

IRISH CINEMA TRENDS 2010 - 2016

	2010	2011	2012	2013	2014	2015	2016
Screens	446	444	475	461	468	496	499
Average Ticket Price	€7.05	€6.84	€7.05	€6.95	€6.95	€6.94	€6.90
Admissions	16,486,920	16,348,631	15,425,768	14,660,429	14,364,544	15,172,461	15,782,328
Gross Box Office (Million)	116.3	111.8	107.5	101.89	99.9	105.3	108.9
Box Office Yearly Variance	-66.66%	-3.87%	-3.85%	-5.22%	-1.95%	5.41%	3.42%

Source: Wide Eye Media

EUROPEAN CINEMA TRENDS 2010 - 2015

	2010	2011	2012	2013	2014	2015
Screens	29719	29626	29950	29958	30051	30621
Average Ticket Price	€6.67	€6.60	€6.90	€6.90	€6.90	€7.50
Admissions (Million)	964.2	968.2	948.6	904.1	911.1	976.5
Gross Box Office (Million)	6377	6446.3	6571.1	6282.1	6322.1	7350
Box Office Yearly Variance	4.76%	1.09%	1.94%	-4.40%	0.64%	16.26%

Source: OBS, Media Salles