

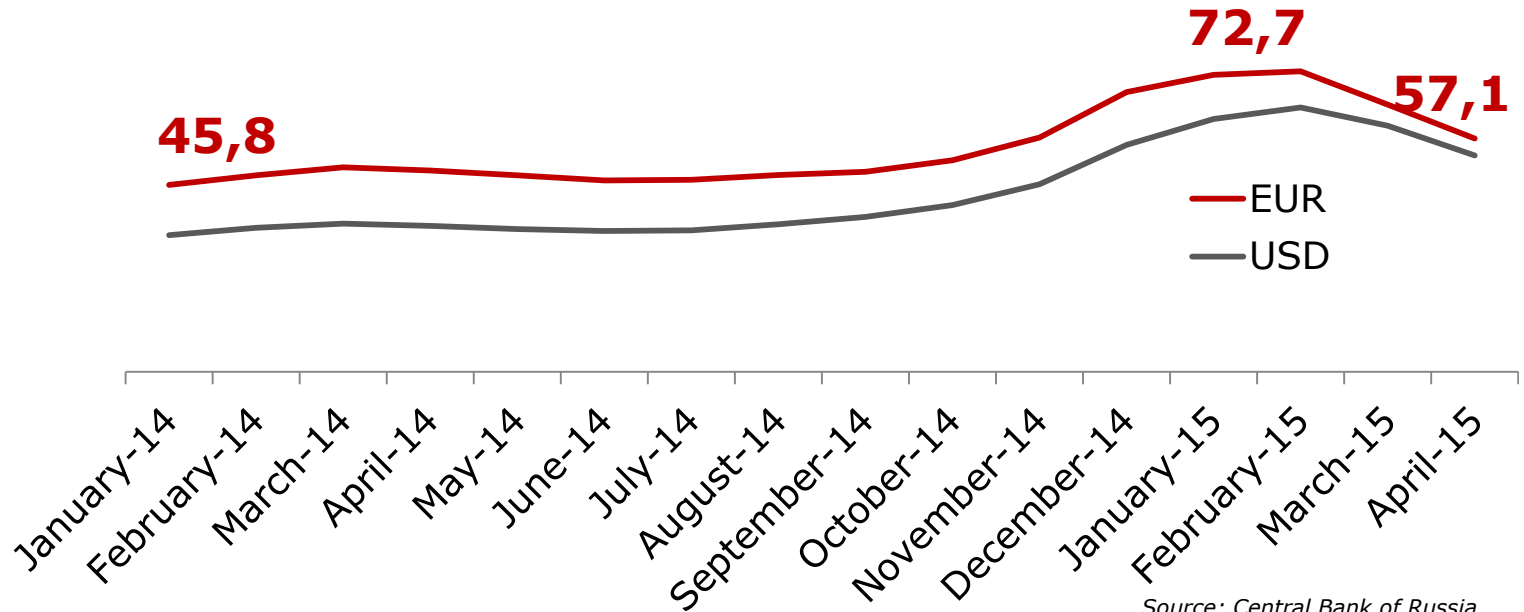


THE RUSSIAN FILM INDUSTRY IN 2014

May 2015
68th Cannes Film Festival

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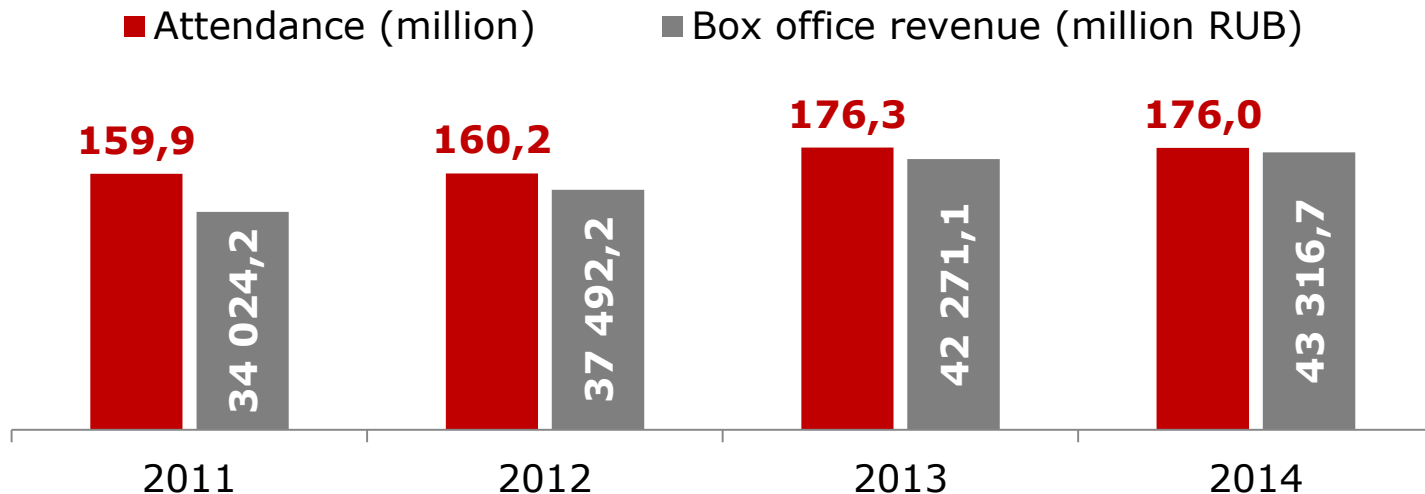
THE EXCHANGE RATE



Source: Central Bank of Russia

- Has influenced box office returns
- Has slowed full changeover to digital

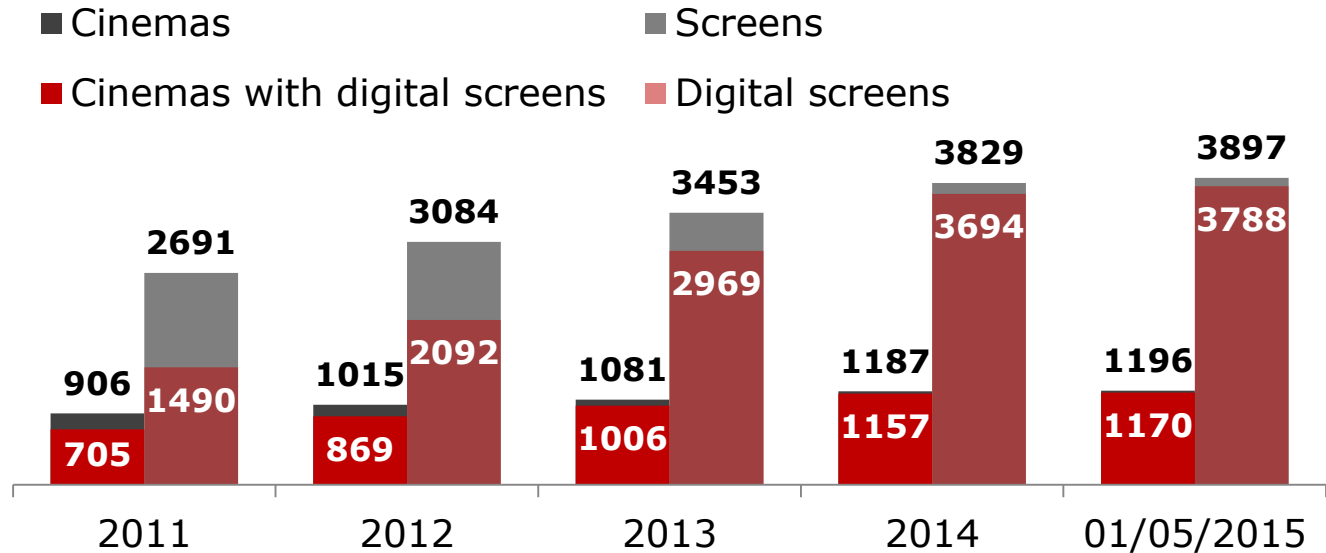
THEATRICAL DISTRIBUTION



Sources: Russian Film Business Today, Booker's Bulletin, CAIS, Rentrak, Nevafilm Research

- Box office returns have stalled
- Admissions have decreased slightly
- Independent distribution is under threat

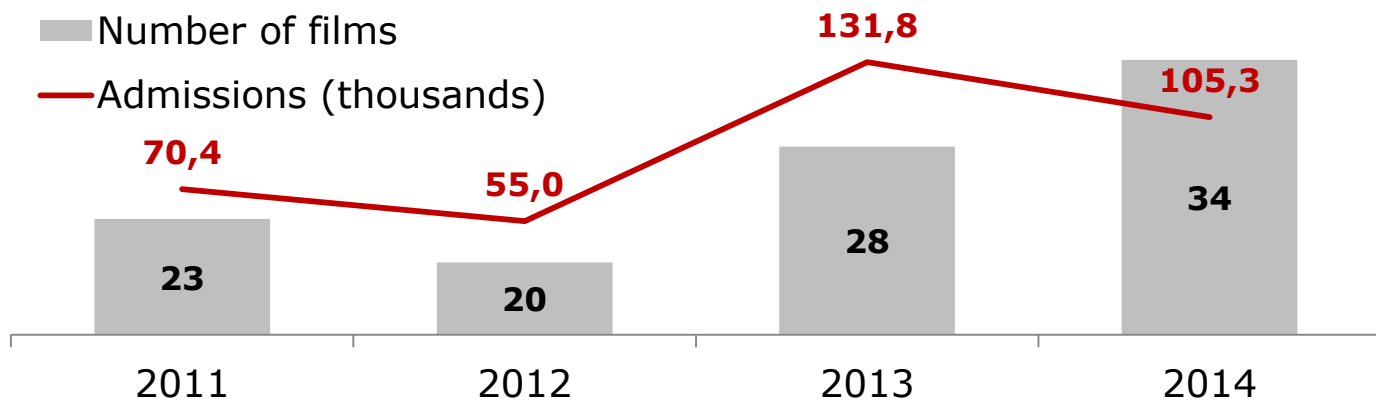
CINEMA EXHIBITION



Source: Nevafilm Research

- 97% of screens are digital
- Russian films with state support are distributed in 35mm only
- Growth in regional film production

REGIONAL FILM PRODUCTION

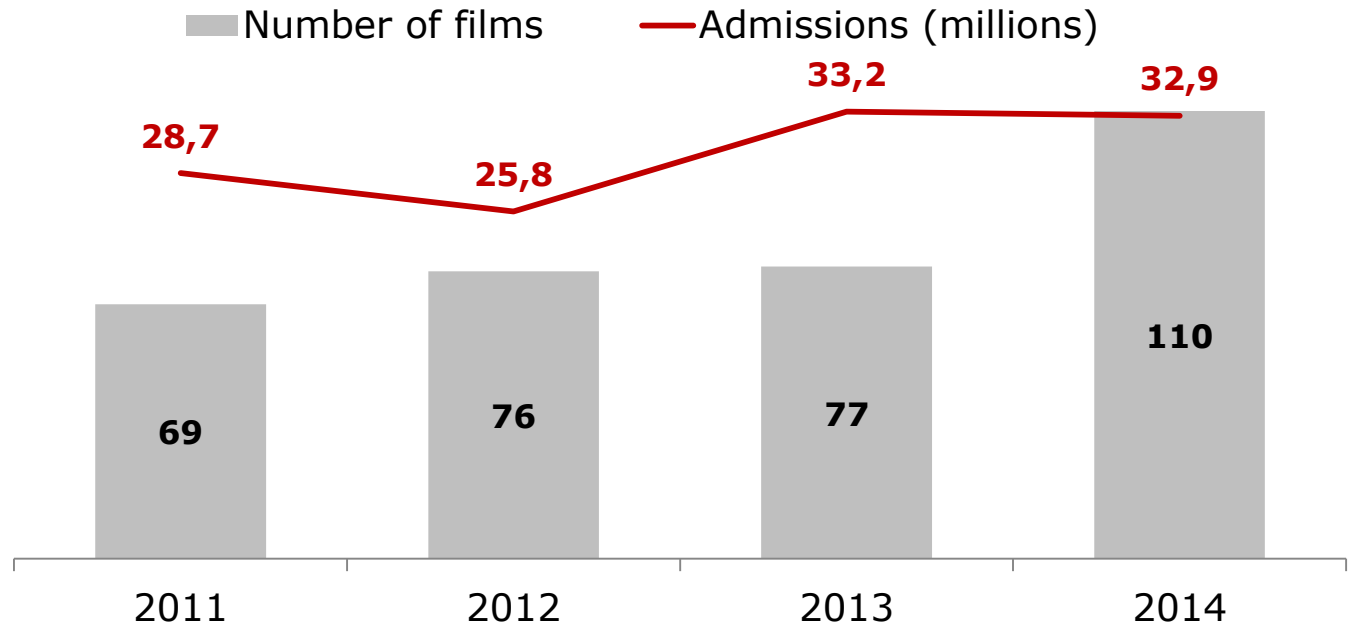


Source: Nevafilm Research

- More films and higher attendance
- More regions producing and screening films (5 in 2011; 11 in 2014)
- First success at a leading international festival



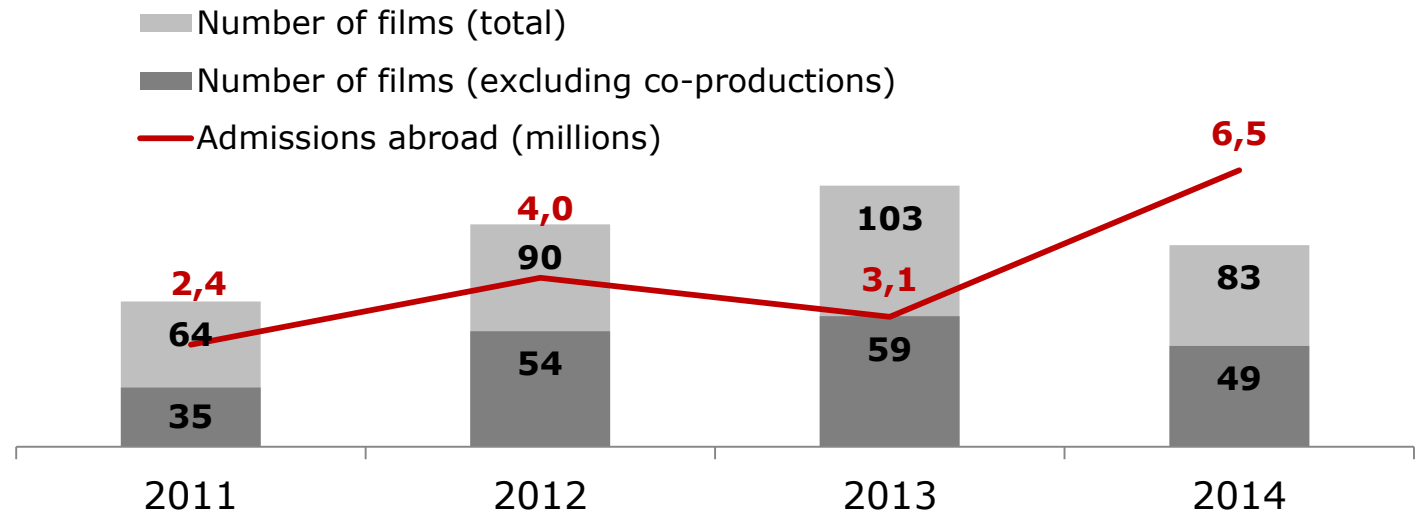
DOMESTIC FILM MARKET



Sources: Film Business Today, Booker's Bulletin, CAIS, Rentrak, Nevafilm Research

- More films released thanks to state support and private investments

RUSSIAN FILMS ABROAD



Source: LUMIERE / European Audiovisual Observatory (European territories),
Rentrak (non-European territories)

- Russian films have enjoyed international success (animations have been especially popular since 2013)





FURTHER INFORMATION

- Publication contains key facts and figures
- An in-depth analysis of the Russian film market - visit nevafilm.com or contact research@nevafilm.ru

