

Report Belarus, 2014
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General market situation:

In 2014, Belarusian admissions to cinemas reached 9.684.884, down from 10.566.208 in 2013. This represents decrease of 9.1%. The ratio per habitant remains low: 1.02 visits per year. Gross box office attained 17.707.418 Euros. The average price for cinema tickets rose to 1.82 Euros (2013: 1.27 Euros). National films market share in 2014 was 0.3% of total admissions. European features shared 23.1% of total admissions. Top 3 movies (according to admissions) were *The Hobbit: The Battle of the Five Armies*, *The Hobbit: The Desolation of Smaug* and *Transformers: Age of Extinction*, which illustrates the influence of strong content coming from the US.

Digital cinema:

There are 191 cinema screens in Belarus, among them 66 digital (2K) screens, which is considered to be too few to provide access to films in smaller cities. There is no national roll-out plan or public subsidies for digital cinema. Exhibitors are investing their own funds in digitisation. Due to the lack of funding mechanisms for digitisation lots and lots of cinemas have been forced to close down.

Position of the arthouse cinema sector:

The arthouse cinema sector stays marginalized. The role of the state in financing and in legislating the conditions for the distribution and exhibition of art films comes to naught. At the moment 'Raketa' (2 screens) is the only cinema in Belarus focused on classics and independent films. Occasionally, art films float into the lineup of multiplexes and mainstream oriented cinemas. The following art films had the best results and reached over 10.000 admissions in 2014: *The Grand Budapest Hotel*, *Nymphomaniac* and *Magic in the Moonlight*.

Activities of Raketa/Cinemascope:

The impact of the second hall, which we renovated and equipped with 2K digital projector in November 2013, was immediate - the evidence was a 62.4% increase in box office revenue in 2014. More than 120.000 people attended 'Raketa' last year to experience an expanded selection of films and special events. In 2014, 'Raketa' screened over 70 films (among them 16 distributed under own 'Cinemascope' label) and hosted approximately 30 special events. The silent film & live music festival 'Kinemo' we have organized the third year in a row was a great success with over 2.500 admissions.