

**Report Germany 2014**  
**AG KINO Gilde, Detlef Rossmann**

**Cinema's General Situation**

The admissions in cinemas in Germany reached 121,7 millions (2013:129,7 millions). It shows a decrease of 6,1%. The number of admissions per inhabitant dropped to 1,51 visits a year, against 1,61 in 2013. The box office reached €979,7 millions (2013: €1023 millions).

3D film admissions count for 26,8 millions (31,1 in 2013). This is a step back, but 3D still represents a significant offer in multiplexes, without reaching the art-house sector.

German films count for 32,1 millions of admission in total, that is 26,7% (2013:33,6 millions = 26,2%).

The admissions for German films concern 229 feature films. In total, we released 570 films (2013: 563 films) compared to 369 in 2002. These figures demonstrate – as it is in many main European countries – that there is a too high number of national productions and the majority find only few spectators. Only 8 German films scored more than 1 million admissions and 41 films between 100 000-1 000000 admissions. 129 films (56%) scored less than 17 000 admissions.

The average ticket price increased by €0,16 in average to reach €8,05 (2012: €7,89). In art-house cinemas, the ticket price is by far lower and it is higher in multiplexes. The increase in ticket price is mainly due to 3D films (3D glasses rent, etc.).

The digitalization of screens is almost complete. In Germany, there is no mandatory contribution from the distributors for the digitalization, but the majority of them (except Sony, Fox and Walt Disney) give VPF to big and medium cinemas.

The situation remains unsatisfactory for small cinemas, because distributors don't deliver DCPs for national premieres, even without VPF! This situation puts the exhibition structure in peril for small towns and regions. And if the DVD or VOD release keeps getting closer from the theatrical release date, it would be the end of many small cinemas!

**Situation of art-house cinemas**

In 2013, there was 777 art-house cinemas (16,9%) with 15,8 millions admission (12,2%). 57% of art-house cinemas only had 1 screen.

The following films received the best results in art-house cinemas:

<b>Title</b>	<b>Admissions</b>
Qu'est-ce que qu'on a fait au bon dieu?	3 121 434
Hundraaringen som kleuv	1 184 203
The Grand Budapest hotel	991 248
Wir Sind die Neuen	880 268
12 Years a Slave	739 541
American Hustle	650 310
Madame Mallory...	556 270
Philomena	377 112
Boyhood	303 147
A Long Way Down	281 820

In September, the AG Kino-Gilde organized the 14<sup>th</sup> "Filmkunstmesse" in Leipzig for 5 days with almost 1000 professional participants (exhibitors, distributors, institutions). The films rewarded by the "Gilde" Prize were: "Die andere Heimat", "Salz der Erde", "Boyhood".