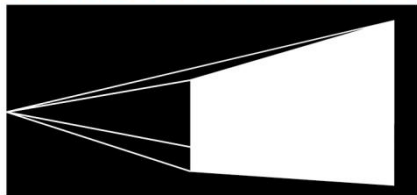


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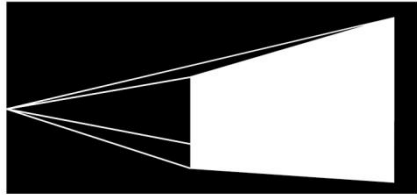
Added content, added audience?

presentation by
Elisabetta Brunella
MEDIA Salles Secretary General

September 2018



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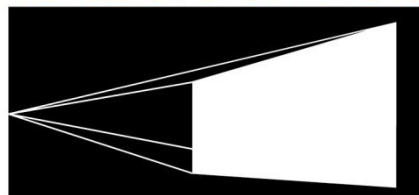
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"The tide has moved against movies.
They used to be the hub of what
entertainment is, but that core has
shifted to streaming and television"

Jeff Bock, Variety, Dec 2017

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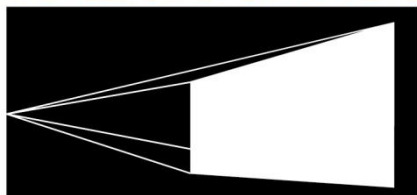


Added content: a growing market

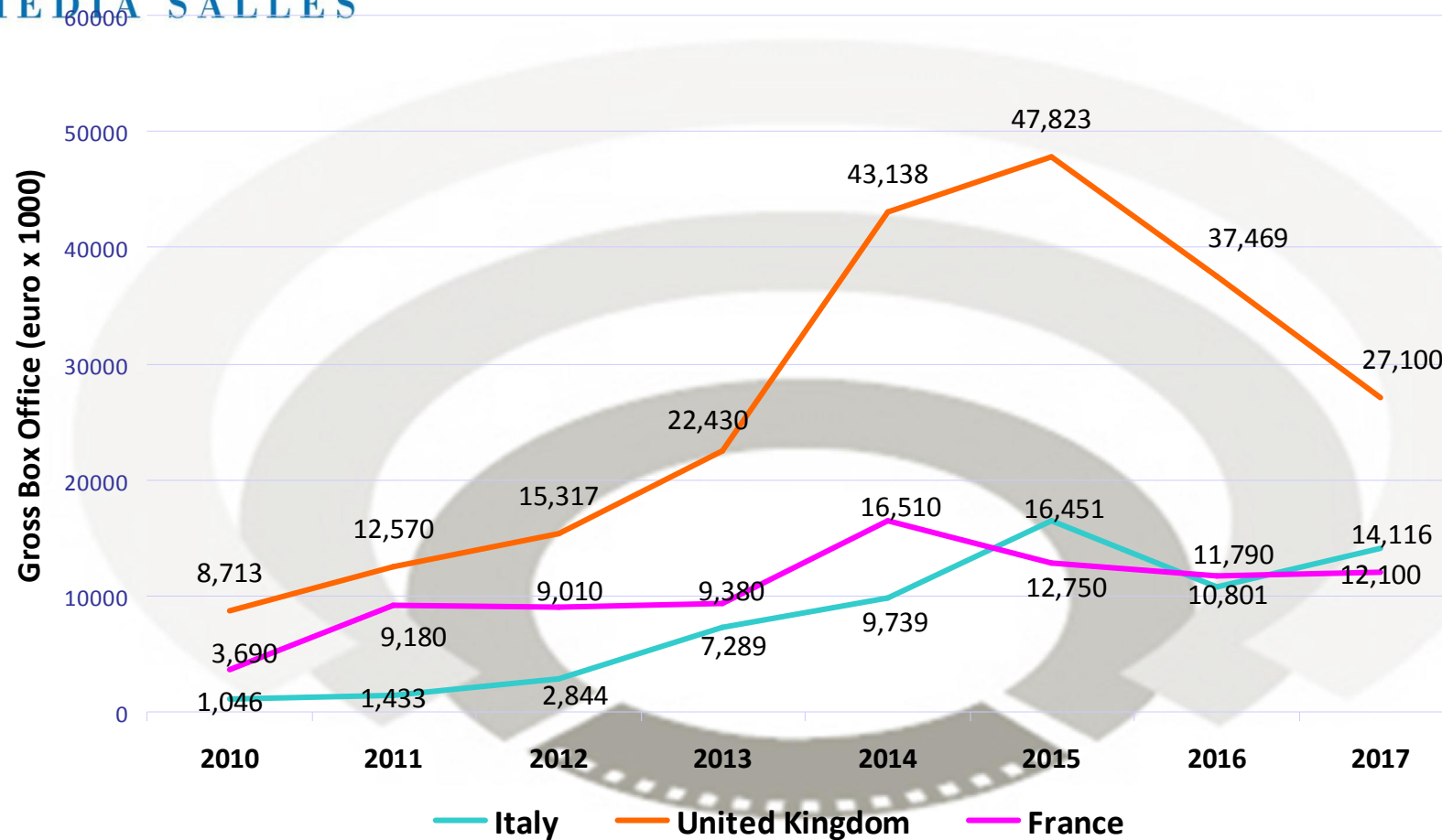
GBO in UK, F, I:

**from 13.5 M euro in 2010
to 53.3 M in 2017 (+295%)
with a peak of 77.1 M in 2015**

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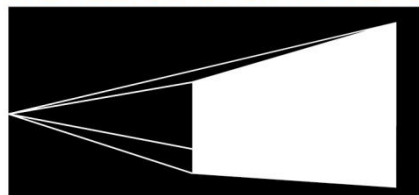


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I: Cinetel data (re-releases of films and special editions included, representing 27.3% of added content gbo in 2013, 13.9% in 2014, 17.3% in 2015, 4.5% in 2017)

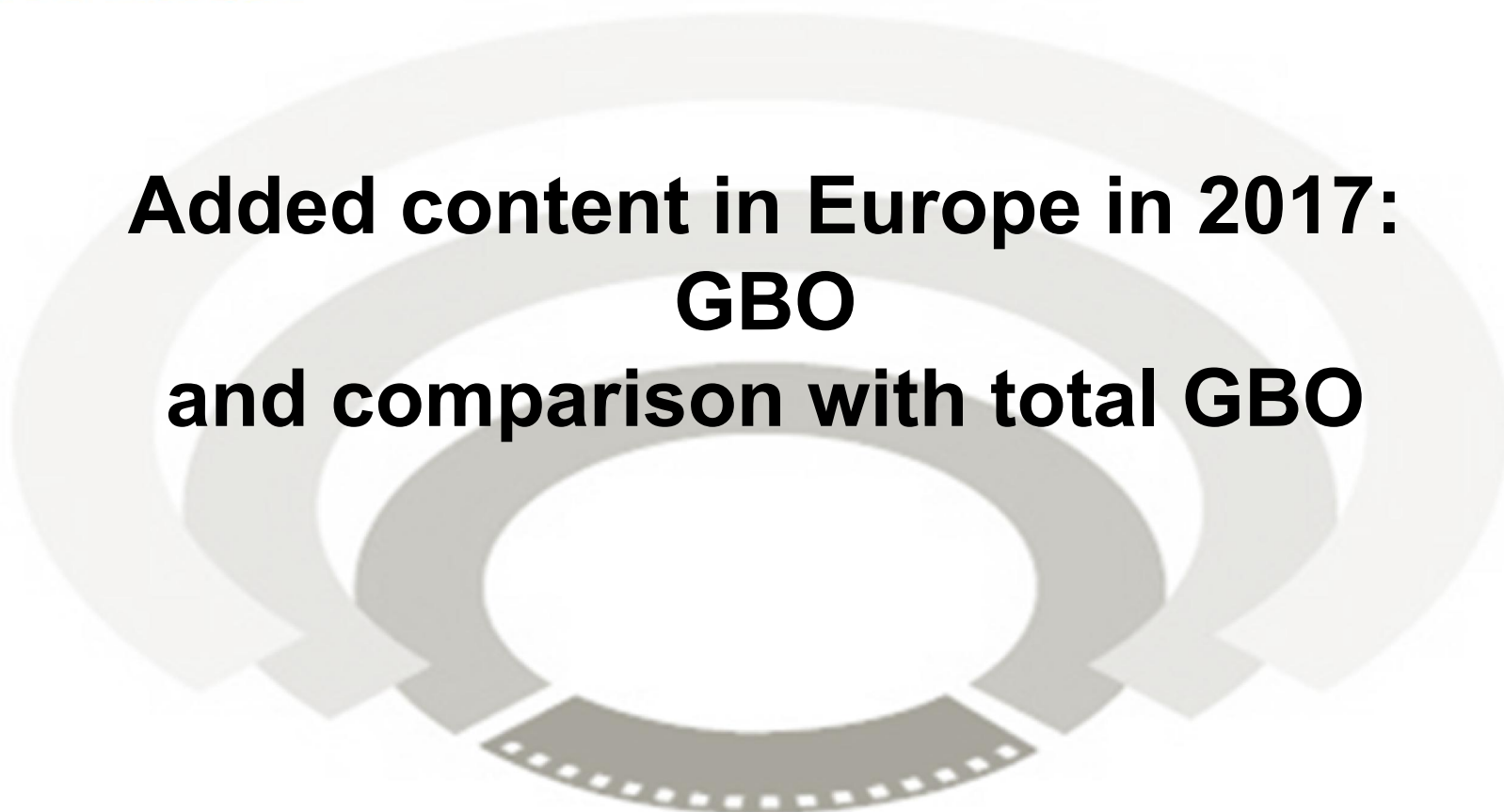
CINEMA D'EUROPA



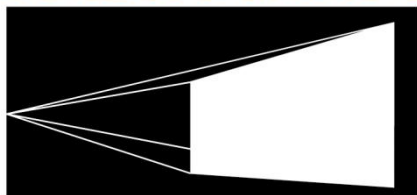
MEDIA SALLES



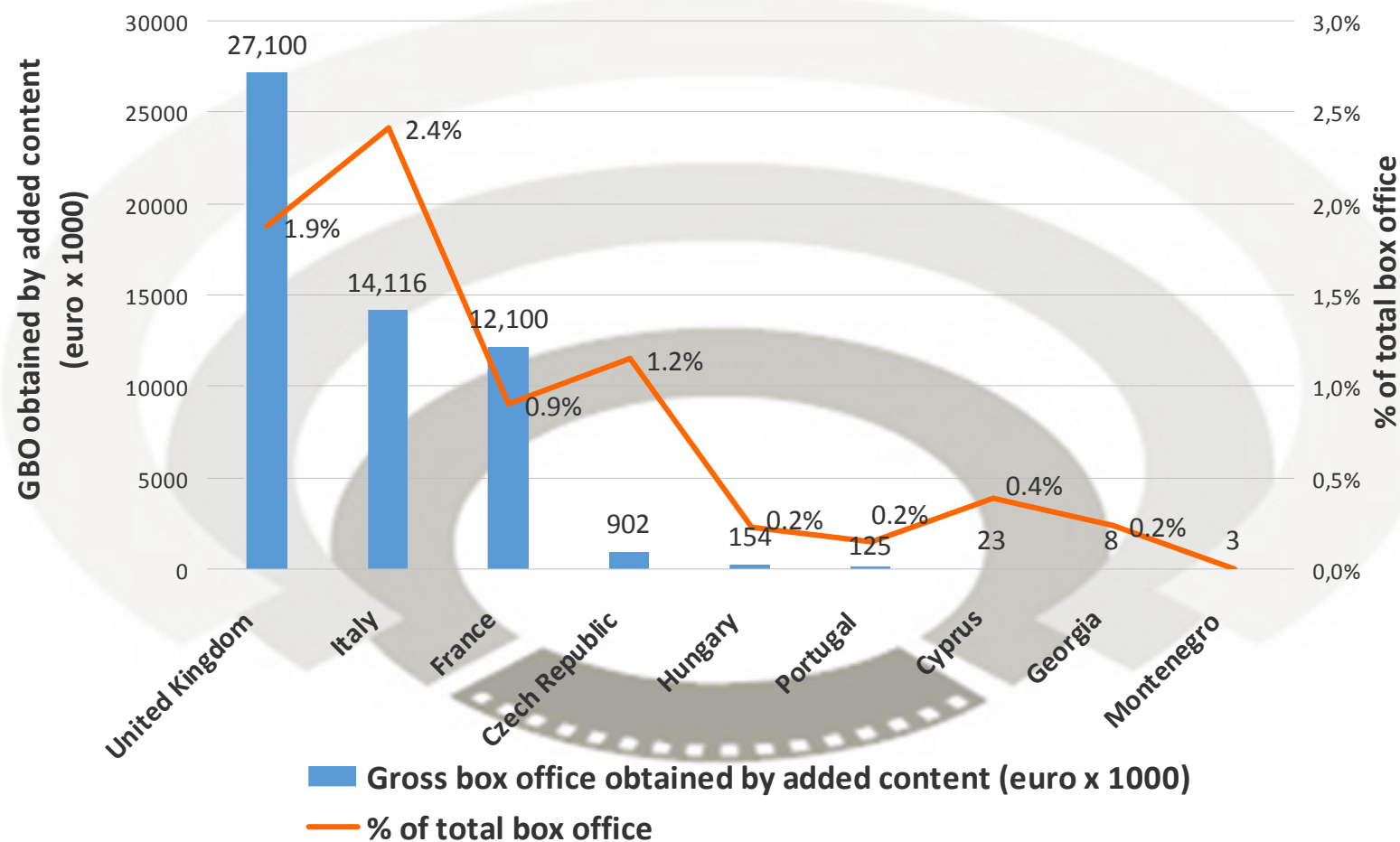
Added content in Europe in 2017: GBO and comparison with total GBO



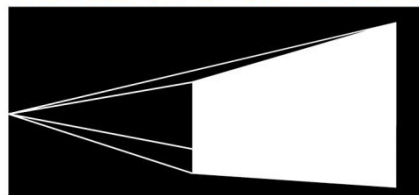
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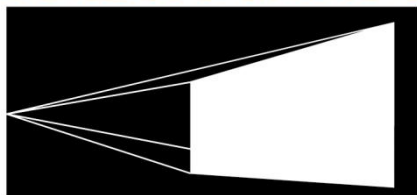
MEDIA SALLES



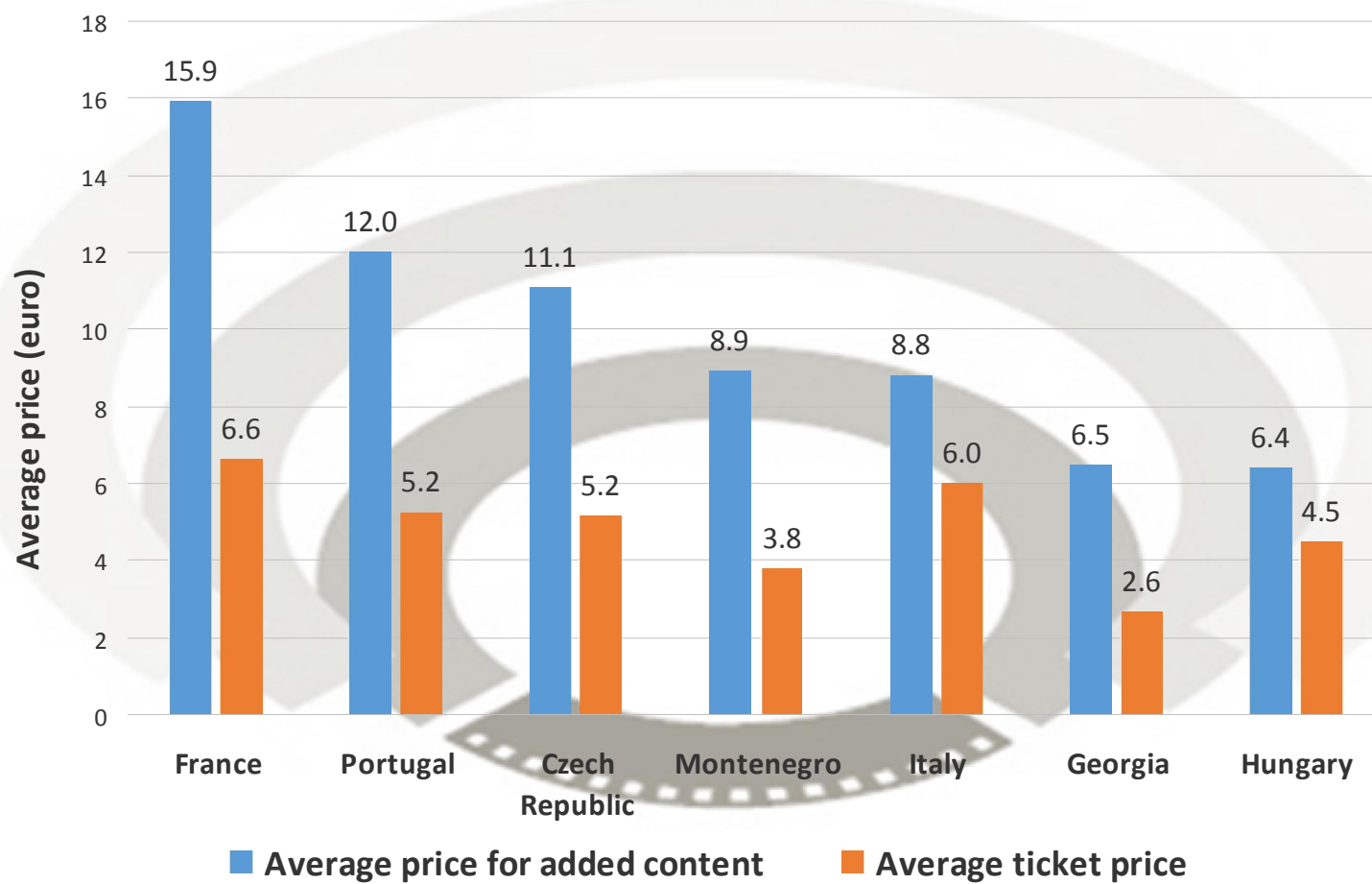
Average ticket price for added content in 2017 and comparison with average ticket price



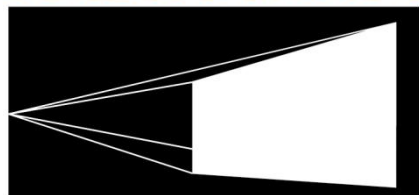
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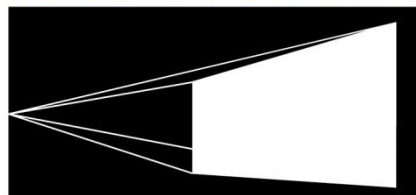


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The top three in 2017
A variety of genres catering
for the needs of a diversified
audience

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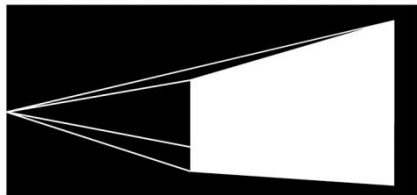


Rank	UK	I	F	HU	P	CY
1	theatre	popular music concert	theatre	popular music concert	ballet	ballet
2	ballet	popular music concert	theatre	popular music concert	opera	opera
3	theatre	art	theatre	art	opera	opera

Legenda

theatre	ballet	popular music concert	art	opera
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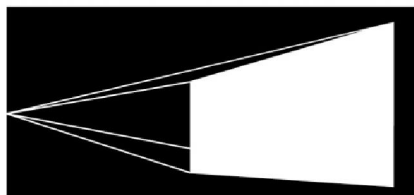
MEDIA SALLES



Added content: Europe in the limelight



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MEDIA SALLES



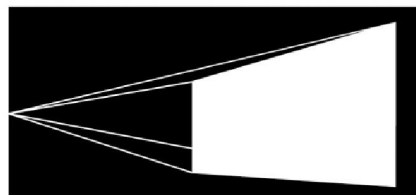
Added Content

Rank	UK	I	F	HU	P	CY
1	UK	I	F	UK	UK	RU
2	UK	UK	F	D/I	UK	USA
3	UK	I	F	I	UK	USA

Legenda:



CINEMA D'EUROPA



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Rank	Film					
	UK	I	F	HU	P	CY
1	USA	USA	USA	USA	USA	USA
2	USA	USA	USA	USA	USA	USA
3	UK	USA	F	HU	USA	USA

Legenda:

