

## **UNIC update on cinema-going in 2017**

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**For Immediate Publication**

### **UNIC: EUROPEAN CINEMA INDUSTRY SEES FURTHER GROWTH IN 2017**

**Brussels: 14 February 2018 – 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 2017.**

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 in 2017. More detailed final data on the performance of each territory will be released in Spring 2018.

#### **European cinema-going in 2017**

**2017 was another year of growth for the European cinema industry.** While total admissions for EU Member States (where data was available) decreased slightly by 0.6 per cent compared to 2016, total admissions for all UNIC territories increased by 2.1 per cent, totalling more than 1.3 billion visits to the cinema.

This increase was the result of both cinema operators' continued investment in audience development initiatives and a slate of highly successful local films across Europe. As has been the case for previous years however, box office was mainly driven by international titles, including, but not limited to, *Beauty and the Beast*, *Despicable Me 3*, *Star Wars: The Last Jedi*, *The Fate of the Furious* and *Pirates of the Caribbean: Dead Men Tell No Tales*.

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

#### **Successful results in France, UK and Russia**

Despite a slight 1.8 per cent decrease in admissions, France experienced its third-best performance of the past 50 years, bolstered by successful local films *Raid Dingue* and *Valérian et la Cité des Mille Planètes*. Similarly, the UK enjoyed a record-breaking year (box office +2.5 per cent / admissions +1.4 per cent) as did Russia, reaching over 200 million admissions for the first time to become the biggest UNIC territory in terms of admissions.

Germany experienced mixed results following a disappointing 2016, with a strong 3.2 per cent increase in box office while admissions grew by 1.0 per cent. This was despite the success of local production *Fack Ju Göhte 3*, which also made it to the box office top five in Austria, where total box office was -1.9 per cent and admissions -3.6 per cent. In comparison, Switzerland experienced a stable year (box office +0.8 per cent / admissions +0.8 per cent) with the help of local production *Die Göttliche Ordnung*.

#### **Varying fortunes in Southern Europe and Scandinavia**

While Portugal enjoyed another year of growth (box office +5.6 per cent / admissions +4.4 per cent), Spanish cinema operators finished 2017 just shy of the symbolic mark of 100 million admissions, with a local animation film *Tadeo Jones 2: El Secreto del Rey Midas* in the box office top five. Following a positive 2016, the Italian industry suffered from a lack of highly successful local and international titles (box office -11.6 per cent / admissions -12.4 per cent).

Turkey continues to grow at an exponential rate (box office +25.9 per cent / admissions +22.1 per cent) with national productions dominating the box office. Greece enjoyed a stable year (box office +0.9 per cent / admissions +0.7 per cent), adding to the positive results witnessed in the region and the renewed success of cinemas in the wider Balkans, including Bosnia-Herzegovina (box office +21.0 per cent / admissions +17.8 per cent) and Croatia (box office +5.8 per cent / admissions +5.7 per cent).

As has often been the case, local productions were amongst the most successful films of the year in all four Scandinavian countries. Nevertheless, varying results were experienced, as Denmark (box office -4.1 per cent / admissions -7.4 per cent) suffered another year of decline, while Norway's negative results (box office -8.3 per cent / admissions -10.3 per cent) followed a record-breaking 2016. On the other hand, Finland experienced a fantastic year (box office +8.8 per cent / admissions +3.0 per cent) with a local production leading the box office once again.

### **Assertive Central and Eastern European markets**

The cinema industry in several Central and Eastern European territories continues to experience growth, as once again highlighted in 2017. Poland recorded another record year (box office +10.8 per cent / admissions +8.7 per cent), with three local films ranked in the box office top five for a market share of 23.2 per cent. In Slovakia, admissions increased by more than one million, as the Czech Republic enjoyed its second-best performance of all time despite a slight decrease of 0.3 per cent in box office and 2.5 per cent in admissions. Romania (box office +14.0 per cent / admissions +11.3 per cent), Bulgaria (box office +4.7 per cent / admissions +0.8 per cent) and Hungary (box office +4.1 per cent / admissions +1.9 per cent) all experienced similarly positive results. The same trend could be observed in Ukraine, a territory represented by UNIC since June 2017, where provisional figures indicate a 32.2 per cent growth in box office and admissions.

### **Admissions per capita, European film share, outlook for 2018**

Admissions per capita for all UNIC territories (where data was available) remained at 1.6 visits per year. 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 2017. Turkey (56.7 per cent), France (37.4 per cent) and Finland (28.0 per cent) experienced the highest national films' market share across UNIC territories.

The industry looks forward to a busy and exciting release schedule in 2018, full of promising European as well as international titles.

### **Attachments**

Table with tentative market performance indicators for 2017 (where available). Chart of top five films across UNIC territories.

### **Notes for editors**

UNIC is the European trade grouping representing cinema exhibitors and their national trade associations across 37 European territories. More information available on [unic-cinemas.org](http://unic-cinemas.org)

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## UNIC update on cinema-going in 2017 (provisional)

Country (Currency)	Box-office 2016-17 (Million, in local currency)			Admissions 2016-17 (Million)				
	2017 (prov.)	2016	change (%)	2017 (prov.)	2016	change (%)	Per capita	National films' share
Albania (ALL)	180.0	168.2	7.0%	0.3	0.3	7.0%	0.1	n/d
Austria (EUR)	130.2	132.8	-1.9%	14.5	15.0	-3.6%	1.7	5.1%
Bosnia and Herzegovina (BAM)	5.7	4.7	21.0%	1.1	0.9	17.8%	0.3	0.2%
Bulgaria (BGN)	50.7	48.4	4.7%	5.6	5.5	0.8%	0.8	7.9%
Croatia (HRK)	134.2	126.8	5.8%	4.5	4.3	5.7%	1.1	2.1%
Czech Republic (CZK)	2,004.2	2,011.0	-0.3%	15.2	15.6	-2.5%	1.4	19.0%
Denmark (DKK)	1,080.8	1,127.5	-4.1%	12.5	13.5	-7.4%	2.2	20.0%
Estonia (EUR)	19.4	17.7	10.0%	3.5	3.3	7.0%	2.7	8.0%
Finland (EUR)	98.3	90.3	8.8%	8.9	8.6	3.0%	1.6	28.0%
France (EUR)	n/d	1,387.7	n/d	209.2	213.1	-1.8%	3.3	37.4%
Germany (EUR)	1,056.1	1,023.0	3.2%	122.3	121.1	1.0%	1.5	23.9%
Greece (EUR)	65.0	64.4	0.9%	10.1	10.0	0.7%	0.9	10.0%
Hungary (HUF)	20,651.6	19,845.2	4.1%	14.9	14.6	1.9%	1.5	9.0%
Ireland (EUR)	113.7	108.9	4.4%	16.1	15.8	2.1%	3.3	n/d
Israel (ILS)	582.6	544.3	7.0%	18.2	17.0	7.0%	2.1	9.1%
Italy (EUR)*	584.8	662.0	-11.6%	92.3	105.3	-12.4%	1.5	17.6%
Latvia (EUR)	12.8	12.2	5.2%	2.5	2.5	-2.5%	1.3	5.0%
Lithuania (EUR)	20.4	17.7	15.1%	4.1	3.7	10.7%	1.4	22.0%
Macedonia (MKD)	82.0	77.4	6.0%	0.4	0.4	9.0%	0.2	n/d
Montenegro & Serbia (RSD)**	1,463.1	1 374.1	6.4%	3.8	3.5	7.3%	0.5	12.0%
Netherlands (EUR)	301.8	287.7	4.9%	36.0	34.2	5.3%	2.1	11.1%
Norway (NOK)	1,260.9	1,375.2	-8.3%	11.8	13.1	-10.3%	2.2	16.1%
Poland (PLN)	1,072.4	967.5	10.8%	56.6	52.1	8.7%	1.5	23.2%
Portugal (EUR)	81.6	77.2	5.6%	15.6	14.9	4.4%	1.5	2.6%
Romania (RON)	275.4	241.6	14.0%	14.5	13.0	11.3%	0.7	1.7%
Russia (RUB)	53,508.0	48,050.0	11.4%	213.6	195.5	9.3%	1.5	23.2%
Slovakia (EUR)	34.5	29.0	18.9%	6.7	5.7	18.1%	1.2	20.8%
Slovenia (EUR)	10.9	11.9	-8.6%	2.1	2.3	-11.2%	1.0	7.9%
Spain (EUR)	597.0	601.0	-0.7%	99.7	100.2	-0.5%	2.2	17.1%
Sweden (SEK)	1,968.2	1,916.6	2.7%	16.9	17.6	-4.1%	1.7	16.4%
Switzerland (CHF)	209.5	207.9	0.8%	13.8	13.7	0.8%	1.6	6.7%
Turkey (TRY)	876.2	696.2	25.9%	71.6	58.6	22.1%	0.9	56.7%
UK (GBP)	1,277.9	1,246.6	2.5%	170.6	168.3	1.4%	2.6	21.2%
Ukraine (UAH)	2,380.0	1,800.0	32.2%	29.8	22.5	32.2%	0.8	3.7%

Source: UNIC members 2016-17. Official data for Belgium and Luxembourg will be published in March 2018.

Complementary information from CZ (Unie Filmových Distributorů), DE (German Federal Film Board), EE (Eesti Filmi Instituut & Baltic Films Co-operation Platform), GR (Greek Film Centre), HR (Hrvatski Audiovizualni Centar), HU (Nemzeti Média- és Hírközlési Hatóság), LT (Lietuvių Filmų 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), RO (Centrul Național al Cinematografiei), SK (Unia filmových distribútorov).

\* Cinetel: 95 per cent of the market. Global results to be published in Spring 2018.

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

## Top five films per territory in 2017 (in terms of admissions - provisional)

Country	TOP 1	TOP 2	TOP 3	TOP 4	TOP 5
Albania	The Fate of the Furious	Daddy's Home 2	Fifty Shades Darker	Despicable Me 3	Murder on the Orient Express
Austria	Star Wars: The Last Jedi	Fack Ju Göhte 3	Despicable Me 3	Fifty Shades Darker	Beauty and the Beast
Belgium	Beauty and the Beast	Star Wars: The Last Jedi	Despicable Me 3	The Fate of the Furious	Pirates of the Caribbean: Dead Men Tell No Tales
Bosnia and Herzegovina	The Fate of the Furious	Beauty and the Beast	Fifty Shades Darker	Murder on the Orient Express	Despicable Me 3
Bulgaria	The Fate of the Furious	Star Wars: The Last Jedi	Beauty and the Beast	Despicable Me 3	Pirates of the Caribbean: Dead Men Tell No Tales
Croatia	Star Wars: The Last Jedi	Despicable Me 3	The Fate of the Furious	Fifty Shades Darker	It
Czech Republic	Despicable Me 3	Pirates of the Caribbean: Dead Men Tell No Tales	Star Wars: The Last Jedi	Thor: Ragnarok	Po Strništi Bos
Denmark	Star Wars: The Last Jedi	Beauty and the Beast	Despicable Me 3	Fifty Shades Darker	Alle for tre
Estonia	Despicable Me 3	Pirates of the Caribbean: Dead Men Tell No Tales	The Boss Baby	The Fate of the Furious	Sangarid
Finland	Tuntematon Sotilas	Star Wars: The Last Jedi	Pirates of the Caribbean: Dead Men Tell No Tales	Despicable Me 3	Beauty and the Beast
France	Despicable Me 3	Star Wars: The Last Jedi	Raid Dingue	Valérian et la Cité des Mille Planètes	Baby Boss
Germany	Fack Ju Göhte 3	Despicable Me 3	Star Wars: The Last Jedi	Fifty Shades Darker	Beauty and the Beast
Greece	Murder on the Orient Express	Pirates of the Caribbean: Dead Men Tell No Tales	Despicable Me 3	The Fate of the Furious	It
Hungary	Star Wars: The Last Jedi	Despicable Me 3	Kincsem	Thor: Ragnarok	The Fate of the Furious
Ireland	Beauty and the Beast	Star Wars: The Last Jedi	Despicable Me 3	Dunkirk	Sing
Israel	Wonder Woman	The Fate of the Furious	Despicable Me 3	Maktub	The Boss Baby
Italy*	Beauty and the Beast	Despicable Me 3	Fifty Shades Darker	The Fate of the Furious	It
Latvia	Despicable Me 3	The Fate of the Furious	Pirates of the Caribbean: Dead Men Tell No Tales	The Boss Baby	Fifty Shades Darker
Lithuania	Trys milijonai eurų	Zero 3	Despicable Me 3	Pirates of the Caribbean: Dead Men Tell No Tales	Emilija iš Laisvės Alėjos
Macedonia	The Fate of the Furious	Beauty and the Beast	Star Wars: The Last Jedi	Fifty Shades Darker	Thor: Ragnarok
Montenegro & Serbia**	Beauty and the Beast	The Boss Baby	Zona Zamfirova	Fifty Shades Darker	Despicable Me 3
Netherlands	Despicable Me 3	Pirates of the Caribbean: Dead Men Tell No Tales	Beauty and the Beast	The Fate of the Furious	The Boss Baby
Norway	Star Wars: The Last Jedi	Beauty and the Beast	Pirates of the Caribbean: Dead Men Tell No Tales	Askeladden - I Dovregubbens Hall	The Fate of the Furious

Poland	Listy Do M. 3	Botoks	Star Wars: The Last Jedi	Despicable Me 3	Sztuka Kochania. Historia Michaliny Wislockiej
Portugal	The Fate of the Furious	Despicable Me 3	Beauty and the Beast	Fifty Shades Darker	Pirates of the Caribbean: Dead Men Tell No Tales
Romania	The Fate of the Furious	Pirates of the Caribbean: Dead Men Tell No Tales	Star Wars: The Last Jedi	Thor: Ragnarok	Fifty Shades Darker
Russia	Pirates of the Caribbean: Dead Men Tell No Tales	Posledniy Bogatyr	Guardian of the Galaxy Vol. 2	The Fate of the Furious	Despicable Me 3
Slovakia	Čiara	Všetko Alobeo Nič	Únos	Despicable Me 3	Fifty Shades Darker
Slovenia	Despicable Me 3	Fifty Shades Darker	The Fate of the Furious	Košarkar naj bo	The Boss Baby
Spain	Beauty and the Beast	Despicable Me 3	Tadeo Jones 2: El Secreto del Rey Midas	Star Wars: The Last Jedi	The Fate of the Furious
Sweden	Star Wars: The Last Jedi	Solsidan	Beauty and the Beast	It	Pirates of the Caribbean: Dead Men Tell No Tales
Switzerland	Despicable Me 3	Star Wars: The Last Jedi	The Fate of the Furious	Die Göttliche Ordnung	Pirates of the Caribbean: Dead Men Tell No Tales
Turkey	Recep İvedik 5	Ayla	Aile Arasında	Çalgı Çengi İkimiz	The Fate of the Furious
UK	Star Wars: The Last Jedi	Beauty and the Beast	Dunkirk	Despicable Me 3	Guardians of the Galaxy 2
Ukraine	Pirates of the Caribbean: Salazar's Revenge	Guardian of the Galaxy Vol. 2	Thor: Ragnarok	The Fate of the Furious	Despicable Me 3

■ National films
 ■ Non-national EU films

Source: UNIC members 2017.

Complementary information from CZ (Unie Filmových Distributoru), DE (German Federal Film Board), EE (Eesti Filmi Instituut & Baltic Films Co-operation Platform), GR (Greek Film Centre), 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), RO (Centrul Național al Cinematografiei), SK (Únia filmových distribútorov).

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