

Report Quebec 2014

In 2014, the admissions in cinemas in Quebec reached 18,5 millions. We have to go back in time to 1994 to find such a low score. The loss of 2,6 million admissions (-12% compared to 2013) is the most significant since 1984 (-2,9 millions).

The box office follows the same trend with a drop of 15%. The average ticket price (before tax) comes down to \$7,98 (\$8,20 in 2013) that is \$7,46 for 2D and \$10,24 for 3D. This is the first time since 1996 that the average ticket price decreases.

With 1,2 million admissions, films from Quebec score a similar result compared to 2012 (1,2 million) and 2013 (1,3 million). US productions face the most significant drop in admissions (-2,8 millions) since results based on origins are available in Quebec (1985).

2014 results remain below the average situation of the last five years. 2014 confirms the negative trend observed since the early 2000s. Indeed, after the increase in results for the exhibition sector in the 1990s (10 year increase between 1992 and 2002) with new multiplexes, cinemas lost the affection of the audience and the results is an 8 year decrease in admissions over the last 10 years.

Steady results for Quebec cinema

After a slight increase in 2013, the admissions for films from Quebec push back in 2014, down to a similar result than 2012. The 68000 screenings of Quebec films (+2% compared to 2013) scored 1,2 million admissions (-8%) and \$9 millions at the box office (-10%). These results are below the average of the last five years.

The significant drop in admissions and market share of films from Quebec in 2012 could have implied an untypical year that could be explained by a series of temporary factors. However, the steady number of admissions obtained in 2013 (1,3 million) and in 2014 (1,2 million) goes against this hypothesis and leads towards a plateau for Quebec cinema in a context of disaffection for theatrical release. During this period, the market share of Quebec films for admissions was 5,9% in 2012, 6,4% in 2013 and 6,7% in 2014.

Top Quebec films in cinemas, Québec, 2014

1	Mommy
2	1987
3	La petite reine
4	Le coq de St-Victor
5	Le vrai du faux
6	Il était une fois les Boys
7	Les maîtres du suspense
8	Le règne de la beauté
9	Tom à la ferme
10	Miraculum

SOURCE : *Observatoire de la culture et des communications du Québec*

Situation of the art-house sector

Despite the negative trend, the art-house cinemas in Quebec played their cards well and witnessed a slight increase in admissions in 2014. The "Workshop on the challenges of Cinema" published a report on November 15th 2013. The application of recommendations is still pending.