

Report Lithuania 2014

Kino Pasaka, Vilnius

General market situation

Lithuania continues to hold the leading position in the region in terms of domestic films market share, which grew from 16.49% in 2013 to 23% in 2014. The top 10 highest grossing films in Lithuanian cinemas last year included four Lithuanian productions: Redirected by Emilis Vėlyvis (scoring to first position with 292,654 admissions), Lost Valentine by Evaldas Kubilius, How to Steal a Wife by Donatas Ulvydas, and The Gambler by Ignas Jonynas.

A total of 261 films were screened in Lithuanian cinemas last year and the overall admissions reached 3,234,595. The Gross Box Office grew by 9% – from €13,047,094 to €14,373,356. A total of 14 Lithuanian films premiered in 2014.

American films still enjoy the highest popularity among Lithuanian viewers, but the market share of production from the USA in Lithuania slightly dropped from 69.27% in 2013 to 62.45% last year. The interest in European films remains at a similar level as they make 13.23% of the market share.

Digital Cinema

Out of 95 screens in the country 44 are digital. The releases on 35mm are totally suspended, so the venues not equipped with digital projectors only have a possibility to screen bluray discs.

Vilnius Film Cluster intends to create a network of 20 digital cinemas in the regions to give local community access to cinema. The project is being presented and discussed with Ministries, Lithuanian Film Center and other key players. Still there is no unanimous position and the digitalization of cinemas is left to solitary decisions of municipalities or private initiatives.

Position of the arthouse cinema sector

No changes on this side. There is still no legal definition or classification of arthouse cinema. Consequently there is no public policy towards exhibition or distribution of arthouse films as well as numbers and statistics.

Activity of Kino pasaka

Cinema Pasaka still remains the only private arthouse cinema in Lithuania. It had digitalized its 2 screens (150 and 87 seats) in previous years and had over 56 600 admissions in 2014. Pasaka is an enthusiastic host of major film festivals in Lithuania and an active platform for education activities, working with young audiences. During warm period from June to August it moves outside and presents Cinema under the stars in the old-town of Vilnius. Project Cinema under the stars was awarded as best film event of 2014 at local film awards. In 2014 Kino Pasaka also resumed film distribution activities releasing IDA by Pawel Pawlikowski and planning to acquire 3-4 films annually for national circuit.

C.I.C.A.E.

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