



**FILM ON
PHYSICAL VIDEO**

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FACTS IN FOCUS

Despite increasing competition from digital video and a decade plus of falling revenues, physical video remains an important element of the film value chain, illustrating that there is still an audience for film that appreciates physical ownership. In 2019, feature film physical video sales and rentals in the UK generated £370 million.

- The value of sales for all categories of video on physical media in 2019 was just under £477 million; sales of feature film on video accounted for £347 million.
- There were 48 million sales of all categories of video on physical media, with feature film accounting for 39 million sales.
- Film accounted for 81% of the volume of the physical sell-through market and 73% of the value. UK films accounted for over one third (37%) of all films sold on video.
- The most popular purchase on physical video in 2019 was *Bohemian Rhapsody*; the most popular genre was action/adventure.
- The value of the physical video rental market for film in 2019 was £23 million, with online rental (with postal delivery) accounting for 82% of all feature film rental transactions.

FILM ON PHYSICAL VIDEO

FILM IN THE PHYSICAL VIDEO RETAIL MARKET

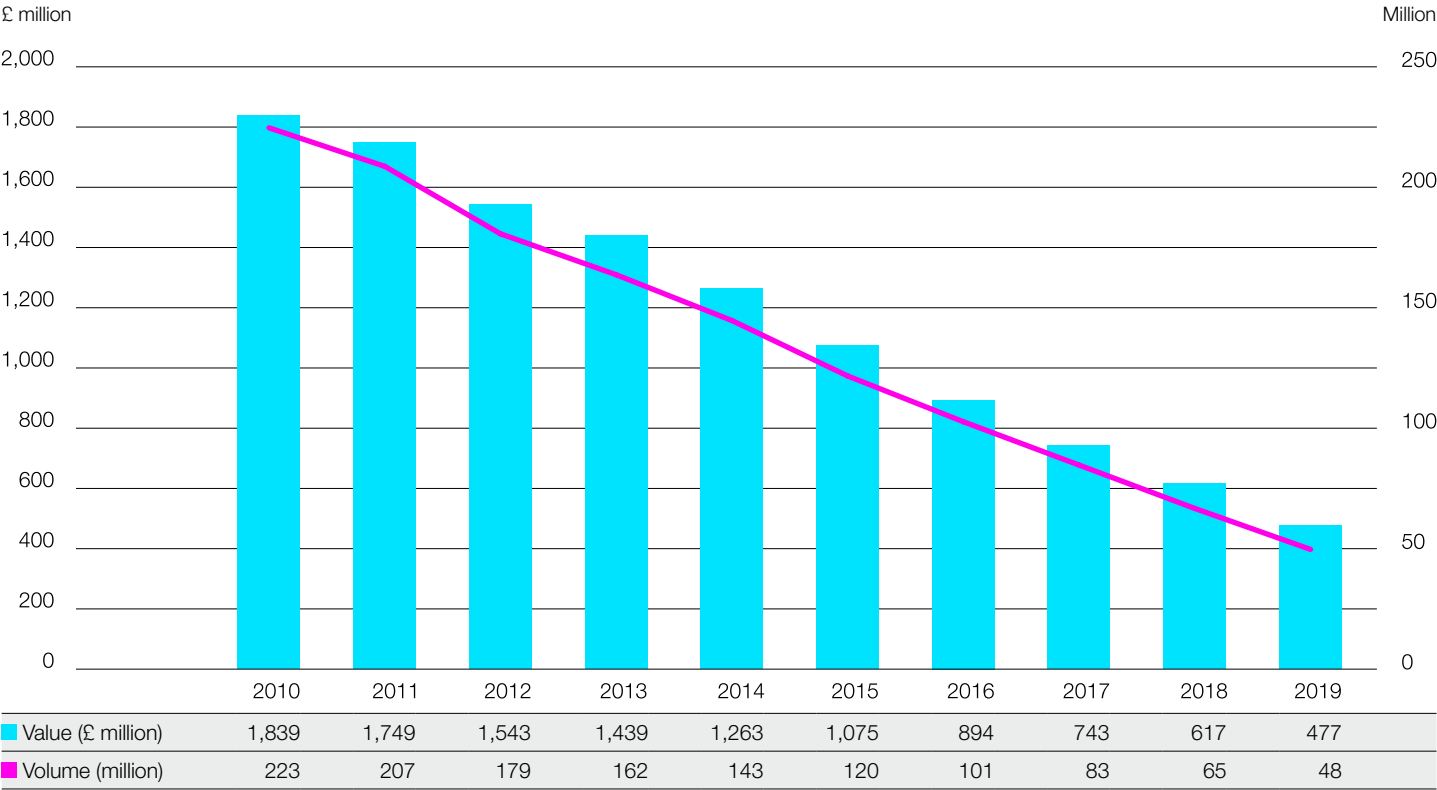
'Video' is used in this section as the generic description of all physical video, including DVD, Blu-ray and other physical formats, in line with the definition used by BASE, the British Association for Screen Entertainment; it does not include downloads which are discussed in the Film on digital video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

As Figure 1 shows, both the value and volume of physical video sales in all categories in the UK have declined each year between 2010 and 2019. (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 in the UK decreased by 74% over the decade, while the volume of sales decreased by 78%.

In 2019, 48 million videos were sold in the UK (down 26% compared with 2018) with a total market value of £477 million (down 23% compared with 2018). DVDs accounted for the majority of video sales (73% by value and 81% by volume), while Blu-ray disc purchases accounted for 27% of sales by value and 19% 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.)

Feature film represented approximately 73% of the physical sell-through market by value (£347 million) and 81% by volume (39 million units) in 2019. UK films accounted for around 40% of sales by value (an increase from 35% in 2018) and 37% of sales by volume (a decrease from 39% in 2018).

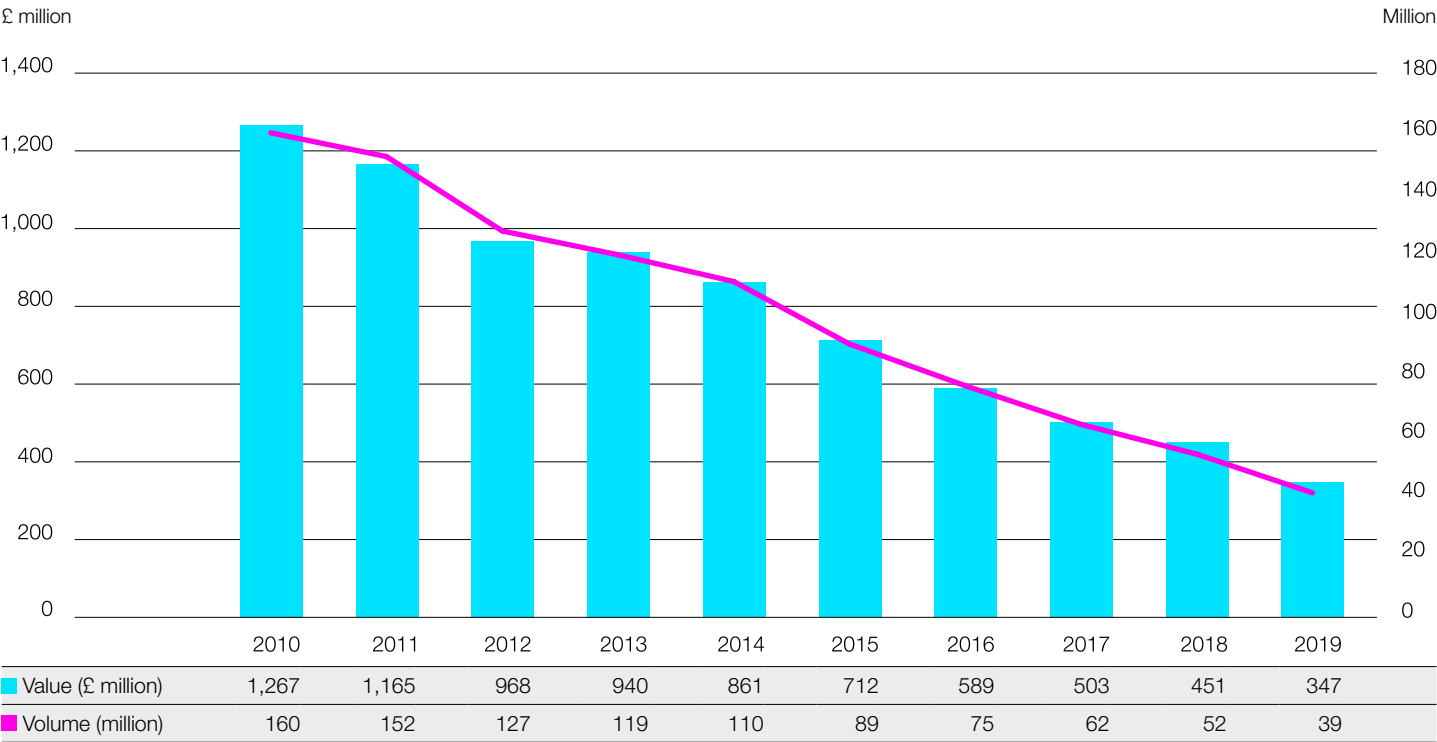
Figure 1 Retail video sales (all categories), 2010-2019



Source: Omdia
Note: Data in this table includes all categories of retail video, not only film.

As Figure 2 shows, the trend for sales of film on physical video between 2010 and 2019 has mirrored that of the overall physical sell-through market (Figure 2). The value of the retail market for film on physical video in the UK decreased by 73% over the decade, while the volume of sales decreased by 76%.

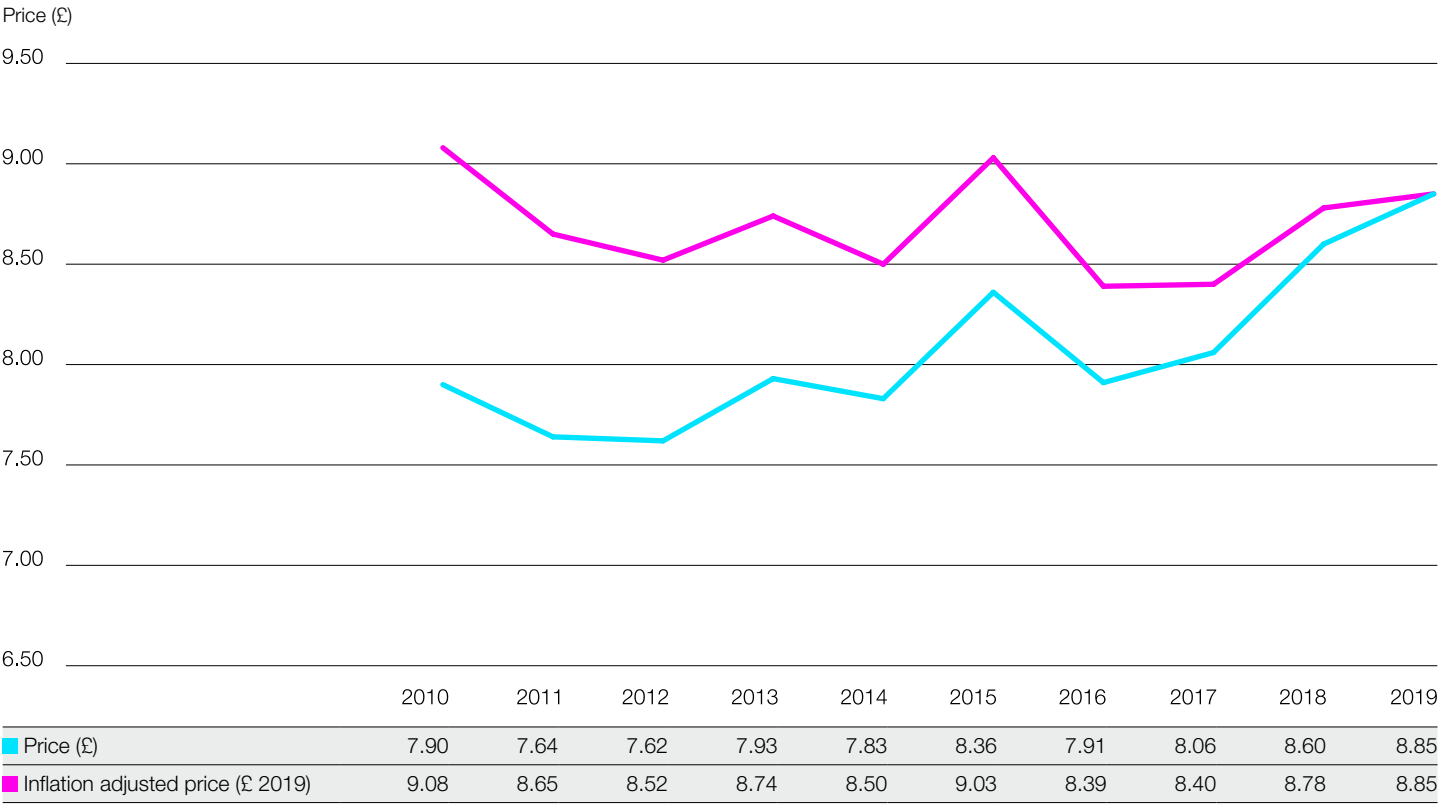
Figure 2 Film on physical video retail sales, 2010-2019



Source: BFI RSU analysis of Official Charts Company and BASE data
Note: Includes some feature films which would be classified as 'children's' videos in the BASE Yearbook.

Figure 3 shows the average unit price for film on physical video formats between 2010 and 2019. There has been an overall upward trend over the decade, with average prices rising from £7.90 in 2010 to £8.85 in 2019. However, when adjusted for inflation, the average unit price looks more consistent over time, falling most years between £8.50 and £9.00 when expressed in 2019 pounds.

Figure 3 Average retail price of film per unit, 2010-2019



Source: BFI RSU analysis of Official Charts Company and BASE data

Notes:

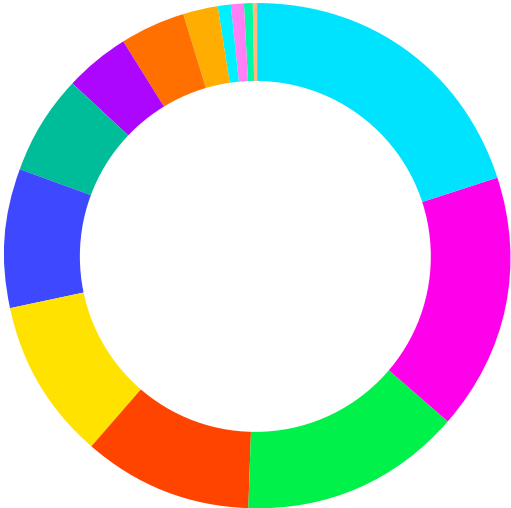
The deflator used to calculate real values is the UK whole economy deflator, which can be found at <https://www.gov.uk/government/statistics/gdp-deflators-at-market-prices-and-money-gdp-september-2020-quarterly-national-accounts>.

Inflation adjusted values expressed in constant 2019 pounds.

Figure 4 shows that the most popular genre for film on sell-through video in 2019 was action/adventure, which accounted for 20% of the market (24% in 2018). Drama was the next most popular with 16% of sales, followed by children’s animated with 14%. (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 the Top films in 2019 chapter.)

Figure 4 Sales of film on physical video formats by genre, 2019

Genre	%
Action/adventure	20.3
Drama	16.4
Children’s animated	14.1
Sci-fi	10.7
Child/family	10.2
Comedy	9.1
Horror	6.4
Thriller	4.1
Musical	4.1
War	2.3
Western	0.8
Documentary	0.7
Anime	0.7
Adult	0.1
Bollywood	<0.1
Other	<0.1



Source: Official Charts Company, BASE



Image: Avengers: Endgame © Marvel Studios

TOP FILMS ON PHYSICAL VIDEO

Table 1 shows the top 10 best-selling films on physical video in 2019. The list is headed by *Bohemian Rhapsody*, one of seven titles released at the UK and Republic of Ireland box office in 2018. The remainder of the list is made up of 2019 theatrical releases, including the year's top earning film, *Avengers: Endgame*. There are five UK qualifying films in the list, all of which are US studio-backed productions.

Table 1 Top 10 best-selling films on physical video formats, 2019

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	Bohemian Rhapsody	UK/USA	2018	20th Century Fox
2	Avengers: Endgame	UK/USA	2019	Walt Disney
3	A Star Is Born	USA	2018	Warner Bros
4	Fantastic Beasts: The Crimes of Grindelwald	UK/USA	2018	Warner Bros
5	Mary Poppins Returns	UK/USA	2018	Walt Disney
6	Toy Story 4	USA	2019	Walt Disney
7	The Lion King	UK/USA	2019	Walt Disney
8	Aquaman	USA	2018	Warner Bros
9	Captain Marvel	USA	2018	Walt Disney
10	Venom	USA	2018	Sony

Source: Official Charts Company

The top 10 best-selling UK qualifying films on physical video in 2019 include five titles which also appear in the overall top 10 list. The table is headed by the year's overall top-selling film on physical video, *Bohemian Rhapsody*, one of three titles released theatrically in 2018 (Table 2). The seven remaining titles in the list were released theatrically in 2019. All of the top 10 films are studio-backed productions.

Table 2 Top 10 best-selling UK qualifying films on physical video formats, 2019

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	Bohemian Rhapsody	UK/USA	2018	20th Century Fox
2	Avengers: Endgame	UK/USA	2019	Walt Disney
3	Fantastic Beasts: The Crimes of Grindelwald	UK/USA	2018	Warner Bros
4	Mary Poppins Returns	UK/USA	2018	Walt Disney
5	The Lion King	UK/USA	2019	Walt Disney
6	Aladdin	UK/USA	2019	Walt Disney
7	Rocketman	UK/USA	2019	Paramount
8	Spider-Man: Far From Home	UK/USA	2019	Sony
9	Dumbo	UK/USA	2019	Walt Disney
10	Fast & Furious: Hobbs & Shaw	UK/USA	2019	Universal

Source: Official Charts Company, BFI RSU

The list of the top 10 best-selling UK independent films on physical video in 2019 is headed by *Stan & Ollie*, which was released theatrically in the same year. In total, seven of the top 10 titles were 2019 theatrical releases, the highest number of any of the main three top 10 lists. The remaining titles were all released theatrically in 2018, including *Darkest Hour*, which appears in the list for the second consecutive year.

Table 3 Top 10 best-selling UK independent films on physical video formats, 2019

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	Stan & Ollie	UK/USA/Can [#]	2019	Entertainment One
2	Fisherman's Friends	UK	2019	Entertainment
3	Angel Has Fallen	UK/USA [#]	2019	Lionsgate
4	Robin Hood	UK/USA [#]	2018	Lionsgate
5	Hellboy	UK/USA [#]	2019	Lionsgate
6	King of Thieves	UK/Fra	2018	StudioCanal
7	The Favourite	UK/USA/Ire [#]	2019	20th Century Fox
8	Mary Queen of Scots	UK/USA [#]	2019	Universal
9	Fighting with My Family	UK/USA [#]	2019	Lionsgate
10	Darkest Hour	UK/USA [#]	2018	Universal

Source: Official Charts Company, BFI RSU

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

The UK's best-selling documentary feature on physical video in 2019 was Peter Jackson's *They Shall Not Grow Old* (Table 4). A 2019 BAFTA nominee, the film was also the most popular documentary on physical video in 2018, and is one of four titles in the top 10 released theatrically in that year. The remaining films in the top 10 were all 2019 theatrical releases, and include the year's highest grossing documentary at the UK and Republic of Ireland box office, *Apollo 11*.

For the first time, this list now includes concert documentaries. There are two top 10 titles in this category – *Liam Gallagher: As It Was*, a film following the ex-Oasis frontman's 2018 solo tour, and *Western Stars*, a filmed performance of Bruce Springsteen's 2019 album of the same name.

Six of the top 10 films are UK qualifying productions.

Table 4 Top 10 best-selling documentary films on physical video formats, 2019

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	They Shall Not Grow Old	UK/NZ	2018	Warner Bros
2	Apollo 11	USA	2019	Dogwoof
3	Liam Gallagher: As It Was	UK	2019	Altitude/Spirit Entertainment
4	Free Solo	USA	2018	Dogwoof
5	Busby	UK	2019	Altitude/Spirit Entertainment
6	Western Stars	USA	2019	Warner Bros
7	The Edge	UK	2019	Spirit Entertainment
8	Spitfire	UK	2018	Altitude/Spirit Entertainment
9	The Accountant of Auschwitz	Can	2018	Signature Entertainment
10	Diego Maradona	UK	2019	Altitude/Spirit Entertainment

Source: Official Charts Company, BFI RSU

For the second consecutive year, Studio Ghibli titles dominate the list of best-selling foreign language films on physical video. The 2019 top 10 includes seven films produced by the renowned Japanese animation house, the top ranked of which is Hayao Miyazaki's 2003 Oscar® winner *Spirited Away*. (Six of the Studio Ghibli titles were directed by Miyazaki.)

The list features one other Japanese title – Hirokazu Koreeda's 2018 Palme d'Or winner *Shoplifters* – and two European language titles – Pawel Pawlikowski's 2019 Oscar® nominee *Cold War* (in Polish) and Andrei Tarkovsky's final Soviet-era film *Stalker* (in Russian).

Table 5 Top 10 best-selling foreign language films on physical video formats, 2019

Rank	Title	Country of origin	Year of theatrical release	Distributor
1	Spirited Away	Jpn	2003	StudioCanal
2	My Neighbour Totoro	Jpn	1989	StudioCanal
3	Princess Mononoke	Jpn	2001	StudioCanal
4	Cold War	Pol/UK/Fra	2018	Curzon Artificial Eye
5	Shoplifters	Jpn	2018	Thunderbird Releasing
6	Kiki's Delivery Service	Jpn	1991	StudioCanal
7	Ponyo	Jpn	2010	StudioCanal
8	Laputa: Castle in the Sky	Jpn	1986	StudioCanal
9	Stalker	USSR	1979	Curzon Artificial Eye
10	Grave of the Fireflies	Jpn	1988	StudioCanal

Source: Official Charts Company, BFI RSU

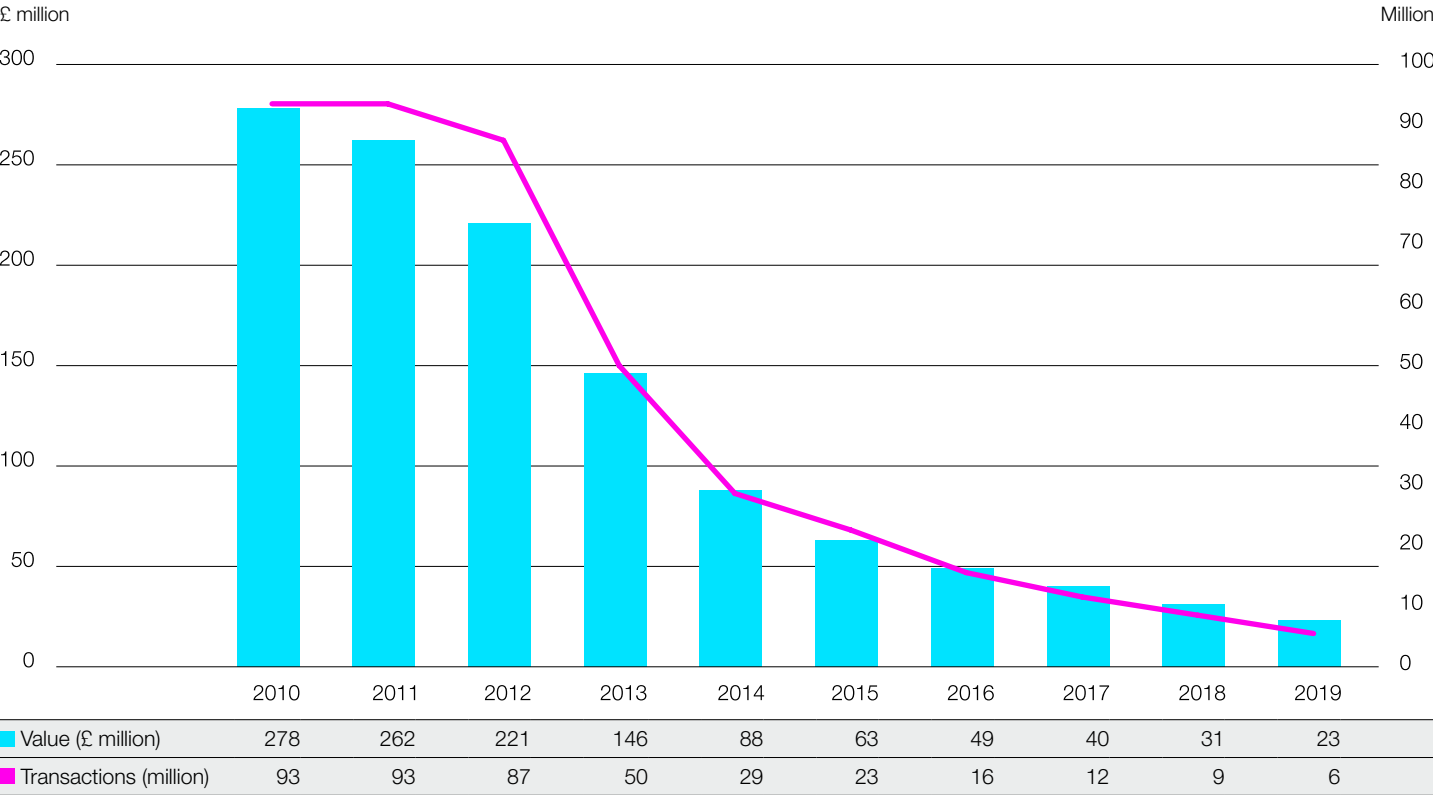
Note: The animated films in this table were all released on physical video with the option to view either with the original Japanese language soundtrack (with English subtitles) or with a dubbed version.

FILM IN THE PHYSICAL VIDEO RENTAL MARKET

At £23 million, revenues from physical video rentals in 2019 represented less than 8% of the market's value in 2010 (£278 million), while the volume of transactions saw a decrease of 94%, from 93 million in 2010 to six million in 2019 (Figure 5).

The average price of a physical video rental in 2019 was £3.86, and online renting of physical discs (with postal delivery) accounted for 82% of rental transactions.

Figure 5 Film on physical video rental market, 2010-2019



Source: Omdia
Note: Data for 2010-2018 has been revised since publication of the 2019 Statistical Yearbook.



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