

Sony's Little Secret

MEDIA

'The Interview' Brings In \$15 Million on Web

By MICHAEL CIEPLY DEC. 28, 2014

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LOS ANGELES — "The Interview" generated roughly \$15 million in online sales and rentals during its first four days of availability, Sony Pictures said on Sunday.

Sony did not say how much of that total represented \$6 digital rentals versus \$15 sales. The studio said there were about two million transactions over all.



"The Interview," a farce that depicts the killing of the North Korean leader Kim Jong-un, was withdrawn from a planned theatrical release after major exhibitors declined to show it because of a terror threat. Small theater chains revived the movie in several hundred theaters, while Sony and its business partners simultaneously offered the film online.

$$\# \text{ rentals} = r$$

$$\# \text{ sales} = s$$

$$r + s = 2,000,000$$

$$6r + 15s = 15,000,000$$

models can be reused!!

$$r + s = 2 \Rightarrow r = 2 - s$$

$$6r + 15s = 15 \Rightarrow 6(2 - s) + 15s = 15$$

$$12 - 6s + 15s = 15 - 12$$

$$\frac{9s}{9} =$$

$$s = \frac{3}{9} = \frac{1}{3}$$

$$= \frac{1,000,000}{3}$$

$$= 333,333.$$

$$r = .. \quad r + \frac{1}{3} = 2$$

$$r = 2 - \frac{1}{3} = \frac{5}{3}$$

$$r = \frac{5}{3} \cdot 1,000,000 = 1,666,666$$

Is Algebra Necessary?



Adam Hayes

By ANDREW HACKER

Published: July 28, 2012 | 477 Comments

A TYPICAL American school day finds some six million high school students and two million college freshmen struggling with algebra. In both high school and college, all too many students are expected to fail. Why do we subject American students to this ordeal? I've found myself moving toward the strong view that we shouldn't.

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