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GOOD AFTERNOON EVERYONE!

ON BEHALF OF UNIC, THE INTERNATIONAL UNION OF CINEMAS, WELCOME TO CINEEUROPE 2024.

IT'S GREAT TO BE BACK WITH YOU, CELEBRATING OUR INDUSTRY.

WITH OUR PARTNERS AT THE FILM EXPO GROUP, WE'VE PUT TOGETHER A SCHEDULE THAT HAS IT ALL: GREAT SCREENINGS, SLATE PRESENTATIONS, SEMINARS, PANELS – AND A CUTTING-EDGE TRADE SHOW.

THIS MORNING, WE KICKED OFF THE SHOW WITH A SESSION ON LEADERSHIP SKILLS THEN HEARD LEADING INDUSTRY EXECUTIVES SET OUT THEIR VISION FOR THE FUTURE OF OUR SECTOR.

WE ALSO HEARD FROM MOROCCO'S MINISTER FOR CULTURE MOHAMMED MEHDI BENSALD AND THEN TOOK A DEEP DIVE INTO NEW CINEMA CONCEPTS WITH PRIVATE CINEMAS, PODS AND ENTERTAINMENT CENTRES.

TOMORROW WE CAN LOOK FORWARD TO THE FIRST OF TWO SEMINARS DELIVERED BY OUR HEADLINE SPONSOR - THE COCA-COLA COMPANY. WE'LL ALSO BRING YOU SEMINARS ORGANISED BY THE I.C.T.A. ON THE EVER-CHANGING WORLD OF CINEMA TECHNOLOGY.

ON WEDNESDAY, OUR CINEEUROPE FOCUS SESSIONS CENTRE ON ANOTHER KEY ISSUE FOR THOSE WORKING IN OUR INDUSTRY – THAT OF INTERNAL CULTURE AND VALUES – BEFORE MOVING ON TO DISCUSS MAXIMISING YOUR ONLINE PRESENCE AND LATEST DEVELOPMENTS IN DATA SHARING.

DON'T FORGET TO VISIT THE TRADE SHOW FLOOR FOR THE LATEST INNOVATIONS ACROSS OUR INDUSTRY. WE HEAR THAT COCA-COLA ARE SHAKING UP SOME MEAN COCKTAILS.

AND DON'T MISS THIS WEEK'S EXCEPTIONAL SLATE PRESENTATIONS AND SCREENINGS BROUGHT TO YOU BY OUR PARTNERS IN FILM DISTRIBUTION.

STARTING TODAY WITH CRUNCHYROLL, MUBI, AND SONY, YOU'LL SEE NO FEWER THAN 11 EXCLUSIVE PRESENTATIONS OVER THE NEXT FOUR DAYS. SOME WILL FLY YOU TO THE MOON – WELL, CERTAINLY THE ONE THIS AFTERNOON.

TONIGHT, WE'LL HAVE A SPECIAL SCREENING OVER AT THE CINESA OF THE FRENCH CLASSIC "C'EST LA VIE" WHERE YOU'LL DISCOVER ALL THE DO'S AND DON'TS OF A FRENCH WEDDING. YOU NEVER

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KNOW, IT MIGHT COME IN HANDY ONE DAY. TOMORROW, WE'LL GO TO NAPLES WITH SORRENTINO, ON WEDNESDAY TO GERMANY DURING THE SECOND WORLD WAR AND FINALLY ON THURSDAY TO A NOT-SO-NICE COUNTRY GETAWAY.

THANKS TO ALL INVOLVED, INDUSTRY PARTNERS, DISTRIBUTION COLLEAGUES AND EXHIBITORS FOR YOUR SUPPORT.

ABOVE ALL, WE'RE HERE IN BARCELONA TO REFLECT ON HOW THE EUROPEAN CINEMA SECTOR PERFORMED OVER THE PAST YEAR.

OVERALL ADMISSIONS WERE UP BY 21.6% PER CENT, THAT'S 986MILLION VISITS ACROSS EUROPE, WITH BOX OFFICE UP 23.7% PER CENT AT AN ESTIMATED €7.2 BILLION.

A NUMBER OF TERRITORIES RECORDED DOUBLE-DIGIT GROWTH ON 2022 AND EMEA AS A WHOLE GENERATED 8.46 BILLION DOLLARS IN 2023.

WORTHY OF PARTICULAR MENTION IS THE SUCCESS STORY THAT IS ITALY, WITH AN INCREDIBLE 62 PER CENT GROWTH YEAR-ON-YEAR, REACHING ALMOST HALF A BILLION EUROS AT THE BOX OFFICE.

THAT SUCCESS, AND SIMILAR POSITIVE NEWS FROM OTHER TERRITORIES, IS IN NO SMALL PART THANKS TO THE ONGOING INVESTMENT MADE BY ALL CINEMA OPERATORS IN IMPROVING THE CUSTOMER OFFER.

FROM PREMIUM LARGE SCREEN FORMATS TO DINE-IN EXPERIENCES, PRE-SCREENING YOGA SESSIONS AND AFTERNOON TEAS TO DOG-FRIENDLY SCREENINGS, FROM NEW SUBSCRIPTION MODELS TO DIVERSE PROGRAMMING, EUROPEAN CINEMAS TRULY HAVE SOMETHING TO OFFER FOR EVERYONE.

OUR CINEMA LANDSCAPE IS INCREDIBLY DIVERSE, IN TERMS OF BOTH CONTENT AND EXPERIENCE.

FROM MULTIPLEXES TO SINGLE SCREENS, FROM MUNICIPAL CINEMAS TO INDEPENDENTS, ALL STRIVE CONSTANTLY TO INNOVATE. CHERISHED SOCIAL AND CULTURAL HUBS, OUR CINEMAS DRIVE LOCAL ECONOMIES AND PROVIDE LOCAL JOBS – AS HIGHLIGHTED IN UNIC'S NEW INNOVATION AND THE BIG SCREEN PUBLICATION.

AS EVER, LOCAL TITLES HAVE BEEN CRUCIAL. A SMALL SELECTION BEHIND US ON THE SCREEN SHOWCASE SOME OF EUROPE'S BEST. FRENCH COMEDY, ITALIAN DRAMEDY, ROMANIAN GANGSTER FILM, POLISH DRAMA AND OF COURSE SISU FROM FINLAND, WHICH CREATED A GENRE ALL OF ITS OWN.

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ITALIAN TITLES GROSSED €121 MILLION IN 2023, TWICE AS MUCH AS 2022. THE INCREDIBLE SUCCESS IN PARTICULAR OF *C'E ANCORA DOMANI – THERE'S STILL TOMORROW* – SAW IT OUTSTRIP ALL OTHER TITLES DURING THE YEAR AT THE BOX OFFICE.

IN NORWAY, DURING THE CHRISTMAS HOLIDAY, NORWEGIAN FILMS ACCOUNTED FOR THREE OUT OF FOUR CINEMA TICKETS SOLD IN THAT COUNTRY.

MEANWHILE, FOUR DOMESTIC RELEASES IN ROMANIA MADE THE TOP 10 FOR THE FIRST TIME.

A PARTICULAR THANK YOU HERE TO OUR FRIENDS AT COMSCORE, WHOSE SUPPORT HAS ALLOWED US TO MONITOR WEEKLY EUROPEAN BOX OFFICE RESULTS, HIGHLIGHTING THE VALUE OF NATIONAL, EUROPEAN AND INTERNATIONAL RELEASES ACROSS THE REGION.

AND AS EVER THERE WAS STRONG SUPPORT FROM THE US STUDIOS.

THE *SUPER MARIO BROS. MOVIE* CROSSED THE BILLION-DOLLAR MARK GLOBALLY,

SPIDER-MAN: ACROSS THE SPIDER-VERSE, *MISSION: IMPOSSIBLE - DEAD RECKONING PART ONE*, *FAST X*, *GUARDIANS OF THE GALAXY* AND *WONKA*, TO NAME BUT A FEW, ALSO HELPED MAKE 2023 A SUCCESS.

AND IN THE WORLD OF EVENT CINEMA, *TAYLOR SWIFT: THE ERAS TOUR* SET A NEW RECORD FOR THE HIGHEST GLOBAL OPENING WEEKEND FOR A CONCERT FILM, EARNING \$128 MILLION.

BUT OF COURSE 2023 WAS ABOVE ALL THE YEAR OF "BARBENHEIMER".

THIS UNPRECEDENTED DOUBLE BILL WHICH DROVE AUDIENCES IN THEIR MILLIONS TO EUROPEAN CINEMAS, RESULTING IN AN EXCEPTIONAL SUMMER FOR COUNTRIES AS WIDE-RANGING AS THE NETHERLANDS, BELGIUM, SWEDEN, POLAND, THE UK, SPAIN AND ITALY, AMONGST OTHERS.

SO WHAT DOES 2023 TELL US?

THAT CINEMAS ARE THE PLACES WHERE RECORDS ARE SET AND CULTURAL MOMENTS ARE STARTED.

AND THAT AUDIENCES CONTINUE TO SHOW AN UNDIMMED APPETITE FOR THE WIDEST POSSIBLE RANGE OF CINEMATIC EXPERIENCES.

SO FAR, SO POSITIVE.

BUT OF COURSE THERE REMAIN SIGNIFICANT CHALLENGES – FOR CINEMA OPERATORS AND FOR THE WIDER INDUSTRY.

THE IMPACT OF LAST YEAR'S STRIKES IN THE US HIT THE RELEASE SCHEDULE, PARTICULARLY IN THE LAST MONTHS OF 2023 AND THE FIRST HALF OF 2024. WE'VE SUBSEQUENTLY SEEN FEWER MAJOR US TITLES RELEASED, WITH STRONG REPERCUSSIONS ON EUROPEAN CINEMAS.

AND CHANGES IN THE MEDIA MARKET HAVE MEANT THAT SOME TITLES HAVE UNDOUBTEDLY STRUGGLED FOR PROMOTIONAL POWER AND SO LACKED VISIBILITY WITH THE WIDER PUBLIC.

MOVEMENTS IN THE RELEASE WINDOW DURING THE COVID PERIOD – WHILE NOW BEING CORRECTED TO A LARGE DEGREE – HAVE CLEARLY LEFT OUR AUDIENCES CONFUSED ABOUT WHEN FILMS WILL BE RELEASED AND WHERE.

AND OF COURSE ALL CINEMAS CONTINUE TO SEE SIGNIFICANT INCREASES IN THEIR OPERATING COSTS, ACROSS ENERGY, STAFFING AND OTHER KEY AREAS.

SO, LOOKING AHEAD, CINEMAS WILL CONTINUE TO DO THEIR BIT, INVESTING AND INNOVATING.

BUT ABOVE ALL, THEY ALSO NEED MORE GREAT CONTENT – FROM INTERNATIONAL BLOCKBUSTERS TO ARTHOUSE TITLES. EVENT CINEMA PRODUCTIONS, FAMILY COMEDIES, CHILD-FRIENDLY ANIMATION AND GENRE FILMS, SUCH AS HORROR OR SCIENCE FICTION, LOCAL, EUROPEAN AND INTERNATIONAL.

ALL ARE PART OF WHAT MAKES A SUCCESSFUL MIX.

AND WE NEED THOSE TITLES TO BE WELL-MARKETED, SOMETHING IN WHICH EVERYONE HAS A PART TO PLAY.

FOR AUDIENCES, CINEMAS REMAIN THE BEST WAY TO EXPERIENCE A FILM.

FOR THE INDUSTRY, CINEMA EXHIBITION - AND A ROBUST THEATRICAL WINDOW - IS THE BEST WAY TO MAXIMISE REVENUES AND MINIMISE FILM THEFT.

AND FOR THE CREATIVE COMMUNITY, THERE IS NO SUBSTITUTE FOR SEEING THEIR WORK SHOWN ON A BIG SCREEN IN A ROOM PACKED WITH FILM FANS.

SO WHAT OF 2024? IN APRIL, [GOWER STREET ANALYTICS](#) PREDICTED GLOBAL BOX REVENUES OF \$32.3 BILLION, AN INCREASE ON THEIR INITIAL PROJECTION OF \$31.5 BILLION IN DECEMBER 2023. AND IN SOME TERRITORIES, Q1 WAS HELPED BY LOCAL RELEASES AS HIGHLIGHTED HERE.

HERE'S JUST A SMALL SELECTION OF THE EXCITING FILMS THAT WILL HIT OUR CINEMAS LATER THIS YEAR.

NOT JUST BLOCKBUSTERS FROM THE US STUDIOS, BUT ALSO TOP LOCAL RELEASES.

AND A SPECIAL SHOUT OUT TO INSIDE OUT 2 WHICH HAS DELIVERED INCREDIBLE RESULTS IN ITS OPENING WEEKEND IN THE US AND IN THE UK – THE FILM WILL BE ROLLING OUT ACROSS EUROPE LATER THIS WEEK. THERE'S NO BETTER WAY TO START CINEEUROPE THAN WITH THESE GREAT NEWS !

LATER THIS WEEK, WITH OUR PARTNERS AT BOXOFFICE PRO, WE WILL CELEBRATE CINEMA OPERATORS WHO ARE THE GIANTS OF EXHIBITION, RANKING THE TOP 50 EUROPEAN GROUPS BY SCREEN COUNT.

ODEON CINEMAS GROUP LEADS THIS YEAR'S LIST WITH NEARLY 2,500 SCREENS ACROSS THE UK AND IRELAND, FINLAND, GERMANY, ITALY, NORWAY, PORTUGAL, SPAIN, AND SWEDEN.

CINeworld CINEMAS, VUE, AND PATHE CINEMAS ROUND OUT THE TOP FOUR.

WE'LL ALSO CELEBRATE THE FASTEST-MOVING GIANT, WITH THE HIGHEST INCREASE IN SCREENS IN ONE YEAR – OMNIPLEX – AND BREAKTHROUGH GIANTS IN THE RANKING FOR THE FIRST TIME: ACEC, NOE AND REELS

THE COMPANIES AMONG THE 'GIANTS OF EXHIBITION' ARE HEADQUARTERED IN 21 COUNTRIES AND OPERATE ACROSS MORE THAN 38 TERRITORIES. THERE IS NO CLEARER EVIDENCE OF THE STRENGTH AND DIVERSITY OF EUROPE'S CINEMA INDUSTRY.

THEY AND SO MANY OTHER OPERATORS, LARGE AND SMALL, ARE WHAT MAKES EUROPE'S CINEMAS THE WORLD'S BEST.

AS MENTIONED EARLIER, THIS MORNING WE LAUNCHED OUR NEW TOPIC UNDER THE NEW UNIC PEOPLE PROGRAMME, AN INITIATIVE AIMED AT SUPPORTING UNIC EXHIBITORS AS THEY RISE TO THE CHALLENGE OF RECRUITING AND RETAINING OUR MOST PRECIOUS RESOURCE: THE PEOPLE WHO BRING THE BIG SCREEN EXPERIENCE TO THEIR LOCAL COMMUNITIES.

THANK YOU TO GRUVI, OUR NEW STRATEGIC ADVISOR IN THIS ENDEAVOUR.

THE PEOPLE PROGRAMME BUILDS ON OUR WOMEN'S CINEMA LEADERSHIP MENTORING PROGRAMME, WHICH THIS YEAR SAW A SEVENTH COHORT OF 14 MENTEES AND MENTORS ADDED TO OUR GROWING POOL OF SUCCESS STORIES. AND HERE THEY ALL ARE!

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GOOD LUCK TO ALL AND A HUGE THANKS TO IMAX, BARCO AND VISTA GROUP, OUR JOINT 'CHAMPIONS OF THE PROGRAMME', FOR SUPPORTING UNIC'S VISION OF A MORE DIVERSE AND INCLUSIVE CINEMA INDUSTRY.

DID SOMEONE MENTION BELGIUM? A COUNTRY BOASTING SUPERB FILM-MAKERS, NOT TO MENTION ITS WORLD'S FAMOUS SPECULOOS, MUSSELS, COMIC-BOOK HEROES, RED DEVILS AND A THOROUGHLY MODERN ROYAL FAMILY.

BELGIUM IS ALSO HOME TO UNIC.

OUR PRINCIPAL MISSION IS TO REPRESENT THE VIEWS OF CINEMA EXHIBITION WITH EUROPEAN LAW-MAKERS IN BRUSSELS. LAST WEEK, A NEW EUROPEAN PARLIAMENT WAS ELECTED AND A NEW EUROPEAN COMMISSION LEADERSHIP WILL SOON BE IN PLACE.

WE CAN'T WAIT TO TELL THEM WHAT OUR INDUSTRY IS ALL ABOUT AND WHAT IT NEEDS FROM THEM TO THRIVE.

SO, FINALLY, A HUGE THANKS TO ALL OUR MEMBERS, OUR PARTNERS, AND TO THE SMALL BUT MIGHTY UNIC TEAM – LAURE, SONIA AND KAMIL TAKE A BOW.

WE WORK HARD BUT WE PLAY EVEN HARDER – AND I KNOW THAT THIS IS THEIR FAVOURITE GROUP PICTURE. WE MIGHT NOT LOOK THE SMARTEST BUT WE'RE DEFINITELY HAVING FUN.

A HUGE THANKS ALSO TO BOB AND ANDREW AND OUR FRIENDS AT THE FILM EXPO GROUP, FOR THEIR EXTRAORDINARY DEDICATION AND GREAT PARTNERSHIP.

TOGETHER, LET'S CONTINUE TO DO WHAT WE DO BEST – BRINGING GREAT STORIES TO THE BIG SCREEN AND CREATING MAGICAL MEMORIES.

HAVE A GREAT CINEEUROPE (BOTH)

THANK YOU.