

# Cinema Exhibition and Distribution in Western Europe:

Market assessment and forecasts  
to 2009



screen Digest

**Cinema Exhibition and Distribution  
in Western Europe**

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# Ireland

## At a glance overview



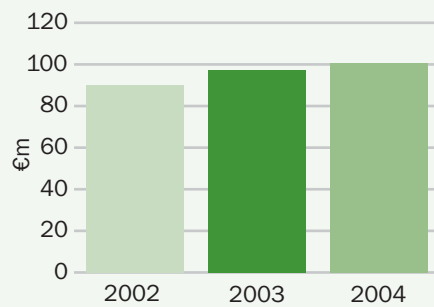
### Cinema in 2004 at a glance

|   |             |         |
|---|-------------|---------|
| Screens                                 | 335         | (1.8%)  |
| Multiplex Screens                       | 246         |         |
| Admissions                              | 000s 17,261 | (-1.0%) |
| Box office revenue                      | €m 100.8    | (3.4%)  |
| Average ticket price                    | € 5.84      | (4.4%)  |
| Total feature film releases             | 243         |         |
| Domestic films released                 | 8           |         |
| Domestic films' share of the box office | % 2.4       |         |

Note: Percentage change is from 2003 - 2004

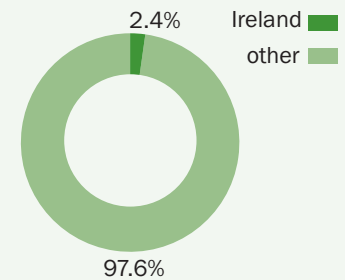
Source: Screen Digest

Cinema box office revenue (2002-2004)



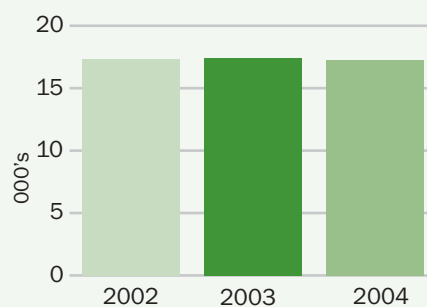
Source: Screen Digest

Market shares by Box Office (2004)



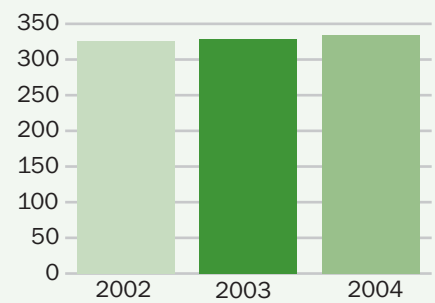
Source: Screen Digest

Cinema admissions (2004)



Source: Screen Digest

Number of cinema Screens (2004)



Source: Screen Digest

## Overview

Total box office revenues grossed €100.8m (\$125.4m) in 2004, which was a new high in the market. Total admissions recorded 17.2m, the third best result on record. Cinema ticket prices continued to increase to hit €5.84 (\$7.26). The Irish are the most frequent cinemagoers in Western Europe with an

average 4.52 admissions per head in 2004.

Total screens increased 1.8 per cent to hit 335 housed in 67 sites. Multiplex penetration continued upwards to reach 73.4 per cent of screens in 2004. There were eight Irish theatrical features releases, which went on to gross 2.4 per cent of the box office.