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Film
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GENRE AND CLASSIFICATION

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Action was the most popular genre among UK cinema-goers in 2016, followed by animation and comedy. As in previous years, there were more '15' releases than any other classification, while '12A' films generated the largest single share of the box office.

FACTS IN FOCUS

- Action was the highest earning genre of 2016, taking 21% of the box office from 7% of releases. The top earning action title was *Deadpool*.
- Drama accounted for the highest proportion of releases (26%) but shared only 8% of the box office. The top earning drama was *The Revenant*.
- Fantasy took more money per cinema on average than other genres. The top earning fantasy title was *Fantastic Beasts and Where to Find Them*.
- Eight of the top performing films by genre were UK qualifying films, including the top comedy, top fantasy and top horror releases.
- Comedy was the highest earning genre for UK qualifying films (22% of total box office from 15% of releases).
- Comedy was also the highest earning genre for UK independent films (38% of total box office from 15% of releases).

GENRE AND CLASSIFICATION

GENRE

For statistical purposes, the BFI Research and Statistics Unit assigns a primary genre to every film released in the UK. This is not meant to be prescriptive but helps gauge the relative popularity of different genres on a consistent basis from year to year. The list of genres is based on conventions commonly used within the industry and by published sources such as the BFI's Collections Information Database, the British Board of Film Classification (BBFC), the Internet Movie Database (IMDb) and distributors' websites.

GENRE OF ALL FILM RELEASES

Table 1 shows the relative popularity of different genres at the box office in the UK and Republic of Ireland in 2016. The pattern of box office by genre each year is usually determined by a small number of high grossing releases. Action was the top earning genre in 2016 with a combined gross of £268 million. Animation was the second highest earner with a gross of £211 million and comedy was third with £194 million. Sci-fi, mainly due to the success of the year's top earning film, *Rogue One: A Star Wars Story*, was fourth with £124 million. Drama films had the highest proportion of releases (26%) but earned only 8% of the total box office gross.

Eight of the top performing titles by genre were UK films, which highlights the variety of story types of successful British films. In addition to *Rogue One: A Star Wars Story*, these were *Bridget Jones's Baby*, *Fantastic Beasts and Where to Find Them*, *The Jungle Book*, *The Conjuring 2*, *Eddie the Eagle*, *Me Before You* and *Anthropoid*.

Table 1 Films released in the UK and Republic of Ireland by genre, 2016 (ranked by gross box office)

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Action	54	6.6	268.3	21.3	Deadpool
Animation	44	5.4	210.7	16.7	Finding Dory
Comedy	135	16.4	182.2	14.4	Bridget Jones's Baby
Sci-fi	21	2.6	124.8	9.9	Rogue One: A Star Wars Story
Drama	209	25.5	98.2	7.8	The Revenant
Fantasy	12	1.5	70.9	5.6	Fantastic Beasts and Where to Find Them
Adventure	8	1.0	66.4	5.3	The Jungle Book
Thriller	70	8.5	57.5	4.6	The Girl on the Train
Family	9	1.1	56.3	4.5	The BFG
Horror	34	4.1	50.8	4.0	The Conjuring 2
Biopic	33	4.0	30.6	2.4	Eddie the Eagle
Romance	53	6.5	20.6	1.6	Me Before You
Western	5	0.6	13.9	1.1	The Hateful Eight
Documentary	108	13.2	6.7	0.5	The Beatles: Eight Days a Week
Music/dance	6	0.7	1.7	0.1	Sing Street
Crime	18	2.2	1.6	0.1	Pitbull: Tough Women
War	2	0.2	0.8	0.1	Anthropoid
Total	821	100.0	1,262.0	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures/percentages may not sum to totals due to rounding.

Figures as at 19 February 2017.

The pattern of genres ranked by the average number of sites at the widest point of release (WPR) is shown in Table 2. The top genre by average WPR in 2016 was family but this is comprised of a low number of releases which were skewed to a wide or saturated release such as *The BFG* and *Alvin and the Chipmunks: The Road Chip* (WPRs of 680 and 593). Sci-fi was next, but again this was based on a relatively low number of releases, including the heavily promoted studio releases *Rogue One: A Star Wars Story* (WPR of 700), *Independence Day: Resurgence* (616) and *Passengers* (575). (The latest episode in the Star Wars series had the highest individual WPR of any film released in the last 10 years). The third placed genre by average WPR in 2016 was animation, whose titles included *Minions*, *Inside Out* and *Home* (WPRs of 609, 632 and 561).

Crime had the lowest average WPR of all genres in 2016. Of the 18 films in this genre, *Pitbull: Tough Women*, *Kasaba* and *Pitbull: New Orders* (WPRs of 104, 49 and 24) had the highest individual WPRs. Documentary had the second lowest average WPR, even though it had the third highest number of releases. The documentaries with the highest individual WPRs were *Oasis: Supersonic*, *Alan Bennett's Diaries* and *One More Time with Feeling* (WPRs of 387, 249 and 156).

**Table 2 Films released in the UK and Republic of Ireland by genre, 2016
(ranked by average widest point of release)**

Genre	Average number of sites at widest point of release	Number of releases	Gross box office (£ million)
Family	283	9	56.3
Sci-fi	251	21	124.8
Animation	244	44	210.7
Adventure	230	8	66.4
Western	226	5	13.9
Action	204	54	268.3
Horror	189	34	50.8
Fantasy	155	12	70.9
Biopic	125	33	30.6
Comedy	114	135	182.2
Thriller	75	70	57.5
War	73	2	0.8
Drama	60	209	98.2
Romance	48	53	20.6
Music/dance	43	6	1.7
Documentary	25	108	6.7
Crime	16	18	1.6
Total	102	821	1,262.0

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures may not sum to totals due to rounding.

Figures as at 19 February 2017.

Table 3 shows box office revenues per site by genre, which gives a good indication of performance in the market while controlling for the size of release. Fantasy tops the list, largely due to the success of the Harry Potter spin-off *Fantastic Beasts and Where to Find Them*. Adventure, whose titles include the live-action remake of Disney's *The Jungle Book*, is second, and action, which includes a number of high earning superhero films from the Marvel and DC Comics stables, is third. Sci-fi, which includes the best performing film of the year, *Rogue One: A Star Wars Story*, is fourth. Comedy, which took the third largest share of the overall box office was lower placed when the average box office per site is taken into account, indicating a long tail of less able performers.

Table 3 Films released in the UK and Republic of Ireland by genre, 2016 (ranked by average box office gross per site)

Genre	Average box office per site (£)	Gross box office (£ million)	Total sites
Fantasy	38,148	70.9	1,858
Adventure	36,127	66.4	1,837
Action	24,332	268.3	11,027
Sci-fi	23,703	124.8	5,265
Family	22,073	56.3	2,549
Animation	19,602	210.7	10,748
Western	12,317	13.9	1,132
Comedy	11,826	182.2	15,405
Thriller	11,011	57.5	5,220
Romance	8,076	20.6	2,551
Horror	7,918	50.8	6,422
Drama	7,830	98.2	12,548
Biopic	7,385	30.6	4,139
Music/dance	6,742	1.7	259
War	5,751	0.8	145
Crime	5,396	1.6	295
Documentary	2,491	6.7	2,674
All genres	15,010	1,262.0	84,074

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Total sites = number of releases multiplied by average number of sites at widest point of release.

Figures may not sum to totals due to rounding.

Figures as at 19 February 2017.

GENRE OF UK AND UK INDEPENDENT FILM RELEASES

Comedy topped the box office by genre chart for all UK qualifying films released in 2016 mainly due to the success of two releases, *Bridget Jones's Baby* and *Absolutely Fabulous: The Movie*, which together generated over 73% of this genre's total box office (Table 4). Overall, comedy earned £88 million at the box office from 25 releases, while sci-fi, which is second in the list, took £80 million from eight releases. However, the majority (82%) of the total box office for sci-fi was earned by just one title, *Rogue One: A Stars Story*.

Documentary had more releases (48) than any of the other genres, but took just 0.8% of overall box office receipts. The top documentary, *My Scientology Movie*, earned 30% of the total box office for UK documentaries.

**Table 4 UK qualifying films released in the UK and Republic of Ireland by genre, 2016
(ranked by gross box office)**

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Comedy	25	14.2	87.8	19.4	Bridget Jones's Baby
Sci-fi	8	4.5	80.1	17.7	Rogue One: A Star Wars Story
Action	9	5.1	72.1	15.9	Jason Bourne
Fantasy	2	1.1	66.8	14.8	Fantastic Beasts and Where to Find Them
Adventure	3	1.7	65.4	14.4	The Jungle Book
Biopic	11	6.3	24.5	5.4	Eddie the Eagle
Romance	10	5.7	15.4	3.4	Me Before You
Drama	26	14.8	13.3	2.9	Brotherhood
Horror	4	2.3	11.7	2.6	The Conjuring 2
Thriller	19	10.8	7.6	1.7	Eye in the Sky
Documentary	48	27.3	3.7	0.8	My Scientology Movie
Family	5	2.8	3.2	0.7	Swallows and Amazons
War	1	0.6	0.8	0.2	Anthropoid
Animation	2	1.1	0.4	0.1	Thomas and Friends: The Great Race
Crime	3	1.7	<0.1	<0.1	Return of the Don
Total	176	100.0	453.0	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Percentages may not sum to 100 due to rounding.

Figures as at 19 February 2017.

As Table 5 shows, comedy was also the most popular genre for UK independent films, which made up the majority of UK film releases (89%). The £36 million earned by comedies (from 23 releases), which included the takings of the top independent UK film of the year, *Absolutely Fabulous: The Movie*, represented 38% of the total box office for all UK independent films. Biopic was the second highest earning genre with £25 million from 11 releases. Over 96% of this genre's total box office was earned by the year's top four UK independent biopics – *Eddie the Eagle*, *The Danish Girl*, *A Street Cat Named Bob* and *Florence Foster Jenkins*. Drama was the third highest earning genre with £13 million. The top earning independent UK drama, *Brotherhood*, took 28% of the genre's total box office.

**Table 5 UK independent films released in the UK and Republic of Ireland by genre, 2016
(ranked by gross box office)**

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Comedy	23	14.7	35.7	38.0	Absolutely Fabulous: The Movie
Biopic	11	7.1	24.5	26.2	Eddie the Eagle
Drama	25	16.0	13.2	14.0	Brotherhood
Thriller	19	12.2	7.6	8.1	Eye in the Sky
Documentary	48	30.8	3.7	3.9	My Scientology Movie
Family	5	3.2	3.2	3.4	Swallows and Amazons
Action	4	2.6	2.9	3.0	Bastille Day
Sci-fi	5	3.2	1.1	1.2	The Girl with All the Gifts
War	1	0.6	0.8	0.9	Anthropoid
Horror	3	1.9	0.7	0.7	The Other Side of the Door
Animation	2	1.3	0.4	0.4	Thomas and Friends: The Great Race
Romance	7	4.5	0.1	0.1	Tum Bin 2
Crime	3	1.9	<0.1	<0.1	Return of the Don
Total	156	100.0	93.8	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

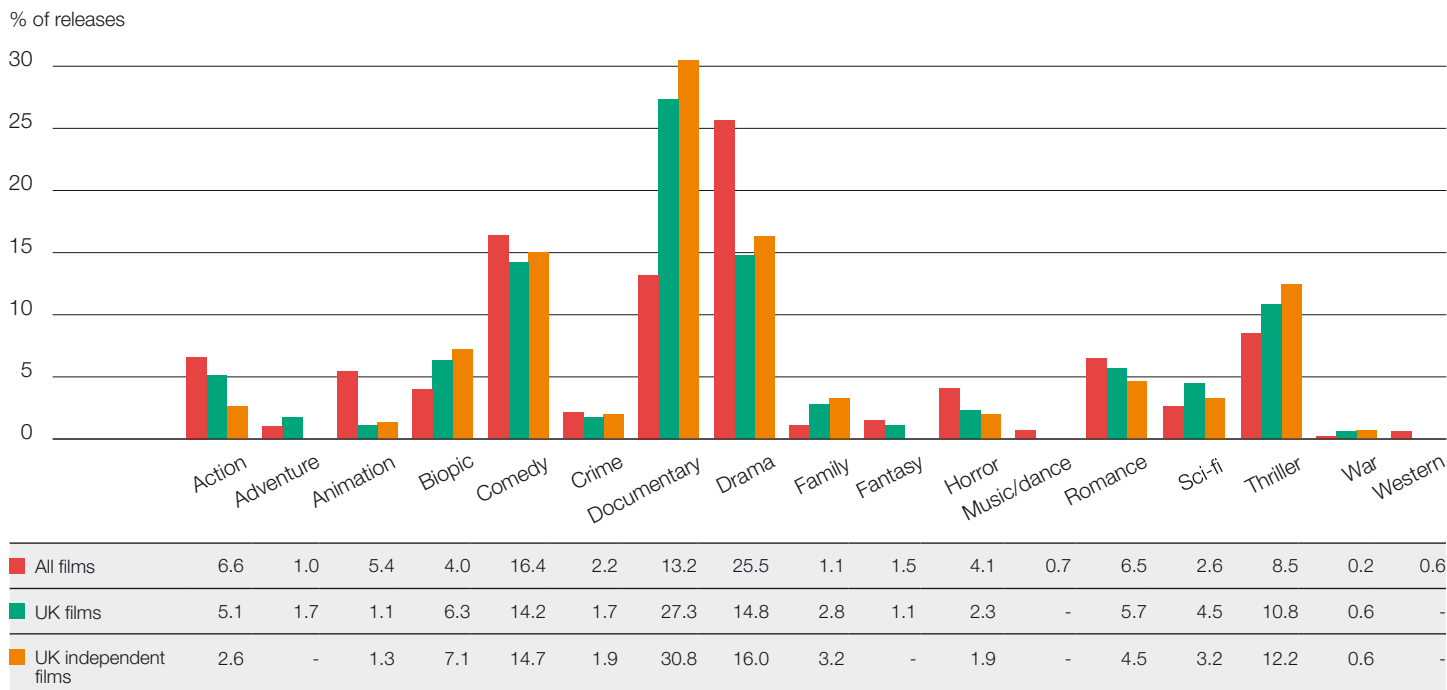
Percentages/figures may not sum to totals due to rounding.

Figures as at 19 February 2017.

Looking at UK films and UK independent films released in 2016, we see mainly similar rankings to those for all films in terms of percentage of releases by genre, but differences in the share of box office by genre (Figures 1 and 2). Drama, comedy and documentary were the most popular genres in terms of numbers of releases for all three categories. Drama had the highest proportion of releases by genre for all films, followed by comedy and documentary, while documentary had the highest proportion of releases by genre for both UK films and UK independent films, followed by drama and comedy. War had the lowest percentage of release by genre for all three film categories.

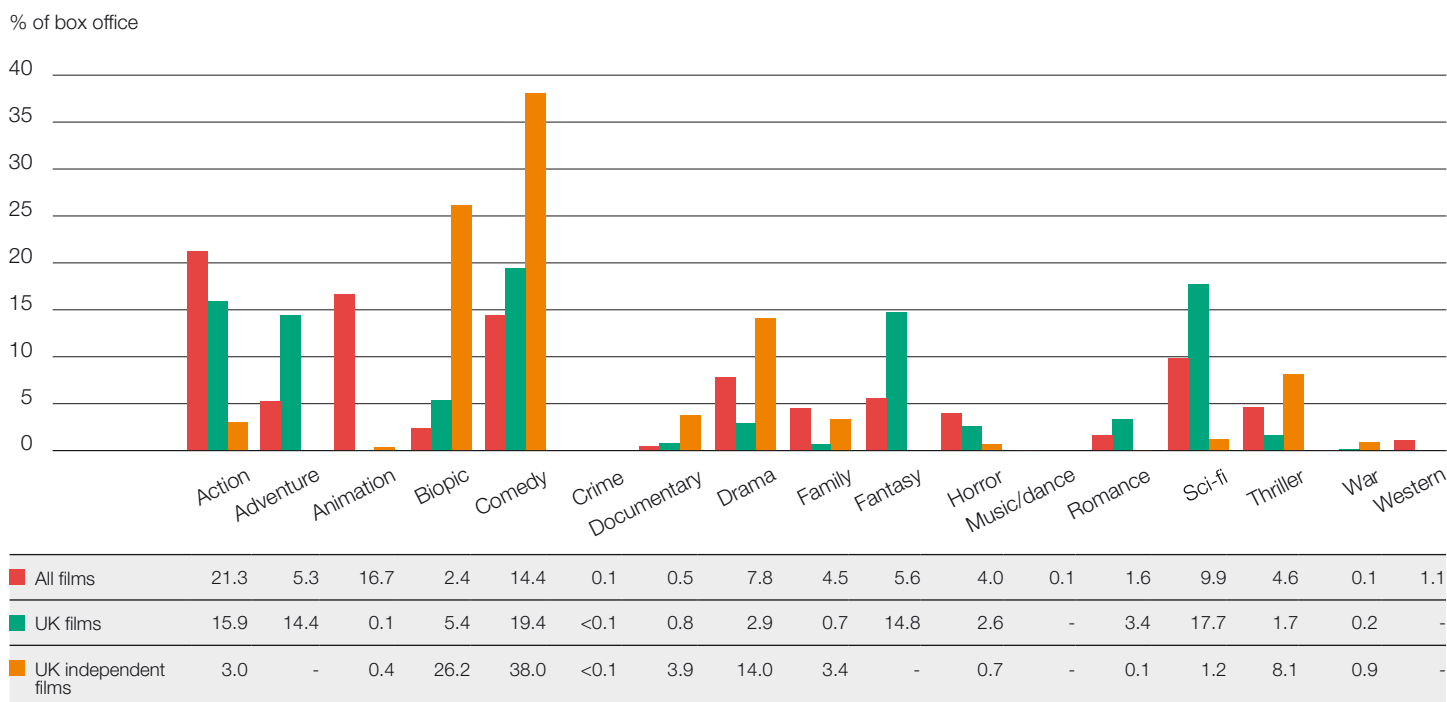
However, when looking at box office by genre, there are some differences between the three categories (Figure 2). For all films action was the highest earning genre taking 21% of the total box office, while comedy was the highest earning genre for UK and UK independent films, taking 19% and 38% respectively. The categories differ for the next highest earning genres: for all films, animation was the second highest earning genre with 17% of the total box office, sci-fi was second for UK films (18% of box office) and for UK independent films, biopic was second (26%). The third highest earning genre also differed across the three categories: for all films it was comedy (14%), for UK films it was action (16%), and for UK independent films it was drama (14%).

Figure 1 Proportion of releases by genre for all films, UK films and UK independent films, 2016



Source: comScore, BBFC, IMDb, BFI RSU analysis

Figure 2 Proportion of box office by genre for all films, UK films and UK independent films, 2016



Source: comScore, BBFC, IMDb, BFI RSU analysis

BBFC CLASSIFICATION

All films in the UK must carry a classification indicating their suitability for exhibition in premises licensed for cinematic exhibition by local authorities. The British Board of Film Classification (BBFC) provides age ratings for the majority of films aimed at theatrical release, although local authorities may grant their own classification if they decide to do so.

The symbols used by the BBFC, and their meanings, are given in Table 6.

Table 6 BBFC cinema film classifications

U (Universal)	Suitable for all
PG (Parental Guidance)	General viewing, but some scenes may be unsuitable for young children
12A	No-one younger than 12 may see a '12A' film in a cinema unless accompanied by an adult
15	No-one younger than 15 may see a '15' film in a cinema
18	No-one younger than 18 may see an '18' film in a cinema

Source: BBFC website

RELEASES AND BOX OFFICE BY CLASSIFICATION

Table 7 provides a picture of how 2016 releases were classified. It shows that, as in previous years, more '15' films (44%) were released than any other category, but the largest share of box office gross was earned by '12A' films (34%). While the proportions of releases in these categories were similar to those in 2015, the percentage of box office gross for '12A' films was down from 56% in 2015 but up for '15' films from 19% to 32%. Together, '12A' and '15' films accounted for almost 80% of releases and over 70% of the year's total box office gross.

Table 7 All releases in the UK and Republic of Ireland by BBFC film classification, 2016

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	29	3.5	151.4	12.0	Finding Dory
PG	102	12.4	198.4	15.7	The Jungle Book
12A	283	34.5	502.2	39.8	Rogue One: A Star Wars Story
15	362	44.1	399.5	31.7	Bridget Jones's Baby
18	36	4.4	10.6	0.8	The Hateful Eight
No classification	9	1.1	<0.1	<0.1	Imagine You and Me
Total	821	100.0	1,262.0	100.0	

Source: comScore, BBFC, BFI RSU analysis

Notes:

'No classification' means no classification issued for theatrical release. Some of these films have a classification for video release.

Figures as at 19 February 2017.

Percentages may not sum to totals due to rounding.

Table 8 shows the breakdown of classifications for UK films released in 2016, and Table 9 shows the breakdown for UK independent films. The ranking of releases by BBFC classification was similar for all films, UK films and UK independent films. Films with a '15' classification accounted for the highest proportion of releases across all three categories, followed by '12A' and 'PG'. However, there were differences in the proportion of box office takings by classification between the three categories, as outlined in Figure 3.

Table 8 Releases of UK films in the UK and Republic of Ireland by BBFC film classification, 2016

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	4	2.3	0.4	0.1	Thomas & Friends: The Great Race
PG	25	14.2	80.4	17.8	The Jungle Book
12A	48	27.3	237.1	52.3	Rogue One: A Star Wars Story
15	91	51.7	135.0	29.8	Bridget Jones's Baby
18	8	4.5	0.1	<0.1	The Man Who Fell to Earth
Total	176	100.0	453.0	100.0	

Source: comScore, BBFC, BFI RSU analysis

Note: Figures as at 19 February 2017.

Table 9 Releases of UK independent films in the UK and Republic of Ireland by BBFC film classification, 2016

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	4	2.6	0.4	0.4	Thomas & Friends: The Great Race
PG	23	14.7	24.2	25.8	Eddie the Eagle
12A	35	22.4	8.6	9.2	A Street Cat Named Bob
15	86	55.6	60.5	64.5	Absolutely Fabulous: The Movie
18	8	5.1	0.1	0.1	The Man Who Fell to Earth
Total	156	100.0	93.8	100.0	

Source: comScore, BBFC, BFI RSU analysis

Notes:

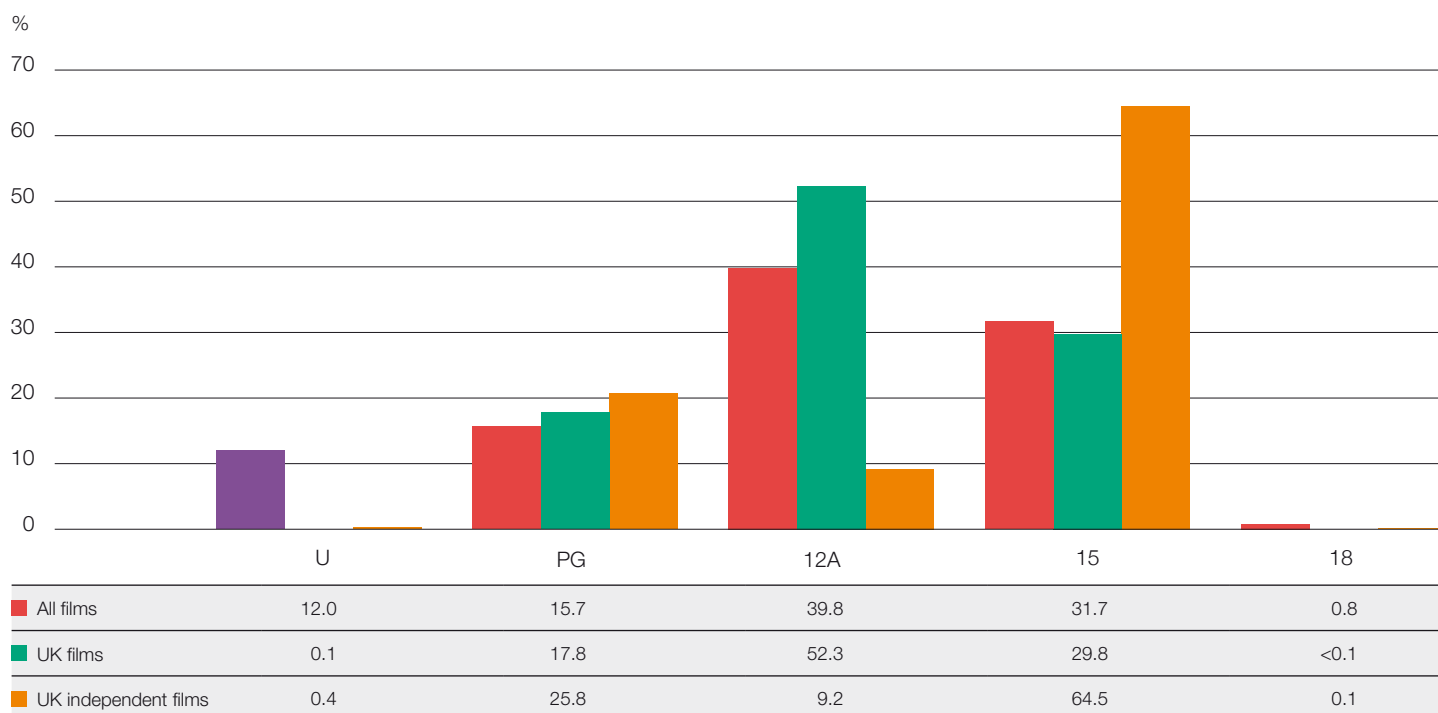
Figures as at 19 February 2017.

Figures/percentages may not sum to totals due to rounding.

Figure 3 shows that for all films and UK films the highest earning classification was '12A' followed by '15', whereas for UK independent films the highest earning classification was '15' followed by 'PG'. Films with a '12A' classification generated 40% of the total box office for all films and 52% of the total box office for UK films, compared to 9% for UK independent films. Seven of the 20 highest earning films in 2016 were '12A' titles, including the top two grossing films of the year, *Rogue One: A Star Wars Story* and *Fantastic Beasts and Where to Find Them*, both of which were UK qualifying films. (The top earning UK independent film with a '12A' rating was *A Street Cat Named Bob* which ranked at 71 in the overall box office chart.)

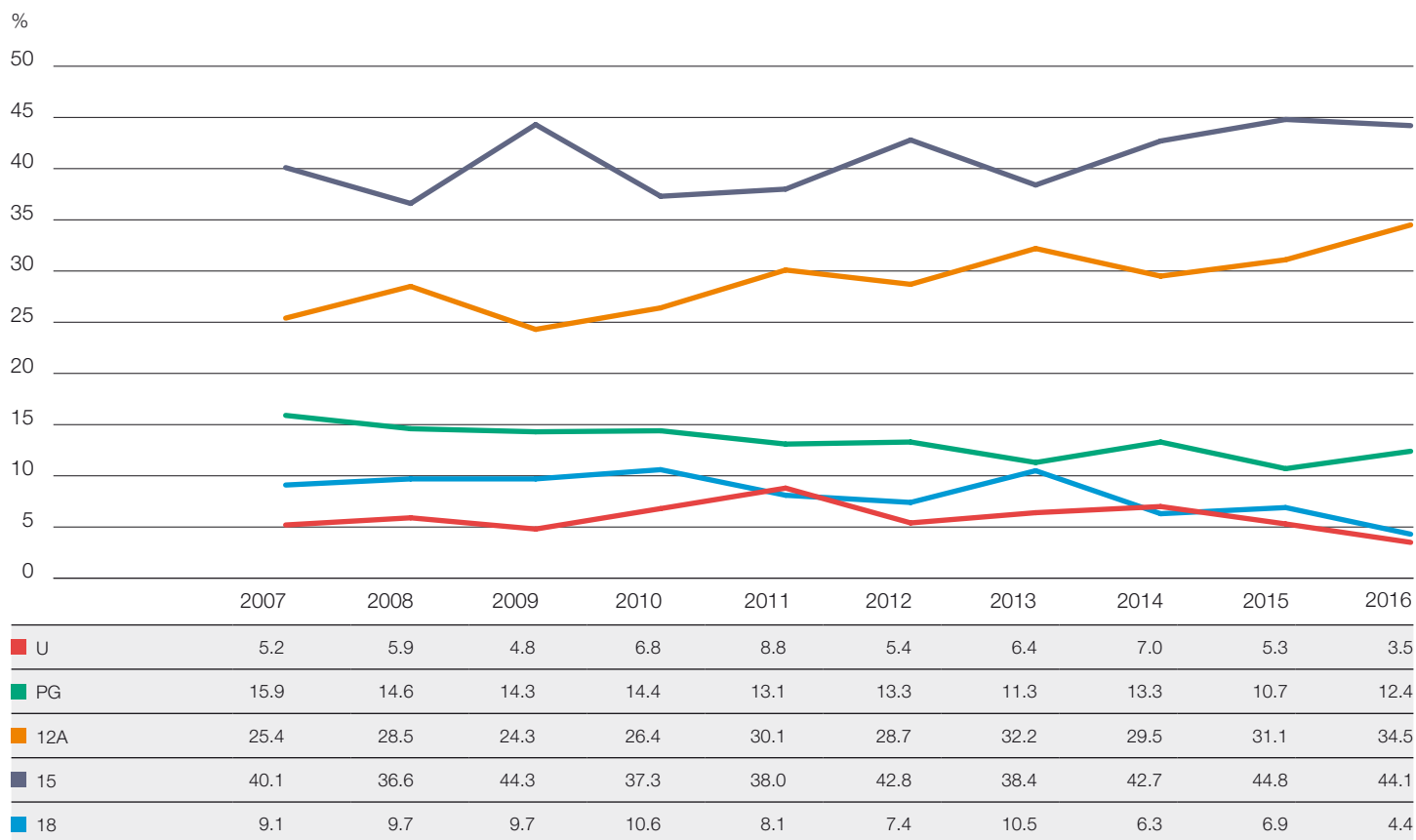
UK independent films earned a larger proportion of their overall box office from the '15' and 'PG' classifications than the other two categories in 2016. Just under 65% of the total box office for UK independent films was generated by '15' films, compared to 31% and 30% for all films and UK films respectively, while 26% of its total box office was generated by 'PG' films, compared with 16% and 18% for all films and UK films. The top earning independent UK titles in each of these classifications shows how the pattern of box office by rating each year is usually determined by a small number of high grossing releases. The combined grosses of *Absolutely Fabulous*, *The Danish Girl* and *Grimsby* made up almost half (48%) of the total box office for '15' rated independent UK films, while the top four 'PG' rated independent UK films (*Eddie the Eagle*, *Dad's Army*, *Florence Foster Jenkins* and *Swallows and Amazons*) earned 98% of the total box office for 'PG' rated independent UK films.

The 'U' classification generated a larger proportion of total box office for all films compared with UK films and UK independent films. 'U' rated releases included a significant number of high earning animated titles from the US majors including *Finding Dory*, *The Secret Life of Pets* and *Trolls*.

Figure 3 Percentage of gross box office by BBFC film classification for all films, UK films and UK independent films, 2015

Source: comScore, BBFC, BFI RSU analysis
 Figures as at 19 February 2017.

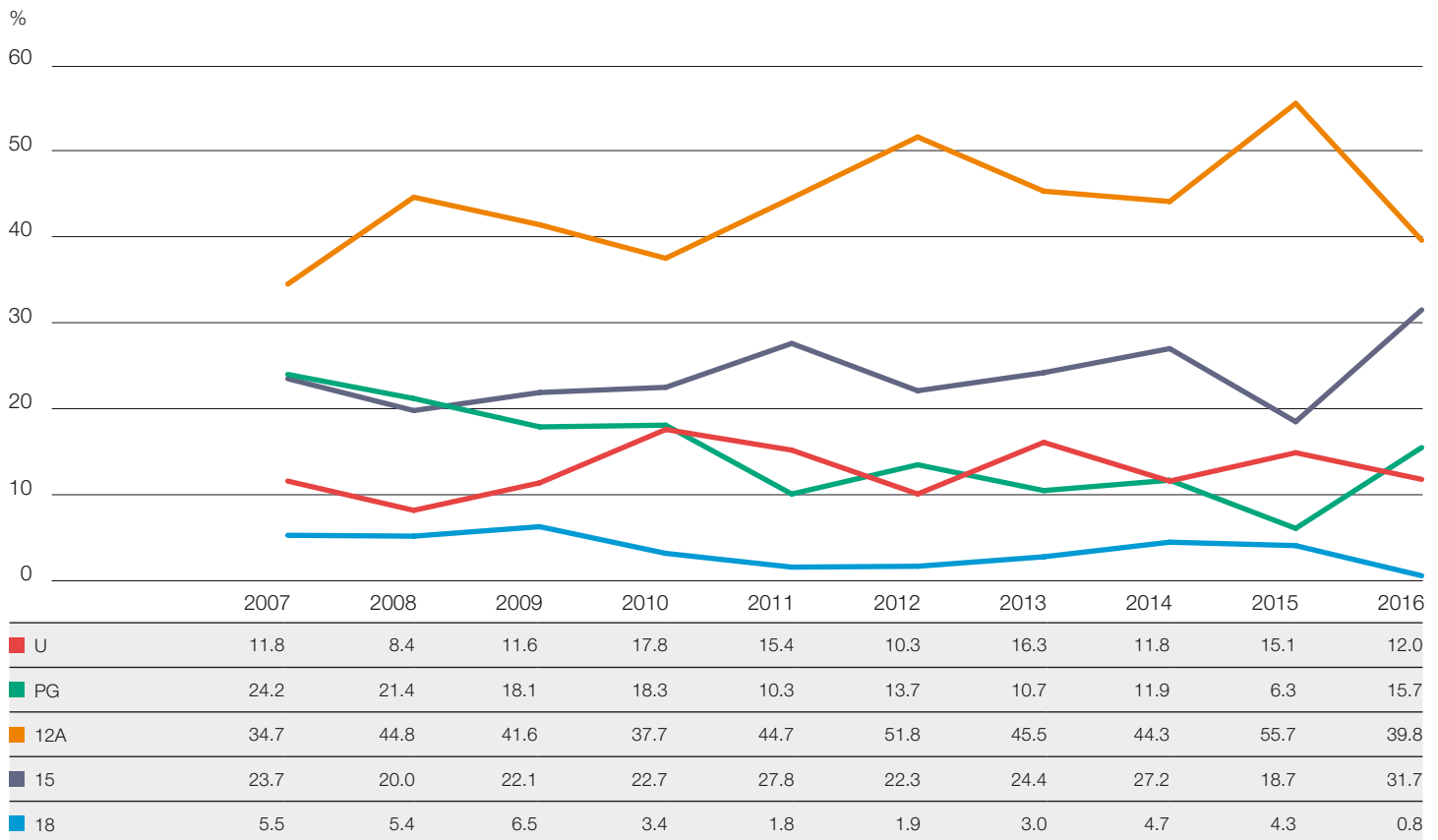
There has been some gradual change in the proportions of releases by classification over the last 10 years, as shown in Figure 4. The share of releases for the most common classification, '15', has mainly been around 40%, but was as high as 45% in 2015. The second and third most common classifications '12A' and 'PG' have together accounted for between 40%-45% of releases for most of the period, and was as high as 47% in 2016. During that time, these two classifications have diverged with the slow decline in the 'PG' classification being compensated by a rising trend in the '12A' rating. The 'U' and '18' classifications have consistently accounted for the smallest percentages of releases. In 2011 and 2014, there were slightly more 'U' films released than '18' films, but in all other years, more '18' films than 'U' films have been released.

Figure 4 Percentage of releases in the UK and Republic of Ireland by film classification, 2007-2016

Source: comScore, BBFC, BFI RSU analysis

Figures as at 19 February 2017.

The shares of box office by film classification vary from year to year as demonstrated in Figure 5. However, the box office ranking of the classifications has remained fairly constant over time; the top earner being '12A', with '18' typically being the lowest earner. There has been an overall downward trend for box office share for the 'PG' classification; at the beginning of the period these films were vying for second and third place with '15' films, but since 2010 they were in competition with 'U' films for third and fourth place. Overall, the decline in 'PG' films has been compensated by a rising trend in share for '12A' films. In 2016, the share for 'PG' rated releases was the highest since 2010 while the share for '12A' films was the lowest since 2010. This year also saw the highest share for '15' rated films in the period and the lowest share for '18' films.

Figure 5 Percentage of gross box office of releases in the UK and Republic of Ireland by film classification, 2007-2016

Source: comScore, BBFC, BFI RSU analysis
 Figures as at 19 February 2017.

TOP FILMS BY CLASSIFICATION

Table 10 shows the top 10 'U' classified films at the box office in the UK and Republic of Ireland in 2016. Animation, which is traditionally aimed at the youngest audiences, is the most popular genre in the list with eight of the top 10 titles. Six of the animations were released in both 2D and 3D and 8% of the total box office for these films was earned from 3D screenings.

The top four 'U' classified titles also feature in the list of top 20 best performing films of the year. *Love & Friendship* was a surprising entry to the list. Based on the Jane Austen novella, *Lady Susan*, the film is aimed primarily at adults rather than younger audiences, as is usually the case with releases in this classification. There are no UK films in the list, compared with three in 2015.

Table 10 Top 10 'U' classified films, 2016

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Finding Dory	USA	43.0	Walt Disney	Animation
2	The Secret Life of Pets	USA/JPN	36.6	Universal	Animation
3	Trolls	USA	24.6	20th Century Fox	Animation
4	Alvin and the Chipmunks: The Road Chip	USA	17.1	20th Century Fox	Family
5	The Angry Birds Movie	Fin/USA	10.7	Sony Pictures	Animation
6	Ice Age: Collision Course	USA	7.6	20th Century Fox	Animation
7	Storks	USA	7.4	Warner Bros	Animation
8	Love & Friendship	Ire/Fra/NLD/USA	1.8	Lionsgate	Comedy
9	Ratchet and Clank	USA	0.5	Lionsgate	Animation
10	Top Cat Begins	Mexico	0.4	Warner Bros	Animation

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures as at 19 February 2017.

Animation is also the most popular genre in the top 10 'PG' classified films released in 2016 with three titles (Table 11), although another five genres were represented. Eight of the films in the list were shown in both 2D and 3D, and 12% of the box office for these films was earned at 3D screenings. Four UK films appear in the list, down from five in 2015.

Table 11 Top 10 'PG' classified films, 2016

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	The Jungle Book	UK/USA	46.2	Walt Disney	Adventure
2	The BFG	USA/Ind	30.8	eONE Films	Family
3	Zootropolis	USA	24.0	Walt Disney	Animation
4	Moana	USA	19.3	Walt Disney	Animation
5	Kung Fu Panda 3	USA/CHN	14.2	20th Century Fox	Animation
6	Alice in Wonderland Through the Looking Glass	UK/USA	10.0	Walt Disney	Adventure
7	Goosebumps	USA/Aus	9.0	Sony Pictures	Horror
8	Eddie the Eagle	UK/USA/Ger	8.7	Lionsgate	Biopic
9	Dad's Army	UK/USA	8.7	Universal	Comedy
10	Pete's Dragon	USA	5.2	Walt Disney	Family

Source: comScore, BBFC, IMDb, BFI RSU analysis

Note: Figures as at 19 February 2017.

The top 10 list of '12A' classified films in 2016 contains more titles (seven) from the overall top 20 highest grossing films of the year than any of the other top 10 classification charts (Table 12). Action and sci-fi titles dominate the list which includes the top two earning films of the year, *Rogue One: A Star Wars Story* and *Fantastic Beasts and Where to Find Them*. Six UK films feature in the list, the same as in 2016.

Table 12 Top 10 '12A' classified films, 2016

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Rogue One: A Star Wars Story*	UK/USA	65.9	Walt Disney	Sci-fi
2	Fantastic Beasts and Where to Find Them*	UK/USA	54.6	Warner Bros	Adventure
3	Captain America: Civil War	USA	37.0	Walt Disney	Action
4	Batman v Superman: Dawn of Justice	USA	36.6	Warner Bros	Action
5	Jason Bourne	UK/USA	23.4	Universal	Action
6	Doctor Strange	UK/USA	23.2	Walt Disney	Action
7	X-Men: Apocalypse	USA	18.3	20th Century Fox	Action
8	Star Trek Beyond	USA/HK/CHN	16.0	Paramount	Sci-fi
9	Passengers	UK/USA	12.7	Sony Pictures	Sci-fi
10	Miss Peregrine's Home for Peculiar Children	UK/Bel/USA	12.3	20th Century Fox	Fantasy

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures as at 19 February 2017.

* Film still on release on 19 February 2017.

By definition, '15' classified films contain stronger material than those deemed suitable for younger audiences. Depending on the type of film they are likely to involve more adult-oriented themes and the use of stronger language and violence. Comedy and action are the most common genres in the top 10 '15' classified films of 2016, including the top comedy release of the year, *Bridget Jones's Baby*, and the top action release, *Deadpool* (Table 13). Five of the films in the table appear in the overall top 20 films of 2016. The list includes four UK films, compared with one in 2015.

Table 13 Top 10 '15' classified films, 2016

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Bridget Jones's Baby	UK/USA/Fra	48.2	Universal	Comedy
2	Deadpool	USA	38.1	20th Century Fox	Action
3	Suicide Squad	USA	33.6	Warner Bros	Action
4	The Girl on the Train	USA	23.7	eOne Films	Thriller
5	The Revenant	USA/HK/Taiwan	23.4	20th Century Fox	Drama
6	Absolutely Fabulous: The Movie	UK/USA	16.1	20th Century Fox	Comedy
7	London Has Fallen	UK/USA	11.0	Lionsgate	Action
8	The Conjuring 2	UK/USA	11.0	Warner Bros	Horror
9	Central Intelligence	USA	8.6	Universal	Comedy
10	Bad Moms	USA	8.6	Entertainment	Comedy

Source: comScore, BBFC, IMDb, BFI RSU analysis

Figures as at 19 February 2017.

Films classified as '18' generally appeal to a narrower audience than other classifications due to their strong content. It is rare for an '18' classified film to break the £10 million barrier - in 2016, the top performing '18' film was *The Hateful Eight* with earnings of £7.4 million (Table 14). In recent years, there have been a few very high earning '18' films including *The Wolf of Wall Street* and *Gone Girl* in 2014, which both earned over £22 million, and *Fifty Shades of Grey* in 2015, which grossed £35 million to become the highest earning '18' certified film of all time at the UK box office. (The latter's sequel, *Fifty Shades Darker*, also rated '18', had grossed £23 million by 19 February 2017.)

There is one UK film in the 2016 top 10 list, the same as in 2015.

Table 14 Top 10 '18' classified films, 2016

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	The Hateful Eight	USA	7.4	Entertainment	Western
2	Pitbull: Tough Women	Pol	0.8	Phoenix	Crime
3	Pitbull: New Orders	Pol	0.5	Phoenix	Crime
4	Hardcore Henry	Rus/USA	0.4	Entertainment	Action
5	The Neon Demon	Den/Fra/USA	0.4	Icon	Horror
6	Green Room	USA	0.3	Altitude	Horror
7	Bone Tomahawk	USA/Fra	0.1	The Works	Western
8	Chevalier	Gre	0.1	StudioCanal	Drama
9	Mapplethorpe: Look at the Pictures	USA/Ger	0.1	Dogwoof	Documentary
10	The Man Who Fell to Earth	UK	0.1	Park Circus	Sci-fi

Source: comScore, BBFC, IMDb, BFI RSU analysis

Figures as at 19 February 2017.



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