

Statistics on exhibition in movie theaters in Colombia in 2016

An analysis from five explanatory variables



METHODOLOGY

The analysis of film exhibition in cinemas in Colombia during 2016 was developed by Lado for the Film Development Fund and was constructed according to five explanatory variables:

Genre: Releases in 2016 were classified into genres (Fantasy/Science-Fiction, Drama, Documentary, Comedy, Horror, Thriller/Suspense) which are coherent with international classifications for foreign releases, specifically the one proposed by IMDb (Internet Movie Database), and with Colombian releases as recorded in Promágenes website archive.

Production method: Following the analysis made by the platform for film statistics The Numbers (www.the-numbers.com), releases in Colombia in 2016 were classified by production method: live action, animation, or a mix of the two.

Geographical origin: Films were sorted into categories according to their origin: United States, Europe, Latin America, Rest of the world, and Colombia.

Age classification: Releases were grouped by the age classification suggested by the Classification Committee coordinated by the Ministry of Culture.

Municipality where they are exhibited: Finally, film releases were analyzed according to the where in Colombia they were first shown.

EXHIBITION FIGURES FOR 2016

In aggregate terms, during 2016, 38 film exhibitors were identified in the country, spread over 60 municipalities. Combined, they screened 297 releases, of which 13% were Colombian (41 feature films). This global supply attracted 61.7 million viewers, a record number since the implementation of the film law, which translated into 531 billion pesos in box office revenue.

MACRO-LEVEL EXHIBITION INDICATORS FOR 2016

	Number of releases	297*
	Admissions	61.745.025 **
	Total box office revenue	\$ 530.991 Millones de COP
	Average ticket price	\$8.600 COP
	Number of municipalities with cinemas	60
	Number of exhibitors	38
	Number of distributors	18

Source: CADBOX, owned by ACDPC; SIREC (Sistema de Información y Registro Cinematográfico)

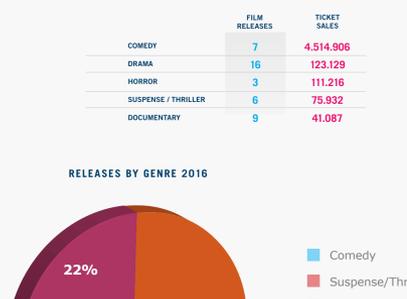
*Does not include film festival releases

**Includes 2017 attendance of films released in 2016

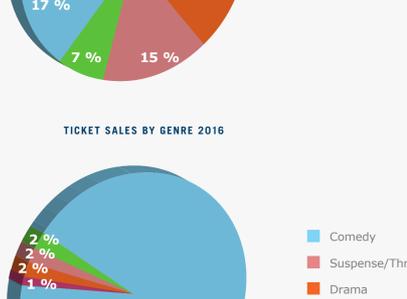
SUPPLY AND DEMAND BY GENRE. TUNIVERSE OF FILMS RELEASED

	FILM RELEASES	TICKET SALES
FANTASY/SCIFI	52	38.356.514
COMEDY	46	7.509.807
HORROR	20	5.731.598
DRAMA	109	3.393.795
SUSPENSE/THRILLER	38	3.185.786
ACTION	17	3.159.247
DOCUMENTARY	15	76.687

RELEASES BY GENRE 2016



TICKET SALES BY GENRE 2016



Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico.

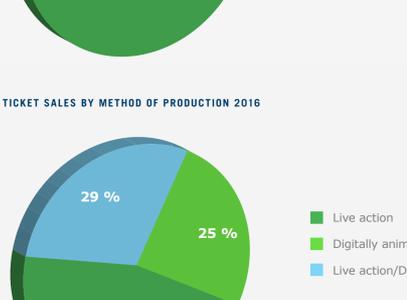
*The genre documentary is not visible in the pie graph because it represents 0,1% of the total of ticket sales.

Although drama films represented the highest proportion of releases in Colombia (37%), they contributed only 5% of total ticket sales at movie theaters. With fantasy films we observe the opposite pattern. Although they accounted for 17% of the releases in the country, they contributed 61% of ticket sales.

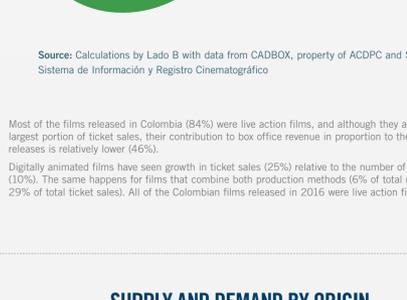
SUPPLY AND DEMAND BY GENRE. COLOMBIAN FILMS

	FILM RELEASES	TICKET SALES
COMEDY	7	4.514.906
DRAMA	16	123.129
HORROR	3	111.216
SUSPENSE / THRILLER	6	75.932
DOCUMENTARY	9	41.087

RELEASES BY GENRE 2016



TICKET SALES BY GENRE 2016



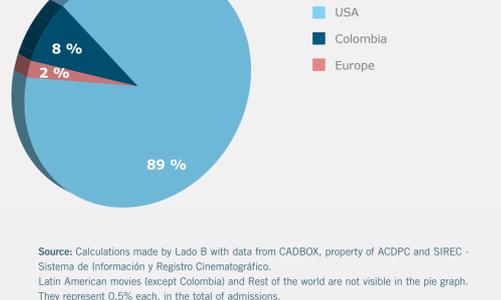
Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico

39% of Colombian film releases were drama films, followed by documentaries with 22%, but the two of them combined only accounted for 3% of ticket sales. In contrast, 17% of Colombian releases were comedies, but drew 93% of ticket sales.

SUPPLY AND DEMAND BY PRODUCTION METHOD

	FILM RELEASES	TICKET SALES
LIVE ACTION	251	28.549.120
LIVE ACTION/DIGITALLY ANIMATED	17	17.684.034
DIGITALLY ANIMATED	29	15.180.280

RELEASES BY METHOD OF PRODUCTION 2016



TICKET SALES BY METHOD OF PRODUCTION 2016



Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico

Most of the films released in Colombia (84%) were live action films, and although they account for the largest portion of ticket sales, their contribution to box office revenue in proportion to the number of releases is relatively lower (46%).

Digitally animated films have seen growth in ticket sales (25%) relative to the number of releases (10%). The same happens for films that combine both production methods (6% of total releases and 29% of total ticket sales). All of the Colombian films released in 2016 were live action films.

SUPPLY AND DEMAND BY ORIGIN

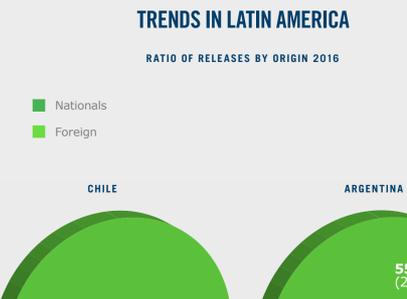
	ESTRENOS	TOTAL ESPECTADORES PAIS
USA	165	54.874.127
COLOMBIA	41	4.866.270
EUROPE	66	1.355.653
REST OF THE WORLD	12	203.601
LATIN AMERICA	18	133.783

* 14 of the 41 Colombian films released were supported by the FDC and totalled 157.622 of the tickets sold.

RELEASES BY ORIGIN 2016



TICKET SALES BY ORIGIN 2016



Source: Calculations made by Lado B with data from CADBOX, property of ACDPC and SIREC - Sistema de Información y Registro Cinematográfico.

Latin American movies (except Colombia) and Rest of the world are not visible in the pie graph. They represent 0,5% each, in the total of admissions.

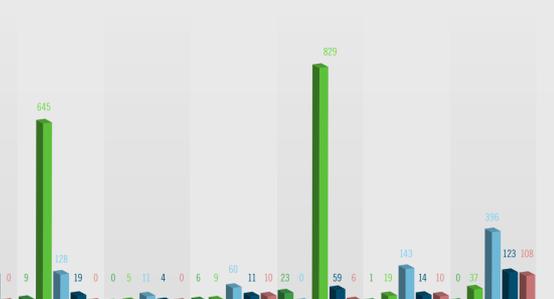
American films predominate in Colombian tickets. They represent 55% of releases and 89% of total ticket sales. On the other hand, the number of ticket sales generated by Colombian films showed a contraction relative to the number of Colombian releases. While accounting for 13% of total releases, they brought only 8% of attendees at theaters. Colombian films supported by the FDC (Colombian Film Fund) through its competitive categories represent 5% of releases and less than 1% of attendance. Meanwhile, European films represent 22% of releases and account for 2% of attendance, while other Latin American films represent 6% of releases and less than 1% of attendance.

SUPPLY AND DEMAND BY AGE CLASSIFICATION

RELEASES BY AGE CLASSIFICATION 2016



TICKET SALES BY AGE CLASSIFICATION 2016



Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico

All-ages films account for 31% of total ticket sales in the country despite representing only 10% of all releases in the country being Colombian films. That figure is greater than PG-12 (8%) and lower than PG-15 (17%) of attendees for people over the ages of 15 and 17, add up to 32% of total releases but bring only 17% of ticket sales.

DISTRIBUTION CIRCUITS OF RELEASES

CLICK HERE to interact with data in Tableau.

You can modify the filters in each section to visualize data differently. Surf through the tabs that contains the following sections:



- Introduction
- General summary of exhibition figures for 2016 in Colombia
- Releases by city (spatial distribution of releases) See map
- Ticket sales by city
- Ticket sales by genre
- Ticket sales by release: Sorted by genre
- Ticket sales by release: Sorted by origin of the movie
- Ticket sales by month
- Annex: Chart of cinema releases and attendance by city, genre, origin of the movie and production method.

TRENDS IN LATIN AMERICA

RATIO OF RELEASES BY ORIGIN 2016

Nationals Foreign

Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico

Colombia's ratio of national releases falls within the average for the countries considered, with 12% of all releases in the country being Colombian films. That figure is greater than Chile (8%) and lower than Mexico (20%), while all three are significantly lower than Argentina (45%).

AVERAGE TICKET SALES BY GENRE AND ORIGIN IN 2016

Latin America Colombia USA Europe Rest the world

	AMERICA LATINA	COLOMBIA	ESTADOS UNIDOS	EUROPA	RESTO DEL MUNDO
ACCION	6.648		204.872	79.516	
COMEDIA	9.273	644.987	128.024	18.574	
DOCUMENTAL		4.565	11.431	3.803	666
DRAMA	5.759	9.471	60.021	10.993	10.446
FANTASIA/SCIFI	26.160		812.215	59.001	12.069
SUSPENSIVO/THRILLER	1.337	18.983	143.417	14.475	9.519
TERROR		37.072	395.606	123.004	106.488

Source: Calculations by Lado B with data from CADBOX, property of ACDPC and SIREC Sistema de Información y Registro Cinematográfico

Average attendance at Colombian films meets or beats—genre by genre—attendance at films from other parts of the world, with the exception of American films. Colombian dramas, documentaries, and thrillers perform as well as or better than those from Europe, Latin America, and other countries. Colombian comedies average much higher attendance than comedies from any other part of the world. It cannot therefore be said that audiences or exhibitors have a negative predisposition to Colombian films.