

UK films at the worldwide box office, 2018

BFI Research and Statistics Unit

Revised release date: 01 May 2019

Original release date: 28 March 2019

Note: revised release, on 01 May, corrections made a small number of UK independent films which were originally miss classified. This has changed the UK qualifying independent films share and UK studio-backed films share as well as the Top 10 UK Independent Films, and highest grossing UK Independent film in various world wide territories.

1. Key Points

- UK qualifying films achieved a total global box office of US\$9.4 billion in 2018 the joint highest with 2015, taking 23% of the market, the second highest share since the BFI RSU began tracking performance in 2002.
- UK qualifying Independent films achieved 3% share of the global box office, the highest share since 2002.
- *Johnny English Strikes Again* was the highest earning film made by a UK independent production company at the global box office, with takings in 2018 of US\$112 million.
- Independent UK qualifying films took 4% of the USA and Canada box office and 6% across Europe. New Zealand had the highest independent UK share of any territory (12%).
- The highest performing UK qualifying film was *Avengers: Infinity War* earning US\$1,706 million.

2. UK qualifying films market share of the global box office

Films produced in the UK had a 22.8% share of the global box office in 2018, up from 20.6% in 2017 (Table 1). UK studio-backed films earned over 19.9% of the worldwide box office, up from 18.6% in 2016, while UK independent films accounted for 2.8% of global revenues, up from 2.0% in 2016.

Table 1 UK films global market share, 2002-2018

Year	Global theatrical market (US\$ billion)	UK film worldwide gross (US\$ billion)	UK share (%)	UK studio-backed films share (%)	UK qualifying independent films share (%)
2002	19.6	1.8	9.2	7.7	1.5
2003	21.1	1.4	6.7	5.3	1.4
2004	23.3	2.9	12.4	10.7	1.7
2005	22.7	3.6	15.8	13.6	2.2
2006	24.3	2.2	9.0	7.9	1.3
2007	26.5	3.3	12.5	10.5	1.9
2008	28.2	4.2	14.9	13.1	1.8
2009	29.5	2.0	6.8	4.4	2.4
2010	31.7	4.5	14.2	12.6	1.6
2011	33.3	5.6	16.8	14.1	2.8
2012	34.9	5.3	15.2	13.3	1.8
2013	35.5	4.1	11.5	9.8	1.6
2014	36.1	4.7	13.0	9.7	3.2
2015	38.2	9.4	24.6	21.8	2.8
2016	37.6	6.5	17.3	16.0	1.3
2017	39.4	8.1	20.6	18.6	2.0
2018	41.4	9.4	22.8	19.5	3.2

Source: BFI, comScore, IHS

Notes:

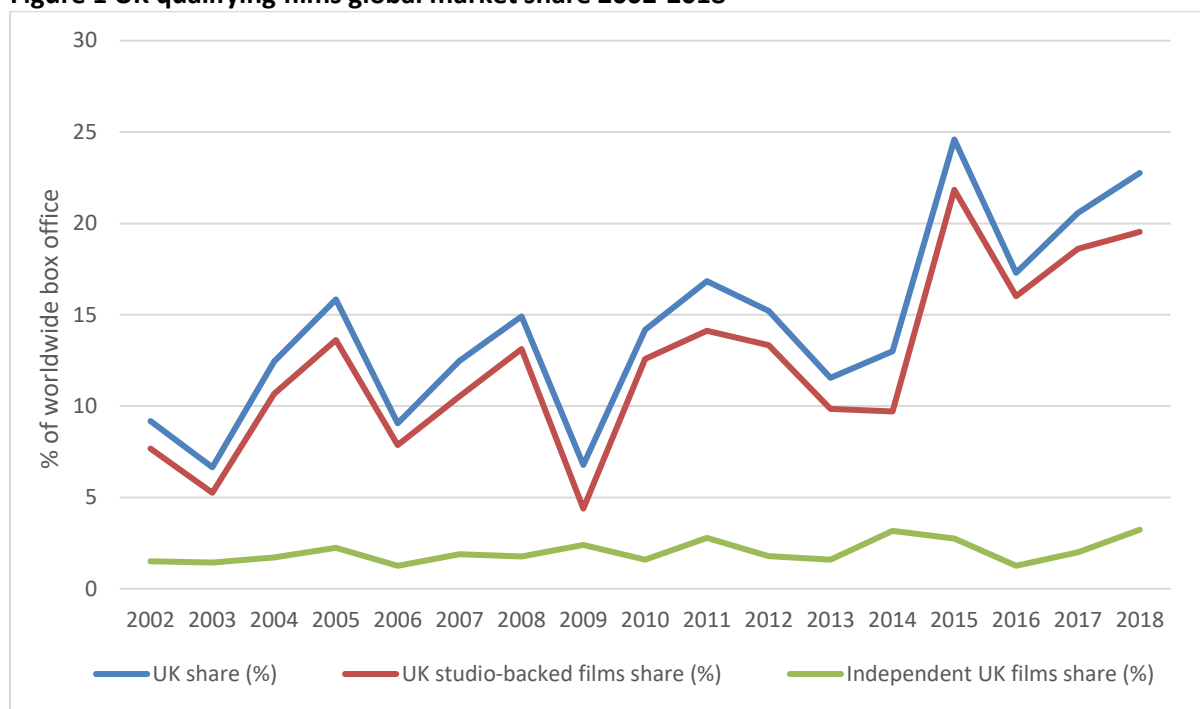
Totals may not sum due to rounding

Global theatrical market as calculated by IHS

Worldwide gross is calculated from the box office revenues of 23 territories as reported by comScore

As Figure 1 shows, the market share of UK films can fluctuate from year to year, being dependent on the performance of a small number of UK studio-backed titles which in 2018 accounted for 19.9% of the worldwide film market and included the highest grossing film of the year (*Avengers: Infinity War*). The UK independent share was 2.8% in 2018, a rise from the low of 1.3% in 2016 and also up on 2017.

Figure 1 UK qualifying films global market share 2002-2018



Source: BFI

3. Top performing UK independent films

The highest grossing UK independent film at the worldwide box office in 2018 was *Johnny English Strikes Again* which grossed \$112 million (Table 2). This was followed by *Three Billboards Outside Ebbing, Missouri* which earned \$86 million. Rounding out the top three was *Widows* which took \$69 million. The total gross of the top 10 was \$530 million, lower than the \$588 million earned by the top independent UK films in 2017.

Table 2 Top films made by a UK independent production company at the worldwide box office, 2018

Rank	Title	Country of origin	Worldwide box office gross (\$m)
1	Johnny English Strikes Again	UK/France	112.3
2	Three Billboards Outside Ebbing, Missouri	UK/USA	83.5
3	Widows	UK/USA	68.9
4	Darkest Hour	UK	68.5
5	Paddington 2	UK/France	57.7
6	Early Man	UK/France	44.4
7	The Favourite	UK/USA/Ireland	35.7
8	The Phantom Thread	UK/USA	19.9
9	The Guernsey Literary and Potato Peel Pie Society	UK/USA	19.5
10	The Wife	UK/Sweden/USA	19.4
Total top 10			530.0

Source: BFI, comScore

Notes:

The box office gross is cumulative gross box office up to 21 February 2019 in territories where the film was released in 2018.

Box office takings from territories where the film was released in 2017 or 2019 are not included in the total.

Worldwide gross includes the UK.

4. Market share in a selection of international territories

Table 3 presents the market share for UK film in a selection of international territories in 2018. UK qualifying films achieved a 29% share of the world's largest theatrical market, the USA and Canada, up from 27% in 2017.

In the selected European territories, the UK share ranged from a high of 38% in the Netherlands down to 22% in France. UK films shared 29% of the box office in the five Latin American territories, 22% in the six Asian territories and 35% Australia and New Zealand.

The average market share for UK independent films was 3.9% across the selected territories analysed in this release. In the USA and Canada it was 4.0%, led by *Widows*. The average across the selected European territories is 6.4%, up from 2.4% in 2017. It ranged from 10.3% in the Netherlands and Portugal to 4.4% in Russia. In Asia, UK independent films had a 1.2% share of the selected markets. Across the Latin American territories for which we have access to data UK independent films had a 3.7% market share. Australasia has two of the strongest markets for UK independent films; with an 12.4% share of the New Zealand box office and 9.1% in Australia.

Six different independent UK films appear as the most popular in the selected territories with *Johnny English Strikes Again* being the top in 12 territories, followed by *Darkest Hour* and *Paddington 2* in three territories, *The Crucifixion* and *Three Billboards Outside Ebbing, Missouri* in two each, and *Widows* in one.

Table 3: UK market share in selected international markets, 2018

Territory	Gross box office earned by UK qualifying films (US\$)	UK share (%)	US studio-backed UK films share (%)	Independent UK films share (%)	Top independent UK film
USA and Canada	3383.7	29.3	25.3	4.0	Widows
Europe (excl UK)	1500.1	29.5	23.1	6.4	Three Billboards Outside Ebbing, Missouri
Austria	44.6	32.7	26.6	6.1	Johnny English Strikes Again
France	301.9	21.8	17.0	4.8	Three Billboards Outside Ebbing, Missouri
Germany	331.4	33.1	26.9	6.2	Johnny English Strikes Again
Italy	203.4	32.6	24.0	8.7	Darkest Hour
Netherlands	131.2	38.2	27.9	10.3	Johnny English Strikes Again
Portugal	33.5	34.3	24.0	10.3	Johnny English Strikes Again
Russia	232.4	28.2	23.8	4.4	Paddington 2
Spain	221.7	33.0	25.3	7.7	Three Billboards Outside Ebbing, Missouri
Latin America	639.7	29.5	25.8	3.7	The Crucifixion
Argentina	71.7	27.5	24.7	2.8	Darkest Hour
Brazil	209.2	29.8	26.4	3.4	Darkest Hour
Chile	44.1	34.0	30.8	3.2	The Crucifixion
Colombia	51.2	31.1	25.6	5.5	The Crucifixion
Mexico	263.5	29.0	25.0	4.0	Johnny English Strikes Again
Asia	2723.7	21.7	20.5	1.2	Johnny English Strikes Again
China	1652.1	19.6	18.6	0.9	Johnny English Strikes Again
Hong Kong	84.7	33.0	27.1	5.9	Johnny English Strikes Again
Japan	471.1	25.6	24.3	1.4	Paddington 2
Malaysia	76.2	27.1	23.0	4.2	Johnny English Strikes Again
Singapore	53.9	37.8	32.3	5.5	Johnny English Strikes Again
South Korea	385.8	24.8	23.8	1.0	Paddington 2
Oceania	367.5	35.2	25.6	9.6	Johnny English Strikes Again
Australia	313.3	34.7	25.5	9.1	Johnny English Strikes Again
New Zealand	54.2	38.7	26.3	12.4	Johnny English Strikes Again

Source: BFI analysis of comScore data

Notes:

The box office gross is cumulative gross box office up to 21 February 2019.

5. Top performing UK qualifying films

The highest earning UK qualifying titles of 2018 all had USA involvement including the top grossing films at the worldwide box office in 2018 *Avengers: Infinity War*, which earned \$1,706 million (Table 4). The top 10 UK qualifying films earned just over \$7 billion, up from just under \$6 billion in 2017 but below the record \$7.9 billion in 2015. In 2018 the Top 10 highest grossing UK films accounted for 75% of the total earned internationally by all UK films.

Table 4 Top 10 UK qualifying films at the worldwide box office, 2018

Rank	Title	Country of origin	Worldwide box office gross (US\$m)
1	Avengers: Infinity War	USA/UK	1,705.9
2	Jurassic World: Fallen Kingdom	USA/UK	1,123.7
3	Venom	USA/UK	758.5
4	Bohemian Rhapsody	UK/USA	749.7
5	Mission: Impossible - Fallout	USA/UK	671.3
6	Fantastic Beasts: The Crimes of Grindelwald	UK/USA	562.5
7	Ready Player One	UK/USA	502.0
8	Solo: A Star Wars Story	UK/USA	356.6
9	Mamma Mia: Here We Go Again	UK/USA	327.1
10	Mary Poppins Returns	USA/UK	287.8
Total top 10			7,044.5

Source: BFI, comScore

Notes:

The box office gross is cumulative gross box office up to 21 February 2019 in territories where the film was released in 2018. Box office takings from territories where the film was released in 2017 or 2019 are not included in the total.

Worldwide gross includes the UK.

Notes

1. Data

Total worldwide box office is sourced from IHS. The worldwide gross box office of UK film and individual films is calculated from a variety of sources including the box office tracking company comScore, with some checking against trade publications, industry sources and web sources, including Variety, Box Office Mojo and Screen International.

Worldwide box office includes the gross box office revenue from the following countries: Argentina, Australia, Austria, Brazil, Chile, China, Colombia, France, Germany, Hong Kong, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Portugal, Russia, Singapore, South Korea, Spain, and the USA and Canada.

Figures are based on gross box office for UK films released in 2018 and include revenue earned until 21 February 2019. BFI RSU, where needed, convert box office revenue to US dollars by applying a five year average exchange rate to the box office for films in each territory.

Admissions data for France is obtained from comScore; in France box office is recorded by admissions rather than revenue. BFI RSU calculate revenue based on average ticket price in France as provided by Centre national du cinéma et de l'image animée (CNC).

2. Definitions

Country of origin is allocated by the BFI Research and Statistics Unit. For the purposes of this analysis, a **UK qualifying 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.

Most UK films in the analysis (including the major UK/USA films) fall into the first group – films officially certified as British.

A **UK studio-backed film** is a film produced with creative and/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.

A **UK independent film** is a UK domestic or co-production which is produced outside of the major US studio companies.

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4. Quality

This release has been prepared according to the Code of Practice for Official Statistics published by the UK Statistics Authority (2009).

Statistical contact details

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