

The UK box office: April 2014 – March 2015

BFI Research and Statistics Unit

Key points

- UK cinema admissions in January-March 2015 (Q1) were over 42 million, 6% higher than the same period in 2014.
- This figure has only been exceeded in this first quarter since 1971 on four occasions - 1972, 2002, 2010 and 2011
- The highest grossing film released in Q1 2015 was *Fifty Shades of Grey*, taking £35 million at the box office. The top UK film was *The Theory of Everything*, which took £21 million,
- The top UK independent film was *Shaun The Sheep Movie*, which took £13 million at the box office, one of two children's animation films in the top three (the other was *Peppa Pig: The Golden Boots* which took £2 million)
- The market share of UK films in Q1 was 40%, and the market share for UK Independent films was 9%.

1. Admissions in April 2014 - March 2015

Over 42 million cinema tickets were sold in the UK in the first three months of 2015, up 5.6% on the same period in 2014 (Table 1). This figure has only been exceeded in this first quarter since 1971 on four occasions - 1972, 2002, 2010 and 2011 (Table 2). Admissions were higher in each of the months of January, February and March than for the equivalent months in 2014.

Admissions were highest over the quarter in January (15.4 million). This was due to the continued popularity of films released in autumn 2014 such as *Paddington* and *The Hobbit: The Battle of the Five Armies*, as well as new releases such as *The Theory of Everything*, *Kingsman: The Secret Service*, and *Taken 3*. February admissions were lower than January, but dominated by *Fifty Shades of Grey*. This took £13.5 million on its opening weekend and became the highest grossing 18-rated film of all time at the UK Box Office, after 10 days of release. Films driving admissions in March were *Home*, *The Second Best Exotic Marigold Hotel*, and *Cinderella*.

For the year April-March 2014/15, admissions were 2.3% down on 2013/14, mainly a reflection of the lower admissions in May-September 2014 compared with 2013.

Table 1 Monthly cinema admissions in the UK, April 2014-March 2015

	2013/14 (million)	2014/15 (million)	% change on 2014/15
April	11.89	12.68	6.6
May	15.61	12.60	-19.3
June	13.03	10.40	-20.2
July	14.32	13.28	-7.3
August	17.64	17.07	-3.2
September	9.89	8.52	-13.9
October	11.87	13.27	11.8
November	13.67	12.69	-7.2
December	15.71	17.12	9.0
January	15.19	15.39	1.3
February	14.33	15.16	5.8
March	10.36	11.54	11.4
Q1 total (Jan-Mar 2015)	39.88	42.09	5.6
Annual total (Apr 2014 – Mar 2015)	163.49	159.71	-2.3

Source: CAA

Table 2 Years since 1971 when Q1 admissions exceeded 42 million

Year	Admissions	Top films in Q1
1972	44.1 million	n/a
2002	48.3 million	<i>The Lord Of The Rings: The Fellowship Of The Ring</i> , <i>Monsters, Inc.</i> , <i>Ocean's Eleven</i>
2010	44.0 million	<i>Avatar</i> , <i>Alice In Wonderland</i> , <i>Sherlock Holmes</i>
2011	43.5 million	<i>The King's Speech</i> , <i>Tangled</i> , <i>Black Swan</i>
2015	42.1 million	<i>Fifty Shades of Grey</i> , <i>The Theory of Everything</i> , <i>Big Hero 6</i>

Source: CAA

2. The box office in January-March 2015 (Q1)

In the first three months of 2015, 159 films were released in the UK and Republic of Ireland, with total box office takings of £280.5 million up to 12 April. The highest grossing release of the quarter was *Fifty Shades of Grey*, which earned £35 million to 12 April. This was followed by *The Theory of Everything* (£21 million), and *Big Hero 6*, with box office takings of £20 million. *Cinderella* and *Home* were only released in the last two weeks of the quarter but had already taken more than £18 million and £15 million respectively (Table 3).

Table 3 Top 10 films released in the UK and Republic of Ireland, Q1 2015

	Title	Country of origin	Box office gross (£m)	Distributor
1	<i>Fifty Shades of Grey</i> *	USA	34.9	Universal
2	<i>The Theory of Everything</i> *	UK/USA	21.4	Universal
3	<i>Big Hero 6</i> *	USA	20.0	Walt Disney
4	<i>Home</i> *	USA	18.4	Walt Disney
5	<i>Taken 3</i>	France/USA	17.7	20 th Century Fox
6	<i>Kingsman: The Secret Service</i> *	UK/USA	16.4	20 th Century Fox
7	<i>The Second Best Exotic Marigold Hotel</i> *	UK/USA	15.3	20 th Century Fox
8	<i>Cinderella</i> *	UK/USA	15.2	Walt Disney
9	<i>American Sniper</i> *	USA	13.7	Warner Bros
10	<i>Shaun The Sheep Movie</i> *	UK	13.2	StudioCanal

Source: Rentrak

Box office gross = cumulative gross up to 12 April 2015.

Films with an asterisk (*) were still being exhibited on 12 April 2015

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

3. Top UK films at the box office in January-March 2015 (Q1)

The Theory of Everything, while second of all films released in January-March 2015, was the top UK qualifying film at the Box Office (see Notes for definition of UK film). This was followed by *Kingsman: The Secret Service*, and *The Second Best Exotic Marigold Hotel*. Five UK films took over £10 million in Q1, and these five films were all still on release at the end of the quarter, so their final box office takings will increase further (Table 4).

Table 4 Top 10 UK films released in the UK and Republic of Ireland, Q1, 2015

	Title	Country of origin	Box office gross (£m)	Distributor
1	The Theory of Everything*	UK/USA	21.4	Universal
2	Kingsman: The Secret Service*	UK/USA	16.4	20 th Century Fox
3	The Second Best Exotic Marigold Hotel*	UK/USA	15.3	20 th Century Fox
4	Cinderella*	UK/USA	15.2	Walt Disney
5	Shaun The Sheep Movie*	UK	13.2	StudioCanal
6	Into The Woods*	UK/USA/Canada	9.8	Walt Disney
7	Woman In Black: The Angel of Death	UK/USA/Canada	5.0	eOne Films
8	Jupiter Ascending	UK/USA	4.4	Warner Bros
9	Ex Machina	UK/USA	2.9	Universal
10	Peppa Pig: The Golden Boots	UK	2.3	eOne Films

Source: Rentrak

Box office gross = cumulative gross up to 12 April 2015.

Films with an asterisk (*) were still being exhibited on 12 April 2015

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

4. Top UK independent films at the box office in January-March 2015 (Q1)

Table 5 shows the top UK independent films released in the first three months of 2015. Two of top three films were children's animations. The highest grossing UK independent release was *Shaun the Sheep Movie* which grossed over £13 million. This was followed by *Woman in Black: The Angel of Death* and *Peppa Pig: The Golden Boots* which grossed £5 million and £2.3 million respectively.

Table 5 Top 10 independent UK films released in the UK and Republic of Ireland, Q1 2015

	Title	Country of origin	Box office Gross (£m)	Distributor
1	Shaun The Sheep Movie*	UK	13.2	StudioCanal
2	Woman In Black: The Angel of Death	UK/USA/Canada#	5.0	eOne Films
3	Peppa Pig: The Golden Boots	UK	2.3	eOne Films
4	Testament of Youth	UK	2.0	Lionsgate
5	The Gunman	UK/Spain /France	0.9	StudioCanal
6	Mordecai	UK/USA#	0.8	Lionsgate
7	X+Y	UK	0.4	Koch Media
8	The Duke of Burgundy	UK /Hungary	0.2	Curzon Film World
9	Backstreet Boys: Show'em What You're Made of	UK	0.2	More2Screen
10	Catch Me Daddy	UK	0.1	StudioCanal

Source: Rentrak, BFI RSU analysis

Box office gross = cumulative gross up to 12 April 2015

Films with an asterisk (*) were still being exhibited on 12 April 2015

Woman In Black: The Angel of Death, and *Mordecai* were made with independent (non-studio) US support.

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

5. Market Share of UK films and UK independent films

The market share of UK films in Q1 2015 was 40%, (32% for the year to March 2015). The market share of UK independent films was 9% (16% for the year to March 2015), with a 31% share for UK studio-backed films including *Cinderella*, *Into the Woods* and *Jupiter Ascending* (Table 6).

Table 6 Market share of UK films

	Apr 2014 – Mar 2015 %	Q1 2015 (Jan-Mar) %
All UK films	32	40
UK Independent films	16	9

Source: Rentrak, BFI RSU analysis

Notes

1. Data

Admissions data supplied by the Cinema Advertising Association/Rentrak. Gross box office data supplied by Rentrak. With thanks to Tom Linay at the Cinema Advertising Association for the comparison of Q1 Box Office admissions back to 1971.

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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