

Culinary Imperialism

American Fast Food Abroad

	1986		1996	
	Number of restaurants overseas	Number of countries overseas	Number of restaurants overseas	Number of countries overseas
Burger King	300	27	1,864	52
Dunkin' Donuts	204	14	1,163	25
KFC	—	—	4,784	N/A
Pizza Hut	—	—	3,633	N/A
Taco Bell	—	—	203	N/A
McDonalds	1,926	41	8,928	101

McDonalds Abroad

1986		1996	
Top 10 countries overseas	Number of restaurants	Top 10 countries overseas	Number of restaurants
Japan	532	Japan	2,004
Canada	491	Canada	982
W. Germany	227	Australia	808
UK	197	Germany	743
Australia	164	UK	650
Netherlands	37	France	540
Brazil	31	Brazil	337
Hong Kong	27	Taiwan	163
France	25	Netherlands	151
New Zealand	21	Italy	147

Source: The data on American fast foods abroad and media abroad were supplied by the companies.

American Media Abroad

Foreign circulation

	1986	1996
Reader's Digest	12,400,000	13,000,000
Newsweek	1,007,000	3,400,000
Time	1,336,000	1,784,501
The Wall Street Journal Europe	34,452	65,007
The Asian Wall Street Journal	29,295	54,459

American Books Abroad

Best Sellers, By Country of Author, 1996

	Author	Author's country
The Partner	John Grisham	United States
The English Patient	Michael Ondaatje	Canada
Celestine Prophecy	James Redfield	United States
The Third Twin	Ken Follet	Britain
Airframe	Michael Crichton	United States
Birds of Prey	Wilbur Smith	South Africa
Deep End of the Ocean	Jacquelyn Michard	United States
The Woman and The Ape	Peter Hoeg	Scandinavia
El Captain Alatriste	Arturo Perez Reverte	Spain
The Last Don	Mario Puzo	United States

Source: Market Partners International, New York, New York, January-June 1997.

American Movies Abroad

Biggest Draws, Internationally, 1996

Movies are rank ordered

1. 101 Dalmations	6. The English Patient	11. Daylight
2. The Hunchback of Notre Dame	7. Sleepers	12. Mission: Impossible
3. Ransom	8. Independence Day	13. The Nutty Professor
4. The Rock	9. Star Wars: Special Edition	14. Twister
5. Jerry McGuire	10. Dante's Peak	15. Eraser / Space Jam

Note: The International Gold Reel Awards went to 15 Films in 1996. The award recognizes films that exceed \$100 million in box-office gross in the international marketplace.

Source: The Hollywood Reporter International News, June 26, 1997.