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RUSSIAN CINEMA MARKET REVIEW RESULTS OF 2016

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Nevafilm was set up in St. Petersburg in 1992. Today, the company is made up of several departments: sound and dubbing studios (*Nevafilm Studios*), cinema exhibition equipment and services (*Nevafilm Cinemas*), a digital cinema laboratory (*Nevafilm Digital*), creative content distribution (*Nevafilm Emotion*), and cinema research (*Nevafilm Research*).

Nevafilm Research (http://en.nevafilm.ru/eng/) is the largest research agency focusing on the Russian film exhibition market today. In the 14 years of its existence, it has become a long-term partner and reliable source of information for the *European Audiovisual Observatory, IHS, Media Sales*, and other organizations.

Description of the report

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Description	Annual report on the Russian cinema market. Goal: monitoring of the Russian cinema market development (distribution, exhibition, on-line ticket sales, cinema advertising market, cinema snack bars); main trends revealing, forecasting by 2021. Research methodology: analysis of freely available statistical information, modern cinemas database, and Russian press. Information sources: the Nevafilm database of modern cinemas in Russia; Nevafilm's own research materials; film distribution market statistical data (from Russian Film Business Today magazine, Distributors' Bulletin, comScore Russian Cinema Fund's Analytics); Internet-based publicly available sources (Central Bank of the Russian Federation, Federal State Statistics Service, Ministry of Economic Development); data from Intercontinental Exchange, European Audiovisual Observatory, CNC, IHS, Business Russia, Cinema 360, cinemaplex.ru, Russian Association of Communication Agencies, Kinokhod, Kinobilety.rf, Rambler-kassa; and periodicals.
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