

The UK box office – first half (H1) 2010

UK Film Council Research and Statistics Unit

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UK cinema admissions for the first six months of 2010 were 80.1m, down 4% on the first half of 2009 (Table 1). This represents the second highest first half admissions of the last five years (Table 2).

Late December 2009 releases such as *Avatar*, *Sherlock Holmes* and *Alvin and the Chipmunks 2: The Squeakquel* continued to perform well at the box office in January 2010, enabling a slight uplift in admissions (+0.5% on January 2009). However, the severe winter weather conditions across the UK had a major impact on cinema-going. February's admissions were slightly down on 2009 (-0.5%) although new releases such as *Valentine's Day* and *The Lovely Bones*, plus *Avatar's* box office longevity, contributed to a final total just short of 15 million. March admissions were 22% up on March 2009 at 14.5 million, the main contributing factor being the 3D release of Tim Burton's *Alice in Wonderland* which went on to gross over £42 million. Other successes in March included Martin Scorsese's *Shutter Island* and foreign language release *Girl with the Dragon Tattoo*. April was up 6% on 2009 thanks to a raft of major releases including *Nanny McPhee and the Big Bang*, *Clash of the Titans*, *How to Train Your Dragon* and *Kick-Ass*. However, May was down almost 19% on 2009 despite the success of *Iron Man 2* and *Streetdance 3D*. Finally, a combination of the FIFA World Cup finals, sunny weather and a lack of major "tentpole" releases had a huge effect on cinema-going in June, with admissions down 30% on the same period in 2009. It was the weakest June performance since the last FIFA World Cup finals in 2006.

Average weekly admissions were 3.3 million in March, up from 2.7 million in March 2009. By contrast, average weekly admissions in June fell to 2 million (Table 3).

Table 1: Monthly admissions, January – June 2009-2010

Month	2009 (million)	2010 (million)	% +/- on 2009
January	14.5	14.6	+0.5
February	15.0	14.9	- 0.5
March	11.9	14.5	+21.7
April	13.8	14.7	+6.0
May	15.8	12.8	- 18.8
June	12.5	8.7	- 30.1
Total	83.5	80.1	- 4.0

Source: CAA, Rentrak EDI

Figures may not add to totals due to rounding

Table 2: Monthly admissions, January – June 2006-2010

Month	2006 (million)	2007 (million)	2008 (million)	2009 (million)	2010 (million)
January	14.0	14.0	13.5	14.5	14.6
February	12.8	13.9	12.9	15.0	14.9
March	9.9	11.2	12.2	11.9	14.5
April	13.6	10.9	9.8	13.8	14.7
May	13.2	15.7	12.7	15.8	12.8
June	8.7	11.2	11.8	12.5	8.7
Total	72.3	76.9	72.9	83.5	80.1

Source: CAA, Rentrak EDI

Figures may not add to totals due to rounding

Table 3: Average weekly admissions, January – June 2009-2010

Month	2009 weekly average (million)	2010 weekly average (million)
January	3.3	3.3
February	3.7	3.7
March	2.7	3.3
April	3.2	3.4
May	3.6	2.9
June	2.9	2.0

Source: CAA, Rentrak EDI

Table 4 shows the top 20 theatrical releases in the first half of 2010. The highest grossing film was Tim Burton's *Alice in Wonderland*, which earned £42.5m (£32 million from 3D screens, 75% of its overall gross). This was followed by two sequels, *Sex and the City 2* and *Iron Man 2*, earning £21.6 million and £21.1 million respectively. Two 3D releases, *Clash of the Titans* and *How to Train your Dragon* made up the rest of the top five. *Clash of the Titans* grossed £15.6 million from 3D screens, representing 77% of its overall gross and *How to Train your Dragon* earned £12m from 3D screens (70% of its total gross). In all, seven 3D films were released at the UK box office in the first half of 2010, grossing £75 million (18% of the gross box office of films released in H1 2010). The first UK 3D feature, *Streetdance 3D*, grossed £11.6 million, 95% of that on 3D.

Table 4: Box office results for the top 20 films released in the UK, January-June 2010

Rank	Title	Country of origin	Gross box office (£m)	Opening cinemas	Opening weekend (£m)	Distributor
1	Alice in Wonderland	USA	42.54	533	10.56	Disney
2	Sex and the City 2*	USA	21.61	530	6.14	Warner Bros
3	Iron Man 2*	USA	21.17	521	7.66	Paramount
4	Clash of the Titans	UK/USA	20.20	446	5.68	Warner Bros
5	How to Train your Dragon*	USA	17.17	471	4.85	Paramount
6	Nanny McPhee and the Big Bang*	UK/USA	16.43	512	2.59	Universal
7	Robin Hood*	UK/USA	15.43	537	5.75	Universal
8	Streetdance 3D*	UK	11.60	412	2.49	Vertigo
9	Kick-Ass	UK/USA	11.60	402	3.88	Universal
10	The Princess and the Frog	USA	11.14	1	0.02	Disney
11	Shutter Island	USA	10.75	416	2.25	Paramount
12	Valentine's Day	USA	10.21	432	3.73	Warner Bros
13	It's Complicated	USA	9.31	434	1.10	Universal
14	Prince of Persia: The Sands of Time*	UK/USA	8.84	468	1.37	Disney
15	Percy Jackson & the Olympians: The Lightning Thief	USA	7.45	454	1.50	20th Century Fox
16	Get him to the Greek*	USA	6.81	389	1.57	Universal
17	Up in the Air	USA	6.51	325	1.30	Paramount
18	The Lovely Bones	USA	6.37	420	1.64	Paramount
19	The Blind Side	USA	6.22	371	1.31	Warner Bros
20	Bounty Hunter	USA	6.20	394	2.06	Sony Pictures

Source: Rentrak EDI, RSU analysis

Gross box office gross = cumulative total up to 25 July 2010

Films with an asterisk (*) were still being exhibited on 25 July 2010

The top 20 UK films released in the first six months of the year are shown in Table 5. UK-qualifying inward investment title *Clash of the Titans* grossed £20.2 million, while Nanny McPhee sequel, *Nanny McPhee and the Big Bang* earned £16.4 million. In third place was Ridley Scott's version of *Robin Hood* which grossed £15.4 million. The highest earning UK independent film was *Streetdance 3D* which has earned £11.6 million to date.

Table 5: Top 20 UK films released in the UK and Republic of Ireland, January-June 2010

Rank	Title	Country of origin	Gross box office (£m)	Opening cinemas	Distributor
1	Clash of the Titans	UK/USA	20.20	446	Warner Bros
2	Nanny McPhee and the Big Bang*	UK/USA	16.43	512	Universal
3	Robin Hood*	UK/USA	15.43	537	Universal
4	Streetdance 3D*	UK	11.60	412	Vertigo
5	Kick-Ass	UK/USA	11.60	402	Universal
6	Prince of Persia: The Sands of Time*	UK/USA	8.84	468	Disney
7	Green Zone	UK/USA/Spa	5.71	419	Universal
8	The Wolfman	UK/USA	5.01	404	Universal
9	The Ghost*	UK/Fra/Ger	4.07	332	Optimum
10	Four Lions*	UK	2.92	115	Optimum
11	Cemetery Junction	UK	1.43	330	Sony Pictures
12	It's A Wonderful Afterlife	UK	1.02	294	Icon
13	4.3.2.1*	UK	0.98	260	The Works
14	Sex & Drugs & Rock & Roll	UK	0.89	131	Entertainment
15	Wild Target*	UK/Fra	0.78	388	Entertainment
16	The Infidel	UK	0.59	29	Revolver
17	Shank	UK	0.55	86	Revolver
18	44 Inch Chest	UK	0.40	75	Momentum
19	The Disappearance of Alice Creed	UK	0.40	67	CinemaNX
20	Perrier's Bounty	UK/Ire	0.34	90	Optimum

Source: Rentrak EDI, RSU analysis

Gross box office = cumulative total up to 25 July 2010

Films with an asterisk (*) were still being exhibited on 25 July 2010

Independent UK films market share for H1 2010 was 6.2%, while UK-qualifying studio-backed titles (i.e. financed by US studios but passing the UK cultural test and featuring UK cast, crew, locations, facilities, post-production and often UK source material) shared 20.2% of the box office (Table 6). Therefore, total UK share of the UK theatrical market in the first half of 2010 was 26.4%.

Table 6: Theatrical market share of UK film by studio and independent titles, 2001-2010 H1

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 H1
Market share of UK films produced with US studio backing (%)	21.2	16.1	12.5	19.5	26.2	14.4	21.8	25.4	8.5	20.2
Market share of UK independent films (%)	3.8	6.5	3.4	3.9	6.9	4.7	6.8	5.7	8.2	6.2
Total UK film market share (%)	25.0	22.6	15.9	23.4	33.1	19.1	28.6	31.1	16.7	26.4

Source: UK Film Council

2010 market share calculation based on grosses up to and including 25 July 2010

Notes

1. Admissions data supplied by the Cinema Advertising Association and Rentrak EDI.
2. Gross box office data supplied by Rentrak EDI.
3. Country of origin allocated by the UK Film Council 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.

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