

UNIC

Union Internationale des Cinémas
International Union of Cinemas



ICTA EUROPE SEMINAR
Guillaume Branders
International Union of Cinemas (UNIC)

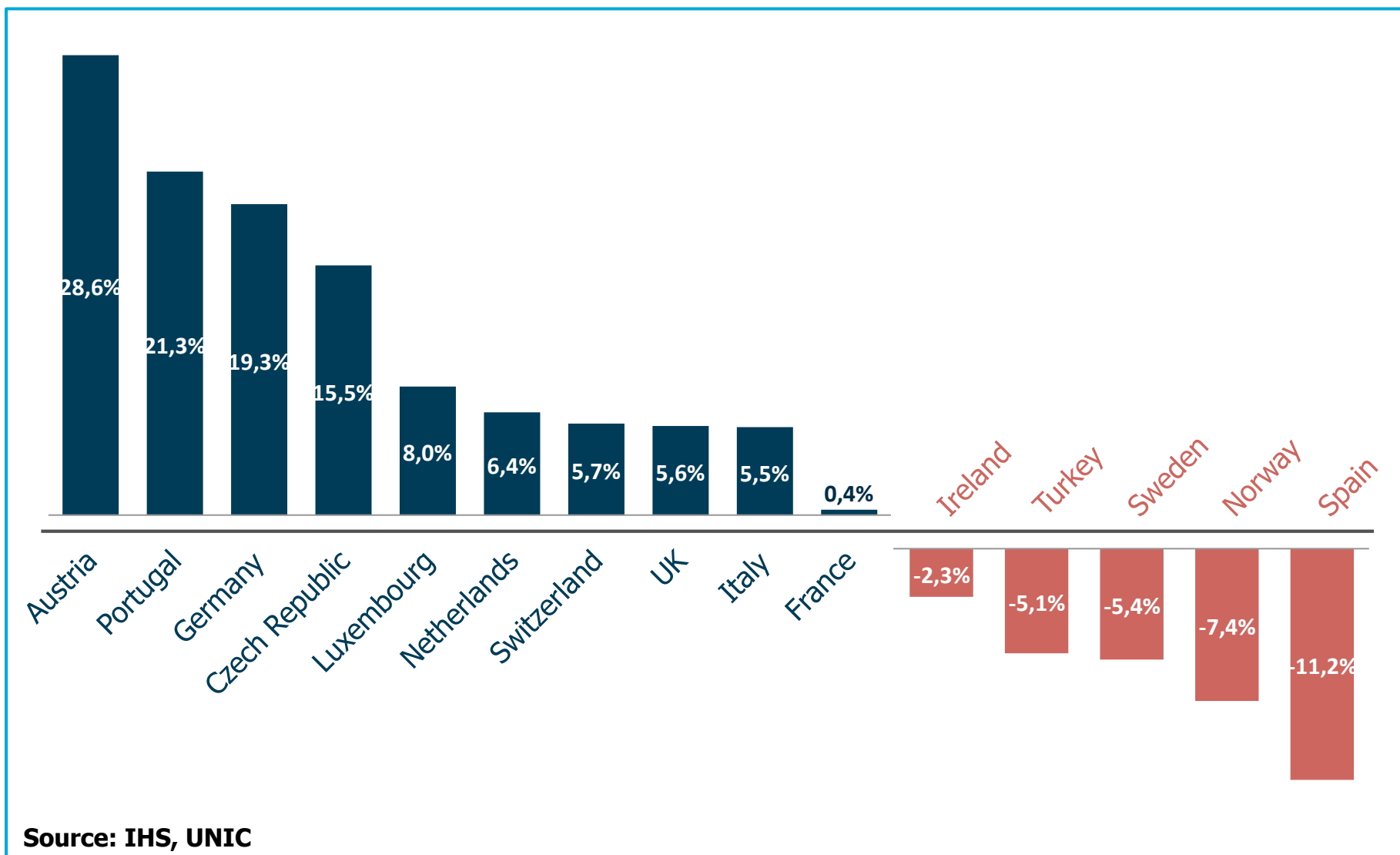
REPRESENTATION AND KEY ACTIVITIES

- **ALL cinemas in ALL locations**
- **36 European Territories**
- **€ 7,5 Billion Box Office**
- **33 000 Screens**
- **1,1 Billion Admissions**

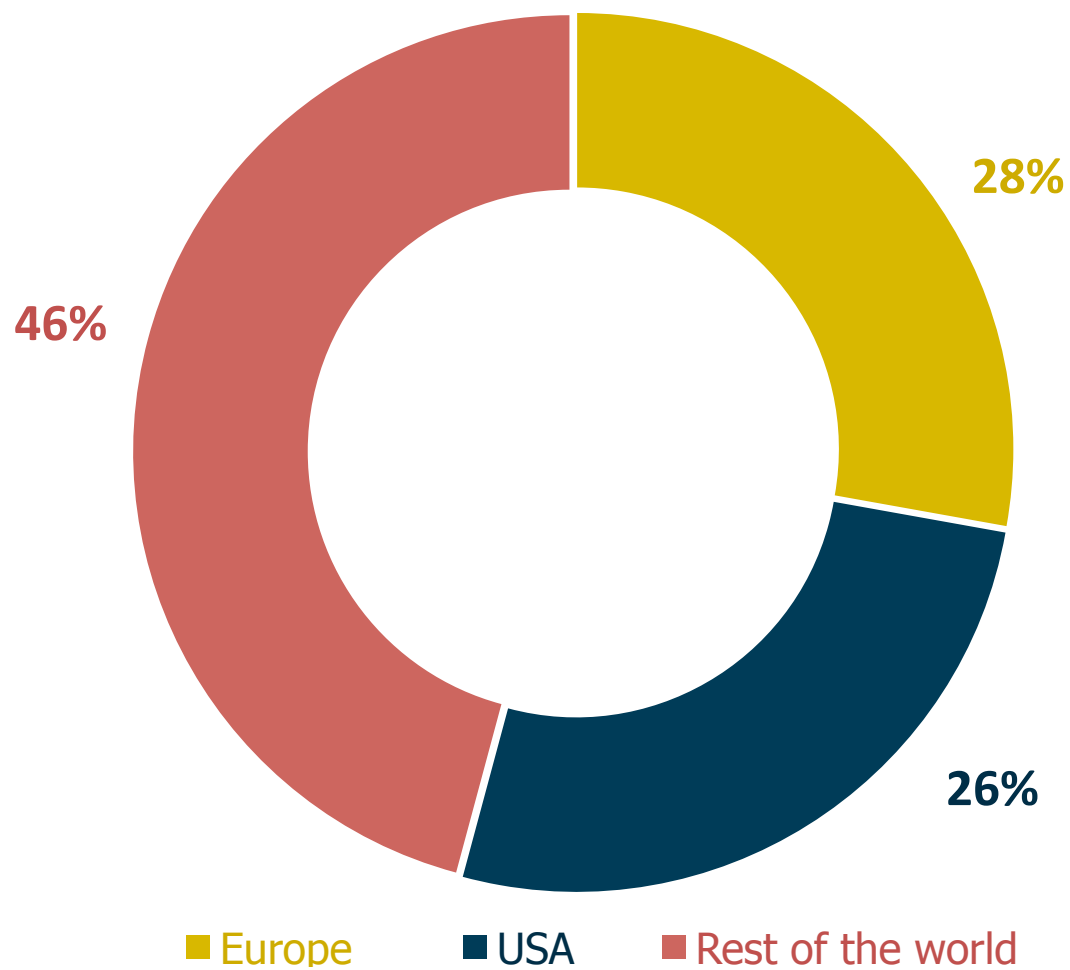


- **Advocacy in Europe**
- **Member services**
- **3 expert groups**
- **CineEurope**

ADMISSIONS Q1 2015 VS Q1 2014 - SELECTED

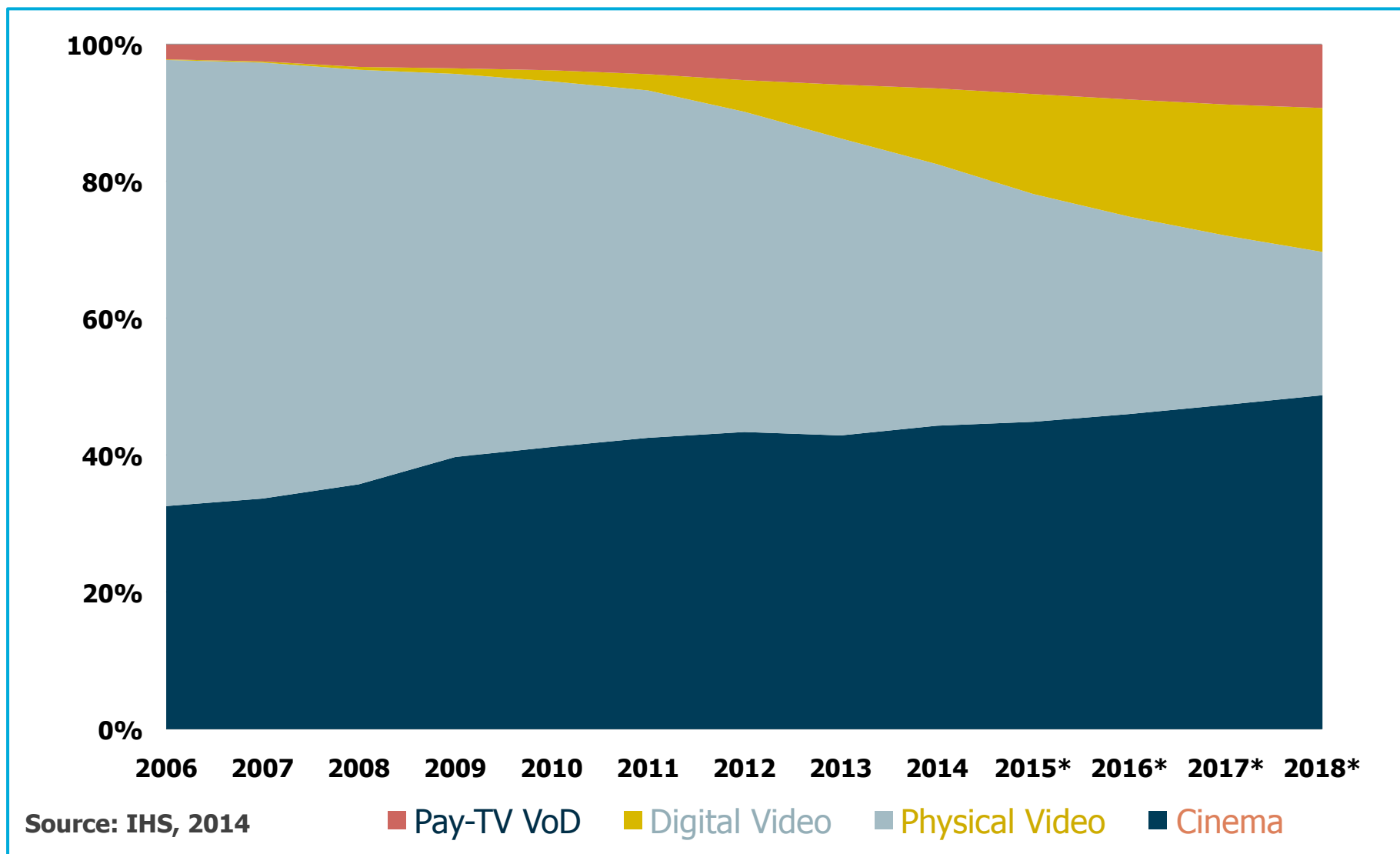


EUROPEAN BOX OFFICE VS US AND REST OF THE WORLD



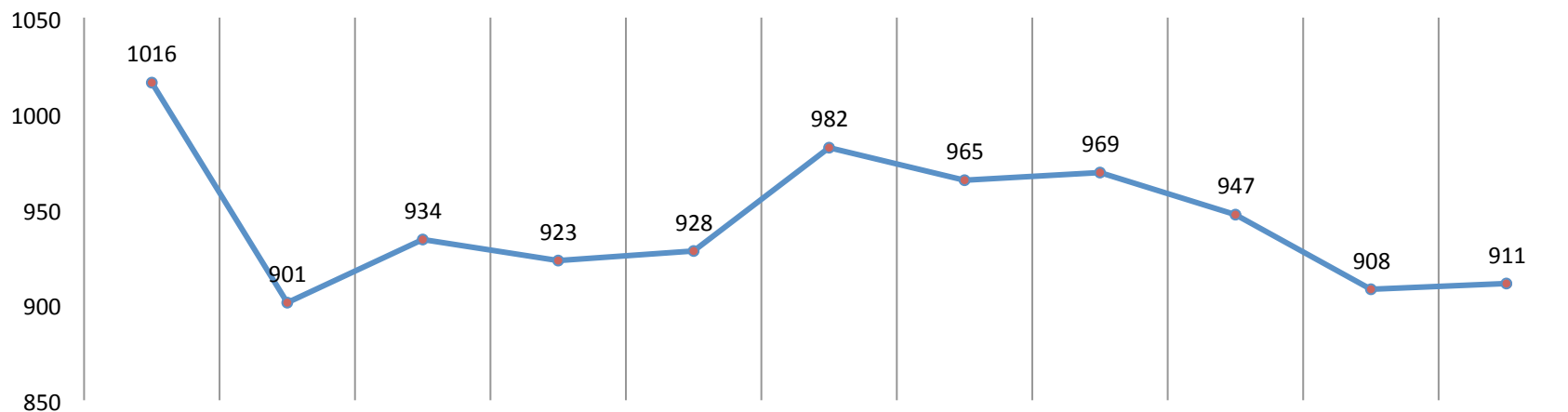
Source: IHS, 2014

FILM REVENUES – SELECTED EU TERRITORIES

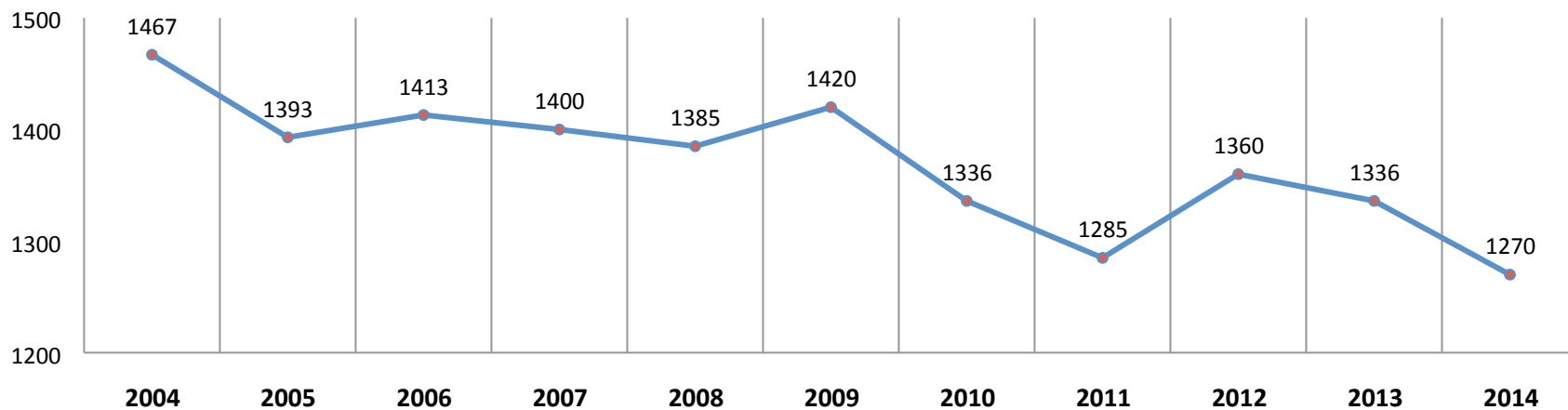


EU & US ADMISSIONS TRENDS '04 – '14

Admissions in the European Union 2004-2014 (Est. in millions)



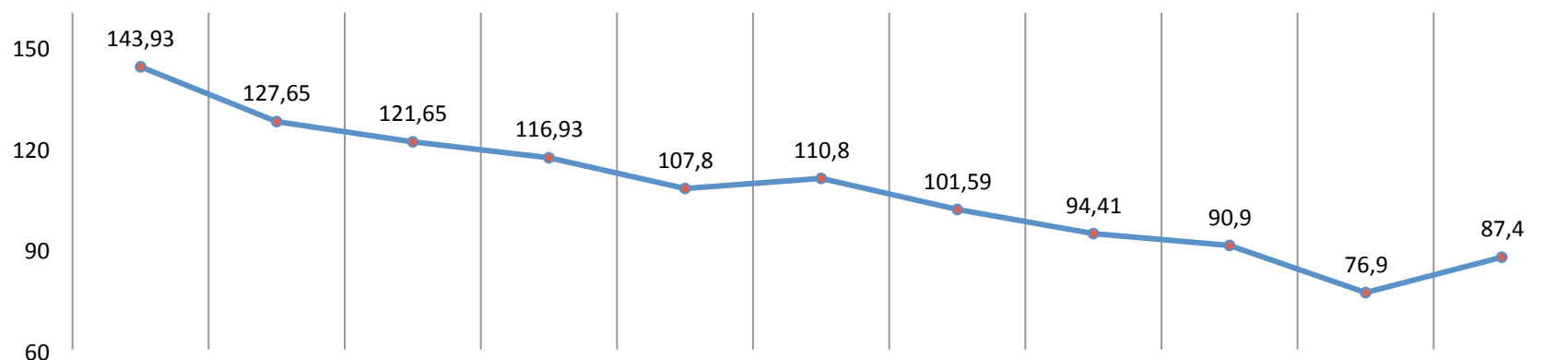
Admissions in the United States 2004-2014 (Est. in millions)



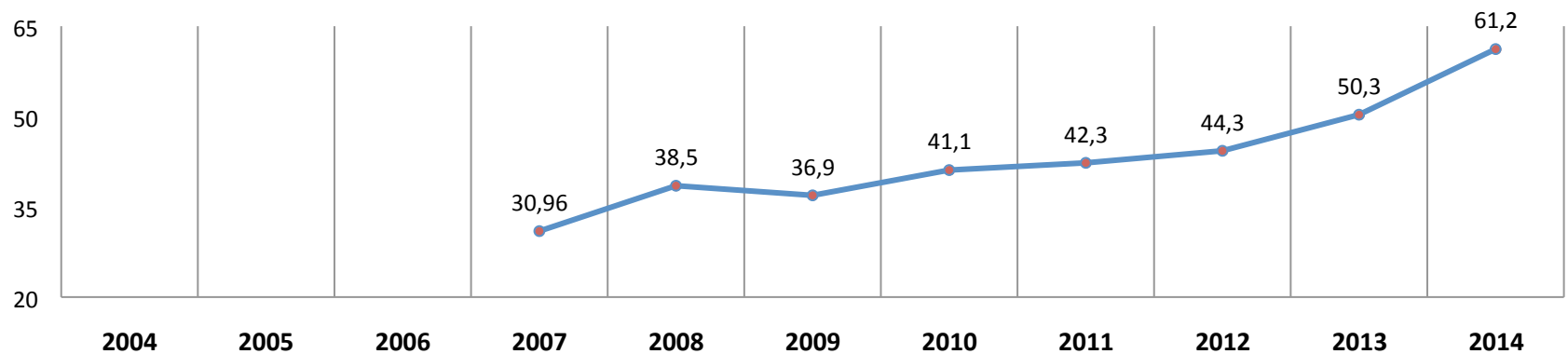
Source: UNIC, MPA

ADMISSIONS SPAIN & TURKEY

Admissions in Spain 2004-2014 (Est. in millions)

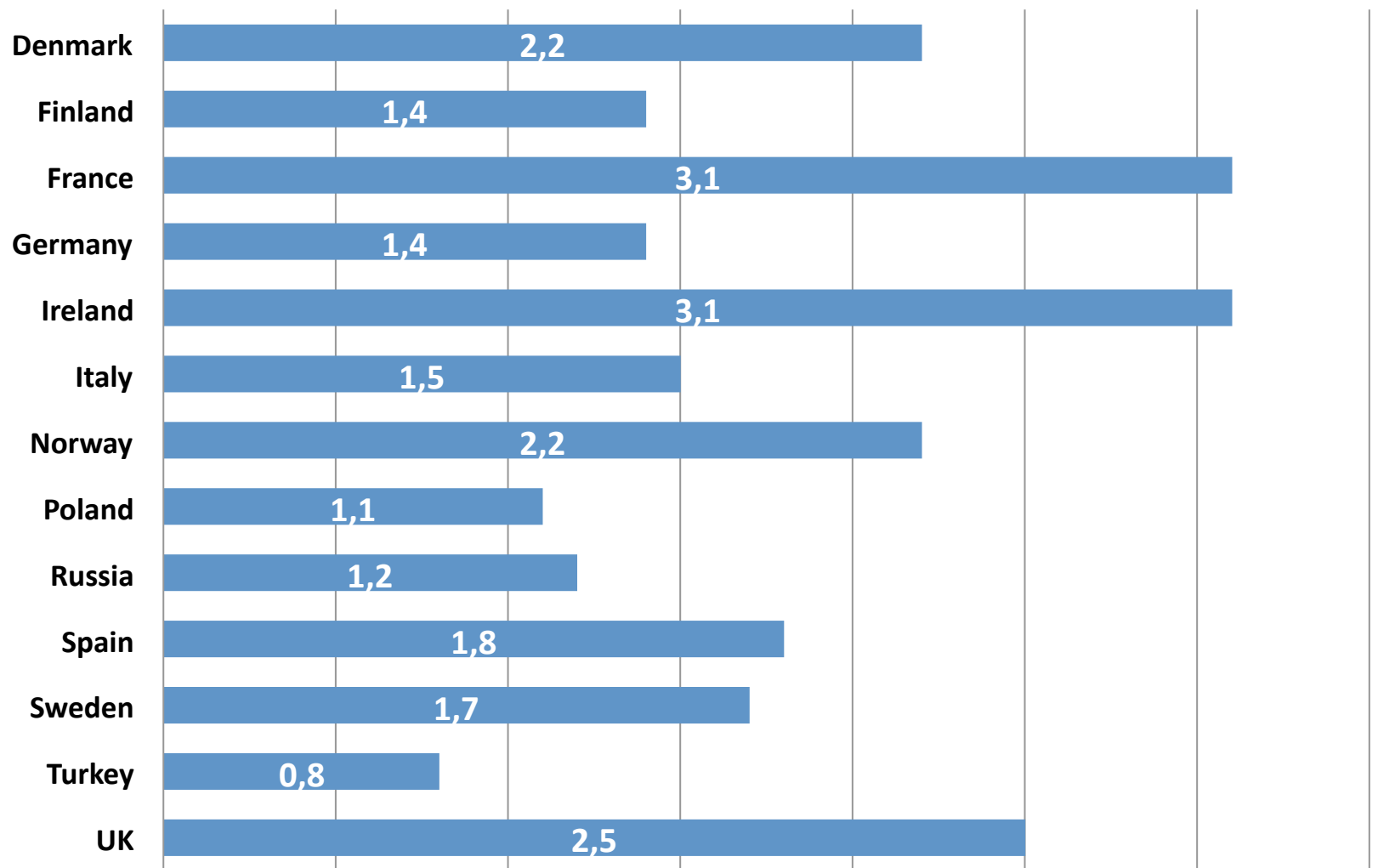


Admissions in Turkey 2007-2014 (Est. in millions)



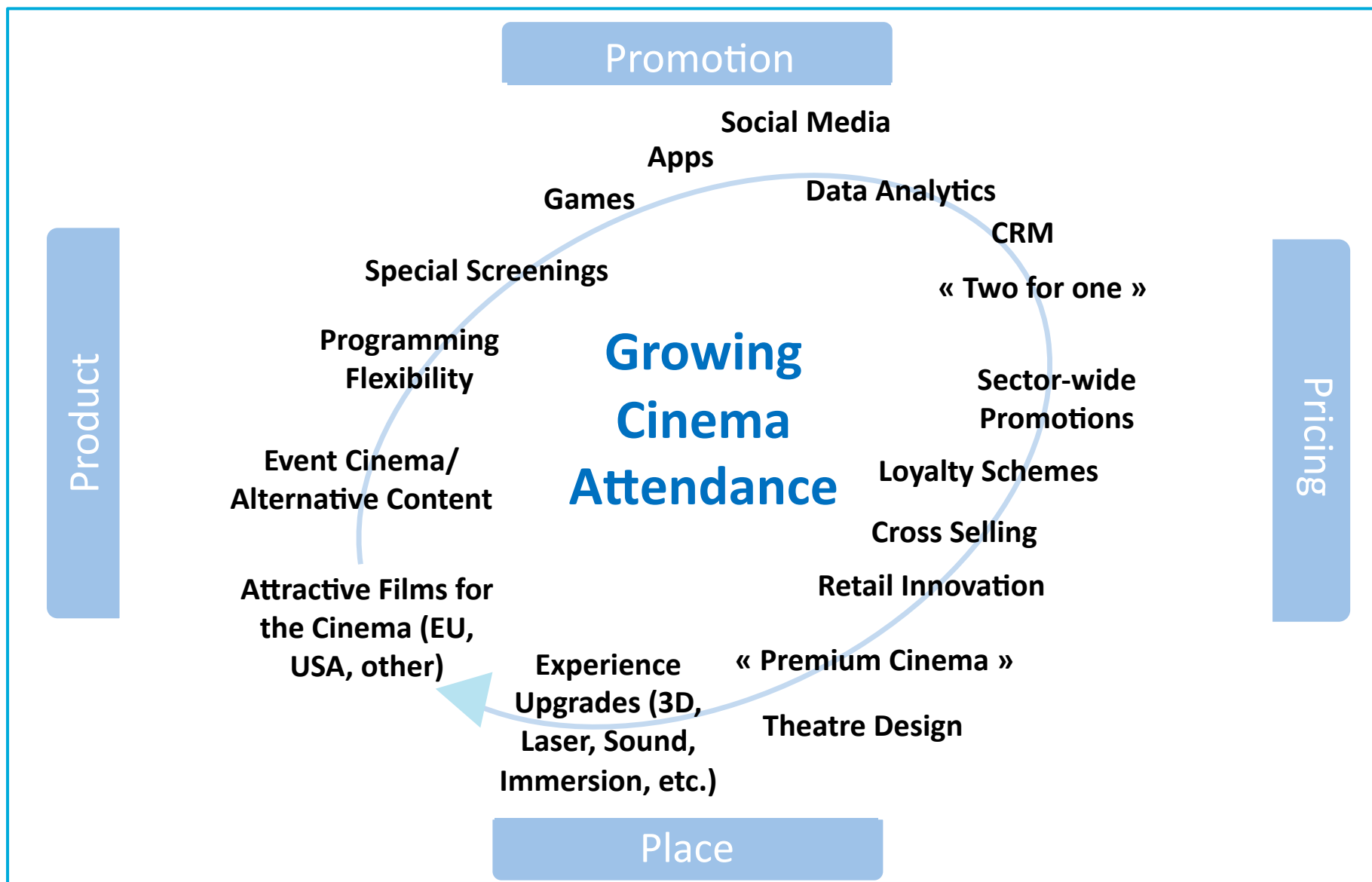
Source: UNIC, MPA

ADMISSIONS PER CAPITA - 2014

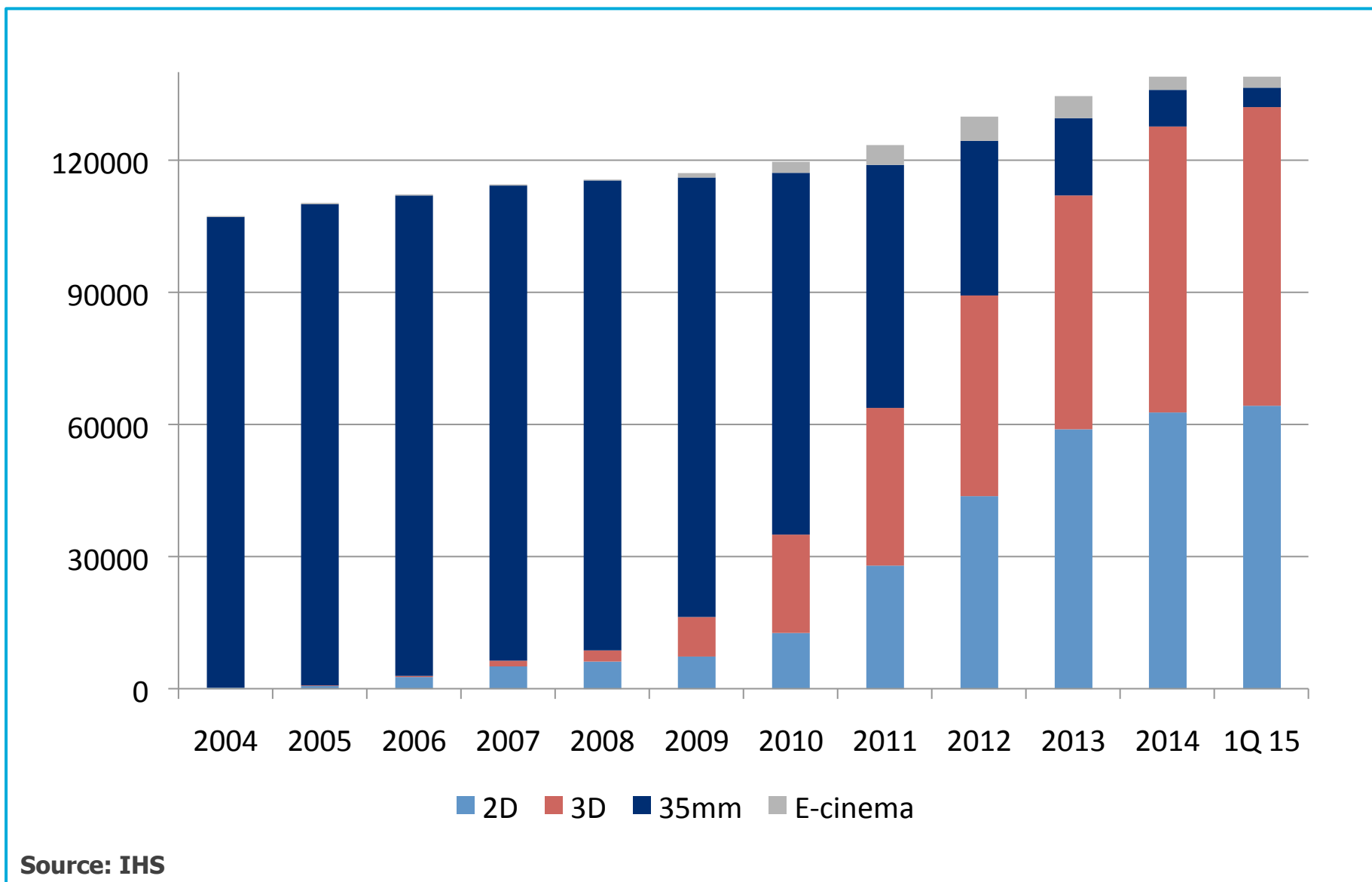


Source: UNIC

AUDIENCE ENGAGEMENT



GLOBAL CINEMA SCREEN BREAKDOWN Q1 2015



CINEMA TECHNOLOGY / OPPORTUNITIES & CHALLENGES

**Market
segmentation –
diversification of
offer**

**Innovation efforts
must have clear ROI**

**Commitment to
innovate across
value chain
required**

**Need for more
collaboration,
testing, skills**

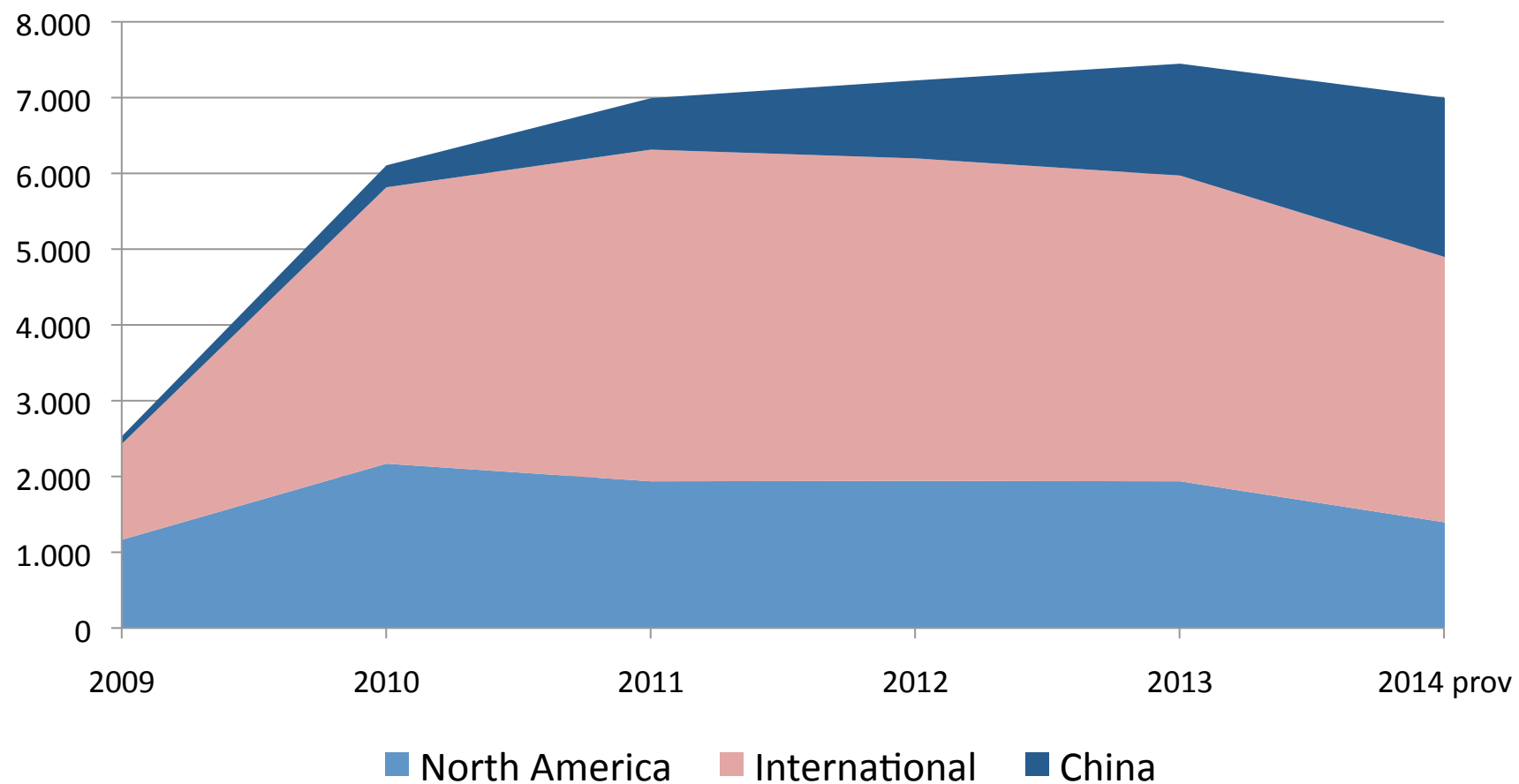
**Need for collective
European
exhibitors' voice**

**Standards are
needed – how/
where are they
made?**

**Ensure
interoperability and
avoid tech. lock-in**

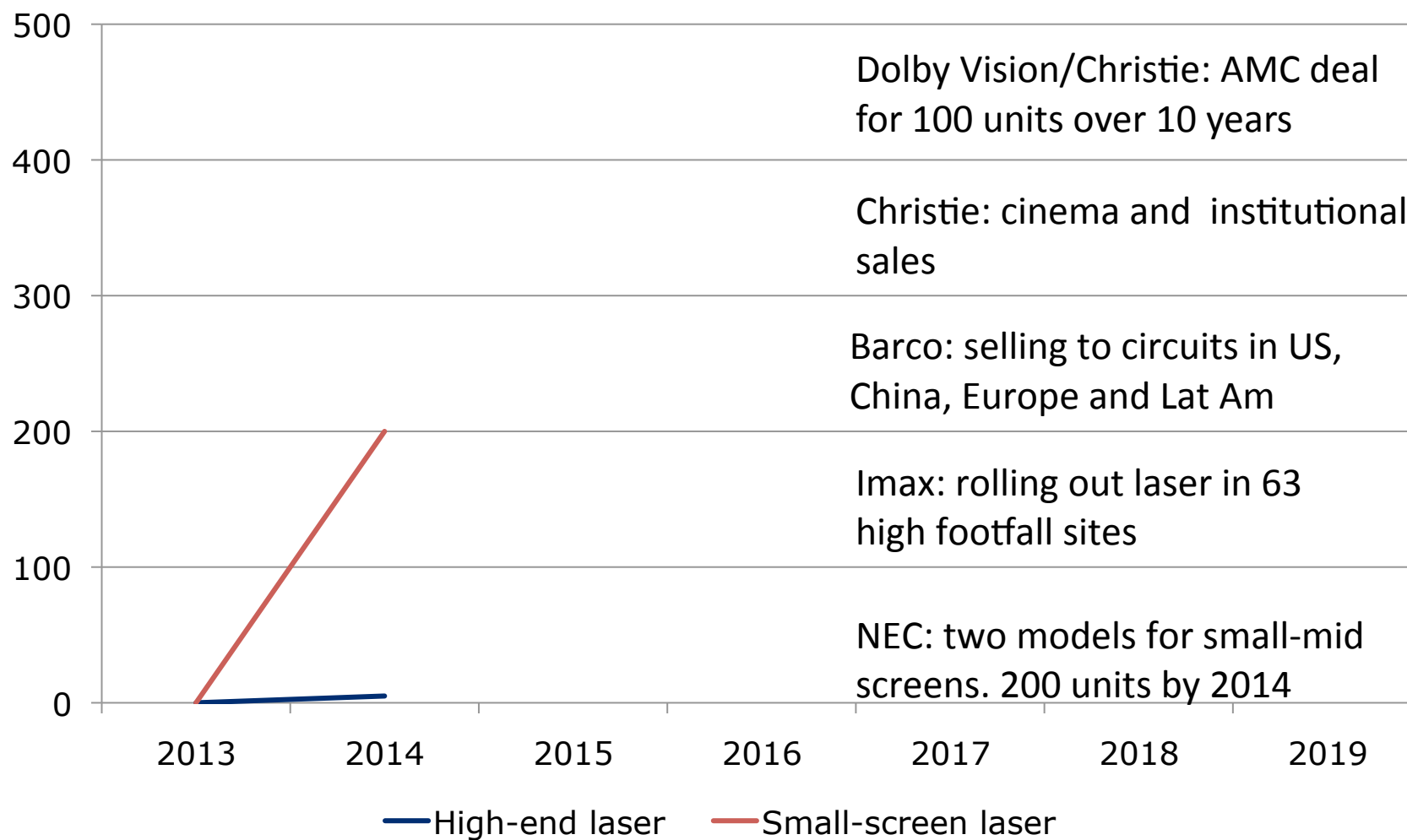
**Digital cinema
needs optimisation
– improve and fix
remaining issues**

GLOBAL 3D BOX OFFICE IN \$ MILLION



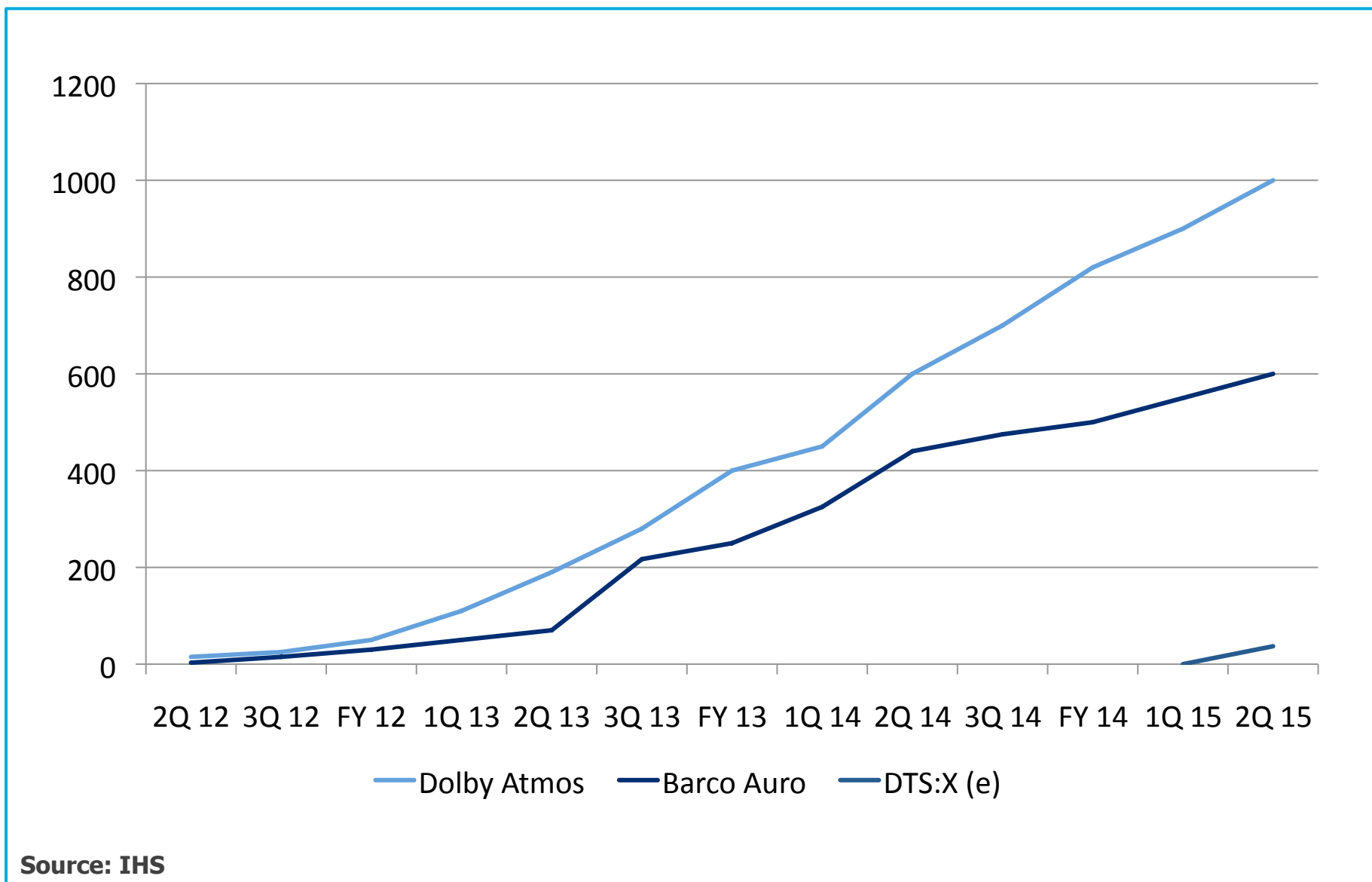
Source: IHS; MID 2014

LASER ILLUMINATED PROJECTORS

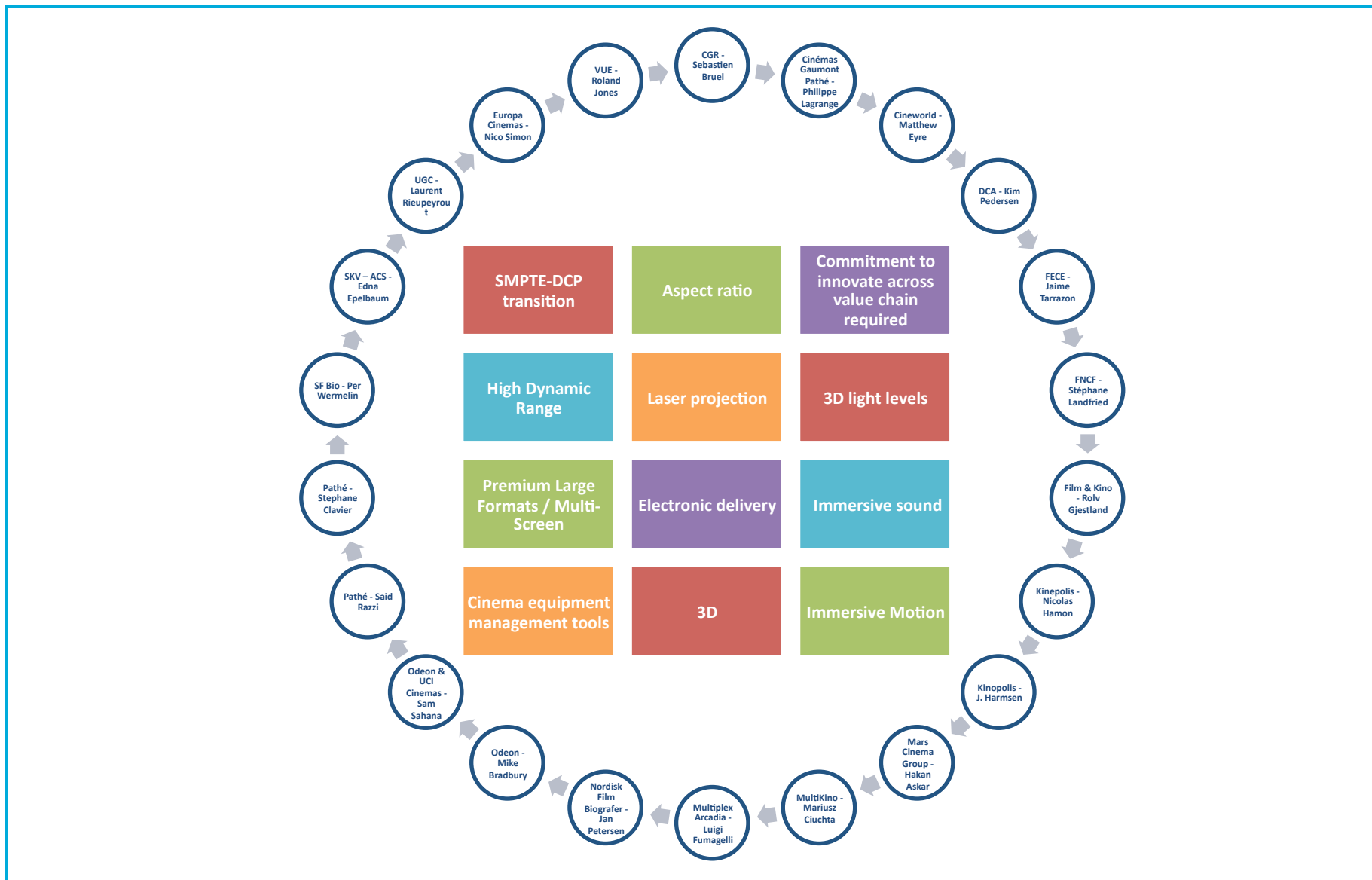


Source: IHS

TRAJECTORY OF IMMERSIVE SOUND

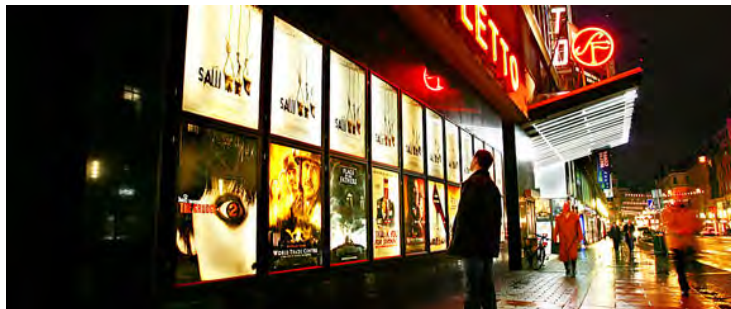


AGENDA OF UNIC'S TECHNOLOGY GROUP...



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