

press release

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TWO-THIRDS OF UK ADULTS CONSIDER THE CINEMA EXPERIENCE TO BE AS MUCH A PART OF SUMMER AS BBQs AND SUNBATHING

UK film distributors give summer 2008 line-up extra boost with new compilation trailer and unprecedented free giveaway of one million movie preview magazines

London, Friday 18 April 2008. Film Distributors' Association (FDA) today publishes the results of a survey showing the extent to which cinema visits have become an integral part of UK summer culture, associated with the season as closely as holidays, barbeques and sunbathing.

Conducted in March 2008, the survey comprised online interviews with teenagers and adults in the UK aged 15 and over. Participants were given a long list of indoor and outdoor summertime activities and asked to place them in order of anticipation, starting with "the best thing about summer 2008". The following ranking emerged:

Top 12 "best things" to look forward to most in summer 2008	
1	Holiday abroad
2	Barbeques with friends
3	Cinemagoing
4	Sunbathing
5	Music festivals/concerts
6	Picnics
7	Swimming
8	Going to the beach (UK)
9	Holiday/break in the UK
10	Country walks
11	Watching the Euro 2008 football tournament
12	Watching the Olympic Games

FDA/OTX

Although cinemagoing is clearly a year-round activity, the summer would feel incomplete for many people without a seasonal line-up of films. 81% of the survey participants agreed that summer is characteristically a time when "a lot of the year's best films come out". Essentially "summer films" are perceived as spectacular adventures with ground-breaking action and effects or large-scale family franchises, usually with global reach and resonance; or smart, quirky dramas or comedies, potentially from anywhere in the world. UK cinema audiences are increasingly receptive to films from any country of origin.

35% of men and 27% of women said they "can't wait" for at least some of the summer releases. Overall, two-thirds (67%) claimed they were at least "looking forward" to going to the movies as part of their summer.

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The public perceptions are supported by the statistics. Cinema admissions during the last five summers (May–August) – 66.5 million in 2007, 53.3m in 2006, 55.6m in 2005, 63.6m in 2004, 52.7m in 2003 – equate approximately to one visit per person for the entire UK population (60.6m) in the season. By contrast, the equivalent summertime admissions in the 1990s amounted to an average of just 40.8m.

Furthermore, 47 of the all-time top 100 films in UK cinemas were released during May–August, including 27 of the top 50.

To date, **the UK’s top summer movies of all time** are as follows:

	Title	UK cinema release
1	<i>Pirates of the Caribbean 2: Dead Man’s Chest</i>	July 2006: £52.5m box-office
2	<i>The Full Monty</i>	August 1997: £52.2m
3	<i>Star Wars Episode I: The Phantom Menace</i>	July 1999: £51.1m
4	<i>Harry Potter and the Order of the Phoenix</i>	July 2007: £49.4m
5	<i>Shrek 2</i>	July 2004: £48.2m
6	<i>Jurassic Park</i>	July 1993: £47.8m
7	<i>Harry Potter and the Prisoner of Azkaban</i>	June 2004: £46.1m
8	<i>Pirates of the Caribbean 3: At World’s End</i>	May 2007: £40.2m
9	<i>Star Wars Episode III: Revenge of the Sith</i>	May 2005: £39.4m
10	<i>The Simpsons Movie</i>	July 2007: £38.7m
11	<i>Shrek the Third</i>	June 2007: £38.6m
12	<i>Star Wars Episode II: Attack of the Clones</i>	May 2002: £37.5m
13	<i>Charlie and the Chocolate Factory</i>	July 2005: £37.4m
14	<i>Independence Day</i>	August 1996: £37.1m
15	<i>Men in Black</i>	August 1997: £35.8m

Nielsen EDI: May–August releases only

In summer (May–August) 2007, distributors launched 162 films in UK cinemas, one-third of the year’s total. A similar number of releases is expected in summer 2008.

In order to encourage consideration of extra cinema visits, **FDA is today (18 April) launching two initiatives** to highlight the wide range, premium quality and sheer fun of the summer 2008 line-up:

- ♣ A one-minute compilation trailer, presenting glimpses of 28 films for UK cinema release in May–August 2008 and aiming to whet appetites for the season as a whole. Classified “U”, the trailer will play on 3,000 cinema screens from next Friday, 25 April, and online.
- ♣ Free distribution of one million copies of *Focus*, a movie preview magazine, to members of the public – the largest movie magazine giveaway ever undertaken in the UK. Running to 16 pages, *Focus* includes a centre-spread calendar of early summer releases for easy reference. 752,000 copies will go out w/c 21 April via postcode-targeted doordrop to family households in cinema catchment areas. The remainder will be sampled at mainline rail and London Underground stations and in health clubs and selected cinemas around the country.

Anwar Brett, editor of *Focus*, said: “Cinema is a wonderfully powerful medium for telling stories, offering fresh perspectives for audiences on every occasion. And above all this is a season for heroes and heartache, triumphs and disasters, twists and turns, when audiences up and down the country are invited to consider their own preferences and make an extra cinema visit or two in a terrific summer of big screen entertainment.”

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FDA Chief Executive, Mark Batey, said: "The survey indicates that, for most of us, our summers are partly but increasingly defined by the experience of the films we see in cinemas. This summer's line-up is a mouth-watering mix of sequels and originals, with top-flight films from the UK, Europe and Asia as well as the innovative action, witty humour and sparkling romance audiences have come to expect and enjoy. The compilation trailer offers virtually an A to Z whistle-stop tour of the summer, from *Adulthood* and *Angus, Thongs* through to *WALL-E* and *Wanted* via many stars in between. Whatever their tastes, cinemagoers are in for a memorable summer at the movies."

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Available now

- ♣ The trailer may be viewed directly via the following streaming links:
www.moviebeat.co.uk/summer/trailer_high.wvx
www.moviebeat.co.uk/summer/trailer_med.wvx
www.moviebeat.co.uk/summer/trailer_low.wvx
- ♣ For free online and mobile placements of the trailer, please contact nick.adams@moviebeat.co.uk
- ♣ Film images are available from individual distributor sources as per usual arrangements.

Notes to editors

- ♣ FDA is the trade body for UK theatrical film distributors. Its 21 member companies' releases account for 96% of cinemagoing. A comprehensive UK release schedule, updated weekly, is available at FDA's website, www.launchingfilms.com
- ♣ *Focus*, a generic magazine previewing the coming season's cinema releases, has been published quarterly by FDA since 2007. It runs to 16 pages, pocket-sized A5, and is printed on paper produced from sustainable managed forests accredited by the Programme for Endorsement of Forest Certification (PEFC). The latest edition of one million copies is its largest circulation yet. Website: www.focusonmovies.co.uk
- ♣ The 28 films incorporated in the one-minute summer compilation trailer are: *Adulthood*, *Angus Thongs and Full-Frontal Snogging*, *Caramel*, *The Chronicles of Narnia: Prince Caspian*, *The Dark Knight*, *The Duchess*, *The Fox and the Child*, *Get Smart*, *Gone Baby Gone*, *Hancock*, *The Happening*, *Hellboy 2: The Golden Army*, *The Incredible Hulk*, *Indiana Jones and the Kingdom of the Crystal Skull*, *Iron Man*, *Journey to the Centre of the Earth*, *Kung Fu Panda*, *Mamma Mia!*, *Mongol: The Rise to Power of Genghis Khan*, *The Mummy: Tomb of the Dragon Emperor*, *The Oxford Murders*, *Priceless*, *Sex and the City*, *Speed Racer*, *Superhero Movie*, *Teeth*, *WALL-E*, *Wanted*. A subtitled version has been produced for online use to assist cinemagoers with hearing impairments.
- ♣ The UK's overall highest grossing film of all time (£69m) remains *Titanic*, released in January 1998.