

UK films at the worldwide box office, 2014

BFI Research and Statistics Unit

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1. Key Points

- UK films had a total global box office of US\$4.7 billion in 2014, taking 13% of the market.
- The highest performing UK film was *Guardians of the Galaxy*, earning US\$774 million.
- Independent UK films had 3.2% share of the global box office, the highest share since 2002.
- *Non-Stop* was the highest earning UK independent film at the global box office, with takings of US\$223 million.
- UK films took 11% of the USA and Canada box office, and a 13% share of the Russian market, the highest share of any territory.

2. UK Market share of the global box office

Films produced in the UK had a 13% share of the global box office in 2014, up from 11% in 2013 (Table 1). UK studio-backed films earned 10% of the worldwide box office, staying in line with 2013, while UK independent films accounted for 3% of global revenues, up on 2013's 1.6% and the highest since 2002.

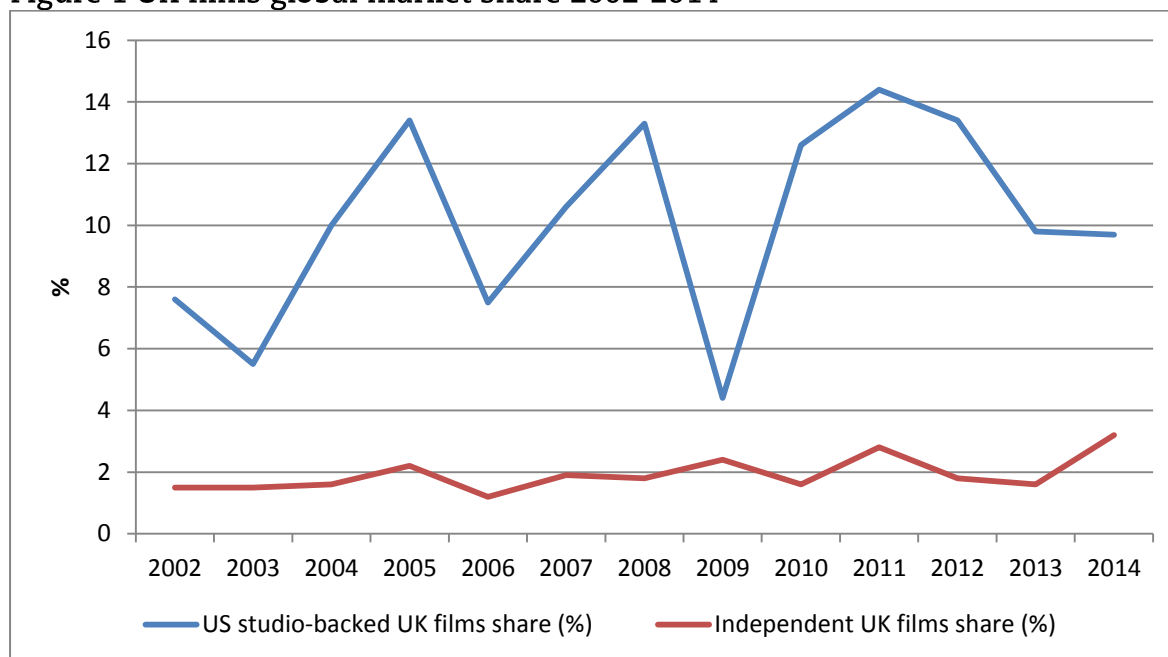
Table 1 UK films global market share, 2002-2014

Year	UK film worldwide gross (US\$ billion)	Global theatrical market (US\$ billion)	UK share (%)	UK studio-backed films share (%)	Independent UK films share (%)
2002	1.8	19.8	9.1	7.6	1.5
2003	1.4	20.1	6.9	5.5	1.5
2004	2.9	24.9	11.6	10.0	1.6
2005	3.6	23.1	15.6	13.4	2.2
2006	2.2	25.5	8.6	7.5	1.2
2007	3.3	26.3	12.5	10.6	1.9
2008	4.2	27.8	15.1	13.3	1.8
2009	2.0	29.4	6.8	4.4	2.4
2010	4.5	31.8	14.2	12.6	1.6
2011	5.6	32.6	17.2	14.4	2.8
2012	5.3	34.7	15.3	13.4	1.8
2013	4.1	35.7	11.4	9.8	1.6
2014	4.7	36.2	12.9	9.7	3.2

Source: BFI, Rentrak, IHS, Variety, Box Office Mojo, Box Office Guru

As Figure 1 shows, the UK studio-backed film market share fluctuates significantly from year to year, being dependent on the performance of a small number of titles. The UK independent share has remained stable over this period, around 2% up until 2013, then seeing a noticeable increase in 2014.

Figure 1 UK films global market share 2002-2014



Source: BFI

3. Top performing films

The highest earning UK qualifying titles of 2014 all had USA involvement, with eight films being US studio-backed.. The top grossing film at the worldwide box office in 2014 was *Guardians of the Galaxy* which earned \$774 million (Table 2). In second place was *Maleficent*, which earned \$758 million worldwide in 2014. The top 10 UK qualifying films earned almost \$3.4 billion, slightly lower than that earned in 2013, and it was 72% of the total earned internationally by all UK films.

Table 2 Top 10 UK qualifying films at the worldwide box office, 2014

Rank	Title	Country of origin	Worldwide box office gross (US\$m)
1	Guardians of the Galaxy	UK/USA	774
2	Maleficent	UK/USA	758
3	Edge of Tomorrow	UK/USA	369
4	Exodus: Gods and Kings	UK/USA/Spa	267
5	Non-Stop	UK/USA#	223
6	Dracula Untold	UK/USA	216
7	Fury	UK/USA	212
8	The Imitation Game	UK/USA#	209
9	Into the Woods	UK/USA/Can	192
10	The Monuments Men	UK/USA/Ger	158
Total top 10			3,378

Source: BFI, Rentrak, Variety, Box Office Mojo, Box Office Guru

Notes:

Film made with independent (non-studio) US support

The box office gross is cumulative gross box office up to 16 March 2015 in territories where the film was released in 2014. Box office takings from territories where the film was released in 2013 are not included in the total.

Worldwide gross includes the UK.

The highest grossing independent UK film at the worldwide box office in 2014 was *Non-Stop* which grossed \$223 million (Table 3). This was followed by *The Imitation Game* which earned \$209 million and *Paddington* which grossed \$134 million

worldwide. The total gross of the top 10 was \$863 million, up from \$481 million earned by the top independent UK films in 2013, but it accounted for 73% of the total gross of all UK independent films worldwide in 2014 (18% of total earned internationally by all UK films).

Table 3 Top independent UK films at the worldwide box office, 2014

Rank	Title	Country of origin	Worldwide box office gross (\$m)
1	Non-Stop	UK/USA#	223
2	The Imitation Game	UK/USA#	209
3	Paddington	UK	134
4	The Hundred-Foot Journey	UK/USA/UAE#	89
5	The Inbetweeners Movie 2	UK	65
6	Magic in the Moonlight	UK/USA#	45
7	A Most Wanted Man	UK/Ger	34
8	Mr. Turner	UK/Fra/Ger	23
9	The Railway Man	UK/Aus	22
10	Philomena*	UK	20
Total top 10			863

Source: BFI, Rentrak, Variety, Box Office Mojo, Box Office Guru

Notes:

Film made with independent (non-studio) US support

*Philomena appears in both the Top independent UK films for 2013 and 2014, its release, globally, was split across 2013 and 2014.

The box office gross is cumulative gross box office up to 16 March 2015 in territories where the film was released in 2014. Box office takings from territories where the film was released in 2013 are not included in the total.

Worldwide gross includes the UK.

4. Market share in a selection of international territories

Table 4 presents UK films' market share in a selection of international territories; this year the territories of Russia, Hong Kong, China, Malaysia and Singapore have been included for the first time. UK films had an 14% share of the world's largest theatrical market, the USA and Canada, in 2014, slightly lower than in 2013. In Europe, the UK share ranged from a high of 13% in the Russia (the highest share of any territory) down to 5% in France. UK films shared nearly 13% of the box office in six Latin American territories, 7% in the six Asian territories and 16% and 19% in Australia and New Zealand respectively (an increase on 2013). *Non-Stop* was the top independent UK film in 14 territories.

Table 4: UK market share in selected international markets, 2014

Territory	Gross box office earned by UK qualifying films (US\$)	UK share (%)	US studio-backed UK films share(%)	Independent UK films share(%)	Top independent UK film
USA and Canada	1,545.9	14.3	11.3	3.0	Non-Stop
Europe*(excluding UK)	736.9	11.3	7.9	3.3	Paddington
Austria	18.7	11.1	6.7	4.4	Paddington
France	160.9	9.5	5.2	4.2	Paddington
Germany	150.2	11.3	6.6	4.7	Paddington
Italy	77.0	10.0	6.5	3.5	Paddington
Netherlands	31.6	10.1	6.7	3.3	Non-Stop
Portugal	12.4	13.7	10.5	3.2	Non-Stop
Russia	204.7	14.0	13.0	1.0	Non-Stop
Spain	81.4	11.4	8.6	2.8	Magic In The Moonlight
Latin America	450.7	13.2	11.6	1.6	Non-Stop
Argentina	57.6	11.9	9.9	2.0	Non-Stop
Brazil	138.8	12.8	11.6	1.2	Non-Stop
Chile	15.6	11.1	9.8	1.3	Non-Stop
Colombia	28.1	13.3	11.3	2.0	Non-Stop
Mexico	131.5	13.8	12.2	1.6	Non-Stop
Venezuela	79.1	14.3	12.5	1.8	Paddington
Asia	622.6	7.2	6.2	1.0	
China	271.9	6.2	5.6	0.6	Non-Stop
Hong Kong	25.3	11.6	9.2	2.4	Non-Stop
Japan	169.8	8.0	6.6	1.4	Enchanted Kingdom 3D
Malaysia	26.7	9.7	3.2	6.5	Non-Stop
Singapore	22.6	13.3	10.6	2.7	Non-Stop
South Korea	106.4	7.1	6.8	0.3	Non-Stop
Oceania	190.1	16.8	9.8	7.0	The Hundred-Foot Journey
Australia	165.5	16.5	9.9	6.5	The Hundred-Foot Journey
New Zealand	24.5	19.1	8.9	10.2	Paddington

Source: BFI analysis of Rentrak data

Notes:

* In previous releases gross box office for the Euro zone European territories has been shown in Euros except France where admissions were given. See Appendix A for gross box office in Euros and admissions.

The box office gross is cumulative gross box office up to 16 March 2015.

Appendix A

In UK films at the worldwide box office release, 2013 the market share of the available European territories table showed gross box office for the Euro zone territories in Euros, except France where admissions were given; for comparison purposes 2014 gross box office for European territories is shown in Euros, with admissions for France, below. Admissions are given in France to monitor box office success rather than gross value. Russia has been excluded from the table as this is not a Euro zone country and data was not provided in last year's release.

Table 4: UK market share in selected international markets, 2014

Territory	Gross box office earned by UK qualifying film(€, unless otherwise stated)	UK share (%)	US studio-backed UK films share(%)	Independent UK films share(%)	Top independent UK film
Austria	13.9 204.7m	11.1	6.7	4.4	Paddington
France	Admissions	9.5	5.2	4.2	Paddington
Germany	111.9	11.3	6.6	4.7	Paddington
Italy	57.4	10.0	6.5	3.5	Paddington
Netherlands	23.5	10.1	6.7	3.3	Non-Stop
Portugal	9.2	13.7	10.5	3.2	Non-Stop
Spain	204.7	11.4	8.6	2.8	Magic In The Moonlight

Notes

1. Data

Total worldwide box office is sourced from IHS. The worldwide gross box office of UK film and individual films is calculated from a variety of sources including the box office tracking company Rentrak, trade publications, industry sources and web sources, including Variety, Box Office Mojo, Box Office Guru and Screen International.

Figures are based on gross box office for UK films released in 2014 and include revenue earned until 16 March 2014. BFI RSU, where needed, convert box office revenue to US dollars by applying a five year average exchange rate to the box office for films in each territory.

Admissions data for France is obtained from Rentrak; in France box office is recorded by admissions rather than revenue. BFI RSU calculate revenue based on average ticket price in France.

2. Definitions

Country of origin is allocated by the BFI Research and Statistics Unit. For the purposes of this analysis, a **UK film** is one which is certified as such by the UK Secretary of State for Culture, Media and Sport under Schedule 1 of the Films Act 1985, via the Cultural Test, under one of the UK's official co-production agreements or the European Convention on Cinematographic Coproduction; a film which has not applied for certification but which is obviously British on the basis of its content, producers, finance and talent; or (in the case of a re-release) a film which met the official definition of a British film prevailing at the time it was made or was generally considered to be British at that time.

Most UK films in the analysis (including the major UK/USA films) fall into the first group – films officially certified as British.

A **UK studio-backed film** is a film produced with creative and/or financial input from the major US studio companies. These are Fox Entertainment Group, NBC Universal, Paramount Motion Pictures Group, Sony Pictures Entertainment, Walt Disney Motion Pictures Group and Warner Bros Entertainment.

An **independent film** is produced without creative or financial input from the major US studio companies.

3. Feedback

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4. Pre-release Access

This release has been prepared according to the Code of Practice for Official Statistics published by the UK Statistics Authority (2009). Pre-release access has been granted to the following:

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