

# New Star Wars trailer set to thrill sci-fi fans

The longest lines outside U.S. cinemas this Thanksgiving weekend may be for an 88-second *Star Wars* trailer which will debut in 30 theatres

Science fiction and fantasy movies continue to outperform other genres in 2014, with studios placing great importance on how and when trailers are unveiled

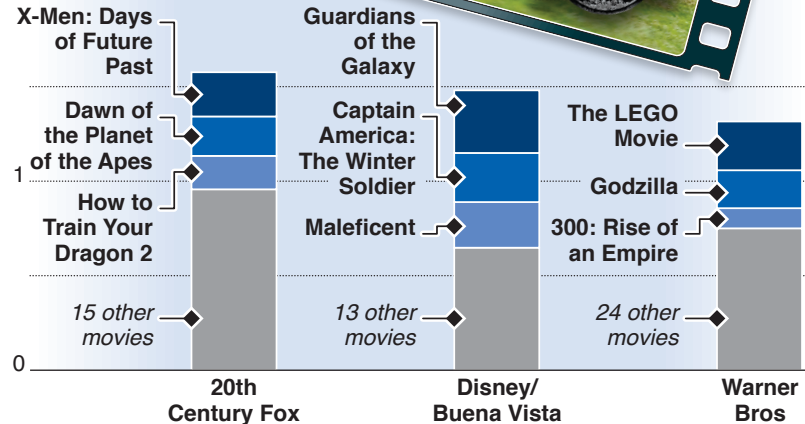
**Nov 27, 2014:** Trailer for *Jurassic World* debuts on U.S. TV during **NBC Football** show

**Dec 18, 2015:** New *Star Wars* movie released

## TOP GROSSING MOVIES AT HIGHEST GROSSING STUDIOS

(U.S. cinema receipts, Jan 1-Nov 23, 2014)

\$2 billion



Collectively hold **47.6%** of studio market share (out of 158 movie studios)