



CINEMA Report 2023



VIA **CINEMA** Report 2023

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THIRDS/MARCH
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06/03/2024



1. CINEMA MARKET

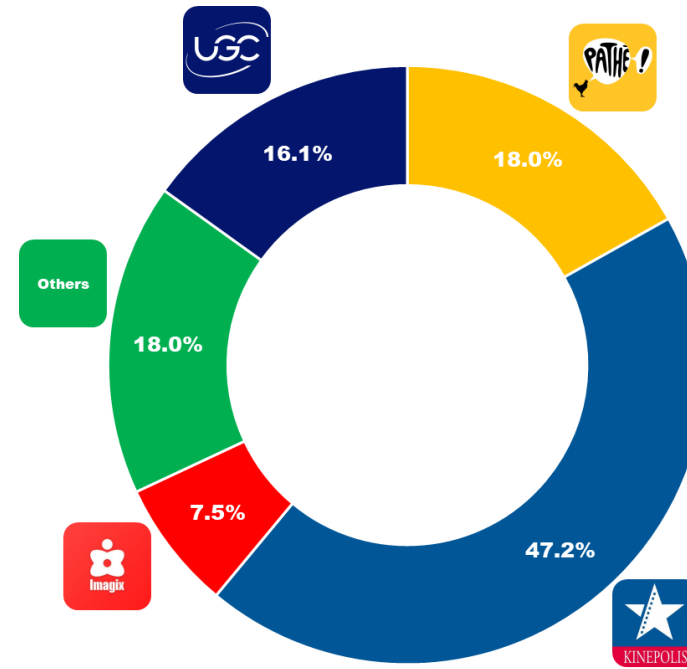
► Commercial Cinema Market Belgium

The commercial Cinema landscape in Belgium is divided by two sales houses; Brightfish and Transfer since 2021. Each of these sales houses represent a part of the market which consists of several exhibitors.

There are 4 main exhibitors in Belgium:

- Kinopolis
- Pathé (which used to be Euroscop and Cinepointcom)
- UGC (which has taken over the Utopolis group)
- Imagix.

But there are also a number of smaller exhibitors who operate on an independent level.



	Brightfish	Transfer
# of cinemas	40	7
# of screens	315	74
# of admissions	11,586,951	2,226,470
# of seats	74.143	14.744
MDB Invest (in 000's)	€29.039	€3.091
Commercial share of Market	90.4%	9.6%

Cinema as a medium is bought on a cine-weekly basis, where the week starts on a Wednesday and ends on a Tuesday.

Admission data is collected by an independent body named Cinedata and founded by the FCB (Federation of Cinemas in Belgium)

Data is collected by Cinema, per movie and per day.



► Cinema Market Evolution

Cinema as a market is growing year over year in terms of admissions. Total admissions has increased by 17% VS 2022

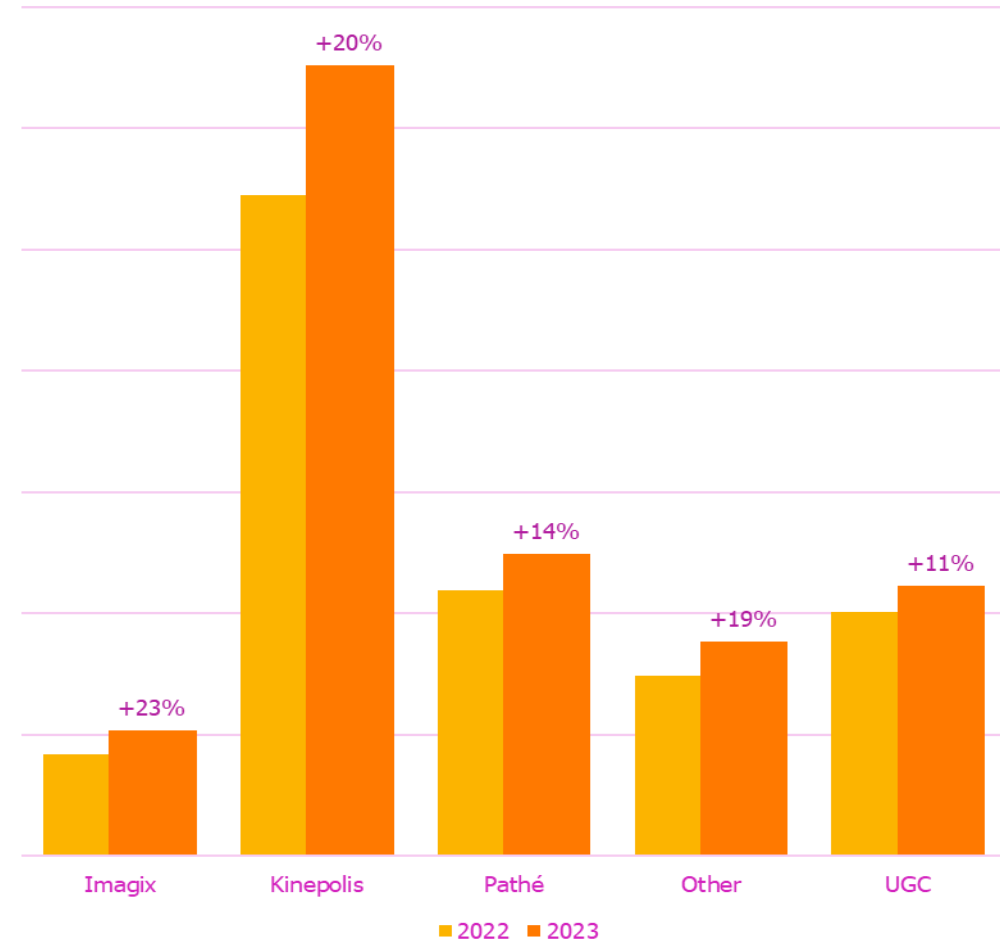
In terms of actual admissions gain, Kinopolis is the biggest player in the market.

Imagix has realized the biggest growth vs 2022 with 23%.

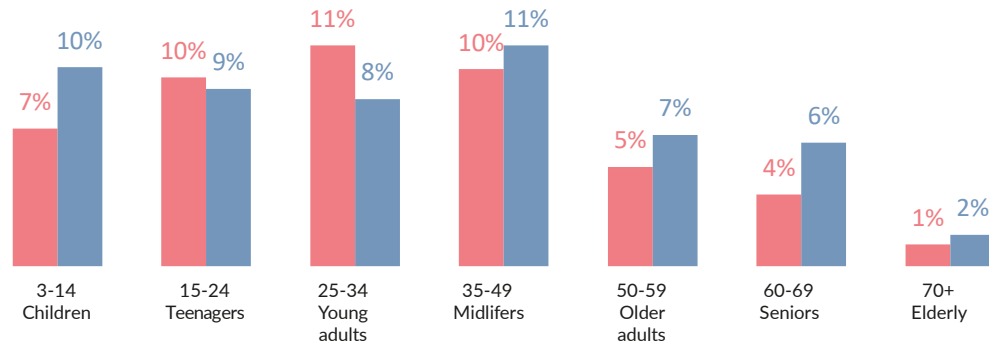
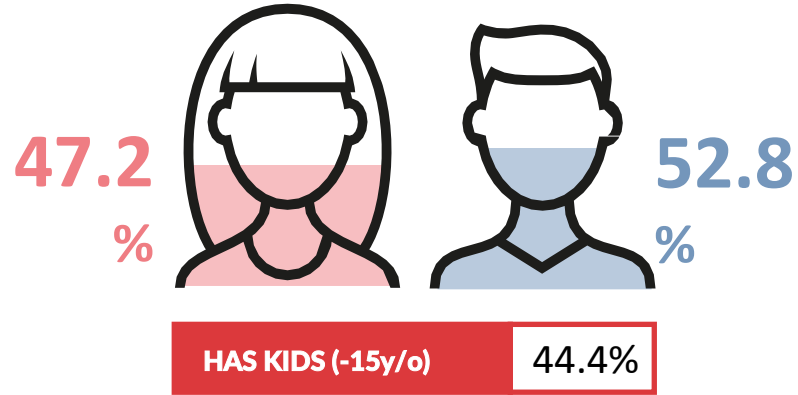
Independent cinema's are also doing good with a combined growth of 19%, which is better than the total market evolution.

Pathé (Euroscoop/Cinepointcom) is growing as well, yet slightly below the total market growth.

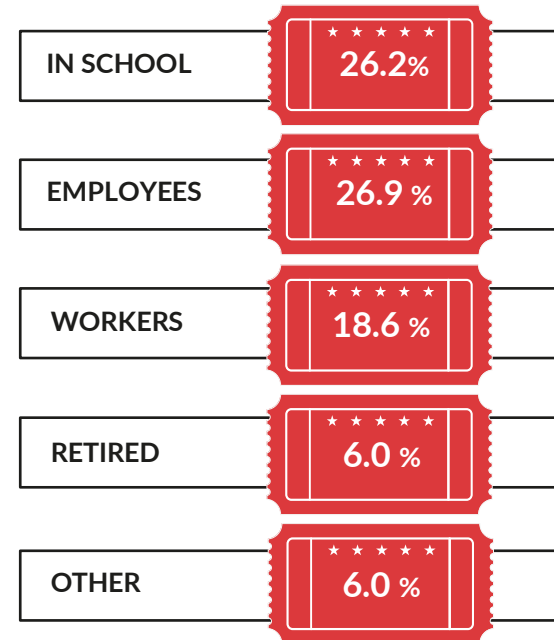
UGC is the slowest grower in the market with 11% vs last year.



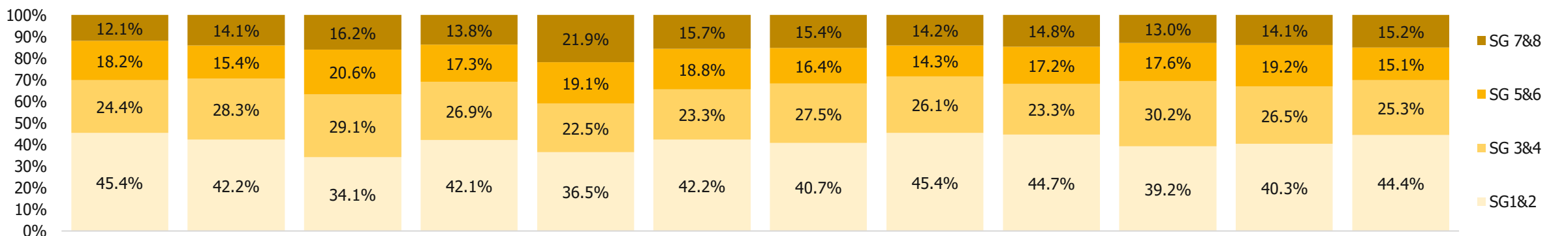
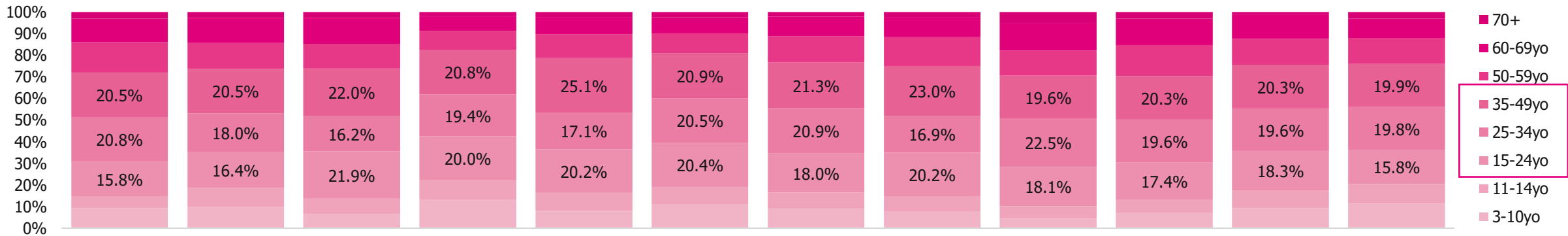
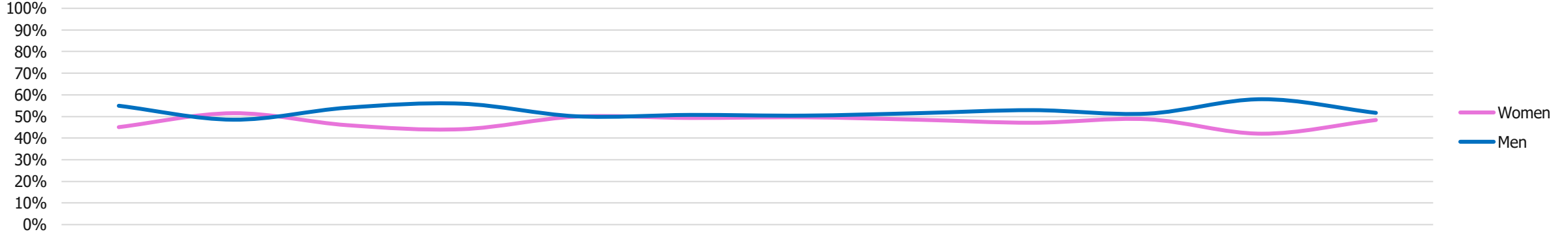
► Vertigo Research Cinema Profile – CIM Source



THEY ARE...



Profile Evolution



FERRARI

14/02/2024



2. CINEMA INVESTMENTS



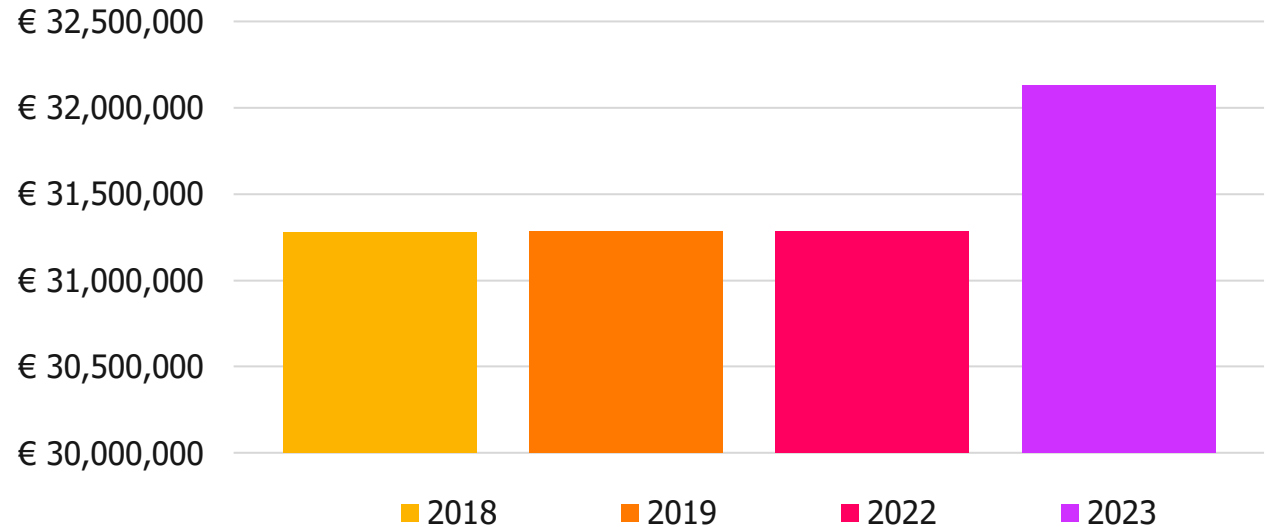
► Key facts

Even though cinema is often regarded as a niche medium, cinema has a broad appeal and reaches a wide variety of advertisers in all kinds of sectors. Typically, we see above average spot length with ads as high as 120", but averaging around 33.2" per spot in 2023.

Cinema as a medium has been stable in the past few years (with the exception of Covid), though growing YoY with 3% with fewer sectors, which means that the investments for the remaining sectors has increased significantly.

All other factors, such as amount of brands, advertisers and spot length remain roughly similar to previous year.

Cinema	2018	2019	2022	2023
Sectors	56	60	60	49
Advertisers	348	386	260	270
Brands	432	480	297	304
Avg spot length	41.9"	39.5"	33.9"	33.2"
Total ad spend	€ 31,276,830	€ 31,280,517	€ 31,280,197	€32,129,602

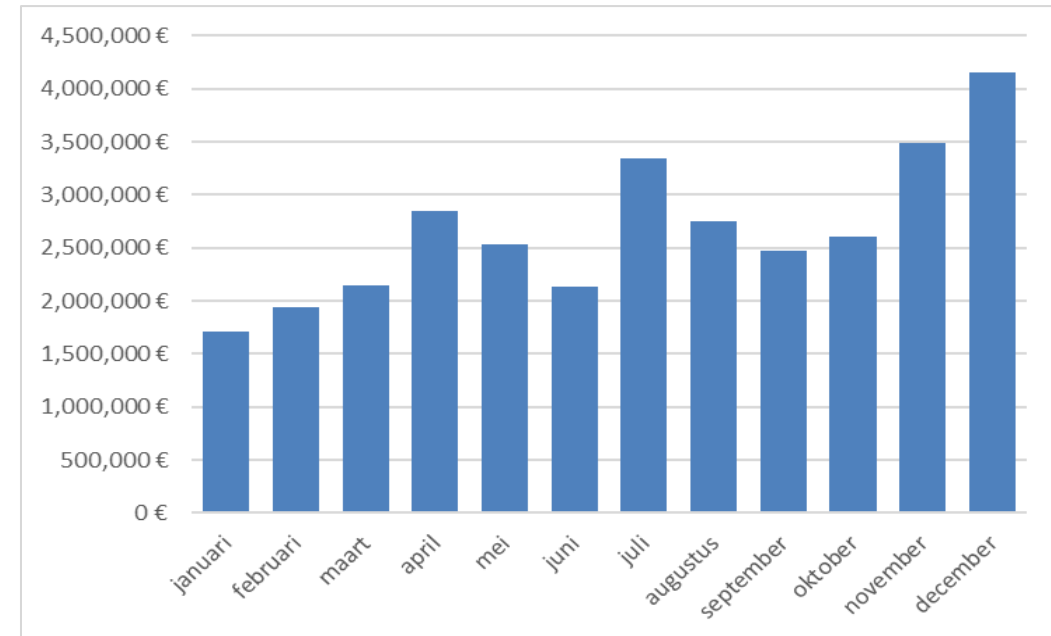
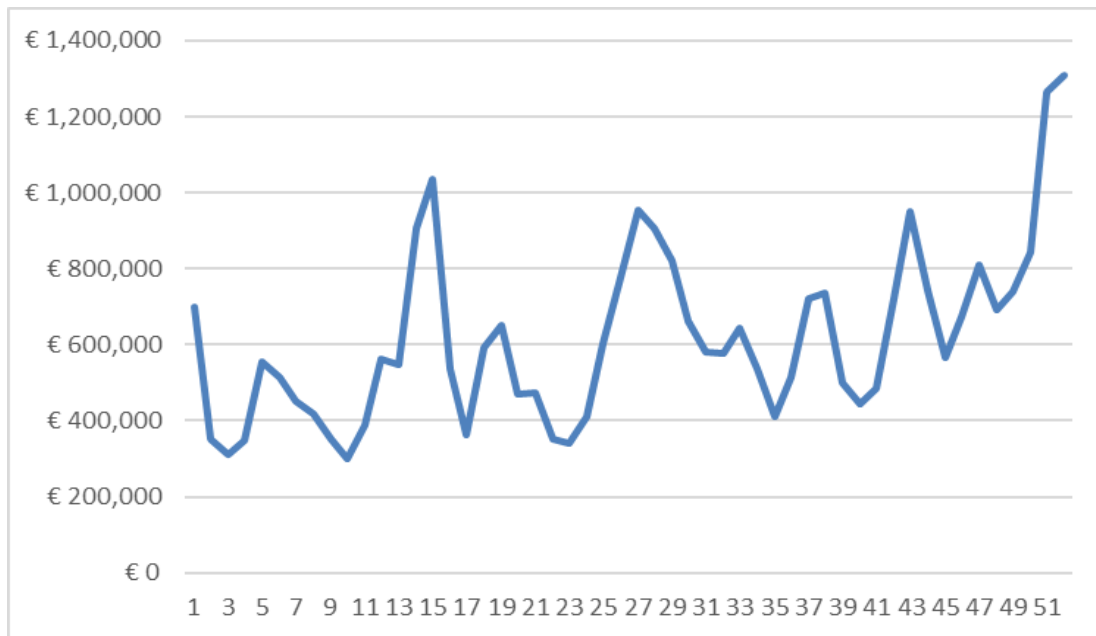


► GROSS CINEMA INVESTMENTS PER WEEK / MONTH

In terms of investments, we often see a match between admissions and investments. Brands tend to invest when people are in cinema and when they're certain to attain the audience they're hoping to reach.

The biggest month, as always – was December, the release of Wonka and the Christmas vacation had an effect on that trend without a doubt.

Also remarkable is the peak in advertising at the start of the summer vacation, a little event called “Barbenheimer” took place then, and advertisers did not stay behind.



A FILM BY CHRISTOPHER NOLAN
OPPENHEIMER

19/07/2023



3. CINEMA ADVERTISERS



► GROSS CINEMA INVESTMENTS PER ECONOMICAL GROUP

Culture and tourism has become the strongest economical group in cinema, with 29% share.

Food and beverages have declined, but still strong with 20%.

This economical group holds some of the most active advertisers in cinema.

Transport and services are close at each 17% market share.

The top 4 economical groups represent 83% of total gross investments.

Overall, most economical groups have increased their investments on the big screen.

Eco Group	2022 Spend	2023 Spend	
ALIMENTATION	€ 11,580,470	€ 6,524,178	▼
BEAUTE - HYGIENE	€ 712,260	€ 258,145	▼
CORPORATE	€ 1,288	€ 23,637	▲
CULTURE, TOURISME, LOISIRS, SPORTS	€ 8,444,190	€ 9,168,091	▲
DISTRIBUTION	€ 2,692,288	€ 2,775,579	▲
ENERGIE - COMBUSTIBLES	€ 6,578	€ 318,198	▲
EQUIPEMENT MAISON - BUREAU	€ 278,010	€ 39,325	▼
HABILLEMENT - ACCESSOIRES	€ 151,290	€ 111,969	▼
SANTE - BIEN ETRE	€ 29,145	€ 222,553	▲
SERVICES	€ 3,372,651	€ 5,458,832	▲
TELECOM	€ 628,585	€ 1,770,988	▲
TRANSPORT	€ 3,383,442	€ 5,458,107	▲

► GROSS CINEMA INVESTMENTS – ADVERTISERS TOP 25

Coca Cola remains the top advertiser in Cinema with various different brands under their wings.

They take up 21% of all investments in the top 25.

The top 25 advertisers represent 67% of total gross revenue in Cinema.

Advertiser	Spend
COCA-COLA SERVICES	€ 3,841,220
VOLVO CARS	€ 2,253,920
IKEA BELGIUM	€ 1,405,619
DUVEL MOORTGAT BROUWERIJ	€ 1,351,984
D'IETEREN AUTO	€ 1,120,379
BNP PARIBAS FORTIS	€ 764,064
ORANGE	€ 660,442
ETAT FEDERAL	€ 630,354
BMW BELGIUM	€ 559,546
AXA BANQUE & ASSURANCES	€ 511,605
COMPAGNIE DES ALPES	€ 448,487
REGION WALLONNE	€ 442,505
PROXIMUS	€ 408,953
UNILEVER BELGIUM FOODS & HPC	€ 350,227
FOST PLUS	€ 346,067
ASTARA WESTERN EUROPE	€ 342,975
ENGIE	€ 318,198
ING BELGIQUE	€ 306,816
CARREFOUR	€ 292,952
NINTENDO	€ 290,468
LEGO BELGIUM	€ 289,844
PAYCONIQ	€ 268,961

Barbie

19/07/2023



4. ADMISSIONS



► Vacations and content drive admissions

There's a clear correlation between cinema admissions and school vacations. We see this every year.

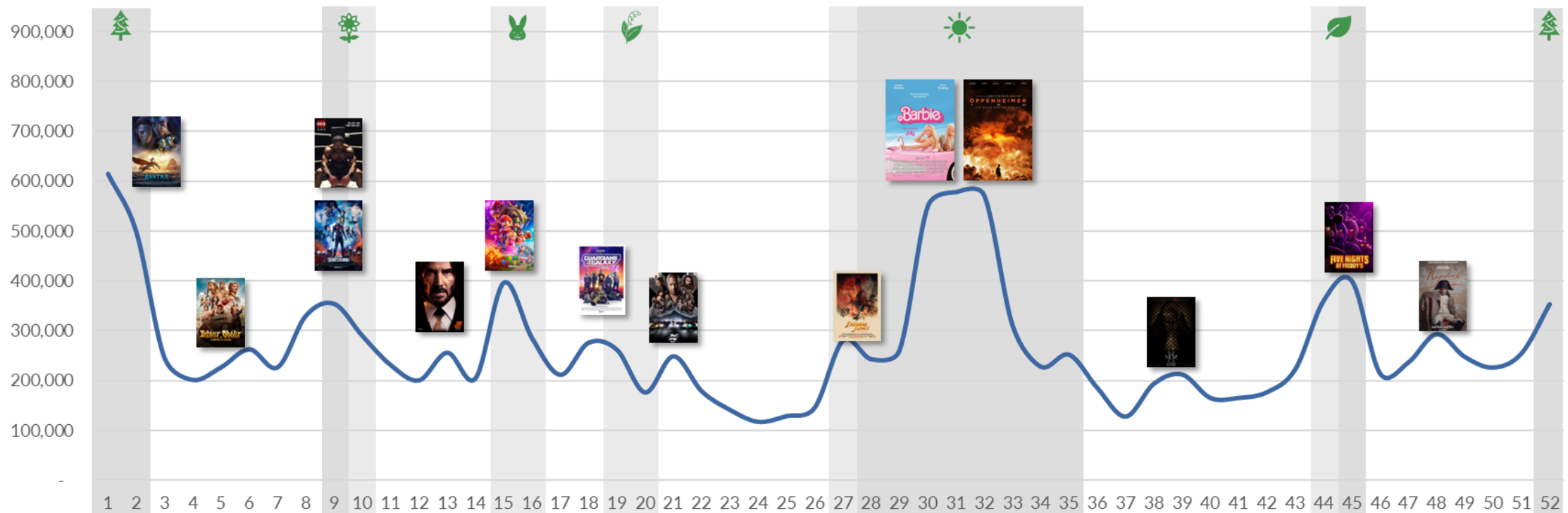
Content, however – also has an important role to play. We see admissions spike when big blockbusters are released. Combine this with a school vacation and this has an incremental effect on the admissions reached during these periods.

This year, the biggest impact was caused by “*Barbenheimer*”, better known as the combined effect of “*Barbie*” and “*Oppenheimer*”. week.

The year also started strong with “*Avatar 2*” (Which has accumulated over 1.3m admissions since release.)

Further important releases were “*The Super Mario Movie*”, “*Five nights at Freddy’s*”, “*Napoleon*” and “*Wonka*”.

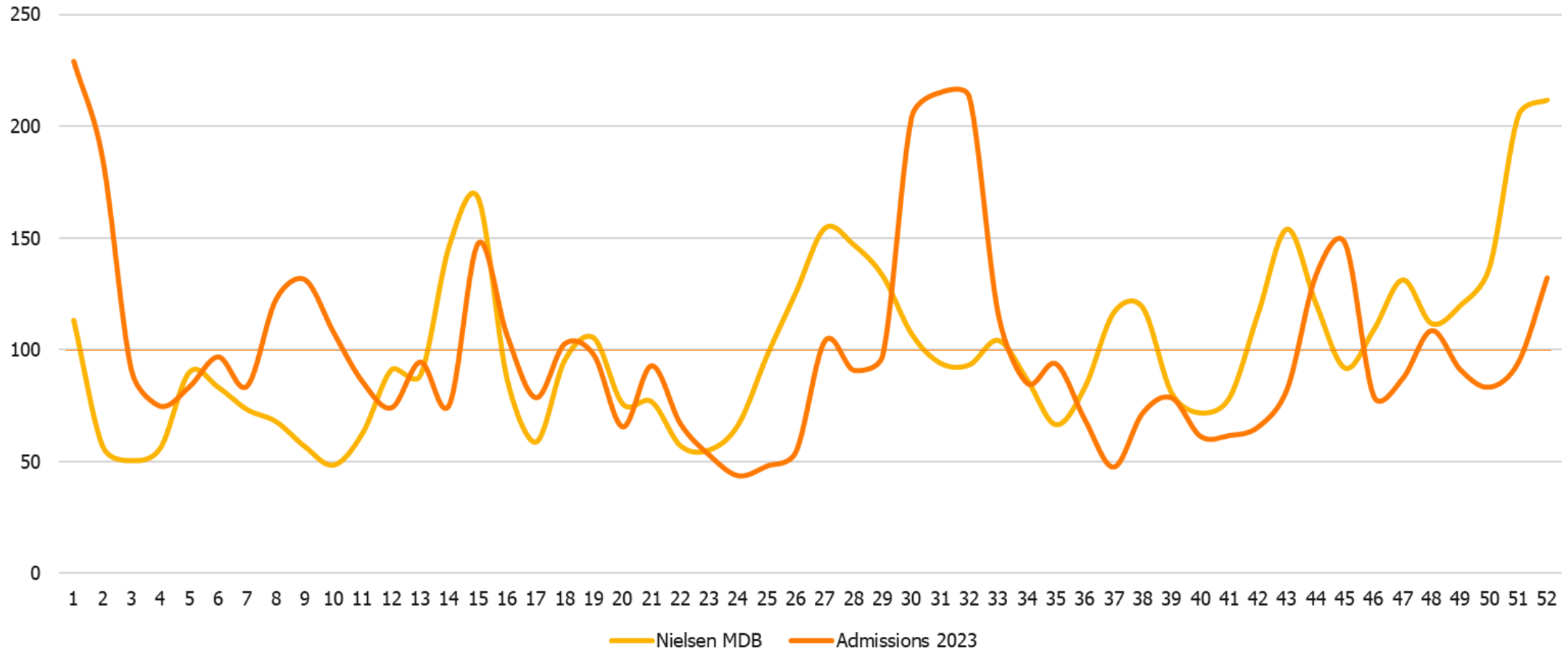
Cineweeks don't always align with ISO weeks, 2023 was unaligned as the first cineweek started in ISO week 2, hence the unaligned vacations and why 2023 started with 2 weeks of christmas vacation and ended without a christmas vacation week.





► Admissions VS Investments - Indexed

There's a clear correlation between investments and admissions in Cinema. They don't always align completely, but the trends are unmistakably there.



KINGDOM OF THE PLANET OF THE APES

22/05/2024



5. CONTENT

► Top 20 movies 2023

The top 20 movies represent 49% of all admissions in 2023.

The top 10 represents 34% of total admissions.

1040 movies were screened in cinemas in Belgium over the full year. This includes re-releases as well as new releases.

“*Barbenheimer*” surprised us all with its success. An incredible marketing effort to promote two movies and had a very noticeable success. This was the year for *Barbie* and *Oppenheimer*.

Movies, such as “*Avatar 2*” – were released at the end of 2022, yet keep traction in the new year and cumulate a significant amount of admissions to land at the top in the full year ranking.

Others, such as “*Wonka*” – released at the end of the year which keeps it from landing higher in the ranking as most of the admissions were cumulated in 2024.

Apart for Asterix, no locally (co-)produced movies landed in the top 20 this year. And not for a lack of releases such as *Het Smelt* (92k), *WIL* (153k) and *The Three Musketeers* (*D’Artagnan* 42k, *Milady* 15k)

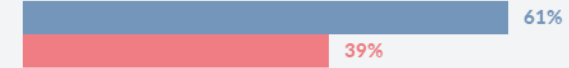
The most visited movies are often sequels and family movies.

	Title	2023	Lifetime
1	Avatar 2: the Way of Water	898,000	1.322.472
2	Barbie	882,579	
3	The Super Mario Bros. Movie	742,479	
4	Oppenheimer	624,858	
5	Elemental	346,967	
6	The Hunger Games: the Ballad of Songbirds and Snakes	271,125	346.492
7	Fast & Furious 10	257,458	
8	Guardians of the Galaxy Vol. 3	241,434	
9	The Little Mermaid	240,954	
10	Puss in Boots 2: the Last Wish	239,806	322.528
11	Indiana Jones and the Dial of Destiny	239,704	
12	Mission: Impossible 7	227,693	
13	Napoleon	227,342	299.142
14	Astérix & Obélix: l'Empire du Milieu (FR)	212,666	
15	Wonka	208,758	537.776
16	Creed III	208,178	
17	The Meg 2: the Trench	190,978	
18	John Wick: Chapter 4	190,244	
19	Spider-Man: Across the Spider-Verse	189,461	
20	The Nun 2	172,027	

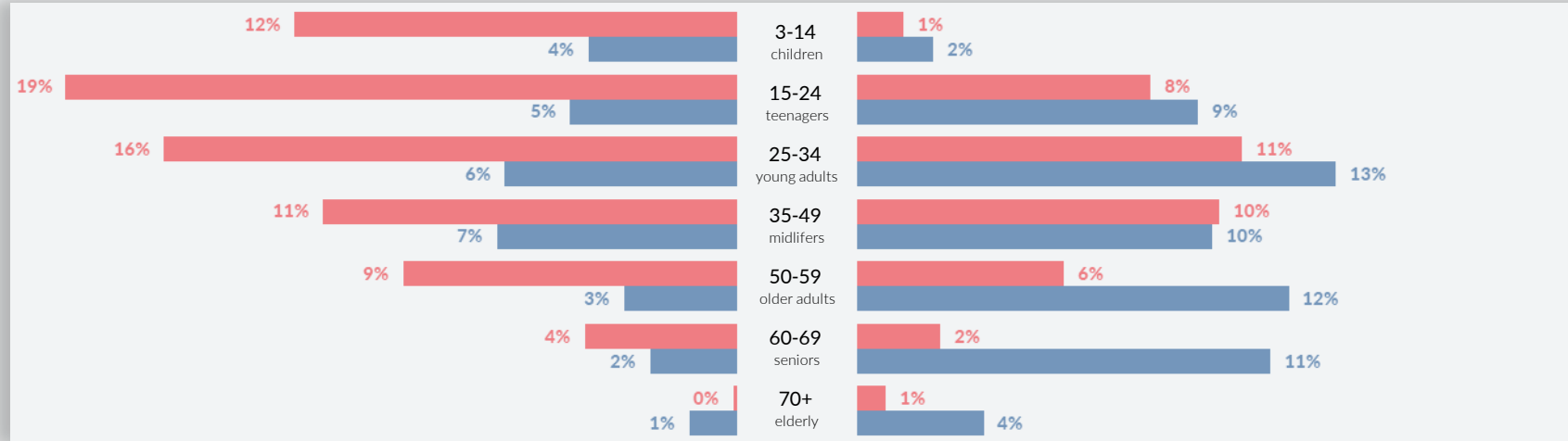


BARBIE

OPPENHEIMER



HAS KIDS (-15y/o)



"Barbie" n=1028

Source: Vertigo Research 2023

"Oppenheimer" n=444



T. Hanks