Cinema-going in Europe is thriving and remains one of the most popular leisure activities across the region.

**Box Office in 2017**
- **€8.6 billion**
- **1.34 billion admissions**

**Change from 2016**
- **+2.5%**
- **+1.8%**
- **-0.7%**
- **+25.9%**

**Additional Figures**
- **+18.1%** in Slovakia
- **+179%** in Poland
- **+267%** in Romania
- **+25%** in the UK
- **+68.4%** in Ukraine
- **+267%** in Hungary

**Cultural Activity Satisfaction Rates** (average in 2016)
- **Theatre**: 88.9%
- **Opera**: 81.4%
- **Performing Halls**: 83.8%
- **Concerts**: 90.2%
- **Museums/Exhibitions**: 90.2%
- **Amusement Parks**: 87.9%
- **Cinema**: 92.9%

**Unicorn Union of Cinemas**
- Representing a quarter of the global theatrical market for films
- Key operators and trade associations
- Providing a strong and influential voice for European cinema operators

**Territories Represented**
- **37**

**55 Screens per Million Inhabitants**
- **95.2%** in France
- **86.9%** in Germany
- **87.6%** in Denmark
- **90.2%** in Ireland
- **92.9%** in the Czech Republic
- **68.4%** in Ukraine
- **36%** in Hungary

**50%** of the European Union's population enjoys access to cinema, representing a quarter of the global theatrical market for films.
**Innovation**

Cinema operators are engaging with modern audiences through creative and collaborative marketing approaches. The sector continues to invest in and experiment with innovative and creative solutions to offer ever more engaging, diverse and immersive experiences. The sector continues to invest in and experiment with innovative and creative solutions to offer ever more engaging, diverse and immersive experiences.

**Economic**

Cinema theatres are an essential component of Europe’s cultural and creative industries, employing 7 million people and generating 4.2% of EU GDP. Whereas the average revenue per view on a subscription-based VOD service is around €0.20, the average price for a cinema ticket in the EU is €6.74. Furthermore, revenues from cinema tickets are reallocated between cinema operators, distributors, exhibitors, film funds and artists, contributing to the production of local content and the overall well-being of the European cultural sector.

In 2017, UNIC launched a pioneering mentorship scheme for female cinema professionals in order to increase gender balance in senior management positions, an imperative for business growth and better governance in the industry. In 2017, UNIC launched a pioneering mentorship scheme for female cinema professionals in order to increase gender balance in senior management positions, an imperative for business growth and better governance in the industry.

**Community**

Whether located in large cities or in rural areas, cinemas are modern meeting places that help stimulate dialogue on a range of important issues, combat social exclusion, revitalize interest in culture and foster innovation and creativity. Whether located in large cities or in rural areas, cinemas are modern meeting places that help stimulate dialogue on a range of important issues, combat social exclusion, revitalize interest in culture and foster innovation and creativity.

**DIGITIZED SCREENS IN EUROPE IN 2017**

- **56%** of European cinema screens were digitized in 2017.
- **143%** increase in admissions expected by 2023 when analytics tools are effectively used to make cinema advertising more time-sensitive and personalized.

**INVESTED IN DIGITAL CINEMA BY EUROPEAN EXHIBITORS BETWEEN 2005–2015**

- **€1.5 BILLION**
- **10–20% increase**
- **96%** of European cinemas are digital.