



national film and video foundation

SOUTH AFRICA

an agency of the Department of Sport, Arts and Culture

**SOUTH AFRICAN BOX OFFICE REPORT
2023 PERFORMANCE AND 10-YEAR TIME TREND
ANALYSIS**

Contents

Figures and Tables	3
LIST OF ABBREVIATIONS AND DEFINITIONS OF KEY TERMS	4
List of Abbreviations	4
Definitions of Key Terms	4
EXECUTIVE SUMMARY	5
Background	5
Results	5
Ten – Year Trend	6
Conclusion.....	6
1. Introduction	7
2. Results: Box office performance and trends	7
2.1 Part 1: Box Office performance, 2023.....	7
2.1.1 Number of films and revenue by month	7
2.1.3 National Film & Video Foundation funded films	12
2.1.4 Genre	12
2.1.5 Number of films and revenue by a distributor	13
2.1.6 Number of films and revenue theatre characteristics	13
2.2 Part 2: Box office trends, 2013 – 2023.....	15
2.2.1 Number and revenue of all films released in SA.....	15
2.2.2 Number and revenue of domestic films released in SA.....	16
3. Discussion	16
3.1 Introduction	16
3.2 Performance of Films	16
3.3 Trends in Number and Revenue of Films: 2013 – 2023	18

Figures and Tables

Figure 1: Number of films and revenue by month.....	2
Figure 2: Cinema admission and revenues generated by month.....	9
Figure 3: Linear Regression Analysis: average revenue and average admissions.....	9
Figure 4: Market share of the films released in 2023 by origin.....	9
Figure 5: Market share of the films released in 2023 by a distributor.....	14
Figure 6: Film revenue by the number of weeks in circuit.....	15
Figure 7: Film revenue by the number of screens shown on.....	16
Figure 8: Number of films released in South Africa between 2013 and 2023.....	16
Figure 9: Revenue (GBO) generated from all films released in SA between 2013 and 2023.....	17
Figure 10: Revenue (GBO) generated from all films produced in SA between 2013 and 2023...	17
Table 1: Top 20 performing films released in South Africa in 2023.....	12
Table 2: Top 8 films produced in SA, 2023.....	14
Table 3: Genre classification.....	14

LIST OF ABBREVIATIONS AND DEFINITIONS OF KEY TERMS

List of Abbreviations

AUS: Australia
BLG: Belgium
CAN: Canada
CHN: China
FRA: France
GBO: Gross Box Office
IND: India
JPN: Japan
NFVF: National Film and Video Foundation
SPN: Spain
SA: South Africa
SCI-FI: Science Fiction
SVOD: Subscription Video on Demand Services
UK: United Kingdom
USA: Unites States of America

Definitions of Key Terms

- **Admission:** refers to the total number of tickets sold (cinema attendance).
- **Cinema:** a cinema is a place where people go to watch films for entertainment.
- **Cumulative:** refers to a figure that grows over a period of time.
- **Foreign/International:** refers to films produced outside of South Africa.
- **Domestic/South African produced films:** refers to films made locally 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.
- **SVOD:** Subscription Video on Demand services, allow consumers to access an entire catalogue of content for a flat rate, typically paid monthly.
- **Gross Box Office:** is the amount of money raised through 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 it by the total gross Box Office figure.
- **Movie:** a cinematographic and/or theatrical film.

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

EXECUTIVE SUMMARY

Background

This report investigates the performance of theatrical films released at box office in South by examining total annual revenue, trends and key drivers of audience consumption. Therefore, highlighted in this report are the performance of films released at box office in 2023 and determinants of box office revenue, the trends of films released between 2013 and 2023, the prevailing impact of the COVID-19 pandemic on the South African film industry, and the outlook.

Results

The year 2023 saw a dynamic shift in the total gross box office in the South African theatrical markets compared to the previous years. Revenue in 2023 dropped by 11.2%, from R647.8 million in 2022 to R575.0 million in 2023, even though there was an increase in the number of titles released, from 200 titles released at the box office in 2022 to 253 titles released in 2023.

This indicates changing trends in theatrical consumption, given that more films were released in theatres during 2023, yet revenues declined. Macroeconomic factors, such as the economic downturn, affected how people chose to spend limited resources, with film streaming options becoming more cost-effective than the current theatrical model. There was an increase of 14.2% in the number of cinema admissions – from 7.3 million admissions in 2022 to 8.3 million admissions in 2023.

Of the 253 titles released at the box office, 8 were domestic films, a decline of 27.27% compared to 11 titles released in 2022. This indicates the long-term effects of the pandemic on the domestic market, which has taken more time to recover given the differing structural and socioeconomic landscapes. These domestic films contributed only 0.9% (RSA GBO = R5.2 million) to the total revenue of R575.0 million. The majority of revenue was generated by the top 20 films, which accounted for a substantial portion of total revenue. The highest-grossing film was "Barbie" (Action, Adventure, Comedy, Family, Fantasy, Romance), with gross earnings of R48.1 million (a 35.4% decline in gross earnings compared to 2022's highest-grossing film, "Top Gun: Maverick" (Action, Adventure), which made gross earnings of R74.5 million).

Headspace (Action, Adventure, Animated), which earned R2.6 million, emerged as the highest-grossing film of South African origin in recent years. However, it is worth noting that Mr Bones 3: Son of Bones (Comedy) stands out as the only recent South African film to achieve significant commercial success, grossing R10.5 million in 2022 and securing the 16th spot overall at the box office. This highlights the enduring popularity of the Mr Bones franchise and underscores the potential for locally produced films to achieve both critical and financial success when they resonate with audiences.

Ten – Year Trend

A 10-year trend analysis showed that the revenue of all films produced in South Africa fluctuated but followed a downward trend overall, declining from a peak of R1,302,939,336 in 2018 to R575,000,000 in 2023. This highlights the impact of various factors, including the COVID-19 pandemic, on the film industry in South Africa.

The significant drop in revenue in 2020 and 2021 can be attributed to the pandemic and the associated restrictions on cinema operations. Although there has been some recovery in 2022 and 2023, the overall trend remains downward.

Conclusion

Despite the annual increase in volumes and revenue since the pandemic and the sharp recovery shown during 2023, the revenues generated are still well below pre-pandemic levels. In 2023, revenues were 11.2% lower than in 2022, revenues were 48.4% higher than in 2021 but 47.1% lower than in 2019.

While the continued growth in box office revenues post the pandemic is encouraging, it does not take away from the long-standing issues in the industry such as repeated industry strikes regarding wage and residual income rights on an international front that affect production and global distribution and the waning attractiveness of the local rebate.

Trends in the industry have led to intense competition over viewers for entertainment products, including films. Therefore, understanding what factors influence film revenue is essential for filmmakers. This can help them make more informed decisions about film distribution, marketing, and even what potential platforms bring the most revenue.

Ultimately, understanding the key drivers of audience engagement is substantively important to film producers as it is likely a major determinant of the financial success of their films.

1. Introduction

This report outlines the performance of all films released at the Box Office in South Africa (SA) in 2023. It provides insights on various indicators including, but not limited to:

- revenue/gross box office (GBO) generated by the films;
- film distributors;
- total number of films and their corresponding market share;
- origin of film i.e., international vs domestic films; and
- performance of films by week, the number of screens, theatres, and admissions.

These indicators provide information on the performance of cinema films released in the country and an overview of what drives audience consumption.

2. Results: Box office performance and trends

The first section of the report contains the performance of all films released at the box office in SA between January and December 2023. The section also includes a statistical model identifying key factors that influence revenue (GBO).

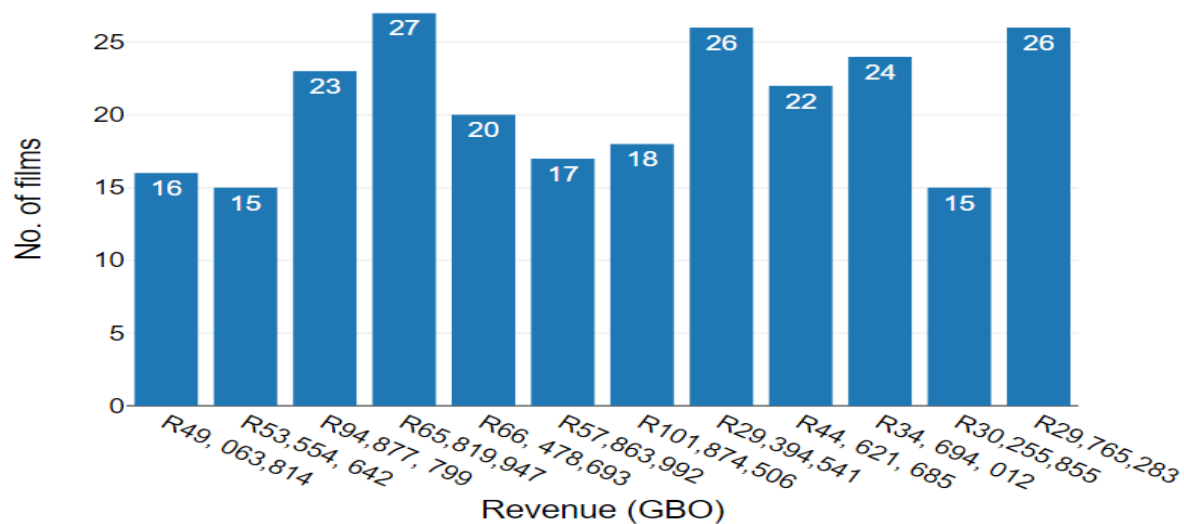
2.1 Part 1: Box Office performance, 2023

2.1.1 Number of films and revenue by month

In 2023, the South African box office saw notable peaks in revenue during March, May, and July, driven by high-grossing films such as "John Wick: Chapter 4" (Action, Crime, Thriller), "Creed III" (Action, Adventure, Drama, Sport), "Barbie" (Action, Adventure, Comedy, Family, Fantasy, Romance), "Fast X" (Action, Adventure, Crime, Mystery, Thriller), and "Oppenheimer" (Biography, Drama, History). These months also showed a strong positive correlation between cinema admissions and revenues.

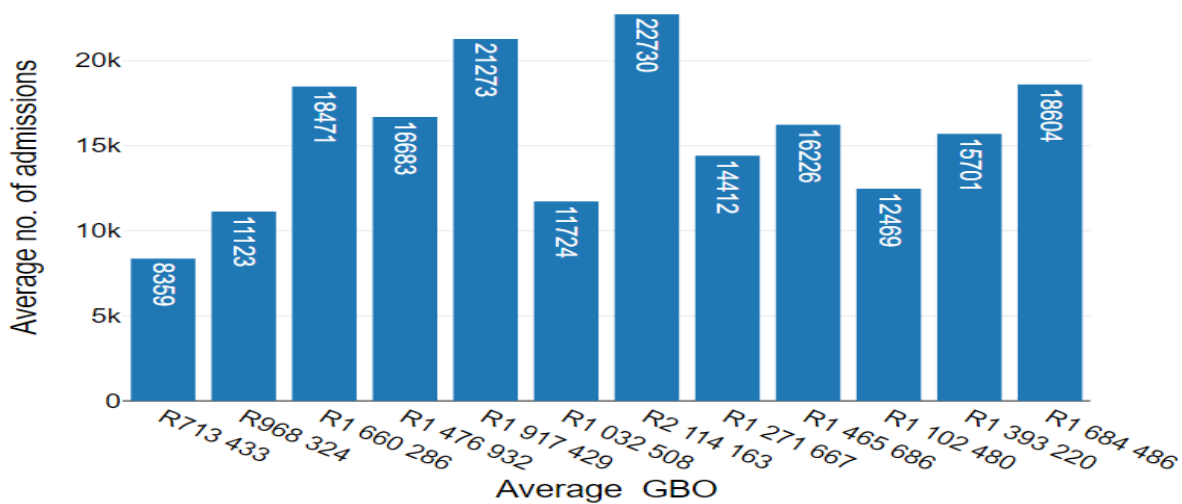
Figure 1: Number of films and revenue by month

Number of films released, and Revenue earned in SA, 2023



Furthermore, in the South African context the months April, August, and December are in the following manner. April, with 27 films and R65.8 million in revenue, benefited from school holidays and Easter, boosting family outings and cinema admissions. August, with 26 films and R29.4 million, saw lower revenues due to the absence of major holidays, leading to reduced cinema traffic. December, with 26 films and R29.8 million, peaked due to the festive season and school holidays, driving higher cinema visits and blockbuster releases. Overall, these months' performances were influenced by seasonal trends, holidays, and film release schedules as mentioned above.

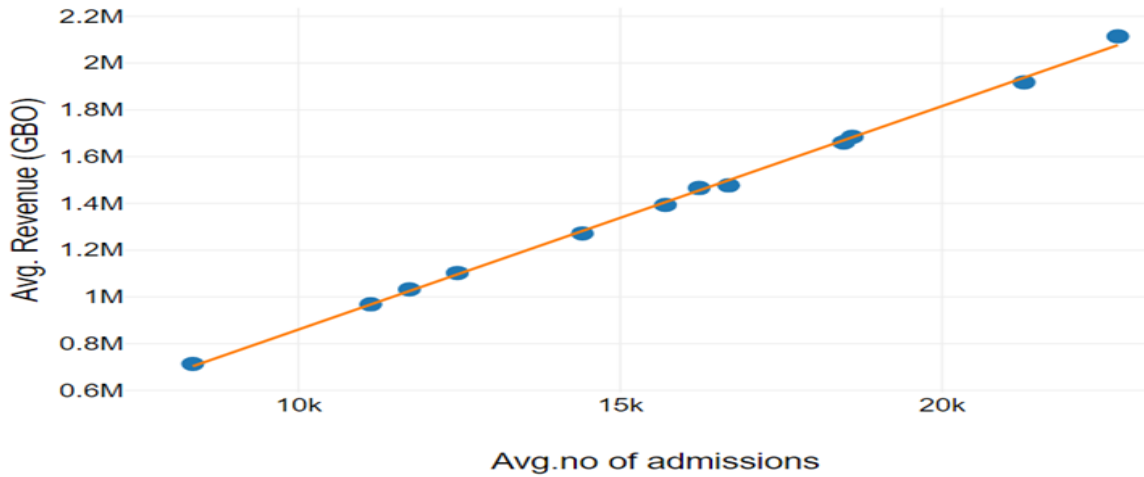
Figure 2: Cinema admission and revenues generated by month
Average Revenue (GBO) and Average no. of admissions in 2023



In terms of months with the highest number of cinema admissions in 2023, July had 1,040,768 admissions, May had 885,663 admissions, and March had 697,172 admissions. Therefore, July stands out as the top-performing month in terms of both GBO (R101,881,293.00) and admissions. Comparing this with 2022, the admissions were as follows: July with 22,730 admissions, May with 21,273 admissions, and March with 18,471 admissions.

This indicates that while July remained the top-performing month in both years, there was a significant increase in cinema admissions in 2023 compared to 2022. The growth in admissions can be attributed to the release of popular films such as "Barbie" (Action, Adventure, Comedy, Family, Fantasy, Romance), "Fast X" (Action, Adventure, Crime, Mystery, Thriller), and "Oppenheimer" (Biography, Drama, History), as well as a gradual recovery from the pandemic's impact on cinema attendance.

Figure 3: Linear Regression Analysis: average revenue and average admissions
 Film revenue by number of admissions in 2023



Following the above descriptive analysis of the figure 2, a linear regression analysis in addition was performed to examine the influence of the variable Avg.no of admissions on the variable Avg. Revenue (GBO) in 2023. With the output being that if the value of the variable Avg.no of admissions changes by one unit, the value of the variable Avg. Revenue (GBO) changes by R95,57. The p-value for the coefficient of Avg.no of admissions is <.001, therefore, the p-value is smaller than the significance level of 0.05 and the null hypothesis that the coefficient of Avg.no of admissions is zero in the population is rejected. This means that the regression model as a whole is statistically significant. In other words, there is a relationship between the independent variable in the model and the dependent variable.

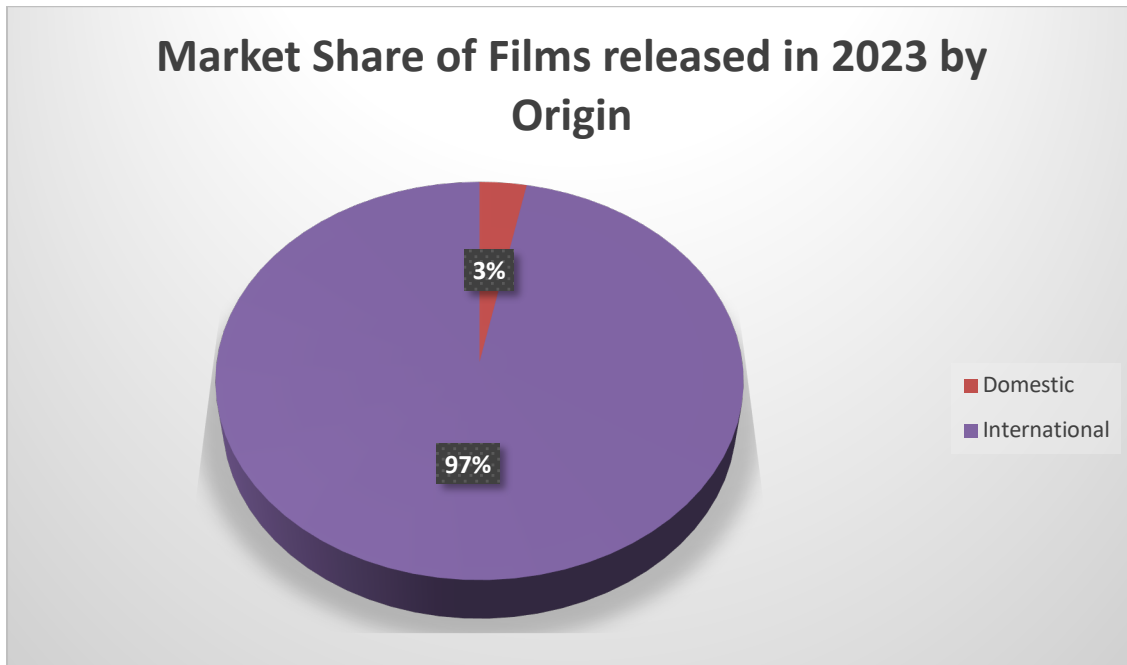


REVENUE

Each additional cinema admission revenue (GBO)

= R95,57 increase in average

Figure 4: Market share of the films released in 2023 by origin



In 2023, an overwhelming 97% of films shown in South African cinemas were from abroad, notably the USA. This has been a continuous trend that seems to be undiminished. Out of a total of 253 films released, only 7 were South African productions, while 246 were international films. Comparing this with 2022, 94.5% of films were international, and only 5.5% were South African productions. Out of a total of 200 films released in 2022, 11 were South African productions, while 189 were international films. This trend highlights the dominance of international films in the South African market. Local film producers need to strategize and find innovative and attractive ways to attract more locals to watch South African-produced films. The battle to raise the lower numbers for South African films is also intensified by the challenges of cinema-goers shifting to online and streaming services.

2.1.2 Top-performing films

A total of R101,9 million in revenues came from the top-performing films in 2023. These top three performing films in 2023 were:

- Barbie – R48 million
- Fast X – R30,9 million
- Oppenheimer – R23,1 million

In 2023, the South African box office was dominated by international films, with the top twenty performing films generating significant revenue. The highest-grossing film was "Barbie" (Action, Adventure, Comedy, Family, Fantasy, Romance) with a GBO of R48,079,435. This trend is consistent with the previous year, where international films also dominated the box office.

Table 1: Top 20 performing films released in South Africa in 2023

No #	Movie Title	GBO	Genre	Country of Origin
1	Barbie	R48 079 435,00	Action,Adventure,Comedy,Family,Fantasy,Romance	UK,USA
2	Fast X	R34 907 852,00	Action,Adventure,Crime,Mystery,Thriller	USA
3	John Wick: Chapter 4	R26 424 557,00	Action,Crime,Thriller	USA
4	Oppenheimer	R23 133 735,00	Biography,Drama,History	UK,USA
5	The Little Mermaid	R22 656 151,00	Adventure,Family,Fantasy,Musical,Romance	USA
6	Super Mario Bros.	R22 156 414,00	Adventure,Animated,Comedy	Japan,USA
7	Mission: Impossible - Dead Reckoning - Part One	R19 792 735,00	Action,Adventure,Drama,Thriller	USA
8	Spider-Man: Across the Spider-Verse	R18 788 452,00	Action,Adventure,Animated,Family,Fantasy,Sci-fi	USA
9	Transformers: Rise of the Beasts	R17 072 270,00	Action,Adventure,Sci-fi	USA
10	Guardians of the Galaxy Vol. 3	R14 490 890,00	Action,Adventure,Comedy,Sci-fi,Thriller	USA
11	Wonka	R13 737 556,00	Adventure,Comedy,Family	Canada,France,Ireland,UK,USA
12	The Equalizer 3- The Final Chapter	R12 856 568,00	Action,Crime,Thriller	A
13	Creed III	R12 808 555,00	Action,Adventure,Drama,Sport	USA
14	Aquaman and the Lost Kingdom	R12 291 362,00	Action,Adventure,Fantasy,Sci-fi	USA
15	Elemental	R12 263 782,00	Adventure,Animated,Comedy,Family,Fantasy	USA
16	The Hunger Games: The Ballad of Songbirds and Snakes	R10 011 350,00	Action,Adventure,Drama,Sci-fi,Thriller,War	USA
17	Ant-Man and the Wasp: Quantumania	R9 953 192,00	Action,Adventure,Comedy	USA
18	The Meg 2: The Trench	R8 864 256,00	Action,Adventure,Horror,Sci-fi	China,USA
19	The Marvels	R8 124 950,00	Action,Adventure,Fantasy,Sci-fi,Comic Book	USA
20	Trolls Band Together	R7 902 209,00	Adventure,Animated,Comedy,Family,Fantasy,Music	USA

2.1.3 National Film & Video Foundation funded films

Of the eight (8) films produced in SA, only one (1) was funded by the NFVF i.e. *Music is My Life*.

Table 2: Top 8 films produced in SA, 2023

No #	Title	Revenue (GBO)	Genre
1	Headspace	R2, 665, 920	Action,Adventure,Animated
2	Hans Steek die Rubicon Oor	R1, 985, 711	Comedy
3	Black Coffee's Podcast And Chill	R376, 448	Documentary
4	Dark Beauty	R92, 919	Drama
5	I Am Here	R80, 680	Documentary
6	Music Is My Life - Ladysmith Black Mambazo	R801	Documentary

Of the eight (8) films produced in South Africa in 2023, only one (1) was funded by the NFVF, i.e., *Music is My Life*. This film's success underscores the importance of diversifying film genres and exploring local languages as viable and appealing options for South African filmmakers. Notably, *Headspace* (Action, Adventure, Animated), which earned R2, 665, 920 million, emerged as the highest-grossing South African film of the year, highlighting the surprising rise of animation as a best-performing genre in 2023. This achievement signals a shift in audience preferences and opens new opportunities for South African filmmakers to explore innovative storytelling through animation.

2.1.4 Genre

Movie titles are usually classified under two (2) or more genres, making it challenging to accurately analyse the relationship of genre to revenues. Even so, an analysis was done on grouped genres. In 2023, Action/Adventure was the top-earning genre, with "*Barbie*" being the top-performing title, generating R48,079,435. Adventure/Animated was the second highest-grossing genre, with "*Spider-Man: Across the Spider-Verse*" leading the category with R18,788,452.

This trend is consistent with 2022, where Action/Adventure was also the top-earning genre with "*Top Gun: Maverick*" as the top-performing title. Adventure/Animated followed in second place with "*Minions: The Rise of Gru*," and Comedy/Drama was in third place with "*Mr Bones 3: Son of Bones*." The consistency in genre performance highlights the enduring popularity of these genres among South African audiences.

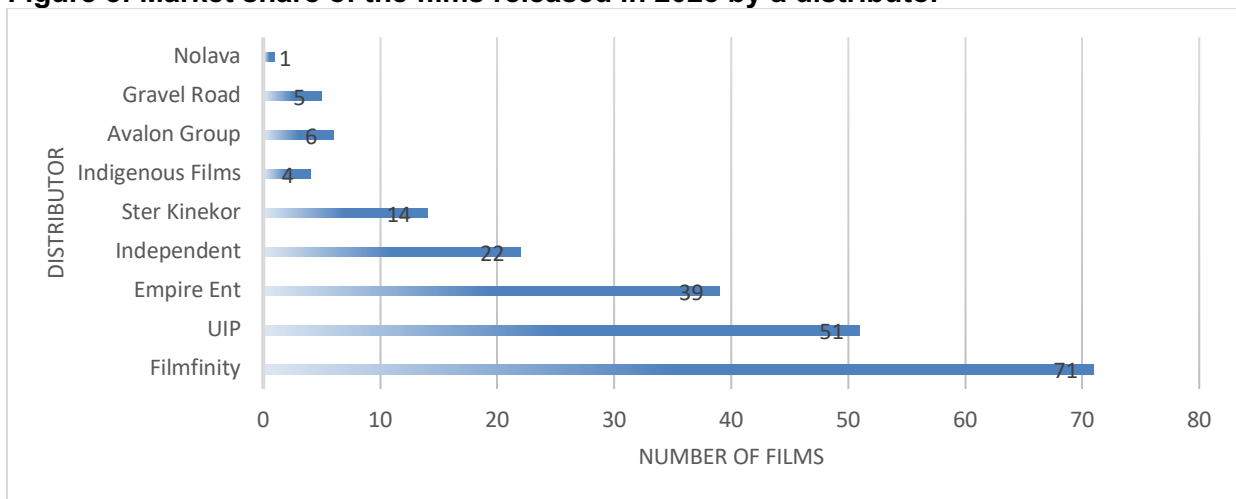
Table 3: Genre classification

No#	Genre	Count of Titles	Top performing title
1	Action/ Adventure	62	Barbie
2	Adventure/ Animated	60	Super Mario Bros
3	Comedy/ Drama	50	My Big Fat Greek Wedding 3
4	Drama	36	Air
5	Documentary	8	Callas – Paris, 1958

2.1.5 Number of films and revenue by a distributor

The majority of the films released in 2023 were distributed by Filmfinity. United International Pictures was the second highest generating distributor. Major distributors normally have bigger marketing budgets and strong distribution networks ensuring that their films reach as many screens as possible and thereby maximising revenue. Nolava was the distributor with the lowest total revenue in 2023.

Figure 5: Market share of the films released in 2023 by a distributor



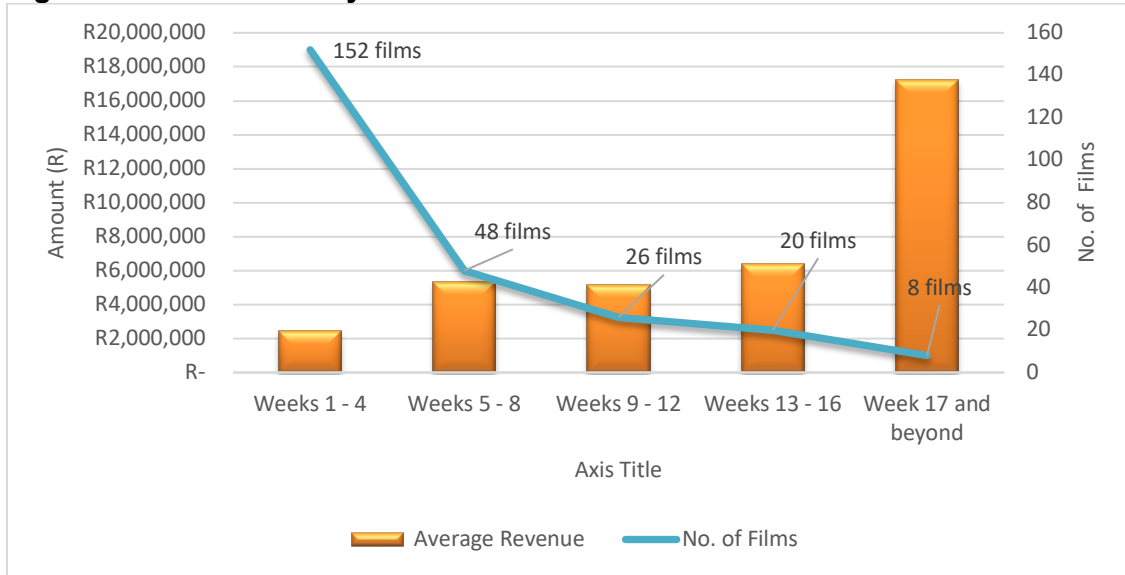
2.1.6 Number of films and revenue theatre characteristics

Many factors contribute to box office success and these include, the number of weeks on circuit, the number of screens allocated to a film, theatres, and the number of tickets sold, and these are analysed below.

2.1.6.1 Number of films and revenue by weeks in circuit

According to the figure 8 below, a breakdown of the average revenue for different time periods is as follows: Weeks 1 - 4: During this initial month, the average revenue per film was R2,449,735 across 152 films. In the subsequent weeks, spanning from the 5th to the 8th week, the average revenue increased to R5,308,799 for 48 films. Moving into the third month, the average revenue remained robust at R5,157,435 across 26 films. Upon reaching the 13th to 16th week mark, the average revenue further climbed to R6,386,126 for 20 films. Finally, in the later weeks (from the 17th week onward), the average revenue surged significantly to R17,236,237 for a smaller set of 8 films.

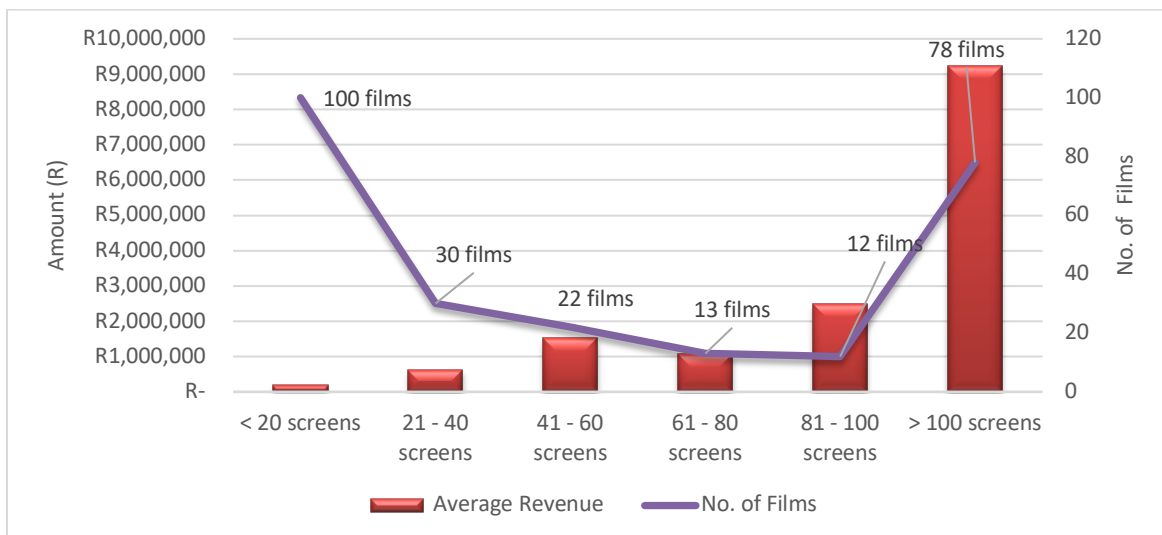
Figure 6: Film revenue by the number of weeks in circuit



2.1.6.2 Number of films and revenue by screens

Figure 6 below indicates that for the film revenue from < 20 screens, the category had the highest number of films (100), but the average revenue per film was relatively low at R193,138.00. This suggests that smaller theatres or limited screen releases may not yield substantial revenue individually, but collectively, they contribute significantly to the overall film count. Incrementally, the 41 - 60 screens range specifies 22 films achieved an even higher average revenue of R1,516,178 per film. This hints that a moderate number of screens can lead to more lucrative results. Although there were only 13 films in the 61 - 80 screens range, the average revenue per film remained substantial at R1,065,142. The category with 81 - 100 screens shows that despite having only 12 films, this category boasted an impressive average revenue of R2,478,866 per film. Finally, films shown on more than > 100 screens had the highest average revenue per film observed with R9,234,385. However, it included a larger number of films (78), indicating that major blockbusters or wide releases dominated this segment.

Figure 7: Film revenue by the number of screens shown on

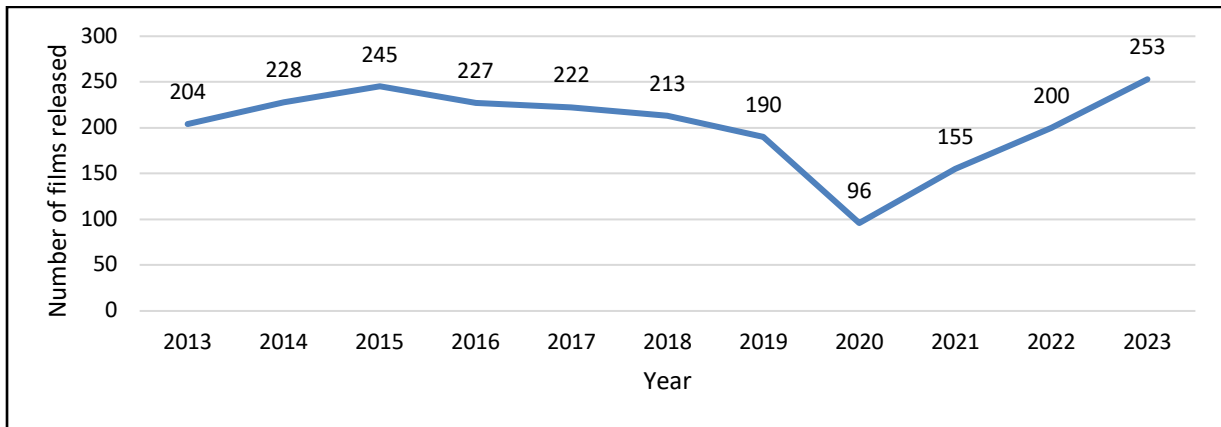


2.2 Part 2: Box office trends, 2013 – 2023

2.2.1 Number and revenue of all films released in SA

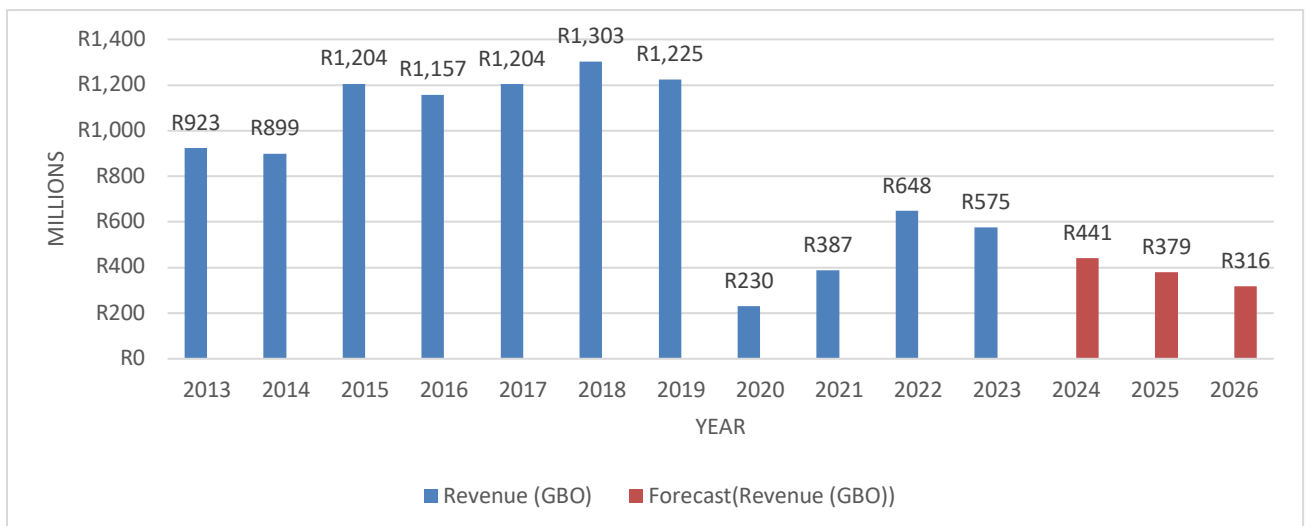
From 2013 to 2023, the number of films released in South Africa showed notable fluctuations. Starting with 204 films in 2013, the number increased to 228 in 2014 and 245 in 2015. There was a slight decline to 227 in 2016 and 222 in 2017, followed by a further decrease to 213 in 2018 and 190 in 2019. The impact of the COVID-19 pandemic was evident in 2020, with only 96 films released. However, the industry began to recover in 2021 with 155 films, and this upward trend continued with 200 films in 2022 and reaching a peak of 253 films in 2023.

Figure 8: Number of films released in South Africa between 2013 and 2023



The revenue of all films released in South Africa between 2013 and 2019 (pre-COVID-19 pandemic) exhibited a generally upward trend with some fluctuations. However, there was a steep decline in 2020 due to the COVID-19 pandemic and the associated lockdowns. This was followed by a recovery phase with an upward projection in 2021 and 2022. Despite this recovery, the revenues have not yet returned to pre-COVID-19 levels.

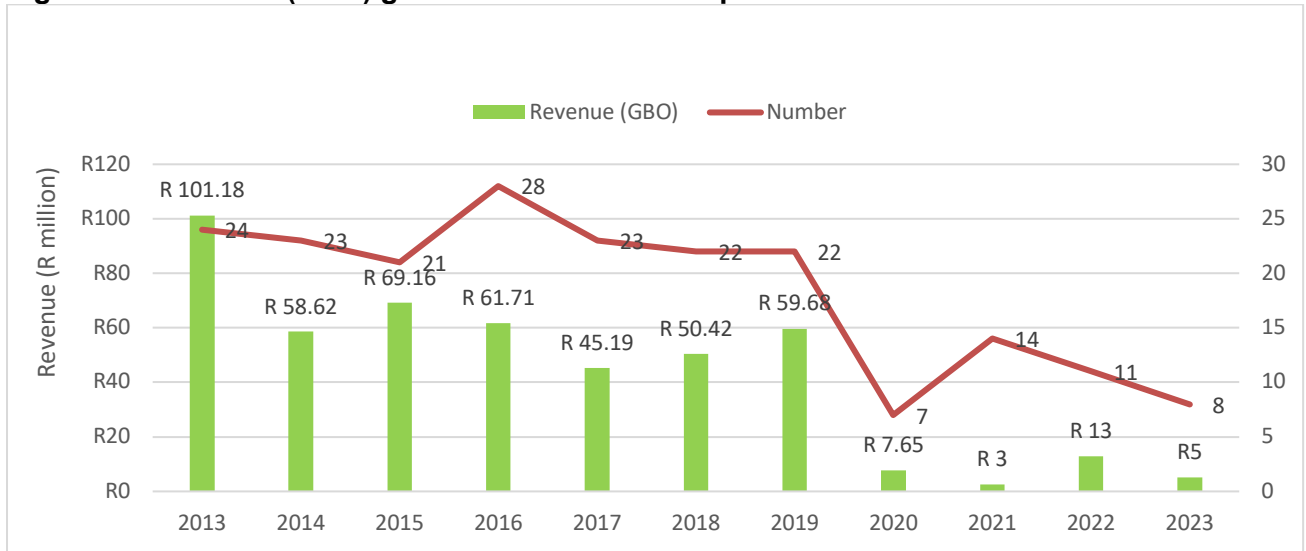
Figure 9: Revenue (GBO) generated from all films released in SA between 2013 and 2023



2.2.2 Number and revenue of domestic films released in SA

The revenue of all films produced in South Africa fluctuated annually but showed an overall downward trend from 2013 to 2023. Starting at R101.2 million in 2013, the revenue decreased to R59.7 million in 2019. The COVID-19 years were particularly challenging, with revenue plummeting to its lowest levels. The number of domestic films released also declined, from 24 in 2013 to just 8 in 2023. Despite some recovery in 2021 and 2022, both the number of films and revenue have not returned to pre-pandemic levels, highlighting the ongoing impact of the pandemic on the South African film industry.

Figure 10: Revenue (GBO) generated from all films produced in SA between 2013 and 2023



3. Discussion

3.1 Introduction

The past three years have forced entire industries to re-evaluate how they have always operated and be innovative to keep up with a world that has been impacted by COVID-19. Businesses were hard hit by the extended shutdown and shifting tastes as viewers get more accustomed to watching streaming services. Movie theatres continue to suffer due to the covid-19 pandemic and the surge of content from on-demand streaming platforms. This unfortunate circumstance is moreover compounded by South Africa’s very high unemployment rate, at 32%.

3.2 Performance of Films

3.2.1 Performance of Films Released in 2023

Analysing revenue by month of movie release showed that most of the revenue was generated from a few titles that performed exceptionally well in cinemas. Therefore, the months of May, July, and December 2023 had the highest revenues recorded. Below is the list of films that topped the box office charts in 2023 in SA:

March 2023:

- John Wick: Chapter 4 (Action, Crime, Thriller) grossed a respectable R26, 424, 557, and “Creed III” (Action, Adventure, Drama, Sport) earned R12, 808, 555.

May 2023:

- Fast X (Action, Adventure, Crime, Mystery, Thriller) was a box office success, grossing R34,907,852.
- The Little Mermaid (Adventure, Family, Fantasy, Musical, Romance) grossed R22,656,151.

July 2023:

- Barbie (Action, Adventure, Comedy, Family, Fantasy, Romance) topped the box office charts earning R48,079,435 locally.
- Oppenheimer (Biography, Drama, History) was also released, grossing R23,133,735.

Research has shown that films released during peak season typically perform better at the box office. The peak periods are usually the summer months and the Christmas season. However, based on the month-to-month analysis above, it shows that even non-peak times perform quite well at the box office. Therefore, distributors could make more money by releasing “higher quality” movies during non-peak times because the movie quality will build the audience and there will be less competition than at peak times.

3.2.2 Performance of Local Films Released in 2023

There were several locally produced films in theatres in 2023. These films contributed a small percentage to the 2023 gross box office. Two domestic films that performed quite well in 2023 were Headspace (Action, Adventure, Animated) with R2.6 million earnings and *Hans Steek die Rubicon Oor* (Comedy) an Afrikaans language film, grossing R1,9 million. Here are some other local films and their genres:

- Black Coffee's Podcast And Chill (Documentary) - R376,448
- Dark Beauty (Drama) - R92,919
- I Am Here (Documentary) - R80,680
- Sarafina (Drama, Musical) - R43,268
- Music Is My Life - Ladysmith Black Mambazo (Documentary) - R801

Overall, SA has been battling to improve box office performance after the pandemic. Content distributors have been suggesting that the more content we have, the more we continue to retrain moviegoers to come back. Audiences must feel they need to see something in the cinema rather than wait for streaming.

3.3 Trends in Number and Revenue of Films: 2013 – 2023

3.3.1 Impact of COVID-19 Pandemic and Future Outlook

Recent shifts in the entertainment industry have led to intense competition over viewers for entertainment products, including films. Industry trends, sociocultural and economic factors, and technological advances have combined to create a fractured media landscape, blurring the divisions between content created for television and theatrical release. This has intensified competition between two media that were historically more discrete, leading to new business models, shifting priorities, and concerns about the future. What hasn't changed is the demand for film content. What has changed is where that demand stems from and how it impacts strategic thinking around distribution.

Films are no longer released exclusively in cinemas; instead, they may have limited theatrical runs before moving to SVOD, release simultaneously on SVOD, or debut exclusively on SVOD. As such, a film may thrive in cinemas while another underperforms theatrically but overperforms on Over-The-Top (OTT) platforms, creating newfound value. In this evolving landscape, the NFVF (SA) strategy—focused on fostering local talent, supporting diverse storytelling, and leveraging digital platforms—aligns well with 2023's economic trends. With rising inflation and shifting consumer spending habits, audiences are increasingly selective, prioritising value-driven entertainment. This strategy emphasizes cost-effective production and distribution methods, ensuring films resonate with both local and global audiences while maximizing revenue potential across multiple platforms.

Understanding the factors influencing film revenue is key, enabling more insightful decisions about distribution, marketing, and platform selection. Importantly, understanding the drivers of audience engagement is critical for film producers, as it is a major determinant of financial success. In 2023, the integration of NFVF (SA)'s approach with global trends—such as the rise of hybrid releases and the dominance of streaming—can help producers navigate the competitive landscape. By aligning with economic realities and audience preferences, the industry can sustain growth, foster innovation, and ensure that films continue to captivate audiences worldwide, regardless of the platform.

Appendix

No#	Title	Release Date	Genre	Platform	NFVF Funded
1	Big Nunu's Little Heist	28-Jul	Crime	Netflix	No
2	Kandasamys: The Baby	06-Sep	Western	Netflix	No
3	Rosemary's Hitlist	14-Jun	Documentary	Showmax	No
4	The Queenstown Kings	17-Nov	Sports Drama	Netflix	No
5	Yoh! Christmas	15-Dec	Romance/Comedy	Netflix	No
6	Miseducation	15-Sep	Drama/Comedy	Netflix	No
7	iNumber Number: Jozi Gold	23-Jun	Crime/Action	Netflix	No
8	Kleva-ish	08-Aug	Drama	eVOD	No
9	Clean Job	09-Jun	Thriller/Drama	eVOD	No
10	Mkhize to Masemola	15-Dec	Drama	eVOD	No
11	Love, Sex and 30 Candles	18-Aug	Drama/Romance	Netflix	No
12	Republic of South Ah Sh**t	26-Jul	Comedy	Netflix	No
13	Die Onderonsie	01-Dec	Dark Comedy	Showmax	No
14	Abomkhulu	08-Mar	Comedy	Showmax	No
15	Hands Up	21-Apr	Crime/Drama	Showmax	No

Report Preparation:

The report was compiled by the NFVF Research Unit.

Contact Details

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 2024 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 the NFVF's written consent.