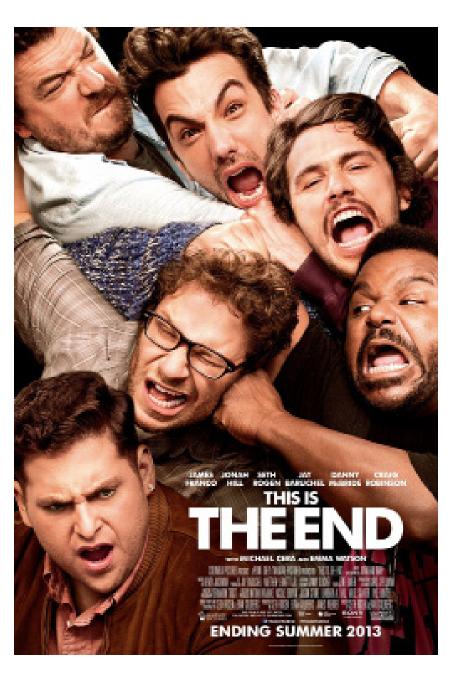
Distribution 3 – Can British films compete with Hollywood films?



Arrival activity

Look at the poster for the Hollywood comedy *This is the End* (Rogan and Goldberg, 2013).

What are your initial impressions of how it sells the film?



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Task 1

In small groups, look at the following details taken from Box Office Mojo and answer the questions at the end.

This is the End (Rogan and Goldberg, 2013)

Box Office Mojo

Distributor: Sony / Columbia	Release Date: June 12, 2013 (North America)
Genre: Comedy	Runtime: 1hrs. 47 min.
MPAA Rating: R	Production Budget: \$32 million
Total Lifetime Grosses	
Domestic:	\$101,470,202 (North American) 80.5%
+Foreign:	\$24,571,120 19.5%

= Worldwide:

\$126,041,322

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The World's End (Wright, 2013)

Box Office Mojo

Distributor: Focus Features	Release Date: August 23, 2013 (North America)
Genre: Comedy	Runtime: 1hrs. 49 min.
MPAA Rating: R	Production Budget: \$20 million
Total Lifetime Grosses	
Domestic:	\$26,004,851 (North American) 56.4%
+Foreign:	\$20,084,436 43.6%

= Worldwide:

\$46,089,287

- Does this information tell us why *This is the End* was the more successful film at the box office?
- What information is missing from these statistics that may give a more detailed picture of the relative success (or not) of both films?
- As a group, why do you think *This is the End* grossed far more than *The World's End*?
- How much of this was down to the fact that *The World's End* is a British film?

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Task 2

Look at this trailer for *This is the End*. Does this reinforce some of your discussions on the statistics as to why it was more successful than *The World's End*?



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Follow-up work

- Try to find out what the gross UK box office was for *The World's End* and *This is the End*.
- Assess the critical reception for these films by reading the following two reviews from the Daily Mail.

Review: *This is the End* Review: *The World's End*

- How do the reviews differ?
- What impact do you think these had on the overall UK box office for both films?