

Report Iceland 2014

Bio Paradis, Hverfisgata 54, 101 Reykjavik, Islande

www.bioparadis.is

Bío paradís is the only art house cinema in Iceland and is funded by 25% with money from the city of Reykjavík 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 Bío 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 than 500, there is little money for marketing and advertizing opposed to the other distributors.

The statistics bureau does not have admission numbers for 2014. Admissions in 2014 to Bío paradís decreased by approx. 15% from 2013.

Main statistics in Bío 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