



national film and video foundation
SOUTH AFRICA

an agency of the
Department of Arts and Culture

Box office report 2011

Table of Contents.

| | |
|--|----|
| Table of Figures | 2 |
| List of Acronyms | 3 |
| Introduction..... | 4 |
| Findings | 4 |
| Conclusion..... | 13 |
| Appendices 1: List of Titles Released..... | 14 |

Table of Figures

| | |
|---|----|
| Figure 1: Market share by distributor..... | 5 |
| Figure 2: Film releases by month. | 6 |
| Figure 3: Country of origin..... | 7 |
| Figure 4: Film releases by genre. | 8 |
| Figure 5: Market share by genre. | 9 |
| Figure 6: Gross box office revenue by genre..... | 9 |
| Figure 7: Top 4 grossing films..... | 10 |
| Figure 8: Market share by local and foreign films. | 11 |
| Figure 9: Box office revenue by distributor. | 11 |
| Figure 10: Local films box office revenue..... | 12 |

List of Acronyms

| | |
|--------|------------------------------------|
| AUS | Australia |
| AUT | Austria |
| BEL | Belgium |
| CAN | Canada |
| CBD | Crystal Brook Distribution |
| DRC | Democratic Republic of Congo |
| ESP | Spain |
| FRA | France |
| GER | Germany |
| HUN | Hungary |
| IFD | Indigenous Films Distribution |
| IND | India |
| ISR | Israel |
| ITA | Italy |
| MEX | Mexico |
| NFVF | National Film and Video Foundation |
| NMD | Nu Metro Distributers |
| NZ | New Zealand |
| POL | Poland |
| ROMCOM | Romantic Comedy |
| SA | South Africa |
| SCI-FI | Science Fiction |
| SKE | Ster-Kinekor Entertainment |
| UAE | United Arab Emirates |
| UIP | United International Pictures |
| UK | United Kingdom |
| US | Unites States |

Introduction

The annual box office report is a consolidation of the performance of films released in South Africa for the whole year. The report is compiled on a trimestral basis with the first being for the January-April trimester, and followed by the May- August trimester and the final being the September to December. Data use in this report was sourced from the weekly top 25 films sent by Ster Kinekor and the Box Office Mojo website.

A caution for noting is that films cannot be tracked further once they move out of the top 25 and all the figures quoted in the report are for a period while the film is still competing in the top 25 and therefore might not reflect the exact revenue the film has accrued.

The report reveals that the advent of 3D has been highly successful test for local films, among them *Jock of the Bushveld*, released in 3D was the top grossing South African Feature in 2011 with over R11 million in revenue which. The box office revenue for local films has been considerably boosted by the advent of 3D as evidenced by the whooping amount of money raked in by *Jock of the Bushveld*.

This snapshot suggests that the industry is in a healthy state. The 204 films screened in South African cinemas in 2011 grossed over R 691 million. Of those films 22 were local productions. The domination of the market by both Nu-Metro Entertainment and Ster- Kinekor Entertainment continued unabated with a massive 75% of the market share.

From all the 22 local films that participated at the box office, 8 of them managed to cross the R1 million mark while the lowest revenue raised by a film was just above R12 000.

Once again South African audiences have embraced a wide range of stories in 2011. *Platteland* and *Hoofmeisie* have shown that films in indigenous languages are going from strength to strength in attracting larger audiences. The diversity of films on offer reflected a competitive nature of the market. Most importantly in 2011 we saw films for all ages, with a good mixture of special effects-laden action and animated adventure films through to comedy released during the year.

Findings

In 2011 there has been an increase in the number of distributors that were active in the market as revealed by *figure 1 below*, Crystal Brooke Distributors (CBD) who are

new in the field claimed 1% of the market while Swift 2.0 which active in 2010 did not have any film distributed. Both Nu Metro Distributors (NMD) and Ster Kinekor Entertainment (SKE) maintained their dominance of the market with a total share of 44% and 31% respectively. United International Pictures (UIP) captured only 19% of the market share.

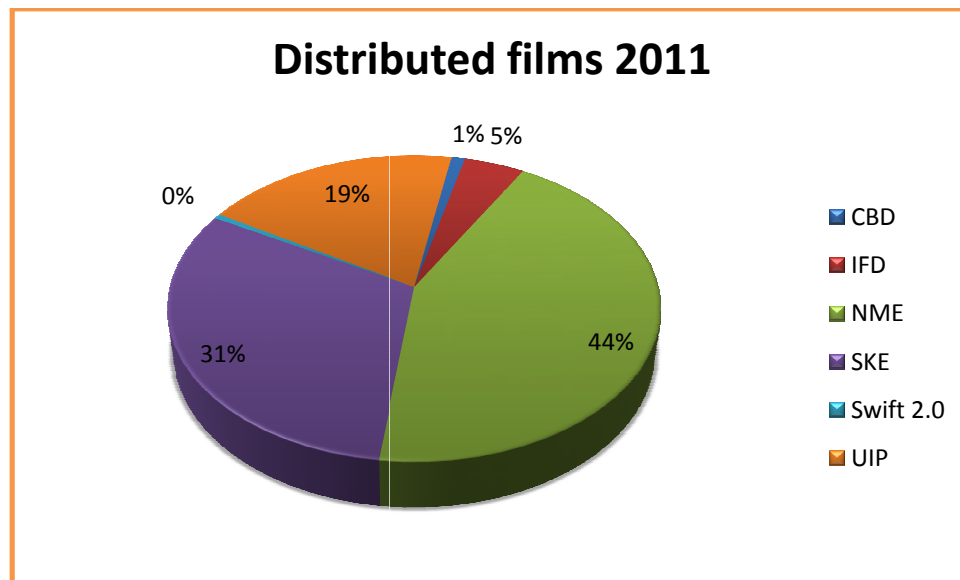


Figure 1: Market share by distributor.

Figure 2 below reveals that for the first 2 months of 2011 there was consistency in the number of films released, the releases started rising in March and reached an all time peak of 24 in the month of April.

Films releases hit the lowest ebb in the month of September with a total of 12 films released. South African titles enjoyed a high number of releases in the months of July and August with a total of 4 films each.

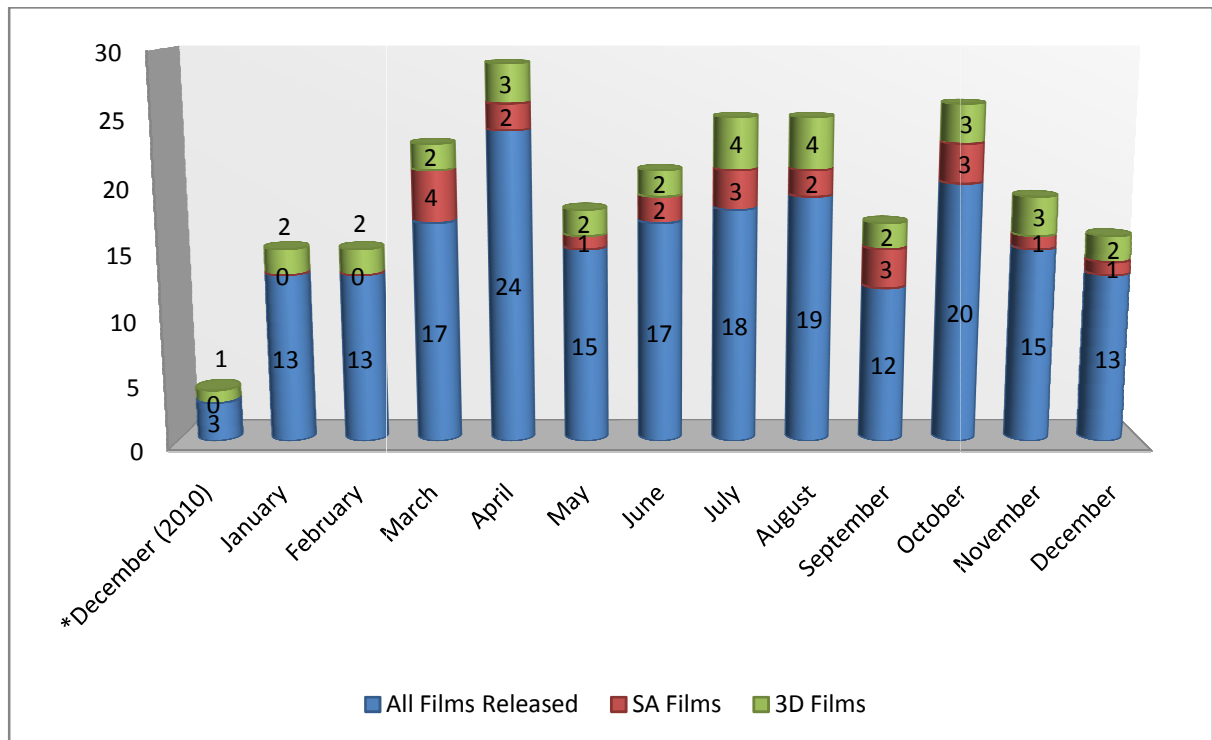


Figure 2: Film releases by month.

Imported film still represented the highest number of films released locally. Of all the films released in 2011 South African films commanded 10.9% of the market share while the imported made up the entire 89.1%. The US continued to dominate the box office.

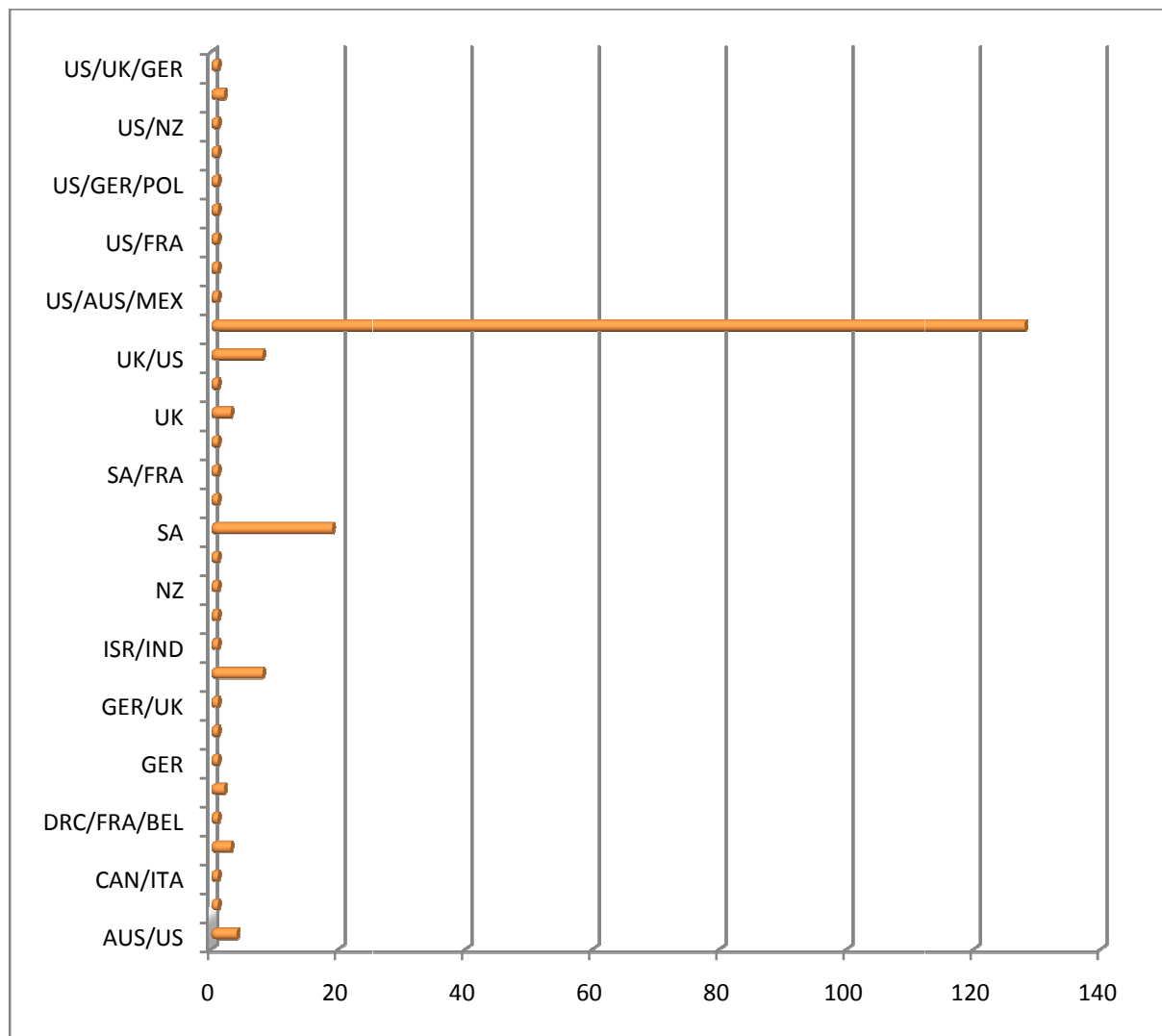


Figure 3: Country of origin.

Once again movie goers were spoiled for choices when it comes to the genre. The year 2011 saw films released for all ages and tastes. The balance was right with a mixture special effects laden action films and animated adventure films through to comedy and crime. However, drama and comedy dominated the 2011 releases with animation, crime, sci-fi and thrillers giving a fierce competition with regards to a number of releases.

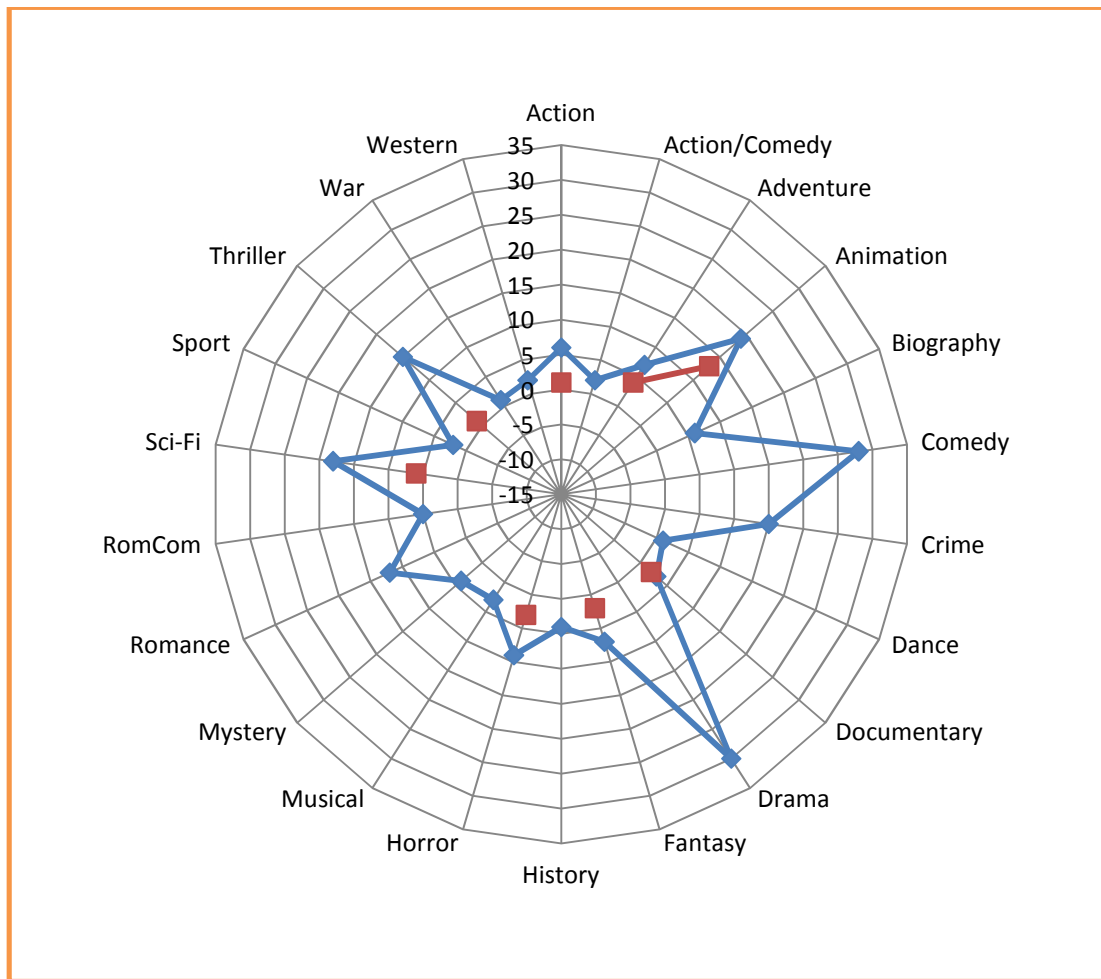


Figure 4: Film releases by genre.

From the local front, the scenario was similar with drama and comedy leading the number of releases with a total of 36% and 23% respectively. All the other genres such as sport, musicals, horror etc were straddled between 4% and 5%. Altogether, there were 22 films on circuit during the year in review. Among the 22 local films released the first local to be released in 3D, Jock of the Bushveld enjoyed a successful run at the box office.

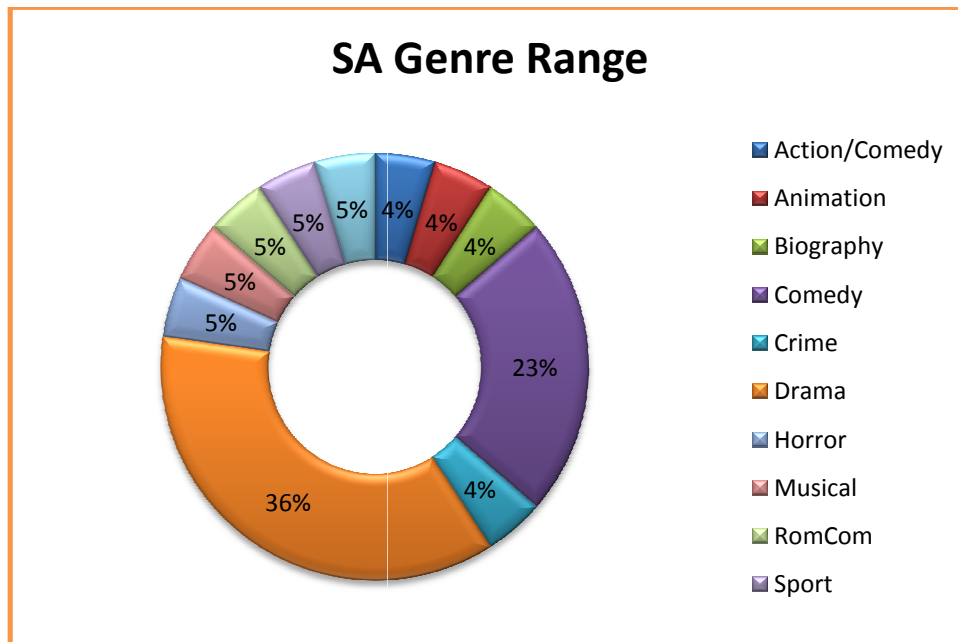


Figure 5: Market share by genre.

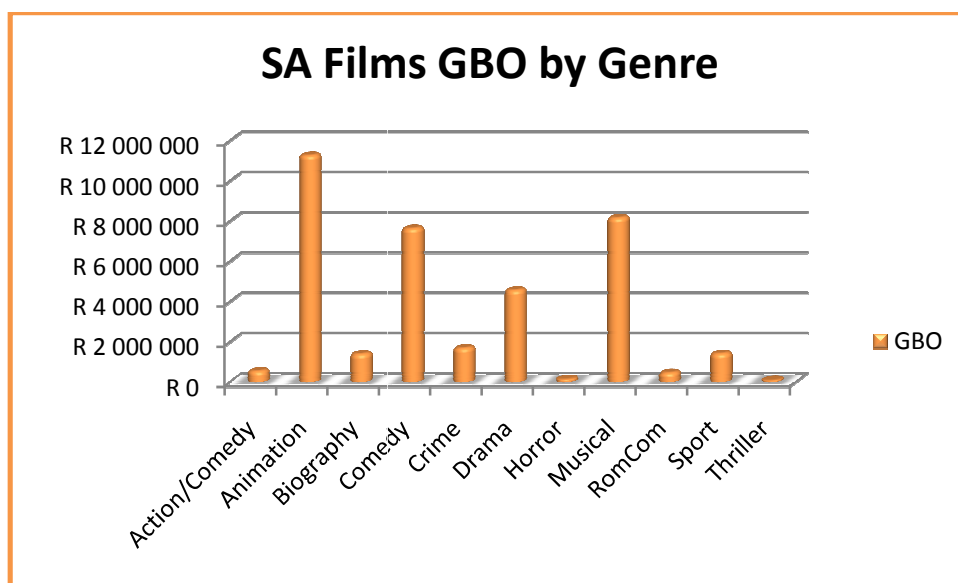


Figure 6: Gross box office revenue by genre.

For all the South African titles released, animation was the highest grossing genre with the 3D released *Jock of the Bushveld* being the best performer. Musicals, which included films such as *Hoofmeisie* and *Platteland* was the second highest genre while comedy was the 3rd highest grossing genre. Thrillers and horrors were the worst performing genres in 2011.

Only 6 films made it over the R 20 million mark in 2011, making a combined total of more than R95 million. The top grossing films for 2011 revealed a mixture genres, the top 4 films were spread across 4 genres, Sci-fi, Animation Adventure and

Romance. The Twilight Saga, (Romance) was the highest grossing 2011 film with a total of R 31 134 591 and was followed by Pirates of the Caribbean (Adventure) at R 24 240 000 Transformers (Sci-Fi) and Kung Fu Panda (Animation) followed in that order as reflected in the figure below.

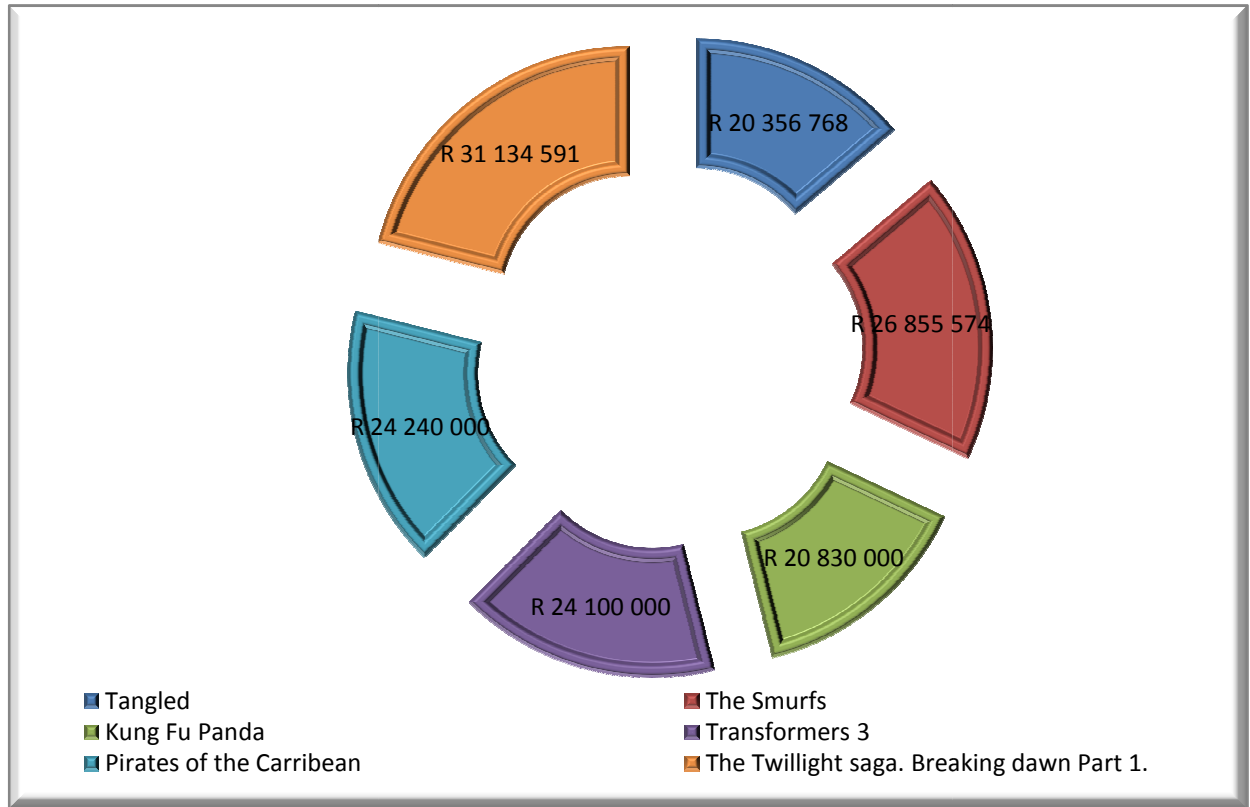


Figure 7: Top 4 grossing films

The six films grossing above R20 million were spread across the three major distributors namely; SKD, NME and UIP. NME had the one film at R31 million (The Twilight Saga) while SKE had 3 films grossing above R20 million and UIP had only two films grossing above R20 million.

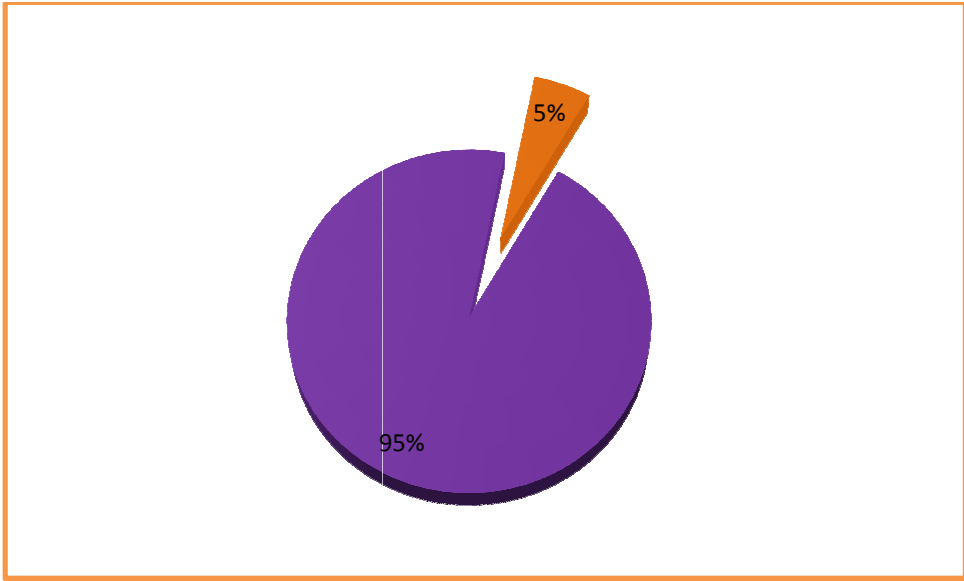


Figure 8: Market share by local and foreign films.

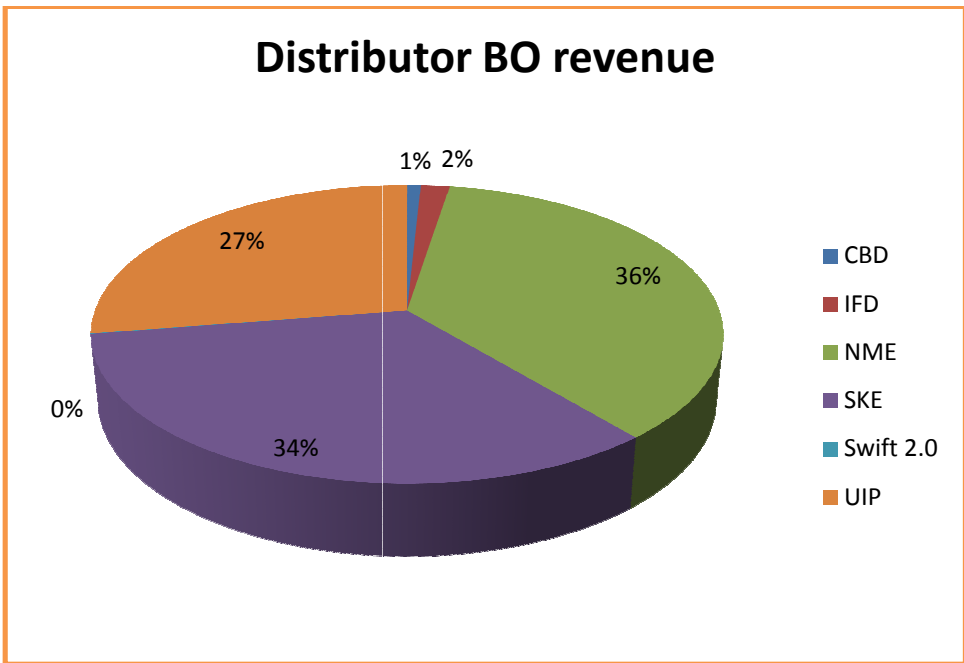


Figure 9: Box office revenue by distributor.

Both the NMD and SKE continued to rake the highest box office revenue. NMD claimed the highest share of box office revenue at 36% and one of the highest grossing films distributed by Nu-Metro was The Twilight Saga which grossed at R 31 134 591. While Ster Kinekor's with 34% of the market share's highest grossing

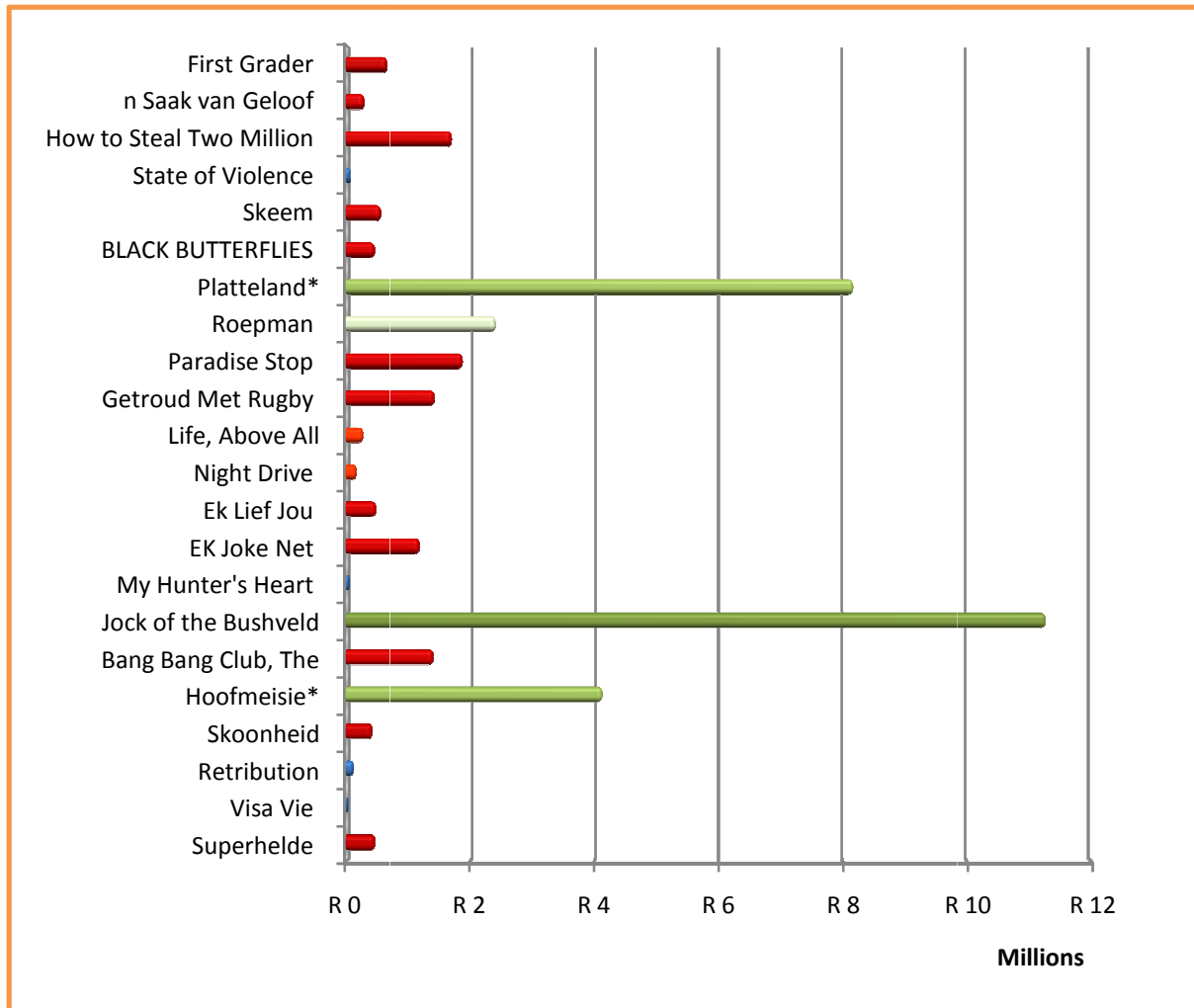


Figure 10: Local films box office revenue.

film was The Smurfs with a total revenue of R26 855 574. United International pictures though were the 3rd highest grossing distributor; they had the highest grossing film in Transformers 3 which grossed at R 24 100 000.

Conclusion

The diversity of films on offer to the South African cinema going public was broad, with a total of 204 films released across various genres. The performance of local titles dropped dramatically in 2011 from 11% to 5% a factor that can be attributed to the non availability of a Leon Schuster directed film. The 2011 box office report revealed Afrikaans films command a niche market in the SA box office with 3 of them raking combined revenue of nearly 50% of the revenue of South African titles.

South Africans continued to show an avid love for the Hollywood titles with local films only claiming 5% share of the box office revenue. It was great to see a South African film released in 3D; however it was disappointing to see local audience shunning local productions with *How to steal 2 million* which had South Africa's most popular actors failing to cross over R2 million mark while *Visa Vie* only grossed above R13 000.00.

In 2011 the 22 South African films grossed more than R 31 351 081 and it was great to see the releases of *Jock of the Bushveld* in 3D. This is an area of obvious interest, given the popularity of the format and its propensity to attract premium ticket prices. The local industry is certainly beginning to carve out a niche in the 3D format.

Appendices 1: List of Titles Released

| Title | Distributor | Date of Release |
|--|--------------|-----------------|
| The Twilight Saga: Breaking Dawn Part 1 | Nu Metro | 18-Nov |
| The Smurfs | Ster Kinekor | 30-Sep |
| Pirates of the Caribbean: On Stranger Tides (3D) | Ster Kinekor | 20-May |
| Tangled | Ster Kinekor | 28-Jan |
| Transformers 3 | UIP | 01-Jul |
| Rio | Nu Metro | 08-Apr |
| Kung Fu Panda 2 | UIP | 10-Jun |
| Puss in Boots | UIP | 02-Dec |
| Fast Five | UIP | 06-May |
| The Hangover Part II | Nu Metro | 27-May |
| Harry Potter and the Deathly Hallows (Part Two) | Nu Metro | 13-Jul |
| Just Go With It | Ster Kinekor | 18-Mar |
| Cars 2 | Ster Kinekor | 08-Jul |
| The Tourist | Ster Kinekor | 07-Jan |
| Mission: Impossible - Ghost Protocol | UIP | 16-Dec |
| Thor | UIP | 29-Apr |
| The Adventures of Tintin | UIP | 23-Dec |
| Johnny English Reborn | UIP | 14-Oct |
| Alvin and the Chipmunks: Chipwrecked | Nu Metro | 16-Dec |
| Sherlock Holmes: A Game of Shadows | Nu Metro | 30-Dec |
| Rango | UIP | 18-Mar |
| Jock | Ster Kinekor | 29-Jul |
| The King's Speech | Ster Kinekor | 11-Feb |
| Big Mommas: Like Father, Like Son | Nu Metro | 25-Feb |
| Zookeeper | Ster Kinekor | 12-Aug |
| New Year's Eve | Nu Metro | 09-Dec |
| Gnomeo and Juliet | Ster Kinekor | 25-Mar |
| Horrible Bosses | Nu Metro | 22-Jul |
| Tower Heist | UIP | 04-Nov |
| No Strings Attached | UIP | 01-Apr |
| X-Men: First Class | Nu Metro | 03-Jun |
| Friends with Benefits | Ster Kinekor | 16-Sep |
| Platteland | Indig. | 25-Nov |
| Real Steel | Ster Kinekor | 02-Dec |
| Captain America: The First Avenger | UIP | 05-Aug |
| Hop | UIP | 01-Apr |
| Gulliver's Travels | Nu Metro | 07-Jan |
| Unknown | Nu Metro | 08-Apr |

| | | |
|--|--------------|--------|
| Limitless | Nu Metro | 15-Apr |
| Happy Feet Two | Nu Metro | 25-Nov |
| Green Lantern | Nu Metro | 24-Jun |
| Crazy, Stupid, Love. | Nu Metro | 26-Aug |
| Bridesmaids | UIP | 24-Jun |
| Mr. Popper's Penguins | Nu Metro | 17-Jun |
| Tyler Perry's Madea's Big Happy Family | Ster Kinekor | 01-Jul |
| Black Swan | Nu Metro | 04-Feb |
| I Am Number Four | Ster Kinekor | 25-Mar |
| Bad Teacher | Ster Kinekor | 02-Sep |
| Immortals | Nu Metro | 11-Nov |
| The Green Hornet | Ster Kinekor | 04-Feb |
| Red Riding Hood | Nu Metro | 18-Mar |
| The Mechanic | n/a | 01-Apr |
| Something Borrowed | Nu Metro | 08-Jul |
| The Next Three Days | Nu Metro | 21-Jan |
| The Lion King (in 3D) | Ster Kinekor | 26-Aug |
| Spy Kids: All the Time in the World | Ster Kinekor | 16-Sep |
| Love and Other Drugs | Nu Metro | 28-Jan |
| Final Destination 5 | Nu Metro | 09-Sep |
| Abduction | Nu Metro | 23-Sep |
| Burlesque | Ster Kinekor | 21-Jan |
| Cowboys & Aliens | UIP | 19-Aug |
| How Do You Know | Ster Kinekor | 18-Feb |
| Hoofmeisie | Ster Kinekor | 23-Dec |
| The Change-Up | UIP | 30-Sep |
| Rise of the Planet of the Apes | Nu Metro | 12-Aug |
| Arthur (2011) | Nu Metro | 29-Apr |
| Honey 2 | UIP | 22-Jul |
| Arthur Christmas | Ster Kinekor | 09-Dec |
| I Don't Know How She Does It | Ster Kinekor | 30-Dec |
| Morning Glory | UIP | 11-Feb |
| The Lincoln Lawyer | Nu Metro | 03-Jun |
| The Three Musketeers (2011) | Nu Metro | 14-Oct |
| Water for Elephants | Nu Metro | 15-Apr |
| Hall Pass | Nu Metro | 25-Mar |
| Monte Carlo | Nu Metro | 19-Aug |
| Jumping the Broom | Ster Kinekor | 17-Jun |
| Super 8 | UIP | 29-Jul |
| Source Code | Nu Metro | 17-Jun |
| Beastly | Nu Metro | 13-May |
| Easy A | Ster Kinekor | 14-Jan |
| The Adjustment Bureau | UIP | 10-Jun |
| Scream 4 | Ster Kinekor | 08-Jul |

| | | |
|--------------------------------------|--------------|--------|
| Roepman | Ster Kinekor | 20-May |
| Midnight in Paris | UIP | 30-Dec |
| In Time | Nu Metro | 28-Oct |
| Conan the Barbarian (2011) | n/a | 26-Aug |
| The Dilemma | Nu Metro | 04-Mar |
| Colombiana | Nu Metro | 16-Sep |
| Larry Crowne | Nu Metro | 29-Jul |
| Paradise Stop | n/a | 25-Mar |
| The Help | Ster Kinekor | 07-Oct |
| What's Your Number? | Nu Metro | 07-Oct |
| Saw 3D | Ster Kinekor | 18-Feb |
| Contagion | Nu Metro | 21-Oct |
| One Day | Ster Kinekor | 23-Sep |
| Killer Elite | Nu Metro | 21-Oct |
| Justin Bieber: Never Say Never | UIP | 11-Mar |
| Jane Eyre (2011) | Ster Kinekor | 06-May |
| For Colored Girls | Nu Metro | 13-May |
| Le concert (2009) | UIP | 07-Jan |
| Battle: Los Angeles | Ster Kinekor | 11-Mar |
| How to Steal 2 Million | Indig. | 02-Sep |
| Don 2 | Nu Metro | 23-Dec |
| Priest | Ster Kinekor | 13-May |
| Getroud met rugby | Ster Kinekor | 11-Mar |
| Konferenz der Tiere (Animals United) | Nu Metro | 27-May |
| Paranormal Activity 3 | UIP | 11-Nov |
| True Grit | UIP | 18-Feb |
| The Fighter | Ster Kinekor | 25-Feb |
| Sucker Punch | Nu Metro | 22-Apr |
| The Ides of March | n/a | 23-Dec |
| Mars Needs Moms | Ster Kinekor | 22-Apr |
| The Rite | Nu Metro | 11-Mar |
| The Bang Bang Club | Indig. | 22-Jul |
| Ek Joke Net | Ster Kinekor | 24-Jun |
| All Good Things | Ster Kinekor | 24-Jun |
| Fair Game (2010) | Nu Metro | 04-Feb |
| Secretariat | Ster Kinekor | 14-Jan |
| Drive (2011) | Nu Metro | 09-Dec |
| The Eagle | Ster Kinekor | 08-Apr |
| Winnie the Pooh | Ster Kinekor | 13-May |
| Hoodwinked 2 | Ster Kinekor | 28-Oct |
| Hanna | Ster Kinekor | 27-May |
| Moneyball | Ster Kinekor | 25-Nov |
| Shark Night 3D | Ster Kinekor | 04-Nov |
| Love, Wedding, Marriage | Ster Kinekor | 28-Aug |
| The Roommate | Ster Kinekor | 15-Apr |

| | | |
|--|--------------|--------|
| Bodyguard | Nu Metro | 02-Sep |
| From Prada to Nada | Nu Metro | 29-Apr |
| Made in Dagenham | UIP | 21-Jan |
| Hereafter | Nu Metro | 14-Jan |
| 127 Hours | Nu Metro | 18-Feb |
| Soul Surfer | Ster Kinekor | 05-Aug |
| Season of the Witch | Nu Metro | 20-May |
| Fright Night (2011) | Ster Kinekor | 21-Oct |
| Dream House | Nu Metro | 25-Nov |
| Superhelde | Ster Kinekor | 22-Apr |
| The Resident | Nu Metro | 01-Jul |
| The Way Back | n/a | 13-May |
| The First Grader | UIP | 23-Sep |
| Tomorrow, When the War Began | UIP | 15-Apr |
| Your Highness | n/a | 13-May |
| Don't Be Afraid of the Dark | Nu Metro | 09-Dec |
| Insidious | Nu Metro | 22-Jul |
| The Conspirator | Ster Kinekor | 05-Aug |
| Splice | UIP | 28-Jan |
| Skeem | UIP | 28-Oct |
| Ek Lief Jou | UIP | 03-Jun |
| Sammy's Adventures: The Secret Passage | Nu Metro | 19-Aug |
| Warrior | Nu Metro | 07-Oct |
| The Warrior's Way | Nu Metro | 11-Feb |
| London Boulevard | Nu Metro | 02-Sep |
| Anonymous | Ster Kinekor | 04-Nov |
| Another Year | n/a | 11-Mar |
| Conviction | UIP | 04-Mar |
| Diary of a Wimpy Kid: Rodrick Rules | Nu Metro | 24-Jun |
| Prom | Ster Kinekor | 03-Jun |
| Black Butterflies | Nu Metro | 21-Oct |
| The Tree of Life | Nu Metro | 12-Aug |
| Beginners | UIP | 11-Nov |
| Sanctum (3D) | Ster Kinekor | 17-Jun |
| Barney's Version | Nu Metro | 08-Apr |
| African Cats | Ster Kinekor | 05-Aug |
| Shanghai | Ster Kinekor | 11-Nov |
| N Saak Van Geloof | Indig. | 09-Sep |
| Biutiful | Ster Kinekor | 22-Jul |
| Get Low | Ster Kinekor | 29-Apr |
| Win Win | n/a | 08-Jul |
| 50/50 | Nu Metro | 04-Nov |
| Never Let Me Go | Nu Metro | 25-Mar |

| | | |
|---|--------------|--------|
| Des hommes et des dieux (Of Gods and Men) | UIP | 25-Feb |
| Blue Valentine | Nu Metro | 18-Mar |
| Rabbit Hole | Nu Metro | 01-Apr |
| Everything Must Go | n/a | 18-Nov |
| Straw Dogs (2010) | Ster Kinekor | 18-Nov |
| Night Drive | Indig. | 04-Mar |
| Chalet Girl | UIP | 22-Jul |
| Apollo 18 | Ster Kinekor | 11-Nov |
| Ceremony | Ster Kinekor | 21-Oct |
| Dum Maaro Dum | Nu Metro | 22-Apr |
| Somewhere | Ster Kinekor | 08-Apr |
| Tamara Drewe | UIP | 05-Aug |
| Game (2011) | Nu Metro | 01-Apr |
| Skyline | Nu Metro | 14-Jan |
| Viva Riva! | Indig. | 07-Oct |
| Let Me In | Nu Metro | 06-May |
| Retribution (2011) | UIP | 19-Aug |
| Glee The 3D Concert Movie | Nu Metro | 12-Aug |
| Double Dhamaal | Nu Metro | 24-Jun |
| The Beaver | Nu Metro | 29-Jul |
| Skoonheid (Beauty) | SWIFT 2.0 | 05-Aug |
| Always Kabhi Kabhi | Nu Metro | 17-Jun |
| Inside Out | Nu Metro | 30-Sep |
| Aarakshan (Reservation) | Nu Metro | 12-Aug |
| The Reunion (2011) | Nu Metro | 28-Oct |
| State of Violence | Indig. | 28-Oct |
| Force | Nu Metro | 30-Sep |
| My Hunter's Heart | UIP | 08-Jul |
| Another Earth | Nu Metro | 02-Dec |
| Miral | Ster Kinekor | 15-Apr |
| Les herbes folles (Wild Grass) | UIP | 13-May |
| Visa/Vie | Indig. | 29-Apr |