

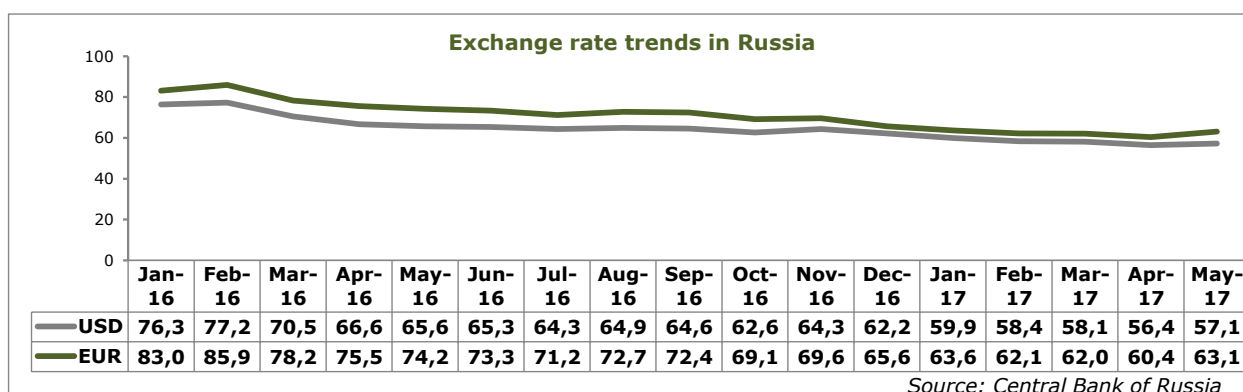
RUSSIAN FILM MARKET OVERVIEW: 2016 RESULTS

Xenia Leontyeva, Senior Analyst at Nevafilm Research

Tatyana Gorskaya, Alexander Stoev and Pavel Kuzmichev, Analysts at Nevafilm Research

Background to Development of the Cinema Market

In 2016, the rate of decline slowed down and, in some sectors of economy, the negative trend even gave way to growth (for example, in industrial and agricultural production indices) compared to the catastrophic decline of the key macroeconomic indicators in 2015. At the same time, we expect growth this year in the Russian economy according to the forecast of the Ministry of Economic Development of the Russian Federation.



Despite the ruble strengthening in 2016, Russia failed to enter the top ten countries in terms of dollar-denominated box office receipts, same as in 2015, taking only 14th place. Thus, the exchange rate dynamics are still affecting box office receipts, which are calculated in US dollars.

Table 1. Box Office Receipts by Country in 2016

No.	Country	Box office receipts (USD million)		
		2016	2015	Change
1	USA	10,134.9	10,343.20	-2%
2	China	6,886.2	7,085.50	-3%
3	Japan	2,163.9	1,895.90	14%
4	Great Britain	1,657.4	1,580.70	5%
5	France*	1,535.9	1,478,5	4%
6	South Korea	1,499.6	1,449.90	3%
7	India	1,485.2	1,793.90	-17%
8	Germany	1,132.4	1,294.90	-13%
9	Australia	940.5	921.6	2%
10	Mexico	803.5	840.7	-4%
11	Canada	767.7	786.0	-2%
12	Brazil	744.7	n/a	n/a
13	Italy	732.5	n/a	n/a
14	Russia	711.3	722.6	-2%

Sources: IHS, European Audiovisual Observatory, CNC (*)

Russia retained seventh place in global cinema attendance rating, which it has held for three years in a row and has set a new attendance record, while China – the new driving force of the world market – slowed down considerably.

Table 2. Cinema Attendance by Country in 2016

No.	Country	Admissions (million)		
		2016	2015	Change
1	India	2 263,0	2,071.9	9%
2	China	1,370.0	1,253.9	9%
3	USA	1,315.2	1,240.0	6%
4	Mexico	321.0	286.0	12%
5	South Korea	217.0	217.3	0%
6	France**	213.1	205.4	4%
7	Russia	194.6	174.1	12%
8	Brazil	185.0	170.7	8%
9	Japan	180.1	166.6	8%
10	Great Britain	168,0*	171.9	-2%

Sources: IHS, European Audiovisual Observatory (*), CNC (**)

2016 was declared the Year of the Russian Cinema. In honour of this event, all federal subsidies to filmmakers were declared irrevocable (this rule did not apply to the Cinema Fund's own funds that were received in the form of repayments of monetary funds previously given out to producers).

In addition, several competitions were held to support the opening of screens in small towns in December 2015, and in June and December 2016. As a result, 437 screens received financing; applications could be submitted for projects located in towns with a population under 100 thousand people (according to the conditions of the first two competitions) and under 500 thousand people (according to the conditions of the third competition). At the same time, the average number of residents in towns which applications were approved by the Fund amounted to 28.2, 17.7 and 31.2 thousand people respectively, i.e., the expansion of conditions in the third competition did not attract projects from large cities. Keep in mind that the recipients of the first tranche were set to open screens by the end of 2016 (two of them failed to do so and they returned the money to the Fund), and for the recipients of the second and third tranches – by the end of 2017. Thus, large-scale government intervention in the cinema exhibition market has facilitated its growth significantly, specifically in those segments where private investors do not take risks.

In 2016, another issue related to filmmaking was actively developed in Russian regions – concerning the issue related to opening film commissions and the approval of rebate programmes. This development covers two directions: the activities the Cinema Fund and the Association of Film and Television Producers together with the Agency for Strategic Initiatives. In the framework of the last project, a system of payments to film crews in terms of the funds spent in the regions should be launched in Kaliningrad and Ulyanovsk (the relevant agreements of which were signed at the end of 2016), as well as in Rostov-on-Don, Irkutsk and Karelia (the agreements for these regions were signed during Russian Investment Forum in Sochi in February 2017). With the support of the Cinema Fund in 2017, the film commissions and the mechanisms of returning a part of the funds spent in regions for film production were also launched in Vladivostok and Astrakhan. In May 2017, a film commission was set up in Moscow (under the Moscow Cinema State Budgetary Institution of Culture). This will help to reduce administrative barriers for film crews working in Russia's capital.

The next incident was developed throughout the year 2016. It was repeatedly discussed both at the level of state meetings and in the sectoral media, but its disappointing culmination took place at the close of 2016 with the simultaneous publishing of the Decree of the Government of the Russian Federation No. 1421 of 21 December 2016, "On Amending the Procedure for Issue, Refusal to Issue and Withdrawal of Film Distribution Certificates." The bulk of the impact thereof came to the owners of online cinemas, as they were obliged to obtain a distribution certificate for audio-visual streaming content, however, upon the explanations, the Ministry of Culture alleviated the scenario. At present, video-on-demand services shall have a distribution certificate for films offered to users upon the effective date of the above-mentioned decree.

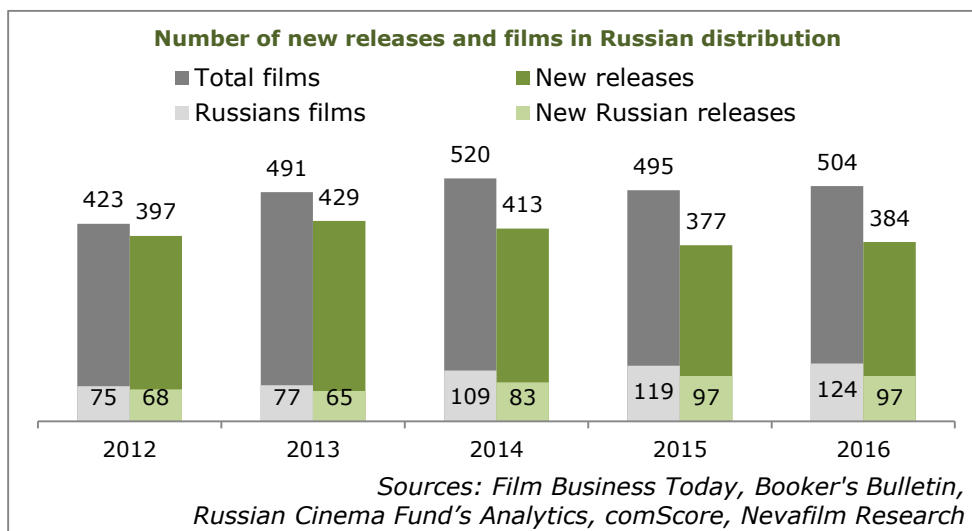
In addition, we finally have the practice of shifting the screening date in case a distribution certificate has already been issued for a film with a similar topic, genre or target

audience. It is worth noting that the procedure includes negotiations among the interested players, and if an agreement is still not reached, the decision will be taken by the Ministry of Culture.

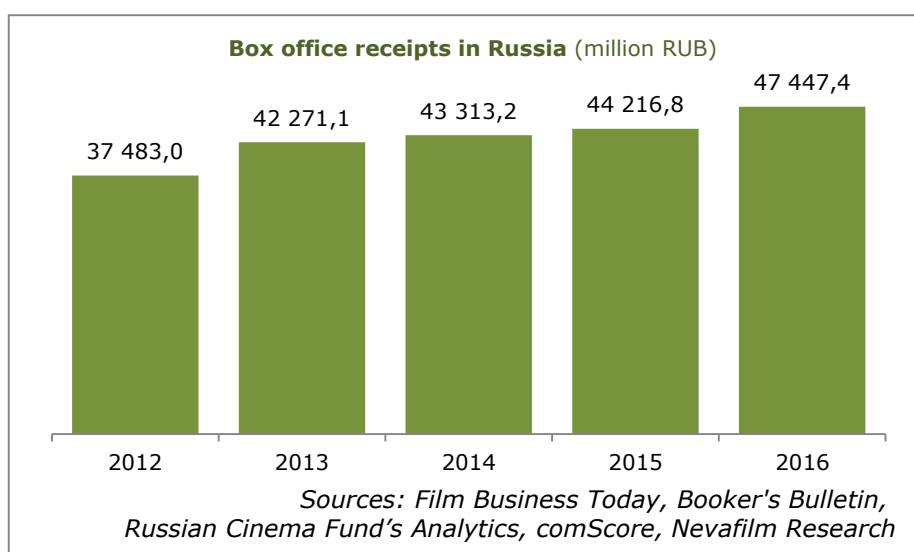
The beginning of 2017 has already been marred by another ambiguous initiative to raise the cost of distribution certificates from RUB 3,500 to RUB 5 million, but has still not yet been approved.

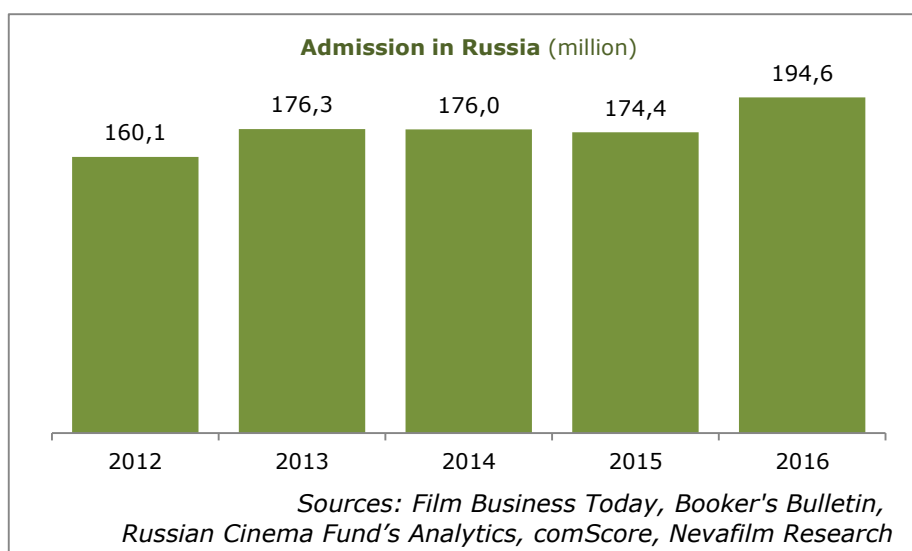
Film Distribution

The number of new films distributed in Russia is quite stable: in 2016, 384 films were released. Nearly the same quantity was recorded in 2015, and the peak indicators of 2013-2014 remain decisively unchallenged, of which during that time, over 400 films were released. In total, more than 500 films were screened in 2016 (excluding event cinema and regional films).



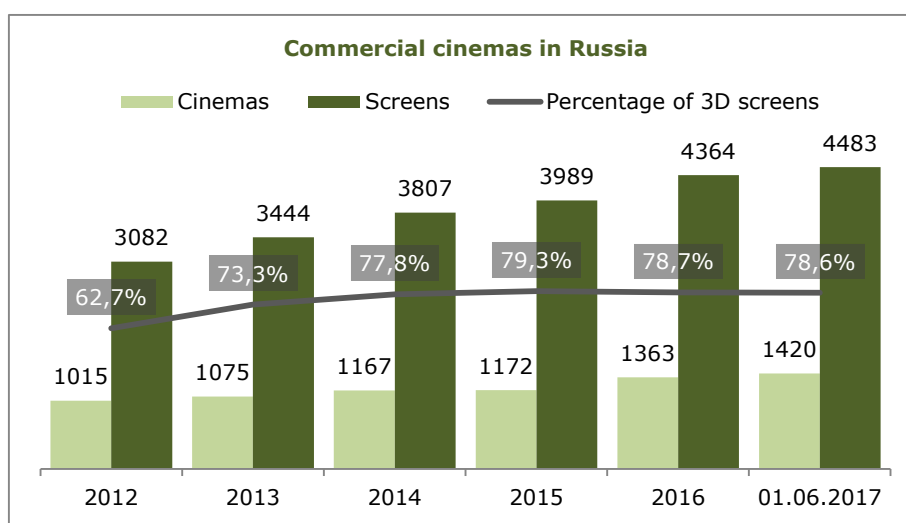
According to our estimates, box office receipts in Russia in 2016 amounted to RUB 47.5 billion, while the number of purchased tickets totalled RUB 194.6 million. Thus, in 2016 there was an explosive growth in the domestic film industry: upon three years of stagnation the attendance grew suddenly by 7.4% (in 2015 it decreased by 0.9%), and box office receipts increased by 11.6% (vs. 2.1% in 2015).





Cinema Exhibition

As of 1 January 2017, there were 4,364 commercial screens at 1,363 sites in Russia (the average number of screens for the cinema complex was 3.2); by 1 June 2017, the number of screens had grown by more than a hundred (up to 4,483), and the number of sites exceeded 1,400. The share of 3D screens for the last few years has remained practically on the same level, only showing a slight decrease – the rate of decline has been hampered due to the Cinema Fund's programme for cinema development in small towns (where such screens support 3D format almost always).



In Russia, the number and share of single screen cinemas is growing due to the Cinema Fund's programme for subsidising screens in small towns.

Table 3. Allocation of Commercial Cinemas in Russia by Number of Screens as of 1 January 2017

Number of screens per site	Number of sites	Number of screens	Market share by number of screens	Market share by number of sites
Single screen cinemas	552	552	12.6%	40.5%
Miniplexes	673	2,520	57.7%	49.4%
Multiplexes	134	1,213	27.8%	9.8%
Megaplexes	4	79	1.8%	0.3%
Total in Russia	1,363	4,364	100%	100.0%

Table 4. Allocation of Commercial Cinemas in Russia by Number of Screens as of 1 June 2017

Number of screens per site	Number of sites	Number of screens	Market share by number of screens	Market share by number of sites
Single screen cinemas	599	599	13.4%	42.2%
Miniplexes	679	2,557	57.0%	47.8%
Multiplexes	138	1,248	27.8%	9.7%
Megaplexes	4	79	1.8%	0.3%
Total in Russia	1,420	4,483	100%	100%

By the end of 2016, Cinema Park and Formula Kino retained leadership in the Russian market. In early 2016, the merger of these two leading companies was announced, but in April it turned out that the cinema chains failed to reach an agreement. Nevertheless, in the spring of 2017, Alexander Mamut acquired Cinema Park and then signed an agreement on the purchase of a 75% stake in Formula Kino from A1. In May 2017, the chains merged into one structure with a 14% market share.

The third place was taken by Premier zal, replacing KARO in fourth place. Cinema 5, ranked 14th by the end of 2015, entered the Top 10 for the first time. It should be noted that the boost of Premier zal and Cinema 5 is due to the receipt of cinemas that were opened under the Cinema Fund's programme for management or film programme planning rather than the opening of their own sites.

Table 5. Major Operators of Cinema Chains in Russia as of 1 January 2017 (including franchises and cinemas with film programme planning)

Ranking as of 1 January 2017	Ranking as of 1 January 2016	Chain Operator	Number of sites	Number of screens	Market share by number of screens	Head office
1	1	Cinema Park	39	349	8.0%	Moscow
2	2	Formula Kino	35	264	6.0%	Moscow
3	5	Premier zal	161	234	5.4%	Yekaterinburg
4	3	KARO	28	221	5.1%	Moscow
5	4	Kinomax	30	211	4.8%	Moscow
6	6	Luxor	23	158	3.6%	Moscow
7	7	Mirage Cinema	21	145	3.3%	St. Petersburg
8	8	Cinema Star	25	129	3.0%	Moscow
9	9	Monitor	27	102	2.3%	Krasnodar
10	14	Cinema 5	16	86	2.0%	Cheboksary
Total for operators			405	1,899	43.5%	
Total in Russia			1,363	4,364	100%	

Table 6. Major Operators of Cinema Chains in Russia as of 1 June 2017 (including franchises and cinemas with film programme planning)

Ranking as of 1 June 2017	Ranking as of 1 January 2017	Chain Operator	Number of sites	Number of screens	Market share by number of screens	Head office
1	1-2	Joint chain of CINEMA PARK and Formula Kino	74	612	13.7%	Moscow
2	3	Premier zal	177	259	5.8%	Yekaterinburg
3	5	Kinomax	32	235	5.2%	Moscow
4	4	KARO	28	216	4.8%	Moscow
5	6	Luxor	23	158	3.5%	Moscow

Ranking as of 1 June 2017	Ranking as of 1 January 2017	Chain Operator	Number of sites	Number of screens	Market share by number of screens	Head office
6	7	Mirage Cinema	21	145	3.2%	St. Petersburg
7	8	Cinema Star	25	126	2.8%	Moscow
8	9	Monitor	27	102	2.3%	Krasnodar
9	10	Cinema 5	16	87	1.9%	Cheboksary
10	11	OptimaKino	27	79	1.8%	Moscow
Total for operators			450	2,019	45.0%	
Total in Russia			1,420	4,483	100.0%	

Greater Moscow is the leader among Russian regions, comprising 18.1% of Russia's commercial cinemas according to comScore. This region traditionally brings in more than a quarter of all box office receipts owing to higher ticket prices.

Table 7. Allocation of Commercial Cinemas in Federal Districts in Russia as of 1 January 2017

Federal district	Number of sites	Number of screens	Market share by number of screens	Market share by admission*	Market share by box office receipts*	Average ticket price (RUB)*
Greater Moscow	134	790	18.1%	18.6%	25.9%	339.9
Volga Federal District	215	733	16.8%	16.7%	13.8%	201.1
Central Federal District (excluding Greater Moscow)	227	632	14.5%	13.5%	12.3%	220.7
Siberian Federal District	180	492	11.3%	10.9%	9.5%	211.3
Ural Federal District	137	417	9.6%	8.3%	7.4%	217.5
Southern Federal District	144	385	8.8%	10.9%	10.2%	227.8
St. Petersburg	61	349	8.0%	8.7%	9.2%	257.4
North-West Federal District (excluding St. Petersburg)	107	264	6.0%	4.9%	4.4%	216.8
Far Eastern Federal District	102	186	4.3%	4.8%	5.0%	252.4
North Caucasian Federal District	56	116	2.7%	2.5%	2.3%	222.4

Sources: Nevafilm Research, comScore (*)

© 2016 NEVAFILM RESEARCH

Any publication and/or use of materials from the article, statistics, and/or parts of text of the article for commercial purposes without written authorisation from Nevafilm is strictly forbidden.

The complete Overview of the Russian Cinema Market 2016

Report is available to order

(86 pages, 38 tables, 102 figures)

Price: **RUB 50,000 + 18% VAT**

Content of Report

BACKGROUND OF CINEMA MARKET DEVELOPMENT IN RUSSIA

Economic Situation

Russia's Global Cinema Market Position

State Control of Cinema Exhibition Market

FILM DISTRIBUTION

Scheduled National Distribution (excluding event cinema and regional films)

Attendance and Box Office Receipts in Russia

Players of the Film Distribution Market in Russia

Repertoire Analysis of Scheduled National Distribution (excluding event cinema and regional films)

Number and Format of Films

Distribution of Russian and Foreign Films

Age Ratings for Films

Films of Major and Independent Distributors

Level of Blockbusterisation of Russia's Film Industry

Class of Films Released in Russia

Regional Films Released

Regional Releases

Distribution Results

Event Cinema

Event Cinema Programmes

Distribution Results

Event Cinema Distributors

CINEMA EXHIBITION

Cinema Exhibition Market Overall

Dynamics of New Screen Equipment

Types of Cinemas

Cinemas in Shopping Centres

Cinemas by Number of Screens

Types of Screens

Amusement Cinema Screens

Children's Screens

VIP Screens

Players of the Cinema Exhibition Market

Screens in Regions

Cinema Exhibition Market in Greater Moscow

Cinema Exhibition Market in St. Petersburg

Regional Cinema Exhibition Market

Digital Equipment

TENDENCIES IN RELATED MARKETS OF THE MOVIE THEATRE BUSINESS

Cinema Concession Market

Cinema Advertising Market

Online Ticket Sales

TRENDS AND FORECAST OF THE RUSSIAN FILM EXHIBITION AND DISTRIBUTION MARKET (2017–2021)

Methodology and Background for the Forecast

Forecast Market Development in 2017–2021

Key Conclusions and Trends in the Russian Film Exhibition Market

Tables

- Table 1. Dynamics of Key Economic Indicators (% YOY)
- Table 2. Box Office Receipts by Country in 2016, USD million (preliminary figures)
- Table 3. Cinema Attendance by Country in 2016, million people (preliminary figures)
- Table 4. Cinema Attendance by Country in Europe in 2016 (preliminary figures)
- Table 5. Top 10 CIS distributors (excluding Ukraine)
- Table 6. Number of Regional Films Released in Russia by Region of Production (2012–2016)
- Table 7. Results of Regional Films Released in Russia (2012–2016)
- Table 8. Top 10 Regions in Terms of Film Production and Release by Attendance in 2016
- Table 9. Top 10 Regional Films Released in Russia by Attendance in 2016
- Table 10. Results of Event Cinema Programmes Released in Russia (2012–2016)
- Table 11. Top 10 Event Cinema Programmes Released in Russia by Attendance in 2016
- Table 12. Top 10 Event Cinema Distributors in Russia in 2016 (by number of projects per screen)
- Table 13. Commercial Cinema Allocation by Number of Screens in Russia as of 1 January 2017
- Table 14. Commercial Cinema Allocation by Number of Screens in Russia as of 1 June 2017
- Table 15. 4D Screens in Russia as of 1 January 2017
- Table 16. 4D Screens in the world as of the middle of 2016
- Table 17. Children's Screens Allocation in Russia as of 1 January 2017
- Table 18. VIP Screen and Cinema Allocation in Russia as of 1 January 2017
- Table 19. Cinema Exhibition Market Fragmentation in Russia by Exhibitor Type as of 1 January 2017
- Table 20. Major Operators of Cinema Chains in Russia as of 1 January 2017 (including franchises and cinemas with film programme planning)
- Table 21. Major Operators of Cinema Chains in Russia as of 1 June 2017 (including franchises and cinemas with film programme planning)
- Table 22. Major Operators of Cinema Chains in Russia as of 1 January 2017 (excluding franchises and cinemas with film programme planning)
- Table 23. Major Operators of Cinema Chains in Russia as of 1 June 2017 (excluding franchises and cinemas with film programme planning)
- Table 24. Commercial Screen Availability for Urban Population in Russia as of 1 January 2017
- Table 25. Cinema Market Share by Federal Districts in Russia as of 1 January 2017
- Table 26. Greater Moscow: Largest Cinema Operators by Number of Screens as of 1 January 2017
- Table 27. Greater Moscow: Largest Cinema Operators by Number of Screens as of 1 June 2017
- Table 28. Commercial Cinema Allocation by Number of Screens in Greater Moscow as of 1 January 2017
- Table 29. Commercial Cinema Allocation by Number of Screens in Greater Moscow as of 1 June 2017
- Table 30. St. Petersburg: Largest Cinema Operators by Number of Screens as of 1 January 2017
- Table 31. St. Petersburg: Largest Cinema Operators by Number of Screens as of 1 June 2017
- Table 32. Commercial Cinema Allocation by Number of Screens in St. Petersburg as of 1 January 2017
- Table 33. Commercial Cinema Allocation by Number of Screens in St. Petersburg as of 1 June 2017
- Table 34. Cities with Population Over 1 Million by Number of Commercial Screens per 100,000 people (as of 1 January 2016, Moscow Region = 100%)
- Table 35. Major Operators of Cinema Chains in Russian Regions as of 1 January 2016
- Table 36. Major Operators of Cinema Chains in Russian Regions as of 1 June 2016
- Table 37. Commercial Cinema Allocation by Number of Screens in Russian Regions as of 1 January 2017
- Table 38. Commercial Cinema Allocation by Number of Screens in Russian Regions as of 1 June 2017

Charts (Figures)

- Figure 1. Exchange Rate Trends in Russia (January 2016–May 2017)
- Figure 2. Box Office Receipts in Russia, RUB million (2012–2016)
- Figure 3. Film Attendance in Russia, million (2012–2016)
- Figure 4. Admissions in Russia (2012–2016)
- Figure 5. Distribution of Russia's Population by Age Group as of 1 January 2010 and 2016
- Figure 6. Top 10 Films and Large Films Released in Russia
- Figure 7. Contribution of the Cinema Fund's Programme for Increasing the Volume of the Russian Film Market in 2016
- Figure 8. Nominal and Real Ticket Price in Russia (2012–2016)
- Figure 9. Film Distribution Market Concentration in Russia (2013–2013)
- Figure 10. Number of Releases and Films Distributed in Russia (2012–2016)
- Figure 11. Amusement Cinema Entertainment Formats Released in Russia (2012–2016)
- Figure 12. Attendance per Amusement Cinema Entertainment Format to 2D Formats Ratio (times) (2011–2016)
- Figure 13. Average Ticket Price for Various Film Formats in Russia in Prices as of December 2016 (2011–2016)
- Figure 14. Box Office Receipts of Various Film Formats in Russia in Prices as of December 2016, RUB thousand (2011–2016)
- Figure 15. Average Number of Spectators per Screening by Amusement Cinema Entertainment Formats (2016)
- Figure 16. National Films Released in Russia (2012–2016)
- Figure 17. Box Office Receipts and Attendance of National Films in Russia (2012–2016)
- Figure 18. Share of Films Released in Russia by Region of Production (2012–2016)
- Figure 19. Share of Films Released in Russia by Region of Production, Attendance and Box Office Receipts (2012–2016)
- Figure 20. Range of Film Catalogue by Different Regions of Production (2015–2016)
- Figure 21. Average Number of Spectators per Screening by Country of Film Production (2016)
- Figure 22. Share of National Films by Age Rating (2013–2016)
- Figure 23. Share of Foreign Films by Age Rating (2013–2016)
- Figure 24. Average Number of Spectators per Screening by Age Rating, Country of Film Production (2016)
- Figure 25. Range of Film Catalogue by Age Rating (2015–2016)
- Figure 26. Number of Films and Releases Distributed by Type of Distributor (2013–2016)
- Figure 27. Share of Films Released by Type of Distributor (2013–2016)
- Figure 28. Share of Attendance by Type of Distributor (2013–2016)
- Figure 29. Range of Film Catalogue by Type of Distributor (2015–2016)
- Figure 30. Average Number of Visits per Screening (thousand) by Type of Distributor (2013–2016)
- Figure 31. Average Number of Spectators per Screening by Type of Distributor (2016)
- Figure 32. Average Number of Spectators per Screening by Type of Distributor and Country of Film Production (2016)
- Figure 33. Average Number of Spectators per Screening by Type of Film (Hollywood/non-Hollywood) (2016)
- Figure 34. Range of Film Catalogue in Major Distributor's packages (2015–2016)
- Figure 35. Range of Catalogue by Country of Film Production in the Package of Independent Distributors (2015–2016)
- Figure 36. Share of Film Titles Released in Russia by Level of Blockbusterisation (2013–2016)
- Figure 37. Share of Films Watched by More than 1% of residents of cities with cinemas (2013–2016)
- Figure 38. Share of Attendance in Russia per Film by Level of Blockbusterisation (2013–2016)
- Figure 39. Range of Catalogue of Films of Various Categories by Level of Blockbusterisation (2015–2016)
- Figure 40. Average Number of Visits per Screening (thousand) by Level of Blockbusterisation (2013–2016)

Figure 41. Average Number of Spectators per Screening by Level of Blockbusterisation (2016)

Figure 42. Number of Releases by Class of Films Distributed in Russia (2013–2016)

Figure 43. Share of Domestic and Foreign Films Distributed in Russia by Class (2013–2016)

Figure 44. Attendance (Million) by Class of Films Distributed in Russia (2013–2016)

Figure 45. Range of Catalogue of Films by Class (2015–2016)

Figure 46. Age Groups of Russian Cinemagoers

Figure 47. Companies of Cinemagoers (2016)

Figure 48. Preferred Genres of Films for Watching in the Cinema (2016)

Figure 49. Average Number of Spectators per Screening by Class of Films (2016)

Figure 50. Average Number of Spectators per Screening by Class and Country of Film Production (2016)

Figure 51. Number of Regional Films Released in Russia (2011-2016)

Figure 52. Share of Regional Films and General Release by Genre in 2016

Figure 53. Event Cinema Released in Russia (2011-2016)

Figure 54. Event Cinema Formats Released in Russia (2014-2016)

Figure 55. Number of Event Cinema Programmes Released in Russia by Genre (2013-2016)

Figure 56. Average Ticket Price for Event Cinema Programmes Released in Russia in 2016 by Genre

Figure 57. Commercial Sites in Russia (2012-1 June 2017)

Figure 58. Dynamics of Commercial Sites Opened and Closed in Russia (2012-2016)

Figure 59. Opening of Cinemas by Types of Cities (2012-2016)

Figure 60. Opening of Screens by Types of Cities (2012-2016)

Figure 61. Average Number of Screens in Cinemas that Fall in the Statistics of Openings (2015-2016)

Figure 62. Opening of Cinemas by Types of Chains (2012-2016)

Figure 63. Opening of Screens by Types of Chains (2012-2016)

Figure 64. Closing of Cinemas by Types of Chains (2012-2016)

Figure 65. Closing of Screens by Types of Chains (2012-2016)

Figure 66. Closing of Cinemas by Types of Chains (2012-2016)

Figure 67. Closing of Screens by Types of Chains (2012-2016)

Figure 68. Average Number of Screens in Cinemas that Fall in the Statistics of Closings (2015-2016)

Figure 69. Growth Rate of the Number of Cinemas in Russia since the Beginning of the Year

Figure 70. Number of Sites in Shopping Centres in Russia (2012-2016)

Figure 71. Amusement Cinema Screens in Russia (2012-1 June 2017)

Figure 72. Children's Screens in Commercial Cinemas in Russia (2012-2016)

Figure 73. VIP Screens in Russia (2012-2016)

Figure 74. Number of Commercial and Digital Sites in Greater Moscow (2012-1 June 2017)

Figure 75. Dynamics of Commercial Screens Opened and Closed in Greater Moscow (2012-2016)

Figure 76. Cinemas in Shopping Centres in the Moscow Region (2012-1 June 2017)

Figure 77. Number of Commercial and Digital Sites in St. Petersburg (2012-1 June 2017)

Figure 78. Dynamics of Commercial Screens Opened and Closed in St. Petersburg (2012-2016)

Figure 79. Cinemas in Shopping Centres in Russia's Regions (2012-1 June 2017)

Figure 80. Number of Commercial and Digital Sites in Russia's Regions (2012-1 June 2017)

Figure 81. Dynamics of Commercial Screens Opened and Closed in Russia's Regions (2012-2016)

Figure 82. Cinemas in Shopping Centres in Russia's Regions (2012-1 June 2017)

Figure 83. Commercial Sites Opened and Closed in Russia by Federal Districts in 2016

Figure 84. 2K and 4K Projector Producers at Commercial Screens in Russia in 2016

Figure 85. Number of 4K Projectors at Commercial Screens in Russia (2012-1 June 2017)

Figure 86. Laser Projectors in Russia (2014-1 June 2017)

Figure 87. Digital Server Producers at Commercial Screens in Russia in 2016

Figure 88. Digital 3D System Producers at Commercial Screens in Russia in 2016

Figure 89. Digital Equipment Integrators at Commercial Screens in Russia in 2016

Figure 90. Dynamics of Dollar Box Office Receipts and Revenue of Cinema Bars in Russia in Comparison with December of 2014

- Figure 91. Cinema Bar Market in Russia (2012-2016)
- Figure 92. What the Audience Buys at the Cinema Bar (2016)
- Figure 93. Cinema Advertising Market (2012-2016)
- Figure 94. Attitude of Spectators to Advertising before Screenings (2016)
- Figure 95. Evaluation of the Volume of Online Film Ticket Sales in Russia (2013-2016)
- Figure 96. Share of Cinemas with Online Sales of Film Tickets, according to the types of cities with different populations (Spring 2017)
- Figure 97. Places to Buy Film Tickets in Russia (2016)
- Figure 98. Logic of Forecasting the Development of the Russian Film Market until 2021
- Figure 99. Attendance Forecast in Russian sites for 2017-2021
- Figure 100. Actual Box Office Receipt Forecast in Russia in Prices, as of December 2015 (2017-2021)
- Figure 101. Actual Box Office Receipt Forecast in Russia in Prices, as of December 2015 (2017-2021)
- Figure 102. Cinema and Screen Number Forecast in Russia (2017-2021)