

For immediate publication

UNIC'S 2018 ANNUAL REPORT CELEBRATES THRIVING EUROPEAN CINEMA EXHIBITION SECTOR

CineEurope 2018, Barcelona: 12 June 2018 - The International Union of Cinemas (UNIC), the European Cinema trade grouping, has today published its Annual Report, examining key cinema trends across the 37 territories represented by the association, accounting for 1.34 billion admissions and €8.6 billion in box office revenues in 2017 - a quarter of the global theatrical market for films.

The report - available both in print and online - provides an in-depth look at recent developments in Europe's thriving cinema-going industry.

In 2017, total admissions across the region increased by 2.5 per cent on the previous year, complemented by an increase of 1.7 per cent in box office revenues - confirming the value of cinema-going and its important position within the global cinema industry.

The above figures reflect the significant and continuous investment made in the cinema "offer" in terms of innovation both in theatres themselves and audience engagement throughout the cinema-going experience, which is becoming ever-more tailored towards a multitude of preferences.

The report also details key developments across the legislative spectrum in the form of a number of public policy issues that affect cinema operators, whilst also setting out the association's advocacy activities to ensure that cinemas remain at the heart of governmental and industry efforts towards further prosperity for the entire European film industry.

Many of the trends examined in the report will also be discussed during the week at CineEurope, its official convention and Europe's premier gathering of cinema exhibition professionals from the region and beyond.

Notes for editors

The 2018 UNIC Annual Report is available online [here](#).

The International Union of Cinemas (UNIC)

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 37 countries in Europe and neighbouring regions.

CineEurope

Organised in partnership with the Film Expo Group, CineEurope – UNIC's official annual convention – brings together cinema professionals from over 50

countries. The 2018 edition of the show takes place from June 11-14 in Barcelona and involves a growing number of film and product presentations from major international as well as European film studios, a cutting-edge trade show, as well as a seminar programme exploring latest industry trends in European cinema exhibition.

The Film Expo Group

The Film Expo Group is the premier organizer of events in the motion picture industry. The Film Expo Group produces CineEurope, held in Barcelona; ShowEast, held in Miami; and CineAsia, held in Hong Kong. Additionally, the group publishes *Film Journal International*, a trade magazine and website covering the motion picture industry with a special emphasis on theatrical exhibition.

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