

**Report Switzerland 2014**  
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**General situation in Switzerland**

(Source: ProCinema, Facts & Figures 2013)

With 13'242'575 admissions in 2014 there is again a decrease of 5,8% compared to the previous year. For the second year of succession, the cinema industry had to contend with falling numbers of admissions.

Switzerland's cinema landscape is still as varied as the country itself. There are 193 exhibitors, running 282 cinemas with 563 screens in 165 locations. There is one screen for every 14'516 inhabitants and one cinema seat for every 77 inhabitants. In Switzerland the average cinema visit was 1.62 in 2014 (in Zurich it was 6,17!)

The French comedy QU'EST-CE QU'ON A FAIT AU BON DIEU? led the 2014 hit parade with 473'041 viewers, beating the last part of the Hobbit trilogy with 426'864 viewers. Among the 30 most successful films there were 8 films that were not produced in the USA. European-made films attracted nearly 4 million viewers and a market share of 30,06% (2013: 22,39%). The market share for US American films was 55,57% (2013: 64,67%).

Swiss films attracted 674'553 visitors or 5,09% of all admissions (2013: 6,48%). DER GOALI BIN IG with 137'935 admissions, was the clear winner of the 69 Swiss premieres (number 17 of the hit parade), ahead of AKTE GRÜNINGER and the most successful documentary YALOM'S CURE.

In 2014, Swiss cinemas showed 1770 different films (450 premieres and 1320 re-runs). The films came from 65 countries and were made in 46 languages. English was the original language in 693 or nearly 40% of all the films. English-language films accounted 72,16% of the market, but only 27,63% saw the films in the original version. French-language films accounted for 13,54% of the market, However, the proportion of viewers watching the original version in this case was 85,01%. The ASCA wants to support the screenings with the original versions and is going to launch a national campaign.

The number of multiplexes rose during the year to 13 complexes with a total of 125 screens (22% of all screens). Their share of the total cinema-going market increased slightly to 35,01%. 28,28% of all admissions at multiplexes were to 3D shows.

**Top films classification by admissions 2014:**

1.	QU'EST-CE QU'ON A FAIT AU BON DIEU?	473'041
2.	THE HOBBIT :THE BATTLE OF THE FIVE ARMIES	426'864
3.	THE WOLF OF WALL STREET	355'951
4.	THE HUNGER GAMES : THE MOCKINGJAY	342'176
5.	HOW TO TRAIN YOUR DRAGON	281'747
6.	RIO 2	279'875
7.	LUCY	276'215
8.	INTERSTELLAR	220'860
9.	THE GRAND BUDAPEST HOTEL	197'062
10.	THE OTHER WOMAN	185'625