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CINEMA : IS IT SLOWING DOWN?

*A DATA ANALYSIS FROM 1980 TO 2020 IN FRENCH CINEMAS*

# Introduction

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1980 TO 2020 IN  
FRENCH CINEMAS

*"Cinema is a matter of what's in the frame and what's out."*

*Martin Scorsese*



*"Le cinéma c'est de l'art de faire faire de jolies choses à de jolies femmes."*

*François Truffaut*



# Introduction

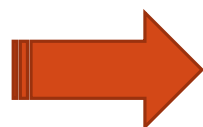
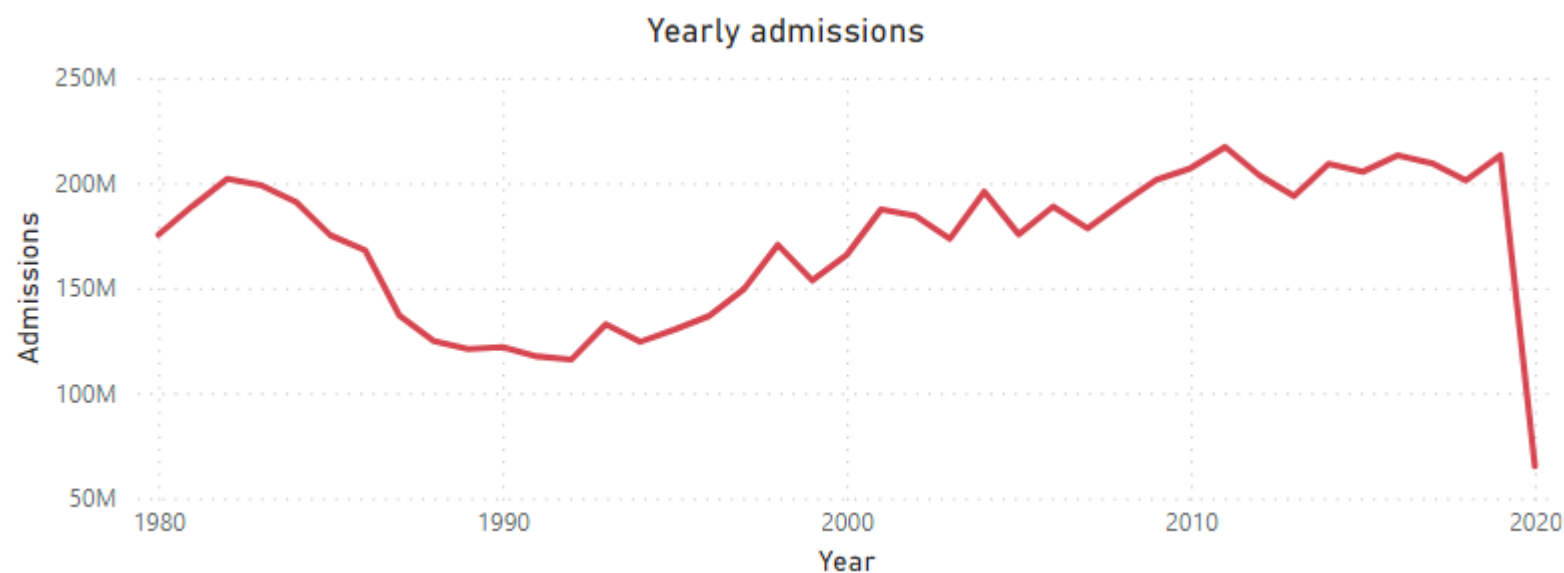
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## Perimeter :

- KPI: admissions
- Source : CNC
- Geography : France
- Years : 1989 to 2020
- Customer oriented analysis

# 1. Audience

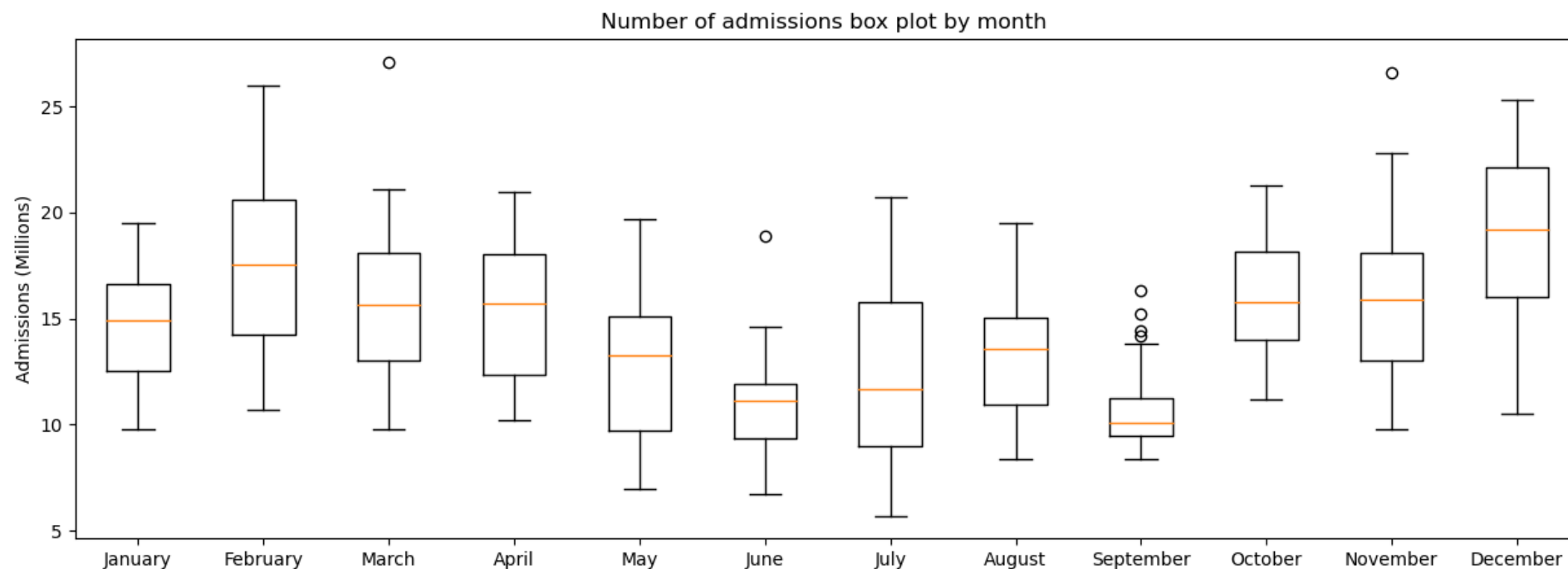
- Annual audience



**Conclusion** : since 2010, audience was back at its 1982 peak (  $\approx 200$  M adm/y) before Covid crisis

## 2. Behaviour

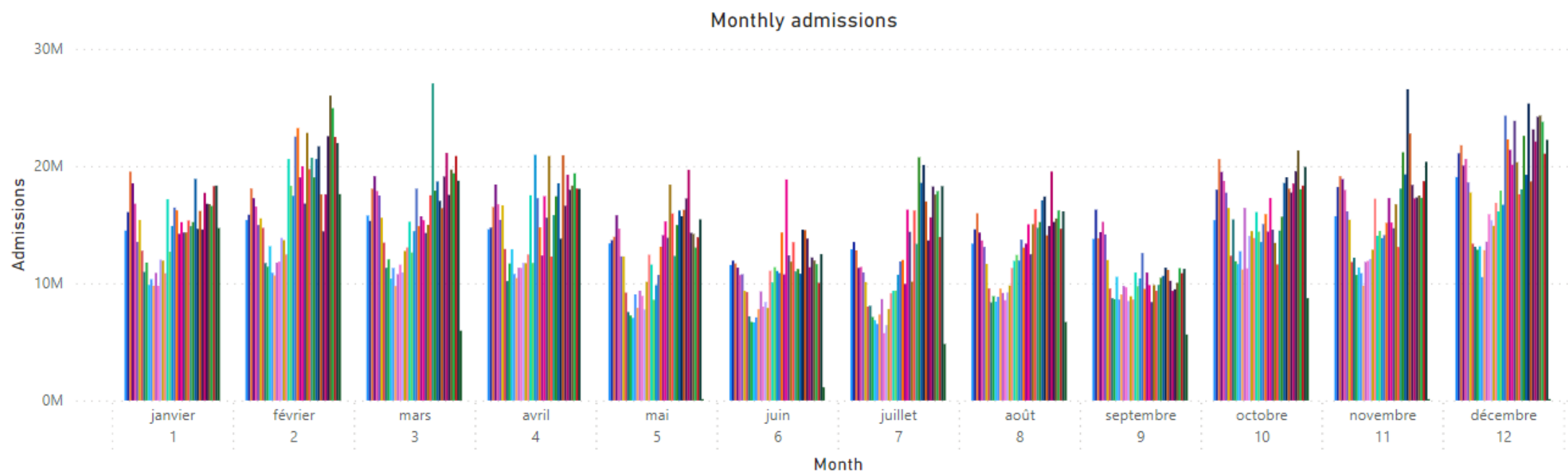
- Monthly audience (1980-2019)




 **Conclusion :** February, March, April, October, November, December seem to be the top months

## 2. Behaviour

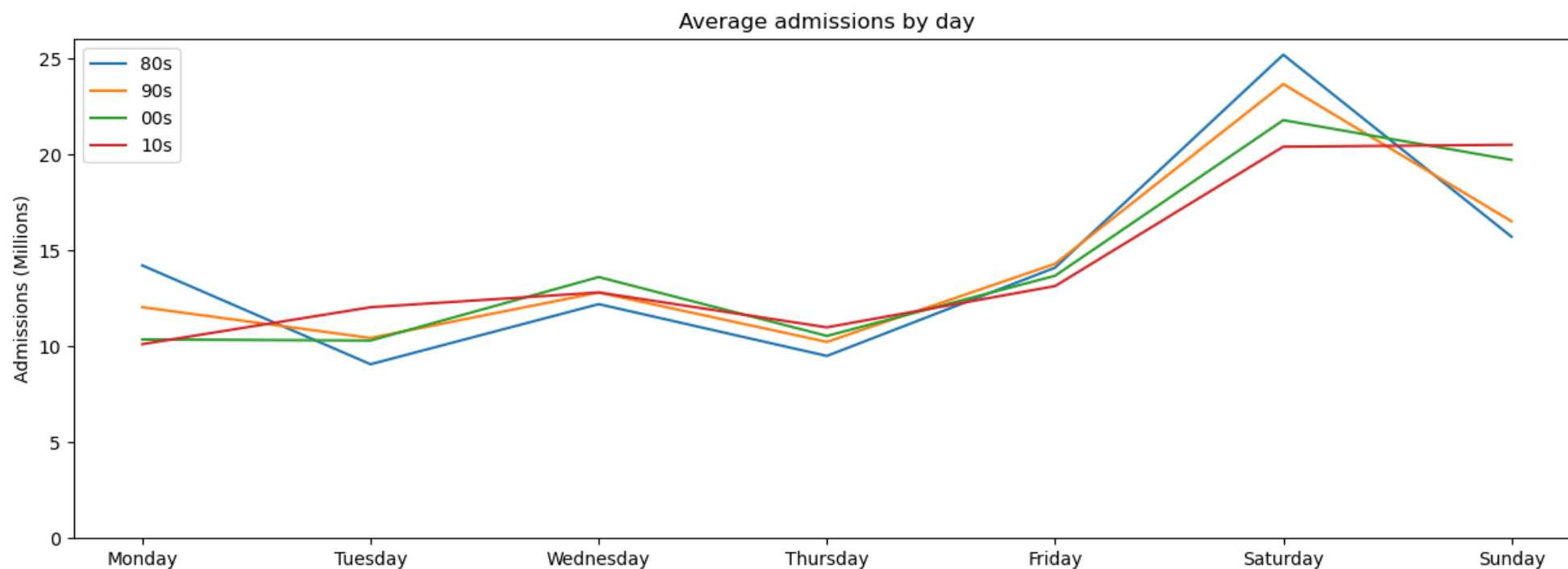
- Monthly audience



 **Conclusion :** 1. February, March, April, October, November, December seem to be the top months  
2. Power BI has its limits

## 2. Behaviour

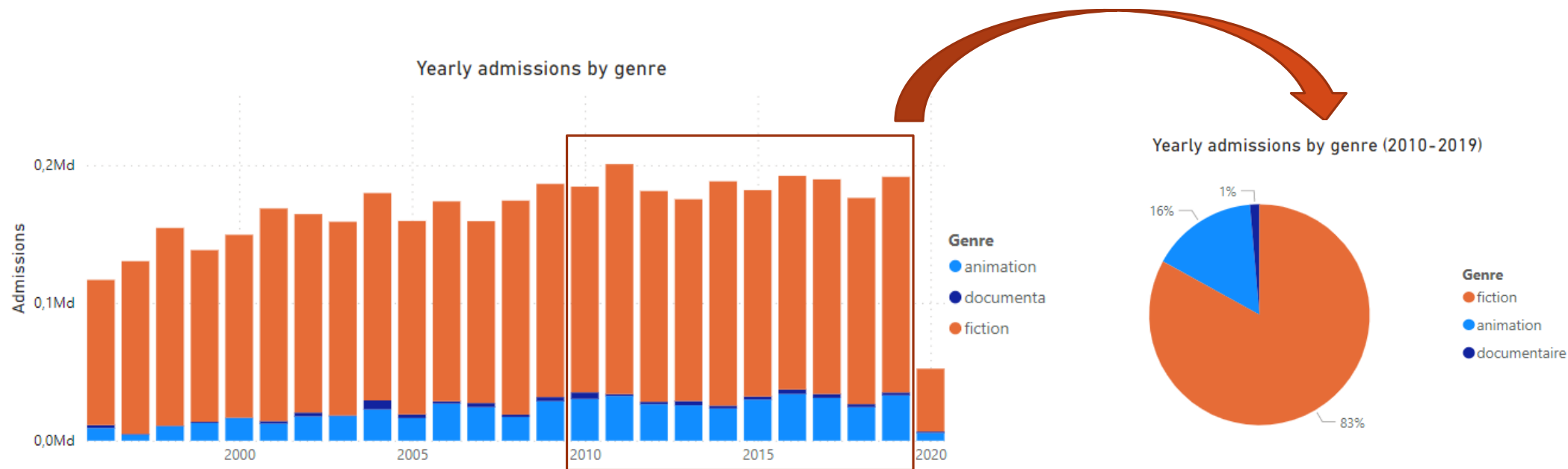
- Daily audience (1980-2019)



 **Conclusion** : no big changes observed, but curves tend to be flattened

## 2. Behaviour

- Admissions by genre (1996 – 2020)

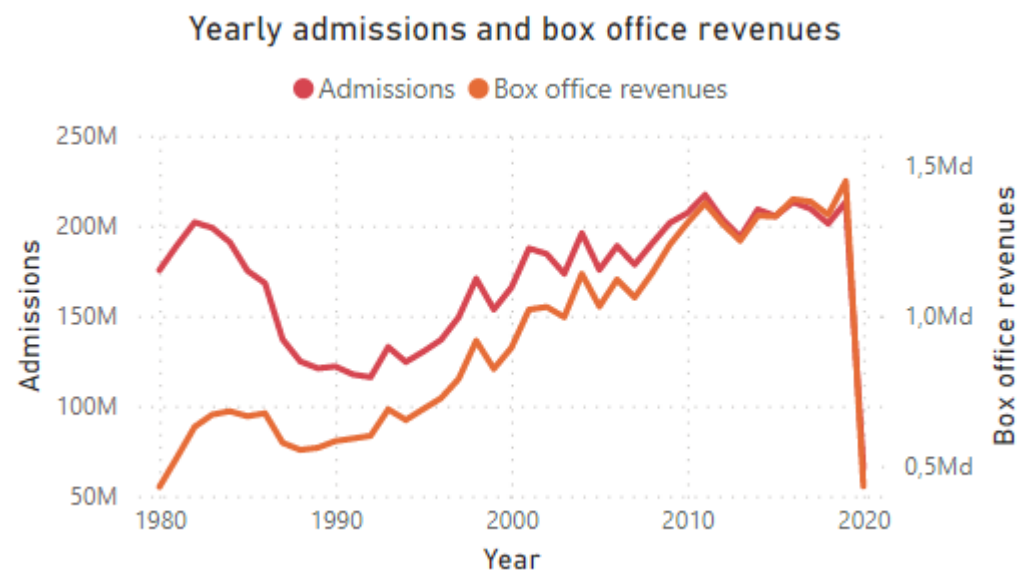


**Conclusion :** 1. Fiction is the preferred genre of the audience  
2. Animation genre has grown to reach a ceiling of 15% since 2010



# 3. Business review : 80s vs 10s

## REVENUE VS ADMISSIONS



- Admissions : from 190M/y to 210M/y
- Revenues : from 0,7Md€/y to 1,4 Md/y

## INFLATION



- Inflation: +122% between 1983 and 2019
  - 0,7 Md€  $\approx$  today's 1,5 Md€ with this rate

# Conclusion

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- **Overall audience** : has not slowed down before Covid
- **Overall revenue**: has not slowed down before Covid
  - revenue correlates with inflation
- **Audience behaviour** : has slightly changed:
  - More animation movies
  - More traffic on Wednesday
  - More audience in February and April
  - Less audience in September



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Thanks !