

# UK and International box office performance of certified UK films by production budget range, 2000 to March 2008

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## Table of contents

INTRODUCTION .....	1
1. UK AND REPUBLIC OF IRELAND BOX OFFICE OF UK FILMS .....	1
2. INTERNATIONAL (12 NIELSEN EDI TERRITORIES) BOX OFFICE OF UK FILMS .....	2

## Introduction

The box office performance of UK films depends on a large number of factors, including production budgets. In this paper, we present UK and international box office of UK certified films by budget range for the period January 2000 to March 2008

Here a UK film is defined as one that:

- qualified as British under Schedule 1 of the Films Act 1985 or
- qualified as an official co-production under one of the UK's bi-lateral international co-production treaties or the European Convention on Cinematographic Co-production

We restrict our analysis to only those UK certified films that have received final certificates of British nationality from the UK's competent authority, the Department for Department for Culture Media and Sport.

### *1. UK and Republic of Ireland box office of UK films*

Table 1 shows the UK and Ireland box office (in GBP£) performance of UK films released in the UK and/or Ireland by production budget range. The median box office went from £15,000 for UK certified films with budgets of less than £1.5m to £1.6m for films with budgets greater than or equal to £6.5m.

Since box office data are highly skewed (long right-tail) due to the low number of box office hits over the budget ranges, median box office figures are shown in the tables instead of averages. See footnotes for the mean (average) box office by budget range for reference.

**Table 1. UK & Republic of Ireland box office (GBP£) of UK-released UK certified films, certification years 2000 – March 2008**

Budget range	GBP (£'000)			No. of certified films
	25 <sup>th</sup> percentile	Median	75 <sup>th</sup> percentile	
<£1.5m	4.6	15.5	49.0	97
£1.5m-<£3m	11.9	59.5	269.7	95
£3m-<£6.5m	30.6	159.1	808.3	166
>=£6.5m	325.5	1,567.2	5,434.4	197
<b>Overall</b>	19.1	161.5	1,462.3	555

Source: Nielsen EDI, DCMS, RSU analysis

Notes:

1. Figures include UK-released UK certified films only.
2. UK and the Republic of Ireland are considered as one territory for distribution purposes and in the Nielsen EDI box office database.
3. Median, 25<sup>th</sup> and 75<sup>th</sup> percentiles: 25% of the box office values are below the 25<sup>th</sup> percentile and 75% of box office values are below the 75<sup>th</sup> percentile. 50% of the box office values are below the median and 50% are above the median.
4. The mean (average) box office (GBP£) for the budget ranges (in increasing order in the above table) are: £68,100, £429,200, £1,052,700 and £6,284,300, respectively.
5. Box office = cumulative total up to 21 May 2008.

## ***2. International (12 Nielsen EDI territories) box office of UK films***

Table 2 shows the international box office (in USD\$) of UK films over the same period.

**Table 2. Multi-territory box office (USD\$) of internationally released UK certified films, certification years 2000 – March 2008**

Budget range	USD (\$'000)			No. of certified films
	25 <sup>th</sup> percentile	Median	75 <sup>th</sup> percentile	
<£1.5m	15.4	52.0	209.7	113
£1.5m-<£3m	59.9	213.0	1,579.2	133
£3m-<£6.5m	162.9	783.8	3,394.4	234
>=£6.5m	2,457.1	12,743.1	54,360.1	247
<b>Overall</b>	104.7	1,063.4	7,694.6	727

Source: Nielsen EDI, DCMS, RSU analysis

Notes:

1. Figures include internationally (in at least one of the 12 Nielsen EDI territories) released UK certified films only.
2. The twelve Nielsen EDI territories are: USA and Canada (one territory), Mexico, Argentina, Brazil, Chile, UK and Ireland (one territory), Spain, Germany, Austria, France, Australia, and New Zealand
3. Median, 25<sup>th</sup> and 75<sup>th</sup> percentiles: 25% of the box office values are below the 25<sup>th</sup> percentile and 75% of box office values are below the 75<sup>th</sup> percentile. 50% of the box office values are below the median and 50% are above the median.
4. The mean box office (US\$) for the increasing budget ranges are: \$420,700, \$1,894,600, \$4,896,800 and \$54,435,700, respectively.
5. Box office = cumulative total up to 21 May 2008.