

FILM DISTRIBUTORS' ASSOCIATION FACTSHEET

UK CINEMAGOING 1st QUARTER 2008

For release 18 April 2008

- ♣ **Big screen, big choice:** 119 films were released in UK cinemas during January – March 2008, generating total box-office receipts of **£216.2 million** (level par vs. January – March 2007).
- ♣ 5 million people went to the cinema during **Easter week** 2008 (Good Fri 21 – Thurs 27 March): *Horton Hears A Who*, *The Spiderwick Chronicles* and *Step Up 2* were the top three titles UK-wide. Business was 1% ahead of Easter 2007 (which fell in early April).
- ♣ Overall, the top ten films of the first quarter 2008 (below) attracted **18 million** UK cinema visits between them:

	Top films in UK cinemas Jan – March 2008	Starring	UK box-office Jan – March 2008
1	<i>I Am Legend</i>	Will Smith	£13.4 million
2	<i>Sweeney Todd</i>	Johnny Depp Helena Bonham Carter	£10.4m
3	<i>PS I Love You</i>	Hilary Swank Gerard Butler	£9.5m
4	<i>Juno</i>	Ellen Page Jennifer Garner	£9.2m
5	<i>Cloverfield</i>	Lizzy Caplan	£9.1m
6	<i>National Treasure: Book of Secrets</i>	Nicolas Cage Dame Helen Mirren	£8.6m
7	<i>Jumper</i>	Haydn Christiansen Samuel L Jackson	£8.4m
8	<i>Alvin and the Chipmunks</i>	Jason Lee	£7.1m
9	<i>St. Trinian's</i>	Colin Firth Rupert Everett	£6.9m
10	<i>No Country for Old Men</i>	Tommy Lee Jones Javier Bardem	£6.3m

- ♣ **Capital gain:** Two of the top ten – *Sweeney Todd* and *St. Trinian's* – were made in London. Another, *National Treasure: Book of Secrets*, had sequences filmed on location in Richmond and London, while a fourth, *PS I Love You*, the top romcom of 2008 to date, was shot partly in Dublin.
- ♣ **Ever the great escape:** Londoners spent £55m on cinema tickets in January – March 2008, while cinemagoers in Scotland spent £21m. Northern Ireland accounted for £7m; Wales and the rest of England (outside London) a total of £133m.

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