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Focus on cinemagoing by month 2016

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Box-office period	1 Jan – 4 Feb	5 Feb – 3 March	4 – 31 March	1 April – 5 May	6 May – 2 June	3 – 30 June
Total box-office gross UK + Republic of Ireland <i>including event cinema</i>	£125,078,564	£110,547,855	£95,761,897	£129,196,237	£73,984,415	£75,602,432
Total box-office vs. equiv. period 2015	+0.4%	+1.3%	+30.1%	+20.1%	-30.8%	-27.7%
Total new releases <i>including event cinema</i>	69	81	63	87	79	69
Box-office for feature films UK + RoI <i>including event cinema</i>	£121,818,941	£108,108,270	£93,899,068	£126,071,353	£72,466,579	£74,456,851
No. feature films released	61	70	59	75	74	63
Top film	<i>Star Wars: The Force Awakens</i>	<i>Deadpool</i>	<i>Batman V Superman: Dawn of Justice</i>	<i>The Jungle Book</i>	<i>Captain America: Civil War</i>	<i>The Secret Life of Pets</i>
UK admissions	14,029,310	15,352,658	13,388,081	13,134,753	12,498,334	10,707,878
Republic of Ireland admissions	1,476,338	1,397,846	1,183,644	1,038,704	1,038,109	1,117,479

First quarter (13 weeks)

213 new releases, of which 190 were feature films (23.7% of 2016 releases)
Box-office: £331,388,316 (24.9% of 2016 box-office)

Second quarter (13 weeks)

235 new releases, of which 212 were feature films (26.1% 2016 releases)
Box-office: £278,783,084 (21.0% of 2016 box-office)

First half (26 weeks)

448 new releases, of which 402 were feature films (49.8% of 2016 releases)
Box-office: £610,171,400 (45.9% of 2016 box-office)

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Box-office period	1 July – 4 Aug	5 Aug – 1 Sept	2 Sept – 6 Oct	7 Oct – 3 Nov	4 Nov – 1 Dec	2 Dec – 5 Jan 2017
Total box-office gross UK + Republic of Ireland including event cinema	£154,185,501	£114,350,835	£108,847,371	£110,702,498	£92,336,864	£138,878,662
Total box-office vs. equiv. period 2015	+13.7%	+28.9%	+79.8%	-24.8%	-12.6%	-4.6%
Total new releases including event cinema	65	66	96	83	72	70
Box-office for feature films UK + RoI including event cinema	£149,272,006	£113,483,588	£105,474,266	£105,856,388	£89,481,340	£136,509,146
No. feature films released	55	63	85	65	60	61
Top film	<i>The Secret Life of Pets</i>	<i>Suicide Squad</i>	<i>Bridget Jones's Baby</i>	<i>Bridget Jones's Baby</i>	<i>Fantastic Beasts and Where to Find Them</i>	<i>Rogue One: A Star Wars Story</i>
UK admissions	16,590,400	18,088,513	11,664,455	15,191,619	12,397,524	15,216,370
Republic of Ireland admissions	1,677,747	1,738,614	1,180,486	1,391,908	1,261,463	1,279,990

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Box-office receipts fluctuate considerably month by month, depending on the release line-up, the prevailing weather, holiday dates and of course competition – from other films and other leisure attractions of any form.

Third quarter (13 weeks)

227 new releases, of which 203 were feature films (25.3% of 2016 releases)
Box-office: £377,383,707 (28.4% of 2016 box-office)

Fourth quarter (13 weeks)

225 new releases, of which 186 were feature films (24.9% of 2016 releases)
Box-office: £341,918,024 (25.7% of 2016 box-office)

Second half (26 weeks)

452 new releases, of which 389 were feature films (50.2% of 2016 releases)
Box-office: £719,301,731 (54.1% of 2016 box-office)

Total theatrical market 2016 (53 weeks: 1 Jan 2016 – 5 Jan 2017)

Overall UK + Ireland box-office: **£1,329,473,131**
(+1% vs. the 52-week year of 2015)

Generated from 900 new releases (vs. 847 in 2015), of which 791 were feature films (vs. 733 in 2015)

Top 12 cinemagoing weekends 2016 (as reported)

The 53-week average weekend box-office in 2016 was £14.8 million.

2016 weekend (Fri – Sun)		UK cinema box-office top 15 releases incl. previews	Top 3 films
1	12 – 14 Feb	£26,201,085	<i>Deadpool</i> , <i>Alvin and the Chipmunks: The Dead Chip</i> , <i>Zoolander 2</i>
2	25 – 27 March	£25,142,914	<i>Batman V Superman: Dawn of Justice</i> , <i>Zootropolis</i> , <i>Kung Fu Panda 3</i>
3	29 – 31 July	£23,794,511	<i>Finding Dory</i> , <i>Jason Bourne</i> , <i>The BFG</i>
4	29 April – 1 May	£23,250,570	<i>Captain America: Civil War</i> , <i>The Jungle Book</i> , <i>Eye in the Sky</i>
5	16 – 18 Dec	£22,189,547	<i>Rogue One: A Star Wars Story</i> , <i>Moana</i> , <i>Fantastic Beasts and Where to Find Them</i>
6	18 – 20 Nov	£21,994,682	<i>Fantastic Beasts and Where to Find Them</i> , <i>Arrival</i> , <i>Trolls</i>
7	5 – 7 August	£21,489,028	<i>Suicide Squad</i> , <i>Finding Dory</i> , <i>Jason Bourne</i>
8	1 – 3 Jan	£20,370,738	<i>Star Wars: The Force Awakens</i> , <i>Daddy's Home</i> , <i>Joy</i>
9	28 – 30 Oct	£19,501,971	<i>Doctor Strange</i> , <i>Trolls</i> , <i>Jack Reacher: Never Go Back</i>
10	24 – 26 June	£18,234,922	<i>The Secret Life of Pets</i> , <i>Independence Day: Resurgence</i> , <i>The Conjuring 2: The Enfield Case</i>
11	22 – 24 July	£17,728,126	<i>The BFG</i> , <i>Star Trek Beyond</i> , <i>Ghostbusters</i>
12	30 Dec – 1 Jan 2017	£17,645,078	<i>Rogue One: A Star Wars Story</i> , <i>Why Him?</i> , <i>Passengers</i>
Total		£257,543,172 = 19.4% of total 2016 box-office	

comScore

The lowest weekend box-office of 2016 was recorded on 10–12 June: £7.89 million was reportedly spent on cinema tickets for the top 15 films on release (excluding previews).

Top weeks for UK cinemagoing 2016

The market place expands or contracts according to the films released into it. Three specific examples of the market's product-driven nature:

- Weekly box-office receipts in 2016 ranged from a low of £12.9 million (10–16 June) to a high of £48.6 million (12–18 February, half-term week, when cinemas opened their doors to an average of a million people a day, practically half of them to see the top new release, *Deadpool*).
- Over the weekend of 18–20 March, £8.51m was spent on cinema tickets for the top 15 films on release; while the very next weekend, 25–27 March, when *Batman V Superman: Dawn of Justice*, *Zootropolis* and *My Big Fat Greek Wedding 2* all opened, expenditure tripled to £25.1m for the top 15 films.
- Over the weekend of 9–11 September, £8.68m was spent on cinema tickets for the top 15 releases; while the very next weekend, 16–18 September, the amount nearly doubled to £14.2m when *Bridget Jones's Baby* was launched. September 2016 was the biggest September for cinema visits in the UK since September 1997.



Beyond fast: Justin Lin, director of four movies in the *Fast & Furious* franchise, took the helm of this third mission in the modern big-screen series of *Star Trek*. Scripted by Simon Pegg, who also reprised his role of Scotty the engineer, *Star Trek Beyond* saw Captain Kirk's crew marooned on an unknown planet in uncharted space when the USS Enterprise is destroyed. They encounter a new adversary, Krall (Idris Elba), with a long-standing grudge against Starfleet. This was the final *Star Trek* voyage for Anton Yelchin, who had played Chekov in the last three movies; just before the release of *Star Trek Beyond* he was killed in a tragic accident at his California home, aged 27.

Top 15 cinemagoing weeks 2016

	Full playweek 2016 (Fri – Thurs)	UK cinema box-office (7 days)	No. new titles released (given 1 or more public showings)	Top 3 films on UK release
1	12 – 18 February	£48,596,353	23	<i>Deadpool</i> , <i>Alvin and the Chipmunks: The Road Chip</i> , <i>Zoolander 2</i>
2	29 July – 4 August	£45,494,179	14	<i>Finding Dory</i> , <i>Jason Bourne</i> , <i>The BFG</i>
3	25 – 31 March	£45,195,520	17	<i>Batman V Superman: Dawn of Justice</i> , <i>Zootropolis</i> , <i>Kung Fu Panda 3</i>
4	5 – 11 August	£39,942,345	12	<i>Suicide Squad</i> , <i>Finding Dory</i> , <i>Jason Bourne</i>
5	29 April – 5 May	£39,292,473	17	<i>Captain America: Civil War</i> , <i>The Jungle Book</i> , <i>Eye in the Sky</i>
6	16 – 22 December	£39,028,765	7	<i>Rogue One: A Star Wars Story</i> , <i>Moana</i> , <i>Fantastic Beasts and Where to Find Them</i>
7	23 – 29 December	£35,322,590	9	<i>Rogue One: A Star Wars Story</i> , <i>Passengers</i> , <i>Moana</i>
8	22 – 28 July	£33,507,170	14	<i>The BFG</i> , <i>Star Trek Beyond</i> , <i>Ghostbusters</i>
9	21 – 27 October	£32,195,815	21	<i>Trolls</i> , <i>Jack Reacher: Never Go Back</i> , <i>The Girl on the Train</i>
10	1 – 7 January	£31,755,962	10	<i>Star Wars: The Force Awakens</i> , <i>Daddy's Home</i> , <i>Joy</i>
11	18 – 24 November	£31,482,497	17	<i>Fantastic Beasts and Where to Find Them</i> , <i>Arrival</i> , <i>Trolls</i>
12	30 December – 5 January 2017	£30,055,684	6	<i>Rogue One: A Star Wars Story</i> , <i>Why Him?</i> , <i>Passengers</i>
13	28 October – 3 November	£29,743,614	20	<i>Doctor Strange</i> , <i>Trolls</i> , <i>Jack Reacher: Never Go Back</i>
14	16 – 22 September	£26,305,257	20	<i>Bridget Jones's Baby</i> , <i>Blair Witch</i> , <i>The Beatles: Eight Days A Week – The Touring Years</i>
15	19 – 25 August	£26,008,162	20	<i>Finding Dory</i> , <i>Suicide Squad</i> , <i>David Brent: Life on the Road</i>
Top 15 weeks		£533,926,386 = 40.2% of 2016 box-office		