

# NATIONAL FILM AND VIDEO FOUNDATION

## BOX OFFICE REPORT

JANUARY - JUNE 2018



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

*igniting your stories*

## Executive Summary

- ❖ South Africa's (SA) total box office earnings in the first half of 2018 (H1) amounted to R631 million, an increase of 11% when compared to H1 in 2017;
- ❖ A total of 107 films was released in SA cinemas, 9 of which were SA produced<sup>1</sup>;
- ❖ These 9 titles earned a total of R17 million in earnings;
- ❖ 4 of the 9 SA produced films were partially funded by the NFVF. These films earned a total of R5.8 million;
- ❖ The Market Share of SA produced films in H1 2018 was 3%;
- ❖ The highest grossing films in H1 2018 were *Black Panther* (grossing over R107 million), followed by *Avengers: Infinity War* (at R73 million), and *Incredibles 2* (at R48 million);
- ❖ *Action/Adventure* was the highest earning genre in H1 2018. *Animation* and *Thriller* then followed, with *Drama* and *Comedy* having the highest proportion of releases;
- ❖ A total of 21 3D/4DX/IMAX format films were released in H1 2018 and these accounted for 68% of the total box office revenue.

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<sup>1</sup> "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.

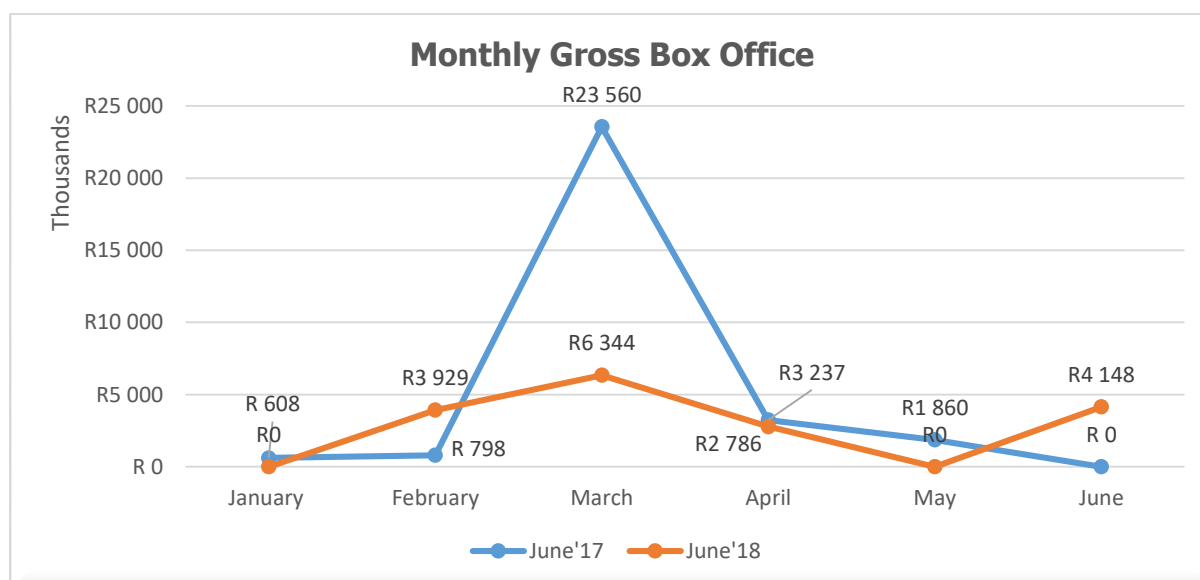
## 1. SA box office performance

The performance of local films at the box office during the period was disappointing.

Only 9 local films were released in the first six months with a total box office gross of R17 million. This is a 43% decrease compared to the performance of local films in H1 2017.

There were no local titles released during the months of January and May 2018 (see Figure 1 below). In February, we saw the release of *Raaiselkind* and the controversial film *The Wound (Inxeba)* which earned R2 million, respectively. In March, *Susters*, *Catching Feelings* and *Meerkat Maantuig* were released with a box office gross of R4.1 million, R1.5 million and R713 thousand, respectively. In April, South Africa's first Western film, *Five Fingers for Marseilles*, did not perform as well as expected, making (1.7 million). In the same month, *Wonderlus* was released earning R1 million while in June, *Thys en Trix* and *Nommer 37* were released making R2.7 million and R1.4 million, respectively.

Figure 1: Comparison of monthly gross box office (H1, 2017)

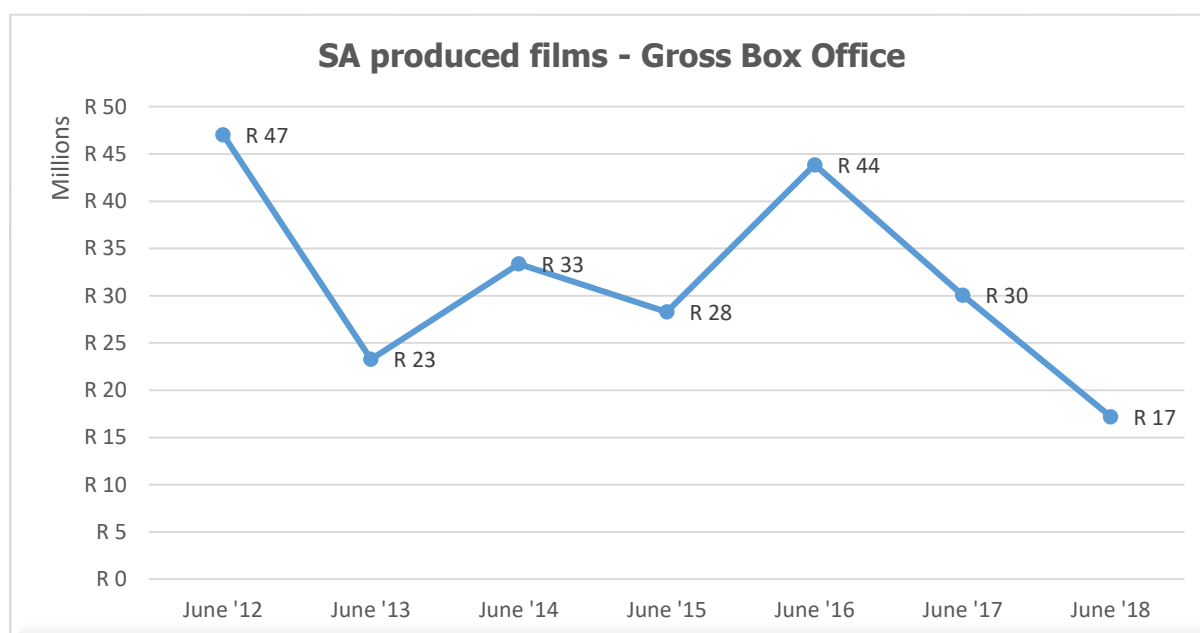


The first six months of 2018's box office revenues presented inconsistent results as shown in Figure 2 below. The box office revenues for locally produced films for the first half of 2018 amounted to R17 million, a decline from R30 million made in H1, 2017, translating to a 43% decrease.

There are numerous economic factors that could have, potentially, attributed to this 43% decline, such as: an increase in food and fuel prices, and in Value Added Tax (VAT) (which became effective from the 1<sup>st</sup> of April 2018). All of this adds pressure on the average consumer and translates to less disposable income to be spent at the movies.

Consumer preferences continue to play a significant role as audiences continue to show support for international movies than local ones.

Figure 2: SA produced films - Gross Box Office

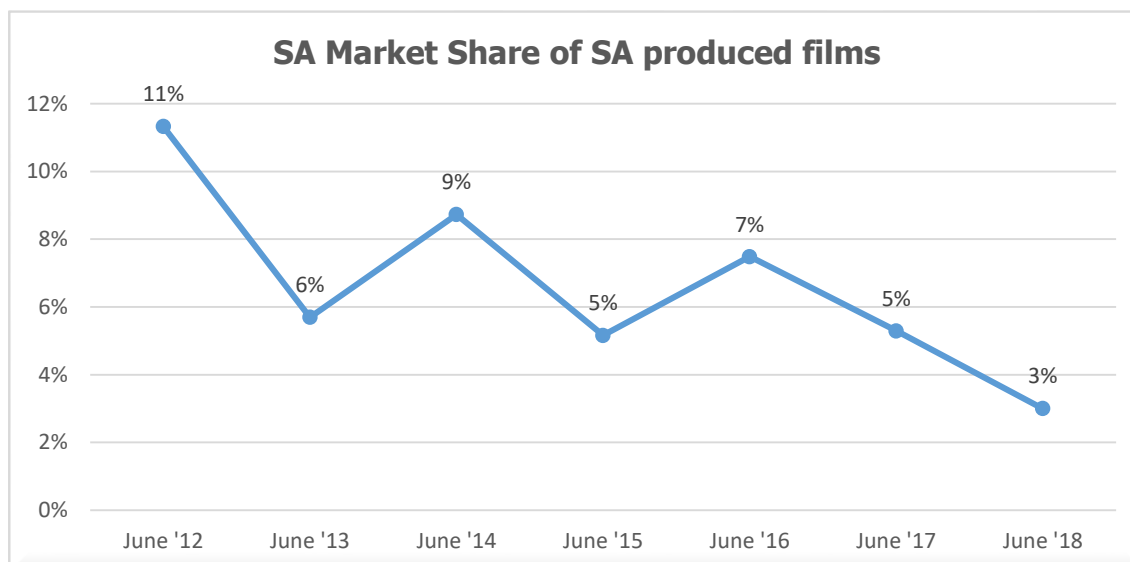


## 2. Market Share of SA produced films

The fluctuating pattern of our local films' market share is highlighted in Figure 3 below as the small number of 9 produced titles represent only 3% of the total market share of box office revenue. This has decreased from the 5% market share when compared

to the same index from H1 2017. There is an inconsistent but steady decline with the lowest market share being in this current year.

Figure 3: Market Share of SA produced films



### 3. Performance of local films

Table 1, below, shows the performance of South African produced films for the first six months of 2018. Compared to previous years, figures are fairly dismal (see table 2 & 3 below).

- *Keeping Up with the Kandasamy* was the highest grossing film in H1 2017 (see Table 2 below);
- *Vir Altyd* and *Happiness is a four-letter word* were the top performing in H1 2016 (see Table 3 below).

SA has the potential to produce great films that will attract more audience and perform better at box office, despite the downfall in the first half of 2018 (see Table 1, 2 and 3 below).

Table 1: Performance of SA produced films (2018)

	<b>Movie Title (2018)</b>	<b>No# of Weeks</b>	<b>No# of Screens</b>	<b>GBO at Release</b>	<b>Cumulative GBO</b>
1	Susters	10	37	R1 012 632	R4 141 651
2	Thys En Trix	6	43	R604 343	R2 738 908
3	The Wound (Inxeba)	10	19	R598 571	R1 950 353
4	Raaiselkind	4	33	R397 413	R1 978 783
5	Five Fingers for Marseilles	9	28	R501 866	R1 730 353
6	Catching Feelings	11	31	R307 012	R1 488 892
7	Nommer 37	6	42	R465 538	R1 408 967
8	Wonderlus	6	41	R442 553	R1 055 210
9	Meerkat Maantuig	3	33	R206 796	R713 195

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 27 July 2018

Table 2: Performance of SA produced films (2017)

	<b>Movie Title (2017)</b>	<b>No# of Weeks</b>	<b>No# of Screens</b>	<b>GBO at Release</b>	<b>Cumulative GBO</b>
1	Keeping up with the Kandasamy's	12	26	R1 597 416	R16 348 848
2	Kalushi	9	32	R520 145	R3 077 947
3	Beyond the River	9	54	R674 751	R2 719 583
4	Kampterrein	9	44	R480 602	R2 134 304
5	Jagveld	3	39	R526 253	R1 999 001
6	Love by Chance	8	39	R365 586	R1 321 231
7	Tess	3	20	R300 418	R798 032
8	Hoender met die Rooi Skoene	5	42	R225 507	R608 056
9	Johnny is Nie Dood Nie	4	25	R155 436	R539 162
10	Rebellie van Lafras Verwy	3	33	R173 250	R517 614

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 10 July 2017

Table 3: Performance of SA produced films (2016)

	<b>Movie Title (2016)</b>	<b>No# of Weeks</b>	<b>No# of Screens</b>	<b>GBO at Release</b>	<b>Cumulative GBO</b>
1	Vir Altyd	9	71	R4 727 479	R15 535 579
2	Happines is a Four Letter Word	12	55	R2 371 782	R13 188 020
3	Mrs Right Guy*	7	48	R989 193	R4 224 884
4	n Paw Paw vir my Darling Modder n Bloed (Blood and Glory)	5	46	R907 939	R4 024 034
5	Uitvlucht	6	51	R543 884	R2 036 702
6	Sink	4	37	R316 916	R1 095 212
7	Sonskyn Beperk	3	24	R272 856	R1 039 330
8	Verskietende Ster	3	47	R348 750	R978 538
9		3	34	R148 908	R524 762

10	Free State	2	27	R297 757	R515 879
11	Mignon Mossie van Wyk	3	27	R139 244	R298 535
12	Die Ontwamking	2	25	R119 131	R236 790
13	Safebet	22	4	R103 521	R160 378

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office= Cumulative gross up to 25 July 2016

\* was still being exhibited as at 25 July 2016

#### 4. Total Market share of films by distributor

Table 4: Total Market Share of films by the distributor

Market Share by Distributor			
Distributor	No# of Releases	Cumulative GBO	Market Share
1 Ster-Kinekor Distribution	41	R324 888 482	51,5%
2 Empire Entertainment	43	R175 212 326	27,7%
3 United International Pictures	13	R108 690 118	17,2%
4 Indigenous Film Distributor	6	R11 368 010	1,8%
5 Black Sheep	3	R10 657 508	1,7%
6 CMD Enter. Africa	1	R608 236	0,1%
<b>Total</b>	<b>107</b>	<b>R631 424 680</b>	<b>100%</b>

Source: NFVF

Gross Box Office = Cumulative gross up to 27 July 2018

Films released through Ster-Kinekor (SKE) have earned the largest share of box office revenue so far (with a gross taking of R324 million, 51.5% market share); Empire Entertainment (EE) accounting for a box office gross of R175 million, 27.7% of the total box office gross, while United International Pictures (UIP) has earned R108 million, 17.2% of market share.

#### 5. Top performing theatrical films

As depicted in Table 5, below, the top titles mainly comprised of films from the USA and UK/USA collaborations. The top-earning title during the first half of 2018 was *Black Panther*, an *Action/Adventure* movie with box office earnings of R107 million (as at 27 July 2018). The second highest earning film was *Avengers: Infinity War*, another *Action/Adventure*, grossing over R73 million. Animated film *Incredibles 2* followed, earning R48 million (as at 27 July 2018) at the box office.

Table 5: Top 20 Films released in SA, H1 2018

	Movie Title	Country of Origin	Cumulative GBO	Distributor	Genre
1	Black Panther (Incl. 3D,4DX,D.BOX & IMAX)	USA	R107 449 011	SKE	Action/Adventure
2	Avengers: Infinity War (Incl. 3D, 4DX,D.BOX & IMAX)*	UK/USA	R73 134 339	SKE	Action/Adventure
3	Incredibles 2 (Incl. 3D)*	USA	R48 865 748	SKE	Animation
4	Fifty Shades Freed (Incl. IMAX)	USA	R33 296 021	UIP	Drama/Romance
5	Jurassic World: Fallen Kingdom (Incl. 3D, IMAX & 4DX)*	USA	R32 052 271	UIP	Action/Adventure
6	Deadpool 2 (Incl. 3D, IMAX, D.BOX & 4DX)*	USA	R27 223 401	EE	Action
7	Tyler Perry's Acrimony	USA	R24 383 785	SKE	Thriller
8	Peter Rabbit	AUS/UK/USA	R23 697 315	SKE	Animation
9	Oceans 8*	USA	R20 353 902	EE	Action/Adventure
10	Rampage (Incl. 3D, IMAX, 4DX & D.BOX)	USA	R16 313 680	EE	Action/Adventure
11	Tomb Raider (Incl. 3D, IMAX, D.BOX & 4DX)	UK/USA	R16 083 829	EE	Action/Adventure
12	The Commuter (Incl. IMAX & D BOX)	UK/USA	R10 974 446	EE	Action
13	Maze Runner: The Death Cure (Incl 3D, IMAX, 4DX & D.BOX)	USA	R9 118 853	EE	Adventure/Sci-fi
14	Breaking In*	USA	R9 106 750	UIP	Thriller
15	Pacific Rim: Uprising (Incl. 3D & IMAX)	UK/USA	R8 677 324	UIP	Action/Sci-fi
16	Ready Player One (incl 3D, Imax & 4DX)	UK/USA	R7 529 071	EE	Action/Sci-fi
17	Den of Thieves	USA	R6 916 793	EE	Action/Thriller
18	Gnome Alone (Incl. 3D)	CAN/USA	R6 719 379	BS	Animation
19	Sherlock Gnomes (Incl. 3D)	UK/USA	R6 504 770	UIP	Animation
20	Blockers	USA	R5 794 889	UIP	Comedy

Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 27 July 2018

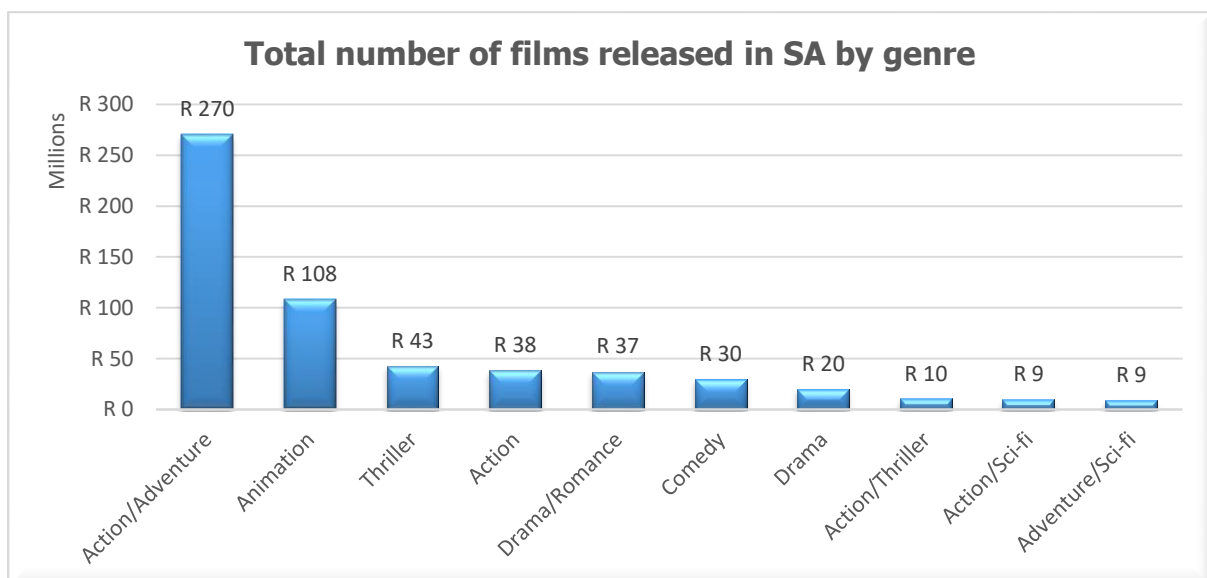
\* was still being exhibited as at 27 July 2018



## 6. Total number of films released in SA by genre

Figure 4, outline, the relative popularity of different genres at the box office. The pattern of box office by genre each year is usually determined by a few high grossing releases. The *Action/Adventure* genre was the top-earning genre grossing R270 million, [*Black Panther*; *Avengers: Infinity War*; *Jurassic World: Fallen Kingdom*; *Oceans*; *Rampage*; *Tomb Raider*; and *Solo: A Star Wars Story*]. *Animation* came in as the second highest earner with a gross box office of R108 million [*Incredibles 2*; *Peter Rabbit*; *Gnome Alone*; *Sherlock Gnomes*; *The Nut Job 2: Nutty by Nature*; *Tad the Lost Explorer*; *Duck Duck Goose*; *Maya the Bee*; *Early Man*; *Here Comes the Grump*; *Happy Family*; *Loving Vincent*; and *Isle of Dogs*], while *Thriller* was third with R43 million [*Tyler Perry's Acrimony*; *Breaking In*; *Red Sparrow*; *Traffik*; *Nommer 37*; *Chappaquiddick*; and *Unsane*].

Figure 4: Films released by genre



Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 27 July 2018

Table 6: Top performing films released in SA by genre

Top performing films released in SA by genre			
Genre	Count of Movie	Cumulative GBO	Top Performing Title
1 Action/Adventure	7	R270 089 644	Black Panther
2 Animation	13	R108 153 219	Incredibles 2
3 Thriller	7	R42 846 807	Tyler Perry's Acrimony
4 Action	2	R38 197 847	Deadpool 2
5 Drama/Romance	3	R37 072 618	Fifty Shades Feed
6 Comedy	13	R29 852 597	Blockers
7 Drama	23	R20 024 300	The Post
8 Action/Thriller	3	R10 444 540	Den of Thieves
9 Action/Sci-fi	4	R17 001 267	Pacific Rim: Uprising
10 Adventure/Sci-fi	1	R9 118 853	Maze Runner
11 Action/Comedy	2	R6 586 901	Game Night
12 Adventure	2	R6 126 292	Susters
13 Horror	4	R4 491 479	Insidious: The last Key
14 Action/Crime	1	R4 371 781	Death Wish
15 Comedy/Drama/Romance	4	R4 210 576	Catching Feelings
16 Horror/Thriller	2	R3 810 405	A Quiet Place
17 Crime/Drama	2	R3 540 996	Three Billboards Outside Ebbing, Missouri
18 Action/Drama/War	1	R2 730 397	12 Strong
19 Drama/Family	1	R2 239 166	I Can Only Imagine
20 Comedy/Romance	1	R2 128 532	Overboard
21 Drama/Thriller/Western	1	R1 730 353	Five Fingers for Marseilles
22 Fantasy/Drama	1	R1 690 506	Shape of the Water
23 Action/Drama	1	R1 580 833	Braven
24 Comedy/Drama	5	R1 474 558	Lady Bird
25 Drama/Thriller	1	R1 008 924	Beirut
26 Crime	1	R887 904	All in the Money in the World
27 Documentary	1	R13 385	Human Flow

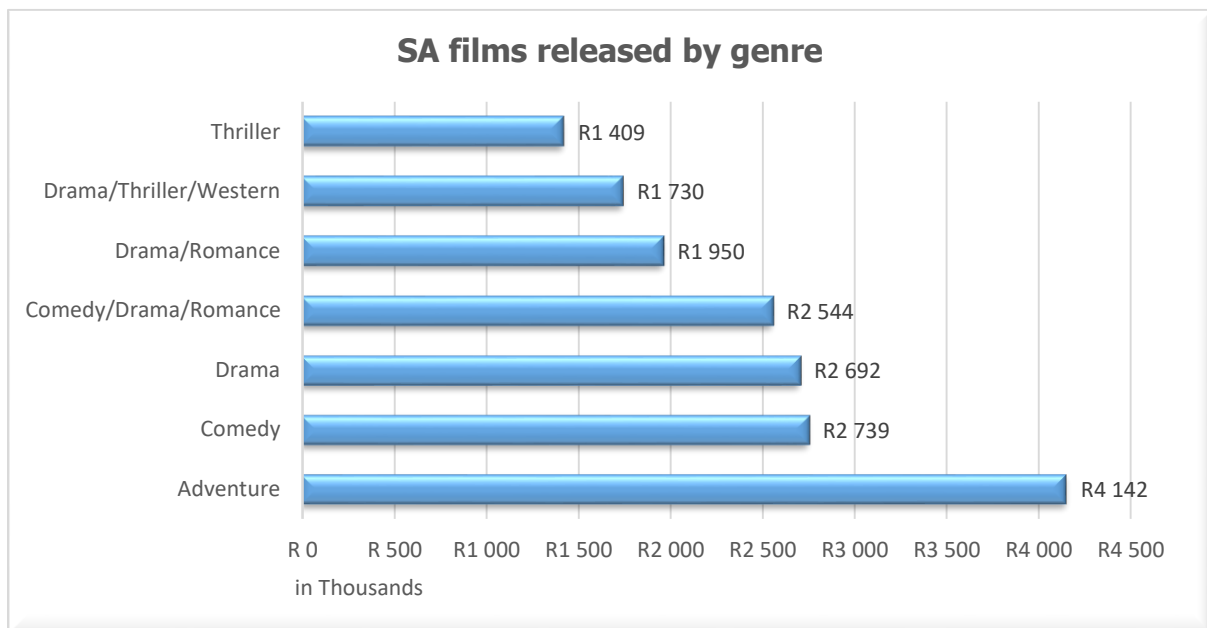
Source: NFVF, Ster-Kinekor, Box Office Mojo

Gross Box Office = Cumulative gross up to 27 July 2018

## 7. SA locally produced films by genre

As illustrated in Figure 5, below, of locally produced films, the *Adventure* genre remained the top-earning genre (grossing R4.1 million). *Comedy* was the second top-earning genre taking R4 million, and *Drama* earned R2.6 million.

Figure 5: SA Films released by Genre



## 8. 3D/4DX/IMAX Format

Table 7, shows, box office revenues per format, which provide a good indication of how well these formats perform in the South African market. The 21 titles released in format recorded a significant 68% of the total box office gross (R429 million) during this period. The top three previously mentioned top 3 earning films (*Black Panther*; *Avengers: Infinity War* and *Incredibles 2*) remained the most popular top releases in these formats.

Table 7: 3D/4D/IMAX Format

3D/4DX/D.BOX & IMAX				
	Movie Title	Country of Origin	Cumulative GBO	Distributor
1	Black Panther (Incl. 3D,4DX,D.BOX & IMAX)	USA	R107 449 011	SKE
2	Avengers: Infinity War (Incl. 3D, 4DX,D.BOX & IMAX)*	UK/USA	R73 134 339	SKE
3	Incredibles 2 (Incl. 3D)*	USA	R48 865 748	SKE
4	Fifty Shades Freed (Incl. IMAX)	USA	R33 296 021	UIP
5	Jurassic World: Fallen Kingdom (Incl. 3D, IMAX & 4DX)*	USA	R32 052 271	UIP
6	Deadpool 2 (Incl. 3D, IMAX, D.BOX & 4DX)*	USA	R27 223 401	EE
7	Rampage (Incl. 3D, IMAX, 4DX & D.BOX)	USA	R16 313 680	EE
8	Tomb Raider (Incl. 3D, IMAX, D.BOX & 4DX)	UK/USA	R16 083 829	EE
9	The Commuter (Incl. IMAX & D BOX)	UK/USA	R10 974 446	EE
10	Maze Runner: The Death Cure (Incl 3D, IMAX, 4DX & D.BOX)	USA	R9 118 853	EE
11	Pacific Rim: Uprising (Incl. 3D & IMAX)	UK/USA	R8 677 324	UIP
12	Ready Player One (incl 3D, Imax & 4DX)	UK/USA	R7 529 071	EE
13	Gnome Alone (Incl. 3D)	CAN/USA	R6 719 379	BS
14	Sherlock Gnomes (Incl. 3D)	UK/USA	R6 504 770	UIP
15	The Nut Job 2: Nutty by Nature (Incl. 3D)	CAN/S.KOR/USA	R5 489 869	SKE
16	Red Sparrow (Incl. IMAX & D.BOX)	UK/USA	R4 774 511	EE
17	Solo: A Star Wars Story (Incl. 3D, IMAX & D.BOX)	UK/USA	R4 702 612	SKE
18	Tad the Lost Explorer and the Secret of King Midas (Incl. 3D)	SPAIN	R4 363 442	UIP
19	12 Strong (Incl. IMAX & D.BOX)	USA	R2 730 397	EE
20	Maya the Bee, The Honey Games (Incl. 3D)	GER/AUS	R2 253 604	BS
21	Happy Family (Incl. 3D)	GER/UK	R1 123 997	EE

Source: NFVF, Ster-Kinekor, Box Office Mojo

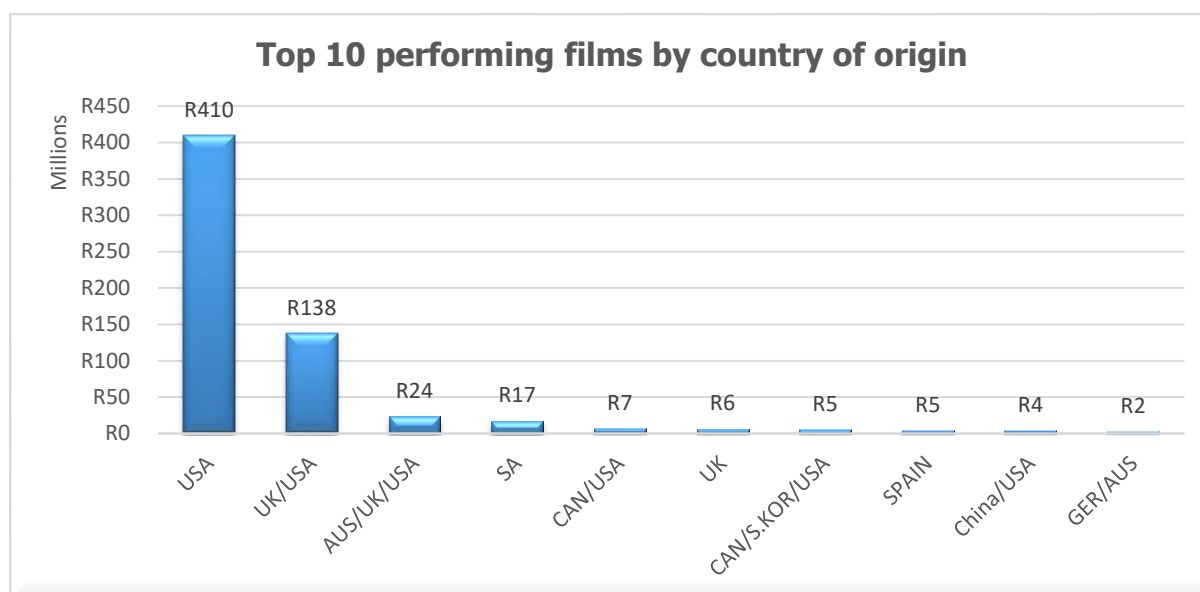
Gross Box Office = Cumulative gross up to 27 July 2018

\* was still being exhibited as at 27 July 2018

## 9. Country of Origin

As depicted in Figure 6, below, South Africa had 9 films released which accounted for 3% of the total box office revenue. Most of the films released in South Africa in 2018 were of USA origin (51 titles, accounting for 65% of the total box office earnings). There were 14 UK/USA collaborations. These collaborations shared 22% of the box office revenue.

Figure 6: Top 10 performing films by country of origin



## 10. Indigenous language films

In line with previous box office reports, Afrikaans language films continue to be the most popular local films at the cinema. Between Jan – June, of the 9 titles released this year, 6 were Afrikaans films, 2 English, 1 IsiXhosa, and 1 IsiXhosa and Southern Sotho. The average box office revenue earned was less than R3.5 million per film.

Table 8: Indigenous language films

Indigenous language films		
Language	Count of Language	Cumulative GBO
1 Afrikaans	6	R12 036 714
2 English	2	R2 097 128
3 IsiXhosa	1	R1 950 353
4 IsiXhosa/Southern Sotho	1	R1 730 353
<b>Total</b>	<b>10</b>	<b>R17 814 548</b>

Source: NFVF

Gross Box Office = Cumulative gross up to 27 July 2018

## 11. Conclusion

In conclusion, the performance of local South African films at the box office in the first half of 2018 declined, most of the films earning less than R3.5 million. A probable cause for the decline in revenue maybe the sluggish economic climate.

- Foreign films performed relatively well with a 14% improvement from the same period in 2017(H1, 2017);
- Ster-Kinekor continues to dominate the exhibition space, having exhibited the largest number of titles, for the past three years;
- In terms of genre, *Action/Adventure*, *Animation* and *Thriller* were the popular genres liked by audiences. For locally produced titles, *Adventure*, *Comedy*, and *Drama* were the high grossing genres;
- A notable increase has been observed in Afrikaans language films while IsiZulu, IsiXhosa and Southern Sotho language films have been lagging behind;
- With the advancement of technology, there has been a rise in different formats such as 3D/4D/IMAX accounting for 68% of the total box office gross. The standard format earned only 32% 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 9 films, while UK released 8 titles excluding the collaboration with USA.

Upcoming films that audiences can look forward to, in the second half of 2018 are: *Asinamali*; *Farewell Ella Bella*; *Zulu Wedding*; *Die Ellen Pakkies Story*; *Looking for Love*; and *Mayfair*.

We hope these will bring a more positive growth to box office revenue.

**Notes:**

1. Gross box office data supplied by Ster-Kinekor and Box Office Mojo
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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