

UK box office – H1 2009

UK Film Council Research and Statistics Unit

6 August 2009

UK cinema admissions for the first six months of 2009 were 83.5m, the highest since 2002 (when H1 admissions were 87.7m) and 15% up on H1 2008.

January ticket sales were 8% up on the same month in 2008, thanks to the release of UK film *Slumdog Millionaire* which went on to gross £14m by the end of the month. February saw a 16% increase in ticket sales due largely to the first major 3D release of the year, *Bolt*, and the continued success of *Slumdog Millionaire* which experienced an uplift in takings following BAFTA and Academy Award® success. March admissions were 2% down on the same month in 2008, but the April release of another 3D title, *Monsters vs. Aliens* and action thriller *Fast & Furious* boosted admissions by almost 41%. A succession of major releases in May such as *X-Men Origins: Wolverine*, *Star Trek*, *Angels and Demons* and *Night at the Museum 2* increased May ticket sales by 24%. Action releases *Terminator Salvation* and *Transformers: Revenge of the Fallen* and comedy *The Hangover* contributed to the 6% increase in June admissions.

Table 1: Monthly admissions, January – June 2008-2009

Month	2008 (million)	2009 (million)	% +/- on 2008
January	13.5	14.5	+7.7
February	12.9	15.0	+16.4
March	12.2	11.9	-2.3
April	9.8	13.8	+40.8
May	12.7	15.8	+24.0
June	11.8	12.5	+5.6
Total	72.9	83.5	+14.5

Source: CAA, Nielsen EDI

Figures may not add to totals due to rounding

Table 2: Average weekly admissions, January – June 2008-2009

Month	2008 weekly average (million)	2009 weekly average (million)
January	3.0	3.3
February	3.1	3.7
March	2.8	2.7
April	2.3	3.2
May	2.9	3.6
June	2.8	2.9

Source: CAA, Nielsen EDI

Table 3: Monthly admissions, January – June 2005-2009

Month	2005 (million)	2006 (million)	2007 (million)	2008 (million)	2009 (million)
January	13.4	14.0	14.0	13.5	14.5
February	14.8	12.8	13.9	12.9	15.0
March	12.3	9.9	11.2	12.2	11.9
April	10.6	13.6	10.9	9.8	13.8
May	13.1	13.2	15.7	12.7	15.8
June	10.5	8.7	11.2	11.8	12.5
Total	74.9	72.3	76.9	72.9	83.5

Source: CAA, Nielsen EDI

Figures may not add to totals due to rounding

Oscar®-winning *Slumdog Millionaire* was the highest earning release of H1 2009, grossing almost £32m.

Table 4: Box office results for the top 20 films released in the UK, January-June 2009

Rank	Title	Country of origin	Gross box office (£m)	Opening cinemas	Opening weekend (£m)	Distributor
1	Slumdog Millionaire	UK	31.66	324	1.83	Pathé
2	Transformers: Revenge of the Fallen*	USA	25.89	516	8.35	Paramount
3	Star Trek*	USA	21.20	499	5.95	Paramount
4	Monsters Vs. Aliens*	USA	21.13	520	4.35	Paramount
5	Night at the Museum 2*	USA/Can	19.66	515	4.16	20th Century Fox
6	The Hangover*	USA	19.49	422	3.19	Warner Bros
7	Angels and Demons*	USA	18.56	506	6.05	Sony Pictures
8	Bolt	USA	17.94	496	5.46	Disney
9	X-Men Origins: Wolverine	USA	16.28	488	6.66	20th Century Fox
10	Marley & Me	USA	15.25	467	4.41	20th Century Fox
11	Terminator Salvation*	USA	14.18	489	6.94	Sony Pictures
12	Fast & Furious	USA	13.58	364	4.93	Universal
13	17 Again	USA	11.25	407	2.56	Entertainment
14	He's Just Not That Into You	USA	9.48	375	1.91	Entertainment
15	The Curious Case of Benjamin Button	USA	9.10	425	2.21	Warner Bros
16	Watchmen	USA/Can	8.91	419	3.24	Paramount
17	The Hannah Montana Movie*	USA	8.38	415	2.03	Disney
18	Gran Torino	USA	8.33	62	0.33	Warner Bros
19	Role Models	USA	8.29	353	2.33	Universal
20	Confessions of a Shopaholic	USA	8.25	424	2.85	Disney

Source: Nielsen EDI, RSU analysis

Gross box office gross = cumulative total up to 26 July 2009

Films with an asterisk (*) were still being exhibited on 26 July 2009

The top 20 UK films released in the first eight months of the year are shown in Table 5. UK market share for H1 2009 was 11.5%, which includes UK-qualifying inward investment 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), domestic UK films and UK co-productions (for further details see notes below). The top UK film was *Slumdog Millionaire* (£32m), followed by

Richard Curtis's *The Boat that Rocked* (£6m) and *The Young Victoria* (£5m).

Table 5: Top 20 UK films released in the UK and Republic of Ireland, January-June 2009

Rank	Title	Country of origin	Gross box office (£m)	Opening cinemas	Distributor
1	Slumdog Millionaire	UK	31.66	324	Pathé
2	The Boat that Rocked	UK/USA	6.14	462	Universal
3	The Young Victoria*	UK/USA	4.95	401	Momentum
4	The Damned United	UK/USA	2.18	236	Sony Pictures
5	In the Loop*	UK	2.14	104	Optimum
6	Last Chance Harvey*	UK/USA	2.02	302	Momentum
7	Lesbian Vampire Killers	UK	1.67	362	Momentum
8	Looking for Eric*	UK/Fra/Bel/Ita	1.24	239	Icon
9	The Secret of Moonacre	UK/Fra/Hun	0.94	363	Warner Bros
10	Bronson	UK	0.90	85	Vertigo
11	Tormented	UK	0.70	234	Warner Bros
12	Is Anybody There?*	UK/USA	0.46	96	Optimum
13	Cheri	UK/Fra/Ger	0.41	81	Warner Bros
14	50 Dead Men Walking	UK/Can	0.39	76	Metrodome
15	The Age of Stupid	UK	0.19	20	Dogwoof
16	Shifty	UK	0.14	51	Metrodome
17	Genova	UK	0.12	13	Metrodome
18	Doghouse	UK	0.12	99	Vertigo
19	Franklyn	UK/Fra	0.11	54	E1 Films
20	Hush	UK	0.09	34	Optimum

Source: Nielsen EDI, RSU analysis

Gross box office = cumulative total up to 26 July 2009

Films with an asterisk (*) were still being exhibited on 26 July 2009

Notes

1. Admissions data supplied by the Cinema Advertising Association and Nielsen EDI.
2. Gross box office data supplied by Nielsen 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.

Pre-release Access

Under the terms of the Statistics and Registration Service Act 2007, statutory 24 hours pre-release access to this statistical release was granted to the following:

Stephen Bristow, Head of Government Relations
 Carol Comley, Head of Strategic Development
 Tina McFarling, Head of Industry Relations
 Tara Milne, Press and Public Affairs Officer
 Oliver Rawlins, Head of Communications
 John Woodward, Chief Executive Officer