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In 2013, cinemas in Malta and Gozo projected 922 film shows and registered a total of 702,239 admissions.

Cinema Statistics: 2013

A survey carried out among the eight cinema establishments in Malta and Gozo revealed that in 2013 these had 38 screens and a total seating capacity of 7,107 (Tables 1 and 2). More than two-thirds of the screens, 68.4 per cent, were still equipped with the traditional analog film format. On the other hand, 7.9 per cent were equipped to project digital 3D films only, whereas 21.1 per cent were equipped to project more than one type of format, varying from digital non-3D to digital 3D. Furthermore, 26 screens in seven cinema establishments were accessible to persons with disabilities (Table 2).

In 2013, cinemas registered a total of 702,239 admissions. The largest share of admissions, 87.5 per cent, was registered for films with the United States as their country of origin (Table 4). Total admissions for 3D movies accounted for 25.3 per cent of the total, while 40.8 per cent were for digital non-3D films (Chart 1). Films originating from Malta registered 3.6 per cent of total admissions (Table 5). On average, Maltese films enjoyed the highest number of admissions per film (Chart 2).

The total number of film titles exhibited in 2013 was 373. More than half, 54.2 per cent, were produced in the United States while five films were produced locally. Total screenings amounted to 56,816, with an average 152.3 screenings per film (Table 4). A total of 922 film shows were projected in 2013, of which 61.8 per cent were first-time releases (Table 6).

In 2013, the most popular movies were 'Fast and Furious 6' followed by 'The Smurfs 2', registering 27,277 and 25,215 admissions respectively. The third most popular film was 'Frozen' with 20,007 admissions (Table 7). The largest share were fiction films which attracted just over 75 per cent of total audiences. Films pertaining to the animation genre registered the highest average admissions per film, with 4,173 admissions (Table 8).

In 2013, the highest number of staff members employed by cinemas was in the first quarter, at 113. Most members worked on a part-time basis (Table 9) ■

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The advance release calendar may be consulted at www.nso.gov.mt

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Table 1. Number of cinema establishments and capacity by number of screens: 2013

Number of screens	Number of cinema establishments	% cinema establishments	Seating capacity
Total	8	100.0	7,107
5 or less	5	62.5	1,638
More than 5	3	37.5	5,469

Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2013

	Number of cinema establishments*	Number of screens	% of total screens
Total	8	38	100.0
Possible type of projections in theatre:			
Analog Film	6	26	68.4
Digital Non 3D Film	1	1	2.6
Digital 3D Film	2	3	7.9
More than one type of film can be projected	3	8	21.1
Accessible to disabled people	7	26	68.4

* Cinemas having theatres supporting more than one type of projection were counted according to the number of projections supported

Table 3. Cinema establishments by type of ticketing facilities and concession stands: 2013

	Number	% total
Total number of cinemas	8	100.0
Type of ticketing facilities*:		
Reservation of tickets by phone	5	62.5
Purchasing online and pick-up at cinema	3	37.5
Purchasing online and print-at-home	2	25.0
Concession stands:		
None or at least one	5	62.5
More than 1	3	37.5

* Cinemas having more than one ticketing system were counted according to the number of facilities provided

Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2013

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€000's)
Total	373	702,239	56,816	3,960
Malta	5	25,403	1,082	169
Foreign	368	676,836	55,734	3,790
EU	146	53,583	5,392	301
USA	202	614,246	49,481	3,434
Other	20	9,007	861	56

Chart 1. Percentage of admissions by film projection format: 2013

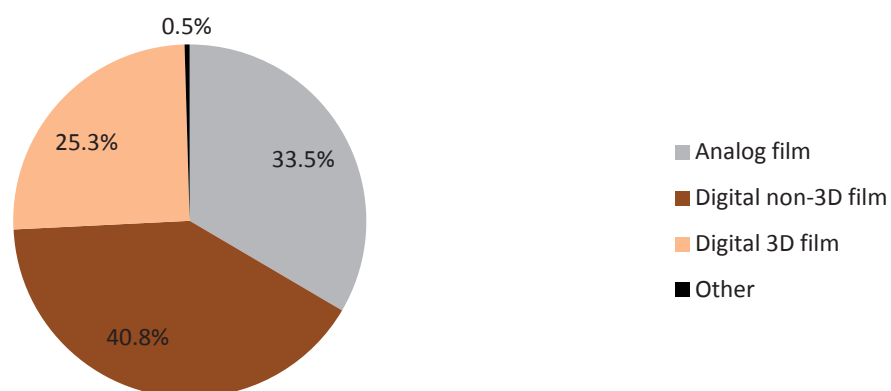


Table 5. Admissions by country of origin of film: 2013

Country of origin of film	Number of admissions	% admissions
Total	702,239	100.0
Australia	7,435	1.1
Malta	25,403	3.6
Spain	9,361	1.3
UK	28,970	4.1
USA	614,877	87.6
Other	16,193	2.3

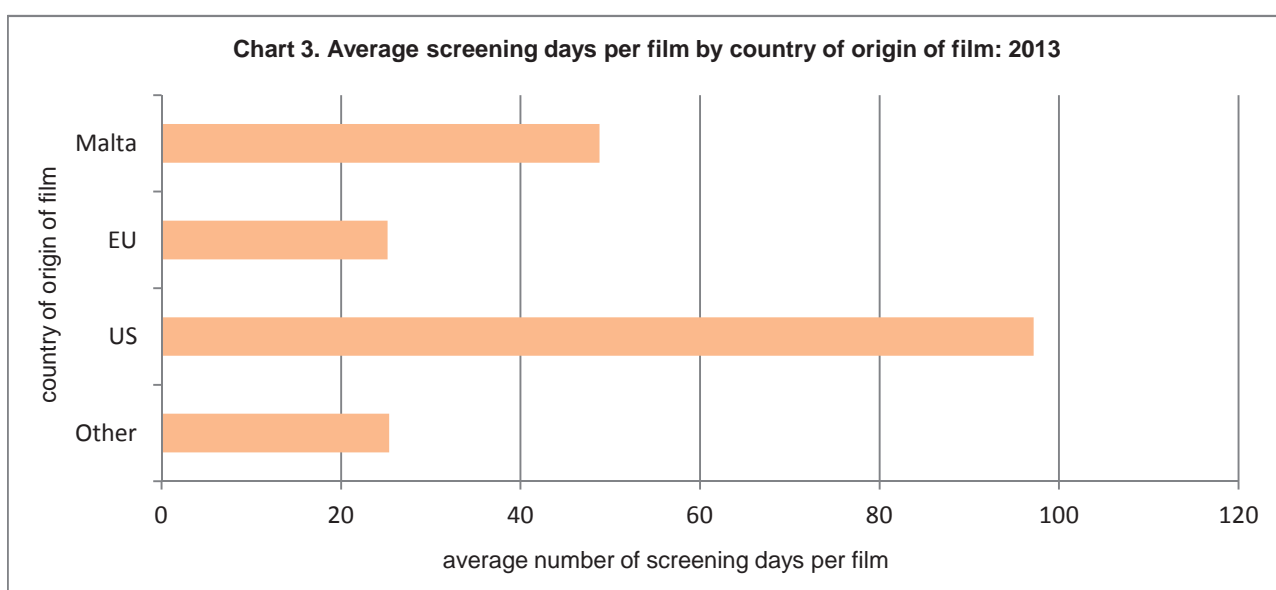
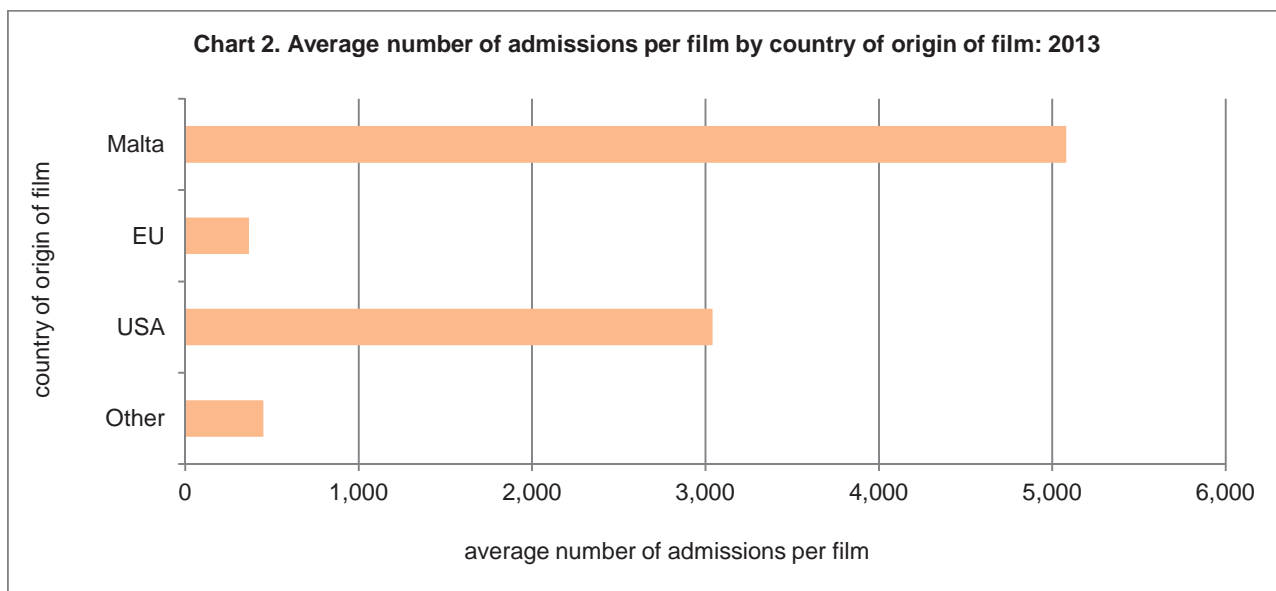


Table 6. Number of films shown by type and occurrence of release*: 2013

Type	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Total	570	100.0	352	100.0	922	100.0
Animation	90	15.8	58	16.5	148	16.1
Documentary	4	0.7	5	1.4	9	1.0
Fiction (non-animation)	455	79.8	206	58.5	661	71.7
Live/encore screenings	17	3.0	38	10.8	55	6.0
Other	4	0.7	45	12.8	49	5.3

* The total number of films shown refers to the total number of screenings projected

Table 7. The top ten films exhibited, ranked by number of admissions: 2013

Rank	Film title	Country of origin of film	Type of film	Genre	Number of admissions	% admissions
1	Fast & Furious 6	USA	Fiction (Non-animation)	Action, crime, thriller	27,277	3.9
2	The Smurfs 2	USA	Animation	Animation, adventure, comedy	25,215	3.6
3	Frozen	USA	Animation	Animation, adventure, comedy	20,007	2.8
4	World War Z	USA	Fiction (Non-animation)	Action, adventure, horror	18,928	2.7
5	Iron Man 3	USA	Fiction (Non-animation)	Action, adventure, sci-fi	18,693	2.7
6	Man of Steel	USA	Fiction (Non-animation)	Action, adventure, fantasy	18,056	2.6
7	Despicable Me 2	USA	Animation	Animation, comedy, family	17,553	2.5
8	Les Miserables	USA	Fiction (Non-animation)	Drama, musical, romance	16,070	2.3
9	The Hobbit: The Desolation of Smaug	USA	Fiction (Non-animation)	Adventure, fantasy	16,006	2.3
10	Captain Phillips	USA	Fiction (Non-animation)	Biography, drama, thriller	15,473	2.2

Table 8. Number of admissions by type of film exhibited: 2013

Type of film	Number of film titles	Number of admissions	% admissions	Average number of admissions per film
Total	373	702,239	100.0	1,883
Animation	36	150,217	21.4	4,173
Documentary	3	5,301	0.8	1,767
Fiction (Non-animation)	238	528,767	75.3	2,222
Live/encore screenings	51	13,547	1.9	266
Other	45	4,407	0.6	98

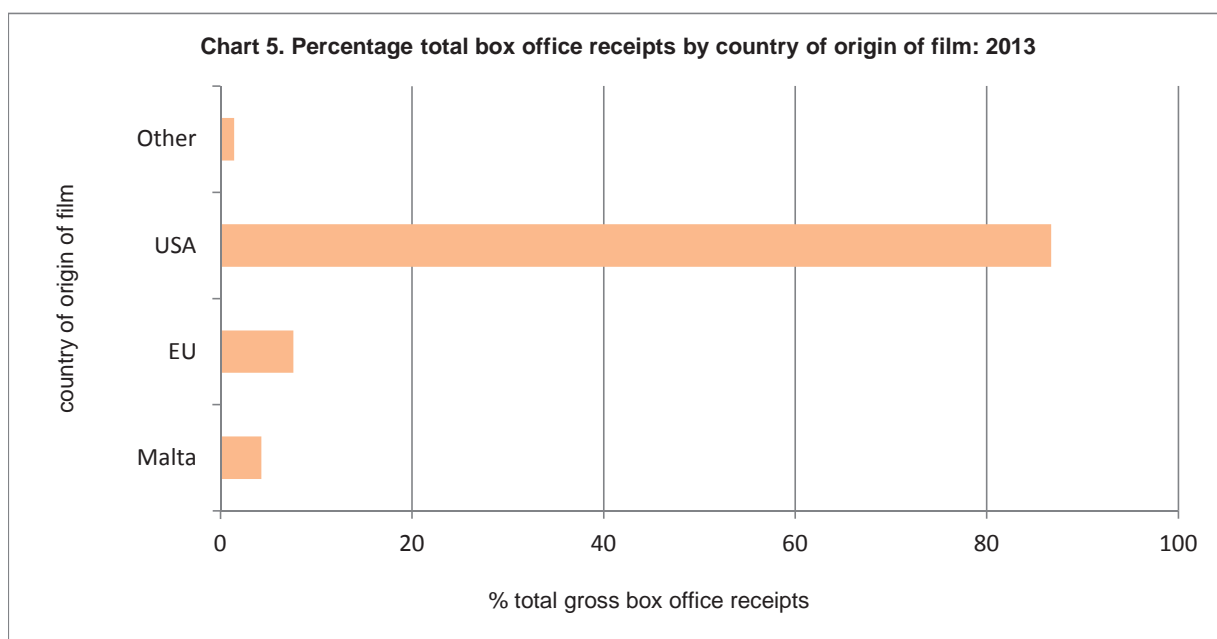
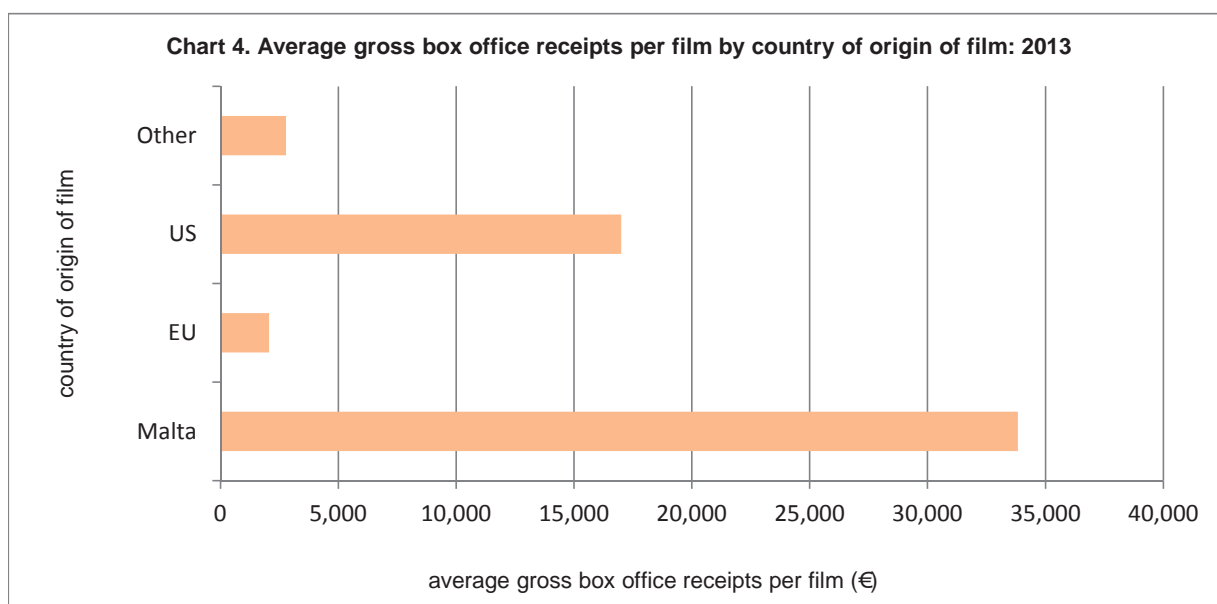


Table 9. Quarterly staff levels: 2013

No. of staff	Quarter			
	January-March	April-June	July-September	October-December
Total	113	95	88	92
Employed	109	91	88	88
Full-time	36	21	21	20
Part-time	73	70	67	68
Voluntary workers	4	4	–	4

Methodological notes

1. A 'cinema' is defined as a fixed commercial business installation primarily engaged in the commercial projection of cinematographic audiovisual 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 2013.
3. Quarters referred to in this release are based on a calendar year:
 - Quarter 1: January to March;
 - Quarter 2: April to June;
 - Quarter 3: July to September;
 - Quarter 4: October to December.
4. Film details were verified with IMDB website.
5. Missing data were imputed by re-contacting the respondents. In cases where the respondent was not reachable, the data were imputed by the application of appropriate mathematical algorithms.
6. Totals may not add up due to rounding.
7. 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.
8. The data in this release should be considered as final, although they may be subject to minor revisions further to provision of other data.