



U.PORTO

 **Santander**
Universidades

ALTERNATIVE FILM EXHIBITION IN PORTUGAL, 2007-2017

PRELIMINARY RESULTS

MASTER IN ECONOMICS, FEP.UP

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Dissertation part of the research project
“Non-comercial 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

47

Exhibitors

14742

Film sessions

3753

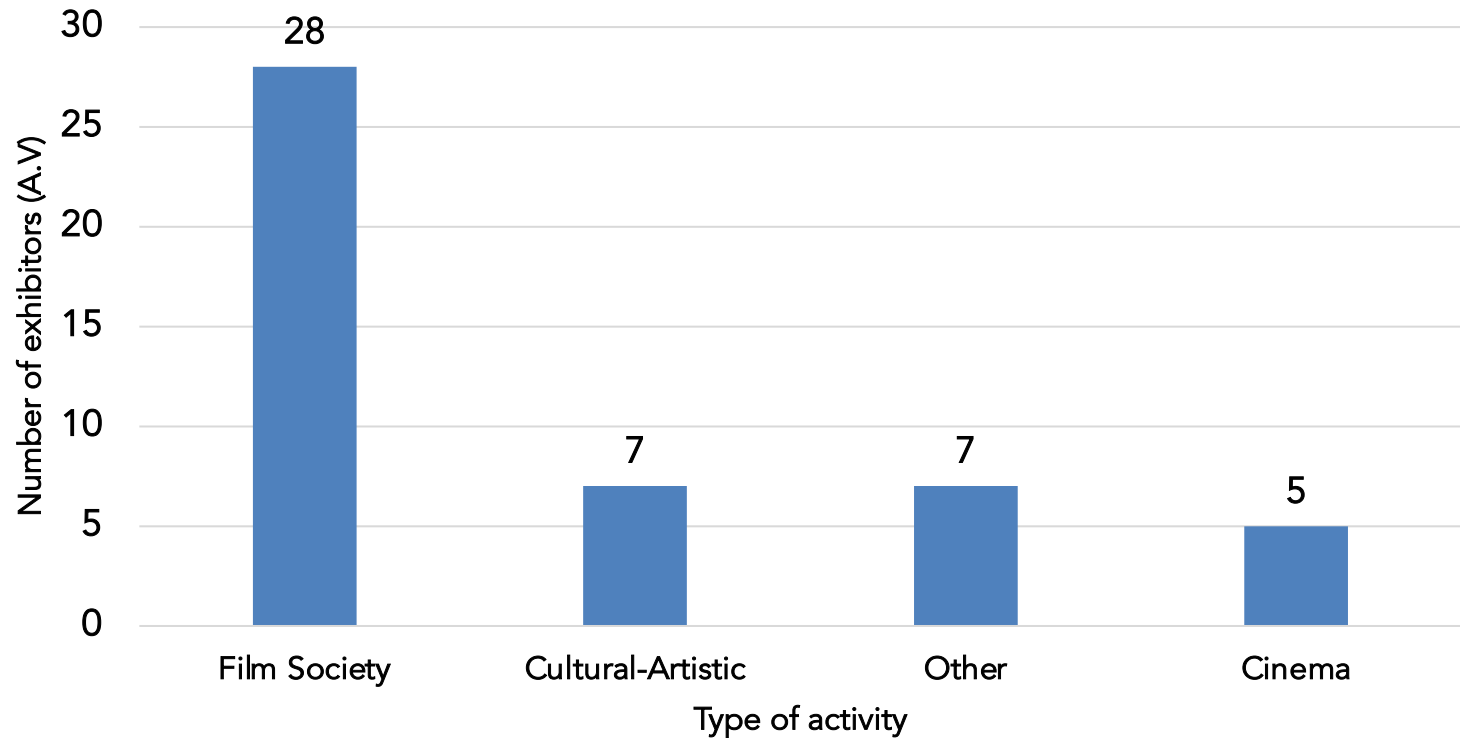
Movie Titles

399

Multiple or
thematic sessions

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

Exhibitors according to type of activity (N=47)



Film Society

Film Exhibition

Cinema

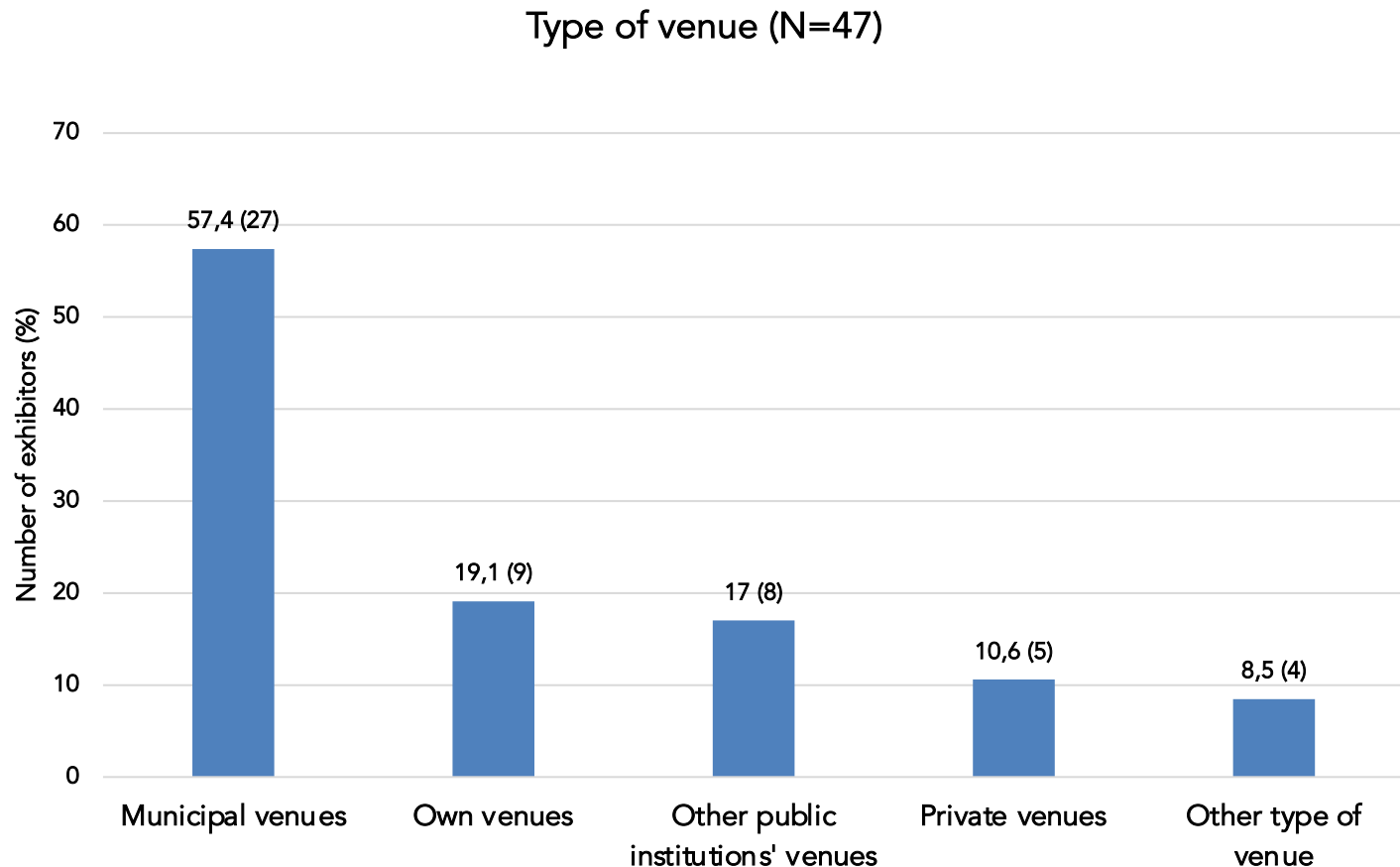
Other cinema-related activities besides film exhibition

Cultural-Artistic

Multidisciplinary role, other cultural events

Other

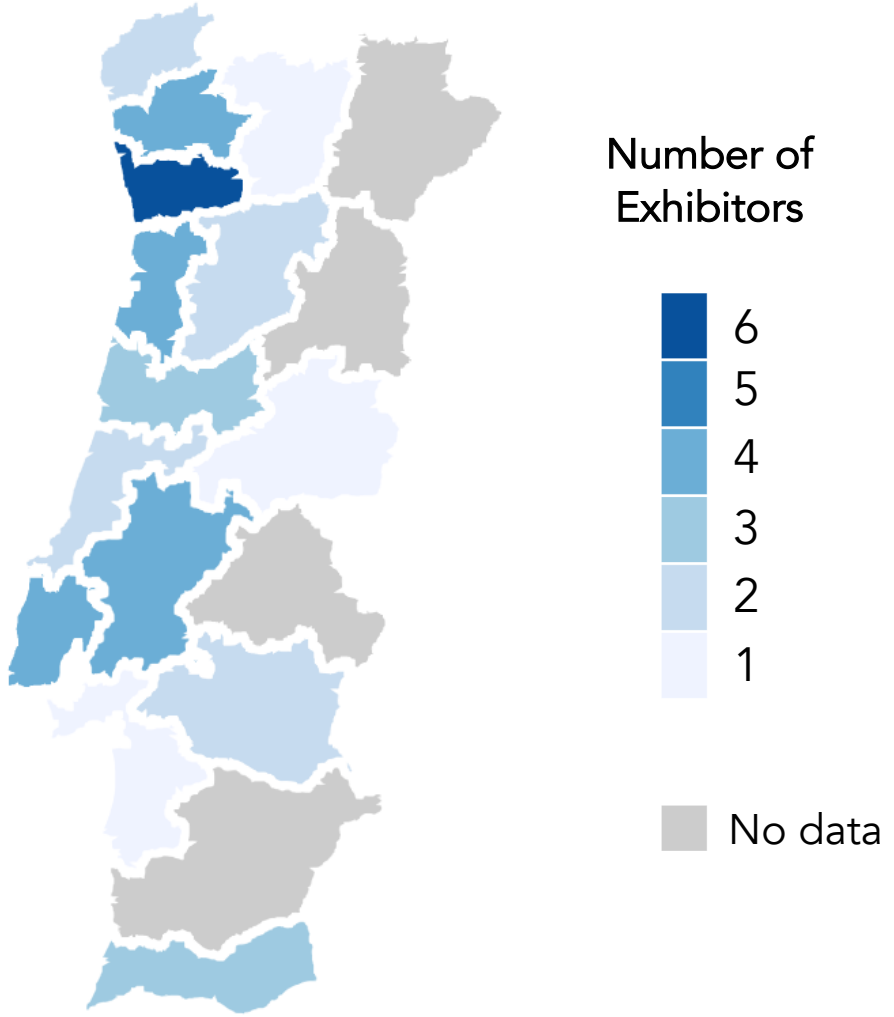
Local development, social initiatives, municipal activities, sports



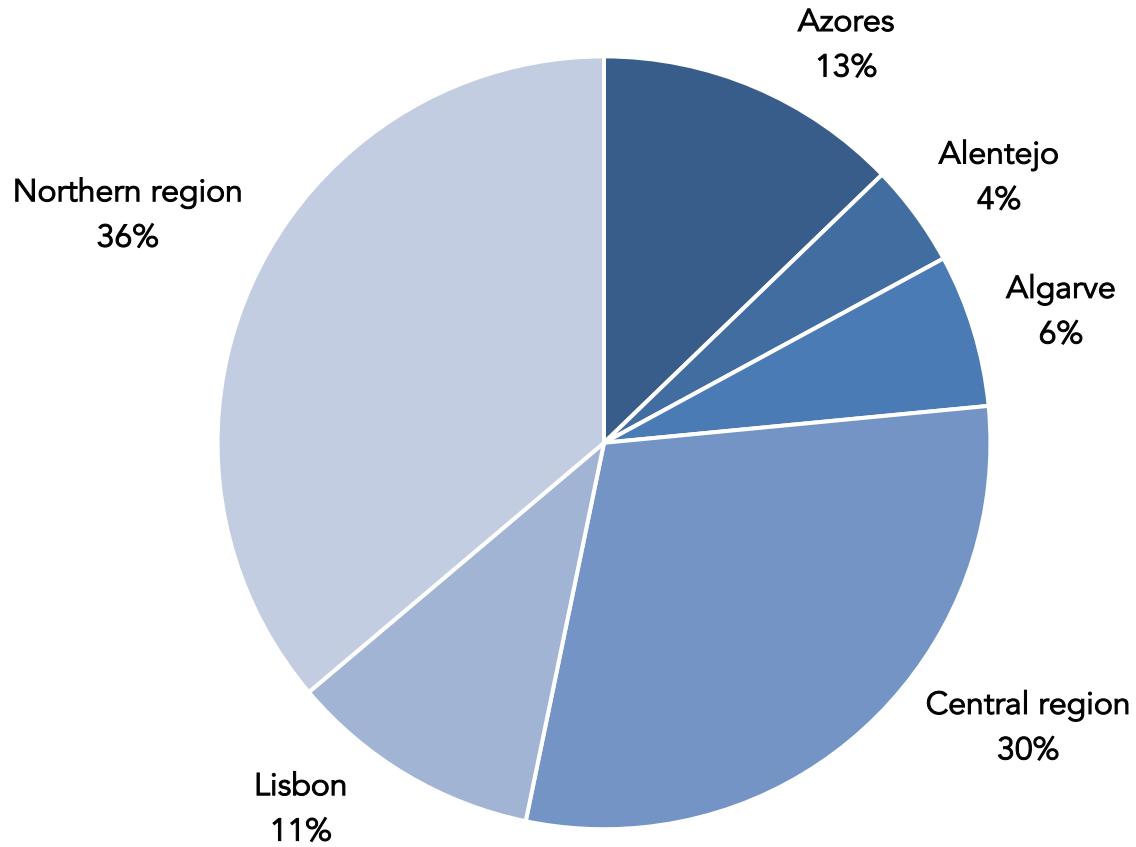
- This shows the vulnerability of the sector
- The non-commercial sector is still dependent on other institutions and it is possible to conclude that film exhibition is **still not a schedule priority**

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

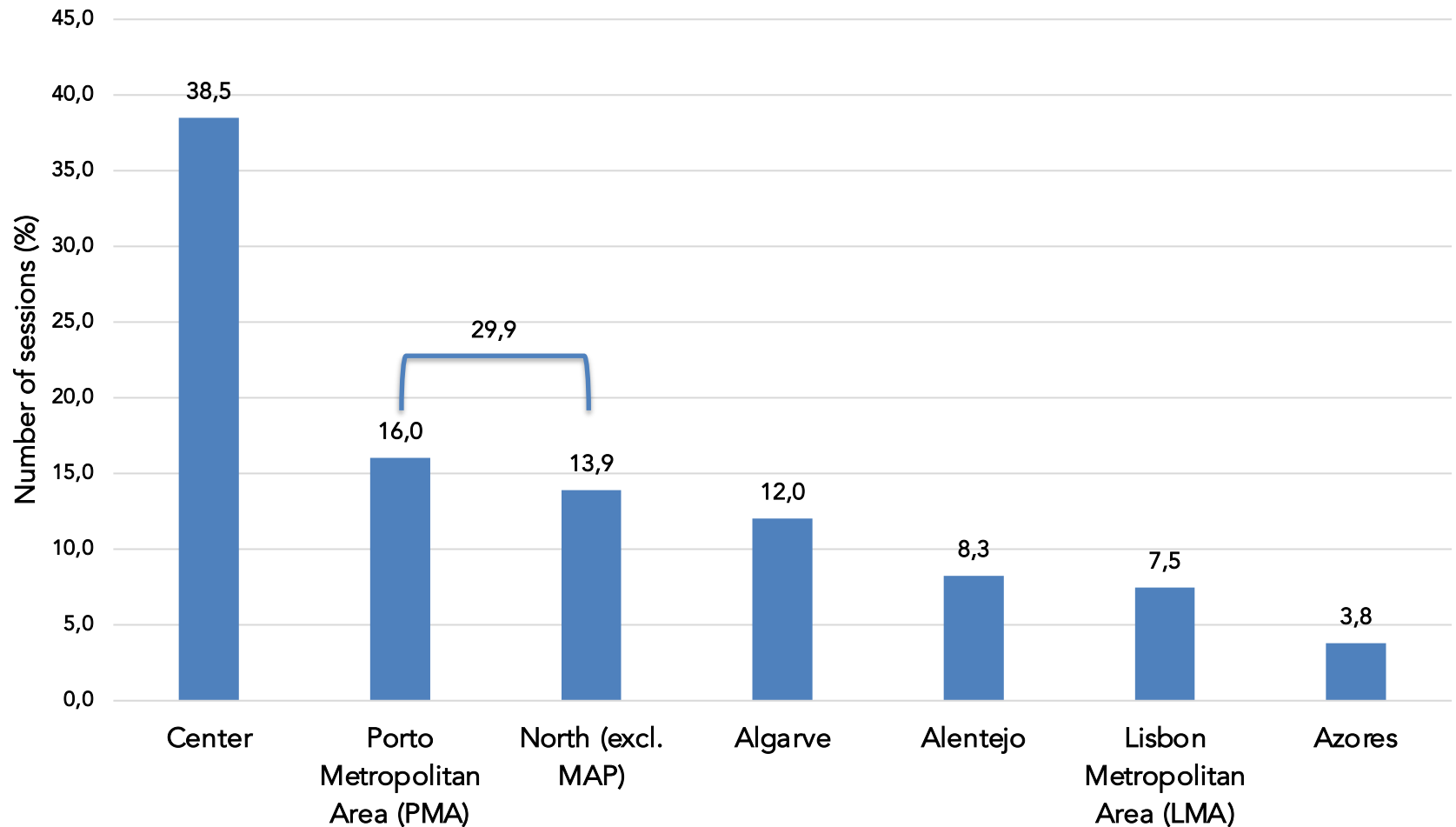
How is the sector distributed across the country?



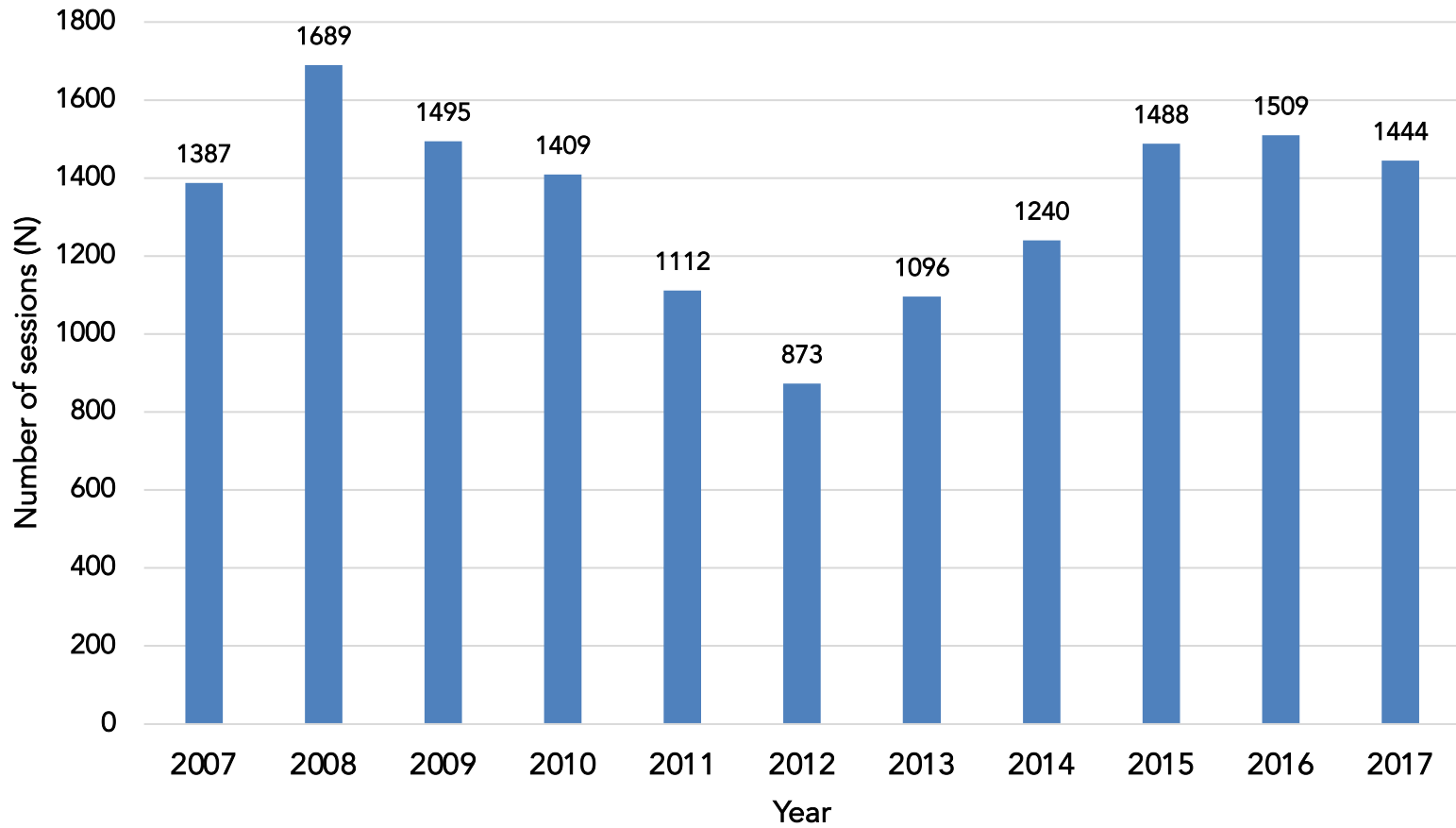
Exhibitors according to region (% , N=47)



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



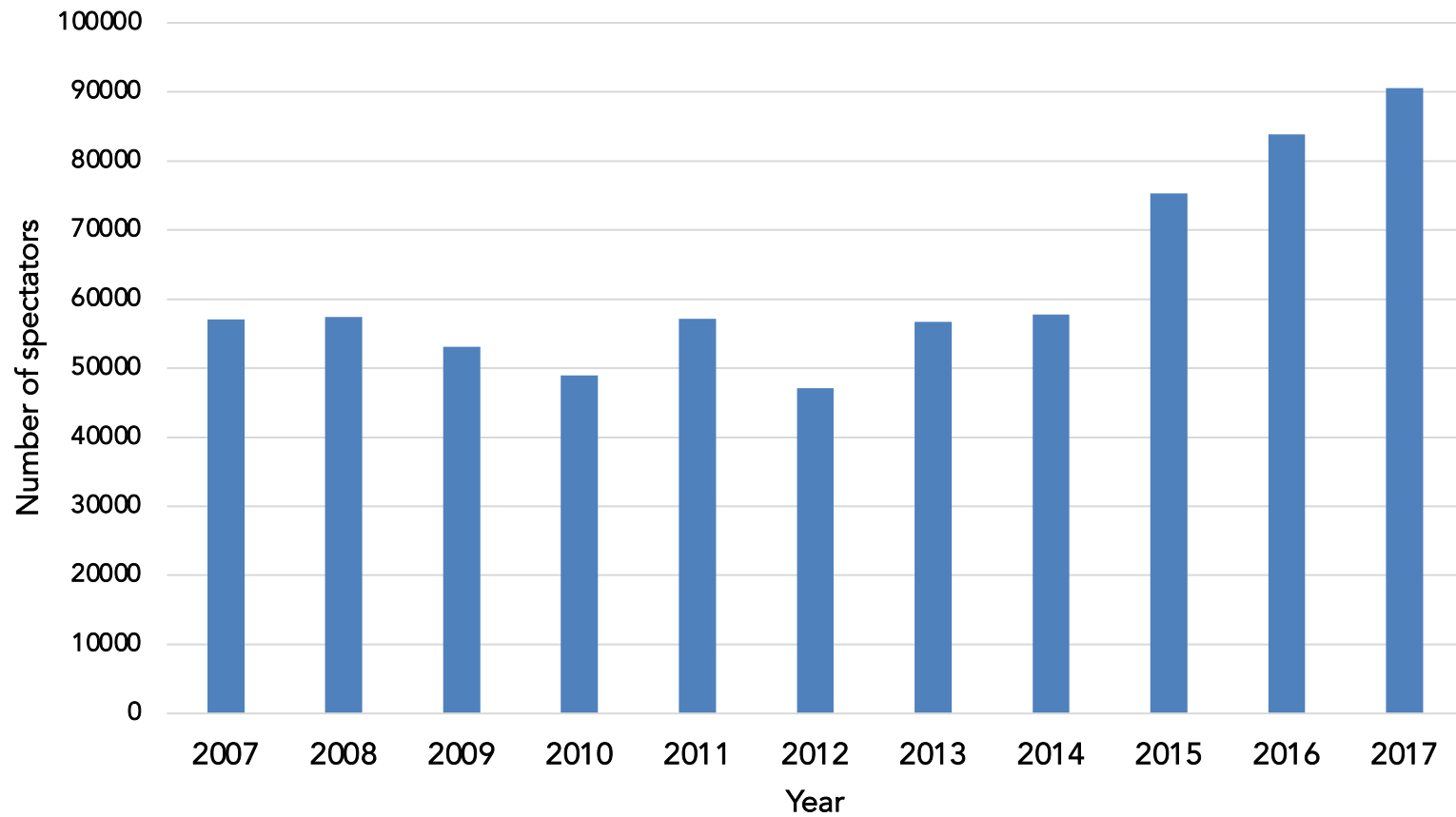
Number of sessions per year (N=14742)

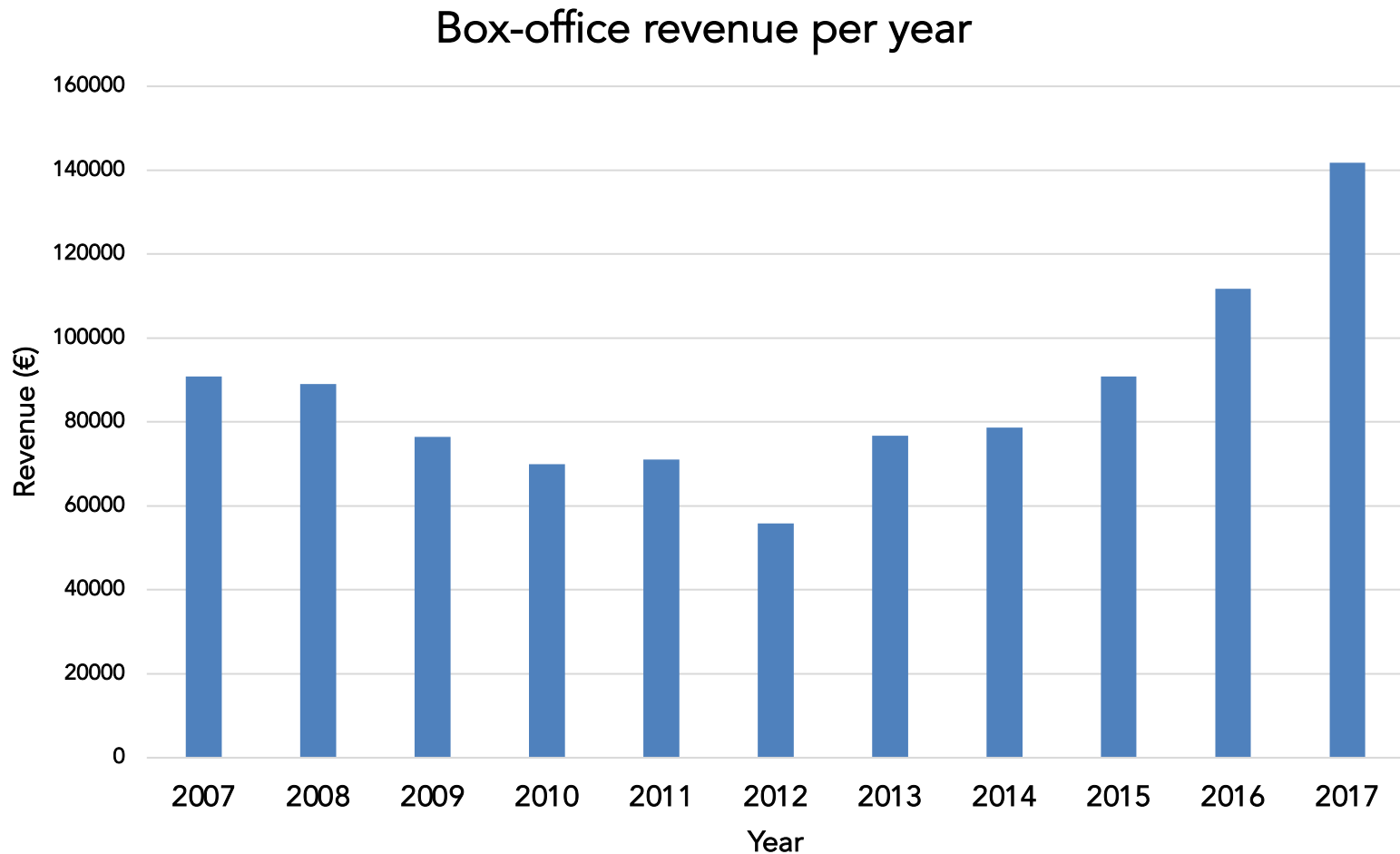


Alternative film exhibition in Portugal, 2007 - 2017: Preliminary results

Region	N° of sessions	N° of sessions (%)	Total n° of spectators	Total n° 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)





- 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

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

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;