

Study: Wholesome Movies Make More Money

An annual study of box office figures among major movies produced by Hollywood reveals that moviegoers prefer movies with Christian, redemptive values.

According to the 2013 Annual Report to the Entertainment Industry by the Christian Film & Television Commission, an advocacy group in Hollywood, movies with very strong Christian, redemptive worldviews reflecting traditional moral values earned four times as much money on average as movies with very strong non-Christian, anti-Christian or mixed worldviews: \$ million versus \$ million.

Movies with very strong humanist or atheist worldviews fared even worse, making only \$ million per movie. The stronger the Christian/redemptive worldview, the more money the movie made.

The movies with very strong Christian, redemptive worldviews includes such movies as *Les Misérables*, *Snow White and the Huntsman*, *Here Comes the Boom*, *Red Tails*, *Marvel's The Avengers* and *For Greater Glory*.

Movies with very strong non-Christian, anti-Christian, mixed or humanist worldviews included *21 Jump Street*, *The Twilight Saga: Breaking Dawn, Part 2*, *Amour*, *A Royal Affair*, *Killer Joe*, *Magic Mike*, *Dredd*, *Cosmopolis*, *Cloud Atlas*, *God Bless America*, *Paranormal Activity 4*, *The Apparition*, *The Campaign*, *Rock of Ages*, *The Dictator*, *That's My Boy*, *The Cabin in the Woods*, *American Reunion* and *Promised Land*.

The same thing was true at the international box office in 2012, and on home video, announced Ted Baehr, founder and chairman of the Christian Film & Television Commission.

Of the Top 10 Movies Overseas in 2012, 90 percent had a strong

or very strong Christian, redemptive, moral worldview with biblical content or values, earning \$ billion out of \$ billion, or 91 percent of the total overseas amount for the Top 10.

Also, 72 percent of the Top 10 Home Video Sales in 2012 had either strong or very strong Christian, redemptive, moral content with biblical faith and values.

2012 wasn't the only year that movies with very strong Christian, redemptive worldviews made the most money. A 10-year study shows that they averaged \$ million per movie from 2003-2012 versus only \$ million for movies with very strong non-Christian, anti-Christian, or mixed worldview.

"Filmmakers need to make movies that overtly reflect the faith and values of Christians," Baehr said. "Hollywood and the mass media cannot afford to ignore Christianity or the Word of God, the Bible."

He pointed out that more than three quarters of Americans (about 237 million people), and 2.3 billion people around the world, belong to the Christian faith.

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