



PRESS RELEASE

European Audiovisual Observatory, Council of Europe
Strasbourg, 21st February 2007

European Union cinema attendance up 4% in 2006

At the close of the 57th Berlin International Film Festival, the European Audiovisual Observatory has just released its overview of cinema attendance in Europe in 2006. The Observatory, which is part of the Council of Europe in Strasbourg, estimates that total admissions in the 25 member states of the European Union rose by around 4% in relation to the preceding year, with 17 out of the 20 countries for which data is available registering a positive change.

Cinema Attendance in European Countries (2002 – 2006)

In millions

Country	2002	2003	2004	2005	2006 provisional	% change 2006/2005	Source
AT Austria	19,3	17,7	19,4	15,7	17,3	10,6%	AKM / FLA
BE - Belgium	24,4	22,7	24,1	22,1	23,8	7,7%	INS / FCB
CH Switzerland	18,8	16,5	17,2	15,0	16,2	8,5%	Swiss Federal Statistical Office
CZ Czech Republic	10,7	12,1	12,0	9,5	11,5	21,4%	Ministry of Culture / UFD
DE Germany	163,9	149,0	156,7	127,3	136,7	7,4%	FFA
DK Denmark	12,9	12,3	12,8	12,2	12,4	1,7%	DFI
EE Estonia	1,6	1,3	1,2	1,1	1,6	40,2%	Estonian Film Foundation
ES Spain	140,7	137,5	143,9	127,6	121,7	-4,7%	ICAA
FI Finland	7,7	7,7	6,9	6,1	6,8	11,5%	Finnish Film Foundation
FR France	184,4	173,5	195,4	175,3	188,5	7,5%	CNC
GB United Kingdom	175,9	167,3	171,3	164,7	156,6	-4,9%	CAA / Nielsen EDI
HU Hungary	15,3	13,7	13,7	12,1	11,7	-3,8%	National Film Office/ Ass. Dist.
IE Ireland	17,3	17,4	17,3	16,4	17,9	8,9%	CSA / TN MRBI / EDI
IT Italy	115,6	110,5	116,3	105,6	107,3	1,7%	Osservatorio Italiano dell'Audiovisivo / Cinetel
LT Lithuania	1,4	1,4	1,4	1,2	2,4	98,1%	Ministry of Culture / Baltic Films
LV Latvia	1,1	1,1	1,7	1,7	2,1	22,7%	National Film Centre
NL The Netherlands	24,1	24,9	23,0	20,7	22,5	9,0%	NFF / NVF / NVB
NO Norway	12,0	13,0	12,0	11,3	11,9	5,6%	Norsk Filmfond / Film&Kino
PL Poland	25,9	23,8	33,4	23,6	32,0	35,8%	Box Office.pl
RO Romania	5,3	4,5	4,0	2,8	2,7	-4,6%	National Cinema Centre
RU Russian Fed.	40,5	68,0	76,5	83,1	89,5	7,7%	Russian Film Business Today
SE Sweden	18,3	18,2	16,6	14,6	15,3	4,6%	SFI
SI Slovenia	2,8	3,0	3,0	2,4	2,7	10,8%	Slovenian Film Fund
SK Slovakia	3,2	3,0	2,9	2,2	3,4	54,3%	AIC / Slovak Film Institute
TR Turkey	23,5	24,6	29,7	27,3	34,8	27,8%	Sinema Gazetesi
Estimated total for EU 25	1005	955	1007	892	924	4%	European Audiovisual Observatory

Source: European Audiovisual Observatory

Among the major markets Germany (+7.4%) and France (+7.5%) showed clear recovery from the lacklustre results registered in 2005. With 188.5 million tickets sold in 2006, France registered the second best score since 1984. Performances were, however, mixed in the three other large markets. Cinema admissions rose by just 1.7% in Italy, whilst in Spain (- 4.7%) and the United Kingdom (- 4.9%) the trend was negative.

Elsewhere in Europe 2006 closed on a more optimistic note. This was especially true in the three Baltic markets: admissions doubled in Lithuania while Estonia (+40.2%) and Latvia (+22.7%) also showed impressive increases. Double-digit growth was registered in Austria (+10.6%), the Czech Republic (+21.4%), Finland (+11.5%) and Slovenia (+10.8%), whilst preliminary results in the Slovak Republic (+ 54.3%) are the best since 1998.

With 32 million tickets sold, Poland also reported strong results in 2006, almost entirely recovering the admissions lost in 2005. In Turkey (+27.8%) cinema attendance reached its highest level since the early 1980s and admissions in the Russian Federation continued their upward trend.

Domestic films underpin revival in 2006

Some, but not all, of the countries reporting strong growth in admissions in 2006 also registered good performances by domestic films. This was particularly notable in France, where local films sold more than 84 million tickets for a market share of 45.0%, only slightly less than the share earned by US films (45.8%) and the highest domestic market share registered since 1984. Domestic productions also contributed to the revival of the German market, with three local titles in the Top 10 for 2006 and the highest national market share since FFA analysis began in 1991.

Market Shares for National Films on European Markets (2004 – 2006)

In %

Country	2004	2005	2006 provisional	Source
CH Switzerland	2,5	5,9	9,5	Swiss Federal Statistical Office
CZ Czech Republic	23,9	25,1	29,5	Czech Film Centre / UFD
DE Germany	23,8	17,1	25,8	FFA
DK Denmark	23,7	32,0	25,0	DFI
EE Estonia	5,4	5,1	9,2	Estonian Film Foundation
ES Spain	13,4	16,7	15,4	ICAA
FI Finland	17,0	15,0	23,0	Finnish Film Foundation
FR France	38,6	36,6	45,0	CNC
GB United Kingdom	23,4	33,0	19,0	UK Film Council
HU Hungary	11,2	15,4	16,0	National Film Office
IT Italy	21,6	25,7	26,2	Osservatorio Italiano dell'Audiovisivo
LT Lithuania	2,9	6,7	4,1	Ministry of Culture / Baltic Films
LV Latvia	3,7	2,5	5,7	National Film Centre
NL The Netherlands	9,2	13,2	10,9	NFF / NVF / NVB
NO Norway	14,9	12,2	16,1	Norsk Filmfond / Film&Kino
PL Poland	8,7	3,4	15,9	Box Office.pl
RO Romania	5,0	4,8	6,8	National Cinema Centre
SE Sweden	23,3	22,6	20,0	SFI
SI Slovenia	3,4	3,0	10,0	Slovenian Film Fund

Source: European Audiovisual Observatory

Others countries reporting improved market shares for domestic films included Finland, where local films accounted for 23% of admissions, up from 15% in 2005 and the best result since 1999. Three out of sixteen domestic titles released during the year claimed a place in the annual Top 10, led by Aleksī Mäkelä's ski jump champion biopic *Matti – Hell is for Heroes*. Domestic films also figured in the Top 10 in Estonia, where the success of two children's titles, animation *Lotte from Gadgetville* (an Estonian–Latvian co-production) and comedy *Ruudi* (an Estonian–Finnish–German co-production), brought national market share to just over 9%. In Slovenia the 10% market share registered is the highest since records began. Other Central and Eastern European countries registering improved national market shares included the Czech Republic, Hungary, Poland and Romania.

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Notes for Editors

- All 2006 figures are provisional.
- 2006 cinema admissions reported for Italy are an estimate by the European Audiovisual Observatory on the basis of figures published by the Osservatorio Italiano dell'Audiovisivo and by Cinetel, whose reporting covers approximately 80% of the Italian market.
- Russian Federation admissions figures are based on the fiscal year December to end November and are calculated on the basis of 90.5% of total CIS results.
- Market shares for the Czech Republic for 2006 are for the period to end November 2006.

NEXT FIGURES FROM THE OBSERVATORY

The European Audiovisual Observatory will publish a complete overview of 2006 European cinema trends in early May 2007.

Press Contact:

Alison Hindhaugh, alison.hindhaugh@obs.coe.int

Direct phone: + 33 3 88 14 44 10

Market Analyst

Susan Newman-Baudais, susan.newman@obs.coe.int

Department for Information on Markets and Financing

European Audiovisual Observatory

Set up in December 1992, the European Audiovisual Observatory's goal is to gather and diffuse information on the audiovisual industry in Europe. The Observatory is a European public service body comprised of 36 member states and the European Community, represented by the European Commission. In addition to contributions to conferences, other major activities are the publication of a Yearbook, newsletters and reports, the compilation and management of databases ([LUMIERE](#), [KORDA](#) and [IRIS MERLIN](#)) and the provision of information through the Observatory's Internet site (<http://www.obs.coe.int/>).



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