

theatrical!

Key figures on animation films

fiction!

Key figures on

01 demand for theatrical animation films worldwide

02 characteristics of European animation films

01 demand for theatrical animation films worldwide

- Animation films account for small share of films but significant share of admissions
- Indicating a proportionally strong demand for theatrical animation films
- Animation films recovered better from the pandemic than live-action films
- The animation market is dominated by US and Asian films
- Three main markets for animation films: the US, Europe, and China

About
190
animation
films released
per year
worldwide



representing
only 8%
of commercial
theatrical
film releases

Methodology remarks:

- Only films on commercial release, i.e. selling at least 1000 admissions
- Data refer to time period 2022 to 2024
- Covers 49 markets worldwide
- As registered in LUMIERE

Related sources:

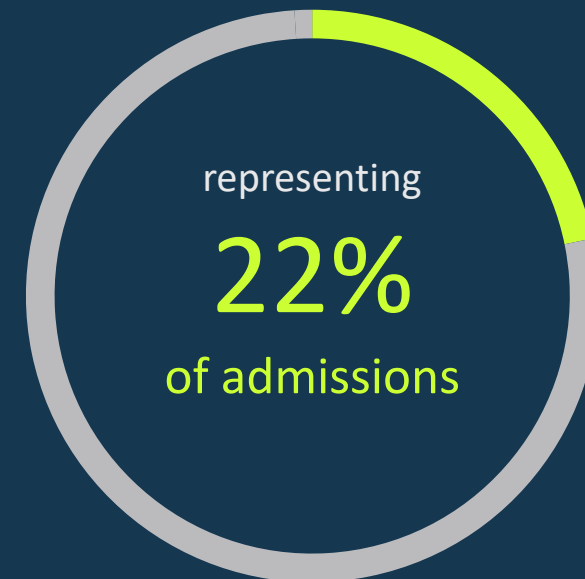
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About
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selling
700 m
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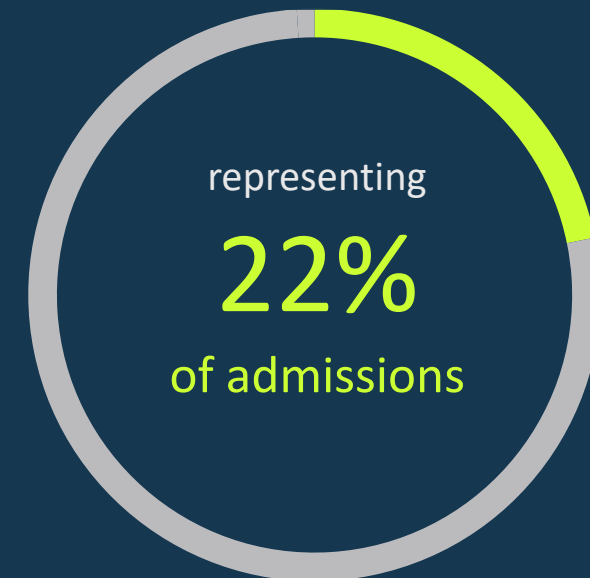
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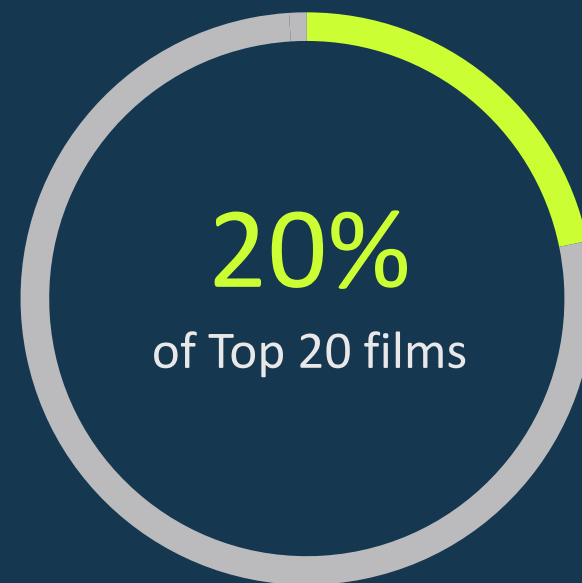
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Animation films are overly present in Top 20 films every year



Methodology remarks:

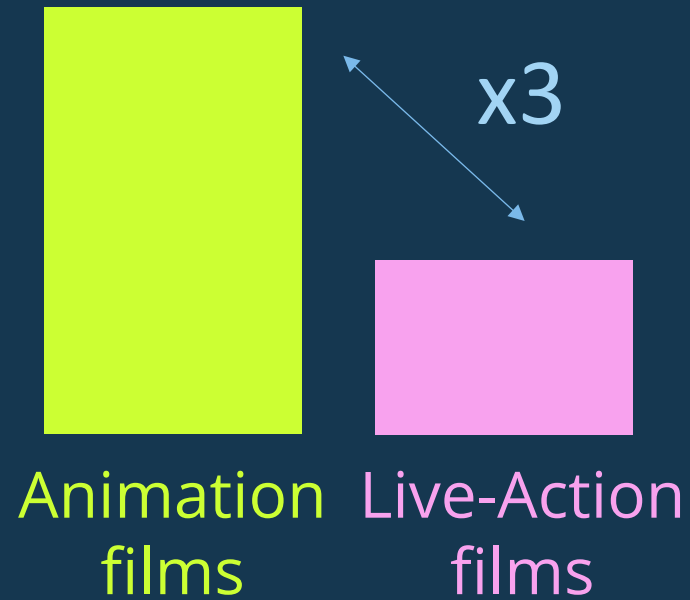
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Admissions per film: how many admission, on average, a film will make in a year



Methodology remarks:

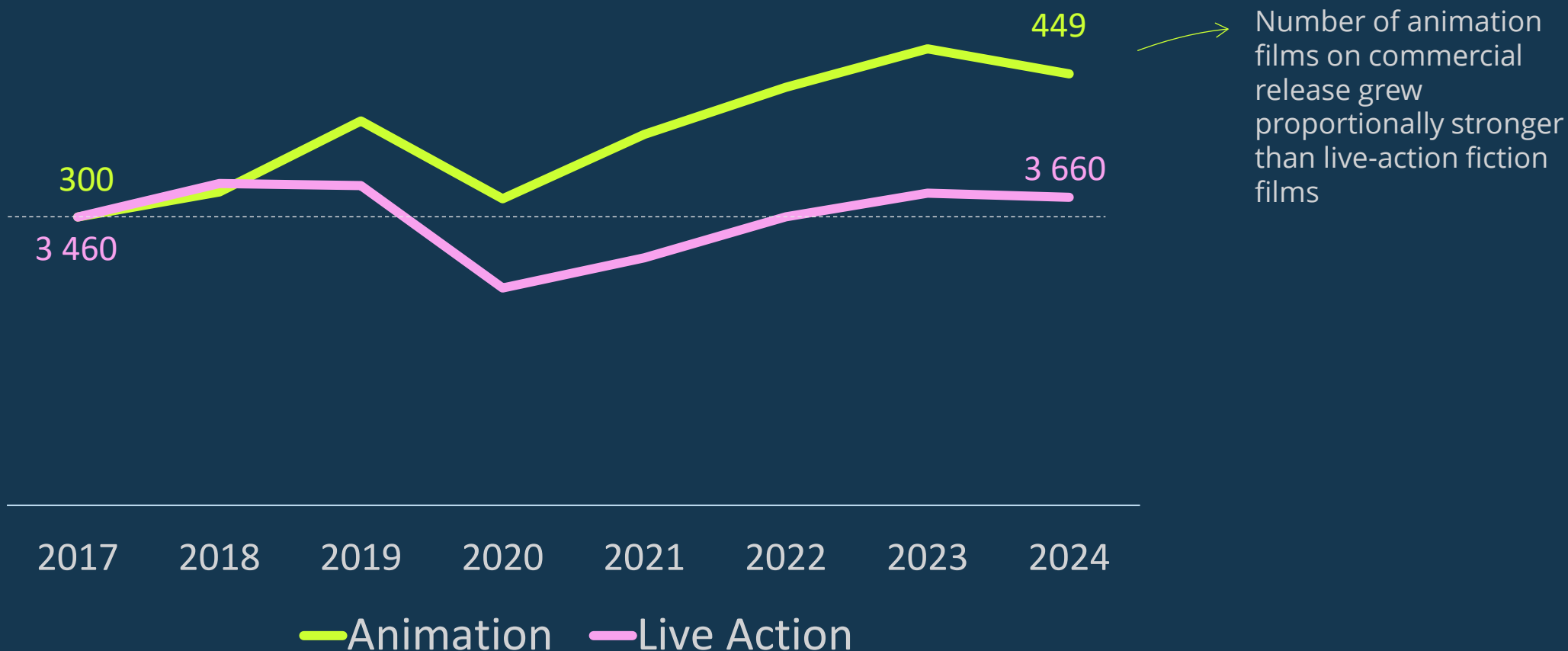
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More animation films on commercial release after the pandemic



Methodology remarks:

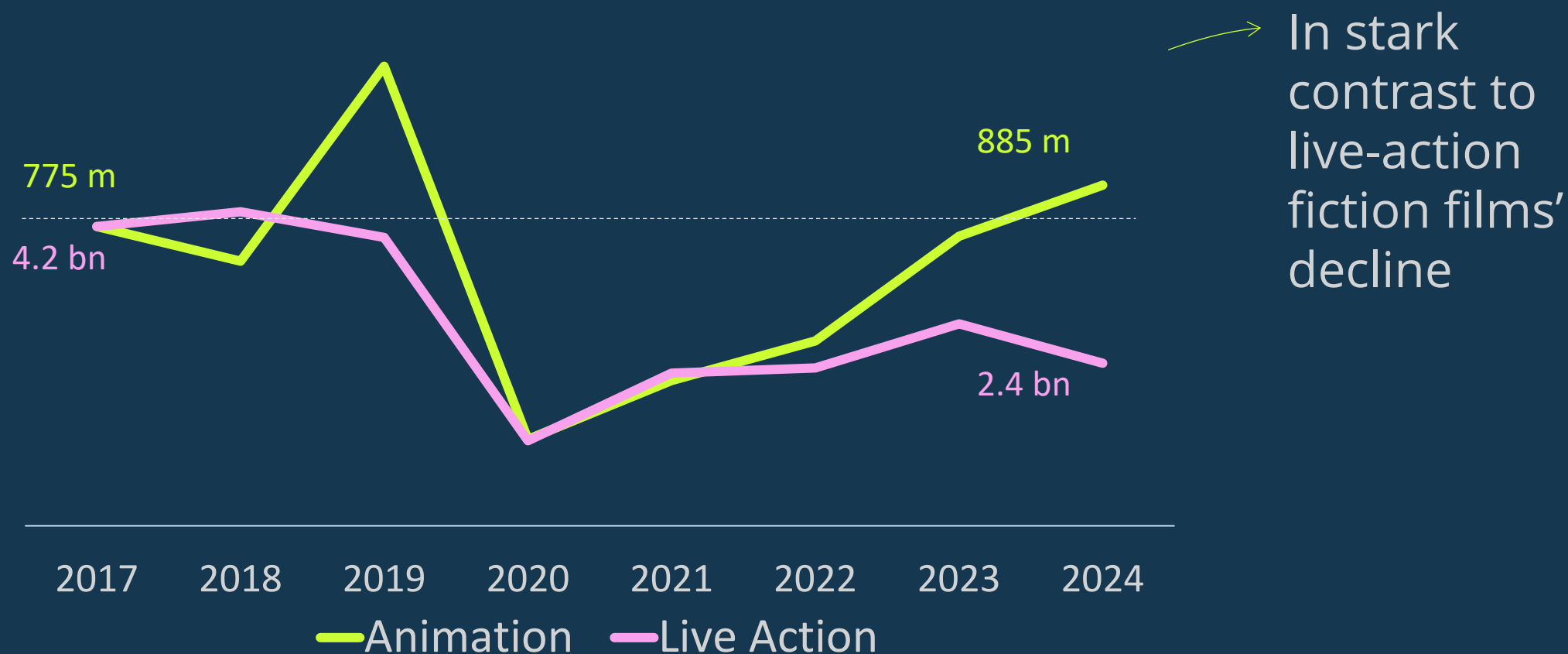
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Admissions to animation films back to pre-pandemic levels



Methodology remarks:

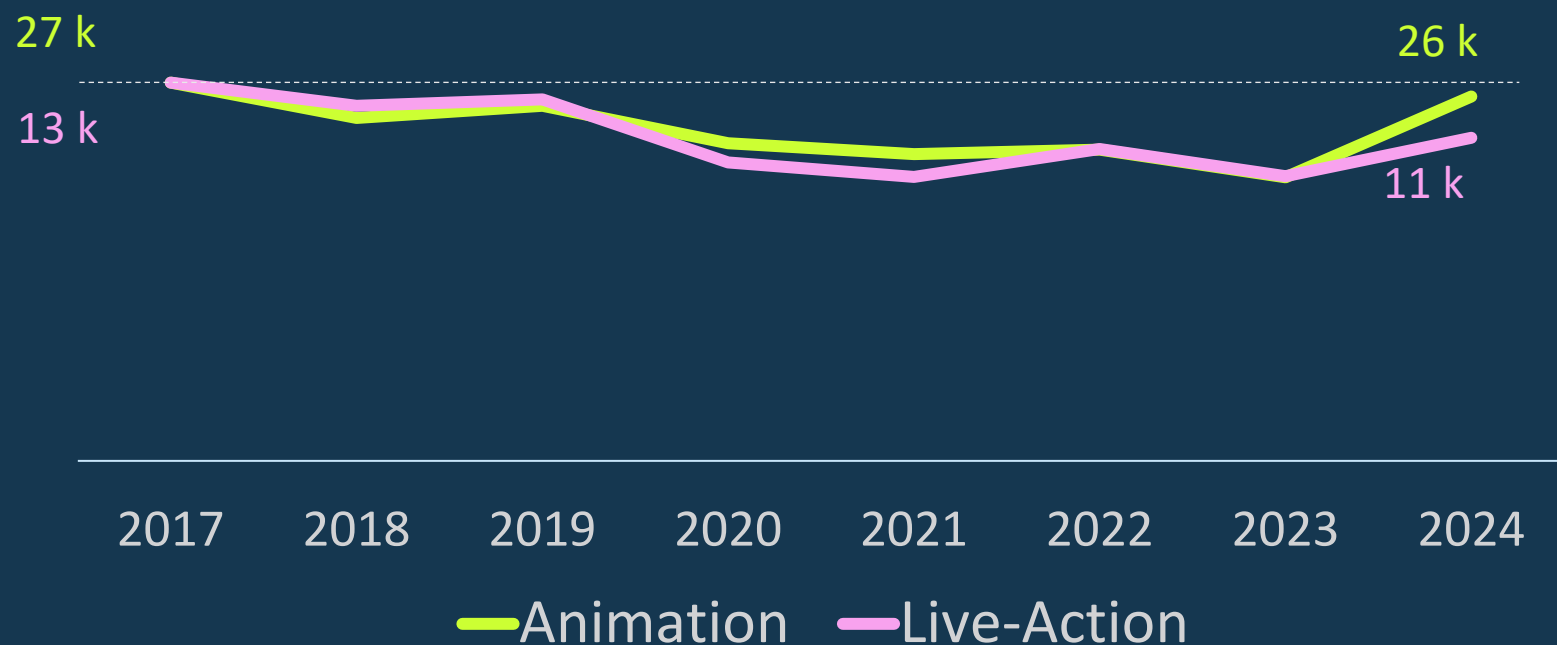
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Admissions (median) to animation films close to pre-pandemic levels



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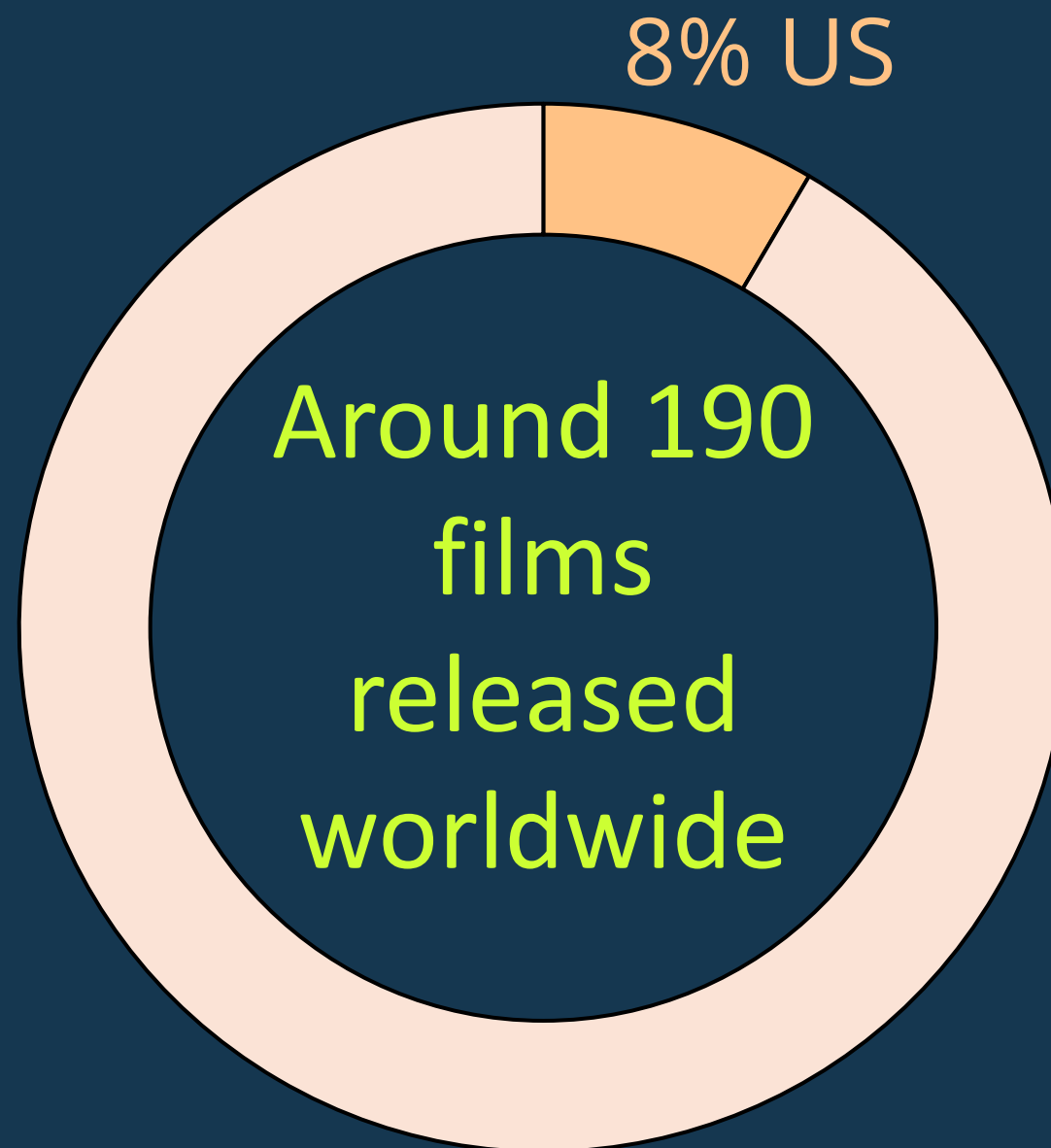
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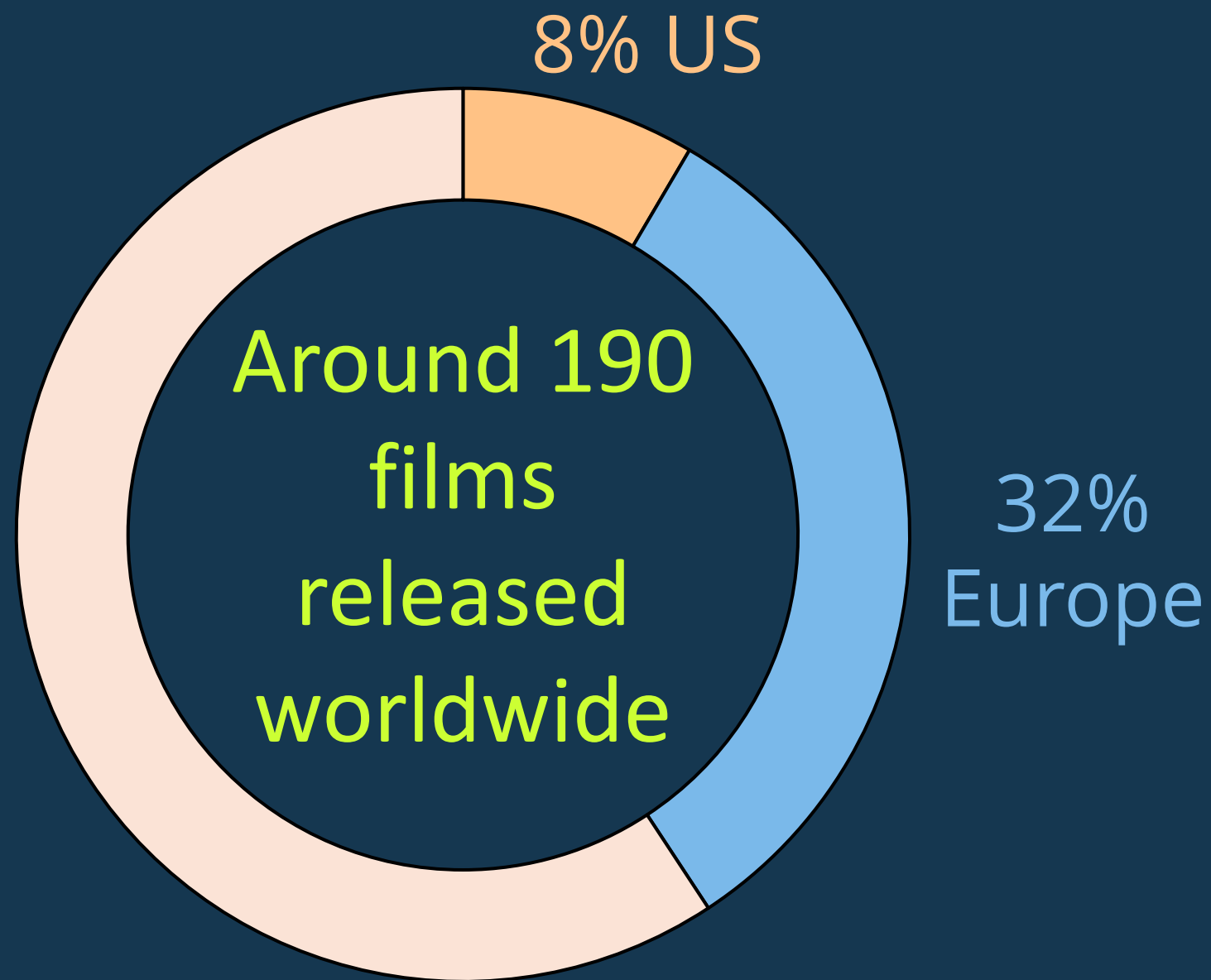
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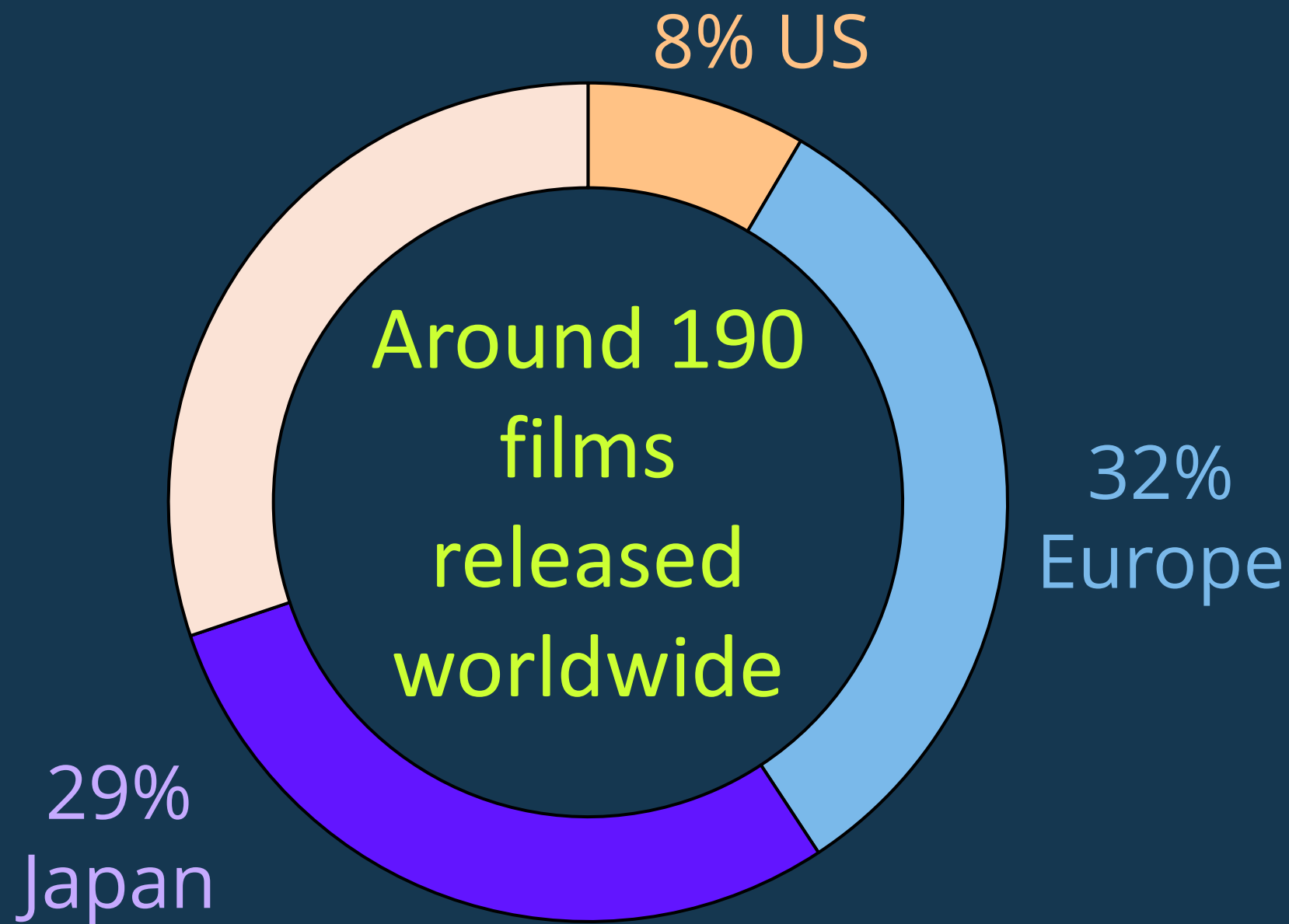
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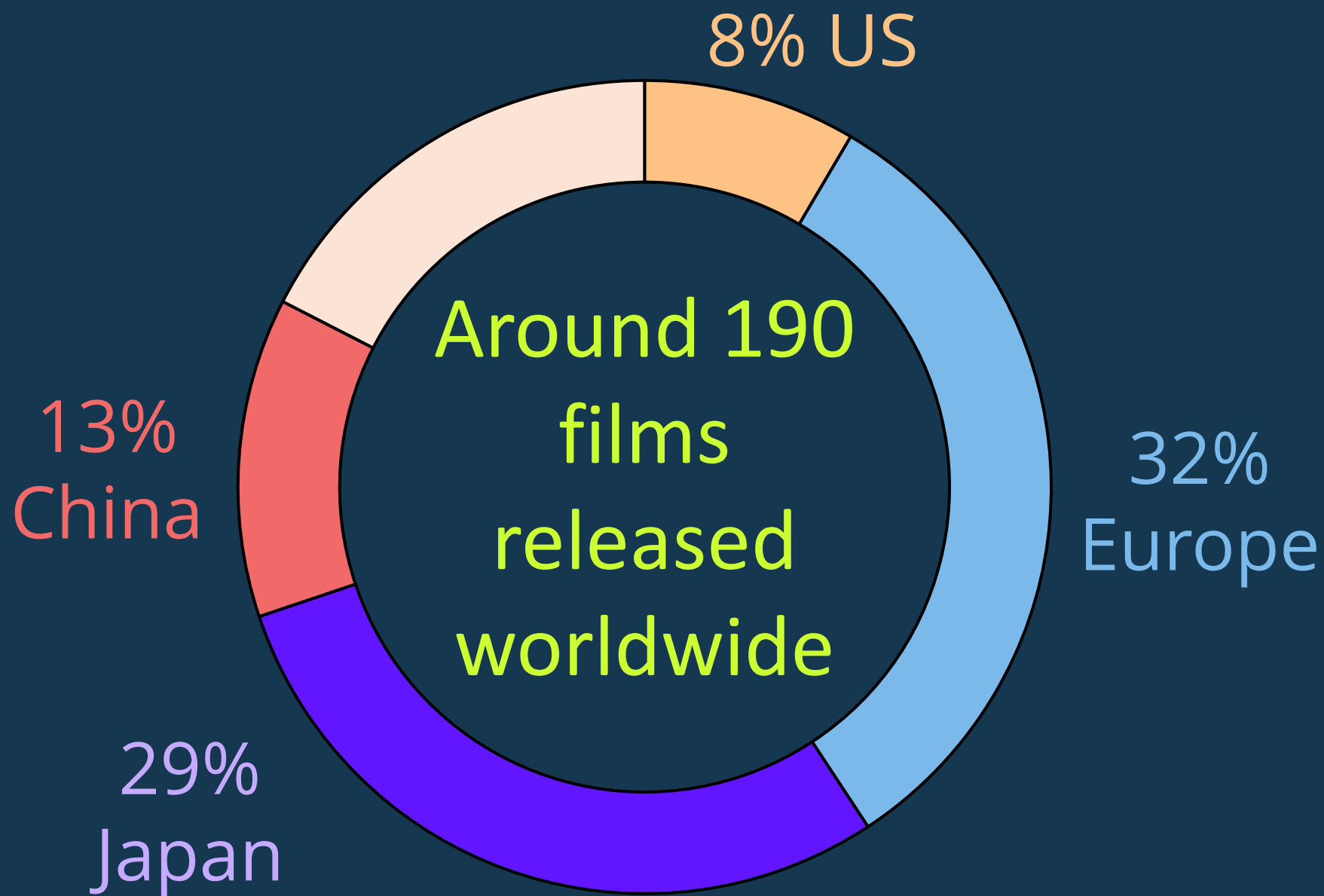
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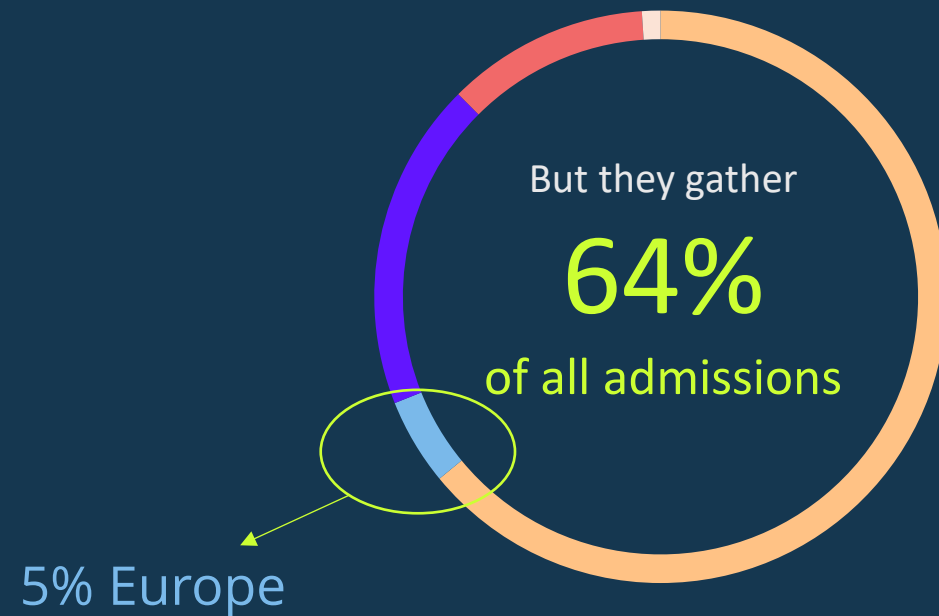
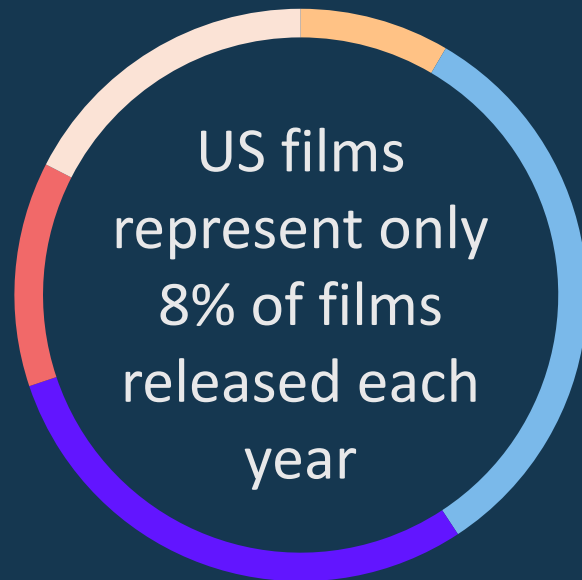
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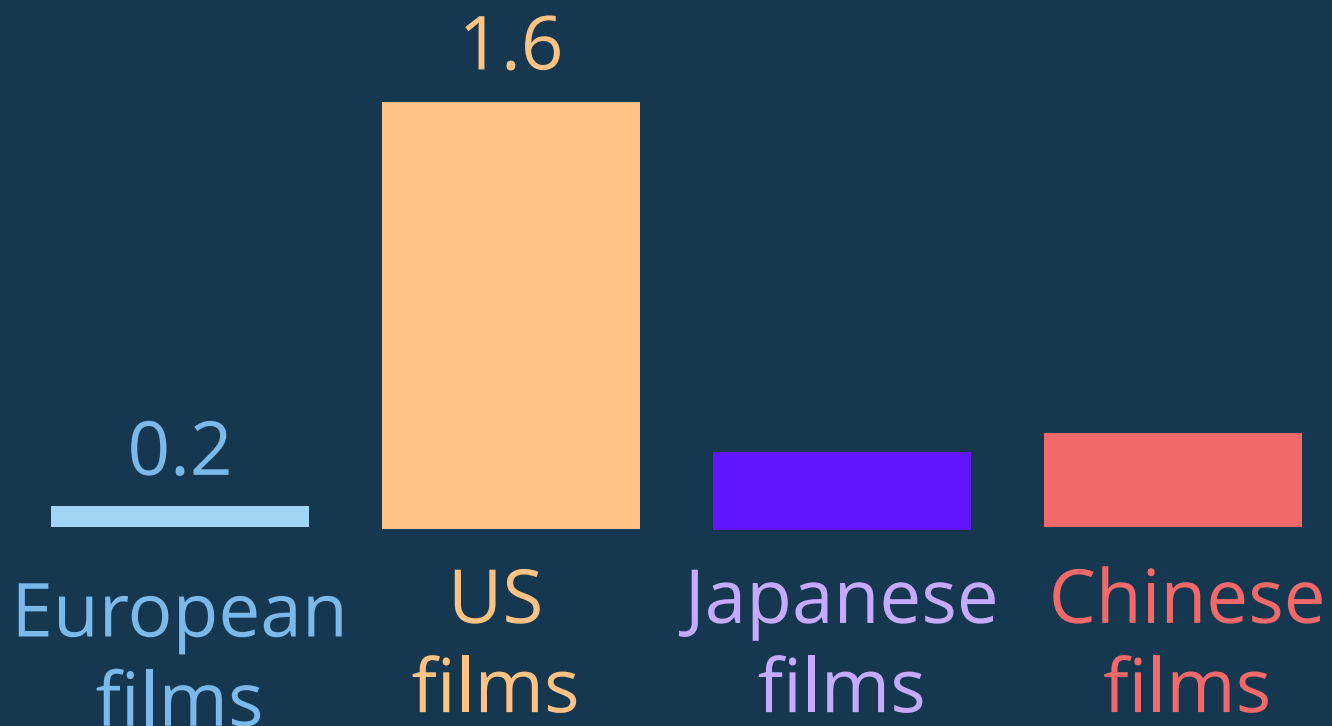
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Admissions (average in m.)



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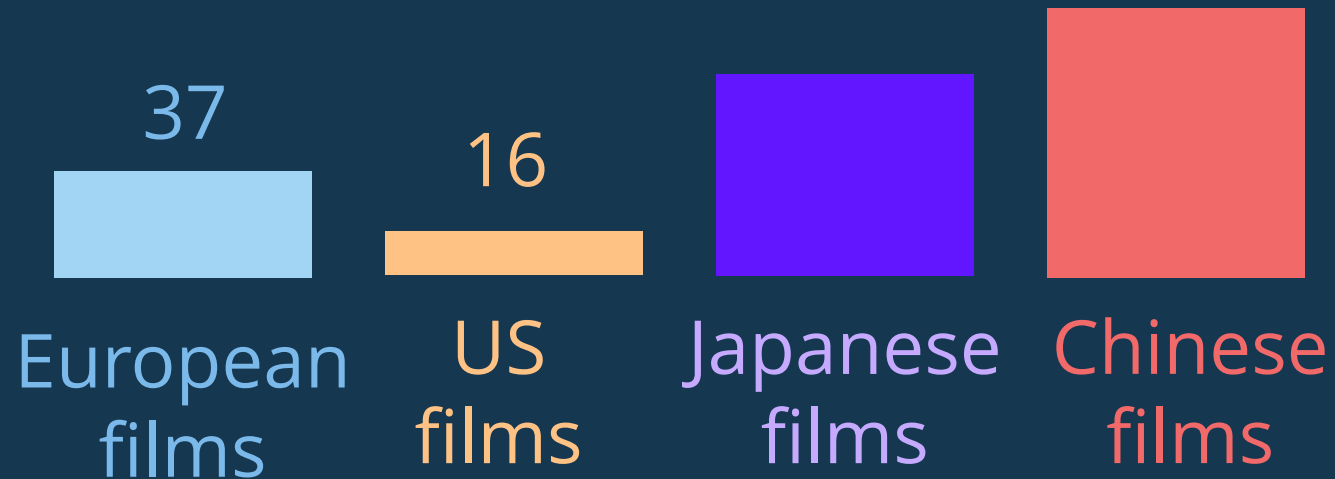
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Admissions (median, in thousands)



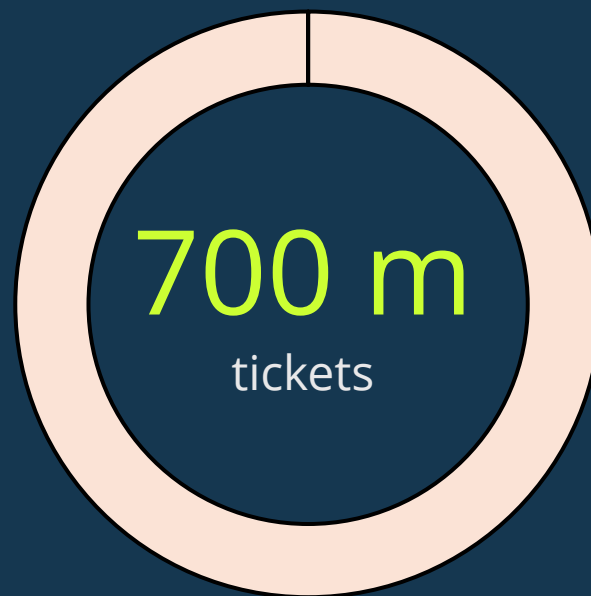
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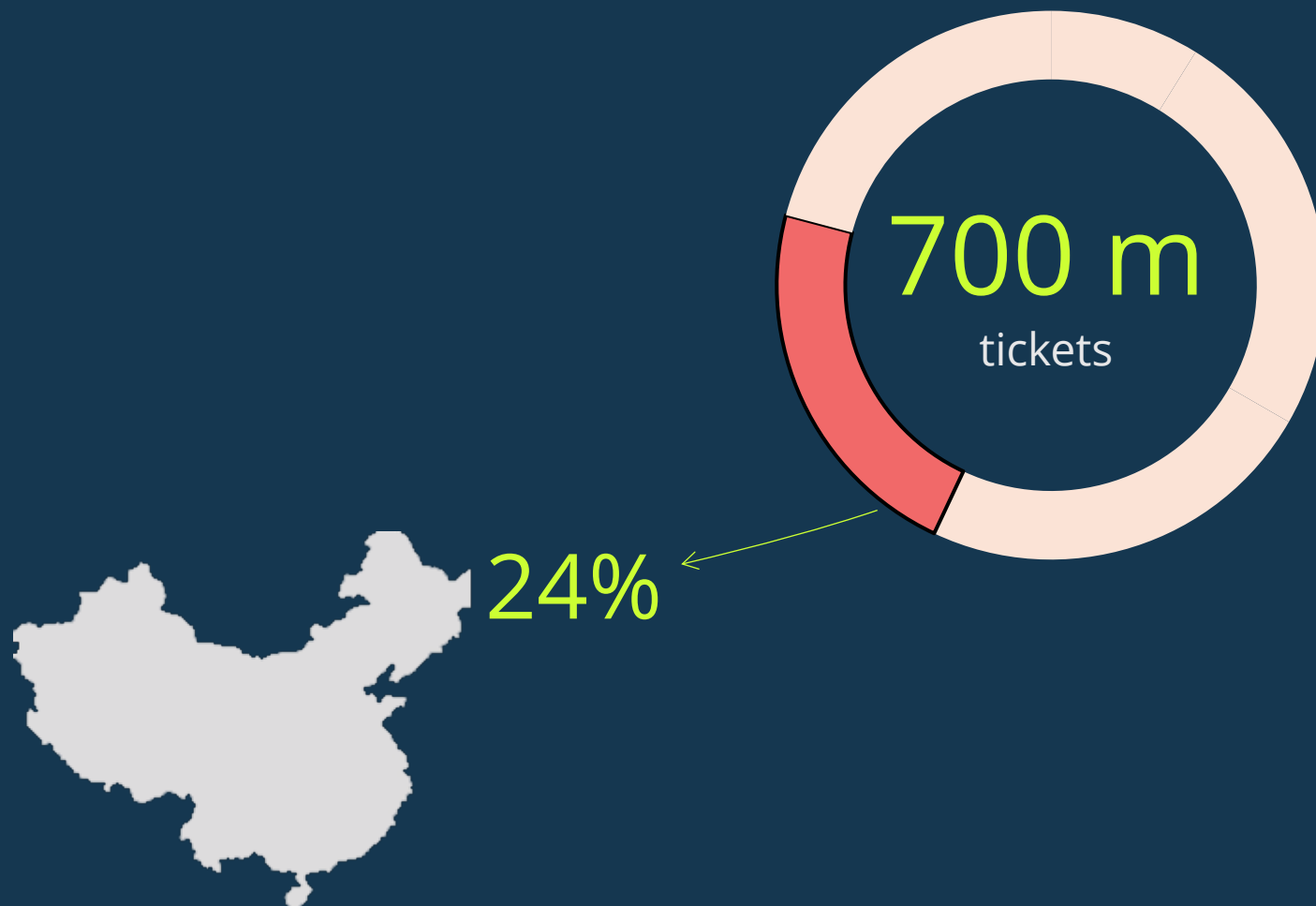
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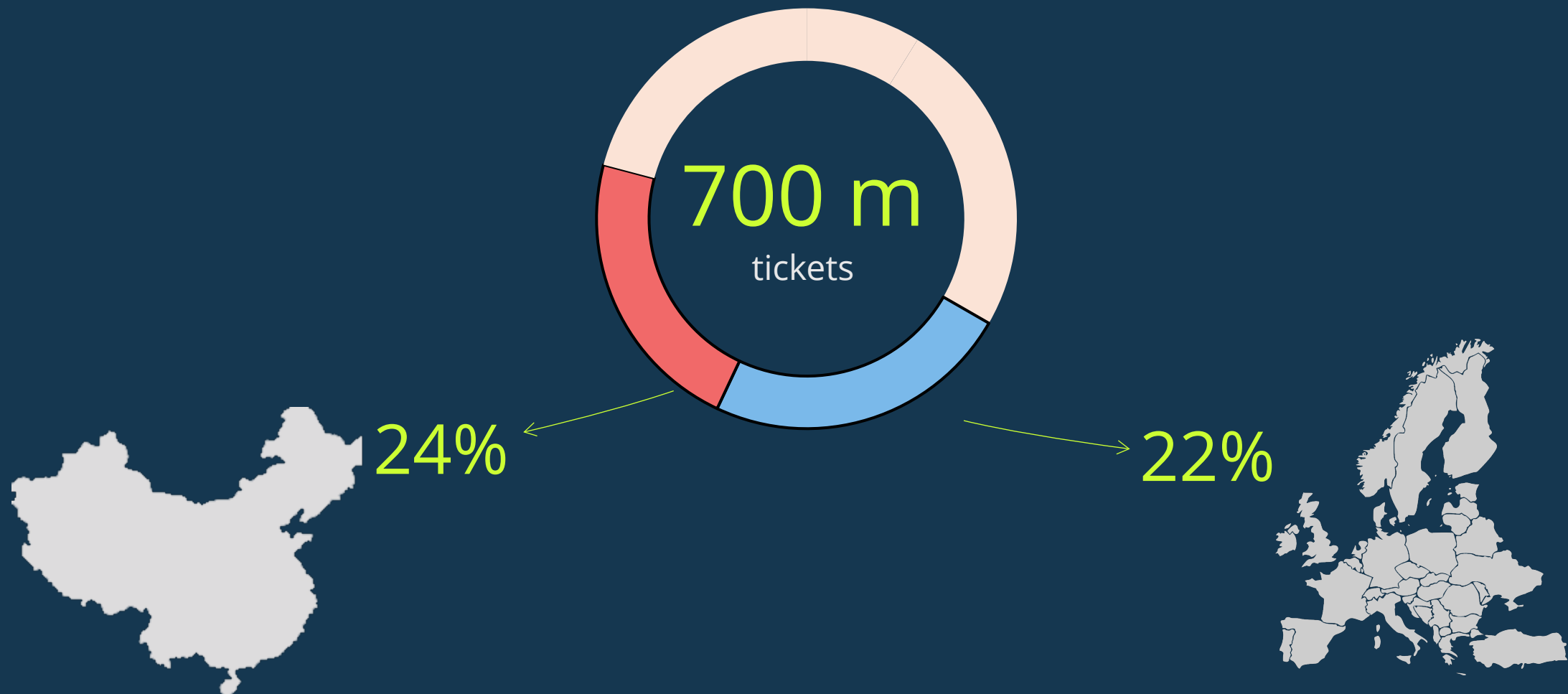
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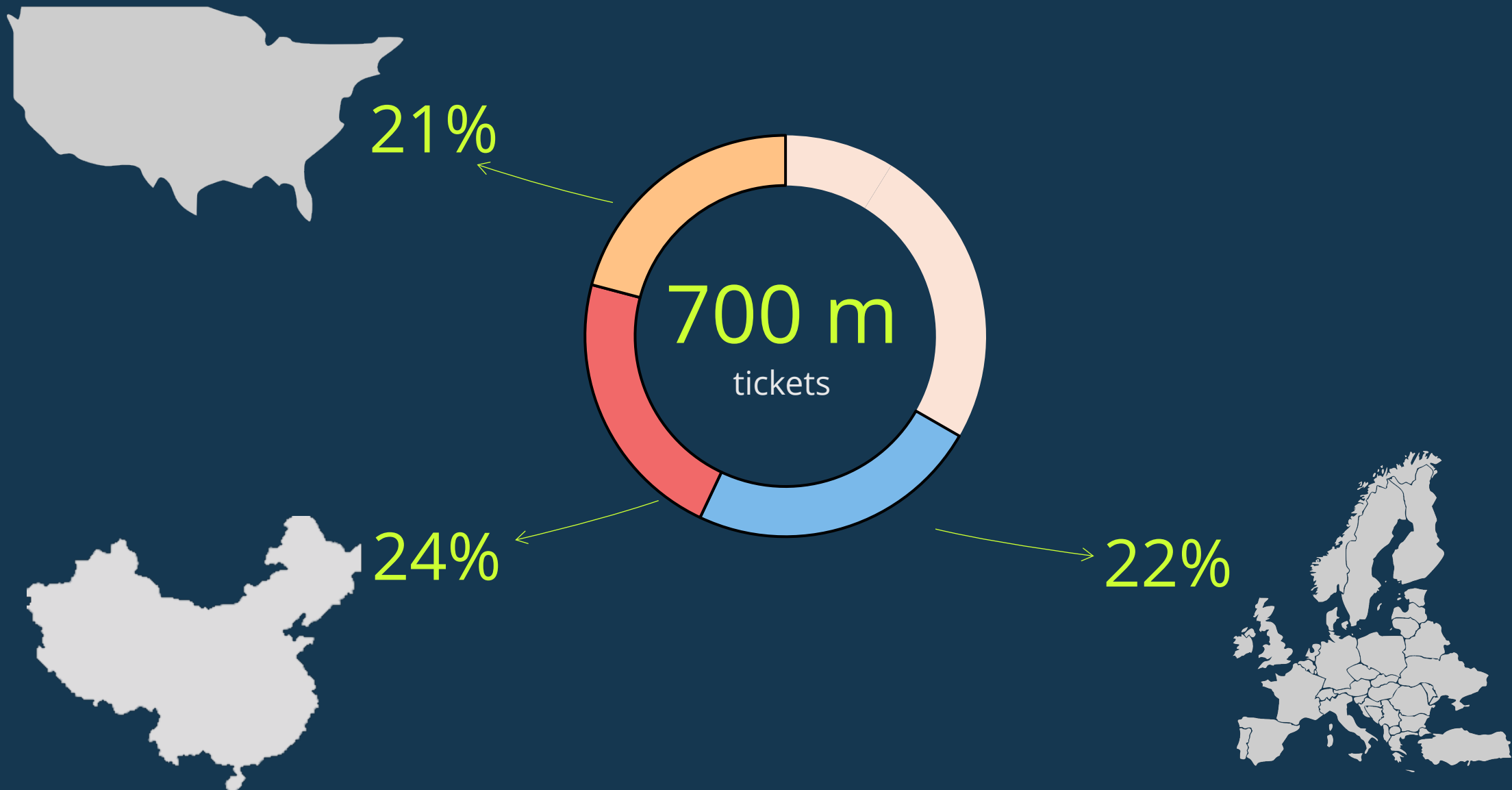
01 demand for theatrical animation films worldwide

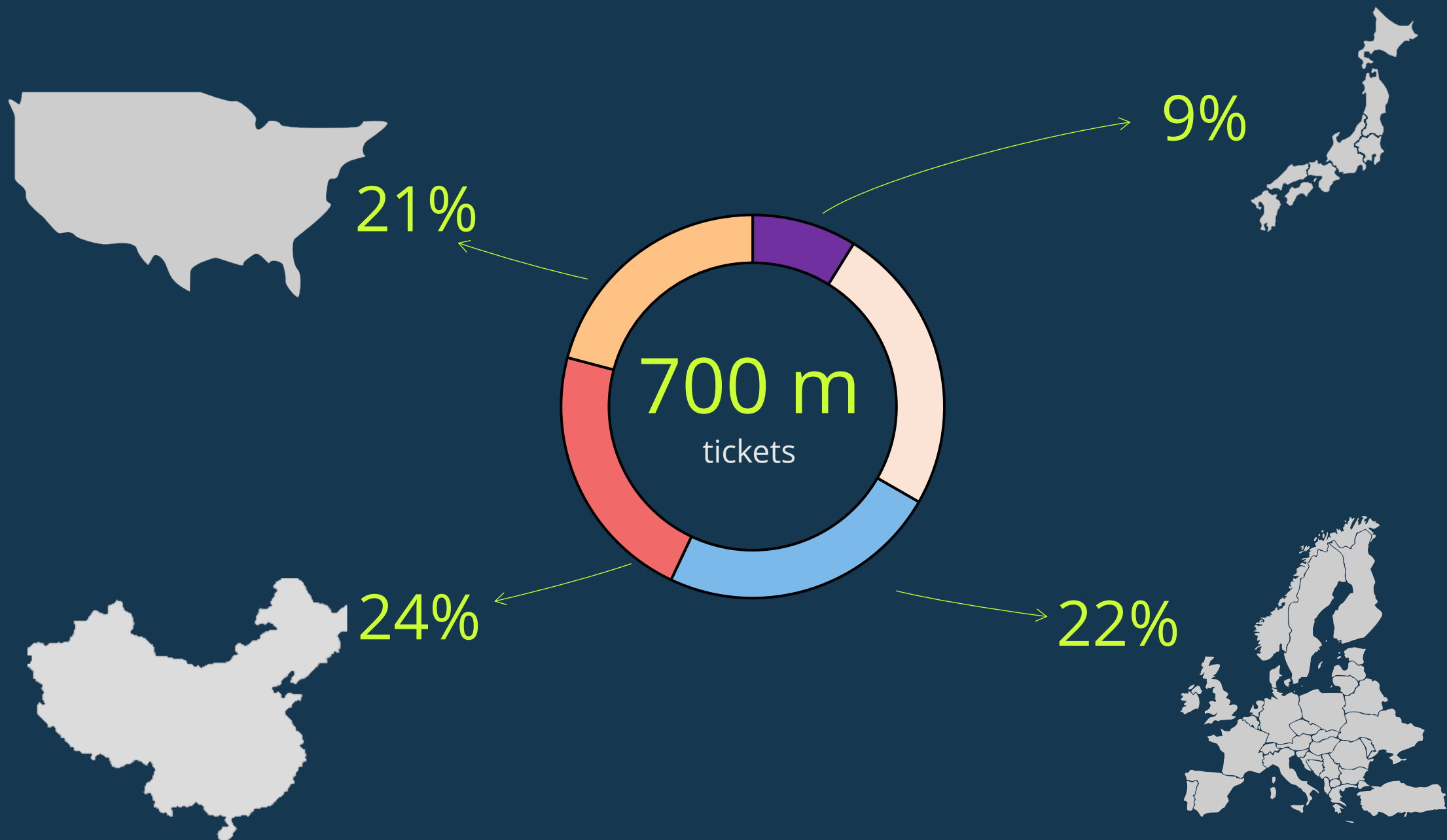




01

demand for theatrical animation films worldwide







5%



20%



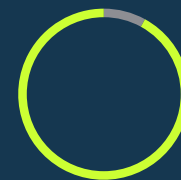
Export admissions



51%



92%



Key figures on

01 demand for theatrical animation films worldwide

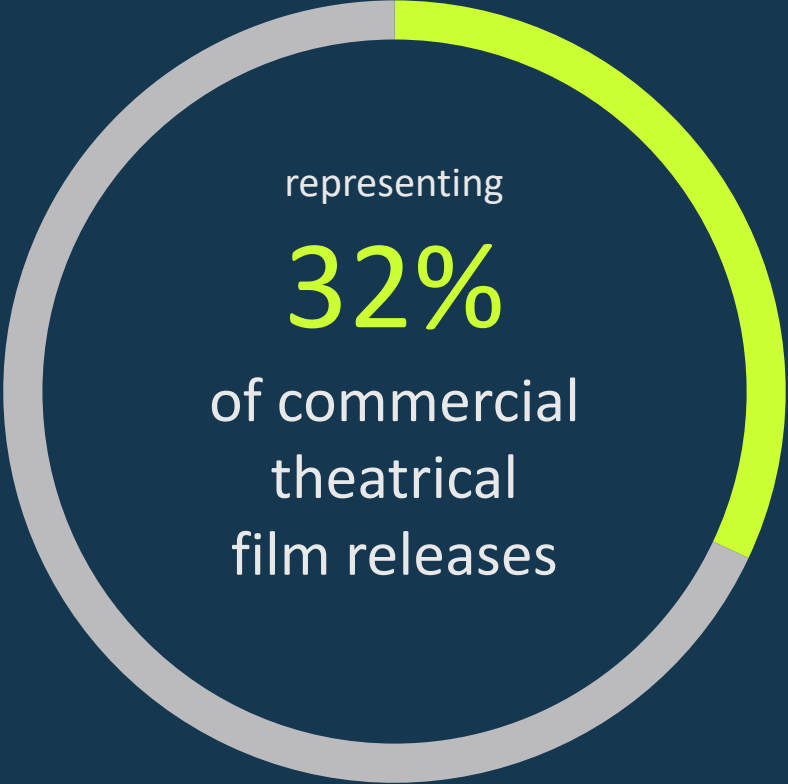
02 characteristics of European animation films

02 characteristics of European animation films

- ☐ European animation films account for a significant share of animation films released
- ☐ Animation films have higher budgets than live-action films
- ☐ They rely more heavily on international co-productions
- ☐ They travel better
- ☐ They outperform live-action films in terms of admissions

About
61
European
animation
films released
per year
worldwide

representing
32%
of commercial
theatrical
film releases

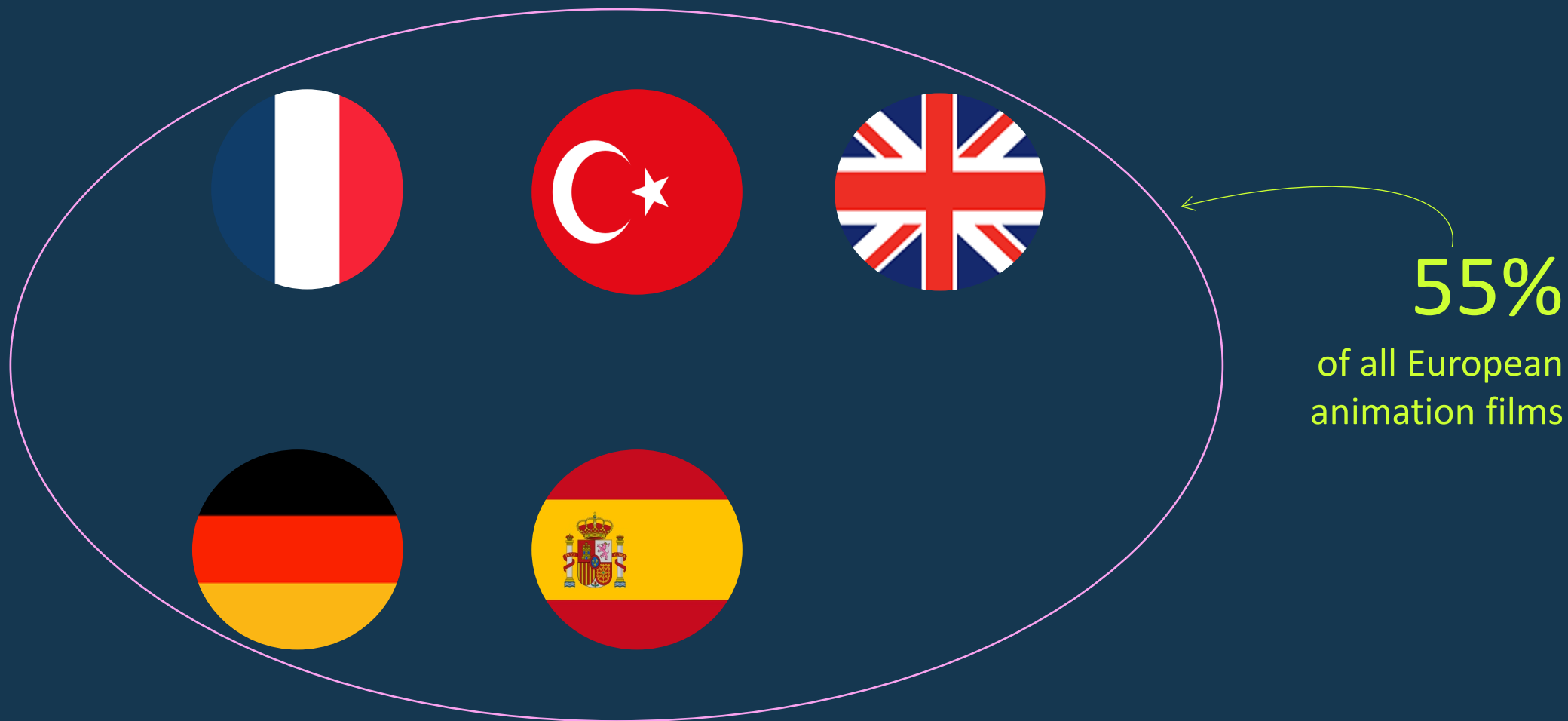
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Animation Budget Size

Methodology remarks:

- Data refer to time period 2021 to 2022

Related sources:

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Animation Budget Size

EUR 5.9 m



Methodology remarks:

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Animation Budget Size

EUR 5.9 m



Live-Action Budget Size

EUR 3.6 m



Methodology remarks:

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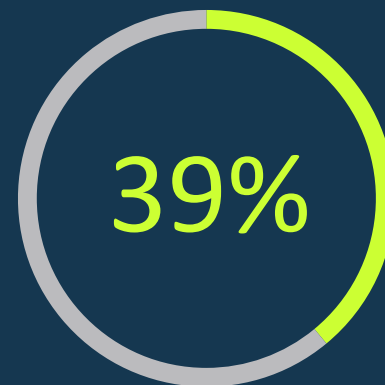
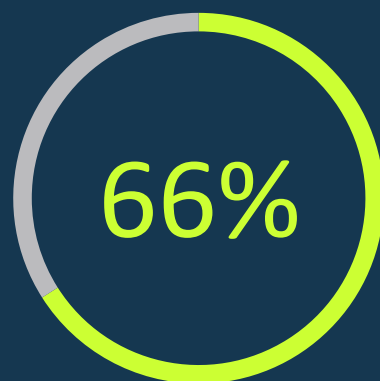
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High budget films (EUR 3 – 10 m)

Animation
Budget Size



Live-Action
Budget Size



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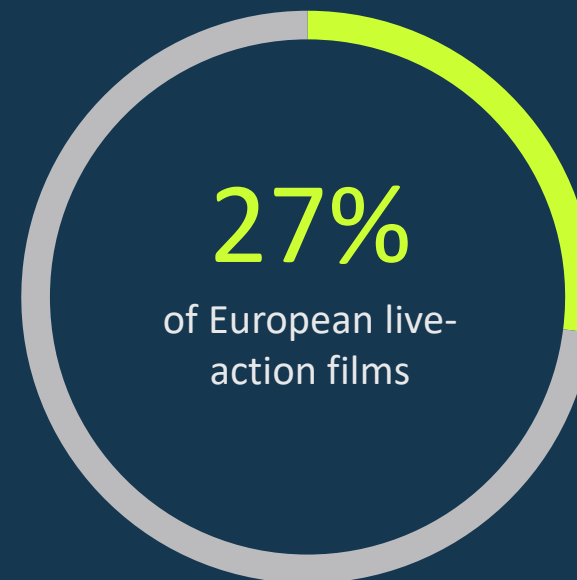
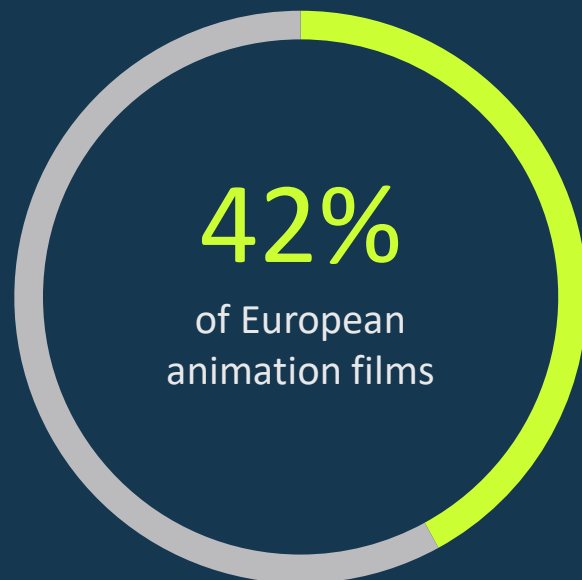
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Co-productions are essential to European animation films



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Source: European Audiovisual Observatory



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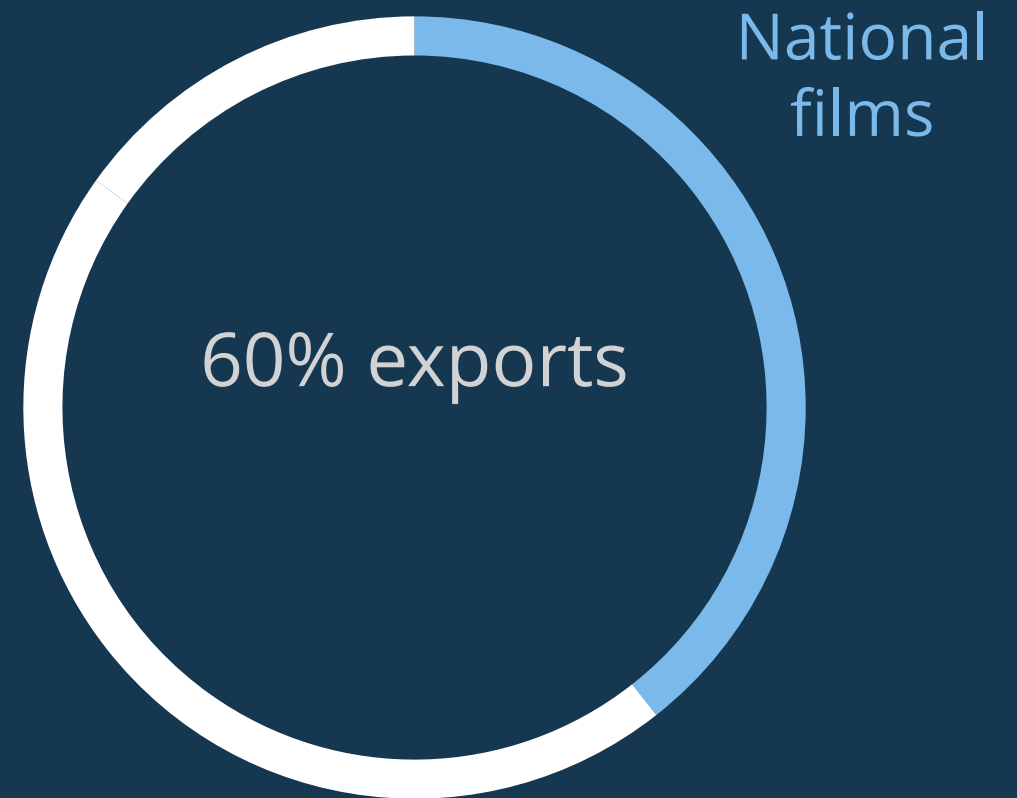
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Source: European Audiovisual Observatory

About
33 m
Admissions per
year



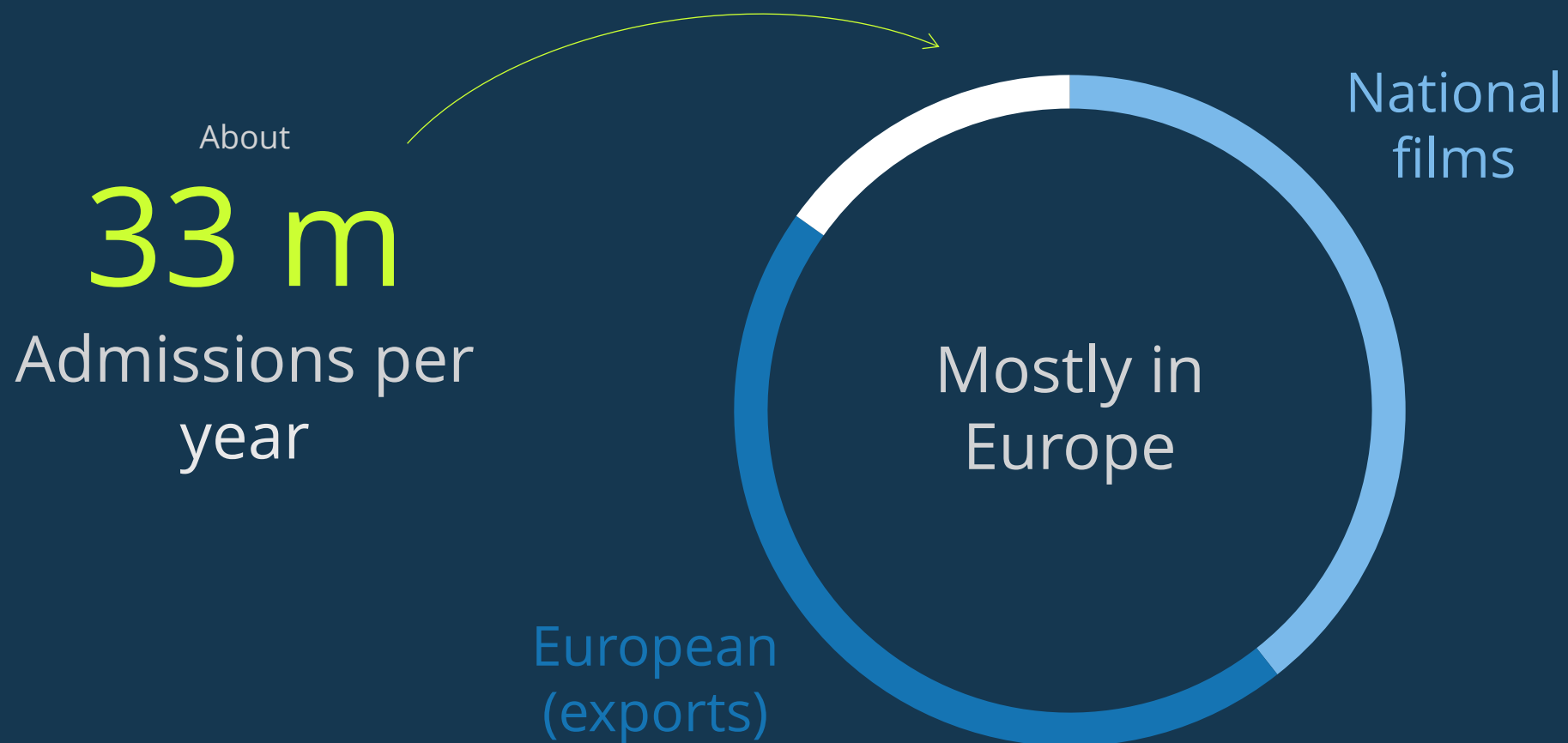
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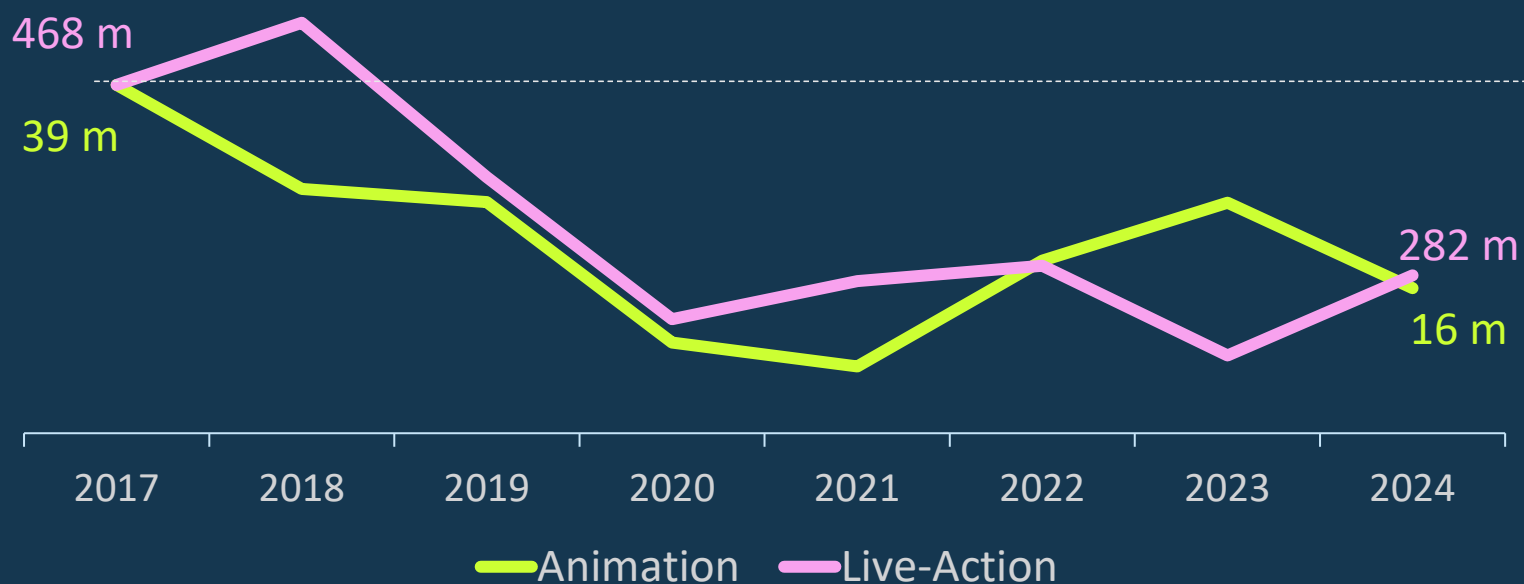
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Admissions to European animation films struggle to recover



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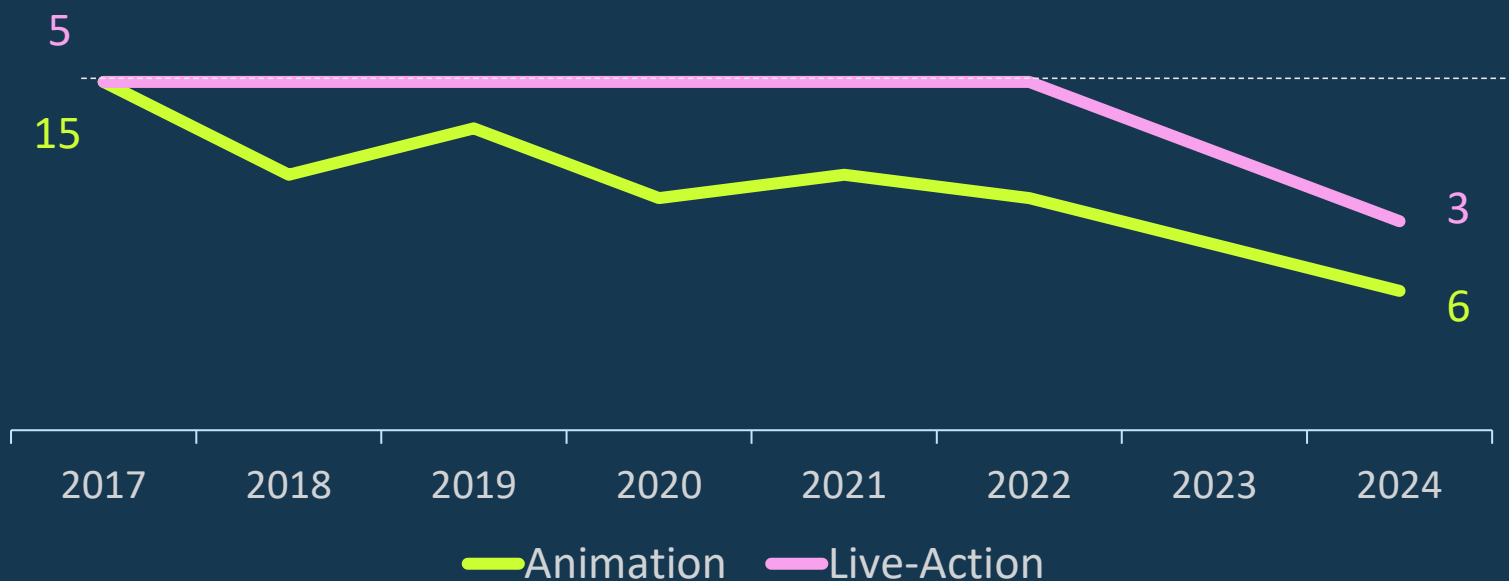
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Number of markets of release fell since the pandemic



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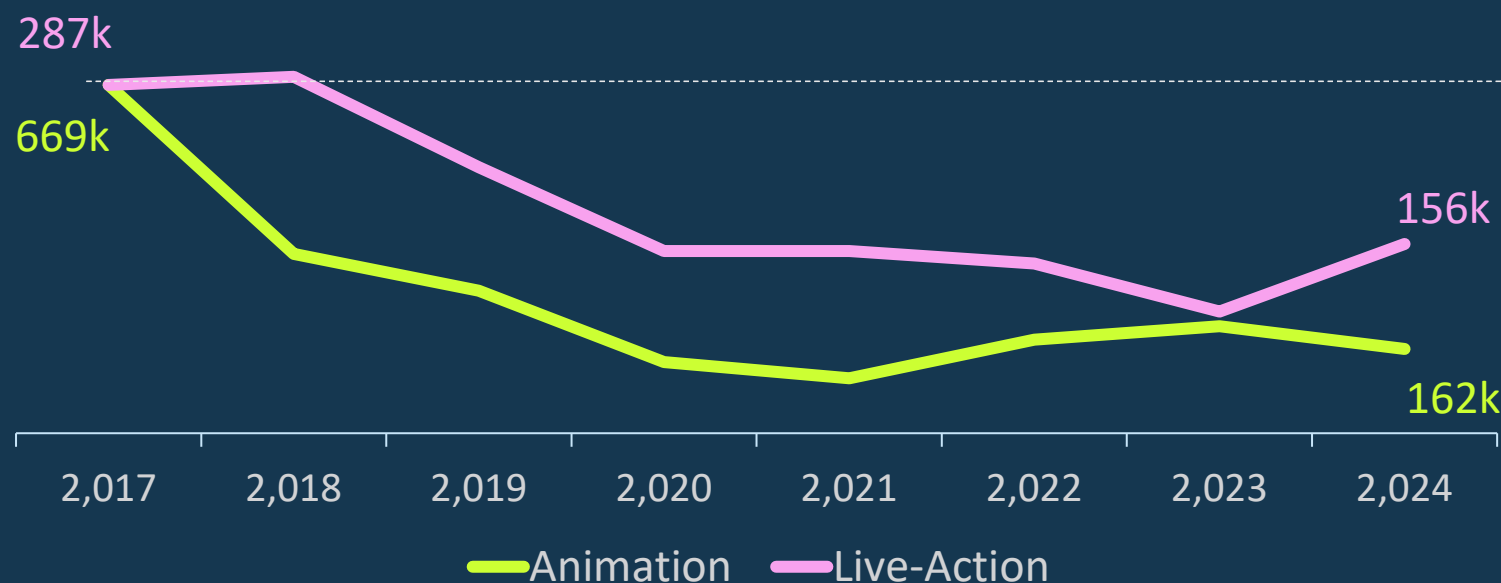
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Source: European Audiovisual Observatory

Admissions (average) to European animation films fell sharply since 2017

These results are
in line with live-
action films



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Source: European Audiovisual Observatory



Releases Increase



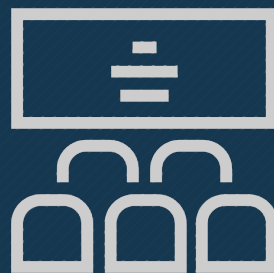
High Budget



More Coproductions



Better Circulation



High Audiences



European potential