

# OCTOBER 2012 UK CINEMA BAROMETER

COMPILED BY THE CINEMA  
EXHIBITORS' ASSOCIATION

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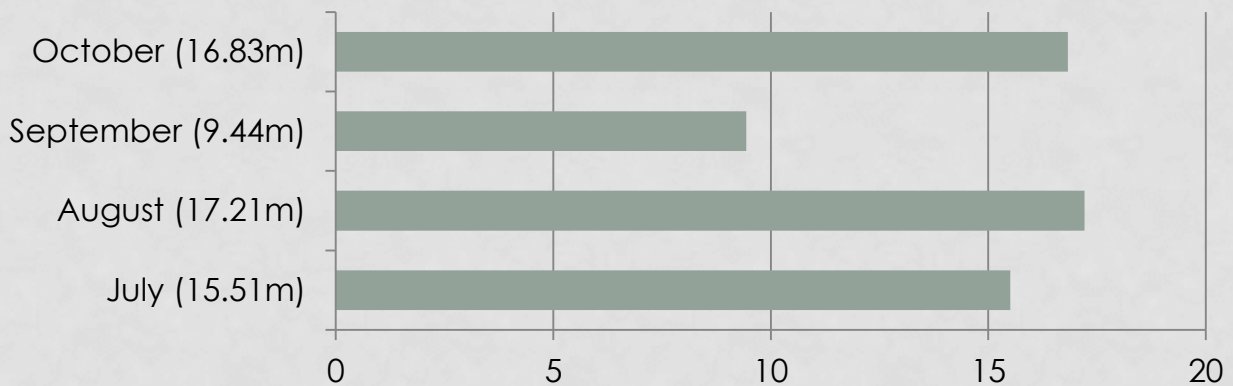
# EXEC SUMMARY

Despite the doom and gloom expressed by some businesses about the impact that the Olympic Games might have on customer footfall over the summer months, the UK Cinema story continues to be positive:

- Over 40 per cent surge in UK Cinema admissions from September to October as *Skyfall* breaks box office records
- The public's enthusiasm for *Skyfall* has so far seen £94,106,766 taken at the box office overtaking the previous record of £94,025,632 for *Avatar* to become the highest grossing film ever in the UK
- Digitisation of UK Cinema continues growth trajectory with 88 per cent of all cinemas in the country having made the move to digital
- Over 4,000 subtitled films shown across the country during October

# STATS...

## Admissions:



<u>2012 SUMMARY</u>	MONTHLY		
	Total	% Change on last year	Average weekly (m)
January	13,554,905	-10.9%	3.06
February	15,314,443	-11.2%	3.70
March	11,703,294	5.8%	2.64
Q1	40,572,642	-6.8%	3.12
April	15,052,518	34.9%	3.51
May	13,439,811	0.9%	3.03
June	12,375,092	-2.4%	2.89
Q2	40,867,421	10.0%	3.14
JAN-JUN 12	81,440,064	0.9%	3.15
July	15,515,393	-12.9%	3.50
August	17,218,808	-19.6%	3.89
September	9,441,232	-17.8%	2.20
Q3	42,175,433	-16.8%	3.21
October	16,834,615	24.0%	3.80
YEAR TO DATE	140,450,112	-3.1%	

Source: Cinema Advertising Association/Rentrak

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## Top 10 Box Office October\*:

Title	Month Total
1. Skyfall	£33,093,572
2. Taken 2	£21,357,468
3. Madagascar 3: Europe's Most Wanted	£13,578,217
4. Looper	£7,406,695
5. Sinister	£6,107,295
6. Hotel Transylvania 3D	£5,669,937
7. Paranormal Activity 4	£4,947,661
8. The Perks Of Being A Wallflower	£2,177,752
9. Frankenweenie 3D	£1,767,226
10. ParaNorman 3D	£1,608,149

\*UK & Ireland. Source: Rentrak

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## Market Share:

<u>Week</u>	<u>Cume. Gross This Year</u>	<u>Cume. Gross Last Year</u>	<u>Year Change</u>	<u>Int'l Market Share</u>	<u>World Market Share</u>	<u>Europe Market Share</u>
02/11/2012	968,985,807	963,035,429	1%	11%	7%	22%
09/11/2012	992,346,966	979,859,989	1%	11%	7%	22%

Source: Rentrak

## Subtitled Screenings:

Every month around 350 UK cinemas screen around 30 different films with English-language subtitles. There are around 960 shows weekly, 4,000 monthly and 50,000 annually. Source: yourlocalcinema.com

## Digital Cinema:

	2007	2008	2009	2010	2011	Q2 2012	Q3 2012
DIGITAL CINEMA SITES	226	235	365	487	545	585	640
DIGITAL CINEMA SCREENS	296	310	642	1415	2714	3216	3368
DIGITAL AS A % SHARE OF TOTAL SCREENS	8	8.5	17.5	37.8	72	84	88
3D DIGITAL SCREENS	47	69	449	1080	1475	1535	1550

Source: IHS Screen Digest

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