

maccs

MaccsBox Portal – Reporting
General guidance/notes

March 2018

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Introduction

This document has been written to provide guidance on the reports provided within MaccsBox. For each report a short description is provided as well as details relating to the parameters and export options. Alongside this, each field within every report is defined.

Every MaccsBox territory has differing localized requirements so there maybe items in this document that you do not see/ don't have access to. In these cases, please ignore these sections.

Structure and procedure to generate reports

Each report existing in MaccsBox has the same structure and uses the same procedure for their execution. The content and specifications are the characteristics that makes them different between each other.

The reports are structured in 2 sections:

- Parameters: These are required to filter the information to generate which is required by the user. All reports have the start and end date for the play week and the rest of parameters are specific for each report.
- Content: In the content we have the header and the details, which provide the type of information to be studied and reflected by each report.

To generate each report, the user will have to do the following steps:

- Select all the required parameters for the execution of the report.
- Click on the button "Retrieve".

MaccsBox will retrieve the data according the requirements and will present it to the user as specified. All the reports can be exported into a PDF file or a CSV file. The last format can be handled as an Excel or as a Text file.

Release List

Description

A list of upcoming titles with a release date between the selected dates. Information such as distributor, genre, director, cast, rating, running time and other items are provided.

Parameters

Start Date	The release date must be equal or greater than Start Date to be displayed
End Date	The release date must be equal or less than the End Date to be displayed

Export options

- CSV
- PDF

Example report

Showing page 1 of 2

Legend + New Title ~ Changed Date Changed - Removed

Week # 1911 (07/03/2018 to 14/03/2019)

Film Title	German Region	Italian Region	French Region	3D	Distr.	Genre	Director	Main Cast	Len.	Suisa
March 2018										
Week 10										
Eva			07/03/2018		JMH0	Drama	Benoît Jacquot	Isabelle Huppert, Gaspard Ulliel, Julie Roy, Richa	102	1012.485
BLUE MY MIND	09/11/2017				Frenetic	Drama	Lisa Brühlmann	Luna Wedler, Zoë Pastelle Holthuisen, Regula Graw	97	1011.912
GAUGUIN - VOIAGE DE TAHITI	18/01/2018		20/01/2018		Frenetic	Drama, Biography	Edouard Deluc	Vincent Cassel, Tuhei Adams, Pua-Tai Hikutini, Per	102	1011.878
GAUGUIN - VOIAGE DE TAHITI	18/01/2018		20/09/2017		Frenetic	Drama, Biography	Edouard Deluc	Vincent Cassel, Tuhei Adams, Pua-Tai Hikutini, Per	102	1011.878
GAUGUIN - VOIAGE DE TAHITI	08/03/2018		20/01/2018		Frenetic	Drama, Biography	Edouard Deluc	Vincent Cassel, Tuhei Adams, Pua-Tai Hikutini, Per	102	1011.878
GAUGUIN - VOIAGE DE TAHITI	08/03/2018		20/09/2017		Frenetic	Drama, Biography	Edouard Deluc	Vincent Cassel, Tuhei Adams, Pua-Tai Hikutini, Per	102	1011.878
BLUE MY MIND	09/09/2018				Frenetic	Drama	Lisa Brühlmann	Luna Wedler, Zoë Pastelle Holthuisen, Regula Graw	97	1011.912
Week 11										
DANIEL HOPE - DER KLANG DES LEBENS	26/10/2017				Frenetic	Documentary	Nahuel Lopez	Daniel hope	103	1012.134
PADDINGTON 2	23/11/2017	14/03/2018	06/04/2018		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	23/11/2017	09/11/2017	06/04/2018		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	23/11/2017	14/03/2018	06/12/2017		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	23/11/2017	09/11/2017	06/12/2017		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
FÜNF FREUNDEN - IM TAL DER DINOSAURIER	15/03/2018				Pathe	Adventure Comedy	MARZUK, Mike	HOPMANN, MARINUS, RENZENBRINK, RON ANTONI, THINEFE	100	1012.307
DANIEL HOPE - DER KLANG DES LEBENS	16/03/2018				Frenetic	Documentary	Nahuel Lopez	Daniel hope	103	1012.134
PADDINGTON 2	26/03/2018	09/11/2017	06/12/2017		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	26/03/2018	14/03/2018	06/04/2018		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	26/03/2018	09/11/2017	06/04/2018		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474
PADDINGTON 2	26/03/2018	14/03/2018	06/12/2017		Frenetic	Family	Paul King	Hugh Bonneville, Sally Hawkins, Hugh Grant, Brenda	103	1011.474

Field definitions

Date	Date of release for the title
Film Title	Primary title description
3D	If the title is 3D format, an indicator will be displayed
Distr.	Short description of the distributor
Genre	Genres associated with the title
Director	Primary Director of the title
Main Cast	Principle actors
Len.	Running time of the title in minutes
Country	Production country associated with the title
Picture Rating	Territory specific film classification
Remark:	Additional notes added to the title
Film#	MaccsBox identifier code

Box Office/ Admissions

Description

Breakdown of activity by city, cinema, screen & title providing detail on media type, language, dimension as well as the weekend, week and all-time splits. Report is run/displayed by play week.

Parameters

Start Date	The play date must be equal or greater than Start Date to be displayed
End Date	The play date must be equal or less than the End Date to be displayed
Film Title	Primary title description
Distributor	Full description of the distributor
City	The city where the Cinema is located
Exhibitor	The chain/ circuit of the Cinema (e.g Kitag, Arena, Pathé)
Cinema	The physical location where the title played

Parameter options

Figures Only	
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Export options

- CSV
- PDF

Example report

Showing page 1 of 2

Box Office/Admissions Report

Legend: Authorized Data Disclosed Data Non Disclosed Data

Week # 1812 / 1812 (07/03/2018 / 20/03/2018)

Data is disclosed before 13/12/2017

City	Cinema	Screen	Film Title	LV	3D	Distr.	#Wk	#Days	Wknd Adm	Wknd Box	Week Adm	Week Box admission	Total Adm	Total Box Office	Adm Preview	Box Office Preview
07/03/2018	13/03/2018															

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Field definitions

City	The city where the Cinema is located
Cinema	The physical location where the title played
Screen	The name of the screen where the title played
Film Title	Primary title description
LV	The Language Version of the title
3D	If the title is 3D format, an indicator will be displayed
Distr.	Short description of the distributor
#Wk	The Play Week number
#Days	The number of days played within the current play week
Wknd Adm	The total number of attendees (weekend period only)
Wknd Box	The total amount of box-office receipts (weekend period only)
Week Adm	The total number of attendees (weekday period only)

Week Box	The total amount of box-office receipts (weekday period only)
Total Admission	The total number of attendees (all time)
Compl Adm	The total of complimentary admissions (for the selected period)
Total Box Office	The total amount of box-office receipts (all time)
Adm Preview	The total number of attendees (Preview only i.e. pre-release)
Box Office Preview	The total amount of box-office receipts (Preview only i.e. pre-release)

Week/ Wknd Top X

Description

A report of the top X grossing titles for the selected play week with a breakdown of the weekend and week totals, with totals for the week previous for comparison. Cumulative box-office is also provided per title.

Parameters

Start Date	The play date must be equal or greater than Start Date to be displayed
End Date	The play date must be equal or less than the End Date to be displayed
Top	To limit the number of titles displayed based on box-office ranking
Language Region	Choose Italian, German or French speaking regions

Parameter options

All	Figures are not restricted
Week #	The Play Week number
Weekend	Figures are restricted to the defined 'weekend' period only
Weekend Only	Figures are restricted to the defined 'weekend' period only
Admissions Only	Box-office results are excluded

Export options

- Excel
- PDF

Example report

Showing page 1 of 1

Ranking on Total

Week # 1510 07/03/2018 To 13/03/2018

Go to page:

Generated by MaccsBox on 14/03/2018 08:36:02

Currency: euro

#	Film Title	Distr.	Wk#	This Week Box Office										Last Week Box Office					Previews					
				Fr-Su	Diff %	Mo-Th	Total	Diff %	# Bks	# Thtrs	±/	Avg. Box per Booking	Avg. Box per Cinema	Fr-Su	Mo-Th	Total	# Bks	# Thtrs	Cinema	Avg. Box per	to date incl	not included in This Week		
1																								
2																								
3																								
4																								
5																								
6																								
7																								
8																								
9																								
10																								

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Field definitions

#		The title's rank based on box-office
		The title's rank based on box-office (previous week, where applicable)
Film Title		Primary title description
Distr.		Short description of the distributor
Wk#		The Play Week number
Fr-Su	(This Week)	The total amount of box-office receipts (Friday through Sunday only)
Diff%	(This Week)	The % difference in weekend box-office from last weekend vs this weekend (where applicable)
Mo-Th	(This Week)	The total amount of box-office receipts (Monday through Thursday only)
Total	(This Week)	The total box-office of the title for this week
Diff%	(This Week)	The % difference in total week box-office from last week vs this week (where applicable)

	applicable)
# Bks (This Week)	The total number of bookings for this week
# Thtrs (This Week)	The total number of cinemas
+/- (This Week)	The difference in the number of booked cinemas from last week to this week
Avg. Box per Booking (This Week)	The total amount of box-office receipts (selected period only) / Total number of bookings
Avg. Box per Cinema (This Week)	The total amount of box-office receipts (selected period only) / Total number of cinemas
Fr-Su (Last Week)	The total amount of box-office receipts (Friday through Sunday only)
Mo-Th (Last Week)	The total amount of box-office receipts (Monday through Thursday only)
Total (Last Week)	The total box-office of the title for last week
# Bks (Last Week)	The total number of bookings
# Thtrs (Last Week)	The total number of cinemas
Avg. Box per Cinema (Last Week)	The total amount of box-office receipts (selected period only) / Total number of cinemas
Box to date incl. Previews	The total amount of box-office receipts (all time, including previews)
Previews – not included this week	The total amount of box-office receipts (Preview only i.e. pre-release)

By Day

Description

Report provides a breakdown of admission and box-office by day per title and cinema, additional information such as media and title properties are also provided.

Parameters

Start Date	The play date must be equal or greater than Start Date to be displayed
End Date	The play date must be equal or less than the End Date to be displayed
Film Title	Primary title description
Distributor	Full description of the distributor
City	The city where the Cinema is located
Exhibitor	The chain/ circuit of the Cinema (e.g Kitag, Arena, Pathé)
Cinema	The physical location where the title played

Export options

- CSV
- PDF

Example report

Field definitions

City	The city where the Cinema is located
Location	The Cinema and screen number
Film Title	Primary title description
Distr.	Short description of the distributor
Dimension	The dimension properties of the title (2D, 3D)
#Wk	The Play Week number
Type	Figure Type – GBO (Flash) or BOR (Actuals)
Fr/Sa/Su	Friday/Sunday/Sunday the 'weekend' days with box-office & admissions
Weekend	The total box-office and admissions for the weekend period
Mo/Tu/We/Th	Monday/Tuesday/Wednesday/Thursday the 'week' days with box-office & admissions
Week	The total box-office and admissions for the week period