

Box office hits are failing to match pre-pandemic levels

Weekly gross US box office (\$mn)



FT graphic: Chris Campbell Source: Box Office Mojo; FT research © FT

Comment on the graph

What The Graph 26: teacher notes

Notes/comments

- From an article about cinema revenues, in the Financial Times (hence the pink background!)
- Have they highlighted the 9 movies that made the most money?
- In the first (and sometimes the second) week of release the 'big' movies really dominate.
- The graph shows the number of million dollars cinemas in the USA have taken in entrance fees each week, over the past (nearly) 4 years.
- Would the figures be similar in other countries?
- All of the 'big' films are sequels, or are part of the same 'cinematic universe', except for *Tenet*. (*No Time to Die* is a James Bond film, and *The Lion King* is a remake of the original cartoon version.)
- The dotted line shows the 'four week rolling average'. They take the mean of the previous 4 weeks and plot that. What is the effect of this?
- The moving average (the usual name for 'rolling average') smooths out sudden rises and falls to allow us to see the pattern more clearly.
- Moving averages are sometimes plotted at the end of the period (here: 4 weeks) and sometimes in the middle. How can we tell that here they have plotted them at the end?
- Can we tell which movie took the most money?
- Wikipedia gives the numbers for the USA & Canada combined: Avengers: Endgame: \$858.3 million, Spider-Man: No Way Home: \$814.1 million, Top Gun: Maverick: \$716 million.

Sources:

- <https://www.ft.com/content/ec2d54cf-8612-41d4-9ae2-1fbf9f06dd0b>
- https://en.wikipedia.org/wiki/Spider-Man:_No_Way_Home#Box_office
- https://en.wikipedia.org/wiki/Top_Gun:_Maverick#Box_office
- https://en.wikipedia.org/wiki/Avengers:_Endgame#Box_office