



All-time top 100 films re-assessed - Gone With the Wind comes out on top.

London 5th September 2005: Despite the constant barrage of box office records being broken, it might be surprising to discover that today's era is not amongst the most successful periods of film-making history. The list of the top one hundred most successful films of all time, based on inflation adjusted figures, is topped by a film from the 1930's.

What is clear from the list of the most successful films is that, like everything else, movies go through fashionable periods. Animation was popular in the 1930's, 40's, 50's and 60's with none appearing in the top one hundred during the 1970's and 80's until a revival of the genre in the 1990's and 2000s. Fantasy is at its peak right now, with the appearance of Harry Potter and Lord of the Rings, while the heyday of the musical was the 1960's and 70's. Drama has the most entries in the top 100, but horror has the highest revenue per title.

The top ten contains only two films from the 1980's and 90's, whereas 2 films produced before 1940 appear in the top 10 biggest grossing films of all time.

One consistent element of the top 100 is the presence of the major studios. By the 1950's all eight of Hollywood's major studios show success. Twentieth Century-Fox has the highest number of titles in the top 100 with 17. Paramount and Disney have 15 each, Universal 11, Warner Bros 10 and Sony/Columbia nine. Of the new kids on the block New Line has three entries with the *Lord of the Rings* trilogy, as does Dreamworks, with *Shreks 1 and 2* and *Saving Private Ryan*.

Author of the research David Hancock comments "Leaving aside the exceptional nature of the 1930s, we can see a peak in the film industry's fortunes in the 1960s and 1970s, and a relative decline since then. In the face of sustained and growing competition, cinema has ceded its predominant revenue position to other media. However, the medium has maintained its position as the glamour industry and, much more importantly, the platform for releases and revenue maximisation in downstream sectors. The fact that revenues have declined in cinema is more than made up for by the revenues earned in TV and Video/DVD. This analysis reflects the changes seen in the media as much as it reveals the cyclical nature of film-making."

Top 100 films of all time

US gross adjusted for inflation

	<i>studio</i>	<i>adjusted gross</i>	<i>year</i>	<i>genre</i>	
		\$000			
1	Gone With the Wind	MGM	1,262,779	1939	drama
2	Star Wars	Fox	1,113,248	1977	sci-fi
3	Sound of Music	Fox	890,096	1965	musical
4	ET	Universal	886,590	1982	fantasy
5	Ten Commandments	Paramount	818,750	1956	adventure
6	Titanic	Paramount	802,162	1997	Action
7	Jaws	Universal	800,493	1975	horror
8	Dr Zhivago	MGM	775,847	1965	drama
9	The Exorcist	Warner Bros	691,054	1973	horror
10	Snow White and Seven Dwarfs	Disney	681,250	1937	animation

Source: Box Office Ginca, Screen Digest

Editors' Notes

The data, forecasts and analysis contained in this press release are taken from the August edition of the Screen Digest Newsletter.

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