

Top five Cinema markets account for nearly 60% of global Box Office

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With 1.3 billion movie admissions, the U.S. cinema market generated a record of US\$ 10.6 bn in revenues in 2009, or 36% of the worldwide box office, far ahead of Japan, the second ranked country in terms of annual box office receipts. India, which records each year nearly three times as many movie goers as does the U.S, comes third in worldwide cinema revenues. This paradoxical situation can be explained by the fact that the average ticket price in the country (US\$ 0.5) is today one of the lowest in the world. The fourth and fifth positions are attributed to France and the U.K., which account for 5% and a 4% of global cinema revenues respectively.

Graph: www.dataxisnews.com/?p=20102

Consequently, the world's top 5 cinema markets alone generate nearly 60% of global revenues, a situation that can be attributed to many reasons that range from ticket price to the cultural realities of each market (that is, the degree to which cinema is rooted in cultural habits, and whether piracy threatens movie going trends) and, sometimes, the mere existence of movie theaters (Ex: Saudi Arabia) or at least the existence of attractive yet affordable cinemas (Ex: Morocco, see "Morocco faces a collapsing Cinema Market").

Leading market research and data analysis firm Dataxis Intelligence will soon release its 2009 annual update of the TV, music, cinema and video markets worldwide.

DATAxis, is an international market research and statistical intelligence company that covers 4 play markets worldwide. Our online database: www.dataxis.com contains detailed and up to date data on subscribers, revenues and ARPUs as well as annual forecasts on major operators and technology suppliers. Our news website: www.dataxisnews.com is a great tool to keep telecom professional up to date on the latest developments of the industry. In addition, we also publish our own analyses and Press Releases, under the Dataxis Views Section, that cover different regions worldwide: Middle East, Africa, Asia Pacific, Europe, North America, and Latin America.

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