



Audiences' favoured genres tend to be those where the impact of the characters, narratives and situations is *magnified* by the uniquely immersive, collective experience of the cinema.

Genre groups	% of UK cinema releases 2016	% of UK cinema box-office 2016
Sci-fi / action / adventure	11.7% 	43.8%
Family / animation	5.0% 	17.9%
Comedy / romcom	19.5%	15.4%
Horror / suspense	9.9%	7.0%
Others	53.9%	15.9%

comScore

With great power comes great irresponsibility: Ryan Reynolds enjoyed the biggest hit of his career to date starring as Wade Wilson, a wise-cracking mercenary in Marvel's expanding cinematic universe. When his healing powers are massively enhanced in a rogue operation that leaves his body scarred (but his sense of humour intact), Wade adopts the alter ego, 'Deadpool'. This hard-hitting comedy take on the superhero genre found huge favour with audiences on social media and in cinemas (its worldwide box-office receipts topped \$780m); a sequel is due in 2018. *Deadpool's* successful UK digital advertising and publicity campaign was 'highly commended' at the *Screen* trade awards 2016.



Fantasy reigns

In 2016, heroes and superheroes continued to punch mightily above their weight. Spectacular action/adventure looks, sounds and feels most impressive at the cinema.

The six films tabled below, all listed in the top 20 releases of 2016, accounted for **14%** of the entire year's box-office receipts.

Marvel Cinematic Universe

	Film	UK distributor	UK cinema release date 2016	UK cinema box-office 2016
1	<i>Deadpool</i> (previous page)	20 th Century Fox	12 Feb	£37.8m
2	<i>Captain America: Civil War</i>	Walt Disney	29 April	£36.9m
3	<i>Doctor Strange</i>	Walt Disney	28 Oct	£23.1m
4	<i>X-Men: Apocalypse</i>	20 th Century Fox	20 May	£18.3m

comScore

DC Comics Extended Universe

	Film	UK distributor	UK cinema release date 2016	UK cinema box-office 2016
1	<i>Batman V Superman: Dawn of Justice</i>	Warner Bros.	25 March	£36.6m
2	<i>Suicide Squad</i>	Warner Bros.	5 Aug	£33.6m

comScore

A decade after *Iron Man* and *The Dark Knight* (both 2008) stoked the current generation of comic-strip cinema with such aplomb, there is much more to come from both these creative powerhouses in 2017 and beyond.

In addition, an eclectic mix of **dramatic adventure films** reached mass audiences.

Between them, the 15 examples listed in the table on the right delivered approximately 20 million UK cinema visits:

Drama/adventure film	UK distributor	UK cinema release date 2016	UK cinema box-office 2016
<i>Jason Bourne</i>	Universal	29 July	£23.3m
<i>The Revenant</i>	20 th Century Fox	15 Jan	£23.1m
<i>Miss Peregrine's Home for Peculiar Children</i>	20 th Century Fox	30 Sept	£12.2m
<i>London Has Fallen</i>	Lionsgate	4 March	£10.9m
<i>Me Before You</i>	Warner Bros.	3 June	£9.6m
<i>The Legend of Tarzan</i>	Warner Bros.	8 July	£9.2m
<i>Arrival</i>	eOne	11 Nov	£9.1m*
<i>Passengers</i>	Sony	23 Dec	£9.1m*
<i>Goosebumps</i>	Sony	5 Feb	£9.0m
<i>Inferno</i>	Sony	14 Oct	£8.3m
<i>Jack Reacher: Never Go Back</i>	Paramount	21 Oct	£8.0m
<i>The Danish Girl</i>	Universal	1 Jan	£7.5m
<i>The Hateful Eight</i> (below)	Entertainment	8 Jan	£7.4m
<i>Sully: Miracle on the Hudson</i>	Warner Bros.	2 Dec	£7.1m*
<i>Spotlight</i>	eOne	29 Jan	£6.3m

*Still on UK cinema release at end of 2016

comScore



Entertainment

Big draw

Animation, a strikingly diverse genre, attracted diverse audiences of all ages, and in 2016 1 in 6 cinema tickets were purchased for an animated film. The BBFC certificate for the releases tabled below ranged from U – 15.

Top 15 animated films in UK cinemas 2016

Film	UK distributor	UK cinema release date 2016	UK cinema box-office 2016
1 <i>Finding Dory</i>	Walt Disney	29 July	£42.9m
2 <i>The Secret Life of Pets</i> (right)	Universal	24 June	£36.3m
3 <i>Zootropolis</i>	Walt Disney	25 March	£24.0m
4 <i>Trolls</i>	20 th Century Fox	21 Oct	£23.4m
5 <i>Alvin and the Chipmunks: The Road Chip</i>	20 th Century Fox	12 Feb	£16.8m
6 <i>Moana</i>	Walt Disney	2 Dec	£15.2m*
7 <i>Kung Fu Panda 3</i>	20 th Century Fox	11 March	£14.2m
8 <i>Angry Birds</i>	Sony	13 May	£10.6m
9 <i>Sausage Party</i>	Sony	2 Sept	£7.7m
10 <i>Ice Age: Collision Course</i>	20 th Century Fox	15 July	£7.5m
11 <i>Storks</i>	Warner Bros.	14 Oct	£6.9m
12 <i>Ballerina</i>	eOne	23 Dec	£3.1m*
13 <i>Kubo and the Two Strings</i>	Universal	9 Sept	£3.1m
14 <i>Monster Trucks</i>	Paramount	30 Dec	£2.4m*
15 <i>Capture the Flag</i>	Paramount	29 Jan	£1.9m

Total top 15

£216 million

*Still on UK cinema release at end of 2016

comScore

The highest-grossing animated film of all time in UK cinemas remains *Toy Story 3*, which generated £73.9m in ticket sales in 2010 (see page 52).



Universal



Pawesome: From Imagination, creators of *Despicable Me*, came this New York-set animated comedy. With a voice cast including Kevin Hart, Albert Brooks and Steve Coogan, *The Secret Life of Pets* was revealed in UK cinema previews on 18/19 June, the weekend prior to its opening date (Friday 24 June). It achieved the biggest animated film opening of 2016 to date (£9.58m including the previews), which was the 4th biggest original animation opening in UK cinema history. It was the UK's highest grossing film in June and July, grossing a total of £36.3m, part of a mighty global haul of \$875m. Next up from the same powerhouse stable were *Sing* (UK release in January 2017) and *Despicable Me 3* (summer).