



GENRE AND CLASSIFICATION

Image: *Shaun the Sheep the Movie* courtesy of StudioCanal

GENRE AND CLASSIFICATION

Action was the most popular genre among UK cinema-goers in 2015, with animation second and drama third. As in previous years, there were more '15' releases than any other classification, but '12A' films generated the largest single share of the box office.

FACTS IN FOCUS

- ▶ Action was the highest earning genre of 2015, taking 30% of the box office from 9% of releases. The top earning action title was *SPECTRE*.
- ▶ Drama accounted for the highest proportion of releases (26%) but shared only 10% of the box office. The top earning drama was *Fifty Shades of Grey*.
- ▶ Sci-fi took more money per cinema on average than other genres due mainly to the record-breaking success of the top film of the year, *Star Wars: The Force Awakens*.
- ▶ Ten of the top performing films by genre were UK qualifying films, including the top biopic, top fantasy and top documentary releases.
- ▶ Action was also the highest earning genre for UK qualifying films (39% of total box office from 9% of releases).
- ▶ Drama was the highest earning genre for UK independent films (27% of total box office from 23% of releases).

GENRE

For statistical purposes, the BFI Research and Statistics Unit assigns a primary genre to every film released in the UK. This is not meant to be prescriptive but helps gauge the relative popularity of different genres on a consistent basis from year to year. The list of genres is based on conventions commonly used within the industry and by published sources such as the BFI's Collections Information Database, the British Board of Film Classification (BBFC), the Internet Movie Database (IMDb) and distributors' websites.

GENRE OF ALL FILM RELEASES

Table 1 shows the relative popularity of different genres at the box office in the UK and Republic of Ireland in 2015. The pattern of box office by genre each year is usually determined by a small number of high grossing releases. Action, which included the second biggest film of the year, *SPECTRE*, was the top earning genre with a combined gross of £394 million. Animation was the second highest earner with a combined gross of £210 million and sci-fi, due mainly to the success of the year's top film, *Star Wars: The Force Awakens*, was third with £141 million. Drama films had the highest proportion of releases (26%) but earned only 10% of the total box office gross.

All but six of the top performing titles by genre illustrated in the Table are UK films, which highlights the variety of story types of successful British films.

Table 1 Films released in the UK and Republic of Ireland by genre, 2015 (ranked by gross box office)

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Action	72	9.5	393.9	30.3	<i>SPECTRE</i>
Animation	29	3.8	210.0	16.2	<i>Minions</i>
Sci-fi	18	2.4	141.0	10.9	<i>Star Wars: The Force Awakens</i>
Comedy	166	21.9	135.1	10.4	<i>Pitch Perfect 2</i>
Drama	201	26.5	130.2	10.0	<i>Fifty Shades of Grey</i>
Biopic	10	1.3	83.4	6.4	<i>The Theory of Everything</i>
Adventure	12	1.6	75.9	5.8	<i>The Hunger Games: Mockingjay – Part 2</i>
Thriller	52	6.9	37.1	2.9	<i>Taken 3</i>
Horror	44	5.8	34.9	2.7	<i>The Woman in Black: Angel of Death</i>
Fantasy	1	0.1	21.3	1.6	<i>Cinderella</i>
Romance	12	1.6	12.8	1.0	<i>Brooklyn</i>
Music/dance	9	1.2	12.0	0.9	<i>Into the Woods</i>
Documentary	117	15.4	8.3	0.6	<i>Amy</i>
Crime	11	1.4	1.4	0.1	<i>The Gambler</i>
Western	2	0.3	0.6	<0.1	<i>Slow West</i>
Family	3	0.4	0.2	<0.1	<i>A Christmas Star</i>
Total	759	100.0	1,298.4	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures/percentages may not sum to totals due to rounding.

Figures as at 21 February 2016.

The pattern of genres ranked by the average number of sites at the widest point of release (WPR) is shown in Table 2. The top genre by average WPR in 2015 was fantasy but this is based on the release of only one highly promoted US studio-backed title, *Cinderella* (WPR of 585). Biopic was next but again this was based on a low number of releases (10), including *The Theory of Everything*, *Legend* and *American Sniper* (WPRs of 559, 565 and 483 respectively). The third placed genre by average WPR was animation, whose titles included *Minions*, *Inside Out* and *Home* (WPRs of 609, 632 and 561). *Star Wars: The Force Awakens* had the highest individual WPR (684) of all 2015 releases.

At the opposite end of the scale, the average WPR for the documentary genre was 27, although it had the third highest number of releases, at 117 films. The documentary releases with the highest individual WPRs in 2015 were *Amy*, *Roger Waters The Wall* and *Cobain: Montage of Heck* (WPRs of 280, 432 and 85 respectively).

Table 2 Films released in the UK and Republic of Ireland by genre, 2015 (ranked by average widest point of release)

Genre	Average number of sites at widest point of release	Number of releases	Gross box office (£ million)
Fantasy	585	1	21.3
Biopic	403	10	83.4
Animation	283	29	210.0
Adventure	279	12	75.9
Action	191	72	393.9
Sci-fi	180	18	141.0
Romance	148	12	12.8
Horror	122	44	34.9
Music/dance	114	9	12.0
Comedy	93	166	135.1
Western	89	2	0.6
Thriller	86	52	37.1
Drama	76	201	130.2
Crime	61	11	1.4
Family	52	3	0.2
Documentary	27	117	8.3
Total	106	759	1,298.4

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures may not sum to totals due to rounding.

Figures as at 21 February 2016.

Table 3 shows box office revenues per site by genre, which gives a good indication of performance in the market while controlling for the size of release. Sci-fi tops this list largely due to the success of *Star Wars: The Force Awakens*. The fantasy genre is second due solely to the performance of *Cinderella*, and action, which includes the second highest earning film of the year, *SPECTRE*, is third. Drama and comedy, the two genres with the greatest number of releases, were much lower placed when the average box office per site is taken into account, indicating a long tail of less able performers in each genre.

Table 3 Films released in the UK and Republic of Ireland by genre, 2015 (ranked by average box office gross per site)

Genre	Average box office per site (£)	Gross box office (£ million)	Total sites
Sci-fi	43,461	141.0	3,245
Fantasy	36,413	21.3	585
Action	28,708	393.9	13,722
Animation	25,608	210.0	8,202
Adventure	22,697	75.9	3,346
Biopic	20,692	83.4	4,030
Music/dance	11,687	12.0	1,030
Comedy	8,767	135.1	15,411
Drama	8,514	130.2	15,295
Thriller	8,301	37.1	4,475
Romance	7,241	12.8	1,770
Horror	6,493	34.9	5,375
Western	3,452	0.6	177
Documentary	2,618	8.3	3,187
Crime	2,159	1.4	671
Family	1,049	0.2	156
All genres	16,094	1,298.4	80,677

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Total sites = number of releases multiplied by average number of sites at widest point of release.

Figures may not sum to totals due to rounding.

Figures as at 21 February 2016.

GENRE OF UK AND UK INDEPENDENT FILM RELEASES

Action topped the box office by genre chart for all UK qualifying films released in 2015 mainly due to the success of a number of high earning US studio-backed films, including *SPECTRE*, *Avengers: Age of Ultron* and *Mission: Impossible – Rogue Nation* (Table 4). This genre took £223 million at the box office from 19 releases, while sci-fi, which is second in the list, took £125 million from eight releases. However, the majority (just under 98%) of the total box office for sci-fi was earned by just one title, *Star Wars: The Force Awakens*.

Documentary had more releases (54) than any of the other genres, but took just 1% of overall box office receipts. The top documentary, *Amy*, earned 65% of the total box office for all UK documentaries.

Table 4 UK qualifying films released in the UK and Republic of Ireland by genre, 2015 (ranked by gross box office)

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Action	19	9.1	223.2	38.5	SPECTRE
Sci-fi	8	3.8	125.3	21.6	Star Wars: The Force Awakens
Biopic	4	1.9	53.5	9.2	The Theory of Everything
Adventure	4	1.9	43.6	7.5	The Martian
Drama	44	21.1	39.1	6.7	Suffragette
Comedy	25	12.0	24.3	4.2	The Second Best Exotic Marigold Hotel
Fantasy	1	0.5	21.3	3.7	Cinderella
Animation	4	1.9	16.7	2.9	Shaun the Sheep the Movie
Music/dance	4	1.9	10.3	1.8	Into the Woods
Horror	11	5.3	6.0	1.0	The Woman in Black: Angel of Death
Romance	4	1.9	6.0	1.0	Brooklyn
Documentary	54	25.8	5.8	1.0	Amy
Thriller	18	8.6	3.8	0.7	Spooks: The Greater Good
Western	2	1.0	0.6	0.1	Slow West
Family	1	0.5	0.1	<0.1	A Christmas Star
Crime	6	2.9	<0.1	<0.1	The Long Good Friday
Total	209	100.0	579.8	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Percentages may not sum to 100 due to rounding.

Figures as at 21 February 2016.

As Table 5 shows, drama was the most popular genre for independent UK films, which made up the majority of UK film releases (87%). The £36 million earned by drama films (41 releases) represented 27% of the total box office for all UK independent films. Over half (53%) of the drama genre's total box office was earned by the year's top three UK independent drama releases – *Suffragette*, *Far from the Madding Crowd* and *Macbeth*. Biopic was the second highest earning genre with £32 million from three releases, and comedy was third with £24 million from 25 releases. *Legend*, the top earning biopic, accounted for 58% of the total box office for this genre, while the top earning comedy, *The Second Best Exotic Marigold Hotel*, accounted for 66% of this genre's total gross.

Table 5 UK independent films released in the UK and Republic of Ireland by genre, 2015 (ranked by gross box office)

Genre	Number of releases	% of all releases	Gross box office (£ million)	% of total box office	Top performing title
Drama	41	22.5	36.4	26.7	Suffragette
Biopic	3	1.6	31.8	23.4	Legend
Comedy	25	13.7	24.3	17.8	The Second Best Exotic Marigold Hotel
Animation	3	1.6	16.1	11.8	Shaun the Sheep the Movie
Documentary	54	29.7	5.8	4.3	Amy
Romance	3	1.6	5.7	4.2	Brooklyn
Horror	10	5.5	5.1	3.8	The Woman in Black: Angel of Death
Thriller	18	9.9	3.8	2.8	Spooks: The Greater Good
Sci-fi	7	3.8	3.0	2.2	Ex Machina
Action	6	3.3	2.8	2.1	Big Game
Western	2	1.1	0.6	0.4	Slow West
Music/dance	3	1.6	0.5	0.3	London Road
Family	1	0.5	0.1	0.1	A Christmas Star
Crime	6	3.3	<0.1	<0.1	The Long Good Friday
Total	182	100.0	136.0	100.0	

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

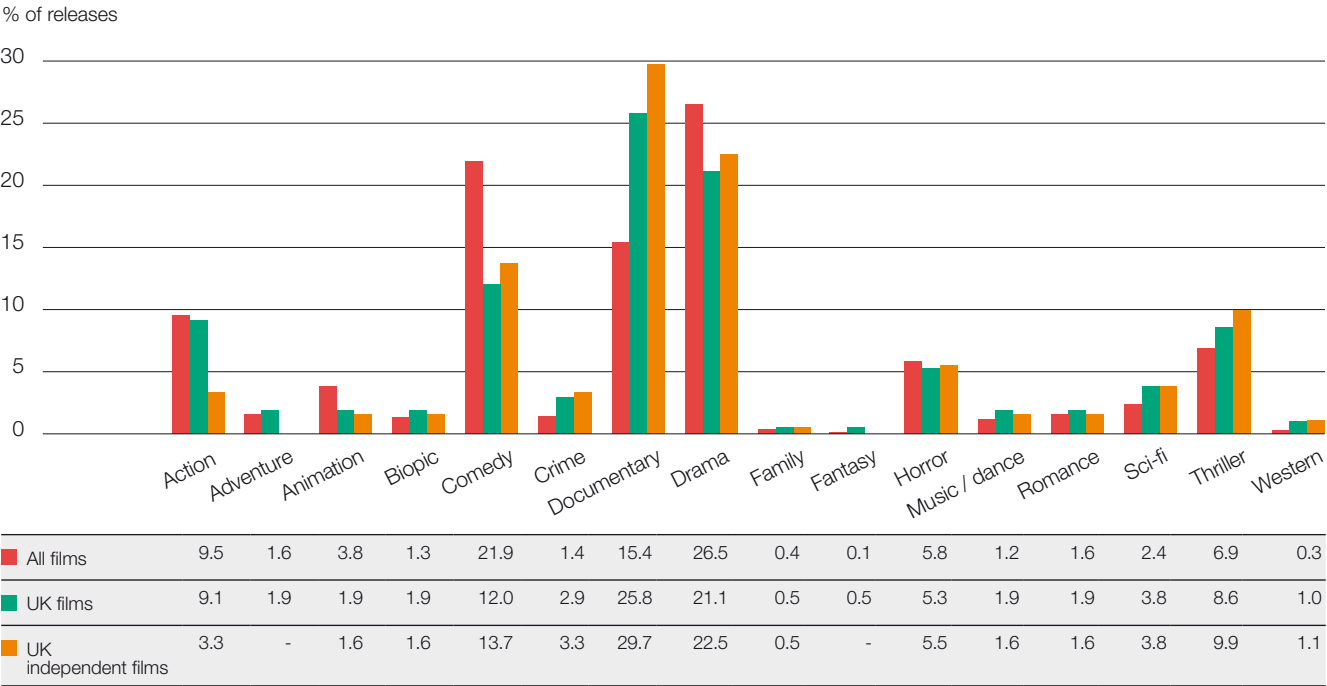
Percentages/figures may not sum to totals due to rounding.

Figures as at 21 February 2016.

Looking at UK films and UK independent films released in 2015, we see mainly similar rankings to those for all films in terms of percentages of releases by genre, but differences in the share of box office by genre (Figures 1 and 2). Comedy, drama and documentary were the most popular genres in terms of numbers of releases for all three categories, but UK films and UK independent films had higher proportions of documentaries compared with all films, and all films had a higher proportion of both comedy and drama films compared with the other two categories.

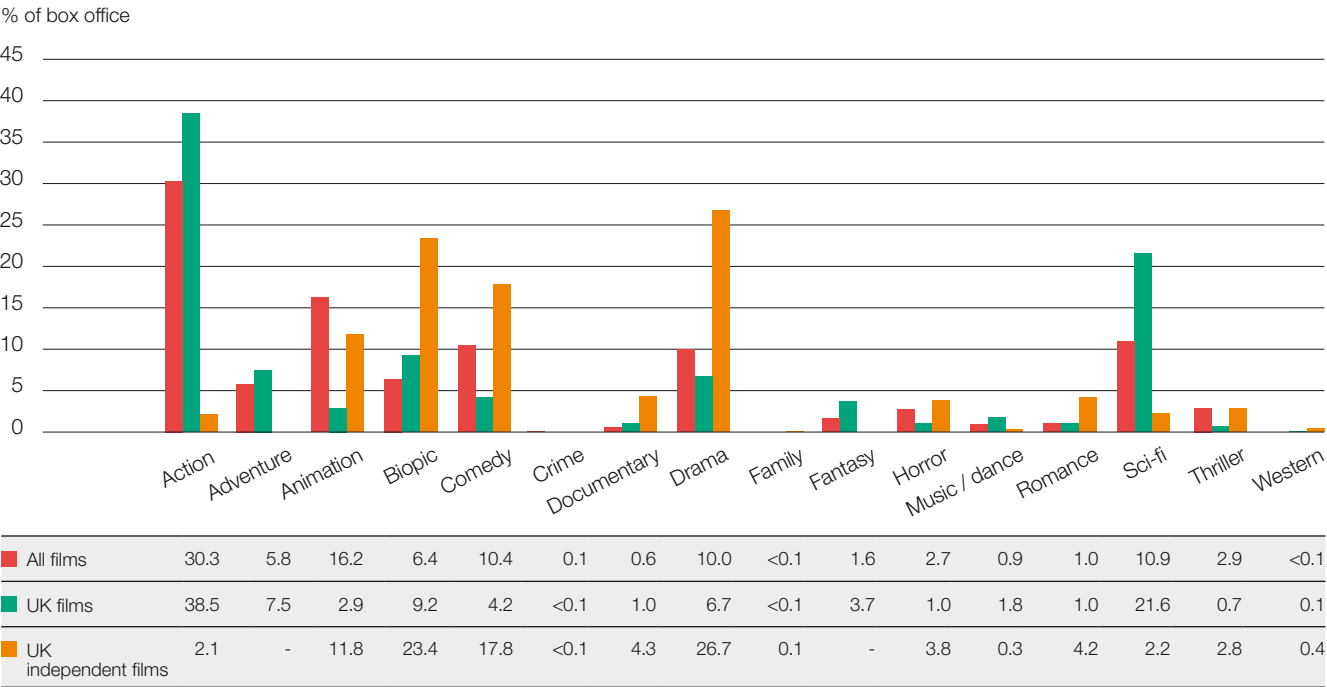
However, when looking at box office by genre, there are some differences between the three categories (Tables 1, 4 and 5). For all films and UK films, action was the highest earning genre taking 30% and 39% of total box office respectively, while drama was the highest earning genre for UK independent films (27%). The categories differ for the next highest earning genres: for all films, animation was the second highest earner with 16% of the total box office, sci-fi was in second place for UK films (22% of total box office) and for UK independent films, biopic was second (23% of total box office). The third highest earning genre also differed across the three categories: for all films it was sci-fi (11%), for UK films it was biopic (9%), and for UK independent films it was comedy (18%).

Figure 1 Proportion of releases by genre for all films, UK films and UK independent films, 2015



Source: comScore, BBFC, IMDb, BFI RSU analysis

Figure 2 Proportion of box office by genre for all films, UK films and UK independent films, 2015



Source: comScore, BBFC, IMDb, BFI RSU analysis

BBFC CLASSIFICATION

All films in the UK must carry a classification indicating their suitability for exhibition in premises licensed for cinematic exhibition by local authorities. The British Board of Film Classification (BBFC) provides age ratings for the majority of films aimed at theatrical release, although local authorities may grant their own classification if they decide to do so.

The symbols used by the BBFC, and their meanings, are given in Table 6.

Table 6 BBFC cinema film classifications

U (Universal)	Suitable for all
PG (Parental Guidance)	General viewing, but some scenes may be unsuitable for young children
12A	No-one younger than 12 may see a '12A' film in a cinema unless accompanied by an adult
15	No-one younger than 15 may see a '15' film in a cinema
18	No-one younger than 18 may see an '18' film in a cinema

Source: BBFC website

RELEASES AND BOX OFFICE BY CLASSIFICATION

Table 7 provides a picture of how 2015 releases were classified. It shows that, as in previous years, more '15' films (45%) were released than any other category, but the largest share of box office gross was earned by '12A' films which, at 56% was the largest share since records our began. The proportion of releases for both '15' and '12A' films (31%) was higher than in 2014 (43% and 30% respectively). Films classified as '15' in 2015 accounted for 19% of the overall box office gross, down from 27% in 2014.

Table 7 All releases in the UK and Republic of Ireland by BBFC film classification, 2015

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	40	5.3	195.4	15.1	Minions
PG	81	10.7	81.4	6.3	Big Hero 6
12A	236	31.1	723.7	55.7	Star Wars: The Force Awakens
15	340	44.8	242.6	18.7	Mad Max: Fury Road
18	52	6.9	55.2	4.3	Fifty Shades of Grey
No classification	10	1.3	0.1	<0.1	Get Up and Go
Total	759	100.0	1,298.4	100.0	

Source: comScore, BBFC, BFI RSU analysis

Notes:

'No classification' means no classification issued for theatrical release. Some of these films have a classification for video release.

Figures as at 21 February 2016.

Percentages may not sum to totals due to rounding.

Table 8 shows the breakdown of classifications for UK films released in 2015, and Table 9 shows the breakdown for UK independent films. The proportions of films released by BBFC classification were similar for all films, UK films and independent UK films (except that for UK films and UK independent films there was a greater proportion of '15' films than for all films, and for all films there was a compensating higher proportion of '12A' releases compared with the other two categories), but there were differences in box office takings by classification between the three categories (Figure 3).

Table 8 Releases of UK films in the UK and Republic of Ireland by BBFC film classification, 2015

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	9	4.3	38.1	6.6	Cinderella
PG	24	11.5	39.1	6.7	The Second Best Exotic Marigold Hotel
12A	59	28.2	435.9	75.2	Star Wars: The Force Awakens
15	95	45.5	47.8	8.2	Kingsman: The Secret Service
18	22	10.5	18.9	3.3	Legend
Total	209	100.0	579.8	100.0	

Source: comScore, BBFC, BFI RSU analysis.

Note: Figures as at 21 February 2016.

Table 9 Releases of UK independent films in the UK and Republic of Ireland by BBFC film classification, 2015

BBFC classification	Number of releases	% of releases	Gross box office (£ million)	% of gross box office	Top performing title
U	6	3.3	16.2	11.9	Shaun the Sheep the Movie
PG	19	10.4	19.9	14.6	The Second Best Exotic Marigold Hotel
12A	43	23.6	49.9	36.7	The Lady in the Van
15	92	50.5	31.0	22.8	The Woman in Black: Angel of Death
18	22	12.1	18.9	13.9	Legend
Total	182	100.0	136.0	100.0	

Source: comScore, BBFC, BFI RSU analysis

Notes:

Figures as at 21 February 2016.

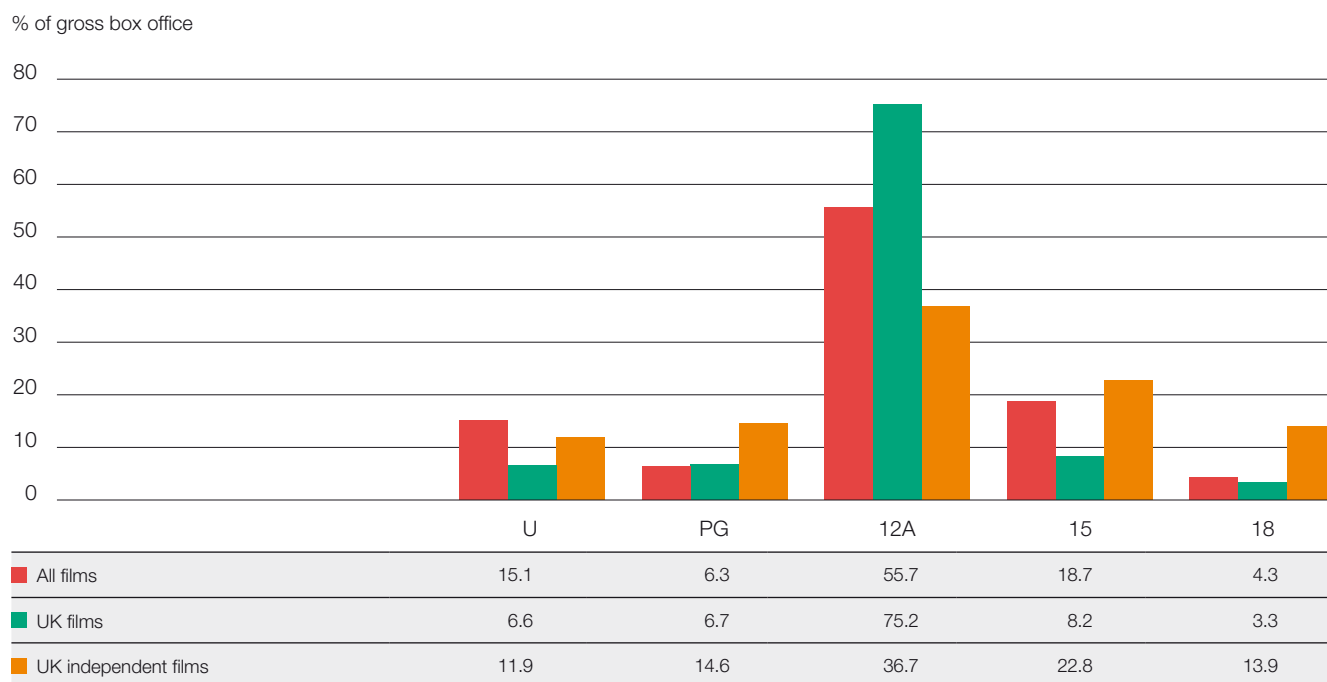
Figures/percentages may not sum to totals due to rounding.

Figure 3 shows that for all films, UK films and UK independent films, the highest earning classification was '12A' followed by '15'. Films with a '12A' classification generated 56% of the total box office for all films, 75% of the total box office for UK films and 37% for UK independent films. Eleven of the 20 highest earning films in 2015 were '12A' titles, including the top two grossing films of the year, *Star Wars: The Force Awakens* and *SPECTRE*, both of which were UK qualifying films. The top earning UK independent film with a '12A' rating was *The Lady in the Van*, which was among the year's top 30 highest grossing films.

UK independent films earned a larger proportion of their overall box office from the 'PG', '15' and '18' classifications than the other two categories in 2015. The top earning independent UK films in each of these classifications shows how the pattern of box office by rating each year is usually determined by a small number of high grossing releases. *The Second Best Exotic Marigold Hotel* earned 80% of the total box office for 'PG' rated independent UK films, the combined grosses of *The Woman in Black: Angel of Death* and *Amy* made up 28% of the total box office for '15' rated independent UK films, and *Legend* earned 73% of the category's total box office for '18' rated releases.

The 'U' classification generated a larger proportion of total box office for all films compared with UK films and UK independent films. 'U' rated releases included a significant number of high earning animated titles from the US majors including *Minions*, *Inside Out* and *Home*.

Figure 3 Percentage of gross box office by BBFC film classification for all films, UK films and UK independent films, 2015

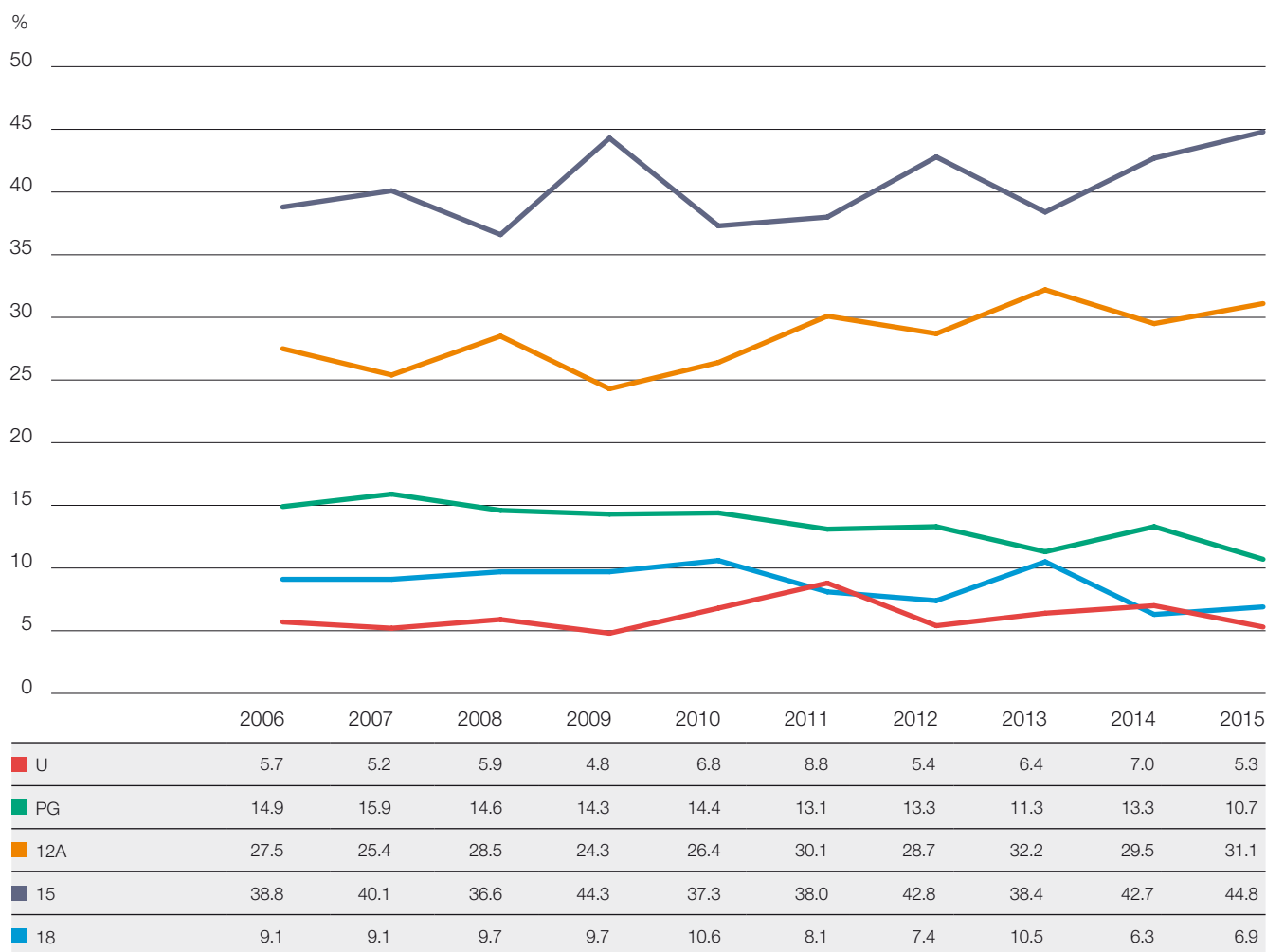


Source: comScore, BBFC, BFI RSU analysis

Figures as at 21 February 2016.

There has been some gradual change in the proportions of releases by classification over the last 10 years, as shown in Figure 4. The share of releases for the most common classification, '15', has mainly been around 40%, but was as high as 45% in 2015. The second and third most common classifications 'PG' and '12A' have together accounted for over 40% of releases for most of the period. During that time, these classifications have diverged with the slow decline in the 'PG' classification being compensated by a rising trend in the '12A' rating. The 'U' and '18' classifications have consistently accounted for the smallest percentages of releases since 2006. In 2011 and 2014 there were slightly more 'U' films released than '18' films, but in all other years more '18' films than 'U' films have been released.

Figure 4 Percentage of releases in the UK and Republic of Ireland by film classification, 2006-2015

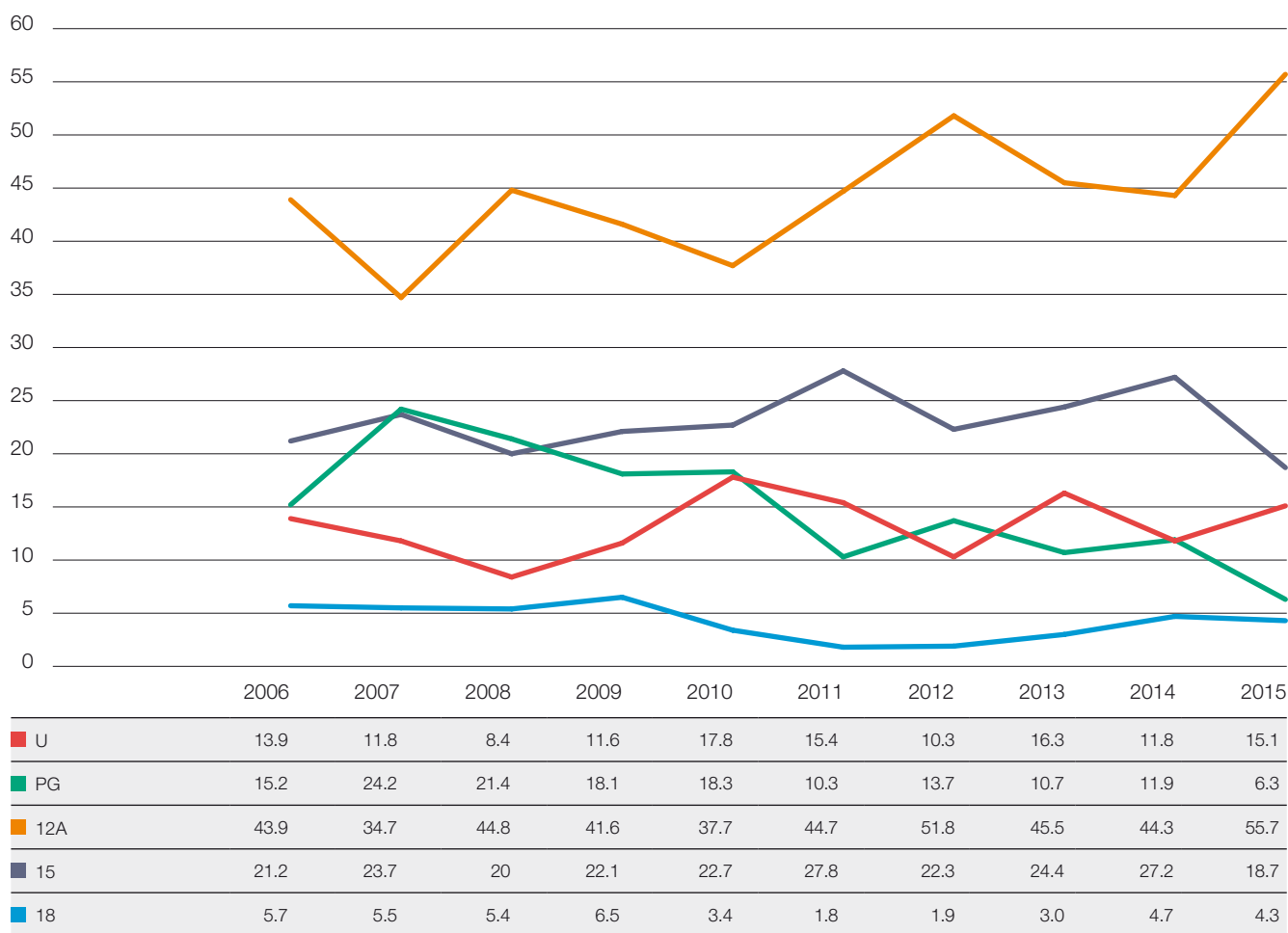


Source: comScore, BBFC, BFI RSU analysis

The shares of box office by film classification vary from year to year as demonstrated in Figure 5. However, the box office ranking of the classifications has remained fairly constant over time; the top earner being '12A', with 'U' and '18' typically being the lowest earners. However, there has been an overall downward trend for box office share for the 'PG' classification: in the first half of the period these films were vying for second and third place with '15' films, but as the chart shows, in the second half of the period they were in competition with 'U' films for third and fourth place. The decline in 'PG' films has been compensated by a rising trend in share for '12A' films. In 2015, the share for PG films, at 6%, was the lowest of the period, while the share for '12A' films, at 56%, was the highest.

Figure 5 Percentage of gross box office of releases in the UK and Republic of Ireland by film classification, 2006-2015

% of gross box office



Source: comScore, BBFC, BFI RSU analysis

Notes

See note to Figure 4.

Figures as at 21 February 2016.

TOP FILMS BY CLASSIFICATION

Table 10 shows the top 10 'U' classified films at the box office in the UK and Republic of Ireland in 2015. Animation, which is traditionally aimed at the youngest audiences, is the most popular genre in the list with nine of the top 10 titles. Six of the animations were released in both 3D and 2D and 15% of the total box office for these films was earned from 3D screenings.

The top five 'U' classified titles also feature in the list of top 20 best performing films of the year. There are three UK qualifying films in the list, up from two in 2014.

Table 10 Top 10 'U' classified films, 2015

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Minions*	USA	47.7	Universal	Animation
2	Inside Out*	USA	39.3	Walt Disney	Animation
3	Home	USA	25.4	20th Century Fox	Animation
4	Cinderella	UK/USA	21.3	Walt Disney	Fantasy
5	Hotel Transylvania 2	USA	20.4	Sony Pictures	Animation
6	Shaun the Sheep the Movie	UK/Fra	13.8	StudioCanal	Animation
7	Snoopy and Charlie Brown: The Peanuts Movie	USA	9.9	20th Century Fox	Animation
8	The SpongeBob Movie: Sponge out of Water	USA	8.6	Paramount	Animation
9	Two by Two	Ger/Bel/Lux/Ire/USA	3.2	eOne Films	Animation
10	Thomas & Friends: Sodor's Legend of the Lost Treasure	UK	0.6	National Amusements	Animation

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures as at 21 February 2016.

* Film still on release on 21 February 2016.

The highest earning release in the top 10 'PG' classified films in 2015 was another animated feature, but the list includes four other genres (Table 11). Comedy was the most popular genre with four releases. Four of the films in the list were shown in both 3D and 2D, and 15% of the box office for these films was earned at 3D screenings. *The Walk*, at 45%, generated the highest percentage of its total box office gross from 3D screenings. Five UK qualifying films appear in the list, up from three in 2014.

Table 11 Top 10 'PG' classified films, 2015

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Big Hero 6	USA	20.7	Walt Disney	Animation
2	The Second Best Exotic Marigold Hotel	UK/USA	16.0	20th Century Fox	Comedy
3	The Good Dinosaur	USA	14.8	Walt Disney	Animation
4	Into the Woods	UK/USA/Can	9.9	Walt Disney	Music/dance
5	Pan*	UK/USA/Aus	9.2	Warner Bros	Adventure
6	Mr Holmes	UK	2.7	eOne Films	Drama
7	Paul Blart: Mall Cop 2	USA	1.6	Sony Pictures	Comedy
8	The Walk	USA	1.4	Sony Pictures	Drama
9	Bill	UK	0.6	Vertigo	Comedy
10	Tamasha	Ind	0.5	UTV Motion Pictures	Comedy

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures as at 21 February 2016.

* Film still on release on 21 February 2016.

Half of the releases in the top 10 '12A' classified films list are action titles (Table 12). The top film in the list is the highest earning film of 2015, *Star Wars: the Force Awakens*, and all of the films in the list appear in the top 20 highest grossing films of the year. Six UK qualifying films feature in the list, compared with one in 2014.

Table 12 Top 10 '12A' classified films, 2015

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Star Wars: The Force Awakens*	UK/USA	122.3	Walt Disney	Sci-fi
2	SPECTRE*	UK/USA	95.2	Sony Pictures	Action
3	Jurassic World	USA	64.5	Universal	Action
4	Avengers: Age of Ultron	UK/USA	48.3	Walt Disney	Action
5	Fast & Furious 7	USA	38.6	Universal	Action
6	The Hunger Games: Mockingjay – Part 2	USA/Ger	29.2	Lionsgate	Adventure
7	The Martian*	UK/USA	23.5	20th Century Fox	Adventure
8	The Theory of Everything	UK	21.7	Universal	Biopic
9	Mission: Impossible – Rogue Nation	UK/USA	21.2	Paramount	Action
10	Taken 3	Fra	17.8	20th Century Fox	Thriller

Source: comScore, BBFC, IMDb, BFI RSU analysis

Notes:

Figures as at 21 February 2016.

* Film still on release on 21 February 2016.

By definition, '15' classified films contain stronger material than those deemed suitable for younger audiences. Depending on the type of film they are likely to involve more adult-oriented themes and the use of stronger language and violence. This is reflected in the top 10 for 2015, where comedy is the most common genre with four titles, including *Spy* and *Ted 2*, and action is the top earning genre with *Mad Max: Fury Road* and *Kingsman: The Secret Service* (Table 13). *Mad Max: Fury Road* is the only title in the list to also appear in the top 20 highest grossing films of the year. One UK qualifying film appears in the top 10, down from three in 2014.

Table 13 Top 10 '15' classified films, 2015

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Mad Max: Fury Road	USA/Aus	17.4	Warner Bros	Action
2	Kingsman: The Secret Service	UK/USA	16.6	20th Century Fox	Action
3	American Sniper	USA	13.7	Warner Bros	Biopic
4	Spy	USA	10.1	20th Century Fox	Comedy
5	Ted 2	USA	10.0	Universal	Comedy
6	Southpaw	USA	8.7	Entertainment	Drama
7	Straight Outta Compton	USA	8.2	Universal	Biopic
8	Focus	USA/Arg	7.4	Warner Bros	Comedy
9	Magic Mike XXL	USA	6.9	Warner Bros	Drama
10	Birdman	USA	6.1	20th Century Fox	Comedy

Source: comScore, BBFC, IMDb, BFI RSU analysis

Note: Figures as at 21 February 2016.

Films classified as '18' generally appeal to a narrower audience than other classifications due to their strong content. In recent years, it has been rare for an '18' classified film to break the £10 million barrier, but in 2013 *Django Unchained* grossed more than £15 million and in 2014 *The Wolf of Wall Street* and *Gone Girl* each earned more than £22 million. In 2015, *Fifty Shades of Grey* grossed just over £35 million to become the highest earning '18' certified film of all time at the UK box office (Table 14). Unusually, the top earning UK independent title of the year was an '18' film. *Legend* was the only other release in this category to gross more than £1 million and was one of three UK qualifying films in the top 10. There were two UK films in the top 10 '18' films in 2014.

Table 14 Top 10 '18' classified films, 2015

	Title	Country of origin	Gross box office (£ million)	Distributor	Genre
1	Fifty Shades of Grey	USA	35.1	Universal	Drama
2	Legend	UK/Fra	18.4	StudioCanal	Biopic
3	Knock Knock	USA	0.5	Entertainment	Thriller
4	The Diary of a Teenage Girl	USA	0.3	Vertigo	Drama
5	Kill Your Friends	UK	0.2	StudioCanal	Comedy
6	The Duke of Burgundy	UK/Hun	0.2	Curzon Artificial Eye	Drama
7	The Queen Of Ireland	Ire	<0.1	Universal	Documentary
8	Love	Fra	<0.1	Curzon Artificial Eye	Drama
9	Good People	UK	<0.1	Lionsgate	Thriller
10	True Romance	USA	<0.1	Park Circus	Drama

Source: comScore, BBFC, IMDb, BFI RSU analysis

Note: Figures as at 21 February 2016.



Research & Statistics Unit
21 Stephen Street, London W1T 1LN
bfi.org.uk/statistics