

Cinemas - UK - November 2015

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“Looking ahead, the film slates for 2016 and 2017 are promising but may struggle to match the stellar performance of 2015. Mintel expects slight growth in the market, mainly by virtue of average yield increases with admissions set to remain flat or maybe even show a slight decline during this period.”

– Michael Oliver – Senior Leisure and Media Analyst

This report looks at the following areas:

- What can operators do to increase the number of advance bookings?
- Where are the opportunities to increase secondary spending?

This report focuses on commercial cinema - sites whose primary day-to-day function is the commercial display of content. However, data on sites and screens include any that accept advertising. Companies that own, lease, manage or operate facilities for the day-to-day commercial display of films will be referred to as cinema operators or exhibitors. Companies that distribute and/or produce films are not the subject of this report and will be referred to as film distributors.

Arthouse cinemas

are those that specialise in showing mainly films that are not part of the commercial mainstream.

Multiplex cinemas

are defined as those with five screens or more.

All statistics are supplied by Rentrak, the British Film Institute (BFI) and the Cinema Advertising Association (CAA).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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3D still struggling to catch audience imagination

Event cinema continues to boost cinema revenues

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