

Films box office in China in June

jiayu yi

Abstract:

With the development of cultural industries and economics, more Chinese people are likely to spend their time in the entertainment industry, and this is also a popular trend for people to major in or work for. At the top of the list of the entertainment industry is film. These days people are keen on watching movies at the cinema. Therefore, a monthly report for this field is vital; data analysis is key. For instance, I will explain the June monthly report.

Keywords: Films box, movie, China, monthly, Market analyst

1 Introduction

1.1 A Brief Introduction

The development of the Chinese box office is always fluctuating, which is associated with the development of related industries. The box office reflects the movie's popularity, and many different factors, such as marketing promotion, network marketing, and release time, determine the movie's box office. At the same time, there is also the quality and reputation of the film. If we want to understand the development prospects of movies, we can start by studying the box office, although some people suspect the authenticity of the box office.

1.2 Process

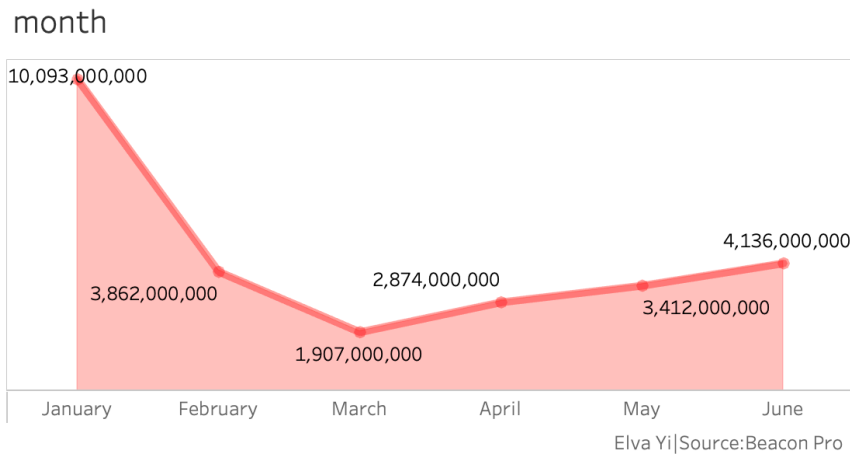
Before the monthly report, it is important to give an overview of the box office of the first half year to have a

smooth transition to the box office in June and find out the top 1 film during this period.

2 Audience

1. Market analyst: Those people need data to analyze the trend of the market, which can help them have a better glimpse into the market development, instructing their investment.
2. Filmmakers: Through the movie's box office, you can know the degree of your benefit and your investment income. At the same time, the movie's box office can also show their efforts.
3. Moviegoers: The box office data reflects how wonderful the film is, which is an excellent reference for the audience to decide whether or not to watch the movie.

3 What month is the highest grossing month at the box office?



We can see that January is the highest. After the end of the epidemic, a large number of movies were released during the Spring Festival, and many families went to watch movies together, which prompted the rapid rise of the box

office in January and domestic blockbusters such as “Full River Red” and “The Wandering Earth 2” attracted many audiences. But after the Spring Festival holiday, the box office in the following months fell rapidly, and during

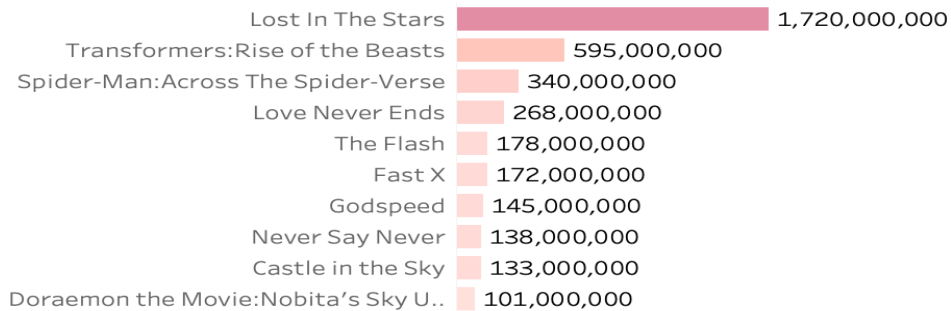
this period, many IPs didn't decide to come to publish. In the last month of the first half of the year, some popular movies were released in June, and the release time was the upcoming Dragon Boat Festival.

It is not difficult to find that the movie release coincides with people's holiday, a major means of film marketing.

More people go to the cinema during the holiday, and movie ticket prices are higher, which promotes the rise of movie box office revenue.

5 Which are the top films at the box office in June?

Top10 films at the box office



Elva Yi | Source: Beacon Pro

In June 2023, the total box office in the country was 4.131 billion yuan, the number of moviegoers reached 106 million, and the number of screenings reached 10.77 million.

According to the tableau, the monthly box office champion is "Lost In The Stars," with a monthly revenue of 1.7 billion yuan. It beats some popular IPs like Transformers. There are also foreign films that are no match for him.

Because of its wide publicity on Chinese social media, it has attracted the public's attention. It was selected to be screened during the Dragon Boat Festival, and the flow of people during the holiday period is very large. These factors are what make it stand out among the many films.

6 Which province contributes the most to the box office for "Lost In The Stars"?

Box office rankings by province in the country



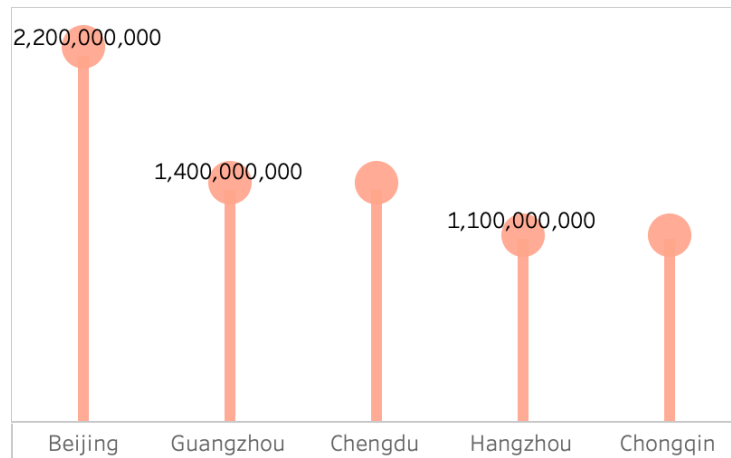
This map shows that Guangdong Province had the largest box office number in June, followed by Zhejiang Province and Sichuan Province. At the same time, we can also find that Tibet and Qinghai Province have the lowest box

office. The difference in box office numbers between provinces may be related to each province's economic development and population. The population of Tibet is much

smaller than Guangdong Province's, and its economic development is also worse than Guangdong Province's.

7 Which city contributes the most to the box office for "Lost In The Stars"?

Top5 Cities in China



Elva Yi|Source:Beacon Pro

From this tableau, we can see that the city with the most people is Beijing; Guangzhou and Chengdu are tied for second place, and Hangzhou and Chongqing are tied for third.

This also reflects some economic conditions. These cities have large populations and good economic development, which gives people in those cities more chances to watch this film.

Eight conclusion

In summary, from these four tableaus, we can find out that a film's box office is not only related to the release time

but also to the population and economic development of each place.

We cannot judge the reasons for a movie's high or low box office by just one part. We must understand the market situation clearly by analyzing different aspects of it. This is very important for those who analyze movie data. And this is also an important reference data for the audience.

9 reference

All data comes from Beacon Pro, which is a professional box office statistics software.