



**national film and video foundation**  
SOUTH AFRICA

an agency of the Department of Sports, Arts and Culture

## **South Africa's Box Office Report**

### **January – March 2020**

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## **LIST OF ABBREVIATIONS**

AUS	Australia
CAN	Canada
CHN	China
CZE	Czech Republic
EE	Empire Entertainment
FRA	France
GER	Germany
GBO	Gross Box Office
IFD	Indigenous Films Distribution
IRE	Ireland
JPN	Japan
NFVF	National Film and Video Foundation
NZ	New Zealand
SA	South Africa
SCI-FI	Science Fiction
UIP	United International Pictures
UK	United Kingdom
USA	United States of America

## DEFINITION OF KEY TERMS

- ❖ **Gross Box Office:** is measured in terms of the number of tickets sold at the cinema(s) or the amount of money raised by ticket sales (revenues).
- ❖ **Market Share:** is the percentage of an industry or market sales earned over a specified period. It is calculated by adding domestic gross and dividing by the total gross box office figure.
- ❖ **SA/Locally 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 from the NFVF.
- ❖ **Foreign/International:** refers to films produced outside of South Africa.
- ❖ **Movie:** a cinematographic and/or theatrical film.
- ❖ **Cumulative:** refers to a figure that grows over a period.

Note: To provide a fair comparison on all theatrical films released, all rankings are based on ticket sales/box office gross.

## **EXECUTIVE SUMMARY**

- South Africa released a total of forty-one (41) films in the first three (3) months of 2020;
- The total box office gross was R130,5 million;
- Domestic films were four (4) with box office gross of R6,1 million;
- The highest-grossing film released in the first quarter of 2020 was ***Bad Boys for Life*** earning R51,4 million; and
- The Market Share of domestic films reached 5% in Quarter 1.

## **1. INTRODUCTION**

The annual box office report is a consolidation of South Africa's Top 25 reports, which depicts the performance of films released at the Box Office. The information contained in this report is sourced from the following South African film distributors:

- Filmfinity;
- Empire Entertainment;
- United International Pictures;
- Indigenous Film Distributors;
- Blacksheep Films;
- Gravel Road Distribution; and
- Nolava International Film Distributors and is made available by Filmfinity.

This report is compiled bi-annually with the first publication reporting the January to June period. However, due to the national lockdown announced on 23 March 2020, all cinemas had to close down, and the data is only available for Quarter 1 (January to March 2020). The data was sourced from Filmfinity, Box Office Mojo and IMDB website.

Insights will be provided on: box office gross, type of genres distributed, the number of domestic films released and their market share for South Africa. Indicators will give an overview of what drives audience consumption.

A significant limitation to note, in this report is that films cannot be followed through once they are out of circuit. Therefore, all the figures cited in this report are for the period in which the film was competing in South Africa's Top 25 report.

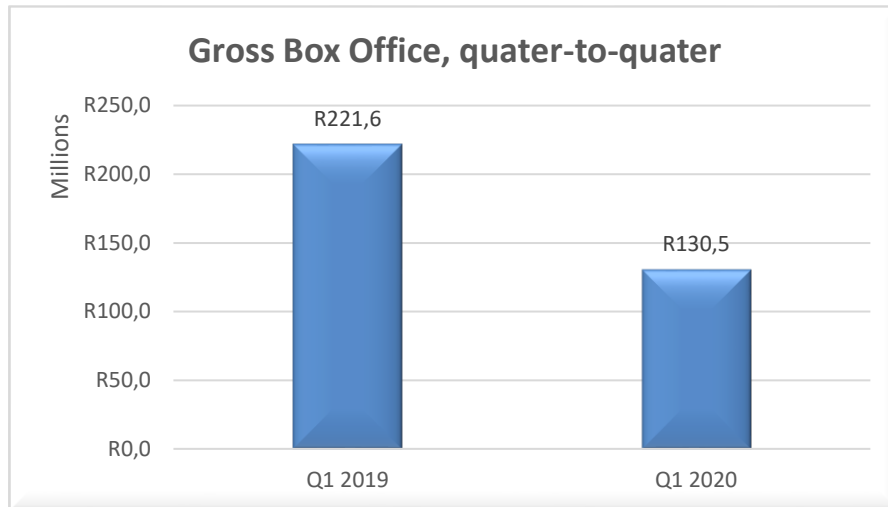
## **2. BOX OFFICE TRENDS**

The national lockdown commenced on 26 March 2020, due to increase in infections of the coronavirus disease pandemic. Cinema chains like Ster-Kinekor, Nu Metro, Cine Centre as well as other independents ones closed. As such, the analysis below includes films released in South Africa for the calendar year 2020 up to 26 March 2020.

## 2.1 South Africa's Gross Box Office

A total of forty-one (41) titles were released in South African cinemas in the first three months of 2020, slightly down from forty-eight (48) titles released in 2019. The total gross box office revenue amounted to R130, 5 million, a decline from R221, 6 million generated in Quarter 1 of 2019.

**Figure 1: South Africa's Gross Box Office**



Source: NFVF, Filmfinity

## 2.2 Monthly Gross Box Office

The box office revenue generated in January 2020 amounted to R86, 8 million, which is significantly higher than the R32, 2 million, which was generated in 2019. In February, box office gross declined from R78, 6 million generated in 2019 to R33, 1 million earned in 2020. March revenue surged substantially due to the coronavirus pandemic with total box office revenue generated amounting to R10, 5 million a major decline from R110,7 million grossed in 2019.

**Table 1: Monthly Gross Box Office**

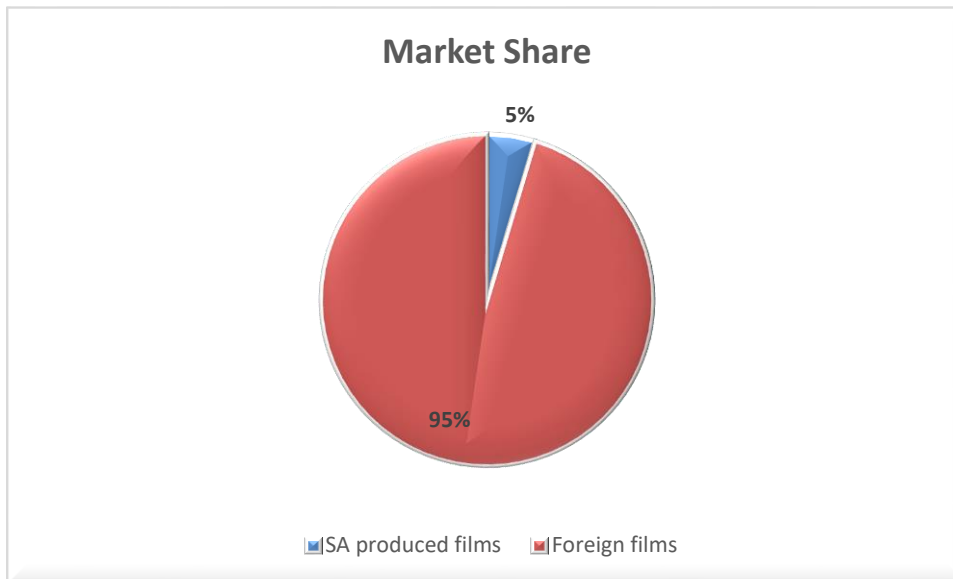
Monthly Gross Box Office				
Months	Count of Titles Released	GBO 2019	Count of Titles Released	GBO 2020
January	15	R32 248 628	16	R86 844 266
February	13	R78 614 103	16	R33 108 853
March	20	R110 712 198	9	R10 539 526
<b>Total</b>	<b>48</b>	<b>R221 574 929</b>	<b>41</b>	<b>R130 492 645</b>

Source: NFVF, Filmfinity

### 2.3 Market Share of SA Produced Films

There were four (4) domestic films released in the first quarter of 2020 with box office earnings of R6, 1 million with a 5% market share.

**Figure 2: Market Share**



Source: NFVF, Filmfinity

### 2.4 Market Share of Films by Distributor

Films released through Filmfinity received the largest share at the box office, with a total gross revenue of R75, 7 million. United International Pictures accounted for R30, 9 million in box office revenue, and Empire Entertainment R22, 7 million.

**Table 2: Market Share by Distributor**

Market Share by Distributor				
No#	Distributor	No# of Titles	Gross Box Office	Market Share
1	Filmfinity	12	R75 682 072	58,0%
2	UIP	9	R30 895 850	23,7%
3	EE	17	R22 713 065	17,4%
4	Black Sheep	1	R617 920	0,5%
5	Indigenous	2	R583 738	0,4%
<b>Grand Total</b>		<b>41</b>	<b>R130 492 645</b>	

Source: NFVF, Filmfinity

### 2.5 Top 10 Performing Films

The top-earning films in gross box office receipts during the first three months of 2020 are:

- ***Bad Boys for Life*** was the top-performing title in the first quarter generating R51,4 million;



- The second top-performing title was ***Dolittle*** generating R11,1 million; and
- The third highest-earning title was ***Sonic the Hedgehog*** generating R10, 5 million in box office revenue.

**Table 3: Top 10 Performing Films**

Top 10 films released in SA				
	Movie Title	Country of Origin	Cumulative GBO	Distributor
1	Bad Boys for Life	USA	R51 388 732	Filmfinity
2	Dolittle	UK/USA	R11 060 515	UIP
3	Sonic the Hedgehog	KOR/JPN/USA	R10 510 757	UIP
4	1917	UK/USA	R6 843 858	EE
5	Birds of Prey	USA	R6 113 624	EE
6	Like a Boss	USA	R5 017 510	UIP
7	Vergeet My Nie	SA	R3 710 344	Filmfinity
8	Onward	USA	R3 465 349	Filmfinity
9	Bloodshot	CHN/USA	R3 254 338	Filmfinity
10	Can You Keep a Secret	USA	R3 138 294	Filmfinity

Source: NFVF, Filmfinity

## 2.6 Genre Classification

Table 4 depicts the relative popularity of different genres at the box office. The Action/Comedy/Crime were the top-earning Genres, grossing R53,4 million in revenue, followed by Adventure/Comedy with R11,1 million and Action/Adventure/Comedy with 10,5 million.

**Table 4: Top 10 Films released in SA - by Genre**

Top-performing films released in SA by Genre				
No#	Movie Title	Count of Movie Title	Gross Box Office	Top Performing Title
1	Action/Comedy/Crime	2	R53 448 334	Bad Boys for Life
2	Adventure/Comedy	1	R11 060 515	Dolittle
3	Action/Adventure/Comedy	1	R10 510 757	Sonic the Hedgehog
4	Drama/War	1	R6 843 858	1917
5	Action/Adventure/Crime	1	R6 113 624	Birds of Prey
6	Comedy	2	R5 635 430	Like a Boss
7	Horror	6	R5 130 572	The Invisible
8	Animation	4	R4 772 234	Onward
9	Biography/Drama	2	R4 134 027	Bomshell
10	Romance	1	R3 710 344	Vergeet My Nie

Source: NFVF, Filmfinity

## 2.7 Country of Origin

Table 5 below depicts the forty-one (41) released titles in the first quarter. Fourteen (14) of them were of US origin, grossing a box office gross revenue of R75,7 million

whilst four (4) films were of the UK and USA collaboration grossing R21, 7 million in revenue. Locally produced films earned R6, 1 million for the four (4) titles released.

**Table 5: Country of Origin**

<b>Country of Origin</b>				
<b>No#</b>	<b>Movie Title</b>	<b>Count of Movie Title</b>	<b>Gross Box Office</b>	<b>Percentage Share</b>
1	USA	14	R75 660 090	58,0%
2	UK/USA	4	R21 694 536	16,6%
3	CAN/JPN/USA	1	R10 510 757	8,1%
4	SA	4	R6 059 136	4,6%
5	CAN/USA	4	R5 638 799	4,3%
6	CHN/USA	2	R3 648 089	2,8%
7	AUS/USA	1	R2 583 908	2,0%
8	UK	4	R1 871 275	1,4%
9	CZE/NZ/USA	1	R1 110 658	0,9%
10	CAN/UK/USA	1	R879 671	0,7%
11	NZ	1	R402 412	0,3%
12	CAN/IRE/USA	1	R203 823	0,2%
13	FRA	1	R153 693	0,1%
14	GER/USA	1	R50 996	0,0%
15	CAN/GER	1	R24 802	0,0%
<b>Grand Total</b>		<b>41</b>	<b>R130 492 645</b>	

Source: NFVF, Filmfinity

### 3. CONCLUSION

With cinemas closing in response to the coronavirus pandemic, the theatrical window had to be cut, whilst other films had to be postponed their release date. The 41 films released in the first three months of 2020 would typically expect to have generated the vast majority of their total revenue by the time that cinemas closed, while those released nearer to the national lockdown were disadvantaged in their theatrical revenue run. Most films were made available on different online platforms, including DSTV Box Office, amongst others.

Moffie; Griekwastad; Flatland; Seriously Single; Toorbos; Riding with Sugar; The Tree; New Material are some of the films that were scheduled to be released.

**ENDS**

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