

Professional Orchestral Scores Make a Difference in the LDS Market

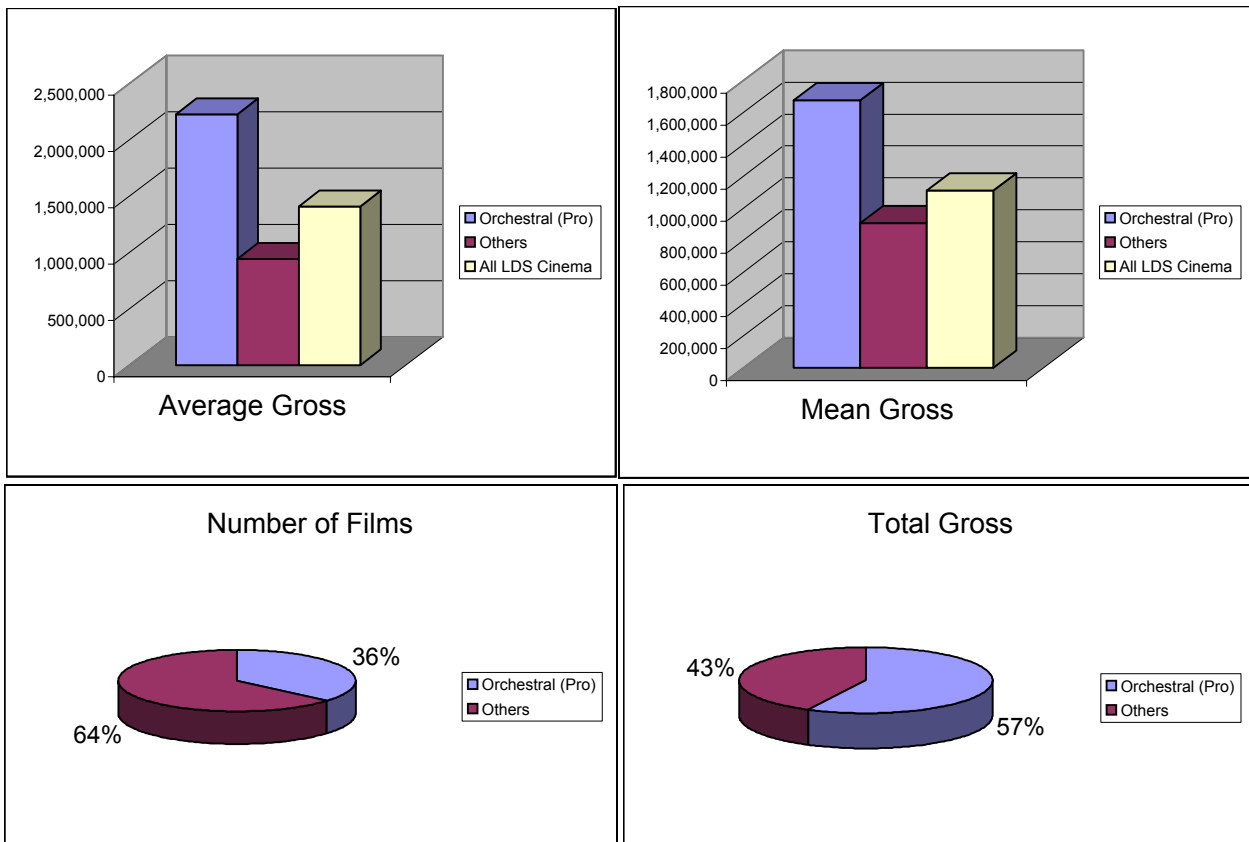
Pro Orchestral Scores	Total Box Office Gross	
The O.S.O.H.	4,720,371	
Charly	813,685	(Included several non-orchestral tracks)
BOM Movie	1,660,354	
Legend of JL*	1,690,025	(Included several non-orchestral tracks)

Other	Total Box Office Gross	
The R.M.	1,111,615	
The S.W.	1,250,798	
God's Army	2,628,829	
Brigham City	905,073	
Handcart	98,666	(Amateur orchestral score)
Pride & Prej.	373,942	
Home Teach.	202,268	

Films that do not appear here have either not finished their theatrical run or insufficient data is available. With the exception of "Best Two Years," all of these would have LOWERED the results for the "Others" row had they been included. The totals for "Best Two Years" are coming in at right about the typical numbers for "Others"

	Number of Films	Total Gross	Average Gross	Difference	% Increase	Mean Gross	Difference	% Increase
Orchestral (Pro)	4	8,884,435	2,221,109			1,675,190		
Others	7	6,571,191	938,742	1,282,367	136.60%	905,073	770,117	85.09%
All LDS Cinema	11	15,455,626	1,405,057	816,052	58.08%	1,111,615	563,575	50.70%

How much do YOU value the music for your film?



60 minutes of orchestral music (recorded in Prague) costs roughly \$120,000 - travel costs included. Admittedly, this difference in box office return is not due entirely to the music, but clearly the return on this investment is worth the cost. The quality of the music score has a DIRECT impact on the audience's perception of the quality of the film. Films with professional orchestral scores are generally considered to be of higher quality production overall than those with other kinds of music, and this affects everything from word-of-mouth marketing to video and DVD sales.