



Association
of AV Media

CINEMA Report 2024

24

CINEMA Report 2024

AGENDA

1. Cinema Market
2. Cinema Investments
3. Cinema Advertisers
4. Admissions
5. Content



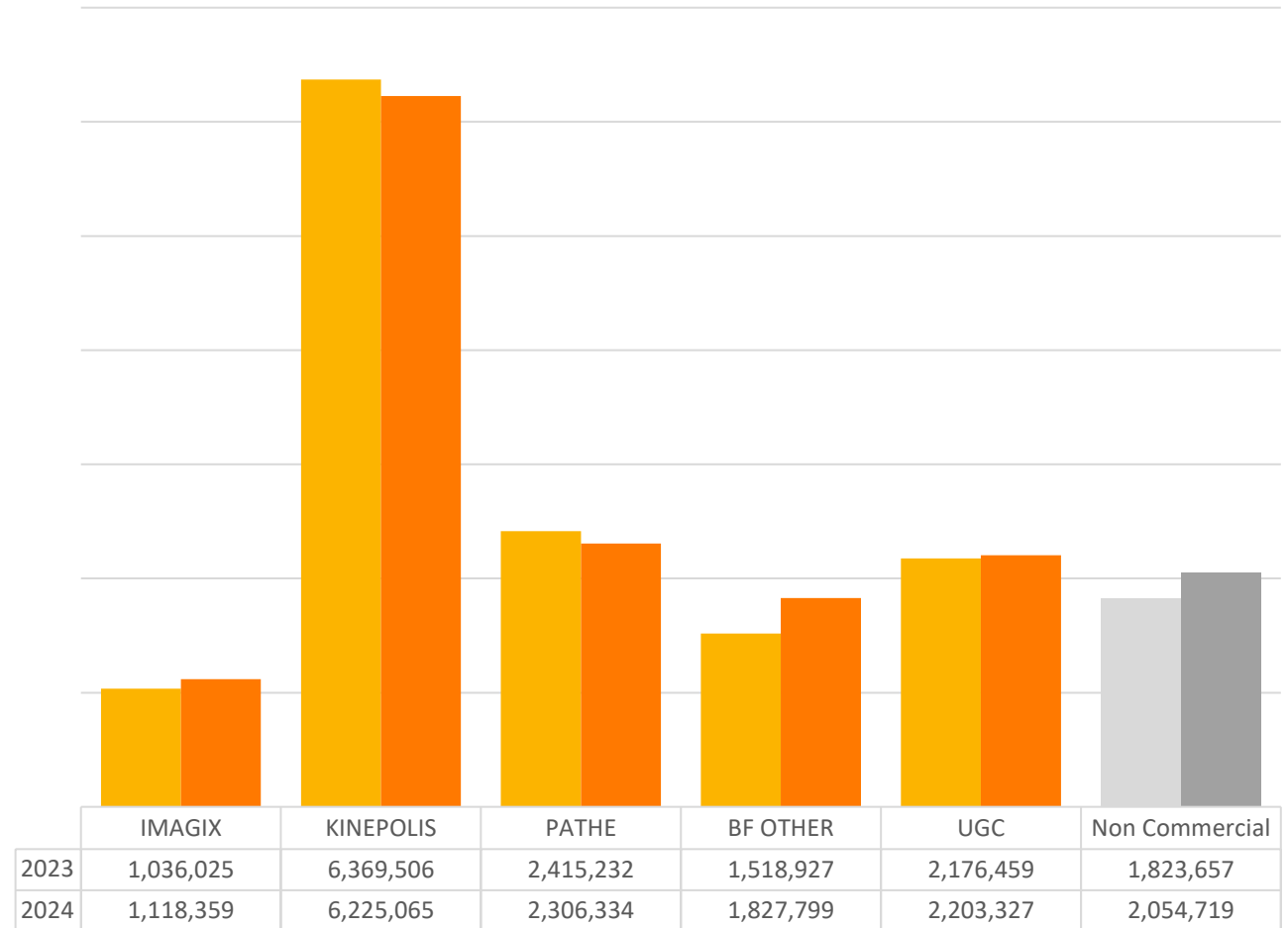
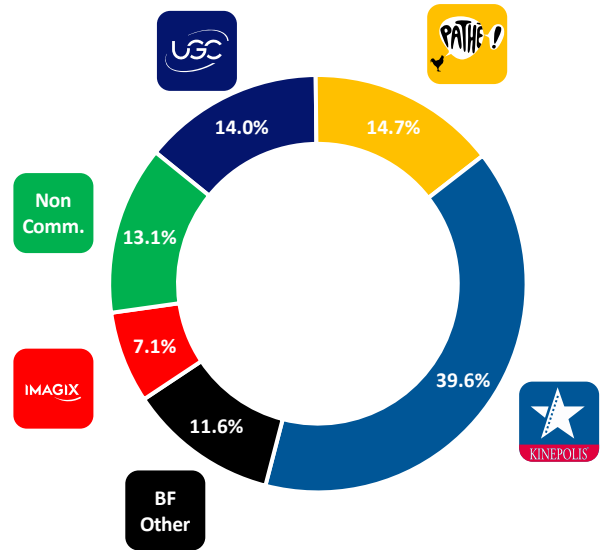
THUNDERBOLTS
**KUNG FU
PANDA
4**



1. CINEMA MARKET

► CINEMA MARKET EVOLUTION

We observe a stable year in 2024 compared to 2023.





► COMMERCIAL CINEMA MARKET BELGIUM

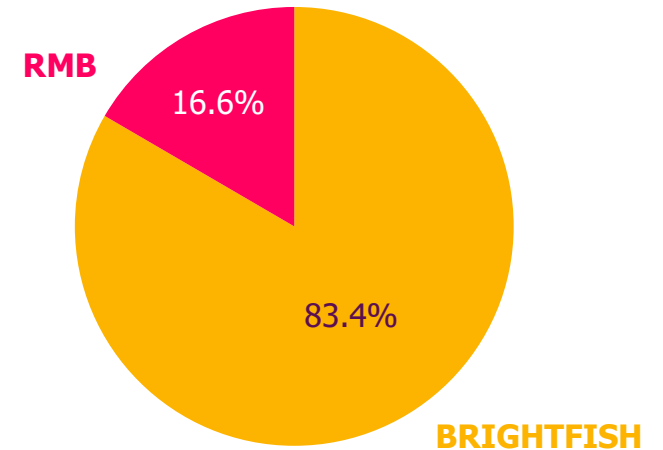
There are 4 main exhibitors in Belgium represented by 2 saleshouses:

- Brightfish representing Kinopolis, Pathé and Imagix
- RMB offering UGC (Transfer Media in 2024)

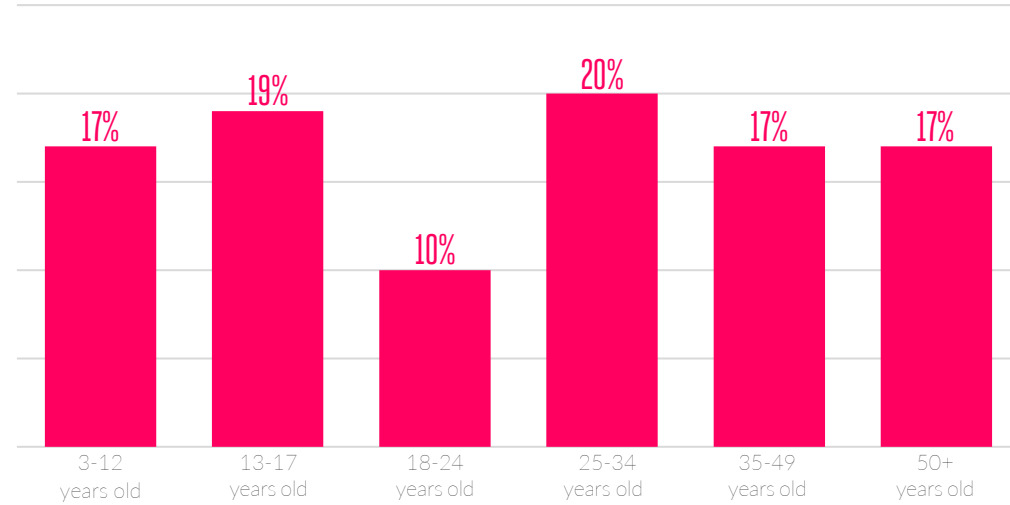
There are also a number of smaller exhibitors who operate on an independent level.

Admission data is collected by an independant body named Cinedata and since 2024 supervised by CIM.

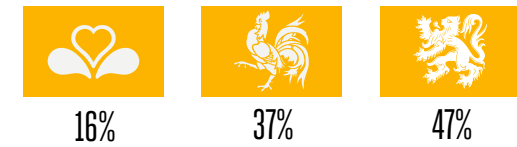
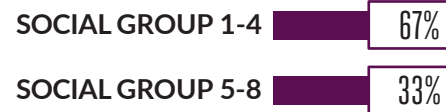
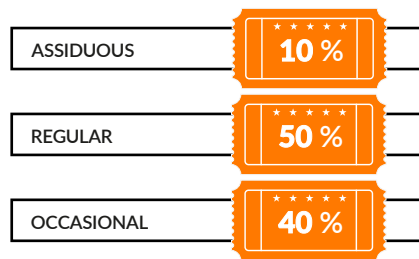
Share admissions 2024



► CINEMA PROFILE 2024



THEY ARE...



► CINEMA PROFILE – FAMILY MOVIE



VAIANA 2

27 November 2024

Disney

Animation / Family



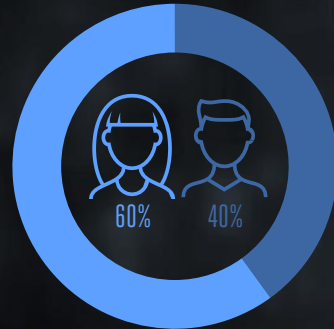
AUDIENCE CATEGORY
YoungKids



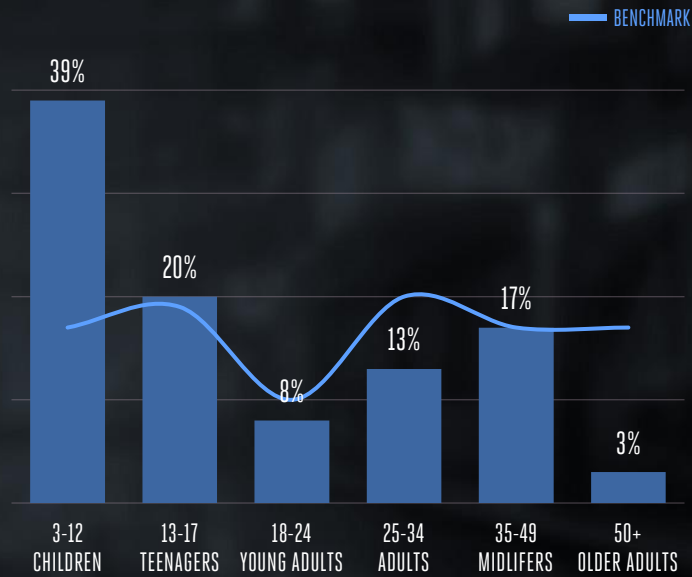
SOCIAL GROUPS 1-4



SOCIAL GROUPS 5-8



HAS CHILDREN -15y
69%



► CINEMA PROFILE – ART MOVIE

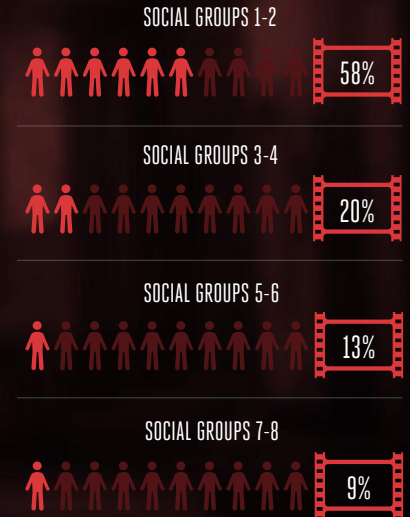
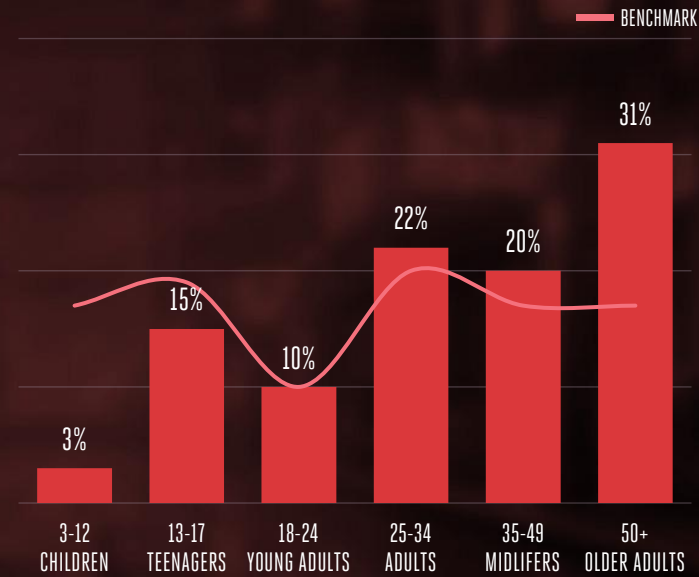
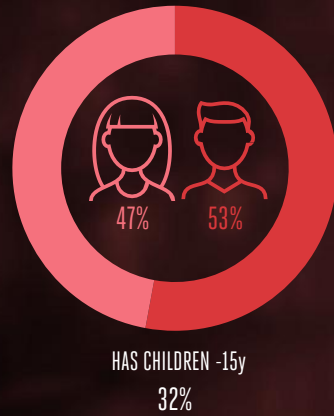


LE COMTE DE MONTE-CRISTO

26 Juni 2024 Alternative Film Historical / Action / Adventure / Drama



AUDIENCE CATEGORY
Arthouse



► CINEMA PROFILE – BLOCKBUSTER



DEADPOOL & WOLVERINE

24 Juli 2024

Disney

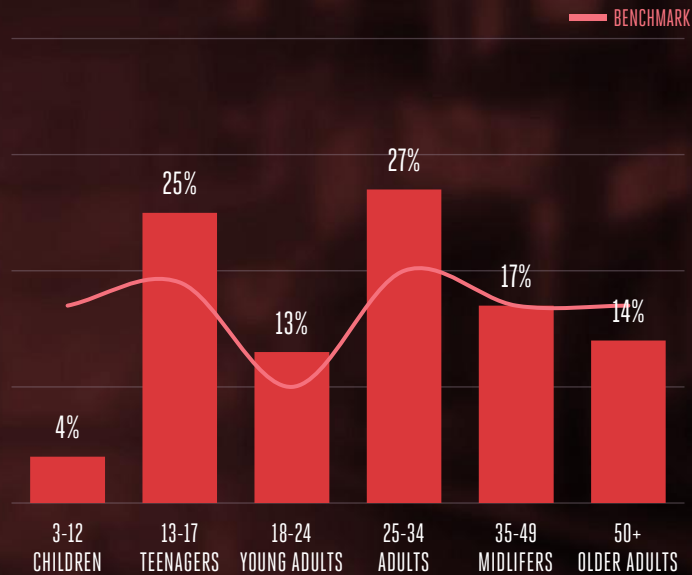
Action / Adventure / Comedy / SciFi



AUDIENCE CATEGORY
Adolescents



HAS CHILDREN -15y
38%



CHALLENGERS



2. CINEMA INVESTMENTS



► CINEMA ATTRACTS ADVERTISERS FROM A LOT OF A DIVERSES INDUSTRIES

Cinema is a niche advertising medium that, despite receiving a small share of marketing investments compared to traditional media, holds strategic value for many brands.

Various industries, including automotive, fashion, luxury, and technology, utilize cinema advertising as part of their marketing mix. The entertainment and cultural sectors also find cinema an ideal platform for promoting audiovisual content.

In conclusion, while cinema remains a minor player in terms of advertising spend, it continues to attract advertisers from diverse industries who recognize its potential to enhance brand storytelling and audience engagement.

Cinema	2018	2019	2022	2023	2024
Sectors	56	60	60	49	46
Advertisers	348	386	260	270	241
Brands	432	480	297	304	268
Total ad spend	31.276.830 €	31.280.517€	31.280.197€	32.129.602€	27.513.538 €



► CINEMA ATTRACTS NEW ADVERTISERS : A GROWING PARTNERSHIP

34

The number of new cinema advertisers in 2024 compared with 2023.

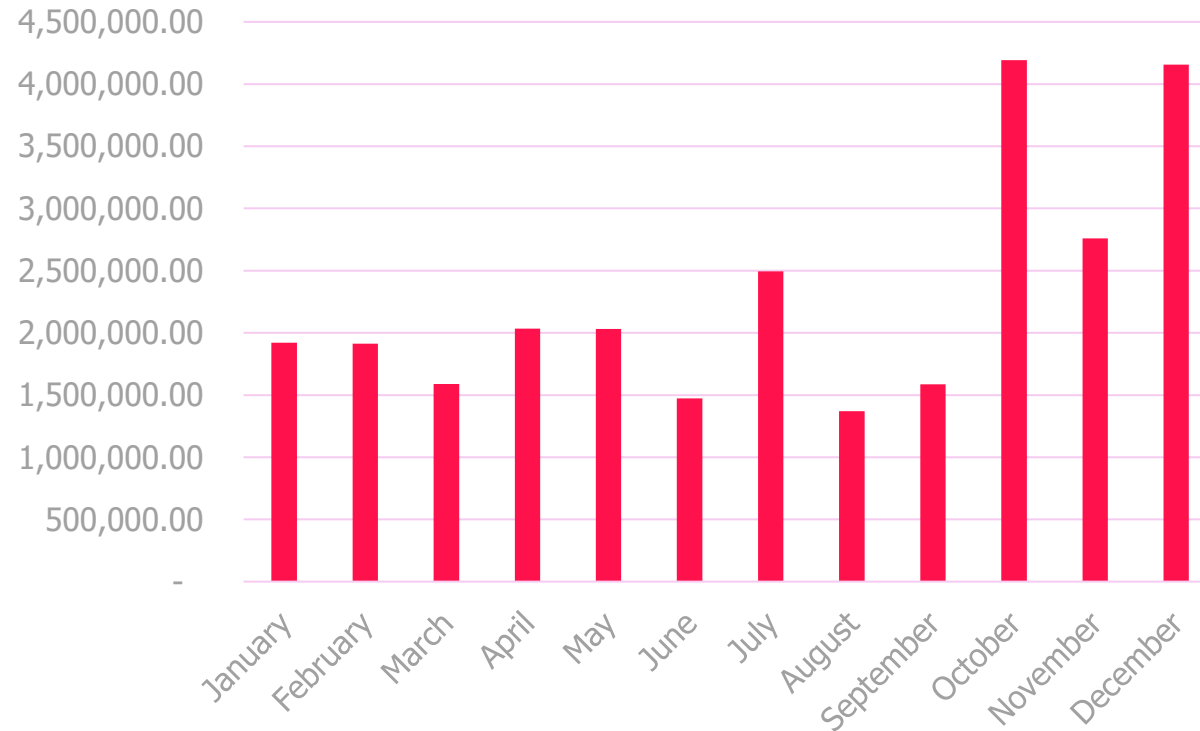
3.7 M

Total investment in Cinema by its 34 new advertisers in 2024



► CINEMA ADVERTISING PEAKS : HOLIDAYS AND YEAR-END

Every year, the advertising investments in the cinema industry reach a peak during the holiday season, with a particular surge towards the end of December. This period is strategically significant for both film distributors and advertisers, as families and individuals flock to theaters in search of entertainment during the festive break. The last weeks of December, in particular, represent a crucial window for launching new films and ramping up promotional campaigns, capitalizing on the increase in moviegoers.



MARVEL
DEADPOOL
& **WOLVERINE**



3. CINEMA ADVERTISERS



► CINEMA AND ADVERTISERS : A LONG-TERM RELATIONSHIP WITH NEW ENTRANTS

There have been noticeable changes in the top cinema advertisers for 2024 compared to 2023. Brands like Coca-Cola, Volvo, and Duvel are no longer featured in the top ranks.

However, advertisers continue to make their presence known, such as Ikea and telecom companies like Telenet, Proximus, and Orange. Car brands like BMW and D'leteren are also still prominent in the top listings.

In 2024, new advertisers such as Douwe Egberts, Amazon and Campofrio will be embarking on the great adventure of cinema. Others, such as Lego, BMW, Helan and Stellantis, have considerably increased their investments in this medium.

Position	Advertisers	Invests	EVO 2024 VS 23
1.	Ikea Belgium	2.381.000 €	+ 69%
2.	Orange	996.366 €	+39%
3.	Axa Group	746.869 €	+ 46%
4.	BMW	732.235 €	+31%
5.	Proximus	708.805 €	+28%
6.	Communautés et régions	707.496 €	-26%
7.	Lego Belgium	654.515 €	+126%
8.	Unilever	549.500 €	-9%
9.	Telenet	546.458 €	+91%
10.	DE Master Blenders 1753	517.931 €	/
11.	Carrefour Group	488.891 €	+67%
12.	Samsung	445.235 €	+67%
13.	Stad Hasselt	434.504 €	+255%
14.	Amazon	428.489 €	/
15.	Campofrio	418.622 €	/
16.	D'leteren group	411.139 €	-64%
17.	Engie	407.381 €	+28%
18.	Stellantis	391.011 €	+155%
19.	Helan	360.486 €	/
20.	Walt disney Company	340.160€	+34%



► GROSS CINEMA INVESTMENTS PER ECONOMICAL GROUP

The culture, tourism, leisure, and sports sector represents the primary source of cinema advertising investments, accounting for 37% of total spending.

Following this, the services sector ranks second with 17% of investments, while the distribution sector accounts for 14%. The food industry follows with 9%, and the telecommunications sector, with 7%, completes the list of top cinema advertising investors.

Notably, the culture sector has seen significant growth, with an increase of +1.127 million euros between 2024 and 2023. The distribution sector has also experienced a positive trend, alongside the home and office equipment sector, which has grown by +489,000 euros.

However, the food sector has faced a sharp decline, as has the transport sector, marking a significant reduction in their cinema advertising investments.

Position	Economical group	2024	Share of invests	Increase/decrease
1.	Culture, tourism and leisure	10.295.748€	37%	▲
2.	Services	4.626.030€	17%	▼
3.	Distribution	3.898.106€	14%	▲
4.	Transport	2.931.530€	11%	▼
5.	Alimentation	2.432.326€	9%	▼
6.	Telecom	1.842.216€	7%	▲
7.	Equipeement maison-Bureau	528.252€	2%	▲
8.	Beauté-Hygiène	502.676€	2%	▲
9.	Energie-Combustibles	407.381€	1%	▲
10.	Habillement-Accessoires	27.363€	1%	▼
11.	Animaux	21.910 €	1%	▲

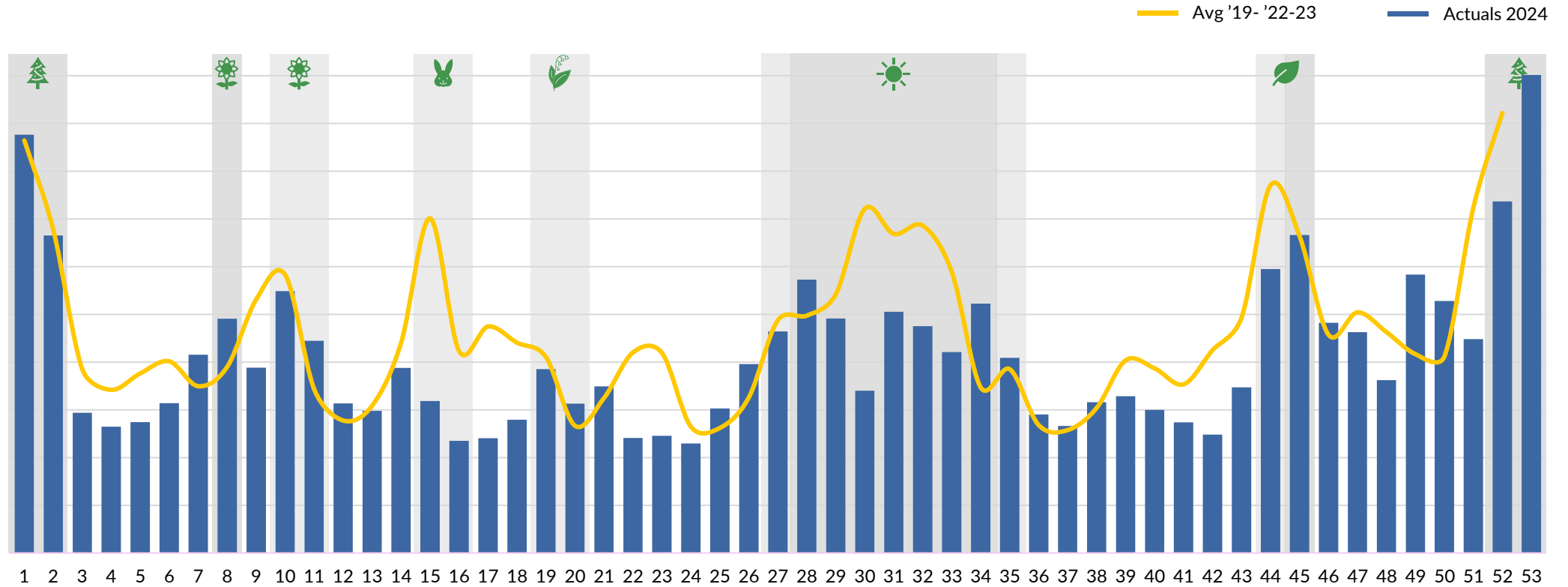
Disney PIXAR
**INSIDE
OUT 2**



4. ADMISSIONS



► VACATIONS AND CONTENT DRIVE ADMISSIONS



**ADMISSIONS REMAINED ON PAR IN 2024
BUT WAS LACKING SUPER MARIO & BARBENHEIMER**

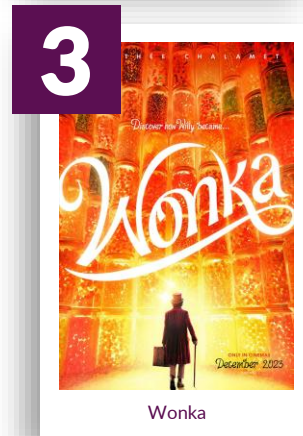
Source: BF data

KINGDOM OF THE PLANET OF THE ADES



5. CONTENT

► TOP 15 MOVIES 2024

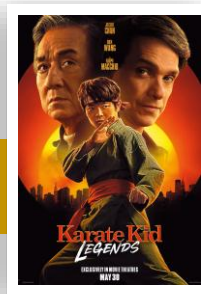
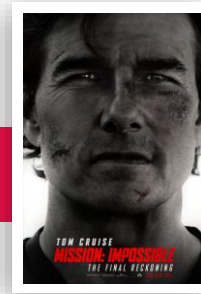
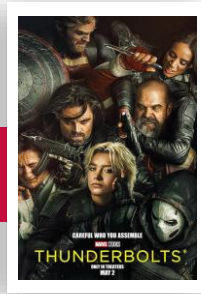
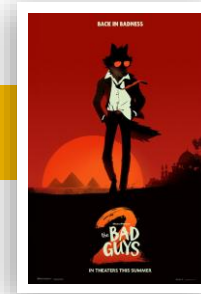
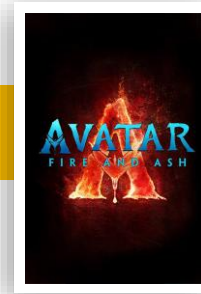
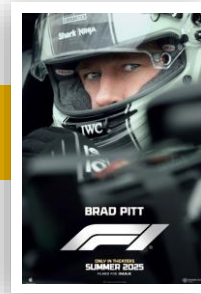
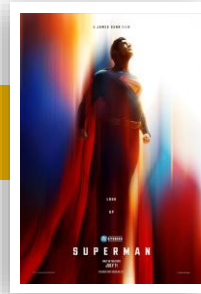
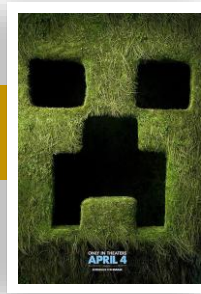
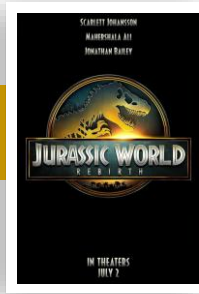


1	Inside out 2	857.880
2	Vaiana 2	680.622
3	Wonka	649.099
4	Mufasa: The Lion King	526.745
5	Despicable Me 4	471.379
6	Deadpool & Wolverine	465.940
7	Gladiator II	446.989
8	Dune: Part 2	418.424
9	Wicked - Part 1	337.042
10	Un P'tit Truc En Plus	325.815
11	Le Comte De Monte-Cristo	306.941
12	Napoleon	303.193
13	Migration	290.112
14	Sonic The Hedgehog 3	284.878
15	Wish	275.664

967 different movies were released in 2024

Bold = total lifecycle

▶ MAJOR RELEASES 2025

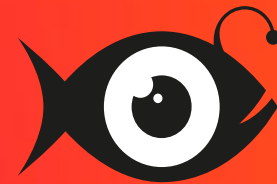


► CONCLUSION

- CINEMA IS ALIVE AND KICKING: COVID & 5 MONTH HOLLYWOOD STRIKES ARE DEFINITELY BEHIND US
- 45 % OF MOVIEGOERS ARE YOUNGER THAN 24 YEARS OLD, AND REMAINING STRONG ON 15-34 WITH 42% SHARE.
- 60% of the Movie Goers are LOYAL but still 40% OCCASIONAL, NOT ONLY REACHING THE SAME PEOPLE



T. Hanks



BRIGHTFISH
eye catching media



move ahead