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In 2017, cinemas in Malta and Gozo projected 409 film titles and registered nearly 760,000 admissions.

Cinema Statistics: 2017

In 2017, eight cinema establishments were active, with a total of 35 screens and a seating capacity of 6,772 (Tables 1 and 2). Of these, two were located in Gozo.

For Maltese productions there were 11,710 admissions with total gross box office receipts of €62,000 corresponding to 436 screenings. Foreign productions had 745,493 admissions with total gross box office receipts of €4.8 million in 50,360 screenings. Film titles exhibited in 2017 totalled 409 while total screenings amounted to 50,796, an average of 124 screenings per film (Table 4).

Last year, cinemas registered a total of 757,203 admissions with 86.8 per cent of cinemagoers opting for films originating from the United States (Tables 4 and 5). Maltese productions attracted 1.5 per cent of total admissions.

Admissions to 3D movies accounted for 22.9 per cent of the total while digital non-3D films had a 76.3 per cent share (Chart 1). In the reference year, 916 film shows were projected, of which 84.2 per cent were first-time releases (Table 6).

Regarding genre, 242 fiction films were screened in cinemas across Malta and Gozo, which drew 76.8 per cent of total admissions. Animation films numbered 32, attracting 21.6 per cent (Table 7).

The most popular movie was 'Beauty and the Beast', having 8.4 per cent of total admissions. 'The Fate of the Furious' and 'Despicable Me 3' gained 3.4 per cent apiece of audiences (Table 8).

In 2017, cinemas employed an average of 177 persons, the majority on a part-time basis (Table 9) ■

Table 1. Number of cinema establishments and capacity by number of screens: 2017

Number of screens	Number of cinema establishments	Seating capacity
5 or less	5	1,642
More than 5	3	5,130
Total	8	6,772

Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2017

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 disabled persons	7	26	74.3

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: 2017

Type of ticketing facility	Number	% total
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	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 focus of the count is the different types of ticketing systems.

Chart 1. Percentage of admissions by projection format: 2017

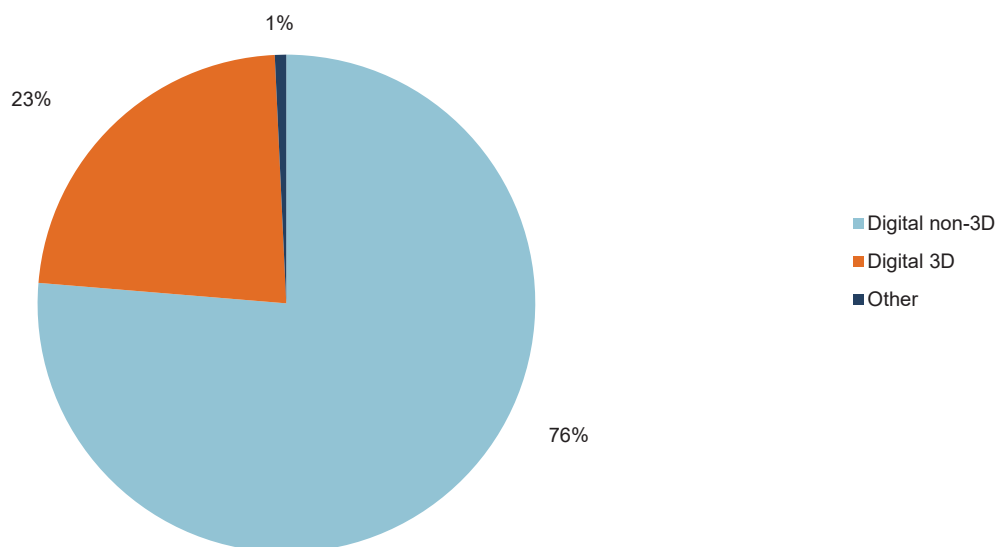


Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2017

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€ 000)
Malta	11	11,710	436	62
Foreign:	398	745,493	50,360	4,786
EU	181	67,082	6,817	417
US	170	657,186	41,842	4,257
Other	47	21,225	1,701	112
Total	409	757,203	50,796	4,848

Table 5. Admissions by country of origin of film: 2017

Country of origin	Number of admissions	% admissions
US	657,186	86.8
UK	50,209	6.6
Malta	11,710	1.5
France	10,448	1.4
Canada	9,678	1.3
Other	17,972	2.4
Total	757,203	100.0

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

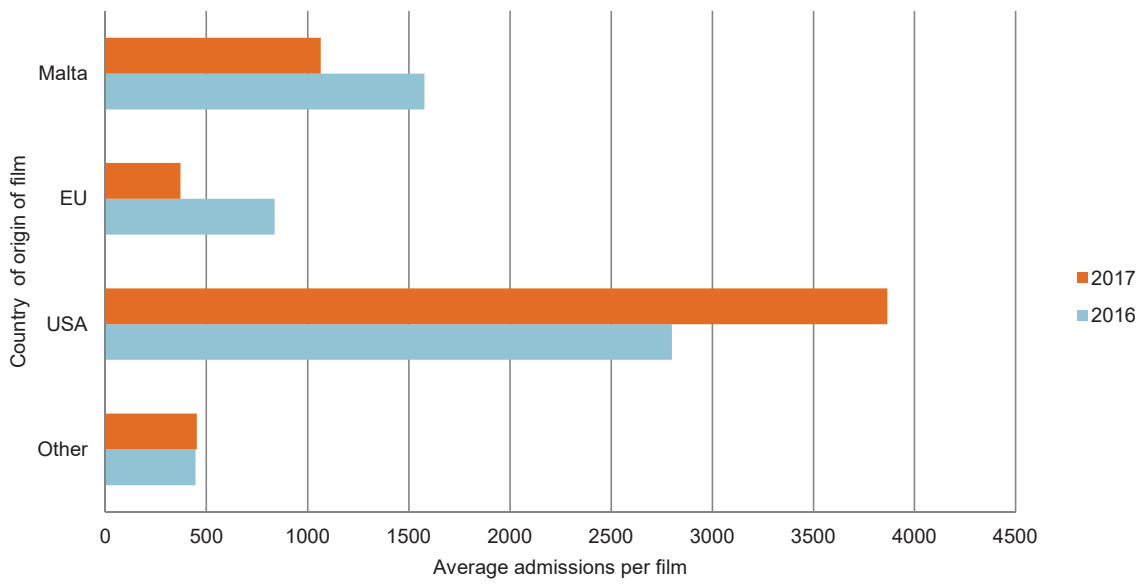


Chart 3. Average number of screening days per film by country of origin of film

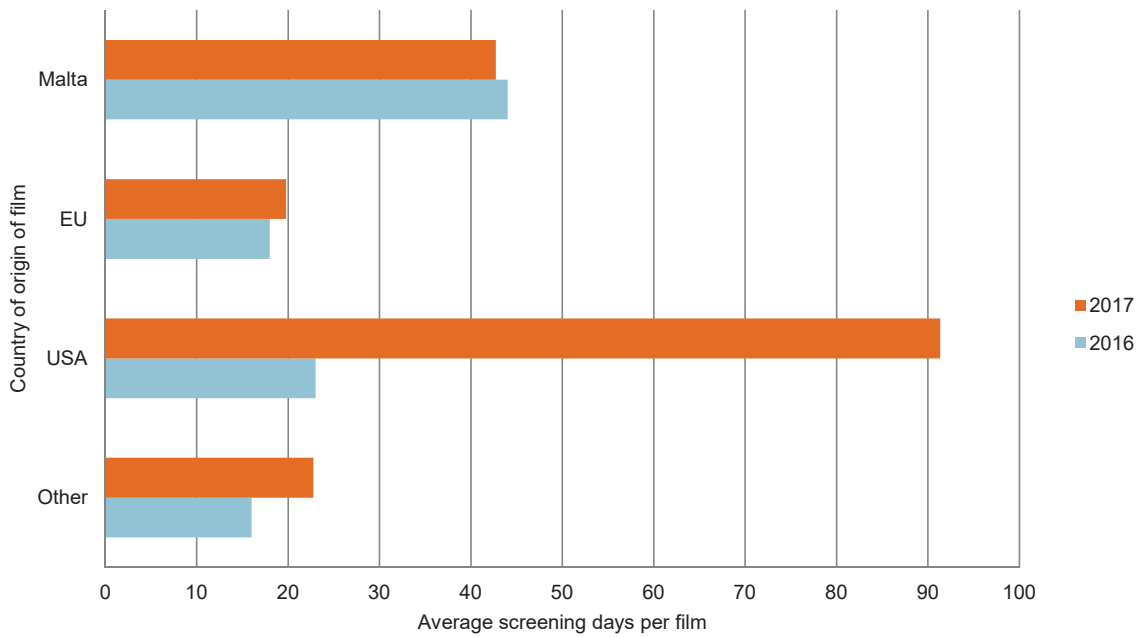


Table 6. Number of film shows by genre and occurrence of release: 2017

Genre	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Animation	114	14.8	39	26.9	153	16.7
Documentary	30	3.9	3	2.1	33	3.6
Fiction (Non-animation)	516	66.9	99	68.3	615	67.1
Live/encore screenings	56	7.3	4	2.8	60	6.6
Other	55	7.1	0	0.0	55	6.0
Total	771	100.0	145	100.0	916	100.0

Table 7. Number of admissions by genre of film exhibited: 2017

Genre	Number of film titles	Number of admissions	% admissions	Average admissions per film
Animation	32	163,609	21.6	5,113
Documentary	30	4,481	0.6	149
Fiction (Non-animation)	242	581,212	76.8	2,402
Live/encore screenings	54	6,667	0.9	123
Other	51	1,234	0.2	24
	409	757,203	100.0	1,851

Table 8. Top ten films ranked by number of admissions: 2017

Rank	Film title	Country of origin	Type	Number of admissions	% admissions
1	Beauty and the Beast	US	Fiction (Non-animation)	63,862	8.4
2	The Fate of the Furious	US	Fiction (Non-animation)	26,053	3.4
3	Despicable Me 3	US	Animation	25,373	3.4
4	Fifty Shades Darker	US	Fiction (Non-animation)	21,116	2.8
5	Paddington	UK	Fiction (Non-animation)	21,061	2.8
6	Sing	US	Animation	18,747	2.5
7	Spider-Man: Homecoming	US	Fiction (Non-animation)	18,690	2.5
8	Pirates of the Caribbean: Dead Men Tell No Tales	US	Fiction (Non-animation)	17,400	2.3
9	The Emoji Movie	US	Animation	17,238	2.3
10	Jumanji: Welcome To The Jungle	US	Fiction (Non-animation)	16,674	2.2

* see methodological note 5

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

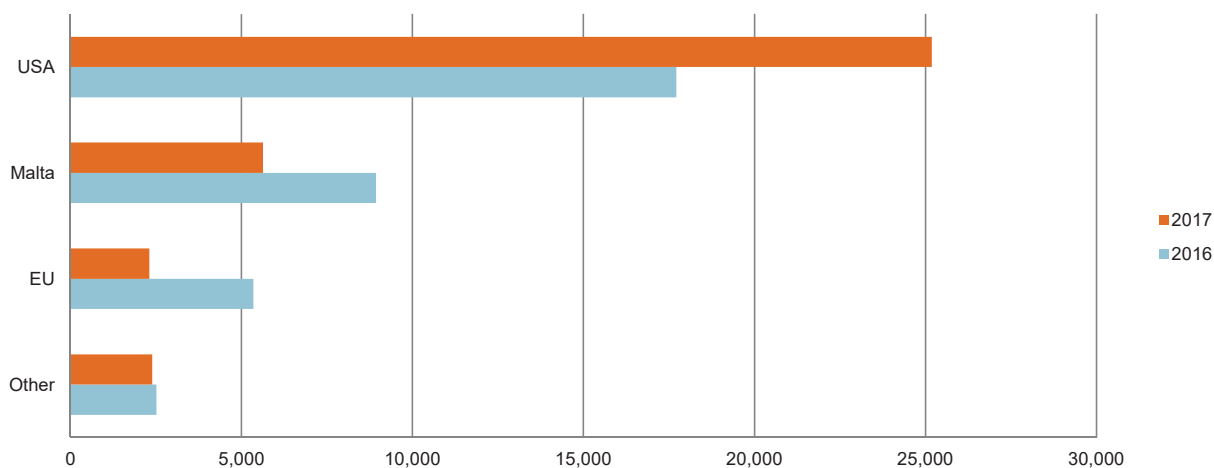


Chart 5. Percentage gross box office receipts by country of origin of film

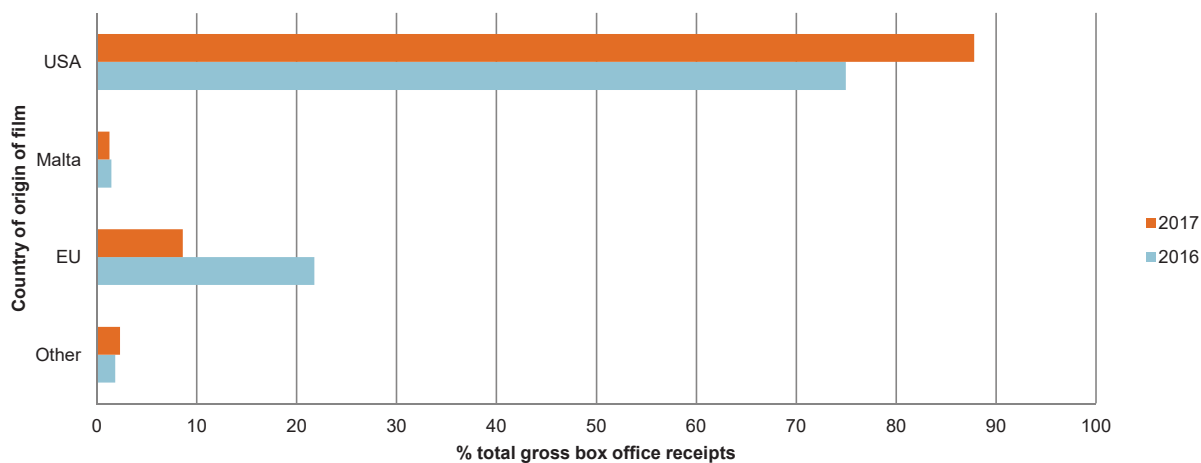


Table 9. Staff levels by quarter: 2017

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Average
Employed	178	178	181	172	177
Full-time	26	26	29	26	27
Part-time	152	152	152	146	151
Voluntary workers	4	4	0	4	3
Total	182	182	181	176	180

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 2017.
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