

Hollywood buzz

Top earners



Toy Story 3

Toy Story 3, an animated film about the adventures of two action figures, has topped the list of 2010's highest grossing films.

The story revolves around a ten-inch tall astronaut and a cowboy. It emerged victorious at the box office, earning an estimated USD 1.6 billion. Not only does that make the Disney film the highest-grossing film of the year but the fifth highest-grossing animated film of all time, reported *Forbes.com*.

Alice in Wonderland, starring Johnny Depp, came in second place. *Harry Potter and the Deathly Hallows-Part 1* was the third highest grossing film in 2010.

Biggest box office busts

Jonah Hex tops the list of this year's most disappointing box office performances. The graphic novel based film starring Megan Fox and Josh Brolin failed even to attract the fanboy crowd, earning back less than roughly a quarter of its estimated \$47 million budget.

The year's second-worst offering comes from the newly-created CBS Films, which stumbled out of the gate with its first offering, *Extraordinary Measures*, starring a cranky Harrison Ford and Brendan Fraser in what many critics said like a glorified TV movie-of-the-week, reported *Forbes.com*.

Top grossing actors



Jonah Hex

Leonardo DiCaprio was 2010's top-grossing actor with box office blockbusters *Inception* and *Shutter Island* earning \$1.1 billion worldwide.

Mia Wasikowska topped Johnny Depp, her co-star in *Alice in Wonderland*. Wasikowska topped Johnny Depp, her co-star in *Alice in Wonderland*. Depp's *The Tourist*.

No 4 is Robert Downey Jr, whose films, *Iron Man 2* and *Due Date*, banked \$808 million, and Daniel Radcliffe in



Leonardo DiCaprio

Harry Potter and the Deathly Hallows Part 1, which nabbed a \$780 million take at the global box office, notes the *Hollywood Reporter*.

Most-Anticipated Film of 2011

Harry Potter and the Deathly Hallows Part 2 is the most-anticipated movie of 2011 among both men and women, reports *Reuters*. The final film in the *Harry Potter* franchise is due July 15.

Second choice with theatergoers was divided by gender, with women preferring *The Twilight Saga: Breaking Dawn Part 1*, due Nov 18, and men anticipating the comedy sequel *The Hangover Part 2*, which lands in theaters on May 26.

Best trailers

Trailers these days are as important as ever to a movie's prerelease buzz. Simply unveiling a teaser trailer on the Internet



Harry Potter and the Deathly Hallows

can cause a stir and serve as a priceless marketing tool for studios - a genuinely entertaining advertisement medium for us moviegoers.

Inception topped the list as the perfect trailer. Before almost everyone in the universe lined up to see *Inception*, they were all no less than spellbound by its trailer.

Two years ago, *Revolutionary Road* unveiled a gut-



Blue Valentine

wrenching/enthralling trailer about the total destruction of a youngish couple's relationship. No such distracting periphery to be found in *Blue Valentine*'s trailer, thus allowing the perpetually great, if perpetually under-the-radar, Ryan Gosling and Michelle Williams to take us on an emotional roller coaster in under 120 seconds-through song and dance, no less.

Black Swan and *Somewhere* also had bewitching trailers.



Black Swan

Bollywood panorama

Box office biggies

Though *3 Idiots* looked unbeatable once, it was beaten with *Dabangg* breaking the opening week record of *3 Idiots* by a small margin. It couldn't match the total of 200 crores plus, but held on to not just cross the 100 crore mark, but also came close to 150 crores, hence making it the industry's second biggest success ever and Salman's biggest grosser till date.

Golmaal 3 cashed in Rs 108 crores exceeding the sum total of *Golmaal* and *Golmaal*



Dabangg

Returns to turn into the biggest Bollywood franchise of all times.

Tees Maar Khan bagged Rs 40 crores on the first weekend itself and is still going on strong. The Akshay Kumar-Katrina Kaif starrer was a proving point for Farah Khan who is determined to repeat the success of *Om Shanti Om* and *Main Hoon Naa* without SRK.

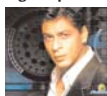
Box office duels

Kites opened well and garnered close to 30 crores over the weekend. The film failed to hold on though, as it proved to be a botched up affair. The pace at which the negative response spread was unbelievable. Result? This high priced film folded up just under Rs 50 crore.

Second up is *Raavan*. When the film opened to below average houses all over, it was mauled by the audience and the critics. This Mani Ratnam film was a complete no show. If the poor start wasn't enough, it only nosedived over the week. It did not even touch the Rs 30 crore mark.

Opening Friday for *Action Replay* was a shocker as — due to its head-on collision with *Golmaal 3* — it was clear that the audience had chosen the latter. With less than Rs 25 crore coming in after a one-week run, the film's fate was sealed with the overall collections just hovering around the Rs 30 crore mark.

Highest paid



Shah Rukh Khan

In Bollywood, there is no public record for official figures of transactions but a star's market value can be established on movie successes and endorsement

standings. Some of the most expensive Bollywood celebrities are even earning much more in Brand endorsements and TV Shows. Salman Khan is said to have been paid 90 crores for the first season of his popular TV Show *Dus Ka Dum* and in *Bigg Boss Season 3* Amitabh clicked the deal in many crores.

Shah Rukh Khan and Aamir Khan charge five to 10 crore per movie. Both are also endorsing Biggest Brands and Products on small screen.

In the actress league Kareena Kapoor is the highest paid Bollywood actress this year. She hiked her charges amounting to 7 crores. She also has a full packed schedule of movies all year round.



Kareena Kapoor

Most hyped-about movie for 2011

Director

Rajkumar Gupta's latest Bollywood movie *No One Killed Jessica* is a fictionalised account involving the real life episode of Jessi-



No One Killed Jessica

ca Lal murder case with powerhouse stars like Rani Mukerji and Vidya Balan playing the strong and soulful representatives of justice and conscience.

Kiran Rao's film *Dhobi Ghat* which met with huge applause and a standing ovation at Toronto Film Festival comes in a close second. *Dhobi Ghat* features Prateik Babbar, Monica Dogra and her significant other as well as the film's producer, Aamir Khan.

Mega multi-starrers

Golmaal 3 starred most of the actors from the previous *Golmaal* films, including Ajay Devgan, Kareena Kapoor, Arshad Warsi,



Badmash Company

Tussar Kapoor and Shreyas Talpade. New additions to the cast included Mithun Chakraborty and Kunal Khemu. The movie did extremely well at the box office and raked in the moolah.

Other notable successful multi-starrers include *Badmash Company*, *Once Upon A Time In Mumbai*, *Housefull* and



Golmaal 3