



national film and video foundation
SOUTH AFRICA

an agency of the
Department of Arts and Culture

BOX OFFICE REPORT: SOUTH AFRICA **(January – December 2013)**

2nd Floor, 87 Central Street, Houghton, 2198, South Africa
Private Bag X04, Northlands, 2116, South Africa
Tel: +27 11 483 0880 Fax: +27 11 483 0881 Email: info@nfvf.co.za Website: www.nfvf.co.za

Councillors

Ms Mmabatho Ramagoshi (Chairperson); Mr George Leolo (Deputy Chair); Ms Sandra Gordon; Mr Mohau Mphomela; Adv Rod Solomons
Mr Sello Molefe; Mr Paul Raleigh; Adv Roshan Rai Dehal;
Ms Trish Downing; Mr Avhasei Mukoma; Ms Gcina Mhlophe-Becker
Chief Executive Officer: Ms Zamantungwa Mkosi

Executive Summary

South Africa's (SA) potential growth on local productions has improved over the last few years. Local film production is benefiting from increased assistance from government, co-production treaties with various countries and ordinary success of the film. There is no doubt that consistent financial support from government has contributed to the increase in production volume. However, increasing audience access to films continues to be a challenge, suggesting that making profit at box office remains an important issue for filmmakers.

South Africa has generated revenues of more than R879 million in 2013 for the 204 films shown at box office. This is due to a growing film industry and higher demand from consumers. Locally produced films have increased from 19 in 2012 to 25 in 2013 generating revenues of more than R98 million putting SA's box office share at 11%, while foreign films altogether generated more than R780 million with box office share of 89%.

Of the 204 films that were screened at box office, 33 of them were 3D films which accounted for 41% of the box office revenue, and the remaining 59% was standard format.

The biggest distributors dominating the exhibition chain are Ster Kinekor Distributors (SKD) with a larger share of films distributed (83) generating box office revenues of more than 38.5%, followed by Nu Metro Distributors (NMD) distributing (76) films and taking 35.7% of box office revenues.

South Africa continues to be a prime film location, offering a combination of solid film infrastructure and attractive financial incentives. Thus 2013 has been a success for South Africa with most of local production performing quite well at box office.

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Abbreviations

AUS	Australia
BEL	Belgium
BRA	Brazil
CAN	Canada
CB	Crystal Brooks
DTI	Department of Trade and Industry
FRA	France
GER	Germany
IFD	Indegenous Film Distributors
IRE	Ireland
JPN	Japan
NFVF	National Film and Video Foundation
NMD	Nu Metro Distribitors
NZ	New Zeland
SA	South Africa
SKD	Ster Kinekor Distributors
SPN	Spain
SWE	Sweden
TAN	Tanzania
UAE	United Arab Emirates
UIP	United International Pictures
UK	United Kingdom
USA	United States of America

Introduction

2013 has been a competitive year for the South African film industry at the box office and internationally. We saw some very successful releases for films such as *"Schuks! Your Country Needs You"* and *"Mandela: Long Walk to Freedom"* at the same time giving local audiences real choices on genre - between homegrown comedy and true story of the life of South African icon, former President Mandela. Both films were well marketed with Long Walk to Freedom having had a successful run at some of the world premier film festivals. The release of both films also tested a long running trend for Schuster's films' ability to gross over the R20 million mark that has been observed throughout the years in previous reports.

This year has been by far one of the best years of performance for local films. In addition, a number of local films have been recognised internationally and those are:

- *Felix*; the feel good South African film which has won the Best Childrens Award at the 36th Lucas International Childrens Festival;
- *Fanie Fouries's Lobola* ; a romantic comedy which won an award for Best Film at the 2013 Seattle International Film Festival;
- *Adventure in Zambezia*; an animated film won Anima Mundi award for the Best Feature Film for children in Rio de Janeiro, Brazil.

Growth Trends

The number of locally produced films increased to 25 in 2013, up from 19 in 2012, while the total number of foreign films released in the South African box office grew from 165 in 2012 to 179 in 2013. Consequently, box office statistics of this year show bigger numbers due to the excess supply and an increase in number of films exhibited. The total number of films went over 200-mark in 2013 as shown in *Table 1* below.

Table 1: Number of films released by year

Number of Films Released by year			
Year	SA Films Released	Foreign Films Released	Total
2010	23	174	197
2011	24	180	204
2012	19	165	184
2013	25	179	204

Source: NFVF database

Growth of South African films at box office also contributed to the increase of total box office revenue. In 2013, the total earnings for South African films grossed R98.3 million an increase from R82.6 million in previous year, 2012. Foreign films generated revenues of R780.6 million up from R703.2 million in the last year, 2012 resulting in a year-on-year increase of the total box office by 12%. Year-on-year total box office earnings grossed over R879.0 million, largely as a result of the top performing films which grossed over R30 million each which include the likes of *“Despicable Me 2 (R39 980 021, Fast and Furious 6 (R37 066537), and Iron man 3 (R32 477 898)”*. Trends in the box office takings from 2010 – 2013 are shown in *Table 2*.

Table 2: South Africa and foreign films, Box Office by year

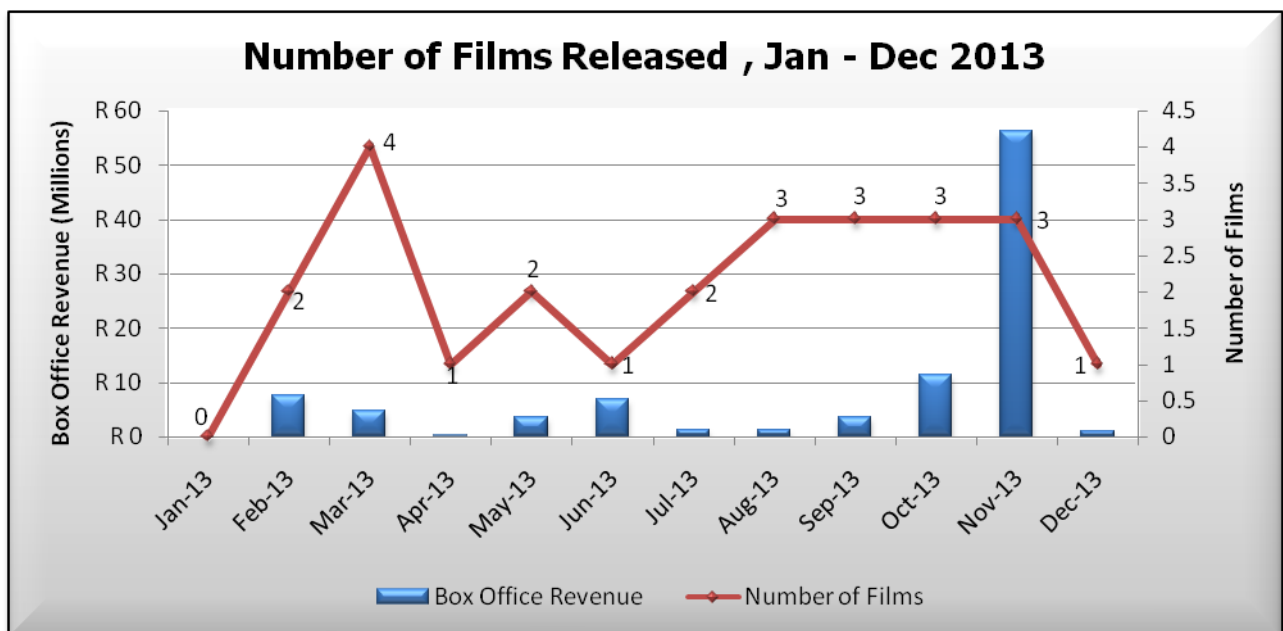
South African and Foreign Films Box Office by year					
Year	SA Films Released	% Growth	Foreign Films Released	% Growth	Total
2010	R 86 267 523	0%	R 686 720 985	0%	R 772 988 508
2011	R 37 502 656	-57%	R 771 336 206	12%	R 808 838 862
2012	R 82 661 462	120%	R 703 224 782	-9%	R 785 886 244
2013	R 98 395 304	19%	R 780 691 626	11%	R 879 086 930

Source: NFVF database

As expected, the highest earnings were recorded in November (R56.3 million) the precursor to summer holidays and audiences had a number of choices as *“Schuks! Your Country Needs You (taking 3% of the box office revenues), Mandela Long Walk to Freedom (taking 3% of the SA box office revenues) and As Jy Sing (taking 1% of the box office revenues) were released on this month. Although official holidays did not record as*

much revenues, like in June which is a school holiday but it did not generate much revenues. October is another successful month earning R11.4 million. The pattern of SA films released monthly is outlined in *Figure 1* below. An average of 2 films is released a month on local productions, however the month of March surpassed a peak showing 4 films. Then an average of 3 films released for 4 consecutive months August - November.

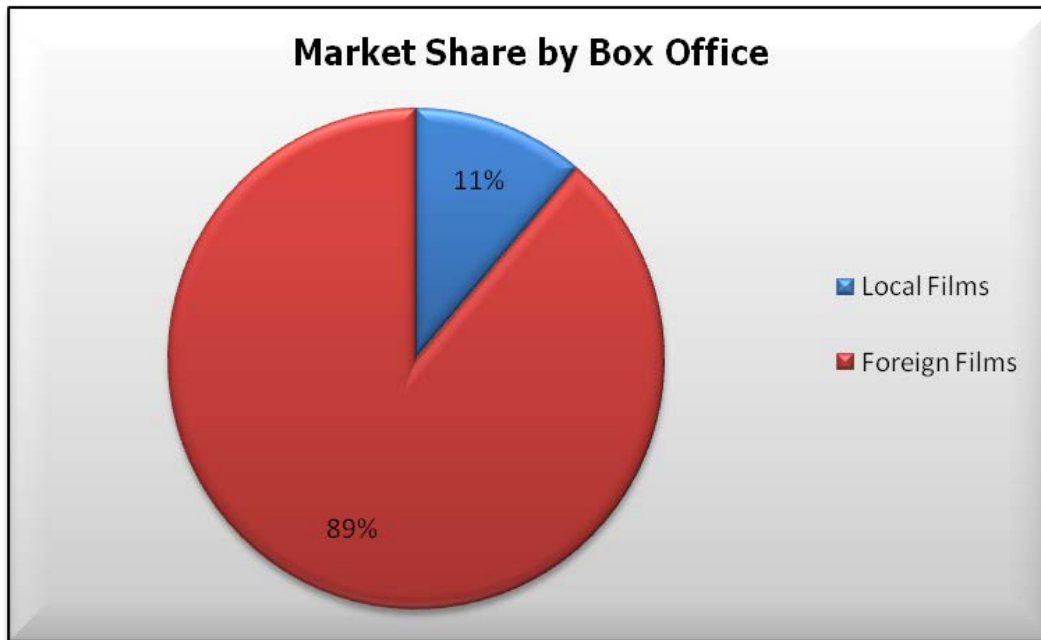
Figure 1: Number of films released and box office revenue



Market Share

The total gross for all locally produced films was R98.3 million, which represents a 11% market share, the same as in 2012 but an improvement from 5% in 2011. Foreign films took the 89% of the market share. This is depicted in Figure 2 below.

Figure 2: Market Share by box office



By far the biggest portion of market share is generated by Ster Kinekor taking 38.8%. Ster Kinekor distributed a total of 83 films generating a total of R338.7million in revenues. The second biggest pie was taken by Nu Metro distributing 76 films and taking a total gross of R314.4 million accounting for 35.7% of the market share. United International Pictures (UIP) took 21.7% market share with the 33 distributed which generated R191.5m as shown in Table 3 below.

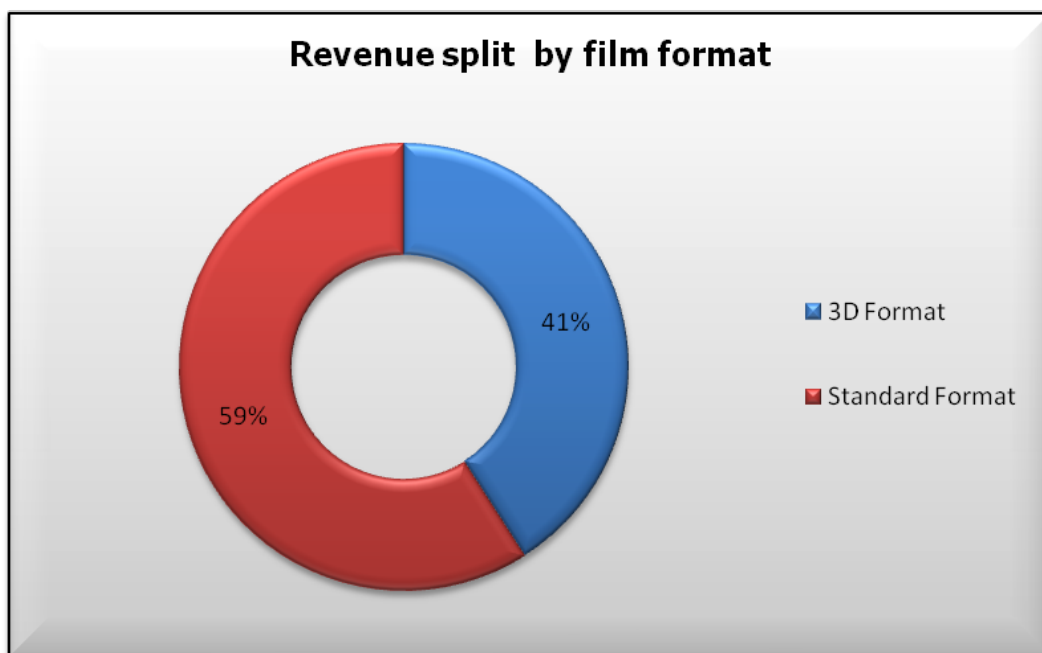
Table 3: Market Share by Distributor

2013 Films Market Share by Distributor			
Distributor	Number of Films	Gross Box Office (ZAR)	Market Share by Box Office
Avalon	2	R 227 151	0.03%
CB	4	R 9 935 066	1.13%
IFD	6	R 24 157 702	2.75%
Nu Metro	76	R 314 418 596	35.77%
Ster Kinekor	83	R 338 791 154	38.54%
UIP	33	R 191 557 261	21.79%
Total	204	R 879 086 930	100.00%

Source: NFVF database

Films released in 3D offer audiences a better viewing experience than that of a standard or 2D graphics. As a result titles released on 3D performed quite well, a total of 33 3D films were released in 2013, slightly less than 2012 with 34 releases. *Khumba*, the local animated film was also released in 3D with earnings of more than R8.5 million. The total gross from 3D screenings was R 359.8 million, which represents 41% market share which is slightly more than 39% market share generated in 2012. The top 3 3D releases in 2013 were *Despicable Me 2*, *Iron man 3*, and *Frozen*.

Figure 3: Revenue split by film format



Top Performing Films

South Africa's top 3 films at box office were, *Schuks! Your Country Needs You* and *Mandela: Long Walk to Freedom* both films released in the same month, November 2013, and grossing over R20 million. Another film that contributed to boosting local films revenues was *Khumba* with its R8.5 million earnings. However, as Table 4 indicates, there were also other local films that made reasonable earnings such as *Spud 2: the Madness Continues* (6.8 million), *As Jy Sing* (R6.5 million), *Klein Karoo* (R5 million), *Fanie Fourie's Lobola* (3.7 million).

Table 4: Top 10 South African films

2013 Top 10 South African Films						
Movie Title	Date of Release	No of Prints	Distributor	Country of Origin	Genre	Gross Box Office (ZAR)
SCHUKS! YOUR COUNTRY NEEDS YOU	29-Nov-13	98	Ster Kinekor	SA	Comedy	R 26 805 214
MANDELA : LONG WALK TO FREEDOM	28-Nov-13	88	UIP	SA/UK	Biography	R 22 978 332
KHUMBA (incl 3D)	25-Oct-13	119	IFD	SA	Animation	R 8 575 561
SPUD 2 : THE MADNESS CONTINUES	21-Jun-13	80	Nu Metro	SA	Comedy	R 6 812 415
AS JY SING	15-Nov-13	69	IFD	SA	Musical	R 6 558 704
KLEIN KAROO	01-Feb-13	75	IFD	SA	Romance	R 5 030 728
FANIE FOURIE'S LOBOLA	01-Mar-13	51	IFD	SA	Comedy/Romance	R 3 719 584
VERRAAIERS	22-Feb-13	51	Ster Kinekor	SA	Drama	R 2 701 121
NOTHING FOR MAHALA	04-Oct-13	55	UIP	SA	Comedy	R 2 424 072
LIEN SE LANKSTAANSKOENE	03-May-13	25	Nu Metro	SA	Drama	R 2 192 647

Source: Ster kinekor's Southern Africa Top 10 films

Box office gross = cumulative gross up to 24 February 2014

The highest grossing film in 2013 was *Despicable Me 2*, with takings of R39.9 million followed by *Fast and Furious 6* at R37.0 million, and *Iron Man 3* at R32.4 million. These three films were the only releases to make more than R30 million at the box office. Two South African films (*Schuks! Your Country Needs You* and *Mandela: Long Walk to Freedom*) were part of the top 25 performing films at box office.

Table 5: Top 25 Box office films

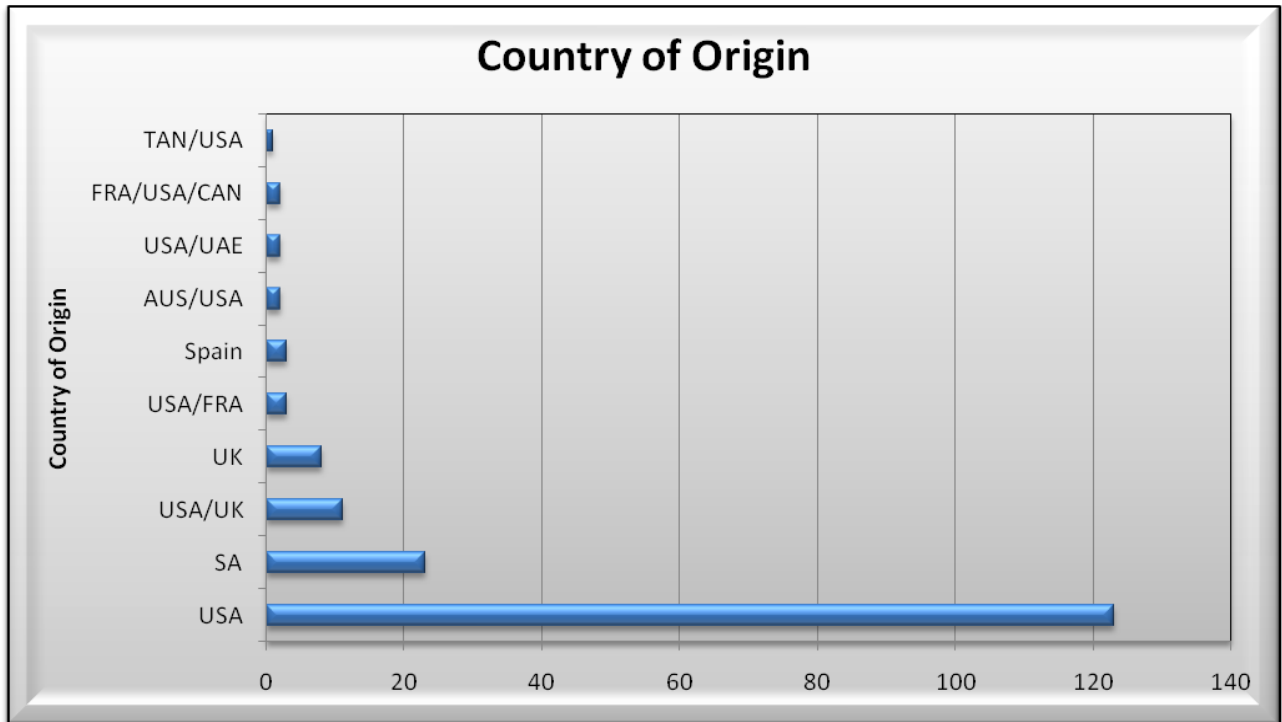
2013 Top 25 Box Office Films						
Movie Title	Date of Release	No of Prints	Distributor	Country of Origin	Genre	Gross Box Office (ZAR)
DESPICABLE ME 2 (incl 3D)	05-Jul-13	101	UIP	USA	Animation	R 39 980 021
FAST AND FURIOUS 6	24-May-13	87	UIP	USA	Action	R 37 066 537
IRON MAN 3 (incl 3D)	01-May-13	110	Ster Kinekor	USA/China	Action/Adventure	R 32 477 898
FROZEN (incl 3D)	20-Dec-13	104	Ster Kinekor	USA	Animation	R 29 391 639
SCHUKS! YOUR COUNTRY NEEDS YOU	29-Nov-13	98	Ster Kinekor	SA	Comedy	R 26 805 214
MANDELA : LONG WALK TO FREEDOM	28-Nov-13	88	UIP	SA/UK	Biography	R 22 978 332
SMURFS 2 (incl 3D)	20-Sep-13	123	Ster Kinekor	USA	Animation	R 21 930 074
THOR : THE DARK WORLD (incl 3D)	08-Nov-13	121	Ster Kinekor	USA	Action/Adventure	R 21 743 652
HOBBIT : THE DESOLATION OF SMAUG	13-Dec-13	105	Nu Metro	USA/NZ	Adventure	R 20 351 746
THE CROODS (incl 3D)	28-Mar-13	102	Nu Metro	USA	Animation	R 20 260 750
MAN OF STEEL (incl 3D)	28-Jun-13	101	Nu Metro	USA/Canada/UK	Action/Adventure	R 19 175 953
HUNGER GAMES : CATCHING FIRE	21-Nov-13	79	Nu Metro	USA	Action/Adventure	R 18 611 215
MONSTERS UNIVERSITY (incl 3D)	21-Jun-13	108	Ster Kinekor	USA	Animation	R 18 372 620
GROWN UPS 2	08-Aug-13	72	Ster Kinekor	USA	Comedy	R 16 476 201
G.I JOE : RETALIATION (incl 3D)	05-Apr-13	95	UIP	USA	Action	R 13 761 649
EPIC	14-Jun-13	113	Nu Metro	USA	Animation	R 13 359 334
THE WOLVERINE	26-Jul-13	102	Nu Metro	AUS/USA	Action	R 12 684 500
WRECK-IT RALPH (incl 3D)	25-Jan-13	97	Ster Kinekor	USA	Animation	R 12 392 219
THE HANGOVER PART III	31-May-13	83	Nu Metro	USA	Comedy	R 12 287 380
WHITE HOUSE DOWN	28-Jun-13	78	Ster Kinekor	USA	Action/Drama	R 11 946 674
WORLD WAR Z (incl 3D)	19-Jul-13	96	UIP	USA/Malta	Action/Adventure	R 10 749 489
OZ: THE GREAT AND POWERFUL (incl 3D)	08-Mar-13	105	Ster Kinekor	USA	Adventure	R 10 443 960
THE GREAT GATSBY (incl 3D)	17-May-13	73	Nu Metro	Australia/USA	Drama	R 10 443 960
AFTER EARTH	07-Jun-13	86	Ster Kinekor	USA	Sci-fi	R 10 244 666
TEMPTATION: CONFESSION OF A MARRIAGE CONSELOR	17-May-13	41	Ster Kinekor	USA	Drama	R 10 017 887

Source: Ster kinekor's Southern Africa Top 10 films
 Box office gross = cumulative gross up to 24 February 2014

Country of origin

Films from the US dominate the local box office compared to other countries as shown in Figure 4 below. Of the 204 films released, 123 were of US origin which accounted for 68% of total box office share. South African productions including co-production accounted for 11%, of which independents earned 10.7%. Eight UK films accounted for 1% of total box office.

Figure 4: Country of Origin

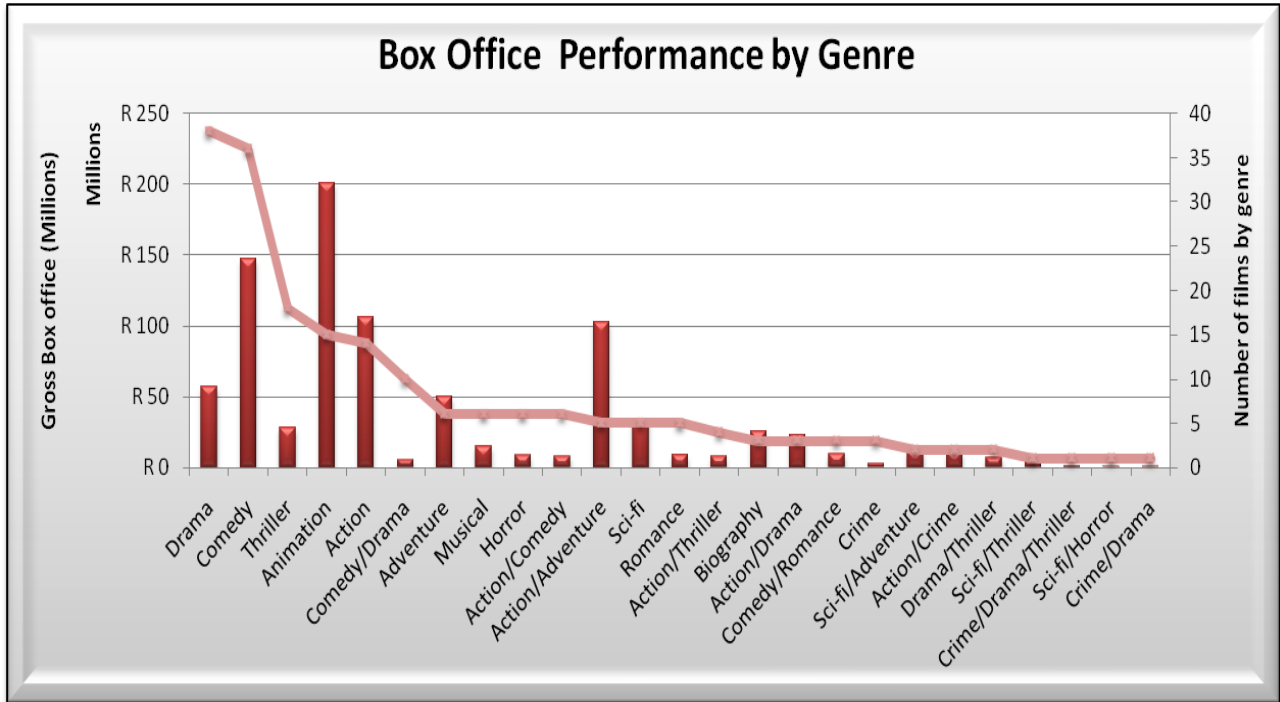


Genre Classification

Figure 5 illustrates how the audience responded to different type's genres as genre is a key success factor in determining the performance of a film at box office. Overall drama, comedy, thriller, animation and action were the top five with highest number of releases with drama - the most popular with (36) titles, comedy (35) titles, followed by Thriller (18) which is also one of the genres movie goers seem to have enjoyed this year (2013).

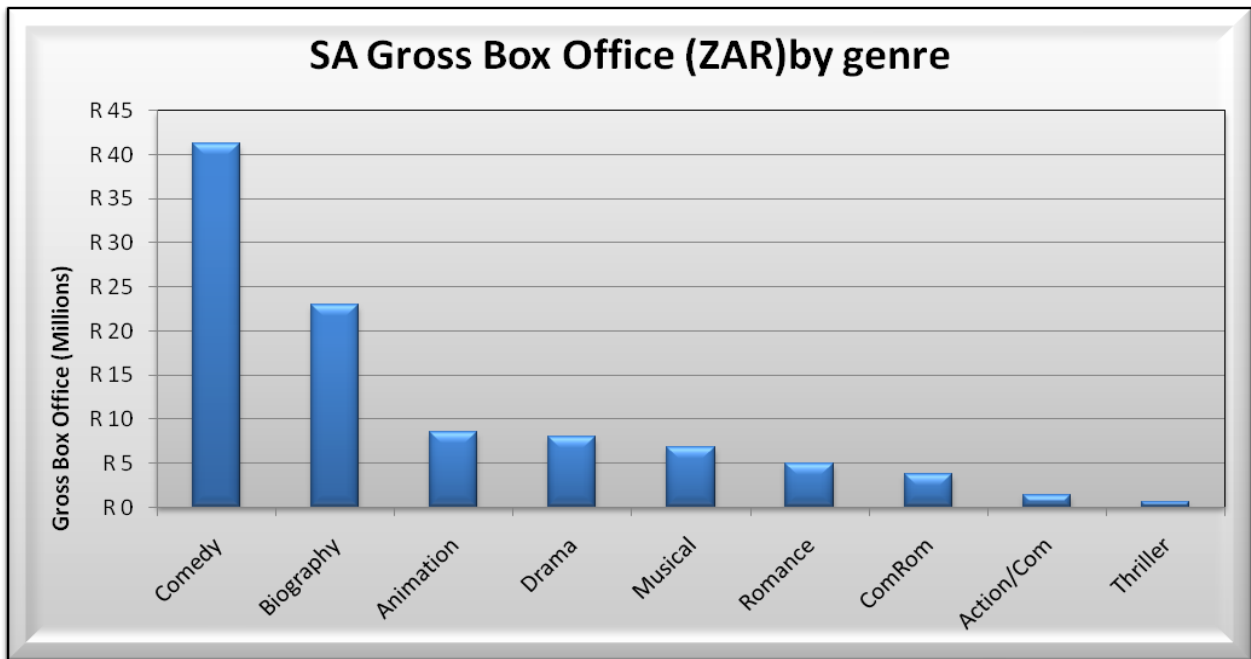
In terms of earnings, animation, comedy and action performed very well at box office with animation generating the highest (R201.2 million), followed by comedy the second highest performing genre earning (R147.7 million), as well as action and action/adventure earning (R106.0 million; 102.7 million) respectively. Drama which had more releases only took R56.8m of box office. The figures indicate that the popularity of a genre does not necessarily equate to more revenues as this is dependent on audience choices as shown in Figure 5 below.

Figure 5: Box office performance by genre



Box office takings based on genre show that comedy dominates both in number of films made (9) and in takings at R41.1 million, while the only biography *“Mandela’s Long Walk to Freedom”* made R22.9 million, animated film *“Khumba”* earned R8.5 million, drama (6) films grossed R7.9 million and musical (3) films grossed R6.8 million.

Figure 6: SA Gross Box office by genre



Indigenous African Language in Cinema

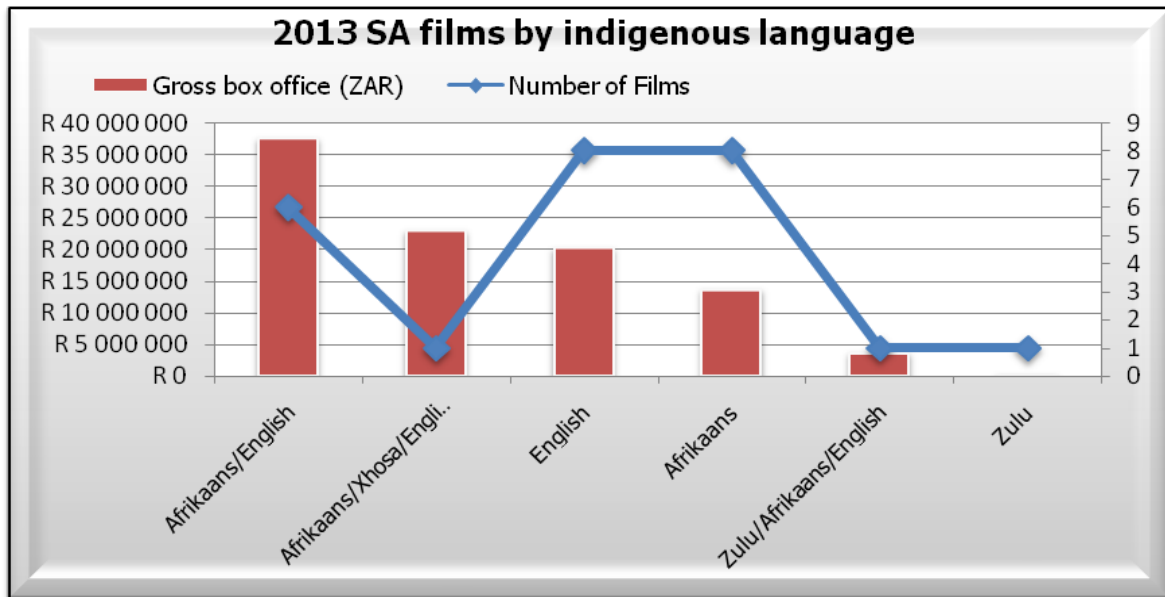
Multilingualism in broadcasting has received a lot attention, and it is worth noting that the development of indigenous languages in cinema has not had the same attention and uptake (Dyosi, 2013) ¹. However, it has been observed that filmmakers are now looking into developing more films that are in indigenous language. For example, the film "*Little One*" produced in 2013 was made entirely in isiZulu with English subtitles and, "Elelwani", the first Tshivenda feature film released in cinema was released February 2014.

Afrikaans films have performed quite fairly at box office. Most of the SA titles released in 2013 are in Afrikaans. One observes that TV channel KykNet investment in production of Afrikaans films has led to a growing audience for Afrikaans films². Titles released in Afrikaans and English totalled to 8 each while Afrikaans/English were 6. More earnings were generated in Afrikaans/English language with R37.5 million. Titles that contributed more were *Shucks! Your Country Needs You*, *Klein Karoo*, *Bakgat 3*, earned R22.9 million with only one title *Mandela: Long Walk to Freedom* was made in English in the main with Afrikaans and Xhosa languages . *Little One* was the least performing at box office earning R249 000.

¹ Dyosi, E. (2013) "Cinema as a Domain for Indigenous Languages Development and Learning in South Africa". UCT African Languages Literate.

²

Figure 7: 2013 SA films by indigenous language



Conclusion

2013 has been a successful year with most of local production performing quite well at box office generating revenues of over R98.3 at box office, translating to 11% of market share. The growth outlook is still fragile considering the fact that most films do not reach their target market due to limited access of exhibition space and filmmakers end up not recouping any profits. Thus NFVF is looking to support cinema construction in low-income areas so that even people who are situated far from cinema complexes can have access this in turn will also boost box office revenues and admissions.

Annexure

Movie Title	Date of Release	Prints	Distributor	Country of Origin	Genre	Gross Box Office (ZAR)
DESPICABLE ME 2 (incl 3D)	July	101	UIP	USA	Animation	R 39 980 021
FAST AND FURIOUS 6	May	87	UIP	USA	Action	R 37 066 537
IRON MAN 3 (incl 3D)	May	110	Ster Kinekor	USA/China	Action/Adventure	R 32 477 898
FROZEN (incl 3D)	December	104	Ster Kinekor	USA	Animation	R 29 391 639
SCHUKS! YOUR COUNTRY NEEDS YOU	November	98	Ster Kinekor	SA	Comedy	R 26 805 216
MANDELA : LONG WALK TO FREEDOM	November	88	UIP	SA/UK	Biography	R 22 980 232
SMURFS 2 (incl 3D)	September	123	Ster Kinekor	USA	Animation	R 21 930 074
THOR : THE DARK WORLD (incl 3D)	November	121	Ster Kinekor	USA	Action/Adventure	R 21 743 652
HOBBIT : THE DESOLATION OF SMAUG	December	105	Nu Metro	USA/NZ	Adventure	R 20 351 746
THE CROODS (incl 3D)	March	102	Nu Metro	USA	Animation	R 20 260 750
MAN OF STEEL (incl 3D)	June	101	Nu Metro	USA/Canada/UK	Action/Adventure	R 19 175 953
HUNGER GAMES : CATCHING FIRE	November	79	Nu Metro	USA	Action/Adventure	R 18 611 215
MONSTERS UNIVERSITY (incl 3D)	June	108	Ster Kinekor	USA	Animation	R 18 372 620
GROWN UPS 2	August	72	Ster Kinekor	USA	Comedy	R 16 476 201
G.I JOE : RETALIATION (incl 3D)	April	95	UIP	USA	Action	R 13 761 649
EPIC	June	113	Nu Metro	USA	Animation	R 13 359 334
THE WOLVERINE	July	102	Nu Metro	AUS/USA	Action	R 12 684 500
WRECK-IT RALPH (incl 3D)	January	97	Ster Kinekor	USA	Animation	R 12 392 219
THE HANGOVER PART III	May	83	Nu Metro	USA	Comedy	R 12 287 380
WHITE HOUSE DOWN	June	78	Ster Kinekor	USA	Action/Drama	R 11 946 674
WORLD WAR Z (incl 3D)	July	96	UIP	USA/Malta	Action/Adventure	R 10 749 489
OZ: THE GREAT AND POWERFUL (incl 3D)	March	105	Ster Kinekor	USA	Adventure	R 10 443 960
THE GREAT GATSBY (incl 3D)	May	73	Nu Metro	Australia/USA	Drama	R 10 443 960
AFTER EARTH	June	86	Ster Kinekor	USA	Sci-fi	R 10 244 666
TEMPTATION: CONFESSION OF A MARRIAGE CONSELOR	May	41	Ster Kinekor	USA	Drama	R 10 017 887
47 RONIN (incl 3D)	December	84	UIP	USA	Action/Drama	R 9 822 445
GRAVITY (incl 3D)	October	68	Nu Metro	USA	Sci-Fi	R 8 761 853
TURBO (incl 3D)	September	88	Nu Metro	USA	Animation	R 8 653 184
A GOOD DAY TO DIE HARD	February	85	Nu Metro	USA	Action	R 8 625 569
KHUMBA (incl 3D)	October	119	IFD	SA	Animation	R 8 575 561
THE INTERNSHIP	July	66	Nu metro	USA	Comedy	R 8 427 037
PLANES (incl 3D)	August	83	Ster Kinekor	USA	Animation	R 8 338 267

IDENTITY THIEF	March	56	UIP	USA	Comedy	R 7 897 514
HANSEL & GRETEL : WITCH HUNTERS (incl 3D)	February	79	UIP	Germany/USA	Action	R 7 318 014
JACK THE GIANT SLAYER	March	97	Nu Metro	USA	Adventure	R 7 194 531
PARKER	March	65	Ster Kinekor	USA	Action/Crime	R 7 121 708
TYLER PERRY'S A MADEA'S CHRISTMAS	December	54	Ster Kinekor	USA	Comedy	R 7 110 519
LAST VEGAS	December	46	Nu Metro	USA	Comedy	R 6 995 990
SPUD 2 : THE MADNESS CONTINUES	June	80	Nu Metro	SA	Comedy	R 6 812 415
PARENTAL GUIDANCE	January	60	Nu Metro	USA	Comedy	R 6 798 957
LES MISERABLES (2012)	January	42	Ster Kinekor	USA/UK	Musical	R 6 706 377
ELYSIUM	August	74	Ster Kinekor	USA	Sci-Fi	R 6 640 977
AS JY SING	November	69	IFD	SA	Musical	R 6 558 704
WE'RE THE MILLERS	September	60	Nu Metro	USA	Comedy	R 6 398 713
ARGO	January	40	Nu Metro	USA	Drama/Thriller	R 6 134 831
OBLIVION	April	66	UIP	USA	Sci-fi/Adventure	R 5 984 596
THE HEAT	August	77	Nu Metro	USA	Comedy	R 5 808 263
OLYMPUS HAS FALLEN	April	58	CB	USA	Thriller	R 5 797 487
PACIFIC RIM (incl 3D)	August	86	Nu Metro	USA	Sci-fi	R 5 742 542
PERCY JACKSON : SEA OF MONSTERS (incl 3D)	August	86	Nu Metro	USA	Adventure	R 5 529 033
STAR TREK : INTO DARKNESS (incl 3D)	June	88	UIP	USA	Sci-fi/Adventure	R 5 412 934
2 GUNS	September	60	Ster Kinekor	USA	Action	R 5 314 197
FREE BIRDS (incl 3D)	December	82	Nu Metro	USA	Animation	R 5 275 128
NOW YOU SEE ME	August	46	Nu Metro	FRA/USA	Thriller	R 5 202 061
THE BIG WEDDING	July	63	Ster Kinekor	USA	Comedy	R 5 199 044
KLEIN KAROO	February	75	IFD	SA	Romance	R 5 030 728
WALKING WITH DINOSAURS (incl 3D)	December	89	Nu Metro	USA/UK	Animation	R 4 968 170
RED 2	September	52	Nu Metro	USA/FRA/CAN	Action	R 4 765 754
THE CONJURING	September	34	Nu Metro	USA	Horror	R 4 625 814
ESCAPE FROM PLANET EARTH (incl 3D)	April	95	Ster Kinekor	USA/Canada	Animation	R 4 572 109
RUNNER RUNNER	September	49	Nu Metro	USA	Thriller	R 4 464 601
SNITCH	March	41	Nu Metro	USA/United Arab Emirates	Action	R 4 443 731
DJANGO UNCHAINED	January	34	Ster Kinekor	USA	Adventure	R 4 385 256
THE HOST (2013)	April	79	Ster Kinekor	USA	Sci-fi/Thriller	R 4 188 758
QUARTET	February	20	Ster Kinekor	UK	Comedy	R 4 085 156
CAPTAIN PHILLIPS	November	49	Ster Kinekor	USA	Drama	R 3 878 808
FANIE FOURIE'S LOBOLA	March	51	IFD	SA	Comedy/Romance	R 3 719 584
ABOUT TIME	October	59	UIP	UK	Comedy	R 3 642 450
FLIGHT	January	30	UIP	USA	Drama	R 3 641 718
THIS is 40	May	58	UIP	USA	Comedy	R 3 569 319
BATTLE OF THE YEAR: DREAM TEAM (incl 3D)	October	53	Ster Kinekor	USA	Drama	R 3 561 566
PLAYING FOR KEEPS	January	46	Nu Metro	USA	Comedy/Romance	R 3 531 931
R.I.P.D. (incl 3D)	October	52	UIP	USA	Action	R 3 518 715
HOMEFRONT	December	51	CB	USA	Action/Thriller	R 3 466 997

GANGSTER SQUAD	January	52	Nu Metro	USA	Action/Crime	R 3 431 931
JUSTIN & THE KNIGHTS OF VALOUR (incl 3D)	November	64	Nu Metro	Spain	Animation	R 3 210 792
THE LONE RANGER	July	86	Ster Kinekor	USA	Action	R 3 060 689
21 & OVER	April	28	Nu Metro	USA	Comedy	R 2 941 766
SAFE HAVEN	May	40	Nu Metro	USA	Romance	R 2 907 054
VERRAAIERS	February	51	Ster Kinekor	SA	Drama	R 2 701 121
ENDER'S GAME	December	61	Ster Kinekor	USA	Sci-fi	R 2 678 533
THE FAMILY	November	46	Nu Metro	USA/FRA	Action/Comedy	R 2 665 903
PAIN AND GAIN	August	50	UIP	USA	Action	R 2 632 253
SO UNDERCOVER	March	24	Nu Metro	USA	Action/Comedy	R 2 480 108
NOTHING FOR MAHALA	October	55	UIP	SA	Comedy	R 2 424 072
THE IMPOSSIBLE	March	23	Nu Metro	Spain	Drama	R 2 408 214
REDEMPTION	October	38	Ster Kinekor	UK/USA	Action/Thriller	R 2 351 640
THE COUNSELOR	December	20	Nu Metro	USA/UK	Thriller	R 2 276 321
BAGGAGE CLAIM	November	23	Nu Metro	USA	Comedy/Romance	R 2 203 410
LIEN SE LANKSTAANSKOENE	May	25	Nu Metro	SA	Drama	R 2 192 647
BAKGAT 3	September	42	Ster Kinekor	SA	Comedy	R 2 150 012
PRISONERS	October	42	Nu Metro	USA	Crime	R 2 112 901
DINO TIME (incl 3D)	February	52	Ster Kinekor	USA	Animation	R 2 007 014
WARM BODIES	March	41	Nu Metro	USA	Drama	R 1 966 530
BLUE JASMINE	December	21	Ster Kinekor	USA	Comedy	R 1 946 284
MORTAL INSTRUMENTS : CITY OF BONES	September	52	Nu Metro	USA/GER	Adventure	R 1 872 896
LINCOLN	February	22	Nu Metro	USA	Biography	R 1 814 892
RED DAWN (2012)	March	51	Ster Kinekor	USA	Action	R 1 760 067
ESCAPE PLAN	December	29	Nu Metro	USA	Action/Thriller	R 1 736 503
ZERO DARK THIRTY	February	39	UIP	USA	Thriller	R 1 725 357
THE BUTLER	November	38	Ster Kinekor	USA	Drama	R 1 700 920
RIDDICK	October	31	Nu Metro	USA/UK	Thriller	R 1 599 448
RUSH (2013)	October	49	Nu Metro	USA/GER/UK	Action/Drama	R 1 502 342
UNFINISHED SONG	June	17	UIP	UK/GER	Comedy/Drama	R 1 479 252
BEAUTIFUL CREATURES (2013)	February	58	Nu Metro	USA	Drama	R 1 472 748
BLITZ PATROLIE	May	41	Nu Metro	SA	Action/Comedy	R 1 424 311
SIDE EFFECTS (2013)	May	43	Ster Kinekor	USA	Thriller	R 1 380 491
MOVIE 43	February	34	Nu Metro	USA	Comedy	R 1 364 231
DIE LAASTE TANGO	July	31	Nu Metro	SA	Drama	R 1 321 455
BROKEN CITY	June	30	Nu Metro	USA	Crime/Drama/Thriller	R 1 207 017
ONE DIRECTIONS : THIS IS US(incl 3D)	September	43	Ster Kinekor	USA	Musical	R 1 203 159
MAMA	February	16	UIP	Spain/Canada	Horror	R 1 198 192
PARANOIA	October	34	Ster Kinekor	USA/FRA	Thriller	R 1 187 631
MOLLY AND WORS	September	43	Nu Metro	SA	Comedy	R 1 179 092
100M LEEULOOP	March	40	Nu Metro	SA	Comedy	R 1 092 652
STUUR GROETE AAN MANNETJIES ROUX	December	23	Ster Kinekor	SA	Drama	R 1 075 265
DEAD MAN DOWN	May	32	Ster Kinekor	USA	Thriller	R 1 051 491

ANNA KARENINA	February	20	UIP	UK	Drama	R 1 051 370
HITCHCOCK	April	22	Nu Metro	USA	Drama	R 1 002 098
ARBITRAGE	October	5	Nu Metro	USA	Drama	R 980 274
TYLER PERRY PRESENTS PEEPLES	July	43	Nu Metro	USA	Comedy	R 971 730
ENOUGH SAID	November	8	Nu Metro	USA	Comedy	R 950 559
INTOUCHABLES	January	5	Ster Kinekor	France	Comedy/Drama	R 923 378
SILENT HILL : REVELATION (incl 3D)	April	36	Ster Kinekor	FRA/USA/CAN	Horror	R 896 555
JURASSIC PARK (incl 3D)	May	24	UIP	USA	Sci-fi/Horror	R 882 037
DIANA	October	34	Ster Kinekor	UK/FRA/SWE/BEL	Drama	R 862 806
THE COMPANY YOU KEEP	July	17	Ster Kinekor	USA	Thriller	R 846 373
JACKASS PRESENTS : BAD GRANDPA	November	23	UIP	USA	Comedy	R 828 170
LAWLESS	January	39	Ster Kinekor	USA	Crime/Drama	R 820 931
TRANCE	April	33	Nu Metro	UK	Crime/Thriller	R 739 240
GREAT EXPECTATIONS (2012)	August	11	Ster Kinekor	UK/USA	Romance	R 726 178
THE LAST STAND	March	49	Nu Metro	USA	Action	R 721 637
INSIDIOUS 2	November	18	Ster Kinekor	USA	Horror	R 718 281
BEHIND THE CANDELABRA	September	19	Ster Kinekor	USA	Biography	R 712 485
SEVEN PSYCHOPATHS	April	12	UIP	UK	Action/Comedy	R 689 758
A HAUNTED HOUSE	June	41	Ster Kinekor	USA	Comedy/Horror	R 686 702
SCARY MOVIES 5	July	38	Ster Kinekor	USA	Comedy	R 684 887
THE GUILT TRIP	March	11	UIP	USA	Comedy	R 670 243
CHASING MAVERICKS	February	20	Nu Metro	USA	Sports/Drama	R 655 152
HYDE PARK ON HUDSON	March	12	Ster Kinekor	UK	Drama	R 639 800
GAMBIT	June	34	Ster Kinekor	USA	Comedy/Crime	R 610 034
VEHICLE 19	August	30	UIP	SA/USA	Thriller	R 590 061
DISCONNECT	July	24	NU Metro	USA	Drama	R 580 999
TEXAS CHAINSAW (incl 3D)	May	40	Ster Kinekor	USA	Horror	R 578 348
THANKS FOR SHARING	September	28	Ster Kinekor	USA	Comedy/Drama	R 563 708
ADMISSION	May	25	Ster Kinekor	USA	Comedy/Drama	R 549 172
THE PLACE BEYOND THE PINES	July	21	Ster Kinekor	USA	Drama	R 537 235
I GIVE IT A YEAR	July	29	Nu Metro	UK	Comedy	R 524 067
THE PERKS OF BEING A WALLFLOWER	January	16	Nu Metro	USA	Drama	R 520 600
SHADOW DANCER	May	6	UIP	UK/Ireland	Drama/Thriller	R 485 606
THE WAY WAY BACK	September	19	Ster Kinekor	USA	Comedy/Drama	R 483 419
THE ENGLISH TEACHER	September	17	Ster Kinekor	USA	Comedy/Drama	R 463 394
JOBS	October	25	Nu Metro	USA	Drama	R 452 194
THE SAPPHIRES	May	10	Ster Kinekor	Austarlia	Comedy/Drama	R 441 511
BABALAS	August	39	Ster Kinekor	SA	Comedy	R 425 057
MUSIEK VIR DIE AGTERGROND	October	34	Ster Kinekor	SA	Drama	R 412 047
THE CALL	October	18	Ster Kinekor	USA	Thriller	R 407 040
MUD	December	17	Ster Kinekor	USA	Drama	R 395 107
360	May	5	UIP	UK/AUS/FRA/BRA	Drama	R 391 105
THE PURGE	October	20	UIP	USA/FRA	Thriller	R 365 032

KILLING SEASON	November	16	CB	Belgium	Action	R 351 906
BUTTER	January	17	Ster Kinekor	USA	Comedy	R 335 617
EVIL DEAD (2013)	August	10	Ster Kinekor	USA	Horror	R 334 848
PEOPLE LIKE US	March	8	Ster Kinekor	USA	Drama	R 332 766
10 YEARS	March	15	Ster Kinekor	USA	Comedy/Drama	R 322 889
FELIX	September	38	CB	SA	Musical	R 318 676
BEFORE MIDNIGHT	November	10	Ster Kinekor	USA	Drama	R 313 446
EMPEROR	December	10	Ster Kinekor	USA/JPN	Drama	R 309 189
WELCOME TO THE PUNCH	August	33	Ster Kinekor	UK/USA	Thriller	R 305 715
PROMISED LAND (2012)	May	24	Ster Kinekor	USA/UAE	Drama	R 300 893
THIS IS THE END	October	9	Ster Kinekor	USA	Comedy	R 297 893
BLING RING	November	24	Ster Kinekor	USA/UK/FRA/GER/JAP	Crime	R 285 878
GIRL MOST LIKELY	November	15	Ster Kinekor	USA	Comedy	R 271 650
JIMMY IN PIENK	August	39	IFD	SA	Comedy	R 268 053
ARTHUR NEWMAN	August	10	Ster Kinekor	USA	Comedy/Drama	R 262 825
WON'T BACK DOWN	April	19	Nu Metro	USA	Drama	R 261 687
BULLET TO THE HEAD	May	17	Nu Metro	USA	Action/Thriller	R 260 025
LITTLE ONE	April	23	UIP	SA	Drama	R 249 032
KICK ASS 2	September	11	UIP	UK/USA	Action/Comedy	R 248 845
KILLING THEM SOFTLY	August	9	Nu Metro	USA	Crime	R 246 839
TO THE WONDER	June	6	Ster Kinekor	USA	Romance	R 227 950
CLOSED CIRCUIT	November	18	Ster Kinekor	UK/USA	Thriller	R 215 970
THE EAST	August	6	Nu Metro	USA/UK	Drama	R 185 788
STAND UP GUYS	June	10	Nu Metro	USA	Action/Comedy	R 162 237
THE WORDS	February	14	Nu Metro	USA	Drama	R 154 717
RUST AND BONE	October	9	Avalon	FRA/BEL	Drama	R 153 251
Cirque Du Soleil: Worlds Away	March	11	UIP	USA	Fantasy	R 147 425
MIDNIGHT'S CHILDREN	September	17	Ster Kinekor	UK/CAN	Drama	R 147 214
CHIMPANZEE	March	7	Ster Kinekor	Tanzania/USA	Documentary	R 132 768
TRISHNA	May	10	UIP	UK	Drama	R 128 295
THE FUNDEMENTALIST	RELUCTANT August	8	Nu Metro	USA/UK/Qatar	Thriller	R 109 241
BESHARAM	October	3	Ster Kinekor	India	Romance	R 109 047
BLACK NATIVITY	December	18	Nu Metro	USA	Musical	R 107 700
DARK SKIES	August	18	Ster Kinekor	USA	Thriller	R 107 394
ROBOT AND FRANK	April	5	Ster Kinekor	USA	Sci-fi/Comedy	R 93 180
DETACHMENT	November	10	Avalon	USA	Drama	R 73 900
IN A WORLD	December	5	Ster Kinekor	USA	Comedy	R 63 002
THE FIFTH ESTATE	December	10	Nu Metro	USA/BEL	Drama	R 59 498
SLEEPER'S WAKE	March	2	UIP	SA	Thriller	R 58 657
KILLER JOE	July	8	Nu Metro	USA	Comedy/Drama	R 57 699
STOKER	May	5	Nu Metro	UK/USA	Horror/Thriller	R 44 937
IM SO EXCITED	June	4	Ster Kinekor	Spain	Comedy	R 36 809
BUSTIN CHOPS	July	19	Nu Metro	SA	Comedy	R 27 484

Notes:

1. Gross box office data supplied by Ster-Kinekor
2. Country of Origin as supplied IMBD for the purpose of analysis
3. Genre Classification as supplied by Box Office Mojo and IMDB for the purpose of analysis

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