



Top trending movies 2016

Films people talked about on **Twitter** – not necessarily the same as going to see them at the cinema – were:

- 1) *Star Wars*
- 2) *Suicide Squad*
- 3) *Deadpool*
- 4) *Harry Potter* (as well as *Fantastic Feasts and Where to Find Them* opening in cinemas in November, *Harry Potter and the Cursed Child* opened on stage in London's West End to rave reviews and its script was published in book form to great success)
- 5) *Batman V Superman: Dawn of Justice*
- 6) *Captain America: Civil War*
- 7) *Finding Dory*
- 8) *The Revenant*
- 9) *Zootropolis* (aka *Zootopia* in some markets)
- 10) *Ghostbusters*

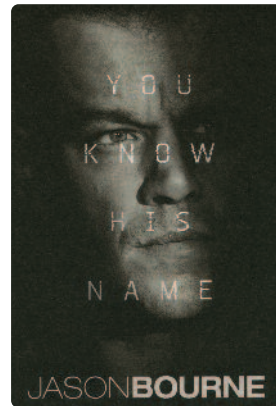
Overall, the biggest talking points of 2016 on Twitter were:

England's loss to Iceland in Euro 2016 (peaking at 128,000 tweets per minute); Brexit; Leicester City winning the Premier League; the deaths of various beloved faces; and big TV moments.

The UK's top 10 most followed celebrities of 2016 on Twitter were:

Harry Styles (29.5m followers); Adele; Louis Tomlinson; Liam Payne; Emma Watson; Zayn Malik; Ed Sheeran; Wayne Rooney; Simon Cowell; and Stephen Fry.

Universal



Bourne again for a new generation: Writer/director Paul Greengrass reunited with Matt Damon for *Jason Bourne*, a summer 2016 thriller with pumped-up visceral action and an international black-ops storyline culled from today's headlines. Both men appeared at the film's Leicester Square premiere alongside Julia Stiles, returning to the series as former agent Nicky Parsons, and Alicia Vikander who played the head of the CIA's cyber operations. *Jason Bourne* scored an opening frame worldwide of more than \$100m and by the end of its theatrical run had attracted more than \$400m in global ticket sales, outgrossing each of the previous (four) Bourne movies. Matt Damon, who last played Bourne in 2007, has new films including *The Great Wall* and *Downsizing* lined up in 2017. Alicia Vikander also starred in the romantic autumn release, *The Light Between Oceans*; she was in the media spotlight at its premiere too.

Globally the most tweeted talking points of 2016 were:

The Rio Olympics; the US Presidential election (*Time* magazine's Person of the Year for 2016 was US President-Elect, Donald J Trump); and Pokémon Go.

On Sunday 28 February 2016, the Academy Awards (Oscars®), hosted by Chris Rock, were watched live by 34.3 million TV viewers in the US. This was a near record low and the smallest audience for eight years.

Yet **the Oscars were a hit on social media**, generating 24.2m tweets globally during the night. Leonardo DiCaprio's best actor win (for *The Revenant*, after four previous nominations) drew more than 440,000 tweets per minute, making it the most-tweeted minute of an Oscar telecast ever (source: Twitter). On Facebook, 24m people engaged in 67m interactions related to the Oscars, Leonardo DiCaprio's win again being the most talked-about moment (source: Facebook).



What did British people search for online in 2016?

In the UK, the overall top trending topics amongst **Google searches** were Euro 2016; Pokémon Go; David Bowie; Donald Trump; and Prince.

Top trending news event was Brexit. Top trending tech device was the iPhone.

Top 'breakout' searches of the year in the UK included Alan Rickman; James Corden; *Robot Wars*; *The BFG*; and Tom Hiddleston.

In Ireland the 'breakout' Google searches of 2016 included the Academy Awards; *Penny Dreadful* and Steven Avery (subject of a Netflix docu-series).

Top 10 movie searches on Google in the UK 2016

1	<i>Deadpool</i>
2	<i>Suicide Squad</i>
3	<i>The Revenant</i>
4	<i>Batman V Superman: Dawn of Justice</i>
5	<i>Captain America: Civil War</i>
6	<i>10 Cloverfield Lane</i> (right)
7	<i>London Has Fallen</i>
8	<i>The Girl on the Train</i>
9	<i>The Big Short</i>
10	<i>Fantastic Beasts and Where to Find Them</i>

Google Trends

Paramount



'It's not safe out there, something's coming': Mary Elizabeth Winstead, John Goodman and John Gallagher Jr. starred in *10 Cloverfield Lane*, a post-apocalyptic suspense thriller shot in New Orleans, marking the feature directorial debut of Dan Trachtenberg. Produced by JJ Abrams, it grossed more than \$100m in cinemas worldwide in spring 2016. Four weeks into its UK release it passed £5m at the box-office, having been commended by Mark Kermode in his *Observer* review as 'a twisty, sinewy three-hander'.



YouTube is watched for an average of 16 minutes per day per person in the UK – although naturally averages can hide great variability between different segments of the population.

Britain is home to some of the most popular YouTubers in the world, including:

- Caspar Lee (whose first book, published in 2016, was a no.1 bestseller)
- Simon Minter (the Miniminter channel on YouTube)
- Dan Howell (DanIsNotOnFire)
- Lewis Brindle /Simon Lane (Yogscast channel about games)
- Deji Olantunji (Comedy Shorts Gamer)
- Tom Cassell (The Syndicate Project)
- Zoella and her brother, Joe Suggs
- Ella Woodward (whose *Deliciously Ella* was the fastest-selling debut cookbook in the UK)

These and so many others constitute a diverse array of talent, racking up billions of views.

The most popular official music channels on YouTube include: Little Mix; Coldplay; and Adele.

Almost 5 billion videos are watched on YouTube every day by a user base of some 1.3 billion people.

The top 10 trending videos alone attracted 550m views and were watched for more than 25m hours.

In the UK, the favourite YouTube videos of 2016 offered a mix of heart-warming, funny, silly and/or ridiculous entertainment to share or discuss:

- James Corden's *Carpool Karaoke* (a hugely popular segment of his *Late Late Show* on CBS; the single biggest viral video on YouTube in 2016 was the edition with Adele)
- John Lewis Christmas TV commercial 2016 (Buster the Boxer)
- The *Star Wars* Stormtroopers boogie on *Britain's Got Talent* (Simon Cowell's golden buzzer act in the 2016 series)
- Kevin Hart, Ice Cube and Conan help a student driver



In recent years there has been a constant rise in the discussion of films on **Facebook**. Filmgoers share updates on their latest cinema visits and 'like' film pages that appeal to them. According to statista.com, as of December 2016, films (franchises or individual titles) with the most fans on Facebook included: *Harry Potter*, *Minions*, *Fast & Furious*, *Titanic*, *Avatar*, *The Twilight Saga*, *Shrek*, *Transformers* and *Toy Story*.

At the end of 2016, Facebook had *1.86 billion* active users each month worldwide. Of these, 349 million were in Europe. *Video* has been identified as a 'megatrend' on Facebook and the network is developing a TV app to work with set-top boxes, enabling users to watch more longer-form videos. In Q4 2016, *mobile* advertising accounted for 84% of Facebook's total ad revenue.



Sony

'Choose life. Choose Facebook, Twitter, Instagram and hope that someone somewhere cares': Twenty years have gone by; much has changed but just as much remains the same. Shot in Edinburgh and Glasgow, Danny Boyle's highly anticipated *T2 Trainspotting* reunited the original (1996) cast. Its world premiere took place in Edinburgh on 22 January 2017, five months after principal photography wrapped. The film was released in UK cinemas five days later and was also given a berth at the Berlin International Film Festival in February.