



**FILM ON
PHYSICAL VIDEO**

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FACTS IN FOCUS

Despite increasing competition from digital video services, physical video remains an important element of the film value chain, illustrating that there is still an audience for film that appreciates physical ownership.

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- The value of sales for all categories of video on physical media in 2021 was £236 million; sales of feature film on video accounted for £146 million.
 - There were 21 million sales of all categories of video on physical media, with feature film accounting for 16 million sales.
 - Film accounted for 73% of the volume of the physical sell-through market and 62% of the value. UK films accounted for around 36% of the volume of all films sold on video and 37% of the value.
 - The most popular film purchase on physical video in 2021 was *No Time to Die*; the most popular genre was action/adventure.
 - The physical video rental market for film in 2021 was worth £8 million.
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Film on physical video

Physical video

‘Video’ is used in this section as the generic description of all physical video, including DVD, Blu-ray and other physical formats, in line with the definition used by BASE, the British Association for Screen Entertainment; it does not include downloads which are discussed in the Film on digital video chapter.

The physical video retail market

As Figure 1 shows, both the value and volume of physical video sales in all categories in the UK have declined each year between 2012 and 2021. (This trend has been ongoing since the peak in video sales in 2004 when 234 million units were bought by consumers with a value of £2.5 billion.) The value of physical video sales decreased by 85% over the period, while the volume of sales decreased by 88%.

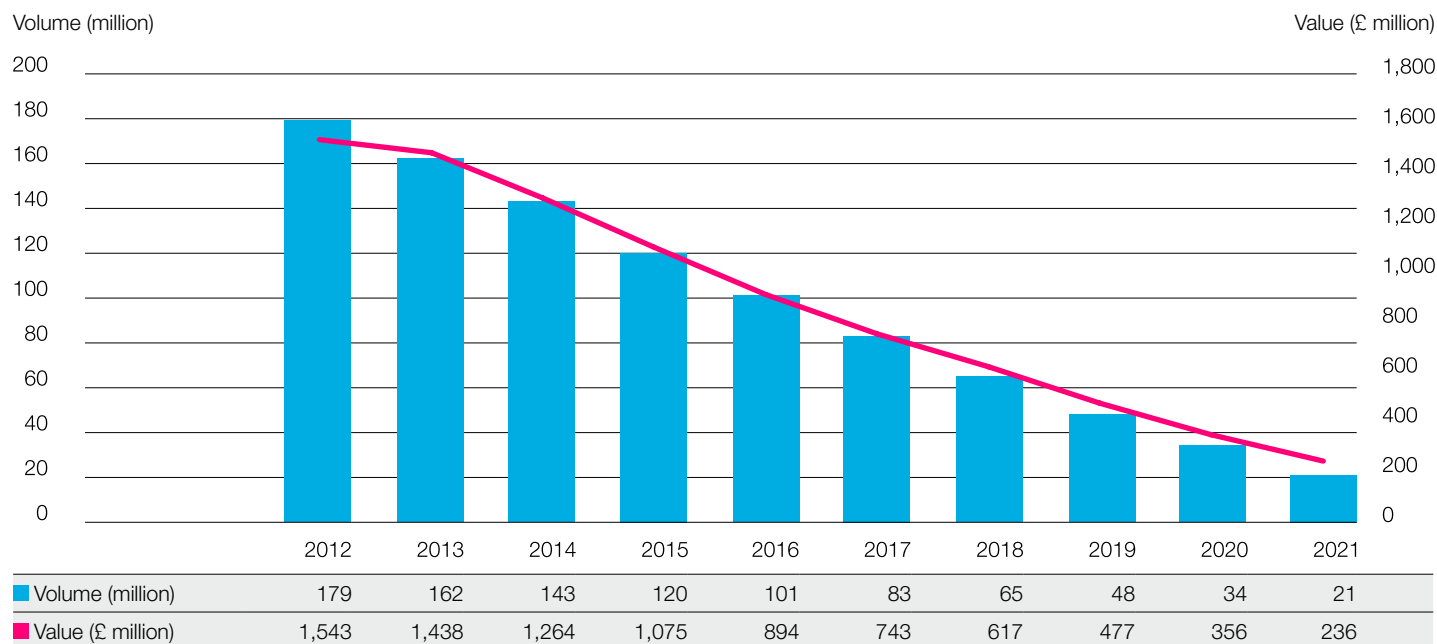
The advent of digital video services revolutionised the home entertainment market and provided audiences with far greater choice in how and where they could access

audiovisual content. However, despite the huge popularity of digital video there is a solid core of consumers wedded to physical ownership. According to BASE, in 2021, 11 million UK households were actively using DVD players and there were 4.6 million buyers of DVDs or Blu-ray discs.

In 2021, 21 million videos were sold in the UK (down 38% compared with 2020) with a total market value of £236 million (down 34% compared with 2020). DVDs accounted for the majority of sales (64% by value and 76% by volume) while Blu-ray discs accounted for 36% of sales by value and 24% of sales by volume. (The share of the retail video market generated by Blu-ray sales, by both value and volume, has increased year on year since the format’s introduction in 2006.) While overall physical video sales have declined, Blu-ray has proven the more resilient format: in 2021 Blu-ray sales accounted for £86 million, a fall of 19% from £107 million in 2020, compared with DVD sales which fell from £249 million in 2020 to £150 million, a decrease of 39.5%.

Feature film represented approximately 62% of the physical sell-through market by value (£146 million) and 73% by volume (16 million units) in 2021. (It should be noted that market share is calculated from unrounded data.) The BFI Research and Statistics Unit estimates that UK films accounted for around 37% of sales by value (up from 35% in 2020) and 36% of sales by volume (down from 37% in 2020).

Figure 1 Retail video sales (all categories), 2012-2021



Source: Official Charts Company, BASE, Omdia

Notes:

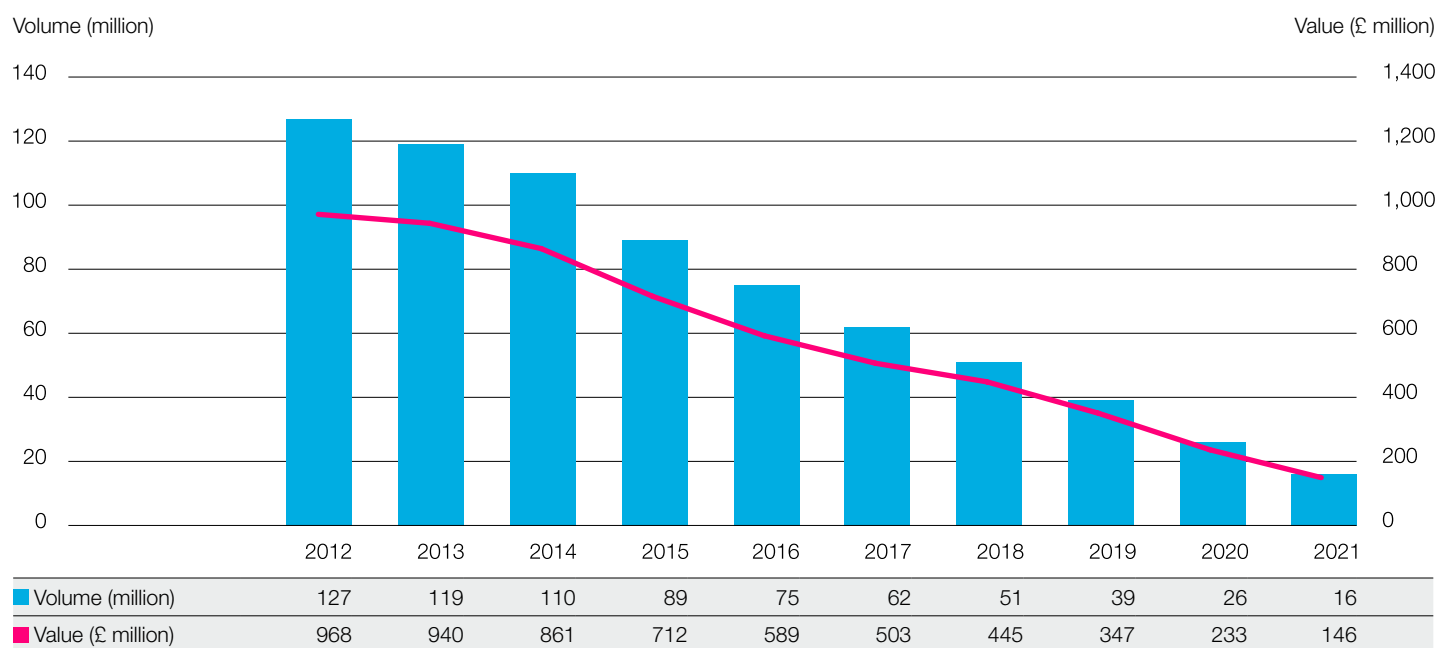
Data in this table includes all categories of retail video, not only film.

Data updated since publication of the 2021 Statistical Yearbook.

As Figure 2 shows, the trend for sales of film on physical video between 2012 and 2021 has mirrored that of the overall physical sell-through market. The value of the retail market for film on video in the UK decreased by 85% over the period, while the volume of sales decreased by 87%.

Throughout the period, Blu-ray sales have made up a larger share of the physical video market for film than for non-film titles. This is due in part to the value attached by consumers of film to the enhanced picture and audio quality offered by Blu-ray and its premium variants (e.g. 4K UHD). In 2021, Blu-ray discs accounted for 47% of the value of film sales on physical video and 29% of the volume, compared with 20% of the value and 12% of the volume for non-film related physical video sales.

Figure 2 Film on physical video, retail sales 2012-2021



Source: Official Charts Company, BASE, BFI RSU

Notes:

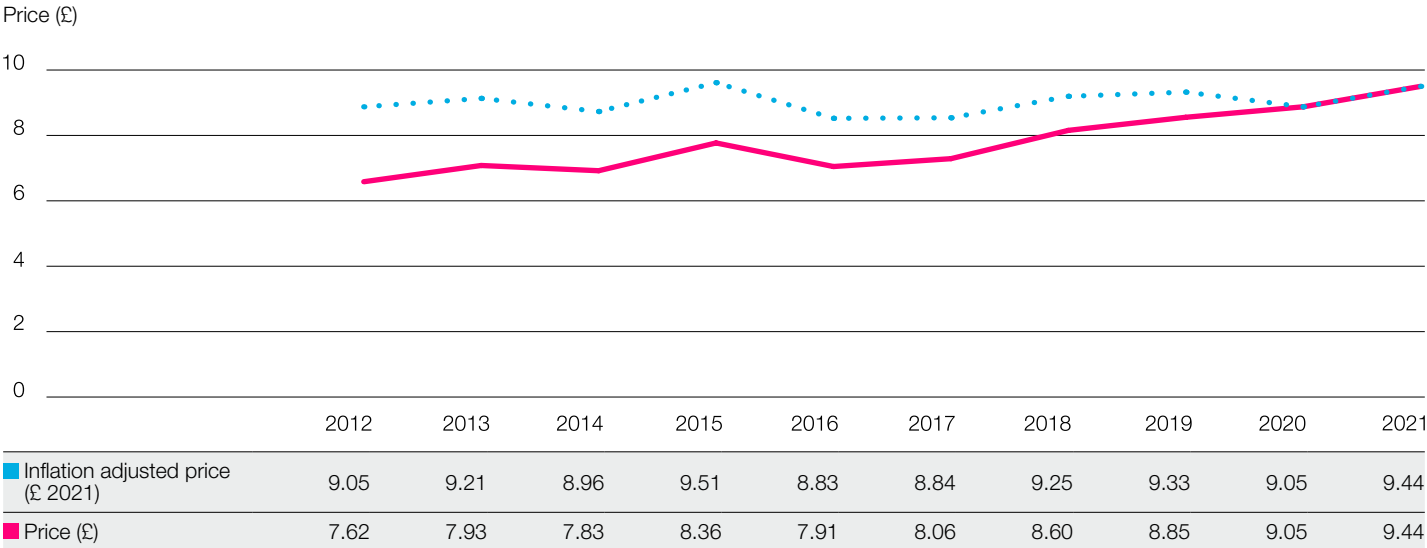
Includes some feature films which would be classified as 'children's videos' in Official Charts Company data.

Data updated since publication of the 2021 Statistical Yearbook.

Figure 3 shows an overall upward trend in the average unit price for film on physical video formats between 2012 and 2021, with costs rising from £7.62 to £9.44. The cost increase is due in part to the increasing share of Blu-ray sales in the film on video market, as this format generally attracts higher prices than its DVD counterpart. The average price for a DVD in 2021 was £7.10, while for Blu-ray it was more than double at £15.25.

When adjusted for inflation, however, the average cost for film on physical video has been fairly consistent over the period, with the unit price ranging between £8.83 and £9.51 when expressed in 2021 pounds.

Figure 3 Average retail price of film per unit, 2012-2021



Source: Official Charts Company, BASE, Her Majesty's Treasury

Notes:

Includes some feature films that would be classified as 'children's videos' in Official Charts Company data.

The deflator used to calculate real values is the UK whole economy deflator, which can be found at <https://www.gov.uk/government/statistics/gdp-deflators-at-market-prices-and-money-gdp-march-2022-quarterly-national-accounts>

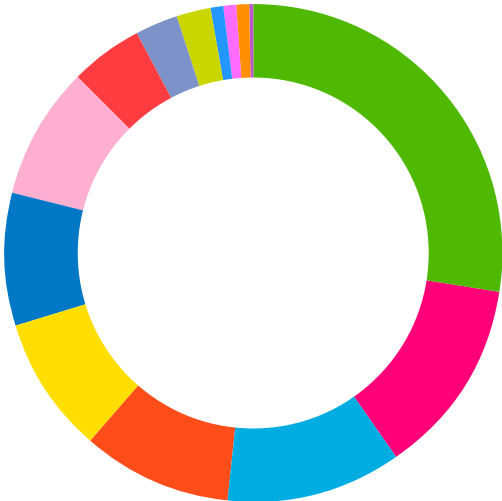


Sales of film on physical video formats by genre, 2021

Figure 4 shows that the most popular film genre on sell-through video in 2021 was action/adventure, which accounted for 27.5% of the market (18% in 2020), followed by drama with 13% and children’s animated films with 11%. (It should be noted that these categories, as defined by BASE, differ from the genre categories assigned to the theatrical market by the BFI Research and Statistics Unit in other chapters of this Yearbook.)

Figure 4 Sales of film on physical video formats by genre, 2021

Genre	%
Action/adventure	27.5
Drama	12.9
Children's animated	11.3
Horror	9.6
Child/family	8.9
Sci-fi	8.8
Comedy	8.4
Thriller	4.9
War	2.6
Musical	2.2
Anime	0.9
Documentary	0.9
Western	0.8
Adult	0.1
Other	<0.1
Bollywood	<0.1



Source: Official Charts Company, BASE
Note: These shares are based on the number of physical units sold.

Best-selling films on physical video formats, 2021

Table 1 shows the top 10 best-selling films on physical video in 2021. The list is headed by *No Time to Die*, the highest grossing film at the UK and Republic of Ireland box office in 2021. Despite being released on video formats in the closing weeks of the year (20 December 2021), the 25th official Bond outing generated video sales of over 717,000 in 2021 alone. The second most popular

title on physical video, *Black Widow*, which was released on DVD and Blu-ray on 13 September 2021, generated just over a quarter of this total with sales of 183,000 units.

Eight of the top 10 titles were released theatrically in the UK in 2021. One title, *Wonder Woman 1984*, was released in cinemas in 2020, while *Zack Snyder's Justice League*, a director's cut of the 2017 release *Justice League* premiered in the UK on Sky Cinema and the Sky-owned streaming service NOW in 2021.

Half of 2021's top 10 most popular films are UK qualifying titles, all of which were made in collaboration with the major US studios.

Table 1 Top 10 best-selling films on physical video formats, 2021

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	No Time to Die	UK/USA	2021	Universal
2	Black Widow	UK/USA	2021	Walt Disney
3	Wonder Woman 1984	UK/USA	2020	Warner Bros
4	Peter Rabbit 2: The Runaway	Aus/USA	2021	Sony
5	Fast & Furious 9	UK/USA	2021	Universal
6	Zack Snyder's Justice League	UK/USA	2021*	Warner Bros
7	Godzilla vs. Kong	USA	2021	Warner Bros
8	The Suicide Squad	USA	2021	Warner Bros
9	Raya and the Last Dragon	USA	2021	Walt Disney
10	Jungle Cruise	USA	2021	Walt Disney

Source: Official Charts Company, BFI RSU

Notes:

Inclusion is based on the number of physical units sold. It may differ from other publicly available lists which may incorporate digital downloads or be based on revenue.

'Year of theatrical release' here means the year in which a film was first released theatrically in the UK and Republic of Ireland. An asterisk (*) indicates the year of digital or physical video release in the UK for films that were not released theatrically in the UK or Republic of Ireland.

The top three UK qualifying films on physical video in 2021 are also the year's overall top three most popular sell-through titles. In total, five of the 10 best-selling UK titles appear in the previous top 10 list, headed by the latest 007 film, *No Time to Die* (Table 2).

All of the top 10 titles were released either in 2020 or 2021, with the exception of the box set *Harry Potter: The Complete 8-Film Collection* which despite being available to buy since 2011 appears in this list for the first time.

Zack Snyder's Justice League and *The Witches* were the only two titles not to receive an initial release in cinemas. (*The Witches* was originally scheduled for theatrical release in the UK and Republic of Ireland in October 2020 but due to the COVID-19 pandemic was instead released that month online.)

All of the films in the list (including each of the Harry Potter titles) are UK studio-backed productions.

Table 2 Top 10 best-selling UK qualifying films on physical video formats, 2021

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	No Time to Die	UK/USA	2021	Universal
2	Black Widow	UK/USA	2021	Walt Disney
3	Wonder Woman 1984	UK/USA	2020	Warner Bros
4	Fast & Furious 9	UK/USA	2021	Universal
5	Zack Snyder's Justice League	UK/USA	2021*	Warner Bros
6	Cruella	UK/USA	2021	Walt Disney
7	Harry Potter: The Complete 8-Film Collection	UK/USA	2001-2011	Warner Bros
8	Tenet	UK/USA	2020	Warner Bros
9	Tom & Jerry: The Movie	UK/USA	2021	Warner Bros
10	The Witches	UK/USA	2020*	Warner Bros

Source: Official Charts Company, BFI RSU

Notes:

'Year of theatrical release' here means the year in which a film was first released theatrically in the UK and Republic of Ireland. An asterisk (*) indicates the year of digital or physical video release in the UK for films that were not released theatrically in the UK or Republic of Ireland.

See notes to Table 1.

The top-selling UK independent film on physical video in 2021 was *The Hitman's Wife's Bodyguard*, the year's highest grossing UK independent film at the UK and Republic of Ireland box office (Table 3). The top 10 most popular UK independent titles include one other 2021 release: *Dream Horse*. (*Dream Horse* was originally scheduled for release in the UK and Republic of Ireland in April 2020 but due to the COVID-19 pandemic this was delayed until May 2021.) The remaining films on the list

were released in either 2019 or 2020, although one of these, Welsh independent horror *The Haunting of Margam Castle*, was released straight to video.

Four of the top 10 titles have appeared in this list in previous years. Three of the films, *Downton Abbey*, *The Gentlemen* and *Military Wives*, featured in the 2020 top 10 list, while *Fisherman's Friends* featured in both the 2019 and 2020 top 10 lists.

Table 3 Top 10 best-selling UK independent films on physical video formats, 2021

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	The Hitman's Wife's Bodyguard	UK/USA#	2021	Lionsgate
2	The Secret Garden	UK/Fra	2020	Universal
3	Downton Abbey	UK/USA#	2019	Universal
4	The Father	UK/Fra	2020	Lionsgate
5	Fisherman's Friends	UK	2019	Entertainment in Video
6	The Gentlemen	UK/USA#	2020	Entertainment in Video
7	Dream Horse	UK	2021	Warner Bros
8	Military Wives	UK	2020	Lionsgate
9	The Haunting of Margam Castle	UK	2020*	4Digital Media
10	Saint Maud	UK	2020	StudioCanal

Source: Official Charts Company, BFI RSU

Notes:

Film made with independent (non-studio) US support or with the independent arm of a US studio.

'Year of theatrical release' here means the year in which a film was first released theatrically in the UK and Republic of Ireland. An asterisk (*) indicates the year of digital or physical video release in the UK for films that were not released theatrically in the UK or Republic of Ireland.

See notes to Table 1.

The most popular documentary film on physical video in the UK in 2021 was Edgar Wright's non-fiction feature debut, *The Sparks Brothers* (Table 4). The music biography, which looks at the careers of Ron and Russell Mael, the siblings behind US rock and pop group Sparks, is one of two portraits of musicians in the top 10, alongside *Tina* a film charting the life and career of legendary singer Tina Turner, helmed by Oscar® winning directing duo Daniel Lindsay and T. J. Martin.

Six of the top 10 documentary titles were released in 2021 although four of these were not shown in cinemas in the UK. *Tina* premiered simultaneously on video and

the Sky Documentaries channel, while *Robbo: The Bryan Robson Story*, *The Krays – Gangsters Behind Bars* and *Diana at Sixty* were all released directly to video.

Three of the films have appeared in this list previously. *They Shall Not Grow Old* features in the list for the fourth consecutive year (it was the UK's best-selling film on physical video in both 2018 and 2019), while *Apollo 11* and *Diego Maradona* both featured in the 2019 and 2020 top 10 lists. With the exception of the US film *Apollo 11*, all of the top 10 titles are UK qualifying productions.

Table 4 Top 10 best-selling documentary films on physical video formats, 2021

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	The Sparks Brothers	UK/USA	2021	Universal
2	Robbo: The Bryan Robson Story	UK	2021*	Spirit Entertainment
3	Tina	UK	2021*	Altitude
4	They Shall Not Grow Old	UK/NZ	2018	Warner Bros
5	Apollo 11	USA	2019	Dogwoof
6	The Krays: Gangsters Behind Bars	UK	2021*	High Fliers
7	Dettori	UK	2021	Spirit Entertainment
8	David Attenborough: A Life on Our Planet	UK	2020	Altitude
9	Diana at Sixty	UK	2021*	Reel2Reel
10	Diego Maradona	UK	2019	Altitude/Spirit Entertainment

Source: Official Charts Company, BASE, BFI RSU

Notes:

'Year of theatrical release' here means the year in which a film was first released theatrically in the UK and Republic of Ireland. An asterisk (*) indicates the year of digital or physical video release in the UK for films that were not released theatrically in the UK or Republic of Ireland.

See notes to Table 1.

Films from Asia accounted for six of the top 10 best-selling foreign language films on video in 2021 (Table 5). There are three films from China, two from Japan and one from South Korea. Three of these titles appeared in the 2020 top 10 list: *Skyfire* (in Chinese); *Weathering with You* (in Japanese) and the Oscar® and BAFTA winning *Parasite* (in Korean). The latter was both the top-selling foreign language film on physical video in 2020 and that year's highest grossing foreign language film at the UK and Republic of Ireland box office.

The four other titles in the 2021 top 10 all originate from Europe, including the year's top-selling foreign language film on video, the Russian sci-fi thriller *The Blackout: Invasion Earth*. Five of the films (*Vanguard*, *Skyfire*, *Winter War*, *Courage of One* and *Crazy Samurai: 400 vs 1*) were not released theatrically in the UK, although all of these titles were released at the cinema in other territories including their countries of origin.

Table 5 Top 10 best-selling foreign language films on physical video formats, 2021

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	The Blackout: Invasion Earth	Rus	2019	4Digital Media
2	Vanguard	Chn	2021*	Cine Asia
3	Pinocchio	Ita/Fra/UK	2020	Vertigo Releasing
4	The Eight Hundred	Chn	2020	Cine Asia
5	Weathering with You	Jpn	2020	Anime Limited
6	Skyfire	Chn	2020*	Patriot Films
7	Parasite	Kor	2020	Curzon Artificial Eye
8	Winter War	Slv	2021*	High Fliers
9	Courage of One	Prt	2021*	Parkland Entertainment
10	Crazy Samurai: 400 vs 1	Jpn	2021*	Spirit Entertainment

Source: Official Charts Company, BFI RSU

Notes:

Films are labelled as 'foreign language' if their original language was not English, regardless of whether the option to view the film dubbed in English is available on the physical video release.

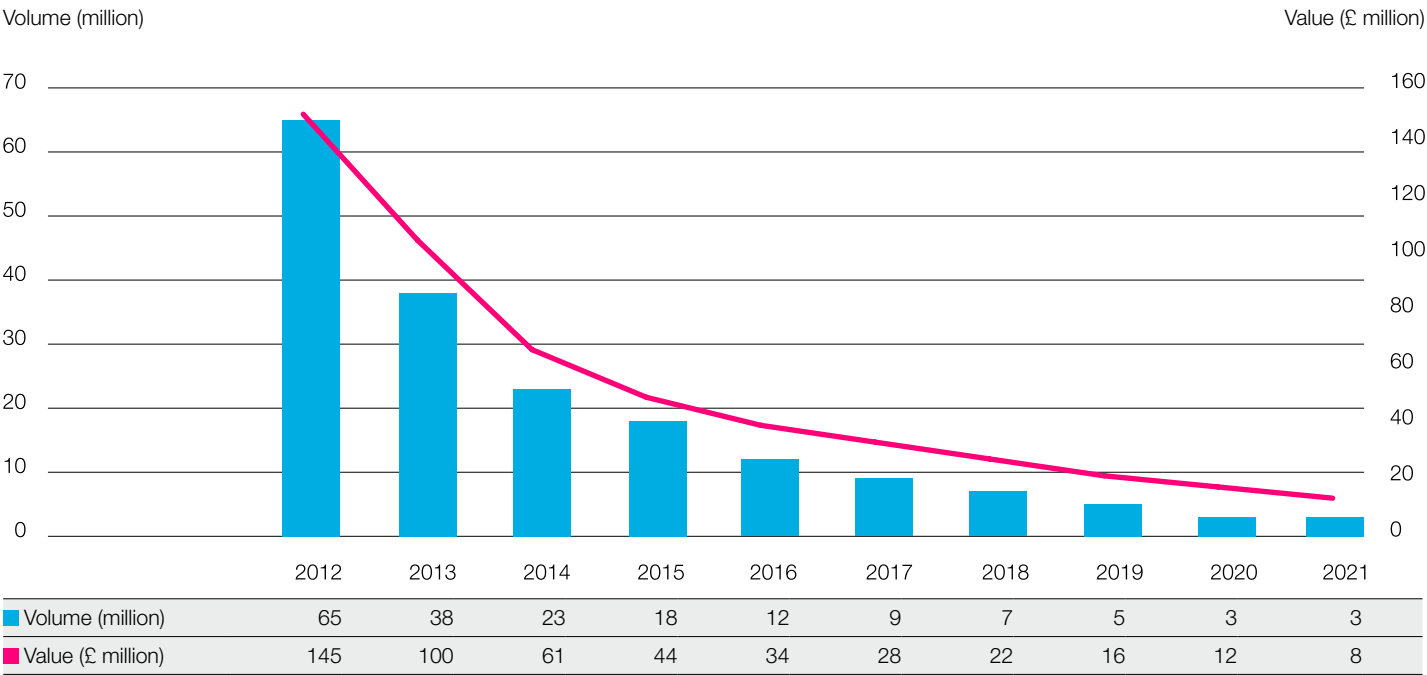
'Year of theatrical release' here means the year in which a film was first released theatrically in the UK and Republic of Ireland. An asterisk (*) indicates the year of digital or physical video release in the UK for films that were not released theatrically in the UK or Republic of Ireland.

See notes to Table 1.

The physical video rental market

While competition from digital video has contributed to a significant contraction in the video sell-through market in recent years, its impact on the rental market has been more consequential. As Figure 5 shows, revenues from rentals in 2021 (£8 million) represent less than 6% of the market's value in 2012 (£145 million), while the volume of transactions in 2021 (3 million) represents a drop in rentals of 96% compared with 2012 (65 million).

Figure 5 Film on physical video, rentals 2012-2021



Source: Omdia

Note: Figures have been updated since publication of the 2021 Statistical Yearbook and now only include film-only values.



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