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In 2019, cinemas in Malta and Gozo projected 409 different film titles and registered a total of 748,568 admissions.

Cinema Statistics: 2019

In 2019, there were six cinema establishments operating in Malta and Gozo, with a total of 28 screens and a seating capacity of 5,762 (Tables 1 and 2). Of these six cinemas, two were situated in Gozo.

In total, 409 film titles were exhibited in 2019, while the total screenings amounted to 29,184, with an average of 71 screenings per film. Last year, cinemas registered a total of 748,568 admissions. Maltese productions had 13,942 admissions with a total gross box office of €99,000 in 650 screenings. On the other hand, foreign productions had 734,626 admissions with a total gross box office of €4.952 million in 28,534 screenings (Table 4). The majority of cinemagoers, 91.2 per cent, have watched films originating from the United States. On their part, Maltese productions attracted 1.9 per cent of the total number of admissions (Table 5).

Admissions to 3D movies accounted for 18 per cent of the total, while 81 per cent of admissions were for digital non-3D films (Chart 1). A total of 705 film shows were projected in 2019, of which 82.7 per cent or 583 film shows were first-time releases (Table 6). Last year, 238 fiction films were screened in cinemas across Malta and Gozo. Films falling under this category attracted 72.0 per cent of total admissions. On their part, animation films amounted to 47 and attracted 26.4 per cent of total admissions (Table 7).

In 2019, the most popular movies were 'The Lion King', 'Aladdin' and 'Joker'. 'The Lion King' attracted 10.4 per cent of the total admissions, 'Aladdin' attracted 7.2 per cent of the total admissions and 'Joker' attracted 5.5 per cent of the total admissions (Table 8).

In terms of age classification, most films shown in Maltese cinemas were rated as '15' and '12A'. From all the films projected in 2019, 26.9 per cent were rated as '15', while 25.9 per cent were rated as '12A'. On the other hand, 3.4 per cent were rated as '18' (Table 9).

The running time of 60.9 per cent of the films projected in 2019 fell within the 76 to 120 minutes bracket. These were followed by screenings with a duration of 121 to 180 minutes, amounting to 26.9 per cent. As per type of screening, the 'Live/Encore' type of screenings, including operas, ballets, and theatre, had the longest running time with an average of 183 minutes. On the other hand, animation films were the shortest with an average running time of 87 minutes (Chart 6). With reference to the number of staff members, last year, cinemas were found to be employing an average of 134 persons, of which 77.6 per cent were engaged on a part-time basis (Table 11) ■

Table 1. Number of cinema establishments and capacity by number of screens: 2019

Number of screens	Number of cinema establishments	Seating capacity
5 or less	4	1,506
More than 5	2	4,256
Total	6	5,762

Table 2. Number of screens at cinema establishments by type of projection and accessibility: 2019

Type of projection in theatre	Number of cinema establishments	Number of screens	% of total screens
Digital non-3D Film	2	17	60.7
Digital 3D Film	4	11	39.3
Total	6	28	100.0
Screens accessible to persons with disability	6	21	75.0

Notes:

1. Cinema establishments with theatres supporting both Digital non-3D and Digital 3D type of projection were classified under Digital 3D category.
2. The share of screens accessible to disabled persons is calculated over the total number of screens.

Table 3. Cinema establishments by type of ticketing facilities and snack kiosks: 2019

Type of ticketing facility	Number	% total
Reservation of tickets by phone	5	83.3
Purchasing online and pick-up at cinema	3	50.0
Purchasing online and print-at-home	4	66.7
Snack kiosks:		
None	1	16.7
1 only	4	66.7
More than 1	1	16.7
Total number of establishments	6	100.0

Note: In the first part of the table, the count denotes the different types of ticketing systems.

Chart 1. Percentage of admissions by film projection format: 2019

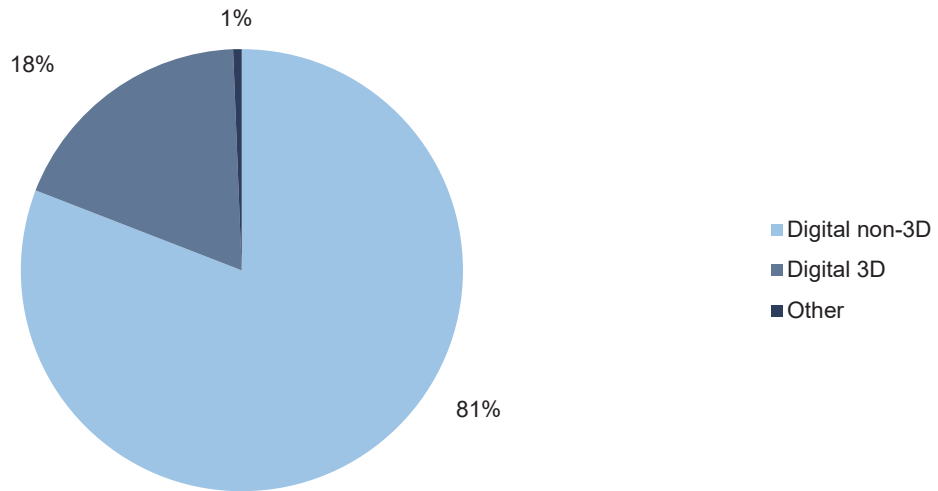


Table 4. Cinema admissions, screenings and gross box office receipts by country of origin of film exhibited: 2019

Country of origin of film	Number of film titles	Number of admissions	Total number of screenings	Gross Box Office receipts (€ 000)
Malta	14	13,942	650	99
Foreign:	395	734,626	28,534	4,952
EU	183	43,111	2,752	278
US	178	682,586	25,210	4,613
Other	34	8,929	572	61
Total	409	748,568	29,184	5,051

Table 5. Admissions by country of origin of film: 2019

Country of origin	Number of admissions	% admissions
US	682,586	91.2
UK	31,026	4.1
Malta	13,942	1.9
Belgium	3,525	0.5
Canada	3,287	0.4
Other	14,202	1.9
Total	748,568	100.0

Chart 2: Average number of admissions per film by country of origin of film

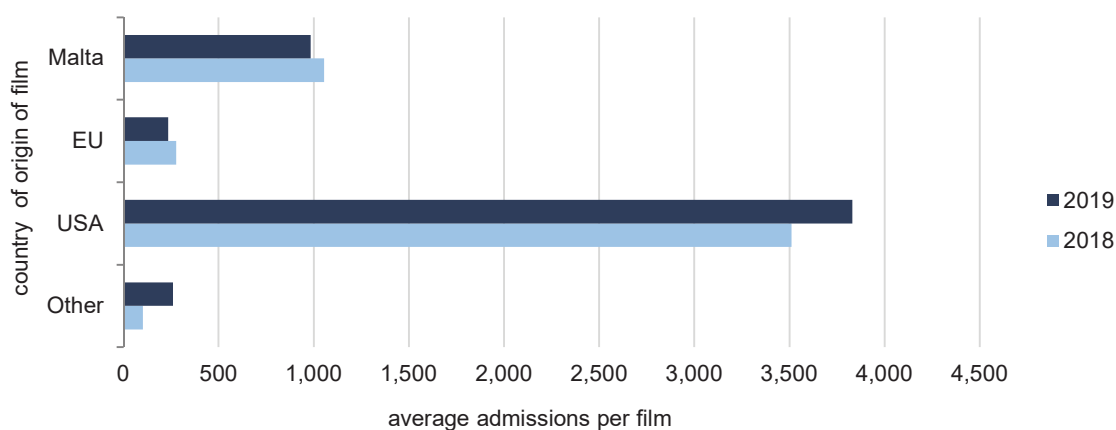


Chart 3: Average number of screening days per film by country of origin of film

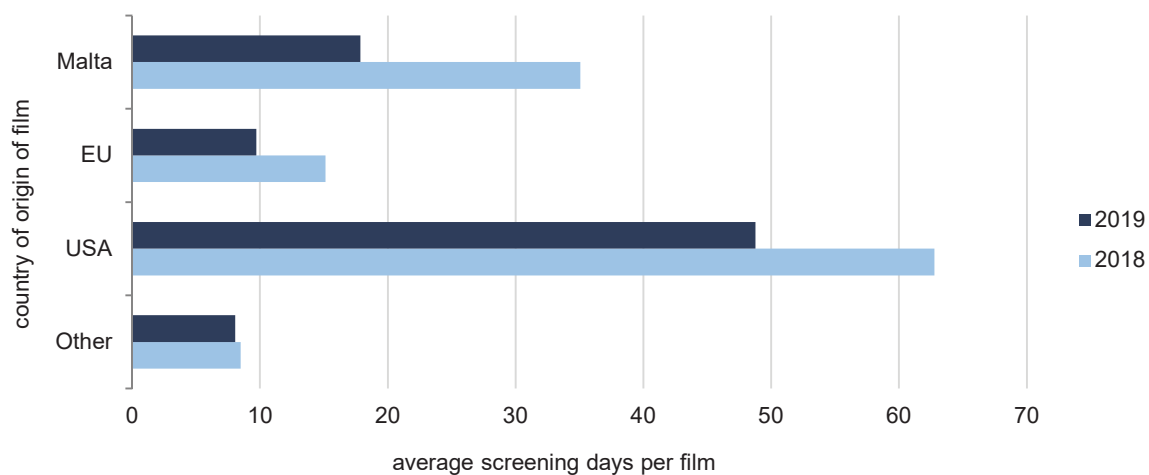


Table 6. Number of film shows by genre and occurrence of release: 2019

Genre	First-time releases		Re-releases		Total	
	No.	% total	No.	% total	No.	% total
Animation	94	16.2	37	30.3	131	18.6
Documentary	47	8.0	9	7.4	56	7.9
Fiction (Non-animation)	376	64.5	67	54.9	443	62.8
Live/encore screenings	55	9.5	9	7.4	64	9.1
Other	11	1.8	-	-	11	1.6
Total	583	100.0	122	100.0	705	100.0

Table 7. Number of admissions by genre of film exhibited: 2019

Genre	Number of film titles	Number of admissions	% admissions	Average admissions per film
Animation	47	197,420	26.4	4,200
Documentary	48	5,927	0.8	124
Fiction (Non-animation)	238	539,237	72.0	2,266
Live/encore screenings	65	4,669	0.6	72
Other	11	1,315	0.2	120
Total	409	748,568	100.0	1,830

Table 8. Top ten films ranked by number of admissions: 2019¹

Rank	Film title	Country of origin	Type	Number of admissions	% admissions
1	The Lion King	US	Animation	77,517	10.4
2	Aladdin	US	Fiction (Non-animation)	54,085	7.2
3	Joker	US	Fiction (Non-animation)	40,900	5.5
4	Avengers: End Game	US	Fiction (Non-animation)	37,269	5.0
5	Frozen II	US	Animation	27,544	3.7
6	Dumbo	US	Fiction (Non-animation)	25,230	3.4
7	Maleficent: Mistress of Evil	US	Fiction (Non-animation)	23,277	3.1
8	Spider-Man: Far From Home	US	Fiction (Non-animation)	20,531	2.7
9	Fast & Furious: Hobbs & Shaw	US	Fiction (Non-animation)	19,983	2.7
10	Jumanji: The Next Level	US	Fiction (Non-animation)	19,802	2.6

¹ Data on admissions is split according to month of admission and not the month of release.

Chart 4: Average gross box office receipts per film by country of origin of film

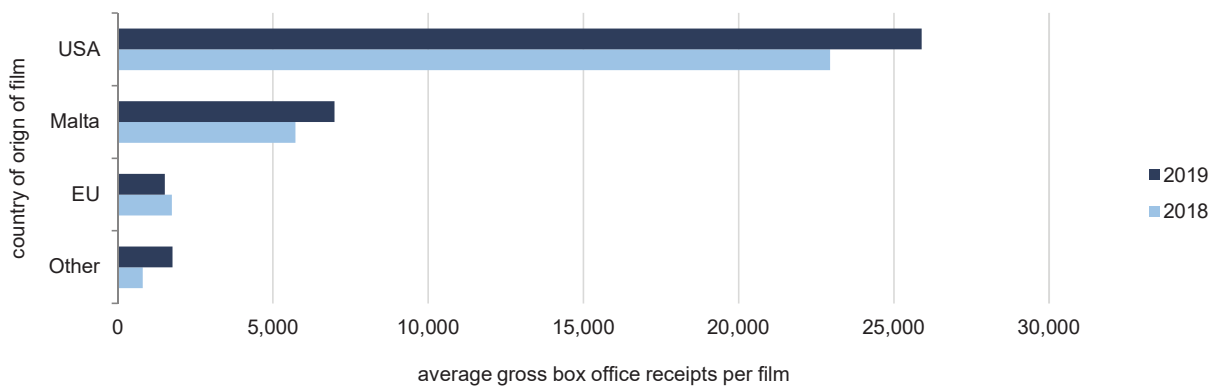


Chart 5: Percentage gross box office receipts by country of origin of film

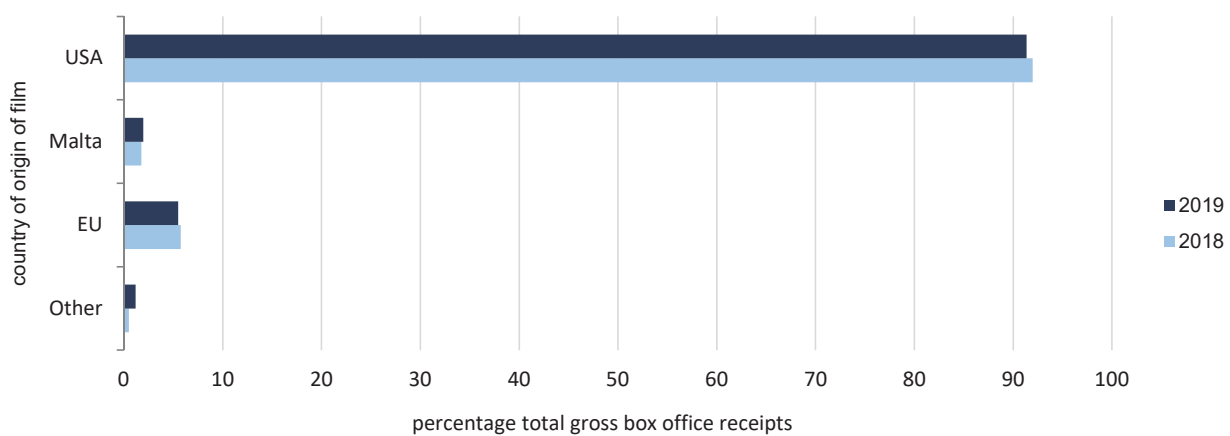


Table 9. Age classification of films: 2019

	Number of film titles	%
'U' - Universal	55	13.5
'PG' - Parental Guidance	65	15.9
'12A' - Suitable for persons of 12 years and over, provided that persons younger than 12 years may attend only when accompanied by an adult	106	25.9
'12' - Persons of 12 years and over are admitted	11	2.7
'15' - Suitable for persons of 15 years and over	110	26.9
'18' - Suitable for persons of 18 years and over	14	3.4
Not applicable / Unknown	48	11.7
Total	409	100.0

Table 10. Running time of films: 2019

	Number of film titles	%
Up to 60 minutes	10	2.4
61 to 75 minutes	7	1.7
76 to 120 minutes	249	60.9
121 to 180 minutes	110	26.9
Longer than 180 minutes	33	8.1
Total	409	100.0

Chart 6: Average running time by type of film

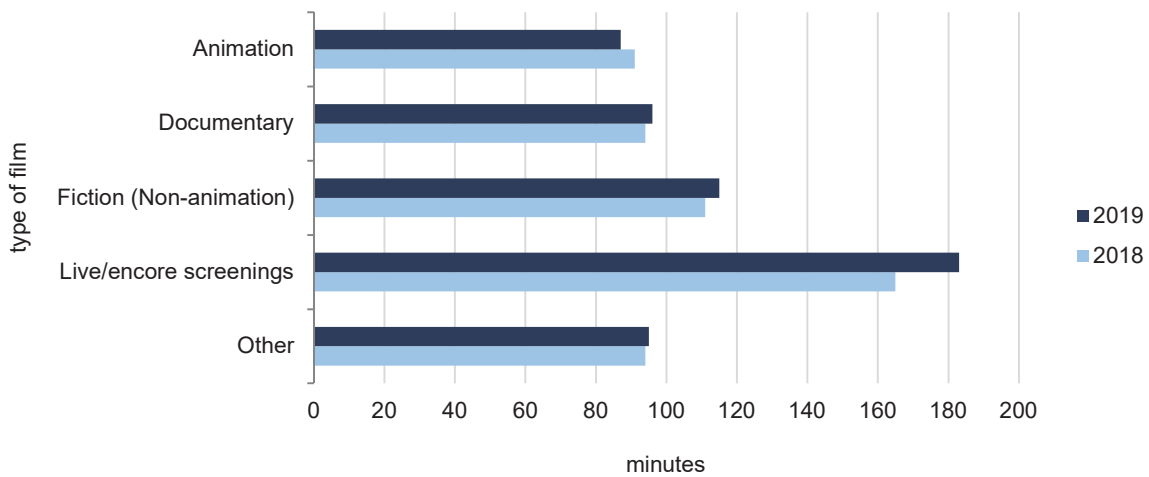


Table 11. Staff levels by quarter: 2019

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Average
Employed	138	132	136	131	134
Full-time	32	32	30	29	31
Part-time	106	100	106	102	104
Voluntary workers	4	4	-	4	3
Total	142	136	136	135	137

Methodological Notes

1. A cinema establishment is defined as a fixed commercial business installation primarily engaged in the commercial projection of cinematographic audio-visual works (in 35mm and/or digital format using a minimum of 1.3K resolution), through a regular film programming schedule and ticketing system.
2. Information in this news release was obtained through a survey carried out among all active cinema establishments in Malta and Gozo during reference year 2019.
3. In this survey:
 - a film title refers to a single film that is screened across the various cinema establishments;
 - a film show, also includes feature films; short films; opera, ballet and theatre performances broadcasted from foreign theatres; music concerts broadcasted from abroad; and art exhibitions on screen etc.;
 - a screening refers to the number of times a film title is shown in the Maltese Islands irrespective of the cinema establishment which projects it.
4. Film details were verified with the Europa Cinemas and IMDB websites.
5. The survey is dependent on the information provided to the NSO by respondents. While every effort has been made to minimise the extent of under-reporting, the NSO is not responsible for inaccuracies that may emerge as a result of such under-reporting.
6. Totals may not add up due to rounding.
7. The data in this release should be considered as final, although minor revisions may be necessary subject to further provision of data.
8. References to this news release are to be cited appropriately.
9. The advanced news release calendar may be accessed at:
https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx