

# CASE STUDY: *THE WORLD'S END* (Wright, 2013): 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: <b>Sony / Columbia</b>	Release Date: <b>June 12, 2013 (North America)</b>
Genre: <b>Comedy</b>	Runtime: <b>1hrs. 47 min.</b>
MPAA Rating: <b>R</b>	Production Budget: <b>\$32 million</b>
Total Lifetime Grosses	
<b>Domestic:</b>	<b>\$101,470,202 (North American) 80.5%</b>
<b>+Foreign:</b>	<b>\$24,571,120 19.5%</b>

= **Worldwide:**

**\$126,041,322**

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*The World's End* (Wright, 2013)

Box Office Mojo

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