

18 July 2019 | 1100 hrs | 114/2019

In 2018, cinemas in Malta and Gozo projected 450 different film titles and registered a total of 839,931 admissions.

Cinema Statistics: 2018

In 2018, there were eight cinema establishments with a total of 35 screens and a seating capacity of 6,716 (Tables 1 and 2). Of these eight cinemas, two were located in Gozo.

In total 450 film titles were exhibited in 2018, while the total screenings amounted to 45,011, with an average of 100 screenings per film. Last year, cinemas registered a total of 839,931 admissions. Maltese productions had 17,911 admissions with a total gross box office of € 97,000 in 756 screenings. On the other hand, foreign productions had 822,020 admissions with a total gross box office of € 5.4 million in 44,255 screenings (Table 4). The majority of cinemagoers, 91.5 per cent, have watched films originating from the United States. On their part, Maltese productions attracted 2.1 per cent of the total number of admissions (Table 5).

Admissions to 3D movies accounted for 11.8 per cent of the total, while 87.2 per cent of admissions were for digital non-3D films (Chart 1). A total of 973 film shows were projected in 2018, of which 78.3 per cent or 762 film shows were first-time releases (Table 6). Last year, 292 fiction films were screened in cinemas across Malta and Gozo. Films falling under this category attracted 77.3 per cent of total admissions. On their part, animation films amounted to 49 and attracted 19.8 per cent of total admissions (Table 7).

In 2018, the most popular movies were 'Bohemian Rhapsody', 'Mamma Mia: Here We Go Again' and 'Johnny English Strikes Again'. 'Bohemian Rhapsody' attracted 8.2 per cent of the total admissions, 'Mamma Mia: Here We Go Again' attracted 5.8 per cent of the total admissions and 'Johnny English Strikes Again' attracting 5.0 per cent each of the total admissions (Table 8).

In terms of age classification, most films shown in Maltese cinemas were rated as '15' and '12A'. Of the films projected in 2018, 33.8 per cent were rated as '15', while 18.9 per cent were rated as '12A'. On the other hand just 2.2 per cent were rated as '18' (Table 9).

The running time of 62.4 per cent of the films projected in 2018 fell within the 76 to 120 minutes bracket. These were followed by films with a duration of 121 to 180 minutes, amounting to 27.3 per cent. The 'Live/Encore' type of screenings, including operas, ballets, and theatre, had the longest running time with an average of 165 minutes. On the other hand, animation films were the shortest with an average running time of 91 minutes (Chart 6). With reference to the number of staff members, last year, cinemas employed an average of 174 persons, 83.5 per cent of which were on a part-time basis (Table 11) ■

Table 1. Number of cinema establishments and capacity by number of screens: 2018

Number of screens	Number of cinema establishments	Seating capacity
5 or less	5	1,586
More than 5	3	5,130
Total	8	6,716

Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2018

Type of projection in theatre	Number of cinema establishments	Number of screens	% of total screens
Digital non-3D Film	2	22	62.9
Digital 3D Film	5	12	34.3
Other	1	1	2.9
Total	8	35	100.0
Screens accessible to persons with disability	7	27	77.1

Notes:

1. Cinema establishments with theatres supporting both Digital non-3D and Digital 3D type of projection were classified under Digital 3D category.
2. The share of screens accessible to disabled persons is calculated over the total number of screens.

Table 3. Cinema establishments by type of ticketing facilities and snack kiosks: 2018

Type of ticketing facility	Number	% total
Reservation of tickets by phone	6	75.0
Purchasing online and pick-up at cinema	2	25.0
Purchasing online and print-at-home	4	50.0
Snack kiosks:		
None	1	12.5
1 only	5	62.5
More than 1	2	25.0
Total number of establishments	8	100.0

Note: In the first part of the table, the count denotes the different types of ticketing systems.

Chart 1. Percentage of admissions by film projection format: 2018

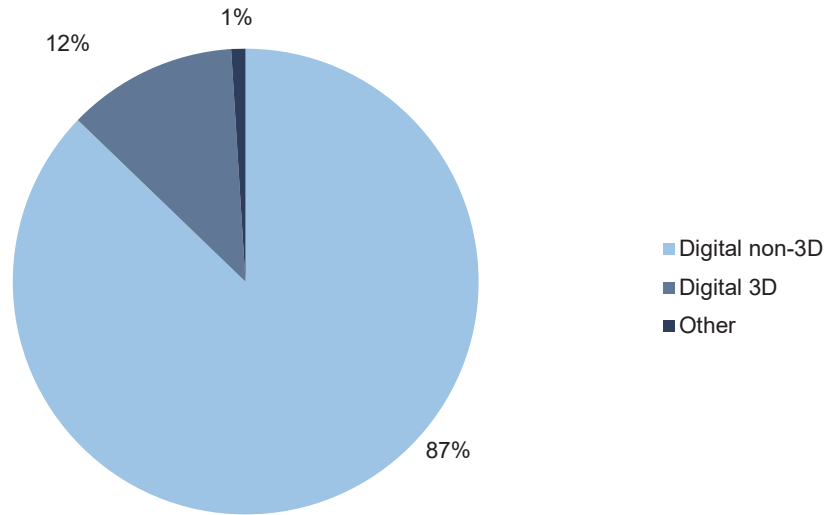


Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2018

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€ 000)
Malta	17	17,911	756	97
Foreign:	433	822,020	44,255	5,367
EU	180	49,937	4,238	316
US	219	768,626	39,763	5,023
Other	34	3,457	254	28
Total	450	839,931	45,011	5,464

Table 5. Admissions by country of origin of film: 2018

Country of origin	Number of admissions	% admissions
US	768,626	91.5
UK	27,282	3.2
Malta	17,911	2.1
Germany	7,650	0.9
Spain	4,368	0.5
Other	14,094	1.7
Total	839,931	100.0

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

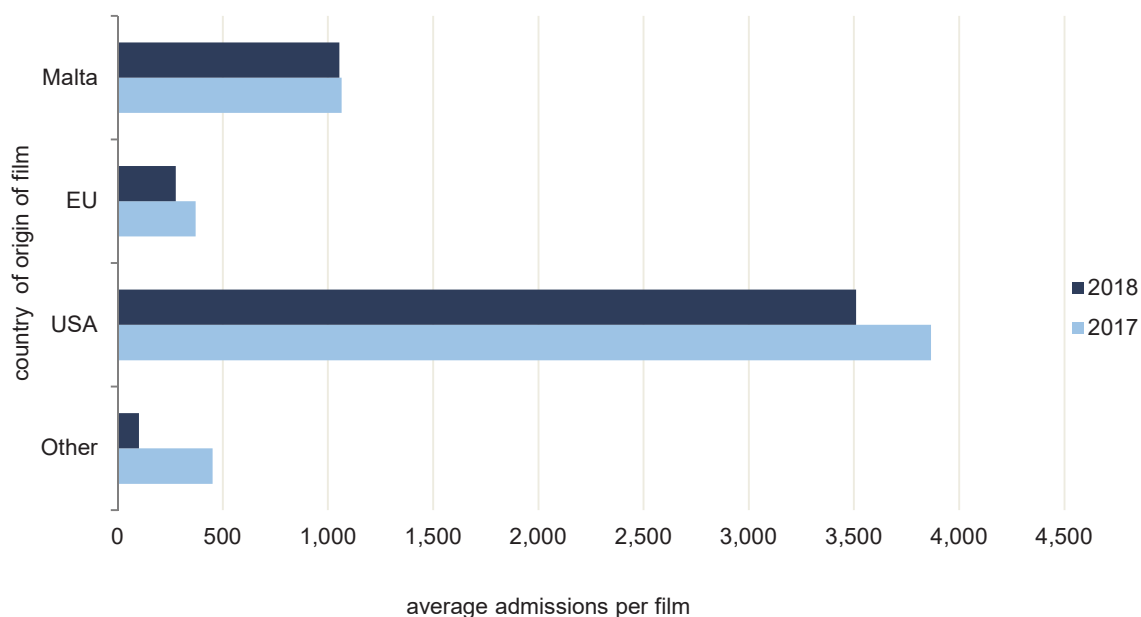


Chart 3. Average number of screening days per film by country of origin of film

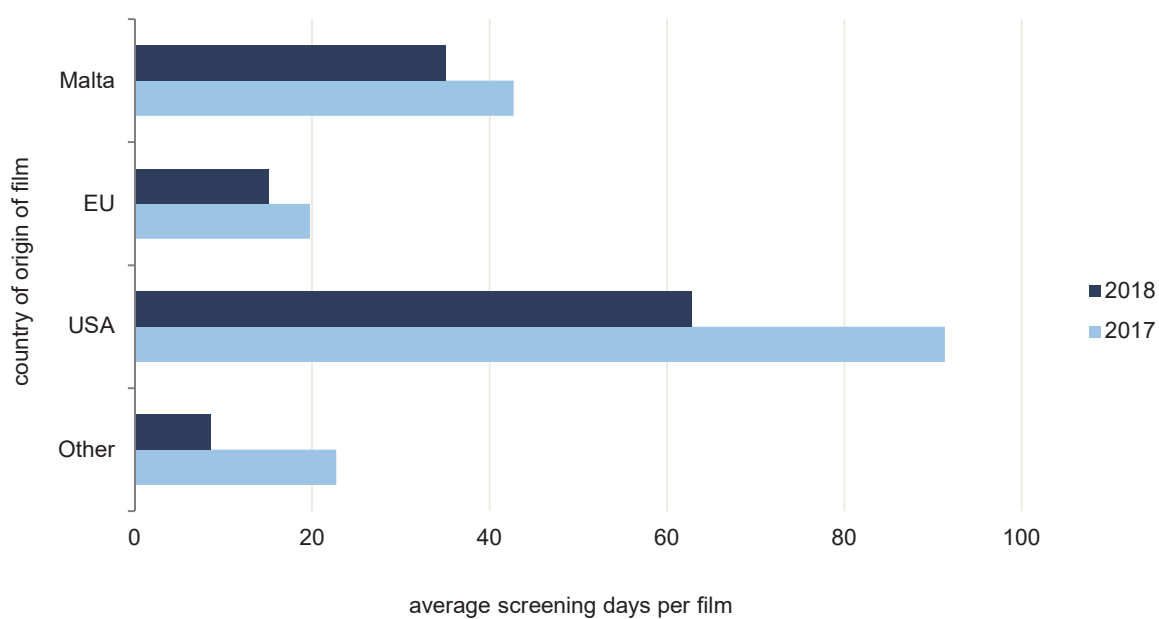


Table 6. Number of film shows by genre and occurrence of release: 2018

Genre	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Animation	113	14.8	71	33.6	184	18.9
Documentary	30	3.9	1	0.5	31	3.2
Fiction (Non-animation)	541	71.0	134	63.5	675	69.4
Live/encore screenings	70	9.2	2	0.9	72	7.4
Other	8	1.0	3	1.4	11	1.1
Total	762	100.0	211	100.0	973	100.0

Table 7. Number of admissions by genre of film exhibited: 2018

Genre	Number of film titles	Number of admissions	% admissions	Average admissions per film
Animation	49	166,646	19.8	3,401
Documentary	27	3,830	0.5	142
Fiction (Non-animation)	292	648,888	77.3	2,222
Live/encore screenings	71	7,460	0.9	105
Other	11	13,107	1.6	1,192
	450	839,931	100.0	1,867

Table 8. Top ten films ranked by number of admissions: 2018¹

Rank	Film title	Country of origin	Type	Number of admissions	% admissions
1	Bohemian Rhapsody	US	Fiction (Non-animation)	69,128	8.2
2	Mamma Mia: Here We Go Again	US	Fiction (Non-animation)	48,373	5.8
3	Johnny English Strikes Again	US	Fiction (Non-animation)	42,224	5.0
4	The Greatest Showman	US	Fiction (Non-animation)	27,065	3.2
5	Avengers: Infinity War	US	Fiction (Non-animation)	25,140	3.0
6	Peter Rabbit	US	Animation	23,225	2.8
7	Jumanji: Welcome to the Jungle 3D	US	Fiction (Non-animation)	23,204	2.8
8	Hotel Transylvania 3: Summer Vacation	US	Animation	23,203	2.8
9	The Grinch	US	Animation	22,298	2.7
10	Incredibles 2	US	Animation	20,512	2.4

⁽¹⁾ see methodological note 5

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

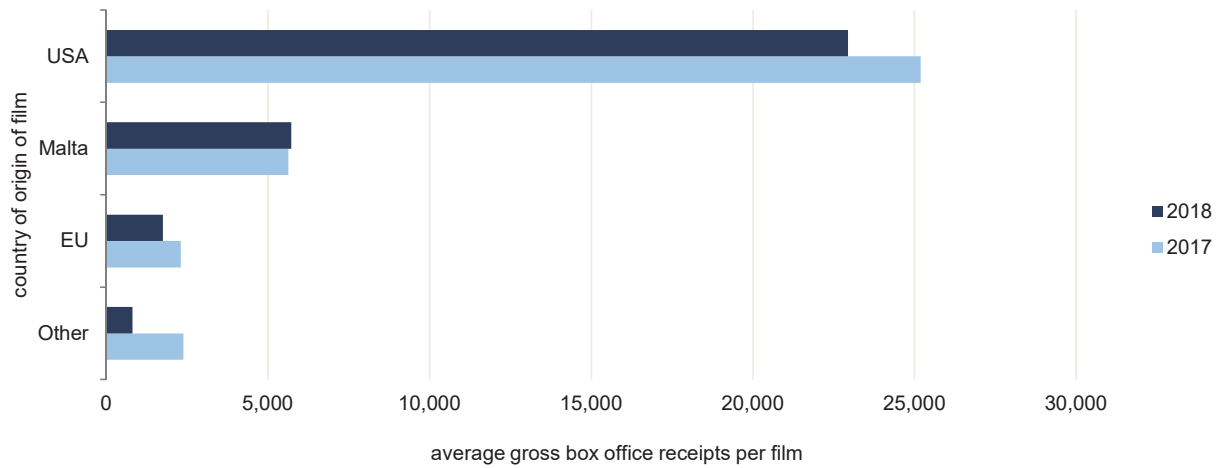


Chart 5. Percentage gross box office receipts by country of origin of film

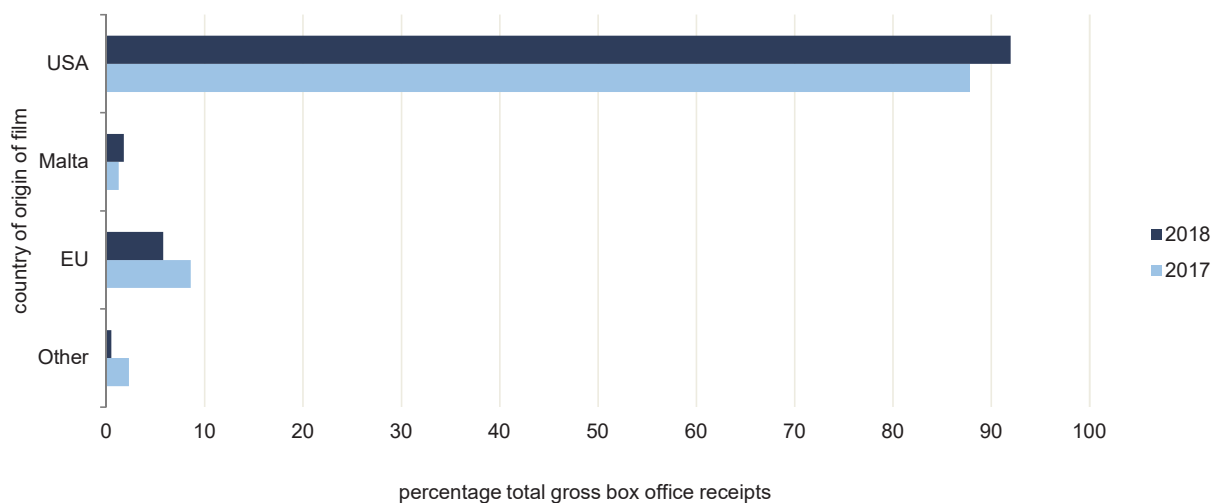


Table 9. Age classification of films: 2018

	Number of film titles	%
'U' - Universal	78	17.3
'PG' - Parental Guidance	70	15.6
'12A' - Suitable for persons of 12 years and over, provided that persons younger than 12 years may attend only when accompanied by an adult	85	18.9
'12' - Persons of 12 years and over are admitted	15	3.3
'15' - Suitable for persons of 15 years and over	152	33.8
'18' - Suitable for persons of 18 years and over	10	2.2
Not applicable / Unknown	40	8.9
Total	450	100.0

Table 10. Running time of films: 2018

	Number of film titles	%
Up to 60 minutes	11	2.4
61 to 75 minutes	9	2.0
76 to 120 minutes	281	62.4
121 to 180 minutes	123	27.3
Longer than 180 minutes	26	5.8
Total	450	100.0

Chart 6. Average running time by type of film: 2018

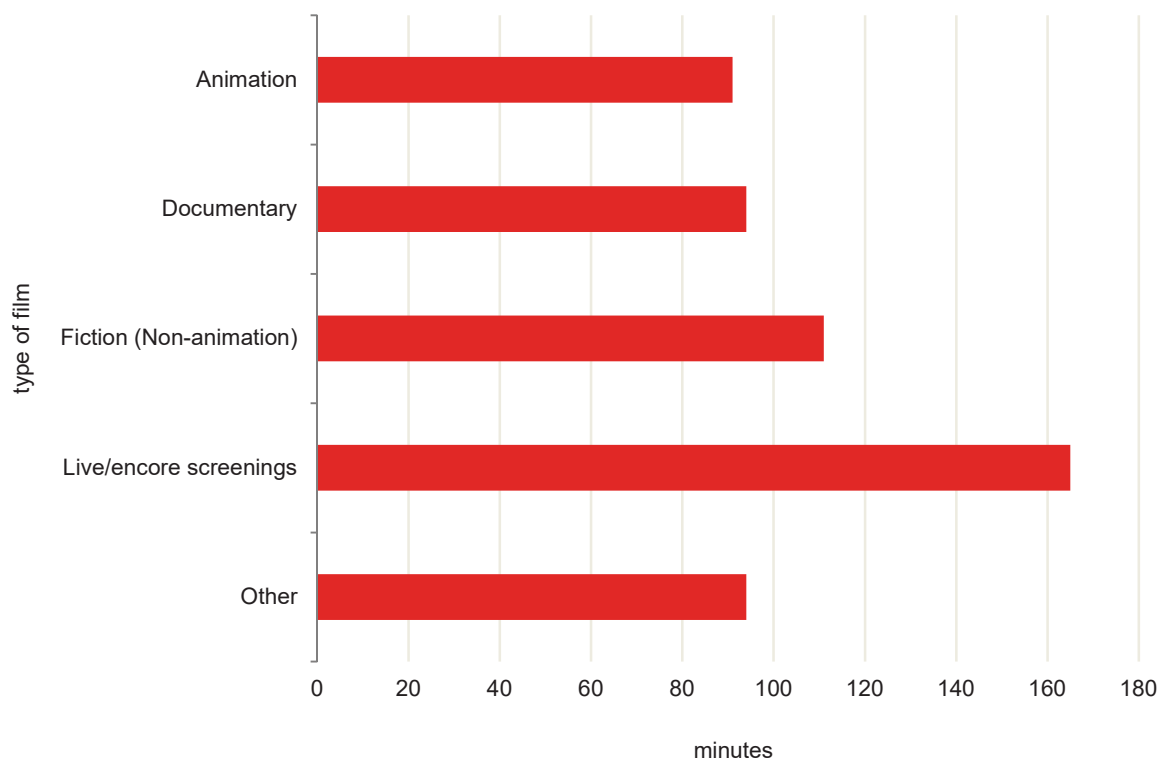


Table 11. Staff levels by quarter: 2018

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Average
Employed	166	172	175	183	174
Full-time	29	28	28	30	29
Part-time	137	144	147	153	145
Voluntary workers	4	4	-	4	3
Total	170	176	175	187	177

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. Information in this news release was obtained through a survey carried out among all active cinema establishments in Malta and Gozo during reference year 2018.
3. In this survey:
 - a film show refers to a film title in the context of the cinema establishment projecting it;
 - a screening refers to the number of times a film title is shown in the Maltese Islands irrespective of the cinema establishment which projects it.
4. Film details were verified with the Europa Cinemas and IMDB websites.
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 minor revisions may be necessary subject to further provision of data.
9. References to this news release are to be cited appropriately.
10. The advanced news release calendar may be accessed at:
https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx