

EXIBIÇÃO NÃO COMERCIAL DE CINEMA ENTRE 2007 E 2017
RESULTADOS PRELIMINARES A PARTIR DA INFORMAÇÃO
ESTATÍSTICA DO ICA SOBRE A REDE ALTERNATIVA

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**Dissertation part of the research project
“Non-commercial Film exhibition in Portugal”**

Developed by the Faculty of Economics (FEP) and Cic Digital/CITCEM, with the collaboration of the Institute of Cinema and Audiovisual (ICA)



MOTIVATION

Contributing to the knowledge and understanding of how non-commercial film exhibition operates...



Agents involved



Films exhibited



Target demographic



Place of exhibition



Resources used

OBJECTIVES

▪ Analyzing statistical data from ICA between 2007 and 2017

▪ Analyzing European and Portuguese public policies

▪ Estimating an econometric model

NON-COMMERCIAL SECTOR

“Traditional film societies screening films to members with a common interest in film appreciation, to pop-up screening events in non-traditional venues and village hall screening programmes offered by local groups for social and recreational purposes.”

(Barratt & Jones, 2014)¹

- The sector presents some differences across countries**
- France has a well developed and supported alternative sector**

¹Barratt, J., & Jones, S. (2014). Rural community film exhibition in Wales. *Bigger Picture Research*.

Type of public support for European films and audiovisual works

- **Public film and audiovisual funds**
- **Fiscal incentives (tax shelters, rebates and tax credits)**
- **Financing obligations on industry stakeholders**
- **Guaranteeing facilities**

In Portugal...

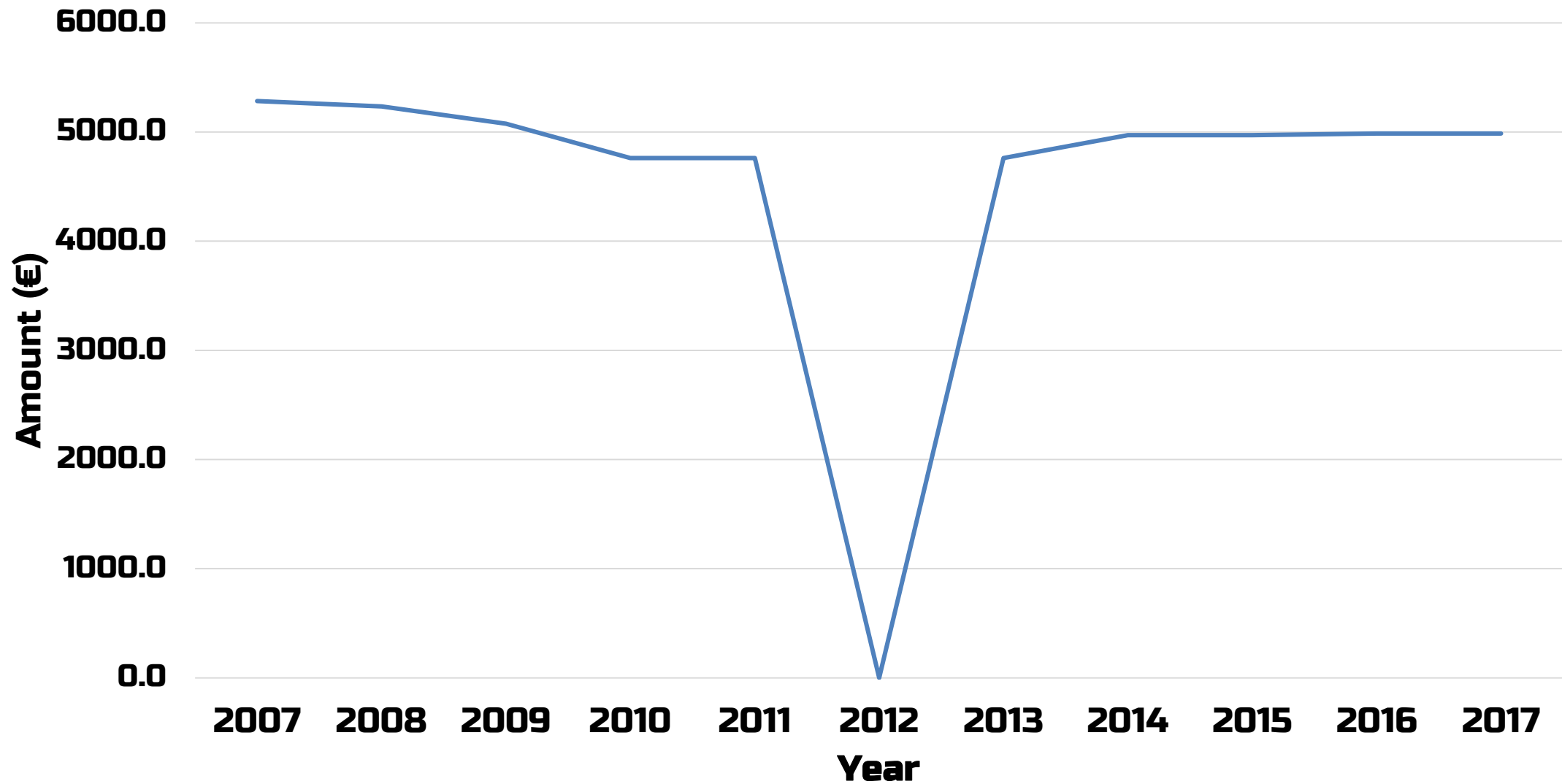
ICA provides different support programmes but we will focus on support for film exhibition in festivals and the alternative sector

- ICA's statistical database \neq Financial database
- Funding is usually awarded through bi-annual contests since 2014
- Values around 5000€
- 35 entities (out of 47) were financed at least once

2012

**'Zero Year' of Portuguese cinema
No funding was awarded to 'alternative'
exhibition**

Amount of Funding awarded by ICA (average)



OUR SAMPLE...

47
Exhibitors



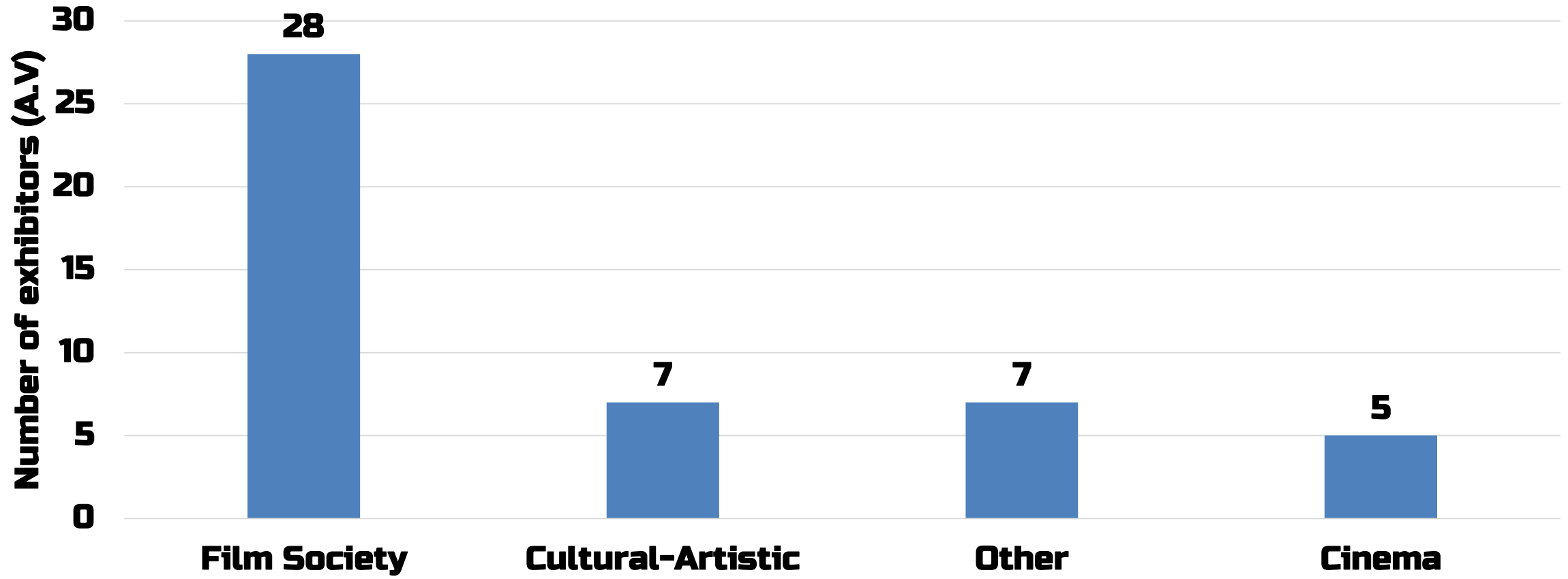
3753
Movie Titles

14742
Film
sessions

399
Multiple or
thematic
sessions



Exhibitors according to type of activity (N=47)



Film Society

Cinema

Cultural-Artistic

Other

Film Exhibition

Other cinema-related activities besides film exhibition

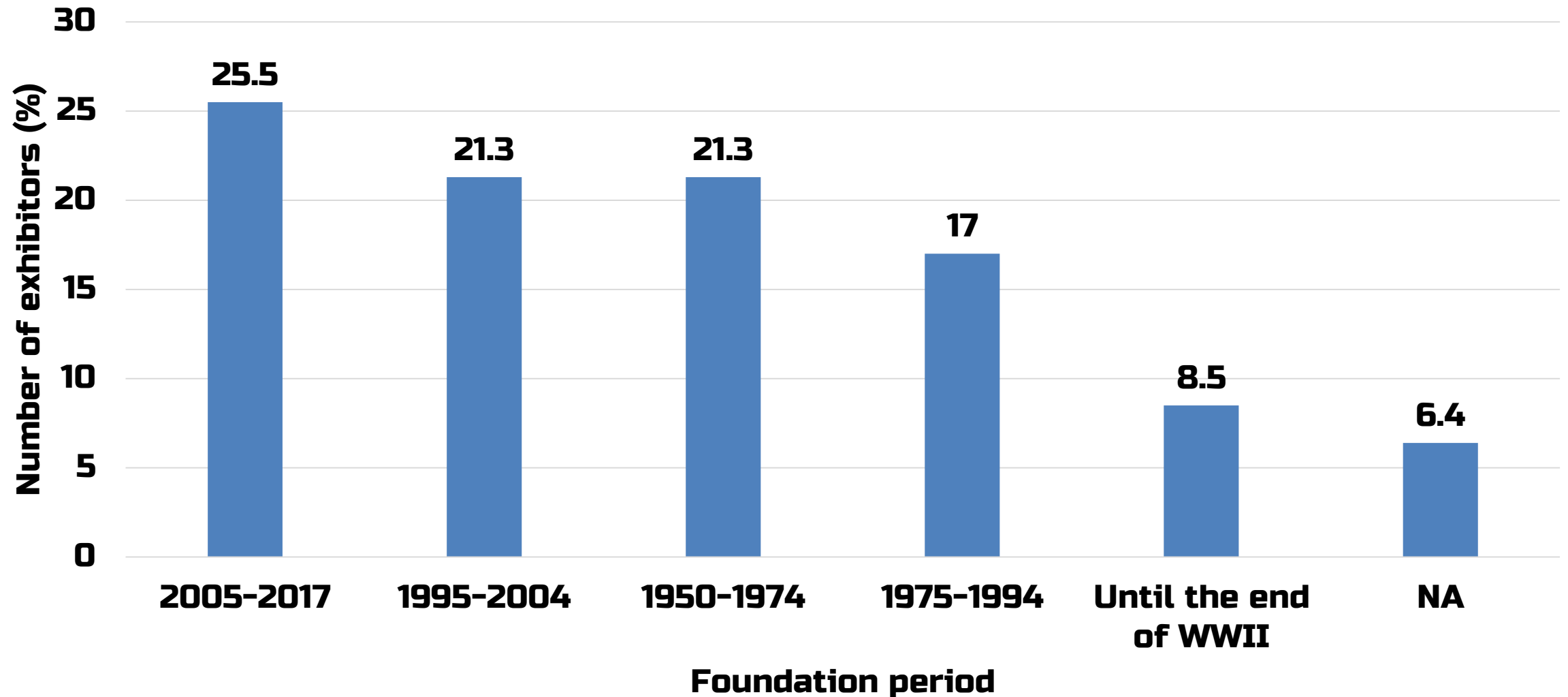
Multidisciplinary role, other cultural events

Local development, social initiatives, municipal activities,

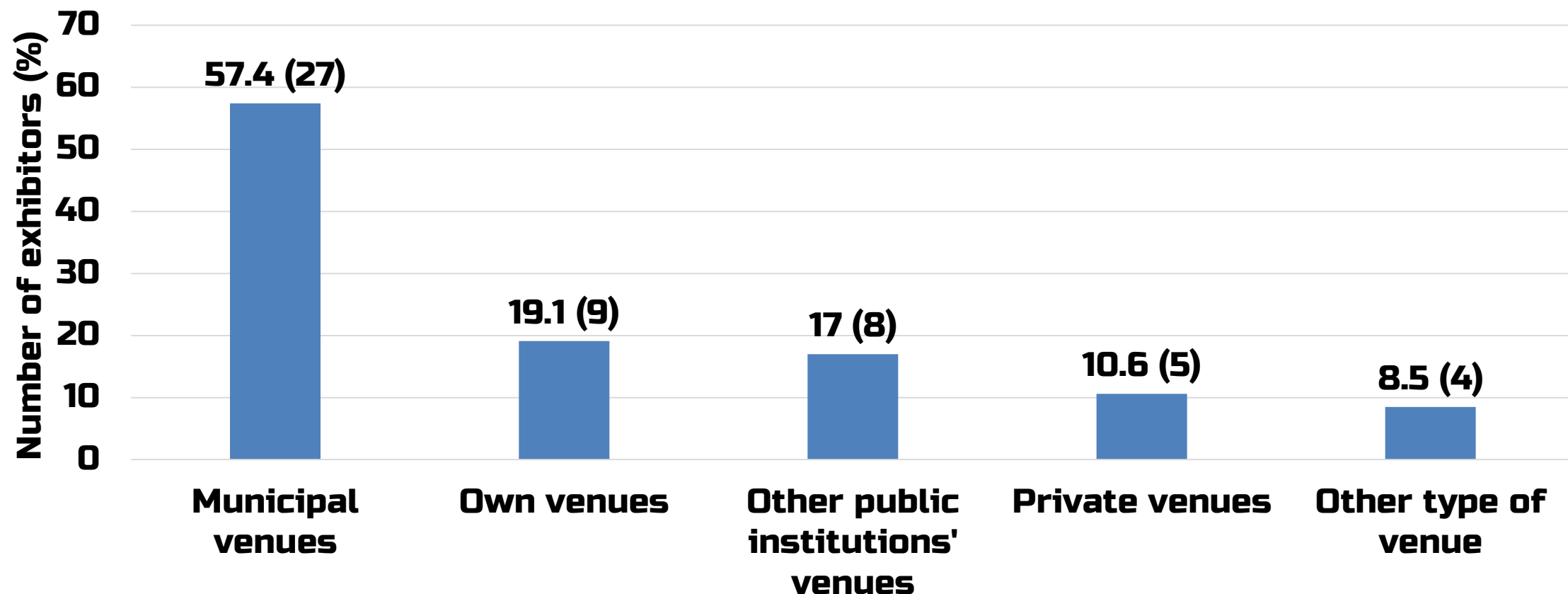
EXHIBITORS WITH REGULAR EXHIBITION BETWEEN 2007 AND 2017

Type	Name
Film Society	ABC Cineclube
	Cineclube de Faro
	Cineclube de Guimarães
	Cineclube de Joane
	Cineclube de Tavira
	Cineclube de Vila do Conde
	Cineclube de Viseu
Cinema	Ao Norte

**Seniority of the entities (% per total number of exhibitors,
N=47)**



Type of venue (% per total number of exhibitors, N=47)

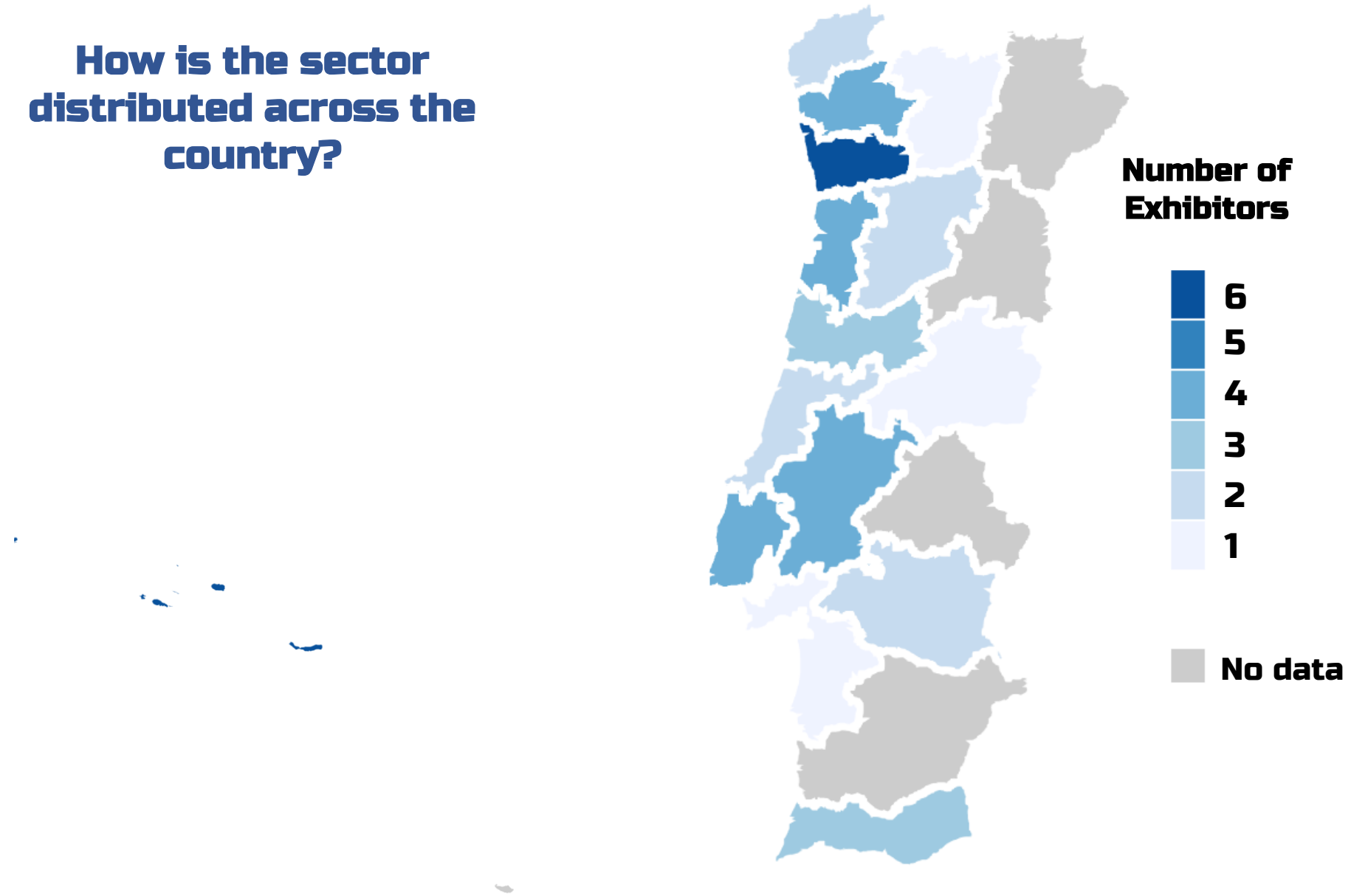


- This shows the vulnerability of the sector

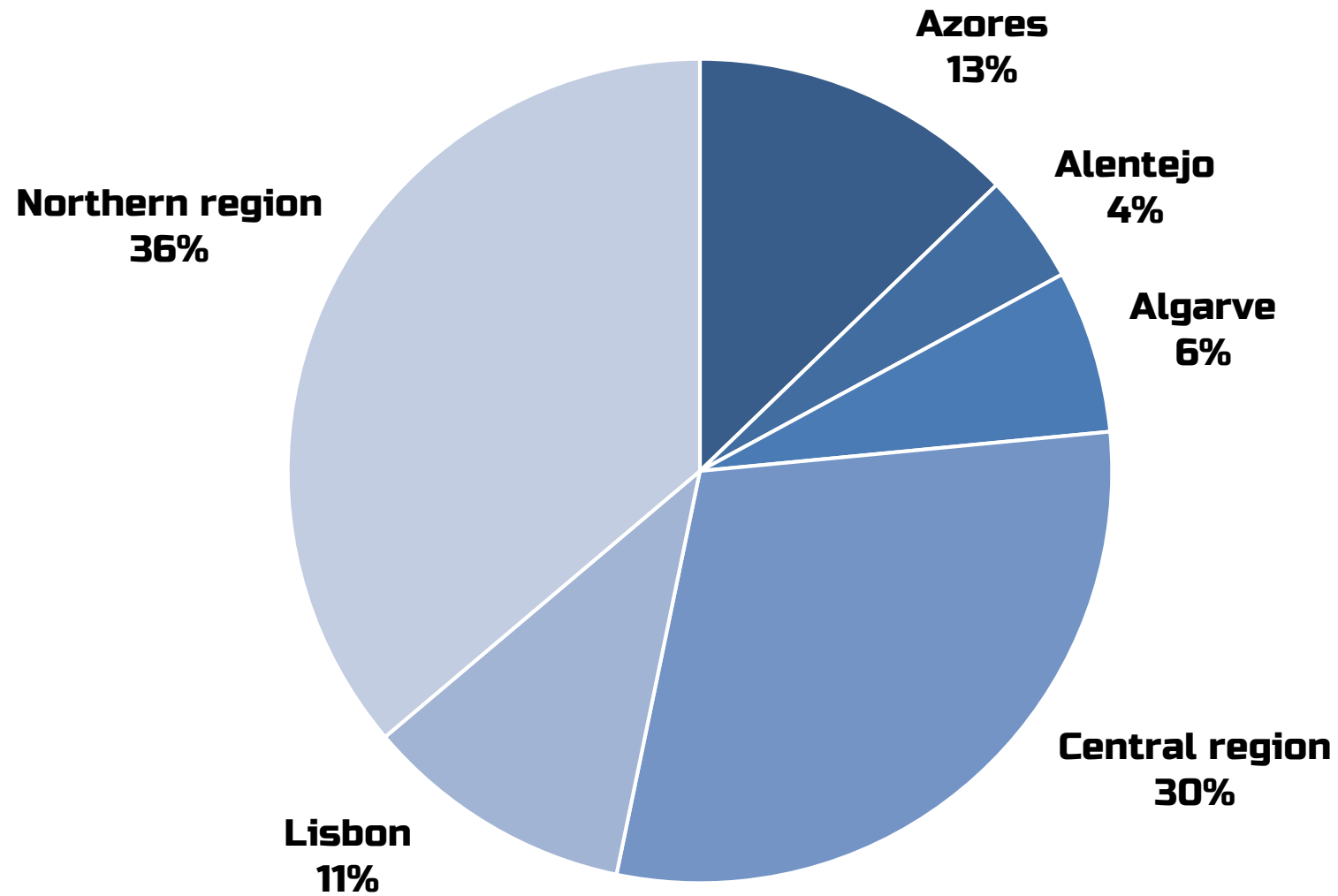
- The non-commercial sector is still dependent on other institutions and it is possible to conclude that film exhibition is still not a schedule priority

*total bigger than 100% as the exhibitors tend to use more than one place of exhibition

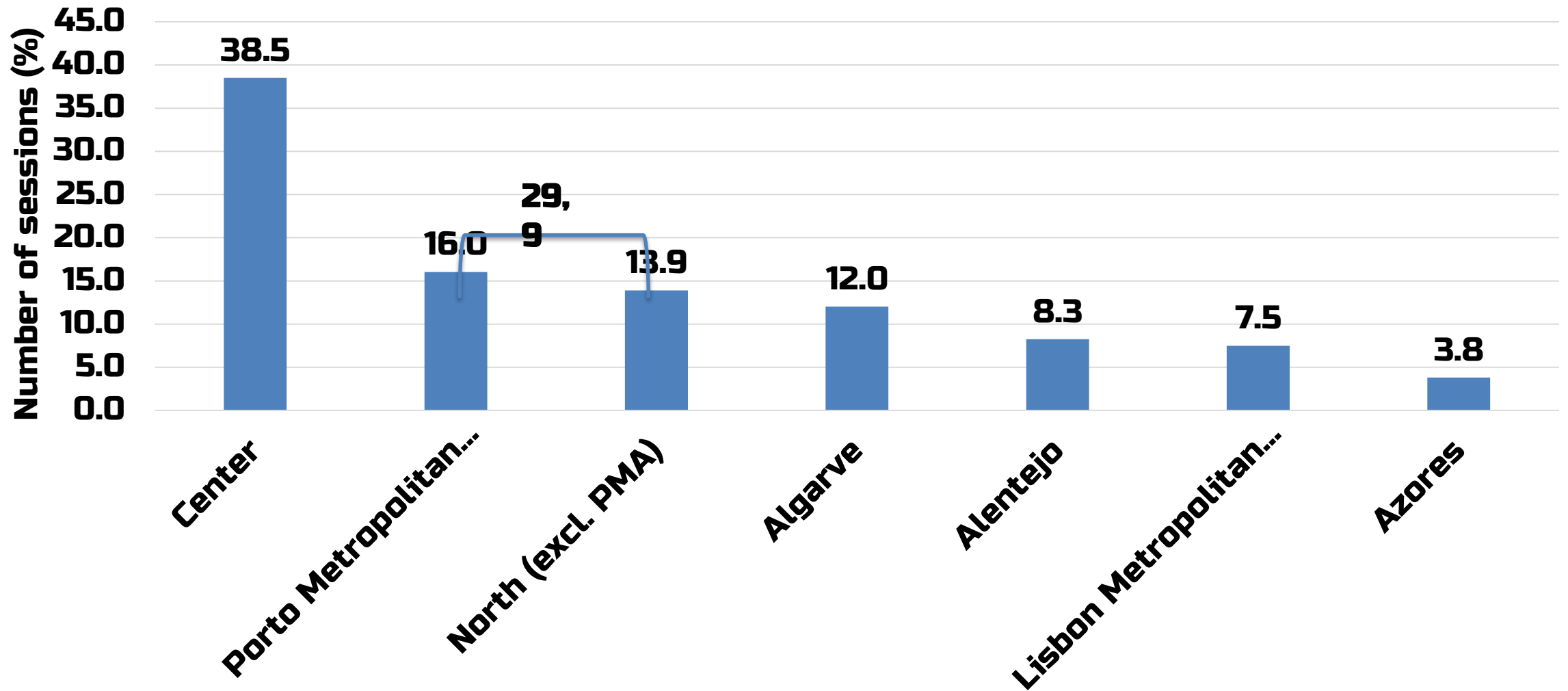
How is the sector distributed across the country?



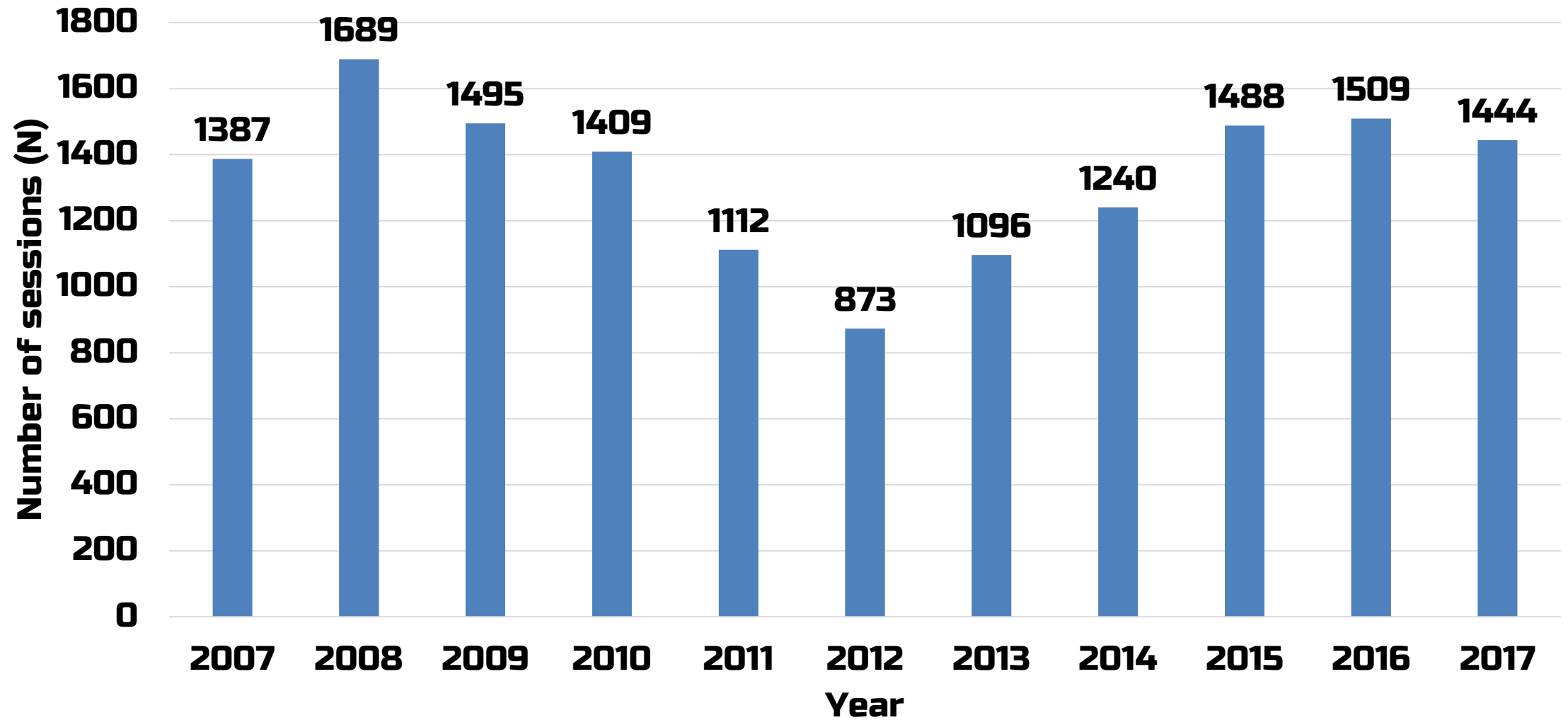
Exhibitors according to region (% per total number of exhibitors, N=47)



Number of sessions according to region (% , N=14742)



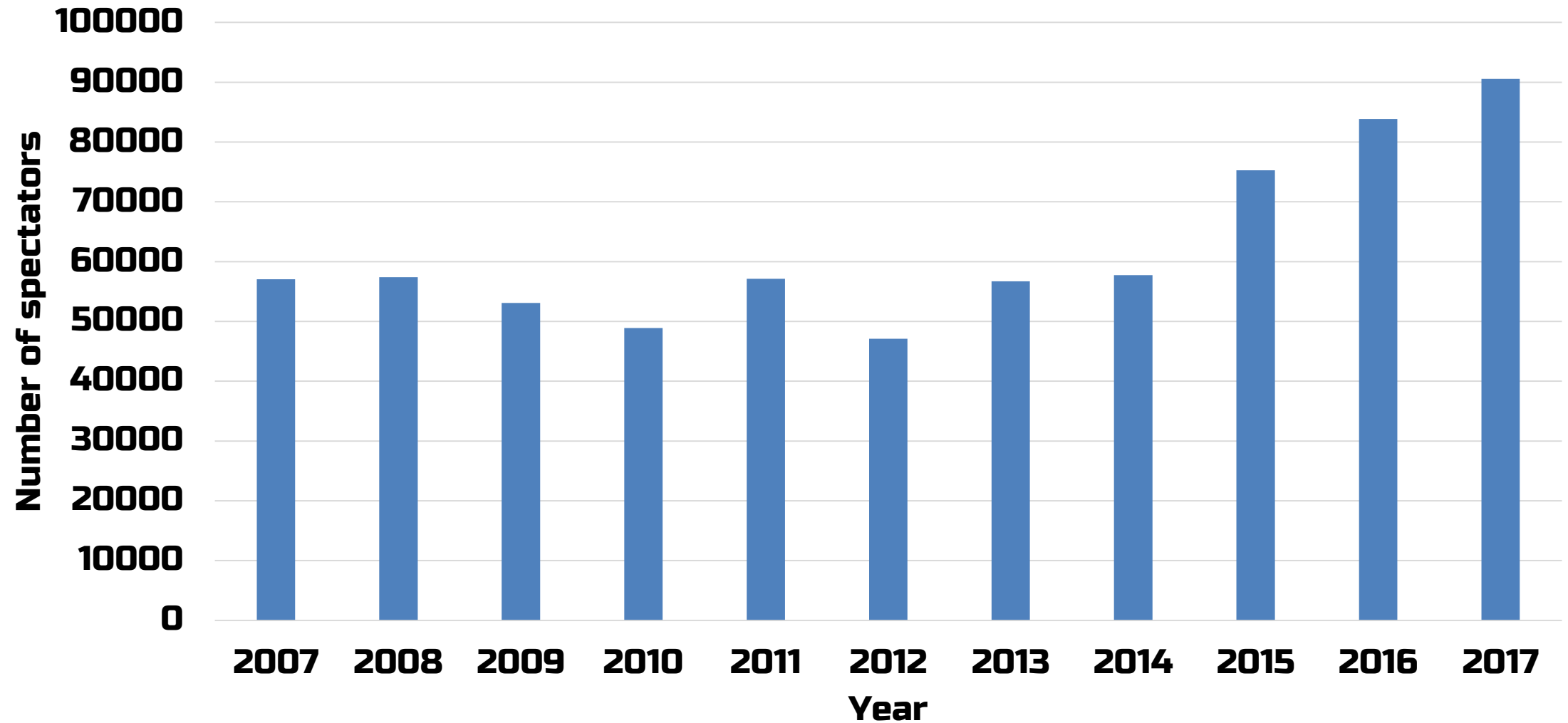
Number of sessions per year (N=14742)



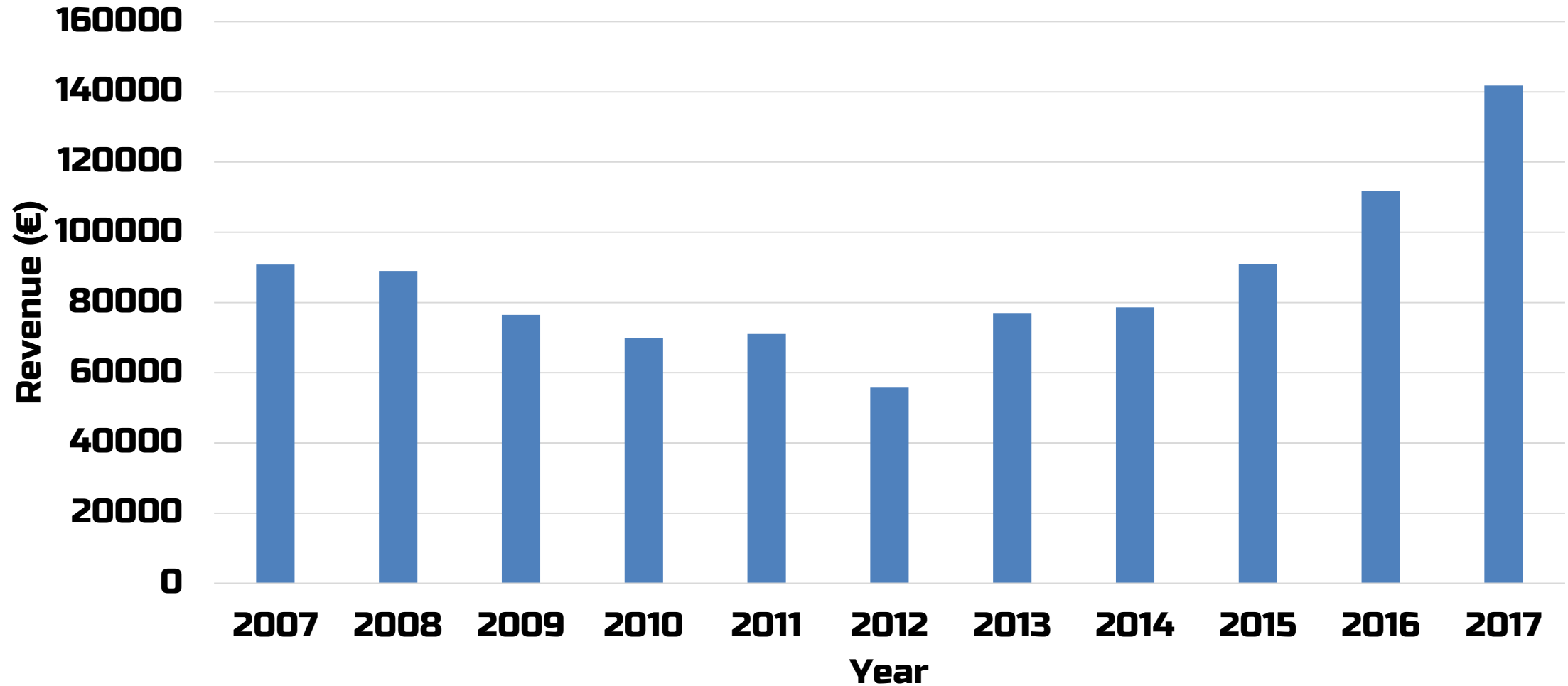
Alternative film exhibition in Portugal, 2007 - 2017: Preliminary results

Region	Nº of sessions	Nº of sessions (%)	Total nº of spectators	Total nº of spectators (%)	Average number of spectators
North (excl. PMA)	2048	13,9	168991	24,7	83
Azores	562	3,8	38318	5,6	68
Lisbon Metropolitan Area (LMA)	1104	7,5	66436	9,7	60
Porto Metropolitan Area (PMA)	2363	16	128242	18,7	54
Alentejo	1217	8,3	58716	8,6	48
Algarve	1771	12	67801	9,9	38
Center	5677	38,5	156293	22,8	28
Total	14742	100	684797	100	46

Total number of spectators per year (N)



Box-office revenue per year



- Some exhibitors operate without charging ticket fees often relying on volunteer work and memberships in order to share the 7th art

EXHIBITORS WITH TOTAL REVENUE EQUAL TO 0

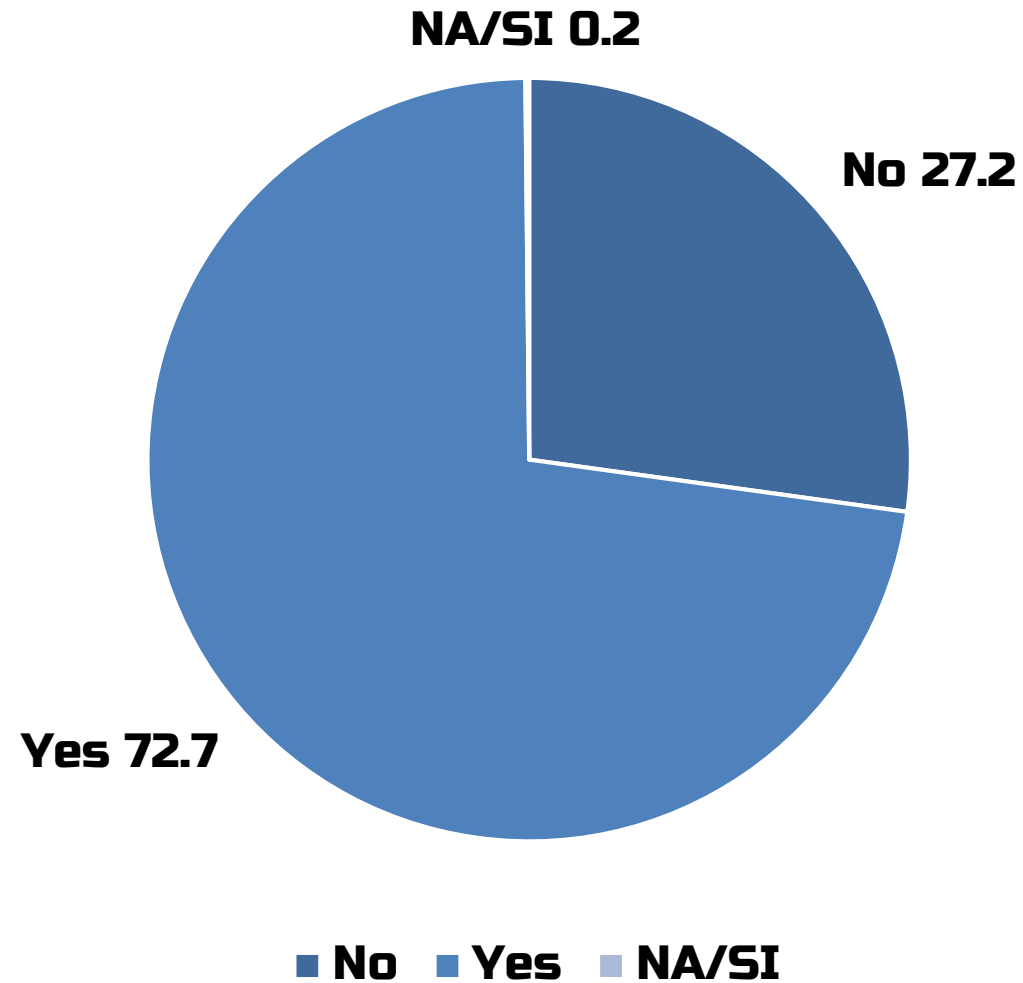
	Number of spectators
Cineclube de Guimarães	85183
Ao Norte	45342

- **Not charging ticket fees seems to have induced attendance**
- **Exhibitors had regular exhibition between 2007 and 2017**

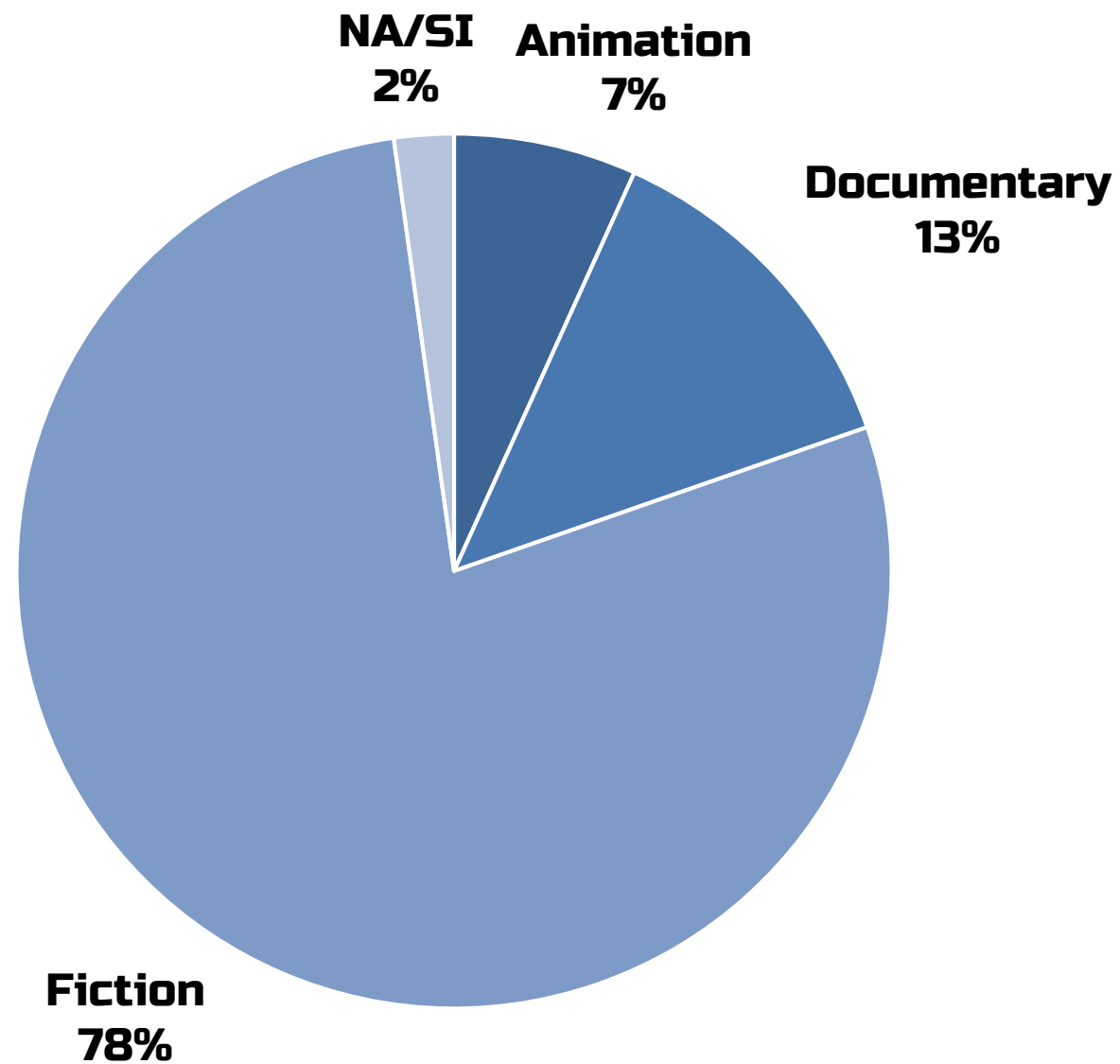
Movies



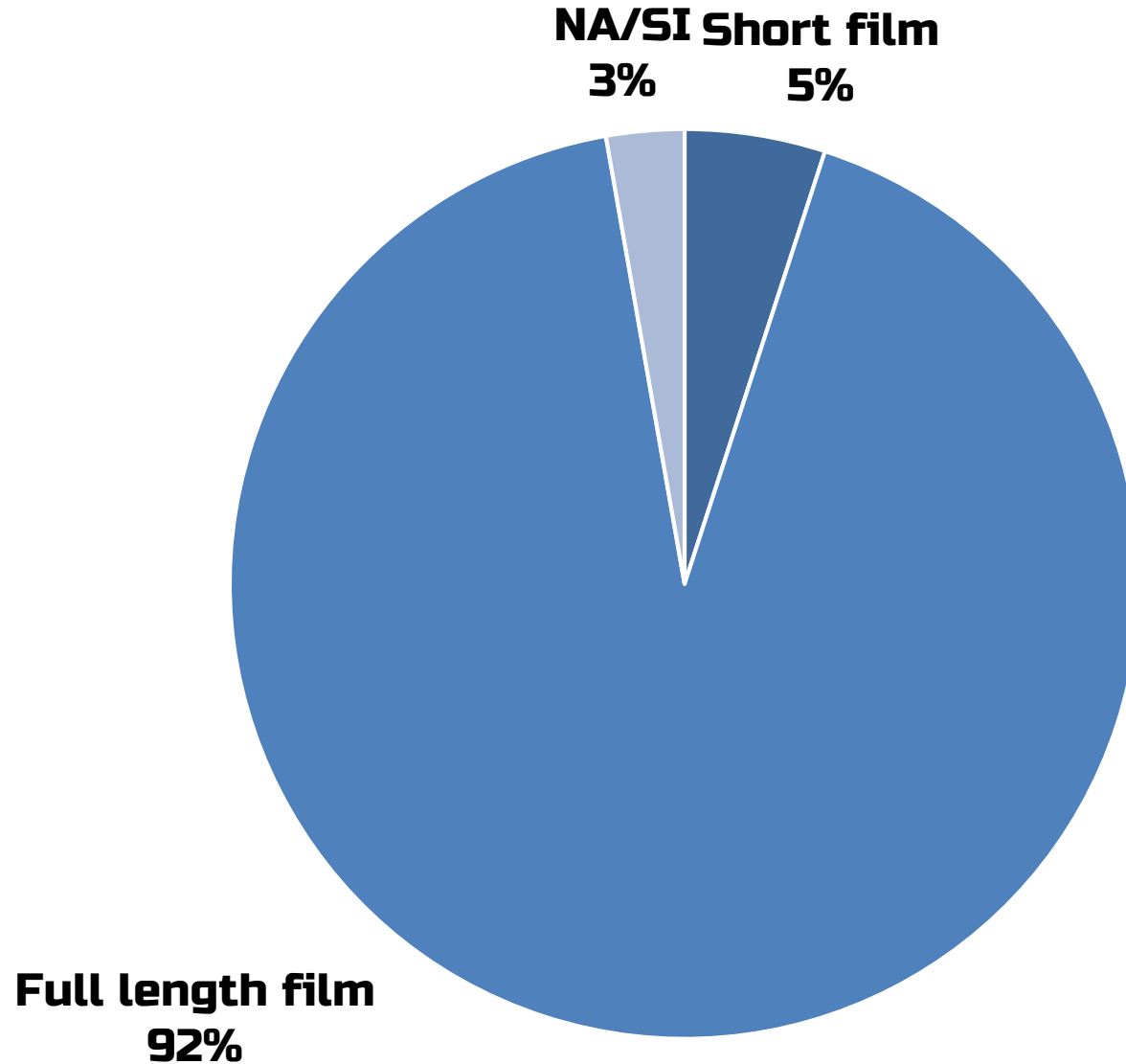
The movie had commercial premiere in Portugal? (% per total number of movies, N=3753)



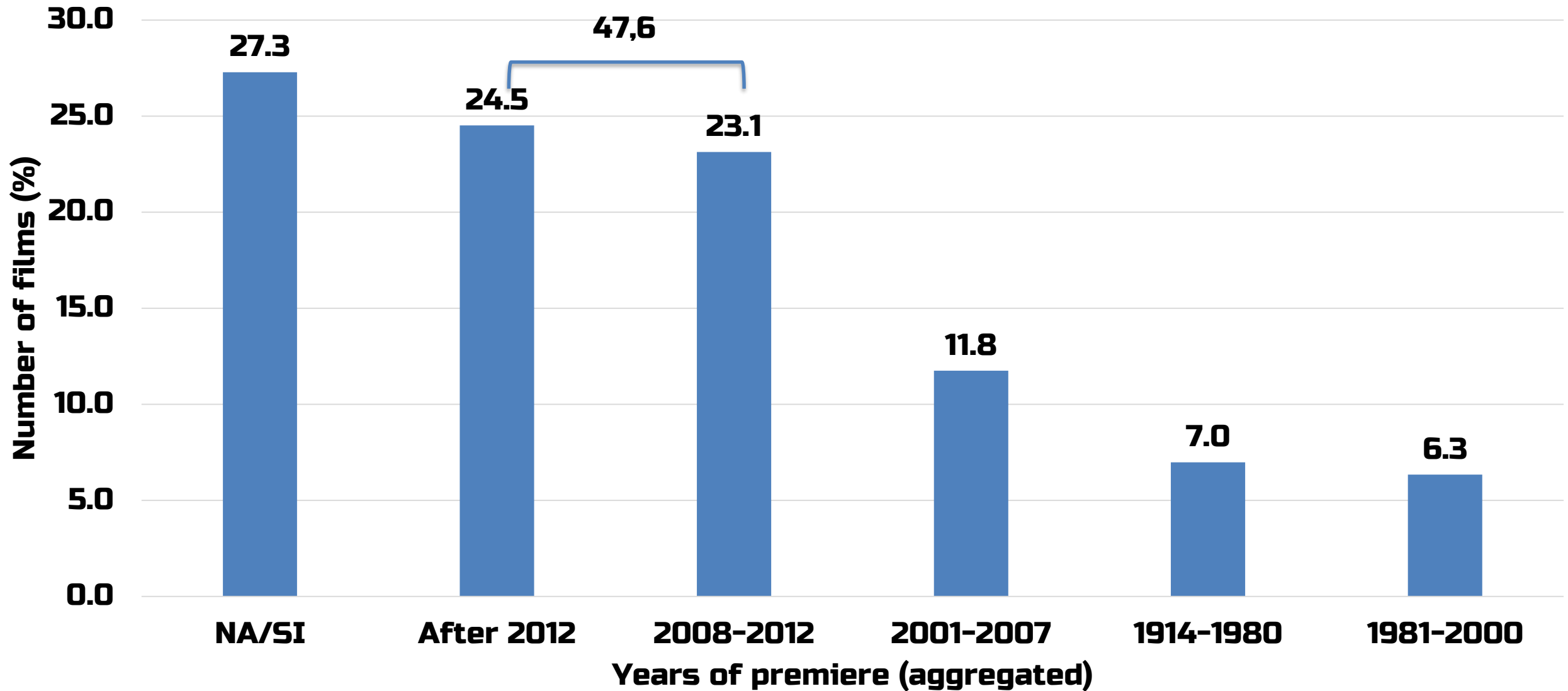
Type of film (% per total number of sessions, N=14742)



Length (% per total number of sessions, N=14742)



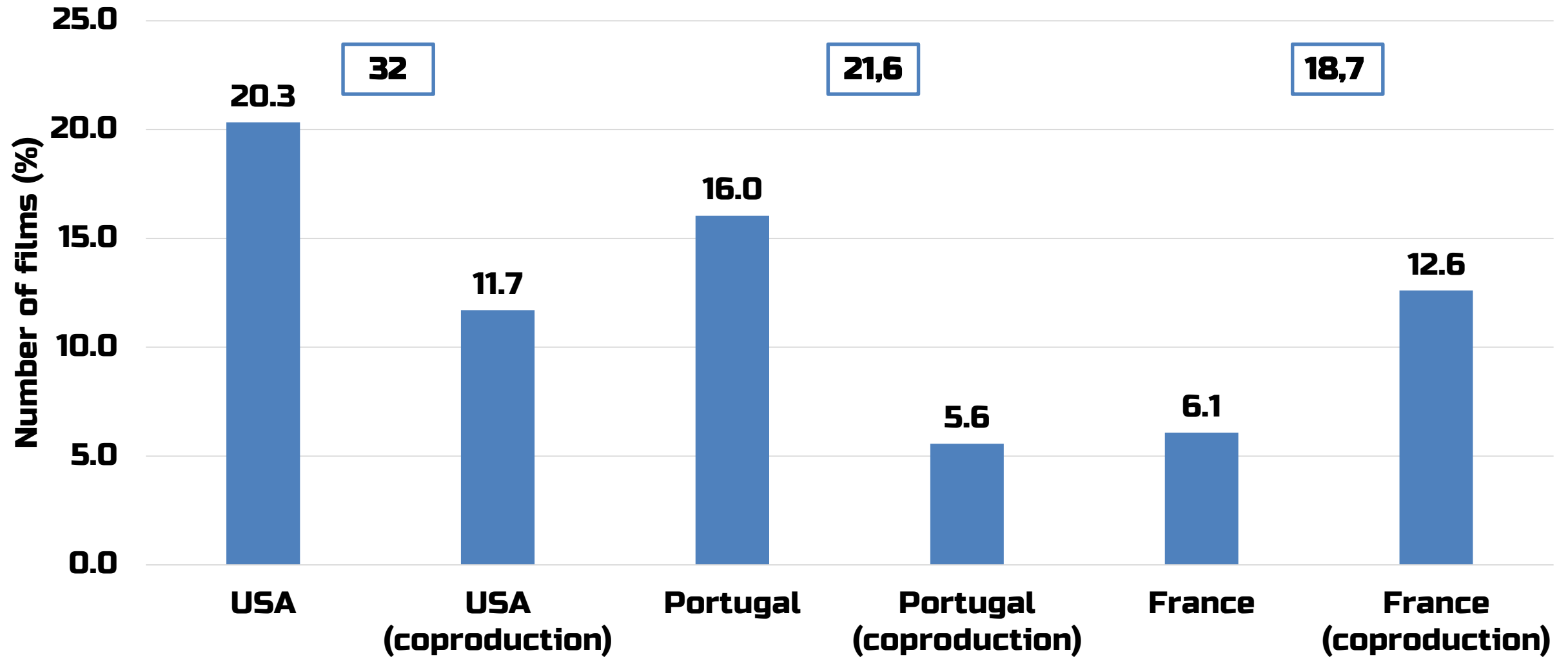
Year of premiere in Portugal (% per total number of movies, N=3753)



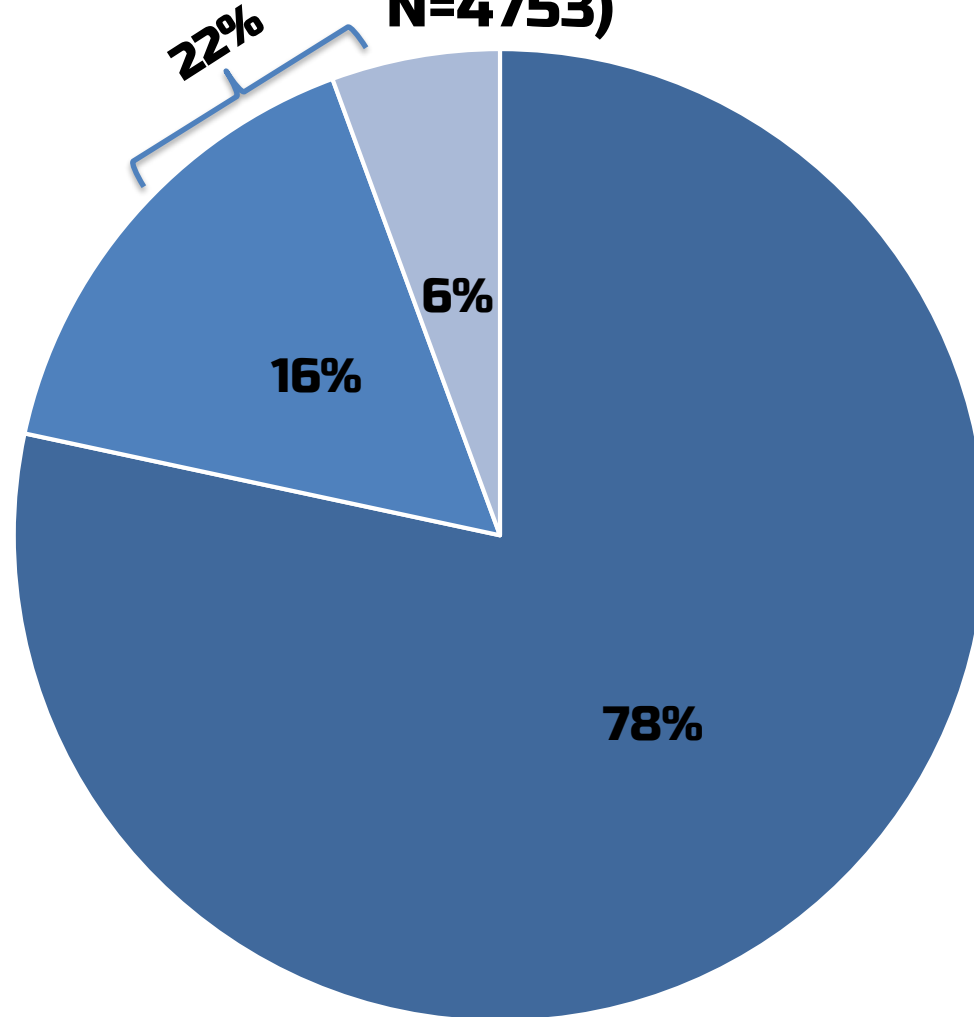
Origin



Main participant country individual or coproduction (% per total number of movies, N=4753)

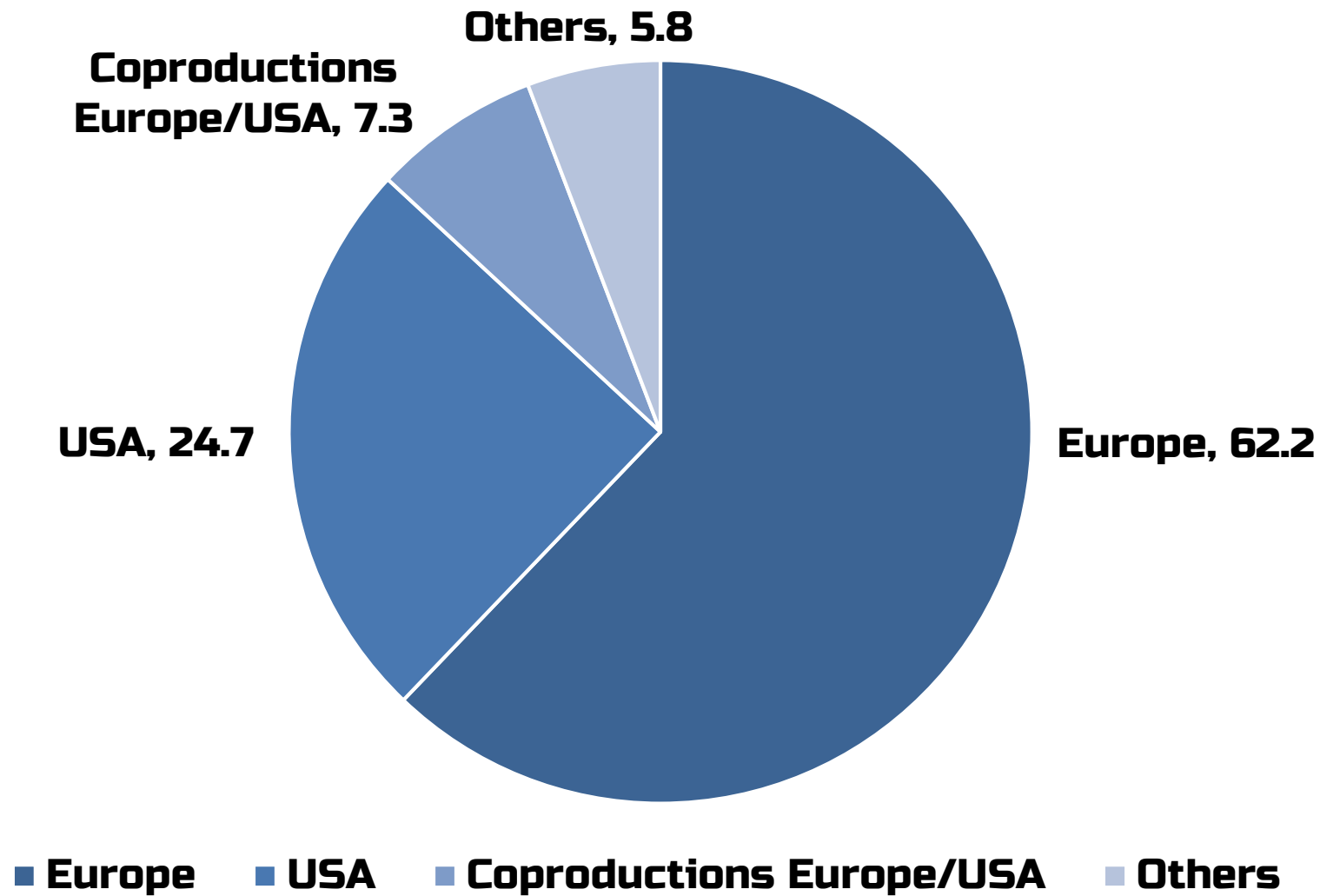


Portuguese movies (% per total number of movies, N=4753)

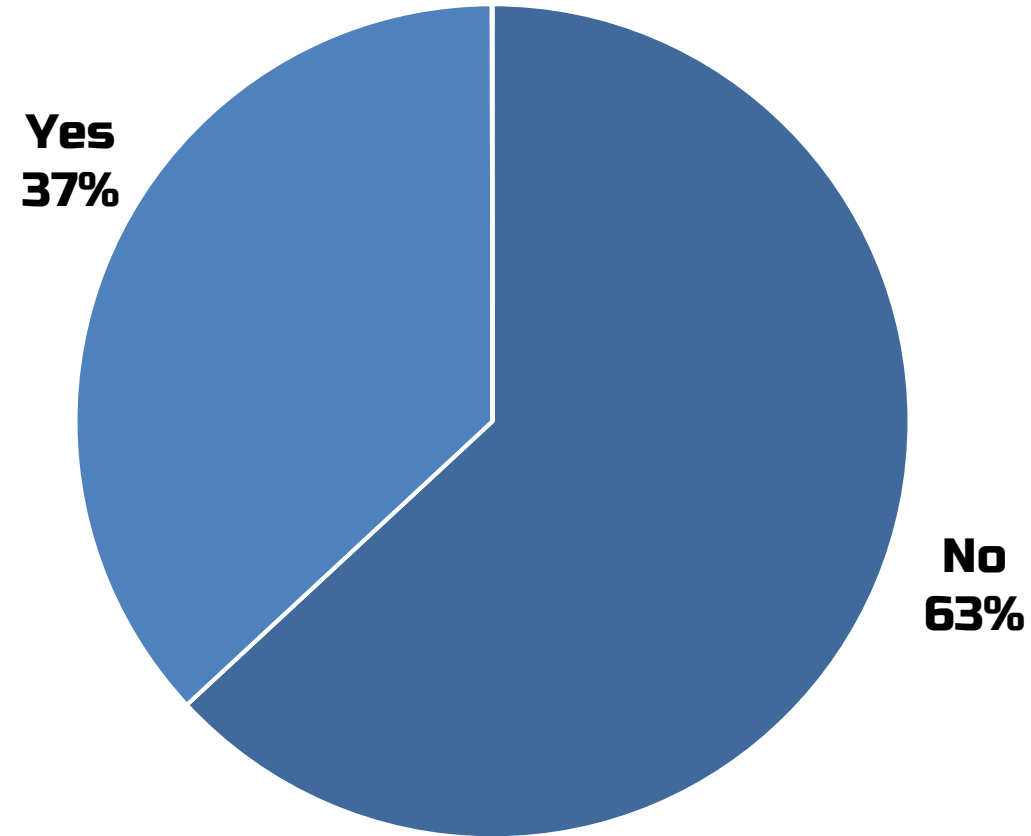


■ Non-national movies ■ Portuguese movies ■ Portugal coproductions

Regions ICA (% per total number of movies, N=3753)



**The movie is a coproduction? (% per total number of movies,
N=3753)**



CONCLUSIONS

- These preliminary results are an outcome of the public policies implemented in Portugal, and a comparison with different European models is necessary;**
- The “economics of films” must also be taken into consideration, in order to understand interactions between distribution, production and exhibition;**
- Additionally, the estimation of an econometric model will permit to infer important conclusions concerning the non-commercial exhibition network;**

Thank You

