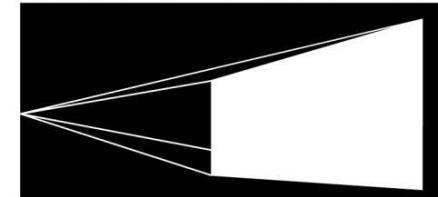




DIVERSITY OF CONTENT: A KEY-WORD FOR THE LIFE OF CINEMAS

CINEMA D'EUROPA



MEDIA SALLES

THE ROLE OF DOMESTIC FILMS

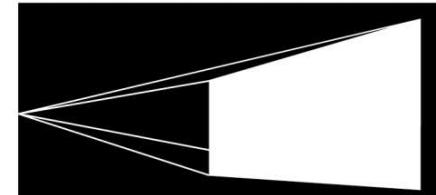
**MEDIA Salles contribution
to the “Joint meeting of the art cinema association and
the national association of cinema exhibitors”**

**Miskolc – Hungary
16 September 2022**

MEDIA Salles at 2022 CineFest Miskolc



CINEMA D'EUROPA



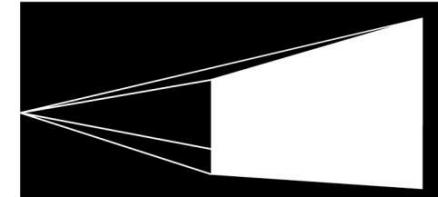
MEDIA SALLES

In the time of the pandemic, the productions that have come to the aid of programming almost completely deprived of blockbusters were mostly domestic ones, as well as added content.

Let's focus on domestic films!



CINEMA D'EUROPA



MEDIA SALLÉS

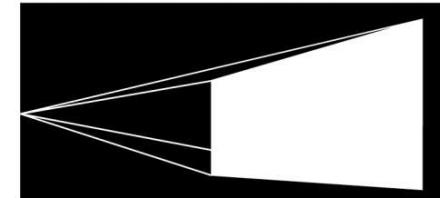
The year 2020

**In 2020 the market share of domestic films was almost
everywhere higher than in 2019.**

**In the majority of the European countries the 2020 share of
domestic films was even the highest or the second highest
in the ten-year period from 2012 to 2021.**



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MEDIA SALLES

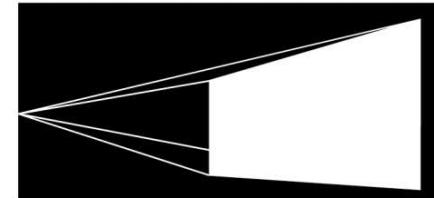
The year 2021

In Western Europe, the share of domestic films remained higher than in 2019, with only some exceptions (Switzerland, Portugal, Sweden and the UK, for instance).

On the other hand, in Central and Eastern Europe as well as in the Mediterranean Rim, in several countries the share of domestic films was lower than in 2019 (especially in Turkey, Lithuania, Poland, Estonia and Slovak Republic)



CINEMA D'EUROPA



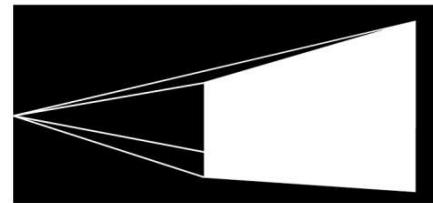
Domestic films (incl. co-productions)

Percentage of total admissions (2012-2021)

Western Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
A	3,8% ¹	4,0%	4,7%	5,3%	4,9%	5,7%	6,2%	3,3%	5,1%	6,2%
CH	4,8%	6,2%	4,8%	5,4%	4,4%	6,6%	6,4%	6,7%	13,8%	4,3%
D	18,1%	26,2%	26,4%	27,5%	22,7%	23,9%	23,5%	21,5%	35,1%	21,7%
DK	28,7%	30,0%	27,0%	29,8%	20,9%	20,2%	29,4%	26,3%	50,5%	41,6%
E	19,4%	14,0%	25,5%	19,3%	18,5%	17,4%	17,9%	15,1%	25,2%	16,1%
F	40,5%	33,8%	44,5%	35,7%	35,8%	37,5%	39,5%	34,8%	45,0%	40,6%
FIN	28,1%	23,5%	28,0%	29,8%	28,7%	27,5%	23,6%	16,9%	41,1%	25,2%
GR	11,4%	6,9%	.	8,4%	9,0%	10%	7,1%	5,3%	28,2%	17,3%
I	26,6%	31,2%	27,8%	21,4%	28,7%	18,3%	23,2%	21,6%	44,9%	22,5%
IRL	1,5%	0,9%	7,0%	4,2%	4,3%	2,3%	2,5%	1,7%	1,5%	1,8%
IS	8%	3,0%	10,0%	4,5%	6,4%	8,9%	11,3%	4,3%	13,7%	11,2%
L	.	.	1%		2,1%	3,4%	7,2%	2,7%	1,5%	3,2%
N	17,9%	22,8%	24,4%	20,5%	23,9%	18,1%	25,1%	18,4%	35,7%	30,1%
NL	15,8%	20,3%	20,9%	18,8%	12,3%	12,0%	11,2%	11,8%	21,3%	23,1%
P	5,3%	3,4%	4,8%	6,5%	2,4%	2,6%	1,9%	4,5%	3,5%	3,0%
S	22,1%	24,8%	25,1%	20,0%	15,1%	17,2%	18,7%	13,2%	26,8%	12,6%
UK	32,1%	22,1%	26,8%	44,7%	35,9%	37,4%	44,8%	45,9%	43,9%	41,1%

MEDIA Salles at 2022 CineFest Miskolc



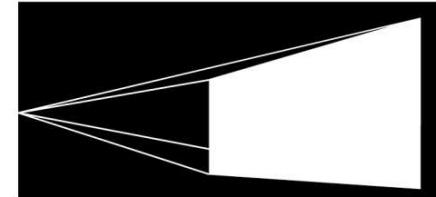
Domestic films (incl. co-productions)
Percentage of total admissions (2012-2021)
Central and Eastern Europe and the Mediterranean Rim **MEDIA SALLES**

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
BA	0,2%	0,5%	0,2%	3,2%	3,3%
BG	6,0%	0,9%	2,8%	1,8%	3,2%	9,2%	7,9%	8,9%	10,2%	16,1%
CZ	24,3%	24,2%	23,1%	18,4%	29,5%	22,2%	23,3%	26,5%	48,3%	41,9%
EE	7,6%	5,9%	4,7%	11,3%	10,5%	8,0%	17,9%	23,0%	26,7%	14,2%
GE	5,5%	4,3%	2,8%	0,9%	1,1%
HR	5,1%	10,6%	3,7%	3,0%	4,2%	2,6%	1,2%	5,5%	1,9%	7,1%
HU	2,0%	1,4%	3,7%	4,2%	3,4%	9,7%	6,6%	4,9%	5,1%	10,4%
LT	0,5%	15,7%	23,1%	14,0%	19,1%	21,5%	27,5%	19,0%	21,9%	6,2%
LV	4,9%	6,0%	7,6%	4,4%	7,4%	7,8%	22,1%	20,2%	19,9%	15,8%
ME	9,7%	0,3%	0,4%	3,9%	0,4%
MT	.	3,6%	4,2%	2,9%	1,6%	1,5%	2,1%	1,9%	0,8%	4,4%
PL	16,0%	19,9%	27,1%	18,7%	25,0%	23,6%	33,1%	27,9%	17,9%	25%
RO	3,6%	2,8%	2,2%	1,9%	3,5%	2,2%	3,2%	6,1%	24,4%	5,2%
RS	19,6%	9,3%	30,0%	22,1%	17,7%	13,5%	19,3%	20,0%	7,6%	38,2%
RU	16,4%	18,8%	18,7%	17,9%	18,4%	25,6%	28,9%	23,1%	48,0%	27,0%
SI	4,8%	10,9%	5,5%	2,4%	10,2%	7,2%	5,2%	6,6%	4,6%	2,3%
SK	2,4%	3,6%	5,7%	6,5%	4,8%	18,9%	4,2%	16,5%	32,8%	9,9%
TR	46,6%	57,5%	59,2%	56,8%	53,4%	56,5%	63,5%	56,7%	80,0%	23,1%
UA	1,2%	3,8%	6,5%	9,5%	9,6%	11,7%

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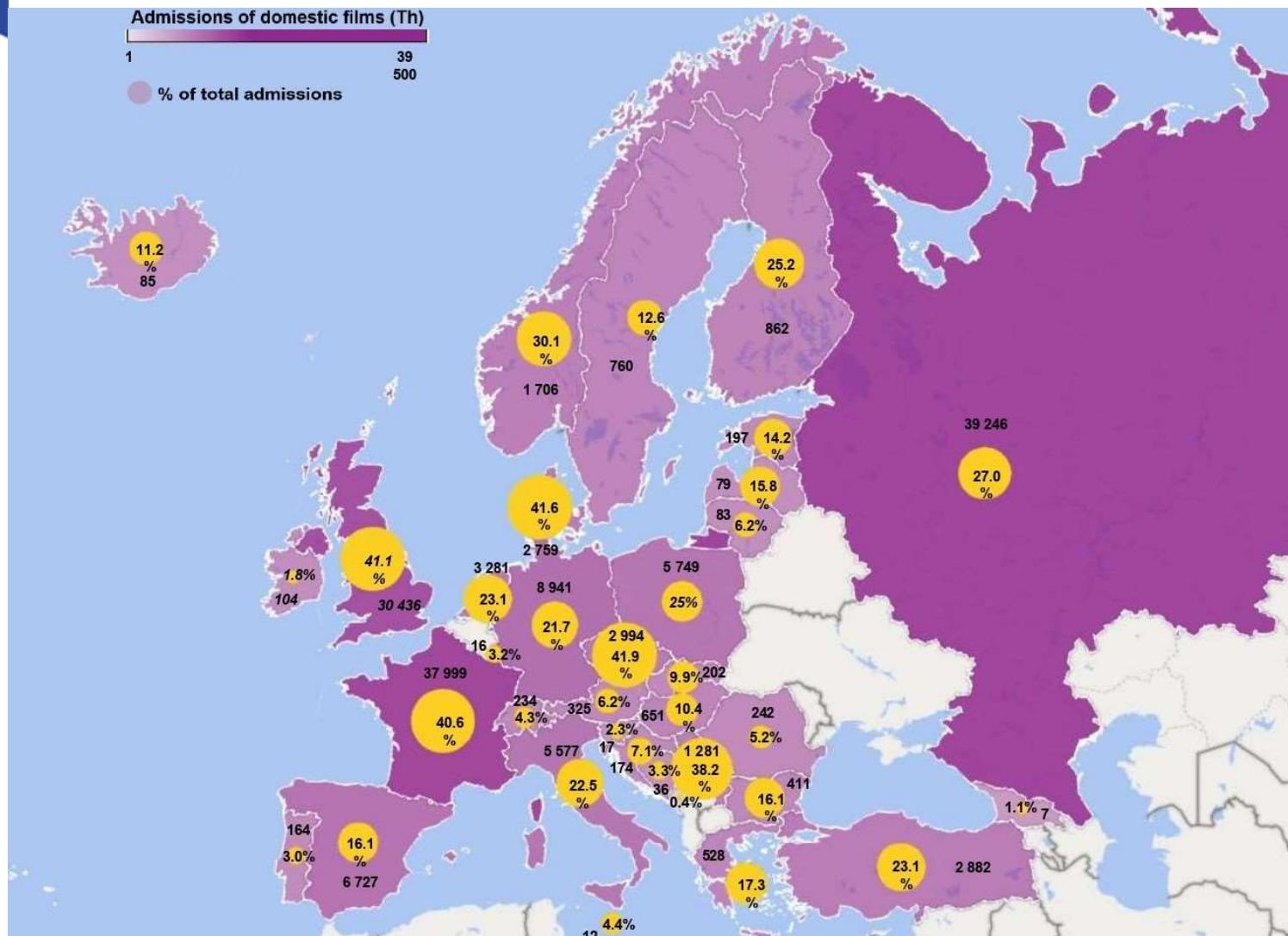
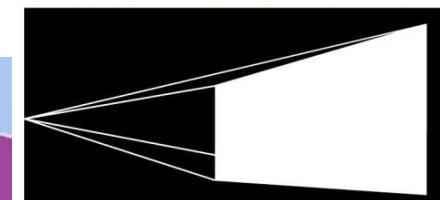
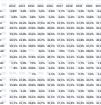
CINEMA D'EUROPA



MEDIA SALLES

**Admissions of domestic films
(including co-productions)
in Europe
and their percentage
out of total admissions
in 2021**

MEDIA Salles at 2022 CineFest Miskolc



Notes:

D: Figures provided by the distributors (according to which total admissions amount to 41 200 000 in 2021).

I: Cinetel data (3 482 screens and 24 801 770 total admissions).

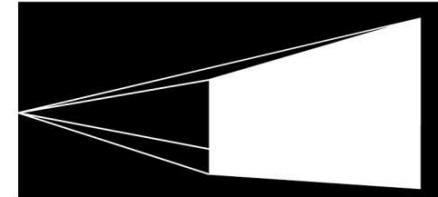
IRL and UK: Estimates based on GBO and average ticket price.

PL: New releases.

MEDIA Salles at 2022 CineFest Miskolc



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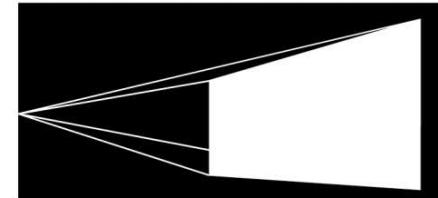


MEDIA SALLES

**The success of domestic films is
very often due to one or two titles.**



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RS

		% of total admissions
Top film		
Toma		20.1
Top domestic film (including co-productions)	Ranking	% of total admissions
Toma	1	20.1



UK

		% of total admissions
Top film		
No Time to Die		16.9
Top domestic film (including co-productions)	Ranking	% of total admissions
No Time to Die	1	16.9



MEDIA Salles at 2022 CineFest Miskolc



DK

Top film

No Time to Die

**Top domestic film
(including co-productions)**

Ternet Ninja 2

% of total admissions

15.6

Ranking

% of total admissions

13.7

N

Top film

No Time to Die

**Top domestic film
(including co-productions)**

Tre Nøtter til Askepott

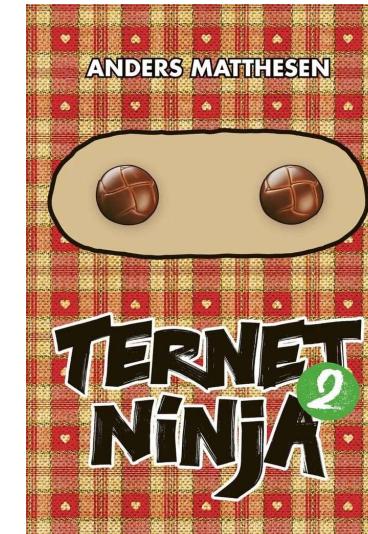
% of total admissions

11.8

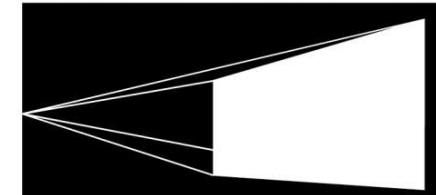
Ranking

% of total admissions

10.1



CINEMA D'EUROPA



MEDIA SALLES



MEDIA Salles at 2022 CineFest Miskolc

**CZ****Top film**

Prvok, Šampón, Tečka a Karel

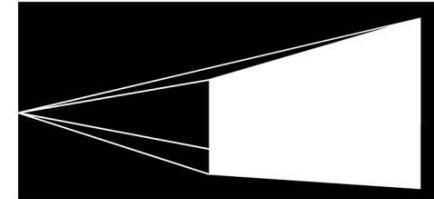
**Top domestic film
(including co-productions)**

Prvok, Šampón, Tečka a Karel

Ranking**% of total admissions**

8.4

8.4

**CINEMA D'EUROPA****MEDIA SALLES****BG****Top film**

Fast & Furious 9

% of total admissions

7.2

**Top domestic film
(including co-productions)**

The Naked Truth about the Zhiguli Band

Ranking**% of total admissions**

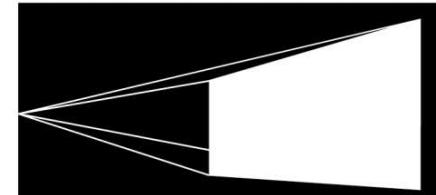
2

6.0

**MEDIA Salles at 2022 CineFest Miskolc**



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IS

Top film

No Time to Die

Top domestic film
(including co-productions)

Leynilögga (Cop Secret)

% of total admissions

7.6

% of total admissions

Ranking

5.4



TR

Top film

Spider-man: No Way Home

Top domestic film
(including co-productions)

Aykut Enişte 2

% of total admissions

14.8

% of total admissions

Ranking

5.4



MEDIA Salles at 2022 CineFest Miskolc

**SK****Top film**

Paw Patrol: The Movie

**Top domestic film
(including co-productions)**

Známi neznámi

% of total admissions

5.3

Ranking**% of total admissions**

5.2

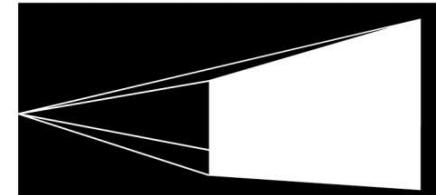
RU**Top film**Posledniy bogatyr: Koren zla
(The Last Warrior: Root of Evil)**% of total admissions**

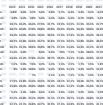
4.9

**Top domestic film
(including co-productions)**Posledniy bogatyr: Koren zla
(The Last Warrior: Root of Evil)**Ranking****% of total admissions**

1

4.9

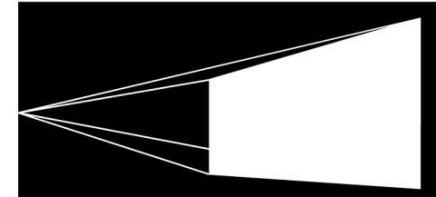
CINEMA D'EUROPA**MEDIA SALLES****MEDIA Salles at 2022 CineFest Miskolc**

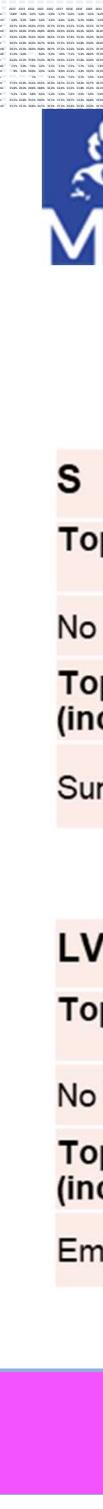
**FIN**

Top film	% of total admissions	
No Time to Die	18.2	
Top domestic film (including co-productions)	Ranking	% of total admissions
Luokkakokous 3	3	4.8

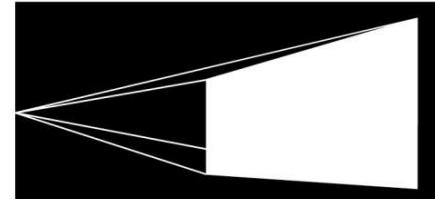
HR

Top film	% of total admissions	
No Time to Die	5.1	
Top domestic film (including co-productions)	Ranking	% of total admissions
Južni Vetar: Ubrzanje	2	4.6

CINEMA D'EUROPA**MEDIA SALLES****MEDIA Salles at 2022 CineFest Miskolc**



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MEDIA SALLLES

S		
Top film		% of total admissions
No Time to Die		13.5
Top domestic film (including co-productions)	Ranking	% of total admissions
Sune - Uppdrag midsommar	4	3.8



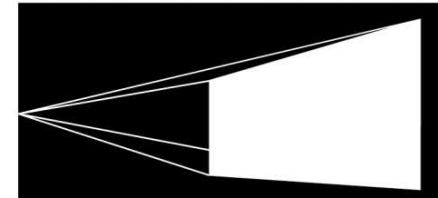
LV		
Top film		% of total admissions
No Time to Die		7.8
Top domestic film (including co-productions)	Ranking	% of total admissions
Emily. Queen of the Press	5	3.6

NL		
Top film		% of total admissions
No Time to Die		12.0
Top domestic film (including co-productions)	Ranking	% of total admissions
De Slag om de Schelde	3	3.6

MEDIA Salles at 2022 CineFest Miskolc



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E

Top film		% of total admissions
Spider-man: No Way Home		6.9
Top domestic film (including co-productions)	Ranking	% of total admissions
¡A Todo Tren! Destino Asturias	3	3.4

D

Top film		% of total admissions
No Time to Die		14.1
Top domestic film (including co-productions)	Ranking	% of total admissions
Die Schule der Magischen Tiere	6	3.2

I

Top film		% of total admissions
Spider-man: No Way Home		10.4
Top domestic film (including co-productions)	Ranking	% of total admissions
Me contro Te - Il Mistero della Scuola Incantata	6	3.2

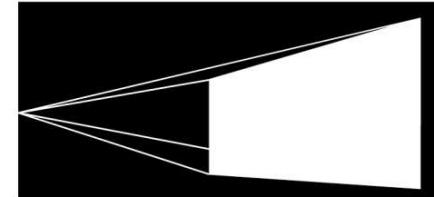
EE

Top film		% of total admissions
No Time to Die		7.1
Top domestic film (including co-productions)	Ranking	% of total admissions
Estonian Funeral	7	3.1

MEDIA Salles at 2022 CineFest Miskolc



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MT

Top film		% of total admissions
No Time to Die		11.9
Top domestic film (including co-productions)	Ranking	% of total admissions
Luzzu	10	3.0

PL

Top film		% of total admissions
No Time to Die		4.6
Top domestic film (including co-productions)	Ranking	% of total admissions
Dziewczyny Z Dubaju	5	2.7

LT

Top film		% of total admissions
House of Gucci		5.6
Top domestic film (including co-productions)	Ranking	% of total admissions
Naktinė žvejyba	13	2.1

F

Top film		% of total admissions
Spider-man: No Way Home		4.8
Top domestic film (including co-productions)	Ranking	% of total admissions
Kaamelott volet 1	4	2.8

A

Top film		% of total admissions
No Time to Die		11.2
Top domestic film (including co-productions)	Ranking	% of total admissions
Die Schule der magischen Tiere	-	2.6

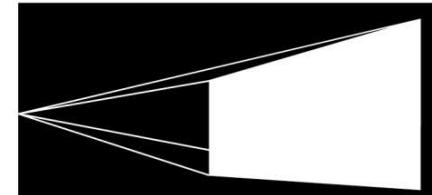
HU

Top film		% of total admissions
Spider-man: No Way Home		7.0
Top domestic film (including co-productions)	Ranking	% of total admissions
Nagykarácsony	13	1.9

MEDIA Salles at 2022 CineFest Miskolc



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MEDIA SALLES

P			
Top film		% of total admissions	
No Time to Die		8.0	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Bem Bom	18	1.6	

L			
Top film		% of total admissions	
No Time to Die		11.8	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Oops! The Adventure Continues	-	0.9	

CH			
Top film		% of total admissions	
No Time to Die		15.5	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Und morgen seid ihr tot	-	0.5	

RO			
Top film		% of total admissions	
Fast & Furious 9		8.1	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Zăpadă, Ceai și Dragoste (Vertical Entertainment)	20	1.6	

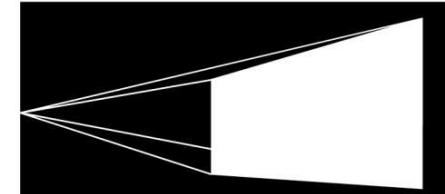
SI			
Top film		% of total admissions	
No Time to Die		9.8	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Divja Slovenija	-	0.9	

IRL			
Top film		% of total admissions	
No Time to Die		12.7	
Top domestic film (including co-productions)	Ranking	% of total admissions	
Deadly Cuts	-	0.5	

MEDIA Salles at 2022 CineFest Miskolc



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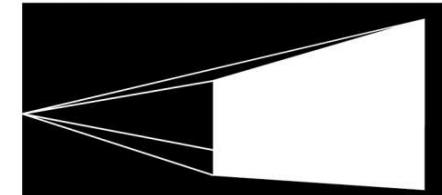
MEDIA SALLES

To know more, consult our website
www.mediasalles.it

MEDIA Salles at 2022 CineFest Miskolc



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MEDIA SALLES

Last year, MEDIA Salles presentation concerned

GREEN CINEMAS

To stay updated on the subject, read our newsletter
DGT online informer

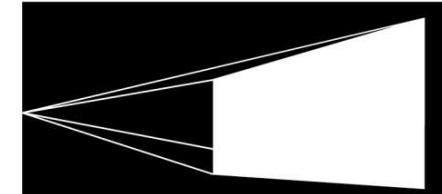
and consult our interactive map

Green cinemas in Europe: best experiences, financial support, information tools for cinema exhibitors

MEDIA Salles at 2022 CineFest Miskolc



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Thank you for your attention!



MEDIA Salles at 2022 CineFest Miskolc