



# FILM ON UK TELEVISION

**BFI Research and Statistics**

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IN TERMS OF VIEWER NUMBERS, TELEVISION IS THE SINGLE MOST IMPORTANT PLATFORM FOR FILM CONSUMPTION IN THE UK. VIEWERS HAD A CHOICE OF OVER 6,500 UNIQUE FILM TITLES ACROSS ALL CHANNELS IN 2014, AND THE CUMULATIVE FILM AUDIENCE WAS JUST OVER THREE BILLION.

## FACTS IN FOCUS

- There were 6,572 unique film titles on television in 2014, including 1,646 on terrestrial channels, 1,145 on pay TV film channels and 3,781 on other digital channels.
- There were 1,943 film transmissions on terrestrial channels, down from 1,990 in 2013. Of these, 400 (21%) were UK films (down from 514 in 2013), 247 films (13%) were network premieres and 56 (3%) were foreign language films (up from 47 in 2013).
- The top film on terrestrial television was *Skyfall* on ITV, with 8.1 million viewers.
- There were just over three billion viewings of feature film across all television formats (except pay-per-view) in 2014 – over 20 times the number of cinema admissions.
- The estimated value of feature film to UK broadcasters in 2014 was £1.4 billion, down from £1.6 billion in 2013.

## PROGRAMMING ON THE TERRESTRIAL CHANNELS

Table 1.1 shows the total number of feature films broadcast on the five terrestrial channels in 2014 and the number of UK titles broadcast in that time. (Terrestrial television is used here to describe the previous national terrestrial analogue services, all of which have some degree of public service obligation.) UK films are broken down into older titles (more than eight years old) and recent theatrical releases (released in the last eight years). Here, UK films include all titles listed as UK originated by the Broadcasters' Audience Research Board (BARB), plus UK qualifying films given other nationalities (mostly USA) in the BARB data.

There were 1,943 film transmissions on terrestrial television in 2014, marginally down from 1,990 in 2013, an average of over five films a day.

**Table 1.1 Feature films broadcast<sup>1</sup> on terrestrial television 2014**

	Number of films broadcast	Number of UK films broadcast	UK films as % of total	Number of recent UK films broadcast	Recent UK films as % of total films broadcast
BBC One	192	24	13	15	8
BBC Two	433	126	29	37	9
ITV	251	101	40	32	13
Channel 4	543	83	15	35	6
Channel 5	524	66	13	1	<1
<b>Total</b>	<b>1,943</b>	<b>400</b>	<b>21</b>	<b>120</b>	<b>6</b>

Source: Attentional, BFI RSU analysis

<sup>1</sup> Includes repeat broadcasts of individual titles.

In 2014, 12% of films broadcast on terrestrial television (247 films) were premieres (films shown for the first time on terrestrial networks); 40 of these were UK films (Table 1.2). Channel 4 showed the highest number of premieres overall and the highest number of UK film premieres, with 133 and 17 films respectively, whereas ITV showed the smallest number of premieres with seven, although six of these were premieres of UK films.

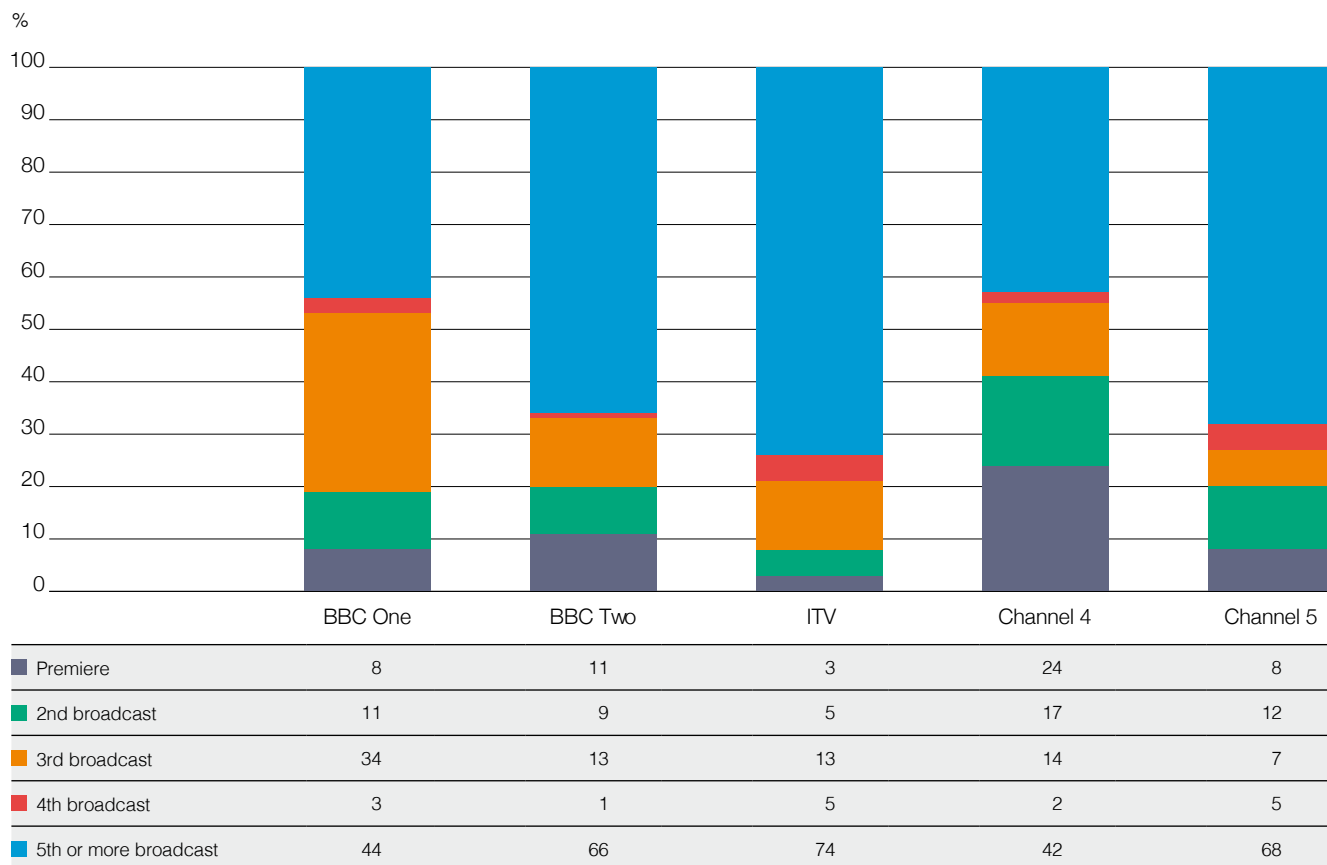
**Table 1.2 Premiere feature films broadcast on terrestrial television, 2014**

	Number of premiere films broadcast	Number of UK premiere films broadcast	UK premiere films as % of total premiere films	Average audience (million)	Top premiere	Audience for top premiere (million)
BBC One	15	3	20	2.96	Marvel Avengers Assemble	6.0
BBC Two	49	14	29	0.38	Salmon Fishing in the Yemen	1.8
ITV	7	6	86	3.42	Skyfall	8.1
Channel 4	133	17	13	0.68	Rise of the Planet of the Apes	4.0
Channel 5	43	0	–	0.86	Gran Torino	2.0
<b>Total</b>	<b>247</b>	<b>40</b>	<b>16</b>	<b>0.87</b>		

Source: Attentional, BARB, BFI RSU analysis

Figure 1.1 shows the percentage of films broadcast categorised by the number of times they have been screened by a particular channel. The number of times a film is shown varies across the channels, although for each channel titles shown five times or more account for the greatest proportion (59%) of film broadcasts. As with the number of premieres broadcast in 2014, Channel 4 had the largest proportion of premieres (24%) in terms of films broadcast, while ITV had the smallest (3%).

**Figure 1.1 Proportion of feature film premieres and repeat broadcasts on terrestrial channels, 2014**



Source: Attentional, BARB, BFI RSU analysis

Note: Percentages may not sum to 100 due to rounding.

The most popular film premiere on terrestrial television in 2014 was the Christmas Eve broadcast of *Skyfall* on ITV, which attracted 8.1 million viewers. (ITV regained the free-to-air television rights to the James Bond franchise in 2013, after losing them for a year to Sky.) The network also had the second most popular terrestrial television film premiere of the year, *Harry Potter and the Deathly Hallows: Part 2*, which had 6.4 million viewers. Seven of the remaining top 10 premieres were shown on BBC One and one was shown on Channel 4. Half of the films in the top 10 are UK studio backed films (Table 1.3).

**Table 1.3 Top 10 film premieres on terrestrial television, 2014**

Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1 Skyfall	ITV	UK/USA	2012	8.1
2 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	6.4
3 Marvel Avengers Assemble	BBC One	USA	2012	6.0
4 Puss in Boots	BBC One	USA	2011	5.5
5 War Horse	BBC One	UK/USA	2012	5.4
6 Gnomeo & Juliet	BBC One	UK/USA/Can	2011	4.9
7 Madagascar 3: Europe's Most Wanted	BBC One	USA	2012	4.5
8 Rise of the Planet of the Apes	Channel 4	USA	2011	4.0
9 Kung Fu Panda 2	BBC One	USA	2011	3.6
10 The Pirates! In an Adventure with Scientists	BBC One	UK/USA	2012	3.6

Source: Attentional, BARB, BFI RSU analysis

As Table 1.4 shows, 56 foreign language films were screened on the main terrestrial channels in 2014 (3% of all film transmissions) up from 47 in 2013. As in previous years the majority of foreign language films were shown on Channel 4 (46) and BBC Two (nine). BBC One was the only other terrestrial channel to broadcast a foreign language film (its first since 2011).

**Table 1.4 Foreign language films broadcast on terrestrial television, 2014**

	Number of foreign language films broadcast	% of channel's film output	Average audience (million)	Top foreign language film	Audience for top rated foreign language film <sup>1</sup> (million)
BBC One	1	0.5	0.17	City of Men	0.17
BBC Two	9	2.1	0.12	The Gatekeepers	0.36
ITV	–	–	–	–	–
Channel 4	46	8.5	0.07	House of Flying Daggers	0.26
Channel 5	–	–	–	–	–
<b>Total</b>	<b>56</b>	<b>3.0</b>	<b>0.10</b>		

Source: Attentional, BARB, BFI RSU analysis

<sup>1</sup> Total audience for all transmissions for the foreign language film, on the terrestrial channel listed.

The most popular foreign language film shown on terrestrial television in 2014 was the French-Israeli documentary *The Gatekeepers* which attracted just over 360,000 viewers (Table 1.5). Seven of the top 10 films were European-backed projects.

**Table 1.5 Top 10 foreign language films<sup>1</sup> on terrestrial television, 2014**

Title	Channel	Country of origin	Year of theatrical release	Audience
1 <i>The Gatekeepers</i>	BBC Two	Israel/Fra	2013	361,200
2 <i>House of Flying Daggers</i>	Channel 4	China/Hong Kong	2004	263,300
3 <i>The Raid</i>	Channel 4	Indonesia/USA	2012	195,800
4 <i>City of Men</i>	BBC One	Brazil	2008	167,000
5 <i>Paradise: Love</i>	Channel 4	Austria/Ger/Fra	2013	162,700
6 <i>Mesrine: Killer Instinct</i>	BBC Two*	France	2009	141,400
7 <i>Paradise: Hope</i>	Channel 4	Austria/Ger/Fra	2013	131,200
8 <i>Lady Chatterley</i>	Channel 4	Bel/Fra	2007	126,200
9 <i>Female Agents</i>	Channel 4	France	2008	119,400
10 <i>Mesrine: Public Enemy No 1</i>	BBC Two*	France	2009	114,600

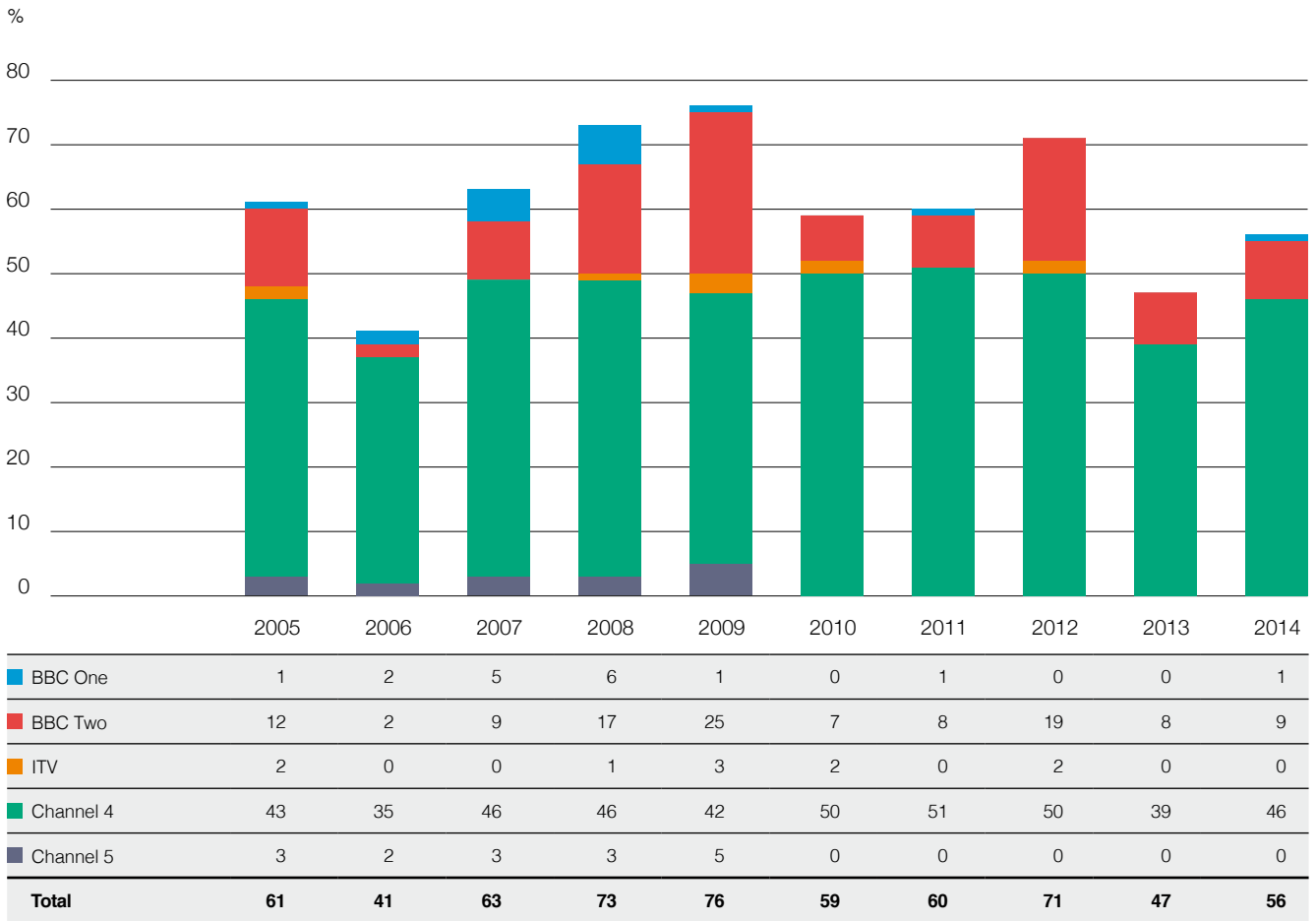
Source: Attentional, BFI RSU analysis

<sup>1</sup> Foreign language films with the highest audience figure for an individual transmission.

\*Audience figure excludes separate broadcast on BBC Two Northern Ireland which was transmitted one day later.

Figure 1.2 illustrates the number of foreign language films broadcast on terrestrial television between 2005 and 2014. The total number of titles has remained consistently low in comparison to the number of English language titles broadcast. 2014 had the third lowest total (56) in the 10-year period. Channel 4 has shown the most foreign language films throughout the period accounting for nearly three quarters (74%) of all non-English language film broadcasts on terrestrial channels.

Figure 1.2 Number of foreign language films broadcast on terrestrial television, 2005-2014

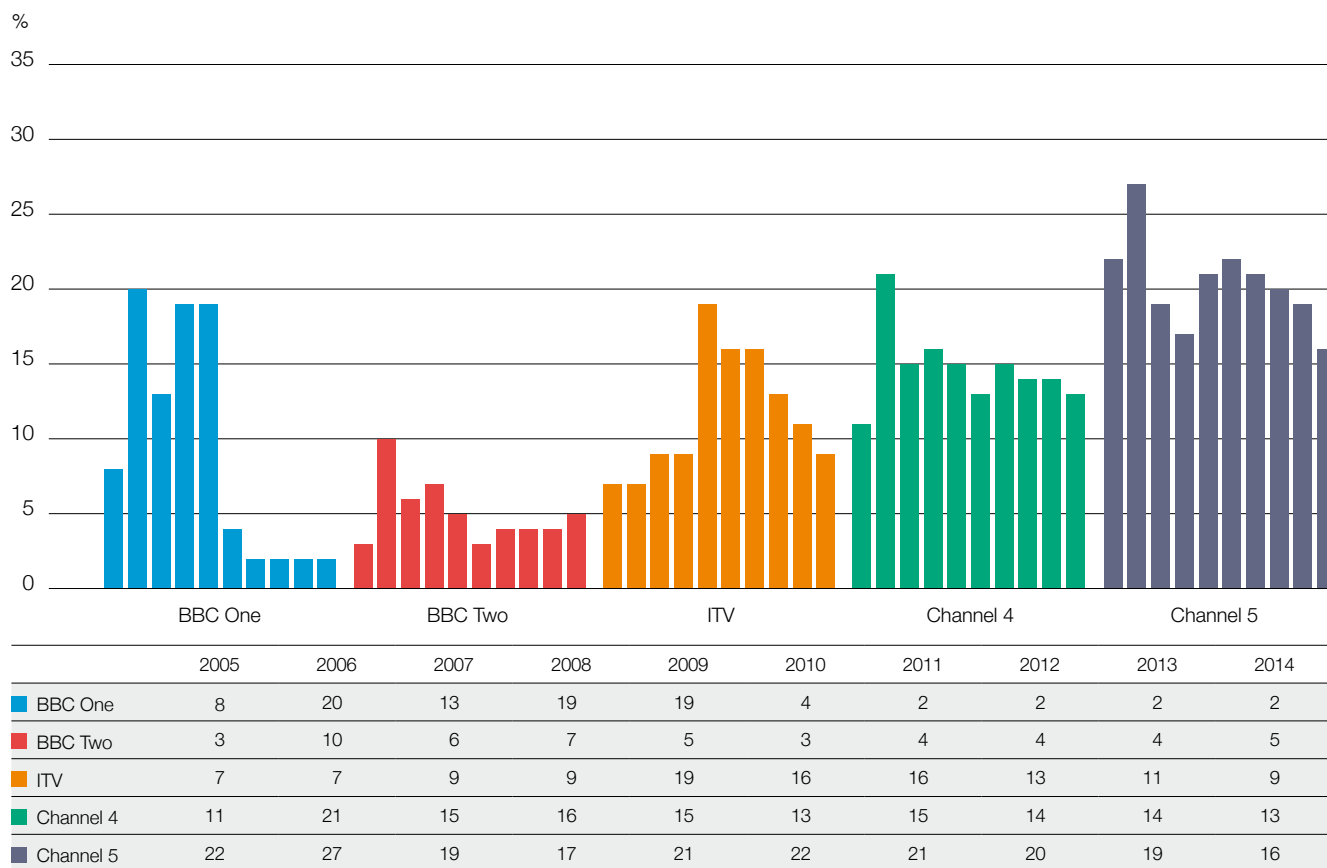


Source: Attentional, BFI RSU analysis

### FILMS ON PEAK TIME TERRESTRIAL TELEVISION, 2005-2014

The proportion of peak time hours (17:30 to 23:00 hours) dedicated to feature film varied widely across the terrestrial channels between 2005 and 2014 (Figure 1.3). Throughout the period, Channel 5 has mainly had the highest proportion of peak time hours dedicated to film (16% in 2014), while Channel 4 has always had either the second or third highest proportion. In 2014, film made up 13% of peak time programming for Channel 4 and 9% for ITV. For the fourth consecutive year, BBC One had the lowest proportion of peak time hours dedicated to film (2%).

Figure 1.3 Film as a percentage of peak time programming hours by channel, 2005-2014



## TOP FILMS ON TERRESTRIAL TELEVISION

Eight of the top 10 films broadcast on terrestrial television in 2014 were premieres and one of the remaining top 10 was a repeat broadcast of one of the premiered titles (Table 1.6). *Skyfall* heads the list with 8.1 million viewers. (In theatrical revenue terms, this is equivalent to a box office gross of £54.4 million – its actual gross in the UK was a record-breaking £102.9 million). This was the first time since the broadcast of *Harry Potter and the Goblet of Fire* in 2008 that the most watched film on terrestrial television was shown by ITV.



**Table 1.6 Top 10 films<sup>1</sup> on terrestrial television, 2014**

Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1 Skyfall	ITV	UK/USA	2012	8.1
2 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	6.4
3 Marvel Avengers Assemble	BBC One	USA	2012	6.0
4 Puss in Boots	BBC One	USA	2011	5.5
5 War Horse	BBC One	UK/USA	2012	5.4
6 Gnomeo & Juliet	BBC One	UK/USA/Can	2011	4.9
7 Madagascar 3: Europe's Most Wanted	BBC One	USA	2012	4.5
8 Despicable Me	ITV	USA	2010	4.4
9 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	4.3
10 Rise of the Planet of the Apes	Channel 4	USA	2011	4.0

Source: Attentional, BARB

<sup>1</sup> Films with the highest audience figure for an individual transmission.

The list of top 10 UK films of 2014 includes five premiere titles, four of which appear in the year's top 10 films on terrestrial television (Table 1.7). The list is headed by *Skyfall*, which attracted the year's highest audience for a single broadcast across the terrestrial channels. As in 2013, the top 10 is dominated by films from the Harry Potter franchise. One of the premiered films, *Harry Potter and the Deathly Hallows: Part 2*, appears in the list three times alongside three other titles from the series. Seven of the top 10 UK film broadcasts were on ITV and three were on BBC One.

**Table 1.7 Top 10 UK originated films<sup>1</sup> on terrestrial television, 2014**

Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1 Skyfall	ITV	UK/USA	2012	8.1
2 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	6.4
3 War Horse	BBC One	UK/USA	2012	5.4
4 Gnomeo & Juliet	BBC One	UK/USA/Can	2011	4.9
5 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	4.3
6 Harry Potter and the Deathly Hallows: Part 1	ITV	UK/USA	2010	3.7
7 The Pirates! In an Adventure With Scientists	BBC One	UK/USA	2012	3.6
8 Harry Potter and the Half-Blood Prince	ITV	UK/USA	2009	3.5
9 Harry Potter and the Deathly Hallows: Part 2	ITV	UK/USA	2011	3.5
10 Harry Potter and the Order Of The Phoenix	ITV	UK/USA	2007	3.4

Source: Attentional, BARB

<sup>1</sup> Films with the highest audience figure for an individual transmission.

The most popular screenings of UK independent films on terrestrial television in 2014 were the network premieres of *The Best Exotic Marigold Hotel* (3.1 million viewers) and *The Woman in Black* (2.4 million) both of which were shown on Channel 4 (Table 1.8). The top 10 includes two other premieres – *Salmon Fishing in the Yemen* and *My Week with Marilyn* – both of which were screened on BBC Two. Five of the top 10 films have appeared in the list in previous years including *Nativity!* which has featured in the top 10 films for the last four years and *The Inbetweeners Movie* which has appeared for the last three years. All but one of the films were shown on either BBC Two or Channel 4.

**Table 1.8 Top 10 independent UK films<sup>1</sup> on terrestrial television, 2014**

Title	Channel	Country of origin	Year of theatrical release	Audience (million)
1 <i>The Best Exotic Marigold Hotel</i>	Channel 4	UK/USA/Ind <sup>#</sup>	2012	3.1
2 <i>The Woman in Black</i>	Channel 4	UK/USA/Swe <sup>#</sup>	2012	2.4
3 <i>Santa Claus: The Movie</i>	ITV	UK/USA <sup>#</sup>	1985	2.1
4 <i>Nativity!</i>	BBC Two	UK	2009	2.1
5 <i>Dad's Army</i>	BBC Two	UK	1971	2.0
6 <i>The Inbetweeners Movie</i>	Channel 4	UK	2011	1.9
7 <i>Salmon Fishing in the Yemen</i>	BBC Two	UK	2012	1.8
8 <i>My Week with Marilyn</i>	BBC Two	UK/USA <sup>#</sup>	2011	1.6
9 <i>Made in Dagenham</i>	BBC Two	UK	2010	1.3
10 <i>The King's Speech</i>	Channel 4	UK	2011	1.3

Source: Attentional, BARB

Notes:

<sup>1</sup> UK independent films with the highest audience figure for an individual transmission.

<sup>#</sup> Film made with independent (non-studio) US support.

## FILMS ON MULTI-CHANNEL TELEVISION

In 2014, multi-channel television (freeview/satellite/cable) accounted for almost 47% of all television viewing in the UK and 60% of all viewings of film on television. Table 1.9 lists the number of film transmissions, the average audience, the top film and audience for the top film, for a selection of digital channels which broadcast feature films. After dedicated film channels, Turner Classic Movies (3,100 films) and Film4 (nearly 2,600 films), the highest number of films was screened by the India-based Star digital network, with almost 1,600 films.

For many of the free-to-air channels, including Film4, ITV2-4, Gold and 5\*, the number of transmissions decreased compared with 2013, partly due to +1 channels not being included in the data for 2014. *Despicable Me* recorded the largest audience for a single screening on multi-channel television, with over 1.6 million viewers on ITV2.

Table 1.9 Feature films on selected digital channels, 2014

Channel	Number of films broadcast	Average audience (000)	Top film <sup>1</sup>	Audience for top film (000)
Turner Classic Movies 1-2	3,100	19	Apache Territory	117
Film4	2,599	202	Red	1,233
Star Gold, Star Plus and Life OK	1,573	3	Kabhi Khushi Kabhie Gham...	55
ITV2-4	1,513	266	Despicable Me	1,670
UMP Movies	1,203	4	Ek Main Aur Ekk Tu	72
SAB	853	6	Rab Ne Bana Di Jodi	63
More4, E4 and 4Music	690	204	Iron Man	866
Movies 24	652	8	All I Want for Christmas	85
5*	478	147	The Expendables	538
5 USA	471	134	The Siege	412
Syfy	417	53	Rambo: First Blood	236
Horror Channel	372	15	Beyond Re-Animator	75
BBC Three and BBC Four	221	529	Indiana Jones and the Last Crusade	1,345
Watch, Gold, Dave, Really, Drama, Alibi and Yesterday	216	121	Men in Black	381
Sky 1-2	212	105	Jumanji	483
Colors TV	203	8	Ishq Vishk	46
Rishtey Europe	171	10	Bhool Bhulaiyaa	48
VIVA	112	30	Norbit	99

Source: Attentional, BARB

Notes:

<sup>1</sup> Film with the highest audience figure for an individual transmission.

The Zing and Lamhe channels are not shown in the table due to issues relating to identifiable film titles.

*Despicable Me* was also the top film on digital multi-channel in 2014 in terms of total audience across all transmissions, with 11.4 million viewers from nine broadcasts (Table 1.10). As in previous years, ITV2 had the largest number of films in the top 10, three of which were James Bond titles.

**Table 1.10 Top 10 feature films on digital multi-channel television, 2014**

Title	Channel	Number of broadcasts	Country of origin	Year of theatrical release	Total audience <sup>1</sup> (million)
1 Despicable Me	ITV2	9	USA	2010	11.4
2 Indiana Jones and the Kingdom of the Crystal Skull	BBC Three	6	USA	2008	6.2
3 Indiana Jones and the Last Crusade	BBC Three	5	USA	1989	5.6
4 Nanny McPhee and the Big Bang	ITV2	8	UK/USA	2010	5.3
5 Quantum of Solace	ITV2	6	UK/USA	2008	4.9
6 Tomorrow Never Dies	ITV2	6	UK/USA	1997	4.9
7 Little Fockers	BBC Three	6	USA	2010	4.8
8 Independence Day	Film4/E4	8	USA	1996	4.7
9 Die Hard 4.0	Film4/E4	8	USA	2007	4.7
10 GoldenEye	ITV2	5	UK/USA	1995	4.4

Source: Attentional, BARB

<sup>1</sup> Total audience figure for all transmissions across all free-to-air and paid (non-film subscription) digital multi-channels.

With the incorporation of MGM and Disney under the Sky Movies brand in early 2014 the number of pay TV film channels decreased, which is reflected in the numbers of individual titles and transmissions being lower than in 2013. The various Sky Movies channels broadcast a total of 1,122 unique titles across 33,009 slots during the year with an average audience of nearly 10,000.

Table 1.11 shows the top 10 films in terms of combined viewings on pay TV film channels in 2014. The Disney animation *Wreck-It Ralph* was the most popular film overall, with a total combined audience of 6.5 million from 148 transmissions. However, another Disney animation stands out in terms of audiences per transmission: *Frozen* attracted 5.2 million viewers in a single week, with its Christmas Day premiere alone attracting 1.4 million viewers, well over five times the audience received by any single transmission of another film on a pay TV film channel during the year.

**Table 1.11 Top 10 feature films<sup>1</sup> on pay TV film channels, 2014**

Title	Number of transmissions	Country of origin	Year of theatrical release	Total audience <sup>1</sup> (million)
1 Wreck-It Ralph	148	USA	2013	6.5
2 Frozen	14	USA	2009	5.2
3 Iron Man 3	177	USA/China	2013	4.0
4 Home Alone	79	USA	1990	3.5
5 Elf	53	USA/Ger	2003	3.4
6 Toy Story 2	62	USA	2000	3.4
7 Toy Story	63	USA	1996	3.2
8 Cloudy with a Chance of Meatballs	62	USA	2009	3.0
9 The Heat	70	USA	2013	2.8
10 Aladdin	102	USA	1993	2.8

Source: Attentional, BARB

Notes:

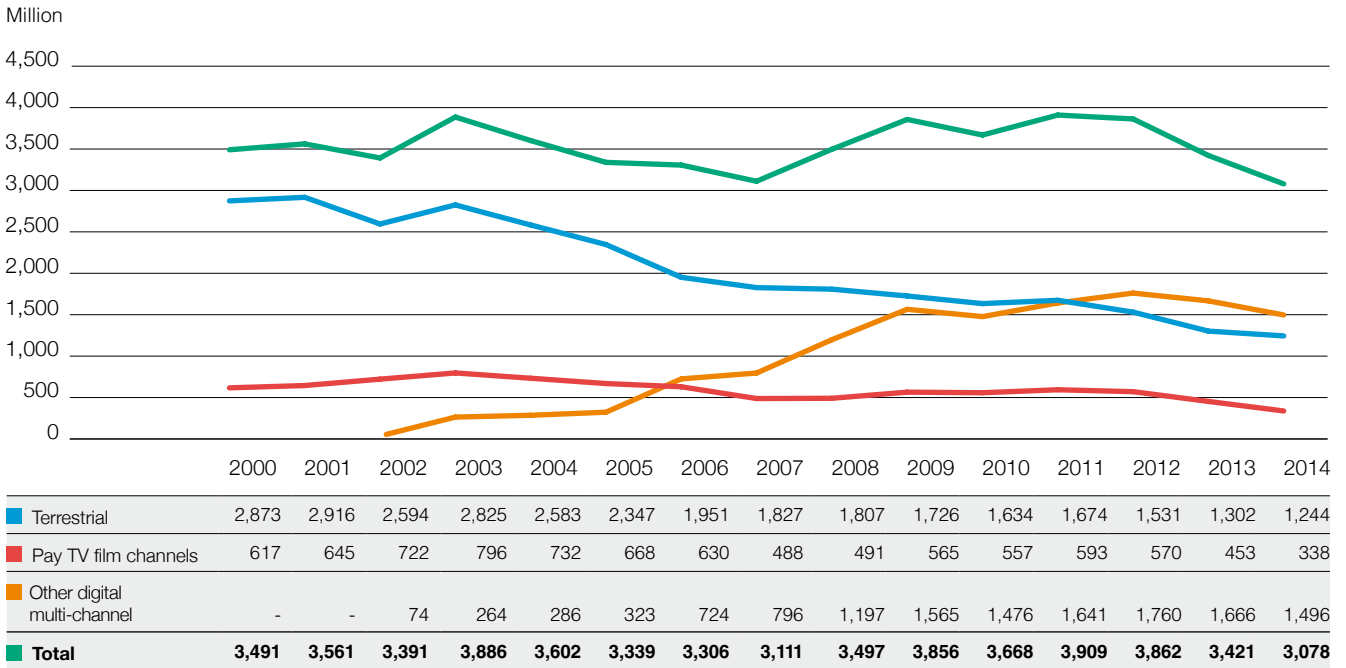
<sup>1</sup> Total audience figure for all transmissions across all subscription film channels.

All films were shown on Sky Movies.

## THE AUDIENCE FOR FILM ON ALL TELEVISION CHANNELS, 2000-2014

In 2014, there were just over three billion viewings of film on television in the UK (Figure 1.4), compared with cinema admissions of 157.5 million. This is the lowest figure for television film audiences in the 15-year period 2000-2014; it represents approximately 48 film viewings per person per year. Audience numbers decreased across all television platforms compared with 2013. Pay TV viewings recorded the sharpest fall, decreasing from 453 million in 2013 to 338 million in 2014. Audiences for film on digital multi-channel were the lowest since 2010; however, film viewings on this platform were greater than those on terrestrial channels for the third year in a row.

Figure 1.4 Total audience for feature film on television (except pay-per-view), 2000-2014



Source: BFI RSU, Attentional, BARB

Figures may not sum to total due to rounding.

## THE VALUE OF FEATURE FILM TO BROADCASTERS

Based on a model developed by Attentional, the BFI Research and Statistics Unit has estimated the value of feature film to UK broadcasters to have been approximately £1.4 billion in 2014. The number of film transmissions and the audience size were down on 2013 and therefore the estimated value has dropped by approximately £200 million. This figure is derived from the annual revenue per channel – ie net advertising revenue for the commercial channels, subscription revenues for the pay TV channels and the proportion of licence fee applied to programming on the BBC channels – multiplied by the percentage of broadcast hours for feature film.



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