

The UK box office January – March (Q1) 2018

BFI Research and Statistics Unit

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1. Key points

- UK cinema admissions in the first three months of 2017 were 45.8 million, nearly 4% lower than the same period in 2018.
- The highest grossing film released in Q1 2018 was *Black Panther* with over £49 million, representing 19% of the box office.
- *Darkest Hour* was the highest earning UK independent release in Q1 2018 with a gross of just over £24 million.
- The market share of UK independent films was 21% in the first quarter of the year 2018. This is the highest market share since BFI started reporting Q1 box office performance in 2013.

Table 1 Admissions and box office in Q1 2018

Total admissions (million)	45.8
Total box office (£m)	328.0
Box office for UK Film (£m)	147.8
<i>% of total box office</i>	45.1
Box office for independent UK film (£m)	69.6
<i>% of total box office</i>	21.2

2. Admissions

Almost 46 million cinema tickets were sold in the UK in the first three months of 2018, down 4% 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. This was driven by the December release of *Star Wars: The Last Jedi*, *The Greatest Showman* and *Jumanji: Welcome to the Jungle*. Admissions fell very slightly in February, but due to last year's success of *Sing*, *Fifty Shades Darker* and *The LEGO Batman Movie* admissions were over 2% down on the February 2017. Admissions fell further in March to 14 million, down over 16% compared to 2017. This is due in part to the success of *Beauty and the Beast* that was released in March 2017 with no corresponding blockbuster family movie released this year.

Table 2 Monthly cinema admissions in the UK, Q1 2016 to Q1 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
Q1 total	42.77	47.63	45.84	-3.8

Source: CAA, comScore

3. Box Office

A total of 192 films were released in the UK and Republic of Ireland in the first three months of 2018, with total box office takings of £328 million up to 15 April. The highest grossing release of the quarter was the marvel blockbuster *Black Panther*, which had earned just over £49 million. In second place was Beatrix Potter based *Peter Rabbit* with £38 million, followed by BAFTA and Academy Award® winner *Darkest Hour*, with box office takings of over £24 million (Table 2). The top 10 films includes three independent UK films: *Darkest Hour*, *Three Billboards Outside Ebbing, Missouri* (£15 million) and *Early Man* (£11 million), which is the only animation in the list. As with the previous Fifty Shades films, the final instalment of the trilogy, *Fifty Shades Freed* features in the top 10 list. In the first quarter of the year, *The Greatest Showman* earned £40 million, *Jumanji: Welcome to the Jungle* took £20.4 million and *Star Wars: The Last Jedi* earned £14 million, enough to place in the top 10, but they do not appear in this table because they are December 2017 releases.

Table 3 Top 10 films released in the UK and Republic of Ireland, Q1 2018

	Title	Country of origin	Box office gross (£m)	Distributor
1	Black Panther	USA	49.5	Walt Disney
2	Peter Rabbit	UK/USA/Aus	38.1	Sony Pictures
3	Darkest Hour	UK/USA	24.0	Universal
4	Coco	USA	18.6	Walt Disney
5	Fifty Shades Freed	USA	17.8	Universal
6	Three Billboards Outside Ebbing, Missouri	UK/USA	15.1	20th Century Fox
7	Ready Player One	UK/USA	14.5	Warner Bros
8	Early Man	UK/Fra	11.1	StudioCanal
9	The Post	USA	9.4	eOne Films
10	Tomb Raider	UK/USA	7.7	Warner Bros

Source: comScore

Box office gross = cumulative gross up to 15 April 2018.

All films listed were still being exhibited on 15 April 2018.

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

The highest grossing UK film was *Peter Rabbit*, followed by *Darkest Hour* and BAFTA and Academy Award® winner *Three Billboards Outside Ebbing, Missouri* which grossed over £15 million (Table 3). Seven of the films listed are UK/USA collaborations.

Table 4 Top 10 UK films released in the UK and Republic of Ireland, Q1 2018

			Box office Gross	
	Title	Country of origin	(£m)	Distributor
1	Peter Rabbit	UK/USA/Aus	38.1	Sony Pictures
2	Darkest Hour	UK/USA	24.0	Universal
3	Three Billboards Outside Ebbing, Missouri	UK/USA	15.1	20th Century Fox
4	Ready Player One	UK/USA	14.5	Warner Bros
5	Early Man	UK/Fra	11.1	StudioCanal
6	Tomb Raider	UK/USA	7.7	Warner Bros
7	Red Sparrow	UK/USA	6.4	20th Century Fox
8	Finding Your Feet	UK	5.5	eOne Films
9	Isle of Dogs	UK/USA	5.1	20th Century Fox
10	Pacific Rim: Uprising	UK/USA	4.4	Universal

Source: comScore, BFI RSU analysis

Box office gross = cumulative gross up to 13 April 2017.

All films listed were still being exhibited on 13 April 2018.

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

Table 4 shows the top 10 independent UK films in the first quarter of 2018. With takings of £24 million, *Darkest Hour* enters the Top 20 highest grossing independent UK films at the UK box office. After *Early Man* the list includes a second animation, the latest film from Wes Anderson, *Isle of Dogs* (£5.1 million). The table also includes also includes BAFTA and Academy Award® nominee *Phantom Thread* (£2.7 million) and the Palme d'Or nominee *You Were Never Really Here* (£1 million)

Table 5 Top 10 independent UK films released in the UK and Republic of Ireland, Q1 2018

			Box office Gross	
	Title	Country of origin	(£m)	Distributor
1	Darkest Hour	UK	24.0	Universal
2	Three Billboards Outside Ebbing, Missouri	UK/USA	15.1	20th Century Fox
3	Early Man	UK/Fra	11.1	StudioCanal
4	Finding Your Feet	UK	5.5	eOne Films
5	Isle of Dogs	UK/USA	5.1	20th Century Fox
6	Phantom Thread	UK/USA	2.7	Universal
7	Ghost Stories	UK	1.3	Lionsgate
8	You Were Never Really Here	UK/USA	1.0	StudioCanal
9	The Mercy	UK/Fra	0.9	StudioCanal
10	Mary Magdalene	UK/Aus	0.8	Universal

Source: comScore, BFI RSU analysis

Box office gross = cumulative gross up to 30 April 2017.

All films listed were still being exhibited on 13 April 2018.

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 2017 was 21%. The market share of UK qualifying films overall was 45%. This is highest market share for both UK and independent UK since BFI started reporting quarter one box office performance in 2013.

Notes

1. 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 30 April 2017 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.

Statistical contact details

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