



PRESS RELEASE
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Italy, the Russian Federation and the Czech Republic stand out as 2007 European cinema attendance dips

On the occasion of the 58th Berlin International Film Festival the European Audiovisual Observatory releases its first estimates for European cinema attendance in 2007. The Observatory estimates that total admissions in the European Union fell by around 2.2% in relation to 2006. With around 910 million tickets sold, 2007 attendance remained well above the low of 2005.

Cinema Attendance in European Countries (2003-2007p*)

in millions

Country	2003	2004	2005	2006	2007p*	% change 2007/2006	Source
European Union member countries (EU 27)							
AT Austria	17,7	19,4	15,7	17,3	15,7	-9,2%	FAFO
BE Belgium	22,7	24,1	22,1	23,9	22,3	-6,8%	INS / Fédération des Cinémas de Belgique
BG Bulgaria	3,0	3,1	2,4	2,4	2,5	4,6%	National Film Center
CZ Czech Republic	12,1	12,0	9,5	11,5	12,8	11,4%	Ministry of Culture / UFD
DE Germany	149,0	156,7	127,3	136,7	125,4	-8,2%	FFA
DK Denmark	12,3	12,8	12,2	12,6	12,1	-3,5%	Danish Film Institute
EE Estonia	1,3	1,2	1,1	1,6	1,6	2,5%	Estonian Film Foundation
ES Spain	137,5	143,9	127,7	121,7	112,2	-7,7%	ICAA
FI Finland	7,7	6,9	6,1	6,7	6,6	-2,0%	Finnish Film Foundation
FR France	173,5	195,5	175,4	188,7	178,1	-5,6%	CNC
GB United Kingdom	167,3	171,3	164,7	156,6	162,4	3,7%	Cinema Advertising Association
HU Hungary	13,7	13,7	12,1	11,7	10,1	-13,8%	National Film Office
IE Ireland	17,4	17,3	16,4	17,9	18,4	2,9%	Cinema Advertising Association
IT Italy	110,5	116,3	105,6	106,1	115,0	8,4%	Centro Studi Cinecittà Holding / Cinetel
LT Lithuania	1,4	~	1,2	2,4	3,2	34,0%	Baltic Films
LV Latvia	1,1	1,7	1,7	2,1	2,2	3,9%	National Film Centre
NL The Netherlands	25,0	23,0	20,6	23,4	22,1	-5,4%	NFC / Netherlands Film Fund
PL Poland	23,8	33,4	23,6	32,0	32,6	1,8%	boxoffice.pl
PT Portugal	18,7	17,1	15,8	16,4	16,3	-0,4%	Instituto do Cinema e do Audiovisual
SE Sweden	18,2	16,6	14,6	15,3	15,2	-0,8%	Swedish Film Institute
SK Slovakia	2,9	2,8	2,2	3,4	2,7	-19,9%	Slovak Film Institute
EU 27 - est. total	947,5	1011,3	898,8	930,6	910,1	-2,2%	European Audiovisual Observatory
Other European countries							
CH Switzerland	16,5	17,2	15,0	16,4	14,3	-12,5%	Swiss Federal Statistical Office
IS Iceland	1,5	1,5	1,4	1,5	1,5	-3,2%	Statistics Iceland / SMAIS
NO Norway	13,0	12,0	11,3	12,0	10,8	-10,4%	Film & Kino
RU Russian Federation	68,0	76,5	84,6	91,8	106,6	16,1%	Russian Film Business Today
TR Turkey	24,6	29,7	27,3	34,9	31,1	-10,7%	Sinema Gazetesi

* p: provisional data

Source: European Audiovisual Observatory

In contrast with the generally negative European trend, admissions increased in the United Kingdom (+3.7%) and grew strongly in Italy, where Cinetel has announced an increase of 12.3% in admissions to the theatres they are tracking and estimates the entire market at 115 million tickets sold. This would give growth of 8.4% and the highest admissions level since 1998. Germany (-8.2%), Spain (-7.7%) and France (-5.6%) however reported single digit drops.

While markets in Western Europe – with the notable exceptions of Italy and the United Kingdom – were generally morose, rising attendance in the more recent member states contributed to saving the European Union market from a more serious decline. Ticket sales rose in Bulgaria, Poland, Latvia and Estonia while the Czech Republic and Lithuania both reported double digit growth and record highs.

Outside of the European Union results were also mixed. While the Russian market increased by 16% with admissions climbing to 107 million, Norway, Switzerland and Turkey saw attendance fall steeply.

National films perform well on many markets in 2007

Against a background of shrinking overall ticket sales, domestic production performed well on many of the markets. Compared with 2006, market shares for national films increased in 11 out of the 17 European Union countries for which provisional data is available.

Market Shares for National Films in European Countries (2003-2007p*)

in %

Country	2003	2004	2005	2006	2007p*	Change	Source
European Union member countries (EU 27)							
AT Austria	~	~	~	~	1,8%	n.a.	Österreichisches Filminstitut
BE** Belgium**	6,1%	6,3%	5,8%	6,5%	7,5%	0,9%	Ministère de la Communauté Française
BG Bulgaria	~	~	~	~	1,2%	n.a.	National Film Center
CZ Czech Republic	25,0%	23,8%	25,1%	30,1%	35,2%	5,1%	Ministry of Culture / UFD
DE Germany	17,5%	23,8%	17,1%	25,8%	18,9%	-6,9%	FFA
DK Denmark	25,8%	23,7%	32,4%	24,8%	27,0%	2,2%	Danish Film Institute
EE Estonia	8,2%	5,6%	5,7%	9,8%	14,3%	4,5%	Estonian Film Foundation
ES Spain	15,8%	13,4%	16,7%	15,4%	13,3%	-2,1%	ICAA
FI Finland	22,0%	17,0%	15,0%	24,0%	19,5%	-4,5%	Finnish Film Foundation
FR France	34,9%	38,4%	36,6%	44,6%	36,5%	-8,1%	CNC
GB United Kingdom	15,7%	23,4%	34,0%	19,1%	28,0%	8,0%	UK Film Council
HU Hungary	4,4%	10,3%	15,4%	18,7%	12,9%	-5,8%	National Film Office
IT Italy	23,2%	21,6%	25,7%	25,8%	33,0%**	7,2%	Centro Studi Cinecittà Holding
LT Lithuania	~	2,3%	7,2%	3,5%	1,9%	-1,5%	Baltic Films
LV Latvia	3,6%	3,7%	1,8%	5,7%	7,4%	1,7%	National Film Centre
NL The Netherlands	13,3%	9,2%	13,2%	11,3%	13,5%	2,3%	Netherlands Film Fund
PL Poland	9,8%	8,7%	3,4%	15,9%	24,7%	8,8%	Min. Cult / boxoffice.pl
PT Portugal	~	1,3%	2,6%	2,5%	2,9%	0,4%	Instituto do Cinema e do Audiovisual
SE Sweden	19,9%	23,3%	22,6%	18,8%	21,1%	2,3%	Swedish Film Institute
Other European countries							
CH Switzerland	5,5%	2,5%	5,9%	9,5%	5,8%	-3,7%	Swiss Federal Statistical Office
IS Iceland	3,9%	4,1%	3,6%	10,7%	9,0%	-1,7%	Statistics Iceland / SMAIS
NO Norway	18,7%	14,9%	14,0%	16,6%	16,0%	-0,6%	Norsk Filmfond
RU Russian Federation	~	~	~	~	26,3%	n.a.	Russian Film Business Today / OBS
TR Turkey	24,0%	38,4%	41,8%	51,1%	38,1%	-13,0%	Sinema Gazetesi

* p: provisional data

** estimated data

Source: European Audiovisual Observatory (OBS)

National market shares increased in many of the countries that registered an increase in admissions, notably Italy (+7.2%; 33%), the United Kingdom (+8.0%; 28%), Poland (+8.8%; 25%), and the Czech Republic (+5.1%; 35%).

Notes:

- Data have been collected with the collaboration of the EFARN (European Film Agency Research Network).
- All 2007 figures are provisional.
- The 2007 Italian admissions figure is a total market estimate by Cinetel, on the basis of 103 million recorded admissions and the coverage rate of 90%.
- Market shares for the United Kingdom are on the basis of UK and Republic of Ireland gross box office, other market share figures are on the basis of admissions.

NEXT FIGURES FROM THE OBSERVATORY

**The European Audiovisual Observatory will publish a complete overview of
2007 European cinema market trends in early May 2008.**

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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>).



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