



# Event Cinema Association

Supporting & promoting Event Cinema content

# Event Cinema 2020 UK and Ireland

**£12.1m**  
**Box Office**  
**-77% on 2019**

**3.8%**  
**2<sup>nd</sup> highest**  
**annual market**  
**share**

**60 titles**  
**released**  
**130 in 2019**

**Total UK & Ire**  
**Box office**  
**£322.9m**  
**-76% on 2019**

**Pre-covid**  
**Box office**  
**was up 33%**  
**on 2019**

**42% of titles**  
**released in Q1**  
**35 between**  
**Aug- Dec**

# Event Cinema September 2020

September  
had over 700  
cinema sites  
open

Event cinema  
box office  
crossed £1m  
5.7%  
of BO

Highest  
market share  
for  
independent  
cinemas

# Event Cinema 2020

## UK & IRELAND TOP TEN

1	Andre Rieu: 70 Years Young (Concert)	Piece Of Magic	03/01/2020	2,042,440
2	Kinky Boots - The Musical (Theatre)	More2Screen	31/01/2020	1,450,821
3	Cyrano De Bergerac - NT Live 2020 (Theatre)	National Theatre	14/02/2020	899,956
4	Riverdance 25th Anniversary Show	More2Screen	28/02/2020	669,494
5	The Sleeping Beauty - ROH, London 2019/20 (Ballet)	Royal Opera House	10/01/2020	664,597
6	La Boheme - ROH, London 2019/20 (Opera)	Royal Opera House	24/01/2020	604,985
7	The Cellist / Dances At A Gathering - ROH, London 2019/20 (Ballet)	Royal Opera House	21/02/2020	510,040
8	Porgy And Bess - Met Opera 2020 (Opera)	Trafalgar Releasing	31/01/2020	504,739
9	David Attenborough: A Life On Our Planet	Altitude Film Distribution	25/09/2020	449,015
10	Break The Silence: The Movie (Concert)	Trafalgar Releasing	04/09/2020	401,166

68%  
Total BO

Andre Rieu  
grossed  
over £2m

Only two  
titles post  
March

# Event Cinema 2020

## Top performing genres

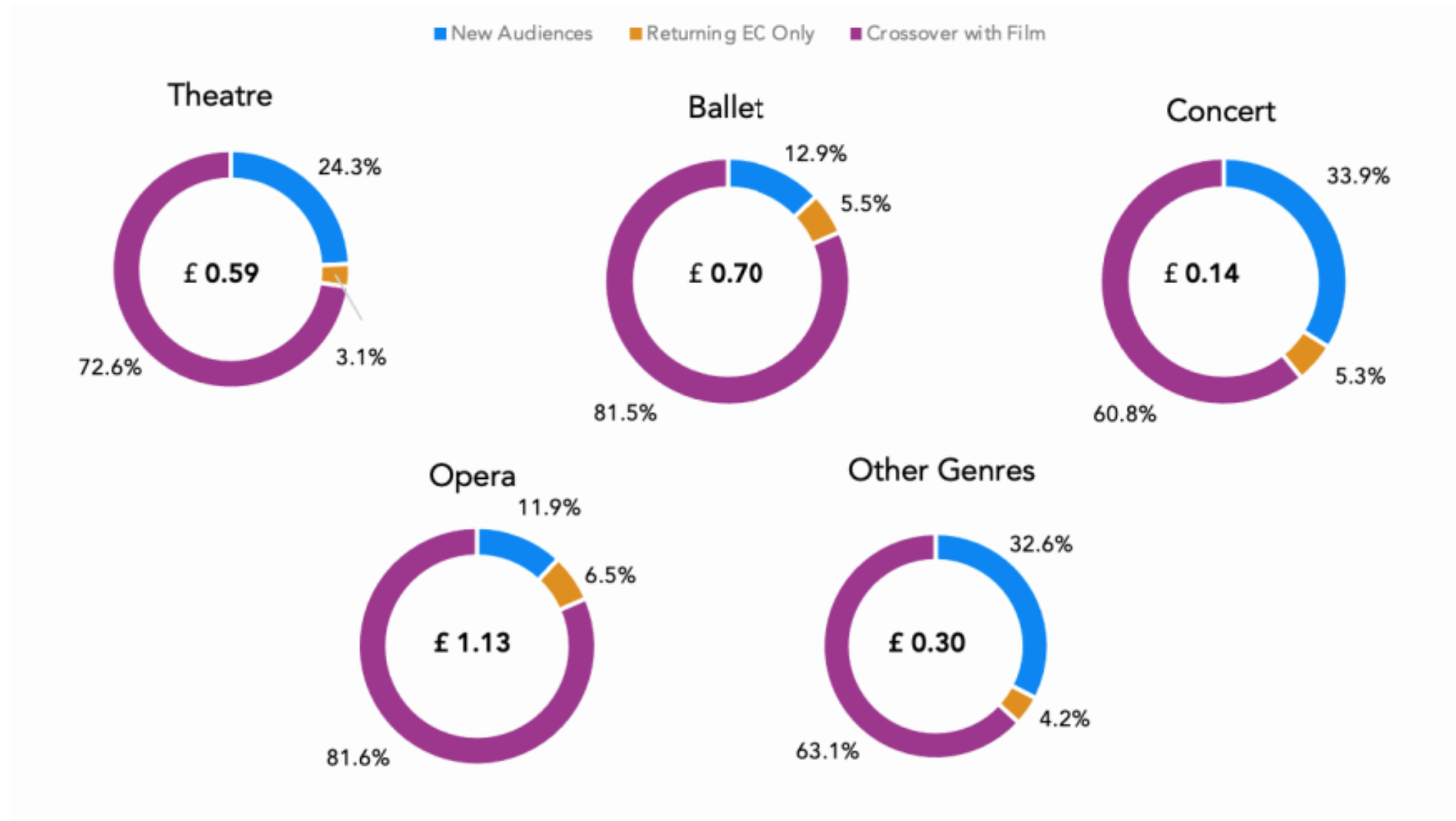
Genre	Total Gross £	No. Titles	Average £	No. New	Top Release in Genre
			Per Title	Releases	
Theatre	3,213,537	33	97,380	5	Kinky Boots - The Musical
Classical Concert	2,594,546	9	288,283	7	Andre Rieu: 70 Years Young
Ballet & Dance	2,561,309	25	102,452	11	Riverdance 25th Anniversary Show
Opera	1,512,027	16	94,502	8	La Boheme - ROH, London 2019/20
Rock/Pop Concert	854,478	12	71,206	10	Break The Silence: The Movie
Documentary	569,883	9	63,320	7	David Attenborough: A Life On Our Planet
Anime	477,090	3	159,030	2	My Hero Academia The Movie - Heroes: Rising
Pre-School	174,091	8	21,761	5	Timmy's Cinema Adventure
Art & Exhibition	141,995	6	23,666	4	Exhibition On Screen: Lucian Freud - A Self Portrait
Film Re-release	17,335	2	8,667	0	Monty Python's Life Of Brian (40th Anniversary)
Live Comedy	9,694	2	4,847	1	Daniel Sloss: X

All concerts  
28.4%  
£3.4m

Theatre  
26.5%  
£3.2m

Dance/  
Ballet  
21.1%  
£2.6m

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## UK & IRELAND TOP TEN POST LOCKDOWN Q2

1	<i>David Attenborough: A Life On Our Planet</i>	Altitude	449,000
2	<i>Break The Silence: The Movie</i>	Trafalgar Releasing	401,000
3	<i>Michael Ball &amp; Alfie Boe – Back Together</i>	CinemaLive	269,000
4	<i>André Rieu’s Magical Maastricht: Together In Music</i>	Piece of Magic	200,000
5	<i>Uncle Vanya</i>	More2Screen	156,000
6	<i>Matthew Bourne’s The Red Shoes 2020</i>	More2Screen	145,000
7	<i>Elvis: That’s The Way It Is</i>	Trafalgar Releasing	129,000
8	<i>War Horse – NT Live 2020</i>	National Theatre Live	100,000
9	<i>Little Mix: LM5 – The Tour Film</i>	Trafalgar Releasing	93,000
10	<i>Stevie Nicks 24 Karat Gold The Concert</i>	Trafalgar Releasing	89,000

17%  
Total BO

All  
pre-recorded  
content

Increased  
importance  
of encore &  
repertory content

# Event Cinema 2020

## UK & IRELAND YTD

Total Monthly UK & Ireland Event Cinema Box Office							
	2016	2017	2018	2019	2020	2020 Monthly vs. 2019	2020 YTD vs. 2019
January	£2,767,309	£2,815,859	£1,490,494	£4,820,423	£4,018,605	-17%	-17%
February	£2,381,329	£3,863,661	£3,120,270	£1,360,294	£4,157,144	206%	32%
March	£2,572,919	£4,311,422	£3,579,601	£1,068,947	£1,166,874	9%	29%
April	£3,033,309	£4,256,022	£3,709,089	£3,178,295	£0	-100%	-10%
May	£1,666,408	£2,269,759	£3,991,184	£2,264,972	£0	-100%	-26%
June	£1,167,144	£2,960,782	£2,698,020	£6,469,279	£0	-100%	-51%
July	£5,007,845	£3,014,136	£3,605,052	£6,373,408	£28,497	-100%	-63%
August	£320,616	£1,588,382	£4,111,514	£3,843,872	£276,535	-93%	-67%
September	£3,327,461	£2,242,101	£1,651,564	£7,025,371	£1,133,437	-84%	-70%
October	£5,243,006	£2,947,771	£4,659,602	£5,570,288	£853,620	-85%	-72%
November	£2,983,877	£2,680,255	£4,945,420	£5,276,359	£118,313	-98%	-75%
December	£2,362,651	£2,005,140	£3,877,089	£6,496,831	£403,022	-94%	-77%
<b>Total</b>	<b>£32,860,088</b>	<b>£34,947,346</b>	<b>£41,267,092</b>	<b>£53,717,730</b>	<b>£12,149,075</b>		<b>-77%</b>