

For immediate publication

UNIC PUBLISHES ITS 2024 ANNUAL REPORT AND ELECTS A NEW BOARD OF DIRECTORS AT CINEEUROPE

CineEurope 2024, Barcelona: 18 June 2024 – The International Union of Cinemas (UNIC), the trade association representing cinema operators and their national associations across 39 European territories, has today published its Annual Report on key cinema trends in the region in 2023/24. The General Assembly of UNIC has also elected a new Board to serve the organisation for the next two years.

The Annual Report – [available online here](#) – takes a deep dive into the recent trends and developments in the European cinema industry, renowned for its diversity, innovation and dynamism.

2023 proved to be a successful year for European cinemas thanks to smash-hit international titles including *Barbie*, *Oppenheimer*, *The Super Mario Bros. Movie*, *Mission: Impossible - Dead Reckoning Part One* and *Wonka*, as well as a wide range of highly popular national releases.

European cinema admissions increased by an estimated 21.6 per cent in 2023, with 986 million visits across the region, nearing the one-billion mark. Box office reached a remarkable €7.2 billion, a staggering increase of 23.7 per cent on the previous year. At EU level, over 662 million tickets were sold in cinemas, worth an estimated €5.1 billion at the box office – increases of 22.5 per cent and 26.7 per cent respectively. These impressive numbers were achieved despite the impacts of the Hollywood strikes, the continuing challenges of rising operational costs and the ongoing disruption caused by the Russia/Ukraine war.

A large number of European countries - including the Netherlands, Belgium, Bulgaria, Romania, Croatia, Albania, Bosnia and Herzegovina, Estonia, Hungary, Serbia and Montenegro – ended the year with box office revenues above their 2017-2019 average. Other countries like Austria, the Czech Republic, Finland and Slovakia were on par with their pre-pandemic box office results.

Local European releases have been crucial, with countries such as France (36.7 per cent), Albania (31 per cent), Turkey (42.7 per cent), Italy (24.3 per cent) and Norway (23.5 per cent) leading the way in terms of national films' market share by box office.

Noteworthy amongst these titles were releases such as *Astérix & Obélix: L'Empire du Milieu* and *C'è ancora domani*.

The simultaneous release of two films that captured global audiences' attention – *Barbie* and *Oppenheimer* – brought record-breaking results in 2023. Warner Bros' *Barbie* dominated the charts in the UK and Ireland (£96 million), Germany (€55.3 million) and numerous other European countries. Universal Pictures' *Oppenheimer* brought in over \$952 million worldwide. Audiences flocked to cinemas for "Barbenheimer", resulting in an exceptional summer in countries like the Netherlands, Belgium, Sweden, Poland, the UK, Spain, and Italy, among others.

In April, Gower Street Analytics increased their forecast on the global box office for 2024 to \$32.3 billion, up from their initial assessment of \$31.5 billion in December 2023. The impact of the strikes has been strong on the first half of 2024 with a reduction in the number of film titles available from the major studios, but some local productions attracted large crowds in key territories. For example, in Germany *Chantal in Märchenland*, a spinoff of the hugely successful *Fack Ju Göhte* trilogy, scored an opening day box office 40% higher than *Barbie*, whereas in France the comedy *Un p'tit truc en plus* registered 4.8 million admissions in May only, more than the lifetime admissions for *Oppenheimer* in the country, bringing the monthly performance 12% above the pre-pandemic benchmark.

The achievements of 2023 featured in the Annual Report provide ample demonstration of the dynamism of the cinema sector and that a strong, diverse and well-marketed supply of film content to cinemas, with a significant period of exclusivity, is absolutely key for the well-being of the industry.

Today UNIC also elected a new Board of Directors. The Board – the President, the Senior Vice President, the Vice Presidents and the Treasurer – have been appointed on a two-year term which will come to an end in June 2026.

The decision saw Phil Clapp, CEO of the UK Cinema Association, re-appointed as President and other key Board positions also confirmed as below.

- President: Phil Clapp, CEO of the UK Cinema Association (UK)
- Senior Vice President and Treasurer: Jaime Tarrazón, Delegate of the Federación de Cines de España (ES)
- Vice President: Richard Patry, President of the Fédération Nationale des Cinémas Français (FR)
- Vice President: Edna Epelbaum, President of the Association Cinématographique Suisse (CH)
- Vice President: Mario Lorini, President of the Associazione Nazionale Esercenti Cinema (IT)
- Vice President: Tomasz Jagiełło, CEO of Helios and Member of the Polish Cinema Association (PL)
- Vice President: Christine Berg, Head of HDF Kino (DE)
- Observer: Thierry Laermans, General Secretary of the Fédération des Cinémas de Belgique (BE)

Commenting on the publication of the UNIC Annual Report and on the election of the Board, Phil Clapp said:

“This, our latest annual report, pays ample testament to the strength of the European sector and its continuing fortitude in the face of a number of industry and wider economic challenges. The extraordinary success of a number of European titles as well as the unique cultural moment that was ‘Barbenheimer’ makes clear the public’s appetite for great stories well-told, and the ability of the big screen experience to drive relevance and revenues like no other platform.

As we look forward to continued success in 2024 and beyond, I am delighted and humbled to be re-elected at President of UNIC and congratulate my fellow Board members. I look forward to working with them and the entire sector to help ensure our continued success.”

Notes for editors

The 2024 UNIC Annual Report is available online [here](#).

The International Union of Cinemas (UNIC)

The International Union of Cinemas/Union Internationale des Cinémas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and neighbouring regions.

CineEurope

CineEurope 2024 is taking place 17-20 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain. CineEurope is the longest running and most successful European convention and trade show for major, regional, and independent cinema professionals. CineEurope will feature exclusive screenings and product presentations of upcoming films, sponsored events, timely and informative

seminars, and the CineEurope Trade Show. CineEurope is the Official Convention of the International Union of Cinemas/Union Internationale des Cinémas (UNIC).

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 Bangkok.

Further enquiries

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