



# European Cinema Markets Trends in 2014

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**Observatory Conference, Cannes, 17 May 2014**

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL  
EUROPEAN AUDIOVISUAL OBSERVATORY  
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE



**PROVISIONAL**

1

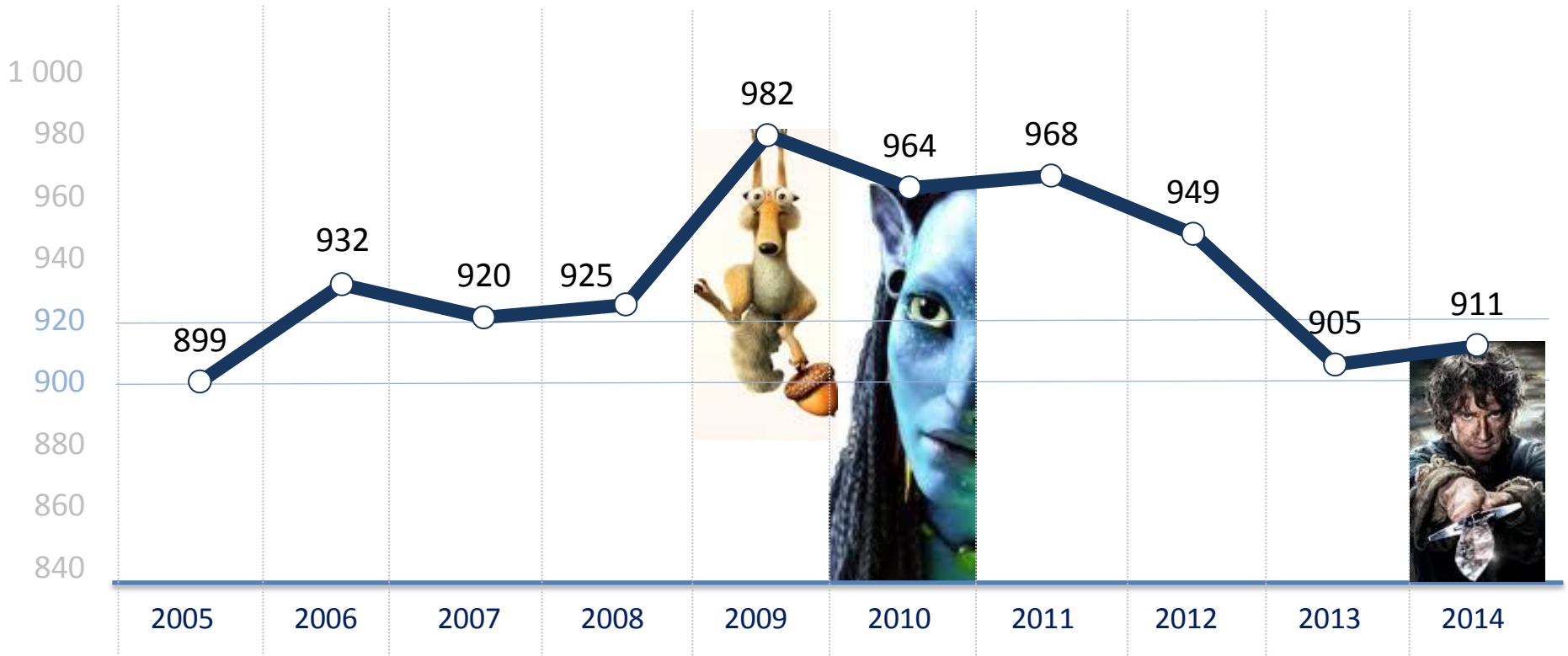
Admissions increase slightly

# Admissions stabilize - slightly below pre-3D levels ...

Source: European Audiovisual Observatory

## Cinema attendance in the EU 2005 - 2014

in mio.

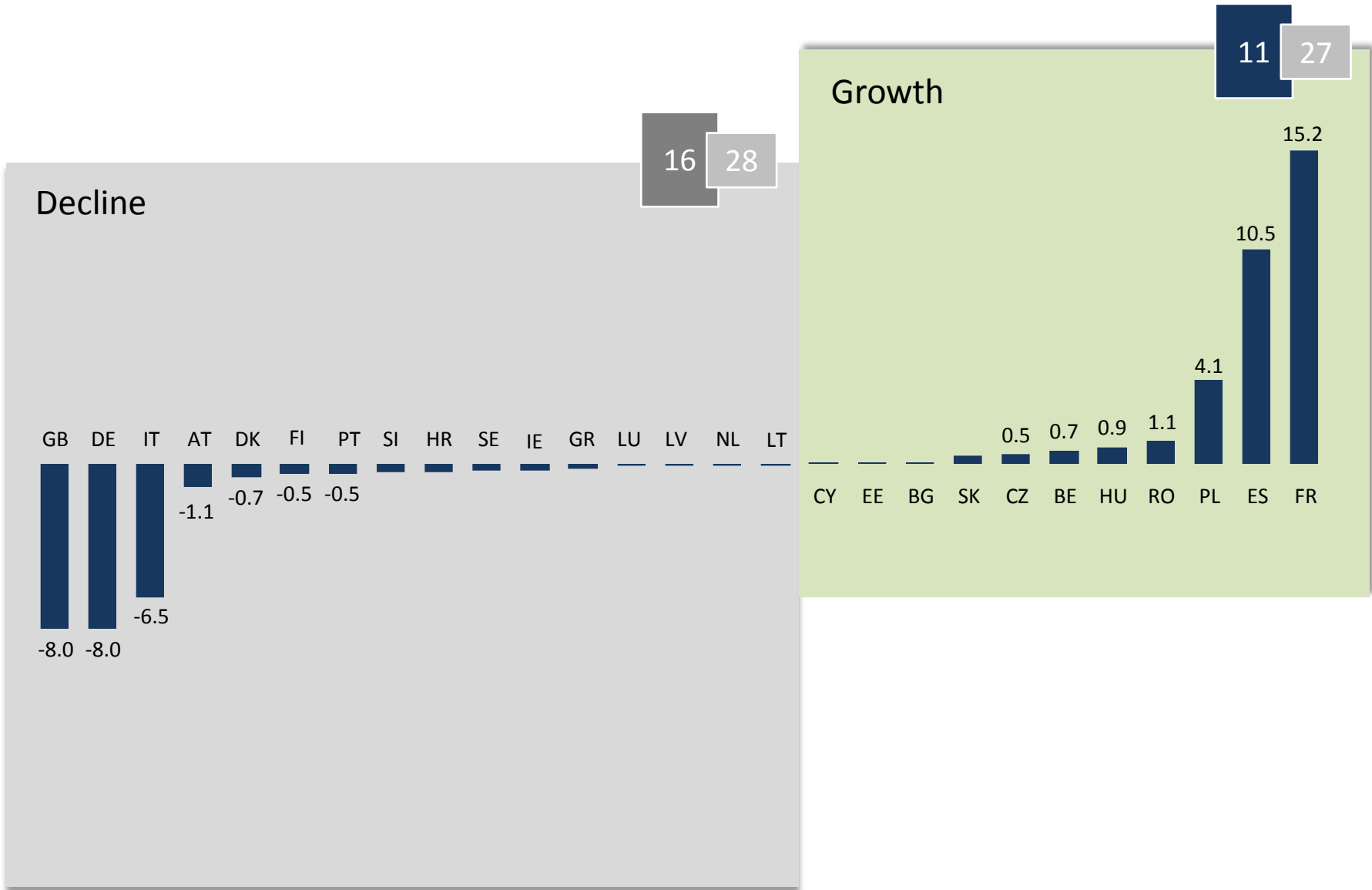


PROVISIONAL & ESTIMATED

# ... thanks to strong performances in France, Spain & Poland

Source: European Audiovisual Observatory

Change in admissions 2014 vs 2013 (in mio)



2

GBO growth  
back in line with  
underlying admissions

# 2014 ... GBO in the EU stabilizes at EUR 6.3 billion

*PROVISIONAL!*

Source: European Audiovisual Observatory



3

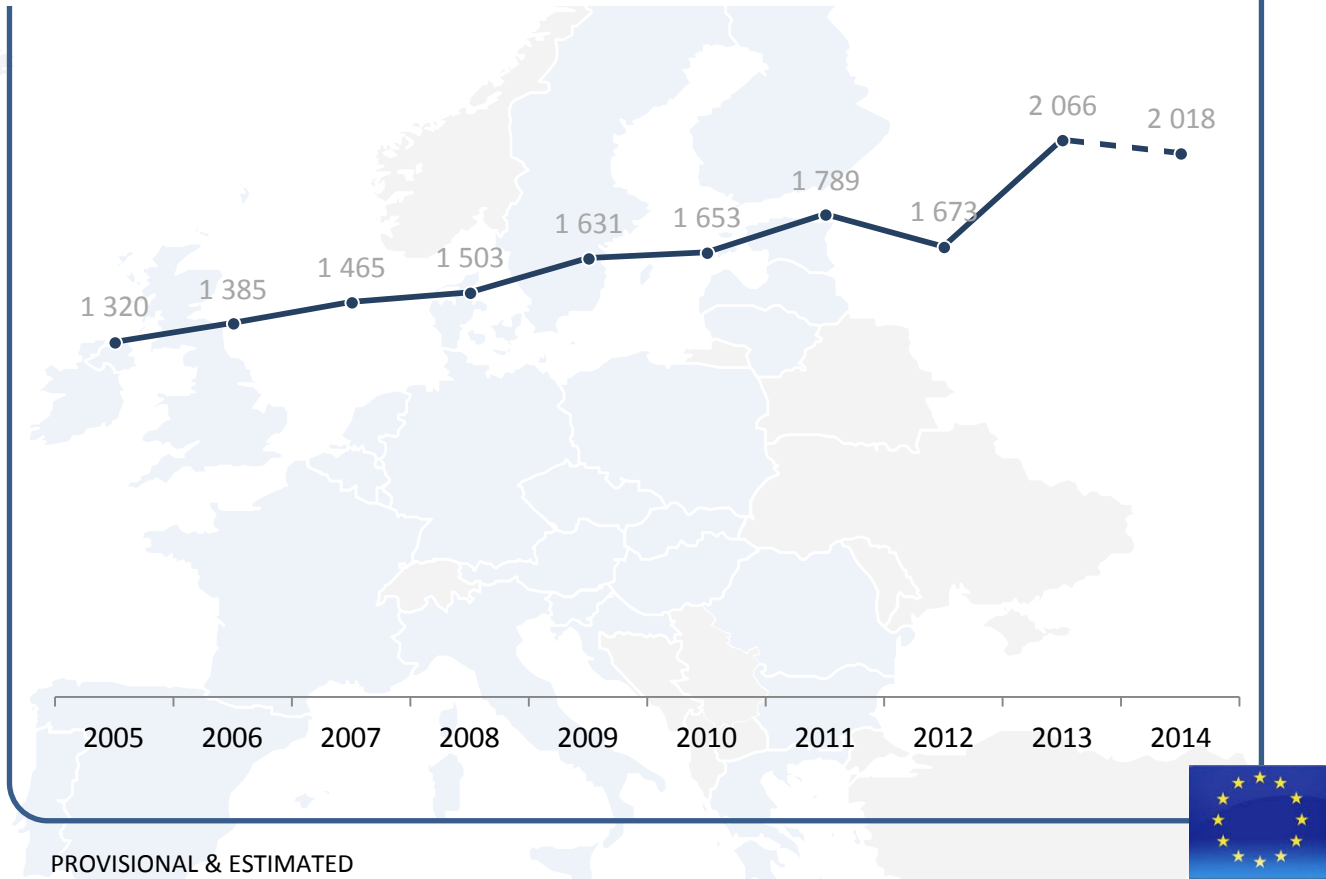
Increasing number  
of films releases



# Increasing number of film releases

Source: European Audiovisual Observatory / LUMIERE database

Estimated number of first releases in the EU 2005-2014

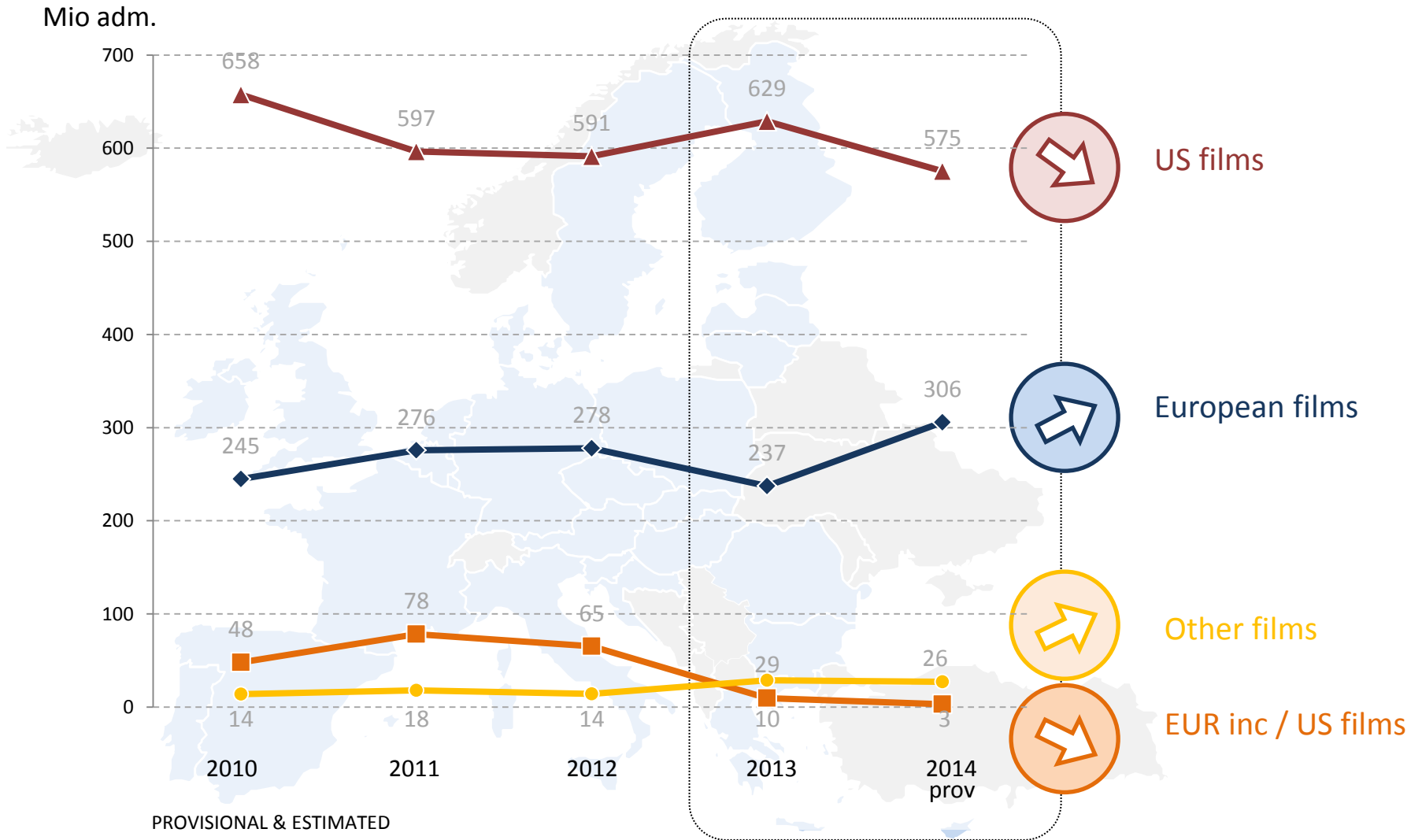


4

Record market share  
for European films

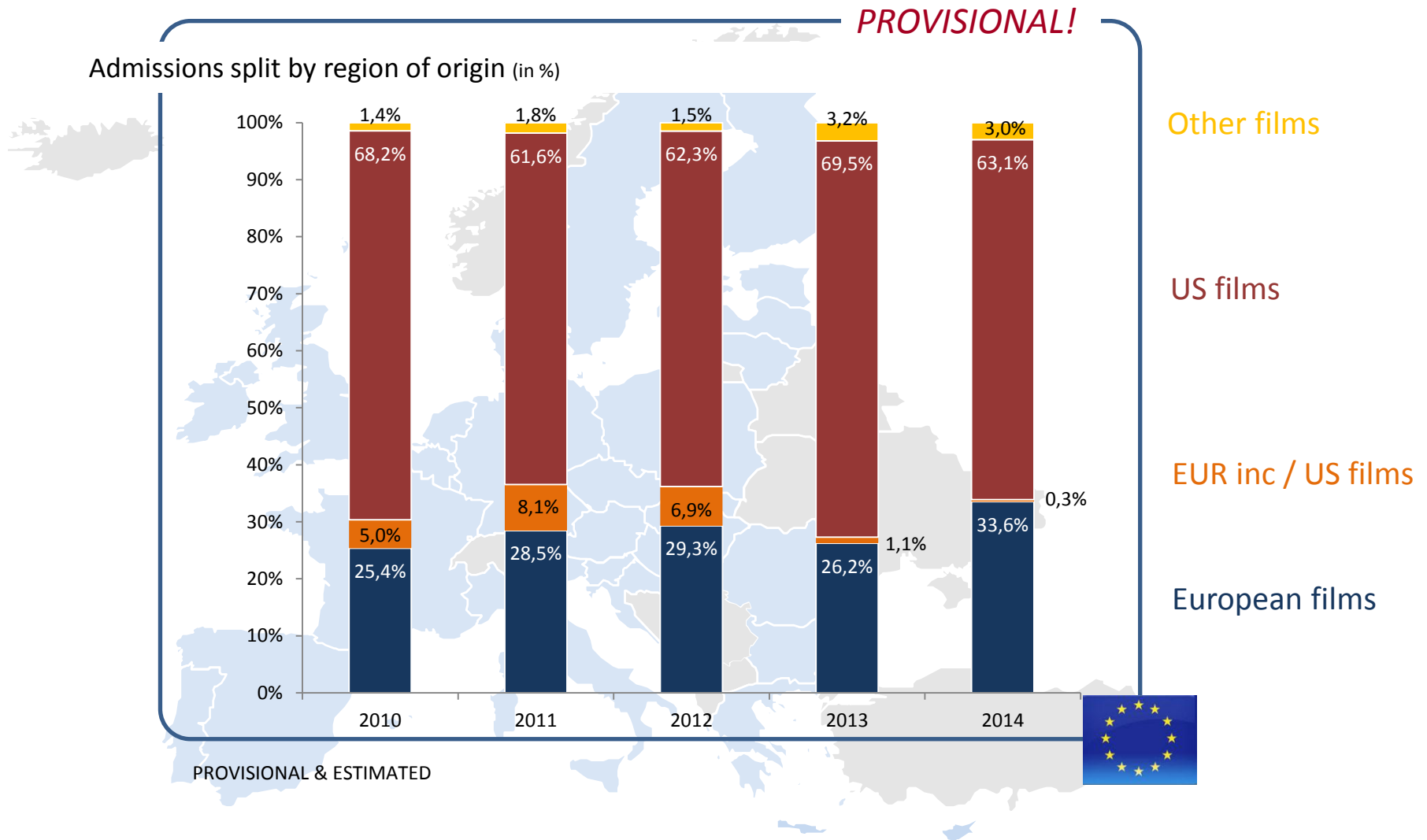
# EU Admissions for European Films Up by 29%

Source: European Audiovisual Observatory / LUMIERE database



# European Market Share in the EU up to 33.6%

Source: European Audiovisual Observatory / LUMIERE database



5

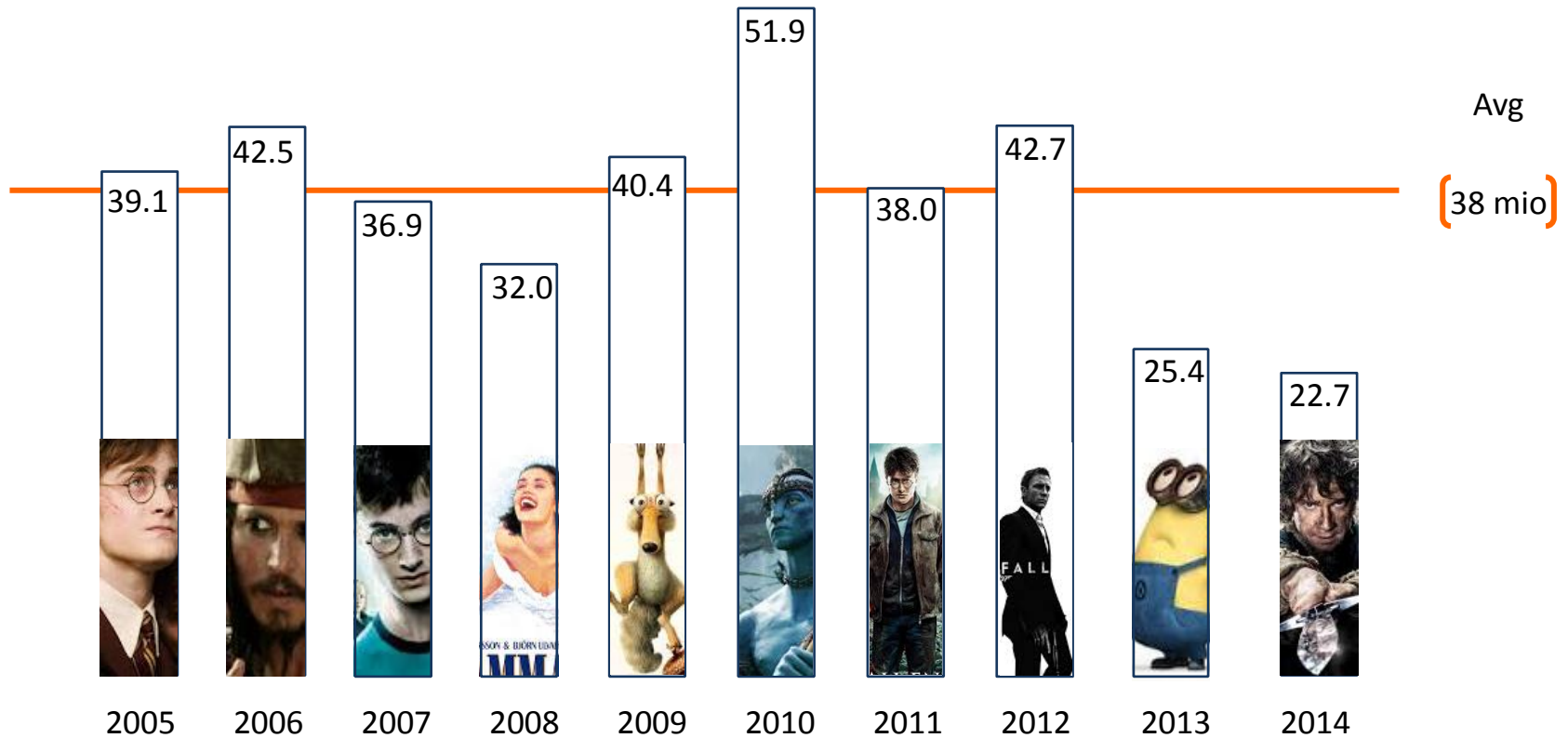
Another year  
with blockbusters failing  
to meet expectations

# 2014: Top film performs poorly compared to previous years

Source: European Audiovisual Observatory / LUMIERE database

## Admissions to top grossing films in the EU 2004-2014

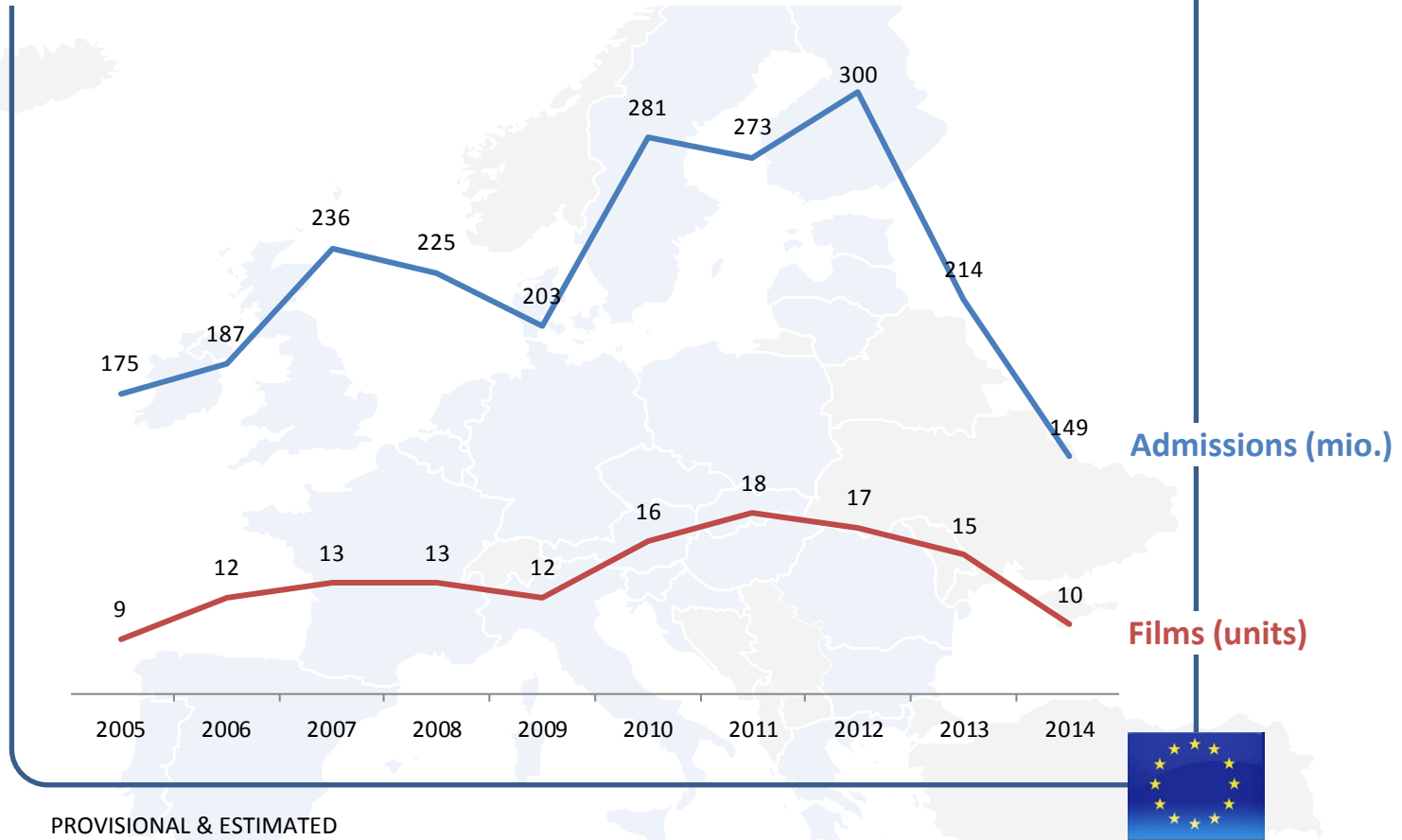
in mio.



# Franchise blockbusters seem to have passed climax

Source: European Audiovisual Observatory / LUMIERE database

Admissions & number of franchise films in the top 25 EU 2005-2014



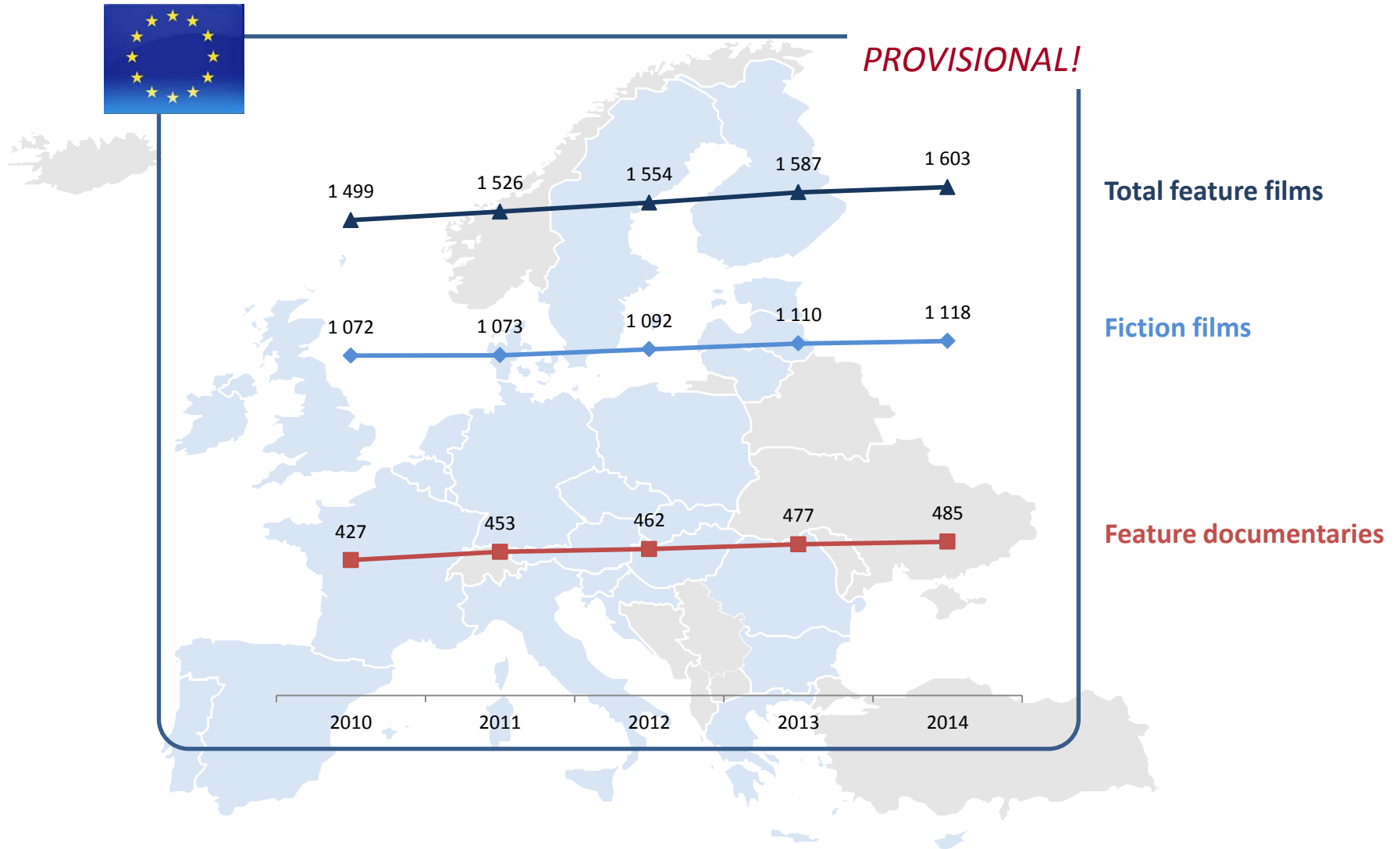
6

European film production  
continues to grow



# EU Feature Film Production Continues to Grow

Source: European Audiovisual Observatory

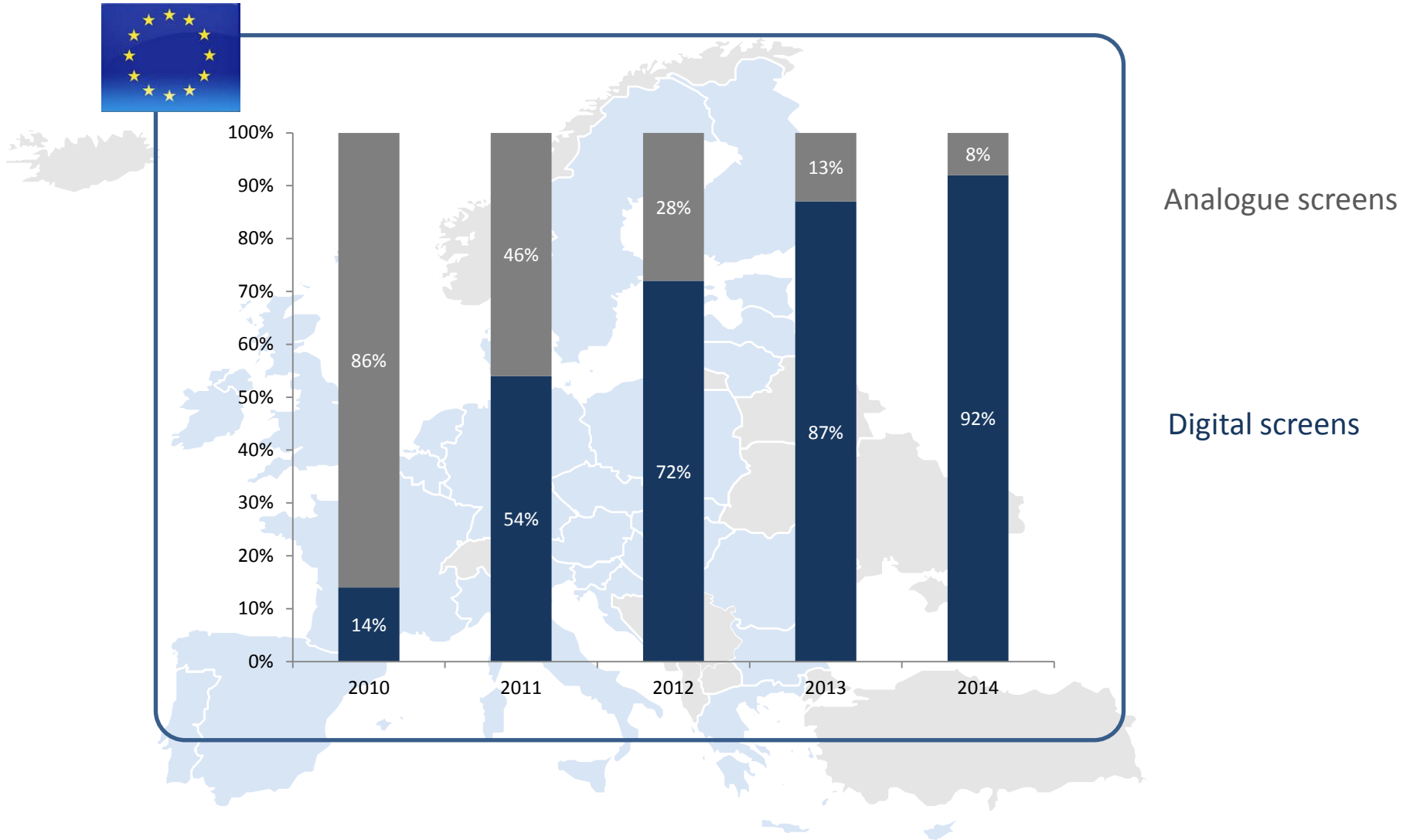


7

92% of EU  
cinema screens  
digital

# 92% of EU Screens Converted to Digital by End 2014

Source: MEDIA Salles, OBS



More info

