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In 2014, cinemas in Malta and Gozo projected 368 different film titles and registered a total of 653,002 admissions.

Cinema Statistics: 2014

A survey carried out among the eight cinema establishments in Malta and Gozo revealed that in 2014 these had 35 screens and a total seating capacity of 6,784 (Tables 1 and 2). Less than one-fifth of the screens, 17.1 per cent, were still equipped with the traditional analog film format. On the other hand, 31.4 per cent were equipped to project digital non-3D films only, whereas 45.7 per cent were equipped to project also in digital 3D format. Furthermore, 27 theatres in seven cinema establishments were accessible to persons with disabilities (Table 2).

In 2014, cinemas registered a total of 653,002 admissions. The largest share of admissions, 73.1 per cent, was registered for films with the United States as their country of origin (Table 5). Total admissions for digital 3D movies accounted for 12.8 per cent of the total, while 81.6 per cent were for digital non-3D films (Chart 1). Films originating from Malta registered 4.2 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 2014 was 368. Just over half the films were produced in the United States, while five films were produced locally. Total screenings amounted to 47,384, with an average of 128.8 screenings per film (Table 4). A total of 815 film shows were projected in 2014, of which 77.1 per cent were first-time releases (Table 6).

In 2014, the most popular movies were “Maleficent”, “Simshar” and “The Hobbit: Battle of Five Armies” (Table 7). The largest share of admissions was registered for fiction films, which attracted just over 78 per cent of total audiences. Films pertaining to the animation genre registered the highest average admissions per film, with 3,227 admissions per film screened during the reference year (Table 8).

In 2014, the highest number of staff members working in cinema establishments was in the first three months, at 162. Most staff 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: 2014

Number of screens	Number of cinema establishments	Seating capacity
5 or less	5	1,626
More than 5	3	5,158
Total	8	6,784

Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2014

	Number of cinema establishments	Number of screens	% of total screens
Type of projections in theatre:			
Analog Film	1	6	17.1
Digital non-3D Film	2	11	31.4
Digital 3D Film	4	16	45.7
Other	1	2	5.7
Accessible to disabled persons	7	27	77.4
Total	8	35	100.0

Note: Cinema establishments 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 snack kiosks: 2014

	Number	% total
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	3	37.5
Snack kiosks:		
None or at least 1	5	62.5
More than 1	3	37.5
Total number of establishments	8	100.0

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

Chart 1. Percentage of admissions by film projection format: 2014

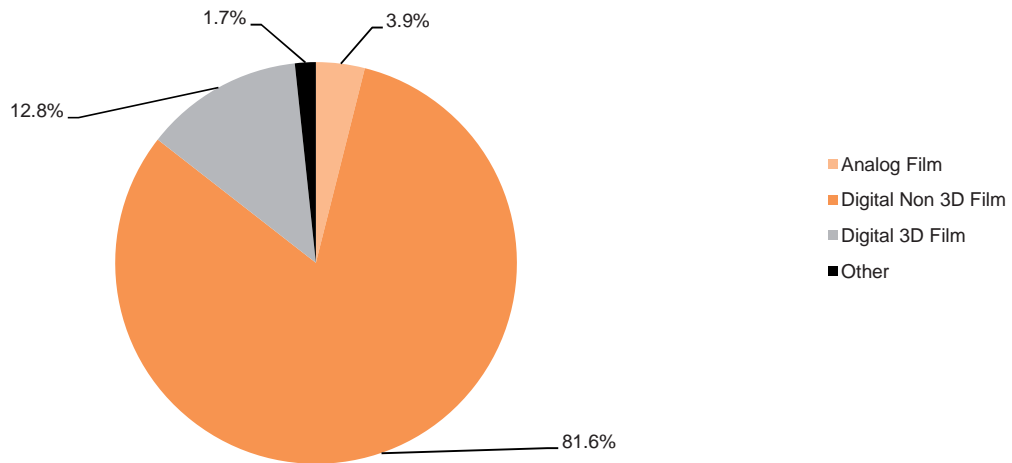


Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2014

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€000)
Malta	5	27,552	1,417	148
Foreign	363	625,450	45,967	3,579
EU	143	104,368	8,995	588
USA	186	477,428	34,312	2,710
Other	36	43,654	2,660	281
Total	368	653,002	47,384	3,726

Table 5. Admissions by country of origin of film: 2014

Country of origin of film	Number of admissions	% admissions
France	20,928	3.2
Malta	27,552	4.2
New Zealand	24,159	3.7
UK	62,397	9.6
USA	477,428	73.1
Other	40,538	6.2
Total	653,002	100.0

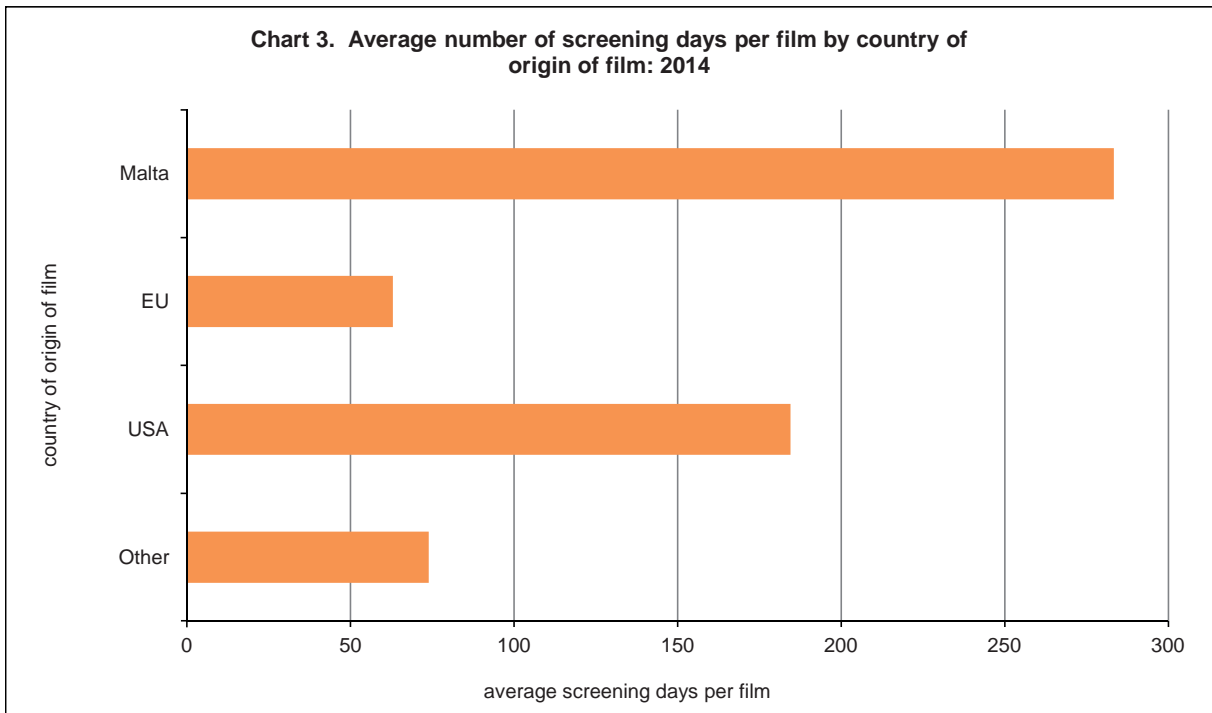
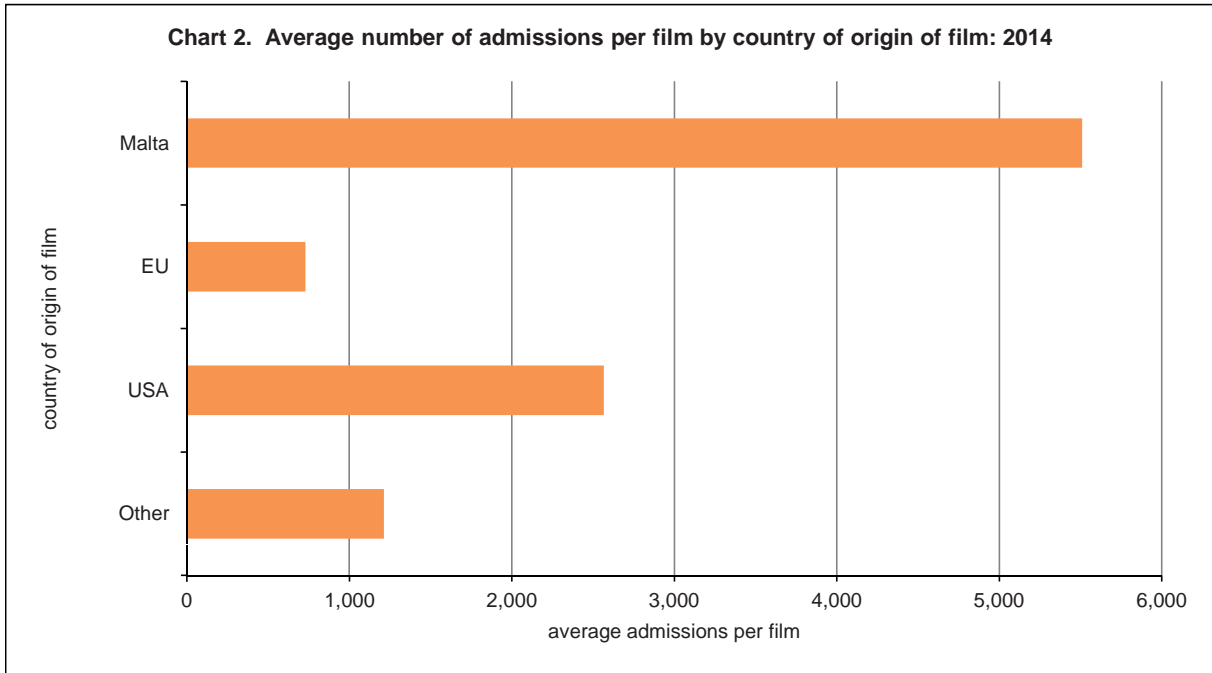


Table 6. Number of film shows by type and occurrence of release: 2014

Type	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Animation	102	16.2	35	18.7	137	16.8
Documentary	1	0.2	1	0.5	2	0.2
Fiction (non-animation)	490	78.0	68	36.4	558	68.5
Live/encore screenings	18	2.9	55	29.4	73	9.0
Other	17	2.7	28	15.0	45	5.5
Total	628	100.0	187	100.0	815	100.0

Table 7. Top ten films exhibited, ranked by number of admissions: 2014

Rank	Film title	Country of origin of film	Type of film	Number of admissions	% admissions
1	Maleficent	USA	Fiction (Non-animation)	26,846	4.1
2	Simshar	Malta	Fiction (Non-animation)	c	c
3	The Hobbit: Battle of Five Armies	New Zealand	Fiction (Non-animation)	17,762	2.7
4	How to train your Dragon 2	USA	Animation	16,836	2.6
5	Paddington	UK	Animation	15,857	2.4
6	RIO 2	USA	Animation	15,514	2.4
7	The Hunger Games: Mocking Jay Part 1	USA	Fiction (Non-animation)	13,804	2.1
8	Frozen	USA	Animation	13,155	2.0
9	Noah	USA	Fiction (Non-animation)	12,762	2.0
10	22 Jump Street	USA	Fiction (Non-animation)	11,663	1.8

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Table 8. Number of admissions by type of film exhibited: 2014

Type of film	Number of film titles	Number of admissions	% admissions	Average admissions per film
Animation	38	122,613	18.8	3,227
Documentary	2	131	0.0	66
Fiction (Non-animation)	226	511,020	78.3	2,261
Live/encore screenings	68	8,676	1.3	128
Other	34	10,562	1.6	311
Total	368	653,002	100.0	1,774

Chart 4. Average gross box office receipts per film by country of origin of film: 2014

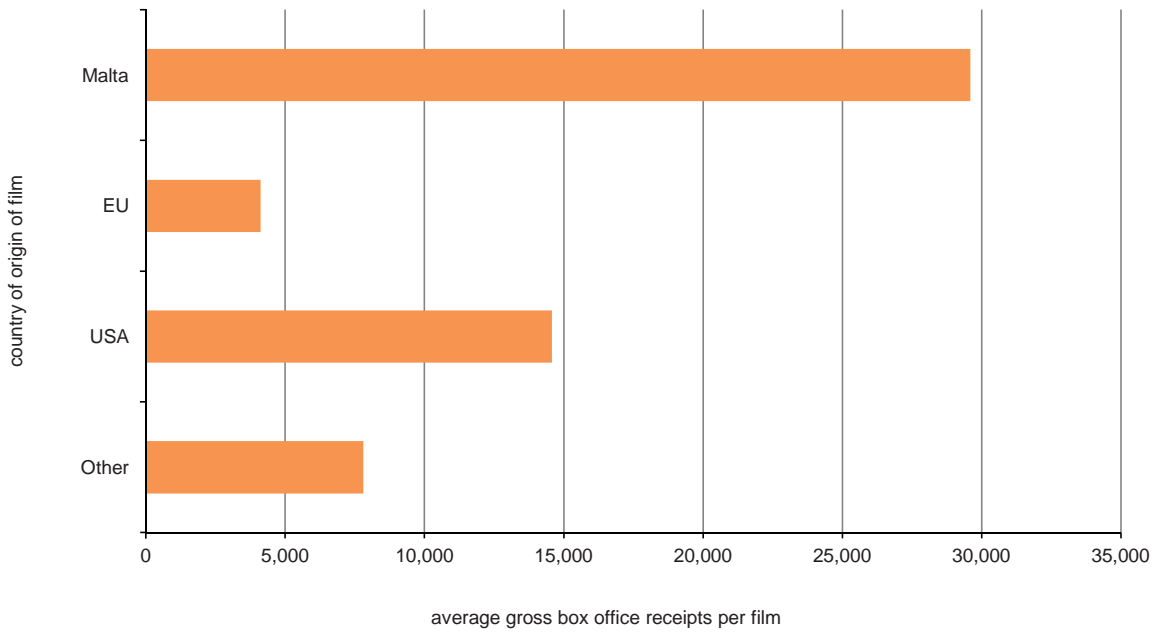


Chart 5. Percentage gross box office receipts by country of origin of film: 2014

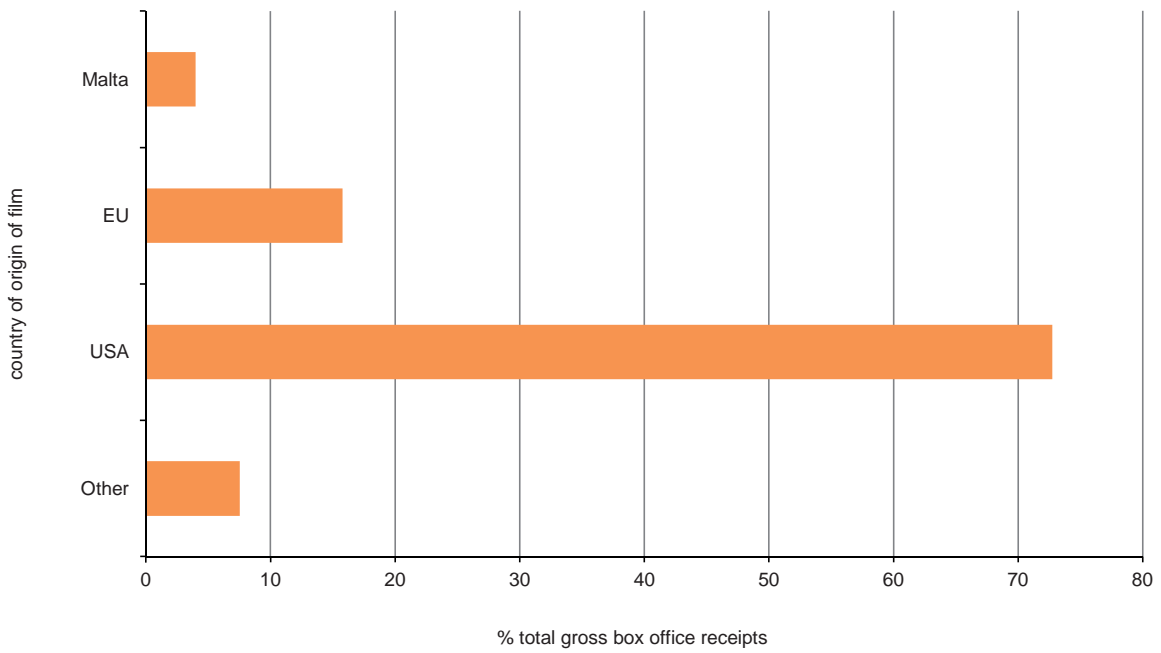


Table 9. Staff levels by quarter

	January-March	April-June	July-September	October-December	Average
2013 (revised)					
Employed	202	196	196	192	197
Full-time	36	35	34	33	35
Part-time	166	161	162	159	162
Voluntary workers	4	4	-	4	4
Total	206	200	196	196	201
2014					
Employed	158	156	154	154	156
Full-time	30	28	25	29	28
Part-time	128	128	129	125	128
Voluntary workers	4	4	-	4	4
Total	162	160	154	158	160

Methodological Notes

1. A cinema establishment 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. 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 2014.
4. Film details were verified with IMDB website.
5. Missing data was imputed by re-contacting the respondents. In cases where respondents could not be reached, the data was imputed.
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.