



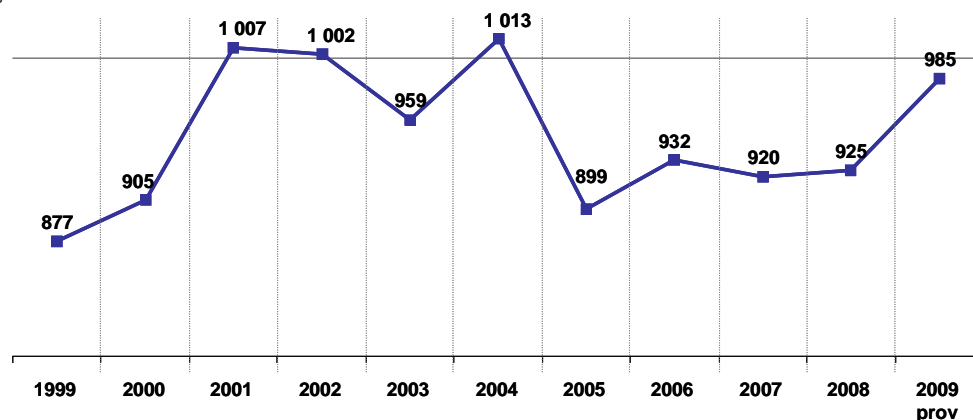
PRESS RELEASE
European Audiovisual Observatory, Council of Europe
Strasbourg, 11 February 2010

EU admissions approach the 1 billion barrier again in 2009

On the occasion of the 60th Berlin International Film Festival the European Audiovisual Observatory releases its first estimates for European cinema attendance in 2009. The Observatory estimates that total admissions in the European Union increased to about 985 million tickets sold. In a difficult economic environment this represents impressive 6.5% growth year-on-year and the highest admissions level since the record-breaking result in 2004.

Cinema attendance in the European Union 1999-2009

- in millions



Source: European Audiovisual Observatory

Admissions increased in 18 out of the 24 EU member states for which data were available. In absolute terms Germany registered the most significant growth (+16.9 million, +13.1%), followed by France (+10.9 million, +5.7%), the United Kingdom (+9.3 million, +5.6%) and Poland (+5.4 million, +16.1%). For the first time in the past five years Spain reported an increase in admissions (+2.8%), whereas attendance decreased marginally in Italy (-0.4%).

Though the Observatory does not yet have enough data to estimate the overall GBO for 2009, data already available show box office growth significantly outpacing growth in attendance in basically all countries. The increasing number of 3D blockbusters like *Ice Age 3* or *Avatar* selling tickets at premium prices is likely to have been a major contributing factor in this development.

Outside of the EU, the Russian Federation continued its growth trend of the past years with admissions growing by 11.8% to reach a 138.5 million tickets sold, holding its position as the fourth largest cinema market in Europe in terms of cinema attendance. With the Russian ruble losing around 20% of its value against the US dollar in 2009, GBO reported in US dollars dropped from USD 830 million in 2008 to USD 736 million last year. Measured in local currency GBO increased by an estimated 10.4%.

Key Cinema Data in European Countries: 2008 -2009 provisional

Country	Admissions (in mio)			Currency	GBO (in mio)			National market share		Sources	
	2008	2009	2009/08 prov		2008	2009	2009/08 prov	2008	2009 prov		
European Union member countries (EU 27)											
AT	Austria	14,8	17,8	20,1%	EUR	103,4	130,1	25,8%	5,6%	8,0%	ÖFI / Nielsen EDI
BE	Belgium <small>est</small>	21,9	22,6	2,9%	EUR	128,0	-	-	10,0%	7,9%	INS / SGA (09)
BG	Bulgaria	2,8	3,2	11,9%	BGN	19,2	25,1	31,1%	2,4%	1,0%	National Film Center
CZ	Czech Republic	12,9	12,5	-3,3%	CZK	1 220,2	1 251,1	2,5%	39,6%	25,6%	Ministry of Culture / UFD
DE	Germany	129,4	146,3	13,1%	EUR	794,7	976,1	22,8%	26,6%	27,4%	FFA
DK	Denmark	13,2	13,9	5,2%	DKK	907,1	1 028,1	13,3%	32,3%	17,3%	Danmarks Statistics / DFI
EE	Estonia	1,6	1,8	9,4%	EEK	114,0	117,8	3,4%	7,3%	2,0%	Estonian Film Foundation
ES*	Spain <small>est</small>	107,8	110,8	2,8%	EUR	619,3	675,3	9,0%	13,2%	15,4%	ICAA / OBS
FI	Finland	6,9	6,7	-2,4%	EUR	54,5	58,0	6,4%	23,2%	15,0%	Finnish Film Foundation
FR	France	190,0	200,9	5,7%	EUR	1 139,4	-	-	45,3%	37,1%	CNC
GB	United Kingdom	164,2	173,5	5,6%	GBP	850,0	944,0	11,1%	31,1%	16,5%	UKFC/CAA/Nielsen EDI
HU	Hungary	10,4	10,5	1,7%	HUF	9 974,7	11 177,0	12,1%	11,4%	8,7%	National Film Office
IE	Ireland	18,2	17,7	-3,2%	EUR	126,1	124,6	-1,2%	2,0%	0,2%	CSA / Nielsen EDI / IFB
IT*	Italy <small>est</small>	111,6	111,2	-0,4%	EUR	644,5	676,1	4,9%	28,2%	24,4%	CCH / ANICA / Cinetel / OBS
LT	Lithuania	3,3	3,4	3,2%	LTL	39,9	36,6	-8,1%	5,5%	0,1%	Baltic Films
LV	Latvia	2,4	1,9	-17,4%	LVL	7,0	5,9	-15,7%	5,0%	4,3%	National Film Centre
NL	The Netherlands	23,5	27,2	15,8%	EUR	165,1	200,4	21,4%	17,9%	17,4%	NFF / NVB & NVF
PL	Poland	33,8	39,2	16,1%	PLZ	547,1	681,3	24,5%	24,1%	21,5%	boxoffice.pl
PT	Portugal	16,0	15,6	-2,4%	EUR	69,9	73,4	5,0%	2,5%	2,7%	ICA
RO	Romania <small>est</small>	3,8	5,0	31,7%	RON	53,1	70,0	31,8%	3,6%	3,0%	Centrul National al Cinematografiei
SE	Sweden	15,3	17,4	13,4%	SEK	1 263,5	1 544,3	22,2%	20,4%	32,7%	Swedish Film Institute
SI	Slovenia	2,4	2,7	9,9%	EUR	9,6	11,3	17,3%	4,3%	1,8%	Slovenian Film Fund
SK	Slovakia	3,4	4,1	23,3%	SKK	369,0	511,2	38,5%	16,1%	12,4%	Slovak Film Institute
EU 27 - est. total		925	985	6,5%	EUR	5 583	n.c.	n.c.	-	-	European Audiovisual Observatory
Other European countries											
CH	Switzerland	14,3	15,2	6,3%	CHF	208,4	229,8	10,3%	3,0%	3,5%	OFS
HR	Croatia	3,3	3,3	-0,8%	HRK	76,3	84,4	10,6%	-	1,6%	CBS / Croatian Audiovisual Center
IS	Iceland	1,6	1,7	7,0%	ISK	1 253,5	1 500,0	19,7%	8,0%	10,3%	HI / Iceland Cinema Now (09)
NO	Norway	11,9	12,7	6,8%	NOK	917,7	1 041,4	13,5%	22,4%	20,6%	Film & Kino
RU	Russian Federation	123,9	138,5	11,8%	USD	830,0	735,7	-11,4%	25,7%	23,9%	Russian Film Business Today
TR	Turkey	38,5	36,9	-4,1%	TRY	301,7	308,2	2,2%	58,3%	50,9%	Sinema Gazetesi / OBS

* 2009 estimated by European Audiovisual Observatory

Source: European Audiovisual Observatory

US films driving market growth in Europe

Contrary to cinema attendance increasing in most EU member states in 2009, national market shares decreased in 19 out of the 24 countries for which data were available. Though it is too early to estimate European market shares, it would appear that US films such as *Ice Age 3 (3D)*, *Avatar (3D)*, *2012*, *Up (3D)* or *Angels & Demons*, played an preponderant role in growing overall cinema attendance in Europe in 2009.

Only a few European countries proved an exception to this overall trend. Thanks to the *Millenium* trilogy, Sweden registered a record year in 2009, with admissions to local films increasing by 81.5% year-on-year, and local market share climbing to 32.7%, the highest level on record. In Germany, led by *Wickie und die starken Männer*, *Die Päpstin* and *Zweiohrküken* national films topped the record market share of the previous year, capturing 27.4% of total admissions, which is particularly impressive in light of the strong overall growth of cinema attendance in 2009. 2009 also was an excellent year for Spanish cinema with admissions to local films like *Agora*, *Planet 51* or *Cell 211* increasing by 35% year-on-year and capturing a market share of 15.4%. Also, Austrian films generated a record market share of 8% in 2009. Despite a drop from 58% to 51% in 2009, Turkey remains the leading European country in terms of national market share.

Notes:

- Data have been collected with the collaboration of the EFARN (European Film Agency Research Network).
- All 2009 figures are provisional.
- The 2009 Spanish admissions figure is a total market estimate by the European Audiovisual Observatory, on the basis of data communicated by Nielsen/EDI. National market share is also estimated by the Observatory based on ICAA data covering January to December 13 2009.
- The 2009 Italian admissions figure is a total market estimate by the European Audiovisual Observatory, on the basis of a growth rate of 0.4% as communicated by Cinetel / ANICA.
- Market shares for Bulgaria, Iceland, Portugal, the Russian Federation and the United Kingdom are on the basis of gross box office, other market share figures are on the basis of admissions. In the case of the United Kingdom the market share estimate is based on UK and Republic of Ireland gross box office figures.

NEXT FIGURES FROM THE OBSERVATORY

**The European Audiovisual Observatory will publish a complete overview of
2009 European cinema market trends in early May 2010.**

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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>).

