

## 2. Data

### 1) General Situation

#### ■ Changes of the Number of Screens (1993-2016)

We will see how the number of screens has changed since 1993 when the first multi-screen theaters opened in Japan. We created the below chart based on Eiren's "Japanese Film Industry's Past Statistics." In this source, Eiren started to give separate data between conventional and multi-screen theaters in 2000, therefore, until 1999, you only see green (conventional theaters). In reality, from 1993, the number of multi-screen theaters gradually increased.

In 1993, there were 1,734 screens in Japan, and as the multi-screen theaters spread, this number kept increasing little by little to 3,472 in 2016, with two exceptions, a decrease of 73 in 2011, and a decrease of 41 in 2012.

The reason why the numbers dropped in 2011 and 2012 is the digitalization in film exhibition. During these two years, theaters changed from film to DCP and in 2013, most theaters completed digitalization. Many small theaters chose to close, giving up digitalization that required huge facility investment. The Great East Japan Earthquake on March 11, 2011 also had influence on the decline. Many theaters suffered in this disaster, were forced to be closed, and were unable to reopen later.

Graph and chart: **The Change of the Number of Screens (1993-2016)**

The Change of the Number of Screens (1993-2016)

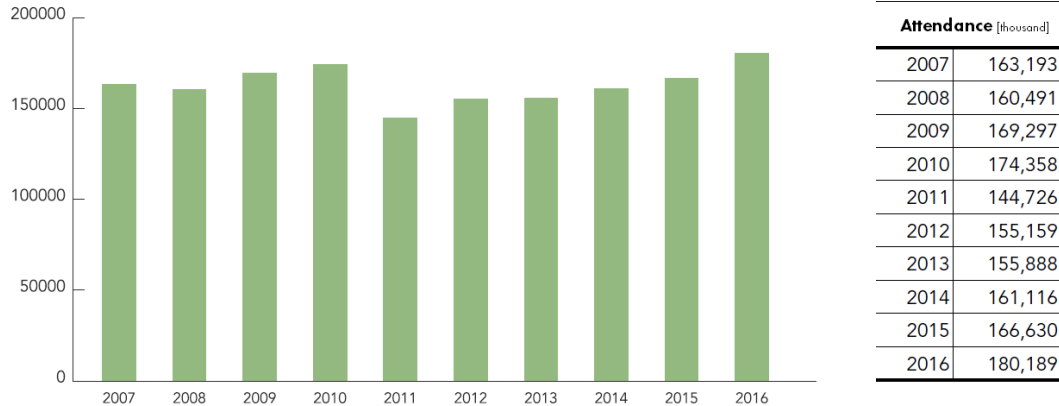


Source: Eiren's "Japan Film Industry Statistics"

### ■ Change of the Number of Theater Attendance (2007-2016)

The Great East Japan Earthquake also influenced theater attendance. 2010 set a record for the highest attendance since 2000, making 220,700 million yen, however revenue dropped dramatically to 181,200 million yen in 2011, and theater attendance dropped from 174,360,000 to 144,720,000. After 2012, attendance recovered and in 2016, thanks largely to commercially successful films (YOUR NAME, STAR WARS: THE FORCE AWAKENS, and others), attendance increased to 180,190,000.

Graph and Chart: The number of the theater attendance (multiply by 1,000)



Source: Eiren's Japanese Film Industry Statistics

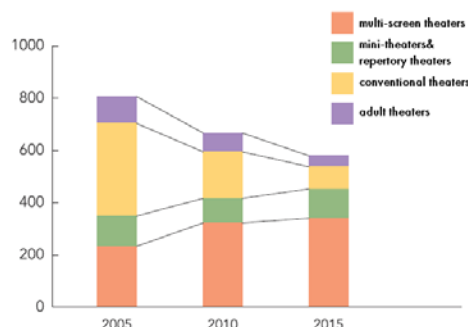
### ■ The Changes in the Number of Theaters and Screens in Each Theater Category (2005-2015)

The number of screens has continued to increase from 2,964 in 2005 to 3,467 in 2015, an increase of 503. On the other hand, the number of theaters decreased from 807 in 2005 to 580 in 2015, because 227 theaters (around 30%) closed. Further, when we see the changes in numbers of theaters and screens in each theater category, multi-screen theaters (the number of sites) increased by 108, mini- and repertory theaters together decreased by 4, conventional theaters decreased by 270, adult theaters decreased by 61. Many conventional and adult theaters closed during the last 10 years.

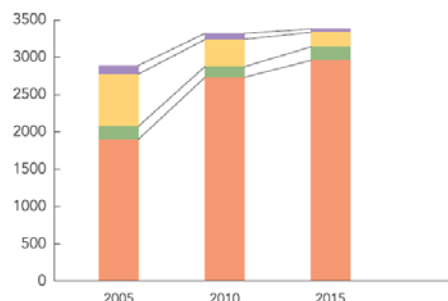
The percentage of multi-screen theaters increased from 30% to 60% (to 341 among 580 sites) in the total number of theaters, and from 66% to 88% (to 3,035 among 3,467 screens), expanding their shares.

Graph: Changes in the number of theaters (sites) in each category

Graph: Changes in the number of screens in each category



Number of theaters (sites)	2005	2010	2015	2005→2015
multi-screen theaters	234	323	341	107
mini-theaters&repertory theaters	109	94	112	3
conventional theaters	356	178	85	-271
adult theaters	107	72	42	-65
<b>TOTAL</b>	<b>806</b>	<b>667</b>	<b>580</b>	<b>-226</b>



Number of screens	2005	2010	2015	2005→2015
multi-screen theaters	1959	2804	3035	1076
mini-theaters&repertory theaters	169	148	187	18
conventional theaters	717	370	198	-519
adult theaters	124	83	47	-77
<b>TOTAL</b>	<b>2964</b>	<b>3405</b>	<b>3467</b>	<b>498</b>

Note: The number of theaters and screens are from JCCC's "Film Exhibition Activity Almanac 2004" and others. Eiren's data have different timeframes, making some numbers different from each other.

■ **The Changes in the Number of Movie Houses and Screens in Each Category in Each Local Area (2005-2015)**

During the 10 years between 2005 and 2015, the number of movie houses dropped from 806 to 580, while that of screens increased from 2,969 to 3,467. When we see these in each local area, the number of movie houses nationwide decreased, but the number of screens increased except that in Hokkaido/Tohoku Area. In this area, the population decreased by 480,000 during this period, which is about 3% of the total population of this area. The population in the victimized areas of the Great East Japan Earthquake has been decreasing. In September 2016, the only movie house in the Sanriku Coast area, Miyako Cinemarine, closed. Similarly, the population in Chugoku/Shikoku area decreased by 257,000, which is 2.3% of the total population. In these two areas together, 40% of the movie houses closed during this period.

Chart: The Changes in the Number of Theaters and Screens in Each Category

	2015		2005		2005→2015	
	theaters	screens	theaters	screens	theaters	screens
<b>HOKKAIDO &amp; TOHOKU</b>						
multi-screen theaters	39	295	33	254	6	41
mini-&repertory theaters	9	19	9	18	0	1
conventional theaters	14	32	51	86	-37	-54
adult theaters	4	4	10	12	-6	-8
<b>TOTAL</b>	<b>66</b>	<b>350</b>	<b>103</b>	<b>370</b>	<b>-37</b>	<b>-20</b>
<b>KANTO</b>						
multi-screen theaters	116	1070	65	578	51	492
mini-&repertory theaters	46	76	50	73	-4	3
conventional theaters	22	46	110	231	-88	-185
adult theaters	5	7	20	26	-15	-19
<b>TOTAL</b>	<b>189</b>	<b>1199</b>	<b>245</b>	<b>908</b>	<b>-56</b>	<b>291</b>
<b>CHUBU</b>						
multi-screen theaters	65	589	48	411	17	178
mini-&repertory theaters	17	24	13	19	4	5
conventional theaters	17	39	60	119	-43	-80
adult theaters	9	9	27	29	-18	-20
<b>TOTAL</b>	<b>108</b>	<b>661</b>	<b>148</b>	<b>578</b>	<b>-40</b>	<b>83</b>
<b>KINKI</b>						
multi-screen theaters	54	498	37	299	17	199
mini-&repertory theaters	17	32	18	30	-1	2
conventional theaters	15	46	58	128	-43	-82
adult theaters	11	12	26	30	-15	-18
<b>TOTAL</b>	<b>97</b>	<b>588</b>	<b>139</b>	<b>487</b>	<b>-42</b>	<b>101</b>
<b>CHUGOKU &amp; SHIKOKU</b>						
multi-screen theaters	29	229	21	153	8	76
mini-&repertory theaters	10	15	12	17	-2	-2
conventional theaters	8	17	37	74	-29	-57
adult theaters	2	3	8	9	-6	-6
<b>TOTAL</b>	<b>49</b>	<b>264</b>	<b>78</b>	<b>253</b>	<b>-29</b>	<b>11</b>
<b>KYUSHU &amp; OKINAWA</b>						
multi-screen theaters	38	354	30	264	8	90
mini-&repertory theaters	12	20	7	12	5	8
conventional theaters	9	18	40	79	-31	-61
adult theaters	11	12	16	18	-5	-6
<b>TOTAL</b>	<b>70</b>	<b>404</b>	<b>93</b>	<b>373</b>	<b>-23</b>	<b>31</b>
<b>JAPAN</b>						
multi-screen theaters	341	3035	234	1959	107	1076
mini-&repertory theaters	112	187	109	169	3	18
conventional theaters	85	198	356	717	-271	-519
adult theaters	42	47	107	124	-65	-77
<b>TOTAL</b>	<b>580</b>	<b>3467</b>	<b>806</b>	<b>2969</b>	<b>-226</b>	<b>498</b>

**Population of Hokkaido & Tohoku**

2015	14,364,540
2005	14,842,055
Fluctuation	-477,515
Growth rate	-3.3%

**Population of Kanto**

2015	42,995,031
2005	42,604,085
Fluctuation	390,946
Growth rate	0.9%

**Population of Chubu**

2015	21,460,410
2005	21,715,822
Fluctuation	-255,412
Growth rate	-1.2%

**Population of Kinki**

2015	22,541,298
2005	22,757,897
Fluctuation	-216,599
Growth rate	-1.0%

**Population of Chugoku&Shikoku**

2015	11,283,571
2005	11,540,710
Fluctuation	-257,139
Growth rate	-2.3%

**Population of Kyushu & Okinawa**

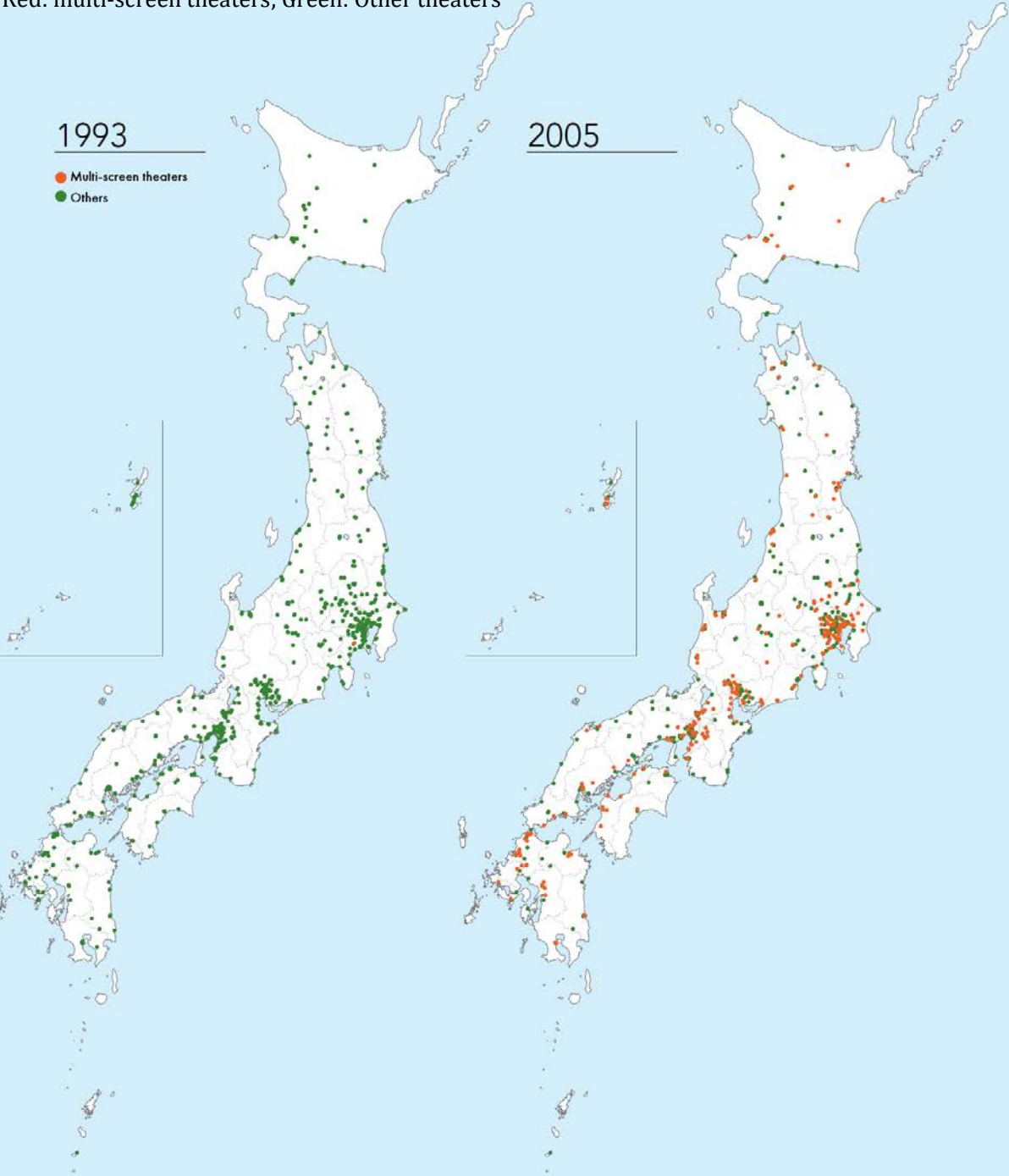
2015	14,449,895
2005	14,596,783
Fluctuation	-146,888
Growth rate	-1.0%

**Population of Japan**

2015	127,094,745
2005	128,057,352
Fluctuation	-962,607
Growth rate	-0.8%

**Movie theater Maps of 2005, 2010 and 2015**

When we compare the film maps of 1993, 2005, 2010 and 2015 with each other, we can see that the majority of movie houses transformed themselves from conventional theaters to multi-screen theaters. As multi-screen theaters spread, the conventional theaters around them began to be closed, and movie houses began to concentrate on metropolitan areas and around, while the areas with no theaters spread.



2010

- Multi-screen theaters
- Others

2015

