

## Sony changes 'No-Release' decision on the Interview

### Movie earns over \$15 million in 4 days, becomes Sony's no. 1 online film of all time

Sony Pictures release "The Interview" online, video on demand and limited theatrical release on Dec 24, less than a week after it canceled the comedy's release following a devastating cyberattack blamed on North Korea. Sony's change in mind came after it absorbed withering criticism, even from President Barack Obama for its decision last week to pull the film, which was seen not only as self-censorship in Hollywood but also caving into hackers working for North Korea. Luckily for Sony, who collaborated with the Starz network on the release of the film, The Interview has become the studio's top grossing online film of all time. Made from a budget of \$44 million, the movie managed to pull in more than \$15 million in online sales through the first four days of the holidays alone. This compares with the estimated \$2.8 million the movie made over the same time period in theaters in limited release. The movie was released online on December 24 through four digital channels: Google Play, YouTube Movies, Microsoft's Xbox Video, and a dedicated website: [www.seetheinterview.com](http://www.seetheinterview.com) – it costs \$5.99 to rent and \$14.99 to purchase. Later on, Apple also joined the club, making the film available through its iTunes store. James Franco and Seth Rogen, who co-directed and starred in the film, broke their silence after Sony made the announcement. "The people have spoken! Freedom has prevailed!" Rogen said, while Franco added, "VICTORY!!!!!! The PEOPLE and THE PRESIDENT have spoken!!!"



NEW

ACTIVATE<sup>^</sup> SCALP'S NATURAL PROTECTION LAYER  
DANDRUFF-PROOF YOURSELF

**CLEAR**  
NOTHING TO HIDE



\* Resistance from root cause of dandruff with regular product use, no visible flakes. <sup>^</sup> Helps restore the function of scalp skin barrier.

ADCOMM 2014