

STAR WARS

Trailer
THE FORCE AWAKENS
In Numbers.



\$6.5
MILLION

IMAX PRE-SALE
TICKETS SOLD
ON DAY ONE

If tickets continue to sell at this rate, how many will be sold in a week / month / until release?



95% of 10/19 sales on MovieTickets.com were tickets to *The Force Awakens*.




30
MILLION
VIEWS ON
YOUTUBE
WITHIN TWO DAYS

How many views will there be in 7 days? A month? Up until release of the film?



THE HUNGER GAMES

held the record for first day ticket pre-sales until October 19th. (We still love you, Katniss!)



Darth Vader had only **12 minutes** of screen time in the original **Star Wars** movie

What percentage of the films 2 hours and 5 minutes run time does Darth Vader appear for?



17k
number of tweets going out per minute as the trailer premiered

How many tweets in 10 minutes? An hour? A day? A week? A month?