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Film
Forever



**FILM ON UK
TELEVISION**

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In terms of viewer numbers, television is the single most important platform for film consumption in the UK. Viewers had a choice of over 6,500 unique film titles across all channels in 2016, and the cumulative film audience was over 2.7 billion.

FACTS IN FOCUS

- In 2016, 6,544 unique film titles were shown on television in the UK, including 1,362 on terrestrial channels, 1,556 on pay TV film channels and 3,626 on other digital channels.
- There were 1,528 film transmissions on terrestrial channels, down from 1,665 in 2015. Of these, 365 (24%) were UK films (down from 372 in 2015), 233 (15%) were network premieres and 57 (4%) were foreign language films.
- The most-watched film screening on terrestrial television was *Frozen* on BBC One, with 5.3 million viewers; the top independent UK film screening was *The Lady in the Van* on BBC Two, with 4.4 million viewers.
- There were 2.7 billion viewings of feature film across all television formats (except pay-per-view) in 2016 – over 16 times the number of cinema admissions.
- The estimated value of feature film to UK broadcasters in 2016 was £1.6 billion, the same as in 2015.

FILM ON UK TELEVISION

PROGRAMMING ON THE TERRESTRIAL CHANNELS

Table 1 shows the total number of feature films broadcast on the five terrestrial channels in 2016 and the number of UK titles broadcast in that time. (Terrestrial television is used here to describe the previous national terrestrial analogue services, all of which have some degree of public service obligation.) UK films are broken down into older titles (more than eight years old) and recent theatrical releases (released in the last eight years). Here, UK films include all titles listed as UK originated by the Broadcasters' Audience Research Board (BARB), plus UK qualifying films given other nationalities (mostly USA) in the BARB data.

There were 1,528 film transmissions on terrestrial television in 2016, down from 1,665 in 2015, an average of just over four films a day. Almost one quarter (24%) of the films shown were UK titles. BBC Two showed the greatest number of films overall and the greatest number of UK films, with 435 and 135 transmissions respectively, while Channel 4 showed the highest number of recent UK films (54).

Table 1 Feature films broadcast¹ on terrestrial television 2016

	Number of films broadcast	Number of UK films broadcast	UK films as % of total	Number of recent UK films broadcast ²	Recent UK films as % of total films broadcast
BBC One	182	32	17.6	12	6.6
BBC Two	435	135	31.0	42	9.7
ITV	199	90	45.2	10	5.0
Channel 4	425	66	15.5	54	12.7
Channel 5	287	42	14.6	9	3.1
Total	1,528	365	23.9	127	8.3

Source: Attentional, BFI RSU analysis

Notes:

¹ Includes repeat broadcasts of individual titles.

² A recent film is one which has been theatrically released, or intended for release, in the UK since 2008.

In 2016, 15% of films broadcast on terrestrial television (233 films) were premieres (films shown for the first time on terrestrial networks); 57 of these were UK films (Table 2). Channel 4 showed the greatest number of premieres overall and the greatest number of UK film premieres, with 112 and 27 films respectively, whereas ITV showed the smallest number of premieres with nine films, one of which was a UK title.

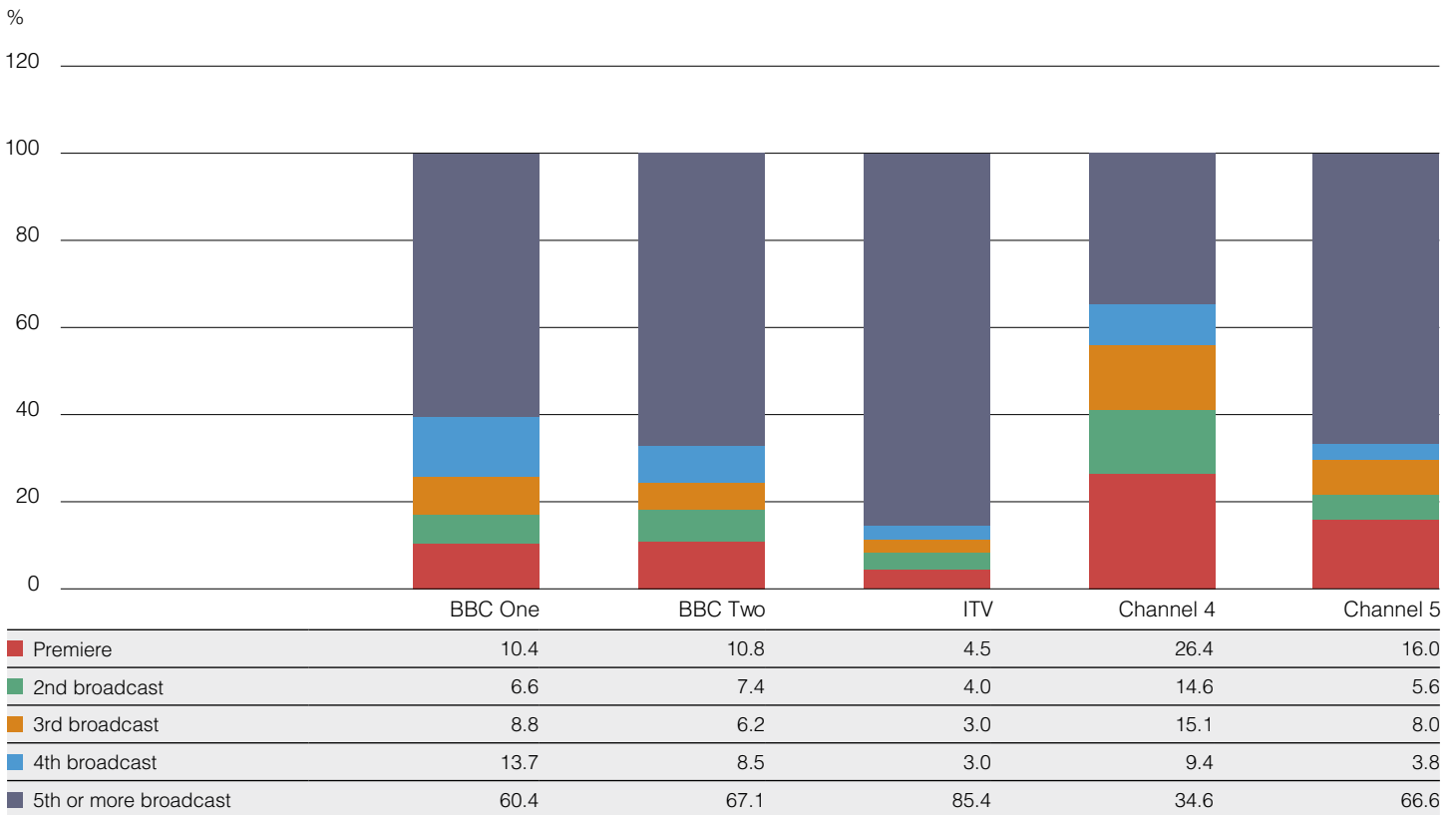
Table 2 Premiere feature films broadcast on terrestrial television, 2016

	Number of premiere films broadcast	Number of UK premiere films broadcast	UK premiere films as % of total premiere films	Average audience (million)	Top premiere	Audience for top premiere (million)
BBC One	19	5	26.3	1.9	Frozen	5.3
BBC Two	47	20	42.6	0.5	The Lady in the Van	4.4
ITV	9	1	11.1	2.7	Captain Phillips	4.2
Channel 4	112	27	24.1	0.7	Paddington	3.1
Channel 5	46	4	8.7	0.7	Snow White and the Seven Dwarfs	1.9
Total	233	57	24.5	0.8		

Source: Attentional, BARB, BFI RSU analysis

Figure 1 shows the percentage of films broadcast categorised by the number of times they have been screened by a particular channel. The number of times films are shown varies across the channels, although for each channel titles shown five times or more account for the greatest share (64%) of film broadcasts. In 2016, Channel 4 had the greatest proportion of premieres (26%) in terms of films broadcast, while ITV had the smallest (5%).

Figure 1 Percentage of feature film premieres and repeat broadcasts on terrestrial channels, 2016



Source: Attentional, BARB, BFI RSU analysis

The most popular film premiere on terrestrial television in 2016 was the Christmas Day broadcast of *Frozen* on BBC One, which attracted 5.3 million viewers. The channel had six other top 10 premieres including *Iron Man 3*, *Wreck-It Ralph* and *Penguins of Madagascar*. ITV had two top 10 premieres including *The Lion King*, which received its first terrestrial outing over 20 years after its theatrical release.

The top 10 is dominated by films from the USA, but includes two UK studio-backed titles and one UK independent production, *The Lady in the Van*, which was shown on BBC Two (Table 3).

Table 3 Top 10 film premieres on terrestrial television, 2016

	Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1	Frozen	BBC One	USA	2013	5.3
2	Iron Man 3	BBC One	USA/CHN	2013	4.5
3	The Lady in the Van	BBC Two	UK/USA [#]	2015	4.4
4	Captain Phillips	ITV	UK/USA	2013	4.2
5	The Lion King	ITV	USA	1994	4.0
6	Wreck-It Ralph	BBC One	USA	2012	3.8
7	Penguins of Madagascar	BBC One	USA	2014	3.4
8	Thor: The Dark World	BBC One	UK/USA	2013	3.3
9	Captain America: The Winter Soldier	BBC One	USA	2014	3.1
10	How to Train Your Dragon 2	BBC One	USA	2014	3.1

Source: Attentional, BARB, BFI RSU analysis

[#] Film made with independent (non-studio) US support or with the independent arm of a US studio.

As Table 4 shows, 57 foreign language films were broadcast on the main terrestrial channels in 2016 (4% of all film transmissions) up from 39 in 2015. The foreign language transmissions were almost equally split between BBC Two (29 titles) and Channel 4 (28 titles).

Table 4 Foreign language films broadcast on terrestrial television, 2016

	Number of foreign language films broadcast	% of channel's film output	Average audience	Top foreign language film	Audience for top rated foreign language film ¹ (million)
BBC One	-	-	-	-	-
BBC Two	29	6.7	117,241	Headhunters	343,500
ITV	-	-	-	-	-
Channel 4	28	6.6	65,343	Drug War	142,400
Channel 5	-	-	-	-	-
Total	57	3.7	103,388		

Source: Attentional, BARB, BFI RSU analysis

¹ Total audience for all transmissions for the foreign language film, on the terrestrial channel listed.

Audience figures for foreign language films on terrestrial television in the last few years have failed to match the success of sub-titled European television series. As Table 5 shows, with 343,500 viewers, the most popular foreign language title shown on the main terrestrial channels in 2016 was the Nordic thriller *Headhunters*, followed by *Downfall*, the German drama depicting Adolf Hitler's final days, with an audience of 328,600. (The audience for *Headhunters* was almost double that of the top foreign language film in 2015, *La Vie en Rose*, which attracted 179,300 viewers.) Nine of the top 10 films were European-backed projects; the remaining film was a China/Hong Kong production.

Table 5 Top 10 foreign language films¹ on terrestrial television, 2016

Title	Channel	Country of origin	Year of theatrical release	Audience
1 Headhunters	BBC Two	Nor/Ger	2012	343,500
2 Downfall	BBC Two	Ger/Aut/Ita	2005	328,600
3 Untouchable	BBC Two	Fra	2012	213,500
4 The Fox and the Child	BBC Two	Fra	2008	173,400
5 Mesrine: Killer Instinct	BBC Two	Fra/Can/Ita	2009	164,800
6 Coco Chanel & Igor Stravinsky	BBC Two	Fra	2010	161,400
7 Drug War	Channel 4	CHN/HKG	2012*	142,400
8 A Royal Affair	BBC Two	Den/Swe/Czech/Ger	2012	136,400
9 Leaving	BBC Two	Fra	2010	131,000
10 The Silence	BBC Two	Ger	2011	127,900

Source: Attentional, BFI RSU analysis

Notes:

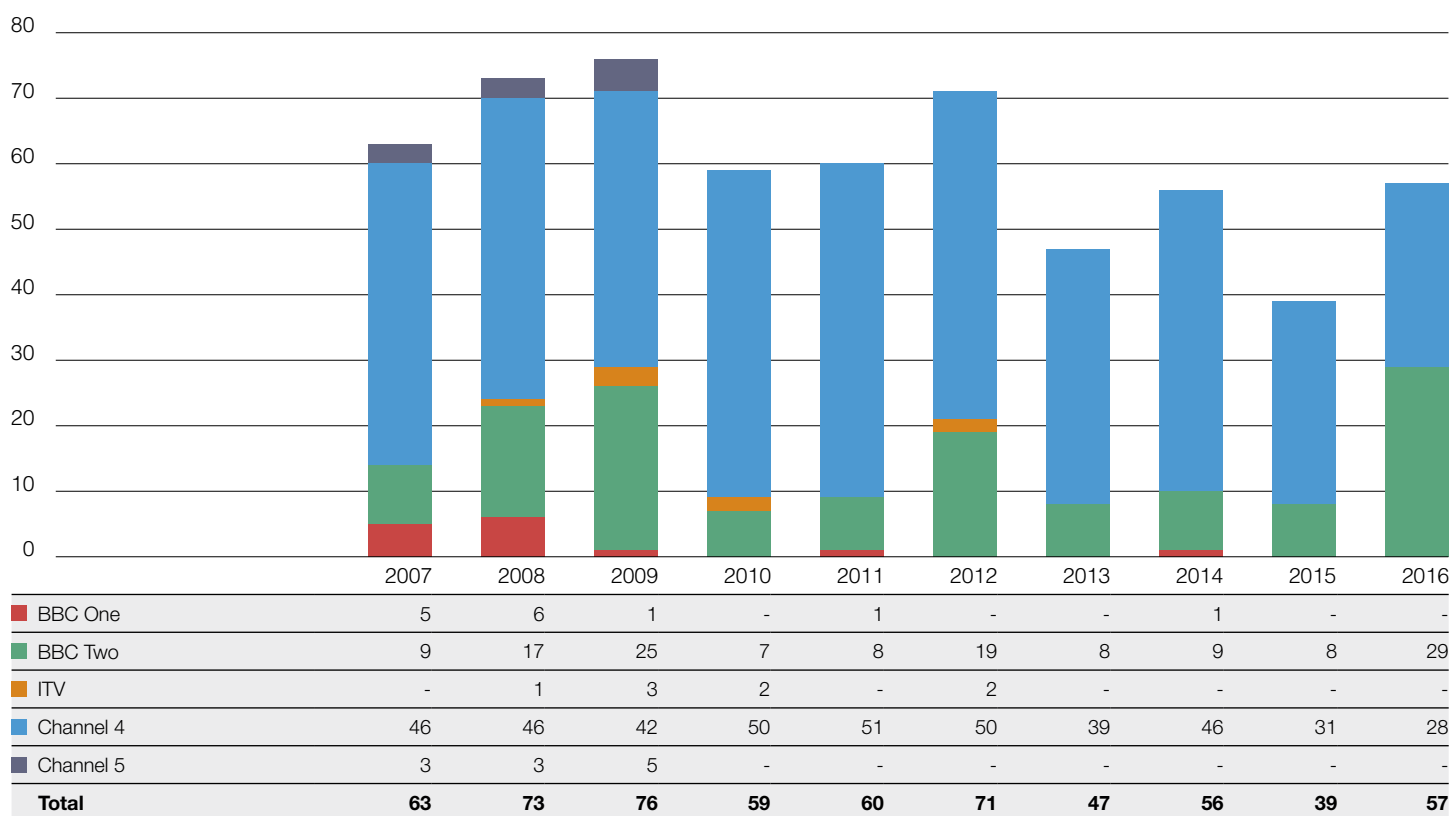
¹ Foreign language films with the highest audience figure for an individual transmission.

* Drug War was not released theatrically in the UK.

Figure 2 illustrates the number of foreign language films broadcast on terrestrial television between 2007 and 2016. The total number of titles shown annually has remained consistently low in comparison to the number of English language titles broadcast, ranging in the 10-year period from a high of 76 in 2009 to a low of 39 in 2015. Channel 4 has shown the greatest number of foreign language films throughout the period, accounting for 71% of all non-English language titles broadcast on terrestrial channels.

Figure 2 Number of foreign language films broadcast on terrestrial television, 2007-2016

Number of films

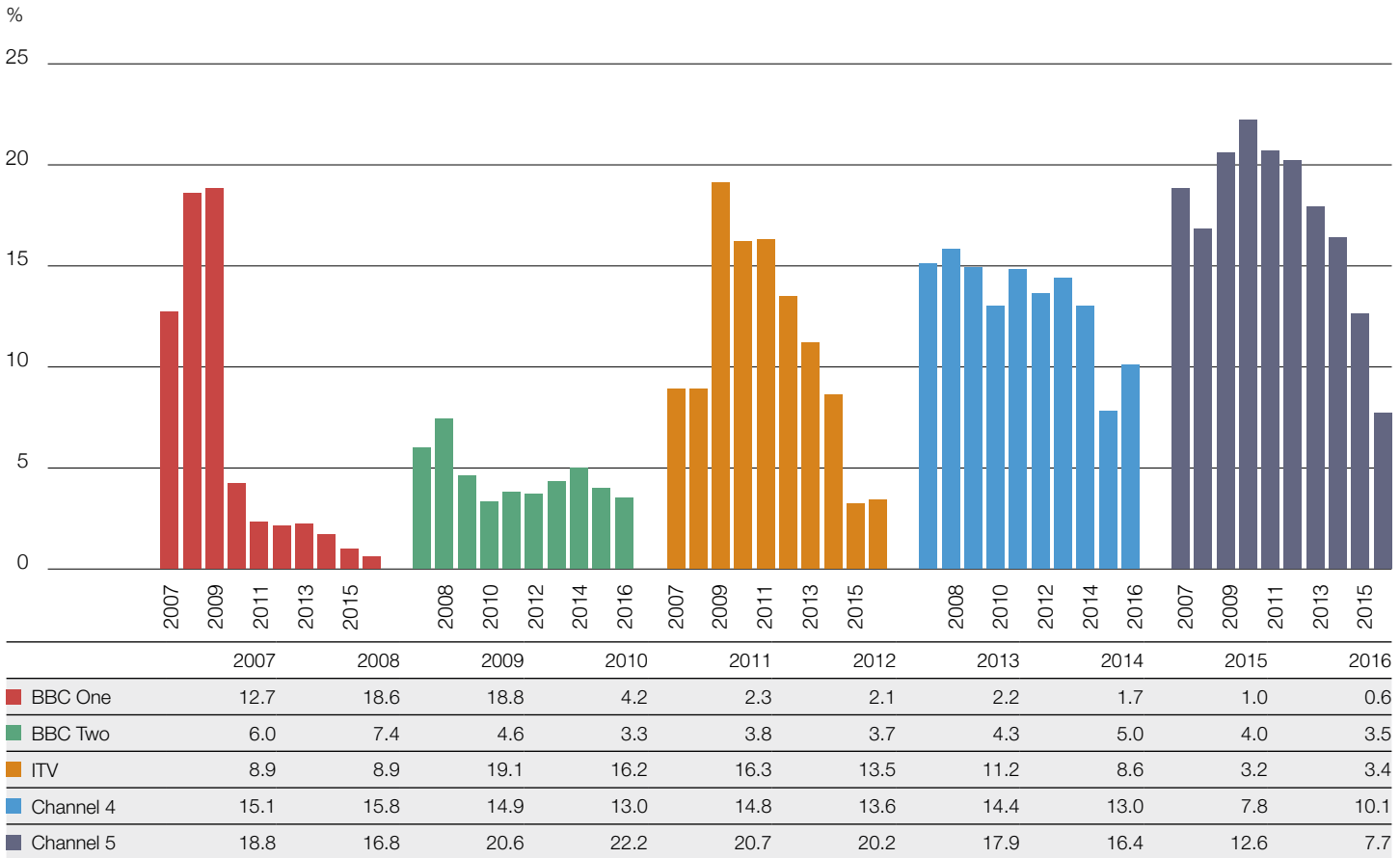


Source: Attentional, BFI RSU analysis

FILMS ON PEAK TIME TERRESTRIAL TELEVISION, 2007-2016

The proportion of peak time hours (18:00 to 23:00 hours) dedicated to feature film varied widely across the terrestrial channels between 2007 and 2016 (Figure 3). In 2016, Channel 4 had the highest share of peak time hours dedicated to film for the first time in the period with 10%. Previously, Channel 5 generally had the highest proportion of peak time hours dedicated to film, while Channel 4 usually had either the second or third highest share. Film made up 8% of peak time programming for Channel 5 in 2016, 3.5% for BBC Two and 3.4% for ITV. For the sixth consecutive year, BBC One had the lowest proportion of peak time hours dedicated to film (0.6%). Although the overall proportion of peak time hours dedicated to film on terrestrial channels decreased from 6% in 2015 to 5% in 2016, both ITV and Channel 4 increased their shares of peak time film hours.

Figure 3 Film as a percentage of peak time programming hours by channel, 2007-2016



Source: Attentional

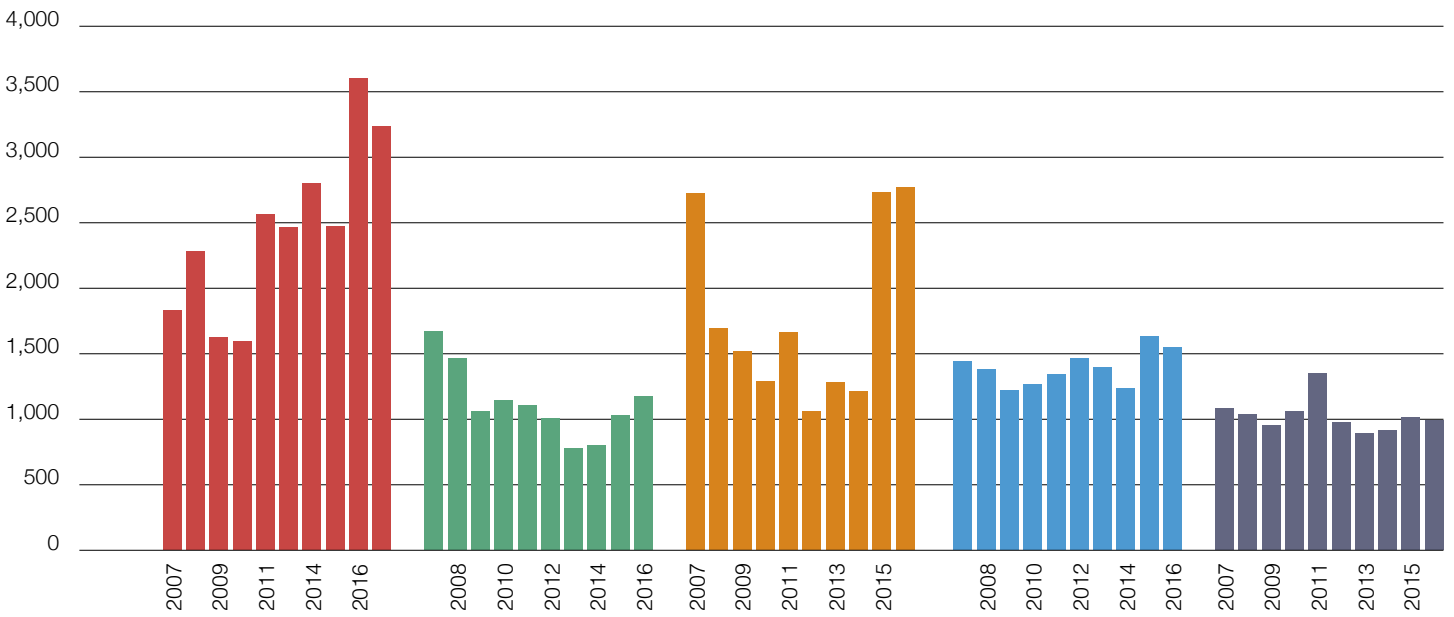
AUDIENCES FOR FILM ON PEAK TIME TERRESTRIAL TELEVISION

Figure 4 shows the average audience for peak time film on the main terrestrial channels between 2007 and 2016. With the exception of 2007, BBC One had the highest average audience of the terrestrial channels throughout the period, while Channel 5 generally had the lowest.

In 2016, the average audience for peak time films on BBC Two and ITV increased compared with 2015, while average audiences decreased on BBC One, Channel 4 and Channel 5 (Figure 4). BBC Two had the greatest increase with an average audience of 1.2 million compared with 1 million in 2015, while ITV's average audience increased from 2.7 million to 2.8 million. Average audiences on BBC One fell from 3.6 million to 3.2 million, on Channel 4 they fell from 1.6 million to 1.5 million and on Channel 5 they fell from 1 million to 986,000.

Figure 4 Average audience for peak time film, 2007-2016

Average Audience (000s)



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
■ BBC One	1,825	2,277	1,620	1,595	2,561	2,463	2,799	2,471	3,597	3,233
■ BBC Two	1,667	1,461	1,060	1,141	1,105	1,000	773	798	1,025	1,171
■ ITV	2,723	1,687	1,519	1,286	1,661	1,057	1,281	1,207	2,729	2,770
■ Channel 4	1,439	1,381	1,219	1,266	1,336	1,460	1,390	1,230	1,631	1,545
■ Channel 5	1,079	1,034	947	1,056	1,351	973	889	915	1,009	986

Source: Attentional, BARB

TOP FILMS ON TERRESTRIAL TELEVISION

Six of the top 10 films broadcast on terrestrial television in 2016 were premieres (Table 6). *Frozen* tops the list with 5.3 million viewers. (In theatrical revenue terms, this is equivalent to a box office gross of £38.4 million; its actual gross in the UK was £38.6 million). *Harry Potter and the Deathly Hallows: Part 1* appears in the top 10 list for a second consecutive year. The list is dominated by US-studio backed UK productions, but includes one UK independent film, *The Lady in the Van*.

Table 6 Top 10 films¹ on terrestrial television, 2016

Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1 Frozen	BBC One	USA	2013	5.3
2 Harry Potter and the Order of the Phoenix	ITV	UK/USA	2007	4.6
3 Iron Man 3	BBC One	USA/CHN	2013	4.5
4 The Lady in the Van	BBC Two	UK/USA [#]	2015	4.4
5 Captain Phillips	ITV	UK/USA	2013	4.2
6 Harry Potter and the Deathly Hallows: Part 1	ITV	UK/USA	2010	4.1
7 Harry Potter and the Goblet of Fire	ITV	UK/USA	2005	4.1
8 The Lion King	ITV	USA	1994	4.0
9 Harry Potter and the Half-Blood Prince	ITV	UK/USA	2009	4.0
10 Wreck-It Ralph	BBC One	USA	2012	3.8

Source: Attentional, BARB

Notes:

¹ Films with the highest audience figure for an individual transmission.

[#] Film made with independent (non-studio) US support or with the independent arm of a US studio.

The list of the top 10 UK films in 2016 includes three premiere titles, two of which also appear in the year's overall top 10 films on terrestrial television (Table 7). The list is headed by *Harry Potter and the Order of the Phoenix* which attracted the year's highest audience for a single broadcast of a UK film across the terrestrial channels. As in the previous three years, the Harry Potter franchise features strongly in the list, with six of the films making an appearance. Eight of the top 10 UK film broadcasts were on ITV, and there was one each on BBC One and BBC Two.

Table 7 Top 10 UK qualifying films¹ on terrestrial television, 2016

	Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1	Harry Potter and the Order of the Phoenix	ITV	UK/USA	2007	4.6
2	The Lady in the Van	BBC Two	UK/USA [#]	2015	4.4
3	Captain Phillips	ITV	UK/USA	2013	4.2
4	Harry Potter and the Deathly Hallows: Part 1	ITV	UK/USA	2010	4.1
5	Harry Potter and the Goblet of Fire	ITV	UK/USA	2005	4.1
6	Harry Potter and the Half-Blood Prince	ITV	UK/USA	2009	4.0
7	Skyfall	ITV	UK/USA	2012	3.4
8	Harry Potter and the Chamber of Secrets	ITV	UK/USA	2002	3.4
9	Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	3.4
10	Thor: The Dark World	BBC One	UK/USA	2013	3.3

Source: Attentional, BARB

Notes:

¹ Films with the highest audience figure for an individual transmission.[#] Film made with independent (non-studio) US support or with the independent arm of a US studio.

The most popular screenings of UK independent films on terrestrial television in 2016 were the network premieres of *The Lady in the Van* (4.4 million viewers) and *Paddington* (3.1 million viewers) which were shown on BBC Two and Channel 4 respectively (Table 8). The list includes three other premieres: *Philomena*, *Amy* and *The Railway Man*. *Amy* is the first documentary to feature in top 10 since BFI RSU began reporting UK independent film on terrestrial television in 2012. All of the previously shown titles, with the exception of *The Dam Busters*, have appeared in this list in earlier editions of the Yearbook.

Table 8 Top 10 independent UK films¹ on terrestrial television, 2016

	Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1	The Lady in the Van	BBC Two	UK/USA [#]	2015	4.4
2	Paddington	Channel 4	UK/Fra	2014	3.1
3	Philomena	BBC Two	UK	2013	2.8
4	Santa Claus: The Movie	ITV	UK/USA [#]	1985	2.5
5	Amy	Channel 4	UK	2015	2.3
6	The Railway Man	Channel 4	UK/Aus	2014	1.6
7	Nativity 2: Danger in the Manger!	BBC Two	UK	2012	1.6
8	Nativity!	BBC Two	UK	2009	1.6
9	The Dam Busters	ITV	UK	1954	1.4
10	The Best Exotic Marigold Hotel	Channel 4	UK/USA/Ind [#]	2012	1.4

Source: Attentional, BARB

Notes:

¹ UK independent films with the highest audience figure for an individual transmission.[#] Film made with independent (non-studio) US support.

FILMS ON MULTI-CHANNEL TELEVISION

In 2016, multi-channel television (freeview/satellite/cable) accounted for almost 47% of all television viewing in the UK and 66% of all viewings of film on television. (For the purposes of this section, multi-channel television includes all free-to-air and paid [non-film subscription] channels with the exclusion of the traditional terrestrial channels.) Table 9 lists the number of film transmissions, the average audience, the top film and audience for the top film, for a selection of channels which broadcast feature films. After dedicated film channels Film4 (just over 2,800 films) TCM (over 2,700 films), and Talking Pictures TV (over 2,500 films), the highest number of titles was screened by the ITV 2-4 suite of channels with over 1,500 films.

For many of the channels, including TCM, the UKTV channels (Dave, Drama, Gold, W), and BBC Three and BBC Four, the number of transmissions decreased compared with 2015. For BBC Three and BBC Four, the fall is due, in part to BBC Three moving to an online-only service in February 2016. For the second consecutive year, *Skyfall* recorded the largest audience for a single screening on multi-channel television. In 2016, it attracted just over 1.5 million viewers on ITV2.

Table 9 Feature films on multi-channel television, 2016

Channel	Number of films broadcast	Average audience (000)	Top film	Audience for top film (000)
Film4	2,801	179	Now You See Me	990
TCM	2,743	21	Where Eagles Dare	99
Talking Pictures TV	2,525	6	The Bargee	48
ITV 2-4	1,531	210	Skyfall	1,517
London Live	1,284	10	The Fall of the Essex Boys	82
Star Gold, Star plus, Star Utsav and Life OK	1,218	4	Kal Ho Naa Ho	49
SAB	1,076	5	Munna Bhai M.B.B.S.	51
5 Star, 5 USA and My5	798	80	Olympus Has Fallen	372
Rishtey and Rishtey Cineplex	571	5	Life Partner	58
4 Music, 4Seven, E4 and More 4	522	202	12 Years a Slave	151
Movies 24 and Movies 24+	313	4	One Small Hitch	55
UMP Movies	297	2	Ek Main Aur Ekk Tu	35
Dave, Drama, Gold and W ²	295	88	Beverly Hills Cop	430
Venus TV	244	2	Bhrashtachar	13
Syfy	203	45	Hot Fuzz	198
Sky 1, Sky Arts 1 and Sky Atlantic	179	58	Elf	461
Showbiz TV	107	0.5	Suddenly	5
Horror Channel	90	39	I Spit on Your Grave	213
BBC Three ³ and BBC Four	74	289	Die Hard with a Vengeance	903
Boomerang	55	59	Cats and Dogs	129
Disney Channel, Disney Junior and Disney XD	54	78	The Little Mermaid	251
True Drama, True Entertainment and True Movies 1-2	39	11	My Life	46

Source: Attentional, BARB

Notes:

¹ Film with the highest audience figure for an individual transmission.

² Dave, Drama, Gold and W are part of the stable of UKTV channels.

³ BBC Three stopped broadcasting on 16 February 2016 and was replaced with an online-only service.

Despicable Me was the top film on multi-channel television for the third consecutive year in terms of total audience, with 7.2 million viewers from 10 broadcasts (Table 10). As in previous years, ITV2 had the greatest number of films in the top 10, the majority of which are UK qualifying titles.

Table 10 Top 10 feature films on multi-channel television, 2016

Title	Channel	Number of broadcasts	Country of origin	Year of theatrical release	Total audience ¹ (million)
1 <i>Despicable Me</i>	ITV2	10	USA	2010	7.2
2 <i>Skyfall</i>	ITV2	6	UK/USA	2012	6.1
3 <i>Quantum of Solace</i>	ITV2	8	UK/USA	2005	5.6
4 <i>Hotel Transylvania</i>	CITV/ITV2	10	USA	2012	5.2
5 <i>Red</i>	Film4/E4	10	USA	2010	4.8
6 <i>Red 2</i>	Film4	8	UK/USA	2013	4.7
7 <i>Hot Fuzz</i>	ITV2/Syfy	10	UK/USA	2007	3.7
8 <i>Nanny McPhee</i>	ITV2	8	UK/USA/Fra	2005	3.7
9 <i>Independence Day</i>	Film4/E4	8	USA	1996	3.7
10 <i>The Karate Kid</i>	Film4/E4/W	16	USA	1984	3.7

Source: Attentional, BARB

¹ Total audience figure for all transmissions across all free-to-air and paid (non-film subscription) multi-channels.

Table 11 shows the top 10 films, in terms of combined viewings, on the additional subscription TV film channels operated by Sky in 2016. The various Sky Cinema channels (rebranded from Sky Movies in July 2016) broadcast a total of 1,556 unique titles, across 45,992 slots during the year with an average audience of over 13,300. This is up on 2015 when 1,368 unique titles were shown across 44,717 slots with an average audience of over 12,500.

Disney and Pixar titles dominate the top 10 with six films in the list including the top two most watched titles. *Inside Out* attracted the largest cumulative audience with 9.8 million viewers over 139 transmissions followed by *Big Hero 6* with 9.6 million viewers over 170 transmissions. The large audiences for nearly all of the top 10 films is due in part to their being shown at least twice a week over the course of the year. *Inside Out* also generated the largest audience from any single transmission on the Sky Cinema channels, attracting 1.5 million viewers when it premiered in March 2016.

Table 11 Top 10 feature films on pay TV film channels, 2016

Title	Number of transmissions	Country of origin	Year of theatrical release	Total audience ¹ (million)
1 <i>Inside Out</i>	139	USA	2015	9.8
2 <i>Big Hero 6</i>	170	USA	2015	9.6
3 <i>Jurassic World</i>	107	USA	2015	6.7
4 <i>Minions</i>	98	USA	2015	6.2
5 <i>Home</i>	112	USA	2015	5.8
6 <i>Kingsman: The Secret Service</i>	117	UK/USA	2015	5.7
7 <i>Cars</i>	129	USA	2006	5.2
8 <i>Star Wars: The Force Awakens</i>	91	UK/USA	2015	5.2
9 <i>Avengers: Age of Ultron</i>	178	UK/USA	2015	4.9
10 <i>The Good Dinosaur</i>	84	USA	2015	4.8

Source: Attentional, BARB

Notes:

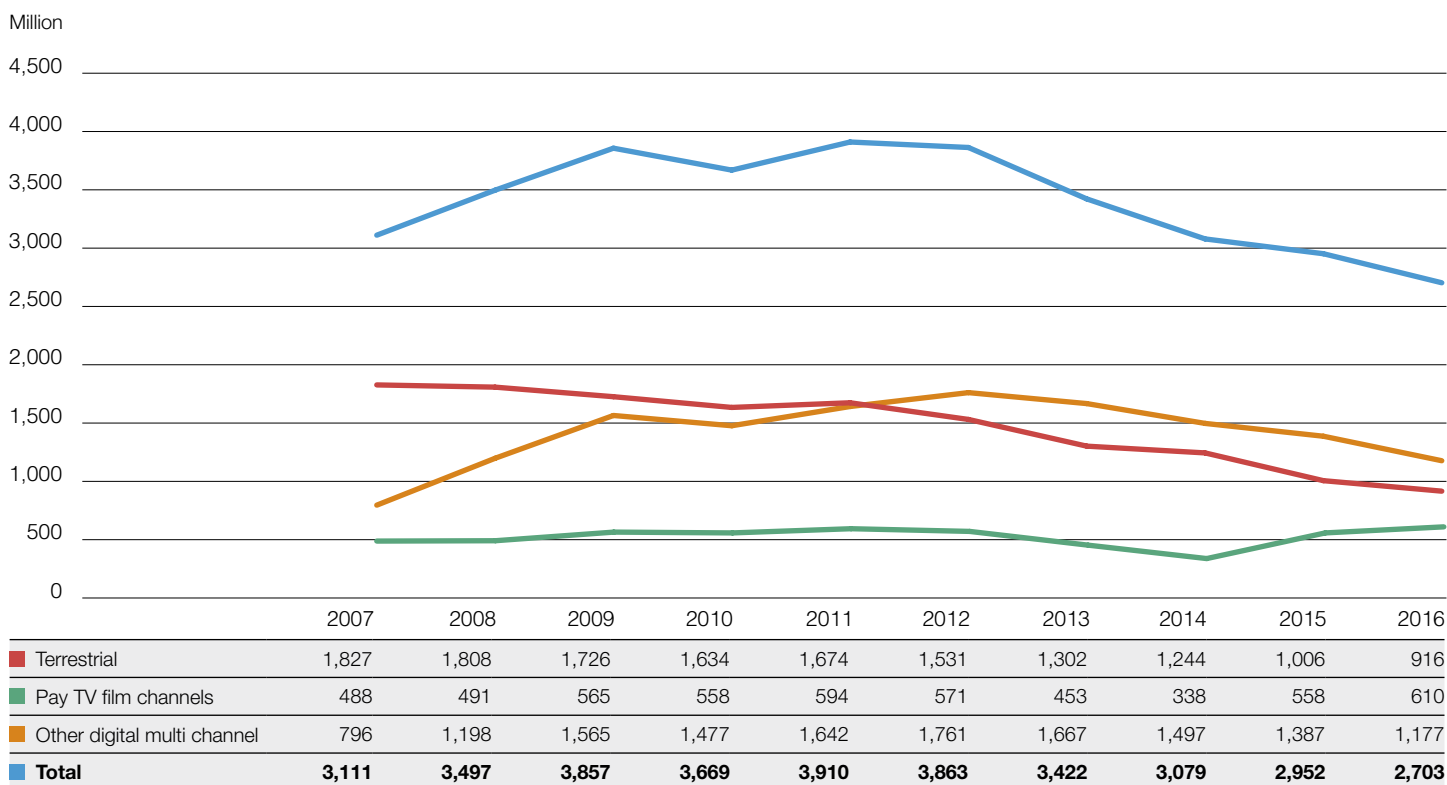
¹ Total audience figure for all transmissions across all subscription film channels.

All films were shown on Sky Movies/Sky Cinema.

THE AUDIENCE FOR FILM ON ALL TELEVISION CHANNELS, 2006-2015

In 2016, there were just under 2,700 million viewings of film on television in the UK (Figure 5), compared with cinema admissions of 168.3 million. This is the lowest figure for television film audiences in the 10-year period 2007-2016; it represents approximately 41 film viewings per person per year. Audience numbers decreased for terrestrial and multi-channel television platforms, but increased for pay TV. Multi-channel film viewings were the lowest since 2007; however, they were greater than those on terrestrial channels for the fifth consecutive year. Pay TV channels dedicated to film had the smallest overall audience with 610 million viewers.

Figure 5 Total audience for feature film on television (except pay-per-view), 2007-2016

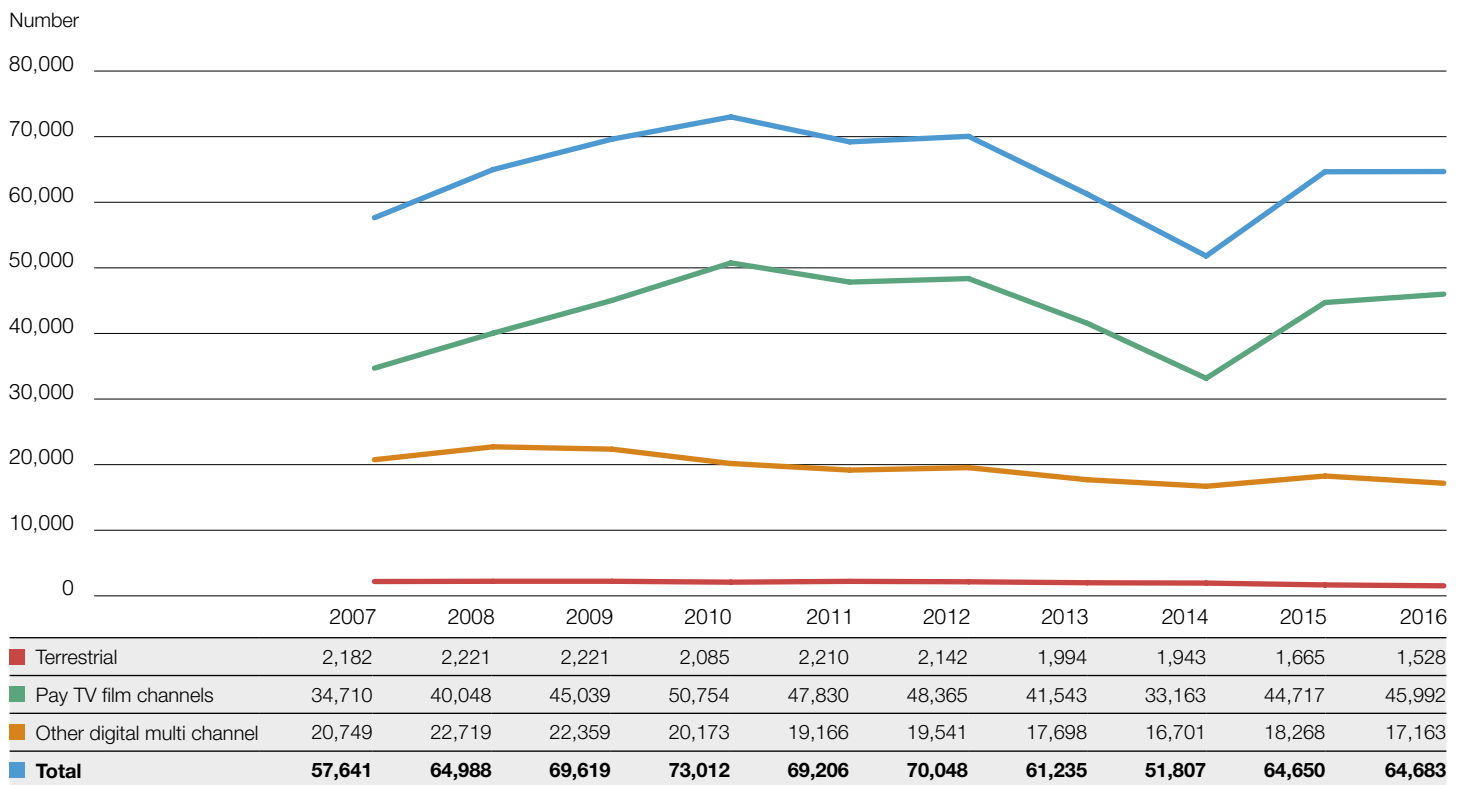


Source: BFI RSU, Attentional, BARB

Figure 6 shows the total number of film transmissions on television since 2007. The overall number of screenings increased very slightly from 64,650 transmissions in 2015 to 64,683 in 2016.

In terms of unique film titles, there were 1,362 films broadcast on terrestrial TV channels, 1,556 titles on pay TV film channels and 3,636 titles on other multi-channels. Overall, 6,544 individual film titles were shown across all television channels in 2016.

Figure 6 Total number of film transmissions on all television channels (except pay-per-view), 2007-2016



Source: BFI RSU, Attentional, BARB

THE VALUE OF FEATURE FILM TO BROADCASTERS

Based on a model developed by Attentional, the BFI Research and Statistics Unit has estimated the value of feature film to UK broadcasters to have been approximately £1.6 billion in 2016, the same as in 2015. This figure is derived from the annual revenue per channel – ie net advertising revenue for the commercial channels, subscription revenues for the pay TV channels and the proportion of licence fee applied to programming on the BBC channels – multiplied by the percentage of broadcast hours for feature film.



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