

# UK films at the worldwide box office, 2015

BFI Research and Statistics Unit

17 March 2016

## 1. Key Points

- UK qualifying films had a total global box office of US\$9.4 billion in 2015, taking 26% of the market, the highest share since the reporting period started in 2002.
- Independent UK films had 2.8% share of the global box office, the second highest share since 2002.
- *Paddington* was the highest earning UK independent film at the global box office, with takings in 2015 of US\$112 million (lifetime gross \$249 million).
- Independent UK qualifying films took 3.2% of the USA and Canada box office, 3.6% across Europe. New Zealand with 9.2% of the market has the highest share of any territory.
- The highest performing UK qualifying film was *Star Wars: The Force Awakens*, earning US\$1,951 million.

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

Films produced in the UK had a 26% share of the global box office in 2015, up from 13% in 2014 (Table 1). UK studio-backed films earned 22% of the worldwide box office, a large increase from 10% in 2014, while UK independent films accounted for 2.8% of global revenues (£1.1 billion), a slight decrease from 2014's 3.2% (£1.2 billion) but still the second highest share and gross since the reporting period started in 2002.

**Table 1 UK films global market share, 2002-2015**

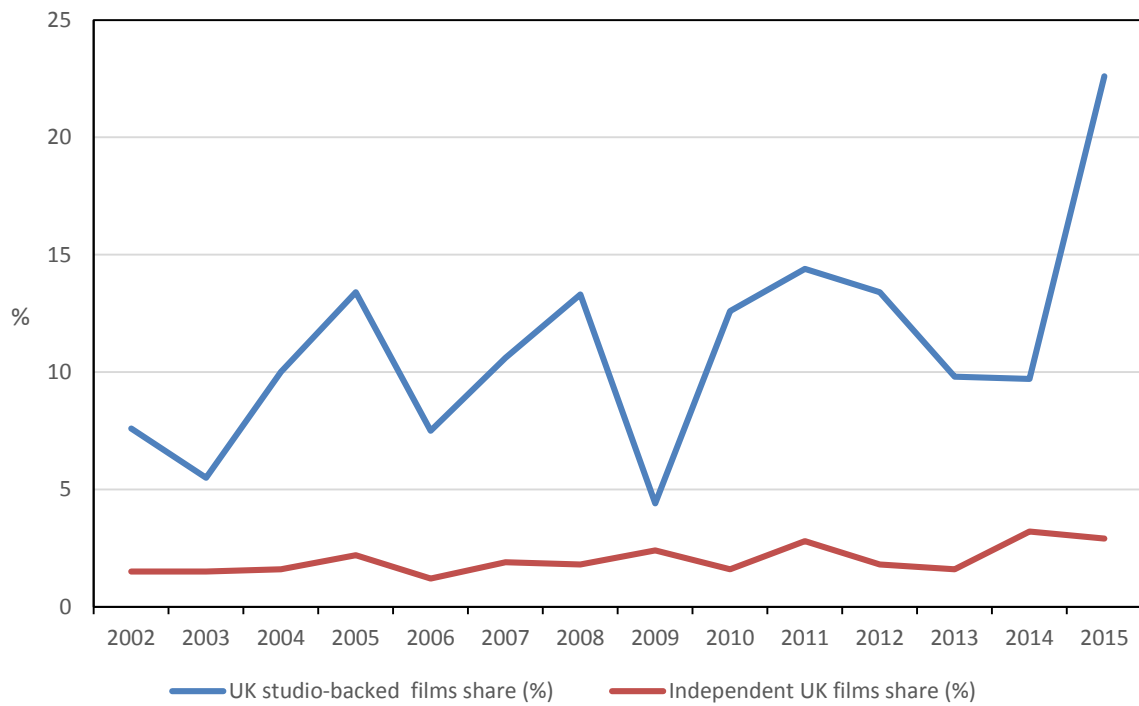
Year	UK film worldwide gross (US\$ billion)	Independent UK films worldwide gross (US\$ billion)	Global theatrical market share (US\$ billion)	UK share (%)	UK studio-backed films share (%)	Independent UK films share (%)
2002	1.8	0.3	19.8	9.1	7.6	1.5
2003	1.4	0.3	20.1	6.9	5.5	1.5
2004	2.9	0.4	24.9	11.6	10.0	1.6
2005	3.6	0.5	23.1	15.6	13.4	2.2
2006	2.2	0.3	25.5	8.6	7.5	1.2
2007	3.3	0.5	26.3	12.5	10.6	1.9
2008	4.2	0.5	27.8	15.1	13.3	1.8
2009	2.0	0.7	29.4	6.8	4.4	2.4
2010	4.5	0.5	31.7	14.2	12.6	1.6
2011	5.6	0.9	33.1	17.2	14.2	2.8
2012	5.3	0.6	34.7	15.3	13.4	1.8
2013	4.1	0.6	35.3	11.4	9.9	1.6
2014	4.7	1.2	35.8	12.9	9.8	3.2
2015	9.4	1.1	37.6	25.5	22.2	2.8

Source: BFI, comScore, IHS  
2011-2014 data has been updated since the 2015 official statistical release.

As Figure 1 shows, the UK studio-backed film market share fluctuates significantly from year to year, being dependent on the performance of a small number of titles.

The UK independent share has remained stable over this period, around 2% up until 2013, then seeing a doubling in 2014 (3.2%) with a slight fall in 2015 (2.8%).

**Figure 1 UK qualifying films global market share 2002-2015**



Source: BFI

### 3. Top performing UK independent films

The highest grossing independent UK film at the worldwide box office in 2015 was *Paddington* which grossed \$112 million (Table 2). This was generated mostly in the USA and Canada, as it opened in 2014 in many other markets when combined the film has a worldwide box office revenue of \$249 million. This was followed by another family film *Shaun the Sheep Movie* which earned \$103 million and *The Imitation Game* which grossed \$102 million worldwide.

The total gross of the top 10 was \$679 million accounting for 64% of UK independent total worldwide earnings and 7% of total box office for UK qualifying films. This is down from \$863 million earned by the top 10 independent UK films in 2014, which accounted for 65% of the total gross of all UK independent films worldwide in 2014, 9% of total earned internationally by all UK qualifying films.

**Table 2 Top independent UK films at the worldwide box office, 2015**

Rank	Title	Country of origin	Worldwide box office gross (\$m)
1	Paddington*	UK/Fra	112
2	Shaun the Sheep Movie	UK	103
3	The Imitation Game	UK/USA	102
4	The Second Best Exotic Marigold Hotel	UK/USA	88
5	Woman In Gold	UK/USA	62
6	The Woman In Black: Angel of Death	UK/Can/USA	55
7	Brooklyn	UK/Can/Ire	45
8	Legend	UK/Fra/USA	39
9	Ex Machina	UK/USA	37
10	Mortdecai	UK/USA	36
<b>Total top 10</b>			<b>679</b>

Source: BFI, comScore

Notes:

\*Paddington appears in both the top independent UK films for 2014 and 2015, its release, globally, was split across 2014 and 2015 earning a total of \$249 million.

The box office gross is cumulative gross box office up to 21 February 2016 in territories where the film was released in 2015. Box office takings from territories where the film was released in 2014 or 2016 are not included in the total. Worldwide gross includes the UK.

### 4. Market share in a selection of international territories

Table 3 presents UK films' market share in a selection of international territories. UK produced films had a 29% share of the world's largest theatrical market, the USA and Canada, in 2015, a large increase on 14% in 2014. In Europe, the UK share ranged from a high of 32% in the Russia (which also had the highest share in 2014) down to 21% in France (the territory with the lowest share in 2014). UK films shared 24% of the box office in six Latin American territories, 18% in the six Asian territories and 33% and 39% in Australia and New Zealand respectively (an increase on 2014).

The average market share for UK independent films is 2.8%. In the USA and Canada it is 3.2%, led by a strong box office taking for *Paddington*. The average across the selected European territories is 3.6% ranging from 2.4% in Russia to 6.6% in Portugal. France (3.1%) and Germany (3.4%) saw a decrease in the UK independent film share in comparison to 2014 (4.2% and 4.7% respectively) when *Paddington* was the top UK independent release in both countries. In Asia UK independent films had a 0.9% share of the selected markets. China, the largest market has a limit on the amount of foreign film slots and has remained at the same level as 2014 (0.6%). The largest

percentage increase in the continent has been South Korea (2.1% up from 0.3% in 2014). Across the Latin American territories analysed, UK independent films had a 1.3% market share, down from 1.6% in 2014. Oceania has two of the strongest markets for UK independent films; Australia remains at same level as 2014 (6.5%) whilst New Zealand has the highest market share of any of the territories analysed (9.2%).

Six different independent UK films appear as the most popular in the selected territories with *The Imitation Game* the top in 12 territories, *The Woman in Black: Angel of Death* and *Paddington* in three territories each, *Shaun the Sheep Movie* in two and *Mortdecai* and *The Second Best Exotic Marigold Hotel* in one.

**Table 3: UK market share in selected international markets, 2015**

<b>Territory</b>	<b>Gross box office earned by UK qualifying films (US\$)</b>	<b>UK share (%)</b>	<b>US studio-backed UK films share (%)</b>	<b>Independent UK films share (%)</b>	<b>Top independent UK film</b>
USA and Canada	3,178.2	28.8	25.6	3.2	Paddington
<b>Europe* (excl. UK)</b>	<b>1,750.8</b>	<b>26.6</b>	<b>23.0</b>	<b>3.6</b>	<b>The Imitation Game</b>
Austria	46.2	26.4	22.9	3.5	Shaun the Sheep Movie
France	350.2	21.4	18.3	3.1	The Imitation Game
Germany	403.4	28.4	25.0	3.4	Shaun the Sheep Movie
Italy	206.8	25.3	20.0	5.4	The Imitation Game
Netherlands	95.0	29.6	24.1	5.5	The Imitation Game
Portugal	30.8	29.2	22.6	6.6	Paddington
Russia	431.1	31.9	29.5	2.4	Paddington
Spain	187.4	24.7	20.5	4.3	The Imitation Game
<b>Latin America</b>	<b>1,039.2</b>	<b>24.2</b>	<b>22.9</b>	<b>1.3</b>	<b>The Imitation Game</b>
Argentina	107.1	18.3	17.0	1.2	The Imitation Game
Brazil	295.0	27.6	26.1	1.4	The Imitation Game
Chile	39.2	23.2	22.3	0.9	The Imitation Game
Colombia	109.2	21.9	20.9	1.0	The Woman In Black: Angel of Death
Mexico	269.6	26.4	24.5	1.9	The Woman In Black: Angel of Death
Venezuela	219.2	23.2	22.2	1.0	The Imitation Game
<b>Asia</b>	<b>2,110.6</b>	<b>18.0</b>	<b>17.1</b>	<b>0.9</b>	<b>The Imitation Game</b>
China	1,059.6	15.1	14.4	0.6	Paddington
Hong Kong	79.6	28.8	26.8	2.0	The Imitation Game
Japan	466.1	20.7	19.5	1.2	Mortdecai
Malaysia	366.3	22.2	20.6	1.5	The Imitation Game
Singapore	80.4	26.5	25.6	0.8	The Woman In Black: Angel of Death
South Korea	58.7	32.5	30.4	2.1	The Imitation Game
<b>Oceania</b>	<b>451.1</b>	<b>33.6</b>	<b>26.8</b>	<b>6.8</b>	<b>The Imitation Game</b>
Australia	391.7	32.9	26.4	6.5	The Imitation Game
New Zealand	59.4	38.4	29.2	9.2	The Second Best Exotic Marigold Hotel

Source: BFI analysis of comScore data

Notes:

\* In previous releases gross box office for the Euro zone European territories has been shown in Euros except France where admission were given (provided by CNC).

The box office gross is cumulative gross box office up to 21 February 2016.

### 5. Top performing UK qualifying films

The highest earning UK qualifying titles of 2015 all had USA involvement, with all ten films being US studio-backed. The top grossing film at the worldwide box office in 2015 was *Star Wars: The Force Awakens* which earned \$1,951 million (Table 4). In second place was *Avengers: Age of Ultron*, which earned \$1,375 million worldwide in 2015. The top 10 UK qualifying films earned almost \$7.5 billion, over double the amount earned in 2014, and it was 79% of the total earned internationally by all UK films.

**Table 4 Top 10 UK qualifying films at the worldwide box office, 2015**

Rank	Title	Country of origin	Worldwide box office gross (US\$m)
1	Star Wars: The Force Awakens	UK/USA	1,951
2	Avengers: Age of Ultron	UK/USA	1,375
3	SPECTRE	UK/USA	809
4	Mission: Impossible Rogue Nation	UK/USA	653
5	The Martian	UK/USA	587
6	Cinderella	UK/USA	559
7	Ant-Man	UK/USA	512
8	Terminator Genisys	UK/USA	440
9	Kingsman: The Secret Service	UK/USA	398
10	Everest	UK/USA/Ice	191
<b>Total top 10</b>			<b>7,469</b>

Source: BFI, comScore

Notes:

The box office gross is cumulative gross box office up to 21 February 2016 in territories where the film was released in 2015. Box office takings from territories where the film was released in 2014 or 2016 (e.g. *Star Wars: the Force Awakens* in China) 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.

Figures are based on gross box office for UK films released in 2015 and include revenue earned until 21 February 2016. 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 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.

An **independent film** is produced without creative or financial input from the major US studio companies.

### 3. Feedback

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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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