

WorldWide Cinema Day

Comscore WW Study

Movies, 2022



FRANCE: Sunday 3rd – Wednesday 6th July

USA, UK, IRELAND: Saturday 3rd September

GERMANY: Saturday 10th & Sunday 11th September

ITALY: Sunday 18th – Thursday 22nd September

INDIA: Friday 23rd September

SPAIN: Monday 3rd – Thursday 6th October

PORTUGAL: Monday 7th – Wednesday 9th November



As with all-things cinema, France leads the way

LE PRINTEMPS DU CINÉMA

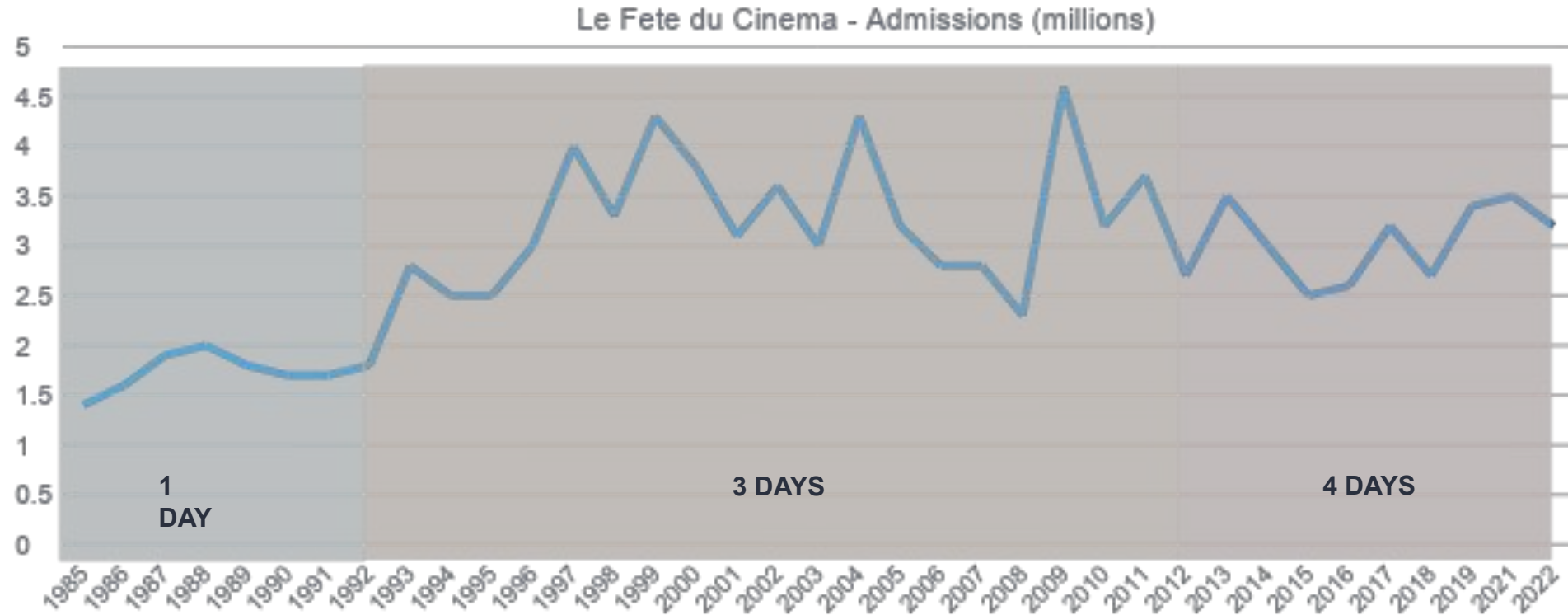
- March
- 3 days
- Since 2000



LA FÊTE DU CINÉMA

- Late June / early July
- Now 4 days
- Since 1985

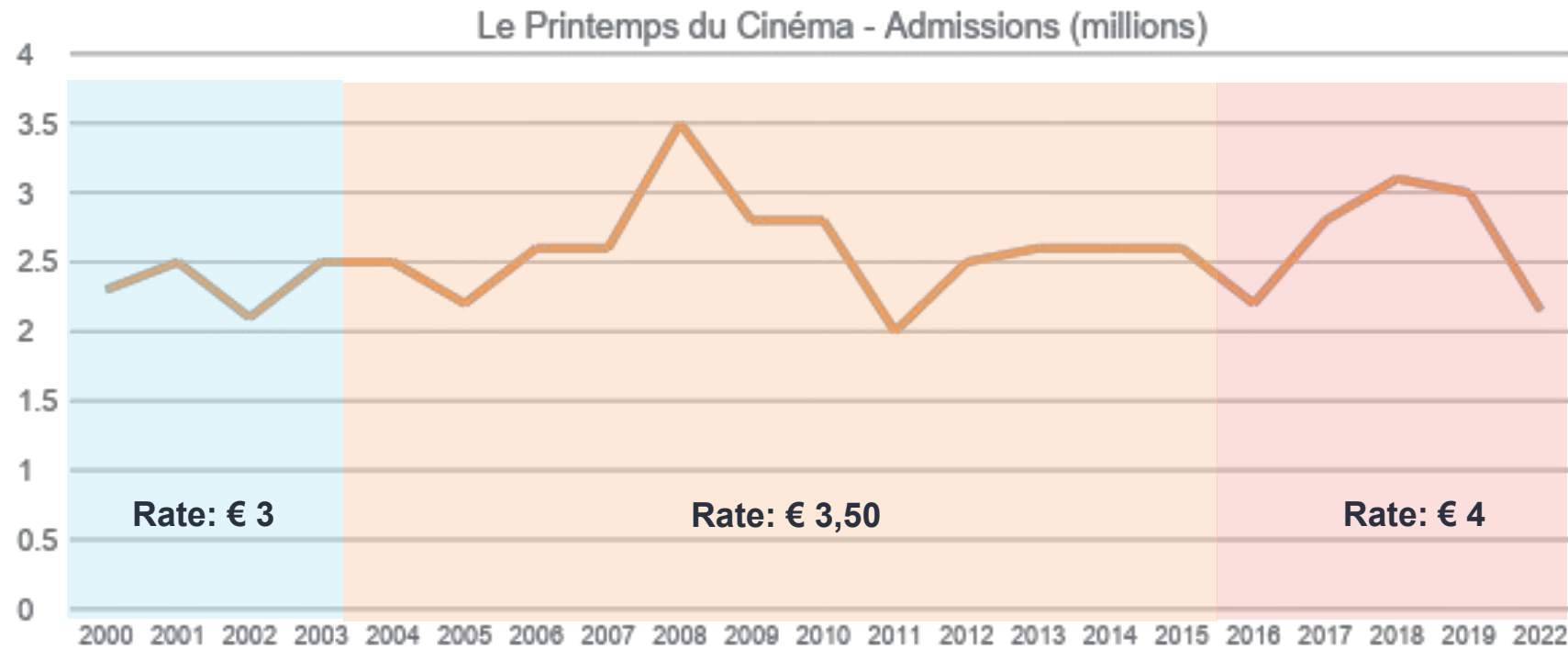
LA FÊTE DU CINÉMA – Annual attendance



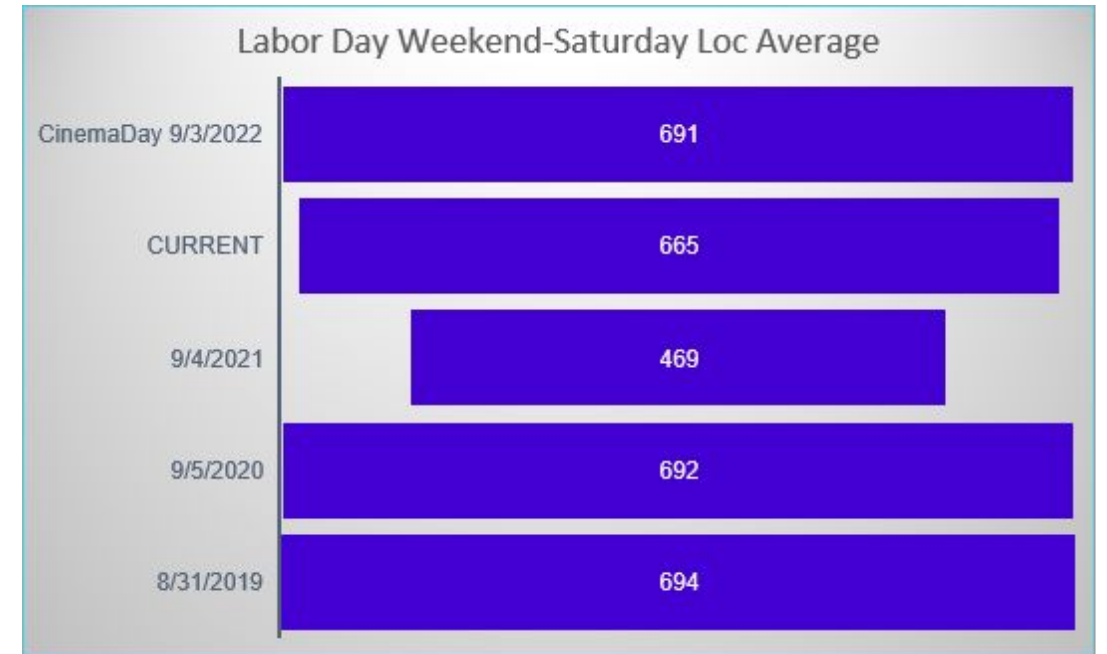
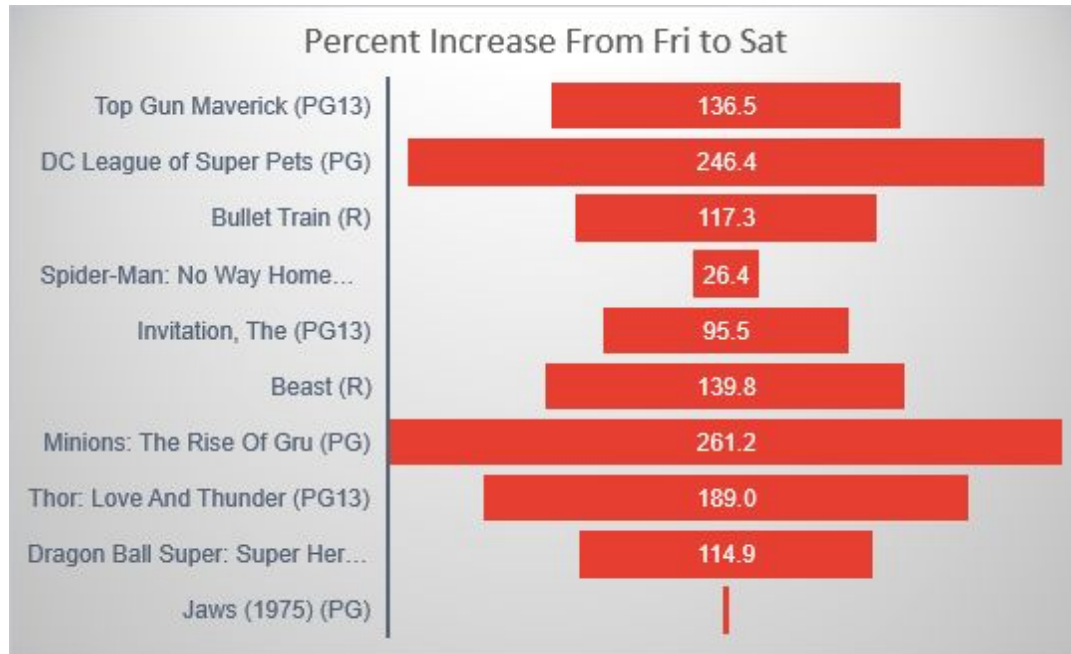
Top 3 movies in 2022

Top Gun: Maverick
Jurassic World: Dominion
Lightyear

LE PRINTEMPS DU CINEMA – Annual attendance



UNITED STATES



UNITED STATES



Title	% Increase of Friday
Top Gun Maverick	136.5
DC League of Super Pets	246.4
Bullet Train	117.3
Spider-Man: No Way Home	26.4
Invitation, The	95.5
Beast	139.8
Minions: The Rise Of Gru	261.2
Thor: Love And Thunder	189.0
Dragon Ball Super: Super Hero	114.9
Jaws (1975)	3.2

Title	Rating
Top Gun Maverick	PG13
DC League of Super Pets	PG
Bullet Train	R
Spider-Man: No Way Home	PG13
Invitation, The	PG13
Beast	R
Minions: The Rise Of Gru	PG
Thor: Love And Thunder	PG13
Dragon Ball Super: Super Hero	PG13
Jaws (1975)	PG

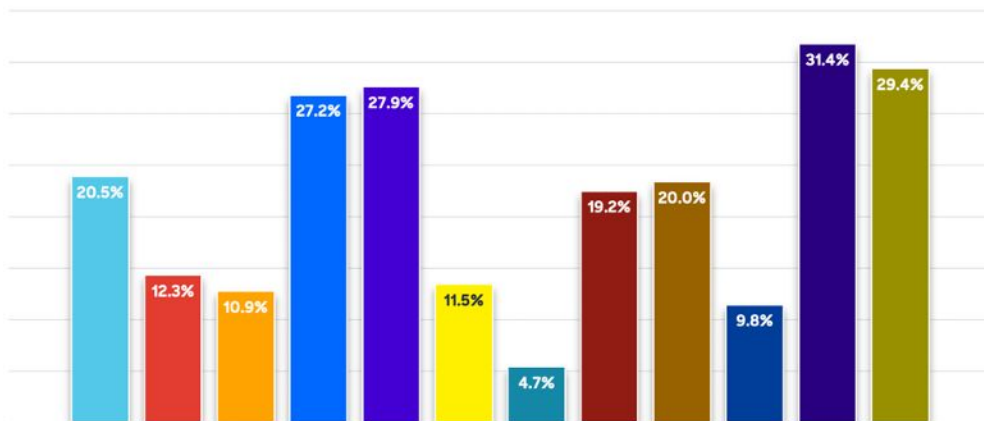
Comscore's National Cinema Day Re-Cap

- ❖ Family films saw the greatest increase in Saturday Box Office with the PG-Rated “DC League of Super Pets” & “Minions: The Rise of Gru” realizing increases of 252% and 259% respectively.
- ❖ The overall Saturday box office for September 3 for all films was \$23.8 million, compared to \$11.7M for Friday, September 2 for a day over day uptick of 103%.
- ❖ The Saturday box office for the Top 10 films on September 3 was \$18.6 million, compared to \$8.8M for Friday, September 2 for a day over day uptick of 111%.
- ❖ The overall Saturday box office for September 3 for all films was \$23.8 million, compared to \$22.0M for the previous Saturday, August 27 for a week over week uptick of 8%.
- ❖ The Saturday box office for the Top 10 films on September 3 was \$18.6 million, compared to \$8.8M for Friday, September 2 for a day over day uptick of 111%.

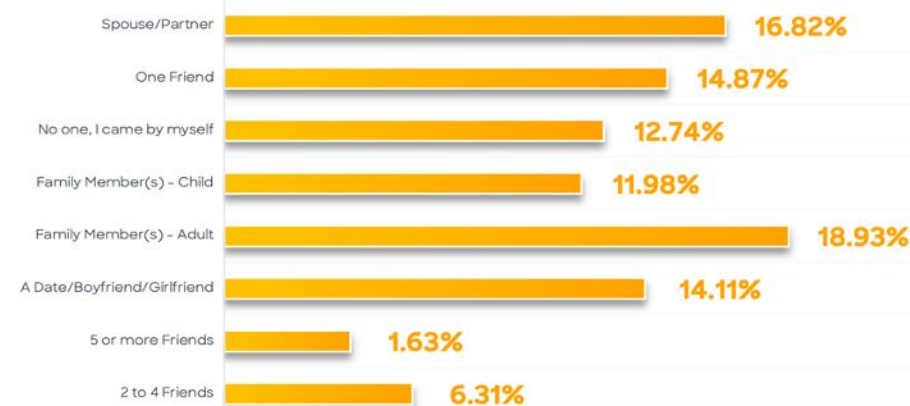
USA

Primary reason for attending

AN ACTOR IN A LEAD ROLE I HEARD 'IT WAS GOOD' IT'S PART OF A FRANCHISE IT'S SHOT IN 3D
WANTS TO SEE IT I HEARD 'IT WAS GOOD' IT'S PART OF A FRANCHISE IT'S SHOT IN 3D
THE CAST AS A WHOLE THE DIRECTOR THE GENRE/TYPE OF MOVIE THE SUBJECT MATTER/PLOT OTHER



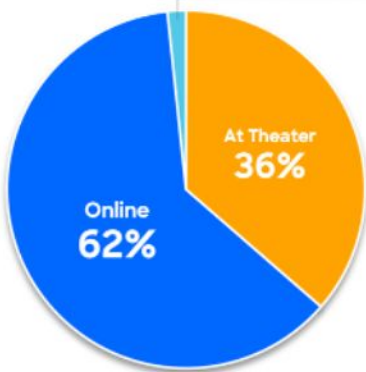
Who accompanied you to the theater today?



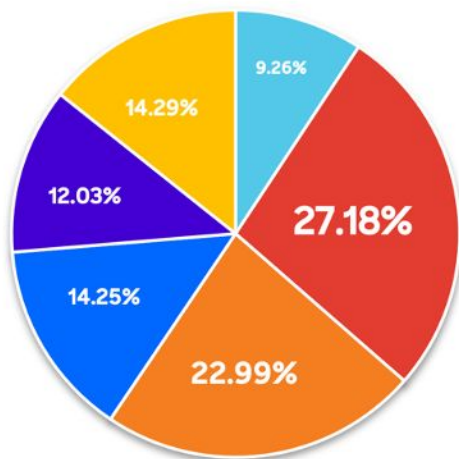
Cinema Day 2022

Ticket Purchase Pattern

At Retail Stores
2%



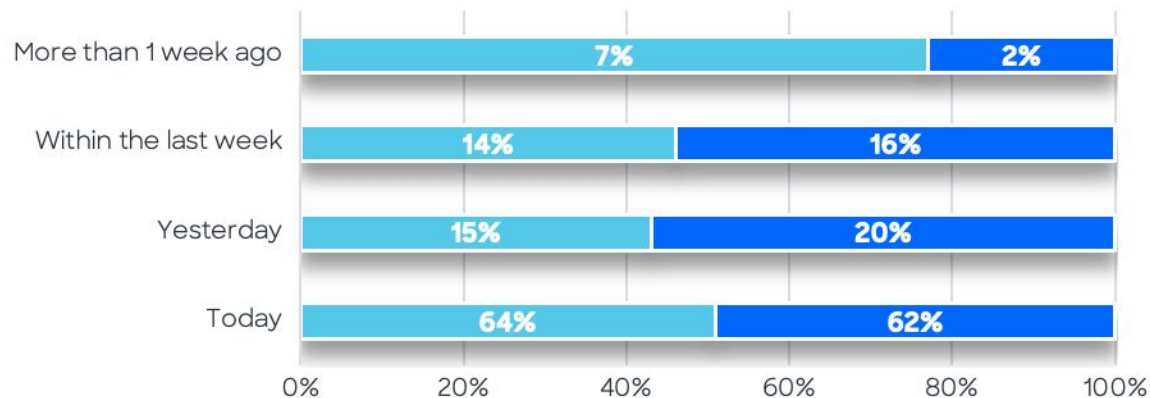
Age Breakdown



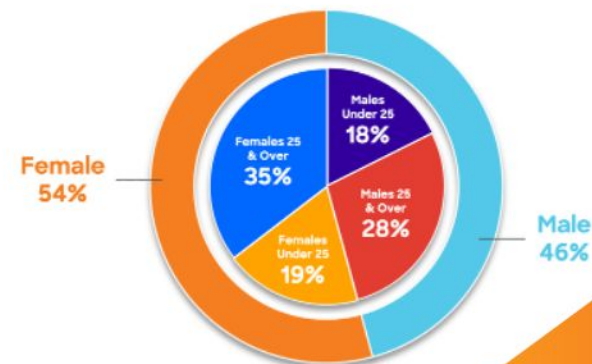
When did you purchase your ticket to see the movie?

13-17
18-24
25-34
35-44
45-54
55+

SUMMER 2022 CINEMA DAY 2022



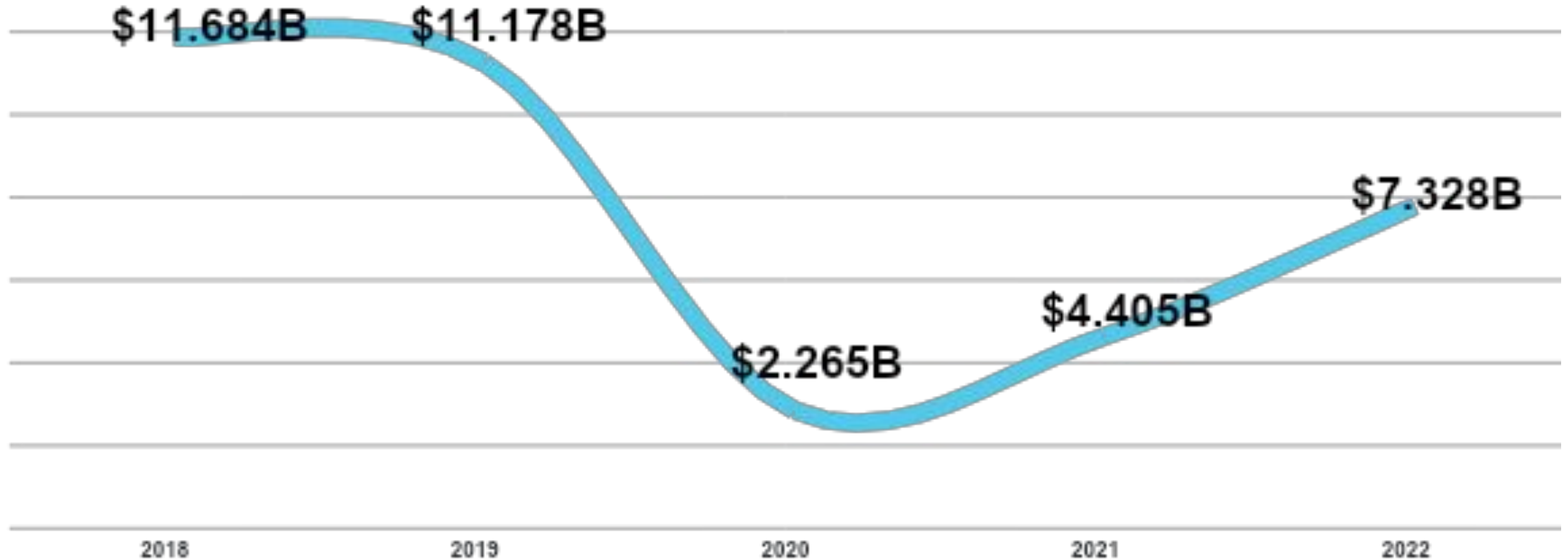
Gender Age



SCAN FOR MORE DETAILS

COMSCORE MOVIES STATS

DOMESTIC BOX OFFICE GROSS: 2018-2022
YEAR-TO-DATE (JAN 1 – DEC 27 • ALL YEARS)



Number of
Wide Releases* **114**

113

34

72

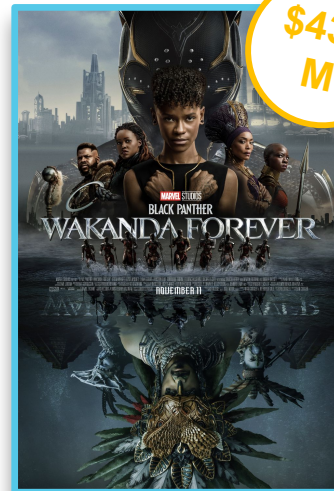
75

2022 IN REVIEW: TOP 10 GROSSING FILMS THAT OPENED IN 2022

DOMESTIC BOX OFFICE GROSS Through December 28, 2022



\$718
M



\$430
M



\$411
M



\$376
M



\$369
M



\$369
M



\$343
M



\$338
M



\$191
M

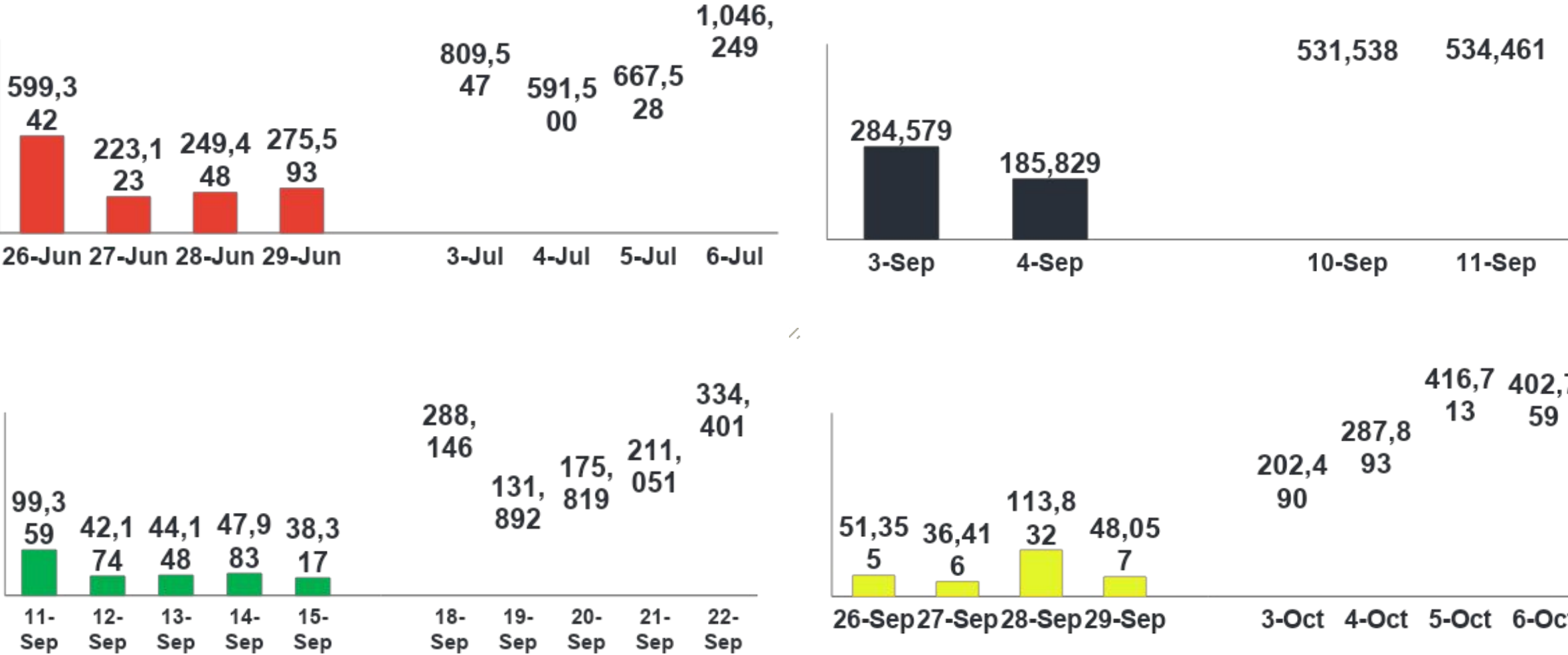


\$168
M

A LOOK AHEAD TO 2023: NOTABLE FILMS SET FOR RELEASE

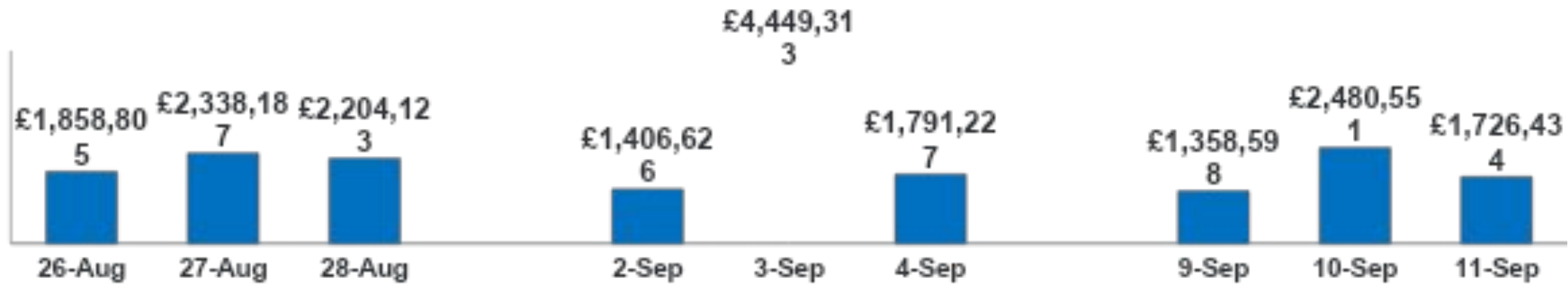


Events across Europe created a huge impact on admissions versus the prior week

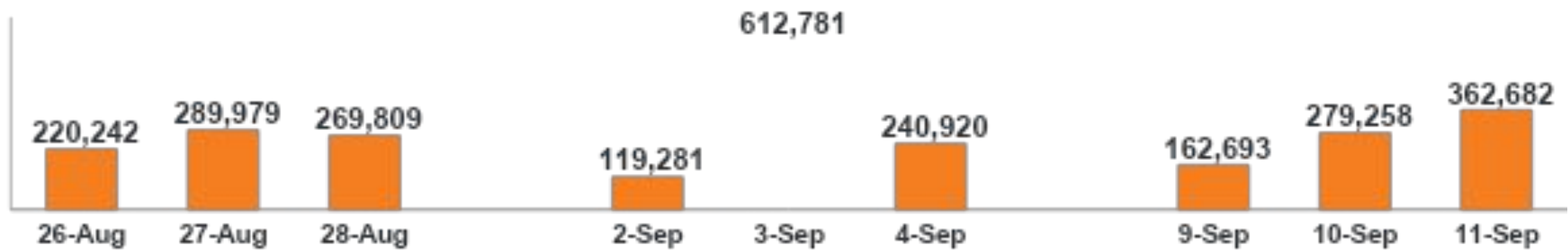


National Cinema Day (Saturday) gross was up 90% in UK and 110% in Ireland;
The 3-day weekend was 20% higher than prior/next weekends

//



//



Results

- 1.46 million admissions.
- £4.4 million UK box office:
 - 3x increase on pre-Covid levels.
 - exceeded £1.34m set by 1997 NCD where tickets were priced at £1.
- 82% of those attending on the day said they came because of the discount.
- 68% of them, said attending NCD made them more likely to return (20% of the 82% remained neutral).

Source: PostTrak UK/Comscore and Movio

Insights

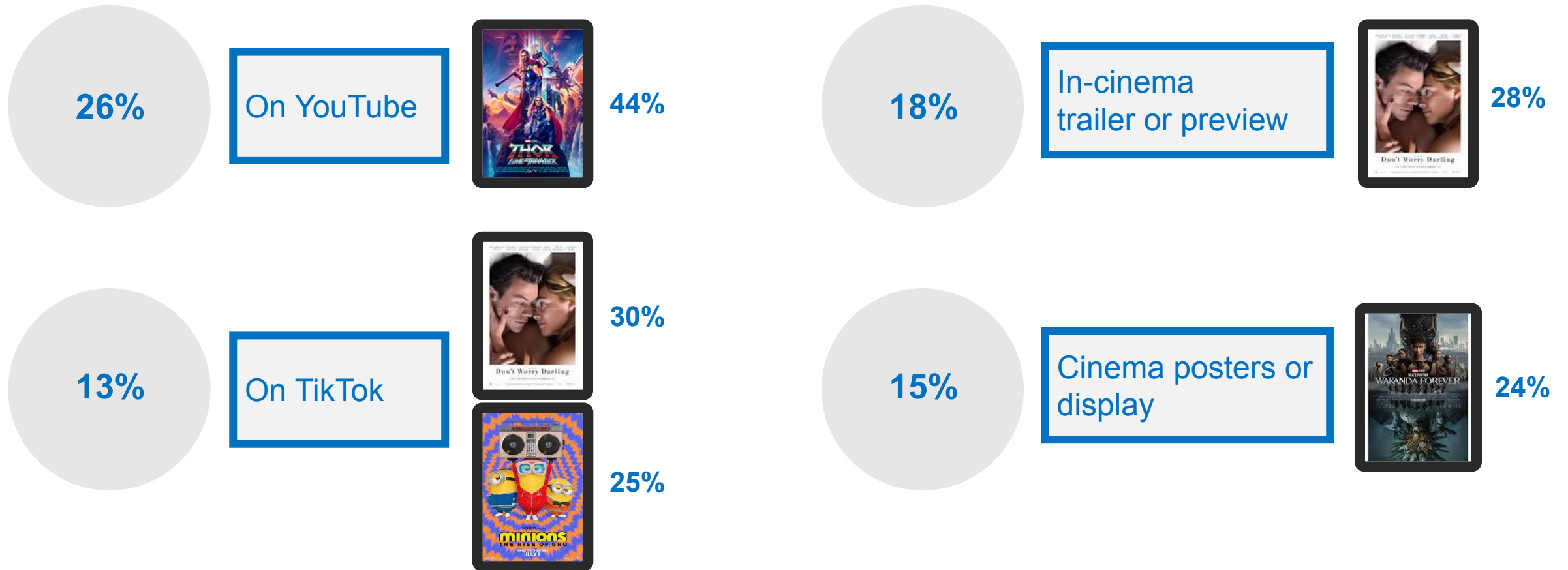
- the audience for the day skewed female, with a slightly higher representation in the under 24- and 35–54-year-old age groups.
- the initiative primarily appealed to frequent and very frequent moviegoers who took advantage of the discounted pricing and were more heavily represented at the box office.
- National Cinema Day was the biggest day for ‘first-time returners’ to UK cinemas since sites were able to open in May last year.
- There were a wide range of routes through which people heard about the event, with ‘friends and family’ key.

Source: PostTrak UK/Comscore

YouTube is the most widely-seen source

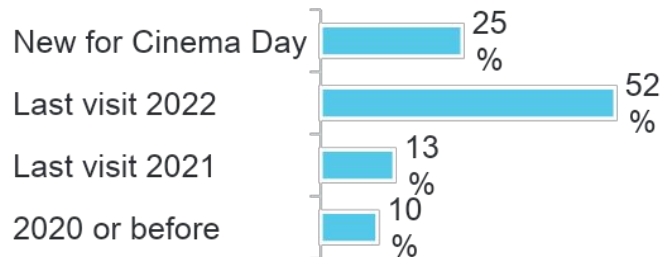
TikTok is close to overtaking traditional in-cinema trailers / posters

What types of adverts have you seen/heard before today that made you want to see this film at the cinema?



87%

came because of the ticket price offer



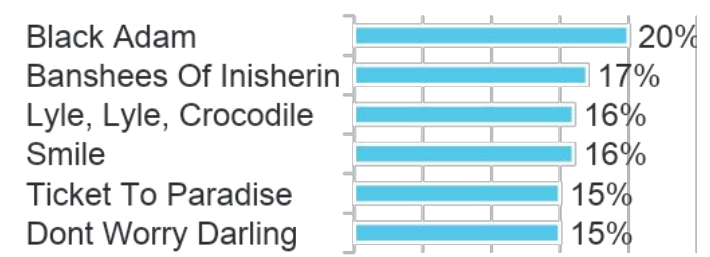
20%

of Cinema Day attendees have returned within 60 days



12%

of returners had not visited in 2022 before Cinema Day



GERMANY



INDIA



Top 10 Cinema Day (Ranked by Total Adm. Sat and Sun)			
Title	Studio	Week	3 Sep vs. 10.Sep Adm
Minions - Auf der Suche nach dem Mini-Boss	Universal	11	106%
Känguru-Verschwörung, Die	X-Verleih	3	52%
Top Gun Maverick	Paramount	16	138%
After Forever	Constantin	3	20%
Gesang der Flusskrebse, Der	Sony	4	77%
DC League of Super-Pets	Warner Bros	7	115%
Bullet Train	Sony	6	84%
Orphan: First Kill	StudioCanal	1	
Guglhupfgeschwader	Constantin	6	17%
Spider-Man: No Way Home	Sony	39	

The First Cinema Day!
September 23, 2022

4000 Screens Participation

6.5 million Admissions

Biggest Single Day in 2022

BRAZIL



Rank	Title	Dist	Rating	Wk	% Increase Weekend Adm
1	Orphan: First Kill	DIA/GAL	16 anos	1	
2	Ticket To Paradise	UPI	12 anos	2	91%
3	Nope	UPI	14 anos	4	126%
4	Spider-Man: No Way Home	SPE	12 anos	40	81%
5	Minions: The Rise Of Gru	UPI	L	12	218%
6	Black Phone, The	UPI	16 anos	9	157%
7	Thor: Love And Thunder	DISNEY	12 anos	11	204%
8	Pinch Of Luck, A	DW/PARIS	10 anos	1	
9	Predestined	IMGGM	14 anos	3	7%
10	Paws of Fury: The Legend of Hank	PPI	L	4	70%

GUATEMALA



HONDURAS



EL SALVADOR



NICARAGUA

COSTA RICA



PANAMA



Sem 1-4 sept Var % por títulos

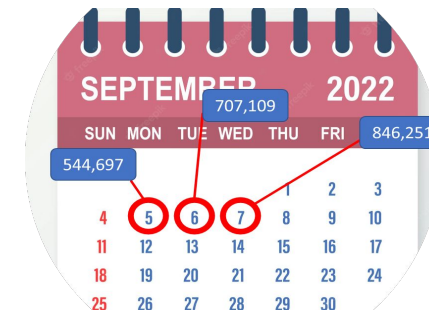
Rank	Título	Dist	Cines	FS Adm	FS Adm %
1	<i>Dragon Ball Super: Super Heroe</i>	SPE	125	36,876	-28%
2	<i>Minions Nace un Villano</i>	UPI	91	17,197	31%
3	<i>Titanic 666</i>	ROMLY	88	14,686	
4	<i>DC Liga de Super Mascotas</i>	WBI	95	14,977	2%
5	<i>Tren Bala</i>	SPE	68	13,825	-19%
6	<i>¡Nop!</i>	UPI	91	11,691	-43%
7	<i>El Fantasma de Martyrs Lane</i>	VICFILMS	80	11,069	
8	<i>La Chica Salvaje</i>	SPE	102	8,255	
9	<i>Thor Amor y Trueno</i>	DISNEY	60	6,700	-6%
10	<i>Jurassic World Dominio</i>	UPI	63	6,942	999%
11	<i>Top Gun Maverick</i>	PPI	46	3,822	174%

Top 10 mayores Var

Fin de Semana 1-4 sept

Circuito	Territorio	Var % WND
<i>Citicinemas CR</i>	<i>Costa Rica</i>	76%
<i>Cineflick</i>	<i>Guatemala</i>	50%
<i>Herman Younger</i>	<i>Honduras</i>	47%
Multicinemas	Costa Rica	43%
Independiente	Honduras	40%
Alba Cinema	Guatemala	40%
Metrocinema	Honduras	37%
Multicinemas	El Salvador	36%
Nova Cinemas	Costa Rica	36%
Liberia	Costa Rica	29%

MEXICO



Top 10/Change from Thursday

Title	Percent Change						
	Thur	Fri	Sat	Sun	Mon	Tues	Wed
Vertigo	20,048	44%	166%	234%	305%	459%	597%
Dragon Ball Super Super Hero	22,788	38%	210%	242%	197%	241%	304%
Spider-Man Sin Camino a Casa	29,954	2%	75%	80%	140%	193%	256%
¡Nop!	20,145	45%	147%	150%	193%	266%	326%
Tren Bala	13,393	55%	191%	214%	227%	329%	400%
La Chica Salvaje	14,014	41%	127%	159%	171%	262%	310%
Lecciones Para Canallas	11,823	27%	96%	141%	161%	219%	254%
Minions Nace un Villano	5,067	58%	340%	447%	343%	562%	728%
DC Liga de Super Mascotas	4,588	91%	506%	664%	360%	520%	669%
Mi Dulce Monstruo	5,270	91%	326%	411%	233%	370%	491%

Top 10 Mondays Since Covid

Día	# Cines
7/18/2022	917
7/11/2022	916
7/4/2022	915
7/25/2022	915
8/1/2022	914
8/8/2022	910
12/27/2021	909
12/20/2021	908
9/5/2022	908
5/9/2022	907

Circuit Percent Change Prev Week

Circuit	CINEMA DAY (3 Days)	Prev Week (3 Days)	Prev Week % Chg
Cinemex	19,427,350	7,086,043	174%
Cinedot	93,842	36,339	158%
Cinepolis	48,759,325	22,146,041	120%
Cinetix	49,648	22,858	117%
Cinemas Henry	212,429	105,026	102%
Coyote	28,652	14,390	99%
Citiciparcas	189,312	118,447	60%
Xtracinemas	33,941	26,618	28%
Independiente - Mexico	667,593	582,007	15%
Cinemagic MX	64,428	56,607	14%
Exhibición Alternativa	69,674	66,270	5%
Exhibidora Del Bravo	30,715	35,127	-13%
Cineteca de Guadalajara	9,090	11,280	-19%
CineStar MX	2,425	4,050	-40%