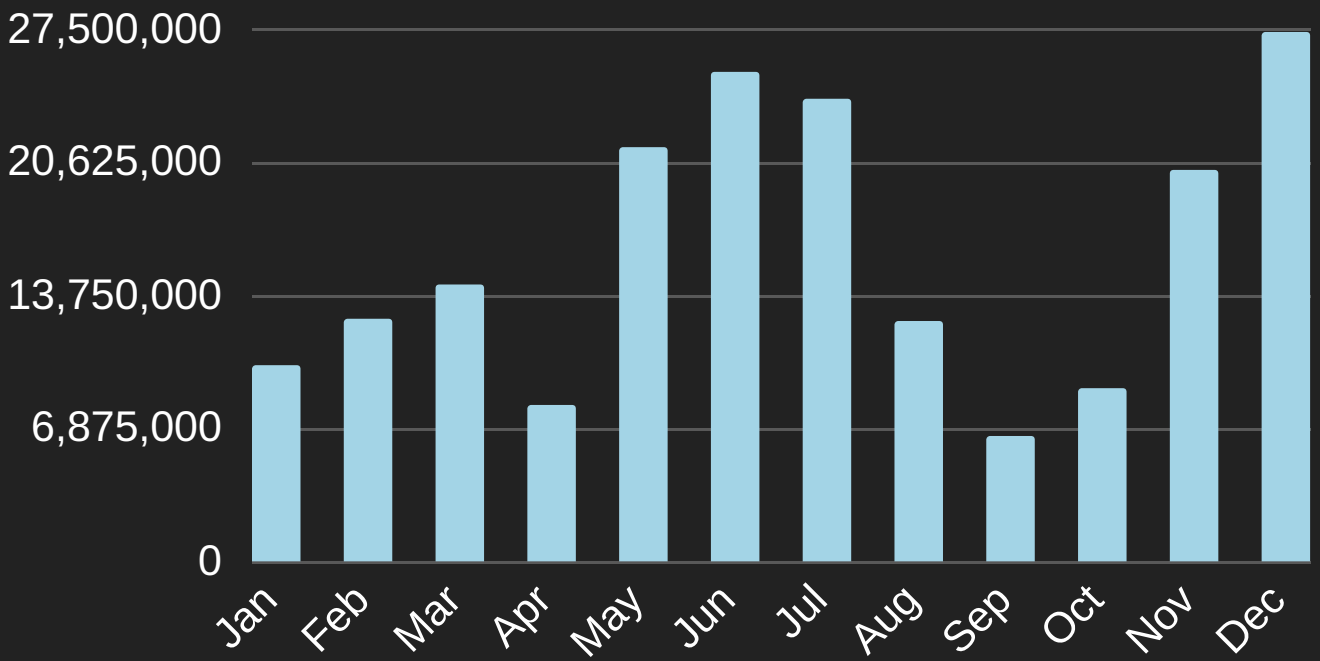


# WHEN SHOULD YOU RELEASE YOUR MOVIE?



## Average Gross Amount



The month with the highest gross is December...



But the summer is the highest grossing season overall

Winter

23%

Spring

23%

Fall

21%

Summer

32%

- \*seasons are defined as
- Spring: Mar 1-May 31
- Summer: Jun 1-Aug 31
- Fall: Sep 1-Nov 30
- Winter: Jan 1-Feb 28/29

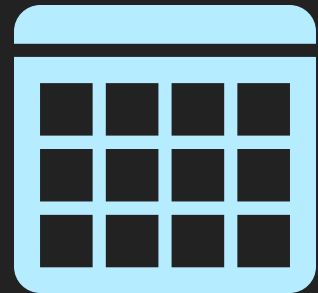
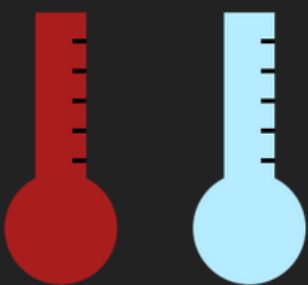
## BUT WHY?



In general, schools and universities have the most days off in:

June, July, August, and December

Movies also tend to make more when then weather is at its extremes



Months after a fiscal quarter end typically gross lower than the average

DATA PROVIDED BY: NBCU

SOURCES: [HTTPS://WWW.TIMEANDDATE.COM/CALENDAR/ABOUTSEASONS.HTML](https://www.timeanddate.com/calendar/aboutseasons.html)

[HTTPS://EN.WIKIPEDIA.ORG/WIKI/SCHOOL\\_HOLIDAYS\\_IN\\_THE\\_UNITED\\_STATES](https://en.wikipedia.org/wiki/School_holidays_in_the_United_States)

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