

# The UK box office January – March (Q1) 2016

BFI Research and Statistics Unit

28 April 2016

## 1. Key points

- UK cinema admissions in the first three months of 2016 were 43 million, almost 2% higher than in 2015.
- The highest grossing film released in Q1 2016 was *Deadpool*.
- *Dad's Army* was the highest earning UK independent release of Q1 2016.
- The market share of independent UK films reached 9% in the first quarter of the year.

## 2. Admissions

Almost 43 million cinema tickets were sold in the UK in the first three months of 2016, up almost 2% 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.

**Table 1 Monthly cinema admissions in the UK, Q1 2015-2016**

	<b>2015 (million)</b>	<b>2016 (million)</b>	<b>% change on 2015</b>
January	15.39	14.03	-8.8
February	15.16	15.35	+1.3
March	11.54	13.39	+16.0
<b>Q1 total</b>	<b>42.09</b>	<b>42.77</b>	<b>+1.6</b>

Source: CAA, comScore

### 3. Box Office

In the first three months of 2016, 188 films were released in the UK and Republic of Ireland, with total box office takings of £290 million, up to 17 April. The highest grossing release of the quarter was *Deadpool*, which had earned almost £38 million to 17 April. In second place was *Batman v Superman Dawn of Justice* (£35 million), followed by Oscar® winner *The Revenant*, with box office takings of £23 million. The fourth film in the list is *Zootropolis*, which was released on 25 March, but had taken over £20 million by 17 April (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 10 films released in the UK and Republic of Ireland, Q1 2016**

	<b>Title</b>	<b>Country of origin</b>	<b>Box office gross (£m)</b>	<b>Distributor</b>
1	<i>Deadpool</i> *	USA	37.8	20th Century Fox
2	<i>Batman v Superman Dawn of Justice</i> *	USA	35.3	Warner Bros
3	<i>The Revenant</i> *	USA/HK/Tai	23.2	20th Century Fox
4	<i>Zootropolis</i> *	USA	20.7	Walt Disney
5	<i>Alvin and the Chipmunks: The Road Chip</i> *	USA	16.3	20th Century Fox
6	<i>Kung Fu Panda 3</i> *	USA/Chi	13.3	20th Century Fox
7	<i>London Has Fallen</i> *	USA/UK	10.8	Lionsgate
8	<i>Goosebumps</i> *	USA/Aus	8.9	Sony Pictures
9	<i>Dad's Army</i> *	UK	8.4	Universal
10	<i>The Hateful Eight</i>	USA	7.4	Entertainment

Source: comScore

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

Films with an asterisk (\*) were still being exhibited on 17 April 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 three months of 2016. The highest grossing UK independent release was *Dad's Army* which grossed over £8 million. *The Danish Girl* was at number two in the list with a box office earnings over £7 million.

**Table 3 Top 10 independent UK films released in the UK and Republic of Ireland, Q1 2016**

	<b>Title</b>	<b>Country of origin</b>	<b>Box office Gross (£m)</b>	<b>Distributor</b>
1	Dad's Army*	UK	8.44	Universal
2	The Danish Girl*	UK/Ger/Den/Bel	7.38	Universal
3	Grimsby*	UK/USA	5.26	Sony Pictures
4	High-Rise*	UK	1.83	StudioCanal
5	Youth*	UK/Ita/Fra/Switz	0.96	StudioCanal
6	Sing Street Pride and Prejudice	UK/Ire	0.75	Lionsgate
7	and Zombies* The Other Side of the	UK/USA	0.73	Lionsgate
8	Door*	UK/Ger/USA	0.61	20 <sup>th</sup> Century Fox
9	Bolshoi Babylon	UK/Ger/USA	0.07	Altitude
10	Iona	UK/Ger	0.04	Verve Pictures

Source: comScore, BFI RSU analysis

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

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

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

#### **4. Market Share**

The market share of UK independent films in the first quarter of 2016 was 9%.

## 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 April 2016 for films released in the calendar year.

### 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

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.

### 4. Pre-release Access

This release has been prepared according to the Code of Practice for Official Statistics published by the UK Statistics Authority (2009). Pre-release access has been granted to the following:

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