 months 8 days	4 months 3 days	5 months 10 days	3 months 23 days	3 months 28 days
2007	3 months 29 days	4 months 1 day	4 months 24 days	4 months 5 days	3 months 14 days

Sony

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)	
1997	5 months 24 days	5 months 5 days	6 months 7 days	5 months 12 days	6 months 6 days
1998	5 months 17 days	5 months 4 days	5 months 18 days	4 months 26 days	6 months 15 days
1999	4 months 24 days	4 months 17 days	5 months	3 months 28 days	5 months 9 days
2000	4 months 29 days	5 months 1 day	5 months	5 months	4 months 22 days
2001	4 months 29 days	5 months 3 days	5 months 16 days	4 months 13 days	4 months 17 days
2002	4 months 18 days	4 months 19 days	4 months 15 days	4 months 18 days	4 months 19 days
2003	4 months 8 days	3 months 24 days	4 months 27 days	4 months 9 days	3 months 29 days
2004	4 months 13 days	4 months 11 days	4 months 20 days	4 months 17 days	5 months 6 days
2005	4 months 4 days	4 months 4 days	3 months 26 days	4 months 14 days	4 months
2006	4 months 10 days	4 months 14 days	4 months 26 days	4 months 11 days	3 months 21 days
2007	4 months 19 days	4 months 14 days	5 months 9 days	4 months 17 days	4 months 5 days

Universal

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)	
1997	5 months 20 days	6 months	5 months 12 days	5 months 1 day	6 months 3 days
1998	5 months 27 days	5 months 14 days	6 months	6 months 9 days	5 months 21 days
1999	5 months 9 days	5 months 12 days	5 months 12 days	5 months 9 days	5 months 7 days
2000	5 months 7 days	6 months	4 months 26 days	5 months	5 months 17 days
2001	5 months 6 days	5 months 1 day	5 months 3 days	5 months 9 days	5 months 6 days
2002	5 months 23 days	7 months 5 days	6 months 13 days	4 months 29 days	4 months 27 days
2003	4 months 21 days	5 months 1 day	4 months 21 days	5 months 3 days	4 months 8 days
2004	4 months 16 days	6 months	5 months	5 months	3 months 28 days
2005	4 months 5 days	5 months 13 days	4 months 13 days	3 months 23 days	3 months 22 days
2006	4 months 4 days	5 months 6 days	4 months 12 days	3 months 20 days	3 months 16 days
2007	3 months 17 days	3 months 11 days	3 months 16 days	3 months 22 days	3 months 16 days

Warner Bros.

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)	
1997	4 months 18 days	5 months 14 days	4 months 2 days	4 months 19 days	4 months 15 days
1998	5 months 7 days	5 months 16 days	5 months 15 days	4 months 12 days	5 months 16 days
1999	5 months 18 days	5 months 1 day	5 months 13 days	5 months 3 days	6 months 11 days
2000	5 months 7 days	5 months 13 days	5 months 15 days	5 months 4 days	5 months
2001	4 months 21 days	5 months 14 days	4 months 17 days	3 months 23 days	4 months 25 days
2002	5 months 2 days	5 months 16 days	5 months 13 days	4 months 11 days	4 months 29 days
2003	5 months 4 days	5 months 9 days	5 months 1 day	5 months 1 day	5 months 4 days
2004	5 months 8 days	4 months 20 days	5 months 3 days	4 months 21 days	6 months 26 days
2005	5 months 10 days	3 months 25 days	6 months 21 days	5 months 1 day	5 months 2 days
2006	4 months 12 days	4 months 23 days	3 months 29 days	4 months 11 days	4 months 9 days
2007	5 months 2 days	4 months 6 days	6 months 10 days	5 months 2 days	4 months 1 day

Disney

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	4 months 11 days	4 months 15 days	4 months 20 days	3 months 27 days
1998	4 months 14 days	3 months 14 days	3 months 14 days	5 months
1999	4 months 4 days	4 months	3 months 28 days	5 months 3 days
2000	3 months 19 days	3 months 27 days	3 months 17 days	3 months
2001	3 months 28 days	5 months 2 days	3 months 16 days	3 months 29 days
2002	3 months 16 days	3 months 28 days	3 months 9 days	3 months 21 days
2003	2 months 29 days	2 months 23 days	3 months 15 days	3 months 2 days
2004	2 months 5 days	2 months 2 days	2 months 8 days	1 months 23 days
2005	2 months 7 days	1 months 15 days	2 months 1 day	2 months 16 days
2006	2 months 10 days	2 month 1 day	2 months 7 days	2 months 12 days
2007	2 months 13 days	2 months 22 days	2 months 22 days	2 months 4 days

DreamWorks

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	3 months 16 days	N/A	3 months 19 days	3 months 14 days
1998	4 months 15 days	N/A	4 months 26 days	4 months 5 days
1999	3 months 22 days	3 months 25 days	4 months 2 days	5 months 26 days
2000	4 months 12 days	6 months 26 days	4 months 18 days	2 months 29 days
2001	3 months 28 days	3 months 20 days	3 months 12 days	3 months 5 days
2002	3 months 10 days	2 months 22 days	4 months	3 months 5 days
2003	2 months 11 days	2 months 14 days	1 month 25 days	1 month 10 days
2004	1 month 28 days	1 month 11 days	2 months	2 months 3 days
2005	2 months 15 days	3 months 10 days	2 months 18 days	2 months 4 days
2006	N/A	N/A	N/A	N/A

Fox

Year	First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	3 months 3 days	2 months 25 days	3 months 7 days	2 months 24 days
1998	3 months 27 days	2 months 26 days	3 months 27 days	4 months 18 days
1999	4 months 9 days	4 months 2 days	3 months 18 days	4 months 13 days
2000	3 months 9 days	2 months 25 days	3 months 14 days	3 months 9 days
2001	3 months 28 days	3 months 13 days	2 months 29 days	4 months 26 days
2002	4 months	4 months 2 days	4 months	3 months
2003	2 months 22 days	3 months 23 days	3 months 7 days	2 months 11 days
2004	2 months 7 days	1 month 27 days	2 months 7 days	2 months 16 days
2005	2 months 16 day	3 months 1 day	2 months 15 days	1 month 29 days
2006	1 month 25 days	1 month 22 days	2 months 7 days	1 month 17 days
2007	2 months 21 days	2 months 28 days	2 months 9 days	2 months 7 days

MGM

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	4 months 19 days	3 months 2 days	4 months 26 days	3 months 11 days	5 months 27 days
1998	3 months 16 days	4 months 18 days	4 months 27 days	3 months 6 days	4 months 21 days
1999	3 months 7 days	2 months 15 days	4 months 2 days	3 months 24 days	3 months 20 days
2000	3 months 23 days	3 months 24 days	4 months 5 days	2 months 16 days	4 months 16 days
2001	2 months 29 days	2 months 20 days	4 months 17 days	2 months 20 days	3 months 2 days
2002	2 months 26 days	3 months 13 days	1 month 28 days	3 months 2 days	2 months 23 days
2003	2 months 24 days	3 months	3 months 12 days	2 months 10 days	2 months 4 days
2004	1 month 29 days	1 month 20 days	1 month 15 days	2 months 8 days	2 months 26 days
2005	2 months 16 day	1 months 29 days	2 months 2 days	N/A	N/A
2006	1 month 12 days	N/A	N/A	1 month 21 days	25 days
2007	2 months 15 days	1 month 25 days	1 months 29 days	2 month 11 days	2 months 23 days

New Line

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	3 months 13 days	3 months 28 days	3 months 8 days	2 months 20 days	3 months 12 days
1998	3 months 14 days	2 months 19 days	3 months 26 days	2 months 2 days	3 months 28 days
1999	3 months 14 days	3 months 18 days	3 months 13 days	3 months 19 days	3 months 6 days
2000	3 months 19 days	4 months 20 days	3 months 19 days	3 months 25 days	2 months 27 days
2001	3 months 13 days	4 months	4 months 10 days	2 months 22 days	2 months 19 days
2002	3 months 17 days	4 months 5 days	3 months 9 days	3 months 27 days	2 months 23 days
2003	3 months 1 day	3 months 13 days	2 months 17 days	2 months 9 days	3 months 14 days
2004	2 months 11 days	2 months 10 days	2 months 22 days	3 months	1 month 21 days
2005	1 month 25 days	1 month 9 days	1 month 1 day	2 months 20 days	1 month 27 days
2006	1 month 9 days	1 month 19 days	1 month 9 days	1 month 7 days	1 month 1 day
2007	1 month 13 days	1 month 19 days	1 month 4 days	1 month 16 days	1 month 8 days

Paramount

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	4 months 4 days	3 months 19 days	3 months 3 days	4 months 25 days	4 months 22 days
1998	4 months 9 days	4 months 28 days	3 months 27 days	4 months 29 days	3 months 24 days
1999	4 months	3 months 26 days	4 months 2 days	4 months 4 days	4 months
2000	4 months 17 days	5 months 8 days	5 months 10 days	4 months 25 days	2 months 25 days
2001	3 months 16days	3 months 3 days	3 months 27 days	3 months	4 months
2002	3 months 16 days	3 months 2 days	3 months 6 days	3 months 27 days	3 months
2003	3 months 6 days	2 months 26 days	4 months 1 day	2 months 23 days	3 months 7 days
2004	2 months 28 days	3 months 21 days	3 months 1 day	2 months 19 days	2 months 19 days
2005	2 months 5 days	3 months 27 days	2 months 1 day	2 months 1 day	1 month 22 days
2006	2 months 16 days	2 months 1 day	2 months 28 days	1 month 25 days	2 months 14 days
2007	2 months 4 days	2 months 4 days	2 months 11 days	2 months 6 days	2 months 1 day

Sony

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	3 months 25 days	3 months 11 days	4 months 13 days	3 months 6 days	4 months 2 days
1998	3 months 24 days	3 months 13 days	3 months 28 days	2 months 18 days	4 months 26 days
1999	2 months 28 days	2 months 29 days	3 months 2 days	2 months 10 days	2 months 20 days
2000	3 months 9 days	3 months 10 days	4 months 1 day	3 months 3 days	2 months 21 days
2001	3 months 8 days	3 months 8 days	4 months	2 months 19 days	2 months 19 days
2002	2 months 25 days	2 months 22 days	2 months 8 days	2 months 22 days	3 months 10 days
2003	2 months 14 days	2 months 8 days	3 months 3 days	2 months 16 days	1 month 29 days
2004	2 months 13 days	2 months 5 days	2 months 8 days	2 months 20 days	2 months 13 days
2005	2 months 7 days	2 months 2 days	2 months	2 months 19 days	2 months
2006	2 months 13 days	2 months 15 days	2 months 25 days	2 months 6 days	1 month 28 days
2007	2 months 19 days	2 months 17 days	3 months 4 days	2 months 18 days	2 months 6 days

Universal

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	2 months 12 days	3 months 1 day	2 months 22 days	3 months 8 days	4 months 10 days
1998	3 months 19 days	3 months 10 days	3 months 22 days	4 months 7 days	3 months 8 days
1999	3 months 11 days	2 months 14 days	3 months 5 days	3 months	3 months 28 days
2000	3 months 11 days	4 months 10 days	3 months 11 days	2 months 16 days	3 months 19 days
2001	2 months 24 days	3 months 22 days	2 months 27 days	2 months 27 days	2 months 13 days
2002	3 months 19 days	4 months 23 days	4 months 10 days	2 months 22 days	2 months 10 days
2003	3 months	3 months	2 months 15 days	4 months	2 months 22 days
2004	2 months 3 days	3 months 6 days	2 months 10 days	1 month 28 days	1 month 20 days
2005	2 months 8 days	3 months 7 days	2 months 14 days	2 months 6 days	1 month 29 days
2006	2 months 9 days	3 months 22 days	2 months 14 days	1 month 24 days	1 month 24 days
2007	1 month 28 days	1 month 16 days	1 month 29 days	2 months 3 days	2 months 2 days

Warner Bros.

Year		First Quarter (January-March)	Second Quarter (April-June)	Third Quarter (July-September)	Fourth Quarter (October-December)
1997	3 months	3 months 13 days	2 months 24 days	2 months 23 days	3 months 4 days
1998	3 months 7 days	3 months 2 days	3 months 24 days	2 months 2 days	3 months 15 days
1999	3 months 18 days	3 months 21 days	3 months 20 days	3 months 8 days	3 months 24 days
2000	3 months 23 days	4 months 14 days	4 months 9 days	3 months 15 days	2 months 23 days
2001	2 months 23 days	3 months 19 days	2 months 28 days	2 months 2 days	2 months 23 days
2002	3 months 12 days	4 months 20 days	3 months 17 days	2 months 26 days	2 months 23 days
2003	3 months 4 days	3 months 7 days	2 months 29 days	3 months 28 days	3 months 6 days
2004	3 months 2 days	3 months 2 days	2 months 16 days	2 months 22 days	4 months
2005	2 months 29 days	1 month 27 days	4 months 8 days	2 months 13 days	2 months 21 days
2006	2 months 5 days	2 months 6 days	2 months 2 days	2 months 11 days	1 month 24 days
2007	2 months 25 days	2 months 3 days	4 months 3 days	2 months 20 days	2 months 6 days