

Movie release pattern

The movie_release_pattern class enumerates the different release patterns (e.g. "wide", "limited", "Oscar qualifying run" etc.) for a movie when it is in theatrical release.

Possible values for a movie_release_pattern are:

Wide

A movie released in 650 theaters or more is considered a wide release.

Limited

Any release in less than 650 theaters is considered a limited release, unless it is an "exclusive" release (see below).

Exclusive

An exclusive release is a release in a very limited number of theaters (often one in Los Angeles and one in New York) prior to the nationwide release of a movie. Note that we only apply this term to prestige limited engagements for major movies. Independent movies that open in one or two theaters are considered to be limited releases.

Expands wide

The expansion of a movie from limited or exclusive release into wide release.

Special Engagement

A special engagement is usually the playing of a movie for one or two nights in a limited number of theaters. Special engagements sometimes tie in to particular events -- for example the release of a classic movie on Blu-ray may be accompanied by a one-night-only screening of the movie in theaters.

Oscar Qualifying Run

Some movies aiming for Oscar glory will meet the minimum requirement for Oscar qualification by playing for a short period in Los Angeles and New York during December prior to a regular theatrical release.

Festival Screening

As the name implies, this refers to the release of a movie at a movie festival, often several months prior to a regular theatrical release.

IMAX

The release of a movie in IMAX theaters.