

Report Poland 2014

2014 was ground-breaking for Polish exhibitors in a few aspects.

It was the first year since 1989 when over 40 million tickets were sold.

Never before 20 titles had the audience larger than half million.

Additionally, Polish filmmakers made a significant contribution to these remarkable box-office results.

There were **341** premiere openings in 2014 in Polish cinemas (316 in 2013), including 39 Polish titles, among which one reached the top of the box office with 2 137 827 viewers. The total admission was **40,4 million** and has grown 10% since last year, reaching almost **PLN 726 million** (665.2 in 2013). Each quarter of 2014 had the best scores since 2009. At the same time, Hollywood blockbusters and animated films are getting lower box-office results: 189,7 million viewers attended American films, which constitutes only 48.79% of the total income, while last year it was as much as 64.4% of the market income. Polish cinema is on the rise, even though it still amounts to only 27% of all the films in the theatres.

Total box office:

1. Bogowie/ Gods (PL),	2,154,737 admissions
2. Hobbit: Battle of Five Armies (US),	1 292 737 admissions
3. Miasto 44 (PL),	1 742 953 admissions
4. Jack Strong (PL),	1 174 837 admissions
5. How to Train a Dragon 2 (US),	1 005 473 admissions
6. The Wolf of Wall Street (US),	895 456 admissions
7. Hobbit: The Desolation of Smaug (US),	876 262 admissions (opened in 2013)
8. Pod Mocnym Aniołem/ The Mighty Angel (PL),	881 986 admissions
9. Wkręcenie (PL),	839 985 admissions
10. Hunger Games 3 (US),	751,307 admissions

An average ticket price decreased and now is PLN 18 (EUR 4,5). It is an international trend as the 3D productions were not so successful.

Regardless of the Polish box office the biggest success in Polish cinema was “*Ida*”, which did not enjoy large audience in Poland but it had distribution around the world and won numerous prizes at film festivals including the Academy Award for the best foreign picture.

Arthouse cinemas

SKSiL – Sieć Kin Studyjnych i Lokalnych (Art-house Network) (a public body for distributing public grants from the Ministry of Culture and Polish Film Institute to art-houses and regional cinemas) – has 206 member cinemas (204 in 2013), with 283 screens. 58 of them (28%) are private cinemas. The total number of screens is now 283 (273 in 2013). 83% (170) of the cinemas in the network are now digital (it was 103 in 2013), 33% (67) of them are HD and less than 10% uses only 35mm projectors.

The network is continuing its work in supporting film events and distribution of art-house titles. In 2014 SKSiL supported the distributors and the cinemas with the amount of PLN 400 000. What is new is that SKSiL started collaboration with law firm which represents cinemas with cases that concern all members of the network. It helped a lot with negotiating of some distribution contracts.

With around almost 25 thousand sold tickets, **KINO.LAB** had higher admission numbers compared to the previous year with 22 thousand. It continued its independent programme without the biggest titles. 877 screenings of 235 titles were organized. The main and the most successful events of 2013 were: a summer outdoor festival (July, August), Watch Docs International Film Festival on Human Rights (December), a film cycle “*Ukryte- psychoanalityczne spotkania filmowe (Hidden. Psychoanalytic movie meetings)*”. We continue our education programme in collaboration with Warsaw University Department of Cultural Studies. Most of our screenings were digital.

2014 in MUZA CINEMA, POZNAŃ: 73 123 admissions, 1763 screenings, 45% of screenings European. Most important events:

- International Animated Film Festival ANIMATOR
- Transatlantyk Festival
- Several screenings with audiodescription and training for theatre's crew about service of viewer with disabilities
- Film Discussion Club "Kamera" – a cycle about young Polish moviemakers: screening of films awarded at international festivals and Q&A with guests
- Film Festival Cinema for Children
- Psychotherapeutic Film Club – starting a new cycle, screening and debate with psychotherapist after the screening
- Spanish New Year's Eve – movie marathon and other themed attractions

In 2014 the owner of **Kino Luna** changed. Until July it was held by Max Film Institute. In two screening rooms (304 i 347 seats) Kino Luna showed 346 movies with 1645 screenings that was seen by 73 878 viewers. Cinema hosted also many festivals such as Week of Spanish Cinema, Festival Oko na Bałkany, Best Off, Afrykamera – African Film Festival and others and continued seven film authors programmes (movies about women, morning screenings for families, screenings for seniors etc.). Since July the owner is joint-stock company Kino Projekt Co.