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**UNIC ANNUAL REPORT MARKS RECORD YEAR
FOR EUROPEAN CINEMA**

Brussels: 21 June 2016 – The International Union of Cinemas (UNIC), the grouping of European cinema associations and key operators, has today published its Annual Report, examining key trends during what was a record year for many across the 36 territories represented by the organisation.

The report provides a detailed analysis of the current trajectory of the European cinema industry, exploring both the opportunities and challenges facing what is on the whole a buoyant and rapidly evolving sector.

For the first time assembling final end-year performance data across such a wide range of European territories, the report confirms 2015 as a record year for cinemas across many UNIC member territories. Total cinema admissions in the region increased by 6 per cent, reaching more than 1.26 billion visits. Total box office revenue reached €8.8 billion, a 12.5 per cent increase on the previous year, accounting for 24 per cent of the global theatrical market.

Commenting on the report, UNIC President Phil Clapp said:

"Cinema-going across Europe is thriving.

This report celebrates some incredible achievements by industry colleagues and partners during 2015.

It is particularly fitting that we launch our annual report during CineEurope, our annual convention. Both symbolise the vibrancy and diversity of our sector and its contribution to the success of the wider film industry not just in Europe but also on the global stage.

We look forward to working with industry colleagues and European policy makers as UNIC further develops its activities over the coming year."

Alongside a range of sector data, the report also examines a number of public policy issues affecting cinema operators in the European Union as well as setting out the advocacy activities undertaken by UNIC in response, all with the objective of ensuring that cinema remains central to the European Commission's audiovisual policy agenda.

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Notes for editors

UNIC Annual Report 2016

The UNIC Annual Report 2016 is available in English and French and can be downloaded from: [English version](#) / [French version](#)

The International Union of Cinemas (UNIC) – www.unic-cinemas.org

UNIC - the International Union of Cinemas - represents the interests of cinema trade associations and cinema operators covering 36 countries in Europe and in neighbouring regions.

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CineEurope - www.cineeurope.net

Organised in partnership with the Film Expo Group, CineEurope – UNIC's official annual convention – each year brings together cinema professionals from over 50 countries. The 2016 edition of the show takes place from June 20-23 in Barcelona and involves a growing number of film and product presentations from major international as well as European film studios, a cutting-edge trade show, as well as a seminar programme exploring latest industry trends in European cinema exhibition.