

The UK box office, first half year (H1) 2015

BFI Research and Statistics Unit

Release Date: 23 July 2015

Key points

- UK cinema admissions in the first half of 2015 were over 83 million, 10% higher than the same period in 2014.
- The highest grossing film released in H1 2015 was *Jurassic World*, taking over £57 million at the box office.
- The top UK independent film was *Shaun The Sheep Movie*, which took over £13 million.
- The market share of UK qualifying films in H1 was 32%, and the market share of UK independent films was 9%.

1. Admissions

Over 83 million cinema tickets were sold in the UK in the first six months of 2015, up 10% on the same period in 2014 (Table 1). Increases were recorded in each of the six months with the most significant occurring in June (28%, due in part to *Jurassic World* and *Minions*) and in March and April (11% and 19% respectively). The higher March and April 2015 admissions reflected the popularity of *Fast & Furious 7* and *Avengers: Age of Ultron*, both of which topped the box office chart for three weeks. Other hits during that period included *The Second Best Exotic Marigold Hotel*, *Home* and *Cinderella*.

Table 1 Monthly cinema admissions in the UK H1 2014-2015

	2014 (million)	2015 (million)	% change on 2014
January	15.19	15.39	+1.3
February	14.33	15.16	+5.8
March	10.36	11.54	+11.4
April	12.68	15.13	+19.3
May	12.60	12.67	+0.6
June	10.40	13.25	+27.5
H1 total	75.56	83.14	+10.0

Source: CAA, Rentrak

2. Box office

In the first half of 2015, 358 feature films were released in the UK and Republic of Ireland with total box office takings of £591 million (up to 12 July). The highest grossing release of the period was *Jurassic World*, which earned £57 million (to 12 July), becoming the 11th highest grossing box office release in UK history (not adjusted for inflation). In second place was UK qualifying film *The Avengers: Age of Ultron* (£48 million), followed by *Fast & Furious 7* (£38.5 million). *Fifty Shades of Grey* became the highest grossing 18-rated film of all time at the UK box office, earning just over £35 million. Seven UK qualifying films feature in the top 20 including *The Theory of Everything*, *Cinderella*, *Kingsman: The Secret Service*, *Shaun The Sheep Movie* and *Into the Woods* (Table 2).

Table 2 Top 20 films released in the UK and Republic of Ireland, January to June 2015

	Title	Country of origin	Box office Gross (£m)	Distributor
1	<i>Jurassic World</i> *	USA	57.2	Universal
2	<i>The Avengers: Age of Ultron</i> *	UK/USA	48.3	Walt Disney
3	<i>Fast & Furious 7</i> *	USA	38.5	Universal
4	<i>Fifty Shades of Grey</i>	USA	35.1	Universal
5	<i>Minions</i> *	USA	27.6	Universal
6	<i>Home</i> *	USA	24.7	20th Century Fox
7	<i>The Theory of Everything</i>	UK/USA	21.5	Universal
8	<i>Cinderella</i> *	UK/USA	21.0	Walt Disney
9	<i>Big Hero 6</i> *	USA	20.5	Walt Disney
10	<i>Taken 3</i>	Fra	17.7	20th Century Fox
11	<i>Pitch Perfect 2</i> *	USA	17.4	Universal
12	<i>Mad Max: Fury Road</i> *	Aus/USA	17.3	Warner Bros
13	<i>Kingsman: The Secret Service</i> *	UK/USA	16.4	20th Century Fox
14	<i>The Second Best Exotic Marigold Hotel</i> *	UK/USA	15.6	20th Century Fox
15	<i>American Sniper</i>	USA	13.7	Warner Bros
16	<i>Shaun The Sheep Movie</i>	UK	13.7	StudioCanal
17	<i>San Andreas</i> *	USA/Aus	11.4	Warner Bros
18	<i>Into the Woods</i> *	UK/USA/Can	9.9	Walt Disney
19	<i>Spy</i> *	USA	9.7	20th Century Fox
20	<i>The SpongeBob Movie: Sponge Out of Water 3D</i> *	USA	8.4	Paramount

Source: Rentrak

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

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

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

Table 3 shows the top UK independent films of the first half of 2015. The highest grossing UK independent release was *Shaun the Sheep Movie* which grossed £13.7 million.

Table 3 Top 10 independent UK films released in the UK and Republic of Ireland, January to June 2015

	Title	Country of origin	Box office Gross (£m)	Distributor
1	Shaun the Sheep Movie* Far From the Madding	UK	13.7	StudioCanal
2	Crowd* The Woman in Black: Angel	UK/USA	6.1	20th Century Fox
3	of Death	UK/USA/Can	5.0	eOne Films
4	Spooks: The Greater Good*	UK	3.2	20th Century Fox
5	Ex Machina	UK	2.9	Universal
6	Woman in Gold	UK/USA	2.9	Entertainment
7	Peppa Pig: The Golden Boots	UK	2.3	eOne Films
8	Mr Holmes*	UK/USA	2.3	eOne Films
9	Testament of Youth	UK	2.1	Lionsgate
10	A Little Chaos	UK	1.5	Lionsgate

Source: Rentrak, BFI RSU analysis

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

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

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

3. Market Share

The market share of UK films in the first half of 2015 was 32% (Table 3). Of this, the share of UK independent films was 8.6% with studio-backed films (UK studio-backed films are films wholly or part-financed by US studios but featuring UK cast, crew, locations, facilities, post-production and often UK source material) accounting for 23.4%.

Table 3 Theatrical market share of UK film by studio and independent titles, 2005-2015 H1

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 H1
Market share of UK films produced with US studio backing (%)	26.2	14.4	21.8	25.4	8.5	18.6	22.6	22.8	15.5	10.7	23.4
Market share of UK independent films (%)	6.9	4.7	6.8	5.7	8.2	5.4	13.1	9.3	6.6	16.1	8.6
Total UK film market share (%)	33.1	19.1	28.6	31.1	16.7	24.0	35.7	32.1	22.2	26.8	32.0

Source: BFI

Notes

1. Data

Admissions data supplied by the Cinema Advertising Association/Rentrak. Gross box office data supplied by Rentrak.

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.

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

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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Tina McFarling, Media Advisor, Press and PR, BFI
Jane Glastonbury, Department for Culture, Media and Sport
James Butler, Department for Culture, Media and Sport
Ken Hunt, Department for Culture, Media and Sport

Statistical contact details

This release was produced by Sean Perkins, Research and Statistics Unit, BFI, sean.perkins@bfi.org.uk, tel + 44 (0)20 7173 3248
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