



2013 MOVIEGUIDE® REPORT TO THE ENTERTAINMENT INDUSTRY

2013 REPORT TO THE ENTERTAINMENT INDUSTRY

LETTER FROM THE PUBLISHER

By Ted Baehr

Greetings and welcome to the 2013 Annual Report to the Entertainment Industry from MOVIEGUIDE®. By the providence of God, this is the 21st Annual Faith & Values Awards Gala & Report to the Entertainment Industry, the 28th year of MOVIEGUIDE®, and the 35th Anniversary of Good News Communications, Inc!

In this edition, we are happy to continue to bring you some of the information you need to help you with your productions, your entertainment choices and your understanding of the mass media of entertainment. Since discernment requires wisdom, knowledge and understanding, it's our hope that this edition gives you just that.

In this Annual Report, we give you the figures and economic insights that can only be found in MOVIEGUIDE®. These include content analysis of the box office performers, analysis of other critics' top ten picks, charts on independent and foreign movies, and more. We'll look back over the past to see how the entertainment industry has changed and developed. We trust and pray that all this will be a great blessing to you.

The following analysis shows that movies that best reflect Christian, redemptive, biblical, and moral values do much better at the box office and on home video than movies that don't.

The Annual MOVIEGUIDE® Faith & Values Awards Gala and Annual Report to Hollywood celebrates the Good, the True and the Beautiful. Real Beauty does not violate Truth. Nor does it delight in evil. Instead, it serves the Good.

Our Annual Report to Hollywood shows once again, with relevant financial statistics, that people, including most moviegoers, want Good to conquer evil, Truth to triumph over falsehood, Justice to prevail over injustice, and true Beauty to overcome ugliness. They also want to take their whole family to the movies more often (assuming, of course, that ticket prices, concession prices and gasoline prices don't get too high or prohibitive). Most of all, they want to see their religious faith respected and celebrated.

Regrettably, the following analysis also shows that, even though movies with positive biblical and moral values do best, a few movies containing very strong pagan, humanist, occult, and perverse content with graphic or excessive foul language, violence, sex, and nudity are being applauded and promoted by some leading media pundits and, consequently, doing well at the box office. This may be a sign of the influence of the secular pundits and a lack of real faith, spiritual wisdom and biblical education.

On the other hand, most movies with strong or very strong Romantic, humanist, pagan, and perverse content are still not doing so well. Furthermore, movies with very strong foul language, violence, sex, and nudity are doing even worse. Finally, when you combine all the negative worldview elements together, it becomes clear that movies with anti-Christian worldviews and very strong immoral, unbiblical content do very poorly on average, especially when compared to Christian, redemptive, morally uplifting movies that more closely match MOVIEGUIDE®'s high biblical standards.

Many good movies did well financially and critically in 2012.

For example, LES MISÉRABLES showed that God's salvation rescued the lost criminal from the miserable human condition and presented the biblical understanding of Grace and Law. Captain America rejected false gods and embraced tradition and patriotism in MARVEL'S THE AVENGERS. Bruce Wayne finally realized that family mattered, Catwoman was redeemed, and free enterprise and capitalism were defended in THE DARK KNIGHT RISES. Peter Parker learned to be responsible in THE AMAZING SPIDER-MAN. Sacrifice and resurrection redeemed James Bond from the pride of life in SKYFALL. Snow White prayed the Christ's Lord's Prayer in SNOW WHITE AND THE HUNTSMAN. American youth fought Communism in RED DAWN. Maya realized she was chosen to get Osama Bin Laden in ZERO DARK THIRTY. J found out that K was his protective foster father in MEN IN BLACK 3. The Church stood up to tyranny in FOR GREATER GLORY. Lincoln proclaimed God's justice in LINCOLN. Gandalf told the world that real heroes are humble, loyal and kind in HOBBIT: AN UNEXPECTED JOURNEY. Alex the Lion and his friends stood up to a crazed, over zealous, tyrannical pet policewoman in MADAGASCAR 3: EUROPE'S MOST WANTED. Peaches realized she really loved her father Manny in ICE AGE: CONTINENTAL DRIFT. Ralph found out that loving another person more than yourself makes you a hero, not a medal, in WRECK-IT RALPH. God gave a childless couple a miracle in THE ODD LIFE OF TIMOTHY GREEN so they will realize they can adopt. And, a mother stood up to the teacher's union in WON'T BACK DOWN.

Movies with very strong Christian, redemptive, biblical, and moral content and values also did much better at the box office in 2012 than movies with excessive or graphic foul language, sex, nudity, violence, alcohol use, and illegal substance abuse. In fact, movies with strong biblical and redemptive worldviews and content were some very big money makers.

For instance, MARVEL'S THE AVENGERS recognized the One True God and showed the true meaning of sacrifice and fellowship. Also, LES MISÉRABLES preached the meaning of the Gospel of Jesus Christ in both song and action. Furthermore, SNOW WHITE AND THE HUNTSMAN showed a Christian heroine leading the people against a demonic, murderous tyrant. THE DARK KNIGHT RISES showed a free market hero protecting the liberty of the people from criminal revolutionaries. And, SKYFALL became the first James Bond movie to overtly link patriotic sacrifice to Christian sacrifice.

In fact, 70% of the Top 10 Movies in the U.S. and Canada had strong or very strong Christian, redemptive, moral, or biblical content or worldviews. Even better, 90% of the Top 10 Movies Overseas actually had strong or very strong Christian, redemptive, biblical, moral, or heroic worldviews, with all the Top Five being MOVIEGUIDE® Award winners! Also, nearly three-fourths, or 72%, of the Top 25 DVD sales in North America had strong or very strong Christian, biblical, moral, and/or heroic (good conquering evil) content (CC, CCC, BB or BBB).

There were, however, some new lows in filmmaking, such as CLOUD ATLAS, which featured cannibalism; HICK, which focused on pedophilia; DJANGO UNCHAINED, which took action violence to new levels of bloodletting; and TED, which featured bestiality. A few of these movies made a lot of money, but most of them flopped.

Even so, our children and grandchildren remain at risk from the degrading, obscene, and toxic ideas emanating from some people in the movie and television industry.

The average child or teenager spends far more time consuming products from the mass media than they do with their parents, or at church, or even at school. Thousands of scientific studies show that such undisciplined media consumption has led to increased violence, aggression, sexual promiscuity, and illegal drug use among children and teenagers. It also has led to a dumbed-down society, where our children and grandchildren are subject to the ideological whims of an entertainment industry, a debased popular culture, and a government-run school system with no transcendent standards that often seem out of control.

As responsible Entertainment Industry talent and executives, parents, and individuals, we can encourage positive improvements in these trends by teaching our children media wisdom and supporting good movies and rejecting bad ones. Best of all, a large audience exists for good movies. So, in the final analysis, sex, excessive violence, nudity, and foul language are a detriment both to society and to a studio's bottom line.

With God's help and guidance, and your support and prayers, MOVIEGUIDE® helps make this possible. Its thorough reviews let you know which movies are suitable. The "CONTENT" section of each review warns you of elements in the movie that you may find objectionable, to help you make an informed choice.

This detailed report is available only through MOVIEGUIDE®.

In it, we not only closely track sex, violence and profanity, but also worldview and other categories of content. We compare these categories with box-office receipts and with prior years. This is our "report card" to you and to the entertainment industry. Throughout the year, we present our findings to entertainment industry leaders so they can see for themselves the huge financial benefits of making more "family-friendly" movies with positive redemptive content and fewer R-rated movies.

We hope you enjoy the 2013 Annual Report to the Entertainment Industry and find it useful. It is our prayer that, with each passing year, we will be able to report on increasing industry profits made on movies that uplift society and honor traditional family life and God.

In reality, however, the bottom line can't be measured in dollar signs or in stars and pluses. It can be measured only in a society that moves in God's grace toward His truth, goodness, justice, beauty, and blessings.

God bless you
Ted Baehr



2013 MOVIEGUIDE® REPORT TO THE ENTERTAINMENT INDUSTRY INDEX

Letter from the Publisher	2
That Was The Year That Was	4
2013 REPORT TO THE ENTERTAINMENT INDUSTRY: FROM HOLLWOOD TO ETERNITY: Inspired for Worthwhile Entertainment By Dr. Ted Baehr with Dr. Tom Snyder	5
Total Earnings and Admissions in 2012	11
Analysis of the Top 10 & 25 Box Office Movies	12
Top 10 & Top 25 Grossing Movies in 2012 [Chart]	12
Content in Top 25 Movies [Chart]	13
Dominant Worldviews in the Top 25 Movies in 2012	18
MOVIEGUIDE® Analysis of All 2012 Movies Reviewed	19
Content Letter Codes of 2012 Movies [Chart]	20
2012 Worldview Analysis	27
Good Guys Finish First	30
Top 10 2011 Movies that Played into 2012	31
The 2012 Overseas Market	32
Top 2012 Foreign and Small Independent Movies	35
2012 Home Video	36
Top Television Programs	37
All-Time Box Office Champs	38
Hollywood Demographics	40
World Religions	43
Faith in America	46
Charity in America	54
The Family	55
Children and Media	60
Media Wisdom	63
Internet	67
What American Think	71
Critics Compared 2012	72
Theatrical Movie Index for 2012	75

**For more data or customized predictive analysis
contact us at research@movieguide.org**

Movieguide® Editor in Chief & Publisher: Ted Baehr **Editor:** Tom Snyder
Associate Editor: Evy Baehr **Art Direction:** David Outten

MOVIEGUIDE is published by Good News Communications Inc, a 501(c)3 not for profit corporation,
dedicated to transforming media standards and to informing and equipping the public.

This publication was made possible through the support of a grant from the
John Templeton Foundation. The opinions expressed in this publication are
those of the author(s) and do not necessarily reflect the views of the John
Templeton Foundation.



That was the year that was:

2012 was the year that LES MISERABLES showed that God's salvation rescued the lost Jean Valjean from his sins and the human condition.

2012 was the year that Javert turned his back on salvation in LES MISERABLES.

2012 was the year that LES MISERABLES presented the biblical understanding of Grace and Law.

2012 was the year that Captain America embraced the One True God and rejected false gods in THE AVENGERS.

2012 was the year that THE AVENGERS embraced "old fashioned" values and patriotism.

2012 was the year that Bruce Wayne finally realized that family mattered in THE DARK KNIGHT RISES.

2012 was the year that Catwoman was redeemed in THE DARK KNIGHT RISES.

2012 was the year that free enterprise capitalism was defended in THE DARK KNIGHT RISES.

2012 was the year that Peter Parker learns to be responsible in THE AMAZING SPIDER-MAN.

2012 was the year that sacrifice and resurrection redeemed James Bond from the pride of life in SKYFALL.

2012 was the year that a James Bond movie had the most positive Christian content ever of any Bond flick, and made the most money ever too!

2012 was the year that Snow White prayed the Lord's Prayer, as Jesus commanded His followers, in a Christian chapel in SNOW WHITE AND THE HUNTSMAN.

2012 was the year that American youth fought Communist, leftist tyranny in RED DAWN.

2012 was the year that Maya realized she was chosen to get Osama Bin Laden in ZERO DARK THRITY.

2012 was the year that J found out K was his foster father in MEN IN BLACK 3.

2012 was the year that the Church stood up to tyranny in FOR GREATER GLORY.

2012 was the year that Lincoln proclaimed God's justice in LINCOLN.

2012 was the year that Gandalf tells the world that the real heroes are humble, loyal, and kind and can be everyday people in *THE HOBBIT: AN UNEXPECTED JOURNEY*.

2012 was the year that an average little hobbit sacrificed his personal comfort and left his home to find a home for the homeless in *THE HOBBIT: AN UNEXPECTED JOURNEY*.

2012 was the year that a little hobbit showed mercy and stayed his hand from violence in *THE HOBBIT: AN UNEXPECTED JOURNEY*.

2012 was the year that Alex the Lion and his friends stood up to a crazed, overzealous, tyrannical police woman in *MADAGASCAR 3: EUROPE'S MOST WANTED*.

2012 was the year that Alex the Lion helped a rival regain his confidence and save the circus in *MADAGASCAR 3: EUROPE'S MOST WANTED*.

2012 was the year that Peaches realizes she really loves her father Manny in *ICE AGE: CONTINENTAL DRIFT*.

2012 was the year that Ralph finds out that loving another person more than yourself makes a hero, not a medal, in *WRECK-IT RALPH*.

2012 was the year that the title character in *WRECK-IT RALPH* exposed a corrupt leader.

2012 was the year that *WRECK-IT RALPH* showed that evil can't survive the Light.

2012 was the year that God gives a childless couple a miracle in *THE ODD LIFE OF TIMOTHY GREEN* so they will realize they can adopt.

2012 was the year that a mother stood up to a clueless, tyrannical, incompetent teachers union in *WON'T BACK DOWN*.

2012 was the year that a *JOURNEY 2: THE MYSTERIOUS ISLAND* showed the importance of fathers and grandfathers.

2012 was the year that family movies showed amazing strength in overseas markets.

2012 was the year sex did not sell – again.

2012 was the year foul language did not sell – again.

2012 was the year graphic nudity did not sell – again.

2012 was the year that homosexuality did not sell – again.

2012 was the year that moviegoers supported the Good, the True, and the Beautiful – again.

And, finally, **2012 was the year** in which movies reflecting Christian and biblical principles and practices with morally uplifting values and patriotic, pro-capitalist, anti-socialist content promoting liberty continued to be far more financially successful than those that didn't.

2013 Report to the Entertainment Industry Faith & Valor INSPIRED, WORTHWHILE ENTERTAINMENT

By Dr. Ted Baehr, Publisher, with Dr. Tom Snyder, Editor

Editor's Note: MOVIEGUIDE®'s important Report to the Entertainment Industry box office analysis appears at the end of this article, including our unique commentary and charts – all the information you need to make informed decisions. Therefore, this article will not repeat that information, except to highlight some important numbers.

Redemption from Misery and Judgment

Many good movies did well financially and critically in 2012.

For example, *LES MISÉRABLES* showed that God's salvation rescued the lost criminal from the miserable human condition and presented the biblical understanding of Grace and Law. Captain America rejected false gods and embraced tradition and patriotism in *MARVEL'S THE AVENGERS*. Bruce Wayne finally realized that family mattered, Catwoman was redeemed, and free enterprise and capitalism were defended in *THE DARK KNIGHT RISES*. Peter Parker learned to be responsible in *THE AMAZING SPIDER-MAN*. Sacrifice and resurrection redeemed James Bond from the pride of life in *SKYFALL*. Snow White prayed Jesus Christ's Lord's Prayer in *SNOW WHITE AND THE HUNTSMAN*. American youth fought Communism in *RED DAWN*. Maya realized she was chosen to get Osama Bin Laden in *ZERO DARK THIRTY*. J found out K was his protective foster father in *MEN IN BLACK 3*. The Church stood up to tyranny in *FOR GREATER GLORY*. "Honest" Abe proclaimed God's justice in *LINCOLN*. Gandalf told the world that real heroes are humble, loyal and kind in *THE HOBBIT: AN UNEXPECTED JOURNEY*. Alex the Lion and his friends stood up to a crazed, overzealous, tyrannical policewoman in *MADAGASCAR 3: EUROPE'S MOST WANTED*. Peaches realized she really loved her father Manny in *ICE AGE: CONTINENTAL DRIFT*. Ralph found out that loving another person more than yourself makes you a hero, not a medal, in *WRECK-IT RALPH*. God gave a childless couple a miracle in *THE ODD LIFE OF TIMOTHY GREEN* so they will realize they can adopt. Also, a mother stood up to the teacher's union in *WON'T BACK DOWN*.

Movies with very strong Christian, biblical, and moral content and values also did much better at the box office in 2012 than movies with excessive or graphic foul language, sex, nudity, violence, alcohol use, and illegal substance abuse. In fact, movies with strong biblical and Christian worldviews and content were some very big money makers.

For instance, *MARVEL'S THE AVENGERS* recognized the One True God and showed the true meaning of sacrifice and fellowship. Also, *LES MISÉRABLES* preached the meaning of the Gospel of Jesus Christ in both song and action. Furthermore, *SNOW WHITE AND THE HUNTSMAN* showed a Christian heroine leading the people against a demonic, murderous tyrant, and *THE DARK KNIGHT RISES* showed a capitalist hero protecting the liberty of the people from criminal revolutionaries. And, *SKYFALL* became the first James Bond movie to overtly link patriotic sacrifice to Christian sacrifice.

Thus, 70% of the Top 10 Movies in the U.S. and Canada had strong or very

AN EXPLANATION OF OUR RATINGS

The information below should help answer most questions about MOVIEGUIDE® Ratings:

Quality Ratings: ☆ to ☆☆☆☆

☆☆☆☆ EXCELLENT

☆☆☆ GOOD

☆☆ FAIR

☆ POOR

Our Quality Ratings refer to the production values in the movie, the entertainment quality of the production, and whether the movie fulfills what it tries to do. A four-star rating does not guarantee that the movie will meet our criteria for what makes a truly fine, much less great, work of art. That kind of criteria depends a lot on one's moral and spiritual values, issues that our Acceptability Ratings (see below) are meant to address.

Acceptability Ratings: +4 to -4

+4 EXEMPLARY: Biblical, usually Christian, worldview, with no questionable elements whatsoever.

+3 MORAL: Some minor questionable elements.

+2 GOOD: Moderately questionable elements.

+1 WORTHWHILE: Discernment required for young children.

-1 CAUTION: Discretion advised for older children.

-2 EXTREME CAUTION: Discretion advised for adults.

-3 EXCESSIVE: Excessive sex, violence, immorality, and/or worldview problems.

-4 ABHORRENT: Intentional blasphemy, evil, gross immorality, falsehood, evil worldviews, and/or destructive, horrendous worldview problems.

Acceptability Ratings take into account cognitive stages of development, moral issues and theological issues. Acceptability Ratings help parents with children and the media-wise adult viewer. Acceptability Ratings are based on a traditional view of the Bible and Christianity. Some movies receive positive ratings because they fit a biblical worldview of ethical monotheism, even though there is little specific Christian content in them. The ultimate evaluation of a movie depends on one's moral and spiritual values. Those values depend on one's worldview or total philosophy of life, humanity, the universe, and the supernatural.

GLOSSARY

Profanity Language which desecrates the sacred. Usually, profanity refers to taking God's Name & the Lord Jesus Christ's Name in vain.

Obscenity Foul, disgusting, offensive, lewd, and filthy language.

Blasphemy Language or actions which curse, revile, mock or blaspheme God, His Holy Spirit, the Lord Jesus, or His Church.

Abbreviations or Letter Codes

Ab	Mild or light anti-biblical, anti-Christian or anti-Jewish worldview or elements
AbAb	Strong anti-biblical, anti-Christian or anti-Jewish worldview or elements
AbAbAb	Very strong anti-biblical, anti-Christian or anti-Jewish worldview or elements
AC	Anti-Communist element worldview (may be increased to ACAC or ACACAC)
ACap	Anti-capitalism, anti-wealth, politics of envy (may be increased)
AP	Anti-patriotism or anti-Americanism (may be increased to APAP or APAPAP)
A	Light, brief or some alcohol use
AA	Alcohol use and drunkenness or light abuse
AAA	Heavy drunkenness, alcoholism and/or abuse
B	Mild or light biblical or moral worldview, principles, perspective, or character
BB	Strong biblical or moral worldview, principles, perspective, or character
BBB	Very strong biblical or moral worldview, principles, perspective, or character
C	Mild or light Christian worldview or elements, Gospel witness, redemptive elements, or positive reference to Jesus Christ, Christianity or a Christian church or service
CC	Strong Christian worldview or elements, Gospel witness, redemptive elements, or positive reference to Jesus Christ, Christianity or a Christian church or service
CCC	Very strong Christian worldview or elements, Gospel witness, redemptive elements, or positive reference to Jesus Christ, Christianity or a Christian church or service
Cap	Capitalism (may also be increased to CapCap or CapCapCap)
Co	Communism (may also be increased to CoCo or CoCoCo)
D	Light, brief or some smoking
DD	Smoking and light illegal drug use and/or illegal drug selling
DDD	Smoking and heavy illegal drug use and/or illegal drug sales
E	Environmentalism or environmentalist worldview (may be increased)
Ev	Evolutionary worldview or elements (may be increased)
Fe	Feminist worldview or elements (may be increased to FeFe or FeFeFe)
FR	Light Non-Christian worldview, or false religions, such as Mormonism or Legalism
FRFR	Strong Non-Christian worldview, heresy or false religious elements
FRFRFR	Very strong Non-Christian, heresy or false religious elements
H	Light humanist worldview or humanism (incl. Marxism, communism, socialism, etc.)
HH	Strong humanist worldview or humanist elements
HHH	Very strong humanist worldview or humanist elements
Ho	Light homosexual worldview or homosexuality (incl. sodomy & lesbianism)
HoHo	Strong homosexual worldview or homosexual elements
HoHoHo	Very strong homosexual worldview or homosexual elements
L	Few obscenities and profanities (1-9)
LL	Several obscenities and profanities (10-25)
LLL	Numerous obscenities and profanities (more than 25)
M	Light miscellaneous immorality (gambling, revenge, theft, blackmail, etc.)
MM	Strong or much miscellaneous immorality
MMM	Very strong or extreme miscellaneous immorality
N	Naturalistic nudity (not in a sexual context)
NN	Partial or brief nudity
NNN	Extensive, graphic, or full in your face nudity
O	Occult worldview, occult elements or Satanism (may be increased to OO or OOO)
P	Patriotic worldview or elements (may be increased to PP or PPP)
Pa	Mild or light pagan worldview or elements
PaPa	Strong pagan worldview or pagan elements
PaPaPa	Very strong pagan worldview or pagan elements
PC	Politically correct worldview or elements (may be increased to PCPC or PCPCPC)
Ro	Light Romantic, idealistic worldview or Romantic elements
RoRo	Strong Romantic, idealistic worldview or Romantic elements
RoRoRo	Very strong Romantic, idealistic worldview or Romantic elements
RH	Revisionist history (may be increased to RHRH or RHRHRH)
S	Implied adultery, promiscuity, sexual perversion or sexual immorality
SS	Depicted adultery, promiscuity, sexual perversion, or sexual immorality
SSS	Graphic adultery, promiscuity, sexual perversion, or sexual immorality
So	Socialist worldview or elements (may be increased to SoSo or SoSoSo)
V	Brief or action violence
VV	Moderate violence (may include some blood)
VVV	Very strong, extreme or graphic violence

strong Christian, redemptive, moral, or biblical content or worldviews. Even better, 90% of the Top 10 Movies Overseas actually had strong or very strong Christian, redemptive, biblical, moral, or heroic worldviews, with all the Top Five being MOVIEGUIDE® Award winners! And, nearly three-fourths, or 72%, of the Top 25 DVD sales in North America had strong or very strong Christian, biblical, moral, and/or heroic (good conquering evil) content (CC, CCC, BB or BBB).

There were, however, some new lows in filmmaking, such as CLOUD ATLAS, which featured cannibalism; HICK, which focused on pedophilia; DJANGO UNCHAINED, which took action violence to new levels of bloodletting; and TED, which featured bestiality. A couple of these movies made a lot of money, but most of them flopped.

An Unexpected Journey

In the midst of a rash of vile releases such as HICK, AMOUR, AMERICAN REUNION, 21 JUMP STREET, KILLER JOE, and TED, the percentage of movies with strong Christian, biblical faith and values grew slightly and, in many ways, did very well at the box office.

There was a steady stream of large, medium, and small movies that strongly honored faith, values, and Jesus Christ. Those movies included such titles as MARVEL'S THE AVENGERS, THE HOBBIT: AN UNEXPECTED JOURNEY, LES MISÉRABLES, ICE AGE: CONTINENTAL DRIFT, SNOW WHITE AND THE HUNTSMAN, THE DARK KNIGHT RISES, SKYFALL, JOURNEY 2: THE MYSTERIOUS ISLAND, RISE OF THE GUARDIANS, MIRROR MIRROR, OCTOBER BABY, HERE COMES THE BOOM, RED TAILS, SOLOMON KANE, UNDEFEATED, LAST OUNCE OF COURAGE, FOR GREATER GLORY, ACT OF VALOR, BATTLESHIP, LINCOLN, FRANKENWEENIE, THE ODD LIFE OF TIMOTHY GREEN, PARENTAL GUIDANCE, 2016: OBAMA'S AMERICA, BERNIE, and WON'T BACK DOWN.

Since 1992, MOVIEGUIDE® has been analyzing the box office totals of all the major movies and revealing what we've found to top studio executives and celebrities in Hollywood at our Annual Faith & Values Awards Gala and Report to the Entertainment Industry.

We discovered that, once again, the most family-friendly movies and movies with the strongest positive redemptive content and worldviews make the most money, on average, of any other kind of movie. Also, they make a ton more money than the worst movies, the ones filled with graphic violence, explicit sex and nudity, sexual perversion, and false, anti-Christian worldviews, including those that promote atheism, and paganism.

Because of our early efforts, however, the tide began to shift in 1999, when 42 movies had strong, positive faith and values content. Titles as widely different as THE GREEN MILE, THE STRAIGHT STORY, RUNAWAY BRIDE, TOY STORY 2, and THE WINSLOW BOY contained firm nods to Christianity and Christian virtues, often in very explicit ways.

Since then, Hollywood has been averaging 40 to 60 movies with strong positive Christian and Judeo-Christian content each year, often averaging well over \$70 million at the box office.

Then, of course, came another watershed year, in 2004. That was the year that Mel Gibson released THE PASSION OF THE CHRIST, and, with help from such movies as THE INCREDIBLES, SPIDER-MAN 2, LADDER 49, and WOMAN, THOU ART LOOSED, the strongest Christian movies set a record in average box office.

Well, 2012 has turned out to be another important year.

For 2012, we again counted more than 160 movies with at least some positive Christian, redemptive content reflecting biblical values, and even more movies containing morally uplifting content of some kind.

The entertainment industry has a huge influence on our culture, especially the hearts and minds of vulnerable children and teenagers.

According to a study by the Barna Group, entertainment remains the favorite activity of young people, by far. Attending church services and reading the Bible are comparatively way down on the list. In fact, statistics from the Motion Picture Association of America, the American Pediatrics Association, and other

2012 Movieguide® Award Winners among Top 10 in Domestic Box Office



2012 Best Picture Academy Award Nominees among Top 10 in Domestic Box Office



none

groups show that, by the time he or she is 17, the average child may have spent up to 60,000 hours or more with the mass media, but only 11,000 hours in school, 2,000 with their parents, and 800 hours in church, if they regularly go once a week.

As the Apostle Paul writes in 1 Cor. 15:33, “Bad company corrupts good character.”

The Entertainment Industry should not ignore the two billion Christians around the world, including America’s 237 million Christians, the 209.6 million people in America who say they have a personal relationship with Jesus, and the 136 million or so Americans, including children and teenagers, who go to church weekly. Neither can people of faith and values afford to ignore the influence that Hollywood has on our children and grandchildren, and on the society in which they live.

America’s Most Wanted

For example, since we began sponsoring the Annual MOVIEGUIDE® Faith & Values Awards Gala and Report to the Entertainment Industry, the percentage of movies with positive moral, biblical values has more than quadrupled!

In fact, an important head of one of the six top Hollywood studios, personally told us, “You have shown through your Report to the Entertainment Industry that producing good movies is morally responsible and financially lucrative.”

We welcome and greatly appreciate your support in helping us to carry out this mission to redeem the values, not just the worldviews, of the mass media of entertainment. Together, we can ensure that the Good, the True, and the Beautiful will continue to spread throughout Hollywood and throughout the nations.

Acts of Valor

MOVIEGUIDE® has been analyzing movies in depth since 1985. Over the years, we have developed a comprehensive method of analyzing movies that helps us pinpoint which movies will succeed and why.

Adam Smith, the father of free market economics, broke with the tradition of his peers by not studying failure but by studying success. In the process, he came up with the most successful economic model ever!

This is exactly what MOVIEGUIDE® tries to do in its comprehensive system of analyzing movies.

To understand the economic viability of a movie, we look at its entertainment and artistic value and then beyond that at its production value, content, worldview, philosophy, theology, politics, economics, genre, themes, characters, actors, and much, much more. Through its analysis, MOVIEGUIDE® has constantly chosen 25 to 40% of the winners at the box office, whereas other groups and critics have consistently chosen only zero to eight percent of the winners.

MOVIEGUIDE® has found that movies that cohere to traditional biblical values and morality consistently outperform all other categories.

We bring this comprehensive system to bear on film finance to help give a better experience to those who want to improve the entertainment industry.

Box office figures are the truest measure of what the public chooses to see in movies. For instance, in 2012, six of MOVIEGUIDE®’s top picks for Best Family Movies and Best Movies for Mature Audiences made it into the Top 10 Movies at the Box Office for North America.

In contrast to this, none or, at the most, only two, of the top choices of most other major film critics made it into the Top 10.

The MOVIEGUIDE® critics and judges also beat out such renowned critic associations as the American Film Institute, the National Board of Review, and the Broadcast Film Critics.

Clearly, MOVIEGUIDE® understands what audiences want by analyzing movies in a comprehensive way. We try to look at each movie in at least 30 separate ways overall, including aesthetically, thematically, morally, biblically, cognitively, philosophically, politically, and spiritually, in more than 150 different categories!

To do all these things properly not only takes a knowledge of basic critical standards and movies, including the history of movies and film theory, it also takes a philosophical knowledge that takes into account what has been called the Queen, or Handmaiden, of Philosophy – Theology.

The good news is that concerned and discerning moviegoers trust MOVIEGUIDE®. Our website, www.movieguide.org, has up to 10 million hits per month, and growing. That’s because our reviews are more trustworthy than other family sites.

Parents, children, and other moviegoers write us to say that they trust MOVIEGUIDE®. Why? Because we use comprehensive critical tools to review movies. Entertainment Industry executives also call to tell us how helpful and important our reviews are, because we give them accurate, verifiable information based on objective standards, not subjective whims.

Thank you for choosing MOVIEGUIDE®!

Free Enterprise Rises

Looking at the major movies released by the entertainment industry in 2011, those with positive acceptability ratings from MOVIEGUIDE® (+1 to +4) earned more than one times as much money as those with negative acceptability ratings (-1 to -4). This statistic means that the most family-friendly movies in 2012 were also the most successful movies of the year. Also, movies with the most positive acceptability ratings from MOVIEGUIDE® (+1 to +4) earned more than two times as much money as those with the worst ratings (-4)!

Also, R-rated movies made much less money than movies with other ratings. In fact, according to a 17-year study by The Numbers, G-rated movies earn more than twice as much per movie as R-rated films.

Furthermore, since the Annual MOVIEGUIDE® Faith & Values Awards Gala and Report to the Entertainment Industry began, the percentage of movies with at least some positive redemptive, biblical, and/or moral content (C, CC, CCC and/or B, BB, BBB) has increased overall from an average of 18.27% in 1991 to an average of 67.89% in 2012. That's a 272% increase!

Major Hollywood executives are finally getting the message that movies with positive moral, biblical, redemptive content are great for business.

In our comprehensive analysis of the box office in our Report to the Entertainment Industry in this issue, we found that movies released in 2012 with very strong Christian, biblical, and moral (CCC plus BBB) content or worldviews outperformed movies with Mixed, Non-Christian, or anti-Christian content and worldviews, by at least 5.2 to 1, often much more!

For example, movies with very strong Christian worldviews (CCC) averaged nearly \$90.78 million per movie by the end of 2012, while movies with very strong Mixed, Non-Christian or anti-Christian worldviews overall (HHH, OOO, PaPaPa, plus RoRoRo), only averaged \$20.22 million. Movies with very strong humanist or atheist worldviews (HHH) did far worse, averaging only \$2.4 million!

Furthermore, 70% of the Top 10 Grossing Movies at the box office in 2012 had strong or very strong Christian, redemptive, biblical, and/or moral content or values. In fact, 60% of them had either a strong or very strong Christian, biblical, moral, and/or redemptive worldview (CC, CCC, BB, BBB).

For Greater Glory

Positive, family-friendly movies with Christian, biblical values not only make the most money in the United States and Canada, they also usually make the most money at the overseas box office. Last year was no exception.

Thus, in 2012, movies with a strong or very strong Christian, redemptive, biblical, and/or moral worldview made 91% of the total overseas amount for the Top 10 Movies Overseas, \$5.281 billion out of \$5.795 billion. This was the highest percentage ever! In fact, it was so high that all of the Top 5 Movies Worldwide are all MOVIEGUIDE® winners this year. Moreover, none of the Top 10 Movies Overseas had any depicted sexual content (SS or SS) or explicit nudity (NN or NNN), and none of them had any strong or very strong Anti-Christian content (AbAb or AbAbAb).

Also, 70% of the Top 37 2012 Movies Making \$100 Million or More Overseas had strong or very strong, strong or very strong Christian, redemptive, biblical, and/or moral content, including worldviews (CC, CCC, BB, BBB). Furthermore, only 11% had any strong or very strong overtly Humanist (HH, HHH) or Anti-Christian content (AbAb, AbAbAb), and only 32% had a strong or very strong Non-Christian, anti-Christian, or Mixed Worldview. Finally, only 11% of the Top 37 had any depicted sexual content (SS or SSS), only 16% had any sexual nudity (NN or NNN), and only 19% were deemed unacceptable viewing by MOVIEGUIDE® (-3 or -4 acceptability ratings).

Thus, American and Canadian moviegoers aren't the only ones who prefer seeing morally uplifting, redemptive content with no offensive immoral content.

Overseas box office is now the biggest earning sector within the movie and television industry. Arguably, therefore, the movies making the most money here are more important than the domestic box office and the home video sales.

Redemptive Avengers

Year-end dollar amounts are no longer available for home video rentals, but nearly three-fourths, or 72%, of the Top 25 DVD Movie Sales in 2012 had strong or very strong redemptive, biblical, moral, and/or heroic (good conquering evil) content (CC, CCC, BB or BBB). Furthermore, 64% of the Top 25 actually had strong or very strong Christian and redemptive or biblical and/or moral worldviews, while only 28% had strong or very strong Mixed, Non-Christian, or Anti-

Christian worldviews.

These figures show that the vast majority of DVD buyers and watchers prefer family-friendly movies containing strong Christian, moral values and biblical principles.

Skyfall & Resurrection

Since MOVIEGUIDE®'s aesthetic standards match the aesthetic standards of the general moviegoing public, the movies we commend do much better at the box office. Thus, the better the Quality rating from MOVIEGUIDE®, the more money it made at the box office. Also, our MOVIEGUIDE® Awards Gala tends to pick the best movies appearing in the Top 10 and Top 25 at the box office and at the home video store, while most other film critics are picking the worst movies seen by the fewest number of people.

This has been true in all the previous years we've studied, including 2012. We know the kind of clean entertainment most people really want to see.

Sneak Attacks on Children Continue

A few filmmakers, however, are engaged in a philosophical sneak attack on your children and grandchildren – they are increasing the false religions and anti-values quotients in popcorn movies aimed at the teenage audience.

For example, movies like THE TWILIGHT SAGA movies, THE HUNGER GAMES, AVATAR, the SEX IN THE CITY movies, THE HANGOVER movies, TED, the PARANORMAL ACTIVITY movies, 21 JUMP STREET, and THE LAST AIRBENDER contain fringe worldviews and occult elements or promote sexually promiscuous lifestyles and obscene behavior.

This trend goes back to the success of such 1980s horror movies like FRIDAY THE 13TH and teen sex comedies like PORKY'S, but the graphic nature and amount of sex and violence has seen a huge uptick in such similar genre movies as SAW and HOSTEL and their sequels, as well as major releases like THE HANGOVER movies, BRÜNO, SEX IN THE CITY 2, and BRIDESMAIDS.

While attending a press screening for one ultra-violent thriller the night before it opened, MOVIEGUIDE® saw many teenagers, and some younger children, lined up for a special midnight screening of a slasher horror movie remake the day before it opened.

This despicable movie trend is combining with other despicable trends to lure your children and grandchildren away from a righteous lifestyle and the truth of the Gospel and the Bible (such as the trend to promote witchcraft, occultism, and paganism in movies like the HARRY POTTER and TWILIGHT franchises, or PARANORMAN, the continuing trend toward teenage sexual promiscuity in movies like SUPERBAD and 21 JUMP STREET, and the trend promoting a radical immoral agenda in movies like CLOUD ATLAS, ROCK OF AGES, THE CAMPAIGN, RED STATE, AVATAR, RELIGULOUS, MACHETE, BAD TEACHER, J. EDGAR, GLEE: THE 3D CONCERT MOVIE, THE NAMES OF LOVE, MARGIN CALL, ANONYMOUS, DIRTY GIRL, THE SKIN I LIVE IN, BEGINNERS, APOLLO 18, RAMPART, ALBERT NOBBS, A GOOD OLD FASHIONED ORGY, and HAPPY FEET TWO).

MOVIEGUIDE® is your child and grandchild's best defense against the Age of Stupidity brought on by the mass media's support since the 1960s of Communism, radical socialism, atheism, sexual promiscuity, occultism, Christophobic bigotry, anti-Americanism, perversion (including pedophilia), and even Satanic delusion.

With your help, our ministry has come far in fighting these types of movies. We were even able to help stop such awful movies as HICK, CLOUD ATLAS, THE RUNAWAYS, MACHETE, GLEE, A GOD OLD FASHIONED ORGY, PIRANHA 3D, HOUNDDOG, THE GOLDEN COMPASS, BRÜNO, ANTICHRIST, and SAW 3D by exposing their true nature in the press and on our increasingly popular website (www.movieguide.org). And, your help has enabled us to stop such vile television programming like a satirical cartoon ridiculing Jesus Christ, GOOD CHRISTIAN B***HES and THE PLAYBOY CLUB television series on NBC that was canceled after only three shows.

The Ratings Shell Game

The movie ratings applied by the Motion Picture Association of America (G, PG, PG-13, R, and NC-17) are designed to attract children and teenagers to adult content, including softcore pornography like *THE HANGOVER 2* and images of disturbing violence like *SAW 3D*.

For years, MOVIEGUIDE® has led the battle against this terrible state of affairs, and our efforts are really starting to pay off in a big way.

For example, in 1999, MOVIEGUIDE® led the fight to stop movie theaters from letting children and teenagers into R-rated movies. As a result, the number of major R-rated movies has declined dramatically from 81% of the major movies in 1985 to 40–42% each year today!

Also, among the top movies at the box office, G-rated movies (when Hollywood decides to make such movies, of course) regularly earn the most money on average.

Won't Back Down

Christian ministries and other religious institutions in the United States in 2011 collected \$95.88 billion in donations in the United States, but Hollywood only earned \$10.174 billion at the theatrical box office that year, in both the United States and Canada. That's more than 9.4 times what Hollywood earned at the box office in North America, not just the U.S.

However, American children spend about 75 times more time with the mass media by the time they are 17-years-old than they do in church if they go to church every Sunday. Furthermore, more than \$15 billion is lost annually by the church worldwide due to mismanagement.

Yet, according to the Motion Picture Association of America, Hollywood spends about \$106.6 million to produce and market each movie it makes.

Despite these questions, the declining box office in recent years represents a decades long trend. Movie admissions in 2012 are still 31% below the 1.98 billion admissions in the middle 1960s, before the MPAA's licentious and self-defeating ratings system (G, PG, PG-13, R, and NC-17) came into being and alienated family audiences and mainstream moviegoers.

Considering, therefore, that the population since 1966 in the United States and Canada has increased from about 210 million people to more than 349.8 million people, the number of ticket sales in North America has continued to drop – nearly 59% – from 9.43 tickets sold per person to only about 3.89 tickets sold per person!!!

The situation looks even worse if you go back to 1946, when the Golden Age of Hollywood was in its heyday, and 55% of the American population, about 78 million people, went to the movies every week, for about 4.0 billion ticket sales. Today, only about 25 to 26 million Americans or so go to movies every week.

Also in 1946, Americans bought about 4.07 billion tickets at about 42 cents per ticket, according to the *L.A. Times*.

In other words, the amount of movie admissions today has declined nearly 67, more than two-thirds, since the heights of the Golden Age of Hollywood!

Clearly, we must keep trying to redeem the values of Hollywood by reminding it of the huge financial success of such strongly positive movies as *LES MISÉRABLES*, *ICE AGE: CONTINENTAL DRIFT*, *MARVEL'S THE AVENGERS*, *THE DARK KNIGHT RISES*, *MADAGASCAR 3: EUROPE'S MOST WANTED*, *WRECK-IT RALPH*, *THE AMAZING SPIDER-MAN*, *THE HOBBIT: AN UNEXPECTED JOURNEY*, *MEN IN BLACK 3*, *SNOW WHITE AND THE HUNTSMAN*, *CARS 2*, *PIRATES OF THE CARIBBEAN: ON STRANGER TIDES*, *CAPTAIN AMERICA*, *THE HELP*, *MISSION: IMPOSSIBLE – GHOST PROTOCOL*, *PUSS IN BOOTS*, *TOY STORY 3*, *DESPICABLE ME*, *UP*, *THE BLIND SIDE*, *SPIDER-MAN 3*, *THE CHRONICLES OF NARNIA: THE VOYAGE OF THE DAWN TREADER*, *THE LORD OF THE RINGS: THE RETURN OF THE KING*, *THE PASSION OF THE CHRIST*, *TRUE GRIT*, *ICE AGE: DAWN OF THE DINOSAURS*, *I AM LEGEND*, *WALL-E*, *IRON MAN*, *IRON MAN 2*, *ENCHANTED*, *STAR TREK*, *ICE AGE: THE MELTDOWN*, *THE INCREDIBLES*, and *SHREK FOREVER AFTER*.

Here Comes the Boom

Eighty-six percent of Americans say they believe Jesus Christ actually lived, and 78% believe Jesus Christ was the Son of God who died for our sins, according to a recent poll conducted by Rasmussen Reports.

Another poll conducted by Princeton Survey research Associates found that 67% say they believe that the entire story of Christmas, including all the miracles and angelic appearances, are real, while a whopping 79% believe that Jesus Christ was born of the Virgin Mary, without a human father and through the power of the Holy Spirit. Fifty-two percent of all those polled believe Jesus will return to earth someday, as the Bible predicts.

Furthermore, 61% believe there would be less kindness if Jesus Christ had never been born, 63% say there would be less charity, 58% say there would be less tolerance, and 59% say there would be less personal happiness.

Also, according to polls by the Barna Group, nearly three-quarters of American adults, 70%, believe in the biblical definition of God, that God is the all-powerful, all-knowing, perfect Creator of the universe who rules the world today.

All these facts show why movies with strong and very strong Christian content make much more money, year in and year out, than movies with non-Christian, false or immoral content. This is exactly what the enclosed long-term, multi-year study clearly proves.

The mass media of entertainment should not ignore the 136 million people or more who go to church weekly in the United States, not to mention the world's 2.3 billion Christians.

The Rules of Evidence

In any consideration of the mass media of entertainment, it should be kept in mind the fact that four major medical associations in 2001 concluded that violence in entertainment influenced children to become more aggressive and the Federal Trade Commission found that the entertainment industry was marketing violent movies, music, and games to children. Therefore, parents have no excuse for not teaching their children to be media-wise.

In a joint statement, the American Medical Association, the American Academy of Pediatrics, the American Psychological Association, and the American Academy of Child and Adolescent Psychiatry warned that violence in horror movies, video games, TV, and rap music is contributing to increasing violent behavior among children. "The conclusion of the public health community," the statement reads, "based on over 30 years of research, is that viewing entertainment violence can lead to increases in aggressive attitudes, values, and behaviors, particularly in children."

When violence is glorified or at least given a glossy, glitzy treatment, it becomes more palatable to those who would be influenced by it. When more and more see ugliness and violence on the big screen, done well with the best Hollywood talent behind it, it's no wonder that actual violence like the massacre in Newtown, Ct. results.

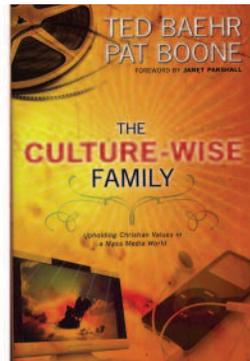
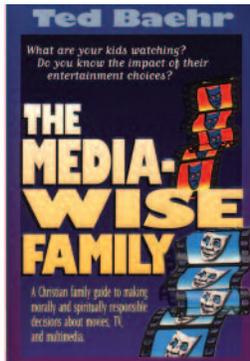
The Most Powerful Person in Hollywood!

The power player in Hollywood, whose tastes often determine whether a movie succeeds or fails, whom movie executives are trying to please more than anyone else, is the 14-year-old teenager. If the teenager likes the movie, he'll spend another \$10 or \$13 to see it again (even more if he's seeing a 3-D or IMAX version).

Teenage males in America see more movies than girls their age and vastly more than any other age group. Much more important to the moguls who run movie studios, these youths see movies early – usually in the first week or 10 days of release. By doing so, they wield a lot of power because, if the early box office buzz is good, it can give a movie legs.

This is why so many teen pictures, science fiction movies, comic book movies, and action movies are made. Movie stars who bring adults to the theaters leave many teenagers cold. Teenage boys prefer action and humor.

Today's teenagers may be even more of a pop culture steamroller than their parents were. There will be as many of them as there were teenage boomers during the 1960s. They see far more movies than any other demographic group. While only about 8% of the population, they are among the most frequent moviegoers, more than double their population. Raised by Cable TV, and now the Internet, they want constant stimulation.



Have a Little Faith

To paraphrase Theodore Roosevelt: If you educate a man's mind and not his heart, you will have an educated barbarian.

Parents need to help teenagers become children of the King of Kings, not "natural born killers" and residents of infamous TV programs like SOUTH PARK, FAMILY GUY, or ADULT SWIM on the Cartoon Channel.

THE MEDIA-WISE FAMILY™ resource and my book THE CULTURE-WISE FAMILY, co-authored with our friend, the legendary entertainer Pat Boone, are 90 percent solution oriented to do just that – help you help your children to become your ally by learning how to be media-wise.

One 15-year-old told us he could discern between good and evil, so he felt that it was okay for him to watch horror movies such as SCREAM and HALLOWEEN. We replied that he needed to be motivated by wisdom to choose the good and reject the bad.

THE MEDIA-WISE FAMILY™ and THE CULTURE-WISE FAMILY give parents the ability to win the culture wars where it counts – in their homes.

Do you know what your children are watching?

From Here to Eternity

There is Good News in Hollywood.

Since we were called to redeem the values of the mass media of entertainment, we have seen more and more of the results of our strategic efforts to clean the screens because 1) the number of pro-Christian movies has increased dramatically; 2) Hollywood studios have developed working relationships with us; and, 3) more and more top Hollywood executives and creative talent have joined with us to produce better movies and entertainment.

Furthermore, in the wake of THE PASSION OF THE CHRIST, most of the six major studios, and some of the biggest independent studios, in Hollywood have been releasing movies and videos for the Christian and faith audience in the last few years, such as FIREPROOF, THE BLIND SIDE, AMAZING GRACE, THE GRACE CARD, SOUL SURFER, COURAGEOUS, OCTOBER BABY, LAST OUNCE OF COURAGE, RED TAILS, and Tyler Perry's movies and television programs.

Also, more and more executives in the entertainment industry have made their beliefs a matter of record, more key media executives accepted Jesus Christ as their Lord and Savior, MOVIEGUIDE® has reached more industry leaders who have accepted responsibility for their productions, and more teenagers and moral adults became serious about the impact of the mass media of entertainment on their lives and sought our help in choosing the good and rejecting the bad and in developing the skills necessary to use (without being abused by) the mass media of entertainment.

Consequently, there are now more family movies and more movies with posi-

tive faith and values content and positive redemptive worldviews than since the end of the Golden Age of Hollywood in 1966.

On Feb. 15, 2013, MOVIEGUIDE® will hold its 21st Annual Faith & Values Awards Gala and Report to the Entertainment Industry in Universal City, Calif., in the heart of Hollywood near Universal Studios.

At this event, we will present our MOVIEGUIDE® Awards, the Grace Awards for Most Inspiring Performances in Movies and TV, the prestigious Epiphany Prizes for Inspiring Movies & TV totaling \$200,000 and the \$50,000 Kairos Prizes for Spiritually Uplifting Screenplays by Beginning Screenwriters (both supported by a grant from the John Templeton Foundation), the Fries Free Enterprise Prize, the Faith & Freedom Awards for Promoting Positive American Values, and the Best Movies for Families and Mature Audiences.

The 2013 Annual MOVIEGUIDE® Report to the Entertainment Industry allows us to present comprehensive statistical data (in graph form) on 288 movies reviewed and analyzed during the previous year to studio heads, executives, actors, press, and other key industry leaders. It also encourages industry leaders to continue producing wholesome and family-oriented films. Finally, it establishes fellowship, networking, and goodwill among key leaders of the entertainment community. Strong relationships have developed and continue to grow from past events.

MOVIEGUIDE® donors and supporters play a critical role in helping us reach these top opinion leaders with the transforming power of grace. Producing the Annual MOVIEGUIDE® Report costs a lot of time, money, and effort, not to mention prayer! The support of our readers, donors, and prayer warriors is essential, therefore, if we are to continue redeeming the values of the entertainment industry according to continue to improve the world for future generations, our children and grandchildren.

The good news is that you and your family don't have to see bad movies or bad television. And, Hollywood doesn't have to make bad TV and movies in order to make good profits.

The better news is that we have the tools to help people make wise choices, and to help them teach their children how to make wise choices, such as our MEDIA-WISE FAMILY™ and CULTURE-WISE FAMILY™ resources. You can access these tools by visiting www.movieguide.org or calling 1-800-899-6684.

So, please review the charts and in-depth news articles in the following 2013 Report to the Entertainment Industry that provide MOVIEGUIDE®'s in-depth statistical analysis of the year in entertainment and some of the year's important cultural trends.

Also, don't forget our Annual Video Guide in our Annual Issue, which includes lists of the Best Movies of 2012 and lists of other movies and videos you might find inspirational and worthwhile.

Hopefully, you will find all these things build you and your family's Media and Cultural Wisdom!

Conclusion

Real, lasting Beauty delights in Truth, Justice and Goodness. Furthermore, as this Annual Report shows, most moviegoers and entertainment consumers (as well as those who don't watch, read or listen) want to see Good conquer evil, Truth triumph over falsehood, Justice prevail over injustice, and Beauty overcome ugliness. Furthermore, most people with families like to share their leisure time with their whole family, not only their children but also their grandparents, more often.

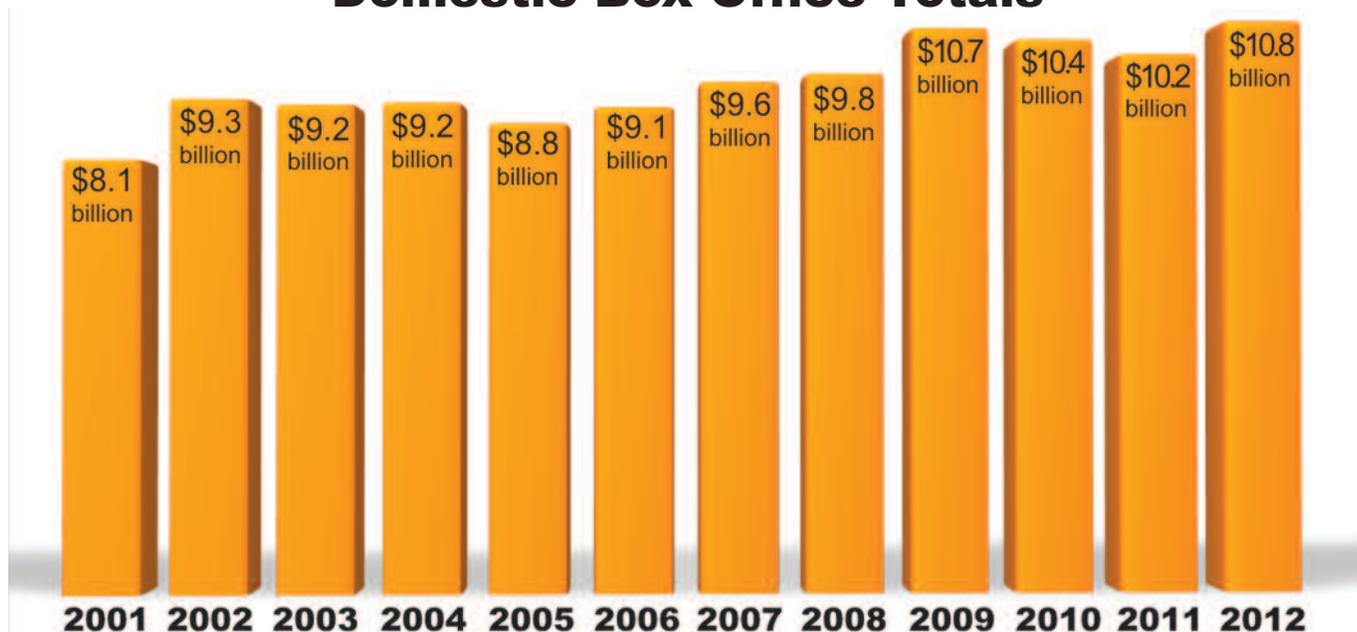
MOVIEGUIDE® and its many resources are here to help the public, and entertainment industry leaders, redeem the values of that industry and transform the culture for the benefit of future generations – our children and grandchildren.

"Whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable – if anything is excellent or praiseworthy – think about such things."

– *Philippians 4:8*

TOTAL EARNINGS AND ADMISSIONS IN 2012

Domestic Box Office Totals



Domestic Box Office Rebounds to Record High

Main Sources: Box office Mojo, Variety 01/05/13, Variety 01/12/13, Digital Entertainment Group, National Association of Theater Owners, and MOVIEGUIDE®.

The movie business in the United States and Canada rebounded in 2012 compared to 2011, going from about \$10.174 billion to \$10.835 billion, a 6.5% increase.

Hollywood also sold more movie tickets in North America, increasing 6.25% from about 1.28 billion tickets sold in 2011 to 1.36 billion tickets sold in 2012. That's still a significant 10% decrease from 2003 and 2004's 1.52 and 1.50 billion tickets sold!!!

These positive numbers in 2012 were probably due to stable ticket prices, which rose only one penny from an average of \$7.93 to \$7.94 cents per ticket.

Maybe Hollywood should keep those ticket prices lower, especially in these continuing tough economic times!

Home video sales and rentals were also up for a change, going from \$17.96 billion in 2011 to \$18 billion even in 2012, increasing a slight 0.23%.

Helping to fuel this new increase was a 45.8% increase in Internet subscription streaming of home video and a 10.8% increase in Video on Demand (VOD) sales. Many pundits think digital downloads and sales are the wave of the future.

Overseas grosses continued their rise, going from \$22.4 billion in 2011 to \$22.8 billion in 2012, a 1.8% increase. However, this increase is much lower than last year. According to Variety, China accounted for \$2.7 billion of that money in 2012, for the first time surpassing Japan, which brought in \$2.3 billion.

Of course, the cost of making a movie remains very high, at about an average of \$106.6 million per movie, according to the Motion Picture Association of America (MPAA) in March 2008, the last year they decided to publish such figures.

Despite the increase in domestic ticket sales, annual movie admissions for the domestic box office in 2012 are still 31% below the 1.98 billion admissions in the middle 1960s, before the MPAA's licentious and self-defeating ratings system (G, PG, PG-13, R, and

NC-17) came into being and alienated family audiences and mainstream moviegoers.

Considering, therefore, that the population since 1966 in the United States and Canada has increased from about 210 million people to more than 349.8 million people, the number of ticket sales in North America has continued to drop – nearly 59% – from 9.43 tickets sold per person to only about 3.89 tickets sold per person!!!

The situation looks even worse if you go back to 1946, when the Golden Age of Hollywood was in its heyday, and 55% of the American population, about 78 million people, went to the movies every week, for about 4.0 billion ticket sales. Today, only about 25 to 26 million Americans or so go to movies every week.

Also in 1946, Americans bought about 4.07 billion tickets at about 42 cents per ticket, according to the L.A. Times.

In other words, the amount of movie admissions today has declined nearly 67, more than two-thirds, since the heights of the Golden Age of Hollywood!

Despite the decline since the Golden Age, 2012 has been a relatively good year financially for Hollywood, especially when compared to the middle of the first decade of the 21st Century.

And, the financial future in 2013 looks bright, with the continuation of some new franchises, including THE HOBBIT, THOR, and THE HUNGER GAMES, and some new reboots and new opportunities, along with the usual never-ending sequels.

Average Domestic Ticket Price



ANALYSIS OF THE TOP 10 & 25 BOX OFFICE

Top 10 and Top 25 Movies in 2012

Sources: MOVIEGUIDE® and Box Office Mojo through 01/01/2013.

Rank	Movie	Qual.	Acc.	Rating	Genre	Studio	D.WV	Content	Alc.	D.	Lang.	Misc.	N.	Sex	V.	B.O.
1	MARVEL'S THE AVENGERS	★★★★	-1	PG-13	SF	Disney	CCC	BBB,PPP	A	No D	LL	M	N	No S	VV	\$623,357,910
2	DARK KNIGHT RISES, THE	★★★★	-1	PG-13	AA	WB	CC	BBB,ACACAC, CapCapCap	A	D	LL	M	N	S	VV	\$448,139,099
3	HUNGER GAMES, THE	★★★★	-3	PG-13	SF	Lionsgate	HH	Ro, B, ACAC, Ho	AA	No D	L	MM	N	S	VVV	\$408,010,692
4	SKYFALL	★★★★	-2	PG-13	Spy Movie	Sony	CCC	BB, PPP, Pa, AC, Ho	A	No D	LL	M	N	S	VV	\$292,300,121
5	TWILIGHT SAGA: BREAKING DAWN, PART 2	★★★★	-3	PG-13	Fantasy	Summit	PaPaPa	RoRo, OO, FRFR, BB	No A	No D	L	M	N	S	VVV	\$287,027,873
6	AMAZING SPIDER-MAN, THE	★★★★	-1	PG-13	SF	Sony	BBB	CC, PP, Ev	No A	DD	L	M	No N	No S	VV	\$262,030,663
7	HOBBIT: AN UNEXPECTED JOURNEY, THE	★★★★	-1	PG-13	Fantasy/AA	WB	BBB	CC, O	A	DD	No L	M	N	No S	VV	\$238,001,325
8	BRAVE	★★★★	-1	PG	Ani./Fantasy	Disney	RoRo	FeFe, OO, C, B	A	No D	No L	M	N	No S	VV	\$237,259,580
9	TED	★★	-4	R	Fantasy	Universal	RoRo	PaPaPa, PC, Ho, C	AA	DDD	LLL	MM	NN	SS	VV	\$218,665,740
10	MADAGASCAR 3: EUROPE'S MOST WANTED	★★★★	+1	PG	Ani./Com.	Paramount	BB	CC, Pa, CapCapCap	No A	No D	L	M	No N	No S	VV	\$216,391,482
11	DR. SEUSS' THE LORAX	★★★★	-1	PG	Ani./Com.	Universal	Pa	PCPC, EE, AcapAcap, AC, B	No A	No D	No L	MM	No N	No S	No V	\$214,030,500
12	MEN IN BLACK 3	★★★★	-1	PG-13	SF/Com.	Sony	BB	PP, C	A	No D	LLL	M	No N	No S	VV	\$179,020,854
13	WRECK-IT RALPH	★★★★	+1	PG	Ani./Com.	Disney	BB	CC	A	No D	No L	M	No N	No S	V	\$176,606,980
14	ICE AGE: CONTINENTAL DRIFT	★★★★	+1	PG	Ani./Com.	Fox	BBB	CC, H	No A	No D	No L	M	N	No S	V	\$161,152,855
15	SNOW WHITE AND THE HUNTSMAN	★★★★	-1	PG-13	Fantasy	Universal	CCC	BBB, O	A	D	L	MM	N	S	VV	\$155,136,755
16	HOTEL TRANSYLVANIA	★★★★	-1	PG	Ani./Com.	Sony	Ro	BB, O	No A	No D	No L	M	No N	S	V	\$145,490,512
17	TAKEN 2	★★★★	-2	PG-13	Thriller	Fox	BB		A	No D	LL	M	N	S	VV	\$139,001,778
18	21 JUMP STREET	★★	-4	R	Com.	Sony	PaPaPa	AbAb, E, Ho, PC, APAP	AA	DDD	LLL	MMM	NNN	SSS	VVV	\$138,447,667
19	LINCOLN	★★★★	-2	PG-13	Hist. Drama	Disney	BBB	C, PCPC, RHRH	A	D	LLL	MM	No N	S	VV	\$136,652,420
20	PROMETHEUS	★★★★	-2	R	SF/Horror	Fox	C	B, AbAb, H, Ev	A	No D	LLL	M	N	S	VVV	\$126,477,084
21	SAFE HOUSE	★★★★	-2	R	Spy Movie	Universal	Pa	BB, PP, C, RoRo	A	No D	LL	MM	N	S	VVV	\$126,181,630
22	VOW, THE	★★★★	-2	PG-13	Romance	Sony	Ro	B, C, Pa, FR	A	No D	LLL	M	N	S	V	\$125,014,030
23	MAGIC MIKE	★★	-4	R	Com.	WB	PaPaPa		AA	DDD	LLL	MMM	NNN	SSS	V	\$113,721,571
24	BOURNE LEGACY, THE	★★★★	-2	PG-13	Spy Movie	Universal	Ro	H, AP, B, C AC	A	DD	LLL	M	N	No S	VVV	\$113,203,870
25	ARGO	★★★★	-2	R	Spy Movie	WB	BB	PP, PC, RH AP, Co	A	D	LLL	M	N	No S	V	\$109,043,284

Legend: Ani. = Animated D = Drugs Fox = 20th Century Fox N = Nudity SF = Science Fiction
 Acc. = Acceptability Col. = Columbia Pictures D.WV = Dominant Worldview Lang. = Language Qual. = Quality V. = Violence
 Alc. = Alcohol Com. = Comedy DW = DreamWorks Misc. = Miscellaneous Rom. Com. = Romantic Comedy WB = Warner Bros. Pictures

Introduction

The accompanying charts and box office statistics of the Top 10 and 25 Grossing Movies in 2011 show once again that movies reflecting high moral, biblical and Christian standards and relatively conservative values do better at the box office than movies that violate those objective standards.

This is especially true of movies that aggressively violate such standards. Moviegoers tend to reject such misguided, if not abhorrent, movies and entertainment.

Thus, movies with strong positive content such as MARVEL'S THE AVENGERS, THE DARK KNIGHT RISES, SKYFALL, THE HOBBIT: AN UNEXPECTED JOURNEY, THE AMAZING SPIDER-MAN, and MADAGASCAR 3: EUROPE'S MOST WANTED dominated the Top 10 List, while positive, sometimes family friendly movies such as ICE AGE: CONTINENTAL DRIFT, WRECK-IT RALPH, LINCOLN, SNOW WHITE AND THE HUNTSMAN, and MEN IN BLACK 3, dominated the rest of the Top 25 Grossing Movies in 2012.

As usual, movies with strong and very strong Christian, biblical, redemptive, and moral worldviews did extremely well, but, like last year, movies rated PG-13 outperformed movies rated only PG. This wasn't true of movies outside the Top 25, however, where many PG-13 and R rated movies bombed.

Thus, despite the success of a few R rated movies, the fact remains that, among the Top 25, there were many morally uplifting and redemptive PG-13 movies in 2012. Overall, therefore, more

than half of the movies in the Top 25 (13 movies in total or 52%) had a strong or very strong Christian, redemptive, or moral worldview, but only six of the Top 25, or 24%, had a very strong Anti-Christian or Non-Christian, immoral worldview.

According to Norman Geisler and William D. Watkins in *Worlds Apart: A Handbook of World Views* (Baker Books, 1989), a worldview is "a way of viewing or interpreting all of reality" (page 11). Also, a worldview provides "an interpretive framework through which or by which one makes sense out of the data of life and the world" (*Worlds Apart*, page 246). A worldview doesn't have to be explicit; in fact, most people express their particular worldview implicitly, usually by the things they value. The same thing is true with the movies that the people in Hollywood and the entertainment industry make.

A movie's worldview is usually consistent with the story's premise or how the plot problem is solved by the hero or protagonist. Thus, if only theistic prayer can solve the plot problem, as in the animated tale *DESPICABLE ME*, then that indicates that the worldview may be moral or even Christian. If the plot problem can only be solved by magic, as with the recent *MUMMY* movies, then that indicates the worldview may be occult or pagan. That said, there are many exceptions, so one needs to look at many elements and aspects of a movie, including its ontology, epistemology, incarnational elements, sacramental elements, character motivations, setting, and dialogue. Thus, *THE HOBBIT: AN UNEXPECTED JOURNEY* contains some fantasy and minor magical elements, but its moral/redemptive worldview, ontology, storyline, premise, and dialogue overtly and strongly rebukes pagan, magical nominalism.

Content in Top 25 Movies in 2012

Content	Count	% of Top 25	B.O. Sum	Avg. B.O.	Content	Count	% of Top 25	B.O. Sum	Avg. B.O.
ALCOHOL					HUMANIST				
No A	6	24%	\$1,286,123,885	\$214,353,981	No H	21	84%	\$4,581,521,774	\$218,167,704
A	15	60%	\$3,225,396,720	\$215,026,448	H	3	12%	\$400,833,809	\$133,611,270
AA	4	16%	\$878,845,670	\$219,711,418	HH	1	4%	\$408,010,692	\$408,010,692
AAA	0	0%	\$0	\$0	HHH	0	0%	\$0	\$0
ANTI-BIBLICAL/ANTI-CHRISTIAN					HOMOSEXUALITY				
No Ab	23	92%	\$5,125,441,524	\$222,845,284	No Ho	21	84%	\$4,332,942,055	\$206,330,574
Ab	0	0%	\$0	\$0	Ho	4	16%	\$1,057,424,220	\$264,356,055
AbAb	2	8%	\$264,924,751	\$132,462,376	HoHo	0	0%	\$0	\$0
AbAbAb	0	0%	\$0	\$0	HoHoHo	0	0%	\$0	\$0
ANTI-COMMUNIST					LANGUAGE				
No AC	20	80%	\$3,914,681,993	\$195,734,100	No L	6	24%	\$1,172,541,752	\$195,423,625
AC	3	12%	\$619,534,491	\$206,511,497	L	5	20%	\$1,328,597,465	\$265,719,493
ACAC	1	4%	\$408,010,692	\$408,010,692	LL	5	20%	\$1,628,980,538	\$325,796,108
ACACAC	1	4%	\$448,139,099	\$448,139,099	LLL	9	36%	\$1,260,246,520	\$140,027,391
ANTI-CAPITALIST					MISCELLANEOUS				
No Acap	24	96%	\$5,176,335,775	\$215,680,657	No M	0	0%	\$0	\$0
Acap	0	0%	\$0	\$0	M	17	68%	\$3,879,519,300	\$228,207,018
AcapAcap	1	4%	\$214,030,500	\$214,030,500	MM	6	24%	\$1,258,677,737	\$209,779,623
AcapAcapAcap	0	0%	\$0	\$0	MMM	2	8%	\$252,169,238	\$126,084,619
ANTI-PATRIOTIC OR ANTI-AMERICAN					NUDITY				
No AP	22	88%	\$5,029,671,454	\$228,621,430	No N	7	28%	\$1,330,223,411	\$190,031,916
AP	2	8%	\$222,247,154	\$111,123,577	N	15	60%	\$3,589,307,886	\$239,287,192
APAP	1	4%	\$138,447,667	\$138,447,667	NN	1	4%	\$218,665,740	\$218,665,740
APAPAP	0	0%	\$0	\$0	NNN	2	8%	\$252,169,238	\$126,084,619
BIBLICAL/MORAL					OCCULT				
No B	3	12%	\$470,834,978	\$156,944,993	No O	20	80%	\$4,327,450,230	\$216,372,512
B	6	24%	\$1,223,995,756	\$203,999,293	O	3	12%	\$538,628,592	\$179,542,864
BB	9	36%	\$1,671,064,514	\$185,673,835	OO	2	8%	\$524,287,453	\$262,143,727
BBB	7	28%	\$2,024,471,027	\$289,210,147	OOO	0	0%	\$0	\$0
CHRISTIAN/REDEMPTIVE					PATRIOTIC/PRO-AMERICAN				
No C	8	32%	\$1,554,773,877	\$194,346,735	No P	19	76%	\$3,798,431,813	\$199,917,464
C	8	32%	\$1,262,475,208	\$157,809,401	P	0	0%	\$0	\$0
CC	6	24%	\$1,502,322,404	\$250,387,067	PP	4	16%	\$676,276,431	\$169,069,108
CCC	3	12%	\$1,070,794,786	\$356,931,595	PPP	2	8%	\$915,658,031	\$457,829,016
CAPITALIST					PAGAN				
No Cap	23	92%	\$4,725,835,694	\$205,471,117	No Pa	16	64%	\$3,658,585,661	\$228,661,604
Cap	0	0%	\$0	\$0	Pa	5	20%	\$973,917,763	\$194,783,553
CapCap	0	0%	\$0	\$0	PaPa	0	0%	\$0	\$0
CapCapCap	2	8%	\$664,530,581	\$332,265,291	PaPaPa	4	16%	\$757,862,851	\$189,465,713
COMMUNIST					POLITICALLY CORRECT				
No Co	24	96%	\$5,281,322,991	\$220,055,125	No PC	20	80%	\$4,573,526,664	\$228,676,333
Co	1	4%	\$109,043,284	\$109,043,284	PC	3	12%	\$466,156,691	\$155,385,564
CoCo	0	0%	\$0	\$0	PCPC	2	8%	\$350,682,920	\$175,341,460
CoCoCo	0	0%	\$0	\$0	PCPCPC	0	0%	\$0	\$0
DRUGS/SMOKING					REVISIONIST HISTORY				
No D	15	60%	\$3,457,323,881	\$230,488,259	No RH	23	92%	\$5,144,670,571	\$223,681,329
D	4	16%	\$848,971,558	\$212,242,890	RH	1	4%	\$109,043,284	\$109,043,284
DD	3	12%	\$613,235,858	\$204,411,953	RHRH	1	4%	\$136,652,420	\$136,652,420
DDD	3	12%	\$470,834,978	\$156,944,993	RHRHRH	0	0%	\$0	\$0
ENVIRONMENTALIST					ROMANTIC				
No E	23	92%	\$5,037,888,108	\$219,038,613	No Ro	17	68%	\$3,729,512,348	\$219,383,079
E	1	4%	\$138,447,667	\$138,447,667	Ro	4	16%	\$791,719,104	\$197,929,776
EE	1	4%	\$214,030,500	\$214,030,500	RoRo	4	16%	\$869,134,823	\$217,283,706
EEE	0	0%	\$0	\$0	RoRoRo	0	0%	\$0	\$0
EVOLUTION					SEX				
No Ev	23	92%	\$5,001,858,528	\$217,472,110	No S	11	44%	\$2,530,099,303	\$230,009,028
Ev	2	8%	\$388,507,747	\$194,253,874	S	11	44%	\$2,389,431,994	\$217,221,090
EvEv	0	0%	\$0	\$0	SS	1	4%	\$218,665,740	\$218,665,740
EvEvEv	0	0%	\$0	\$0	SSS	2	8%	\$252,169,238	\$126,084,619
FEMINIST					SOCIALIST				
No Fe	24	96%	\$5,153,106,695	\$214,712,779	No So	25	100%	\$5,390,366,275	\$215,614,651
Fe	0	0%	\$0	\$0	So	0	0%	\$0	\$0
FeFe	1	4%	\$237,259,580	\$237,259,580	SoSo	0	0%	\$0	\$0
FeFeFe	0	0%	\$0	\$0	SoSoSo	0	0%	\$0	\$0
FALSE RELIGION					VIOLENCE				
No FR	23	92%	\$4,978,324,372	\$216,448,886	No V	1	4%	\$214,030,500	\$214,030,500
FR	1	4%	\$125,014,030	\$125,014,030	V	6	24%	\$831,029,232	\$138,504,872
FRFR	1	4%	\$287,027,873	\$287,027,873	VV	12	48%	\$3,145,957,727	\$262,163,144
FRFRFR	0	0%	\$0	\$0	VVV	6	24%	\$1,199,348,816	\$199,891,469

Looking at the accompanying index, of the Top 10 Movies at the Box Office in 2012:

70% had strong or very strong Christian, biblical, moral, and redemptive content (CC, CCC, BB, BBB) in them, but only 40% had any strong or very strong Anti-Christian, Non-Christian, or immoral content (some had both).

60% actually had strong or very strong Christian, biblical, moral, and redemptive (CC, CCC, BB, BBB) worldviews, but only 40% had strong or very strong Anti-Christian, Non-Christian, false, immoral, or mixed worldviews.

Only 10% had a very strong Non-Christian, immoral worldview, and it was a somewhat mixed worldview with some strong morally uplifting elements.

Only 20% had strong or very strong occult content (OO or OOO).

Only one, or 10%, had any false religious elements in them (FR, FRFR, FRFRFR).

Only 30% had strong or very strong Romantic content or worldviews in terms of the Romantic philosophy of the French pseudo-intellectual Jean-Jacques Rousseau (RoRo or RoRoRo).

None of them had any overt Anti-Christian, Anti-Semitic, or Anti-Biblical content (Ab, AbAb, AbAbAb).

Only one, or 10%, had any strong or very strong humanist content (HH or HHH).

None of the Top 10 had any strong Communist, socialist or anti-capitalist content (Co, So or Acap).

None had any Anti-American or anti-patriotic content (AP, APAP, APAPAP).

Only one, or 10%, of the Top 10 had more than 25 obscenities and profanities (LLL). It also averaged the least amount of money of the other language categories (No, L, and LL).

80% had no smoking and no references to intoxicating or illegal drugs like marijuana or hash, cocaine, heroine, or "magic mushrooms," etc. (No D).

Only 20% had any references to intoxicating or illegal drugs (DD or DDD).

Only 20% had any scenes of drunkenness in them (AA or AAA).

None of the Top 10 had any extreme sexual content (SSS) in them!!! However, one did have some depicted or simulated sexual activity.

Only one of them had any explicit sexual nudity in them (TED)!

Only 30% had any potential pro-homosexual content (Ho, HoHo, HoHoHo).

Only two, or 20%, had really strong, excessive, disturbing, or graphic violence in them (VVV), but all of them had at least some strong action or comic violence (VV).

Only 10% of the Top 10 were rated R by the Motion Picture Association of America.

60% of the Top 10 Movies in 2012 were deemed relatively acceptable viewing for family or mature audiences by MOVIEGUIDE®, with a light caution (-1 or better), while one of them (10%) elicited a strong or extreme caution or better.

Only 30% were deemed unacceptable viewing for all audiences by MOVIEGUIDE® (-3 or -4).

MOVIEGUIDE® gave all but one of the Top 10 Movies (90%) three or four stars, showing that MOVIEGUIDE® knows the kind of artistic, entertainment, and production quality moviegoers demand and prefer.

Of the Top 25 Movies at the Box Office in 2012:

64% had strong or very strong Christian, biblical, moral, and/or redemptive content (CC, CCC, BB, BBB).

56% actually had a Christian, biblical, moral, and/or redemptive dominant worldview (C, CC, CCC, B, BB, BBB).

Only six, or 24%, had a strong or very strong Non-Christian, Anti-Christian, or Romantic, pagan, humanist or atheist, occult, or

mixed worldviews (RoRo, RoRoRo, PaPa, PaPaPa, HH, HHH, OO, OOO).

Only 16% had any strong or very strong radical leftist or Communist, anti-capitalist, environmentalist, socialist, radical feminist, and/or politically correct (CoCo, CoCoCo, AcapAcap, Acap x 3, EE, EEE, SoSo, SoSoSo, FeFe, FeFeFe, PCPC, PCPCPC) left-wing content.

In contrast to this, 32%, had strong or very strong Pro-American, patriotic, capitalist, anti-communist, or anti-socialist content (PP, PPP, CapCap, CapCapCap, ACAC, ACACAC).

Only 8% had any strong or very strong occult content (OO, OOO).

Only 8% had any Anti-Christian, Anti-Bible, and/or Anti-Semitic content (AbAb, AbAbAb).

Only 36% of the Top 25 had more than 25 obscenities and/or profanities (LLL).

Only 24% had any references to intoxicating or illegal drugs (DD or DDD), meaning that 76% had no drug references (No D or D for some tobacco smoking).

Only 16% had any scenes of drunkenness in them (AA), and none of them had extreme alcohol abuse (AAA).

Only 12% had any strong, depicted or extremely graphic sexual content (SS, SSS), and movies with no sex whatsoever made significantly more money.

Only 12%, had any explicit sexual nudity (NN, NNN).

None of the Top 25 had any strong or extreme homosexual content (HoHo, HoHoHo)! More people in America may be taking a live-and-let-live approach to homosexual activity, but few of them want to see it at the movie theater.

Only 24% had any very strong, excessive, or graphic violence in them (VVV), much less any extremely brutal violence, but up to 72% had at least some strong action or strong comic violence (VV).

The three favorite film genres among the Top 25 were Comedy (36%) and some form of Science Fiction or Fantasy (60%). A movie can have more than one kind of genre element.

Sadly, R rated movies made a comeback in 2012, with 24% of the Top 25 Movies being rated R, though several of those were rated R for foul language. However, five of the six R rated movies came at the bottom of the Top 25 list, among the final seven movies in the Top 25.

80% of the Top 25 Movies in 2012 were deemed relatively acceptable viewing for family or mature audiences by MOVIEGUIDE®, with a light or strong/extreme caution (-1 or -2, respectively or better).

Only 20% of the Top 25 were deemed unacceptable viewing for all audiences by MOVIEGUIDE® (-3 or -4), compared to 48% which were deemed okay for older children or better (-1 or above).

MOVIEGUIDE® gave 88%, of the Top 25 three or four stars, showing that MOVIEGUIDE® knows the kind of artistic, entertainment, and production quality moviegoers demand and prefer.

RATINGS

MOVIEGUIDE® rates movies in two ways.

First, we rate movies according to their production quality, entertainment value, and artistic merit, using a four star method. Four Stars means "Excellent," Three Stars means "Good," Two Stars means "Fair," One Star means "Poor," and Zero Stars means, well, "Zero."

Second, we rate movies according to their moral, theological and philosophical acceptability, taking into consideration the appropriate age level for the content. Thus, a +2 to +4 Acceptability Rating is acceptable for all ages, whereas +1 movies require caution for young children (typically ages 2-7), -1 movies require caution for older children (typically pre-teenagers or ages 8-12), and movies receiving -2 from MOVIEGUIDE® require some level of strong or ex-

treme caution for mature audiences, typically older teenagers and adults. Of course, movies receiving -3 or -4 are considered unacceptable for all ages.

Acceptability Ratings for Top 25 Movies in 2012

Acc.	Count	% of Top 25	B.O. Sum	Avg. B.O.
+4	0	0%	\$0	\$0
+3	0	0%	\$0	\$0
+2	0	0%	\$0	\$0
+1	3	12%	\$554,151,317	\$184,717,106
-1	9	36%	\$2,502,467,198	\$278,051,911
-2	8	32%	\$1,167,874,217	\$145,984,277
-3	2	8%	\$695,038,565	\$347,519,283
-4	3	12%	\$470,834,978	\$156,944,993

Generally, the cleaner and more family friendly the movie, the more money it made at the box office among the Top 25 movies. Conversely, the least family-friendly movies that violated the most basic biblical principles (-4) earned the second least amount of money.

For example, the 12 most family friendly movies rated -1 to +4 in the Top 25 averaged more than \$254.7 million per movie, but the 13 movies with strong graphic or adult content and/or unacceptable worldview content rated -2 to -4 averaged only \$179.5 million in the Top 25.

Acceptability Ratings for Top 25, 2005-2011 (in millions)

Acc.	2004	2005	2006	2007	2008	2009	2010	2011
+4	\$370	\$0	\$0	\$0	\$224	\$0	\$0	\$0
+3	\$95	\$132	\$244	\$0	\$0	\$209	\$415	\$0
+2	\$313	\$151	\$82	\$180	\$110	\$176	\$238	\$191
+1	\$157	\$169	\$130	\$197	\$153	\$171	\$195	\$135
-1	\$266	\$153	\$147	\$243	\$217	\$170	\$239	\$168
-2	\$127	\$188	\$171	\$158	\$185	\$225	\$160	\$187
-3	\$113	\$117	\$110	\$165	\$137	\$127	\$162	\$275
-4	\$185	\$162	\$163	\$171	\$143	\$306	\$124	\$159

MOVIEGUIDE® Quality Ratings for Top 25 in 2012

Quality	Count	% of Top 25	B.O. Sum	Avg. B.O.
Four Stars	15	60%	\$3,768,118,050	\$251,207,870
Three Stars	7	28%	\$1,151,413,247	\$164,487,607
Two Stars	3	12%	\$470,834,978	\$156,944,993
One Star	0	0%	\$0	\$0

The higher the quality of the movie, the better it generally did among the Top 25 Movies.

MOVIEGUIDE®'s Quality Ratings for the Top 25 Movies at the Box Office clearly show that MOVIEGUIDE®'s knowledge of artistic, entertainment, and current production standards is second to none among movie critics.

MOVIEGUIDE® and its staff know what the average moviegoer wants to see and not see!

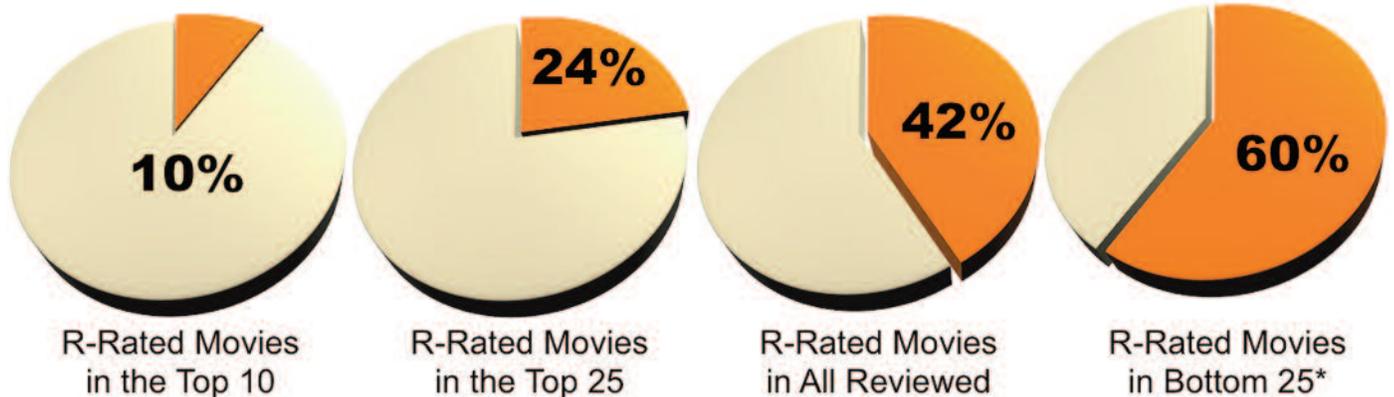
MOVIEGUIDE® Analysis of MPAA Ratings in Top 25 Movies in 2012

Rating	Count	% of Top 25	B.O. Sum	Avg. B.O.
G	0	0%	\$0	\$0
PG	6	24%	\$1,150,931,909	\$191,821,985
PG-13	13	52%	\$3,406,897,390	\$262,069,030
R	6	24%	\$832,536,976	\$138,756,163
NC-17	0	0%	\$0	\$0
NR	0	0%	\$0	\$0

Helped along by megahits like MARVEL'S THE AVENGERS and THE DARK KNIGHT RISES, the 13 movies in the Top 25 rated PG-13 by the MPAA earned the most money, totaling \$3.4 billion and averaging nearly \$262.1 million per movie in the United States and Canada.

The ongoing economic downturn in 2008-2012 clearly has hurt family movies. Even so, despite the success of the raunchy R-rated comedy TED in 2012, R rated movies among the Top 25 made even less money in 2012 than 2011, averaging \$138.76 million compared to \$161.28 million.

R-Rated Movies as a percentage of Top 10, Top 25, All Movies Reviewed, and Bottom 25 of All Rated by MPAA



Bottom 25 of those rated by MPAA

Top 25 Movies and MPAA Ratings, 1996-2011

Rating	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
G	2	1	3	5	1	2	0	1	2	2	2	1	2	0	1	2
PG	4	3	3	4	4	5	7	4	6	6	6	6	6	9	8	5
PG-13	7	13	13	9	13	15	14	15	13	14	14	14	13	14	12	14
R	12	8	7	9	7	3	4	5	4	3	3	4	4	2	4	4
NC-17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Also, movies with very strong Christian content among the Top 25 averaged \$356.93 million compared to only \$138.76 million for R-rated movies.

However, the number of R rated movies in the Top 25 has continued to climb, from 2009's low number to a total of six such movies in 2012. Still, the number of R-rated movies in the Top 25 was half what it was in the high year of 1996.

Perhaps parents and theater owners aren't being as vigilant these days about not letting children under 17 into R-rated movies. Another problem is that too many people in the United States has turned toward the radical secular pagan left in recent years, sociopolitically, religiously, and even morally. Christian leaders and traditionalists have no one to blame but themselves for this disturbing trend.

MOVIEGUIDE® Analysis of Content Elements in the Top 25 Movies of 2012

Top 25 Movies with positive Christian, redemptive, and moral content reflecting family-friendly, traditional biblical values outperformed movies with Non-Christian, Anti-Christian, immoral, or false worldview content.

Thus, movies in the category of very strong Christian, redemptive content (CCC) averaging \$356,931,595 and movies with very strong positive moral content (BBB) averaging \$289,210,147 did 465% and 358% better, respectively, than movies with strong or very strong Romantic, pagan, and/or humanist content, which earned a combined average of only \$63,155,238 among the Top 25 Movies at the Box Office in the United States and Canada.

Very Strong Content Averages Compared, Top 25 in 2012

Code	Avg. B.O.
Average Christian content	\$356,931,595
Average moral content	\$289,210,147
Average negative content	\$63,155,238

The differences are even more startling if you consider the movies with all very strong worldview content of one kind or another, as shown by the accompanying Top 25 content below.

The figures in the table "Very Strong Content Compared, Top 25," show, for example, that the majority of all the very strong negative, false, and immoral content categories earned ABSOLUTELY NO MONEY in the Top 25 Grossing Movies in 2012!

Very Strong Content Compared, Top 25 in 2012*

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
CCC	3	12%	\$1,070,794,786	\$356,931,595
BBB	7	28%	\$2,024,471,027	\$289,210,147
CCC +				
BBB	10	40%	\$3,095,265,813	\$309,526,581
PaPaPa	4	16%	\$757,862,851	\$189,465,713
FRFRFR	0	0%	\$0	\$0
AbAbAb	0	0%	\$0	\$0
Acap x 3	0	0%	\$0	\$0
APAPAP	0	0%	\$0	\$0
CoCoCo	0	0%	\$0	\$0
EEE	0	0%	\$0	\$0
EvEvEv	0	0%	\$0	\$0
FeFeFe	0	0%	\$0	\$0
HHH	0	0%	\$0	\$0
HoHoHo	0	0%	\$0	\$0
OOO	0	0%	\$0	\$0
PCPCPC	0	0%	\$0	\$0
RHRHRH	0	0%	\$0	\$0
RoRoRo	0	0%	\$0	\$0
SoSoSo	0	0%	\$0	\$0

*Note: Some movies had more than one kind of very strong content. For example, a movie with very strong Christian content (CCC) probably also has strong or very strong moral, if not biblical, content (BB or BBB). The same principle applies to some of the other worldview content figures.

Very Strong Content Averages Compared, Top 25 Movies in 2012

Code	Avg. B.O.
Average CCC	\$356,931,595
Average BBB	\$289,210,147
Average CCC + Average BBB	\$323,070,871
Average of All Average Negative Content	\$11,841,607

Furthermore, Top 25 Movies with very strong Christian and/or redemptive content averaged far more money in 2012 than very strong Anti-Christian or Anti-Bible (AbAbAb) and very strong humanist or atheist (HHH) content: \$356,931,595 compared to only \$0 and \$0, respectively.

Christian/Redemptive Content vs. Anti-Christian, Anti-Bible, Humanist, Atheist Content, Top 25 in 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
CCC	3	12%	\$1,070,794,786	\$356,931,595
AbAbAb	0	0%	\$0	\$0
HHH	0	0%	\$0	\$0

Other Content Comparisons

Foul Language in Top 25, 2012				
Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
No L	6	24%	\$1,172,541,752	\$195,423,625
L	5	20%	\$1,328,597,465	\$265,719,493
LL	5	20%	\$1,628,980,538	\$325,796,108
LLL	9	36%	\$1,260,246,520	\$140,027,391

Movies with 10 to 25 obscenities or profanities (LL) earned the most money in the Top 25, mostly because of the top two action movie blockbusters, MARVEL'S THE AVENGERS and THE DARK KNIGHT RISES (even though the foul language in those two movies added nothing to their artistic or entertainment value). That said, movies with more than 25 obscenities and/or profanities (LLL) earned the least amount of money, by very significant margins in fact.

Sex in Top 25, 2012				
Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
No S	11	44%	\$2,530,099,303	\$230,009,028
S	11	44%	\$2,389,431,994	\$217,221,090
SS	1	4%	\$218,665,740	\$218,665,740
SSS	2	8%	\$252,169,238	\$126,084,619

As usual, movies with no sexual content (No S) totaled the most money in the Top 25 Grossing Movies at the Box Office in 2012, \$2.53 billion. They also averaged the most money as well, \$230 million. Also, movies with an extreme amount or very explicit sexual content (SSS) earned the least amount of money by significant margins. Even so, an occasional movie with strong or depicted sexual content (SS or SSS) can still attract a certain audience. That said, only three movies with strong and/or very strong sexual content (SS or SSS) made it into the Top 25 Movies in 2012, averaging only \$156,944,993. That average wasn't good enough to get any movie into the Top 10 Movies, and barely into the Top 15.

Explicit Nudity in Top 25, 2012

Code	Avg. B.O.
No explicit nudity (Average No N + N)	\$223,615,059
Some or excessive explicit nudity (Average NN + NNN)	\$156,944,993

As in 2010 and 2011, only three movies in 2012 had any explicit or sexual nudity (NN or NNN) in the Top 25. And, they made significantly less money on average than movies with no explicit and no sexual nudity (No N or N).

Violence in Top 25, 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
No V	1	4%	\$214,030,500	\$214,030,500
V	6	24%	\$831,029,232	\$138,504,872
VV	12	48%	\$3,145,957,727	\$262,163,144
VVV	6	24%	\$1,199,348,816	\$199,891,469

In 2012, movies with at least some or lots of strong action violence or strong comic violence (VV) earned the most money on average. However, movies with no violence whatsoever (No V) averaged more money than movies with very strong disturbing or graphic violence (VVV). The latter category was helped along by the huge popularity of THE HUNGER GAMES, where the violence wasn't graphic but it was disturbing and rated VVV since it involved teens and pre-teens.

Alcohol Use and Abuse in Top 25, 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
No A	6	24%	\$1,286,123,885	\$214,353,981
A	15	60%	\$3,225,396,720	\$215,026,448
AA	4	16%	\$878,845,670	\$219,711,418
AAA	0	0%	\$0	\$0

There were no movies in the Top 25 containing extreme use or abuse of alcohol (AAA), showing once again that moviegoers really don't want to see such content when they go to the movie theater. The other categories involving alcohol use were pretty much equivalent in terms of box office, though your chances of making the Top 25 were much, much better if you included no drunkenness or alcohol abuse in your movie (No A or A).

Smoking and Drug Use in Top 25, 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
No D	15	60%	\$3,457,323,881	\$230,488,259
D	4	16%	\$848,971,558	\$212,242,890
DD	3	12%	\$613,235,858	\$204,411,953
DDD	3	12%	\$470,834,978	\$156,944,993

Movies in the Top 25 with no smoking or drug content (No D) made significantly more money (\$230.5 million per movie and \$3.46 billion) than those movies with strong or very strong drug references (DD and DDD), averaging \$204.4 million and \$156.9 million, respectively. Also, the more drug content in a movie, the less money it averaged in the Top 25.

Miscellaneous Immorality in Top 25, 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
M	17	68%	\$3,879,519,300	\$228,207,018
MM	6	24%	\$1,258,677,737	\$209,779,623
MMM	2	8%	\$252,169,238	\$126,084,619

Miscellaneous immorality or evil includes such things as lying, blackmail, stealing, gossip, gambling, deceit, slander, envy, greed, etc. Nearly every movie needs an antagonist, so most movies contain at least some miscellaneous immorality. That said, among the Top 25 Movies in the United States and Canada in 2012, the more miscellaneous immorality filmmakers included in their movie, the less money it made totally and on average. Thus, it pays to follow the Code of Decency rules created and developed during the Golden Age of Hollywood and the Golden Age of Television.

Seasonal Release (see chart at bottom of page)

Summer continued to make a comeback in 2012, with 10 movies released during June, July and August making the Top 25. Christmas and Winter had a below-average year, but Spring 2012 dropped below the previous banner years of 2006, 2009, and 2011. Finally, during Calendar Year 2012, Fall matched its banner year of 2002 with seven movies in the Top 25. A surge in 2013 by the Winter 2012 movies LES MISERABLES and DJANGO UNCHAINED, however, knocked off one of the Fall hits and one of the Summer hits.

A Note on Film Genre

The three favorite film genres in the Top 25 Grossing Movies of 2012 were, once again, science fiction, fantasy, and comedy. Of course, the animated comedy movies, such as WRECK-IT RALPH, ICE AGE: CONTINENTAL DRIFT, and MADAGASCAR 3 had at least some, or even a lot, of action adventure or fantasy in them. And, the spy movie THE BOURNE LEGACY had some minor science fiction motifs involving genetically enhanced soldier spies.

Dominant Worldviews in Top 25 Movies in 2012

A worldview is a comprehensive way of interpreting all of reality. Since many movies have competing or mixed worldview elements in them, MOVIEGUIDE® tries to pick each movie's dominant worldview. The dominant worldview is the movie's chief or controlling worldview.

The dominant worldview chart of the Top 25 Movies at the Domestic Box Office in 2012 shows very positive results.

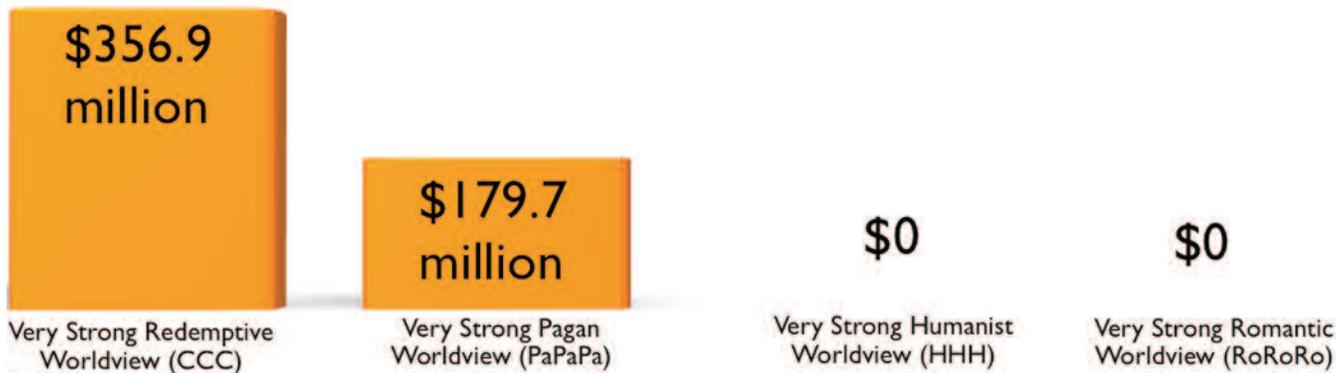
Movies which had Christian, redemptive, moral, or biblical worldviews and content, both implicit and explicit, dominating their stories, characters, situations, premises, tropes, symbols, metaphors, and themes averaged the most money per movie by far.

In fact, movies in the Top 25 with very strong positive worldviews did significantly better than movies with very strong Non-

Top 25 Movies by Seasonal Release*

Season	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Summer	11	12	11	11	14	12	14	10	9	7	13	13	7	10	11	10
Fall	5	6	5	5	3	7	3	6	5	6	2	6	4	5	3	7
Winter	4	2	4	5	4	2	1	4	4	4	4	1	6	4	2	3
Spring	5	5	5	4	4	4	7	5	7	8	6	5	8	6	9	5

* Summer is defined by June, July, August; Fall is September, October, November; Winter is December, January, February; and Spring is March, April, May.



Christian, Anti-Christian, Amoral, and/or Immoral worldviews, as the accompanying charts clearly show.

This is especially true if you combine the amount of money movies with very strong positive worldviews (CCC or BBB) earned versus movies with very strong negative worldviews (HHH, PaPaPa, RoRoRo). Thus, for example, movies in the Top 25 with very strong positive worldviews combined for a total box office of \$1.869 billion dollars, which was 247% better than movies with very strong negative worldviews in the Top 25, which only totaled \$539 million at the box office. The movies with strong or very strong Christian, biblical, moral, heroic worldviews (BB, BBB, CC, CCC) totaled \$3.137 billion in earnings compared to only \$1.403 billion for movies with strong or very strong negative worldviews, nearly 124% better.

Dominant* Worldviews in the Top 25 Movies in 2012

Code	Count	% of Top 25	B.O. Sum	Avg. B.O.
B	0	0%	\$0	\$0
BB	5	20%	\$820,064,378	\$164,012,876
BBB	4	16%	\$797,837,263	\$199,459,316
C	1	4%	\$126,477,084	\$126,477,084
CC	1	4%	\$448,139,099	\$448,139,099
CCC	3	12%	\$1,070,794,786	\$356,931,595
H	0	0%	\$0	\$0
HH	1	4%	\$408,010,692	\$408,010,692
HHH	0	0%	\$0	\$0
Pa	2	8%	\$340,212,130	\$170,106,065
PaPa	0	0%	\$0	\$0
PaPaPa	3	12%	\$539,197,111	\$179,732,370
Ro	3	12%	\$383,708,412	\$127,902,804
RoRo	2	8%	\$455,925,320	\$227,962,660
RoRoRo	0	0%	\$0	\$0

Very Strong Dominant* Worldviews of the Top 25 Movies Compared

Worldview	Count	% of Top 25	B.O. Sum	B.O. Avg
CCC	3	12%	\$1,070,794,786	\$356,931,595
BBB	4	16%	\$797,837,263	\$199,459,316
BBB + CCC	7	28%	\$1,868,632,049	\$266,947,436
PaPaPa	3	12%	\$539,197,111	\$179,732,370
HHH	0	0%	\$0	\$0
RoRoRo	0	0%	\$0	\$0

* A "dominant worldview" is one that dominates the philosophical, theological, spiritual, and moral worldview content in a particular movie. Many movies have a mixed worldview or ideology, some more so than others. Hence, the term "dominant worldview."

Very Strong Christian/Redemptive/Moral Worldviews vs. Very Strong Non-Christian Worldviews, Top 25 B.O. Avg.

Worldview	Avg. B.O.
Very Strong Christian/Redemptive Worldviews (CCC)	\$356,931,595
Very Strong Moral Worldviews (BBB)	\$199,459,316
Very Strong Christian/Redemptive/Moral Worldviews (CCC/BBB)	\$266,947,436
Very Strong Non-Christian Worldviews (HHH, PaPaPa, RoRoRo)	\$179,732,370

Very Strong Christian/Redemptive/Moral Worldviews vs. Non-Christian Worldviews, Top 25 Sums for 2012

Worldview	B.O. Sum
Very Strong Christian/Redemptive/Moral Worldviews (CCC, BBB)	\$1.869 billion
Very Strong Non-Christian Worldviews (HHH, PaPaPa, RoRoRo)	\$0.539 billion

Summary and Conclusion

Our analysis of the Top 10 and Top 25 Grossing Movies in 2012 proves at least four things.

First, filmmakers (especially filmmakers trying to make movies for a broad audience) have a much better chance of reaching the Top 10 Movies at the Domestic Box Office, and making more money, if they insert elements with strong or very strong Christian, biblical, moral, and/or redemptive content into their movies. Second, filmmakers have a better chance of reaching the Top 25 list, and making more money, if they include strong or very strong Christian, biblical, moral, and/or redemptive content in their movie. Third, filmmakers have a better chance of reaching the Top 10 and Top 25 if they keep strong and very strong negative, non-Christian, anti-Christian, amoral, immoral, or false content out of their movie. And, finally, filmmakers generally will make more money in the Top 10 and Top 25 lists if they keep such negative content completely out of their movies.

Here's what most moviegoers (and most non-moviegoers for that matter) want to see from Hollywood and the Entertainment Industry:

Good conquering evil, Truth triumphing over falsehood, Justice prevailing over injustice, and Beauty overcoming ugliness. Most people also would like to take their whole family, including their grandparents, to the movies more often (assuming, of course, that ticket prices, concession prices and gasoline prices don't get too high or prohibitive, which they may be starting to do).

Thus, the vast majority of people prefer to see highly entertaining movies with strong Christian, redemptive, moral content and values (the stronger the better).

ANALYSIS OF ALL 2012 MOVIES REVIEWED

Sources: MOVIEGUIDE® and Box Office Mojo as of 01/02/13.

Editor's Note: This analysis is based on 288 movies released in 2012 and reviewed in depth by MOVIEGUIDE®.

We reviewed 100% of all the major movies released theatrically in 2012 in the United States by the major studios in Hollywood and the entertainment industry, including the major independent studios. Also, not counting movies that only played in Canada, special IMAX shorts, other shorts, and Bollywood movies playing in only some theaters, we also reviewed 100% of the Top 250 feature-length movies playing at the box office in 2012. We also reviewed 100% of all the feature-length movies released in 2012 making \$1 million or more, 100% of all the movies making \$750,000 and \$600,000 or more, and 99.6% of all movies making \$500,000 or more at the box office in the U.S. and Canada. We also reviewed all of the major 2011 movies that played in 2012. Finally, we reviewed all of the movies released in 2012 that played in 250 theaters or more in the United States and Canada, all but three, or 98%, of all movies that played in 100 theaters or more, and 98% of all movies playing in 50 theaters or more.

Our analysis doesn't include movies that only played at film festivals, only in one city, or only on a small regional basis. Finally, our analysis also doesn't include movies that go straight to video and which earned nothing at the theatrical box office, even though they may have received a rating from the Motion Picture Association of America (MPAA), which is owned by the six major studios in Hollywood.

MOVIEGUIDE® is a publication of Good News Communications, Inc. (GNC) and Christian Film & Television Commission®. GNC is a non-profit ministry dedicated to redeeming the values of the entertainment media according to biblical principles by influencing media executives to adopt higher standards and by informing and equipping the public, especially families with children and people of faith, to become media-wise consumers. This ministry and its attempt to serve the Good News of Jesus Christ, families and children are supported by tax-deductible contributions. Donations may be sent to MOVIEGUIDE® or the Christian Film & Television Commission® at 1151 Avenida Acaso, Camarillo, CA 93012, by calling or 1-888-248-6689, or by visiting us online at www.movieguide.org.

The number of movies with at least some Christian and/or redemptive content and values in them continues to be hovering toward nearly 60% of all the major movies released by the entertainment industry.

Also, the following analysis shows that movies reflecting family-friendly, Christian, redemptive, moral, biblical and traditional or conservative principles and values usually do much better at the box office in the United States and Canada than those movies that don't.

In fact, movies with very strong Christian, redemptive, biblical, and/or moral worldviews or content (CCC or BBB) in 2012, including such movies as MARVEL'S THE AVENGERS, THE HOBBIT: AN UNEXPECTED JOURNEY, LES MISÉRABLES, ICE AGE: CONTINENTAL DRIFT, SNOW WHITE AND THE HUNTSMAN, THE DARK KNIGHT RISES, SKYFALL, JOURNEY 2: THE MYSTERIOUS ISLAND, RISE OF THE GUARDIANS, MIRROR MIRROR, OCTOBER BABY, HERE COMES THE BOOM, RED TAILS, SOLOMON KANE, UNDEFEATED, LAST OUNCE OF COURAGE, FOR GREATER GLORY, ACT OF VALOR, BATTLESHIP, LINCOLN, FRANKENWEENIE, THE ODD LIFE OF TIMOTHY GREEN, PARENTAL GUIDANCE, 2016: OBAMA'S AMERICA, and WON'T BACK DOWN, earned much more money at the box office per movie than any other kind. This was especially true of movies with very strong godless, Anti-Christian, ungodly, unbiblical, or immoral content violating God's transcendent moral order and His Truth, such as CLOUD ATLAS, 21 JUMP STREET, MAGIC MIKE, TED, AMOUR, DJANGO UNCHAINED, PARANORMAN, PARANORMAL ACTIVITY 4, THE HUNGER GAMES, HYSTERIA, KILLER JOE,

HICK, THE PERKS OF BEING A WALLFLOWER, ANY DAY NOW, A ROYAL AFFAIR, THE CABIN IN THE WOODS, BUTTER, DREDD, AMERICAN REUNION, ROCK OF AGES, THE DEVIL INSIDE, PIRANHA 3DD, COSMOPOLIS, KEEP THE LIGHTS ON, THE MASTER, THE PAPERBOY, THE PERFECT FAMILY, YOUR SISTER'S SISTER, THE APPARITION, SINISTER, THE SESSIONS, or THE CAMPAIGN.

Also, when we combine all the negative content or worldview elements together, it becomes clear that movies with Anti-Christian worldviews and strong immoral, unbiblical content never do very well on average, especially when compared to movies that fit in line with MOVIEGUIDE®'s high biblical standards and Christian Theistic viewpoint.

Thus, the Good News for 2012 is that movies with very strong negative content still cannot match the financial success of movies with strong or very strong positive content, as determined by MOVIEGUIDE®'s traditional Christian, biblical, moral, and redemptive standards.

The additional good news, however, is that MOVIEGUIDE® and the Christian Film & Television Commission will hold its 21st Annual Faith & Values Awards Gala and Report to the Entertainment Industry on Feb. 15, 2013 in Universal City, Calif., to promote the Good, the True, and the Beautiful in the entertainment industry. The Gala will feature the two \$100,000 Epiphany Prizes for Inspiring Movies and TV and the \$50,000 Kairos Contest for Spiritually Uplifting Screenplays by Beginning Screenwriters supported by a grant from the John Templeton Foundation, the Grace Awards for Most Inspiring Performances in Movies and TV, the Faith & Freedom Awards for Promoting Positive American Values, Friesse Free Enterprise Prize for Movie that promotes Economic Liberty, the Ten Best Family Movies Awards, and the Ten Best Movies for Mature Audiences Awards.

The relative success in recent years, however, of movies with false or immoral worldviews or content like AVATAR, TED, THE HUNGER GAMES, THE HANGOVER movies, the SEX AND THE CITY movies, BRIDESMAIDS, THE LAST AIRBENDER, and critical favorites like DJANGO UNCHAINED, BLACK SWAN and THE GIRL WITH THE DRAGON TATTOO, shows that the world's children and teenagers remain vulnerable to the forces of pagan, secular humanist darkness promoted by errant filmmakers.

As we've noted before, the average child or teenager spends far more time consuming products from the mass media than they do with their parents or at church, or even at school, up to 60,000 hours compared to 2,000 hours, 800 hours, and 11,000 hours, respectively. Many scientific studies show that undisciplined media consumption has led to increased violence, aggression, sexual promiscuity, and illegal drug use among children and teenagers. Many studies also show that undisciplined media consumption has led to a dumbed-down society. In such a society, impressionable children and teenagers are subject to the ideological whims of an entertainment industry, a debased popular culture, and a government-run school system with no transcendent standards that often seem out of control.

MOVIEGUIDE® and the Annual Faith & Values Awards Gala and Report to the Entertainment Industry, and its sister organization, the Christian Film & Television Commission®, are the most cost-effective way of promoting the Good, the True, and the Beautiful in our culture. They are also the best, most cost-effective way of protecting your family and children from Entertainment Industry's darker, more abhorrent side.

Content Letter Codes of 2012 Movies

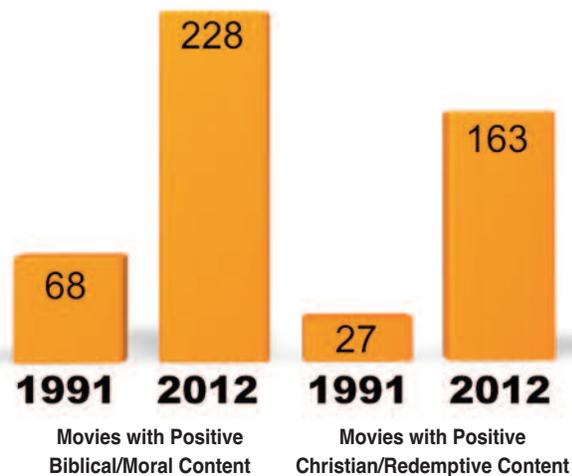
Sources: MOVIEGUIDE® and Box Office Mojo as of 01/02/2013.

Code	Count % of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
ALCOHOL					
No A	55 19.1%	\$2,379,206,992	\$43,258,309	\$43,501,209	0.6% Decrease
A	117 40.6%	\$4,863,692,038	\$41,570,017	\$31,278,050	32.9% Increase
AA	99 34.4%	\$2,378,746,144	\$24,027,739	\$26,096,041	7.9% Decrease
AAA	17 5.9%	\$303,135,695	\$17,831,511	\$6,694,364	166.4% Increase
ANTI-BIBLICAL					
No Ab	250 86.8%	\$9,071,304,376	\$36,285,218	\$34,653,279	4.7% Increase
Ab	13 4.5%	\$256,347,083	\$19,719,006	\$14,342,673	37.5% Increase
AbAb	13 4.5%	\$446,965,973	\$34,381,998	\$12,571,210	173.5% Increase
AbAbAb	12 4.2%	\$150,163,437	\$12,513,620	\$11,730,535	6.7% Increase
ANTI-COMMUNIST					
No AC	271 94.1%	\$8,255,601,497	\$30,463,474	\$29,478,203	3.3% Increase
AC	6 2.1%	\$636,266,935	\$106,044,489	\$20,783,444	410.2% Increase
ACAC	5 1.7%	\$493,419,683	\$98,683,937	\$36,366,715	171.4% Increase
ACACAC	6 2.1%	\$539,492,754	\$89,915,459	\$118,275,809	24% Decrease
ANTI-CAPITALIST					
No Acap	274 95.1%	\$9,536,193,767	\$34,803,627	\$29,657,917	17.4% Increase
Acap	1 0.3%	\$194,426	\$194,426	\$103,125,804	99.8% Decrease
AcapAcap	10 3.5%	\$298,501,158	\$29,850,116	\$11,193,073	166.7% Increase
Acap x 3	3 1.0%	\$89,891,518	\$29,963,839	\$1,052,636	2746.6% Increase
ANTI-PATRIOTIC OR ANTI-AMERICAN					
No AP	271 94.1%	\$9,361,480,961	\$34,544,210	\$30,734,057	12.4% Increase
AP	7 2.4%	\$337,302,989	\$48,186,141	\$41,754,322	15.4% Increase
APAP	6 2.1%	\$209,665,840	\$34,944,307	\$32,080,948	8.9% Increase
APAPAP	4 1.4%	\$16,331,079	\$4,082,770	\$1,104,682	269.6% Increase
BIBLICAL/MORAL					
No B	60 20.8%	\$1,429,840,087	\$23,830,668	\$14,651,935	62.6% Increase
B	124 43.1%	\$2,712,299,198	\$21,873,381	\$23,136,300	5.5% Decrease
BB	69 24.0%	\$2,834,325,637	\$41,077,183	\$47,616,061	13.7% Decrease
BBB	35 12.2%	\$2,948,315,947	\$84,237,598	\$53,091,266	58.7% Increase
CHRISTIAN/REDEMPTIVE					
No C	125 43.4%	\$3,409,144,456	\$27,273,156	\$21,401,971	27.4% Increase
C	116 40.3%	\$2,821,858,050	\$24,326,363	\$33,040,348	26.4% Decrease
CC	32 11.1%	\$2,332,029,182	\$72,875,912	\$39,068,385	86.5% Increase
CCC	15 5.2%	\$1,361,749,181	\$90,783,279	\$62,543,664	45.2% Increase
CAPITALIST					
No Cap	269 93.4%	\$8,887,543,244	\$33,039,194	\$29,141,816	13.4% Increase
Cap	7 2.4%	\$121,390,737	\$17,341,534	\$19,088,135	9.2% Decrease
CapCap	6 2.1%	\$206,668,136	\$34,444,689	\$67,079,012	48.7% Decrease
Cap x 3	6 2.1%	\$709,178,752	\$118,196,459	\$48,679,599	142.8% Increase
COMMUNIST					
No Co	286 99.3%	\$9,814,974,029	\$33,687,521	\$31,049,534	10.5% Increase
Co	1 0.3%	\$109,043,284	\$109,043,284	\$48,880,318	123.1% Increase
CoCo	0 0.0%	\$0	\$0	\$12,943,666	100% Decrease
CoCoCo	1 0.3%	\$763,556	\$763,556	\$2,306,525	66.9% Decrease
DRUGS/SMOKING					
No D	128 44.4%	\$5,405,962,223	\$42,234,080	\$44,160,986	4.4% Decrease
D	54 18.8%	\$1,651,363,878	\$30,580,813	\$21,747,283	40.6% Increase
DD	84 29.2%	\$2,211,892,864	\$26,332,058	\$21,385,716	23.1% Increase
DDD	22 7.6%	\$655,561,904	\$29,798,268	\$27,658,949	7.7% Increase
ENVIRONMENTALIST					
No E	274 95.1%	\$9,326,379,816	\$34,037,883	\$30,100,243	13.1% Increase
E	7 2.4%	\$342,309,086	\$48,901,298	\$127,782,628	61.7% Decrease
EE	4 1.4%	\$244,776,689	\$61,194,172	\$19,396,668	215.5% Increase
EEE	3 1.0%	\$11,315,278	\$3,771,759	\$34,150,660	89% Decrease
EVOLUTION					
No Ev	283 98.3%	\$9,461,755,744	\$33,433,766	\$30,739,902	8.8% Increase
Ev	5 1.7%	\$463,025,125	\$92,605,025	\$33,057,523	180.1% Increase
EvEv	0 0.0%	\$0	\$0	\$44,535,942	100% Decrease
EvEvEv	0 0.0%	\$0	\$0	\$14,277,728	100% Decrease
FEMINIST					
No Fe	279 96.9%	\$9,642,595,043	\$34,561,273	\$32,297,423	7% Increase
Fe	3 1.0%	\$25,331,790	\$8,443,930	\$5,887,377	43.4% Increase
FeFe	5 1.7%	\$255,049,897	\$51,009,979	\$33,700,219	51.4% Increase
FeFeFe	1 0.3%	\$1,804,139	\$1,804,139	\$621,172	190.4% Increase
FALSE RELIGION					
No FR	237 82.3%	\$8,177,320,942	\$34,503,464	\$29,349,075	17.6% Increase
FR	26 9.0%	\$856,749,673	\$32,951,911	\$50,559,851	34.8% Decrease
FRFR	16 5.6%	\$815,751,634	\$50,984,477	\$11,640,804	338% Increase
FRFRFR	9 3.1%	\$74,958,620	\$8,328,736	\$19,805,039	57.9% Decrease

Code	Count % of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
HUMANIST					
No H	230 79.9%	\$8,362,116,511	\$36,357,028	\$33,544,966	8.4% Increase
H	24 8.3%	\$786,190,750	\$32,757,948	\$39,409,076	16.9% Decrease
HH	17 5.9%	\$680,138,453	\$40,008,144	\$16,047,981	149.3% Increase
HHH	17 5.9%	\$96,335,155	\$5,666,774	\$7,523,606	24.7% Decrease
HOMOSEXUALITY					
No Ho	228 79.2%	\$7,975,481,664	\$34,980,183	\$30,684,373	14% Increase
Ho	32 11.1%	\$1,664,031,413	\$52,000,982	\$41,735,948	24.6% Increase
HoHo	19 6.6%	\$253,883,678	\$13,362,299	\$36,473,190	63.4% Decrease
HoHoHo	9 3.1%	\$31,384,114	\$3,487,124	\$4,671,694	25.4% Decrease
LANGUAGE					
No L	32 11.1%	\$1,641,772,061	\$51,305,377	\$46,956,712	9.3% Increase
L	54 18.8%	\$2,280,299,173	\$42,227,762	\$31,815,211	32.7% Increase
LL	69 24.0%	\$2,391,184,944	\$34,654,854	\$29,073,407	19.2% Increase
LLL	133 46.2%	\$3,611,524,691	\$27,154,321	\$27,718,047	2% Decrease
MISCELLANEOUS					
No M	5 1.7%	\$145,640,076	\$29,128,015	\$62,047,924	53.1% Decrease
M	119 41.3%	\$5,632,120,559	\$47,328,744	\$44,697,139	5.9% Increase
MM	113 39.2%	\$3,218,127,234	\$28,479,002	\$18,486,131	54.1% Increase
MMM	51 17.7%	\$928,893,000	\$18,213,588	\$15,795,977	15.3% Increase
NUDITY					
No N	96 33.3%	\$2,397,652,406	\$24,975,546	\$37,097,359	32.7% Decrease
N	113 39.2%	\$5,748,025,887	\$50,867,486	\$36,976,123	37.6% Increase
NN	56 19.4%	\$1,152,480,862	\$20,580,015	\$15,282,279	34.7% Increase
NNN	23 8.0%	\$626,621,714	\$27,244,422	\$15,090,264	80.5% Increase
OCULT					
No O	254 88.2%	\$7,920,130,885	\$31,181,618	\$26,751,210	16.6% Increase
O	15 5.2%	\$933,645,579	\$62,243,039	\$68,326,288	8.9% Decrease
OO	11 3.8%	\$791,320,516	\$71,938,229	\$75,517,418	4.7% Decrease
OOO	8 2.8%	\$279,683,889	\$34,960,486	\$36,101,171	3.2% Decrease
PATRIOTIC/PRO-AMERICAN					
No P	261 90.6%	\$7,658,945,650	\$29,344,619	\$28,486,542	3% Increase
P	6 2.1%	\$81,093,212	\$13,515,535	\$25,372,718	46.7% Decrease
PP	11 3.8%	\$979,537,933	\$89,048,903	\$37,484,000	137.6% Increase
PPP	10 3.5%	\$1,205,204,074	\$120,520,407	\$120,487,558	0.03% Increase
PAGAN					
No Pa	165 57.3%	\$5,937,757,996	\$35,986,412	\$21,828,628	64.9% Increase
Pa	34 11.8%	\$1,558,062,445	\$45,825,366	\$70,671,363	35.2% Decrease
PaPa	47 16.3%	\$890,828,158	\$18,953,791	\$47,919,715	60.4% Decrease
PaPaPa	42 14.6%	\$1,538,132,270	\$36,622,197	\$19,074,380	92% Increase
POLITICALLY CORRECT					
No PC	235 81.6%	\$8,322,941,970	\$35,416,774	\$31,537,001	12.3% Increase
PC	19 6.6%	\$789,800,865	\$41,568,467	\$59,095,020	29.7% Decrease
PCPC	17 5.9%	\$646,532,723	\$38,031,337	\$11,673,994	225.8% Increase
PCPCPC	17 5.9%	\$165,505,311	\$9,735,607	\$8,312,126	17.1% Increase
REVISIONIST HISTORY					
No RH	278 96.5%	\$9,544,214,271	\$34,331,706	\$30,803,390	11.5% Increase
RH	3 1.0%	\$201,900,830	\$67,300,277	\$65,588,115	2.6% Increase
RHRH	5 1.7%	\$176,266,611	\$35,253,322	\$8,540,795	312.8% Increase
RHRHRH	2 0.7%	\$2,399,157	\$1,199,579	\$1,887,529	36.4% Decrease
ROMANTIC					
No Ro	184 63.9%	\$6,892,493,156	\$37,459,202	\$31,029,776	20.7% Increase
Ro	27 9.4%	\$1,173,614,401	\$43,467,200	\$39,736,510	9.4% Increase
RoRo	44 15.3%	\$1,511,409,556	\$34,350,217	\$43,472,007	21% Decrease
RoRoRo	33 11.5%	\$347,263,756	\$10,523,144	\$5,745,524	83.2% Increase
SEX					
No S	78 27.1%	\$3,950,766,289	\$50,650,850	\$40,532,295	25% Increase
S	109 37.8%	\$4,089,251,017	\$37,516,064	\$30,818,731	21.7% Increase
SS	72 25.0%	\$1,330,185,344	\$18,474,796	\$27,520,377	32.9% Decrease
SSS	29 10.1%	\$554,578,219	\$19,123,387	\$12,913,346	48.1% Increase
SOCIALIST					
No So	284 98.6%	\$9,920,951,771	\$34,932,929	\$31,427,361	11.2% Increase
So	3 1.0%	\$3,204,586	\$1,068,195	\$557,915	91.5% Increase
SoSo	0 0.0%	\$0	\$0	\$4,587,857	100% Decrease
SoSoSo	1 0.3%	\$624,512	\$624,512	\$514,237	21.4% Increase
VIOLENCE					
No V	35 12.2%	\$494,374,866	\$14,124,996	\$7,883,426	79.2% Increase
V	108 37.5%	\$2,147,287,264	\$19,882,289	\$28,684,423	30.7% Decrease
VV	87 30.2%	\$4,897,384,628	\$56,291,777	\$48,900,804	15.1% Increase
VVV	58 20.1%	\$2,385,734,111	\$41,133,347	\$18,940,399	117.2% Increase

Note: The 2012 and 2011 Box Office (B.O.) Average for 2012 and 2011 theatrical releases don't include earnings during 2013 and 2012, respectively.

Moral & Christian Are Constantly Improving



Analysis of 2012 Content Elements

The percentages of movies with at least some Christian, redemptive, biblical, and/or moral content (C, CC, CC and/or B, BB, BBB) stayed relatively the same in 2012 compared to 2011 – 56.60% compared to 56.62% for Christian, redemptive content (C, CC, CCC) and 79.17% compared to 79.47% for movies with biblical, moral content or values (B, BB, BBB).

These numbers still represent a truly significant positive trend since 1992, when we launched the Annual MOVIEGUIDE® Faith & Values Awards Gala and Report to the Entertainment Industry, which honors Christian, redemptive, morally uplifting movies and TV programs.

Hence, the number of movies with at least some Christian, redemptive, biblical, and/or moral content has increased overall from an average of 18.27% in 1991 to an average of 67.89% in 2011. This is nearly a 272% percentage increase overall since the Awards Gala began!

Two other charts calculate the rate of increase for Christian, redemptive content and moral, biblical content over five and ten years.

Movies with Positive Moral/Biblical Content

1991	68 out of 260 movies or 26.15%
2003	166 out of 279 movies or 59.50%
2008	223 out of 300 movies or 74.33%
2012	228 out of 288 movies or 79.17%

A 203% Percentage Increase from 1991 to 2012

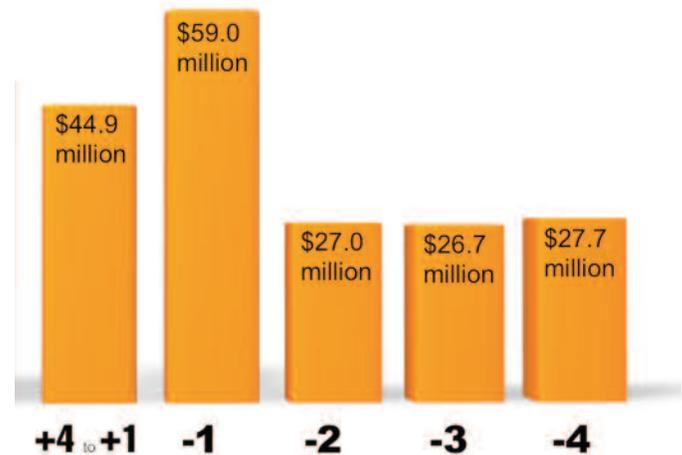
Movies with Positive Christian/Redemptive Content

1991	27 out of 260 movies or 10.38%
2003	116 out of 279 movies or 41.58%
2008	132 out of 300 movies or 44.00%
2012	163 out of 288 movies or 56.60%

A 445% Percentage Increase from 1991 to 2012

Clearly, the work of Christian Film & Television Commission® and MOVIEGUIDE®, especially our Annual Faith & Values Awards Gala and Report to Hollywood, has helped significantly to redeem the values of the entertainment industry!

2012 Acceptability, MPA, and Quality Ratings Analysis



Acceptability Ratings of 2012 Movies

(Box Office in millions)

Acc.	Count	%	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
+4	2	0.7%	\$8.5	\$4.2	\$13.7	69.1% Decrease
+3	3	1.0%	\$104.0	\$34.7	\$28.4	21.8% Increase
+2	6	2.1%	\$209.3	\$34.9	\$49.3	29.2% Decrease
+1	13	4.5%	\$756.4	\$58.2	\$47.6	22.4% Increase
-1	53	18.4%	\$3,126.0	\$59.0	\$47.1	25.1% Increase
-2	96	33.3%	\$2,593.3	\$27.0	\$30.0	10% Decrease
-3	58	20.1%	\$1,548.2	\$26.7	\$26.9	.8% Decrease
-4	57	19.8%	\$1,579.2	\$27.7	\$19.2	44.3% Increase

Acceptability	Count	% of All	B.O. Sum	B.O. Avg.
+1 to +4	24	8.3%	\$1,078,151,133	\$44,922,964
-1 to -4	264	91.7%	\$8,846,629,736	\$33,509,961
-3 and -4	115	39.9%	\$3,127,372,687	\$27,194,545

Acceptability	Count	% of All	B.O. Sum	B.O. Avg.
-1 to +4	77	26.7%	\$4,204,125,279	\$54,599,030
+1 to +4	24	8.3%	\$1,078,151,133	\$44,922,964
-3 and -4	115	39.9%	\$3,127,372,687	\$27,194,545
-4	57	19.8%	\$1,579,171,111	\$27,704,756

The accompanying charts on MOVIEGUIDE®'s Acceptability Ratings for 2012 movies clearly show, once again, that movies reflecting MOVIEGUIDE®'s objectively high Christian, biblical standards do significantly much better at the box office on average than movies that don't. They also show that the most family-friendly movies (+1 to +4) make significantly more money on average, \$44.9 million per movie, than the least family-friendly movies (-3 and -4), averaging less than \$27.2 million in 2011. In fact, movies rated +1 (caution for younger children) and -1 (caution for older children) earned the highest amounts per movie, \$58.18 million and \$58.98 million, followed by movies rated +2 and +3 by MOVIEGUIDE®, which averaged \$34.88 million and \$34.66 million in the U.S. and Canada.

Thus,

- Movies with positive acceptability ratings from MOVIEGUIDE® (+1 to +4) earned \$44,922,964 in 2012, or \$45 million per movie and 34% better, than movies with negative ratings (-1 to -4), which averaged only \$33,509,961 in 2012, or \$33.5 million on average.

- Movies with positive acceptability ratings from MOVIEGUIDE® (+1 to +4) did even better (more than 65% better) against movies receiving unacceptable ratings (-3 and -4) from

MOVIEGUIDE®, which averaged only \$27,194,545, or \$27.2 million.

• Also, movies rated with only a caution for older pre-adolescents or better (-1 thru +4) averaged \$54.6 million, while the most objectionable movies, -3 or -4, averaged only \$27.2. This difference was twice as much better, or 100% better.



MPAA Ratings for 2012 Movies

(Box Office in millions)

Rating	Count	%	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
G	5	1.7%	\$60.0	\$12.0	\$58.1	79.4% Decrease
PG	34	11.8%	\$1,842.1	\$54.2	\$43.1	25.7% Increase
PG-13	99	34.4%	\$5,349.6	\$54.0	\$52.7	2.5% Increase
R	123	42.7%	\$2,625.3	\$21.3	\$15.2	40.4% Increase
NC-17	1	0.3%	\$2.0	\$2.0	\$2.0	2.7% Decrease
NR	26	9.0%	\$45.8	\$1.8	\$.6	212.5% Increase

2012 saw half as many G-rated movies being released. The other MPAA ratings categories saw pretty much the same number of movies.

Strangely, the major studios in Hollywood last year seemed to lack confidence in releasing any really big tentpole movies that could be rated G, even though, as previous years have shown, when they make an effort to release major G-rated movies like TOY STORY 3 or THE SOUND OF MUSIC, Hollywood rakes in much bigger profits, as our figures in 2011 and 2010, and other years, have shown conclusively. For example, why major movies like ICE AGE: CONTINENTAL DRIFT, BRAVE, WRECK-IT RALPH, or even SNOW WHITE AND THE HUNTSMAN couldn't have eliminated their rough content to get a G rating is beyond us. Also, there's no reason why ARGO had to have R-rated, or even PG-13, content or why LINCOLN and LES MISÉRABLES had to be strong enough to get a PG-13 rating instead of PG.

That said, PG movies earned the most amount of money, \$54.2 million per movie, followed by PG-13 movies averaging \$54 million. R-rated movies earned less than half those amounts, only \$21.3 million per movie.

Quality Ratings for 2012 Movies

(Box Office in millions)

Quality	Count	%	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
Four Stars	79	27.4%	\$5,113.3	\$64.7	\$53.6	7% Increase
Three Stars	124	43.1%	\$3,362.8	\$27.1	\$27.4	1% Decrease
Two Stars	77	26.7%	\$1,386.1	\$18.0	\$15.8	13.7% Increase
One Star	8	2.8%	\$62.5	\$7.8	\$10.6	26.6% Decrease

Code	2011 Avg. B.O.	2010 Avg. B.O.
Four Stars	\$53.6 million	\$61.6 million
Three Stars	\$27.4 million	\$35.1 million
Two Stars	\$15.8 million	\$14.2 million
One Star	\$10.6 million	\$11.9 million



MOVIEGUIDE®'s comprehensive analysis of the production values, entertainment quality, and artistic merit of a movie or a script is a sure sign of how well a movie or script will do at the box office.

In fact, movies released in 2012 getting a four star rating from MOVIEGUIDE® earned about four to eight times as much money as those movies getting only one or two stars. Finally, the higher the Quality rating from MOVIEGUIDE®, the more money it earned at the box office in the United States and Canada.

Very Strong Content for 2012 Movies Analyzed

Year in and year out, a comprehensive analysis of very strong content elements in the major movies released in the United States and Canada by Hollywood and by independent distributors clearly shows that movies which best fit the traditional and objective biblical, moral, and Christian standards used by MOVIEGUIDE® earn the most money, by significant margins.

This continued to be true in 2012.

Very Strong Content Elements in 2012 Compared

Content	Count	% of All	B.O. Sum	Avg. B.O.
PPP	10	3.5%	\$1,205,204,074	\$120,520,407
Cap x 3	6	2.1%	\$709,178,752	\$118,196,459
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
ACACAC	6	2.1%	\$539,492,754	\$89,915,459
BBB	35	12.2%	\$2,948,315,947	\$84,237,598
PaPaPa	42	14.6%	\$1,538,132,270	\$36,622,197
OOO	8	2.8%	\$279,683,889	\$34,960,486
Acap x 3	3	1.0%	\$89,891,518	\$29,963,839
AbAbAb	12	4.2%	\$150,163,437	\$12,513,620
RoRoRo	33	11.5%	\$347,263,756	\$10,523,144
PCPCPC	17	5.9%	\$165,505,311	\$9,735,607
FRFRFR	9	3.1%	\$74,958,620	\$8,328,736
HHH	17	5.9%	\$96,335,155	\$5,666,774
APAPAP	4	1.4%	\$16,331,079	\$4,082,770
EEE	3	1.0%	\$11,315,278	\$3,771,759
HoHoHo	9	3.1%	\$31,384,114	\$3,487,124
FeFeFe	1	0.3%	\$1,804,139	\$1,804,139
RHRHRH	2	0.7%	\$2,399,157	\$1,199,579
CoCoCo	1	0.3%	\$763,556	\$763,556
SoSoSo	1	0.3%	\$624,512	\$624,512
EvEvEv	0	0.0%	\$0	\$0

Thus, according to the box office averages listed in the chart comparing very strong content elements, movies released in 2012 with very strong Christian and redemptive content (CCC) or very strong Pro-American or patriotic (PPP), pro-capitalist (Cap x 3), anti-communist or anti-statist (ACACAC), and/or moral and/or biblical (BBB) content, including such diverse movies as MARVEL'S THE AVENGERS, THE HOBBIT: AN UNEXPECTED JOURNEY, LES MISÉRABLES, ICE AGE: CONTINENTAL DRIFT, SNOW WHITE AND THE HUNTSMAN, THE DARK KNIGHT RISES, SKYFALL, JOURNEY 2: THE MYSTERIOUS ISLAND, RISE OF THE GUARDIANS, MIRROR MIRROR, OCTOBER BABY, HERE COMES THE BOOM,

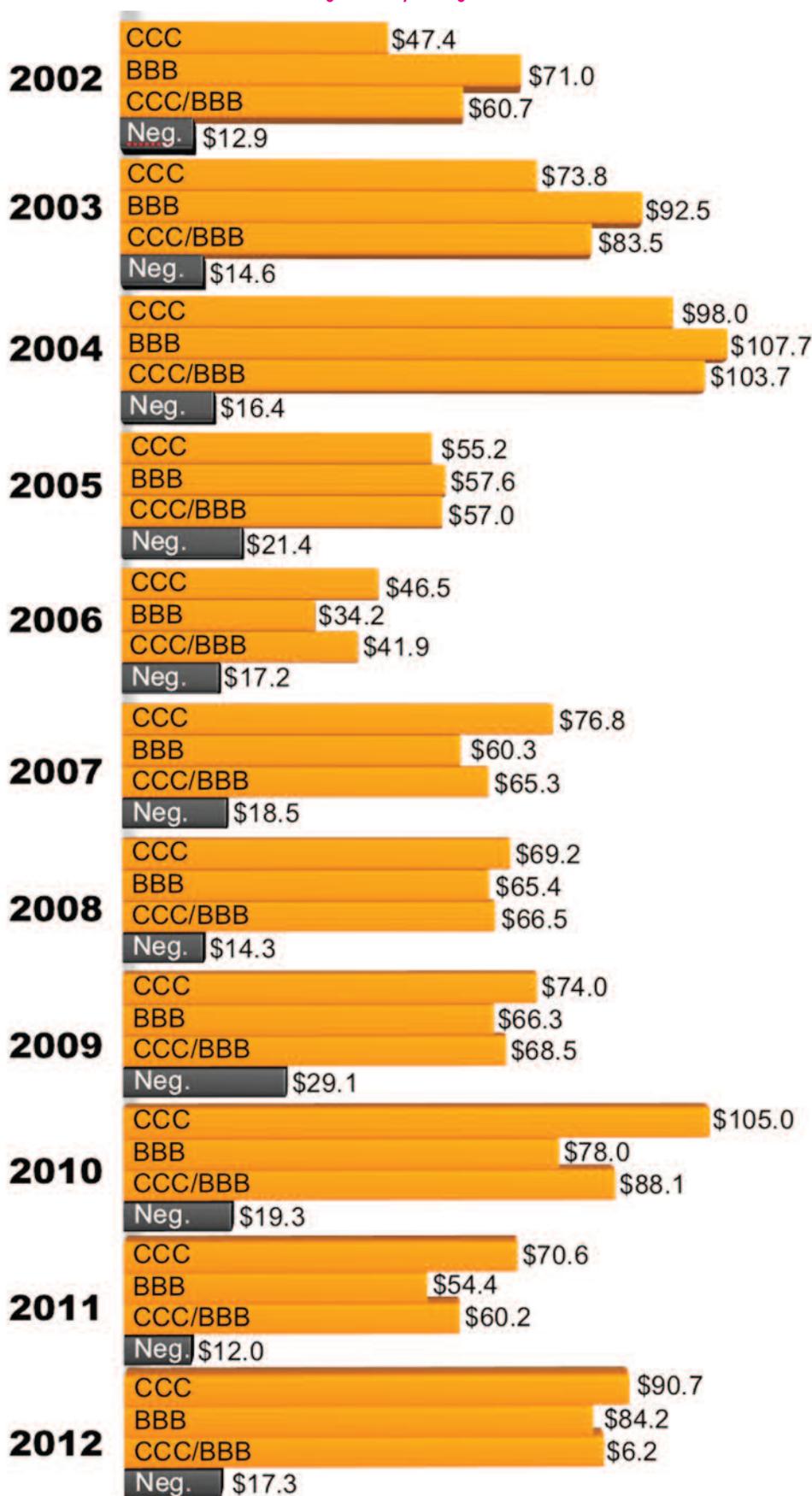
RED TAILS, SOLOMON KANE, UNDEFEATED, LAST OUNCE OF COURAGE, FOR GREATER GLORY, ACT OF VALOR, BATTLESHIP, LINCOLN, FRANKENWEENIE, THE ODD LIFE OF TIMOTHY GREEN, PARENTAL GUIDANCE, 2016: OBAMA'S AMERICA, MADAGASCAR 3, and WON'T BACK DOWN, greatly outperformed movies with very strong negative content, such as CLOUD ATLAS, 21 JUMP STREET, MAGIC MIKE, TED, AMOUR, DJANGO UNCHAINED, PARANORMAN, PARANORMAL ACTIVITY 4, THE HUNGER GAMES, HYSTERIA, KILLER JOE, HICK, THE PERKS OF BEING A WALLFLOWER, ANY DAY NOW, A ROYAL AFFAIR, THE CABIN IN THE WOODS, BUTTER, DREDD, AMERICAN REUNION, ROCK OF AGES, THE DEVIL INSIDE, PIRANHA 3DD, COSMOPOLIS, KEEP THE LIGHTS ON, THE MASTER, THE PAPERBOY, THE PERFECT FAMILY, YOUR SISTER'S SISTER, THE APPARITION, SINISTER, THE SESSIONS, or THE CAMPAIGN.

The negative content elements included very strong occult content (OOO), very strong pagan content (PaPaPa), very strong humanist and atheist content (HHH), very strong socialist content (SoSoSo), very strong homosexual content (HoHoHo), very strong Anti-Christian and/or anti-biblical and/or Anti-Semitic content (AbAbAb), very strong politically correct content (PCPCPC), very strong anti-patriotic or anti-American content (APAPAP), very strong Communist content (CoCoCo), very strong Romantic content reflecting the liberal Anti-Christian philosophy of Jean-Jacques Rousseau (RoRoRo), very strong anti-capitalist content (Acap x 3), very strong false religious content (FRFRFR), very strong environmentalist content (EEE), very strong revisionist history (RHRHRH), very strong pro-evolution content (EvEvEv), and very strong radical feminist content (FeFeFe).

The above conclusions are especially true if you combine all of the negative content elements, as the accompanying smaller charts for 2002 to 2012 show. In fact, movies with very strong positive Christian, redemptive, biblical, and/or moral content and values usually make more than four to nearly six times more money!

Long-Term Study of Very Strong Content

Christian/Redemptive (CCC), Biblical/Moral (BBB), Christian & Biblical (CCC/BBB) and Negative Very Strong Content



Christian Movies Versus Humanist and Anti-Biblical Movies

Also, movies released in 2012 with very strong Christian, redemptive, biblical, and/or moral content (CCC and/or BBB) outperformed movies with very strong Anti-Christian or anti-biblical content (AbAbAb), by a tremendous amount, 573% to 625%!!!

Content	Count	%	B.O. Sum	Avg. B.O.
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
BBB	35	12.2%	\$2,948,315,947	\$84,237,598
CCC +				
BBB	50	N/A	\$4,310,065,128	\$86,201,303
AbAbAb	12	4.2%	\$150,163,437	\$12,513,620

They did even better when compared to movies with very strong humanist/atheist content (HHH).

Content	Count	%	B.O. Sum	B.O. Avg.
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
BBB	35	12.2%	\$2,948,315,947	\$84,237,598
CCC +				
BBB	50	N/A	\$4,310,065,128	\$86,201,303
HHH	17	5.9%	\$96,335,155	\$5,666,774

As usually is the case, the stronger the homosexual content in a movie in 2012, the worse it did at the domestic box office (and our figures don't even include small independent, usually explicit homosexual movies, such as THE BIG GAY MUSICAL, that only play in theaters within homosexual districts in urban areas such as San Francisco or West Hollywood, Calif.).

Content	Count	%	B.O. Sum	B.O. Avg.
Ho	32	11.1%	\$1,664,031,413	\$52,000,982
HoHo	19	6.6%	\$253,883,678	\$13,362,299
HoHoHo	9	3.1%	\$31,384,114	\$3,487,124

It seems rather clear from these figures that Americans and Canadians clearly reject most movies with strong or very strong, in-your-face perverse content.

Movies with Conservative Values Do Best!

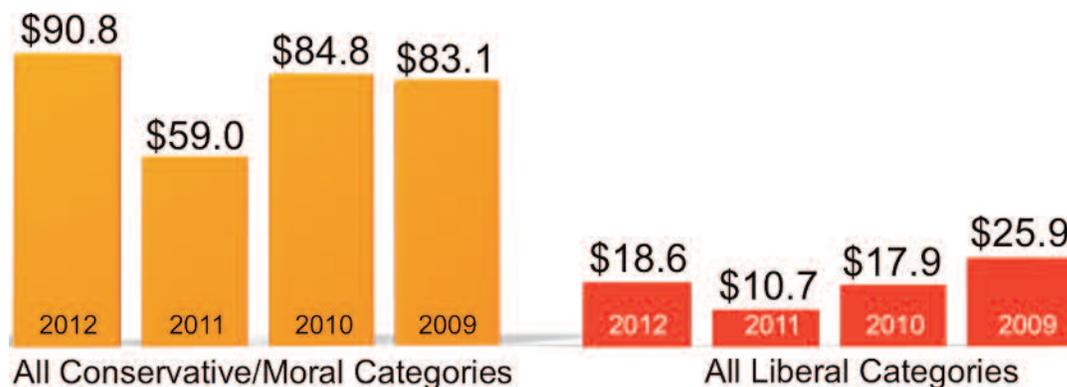
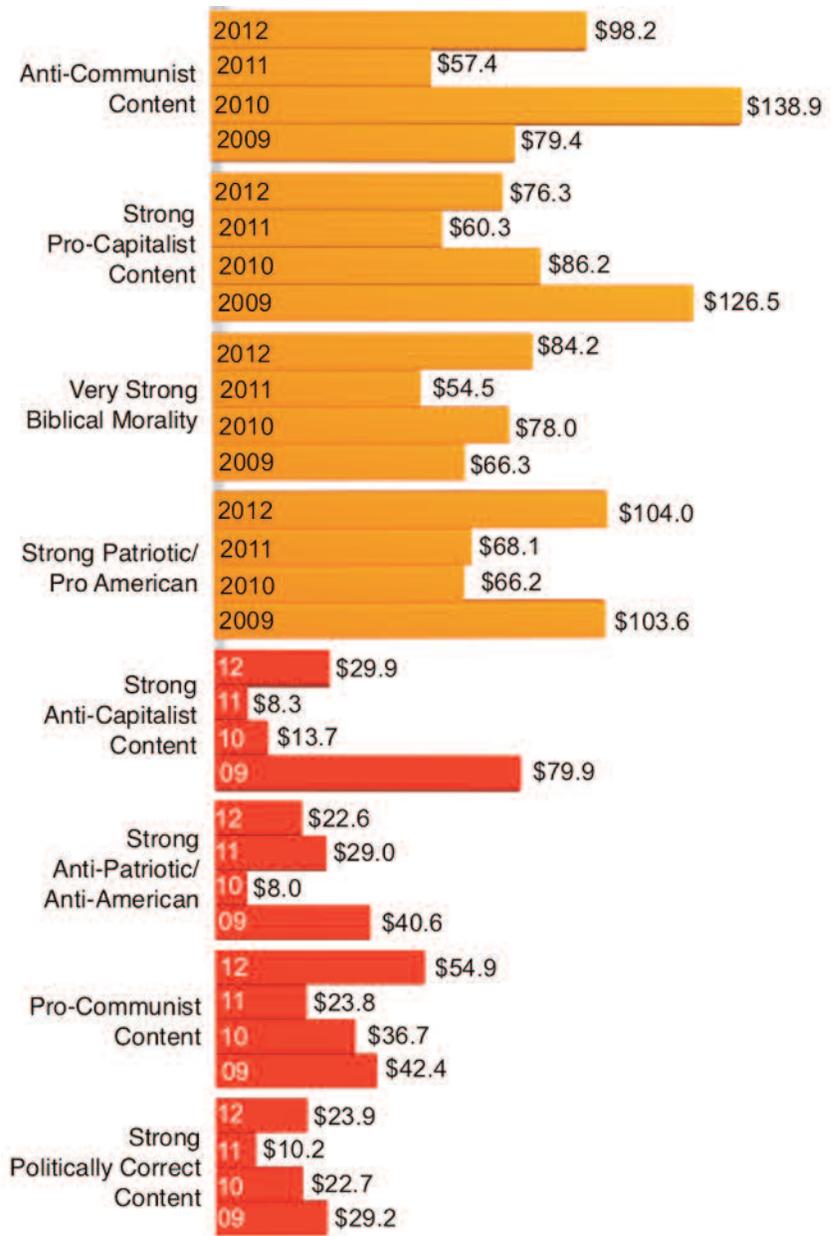
Furthermore, figures show that moviegoers prefer more conservative movies overall.

As usual, therefore, movies with more conservative content in 2012 did much better than movies with more leftist content. In fact, when you combine the conservative versus the leftist content cate-

gories, the conservative content categories earned nearly five times more money in Calendar Year 2012 than the leftist content categories, \$90.80 million per movie versus \$18.55 million per movie.

Similar results occurred in 2009, 2010, and 2011, as well as in all the previous years we've been doing this particular study, which we began doing in 2003:

Movies with Conservative Values Do Best Year After Year



Movies with Strong Positive Content Also Do Better Than Movies with Obscene Content!

Movies with very strong moral, biblical, redemptive, and/or Christian content (BBB and/or CCC) in 2012 also outperformed movies with very strong violence (VVV), foul language (LLL) miscellaneous immorality, nudity (NNN), sex (SSS), alcohol abuse (AAA), and illegal drug content (DDD). That's because movies with very strong Christian and/or biblical/moral elements usually don't contain such immoral content.

This is still true even though, in recent years, major studios and filmmakers have been putting stronger immoral content into some of their top releases during the year, especially their comedies, dramas, and horror movies.

Content	Avg. B.O.
CCC	\$90,783,279
BBB	\$84,237,598
VVV	\$41,133,347
DDD	\$29,798,268
NNN	\$27,244,422
LLL	\$27,154,321
SSS	\$19,123,387
MMM	\$18,213,588
AAA	\$17,831,511

Content	Avg. B.O.
BBB + CCC	\$86,201,303
VVV	\$41,133,347
DDD	\$29,798,268
NNN	\$27,244,422
LLL	\$27,154,321
SSS	\$19,123,387
MMM	\$18,213,588
AAA	\$17,831,511

Furthermore, movies with strong and/or very strong moral, biblical and/or Christian content (BB, BBB, CC, and/or CCC) also outperformed movies with strong miscellaneous immorality (MM), strong foul language (LL), alcohol abuse (AA), sex (SS), illegal drug content (DD), and nudity (NN).

Content	Avg. B.O.
CCC	\$90,783,279
CC	\$72,875,912
BBB	\$84,237,598
BB	\$41,077,183
LL	\$34,654,854
MM	\$28,479,002
DD	\$26,332,058
AA	\$24,027,739
NN	\$20,580,015
SS	\$18,474,796

Content	Avg. B.O.
BBB + CCC	\$86,201,303
BB + CC	\$51,152,028
LL	\$34,654,854
MM	\$28,479,002
DD	\$26,332,058
AA	\$24,027,739
NN	\$20,580,015
SS	\$18,474,796

This is also true if you combine BB and BBB or CC and CCC:

Content	Avg. B.O.
CC + CCC	\$78,591,029
LL	\$34,654,854
MM	\$28,479,002
DD	\$26,332,058
AA	\$24,027,739
NN	\$20,580,015
SS	\$18,474,796

Content	Avg. B.O.
BB + BBB	\$55,602,323
LL	\$34,654,854
MM	\$28,479,002
DD	\$26,332,058
AA	\$24,027,739
NN	\$20,580,015
SS	\$18,474,796

These last charts are incredibly significant because they pragmatically eliminate the possibility of subjectivity or unconscious manipulation. They show, beyond a shadow of a doubt, that Hollywood and independent filmmakers can make significantly more money if they add strong or very strong traditional Christian, biblical, or moral content to their movies and remove any strong or very strong immoral content such as offensive obscenities and profanities, explicit sex and nudity, substance abuse, and other Anti-Christian and anti-biblical content violating God's commandments and principles as found in the historical books and documents of the Bible.

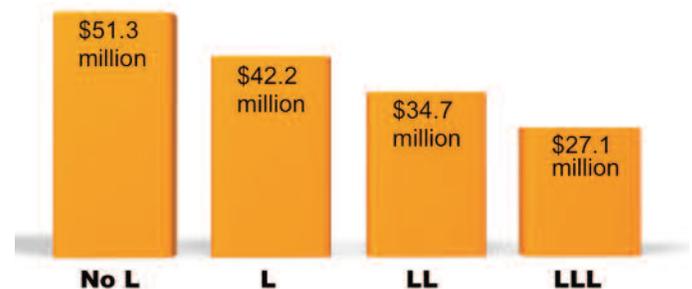
2012 Analysis of Language, Sex, and Nudity

Contrary to popular opinion, obscenity and explicit sex and nudity do not really sell.

Year in and year out, obscene movies with great amounts of foul language, graphic sexual content, and explicit sexual nudity do relatively poorly at the box office, especially when compared to movies with no foul language, sex, or sexual nudity.

Last year was no exception. In fact, movies with no foul language, no sex, no explicit sexual nudity, and no alcohol use or smoking or drug content in 2012 earned the most amount of money in their individual categories!!!

Thus, both family movies and mature audience movies without such objectionable content always make the most money.



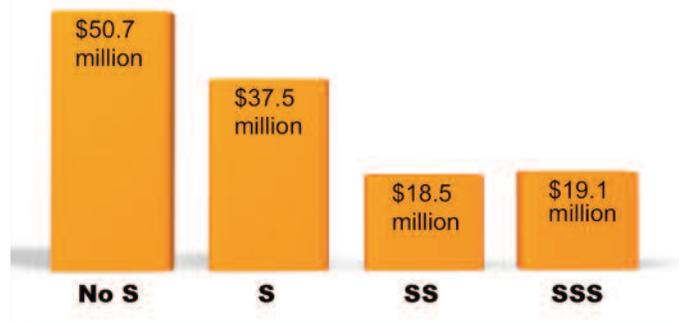
Amount of Foul Language in 2012 Movies

Lang.	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No L	32	11.1%	\$1,641,772,061	\$51,305,377	\$46,956,712	9.3% Increase
L	54	18.8%	\$2,280,299,173	\$42,227,762	\$31,815,211	32.7% Increase
LL	69	24.0%	\$2,391,184,944	\$34,654,854	\$29,073,407	19.2% Increase
LLL	133	46.2%	\$3,611,524,691	\$27,154,321	\$27,718,047	2% Decrease

Despite the excessive amount of foul language in such big blockbusters like TED and 21 JUMP STREET, 2012 movies with no

foul language (No L) earned the most money by significant margins. Thus, movies with no foul language, averaging \$51.3 million per movie, did 21.5% better than movies with some foul language (L, 1-9 obscenities and/or profanities), averaging about \$42.2 million; 48% better than movies with plenty of foul language (LL, 10-25 obscenities and/or profanities), averaging nearly \$34.7 million; and, 88.9% better than movies with excessive foul language (LLL, more than 25 obscenities and profanities), averaging less than \$27.2 million per movie.

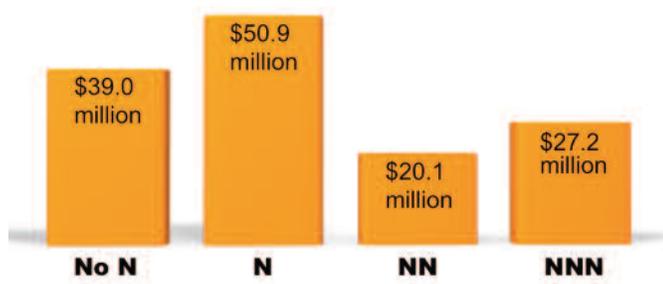
The more foul language Hollywood puts into its movies, the less money it makes!!!



Amount of Sexual Content in 2012 Movies

Content	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No S	78	27.1%	\$3,950,766,289	\$50,650,850	\$40,532,295	25% Increase
S	109	37.8%	\$4,089,251,017	\$37,516,064	\$30,818,731	21.7% Increase
SS	72	25.0%	\$1,330,185,344	\$18,474,796	\$27,520,737	32.9% Decrease
SSS	29	10.1%	\$554,578,219	\$19,123,387	\$12,913,346	48.1% Increase

Contrary to popular opinion, sex does not really sell. Year in, year out, our analysis of movie earnings proves that truth. In 2012, movies with no sexual content (No S), earning nearly \$50.7 million per movie, earned the most money per movie by far. Also, in general, the more explicit sex you put in your movie, the less money it earned. Thus, movies with no sexual content (No S) averaged 35% more money per movie than movies with some implied sex or light sexual references (S), almost 174% more money than movies with some depicted sex or strong sexual content (SS), and about 165% more money than movies with excessive or extremely explicit sexual content (SSS).



Amount and Kind of Nudity in 2012 Movies

Content	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
Some light natural nudity:	113	39.2%	\$5,748,025,887	\$50,867,486	\$36,976,123	37.6% Increase
No sexual nudity:	209	72.6%	\$8,145,678,293	\$38,974,537	\$37,036,741	5.2% Increase
Some sexual nudity:	56	19.4%	\$1,152,480,862	\$20,580,015	\$15,282,279	34.7% Increase
Excessive sexual nudity:	23	8.0%	\$626,621,714	\$27,244,422	\$15,090,264	80.5% Increase

Nudity in movies doesn't sell well either. Despite the popularity of the comical full male nudity in a couple major movies the past year, movies in 2012 with no sexual nudity (No N or N for naturalistic nudity such as upper male nudity in a locker room, for example), or only some light natural nudity (N), earned the most money by significant margins. Also, despite the success of such outrageous comedies with shots of extreme nudity, they are not so successful when you adjust for inflation. Furthermore, the family-friendly blockbuster HOME ALONE remains the most successful live action comedy of all time if you don't adjust for inflation (unless you count E.T. as a comedy).

Analysis of Violent Content

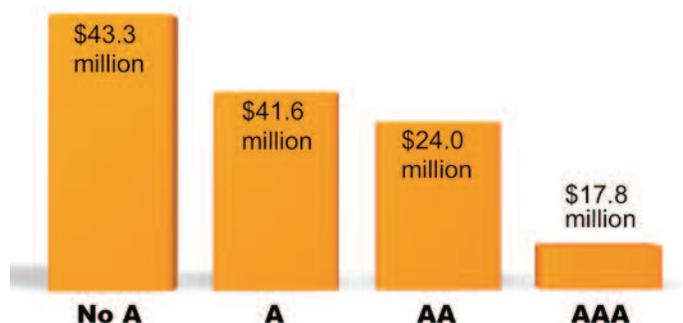


Violent Content in 2012 Movies

Violence	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No V	35	12.2%	\$494,374,866	\$14,124,996	\$7,883,426	79.2% Increase
V	108	37.5%	\$2,147,287,264	\$19,882,289	\$28,684,423	30.7% Decrease
VV	87	30.2%	\$4,897,384,628	\$56,291,777	\$48,900,804	15.1% Increase
VVV	58	20.1%	\$2,385,734,111	\$41,133,347	\$18,940,399	117.2% Increase

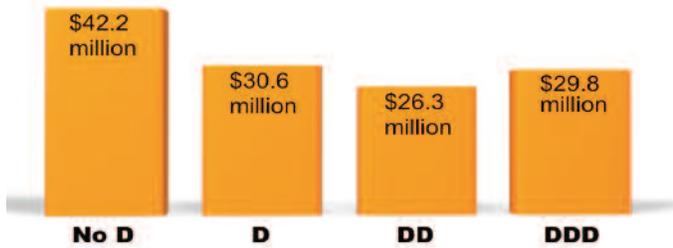
Movies with plenty of action violence in 2012 (VV, e.g., MARVEL'S THE AVENGERS, THE DARK KNIGHT RISES, SKYFALL, THE HOBBIT: AN UNEXPECTED JOURNEY, THE AMAZING SPIDER-MAN) did the best at the box office, but movies with very strong action violence, slapstick violence, and/or extremely graphic violence (VVV) earned more money this year because of the more disturbing violence in such movies aimed at teenagers as THE HUNGER GAMES and the final TWILIGHT SAGA's battle royale between vampires and werewolves. Take away these two movies and you slice away about \$11 million from the average of the VVV movies. Movies with very strong violence usually receive an Extreme Caution or -2 rating from MOVIEGUIDE®, or worse, but that doesn't mean they're all completely unacceptable viewing. In fact, some of them, such as WE WERE SOLDIERS, go on to become one of our Ten Best Movies for Mature Audiences.

Analysis of Substance Abuse



Alcohol Use in 2012 Movies

Code	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No A	55	19.1%	\$2,379,206,992	\$43,258,309	\$43,501,209	.6% Decrease
A	117	40.6%	\$4,863,692,038	\$41,570,017	\$31,278,050	32.9% Increase
AA	99	34.4%	\$2,378,746,144	\$24,027,739	\$26,096,041	7.9% Decrease
AAA	17	5.9%	\$303,135,695	\$17,831,511	\$6,694,364	166.4% Increase



Smoking and Drug Use in 2012 Movies

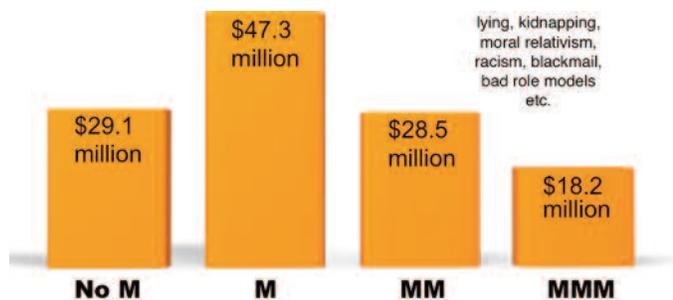
Code	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No D	128	44.4%	\$5,405,962,223	\$42,234,080	\$44,160,986	4.4% Decrease
D	54	18.8%	\$1,651,363,878	\$30,580,813	\$21,747,283	40.6% Increase
DD	84	29.2%	\$2,211,892,864	\$26,332,058	\$21,385,716	23.1% Increase
DDD	22	7.6%	\$655,561,904	\$29,798,268	\$27,658,949	7.7% Increase

Movies with no alcohol use or abuse and no smoking or illegal drug use did much better at the domestic box office in 2012 than those movies containing such substance abuse. Also, the more extreme the amount of alcohol use or illegal drug use, the worse the movie generally did at the box office.

Thus, movies with no alcohol use (No A) in 2012 averaged \$43.3 million per movie in 2012, compared to \$41.6 million, \$24 million, and \$17.8 million for A, AA, and AAA movies, respectively. The more alcohol use, the less money the average movie earned.

And, movies with no smoking or drug use (No D) averaged more than \$42.2 million per movie in 2012, compared to about \$30.6 million, \$26.3 million, and \$29.8 million for D, DD, and DDD movies, respectively. MOVIEGUIDE® is increasingly concerned about the increasing depiction of extreme drug abuse in popular comedies like TED, 21 JUMP STREET, THE HANGOVER 2, and BAD TEACHER. The liberal and libertarian filmmakers behind such raucous comedies probably would say they want young people to be smart and educated, but their actions are actually producing a dumbed-down populace, resulting in a dumbed-down electorate.

Analysis of Miscellaneous Immorality



Miscellaneous Immorality in 2012 Movies

Code	Count	% of All	2012 B.O. Sum	2012 Avg. B.O.	2011 Avg. B.O.	% Change
No M	5	1.7%	\$145,640,076	\$29,128,015	\$62,047,924	53.1% Decrease
M	119	41.3%	\$5,632,120,559	\$47,328,744	\$44,697,139	5.9% Increase
MM	113	39.2%	\$3,218,127,234	\$28,479,002	\$18,486,131	54.1% Increase
MMM	51	17.7%	\$928,893,000	\$18,213,588	\$15,795,977	15.3% Increase

The miscellaneous immorality category includes such things as lying, stealing, corruption, blackmail, extortion, greed, jealousy, envy, examples of dysfunctional families, and moral relativism. The data for miscellaneous immorality and miscellaneous worldview problems (No M, M, MM, MMM) shows that movies with no or only some miscellaneous immorality (No M or M) earned more money than all other categories during the 2012 calendar year. However, the lack of any tentpole movies rated G, and the impact of the blockbuster hit THE HUNGER GAMES, seemed to clearly affect this category for the worse this year. It should be noted, however, that good drama often requires a bad antagonist who does immoral things like lying or stealing. If those things aren't properly rebuked, MOVIEGUIDE® is inclined to rate the movie with an MM or even an MMM. That said, the more miscellaneous immorality a movie contained in its content, the less it averaged at the box office. Thus, movies with only light miscellaneous immorality (M) in 2012 averaged \$47.3 million compared to \$28.5 million and \$18.2 million for MM and MMM, respectively.

MOVIEGUIDE® 2012 Worldview Analysis

Each year, MOVIEGUIDE® doesn't just chart the amounts of sex, violence, foul language, nudity, alcohol use, smoking, drug use, lying, stealing, blackmail, greed, and envy in each major movie. We also analyze the dominant worldview in each movie.

A worldview is a comprehensive way of interpreting all of reality. Although political ideologies are not technically worldviews, they often display attributes or qualities similar to worldviews. For example, the Communist writer Karl Marx said that his Communism was the ultimate humanism and advocated that a humanist society should abolish religion, family, nation, and private property. That is one reason why MOVIEGUIDE® has a separate worldview and content category for Communism. MOVIEGUIDE® also shows readers when a movie merely has a moral or biblical worldview, as opposed to an explicit or implied Christian, redemptive worldview.

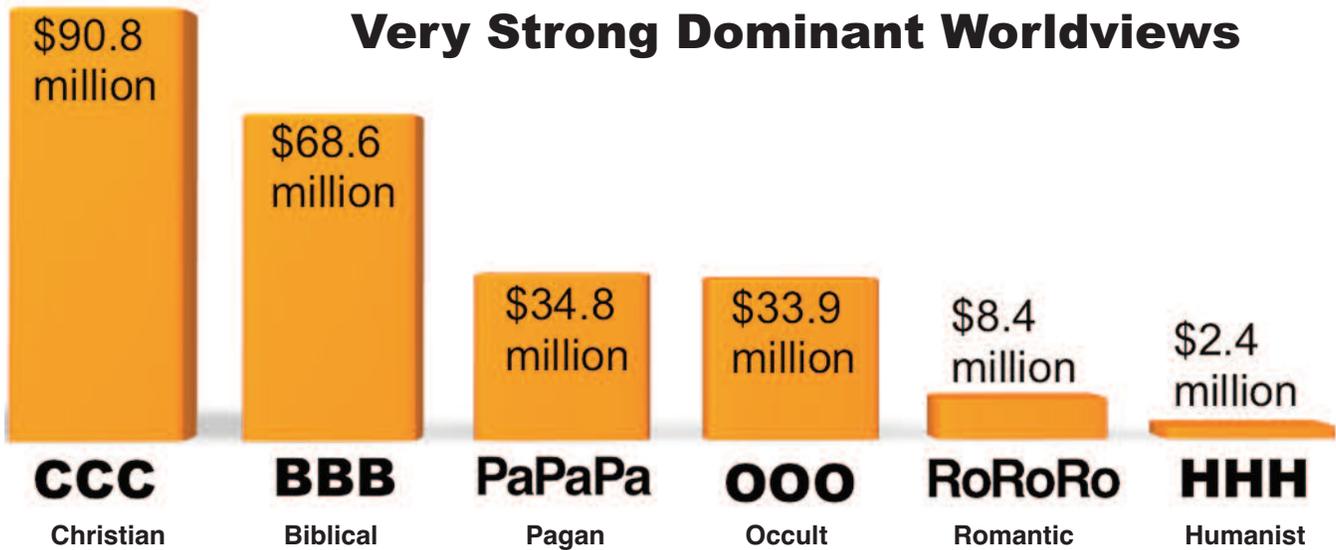
Some movies have mixed worldviews. If this mixture seems to be significant, we have decided to throw it into the category of movies with pagan worldviews (Pa, PaPa, PaPaPa), with a note in our CONTENT section description about the mixture.

According to the chart on "Dominant Worldviews of 2012 Movies" reviewed by MOVIEGUIDE®, movies with strong or very strong Christian, biblical, redemptive, or moral worldviews (BB, BBB, CC, CCC) do much better than movies with strong or very strong negative, unbiblical, Non-Christian, Anti-Christian, and other false or immoral worldviews (FRFR, FRFRFR, HH, HHH, OO, OOO, PaPa, PaPaPa, RoRo, RoRoRo).

This was much more true when you compare movies with very strong worldviews.

In fact, movies with very strong Christian, redemptive, biblical, and/or moral worldviews (such as MARVEL'S THE AVENGERS, THE DARK KNIGHT RISES, LES MISÉRABLES, ICE AGE: CONTINENTAL DRIFT, SNOW WHITE AND THE HUNTSMAN, SKYFALL, JOURNEY 2: THE MYSTERIOUS ISLAND, RISE OF THE GUARDIANS, MIRROR MIRROR, OCTOBER BABY, HERE COMES THE BOOM, RED TAILS, SOLOMON KANE, UNDEFEATED, LAST OUNCE OF COURAGE, FOR GREATER GLORY, ACT OF VALOR, BATTLESHIP, LINCOLN, FRANKENWEENIE, THE ODD LIFE OF TIMOTHY GREEN, PARENTAL GUIDANCE, 2016: OBAMA'S AMERICA, and WON'T BACK DOWN) earned significantly more money than movies with very strong Non-Christian, Anti-Christian, unbiblical, immoral, false worldviews (such as THE TWILIGHT SAGA: BREAKING DAWN, PART 2, 21 JUMP STREET, CLOUD ATLAS, THE DICTATOR, THE CAMPAIGN, MAGIC MIKE, PARANORMAN, PROJECT X,

Very Strong Dominant Worldviews



ROCK OF AGES, DREDD, GOD BLESS AMERICA, COSMOPOLIS, KILLER JOE, THIS IS 40, THE CABIN IN THE WOODS, AMERICAN REUNION, THAT'S MY BOY, HYSTERIA, DARK SHADOWS, WANDERLUST, THE PERKS OF BEING A WALLFLOWER, BEASTS OF THE SOUTHERN WILD, TO ROME WITH LOVE, THE PERFECT FAMILY, BUTTER, THE SESSIONS, ANY DAY NOW, DJANGO UNCHAINED, THE DETAILS, HICK, CHASING ICE, DEEP BLUE SEA, TAKE THIS WALTZ, THE APPARITION, A ROYAL AFFAIR, AMOUR, and PARANORMAL ACTIVITY 4), 97% to 3,633% better. Also, movies with very strong Christian worldviews earned the most money by far, 161% to 3,633% more!

Also, movies with very strong Christian worldviews earned \$90.8 million per movie compared to only \$20.2 million per movie for movies with very strong Non-Christian, Anti-Christian, or negative worldviews. That's nearly four and a half times more money!

Even movies with only strong Christian, redemptive, biblical, and/or moral worldviews, according to MOVIEGUIDE's objective standards, significantly outperformed movies with strong negative worldviews.

Also, movies with very strong Christian, redemptive, biblical, or moral worldviews did better in 2012 than movies with only strong Christian, biblical, or moral worldviews. In fact, the more positive the worldview, the better it did at the box office.

Dominant Worldviews of 2012 Movies

Code	Count	% of All	B.O. Sum	Avg. B.O.
B	17	5.9%	\$104,183,520	\$6,128,442
BB	36	12.5%	\$1,273,822,099	\$35,383,947
BBB	22	7.6%	\$1,508,372,751	\$68,562,398
C	10	3.5%	\$388,682,144	\$38,868,214
CC	6	2.1%	\$470,926,796	\$78,487,799
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
FR	0	0.0%	\$0	\$0
FRFR	1	0.3%	\$22,887	\$22,887
FRFRFR	0	0.0%	\$0	\$0
H	2	0.7%	\$938,905	\$469,453
HH	13	4.5%	\$640,721,716	\$49,286,286
HHH	14	4.9%	\$34,044,483	\$2,431,749
O	0	0.0%	\$0	\$0
OO	0	0.0%	\$0	\$0
OOO	5	1.7%	\$169,251,328	\$33,850,266
Pa	16	5.6%	\$539,692,755	\$33,730,797
PaPa	38	13.2%	\$729,873,877	\$19,207,207
PaPaPa	36	12.5%	\$1,252,703,449	\$34,797,318

Ro	5	1.7%	\$453,074,274	\$90,614,855
RoRo	23	8.0%	\$754,406,889	\$32,800,300
RoRoRo	29	10.1%	\$242,313,815	\$8,355,649

Very Strong 2011 Worldviews Compared

WV	Count	% of All	B.O. Sum	B.O. Avg.
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
BBB	22	7.6%	\$1,508,372,751	\$68,562,398
PaPaPa	36	12.5%	\$1,252,703,449	\$34,797,318
OOO	5	1.7%	\$169,251,328	\$33,850,266
RoRoRo	29	10.1%	\$242,313,815	\$8,355,649
HHH	14	4.9%	\$34,044,483	\$2,431,749

WV	Count	% of All	B.O. Sum	B.O. Avg.
CCC +				
BBB	37	12.8%	\$2,870,121,932	\$77,570,863
PaPaPa	36	12.5%	\$1,252,703,449	\$34,797,318
OOO	5	1.7%	\$169,251,328	\$33,850,266
RoRoRo	29	10.1%	\$242,313,815	\$8,355,649
HHH	14	4.9%	\$34,044,483	\$2,431,749

WV	Count	% of All	B.O. Sum	B.O. Avg.
CCC +				
BBB +				
CCC	37	12.8%	\$2,870,121,932	\$77,570,863
BBB	22	7.6%	\$1,508,372,751	\$68,562,398
Negative Worldviews	84	29.2%	\$1,698,313,075	\$20,218,013

Code	Count	% of All	B.O. Sum	Avg. B.O.
B	17	5.9%	\$104,183,520	\$6,128,442
BB	36	12.5%	\$1,273,822,099	\$35,383,947
BBB	22	7.6%	\$1,508,372,751	\$68,562,398

Code	Count	% of All	B.O. Sum	Avg. B.O.
C	10	3.5%	\$388,682,144	\$38,868,214
CC	6	2.1%	\$470,926,796	\$78,487,799
CCC	15	5.2%	\$1,361,749,181	\$90,783,279

The same thing applies if you combine movies having strong Christian, redemptive worldviews with movies having very strong Christian, redemptive worldviews.

Thus, movies with strong or very strong Christian, redemptive worldviews also earned more money at the domestic box office than movies with strong or very strong Non-Christian or negative worldviews. The comparisons are even more striking when you combine

all the positive categories and compare them to the combination of all the negative categories.

Thus, movies with strong or very strong Christian, redemptive worldviews (CC plus CCC) earned nearly four times as much money on average as movies with strong or very strong Romantic, occult, pagan or mixed, false religious, and humanist worldviews (RoRo, RoRoRo, OO, OOO, PaPa, PaPaPa, FRFR, FRFRFR, HH, HHH), \$87.3 million per movie compared to only \$24.0 million per movie.

These final figures are very important, and extremely determinative and enlightening, because they get rid of any possible anomalies and statistical subjectivity in our review database.

Strong/Very Strong 2012 Worldviews Combined

Worldview	Count	% of All	B.O. Sum	B.O. Avg.
CC + CCC	21	7.3%	\$1,832,675,977	\$87,270,285
BB + BBB	58	20.1%	\$2,782,194,850	\$47,968,877
OO + OOO	5	1.7%	\$169,251,328	\$33,850,266
PaPa + PaPaPa	74	25.7%	\$1,982,577,326	\$26,791,585
HH + HHH	27	9.4%	\$674,766,199	\$24,991,341
RoRo + RoRoRo	52	18.1%	\$996,720,704	\$19,167,706
FRFR + FRFRFR	1	0.3%	\$22,887	\$22,887

Worldview	Count	% of All	B.O. Sum	B.O. Avg.
BB, BBB, CC + CCC	79	27.4%	\$4,614,870,827	\$58,416,086
OO + OOO	5	1.7%	\$169,251,328	\$33,850,266
PaPa + PaPaPa	74	25.7%	\$1,982,577,326	\$26,791,585
HH + HHH	27	9.4%	\$674,766,199	\$24,991,341
RoRo + RoRoRo	52	18.1%	\$996,720,704	\$19,167,706
FRFR + FRFRFR	1	0.3%	\$22,887	\$22,887

Worldview	Count	% of All	B.O. Sum	B.O. Avg.
CC + CCC	21	7.3%	\$1,832,675,977	\$87,270,285
BB, BBB, CC + CCC	79	27.4%	\$4,614,870,827	\$58,416,086
BB + BBB	58	20.1%	\$2,782,194,850	\$47,968,877
Strong/Very Strong				
Negative Worldviews	159	55.2%	\$3,823,338,444	\$24,046,154

Furthermore, movies with very strong Christian, redemptive worldviews (CCC) earned about seven to 37 times more money at the domestic box office than movies with very strong atheist, humanist, Anti-Christian, or Anti-Biblical worldviews or content (HHH or AbAbAb)!

Very Strong Worldviews, 2012

Christian versus Humanist/Atheist

Dom. WV	Count	% of All Movies	B.O. Sum	B.O. Avg.
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
HHH	14	4.9%	\$34,044,483	\$2,431,749

Very Strong Worldviews, 2012

Christian Worldviews versus Anti-Biblical/Anti-Christian Content

Dom. WV	Count	% of All Movies	B.O. Sum	B.O. Avg.
CCC	15	5.2%	\$1,361,749,181	\$90,783,279
AbAbAb	12	4.2%	\$150,163,437	\$12,513,620

Finally, movies with very strong moral, biblical, redemptive, and/or Christian worldviews (BBB and/or CCC) in 2012 also significantly outperformed movies with very strong violence (VVV), foul language (LLL) miscellaneous immorality, nudity (NNN), sex (SSS), alcohol abuse (AAA), and illegal drug content (DDD). This was true even if you add the lower box office averages for movies with only strong Christian or biblical and/or moral worldviews (CC and/or BB) as in the previous charts in the Content Analysis Section for All 2012 Movies Reviewed.

Worldview/Content

Worldview/Content	Avg. B.O.
CCC Worldview	\$90,783,279
BBB Worldview	\$68,562,398
VVV	\$41,133,347
DDD	\$29,798,268
NNN	\$27,244,422
LLL	\$27,154,321
SSS	\$19,123,387
MMM	\$18,213,588
AAA	\$17,831,511

Worldview/Content

Worldview/Content	Avg. B.O.
BBB + CCC Worldview	\$77,570,863
BB + CC Worldview	\$41,541,640
VVV	\$41,133,347
DDD	\$29,798,268
NNN	\$27,244,422
LLL	\$27,154,321
SSS	\$19,123,387
MMM	\$18,213,588
AAA	\$17,831,511

Once again, our analysis of the dominant worldviews for movies at the theatrical box office demonstrates conclusively that, if you want your movie to succeed financially, so you can make more movies, you have a much better chance if your movie has a strong or very strong Christian, redemptive, biblical, and/or moral worldview.

Conclusion to Analysis of All 2011 Movies Reviewed

Clearly, no matter how you slice it, movies that fit MOVIEGUIDE's high Christian, moral, biblical, theological, spiritual, production, aesthetic, and entertainment principles, values, and standards do much better with moviegoers than those movies consistently violating those principles, values, and standards.

Moviegoers clearly prefer the types of positive, family friendly movies with Christian, biblical, redemptive, and morally uplifting content that MOVIEGUIDE® honors during the year and at our Annual Faith & Values Awards Gala and Report to the Entertainment Industry.

If Entertainment Industry studio executives, movie industry leaders, filmmakers, actors, writers, and stockholders want to make more money at the box office, they should adopt MOVIEGUIDE's Christ-centered, biblical standards, values, principles, theology, philosophy, and ethics.

"Love does not delight in evil but rejoices with the truth" - 1 Corinthians 13:6

"Love must be sincere. Hate what is evil; cling to what is good." - Romans 12:9

GOOD GUYS FINISH FIRST

Moviegoers Prefer Christian, Moral Movies by Wide Margins;

They Also Reject Movies with Ultra Sex, Violence, Nudity, and Vulgarly

Our comprehensive analysis of the box office in 2012 shows that positive, entertaining movies with very strong Christian, biblical and moral worldviews do best.

What about previous years?

Every year since 1996, our analysis of the box office of more than 150 different moral, theological, and political categories has clearly shown that moviegoers prefer movies with pro-Christian, moral, family-friendly content. These movies usually do best at the box office.

Five and 10-year comparisons of very strong dominant worldviews prove that movies with very strong dominant worldviews that fit MOVIEGUIDE's high moral, traditional, and biblical Christian standards consistently make far more money than do movies violating those standards.

In fact, the accompanying tables for very strong dominant worldviews show that movies with very strong Christian, redemptive, biblical, and/or moral worldviews (CCC or BBB) make three to four times more money than do movies with Anti-Christian, unbiblical, immoral, or false worldviews.

Also, a 17-year comparison of Christian, biblical and moral movies with movies containing very strong foul language, sex, violence, and nudity (LLL, SSS, VVV, NNN) shows that movies with dominant Christian or biblical and/or moral worldviews or content also usually do much better than movies with extreme sex, violence, nudity, profanity, or vulgarity. This is true more than 96.3% of the time, according to our statistics.

Furthermore, movies with very strong Christian and moral values and worldviews not only made the most money in 2012; they've also been making the most money ever since we began comparing dominant worldviews in 1999.

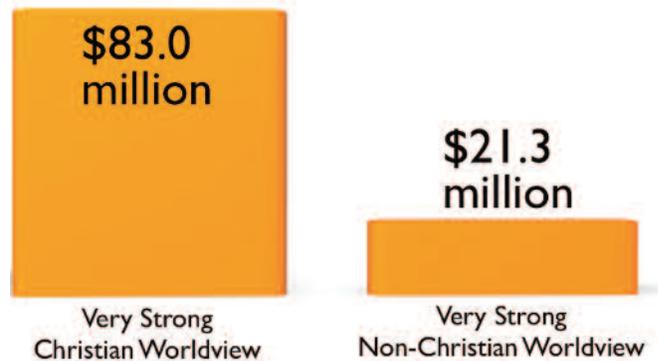
Five and Ten Year Worldview Comparisons Very Strong Worldviews Compared, 2008-2012*

Very Strong Worldviews	Count	B.O. Sum	Avg. B.O.
Movies with very strong Christian worldview	61	\$5,061,211,157	\$82,970,675
Movies with very strong moral/biblical worldview	106	\$7,440,004,837	\$70,188,725
Movies with very strong Non-Christian worldviews	391	\$8,322,196,493	\$21,284,390

Very Strong Worldviews Compared, 2003-2012*

Very Strong Worldviews	Count	B.O. Sum	Avg. B.O.
Movies with very strong Christian worldview	118	\$8,646,088,053	\$73,271,933
Movies with very strong moral/biblical worldview	144	\$9,467,887,995	\$65,749,222
Movies with very strong Non-Christian worldviews	677	\$14,223,902,306	\$21,010,195

* MOVIEGUIDE® only used the amount of money that the various worldviews earned in the calendar year they were released. Some



Christian, moral movies released toward the end of the year (e.g., THE LION, THE WITCH AND THE WARDROBE, I AM LEGEND, VOYAGE OF THE DAWN TREADER, EXTREMELY LOUD AND INCREDIBLY CLOSE, LES MISÉRABLES, THE HOBBIT: AN UNEXPECTED JOURNEY) make a lot of money in the following year. The same thing happens with movies that have very strong Non-Christian, Anti-Christian, immoral, illogical, false worldviews (e.g., BROKEBACK MOUNTAIN, AVATAR, BLACK SWAN, DJANGO UNCHAINED). In the future, if more funding is obtained to expand our Annual Report, then we will start analyzing the Top 250 Movies at the Box Office in multiple years.

Sex, Violence, and Obscenity Don't Sell, Long-Term Study Shows

MOVIEGUIDE's statistics since 1996 also clearly show that movies with very strong moral, biblical, redemptive, and/or Christian worldviews or content consistently outperform movies with graphic sexual immorality, explicit nudity (SSS and NNN), extreme foul language (LLL), and excessive violence (VVV) about 95% of the time, as shown by the accompanying tables.

In fact, from 1996 through 2011, movies with a very strong Christian, redemptive worldview or very strong Christian, redemptive content (CCC) have outperformed such immoral movies 96.9% of the time from 1996 through 2011 [62 times out of a possible 64 times]. Meanwhile, movies with a very strong moral and biblical worldview (BBB) have outperformed such movies 95.3% of the time during that same period [61 times out of a possible 64 times].

Of course, by adding the results for the 2012 movies from the last chart and analysis section, these percentages increase to 97.1% and 95.6%, respectively (66 out of 68 times and 65 out of 68 times).

From 1996 through 2010, the highest and lowest averages for movies with very strong Christian worldviews (CCC) have ranged between \$20.6 million per movie to \$106.3 million per movie (the year of THE PASSION). In contrast, the highest and lowest averages for movies with very strong foul language, violence, sex, and

Long-Term Study of Very Strong Christian and Biblical Content vs Very Strong Violence, Language, Sex and Nudity

Category	Box Office Average in Millions															
	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996
Very strong Christian, redemptive worldview	\$64.3	\$63.5	\$75.7	\$73.6	\$82.2	\$39.0	\$65.0	\$106.3	\$77.3	\$50.3	\$43.6	\$42.9	\$30.1	\$32.1	\$20.6	\$37.5
Very strong moral and/or biblical worldview	\$52.9	\$95.4	\$66.5	\$60.4	\$72.2	\$48.2	\$62.5	\$84.1	\$84.1	\$77.4	\$43.4	\$33.6	\$27.1	\$38.4	\$56.5	\$16.6
Movies with excessive violence	\$19.2	\$30.8	\$40.2	\$31.7	\$31.2	\$26.7	\$27.1	\$42.6	\$31.7	\$28.0	\$27.0	\$28.0	\$29.9	\$21.9	\$36.8	\$21.9
Movies with extreme foul language	\$27.2	\$23.4	\$35.9	\$22.9	\$27.3	\$22.3	\$24.3	\$23.3	\$27.7	\$23.3	\$25.9	\$21.9	\$23.6	\$18.9	\$21.7	\$21.6
Movies with strong graphic sexual immorality	\$12.9	\$15.9	\$17.5	\$14.9	\$21.4	\$9.0	\$11.2	\$6.3	\$17.0	\$17.7	\$15.9	\$15.1	\$14.3	\$11.6	\$8.4	\$6.4
Movies with strong explicit nudity	\$15.1	\$22.0	\$29.9	\$17.0	\$19.9	\$16.1	\$11.7	\$6.5	\$11.8	\$9.1	\$7.6	\$14.5	\$13.2	\$12.2	\$9.9	\$13.0

nudity (LLL, VVV, SSS, NNN) have varied between \$6.3 million per movie to \$42.6 million per movie.

Ironically, that \$42.6 figure was for very strong violence in 2004, the same year that MOVIEGUIDE® gave THE PASSION OF THE CHRIST both a CCC and a VVV for very strong Christian worldview and very strong violent content, respectively.

Once again, however, movies with very strong Christian values content, biblical principles, godly virtues and traditional moral values do much better at the box office than movies with graphic violence, excessive foul language, very strong graphic sex and explicit nudity.

Conclusion

Moviegoers prefer very positive Christian, redemptive movies with morally uplifting content.

MOVIEGUIDE®'s annual statistics, based on box office numbers

Top Ten 2011 Movies Playing into 2012

This list again turned out to be extremely positive.

For example, the list of the Top Ten 2011 Movies Playing into 2012 reveals that several MOVIEGUIDE® Award winners earned that distinction. In fact, the list was led by MOVIEGUIDE® Award winner MISSION: IMPOSSIBLE – GHOST PROTOCOL, which earned more than \$68.2 million in 2012. These earnings were significantly more than the worst movie in the list, which only earned \$42.5 million.

Of the Top Ten 2010 Movies Playing into 2011:

- Seven, or 70%, had strong Christian, redemptive, biblical, and/or moral content or worldviews (CC, CCC, BB, BBB).
- Eight, or 80%, had a Christian, redemptive, or moral worldview (C, CC, CCC, B, BB, BBB).

from the entertainment industry itself, convincingly show that movies with moral, redemptive, and Christian content consistently earn more money at the box office than other kinds of movies, including movies with Non-Christian or Anti-Christian worldviews and abundant or graphic sex, violence, nudity, and vulgarity.

Sex, violence, vulgarity, and immorality do not really sell as well as many people think and as the news media often reports. That's because God is still sovereign. His abiding love does not delight in evil but rejoices with the truth (1 Corinthians 13:6 in the New Testament documents).

If Hollywood executives and filmmakers want to make more money at the box office, they should make more entertaining movies that reflect a very strong Christian, redemptive worldview with very strong moral values that appeal to the vast majority of the American public who believe in God and honor Jesus Christ.

- 70% of the Top 10 were deemed acceptable for audiences with a strong, extreme, or light caution or better (-1 to +4).
- MOVIEGUIDE® rated three of them, 30%, unacceptable for audiences (-3 or -4).
- Only 20% were rated R.
- 90% had no depicted sexual content whatsoever (No S or S).
- Only 10% had any depicted, graphic or excessive sexual content (SS or SSS).
- Only 20% had any sexual nudity (NN or NNN).
- Only 10% had more than 25 profanities and obscenities (LLL), and only 40% had 10 or more obscenities and profanities.
- Only 10% had any very strong or excessive violence (VVV), while 50% had only light violence.
- Only 20% had any illegal drug use or abuse (DD or DDD).
- Only 40% had any scenes of drunkenness (AA AAA), and none had any extreme alcohol abuse (AAA).

Top Ten 2011 Movies Playing into 2012

Rank	Title	Studio	2011 B.O.	2010 B.O.	Total B.O.
1.	Mission: Impossible - Ghost Protocol	Paramount	\$68,211,257	\$141,186,646	\$209,397,903
2.	Sherlock Holmes: A Game of Shadows	Warner Bros.	\$49,938,199	\$136,910,219	\$186,848,418
3.	The Girl with the Dragon Tattoo	Sony Pictures	\$42,564,840	\$59,950,953	\$102,515,793
4.	The Descendants	Fox Searchlight	\$42,309,296	\$40,315,665	\$82,624,961
5.	The Artist	Weinstein Co.	\$39,622,751	\$5,448,717	\$45,071,468
6.	War Horse	Disney	\$35,793,573	\$44,089,786	\$79,883,359
7.	Alvin and the Chipmunks: Chipwrecked	20th Century Fox	\$35,259,275	\$97,848,114	\$133,107,389
8.	Extremely Loud and Incredibly Close	Warner Bros.	\$31,495,464	\$352,417	\$31,847,881
9.	We Bought a Zoo	20th Century Fox	\$31,133,551	\$44,490,999	\$75,624,550
10.	The Iron Lady	Weinstein Co.	\$29,739,027	\$285,809	\$30,024,836

In 2012, Hollywood seemed to re-release more movies in theaters than ever, including such Golden Age classics as CASABLANCA and SINGIN' IN THE RAIN.

Fifty percent of the Top Ten Movies Re-Released in 2012, including four of the Top Five, were MOVIEGUIDE® Award Gala Winners. Also, three more are on our Top Movies of All Time list of movies before 1985 and, therefore, would have been on MOVIEGUIDE®'s award list if it had been operating during the years those movies were first released.

Once again, no matter how you slice the numbers, moviegoers prefer the kind of movies that MOVIEGUIDE® commends!

Top Ten Movies Re-Released in 2012

Rank	Title	Studio	2012 B.O.
1.	Titanic 3D	Paramount	\$57,884,114
2.	Beauty and the Beast 3D*	Disney	\$47,617,067
3.	Star Wars: Episode I – The Phantom Menace*	Fox	\$43,456,382
4.	Finding Nemo 3D*	Disney	\$41,038,874
5.	Monsters, Inc. 3D*	Disney	\$21,958,331
6.	Raiders of the Lost Ark IMAX**	Paramount	\$3,125,613
7.	Singin' in the Rain**	MGM/Warner Bros.	\$1,608,925
8.	The Dark Knight	Warner Bros.	\$1,513,086
9.	Batman Begins*	Warner Bros.	\$1,508,658
10.	Casablanca**	Warner Bros.	\$1,155,330

* = MOVIEGUIDE® Award Winner

** = MOVIEGUIDE®'s Top Movies of All Time before 1985



THE 2012 OVERSEAS MARKET

Top Movies Overseas in 2012

Last year, 2012, the overseas box office increased about 3.6% to more than \$22.8 billion, up from 2011's record \$22.4 billion.

As usual, most of the total earnings (\$13.49 billion or 59.2%) belonged to the six major studios in Hollywood. That doesn't include any of the major independent studios in the United States.

This shows how important Hollywood has become to world culture, not just American and Canadian culture.

All six of the major studios (Disney, Warner Bros., Paramount, Universal, Sony, and Fox) topped \$1 billion in international revenue for the sixth straight year. However, unlike last year, no studio surpassed the \$3 billion mark, as Paramount Pictures did in 2011.

20th Century Fox led the way in the overseas market, with \$2.71 billion. It was followed by Sony Pictures Entertainment and Warner Bros. Pictures with \$2.67 billion, Disney Studios with \$2.09 billion, Universal Pictures with \$1.79 billion, and Paramount Pictures with \$1.56 billion. Lionsgate Films, the independent studio that acquired Summit Entertainment, the company behind the TWILIGHT movies, made more than \$1.27 billion overseas.

For the first time, China was the most lucrative market overseas, with \$2.7 billion in earnings, followed by Japan's \$2.29 billion. Great Britain and Ireland scored with \$1.88 billion, Russia with \$1.3 billion, Germany with \$1.295 billion, and South Korea with \$1.29 billion.

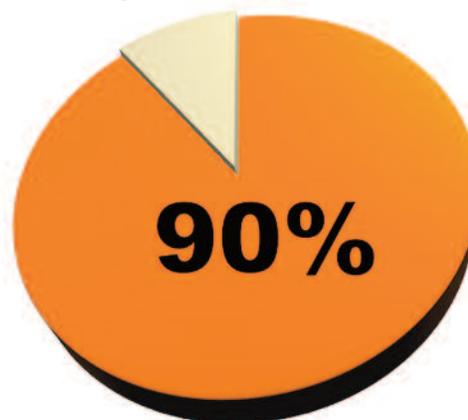
Amazingly, 38 movies released in 2012 earned \$100 million or more overseas during the year (one of them barely played in the U.S. (LET THE BULLETS FLY), so MOVIEGUIDE® didn't cover it.

MOVIEGUIDE® winners MARVEL'S THE AVENGERS and ICE AGE: CONTINENTAL DRIFT were the top two box office hits in 2012, with SKYFALL overtaking the No. 2 spot in early 2013. Of all the James Bond movies, SKYFALL also seems to have the strongest redemptive, spiritually uplifting content to date.

These 37 movies earned about \$10.760 billion at the overseas box office in 2012. They earned only \$5.788 billion in domestic ticket sales. Thus, in the case of major studio releases, overseas box office is nearly double the domestic take. Some movies like JOHNNY ENGLISH REBORN (a British comedy) or THE INTOUCHABLES (the French hit) can do 30 to 40 times the business overseas that they do in the US. Others like THE HUNGER GAMES make more in the US than overseas.

Of the 37 movies released in 2012 that made at least \$100 mil-

Top 10 Movies Overseas



90% strong or very strong Christian, Redemptive, Biblical, or Moral worldviews (CC, CCC, BB, BBB)

lion overseas:

Of the Top 10 2012 Movies Overseas:

- Nine of the Top 10 2012 Movies Overseas, or 90%, had a strong or very strong Christian, redemptive, biblical, and/or moral worldviews (CC, CCC, BB, BBB worldview), earning \$5.281 billion out of \$5.795 billion, or 91% of the total overseas amount for the Top 10!

- Only one of the Top 10, or 10%, had a very strong, thoroughly unacceptable worldview (HHH, PaPaPa, RoRoRo, or OOO).

- Only one of the Top 10, or 10% (THE INTOUCHABLES) was rated R, mostly for language, not for explicit sex or nudity.

- Only two, or 20%, had any excessive foul language (more than 25 obscenities and/or profanities) (LLL).

- None of them had any depicted sexual content (SS or SSS), 60% had no sexual content whatsoever (No S).

- Only 30% had any implied or depicted illegal drug use or references (DD or DDD).

2012 Movies Making \$100 Million or More Overseas in 2012 (in millions)**

Rank	Movie	Studio	Overseas	Domestic	Total
1.	Marvel's The Avengers	BV	\$888.40	\$623.40	\$1,511.80
2.	Ice Age: Continental Drift	Fox	\$714.00	\$161.20	\$875.20
3.	Skyfall	Sony	\$710.60	\$293.00	\$1,003.60
4.	The Dark Knight Rises	WB	\$632.90	\$448.10	\$1,081.00
5.	Madagascar 3: Europe's Most Wanted	P/DW	\$525.70	\$216.40	\$742.10
6.	The Twilight Saga: Breaking Dawn Part 2	Sum.	\$513.20	\$287.40	\$800.60
7.	The Amazing Spider-Man	Sony	\$490.20	\$262.00	\$752.20
8.	The Hobbit: An Unexpected Journey	WB	\$464.00	\$242.50	\$706.50
9.	Men in Black 3	Sony	\$445.00	\$179.00	\$624.00
10.	The Intouchables (U.S.-only)	Wein.	\$410.60	\$10.20	\$420.80
11.	Brave	BV	\$298.10	\$237.30	\$535.40
12.	Ted	Uni.	\$283.10	\$218.70	\$501.80
13.	The Hunger Games	LGF	\$278.50	\$408.00	\$686.50
14.	Prometheus	Fox	\$276.00	\$126.50	\$402.50
15.	Snow White and the Huntsman	Uni.	\$241.30	\$155.10	\$396.40
16.	Battleship	Uni.	\$237.60	\$65.20	\$302.80
17.	Taken 2	Fox	\$226.60	\$139.00	\$365.70
18.	Journey 2: The Mysterious Island	WB	\$222.00	\$103.90	\$325.90
19.	Life of Pi	Fox	\$219.10	\$87.60	\$306.80
20.	Wrath of the Titans	WB	\$218.30	\$83.70	\$302.00
21.	The Expendables 2	LGF	\$215.40	\$85.00	\$300.40
22.	John Carter	BV	\$209.70	\$73.10	\$282.80
23.	Resident Evil: Retribution	SGem	\$179.50	\$42.30	\$221.80
24.	American Reunion	Uni.	\$178.00	\$56.80	\$234.70
25.	Hotel Transylvania	Sony	\$167.10	\$145.50	\$312.60
26.	Rise of the Guardians	P/DW	\$165.20	\$93.80	\$259.00
27.	The Bourne Legacy	Uni.	\$162.90	\$113.20	\$276.10
28.	Dark Shadows	WB	\$159.40	\$79.70	\$239.10
29.	Total Recall (2012)	Sony	\$139.60	\$58.90	\$198.50
30.	Dr. Seuss' The Lorax	Uni.	\$134.80	\$214.00	\$348.80
31.	The Secret World of Arrietty	BV	\$126.40	\$19.20	\$145.60
32.	The Dictator	Par.	\$117.90	\$59.70	\$177.50
33.	Step Up Revolution	Sum.	\$105.40	\$35.10	\$140.50
34.	This Means War	Fox	\$101.70	\$54.80	\$156.50
35.	Mirror Mirror	Rela.	\$101.20	\$64.90	\$166.20
36.	Wreck-It Ralph	BV	\$100.20	\$177.00	\$277.20
37.	Looper	TriS	\$100.00	\$66.50	\$166.50

* Sources: Variety, 01/12/13, Worldwide Box Office 1/2/13.

** The overseas dollar amounts in this chart are approximate.

- None of them had any scenes of drunkenness in them (AA or AAA).

- Only 10% had any very strong or excessive violence in them (VVV), but 80% had at least some strong action violence, a lot of action violence, or strong comic violence (VV plus some VVV).

- Seventy percent (70%) were rated acceptable by MOVIEGUIDE® with a light caution for older children or above (Minus One and above) and 90% had either a strong or extreme caution or a light caution for older children or better (Minus Two and above).

- Ninety percent (90%) received four stars from MOVIEGUIDE® and only 10% received three stars.

- None of them had any discernible Anti-Christian content (Ab, AbAb, or AbAbAb).

- Only 20% had any false or dubious theology/religion (FR, FRFR, FRFRFR).

- Only two, or 20%, had any homosexual content (Ho, HoHo, HoHoHo), and the content was light and brief.

- Six had fantasy or science fiction elements (including talking animated animals), four could be classified as comedies, one was a spy movie, and one was a crime thriller with lots of action.

- Only 20% had any occult content or references in them (O,

OO, OOO), including witchcraft.

- Sixty percent (60%) had strong conservative content in them (either strong Pro-American, patriotic, pro-capitalist content, very strong traditional values, or strong anti-socialist, anti-totalitarian content), and none of them had any strong liberal or leftist content, or politically correct content.

Of the Top 25 2012 Movies Overseas:

- Twenty of the Top 25 2012 Movies Overseas in 2012, or 80%, had strong or very strong Christian, redemptive, biblical, and/or moral content or even worldviews.

- In contrast to this 80%, only nine of the Top 25, or 36%, had strong or very strong Non-Christian or Anti-Christian content or worldviews.

- Also, 16 of the Top 25 2012 Movies Overseas, or 64%, actually had a strong or very strong Christian, redemptive, biblical, and/or moral worldview (CC, CCC, BB, BBB worldview). This means their content expressed a strong or very strong Christian, redemptive, biblical, and/or moral worldview throughout.

- In contrast to this 64%, only seven of the Top 25, or 28%, had a strong or very strong unacceptable worldview (HH, HHH, PaPa, PaPaPa, RoRo, RoRoRo, OO, or OOO).

- Furthermore, 24 of the Top 25, or 96%, had at least some Christian, redemptive, biblical, and/or moral worldview content (C, CC, CCC, B, BB, BBB), while only 16, or 64%, had at least some Romantic, humanist, occult, or pagan content (Ro,

RoRo, RoRoRo, H, HH, HHH, O, OO, OOO, Pa, PaPa, PaPaPa).

- Only six of the Top 25, or 24% were rated R, with half rated R mostly for language or violence and half rated R for explicit sex and/or nudity.

- Only seven, or 28%, had any excessive foul language (more than 25 obscenities and/or profanities) (LLL).

- Only two of them, or 8%, had any depicted sexual content (SS or SSS), while 53% had no sexual content whatsoever (No S).

- Only 20% had any implied or depicted illegal drug use or references (DD or DDD).

- Only four, or 16%, had any scenes of drunkenness in them (AA or AAA).

- Only 24% had any very strong or excessive violence in them (VVV), but 80% had at least some strong action violence, a lot of action violence, or strong comic violence (VV plus some VVV).

- Fifty-two percent (52%) were rated acceptable by MOVIEGUIDE® with a light caution for older children or above (Minus One and above), and 84% had either a strong or extreme caution or a light caution for older children or better (Minus Two and above).

- Sixty percent (60%) received four stars from MOVIEGUIDE®

and 28% received three stars.

- Only 4% had any discernible Anti-Christian content (Ab, AbAb, or AbAbAb).
- Only 16% had any discernible false or dubious theology/religion (FR, FRFR, FRFRFR).
- Only 20% had any homosexual content (Ho, HoHo, HoHoHo), with only one having any strong or very strong such content (HoHo or HoHoHo), and that one came near the bottom of the Top 25.
- Sixteen, or 64%, had fantasy or science fiction elements (including talking animated animals), and 24% could be classified as comedies.
- Only 20% had any occult content or references in them (O, OO, OOO), including witchcraft.
- Fifty-two percent (52%) had strong conservative content in them (either strong Pro-American, patriotic, or pro-capitalist content, very strong traditional values, or strong anti-socialist, anti-talitarian content), and only 12% had any liberal or leftist content, or politically correct content.

Of the Top 37:

- Twenty-six of the Top 37 Movies Overseas in 2012 Earning \$100 Million or More, or 70%, had strong or very strong Christian, redemptive, biblical, and/or moral content, including worldviews (CC, CCC, BB, BBB).
- Twenty-four of the Top 37 Movies Overseas in 2012, or 65%, actually had at least some Christian, redemptive content (C, CC or CCC). Of all the movies reviewed last year by Movieguide®, more than 54% had at least some Christian or redemptive content. This means movies that do the best overseas are more likely to be those with strong Christian or redemptive content.
- Thirty-one of the Top 37 (84%) had at least some biblical and/or moral content (B, BB, BBB). Of all the movies reviewed last year by Movieguide®, more than 78% had at least some biblical and/or moral content. This means movies that do the best overseas are more likely to be those with strong moral values.
- Twenty-two of the Top 37 (59.5%) actually had a Christian, redemptive, biblical, or moral worldview (C, CC, CCC, B, BB, or BBB). Of those, 20, or 54%, actually had a strong or very strong Christian, redemptive, biblical, or moral worldview (CC, CCC, BB, BBB), which compares to 64% of the Top 25 Movies Overseas.
- In comparison to that last number, only 12, or 32%, had a strong or very strong Non-Christian worldview (HH, HHH, PaPa, PaPaPa, RoRo, RoRoRo).
- Eleven of the Top 37, or 30%, had a very strong Christian, redemptive, biblical, or moral worldview (CCC or BBB), while only four, or 11%, had a very strong Non-Christian worldview (HHH, PaPaPa, RoRoRo). That's almost a three to one advantage!
- Only eight, or 22%, of the Top 37 had an R rating, with only four (11%) cracking the \$200 million mark. This is remarkable when you consider that about 42.5% of all the 2012 movies reviewed by Movieguide® this year were rated R.
- Only four of the Top 37 Movies Overseas Making \$100 Million or More in 2012 (11%) had explicit sex or a strong or extreme amount of sex or sexual immortality (SS or SSS). In all, 33 of the Top 37 (89.2%) had no sex or only light or implied sex (No S or S), with more than half of those 33 movies (58%) having no sexual content whatsoever.
- Only six, or 16%, had any depicted sexual nudity (NN or NNN), and three of those made less than \$150 million overseas.
- None of the Top 37 had very strong homosexual content or references (HoHoHo) and 31 of 37 (84%) had no homosexuality at all!
- Only about 11% of the Top Movies Making \$100 Million or More Overseas in 2012 had any strong or very strong overtly Humanist (HH, HHH) or Anti-Christian content (AbAb, AbAbAb)

that would offend the world's 2.3 billion Christians.

- Only about 5.4% of the Top 37 had enough strong or very strong occult content (OO, OOO) to give the movie an extreme caution or an unacceptable rating (-2, -3, -4 acceptability ratings).
- Sixteen, or 43%, had strong or very strong conservative content, but only five, or 13.5%, had any strong or very strong left-wing or politically correct content.
- Only one, or 2.7%, had extreme alcohol use and/or abuse (AAA) and only six (16.2%) had any scenes of drunkenness at all.
- Only 24.3% of the Top 37 had any implied or depicted drug abuse or drug references (DD or DDD), and 65% had no smoking or drug content at all.
- Only 32.4% had more than 25 obscenities and/or profanities (LLL).
- Only nine, or 24.3%, had any extreme, very graphic, or very strong violence (VVV), but 70.3% had at least some strong or intense action violence or strong comic violence (VV plus some VVV movies).
- Only seven, or 19%, of the Top 37 were deemed unacceptable viewing by MOVIEGUIDE® (-3 or -4 acceptability ratings).

These figures don't include movies released in 2011 in North America that made \$100 million or more overseas in 2012, such as MOVIEGUIDE® Award winners MISSION: IMPOSSIBLE – GHOST PROTOCOL and PUSS IN BOOTS or SHERLOCK HOLMES: A GAME OF SHADOWS.

Our overseas analysis shows that family-friendly movies and movies with positive Christian, biblical, moral, and redemptive content and values reflecting a biblical worldview make much more money overseas than movies with strong or very strong anti-Christian worldviews.

While church attendance in Europe may be low, movie attendance indicates that traditional Christian moral values are still far more popular there than Paganism, Humanism and Romanticism.

As in the United States, foul language, explicit nudity, graphic sex, strong homosexual perversion, and extreme violence and gore reduce box office overseas. It's all the more important to make movies with a Christian worldview and wholesome content when the overseas box office has the potential to more than double domestic box office. According to the MPAA, the US and Canada have slightly more than 42,300 theater screens while the rest of the world now has about 124,000 screens hungry for wholesome American movies.

In many countries around the world, American movies fill 20 or more of their box office Top 25 lists. It's common to see family-friendly, morally uplifting, and redemptive entertainment take at least five of the top ten spots, even more in the bigger, more cosmopolitan countries and in the booming Chinese and Indian markets, where R-rated movies are greatly restricted.

Note that America's most popular R-rated movies don't double their income overseas. For example, TED made only 21% more overseas than it did in the United States and Canada.

In contrast to TED, the Movieguide® Award winning ICE AGE: CONTINENTAL DRIFT made 343% more money overseas. And, MADAGASCAR 3 made 143% more overseas. Even a smaller release like JOURNEY 2: THE MYSTERIOUS ISLAND made 114% more overseas, while late 2012 releases like the Movieguide® Award winning, relatively family friendly WRECK-IT RALPH and THE HOBBIT: AN UNEXPECTED JOURNEY are already making a far bigger impact overseas than the R-rated TED or THE DICTATOR.

The world is huge and growing market hungry for the kind of wholesome, redemptive, high quality entertainment honored by MOVIEGUIDE®.

TOP 2012 FOREIGN & INDEPENDENT MOVIES

There are only a few truly independent distributors/film studios in the United States these days, not counting the smallest ones or regional outfits. For example, many independent movies are released by larger art-house distributors that are actually owned by the six major studios in Hollywood. Thus, Focus Features is a subsidiary of Universal Pictures and Comcast, Fox Searchlight is owned by 20th Century Fox (which is, in turn, owned by Rupert Murdoch's media conglomerate, News Corp), and Sony Pictures Classics is owned by Sony Pictures Entertainment.

Also, large independent studios like Lionsgate and its subsidiary Summit Entertainment are now releasing movies into 2,000 and 3,000 theaters, so they are, in effect, competing directly with the six major studios. Finally, after a few years of struggling without its connected to Disney, The Weinstein Co. broke out strongly in 2011 and 2012 to compete fairly well against the other large independent studios like Lionsgate.

Therefore, to get a better feel for the top "independent" and "art house" movies of 2012, MOVIEGUIDE® has decided to focus on the top movies from small independent studios that ran in up to 1,500 theaters or less and 500 theaters or less in 2012.

It is interesting to note that none of the movies in the Top 10 Limited Releases for 500 Theaters or Less approached the box office success of FIREPROOF and AMAZING GRACE, two explicitly Christian, evangelical movies that have been the top moneymakers in this category for the last six years! In fact, those two movies were so successful, that some larger studios are now distributing smaller faith-based movies like SOUL SURFER, COURAGEOUS, RED TAILS, and JOYFUL NOISE.

Top 10 Movies from Small Independent Studios

Rank	Title	Studio	Total B.O.
1.	2016: OBAMA'S AMERICA	Rocky Mtn.	\$33,449,086
2.	BERNIE	Millennium Ent.	\$9,206,470
3.	COLLECTION, THE	LD Ent.	\$6,842,058
4.	FOR GREATER GLORY	ARC Ent.	\$5,672,846
5.	OCTOBER BABY	Samuel Goldwyn	\$5,157,886
6.	GOON	Magnolia	\$4,168,528
7.	NITRO CIRCUS: THE MOVIE 3D	ARC Ent.	\$3,377,618
8.	ATLAS SHRUGGED PART II	Atlas	\$3,336,053
9.	LAST OUNCE OF COURAGE	Rocky Mtn.	\$3,329,674
10.	ROBOT & FRANK	Samuel Goldwyn	\$3,298,969

Source: Box office Mojo, 01/02/13.

Six of the Top 10 Small Independent Movies, or 60%, had a strong or very strong Christian or conservative worldview. None of them, however, matched the box office of FIREPROOF, one of the most successful small independent movies with a Christian worldview ever made.

Also, only 40% had more than 25 obscenities and profanities (LLL), only 20% had any explicit sexual nudity (NN or NNN), only 10% had any depicted sexual content (SS or SSS), only 20% had any extreme violence (VVV), only 20% had any drug references (DD or DDD), and only 30% had any references to drunkenness (AA or AAA).

Top 10 Limited Releases, 1,500 Theaters or Less

Rank	Title	Studio	Total B.O.	Theaters
1.	BEST EXOTIC MARIGOLD HOTEL, THE	Fox Searchlight	\$46,385,113	1,298
2.	MOONRISE KINGDOM	Focus	\$45,512,466	924
3.	SILVER LININGS PLAYBOOK	Weinstein	\$29,812,584	745
4.	PERKS OF BEING A WALLFLOWER, THE	Summit	\$17,356,122	745

5.	TO ROME WITH LOVE	Sony Classics	\$16,685,867	806
6.	MASTER, THE	Weinstein	\$15,963,899	864
7.	SEVEN PSYCHOPATHS	CBS Films	\$15,024,049	1480
8.	BEASTS OF THE SOUTHERN WILD	Fox Searchlight	\$11,249,128	318
9.	ANNA KARENINA	Focus	\$10,987,685	422
10.	TO THE ARCTIC 3D	Warner Bros.	\$10,535,178	52

Source: Box Office Mojo, 01/02/13.

80% of the Top 10 Movies Playing in 1,500 Theaters or Less had at least some Christian, redemptive, moral, or biblical content (C, CC, CCC, B, BB, BBB), a higher percentage than that for all the movies reviewed. Also, most of these movies had no excessive or extremely graphic foul language, sex, nudity, violence, or substance abuse.

MOONRISE KINGDOM and the IMAX movie TO THE ARCTIC had the highest per screen averages.

Top 10 Limited Releases, 500 Theaters or Less

Rank	Title	Studio	Total B.O.	Theaters
1.	BEASTS OF THE SOUTHERN WILD	Fox Searchlight	\$11,249,128	318
2.	ANNA KARENINA	Focus	\$10,987,685	422
3.	TO THE ARCTIC 3D	Warner Bros.	\$10,535,178	52
4.	INTOUCHABLES, THE	Weinstein	\$10,152,699	194
5.	BERNIE	Millennium Ent.	\$9,206,470	332
6.	ARBITRAGE	Roadside	\$7,902,573	256
7.	CASA DE MI PADRE	Pantelion	\$5,909,483	475
8.	OCTOBER BABY	Samuel Goldwyn	\$5,157,886	390
9.	GOON	Magnolia	\$4,168,528	242
10.	SAFETY NOT GUARANTEED	FilmDistrict	\$4,010,957	182

Source: Box Office Mojo, 01/02/13.

90% of the Top 10 Limited Releases in 500 Theaters or Less had at least some Christian, redemptive, moral, or biblical content and 56 percent of those had strong or very strong positive worldviews.

TO THE ARCTIC and THE INTOUCHABLES had the highest per screen averages.

Top 10 Foreign Language Movies in 2012

Rank	Title	Studio	Total B.O.
1.	INTOUCHABLES, THE	Weinstein	\$10,152,699
2.	CASA DE MI PADRE	Pantelion	\$5,909,483
3.	RAID: REDEMPTION, THE	Sony Classics	\$4,105,187
4.	JIRO DREAMS OF SUSHI	Magnolia	\$2,552,478
5.	MONSIEUR LAZHAR	Music Box	\$2,009,517
6.	FOOTNOTE	Sony Classics	\$2,007,758
7.	KID WITH A BIKE, THE	IFC	\$1,371,301
8.	FAREWELL, MY QUEEN	Cohen Media	\$1,347,990
9.	HEADHUNTERS	Magnolia	\$1,200,010
10.	OTHER SON, THE	Cohen Media	\$1,160,773

Source: Box Office Mojo, 01/02/13.

Foreign language movies did a little better in 2012 in the United States and Canada compared to 2011.

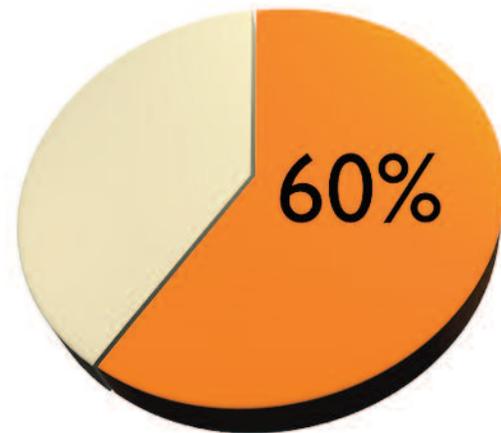
Also, the top movie was a major contender for the MOVIEGUIDE® Awards. It also showed up in the Top 10 Movies at the Box Office in 500 or More Theaters, with one of the highest per screen averages of all the small independent movies.

All of the Top 10 Foreign Language Movies in 2012 contained at least some positive Christian, redemptive, biblical, and/or moral content, but 50% also had at least some strong or very strong negative worldview content. Also, 50% were R rated, but 70% received four stars from MOVIEGUIDE® and received acceptable ratings with a -2 extreme caution or better.

2012 HOME VIDEO

Source: The Numbers, as of 01/27/13.

Top 10 DVD Sales



Had Strong or Very Strong Christian, Biblical, Moral, and/or Heroic Content

This year, MOVIEGUIDE® examined the Top 10 and Top 25 Theatrical Movies on home video for 2012.

Once again, our analysis shows that the Good, the True and the Beautiful do the best on home video, not just at the local movie theater, with a couple of notable exceptions.

According to The Numbers in late January, the Top 10 and Top 25 Selling Movies on DVD in 2012 were the following:

Top 10 and Top 25 Selling Movies on DVD in 2012

Rank	Title	Sales Revenue
1.	The Hunger Games	\$123,471,615
2.	The Twilight Saga: Breaking Dawn, Part 1	\$99,396,571
3.	Brave	\$98,773,131
4.	The Avengers	\$87,487,666
5.	The Lorax	\$77,077,052
6.	Ted	\$57,681,246
7.	The Dark Knight Rises	\$55,553,591
8.	Madagascar 3: Europe's Most Wanted	\$49,827,100
9.	Puss in Boots	\$44,976,095
10.	Sherlock Holmes: A Game of Shadows	\$44,697,317
11.	Secret of the Wings (DVD)	\$43,479,053
12.	Alvin and the Chipmunks: Chipwrecked	\$39,536,884
13.	Hop	\$37,898,340
14.	The Amazing Spider-Man	\$31,738,064
15.	21 Jump Street	\$31,700,418
16.	Cinderella (Re-Release)	\$31,072,765
17.	The Help	\$29,842,794
18.	The Muppets	\$27,984,385
19.	Magic Mike	\$27,872,527
20.	Snow White and the Huntsman	\$27,184,472
21.	Pitch Perfect	\$26,205,874
22.	War Horse	\$24,927,617
23.	Real Steel	\$24,898,540
24.	Ice Age: Continental Drift	\$24,511,737
25.	Men in Black 3	\$24,246,457

Looking at the Top 10 DVD Sales in 2012 for movies, we find:

- 60% of them had strong or very strong Christian, biblical, moral, and/or heroic (good conquering evil) content (CC, CCC, BB, BBB).
- 50% of them actually had strong or very strong Christian, biblical, moral, or heroic (good conquering evil) worldviews (CC, CCC, BB, BBB), meaning that the whole thrust of their storyline, ontology and outlook on life strongly fit in with MOVIEGUIDE® high and objective Christocentric, biblical standards.
- In contrast to this, only four, or 40%, had a strong or very strong negative or mixed worldview violating those Christocentric, biblical standards.
- Only one was R rated.
- 70% were rated acceptable viewing with a light caution or better (-1 to +4).
- Only 10% of the Top 10 had a Movieguide® Abhorrent Rating of Minus Four.

- Only 20% had more than 25 obscenities and profanities (LLL).
 - Only one, or 10%, had any sexual nudity (NN or NNN).
 - Only 10% had a scene of depicted sex (SS) and none had extreme or graphic sexual content (SSS).
 - Only 20% had any extreme disturbing or graphic violence (VVV).
 - None had any overtly Anti-Christian, Anti-Semitic, or anti-biblical content (Ab, AbAb, AbAbAb), but one of them had some strong false theology (FRFR).
 - Only 20% had any occult content (O, OO, OOO).
 - Only 10% had any humanist, atheist content or worldviews.
 - Only 20% had any homosexual references, and the references were light (Ho instead of HoHo or HoHoHo). Thus, 80% had no homosexual references whatsoever!
 - 60% had strong or very strong conservative content (PP, PPP, BBB, CapCap, CapCapCap, ACAC, ACACAC), but only 20% had any strong or very strong liberal or leftist content (APAP, APAPAP, AcapAcap, AcapAcap, CoCo, CoCoCo, SoSo, SoSoSo, FeFe, FeFeFe, HHH, HoHoHo, PCPC, PCPCPC).
 - MOVIEGUIDE® gave 90% of them three or four stars in terms of production quality, entertainment value, and/or aesthetic excellence.
 - Eighty percent had elements of action and/or adventure in them and 80% were fantasy or science fiction movies, while 40% could also be classified as comedies.
- Looking at the Top 25 DVD Sales in 2012 for movies, we find:
- Nearly three-fourths, or 72%, of the Top 25 had strong or very strong Christian, biblical, moral, and/or heroic (good conquering evil) content (CC, CCC, BB or BBB).
 - Two-thirds of them, or 64%, actually had strong or very strong Christian, biblical, moral, or heroic (good conquering evil) worldviews (CC, CCC, BB or BBB).
 - In contrast to this, only seven, or 28%, had a strong or very strong Non-Christian, Romantic, humanist, occult, and pagan or mixed worldview (RoRo, RoRoRo, HH, HHH, OO, OOO, PaPa, PaPaPa)!!!
 - Only 12% were rated R!
 - Only 12% had any depicted sexual content (SS, SSS)!
 - Only 12% had any sexual nudity (NN or NNN).

- None of the Top 25 had any strong or very strong homosexual or pro-homosexual content (HoHo or HoHoHo), and only four, 16%, had some light references (Ho). Thus, 84% had no homosexual content whatsoever!
- Only 12% had any extremely disturbing or really gory violence (VVV), but 60% had lots of action violence, strong violence, or strong comic violence (VV or VVV).
- Only 28% had at least some light scenes of drunkenness (AA), but 0% had any extreme content of alcohol abuse and drunkenness (AAA).
- Only 20% had any depicted or extreme forms of drug abuse (DD or DDD), including references to illegal drug sales, but at least another 12% had at least some smoking of tobacco in them.
- Only 8% had any Anti-Christian, Anti-Semitic, or anti-biblical content (Ab, AbAb, or AbAbAb).
- Only 8% had any feminist content (Fe, FeFe, or FeFeFe)
- Only 4% had any strong or very strong humanist, atheist content.
- Only four, or 16%, had any occult content (O, OO, OOO), but two of those were in the Top 10.
- 60% had at least some strong or very strong Pro-American, patriotic, conservative, pro-capitalist, anti-communist, and/or anti big government content in them supporting, extolling, or celebrating American ideals like religious liberty, private property, patriotism, the free market, limited government, and traditional family and moral values (PP, PPP, BBB, CapCap, CapCapCap, ACAC, ACA-CAC).
- In contrast to this, only 16% had any strong or very strong Anti-American, anti-patriotic, liberal, leftist, politically correct, radical feminist, communist, humanist or pro-atheist, homosexual, socialist, and/or anti-capitalist content (APAP, APAPAP, PCPC, PCPCPC, FeFe, FeFeFe, CoCo, CoCoCo, HH, HHH, HoHo, HoHoHo, SoSo, SoSoSo, AcapAcap, AcapAcapAcap).
- Only 16% of the Top 25 had any strong or very strong pagan or

mixed content (PaPa PaPaPa) and 20% had any strong Romantic content (RoRo or RoRoRo), but a small percentage of those overlapped.

- 52% to 60% of the Top 25 could be classified as fantasy or science fiction movies, with about 40% having enough comedy elements in them to be classified as comedies as well. The rest had a variety of film genres.

* We eliminated the light content in the conservative versus liberal/leftist categories when determining whether a movie was truly conservative, liberal, or leftist, because those elements turn out to be inconsequential. For instance, a romantic comedy or a science fiction movie might have some light conservative or light liberal/leftist content of one kind or another, and sometimes even both, but in other aspects be apolitical or highly political.

Conclusion:

Even with a revolution underway as consumers move from purchasing DVDs to streaming movies, the DVD business remains a significant part of the movie business. As the figures above indicate, millions of people are still buying DVDs and the clear majority of purchases are made for family-friendly movies with strong Christian, redemptive, biblical, moral, and conservative worldviews and content.

Also, movies with excessive or graphic amounts of sex, nudity, foul language, violence, or substance abuse, and with strong or very strong Non-Christian, Anti-Christian, or left-wing content, values and worldviews, simply do not do as well.

You can expect this to remain the case when we begin reporting on streaming sales. What's true in domestic and foreign box office and DVD sales will undoubtedly be true in streaming video.

Consumers want more wholesome movies. They prefer movies with Christian, redemptive, biblical, moral, and/or conservative, traditional values.

TOP TELEVISION PROGRAMS

Top Network TV Programs

Rank	Program Title	Network	Viewers
1	NCIS	CBS	21,476,000
2	SUNDAY NIGHT FOOTBALL	NBC	21,443,000
3	THE BIG BANG THEORY	CBS	18,613,000
4	NCIS: LOS ANGELES	CBS	17,805,000
5	AMERICAN IDOL-WEDNESDAY	FOX	17,002,000
6	AMERICAN IDOL-THURSDAY	FOX	16,067,000
7	PERSON OF INTEREST	CBS	15,901,000
8	SUNDAY NIGHT NFL PRE-KICK	NBC	15,571,000
9	DANCING WITH THE STARS	ABC	14,772,000
10	DANCING W/STARS RESULTS	ABC	14,196,000
11	THE VOICE-MONDAY	NBC	14,162,000
12	TWO AND A HALF MEN	CBS	13,914,000
13	MODERN FAMILY	ABC	13,422,000
14	60 MINUTES	CBS	13,382,000
15	CRIMINAL MINDS	CBS	13,349,000
16	THE VOICE-TUESDAY	NBC	13,243,000
17	BLUE BLOODS	CBS	13,082,000
18	ELEMENTARY	CBS	12,986,000
19	VEGAS	CBS	12,810,000
20	REVOLUTION	NBC	12,762,000

In looking at the Top 10 Network TV Programs so far this season, we find that 90% are relatively family-friendly shows with some strong positive moral content.

Also, the top-rated program is NCIS, a patriotic program that honors military service and law enforcement, followed by SUNDAY NIGHT FOOTBALL. In fact, its sister program, NCIS: LOS ANGELES, is Number 4 among the top ten.

Finally, AMERICAN IDOL has fallen from Number 1 to Number 5 and 6 in the last three years after Simon Cowell departed the show.

Strangely, you can't get a full season's ratings for the top-rated programs on Cable TV, but the top programs generally average three to five million viewers, compared to the 21.48 million viewers that NCIS is averaging so far this season.

Also, if you look at the top rated Cable programs from week to week, you will find relatively family-friendly Reality TV shows like Pawn Stars, Gold Rush, American Pickers in or near the Top 10, along with not so family-friendly wrestling programs plus major sporting events and SPONGEBOB SQUAREPANTS cartoons.

Finally, the leading Cable News network is, by far, the Fox News Channel, which gives a more fair and balanced amount of time to Republican and conservative leaders, but also gives an inordinate amount of time to socially liberal and even radical libertarians, especially when compared to Christian and Jewish conservatives and leaders among family values voters.

ALL-TIME BOX OFFICE CHAMPS

Source: Box Office Mojo, www.boxofficemojo.com, 01/23/13.

This year MARVEL'S THE AVENGERS took the third place in All-Time Box Office. THE DARK KNIGHT RISES took seventh, but this isn't the full story. TITANIC was re-released in 3D and added to its titanic box office. Even so, this is still not the full story. Is MARVEL'S THE AVENGERS \$623 million domestic haul really greater than GONE WITH THE WIND's \$199 million?

The way to answer this question is to adjust the movies' earnings for inflation. For example, in 2012, the average ticket price rose to at least \$7.94, but in 2009, the average ticket price was about \$7.50. In 2008, the average ticket price was \$7.18, according to the National Association of Theater Owners. Furthermore, it was about \$6.88 in 2007, \$6.55 in 2006, \$6.41 in 2005, \$6.21 in 2004, \$6.03 in 2003, and \$5.80 in 2002. This steady rise means that fewer actual tickets are being sold and that the amount of money a movie made is not necessarily related to how many people saw it. For example, when GONE WITH THE WIND was released in 1939, the average ticket price was 23 cents.

Therefore, after adjusting for inflation, GONE WITH THE WIND would be a towering \$1.6 billion domestic. That towers above AVATAR, TITANIC, and THE AVENGERS.

Below, you will find the inflation-adjusted figures for the highest grossing movies in the United States. By studying these numbers from a wider perspective, you will observe long-term trends in the movie industry that you would miss by looking at the non-adjusted numbers.

For the sake of comparison, you will also find the Top 20 Domestic Grosses Not Adjusted for Inflation and the Top 20 Worldwide Grosses Not Adjusted for Inflation.

When adjusted for ticket price inflation, we find that half of the Top 10 domestic box office champs were made before the MPAA ratings system, which has allowed all sorts of obscene content into Hollywood's movies. The MPAA ratings system, introduced in 1968, has led to more than a 50 percent drop in annual ticket sales since 1968. Only one R-rated movie, THE EXORCIST, and one PG-13 movie, TITANIC, breaks into the Top 10 when you ac-

count for inflation.

Also, when one adjusts for inflation, the top movie at the domestic box office in 2012, MARVEL'S THE AVENGERS slides from No. 3 to No. 27! Of course, that means most of the top movies at the box office in 2012 don't even show up in the Top 100 when adjusting for inflation!!!

The list that has been adjusted for inflation shows that movies with strong biblical principals and high moral standards not only fare better at the box office, which makes business sense, they also withstand trends and fads.

Without adjusting for inflation, 10 of the Top 20 all-time money makers in North America have received MOVIEGUIDE® Awards, including MARVEL'S THE AVENGERS, STAR WARS: EPISODE 1, THE DARK KNIGHT RISES, SHREK 2, THE LION KING, TOY STORY 3, SPIDER-MAN, FINDING NEMO, THE LORD OF THE RINGS: THE RETURN OF THE KING, and SPIDER-MAN 2. Movies are awarded this honor when they reflect high moral standards, strong biblical principles, spiritual truth, or traditional Christian values.

Looking at the Top 20 Movies of All-Time Worldwide, the top two 2012 movies in the U.S. and Canada, the aforementioned MARVEL'S THE AVENGERS and THE DARK KNIGHT RISES (both Movieguide Award winners) shot up to third and seventh respectively. SKYFALL, another Movieguide® Award winner, rose to eleventh.

Nine of the Top 20 Movies of All-Time Worldwide have received MOVIEGUIDE® Awards, including MARVEL'S THE AVENGERS, LORD OF THE RINGS: RETURN OF THE KING, THE DARK KNIGHT RISES, TOY STORY 3, PIRATES OF THE CARIBBEAN: ON STRANGER TIDES, SKYFALL, STAR WARS: EPISODE 1, ALICE IN WONDERLAND, and THE LION KING.

Even many of the movies that aren't MOVIEGUIDE® winners, however (such as TRANSFORMERS: DARK OF THE MOON, E.T., the original STAR WARS, and the third PIRATES OF THE CARIBBEAN movie, contain strong or very strong Christian, re-

Top 20 Domestic Grosses Adjusted for Inflation

Rank	Title	Studio	Inflation Adjusted	Total B.O.	Year
1	Gone with the Wind	MGM	\$1,571,907,200	\$198,676,459	1939
2	Star Wars	Fox	\$1,385,770,400	\$460,998,007	1977
3	The Sound of Music	Fox	\$1,107,991,600	\$158,671,368	1965
4	E.T.: The Extra-Terrestrial	Uni.	\$1,103,626,700	\$435,110,554	1982
5	Titanic	Par.	\$1,053,991,400	\$658,672,302	1997
6	The Ten Commandments	Par.	\$1,019,180,000	\$65,500,000	1956
7	Jaws	Uni.	\$996,453,200	\$260,000,000	1975
8	Doctor Zhivago	MGM	\$965,773,800	\$111,721,910	1965
9	The Exorcist	WB	\$860,461,500	\$232,906,145	1973
10	Snow White and the Seven Dwarfs	Dis.	\$848,020,000	\$184,925,486	1937
11	101 Dalmatians	Dis.	\$777,356,200	\$144,880,014	1961
12	The Empire Strikes Back	Fox	\$763,845,400	\$290,475,067	1980
13	Ben-Hur	MGM	\$762,440,000	\$74,000,000	1959
14	Avatar	Fox	\$756,646,000	\$760,507,625	2009
15	Return of the Jedi	Fox	\$731,782,200	\$309,306,177	1983
16	Star Wars: Episode I - The Phantom Menace	Fox	\$702,627,900	\$474,544,677	1999
17	The Lion King	BV	\$693,559,200	\$422,783,777	1994
18	The Sting	Uni.	\$693,531,400	\$156,000,000	1973
19	Raiders of the Lost Ark	Par.	\$688,738,400	\$248,159,971	1981
20	Jurassic Park	Uni.	\$670,681,400	\$357,067,947	1993

demptive, biblical, and/or moral content and worldviews.

Of course, by adjusting for inflation, some of the older, best movies ever made, such as THE TEN COMMANDMENTS, THE SOUND OF MUSIC, SNOW WHITE AND THE SEVEN DWARVES, 101 DALMATIANS, and BEN-HUR, make the list of top earning movies. They precede the establishment of the Movieguide Awards.

Thus, the All-Time Box Office Charts prove, whether adjusting for inflation or not, that filmmakers and studio executives have a very good chance of being financially successful if their movies contain strong positive Christian content, biblical principles or content, godly virtues, traditional moral values, and no explicit sex and nudity, little or no obscene foul language, and no graphic violence.

Top 20 Domestic Grosses Not Adjusted for Inflation

Rank	Title	Studio	Total Gross	Year
1	Avatar	Fox	\$760,507,625	2009
2	Titanic	Par.	\$658,672,302	1997
3	Marvel's The Avengers	BV	\$623,357,910	2012
4	The Dark Knight	WB	\$534,858,444	2008
5	Star Wars: Episode I - The Phantom Menace	Fox	\$474,544,677	1999
6	Star Wars	Fox	\$460,998,007	1977
7	The Dark Knight Rises	WB	\$448,139,099	2012
8	Shrek 2	DW	\$441,226,247	2004
9	E.T.: The Extra-Terrestrial	Uni.	\$435,110,554	1982
10	Pirates of the Caribbean: Dead Man's Chest	BV	\$423,315,812	2006
11	The Lion King	BV	\$422,783,777	1994
12	Toy Story 3	BV	\$415,004,880	2010
13	The Hunger Games	LGF	\$408,010,692	2012
14	Spider-Man	Sony	\$403,706,375	2002
15	Transformers: Revenge of the Fallen	P/DW	\$402,111,870	2009
16	Harry Potter and the Deathly Hallows Part 2	WB	\$381,011,219	2011
17	Finding Nemo	BV	\$380,843,261	2003
18	Star Wars: Episode III - Revenge of the Sith	Fox	\$380,270,577	2005
19	The Lord of the Rings: The Return of the King	NL	\$377,845,905	2003
20	Spider-Man 2	Sony	\$373,585,825	2004

Top 20 Worldwide Grosses Not Adjusted for Inflation

Rank	Title	Studio	Worldwide	Domestic	Overseas	Year
1	Avatar	Fox	\$2,782.3	\$760.5	\$2,021.8	2009
2	Titanic	Par.	\$2,185.4	\$658.7	\$1,526.7	1997
3	Marvel's The Avengers	BV	\$1,511.8	\$623.4	\$888.4	2012
4	Harry Potter and the Deathly Hallows Part 2	WB	\$1,328.1	\$381.0	\$947.1	2011
5	Transformers: Dark of the Moon	P/DW	\$1,123.7	\$352.4	\$771.4	2011
6	The Lord of the Rings: The Return of the King	NL	\$1,119.9	\$377.8	\$742.1	2003
7	The Dark Knight Rises	WB	\$1,081.0	\$448.1	\$632.9	2012
8	Pirates of the Caribbean: Dead Man's Chest	BV	\$1,066.2	\$423.3	\$642.9	2006
9	Toy Story 3	BV	\$1,063.2	\$415.0	\$648.2	2010
10	Pirates of the Caribbean: On Stranger Tides	BV	\$1,043.9	\$241.1	\$802.8	2011
11	Skyfall	Sony	\$1,041.2	\$301.1	\$740.1	2012
12	Star Wars: Episode I - The Phantom Menace	Fox	\$1,027.0	\$474.5	\$552.5	1999
13	Alice in Wonderland (2010)	BV	\$1,024.3	\$334.2	\$690.1	2010
14	The Dark Knight	WB	\$1,004.6	\$534.9	\$469.7	2008
15	Harry Potter and the Sorcerer's Stone	WB	\$974.8	\$317.6	\$657.2	2001
16	Pirates of the Caribbean: At World's End	BV	\$963.4	\$309.4	\$654.0	2007
17	Harry Potter and the Deathly Hallows Part 1	WB	\$956.4	\$296.0	\$660.4	2010
18	The Lion King	BV	\$951.6	\$422.8	\$528.8	1994
19	Harry Potter and the Order of the Phoenix	WB	\$939.9	\$292.0	\$647.9	2007
20	Harry Potter and the Half-Blood Prince	WB	\$934.4	\$302.0	\$632.5	2009

BV = Buena Vista (The Walt Disney Company)
 DW = DreamWorks
 NL = New Line

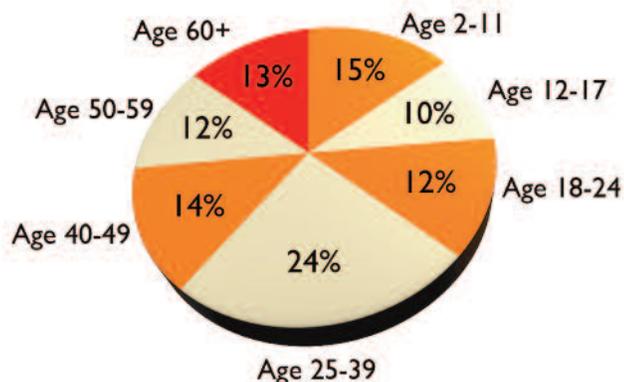
P/DW = Paramount/DreamWorks
 Par. = Paramount
 Uni. = Universal
 WB = Warner Bros.

HOLLYWOOD DEMOGRAPHICS

Who Goes to the Movies?

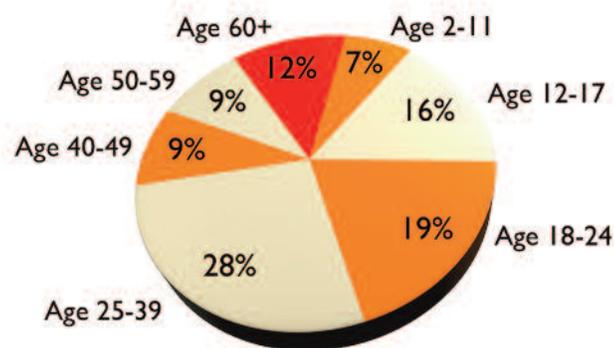
All of these figures apply to Americans and Canadians seeing movies in theaters in 2011, the last year for which statistics are available. The MPAA will publish a new study of movie attendance in March 2012.

All Moviegoers by Age Group, 2011



AGE	PERCENTAGE OF MOVIEGOERS	PERCENTAGE OF POPULATION
2-11	15%	14%
12-17	10%	8%
18-24	12%	10%
25-39	24%	21%
40-49	14%	14%
50-59	12%	14%
60+	13%	19%

Most Frequent Moviegoers by Age Group, 2010



AGE	PERCENTAGE OF MOVIEGOERS	PERCENTAGE OF POPULATION
2-11	7%	14%
12-17	16%	8%
18-24	19%	10%
25-39	28%	21%
40-49	9%	14%
50-59	9%	14%
60+	12%	19%

The movie audience in the U.S. and Canada is getting slightly older, with a few more older people age 60 and up going to movies (see “All Moviegoers by Age Group”). Meanwhile, teenagers are going to less movies, and children age 2-11 are going to even less movies (when compared to last year).

Even so, the age groups that also include parents and their children, 2-39, make up 61% of all moviegoers, but only 53% of the U.S./Canadian population, according to the MPAA. Also, for the first time MOVIEGUIDE® can recall, moviegoers age 18-39 make up the bulk of frequent moviegoers, 47% percent, compared to only 35% for frequent moviegoers aged 12-24 according to the chart titled “Most Frequent Moviegoers by Age Group.”

Also for the second year in a row, youths age 12-17 make up less than half of that 35%. Hollywood is starting to lose the interest of the younger youth audience. However, they have a lot of competition these days from Cable TV networks like the Disney Channel and Nickelodeon, which in recent years has helped launch the careers of many teenage celebrities.

Finally, the MPAA estimates there are about 35 million frequent moviegoers in the United States and Canada, with frequent female moviegoers purchasing fewer tickets in 2011 and frequent male moviegoers purchasing more tickets when compared to previous years.

Here, it is very interesting to note that, instead of peaking between the ages of 18-24, as was typical, frequent moviegoing peaked at ages 25-39 in 2011, when a significant 9.7 million frequent moviegoers were aged 25-39 but only 6.6 million frequent moviegoers were aged 18-24, 5.7 million aged 12-17, and 2.5 million aged 2-11. The last number is a decrease of 11% in 2011 when compared to 2009. The Demographic Winter of fewer children and fewer two-parent families that’s finally slammed the United States is clearly hurting the number of frequent moviegoers among youths aged 2-24.

Admissions by Rate of Moviegoing, 2011

FREQUENCY	PAID ADMISSIONS
Frequent (12+ a yr.)	50%
Occasional (2-11 a yr.)	48%
Infrequent (1 or less)	2%

Admissions by Rate of Moviegoing, 2010

FREQUENCY	PAID ADMISSIONS
Frequent (12+ a yr.)	51%
Occasional (2-11 a yr.)	47%
Infrequent (1 or less)	2%

Those who habitually see movies in the U.S. and Canada accounted for 50% of total box office admissions in 2011. This is a significant decline of nearly 39.8% compared to 2006, when 83% of total ticket sales were frequent moviegoers. Occasional moviegoers are accounting for a higher and higher proportion of the moviegoing audience.

It’s way too early to see this last number as a trend. Clearly, however, skyrocketing ticket prices have had a bad effect on moviegoing in recent years.

Frequency of Moviegoing, 2011

FREQUENCY	PERCENT OF POPULATION
Frequent (12+ a yr.)	10%
Occasional (2-11 a yr.)	47%
Infrequent (1 a yr. or so)	10%
Never	33%

About 33% percent of Americans and Canadians never went to see a movie in theaters in 2011, compared to 32% in 2010 and 26% in 2006. Of those who do see movies, only 10% go 12 or more times each year, 47% see up to 11 movies, and 10% people go infrequently, about one movie each year.

Tickets Sold Among the Sexes, 2011

SEX	TICKETS SOLD
Males	50%
Females	50%

According to the MPAA, females purchased much fewer movie tickets in 2011 and 2010 in the U.S. and Canada compared to 2009, going from 55% of movie tickets sold to 50% of tickets sold. Males purchased more tickets in 2011 and 2010 compared to 2009, from 45% of the tickets sold to about 50%.

Tickets Sold by Ethnicity, 2011

ETHNICITY	TICKETS SOLD	% OF POPULATION
White	58%	65%
Hispanic	22%	16%
Black	11%	12%
Other	9%	7%

Tickets Sold by Ethnicity, 2010

ETHNICITY	TICKETS SOLD	% OF POPULATION
White	56%	66%
Hispanic	26%	16%
Black	11%	12%
Other	7%	6%

Hispanics bought a higher percentage of tickets in 2011 (22%) (up from 21% in 2009). However, they bought fewer tickets in 2011 than in 2010. They still have the highest moviegoing per capita compared to whites and blacks.

Although the percentage of whites buying movie tickets went up slightly, ticket sales among whites in the U.S. and Canada continued to decline numerically in 2011, from 750 million tickets in 2010 to 742 million in 2011. They bought about 909 million tickets in 2007 and 845 million in 2009, according to MPAA reports.

Meanwhile, internationally, box office for all movies outside the U.S. and Canada increased overall about 6.7% in 2011, compared to an 11.7% increase in 2010. Also, a significant increase in box office occurred among moviegoers in Latin America, going from \$2.1 billion to \$2.6 billion, a 24% increase. Asia Pacific saw a 6% increase.

Finally, for the second year in a row, box office in Europe, the Middle East, and Africa accounted for less than half (48%) of the total international box office.

Note: Variety has numbers for total domestic and overseas box office for 2012 (published elsewhere in this Annual Report), but MOVIEGUIDE® waits for the MPAA in March each year to determine the demographic makeup of the audiences and frequent moviegoers attending the cinema.

Source: MPAA U.S./Canada Theatrical Market Statistics, Attendance Demographics for 2011, March 2012.

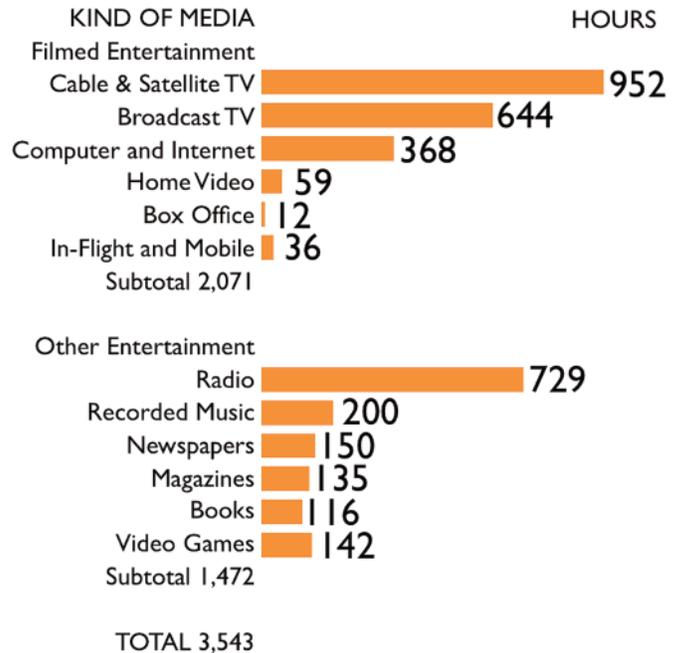
Media Consumption and Trends

Note: The Motion Picture Association of America (MPAA) has not published a March report on media consumption since 2008. Therefore, we are using more recent sources.

MOVIEGUIDE®'s research indicates that, by the time a child is 17, he or she will have spent 51,800 to 60,200 hours using various media.

According to the United States Census Bureau and the Kaiser Family Foundation, the average person spends about 3,543 hours or more each year using various media. That works out to about 60,231 hours by the time the average person reaches 17. Statistics from the Kaiser Family Foundation, Sesame Workshop, the Nielsen Company, and Common Sense Media also reveal that, between the ages of 0-6 and 8-18, the average child will have consumed at least 51,820 hours of media.

Hours of Media Consumption, US Census Bureau Per Person Per Year



Based on the totals in this table, the average American teenager from age 13 through 18 consumes at least 21,258 hours of television, movies, videos, DVD, radio, recorded music, video games, books, magazines, and newspapers, etc.

Also, from age 6 through 12, the average American child will have consumed about 24,801 hours of media.

Taken together, that totals 46,059 hours from age 6 through age 18.

According, however, to a recent study released by the Kaiser Family Foundation January of last year, children age 8 to 18 are spending more than 75 hours per week, or 3,913 hours per year with the media, including watching TV, surfing the Internet, listening to music, playing video games, going to movies, and reading.

This lines up fairly well with a report by Nielsen released previously, in June 2009, "How Teens Use Media," which, when combined with statistics on reading and listening to radio or recorded music, estimates approximately 4,065 hours a year of total media consumption by teenagers.

However, the recent statistic from Kaiser about children means that the average American child age 6 through 18 is consuming about 50,869 hours of media.

Using the table above, however, by the time the average child reaches 17, he will have consumed up to 60,000 hours of media.

That's nearly six times more hours than the average child will have spent in school (11,000 hours), 30 times more hours than he will spend with his parents (2,000 hours), and about 75 times more hours he will spend in church (800 hours), if he attends once a week every week!!!

The average American of all ages watched Traditional TV for 32 hours and 47 minutes each week, according to Nielsen's 2012 media report. TV watching for different ages broke down this way:

Sources: "How Teens Use Media" released by The Nielsen Company June 2009, The Nielsen Company on 11/24/08 and 10/26/09, HealthDay News and Kaiser Family Foundation on 01/20/10, Sesame Workshop March 2011, Common Sense Media Fall 2011, Broadcasting & Cable on 05/25/10, the U.S. Census Bureau, Cranford Johnson Robertson Woods on 12/03/12, Nielsen 2012, Marketing Land Infographics on 11/29/12, and Movieguide®.

Weekly TV Watching, Per Age Level

Age Level	Hours: Minutes Weekly
Ages 2-11	24:52
Ages 12-17	22:24
Ages 18-24	24:17
Ages 25-34	28:08
Ages 35-49	32:58
Ages 50-65	41:04
Ages 65 Plus	46:16
All Ages	32:47

Source: Nielsen 2012.

Nielsen reported that the percentage of time Americans spent on social networking sites rose 37% in the last year, to 121 billion minutes!

A third of active Twitter users tweeted about TV-related content, Nielsen reported.

In addition, according to Marketing Land Infographics, the average social network visitor spent 6.75 hours per month on Facebook, 1.5 hours per month with Tumblr and Pinterest, and 21 minutes per month on Twitter.

This study also found that 10% of the people surfing the Internet watch TV and access websites of the networks or programs they were watching at the same time, 29% watch TV and visit Facebook at the same time, and 69% watch TV and surf general websites.

Also, about 65% of U.S. tablet users watch television while surfing the Internet. And, furthermore, people who watch TV online as well as through their TV sets watch 25% more TV than people who don't watch TV online.

Furthermore, according to eMarketer, U.S. adults spent 693 minutes or 11.55 hours daily in 2011 with major media, including TV and video, Internet, radio, mobile technology, newspapers, and magazines. The percentage breakdown looks like this:

Share of Time U.S. Adults Spend Daily with Major Media

Media	Percent of Time Spent
TV and Video	39.6%
Internet	24.1%
Radio	13.6%
Mobile Tech	9.4%
Newspapers	3.8%
Magazines	2.6%
Other	6.9%

Source: eMarketer, Dec. 2011.

Overall, the total hours spent represent a 9.1% increase over 2008 when the average adult spent 635 minutes with major media.

Finally, according to a study released by the Television Bureau of Advertising in 2011, adults are actually spending 1,929 hours annually watching Cable, Satellite and Broadcast TV as opposed to the 1,704 hours in the above chart. However, according to the 2012 State of the Media report released Dec. 3, 2012 by Cranford Johnson Robinson Woods, American adults spend 1,686.5 hours per year watching TV.

Top Talk Radio Shows

Rush Limbaugh is still the King of Talk radio, with at least 14.75 million listeners, nearly one million more than his closest rival, Sean Hannity, at 14 million, and six million more than Michael Savage, who's broken away from the pack to become the third most popular talk show host in the U.S.

All of the Top 10 hosts lean toward a conservative, traditional perspective.

SHOW	MILLIONS OF LISTENERS
Rush Limbaugh	14.75
Sean Hannity	14.00
Michael Savage	8.75
Mark Levin, Glenn Beck, Dave Ramsey	8.25
Laura Ingraham, Neal Boortz	5.75
Mike Gallagher, Michael Medved, Jerry Doyle	3.75
Jim Bohannon, Doug Stephan	3.75
Bill Bennett, Clark Howard, George Noory	3.50
Alan Colmes, Ed Schultz, Stephanie Miller	3.25
Rusty Humphries, Thom Hartmann, Dennis Miller	3.25
Don Imus, Kim Komando	2.25
Hugh Hewitt, Mancow, Todd Schnitt, Michael Smerconish	1.75
Dennis Prager, Lars Larson	1.50
Bill Handel, Rodger Hedgecock, Dr. Joy Browne	1.00
Gordon Deal, Al Sharpton, Harley & McNamara	1.00

Source: Talkers Magazine, Summer 2012, and Talk Stream Live, 01/03/13.

The above figures don't include Internet listeners.

According to Talk Stream Live, Michael Savage and Rush Limbaugh have been exchanging the lead among Internet listeners of talk radio hosts. As of the Fourth Quarter 2012, Limbaugh leads Savage 12.5 million to 8.8 million, followed by Glenn Beck, Laura Ingraham, Mark Levin, Tammy Bruce, Sean Hannity, Dennis Miller, George Noory, and Bill Bennett rounding out the top ten.

Top Political Websites

Conservatives may dominate talk radio, but the statistics on the Top 10 Political Websites show a more mixed result, with the radical leftist site The Huffington Post dominating the market share of online traffic with a commanding 54 million unique visitors per month.

Following The Huffington Post is the Drudge Report with 14 million unique visitors, and WorldNetDaily, the conservative website, tied with the center-left website Politico at five million unique visitors.

POLITICAL WEBSITE	UNIQUE MONTHLY VISITORS
The Huffington Post	54.0 million
Drudge Report	14.0 million
World Net Daily	5.0 million
The Politico	5.0 million
Salon	4.3 million
NewsMax	4.2 million
The Blaze	4.1 million
Christian Science Monitor	4.0 million
InfoWars	2.7 million
Washington Times	2.5 million
Real Clear Politics	2.0 million
The Hill	1.7 million
Daily Kos	1.6 million
Free Republic	1.5 million
Talking Points Memo	1.4 million
National Review	1.3 million
Townhall	1.0 million

Source: Movieguide® and www.bizmba.com, 12/27/12.

U.S. Consumer Entertainment Spending Rebounds

According to the U.S. Bureau of Labor Statistics last September, consumer spending rebounded 2.7% in 2011 after decreasing 7% in 2010 and 5% in 2009.

The average consumer household spent \$2,572 on entertainment, or \$314.5 billion in 2011. This compares to \$2,504 in 2010 and \$2,693 in 2009.

According to the 2012 Edition of the PricewaterhouseCoopers Global Entertainment and Media Outlook, however, American consumers spent \$464 billion on entertainment and media in 2011, compared to \$443 billion in 2010, a 4.7% increase. For 2011, that's about \$1,473 per capita, or \$5,892 for each household of four people.

The statistic includes spending on TV, Internet, movies, music, computer and video equipment, sports, amusement parks, and concerts.

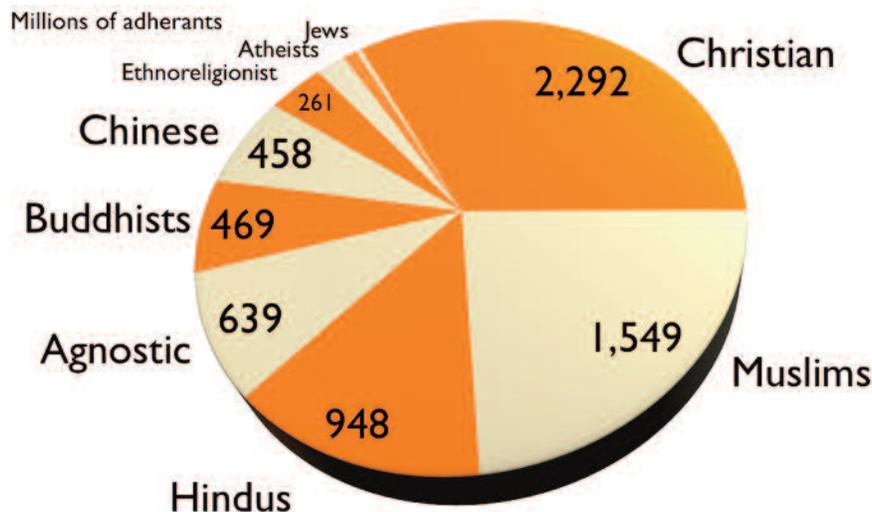
By the way, the world spent \$1.6 trillion on entertainment and media in 2011. It spent \$1.4 trillion in 2010, according to PricewaterhouseCoopers (PwC).

Following the USA in 2011 spending was Japan at \$193 billion, China at \$109 billion, and Germany at \$99 billion.

PwC projects that the world will spend \$2.1 trillion on entertainment and media by 2016. It also projects that China and Brazil will be the fastest growing (Brazil overtook South Korea in ninth place in 2011). Indonesia, Russia, and India are expected to be the fastest growing in out-of-home spending. Finally, PwC projects Russia will be the leader in Europe, Africa, and the Middle East in terms of TV advertising spending.

Sources: U.S. Bureau of Labor Statistics, 09/25/12, and PricewaterhouseCoopers,

WORLD RELIGIONS



Major World Religions

Source: Center for the Study of Global Christianity, Gordon-Conwell Theological Seminary, 2010..

According to the Center for the Study of Global Christianity at Gordon-Conwell Theological Seminary in 2010, the major world religions are:

Christian	2,292,454,000
Roman Catholics	1,155,627,000
Protestants	419,316,000
Independents*	369,156,000
Orthodox	274,447,000
Anglicans	86,782,000
Marginal Christians	34,912,000
Muslims**	1,549,444,000
Hindus	948,507,000
Nonreligious (agnostic)	639,852,000
Buddhists	468,736,000
Chinese folk religion	458,316,000
Ethnoreligionist	261,429,000
Atheists	138,532,000
Neoreligionist	64,443,000
Sikhs	24,591,000
Jews	14,641,000

*This term denotes members of Christian churches and networks that regard themselves as post-denominationalist and neo-apostolic and thus independent of historic, mainstream, organized, institutionalized, confessional, denominationalist Christianity.

** The Pew Forum on Religion and Public Life reported in October 2009 that the Muslim population now comprises about 1.57 billion adherents.

According to the World Almanac and Book of Facts in 2011, the major world religions are:

Christian	2,264,492,000
Roman Catholics	1,142,604,000
Protestants	412,969,000
Independents*	361,279,000
Orthodox	273,355,000
Anglicans	85,360,000
Muslims	1,523,212,150
Hindus	935,460,000
Nonreligious (agnostic)*	639,852,000
Buddhists	483,821,000
Atheists*	138,532,000
Chinese folk religionists	454,579,800
Sikhs	24,222,700
Jews	14,549,000

*This term denotes members of Christian churches and networks that regard themselves as post-denominationalist and neo-apostolic and thus independent of historic, mainstream, organized, institutionalized, confessional, denominationalist Christianity. The world's population is estimated at 6.985 billion people. The number of agnostic and atheist believers is estimated by the Center for the Study of Global Christianity, Gordon-Conwell Theological Seminary, 2010.

Most Youths Overseas Are Religious

More than 85% of the world's teenagers and young adults describe themselves as religious, according to a 21-country study by a German think tank.

Only 13% said they were not interested in God or faith.

This shows why a three-year study of the international box office by MOVIEGUIDE® found that 80% of the Top 25 Movies Overseas from 2005 through 2007 had strong or very strong Christian content and/or biblical morality, making almost \$8.16 billion out of about \$10.2 billion.

- Source: citizenlink.com, 07/16/08.

More Than 25% of Christians Are Pentecostal, Charismatic

The Pew Research Center on Religion & Public Life says that more than 25% of the world's 2.3 billion Christians are Pentecostal and charismatic.

The study defines Pentecostals as "members of Pentecostal denominations that teach all Christians should seek a post-conversion religious experience called the baptism of the Holy Spirit." Such a baptism may be accompanied by spiritual gifts, including prophecy or speaking in tongues.

Charismatics are Catholic, Orthodox, or Protestant believers who engage in some spiritual practices associated with Pentecostal denominations.

Pentecostal believers are strong in Latin America, Africa and India because it attracts "marginalized" believers, especially women, the Pew report said.

- Sources: The Christian Post, 12/11/11.

Most British Want Christianity Taught in School

Nearly two-thirds of the British people in the United Kingdom, 64%, said they want Christianity taught in the schools so that children can properly understand English history and culture, according to a YouGov Poll by Oxford University.

In fact, 37% of those surveyed said learning about Christianity is "essential" for students.

Beyond basic knowledge of Britain's religious history, 51% of those surveyed said, "Christianity provides a moral compass that helps children decipher right from wrong."

Only 37% of the participants are concerned that many of Religious Education (RE) instructors aren't qualified to teach Christianity effectively.

The poll surveyed 1,800 participants.

- Sources: OneNewsNow, 12/01/12.

Church Attendance on the Rise in Britain

Church attendance is on the rise in Great Britain, to about 2% per year, according to Peter Osborne in the Daily Telegraph in London.

While the increase in church attendance among Roman Catholics has increased only slightly, Osborne said the Church of England reported that church attendance increased 7% in 2010 compared to 2009. Even more phenomenal growth is being seen in the Pentecostal churches springing up in the suburbs of Britain's biggest cities, Osborne said, which attract immigrants from African countries like Nigeria and Ghana.

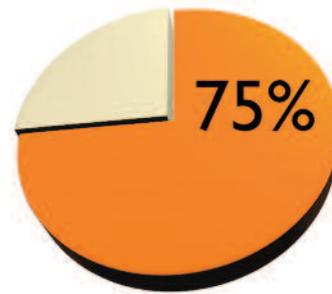
Osborne reports that 1.7 million people attend Church of England services in the average month and more than 918,000 attend Roman Catholic services. He also said 1.5 million people now use their churches as a base for voluntary work, according to the National Churches Trust.

"Churches are starting to regain some of the social function they enjoyed in the Middle Ages," he said.

Maybe these churchgoers would like to see some movies with strong, overt Christian content like COURAGEOUS and SOUL SURFER.

- Source: ASSIST News Service, 01/03/12.

Percent of the World's Religious Persecution Directed at Christians



Christians Are the Most Persecuted

Christianity is the most persecuted religion in the world, with 200 million people suffering from discrimination, including jail time, murder and church vandalism.

So says the 2010 and 2011 Report on Religious Freedom in the World by Aid to the Church in Need.

In 21 of 194 countries studied, especially in Muslim countries and nations run by the Communist Party (North Korea and China in particular), almost no religious freedom exists. Also, 7 of every 10 people worldwide cannot practice their faith freely.

In addition, the 2011 Report says that 75% of all religious persecution around the world is directed at Christians, according to the Commission of the Bishops' Conferences of the European Community.

One major concern is the situation in Iraq, where the Christian population has fallen from 800,000 in 2003 to 500,000 (or even 150,000 according to some Roman Catholic prelates there).

Another concern is Venezuela, where the socialist government of Hugo Chavez has begun persecution of Roman Catholics.

The reports also show that religious freedom has declined in the United States, Canada, Spain, France, and Germany.

- Source: Aid to the Church in Need, 2011, and LifeSiteNews, 11/30/10.

Vatican Takes a Stand Against Same-Sex Marriage

As much of Europe is debating the subject of same-sex marriage, the Roman Catholic Church, including Pope Benedict XVI, isn't anything but silent on the issue.

The Pope said the future of mankind is at stake.

He added, "In the fight for the family, the very notion of being – of what being human really means – is being called into question. The question of the family... is the question of what it means to be a man, and what it is necessary to do to be true men."

The defense of the family, "is about man himself," he continued. "And, it becomes clear that when God is denied, human dignity also disappears."

The Pope cited the "falseness" of the new radical gender theories, including the belief of the influential radical feminist, Simone de Beauvoir, that sex is a social role that people chose for themselves, not an element of nature.

Meanwhile, the Vatican's newspaper also criticized the movement to legalize same-sex in a front page article.

The article compared same-sex marriage to the tyranny of Communism and the French Revolution. Historian Lucetta Scaraffia noted that the communists destroyed churches and that the French Revolution demolished church bell towers because they were taller than other buildings.

In her article, Scaraffia said the idea of same-sex marriage is a

product of the same “egalitarian utopia that did so much damage during the 20th Century. . . deceiving humanity as socialism did in the past.”

Socialist atheists murdered more than 150 million people in a short 75 years during the 20th Century, according to historical figures.

- Sources: Religion News Service, 12/27/12, and Telegraph, 12/21/12.

Muslims Persecute Christians in the Middle East

Many political leaders have turned a blind eye to the religious persecution of Christians by Muslims in the Middle East.

A think tank called Civitas estimates that, in the Middle East, 200 million Christians are “socially disadvantaged, harassed or actively oppressed for their beliefs.” It also reported that between half and two-thirds of Middle Eastern Christians have either left the region or been killed.

The Civitas report said, “Christians are targeted more [there] than any other body of believers.”

Since the U.S. invasion of Iraq in 2003, for example, Iraqi Christians have been more vulnerable than ever. Seventeen priests and two bishops were kidnapped between 2006 and 2010 in Iraq.

Hindus in India are another big source of persecution against Christians, the report said.

- Sources: The Telegraph, 12/23/12.

Atheism and Big Government Are Deadly

Historical facts clearly prove the murderous evils of atheism and big government worldwide.

At a minimum, atheist dictators in the Soviet Union, Red China, Cambodia, North Korea, Vietnam, and Yugoslavia murdered 105 million people in the 20th Century, more than 60% of the mass murders, genocide, and political murders in that time.

In comparison, only about 2% of the 169 million examples of democide in the 20th Century were due to religious conflict.

Also in comparison, the Crusades murdered only 1 million people over several centuries, the Spanish Inquisition only murdered 350,000 people over several centuries, and the witch hunts added up together only killed about 100,000 people from 1400 A.D. to 1800 A.D. In fact, before the 20th Century, religious conflict only accounted for about 3% of the genocide, mass murders and political/religious murders, or democide, in the world during recorded history.

Furthermore, regarding the Crusades, it should be noted that they were undertaken to defend people, including Christians, against Mohammed’s murderous Islamic hordes, who continue to ravage the world and destroy true human liberty and dignity under the God of the Bible.

Ultimately, Americans, Latin Americans, Europeans, Africans, Asians, Australians, New Zealanders, Canadians, and Polynesians have more to fear from a big atheist government or an Islamic one than a few moral reforms supported by Evangelical Christians, such as pro-life laws against abortion to save them from depopulation and the cleansing of the culture of moral filth and gross obscenity to save them from cultural collapse.

- Source: www.godandscience.org and MOVIEGUIDE®.

Christianity Declines in Australia

Christianity remains the prevalent religion in Australia, but a recent census shows that it has declined steadily while eastern religions have grown rapidly. This change is partially due to Hindi and Buddhist immigrants from India and China. The 2011 census executive director, Andrew Henderson, commented that the flux of immigration is “fundamentally shifting the cultural mix of Australia.”

The census also reveals that 55,000 Australians profess the “Jedi” religion in homage to George Lucas’s Star Wars series. This evidence suggests that American media influences impact Australian beliefs.

Lastly, the census reveals many same-sex partners, since Australia gives equal rights to homosexual, de facto relationships. Of these couples, 1,338 replied that they were “married,” giving an alternate definition of marriage to the Australian public. However, most same-sex partners did state they were in de facto homosexual relationships.

The census findings are worrisome, and show that biblical beliefs and practices are at a decline. Because of this, Americans must see that it is important as ever to promote Christian ideals in the media and entertainment industry, for the ideas permeate and influence the world at large.

- Source: Zaimov, Stoyan, global.christianpost.com, 06/21/12.

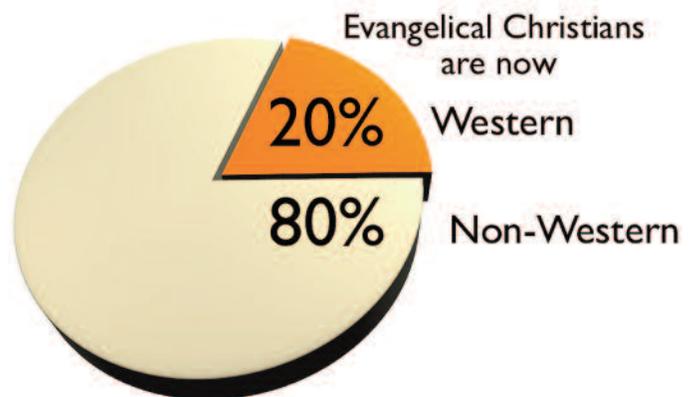
No More Freedom for Denmark Churches?

The Danish Parliament has signed a bill that forces all Evangelical Lutheran Churches to perform homosexual marriage rituals. The bill was voted in by an overwhelmingly 85-24 vote in favor of the bill.

According to LifeSiteNews, the “priests may opt out of performing the ‘wedding’ service for theological reasons. However, a bishop must arrange for a replacement.” The article also quoted Denmark’s church minister Manu Sareen, who is agnostic, who called the vote “historic.”

- Source: LifeSiteNews, 06/07/12.

Christianity May Be The Fastest Growing Religion, Author Says



Jim Rutz, author of the book MEGASHIFT, says Christianity is being overlooked as “the fastest growing religion in the world.”

According to the author, Non-Western evangelicals now outnumber Westerners by four-to-one because of the growth of Christianity in such places as Africa, China and India. Also, every 25 minutes, 3,000 people convert to Christianity.

The following three stories seem to confirm what Jim is saying.

- Sources: Moody News, 12/29/10.

Gospel Spreading Fast in Africa

The number of new Christians in Africa is increasing more than one million per month, or 12,376,000 per year, according to the 2010 Status of Global Mission report by the Center for the Study of Global Christianity at Gordon-Conwell Theological Seminary.

This new study matches long-term trends in Sub-Sahara Africa cited by the World Religious Database and the Pew Research Center.

According to the World Religious Database, the number of Christians living between the Sahara Desert and the Cape of Good Hope in Africa has increased from about 7 million in 1900 to about 470 million today.

Regrettably, the number of Muslims has increased from about 11 million in 1900 to about 234 million in 2010.

Northern Africa is heavily Muslim while Southern Africa is heav-

ily Christian. Conflict between Muslims and Christians tends to occur in the middle, a 4,000-mile swatch from Somalia in the east to Senegal in the west.

- Sources: The Foster Letter, 04/10/10, and Pew Research Center, 04/15/10.

Christianity Keeps Growing in China

Despite big government persecution, Christianity in China has grown from only one million people in the 1970s to at least 70 million people, according to the documentary "1040" by Jaeson Ma.

"What's happening in Asia today is actually the greatest move of God in human history," Ma adds.

- Source: J. Lee Grady, Charisma, 12/29/10.

Fighting Rapid Christian Growth in China and Indonesia

Christians may face the biggest persecution in the Middle East, but the rapid growth of Christianity in China and Indonesia has some people worried.

In fact, China imprisons more Christians than any other country, according to a report called "Christianophobia" by the think tank

Civitas. Ma Hucheng, an advisor to the Chinese communist government, explains why Chinese officials are concerned about Christianity.

"Western powers, with America at their head, deliberately export Christianity to China and carry out all kinds of illegal evangelistic activities," he said. "Their basic aim is to use Christianity to change the character of the regime. . . in China and overturn it."

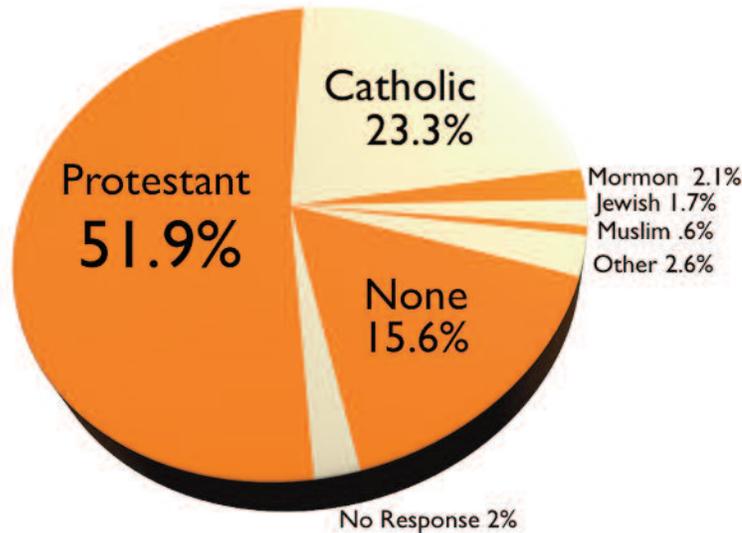
Indonesia has seen a 70% increase of Christianity in the past 100 years, so much so that the nation of East Timor broke out of Indonesian rule decades ago.

So, a London Muslim charity launched a campaign last year on YouTube and Facebook called "Save Maryam." Their goal was to raise money to stunt Christianity's growth and possibly stop a geopolitical shift in the region.

The group said they want to stop the flow of "large numbers" of Muslims in Indonesia converting to Christianity. They said they raised \$2 million in the first 48 hours.

- Sources: The Telegraph, 12/23/12, and Assist News Service, 12/11/12.

FAITH IN AMERICA



BELIEF AND PRACTICE

Religious Affiliation, 2012

The number of Americans who identify with a Christian religion dropped 0.9% in 2012, to 75.2%, according to a poll by Gallup released Dec. 24, 2012.

Above is a chart on Gallup's findings.

Protestants and Mormons continue to be more religious than Catholics, with 79% of Protestants and 87% of Mormons saying religion is important in their daily life compared to only 70% of Catholics. Also, 81% of Mormons, 64% of Protestants, and 60% of Catholics said they attend church monthly or more often. Jewish people were the least religious, with only 41% of them saying religion is important in their daily life and only 34% attending synagogue monthly or more often.

Source: Gallup, 12/24/12.

Two-Thirds Believe in Biblical God

Two of three Americans, 64%, believe in the God of the Bible, a recent Rasmussen Poll found. Only 12% said they don't believe in God at all.

Belief	Percentage
The God of the Bible	64%
No God at All	12%
Some Form or Essence of God	11%
Some Other Form of God	5%
Not Sure	8%

Of those who believe in the God of the Bible, 96% believe God loves everyone, 66% read the Bible once a week or more, 75% pray at least once a day, and 47% attend church once a week or more.

The poll also found that only 53% of those who are under 40 years old believe in the God of the Bible, compared to 70% of those 40-64, and 73% of those 65 and older.

Finally, among those whose parents took them to church, 70% say they believe in the God of the Bible but only 46% of those whose parents didn't take them to church believe.

- Source: Rasmussen Reports, 12/30/12.

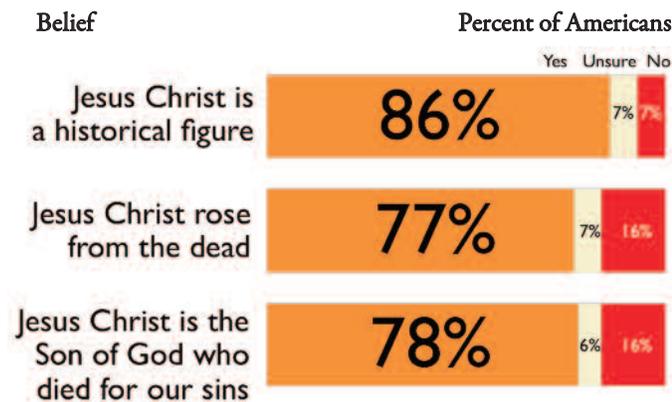
Very Religious or Moderately Religious

Seven in 10 Americans, 69%, are either very religious (40%) or moderately religious (29%), according to a Gallup Poll in December, with 31% saying they are nonreligious.

- Source: Gallup, 12/04/12.

Americans Still Believe in Jesus

The vast majority of Americans believe the Gospel of Jesus Christ, which says that Jesus is an historical figure and the Son of God who died for our sins and rose from the dead (1 Corinthians 15 of the New Testament documents):



- Source: Rasmussen Reports, 04/07/12.

Football, Faith, and John 3:16

How many Americans know what Tim Tebow is referring to when he writes John 3:16 in the sun screen marks under his eyes?

According to a poll by the Barna Group, 68% of Americans were able to identify that the 3 means Chapter 3 in the Book of John in the New Testament. However, 15% gave an incorrect answer and 17% ventured no guess.

The Barna poll also found that 76% of Americans were able to identify Genesis as the first book of the Bible, but only 57% were able to identify Hebrew as the original language of the Old Testament and only 27% were able to say Greek was the original language of the New Testament.

Protestant Christians (80%) were more likely than Catholics (66%) were able to identify the John 3:16 reference.

- Source: Gallup, 01/14/12.

Unaffiliated, Unchurched Americans Continues To Grow

A 2012 survey by the Pew Forum on Religion and Public Life reveals that the number of Americans with no particular religious affiliation has increased from just over 15% to just under 20% of all U.S. adults, with 6% being self-described atheists or agnostics.

Two-thirds of the unaffiliated (68%) say they believe in God. Also, 58% say they often feel a deep connection with nature and the earth, 37% classify themselves as "spiritual" but not "religious," and 21% say they pray every day.

However, most of them say they aren't really looking for a religion or sect that would be right for them and believe that religious organizations are too focused on rules and too concerned with money, power and politics.

The growth of unaffiliated Americans is being driven by young adults age 18-29, 32% of whom say they have no particular religious affiliation.

Apparently, most of the increase in unaffiliated adults is coming from the ranks of Protestant Christians, which have fallen from 53% in 2007 to 48% in 2012.

This marks the first time that the Protestant share in Pew surveys has dipped below 50%!

Finally, since 1987, the number of people, who "never doubt the existence of God" in the Pew survey, has dropped from 88% of American adults to 80% in 2012.

Religious Affiliation in America

Total Christian*	71.0%
Total Protestant	48.0%
Roman Catholic	22.0%
Orthodox Christian	1.0%
Evangelical Protestant	19.0%
Mainline Protestant	15.0%
Historically Black Churches	8.0%
Other Minority Protestant	6.0%
Nothing in Particular	13.9%
Other Faiths	6.0%
Agnostic	3.3%
Atheist	2.4%
Mormon	2.0%
Don't know	2.0%

* Note: Mormons and those belonging to the Jehovah's Witness, who are generally considered non-traditional spinoffs from Christianity, were not counted as part of the Christian faith by MOVIEGUIDE®.

- Source: Pew Research Center, 10/09/12.

Church Attendance and Movies

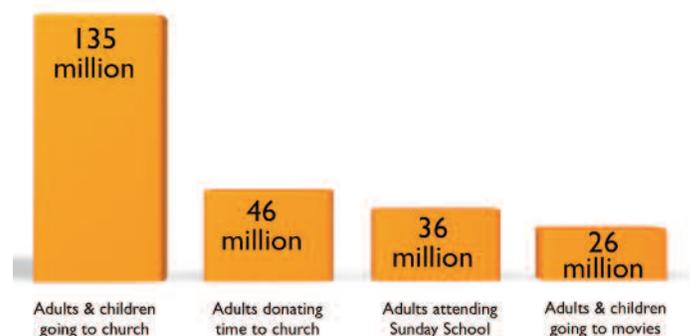
Weekly church attendance among adults in the United States is 43.1%, according to Gallup.

If extrapolated to include children, the number of Americans attending regular church services weekly could be as high as 135.81 million people out of America's 315.1 million people.

Of that number, the Barna Group says 15% of adults, or 36.06 million people, also regularly go to Sunday School on a typical Sunday, and at least 19% of adults, or 45.68 million people, donate some of their time weekly to serving at a church.

This compares to only 26.15 million people, including children and adults, who went to the movies in a typical week in 2012 in both the United States and Canada, according to ticket sales information culled from Variety, the main trade paper for the entertainment industry.

Church Attendance vs. Movies



- Sources: Gallup, 06/25/10, Variety, 01/04/12 (Page 20), and The Barna Group, 07/26/11.

Religious Persecution Rises in the U.S.

Religious persecution and hostility is rising in the United States, a joint report by two religious freedom groups contends.

The report by the Texas-based Liberty Institute and the Washington-based Family Research Council counts more than 600 incidents of religious attacks and hostility, most of them occurring in the last 10 years.

The incidents include attacks on veteran memorials, Ten Com-

mandments displays, public invocations, religious liberty in the schoolhouse, attacks on churches and ministries.

More and more of the attacks are coming from the government, the report shows.

Amazingly, in one attack, a federal judge held that prayers before a state House of Representatives could be to Allah, but not to Jesus!

"I have been doing these types of cases for almost 25 years now," said Liberty Institute Founder Kelly Shackelford. "I have never seen the levels of attacks like these and how quickly they are now proliferating."

He said the attacks are becoming violent too.

"The recent attacks on the faith-based Family Research Council and the attack on the Sikhs are recent examples," Shackelford noted.

Christian civil rights organization ACLJ Senior Counsel David French said the current increase has been decades in the making.

"The trend began with advent of the sexual revolution and the mainstreaming of the 1960s counterculture," he said. "As leftist radicals have progressed through the academy, media, churches, and government, the trend has only accelerated."

- Source: WorldNetDaily, 09/18/12.

Faith in Congress

How the 113th Congress Compares with the General Public:

RELIGION	# In Number in Congress	% In Percent in Congress	% of Percent of Americans
Protestant	299	56.10%	48%
Baptist	73	13.70%	17%
Methodist	46	8.60%	6%
Presbyterian	43	8/1%	3%
Anglican/Episcopal	39	7.30%	2%
Lutheran	23	4.30%	5%
Nondenom. Prot	3	0.60%	5%
Restorationists	3	0.60%	2%
Holiness	2	0.40%	1%
Congregationalist	2	0.40%	1%
Adventist	2	0.40%	<1%
Christian Scientist	2	0.40%	<1%
Pentecostal	1	0.20%	4%
Reformed	1	0.20%	<1%
Friends/Quakers	1	0.20%	<1%
Anabaptist	0	0.00%	<1%
Pietist	0	0.00%	<1%
Other/Unspecified	58	10.90%	5%
Catholic	163	30.60%	22%
Mormon	15	2.80%	2%
Orthodox Christian	5	0.90%	1%
Jewish	33	6.20%	2%
Buddhist	3	0.60%	1%
Muslim	2	0.40%	1%
Hindu	1	0.20%	<1%
Unitarian Universalist	1	0.20%	<1%
Other Faiths	0	0.00%	2%
Unaffiliated	1	0.20%	20%
Don't Know/Refuse	10	1.90%	2%
TOTAL	533	100%	100%

Note at the end: These are some of the findings from an analysis by the Pew Research Center's Forum on Religion & Public Life of congressional data compiled primarily by CQ Roll Call. The analysis compares the religious affiliations of members of the new Con-

gress with Pew Research Center survey data on the U.S. public. CQ Roll Call gathered information on the religious affiliations of members of Congress through questionnaires and follow-up phone calls to members' and candidates' offices, and the Pew Forum supplemented this with additional research.

Sources: Figures for Congress based on data collected by CQ Roll Call and the Pew Forum. Figures for American adults from aggregated data from surveys conducted by the Pew Research Center for the People & the Press in January - August 2012, except for figures for Protestant subgroups, which are from the Pew Forum's "U.S. Religious Landscape Survey," conducted in 2007. Because they come from different data sources, the nested figures for Protestant subgroups do not add to the Protestant total.

Note #2: Reflects those being sworn in as members of Congress on Jan. 3, 2013. Excludes two recently vacated seats - the Illinois House seat previously held by Jesse Jackson Jr. (Baptist) and the South Carolina House seat previously held by Tim Scott (unspecified Protestant).

Confidence in the Church Declines

Recent Gallup polls have discovered that U.S. confidence in "the church or [in] organized religion" has dropped to an extreme low. The new statistics correspond to an overall decline in religion's confidence since the '70s.

However, religion isn't the only institution with diminished confidence. "Confidence in public schools, banks and television news [are] at their all-time lowest, perhaps reflecting a broader souring of Americans' confidence in societal institutions in 2012," Gallup reported.

The decline in religion's confidence may worry devout Christians who seek to promote the country's religious foundation. However, despite the decline in confidence of organized religion and church, the number of Americans that value religion as important has remained fairly similar to mid-70s levels.

Some possible reasons for the difference between confidence in religion and that in organized religion lies in various pastor scandals and televangelist misdeeds throughout the years. Furthermore, some of those in the entertainment industry have shown extreme bigotry by sometimes portraying churches in a negative light and thus have discouraged public confidence in organized religion.

Therefore, it remains important to promote positive values in the media to encourage confidence in religious society and in the church.

MOVIEGUIDE® will continue to promote a positive church view in the media industry and pray that church confidence will begin to grow again. Your support is becoming increasingly vital to those efforts.

- Source: Gallup, 07/12/12..

Specific Christian Beliefs Increase in America

A poll of American adults taken by Gallup in May 2010 found that 80% of Americans, or 195.2 million adults, believe in God (compared to 78% in 2008), 12% (or 29.29 million adults) believe in a "universal spirit" or "higher power" (compared to 15% in 2008), 6% believe in neither, 1% believe in something else spiritually, and 1% have no opinion.

The percentage of belief in God increases when it's just a yes or no question. Thus, another, more recent poll from Gallup of 1,018 American adults in May 2011 shows that 92% of Americans generally believe in God.

That poll also showed that Republicans and conservatives are more likely to believe in God (98% and 98%, respectively) than Democrats (90%), Liberals (85%), Independents (89%), and Moderates (91%). In an earlier poll by Gallup, nearly a quarter of Independents said they believe in a universal spirit or higher power

(22%), compared to 14% of Democrats, and 9% of Republicans.

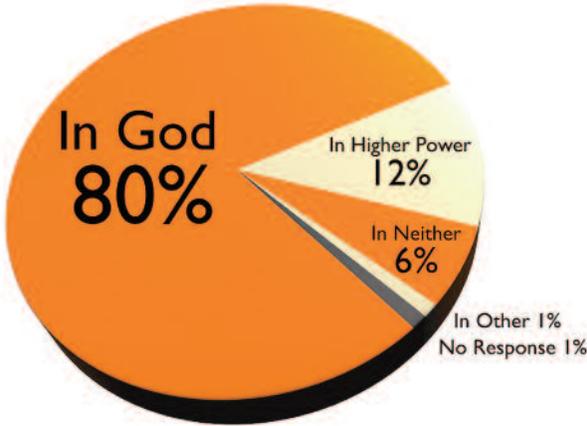
Belief in God falls precipitously among those with a post-grad education, to 87%, compared to those with a college education, high school education, or less, which ranges from 92% to 84%.

On a much more worrisome note, belief in God falls among young adults age 18-29, decreasing to 84% compared to 94% for all other age categories.

Finally, the 2011 poll found that Americans in the South were much more likely than Americans in the Midwest, West, and East to believe in God, 96% versus 91%, 92%, and 86%.

Gallup Poll*, May 2010

Americans Believe...



Gallup Poll*, May 2011

Do You Believe in God?

Do You Believe in God?	Believe In
Yes	92%
No	7%
No Opinion	1%

- Sources: Gallup.

Church Perceptions

Most Americans have a favorable perception of Methodist, Catholic, and Southern Baptist churches, but not so much for Mormon and Muslim places of worship.

A LifeWay Research study found 62% of Americans have a favorable perception of Methodist churches, compared to 59% for Catholic ones, and 53% for Southern Baptist ones. Only 37% have a favorable perception of Mormon churches, and only 28% have a favorable perception of Muslim ones.

In addition, the survey found that, of the 40% who had an unfavorable view of Southern Baptists, 35% "strongly agree" that a Southern Baptist church is not for them, compared to 33% for Catholics, 29% for Other Baptists, 26% for Methodists, and 20% for community or nondenominational churches.

Those who never attend church had the biggest unfavorable impression of Southern Baptist churches (44%).

- Sources: The Foster Letter, 12/25/11, and Baptist Press, 12/07/11.

Very Religious Have Higher Wellbeing

A Gallup report last year found that very religious people enjoy a higher wellbeing.

	Very religious	Moderately religious	Nonreligious
Well-Being score	69.2	63.7	65.3

The survey controlled for age, sex, race, ethnicity, location, marital status, socioeconomic status, and child-rearing status. It took into account emotional health, physical health, work environment, and healthy versus non-healthy behaviors.

- Source: Gallup, 02/16/12.

Very Religious Are Healthier

A recent Gallup report states Americans who are very religious generally live healthier lives than those who are not religious.

These very religious Americans score higher in eating healthy, exercising regularly, and smoking less than non-religious Americans. Even moderately religious Americans have been found to be healthier than non-religious Americans.

Although some are surprised by this fact, it really should not be a shock because many religious groups view the body as a gift from God that one should take care of. By this presupposition, it is no big surprise that very religious people tend to live healthier lifestyles than those who are not religious.

- Source: Christian Post 12/23/2010.

More God, Less Crime?

A new book by criminologist Byron H. Johnson examines decades of research showing that approaches to fighting crime and juvenile delinquency that are faith-based work best.

A Baylor University Distinguished Professor of the Social Sciences, Johnson writes in MORE GOD, LESS CRIME, "Thousands of published studies across a diverse range of disciplines find religion, no matter how it is measured, consistently related to positive and beneficial outcomes."

The book tells inspiring tales of programs like Amachi, a Philadelphia-based initiative partnering religious and secular organizations to provide mentoring for children with a parent in prison.

In describing his book, Johnson lamented the secular focus among many social scientists, including criminologists. He blamed it on a prejudice against religion and a lack of religious awareness.

Johnson's comments here are interesting, because this narrow-minded secular focus is also a problem in fields like history, film studies, politics, and the legal profession, something that MOVIEGUIDE's editors have encountered for years in their own research. Too often, atheist ideologies like Marxism, Radical Feminism and "Queer Theory" are welcomed in academia, but, regrettably, the redemptive Bible and the Gospel of Jesus Christ are not.

- Source: Templeton Report, 06/29/11.

In U.S., 46% Hold Creationist View of Human Origins

A recent Gallup poll reveals that 46% of Americans believe in the creationist view of the origin of life. This is a slight increase from 44% in 1982.

The poll also reveals that 32% of Americans believe that Humans evolved, but God guided the evolutionary process.

Finally, 15% of Americans believe that Humans evolved, and God had no involvement in the process.

In the poll, based on church attendance, 67% of Americans who attend church weekly believe that God created humans in present form within the last 10,000 years, 3% believe God had no involvement in the evolution of Humans, and 25% believe that Humans evolved with God's help.

55% of Americans who attend church almost every week/monthly believe in the creationist view, 10% in evolution by itself, and 31% in evolution through God's help.

25% of Americans who attend church seldom or never believe in the creationist view, 26% believe evolution by itself, and 38% in evolution with God's help.

Based on the political spectrum, 58% of Republicans believe in the creationist view, 5% believe in evolution by itself, and 31% believe that Humans evolved with God's help.

39% of Independents believe in the creationist view, 19% in evolution by itself, and 34% in evolution with God's help.

41% of Democrats believe in the creationist view, 19% in evolution by itself, and 32% in evolution with God's help.

Based on education levels, 25% of those with a Postgraduate de-

gree believe in the creationist view, 29% through evolution by itself, and 42% in evolution with God's help.

46% of those who are college graduates believe in the creationist view, 14% through evolution by itself, and 35% in evolution through God's help.

47% of those with some college education believe in the creationist view, 13% through evolution by itself, and 36% in evolution through God's help.

52% of those with a high school education or less believe in the creationist view, 11% through evolution by itself, and 25% in evolution with God's help.

In the past 30 years, there has been "virtually no sustained change in Americans' views of the origin of the human species since 1982" In general, 78% of Americans believe that God had a hand in the development of humans in some way.

- Source: Gallup, 06/01/12

Women in the Church

Statistics on women in the church from the Barna Group:

74% of Christian women say they are mature in their faith.

65% of Christian women say they are deeply spiritual.

36% of Christian women say they are "completely" satisfied with their personal spiritual development, 42% say they are "mostly" satisfied, 23% say they are less than fully satisfied.

53% of Christian women say their highest priority in life is family, while 16% rate faith as their top priority.

62% of Christian women say their most important role in life is as a mother or parent, 13% say it is being a follower of Jesus, and 11% say it's their role as wife.

36% of Christian women say raising their children well is the highest goal, while 26% say their highest goals are faith-oriented.

75% of Christian women say the Bible has the greatest influence on them, while 51% say the same about sermons.

Only 5% of Christian women say the media influences them a lot.

73% of Christian women say they are making the most of their gifts and potential.

72% of Christian women say they are doing meaningful ministry.

59% of Christian women say they have substantial influence in their church.

49% of Christian women say they are a servant.

36% of Christian women say they are a leader.

- Source: Barna Group, 08/14/12 and 08/17/12.

Temptation

Procrastination, gluttony, worrying, spending too much time on media, spending too much money, and being lazy are the biggest temptations for Americans, according to a recent poll by the Barna Group.

Also, viewing pornography was more of a temptation to men while gossiping, being jealous, eating too much, worrying, and spending more money were more tempting to women.

In addition, except for eating too much, young people said they were tempted more by all these things, and many other things, than older people

Finally, prayer, using reason or reminders, just saying no, staying away, or focusing on something else were the primary ways people said they resisted temptation.

Temptation	Percent
Procrastinating	60%
Worrying	60%
Eating too much	55%
Spending too much time on media	44%
Spending too much money	44%
Being lazy	41%

Gossiping	26%
Jealousy	24%
Viewing pornography	18%
Lying or cheating	12%
Abusing alcohol or drugs	11%
"Going off" on someone via text or email	11%
Doing something sexually inappropriate with someone	9%

- Source: Barna Group, 01/04/13.

Atheism versus Christianity

Atheists and other Christian and religion bashers like to promote the false argument that religion has killed more innocent people than any other force in the history of mankind.

Is that really true about those people professing the Christian religion?

Actually, according to Vox Day in THE IRRATIONAL ATHEIST, atheist regimes in the 20th Century alone killed and murdered about 153.3 million people for philosophical, political and economic reasons, while in 2,000 years people mis-representing the Christian faith killed and murdered only about 1.65 million, or 93 times less the number of people in 20 centuries compared to only one century of atheist tyranny and villainy!!!

Democide* Statistics, Christianity vs. Atheism

Atheist Democide in 1 Century (20th)	153.36 million people
Christian Democide in 20 Centuries	1.65 million people

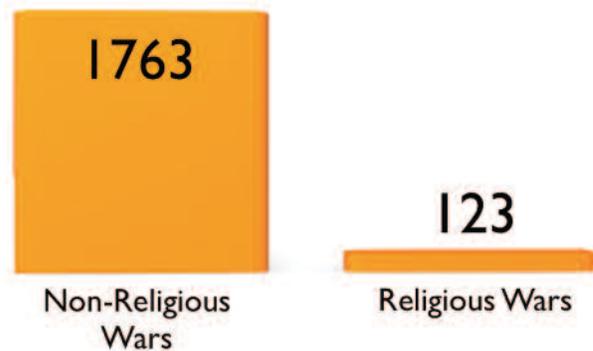
* Democide includes genocide, political killings and murders, and mass murder.

Of course, atheist regimes also build hospitals, schools, and cities, but so do Christians and Christian nations. In fact, Christianity has built more hospitals, schools, and universities than any other faith or ideology. Even Hollywood, which is located by the way in a city built by Christians called Los Angeles or City of the Angels, recognizes this fact about hospitals. After all, have you ever heard of the TV show ST. ELSEWHERE?

Clearly, however, atheist authoritarianism is inimical to the lives of all people. Atheists and other Christian bashers should stop their deceitful slander of Christianity and Christians.

- Source: www.godandscience.org.

Religious Wars Account for Only 7% of All Wars



Atheists and other religion bashers are wrong about how many wars in history were actually religious wars.

According to the ENCYCLOPEDIA OF WARS by Charles Phillips and Alan Axelrod, religious wars account for only 7%, or 123, of the 1,763 wars in recorded human history.

It is important to note that 66 of those religious wars, more than 50%, involved Islam, the so-called "religion of peace." Yet, Islam did not even exist as a religion for 3,000 years of recorded human warfare!

In that light, please note that the Christian Crusades, especially

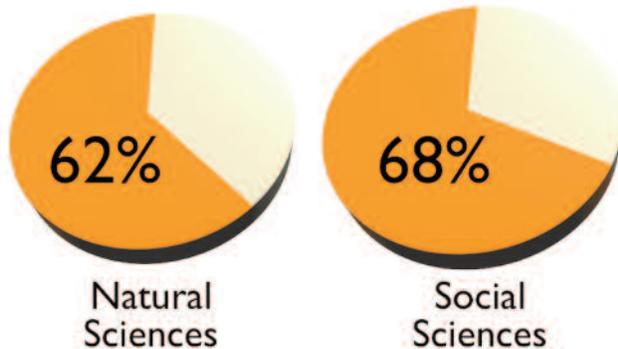
the first one, were actually a defensive action against the barbarity, violence, and warmongering of Islam.

Furthermore, only one of the U.S.A.'s 17 wars, the current "War on Terror," has involved any religious entanglement (once again against violent, sexist Muslim tyrants), despite the fact that the United States has been one of the most religious nations in the past 221 years of its existence.

Thus, when liberal atheists like Sam Harris (on page 12 of his book *THE END OF FAITH*) say that humanity's tendency to slaughter one another "generally have their roots in religion," he is not telling the truth.

Remember these facts next time you run up against an irrational atheist or loony secular progressive ranting or frothing at the mouth against religion, Christianity, God, the Bible, or "the religious right."

- Source: www.godandscience.org.



Faith in God Is Inherent in Our Brains, Evidence Shows

Dr. Justin Barrett at the University of Oxford's Centre for Anthropology and Mind has concluded that faith in God is something that young people inherently have. Children believe in a supreme being because they assume life was designed and created with a purpose.

"The preponderance of scientific evidence for the past 10 years or so," Dr. Barrett told BBC Radio 4's Today program, "has shown that a lot more seems to be built into the natural development of children's minds than we once thought, including a predisposition to see the natural world as designed and purposeful and that some kind of intelligent being is behind that purpose."

As Brooks Alexander, the founder of the Spiritual Counterfeits Project notes, "The ability and inclination to believe in God is hard-wired in the human brain, and is not the product of social conditioning or parental brainwashing – contrary to Dawkins, Dennet, Harris and Hitchens et al."

Dr. Barrett's research flies in the face of popular thought that says we are born atheists and have to learn to believe in God. The truth is actually the reverse.

Thus, as MOVIEGUIDE® has taught for years, it is our culture, through the mass media and the schools, that teaches our children and grandchildren to reject Christianity, the Bible and ethical monotheism!

Therefore, if you really want to serve God and truly make the world a better place, supporting MOVIEGUIDE®'s mission to redeem the values of the mass media with your gifts and prayers is absolutely vital.

Source: The Telegraph, 11/24/08.

Scientists Find God

A group of University of Toronto scientists has found that belief in God relieves stress and induces happiness.

"Religion provides meaning in people's lives," noted Michael Inzlicht, a psychology professor at Toronto who participated in run-

ning tests on what relieves stress in people.

- Source: The Globe and Mail, 03/05/09.

Scientists and God

Do scientists disbelieve in God?

A recent survey of 2,198 faculty members from 21 elite U.S. research universities showed that less than 38% of faculty members in the natural sciences, 37.6%, and less than one-third of faculty members in the social sciences, 31.2%, disbelieve in God.

Also, the survey found that only 15% thought that science and religion were always in conflict.

Reason tells us that all science and all history, whether in the natural sciences or the social sciences, depend on the Transcendental, Eternal, Non-Material Laws of Logic which human beings can apply, but that the Rational, Transcendental, Eternal, Non-Material Laws of Logic depend on, and find their origin in, a Rational, Transcendental, Eternal, Non-Material God who can communicate with and guide human beings directly. This is exactly what the Bible says and implies.

Thus, in the final analysis, Reason, Science, History, and Logic work because the God of the Bible exists!

- Source: [GodAndScience.org, http://www.godandscience.org/apologetics/why_are_scientists_atheists.html](http://www.godandscience.org/apologetics/why_are_scientists_atheists.html).

More Religious Facts

Rasmussen Reports notes that 61% of American adults, or 138 million people, believe life would get better if more Americans lived like Christians (12/26/08).

About 40% of Americans have never known an Evangelical Christian.

About 53% of American families pray together once a month or more.

- Source: Mission America, February 2008.

Look to Jesus, Not Socialism

"Great schemes of socialism have been tried and found wanting; let us look to regeneration by the Son of God, and we shall not look in vain."

- The Rev Charles Spurgeon, 1891.

Nearly 40% of Americans Fail Citizenship Test

Nearly 40% of Americans, 38%, failed a citizenship test, Newsweek magazine revealed last week.

In fact, when Newsweek gave 1,000 Americans the test, 29% couldn't remember Vice president Joe Biden's name, 73% couldn't say why America fought the Cold War against the Russian communists and their allies, 44% were unable to define the Bill of Rights, and 6% couldn't even circle Independence Day, July Fourth, on a calendar!

Newsweek also pointed out that, in a March 2009 test conducted by the European Journal of Communication, 68% of Danes, 75% of Brits and 76% of Finns could identify the Taliban, but only 58% of Americans could do the same – even though America has been fighting that Muslim group in Afghanistan since 2001.

Experts cited by Newsweek gave several reasons for why Americans fare so poorly in such tests.

The reasons included near-constant elections for local, state and federal offices, America's decentralized education system, America's huge immigrant population that doesn't speak English, and America's "market-driven" media system.

They forgot the ongoing effort by the enemies of freedom to dumb down Americans so they would abandon their freedom and settle for socialist bondage.

- Source: Newsweek, 03/20/11.

Be Skeptical of Skepticism

“A skeptic is a person who, when he sees the handwriting on the wall, claims it is a forgery.”

- Morris Bender.

AMERICAN ATTITUDES TOWARD RELIGION

Most Americans Say Religion Is “Very Important”

Most Americans, 56%, or up to 175 million Americans, say religion is “very important” in their life, according to the Barna Group.

- Source: Barna Group, 07/26/11.

Most People Who Change Faith Do So by 24, Study Says

A survey by the Pew Research Center’s Forum on Religion & Public Life has found that most people who leave their faith do so by age 24.

Many who do leave their faith did so because they stopped believing in the teachings of their childhood faith or cite disillusionment with religious people and institutions.

- Source: Christian Newswire, 04/27/09.

Church Dropouts Can Be Reclaimed!

Though 70% of young adults age 18 to 22 leave the church, 60% of those dropouts can be reclaimed by family members, friends and acquaintances, according to Lifeway Research.

Of those 60%, 39% will return if gently nudged by their parents or other family members, while 21% will return if nudged by friends or acquaintances.

Christians have to learn to speak out, however. People will not return if you don’t ask them.

- Source: Mission America Coalition, August 2008.

Americans Support Christmas Displays, Sentiments

Not only do most Americans, an estimated 92%, celebrate Christmas, but, according to another Rasmussen poll, 68% favor saying “Merry Christmas” over “Happy Holidays,” with only 23% favoring the generic greeting.

Also, another Rasmussen survey released in 2009 showed that 76% of American adults said it’s okay to display religious symbols, like Nativity scenes, in public settings, compared to only 11%.

Another 2012 Rasmussen poll showed that 82% believe public schools should celebrate at least some religious holidays.

Belief/Attitude	Percent
Schools should celebrate religious holidays	82%
Favor saying “Merry Christmas”	68%
Favor saying “Happy Holidays”	23%
Religious symbols in public are okay	76%
Religious symbols in public are not okay	11%

- Sources: Rasmussen Reports, 11/27/12 and 12/04/12, Don Feder, 12/13/09.

Most National Journalists Are Not Religious

Just 8% of journalists surveyed at national media outlets attend church or synagogue weekly, according to the Associated Press. In contrast, the Pew Research Center found that 39% of all Americans attend services weekly.

Robert Case II, director of the World Journalism Institute, says many evangelical journalists start out in secular news organizations, but they soon join Christian media, which offer an environment more accepting of their beliefs and more family-friendly.

- Source: citizenlink.com.

America’s Religious Knowledge Gap

A new survey by the Pew Research Center’s Forum on Religion & Public Life shows that Evangelical Protestants and Mormons in America know the most about Christianity but that atheists and agnostics know significantly more about Christianity than other Christians and other Non-Christians.

Also, atheists and agnostics do best when it comes to knowledge about world religions.

Average Number of Questions Answered Correctly

	Bible & Christianity (Out of 12)	World Religions (Out of 11)	Religion in Public Life (Out of 4)
Total	6.0	5.0	2.2
Christian	6.2	4.7	2.1
Protestant	6.5	4.6	2.1
White evangelical	7.3	4.8	2.3
White mainline	5.8	4.9	2.2
Black Protestant	5.9	3.9	1.7
Catholic	5.4	4.7	2.1
White Catholic	5.9	5.1	2.2
Hispanic Catholic	4.2	3.6	1.7
Mormon	7.9	5.6	2.3
Unaffiliated	5.3	6.0	2.3
Atheist/Agnostic	6.7	7.5	2.8
Nothing in particular	4.9	5.4	2.1

- Source: Pew Research Center’s Forum on Religion & Public Life, 09/28/10.

Atheists Who Take Children to Church

According to a study conducted by Rice Univ.’s Elaine Ecklund with others at the Univ. of Buffalo, 17% of U.S. scientists who are atheists attended a religious service with their children more than once in the past year.

They attend church services mostly for social and personal reasons. Some attend only to please their spouses, others for the purpose of socializing, and many simply want their children to become familiar with religion so they can make informed decisions on their own about their spiritual lives as adults. Many of the non-religious academics considered themselves “spiritual” because, though they did not identify with the any religious group, their scientific research and life was motivated by a quest for meaning.

- Source: Foster Letter, 12/25/11.

America’s Religious Heritage

“Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other.”

- President John Adams, October 11, 1798.

A Christian Nation!

“This is a Christian nation.”

- Supreme Court Ruling, “Church of the Holy Trinity vs. United States,” opinion delivered by Justice David Brewer, 1892.

CHILDREN AND RELIGION

One-Third of Older Children and Teenagers Want Media Wisdom in Church

Most parents and tweens/teenagers have not heard any kind of teaching in a church, religious setting, or public forum about how families can best use media, entertainment, or technology.

When asked if they would be open to one version of such training, “a Christian or faith-based perspective about how to be a good user of entertainment and technology without letting things negatively impact your family relationships,” 42% of parents and 33% of older children and teenagers expressed interest.

- Source: Barna Group, 05/23/11.

Church, Family Prevent Underage Smoking

New studies link lower rates of smoking in youths with stable families and weekly religious attendance.

This year the Marriage and Religion Research Institute® (MARRI) published an article on smoking trends before the age of 17, which shows that “12 percent of children who grew up in an intact married family and who now worship at least weekly have ever smoked,” whereas, “34 percent of those who grew up in all other family structures and never attend church [have ever smoked].” Those other family structures include married stepfamily, cohabitating stepfamily, single divorced-parent family, and always-single parent family.

This report continues the history of studies showing that family relationships and religious practices play important roles in the development of child behaviors.

Further surveys in the MARRI report show that teenagers who frequently have dinner with their families or who claim religion as an important aspect in their lives were significantly less likely to smoke, drink or use drugs.

As the family unit breaks apart and as religious attendance declines, children become more susceptible to drugs and alcohol.

During years of important cognitive development, children need a healthy and supportive environment to flourish apart from the encroachment of harmful substances.

- Source: Marriage & Religion Research Institute, 02/24/11.

What College Students Really Want – Meaning and Purpose

By Diana Anderson and Tom Snyder

The annual Almanac of the Chronicle of Higher Education reports that undergraduate enrollment increased by 38 percent from 1999 to 2009, passing 20 million for the first time in 2009. As this number continues to climb, so too do students’ expectations.

The Higher Education Research Institute found that 75 percent of college freshmen – at least 3.75 million young Americans – are “searching for meaning and purpose in life” at the outset of their college careers.

This yearning is not surprising to the folks at InterVarsity Christian Fellowship, which recently reported that, over the past five years, the number of students who’ve come to know Jesus Christ as Lord through InterVarsity has increased by 30 percent.

According to its website, InterVarsity is “an evangelical campus mission serving students and faculty on college and university campuses nationwide.” They endeavor to help students close their “search for meaning” by sharing with them the Good News of Jesus Christ.

“Most of our 866 InterVarsity chapters across the country are engaged in a variety of new student outreach activities at the beginning of the fall semester, in order to meet incoming students,” InterVarsity President Alec Hill says.

InterVarsity activities include community tours, dorm move-in assistance, social mixers, and evangelistic outreaches that encourage the development of genuine, meaningful relationships, conversations, and communities that contain Christ at their centers.

The type of college student InterVarsity and other Christian groups, such as Campus Crusade for Christ, reach is clearly an untapped resource for Christian filmmakers and other entertainment industry leaders. After all, if three-quarters of college freshmen are seeking “meaning and purpose in life,” then isn’t it clear that movies, television programs, video games, Internet sites, and music with morally and spiritually uplifting values will appeal to most college students?

Please help Movieguide® reach these young people through the mass media of entertainment!

InterVarsity is one of the founding members of the International Fellowship of Evangelical Students, which has member groups and affiliates in over 150 countries.

- Source: ASSIST News Service, 09/06/11.

Even Babies Know the Difference Between Good and Evil

According to a group of psychologists, children by age six months have developed a sense of moral code and can tell the difference between good and evil. Rather than the belief that morals come from our upbringing, the findings suggest that the moral code is hardwired into our brains at birth.

Professor Paul Bloom, psychologist at Yale University in Connecticut says, “A growing body of evidence suggests that humans do have a rudimentary moral sense from the very start of life.”

These findings fit in with other scientific studies showing that human beings are conceived and born with an inherent linguistic ability/structure and an inherent ability to do math.

All of these findings support Ethical Monotheism, the philosophy that there is one God, who is personal and rational and who created all things, including the incredible complexity of life. As such, they also refute the theory of naturalistic evolution.

- Source: Daily Mail, 05/10/10.

Want Better Grades? Attend Church Weekly!

A study released in 2008 by sociology professors at the University of Iowa and the University of Notre Dame found that students who attend church weekly average a Grade Point Average 14.4% higher than those who never attend.

The new study generally confirms a 1997 study by the National Longitudinal Survey of Youth showing that 26% of students who attend weekly got mostly A’s, while only 16% of those who never attend got mostly A’s. That study also found that 28% of students who come from intact families got mostly A’s, while only 18% of students with a single divorced family and 9% of students from an always single parent got mostly A’s.

The two studies also match other studies showing that student who attend church monthly or weekly are also more likely to stay in school and less likely to get suspended or expelled.

- Sources: Fox News and Live Science, 08/22/08, and Marriage Research & Religion Institute.

The Mass Media Creates the Culture that Impacts Christianity

The mass media creates the culture that not only influences the hearts, minds and behavior of children, but that also impacts the future of Christianity.

Just as the printing press changed the nature of Christianity and culture 500 years ago, today’s mass media has created a secular culture with Anti-Christian attitudes that has watered down Christianity and restricted the power of the Church, God’s people, to preach the Gospel of Jesus Christ, save souls and overcome evil with good.

Because of this undeniable fact, the ministry of MOVIEGUIDE® is more important than ever.

Therefore, please consider a generous donation to this ministry by visiting <http://www.movieguide.org/donate.html> or by calling 1-800-899-6684 24 hours per day, or 1-888-248-6689 during business hours.

- MOVIEGUIDE® Editorial Board.

"I am the bread of life. Whoever comes to me will never go hungry..."

- Jesus Christ, John 6:35

CHARITY IN AMERICA

Charity U.S.A., 2011

Charitable giving in the United States continued to rebound in 2011, rising 4.0% in current dollars and 0.9% in inflation-adjusted dollars, to \$298.42 billion.

That's good news since charitable giving fell a combined 13% in 2008 and 2009.

Charitable bequests saw the biggest increase in giving, 8.8% when adjusted for inflation. They were followed by individual giving, which rose 0.8% when adjusted for inflation. The two other categories, giving by foundations and giving by corporations, declined 1.3% and 3.1% when adjusted for inflation.

Sadly, giving to religion declined 4.7% when adjusted for inflation. Giving to foundations also saw a hefty decrease after inflation, 8.9%. Giving to international affairs increased 4.4% after inflation. Giving to environmental and wildlife causes increased 1.4%. And, giving to arts, culture, and the humanities increased 1% after inflation while giving to education and public-society benefit organizations increased 0.9% after inflation.

In contrast to this, moviegoers in the United States and Canada decreased their spending in 2011 3.7% before inflation, from \$10.566 billion to \$10.174 billion at the theatrical box office in 2011, according to Variety.

Where the Money Came From in 2011

Source	Amount
Individuals	73% \$217.79 billion
Foundations	14% \$41.67 billion
Bequests	8% \$24.41 billion
Corporations	5% \$14.55 billion

Where the Money Went in 2011

Destination	Amount
Religion	32% \$95.88 billion
Education	13% \$38.87 billion
Human services	12% \$35.39 billion
Gifts to grantmaking foundations	9% \$25.83 billion
Health	8% \$24.75 billion
International affairs	8% \$22.68 billion
Public-society benefit	7% \$21.37 billion
Arts, culture and humanities	4% \$13.12 billion
Unallocated	3% \$8.97 billion
Environment, wildlife	3% \$7.81 billion
Donations to individuals	1% \$3.75 billion

- Sources: Giving USA: The Annual Report on Philanthropy for the year 2011 (2012). Chicago: Giving USA Foundation.

Economy Continues to Squeeze Americans' Charitable Giving

As the United States economy continues to falter, the economic crisis pounding the EU, and China's decay in growth, Americans are slowing down their charitable giving, according to the Barna Group's team of polling experts.

34% of U.S. adults report they "have been affected in a 'major way' by the economic conditions of the last few years." This is higher than 2011's report of 28%.

Half of the adults, 50%, also agree that the recovery of the economy is going to take at least three years or more.

In addition:

"41% of all U.S. adults say they have reduced giving to non-profit organizations as a result of the poor economy in the last three months."

"One-third of Americans (34%) have dropped the amount donated to churches in the last three months."

"11% of Americans say they have completely dropped all giving to churches

in recent months, also the highest it has been in the four waves of tracking conducted by Barna.

"Baby Boomers (ages 47 to 65) are the most likely generation to struggle with the economic doldrums of recent years. Two out of five Boomers claim to be affected in a major way (40%), followed (35%) by the next-youngest generation, Busters (ages 28 to 46). While about one-quarter of Elders experienced a similar effect (27%), the same proportion of the nation's Mosaics (ages 18 to 27) has been hit in a major way."

"In terms of religious segments, practicing Protestants were among the least likely to reduce giving to churches. However, perhaps to make up the difference, they were among the most likely to scale back their giving to other non-profit organizations. In contrast, practicing Catholics are more optimistic than Protestants about a speedy recovery; however, they are more likely to cut back donations to churches."

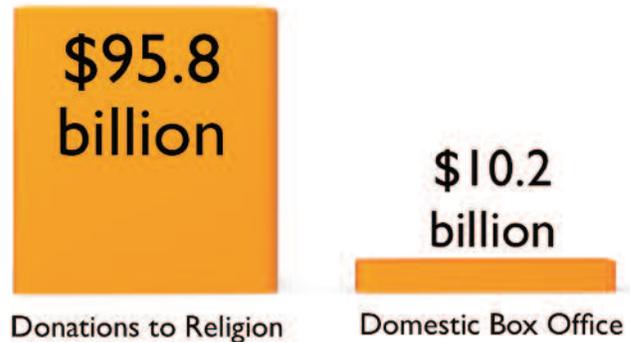
- Source: Barna Group, 06/28/12.

U.S. Donations to Religion Versus Movie B.O.

Charitable giving to churches and other religious organizations in the United States totaled \$95.88 billion in 2011, but the movies only made \$10.174 billion at the theatrical box office in 2011 in both the U.S. and Canada.

Thus, donations to religion in the U.S. alone were more than 9.4 times higher than domestic movie ticket sales!

Donations vs Box Office 2011



Despite this huge difference, Hollywood averages about \$106 million or more to produce, distribute, and promote, or market, each movie it made, according to the Motion Picture Association of America. Yet, the budget for MOVIEGUIDE® and the Christian Film & Television Commission® (CFTVC) is less than two percent of that amount for the whole year!

Despite this huge discrepancy, in the past 20 years, with the help of this ministry and its Annual Faith & Values Awards Gala and Report to Hollywood, the percentage of movies with positive Christian and moral content has more than quadrupled!

Imagine, therefore, what MOVIEGUIDE® could do if people in the Church spent one-tenth of what Hollywood spends on only one movie, or \$10.6 million every year, to support the work of MOVIEGUIDE® and CFTVC to redeem the values of the mass media of entertainment!

- Sources: Giving USA Foundation, 2012, and Variety, 01/05/13.

Religious People Are Much More Generous

Category	Religious People	Non-Religious People
Give money to any cause	91%	66%
Give money to a non-religious cause	71%	61%

- Source: NonProfit Times. Kluth.org.

Religious People and Conservatives Give Much More Money to Charity!

A study by philanthropy expert Arthur C. Brooks, former Syracuse University professor and president of the American Enterprise Institute, says that conservatives, especially religious conservatives, give far more money and volunteer time to charity than liberals and non-religious people.

The study shows that conservatives give 30% more money to charity than liberals, even though liberals earn 6% more money. Brooks also found that liberals who are religious give more money to charity than liberals who are not religious.

In fact, religious conservatives give 100 times more money to charity than secular liberals or “progressives.” They also volunteer more.

Brooks, author of *WHO REALLY CARES?* and *THE BATTLE*, also found that people in wealthier, more liberal states like California and New York are below average in charitable giving compared to people in poor states like Mississippi and Alabama.

In fact, the working poor in the United States give a larger percentage of their incomes to charity than any other income group, including the middle class and the rich!

Finally, the study shows that Americans are far more charitable than Europeans – 14 times as much as the Italians, seven times as much as the Germans, and three and one-half times more charity than the French.

Annual Donations to Charities

Conservatives	\$1,600
Liberals	\$1,230

Brooks surmises that Europeans and liberals, especially secular ones, believe the government should take care of people, but Americans and conservatives, especially religious ones, tend to believe in personal charity and individual responsibility.

– Source: *WORLD Magazine*, 12/09/06, and *Religion News Service*, 01/07/07.

Concerned Parents Can Turn to MOVIEGUIDE®

A 2007 survey by the Barna Group showed that parents are concerned about the negative content in many media-related products, but they don't know where to turn when deciding what products to buy for their children, especially their teenagers.

Barna estimates, however, that Christian parents spend more than \$1 billion each year on media-related products for children and teenagers such as CDs, DVDs, video games, and books.

Well, a new survey by Barna shows that 42% of parents and 33% of older children and teenagers expressed interest in getting training on how best to use the media from their church or similar public forums.

Of course, MOVIEGUIDE® is your family's best source for deciding what movies to see and what DVDs and videos to buy. And, we have many media-wise resources and tools to help parents with children and parents with growing teenagers, decide what other media-related products are appropriate for their children and teenagers, including the book *THE CULTURE-WISE FAMILY* by Ted Baehr.

For more information, call 1-800-899-6684 or visit our website at www.movieguide.org.

– Sources: MOVIEGUIDE® and Barna Group, 05/23/11 and 11/19/07.

The Difference Between Face Time and Family Time

Although many parents are able to spend more physical face time with their children today, particularly fathers, this does not necessarily mean they are providing the valuable face time, empathy, and bonding that children crave and require.

The rise of popularity and accessibility of technology has allowed more parents to get work done at home using laptops, cell phones, and mobile email. However, this increased ‘face time’ that parents are spending with their child does not, in fact, mean that there is more quality time being spent between children and parents.

The technology that is used creates a blurring gap between the line of personal life and work life, distracting parents from the valuable family time that their children crave. So, despite the fact that parents may very well be spending

more time than ever with their children, they don't always capture exactly what's going on and happening between them.

Many modern families may not realize how this divided attention plays out with kids. However, a Michigan State University sociologist says, “If you're not connecting with mom and dad (even though you're in the house with them), what difference does it make?”

This information raises important questions regarding what will happen to our valuable family time and bonding amidst an era of growing digital distractions. Arranged marriages online? Family dinners on Skype? Having most all human contact through Facebook? Permanent effects on the family are obviously not out, seeing as how the phenomenon of social media is somewhat recent, but it can be easily deduced that face to face, meaningful, human interaction is easily and hands down the most cherished. We don't remember the great email our dads sent us. We remember the great hug they gave us after they got up early, on a Saturday, to watch our soccer game.

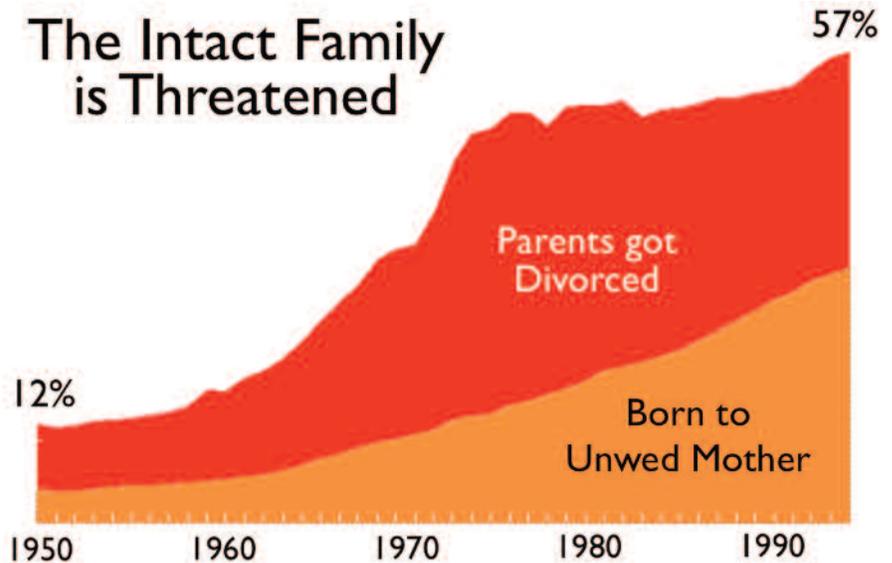
– Source: *USA Today*, 04/15/10.

Single Moms

Today there are about 10 million single mothers in the U.S. with children younger than 18. In fact, about 40% of all children now are born to single mothers.

THE FAMILY

The Intact Family is Threatened



Yet, contrary to the longstanding image of the single mom (young and from a lower socio-economic background), these moms are older (average age 39) and about one-third have a live-in partner. While they do tend to have lower household incomes than married moms, about 80% work.

- Sources: The Foster Letter, 11/10/11, and Engage Moms, 10/26/11.

Media Moms

Today, moms are more likely to shop for media items: books (11% more likely than the adult online population), magazines (20%), digital music (15%), and video games (7%).

Also, mothers with children under 18 are 19% more likely than the general population to engage in social networking and even more likely to become a fan or follow a brand (31% more likely), become a fan or follow a celebrity (24% more likely), and comment on others' postings (27% more likely).

In addition, moms account for 25% of all video streams occurring on social networks and are also more likely to post their own content, 37% more likely to post photos, 25% more likely to link articles/videos, and 33% more likely to give status updates. Moms are also 37% more likely to send/receive invites online, 17% more likely to use instant messaging, and 14% more likely to make/receive voice calls online. Finally, moms make up more than 20% of online video viewers.

- Sources: The Foster Letter, 06/10/11, and Center for Media Research, 05/18/11.

Moms Control Spending

Moms control the vast majority, 85%, of household spending.

- The Foster Letter, 06/10/09.

Most Mothers Want To Work Only Part Time

Most American mothers with children age 17 or younger, 62%, want to work only part time, but only 26% of America's 66% working mothers, are able to do that, according to the Pew Research Center in October last year.

- Sources: Pew Research Center 10/01/09.

Marriage Matters

Marriage matters.

Robert Lerman of the Urban Institute says that unmarried parents accounts for 40% of the poverty in single-parent homes.

Also, new statistics from the Heritage Foundation show that married men earn \$8,000 more per year than their unmarried counterparts living with a woman. In addition, the yearly household income for married couples is \$12,500 higher, and married couples are 700% more likely to own a home and less likely to default on home loans.

Statistics from multiple previous sources also show that children raised by single mothers are more likely to commit murder and rape, go to prison, commit suicide, drop out of school, become involved in a teenage pregnancy, become runaways, and live in poverty.

This does not bode well for the 1.7 million babies born to unmarried women in 2007, according to a March 18, 2009 report by the U.S. Dept. of Health and Human Services.

As Jesus says in Matthew 19:4-6, "Haven't you read that at the beginning the Creator 'made them male and female,' and said, 'For this reason a man will leave his father and mother and be united to his wife, and the two will become one flesh'? So they are no longer two, but one. Therefore, what God has joined together, let man tear asunder."

- The New American, 07/24/12, Family Enterprising, 2009, and Ann Coulter, GUILTY, pages 33-71.

Declining Marriage Stats Since Hollywood's Modern Sex Craze

Attitudes toward marriage and family have dramatically changed for the worse in the United States since 1966, when Hollywood began having much more explicit sexual content in their movies, according to a 2010 Pew Research Center study.

In 1960, 72% of the U.S. adult population was married. That number dropped to 51% in 2010. Another startling statistic is that the number of children born to unmarried mothers has risen over the last 50 years from 5% to 41%.

Also, according to another Pew study on Dec, 14, 2011, 64% of U.S. adults with college degrees are married compared to only 48% of those with some college and 47% of those with a high school education or less.

The marriage situation is even worse when it comes to America's black population. Thus, only 31% of African Americans are married compared to 61% in 1960.

Finally, the number of new marriages declined 5% between 2009 and 2010, but this could be due to the sour economy under President Obama and the Democratic Congress during those years (Democrats were in charge of both the U.S. House and Senate from January 2007 to January 2011).

Contributing to this rise in explicit media sex and this decline in marriage since the 1960s is the fact that the 78 million Millennials (people born between 1980 and 2000) are the least religious generation in American history, according to Thom and Jess Rainer in their book *The Millennials: Connecting to America's Largest Generation*.

Despite the shocking decline in support for marriage, 76% of Americans still say their family is the most important element of their lives.

- Sources: Pew Research Center, 12/14/11, Pastor's Weekly Briefing, 12/10/10, Charisma News 12/21/10.

Father Figures

Children from fatherless homes are:

- 4.6 times more likely to commit suicide,
- 6.6 times to become teenaged mothers (if they are girls, of course),
- 24.3 times more likely to run away,
- 15.3 times more likely to have behavioral disorders,
- 6.3 times more likely to be in a state-operated institutions,
- 10.8 times more likely to commit rape,
- 6.6 times more likely to drop out of school, and
- 15.3 times more likely to end up in prison while a teenager.

- Source: Fathers for Life.

A Nation of Slaves?

Dependence on government is at an all-time high in the United States, according to statistics from various sources.

The percentage of Americans on food stamps is approaching 15%, or 47.3 million people. Also, half of Americans, 47% or 148 million people, depend at least partly on government handouts for their living expenses, which is paid for by the other half of Americans who pay income taxes (more than 49% of Americans don't pay any income taxes, compared to 34.1% in 2000, 12% in 1970, and 23.7% in 1962).

At the federal level, in fact, there are 12 programs providing food aid, 10 housing assistance programs, 10 programs funding social services, nine educational assistance programs, eight programs providing cash assistance, eight vocational training programs, seven medical assistance programs, and three energy and utility assistance programs.

More than 70% of federal spending goes to cover dependence programs.

Furthermore, Medicaid costs increased nearly 8.8% to \$273 billion annually from 2009 to 2010 alone, according to the Office of Management and Budget.

Finally, as of 2010, 91 million Americans were government employees or participants in aid programs.

"Last year, 41% of all babies born in the U.S. (including 53% of babies born to women under 30) were illegitimate, growing up without their own fathers," writes Phyllis Schlafly, president and founder of Eagle Forum.

"The problem of marriage absence is now costing the taxpayers even more than national defense," she added. "Politicians who say we can ignore social issues, or avoid talking about them, are really saying that they have no plan to

cut federal spending and the growing national debt.

“Welfare spending is a failure; it doesn’t advance us toward any constructive goal, such as helping recipients to get on their feet economically. It merely increases dependence on government handouts and increases votes for big-spending politicians.”

- Sources: The Heritage Foundation and Eagle Forum, March 2012.

Children of Same-Sex Couples Fare Poorly

The above facts show that promoting single, unmarried parenthood, including single mothers, is a bad idea.

A new study also finds that children of same-sex couples are more likely to be raped, consider suicide, suffer mental problems, engage in premarital sex, and be unemployed, according to a University of Texas study of 3,000 young adult children of homosexual parents, published by the journal Social Science Research.

The New Family Structures Study found that 5% of those with married heterosexual parents had considered suicide compared to 12% of adult children with lesbian parents and 24% with homosexual fathers.

Also, just 8% of those with married parents had ever been forced to have sexual relations against their will, compared to 31% with lesbian mothers and 25% of homosexual fathers.

In addition, the study found that only 8% of young adult children with married heterosexual parents were in therapy compared to 19% of children with lesbian or male homosexual parents. Three times as many young adults of lesbian parents than married heterosexual parents were currently living together, 24% compared to 9%.

Finally, young adult children of lesbian parents were four times more likely to be on welfare and three and one-half times more likely to be unemployed.

- Source: Mike McManus, Marriage Savers, 06/13/12.

Living Together Is a Bad Marriage Risk

Bowling Green State Univ. researchers found that 63% of men and 57% of women who get married by age 25 are now choosing to cohabit first. Although living together may be a strong pathway to marriage, it doesn’t mean it’s a pathway to a strong marriage.

“Couples who live together before marriage face a 65% greater risk of divorce compared to couples who do not cohabit prior to marriage. And, serial cohabiters see that risk double compared with those who cohabit only once,” observes Glenn Stanton, Focus on the Family’s dir. of Global.

- Sources: Citizen Link, 12/12/25 and The Foster Letter, 12/25/11.

Happy Married Couples Delay Sex Until the Wedding Vows

A new study by the School of Family Life at Brigham Young University shows that the happiest married couples are those who delay sex until they actually say the wedding vows and get married.

According to the study, relationship stability was 22% higher, relationship satisfaction was 20% higher, quality of sex was 15% better, and even communication was 12% better.

Researchers found that too much stress is being put on sex rather than trust, loyalty and commitment.

“There’s more to a relationship than sex,” Professor Dean Busby, who led the study, said, “but we did find that those who waited longer were happier with the sexual aspect of their relationship. I think it’s because they’ve learned to talk and have the skills to work with issues that come up.”

A new study of women by the University of Iowa revealed similar findings.

According to that study, 31% of women who engaged in sex as young teenagers divorced within five years of getting married and 47% within 10 years. The percentages for those who waited until adults to have sex was 15% at five years and 27% at 10 years. Finally, 31% of women engaging in teenage sex had multiple partners.

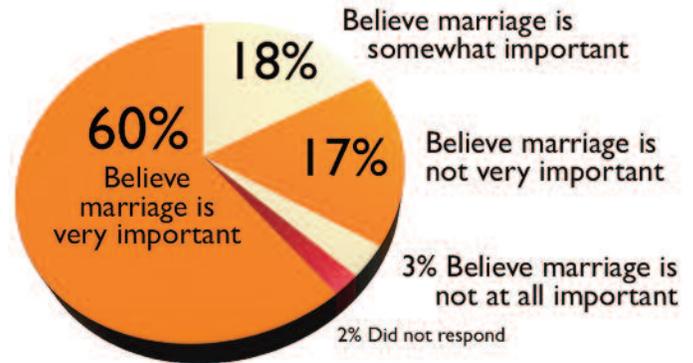
- Source: Daily Mail Online, 12/23/10.

Americans Favor Marriage

Americans overwhelmingly say marriage is important to society and many also say it’s too easy to get a divorce in the United States, according to a January 2012 poll by Rasmussen.

About 78% of 1,000 adults said marriage is at least somewhat important, with 60% saying it was “very important.” Also, 38% agreed divorce is too easy to get, though that number is down from 46% in June 2010.

Attitudes About Marriage



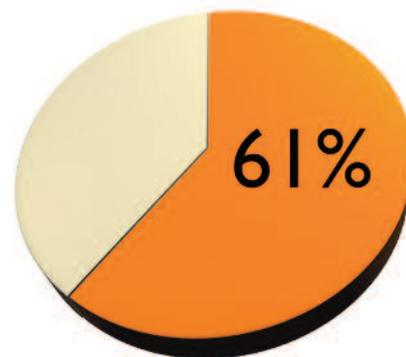
Factors in a Good Marriage

Listed below are the factors that make a successful marriage, versus those that make a failed one. The data come from more than 15 different studies.

Factor	Factors in a Good Marriage	
	Success	Failure
Age	Over 20-years-old	Under 20-years-old
Values/Backgrounds	Similar	Different
Education	College	High School
Cohabitation	None or once	Twice or more
Family of Origin	Intact	Divorced

- Rich Deems, “Is Living Together Before Marriage a Good Idea?”, www.godandscience.org.

61% of Teenagers Desire Abstinence Before Marriage



Confounding popularly held assumptions, a new study has found that 61% of American teenagers want to refrain from having sex until they marry.

According to the 91-page study conducted by OneHope, an international children’s evangelism ministry, respondents say that, if it were possible, they would like to regain their virginity.

The study’s sample size focused on 5,108 U.S. teenagers between ages 13 and 18. They were recruited to take an online survey via a panelist company as well as social networking sites.

Considering the rampant increase in sexually explicit media invading living rooms and computers today with such vulgar and amoral TV shows as MTV’s “Skins” and “Jersey Shore,” the study’s results are quite astounding.

OneHope's Vice President of Global Ministries Chad Causey said, "There is a lot of research about young people, but when do we hear directly from them? That's why OneHope conducts research around the world. . . . We use this research to better understand their needs, meet them at their points of pain to bring them hope through media experiences conveying God's love."

Other notable findings by OneHope's study include:

- 82% believe God intended marriage to last a lifetime
- 50% consider an unmarried man and woman a family
- 59% said the Bible has little/no influence on their thoughts and actions
- 62% believe truth is relative
- 57% believe being good people and doing good deeds will get you into heaven

- 69% watch MTV on a weekly basis

The messages from teenagers about marriage and chastity are encouraging, but the other attitudes, beliefs and practices are neither godly, honorable nor biblical. To find out more what God truly wants from you, please contact MOVIEGUIDE® at 1-888-248-6689 or info@movieguide.org.

We are here to help you train your children to be biblically literate.

- Source: Christian Post.com, 02/09/11.

Abstinence Education Works!

A new study has concluded that Abstinence Education in schools is effective in reducing the level of sexual activity among youth. The same study went on to say that education programs promoting contraception as the answer appear to be ineffective.

Leslee Unruh, President of the National Abstinence Clearinghouse, says of the abstinence focus, "These programs help develop self control and self esteem, teaching kids they do not need to fall prey to the game of Russian Roulette with condoms."

Sources: Christian News Wire, 02/01/10.

Abstinence Credited for Record Low Teenage Birth Rate

The relatively new concept of teaching children sexual abstinence in the past 18 years is being credited with the American teenage birth rate hitting a record low in 2009.

According to the National Center for Health Statistics, the birth rate fell to 39.1 births per 1,000 teenagers in 2009, the lowest level in 70 years!

They also found that the numbers are down for 16 out of the last 18 years!

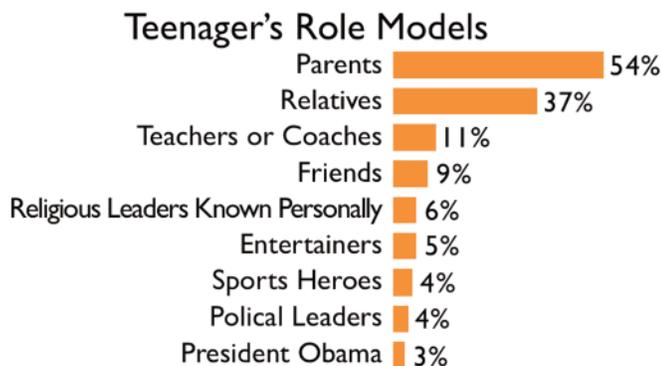
It is very important to note, in the wake of these new stats, that Movieguide® has been actively promoting sexual abstinence for all of those 18 years of general decline!

The decision makers in the mass media create the culture that shapes and guides the hearts, minds and behaviors of children and teenagers.

That's why teaching those opinion leaders about the Gospel of Jesus Christ, including sexual abstinence, is clearly having a positive effect on America's children and teenagers.

- Source: LifeNews, 12/21/10.

Most Teenagers See Their Parents as Role Models



Teenagers think of their parents and other relatives as their role models, more so than their friends, celebrities, teachers, coaches, pastors, religious leaders, sports figures, political leaders, business leaders, authors, scientists, medical professionals, artists, or members of the military.

A 2009 Junior Achievement study found that 54% of teenagers named their parents.

A 2011 study by the Barna Group showed that, other than their parents, 37% of teenagers named a relative, usually a grandparent but also a sibling, cousin, aunt, or uncle.

Here are the percentages from the Barna study, with the Junior Achievement percentage on top:

A 2011 online survey at the University of Montreal's hospital center for mothers and children found that 45% of teenagers see their parents as their "sexual" role models.

However, 35% of teenagers think of their friends as sexual role models, 15% look to celebrities and 33% said they have no sexual role models at all. Also, 61% of teenagers said they feel comfortable asking their mothers about sex, but only 28% said they feel at ease talking to Dad about it.

Finally, 13% of the teenagers in the 2009 Junior Achievement survey said they see their friends as role models, 6% said their teachers or coaches, 5% said their siblings, 3% said their pastor, and 11% said they don't have any role models.

- Sources: Postmedia News, 06/15/11, Barna Group, 01/31/11, Christian Post, 02/18/09.

Speaking of Teenager Ethics. . .

A recent Junior Achievement survey of American teenagers finds that 80% of U.S. teenagers believe they are ethically prepared to make moral business decisions, although nearly 40% believe they need to "break the rules" in order to succeed.

Perhaps more troubling is that 27% think behaving violently is sometimes, often or always acceptable. And, 20% report that they have behaved violently toward another person during the past year.

Among those who say they are ethically prepared, 49% said lying to parents and guardians is acceptable, and 61% say they have lied to parents or guardian within the past year.

This survey should prompt concern about an entire generation's future workplace behavior. It forecasts serious challenges to businesses as to their need to prepare and train these future leaders.

- Source: Christian Post, 02/18/09.

Tweens Will Grow to 23 Million by 2020

Tweens, children who are age 8 to age 12, now number about 20 million and are projected to hit almost 23 million by 2020.

Psychologists and behavioral scientists say they are still forming their personalities and are torn between family and fitting in or learning how to be an individual.

Research has shown middle school is where some troubles, particularly academic, first appear. For example, Prevention Science reports the percentage of children who use alcohol doubles between 4th and 6th grades, with the largest jump coming between the 5th and 6th grades.

Among Tweens, Age 8-12:

70% consider Mom and/or Dad to be among their best friends;

82% regularly watch Nickelodeon;

69% regularly watch The Disney Channel; and,

92% play outside.

- Source: USA Today, 02/24/09.

Twelve Percent of Children Are Sexually Active by Age 12!

An alarming study from The Univ. of Texas School of Public Health shows more than 10% of children are involved in risky sexual behavior by age 12!

The study found 12% of the students had already engaged in vaginal sex by age 12, 7.9% in oral sex, 6.5% in anal sex and 4% in all three types of inter-

course. 25% of the sexually active children had 4 or more partners.

Licensed counselor Steve Earll reports early sexual involvement often leads to addictive behavior and can also be considered sexual abuse. (CitizenLink.com 4/13/09)

- Source: CitizenLink.com, 4/13/09.

Abortion Linked to Mental Health Problems

Abortion has been linked to substance abuse and suicide among women, according to a study in the prestigious BRITISH JOURNAL OF PSYCHIATRY.

Women who have undergone abortion have an 81% increase in the risk of mental health problems and an even greater risk for substance misuse and suicidal behavior (230% and 155%, respectively).

Nearly 10% of the incidence of all mental health problems was shown to be directly attributable to abortion, according to the journal's recently published study, "Abortion and Mental Health: Quantitative Synthesis and Analysis of Research."

- Sources: The Foster Letter, 12/25/11, and Lifestite News, 12/8/11.

A Third of Young Girls Are 'Sexting,' Survey Shows

A recent survey reveals the power of the mass media, noting that 30% of "tween" girls age 9-15 are "sexting" – sending, receiving and/or posting sexual messages and photos (including nude photos) on the Internet and/or via cell phone messages and emails!

Some of the findings:

- 30% of girls age 9-15 have sent, received and/or posted sexy messages and/or photos.
- Of the 30%, 82.2% said they wanted to get attention, 66.3% said they wanted to be "cool," 59.4% said they wanted to be like the popular girls, and 54.8% said they wanted to find a boyfriend.
- 67% of girls age 9-15 have posted some type photo or video of themselves.
- 47.2% of girls age 9-15 have thought about sending sexy messages/photos.

"Most parents of tween girls have a false sense of security," said Denise Restauri, CEO and founder of AK Tweens, the research and consulting outfit leading the survey. "Tweens are just as tech savvy and connected these days as their teen counterparts."

- Source: Marketwire, 04/21/09.

Sexual Immorality Among Teenage Males Grows

Sexual immorality seems to be increasing at an alarming rate among male teenagers in the United States.

The number of American male teenagers who have admitted never having sexual relations has dropped from 25% in 2002 to 12% in 2006-2008, according to Jimmy Hester, co-founder of the True Love Waits program.

Also, the number of teenage males who believe it's okay for an unmarried woman to have a child has risen from 50% to 64%.

Hester blames celebrities, including people who become famous doing Reality TV programs (JERSEY SHORE, anyone?), for these changes in behavior and attitude.

"Parents . . . church leaders and other student leaders [need] to really hold up the correct behavior – that it's not okay for out-of-wedlock pregnancy," Hester said.

- Source: OneNewsNow, 09/03/10.

Oral Sex Causes Cancer

A new study at the Ohio State University Comprehensive Center has linked oral sex with increasing rates of mouth and throat cancer.

The study estimates that 7% of Americans carry the cancerous HPV virus in their mouths.

A survey last year by the U.S. Centers for Disease Control and Prevention showed 90% of adults, 27% of 15-year-old boys and 23% of 15-year-old girls admit to having had oral sex.

- Source Los Angeles Times, 01/27/12.

FBI: Child Porn Booming

According to the FBI, child pornography is the fastest growing type of smut in America's \$13 billion porn industry, generating more revenue than the NFL, says Cedars Cultural Education Foundation, an entity committed to protecting women and children from trafficking and abduction.

- Sources: The Foster Letter, 07/10/11, and Charisma News Online, 06/09/11.

LGBT Gains Popularity

The LGBT community has risen in popularity among mainstream America. According to the Media Daily News, "53% of all LGBT respondents do not try to hide their sexuality or make a big deal out of it."

- Source: Media Daily News, 04/25/12.

More Than Two Million Children Are Homeschooled

A new study by the National Home Education Research Institute shows that more than two million children are being homeschooled in the United States in 2010.

Of the estimated 54 million K-12 children in the U.S., homeschooled children account for 4%, or 1 in every 25 children and teenagers.

- Source: Christian Newswire, 01/04/11.

Homeschool Better Than Public School

Homeschooling has often acquired negative stereotypes, but new studies have shown homeschoolers are testing at higher levels than students in public schools.

Homeschool students are doing better on standardized achievement tests as well as on the SAT and ACT. These higher test scores have caught the eye of many college admissions counselors, and some have begun to specifically recruit homeschooled students.

Despite the negative stereotypes that often surround homeschooling, homeschool has been proven to be the more effective schooling for children. Often this is because homeschooling allows for more one on one time with children to assist their learning than public schools can afford to give.

- Source: LifeSite News, 01/04/11

Summer 2012 Leisure Activities

Reading, cookouts, watching fireworks, swimming, seeing a movie, and going on vacation were the favorite leisure activities of American adults this past summer.

According to Rasmussen Reports this summer, 71% of 1,000 American adults surveyed said they read a book, 66% said they had cookouts or barbecues, 51% went swimming, 50% watched fireworks, 47% watched a movie in a theater, 43% went on a vacation, 38% went to the beach, and 36% attended an outdoor sporting event.

Adult Activity	Percent
Reading a book	71%
Cookouts/barbecues	66%
Went swimming	51%
Fireworks	50%
Movie	47%
Vacation	43%
Beach	38%
Outdoor sporting event	36%

- Source: Rasmussen Reports, 09/06/12.

Women at Risk Worldwide

Alarming new statistics show that women are increasingly abused overseas.

For example:

- There are over 27 million slaves in the world today, most of them women.
- China's abortion policies have led to the murders of millions of unborn female babies, with 120 boys to every 100 girls.

- Every year up to three million women lose their lives as a result of sex-based violence or neglect.
 - Every year, 250,000 women from Asia become involved in sex trafficking compared to 100,000 from the former Soviet Union, 175,000 from Central and Eastern Europe, 100,000 from Latin America, and 50,000 from Africa.
 - Up to 50% of the women involved in sex trafficking or prostitution are under age 18.
 - About 80% of the world's refugees are women and children.
- “Have no fellowship with the unfruitful works of darkness, but rather expose them” – Ephesians 5:11.

- Source: Frontline Fellowship, 10/22/10.

Lesbian Behavior Linked to Absent Fathers

A recent study reveals that teenager and adult women who grew up in homes without her father were about three times more likely to engage in lesbian behavior.

Statistics are also higher with step-families, cohabiting step-families and the single divorced parent, but far lower when the girl is raised by biological parents who are married and among women who claim to worship weekly or monthly.

These statistics confirm the Bible's support for traditional monogamous, heterosexual marriage between one man and one woman (see Genesis 2:24 and Matthew 19:1-12, among other passages).

For the study, the Family Research Council looked into the family lives of 7,463 women between the ages of 14 and 44.

- Source: OneNewsNow, 11/22/10.

CHILDREN AND MEDIA

American Children 8-18 Average Over 75 Media Hours per Week!

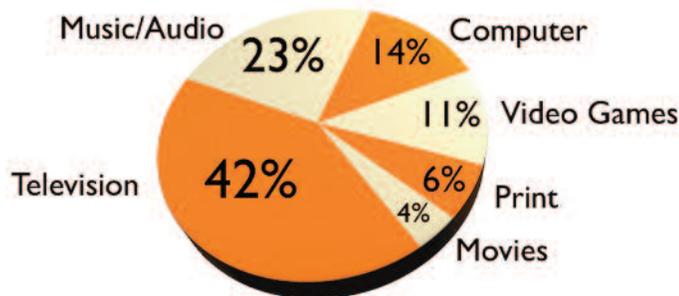


The hours of mass media consumed by American children and teenagers just took another big jump upward.

A new study by the Henry J. Kaiser Family Foundation shows that American children age 8-18 consume on average 75 and one-quarter hours of one or another form of mass media per week, an increase of more than 15 hours per week since 2004.

The study observed 2,002 school-age children from October 2008 until May 2009. It was supported by a more comprehensive study of 702 students who did media diaries.

Media Consumption, Age 8-18



Average Hours and Minutes Per Day

TV	4:29
Music/Audio	2:31
Computer	1:29
Video Games	1:13
Print	0:38
Movies	0:25
Total Per Day	10:45

Source: TopNews Network, 01/21/10.

Children and TV

According to the Sourcebook for Teaching Science, the average American youth watches about 1500 hours of television in a year, but spends only 900 hours in school per year. Furthermore, 70% of daycare centers use TV during a typical day. Finally, 54% of 4- to 6-year-olds said they preferred watching TV than spending time with their fathers.

- Source: The Sourcebook for Teaching Science.

Watching TV at 2 Linked to Health, Academic, Social Problems

A new study has linked watching television at 2 years of age to various health, academic and social problems at age 10.

According to a study published in the May 2010 issue of the Archives of Pediatrics & Adolescent Medicine, a journal of the American Medical Association, early TV watching has been linked to:

- Less exercise on weekends,
- Fatter children,
- Less engagement in the classroom, and
- A higher chance of being bullied by classmates in the fourth grade.

The study involved about 1,300 children born in Quebec, Canada between 1997 and 1998. Other factors like sex, number of parents and mother's education were accounted for in the study.

- Source: Fox News, 05/04/10.

Too Much Screen Time Causes Psychological Problems in Your Child

Yet another study has confirmed the dangers of spending too much time consuming the mass media.

Watching television, playing computer/video games and browsing the Internet for more than two hours a day is dangerous to your child's mental and emotional health, a study from the University of Bristol in England finds.

Children who spend too much time with such electronic media say they have trouble relating to their friends and peer groups. They also have feelings of being unhappy, down-hearted, tearful, and/or lonely.

Study researcher Angie S. Page, Ph.D., of the University of Bristol said, "Watching TV or playing computer games for more than two hours a day is related to greater psychological difficulties, irrespective of how active children are."

The study involved 1,013 children age 10-11.

- Source: WebMD, 10/11/10

Reality TV Dangers

A recent study by the Girl Scout Research Institute shows that impressionable girls watching “Reality” TV regularly see fighting, gossiping and treating people badly as perfectly normal and acceptable.

The study found 47% of girls age 11-17 identify themselves as regular viewers of reality programming.

The study also found 70% of regular viewers spend a lot of time on their appearance, 38% think a girl’s value is based on how she looks (versus 28% of non-viewers), 30% would rather be recognized for outer beauty rather than inner beauty (18% of non-viewers), and 40% believe “you have to lie to get ahead” (versus 24% of non-viewers).

- Sources: The Foster Letter, 11/10/11, and Church report, 10/11/11.

Are Disney Movies Causing Children To Link Beauty with Goodness?

Are animated Disney movies causing children to link beauty with goodness? A recent study suggests so. But, maybe not.

A new study by psychology professors at Appalachian State University shows that Disney animated movies like TANGLED, THE LITTLE MERMAID and BEAUTY AND THE BEAST may cause both male and female children to link beauty with goodness.

In the study, after viewing a Disney movie, children age 6 to 12 picked photographs of more attractive children as friends than photographs of unattractive children by 78% to 22%.

On the other hand, the two psychologists conducting the study did not study whether the children had already arrived at that conclusion by age 6. Thus, one of them wondered whether “a steady diet of these movies is at least reinforcing a stereotype.”

- Appalachian State University, 01/04/11.

Video Games Affect Brains – For Better AND Worse

Studies on the effect of playing video games are showing both positive and negative effects on the brain.

The positive effects include teaching skills like hand-to-eye coordination, improved visual abilities, improved surgery skills for doctors, and the ability to transfer knowledge to the real world.

Negative effects included increased aggression and desensitization to violence while playing violent video games, increased lack of self-control, increased obesity, worse academic performance, distracting children and teenagers with fun and entertainment, and increased fatigue leading to irritability.

Finally, one study showed that men are more likely to become addicted to playing video games than men.

- Dr. Douglas A. Gentile, 07/23/09 and 4Mind4Life/10.

Violent Video Games Make Children Violent

A new study by the University of Missouri shows violent video games trigger aggression among those who play them. The study is the first to demonstrate cause-and-effect, the study researchers said.

The study confirms earlier studies suggesting a link between violence and violent video games.

For example, studies of children age 9 to 12 and 12 to 18 in the United States and Japan proves that violent video games make children more likely to be hostile, aggressive and get into fights.

“One can no longer claim this is somehow a uniquely American phenomenon,” said Craig A. Anderson, a psychology professor at Iowa State University and director of its Center for the Study of Violence. “This is a general phenomenon that occurs across cultures.

“We now have conclusive evidence that playing violent video games has harmful effects on children and adolescents,” he concluded.

All the studies account for gender and previous aggression in their research.

- Sources: HealthDay News, 05/31/11, and The Washington Post,

Nintendo Issues Health Warning for Children on 3D games

Nintendo’s DS console features 3D games that can be played without special glasses, but these unique games will be accompanied by a health warning recommending children aged six and under don’t because doing so could damage their eyes.

The 3D illusion of depth in these games can be increased or decreased to accommodate both two and three-dimensional game play. Nintendo encourages the use of the console’s “parental control” function to prohibit young children from playing in 3D. The company also noted that some players feel more tired when playing 3D games.

Nintendo says it “will offer 2Ds alone to children aged six and younger.”

- Source: Big Hollywood, 12/30/10.

Watching Adult Movies and TV Linked to Early Sexual Activity

Another study – this time a longitudinal tracking children from age 6 to 18 – shows that “the younger children are exposed to content intended for adults in television and movies, the earlier they become sexually active during adolescence.”

The study looked at 754 children, 389 females and 365 males, during two stages of life, during childhood and five years later when they were 12 to 18.

MOVIEGUIDE® and its staff is working hard to alert parents and leaders about the huge influence that the mass media has on the behavior of vulnerable children and teenagers.

The dangers are real – the mass media creates the culture that educates and influences children and teenagers.

- Source: Eureka Alert, 05/04/09.

Hyper-Texting Teenagers Also Do More Drugs and Sex

A study of 4,200 high school students in the Cleveland area shows that teenagers who text 120 times a day or more are three times or more likely to have had sexual relations or used alcohol and drugs than those teenagers who don’t.

Dr. Scott Frank, associate professor of epidemiology and biostatistics at Case Western Reserve University School of Medicine said that many teenagers are very susceptible to peer pressure and also have permissive or absent parents.

Hyper-networkers, those who spend three or more hours on Facebook or other social networking sites, were also more likely to be involved in fighting or drinking.

Other studies have also tied teenage texting to risky or lewd behavior, including a study by the Pew Research Center.

Once again, studies have confirmed MOVIEGUIDE®’s warning that the mass media creates the culture that influences the values, beliefs and behavior of the world’s children and grandchildren.

- Sources: Associated Press and My Way News, 11/09/10.

Study: Sexual Content in Movies Corrupts Pre-Teens

A recent study at Dartmouth College shows that pre-teen children age 12-14 who see sexual content in movies are more likely to engage in such risky sexual behavior in their later teenager years.

The study focused on 1,228 children aged 12-14 and analyzed the sexual degree of the movies they had seen and their sexual relationships up to six years later.

The study proves that a link exists between seeing sexual content on screen and reproducing the content in real life. Thus, study participants admitted to trying to “mimic love scenes they had seen on screen in the real world.”

These findings give a worrisome view of the upcoming generation, as more movies explicitly show sexual content. When children are young, they lack the wisdom necessary to discern what’s proper behavior in movies and in real life.

Caution is further hindered by what the leader of the study, Dr. Ross O’Hara, calls the “wild hormonal surges of adolescence.”

Therefore, it's all the more necessary to support MOVIEGUIDE®'s efforts to promote good values and condemn sexual content in movies and television, so that future generations won't be influenced by the immoral scripts of behavior depicted in mass entertainment.

- Source: The Telegraph, 07/18/12.

Online Porn Linked to Mental Illness in Children

A new study in Great Britain shows Internet porn related mental illness in children has increased by more than 2,550 percent!

According to London's Portman clinic, a National Health Survey outpatient psychotherapy clinic, use of pornography as a feature of mental illness has gone from less than one percent of its young patients in the late 1990s to 26.5 percent of them.

A Parliamentary report found that 27 percent of boys access Internet pornography weekly. The report has called for a ban of Internet porn on all computers unless adults "opt in" to see it.

MOVIEGUIDE® completely agrees.

- Source: DNA Syndication, 04/24/12.

Study Shows Fewer Foul Language in Movies for Teenagers

A new study showing that the number of dirty words in movies for teenagers has decreased about 50% in the last 25 years since MOVIEGUIDE® began publishing shows that MOVIEGUIDE®'s strategy of influencing Hollywood executives is working.

The study of foul language in G, PG and PG-13 movies by three Brigham Young University professors shows that the 1980s movies analyzed averaged 35 obscenities or profanities per movie, decreasing to 25 per movie in the 1990s, down to 16 per movie in the current decade!!!

The researchers only looked at movies featuring teenage characters or that had plots revolving around teenagers.

Their database included such movies as the SPIDER-MAN and HARRY POTTER flicks, BACK TO THE FUTURE, KARATE KID, CASPER, CLUELESS, HONEY I SHRUNK THE KIDS, WEIRD SCIENCE, and REMEMBER THE TITANS.

Clearly, supporting MOVIEGUIDE® is your best bet if you want to clean up the culture and make the world a better place for future generations, our children and grandchildren!

- Source: Newswise, 05/28/09.

Hollywood Sexualizes Teenage Girls, New Study Shows

MOVIEGUIDE® has already written about the pornification of teenage stars like Dakota Fanning and Lindsay Lohan.

A new study by the Parents Television Council shows that Hollywood is deliberately sexualizing teenage girls in its TV programs.

According to PTC's press release on Dec. 15, "PTC found that when underage female characters [age 12 to 17] appear on screen: more sexual content is depicted; the teenage girls show next to no negative response to being sexualized; more sexual incidents occur outside of any form of a committed relationship; and there is less accuracy in the TV content rating."

Among the shocking findings:

- 86% of all underage and young adult females being sexualized were of high school age;
- Only 5% of the sexualized underage females expressed any dislike for being sexualized in the story;
- Underage females are sexualized 42% of the time, but adult females were sexualized only 29% of the time;
- 75% of the shows with underage girls being sexualized did not have an "S" rating for sex;
- 93% of the sexual incidents among the underage girls could be labeled "unhealthy" according to the American Psychological Association's own definition; and,
- 73% of the incidents were part of a comedy bit or punch line.

"Our girls are being sexually objectified as young as 6," said former model Nicole Clark, who made the documentary COVER GIRL CULTURE, in response to the study.

"How did things get so crazy?" she asked.

How indeed!

- Sources: Hollywood Reporter, 12/16/10, and Parents Television Council, 12/15/10.

Teenagers Cheating, Stealing, Lying Less, Survey Finds

A new study by the Josephson Institute's Center for Youth Studies shows that the rates of cheating, stealing, and lying among high school students has dropped for the first time in 10 years.

According to the Institute's 2012 survey of more than 23,000 students, the percentage of students admitting they cheated on an exam dropped from 59% in 2010 to 51% in 2012. Also, in 2010 27% of students admitted they stole from a store in the last year, but only 20% said so in 2012. Finally, the percent of students who said they lied to a teacher in the past year dropped from 61% in 2010 to 55% in 2012.

"I think we have turned the corner," said Michael Josephson, founder and president of the Institute.

The Institute also found that 93% of students said their parents or guardians "always want them to do the ethically right thing, no matter the cost." Also, 85% said most adults in their life set a good example consistently.

In addition, 91% of students believe that being a good person is more important than being rich, and 93% of them said they were satisfied with their personal ethics and character, although only 81% said that, when it comes to doing right, they are better than most people they know.

Finally, 92% of the students said people should play by the rules even if it means they lose, 63% said they frequently volunteer to help others or do charity work (up from 52%), 79% said their religion was either essential or very important to them, 82% said they have never stolen anything from a parent, and 80% said they have never stolen anything from a store (up from 73% in 2010).

- Source: Josephson Institute, 11/20/12.

Media Sex Offends American Teenagers

A 2006 entertainment poll of 12- to 24-year-olds in the United States has found that a high number of teenagers (58 percent of boys age 12 to 17 and an amazing 74 percent of teenage girls) are offended by sexual material in movies and TV programs.

Melina Erkan, 12, said she's not watching MTV and VH1 as much because of all the scantily-clad women. "Sometimes in the music videos these days, the women they have dancing in the background, they dress really cheap, and women don't really look like that and act like that. . . . When I see that, I change the channel to something I like."

A story on the poll did not give percentages for ages 18-24, but Hannah Montes, a 21-year-old college student in Missouri, said she has stopped watching TV because of all the vulgarity she saw.

"I get tired of hearing all the cussing and the sexual innuendoes," she said.

The poll was conducted in 2006 by the Los Angeles Times and Bloomberg. The 1,650 qualified respondents to the poll included 839 minors age 12-17 and 811 young adults age 18-24.

- Los Angeles Times, 08/07/06.

Effects of Internet Porn on Children

Morality in Media (MIM) has compiled a list of the increasing evidence concerning the negative effects of Internet pornography on children.

The evidence shows that children as young as 5-years-old are acting out what they have seen in hardcore Internet pornography, that Internet pornography is leading to a significant increase in sex attacks by and on children, that Internet pornography can lead to rape, and that Internet pornography increases the sexual exploitation of children and women in prostitution rings, especially overseas.

Prosecutors and law enforcement agents “have turned a blind eye to the proliferation of obscene materials on the Internet,” an official statement by MIM said.

MIM’s report includes published observations by clinical psychologists, police and prosecutors, educators, rape crisis professionals, and social workers as well as 14 social science studies.

Its new report and earlier reports can be found at www.obscenitycrimes.org.
- Source: Morality in Media.

Study Links Internet Porn Use to Child Abuse

A study of men charged with Internet child pornography offenses shows that the men also have committed hands-on sex offenses against children.

The vast majority of the 155 men convicted of possessing, receiving, or distributing Internet-based child pornography, 85%, admitted they had sexually assaulted a child at least once!

The study, by clinical psychologists Michael Bourke, Ph.D. and Andres Henrandez, Psy.D., was published in the April JOURNAL OF FAMILY VIOLENCE (Vol. 24, No. 3).

- Sources: Monitor on Psychology, American Psychological Association, December 2009.

Pediatricians Decry Media’s Depiction of Sex

Pediatricians at the American Academy of Pediatrics (AAP) again have slammed the mass media’s “unhealthy” depiction of sex.

“Television film, music, and the Internet are all becoming increasingly sexu-

ally explicit, yet information on abstinence, sexual responsibility and birth control remains rare,” the AAP said in a statement.

The amount of sexual content on TV nearly doubled between 1997 and 2001, and continues to rise. The AAP said talk about sex on TV occurs as often as 8 to 10 times per hour.

Children exposed to such sexual material are twice as likely to engage in sexually risky behavior at a younger age, and exposure to such material doubles the risk of teen pregnancy.

The world’s children are at risk! Please support MOVIEGUIDE® now!!!

- Source: CNS News, 09/03/10.

Underage Drinking Linked to R-Rated Movies

Dartmouth Medical School researchers surveyed more than 2,400 children, grades five through eight, who reported that they’d never drunk alcohol. Within 13 to 26 months between the original survey and a follow up interview, three percent of the youngsters said they’d started drinking.

The children were also asked whether their parents allowed them to watch R-rated movies “sometimes” or “all the time.”

Analysis showed a strong link between viewing R-rated movies and underage drinking. This link remained strong even among children who said their parents frequently set and enforced limits.

“We think seeing the adult content actually changes their personality,” Dartmouth pediatrician James D. Sargent, M.D. says. He noted that PG-13 movies, as well as many TV shows, also frequently portray drinking and other adult situations.

- Source: Dartmouth Medical School, 04/26/10.

MEDIA WISDOM

Americans Spend 8-1/2 Hours per Day on Screens

American adults average more than eight and one-half hours per day in front of screens, including TVs, computers, cell phones, video game consoles, and other devices.

So says the 2009 “Video Consumer Mapping” study conducted by the Center for Media Design at Ball State University and Sequent Partners for the Council for Research Excellence funded by Nielsen.

More than five hours per day were spent in front of TV screens, the study reports. Also, adults averaged 142 minutes a day in front of computer monitors, 20 minutes per day engaged with mobile devices, and 6.5 minutes a day on video game consoles. Furthermore, people age 45-54 averaged the most hours of screen time: just over nine-and-a-half per day.

These statistics remain relatively the same, according to new figures from a December 2011 study by eMarketer. However, the new study found that TV use has dropped from 300 minutes per day to 274 minutes, while Internet use increased from 142 minutes per day to 167 minutes.

- Source: eMarketer, Dec. 2011, and AFP, 03/27/09.

Men vs. Women

Women are more likely than men to watch educational videos (31.2% vs. 24.5%) and drama online (24.7% vs. 13.9%). Men, however, are more likely than women to watch sports (31.2% vs. 8.2%) and animation/cartoons online (22.0% vs. 11.3%).

- Source: The Foster Letter, 12/25/11.

Girl Power

Their friends and their peers are the biggest influence on teenage girls when it comes to finding the latest trends, according to a recent survey.

Ads and fashion magazines tied for second place.

Percent of girls saying the following is a source they use when finding the latest trends:

Friends/Peers	81%
Fashion Magazines	68%
Ads	68%
Company Websites	44%
Consumer Reviews	36%
Celebrities	33%
Parents/Adults	25%
Bloggers	14%

- Source: Statistic Brain, 09/08/12.

Youth Spending

A YouthPulse study by Harris Interactive estimates Americans age 8 to 24 will have spent about \$211 billion by the end of 2012.

A 2012 study by Marketingvox and Rand, however, estimates spending on 12- to 17-year olds alone by teenagers and their families will actually total \$208.7 billion. The top spending preferences for these teenagers were shoes and jeans (75% and 63%, respectively).

- Source: Statistic Brain, 09/08/12, and PRNewsire, 10/26/11.

TV Networks Add More Nudity

A sharp rise in implied nudity is occurring in the primetime programming of the major broadcast television networks, according to the Parents Television Council (PTC).

PTC found 76 cases of blurred nudity last season, a 407% increase from the year before!

In each case, the nudity was hidden by blurring or strategically placed objects.

“It’s a lot more suggestive than we’ve seen in the past, PTC spokesperson Melissa Henson said.

Citizens can complain to the Federal Communications Commis-

sion by filling out a form online here at <http://www.fcc.gov/comments>, by emailing the FCC at fccinfo@fcc.gov, or by writing to them at 445 12th Street SW, Washington, DC 20554.

- CBN News, 08/21/12.

Family Content Helps Ad Success

The Association of National Advertisers (ANA) reports that when products or brands are advertised in family-friendly programming, consumers are more likely to purchase the brand.

In its study, the ANA found, "Ad effectiveness soars by 30 percent in family-friendly content, particularly for family products. Purchase intent and brand equity also increase. Conversely, the study found that family brands advertising in adult content suffer decreases in the same areas."

Adult content, according to consumers, would include gratuitous sex, violence, and drug abuse. The study was done online with 2,400 consumers. It included six TV ads from companies in different industries "whose collective advertising spending exceeds \$10 billion."

The key findings include:

1) Ad effectiveness scores on each ad—even low-scoring commercials—jumped an average of 30% when they were seen on a family-oriented program.

2) 10.7% of the audience was more likely to purchase the brand when the ad was placed in a family-oriented show versus a program with adult-themed content.

The ANA study confirms what previous studies have found regarding family-friendly programming and advertising effectiveness.

The ANA includes such major companies as Walmart, Procter & Gamble, Coca-Cola, Kraft Foods, Kellogg, Ford, General Motors, American Express, Motorola, Intel, Allstate, McDonald's, GE, IBM, Verizon, AT&T, Visa, Subway, Dell Computers, General Mills, Johnson & Johnson, and Liberty Mutual.

- Source: Association of National Advertisers.

Children with Heavy Media Use Are Less Successful and More Unhappy

A recent study of 2,200 schoolchildren age 8 to 18 shows again that "heavy" media users are more likely to get bad grades and more likely to be unhappy.

According to the Henry J. Kaiser Family Foundation's study, 66% of "light" media users get As and Bs but only 51% of "heavy" users get As and Bs. Also, 32% of heavy media users reported bouts of sadness or unhappiness, compared to only 22% of light users.

The survey was conducted from October 2008 to May 2009 in a 40-minute session in the classroom. It was supported by a subsample of 702 students who did a media diary.

- Source: TopNews Network, 01/21/10.

Violent Video Games: More Playing Time Equals More Aggression

A 2012 study led by researchers at Ohio State University "provides the first experimental evidence that the negative effects of playing violent video games can accumulate over time."

Brad Bushman, professor of communication and psychology at OSU, co-authored the study with experts in France and Germany.

Other studies have shown that a single session of playing violent video games increases short-term aggression, but this is the first one to show longer-term effects, Bushman said.

Researchers found that people who played violent video games for three straight days showed increased aggressive behavior. Their expectations that others would behave aggressively also increased.

However, people playing nonviolent games showed no meaningful changes in their aggression or their expectations of hostility.

"People who have a steady diet of playing these violent video games may come to see the world as a hostile and violent place,"

Bushman said. "These results suggest there could be a cumulative effect."

Bushman called for a new study to determine whether the increased aggression would keep increasing after three days or level off over time.

The 2012 study involved 70 French university students.

- Source: Ohio State University, 12/10/12.

TV Kills

An analysis of data from several studies shows that watching TV two to three hours a day is linked with all-cause death, and especially with type 2 diabetes and fatal and non-fatal cardiovascular disease.

Conducting the analysis was Frank B. Hu of the Harvard School of Public Health and Andreas Grontved of the University of Southern Denmark, Odense.

In the U.S., the average number of daily hours of TV watching is reported to be five.

- Source: Life Extension Foundation, 06/24/11.

Growing Body of Research Shows Porn Hurts People of All Ages and Both Sexes

The Witherspoon Institute has found that a growing body of research shows the habitual use of pornography damages people of all ages and both sexes, including their relationships, their productivity and even their ability to function in society.

"Since the beginning of the Internet age," says Mary Eberstadt, research fellow of the Hoover Institution, "pornography has been consumed in greater quantities than ever before in human history, and its content has grown more graphic."

Pornography is often thought to be an activity that doesn't harm anyone (especially by those who make money off it), but this study shows that the victims of pornography are the user and those the user loves.

The Witherspoon Institute's report, "The Social Costs of Pornography," is "the first multifaceted, multidisciplinary, scholarly exploration of pornography since the advent of the Internet," according to the Christian Newswire.

"The factual evidence is in," said Dr. Ted Baehr, professional media scholar and founder of MOVIEGUIDE® and the Christian Film & Television Commission. "Pornography represents a clear and present danger to society and the family, especially vulnerable children and teenagers."

- Source: Christian Newswire, 03/16/10.

Fame Is More Fleeting Than Ever!

People are becoming celebrities at a much younger age, but they are also losing their fame more rapidly than ever before!

That's a major finding from a Harvard-led team of scholars who quantified cultural trends by examining the frequency in which words appeared over time in a database of about 5.2 million books, about 4% of all the volumes ever published.

The study also found that humanity is forgetting its history more rapidly than ever and that the English language is experiencing a time of huge growth in the modern Information Age.

The researchers investigated 5.2 million books out of 15 million digitized by Google and published between 1500 A.D. and 2008 A.D. That's more than 500 billion words. It also totals a sequence of letters 1,000 times as long as the human genome.

Celebrities born in 1800 started achieving fame, on average, at age 43, while celebrities born in 1950 are starting to achieve fame at age 29.

Humanity is also forgetting its history.

For instance, it took 32 years for references to 1880 to fall by half, but it only took 10 years for references to 1973 to fall by half.

Finally, the researchers found that the English lexicon grew by

70% from 1950 to 2000, with about 8,500 new words entering the vocabulary each year.

- Source: The Chronicle of Higher Education, 12/16/10.

"F" Words Creep into PG-13 Movies

The "f" word is creeping into PG-13 movies, according to the Associated Press.

The Motion Picture Association of America's rules usually allow only one "f" word as an expletive in PG-13 movies, but there's a loophole in its system:

"If two-thirds of the ratings board members believe that multiple F-words are used in a legitimate 'context or manner' or are 'inconspicuous,' then the movie could still be rated PG-13."

The AP reported that Joan Graves, head of the MPAA's Classification and Rating Administration, said the MPAA will consider not letting any PG-13 movies contain any "f" words "if we have tremendous outcry from parents."

How about it, Mr. and Mrs. America?

- Source: Associated Press, 08/26/11.

Profanity on TV Keeps Rising

A study by the Parents Television Council (PTC) shows that profanity on primetime television is continuing to increase.

The latest study finds another 69.3% increase in profanity between 2005 and 2010, with the biggest rise coming in the 8 to 10 p.m. hours. This comes on top of major increases between 1998 and 2007 reported in 2008 by PTC.

For example, in Fall 2005 there were only 11 bleeped "f" words from 8-11 p.m., but in Fall 2010 there were 276, a 2,409% increase!!!

On a side note, it should be pointed out that, working with several groups in Hollywood, MOVIEGUIDE® has managed to significantly reduce the amount of foul language in movies marketed to teenagers in the last 20 years.

Thus, according to a study by three Brigham Young University professors, the amount of foul language in the average movie marketed to teenagers has decreased from 35 obscenities per movie to only 16 since MOVIEGUIDE® (www.movieguide.org) began holding its Annual Faith & Values Awards Gala and Report to the Entertainment Industry.

This matches MOVIEGUIDE®'s statistics that the number of movies with only 0-9 obscenities and profanities has increased from 21% of the major theatrical movies released by Hollywood in 1996 to 34.44% of the theatrical movies released in 2011.

- Source: "Habitat for Profanity," Parents Television Council, August 2010.

Primetime TV Sexualizes Teenage Girls, Study Shows

A December 2010 study of Primetime TV by the Parents Television Council reports a growing trend of sexualizing young teenage girls.

"Though an older female character is more likely to have sexualizing dialogue in a scene, a younger female character is more likely portrayed in sexualizing behaviors onscreen," the study reported. "Out of all the sexualized scenes depicting underage or young adult female characters, 86% of those female characters were presented as only being of high school age."

Only 5% of the underage female characters complained about the sexualization, the report added.

- Source: "Sexualized Teen Girls," Parents Television Council, December 2010.

Adult Content Invades Primetime Cartoons

A shocking level of adult content has invaded primetime cartoon networks after 9 p.m. Eastern and Pacific Time, and 8 p.m. Central, a study by the Parents Television Council (PTC) has found.

PTC examined four weeks of programming in March and April of 2011, 123 episodes of cartoons, on the Adult Swim segments of the Cartoon Network, and on programming for the Disney Channel and Nick at Nite.

PTC's research analysts found 1,487 incidents of explicit language (including "f" words), drugs, and sexual content in the 123 episodes.

There were 680 sexual incidents, 674 violent incidents, 208 drug incidents, and 565 incidents of explicit foul language. Also, 85% of the TV-PG shows containing sexual content didn't have an "S" description compared to 64% of the TV-14 shows. Finally, all ads for R-rated movies occurred during the cartoons rated TV-PG!

- Source: Parents Television Council, 08/26/11.

Study: TV Profanity Creates Foul-Mouthed Kids

A Brigham Young University study in 2011 found that children exposed to profanity-laced TV programs and video games were more likely to use such foul language in real life.

Once again, the scientific evidence shows that exposure to the mass media can influence children's behavior. The evidence for this is so overwhelming that there no longer can be any doubt.

The mass media creates the culture that shapes the hearts and minds of the world's children and grandchildren.

- Source: USA Today, 10/21/11.

Heavy TV Use Leads to Socialism and Atheism

Another study has shown that the mass media's emphasis on socialism and atheism creates the culture in which we live.

A recent poll conducted by Fabrizio, McLaughlin & Associates shows that those who describe themselves as "heavy" TV viewers embrace distinctly liberal, leftist attitudes on a range of crucial issues, placing them well to the left of those reporting only "light" TV viewing.

"Heavy" TV viewers watching four hours or more per night accounted for 25% of the public while "light" TV viewers watching one hour or less per night accounted for 22.5% of the public.

Issue	Heavy TV Viewers	Light TV Viewers
Government needs to get bigger	26%	12%
Government should provide retirement benefits for all	64%	43%
I am "pro-choice" on abortion	57%	43%
I support "government run health system"	63%	43%
I attend church "at least weekly"	28%	47%
I never volunteer my time	56%	27%
I give no money to charity	24%	11%

Thus, heavy TV viewers tend toward socialism, are less religious, are more likely to favor the murder of innocent children, and are less loving and caring.

- Michael Medved, 06/13/07.

TV's Homosexual Deluge

The number of homosexual characters on Network TV has nearly tripled since 2007, to 4.4% of all the 701 regular characters, the Gay & Lesbian Alliance Against Defamation reported recently.

However, that's a decrease from last season's numbers when 3.9% of about 600 characters were homosexual or bisexual.

ABC (owned by Disney!) came in first among the four networks with 10 homosexual characters out of 194, or 5.2%.

CBS is the best of the five networks, with the fewest homosexual characters, but it's gone from a "Failed" label to an "Adequate" label.

That said, it's interesting to note that one of the CBS shows featuring homosexual characters, "Partners," has already been canceled!

Americans may be finding homosexuality in society more acceptable these days, but they still don't want to see it in their movies or

on their favorite TV shows.

On Cable TV, the number of homosexual characters went back up to 35 characters, from 29. Showtime led the way with 12 characters, but ABC Family and MTV had some homosexual characters and references too. They are important because they are targeted toward children and teenagers.

On Cable, the HBO series "True Blood" had the most homosexual, bisexual, or transsexual characters with six.

- Source: Fox News, 10/05/12.

Calif. Wants TV Shows To Promote ObamaCare

California's government plans to use tax dollars to ask the TV networks and Spanish language soap operas to promote ObamaCare in the plots of their top shows.

"I'd like to see 10 of the major TV shows, or telenovelas, have people talking about 'that health insurance thing,'" says Peter V. Lee, the executive director of the state's new healthcare exchange under the ObamaCare bill. "There are good storylines here."

Ogilvy Public Relations Worldwide already has an initial \$900,000 contract with California's exchange.

Republicans have complained about the publicity campaign, as Democrats complained when the Bush administration wanted to promote its education policies with taxpayer dollars.

- Tim Graham, NewsBusters*, 09/15/12.

Despite Mounting Evidence, Hollywood Still Promotes 'Climate Change'

Despite mounting scientific evidence to the contrary, Hollywood continues to make movies about "climate change."

By the end of 2012, Hollywood has released several movies promoting climate change and global warming, including fictional movies like BEASTS OF THE SOUTHERN WILD and PROMISED LAND, and a documentary about melting glaciers called CHASING ICE.

The mass media creates the culture that shapes the hearts and minds of future generations, including your children and grandchildren.

- Source: The Wrap, 11/06/12.

Follow the Money

A recent study by the Hollywood Reporter shows that executives at the seven major media conglomerates give six times more money to Democrats than Republicans – \$4.1 million to only \$711,000.

The Hollywood Reporter study examined financial records of employees at Comcast Disney, News Corp., Time Warner, CBS, Viacom, and Sony between Jan. 1, 2011 and July 20, 2012.

Time Warner was the most biased, giving \$1.1 million to Democrats and a measly \$39,000 to Republicans. Even those at News Corp., home to Fox News, donated \$488,000 to Democrats and only \$165,000 to Republicans.

President Obama's largest contributors come from the entertainment industry.

For example, both TV host Bill Maher and actor Morgan Freeman gave \$1 million each to Obama's super PAC. Also, DreamWorks CEO Jeffrey Katzenberg helped Obama raise more than \$2.5 million by September 1, 2012.

- Source: Washington Free Beacon, 08/23/12.

Two Media Wisdom Tips

Dr. Jeff Myers, president of the Myers Institute for Communication and Leadership, offers these media wisdom tips for parents with children:

1. Do real things. For example, plan for one hour of playing outside every day and three hours on weekend days. Also, take out media devices from bedrooms, limit video game playing to 30 minutes per week, and set bedtime at 9 pm on weekdays and 10 pm on

weekends.

2. Engage children in two-way conversation.

- Source: Dr. Jeff Myers, 11/16/10.

Trust in Movieguide® Grows While Mainstream News Dies

While newspapers and network news programs are losing subscribers and confidence among the general public in America, MOVIEGUIDE® has been growing its number of readers and visitors.

A 2012 Gallup Poll shows the American people's confidence in network news and newspapers has dropped from 46% and 31%, respectively, in 1993 to 21% and 25%, respectively.

Thus, while network news and newspapers have seen their confidence level among the public decrease about 40%, and their subscriptions and ratings drop about the same, the number of unique readers and visitors of MOVIEGUIDE® has grown about 500% over the past four years!!!

- Source: Gallup, 08/13/12, and 2013 Movieguide® Subscription/Internet figures.

Clean Your TV Screens!

In recent years, the content on network television seems to have gotten worse while the content in major movies has improved.

For example, in the 10 years from 1998 to 2007, according to the Parents Television Council (PTC), the use of foul language on Network TV doubled, and increased 69.3% between 2005 and 2010. PTC has also found marriage being attacked and young teenage girls being sexualized. Recently, the Gay & Lesbian Alliance Against Defamation reported that the number of homosexual characters on Network TV has doubled since 2007.

In contrast to this, since MOVIEGUIDE®'s Annual Faith & Values Awards Gala began in 1993, the use of foul language has been cut in half among the major movies marketed to families and teenagers, according to a recent study by Brigham Young University. Also since then, the number of major movies with positive Christian content has nearly quadrupled, according to MOVIEGUIDE®'s Annual Report to the Entertainment Industry.

Study Shows MOVIEGUIDE®'s Strategy Is Really Working

A study showing that the number of dirty words in movies has decreased about 50% in the last 25 years since MOVIEGUIDE® began publishing shows that MOVIEGUIDE® strategy of influencing Hollywood executives is working.

The study of foul language in G, PG and PG-13 movies by three Brigham Young University professors shows that the 1980s movies analyzed averaged 35 obscenities or profanities per movie, decreasing to 25 per movie in the 1990s, down to 16 per movie in the current decade!!!

The researchers only looked at movies featuring teenage characters or that had plots revolving around teenagers.

Their database included such movies as the SPIDER-MAN and HARRY POTTER flicks, BACK TO THE FUTURE, KARATE KID, CASPER, CLUELESS, HONEY I SHRUNK THE KIDS, WEIRD SCIENCE, and REMEMBER THE TITANS.

- Source: Newswise, 05/28/09.

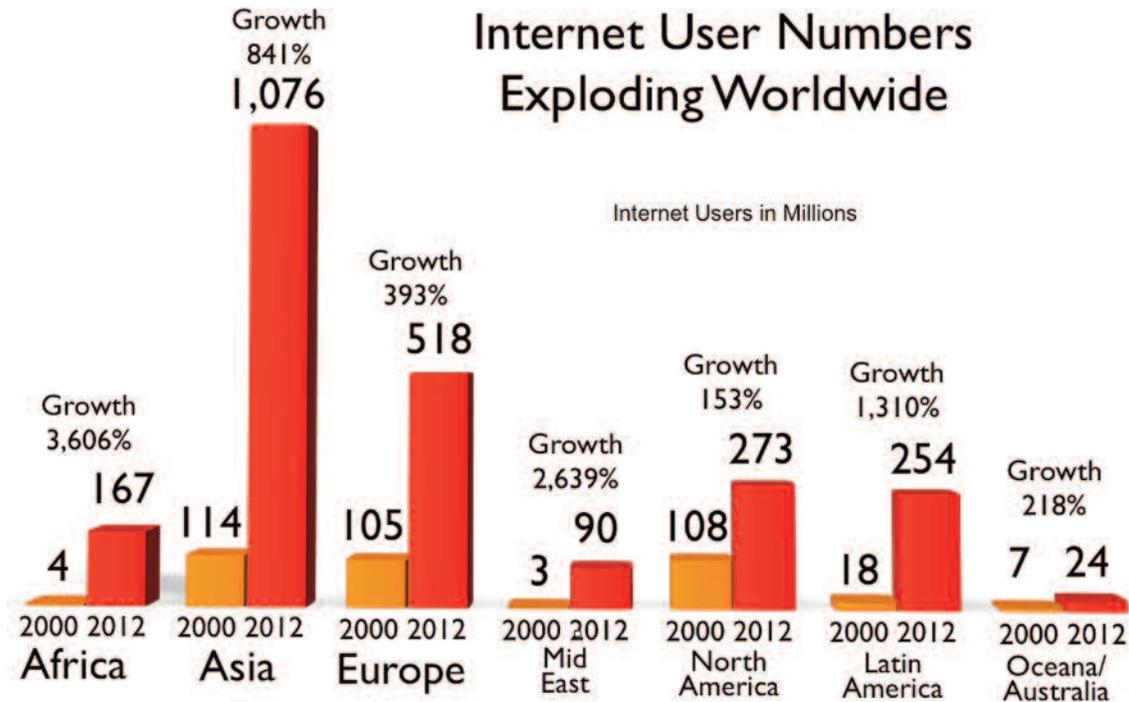
The Triumph of Equipment Over People

"Television is a triumph of equipment over people and the minds that control it are so small that you could put them in a gnat's navel with room left over for two caraway seeds and an agent's heart."

- Comedian Fred Allen, 1894-1956.

INTERNET

Internet User Numbers Exploding Worldwide



The Wired Generation

Teenagers and young adults aged 13-24 now more time on the Internet than they do watching television or talking on the phone, according to a study by Yahoo! and Carat Interactive, an ad agency.

Youths spend 16.7 hours online weekly (excluding email), compared to 13.6 hours watching TV, 12 hours listening to the radio, 7.7 hours on the phone, and six hours reading books and magazines for personal entertainment.

Studies have shown that a lot of those hours is “multi-tasking,” done at the same time.

A 2009 study in the United Kingdom overseas found that teenagers are spending an average of 31 hours weekly on the Internet (including email and chat rooms).

- Sources: MSNBC, 07/24/11, and The Telegraph, 02/10/09.

Children’s Internet Use – An Hour a Day or More

Eight to nine of every tenth child under 18 say they spent an hour or more on the Internet yesterday, according to the YouthPulse 2010 report by Harris Interactive.

Below is a table showing how many teenagers and pre-teens say they spent an hour or more on the Internet in one day.

Age 8-9	76%
Age 10-12	82%
Age 13-15	88%
Age 16-17	87%
Age 18-21	89%

- Source: Harris Interactive, November 2010.

82% of U.S. Adults Now Use Internet

A new survey of 2,254 Americans age 18 and older by the Pew Internet & American Life Project shows that 82% of American adults now go online.

Also, 67% said they use the Internet or email on a typical day.

An earlier survey by eMarketeer in late 2011 found that the average American adult user goes online 19.5 hours a week (see next

story in the 2013 Annual Report to the Entertainment Industry).

In the Pew survey, 53% of seniors age 65 and older said they use the Internet or email occasionally. Among those seniors 70% said they do so on a typical day. Social networking also has grown among seniors, from 13% of Internet users age 65 and older in 2009 to 33% in 2011 and 34% as of February 2012.

These numbers compare to 86% among Internet users aged 18-29 and 66% among all adult Internet users.

Finally, Pew reported in November 2012 that 69% of American adults using the Internet said they use social networking sites, with 75% of women saying they do compared to 63% of men.

In January, Gallup found that 80% of American adults say they have access to the Internet at home. That puts the USA at Number 23 among all other countries, with Sweden and Singapore tied at Number One at 93% and Burundi, Madagascar, Mali, and Guinea dead last with less than 1%.

- Source: Pew Internet & American Life Project, 06/06/12, and Gallup, 01/14/13.

Adult Internet Users Average 19.5 Hours Weekly Online

A late 2011 meta-analysis of research data from dozens of sources by eMarketeer reveals American adults spend nearly 19.5 hours weekly online, 1,169 minutes weekly or 167 hours per day.

That’s up from 137 minutes per day online in 2008, or slightly less than 16 hours weekly.

To make room for this increase, adults have reduced their consumption of radio, newspapers, and magazines, but TV and video use has increased 20 minutes per day since 2008, from 254 minutes to 274 minutes.

eMarketeer is a research firm focusing on digital marketing, media, and commerce.

- Source: eMarketeer, 12/12/11.

Social Networking Dominates U.S. Web Use

Social networking now dominates U.S. Internet use, according to The Nielsen Co., increasing 43% over 2009, going from 15.8% to

22.8%.

Facebook is leading the way, with the average user spending six hours per month on the site, or 85% of the time spent social networking.

According to Nielsen, Americans spend 2.621 billion hours each month on the Internet. For the first time, online video games have overtaken E-mail, which decreased 28% percent from 2009 to 2010.

“Forty percent of U.S. online time is spent on just three activities – social networking, playing games and emailing, leaving a whole lot of other sectors fighting for a declining share of the online pie,” Nielsen analyst Dave Martin said.

Top 10 Sectors of U.S. Internet Time

Rank	Category	Share of Time June 2010	Share of Time June 2009	Change in %
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies**	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other*	34.3%	37.3%	-8%

- Source: Nielsen Co., 08/02/10.

Facebook Is King of the Social Networks

It comes as no surprise, but Facebook is the King of Social Networking.

92% of social networking site users use Facebook, 29% MySpace, 18% LinkedIn, and 13% Twitter, says a new Pew Internet & American Life Project report.

There’s considerable variance in the way people use various social networking sites, says the report.

52% of Facebook users and 33% of Twitter users engage with the platform daily, while only 7% of MySpace and 6% of LinkedIn users do the same. On Facebook on an average day, 15% of Facebook users update their own status, 22% comment on another’s post or status, 20% comment on another user’s photos, 26% “like” another user’s content, and 10% send another user a private message.

A November 2013 report by the Pew Internet Project found that 66% of American adults using the Internet say they use Facebook, with 20% saying they use LinkedIn, and 16% saying they use Twitter.

- Sources: Pew Internet Project, 11/13/12, The Foster Letter, 07/10/11, and the Center for Media Research, 06/29/11.

The Impact of Social Networking

“Socialnomics,” a new YouTube video by Internet expert and author Erik Qualman, reminds us all about the HUGE impact of social networking sites like Twitter and Facebook.

According to Qualman:

“96% of generation Y has joined a social network. It took radio 38 years to reach 50 million users, television 13 years, the Internet 4 years, and Facebook added 200 million users in less than a year. iPod application downloads hit 1 billion in 9 months. Word of mouth is becoming world of mouth. 60 million status updates happen on Facebook DAILY.”

Qualman adds, “Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.”

Once again, for about the millionth time, facts from an outside source confirm MOVIEGUIDE® Founder and Publisher Dr. Ted Baehr’s adage that “the mass media creates the culture that shapes the hearts and minds of our children and grandchildren.”

Only MOVIEGUIDE®, however, is making a real impact actively redeeming the values of the mass media and transforming the popular culture with the Gospel of Jesus Christ.

Since we began in 1985, the number of movies with positive Christian content has increased from 1% or less to nearly 60%! Also, the number of movies with strong or overt Christian content or worldviews has increased from only one or two per year to about 50 or more each year.

- Source: J. John, ASSIST News service, 07/05/11.

No Failure to Communicate Here

“Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.”

- Internet expert and author Erik Qualman on the impact of Social Networking sites like Facebook and Twitter, ASSIST News service, 07/05/11.

Study Links Teenage Internet Addiction to Aggression

A study from Taiwan researchers shows that teenage addiction to the Internet may be a causal factor in increased teenage aggression.

The survey of 9,405 adolescents found that Internet addiction can result in a slight increase in aggression in both male and female Internet users. The males in the study were almost as likely as the females to be addicted to the Internet.

- Source: Science Daily, 02/27/09.

Top 10 Twitter Trends

The two top Twitter trends in 2012 were the Summer Olympics in London, followed the 2012 elections.

The other eight top topics or trends in 2012 were Justin Bieber, Hurricane Sandy, the MTV Music Awards, Euro 2012, the Super Bowl, Whitney Houston’s death, the movement to stop notorious Ugandan guerrilla leader Joseph Kony, and the boy band One Direction.

- Source: HotSuite, Mashable, 12/22/10.

Teenagers Divulge Risky Behaviors on Internet

Two studies by Seattle Children’s Research Institute appearing in the January issue of the “Archives of Pediatric and Adolescent Medicine” report that more than half the teenagers using the social networking site MySpace on the Internet post information about their sexual behavior, substance abuse or alcohol.

MySpace has over 200 million profiles, with about 25% belonging to teenagers under 18.

More than 90% of teenagers in the United States have Internet access, according to background info in the two studies. About half of all teenagers using the Internet also use social networking sites like MySpace and Facebook.

The good news in the second study is that a simple intervention, such as an email from a physician, made some teenagers change their risky behavior.

“It’s important for parents to understand how important these social networking sites are to kids,” Dr. Megan Moreno, an assistant professor of pediatrics at the University of Wisconsin-Madison who took part in conducting the studies, said. “Parents need to talk to kids about the longer-term impacts and help them think through some of the repercussions.”

- Source: HealthDay News, 01/05/09.

Time Required To Reach 3 Million Sales



Internet Users Are Less Likely To Rely on Spouses

A new study by the Pew Research Center has found that adult Internet users are 38% less likely to rely exclusively on their spouses or significant others as discussion confidants.

Those who use instant messaging are even less likely, 59% less likely, than those who don't use the Internet or instant messaging.

Despite this, the study found that only 6% of American adults report they have no one with whom they can discuss important matters or who they consider to be "especially significant in their lives."

The study did find, however, that Americans do have fewer close ties with their neighbors and with people in voluntary associations.

- Source: Pew Research Center, November 2009.

The Internet Is Not Making Us Smarter

Despite the increased access to knowledge through the Internet, test scores among 17-year-olds show that more than half of them are still scoring a D or an F on reading, math and national or international affairs!

The test scores include the 2004 National Assessment of Educational Progress in reading and math and a study performed in 2007 by the Pew Research Center for the People & the Press.

"The material isn't lodging in [people's] minds," says Emory University English professor Mark Bauerlein, author of *THE DUMBEST GENERATION*. "There is not enough internalization of knowledge."

For some reason, the national reading and math scores indicate that younger children are doing better before high school than during high school, where test scores have remained flat for 30 years, despite trillions of dollars in aid to education.

- Source: Ventura County Star, 07/13/08.

Twitter Can Make You Immoral, Scientists Say

Social networks on the Internet such as Twitter can blunt one's morality, scientists from the Brain and Creativity Institute at the University of Southern California say.

According to the Daily Mail in London's report on the new study, "Rapid-fire news updates and instant social interaction are too fast for the 'moral compass' of the brain to process. The danger is that heavy Twitter and Facebook users could become 'indifferent to human suffering' because they never get time to reflect and fully experience emotions about other people's feelings."

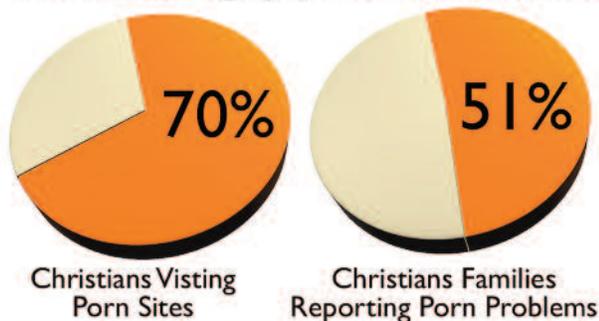
Adds the news story, "The impact could be most damaging for youngsters whose brains are still developing."

The study also posits that feelings like admiration and compassion as well as the sense of self are deeply wired into the human brain and psyche or soul. In other words, we are made in the image of a Personal Benevolent Creator.

- Source: The Daily Mail, 04/14/09.

The Problem of Internet Porn

Internet Pornography in Christian Homes



Surveys indicate that up to 70% of Christians are visiting online

porn sites on the Internet, with 51% of Christian families reporting that pornography is a problem in their home.

Also, 87% of college students report having sex over the Internet, with 20% of children receiving unwanted sexual solicitations online.

- Source: Howard Center for Family, Religion & Society, 11/07/09.

Online Porn Linked to Mental Illness in Children

A new study in Great Britain shows Internet porn related mental illness in children has increased by more than 2,550 percent!

According to London's Portman clinic, a National Health Survey outpatient psychotherapy clinic, use of pornography as a feature of mental illness has gone from less than one percent of its young patients in the late 1990s to 26.5 percent of them.

A Parliamentary report found that 27 percent of boys access Internet pornography weekly. The report has called for a ban of Internet porn on all computers unless adults "opt in" to see it.

- Source: DNA Syndication, 04/24/12.

Group Fights New Internet Domains for Porn Industry

There is .org, .com, .edu, .gov, etc. and some may even remember .xxx. The .xxx domain was thought to have been created to relieve the .com world of porn sites. However, history shows that pornographers only created more domains under the .xxx domains rather than leaving the .com domains, according to Morality in Media (MIM).

According to MIM, the "ICM Registry is applying to add .sex, .porn, and .adult to its list of porn-related suffixes in the expansion of the Internet's generic top-level domains."

MIM and other Christian groups, including MOVIEGUIDE®, are fighting this new move because it increases Internet pornography instead of limits it.

"Distribution of hardcore (obscene) pornography on the Internet is a violation of U.S. laws," MIM President Patrick Trueman said. "The U.S. Department of Justice under U.S. Attorney General Eric Holder should begin enforcing the law."

"Those involved, including ICM Registry, should be investigated for possible violations of federal obscenity laws," Trueman added.

- Source: Morality in Media, 06/13/12.

One-third of Internet Porn Visitors Are Women

About one-third of visitors to Internet pornography sites are women, according to a 2008 survey by Internet Pornography Statistics.

The Internet Filter Review also found that 9.4 million women access adult Internet sites each month. It also found that 17% of women say they've struggled with pornography addiction.

"The more pornography women use, the more likely they are to be victims of non-consensual sex," says Professor Mary Anne Layden of Boston's Wheelock College. "The earlier the male starts using pornography, the more likely they are to be the perpetrators of non-consensual sex."

-Source: Washington Times, 07/11/10.

British Gov't Wants Internet Porn Controlled

In 2010, the British government has asked Internet service providers to protect children and block sex sites, and require people to "opt in" to receive the sex sites rather than "opt out" of them, as they do now with computer parental controls.

Two years later, a report of a final cross-party inquiry into online child protection was published by Parliament. The report said Internet Service Providers (ISPs) and the government need to do even more to keep children safe online.

"It is very important that it's the ISPs that come up with solutions to protect children," Ed Vaizey, the communications minister, said. "I'm hoping they will get their acts together so that we don't have to legislate."

Claire Perry, the Tory Party leader behind the report, demanded that ISPs offer parents a simple way of filtering out adult content.

Studies have clearly shown that regular use of pornographic material desensitizes children and young people, reduces their inhibitions, makes them more vulnerable to sexual abuse, causes them to violent or sexually aggressive acts, and leads them to early and promiscuous, as well as deadly, sexual involvement.

- Source: Zenit, 04/27/12, and The Guardian, 12/19/10.

Threatening the Throne

According to the Christian Post, more than “1 billion pornographic websites are one click away, and the average of first-time viewers is 9.” The invasive nature of sexuality and pornography has invaded the church dramatically.

The Christian Post also reports that about “80% of 15 to 17-year-olds have been exposed to hardcore porn, and the adult pornography industry reports 20-30% of their traffic comes from children.”

One final shocking statistic from the Christian Post reports that “30% of pastors have viewed porn in the last 30 days.”

- Source: Christian Post, 05/26/12.

Is Google Making Us Dumber or Just Plain Lazy?

“How many countries have only one color on their flag?”

Years ago this question would have generated a numerical response from most of the people who were asked. However, with the increasing use of search engines for factual information, people today are more likely to respond not with the answer, but where they would look on the Internet to find the answer.

A new study by Columbia University recognizes a new kind of amnesia called The Google Effect which has impacted the way humans recall information. When asked a factual question such as the one above, more often than not, people refer to an Internet location instead of answering the question from memory.

The authors of the study argue that this heavy reliance on search engines does not prove people are stupid, but it points out that people are processing information and thinking in a completely different way than they used to doing. Thus, when thinking about factual details, people are relying more on the Internet for those facts rather than putting them into the memory banks in their own minds.

- Source: NBC-TV, Bay Area, 07/17/11.

Internet Books Overtake Printed Books

Amazon.com reports it is now selling more eBooks through its Kindle eReaders than it is selling printed books.

Kindle book sales were up 300% as of May 2011, and Amazon’s combined U.S. Kindle and printed books business is growing faster than it has in 10 years.

- Sources: The Foster Letter, 06/10/11, and TechnologyLive, 05/19/11.

Digital Overload

Magnify.net’s new The Digital Lifestyle survey finds 48.5% of respondents saying they are connected to the Web “from the moment I wake up until the moment I go to bed.”

Also, 64.2% say the info coming at them today has grown by more than 50% in the past 12 months. 72.7% describe their data stream as “a roaring river,” “a flood,” or a “massive tidal wave.” 76.7% read email and respond evenings and weekends, 43.2% answer texts or emails on dates/social occasions, 57.4% never turn off their phone, 33.0% check

email middle of the night, 35.2% answer work emails while with children, 46.9% are unable to answer all email, 41.4% miss important news, 39.9% ignore family and friends, 16.9% miss appointments, and 62.5% wish they could filter out the flood of data.

- Sources: The Foster Letter, 06/10/11, and Center for Media Research, 04/26/11.

Parents Move to Protect Children from Internet Porn and Predators

American parents, using a wide array of new technology from Disney, AT&T, Microsoft, and other companies, are beginning to make an effort to protect their children and teenagers from pornographers and other predators on the Internet and on cell phones.

According to the National Center for Missing & Exploited Children, about one-third of 10- to 17-year-olds last year were exposed to unwanted Internet porn, up from a survey done in 2002. Also, however, one in seven received unwanted sexual approaches online, down from one in five.

The tools and tips parents need to know to protect their children include:

- 1) Parents should set spending limits on cell-phone use.
- 2) Parents should talk to their children about the dangers of encountering strangers and strange websites through computers and cell phones.
- 3) Parents should look for software that blocks sexually explicit material and websites, that monitors your child’s use, and that limits the amount of time spent on computers and cell phones.
- 4) Parents should look for customizable websites and website lists.
- 5) Parents should look for chat filtering.
- 6) Parents should look for ways to block their children’s personal information, such as full name and home address, from being posted or emailed.
- 7) Parents should bookmark child-friendly Internet browsers.

- Source: Ventura County Star, 03/11/07.

Reviews You Can Trust

Articles
News
Video

Free eNewsletters
Tuesdays & Fridays

WHAT AMERICANS THINK

Poll: 74% Say Hollywood Has Harmed the Culture

A recent poll says that nearly three-quarters of American adults, 74%, believe Hollywood and network television have “harmed” the culture.

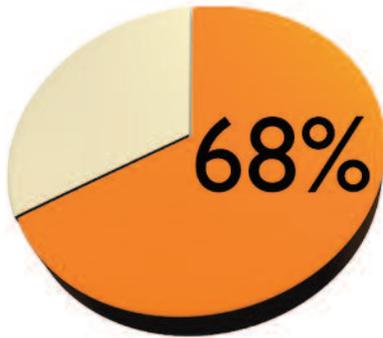
According to a poll conducted by the media consulting company Wenzel Strategies, 74% believe Hollywood and Network TV have harmed the culture (with 50% saying they have done a “great deal” of harm), 18% said they have improved the culture, and 8% said they have had no impact at all.

- Source: WorldNetDaily, 04/16/12.

Also:

• Nearly three-quarters of Americans, 74%, believe moral values in the United States have declined over the past 20 years. 64% agree that the media are an important factor in shaping those moral values. Source: “Natural Cultural Values Survey,” The Culture and Media Institute, 2007.

Americans Who Believe the Media are Harming Moral Values



- “Natural Cultural Values Survey,” The Culture and Media Institute, 2007.

• Nearly three-fourths of Americans, 73%, blame Hollywood for harming moral values in the United States. Only 7% say Hollywood is having a positive impact - “Natural Cultural Values Survey,” The Culture and Media Institute, 2007.

• For the first time, a majority of Americans, 53%, think the federal government threatens their personal rights and liberty, according to a survey of 1,502 adults released Jan. 31, 2012 by the Pew Research Center. The number has grown from 47% in 2010.

• More than three-fourths of Americans think the news media is “often influenced by powerful people and organizations” (80%) or “tend to favor one side” (77%), according to a 2011 survey of adults by the Pew Research Center. Also, 72% believe the news media “try to cover up their mistakes,” 66% believe their stories “are often inaccurate,” 63% say they are “politically biased in their reporting,” 63% say they “don’t care about the people they report on,” and 42% say the news media are “immoral.”

• More than half of Americans, 54%, blame the news media for harming moral values. Only 11% say the news media has a positive effect - “Natural Cultural Values Survey,” The Culture and Media Institute, 2007.

• American women who use mobile devices are more likely than men to trust the mainstream news media, 40.1% versus 33.7%, according to a 2012 survey of 1,015 adults by the Donald W. Reynolds Journalism Institute. Women who don’t use mobile devices are also more likely than men to trust the mainstream news

media, 43.7% versus 37.8%.

• Cable news watchers are much more likely to distrust the mainstream news media, according to a 2012 survey of 1,015 adults by the Donald W. Reynolds Journalism Institute. And, they prefer the Fox News Channel to MSNBC, 51.7% to 30.9%.

• Americans prefer their news to be personalized, according to a 2012 survey of 1,015 adults by the Donald W. Reynolds Journalism Institute. Thus, 44.1% agreed they “get only the news that interests me” while 34.2% disagreed. Mobile media users were even more inclined to agree, 48.3% to 29.8%, while a plurality of non-users disagreed with the statement, 43.1% to 35.6%.

• Nearly two-thirds of Americans, 62%, believe that TV programming is getting worse - Associated Press and AOL Television, 09/14/07.

• More than half, 55%, of Americans think traditional media will disappear in 10 years, according to a new Harris Interactive and 24/7 Wall St. poll. Also, the survey showed that, while 67% prefer reading news in the newspaper or on TV, 50% said they get nearly all their news online - Social Times, 10/29/10.

• Nearly two-thirds of Americans, 63%, think news stories are often inaccurate, according to a 2009 survey of 1,506 Americans by the Pew research Center for the People & the Press. Also, 74% believe stories tend to favor one side of an issue over another - Associated Press, 09/13/09.

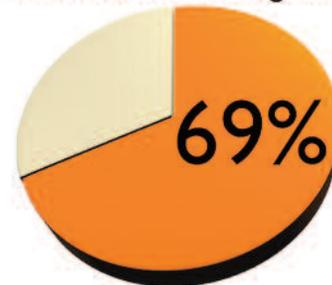
• Two-thirds of children age 10 to 16, 66%, say their peers are influenced by TV shows - Parents Television Council.

• Nearly two-thirds of children age 10 to 16, 62%, say that sex in TV shows and movies influences their peers to have sexual relations when they are too young - Parents Television Council.

• Only a few parents understand what the TV ratings mean. For example, only 28% of parents know that TV-Y7 means “directed to children age 7 and older,” and 13% believe it actually means the opposite! Also, only 12% know that the rating FV for “fantasy violence” is related to violent content.

• Denzel Washington was America’s Favorite Movie Star in 2012, followed by Clint Eastwood and Tom Hanks, according to a Harris Poll of 2,141 adults surveyed online between Dec. 12 and 18, 2012. Denzel is favored by Democrats, liberals and women. Clint is favored by Republicans, conservatives and men. MOVIEGUIDE® admires both actors. By the way, John Wayne, who died in 1979, is still Number 6. In recent years, he’s been as high as Number 3, the latest in 2010.

Americans, who believe Hollywood celebrities don’t understand the lifestyles or values of the average American



According to a 2012 poll by the media consulting company Wenzel Strategies (Source: WorldNetDaily, 04/16/12).

CRITICS COMPARED 2012

Box office figures are the truest measure of what the public chooses to see in movies. Overall, 10 of MOVIEGUIDE's top picks made it into the Top 25 Box Office Grossing Movies at the Domestic Box Office in 2012. This means that MOVIEGUIDE's choices made up 40% of the Top 25 movies. Even better, 60% of the Top 10 Box Office Grossing Movies in 2012 for United States and Canada were in MOVIEGUIDE's Top Ten 2012 Movies for Families or Top Ten 2012 Movies for Mature Audiences.

In comparison to MOVIEGUIDE®, the vast majority of other critics pick very few Top 10 or Top 25 movies, even though almost half or more of them are clearly among the very best movies, most inspiring, and most family-friendly movies of the whole year.

EDITOR'S NOTE: A "\$" indicates movies in the Top 10 Grossing Movies in 2012. A "+" indicates movies in the Top 25 Grossing Movies in 2012. Some of the critics listed below list their favorite movies in alphabetical order.

MOVIEGUIDE®'s Top Ten 2012 Movies for Families

Chimpanzee

Here Comes the Boom

Ice Age: Continental Drift (+)

Jiro Dreams of Sushi

Journey 2: The Mysterious Island

Madagascar 3: Europe's Most Wanted (\$) (+)

The Odd Life of Timothy Green

The Secret World of Arietty

Won't Back Down

Wreck-It Ralph (+)

Note: One of MOVIEGUIDE's Best Movies for Families was in the Top 10 movies at the box office for the calendar year, or 10%, and three were in the Top 25, or 12%. Year in and year out, MOVIEGUIDE® winners are closer to what the public actually sees in theatres and buys on DVD and Blu-Ray.

MOVIEGUIDE®'s Top Ten 2012 Films for Mature Audiences

Act of Valor

The Amazing Spider-Man (\$) (+)

The Dark Knight Rises (\$) (+)

The Hobbit: An Unexpected Journey (\$) (+)

Les Misérables

Marvel's The Avengers (\$) (+)

Men in Black 3 (+)

Red Dawn (2012)

Skyfall (\$) (+)

Snow White and the Huntsman (+)

Note: Five of MOVIEGUIDE's Best Movies for Mature Audiences, or 50%, were in the Top 10 movies at the box office. Seven were in the Top 25 Movies, or 28%.

Thus, six, or 60%, of MOVIEGUIDE's top 20 movies were in the Top 10, and 10, or 40%, were in the Top 25.

Top 25 Movies at the 2012 Box Office

- 1 Marvel's The Avengers
- 2 The Dark Knight Rises
- 3 The Hunger Games
- 4 Skyfall
- 5 Twilight Saga: Breaking Dawn, Part 2
- 6 The Amazing Spider-Man
- 7 The Hobbit: An Unexpected Journey
- 8 Brave
- 9 Ted
- 10 Madagascar 3: Europe's Most Wanted
- 11 Dr. Seuss' The Lorax
- 12 Men in Black 3
- 13 Wreck-It Ralph
- 14 Ice Age: Continental Drift
- 15 Snow White and the Huntsman
- 16 Hotel Transylvania
- 17 Taken 2
- 18 21 Jump Street
- 19 Lincoln
- 20 Prometheus
- 21 Safe House
- 22 The Vow
- 23 Magic Mike
- 24 The Bourne Legacy
- 25 Argo

American Film Institute

- Argo (+)
- Beasts of the Southern Wild
- The Dark Knight Rises (\$) (+)
- Django Unchained
- Les Misérables
- Life of Pi
- Lincoln (+)
- Moonrise Kingdom
- Silver Linings Playbook
- Zero Dark Thirty

Note: One of the Institute's picks was in the Top 10 and three were in the Top 25, or 10% and 12%.

Broadcast Film Critics Association

- Argo* (+)
- Beasts of the Southern Wild
- Django Unchained
- Les Misérables
- Life of Pi
- Lincoln (+)
- The Master
- Moonrise Kingdom
- Silver Linings Playbook
- Zero Dark Thirty

* Indicates winner.

Note: None of the Association's nominees for Best Picture were in the Top 10, and two were in the Top 25, or 0% and 8%.

National Board of Review

- Zero Dark Thirty*
- Argo (+)
- Beasts of the Southern Wild
- Django Unchained
- Les Misérables
- Lincoln (+)
- Looper
- The Perks of Being a Wallflower
- Promised Land
- Silver Linings Playbook

* Indicates winner.
Note: None of the National Board of Review's movies was in the Top 10 and two in the Top 25, or 0% and 8%, respectively.

Oscar Nominees for Best Picture

- Amour
- Argo (+)
- Beasts of the Southern Wild
- Django Unchained
- Les Misérables
- Life of Pi
- Lincoln (+)
- Silver Linings Playbook
- Zero Dark Thirty

Note: None of the Oscar nominees was in the Top 10 and two were in the Top 25, for 0% and 8%.

David Germain Associated Press

1. Moonrise Kingdom
2. Life of Pi
3. Zero Dark Thirty
4. Argo (+)
5. Searching for Sugar Man
6. Rust and Bone
7. The Master
8. Lincoln (+)
9. West of Memphis
10. Looper

Note: None of David Germain's picks was in the Top 10, and two were in the Top 25, or 0% and 8%.

Roger Ebert Chicago Sun-Times

1. Argo (+)
2. Life of Pi
3. Lincoln (+)
4. End of Watch
5. Arbitrage
6. Flight
7. The Sessions
8. Beasts of the Southern Wild
9. Oslo, August 31st
10. A Simple Life

Note: None of Roger Ebert's picks was in the Top 10, and two were in the Top 25, or 0% and 8%.

Movieguidе® Family & Mature

6

Todd McCarthy - The Hollywood Reporter

2

Lisa Schwarzbaum - Entertainment Weekly

Kenneth Turan - Los Angeles Times

Richard Corliss - Time

Joe Morgenstern - The Wall Street Journal

American Film Institute

Broadcast Film Critics Association

Oscar Nominees for Best Picture

Roger Ebert - Chicago Sun-Times

Michael Phillips - Chicago Tribune

Peter Rainer - Christian Science Monitor

Owen Gleiberman - Entertainment Weekly

Manohla Dargis - The New York Times

A.O. Scott - The New York Times

David Denby - The New Yorker

Peter Travers - Rolling Stone

David Germain - Associated Press

0
0
0
0
0
0
0
0
0
0
0
0
0
0

Michael Phillips
Chicago Tribune

1. Zero Dark Thirty
2. Lincoln (+)
3. Once Upon a Time in Anatolia
4. The Master
5. Amour
6. Chico & Rita
7. The Color Wheel
8. Searching for Sugar Man
9. Flight
10. Moonrise Kingdom

Note: None of Michael's picks was in the Top 10, and one was in the Top 25, or 0% and 4%.

Peter Rainer
Christian Science Monitor

1. The Master
2. This Is Not a Film
3. Once Upon a Time in Anatolia
4. Sister
5. Photographic Memory
6. The Secret World of Arrietty
7. Holy Motors
8. The Gatekeepers
9. The Invisible War
10. Bernie

Note: None of Peter's picks was in the Top 10 or 25, for 0%.

Owen Gleiberman
Entertainment Weekly

1. Lincoln (+)
2. Amour
3. Silver Linings Playbook
4. Room 237
5. Zero Dark Thirty
6. The Perks of Being a Wallflower
7. Killing Them Softly
8. Argo (+)
9. Flight
10. Bernie

Note: None of Owen's picks was in the Top 10, and two were in the Top 25, or 0% and 8%.

Lisa Schwarzbaum
Entertainment Weekly

1. Zero Dark Thirty
2. Lincoln (+)
3. The Master
4. Amour
5. Argo (+)
6. The Gatekeepers
7. Beasts of the Southern Wild
8. Skyfall (\$) (+)
9. The Loneliest Planet
10. How to Survive a Plague

Note: One of Lisa's picks was in the Top 10, and three were in the Top 25, or 10% and 12%.

Todd McCarthy
The Hollywood Reporter

1. Amour
2. The Gatekeepers
3. Beasts of the Southern Wild
4. Once Upon a Time in Anatolia
5. Zero Dark Thirty
6. The Master
7. Skyfall (\$) (+)
8. Footnote
9. Django Unchained
10. The Dark Knight Rises (\$) (+)

Note: Two of Todd's picks were in the Top 10, and two were in the Top 25, or 20% and 8%.

Manohla Dargis
The New York Times

- Amour
The Deep Blue Sea
The Gatekeepers
Holy Motors
The Master
Moonrise Kingdom
Once Upon a Time in Anatolia
Searching for Sugar Man
Silver Linings Playbook
Zero Dark Thirty

Note: None of Manohla's picks was in the Top 10 or 25, for 0%.

A.O. Scott
The New York Times

1. Amour
2. Lincoln (+)
3. Beasts of the Southern Wild
4. Footnote
5. The Master
6. Zero Dark Thirty
7. Django Unchained
8. Goodbye, First Love
9. Neighboring Sounds
10. The Grey

Note: None of Scott's picks was in the Top 10, and one was in the Top 25, or 0% and 4%.

David Denby
The New Yorker

1. (tie) Lincoln (+)
 2. (tie) Zero Dark Thirty
- Remaining movies ordered alphabetically:
- Arbitrage
 - Argo (+)
 - Beasts of the Southern Wild
 - The Central Park Five
 - Detropia
 - The Gatekeepers
 - The Master
 - Moonrise Kingdom
 - This Is 40

Note: None of David Denby's picks was in the Top 10, and two were in the Top 25, or 0% and 8%.

Peter Travers
Rolling Stone

1. The Master
2. Zero Dark Thirty
3. Beasts of the Southern Wild
4. Lincoln (+)
5. Argo (+)
6. Silver Linings Playbook
7. Les Miserables
8. Life of Pi
9. Moonrise Kingdom
10. The Dark Knight Rises (\$) (+)

Note: One of Peter's picks was in the Top 10, and three were in the Top 25, or 10% and 12%.

Richard Corliss
Time

- Amour
- Beasts of the Southern Wild
- Life of Pi
- Anna Karenina
- The Dark Knight Rises (\$) (+)
- Zero Dark Thirty
- Dark Horse
- Dragon
- Frankenweenie
- The Invisible War

Note: One of Richard's picks was in the Top 10, and one was in the Top 25, or 10% and 4%.

Joe Morgenstern
The Wall Street Journal

1. Silver Linings Playbook
- All other films alphabetically:
- Argo (+)
 - Beasts of the Southern Wild
 - The Gatekeepers
 - Les Misérables
 - Lincoln (+)
 - The Master
 - Moonrise Kingdom
 - Skyfall (\$) (+)
 - Zero Dark Thirty

Note: One of Joe's picks was in the Top 10, and three were in the Top 25, or 10% and 12%.

Kenneth Turan
Los Angeles Times

1. Amour
- Remaining movies ordered alphabetically:
- Argo (+)
 - The Dark Knight Rises (\$) (+)
 - Footnote
 - The Gatekeepers
 - The Law in These Parts
 - Lincoln (+)
 - Middle of Nowhere
 - Robot & Frank
 - Rust and Bone
 - Safety Not Guaranteed
 - Silver Linings Playbook
 - Zero Dark Thirty

Note: One of Kenneth Turan's picks was in the Top 10, and three were in the Top 25, or 10% and 12%.

MOVIEGUIDE
THE FAMILY GUIDE TO MOVIES & ENTERTAINMENT

Announcing a new look movieguide.org
WITH NEW FEATURES TO SERVE YOU

- In depth reviews with detailed content
- Local show times and ticket purchasing
- Informative articles
- News and Notes
- Top Ten Lists
- Recommended Classics
- Weekend Reports with Studio Report Cards
- Improved search feature

Now with over 6,000 reviews

The screenshot shows the website's layout with a search bar, a featured article for 'The 21st Annual MOVIEGUIDE AWARDS Semi-Finalists Announced', a 'Showtimes' section for 'Today, Feb 8', an 'In Theaters' section with movie posters, a 'Popular Reviews' section, a 'Newest Videos' section, and a 'Top Box Office' section listing movies like 'Silver Linings Playbook' and 'Beasts of the Southern Wild'.

THEATRICAL MOVIE INDEX

Title	Quality/Acc. Rating	Genre	Distributor	Dom/WV	Content	Alc.	Drugs	Lang.	Misc.	Nudity	Sex	Violence	Box Office
10 YEARS	★★★★ -2	PG-13	Drama	Anchor Bay/STARZ	RoRo	C			AA	DD	LLL	M NoN S	NoV \$203,373
2 DAYS IN NEW YORK	★★★★ -3	R	Drama	Magnolia	RoRoRo	PCPC, C, E, FR, Pa, Ho, O			A	DDD	LLL	MMM NNN SS	NoV \$633,210
2016: OBAMA'S AMERICA	★★★★+2	NR	Documentary	OAF	BBB	CapCapCap, CACAC, PPP			AA	D	NoL	M N NoS	V \$33,449,086
21 JUMP STREET	★★ -4	R	Comedy	Sony	PaPaPa	AbAb, E, Ho, PCPAP			AA	DDD	LLL	MMM NNN SSS	VV \$138,447,667
ABRAHAM LINCOLN: VAMPIRE HUNTER	★★★ -3	R	Horror	Fox	PaPa	CC, BB, OO, RHRH, PC			AA	NoD	LL	MM N SS	VV \$37,519,139
ACT OF VALOR	★★★★-2	R	War Movie	Relativity	BBB	PPP, PC, Ab			NoA	DD	LLL	M N NoS	VV \$70,012,847
AFTER THE WIZARD	★★ +3	NR	Drama	Breaking Glass	BB	C			NoA	NoD	NoL	M NoN NoS	NoV \$3,184
ALEX CROSS	★★ -3	PG-13	Police Thriller	Sunmit	HH	B, C			A	NoD	LL	MM NN SS	VV \$25,879,134
AMAZING SPIDER-MAN, THE	★★★★-1	PG-13	Science Fiction	Sony	BBB	CC, PP, Ev			NoA	DD	L	M N NoS	VV \$262,030,663
AMBASSADOR, THE	★★★★ -1	NR	Documentary	Weinstein	BB	ACAC			A	NoD	L	MMM NoN NoS	NoV \$28,102
AMERICAN REUNION	★★★ -4	R	Comedy	Universal	PaPaPa	RoRoRo, HHH, PCPC, HoHo			AAA	DD	LLL	MMM NNN SSS	V \$56,758,835
AMOUR	★★★★ -4	PG-13	Drama	Sony Classics	HHH	B			NoA	NoD	L	M NN NoS	VV \$219,819
ANNA KARENINA	★★★★-2	R	Drama	Focus	BB	C			AA	D	L	MM NN SS	VV \$10,987,685
ANY DAY NOW	★★★★-3	NR	Drama	Music Box	RoRoRo	HoHoHo, PCPCPC, B, C			A	DD	LLL	MM N SS	V \$109,830
APPARTITION, THE	★ -4	PG-13	Horror	Warner Bros.	OOO	HHH, FRFRFR, B			A	NoD	LL	MM N S	VV \$4,936,819
ARBITRAGE	★★★★-2	R	Drama	Roadside	BB	PaPa			A	D	LLL	MM NoN S	VV \$7,902,573
ARGO	★★★★-2	R	Spy Movie	Warner Bros.	BB	PP, PC, RH, AP, Co			A	D	LLL	M N NoS	V \$109,043,284
ATLAS SHRUGGED PART II	★★★★-1	PG	Drama	Atlas	BBB	CapCapCapCACAC, PP, Ab			A	D	LL	M N S	V \$3,336,053
ATM	★★★★ -3	R	Thriller	IPC	PaPaPa	B, HH			AA	NoD	LLL	M NoN S	VV \$3,010
BABYMAKERS, THE	★★ -3	R	Comedy	Milennium Ent.	PaPa	B, HoHob			AA	DD	LLL	MM NNN SS	VV \$7,889
BACHELORETTE, THE	★★ -4	R	Comedy	Weinstein	PaPaPa	FeFe, B			AAA	DDD	LLL	MMM NoN SSS	V \$447,954
BACKWARDS	★★ +1	PG	Drama	Dada Films	BB	C			A	NoD	LL	M NoN NoS	NoV \$61,465
BATTLEFIELD AMERICA	★★ -2	PG-13	Drama	Brain & Barrett	Pa	B, C			A	DD	LL	MM NoN NoS	V \$172,000
BATTLESHIP	★★★★ -2	PG-13	SF/War	Universal	BBB	PPP, C			A	NoD	LLL	M N S	VV \$65,233,400
BEASTS OF THE SOUTHERN WILD	★★★★ -2	PG-13	Fantasy	Fox Searchlight	RoRoRo	EE, PaPa			AA	D	LL	M N S	V \$11,249,128
BEING FLYNN	★★ -3	R	Drama	Focus	HH	PCPC, C, Ho			AAA	DD	LLL	MM N SS	VV \$540,152
BEL AMI	★★ -3	R	Drama	Magnolia	RoRoRo	PCPC, APAP			AAA	NoD	L	MMM NN SSS	V \$120,462
BENEATH THE DARKNESS	★★ -2	R	Horror	Image Ent.	B				NoA	NoD	LLL	M N S	VV \$9,600
BERNIE	★★★★-2	PG-13	Drama	Milennium Ent.	CC	RoRo, BB, Ho, P			A	NoD	LLL	MMM N S	V \$9,206,470
BEST EXOTIC MARIGOLD HOTEL, THE	★★★★ -2	PG-13	Comedy	Fox Searchlight	HH	Cap, Ro, B, Pa, FR, HoHo			A	DD	L	MM N SS	V \$46,385,113
BIG MIRACLE	★★★★ -1	PG	Drama	Universal	BB	PPP, Cap, C, PC, E			NoA	NoD	LL	NoM NoN NoS	V \$20,157,300
BLUE LIKE JAZZ	★★ -3	PG-13	Drama	Roadside	PaPaPa	HHHhAbAb, CC, B, PCPCPC, RHRHRH, APAPAP, AcapAcap, HoHo			AA	DD	LL	MM N S	V \$595,018
BOOKER'S PLACE:													
A MISSISSIPPI STORY	★★★★ -1	NR	Documentary	Tribeca	BBB	CC, FR			A	NoD	L	M NoN NoS	V \$5,549
BOURNE LEGACY, THE	★★★★ -2	PG-13	Spy Movie	Universal	Ro	H, AP, B, C, AC			A	DD	LLL	M N NoS	VV \$113,203,870
BOY	★★ -2	NR	Comedy	Paladin	PaPa	Ro, C, B			AA	DD	LLL	MM N S	V \$234,841
BRAKE	★★★★ -2	R	Thriller	IPC	B	P, C, H			NoA	NoD	LLL	MM NoN NoS	VV \$4,876
BRAVE	★★★★-1	PG	Animated/Fantasy	Disney/Pixar	RoRo	FeFe, OO, C, B			A	NoD	NoL	M N NoS	VV \$237,259,580
BROOKLYN CASTLE	★★★★ -1	PG	Doc.	Producers Dist.	BB	C, So, Acap, Cap			NoA	NoD	L	M NoN NoS	NoV \$194,426
BULLHEAD	★★ -4	R	Drama	Weinstein	PaPaPa	B, C, HoHo, PC			AAA	DDD	LLL	MM NN SS	VV \$151,840
BULLY 2012	★★ -2	R	Documentary	Weinstein	B	CC, PCPC, HoHo			NoA	NoD	LL	M N SS	V \$3,495,043
BUTTER	★★ -4	R	Comedy/Satire	Weinstein	RoRoRo	PCPCPC, HoHo, AbAbAb, C, B			A	DD	LLL	MM N SS	V \$105,018
CABIN IN THE WOODS, THE	★★ -4	R	Horror	Lionsgate	PaPaPa	OO, B, AbAb			AA	DDD	LLL	MMM NN S	VV \$42,073,277
CAMPAIGN, THE	★★ -4	R	Comedy	Warner Bros.	PaPaPa	PCPCPC, AbAbAb, AcapAcap, Ho			AA	DD	LLL	MMM NN SS	VV \$86,907,746
CASA DE MI PADRE	★★ -3	R	Comedy	Pantelion	RoRoRo	B			A	DD	LLL	MM NN SSS	VV \$5,909,483
CELESTE AND JESS FOREVER	★★ -2	R	Romantic Comedy	Sony Classics	RoRo	FR, B, C			AA	DD	LLL	MM NoN SS	NoV \$3,094,813
CHASING ICE	★★★★ -2	PG-13			RoRoRo	EEE, H, Ev, B			NoA	NoD	L	M NoN NoS	V \$780,100
CHASING MAVERICKS	★★★★-1	PG	Drama	Fox	B	C, Ro			A	DD	NoL	M N NoS	NoV \$5,949,528
CHERNOBYL DIARIES	★★ -3	R	Horror	Warner Bros.	PaPa	B			A	NoD	LLL	M NoN S	VV \$18,119,640
CHICKEN WITH PLUM	★★★★-3	PG-13	Drama	Sony Classics	RoRo	B			NoA	DD	LL	MM NN SS	VV \$253,874
CHIMPANZEE	★★★★+2	G	Documentary	Disney	BBB	C			NoA	NoD	NoL	NoM NoN NoS	V \$28,972,764
CHRONICLE	★★★★ -2	PG-13	Science Fiction	Fox	PaPa	FRFR, CC, BB, RoRo			AA	NoD	LLL	MM NoN S	VV \$64,575,175
CIRQUE DU SOLEIL: WORLD'S AWAY	★★★★ -1	PG	Fantasy	Paramount	Ro	B, Ho			A	D	NoL	M N S	V \$8,908,724
CLOUD ATLAS	★★ -4	R	Science Fiction	Warner Bros.	PaPaPa	PCPCPC, FRFRFR, HoHoHo, AbAb, AcapAcap, B, OO			A	DD	LLL	M NN SS	VV \$26,793,034
COLD LIGHT OF DAY, THE	★★ -2	PG-13			B	PaPa, PC, P			A	D	LLL	M N S	VV \$3,763,383
COLLECTION, THE	★★ -3	R	Horror	ID Ent.	PaPa	B			AA	DD	LLL	MM NN S	VV \$6,842,058
COMIC-CON EPISODE IV:													
A FAN'S HOPE	★★★★-1	PG-13	Doc.	Wrekin Hill	H	Ab, FR, Ro, B, PP, CapCap			A	DD	LL	M N S	V \$34,665
COMPLIANCE	★★★★ -3	R	Drama	Magnolia	B	PaPaPa			NoA	NoD	LLL	MMM NN SSS	V \$319,285
CONTRABAND	★★★★ -3	R	Crime Thriller	Universal	PaPa	B			AA	DD	LLL	MM N S	VV \$66,528,000
COSMOPOLIS	★★ -4	R	Drama	Entertainment 1	HHH	CoCoCo, APAPAP, AcapAcap			A	DD	LL	M NNN SSS	VV \$763,556
COWGIRLS 'N ANGELS	★★★★+3	G	Drama	Samuel Goldwyn	BBB	CC			A	NoD	L	M NoN NoS	V \$120,680
CROOKED ARROWS	★★★★ -2	PG-13			BB	PaPaPa, FRFR, C			A	NoD	L	MM N S	VV \$1,832,541
DAMSELS IN DISTRESS	★★★★ -1	PG-13	Comedy	Sony Classics	BB	Ro, Ho			AA	NoD	L	M NoN S	NoV \$1,008,455

Title	Quality/Acc. Rating	Genre	Distributor	Dom/WV	Content	Alc.	Drugs	Lang.	Misc.	Nudity	Sex	Violence	Box Office		
DARK KNIGHT RISES, THE	★★★★-1	PG-13	Action Adventure	Warner Bros.	CC	BBB, ACACAC, CapCap	Cap, FR		A	D	LL	M	N S	WV	\$448,139,099
DARK SHADOWS	★★★★-4	PG-13	Dark Comedy	Warner Bros.	RoRoRo	OO, FRFR, BB, CapCap			A	DD	L	MM	No N S	WV	\$79,727,149
DARLING COMPANION	★★★★-2	PG-13	Drama	Sony Classics	PaPa	OO, BB, C			A	No D	LLL	M	No N S	V	\$793,815
DEADFALL	★★★★-3	R	Crime Thriller	Magnolia	PaPa	C, B			A	D	LLL	MMM	NN SS	VW	\$61,968
DEADLINE	★★★★-1	PG-13	Mystery	Freestyle	CCC	BBB			AA	No D	L	M	No N S	V	\$20,000
DEEP BLUE SEA 2012	★★★★-3	R	Drama	Music Box	RoRoRo	Ab, B, C			AA	DD	LL	MMM	NN SS	V	\$1,126,525
DELHI SAFARI	★★-1	PG	Animation/Adventure	Applied Art	PaPa	EEEE, PCPC, BB, C			AA	No D	No L	M	No N S	V	
DETAILS, THE	★★★★-3	R	Comedy	Weinstein	RoRoRo	FRFR, C, B			AA	DD	LLL	MMM	No N SS	V	\$63,595
DEVIL INSIDE, THE	★★-4	R	Horror	Paramount	PaPaPa	CC, B, H, AbAb, FRFR			A	DD	LLL	MMM	N S	VW	\$53,261,944
DIANA VREELAND:															
THE EYE HAS TO TRAVEL	★★-2	PG-13	Documentary	Samuel Goldwyn	RoRo	B, Ho			A	D	LL	MM	NN S	No V	\$948,254
DIARY OF A WIMPY KID: DOG DAYS	★★★★+1	PG	Comedy	Fox	C	BB, Ro			No A	No D	L	MM	N No S	V	\$49,008,662
DICTATOR, THE	★★-3	R	Comedy	Paramount	PaPaPa	B, PCPC, APAP, Ho			A	D	LLL	MM	NNN SSS	WV	\$59,650,222
DJANGO UNCHAINED	★★★★-4	R	Western	Weinstein	RoRoRo	PCPC, B, C, RH			A	D	LLL	MM	NNN S	VW	\$77,833,497
DO-DECA-PENTATHLON, THE	★★★★-2	R	Comedy	Fox Searchlight	PaPa	RoRo, BB, C			No A	No D	LLL	MM	N No S	V	\$10,000
DR. SEUSS' THE LORAX	★★★★-1	PG	Animated/Comedy	Universal	Pa	PCPC, EE, Acap/acap, AC, B			No A	No D	No L	MM	No N No S	No V	\$214,030,500
DREDD	★-4	R	Science Fiction	Lionsgate	HHH	OO			AA	DD	LLL	MMM	No N S	VW	\$13,414,714
EASY MONEY	★★★★-2	R	Crime Thriller	Weinstein	PaPaPa	C, B			AA	DDD	LLL	MMM	NN SS	VW	\$189,163
END OF WATCH	★★★★-3	R	Drama	Open Road	BB	CC, PP, Ho			A	DD	LLL	M	NN SS	VW	\$40,792,118
EXPENDABLES 2, THE	★★★★-2	R	Action Adventure	Lionsgate	BB	CC			AA	No D	LLL	MM	N No S	VW	\$85,028,192
FAREWELL, MY QUEEN	★★★★-3	R			PaPa	RoRo, B, C, Ab, HoHo, RHRH			AA	No D	L	MM	NNN S	V	\$1,347,990
FIRST POSITION	★★★★+2	NR	Documentary	Rainbow Media	BB	CapCap, C			No A	No D	No L	M	N No S	V	\$1,108,500
FIRST TIME, THE	★★★★-4	PG-13	Romantic Drama	Samuel Goldwyn	RoRoRo				AA	No D	LL	MM	NN SS	V	\$22,836
FIVE-YEAR ENGAGEMENT, THE	★★★★-3	R	Romantic Comedy	Universal	RoRo	B, C, FR			AA	No D	LLL	M	NNN SS	V	\$28,700,285
FLIGHT	★★★★-3	R	Drama	Paramount	C	BB, H, Ab			AAA	DD	LLL	MM	NNN SS	WV	\$92,111,883
FLYING SWORDS OF															
DRAGON GATE, THE	★★★★-2	R	Action Adventure	Indomina	Pa	B, ACAC			A	No D	L	M	No N No S	WV	\$170,276
FOOTNOTE	★★★★-1	PG	Drama	Sony Classics	Pa	H, B			A	D	L	M	N S	V	\$2,007,758
FOR A GOOD TIME CALL	★-4	R	Comedy	Focus	RoRoRo	HoHoHo			AA	DD	LLL	MMM	N SSS	V	\$1,251,749
FOR GREATER GLORY	★★★★-1	R	Historical Drama	ARC Ent.	CCC	BBB, ACACAC, PPP			A	No D	No L	M	No N No S	WV	\$5,672,846
FRANKENWEENIE	★★★★+1	PG	Animated/Comedy	Disney	BBB	H, C			No A	No D	No L	M	No N No S	V	\$34,704,958
FRIENDS WITH KIDS	★★-3	R	Romantic Comedy	Roadside	PaPaPa	RoRo, HH, AbAb, Ex, B, C			AA	D	LLL	MMM	NN SS	No V	\$7,251,073
FUN SIZE	★★★★-3	PG-13	Comedy	Paramount	PaPa	BB, RoRo, HoHo			AA	No D	LL	MM	N SS	V	\$9,409,538
GATEKEEPERS, THE	★★★★-1	PG-13	Documentary	Sony Classics	BB				No A	D	No L	M	N No S	WV	\$5,000
GHOST RIDER: SPIRIT OF VENGEANCE	★★★★-2	PG-13	Thriller	Sony	CCC	BB, O			AA	DD	LL	M	No N No S	WV	\$51,774,002
GIRL IN PROGRESS	★★★★-2	PG-13	Comedy	Pantelion	HH	B, C			AA	D	L	MM	N SS	No V	\$2,609,412
GOD BLESS AMERICA	★★-4	R	Black Comedy	Magnolia	HHH	PCPCPC, AbAb, HoHo, APAP, Acap/acap, RHRH			A	No D	LLL	MMM	N SS	VW	\$122,550
GONE	★★★★-2	PG-13	Crime Thriller	Summit	BB	Ho			AA	DD	LL	MM	N S	WV	\$11,682,205
GOON	★★★★-3	R	Comedy	Magnolia	PaPaPa	B, PC, HoHo			AAA	DD	LLL	MM	NN SSS	VW	\$4,168,528
GREY, THE	★★★★-3	R	Drama	Open Road	HH	AbAb, C, B, Pa, H			AA	D	LLL	M	No N S	WV	\$51,580,236
GUILTY TRIP, THE	★★★★-2	PG-13	Comedy	Paramount	Pa	B, Ho			AA	No D	LLL	M	No N S	V	\$24,834,787
HARDFLIP	★★★★+1	PG-13	Drama	Risen Media/	CCC	BB			AA	DD	L	M	No N No S	V	\$96,734
HAWIRE	★★★★-2	R	Spy Movie	Relativity	HH	B			A	No D	LL	MM	N S	VW	\$18,942,396
HEADHUNTERS	★★★★-2	R	Crime Thriller	Magnolia	BB	C, Pa, PaPa			A	No D	LL	MM	NN SS	VW	\$1,200,010
HELLBOUND	★★-3	NR	Documentary	Area23a	FRFR	C, AbAb, PC, AP			A	DD	L	MM	No N S	No V	\$22,887
HERE COMES THE BOOM	★★★★-1	PG	Comedy	Sony	CCC	BBB, PP			No A	No D	L	M	N No S	WV	\$43,703,852
HICK	★★-4	R	Drama	Phase 4	RoRoRo	PaPaPa, B			AAA	DDD	LLL	MMM	N SSS	VW	
HIT AND RUN	★★★★-3	R	Action Comedy	Open Road	PaPaPa	B, PCPC, HoHo			A	DD	LLL	MM	NNN SS	WV	\$13,749,300
HIT SO HARD	★★★★-3	NR	Documentary	Variance	PaPa	BB, HoHo, FeFe			AA	DD	LLL	MM	N SS	V	\$34,025
HITCHCOCK	★★★★-2	PG-13	Comedy	Fox Searchlight	PaPa	B, Ho, PC			A	D	LL	M	N S	WV	\$5,216,605
HOBBIT: AN UNEXPECTED															
JOURNEY, THE	★★★★-1	PG-13	Fantasy/Adventure	New Line	BBB	CC, O			A	DD	No L	M	N No S	WV	\$238,001,325
HOPE SPRINGS	★★★★-3	PG-13	Comedy	Sony	PaPa	C, Ho			A	D	L	M	No N SS	No V	\$63,536,011
HOTEL TRANSYLVANIA	★★★★-1	PG	Animated/Comedy	Sony	Ro	BB, O			No A	No D	No L	M	No N S	V	\$145,490,512
HOUSE AT THE END OF THE STREET	★★★★-2	PG-13	Thriller	Relativity	B				AA	DD	LL	MM	N S	VW	\$31,611,916
HUNGER GAMES, THE	★★★★-3	PG-13	Science Fiction	Lionsgate	HH	Ro, B, ACAC, Ho			AA	No D	L	MM	N S	VW	\$408,010,692
HYDE PARK ON HUDSON	★★-4	R	Biographical Drama	Focus	RoRo				A	D	LL	MMM	No N SS	No V	\$2,050,842
HYSTERIA	★★★★-4	R	Romantic Comedy	Sony Classics	RoRoRo	FeFeFe, PCPCPC, RHRHRH, C, B, FR			A	No D	LL	M	No N SSS	V	\$1,804,139
ICE AGE: CONTINENTAL DRIFT	★★★★+1	PG	Animated/Comedy	Fox	BBB	CC, H			No A	No D	No L	M	N No S	V	\$161,152,855
IMPOSSIBLE, THE	★★★★-2	PG-13	Drama	Summit	HH	B, C			No A	No D	L	M	NN No S	WV	\$598,792
IMPOSTER, THE	★★★★-2	R	Documentary	Indomina	Pa	B, C, H			No A	D	LLL	MM	No N S	V	\$898,317
INBETWEENERS MOVIE, THE	★★-4	R	Comedy	Wrekin Hill	PaPaPa	HoHo			AA	DD	LLL	MMM	NNN SSS	V	\$36,000
INTOUCHABLES, THE	★★★★-2	R	Comedy	Weinstein	BB	C, Ro, Ho			A	DD	LLL	M	N S	V	\$10,152,699
JACK REACHER	★★★★-2	PG-13	Thriller	Paramount	BB	Pa, AP, P, C			A	DD	LLL	MM	N S	WV	\$51,815,693
JEFF, WHO LIVES AT HOME	★★★★-2	R	Comedy	Paramount	PaPa	FR, BB, C, Ho			A	DD	LLL	M	No N S	V	\$4,269,426
JESUS HENRY CHRIST	★★-4	PG-13	Comedy	Entertainment 1	RoRoRo	PCPCPC, HoHoHo, HH, AbAb, FeFe			A	DD	LL	MM	No N S	VW	\$20,183
JIRO DREAMS OF SUSHI	★★★★+1	PG	Documentary	Magnolia	BB	CapCap, Pa, FR			No A	No D	No L	No M	No N No S	No V	\$2,552,478
JOHN CARTER	★★★★-1	PG-13	Science Fiction	Disney	BBB	C, PaPa, FR, E, PP			A	No D	LL	M	N No S	WV	\$73,078,100

Title	Quality/Acc. Rating	Genre	Distributor	DomWV	Content	Alc.	Drugs	Lang.	Misc.	Nudity	Sex	Violence	Box Office			
JOURNEY 2: THE MYSTERIOUS ISLAND	★★★★+3	PG	Science Fiction	New Line	BBB	PP			NoA	NoD	NoL	M	NoN	NoS	V	\$103,860,290
JOYFUL NOISE	★★★★-1	PG-13	Musical Comedy	Warner Bros.	CCC	BB, Ro			NoA	NoD	LL	M	N	S	V	\$30,932,113
KATY PERRY: PART OF ME	★★★★-2	PG	Documentary	Paramount	RoRo	Pa, C, Ab, Ho, Fe			A	D	LL	M	NoN	S	NoV	\$25,326,071
KEEP THE LIGHTS ON	★★-4	NR	Drama	Music Box	PaPaPa	PCPCPC, HoHoHo, B, C			AA	DDD	LL	MM	NNN	SSS	NoV	\$246,112
KID WITH A BIKE, THE	★★★★-1	NR	Drama	IFC	BB	Ro			A	NoD	L	MM	N	NoS	V	\$1,371,301
KILL LIST	★★-4	R	Horror	IFC	OOO	AbAbAb			AA	D	LLL	MMM	NN	S	WV	\$29,063
KILLER JOE	★★-4	NC-17	Black Comedy	LD Ent.	HHH	C, AbAbAb, APAP			AA	DDD	LLL	MMM	NNN	SSS	WV	\$1,987,762
KILLING THEM SOFTLY	★★★★-3	R	Drama	Weinstein	HH	APAPAP			AA	DD	LLL	MMM	N	SS	WV	\$14,849,955
LAST OUNCE OF COURAGE	★★★★+4	PG	Drama	Rocky Mountain	CCC	BBB			A	NoD	NoL	M	NoN	NoS	V	\$3,329,674
LATE QUARTET, A	★★★★-2	R	Drama	Entertainment 1	PaPa	RoRo, B, C			A	NoD	LLL	MM	N	SS	V	\$1,267,156
LAWLESS	★★-4	R	Drama	Weinstein	PaPaPa				AAA	D	LLL	MMM	NN	SS	WV	\$37,400,127
LAY THE FAVORITE	★★★★-2	R	Comedy	Weinstein	PaPa	Ro, B			AA	DD	LLL	MM	NN	S	V	\$20,998
LES MISÉRABLES	★★★★-1	PG-13	Musical Drama	Universal	CCC	BBB			AA	D	L	MM	NoN	S	W	\$80,579,110
LIBERAL ARTS	★★★★-1	NR	Romantic Comedy	IFC	Pa	RoRo, B			AA	DD	L	M	NoN	S	NoV	\$319,176
LIFE OF PI	★★★★-2	PG-13	Drama	Fox	PaPa	FRFR, CC			NoA	NoD	L	M	N	NoS	W	\$86,951,103
LINCOLN	★★★★-2	PG-13	Historical Drama	Disney	BBB	C, PCPC, RHRH			A	D	LLL	MM	NoN	S	V	\$136,652,420
LITTLE RED WAGON	★★★★+1	PG	Drama	Phase 4	BB	C, Cap, AC			NoA	NoD	L	M	NoN	NoS	V	\$25,000
LOCKOUT	★★★★-2	PG-13	Science Fiction	Open Road	B				A	D	LLL	M	N	S	WV	\$14,326,864
LOLA VERSUS	★★-2	R	Romantic Comedy	Fox Searchlight	RoRoRo	B			AA	DD	LLL	MM	NN	SS	NoV	\$252,603
LONG SHOT: KEVIN LAUE STORY	★★★★-1	NR	Documentary	Dutchmen Films	C	BB			NoA	NoD	LL	M	N	NoS	V	\$16,011
LOOPER	★★★★-2	R	Science Fiction	Sony	C	BB, Ex, O			AA	DD	LLL	MM	NN	S	WV	\$66,486,205
LOOSIES, THE	★★★★-2	PG-13	Crime Comedy	IFC	Pa	RoRo, BB, C			A	NoD	LLL	MM	N	SS	W	\$3,519
LUCKY ONE, THE	★★★★-2	PG-13	Romantic Drama	Warner Bros.	Ro	CC, FR, O			AA	NoD	LLL	MM	NN	SS	W	\$60,457,138
MADAGASCAR 3	★★★★+1	PG	Animation/Comedy	Paramount	BB	CC, Pa, CapCapCap			NoA	NoD	L	M	NoN	NoS	W	\$216,391,482
MAGIC MIKE	★★-4	R	Comedy	Warner Bros.	PaPaPa				AA	DDD	LLL	MMM	NNN	SSS	V	\$113,721,571
MAGIC OF BELLE ISLE, THE	★★-1	PG	Drama	Magnolia	BB				AA	NoD	LL	M	NoN	NoS	V	\$102,388
MAN ON A LEDGE	★★★★-2	R	Crime Thriller	Summit	B	Pa			A	NoD	LLL	MM	NoN	S	W	\$18,620,000
MAN WITH THE IRON FISTS, THE	★-4	R	Action Adventure	Universal	PaPaPa	FRFRFR, AbAbAb, HoHo			AA	DD	LL	MMM	NN	SSS	WV	\$15,634,090
MARLEY	★★★★+2	PG-13	Documentary	Magnolia	PaPa	CC, BB, FRFRFR			NoA	DDD	L	MMM	N	S	V	\$1,413,480
MARVEL'S THE AVENGERS	★★★★-1	PG-13	Science Fiction	Disney	CCC	BBB, PPP			A	NoD	LL	M	N	NoS	W	\$623,357,910
MASQUERADE	★★★★-1	NR			H	BB, C, PC			NoA	NoD	NoL	M	NoN	NoS	NoV	\$904,240
MASTER, THE	★★★★-3	R	Drama	Weinstein	HHH	FRFR, Ho			NoA	NoD	NoL	M	NoN	NoS	NoV	\$15,963,899
MATCHMAKER 2012, THE	★★★★-2	R	Drama	Bildkraft	B	So, Fe			NoA	NoD	LL	MM	NN	SS	NoV	
MEN IN BLACK 3	★★★★-1	PG-13	Comedy/SF	Sony Classics	BB	PP, C			A	NoD	LLL	M	NoN	NoS	W	\$179,020,854
MICHAEL 2012	★★-4	NR	Drama	Strand	HHH	HoHoHo, C			A	NoD	L	MMM	NoN	SS	W	\$15,715
MIGHTY FINE	★★-2	R	Drama	Adopt Films	HHH	B, C			A	D	LLL	MM	N	S	W	\$27,900
MIRROR, MIRROR	★★★★+1	PG	Comedy	Relativity	BBB	C, CapCap, ACAC			AA	NoD	NoL	M	N	NoS	V	\$64,935,167
MISS BALA	★★-4	R	Crime Drama	Fox Int.	HHH	PCPCPC			AA	DDD	LLL	MM	NN	SS	W	\$40,540
MONSIEUR LAZAR	★★★★-1	PG-13	Drama	Music Box	BB	H			A	D	L	M	NoN	NoS	V	\$2,009,517
MOONRISE KINGDOM	★★★★-1	PG-13	Comedy	Focus	Pa	RoRo, CC, BB			AA	D	L	MM	NN	S	W	\$45,512,466
NEIL YOUNG JOURNEYS	★★-2	PG	Documentary	Sony Classics	RoRo	C, PC, Ab			A	DD	L	M	NoN	S	V	\$215,026
NEWLYWEDS	★★★★-3	NR	Drama	Tribeqa	RoRo	B, C			AA	NoD	LLL	MM	N	S	V	\$4,584
NITRO CIRCUS: THE MOVIE 3D	★★★★-2	PG-13	Documentary	ARC Ent.	PaPa				A	NoD	LL	M	N	S	W	\$3,377,618
NOT FADE AWAY	★★-3	R			RoRoRo	B, C, PCPC			AAA	DDD	LLL	MM	N	SS	V	\$131,354
OCTOBER BABY	★★★★+4	PG-13	Drama	Samuel Goldwyn	CC	BBB			A	NoD	L	M	NoN	NoS	V	\$5,157,886
ODD LIFE OF TIMOTHY GREEN, THE	★★★★+2	PG	Drama	Disney	BBB	CC, CapCap, PC, E			A	NoD	L	M	N	NoS	NoV	\$51,814,674
ON THE ROAD	★★★★-4	R	Drama	IFC	HHH	RoRo, C			AA	DDD	LLL	MMM	NN	SSS	V	\$69,885
ONE FOR THE MONEY	★-2	PG-13	Action Comedy	Lionsgate	PaPa	B, C, Ho			A	D	LL	MM	NN	NoS	W	\$26,414,527
OOGLIVES IN																
THE BIG BALLOON ADVENTURE, THE	★★★★+2	G	Fantasy	Kenn Viselman	BB	O			NoA	NoD	NoL	NoM	NoN	NoS	NoV	\$1,065,907
OTHER SON, THE	★★★★-2	PG-13	Drama	Cohen Media	PaPa	B, Ab			NoA	DD	L	MM	N	S	W	\$1,160,773
PAPERBOY, THE	★★★★-4	R	Thriller	Millennium Ent.	HHH	O			AA	DD	LLL	MM	NN	SS	W	\$693,286
PARANORMAL ACTIVITY 4	★★-4	R	Horror	Paramount	OOO	B, FRFR			A	NoD	LLL	M	NoN	S	W	\$53,892,200
PARANORMAN	★★★★-4	PG	Animated/Comedy	Focus	PaPaPa	OOO, RoRo, PCPC, Ho, C			NoA	NoD	L	MM	N	S	W	\$55,998,926
PARENTAL GUIDANCE	★★★★-1	PG	Comedy	Fox	BBB	PP			NoA	NoD	L	M	NoN	NoS	V	\$38,456,424
PAUL WILLIAMS STILL ALIVE	★★★★-1	PG-13	Documentary	Abramorama	C	B			AA	DD	LL	M	NoN	S	V	\$38,691
PEACE, LOVE & MISUNDERSTANDING	★★-3	R	Comedy	IFC	RoRoRo	PaPa, PC			A	DDD	LL	MM	N	SS	NoV	\$542,762
PEOPLE LIKE US	★★★★-3	PG-13	Drama	DW/Disney	PaPa				AA	DD	LLL	MMM	NoN	SS	V	\$12,434,778
PERFECT FAMILY, THE	★★-4	PG-13	Comedy	Variance	RoRoRo	PCPCPC, AbAbAb, HoHoHo, C, FRFRFR			AA	NoD	LL	MMM	NoN	SS	NoV	\$110,313
PERKS OF BEING A WALLFLOWER	★★★★-4	PG-13	Comedy Drama	Summit	RoRoRo	FR, PCPC, HoHo, C, B			AA	DDD	LLL	MM	N	SS	W	\$17,356,122
PINA	★★-1	NR	Documentary	Rainbow Media	PaPaPa	RoRo			NoA	D	NoL	MM	NN	S	V	\$3,504,368
PIRANHA 3DD	★-4	R	Horror	Weinstein	PaPaPa	AbAb, PCPCPC, AcapAcapAcap, B			AAA	DD	LLL	MMM	NNN	SSS	WV	\$376,512
PIRATES! BAND OF MISFITS, THE	★★★★+1	PG	Animated/Comedy	Sony	BB	AP, O, C			A	NoD	L	M	N	NoS	V	\$31,051,126
PITCH PERFECT	★★★★-2	PG-13	Musical Comedy	Universal	RoRo	B, Ho, PC			NoA	DD	LLL	MM	N	S	V	\$64,468,543
PLAYING FOR KEEPS	★★★★-2	PG-13	Romantic Comedy	FilmDistrict	PaPa	B			A	NoD	LL	M	N	SS	V	\$12,756,540
POSSESSION, THE	★★★★-2	PG-13	Horror	Lionsgate	BB	OO, PC, E			A	NoD	LL	M	NoN	NoS	W	\$49,130,154
PREMIUM RUSH	★★★★-2	PG-13	Thriller	Sony	PaPa	FRFR, BB, ACAC			A	DD	LL	MM	NoN	S	W	\$20,275,446
PRICE CHECK	★★★★-2	NR	Comedy	IFC	RoRo	C, B			A	NoD	LLL	MMM	NoN	S	NoV	\$7,413
PROJECT X	★★-4	R	Comedy	Warner Bros.	PaPaPa	HoHo			AAA	DDD	LLL	MMM	NN	SS	W	\$54,731,865

Title	Quality/Acc.	Rating	Genre	Distributor	DomWV	Content	Alc.	Drugs	Lang.	Misc.	Nudity	Sex	Violence	Box Office		
PROMETHEUS	★★★★	-2	R	Sci-Fi/Horror	Fox	C	B,AbAb,H,Ev		A	NoD	LLL	M	N	S	VW	\$126,477,084
PROMISED LAND	★★★★	-3	R	Drama	Focus	PaPaPa	PCPC,EE,Acap/acap,P,B,C		AA	NoD	LLL	MM	NoN	NoS	NoV	\$294,318
QUARTET	★★★★★	-1	PG-13	Comedy	Weinstein	BB	C,H		A	D	LL	M	NoN	S	V	\$10,000
QUEEN OF VERSAILLES	★★★★★	-1	PG	Documentary	Magnolia	RoRo	B		A	NoD	L	MM	N	S	NoV	\$2,401,999
RAID: REDEMPTION, THE	★★★	-3	R	Crime Thriller	Sony Classics	B	RoRo,FR		NoA	D	LLL	M	N	NoS	VW	\$4,105,187
RAVEN 2012, THE	★★★★	-2	R	Horror/Crime Thriller	Relativity	C	BB,P,RoRo		A	NoD	LL	M	N	S	VW	\$16,008,272
RED DAWN 2012	★★★★★	-1	PG-13	War Movie	FilmDistrict	BB	C,PPP,ACACAC		A	NoD	LLL	M	NoN	S	W	\$43,585,116
RED HOOK SUMMER	★★★	-2	R	Drama	Variance	CC	BB,Ab		AA	DD	LL	MM	NoN	S	W	\$338,803
RED LIGHTS	★★★★	-2	R	Thriller	Milennium Ent.	PaPa	OO,HH,AbAb,B		A	D	LLL	M	N	S	W	\$52,624
RED TAILS	★★★★★	-1	PG-13	War Movie	Fox	CCC	BBB,PPP,Ro,Pa		A	D	LLL	M	N	S	VW	\$49,876,377
RESIDENT EVIL: RETRIBUTION	★★★	-2	R	Sci-Fi/Horror	Sony	BB			NoA	D	LL	M	NN	NoS	VW	\$42,345,531
RISE OF THE GUARDIANS	★★★★★	+2	PG	Animated/Comedy	Paramount	BBB	CC,O		NoA	NoD	NoL	NoM	NoN	NoS	V	\$92,891,627
ROBOT & FRANK	★★★★★	-3	PG-13	Drama	Samuel Goldwyn	HH	Ro,Acap/acap		A	NoD	LLL	MMM	NoN	NoS	NoV	\$3,298,969
ROCK OF AGES	★★★	-4	PG-13	Musical Comedy	Warner Bros.	PaPaPa	RoRoRo,PCPCPC,AbAbAb,HoHo		AAA	DD	LLL	MMM	NN	SS	V	\$38,518,613
ROMEO AND JULIET IN YIDDISH	★★★	-4	NR	Comedy	Nancy Fishman	HHH	PCPCPC,AbAbAb,HoHo,B		AA	DDD	LLL	MMM	NN	SS	W	
ROYAL AFFAIR, A	★★★★	-4	R	Historical Drama	Magnolia	HHH	AbAbAb,SoSoSo,RoRoRo, RHRH,B,FRFRFR,Ho		AA	NoD	LL	MMM	NN	SS	W	\$624,512
RUBY SPARKS	★★★★	-2	R	Romantic Comedy	Fox Searchlight	RoRo	B,Pa,FR,Ho		AA	DD	LLL	M	N	S	W	\$2,540,106
RUST AND BONE	★★★★	-3	R	Drama	Sony Classics	PaPaPa	RoRo,H,B,C		AA	DD	LLL	MM	NN	SSS	W	\$591,834
SACRIFICE	★★★★	-2	NR	Epic	Samuel Goldwyn	PaPa	FRFR,B,C		AA	NoD	NoL	MM	NoN	NoS	VW	\$29,792
SAFE 2012	★★★★★	-2	R	Crime Thriller	Lionsgate	BB	CC,Ro,Pa,AP		A	NoD	LLL	MM	N	NoS	VW	\$17,142,080
SAFE HOUSE	★★★★	-2	R	Spy Movie	Universal	Pa	BB,PP,C,RoRo		A	NoD	LL	MM	N	S	VW	\$126,181,630
SAFETY NOT GUARANTEED	★★★★	-2	R	Romantic Comedy	FilmDistrict	PaPaPa	RoRo,B,H		AA	D	LLL	MM	N	S	V	\$4,010,957
SALMON FISHING IN THE YEMEN	★★★★	-3	PG-13	Comedy	CBS Films	HH	RoRoRo,FRFR,CapCap, E,PCPC,APAP,B		A	D	LLL	MM	NN	S	V	\$9,047,981
SAMSARSA	★★★★	-4	PG-13	Documentary	Oscilloscope	PaPaPa	PaPaPa,PCPCPCcap/acap/acap, FRFRFR,C		NoA	NoD	NoL	MM	NN	SS	VW	\$2,607,260
SAVAGES 2012	★★★★	-4	R	Crime Thriller	Universal	RoRo	RoRo,PaPaPa,C,B,O		AA	DDD	LLL	MMM	NN	SS	VW	\$47,323,100
SAVE THE DATE	★★★	-3	R	Romantic Comedy	IFC	RoRoRo	RoRoRo,B,Fe		AA	DD	LLL	MMM	N	SSS	V	\$5,719
SEARCHING FOR SUGAR MAN	★★★★★	-2	PG-13	Documentary	Sony Classics	B	B,Roo		A	DD	LL	M	NoN	S	V	\$3,010,160
SECRET WORLD OF ARRIETTY, THE	★★★★★	+1	G	Animated/Adventure	Disney	BB	BB,C,Ro,EE		NoA	NoD	NoL	M	NoN	NoS	V	\$19,202,743
SEEKING A FRIEND FOR THE END OF THE WORLD	★★★★★	-2	R	Romantic Drama	Focus	CC	CC,BB,Ro,Pa,Ho		AA	DD	LLL	MM	NoN	S	W	\$7,078,738
SEEKING JUSTICE	★	-2	R	Crime Thriller	Anchor Bay/STARZ	RoRo	RoRo,FRPAP,B		A	NoD	LLL	MM	NoN	SS	W	\$411,746
SESSIONS, THE	★★★★	-4	R	Comedy	Fox Searchlight	RoRoRo	PCPCPC,AbAbAb,FRFRFR,C		A	NoD	LLL	MMM	NNN	SSS	NoV	\$5,550,957
SEVEN PSYCHOPATHS	★★★★	-3	R	Crime Thriller	CBS Films	PaPa	C,B,FR,PCP,RH		AA	DD	LLL	MM	NN	SS	VW	\$15,024,049
SHUT UP AND PLAY THE HITS	★★★	-2	NR			B	PaPa		AA	NoD	LLL	M	N	S	NoV	\$510,334
SILENT HILL: REVELATION 3D	★★★	-3	R	Horror	Open Road	B	C,OO		NoA	NoD	LL	MM	NN	NoS	NoV	\$17,529,157
SILENT HOUSE	★★★★	-4	R	Horror	Open Road	PaPaPa	B		NoA	NoD	LL	MMM	NoN	SS	VW	\$12,754,783
SILVER LININGS PLAYBOOK	★★★★★	-3	R	Romantic Comedy	Weinstein	RoRo	Pa,H,B,C		A	DD	LLL	MM	NN	SS	W	\$29,812,584
SINISTER	★★★	-4	R	Horror	Summit	OOO			AA	DD	LL	MM	N	NoS	VW	\$48,072,207
SKYFALL	★★★★★	-2	PG-13	Spy Movie	Sony	CCC	BB,PPP,Pa,AC,Ho		A	NoD	LL	M	N	S	W	\$292,300,121
SLEEPWALK WITH ME	★★★★★	-1	NR	Comedy	IFC	Pa	Ro,FR,C,B,Cap		AA	NoD	LL	M	N	S	V	\$2,266,066
SMASHED	★★★★	-2	R	Drama	Sony Classics	B	C,PaPa		NoA	NoD	NoL	M	NoN	NoS	NoV	\$373,634
SNOW WHITE AND THE HUNTSMAN	★★★★★	-1	PG-13	Fantasy	Universal	CCC	BBB,O		A	D	L	MM	N	S	W	\$155,136,755
SOLOMON KANE	★★★★★	-2	R	Action Adventure	Weinstein	CCC	BBB,O,FR		AA	NoD	NoL	M	N	NoS	VW	\$10,000
SPARKLE	★★★★★	-2	PG-13	Musical Drama	Sony	CCC	BBB,Ab,Pa		A	DD	LL	MM	NoN	S	W	\$24,397,469
STAND UP GUYS	★★★	-3	R			PaPa	B,C,FR		A	DD	LLL	MM	NoN	SS	W	\$10,000
STEP UP REVOLUTION	★★★★	-2	PG-13	Musical Drama	Summit	RoRo	ACap/ACap,Cap		A	NoD	L	M	N	S	V	\$35,074,677
TAKE THIS WAIJIZ	★★★★	-4	R	Drama	Magnolia	RoRoRo	HoHoHo,C		AAA	D	LL	MMM	NNN	SSS	V	\$1,239,692
TAKEN 2	★★★★	-2	PG-13	Thriller	Fox	BB			A	NoD	LL	M	N	S	W	\$139,001,778
TALL MAN, THE	★★★★	-2	R	Mystery Thriller	Image Ent.	PaPa	Ro,B,C		AA	NoD	LLL	MM	NoN	S	W	
TED	★★★	-4	R	Fantasy	Universal	RoRo	PaPaPa,PC,Ho,C		AA	DDD	LLL	MM	NN	SS	W	\$218,665,740
THAT'S MY BOY	★★★★	-4	R	Comedy	Sony	PaPaPa	RoRo,B,C,Ab		AA	DD	LLL	MM	NN	SSS	V	\$36,931,089
THIEVES, THE	★★★★★	-3	NR			PaPaPa	C,FR,HoHo		AA	D	LLL	MMM	NoN	S	VW	\$685,839
THIN ICE	★★★	-3	R	Crime Comedy	AFO Pictures	RoRoRo			AA	NoD	LL	MMM	N	S	V	\$790,421
THINK LIKE A MAN	★★★★	-4	PG-13	Comedy	Sony	PaPa	B,C		AA	DD	LLL	MMM	N	SSS	NoV	\$91,547,205
THIS IS 40	★★★★	-3	R	Comedy	Universal	PaPaPa	B,H,O		A	DD	LLL	MMM	NN	SS	V	\$42,609,030
THIS MEANS WAR	★★★★	-3	PG-13	Romantic Comedy	Fox	RoRo			NoA	NoD	LLL	M	N	SS	W	\$54,760,791
THOUSAND WORDS, A	★★★★	-2	PG-13	Comedy	Paramount	PaPa	FR,B,C,Ho		AA	DD	LLL	MM	N	S	V	\$18,450,127
THREE STOOGES, THE	★★★★	-1	PG	Comedy	Fox	BBB	CC,Pa		NoA	NoD	NoL	M	N	NoS	W	\$44,338,224
THUNDERSTRUCK	★★★★	+1	PG	Sports Comedy	Warner Bros.	Pa	B,C		NoA	NoD	NoL	M	NoN	NoS	V	\$587,211
TO ROME WITH LOVE	★★★	-3	R	Comedy	Sony Classics	RoRoRo	AC,H,C,Ho		A	NoD	LL	MM	N	SS	NoV	\$16,685,867
TO THE ARTIC 3D	★★★★	-1	G	Documentary	Warner Bros.	Pa	B,C,EEE		NoA	NoD	NoL	M	NoN	NoS	V	\$10,535,178
TONIGHT YOU'RE MINE	★★★	-2	R	Romantic Comedy	Roadside	PaPa	C,Ro,Ho		AA	D	LLL	M	N	S	V	\$6,255
TOTAL RECALL 2012	★★★★	-2	PG-13	Science Fiction	Sony	HH	FRFR		A	DD	LLL	MM	NN	S	VW	\$58,877,969
TOUCHBACK	★★★★	-1	PG-13	Sports Drama	Anchor Bay	BB	H		A	NoD	LLL	M	NoN	S	V	\$204,232
TRADE OF INNOCENTS	★★★★	-1	PG-13	Drama	Monterey	BBB	C		A	NoD	L	M	NoN	S	W	\$15,091
TRISHNA	★★★	-4	R	Drama	IFC	PaPaPa	C,PCPC,Acap/acap		A	DD	L	MM	NN	SSS	W	\$240,381
TROUBLE WITH THE CURVE	★★★★★	-2	PG-13	Drama	Warner Bros.	C	BB,Pa		AA	D	LLL	M	N	S	V	\$35,763,137
TWILIGHT SAGA: BREAKING DAWN,																

Title	Quality/Acc. Rating	Genre	Distributor	DomWV	Content	Alc.	Drugs	Lang.	Misc.	Nudity	Sex	Violence	Box Office		
PART 2	★★★★-3	PG-13	Fantasy	Summit	PaPaPa	RoRo, OO, FRFR, BB			NoA	NoD	L	M	N S	VV	\$287,027,873
TYLER PERRY'S GOOD DEEDS	★★★★-2	PG-13	Comedy	Lionsgate	Pa	B			AA	D	LLL	M	N SS	V	\$35,025,791
TYLER PERRY'S MADEA'S WITNESS PROTECTION	★★	-2	PG-13	Comedy	Lionsgate	Pa	CC, B		A	DD	LLL	MM	NoN S	V	\$65,653,242
U.N. ME	★★★★-1	PG-13	Documentary	Samuel Goldwyn	BBB				A	NoD	NoL	MM	NoN S	VV	
UNCONDITIONAL	★★★★-1	PG-13	Drama	Harbinger	CC	BB			A	D	NoL	M	NoN NoS	VV	\$1,005,800
UNDEFEATED	★★★★-1	PG-13	Documentary	Weinstein	CCC	BBB			NoA	NoD	LL	M	NoN NoS	V	\$562,218
UNDERWORLD: AWAKENING	★★	-4	R	Fantasy/Horror	Sony	OOO	PaPa		NoA	NoD	L	MM	N S	VV	\$62,321,039
UNIVERSAL SOLDIER: DAY OF RECKONING	★★★★-3	R	Science Fiction	Magnolia	RoRoRo	B, C			NoA	NoD	LLL	MM	NNN SS	VV	\$5,460
V/H/S	★	-4	R	Horror	Magnolia	HHH	AbAb, OOO		AAA	DDD	LLL	MMM	NNN SSS	VV	\$100,345
VOW, THE	★★★★-2	PG-13	Romantic Drama	Sony	Ro	B, C, Pa, FR			A	NoD	LLL	M	N S	V	\$125,014,030
WAITING FOR LIGHTNING	★★★★-2	PG-13	Documentary	Samuel Goldwyn	RoRo	AC, B			AA	DD	LL	MM	N NoS	V	\$21,577
WANDERLUST	★★	-4	R	Comedy	Universal	RoRoRo	PaPaPa, FRFRFR, FeFe, Acap/acap, Cap, B		A	DDD	LLL	MMM	NNN SS	V	\$17,288,155
WATCH, THE	★★★★-3	R	Comedy/Sci-Fi	Fox	PaPa	B, Ho			AA	DD	LLL	MM	NN SS	VV	\$35,353,000
WE HAVE A POPE	★★	-3	NR	Comedy/Satire	IFC	RoRo	AbAb, CC, FR, H		A	D	L	M	N NoS	V	\$486,902
WELL DIGGER'S DAUGHTER, THE	★★★★-1	NR	Melodrama	Kino Lorber	RoRo	B, C			A	NoD	L	M	NoN S	V	\$375,009
WEST OF MEMPHIS	★★★★-2	R	Documentary	Sony Classics	B	O, FR			AA	D	LL	MM	NN SS	VV	\$22,356
WHAT TO EXPECT WHEN YOU'RE EXPECTING	★★★★-3	PG-13	Comedy	Lionsgate	PaPa	Ro, H, B, C			AA	DD	LLL	MM	NN SS	V	\$41,152,203
WHERE DO WE GO NOW?	★★	-2	PG-13	Comedy	Sony Classics	B	CC, FRFR, PC		AA	DD	LLL	MM	N S	V	\$531,997
WOMAN IN BLACK, THE	★★★★-4	PG-13	Horror	CBS Films	PaPaPa	OOO, B, CC			A	NoD	L	M	NoN NoS	VV	\$54,333,290
WOMAN THOU ART LOOSED: ON THE 7TH DAY	★★	-2	PG-13	Drama	Codeblack Ent.	C	B, PaPa, FR		AA	D	LL	MM	N SS	V	\$1,213,128
WON'T BACK DOWN	★★★★-1	PG	Drama	Fox	BBB	CapCapCap, ACACAC, C			A	NoD	L	M	NoN NoS	NoV	\$5,310,554
WORDS, THE	★★★★-1	PG-13	Drama	CBS Films	Pa	B, H			A	D	LL	M	N S	V	\$11,494,838
WRATH OF THE TITANS	★★★★-1	PG-13	Fantasy Adv.	Warner Bros.	PaPa	HH, FRFR, RoRo, BB, C			NoA	NoD	L	MM	NoN NoS	VV	\$83,670,083
WRECK-IT RALPH	★★★★+1	PG	Animated/Comedy	Disney	BB	CC			A	NoD	NoL	M	NoN NoS	V	\$176,606,980
WUTHERING HEIGHTS	★★	-2	NR	Drama	Oscilloscope	HH	C		AA	D	LL	MM	N SS	VV	\$100,915
YOUR SISTER'S SISTER	★★	-4	R	Romantic Comedy	IFC	RoRoRo	PCPCPC, HoHoHo		AA	NoD	LLL	MM	NN SS	NoV	\$1,597,486
ZERO DARK THIRTY	★★★★-2	R	Historical Drama	Sony	C	BB, PPP			AA	D	LLL	M	N NoS	VV	\$1,559,071

Legend

A. = Alcohol Use
AA = Action Adventure
Acc. = Acceptability Rating
Alc. = Alcohol
Ani. = Animated
Bio. = Biography or Bio Pic
B.O. = Box Office

Com. - Comedy
Doc. = Documentary
Drg. = Smoking and/or drugs
DW = DreamWorks
DWV = Dominant Worldview
Hist. = Historical
Lan. = Language

Misc. = Miscellaneous
Nud. = Nudity
Rat. = MPAA Rating
Rom. = Romantic
Rom. Com. = Romantic Comedy
SF = Science Fiction
Vio. = Violence

We're here to encourage great movies

MOVIEGUIDE.

THE FAMILY GUIDE TO MOVIES AND ENTERTAINMENT

For more data or customized predictive analysis
contact us at research@movieguide.org

The 2013 Movieguide® Report to the Entertainment Industry
is produced in association with Movieguide®: The Family Guide to Movies and Entertainment
a publication of:

The Christian Film & Television Commission®
1151 Avenida Acaso, Camarillo, CA 93012
Phone (805) 383-2000

For more information visit movieguide.org