



Summary of Weather's Impact on Film Box Office Revenue

Releasing a film during key summer or winter dates, when millions of potential audience members have greater availability, can be a key strategic decision for film studios and distributors. WeatherBill's study of weather's impact on film box office revenue identifies sensitivities to both temperature and precipitation levels. The study analyzes nearly 10 year's worth of weather and film box office revenue data on top-grossing films in regions that account for the majority of UK movie theater admissions, to identify and quantify the financial impact of weather. The following summary identifies the key facts and findings.

1. The number one weekend box office film is not affected by the presence or lack of rain. This may indicate that the bigger the blockbuster, the less likely weather will deter or motivate people to attend.
2. The number one film earns 9% less on warm weekends than cooler weekends.
3. Films in the weekend box office top 10 make 10% less revenue on unusually warm weekends.
4. Films in the weekend box office top 10 earn 9% less on a completely dry weekend than a weekend with even the slightest amount of rain.
5. Films ranked 8th, 9th and 10th in the weekend box office earn 30% less revenue on unusually warm weekends.
6. Lower-grossing films are more temperature sensitive than higher-grossing films.
7. Box office revenue is lower during unusually warm weekends between May and August.
8. Box office revenue during the months of April, June, and July shows that moviegoers prefer dry weather during a warmer month than dry weather during a colder month.
9. In the UK, the month of October has the highest average daily rainfall. During October weekends that are drier than usual, box office revenue declines notably.
10. The weather's impact on box office revenue, as measured by temperature, precipitation, time-of-year, and box office rank, is summarized in the following tables:

Effect of weather on revenue from top-grossing films, by box office rank

**highlighted coefficients are statistically different from zero at the 10% significance level

	warm weekend	dry weekend
all 10 top-grossing films	-10.3%	-8.8%
1	-9.1%	-8.9%
2	-10.4%	-14.7%
3	-14.9%	-9.6%
4	-19.3%	-11.6%
5	-21.6%	-13.7%
6	-23.2%	-15.4%
7	-27.9%	-14.1%
8	-31.2%	-9.1%
9	-32.6%	-9.7%
10	-31.3%	-9.8%

Effect of weather on revenue from top-grossing films, by month

	warm weekend	dry weekend
Jan	9.8%	2.1%
Feb	-9.7%	0.2%
Mar	-0.6%	-3.1%
Apr	-2.7%	-8.6%
May	-19.0%	-1.2%
June	-10.3%	-12.3%
July	-9.2%	-11.4%
Aug	-9.1%	1.2%
Sept	-4.3%	1.0%
Oct	-2.6%	-5.7%
Nov	3.2%	-1.4%
Dec	-4.6%	-7.3%

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