Cinema Industry Research - UK & Ireland

Description: Founded in 1989 to track the then infant multiplex industry, our latest Cinema going report surveys a completely transformed landscape, as a vastly larger audience attends many more and much better cinemas than the tired and aging high street outlets which dominated cinema-going in the eighties.

Fuelled by Spectre and Star Wars - and a rise in the nation’s screen count to over 4,000 screens - the UK industry had a strong year in 2015. As well as higher admissions, new pricing strategies saw average ticket prices rise 7% in a year when consumer inflation at 0.2% for the year barely shifted.

This new report covers the cinema audience, the UK film industry, film distribution, trends in cinemas, ancillary revenues from refreshment sales and on-screen advertising, as well as offering detailed financial data regarding the leading cinema chains and five year forecasts of screen numbers, admissions and box office.

Also covered in the report, the Irish market suffered more from the fall-out from the financial crisis and recovery has taken longer, but a rise in admissions in 2015 hopefully signals that a recovery towards pre-crisis levels of ticket sales is now in prospect.

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