

Chair

MovieReviewIntelligence.com, Inc.
 Post Office Box 251555
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May 19, 2010

Mr. Gary Gensler
 Chairman, Commodity Futures Trading Commission
 Three Lafayette Centre
 1155 21st Street, NW
 Washington, DC 20581

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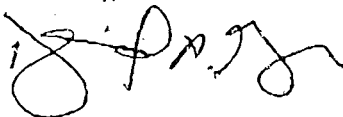
Dear Chairman Gensler:

I write in support of the Cantor Futures Exchange contract for trading domestic box office receipts. I am a movie marketing professional with over 25 years of experience. I have served as Vice-President of international theatrical marketing at 20th Century Fox and prior to that was Managing Director of the European office of the National Research Group, a leading market research consultancy to the Hollywood studios on movie marketing and distribution strategies. I have also held executive positions at Walt Disney Studios, MGM/UA and HBO. Currently I am the editor and publisher of MovieReviewIntelligence.com, a professional movie review web site serving both the movie industry and moviegoers at large. I am a member of the Academy of Motion Picture Arts & Sciences.

I believe that free markets based on transparent information with proper regulation and control, are healthy markets. The tools that exist to support such a movie market – the objective measure of movies, their marketing, and consumers' use of the product – are well-established, sophisticated and ready to serve whichever financial tools the industry chooses to apply. There are outstanding sources of information available in every facet of the movie industry, from box-office documentation, to consumer measurements, to critical reception.

There should be no doubt about the availability and quality of marketing information when judging whether the industry is able to support a futures market for trading domestic box office receipts in the utmost professional and transparent way. This is true now, and I believe it will continue to be true in the future.

Sincerely,



David A. Gross
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cc: Commissioner Chilton ✓ Commissioner O'Malia ✓
 Commissioner Dunn ✓ Commissioner Sommers ✓