



national film and video foundation
SOUTH AFRICA
an agency of the Department of Arts and Culture

igniting your stories

National Film and Video Foundation Box Office January - June 2019



LOVE | SA FILM

EXECUTIVE SUMMARY

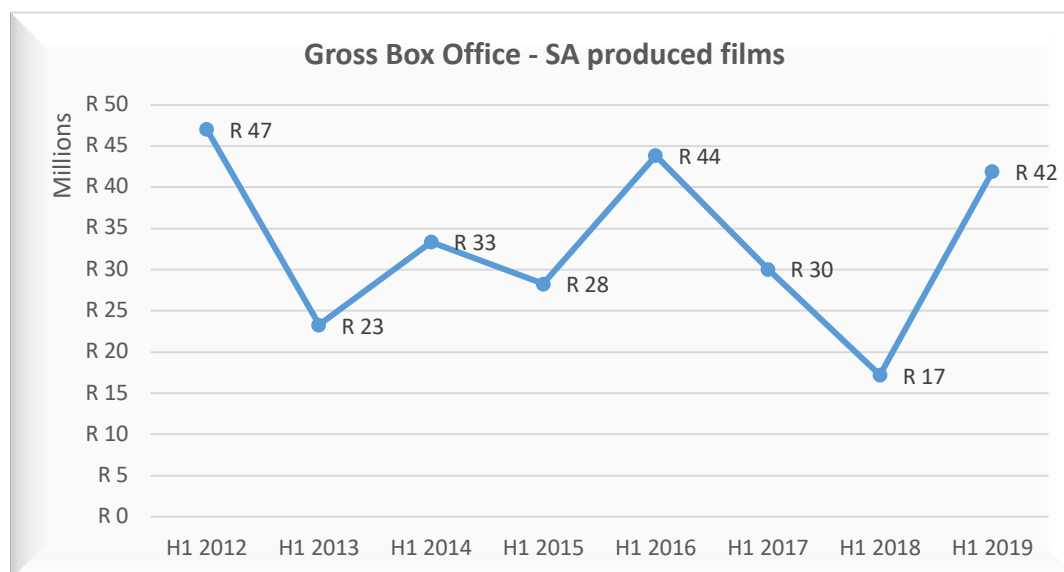
- ❖ South Africa's (SA) total Box Office earnings in the first half of 2019 amounted to the sum total of R590 million - 8% less than in the first half of 2018 (which was a total of R631 million).
- ❖ A total of 102 films were released in SA cinemas, 14 of which were SA produced¹;
- ❖ These 14 SA produced titles earned a total of R42 million in Box Office earnings;
- ❖ The Market Share of SA produced films for the first half of 2019 (H1, 2019) was therefore 7%;
- ❖ The highest-grossing films in 2019 were:
 - *Avengers: Endgame* (grossing over R104 million)
 - *Captain Marvel* (at R49 million)
 - *Aladdin* (at R43 million)
- ❖ *Action/Adventure/Sci-fi* was the highest-earning genre in this period; this was followed by *Animation*, then *Comedy*;
- ❖ A total of 23 3D/4DX/IMAX format films were released during the period and these accounted for 65% of the total box office revenue.

¹ "SA produced" refers to films that are produced by South Africans, and shot in South Africa, and further includes films classified as national films by virtue of having received official co-production status.

1. SOUTH AFRICA'S GROSS BOX OFFICE

South Africa's performance at the box office was very impressive in the first half of the year (referred to H1 2019 hereafter). 14 local films were released with the total box office earning R42 million - an increase from R17 million in the previous period (H1 2018).

Figure 1: Gross Box Office - SA produced films

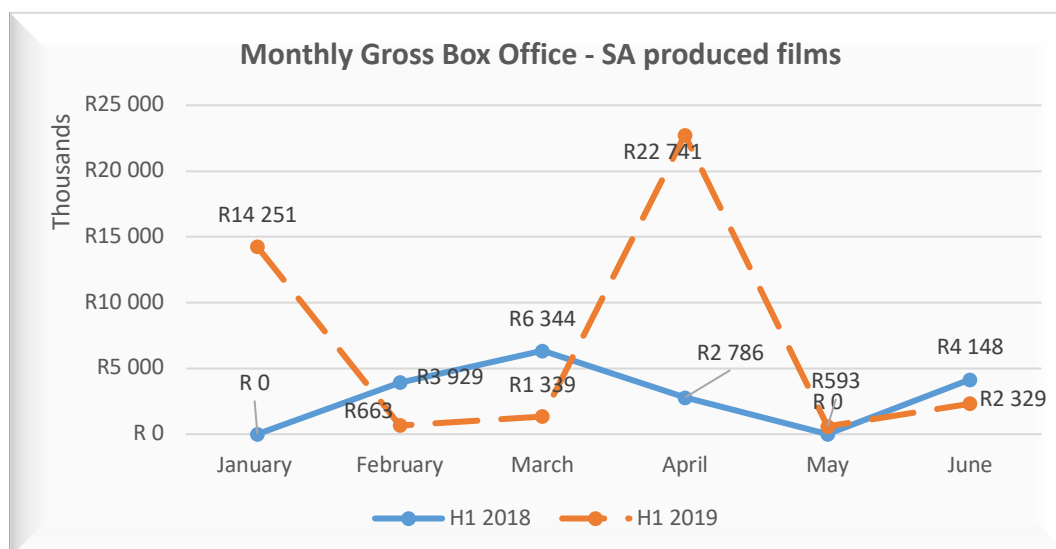


2. MONTHLY GROSS BOX OFFICE OF SA PRODUCED FILMS

The performance of SA produced films in the first six months of 2019 was much stronger than that of the first six months of 2018.

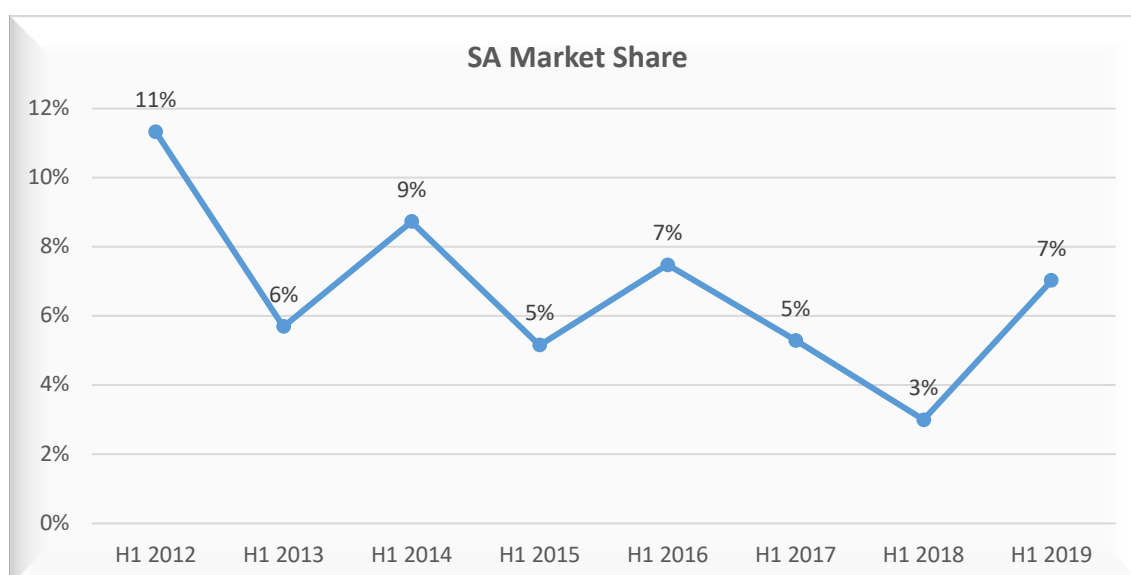
Cinema attendance during January is usually quieter, however, in January 2019 we saw the release of four local films (*Matwetwe*, *Dominee Tienie*, *3 Days to Go* and *Sew the Winter to my Skin*) which took a combined gross of R14 million.

A significant increase in box office earnings was also noted during April 2019 with the release of *Kandasamy's: The Wedding*, *Love Lives Here*, *Die Seemeeu*, and *An Act of Defiance*. The above made a combined box office gross of R23 million.

Figure 2: Monthly Gross Box Office – SA produced films

3. MARKET SHARE OF SA PRODUCED FILMS

The Market Share of South African films released in the first half of 2019 was 7% - an increase from 3% in the previous period (H1 2018). This is the result of strong performing titles released during this period.

Figure 3: Market Share of SA produced films

4. TOTAL MARKET SHARE OF FILMS BY DISTRIBUTOR

Films released through Filmfinity earned the largest share of the box office revenue so far (with a gross taking of R344 million - 58% of the total market share). Empire Entertainment (EE) accounted for a box office gross of R20 million (20% of the total box office gross), while United International Pictures (UIP) earned R107 million (18% of the market share).

Table 1: Total Market Share of films by the distributor

| Market Share by Distributor | | | | |
|--------------------------------|-----------------|-----------------|------------|--------------|
| Distributor | No# of Releases | Gross Office | Box | Market Share |
| 1 Filmfinity | 42 | R344 263 973 | | 58,4% |
| 2 Empire Entertainment | 32 | R119 800 106 | | 20,3% |
| United International Pictures | 13 | R106 884 690 | | 18,1% |
| 4 Indigenous Film Distributors | 8 | R10 757 146 | | 1,8% |
| 5 Black Sheep | 4 | R6 030 056 | | 1,0% |
| 6 Gravel Road | 2 | R1 543 363 | | 0,3% |
| Nolava Film & TV Distribution | 1 | R598 000 | | 0,1% |
| Total | 102 | R589 333 | 877 | |

Source: NFVF

Gross Box Office = Cumulative gross up to 21 July 2019

5. TOP FILMS AT THE BOX OFFICE

5.1 Top 10 Performing SA produced films

Table 2 below shows the performance of South African produced films during the first six months of 2019.

- ❖ *Kandasamys – The Wedding*, was the highest-grossing local film earning R20 million at the box office. This film is a sequel from *Keeping up with the Kandasamy's*, which was South Africa's number one movie at the box office in 2017 (the film earned over R16 million in box office gross receipts);
- ❖ *Matwetwe* came in as the second highest-earning local film. The film made an impressive R6 million; and
- ❖ *Dominee Tienie* then grossed R4 million.

Table 2: The Top 10 Performance of SA produced films

| Performance of SA produced films | | | | |
|----------------------------------|--------------|----------------|----------------|----------------|
| Movie Title | No# of Weeks | No# of Screens | GBO at Release | Cumulative GBO |
| 1 Kandasamys - The Wedding* | 12 | 52 | R5 725 910 | R19 253 079 |
| 2 Matwetwe | 12 | 17 | R980 762 | R6 473 633 |
| 3 Dominee Tienie | 9 | 40 | R578 849 | R4 221 158 |
| 4 3 days to go | 8 | 31 | R892 936 | R3 479 599 |
| 5 Love Lives Here | 11 | 41 | R631 637 | R2 866 485 |
| 6 Kings of Mulberry Street* | 3 | 30 | R628 478 | R2 329 296 |
| 7 Liewe Lisa | 3 | 43 | R301 745 | R662 883 |
| 8 Deep End | 4 | 26 | R212 136 | R615 729 |
| 9 Red Room | 5 | 23 | R205 000 | R598 000 |
| 10 Skemerson | 4 | 27 | R175 790 | R593 482 |

Source: NFVF, Filmfinity, Box Office Mojo

Gross Box Office = Cumulative gross up to 21 July 2019

* was still being exhibited as at 21 July 2019

5.2 Top 20 Films released in SA

The list of top-earning films based on gross box office receipts during the first six months of 2019 is provided below in Table 3 (until 21st of July).

- ❖ The highest-grossing release of this period was the Marvel Blockbuster *Avengers: Endgame*, which smashed box office records in South Africa, earning a massive R104 million (18% of the total box office for the period). Besides this performance in South Africa, the film made the highest box office receipts during its opening weekend in 44 other markets outside of the United States (including China, the United Kingdom, Australia, Korea, Brazil, Mexico, and Spain²);
- ❖ Also recording high gross box office receipts was *Captain Marvel* which earned R49 million in revenues; and
- ❖ This was then followed by *Aladdin*, grossing R43 million.

² Channel24. (2019). Avengers: Endgame shatters African box office records. [Available online: <https://www.channel24.co.za/Movies/News/avengers-endgame-shatters-african-box-office-records-20190430-2>].

Table 3: Top 20 Films released in SA

| Top 20 films released in SA | | | | |
|------------------------------------|--|--------------------------|-------------------------|--------------------|
| | Movie Title | Country of Origin | Gross Box Office | Distributor |
| 1 | Avengers: End Game (Incl. 3D, D.BOX, IMAX & 4DX)* | USA | R104 238 526 | Filmfinity |
| 2 | Captain Marvel (Incl. 3D/ D.BOX/ IMAX & 4DX) | USA | R49 340 780 | Filmfinity |
| 3 | Aladdin (Incl. 3D, D.BOX, IMAX & 4DX)* | UK/USA | R42 770 702 | Filmfinity |
| 4 | John Wick: Chapter 3 - Parabellum (Incl. D.BOX, IMAX & 4DX)* | USA | R28 609 503 | Filmfinity |
| 5 | How to Train your Dragon: The Hidden World (Incl. 3D & IMAX) | USA | R26 870 585 | UIP |
| 6 | Toy Story 4 (Incl. 3D, D.BOX & IMAX)* | USA | R22 729 128 | Filmfinity |
| 7 | What Men Want | USA | R22 700 684 | UIP |
| 8 | Kandasamys - The Wedding* | SA | R19 253 079 | Filmfinity |
| 9 | Men in Black: International* | USA | R17 446 093 | Filmfinity |
| 10 | The Secret Life of Pets 2 (Incl. 3D)* | USA | R15 856 805 | UIP |
| 11 | Shazam! (Incl. 3D/ D.BOX/ IMAX & 4DX) | USA | R14 752 523 | EE |
| 12 | Wonder Park (Incl. 3D) | SPN/USA | R14 450 900 | UIP |
| 13 | The Hustle* | USA | R12 172 308 | EE |
| 14 | The Upside | USA | R11 237 439 | EE |
| 15 | Tyler Perry's a Madea Family Funeral | USA | R8 703 365 | Filmfinity |
| 16 | Glass (Incl. IMAX) | USA | R8 515 559 | Filmfinity |
| 17 | Annabelle Comes Home (Incl. IMAX & D.BOX)* | USA | R8 037 212 | EE |
| 18 | Dumbo (Incl. 3D/ D.BOX & IMAX) | USA | R7 210 928 | Filmfinity |
| 19 | X-Men: Dark Phoenix (Incl. 3D, IMAX & D.BOX)* | USA | R7 181 813 | EE |
| 20 | Alita: Battle Angel (incl 3D/ IMAX & 4DX) | USA | R6 695 935 | EE |

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 21 July 2019

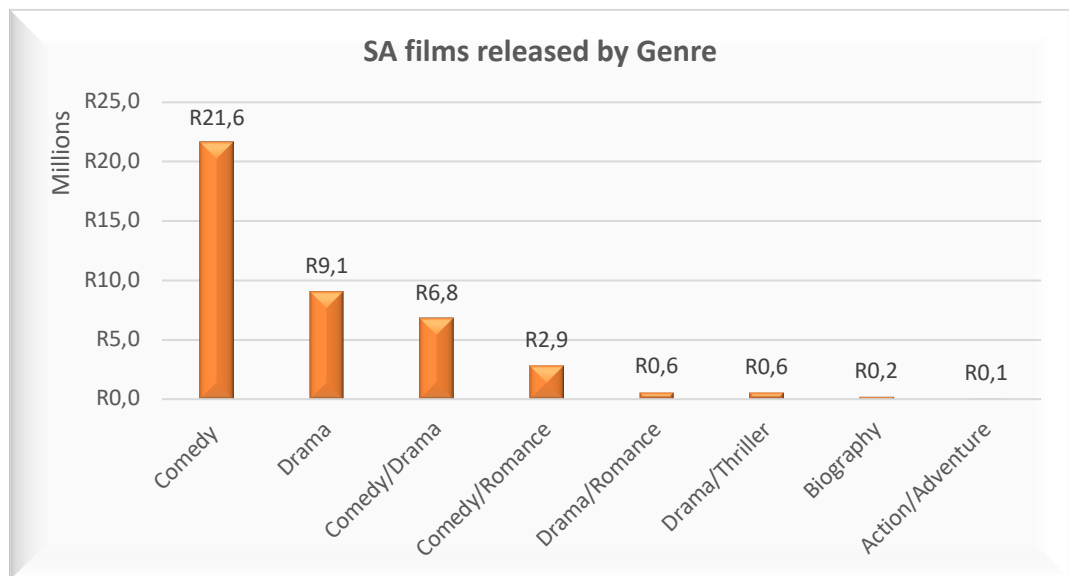
* was still being exhibited as at 21 July 2019

6. GENRE CLASSIFICATION

6.1 SA produced films - by Genre

Figure 4 analyses the relative popularity of different genres at the box office. The pattern of the box office by genre is usually apparent and revealed by a few of the high grossing releases. For locally produced films the *Comedy* genre was the top-earning genre (grossing R22 million), followed by *Drama* (R9 million), and a combination of *Comedy/Drama* following with earnings of R7 million.

Figure 4: SA Films released by Genre



6.2 Top 20 Films released in SA - by Genre

The highest-earning genre in South Africa was the *Action/Adventure/Sci-fi* genre which brought in R171 million of the box office gross receipts;

Animation came in as the second-highest earner with a gross box office of R98 million, followed by *Comedy* with R73 million earnings.

Table 4: Top 20 films released in SA - by Genre

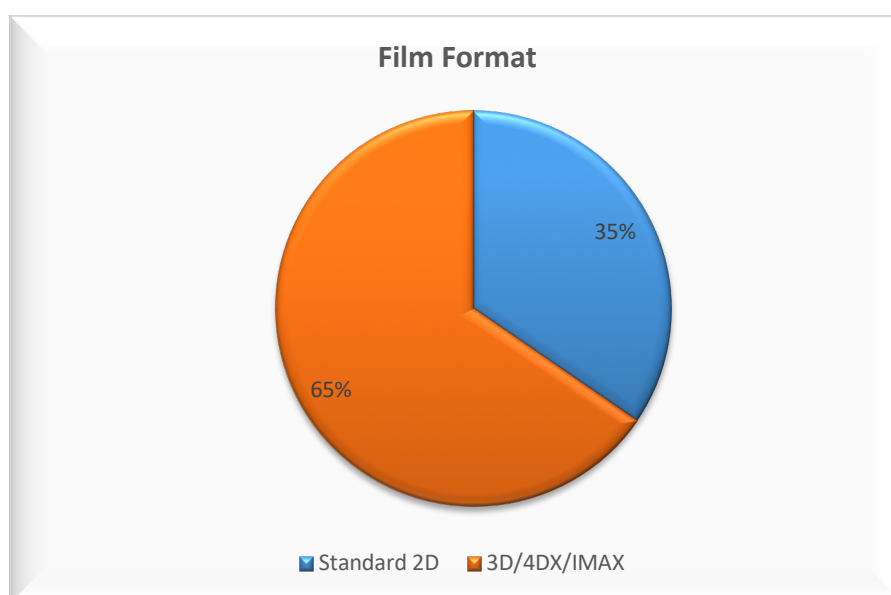
| Top-performing films released in SA by genre | | | | |
|--|-------------------------|-----------------|-----|--|
| Genre | Count of Movie Title | Gross Office | Box | Top Performing Title |
| Action/Adventure/Sci-fi | 3 | R171 399 | 025 | Avengers: End Game |
| Animation | 12 | R97 691 057 | | How to Train your Dragon |
| Comedy | 9 | R73 182 201 | | What Men Want |
| Fantasy | 2 | R48 519 823 | | Aladdin |
| Comedy/Drama | 11 | R30 718 954 | | The Upside |
| Action/Thriller | 2 | R28 878 909 | | John Wick: Chapter 3 - Parabellum |
| Drama | 21 | R24 268 867 | | Dominee Tienie |
| Action/Sci-fi | 3 | R18 520 400 | | X-Men: Dark Phoenix |
| Thriller | 5 | R16 674 407 | | Glass |
| Action/Adventure | 3 | R16 520 781 | | Shazam |
| Horror | 7 | R16 416 789 | | Annabelle Comes Home |
| Adventure | 1 | R7 210 928 | | Dumbo |
| Comedy/Romance | 3 | R6 635 874 | | Love Lives Here |
| Action/Drama | 1 | R6 208 346 | | Cold Pursuit |
| Musical | 1 | R6 179 438 | | Rocketman |
| Drama/Romance | 2 | R6 148 262 | | After |
| Crime/Drama | 6 | R3 353 043 | | The Mule |
| Action | 1 | R2 782 636 | | Anna |
| Drama/Crime | 1 | R2 004 045 | | Stockholm |
| Adventure/Drama | 1 | R1 838 348 | | A Dog's Way Home |
| Biography/Crime/Thriller | 1 | R1 328 988 | | Extremely Wicked, Shockingly Evil and Vile |
| Action/Drama/Thriller | 1 | R1 322 135 | | Final Score |
| Sci-fi/Thriller | 2 | R904 778 | | Replicas |
| Adventure/Fantasy | 1 | R698 569 | | The Kid who would be King |
| Drama/Thriller | 1 | R598 000 | | Red Room |
| Biography | 1 | R246 357 | | An Act of Defiance (Bram Fischer) |

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 27 July 2018

6.3 3D/4DX/IMAX Format

23 3D/4DX/IMAX films were released in the first half of 2019, generating R378 million from their 3D/4DX/IMAX screenings. The combined gross revenue from these 3D/4DX/IMAX screenings accounted for 65% of the total box office revenues. See Figure 3 below.

Figure 3: 3D/4D/IMAX Format

7. INDIGENOUS LANGUAGE FILMS

Of the 14 titles released this year:

- ❖ Five were Afrikaans language films;
- ❖ Six were English language films;
- ❖ One was a mixture of Afrikaans/IsiXhosa/English;
- ❖ Another a combination of one Afrikaans/IsiZulu/English; and
- ❖ One film was in Setswana.

In line with previous box office reports, Afrikaans language films continue to rank as the most popular local films at South African cinemas.

Table 5: Indigenous language films

| Indigenous Language | | |
|------------------------------|--------------------------|-----------------------|
| Language | Count of Language | Cumulative GBO |
| 1 Afrikaans | 5 | R5 978 524 |
| 2 Afrikaans/IsiXhosa/English | 1 | R77 018 |
| 3 Afrikaans/IsiZulu/English | 1 | R246 357 |
| 4 English | 6 | R29 142 188 |
| 5 Setswana | 1 | R6 473 633 |
| Total | 14 | R41 917 720 |

Source: NFVF

Gross Box Office = Cumulative gross up to 21 July 2019

8. COUNTRY OF ORIGIN

As depicted in Table 6 below, South Africa had 14 films released (13 were locally produced and 1 was a co-production) which accounted for 7% of the total box office revenue. Most of the films released in South Africa in 2019 were of USA origin (57 titles, accounting for 74% of the total box office earnings). There were five UK/USA collaborations. These collaborations shared 9% of the box office revenue.

Table 6: Top-performing films by country of origin

| Country of Origin | | | | |
|--------------------|-------------------|----------------------|---------------------|---------|
| No# | Country of Origin | Count of Movie Title | Gross Box Office | % Share |
| 1 | USA | 57 | R435 203 469 | 74% |
| 2 | UK/USA | 5 | R51 687 678 | 9% |
| 3 | SA | 13 | R41 671 363 | 7% |
| 4 | SPN/USA | 1 | R14 450 900 | 2% |
| 5 | FRA/USA | 3 | R9 103 180 | 2% |
| 6 | JPN/USA | 1 | R5 749 121 | 1% |
| 7 | UK/ USA | 1 | R5 219 110 | 1% |
| 8 | AUS/DEN/USA | 1 | R5 133 957 | 1% |
| 9 | BEL | 1 | R4 569 121 | 1% |
| 10 | AUS/IND/USA | 1 | R2 805 840 | 0% |
| 11 | RUSSIA/USA | 1 | R2 305 673 | 0% |
| 12 | UK | 2 | R1 910 811 | 0% |
| 13 | CAN/USA | 2 | R1 752 394 | 0% |
| 14 | IRE/UK/USA | 1 | R1 219 473 | 0% |
| 15 | RUSSIA | 1 | R1 210 381 | 0% |
| 16 | GER/SPN/UK | 1 | R1 141 016 | 0% |
| 17 | Canada | 1 | R927 815 | 0% |
| 18 | GER | 1 | R913 939 | 0% |
| 19 | GER/UK/USA | 1 | R774 781 | 0% |
| 20 | NER | 1 | R402 347 | 0% |
| 21 | FRA/UK | 1 | R370 650 | 0% |
| 22 | UKRAINE | 1 | R314 350 | 0% |
| 23 | FRA/ITALY | 1 | R297 911 | 0% |
| 24 | MEXICO/USA | 1 | R269 406 | 0% |
| 25 | SA/NER | 1 | R246 357 | 0% |
| 26 | CHILE/USA | 1 | R226 291 | 0% |
| Grand Total | | 102 | R589 877 333 | |

Source: NFVF

9 CONCLUSION

In conclusion, the performance of South African films at the box office in the first half of 2019 recorded an impressive R42 million and reached 7% Market Share. There were a few local titles which recorded strong performances.

Foreign films performed relatively well, earning a combined gross of R547 million, and earning 93% Market Share.

- ❖ Filmfinity continues to dominate the exhibition space, having exhibited the largest number of titles for the year;
- ❖ In terms of genre *Action/Adventure/Sci-fi* was the top-earning genre, followed by *Animation* and *Comedy*.
- ❖ For locally produced titles, *Comedy* and *Drama* were the high grossing genres;
- ❖ With the advancement of technology, there has been a rise in different formats, such as 3D/4D/IMAX, accounting for 65% of the total box office gross. The standard format earned only 35% of the total box office revenues.
- ❖ The top-performing films in South Africa's box office charts are mostly from the US origin with few films from the UK/USA collaboration. SA released 14 films.

Notes:

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

National Film and Video Foundation Policy and Research Department**Statistical Contact details**

This release was prepared by Research Analyst: Zilungile Tunzi

Physical Address

2nd Floor, 87 Central Street, Houghton, 2198, South Africa

Postal Address

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

© National Film and Video Foundation 2019

Disclaimer

The National Film and Video Foundation has produced this box office analysis to provide industry practitioners with the performance of South African films at the box office. This analysis is not presented as definitive advice to be relied upon, nor should it be printed or disseminated in other forms without NFVF's written consent.