



European cinema market trends

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Europäische Audiovisuelle Informationsstelle

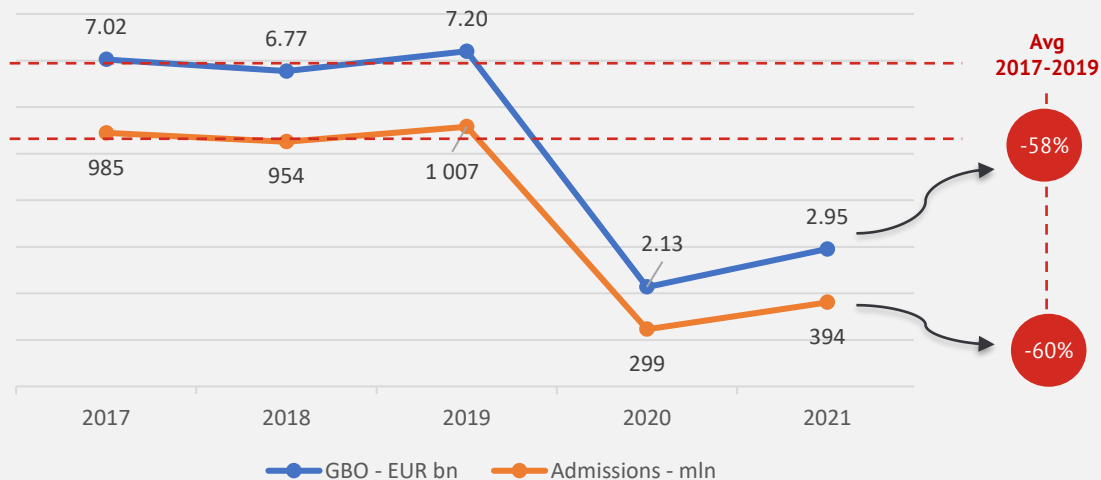


2021: The year of recovery?

GBO and admissions increased in 2021

GBO revenues and admissions in the EU27+UK, 2017-2021

In EUR billion; In million admissions

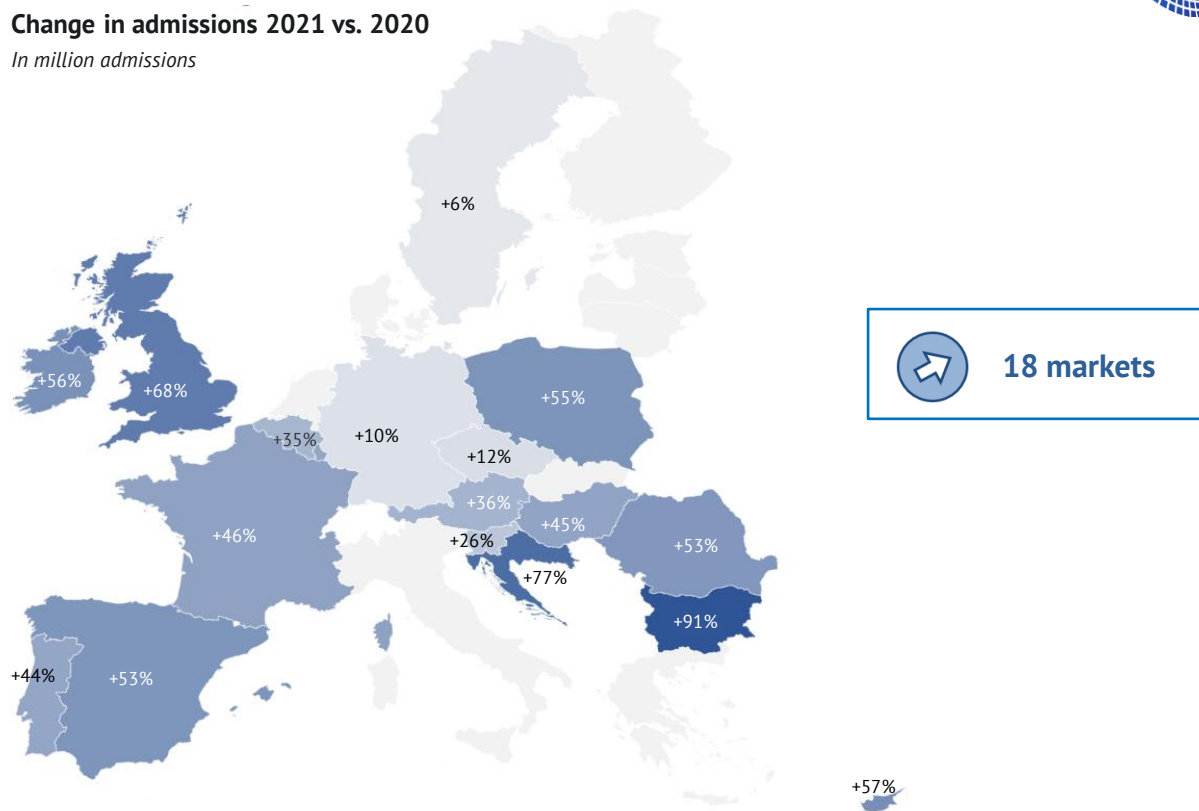


Source: European Audiovisual Observatory (EAO)

Cinema attendance up in most markets...

Change in admissions 2021 vs. 2020

In million admissions

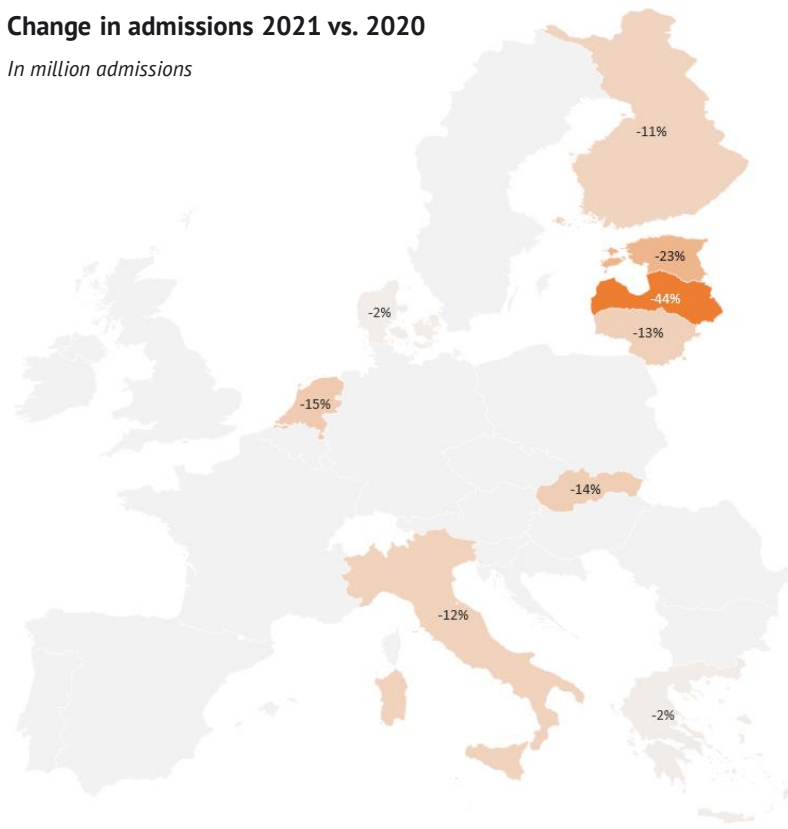


Source: European Audiovisual Observatory (EAO)

... but down in a few countries

Change in admissions 2021 vs. 2020

In million admissions



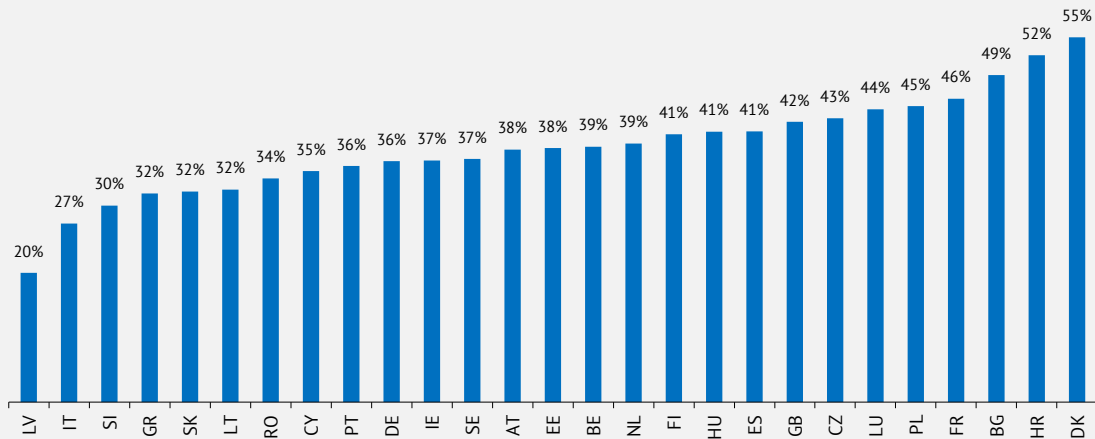
 **9 markets**

Source: European Audiovisual Observatory (EAO)

The level of recovery varies across markets in the EU27+UK

Relative recovery rate of admissions in the EU+UK

2021 in relation to avg 2017-2019

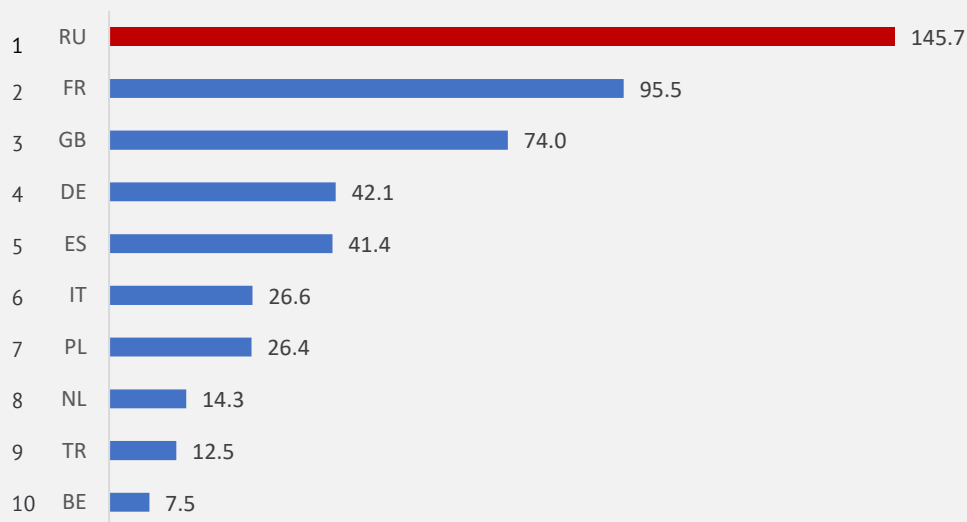


Source: European Audiovisual Observatory (EAO)

Russia once more the biggest markets for admissions

Top European markets by admissions, 2021

In million admissions

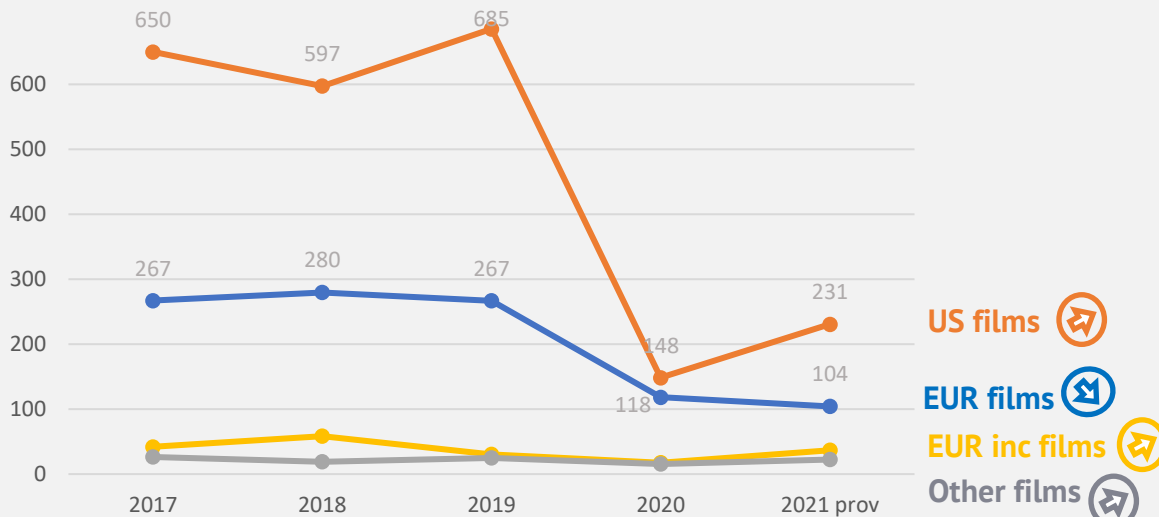


Source: European Audiovisual Observatory (EAO)

Admissions to European films declined in 2021

Breakdown of admissions by origin of films in the EU27+UK

In million admissions

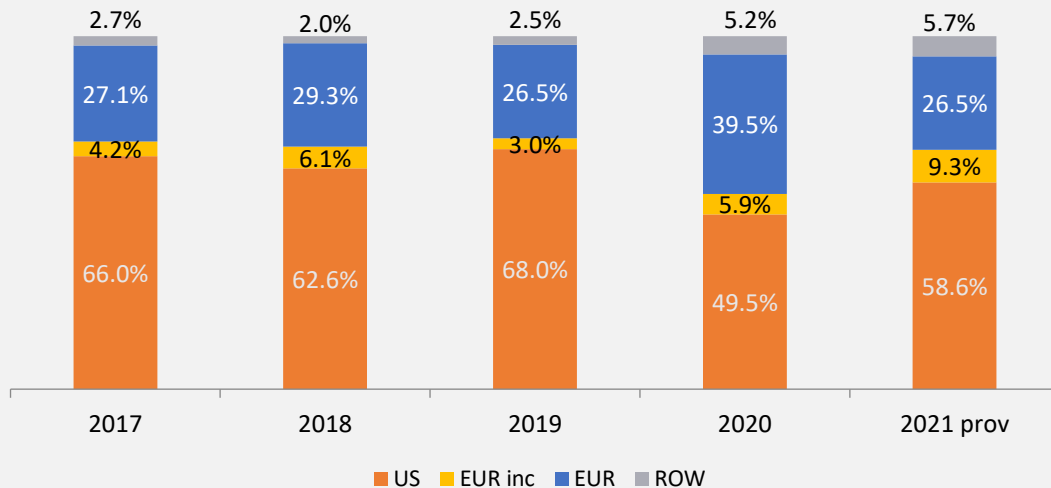


Source: European Audiovisual Observatory (EAO)

European market share back to 26.5%

Market share by region of origin, 2017-2021

In %

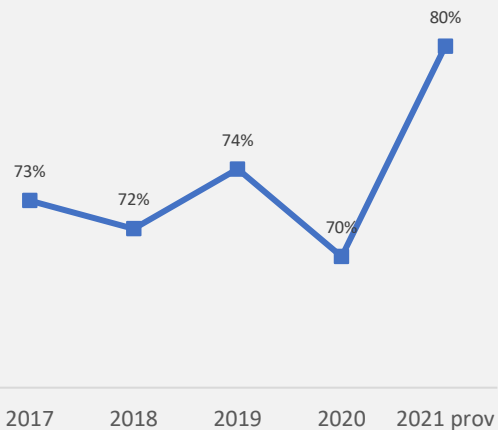


Source: European Audiovisual Observatory (EAO)

Higher concentration and fewer admissions per film

Share of top 100 films by admissions

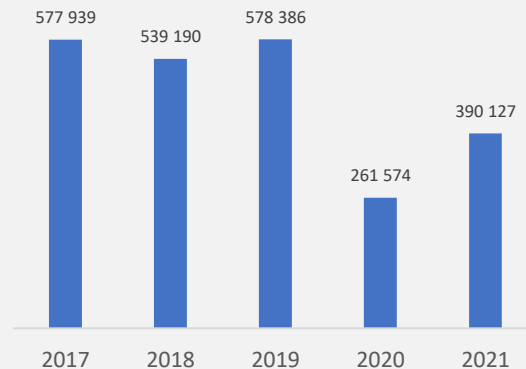
In % of admissions



Source: European Audiovisual Observatory (EAO)

Avg admissions per film

In number of admissions

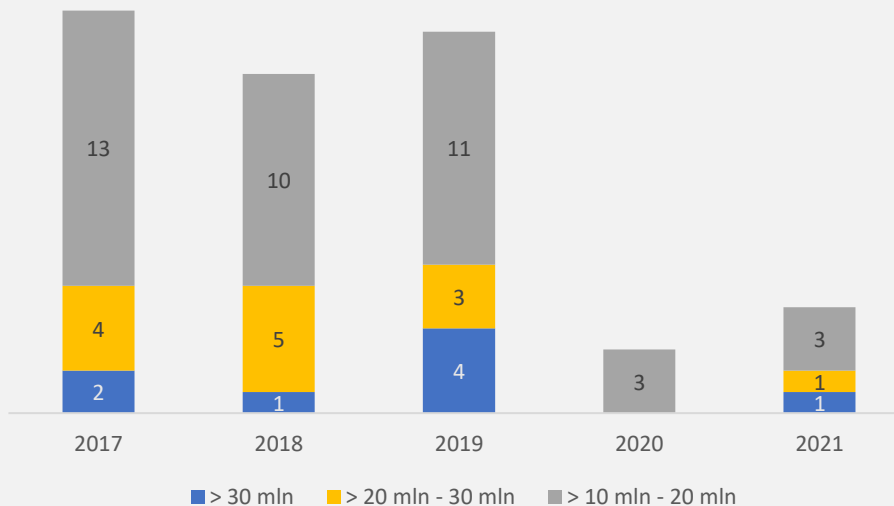


Source: European Audiovisual Observatory (EAO)

Only 5 films took more than 10 million admissions in 2021

Number of films by admissions brackets in the EU27+UK

In number of films



Source: European Audiovisual Observatory (EAO)

Top films by admissions in the EU27+UK - 2021



No Time to Die (GB inc /US)

34.4 mln



Spider-Man: No Way Home (US)

26.8 mln



Dune (US/CA)

14.3 mln



Fast & Furious 9 (US)

12.1 mln



Venom: Let There Be Carnage (US)

10.5 mln

Top European films by admissions in the EU27+UK - 2021



No Time to Die (GB inc /US)



34.4 mln



Kaamelott - Premier volet (FR)



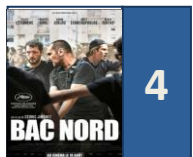
2.8 mln



The Father (GB/FR)



2.4 mln



BAC Nord (FR)



2.2 mln



Druk (DK/SE/NL)

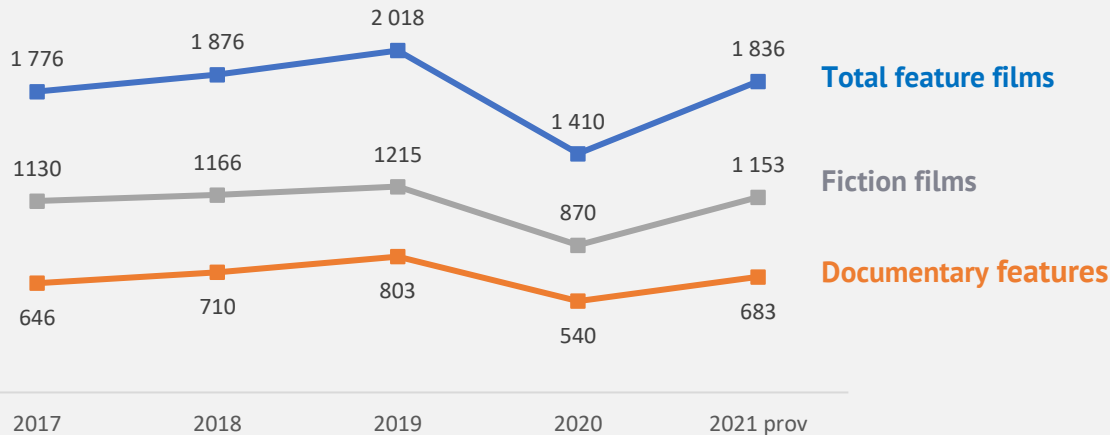


2.0 mln

Film production back to pre-pandemic levels

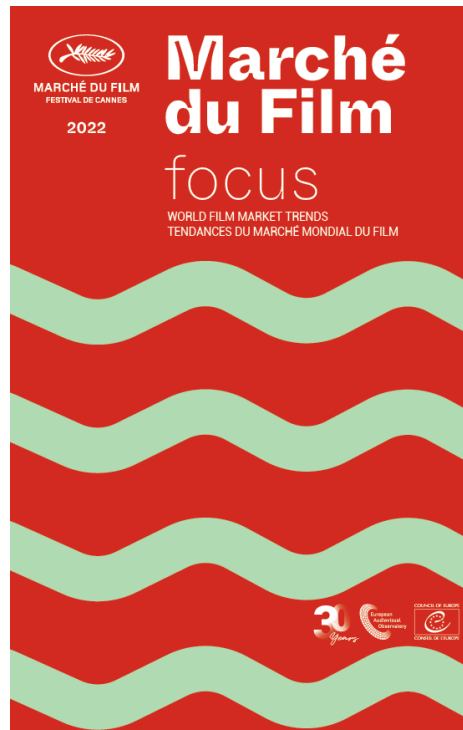
Feature films produced in the EU27+UK, 2017-2021

In number of films

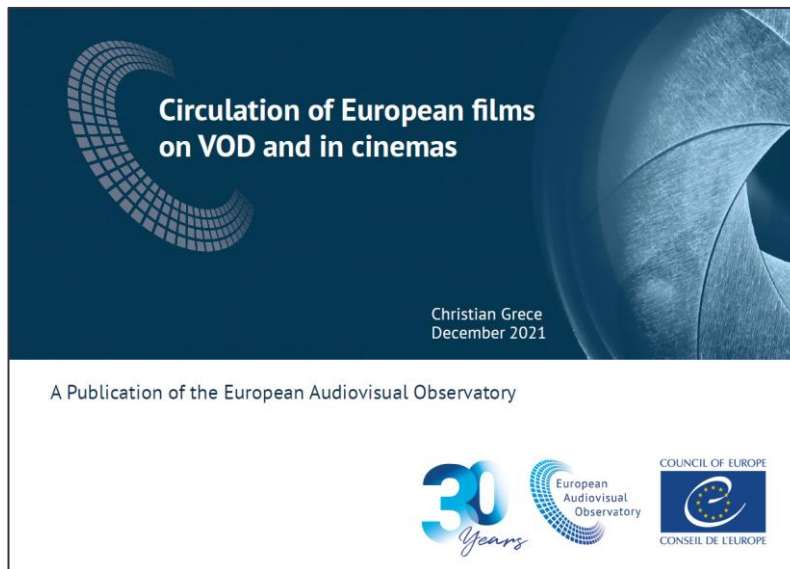


Source: European Audiovisual Observatory (EAO)

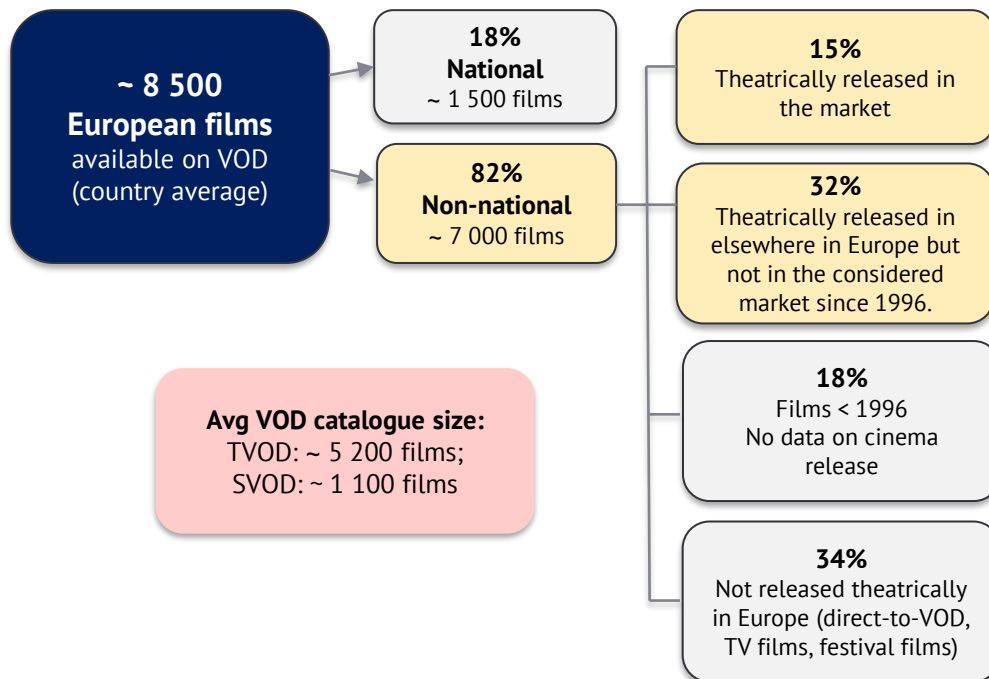
For more
information



Some key findings



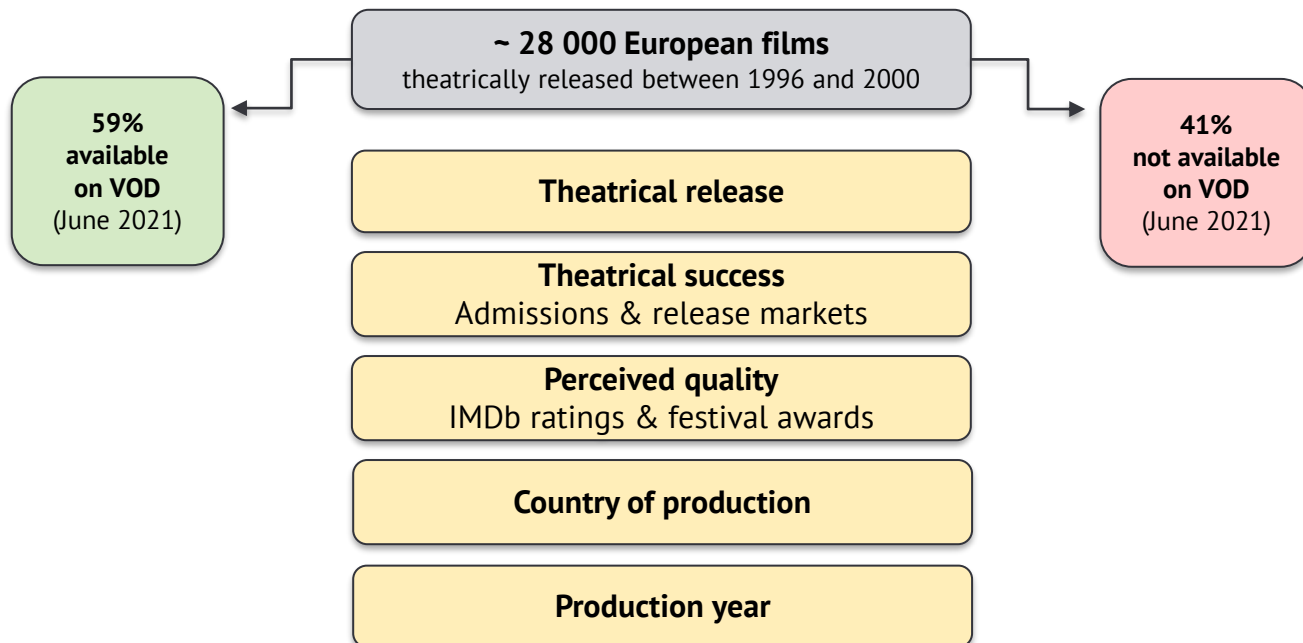
Non-national films account for the majority of European films available on VOD*



*June 2021. Percentages may not total 100% due to rounding.

Source: JustWatch, European Audiovisual Observatory (EAO)

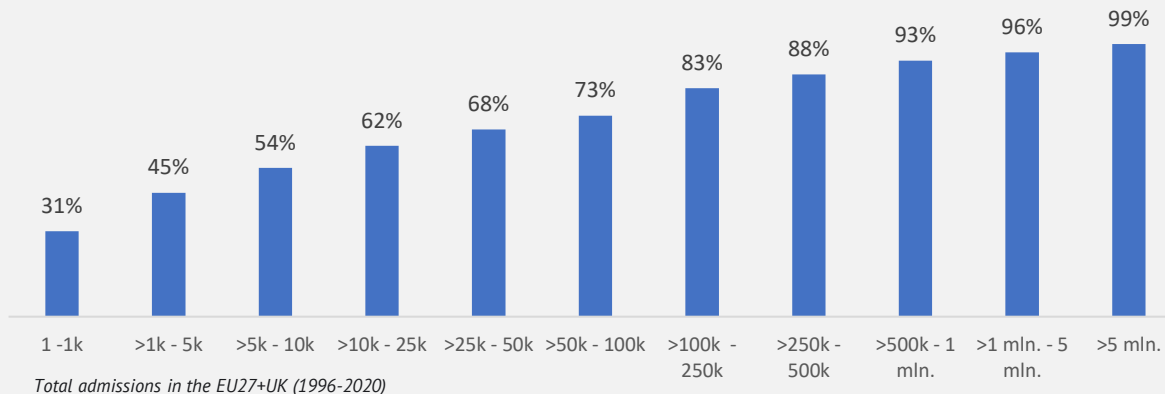
VOD availability of theatrical films



VOD availability strongly correlates with theatrical admissions.

Share of European films available on VOD by admissions brackets

In % of films

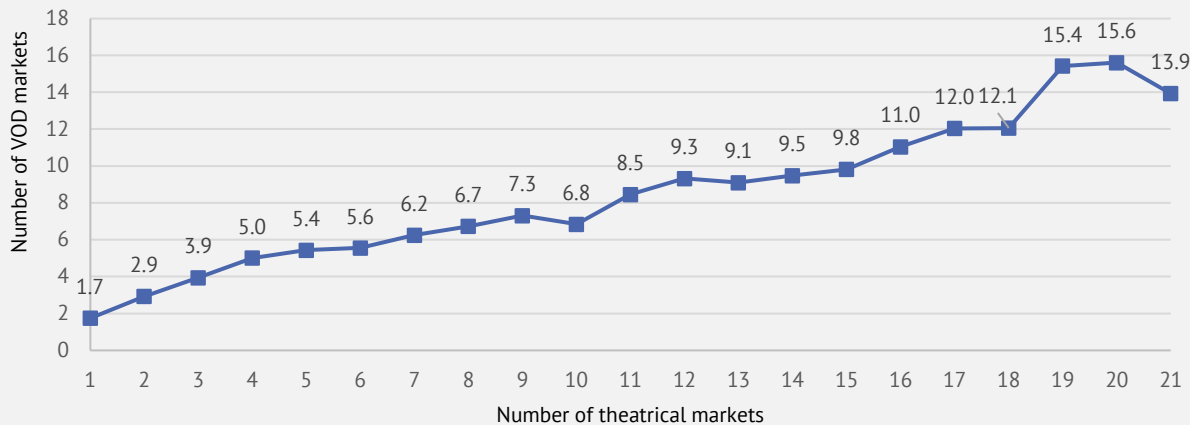


Source: JustWatch, European Audiovisual Observatory (EAO)

... and theatrical release markets

Average number of VOD markets for European films, by number of theatrical markets

In number of release markets

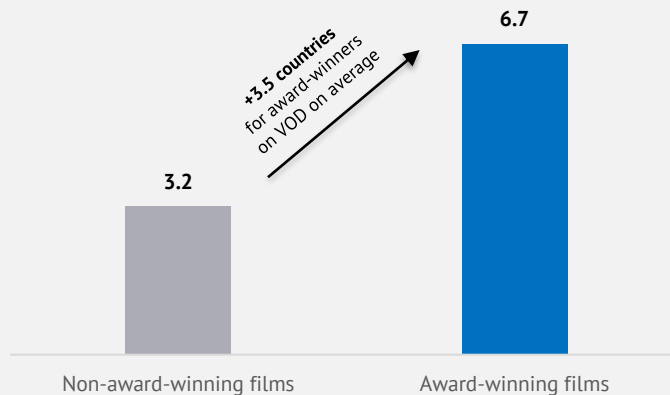


Source: LUMIERE, JustWatch, LUMIERE VOD, European Audiovisual Observatory

Awards have a positive impact on circulation on VOD

Average number of VOD markets for European films

In number of countries of availability, May 2021

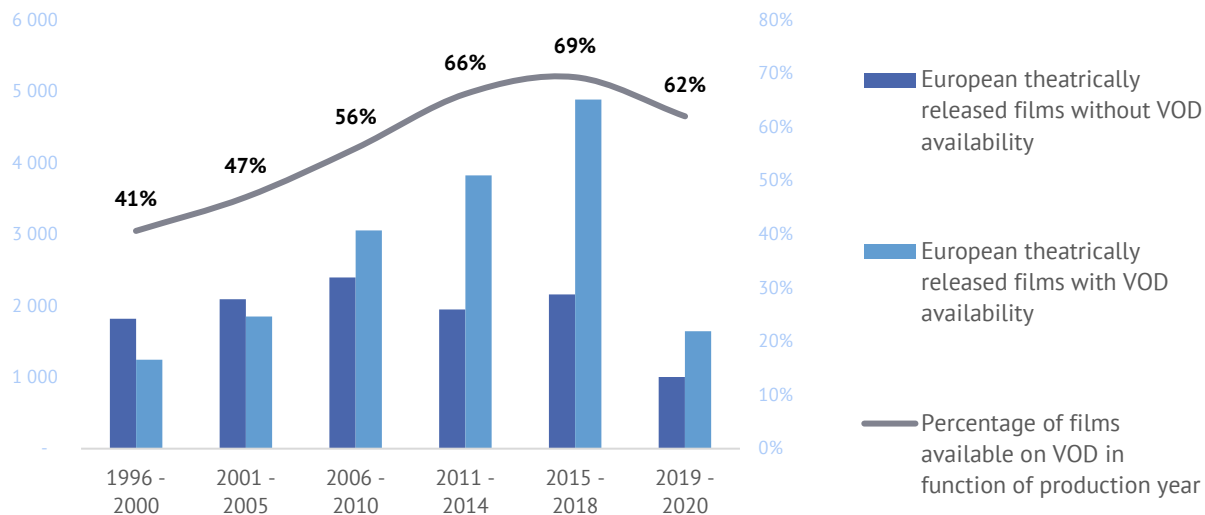


Source: JustWatch, European Audiovisual Observatory (EAO)

VOD availability increases for recent films

Availability of European films on VOD by production year

In number of European films available and % of total films by production brackets



Source: JustWatch, European Audiovisual Observatory (EAO)

Thank you for your attention!

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