PRESS RELEASE

Levallois, 29 April 2020

2019: A Year in Cinema

Films and theatres on the same wavelength, winning audiences over

Although cinema is being hit hard by the health crisis, it can count on its strengths and its ability to reinvent itself to overcome it.

While we wait for better days to return, starting with the reopening of theatres, Médiamétrie is offering, like every year, an inside look at the 2019 Cinema Year, which shows more than ever the attachment of the French population to their cinemas, the friendliness of this outing and the emotions conveyed by the films on offer.

"Despite 2019 being disrupted by social movements and heat waves, French people made 213.3 million cinema admissions, almost 13 million more than in 2018*. The other performance comes from the number of spectators: a record of 42.2 million in 2019, which means 600,000 more spectators than in 2018 discovered cinemas for the first time or went back to cinemas", says Marine Boulanger, Director of Cinema & Entertainment at Médiamétrie.

Occasional cinema-goers and young people were still on the agenda in 2019

Thanks to a rich offer of blockbusters and animated films, occasional cinema-goers** particularly stood out: they were **30 million** in 2019, which is a new absolute record. They made a total of **72.1 million** visits, thus marking the biggest change (**+ 6.7 million**).

Whether with family, friends or as a couple, a cinema outing remains an experience to be shared: **74%** of spectators go to the cinema with someone else.

Overall, in 2019, cinema viewers saw an average of **5** films in a cinema.

Although people aged 50 years and older still account for one in three visits (**36%**), the 15-24 age group came more in 2019: **6.7 million** of them, or **300,000** more than in 2018, thus contributing to the rejuvenation of the media. With an average age of **39.2** years, cinema spectators are the youngest, all media combined. It is even "more than 4 years" below the average age of French people, which is **43.6** years.

This enthusiasm among young people is proof that cinema is a hobby that still appeals to French people.

* Source CNC
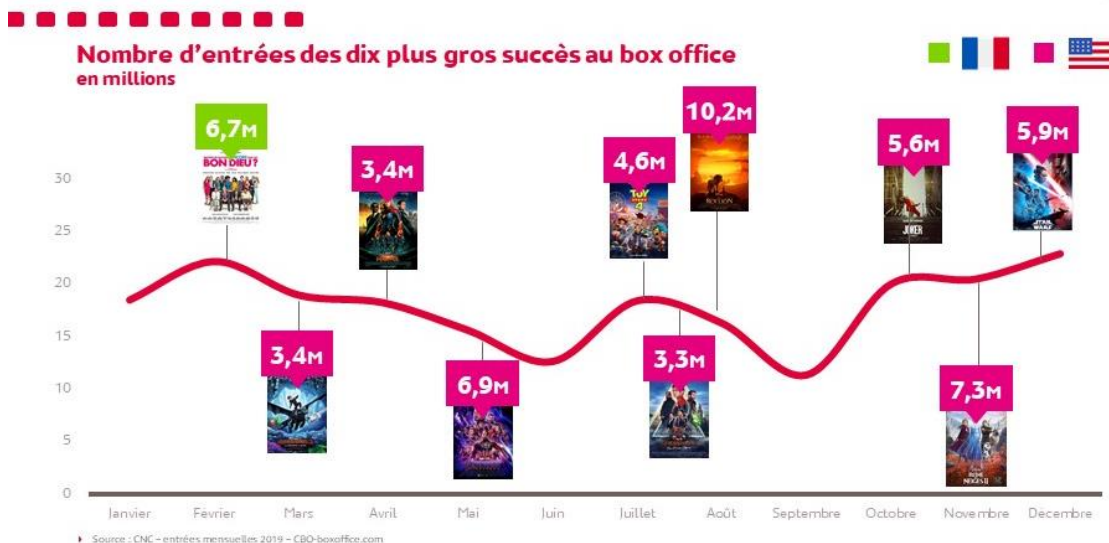** Occasional cinema-goers say that they go to the cinema at least once a year.

Dramas and animated films have brought together a wide audience

Several films boosted cinema admissions in 2019, particularly certain film genres. American films dominate the rankings. One of these, the live action version of the *Lion King*, achieved **10.2 million** admissions. *Qu'est-ce qu'on a encore fait au Bon Dieu* was the biggest French success, with **6.7 million** admissions.
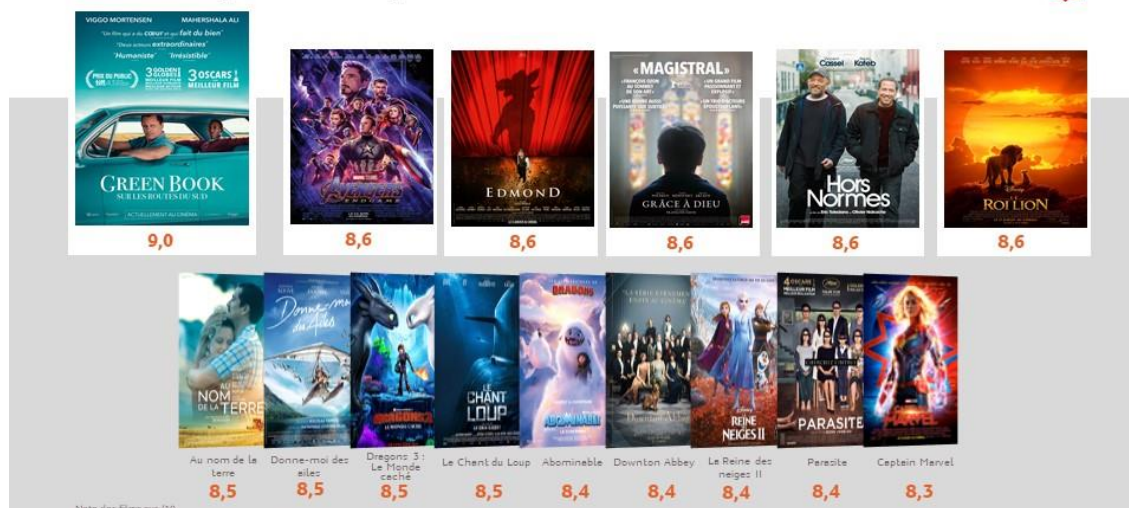
En 2019, 213,3 M d'entrées cinéma avec des succès tout au long de l'année

Nombre d'entrées des dix plus gros succès au box office en millions

6,7M — 3,4M — 3,4M — 6,9M — 4,6M — 3,3M — 10,2M — 5,6M — 7,3M — 5,9M

Janvier Février Mars Avril Mai Juin Juillet Août Septembre Octobre Novembre Decembre

Source : CNC – entrées mensuelles 2019 – CBO-boxoffice.com

Two genres outperformed in 2019 (compared to 2018): dramas, with successes like, *Les Misérables*, *Au nom de la Terre* or even Green Book and Parasite, and animated films, with major franchises such as Frozen 2, Toy Story 4 or Dragons 3.

Much of this success is also reflected in the most popular films among spectators in 2019:

Les 15 films préférés des spectateurs

Film	Note
GREEN BOOK	9,0
Avengers Endgame	8,6
EDMOND	8,6
GRÂCE À DIEU	8,6
Hors Normes	8,6
LE ROI LION	8,6
Au nom de la terre	8,5
Donne-moi des ailes	8,5
Dragons 3 : Le Monde caché	8,5
Le Chant du Loup	8,5
Abominable	8,4
Downton Abbey	8,4
La Reine des neiges II	8,4
Parasite	8,4
Captain Marvel	8,3

Note des films sur /10

Source : Médiamétrie - 75000 Cinéma – Observatoire du Public des Films – Janvier-Décembre 2019 - Base : Spectateurs cinéma 12 derniers mois 4+ - Copyright Médiamétrie – Tous droits réservés

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The French are still as attached as ever to their cinemas

Despite their growing interest in SVoD - of the **42.2 million** viewers in 2019, **15.9 million** also watch programmes on SVoD platforms: cinema spectators remain very attached to the 7th art and their theatres. They give them a score of **7.9/10**, the highest score ever achieved.

Many cinemas throughout France receive excellent scores thanks to their initiatives in terms of welcome and proximity, comfort and modernity or even scheduling.

Drawn by increasingly innovative theatres that offer more and more services (lounges, snacks, etc.), cinema-goers look forward to and prepare for their outing: on-line ticket sales thus represent **28%** of ticket sales for a large showing.

Once at their destination, more than one out of two viewers (**54%**) usually buy themselves a snack to enjoy before or during the show.

D'excellentes notes par cinéma, en lien avec les initiatives : confort et modernité, programmation et lien social

Note de satisfaction /10 :

Multiplexes

9,1 Mégarama (Chalon-sur-Saône)
8,7 Véo Muret (Muret)
8,7 CGR La sucrerie (Abbeville)
8,6 Pathé Levallois (Levallois-Perret)
8,6 Atlantic Ciné (Saintes)

2 à 7 écrans

9,1 Le Fauteuil Rouge (Bressuire)
8,9 Le Sélect (Saint-Jean-de-Luz)
8,8 Cinéma Sirius (Le Havre)
8,8 Ciné Manivel (Redon)
8,7 Ellipse (Ajaccio)

Mono-écran

9,2 Studio 28 (Paris)
8,8 Max Linder (Paris)
8,5 Alhambra (Marseille)
8,2 Even (Lesneven)
8,1 Colisée Lumière (Marcq-en-Baroeul)

Source : Médiamétrie 75 000 Cinéma – Public des Salles 2019 – Salles en activité à + de 50 interviews - Base : Spectateurs cinéma 12 derniers mois 4+ - Copyright Médiamétrie - Tous droits réservés
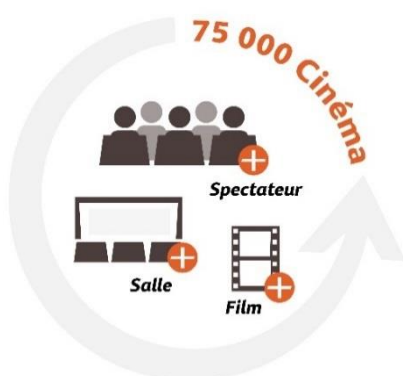
Finally, 2019 reaffirmed the strong values of cinema: **76%** of viewers say that they go to watch a film in the cinema "for the emotions it arouses", **66%** "for the pleasure of talking about it after watching it" and **64%** "for the good story it offers".

The 75,000 Cinema Study

Since January 2016, Médiamétrie has enriched its research for all cinema market stakeholders. The "75 000 Cinema Study" covers the entire viewer journey and the lifetime of a film. The weekly study offers a complete analysis of viewers aged 4 years and over, the cinema screen they visited, the films they saw and those they intend to go and see.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

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