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BY MICHAEL GILTZ & FRIENDS

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Why Everyone Is Wrong About The Oscars Show

#2

The second myth about this year's Oscar show: People don't care about the movies because they haven't seen them. Actually, this is a great year for audiences to get interested in the Oscars because three of the movies are still peaking at the box office. [As I reported below](#), *Brokeback* is expanding to 2000 screens this weekend, *Capote* is going to 1200 screens, *Good Night and Good Luck* is expanding to almost 1000 and of course *Crash* is already available on DVD. Many times, the movies nominated for Best Picture are already played out or have little or no steam left at the box office. That's clearly not the case this year. Four of the five pictures clearly can gain a lot from their nods. (Renting and buying DVDs is as significant as going to the movies, so *Crash* counts too.) This year, Oscar is right in tune with the critics and proving a great marketing tool to encourage people to go to the movies. And isn't that the point of the Oscars?

POSTED BY MICHAEL IN NEW YORK AT 1:00 PM



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