

## Quote di mercato dei film americani

### Market shares of US films

### Parts de marché des films américains

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
<b>B</b> <sup>1</sup>	69,5%	73,4%	79,6%	72,9%	71,8%	74,7%	73,2%	80,1%	82,1%	87,4%	77,8%	84,4%	81,0%	81,5%
<b>CH</b> <sup>2</sup>	71,0%	76,0%	77,0%	67,3%	72,4%	79,9%	73,0%	69,9%	73,6%	72,3%	75,6%	72,0%	66,4%	54,6%
<b>D</b> <sup>3</sup>	65,7%	83,8%	80,2%	82,8%	87,8%	81,6%	87,1%	75,1%	70,5%	85,4%	76,0%	81,2%	77,0%	83,0%
<b>DK</b>	63,7%	77,0%	83,3%	77,7%	74,0%	66,7%	81,1%	67,1%	66,5%	77,8%	58,7%	73,1%	59,1%	67,2%
<b>E</b>	73,0%	72,0%	69,0%	77,1%	75,5%	72,3%	72,1%	78,3%	67,9%	78,5%	64,2%	81,6%	62,2%	66,1%
<b>F</b>	56,6%	55,9%	58,0%	58,1%	57,1%	61,0%	53,9%	54,3%	52,5%	64,0%	54,1%	63,7%	46,6%	50,2%
<b>FIN</b> <sup>4</sup>	c. 70%	c. 80%	c. 80%	63,0%	63,0%	66,0%	76,5%	c. 72,2%	73,1%	80,0%	58,6%	74,6%	69,4%	71,2%
<b>GR</b>	c. 86%	c. 87%	c. 88%	92,0%	c. 75%	82,0%	c. 73%	c. 80%	c. 80%	c. 80%	.	.	.	.
<b>I</b> <sup>5</sup>	63,3%	70,0%	58,6%	59,4%	68,1%	65,0%	62,8%	60,8%	48,7%	c. 65,2%	c. 53,6%	c. 69,5%	c. 59,9%	c. 60,2%
<b>IRL</b>	c. 76,5%	c. 87%	c. 91,5%	.	.	.	c. 90%	.	.	.	.	.	.	.
<b>IS</b> <sup>7</sup>	.	.	.	.	.	.	.	85,2%	82,0%	92,3%	87,3%	80,2%	78,0%	78,7%
<b>L</b> <sup>8</sup>	c. 87%	c. 80%	c. 85%	c. 78%	c. 79,5%	c. 84%	c. 82,4%	c. 78,5%	68,4%	80,7%	70,8%	80,6%	68,0%	.
<b>N</b>	.	.	.	.	.	.	.	.	.	.	.	.	68,8%	c. 80,7%
<b>NL</b>	75,6%	85,8%	92,5%	78,8%	89,3%	89,9%	82,0%	89,7%	84,5%	89,8%	79,6%	85,6%	84,1%	79,3%
<b>P</b>	c. 81%	c. 85%	c. 85%	.	c. 61,2%	.	.	.	.	.	.	.	.	.
<b>S</b>	69,3%	82,3%	70,5%	c. 65,5%	72,7%	70,0%	65,4%	67,5%	66,7%	76,1%	68,2%	66,5%	63,7%	66,0%
<b>UK</b>	c. 84%	c. 89%	84,0%	c. 90,6%	c. 94,2%	.	83,7%	.	.	c. 86%	.	77%	.	.

- 1) 1989 – 1995: solo Bruxelles. 1996 – 2002: film usciti nell'anno (il 1997 non include quelli distribuiti da Polygram e Alternative Film, il 1998 quelli distribuiti da Polygram).  
 1989 – 1995: Brussels only. 1996 – 2002: films released in the year (in 1997 those distributed by Polygram and Alternative Film are not included, in 1998 those distributed by Polygram).  
 1989 – 1995: Bruxelles seulement. 1996 – 2002: films sortis dans l'année (en 1997 ceux distribués par Polygram et Alternative Film sont exclus, en 1998 ceux distribués par Polygram).
- 2) 1993: film non europei, cioè film americani e di altri paesi. Calcolata nel 1997 sull'87% degli incassi e nel 1998 su circa il 60%. 1999 – 2001: percentuale delle presenze.  
 1993: non-European films, i.e. US and other countries. Based on 87% of gross box office in 1997 and on about 60% in 1998. 1999 – 2001: percentage of admissions.  
 1993: films non-européens, c.-à-d. films américains et autres films. Calculée sur 87% des recettes brutes en 1997 et sur environ 60% en 1998. 1999 – 2001: pourcentage des entrées.

- 3) 1996, 1997, 1998, 2001 e 2002: ricavi lordi dei distributori. 1996, 1997, 1998, 2001 and 2002: gross distribution revenue.  
 1996, 1997, 1998, 2001 et 2002: recettes brutes de distribution.
- 4) 1996, 1997 e 2002: percentuale delle presenze. 1996, 1997 and 2002: percentage of admissions.  
 1996, 1997 et 2002: pourcentage des entrées.
- 5) 1996 – 2002: campione Cinetel. Nel 1996: 146 città – 1 050 schermi. Nel 1997: 174 città – 1 250 schermi. Nel 1998: 184 città – 1 320 schermi. Nel 1999: 221 città – 1 537 schermi. Nel 2000: 270 città – 1 782 schermi. Nel 2001: 1 856 schermi. Nel 2002: 2 376 schermi.  
 1996 – 2002: Cinetel sample. In 1996: 146 towns – 1 050 screens. In 1997: 174 towns – 1 250 screens. In 1998: 184 towns – 1 320 screens. In 1999: 221 towns – 1 537 screens. In 2000: 270 towns – 1 782 screens. In 2001: 1 856 screens. In 2002: 2 376 screens.  
 1996 – 2002: panel Cinetel. En 1996: 146 villes – 1 050 écrans. En 1997: 174 villes – 1 250 écrans. En 1998: 184 villes – 1 320 écrans. En 1999: 221 villes – 1 537 écrans. En 2000: 270 villes – 1 782 écrans. En 2001: 1 856 écrans. En 2002: 2 376 écrans.

- 6) Stagione cinematografica 1994/1995.  
 1994/1995. Cinematographic season 1994/1995. Saison cinématographique 1994/1995.
- 7) 1989 – 1999: solo Reykjavik. 1989 – 1999: Reykjavik only.  
 1989 – 1999: Reykjavik seulement.
- 8) 1989 – 1996: stime. 1997 – 2000: percentuale delle presenze (film usciti nell'anno). 1989 – 1996: estimations. 1997 – 2000: percentage of admissions (films released in the year).  
 1989 – 1996: estimations. 1997 – 2000: pourcentage des entrées (films sortis dans l'année).
- 9) Questo dato si riferisce al 93% del mercato. This figure refers to 93% of the market.  
 Cette donnée se réfère au 93% du marché.
- 10) Elaborazione di MEDIA Salles su dati EDI. EDI data elaborated by MEDIA Salles.  
 Elaboration de MEDIA Salles sur données EDI.