

International market share of UK films 2010

UK Film Council Research and Statistics Unit

24 March 2011

Global box office receipts reached \$31.8 billion in 2010, up 8% on 2009 (Table 1) and UK films had a 14.2% share of this market. UK inward investment films (UK films wholly or partly financed by US studios but featuring UK cast, crew, locations, facilities, post-production and often UK source material) earned 12.6% of the worldwide box office while UK independent films shared 1.6% of global revenues.

As Table 1 shows, the UK market share fluctuates significantly from year to year. As predicted in last year's report, the market share of UK films increased in 2010 due to the number of UK/USA collaborations in the marketplace. We anticipate an increase in UK independent share in 2011 due to the global success of *The King's Speech* which has to date earned \$359 million worldwide.

Table 1 UK films global market share, 2002-2010

Year	UK film worldwide Gross (\$ billion)	Global theatrical Market (\$ billion)	UK share (%)	US studio-backed UK films share (%)	Independent UK films share (%)
2002	1.8	19.8	9.1	7.6	1.5
2003	1.4	20.1	6.9	5.5	1.5
2004	2.9	24.9	11.6	10.0	1.6
2005	3.6	23.1	15.5	13.4	2.2
2006	2.2	25.5	8.6	7.5	1.2
2007	3.3	26.3	12.5	10.6	1.9
2008	4.2	27.8	15.1	13.3	1.8
2009	2.0	29.4	6.8	4.4	2.4
2010	4.5	31.8	14.2	12.6	1.6

Source: MPAA, Screen Digest, Rentrak EDI, UK Film Council

The highest-grossing UK film of 2010 was the seventh instalment of the Harry Potter series, *Harry Potter and the Deathly Hallows Part One*, which earned \$952 million worldwide (Table 2). Christopher Nolan's *Inception* earned \$826 million while Guy Ritchie's *Sherlock Holmes*, a late December 2009 release, grossed \$191 million in 2009 and \$372 million in 2010.

Table 2 Top 10 UK films worldwide, 2010

Rank	Title	Country of origin	Worldwide box office gross (\$m)
1	Harry Potter and the Deathly Hallows Part One*	UK/USA	952
2	Inception	UK/USA	826
3	Clash of the Titans	UK/USA	493
4	Sherlock Holmes	UK/USA	372
5	Prince of Persia: The Sands of Time	UK/USA	336
6	Robin Hood	UK/USA	322
7	The Chronicles of Narnia: The Voyage of the Dawn Treader*	UK/USA	266
8	The Wolfman	UK/USA	143
9	Kick-Ass	UK/USA	105
10	Nanny McPhee and the Big Bang	UK/USA	95
	Total top 10		3,910

Source: UK Film Council

*still on international theatrical release as at 10 February 2011

The highest grossing independent UK film at the worldwide box office in 2010 was Matthew Vaughn's *Kick-Ass* which grossed \$105 million. This was followed by Roman Polanski's *The Ghost, Nine* and *Streetdance 3D* which earned \$42 million worldwide in 2010.

Table 3 Top independent UK films worldwide, 2010

Rank	Title	Country of origin	Worldwide box office gross (\$m)
1	Kick-Ass	UK/USA	105
2	The Ghost	UK/Fra/Ger	62
3	Nine	UK/USA	44
4	Streetdance 3D*	UK	42
5	The Imaginarium of Dr Parnassus	UK/Can	32
6	You Will Meet a Tall Dark Stranger*	UK/USA	27
7	The King's Speech*	UK	24
8	Planet 51	UK/Spa/USA	16
9	Solomon Kane	UK/Fra/Cze	14
10	Tamara Drewe*	UK	12
	Total top 10		378

Source: UK Film Council

*still on theatrical release as at 10 February 2011

Table 4 presents UK films' market share in a selection of international territories. UK films had a 14.3% share of the world's largest theatrical market, the USA and Canada, in 2010. In Europe, UK share ranged from a high of 22% in Spain (including 5.4% for independent UK films) down to 12% in Italy. UK films shared 22% of the Colombian market and one fifth of the Chilean and Mexican box office with similar outcomes in Australasia.

Table 4: UK market share in selected international markets, 2010

Territory	Gross box office earned by UK films (all figures in US\$ unless otherwise Stated)	UK share (%)	US studio-backed UK films share (%)	Independent UK films share (%)
USA and Canada	\$1,436.5m	14.3	12.4	1.9
<i>Europe</i>				
Austria	€20.2m	16.8	14.6	2.2
France	31.8m admissions	16.7	12.8	3.9
Germany	€156.6m	19.2	16.9	2.3
Italy	€87.4m	12.0	10.0	2.0
Netherlands	€36.0m	19.5	17.3	2.1
Portugal	€12.2m	15.6	13.0	2.6
Spain	€135.5m	22.2	16.9	5.4
<i>Latin America</i>				
Argentina	\$39.8m	17.3	16.0	1.3
Brazil	\$112.1m	15.7	14.6	1.1
Chile	\$15.7m	20.2	19.5	0.7
Colombia	\$24.5m	21.9	21.1	0.8
Mexico	\$152.4m	20.1	18.9	1.2
Venezuela	\$34.0m	14.3	13.4	0.9
<i>Asia</i>				
Japan	\$201.0m	9.8	8.9	0.9
South Korea	\$132.1m	12.8	12.2	0.6
<i>Australasia</i>				
Australia	\$177.4m	21.9	17.5	4.4
New Zealand	\$22.5m	20.8	17.1	3.7

Source: UK Film Council analysis of Rentrak EDI data

Notes

1. The worldwide gross box office of UK film is calculated from a variety of sources including the box office tracking company Rentrak EDI, the Independent Film and Television Alliance and trade publications (primarily Screen International and Variety).
2. Figures are based on gross box office for UK films released in 2010 and include revenue earned until 10 February 2011.
3. Country of origin is 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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