

I. Film Exhibition at Theaters

General Situation

The year 2020 became a time occupied with fighting COVID-19 (Coronavirus Disease 2019). The first patient infected by COVID-19 was reported in Japan in mid-January. By mid-February, the pandemic situation had become serious, and elementary and high schools were requested to close at the end of the month. The number of infected kept increasing daily while the grave situations in Europe and the USA (United States of America) were reported in the news. On March 24, the Tokyo Olympics and Paralympics, originally scheduled for the summer of 2020, were postponed for a year. The Tokyo government requested people to refrain from going out over the weekend, and movie theaters were closed over the weekends as well. By then, many new films had pushed back their releasing dates and movie house attendance fell by 80 to 90% compared with that in the year before.

On April 7, a State of Emergency Declaration was proclaimed in 7 prefectures including Tokyo, which was extended to the whole Japan on April 16. For the first time in the history, all the movie houses in Japan closed. After May 14, the Declaration was gradually eased and on May 25, it was lifted completely in the whole Japan. The movie houses in Tokyo were not able to reopen until June, and the average number of days of the movie house's closing period mounted to 40 days.

Even after reopening, movie houses operated their business with less than 50% capacity. On September 17, this capacity limitation was lifted, and in October, the audience sizes were fairly back to normal. However, in November, the pandemic situation became worse, affecting the audience sizes. At the end of December, more than 1 000 infections were reported in Tokyo. On January 7, 2021, the second State of Emergency Declaration was announced in Tokyo and 3 other prefectures, which was expanded to 8 more prefectures on January 13. Under this Declaration, movie houses were not requested to close, however, they were requested to close at 8 pm, and most movie houses complied with this "recommendation."

On January 27, 2021, the Motion Picture Producers Association of Japan announced the Japanese film industry statistics of the year before. The attendance in 2020 was 106 137 000, 54.5% of that in the year before; its box office income was 143 285 000 000 yen, 54.9% of that in the year before. In 2020, movie houses in Japan were closed and the audience decreased by 45%. In addition to movie houses, a number of public facilities were closed, while many cultural events were cancelled and film exhibitors lost their jobs. Some film festivals were forced to cancel, and film festivals taking place decreased the number of events and had to use online screenings in a large part.

In 2021, the pandemic has not disappeared yet, and the whole of society is still under its influences. We need to continue to consider what has changed, what has not changed, and what should be changed.

Number of Movie Houses and Screens

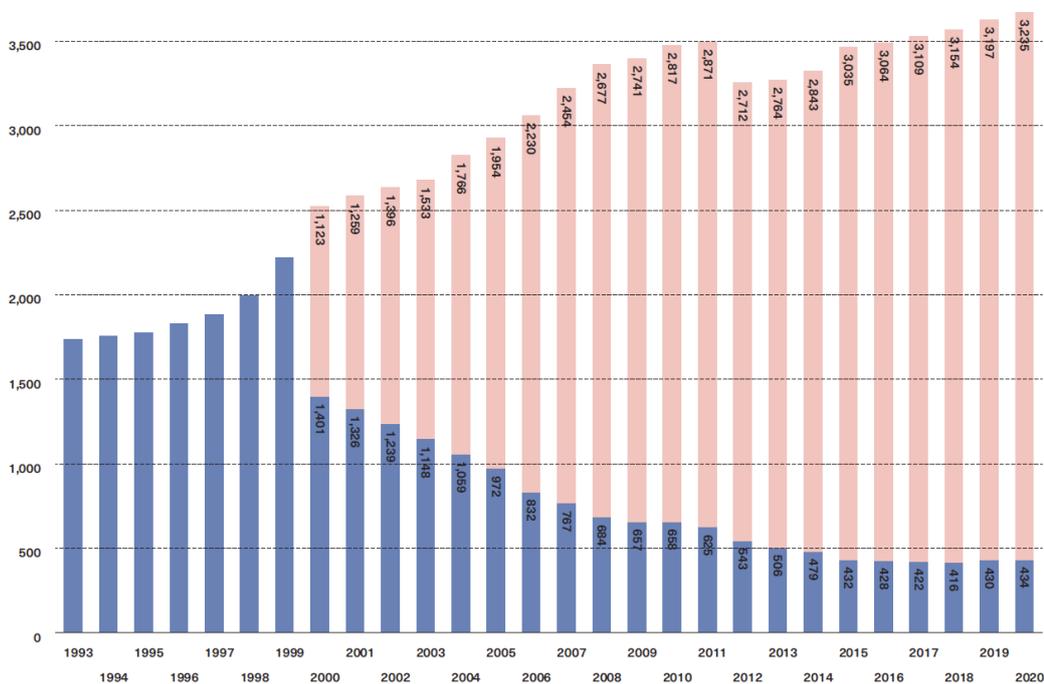
The number of screens in 2020 was 3669, an increase by 42 from that in 2019. The number of theaters was increased from 593 in 2019 to 595 in 2020. During the last 10 years from 2011 to 2020, the total number of theaters decreased by 84, while the total number of screens increased by 173. Multi-screen theaters (cinema complex or "Cine-com") increased by 33 and by 364 screens, while other types of theaters decreased by 117 and by 191 screens.

Multi-screen theaters have a total of 3235 screens, 88.1% of the total number of screens in Japan. During the last 10 years from 2011, the number of multi-screen theaters has been larger than that of other type of theaters. In 2020, there were 360 multi-screen theaters, occupying 60% of the total number, and 235 other types of theaters.

There were concerns that the number of theaters stopping their operation would increase because of their temporary closing and the decrease of the audiences due to the COVID-19 pandemic. However, the number of the permanently closed theaters in 2020 was 10, close to the average of past statistics. When the pandemic influences became prominent in April 2020, Lemiere Akita in Akita City (with 5 screens) was closed; and Yui Road Theater (with 1 screen) that opened in 2018 as the mini-theater in the south-most location in Japan in Ishigaki Island closed indefinitely. In May 2020, Tsuruoka Machinaka Kinema (with 4 screens) operated by a community-based company in Tsuruoka City, Yamagata Prefecture, announced its permanent closing. This caused a sense of crisis among mini-theater operators. However, Lemiere Akita was revived as Alve Theater with 3 screens in December, while Tsuruoka Machinaka Kinema and Yui Road Theater have been trying to reopen their theaters.

On the other hand, in 2020, 12 new theaters (with 69 screens) opened (including relocations and renewal openings).

fig.01 Changes in Number of Screens (1993-2020)

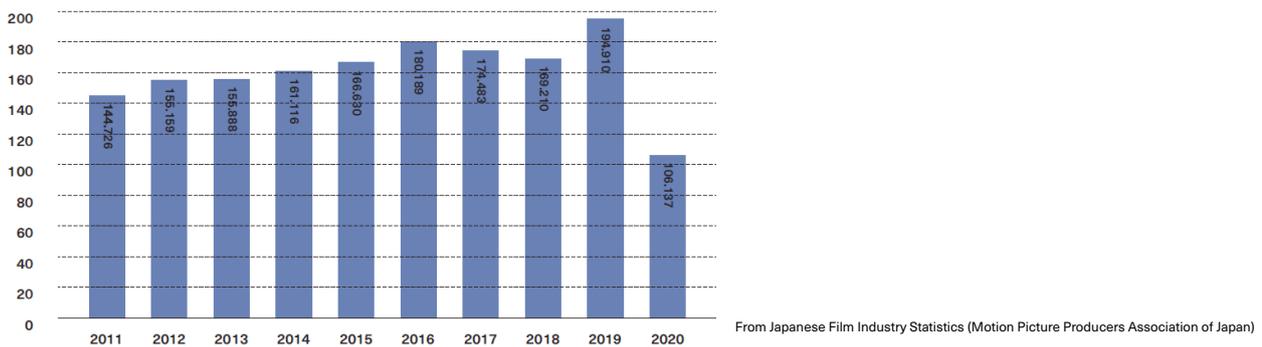


From Japanese Film Industry Statistics (Motion Picture Producers Association of Japan) and Film Exhibition Activities Almanac (Japan Community Cinema Center)

Changes in Attendance

In 2020, the Japanese nationwide theater attendance was 106 137 000, 54.5% of that in 2019, a significant decrease from the theater attendance and box office income of 2019. The theater attendance and box office income of 2019 were both the largest since 2000, while those in 2020 were both the smallest since 1955. During the time when many major Hollywood films pushed back their releasing dates, Japanese animation, DEMON SLAYER: KIMETSU NO YAIBA THE MOVIE: MUGEN TRAIN, made a record box office income of 36 550 000 000 yen, occupying 20% of the total box office income, becoming a valuable film saving multi-screen theaters suffering from the COVID-19 pandemic.

fig.02 Changes in Attendance



Changes in Number of Theaters and Screens according to Theater Type

– Multi-screen Theaters (Cinema Complex/Cine-com)

There are 360 multi-screen theaters with 3235 screens, more than any other type of theater and occupying 88.1% of the total number of screens. During the last 10 years, theaters increased by 33 and screens by 364. From 2000 to 2008, roughly 20-30 multi-screen theaters were added annually, but after 2009, the pace has slowed down to 5-10 new theaters every year. In 2020, in the Tokyo metropolitan area, 4 multi-screen theaters opened including T-Joy Yokohama, Aeon Cinema Zama, TOHO Cinemas Ikebukuro, and TOHO Cinemas Tachihi; and two theaters opened in Kyushu including Central Cinema Sanko (Nakatsu-City, Oita Prefecture) and Wonder Attic Cinema (Miyazaki City).

– Conventional Theaters

During the last 10 years, conventional theaters have decreased by 85 theaters and by 177 screens, falling to 67 theaters and 157 screens in 2020. During the period from 2010 to 2013, digitalization in film exhibition spread, and most of conventional and mini-theaters changed from film projection to digital cinema projection. Conventional theaters that could not afford big-scale facility investment began to close, and 15-20 theaters closed every year. Currently, the situation has stabilized.

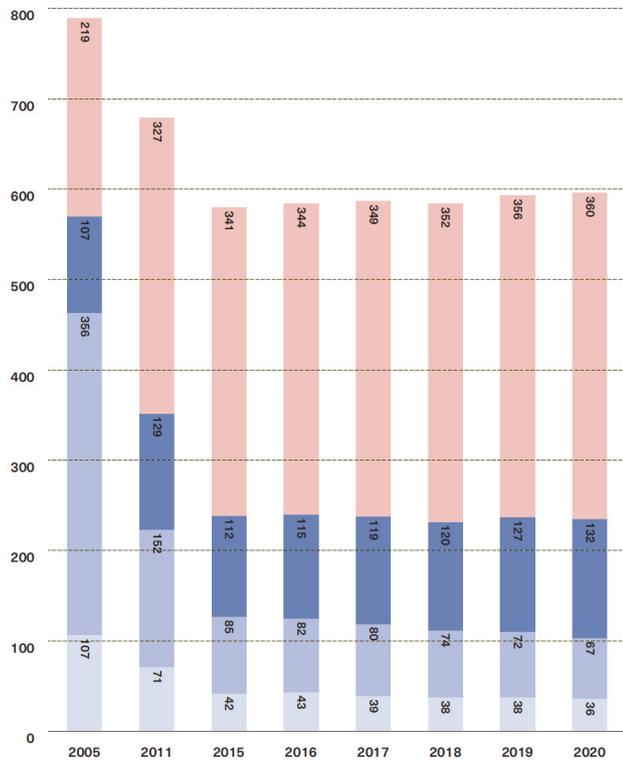
– Mini- and Repertory Theaters

The total number of mini- and repertory theaters together was 132 theaters with 235 screens; an increase of 3 theaters and 26 screens during the last 10 years. In 2019, as many as 7 mini-theaters opened, for example, Kino Cinema Tachikawa Takashima-ya S.C. Theater, Kino Cinema Yokohama Minato Mirai, and White Cine Quinto. In 2020, 4 mini-theaters opened including Kino Cinema Tenjin (Fukuoka), Satsugeki (Sapporo), Uplink Kyoto, and Hotori-za (Toyama, taking over Fortza Sogawa).

Some conventional theaters, in order to survive, showed their unique programming by shifting to that of mini- and repertory theaters (Utsunomiya Hikari-za, Chiba Gekijo, Shiojiri Azuma-za, Nagano Roxie, Cinex, Shintomi-za, etc.). More and more conventional theaters closed and later reopened under a different management employing mini- and Repertory Theater programming (Ueda Eigeki, Onari-za, Yokohama Cine Marine, Takada Sekaikan, Toyooka Gekijo, Theater Shiema, Hita Liberte, etc.). In addition, new conventional theaters also opened (Alve Theater in Akita, Cinema Sunrise Hitachi, Okawa Cinema Hall in Fukuoka, etc.). The boundary between multi-screen/conventional/mini-/repertory theaters has become ambiguous and difficult to grasp in the current theater situation.

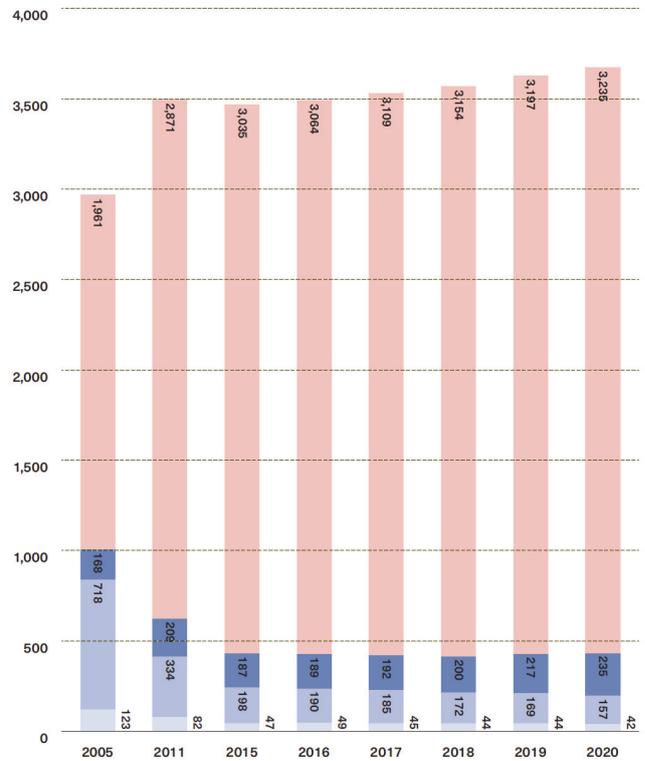
During the last 10 years, the number of adult film theater has decreased, falling to one half their previous number. They decreased to 36 theaters and 42 screens.

fig.03 Changes in Number of Theaters according to Theater Type



	2005	2011	2015	2016	2017	2018	2019	2020	2011
									→2020
Multi-screen Theaters	219	327	341	344	349	352	356	360	33
Mini- & repertory Theaters	107	129	112	115	119	120	127	132	3
Conventional Theaters	356	152	85	82	80	74	72	67	-85
Adult Film Theaters	107	71	42	43	39	38	38	36	-35
Non Multi-ScreenTheaters	570	352	239	240	238	232	237	235	-117
Total	789	679	580	584	587	584	593	595	-84

fig04. Changes in Number of Screens According to Types



	2005	2011	2015	2016	2017	2018	2019	2020	2011
									→2020
Multi-screen Theaters	1,961	2,871	3,035	3,064	3,109	3,154	3,197	3,235	364
Mini- & repertory Theaters	168	209	187	189	192	200	217	235	26
Conventional Theaters	718	334	198	190	185	172	169	157	-177
Adult Film Theaters	123	82	47	49	45	44	44	42	-40
Non Multi-ScreenTheaters	1,009	625	432	428	422	416	430	434	-191
Total	2,970	3,496	3,467	3,492	3,531	3,570	3,627	3,669	173

Multi-screen Theaters Mini- & repertory Theaters Conventional Theaters Adult Film Theaters

From Japanese Film Industry Statistics (Motion Picture Producers Association of Japan) and Film Exhibition Activities Almanac (Japan Community Cinema Center)

Changes in Number of Theaters and Screens according to Region

In 2020, the total number of movie theaters in Japan was 595, decreasing by 84 during the last 10 years. Meanwhile, the total number of screens in Japan has increased by 173 to 3669. In the Hokkaido/Tohoku and the Chubu Regions, both these numbers decreased. In the Chubu Region, 6 theaters including 2 multi-screen theaters closed in 2019-2020, and decreased by 24 theaters with 11 screens during the last 10 years. The population in all regions except the Kanto Region has all decreased and that in the Hokkaido/Tohoku Region decreased by 5.8%, significantly higher than that in other regions.

When comparing each region's ratio of the total number of screens to population, the screen share rates in the Chubu and

Kyushu/Okinawa Regions were more than 1% higher than their population share rates. In the Kyushu/Okinawa Region, their number of theaters and that of screens have both increased during the last 10 years, and their screen share rate has increased by more than 2%.

Multi-screen theaters have increased in almost all regions in both the number of theaters and the number of screens. The pace of increase has been slow since 2008, compared with that of the period between 2000 and 2008 when 20-30 theaters opened annually. Nonetheless, during the last 10 years, both numbers have largely increased in some regions: in the Kanto Region (by 10 theaters and 129 screens); in the Kinki Region (by 8 theaters and 92 screens); and in the Kyushu/Okinawa Region (by 8 theaters and 70 screens). In contrast, in the Hokkaido/Tohoku Region, the number of screens decreased by 4.

The number of theaters other than multi-screen theaters and their number of screens both decreased in each region. However, except in the Hokkaido/Tohoku and the Chugoku/Shikoku Regions, the numbers of mini- and repertory theaters in other regions have increased during the last 10 years. During this period, 41 mini- and repertory theaters opened. Outside of big cities like Tokyo, Osaka, Nagoya, Kyoto, and Hiroshima, more mini-theaters opened in small- and middle-sized cities, towns, and villages whose populations are less than 200,000, such as Odate City (Onari-za), Naka City (Amaya-za), Joetsu City (Takada Sekaikan), Ueda City (Ueda Eigeki), Toyooka City (Toyooka Gekijo), Karatsu City (Theater Enya), and Okinawa City (Theater Donuts and Cine Plaza House 1954). Some mini-theaters are scheduled to open in 2021.

On the other hand, the number of conventional theaters and that of screen have decreased during the last 10 years: in the Kanto Region, by 23 theaters and 44 screens; in the Chubu Region, by 21 theaters and 41 screens; and in the Kinki Region, by 15 theaters and 37 screens. Years ago, many multi-screen theaters were built along the highways in the suburbs, however, during the last 10 years, they have opened in the city centers. This drove the conventional theaters located in the city centers in Tokyo, Nagoya, Osaka, Hyogo, etc. to close. The number of adult film theaters has decreased in all regions. In March 2020, an old theater with more than 60 years of history, the Ekimae Cinema in Kanazawa City, closed.

fig.05 Changes in Number of Theaters and Screens according to Region

	2020		2011		2011→2020		
	Theaters	Screens	Theaters	Screens	Theaters	Screens	
Hokkaido/Tohoku							
Multi-screen Theaters	41	311	41	315	0	-4	Population in Hokkaido and Tohoku
Mini- & repertory Theaters	8	21	12	23	-4	-2	2020 13,859,689
Conventional Theaters	13	30	26	48	-13	-18	2011 14,717,500
Adult Film Theaters	3	3	5	6	-2	-3	Increase/Decrease -857,811
Non Multi-ScreenTheaters	24	54	43	77	-19	-23	-5.8%
Total	65	365	84	392	-19	-27	
Kanto							
Multi-screen Theaters	121	1,135	111	1,006	10	129	Population in Kanto
Mini- & repertory Theaters	56	94	56	88	0	6	2020 43,524,557
Conventional Theaters	17	36	40	80	-23	-44	2011 42,633,585
Adult Film Theaters	4	7	11	15	-7	-8	Increase/Decrease 890,972
Non Multi-ScreenTheaters	77	137	107	183	-30	-46	2.1%
Total	198	1,272	218	1,189	-20	83	
Chubu							
Multi-screen Theaters	69	639	67	606	2	33	Population in Chubu
Mini- & repertory Theaters	20	31	18	26	2	5	2020 21,104,569
Conventional Theaters	10	27	31	68	-21	-41	2011 21,653,262
Adult Film Theaters	10	10	17	18	-7	-8	Increase/Decrease -550,693
Non Multi-ScreenTheaters	40	68	66	112	-26	-44	-2.5%
Total	109	707	133	718	-24	-11	
Kinki							
Multi-screen Theaters	55	509	47	417	8	92	Population in Kinki
Mini- & repertory Theaters	18	39	19	33	-1	6	2020 22,242,762
Conventional Theaters	12	34	27	71	-15	-37	2011 22,726,242
Adult Film Theaters	11	12	19	21	-8	-9	Increase/Decrease -483,480
Non Multi-ScreenTheaters	41	85	65	125	-24	-40	-2.1%
Total	96	594	112	542	-16	52	
Chugoku/Shikoku							
Multi-screen Theaters	32	254	27	210	5	44	Population in Chugoku/Shikoku
Mini- & repertory Theaters	10	16	11	17	-1	-1	2020 10,921,754
Conventional Theaters	7	15	16	39	-9	-24	2011 11,489,876
Adult Film Theaters	2	2	6	7	-4	-5	Increase/Decrease -568,122
Non Multi-ScreenTheaters	19	33	33	63	-14	-30	-4.9%
Total	51	287	60	273	-9	14	
Kyushu/Okinawa							
Multi-screen Theaters	42	387	34	317	8	70	Population in Kyushu and Okinawa
Mini- & repertory Theaters	20	32	13	22	7	10	2020 14,199,982
Conventional Theaters	8	17	12	28	-4	-11	2011 14,578,250
Adult Film Theaters	6	8	13	15	-7	-7	Increase/Decrease -378,268
Non Multi-ScreenTheaters	34	57	38	65	-4	-8	-2.6%
Total	76	444	72	382	4	62	
Nationwide							
	2020		2011		2011→2020		
	Theaters	Screens	Theaters	Screens	Theaters	Screens	
Multi-screen Theaters	360	3,235	327	2,871	33	364	Nationwide Population
Mini- & repertory Theaters	132	233	129	209	3	24	2020 125,853,313
Conventional Theaters	67	159	152	334	-85	-175	2011 127,800,715
Adult Film Theaters	36	42	71	82	-35	-40	Increase/Decrease -1,947,402
Non Multi-ScreenTheaters	235	434	352	625	-117	-191	-1.5%
Total	595	3,669	679	3,496	-84	173	

Populations: From Population Statistics (Ministry of Internal Affairs and Communications Statistics Bureau) Every year as of October 1

of Theaters and Screens: From Japanese Film Industry Statistics (Motion Picture Producers Association of Japan) and Film Exhibition Activities Almanac (Japan Community Cinema Center)