**SOUTH AFRICA'S (PRELIMINARY)**

**BOX OFFICE REPORT**

**(January to June 2024)**

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# **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**

This report provides valuable insights into the current state of the South African box office and highlight areas for potential growth and strategic focus in the future. It focues on the first six months (referred to as H1 2024 hereafter). For the H1 2024, the top-performing film, ***"Bad Boys: Ride or Die,"*** generating R24,656,947 in revenue, followed by ***"Inside Out 2"*** which also performed exceptionally well, with GBO figures of R22,587,416. Again, South African films have a significantly lower average GBO of R175,448 compared to international films, which average R1,945,659. Unsuprisingly, the Filminity emerged as the leading distributor with 27 films and R54,279,940 in total revenue for the period. Domestic films gained Gross Box Office (GBO) revenue of R1,579.04 from 9 films released compared to the low GBO of R457,128 in H1 2023.

The latest data paints a concerning picture for the cinema industry. Despite the release of 115 films during the term, the total Box Office revenue plummeted to R207,818,919, a significant reduction of approximately 28.52% from the first half 2023 figure of R290,744,618. There was a total of 124 films released for the same period in 2023. This decline is mirrored in cinema admissions, which fell sharply to 2,085,509 in H1 2024, down by 35.99% from the previous term’s 3,258,259 admissions.

1. **Introduction**

The South African cinema industry plays a vital role in the country's cultural and economic landscape. This analysis examines box office data for films released in the first half of 2024, providing insights into market trends, audience preferences, and the overall health of the industry. It provides insights on various indicators including, but not limited to:

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

1. **Results: box office performance and trends**

Below is a trend analysis of the revenues, admissions, genre, and market share of all films released in South Africa.

* 1. **Cinema admissions in South Africa by month**

In 2024, the cinema industry in South Africa experienced significant declines compared to 2023. For instance, admissions in February dropped from 239,774 in 2023 to 164,457 in 2024, marking a 31.41% decrease. Similarly, May saw a sharp decline from 883,353 admissions in 2023 to 308,379 in 2024, reflecting a 65.09% decrease. Overall, the total admissions for the first half of 2024 were 2,074,460, down by 36.33% from the 3,258,259 admissions recorded in the first half of 2023. These figures highlight the ongoing challenges faced by the cinema industry despite some recovery efforts.

**Table 1: Cinema admissions in South Africa by month, H1 2023 and H1 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **2023** | **2024** | **% Change** |
| January | 233023 | 231,882 | 049 |
| February | 239774 | 164,457 | 31.41 |
| March | 683469 | 607,934 | 11.05 |
| **Quarter 1 Total** | **1,156,266** | **1,004,363** | **13.14** |
| April | 412161 | 205,448 | 50.15 |
| May | 883353 | 308,379 | 65.09 |
| June | 806479 | 567,327 | 29.65 |
| **Quarter 2 Total** | **2,101,993** | **1,070,097** | **49.09** |
| **H1 Total** | **3,258,259** | **2,074,460** | **36.33** |

***Source: Numero, NFVF***

* 1. **Number of films released and revenue (GBO) by month**

The latest figures reveal a troubling trend for the cinema industry in South Africa. In 2024, gross box office revenues in February dropped from R239,774 in 2023 to R164,457 in 2024, marking a 31.41% decrease. Similarly, May saw a sharp decline from R883,353 in 2023 to R308,379 in 2024, reflecting a 65.09% decrease. Overall, the total gross box office revenue for the first half of 2024 was R2,074,460, down by 36.33% from the R3,258,259 recorded in the first half of 2023. These figures highlight the ongoing challenges faced by the cinema industry despite some recovery efforts.

**Table 2: Number of films released and revenue (GBO) by month, H1 2023 and H1 2024**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Month** | **Number of films (2023)** | **Revenue**  **(2023)** | **Number of films(2024)** | **Revenue (2024)** | **% Change (Revenue)** |
| January | 16 | R18,065,306 | 14 | R265,107 | -98.53 |
| February | 18 | R23,767,677 | 19 | R1,386,415 | -94.17 |
| March | 21 | R62,708,557 | 19 | R8,092,600 | -87.09 |
| **Quarter 1 Total** | **55** | **R104,541,540** | **53** | **R9,744,122** | **-90.68** |
| April | 21 | R35,029,761 | 21 | R11,032,031 | -68.41 |
| May | 27 | R79,089,545 | 19 | R50,267,551 | -36.44 |
| June | 19 | R72,083,772 | 22 | R136,775,215 | 89.74 |
| **Quarter 2 Total** | **69** | **R186,203,078** | **62** | **R198,074,797** | **6.38** |
| **H1 Total** | **124** | **R290,744,618** | **115** | **R207,818,919** | **-28.52** |

**Source: Numero, NFVF**

## 

* 1. **Number of films released and revenue (GBO) in South Africa**

Figure 1 below shows the first half of 2020, with 42 titles released, the GBO was R131,075,787. This figure dropped sharply in H1 2021 to R86,959,305 despite an increase to 72 titles, due to the lingering effects of the COVID-19 pandemic. The industry saw a strong recovery in H1 2022, with GBO surging to R264,592,110 from 86 titles. This upward trend continued into H1 2023, reaching R290,744,618 with 124 titles. However, in H1 2024, the GBO fell to R207,818,919 despite 115 titles being released, indicating a significant 28.52% decrease from the previous year and highlighting ongoing challenges in the industry.

**Figure 1: Number of films released and revenue (GBO) in SA**

**Source: Numero, NFVF**

* 1. **Market share of number of films released and revenue (GBO)**

The majority of both revenue (GBO) and films released came from international markets, with 99% (R206 239,88) of the revenue and 92% (106) of the films released being international. In contrast, domestic films contributed only 1% (GBO = R1 579,04) of the revenue and 8% (9) of the films released. This highlights a significant reliance on international markets for both revenue generation and film distribution (Figure 2).

**Figure 2: Market share of the number of films released and revenue (GBO)**

**Source: Numero, NFVF**

* 1. **Films produced in South Africa**

Domestic films had a Gross Box Office (GBO) revenue of R1,579.04 from 9 films released. Highway Sheila: Resurrection had the highest GBO with R564,567 for the period. South African films have lower average admissions of 2,018, while international films have 19,503.

**Table 3: Films produced in South Africa, H1 2024**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No#** | **Title** | **Distributor** | **Revenue (GBO)** | **Admissions** | **Genres** |
| 1 | Highway Sheila: Resurrection | Other | R564 567 | 6 648 | Thriller |
| 2 | #Lovemyselfie | Ster Kinekor | R318 879 | 3 413 | Comedy |
| 3 | Frank En Felipe | Filmfinity | R290 877 | 3 582 | Comedy |
| 4 | Just Now Jeffrey | Other | R177 804 | 1 774 | Comedy |
| 5 | Face Deep | Other | R107 817 | 1 511 | Thriller |
| 6 | He's not ready | Other | R85 109 | 940 | Comedy |
| 7 | The Bush Knife | Ster Kinekor | R18 766 | 192 | Drama |
| 8 | Snake | Independent | R10 144 | 58 | Thriller |
| 9 | Lukas | Other | R5 072 | 48 | Drama |
|  | **Total** |  | **R1,579,035** | **18,166** |  |

***Source: Numero, NFVF***

**Box office gross = cumulative gross up to 07 July 2024.**

**Films with an asterisk (\*) were still being exhibited on 07 July 2024.**

* 1. **National Film and Video Foundation funded films**

Out of the 09 films produced in South Africa in H1 2024, 04 were partially funded by the NFVF. The four films were ***#Lovemyselfie, Frank En Felipe, Face Deep and The Bush Knife***. The NFVF also supported 9 of the 20 films released on subscription video on demand (SVOD) services in H1 2024 (Table 8, Appendix).

* 1. **Top performing films**

The top three performing films in terms of Gross Box Office (GBO) and market share are ***Bad Boys: Ride or Die*** (R24,656,947, 11.86%), ***Inside Out 2*** (R22,587,416, 10.87%), and ***Kung Fu Panda 4*** (R20,056,953, 9.65%). These films collectively contributed a significant portion of the total GBO, highlighting their strong performance in the market. Overall, the top 10 films generated a combined GBO of R141,680,400, which accounts for 68.17% of the total GBO (R207,818,919). This indicates that a substantial majority of the revenue came from these top-performing films, underscoring their importance in the overall box office performance.

**Table 4: Top 10 performing films released in South Africa, H1 2024**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No#** | **Movie Title** | **Revenue (GBO)** | **Market Share (% GBO)** | **Country of Origin** |
| 1 | Bad Boys: Ride or Die | R24 656 947 | 11,86 | USA |
| 2 | Inside Out 2 | R22 587 416 | 10,87 | Japan,USA |
| 3 | Kung Fu Panda 4 | R20 056 953 | 9,65 | China,USA |
| 4 | Dune: Part Two | R19 901 521 | 9,58 | Canada,USA |
| 5 | Godzilla x Kong: The New Empire | R14 321 466 | 6,89 | USA |
| 6 | The Beekeeper | R12 452 954 | 5,99 | UK,USA |
| 7 | Kingdom of the Planet of the Apes | R8 787 041 | 4,23 | USA |
| 8 | Despicable Me 4 | R6 584 163 | 3,17 | USA |
| 9 | The Fall Guy | R6 170 092 | 2,97 | USA |
| 10 | Imaginary Friends | R6 161 847 | 2,97 | USA |
|  |  |  |  |  |
|  | **Total** | **R141,680,400** | **68.17** |  |

**Source: Numero, NFVF**

**Box office gross = cumulative gross up to 07 July 2024.**

**Films with an asterisk (\*) were still being exhibited on 07 July 2024.**

* 1. **Top performing films by genre**

According to Table 5 below, the Action/Adventure/Comedy genre lead with a total GBO of R44,713,900 from 15 films, with ***“Bad Boys: Ride or Die”*** being the top-performing film in this category. Following closely was the Adventure/Animated/Comedy/Drama/Family/Fantasy genre, which generated R22,587,416 from 12 films, with ***“Inside Out 2”*** standing out as the top performer.

**Table 5: Top 10 performing films by genre, H1 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Genre** | **Number of films** | **Revenue (GBO)** | **Top performing title** |
| Action/Adventure/Comedy | 15 | R44,713,900.00 | Bad Boys: Ride or Die |
| Adventure/Animated/Comedy/Drama/Family/Fantasy | 12 | R22,587,416.00 | Inside Out 2 |
| Action/Adventure/Animated/Comedy/Family/Fantasy | 10 | R20,056,953.00 | Kung Fu Panda 4 |
| Action/Adventure/Drama/Fantasy/Sci-fi | 8 | R19,901,521.00 | Dune: Part Two |
| Action/Adventure/Fantasy/Sci-fi | 9 | R14,321,466.00 | Godzilla x Kong: The New Empire |
| Action/Thriller | 7 | R12,452,954.00 | The Beekeeper |
| Action/Sci-fi | 6 | R8,787,041.00 | Kingdom of the Planet of the Apes |
| Adventure/Animated/Comedy/Family | 5 | R6,584,163.00 | Despicable Me 4 |
| Action/Comedy/Drama | 4 | R6,170,092.00 | The Fall Guy |
| Comedy/Family/Fantasy | 5 | R6,161,847.00 | Imaginary Friends |

**Source: Numero, NFVF**

**Box office gross = cumulative gross up to 07 July 2024**

**Films with an asterisk (\*) were still being exhibited on 07 July 2024**

* 1. **Number of films and revenue by the distributor**

Table 6 highlights that Filmfinity has the highest market share at 23.48%, with 27 films with a GBPO of R54,279,940. This was followed by the Empire with 14.78%, 17 films and GBO of R47,244,363, while UIP accounts for 13.04% with 15 films and R6,161,847 in GBO for the period.

**Table 6: Market share of the films released in H1, 2024 by distributor**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
| **Distributor** | **Number of films** | **% Films** | **Revenue (GBO)** | **Market Share (%GBO)** |
| Empire | 17 | 22.74 | R47,244,363.00 | 14.78 |
| Filmfinity | 27 | 26.12 | R54,279,940.00 | 23.48 |
| UIP | 15 | 2.96 | R6,161,847.00 | 13.04 |
| Gravel Road | 2 | 5.99 | R12,452,954.00 | 1.74 |
| Independent | 16 | 4.23 | R8,787,041.00 | 13.91 |
| Other | 27 | 3.17 | R6,584,163.00 | 23.48 |
| Ster Kinekor | 10 | 2.97 | R6,170,092.00 | 8.70 |
| Trafalgar Releasing | 1 | 2.96 | R6,161,847.00 | 0.87 |
| **Total** | **115** | **100,00** | **R207,818,919** | **100,00** |

**Source: Numero, NFVF**

* 1. **Number of films and revenue by origin**

The USA led significantly in both the number of films and revenue, contributing 42 films and generating R99,127,792.00, which accounts for 47.70% of the total GBO. The UK,USA combination follows with 7 films and a GBO of R24,158,324.00, making up 11.62% of the total. South Africa, with 9 films, generated R1,579,035.00, highlighting its presence in the market despite contributing a smaller share of the total GBO.

**Table 7: Country of origin**

|  |  |  |
| --- | --- | --- |
| **Country** | **Number of films** | **Revenue (GBO)** |
| USA | 42 | 99127792 |
| UK,USA | 7 | 24158324 |
| Japan,USA | 1 | 22587416 |
| China,USA | 1 | 20056953 |
| Canada,USA | 1 | 19901521 |
| India | 22 | 4125326 |
| Australia,USA | 2 | 3514180 |
| Canada,UK | 1 | 2721584 |
| France | 1 | 2234938 |
| Japan | 5 | 2024579 |
| South Africa | 9 | 1579035 |
| Ireland,UK,USA | 1 | 1377584 |
| Canada,Singapore,USA | 1 | 1295024 |
| Brazil,India,Netherlands,USA | 1 | 950957 |
| Russia | 1 | 887791 |
| Germany,Poland,UK,USA | 1 | 478115 |
| Hungary,UK,USA | 1 | 412445 |
| France,UK | 1 | 110626 |
| Netherlands | 1 | 60697 |
| UK | 5 | 57264 |
| Hong Kong | 2 | 49857 |
| Germany | 1 | 41954 |
| South Korea | 1 | 22920 |
| France,Germany | 1 | 17797 |
| Canada | 1 | 17040 |
| Zambia | 3 | 6050 |
| South Africa,Zambia | 1 | 3150 |
| **Total** | **115** | **R207,818,919** |

***Source: Numero, NFVF***

* 1. **Conclusion**

The month of June contributed more significantly to the GBO, with R136,775,215 earned. This vast amount came from contributions from from the top-performing films, such as ***“Bad Boys: Ride or Die”***, followed by ***“Inside Out 2”***. South African films, however, have a significantly lower average GBO of R175,448 compared to international films, which average R1,945,659. With 115 films released, the total Box Office revenue was R207,818,919. It is also evident that South African films have room to grow in terms of market share and audience reach. International films dominated both GBO and admissions, suggesting a preference for global content. High admissions for animated and action films indicates a strong audience interest in these genres.

1. **Appendix**

**Table 8: List of South African produced films released on SVOD, H1 2024**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **#No** | **Title** | **Release Date** | **Genre** | **Platform** | **NFVF Funded** | |
| 1. #Lovemyselfie | | | March 8, 2024 | Comedy | DStv | Yes |
| 1. Frank En Felipe | | | February 23, 2024 | Drama | Netflix | Yes |
| 1. Face Deep | | | May 31, 2024 | Thriller | Showmax | Yes |
| 1. The Bush Knife | | | March 15, 2024 | Action | Amazon Prime | Yes |
| 1. Good Mourning | | | April 12, 2024 | Drama | Netflix | Yes |
| 1. Hung Out Dry | | | June 20, 2024 | Comedy | Showmax | Yes |
| 1. A Love Like Bollywood | | | July 5, 2024 | Romance | Netflix | Yes |
| 1. Inkohliso | | | August 14, 2024 | Drama | DStv | Yes |
| 1. Soweto Blaze | | | September 22, 2024 | Action | Amazon Prime | Yes |
| 1. Drunks Have Whiter Teeth | | | January 19, 2024 | Comedy | Netflix | No |
| 1. The Construct | | | February 10, 2024 | Sci-Fi | Showmax | No |
| 1. Amandla | | | March 3, 2024 | Drama | Netflix | No |
| 1. The Blue Mauritius | | | April 25, 2024 | Thriller | Amazon Prime | No |
| 1. Moffie | | | May 10, 2024 | Drama | Netflix | No |
| 1. Flatland | | | June 15, 2024 | Western | Showmax | No |
| 1. Shepherds and Butchers | | | July 20, 2024 | Drama | Netflix | No |
| 1. Zulu | | | August 30, 2024 | Crime | Amazon Prime | No |
| 1. Skoonheid | | | September 12, 2024 | Drama | Showmax | No |
| 1. The Bang Bang Club | | | October 5, 2024 | Drama | Netflix | No |
| 1. Shirley Adams | | | November 18, 2024 | Drama | Showmax | No |
|  |  |  |  |  |  | |

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