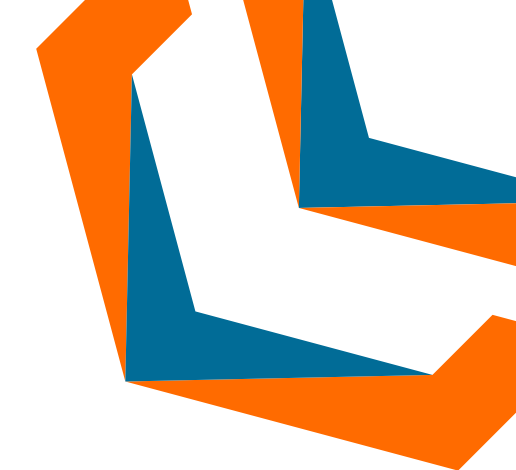
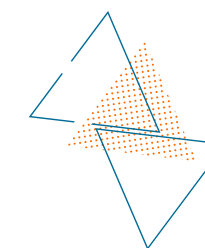
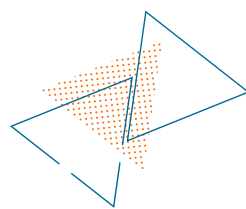
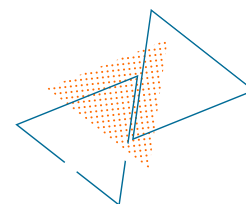


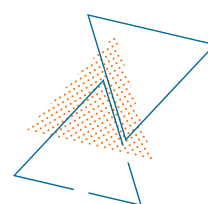


PRESENTA



# 2023

# che spettacolo di Cinema!



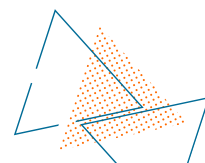
*NUMERI E CARATTERISTICHE DEL  
PUBBLICO IN SALA*



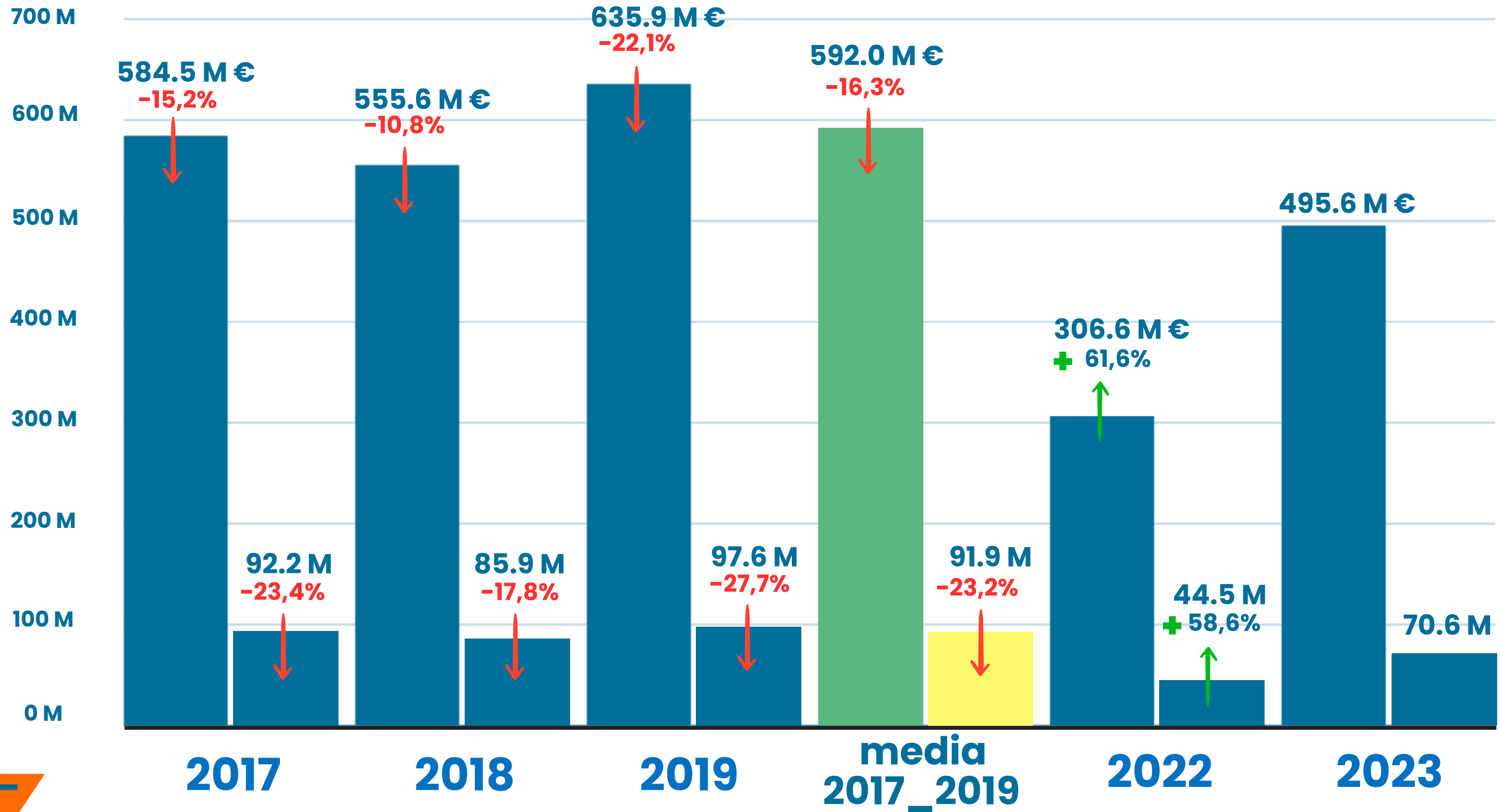
**Scarica qui la cartellina**



**CONFERENZA STAMPA  
10 Gennaio 2024**



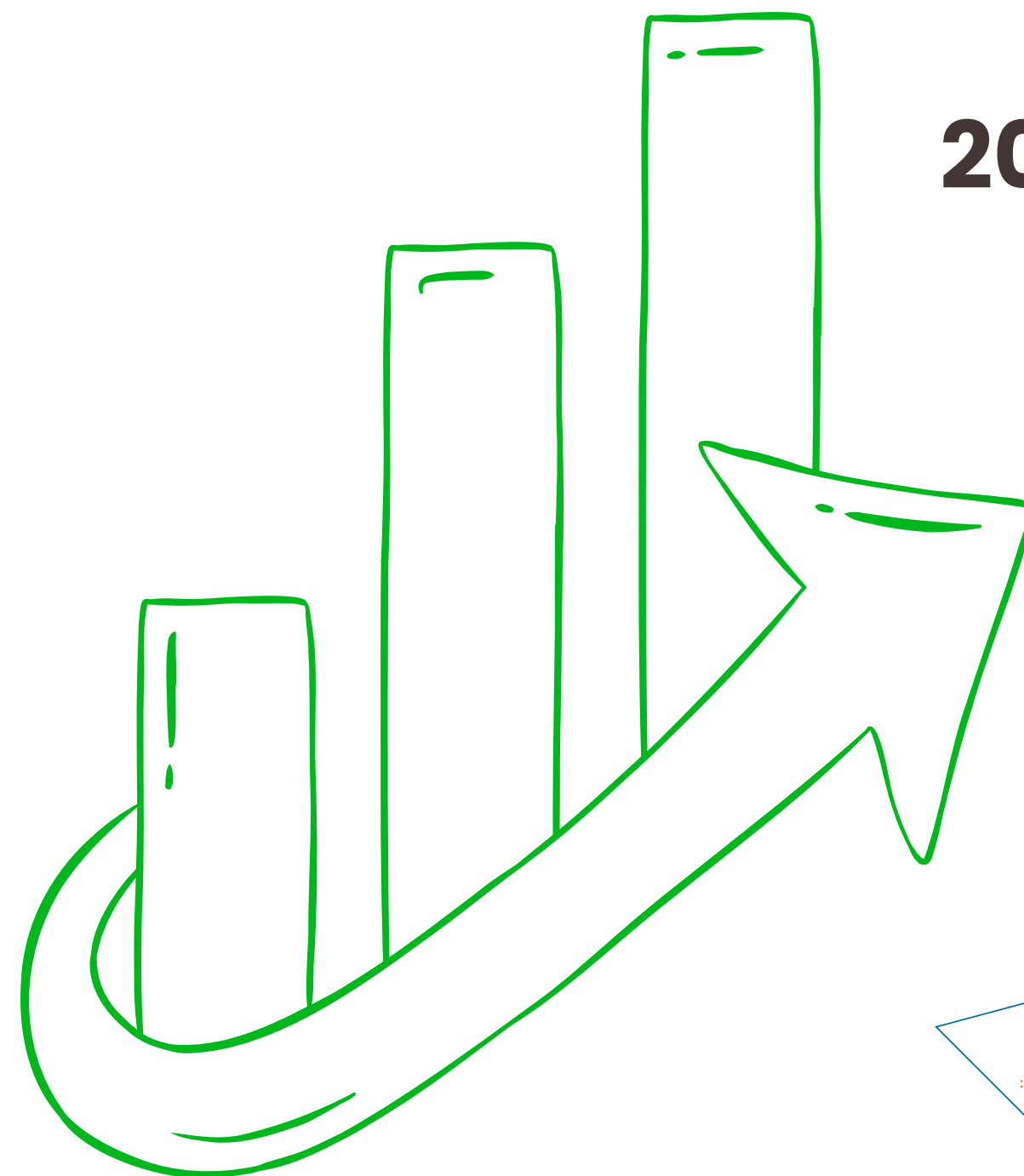
# Incassi e Presenze



# Confronto con media 2017 - 2019



## Incassi e Presenze



**2023 Vs. Media 2017 - 2019**

**-16,3% Incassi**

**-23,2% Presenze**

**2022 Vs. Media 2017-2019**

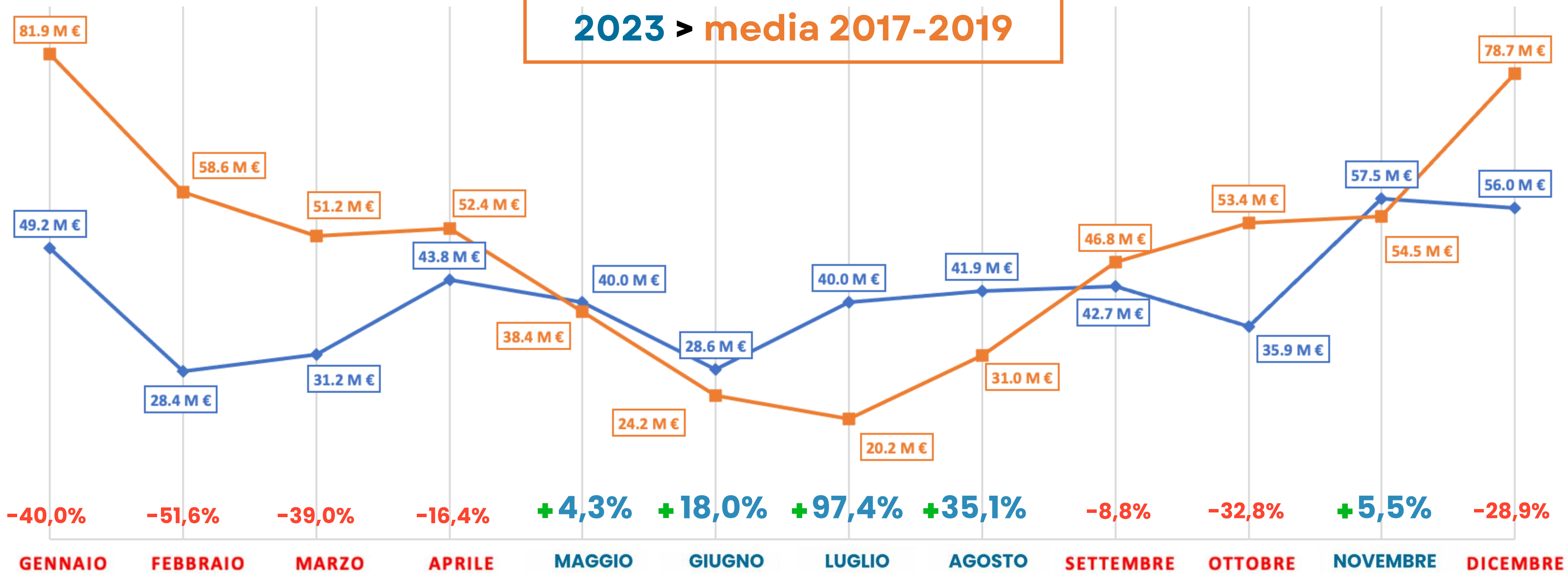
**-48% Incassi**

**-51% Presenze**

# L'andamento mensile

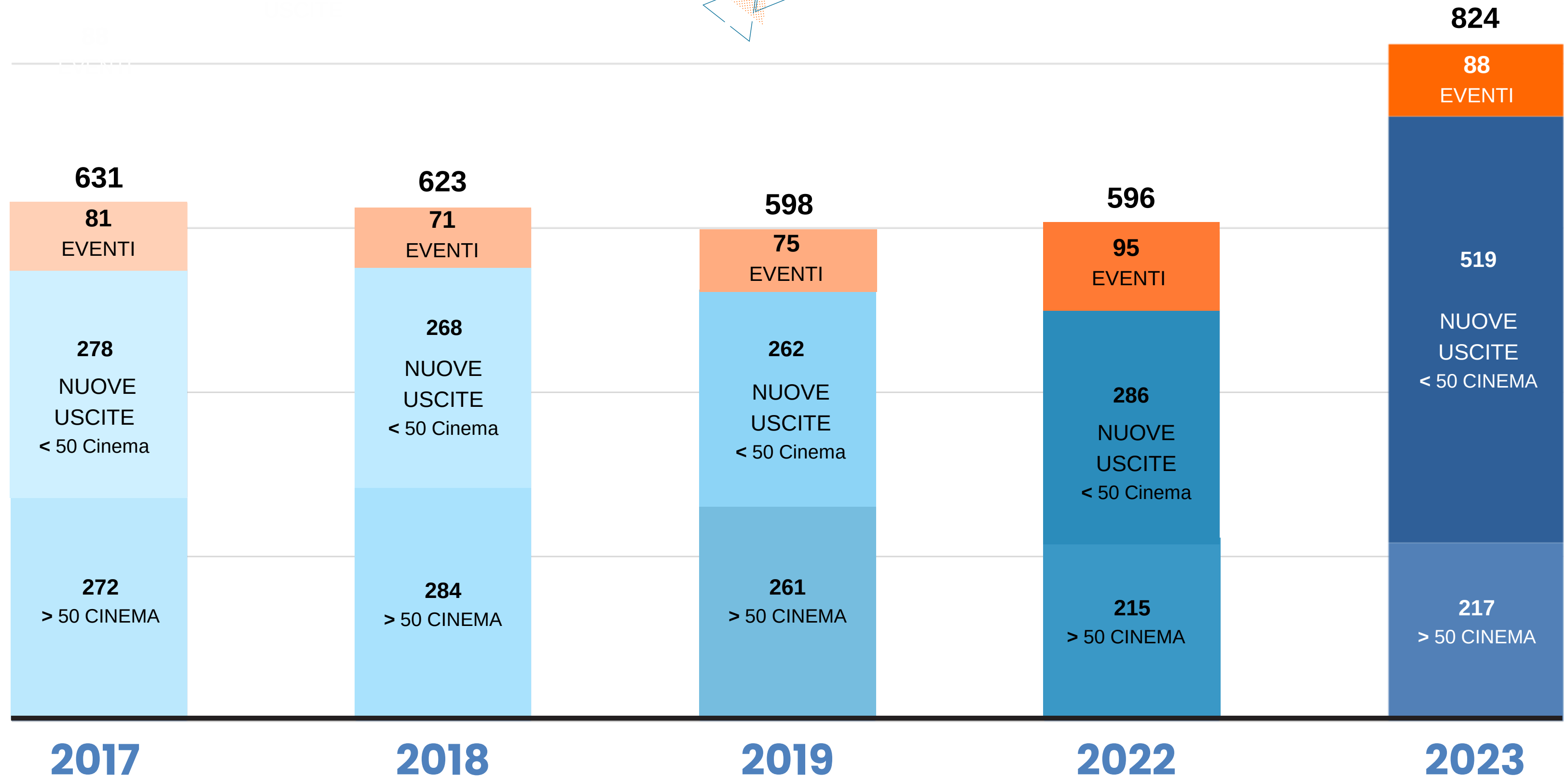
2023 V MEDIA 2017-2019 - INCASSI

5 mesi su 12  
2023 > media 2017-2019



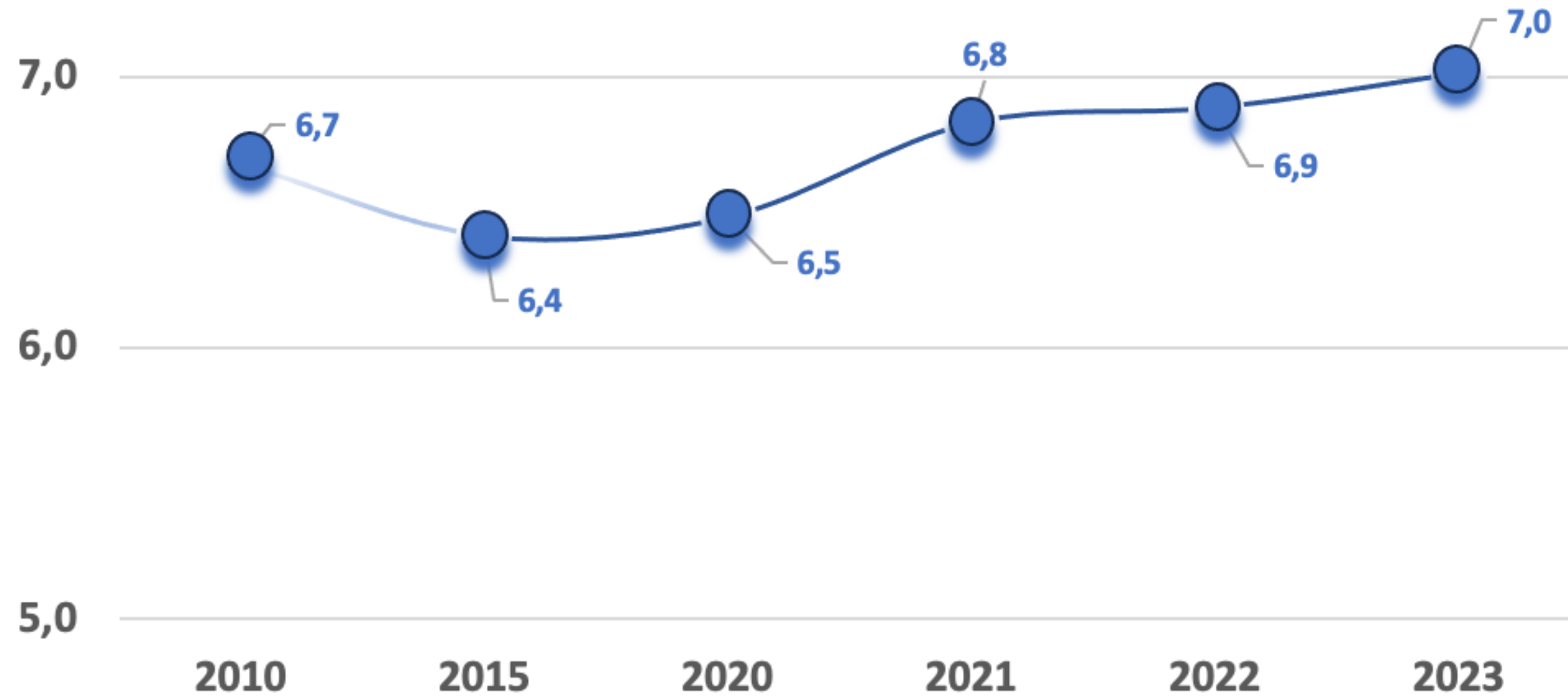
◆ 23    ■ media 17-19

# 2023: Numero Film Usciti \*



\*sono esclusi le riedizioni, le edizioni speciali e i cortometraggi

# Evoluzione del prezzo medio



# 2023: i formati

## 3D 2023 vs.

	Incassi	Presenze
2019	+107,0 %	+96,6 %
2022	-11,7 %	-10,9 %

	Incassi	Presenze
2019	+2,7%	-9,7%
2022	+43,9%	+34,5%

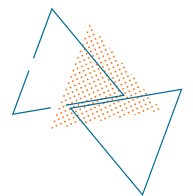
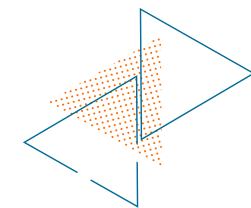
## IMAX 2023

## SALE PLF 2023 vs.

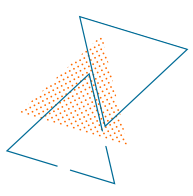
	Incassi	Presenze
2019	+30,6 %	+10,4 %
2022	+47,3 %	+30,9 %

2023 : n. sale IMAX 5, n. sale PLF 9

# I mercati europei confronto



	2023			Diff. % 23 vs. 22		Diff. 23 vs. media 2017-2019	
	Incassi	Presenze	Quota film nazionali	Incassi	Presenze	Incassi	Presenze
Italia	495.6 M	70.6 M	24,3%	61,6%	58,6%	-16,3%	-23,2%
Francia	180.7 M	180.7 M	39,8%	18,9%	18,9%	-13,1%	-13,1%
Germania	882.9 M	90.3 M	16,4%	27,4%	21,5%	-6,2%	-16,6%
GBR/IE(£)	1,062 M		8,1%	8,3%		-22,4%	
Spagna	491.3 M	75.4 M	16,2%	30,4%	25,7%	-18,9%	-25,5%





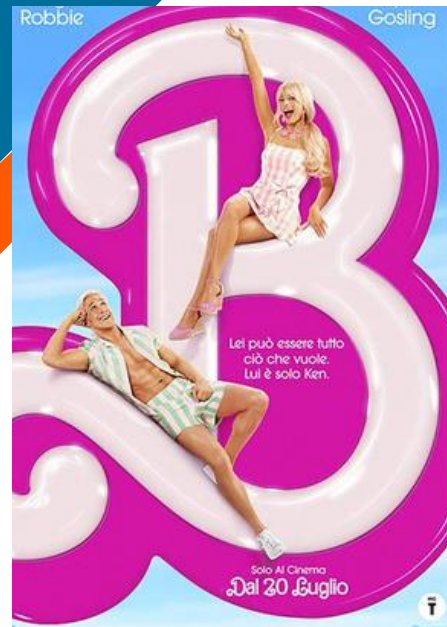
# 2023: i primi 10 titoli



**C'È ANCORA DOMANI**

**32.9 M €**

**4.8 M**



**BARBIE**

**32.1 M €**

**4.3 M**



**OPPENHEIMER**

**27.9 M €**

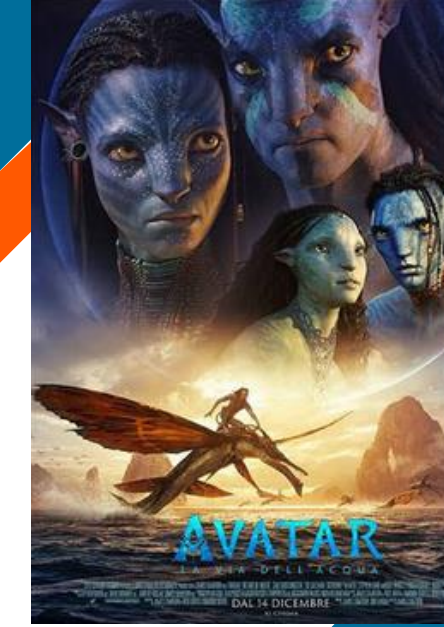
**3.7 M**



**SUPER MARIO BROS.**

**20.4 M €**

**2.8 M**



**AVATAR - LA VIA DELL'ACQUA**

**17.2 M €**

**1.9 M**



**LA SIRENETTA**

**12.0 M €**

**1.8 M**



**FAST X**

**11.8 M €**

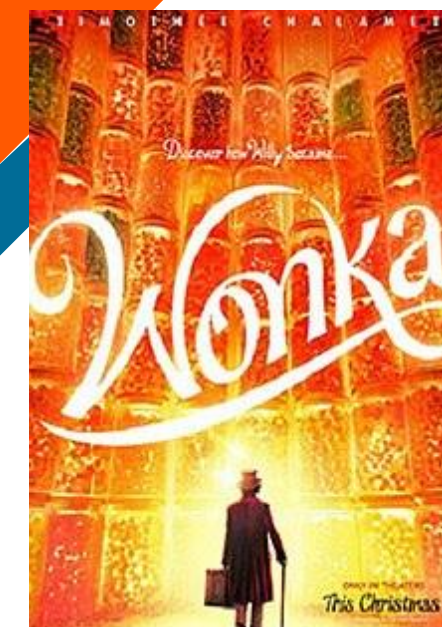
**1.5 M**



**GUARDIANI DELLA GALASSIA VOL. 3**

**10.9 M €**

**1.4 M**



**WONKA**

**9.9 M €**

**1.3 M**

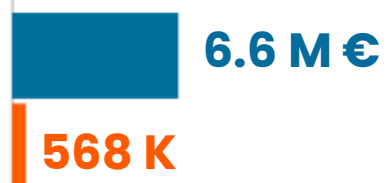
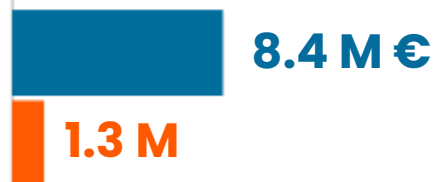


**ASSASSINIO A VENEZIA**

**8.6 M €**

**1.4 M**

# 2023: i distributori



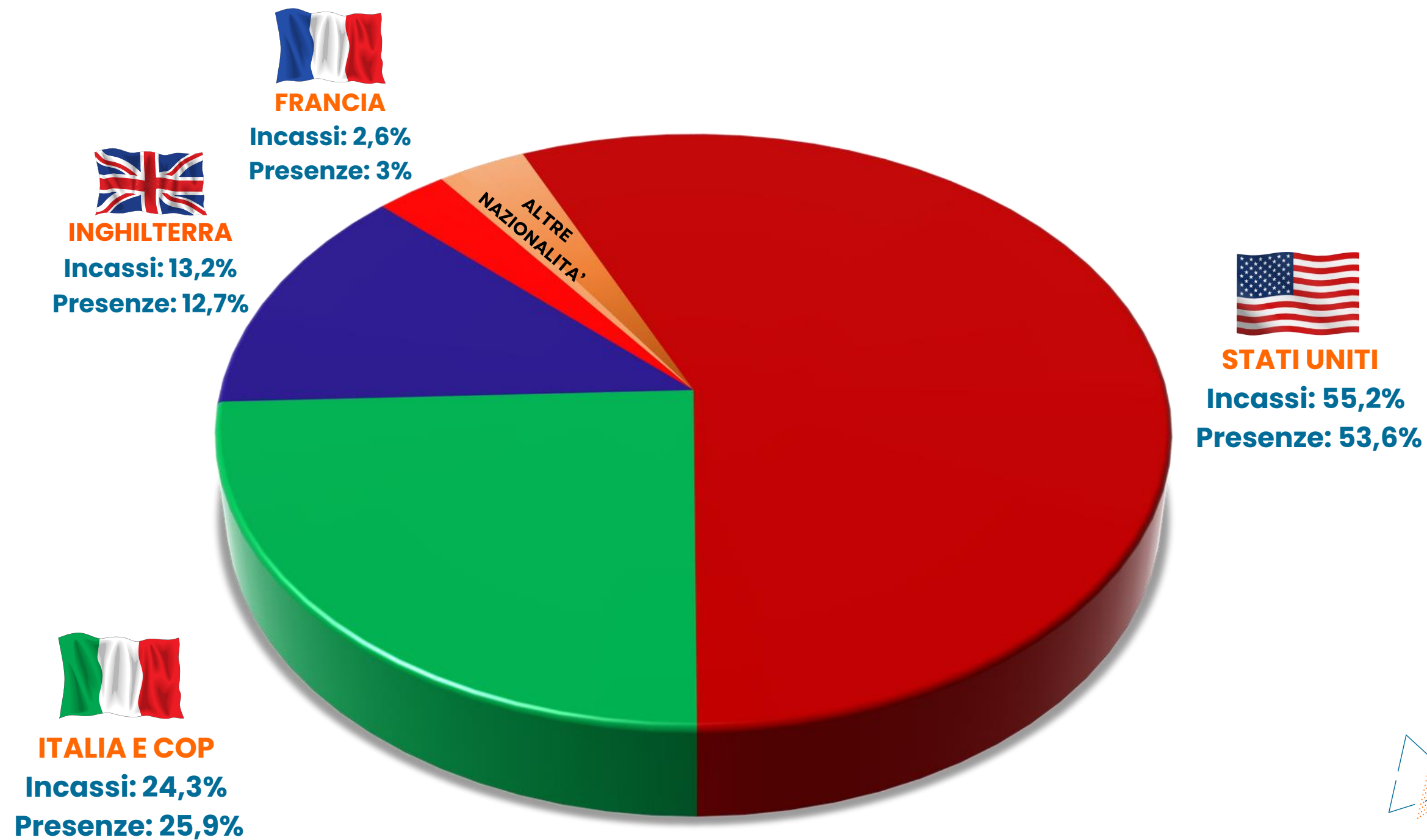
# 2023: l'esercizio



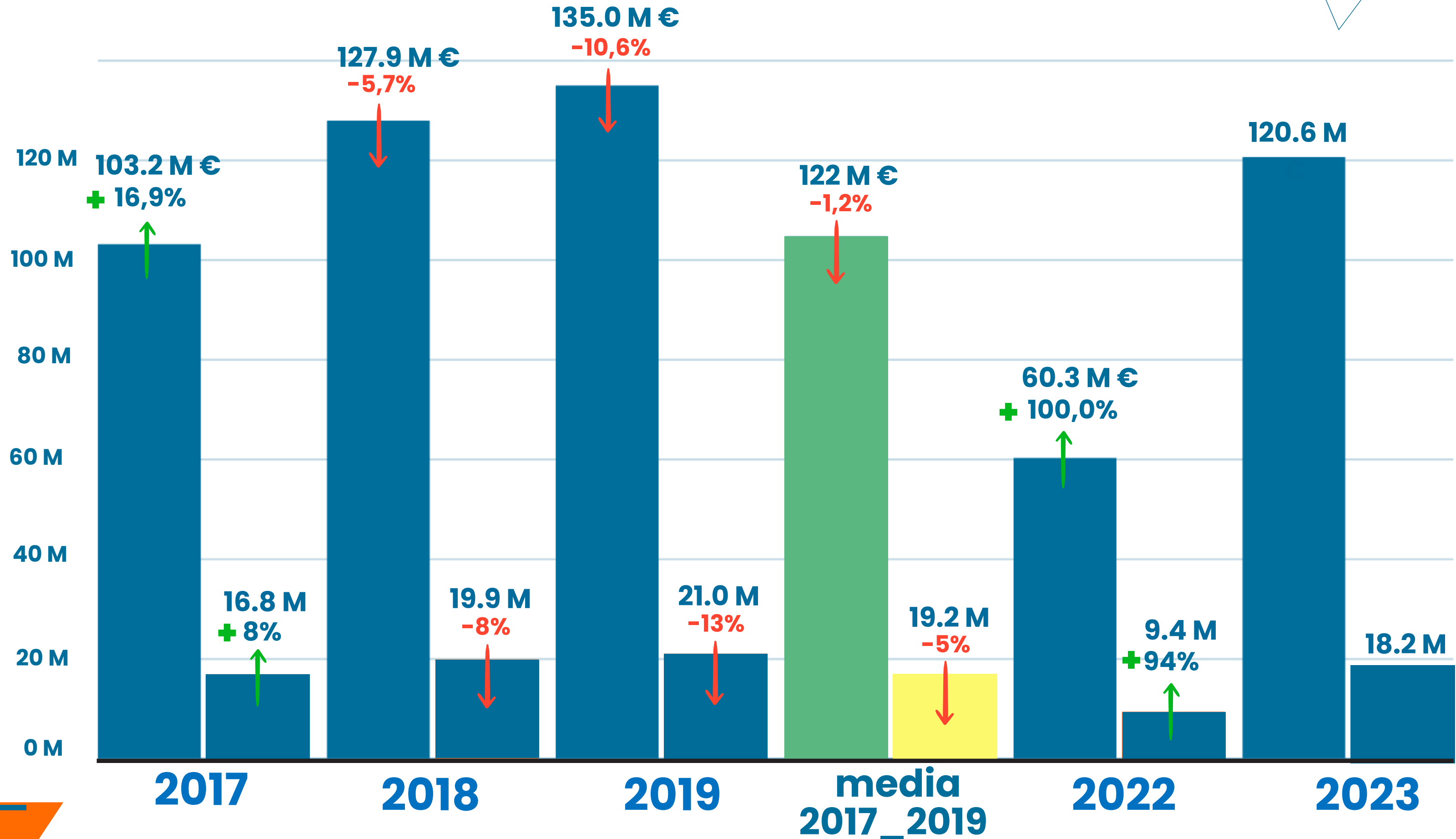
	Totali 2023		Diff. % 23 vs. 22		Diff. 23 vs. media 2017-2019	
	N. Complessi	N. Schermi	Incasso	Presenze	Incasso	Presenze
Monosala	569	569	64,2%	60,0%	-16,0%	-21,9%
Arene	132	132	36,2%	19,8%	212,3%	171,2%
2-4 schermi	282	759	65,1%	62,4%	-17,8%	-24,2%
5-7 schermi	120	713	64,9%	60,4%	-8,1%	-18,3%
Da 8 schermi +	128	1.311	59,4%	57,3%	-19,7%	-25,9%
<b>Tot.</b>	<b>1.231</b>	<b>3.484</b>				

285 cinema hanno registrato nel 2023 un incasso superiore alla media 2017-2019

# 2023: le quote di mercato



# 2023: Focus quota ITA



# 2023: Focus quota ITA

## Quota ITA+COP

20,6% incassi  
21% presenze

Media 2017-2019

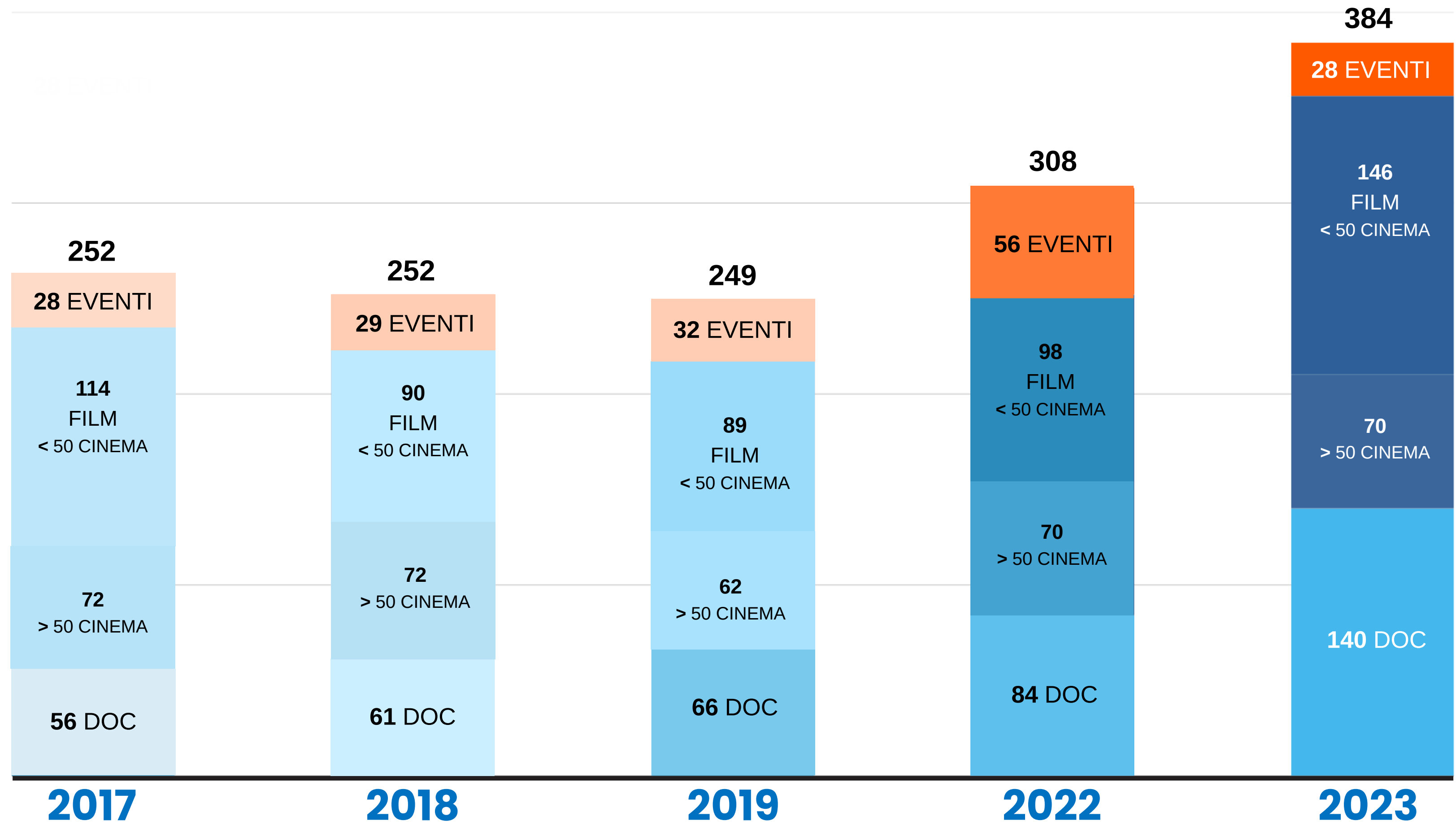
24,3% incassi  
25,9% presenze

2023

26,2% incassi  
27,1% presenze

Media 2010-2019

# 2023: Focus ITA - Numero Film Usciti \*



\*sono esclusi le riedizioni, le edizioni speciali e i cortometraggi

# 2023: I primi 10 titoli- Focus ITA



**C'È ANCORA DOMANI**

**32.9 M €**  
**4.8 M**



**ME CONTRO TE - MISSIONE...**

**4.8 M €**  
**740.5 K**



**TRE DI TROPPO**

**4.7 M €**  
**698.1 K**



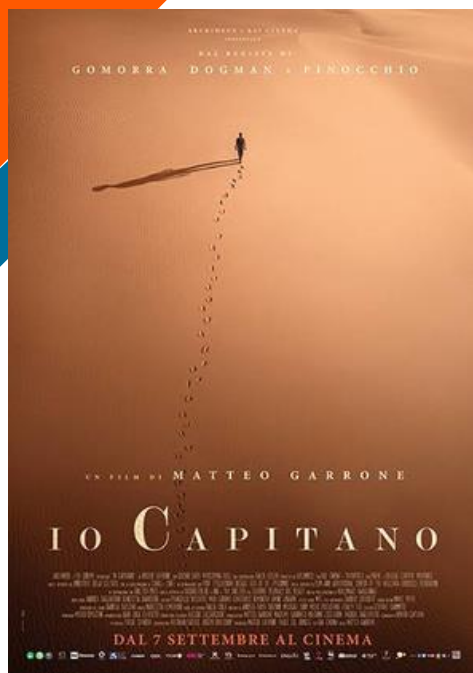
**SANTOCIELO**

**4.6 M €**  
**654.1 K**



**ME CONTRO TE - VACANZE...**

**4.5 M €**  
**681.2 K**



**IO CAPITANO**

**4.4 M €**  
**795.4 K**



**IL SOL DELL' AVVENIRE**

**4.1 M €**  
**623.4 K**



**LE OTTO MONTAGNE**

**4.0 M €**  
**597.6 K**



**COMANDANTE**

**3.5 M €**  
**535.2 K**

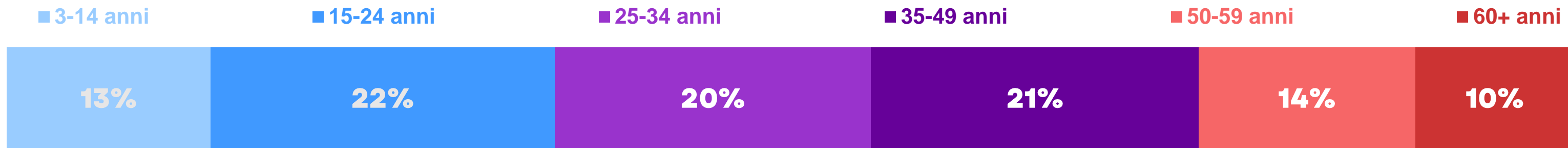


**L'ULTIMA NOTTE DI AMORE**

**3.4 M €**  
**528.6 K**



# Profilo spettatore cinematografico 2023

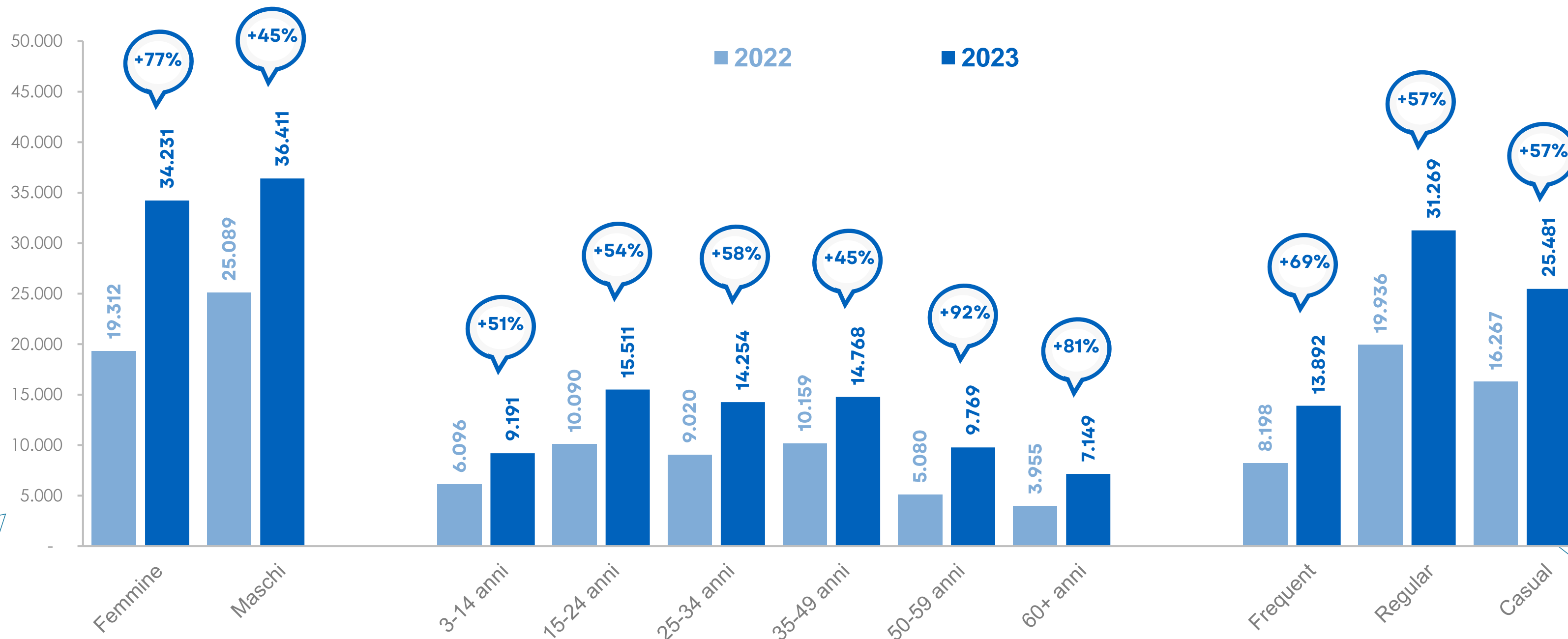


Frequent = >10 ingressi/anno (pre-pandemic) | Regular = 5-10 ingressi/anno | Casual = <5 ingressi/anno

Vertigo | Ergo research

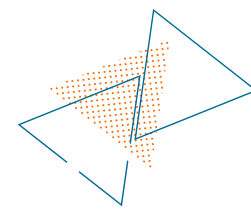
# Trend ingressi per segmento di pubblico

2023



Frequent = >10 ingressi/anno (pre-pandemic) | Regular = 5-10 ingressi/anno | Casual = <5 ingressi/anno

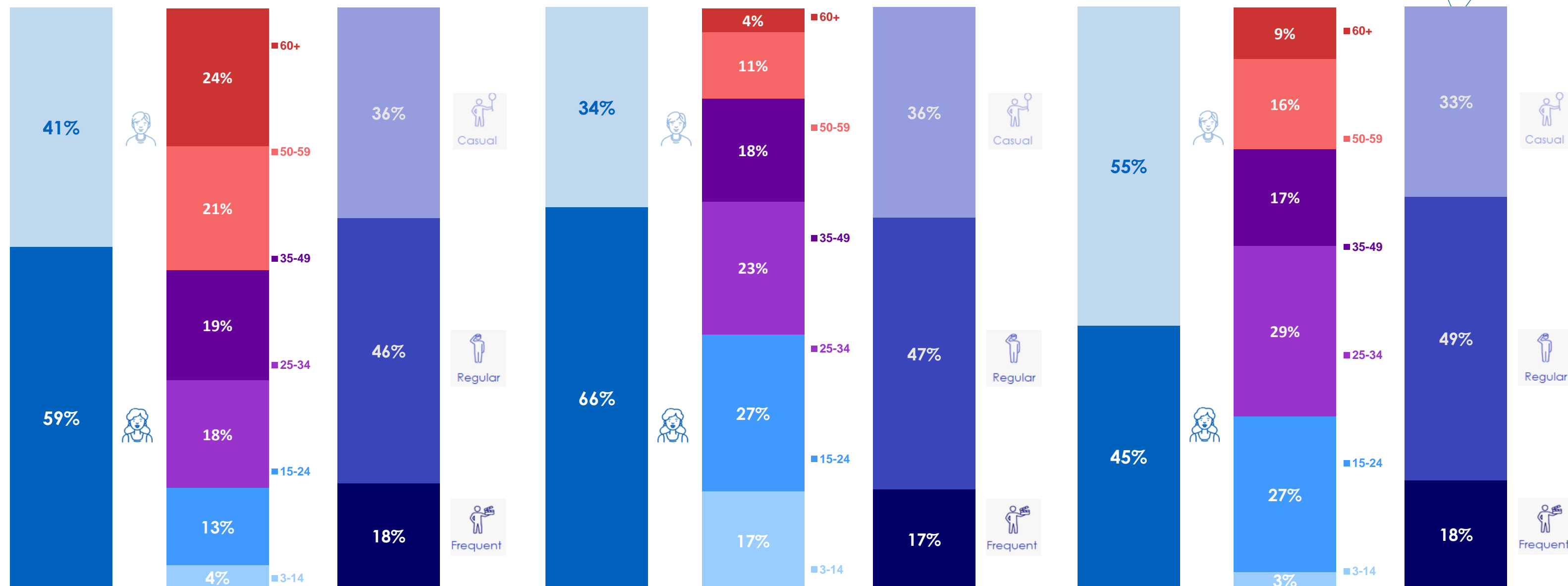
Nota: i dati si riferiscono al totale dei biglietti acquistati da ciascun target - in evidenza il tasso di crescita rispetto all'anno precedente



# Profilo degli spettatori dei principali film (TOP 3)



2023



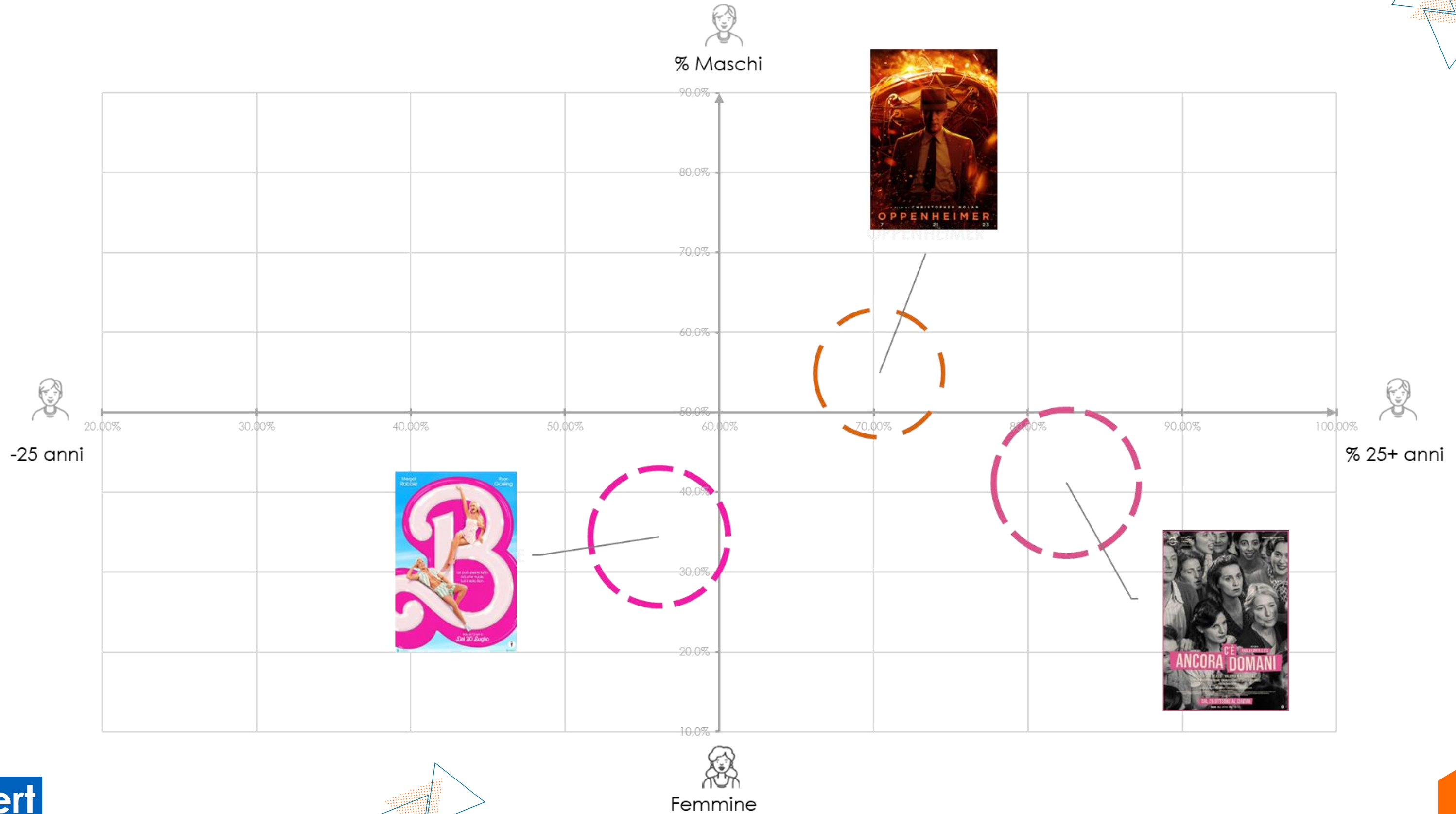
Frequent = >10 ingressi/anno (pre-pandemic) | Regular = 5-10 ingressi/anno | Casual = <5 ingressi/anno

Nota: i dati si riferiscono alla quota di biglietti espressa da ciascun target

Vertigo | Ergo research

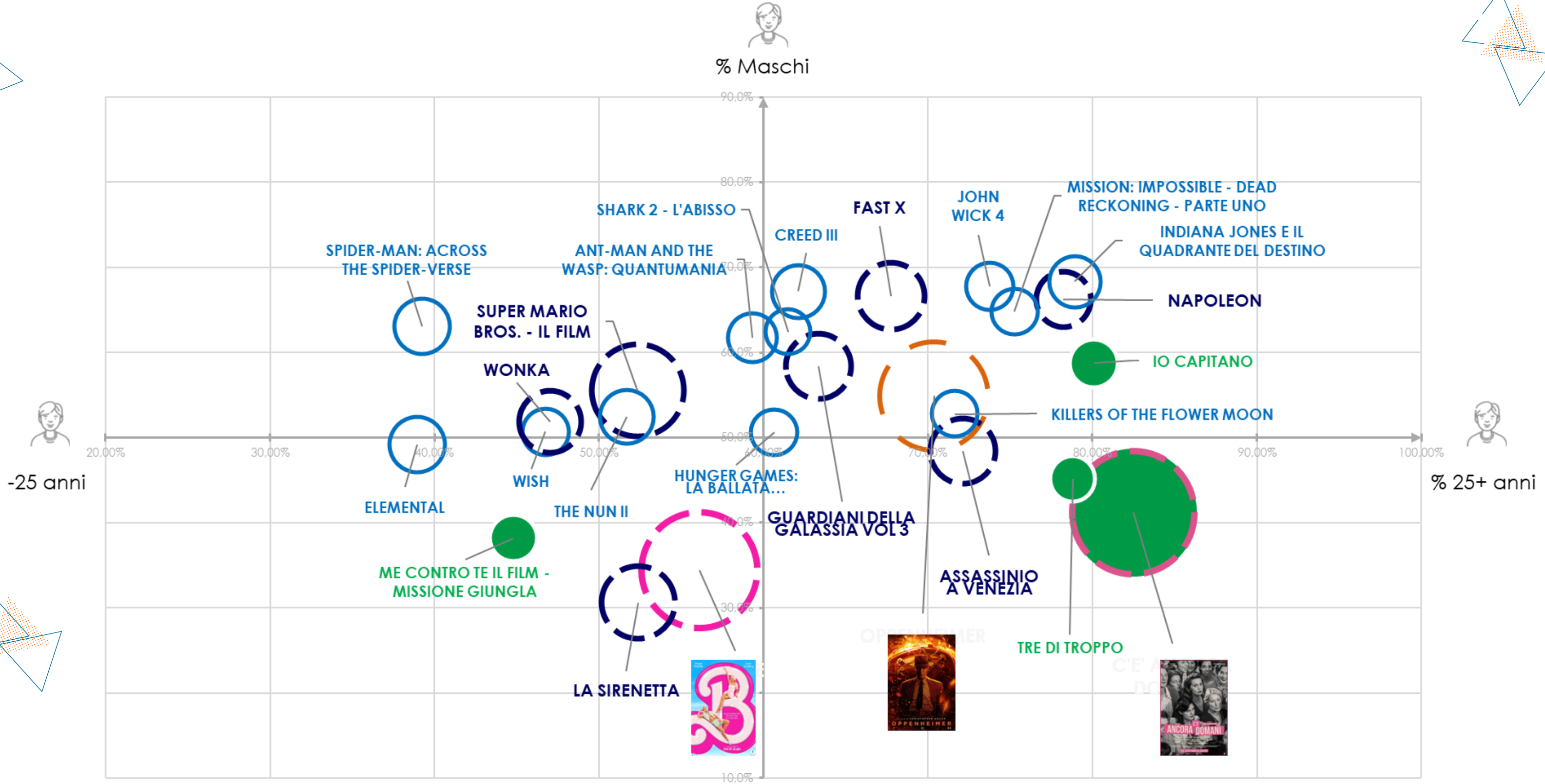
# La top 3 del 2023 nella Movie Map CinExpert

2023



# La top 25 del 2023 nella Movie Map CinExpert

2023

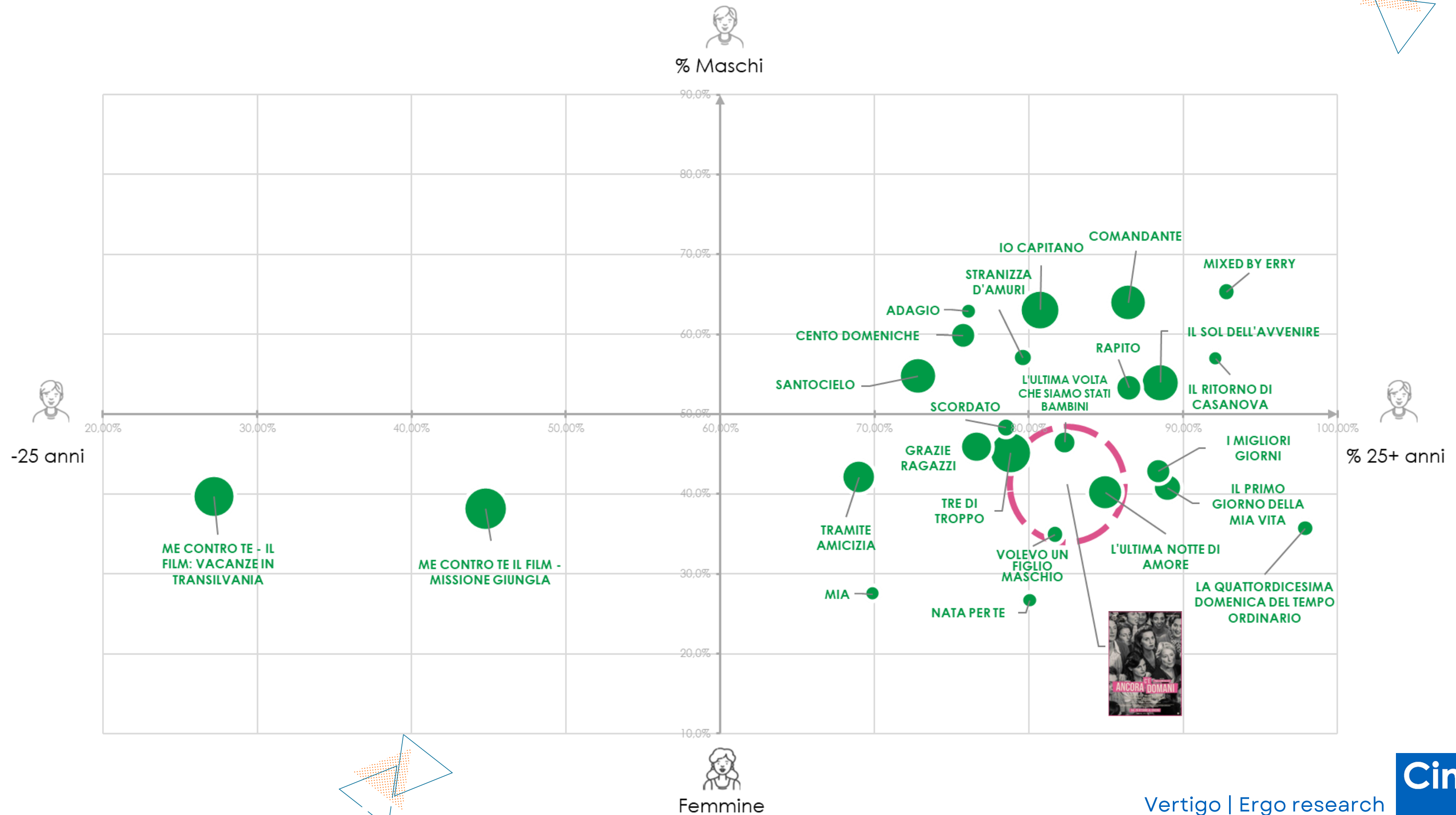


● FILM ITALIANI    ○ TOP 10

Femmine

# La top 25 ITA del 2023 nella Movie Map CinExpert

2023





PRESENTA

**2023**

**che spettacolo di Cinema!**

**Q & A**

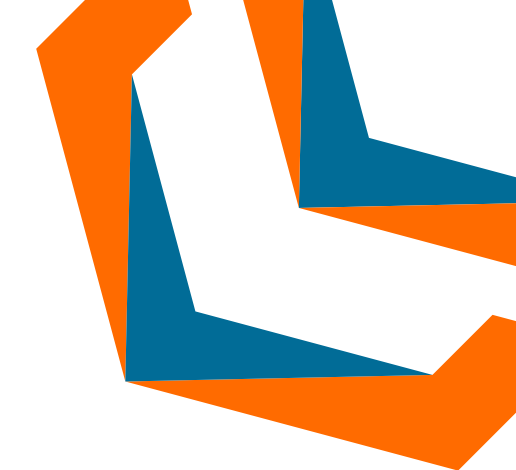
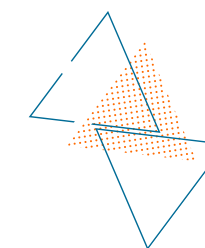
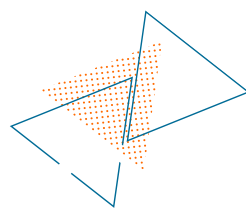
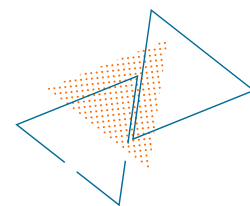
**Scarica qui la cartellina**



**CONFERENZA STAMPA**  
**10 Gennaio 2024**

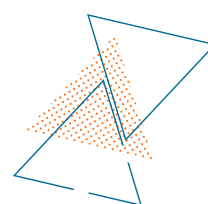


PRESENTA



# 2023

# che spettacolo di Cinema!



*NUMERI E CARATTERISTICHE DEL  
PUBBLICO IN SALA*



**Scarica qui i documenti**



**CONFERENZA STAMPA**  
**10 Gennaio 2024**

