Bió paradís is the only art house cinema in Iceland and is funded by 25% with money from the city of Reykjavik and government. Most of the official money is used to fund special screenings for schoolchildren from the age of 10. 7,389 children enjoyed the program last year. It is increasingly difficult to get people to come to cinema. Competition is difficult and unfair. There are two big distributors on Iceland, both of them are running cinemas. That is why Bió paradís started distributing movies, but as the cinema is not screening mainstream movies, and rarely receive more than 1000 people to each movie, most often less then 500, there is little money for marketing and advertising opposed to the other distributors. The statistics bureau does not have admission numbers for 2014. Admissions in 2014 to Bió paradís decreased by approx. 15% from 2013.

Main statistics in Bió paradís in 2014
Admissions 33,964
Number of schoolchildren 7,389
Total admissions 41,353
Number of screenings 2,746
Number of countries 45
Number of movies screened 148 of which 45 were from USA
84 from Europe
1 from Australia
1 from New Zealand
11 from Asia
1 from Mexico
3 from Canada
2 from the Middle East