

[4]Comparison with Foreign Countries

The data of foreign countries are from:

USA (and Canada) - Motion Picture Association of America(MPAA)'s "Theatrical Market Statistics"

France - Centre National du Cinema et de l'Image Animee (CNC)'s "Results"

England - British Film Institute(BFI)'s "Statistical Yearbook"

Germany - Filmförderungsanstalt(FFA)'s "Die FFA-Förderungen"

Sweden - Svenska Filminstitutet's "Facts and Figures"

Australia - Screen Australia's "Fact Finders"

Korea - Korean Film Council(KOFIC)'s 「한국영화산업 결산」

In this section, we will compare the film exhibition at theaters with that in foreign countries.

Attendance

In 2016, attendance in the USA and Canada together was 132 million, which was outstandingly high. This was followed by the attendance in Korea, France and Japan. If you take the country's population into consideration, Japan's attendance is smaller than others. The number of films a person went to see annually (the attendance divided by the population) in Japan was 1.4 films. This number was a return to that of the period before 2011 when the Great East Japan Earthquake hit Japan and the number went down to 1.1 films. However, this number was still the lowest among the top 8 countries. The highest number is Korea's 4.3 films, followed by 3.8 films in both USA/Canada and Australia, and France's 3.2 films. The people

in these countries saw twice as many films as the people in Japan.

During these 10 years, the increase rate of the attendance was highest in Korea with 137%, increasing by 60 million people from 158.78 million in 2007 to 217.02 million, much higher than that of Japan. In France and Sweden, the attendance increased by 20%, despite the widened choice of film watching formats such as online streaming. People in these countries still watch films at theaters in the same scale as before.

Data gathering methods in these countries were not necessary unified, and you cannot simply compare these figures. However, it is true that people in Japan do not watch films at theaters as often

as the people in other countries and there are still more theater audiences to be developed.

Comparison with Foreign Countries -Attendance (2007-2016)

	USA/ Canada	Korea	France	Japan	UK	Germany	Australia	Sweden
Population (2016)	359,560	51,240	64,600	126,930	65,640	82,490	24,380	9,990
2007	1,400,000	158,780	178,500	163,193	162,400	125,400	84,700	14,920
2008	1,340,000	150,830	190,300	160,491	164,200	129,400	84,600	15,317
2009	1,420,000	156,960	201,600	169,297	173,500	146,300	90,700	17,396
2010	1,340,000	129,180	207,100	174,358	169,200	126,600	92,000	15,824
2011	1,280,000	159,720	217,200	144,726	171,600	129,600	85,000	16,419
2012	1,360,000	194,890	203,600	155,159	172,500	135,100	85,900	17,937
2013	1,340,000	213,350	193,700	155,888	165,500	129,700	82,000	16,586
2014	1,270,000	215,060	209,100	161,116	157,500	121,700	78,600	16,282
2015	1,320,000	217,290	205,400	166,630	171,900	139,200	90,300	17,045
2016	1,320,000	217,020	213,100	180,189	168,300	121,100	91,300	17,757
Increase rate (2007-2016)	94%	137%	119%	110%	104%	97%	108%	119%

Comparison with Foreign Countries -Attendance per Person (2007-2016)

	USA/ Canada	Korea	France	Japan	UK	Germany	Australia	Sweden
2007	4.4	3.2	3.0	1.3	2.7	1.5	4.0	1.6
2008	4.2	3.0	3.2	1.3	2.7	1.6	4.0	1.7
2009	4.3	3.2	3.4	1.3	2.8	1.8	4.1	1.9
2010	4.1	2.9	3.5	1.4	2.7	1.6	4.1	1.7
2011	3.9	3.2	3.6	1.1	2.7	1.6	3.8	1.7
2012	4.1	3.8	3.4	1.2	2.7	1.7	3.8	1.9
2013	4.0	4.2	3.2	1.2	2.6	1.6	3.5	1.7
2014	3.7	4.2	3.1	1.3	2.4	1.5	3.3	1.7
2015	3.8	4.2	3.1	1.3	2.6	1.7	3.8	1.7
2016	3.8	4.3	3.2	1.4	2.6	1.5	3.8	1.8

Numbers of Theaters and Screens

The number of screens was highest in the USA, which was 40,392, more than 10 times of that in Japan. In all the countries except Germany and Sweden, the numbers of screens during these 10 years increased. In Sweden and Germany, their numbers were lower than the 10 years before, however, they began to increase in 2013. In Europe, the large impact of digitalization of screening facilities was completed around 2013, and many theaters seemed to close around this time. When the population per screen is lower, it means that there are more screens near you. The number of population per screen in Japan was 36,559, and this means that there were less screens compared with those in other countries. In Japan, you do not have movie theaters near you. The USA's number of screens is the highest, and the population per screen was 8,004. In France, the population per screen was 11,059. Both in the USA and France, these numbers were lower than 20,000.

The low average number of films a person went to see annually in Japan is related to the low number of screens. You do not or cannot go to see films at theaters simply because there is no theater near you, therefore, the attendance would not increase.

Attendance and Box Office Income per Screen

The number of the annual attendance per screen was highest in Korea with 84,280, compared to Japan, which number was 51,898. In England and Australia, their numbers were over

40,000, in Germany and Sweden, their numbers were between 20,000 and 30,000, and that in France was 36,477. Annual box office incomes per screen in 2015 were: about 63.17 million in Japan, about 28.39 million in France, and about 30.96 in Germany. In Europe, their numbers were more than half of that in Japan. These figures did not change much during these 10 years. Nonetheless, movie theaters continued to exist without decreasing in numbers.

In Europe, not all the movie theaters are conventional theaters (referring to the theaters in Japan screening 5–6 times every day).

Some German theaters we introduced in our “Film Exhibition Activities Almanac 2016” close on Mondays and present merely 2 to 3 screenings a day. There are also theaters screening only once a day or only during the weekend.

Theaters in small towns have limited numbers of screenings and their attendances are small. Some theaters host screenings only between Friday and Sunday operated by volunteer staff.

This means that by employing diversified forms of theater operations, it is possible to maintain screens (theaters) near you even in small towns. There are many formats of theater operations not only in Germany, but in France, England and Sweden. There are support systems for various and unconventional film exhibition maintaining diverse organizations and operations. In Japan, the area with no theaters has been spreading recently, and it is necessary to employ film exhibition policy in order to make various ways of screenings possible

Comparison with Foreign Countries –Number of Theaters and Screens (2007–2016)

	USA	France	Germany	UK	Japan	Korea	Australia	Sweden
2007	38,974	5,300	4,832	3,514	3,221	1,975	1,941	933
2008	38,834	5,332	4,810	3,610	3,359	2,004	1,980	848
2009	39,233	5,424	4,734	3,651	3,396	2,055	1,989	848
2010	39,547	5,478	4,699	3,671	3,412	2,003	1,994	831
2011	39,580	5,467	4,640	3,767	3,339	1,974	1,991	830
2012	39,662	5,508	4,617	3,817	3,290	2,081	1,997	816
2013	40,024	5,588	4,610	3,867	3,318	2,184	2,057	774
2014	39,957	5,647	4,637	3,909	3,364	2,281	2,041	765
2015	40,174	5,741	4,692	4,046	3,437	2,424	2,080	802
2016	40,392	5,842	4,739	4,150	3,472	2,575	2,121	808
Increase rate (2007→2016)	104%	110%	98%	118%	108%	130%	109%	87%

Comparison with Foreign Countries –Population per Screen

	USA	France	Germany	UK	Japan	Korea	Australia	Sweden
Population (thousand)	323,298	64,605	82,492	65,648	126,932	51,246	24,386	9,995
Screens	40,392	5,842	4,739	4,150	3,472	2,575	2,121	808
Population per screen	8,004	11,059	17,407	15,819	36,559	19,901	11,497	12,370

Comparison with Foreign Countries –Attendance per Screen

	USA	France	Germany	UK	Japan	Korea	Australia	Sweden
2007	–	33,660	25,952	46,215	50,665	80,395	43,637	15,991
2008	–	35,671	26,902	45,485	47,779	75,264	42,727	18,063
2009	–	37,131	30,904	47,521	49,852	76,380	45,601	20,514
2010	–	37,660	26,942	46,091	51,101	64,493	46,138	19,042
2011	–	39,435	27,931	45,553	43,344	80,912	42,692	19,782
2012	–	36,957	29,261	45,193	47,161	93,652	43,015	21,982
2013	–	34,501	28,134	42,798	46,983	97,688	39,864	21,429
2014	–	37,005	26,245	40,292	47,894	94,283	38,511	21,284
2015	–	35,893	29,668	42,486	48,481	89,641	43,413	21,253
2016	–	36,477	25,554	40,554	51,898	84,280	43,046	21,976

Theater Admissions and Box Office Income (2015)

In 2015, theater attendance in Japan was small, however, her box office income was large, being third after that in the US and China. The average theater admission price in Japan was 1,303 yen, higher than in other countries. The average theater admission price in Sweden was 1,418 yen, and that in England was 1,237 yen, close to that in Japan. Nonetheless, Japanese admission price was relatively high.

As we described before, the box office income per screen was large in Japan compared with other countries. After Korea and Japan, England and Australia came in with about 50 million yen, while European Countries like France, Germany, and Sweden came in with about 30 million yen.

In these European countries, there are organizations administrating the film industry and culture, and systems have been established in order to develop and support

various movie theaters and film exhibition activities. Policies promoting film exhibition have been functioning at the national, regional and community level. In addition, there is also the support system by Europa Cinema, a cultural organization under EU.

Comparing these other countries' proportion of non-box office income (income from public support and other operations) to Japan's, their proportions are significantly higher. Their public support and policies promoting film exhibition are not only financial. Movie theaters are expected to program in a variety of ways related to their communities and developing young audiences and educational issues. When these activities become possible, movie theaters and exhibitors will become important in their local culture.

Comparison with Foreign Countries – Admissions and Box Office Income (2015)

	Average Admission Price (Yen)	Box Office Income (Million Yen)	Attendance (Million)	Number of Screens	Box Office Income per Screen (10,000 yen)
USA	936	1,160,403	1,240	40,174	2,888
China	634	794,922	1,254	31,627	2,513
Japan	1,303	217,119	167	3,437	6,317
UK	1,237	212,701	172	4,115	5,169
India	86	177,339	2,072	11,179	1,586
Korea	783	170,125	217	2,424	7,018
France	806	163,012	202	5,741	2,839
Germany	1,044	145,275	139	4,692	3,096
Australia	1,145	103,394	90	2,080	4,971
Mexico	330	94,318	286	5,977	1,578
Brazil	456	77,804	171	3,022	2,575
Sweden	1,418	24,166	17	802	3,013

From "Various Statistics of Major Countries" (Film Almanac 2018)
We converted the figures in dollars to ones in yen, by the rate of US\$1=112.19 yen (2017).

Comparison with Foreign Countries – Number of Film Released (2015)

		2012	2013	2014	2015	2016	Domestic			Foreign	
Sweden	Number of films released	219	249	248	273	307	45	15%		262	85%
	Attendance (thousand)	17,937	16,586	16,282	17,045	17,757					
	Attendance per person	81,904	66,610	65,653	62,436	57,840					
Australia	Number of films released	420	421	505	539	609	43	7%		566	93%
	Attendance (thousand)	85,900	82,000	78,600	90,300	91,300					
	Attendance per person	204,524	194,774	155,644	167,532	149,918					
France	Number of films released	614	654	663	653	716	364	51%		352	49%
	Attendance (thousand)	203,600	193,700	209,100	205,400	213,100					
	Attendance per person	331,596	296,177	315,385	314,548	297,626					
UK	Number of films released	647	698	712	759	821	176	21%		645	79%
	Attendance (thousand)	172,500	165,500	157,500	171,900	168,300					
	Attendance per person	266,615	237,106	221,208	226,482	204,994					
Japan	Number of films released	983	1,117	1,184	1,136	1,149	610	53%		539	47%
	Attendance (thousand)	155,159	155,888	161,116	166,630	180,189					
	Attendance per person	157,842	139,560	136,078	146,681	156,822					
Korea	Number of films released	631	905	1,095	1,176	1,520	302	20%		1,218	80%
	Attendance (thousand)	194,890	213,350	215,060	217,290	217,020					
	Attendance per person	308,859	235,746	196,402	184,770	142,776					

Number of Films Released

In every country, the number of films released each year has been increasing. In Japan and Korea, their numbers are more than 1,000. In Korea, 1,520 films were released in 2016, compared with 631 films released in 2012, 2.4 times more in 5 years, with about 80% of the increase from foreign films. Only in France and Japan, their domestic film shares are more than 50% (51% in France and 53% in Japan). In Japan, from the late 1980s to the early 2000s, many more foreign films were released than Japanese films. However, from 2008, more Japanese films have been released. This made some people worry that Japanese film audiences may be inwardly oriented, however, recently, more foreign films have been released. In 2017, the ratio between Japanese and foreign films released was 1 to 1, and their box office incomes were 55% vs. 45%, respectively. This situation is well balanced compared with that in other countries.

Portion of Multi-Screen Theaters

The proportion of multi-screen theaters consistently

increased during the mid-2000s in all 5 countries. The proportion of multi-screen theaters was highest in Korea with 94.3%, 2,428 screens out of Korea's nationwide total of 2,575 screens. The total number of screens of other theaters was only 147, however, this represents an increase of 30 from 117 in 2014. In Korea, the total number of other types of theaters also increased. In Japan, the proportion of multi-screen theaters was 87.7%, and the number of the screens of other types of theaters decreased from 832 to 427 during these 10 years.

Multi-screen theaters have been increasing in France and England. In France, the number of screens of other types of theaters decreased by 200 during these 10 years, and that in England increased by more than 10. In these two countries, the number of other types of theaters was more than that of multi-screen theaters. In France, its number was 1,835, nearly 8 times more than that in Japan, making people feel that they are close to theaters even in middle and small-sized cities, towns and villages.

Comparison with Foreign Countries – Portions of Multi-screen Theaters and Numbers of Screens

		2006	2008	2010	2012	2014	2016
USA	Number of Screens	39,668	40,194	39,547	39,662	39,957	40,392
	Multi-Screen	28,527	29,743	31,202	33,276	33,824	34,316
	Portion	71.9%	74.0%	78.9%	83.9%	84.7%	85.0%
France	Number of Screens	5,300	5,424	5,478	5,508	5,647	5,842
	Multi-Screen	1,661	1,838	1,988	2,082	2,219	2,405
	Portion	31.3%	33.9%	36.3%	37.8%	39.3%	41.2%
UK	Number of Screens	3,440	3,610	3,671	3,817	3,909	4,150
	Multi-Screen	2512	2,689	2,767	2,851	2,959	3,209
	Portion	73.0%	74.5%	75.4%	74.7%	75.7%	77.3%
Japan	Number of Screens	3,062	3,359	3,412	3,290	3,364	3,472
	Multi-Screen	2,230	2,659	2,774	2,765	2,911	3,045
	Portion	72.8%	79.2%	81.3%	84.0%	86.5%	87.7%
Korea	Number of Screens	1,880	2,004	2,003	2,081	2,281	2,575
	Multi-Screen	1,562	1,776	1,856	1,967	2,164	2,428
	Portion	83.1%	88.6%	92.7%	94.5%	94.9%	94.3%

	Multi-Screen Theaters	Other Types	Total
France	209	1,835	2,044
UK	331	435	766
Japan	343	236	579
Korea	335	82	417