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**FILM ON  
TELEVISION**

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# FACTS IN FOCUS

In terms of audience numbers, television remains the most popular platform for film consumption in the UK. Viewers had a choice of over 7,600 unique film titles across all channels in 2019, and the cumulative film audience was 2.3 billion.

- There were 7,667 unique film titles on television in 2019, including 1,101 on terrestrial channels, 2,015 on pay TV film channels and 5,544 on other multi-channels.
- There were 1,331 film transmissions on terrestrial channels (up from 1,298 in 2018). Of these, 390 were UK films (up from 359 in 2018).
- There were 31,180 film transmissions on multi-channel television and 48,663 film transmissions on pay TV film channels.
- The most popular film on terrestrial television in 2019 was the independent UK production *Paddington 2*, which attracted an audience of 6.3 million viewers on BBC One.
- *Harry Potter and the Deathly Hallows: Part 2* attracted the highest audience for a single transmission on multi-channel television in 2019, with 1.9 million viewers on ITV2.
- *The Grinch* attracted the highest single audience on pay TV film channels, with 1.6 million viewers on Sky Cinema Premiere.
- The estimated value of feature film to UK broadcasters in 2019 was approximately £865 million (down from £896 million in 2018).



# FILM ON TELEVISION

## PROGRAMMING ON THE TERRESTRIAL CHANNELS

In 2019, terrestrial television channels accounted for 22% of all viewings of film on television. (Terrestrial television is used here to describe the previous national terrestrial analogue services, all of which have some degree of public service obligation.) Table 1 shows the total number of feature films broadcast on the five terrestrial channels in 2019 and the number of UK titles broadcast in that time. UK films are broken down into recent titles (films released theatrically between 2010 and 2019) and older titles (released pre-2010).

There were 1,331 film transmissions on terrestrial television in 2019, up from 1,298 in 2018, an average of over 3.5 films per day. Almost three in 10 (29%) films shown were UK titles. Channel 4 broadcast the greatest number of films overall (411) whilst BBC Two showed the greatest number of UK films overall (162) and the greatest number of recent UK films (72).

In total, the terrestrial channels broadcast 1,101 unique film titles in 2019, a slight increase on the 1,093 unique titles shown in 2018.

**Table 1 Feature films broadcast<sup>1</sup> on terrestrial television 2019**

	Number of films broadcast	Number of UK films broadcast <sup>1</sup>	UK films as a % of total	Number of recent UK films broadcast <sup>2</sup>	Recent UK films as % of total films broadcast
BBC One	161	72	44.7	57	35.4
BBC Two	332	162	48.8	72	21.7
ITV	151	62	41.1	13	8.6
Channel 4	411	77	18.7	65	15.8
Channel 5	276	17	6.2	5	1.8
<b>Total</b>	<b>1,331</b>	<b>390</b>	<b>29.3</b>	<b>212</b>	<b>15.9</b>

Source: BARB, BFI RSU analysis

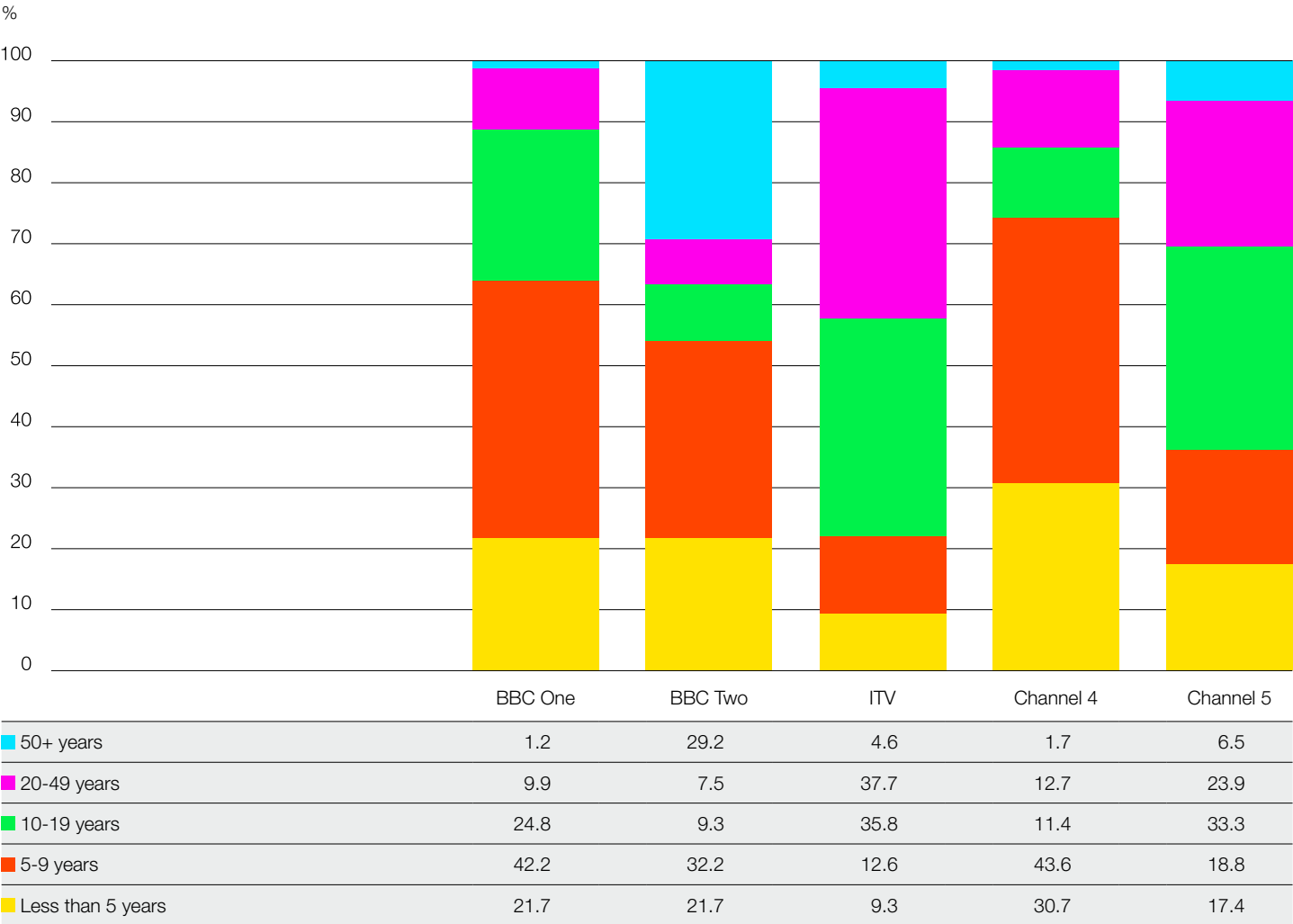
<sup>1</sup> Includes repeat broadcasts of individual titles.

<sup>2</sup> A recent film is one which has been theatrically released, or intended for release, in the UK since 2010.

Figure 1 shows the percentage of films broadcast on the terrestrial channels in 2019 across five age-range categories. (For this analysis, the age of a film is determined by its year of release in the UK, not production year.)

Newer titles made up a larger share of Channel 4's film output than for the other terrestrial channels. Just under one third (31%) of the films shown by Channel 4 in 2019 were less than five years old, while 74% of its films were less than 10 years old. In contrast, over 42% of the films shown on ITV had been released theatrically at least 20 years before 2019, while 29% of the films screened on BBC Two had been released at least 50 years before.

Figure 1 Percentage of feature film by age on terrestrial channels, 2019



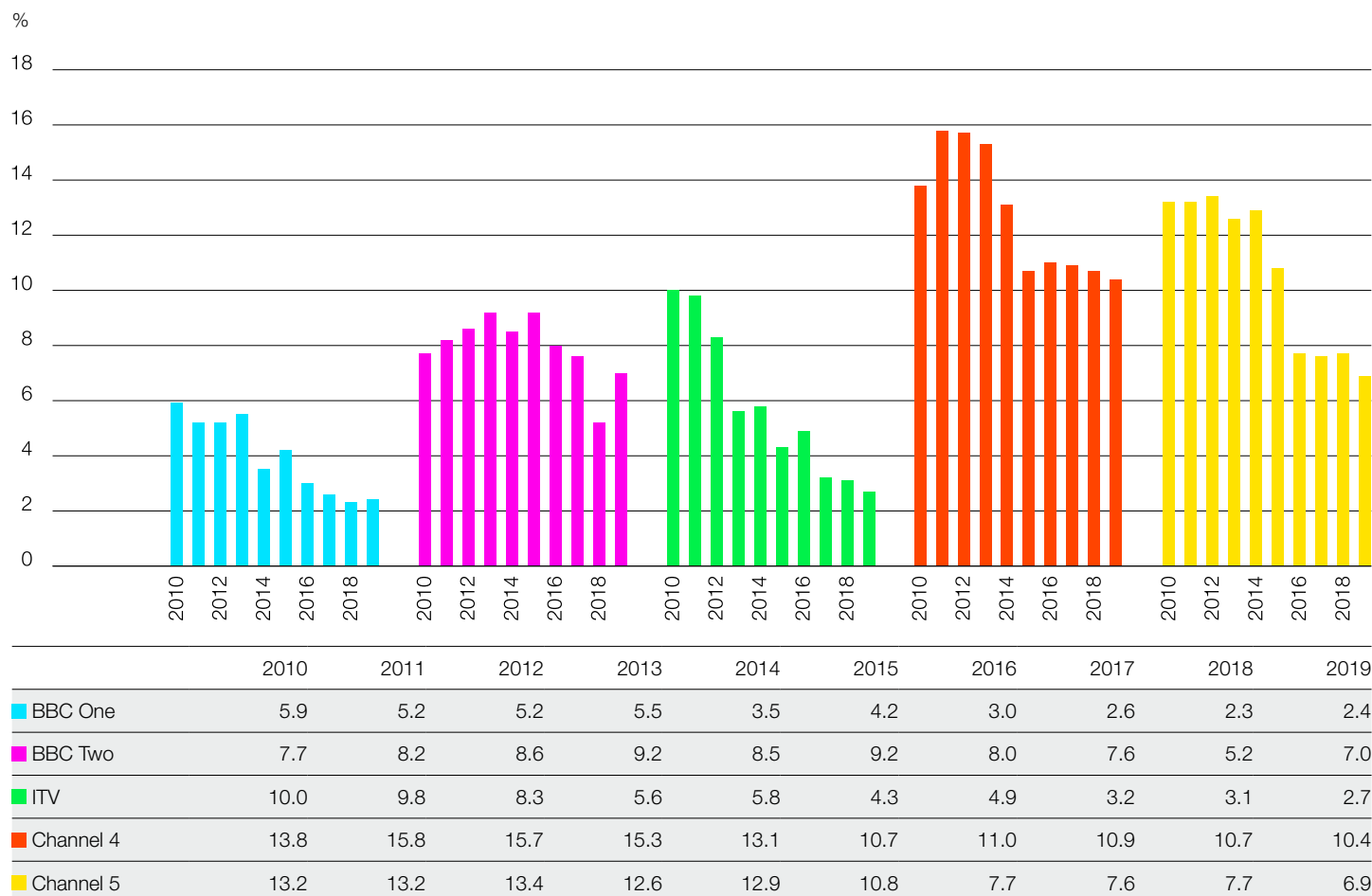
Source: BARB, BFI RSU analysis

## FILM ON TERRESTRIAL TELEVISION, 2010-2019

As Figure 2 shows, the share of total programming hours dedicated to feature film varied widely across the terrestrial channels between 2010 and 2019. In most years, Channel 4 had the largest share of film hours in their schedules, while BBC One consistently had the smallest. In 2019, feature film accounted for over 10% of Channel 4's output and less than 3% of BBC One's output.

There has been an overall decline in the proportion of programming time allotted to film during the period, with the average share for terrestrial channels as a whole decreasing from 9% in 2010 to 4% in 2019.

**Figure 2 Film as a percentage of total programming hours by channel, 2010-2019**



Source: BARB, BFI RSU analysis

Notes:

Programming hours: 06:00-27:00. (For reporting purposes the BARB broadcast day runs for 24 hours from 6:00. Times beyond 24:59 are reported using a thirty hour clock.)

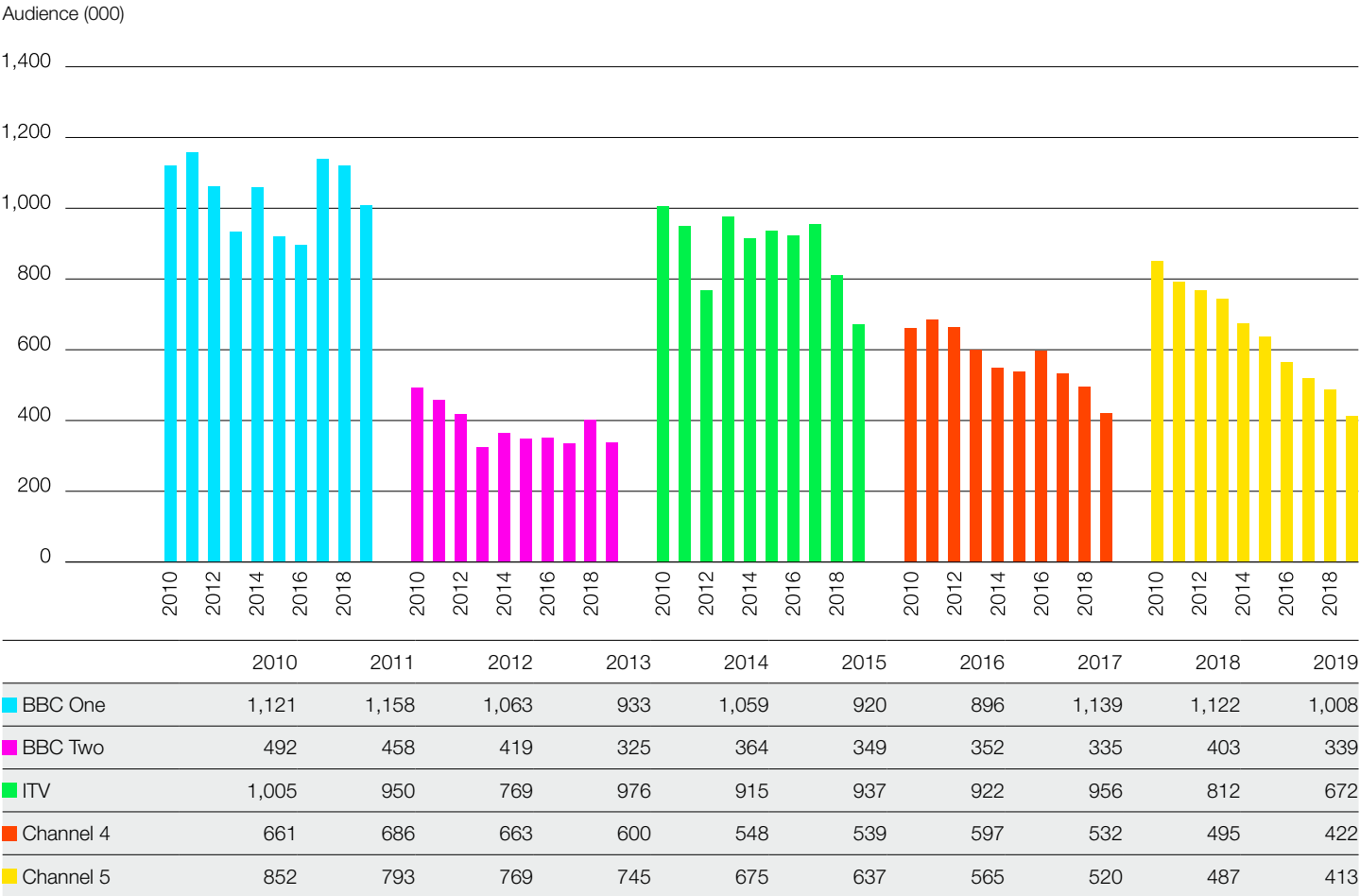
Film duration includes commercial breaks and promotions within broadcast on commercial channels.

Figures have been revised since publication of the 2019 Statistical Yearbook.

# AUDIENCE FOR FILM ON TERRESTRIAL TELEVISION, 2010-2019

Figure 3 shows the average audience for feature film across all programming hours on the five terrestrial channels between 2010 and 2019. The overall trend across the channels has been a gradual decrease in average viewership, partly attributable to the growth of competition from on-demand services during the period. BBC One and ITV had the highest average audiences throughout the decade, while BBC Two had the lowest. The average audience for film in 2019 was one million on BBC One, 700,000 on ITV, 400,000 on both Channel 4 and Channel 5, and 300,000 on BBC Two.

Figure 3 Average audience for film, 2010-2019



Source: BARB, BFI RSU analysis  
See notes to Figure 2.

## TOP FILMS ON TERRESTRIAL TELEVISION

The most popular film on terrestrial television in 2019 was the independent UK production *Paddington 2*, which attracted an average audience of 6.3 million viewers for its Boxing Day premiere on BBC One (Table 2). In total, six of the top 10 films were network premieres. Three of the top 10 titles were UK qualifying films, two of which were US studio-backed productions.

**Table 2 Top 10 films<sup>1</sup> on terrestrial television, 2019**

Rank	Title	Channel	Country of origin	Year of release	Audience (million)
1	Paddington 2*	BBC One	UK/Fra	2017	6.3
2	Finding Dory*	BBC One	USA	2016	4.6
3	Frozen	BBC One	USA	2013	3.8
4	Beauty and the Beast*	BBC One	UK/USA	2017	3.6
5	Inside Out*	BBC One	USA	2015	3.5
6	Moana*	BBC One	USA	2016	3.4
7	Home Alone	Channel 4	USA	1990	3.1
8	The BFG	BBC One	USA	2016	2.9
9	The Jungle Book	BBC One	USA	1967	2.8
10	Fantastic Beasts and Where to Find Them*	ITV	UK/USA	2016	2.8

Source: BARB, BFI RSU analysis

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.

\* Film shown for the first time on terrestrial television.

In addition to *Paddington 2*, the top 10 list of most popular UK qualifying films on terrestrial television in 2019 includes two other titles which appear in the year's overall top 10 films. *Paddington 2* is one of six network premieres in the top 10 and is the only independent UK title (Table 3). Five of the top 10 films were shown on BBC channels.

**Table 3 Top 10 UK qualifying films<sup>1</sup> on terrestrial television, 2019**

Rank	Title	Channel	Country of origin	Year of release	Audience (million)
1	Paddington 2*	BBC One	UK/Fra	2017	6.3
2	Beauty and the Beast*	BBC One	UK/USA	2017	3.6
3	Fantastic Beasts and Where to Find Them*	ITV	UK/USA	2016	2.8
4	Pirates of the Caribbean: On Stranger Tides*	BBC One	UK/USA	2011	2.5
5	Alice Through the Looking Glass*	BBC One	UK/USA	2016	2.3
6	Jack Ryan: Shadow Recruit	Channel 4	UK/USA	2014	2.2
7	Spectre	ITV	UK/USA	2015	1.8
8	Billy Elliot	BBC Two	UK/Fra	2000	1.8
9	Harry Potter and the Order of the Phoenix	ITV	UK/USA	2007	1.8
10	The Hitman's Bodyguard*	Channel 4	UK/Nld/USA	2017	1.8

Source: BARB, BFI RSU analysis

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.

\* Film shown for the first time on terrestrial television.



Nine of the top 10 most popular UK independent films on terrestrial television in 2019 were shown on BBC channels (Table 4). Five of these films – *I, Daniel Blake*, *Mrs. Brown's Boys D'Movie*, *Jane Eyre*, *Woman in Gold* and *Brooklyn* – were BBC Films-backed titles. *Brooklyn* also appeared in the 2018 top 10 list, while *Paddington* features in the list for the fourth consecutive year. Overall, three of the top 10 films were network premieres.

**Table 4 Top 10 UK independent films<sup>1</sup> on terrestrial television, 2019**

Rank	Title	Channel	Country of origin	Year of release	Audience (million)
1	Paddington 2*	BBC One	UK/Fra	2017	6.3
2	Paddington	Channel 4	UK/Fra	2014	1.7
3	The Limehouse Golem*	BBC Two	UK	2017	1.7
4	I, Daniel Blake*	BBC Two	UK/Fra/Bel	2016	1.4
5	Mrs. Brown's Boys D'Movie	BBC One	UK/Ire	2014	1.4
6	Jane Eyre	BBC One	UK/USA	2011	1.2
7	Porridge	BBC Two	UK	1979	1.2
8	Woman in Gold	BBC One	UK	2015	1.2
9	The Eagle Has Landed	BBC Two	UK	1976	1.1
10	Brooklyn	BBC One	UK/Can/Ire	2015	1.1

Source: BARB, BFI RSU analysis

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.

\* Film shown for the first time on terrestrial television.

## FILM ON MULTI-CHANNEL TELEVISION

In 2019, multi-channel television (Freeview/satellite/cable) accounted for 58% of all viewings of film on television. For the purposes of this section, multi-channel television includes all free-to-air and paid (non-film subscription) channels, with the exclusion of the traditional terrestrial channels.

Table 5 shows the number of film transmissions, the average film audience, the top film and the average audience for the top film, for all channels which screened 30 or more feature films in 2019. After dedicated film channels, Talking Pictures (3,162 transmissions), Film4 (2,819) TCM (2,550) and Sony Max (2,413), the greatest number of film titles was screened by 5Spike with 1,954 transmissions. However, the largest average audiences for film were generated by ITV2 (392,000) and E4 (209,000).

In total, 5,544 unique film titles were screened on multi-channel television in 2019 across 31,180 slots, compared with 5,385 unique titles across 30,684 slots in 2018.

**Table 5 Feature film on multi-channel television, 2019**

Channel	Number of films broadcast	Average audience (000)	Top film <sup>1</sup>	Audience for top film (000)
Talking Pictures	3,162	41	Private's Progress	230
Film4	2,819	152	Independence Day: Resurgence	852
TCM	2,550	15	Battle of the Bulge	113
Sony MAX	2,413	2	Fanney Khan	42
5Spike	1,954	74	Battle of Britain	312
Sony MAX2	1,928	1	Kyo Kii... Main Jhuth Nahin Bolta	30
Colors Cineplex	1,899	2	Baazaar	37
London Live	1,593	6	Lunch Hour	63
5STAR	1,557	96	John Wick	453
SAB TV	1,457	2	Mahaan	29
Paramount Network	1,298	32	Private Benjamin	149
ITV4	1,292	147	The Shawshank Redemption	610
Zee Cinema	1,164	2	Raazi	48
ITV2	1,012	392	Harry Potter and the Deathly Hallows: Part 2	1,945
Syfy	1,005	29	Addams Family Values	121
Horror Channel	724	52	The Thing	198
Star Gold	370	2	De Dana Dan	32
E4	308	209	Captain America: The First Avenger	472
Sony Mix	213	0	Aasha	9
Comedy Central	190	60	Grown Ups	190
Venus TV	155	1	Jhooth Bole Kauwa Kaate	12
Zing	148	2	Sangam (1964)	25
5SELECT	143	28	Mrs Caldicot's Cabbage War	135
ITV3	120	198	Dad's Army	648
Comedy Central Extra	113	11	Fantastic Mr. Fox	87
Sky One	83	134	Man of Steel	320
Zee TV	80	4	Raazi	27
Universal	79	44	Coyote Ugly	143
More4	71	105	Sink the Bismark!	329
4seven	56	67	Madagascar	204
&TV	47	2	Dear Zindagi	14

Source: BARB, BFI RSU analysis

Notes:

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.

Excludes channels with <30 unique cinema film titles broadcast during 2019.

*Harry Potter and the Deathly Hallows: Part 2* attracted the year's highest average audience for a single transmission on multi-channel television in 2019, with 1.9 million viewers for its mid-January broadcast on ITV2 as part of the channel's 'Two Weeks of Harry Potter' season (Table 6). Films from the series dominate the top 10 list which includes only three non-Harry Potter titles. All of the top 10 titles were shown on ITV2. *Jurassic World*, which appears in the list for the second consecutive year, was the most watched title overall on multi-channel television in 2019, drawing 7.9 million viewers from seven transmissions.

Eight of the top 10 films were UK qualifying features, all of which were produced in collaboration with the major US studios.

**Table 6 Top 10 films<sup>1</sup> on multi-channel television, 2019**

Rank	Title	Channel	Country of origin	Year of release	Audience (million)
1	Harry Potter and the Deathly Hallows: Part 2	ITV2	UK/USA	2011	1.9
2	Elf	ITV2	USA	2003	1.7
3	Harry Potter and the Half-Blood Prince	ITV2	UK/USA	2009	1.6
4	Harry Potter and the Goblet of Fire	ITV2	UK/USA	2005	1.5
5	Harry Potter and the Order of the Phoenix	ITV2	UK/USA	2007	1.5
6	Harry Potter and the Chamber of Secrets	ITV2	UK/USA	2002	1.3
7	Harry Potter and the Prisoner of Azkaban	ITV2	UK/USA	2004	1.2
8	Harry Potter and the Philosopher's Stone	ITV2	UK/USA	2001	1.1
9	Love Actually	ITV2	UK/USA/Fra	2003	1.1
10	Jurassic World	ITV2	USA	2015	1.0

Source: BARB, BFI RSU analysis

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.

In 2019, pay TV film channels accounted for 19% of all viewings of film on television. The additional subscription TV film channels operated by Sky showed 2,015 unique titles across 48,663 slots during the year, with an average audience of 11,000. In 2018, these channels showed 2,301 unique titles across 47,751 slots, with an average audience of 12,000.

Table 7 shows the top 10 films, ranked by highest average audience for a single transmission, on these channels in 2019. All of the top 10 films were Sky Cinema Premiere transmissions. *The Grinch* achieved the year's highest single audience, with an average of 1.6 million viewers, for its first showing in early December, followed by *Mary Poppins Returns*, which attracted 1.5 million viewers for its Christmas Day premiere. *Mary Poppins Returns* is one of three UK qualifying films in the list (the others are *Avengers: Endgame* and *Fantastic Beasts: The Crimes of Grindelwald*), all of which are UK studio-backed titles. *Avengers: Endgame* gained the largest cumulative audience on pay TV in 2019, with six million viewers over 174 transmissions across five of Sky's dedicated film channels.

Table 7 Top 10 films<sup>1</sup> on pay TV film channels, 2019

Rank	Title	Channel	Country of origin	Year of release	Audience (million)
1	The Grinch	Sky Cinema Premiere	USA	2018	1.6
2	Mary Poppins Returns	Sky Cinema Premiere	UK/USA	2018	1.5
3	Extremely Wicked, Shockingly Evil and Vile	Sky Cinema Premiere	USA	2019	1.4
4	Incredibles 2	Sky Cinema Premiere	USA	2018	1.4
5	Aquaman	Sky Cinema Premiere	USA	2018	1.2
6	Fantastic Beasts: The Crimes of Grindelwald	Sky Cinema Premiere	UK/USA	2018	1.1
7	Avengers: Endgame	Sky Cinema Premiere	UK/USA	2019	1.1
8	Spider-Man: Into the Spider-Verse	Sky Cinema Premiere	USA	2018	1.1
9	Ralph Breaks the Internet	Sky Cinema Premiere	USA	2018	1.0
10	Ant-Man and the Wasp	Sky Cinema Premiere	USA	2018	1.0

Source: BARB, BFI RSU analysis

<sup>1</sup> Films with the highest average audience (individuals aged 4+) for a single transmission, excludes repeats of the same title.



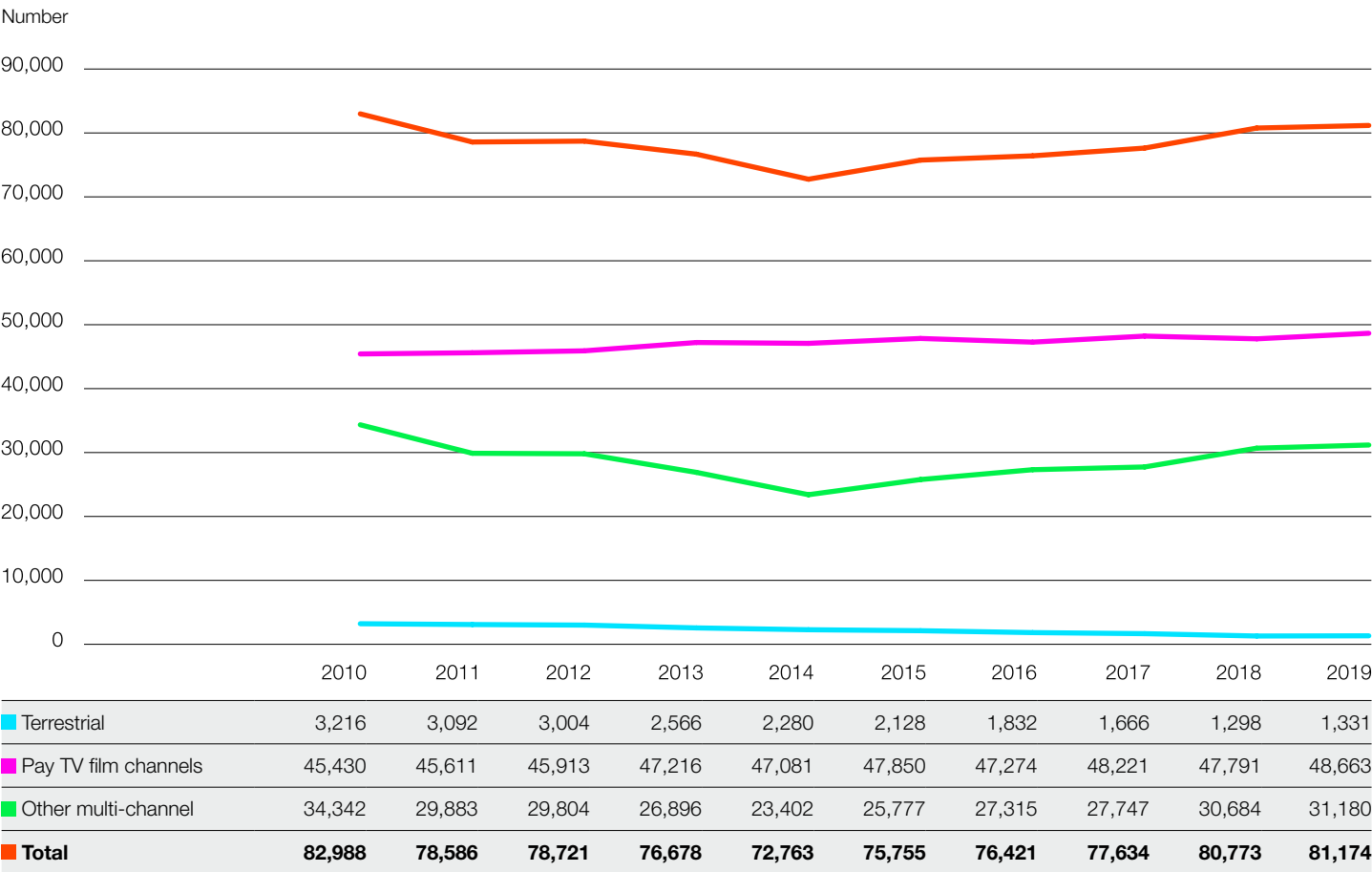
Image: *Fantastic Beasts: The Crimes of Grindelwald* © 2017 Warner Bros. Entertainment Inc. All Rights Reserved

# FILM BROADCASTS AND AUDIENCE FOR FILM ON ALL TELEVISION CHANNELS, 2010-2019

Figure 4 shows that, since 2015, the overall number of films broadcast on UK television (not including pay-per-view) has been on an upward trend. In total, there were 81,174 film transmissions in 2019, up from 80,773 in 2018.

In terms of unique film titles available to television viewers in 2019, 1,101 films were shown on terrestrial television, 2,015 on pay TV film channels and 5,544 on multi-channel television. Overall, 7,667 individual film titles were shown across all television channels in 2019. (The overall total is less than the sum of individual categories, as some titles were shown on multiple platforms across the year.)

Figure 4 Total number of film transmissions on television (except pay-per-view), 2010-2019



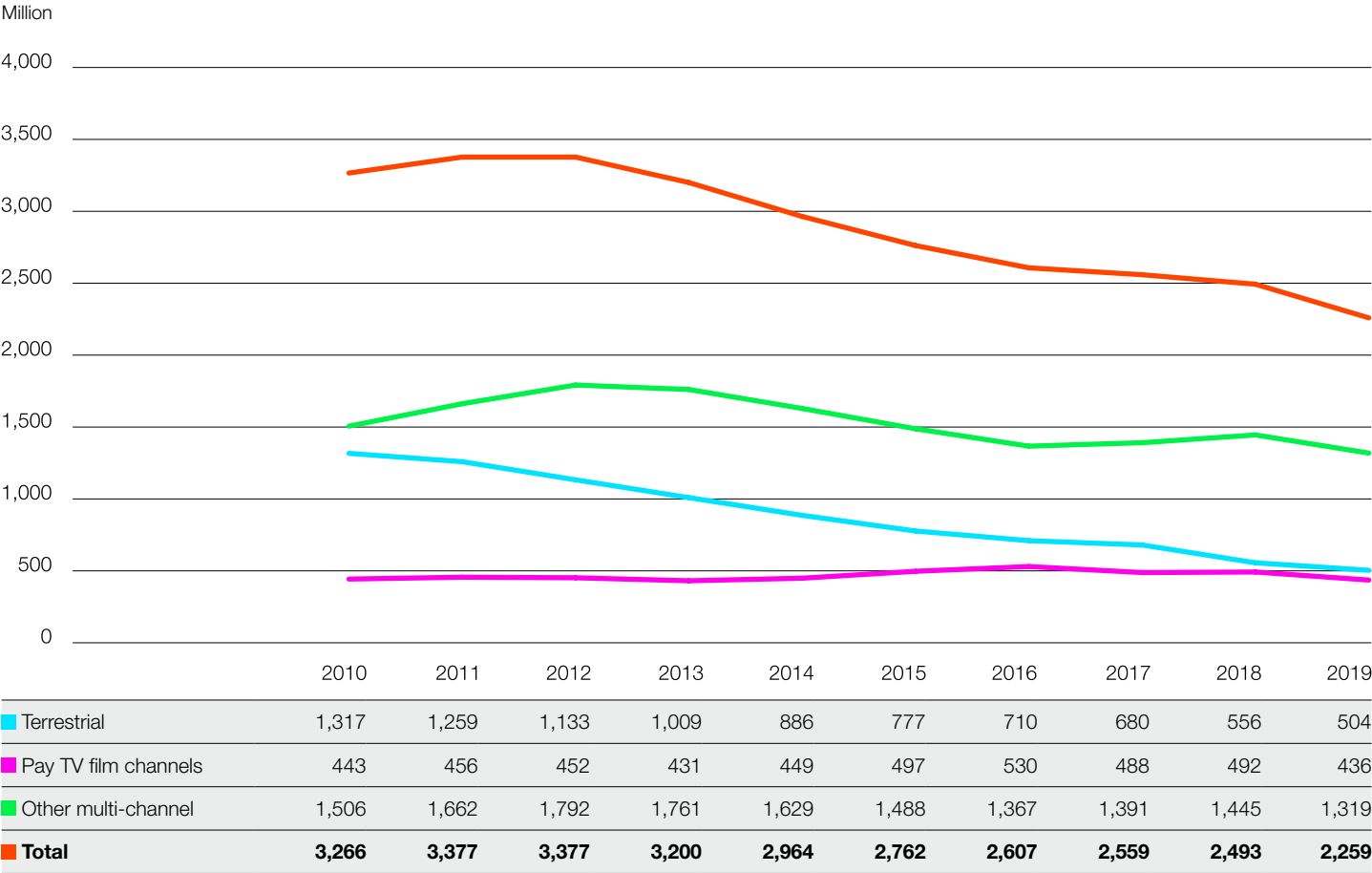
Source: BARB, BFI RSU analysis  
Figures for 2017 and 2018 have been revised since publication of the 2019 Statistical Yearbook.



Across the 10-year period 2010-2019, the audience for film on television in the UK declined by 31% (Figure 5). In 2019, there were 2.3 billion viewings of film on television (not including pay-per-view), which represents approximately 54 film viewings per person, down from 58 in 2018. Audience numbers decreased for all platforms compared with 2018, with the steepest decline seen in film viewing on terrestrial channels which fell by 9%.

Multi-channel film broadcasts attracted the largest total audience in 2019 (1.3 billion viewers) while pay TV channels dedicated to film had the smallest total audience with 440 million viewers.

Figure 5 Total audience for film on television (except pay-per-view), 2010-2019



Source: BARB, BFI RSU analysis  
Notes:  
Audience numbers are based on total viewing sessions of 30 minutes+ consecutive film watching.  
Figures for 2017 and 2018 have been revised since publication of the 2019 Statistical Yearbook.

## THE VALUE OF FEATURE FILM TO BROADCASTERS

We estimate the value of feature film to UK broadcasters to have been approximately £865 million in 2019, down slightly from £896 million in 2018 (the 2018 value has been updated since publication of the 2019 Statistical Yearbook). Of this it is estimated that £118 million is attributable to UK films (£134 million in 2018). Television values are based on a model developed by Ampere Analysis. Values are estimated by dividing broadcaster revenues (from subscriptions, advertising spend and licence fee share) by the percentage of content spend attributed to film.



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