

## **ASCA**

Association Suisse du Cinéma d'Art  
Section suisse de la C.I.C.A.E.

## **SSV**

Schweizer Studiofilm Verband  
Schweizer Sektion der C.I.C.A.E.

### **Report of the year 2015**

**by Romy Gysin, delegate for the ordinary general assembly of C.I.C.A.E.**

#### **General situation in Switzerland**

(Source: ProCinema, Facts & Figures 2015)

With 14'778'757 admissions in 2015 there is a increase of 11,6% compared to the previous year, almost the same as two years ago. The difference between the larger towns and cities and the cinemas in smaller towns and rural areas was clear: cinemas in key-cities achieved a share of 70,6% of the overall market (2014: 73,31%), even though the growth in attendance was only 7,48%. By contrast cinemas in non-key-cities managed to boost their admissions by 22,9% achieving a market share of just under 30% (2014: 26,7%). Underpinning these figures were films that reached more than half the total number of cinemagoers in the countryside, so SCHELLEN-URSLI 56,17%, HEIDI 55,53% or HONIG IM KOPF 53,98%.

In 2015 the average person living in Switzerland purchased 1,79 cinema tickets (2014: 1,74) and spent a total of CHF 27.71 (2014: 25.10).

With a total of 816'196 cinemagoers and 5,52% of all admissions, Swiss productions were able to increase their domestic market share slightly (2014: 5,09%). The family film SCHELLEN-URSLI came top of the rankings of Swiss films, followed by USFAHRT OERLIKE and the most successful documentary GIOVANNI SEGANTINI – MAGIE DES LICHTS. 71 premieres of Swiss films were screened in cinemas during 2015.

Top films classification by admissions 2015:

1.	SCECTRE - 007	968'684
2.	MINIONS 3D	638'417
3.	FAST & FURIOUS 7	498'840
4.	STAR WARS :THE FORCE AWAKENS 3D	476'523
5.	HONIG IM KOPF	422'786
6.	FIFTY SHADES OF GREY	402'045
7.	JURASSIC WORLD 3D	360'842
8.	SCHELLEN-URSLI	351'683
9.	HUNGER GAMES PART 2 3D	329'356
10.	FACK JU GÖTHE 2	292'579

The Swiss Association of Studio Films with its label independent-pictures.ch worked out a campaign of 3 different spots for original versions in our cinemas. These spots are in our member cinemas this year.

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