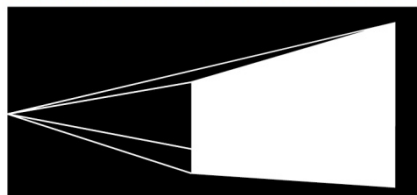


CINEMA D'EUROPA



MEDIA SALLES



What We Talk About When We Talk About Added Content

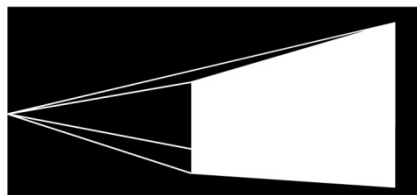
presentation by Elisabetta Brunella
MEDIA Salles Secretary General

CINE FEST

16° MISKOLC INTERNATIONAL FILM FESTIVAL

20 September 2019

CINEMA D'EUROPA



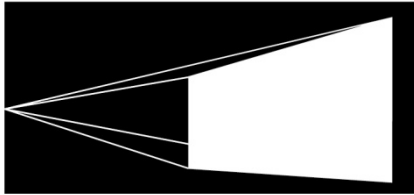
MEDIA SALLES



What We Talk About When We Talk About Added Content

Let's start with some figures



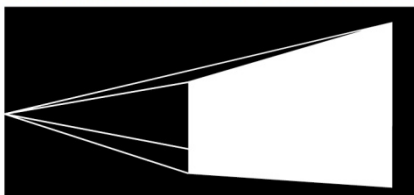


Added content: a growing market

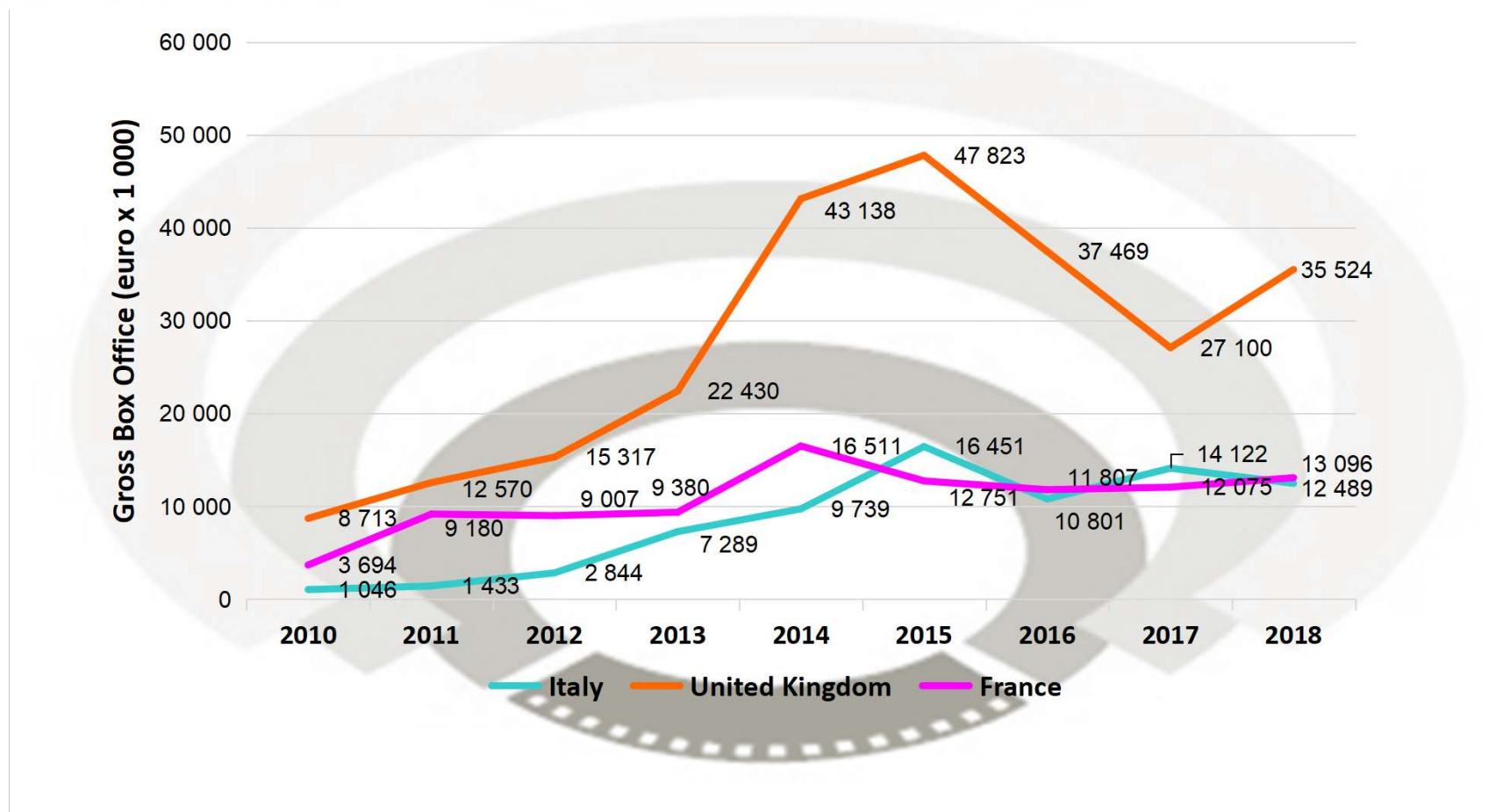
GBO in UK, F, I:

**from 13.5 M euro in 2010
to 61.1 M in 2018**

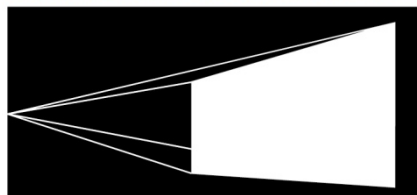
- **a peak of 77.1 M in 2015**
 - **+354% in 8 years**



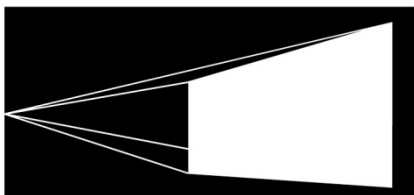
MEDIA SALLES



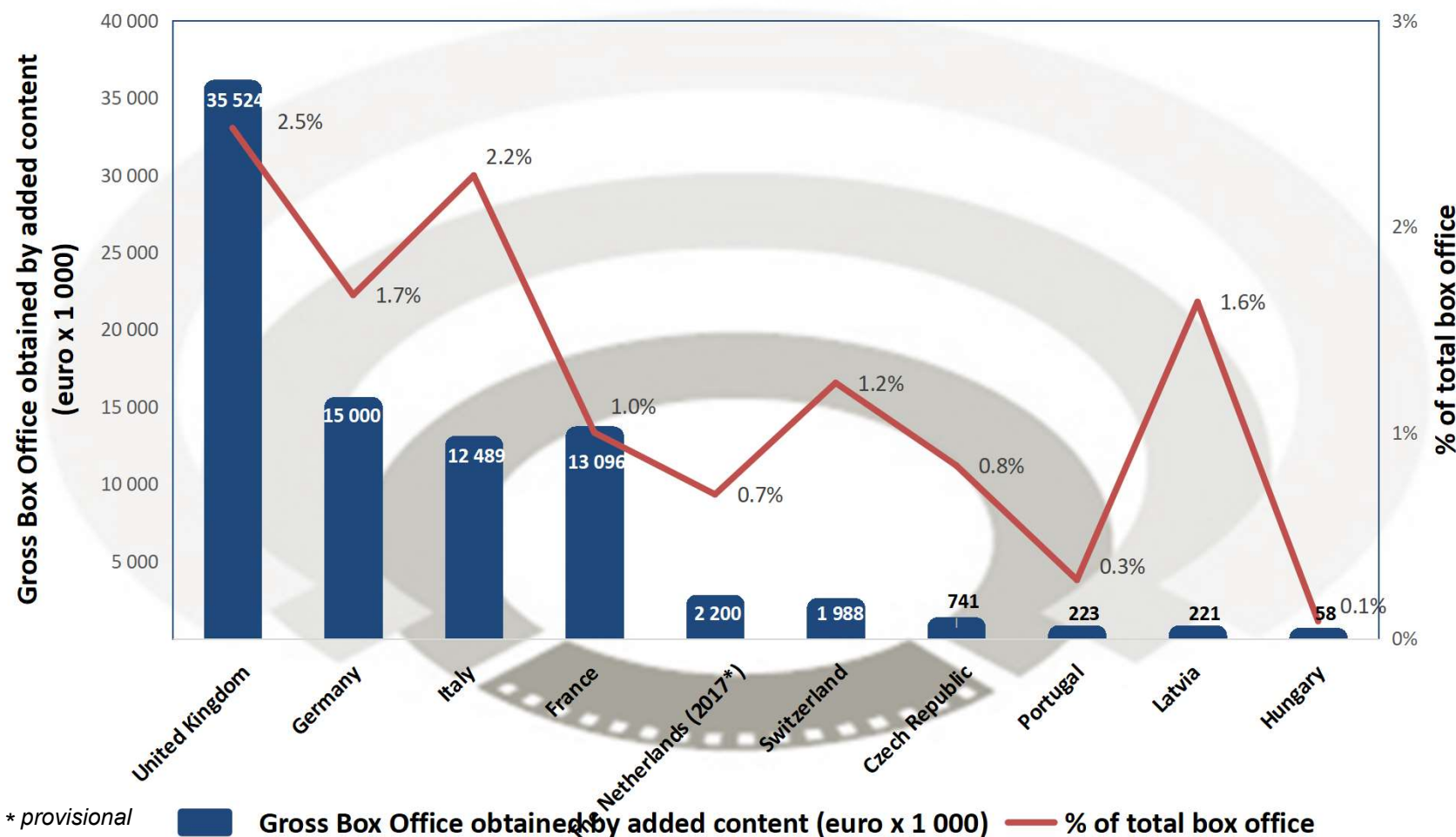
I: Cinetel data (re-releases of films and special editions included, representing 27.3% of added content gbo in 2013, 13.9% in 2014, 17.3% in 2015, 4.5% in 2017)



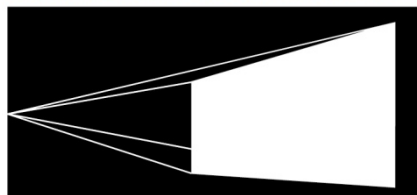
**Added content in Europe in 2018:
GBO
and comparison with total GBO**



MEDIA SALLES



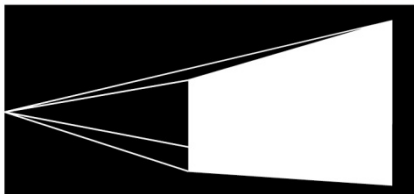
CINEMA D'EUROPA



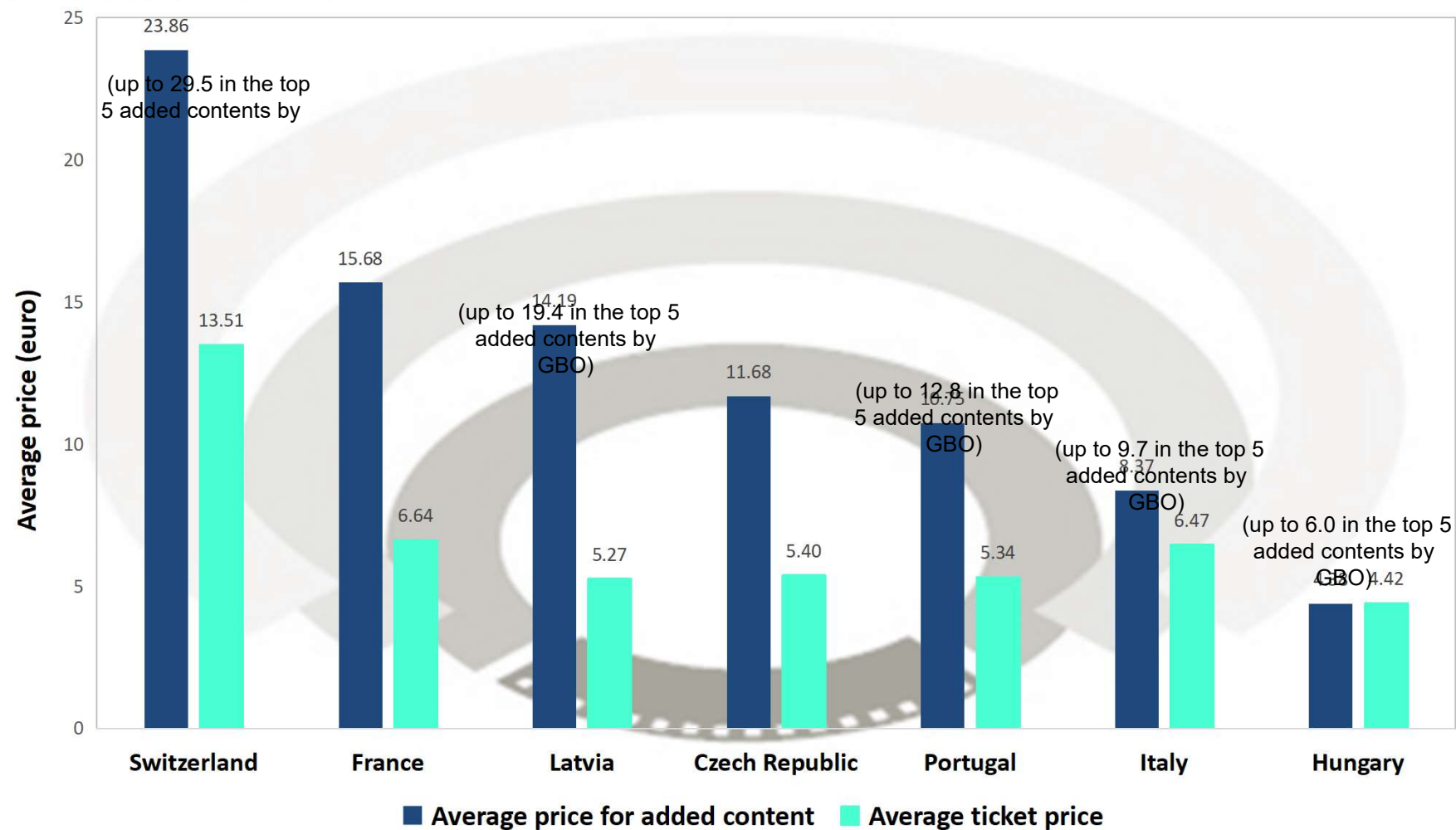
MEDIA SALLES



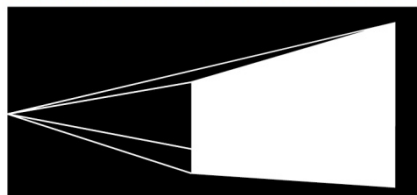
Average ticket price for added content in 2018 and comparison with average ticket price



MEDIA SALES



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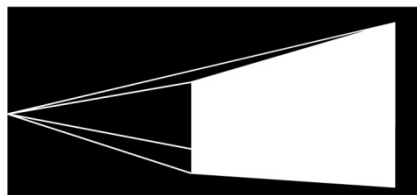


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The top three in 2018
A variety of genres catering
for the needs of a diversified
audience

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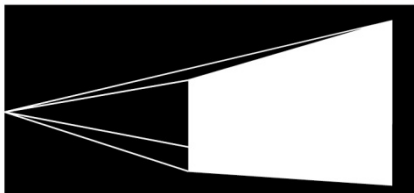
MEDIA SALLES



| 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 |

Source: MEDIA SALLES

CINEMA D'EUROPA

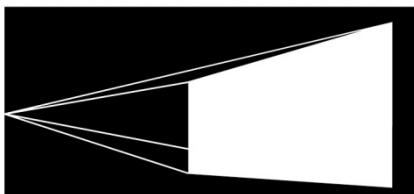


MEDIA SALLES



Added content: Europe in the limelight



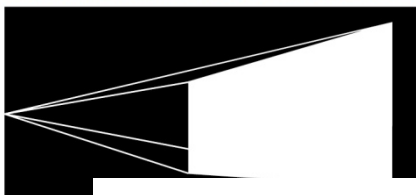


Added Content

| 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 |
|-----|--------|----------|-------|



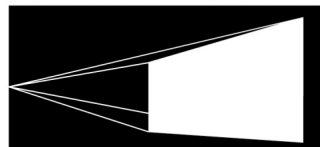
ME]

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 |

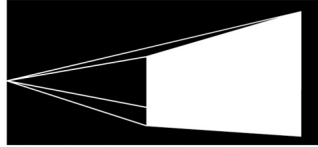
Legenda:

| | | | |
|-----|--------|----------|-------|
| USA | Europe | Domestic | Other |
|-----|--------|----------|-------|



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 Clásica 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

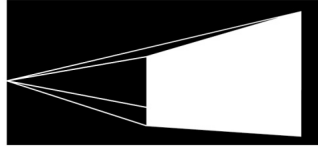
“Burn the Stage: The Movie”

79 countries

2,650 cinemas

1,4 M admissions

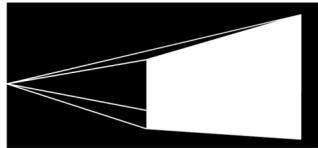




“Events like these bring in **new audiences to experience the power of the big screen.**

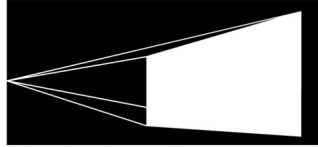
They afford artists the opportunity to give their fan base a unique and unforgettable night out. The feedback from audiences has been incredible, with many BTS fans booking to see an additional encore performance.”

Johnny Carr, Alternative Content manager for Vue Cinemas, 2018

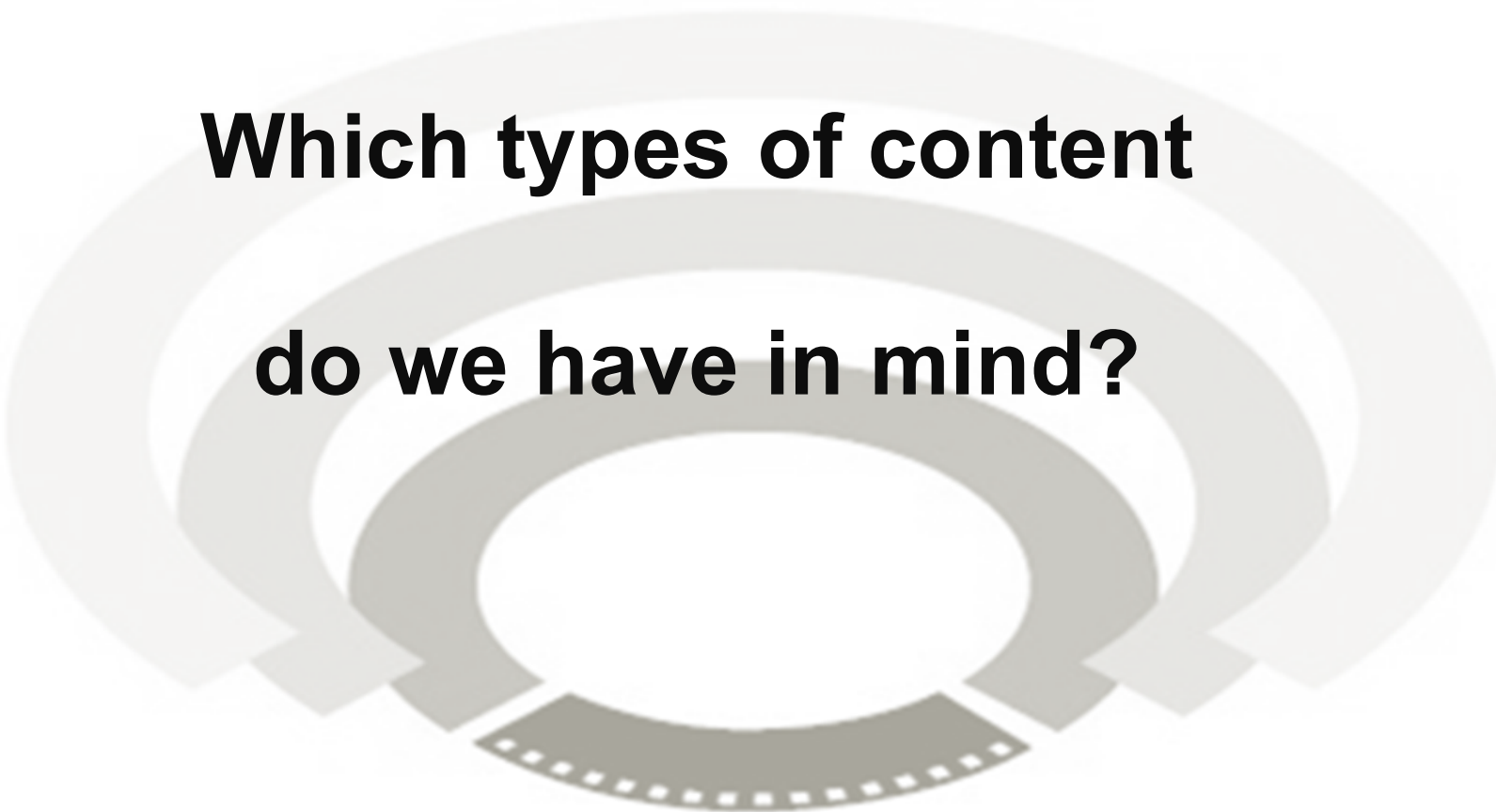


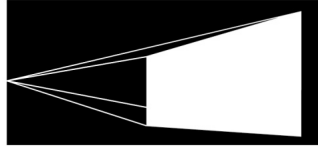
How do we call it?

Added content
Alternative content
Event cinema
ODS
Specials
Live content
Cultural content



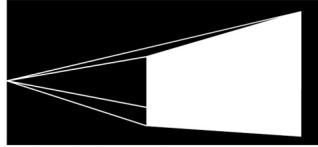
**Which types of content
do we have in mind?**



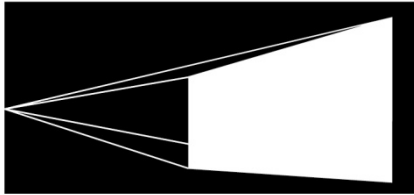


Opera
Ballet
Theatre
Concerts
Pop music concerts
Sport

But also
Gaming



and
Exhibition based art films
Documentaries
Biopics
Re-releases
Film series
Films celebrating anniversaries
(Apollo 11)

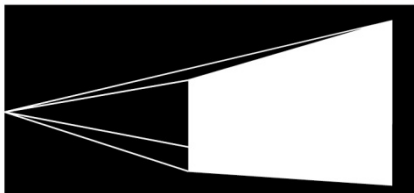


Are we talking about contents or about a way of programming content?

Said in other words:

Added content is a very broad category including added content in the strict sense (content that was not born to be shown in cinemas) but also gaming (a content not only to be watched) up to films offered according to the event formula (a one time screening) or as part of a theme series.

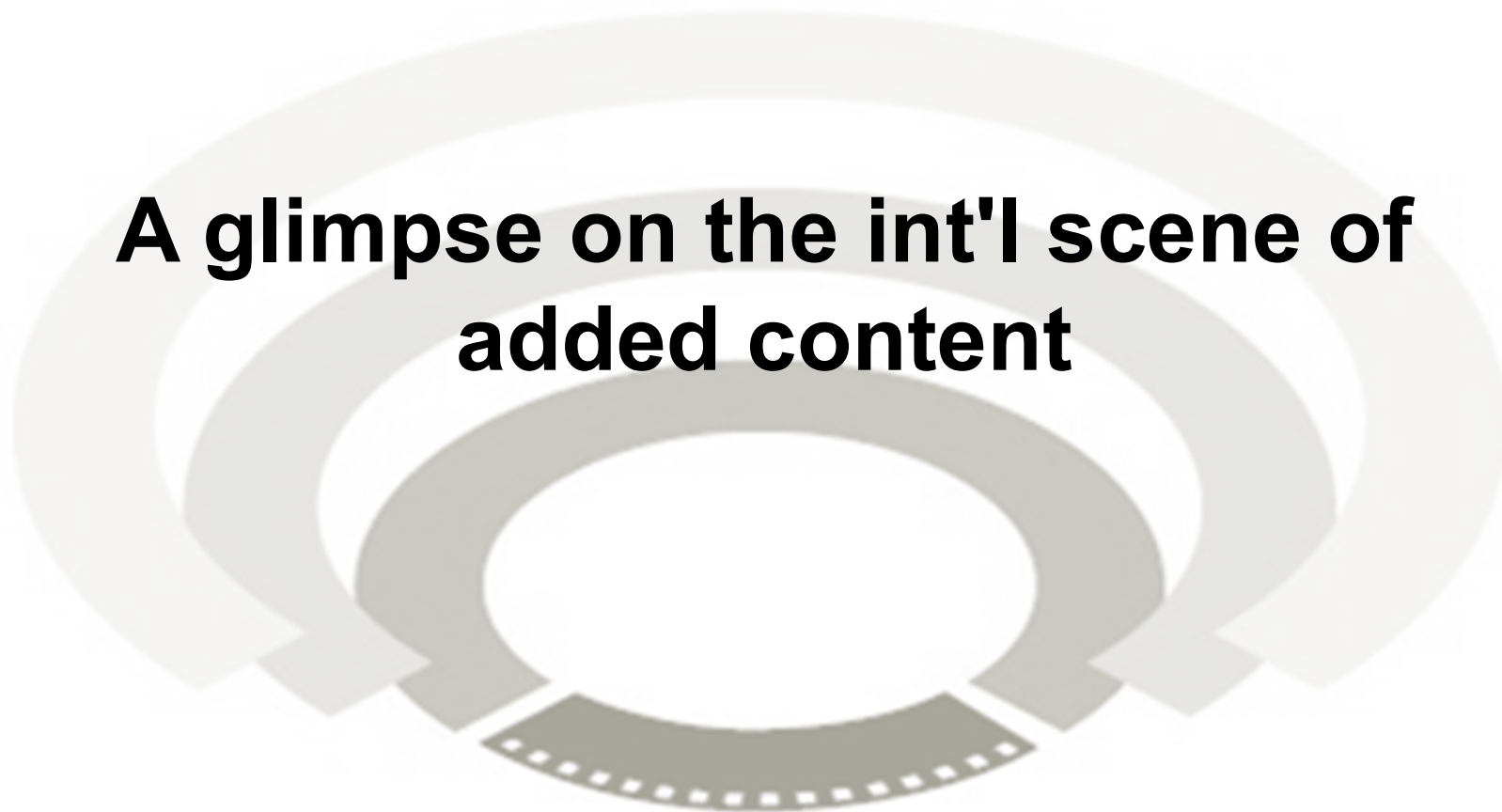
CINEMA D'EUROPA

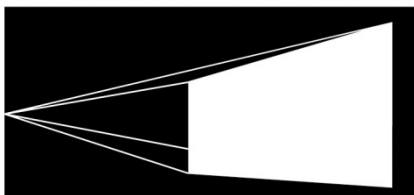


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A glimpse on the int'l scene of added content





The Netherlands - Heerenstraat Theater Film and science

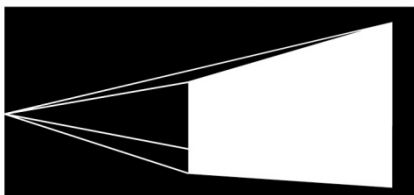
Films and Science events at the Heerenstraat Theater
in collaboration with Wageningen University & Research

Programme

- 26/09/2018 Louise O. Fresco - President of the University's Academic Senate
Film: *Chungking Express*
- 16/10/2018 Arthur Mol - Dean and Vice-President of the University's Academic Senate
Film: *Beijing Taxi*
- 20/11/2018 Dick de Ridder & Willem Jan Knibbe - Bioinformatics
Film: *AlphaGo*
- 15/1/2019 Marcel Dicke - Entomology
Film: *Antz*
- 20/2/2019 Saskia van Ruth - Food authenticity and integrity
Film: *Sour Grapes*
- 19/3/2019 Frits Mohren - Ecology and forest management
Film: *Fitzcarraldo*
- 16/4/2019 Ronald Osinga - Ecology of marine fauna
Film: *Chasing Coral*
- 21/5/2019 Gerlinde De Deyn - Soil Biology
with the participation of Wim van Egmond, expert on microphotography
Film: *Microcosmos*
- 18/6/2019 Maria Koelen - Health and Society
Film: *Sacro GRA*



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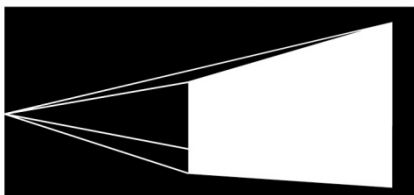
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The Netherlands - Pathé Cinemas
Sport events on the big screen
Women's Soccer Championship
Le Tour de France



CINEMA D'EUROPA



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Spain - Temporada de Arte

**A journey into the arts thanks to exhibition based art films
proposed as a package by the distributor A Contracorriente
Films to Spanish cinemas**

a contracorriente|films

TRÁILER SINOPSIS

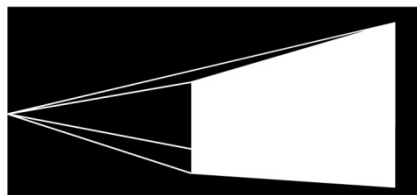
TEMPORADA DE ARTE

2018-2019

LOS GRANDES DEL ARTE EN EL CINE
SOLO EN CINES POR TIEMPO LIMITADO



CINEMA D'EUROPA



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Italy - Il Piccolo Cinema, Padova

The Opera season

A subscription ticket including live and recorded shows from a series of theaters including ROH, La Scala and Arena di Verona

Tickets available online and in the local shops partnering with the cinema

MUSICA

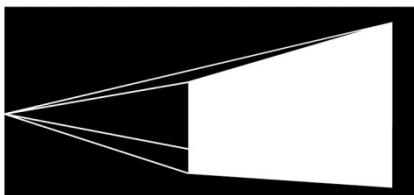


OPERA (E BALLETO) AL CINEMA – STAGIONE 2019/2020 – I^ PARTE

Campagna abbonamenti lunedì 9/9 (prelazioni) – martedì 10/9 e mercoledì 11/9 (nuovi abbonati) in teatro, ore 10-12.30 e 17-19 – Prevendite "La Traviata" dal 2 settembre – Prevendite biglietti delle altre opere dal 12 Settembre

Torna al Piccolo Teatro una delle iniziative più amate ed attese: la Stagione Lirica con proiezione sul grande schermo cinematografico

CINEMA D'EUROPA



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Uk - Curzon Cinemas Live theatre

Curzon Cinemas Limited [GB] | curzoncinemas.com/nt

COMING SOON

EVENTS

CINEMAS

MEMBERSHIP

CONTACT



NT LIVE: THE LEHMAN TRILOGY

Encore screening: Saturday 21 September 2.00pm |
Bloomsbury

Encore screening: Sunday 22 September 2.00pm |
Mayfair | Victoria

Encore screening: Monday 7 October 2.00pm |
Bloomsbury | Richmond

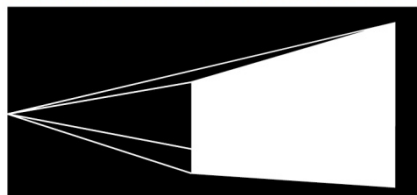


NT LIVE: ONE MAN, TWO GUVNORS (ENCORE)

Thursday 26 September 7.00pm

Aldgate | Bloomsbury | Canterbury | Colchester |
Knutsford | Mayfair | Oxford | Richmond | Ripon |
Sheffield | Victoria | Wimbledon

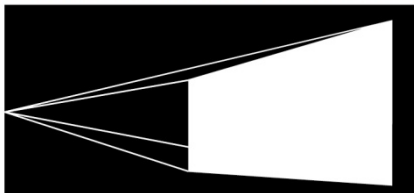
Encore screening: Saturday 19 October 2.00pm |
Canterbury



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

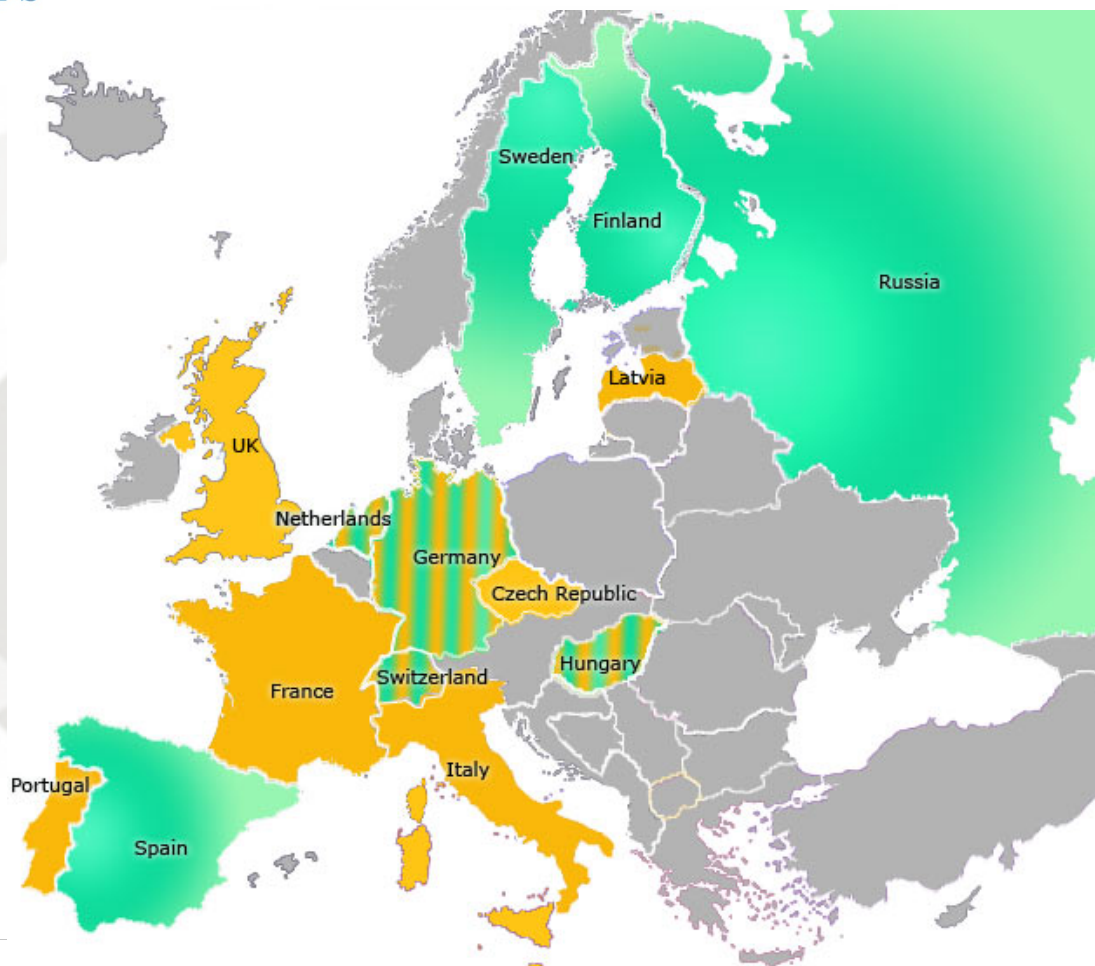


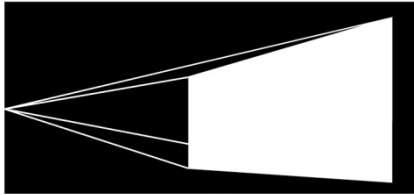
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Added Content - MEDIA Salles Country Focuses





To know more about added content...

**- have a look at the European Cinema
Charts about added content that links to MEDIA
Salles Country Focuses and Key Figures**

http://www.mediasalles.it/ecc/added_value.htm

- read the column “Added content, Added Value”
in the DGT online informer**
- - contact us at yearbook@mediasalles.it**