ENCYCLOPEDIA OF EXHIBITION

VOLUME 1
2019

N A T O

DOMESTIC DATA

Total U.S. Screens (as of July 1, 2018)

YEAR	INDOOR	DRIVE-IN	TOTAL
1989	21,907	1,014	22,921
1990	22,904	910	23,814
1991	23,740	899	24,639
1992	24,344	870	25,214
1993	24,789	837	25,626
1994	25,830	859	26,689
1995	26,995	848	27,843
1996	28,905	826	29,731
1997	31,050	815	31,865
1998	33,418	750	34,168
1999	36,448	683	37,131
2000	35,696	683	36,379
2001	34,823	683	35,506
2002	35,022	666	35,688
2003	35,016	634	35,650
2004	35,795	640	36,435
2005	37,040	648	37,688
2006	37,765	650	38,415
2007	38,159	635	38,794
2008	38,201	633	38,834
2009	38,605	628	39,233
2010	38,902	618	39,520
2011	38,974	606	39,580
2012	39,056	606	39,662
2013	39,368	656	40,024
2014	39,356	656	39,956
2015	39,411	595	40,006
2016	40,009	595	40,604
2017	39,651	595	40,246
2018	40,313	524	40,837
2019*	39,870	559	40,429

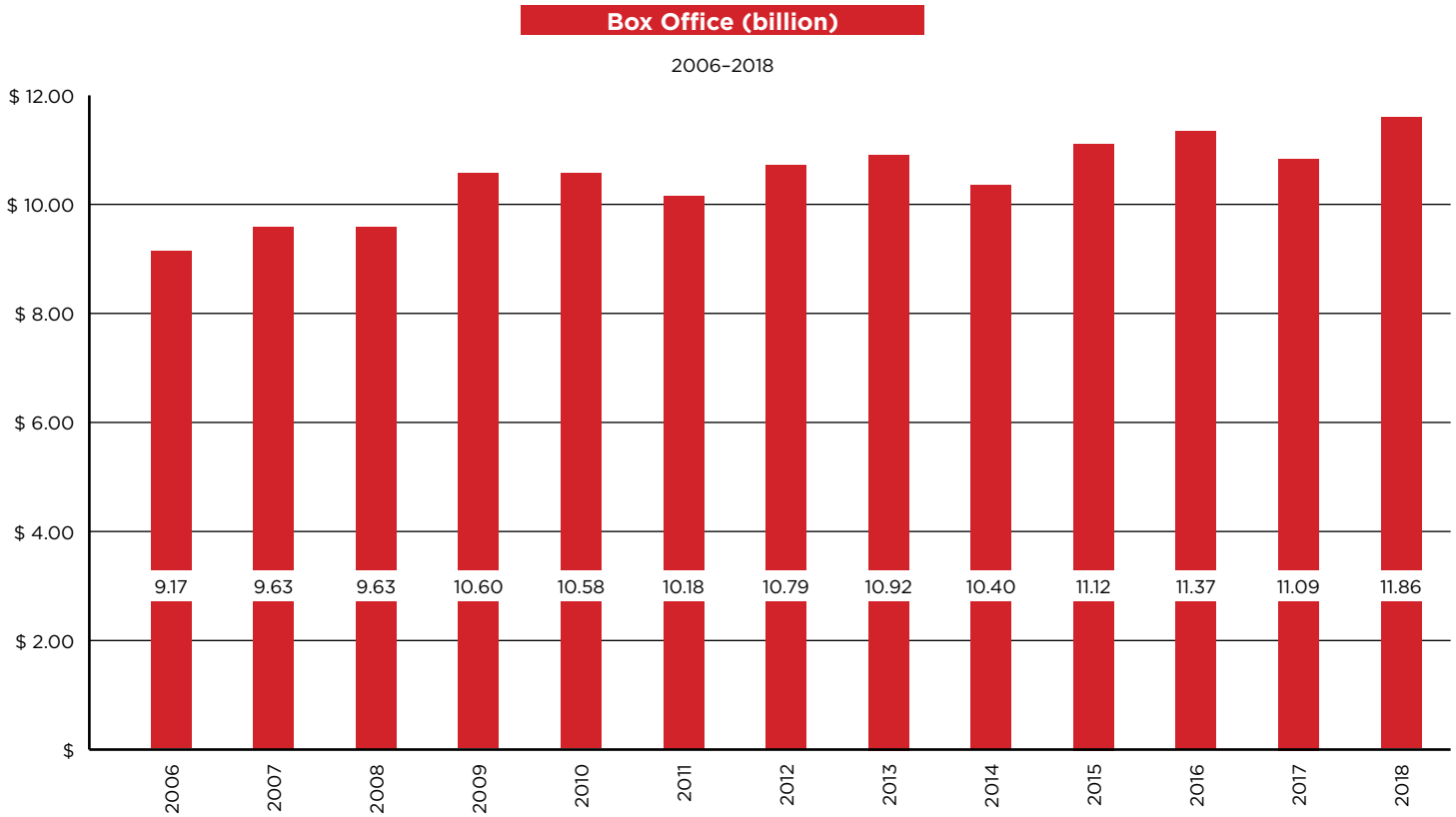
*as of Dec. 31, 2018

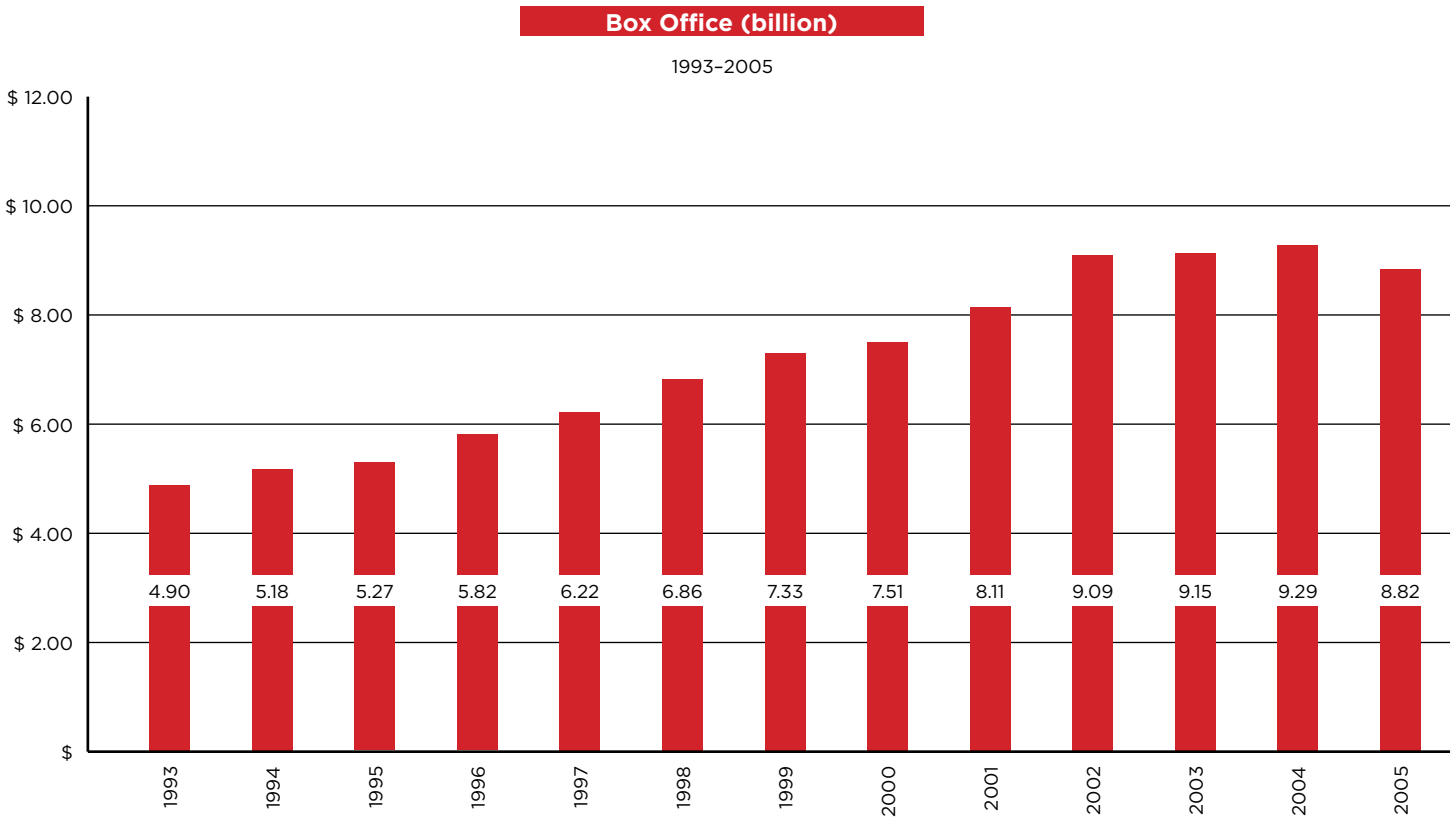


DOMESTIC DATA

North American Box Office (Yearly)

Source: comScore



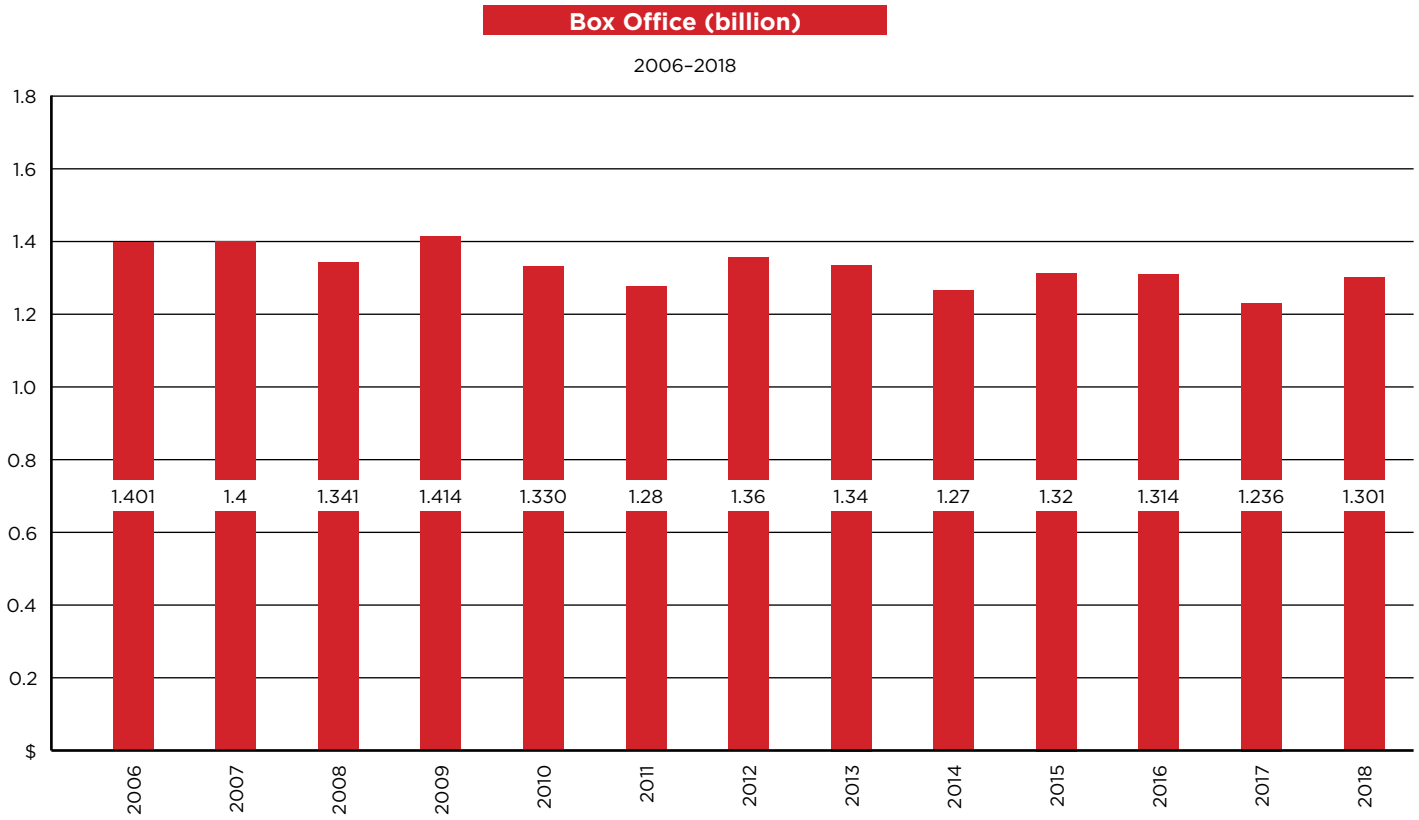


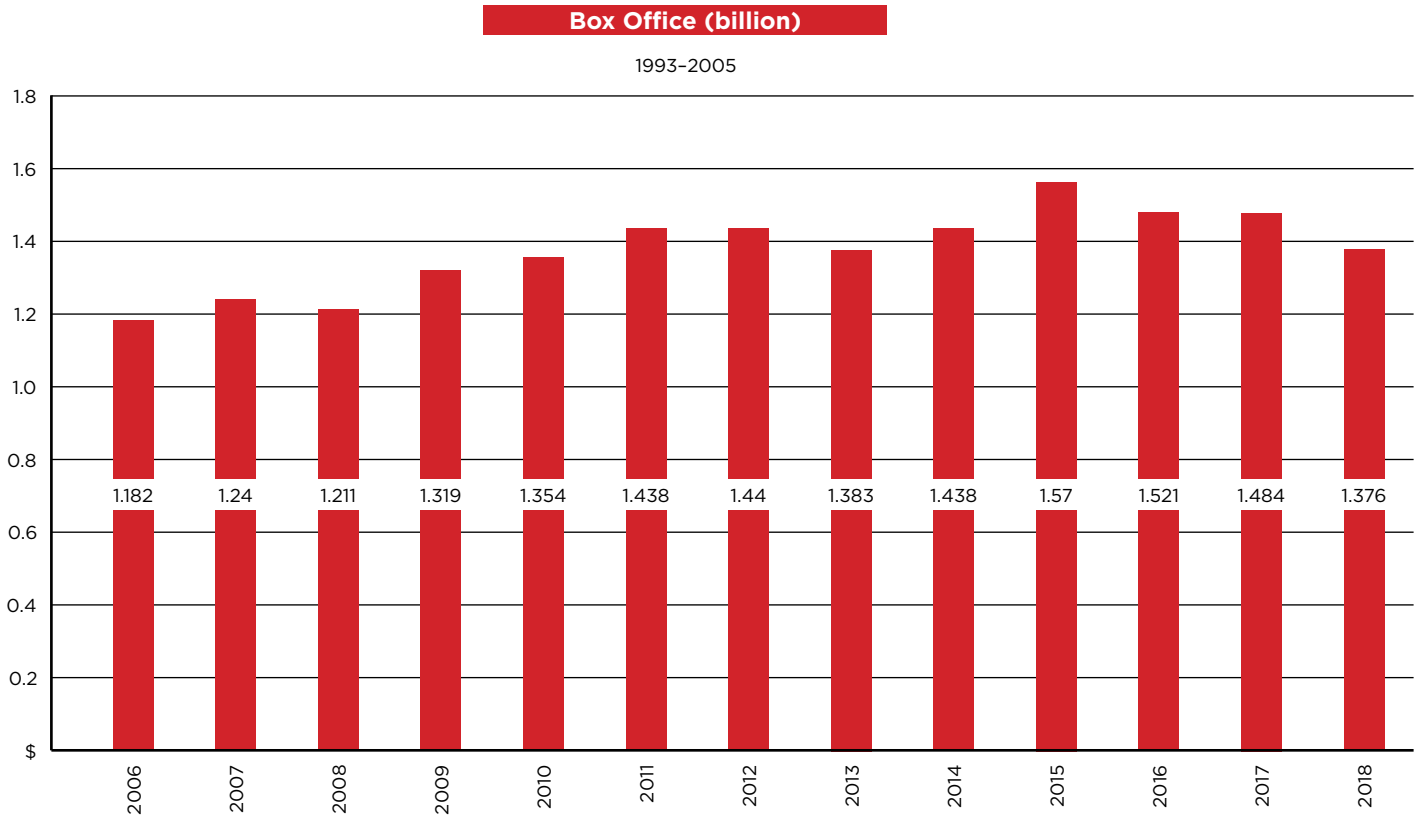
†Source: 1992-1997, AC Nielsen EDI.
~Source: 1998 and later, comScore. AC Nielsen uses an industry calendar beginning the first Friday of the year; comScore data employs a Jan. 1-Dec. 31 calendar.

DOMESTIC DATA

North American Admissions (Yearly)

Source: NATO, comScore





DOMESTIC DATA

North American Box Office (Monthly/Quarterly)

Source: comScore

US/Canada	2018	2017	2016	2015
January	$958,715,470	$960,427,223	$1,043,159,219	$1,004,443,210
February	$1,003,277,022	$783,293,051	$798,048,370	$765,701,007
March	$892,756,235	$1,172,259,060	$948,598,789	$706,307,235
Quarter 1	$2,854,748,727	$2,915,981,351	$2,789,806,378	$2,476,451,452
April	$1,022,748,410	$812,239, 274	$781,013,083	$780,309,532
May	$1,038,092,251	$841,339,665	$936,249,054	$1,075,974,833
June	$1,273,823,183	$1,055,836,179	$1,084,511,858	$1,234,836,233
Quarter 2	$3,334,663,844	$2,709,415,118	$2,801,773,995	$3,091,120,598
July	$1,201,922,401	$1,213,399,662	$1,366,395,016	$1,185,472,337
August	$860,784,570	$660,151,662	$1,018,045,641	$844,967,240
September	$665,333,060	$698,704,266	$587,563,823	$616,824,065
Quarter 3	$2,728,040,031	$2,572,255,590	$2,972,004,480	$2,647,263,642
October	$829,676,424	$563,008,813	$654,976,787	$719,748,988
November	$1,050,514,640	$1,011,030,635	$959,154,284	$893,363,519
December	$1,069,907,224	$1,327,472,007	$1,195,686,549	$1,313,225,840
Quarter 4	$2,950,098,288	$2,901,511,455	$2,809,817,620	$2,926,338,347

Top 20 Movies in North America Per Year By Rating (as of Dec. 31, 2017)

Source: comScore

YEAR	G	PG	PG-13	2R3
2018*	0	6	12	2
2017	0	5	12	3
2016	0	8	11	1
2015	0	6	11	3
2014	0	4	12	4
2013	0	5	10	5
2012	0	6	12	2
2011	3	4	11	2
2010	2	9	5	4
2009	0	10	8	2
2008	2	4	10	4
2007	1	5	11	3
2006	1	4	13	2
2005	1	4	13	2
2004	1	6	10	3
2003	1	3	11	5
2002	1	1	13	0

YEAR	G	PG	PG-13	R
2001	2	2	10	40
2000	0	3	12	5
1999	2	3	7	8
1998	3	3	9	5
1997	1	4	8	7
1996	2	4	5	9
1995**	2	6	7	6
1994	1	4	7	8
1993	0	5	7	8
1992	1	3	2	14
1991	2	5	6	7
1990	0	6	6	8
1989	1	9	5	5
1988	2	6	3	9
1987	0	3	5	12
1986	1	5	6	8

*as of Dec. 31, 2018 / **21 films, two films tied for 20th in box office gross

DOMESTIC DATA

U.S. Average Ticket Price (Yearly Average)

Source: NATO

Year	Price
1954	$0.49
1958	$0.68
1963	$0.86
1967	$1.22
1971	$1.65
1974	$1.89
1975	$2.03
1976	$2.13
1977	$2.23
1978	$2.34
1979	$2.47
1980	$2.69
1981	$2.78
1982	$2.94
1983	$3.15
1984	$3.36
1985	$3.55
1986	$3.71
1987	$3.91
1988	$4.11
1989	$3.99
1990	$4.22
1991	$4.21
1992	$4.15
1993	$4.14
1994	$4.08
1995	$4.35
1996	$4.42
1997	$4.59
1998	$4.69
1999	$5.06
2000	$5.39
2001	$5.65
2002	$5.80
2003	$6.03
2004	$6.21
2005	$6.41
2006	$6.55
2007	$6.88
2008	$7.18
2009	$7.50
2010	$7.89
2011	$7.93
2012	$7.96
2013	$8.13
2014	$8.17
2015	$8.43
2016	$8.65
2017	$8.97
2018	$9.11



U.S. Average Ticket Price (Quarterly Average)

Source: NATO

Quarter	Price
Q1 2012	$7.92
Q2 2012	$8.12
Q3 2012	$7.78
Q4 2012	$8.05
Q1 2013	$8.35
Q2 2013	$7.84
Q3 2013	$8.38
Q4 2013	$7.94
Q1 2014	$7.96
Q2 2014	$8.33
Q3 2014	$8.08
Q4 2014	$8.30
Q1 2015	$8.12
Q2 2015	$8.61
Q3 2015	$8.25
Q4 2015	$8.70
Q1 2016	$8.58
Q2 2016	$8.73
Q3 2016	$8.51
Q4 2016	$8.79
Q1 2017	$8.84
Q2 2017	$8.95
Q3 2017	$8.93
Q4 2017	$9.18
Q1 2018	$9.16
Q2 2018	$9.38
Q3 2018	$8.83
Q4 2018	$9.03

INTERNATIONAL BOX OFFICE

Yearly/Quarterly Grosses

Source: comScore

UK & IRELAND	2018	2017	2016	2015	2014
Q1 Jan-March	$510,958,160	$472,740,708	$477,500,926	$464,454,374	$479,438,891
Q2 April-Jun	$431,266,836	$373,635,600	$402,634,895	$494,885,927	$437,622,040
Q3 July-Sept	$460,147,868	$450,326,797	$472,407,645	$449,340,091	$474,194,969
Q4 Oct-Dec	$455,981,734	$478,884,225	$429,613,182	$606,262,111	$493,972,163
US$	$1,858,354,598	$1,775,587,330	$1,782,156,648	$2,014,942,503	$1,885,228,063

FRANCE*	2018	2017	2016	2015	2014
Q1 Jan-March	57,065,369	59,631,963	63,058,906	53,382,855	52,501,059
Q2 April-Jun	43,260,919	45,419,947	46,117,768	41,370,608	49,904,095
Q3 July-Sept	38,529,820	45,461,013	44,014,887	42,406,550	44,631,294
Q4 Oct-Dec	57,685,895	58,928,122	61,998,803	60,976,478	57,964,209
*Admissions	196,542,003	209,441,045	215,190,364	198,136,491	205,000,657

SOUTH KOREA	2018	2017	2016	2015	2014
Q1 Jan-March	$368,779,300	$362,914,654	$322,893,101	$359,885,863	$381,539,436
Q2 April-Jun	$360,419,851	$321,244,584	$315,666,601	$331,699,742	$323,849,199
Q3 July-Sept	$525,678,345	$444,321,145	$513,749,490	$487,138,264	$525,839,726
Q4 Oct-Dec	$383,127,856	$419,870,834	$349,713,817	$330,821,960	$349,652,437
US$	$1,638,005,352	$1,548,351,217	$1,502,023,009	$1,509,545,829	$1,580,880,798

GERMANY	2018	2017	2016	2015	2014
Q1 Jan-March	$299,294,296	$301,986,635	$328,059,261	$347,027,659	$350,320,045
Q2 April-Jun	$208,782,050	$244,702,052	$194,635,654	$252,606,171	$252,041,234
Q3 July-Sept	$213,145,994	$251,617,672	$246,236,992	$269,218,993	$309,325,089
Q4 Oct-Dec	$296,014,409	$360,173,194	$327,226,778	$392,929,874	$351,652,495
US$	$1,017,236,749	$1,158,479,553	$1,096,158,685	$1,261,782,697	$1,263,338,863

ITALY	2018	2017	2016	2015	2014
Q1 Jan-March	$227,162,390	$217,178,787	$287,164,948	$236,128,392	$263,720,170
Q2 April-Jun	$119,493,397	$120,600,698	$131,085,634	$135,729,376	$148,654,587
Q3 July-Sept	$101,685,658	$106,641,626	$105,991,906	$115,189,990	$109,112,955
Q4 Oct-Dec	$209,216,559	$186,001,691	$200,640,624	$221,557,995	$235,995,915
US$	$657,558,004	$630,422,802	$724,883,112	$708,605,753	$757,483,627

JAPAN	2018	2017	2016	2015	2014
Q1 Jan-March	$408,269,821	$487,819,536	$381,398,991	$322,910,424	$434,246,728
Q2 April-Jun	$481,556,875	$518,596,789	$454,168,356	$401,010,716	$524,079,397
Q3 July-Sept	$614,656,783	$556,576,176	$705,670,911	$522,933,570	$547,419,803
Q4 Oct-Dec	$401,504,539	$400,967,341	$499,480,224	$347,682,786	$332,524,042
US$	$1,905,988,018	$1,963,959,842	$2,040,718,482	$1,594,537,496	$1,838,269,970

AUSTRALIA	2018	2017	2016	2015	2014
Q1 Jan-March	$242,298,998	$258,120,577	$245,689,692	$242,629,456	$238,152,821
Q2 April-Jun	$246,462,668	$228,886,906	$230,564,257	$268,335,826	$274,759,907
Q3 July-Sept	$217,464,605	$203,877,975	$243,497,298	$193,201,552	$235,912,442
Q4 Oct-Dec	$214,755,544	$216,292,806	$207,777,618	$214,653,741	$206,617,640
US$	$920,981,815	$907,178,264	$927,528,865	$918,820,575	$955,442,810

BRAZIL	2018	2017	2016	2015	2014
Q1 Jan-March	$203,182,302	$247,097,451	$188,256,265	$201,146,987	$207,193,517
Q2 April-Jun	$187,406,062	$222,825,491	$185,246,540	$212,427,773	$252,387,525
Q3 July-Sept	$162,468,374	$203,806,287	$207,270,787	$164,579,544	$215,888,071
Q4 Oct-Dec	$139,404,556	$181,745,221	$165,721,380	$136,390,104	$180,055,201
US$	$692,461,294	$855,474,450	$746,494,972	$714,544,408	$855,524,314

MEXICO	2018	2017	2016	2015	2014
Q1 Jan-March	$187,804,440	$192,868,820	$194,276,593	$196,910,488	$195,273,138
Q2 April-Jun	$250,391,346	$243,752,657	$229,937,975	$278,117,332	$260,263,522
Q3 July-Sept	$238,706,986	$227,532,849	$229,001,465	$220,492,830	$242,978,899
Q4 Oct-Dec	$209,216,559	$218,511,015	$168,185,828	$180,492,245	$209,788,558
US$	$886,119,331	$882,665,341	$821,401,861	$876,012,895	$908,304,117

SPAIN	2018	2017	2016	2015	2014
Q1 Jan-March	$186,864,416	$175,245,752	$178,959,927	$153,467,944	$176,583,719
Q2 April-Jun	$150,129,153	$138,059,962	$125,571,986	$128,837,778	$170,166,629
Q3 July-Sept	$178,425,034	$176,377,575	$170,181,750	$159,448,558	$164,065,193
Q4 Oct-Dec	$160,245,910	$187,007,906	$192,714,446	$194,689,623	$182,659,956
US$	$675,664,513	$676,691,195	$667,428,109	$636,443,903	$693,475,497

Questions/Comments about Encyclopedia of Exhibition?
Please contact either Phil Contrino (prc@natodc.com) or Patrick Corcoran (pfc@natoca.com)

Thank you for purchasing the Encyclopedia of Exhibition (the Encyclopedia). The copyright in all material published in the Encyclopedia by the National Association of Theatre Owners (NATO), including all portions of the encyclopedia, content, design, text, graphics and the selection and arrangement of the material in this document (the "Material") is owned by NATO, unless otherwise indicated, and is protected by the provisions of the Copyright Act, R.S.C. 1985 c. C-42.

The Material may not be reproduced or distributed, in whole or in part, without prior written permission of NATO. However, reproduction and distribution, in whole or in part, by non-profit, research or educational institutions for their own use is permitted if proper credit is given, with full citation, and copyright is acknowledged. Any other reproduction or distribution, in whatever form and by whatever media, is expressly prohibited without the prior written consent of NATO.

For further information, please contact:

National Association of Theatre Owners
1705 N Street, NW
Washington, D.C. 20036

Telephone: +1 202 962 0054

Phil Contrino
Director of Media and Research
National Association of Theatre Owners
1705 N St. NW
Washington, DC 20036

202-719-9541 (office)
610-844-2459 (direct)

Designed by webedia

