Box Office Essentials

Tracking 99% of screens throughout the U.S. and Canada

**Comscore Box Office Essentials®** is the global industry standard for box office reporting, offering robust measurement tools and detailed analytics to industry professionals throughout North America and the world.

Trusted by every major studio, mini-major studio and prominent independent film distributor, Box Office Essentials is the movie industry’s census measurement currency—collecting, processing and reporting on how many people go to the movies and how much they spend in virtually every theater in North America. Primarily collected through an electronic connection with thousands of theater box offices, Comscore's box office intelligence is accessible via real-time online reports from anywhere around the world, allowing users to watch the virtual minute-by-minute sale of tickets.

**Why Comscore**

**99% CENSUS CURRENCY**
Access box office spending and audience data collected throughout 99% of screens in the U.S. and Canada.

**INCREASED ACCESSIBILITY**
Gain insights from detailed reports that are available anywhere around the world, at any time.

**TIMELY INSIGHTS**
View minute-by-minute ticket sales and attendance data for timely insight into how your films are performing.

Every major studio, mini-major studio and prominent independent film distributor in the industry uses Comscore’s real-time and geographic-specific box office information that provides users with instant analysis of nearly the entire box office landscape.
Box Office Essentials

How Comscore can help

- **Measure film success at the local, regional and national level** using geographically-specific results.
- **Get the most up-to-date intelligence** with box office results and attendance information from theaters across the country in near real-time.
- **Make better future decisions or adjust current plans** by honing in on searches to find the exact intelligence you need.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email boxofficeinfo@comscore.com.

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