

Film on UK television 2010

UK Film Council Research and Statistics Unit

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In terms of audience numbers, the five terrestrial channels represent the most significant platform for film viewings in the UK, accounting for 51% of the televised feature film audience and 38% of all feature film viewings in the UK in 2009¹. This report outlines the number of UK and foreign language film transmissions on the terrestrial channels in 2010.

A total of 2,075 films were shown on the five main terrestrial channels in 2010, down 6% on 2009 (2,218 films). Channel 4 scheduled the most feature films (526) and BBC One the fewest (281), as Table 1 shows.

One in five (21%) of all films broadcast were of UK origin, down slightly on 2009 (22%). Over one third (36%) of films shown on BBC Two and just over a quarter (26%) of ITV1's film output was British.

Almost 8% of films televised in 2010 were recent UK titles (ie released theatrically in the 8 years prior to TV broadcast). Almost 14% of films shown on BBC Two were recent UK productions, as were one in ten on BBC One and ITV1.

Recent UK films broadcast on BBC One in 2010 included *Wallace and Gromit: Curse of the Were-Rabbit*, *Flashbacks of a Fool*, *Breaking and Entering* and *The Flying Scotsman*. Some of the highlights on BBC Two were *The Damned United*, *In the Loop*, *Notes on a Scandal*, *The Other Boleyn Girl*, *Grow Your Own* and *Miss Potter*. ITV1 screened *Harry Potter and the Order of the Phoenix*, *Nanny McPhee*, *Elizabeth - The Golden Age* and *Hot Fuzz*. *Slumdog Millionaire*, *In Bruges*, *Looking for Eric*, *Stardust* and *This is England* featured on Channel 4 over the year, while Five screened *Outlaw*, *The Da Vinci Code* and *Layer Cake*.

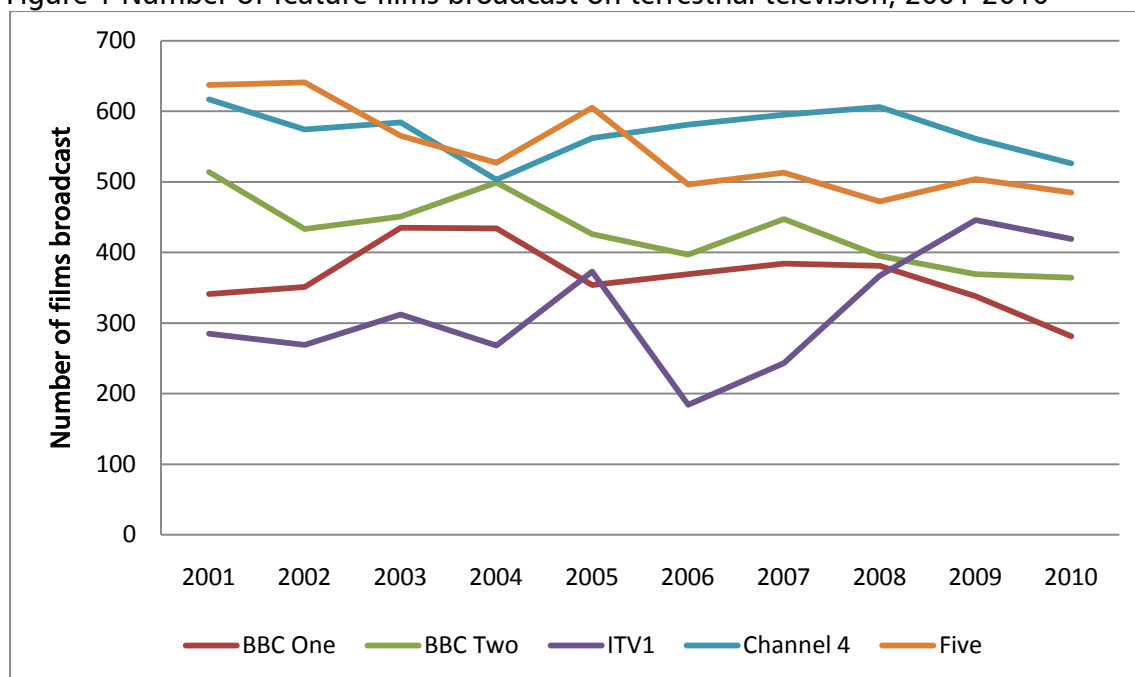
Table 1 Feature films broadcast on terrestrial television, 2010

Channel	Number of films broadcast	Number of UK films broadcast	UK film as % of total	Number of recent* UK films broadcast	Recent* UK as % of total film slots
BBC One	281	43	15	28	10.0
BBC Two	364	130	36	50	13.7
ITV1	419	107	26	42	10.0
Channel 4	526	96	18	32	6.1
Five	485	58	12	8	1.6
Total	2,075	434	21	160	7.7

Source: Attentional, UK Film Council RSU analysis. *A recent film is one which has been theatrically released, or intended for theatrical release, in the UK since 2002.

¹ UK Film Council Statistical Yearbook 2009/10. Audience figures for 2010 will appear in the forthcoming Statistical Yearbook 2010/11.

Figure 1 Number of feature films broadcast on terrestrial television, 2001-2010

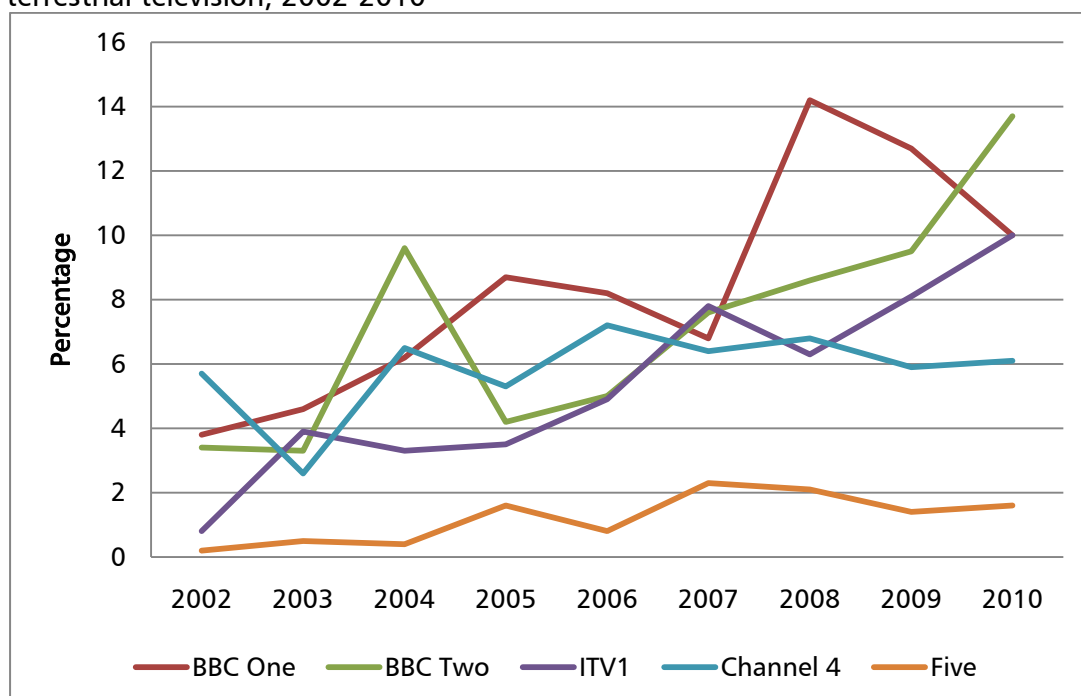


	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
BBC One	341	351	435	434	354	369	384	381	338	281
BBC Two	514	433	451	499	426	397	447	395	369	364
ITV1	285	269	312	268	373	184	243	367	446	419
Channel 4	617	574	584	503	562	581	595	606	561	526
Five	637	641	565	527	605	496	513	472	504	485
Total	2394	2268	2347	2231	2320	2027	2182	2221	2218	2075

Source: Attentional, UK Film Council RSU analysis

The proportion of recent UK films shown on the main terrestrial channels has increased over the last eight years, from 3% in 2002 to almost 8% last year, as Figure 2 shows. In 2002, just 3.4% of films shown on BBC2 were recent UK titles, however in eight years this has increased to almost 14%. Recent UK films as a share of all film transmissions on BBC1 increased from 3.8% to 10% in that period and one in every ten films shown on ITV1 is now a recent British title, compared to less than 1% in 2002.

Figure 2 Recent UK films as a percentage of the total number of films broadcast on terrestrial television, 2002-2010

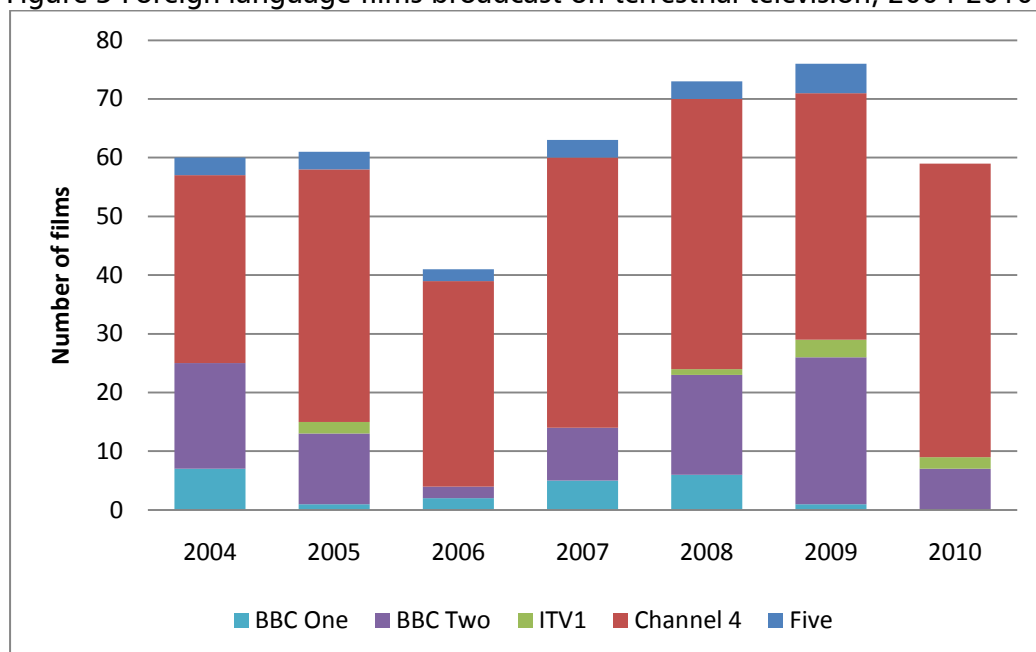


Channel	2002	2003	2004	2005	2006	2007	2008	2009	2010
BBC One	3.8	4.6	6.2	8.7	8.2	6.8	14.2	12.7	10.0
BBC Two	3.4	3.3	9.6	4.2	5.0	7.6	8.6	9.5	13.7
ITV1	0.8	3.9	3.3	3.5	4.9	7.8	6.3	8.1	10.0
Channel 4	5.7	2.6	6.5	5.3	7.2	6.4	6.8	5.9	6.1
Five	0.2	0.5	0.4	1.6	0.8	2.3	2.1	1.4	1.6
Total	2.8	2.8	5.3	4.4	5.2	5.9	7.3	7.0	7.7

Source: Attentional, UK Film Council RSU analysis

The number of foreign language films shown on terrestrial television was the lowest since 2006, with 59 titles broadcast across the five main channels (see Figure 3). The leading broadcaster of foreign language films was Channel 4 which screened 50 in total including Indian titles *Om Shanti Om*, *Dhoom 2*, *Dev.D* and *Jodhaa Akbar*. Other titles broadcast on Channel 4 in 2010 included *Crouching Tiger, Hidden Dragon*, *Pan's Labyrinth*, *Volver* and *4 Months, 3 Weeks and 2 Days*.

Figure 3 Foreign language films broadcast on terrestrial television, 2004-2010



Channel	2004	2005	2006	2007	2008	2009	2010
BBC One	7	1	2	5	6	1	0
BBC Two	18	12	2	9	17	25	7
ITV1	0	2	0	0	1	3	2
Channel 4	32	43	35	46	46	42	50
Five	3	3	2	3	3	5	0
Total	60	61	41	63	73	76	59

Source: Attentional, UK Film Council RSU analysis

Notes

1. Details of feature film transmissions on UK television are assembled from the schedules by Attentional (www.attentional.com). The data reported are all films shown on terrestrial television in the calendar year and the data are a census not a sample. Country of origin is allocated by the UK Film Council Research and Statistics Unit and the UK share is calculated on that basis.
2. For the purposes of this analysis, a UK film is one which is certified as such by the UK Secretary of State for Culture, Media and Sport under Schedule 1 of the Films Act 1985, via the Cultural Test, under one of the UK's official co-production agreements or the European Convention on Cinematographic Coproduction; a film which has not applied for certification but which is obviously British on the basis of its content, producers, finance and talent; or (in the case of a re-release) a film which met the official definition of a British film prevailing at the time it was made or was generally considered to be British at that time. Most UK films in the analysis (including the major UK/USA films) fall into the first group – films officially certified as British.
3. A full analysis of feature film on digital multichannel and pay-TV channels will appear in the forthcoming Statistical Yearbook 2010/11.

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