

DANCING, WEDDINGS AND LOVE - THE FOOTBALL SEASON IS IN FULL SWING

~ Chick Flicks may rival the beautiful game ~

8 October 2008: With the football season now in full swing and no end in sight, it is useful to know that there are other home entertainment options out there for those whose interests may lie elsewhere! The BVA, using data from the Official Charts company dating back from 1994, has compiled the all time Top 10 *Chick Flick* chart.

With the recent sales success of *Sex and the City – The Movie* propelling its Prada wearing stars to the top of the weekly charts, the BVA has created a Best Ever Chick Flick chart which shows that singing and dancing rule when it comes to feel-good feminine fun.

Grease takes the number position as the most popular chick flick film of all time with nearly 5 million copies sold. *Bridget Jones* and *Dirty Dancing* are also incredibly popular. *Gone with the Wind* – an all time chick flick classic also makes the Top 10. (The full chart is available in the notes to editors).

For those who would prefer to watch ‘Baby’, Grant, or Firth suffer in love - rather than Rooney, Gerrard or Lampard suffer for the love of football - this table could get you through the next few months.

With the total market volumes up 5% at the start of Q4 and total video sales now standing at 164 million, the imminent gift buying season will see a significant increase in sales in the final quarter of the year. Future chick flick releases such as *Mamma Mia*, as well as the wide selection of titles on Blu-ray, will all contribute to the continued growth of the home entertainment industry in 2008.

Lavinia Carey, Director General of the British Video Association says:

“Films aimed at the female audience are an important part of the home entertainment market. They offer a variety of entertainment to those less excited about the football matches taking over the TV listings again.

“As we continue to celebrate the 10th anniversary of DVD throughout 2008, we are delighted to see that the format continues to perform so strongly at the same time as we develop new ways to deliver high quality content to our audiences. In these difficult economic times, it is important to have a highly enjoyable form of entertainment which represents really good value.

“We are also now seeing Blu-ray establishing itself as *the* Hi Def disc format with consumers being offered opportunities to purchase an increasing number of new releases at the same time as standard definition releases. Blu-ray is now contributing to the overall market with its groundbreaking bonus features, superlative picture and sound quality, and has contributed to success of the home entertainment industry.”

Top Ten *Chick Flick* Bestsellers to date

(not inc boxsets. Data available from 1994 onwards. Some titles were released prior to this date)

Pos	Title	Label	Total sales
1	GREASE	PARAMOUNT HOME ENT	4.7m
2	BRIDGET JONES'S DIARY	UNIVERSAL PICTURES	4.5m
3	DIRTY DANCING	LIONSGATE	4.4m
4	LOVE ACTUALLY	UNIVERSAL PICTURES	3.3m
5	NOTTING HILL	UNIVERSAL PICTURES	3.2m
6	FOUR WEDDINGS AND A FUNERAL	20 th CENTURY FOX HE WALT DISNEY STUDIOS	2.6m
7	PRETTY WOMAN	HE	2.4m
8	BRIDGET JONES - THE EDGE OF REASON	UNIVERSAL PICTURES WALT DISNEY STUDIOS	2.1m
9	CALENDAR GIRLS	HE	2.0m
10	GONE WITH THE WIND	WARNER HOME VIDEO	1.8m

Source: Official Charts Company

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