

UNIC Update on Cinema-Going in 2016 9 February 2017 For Immediate Publication

UNIC: EUROPEAN CINEMA INDUSTRY SEES FURTHER GROWTH IN 2016

Brussels: 9 February 2017 – The International Union of Cinemas (UNIC), the body representing European cinema trade associations and key operators has today released its provisional update on admissions and box office revenues across Europe for 2016.

While some data remains to be collated and figures for certain territories are based only on initial estimates, the overview provided by UNIC represents the first wide-ranging assessment of the performance of the European cinema sector last year. More detailed final data on the performance of each territory will be released in Spring 2017.

European cinema-going in 2016

2016 has been a positive year for cinema operators in most European territories. Total admissions for EU Member States (where data was available) increased by **1.6 per cent** compared to 2015, while total admissions for all UNIC territories¹ increased by **2.6 per cent**, totalling more than **1.26 billion** visits to the cinema.

While the increase was also the result of a wide range of highly successful local films across Europe, box office was again dominated by strong international titles, including, but not limited to, *Rogue One: A Star Wars Story*, *Zootopia*, *Fantastic Beasts and Where to Find Them*, *The Secret Life of Pets* and *Ice Age: Collision Course*.

Once final box office figures for all UNIC territories are available, total box office revenues will be shared.

Increase in France, Russia and Southern Europe; stable results in UK and Turkey

France saw admissions increase by 3.6 per cent compared to 2015 and achieved its second-best performance for the past 50 years. Similarly, Russia enjoyed very positive results (box office +9.6 per cent / admissions +10.1 per cent), asserting itself as the second biggest UNIC territory with over 190 million admissions.

The Spanish cinema industry reached the symbolic mark of 100 million admissions, bolstered by popular local co-production *A Monster Calls* and despite a continuing high VAT rate on cinema tickets. In Italy, the local films *Quo Vado?* and *Perfetti Sconosciuti* helped the industry reach positive results in 2016 (box office +3.9 per cent / admissions +6.1 per cent). Following a highly successful 2015, Portugal again enjoyed a further increase in results (box office +2.2 per cent / admissions +2.2 per cent).

While the UK box office increased by 0.5 per cent in 2016 – beating a record set in 2015 – admissions slightly decreased by 2.1 per cent. This was primarily due to the unprecedented success of *SPECTRE* and *Star Wars: The Force Awakens* in the previous year. A similar trend was observed in Turkey (box office +2.2 per cent / admissions -3.0 per cent), where the box office was once again dominated by local productions.

¹ Including Albania, Bosnia and Herzegovina, Israel, Macedonia, Montenegro, Norway, Russia, Serbia, Switzerland and Turkey.

Decrease in Germany; varying fortunes in Scandinavia

The German cinema sector suffered a 12.4 per cent decrease in box office and 13 per cent decrease in admissions in 2016, as primarily local films found it hard to reproduce record-breaking performances of 2015. A similar trend could be observed in Austria (box office -2.4 per cent / admissions -5.2 per cent) and Switzerland (box office -9.4 per cent / admissions -7.2 per cent).

Box office and admissions in Scandinavian countries were bolstered by strong local titles, such as *En man som heter Ove* in Sweden (box office +6.3 per cent / admissions +4.2 per cent) and *Konges nei* in Norway (box office +11.7 per cent / admissions +9.0 per cent). Following record performances in 2015 and despite local productions leading the box office in 2016, Denmark (box office -6.0 per cent / admissions -5.1 per cent) and Finland (box office -0.8 per cent / admissions -1.8 per cent) did not share the same fortune.

Significant growth in Central and Eastern Europe

Reaching over 50 million admissions, the Polish sector recorded its best year ever (box office +17.6 per cent / admissions +16.5 per cent), bolstered by three local films ranked in the box office top five. Similarly, Slovakia (box office +23.5 per cent / admissions +23.8 per cent) and the Czech Republic (box office +20.5 per cent / admissions 20.6 per cent) enjoyed the most significant growth across UNIC territories in 2016. Several other Central and Eastern European countries experienced similarly positive developments in 2016, notably Bulgaria (box office +5.5 per cent / admissions +3.7 per cent), Hungary (box office +13.1 per cent / admissions +12.1 per cent) and Romania (box office +10.2 per cent / admissions +7.5 per cent). Positive results could also be observed in Estonia (box office +13.5 per cent / admissions +6.1 per cent), Latvia (box office +10.7 per cent / admissions +5.5 per cent) and Lithuania (box office +14.9 per cent / admissions +9.8 per cent).

Admissions per capita, European film share, outlook for 2017

Admissions per capita for all UNIC territories (where data was available) came in at 1.6 visits per year, a slight 0.1 point increase from 2015. France and Ireland (both at 3.3) experienced the highest rates of cinema-going.

Due to incomplete figures for several countries, it is too early to assess the total market share for European films in 2016.

The industry looks forward to a busy and exciting release schedule in 2017, one full of promising European as well as international titles.

Attachments

Table with tentative market performance indicators for 2016 (where available). Chart of top 5 films for selected territories.

Notes for editors

UNIC is the European trade grouping representing cinema exhibitors and their national trade associations across 36 European territories. More information available on unic-cinemas.org

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UNIC Update 2015-16 (prov.)

Country (Currency)	Box-office 2015-16 (Million, in local currency)			Admissions 2015-16 (Million)			Per Capita
	2016 (prov.)	2015	change (%)	2016 (prov.)	2015	change (%)	
Bosnia and Herzegovina (BAM)	4.7	4.6	2.4%	0.9	0.9	-2.5%	0.2
Austria (EUR)	132.8	136.0	-2.4%	15.0	15.8	-5.2%	2.0
Bulgaria (BGN)	48.4	45.9	5.5%	5.5	5.3	3.7%	0.8
Croatia (HRK)	132.4	115.4	14.7%	4.5	4.0	13.5%	1.0
Czech Republic (CZK)	2,011.0	1,669.2	20.5%	15.6	13.0	20.6%	1.5
Denmark (DKK)	1,127.5	1,200.0	-6.0%	13.5	14.2	-5.1%	2.4
Estonia (EUR)	17.7	15.6	13.5%	3.3	3.1	6.1%	2.5
Finland (EUR)	90.3	91.0	-0.8%	8.6	8.8	-1.8%	1.6
France (EUR)	n/d	1,331.3	n/d	212.7	205.3	3.6%	3.3
Germany (EUR)	1,023.0	1,167.1	-12.4%	121.1	139.2	-13.0%	1.5
Greece (EUR)	64.4	63.4	1.6%	10.0	9.8	2.2%	0.9
Hungary (HUF)	19,840.4	17,537.7	13.1%	14.6	13.0	12.1%	1.0
Ireland (EUR)	107.5	104.1	3.3%	15.8	15.2	4.0%	3.3
Israel (ILS)	544.3	507.0	7.4%	17.0	15.6	9.1%	2.0
Italy (EUR)*	661.8	637.3	3.9%	105.4	99.4	6.1%	1.7
Latvia (EUR)	12.4	11.2	10.7%	2.5	2.4	5.5%	1.3
Lithuania (EUR)	17.7	15.4	14.9%	3.7	3.3	9.8%	1.3
Montenegro and Serbia (RSD)**	1,374.1	1,182.7	16.2%	3.5	3.2	11.5%	0.4
Netherlands (EUR)	287.6	275.7	4.3%	34.2	33.0	3.7%	2.0
Norway (NOK)	1,375.2	1,231.4	11.7%	13.1	12.0	9.0%	2.5
Poland (PLN)	967.5	822.9	17.6%	52.1	44.7	16.5%	1.4
Portugal (EUR)	76.7	75.0	2.2%	14.9	14.6	2.2%	1.4
Romania (RON)	228.0	206.9	10.2%	12.0	11.2	7.5%	0.6
Russia (RUB)	48,479.7	44,216.8	9.6%	192.1	174.4	10.1%	1.3
Slovakia (EUR)	29.3	23.7	23.5%	5.7	4.6	23.8%	1.0
Slovenia (EUR)	10.8	10.3	4.4%	2.1	2.1	0.2%	1.0
Spain (EUR)	605.5	571.6	5.9%	101.0	94.2	7.2%	2.2
Sweden (SEK)	1,931.7	1,816.7	6.3%	17.8	17.0	4.2%	1.8
Switzerland (CHF)	207.7	229.3	-9.4%	13.7	14.8	-7.2%	1.6
Turkey (TRY)	696.2	681.4	2.2%	58.6	60.5	-3.0%	0.7
UK (GBP)	1,246.6	1,240.4	0.5%	168.3	171.9	-2.1%	2.6

Source: UNIC members 2016/2015

Complementary information from CZ (Unie Filmových Distributorů), DE (Filmförderungsanstalt), EE (Eesti Filmi Instituut & Baltic Films Co-operation Platform), HR (Hrvatski Audiovizualni Centar), HU (Nemzeti Média- és Hírközlési Hatóság), LT (Lietuvių Filmu Centras & Baltic Films Co-operation Platform), LV (Nacionālais kino centrs & Baltic Films Co-operation Platform), PL (Polski Instytut Sztuki Filmowej), PT (Instituto do Cinema e do Audiovisual), RU (Nevafilm Research), SK (Unia filmových distribútorov).

* Cinetel: 90 per cent of the market. Global results to be published in Spring 2017.

** Data collected for Montenegro and Serbia are combined due to local distribution practices.

UNIC Update 2015-16 Top 5 Films per Territory (prov.)

Country	TOP 1	TOP 2	TOP 3	TOP 4	TOP 5
Austria	The Secret Life of Pets	Finding Dory	Ice Age: Collision Course	Rogue One: A Star Wars Story	The Revenant
Bulgaria	Ice Age: Collision Course	The Secret Life of Pets	Zootopia	The Angry Birds Movie (Finland)	The Jungle Book
Croatia	Ice Age: Collision Course	Deadpool	Suicide Squad	Rogue One: A Star Wars Story	Batman v Superman: Dawn of Justice
Czech Republic	Anděl Páně 2	The Secret Life of Pets	Fantastic Beasts and Where to Find Them	Bridget Jones's Baby	Lída Baarová
Denmark	Flaskepost fra P	Klassefesten 3	The Revenant	Zootopia	Rogue One: A Star Wars Story
Estonia	Klassikokkutulek	Ice Age: Collision Course	The Secret Life of Pets	Zootopia	Deadpool
Finland	Risto Räppääjä ja yöhaukka	The Angry Birds Movie	Kanelia kainaloon, Tatu ja Patu!	The Secret Life of Pets	Luokkakokous 2 - Polttarit
France	Zootopia	Les Tuche 2: le rêve américain	Moana	The Revenant	Deadpool
Germany	Zootopia	The Secret Life of Pets	Finding Dory	Star Wars: The Force Awakens	Rogue One: A Star Wars Story
Greece	The Revenant	Finding Dory	Batman v Superman: Dawn of Justice	Inferno	Star Wars: The Force Awakens
Hungary	The Secret Life of Pets	Rogue One: A Star Wars Story	Deadpool	Star Wars: The Force Awakens	Dirty Grandpa
Ireland	Bridget Jones's Baby	Finding Dory	The Secret Life of Pets	The Jungle Book	Fantastic Beasts and Where to Find Them
Israel	The Secret Life of Pets	Zootopia	Trolls	The Jungle Book	Batman v Superman: Dawn of Justice
Italy*	Quo Vado?	Perfetti Sconosciuti	Finding Dory	Fantastic Beasts and Where to Find Them	The Revenant
Latvia	The Secret Life of Pets	Ice Age: Collision Course	Zootopia	Suicide Squad	Deadpool
Lithuania	Tarp mūsų, berniukų	Gautas Iskvietimas	Gautas Iskvietimas 3	Ice Age: Collision Course	The Secret Life of Pets
Netherlands	Bridget Jones's Baby	Finding Dory	The Secret Life of Pets	The Jungle Book	Fantastic Beasts and Where to Find Them
Norway	Kongens nei	Snekker Andersen og Julenissen	Børning 2	Me Before You	Ice Age: Collision Course
Poland	Pitbull. Niebezpieczne Kobiety	Planeta Singli	Rogue One: A Star Wars Story	Pitbull. Nowe Porządki	Ice Age: Collision Course
Portugal	The Secret Life of Pets	Suicide Squad	Finding Dory	Deadpool	Zootopia
Russia	Zootopia	The Secret Life of Pets	Deadpool	Suicide Squad	Ekipazh
Serbia and Montenegro**	Stado	Ice Age: Collision Course	Jesen Samuraja	The Secret Life of Pets	Deadpool
Slovakia	Finding Dory	The Secret Life of Pets	Ice Age: Collision Course	Fantastic Beasts and Where to Find Them	Zootopia
Spain	A Monster Calls	The Secret Life of Pets	Finding Dory	The Jungle Book	The Revenant
Sweden	En man som heter Ove	Zootopia	Finding Dory	The Jungle Book	Rogue One: A Star Wars Story
Switzerland	The Secret Life of Pets	The Revenant	Heidi	Zootopia	Finding Dory
Turkey	Dag 2	Kardesim Benim	Denemin Fisi	Osman Pazarlama	Gorumce
UK	Rogue One: A Star Wars Story	Fantastic Beasts and Where to Find Them	Bridget Jones's Baby	The Jungle Book	Finding Dory

■ National films
 ■ Non-national EU films (country of origin)
 ■ National qualified productions

Source: UNIC members 2016/2015

Complementary information from CZ (Unie Filmových Distributoru), DE (Filmförderungsanstalt), EE (Eesti Filmi Instituut & Baltic Films Co-operation Platform), HR (Hrvatski Audiovizualni Centar), HU (Nemzeti Média- és Hírközlési Hatóság), LT (Lietuvių Filmu Centras & Baltic Films Co-operation Platform), LV (Nacionālais kino centrs & Baltic Films Co-operation Platform), PL (Polski Instytut Sztuki Filmowej), PT (Instituto do Cinema e do Audiovisual), RU (Nevafilm Research), SK (Unia filmových distribútorov).

* Cinetel: 95 per cent of the market. Global results to be published in Spring 2017.

** Data collected for Montenegro and Serbia are combined due to local distribution practices.