



« REWIND
FAST FORWARD »

CINEMA

February 2019



<<Rewind//FastForward>>

Introduction

Taking a look at the cinema market during 2018 and looking forward to 2019, the Rewind//FastForward report shines a spotlight on the rich cinema data you can easily obtain from within Mediatel Connected.

Looking at box office revenues, admission numbers, advertising share, revenue forecasts and predictions for 2019, it provides a quick snapshot of the UK cinema marketplace.

Grab some popcorn, the feature is about to start...

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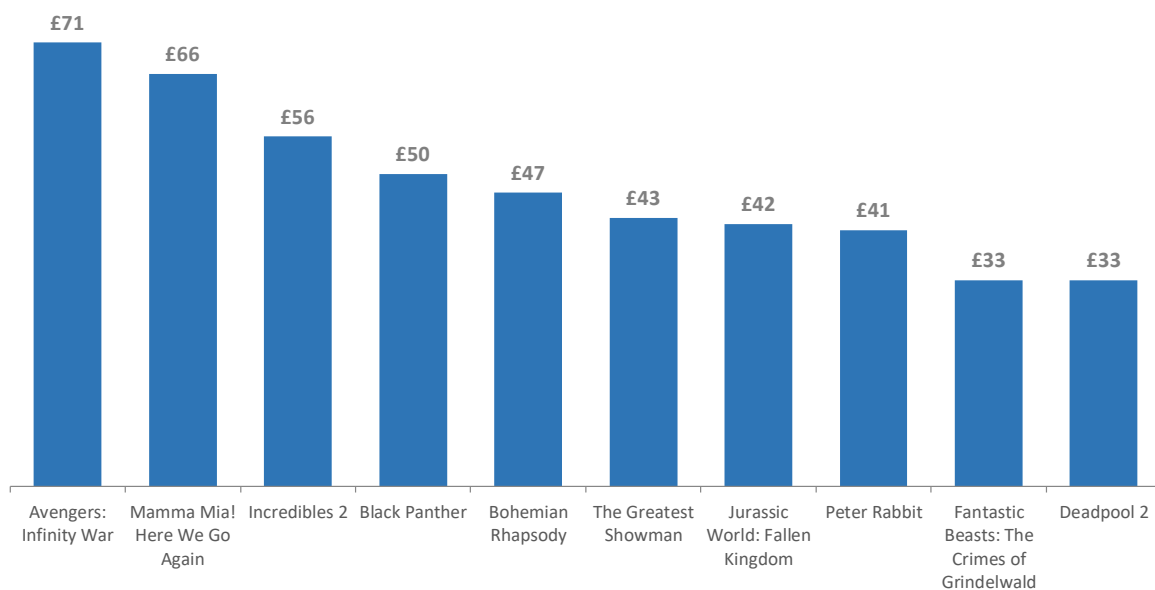
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Top Films of 2018

2018 saw a strong year of releases, with *Avengers: Infinity War* claiming the prize as the Top Box Office film of the year with £71m. The eagerly awaited Marvel showpiece held off strong competition from *Mamma Mia! Here We Go Again*, which amassed £66m.

Sequels performed strongly in the top 10 this year, with only *Bohemian Rhapsody*, *The Greatest Showman* and *Peter Rabbit* being stand alone films, either not sequels or not part of a wider “Marvel” universe.

Top 10 Films 2018 (£m)



Source: comScore

December saw a great performance by *Mary Poppins Returns*, which despite only being released on 21st December, it managed to achieve £25m just in the last ten days of the year, but it wasn't quite enough to squeeze into the top 10 films of the year.

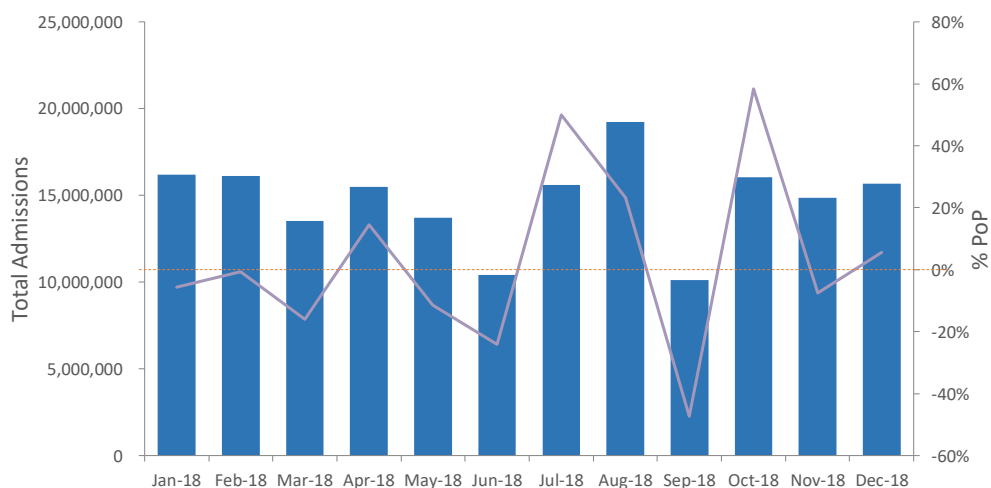
Hotly tipped for the awards season, biopic *A Star is Born* also didn't quite make the final top 10 with nearly £28m in box office revenues, but perhaps a statuette from one of its seven Oscar nominations would suffice.

Monthly Cinema Admissions

Over the course of the year, admissions remained buoyant each month, with September being the lowest month, showing a 47% drop in admissions from the previous month.

The summer's strong releases across July and August boosted the numbers, and a total of seven months in 2018 broke the 15 million admissions barrier.

Monthly Cinema Admissions 2018

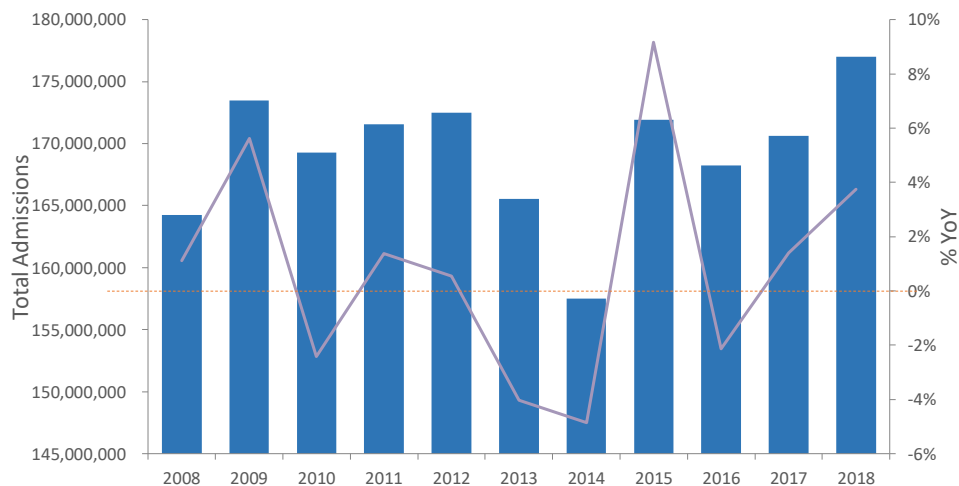


Source: comScore

Annual Cinema Admissions

2018 had the strongest year of cinema admissions over the past 10 years, at 177 million.

Annual Cinema Admissions 2018



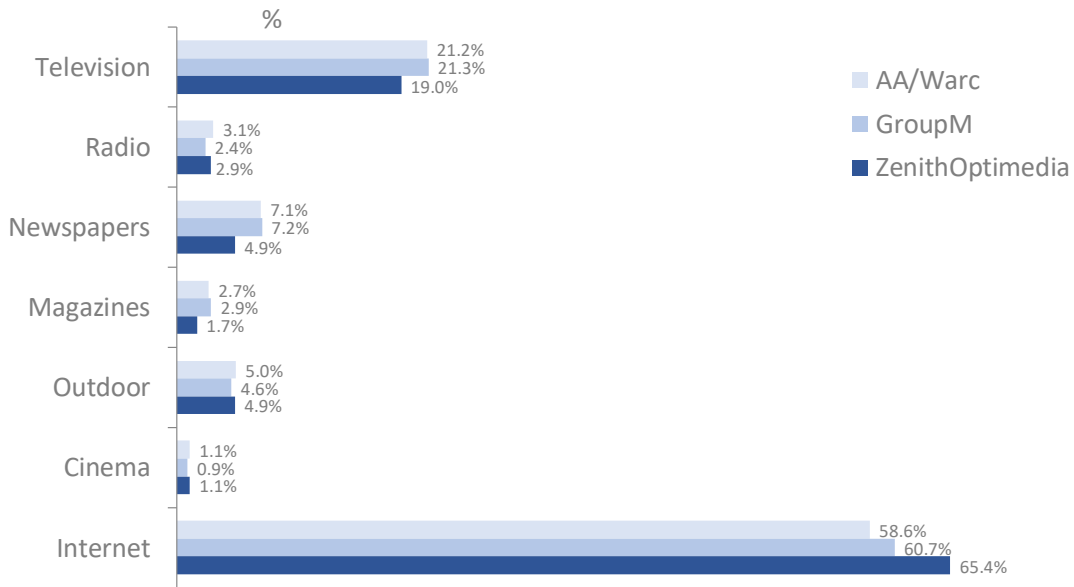
Source: comScore

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Advertising Revenue Share Forecast

As the focus now swings onto 2019 and ahead, the forecasts for cinema suggest that its share of advertising revenue in 2019 will remain relatively unchanged, sitting at around 1%, according to the latest forecasts from AA/Warc, GroupM and Zenith.

Advertising Revenue Share Forecast by Media 2019



Source: AA/Warc, GroupM and ZenithOptimedia

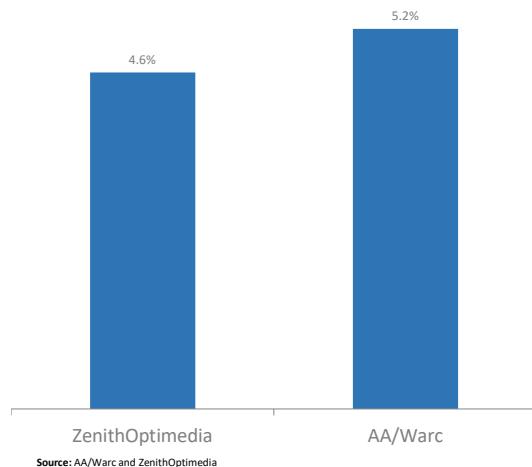
Advertising Growth Forecast

In terms of advertising growth forecasts for the forthcoming year, both Zenith and AA/Warc currently predict a strong year for cinema, with 4.6% and 5.2% advertising growth respectively.

Numbers for 2019 are relatively unchanged from earlier forecasts in 2018, suggesting that cinema may weather the uncertainty of Brexit better than other media, which have seen more volatile changes in their ad forecasts over the past few months.

Obviously only time will tell on how Brexit is going to impact the industry, but with a strong set of films on the horizon, perhaps a cinema trip is the perfect antidote to the current climate.

Cinema Advertising Growth Forecast 2019



Source: AA/Warc and ZenithOptimedia

Film Previews 2019

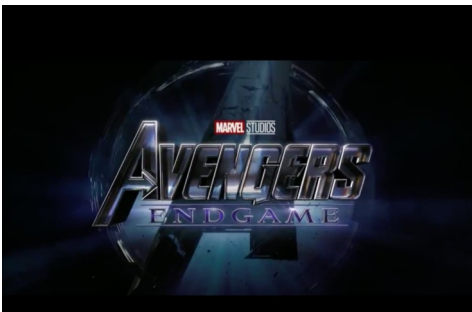
2019 is shaping up to be a very strong year of cinematic releases. With several huge Disney films - *Lion King*, *Aladdin*, *Toy Story 4* and *Frozen 2* from the traditional camp - several Marvel offerings and of course the small matter of a minor story based in a universe far far away concluding, cinema admissions should be high for 2019. Here are some highlights:



Star Wars: Episode IX

The finale of the Skywalker saga. Secrecy is super high on this release, but expect a big finish to this epic story, and it will include an appearance by Carrie Fisher.

Release date: 19th December



Avengers: Endgame

After the devastating events of *Avengers: Infinity War* (2018), the universe is in ruins. With the help of remaining allies, the Avengers assemble once more in order to undo Thanos' actions and restore order to the universe.

Release date: 25th April



Toy Story 4

After the emotional turmoil of *Toy Story 3*, and a 9 year wait, the conclusion of Woody and Buzz's adventures hits the screens in the summer, and is expected to be the highest grossing film of the franchise.

Release date: 21st June



Frozen 2

They wouldn't let it go, and the sequel is due in 2019. IMDB explain it as "Elsa, Anna, Kristoff and Olaf are going far in the forest to know the truth about an ancient mystery of their kingdom."

Release date: 22nd November



Pokemon: Detective Pikachu

Ryan Reynolds voices the title role in this Pokemon Hollywood movie. Looks like a sure fire hit for adults and kids thanks to Reynolds' brand of humour.

Release date: 10th May

Introducing Mediatel Connected

All the data showcased within the Rewind//FastForward report is taken from the AV module of Mediatel Connected.

Mediatel Connected aggregates dozens of media data sources along with information sourced directly from thousands of media channels.

Display



The UK's most comprehensive display advertising database covering more than 10,000 publications. The only tool which pulls together all the latest industry accredited online and offline metrics alongside information sourced directly from publishers.

Media landscape



An overview of the UK advertising marketplace illustrating the shifting media landscape through trends in media usage, consumer behaviour, revenue and forecasts.

Regional



A unique planning and mapping tool aggregating data on the available media in any region of the UK alongside the population's demographic profile. Includes: publications; radio stations; out of home; cinemas and door drop media.

AV



Essential industry data from the TV, Sponsorship, Radio and Cinema markets, including viewing, listening and box office figures, revenues and audience profiles.

Connected surveys



A simple yet powerful tool which makes quick work of interrogating thousands of statements from four key industry surveys about the connected consumer. Includes Mediatel's exclusive Connected Screens survey, which tracks the impact of screens and platform technologies on media usage.

Direct



A comprehensive guide to Direct Mail and Doordrop with reports, insights, data and pricing guides, as well as industry case studies.

For more information on any of our modules, updates and training requests, please contact help@mediatel.co.uk

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