

Report Tunisia 2014
CinéMadart, Carthage, Kaïs ZAIED

General situation of the market:

- Currently there are about 13 cinemas (mono-screens) still in activity in Tunisia, among them, 11 are in the capital, Tunis and its suburbs. In comparison, there used to be 180 screening rooms across the country in the 1980s. There is no data available about the admissions and number of films because the figures are not centralized. The CNCI, created in 2011, is running behind in organizing the sector despite the efforts proven these last years, notably regarding the funds for digitalization. Film releases are irregular, in spite of an increase in 2014 compared to the previous years. The market is divided in US blockbusters, Egyptian films, Tunisian films and some French films. Tunisian films score the best at the box office, even though they are just a few (7) in comparison with the other films. For instance, one of the biggest successes at the box office is the Tunisian film, *BASTARDO* by Néjib Belkadhi. It was released in 5 cinemas simultaneously and travelled across the country with screening in several cities. Only 3 distributors are currently in activity.

Digital Development:

- 8 out of 13 screens are now digital, all in Tunis or the suburban areas. The CNCI contributes up to 50% through funds. The laws are still not updated to follow the digital development. Many workshops have been set up by different protagonists to find accurate development strategies.

Situation of the art-house sector:

- There are only 2 art-house cinemas in Tunisia: CinéMadart in Carthage and Le Rio in Tunis. There are no specific regulations nor classification system or funds.

Activity of CinéMadart in 2014:

- CinéMadart welcomed 20 703 visitors, which is almost 5000 more than in 2013 and 8000 more than in 2012 (launch year). 108 films have been screened as premieres, movie clubs, special screenings, festivals, series or events: 38 European films, 28 Tunisian films, 22 US films and 20 films from other countries. CinéMadart is a CICA member since end 2014 and founder member of NAAS (Network for Arab Art-house Screens). In 2014, CinéMadart organized series such as “Homage to Patrice Chéreau”, “Rare and Tunisians” and “Retrospective Charlot-Chaplin”. It also welcomed events like the “Journées Cinématographiques de Carthage”, the Festival of very Short films, and “Le Jour le plus court”. The cinema also contributed to the launch of a distribution company focused on art-house films (HAKKA Distribution).