

Harry Potter and the billion-dollar brand



Since June 1997, **J.K. Rowling's** seven Harry Potter books have sold more than **450 million** copies and have been published in **68 languages**. The last four books each broke the record as the fastest selling book in history. All seven will now be sold in e-book format



Harry Potter
AND THE DEATHLY HALLOWS
PART I
THE VIDEOGAME

Electronic Arts has sold more than 40 million **Harry Potter** video games, conjuring up revenue of over **\$1 billion**

\$1bn

\$6,339,700,000 Potter movies are highest-grossing franchise in box-office history

The movies

Harry Potter and the Sorcerer's Stone
Harry Potter and the Chamber of Secrets
Harry Potter and the Prisoner of Azkaban
Harry Potter and the Goblet of Fire
Harry Potter and the Order of the Phoenix
Harry Potter and the Half-Blood Prince
Harry Potter and the Deathly Hallows: Part 1
Harry Potter and the Deathly Hallows: Part 2

	Director	Box office
2001	Chris Columbus	\$968.6m
2002	Chris Columbus	\$886.3m
2004	Alfonso Cuarón	\$795.6m
2005	Mike Newell	\$892.2m
2007	David Yates	\$937.0m
2009	David Yates	\$933.9m
2010	David Yates	\$946.1m
2011	David Yates	—

2001-10: Movies have made millionaires of three leading actors
Daniel Radcliffe,
Emma Watson
and **Rupert Grint**

Daniel Radcliffe
(Harry)

\$73.7m

Emma Watson
(Hermione)

\$33.2m

Rupert Grint
(Ron)

\$30.6m

With net worth valued at **\$1 billion**, Rowling is first and only billionaire author. She is 32nd richest person in UK according to Forbes

