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In 2016, cinemas in Malta and Gozo projected 391 different film titles and registered a total of 673,487 admissions.

## Cinema Statistics: 2016

Eight cinema establishments were open to the public during the year under review, of which two were located in Gozo. Altogether, these eight cinemas had a total of 35 screens and a seating capacity of 6,771. 26 out of 35 cinema theatres were accessible to persons with disabilities (Tables 1 and 2).

A total of 391 new film titles were proposed in 2016 - an increase of 16 films when compared to the previous year. Despite this increase, admissions to cinemas dropped by 4.4 per cent when compared to the previous year, reaching 673,487. Nearly a quarter of these cinemagoers chose a 3D-film (Chart 1).

74.8 per cent of cinemagoers watched films originating from the United States reaching 503,975, while 144,638 cinemagoers (21.5 per cent) watched a film originating from an EU-member country (Table 4). On their part, Maltese productions accounted for 11,036 admissions, equivalent to 1.6 per cent of the total (Table 5). On average, Maltese production were screened for a relatively longer duration than foreign films (Chart 3). This has however not helped mitigating differences between the average demand for films originating from USA and those originating from Malta, as clearly shown in Chart 2.

The eight cinema establishments under study reported a total number of 938 film shows projected in 2016, of which 78.7 per cent were first-time releases. 64.0 per cent of these film shows were fiction (non-animated) films, while the share of animation film shows reached 17.5 per cent (Table 6). On the other hand, admissions in fiction and animation films stood at 69.1 per cent and 24.3 per cent of the total respectively (Table 7).

The three most popular movies in 2016 were 'Finding Dory', 'Deadpool' and 'The Secret Life of Pets'. These three films attracted 4.2, 3.2, and 3.1 per cent of cinemagoers in 2016, respectively (Table 8).

Last year, cinemas employed an average of 187 persons, of which 84.0 per cent were engaged on a part-time basis (Table 9) ■

**Table 1. Number of cinema establishments and capacity by number of screens: 2016**

Number of screens	Number of cinema establishments	Seating capacity
5 or less	5	1,642
More than 5	3	5,129
<b>Total</b>	<b>8</b>	<b>6,771</b>

**Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2015-2016**

	Number of cinema establishments	Number of screens	% of total screens
<b>2016</b>			
Type of projections in theatre:			
Digital non-3D Film	2	24	68.6
Digital 3D Film	5	10	28.6
Other	1	1	2.9
<b>Total</b>	<b>8</b>	<b>35</b>	<b>100.0</b>
Screens accessible to disabled persons	7	26	74.3
<b>2015</b>			
Type of projections in theatre:			
Digital non-3D Film	2	24	68.6
Digital 3D Film	5	10	28.6
Other	1	1	2.9
<b>Total</b>	<b>8</b>	<b>35</b>	<b>100.0</b>
Screens accessible to disabled persons	7	26	74.3

Note: Cinema establishments with theatres supporting both Digital non-3D and Digital 3D type of projection were classified under Digital 3D category. The data for 2015 is being reproduced due to revisions in classification.

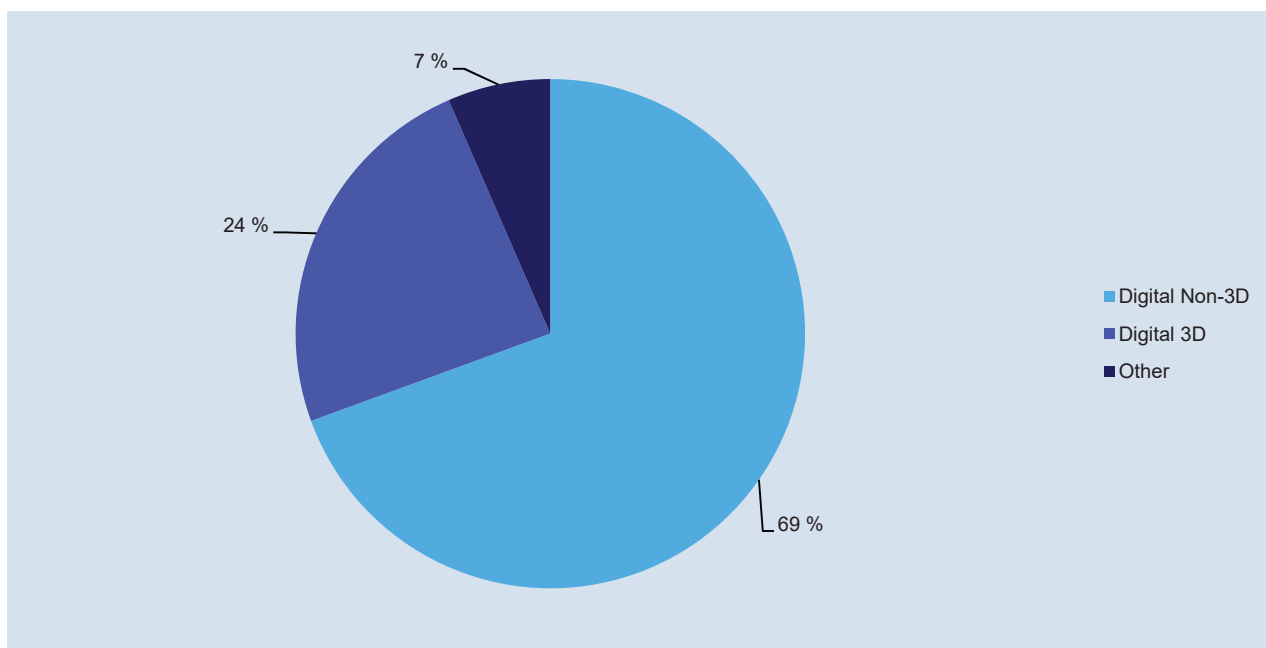
**Table 3. Cinema establishments by type of ticketing facilities and snack kiosks: 2016**

	Number	% total
Type of ticketing facilities*:		
Reservation of tickets by phone	6	75.0
Purchasing online and pick-up at cinema	3	37.5
Purchasing online and print-at-home	4	50.0
Snack kiosks:		
None	1	12.5
1 only	4	50.0
More than 1	3	37.5
<b>Total number of establishments</b>	<b>8</b>	<b>100.0</b>

\* Cinemas with more than one facility are being counted more than once in this table

Note: Cinema establishments having more than one ticketing system were counted according to the number of facilities provided.

**Chart 1. Admissions by film projection format: 2016**



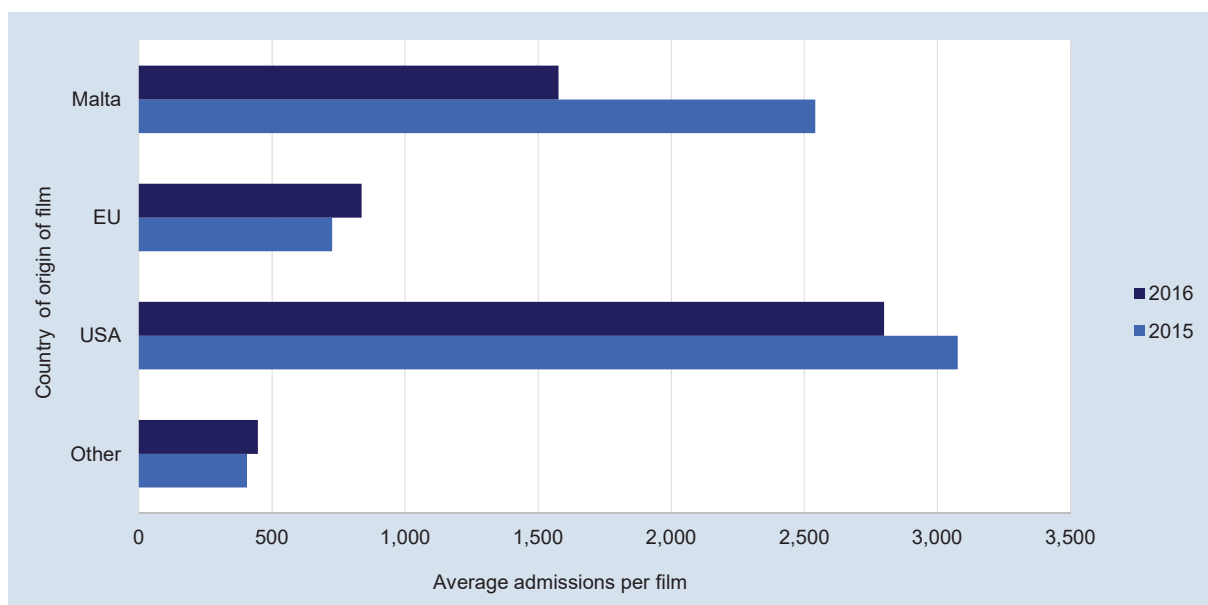
**Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2016**

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€ 000)
Malta	7	11,036	543	62
Foreign	384	662,451	48,299	4,192
EU	173	144,638	12,111	926
USA	180	503,975	34,879	3,188
Other	31	13,838	1,309	78
<b>Total</b>	<b>391</b>	<b>673,487</b>	<b>48,842</b>	<b>4,254</b>

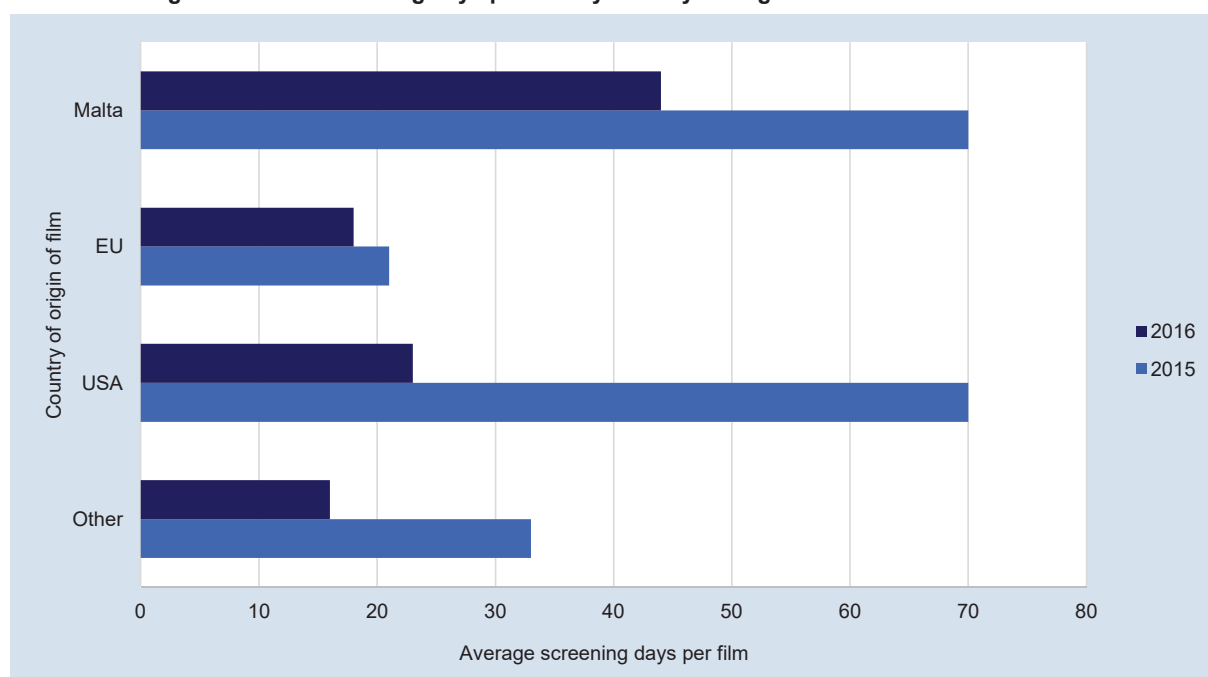
**Table 5. Admissions by country of origin of film: 2016**

Country of origin of film	Number of admissions	% admissions
France	21,686	3.2
Malta	11,036	1.6
Finland	8,913	1.3
UK	99,638	14.8
USA	503,975	74.8
Other	28,239	4.2
<b>Total</b>	<b>673,487</b>	<b>100.0</b>

**Chart 2. Average number of admissions per film by country of origin of film**



**Chart 3. Average number of screening days per film by country of origin of film**



**Table 6. Number of film shows by type and occurrence of release: 2016**

Type	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Animation	130	17.6	34	17.0	164	17.5
Documentary	52	7.0	10	5.0	62	6.6
Fiction (non-animation)	489	66.3	111	55.5	600	64.0
Live/encore screenings	54	7.3	5	2.5	59	6.3
Other	13	1.8	40	20.0	53	5.7
<b>Total</b>	<b>738</b>	<b>100.0</b>	<b>200</b>	<b>100.0</b>	<b>938</b>	<b>100.0</b>

**Table 7. Number of admissions by type of film exhibited: 2016**

Type of film	Number of film titles	Number of admissions	% admissions	Average admissions per film
Animation	35	163,920	24.3	4,683
Documentary	39	35,590	5.3	913
Fiction (Non-animation)	209	465,102	69.1	2,225
Live/encore screenings	56	6,137	0.9	110
Other	52	2,738	0.4	53
<b>Total</b>	<b>391</b>	<b>673,487</b>	<b>100.0</b>	<b>1,722</b>

**Table 8. Top ten films exhibited, ranked by number of admissions: 2016**

Rank	Film title	Country of origin of film	Type of film	Number of admissions	% admissions
1	Finding Dory	USA	Animation	28,053	4.2
2	Deadpool	USA	Fiction (Non-animation)	21,865	3.2
3	The Secret Life of Pets	USA	Animation	21,023	3.1
4	The Jungle Book	UK	Fiction (Non-animation)	20,949	3.1
5	Suicide Squad	USA	Fiction (Non-animation)	20,785	3.1
6	Fantastic Beasts and Where to Find Them	UK	Fiction (Non-animation)	19,931	3.0
7	Moana	USA	Animation	16,847	2.5
8	Trolls	USA	Animation	16,379	2.4
9	Alvin and the Chipmunks: The Road Chip	USA	Animation	15,979	2.4
10	Batman v Superman: Dawn of Justice	USA	Fiction (Non-animation)	14,831	2.2

\* see methodological note 5

Chart 4. Average gross box office receipts per film by country of origin of film

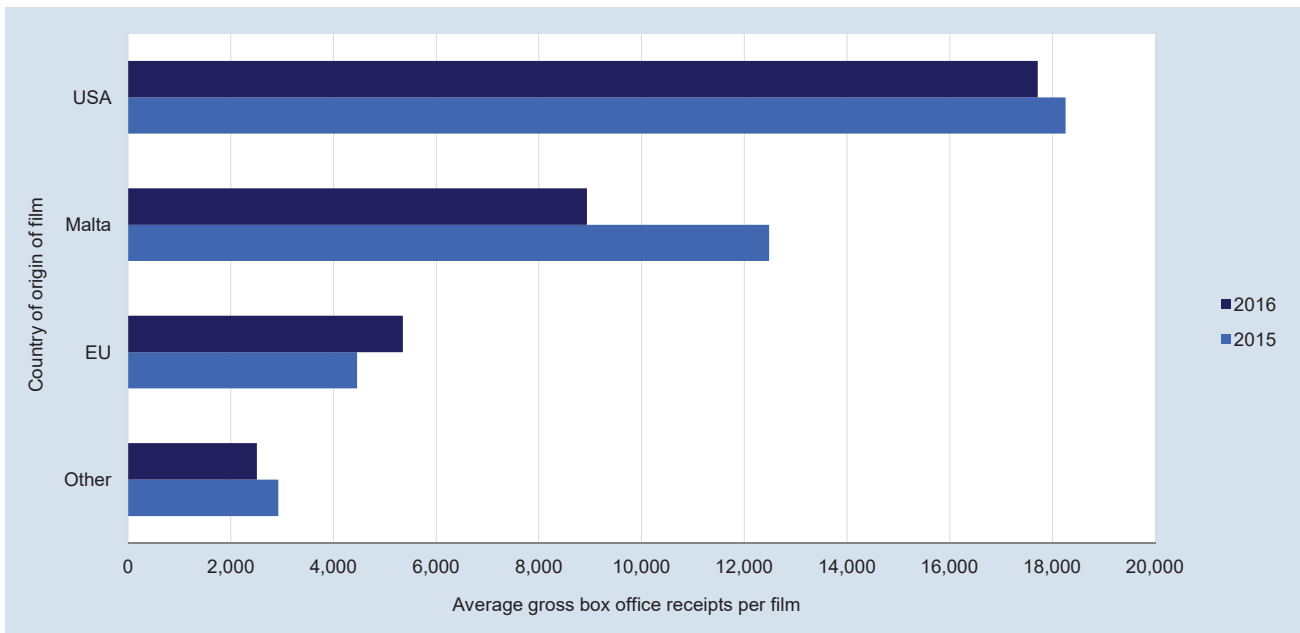


Chart 5. Percentage gross box office receipts by country of origin of film

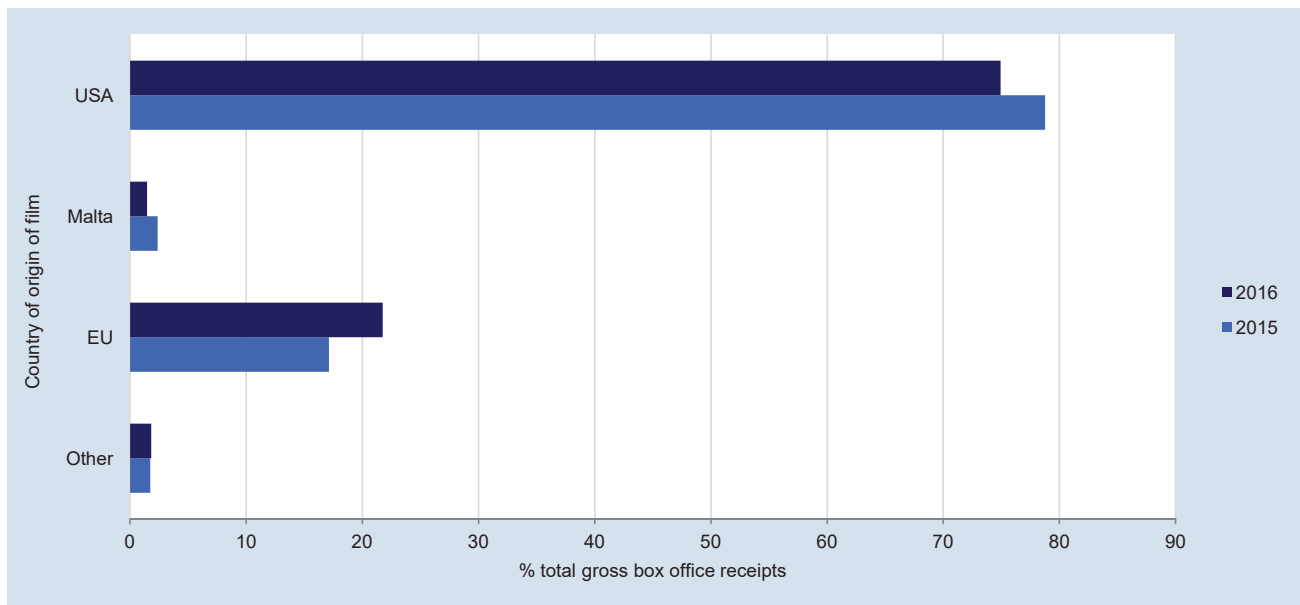


Table 9. Staff levels by quarter: 2016

	January-March	April-June	July-September	October-December	Average
<b>2016</b>					
<b>Employed</b>	<b>179</b>	<b>185</b>	<b>193</b>	<b>189</b>	<b>187</b>
Full-time	28	29	30	30	<b>29</b>
Part-time	151	156	163	159	<b>157</b>
<b>Voluntary workers</b>	<b>4</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>3</b>
<b>Total</b>	<b>183</b>	<b>189</b>	<b>193</b>	<b>193</b>	<b>190</b>

## Methodological Notes

1. A cinema establishment is defined as a fixed commercial business installation primarily engaged in the commercial projection of cinematographic audio-visual works (in 35mm and/or digital format using a minimum of 1.3K resolution), through a regular film programming schedule and ticketing system.
2. For the purposes of this survey, the following explanations are given:
  - Film show: each film title enumerated according to the cinema establishment it is shown in.
  - Screening: each time a film title is shown in the Maltese Islands, irrespective of the cinema establishment it is shown in.
3. Information in this news release was obtained through a survey carried out among all active cinema establishments in Malta and Gozo during reference year 2016.
4. Film details were verified with IMDB website.
5. Data on admissions is split according to month of admission and not the month of release.
6. The survey is dependent on the information provided to the NSO by respondents. While every effort has been made to minimise the extent of under-reporting, the NSO is not responsible for inaccuracies that may emerge as a result of such under-reporting.
7. Totals may not add up due to rounding.
8. The data in this release should be considered as final, although there may be minor revisions further to provision of other data.
9. Kindly indicate source when quoting from this release.
10. The advanced news release calendar may be accessed at [www.nso.gov.mt](http://www.nso.gov.mt)