

Report Romania 2014

GENERAL OVERVIEW BETWEEN 2010 - 2014

Nr. Crt.	General data	2010	2011	2012	2013	2014
1.	Number of active cinemas	68	75	81	76	78
2.	Seats	50 733	56 728	58 096	57 248	61 534
3.	Admissions	6 508 747	7 235 382	8 348 538	9 048 257	10.171.644
4.	Gross box office (RON) /EURO r.o.e = 1EU=4.45 RON	111 640 783	124 706 985	144 793 811	160 523 144	185 201.343
5.	Average admissions per inhabitant	0,30	0,38	0,43	0,46	0,52
6.	Average ticket price – national curency / EURO	17,15/ 3.8539 EU	17,24/ 3.87 41 EU	17,34/ 3.8966 EU	17,74/ 3.9865 EU	18,21/ 4.0921EU

Comments :

Although there is an increase of average ticket price in 2014 , this is due to the high tickets prices of alternative content. The exhibitors is reporting alternative contents results together with movies results.

A romanian was going in 2014 of 0,52 times per year to the cinema. T is a big increase compared to year 2010 but still very poor .Understandable on account of the fact that big cities are accomodating to many screens compared to small towns or villages where cinemas are absent.

The market had a 15% increase in general due to the opening of 2 new big cinemas (20 halls) in big towns but also due to a professional advertisement activity .

Admissions and Box office 2014 According to Origin Country

COUNTRY	TOTAL Movies			Movies in 1 st week		
	No.TITLE	ADMISSION	BOX OFFICE	No.TITLE	ADMISSION	BOX OFFICE
TOTAL FILME	454	10.171.644	185.201.343	192	9.455.448	173.327.970
RO	82	221.625	2.834.815	23	199.549	2.703.816
US	212	8.996.933	166.401.036	113	8.393.689	155.523.380
. EU	127	876.961	14.757.813	47	814.518	14.246.174
GB	16	256.423	4.670.725	10	253.841	4.635.484
FR	43	340.003	5.834.419	13	324.144	5.726.750
DE	14	100.471	1.670.609	5	97.351	1.648.710
IT	4	8.655	130.214	1	7.223	119.087
ES	9	17.389	280.132	4	16.595	273.659
EU countries	41	154.020	2.171.714	14	115.364	1.842.484
Non EU	33	76.125	1.207.679	9	47.692	854.600

COMMENTS : A total of 454 titles were released in Romania in 2014 . Number of European titles released in 2014 were more than double compared with 2013 .Distributors were encouraged by funds received as a support for distribution , and the results in admissions in cinemas increased proportionally.

ADMISSIONS ACCORDING TO THE ORIGIN /First TIME RELEASE FEATURE FILMS 2010 – 2014

<i>Film origin %</i>	2010%	2011%	2012%	2013 %	2014%
Romanian National films	153 492 2,71	91 006 1,34	288 363 3,67	242 030 2,86	199 549 2,11
Europene/ European films	462 411 8,17	302 441 4,45	688 440 8,77	314 018 3,71	814 518 8,61
Americane/ American films	5 028 515 88,88	6 388 858 94,05	6 871 058 87,53	7 776 969 91,94	8 393 689 88,77
Alte țări/ Others	12 804 0,23	11 096 0,16	2 401 0,03	125 791 1,49	47 692 0,50
Total	5 657 342	6 793 401	7 850 262	8 458 808	9 455 448

8. ROMANIA ART Cinemas 2014

<i>cinema/town/number of seats</i>	<i>Screenings</i>	<i>Admissions</i>
STUDIO – București (372 locuri/seats)	1204	38 239
VICTORIA – Cluj_Napoca (283 locuri/seats)	1276	52 199
ELVIRA POPESCU_Bucuresti (185 locuri/seats)	651	32 682
NOUL CINEMATOGRAF AL REGIZORULUI ROMAN Bucuresti (350 locuri/seats)	516	10 044
EUROPA_București (273 locuri/seats)	730	2 917
MODERN – Craiova (175 locuri/seats)	514	2 957
CITYPLEX CONSTANTA –sala 4 (134 locuri/seats)	1466	7 260
CITYPLEX BRASOV – sala 3 (81 locuri/seats)	1758	42 955

COMMENTS ON CITYPLEX ACTIVITY :

- CITYPLEX increased in 2014 the number of shows of European movies because as Art Cinemas we are screening all premieres of European titles distributed by distributors to whom we are into contract.
- As in 2014 the number of european titles released in Romania were doubled than 2013 , the shows numbres proportionally increased also in Cityplex Art halls .
- Cityplex apply to funds of Media program and this funds is supporting our activity for a permanent focus to increase the admission into our Art cinemas halls.
- We are carring out partnerships to culture institutions , schools, universities to support us in promoting european titles.
- Promotions and events are organized every week and we already have a considerable number of constant clients only for european titles.
- Our company has been in 2014 classed as the 5th according to admissions and gross income , although we are operating only 9 halls in total , out of which 2 are Art Halls.
- The fact that we are operating also Art halls in Malls , is for Cityplex a competitive advantage , most of clients who are appreciating european movies are visitng us.

THE TOP 10 EUROPEAN FEATURE FILMS BY ADMISSIONS year 2014

1. LUCY	FR/2014	222.634
LUCY/RO-IMAGE 2000		
2. EXODUS: ZEI SI REGI	GB/2014	71.918
EXODUS: GODS AND KINGS/ODEON CINEPLEX		

3. PADDINGTON	GB/2014	69.908
PADDINGTON/INTERCOMFILM DISTRIBUTIONS		
4. TARZAN	DE/2014	56.620
TARZAN/MEDIA PRO DISTRIBUTIONS		
5. HOTEL GRAND BUDAPEST	GB/2014	49.332
GRAND BUDAPEST HOTEL/ODEON CINEPLEX		
6. NORTHMEN: SAGA VIKINGILOR	DE/2014	39.098
NORTHMEN. A VIKING SAGA/RO-IMAGE 2000		
7. NIMFOMANA VOL. I	BE/2014	33.417
NYMPHOMANIAC VOL.1/INDEPENDENTA FILM		
8. ZONA DE PERICOL	FR/2014	32.606
BRICK MANSIONS/RO-IMAGE 2000		
9. INAINTE SA ADORM	SE/2014	28.128
BEFORE I GO TO SLEEP/INTERCOMFILM DISTRIBUTIONS		
10. GRACE DE MONACO	FR/2014	26.456
GRACE OF MONACO/MEDIA PRO DISTRIBUTIONS		