

# 24 Go Green

Landmark's quest for a greener popcorn bag / Hollywood goes green / Eight cheap and easy tips to cut your energy bills today / Make your competitors green with envy

# 30 The Relaunch of BoxOffice.com

Meet MOBI > Introducing Boxoffice WebWatch at BoxOffice.com

Buzz > Five films hit by the buzz / The power of buzz

Twitter & Facebook > How we use social media to forecast and predict

Grosses > BoxOffice.com is the best place to read the numbers

# **36** Big Picture > Predators

BY AMY NICHOLSON

EXCLUSIVE INTERVIEW A man for all mandibles > Director Nimrod Antal EXCLUSIVE INTERVIEW Hey, tough guy > Actor Danny Trejo
PROMOTION Who you calling ugly? > Your box office could be gorgeous

## DEPARTMENTS

## 2 Charts & Graphs

Numbers never lie > Fun facts from the best movie database around

## 6 Peanut Gallery

We ask > Who—or what—makes you decide to see a movie?

## 8 Industry Briefs

Roundup of the latest announcements from the world of exhibition

## 10 Executive Suite

Supreme Court case could fundamentally change the entertainment industry By John Fithian

#### 12 Show Business

The future of the arthouse theater

By Phil Contrino

## 14 Digital Marketing

Online games are the latest movie marketing ploy

By Amy Nicholson

## 16 Timecode

Shoveling coal

By Kenneth James Bacon

## 54 Marketplace

56 Classifieds

## AWARDS

## 18 Front Line

Caitlin Vielhaber, Oxford, MI

## 20 Front Office

Andrew Thompson, Brookline, MA

#### 22 Marquee

Neighborhood Cinema Group, Owosso Cinemas, Owosso, MI

## THE SLATE

# 42 On the Horizon

Machete / Legend of the Guardians: The Owls of Ga'hoole / Buried

## 44 Coming Attractions

The Sorcerer's Apprentice / The Last Airbender / The Kids are All Right / Despicable Me / Dinner for Schmucks / Ramona and Beezus / Cats & Dogs: The Revenge of Kitty Galore

#### 46 Book It

Flash reviews and recommendations of films that should be on your radar

## 52 Booking Guide

Nearly 150 films that you can book right now, complete with contact info, film formats, audio formats and more

# **BOXOFFICE**

#### **BOXOFFICE MEDIA**

#### **PUBLISHER**

Peter Cane

#### CREATIVE DIRECTOR

Kenneth James Bacon

#### BOXOFFICE MAGAZINE

#### EDITOR

Amy Nicholson

## CONTRIBUTING EDITOR

Sara Maria Vizcarrondo

#### INDUSTRY CONTRIBUTORS

John Fithian

#### CONTRIBUTING WRITERS

S. Matthew Bauer IPam Grady Ray Greene Cole Homaday Wade Major John P. McCarthy Richard Mowe

# Matthew Nestel

Steve Ramos

#### PRODUCTION ASSISTANT

Ally McMurray

#### BOXOFFICE.COM

#### EDITOR

Phil Contrino

## CONTRIBUTING WRITERS

Tim Cogshell Alex Edghill Tyler Foster Pete Hammond Joe Galm Daniel Garris

Barbara Goslawski

Mark Keizer

Cathleen Rountree

Steve Simels Christian Toto

Christian Toto

# EDITORIAL INTERNS

Melissa Savignano

## ADVERTISING

## DIRECTOR OF ADVERTISING

Ben Rosenstein 230 Park Ave., Ste. 1000 New York, NY 10169 212-627-7000 tel 866-902-7750 fax ben@boxoffice.com

## CIRCULATION INQUIRIES

Palm Coast Data 800-877-5207

boxofficemagazine@emailcustomerservice.com

#### **EDITORIAL**

9107 Wilshire Blvd., Ste. 450 Beverly Hills, CA 90210 310-876-9090 tel 866-902-7750 fax

## MARKETING

Jonathan Margolis the michael alan group michael-alan.com

BOXOFFICE JULY 2010