



The European Film Industry - Facts & Figures 2017

Martin Kanzler

Film Industry Analyst

Department for Market Information

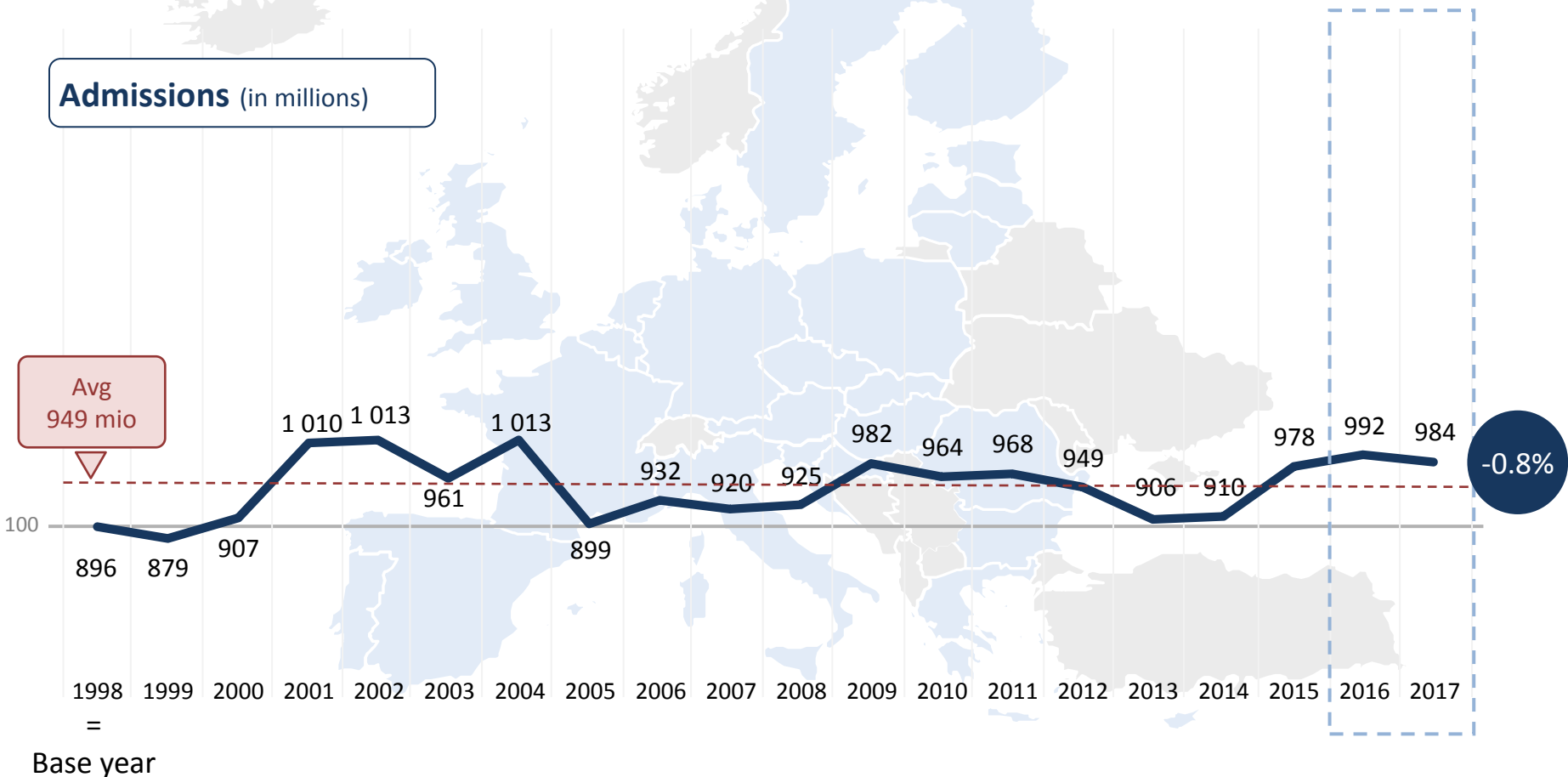
EU box office stabilising
at comparatively high level

EU admissions stable around 980 million ...



Cinema attendance in the EU (1998-2017)

In million tickets sold. Indexed development (base year = 1998).

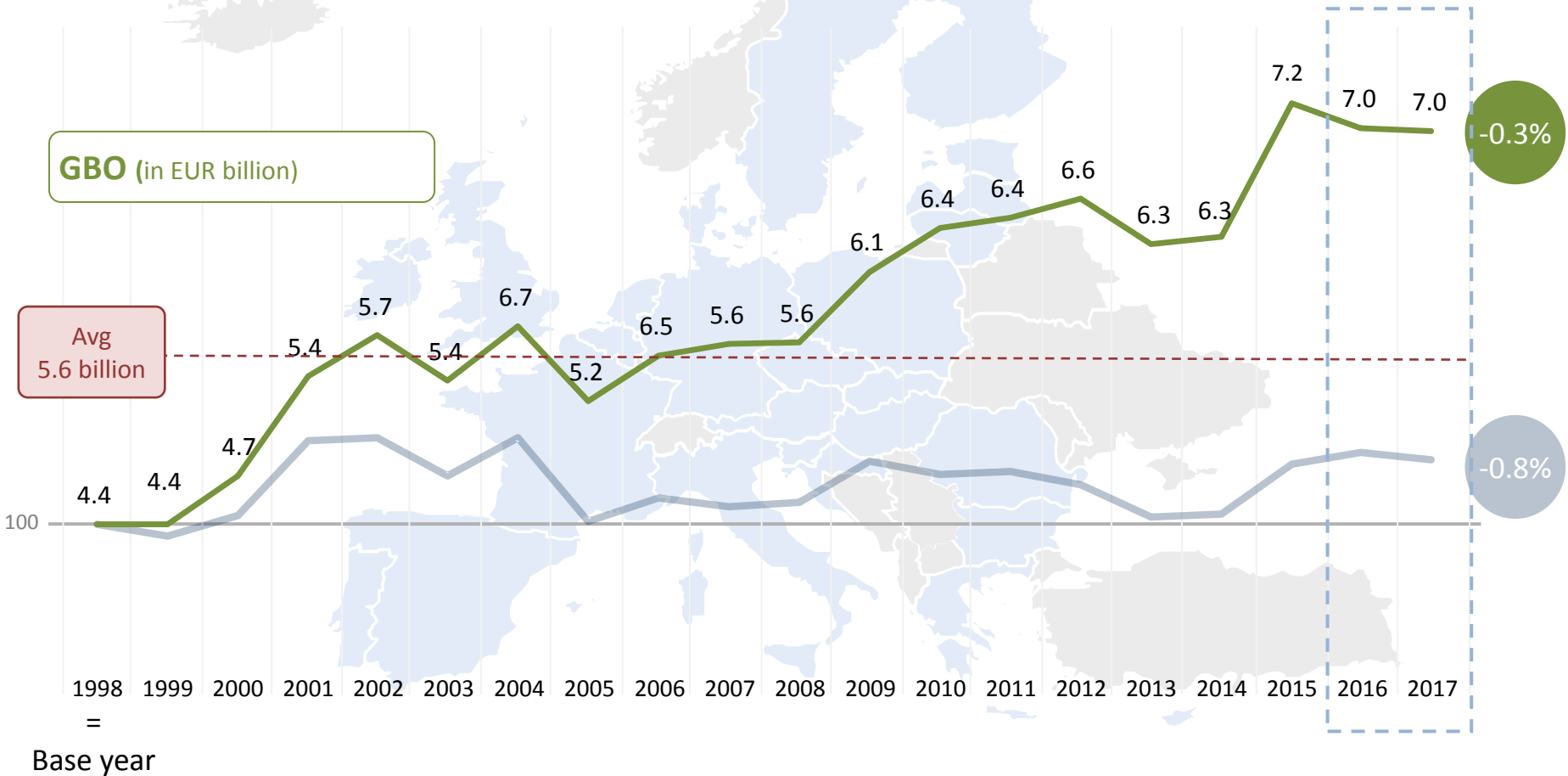


... as GBO stays above EUR 7 billion ...



Gross box office in the EU (1998-2017)

Nominal values in EUR billion. Indexed development (base year = 1998).

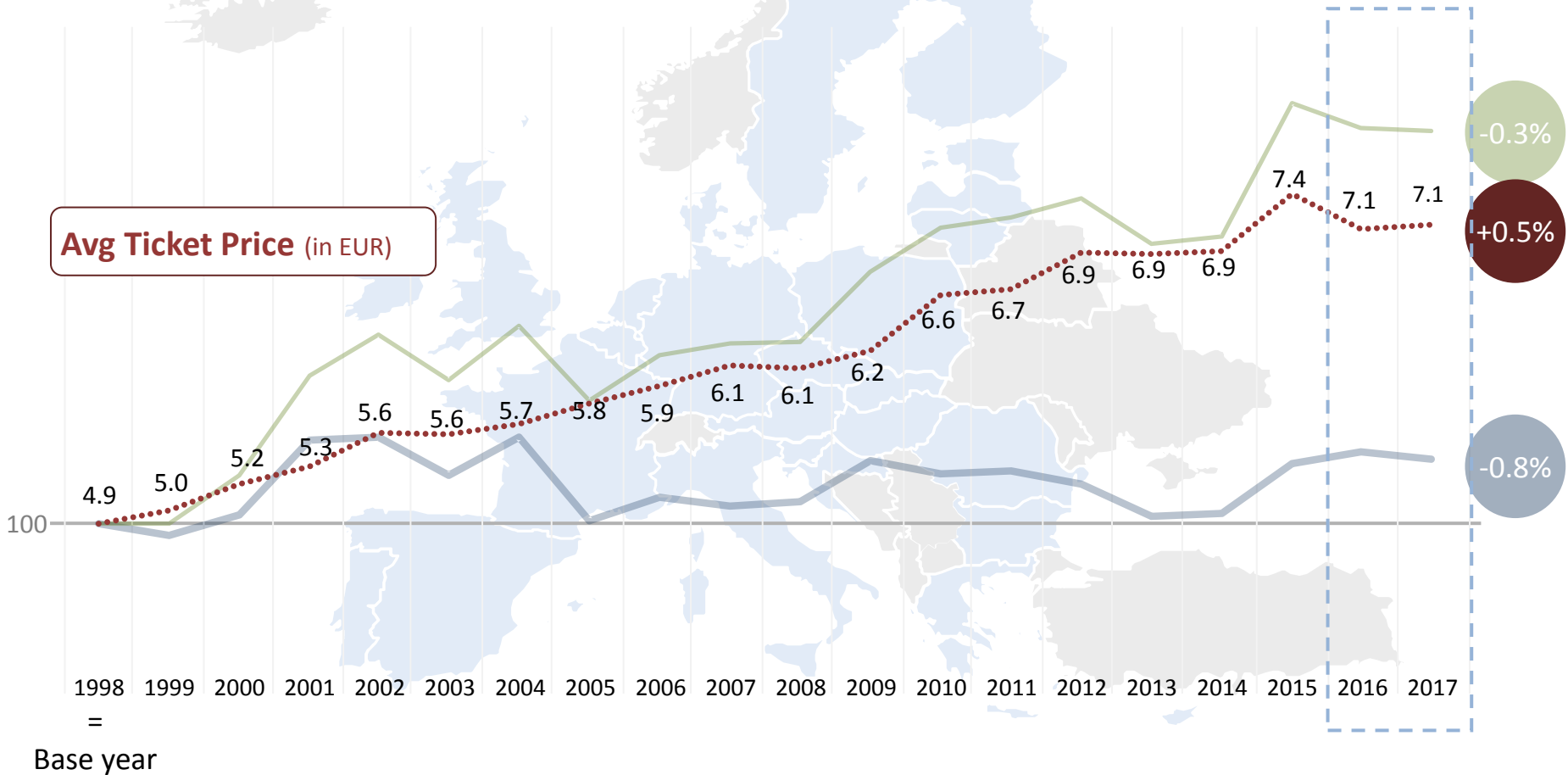


... thanks to a marginal increase in ticket prices



Average cinema ticket prices in the EU (1998-2017)

Nominal values in EUR. Indexed development (base year = 1998).

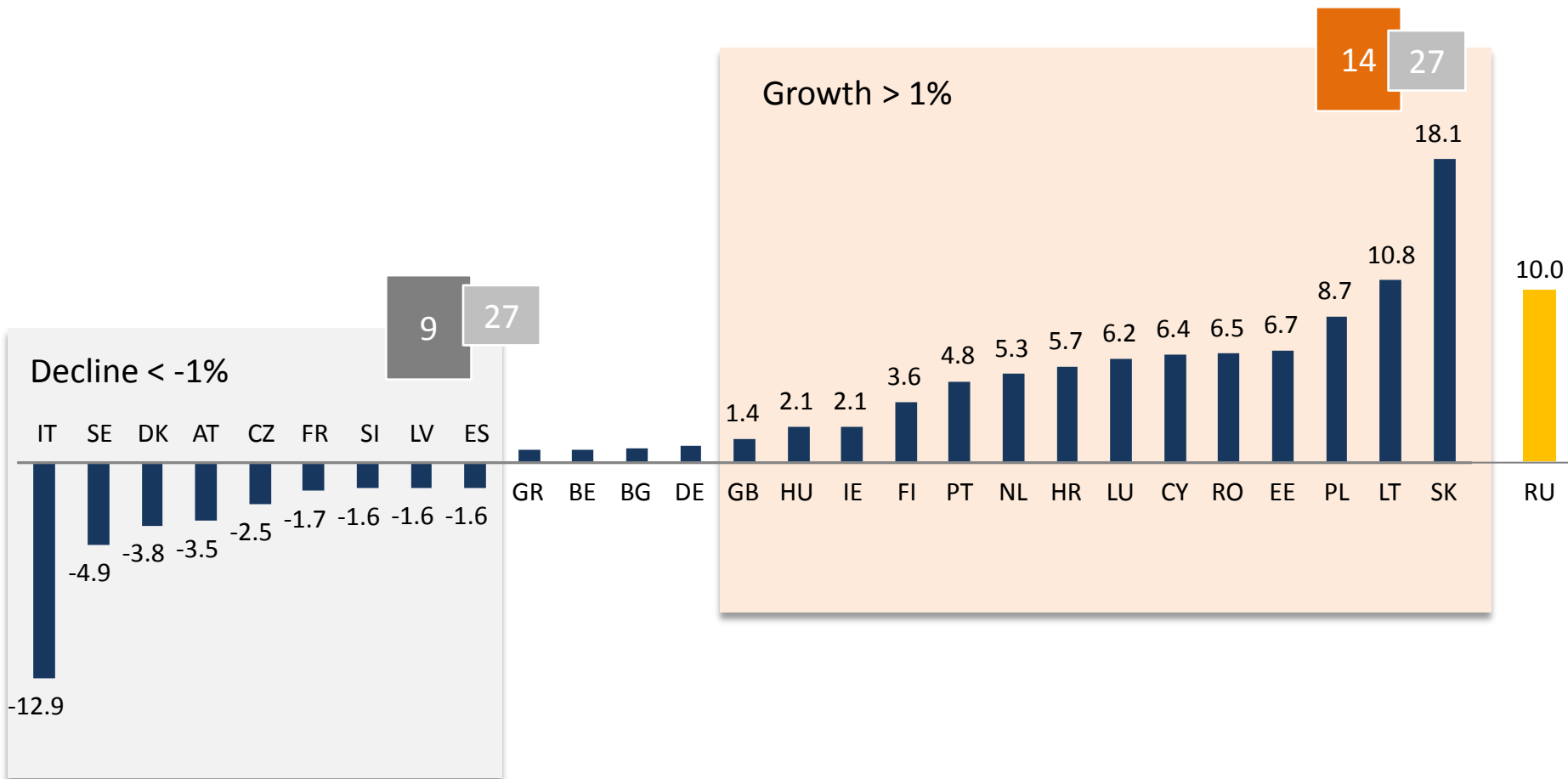


Admissions growth differs across EU Member States



Admissions growth in EU Member States 2017 vs 2016

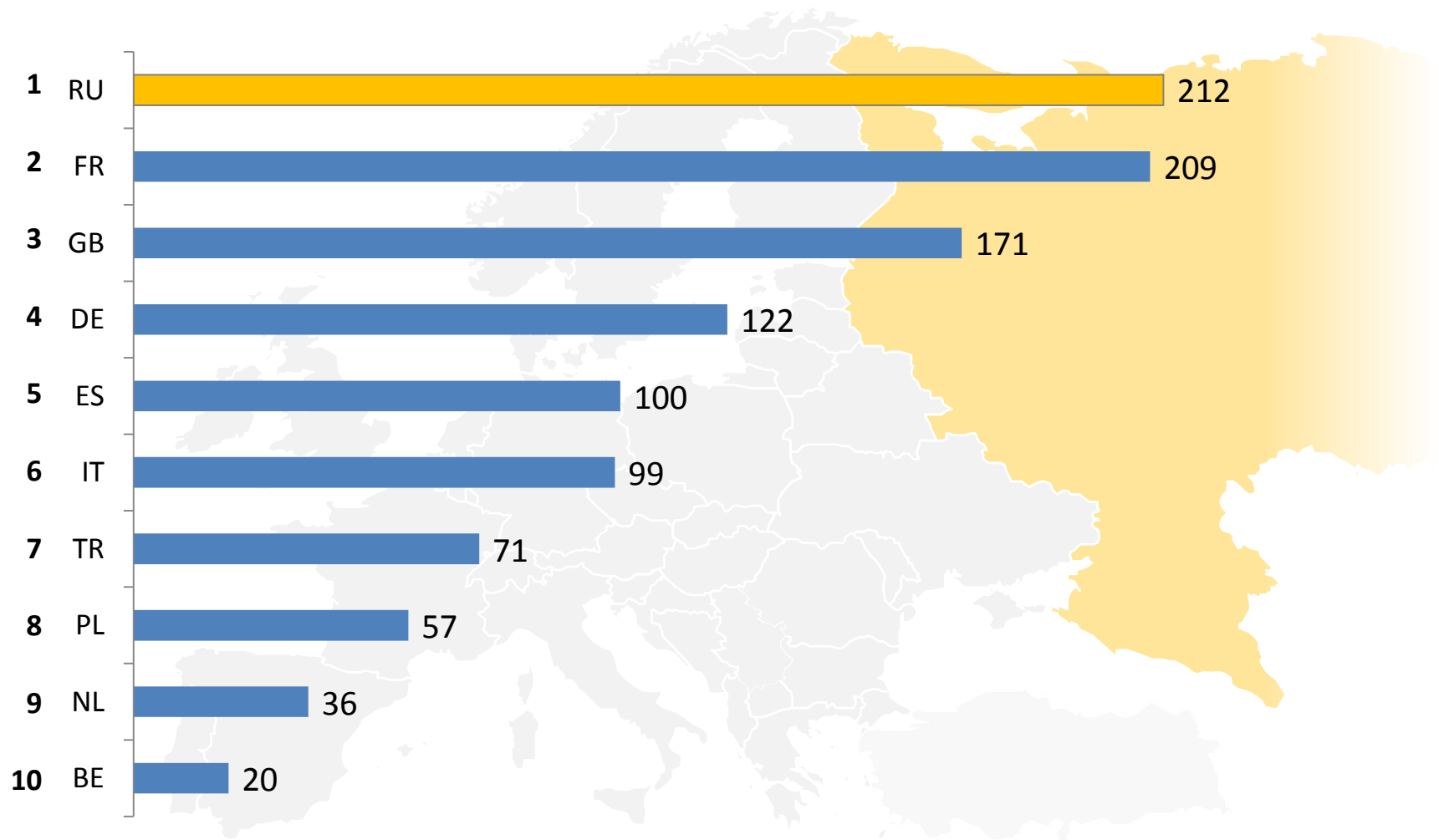
In %



Russia became the 1st European market for admissions

Top European markets by admissions (2017)

In million tickets sold



PROVISIONAL

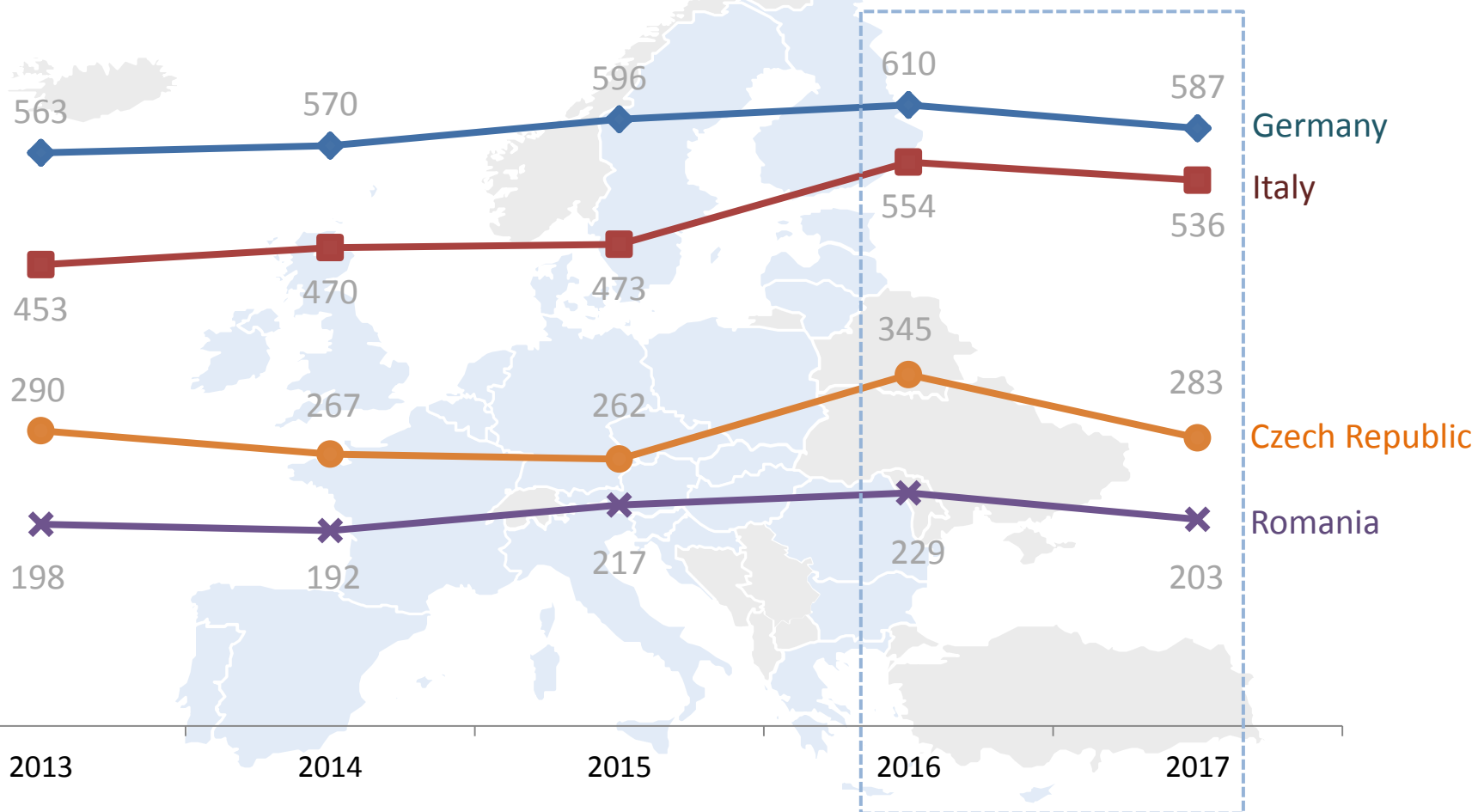
Source: European Audiovisual Observatory

Increase in number of film releases
coming to a halt?

Less first releases in EU markets?



Number of first releases in selected EU countries, 2017



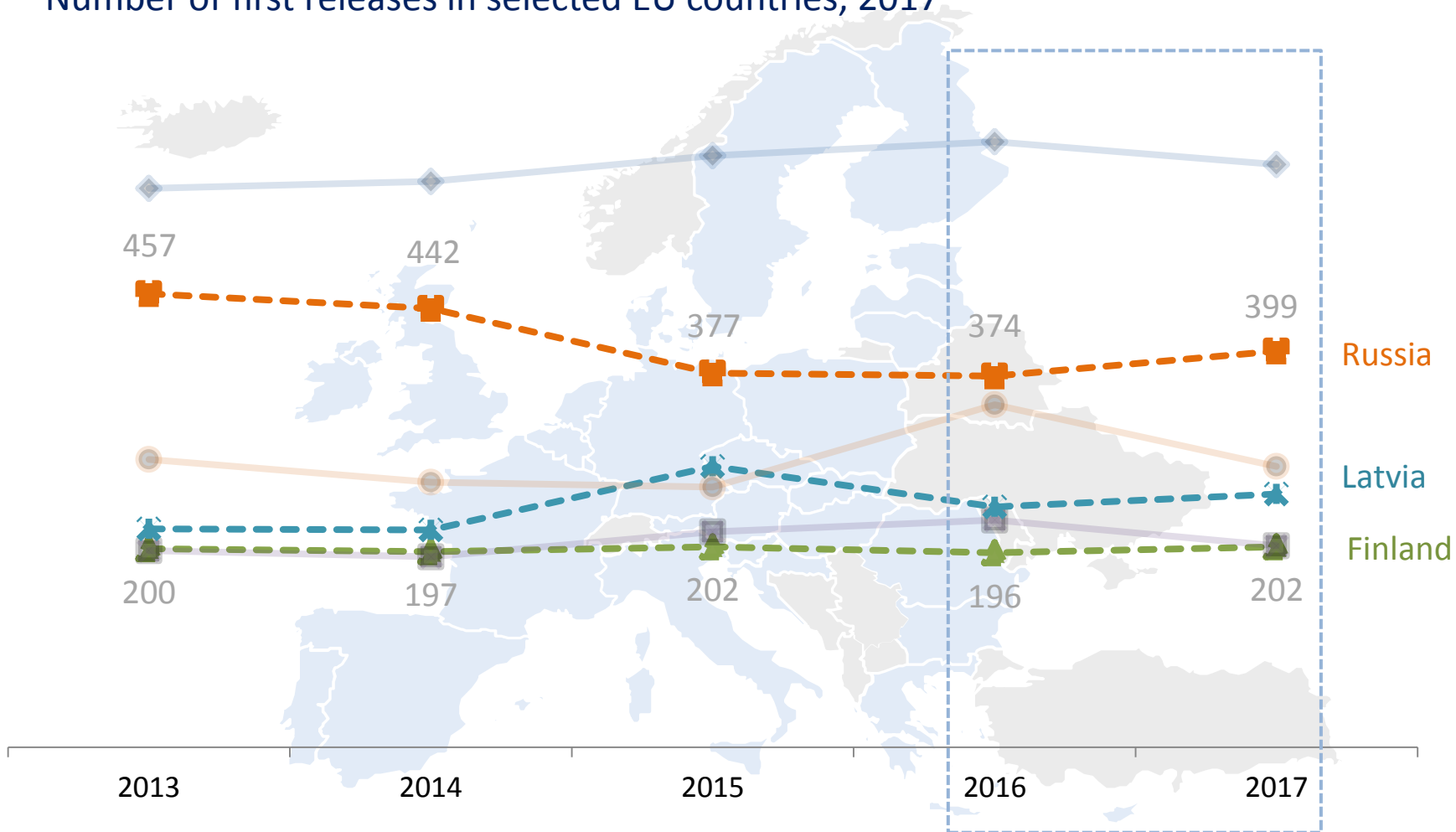
PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory

Less first releases in EU markets?



Number of first releases in selected EU countries, 2017



PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory

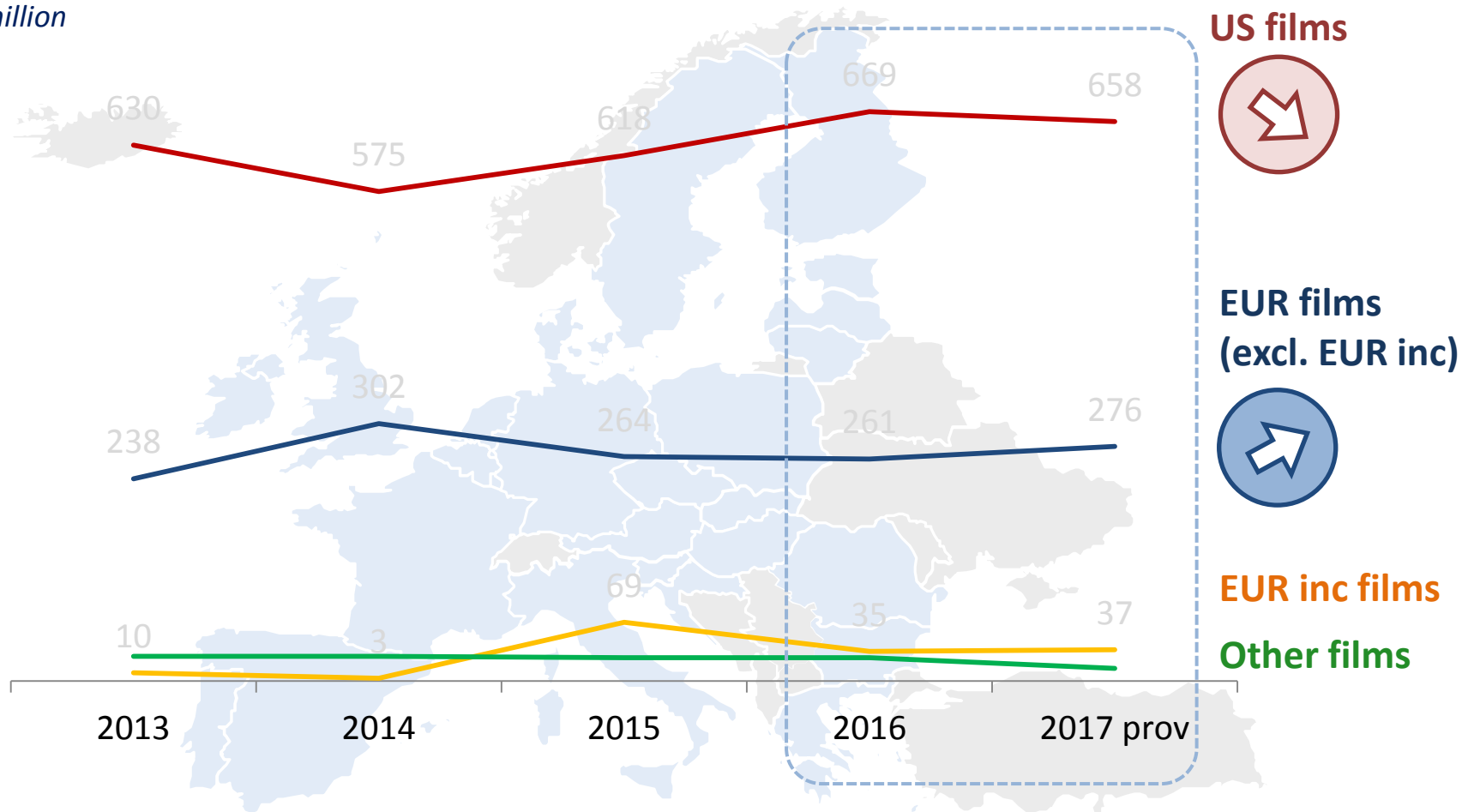
Admissions to European films
increased in 2017 ...

... while admissions to US films slightly declined



Breakdown of EU admissions by region of origin (2017)

In million



PROVISIONAL & ESTIMATED

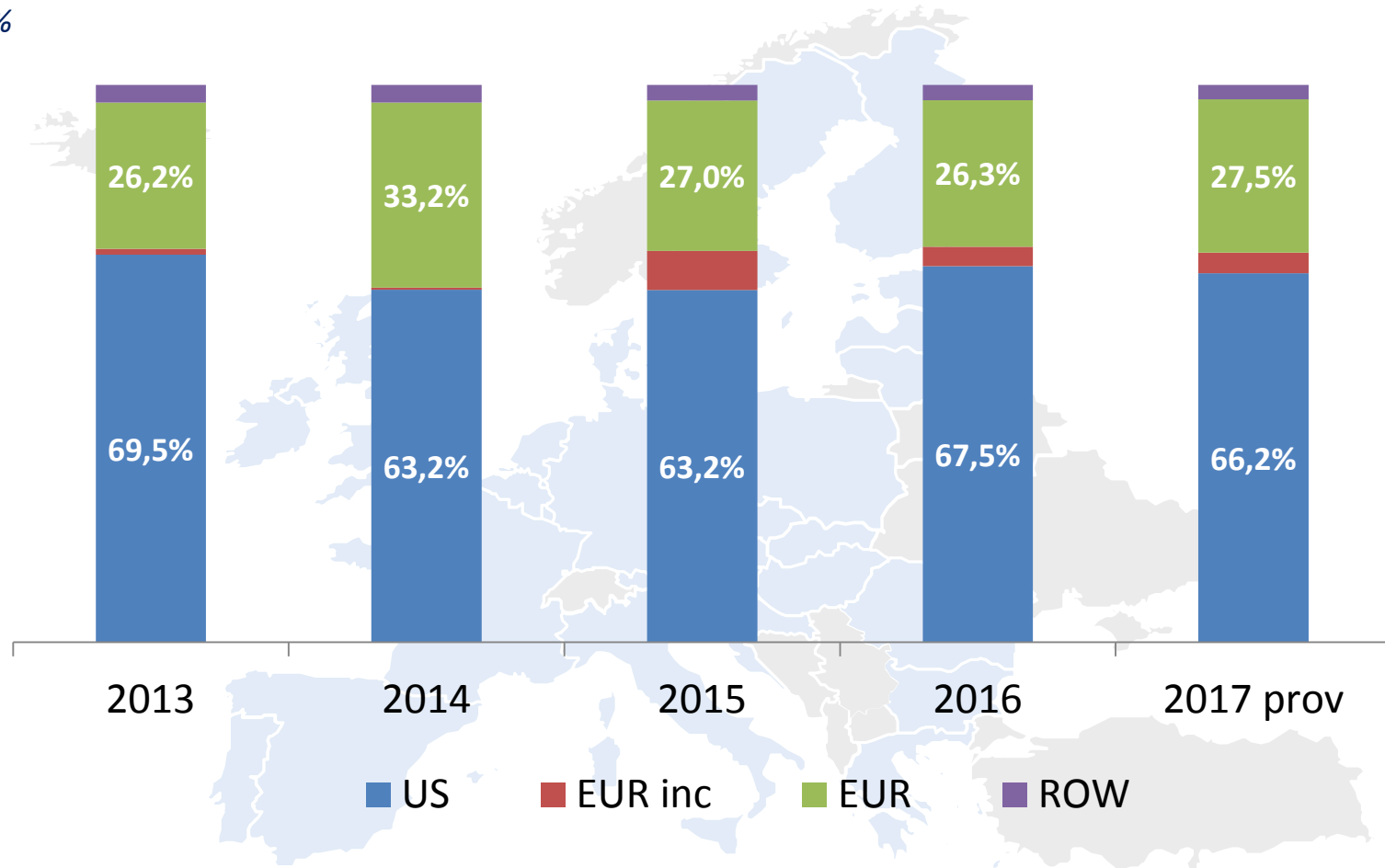
Source: European Audiovisual Observatory / LUMIERE database

Market share of European films grows to 27.5%



EU market share by region of origin (2013-2017)

In %



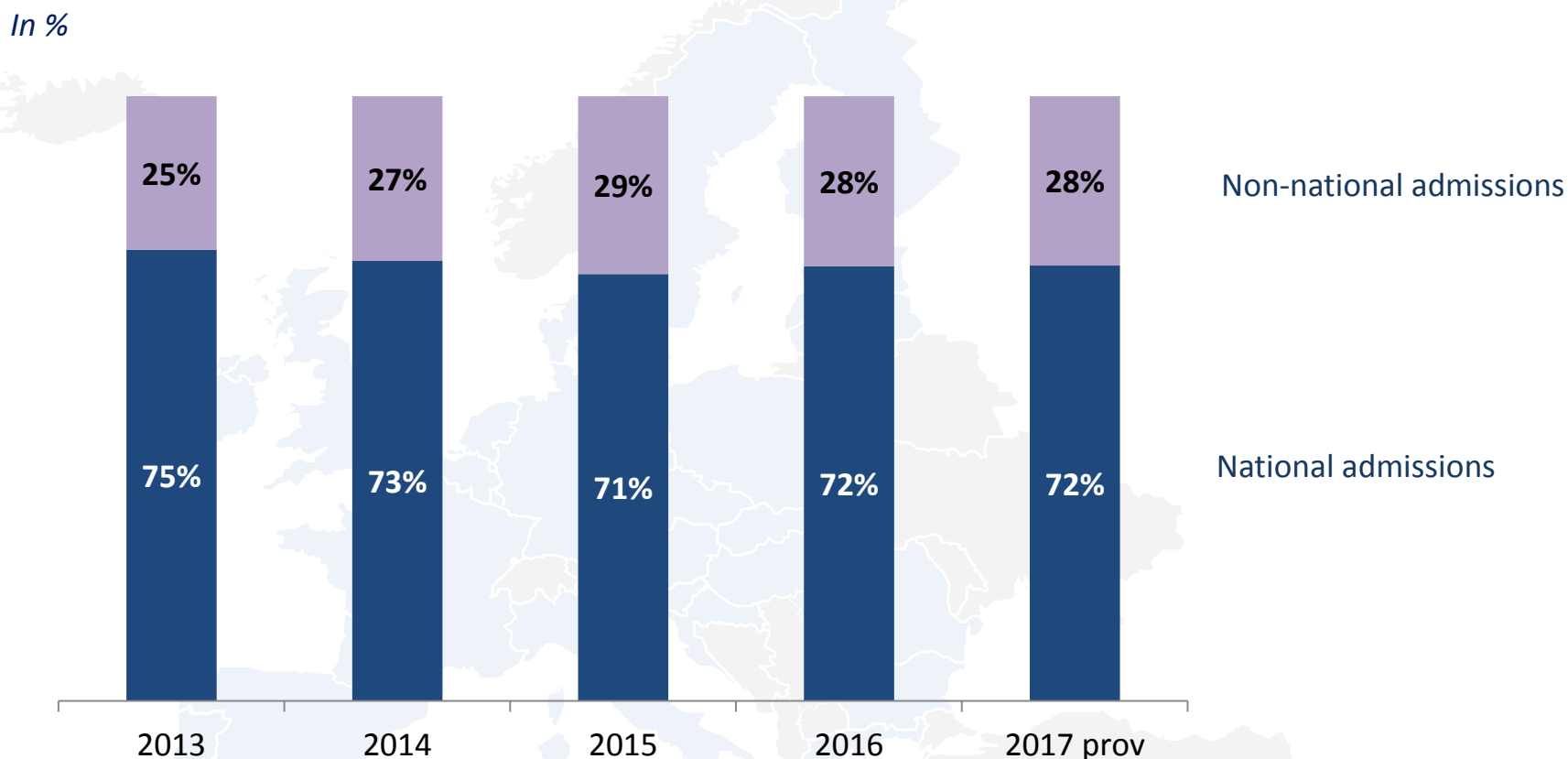
PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory / LUMIERE database

The share of EU non-national admissions is stable



Breakdown of admissions to EU films in the EU by national and non-national market



PROVISIONAL & ESTIMATED

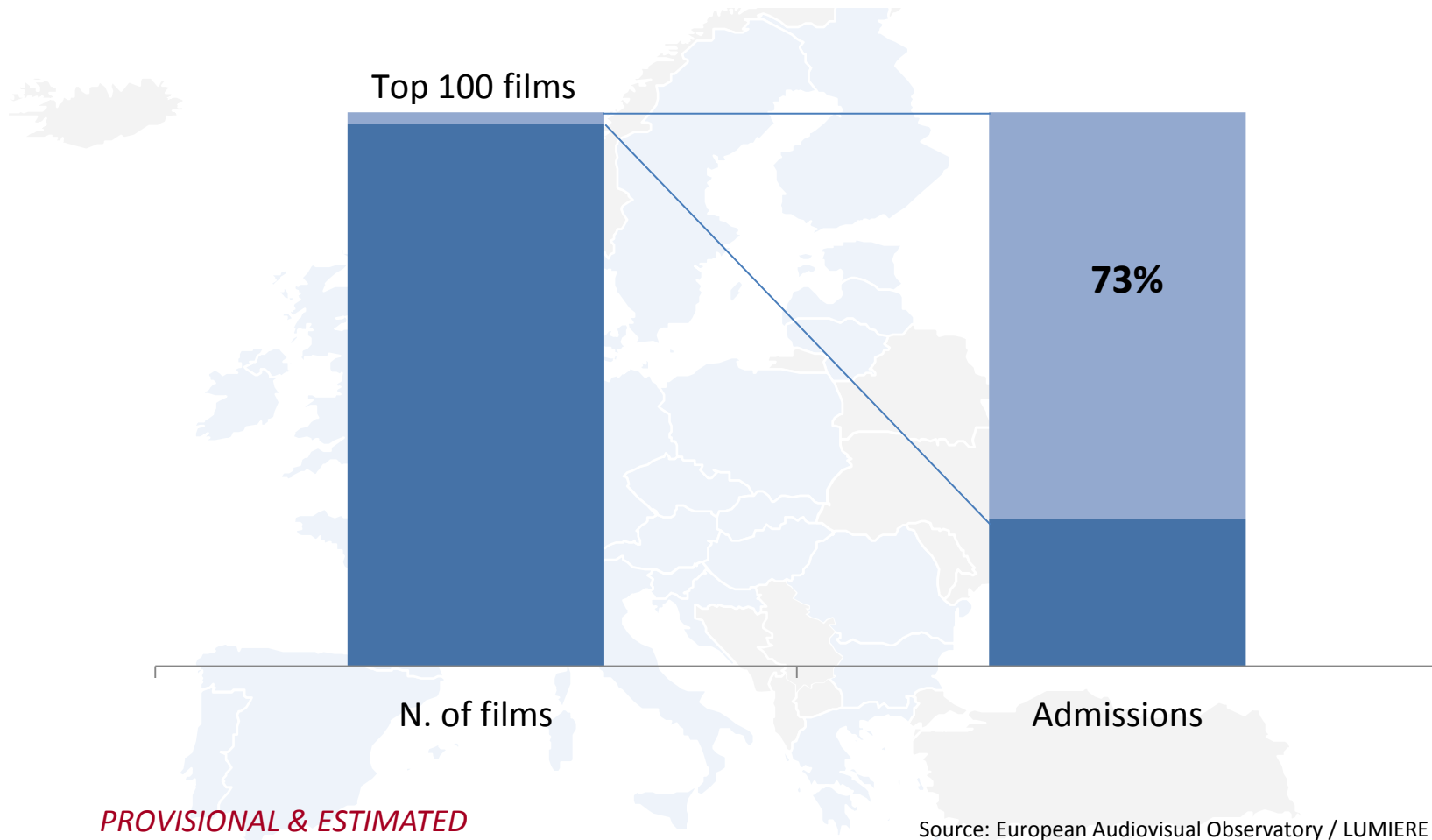
Source: European Audiovisual Observatory / LUMIERE database

High concentration
at the EU box office

Top 100 films account for 73% admissions



Concentration of EU admissions (2017)


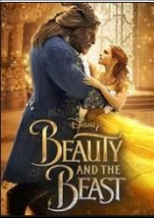





PROVISIONAL & ESTIMATED






Source: European Audiovisual Observatory / LUMIERE database

Top films by admissions in the EU and Russia 2017

EU




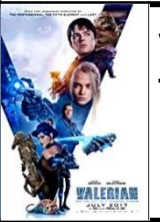

1		Despicable Me 3 (US)	32.3 m.
2		Beauty and the Beast (US)	29.8 m.
3		Star Wars Episode VIII – The Last Jedi (US)	28.8 m.
4		The Fate of the Furious (US/CN/JP)	21.7 m.
5		Fifty Shades Darker (US/CN)	20.3 m.

Russia






1		Pirates of the Caribbean: Dead Men Tell no Tales (US)	8.0 m
2		Posledniy bogatyr (RU)	7.3 m
3		Despicable Me 3 (US)	6.6 m
4		The Boss Baby (US)	6.2 m
5		Guardians of the Galaxy 2 (US)	5.3 m

Top EU films by admissions in the EU and Russia 2017

EU

1		Dunkirk (GB inc/US/FR/NL)	17.2 m
2		Paddington 2 (GB/FR)	9.1 m
3		Kingsman: The Golden Circle (GB inc/US)	8.7 m
4		Valerian and the City of a Thousand Planets (FR/CN/US/DE/AE)	8.2 m
5		Fack ju Göhte 3 (DE)	6.5 m

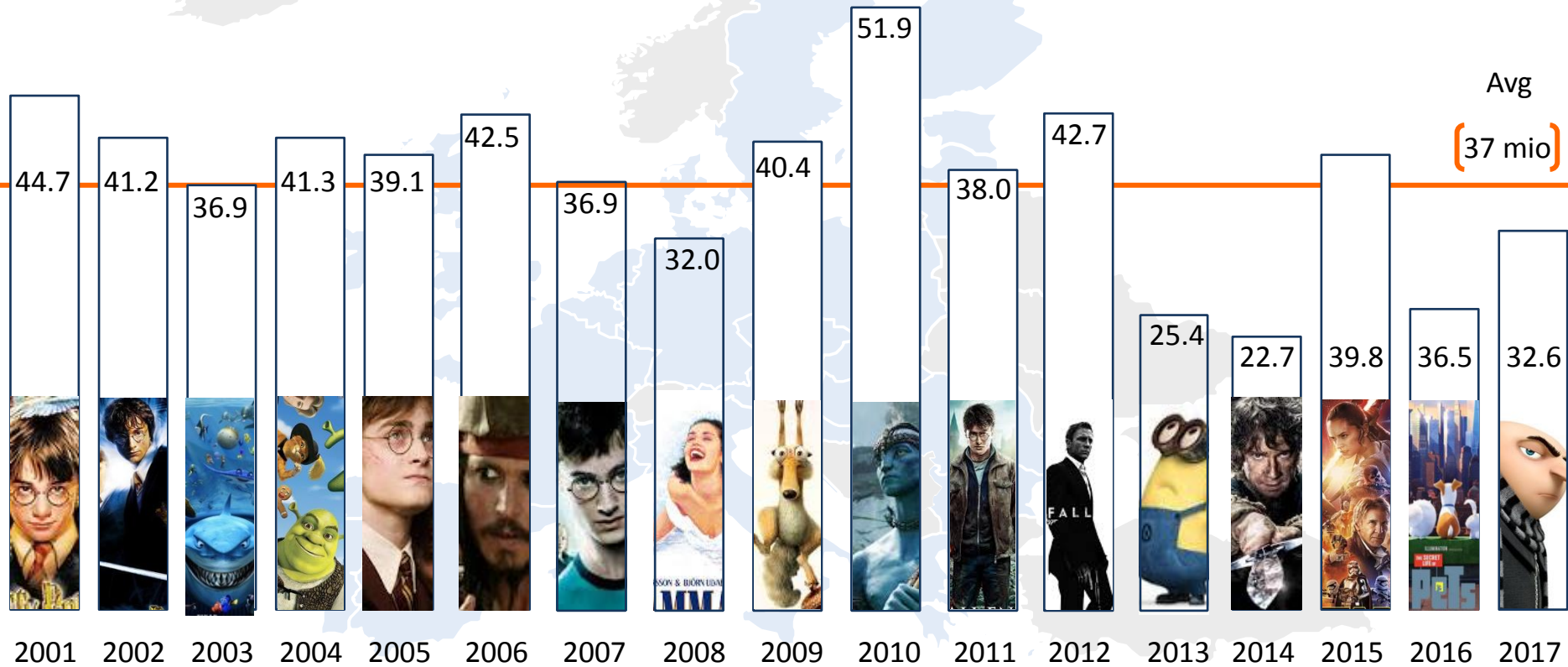
Russia

1		Valerian and the City of a Thousand Planets (FR/CN/US/DE/AE)	2.9 m
2		Kingsman: The Golden Circle (GB inc/US)	2.4 m
3		Baby Driver (GB/US)	1.2 m
4		Dunkirk (GB inc/US/FR/NL)	1.2 m
5		Ballerina (FR)	1.1 m

Top films tend to perform poorly compared to previous years

Admissions to top grossing films in the EU (2001-2017)

in mio.

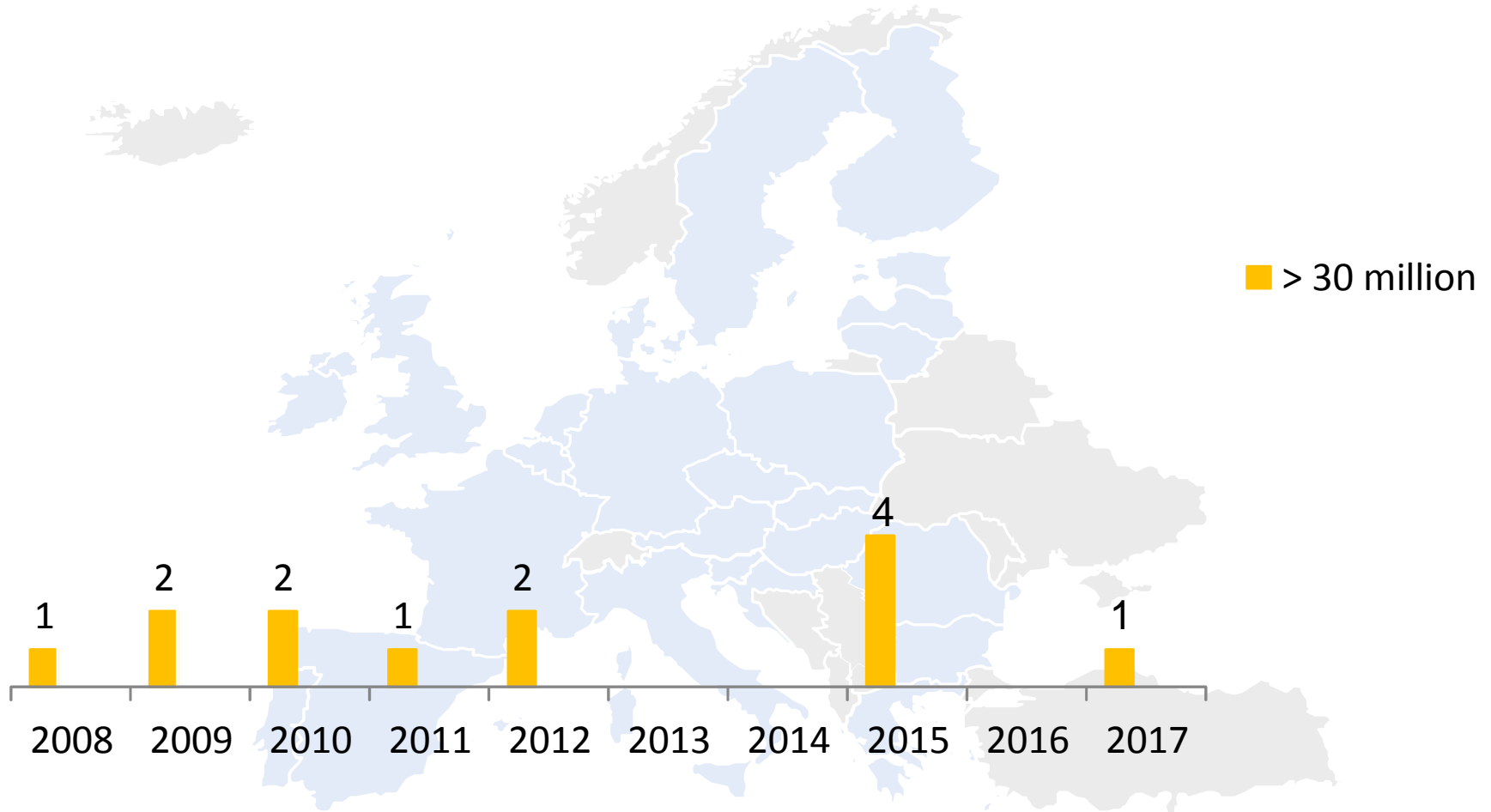


Source: European Audiovisual Observatory / LUMIERE database

Only 1 film crossed the 30 million benchmark in 2017



Number of films by admissions brackets



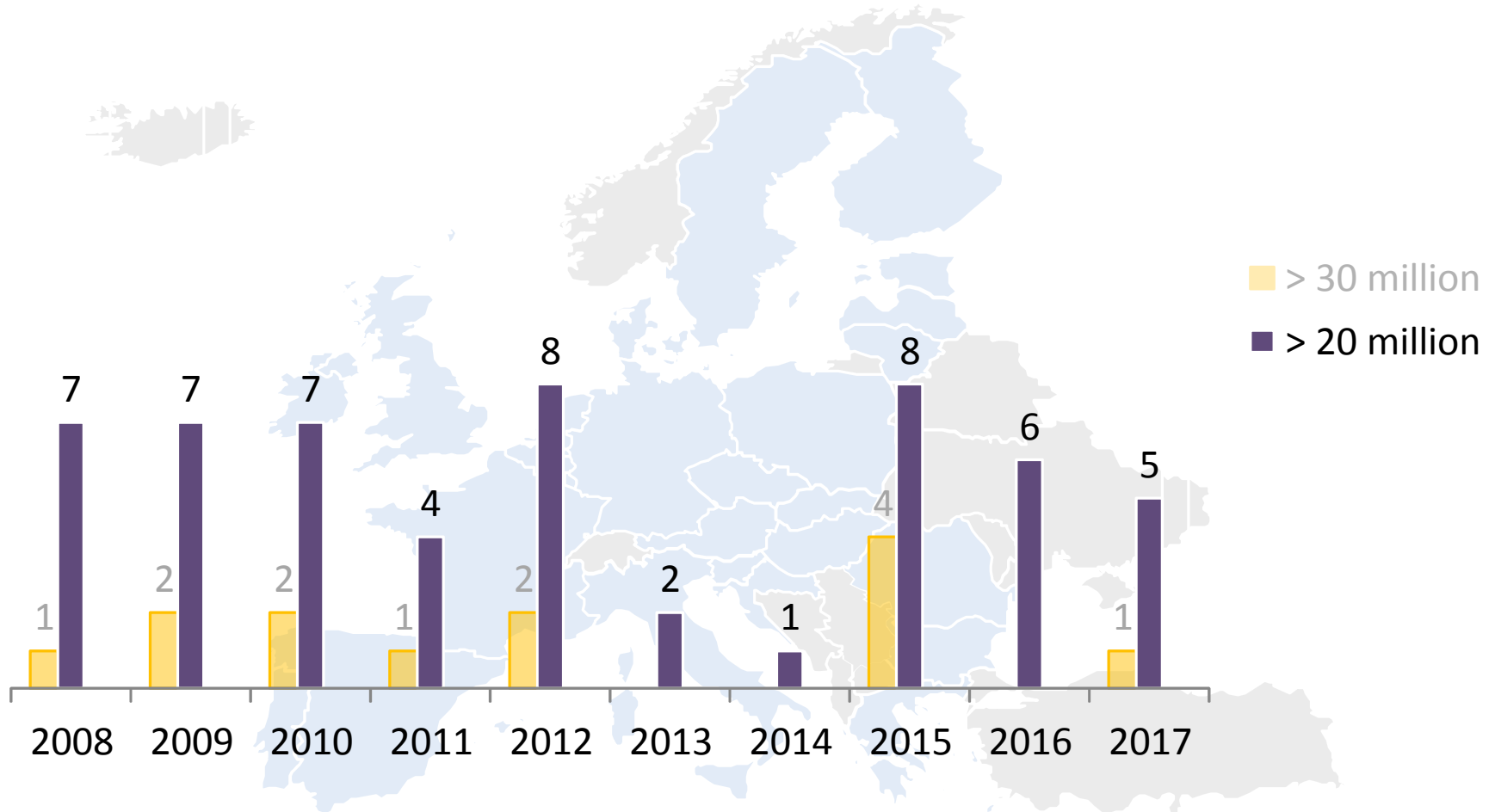
PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory



5 films sold more than 20 million tickets

Number of films by admissions brackets



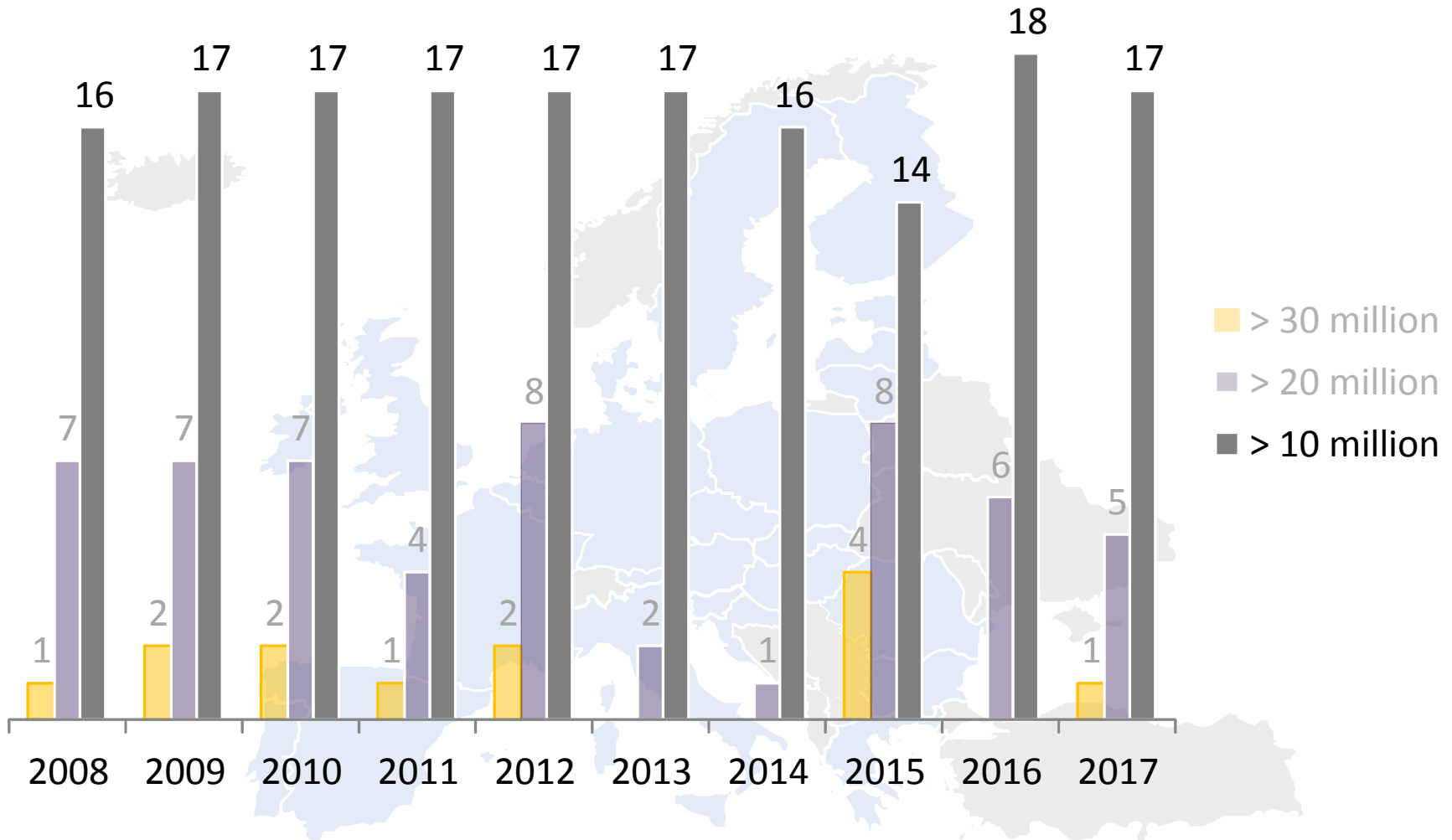
PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory



... and 17 films more than 10 million

Number of films by admissions brackets



PROVISIONAL & ESTIMATED

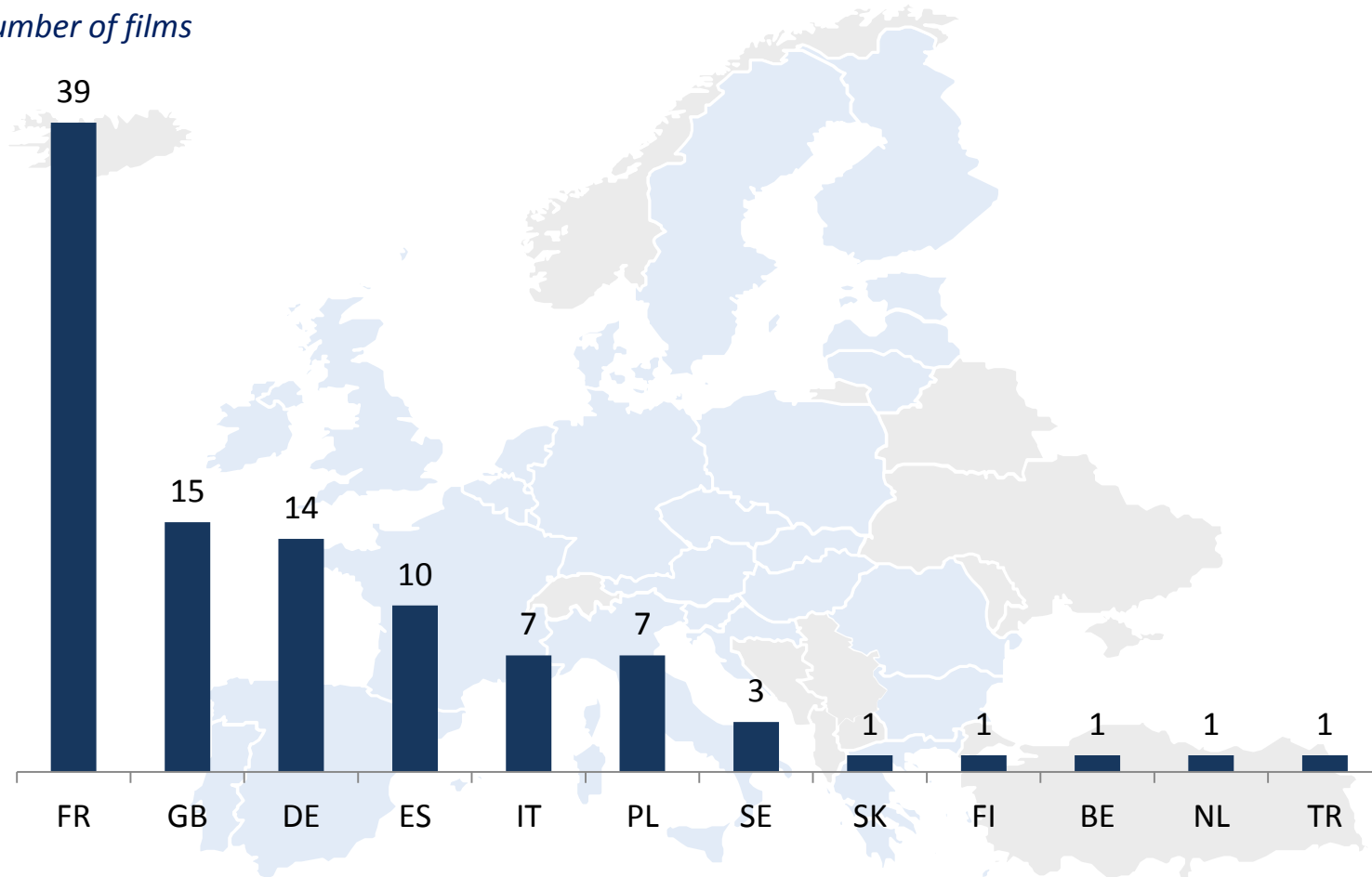
Source: European Audiovisual Observatory

French films stand out among the top 100 EUR films



Breakdown of top 100 European films in the EU in 2017 by country of origin

In number of films



PROVISIONAL & ESTIMATED

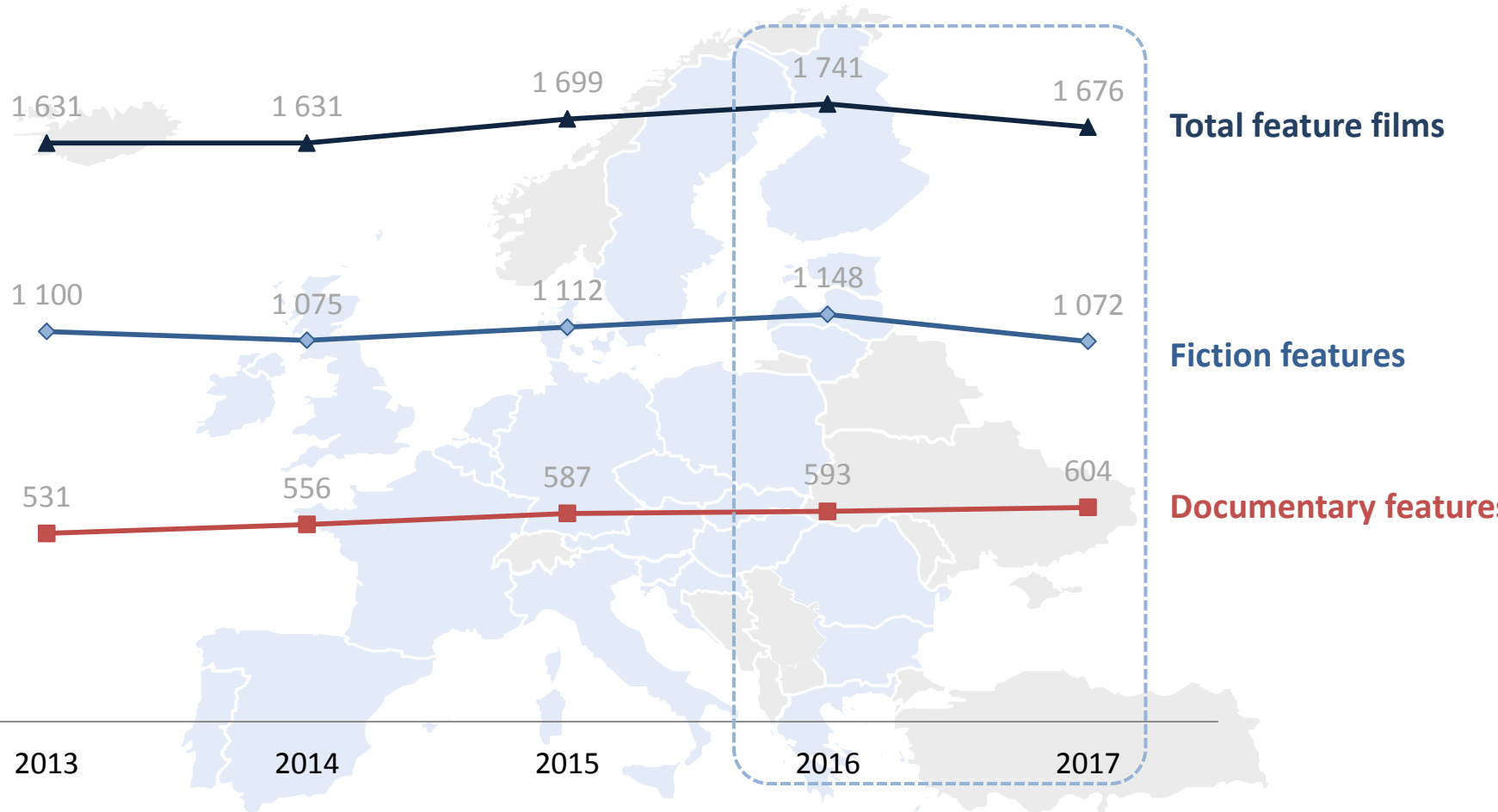
Source: European Audiovisual Observatory

EU film production decreased
for the first time in years



EU fiction film production volume decreased

Number of EU films produced, 2013-2017



PROVISIONAL & ESTIMATED

Source: European Audiovisual Observatory

For more
information

www.obs.coe.int

