

The UK box office, first half year (H1) 2018

BFI Research and Statistics Unit

Revised release date: 30 July 2018

Original release: 26 July 2018

See point 1 in Notes.

1. Key points

- UK cinema admissions in the first six months of 2018 were 85.5 million, over 1.5% higher than the same period in 2017.
- Box office in H1 2018 was £582 million (from 346 films), down from £649 million in H1 2017 (from 421 films).
- Total box office in H1 2018 for UK film was £305 million and for UK independent film was £87 million, both up on H1 2017.
- The market share of UK independent films was 15% in the first half of the year 2018. This is the highest market share since BFI started reporting H1 box office performance in 2009.
- The highest grossing film released in H1 2018 was *Avengers: Infinity War* with almost £71 million, representing 12% of the box office.
- *Darkest Hour* was the highest earning UK independent release in H1 2018 with a gross of just over £24 million.

Table 1 Admissions and box office in H1 2017 and H1 2018

	2017	2018
Total admissions (million)	84.2	85.5
Total box office (£m)	649.5	582.3
Box office for UK Film (£m)	250.2	305.2
<i>% of total box office</i>	38.5	52.4
Box office for UK independent film (£m)	51.8	87.2
<i>% of total box office</i>	8.0	15.0
Total films released	421	346

2. Admissions

Almost 85.5 million cinema tickets were sold in the UK in the first half of 2018, up 1.5% on the same period in 2017 (Table 1). Admissions in January were up 8% on the same month in 2017 with over 16 million ticket sales, due to the on-going success of the Christmas and New Year releases of *Star Wars: The Last Jedi*, *The Greatest Showman* and *Jumanji: Welcome to the Jungle*.

Admissions in February to April were down on the same months in the previous year. Even though during this period there was the on-going success of *The Greatest Showman* and the release of *Black Panther* and *Peter Rabbit*, admissions were less than in the same period in 2017, which were driven by *The LEGO Batman Movie*, *Beauty and the Beast* and *Fast and Furious 8*.

May saw admissions increase by 21% on the same month in 2017, due to the releases of *Avengers: Infinity War*, *Deadpool 2* and *Solo: A Stars Story*. June saw the lowest admissions of the year coinciding with the start of the heatwave and the FIFA World Cup, however admissions were nearly 9% higher than in June 2017. The sequel *Jurassic World: Fallen Kingdom* and the all-female lead cast *Ocean's 8* were released in this month.

Table 2 Monthly cinema admissions in the UK, H1 2016 to H1 2018

	2016 (million)	2017 (million)	2018 (million)	% change on 2017
January	14.03	14.99	16.20	8.0
February	15.35	16.48	16.10	-2.3
March	13.39	16.15	13.53	-16.2
April	13.13	15.64	15.50	-0.9
May	12.50	11.34	13.72	21.0
June	10.71	9.58	10.41	8.6
H1 total	79.11	84.20	85.47	1.5

Source: CAA, comScore

3. Box Office for UK and Republic of Ireland

The half year box office for the UK and Republic of Ireland has varied since H1 2014, whereas half year box office for UK film and UK independent film has had an upward trend (Table 3). Total box office takings for the first half of 2018 was £582 million (up to 22 July), with UK film accounting for £305 million and UK independent film accounting for £87 million.

A total of 346 films were released in the UK and Republic of Ireland in H1 2018, the second lowest of the half year 2014- 2018. The number of films released has stayed around 370 since H1 2014.

Table 3 Total half year box office for UK and Republic of Ireland and number of films released, H1 2014-H1 2018

	2014	2015	2016	2017	2018
Total box office (£m)	490.1	591.5	551.7	649.5	582.3
Box office for UK Film (£m)	93.6	189.3	144.0	250.1	305.2
Box office for UK independent film (£m)	30.9	50.9	51.9	52.0	87.2
Number of films	342	358	407	421	346

Source: comScore, BFI RSU analysis

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 2018 was 52.4%, the highest of any half year since BFI records began in 2009 (Table 4). Of this, the share of UK independent films was 15% and UK 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 37.4%. The market share of UK independent films is also a record total and is driven by the top two UK independent films, which totalling £39 million accounted for 45% of the total share of half year box office for UK independent film.

Table 4 Theatrical market share of UK film by studio and independent titles, H1 2009-H1 2018

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market share of UK films produced with US studio backing (%)	n/a	20.2	22.7	18.6	16.7	12.7	23.4	16.7	30.5	37.4
Market share of UK independent films (%)	n/a	6.2	13.5	14.3	4.5	6.3	8.6	9.4	8.0	15.0
Total UK film market share (%)	11.5	26.4	36.2	32.9	21.2	19.1	32.0	26.1	38.5	52.4

Source: comScore, BFI RSU analysis

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

5. Top films released in the UK and Republic of Ireland

The highest grossing release of the half year was the Marvel blockbuster *Avengers: Infinity War*, which earned almost £71 million, equivalent to 12% of total box office for the period (Table 5). This was followed by the earlier Marvel release, *Black Panther* (£51 million) and the Beatrix Potter based *Peter Rabbit* (£41 million).

The top titles list mainly comprises films from the USA and UK/USA collaborations (including *Peter Rabbit*), but there are three UK independent films in the list: BAFTA and Academy Award® winners *Darkest Hour* and *Three Billboards in Ebbing, Missouri* and the animation *Early Man*. In a list usually dominated by action, comedy and drama films, the horror film, *A Quiet Place*, is 12th.

Table 5 Top 20 films released in the UK and Republic of Ireland, H1 2018

	Title	Country of origin	Box office gross (£m)	Distributor
1	Avengers: Infinity War*	UK/USA	70.8	Walt Disney
2	Black Panther	USA	50.6	Walt Disney
3	Peter Rabbit*	UK/USA/Aus	41.0	Sony Pictures
4	Jurassic World: Fallen Kingdom*	UK/USA	39.7	Universal
5	Deadpool 2*	USA	32.6	20th Century Fox
6	Darkest Hour	UK	24.1	Universal
7	Solo: A Star Wars Story*	UK/USA	19.4	Walt Disney
8	Coco*	USA	18.8	Walt Disney
9	Fifty Shades Freed	USA	17.8	Universal
10	Ready Player One	UK/USA	16.1	Warner Bros
11	Three Billboards Outside Ebbing, Missouri	UK/USA	15.2	20th Century Fox
12	A Quiet Place*	USA	12.1	Paramount
13	Early Man*	UK/Fra	11.2	StudioCanal
14	Ocean's 8*	USA	10.5	Warner Bros
15	The Post	USA	9.5	eOne Films
16	Rampage	USA	9.0	Warner Bros
17	Sherlock Gnomes*	UK/USA	8.8	Paramount
18	Tomb Raider	UK/USA	7.7	Warner Bros
19	The Shape of Water	USA	7.7	20th Century Fox
20	Maze Runner: The Death Cure	USA	6.8	20th Century Fox

Source: comScore

* Films still on release on 22 July 2018

Box office gross = cumulative gross up to 22 July 2018.

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

The highest grossing UK film was *Avengers: Infinity War*, followed by *Peter Rabbit*, *Jurassic World: Fallen Kingdom* and *Darkest Hour* (Table 6). With UK films performing well in the last six months, this list is very similar to the top films list in Table 5. After *Darkest Hour*, the other top UK independent film, *Three Billboards Outside Ebbing, Missouri*, placed 7th. UK/USA collaborations dominate the list accounting for 15 of the 20 films

Table 6 Top 20 UK films released in the UK and Republic of Ireland, H1 2018

	Title	Country of origin	Box office Gross (£m)	Distributor
1	<i>Avengers: Infinity War</i> *	UK/USA	70.8	Walt Disney
2	<i>Peter Rabbit</i> *	UK/USA/Aus	41.0	Sony Pictures
3	<i>Jurassic World: Fallen Kingdom</i> *	UK/USA	39.7	Universal
4	<i>Darkest Hour</i>	UK	24.1	Universal
5	<i>Solo: A Star Wars Story</i> *	UK/USA	19.4	Walt Disney
6	<i>Ready Player One</i>	UK/USA	16.1	Warner Bros
7	<i>Three Billboards Outside Ebbing, Missouri</i>	UK/USA	15.2	20th Century Fox
8	<i>Early Man</i> *	UK/Fra	11.2	StudioCanal
9	<i>Sherlock Gnomes</i> *	UK/USA	8.8	Paramount
10	<i>Tomb Raider</i>	UK/USA	7.7	Warner Bros
11	<i>Red Sparrow</i>	UK/USA	6.4	20th Century Fox
12	<i>Isle of Dogs</i>	UK/USA	6.0	20th Century Fox
13	<i>The Guernsey Literary and Potato Peel Pie Society</i> *	UK/USA	5.9	StudioCanal
14	<i>Finding Your Feet</i>	UK	5.8	eOne Films
15	<i>Pacific Rim: Uprising</i>	UK/USA	4.4	Universal
16	<i>The Commuter</i>	UK/USA	4.0	StudioCanal
17	<i>All The Money in the World</i>	UK/USA	3.3	Sony Pictures
18	<i>Phantom Thread</i>	UK/USA	2.8	Universal
19	<i>Ghost Stories</i>	UK	1.6	Lionsgate
20	<i>Patrick</i> *	UK	1.0	Walt Disney

Source: comScore, BFI RSU analysis

* Films still on release on 22 July 2018

Box office gross = cumulative gross up to 22 July 2018.

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Table 7 shows the top 20 UK independent films in the first half of 2018. *Darkest Hour* with £24 million was the highest grossing independent UK films at the UK box office, followed by *Three Billboards Outside Ebbing, Missouri* with £15 million. Two stop-motion animations take third and fourth place: *Early Man* (£11 million) and *Isle of Dogs* (£6 million). The table also includes BAFTA and Academy Award® nominee *Phantom Thread* (£3 million) and the Cannes Palme d’Or selected *You Were Never Really Here* (£1 million)

Table 7 Top 20 independent UK films released in the UK and Republic of Ireland, H1 2018

	Title	Country of origin	Box office Gross (£m)	Distributor
1	Darkest Hour	UK	24.1	Universal
2	Three Billboards Outside Ebbing, Missouri	UK/USA	15.2	20th Century Fox
3	Early Man*	UK/Fra	11.2	StudioCanal
4	Isle of Dogs	UK/USA	6.0	20th Century Fox
5	The Guernsey Literary and Potato Peel Pie Society*	UK/USA	5.9	StudioCanal
6	Finding Your Feet	UK	5.8	eOne Films
7	The Commuter	UK/USA	4.0	StudioCanal
8	Phantom Thread	UK/USA	2.8	Universal
9	Ghost Stories	UK	1.6	Lionsgate
10	Patrick*	UK	1.0	Walt Disney
11	You Were Never Really Here	UK/USA	1.0	StudioCanal
12	On Chesil Beach*	UK/USA	1.0	Lionsgate
13	The Mercy	UK/Fra	0.9	StudioCanal
14	Mary Magdalene	UK/Aus	0.8	Universal
15	McQueen*	UK	0.6	Lionsgate
16	Funny Cow	UK	0.5	eOne Films
17	Journey's End	UK	0.5	Lionsgate
18	Edie*	UK	0.5	Arrow Films
19	Lean on Pete*	UK	0.4	Curzon
20	Beast	UK	0.4	Altitude

Source: comScore, BFI RSU analysis

* Films still on release on 22 July 2018

Box office gross = cumulative gross up to 22 July 2018.

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

Notes

1. Revision

This release has been revised due to errors in the text and to include new box office data to provide more context and clarity to the statistics.

2. Data

Admissions data supplied by the Cinema Advertising Association. 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 22 July 2018 for films released in the calendar year was carried by the BFI Research and Statistics Unit.

3. 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.

4. Feedback

We welcome feedback from users of our statistics releases to help us improve what we do. If you have any feedback on these statistics, or if you wish to make a complaint, in the first instance please contact us using the named contact details shown below.

Statistical contact details

This release was revised by Alex Tosta, Research and Statistics Unit, BFI, alex.tosta@bfi.org.uk, tel: +44 (0)20 7957 4815.

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