

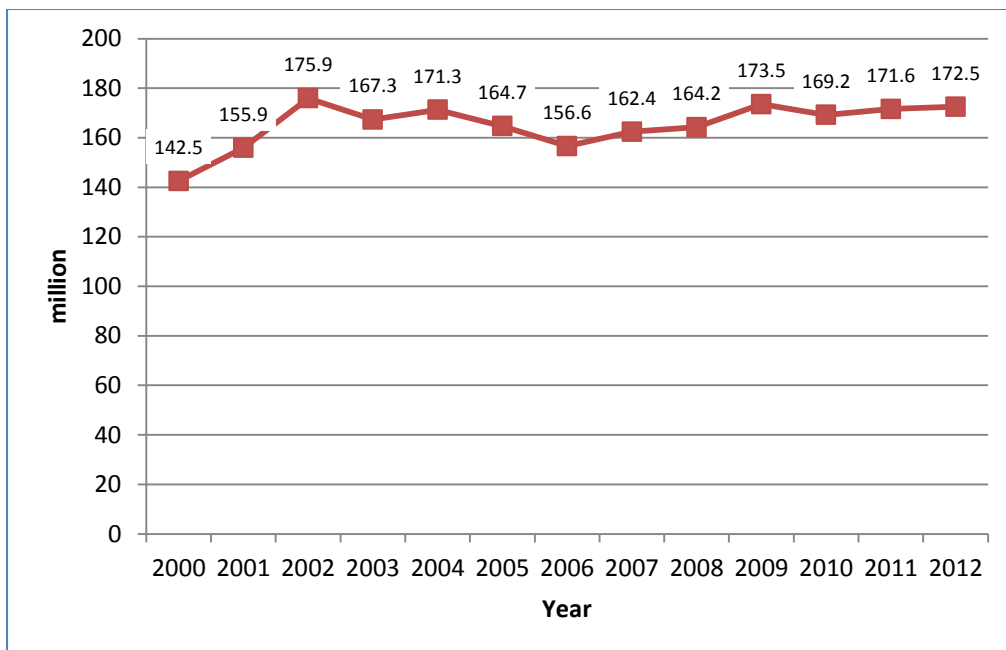
The UK box office in 2012

BFI Research and Statistics Unit

31 January 2013

UK cinema admissions in 2012 were 172.5 million, the second highest total of the last ten years (Figure 1). The gross value of those ticket sales was £1,099 million, up 6% on 2011.

Figure 1 Annual UK admissions 2000-2012



Source: CAA, Rentrak

The pattern of monthly cinema admissions is outlined in Table 1. Ticket sales in January and February were lower than the equivalent period in 2011 (when *The King's Speech* was the top-performing title) despite strong performances from awards contenders *The Iron Lady*, *War Horse*, *The Artist* and *The Descendants*. Two UK titles, *The Woman in Black* and *Best Exotic Marigold Hotel* contributed to February's admissions figures and the arrival of *The Hunger Games* helped to raise March admissions to almost 6% higher than 2011. The first significant increase in admissions came in April, when *Marvel Avengers Assemble* opened and contributed to a 35% rise in ticket sales on April 2011. June marked the beginning of a series of summer events which at first glance appear to have had an adverse effect on cinema admissions. Ticket sales between the Queen's Diamond Jubilee

celebrations and European football championships in June through to the London Olympic and Paralympic Games were lower than the equivalent period in 2011. However, some of the weekend box office figures during that period were among the highest of the year. For example, the weekend of the Diamond Jubilee celebrations was the ninth biggest at the UK box office in the twelve months to that date, up 24% on the equivalent weekend in 2011. Similarly, the second weekend of the Olympic Games (including “Super Saturday”) produced the sixth highest weekend of the year as *Ted* opened with a gross of over £9 million and *The Dark Knight Rises* continued to perform strongly on its third week of release. September could not match the equivalent month in 2011 when *The Inbetweeners Movie* had performed so strongly but the arrival of *Taken 2*, *Madagascar 3*, the final episode of the *Twilight* saga and, most significantly, *Skyfall* led to substantial increases in ticket sales during October and November.

Table 1 Monthly cinema admissions 2011-2012

	2011 (million)	2012 (million)	% change on 2011
January	15.21	13.55	-10.9
February	17.25	15.31	-11.2
March	11.07	11.70	+5.8
April	11.16	15.05	+34.9
May	13.33	13.44	+0.9
June	12.68	12.38	-2.4
July	17.81	15.52	-12.9
August	21.41	17.22	-19.6
September	11.49	9.44	-17.8
October	13.58	16.83	+24.0
November	12.94	17.64	+36.4
December	13.63	14.40	+5.7
Total	171.56	172.50	+0.5

Source: CAA, Rentrak

Skyfall, the 23rd instalment of the James Bond series, became the highest grossing film in UK box office history (not adjusting for inflation) with earnings over £102 million. Three other titles crossed the £50 million mark – *The Dark Knight Rises*, *Marvel Avengers Assemble* and *The Hobbit: An Unexpected Journey* (Table 2).

Table 2 Top 20 films released in the UK and Republic of Ireland, 2012

	Title	Country of origin	Box office Gross (£m)	Distributor
1	Skyfall*	UK/USA	102.26	Sony Pictures
2	The Dark Knight Rises	UK/USA	56.26	Warner Bros
3	Marvel Avengers Assemble	USA	51.87	Walt Disney
4	The Hobbit: An Unexpected Journey*	NZ/USA	50.00	Warner Bros
5	The Twilight Saga: Breaking Dawn – Part 2*	USA/Can	35.67	eOne Films
6	Ted	USA	30.42	Universal Pictures
7	Ice Age: Continental Drift	USA	30.26	20 th Century Fox
8	The Amazing Spider-Man	USA	25.94	Sony Pictures
9	Prometheus	UK/USA	24.75	20 th Century Fox
10	Life of Pi*	USA	24.15	20 th Century Fox
11	The Hunger Games	USA	24.05	Lions Gate
12	Taken 2	Fra	23.52	20th Century Fox
13	Madagascar 3: Europe’s Most Wanted*	USA	22.48	Paramount
14	Men In Black 3	USA	22.24	Sony Pictures
15	Brave*	USA	22.16	Walt Disney
16	The Woman in Black	UK/USA	21.33	Momentum
17	The Best Exotic Marigold Hotel	UK/USA	20.43	20 th Century Fox
18	War Horse	UK/USA	18.63	Walt Disney
19	American Pie: Reunion	USA	17.00	Universal Pictures
20	The Muppets	USA	16.82	Walt Disney

Source: Rentrak

Box office gross = cumulative gross up to 20 January 2013.

Films with an asterisk (*) were still being exhibited on 20 January 2013.

UK and Republic of Ireland are a single “territory” for film distribution purposes.

The Woman in Black earned £21 million to become the fifth highest-grossing UK independent film since box office records began, behind *The King’s Speech*, *The Inbetweeners Movie*, *Slumdog Millionaire* and *Four Weddings and a Funeral*. *The Best Exotic Marigold Hotel* also crossed the £20 million mark (Table 2) while both *The Iron Lady* and *Nativity 2: Danger in the Manger!* earned more than £9 million at the UK box office.

Table 3 Top 20 independent UK films released in the UK and Republic of Ireland, 2012

	Title	Country of origin	Box office Gross (£m)	Distributor
1	The Woman in Black	UK/USA	21.33	Momentum
2	The Best Exotic Marigold Hotel	UK/USA	20.43	20 th Century Fox
3	The Iron Lady	UK	9.90	20 th Century Fox
4	Nativity 2: Danger in the Manger!*	UK	9.12	eOne Films
5	Salmon Fishing in the Yemen	UK	6.23	Lions Gate
6	The Sweeney	UK	4.49	eOne Films
7	Dredd	UK/SA/USA	4.36	Entertainment
8	Seven Psychopaths*	UK	3.12	Momentum
9	StreetDance 2	UK/Ger/Ita	3.10	Vertigo Films
10	Keith Lemon: The Film	UK	2.91	Lions Gate
11	Shame	UK	2.04	Momentum
12	Great Expectations*	UK	2.02	Lions Gate
13	The Angels' Share	UK/Fra/Bel/Ita	1.93	eOne Films
14	Gambit	UK	1.27	Momentum
15	The Imposter	UK	1.13	Picturehouse/ Revolver
16	The Wedding Video	UK	1.08	Entertainment
17	Housefull 2	UK/Ind	0.99	Eros International
18	Marley	UK/Jam/USA	0.99	Universal
19	Coriolanus	UK	0.90	Lions Gate
20	Shadow Dancer	UK/Ire/Fra	0.80	Paramount

Source: Rentrak, BFI RSU analysis

Box office gross = cumulative gross up to 20 January 2013.

Films with an asterisk (*) were still being exhibited on 20 January 2013.

UK and Republic of Ireland are a single "territory" for film distribution purposes.

The market share of US studio-backed UK films (films wholly or part-financed by US studios but featuring UK cast, crew, locations, facilities, post-production and often UK source material) was 22.9%, the same level as 2011 (Table 4). Independent UK films shared 9% of the market, which is the second highest figure of the last decade.

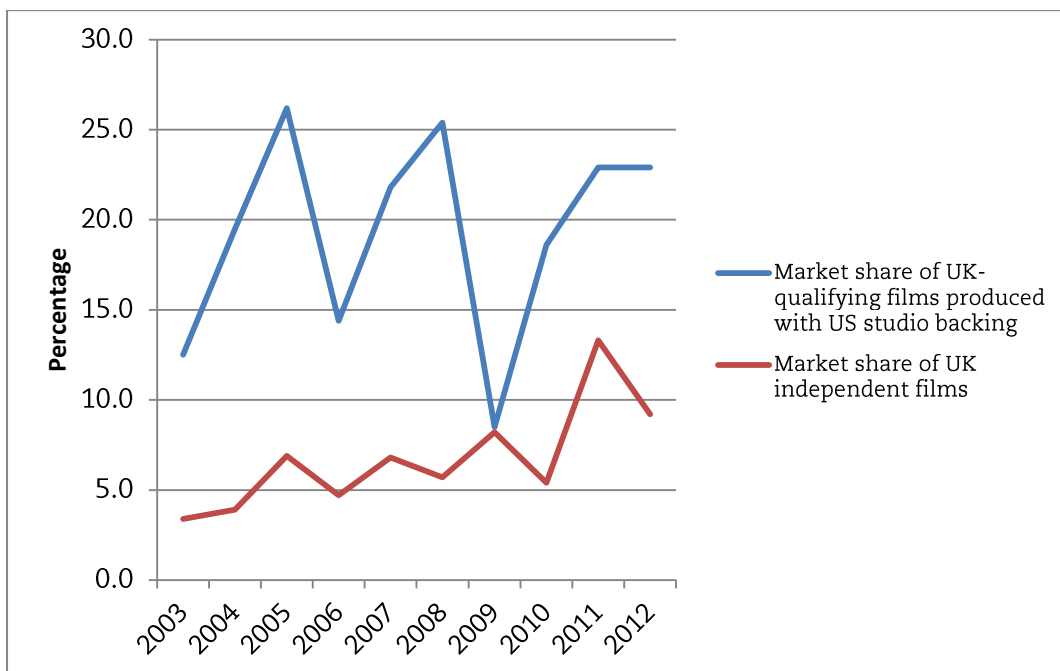
Table 4 Theatrical market share of UK films by studio and independent titles, 2003-2012

Year	Market share of UK qualifying films produced with US studio backing (%)	Market share of UK independent films (%)
2003	12.5	3.4
2004	19.5	3.9
2005	26.2	6.9
2006	14.4	4.7
2007	21.8	6.8
2008	25.4	5.7
2009	8.5	8.2
2010	18.6	5.4
2011	22.9	13.3
2012	22.9	9.2

Source: BFI
2012 market share calculation based on grosses up to and including 20 January 2013

The fluctuating pattern of UK market share is underlined in Figure 2 with the annual figure dependent on a small number of high-grossing titles. The average UK independent market share for the ten-year period was 7% with a visible upward trend from the low of 3.4% in 2003.

Figure 2 UK films' share of the UK theatrical market 2003-2012



Source: BFI

A total of 43 3D films were released in 2012, down from 47 in 2011. The total gross from 3D screenings was £210.9 million - an 18% market share, down from 20% in 2011 and 24% in 2010. The top 3D release in 2012 was *Marvel Avengers Assemble* which earned 58% of its total gross in 3D (Table 5). *Life of Pi* has earned 79% of its total gross to date from 3D screenings.

Table 5 Top 10 3D releases, 2012

	Title	3D gross (£m)	Total gross (£m)	3D as % of gross	Number of 3D sites	Distributor
1	Marvel Avengers Assemble	30.24	51.86	58	438	Walt Disney
2	The Hobbit: An Unexpected Journey*	23.40	50.00	47	479	Warner Bros
3	Life of Pi*	19.00	24.11	79	422	20 th Century Fox
4	Prometheus	15.36	24.72	62	434	20 th Century Fox
5	The Amazing Spider-Man	14.03	25.84	54	454	Sony Pictures
6	Ice Age: Continental Drift	11.73	30.19	39	409	20 th Century Fox
7	Men In Black 3	11.45	22.01	52	434	Sony Pictures
8	Titanic 3D	10.02	11.04	91	393	20 th Century Fox
9	Madagascar 3: Europe's Most Wanted*	7.66	22.48	34	429	Paramount
10	Brave*	7.34	22.16	33	424	Walt Disney

Source: Rentrak

Box office gross = cumulative gross to 20 January 2013.

Films with an asterisk (*) were still being exhibited on 20 January 2013.

Note: the 3D figures do not include IMAX screenings, although IMAX revenues contribute to the total gross.

Notes

1. Admissions data supplied by the Cinema Advertising Association/Rentrak.
2. The value of the UK box office in 2012 (£1,099 million) refers to the gross value of UK ticket sales in the calendar year. Subsequent analysis of individual titles and market shares includes box office gross in the UK and Republic of Ireland up to and including 20 January 2013.
3. Gross box office data supplied by Rentrak.
4. 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.

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