

[2]General Situation in each Individual Prefecture

General Situation in each Individual Prefecture

In this section we will examine the film business situation in each specific prefecture.

The film attendance in each prefecture in 2017 has not yet been announced to the public. We obtained these figures as rough estimates based on the attendance in each prefecture cited in the “Special Service Industry Situation Research Report on Film Theaters” (Ministry of Economy, Trade and Industry, 2010, 2012, 2013 and 2014). We calculated the percentage of attendance of each prefecture against the nationwide attendance cited in the above reports. Then, using the number of the nationwide attendance in 2017 reported by Motion Picture Producers Association of Japan, we multiplied this number by the percentage of each prefecture, to come up with the attendance of each prefecture in 2017.

Naturally, the prefectures with big cities and the “ordinance-designated cities” (bestowed higher autonomy) dominated the top of the list, such as Tokyo, Osaka, Kanagawa, Aichi, Saitama, Chiba, Fukuoka, Hyogo, Hokkaido and Shizuoka.

The above prefectures also occupied the top of the list for number of screens. From 2016 to 2017, the number of screens increased by 54 nationwide. During the three years from 2014 to 2017, the number of screens increased by 167, making roughly an increase of 50 screens each year. Among the 167 screens, the top 3 prefectures make up 85 screens (Tokyo from 335 to 365, increasing by 30 screens; Aichi from 258 to 293, increasing by 35 screens; and Osaka from 204 to 224, increasing by 20 screens). **Most increases of screens resulted from the increases of multi-screen theaters in city centers.**

The average number of films a person went to see annually was also obtained for each prefecture. The national average in 2017 was 1.4 films. Tokyo's number, 2.1 films, was the highest, followed by Osaka's 1.7, and Kyoto's, Aichi's and Fukuoka's 1.6.

The national average population per screen was 35,934. When this figure is lower, it means there are more screens in the area, and the inhabitants feel the screens are easily accessible. The numbers in two prefectures, Ishikawa (18,811) and Yamagata (19,657), were each less than 20,000. The average numbers of films a person went to see annually in these two prefectures was above the national average, as seen in Ishikawa (1.6 films) and Yamagata (1.7 films). Thus one may conclude that if you have more theaters, you will see more films.

At the other end of the scale, the prefectures whose average population per screen exceeded 50,000 were: Iwate (54,557), Fukushima (72,326), Yamanashi (58,827), Tottori (51,385), Kochi (64,860), Nagasaki (54,142) and Miyazaki (60,447). In these prefectures, people live further from screens and the average numbers of films a person went to see annually was less than 1, with limited opportunities to watch films at theaters.

Watching films usually becomes a habit. If you do not have theaters around you, you do not have opportunities to go to see films. In the areas where there is no movie theater, public venues and traveling movie theaters are occasionally hosted. Recently, film festivals and new types of independent film exhibitions have been increasing. Movie theaters obviously support local film culture, but we have to take it into consideration that film exhibition environments could be uncoun-
ted in these film business statistics.

General Situation in Each Prefecture

	Population	Number of theaters	Number of screens	Annual attendance (Rough estimate *)	Population per screen	Attendance per screen	Attendance per person	
	Japan total	126,809,964	587	3,531	174,483,000	35,913	49,415	1.4
1	北海道	5,351,828	22	114	5,344,996	46,946	46,886	1.0
2	青森	1,278,581	8	44	1,251,091	29,059	28,434	1.0
3	岩手	1,254,807	7	23	864,427	54,557	37,584	0.7
4	宮城	2,322,424	10	72	2,878,208	32,256	39,975	1.2
5	秋田	995,374	5	20	718,052	49,769	35,903	0.7
6	山形	1,100,804	8	56	1,496,323	19,657	26,720	1.5
7	福島	1,880,480	4	26	1,342,178	72,326	51,622	0.7
8	茨城	2,916,044	14	90	3,797,368	32,400	42,193	1.3
9	栃木	1,961,728	9	64	2,873,203	30,652	44,894	1.5
10	群馬	1,958,096	8	61	2,699,207	32,100	44,249	1.4
11	埼玉	7,310,177	25	209	10,227,460	34,977	48,935	1.4
12	千葉	6,258,095	24	209	8,962,148	29,943	42,881	1.4
13	東京	13,742,906	82	365	28,197,436	37,652	77,253	2.1
14	神奈川	9,161,139	33	210	15,424,303	43,624	73,449	1.7
15	新潟	2,266,121	10	64	2,511,542	35,408	39,243	1.1
16	富山	1,055,893	3	26	1,380,127	40,611	53,082	1.3
17	石川	1,147,447	9	61	1,722,010	18,811	28,230	1.5
18	福井	778,329	6	31	902,119	25,107	29,101	1.2
19	山梨	823,580	5	14	803,427	58,827	57,388	1.0
20	長野	2,076,377	16	72	1,650,024	28,839	22,917	0.8
21	岐阜	2,010,533	8	56	2,412,582	35,902	43,082	1.2
22	静岡	3,673,401	15	96	4,465,711	38,265	46,518	1.2
23	愛知	7,526,911	39	293	12,115,289	25,689	41,349	1.6
24	三重	1,798,886	10	58	2,234,195	32,123	39,896	1.2
25	滋賀	1,412,956	6	38	1,676,216	37,183	44,111	1.2
26	京都	2,599,313	13	78	4,226,505	33,325	54,186	1.6
27	大阪	8,831,642	33	224	14,717,501	39,427	65,703	1.7
28	兵庫	5,502,987	26	121	6,915,016	45,479	57,149	1.3
29	奈良	1,348,257	4	34	1,428,843	39,655	42,025	1.1
30	和歌山	944,320	5	30	921,446	31,477	30,715	1.0
31	鳥取	565,233	3	11	—	51,385	—	—
32	島根	684,668	2	15	—	45,645	—	—
33	岡山	1,908,447	7	39	1,910,095	48,935	48,977	1.0
34	広島	2,830,069	14	71	3,733,073	39,860	52,578	1.3
35	山口	1,381,584	5	30	1,075,977	46,053	35,866	0.8
36	徳島	743,356	3	19	—	39,124	—	—
37	香川	967,640	5	26	1,353,703	37,217	52,065	1.4
38	愛媛	1,363,907	10	59	1,789,401	23,117	30,329	1.0
39	高知	713,465	3	11	—	64,860	—	—
40	福岡	5,110,338	24	164	7,978,546	31,161	48,650	1.6
41	佐賀	823,620	3	20	764,573	41,181	38,229	0.9
42	長崎	1,353,550	4	25	1,211,827	54,142	48,473	0.9
43	熊本	1,765,518	8	49	1,944,337	36,031	39,680	1.1
44	大分	1,151,853	8	35	1,103,751	32,910	31,536	1.0
45	宮崎	1,088,044	5	18	815,989	60,447	45,333	0.7
46	鹿児島	1,625,434	7	39	1,553,699	41,678	39,838	1.0
47	沖縄	1,443,802	9	41	1,486,994	35,215	36,268	1.0

Population: from "Population Estimate" (October 1, 2017) based on Census of Each Prefecture

Number of Theaters and Screens: from "List of Theaters" of "Film Almanac 2018" (Kinema Jumbo-sha) and "Film Exhibition Almanac 2016"

Attendance of Each Prefecture: Motion Picture Producers Association of Japan announced the number of the national total attendance of 2017 as 174,830,000 and did not announce the attendance of each prefecture. Therefore, the figures of the above chart are based on the attendance of each prefecture in "Special Service Industry Situation Research Report: Movie Theaters" (Ministry of Economy, Trade and Industry, 2010, 2012, 2013 and 2014) by calculating how many percentage of these against the national total, and multiply them by the national attendance included in the figures reported by Motion Picture Producers Association of Japan in 2017. The figures of Tottori, Shimane, Tokushima and Kochi are not included in the report by the Ministry of Economy, Trade and Industry, therefore, left as "-".

Changes in Number of Screens in each Prefecture (2008–2017)

The nationwide number of screens in Japan increased by 170 from 3,361 to 3,531 during the 10 years from 2008 to 2017. During these 10 years, there were two critical events. The first one was the Great East Japan Earthquake on March 11, 2011. The second one was the movie theater's digitalization (a shift from film to DCP) that started around 2009 and, for the most part, was completed by 2013. From 2010 to 2012, the number of screens decreased by more than 100, however, after theater digitalization was completed in 2013, the number has been once again increasing.

The prefectures where numbers of screens have notably increased during the last 10 years are: Aichi (by 49 screens), Saitama (by 25 screens), Kyoto (by 23 screens), Yamagata (by 20 screens), Chiba (by 19 screens) and Osaka (by 19 screens). In the prefectures with big cities, multi-screen theaters have been opening in city centers. In Tokyo, during these 10 years the number of screens has decreased by 15, however, during the last 3 years, it has increased by 30.

The two cinema chains that are the main driving forces behind these increases: are Toho Cinemas and Aeon Cinema. Aeon Cinema (until 2013, Warner Mycal Cinemas) has opened 28 sites (theaters) and 251 screens since 2008, becoming the biggest multi-screen theater chain in Japan with more than 90 sites. Toho Cinemas has also been attracting a lot of attention by opening 18 sites and 173 screens during the last 10 years, including in city centers like Nihonbashi, Shinjuku and Ueno. (Toho Cinemas Hibiya in March 2018).

Prefectures where the numbers of screens have significantly decreased are: Miyagi (by 22 screens), Gifu (by 22 screens) and Tokyo (by 15 screens). In Miyagi, the number decreased by 31 from 94 in 2008 to 63 in 2011, but in 2016 Toho Cinemas Sendai opened with 9 screen, making its current number 72 screens.

Changes in Number of Screens in Each Prefecture (2008-2017)

		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2008 → 2017
	Japan total	3,361	3,396	3,414	3,338	3,290	3,318	3,364	3,437	3,476	3,531	170
1	北海道	124	124	124	122	119	118	114	113	114	114	-10
2	青森	45	45	45	45	45	44	44	44	44	44	-1
	岩手	27	27	27	27	25	25	25	25	23	23	-4
4	宮城	94	95	95	64	64	64	64	64	73	72	-22
5	秋田	23	23	23	23	22	21	21	21	21	20	-3
6	山形	36	35	47	47	47	47	56	56	56	56	20
7	福島	28	27	29	28	27	26	26	26	26	26	-2
8	茨城	80	88	88	88	88	91	91	89	89	90	10
9	栃木	57	58	58	58	58	58	57	57	64	64	7
10	群馬	70	72	71	71	62	62	62	63	61	61	-9
11	埼玉	184	193	193	184	182	200	200	209	209	209	25
12	千葉	190	188	190	182	176	189	199	199	208	209	19
13	東京	382	364	357	353	342	336	335	358	359	365	-17
14	神奈川	197	198	216	217	216	216	218	208	209	210	13
15	新潟	66	66	66	66	66	64	63	63	64	64	-2
16	富山	30	23	23	23	23	23	23	23	31	26	-4
17	石川	46	54	54	54	54	54	54	54	54	61	15
18	福井	31	31	31	31	31	31	31	31	31	31	0
19	山梨	22	22	22	18	18	14	14	14	14	14	-8
20	長野	63	64	60	67	66	65	65	63	63	72	9
21	岐阜	76	76	76	60	60	60	56	56	56	56	-20
22	静岡	87	102	101	101	101	99	98	96	96	96	9
23	愛知	244	254	258	251	247	247	258	258	273	293	49
24	三重	49	48	48	48	48	58	58	58	58	58	9
25	滋賀	39	39	38	38	38	38	38	38	38	38	-1
26	京都	55	54	66	65	64	63	75	75	75	78	23
27	大阪	206	206	198	201	195	195	204	224	224	224	18
28	兵庫	113	123	124	115	113	116	117	126	120	121	8
29	奈良	39	33	25	34	34	34	25	34	34	34	-5
30	和歌山	23	22	22	22	22	20	30	30	30	30	7
31	鳥取	14	14	14	14	11	11	11	11	11	11	-3
32	島根	17	15	15	15	15	15	15	15	15	15	-2
33	岡山	29	29	28	28	28	28	39	39	39	39	10
34	広島	77	82	83	78	78	77	72	72	71	71	-6
35	山口	35	35	35	35	31	24	30	30	30	30	-5
36	徳島	9	10	9	8	10	10	10	10	10	19	10
37	香川	26	26	25	25	25	26	19	26	26	26	0
38	愛媛	43	43	52	52	52	52	52	52	59	59	16
39	高知	11	11	11	11	11	10	10	10	10	11	0
40	福岡	160	164	163	176	175	185	184	178	168	164	4
41	佐賀	27	27	20	20	20	20	20	20	20	20	-7
42	長崎	30	30	30	26	26	27	26	26	25	25	-5
43	熊本	53	53	52	50	50	50	50	49	49	49	-4
44	大分	28	29	29	25	25	25	25	35	35	35	7
45	宮崎	18	18	18	18	18	18	18	18	18	18	0
46	鹿児島	24	24	23	23	31	31	31	31	31	39	15
47	沖縄	34	32	32	31	31	31	31	40	41	41	7

From "List of Film Theaters" of "Film Almanac 2009", "Film Almanac 2010", "Film Almanac 2011", "Film Almanac 2012", "Film Almanac 2013", "Film Almanac 2014", "Film Almanac 2015", "Film Almanac 2016" (Jiji Eiga Tsushin-sha), and "Film Almanac 2017" and "Film Almanac 2018" (Kinema Jumbo-sha).

Changes in Number of Theaters and Screens according to Theater Types (2008–2017)

We will now examine how the numbers of theaters and screens have changed according to theater types in each prefecture.

Hokkaido and Tohoku Region

In the Hokkaido and Tohoku regions, the number of screens in 2017 was 355, decreasing by 22 from the number in 2008; and the number of theaters in 2017 was 64, decreasing by 20 from that in 2008. Their number of screens accounted for 10% of the nationwide number, and the number of theaters accounted for 11% of the national number. During the last 10 years, the population of these two regions decreased by 5.2% (the national average was a decrease of 0.7%). Consequently the two regions populations accounted for 11.2% of the nationwide population.

In Hokkaido, the number of theaters decreased by 10 and the number of screens decreased by 10. In Miyagi, the number of theaters decreased by 4 and the amount of screens by 22. In Hokkaido, 7 conventional theaters closed in Sapporo City (Sapporo Marion Theater in 2009, Asahikawa Toho in 2010, Sapporo Toho Plaza in 2011, Dinos Cinema in 2011 and others). In Miyagi, 2 multi-screen theaters in Sendai City (Sendai Korona World with 12 screens and Izumi Korona World with 10 screens) permanently closed after the 2011 earthquake. These closures had a big impact in Miyagi, however, Toho Cinemas Sendai (with 9 screens) opened in 2016 to mitigate against these impacts.

Miyako Cinemarine, a movie theater operating mobile screenings along the sea shore of Iwate Prefecture after the 2011 earthquake, closed in September 2016. This left the coastal area with no movie theater. In the Hokkaido and Tohoku Region, Yamagata Prefecture increased its number of screens by 20 and that of theaters increased by 2. Among the 7 theaters that opened in Hokkaido and Tohoku, 3 opened in Yamagata Prefecture (MOVIE ON Yamagata, Forum Higashine, and Aeon Cinema Tendo).

In Iwate, Akita and Fukushima Prefectures, the number of screens per population is low, thus the population per screen is high: 54,557 in Iwate, 49,769 in Akita and 72,326 in Fukushima. These figures are much higher than the national average, showing that many people in these prefectures are far from theaters. There are many areas in this region with no theaters at all, not just limited to the areas along the Pacific Ocean shore. Traveling screenings taking advantage of public venues have been active. Recently, new types of independent film exhibition have been increasing. With population shrinking, the activities providing local people with film culture and the experience of watching films on a big screen should become increasingly important in areas with no theaters.

Kanto Region

In the Kanto Region, the number of screens was 1,208 in 2017, increasing by 48 from that in 2008; and the number of theaters in 2017 was 195, decreasing by 38 from that in 2008. This region's number of screens occupied 34% of the nationwide number, and the number of theaters occupied 33%. The population during these 10 years increased by 3.2% (Japan's average was a decrease of 0.7%), and the population increased in the 4 prefectures of Saitama, Chiba, Tokyo and Kanagawa. The population in this region occupied 34% of the nationwide population.

During the last 10 years in this region, 28 multi-screen theaters opened while some closed. In Chiba Prefecture, 5 opened and 3 closed. Among 28 newly opened multi-screen theaters, 7 were in Tokyo and opened after 2013.

In Tokyo during these 10 years, notably, the number of theaters decreased by 34, and that of screens decreased by 17. This was mostly due to closings of mini-/repertory, and conventional theaters. Particularly in Shibuya, 8 mini-theaters (Cinema Rise, Cine Quinto, Human Trust Cinema Bunkamura-dori, Cine Saison Shibuya, Ebisu Garden Cinema, etc.) closed and attracted attention.

In other areas, repertory and conventional theaters (Ginza Cine Pathos, Cinemart Roppongi, Asakusa Shingekijo, Asakusa Meiga-za, Asakusa Chuei, Sangenjaya Chuo Gekijo, Sangenjaya Cinema, Yuraku-za, Shinjuku Koma Toho, Shinjuku Milano-za, Ueno Tokyu, Kichijoji Baus Theater, etc.) also closed. However, as we described above, 7 multi-screen theaters opened and the number of screens increased by 30 after 2013. During the last 3 years, new multi-screen theaters have also been opening in Saitama and Chiba, and it looks like multi-screen theaters will continue to increase in big city centers.

In Kanagawa Prefecture, new types of mini-theater have begun to open, such as Cinema Amigo (Zushi

City), Cinekoya (Fujisawa City), Amyu Atsugi (Atsugi City), Yokohama Cinemarine and Cinema Nove Cento (Yokohama City).

Also, 12 adult film theaters closed and the number of such theaters fell to 4 with 7 screens. Ueno Okura Theater re-opened in 2010 after its renovation.

Chubu Region

In the Chubu Region, the number of screens in 2017 was 713, increasing by 48 from that in 2008; and the number of theaters in 2017 was 111, decreasing by 20 from that in 2008. The region's number of screens occupied 20% of the nationwide number; and the number of theaters occupied 19%. During these 10 years, its population decreased by 2.1% (Japan's average was a decrease of 0.7%), meaning the population outside of Aichi Prefecture decreased. This region's population in 2017 was 16.8% of the nationwide population.

In Aichi, the number of screens increased by 49, in Gifu Prefecture, that decreased by 20, and in Ishikawa Prefecture, that increased by 15. In the whole Chubu Region, during these 10 years, 20 multi-screen theaters opened. Among them, 8 theaters and 82 screens opened in Aichi, and among these 8 theaters, 4 opened between 2016 and 2017. In Ishikawa, the number of screens per population is high, and in 2017, one more multi-screen theater (Aeon Cinema Shin-Komatsu) opened.

On the other hand, in Toyama and Gifu, some multi-screen theaters closed. Notably, the number of screens in Gifu decreased by 20. In Toyama, multi-screen theater Toyama Theater Daitokai, and mini-theater Forza Sogawa (operated by a collaborative organization with the city) closed in 2016. That year, a new multi-screen theater J-MAX Theater Toyama (8 screens) opened.

Takada Sekai-kan in Niigata Prefecture, Nagano Roxy/Nagano Shochiku Aioiza, Ueda Eigeki, and Shiojiri Azuma-za in Nagano Prefecture, changed their programming from one with big commercial films to that of mini- and repertory theater, creating new images. In Shizuoka Prefecture, during these 10 years, 11 conventional theaters closed and there is no theater.

Kinki Region

In Kinki, the number of screens in 2017 was 583, increasing by 59 from that of 2008; and the number of theaters in 2017 was 97, decreasing by 20 from that of 2008. This region's number of screens and that of theaters both occupied 17% of the nationwide numbers. During these 10 years, the region's population decreased by 1.2% (Japan's average was a decrease of 0.7%), and the population in 2017 was 17.7% of the nationwide population. In Shiga and Osaka Prefectures, their populations increased.

During these 10 years, 16 multi-screen theaters opened, however, no theaters opened after 2015. It is a national trend that conventional theaters have been transformed to multi-screen theaters in big city centers. In Hyogo and Osaka Prefectures, conventional theaters began to close. In Osaka during these 10 years, 11 closed and there is no conventional theater now. (There are 8 mini- and repertory theaters with 14 screens.) In Hyogo, 7 conventional theaters were closed. Among them, Toyooka Gekijo changed its management, and after a large-scale renovation, it re-opened with a mini-theater programming. In Mie Prefecture, Jisto Cinema Iga Ueno closed in March 2018 and there is no conventional theater. In Kyoto Prefecture, the number of screens increased by 23 because 2 multi-screen theaters with 12 screens opened in Kyoto City.

In Nara Prefecture, during these 10 years, the number of theaters decreased by 2 and the number of screens by 5, which may not look significant. However, there were big changes: 3 multi-screen theaters closed (Cinema Dept Yuraku Cinema with 8 screen, MOVIX Kashihara with 9 screens, and Kashihara Cine Ark with 5 screens), while 2 opened (Cinema Sunshine Yamato-Kohriyama with 9 screens and United Cinema Kashihara with 9 screens). In Nara, there are no other theaters beyond multi-screen theaters; however, the Nara International Film Festival operates regular screenings throughout the year, not just during the time of the festival.

Chugoku and Shikoku Region

The number of screens in the Chugoku and Shikoku Region in 2017 was 281, increasing by 20 from that in 2008, and the number of theaters in 2017 was 51, decreasing by 12 from that in 2008. The number of screens in this region occupied 8% of the nationwide number, and that of theaters was 9%. During these 10 years, the region's population decreased by 3.9% (Japan's average was a decrease of 0.7%), and the

2017 population occupied 8.8% of the nationwide population.

There were not many changes during these 10 years in numbers. The prefectures whose number of screens increased by more than 10 screens are: Okayama and Tokushima with one multi-screen theater each opened; and Ehime Prefecture with 2 opened. During these 10 years, there was no change in Kagawa Prefecture. In Hiroshima Prefecture, a multi-screen theater with 9 screens opened in Hiroshima City, while 7 conventional theaters with 13 screens and 2 adult film theaters closed, making little to no difference in comparison of numbers.

Likewise in Yamaguchi Prefecture, one multi-screen theater with 8 screens opened, while 5 conventional and mini-theaters closed with 12 screens, resulting in no conventional theater. In the prefectural capital city of Yamaguchi, there is no movie theater, however, Yamaguchi Center for Arts and Media has been compensating for this situation by presenting a mini-theater like programming every day. In Kochi Prefecture, mini-theater Weekend Kinema M opened in October 2017, taking advantage of an empty building space in the middle of the shopping area.

In Shikoku and in the Japan Sea shore areas in Chugoku, the area with no theaters has spread. In Shimane Prefecture, the Shimane Film Festival has been hosted in various areas of the prefecture, providing their local people opportunities of watching films on a big screen.

Kyushu and Okinawa Region

In the Kyushu and Okinawa Region, the number of screens was 391, increasing by 17 from that in 2008; and the number of theaters was 68, decreasing by 8 from that in 2008. The number of screens in this region occupied 11% of the nationwide number, and the number of theaters was 12%. During these 10 years, the region's population decreased by 1.6% (Japan's average was a decrease of 0.7%), resulting in 11.3% the nationwide population.

In this region, during these 10 years, there have not been many changes in numbers. Only in Kagoshima Prefecture was there a change of more than 10 screens, where 2 multi-screen theaters opened. In Saga Prefecture, one multi-screen theater closed, resulting in no theater except in Saga City. In Nagasaki Prefecture, a conventional theater closed in both Sasebo City and Isahaya City, resulting in there being no theaters except in Nagasaki City and Sasebo City. In Miyazaki Prefecture, there was no change during these 10 years. In Nagasaki and Miyazaki Prefectures, the number of screens per population is low, thus the population per screen is high: 54,142 in Nagasaki, and 60,447 in Miyazaki.

In Fukuoka Prefecture, two mini-theaters (Cineterie Tenjin and Cine Libre Hakata Station) closed in Fukuoka City, resulting in one mini-/repertory theater in this city. Fukuoka City Public Library presents screenings every day in its Auditorium Cinera, functioning as a repertory theater.