

The UK box office, first half year (H1) 2016

BFI Research and Statistics Unit

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1. Key points

- UK cinema admissions in the first six months of 2016 were 79 million, almost 5% lower than in 2015.
- The highest grossing film released in the first half of 2016 was *The Jungle Book*.
- *Eddie the Eagle* was the highest earning UK independent release of H1 2016.
- The market share of independent UK films reached 9% in the first half of the year.

2. Admissions

Over 79 million cinema tickets were sold in the UK in the first six months of 2016, down almost 5% on the same period in 2015 (Table 1). Admissions in January were 9% down on January 2015. The top films of January 2016 were December 2015 releases *Star Wars: The Force Awakens* and *Daddy's Home* plus January releases *The Revenant* and *The Hateful Eight*. February admissions were slightly higher than 2015, with the most popular films including *Deadpool*, *Alvin and the Chipmunks: The Road Chip* and *Dad's Army*. March admissions were up 16% on the same period in 2015 due in most part to the release of *Batman vs Superman: Dawn of Justice*, *Zootropolis*, *Kung Fu Panda 3* and *London Has Fallen*. The Easter weekend at the end of March was also a factor. April was down 13% on 2015, when the latest instalments of the *Avengers* and *Fast & Furious* series were major box office successes. May was only slightly down on 2015 but June's admissions fell by almost a fifth. Euro 2016 may have been a factor, as well as the strength of the previous year when *Jurassic World* earned £50 million in a single month.

Table 1 Monthly cinema admissions in the UK, H1 2015-2016

	2015 (million)	2016 (million)	% change on 2015
January	15.39	14.03	-8.8
February	15.16	15.35	+1.3
March	11.54	13.39	+16.0
April	15.13	13.13	-13.2
May	12.67	12.50	-1.3
June	13.25	10.71	-19.2
H1 total	83.14	79.11	-4.8

Source: CAA, comScore

3. Box Office

In the first six months of 2016, 402 films were released in the UK and Republic of Ireland, with total box office takings of £551 million, up to 17 July. The highest grossing release of the half was *The Jungle Book*, which had earned almost £46 million to 17 July. In second place was *Deadpool* (£38 million), followed by *Captain America: Civil War*, with box office takings of £37 million. The fourth film in the list is *Batman v Superman Dawn of Justice* had taken over £36 million (Table 2). *Star Wars: The Force Awakens* earned £36 million in the first quarter of 2016 but does not appear in this table because it is a December 2015 release.

Table 2 Top 20 films released in the UK and Republic of Ireland, January-June 2016

	Title	Country of origin	Box office gross (£m)	Distributor
1	<i>The Jungle Book</i> *	UK/USA	45.9	Walt Disney
2	<i>Deadpool</i>	USA	37.9	20th Century Fox
3	<i>Captain America: Civil War</i>	USA	36.9	Walt Disney
4	<i>Batman v Superman Dawn of Justice</i> *	USA	36.6	Warner Bros
5	<i>The Secret Life of Pets</i> *	USA	25.7	Universal
6	<i>Zootropolis</i> *	USA	23.8	Walt Disney
7	<i>The Revenant</i>	USA/HK/Tai	23.2	20th Century Fox
8	<i>X-Men: Apocalypse</i> *	USA	18.3	20th Century Fox
9	<i>Alvin and the Chipmunks: The Road Chip</i>	USA	16.8	20th Century Fox
10	<i>Kung Fu Panda 3</i> *	USA/Chi	14.1	20th Century Fox
11	<i>Independence Day: Resurgence</i> *	USA	11.7	20th Century Fox
12	<i>London Has Fallen</i>	UK/USA	11.0	Lionsgate
13	<i>Conjuring 2: The Enfield Case</i> *	UK/USA	10.7	Warner Bros
14	<i>Angry Birds</i> *	USA/Fin	10.1	Sony Pictures
15	<i>Alice Through the Looking Glass</i> *	UK/USA	9.6	Walt Disney
16	<i>Me Before You</i> *	UK/USA	9.5	Warner Bros
17	<i>Goosebumps</i> *	USA/Aus	9.0	Sony Pictures
18	<i>Eddie the Eagle</i>	UK/Ger/USA	8.7	Lionsgate
19	<i>Dad's Army</i>	UK/USA	8.5	Universal
20	<i>The Danish Girl</i>	UK/Ger/Den/Bel	7.4	Universal

Source: comScore

Box office gross = cumulative gross up to 17 July 2016.

Films with an asterisk (*) were still being exhibited on 17 July 2016.

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

Table 3 shows the top UK independent films of the first six months of 2016. The highest grossing UK independent release was *Eddie the Eagle* which grossed over £8.6 million. *Dad's Army* was at number two in the list with box office earnings of £8.5 million.

Table 3 Top 10 independent UK films released in the UK and Republic of Ireland, January-June 2016

	Title	Country of origin	Box office Gross (£m)	Distributor
1	Eddie the Eagle	UK/Ger/USA	8.66	Lionsgate
2	Dad's Army	UK/USA	8.50	Universal
3	The Danish Girl	UK/Ger/Den/Bel	7.41	Universal
4	Grimsby	UK/USA	5.27	Sony Pictures
5	Eye in the Sky	UK/SA	5.06	eOne Films
6	Florence Foster Jenkins	UK/Fra	3.16	Pathé
7	Bastille Day	UK/Fra/USA	2.00	StudioCanal
8	High-Rise	UK/Bel	1.97	StudioCanal
9	Sing Street*	Ire/UK	1.29	Lionsgate
10	Our Kind of Traitor*	UK/Fra/Lux	1.22	StudioCanal

Source: comScore, BFI RSU analysis

Box office gross = cumulative gross up to 17 July 2016.

Films with an asterisk (*) were still being exhibited on 17 July 2016.

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

4. Market Share

The market share of UK films in the first half of 2016 was 26% (Table 3). Of this, the share of UK independent films was 9% and studio-backed films (wholly or part-financed by US studios but featuring UK cast, crew, locations, facilities, post-production and often UK source material) accounted for 17%.

Table 3 Theatrical market share of UK film by studio and independent titles, 2007-2016 H1

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 H1
Market share of UK films produced with US studio backing (%)	21.8	25.4	8.5	18.6	22.6	22.8	15.5	10.7	34.2	16.7
Market share of UK independent films (%)	6.8	5.7	8.2	5.4	13.1	9.3	6.6	16.1	10.5	9.4
Total UK film market share (%)	28.6	31.1	16.7	24.0	35.7	32.1	22.2	26.8	44.7	26.1

Source: BFI

Notes

1. Data

Admissions data supplied by the Cinema Advertising Association/comScore. Gross box office data supplied by comScore.

Analysis of individual titles and market shares includes box office gross in the UK and Republic of Ireland up to and including 17 July 2016 for films released in the calendar year between 1 January and 30 June 2016.

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.

An **independent film** is produced without creative 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.

3. Feedback

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4. Pre-release Access

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