

For immediate publication

UNIC'S 2019 ANNUAL REPORT CELEBRATES CINEMA-GOING IN EUROPE

CineEurope 2019, Barcelona: 17 June 2019 - The International Union of Cinemas (UNIC), the European cinema trade grouping, has today published its Annual Report, examining key cinema trends across the 38 territories represented by the association, accounting for 1.29 billion admissions and €8.1 billion in box office revenues in 2018 – close to a quarter of the global theatrical market for films.

The report - available both in print and online - provides an in-depth look at recent developments in Europe's thriving cinema-going industry.

2018 marked the fourth consecutive year that cinemas across the region welcomed over 1.25 billion admissions, despite a slight dip of 3.4 per cent from the record-breaking results from the previous year. This equates to close to €8.1 billion at the box office, reiterating the continued cultural, social and economic importance of cinema-going for Europe today and its key position on the global stage.

The above-mentioned figures reflect continued investment by operators across the region in delivering the highest-quality, most immersive cinema experience possible, extending far beyond screening rooms themselves. Europe's exciting and varied cinema community not only mirrors its broader, uniquely diverse cultural landscape, but also responds to strong audience demand for as broad a range of film content as possible.

In particular light of the recent European elections, the report also details key developments across the legislative spectrum in the form of a number of public policy issues that affect cinema operators, whilst also setting out the association's advocacy activities to ensure that cinemas' place at the centre of policy efforts towards further prosperity for the entire European film industry is safeguarded.

Many of the trends examined in the report will also be discussed during the week at CineEurope, UNIC's official convention and Europe's premier gathering of cinema exhibition professionals from the region and beyond.

Notes for editors

The 2019 UNIC Annual Report is available online [here](#).

The International Union of Cinemas (UNIC)

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 38 countries in Europe and neighbouring regions.

CineEurope

Organised in partnership with the Film Expo Group, CineEurope – UNIC’s official annual convention – brings together cinema professionals from over 50 countries. The 2019 edition of the show takes place from June 17-20 in Barcelona and involves a growing number of film and product presentations from major international as well as European film studios, a cutting-edge trade show, as well as a seminar programme exploring latest industry trends in European cinema exhibition.

The Film Expo Group

The Film Expo Group is the premier organizer of events in the motion picture industry. The Film Expo Group produces CineEurope, held in Barcelona; ShowEast, held in Miami; and CineAsia, held in Hong Kong. Additionally, the group publishes *Film Journal International*, a trade magazine and website covering the motion picture industry with a special emphasis on theatrical exhibition.

Further enquiries

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