

# French Box-Office since theaters re-opened until lockdown #2

Nov 10, 2020

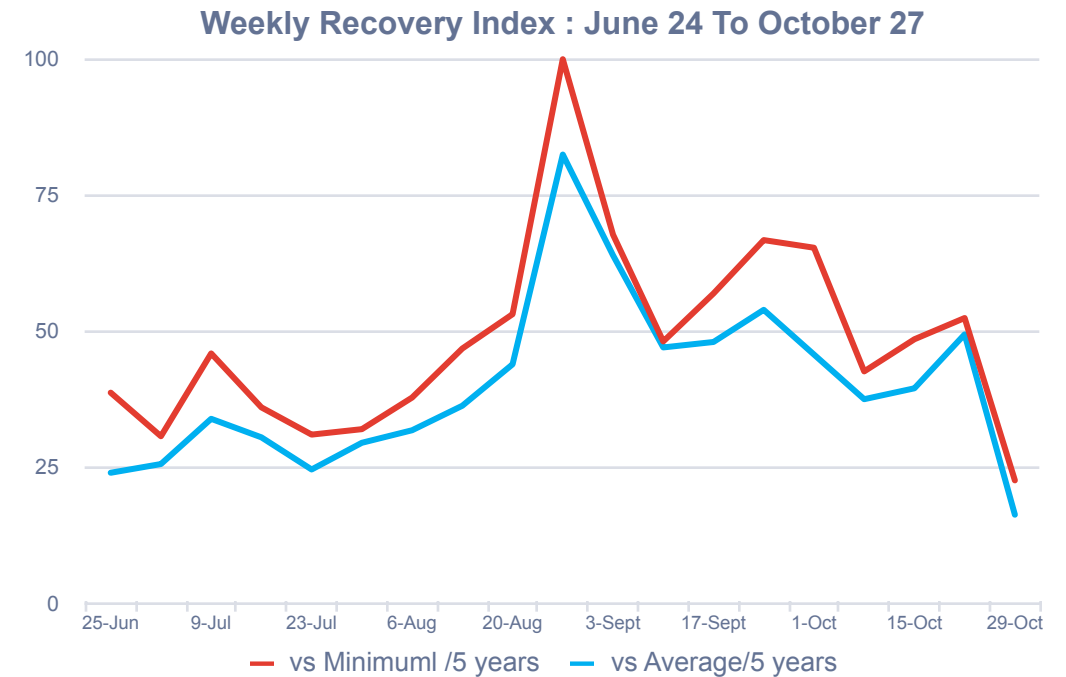
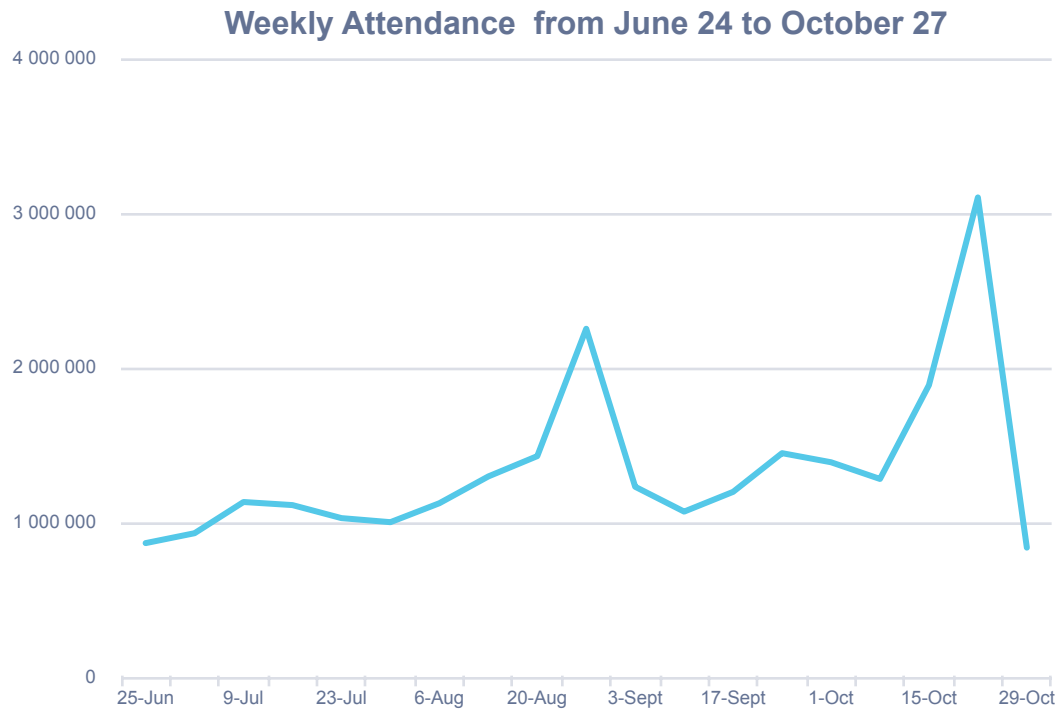
**Eric Marti**

General Manager

Comscore Movies France

[emarti@comscore.com](mailto:emarti@comscore.com)

# What did happen since June 22<sup>nd</sup> ? (re-opening of the theaters)



# A fast recovery driven by a strong & diversified local offer

From June 22<sup>nd</sup> to Oct 28<sup>th</sup>, 2020

## Top 10 titles

- 6 French films vs 2 in 2019 (#9 & 10)
- 4 US films vs 8 in 2019 (#1 > 8)

## Top 25 titles

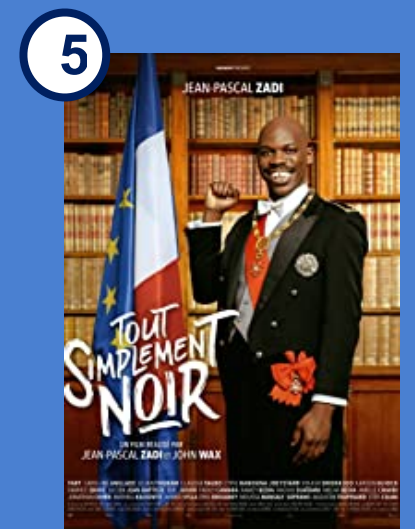
- 18 French films vs 8 in 2019
- 7 US films vs 14 in 2019



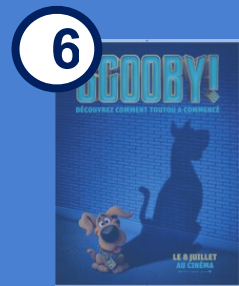
Oct 14  
1,14 M adm



August 5  
1,06 M adm



July 8  
760 k adm



Sept 16  
748 k adm



Oct 21  
719 k adm



July 15  
623 k adm

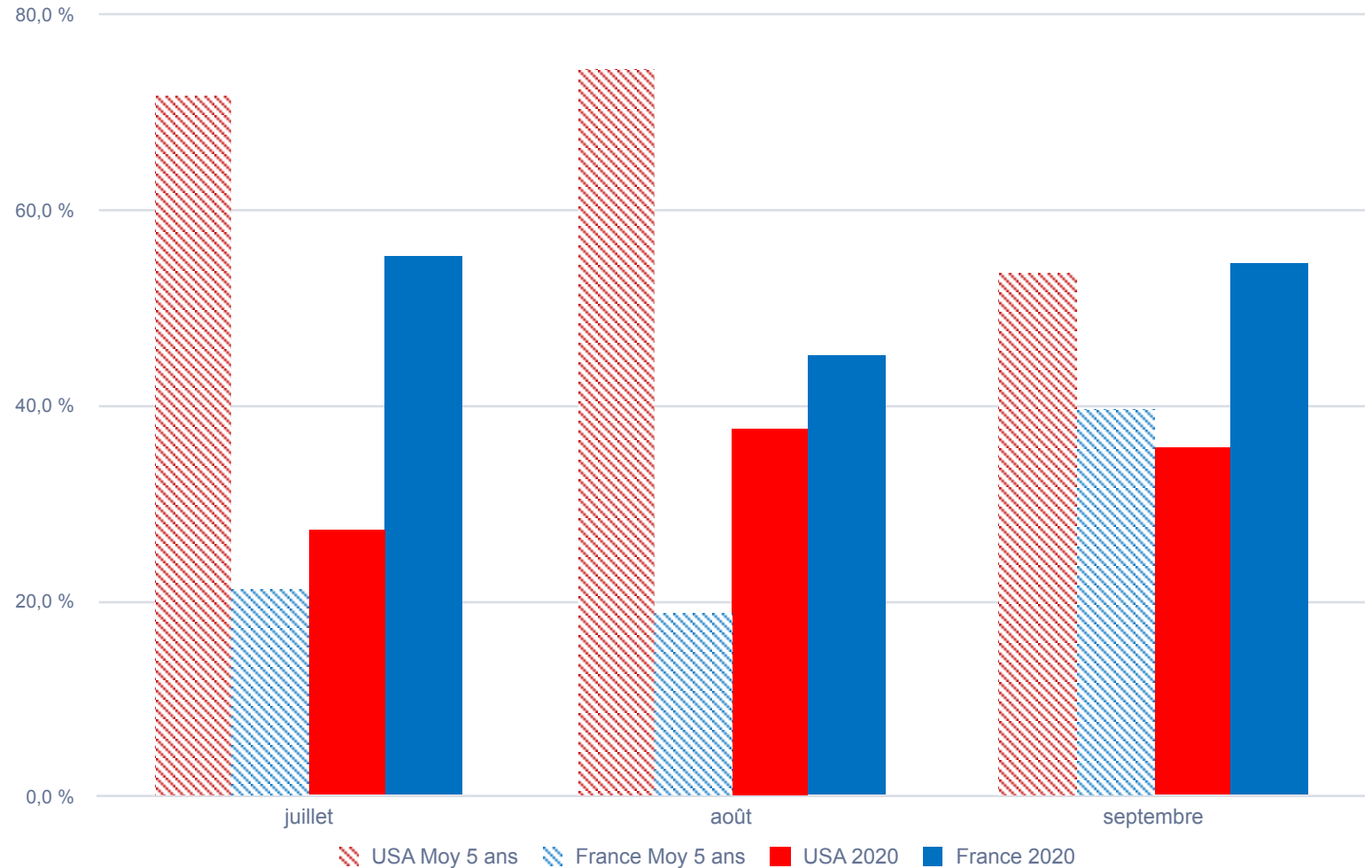


# A “Tenetized” Box Office

Inverted market shares  
between French and US Movies

		2015-2019	2020
USA	July	71.6%	25.3%
	August	74.3%	37.7%
	Sept	54.6%	35.7%
France	July	21.3%	55.4%
	August	17%	45.3%
	Sept	39.5%	54.6%
Others	July	7%	17.3%
	August	6.9%	17%
	Sept	8.2%	9.8%

Market share per month (%) according to the film's country of origin  
July - September



# A strong support from the CNC & State € 116 million to cinema and audiovisual

## To exhibitors

- Supporting the activity
- Paid furlough: “protected activity”
- PGE: State Guaranteed loans
- Anticipate the CNC automatic support on 2021 + miscellaneous measures : plan of € 34.3 million
- To compensate the loss of income of the exhibition : additional support of € 50 million

## To distributors

- Incentive to release movies
- x2 the automatic support for the movies released in June, July, August
- and also from Sept to the end of 2020
- Compensation for the loss of BO during the curfew (October 17 to 30)
- € 17,7 million of support

**See you soon in a theater !**