

Added Content = Added Value

Added content: a growing market

GBO in UK, F, I:

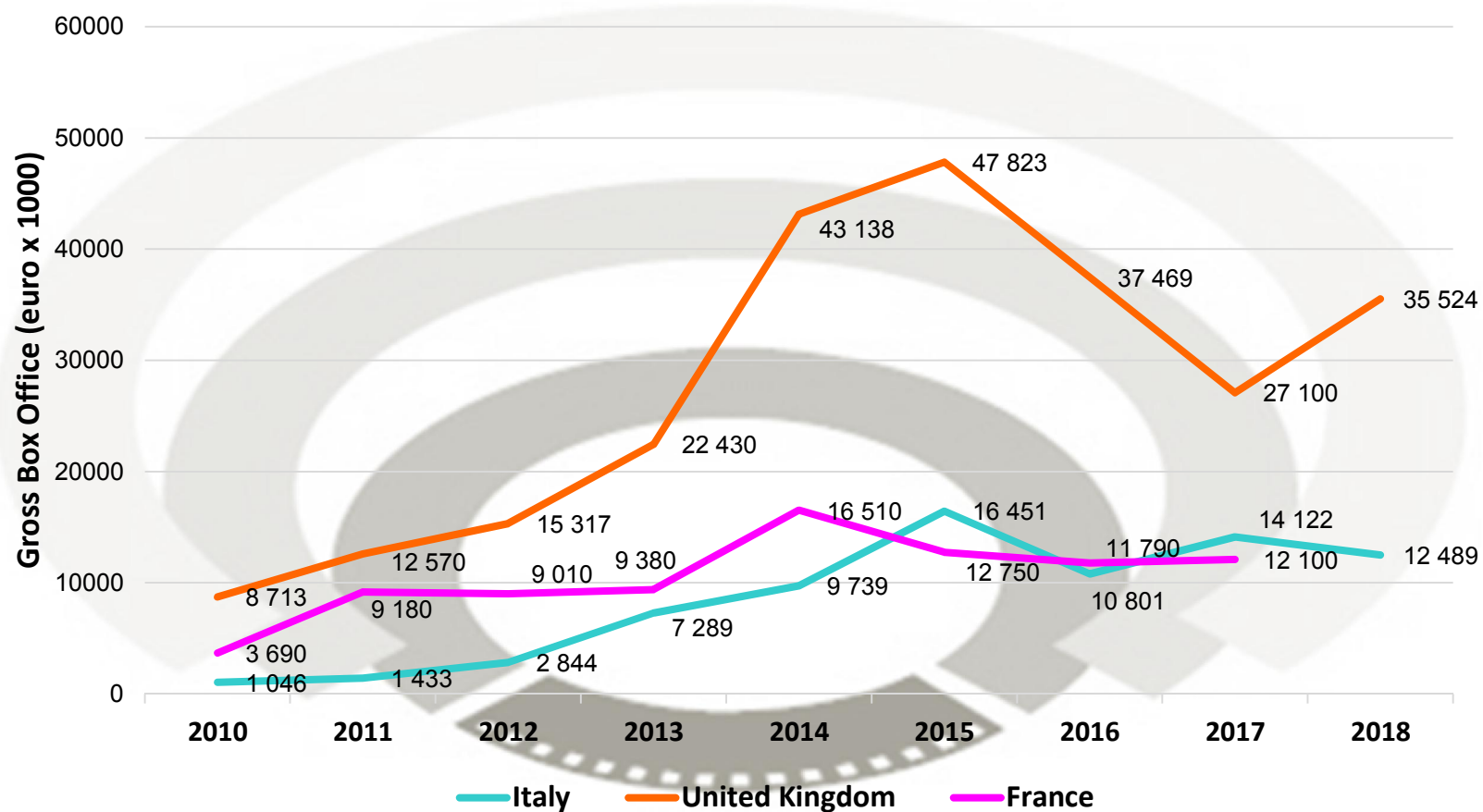
**from 13.5 M euro in 2010
to 53.3 M in 2017 (+295%)
with a peak of 77.1 M in 2015**

Added content: a growing market

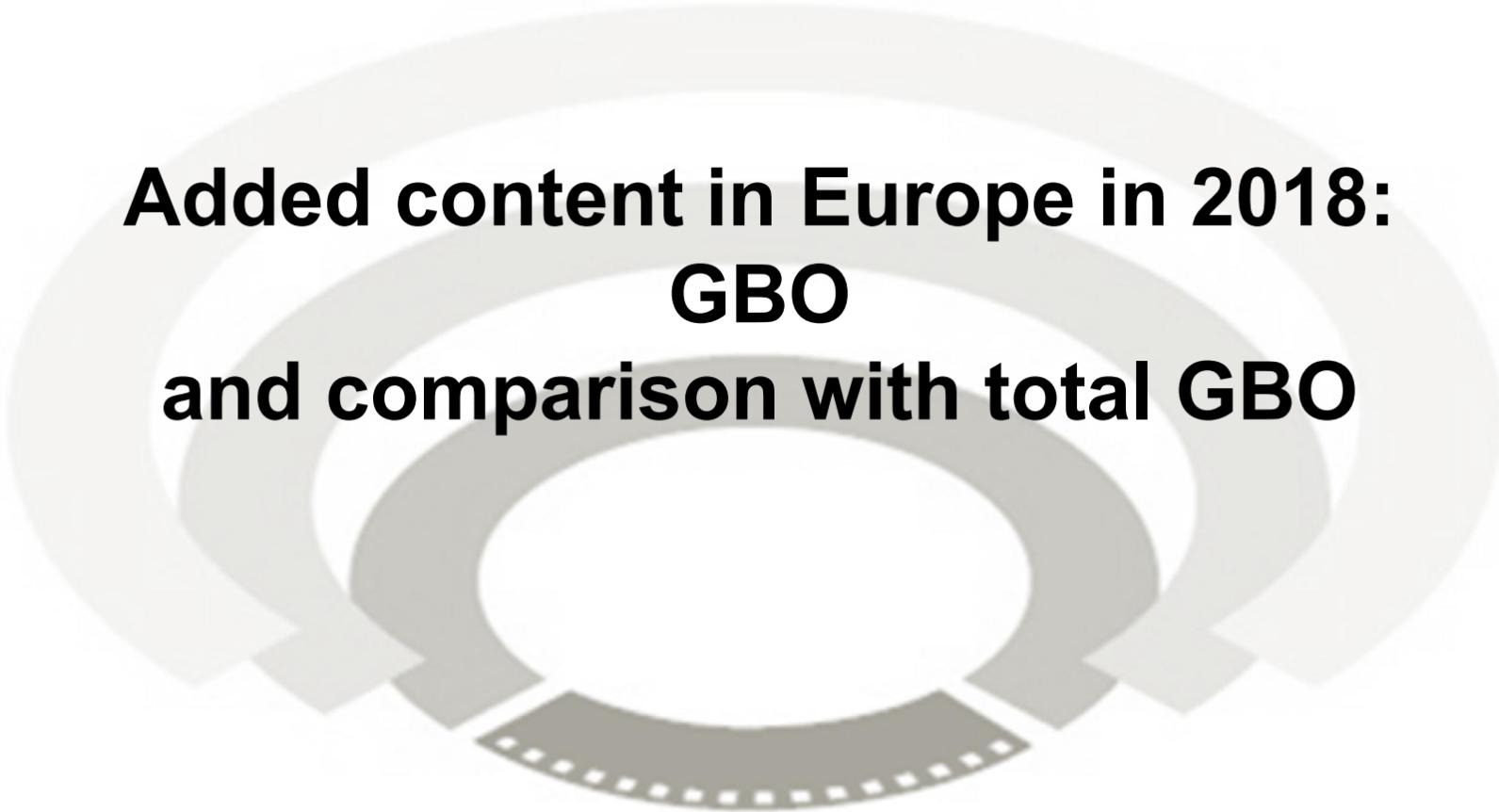
Estimated GBO in UK, F, I in 2018:

60 M

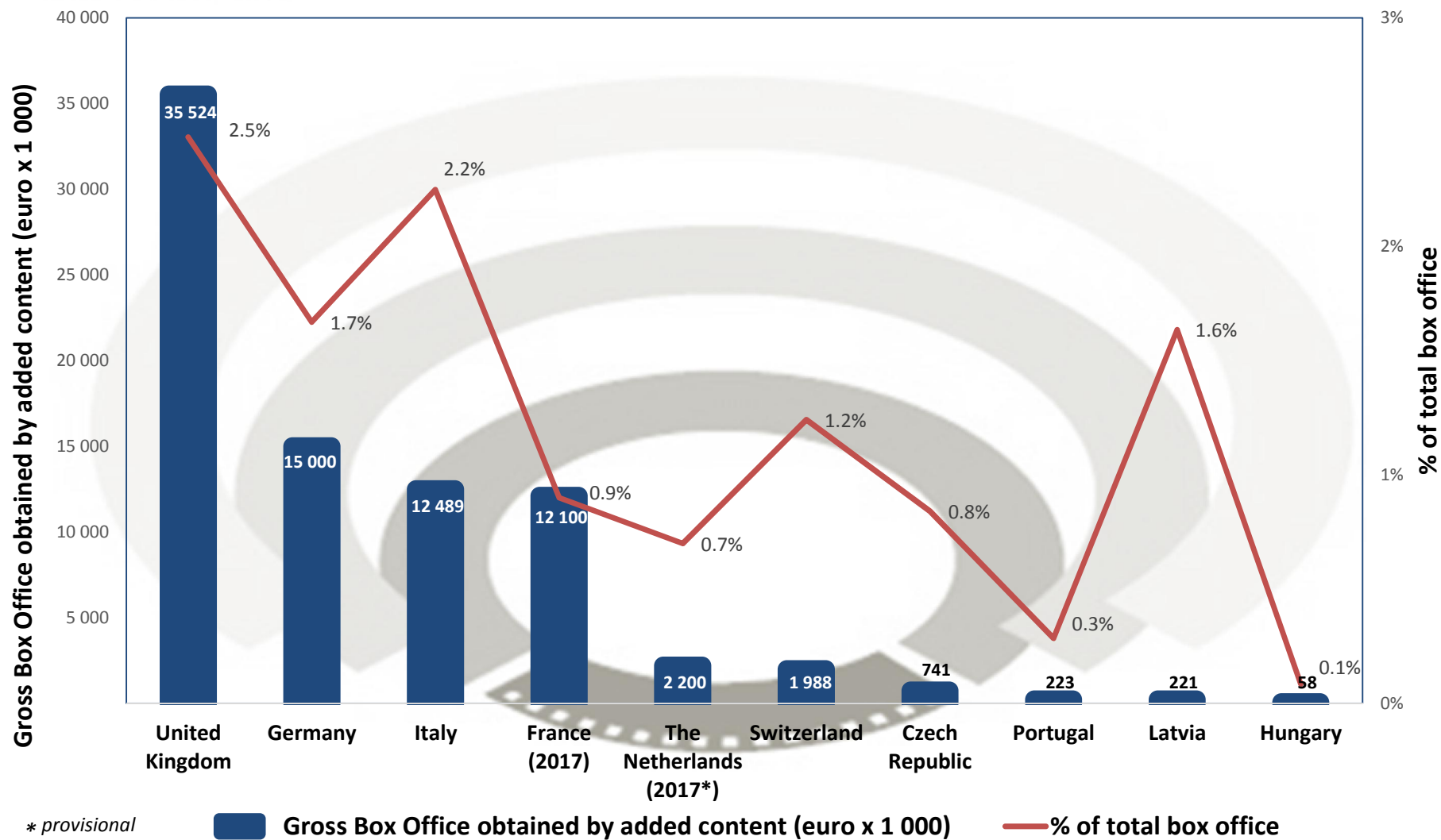
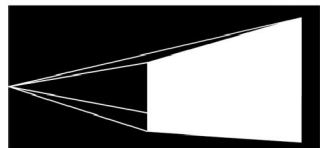
from 53.3 M in 2017 (+11,2%)



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, 7% in 2018)

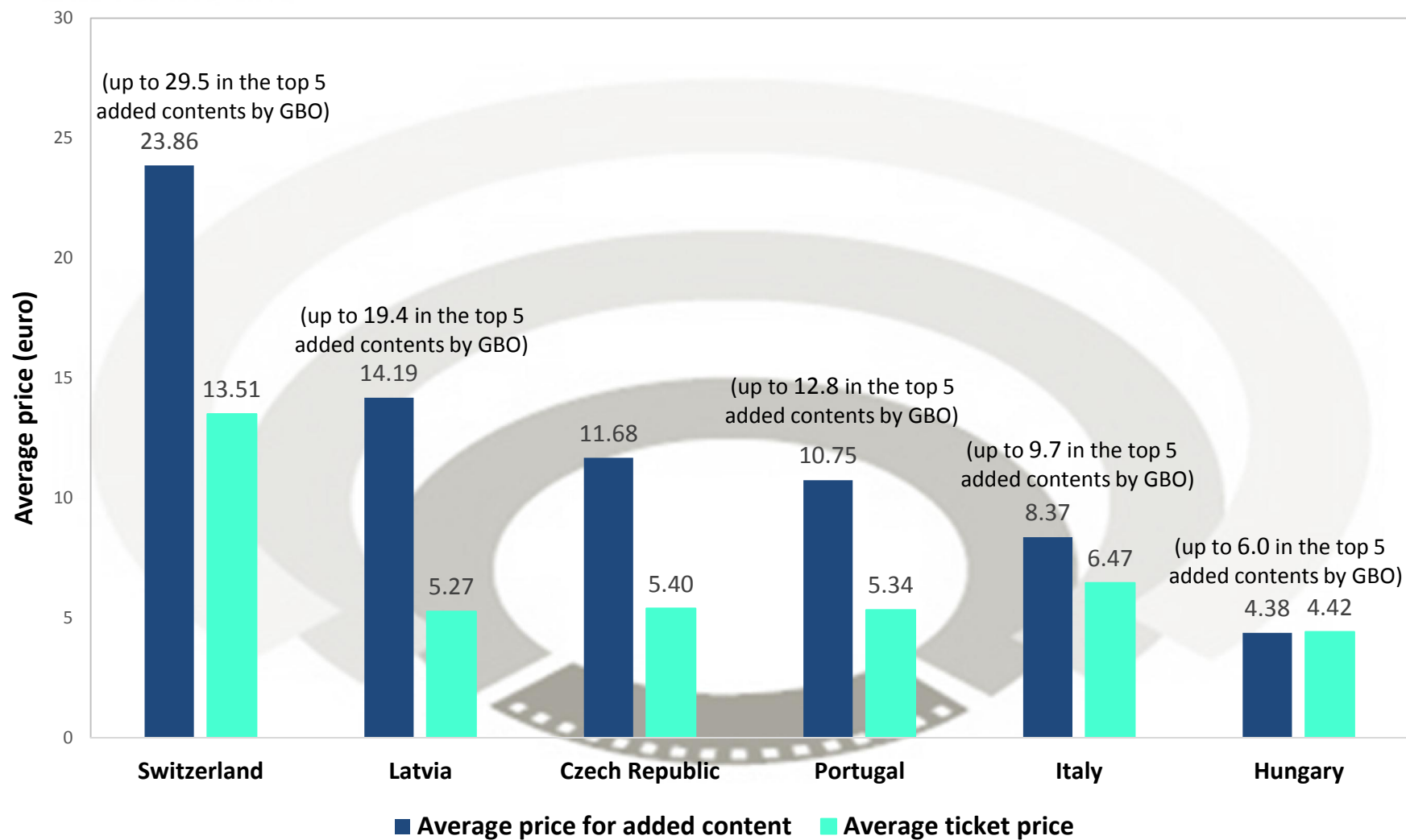
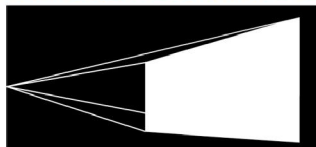


**Added content in Europe in 2018:
GBO
and comparison with total GBO**



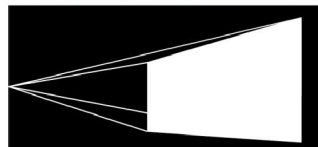


**Average ticket price for added
content in 2018 and comparison
with average ticket price**



The top three in 2018 by GBO

A variety of genres catering for the needs of a diversified audience



Rank	UK	I	P	CH	LV	HU
1	popular music concert	art based film	ballet	opera	opera	popular music concert
2	theatre	art based film	popular music concert	opera	opera	art based film
3	theatre	popular music concert	popular music concert	opera	popular music concert	art based film



Added content: Europe in the limelight



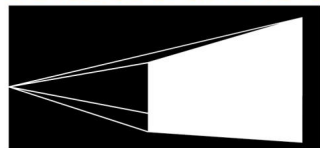
Added Content

Rank	UK	I	P	CH	LV	HU
1	NL	I	RU	USA	USA	UK
2	UK	I	ROK	USA	USA	I
3	UK	I	UK	USA	UK	I

Legenda:

USA	Europe	Domestic	Other
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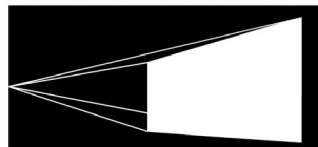




Film						
Rank	UK	I	P	CH	LV	HU
1	USA	USA	USA	UK/ USA	USA	UK/ USA
2	UK/ USA	USA	UK/ USA	USA	LV	USA
3	USA	USA	USA	UK/ USA	LV	USA

Legenda:

USA	Europe	Domestic	Other
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Highest grossing titles

Country	Rank	Title	Admissions	Gross Box Office (euro)
CH	1	La Traviata - MET Opera 2018	3 702	109 158
	2	Tosca - MET Opera 2018	3 402	100 452
	3	Così Fan Tutte - MET Opera 2018	3 402	100 118
P	1	Temporada Clássica 2017/2018	3 976	48 309
	2	Burn the Stage: The Movie	5 053	47 808
	3	Coldplay: A Head Full Of Dreams	1 364	12 165
UK	1	Andre Rieu's 2018 Maastricht Concert: Amore		1 926 550
	2	Allelujah! - NT Live 2018		1 043 286
	3	An American In Paris - The Musical		895 309
I	1	Caravaggio - l'anima e il sangue	164 560	1 469 008
	2	Michelangelo - Infinito	118 931	817 506
	3	Fabrizio De Andre' - Principe Libero	83 720	808 645
LV	1	Samson et Dalila - MET Opera 2018	1 156	21 788
	2	Tosca - MET Opera 2018	765	14 817
	3	Coldplay: A Head Full Of Dreams	891	10 370
HU	1	Coldplay: A Head Full Of Dreams	1 964	11 844
	2	Klimt & Schiele - Eros And Psyche	2 302	10 464
	3	Van Gogh: tra il Grano e il cielo	2 070	8 447

Biggest ever added content release

“Burn the Stage: The Movie”

79 countries

2,650 cinemas

1,4 M admissions



“Events like these bring in **new audiences to experience the power of the big screen.**

They afford artists the opportunity to give their fan base a unique and unforgettable night out. The feedback from audiences has been incredible, with many BTS fans booking to see an additional encore performance.”

Johnny Carr, Alternative Content manager for Vue Cinemas, 2018

Cinema digitization in Europe and its
impact - Added content: an opportunity
for quality cinemas?

**MEDIA Salles is launching a
pan-European survey:
have a say in this project by filling
in the exhibitors' questionnaire!**