



CINEMA  
FUND

# RUSSIAN FILM INDUSTRY – 2016: FIGURES



InterMedia



CINEMA  
FUND

InterMedia

Federal Fund for Economic and Social Support  
of the Russian Cinematography (Cinema Fund)

InterMedia Communications

# **RUSSIAN FILM INDUSTRY – 2016: FIGURES**

Analytical Research

Moscow, 2017

# RUSSIAN FILM INDUSTRY – 2016: FIGURES

## Contents

### RESEARCH BY:

Author and compiler: **Pavel Solomatin**

Editors: **Maria Sysoeva, Natalia Galiulova**

### ADVISERS:

**Pavel Katkov** (Katkov & Partners) – law

**Elena Krylova** (TMT Consulting) – digital services and subscription TV

Project manager: **Natalia Galiulova**

Chief expert: **Alexander Tikhonov**

Financial director: **Yulia Kolpakova**

Editor-in-chief: **Eugene Safronov**

InterMedia thanks **Karina Kondrashova** and **Anatoly Semenov** for their cooperation in the preparation of the research.

InterMedia is especially grateful to the employees of the Cinema Fund for their active and creative participation in the preparation of the research.

**Data from the Russian Cinema Fund's Analytics (RCFA) was used in the research.**

Edited by EGO Translating Company

Design: Dizain Dela Studio

Layout: Maxim Geleta

© 2017 Cinema Fund

### INTRODUCTION \_\_\_\_\_ 5

About the research \_\_\_\_\_ 5

Methodology of research \_\_\_\_\_ 5

Terms used in the research \_\_\_\_\_ 6

Year of Cinema \_\_\_\_\_ 14

Legal framework \_\_\_\_\_ 14

Conditions for development of film industry in Russia \_\_\_\_\_ 16

### CHAPTER 1. FILM DISTRIBUTION \_\_\_\_\_ 18

Russian film distribution market \_\_\_\_\_ 37

Best distribution dynamics \_\_\_\_\_ 39

Number of filmgoers \_\_\_\_\_ 46

Age limits \_\_\_\_\_ 84

Genre diversity in distribution \_\_\_\_\_ 86

Distributors \_\_\_\_\_ 96

Producing countries in Russian distribution \_\_\_\_\_ 98

Documentary films \_\_\_\_\_ 104

Short films \_\_\_\_\_ 106

Alternative content \_\_\_\_\_ 108

### CHAPTER 2. AUDIENCE \_\_\_\_\_ 112

VCIOM and Cinema Fund survey \_\_\_\_\_ 114

Characteristics of filmgoers \_\_\_\_\_ 114

Education of filmgoers \_\_\_\_\_ 115

Filmgoers' marital status \_\_\_\_\_ 116

Filmgoers' behavior \_\_\_\_\_ 116

Opinion leaders \_\_\_\_\_ 123

Attitude towards Russian films \_\_\_\_\_ 126

### CHAPTER 3. FILM SCREENING \_\_\_\_\_ 128

Movie theaters and cinema halls \_\_\_\_\_ 130

Provision of the population with movie theaters \_\_\_\_\_ 148

Location of movie theaters \_\_\_\_\_ 155

Number of screens in movie theaters \_\_\_\_\_ 157

Major movie theater chains \_\_\_\_\_ 158

### CHAPTER 4. FILM PRODUCTION \_\_\_\_\_ 166

Russian films released in Russia \_\_\_\_\_ 168

State support \_\_\_\_\_ 168

Leading companies \_\_\_\_\_ 170

Projects of leading companies \_\_\_\_\_ 173

Budgets \_\_\_\_\_ 178

Infrastructure \_\_\_\_\_ 180

### CHAPTER 5. FILM FESTIVALS AND AWARDS \_\_\_\_\_ 184

Film festivals \_\_\_\_\_ 186

Map of Russian film festivals \_\_\_\_\_ 196

Russian film awards \_\_\_\_\_ 198

International film festivals \_\_\_\_\_ 200

### CHAPTER 6. CINEMATOGRAPHIC EDUCATION \_\_\_\_\_ 202

State cinematographic higher educational establishments \_\_\_\_\_ 204

Non-governmental cinematographic universities and schools \_\_\_\_\_ 205

### CHAPTER 7. TELEVISION \_\_\_\_\_ 208

Media consumption in Russia \_\_\_\_\_ 210

Over-the-air television \_\_\_\_\_ 212

Genres on TV \_\_\_\_\_ 221

Subscription TV \_\_\_\_\_ 225

Major market players of subscription TV \_\_\_\_\_ 226

### CHAPTER 8. VIDEO SERVICES \_\_\_\_\_ 228

Internet video \_\_\_\_\_ 230

Distribution of Internet video services \_\_\_\_\_ 231

### CHAPTER 9. VIDEO ON PHYSICAL MEDIA \_\_\_\_\_ 234

DVD and Blu-Ray market \_\_\_\_\_ 236

Types of releases \_\_\_\_\_ 238

Film producers' geography \_\_\_\_\_ 239

Interval \_\_\_\_\_ 241

Publishers \_\_\_\_\_ 242

### CHAPTER 10. INTERNATIONAL DISTRIBUTION \_\_\_\_\_ 244

Role and significance of international distribution \_\_\_\_\_ 246

Russian film promotion \_\_\_\_\_ 248

International distribution of Russian films \_\_\_\_\_ 252

### RESULTS \_\_\_\_\_ 262

Key figures of Russian film industry, 2016 \_\_\_\_\_ 264

2016 trends \_\_\_\_\_ 265



Photo: lapandr/Shutterstock.com

# INTRODUCTION

## ABOUT THE RESEARCH

“Russian Film Industry – 2016: Figures” research was carried out by the Department of Marketing Research of InterMedia Communications on the order of the Federal Fund for Economic and Social Support of the Russian Cinematography (Cinema Fund) in order to perform the objective analysis of the main figures of the Russian cinematography for 2016. Namely, the analysis covered the state of the film distribution and screening market, TV infrastructure (over-the-air and subscription television), video for home viewing, film production and state support of cinematography, cinematographic education and film festivals.

## METHODOLOGY OF RESEARCH

The research was carried out from January to May, 2017, based on the quantitative data and qualitative characteristics of the Russian film industry, analyzed in accordance with the original methodology, specifically developed by InterMedia based on the achievements of the world leading countries’ and international organizations’ analytical practice. Many methods and terms were specified and actualized in the course of this work.

The main source of data on films’ box office receipts in Russia was the Russian Cinema Fund’s Analytics (RCFA) that provides the fullest representation of film distribution and screening. Data of Russian and foreign analytical agencies was widely used in the research as well.

The financial indicators are presented in the research

in rubles, with additional figures in US\$ at the average weighted exchange rate for visual comparison in some cases. The figures of foreign film industry are presented in US\$.

During the research, experts faced serious complications related to the lack of legal clarity in interpretation of key terms and positions of various industry’s segments. This particularly relates to new industry’s focal areas connected with information technologies. A perfect example here is that neither the Russian legislation, nor the legislation of the majority of other countries provides a clear answer of whether “audiovisual work” includes such audiovisual products as TV programs, broadcasts of events, news programs, etc., including those that were broadcasted live. And what is more, even analytical agencies find it difficult to answer this question. And that’s just one of numerous examples. Such collisions that may at first seem irrelevant, eventually lead to inability to compare data received from different sources.

Therefore, one of the primary tasks that required immediate solution was the problem of terminology. Currently, market players mostly use contradictory and often obsolete terms. As a result, not only film industry professionals and reporters, but also highest state officials, lawyers and judges quite often discuss the most relevant issues of the industry in practically different languages, which surely complicates communication, or even makes it impossible. Due to that, it was decided to specify the relevant terms in the first part of the research. They are derived from current legislation as well as from academic papers, legal and professional practice, and are used in analytical works by InterMedia. In exceptional cases we had to provide a few definitions for particular terms.

During the research, experts faced serious complications related to the lack of legal clarity in interpretation of key terms and positions of various industry’s segments.

## TERMS USED IN THE RESEARCH

- **Additional distribution** – process and result of film distribution after December 31 of its release year.
- **Advertising monetization model** – business model based on the receipt of income from advertisers for placement of their advertising materials in video content, which is generally shown to the audience for free. It is the main business model for any TV channels and AVOD Internet services.
- **Alternative content (creative content)** – video content meant for release in movie theaters, but not being feature films or animations in the usual sense. This definition is used by distributors to denote recordings of performances, concerts, tours, lectures, events, etc. as well as their broadcasts.
- **Audiovisual work** – work consisting of a captured series of interconnected images (with or without sound) and meant for visual and audible (when supported by sound) perception via specific devices. Audiovisual works include cinematographic and any other works, expressed with the same means as cinematographic ones (TV and video films and similar works), notwithstanding the way of their initial or following capturing.  
(Civil Code of the Russian Federation, part IV, article 1263)
- **Authors of audiovisual work:**
  - Director;
  - Scriptwriter;
  - Composer, who is the author of music (with or without lyrics), that was specifically created for this audiovisual work.  
(Civil Code of the Russian Federation, part IV, article 1263)
- **Blockbuster** – popular and commercially successful film. In current practice of Russian film market players, it is a high-budget film generally produced with the involvement of celebrities and often aimed at large-scale international distribution, and that also managed to become the leader or one of the leaders of a weekend or national distribution on the whole due to coming up to the expectations in box office taking and number of viewers.
- **Booker** – manager of distributor / movie theater / theater chain, who evaluates the demands of the target audience, determines the format and volume of the shown content and schedules the program.
- **Box office** – aggregate value of sold tickets to the film / on the particular territory / for the particular period.
- **Box office receipts** – see Box office.
- **Cinema** – it may be the shortened definition of the film art, movie theater or cinematography in general in different contexts.

### ● Cinema hall

- Place used for film screening.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
- The space in a movie theater equipped with a screen, film projection and sound equipment.  
(InterMedia)

*Note by InterMedia: The necessity of clarifying the definition is based on the impossibility to use the official definition in this research dictating to name any place that was used for film screening at least once a cinema hall (or auditorium), e.g. libraries, theater lobbies, outdoor areas of parks, restaurant halls, subway stations, etc.*

- **Cinema organization** – organization, the main kinds of activities of which, regardless of its legal form or form of ownership, are film production; film chronicle production; film copying; film distribution; film screening; film reconstruction; cinema hall maintenance; production of film materials; production of film equipment; work and services in film and film chronicle production (film equipment and shooting floors rental, costumes making, set building, make-up preparation, postiche making, scenery, acting techniques, special effects, film processing, film sound, etc.); educational, scientific, research, publishing, promotional activities in cinematography; storage of films; storage of preprint materials of film chronicles.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)

- **Cinematography** – sphere of culture and arts that includes aggregation of professional, creative, productive, scientific, technical and educational activities, aimed at creation and use of cinematographic works.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)

*Note by InterMedia: The quoted law, just as many aspects of the legislation regarding culture, shows insufficient consideration and concretization of details. In this particular case, there is no definition of “cinematographic work”, which sometimes leads to the lack of legal clarity (e.g. should the broadcast of opera, recorded concert or other alternative content in a cinema hall be considered a “cinematographic work”?).*

- **Coproduction** – film production by companies registered in two or more countries.
- **Digital copy sale (EST, Electronic sell-through)** – deal aimed at legal provision of customers with the right to make a copy of a video content unit in the form of a file, saved by customers by technical means in no particular place, as well as the right to use the made copy for personal purposes. The digital copy obtained in such a way cannot be used in public, i.e. be exhibited to a significant number of people who are not the customer's family. Limitations based on the region, platform and period of use of such a digital copy are also possible.
- **Distribution certificate (DC)** – document issued by the Ministry of Culture of the Russian Federation to a person or entity having the right to screen a film in a cinema hall or by other technical means and / or to distribute it on physical media. Distribution certificate allows film usage by specified means on the territory of the Russian Federation.  
(Federal Law of August 22, 1996 No. 126-FZ)

- **Distribution of a film** – film circulation in any form and by any means.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)

*Note by InterMedia: This definition prescribes to consider circulation of films on digital media, on television, in digital networks, etc. to be distribution of a film as well. In this research only film release in movie theaters is considered to be distribution.*

- **Distributor (provider)** – private individual or legal entity that has the right to distribute a film, and that performs or organizes such distribution.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
  - **Exhibitor** – private individual or legal entity that shows films.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
  - **Feature film** – film that is no less than 52 minutes long.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
  - **Film** – audiovisual work produced in fictional, chronicle-documentary, popular-scientific, educational, animation, television or other form based on the creative concept, and consisting of images captured on film or other media and combined into the thematic whole of successively interconnected shots, which are meant for perception via special technical equipment.  
(Federal Law of August 22, 1996 No. 126-FZ (ed. December 01, 2014) “On State Support of Cinematography of the Russian Federation”, article 3)
- Note from InterMedia: According to this definition, not only all alternative content may be called a film, but also any television program, music video, commercial video, etc. can be recognized as a film. Other legal acts hold regulations that do not correspond to this definition, and in arguable cases courts and government bodies take decisions based on indirect and random parameters.*
- **Film art** – art form based on various technical ways of capturing and demonstrating images in motion, including those with accompanying sound.
  - **Film equipment** – equipment, machines, technical devices and their spare parts, which are used in film and film chronicle production, film copying, distribution and screening, as well as in performing work and providing services for film and film chronicle production.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
  - **Film festival** – series of screenings of specially picked out films, as well as other events united by one creative idea. It may include a contest by the decision of the organizer, in the course of which films are appraised by special jury or in some other way.
  - **Film market** – business event arranged to present projects and make deals between film market players, e.g. representatives of distributors, screening organizations, producers, etc. Generally, film markets are held regularly, both as a part of major international film festivals and independently in countries with a large film distribution market.

- **Film producer** – private individual or legal entity that undertook the initiative and responsibility for film funding, production and distribution.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)

- **Film project** – set of documents serving as the basis for decisions on state funding for national film production.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)

*Note by InterMedia: In daily use this term is used in case of a film, which is still under discussion or not finished.*

- **Film screening** – public film demonstration in a cinema hall, by over-the-air, cable or satellite television, as well as by other means.  
(Federal Law of August 22, 1996 No. 126-FZ, article 3)
- **Independent distributor** – film distributor, who has no obligations to a major film studio. In Russian practice, it is a non-major distributor.
- **Internet television (Internet TV)** – Internet services of video content live streaming (generally the content of over-the-air television channels).
- **IP TV (Internet Protocol Television)** – technology of providing video services by providers via fixed Internet-link upon IP protocol. Customers use Internet browser of the device or special TV-tuner to get this service.
- **Localization** – adaptation of a foreign audiovisual product for the audience in the country of screening. It assumes translation of names, dialogs, captions and subtitles, change of names, speech dubbing, etc.
- **Major** – unofficial definition of a few most influential film companies in the world. In Russia this term is also applied to the companies distributing the content of majors:

World Major	Russian distributor
Walt Disney Pictures	Walt Disney Studios Sony Pictures Releasing
20th Century Fox	20th Century Fox CIS
Paramount Pictures	Central Partnership
Universal Studios	Universal Pictures International Russia
Warner Bros.	Caro Premiere

- **Movie theater** – building or its part specially equipped for film screening.

- **National film** – film that meets the following requirements:
  - producer is a Russian citizen or a legal entity registered in Russia in the established order; the majority of film authors are Russian citizens;
  - film crew (directors, directors of photography, cameramen, sound engineers, art directors, costume designers, film editors, featured actors) includes no more than 30% of non-Russian citizens;
  - film is in the Russian language except for cases where a foreign language use is a part of the artistic concept;
  - no less than 50% of all work in estimated prices for film production, copying, distribution and screening are carried out by cinematographic organizations registered in Russia in the established order;
  - foreign funding in the production does not exceed 50% of film's estimated budget; no profanity is used.

Besides, a film produced according to international agreements of the Russian Federation jointly with foreign producers, persons without citizenship and foreign legal entities, may be considered a national film as well.

*(Federal Law of August 22, 1996 No. 126-FZ, article 4)*

- **Online theater** – Internet service that works according to the VOD system.
- **Online video store** – Internet service that sells digital copies of the content.
- **Organization's catalog** – aggregation of video content that the organization has the right to use. Catalog also includes premieres that the organization has the right to use, but the use of terms "catalog" and "premieres" established in the industry is not very accurate, when they are opposed to each other, e.g. "catalog releases" mean re-launch on physical media of previously released video content.
- **OTT (Over the Top)** – technology of providing video services by OTT-provider via special TV-tuner connected to the Internet. This technology is based on the standard HTTP protocol, which allows the service to work without participation of communications service provider.
- **Pitching** – in the Russian film industry, it is the procedure of on-site defense of film projects that claim state support for their production, and in rare cases, private investments.
- **Premiere** – nominal characteristic of a video content unit during a set period of time after its release, with the major share of its sales. The duration of that period varies from two weeks to three months, dependent on the state of the industry, special features of content usage and other factors.
- **Production budget of the film** – amount of money spent on film's production.
- **RCFA** – Russian Cinema Fund's Analytics.
- **Release** – launch of film screening in a particular period (in this research, from January 1 to December 31, 2016). In some cases the launched film itself is called a release.

- **Release box office** – film's box office taking since its release date without limitations by calendar year.
  - **Scheduling** – process when a booker defines the list of movie theaters, number of copies, cinema halls and show times for a particular film by days of the week.
  - **Screening market coverage** – system of events aimed at the development of a movie theatre chain and screening services for the people. The level of screening market coverage is characterized by the number of cinema halls (screens) per 100 thousand people.
  - **Screening results** – total box office receipts or number of viewers for a particular period divided by the number of screenings.
  - **Short film** – film shorter than 52 minutes.  
*(Federal Law of August 22, 1996 No. 126-FZ, article 3)*
  - **Smart TV** – device class that represents a TV-set or a home theater with built-in access to interactive services that operate via an Internet-connection.
  - **State support of cinematography** – state bodies' activity aimed at development of cinematography and creation of conditions to provide people with cinematographic works. It includes development and adoption of respective laws and other regulatory legal acts in the sphere of cinematography, in particular securing benefits for industry participants; partial state funding of production, distribution and screening of national films.
  - **Subscription television** – provision of the right to use video content on a commercial basis to customers (in contrast to free TV broadcasts on over-the-air television). There are three subscription television groups according to the broadcasting technology: satellite television, cable television and IP TV.
  - **Subscription to video services** – provision of the paid for right to a customer to access video services during a particular period.
  - **TV tuner (television receiver)** – device that allows to receive, decode and convert video signal received by antenna or cable, to transmit it to the display and speakers of user's device (TV-set, video wall, computer, home theater, mobile gadget, etc.).
  - **TV tuner types:**
    - built-in in user's devices (TV-sets, players, gaming consoles);
    - external (Set-top Box, TV tuners).
- Technologically, TV tuners are divided into analog and digital. Currently, most countries have almost completed their upgrade to digital technologies, and analog television will be no longer supported in Russia in 2018.
- **Video content** – combination of audiovisual works and other audiovisual products, including TV programs, broadcasts, etc., that are meant for public use.

- **Video live streaming (broadcasting, video streaming)** – video content broadcast according to the program predetermined by the broadcaster. It is used in all types of television, as well as in some Internet services. Broadcasters often offer customers opportunities to participate in scheduling, timeshift function, elimination of commercial breaks, etc.
- **Video on Demand (VOD, Rent a Movie)** – system of legal provision to customers of the right to watch video content on demand, online on their devices. Such a right does not assume provision of a digital copy to customers or public screening. Limitations based on the region, platform and period of use are also possible. The VOD technology generally provides rewind, pause, additional information and other functions.
- **VOD types:**
  - **AVOD (Advertising Video on Demand)** – free provision of the right to watch video content that holds advertising materials;
  - **SVOD (Subscription Video on Demand)** – purchase of the right to watch video content from the catalog by subscribers;
  - **TVOD (Transactional Video on Demand, Pay-per-view)** – purchase of the right to watch video content with separate payment for every unit by customers. It is typical for these services to limit periods when customers are allowed to watch the purchased content unit (generally 2-3 days).
- **Video services** – services in providing customers with video content and related services. This includes sale of digital copies, live streaming, video on demand and other services.
- **Violation or illegal use of copyright and/or related rights (plagiarism, counterfeit, piracy)** – use of objects protected by copyright or related rights without permission of authors or other title owners, as well as with violation of terms of agreements on such use, including beyond issued licenses. That is a breach of the law that is followed by civil, criminal and administrative liability under Part IV of the Civil Code of the Russian Federation, article 146 of the Criminal Code of the Russian Federation, article 7.12 of the Administrative Offences Code, etc.
- **Weekend** – time period from the release day till the morning of the first workday of the next week. This term is used by distributors to calculate box office receipts. It is four days from Thursday to Sunday in Russia, while there may be weekends from two up to five days over the world. There are also terms like Expanded Weekend (when one or few days in the beginning of the next week fall on holidays) and Shortened Weekend (when traditional weekend days, i.e. Saturday and / or Sunday are workdays for some reasons).
- **Weekend capacity** – amount of box office receipts and / or number of viewers of all films for the weekend.
- **Yearly box office** – film/films' box office receipts from January 1 to December 31 inclusive.



Photo: Boris Rabtsevich/Shutterstock.com

## YEAR OF CINEMA

2016 was officially named the Year of Cinema in Russia by the decree of the President of the Russian Federation, Vladimir Putin, dated October 7, 2015. The goal of dedicating the entire year to “the most important of all arts” was to draw attention to the Russian cinematography, as well as to its problems and achievements.

In the end of 2015, the Government of the Russian Federation formed a steering committee responsible for the provision, development and approval of the plan of main events of the Year of Cinema. The committee consisted of notable figures of the film industry, culture and arts, heads of major media holdings and TV channels and state officials. The committee was headed by Vladimir Medinsky, the Minister of Culture of the Russian Federation.

The steering committee developed the broad plan of all-Russian events dedicated to the celebration of the Year of Cinema. There were dozens of film festivals and film screenings among them, as well as opening of new movie theaters and film centers, organization of numerous exhibitions, concerts and lectures, launch of Internet projects and printed media on the Russian cinematography, awareness-building among people of all ages, opening of memorial tablets dedicated to film actors, organization of thematic events and celebrations. At the same time, every Russian region had its own plan of events for the Year of Russian Cinema.

### Main Events of the Year of Cinema

**1. Decision on state support** of film production from the federal budget during the entire year on non-repayable basis.

**2. Large-scale state program** of screening market coverage expansion aimed at the increase of availability of modern cinema services for the people (as of the end of 2015, about 40% of Russian people had no opportunity to watch the latest film releases in movie theaters).

During the implementation of the program since the end of 2015, the Cinema Fund distributed subsidies in the amount of 2.155 billion rubles (incl. 1.45 bln in 2016) for modernization of 437 movie theaters in the cities with the population not exceeding 500 thousand people. Most

supported theaters are located in residential areas with less than 100 thousand people. The requirement for an auditorium to get state support for re-equipment is to show no less than 50% of Russian films in a quarter.

**3. All-Russian initiative “Cinema Night”.** During August 27-28, 2016 night, all constituent entities of the Russian Federation showed the following Russian films: “Smeshariki. Legenda o Zolotom Drakone”, “Legenda No. 17”, “Batalyon”, which were chosen following the results of Internet-voting on the official website of the Year of Russian Cinema. About 1,800 venues in all regions of the Russian Federation took part in this initiative. More than 40% of these venues were outdoors (in the open-air). More than 70 thousand filmgoers took part in the event.

The Cinema Night became a truly large-scale event for many people (2-3 times more people than the organizers expected took part in it). Speaking of positive effects of the initiative, most organizers mentioned the availability of modern films, attraction of new filmgoers and increased interest in Russian films.

The initiative attracted people of different ages and was a different kind of family leisure (many residential areas suffer acute shortage in available leisure for a wide audience).

Some organizers of open-air screenings as a part of the event decided to continue this practice in future.

## LEGAL FRAMEWORK

The Russian legislation underwent a number of important changes in 2016, which directly affected the film industry.

In March 2016, significant revision of the legal framework of cinematography was launched for the first time in three years. So far, the Federal Law of March 28, 2017 No. 34-FZ “On Amendments to the Articles 8 and 9 of the Federal Law On State Support of Cinematography of the Russian Federation” has come into legal force.

According to the **new edition of articles 8 and 9 of the Federal Law “On State Support of Cinematography of the Russian Federation”**, national films, which were produced with state funding, should also be subtitled and provided with comments for the blind from June 1, 2017 at the expense of budget assignments.

These changes are aimed at the realization of provisions of the Convention on the Rights of Disabled People in order to protect and provide full and equal exercise of the rights and freedoms for disabled people.

It was set forth that upon receipt of state support to produce / distribute a national feature film, the recipient should provide subtitles and comments for the blind for this film at the expense of the said means and according to the requirements, approved by the Ministry of Culture of the Russian Federation.

Besides, film exhibitors will have to provide availability of cinema halls for disabled people, and show national feature films with subtitles and comments for the blind from January 1, 2018, in accordance with the rules, approved by the Ministry of Culture of the Russian Federation.

**The Decree of the Government of the Russian Federation of January 26, 2016 No. 38** became the most significant regulatory legal act regulating of state support of the Russian cinematography. It sets forth the rules of providing subsidies from the federal budget to support cinematography.

This decree approved the main directions of state support of cinematographic organizations for the next few years. It should be noted that the rules approved by this decree set forth the procedure and conditions for providing subsidies from the federal budget to support cinematography for an indefinite period of time, which allows to predict priority areas of development of the Russian cinematography for the next few years.

**The Decree of the Government of the Russian Federation of October 14, 2016 No. 1043** introduces significant amendments to the Rules of providing subsidies from the federal budget for support of cinematography, namely, the list of receivers of budget assignments was expanded in order to create the environment for showing national films. According to the new edition, organizations may claim state support if they show films in cinema halls, located in settlements of the Russian Federation with less

than 500 thousand residents (while it was less than 100 thousand in the previous edition).

This amendment is intended to expand the list of potential participants of the program that has been realized by the Cinema Fund since 2015 and aimed at the improvement of availability of services of modern digital film screening for people.

Another significant change of the current legislation concerning cinematography was introduced by the **Decree of the Government of the Russian Federation of February 27, 2016 No. 143** that approved the Rules of issuance, denial or cancellation of distribution certificates for films, as well as the Rules of keeping the state film register, which caused a wide response in the field of cinematography. According to item 13 of the Rules of issuance, denial or cancellation of distribution certificates for films, in case the Ministry of Culture of the Russian Federation receives two or more applications, with the same information on planned release dates of films, with similar theme, genre and / or meant for the same target audience on the territory of the Russian Federation, the Ministry of Culture suspends review of documents and sends notifications to applicants on the necessity to conduct negotiations on the order of film release dates on the territory of the Russian Federation. Following the results of such negotiations, applicants inform the Ministry of Culture of the Russian Federation on the decision taken and present applications with new planned film release dates. In case applicants fail to present a decision they agreed upon within the set period of time, the order of film release dates will be decided by the expert council on the issuance of distribution certificates, attached to the Ministry of Culture of the Russian Federation.

In case the Ministry of Culture of the Russian Federation receives an application with the same planned release date that has already been fixed in some other distribution certificate for another film issued six or more months before the release date, the Ministry of Culture of the Russian Federation sends received documents back to set a new release date, as well as informs about the nearest possible film release dates on the territory of the Russian Federation.

### **Federal Law “On State Support of Cinematography of the Russian Federation” of August 22, 1996 No. 126-FZ**

*is a fundamental federal regulatory legal act that regulates the main focal areas of state activities in preservation and development of cinematography, and also establishes the procedure of state support for cinematography.*

Besides the aforementioned, in order to attain conformity with the Federal Law of August 22, 1996 No. 126-FZ “On State Support of Cinematography of the Russian Federation”, the **Decree of the Government of the Russian Federation of December 21, 2016 No. 1421** introduced amendments to the Rules of issuance, denial or cancellation of distribution certificates for films, which were approved by the Decree of the Government of the Russian Federation of February 27, 2016 No. 143 that came into legal force on December 31, 2016.

These amendments significantly expand the ways of using a film that require a distribution certificate, as well as the list of persons having the right to apply for a distribution certificate. Namely, they define the way of film showing “by other technical means”, which annuls the limitation to show a film on physical media only that was set forth in the previous edition of the legal act, and opens the list of ways of showing.

Therefore, owners of exclusive rights to a film may receive the distribution certificate for all ways of using that film from December 31, 2016. Consequently, the Ministry of Culture of the Russian Federation recommended owners of exclusive rights to films to specify all the ways of film use in the application for distribution certificate, while the owners who received such certificates before December 31, 2016, should apply to the Ministry of Culture to add all possible ways of film use to the previously received distribution certificate.

The Administrative regulations of the Ministry of Culture of the Russian Federation on the provision of state service on the issuance of national film certificates as amended by the **Order of the Ministry of Culture of December 28, 2015 No. 3421** came into legal force on February 23, 2016. The new edition significantly shortens the list of documents required for the provision of state service. In particular, to get a national film certificate, it is not necessary to present an excerpt from the Unified State Register of Legal Entities or the Unified State Register of Private Entrepreneurs. When filing an application for national film certificate for completed film, it is no longer necessary to provide a distribution certificate. Additional provision of aforementioned documents when filing an application for provision of that state service is up to the applicant.

Another significant change in the legislation concerning cinematography was the adoption of the **Federal Law “On Amendments to the Code of the Russian Federation**

**on Administrative Offenses” of July 03, 2016 No. 293-FZ.** This legislative act introduced amendments to article 19.7.7 of the Code of the Russian Federation on Administrative Offenses. According to these amendments, administrative fines for non-provision or incomplete provision by exhibitor, arranging paid-for screenings in cinema halls, of information to the Russian Cinema Fund’s Analytics on the screenings of films in cinema halls, or for provision of knowingly false information are calculated from July 15, 2016 proportionally to aggregate amount of revenues from sales of all goods (works, services) in the calendar year preceding the year when the administrative offense was found out at the ratio from 0.001 to 0.01 from the aggregate amount of revenues, but not less than 100 thousand rubles. Repeated violation of this regulation will increase the amount of administrative fine up to 1/25 of the aggregate amount of revenues from sales of all goods (works, services) in the calendar year preceding the year when the administrative offense was found out, but not less than 400 thousand rubles. This amendment is meant to enhance liability for violation of exhibitors’ liabilities to provide exact reporting on films’ screenings in cinema halls on the territory of the Russian Federation.

It should be specifically noted that the **Decree of the Government of the Russian Federation of December 15, 2016 No. 2694-p** “On the Agreement between the Government of the Russian Federation and the Government of the People’s Republic of China on Cooperation in Film Co-production” was approved, in December, 2016. According to it both governments decided to provide joint films that get “national” status with the same benefits, which are provided to national films according to the laws of either country. This agreement also defines the main features of films, co-produced by the parties to this agreement, the procedure of assigning this status and the ratio of financial contributions by co-producers.

Other legislative acts were approved in some sectors related to the legislative regulation of cinematographic activities, including in copyrights protection, but they are not directly referred to in this research.

### CONDITIONS FOR DEVELOPMENT OF FILM INDUSTRY IN RUSSIA

The table below shows the main Russian socio-economic indicators in the beginning and in the end of 2016, as well as some key figures for film industry.

## Dynamics of socio-economic indicators of Russia’s development, 2015-2016

	2015	2016
Population, mln people	146.4	146.5
Average age of population, years	39.6	39.3
Average monthly nominal wages, rubles	34,030	37,476
Population income per capita, rubles per month	30,474	30,775
GDP in current prices, trillion rubles	83,232	86,044
GDP per capita, thousand rubles	568.6	586.2
Inflation rate, %	12.9	5.4
Number of active Internet users, mln people	80.5	86
State expenses for culture, billion rubles	90.76	94.96
Amount of state financial support for cinematography, billion rubles	6.2	7.2
Film distribution market, billion rubles	43.5	48.3
Total number of viewers in movie theaters, mln people	173.7	191.6

Data sources: Russian Federal State Statistics Service, Russian Association for Electronic Communications, World Bank, Cinema Fund



Photo: Denis Rozhnovsky/Shutterstock.com

## CHAPTER 1. FILM DISTRIBUTION

Russian film distribution market _____	37
Best distribution dynamics _____	39
Number of filmgoers _____	46
Age limits _____	84
Genre diversity in distribution _____	86
Distributors _____	96
Producing countries in Russian distribution _____	98
Documentary films _____	104
Short films _____	106
Alternative content _____	108

# FILM DISTRIBUTION

## Top 100 highest-grossing films, 2016

No.	Film title	Release date (day/mon)	Country of production	Distributor	Share of total box office receipts, %	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
1	Zootopia	03.03	USA	WDSSPR	4.1	2,048,868,727	28,760,173	8,304,585	189,867	246.7
2	The Secret Life of Pets	18.08	USA	UPI	3.9	1,971,952,170	30,573,247	8,611,584	247,375	229.0
3	Deadpool	11.02	USA, Canada	FOX	3.1	1,587,984,955	20,326,644	6,004,522	139,798	264.5
4	Suicide Squad	04.08	USA	CAO	3.1	1,571,269,059	23,999,998	6,060,257	177,291	259.3
5	Viking	29.12	Russia	CP	3.0	1,491,052,442	24,660,838	5,624,092	136,182	265.1
6	Fantastic Beasts and Where to Find Them	17.11	USA, UK	CAO	2.8	1,408,442,080	21,761,199	5,134,075	160,814	274.3
7	Ekipazh	21.04	Russia	CP	2.8	1,402,801,975	21,387,713	4,982,020	179,371	281.6
8	Warcraft	26.05	USA	UPI	2.6	1,305,714,886	19,795,704	4,722,145	144,136	276.5
9	Doctor Strange	31.10	USA	WDSSPR	2.6	1,290,507,595	20,239,981	4,492,817	142,689	287.2
10	The Jungle Book	07.04	USA	WDSSPR	2.4	1,214,832,097	18,195,200	4,623,707	159,578	262.7
11	Now You See Me 2	09.06	USA	CP	2.0	1,021,088,387	15,739,274	4,101,673	124,363	248.9
12	The Revenant	07.01	USA	FOX	2.0	1,006,020,013	13,403,034	3,602,705	88,919	279.2
13	Passengers	22.12	USA	WDSSPR	1.9	983,436,220	16,195,114	3,444,618	105,111	285.5
14	Captain America: Civil War	05.05	USA	WDSSPR	1.9	954,345,862	14,461,511	3,475,162	130,105	274.6
15	Miss Peregrine's Home for Peculiar Children	06.10	USA, Belgium, UK	FOX	1.8	927,792,602	14,781,248	3,674,430	126,364	252.5
16	Ice Age: Collision Course	14.07	USA	FOX	1.8	886,882,081	13,790,332	4,048,249	180,245	219.1
17	Kung Fu Panda 3	28.01	USA, China	FOX	1.6	823,555,321	10,688,308	3,492,158	136,238	235.8
18	Batman v Superman: Dawn of Justice	24.03	USA	CAO	1.6	808,835,216	11,851,887	2,859,089	114,988	282.9
19	Tri Bogatyrya i Morskoy Tsar	24.12	Russia	NKI	1.5	765,475,622	12,632,555	3,462,283	90,860	221.1
20	Moana	01.12	USA	WDSSPR	1.5	748,571,293	11,833,934	3,226,011	125,778	232.0
21	Trolls	27.10	USA	FOX	1.5	744,631,597	11,696,839	3,505,309	116,850	212.4
22	Yolki 5	22.12	Russia	FOX / BZL	1.4	730,312,743	12,013,053	2,904,339	87,954	251.5
23	Angry Birds	12.05	USA, Finland	WDSSPR	1.4	708,137,661	10,786,321	3,182,051	120,006	222.5
24	Ivan Tsarevich i Seryy Volk 3	01.01	Russia	NKI	1.4	705,375,425	9,632,366	3,122,454	70,917	225.9

## Top 100 highest-grossing films, 2016 (continued)

No.	Film title	Release date (day/mon)	Country of production	Distributor	Share of total box office receipts, %	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
25	Gods of Egypt	25.02	USA, Australia	CP	1.3	670,802,029	9,043,640	2,332,037	92,636	287.6
26	Rogue One: A Star Wars Story	15.12	USA	WDSSPR	1.3	644,956,830	10,507,472	2,153,992	110,703	299.4
27	X-Men: Apocalypse	19.05	USA	FOX	1.3	642,551,890	9,689,608	2,384,503	100,222	269.5
28	Alice Through the Looking Glass	26.05	USA	WDSSPR	1.2	601,658,167	9,104,367	2,507,306	104,658	240.0
29	Teenage Mutant Ninja Turtles: Out of the Shadows	02.06	USA	CP	1.1	555,603,109	8,392,581	2,478,122	102,065	224.2
30	Finding Dory	16.06	USA	WDSSPR	1.1	541,450,822	8,317,258	2,665,454	115,260	203.1
31	Inferno	13.10	USA	WDSSPR	1.1	532,665,054	8,456,633	1,937,706	87,640	274.9
32	The Legend of Tarzan	30.06	USA	CAO	1.0	529,873,339	8,237,520	2,018,146	100,225	262.6
33	Zhenikh	15.09	Russia	CRP	0.9	459,282,689	7,118,995	1,994,011	97,241	230.3
34	Independence Day: Resurgence	23.06	USA	FOX	0.8	408,332,457	6,293,544	1,497,600	96,645	272.7
35	The Hateful Eight	01.01	USA	CP	0.8	398,959,398	5,090,514	1,407,988	47,113	283.4
36	Allegiant.	10.03	USA	CP	0.8	387,011,599	5,521,662	1,574,980	79,337	245.7
37	Star Trek Beyond	21.07	USA	CP	0.7	373,405,725	5,725,345	1,349,635	97,336	276.7
38	28 Panfilovtsev	24.11	Russia	UPI	0.7	365,338,957	5,673,792	1,584,002	72,224	230.6
39	Duelyant	29.09	Russia	WDSSPR	0.7	364,017,483	5,766,793	1,353,189	99,633	269.0
40	The BFG	30.06	USA, UK, Canada	WDSSPR	0.7	343,467,768	5,339,177	1,630,411	75,776	210.7
41	Ledokol	20.10	Russia	NKI	0.7	337,677,198	5,351,344	1,408,518	70,244	239.7
42	Storks	22.09	USA	CAO	0.6	311,893,363	4,914,965	1,447,118	77,263	215.5
43	Den Vyborov 2	18.02	Russia	UPI	0.6	301,012,085	3,946,452	1,029,017	56,871	292.5
44	Strana Chudes	01.01	Russia	WDSSPR	0.6	294,912,717	4,033,946	1,071,977	35,974	275.1
45	Ghostbusters	28.07	USA	WDSSPR	0.6	288,416,814	4,331,896	1,169,323	85,529	246.7
46	Dirty Grandpa	21.01	USA	CP	0.6	281,525,113	3,581,538	1,125,131	36,858	250.2
47	The Conjuring 2	16.06	USA	CAO	0.5	273,213,991	4,189,370	1,190,116	46,339	229.6
48	Mafiya: Igra na Vyzhyvanie	01.01	Russia	CRP	0.5	272,553,852	3,725,539	912,565	34,325	298.7
49	Snezhnaya Koroleva 3: Ogon i Led	29.12	Russia	UPI	0.5	270,871,561	4,483,073	1,223,840	39,957	221.3
50	SuperBobrov	17.03	Russia	WDSSPR	0.5	269,964,608	3,943,551	1,169,184	50,312	230.9
51	Office Christmas Party	08.12	USA	CP	0.5	266,935,062	4,258,443	1,065,646	48,928	250.5
52	War Dogs	18.08	USA	CAO	0.5	265,214,375	4,113,350	1,060,469	42,305	250.1
53	Arrival	11.11	USA	WDSSPR	0.5	259,014,121	3,989,546	992,955	38,319	260.9
54	Ben-Hur	08.09	USA	CP	0.5	258,977,381	4,006,026	961,952	65,620	269.2
55	The 5th Wave	21.01	USA	WDSSPR	0.5	248,707,790	3,127,036	1,036,560	56,178	239.9

## Top 100 highest-grossing films, 2016 (continued)

No.	Film title	Release date (day/mon)	Country of production	Distributor	Share of total box office receipts, %	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
56	Lights Out	21.07	USA	CAO	0.5	247,057,648	3,784,773	1,085,414	46,724	227.6
57	Me Before You	07.07	USA	CAO	0.5	245,165,237	3,816,239	1,029,988	46,244	238.0
58	Smeshariki: Legenda o Zolotom Drakone	17.03	Russia	UPI	0.5	241,508,400	3,526,323	1,220,765	62,012	197.8
59	Allied	01.12	USA	CP	0.5	239,992,754	3,776,329	843,979	38,209	284.4
60	Jason Bourne	01.09	USA	UPI	0.5	232,904,000	3,566,156	851,072	66,620	273.7
61	The Finest Hours	28.01	USA	WDSSPR	0.4	217,084,276	2,782,377	732,717	56,032	296.3
62	Alvin and the Chipmunks: The Road Chip	14.01	USA	FOX	0.4	215,780,396	2,763,819	1,018,038	45,723	212.0
63	The Huntsman: Winter's War	14.04	USA	UPI	0.4	213,686,538	3,219,113	807,493	74,396	264.6
64	Collateral Beauty	15.12	USA	CAO	0.4	212,697,499	3,464,913	795,540	35,912	267.4
65	Underworld: Blood Wars	24.11	USA	WDSSPR	0.4	209,079,998	3,233,485	770,817	53,496	271.2
66	Pete's Dragon	11.08	USA	WDSSPR	0.4	208,068,488	3,219,337	1,007,876	69,225	206.4
67	The Girl on the Train	03.11	USA	UPI	0.4	198,750,358	3,106,827	766,888	33,534	259.2
68	The Magnificent Seven	22.09	USA	WDSSPR	0.4	198,459,701	3,109,875	745,198	52,691	266.3
69	Bridget Jones's Baby	15.09	UK, USA, Ireland, France	UPI	0.4	197,362,806	3,061,616	745,178	45,680	264.9
70	Mechanic: Resurrection	25.08	USA, France	FOX/MGG	0.4	192,851,603	2,954,596	758,800	44,485	254.2
71	Jack Reacher: Never Go Back	20.10	USA	CP	0.4	191,146,717	3,044,377	722,077	47,834	264.7
72	Zemletryasenie	01.12	Russia	CRP	0.4	189,592,100	2,971,154	769,179	42,482	246.5
73	The Shallows	07.07	USA	WDSSPR	0.4	182,150,564	2,836,761	737,396	44,489	247.0
74	The Accountant	27.10	USA	CAO	0.4	177,527,440	2,795,340	644,352	35,129	275.5
75	Chempiony: Bystree. Vyshe. Silnee	18.02	Russia	FOX	0.3	168,522,615	2,204,151	737,483	39,774	228.5
76	Hardcore Henry	07.04	Russia	FOX / BZL	0.3	166,975,248	2,484,600	673,314	38,110	248.0
77	8 Luchshikh Svidany	03.03	Russia	CP	0.3	159,809,103	2,193,247	615,121	39,265	259.8
78	Status: Svoboden	21.01	Russia	CRP	0.3	152,925,685	1,925,522	621,052	37,186	246.2
79	Sully	08.09	USA	CAO	0.3	152,028,388	2,356,206	534,781	31,526	284.3
80	Ded Moroz.Bitva Magov	22.12	Russia	FOX	0.3	151,729,675	2,496,378	673,038	32,637	225.4
81	How to Be Single	11.02	USA	CAO	0.3	151,562,653	1,942,891	580,514	27,560	261.1
82	Sausage Party	08.09	USA	WDSSPR	0.3	150,508,742	2,331,813	624,766	34,360	240.9
83	Nerve	15.09	USA	WDSSPR	0.3	150,493,397	2,329,362	658,518	32,953	228.5
84	Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04	Russia	NKI	0.3	143,479,616	2,193,849	696,600	51,303	206.0
85	Deepwater Horizon	29.09	USA	CP	0.3	140,897,533	2,228,022	572,775	42,265	246.0
86	Grimsby	10.03	USA	WDSSPR	0.3	139,866,526	1,995,938	517,018	31,767	270.5

Top 100 highest-grossing films, 2016 (continued)

No.	Film title	Release date (day/mon)	Country of production	Distributor	Share of total box office receipts, %	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
87	Daddy's Home!	07.01	USA	CP	0.3	137,099,396	1,854,393	508,702	18,533	269.5
88	London Has Fallen	17.03	USA, UK, Bulgaria	PRD	0.3	136,252,284	1,981,109	486,039	32,578	280.3
89	Don't Breathe	25.08	USA	WDSSPR	0.3	131,715,919	2,017,198	558,255	35,063	235.9
90	The Nice Guys	09.06	USA, UK	PRD	0.3	140,711,639	1,876,784	494,695	29,534	284.4
91	Café Society	21.07	USA	VLG	0.2	113,672,999	1,745,351	361,627	17,784	314.3
92	Pyatnitsa	25.02	Russia	CP	0.2	100,171,085	1,349,556	373,832	20,585	268.0
93	Mike and Dave Need Wedding Dates	07.07	USA	FOX	0.2	99,112,814	1,536,748	433,616	26,925	228.6
94	Keeping Up with the Joneses	10.11	USA	FOX	0.2	98,682,433	1,517,835	395,292	27,900	249.6
95	The Big Short	21.01	USA	CP	0.2	88,006,401	1,119,899	283,875	15,554	310.0
96	Molot	03.11	Russia	CP	0.2	87,820,267	1,372,478	381,273	21,111	230.3
97	Central Intelligence	07.07	USA	UPI	0.2	85,629,078	1,337,789	349,285	22,193	245.2
98	30 Svidany	04.02	Russia	CRP	0.2	85,533,140	1,090,491	355,813	25,590	240.4
99	Mult v Kino. Vypusk No.22-41	07.01	Russia	MVK	0.2	84,368,457	1,153,066	707,333	60,658	119.3
100	10 Cloverfield Lane	31.03	USA	CP	0.2	80,951,187	1,197,502	316,294	23,439	255.9
Total for TOP 100:					91.9	46,437,546,176	698,347,033	183,957,466	7,316,605	
Total (486 films):					100	50,516,705,287		201,023,417	8,775,811	

Source: RCFA

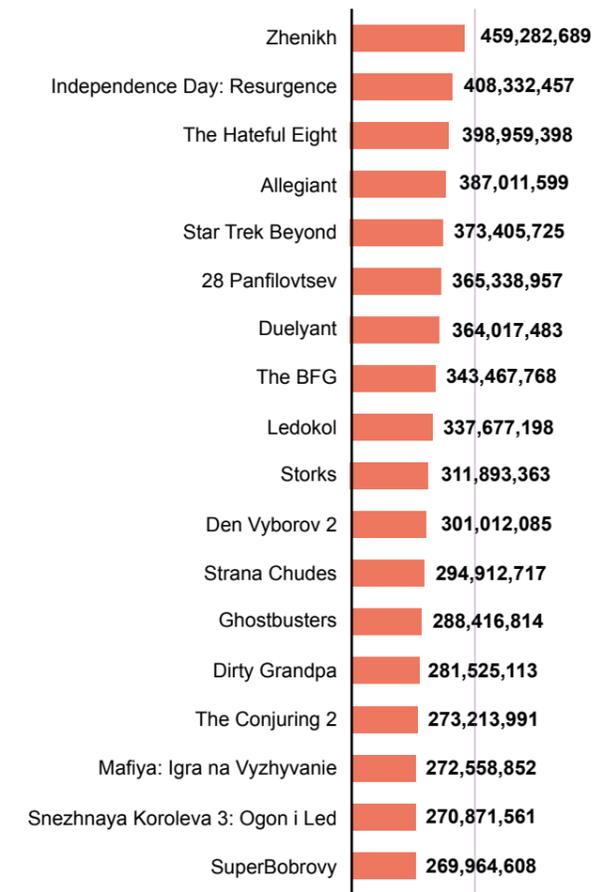
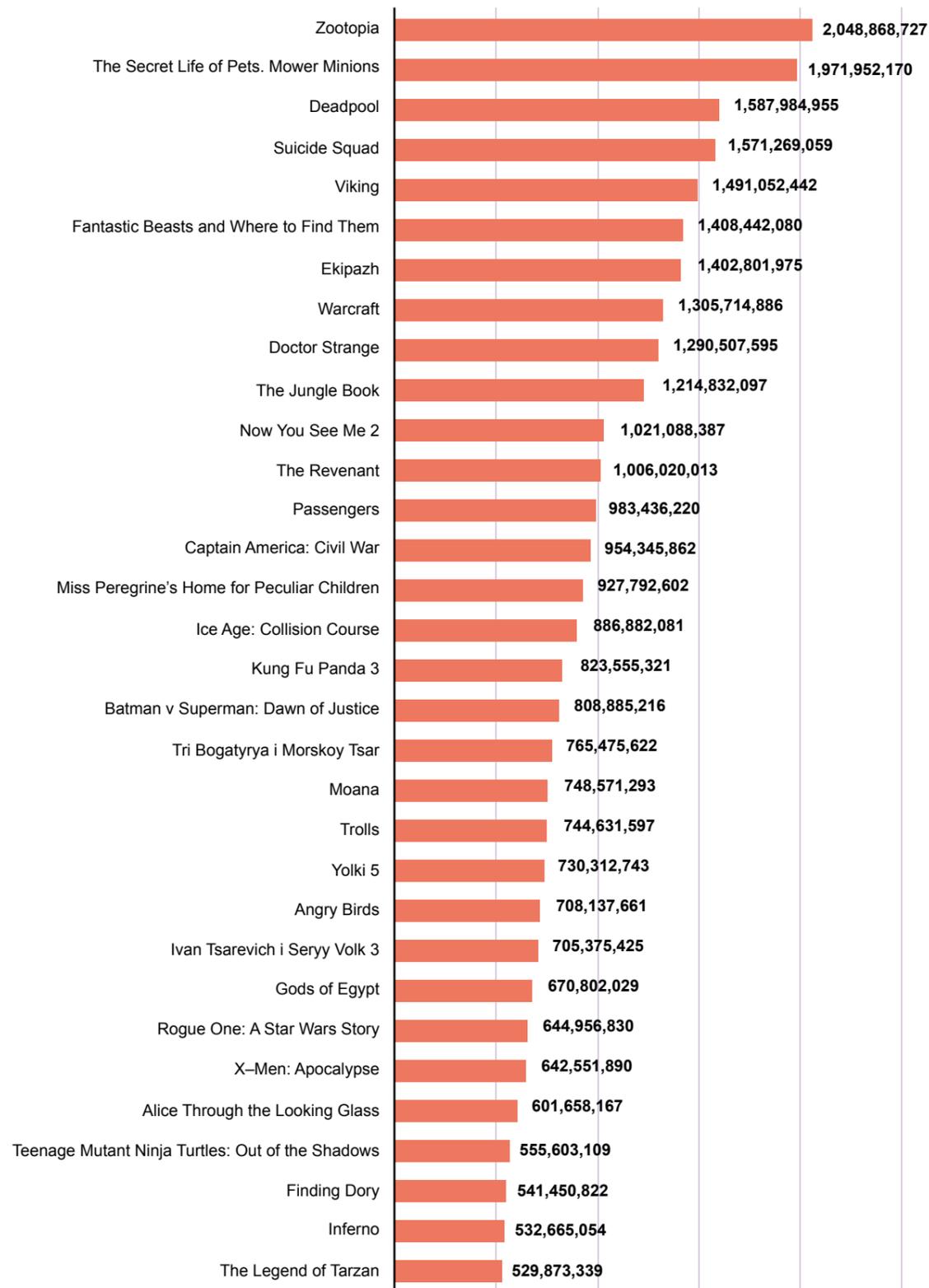
Full distributors' names:

- CAO – Caro Premier
- CP – Central Partnership
- CRP – Caroprokat
- FOX – 20th Century Fox CIS
- FOX/BZL – 20th Century Fox CIS / Bazelevs Distribution
- FOX/MGG – 20th Century Fox CIS / Megogo Distribution
- MVK – Mult v Kino
- NKI – Nashe Kino
- PRD – Paradise
- UPI – Universal Pictures International Russia
- VLG – Volga
- WDSSPR – Walt Disney Studios Sony Pictures Releasing



"Ekipazh" production © Central Partnership

### Top 50 highest-grossing films, 2016



Source: RCFA

### Top 25 Russian highest-grossing films, 2016

No.	Film title	Release date (day/mon)	Distributor	Share, % *	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
1	CF Viking	29.12	CP	13.7	1,491,052,442	24,660,838	5,624,092	136,182	265.1
2	CF Ekipazh	21.04	CP	12.9	1,402,801,975	21,387,713	4,982,020	179,371	281.6
3	CF Tri Bogatyrya i Morskoy Tsar	24.12	NKI	7.1	765,475,622	12,632,555	3,462,283	90,860	221.1
4	CF Yolki 5	22.12	FOX/BZL	6.7	730,312,743	12,013,053	2,904,339	87,954	251.5
5	CF Ivan Tsarevich i Seryy Volk 3	01.01	NKI	6.5	705,375,425	9,632,366	3,122,454	70,917	225.9
6	CF Zhenikh	15.09	CRP	4.2	459,282,689	7,118,995	1,994,011	97,241	230.3
7	CF 28 Panfilovtsev	24.11	UPI	3.4	365,338,957	5,673,792	1,584,002	72,224	230.6
8	CF Duelyant	29.09	WDSSPR	3.4	364,017,483	5,766,793	1,353,189	99,633	269.0
9	CF Ledokol	20.10	NKI	3.1	337,677,198	5,351,344	1,408,518	70,244	239.7
10	Den Vyborov 2	18.02	UPI	2.8	301,012,085	3,946,452	1,029,017	56,871	292.5
11	CF Strana Chudes	01.01	WDSSPR	2.7	294,912,717	4,033,946	1,071,977	35,974	275.1
12	CF Mafiya: Igra na Vyzhyvanie	01.01	CRP	2.5	272,553,852	3,725,539	912,565	34,325	298.7
13	CF Snezhnaya Koroleva 3: Ogon i Led	29.12	UPI	2.5	270,871,561	4,483,073	1,223,840	39,957	221.3
14	CF SuperBobrovy	17.03	WDSSPR	2.5	269,964,608	3,943,551	1,169,184	50,312	230.9
15	CF Smeshariki.Legenda o Zolotom Drakone	17.03	UPI	2.2	241,508,400	3,526,323	1,220,765	62,012	197.8
16	CF Zemletryasenie	01.12	CRP	1.7	189,592,100	2,971,154	769,179	42,482	246.5
17	CF Chempiony: Bystree. Vyshe. Silnee	18.02	FOX	1.6	168,522,615	2,204,151	737,483	39,774	228.5
18	CF Hardcore Henry	07.04	FOX/BZL	1.5	166,975,248	2,484,600	673,314	38,110	248.0
19	8 Luchshikh Svidany	03.03	CP	1.5	159,809,103	2,193,247	615,121	39,265	259.8
20	CF Status: Svoboden	21.01	CRP	1.4	152,925,685	1,925,522	621,052	37,186	246.2
21	CF Ded Moroz.Bitva Magov	22.12	FOX	1.4	151,729,675	2,496,378	673,038	32,637	225.4
22	CF Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04	NKI	1.3	143,479,616	2,193,849	696,600	51,303	206.0
23	Pyatnitsa	25.02	CP	0.9	100,171,085	1,349,556	373,832	20,585	268.0
24	CF Molot	03.11	CP	0.8	87,820,267	1,372,478	381,273	21,111	230.3
25	CF 30 Svidany	04.02	CRP	0.8	85,533,140	1,090,491	355,813	25,590	240.4

Source: RCFA

\* The share of total Russian film's box office receipts in 2016

CF – films produced and / or distributed with the Cinema Fund's support.

**Full distributors' names:**

- CP – Central Partnership
- CRP – Caroprokat
- FOX – 20th Century Fox CIS
- FOX/BZL – 20th Century Fox CIS / Bazelevs Distribution
- NKI – Nashe Kino
- UPI – Universal Pictures International Russia
- WDSSPR – Walt Disney Studios Sony Pictures Releasing

## Top 35 European highest-grossing films, 2016

No.	Film title	Country	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles	
1	Bridget Jones's Baby	UK, USA, Ireland, France	15.09	UPI	197,362,806	3,061,616	745,178	45,680	264.9	197,362,806
2	Robinson Crusoe	France, Belgium	14.04	VLG	78,326,407	1,184,494	373,067	26,315	210.0	78,326,407
3	Ozzy	Spain, Canada	03.11	VLG	64,830,199	1,009,989	333,399	13,518	194.5	64,830,199
4	Nine Lives	France, China	01.09	NKI	62,369,115	959,186	287,011	16,237	217.3	62,369,115
5	The Other Side of the Door	UK, India	25.02	FOX	53,318,391	706,139	222,778	17,623	239.3	53,318,391
6	The Infiltrator	UK	11.08	VLG	40,941,071	634,489	136,916	9,569	299.0	40,941,071
7	High-Rise	UK	14.04	EXP	38,928,347	586,954	146,595	12,640	265.6	38,928,347
8	Un homme à la hauteur	France	12.05	VLG	35,273,619	535,821	130,683	11,568	269.9	35,273,619
9	The Girl with All the Gifts	UK, USA	13.10	EXP	30,349,288	479,872	133,516	10,629	227.3	30,349,288
10	Eddie the Eagle	UK, USA, Germany	07.04	FOX	27,413,009	405,780	107,758	13,240	254.4	27,413,009
11	Atrapa la bandera	Spain	24.03	CP	25,026,625	366,528	132,362	13,777	189.1	25,026,625
12	L'odyssée	France	01.12	MVK	23,950,026	377,616	96,529	6,104	248.1	23,950,026
13	Friend Request	Germany	17.03	LUX	23,921,393	346,829	106,973	7,921	223.6	23,921,393
14	Fack ju Göhte 2	Germany	28.01	LUX	22,042,334	288,744	94,959	7,939	232.1	22,042,334
15	The Neon Demon	Denmark, France, USA	28.07	CPR	19,576,401	296,337	78,095	6,717	250.7	19,576,401
16	Les nouvelles aventures d'Aladin	France	11.02	NKI	18,537,564	235,114	86,773	8,350	213.6	18,537,564
17	Mon roi	France	18.02	AOF	18,496,158	249,586	55,579	2,694	332.8	18,496,158
18	Julieta	Spain	04.08	KF	18,232,395	280,066	58,726	3,447	310.5	18,232,395
19	Les Visiteurs:La Révolution	France	07.04	LUX	17,166,797	252,959	74,665	7,226	229.9	17,166,797
20	Elle	France Germany, Belgium	22.09	CPR	16,422,918	255,667	57,676	3,691	284.7	16,422,918
21	Regression	Spain, Canada	04.02	VLG	16,273,896	209,273	68,265	8,239	238.4	16,273,896
22	A Bigger Splash	France, Italy	09.06	EXP	14,970,728	230,795	48,715	4,794	307.3	14,970,728
23	The Danish Girl	UK	28.01	UPI	14,769,938	192,751	51,533	4,107	286.6	14,769,938
24	Gespensterjäger	Germany, Austria, Ireland	28.04	LUX	13,063,844	200,020	70,685	7,613	184.8	13,063,844
25	Bastille Day	France, UK, USA	28.07	VLG	12,633,142	189,339	49,507	5,924	255.2	12,633,142
26	Chocolat	France	12.05	LUX	12,173,513	185,648	49,161	4,667	247.6	12,173,513
27	Love & Friendship	Ireland, Netherlands, France, UK	18.08	EXP	11,733,406	182,107	43,509	3,982	269.7	11,733,406
28	Blinky Bill the Movie	Ireland, Australia	28.07	EXP	10,803,797	161,071	68,348	9,677	158.1	10,803,797
29	The Light Between Oceans	UK, USA, New Zealand	08.09	ART	10,598,374	164,589	41,306	3,500	256.6	10,598,374
30	Our Kind of Traitor	UK	12.05	MGG	9,647,405	147,366	31,817	5,205	303.2	9,647,405
31	War on Everyone	UK	03.11	ART	8,672,446	135,911	30,501	1,558	284.3	8,672,446
32	Joséphine s'arrondit	France	21.07	LUX	7,377,929	113,601	34,659	4,810	212.9	7,377,929

**Top 35 European highest-grossing films, 2016 (continued)**

No.	Film title	Country	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles	
33	Frantz	France, Germany	13.10	CPR	6,869,448	108,454	24,664	1,711	278.5	6,869,448
34	Brooklyn	UK, Ireland, Canada	04.02	FOX	6,754,350	108,627	23,353	2,150	289.2	6,754,350
35	La corrispondenza	Italy, UK	05.05	EXP	6,136,451	93,031	23,922	3,489	256.5	6,136,451

Source: RCFA

**Full distributors' names:**  
 CPR – Cinema Prestige      MGG – Megogo Distribution      WDSSPR – Walt Disney Studios Sony  
 ART – Arthouse              EXP – Exponenta Film              MVK – Mult v Kino              Pictures Releasing  
 AOF – A-One Films              FOX – 20th Century Fox CIS      NKI – Nashe Kino  
 BZL – Bazelevs Distribution      KF – Kapella Film              RWV – Russian World Vision  
 CP – Central Partnership          LUX – Luxor                          VLG – Volga

**Top 20 Asian highest-grossing films, 2016**

No.	Film title	Country	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles	
1	Sadakov Kayako	Japan	14.07	EXP	12,461,924	194,279	56,967	5,176	218.8	12,461,924
2	Ah-ga-ssi	South Korea	25.08	CPR	12,008,590	184,671	42,009	2,775	285.9	12,008,590
3	Busanhaeng	South Korea	24.11	PRO	8,387,885	131,635	32,928	2,454	254.7	8,387,885
4	Bling	South Korea, USA	17.11	NKI	8,227,277	126,358	42,955	4,460	191.5	8,227,277
5	Xiong Chumo Zhi Xueling Xiongfeng	China	11.02	TFD	4,720,250	58,993	25,273	3,022	186.8	4,720,250
6	Frog Kingdom	China, USA	06.10	RR	4,063,592	64,901	23,846	2,510	170.4	4,063,592
7	Gamba: Ganba to nakamatachi	Japan	08.09	CPR	3,452,472	53,233	19,801	2,398	174.4	3,452,472
8	Baskin	Turkey, USA	14.04	CPR	3,263,414	47,893	13,603	1,299	239.9	3,263,414
9	Xi you ji zhi da sheng gui lai	China	17.03	TFD	2,688,880	38,819	14,532	2,375	185.0	2,688,880
10	Boonie BearsIII	China	04.08	MGG	2,210,046	33,509	14,522	2,370	152.2	2,210,046
11	Polar Adventure	China	04.08	PRD	1,687,566	25,770	10,542	2,072	160.1	1,687,566
12	Long zai na li	China, Hong Kong	04.08	RR	1,291,759	19,806	11,519	1,591	112.1	1,291,759
13	Ejdeha Vared Mishavad!	Iran	02.06	AOF	1,291,533	19,715	5,224	631	247.2	1,291,533
14	Vorogayt	Armenia	05.05	PRD	1,056,703	16,065	3,048	181	346.7	1,056,703
15	Gekijō rei	Japan	11.02	RR	502,967	6,410	2,220	343	226.6	502,967
16	Honey Money	Armenia, Russia	21.04	PRD	350,517	5,696	1,207	294	290.4	350,517
17	Bratya	Mongolia	03.03	SAM	244,550	4,049	941	59	259.9	244,550
18	Stranded in Canton	China, France, Denmark, Sweden	04.02	ANT	68,739	1,104	421	138	163.3	68,739
19	Kurmanjandatka	Kyrgyzstan	18.08	SAM	61,988	965	254	42	244.0	61,988
20	Kid Kulafu	Philippines	03.11	RUR	9,100	151	52	11	175.0	9,100

Source: RCFA

**Full distributors' names:**  
 ANT – Antipod              EXP – Exponenta Film              PRD – Paradise              RUR – Russian Report  
 AOF – A-One Films              MGG – Megogo Distribution              PRO – PROvzglyad              SAM – Samokat  
 CPR – Cinema Prestige              NKI – Nashe Kino              RR – Raketa Releasing              TFD – Top Film Distribution

### Top 25 highest-grossing limited\* release films, 2016

No.	Film title	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles
1	Vzломат Blogerov	10.11	BZL	7,323,648	114,193	19,775	929	370.3
2	Gektar	13.10	SAM	5,263,804	87,149	22,116	285	238.0
3	Les deux amis	24.03	AOF	4,609,868	68,078	16,087	930	286.6
4	Late Shift	24.11	COC	3,225,447	51,318	7,747	898	416.3
5	En man som heter Ove	30.06	RUR	2,236,926	34,804	9,232	843	242.3
6	Nuestros amantes	06.10	RWV	1,571,062	24,504	5,101	601	308.0
7	Éperdument	07.07	KF	1,479,720	23,035	4,831	531	306.3
8	Pas son genre	05.05	AOF	1,332,887	20,248	4,908	474	271.6
9	Ejdeha Vared Mishavad!	02.06	AOF	1,291,533	19,715	5,224	631	247.2
10	Kiki, el amor se hace	15.09	RUR	1,263,304	19,342	5,278	689	239.4
11	Marguerite	19.05	KF	1,189,911	18,009	4,832	416	246.3
12	Saint Amour	26.05	RUR	1,139,586	17,319	4,529	583	251.6
13	Maryland	14.01	PF	1,077,537	13,960	3,415	421	315.5
14	The Curse of Sleeping Beauty	02.06	MP	1,064,948	16,104	4,421	643	240.9
15	Vorogayt	05.05	PRD	1,056,703	16,065	3,048	181	346.7
16	Chant d'hiver	05.05	CPR	1,030,011	15,669	4,007	426	257.1
17	The Road Within	24.03	KS	991,582	14,593	3,644	333	272.1
18	Khara Dai (Neshist)	12.01	SAM	990,247	16,395	4,145	130	238.9
19	Leoni	01.12	PK	971,301	14,583	3,530	335	275.2
20	Strangeland	17.03	RWV	959,307	14,019	3,371	503	284.6
21	Chistoe Vdohnovenie (Istin leyii)	11.08	SAM	927,986	15,364	3,947	83	235.1
22	Kollektiv	21.04	RUR	885,430	13,486	4,047	395	218.8
23	Yallyylar	31.03	SAM	827,620	13,702	3,676	96	225.1
24	Quell'estate	26.05	PK	763,510	12,667	2,934	234	260.2
25	Stop!Sniato!Na Baikal!	17.11	AF	757,117	11,689	3,003	210	252.1
<b>Total for TOP 25:</b>				<b>44,230,992</b>	<b>686,010</b>	<b>156,848</b>	<b>11,800</b>	<b>282.0</b>
Share of TOP 25 in total figures for limited release films				69.7%	65.3%	60.5%	45.3%	
Other limited release films (61 films)				19,200,136	364,174	102,473	14,240	
<b>Total, limited release films (86 films)</b>				<b>63,431,128</b>	<b>1,050,184</b>	<b>259,321</b>	<b>26,040</b>	<b>244.6</b>

Source: RCFA

\* With distribution in less than 50 movie theaters

**Full distributors' names:**  
 AF – Asia Films  
 AOF – A-One Films  
 BZL – Bazelevs Distribution  
 COC – Continental Communications  
 CPR – Cinema Prestige  
 KF – Kapella Film  
 KS – Kaskad Film  
 MP – Magnum Pictures  
 PK – Pilotkino  
 PF – Premium Film  
 PRD – Paradise  
 RUR – Russian Report  
 RWV – Russian World Vision  
 SAM – Samokat

### RUSSIAN FILM DISTRIBUTION MARKET

According to RCFA, the Russian Federation film distribution market increased by 11.1% and reached 48.3 billion rubles in 2016. The total number of viewers increased by 10.3% and reached 191.6 million people. Average ticket price remained at the level of 2015, and that was 252 rubles. Average number of viewers per screening in 2016 amounted to 22 people. Totally, 596 films were screened, with 486 of them released in 2016, while 110 were released in the previous years, but still screened in 2016.

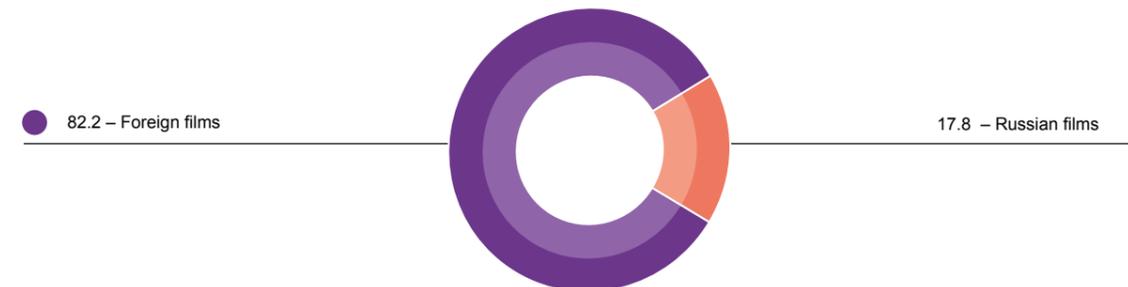
As a result of distribution in 2016, the total box office receipts from 486 films released in 2016 amounted to 50.5 billion rubles with the total audience of 201 million viewers. 12 films surpassed 1 billion rubles, collecting 17.3 billion rubles (34% of 2016 gross box office).

There were two Russian films among them: "Viking" (1.5 billion rubles) and "Ekipazh" (1.4 billion rubles).

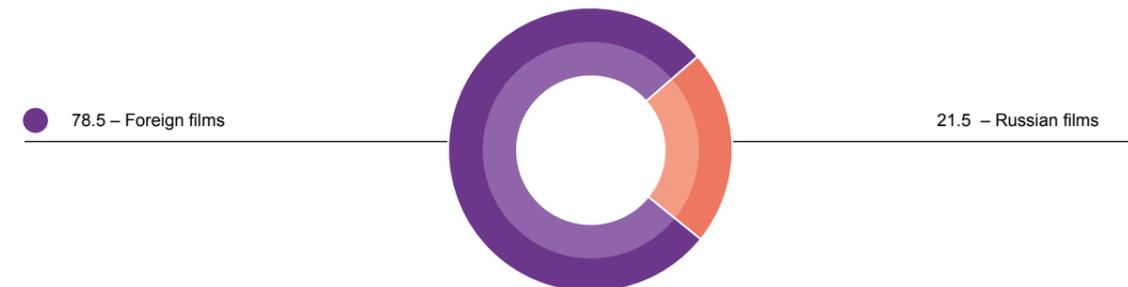
In 2016, Russian cinematography demonstrated record-high results. Russian films' box office receipts amounted to 8.6 billion rubles (17.8% of gross box office), with 35.2 million viewers (18.4%). 156 new films were released. Their release box office receipts as a result of their screening amounted to 10.8 billion rubles, with 44.5 million viewers.

January was a traditionally profitable box office period, due to the New Year holidays. Two high-grossing films were released – "Ivan Tsarevich i Seryy Volk 3" (released on January 01, 2016, collected 705.5 million rubles) and "The Revenant" (January 07, 2016, 1.006 billion rubles). Besides, "Star Wars: Episode VII – The Force Awakens" (December 17, 2015, 1.6 billion rubles) and "Samyy Luchshy Den!" (December 24, 2015,

Shares of yearly box office receipts from Russian and foreign films, 2016, %

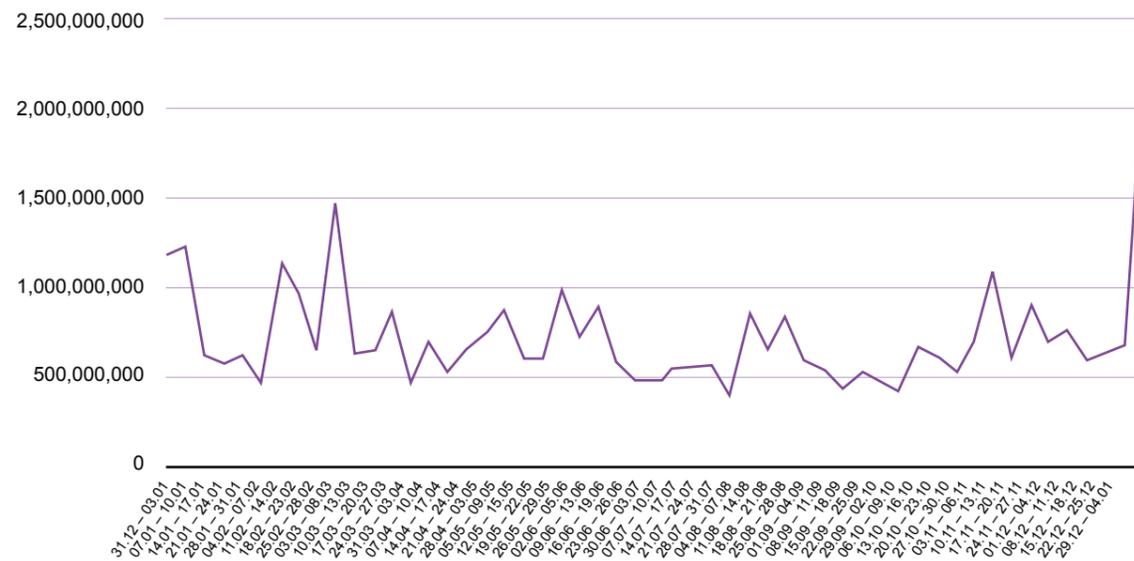


Shares of release box office receipts from Russian and foreign films, 2016, %



Source: RCFA

### Box office by weekends, 2016



Source: RCFA

685.6 million rubles) kept increasing their box office receipts. Box office receipts showed insignificant drop by the end of January, and soon went up again, due to the release of “Deadpool” superhero film (February 11, 2016, 1.6 billion rubles) in February and phenomenal success of “Zootopia” animation (March 03, 2016, 2.04 billion rubles) in March.

Early April showed little downfalls of box office, but the growth restored again by the end of the month due to the release of Russian film “Ekipazh” (April 21, 2016, 1.4 billion rubles), which was the distribution leader for two weekends in a row.

In May, notwithstanding the beginning of the summer season, “Captain America: Civil War” superhero blockbuster (May 05, 2016, 954.4 million rubles) and “Warcraft” video game adaptation (May 26, 2016, 1.3 billion rubles) showed quite good results. Box office receipts seriously dropped for the first time in June due to the underestimated by viewers films “Teenage Mutant Ninja Turtles: Out of the Shadows”, “Finding Dory” and “Independence Day: Resurgence”. In general, the 2016 summer blockbuster season wasn’t very successful. While a good launch in June was

shown at least by “Now You See Me 2” released on June 9, there were practically no successful films in July. Neither “Ice Age: Collision Course” animated film, nor “Star Trek Beyond” science fiction film, and nor even “Ghostbusters” sequel showed any success.

High-grossing box office reappeared in the end of summer, due to “Suicide Squad” (August 04, 2016, 1.5 billion rubles) and “The Secret Life of Pets” (August 18, 2016, 1.9 billion rubles). But in September the downfall continued. Unfortunately, both “Ben-Hur” by Timur Bekmambetov and “Duelyant” by Aleksey Mizgirev fell short of box office expectations.

Active growth began only by the end of the year. Filmgoers welcomed “Doctor Strange” superhero film (November 03, 2016, 1.2 billion rubles) and Harry Potter’s spin-off “Fantastic Beasts and Where to Find Them” (November 17, 2016, 1.4 billion rubles). Then “Moana”, “Passengers” and “Rogue One: A Star Wars Story” were released in December. And Russian “Viking” became the leading film of the month (December 29, 2016, 1.5 billion rubles for both “12+” and “18+” versions).

### BEST DISTRIBUTION DYNAMICS

Thursday in Russia is a premiere release day just like in some other countries. No country has strict laws as to the day on which new films should be released, but the same release day significantly simplifies life for movie theaters, as that makes scheduling easier for them, and viewers always know when to expect premieres.

When the best box office receipts for the first weekend were ranked, the reporting period begins with Thursday. Thus, if there were preview screenings (preliminary screenings before films’ wide release), they were not taken into account. In such a manner, “Doctor Strange” was included in the list. It earned 148.2 million rubles for its preview screenings, but the film was widely

launched on Monday, October 31, 2016 (not a usual release day) and by the first weekend before Thursday it managed to earn 240.9 million rubles more. The opening weekend receipts (November 03-06, 2016) comprised 501.3 million rubles, and that is exactly the figure that is included in the provided rating.

In 2016, the number of releases that are preceded by preview screenings increased. Thus, “The Secret Life of Pets” and “Zootopia” had the most number of preview screenings, and at the same time, the scheduling strategy for these animations previews significantly differed not only by the number of days, but by the scope as well, with “The Secret Life of Pets” having three times more preview screenings than “Zootopia”. These animations also happened to collect the highest box office receipts as a result of distribution.



Film frame from “Strana Chudes”

### Leading films rating by box office receipts over the first weekend, rubles, 2016

Weekend No.	Dates (day/mon)	Films – weekend leaders in box office	Box office over the first weekend, rubles	Share of the total weekend box office, %	Viewers, number of people	Viewers per screening, people	Share of the total number of weekend viewers, %	Number of screenings	Share of screenings, %
10	03.03-08.03	Zootopia	946,599,511	62.4	3,526,460	65	63.6	54,128	36.7
7	11.02-14.02	Deadpool	866,511,234	73.3	3,135,231	80	71.7	39,104	39.9
53	29.12–04.01.17	Viking	794,284,236	33.8	2,847,944	57	32.4	49,703	26.8
32	04.08–07.08	Suicide Squad	735,383,606	83.6	2,641,405	55	80.9	48,282	50.6
47	17.11–20.16	Fantastic Beasts and Where to Find Them	647,339,911	70.5	2,187,697	51	67.3	42,541	44.3
19	05.05–09.05	Captain America: Civil War	625,281,813	70.1	2,186,470	44	67.2	50,025	46.2
22	26.05–29.05	Warcraft	599,680,825	60.7	2,031,574	54	57.2	37,953	39.5
34	18.08–21.08	The Secret Life of Pets	581,747,251	67.2	2,386,862	46	68.7	51,612	48.5
24	09.06–13.06	Now You See Me 2	524,942,452	56.8	1,942,101	46	54.4	42,350	35.2
13	24.03–27.03	Batman v Superman: Dawn of Justice	511,252,062	58.0	1,694,289	47	51.2	35,902	37.8
45	03.11–06.11	Doctor Strange	501,272,255	45.1	1,686,543	48	39.9	35,257	32.2
15	07.04–10.04	The Jungle Book	496,134,492	68.9	1,736,559	44	66.7	39,387	40.7
2	07.01–10.01	The Revenant	476,261,208	37.8	1,562,503	80	35.0	19,415	18.8
17	21.04–24.04	Ekipazh	442,060,624	65.6	1,408,546	34	59.9	41,861	47.8
41	06.10–09.10	Miss Peregrine's Home for Peculiar Children	384,061,835	57.5	1,393,563	43	56.0	32,375	33.3
21	19.05–22.05	X-Men: Apocalypse	378,911,653	59.8	1,277,128	33	55.4	38,595	44.0
20	12.05–15.05	Angry Birds	346,234,267	54.9	1,398,894	41	57.5	34,072	37.4
29	14.07–17.07	Ice Age: Collision Course	341,584,923	60.4	1,386,627	28	60.9	49,957	46.9
5	28.01–31.01	Kung Fu Panda 3	326,118,326	50.6	1,276,740	33	52.8	38,291	39.7
51	15.12–18.12	Rogue One: A Star Wars Story	318,925,638	50.0	1,044,252	26	45.3	40,504	42.0
9	25.02–28.02	Gods of Egypt	296,628,946	45.1	965,492	34	42.1	28,782	31.0
49	01.12–04.12	Moana	295,526,401	38.2	1,184,688	39	40.5	30,666	29.8
42	13.10–16.10	Inferno	277,984,736	43.9	938,774	31	39.9	30,259	31.9
23	02.06–05.06	Teenage Mutant Ninja Turtles: Out of the Shadows	274,566,860	37.6	1,115,710	35	39.7	31,672	31.4
52	22.12–25.12	Passengers	272,489,120	40.1	906,802	30	36.8	30,419	29.5

Source: RCFA

### Distribution of “long” releases’ box office receipts

Film title	Film's performance indicators	Preview	Release day	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8 and later	Total	
Zootopia	Dates (day/mon/year)	27.02.16 – 28.02.16	03.03.16	03.03.16 – 09.03.16	10.03.16 – 16.03.16	17.03.16 – 23.03.16	24.03.16 – 30.03.16	31.03.16 – 06.04.16	07.04.16 – 13.04.16	14.04.16 – 20.04.16	21.04.16 and further		
	Gross, rubles	95,353,100	45,875,344	979,061,277	356,025,163	253,781,221	181,408,505	99,041,634	33,344,342	18,675,278	32,177,839	2,048,868,359	
	Box office share in total box office receipts, %	5	2	48	17	12	9	5	2	1	2	100	
				78			18						
	Viewers, number of people	313,577	178,607	3,679,135	1,490,159	1,136,744	851,509	447,788	150,829	83,512	151,330	8,304,583	
	Number of screenings	3,352	8,161	62,252	45,583	27,626	17,731	14,208	7,019	3,994	8,101	189,866	
	Film screenings share over the period in total number of film screenings, %	2	4	33	24	15	9	7	4	2	4	100	
	Average ticket price, rubles	304	257	266	239	223	213	221	221	224	213	247	
	Box office receipts per screening, rubles	28,447	5,621	15,727	7,810	9,186	10,231	6,971	4,751	4,676	3,972	10,791	
Viewers per screening, number of people	94	22	59	33	41	48	32	21	21	19	44		
Now You See Me 2	Dates (day/mon/year)		09.06.16	09.06.16 – 15.06.16	16.06.16 – 22.06.16	23.06.16 – 29.06.16	30.06.16 – 06.07.16	07.07.16 – 13.07.16	14.07.16 – 20.07.16	21.07.16 – 27.07.16	28.07.16 and further		
	Gross, rubles		98,145,168	609,058,822	209,821,740	88,114,677	45,169,799	23,192,527	15,027,092	10,751,668	19,952,063	1,021,088,387	
	Box office share in total box office receipts, %		10	60	21	9	4	2	1	1	2	100	
				89			11						
	Viewers, number of people		386,843	2,341,525	870,160	377,209	196,593	98,905	68,676	48,771	99,834	4,101,673	
	Number of screenings		8,145	58,482	32,941	14,796	6,929	3,346	2,318	1,635	3,916	124,363	
	Film screenings share over the period in total number of film screenings, %		7	47	26	12	6	3	2	1	3	100	
	Average ticket price, rubles		254	260	241	234	230	234	219	220	200	249	
	Box office receipts per screening, rubles		12,050	10,414	6,370	5,955	6,519	6,931	6,483	6,576	5,095	8,211	
Viewers per screening, number of people		47	40	26	25	28	30	30	30	25	33		
Ekipazh	Dates (day/mon/year)		21.04.16	21.04.16 – 27.04.16	28.04.16 – 04.05.16	05.05.16 – 11.05.16	12.05.16 – 18.05.16	19.05.16 – 25.05.16	26.05.16 – 01.06.16	02.06.16 – 08.06.16	09.06.16 and further		
	Gross, rubles		54,954,326	572,741,707	469,810,371	175,506,465	88,837,865	56,895,475	17,050,911	10,932,440	11,026,741	1,402,801,975	
	Box office share in total box office receipts, %		10	41	33	13	6	4	1	1	1	100	
				87			13						
	Viewers, number of people		184,633	1,923,016	1,640,697	668,654	354,312	224,081	70,597	48,876	51,787	4,982,020	
	Number of screenings		10,012	71,324	54,966	22,292	13,656	8,911	3,007	1,964	3,251	179,371	
	Film screenings share over the period in total number of film screenings, %		6	40	31	12	8	5	2	1	2	100	
	Average ticket price, rubles		298	298	286	262	251	254	242	224	213	282	
	Box office receipts per screening, rubles		5,489	8,030	8,547	7,873	6,505	6,385	5,670	5,566	3,392	7,821	
Viewers per screening, number of people		18	27	30	30	26	25	23	25	16	28		

Distribution of “long” releases’ box office receipts (continued)

Film title	Film's performance indicators	Preview	Release day	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8 and later	Total
The Secret Life of Pet	Dates (day/mon/year)	13.08.16 – 17.08.16	18.08.16	18.08.16 – 24.08.16	25.08.16 – 31.08.16	01.09.16 – 07.09.16	08.09.16 – 14.09.16	15.09.16 – 21.09.16	22.09.16 – 28.09.16	29.09.16 – 05.10.16	06.10.16 and further	
	Gross, rubles	376,900,562	122,489,497	805,782,644	417,868,397	219,143,990	83,753,976	42,274,136	11,115,556	7,269,542	7,843,368	1,971,952,170
	Box office share in total box office receipts, %	19	6	41	21	11	4	2	1	0.4	0.4	100
				73			8					
	Viewers, number of people	1,453,320	539,884	3,512,454	1,918,515	1,001,867	388,629	203,737	55,448	35,625	41,989	8,611,584
	Number of screenings	25,579	12,762	88,700	59,385	35,450	19,677	10,559	3,301	2,279	2,391	247,375
	Film screenings share over the period in total number of film screenings, %	10	5	36	24	14	8	4	1	1	1	100
	Average ticket price, rubles	259	227	229	218	219	216	207	200	204	187	229
	Box office receipts per screening, rubles	14,735	9,598	9,084	7,037	6,182	4,256	4,004	3,367	3,190	3,280	7,972
Viewers per screening, number of people	57	42	40	32	28	20	19	17	16	18	35	
The Jungle Book	Dates (day/mon/year)		07.04.16	07.04.16 – 13.04.16	14.04.16 – 20.04.16	21.04.16 – 27.04.16	28.04.16 – 04.05.16	05.05.16 – 11.05.16	12.05.16 – 18.05.16	19.05.16 – 25.05.16	26.05.16 and further	
	Gross, rubles		59,220,493	603,368,554	334,082,929	148,061,567	87,240,384	25,869,015	8,717,308	4,924,887	2,567,453	1,214,832,097
	Box office share in total box office receipts, %		5	50	28	12	7	2	1	0.4	0.2	100
				89			11					
	Viewers, number of people		211,679	2,182,512	1,272,762	622,135	360,811	111,134	38,140	23,127	13,086	4,623,707
	Number of screenings		9,380	66,576	43,407	24,767	14,686	5,879	2,448	1,232	583	159,578
	Film screenings share over the period in total number of film screenings, %		6	42	27	16	9	4	2	1	0.4	100
	Average ticket price, rubles		280	276	262	238	242	233	229	213	196	263
	Box office receipts per screening, rubles		6,313	9,063	7,697	5,978	5,940	4,400	3,561	3,997	4,404	7,613
Viewers per screening, number of people		23	33	29	25	25	19	16	19	22	29	
Fantastic Beasts and Where to Find Them	Dates (day/mon/year)		17.11.16	17.11.16 – 23.11.16	24.11.16 – 30.11.16	01.12.16 – 07.12.16	08.12.16 – 14.12.16	15.12.16 – 21.12.16	22.12.16 – 28.12.16	29.12.16 – 04.01.17	05.01.17 and further	
	Gross, rubles		99,692,121	795,909,096	366,468,416	135,885,737	74,190,724	21,245,443	6,175,072	4,785,561	3,782,032	1,408,442,080
	Box office share in total box office receipts, %		7	57	26	10	5	2	0.4	0.3	0.3	100
				92			8					
	Viewers, number of people		355,752	2,814,090	1,373,585	500,916	287,960	96,180	29,176	16,164	16,004	5,134,075
	Number of screenings		10,217	72,112	48,660	18,986	13,973	4,658	1,528	366	534	160,814
	Film screenings share over the period in total number of film screenings, %		6	45	30	12	9	3	1	0.2	0.3	100
	Average ticket price, rubles		280	283	267	271	258	221	212	296	236	274
	Box office receipts per screening, rubles		9,757	11,037	7,531	7,157	5,310	4,561	4,041	13,075	7,082	8,758
Viewers per screening, number of people		35	39	28	26	21	21	19	44	30	32	

Source: RCFA

In 2016, there were 230 films included in Top12, compiled as a result of every weekend. At the same time, the weekend leading film averagely had 32% of screenings, i.e. about 1/3 of the screen time, as well as 44% of audience and 46% share of gross box office for the weekend. Only 69 films (30%) in 2016 had effective scheduling at the launch of their screening, i.e. the share of viewers and box office receipts from these films exceeded the share of allocated screenings. Therefore, around 70% of new films happened to be “rescheduled”.

Film’s main box office receipts fall on the first two weekends and usually drop afterwards, with reduction of screenings, giving way to premieres, and the number of viewers and average ticket price go down as well, which all together eventually lead to the downfall of box office receipts in general. The figures for the first two weekends are a consequence of the scale of film’s outreach (the number of movie theaters, effectiveness of marketing and competitive environment). A film may work “lengthwise” from the third weekend, but the basis for that, according to the majority of industry’s experts, is first of all the film’s artistic level and word-of-mouth marketing (informal and often oral means of sharing information, with social networks playing bigger and bigger role in that).

The table above presents 2016 releases that showed the highest efficiency from the long release perspective, i.e. the balance between audience’s interest and the corresponding screen time from the third weekend of film’s screening.

### NUMBER OF FILMGOERS

In 2016, 191.6 million tickets were sold to film screenings in movie theaters of Russia on the whole. According to the diagram, quantitative variations of viewers almost perfectly correlate with box office receipts.

“The Secret Life of Pets” (8.6 million viewers) and “Zootopia” (8.3 million viewers) were the films viewed by the biggest number of people, immediately followed by “Suicide Squad” and “Deadpool” with a bit less than 6 million viewers. The biggest number of viewers among Russian films was attracted by “Viking” (both “12+” and “18+”, 5.6 million viewers totally), “Ekipazh” (5.0 million viewers) and “Tri Bogatyrya i Morskoy Tsar” (3.5 million viewers).

### Box office and viewers dynamics, 2016

Month	Number of screenings	Viewers, number of people	Gross box office, rubles	Average ticket price, rubles
January	716,345	21,484,157	5,737,717,245	267.1
February	668,074	15,402,110	3,994,805,898	259.4
March	720,088	18,045,027	4,536,811,284	251.4
April	656,901	12,250,740	3,208,142,608	261.9
May	676,207	16,829,856	4,390,049,170	260.8
June	720,109	16,356,029	3,900,547,084	238.5
July	776,994	14,687,199	3,517,283,002	239.5
August	767,691	18,698,986	4,481,184,486	239.6
September	701,952	11,323,530	2,760,864,945	243.8
October	716,038	14,327,263	3,637,680,033	253.9
November	719,728	17,283,511	4,375,890,344	253.2
December	735,917	14,875,555	3,765,064,028	253.1
<b>Total</b>	<b>8,576,044</b>	<b>191,563,963</b>	<b>48,306,040,127</b>	<b>252.2</b>

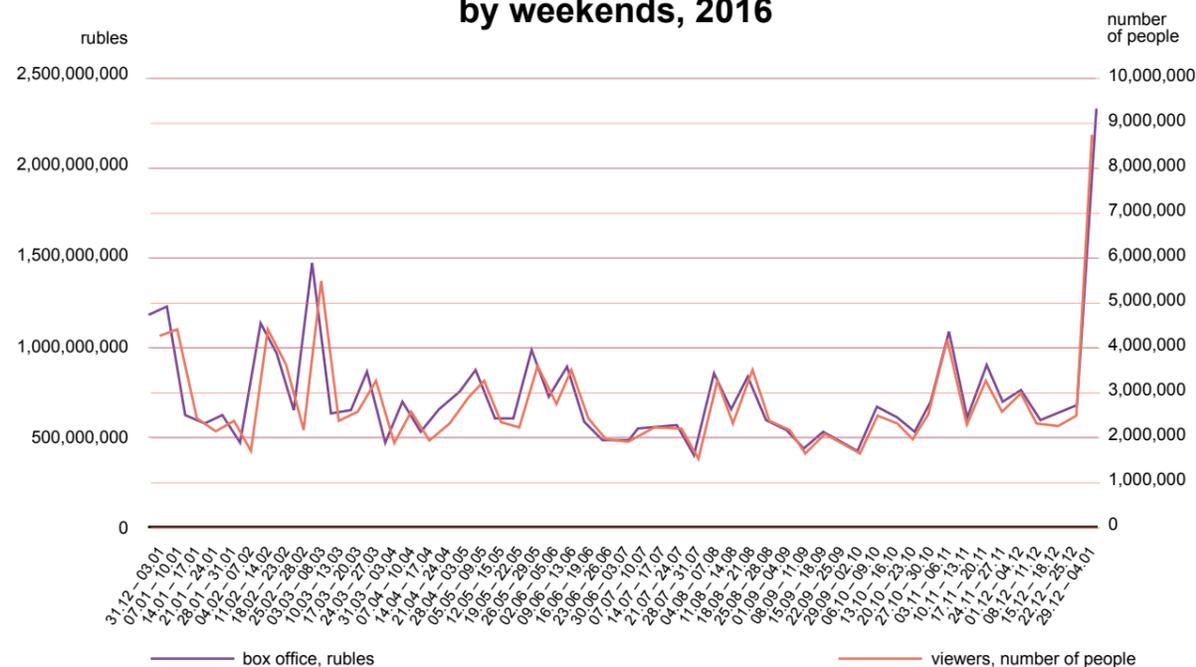
Source: RCFA

Almost every month had its own growth driver for box office receipts and attendance:

- 1. January – “The Revenant”** (Jan. 07, 1 billion rubles (US\$13.4 million), 3.6 million viewers)
- 2. February – “Deadpool”** (Feb. 11, 1.6 billion rubles (US\$20.3 million), 6 million viewers)
- 3. March – “Zootopia”** (Mar. 03, 2 billion rubles (US\$28.8 million), 8.3 million viewers)
- 4. April – “Ekipazh”** (Apr. 21, 1.4 billion rubles (US\$21.4 million), 5 million viewers) and **“The Jungle Book”** (Apr. 07, 1.2 billion rubles (US\$18.2 million), 4.6 million viewers)
- 5. May – “Warcraft”** (May 26, 1.3 billion rubles (US\$79.8 million), 4.7 million viewers)
- 6. June – “Now You See Me 2”** (Jun. 09, 1 billion rubles (US\$15.7 million), 4.1 million viewers)

- 7. July – “Ice Age: Collision Course”** (Jul. 14, 886.9 million rubles (US\$13.8 million), 4 million viewers)
- 8. August – “Suicide Squad”** (Aug. 04, 1.6 billion rubles (US\$24 million), 6 million viewers) and **“The Secret Life of Pets”** (Aug. 18, 1.97 billion rubles (US\$30.6 million), 8.6 million viewers)
- 9. October – “Miss Peregrine’s Home for Peculiar Children”** (Oct. 06, 927.8 million rubles (US\$14.8 million), 3.7 million viewers)
- 10. November – “Doctor Strange”** (Oct. 31, 1.3 billion rubles (US\$20.3 million), 4.5 million viewers) and **“Fantastic Beasts and Where to Find Them”** (Nov. 17, 1.4 billion rubles (US\$21.8 million), 5.1 million viewers)
- 11. December – “Viking”** (Dec. 29, 1.5 billion rubles (US\$24.7 million), 5.6 million viewers) and **“Passengers”** (Dec. 22, 983.4 million rubles (US\$16.2 million), 3.4 million viewers).

### Number of filmgoers and box office receipts by weekends, 2016



Source: RCFA

The biggest number of viewers among Russian films was attracted by “Viking”, “Ekipazh” and “Tri Bogatyrya i Morskoy Tsar”

## Details of box office receipts from films by weekends, 2016

### JANUARY

The total box office receipts in January amounted to 5.74 billion rubles, with 21.5 million viewers, which was the best result for the entire year. The first month's high box office receipts were traditionally provided by films released during the New Year holidays, both Russian ("Ivan Tsarevich i Seryy Volk 3", "Samyy Luchshy Den!", "Strana Chudes", "Mafiya: Igra na Vyzhyvanie") and foreign ("The Revenant", "Point Break").

There was inevitable downfall in attendance in the second half of the month, but due to genre diversity ("The Hateful Eight" western, "Alvin and the Chipmunks: The Road Chip" family film, "The 5th Wave" science fiction film, "Kung Fu Panda 3" animation, "Dirty Grandpa" and "Status: Svoboden" comedies, "The Boy" and "The Forest" horrors)

films managed to draw all kinds of viewers to movie theaters and avoid box office breakdown.

"Status: Svoboden" comedy & melodrama starring Danila Kozlovsky, released by student holidays in the end of January, earned 153 million rubles, and surpassed the "Srochno Vyydu Zamuzh" comedy and "Mlechnyy Put" melodrama, which were also screened over the New Year holidays, in total box office receipts. It proved that in the choice of the date it's not holidays, but the level of competition and overall capacity of the weekend that are often more important.

As a result of screening, "Kung Fu Panda 3" animation released in the end of January, collected 824 million rubles, getting into top 20 of the highest-grossing releases in 2016 (17th place).

Weekend No. 1		Weekend figures:		Average ticket price: 283 rubles Viewers per screening: 47		
Dec. 31, 2015 – Jan. 03, 2016		1,218.3 million rubles 4.3 million viewers				
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Ivan Tsarevich i Seryy Volk 3	01.01.16	271,521,961	22.3	NKI	Russia	animation
Star Wars: Episode VII – The Force Awakens	17.12.15	186,820,752	15.3	WDSSPR	USA	fantasy
Samyy Luchshy Den!	24.12.15	167,549,424	13.8	BZL	Russia	comedy
Strana Chudes	01.01.16	142,984,752	11.7	WDSSPR	Russia	comedy
Mafiya: Igra na Vyzhyvanie	01.01.16	131,918,696	10.8	CRP	Russia	fiction
Point Break	24.12.15	97,124,416	8	CAO	USA	action
The Little Prince	24.12.15	43,492,540	3.6	VLG	France	animation
Srochno Vyydu Zamuzh	31.12.15	33,661,846	2.8	CP	Russia	comedy
Krampus	01.01.16	31,397,884	2.6	UPI	USA	horror
Mlechnyy Put	01.01.16	26,626,492	2.2	FOX	Russia	melodrama
The Peanuts Movie	24.12.15	22,445,906	1.8	FOX	USA	animation
Daddy's Home	preview 01.01.16– 06.01.16	17,134,911	1.4	CP	USA	comedy

Weekend No. 2		Weekend figures:		Average ticket price: 282 rubles Viewers per screening: 41		
Jan. 07, 2016 – Jan. 10, 2016		1,259.3 million rubles 4.5 million viewers				
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Revenant (2015)	07.01.16	476,261,208	37.8	FOX	USA	action
Ivan Tsarevich i Seryy Volk 3	01.01.16	179,313,266	14.2	NKI	Russia	animation
Samyy Luchshy Den!	24.12.15	108,825,232	8.6	BZL	Russia	comedy
Star Wars: Episode VII – The Force Awakens	17.12.15	89,269,712	7.1	WDSSPR	USA	fantasy
The Hateful Eight	preview 01.01.16 – 13.01.16	89,006,992	7.1	CP	USA	thriller
Daddy's Home	07.01.16	67,976,936	5.4	CP	USA	comedy
Strana Chudes	01.01.16	56,346,179	4.5	WDSSPR	Russia	comedy
Mafiya: Igra na Vyzhyvanie	01.01.16	44,719,085	3.6	CRP	Russia	fiction
Point Break	24.12.15	34,914,104	2.8	CAO	USA	action
The Little Prince	24.12.15	23,156,296	1.8	VLG	France	animation
Srochno Vyydu Zamuzh	31.12.15	14,373,827	1.1	CP	Russia	comedy
Golosa Bolshoy Strany	07.01.16	14,318,627	1.1	CRP	Russia	comedy

Weekend No. 3		Weekend figures:		Average ticket price: 261 rubles Viewers per screening: 28		
Jan. 14, 2016 – Jan. 17, 2016		642.5 million rubles 2.5 million viewers				
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Revenant (2015)	07.01.16	199,622,411	31.1	FOX	USA	action
The Hateful Eight	14.01.16	129,488,504	20.2	CP	USA	thriller
Alvin and the Chipmunks: The Road Chip	14.01.16	125,513,442	19.5	FOX	USA	comedy
Creed	14.01.16	38,176,333	5.9	CAO	USA	drama
Samyy Luchshy Den!	24.12.15	28,557,494	4.4	BZL	Russia	comedy
Ivan Tsarevich i Seryy Volk 3	01.01.16	24,549,487	3.8	NKI	Russia	animation
The Forest	14.01.16	17,976,667	2.8	PRD	USA	horror
Daddy's Home	07.01.16	16,961,405	2.6	CP	USA	comedy
Star Wars: Episode VII – The Force Awakens	17.12.15	13,827,154	2.2	WDSSPR	USA	fantasy
Sisters	14.01.16	8,546,149	1.3	UPI	USA	comedy
Point Break	24.12.15	8,417,739	1.3	CAO	USA	action
Mafiya: Igra na Vyzhyvanie	01.01.16	5,484,520	0.9	CRP	Russia	fiction

<b>Weekend No. 4</b> Jan. 21, 2016 – Jan. 24, 2016		<b>Weekend figures:</b> 584.3 million rubles 2.2 million viewers		<b>Average ticket price: 262 rubles</b> <b>Viewers per screening: 25</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>The 5th Wave</b>	<b>21.01.16</b>	135,442,476	23.2	WDSSPR	USA	science fiction
<b>Dirty Grandpa</b>	<b>21.01.16</b>	92,596,160	15.8	CP	USA	comedy
The Revenant (2015)	07.01.16	77,242,352	13.2	FOX	USA	action
<b>Status: Svoboden</b>	<b>21.01.16</b>	73,215,512	12.5	CRP	Russia	melodrama
Alvin and the Chipmunks: The Road Chip	14.01.16	55,720,959	9.5	FOX	USA	comedy
The Hateful Eight	14.01.16	50,647,616	8.7	CP	USA	thriller
<b>The Big Short</b>	<b>21.01.16</b>	30,766,586	5.3	CPP	USA	drama
<b>Joy</b>	<b>21.01.16</b>	16,855,143	2.9	FOX	USA	drama
Samyy Luchshy Den!	24.12.15	7,988,248	1.4	BZL	Russia	comedy
Creed	14.01.16	7,617,252	1.3	CAO	USA	drama
Ivan Tsarevich i Seryy Volk 3	01.01.16	7,338,401	1.3	NKI	Russia	animation
Star Wars: Episode VII – The Force Awakens	17.12.15	5,584,606	1.0	WDSSPR	USA	fantasy

<b>Weekend No. 5</b> Jan. 28, 2016 – Jan. 31, 2016		<b>Weekend figures:</b> 645.1 million rubles 2.4 million viewers		<b>Average ticket price: 267 rubles</b> <b>Viewers per screening: 25</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Kung Fu Panda 3</b>	<b>28.01.16</b>	326,118,326	50.6	FOX	USA, China	animation
Dirty Grandpa	21.01.16	66,424,776	10.3	CP	USA	comedy
The 5th Wave	21.01.16	47,769,190	7.4	WDSSPR	USA	science fiction
Status: Svoboden	21.01.16	34,473,094	5.3	CRP	Russia	melodrama
<b>The Boy</b>	<b>28.01.16</b>	32,398,890	5.0	PRD	USA	horror
The Revenant (2015)	07.01.16	31,171,316	4.8	FOX	USA	action
The Big Short	21.01.16	20,032,575	3.1	CPP	USA	drama
The Hateful Eight	14.01.16	19,131,420	3.0	CP	USA	thriller
The Finest Hours	preview 29.01.16– 03.02.16	11,446,639	1.8	WDSSPR	USA	thriller
<b>13 Hours</b>	<b>28.01.16</b>	11,400,859	1.8	CP	USA	war
<b>Fack ju Göhte 2</b>	<b>28.01.16</b>	11,121,011	1.7	LUX	Germany	comedy
Alvin and the Chipmunks: The Road Chip	14.01.16	7,957,071	1.2	FOX	USA	comedy

## FEBRUARY

The total box office receipts in February amounted to 4 billion rubles, with 15.4 million viewers (-30% and -28% respectively, compared to January).

“Deadpool” comic film became the absolute leader of the month and one of the highest-grossing releases of the year. It was launched exceeding all expectations and thus earned 1.6 billion rubles (38% of the total February’s box office taking). The maximum age limit of 18+ didn’t prevent it from achieving such a high result, as it happened to “The Revenant” in the previous month.

The second place in February was taken by “Gods of Egypt” starring Gerard Butler, which once again proved the Russians’ interest in historical and fantasy films.

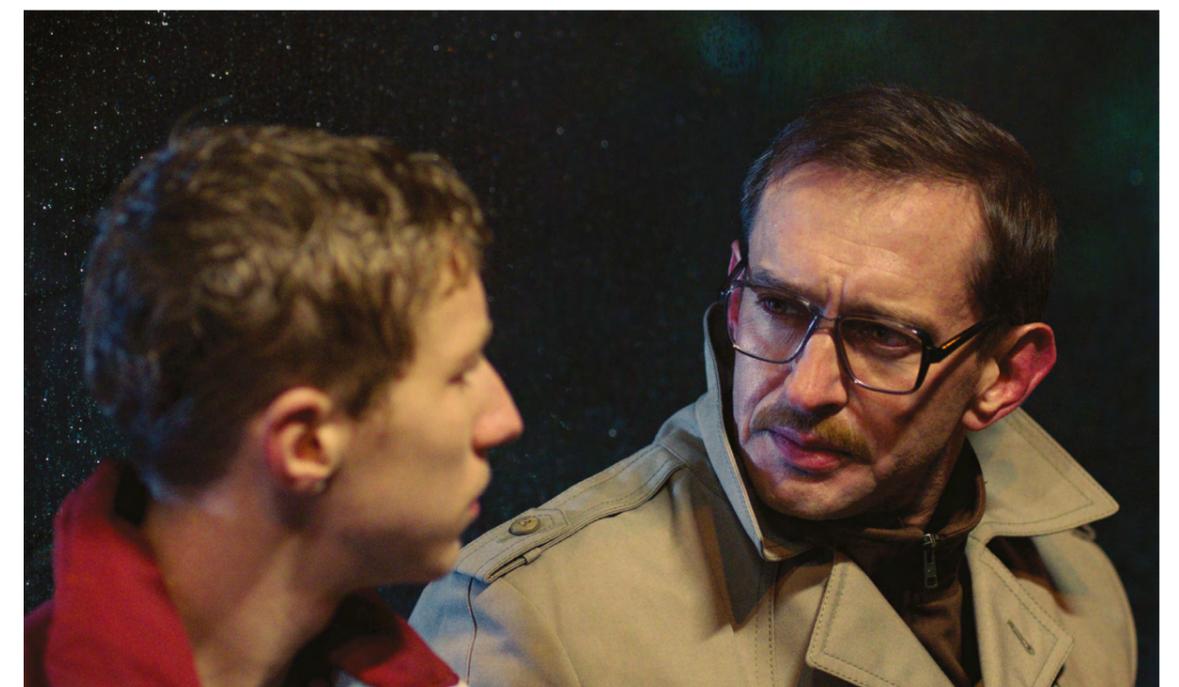
At least one Russian film was widely released every February’s weekend: four comedies (“30 Svidany”, “Pyatnitsa”, “Stavka na Lyubov” and “Den Vyborov 2”), “Chempiony: Bystree. Vyshe. Silnee” inspirational sports drama and “Quackerz” animation. The best results were shown by already acknowledged projects “Den Vyborov” and “Chempiony” (301 and 169 million rubles respectively).

<b>Weekend No. 6</b> Feb. 04, 2016 – Feb. 07, 2016		<b>Weekend figures:</b> 478.7million rubles 1.8 million viewers		<b>Average ticket price: 270 rubles</b> <b>Viewers per screening: 19</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Kung Fu Panda 3	28.01.16	164,736,105	34.4	FOX	USA, China	animation
<b>The Finest Hours</b>	<b>04.02.16</b>	96,168,923	20.1	WDSSPR	USA	thriller
<b>30 Svidany</b>	<b>04.02.16</b>	45,916,812	9.6	CRP	Russia	comedy
Dirty Grandpa	21.01.16	32,790,707	6.8	CP	USA	comedy
<b>Fifty Shades of Black</b>	<b>04.02.16</b>	24,360,908	5.1	PRD	USA	comedy
The Revenant (2015)	07.01.16	15,309,718	3.2	FOX	USA	action
The Boy	28.01.16	12,350,404	2.6	PRD	USA	horror
The 5th Wave	21.01.16	10,550,923	2.2	WDSSPR	USA	science fiction
Regression	04.02.16	9,989,174	2.1	VLG	Spain, Canada	thriller
The Big Short	21.01.16	9,710,038	2.0	CPP	USA	drama
The Hateful Eight	14.01.16	9,439,766	2.0	CP	USA	thriller
Status: Svoboden	21.01.16	7,492,259	1.6	CRP	Russia	melodrama

<b>Weekend No. 7</b> Feb. 11, 2016 – Feb. 14, 2016		<b>Weekend figures:</b> 1,182.5 million rubles 4.4 million viewers		<b>Average ticket price: 270 rubles</b> <b>Viewers per screening: 45</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Deadpool</b>	<b>10.02.16</b>	866,511,234	73.3	FOX	USA, Canada	fantasy
Kung Fu Panda 3	28.01.16	92,652,728	7.8	FOX	USA, China	animation
<b>How to Be Single</b>	<b>11.02.16</b>	74,061,632	6.3	CAO	USA	melodrama
The Finest Hours	04.02.16	41,642,188	3.5	WDSSPR	USA	thriller
30 Svidany	04.02.16	18,793,684	1.6	CRP	Russia	comedy
<b>Stavka na Lyubov</b>	<b>11.02.16</b>	16,582,063	1.4	CP	Russia	comedy
<b>Les nouvelles aventures d'Aladin</b>	<b>11.02.16</b>	11,060,385	0.9	NKI	France	comedy
Dirty Grandpa	21.01.16	9,744,632	0.8	CP	USA	comedy
<b>By the Sea</b>	<b>11.02.16</b>	7,522,821	0.6	UPI	USA	melodrama
The Revenant (2015)	07.01.16	6,894,036	0.6	FOX	USA	action
Fifty Shades of Black	04.02.16	5,534,537	0.5	PRD	USA	comedy
Xiong Chumo Zhi Xueling Xiongfeng	11.02.16	3,002,049	0.3	TFD	China	animation

<b>Weekend No. 9</b> Feb. 25, 2016 – Feb. 28, 2016		<b>Weekend figures:</b> 658.2 million rubles 2.3 million viewers		<b>Average ticket price: 287 rubles</b> <b>Viewers per screening: 25</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Gods of Egypt</b>	<b>25.02.16</b>	296,628,946	45.1	CP	USA, Australia	fantasy
Zootopia	preview 27.02.16– 28.02.16	95,353,100	14.5	WDSSPR	USA	animation
Deadpool	10.02.16	67,826,056	10.3	FOX	USA, Canada	fantasy
Den Vyborov 2	18.02.16	45,693,616	6.9	UPI	Russia	comedy
<b>Pyatnitsa</b>	<b>25.02.16</b>	42,547,964	6.5	CP	Russia	comedy
Chempiony: Bystree. Vyshe. Silnee	18.02.16	26,519,824	4.0	FOX	Russia	drama
<b>The Other Side of the Door</b>	<b>25.02.16</b>	22,876,334	3.5	FOX	India, UK	horror
Kung Fu Panda 3	28.01.16	14,623,278	2.2	FOX	USA, China	animation
Quackerz	18.02.16	9,830,161	1.5	CRP	Russia	animation
How to Be Single	11.02.16	4,989,713	0.8	CAO	USA	melodrama
<b>El Americano: The Movie</b>	<b>25.02.16</b>	3,448,882	0.5	TFD	Mexico, USA	animation
Mult v Kino. Vypusk 25	20.02.16	1,385,145	0.2	MVK	Russia	animation

<b>Weekend No. 8</b> Feb. 18, 2016 – Feb. 23, 2016		<b>Weekend figures:</b> 984.5 million rubles 3.7 million viewers		<b>Average ticket price: 266 rubles</b> <b>Viewers per screening: 25</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Deadpool	10.02.16	357,991,693	36.4	FOX	USA, Canada	fantasy
<b>Den Vyborov 2</b>	<b>18.02.16</b>	202,697,392	20.6	UPI	Russia	comedy
<b>Chempiony: Bystree. Vyshe. Silnee</b>	<b>18.02.16</b>	113,149,600	11.5	FOX	Russia	drama
Kung Fu Panda 3	28.01.16	84,607,048	8.6	FOX	USA, China	animation
<b>Quackerz</b>	<b>18.02.16</b>	54,825,952	5.6	CRP	Russia	animation
How to Be Single	11.02.16	42,602,788	4.3	CAO	USA	melodrama
<b>Zoolander 2</b>	<b>18.02.16</b>	27,781,072	2.8	CPP	USA	comedy
<b>Pride and Prejudice and Zombies</b>	<b>18.02.16</b>	25,878,768	2.6	CP	USA	action
The Finest Hours	04.02.16	12,867,847	1.3	WDSSPR	USA	thriller
Mon roi	18.02.16	6,892,332	0.7	AOF	France	drama
The Hallow	18.02.16	6,231,928	0.6	EXP	USA, Ireland	horror
<b>Mult v Kino. Vypusk 25</b>	<b>20.02.16</b>	2,723,916	0.3	MVK	Russia	animation



Film frame from "Khoroshy Malchik"

## MARCH

The total box office receipts in March amounted to 4.54 billion rubles, with 18 million viewers (+17% and +14% respectively, compared to February).

“Zootopia” animation dominated in distribution for the entire month and eventually collected 2 billion rubles (40% of March’s total box office taking). It became the highest-grossing release of the year. The animation was in the chart’s leading positions for three weeks in a row, two Russian films failed to surpass it, namely, “Smeshariki. Legenda o Zolotom Drakone” and “SuperBobrov”, which were released during spring school holidays and were aimed at family audience. However, notwithstanding the high competition,

“Smeshariki” and “SuperBobrov” earned 242 and 270 million rubles respectively and were included into the year’s top 15 highest-grossing Russian films.

Threequel of “8 Luchshikh Svidany” franchise performed worse than expected (160 million rubles) due to both overall tiredness of filmgoers from this franchise and oversupply of comedies in the preceding two months. Another negative factor was that Vladimir Zelensky was starring in it, and there had been a lot of negative information about him just before the film project was launched.

High results were shown by “Allegiant” and “Batman vs Superman”, which took the 36<sup>th</sup> and 18<sup>th</sup> places in the year’s highest-grossing films list, respectively.

<b>Weekend No. 10</b> Mar. 03, 2016 – Mar. 08, 2016		Weekend figures: 1,516.0 million rubles 5.5 million viewers		Average ticket price: 273 rubles Viewers per screening: 38		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Zootopia	03.03.16	946,599,511	62.4	WDSSPR	USA	animation
Gods of Egypt	25.02.16	215,030,432	14.2	CP	USA, Australia	fantasy
8 Luchshikh Svidany	02.03.16	118,395,032	7.8	CP	Russia	melodrama
Hail, Caesar!	03.03.16	41,489,112	2.7	UPI	USA, UK	comedy
Deadpool	10.02.16	36,918,856	2.4	FOX	USA, Canada	fantasy
Pyatnitsa	25.02.16	35,568,004	2.3	CP	Russia	comedy
Den Vyborov 2	18.02.16	26,208,076	1.7	UPI	Russia	comedy
Triple 9	03.03.16	21,148,000	1.4	PRD	USA	crime
The Other Side of the Door	25.02.16	18,119,770	1.2	FOX	India, UK	horror
Chempiony: Bystree. Vyshe. Silnee	18.02.16	12,635,666	0.8	FOX	Russia	drama
Kung Fu Panda 3	28.01.16	5,262,541	0.3	FOX	USA, China	animation
Mult v Kino. Vypusk 26	05.03.16	3,743,828	0.2	MVK	Russia	animation

<b>Weekend No. 11</b> Mar. 10, 2016 – Mar. 13, 2016		Weekend figures: 650.7 million rubles 2.5 million viewers		Average ticket price: 261 rubles Viewers per screening: 26		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Zootopia	03.03.16	290,550,449	44.7	WDSSPR	USA	animation
Allegiant	09.03.16	195,057,424	30.0	CP	USA	fantasy
Grimsby	10.03.16	56,747,728	8.7	WDSSPR	USA	comedy
Gods of Egypt	25.02.16	36,356,100	5.6	CP	USA, Australia	fantasy
8 Luchshikh Svidany	02.03.16	22,379,144	3.4	CP	Russia	melodrama
Hail, Caesar!	03.03.16	9,177,831	1.4	UPI	USA, UK	comedy
Deadpool	10.02.16	8,577,270	1.3	FOX	USA, Canada	fantasy
Carol	10.03.16	5,190,775	0.8	ART	UK, USA	drama
Den Vyborov 2	18.02.16	4,167,528	0.6	UPI	Russia	comedy
Triple 9	03.03.16	3,442,432	0.5	PRD	USA	crime
Pyatnitsa	25.02.16	3,425,221	0.5	CP	Russia	comedy
Mult v Kino. Vypusk 26	05.03.16	1,415,704	0.2	MVK	Russia	animation

<b>Weekend No. 12</b> Mar. 17, 2016 – Mar. 20, 2016		Weekend figures: 666.0 million rubles 2.6 million viewers		Average ticket price: 253 rubles Viewers per screening: 26		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Zootopia	03.03.16	190,871,317	28.7	WDSSPR	USA	animation
Smeshariki. Legenda o Zolotom Drakone	17.03.16	112,369,760	16.9	UPI	Russia	animation
SuperBobrov	17.03.16	108,009,336	16.2	WDSSPR	Russia	comedy
Allegiant	09.03.16	84,554,464	12.7	CP	USA	fantasy
London Has Fallen	17.03.16	73,975,992	11.1	PRD	USA, UK, Bulgaria	action
Grimsby	10.03.16	30,240,168	4.5	WDSSPR	USA	comedy
Gods of Egypt	25.02.16	15,324,018	2.3	CP	USA, Australia	fantasy
Friend Request	16.03.16	11,058,261	1.7	LUX	Germany	thriller
Shut In	17.03.16	4,133,107	0.6	TFD	USA	horror
Deadpool	10.02.16	4,126,229	0.6	FOX	USA, Canada	fantasy
8 Luchshikh Svidany	02.03.16	3,745,409	0.6	CP	Russia	melodrama
Mult v Kino. Vypusk 27	19.03.16	1,891,671	0.3	MVK	Russia	animation

<b>Weekend No. 13</b> Mar. 24, 2016 – Mar. 27, 2016		<b>Weekend figures:</b> 881.6 million rubles 3.3 million viewers		<b>Average ticket price: 266 rubles</b> <b>Viewers per screening: 35</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Batman v Superman: Dawn of Justice</b>	<b>24.03.16</b>	511,252,062	58.0	CAO	USA	fantasy
Zootopia	03.03.16	132,821,313	15.1	WDSSPR	USA	animation
SuperBobrov	17.03.16	66,155,320	7.5	WDSSPR	Russia	comedy
Smeshariki. Legenda o Zolotom Drakone	17.03.16	57,153,860	6.5	UPI	Russia	animation
London Has Fallen	17.03.16	24,202,980	2.7	PRD	USA, UK, Bulgaria	action
Norm of the North	24.03.16	18,439,792	2.1	MVK	India, USA	animation
Allegiant	09.03.16	18,059,604	2.0	CP	USA	fantasy
<b>Atrapa la bandera</b>	<b>24.03.16</b>	12,945,293	1.5	CPP	Spain	animation
Grimsby	10.03.16	7,260,832	0.8	WDSSPR	USA	comedy
Friend Request	16.03.16	4,516,201	0.5	LUX	Germany	thriller
<b>Get Squirrely</b>	<b>24.03.16</b>	4,129,787	0.5	NKI	USA	animation
Mult v Kino. Vypusk 27	19.03.16	1,363,273	0.2	MVK	Russia	animation

<b>Weekend No. 14</b> Mar. 31, 2016 – Apr. 03, 2016		<b>Weekend figures:</b> 483.4 million rubles 1.9 million viewers		<b>Average ticket price: 254 rubles</b> <b>Viewers per screening: 20</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Batman v Superman: Dawn of Justice	24.03.16	120,619,926	25.0	CAO	USA	fantasy
Zootopia	03.03.16	83,822,920	17.3	WDSSPR	USA	animation
<b>Geroy</b>	<b>31.03.16</b>	48,323,064	10.0	CRP	Russia	war
<b>10 Cloverfield Lane</b>	<b>31.03.16</b>	48,312,896	10.0	CPP	USA	thriller
<b>Marshrut Postroen</b>	<b>31.03.16</b>	30,474,700	6.3	FOX	Russia	horror
SuperBobrov	17.03.16	26,486,024	5.5	WDSSPR	Russia	comedy
Smeshariki. Legenda o Zolotom Drakone	17.03.16	25,792,904	5.3	UPI	Russia	animation
<b>Ride Along 2</b>	<b>31.03.16</b>	17,783,868	3.7	UPI	USA	comedy
<b>Solace</b>	<b>31.03.16</b>	16,287,844	3.4	VLG	USA	thriller
Norm of the North	24.03.16	14,764,128	3.1	MVK	India, USA	animation
<b>Pomnyu – ne Pomnyu!</b>	<b>31.03.16</b>	10,546,876	2.2	NKI	Russia	comedy
Atrapa la bandera	24.03.16	6,778,479	1.4	CPP	Spain	animation

## APRIL

The total box office receipts in April amounted to 3.21 billion rubles, with 12.3 million viewers (-29% and -32%, respectively, compared to March).

The March success of the Disney project (“Zootopia”) was continued in April by “The Jungle Book” animation, watched on wide screen by 4.62 million viewers, who brought movie theaters and the distributor 1.2 billion rubles. As a result, the family film based on this popular story closed the top 10 list of the year’s highest-grossing films.

“Ekipazh”, released practically on the same dates as

“Legenda No. 17” in 2013, surpassed the previous project of Nikita Mikhalkov’s Three T studio by one third in box office receipts, eventually earning 1.4 billion rubles and thus taking the 7<sup>th</sup> place as a result of the year. “Ekipazh” was the second among the highest-grossing Russian films in 2016 (with “Viking” released in the end of the year taking the first place) and the third in the entire history of modern Russian film distribution (“Stalingrad” being the first).

There were seven more Russian films screened in April besides “Ekipazh”, with three of them launched simultaneously in the very end of one month and the beginning of another. The best result was shown by “Hardcore Henry” (167 million rubles).

<b>Weekend No. 15</b> Apr. 07, 2016 – Apr. 10, 2016		<b>Weekend figures:</b> 719.9 million rubles 2.6 million viewers		<b>Average ticket price: 277 rubles</b> <b>Viewers per screening: 27</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>The Jungle Book</b>	<b>07.04.16</b>	496,134,492	68.9	WDSSPR	USA	fantasy
<b>Hardcore Henry</b>	<b>06.04.16</b>	78,071,232	10.8	BZL	Russia	action
Zootopia	03.03.16	27,929,296	3.9	WDSSPR	USA	animation
Batman v Superman: Dawn of Justice	24.03.16	24,049,464	3.3	CAO	USA	fantasy
Geroy	31.03.16	13,705,696	1.9	CRP	Russia	war
<b>Eddie the Eagle</b>	<b>07.04.16</b>	12,249,066	1.7	FOX	UK, USA, Germany	sports
10 Cloverfield Lane	31.03.16	11,705,400	1.6	CPP	USA	thriller
<b>Les Visiteurs: La Révolution</b>	<b>06.04.16</b>	8,720,044	1.2	LUX	France	comedy
Marshrut Postroen	31.03.16	8,375,816	1.2	FOX	Russia	horror
Solace	31.03.16	5,352,172	0.7	VLG	USA	thriller
<b>Korobka</b>	<b>06.04.16</b>	5,203,433	0.7	25FF	Russia	drama
Smeshariki. Legenda o Zolotom Drakone	17.03.16	4,125,956	0.6	UPI	Russia	animation

<b>Weekend No. 16</b> Apr. 14, 2016 – Apr. 17, 2016		<b>Weekend figures:</b> 552.4 million rubles 2.0 million viewers		<b>Average ticket price: 272 rubles</b> <b>Viewers per screening: 21</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Jungle Book	07.04.16	275,628,881	49.9	WDSSPR	USA	fantasy
<b>The Huntsman: Winter's War</b>	<b>14.04.16</b>	114,140,448	20.7	UPI	USA	fantasy
<b>Robinson Crusoe</b>	<b>14.04.16</b>	37,034,808	6.7	VLG	France, Belgium	animation
Hardcore Henry	06.04.16	31,216,416	5.7	BZL	Russia	action
<b>Criminal</b>	<b>14.04.16</b>	24,069,052	4.4	TFD	UK, USA	action
<b>High-Rise</b>	<b>14.04.16</b>	19,896,282	3.6	EXP	UK	science fiction
Zootopia	03.03.16	15,651,435	2.8	WDSSPR	USA	animation
Batman v Superman: Dawn of Justice	24.03.16	6,447,446	1.2	CAO	USA	fantasy
Eddie the Eagle	07.04.16	6,003,329	1.1	FOX	UK, USA, Germany	sports
Les Visiteurs: La Révolution	06.04.16	3,341,890	0.6	LUX	France	comedy
Korobka	06.04.16	1,858,276	0.3	25FF	Russia	drama
Mult v Kino. Vypusk 29	16.04.16	1,719,023	0.3	MVK	Russia	animation

<b>Weekend No. 17</b> Apr. 21, 2016 – Apr. 24, 2016		<b>Weekend figures:</b> 673.9 million rubles 2.4 million viewers		<b>Average ticket price: 287 rubles</b> <b>Viewers per screening: 27</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Ekipazh</b>	<b>21.04.16</b>	442,060,624	65.6	CP	Russia	drama
The Jungle Book	07.04.16	121,894,768	18.1	WDSSPR	USA	fantasy
The Huntsman: Winter's War	14.04.16	37,267,464	5.5	UPI	USA	fantasy
Robinson Crusoe	14.04.16	23,120,892	3.4	VLG	France, Belgium	animation
Zootopia	03.03.16	10,870,553	1.6	WDSSPR	USA	animation
Hardcore Henry	06.04.16	10,102,948	1.5	BZL	Russia	action
High-Rise	14.04.16	6,952,716	1.0	EXP	UK	science fiction
Criminal	14.04.16	3,528,358	0.5	TFD	UK, USA	action
<b>The Choice</b>	<b>21.04.16</b>	2,682,279	0.4	MP	USA	melodrama
Mult v Kino. Vypusk 29	16.04.16	1,307,090	0.2	MVK	Russia	animation
Batman v Superman: Dawn of Justice	24.03.16	1,133,931	0.2	CAO	USA	fantasy
Les Visiteurs: La Révolution	06.04.16	640,298	0.1	LUX	France	comedy

<b>Weekend No. 18</b> Apr. 28, 2016 – May 03, 2016		<b>Weekend figures:</b> 770.0 million rubles 2.9 million viewers		<b>Average ticket price: 266 rubles</b> <b>Viewers per screening: 21</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Ekipazh	21.04.16	437,588,482	56.8	CP	Russia	drama
<b>Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie</b>	<b>28.04.16</b>	91,639,016	11.9	NKI	Russia	animation
The Jungle Book	07.04.16	82,758,168	10.7	WDSSPR	USA	fantasy
<b>Before I Wake</b>	<b>28.04.16</b>	41,331,612	5.4	VLG	USA	horror
<b>Mother's Day</b>	<b>28.04.16</b>	40,045,232	5.2	PRD	USA	comedy
The Huntsman: Winter's War	14.04.16	16,583,079	2.2	UPI	USA	fantasy
<b>#VSE_ISPRAVITI?!</b>	<b>28.04.16</b>	11,478,991	1.5	FOX	Russia	comedy
<b>Gespensterjäger</b>	<b>28.04.16</b>	8,584,731	1.1	LUX	Germany, Austria, Ireland	comedy
Robinson Crusoe	14.04.16	8,223,548	1.1	VLG	France, Belgium	animation
Zootopia	03.03.16	8,016,855	1.0	WDSSPR	USA	animation
Hardcore Henry	06.04.16	4,628,931	0.6	BZL	Russia	action
<b>Mult v Kino. Vypusk 30</b>	<b>30.04.16</b>	1,836,925	0.2	MVK	Russia	animation



"Duelyant" production

## MAY

In May, the Russian film distribution practically got back to the figures of March – 4.39 against 4.54 billion rubles. There was 37% growth of box office receipts compared to April. The total number of viewers in movie theaters in May amounted to 16.8 million people (+37% to the previous month).

Five blockbusters were released in the four May weekends: (“Captain America: Civil War”, “Angry Birds”, “X–Men: Apocalypse”, “Warcraft” and “Alice Through the Looking Glass”), and each of them earned over 200 million rubles at the start.

As a result of the year, “Warcraft” took the 8<sup>th</sup> place, “Captain America: Civil War” was the 14<sup>th</sup>, “Angry Birds” the 23<sup>rd</sup>, “X–Men: Apocalypse” the 27<sup>th</sup> and “Alice Through the Looking Glass” the 28<sup>th</sup>, performing two times worse than the previous part.

Notwithstanding the competition with Hollywood blockbusters, “Ekipazh” still showed quite high results of the screenings in May. The film increased the opening weekend receipts 3.2 times due to positive word-of-mouth marketing, VGTRK holding’s support, qualitative prolongation of screenings and May holidays.

Weekend No. 19		Weekend figures:		Average ticket price: 274 rubles Viewers per screening: 30		
May 05, 2016 – May 09, 2016		892.2 million rubles	3.3 million viewers			
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Captain America: Civil War</b>	<b>05.05.16</b>	625,281,813	70.1	WDSSPR	USA	fantasy
Ekipazh	21.04.16	149,424,160	16.7	CP	Russia	drama
Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04.16	32,577,504	3.7	NKI	Russia	animation
The Jungle Book	07.04.16	23,042,892	2.6	WDSSPR	USA	fantasy
Mother's Day	28.04.16	11,246,857	1.3	PRD	USA	comedy
Before I Wake	28.04.16	10,757,798	1.2	VLG	USA	horror
<b>Ratchet &amp; Clank</b>	<b>05.05.16</b>	10,620,490	1.2	CP	USA	animation
<b>72 Chasa</b>	<b>05.05.16</b>	7,303,274	0.8	CRP	Russia	war
<b>La corrispondenza</b>	<b>05.05.16</b>	3,743,921	0.4	EXP	Italy, UK	melodrama
Zootopia	03.03.16	2,638,160	0.3	WDSSPR	USA	animation
#VSE_ISPRAVIT!?	28.04.16	2,393,128	0.3	FOX	Russia	comedy
Gespensterjäger	28.04.16	2,048,504	0.2	LUX	Germany, Austria, Ireland	comedy

Weekend No. 20		Weekend figures:		Average ticket price: 259 rubles Viewers per screening: 27		
May 12, 2016 – May 15, 2016		630.2 million rubles	2.4 million viewers			
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Angry Birds</b>	<b>12.05.16</b>	346,234,267	54.9	WDSSPR	USA, Finland	animation
Captain America: Civil War	05.05.16	154,331,568	24.5	WDSSPR	USA	fantasy
Ekipazh	21.04.16	66,235,864	10.5	CP	Russia	drama
<b>Un homme à la hauteur</b>	<b>12.05.16</b>	14,944,271	2.4	VLG	France	melodrama
<b>A Hologram for the King</b>	<b>12.05.16</b>	10,830,766	1.7	PRD	UK, France, Germany, USA	drama
The Jungle Book	07.04.16	7,053,145	1.1	WDSSPR	USA	fantasy
Our Kind of Traitor	12.05.16	5,381,072	0.9	MGG	UK	thriller
Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04.16	5,367,421	0.9	NKI	Russia	animation
<b>Chocolat</b>	<b>12.05.16</b>	4,206,698	0.7	LUX	France	drama
<b>Holidays</b>	<b>12.05.16</b>	1,851,585	0.3	NKI	USA	horror
Ratchet & Clank	05.05.16	1,302,116	0.2	CP	USA	animation
<b>Mult v Kino. Vypusk 31</b>	<b>14.05.16</b>	1,132,233	0.2	MVK	Russia	animation

Weekend No. 21		Weekend figures:		Average ticket price: 275 rubles Viewers per screening: 26		
May 19, 2016 – May 22, 2016		634.0 million rubles	2.3 million viewers			
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>X-Men: Apocalypse</b>	<b>19.05.16</b>	378,911,653	59.8	FOX	USA	fantasy
Angry Birds	12.05.16	143,567,472	22.6	WDSSPR	USA, Finland	animation
Ekipazh	21.04.16	42,599,276	6.7	CP	Russia	drama
Captain America: Civil War	05.05.16	34,939,456	5.5	WDSSPR	USA	fantasy
Un homme à la hauteur	12.05.16	8,184,662	1.3	VLG	France	melodrama
A Hologram for the King	12.05.16	6,042,899	1.0	PRD	UK, France, Germany, USA	drama
The Jungle Book	07.04.16	3,721,594	0.6	WDSSPR	USA	fantasy
<b>Chocolat</b>	<b>12.05.16</b>	2,803,651	0.4	LUX	France	drama
Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04.16	1,985,316	0.3	NKI	Russia	animation
Our Kind of Traitor	12.05.16	1,455,120	0.2	MGG	UK	thriller
<b>The Opposite Sex</b>	<b>19.05.16</b>	1,269,446	0.2	KNLG	USA	melodrama
Mult v Kino. Vypusk 31	14.05.16	986,220	0.2	MVK	Russia	animation

<b>Weekend No. 22</b> May 26, 2016 – May 29, 2016		<b>Weekend figures:</b> 988.4 million rubles 3.6 million viewers		<b>Average ticket price: 278 rubles</b> <b>Viewers per screening: 37</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Warcraft</b>	<b>26.05.16</b>	599,680,825	60.7	UPI	USA	fantasy
<b>Alice Through the Looking Glass</b>	<b>26.05.16</b>	242,242,736	24.5	WDSSPR	USA	fantasy
X-Men: Apocalypse	19.05.16	74,878,800	7.6	FOX	USA	fantasy
Angry Birds	12.05.16	45,598,764	4.6	WDSSPR	USA, Finland	animation
Ekipazh	21.04.16	11,603,148	1.2	CP	Russia	drama
Captain America: Civil War	05.05.16	4,432,517	0.4	WDSSPR	USA	fantasy
Un homme à la hauteur	12.05.16	1,225,533	0.1	VLG	France	melodrama
<b>Mult v Kino. Vypusk 32</b>	<b>28.05.16</b>	1,147,805	0.1	MVK	Russia	animation
A Hologram for the King	12.05.16	887,066	0.1	PRD	UK, France, Germany, USA	drama
Chocolat	12.05.16	706,396	0.1	LUX	France	drama
The Jungle Book	07.04.16	490,071	0.0	WDSSPR	USA	fantasy
Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	28.04.16	283,058	0.0	NKI	Russia	animation

## JUNE

Russian movie theaters were visited by 16.4 million people in the first summer month, which is 3% less than in May, and box office receipts dropped by 11% down to 3.9 billion rubles. Such a difference in dynamics of box office receipts and numbers of viewers is due to the reduction of average ticket price in June compared to May. Workdays showed better results due to school holidays, and there was more family content as well.

“Teenage Mutant Ninja Turtles: Out of the Shadows” followed the trend of “The Huntsman: Winter’s War” and “Alice Through the Looking Glass”, and performed much worse than the previous part. Sequel’s success requires positive word-of-mouth marketing for the previous part, new plot elements and the following

development of franchise, but the aforementioned projects showed nothing of that.

However, box office growth was demonstrated by “Now You See Me 2”. This film about illusionists surpassed 1 billion rubles and took the 11<sup>th</sup> place as a result of the year.

In fact, June turned out to be the month of sequels. Besides “Teenage Mutant Ninja Turtles: Out of the Shadows” and “Now You See Me 2”, there were sequels of “Finding Dory”, “Independence Day: Resurgence”, “The Conjuring 2” and “Neighbors 2: Sorority Rising”.

Russian films “Zavtrak u Papy”, “Odnoklassnitsy” and “Chistoe Iskusstvo” failed to attract a lot of attention and together earned only 124 million rubles.

<b>Weekend No. 23</b> June 02, 2016 – June 05, 2016		<b>Weekend figures:</b> 730.1 million rubles 2.8 million viewers		<b>Average ticket price: 260 rubles</b> <b>Viewers per screening: 28</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Teenage Mutant Ninja Turtles: Out of the Shadows</b>	<b>02.06.16</b>	274,566,860	37.6	CPP	USA	fiction
Warcraft	26.05.16	224,529,520	30.8	UPI	USA	fantasy
Alice Through the Looking Glass	26.05.16	114,500,536	15.7	WDSSPR	USA	fantasy
<b>Money Monster</b>	<b>02.06.16</b>	41,379,976	5.7	WDSSPR	USA	thriller
X-Men: Apocalypse	19.05.16	24,852,320	3.4	FOX	USA	fantasy
Angry Birds	12.05.16	19,796,686	2.7	WDSSPR	USA, Finland	animation
<b>Open Season: Scared Silly</b>	<b>02.06.16</b>	14,938,063	2.0	VLG	USA	animation
Ekipazh	21.04.16	7,606,204	1.0	CP	Russia	drama
Mult v Kino. Vypusk 32	28.05.16	1,217,349	0.2	MVK	Russia	animation
Captain America: Civil War	05.05.16	990,186	0.1	WDSSPR	USA	fantasy
<b>The Curse of Sleeping Beauty</b>	<b>02.06.16</b>	588,338	0.1	MGNP	USA	horror
Chocolat	12.05.16	505,707	0.1	LUX	France	drama

<b>Weekend No. 24</b> June 09, 2016 – June 13, 2016		<b>Weekend figures:</b> 924.9 million rubles 3.6 million viewers		<b>Average ticket price: 259 rubles</b> <b>Viewers per screening: 30</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Now You See Me 2</b>	<b>09.06.16</b>	524,942,452	56.8	CP	USA	thriller
Warcraft	26.05.16	118,709,696	12.8	UPI	USA	fantasy
Teenage Mutant Ninja Turtles: Out of the Shadows	02.06.16	117,007,008	12.7	CPP	USA	fiction
Alice Through the Looking Glass (2016)	26.05.16	60,698,376	6.6	WDSSPR	USA	fantasy
The Nice Guys	preview 09.06.16– 15.06.16	31,687,956	3.4	PRD	USA, UK	crime
Angry Birds	12.05.16	13,411,088	1.5	WDSSPR	USA, Finland	animation
Money Monster	02.06.16	11,664,486	1.3	WDSSPR	USA	thriller
Open Season: Scared Silly	02.06.16	11,364,598	1.2	VLG	USA	animation
X-Men: Apocalypse	19.05.16	9,890,672	1.1	FOX	USA	fantasy
<b>A Bigger Splash</b>	<b>09.06.16</b>	7,451,176	0.8	EXP	Italy, France	thriller
Ekipazh	21.04.16	5,383,601	0.6	CP	Russia	drama
<b>Chistoe Iskusstvo</b>	<b>09.06.16</b>	4,205,895	0.5	25FFC	Russia	thriller

<b>Weekend No. 25</b> June 16, 2016 – June 19, 2016		<b>Weekend figures:</b> 601.5 million rubles 2.4 million viewers		<b>Average ticket price: 248 rubles</b> <b>Viewers per screening: 24</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Finding Dory</b>	<b>16.06.16</b>	194,940,693	32.4	WDSSPR	USA	animation
Now You See Me 2	09.06.16	148,039,344	24.6	CP	USA	thriller
<b>The Conjuring 2</b>	<b>16.06.16</b>	111,483,480	18.5	CRP	USA	horror
<b>The Nice Guys</b>	<b>16.06.16</b>	43,329,020	7.2	PRD	USA, UK	crime
Warcraft	26.05.16	31,224,820	5.2	UPI	USA	fantasy
<b>Odnoklassnitsy</b>	<b>16.06.16</b>	24,284,112	4.0	NKI	Russia	melodrama
Teenage Mutant Ninja Turtles: Out of the Shadows	02.06.16	23,668,272	3.9	CPP	USA	fiction
Alice Through the Looking Glass	26.05.16	10,074,628	1.7	WDSSPR	USA	fantasy
A Bigger Splash	09.06.16	1,996,552	0.3	EXP	Italy, France	thriller
X-Men: Apocalypse	19.05.16	1,815,194	0.3	FOX	USA	fantasy
Ekipazh	21.04.16	1,516,754	0.3	CP	Russia	drama
Angry Birds	12.05.16	1,392,083	0.2	WDSSPR	USA, Finland	animation

<b>Weekend No. 26</b> June 23, 2016 – June 26, 2016		<b>Weekend figures:</b> 506.3 million rubles 2.0 million viewers		<b>Average ticket price: 257 rubles</b> <b>Viewers per screening: 20</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Independence Day: Resurgence</b>	<b>23.06.16</b>	207,538,351	41.0	FOX	USA	science fiction
Finding Dory	16.06.16	99,454,152	19.6	WDSSPR	USA	animation
Now You See Me 2	09.06.16	56,943,788	11.2	CP	USA	thriller
The Conjuring 2	16.06.16	46,775,356	9.2	CAO	USA	horror
<b>Zavtrak u Papy</b>	<b>23.06.16</b>	29,390,948	5.8	CP	Russia	comedy
The Nice Guys	16.06.16	16,717,844	3.3	PRD	USA, UK	crime
<b>Neighbors 2: Sorority Rising</b>	<b>23.06.16</b>	15,340,064	3.0	UPI	USA	comedy
Warcraft	26.05.16	10,106,146	2.0	UPI	USA	fantasy
Odnoklassnitsy	16.06.16	7,010,380	1.4	NKI	Russia	melodrama
Teenage Mutant Ninja Turtles: Out of the Shadows	02.06.16	6,391,085	1.3	CPP	USA	fiction
Alice Through the Looking Glass	26.05.16	2,616,832	0.5	WDSSPR	USA	fantasy
<b>Mult v Kino. Vypusk 33</b>	<b>25.06.16</b>	1,255,906	0.2	MVK	Russia	animation

## JULY

The box office receipts and the number of viewers decreased in July by 10% compared to the previous month, and amounted to 3.5 billion rubles and 14.7 million people, respectively. “Ice Age” and “Ghostbusters” sequels started worse than expected, while the animation franchise still managed to become the month’s leader with box office receipts of 887 million rubles (63 million less than “Kung Fu Panda 3”).

At the same time, genre projects showed quite a surprising result – “Me Before You” melodrama (245 million rubles, which is higher than “The Finest Hours” disaster-film) and “Lights Out” horror (247 million rubles, which can be compared to “The 5th Wave” science fiction film).

“Café Society” became the highest-grossing film by Woody Allen in Russian distribution with the total box office receipts surpassing 100 million rubles as well as overcoming “Mike and Dave Need Wedding Dates” and “Central Intelligence” comedies in July.

<b>Weekend No. 27</b> June 30, 2016 – July 03, 2016		<b>Weekend figures:</b> 504.2 million rubles 2.0 million viewers		<b>Average ticket price: 256 rubles</b> <b>Viewers per screening: 20</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>The Legend of Tarzan</b>	<b>30.06.16</b>	192,769,198	38.2	CAO	USA	adventure
<b>The BFG</b>	<b>30.06.16</b>	118,325,248	23.5	WDSSPR	USA, UK, Canada	fantasy
Independence Day: Resurgence	23.06.16	59,140,868	11.7	FOX	USA	science fiction
Finding Dory	16.06.16	40,349,168	8.0	WDSSPR	USA	animation
Now You See Me 2	09.06.16	28,085,070	5.6	CP	USA	thriller
The Conjuring 2	16.06.16	15,301,442	3.0	CAO	USA	horror
Zavtrak u Papy	23.06.16	12,500,732	2.5	CP	Russia	comedy
<b>Swiss Army Man</b>	<b>30.06.16</b>	6,737,063	1.3	VLG	USA	drama
The Nice Guys	16.06.16	5,802,566	1.2	PRD	USA, UK	crime
<b>Demolition</b>	<b>30.06.16</b>	5,586,536	1.1	PRD	USA	drama
Neighbors 2: Sorority Rising	23.06.16	5,252,389	1.0	UPI	USA	comedy
Warcraft	26.05.16	4,761,981	0.9	UPI	USA	fantasy

<b>Weekend No. 28</b> July 07, 2016 – July 10, 2016		Weekend figures: 551.2 million rubles 2.1 million viewers		Average ticket price: 257 rubles Viewers per screening: 21		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Legend of Tarzan	30.06.16	112,559,162	20.4	CAO	USA	adventure
<b>Me Before You</b>	<b>07.07.16</b>	92,086,920	16.7	CAO	USA	melodrama
The BFG	30.06.16	83,476,608	15.1	WDSSPR	USA, UK, Canada	fantasy
<b>The Shallows</b>	<b>07.07.16</b>	82,589,952	15.0	WDSSPR	USA	thriller
<b>Mike and Dave Need Wedding Dates</b>	<b>07.07.16</b>	39,389,664	7.1	FOX	USA	comedy
<b>Central Intelligence</b>	<b>07.07.16</b>	35,102,176	6.4	UPI	USA	comedy
Finding Dory	16.06.16	27,836,156	5.1	WDSSPR	USA	animation
Independence Day: Resurgence	23.06.16	20,279,516	3.7	FOX	USA	science fiction
Now You See Me 2	09.06.16	15,773,892	2.9	CP	USA	thriller
<b>Genius</b>	<b>07.07.16</b>	9,755,148	1.8	CP	UK, USA	drama
The Conjuring 2	16.06.16	6,344,355	1.2	CAO	USA	horror
<b>Cell</b>	<b>07.07.16</b>	4,180,238	0.8	NKI	USA	horror

<b>Weekend No. 29</b> July 14, 2016 – July 17, 2016		Weekend figures: 565.9 million rubles 2.3 million viewers		Average ticket price: 248 rubles Viewers per screening: 21		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Ice Age: Collision Course</b>	<b>14.07.16</b>	341,584,923	60.4	FOX	USA	animation
Me Before You	07.07.16	43,983,808	7.8	CAO	USA	melodrama
The Legend of Tarzan	30.06.16	34,696,132	6.1	CAO	USA	adventure
The Shallows	07.07.16	33,156,480	5.9	WDSSPR	USA	thriller
Mike and Dave Need Wedding Dates	07.07.16	19,468,308	3.4	FOX	USA	comedy
The BFG	30.06.16	18,164,948	3.2	WDSSPR	USA, UK, Canada	fantasy
Central Intelligence	07.07.16	16,662,824	2.9	UPI	USA	comedy
<b>Equals</b>	<b>14.07.16</b>	13,945,367	2.5	CP	USA	science fiction
Now You See Me 2	09.06.16	9,383,222	1.7	CP	USA	thriller
<b>Sadako v Kayako</b>	<b>14.07.16</b>	6,057,730	1.1	EXP	Japan	horror
Independence Day: Resurgence	23.06.16	4,906,624	0.9	FOX	USA	science fiction
Finding Dory	16.06.16	3,945,583	0.7	WDSSPR	USA	animation

<b>Weekend No. 30</b> July 21, 2016 – July 24, 2016		Weekend figures: 576.2 million rubles 2.2 million viewers		Average ticket price: 261 rubles Viewers per screening: 21		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Star Trek Beyond</b>	<b>21.07.16</b>	194,671,317	33.8	CPP	USA	fantasy
Ice Age: Collision Course	14.07.16	161,253,584	28.0	FOX	USA	animation
<b>Lights Out</b>	<b>21.07.16</b>	105,380,632	18.3	CAO	USA	horror
<b>Café Society</b>	<b>21.07.16</b>	32,813,008	5.7	VLG	USA	drama
Me Before You	07.07.16	17,840,362	3.1	CAO	USA	melodrama
The Legend of Tarzan	30.06.16	12,525,909	2.2	CAO	USA	adventure
The Shallows	07.07.16	7,503,310	1.3	WDSSPR	USA	thriller
Now You See Me 2	09.06.16	7,038,037	1.2	CP	USA	thriller
The BFG	30.06.16	6,287,927	1.1	WDSSPR	USA, UK, Canada	fantasy
Mike and Dave Need Wedding Dates	07.07.16	4,660,579	0.8	FOX	USA	comedy
Central Intelligence	07.07.16	4,589,038	0.8	UPI	USA	comedy
Equals	14.07.16	3,821,247	0.7	CP	USA	science fiction

<b>Weekend No. 31</b> June 28, 2016 – June 31, 2016		Weekend figures: 415.8 million rubles 1.6 million viewers		Average ticket price: 258 rubles Viewers per screening: 16		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Ghostbusters</b>	<b>28.07.16</b>	151,843,339	36.5	WDSSPR	USA	comedy
Ice Age: Collision Course	14.07.16	65,920,488	15.9	FOX	USA	animation
Star Trek Beyond	21.07.16	60,171,544	14.5	CPP	USA	fantasy
Lights Out	21.07.16	42,996,568	10.3	CAO	USA	horror
<b>The Purge: Election Year</b>	<b>28.07.16</b>	22,308,688	5.4	UPI	USA, France	horror
Café Society	21.07.16	19,644,240	4.7	VLG	USA	drama
<b>The Neon Demon</b>	<b>28.07.16</b>	8,482,604	2.0	CPR	France, Denmark, USA	thriller
<b>Bastille Day</b>	<b>28.07.16</b>	6,708,734	1.6	VLG	UK, France, USA	action
Me Before You	07.07.16	6,092,707	1.5	CAO	USA	melodrama
Now You See Me 2	09.06.16	5,487,205	1.3	CP	USA	thriller
<b>Blinky Bill the Movie</b>	<b>28.07.16</b>	4,793,637	1.2	EXP	Australia, Ireland	animation
The Legend of Tarzan	30.06.16	4,575,495	1.1	CAO	USA	adventure

**AUGUST**

Notwithstanding traditional seasonal patterns, August turned out to be more successful for Russian movie theaters than June and July with the box office receipts amounting to 4.5 billion rubles and the number of viewers to 18.7 million people. And what is more, in 2016, there were more viewers only in January.

The record-high audience boost was basically due to two projects – “Suicide Squad” comic film and “The Secret

Life of Pets” animation, which earned 1.57 and 1.97 billion rubles, respectively, so together they collected 3.5 billion rubles – 7% of the total box office receipts from all films in 2016 and 70% of the monthly total box office receipts in August.

“The Secret Life of Pets” gave way to “Zootopia” and “Suicide Squad” to “Deadpool” in the list of the highest-grossing films of the year. The difference in the former case amounted to 76, and in the latter to 17 million rubles.

<b>Weekend No. 32</b> Aug. 04, 2016 – Aug. 07, 2016		<b>Weekend figures:</b> 879.2 million rubles 3.3 million viewers		<b>Average ticket price: 269 rubles</b> <b>Viewers per screening: 34</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Suicide Squad</b>	<b>04.08.16</b>	735,383,606	83.6	CAO	USA	fantasy
Ghostbusters	28.07.16	39,522,356	4.5	WDSSPR	USA	comedy
Ice Age: Collision Course	14.07.16	34,712,444	3.9	FOX	USA	animation
Star Trek Beyond	21.07.16	13,364,255	1.5	CPP	USA	fantasy
Lights Out	21.07.16	10,512,329	1.2	CAO	USA	horror
Café Society	21.07.16	8,861,982	1.0	VLG	USA	drama
The Purge: Election Year	28.07.16	5,865,880	0.7	UPI	USA, France	horror
<b>Julieta</b>	<b>04.08.16</b>	5,518,009	0.6	KF	Spain	drama
Now You See Me 2	09.06.16	2,933,030	0.3	CP	USA	thriller
The Neon Demon	28.07.16	2,394,525	0.3	CPR	France, Denmark, USA	thriller
Blinky Bill the Movie	28.07.16	2,205,628	0.3	EXP	Australia, Ireland	animation
Me Before You	07.07.16	1,778,550	0.2	CAO	USA	melodrama

<b>Weekend No. 33</b> Aug. 11, 2016 – Aug. 14, 2016		<b>Weekend figures:</b> 640.4 million rubles 2.4 million viewers		<b>Average ticket price: 266 rubles</b> <b>Viewers per screening: 24</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Suicide Squad	04.08.16	259,047,973	40.4	CAO	USA	fantasy
The Secret Life of Pets	preview 13.08.16–17.08.16	189,008,400	29.5	UPI	USA	animation
<b>Pete's Dragon</b>	<b>11.08.16</b>	93,647,424	14.6	WDSSPR	USA	fantasy
<b>The Infiltrator</b>	<b>11.08.16</b>	20,530,426	3.2	VLG	UK	crime
<b>Diggery</b>	<b>11.08.16</b>	20,283,880	3.2	CP	Russia	horror
Ghostbusters	28.07.16	11,241,289	1.8	WDSSPR	USA	comedy
Ice Age: Collision Course	14.07.16	9,864,180	1.5	FOX	USA	animation
Café Society	21.07.16	7,300,213	1.1	VLG	USA	drama
Lights Out	21.07.16	3,920,023	0.6	CAO	USA	horror
Star Trek Beyond	21.07.16	3,864,122	0.6	CPP	USA	fantasy
Julieta	04.08.16	3,385,337	0.5	KF	Spain	drama
Now You See Me 2	09.06.16	2,493,030	0.4	CP	USA	thriller

<b>Weekend No. 34</b> Aug. 18, 2016 – Aug. 21, 2016		<b>Weekend figures:</b> 865.6 million rubles 3.5 million viewers		<b>Average ticket price: 249 rubles</b> <b>Viewers per screening: 33</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>The Secret Life of Pets</b>	<b>18.08.16</b>	581,747,251	67.2	UPI	USA	animation
<b>War Dogs</b>	<b>18.08.16</b>	117,889,144	13.6	CAO	USA	crime
Suicide Squad	04.08.16	92,086,648	10.6	CAO	USA	fantasy
Pete's Dragon	11.08.16	33,984,000	3.9	WDSSPR	USA	fantasy
The Infiltrator	11.08.16	6,361,830	0.7	VLG	UK	crime
Diggery	11.08.16	4,849,451	0.6	CP	Russia	horror
<b>Love &amp; Friendship</b>	<b>18.08.16</b>	4,712,094	0.5	EXP	Ireland, Netherlands, France, USA, UK	melodrama
<b>Hell or High Water</b>	<b>18.08.16</b>	4,603,548	0.5	PRD	USA	crime
Café Society	21.07.16	3,950,893	0.5	VLG	USA	drama
Ice Age: Collision Course	14.07.16	1,524,485	0.2	FOX	USA	animation
Ghostbusters	28.07.16	1,254,390	0.1	WDSSPR	USA	comedy
<b>Mult v Kino. Vypusk 35</b>	<b>20.08.16</b>	1,182,206	0.1	MVK	Russia	animation

<b>Weekend No. 35</b> Aug. 25, 2016 – Aug. 28, 2016		Weekend figures: 594.0 million rubles 2.4 million viewers		Average ticket price: 245 rubles Viewers per screening: 23		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Secret Life of Pets	18.08.16	290,933,121	49.0	UPI	USA	animation
<b>Mechanic: Resurrection</b>	<b>25.08.16</b>	91,817,632	15.5	MGG / FOX	USA, France	action
<b>Don't Breathe</b>	<b>25.08.16</b>	55,020,400	9.3	WDSSPR	USA	horror
War Dogs	18.08.16	48,251,952	8.1	CAO	USA	crime
Suicide Squad	04.08.16	36,043,452	6.1	CAO	USA	fantasy
<b>Sparta</b>	<b>25.08.16</b>	17,902,328	3.0	CRP	Russia	drama
<b>Nochnye Strazhi</b>	<b>25.08.16</b>	17,595,744	3.0	VLG	Russia	fantasy
Pete's Dragon	11.08.16	12,263,220	2.1	WDSSPR	USA	fantasy
<b>Ah-ga-ssi</b>	<b>25.08.16</b>	4,476,932	0.8	CPR	South Korea	drama
Café Society	21.07.16	2,186,746	0.4	VLG	USA	drama
Love & Friendship	18.08.16	2,101,279	0.4	EXP	Ireland, Netherlands, France, USA, Great Britain	melodrama
Mult v Kino. Vypusk 35	20.08.16	1,000,466	0.2	MVK	Russia	animation

## SEPTEMBER

September traditionally showed the lowest number of viewers for the entire year – 11.3 million people and 2.76 billion rubles, which is 39% and 38% lower than in August, respectively.

“Jason Bourne”, “Ben-Hur”, “Zhenikh”, “The Magnificent Seven”, “Storks” and “Duelyant” became the leaders of the month, but none of the September releases managed to surpass 200 million rubles in the opening weekend box office taking.

“Zhenikh” showed the month’s best result, earning 184 million rubles for the first weekend and eventually increased the launch box office taking 2.5 times (to 459 million rubles), which proves the comedy’s positive word-of-mouth marketing. The similar figures for “Duelyant” were reasonably good – 2.4 times (151 million rubles at the launch and eventually 364 million rubles). The comedy surpassed the history film by 95 million rubles in the total receipts. We should also note the difference between the films’ average ticket price: 269 rubles for “Duelyant” performing better in Moscow and big cities, and 230 rubles for “Zhenikh”. As a result of the year, both films were included into top 40 films, and top 10 Russian films.

<b>Weekend No. 36</b> Sep. 01, 2016 – Sep. 04, 2016		Weekend figures: 547.3 million rubles 2.2 million viewers		Average ticket price: 250 rubles Viewers per screening: 21		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Secret Life of Pets	18.08.16	190,324,882	34.8	UPI	USA	animation
<b>Jason Bourne</b>	<b>01.09.16</b>	139,730,144	25.5	UPI	USA	action
Mechanic: Resurrection	25.08.16	35,194,424	6.4	MGG / FOX	USA, France	action
<b>Vse o Muzhchinakh</b>	<b>01.09.16</b>	34,605,764	6.3	CRP	Russia	melodrama
<b>Bad Moms</b>	<b>01.09.16</b>	32,321,240	5.9	VLG	USA	comedy
<b>Nine Lives</b>	<b>01.09.16</b>	28,499,032	5.2	NKI	France, China	comedy
Don't Breathe	25.08.16	27,698,684	5.1	WDSSPR	USA	horror
War Dogs	18.08.16	11,745,706	2.1	CAO	USA	crime
Suicide Squad	04.08.16	9,724,454	1.8	CAO	USA	fantasy
<b>The 9th Life of Louis Drax</b>	<b>01.09.16</b>	7,507,361	1.4	PRD	UK, Canada, USA	thriller
Pete's Dragon	11.08.16	7,140,070	1.3	WDSSPR	USA	fantasy
Nochnye Strazhi	25.08.16	3,848,762	0.7	VLG	Russia	fantasy

<b>Weekend No. 37</b> Sep. 08, 2016 – Sep. 11, 2016		Weekend figures: 450.0 million rubles 1.7 million viewers		Average ticket price: 266 rubles Viewers per screening: 18		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Ben-Hur</b>	<b>08.09.16</b>	129,210,061	28.7	CPP	USA	action
<b>Sausage Party</b>	<b>08.09.16</b>	70,294,920	15.6	WDSSPR	USA	animation
The Secret Life of Pets	18.08.16	69,697,632	15.5	UPI	USA	animation
<b>Sully</b>	<b>08.09.16</b>	62,454,808	13.9	CAO	USA	action
Jason Bourne	01.09.16	33,914,412	7.5	UPI	USA	action
Nine Lives	01.09.16	13,503,461	3.0	NKI	France, China	comedy
Bad Moms	01.09.16	12,037,346	2.7	VLG	USA	comedy
Vse o Muzhchinakh	01.09.16	10,802,648	2.4	CRP	Russia	melodrama
<b>Morgan</b>	<b>08.09.16</b>	10,733,473	2.4	FOX	USA	horror
Mechanic: Resurrection	25.08.16	5,323,478	1.2	MG / FOX	USA, France	action
<b>The Light Between Oceans</b>	<b>08.09.16</b>	4,965,438	1.1	ART	USA, UK, New Zealand	drama
Don't Breathe	25.08.16	4,054,908	0.9	WDSSPR	USA	horror

<b>Weekend No. 38</b> Sep. 15, 2016 – Sep. 18, 2016		Weekend figures: 537.1 million rubles 2.1 million viewers		Average ticket price: 257 rubles Viewers per screening: 21		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Zhenikh	15.09.16	184,258,010	34.3	CRP	Russia	comedy
Bridget Jones's Baby	15.09.16	77,479,856	14.4	UPI	USA, Ireland, UK, France	melodrama
Nerve	15.09.16	56,490,408	10.5	WDSSPR	USA	crime
Ben-Hur	08.09.16	48,006,328	8.9	CPP	USA	action
The Secret Life of Pets	18.08.16	36,281,184	6.8	UPI	USA	animation
Sully	08.09.16	35,395,348	6.6	CAO	USA	action
Snowden	15.09.16	31,613,288	5.9	CP	USA, Germany, France	drama
Sausage Party	08.09.16	28,772,188	5.4	WDSSPR	USA	animation
Jason Bourne	01.09.16	7,978,203	1.5	UPI	USA	action
Nine Lives	01.09.16	5,767,168	1.1	NKI	France, China	comedy
Mult v Kino. Vypusk 36	17.09.16	3,554,233	0.7	MVK	Russia	animation
Morgan	08.09.16	2,683,592	0.5	FOX	USA	horror

<b>Weekend No. 39</b> Sep. 22, 2016 – Sep. 25, 2016		Weekend figures: 490.7 million rubles 1.9 million viewers		Average ticket price: 254 rubles Viewers per screening: 20		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
The Magnificent Seven	22.09.16	108,860,783	22.2	WDSSPR	USA	action
Storks	22.09.16	105,759,184	21.6	CAO	USA	animation
Zhenikh	15.09.16	97,177,832	19.8	CRP	Russia	comedy
Bridget Jones's Baby	15.09.16	43,202,664	8.8	UPI	USA, Ireland, UK, France	melodrama
Nerve	15.09.16	35,675,696	7.3	WDSSPR	USA	crime
Snowden	15.09.16	14,632,058	3.0	CP	USA, Germany, France	drama
Ben-Hur	08.09.16	12,575,361	2.6	CPP	USA	action
The Secret Life of Pets	18.08.16	9,931,921	2.0	UPI	USA	animation
USS Indianapolis: Men of Courage	22.09.16	9,803,670	2.0	PRD	USA	war
Sully	08.09.16	8,776,155	1.8	CAO	USA	action
Dizlayk	22.09.16	6,372,539	1.3	FOX	Russia	horror
Sausage Party	08.09.16	6,309,364	1.3	WDSSPR	USA	animation

<b>Weekend No. 40</b> Sep. 29, 2016 – Oct. 02, 2016		Weekend figures: 456.1 million rubles 1.7 million viewers		Average ticket price: 263 rubles Viewers per screening: 18		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Duelyant	29.09.16	151,277,824	33.2	WDSSPR	Russia	drama
Storks	22.09.16	69,064,920	15.1	CAO	USA	animation
Deepwater Horizon	29.09.16	64,285,196	14.1	CP	USA	drama
Zhenikh	15.09.16	41,408,804	9.1	CRP	Russia	comedy
The Magnificent Seven	22.09.16	33,770,320	7.4	WDSSPR	USA	action
Masterminds / Masterminds. Goblin Translation	29.09.16	31,241,615	6.9	PRD	USA	comedy
Bridget Jones's Baby	15.09.16	16,845,944	3.7	UPI	USA, Ireland, UK, France	melodrama
Nerve	15.09.16	11,922,258	2.6	WDSSPR	USA	crime
The Secret Life of Pets	18.08.16	5,998,577	1.3	UPI	USA	animation
Snowden	15.09.16	3,887,851	0.9	CP	USA, Germany, France	drama
Ben-Hur	08.09.16	3,012,398	0.7	CPP	USA	action
Mult v Kino. Vypusk 37	01.10.16	1,978,189	0.4	MVK	Russia	animation



"Duelyant" production

**OCTOBER**

The total box office receipts in October amounted to 3.64 billion rubles with 14.3 million viewers (+32% and +27%, respectively, compared to September). 17 films with six of them being of Russian production were included in top 12 charts in the four month's weekends. "Miss Peregrine's Home for Peculiar Children" by Tim Burton was launched better than expected in the beginning of the month and eventually closed the top 15 list of the highest-grossing films of 2016 with the total box office receipts of 928 million rubles. The film adaptation of the popular book attracted not only families (as two summer Disney projects – "The BFG" and "Pete's Dragon"), but adult audience for evening screenings as well.

Russian "Ledokol" drama was the leader of October's third weekend. "Ledokol" took only the third place on its release day, giving way to "Jack Reacher: Never Go Back" and "Inferno", thus keeping the tradition of two previous big Russian September releases ("Zhenikh"

and "Duelyant"), when the opening day box office taking turned out to be lower than expected, but then due to high weekends' results its multiplier grew significantly higher than usual (10 instead of 6.5-7). Such high figures became possible due to positive word-of-mouth marketing and the loyalty of 30+ audience, which is more active on weekends.

The further dynamics of "Ledokol" release (total / launch box office ratio comprised 2.7 instead of traditional 1.8-2) proved not only the importance of initial scheduling, but of rational prolongation as well, when viewers have the opportunity to watch recommended films at convenient for them time on the third, fourth and even fifth week of screened.

In the segment of average scheduling films (150-350 movie theaters) similar successful figures of long release were demonstrated by Russian "Kollektor" chamber thriller that increased its opening box office (15.8 million rubles) 2.8 times (to 44 million rubles).

<b>Weekend No. 41</b> Oct. 06, 2016 – Oct. 09, 2016		Weekend figures: 667.6 million rubles 2.5 million viewers		Average ticket price: 268 rubles Viewers per screening: 26		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Miss Peregrine's Home for Peculiar Children</b>	<b>06.10.16</b>	384,061,835	57.5	FOX	USA, Belgium, UK	fantasy
Duelyant	29.09.16	82,273,248	12.3	WDSSPR	Russia	drama
Storks	22.09.16	42,161,168	6.3	CAO	USA	animation
Deepwater Horizon	29.09.16	29,245,688	4.4	CP	USA	drama
<b>Blair Witch</b>	<b>06.10.16</b>	25,853,228	3.9	VLG	USA	horror
<b>Derzhi Udar, Detka!</b>	<b>06.10.16</b>	19,880,836	3.0	CRP	Russia	comedy
<b>Kollektor</b>	<b>06.10.16</b>	15,844,221	2.4	WDSSPR	Russia	thriller
Zhenikh	15.09.16	14,585,027	2.2	CRP	Russia	comedy
Masterminds / Masterminds. Goblin Translation	29.09.16	12,874,908	1.9	PRD	USA	comedy
The Magnificent Seven	22.09.16	7,660,600	1.1	WDSSPR	USA	action
Bridget Jones's Baby	15.09.16	6,886,959	1.0	UPI	USA, Ireland, UK, France	melodrama
The Secret Life of Pets	18.08.16	3,129,873	0.5	UPI	USA	animation

<b>Weekend No. 42</b> Oct. 13, 2016 – Oct. 16, 2016		Weekend figures: 633.7 million rubles 2.4 million viewers		Average ticket price: 269 rubles Viewers per screening: 25		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Inferno</b>	<b>13.10.16</b>	277,984,736	43.9	WDSSPR	USA	thriller
Miss Peregrine's Home for Peculiar Children	06.10.16	198,727,376	31.4	FOX	USA, Belgium, Great Britain	fantasy
Storks	22.09.16	31,880,338	5.0	CAO	USA	animation
Duelyant	29.09.16	30,067,816	4.7	WDSSPR	Russia	drama
<b>The Girl with All the Gifts</b>	<b>13.10.16</b>	14,572,690	2.3	EXP	UK, USA	science fiction
Blair Witch	06.10.16	8,947,194	1.4	VLG	USA	horror
Kollektor	06.10.16	8,530,369	1.3	WDSSPR	Russia	thriller
Deepwater Horizon	29.09.16	8,061,588	1.3	CP	USA	drama
<b>Superplokhie</b>	<b>13.10.16</b>	8,016,274	1.3	PRD	Russia	comedy
Derzhi Udar, Detka!	06.10.16	7,618,120	1.2	CRP	Russia	comedy
Zhenikh	15.09.16	5,152,158	0.8	CRP	Russia	comedy
<b>Mult v Kino. Vypusk 38</b>	<b>15.10.16</b>	2,462,796	0.4	MVK	Russia	animation

<b>Weekend No. 43</b> Oct. 20, 2016 – Oct. 23, 2016		Weekend figures: 538.4 million rubles 2.0 million viewers		Average ticket price: 265 rubles Viewers per screening: 22		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Ledokol</b>	<b>20.10.16</b>	123,383,677	22.9	NKI	Russia	drama
<b>Jack Reacher: Never Go Back</b>	<b>20.10.16</b>	112,398,552	20.9	CPP	USA	action
Inferno	13.10.16	104,447,488	19.4	WDSSPR	USA	thriller
Miss Peregrine's Home for Peculiar Children	06.10.16	88,550,648	16.4	FOX	USA, Belgium, Great Britain	fantasy
<b>Kubo and the Two Strings</b>	<b>20.10.16</b>	31,708,948	5.9	UPI	USA	animation
Storks	22.09.16	16,688,786	3.1	CAO	USA	animation
Duelyant	29.09.16	12,567,715	2.3	WDSSPR	Russia	drama
<b>It's Only the End of the World</b>	<b>20.10.16</b>	6,396,948	1.2	AOF	Canada, France	drama
The Girl with All the Gifts	13.10.16	5,779,549	1.1	EXP	UK, USA	science fiction
Kollektor	06.10.16	4,750,199	0.9	WDSSPR	Russia	thriller
Uchenik	13.10.16	2,849,466	0.5	VLG	Russia	drama
Mult v Kino. Vypusk 38	15.10.16	1,834,186	0.3	MVK	Russia	animation

<b>Weekend No. 44</b> Oct. 27, 2016 – Oct.30, 2016		<b>Weekend figures:</b> 712.2 million rubles 2.6 million viewers		<b>Average ticket price: 274 rubles</b> <b>Viewers per screening: 26</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Trolls</b>	<b>27.10.16</b>	232,588,090	32.7	FOX	USA	animation
Doctor Strange	preview 28.10.16– 30.10.16	147,950,080	20.8	WDSSPR	USA	fantasy
Ledokol	20.10.16	79,772,432	11.2	NKI	Russia	drama
<b>The Accountant</b>	<b>27.10.16</b>	73,754,536	10.4	CAO	USA	thriller
Miss Peregrine's Home for Peculiar Children	06.10.16	39,802,888	5.6	FOX	USA, Belgium, UK	fantasy
Inferno	13.10.16	38,085,712	5.3	WDSSPR	USA	thriller
Jack Reacher: Never Go Back	20.10.16	35,985,164	5.1	CPP	USA	action
<b>Max Steel</b>	<b>27.10.16</b>	16,346,320	2.3	CP	UK, USA	science fiction
Kubo and the Two Strings	20.10.16	8,158,655	1.1	UPI	USA	animation
<b>Sinbad. Pirates of the Seven Storms</b>	<b>27.10.16</b>	7,594,376	1.1	NKI	Russia	animation
Duelyant	29.09.16	3,474,854	0.5	WDSSPR	Russia	drama
It's Only the End of the World	20.10.16	3,052,813	0.4	AOF	Canada, France	drama

## NOVEMBER

The total box office receipts in November amounted to 4.37 billion rubles with 17.3 million viewers (+20% and +21%, respectively, compared to October). November is traditionally the most resultant autumn month in Russian distribution due to Russian films and a few Hollywood blockbusters.

In 2016, "Fantastic Beasts and Where to Find Them" fantasy and the screen version of comics "Doctor Strange" became the absolute leaders of this month,

collecting 1.4 and 1.3 billion rubles, respectively, and getting into the year's top 10. Thus, there were no sequels – direct continuation of a franchise in 2016 top 10.

Six Russian films were widely released and managed to be included into top 12: "Molot", "Bremenskie Razboyniki", "Khoroshy Malchik", "Dama Pik", "Elastiko" and "28 Panfilovtsev". "28 Panfilovtsev" war film became the leader collecting 365 million rubles, more than "Ledokol" (338 million rubles) and as much as "Duelyant" (364 million rubles).

<b>Weekend No. 45</b> Nov. 03, 2016 – Nov. 06, 2016		<b>Weekend figures:</b> 1,111.6 million rubles 4.2 million viewers		<b>Average ticket price: 263 rubles</b> <b>Viewers per screening: 39</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Doctor Strange</b>	<b>31.10.16</b>	501,272,255	45.1	WDSSPR	USA	fantasy
Trolls	27.10.16	236,720,864	21.3	FOX	USA	animation
<b>The Girl on the Train</b>	<b>03.11.16</b>	112,046,944	10.1	UPI	USA	thriller
<b>Molot</b>	<b>03.11.16</b>	52,176,776	4.7	CP	Russia	sports
The Accountant	27.10.16	50,239,448	4.5	CAO	USA	thriller
Ledokol	20.10.16	44,596,508	4.0	NKI	Russia	drama
<b>Ozzy</b>	<b>03.11.16</b>	39,890,288	3.6	VLG	Canada, Spain	animation
Miss Peregrine's Home for Peculiar Children	06.10.16	21,186,664	1.9	FOX	USA, Belgium, UK	fantasy
Inferno	13.10.16	8,102,325	0.7	WDSSPR	USA	thriller
Sinbad. Piraty Semi Shtormov	27.10.16	5,571,277	0.5	NKI	Russia	animation
Jack Reacher: Never Go Back	20.10.16	4,658,173	0.4	CPP	USA	action
Mult v Kino. Vypusk 39	29.10.16	2,028,278	0.2	MVK	Russia	animation

<b>Weekend No. 46</b> Nov. 10, 2016 – Nov. 13, 2016		<b>Weekend figures:</b> 617.4 million rubles 2.3 million viewers		<b>Average ticket price: 264 rubles</b> <b>Viewers per screening: 23</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Doctor Strange	31.10.16	167,907,413	27.2	WDSSPR	USA	fantasy
<b>Arrival</b>	<b>10.11.16</b>	117,429,016	19.0	WDSSPR	USA	science fiction
Trolls	27.10.16	68,222,944	11.1	FOX	USA	animation
<b>Keeping Up with the Joneses</b>	<b>10.11.16</b>	54,410,540	8.8	FOX	USA	comedy
<b>Khoroshy Malchik</b>	<b>10.11.16</b>	37,775,620	6.1	WDSSPR	Russia	comedy
The Girl on the Train	03.11.16	35,308,172	5.7	UPI	USA	thriller
<b>Ouija: Origin of Evil</b>	<b>10.11.16</b>	31,718,412	5.1	UPI	USA	horror
<b>Bremenskie Razboyniki</b>	<b>10.11.16</b>	20,174,842	3.3	CP	Russia	animation
Molot	03.11.16	15,317,974	2.5	CP	Russia	sports
The Accountant	27.10.16	15,109,552	2.4	CAO	USA	thriller
Ledokol	20.10.16	12,839,373	2.1	NKI	Russia	drama
Ozzy	03.11.16	12,162,468	2.0	VLG	Canada, Spain	animation

<b>Weekend No. 47</b> Nov. 17, 2016 – Nov. 20, 2016		<b>Weekend figures:</b> 917.9 million rubles 3.3 million viewers		<b>Average ticket price: 282 rubles</b> <b>Viewers per screening: 34</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Fantastic Beasts and Where to Find Them</b>	<b>17.11.16</b>	647,339,911	70.5	CAO	USA, UK	fantasy
Arrival	10.11.16	49,576,236	5.4	WDSSPR	USA	science fiction
Doctor Strange	31.10.16	44,853,480	4.9	WDSSPR	USA	fantasy
Trolls	27.10.16	33,729,248	3.7	FOX	USA	animation
<b>Hacksaw Ridge</b>	<b>17.11.16</b>	21,455,940	2.3	WDSSPR	USA, Australia	war
28 Panfilovtsev	19.11.16	17,961,502	2.0	UPI	Russia	war
Khoroshy Malchik	10.11.16	16,965,396	1.8	WDSSPR	Russia	comedy
Keeping Up with the Joneses	10.11.16	16,096,112	1.8	FOX	USA	comedy
<b>Dama Pik</b>	<b>17.11.16</b>	14,766,732	1.6	FOX	Russia	drama
Ouija: Origin of Evil	10.11.16	9,260,996	1.0	UPI	USA	horror
Bremenskie Razboyniki	10.11.16	8,870,337	1.0	CP	Russia	animation
The Girl on the Train	03.11.16	7,205,817	0.8	UPI	USA	thriller

<b>Weekend No. 48</b> Nov. 24, 2016 – Nov. 27, 2016		<b>Weekend figures:</b> 709.6 million rubles 2.6 million viewers		<b>Average ticket price: 269 rubles</b> <b>Viewers per screening: 27</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Fantastic Beasts and Where to Find Them	17.11.16	299,926,794	42.3	CAO	USA, UK	fantasy
<b>28 Panfilovtsev</b>	<b>24.11.16</b>	153,137,104	21.6	UPI	Russia	war
<b>Underworld: Blood Wars</b>	<b>24.11.16</b>	112,658,752	15.9	WDSSPR	USA	fantasy
Trolls	27.10.16	23,994,268	3.4	FOX	USA	animation
Doctor Strange	31.10.16	20,475,372	2.9	WDSSPR	USA	fantasy
Arrival	10.11.16	19,978,256	2.8	WDSSPR	USA	science fiction
Hacksaw Ridge	17.11.16	15,081,463	2.1	WDSSPR	USA, Australia	war
<b>Elastiko</b>	<b>24.11.16</b>	11,779,100	1.7	NKI	Russia	sports
<b>Abattoir</b>	<b>24.11.16</b>	7,951,543	1.1	EXP	USA	horror
Dama Pik	17.11.16	6,589,063	0.9	FOX	Russia	drama
Keeping Up with the Joneses	10.11.16	3,988,680	0.6	FOX	USA	comedy
<b>Mult v Kino. Vypusk 41</b>	<b>26.11.16</b>	2,270,046	0.3	MVK	Russia	animation

## DECEMBER

The results of December in Russian distribution, i.e. 3.76 billion rubles and 14.9 million viewers, turned out closer to July.

The best results, strongly outrunning the rest, were demonstrated by two Disney films, “Moana” animation (749 million rubles, which is lower than “Kung Fu Panda 3,” but a little higher than “Trolls”) and “Rogue One: A Star Wars Story” (645 million rubles, which is a little higher than “X-Men: Apocalypse” comic film). As a result of the year, both films were included into top 30.

Dramas were predominant among the other December films: “Allied”, “Collateral Beauty” and “Zemletryasenie” (240, 213 and 190 million rubles respectively). At the

same time, “Office Christmas Party” comedy earned 267 million rubles (the level of August release of “War Dogs”).

“Passengers”, “Yolki 5” and “Ded Moroz. Bitva Magov” were released in the next to last weekend before the New Year holidays, which started the so-called New Year battle.

In the last days of 2016, “Viking” history film was released, which due to the holidays, genre, being spectacular, star cast, early advertising campaign and Channel One’s strong support became the highest-grossing Russian film of the year, surpassing “Ekipazh.” The franchise sequels of “Tri Bogatyrya...” and “Snezhnaya Koroleva” showed a sustainable success, collecting 408 and 157 million rubles, respectively, in the very end of 2016 and the beginning of 2017.

<b>Weekend No. 49</b> Dec. 01, 2016 – Dec. 04, 2016		<b>Weekend figures:</b> 773.0 million rubles 2.9 million viewers		<b>Average ticket price: 264 rubles</b> <b>Viewers per screening: 28</b>		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Moana</b>	<b>01.12.16</b>	295,526,401	38.2	WDSSPR	USA	animation
Fantastic Beasts and Where to Find Them	17.11.16	109,748,400	14.2	CAO	USA, UK	fantasy
<b>Allied</b>	<b>01.12.16</b>	104,886,096	13.6	CPP	USA	drama
<b>Zemletryasenie</b>	<b>01.12.16</b>	83,319,360	10.8	CRP	Russia	drama
28 Panfilovtsev	24.11.16	70,894,608	9.2	UPI	Russia	war
Underworld: Blood Wars	24.11.16	36,310,552	4.7	WDSSPR	USA	fantasy
<b>Bad Santa 2 / Bad Santa 2. Goblin Translation</b>	<b>01.12.16</b>	18,686,596	2.4	PRD	USA	comedy
<b>Incarnate</b>	<b>01.12.16</b>	15,501,123	2.0	FOX/MGG	USA	horror
<b>L'odyssée</b>	<b>01.12.16</b>	8,677,118	1.1	MVK	France	adventure
Arrival	10.11.16	4,376,119	0.6	WDSSPR	USA	science fiction
Doctor Strange	31.10.16	3,812,932	0.5	WDSSPR	USA	fantasy
Hacksaw Ridge	17.11.16	2,669,510	0.3	WDSSPR	USA, Australia	war

<b>Weekend No. 50</b> Dec. 08, 2016 – Dec.11, 2016		Weekend figures: 609.8 million rubles 2.4 million viewers		Average ticket price: 259 rubles Viewers per screening: 24		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
Moana	01.12.16	190,310,710	31.2	WDSSPR	USA	animation
<b>Office Christmas Party</b>	<b>08.12.16</b>	133,771,744	21.9	CPP	USA	comedy
Fantastic Beasts and Where to Find Them	17.11.16	59,617,632	9.8	CAO	USA, UK	fantasy
Allied	01.12.16	57,363,200	9.4	CPP	USA	drama
Zemletryasenie	01.12.16	47,947,896	7.9	CRP	Russia	drama
28 Panfilovtsev	24.11.16	36,618,980	6.0	UPI	Russia	war
<b>Nocturnal Animals</b>	<b>08.12.16</b>	28,865,330	4.7	UPI	USA	thriller
Underworld: Blood Wars	24.11.16	9,535,204	1.6	WDSSPR	USA	fantasy
Bad Santa 2 / Bad Santa 2. Goblin Translation	01.12.16	7,600,096	1.2	PRD	USA	comedy
Incarnate	01.12.16	7,021,603	1.2	FOX/MGG	USA	horror
L'odyssée	01.12.16	6,357,297	1.0	MVK	France	adventure
<b>Mult v Kino. Vypusk 42</b>	<b>10.12.16</b>	1,794,147	0.3	MVK	Russia	animation

<b>Weekend No. 51</b> Dec. 15, 2016 – Dec.18, 2016		Weekend figures: 638.4 million rubles 2.3 million viewers		Average ticket price: 277 rubles Viewers per screening: 24		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Rogue One: A Star Wars Story</b>	<b>15.12.16</b>	318,925,638	50.0	WDSSPR	USA	fantasy
<b>Collateral Beauty</b>	<b>15.12.16</b>	89,230,368	14.0	CAO	USA	drama
Moana	01.12.16	81,755,168	12.8	WDSSPR	USA	animation
Office Christmas Party	08.12.16	55,246,096	8.7	CPP	USA	comedy
Allied	01.12.16	17,727,572	2.8	CPP	USA	drama
Fantastic Beasts and Where to Find Them	17.11.16	16,621,272	2.6	CAO	USA, UK	fantasy
Nocturnal Animals	08.12.16	11,507,666	1.8	UPI	USA	thriller
Zemletryasenie	01.12.16	10,874,986	1.7	CRP	Russia	drama
28 Panfilovtsev	24.11.16	10,583,336	1.7	UPI	Russia	war
<b>The Devil's Candy</b>	<b>15.12.16</b>	7,158,115	1.1	EXP	USA	horror
<b>Army of One</b>	<b>15.12.16</b>	3,091,158	0.5	VLG	USA	comedy
Mult v Kino. Vypusk 42	10.12.16	1,089,098	0.2	MVK	Russia	animation

<b>Weekend No. 52</b> Dec. 22, 2016 – Dec. 25, 2016		Weekend figures: 679.5 million rubles 2.5 million viewers		Average ticket price: 276 rubles Viewers per screening: 24		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Passengers</b>	<b>22.12.16</b>	272,489,120	40.1	WDSSPR	USA	science fiction
<b>Yolki 5</b>	<b>22.12.16</b>	168,983,728	24.9	FOX/BZL	Russia	comedy
Rogue One: A Star Wars Story	15.12.16	97,134,432	14.3	WDSSPR	USA	fantasy
Collateral Beauty	15.12.16	37,367,680	5.5	CAO	USA	drama
<b>Ded Moroz. Bitva Magov</b>	<b>24.12.16</b>	25,499,150	3.8	FOX	Russia	fantasy
Moana	01.12.16	24,071,588	3.5	WDSSPR	USA	animation
Tri Bogatyrya i Morskoy Tsar	preview	23,396,692	3.4	NKI	Russia	animation
Office Christmas Party	08.12.16	10,883,386	1.6	CPP	USA	comedy
Fantastic Beasts and Where to Find Them	17.11.16	4,366,947	0.6	CAO	USA, UK	fantasy
Allied	01.12.16	3,046,818	0.4	CPP	USA	drama
Nocturnal Animals	08.12.16	2,033,527	0.3	UPI	USA	thriller
Mult v Kino. Vypusk 43	24.12.16	1,297,555	0.2	MVK	Russia	animation

<b>Weekend No. 53</b> Dec. 29, 2016 – Jan.04, 2017		Weekend figures: 2,352.0 million rubles 8.8 million viewers		Average ticket price: 268 rubles Viewers per screening: 47		
Film title	Release date (day/mon/year)	Gross, rubles	Box office share, %	Film distributor	Country	Genre
<b>Viking</b>	<b>29.12.16</b>	794,284,236	33.8	CP	Russia	drama
Tri Bogatyrya i Morskoy Tsar	preview	407,769,856	17.3	NKI	Russia	animation
Passengers	22.12.16	378,423,104	16.1	WDSSPR	USA	science fiction
Yolki 5	22.12.16	347,573,632	14.8	FOX/BZL	Russia	comedy
<b>Snezhnaya Koroleva 3. Ogon i Led</b>	<b>29.12.16</b>	157,160,368	6.7	UPI	Russia	animation
Rogue One: A Star Wars Story	15.12.16	101,602,072	4.3	WDSSPR	USA	fantasy
Ded Moroz. Bitva Magov	24.12.16	82,953,416	3.5	FOX	Russia	fantasy
Moana	01.12.16	33,100,280	1.4	WDSSPR	USA	animation
Collateral Beauty	15.12.16	21,560,004	0.9	CAO	USA	drama
Fantastic Beasts and Where to Find Them	17.11.16	4,785,560	0.2	CAO	USA, UK	fantasy
Office Christmas Party	08.12.16	3,486,931	0.1	CPP	USA	comedy
Mult v Kino. Vypusk 43	24.12.16	1,671,398	0.1	MVK	Russia	animation

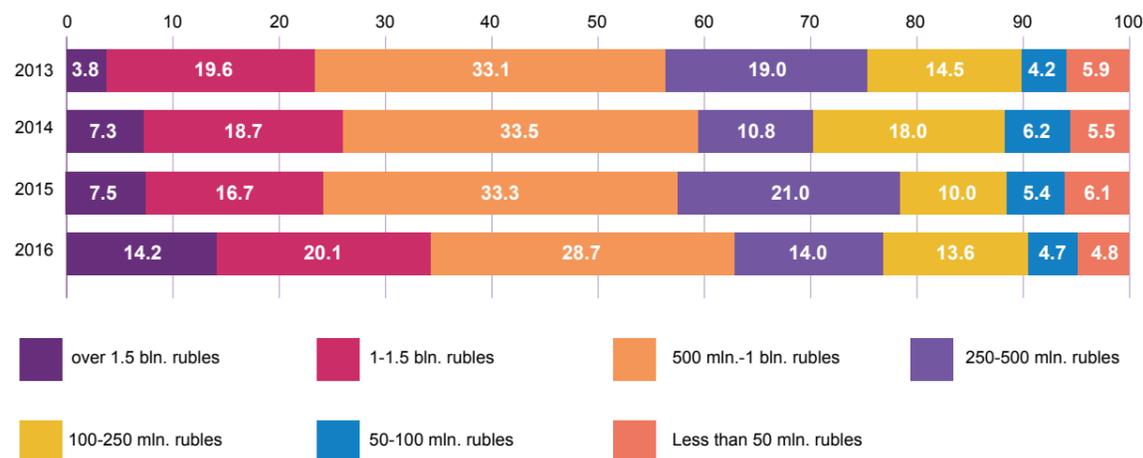
Details of box office receipts from films by weekends, 2016 (continued)

Film premieres in wide release are in bold letters

Full distributors' names:

- 25FF – 25th Floor Film
- AOF – A-One Films
- ART – Arthouse
- BZL – Bazelevs Distribution
- CAO – Caro Premier
- CP – Central Partnership
- CPP – Central Partnership Paramount
- CPR – Cinema Prestige
- CRP – Caroprokat
- EXP – Exponenta Film
- FOX – 20th Century Fox CIS
- FOX/BZL – 20th Century Fox CIS / Bazelevs Distribution
- FOX/BZL – 20th Century Fox CIS / Megogo Distribution
- KF – Kapella Film
- KNLG – Kinologistika
- LUX – Luxor
- MGG – Megogo Distribution
- MP – Magnum Pictures
- MVK – Mult v Kino
- NKI – Nashe Kino
- PRD – Paradise
- TFD – Top Film Distribution
- UPI – Universal Pictures International Russia
- VLG – Volga
- WDSPR – Walt Disney Studios Sony Pictures Releasing

Dynamics of films ratio by box office categories, 2013-2016, %



Therefore, it's possible to say that all releases, which earned over 1 billion rubles in Russia, were equally distributed over the months. It's only September that lacked the obvious growth driver, with "Zhenikh" collecting more than all the other releases of the month (459.3 million rubles (US\$7.1), 2 million viewers), but its results fall far short of being called a driver.

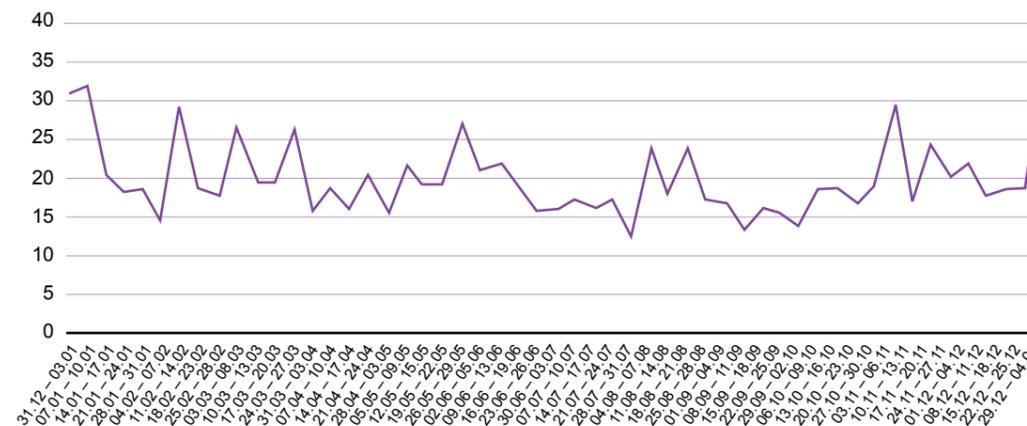
Those films-events were exactly the reason for market growth in 2016. The shift to high-grossing films became quite obvious in several recent years. Thus, the share of releases collecting over 1 billion rubles turned out to be higher than in the previous years and

amounted to 34%. And for the first time since "Avatar", one film ("Zootopia") earned over 2 billion rubles in Russian distribution.

The last weekends of December showed active growth of the number of viewers, and so did February and early March. Thus, "Deadpool" was released during February holidays (first St. Valentine's Day, and then February 23), "Zootopia" was released in March and Russian "Viking" by the New Year.

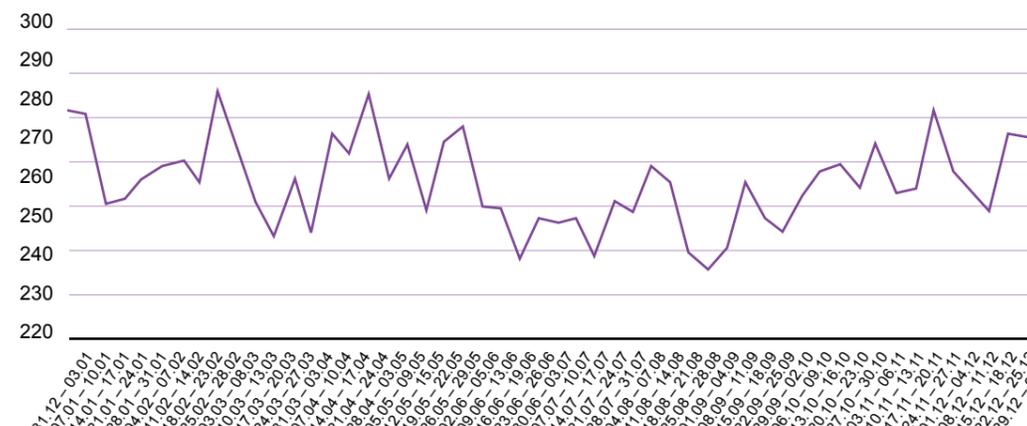
At the same time, the average cinema halls occupancy in 2016 amounted to just 19.8%. The highest cinema

Cinema halls occupancy, 2016, %



Source: RCFA

Average ticket price, 2016, rubles



Source: RCFA

halls occupancy was witnessed in the two first weekends of the year, when "Ivan Tsarevich i Seryy Volk 3" and "The Revenant" were released, and in the last one ("Viking" release).

The average ticket price in 2016 was 252.2 rubles, which corresponds to the ticket price of the previous year. However, this figure dropped a little by the end of the year. Thus, the average ticket price in January was 267.1 rubles, while it was 253.1 in December, which is due to the release of films meant for children and family audience.

Peak prices were fixed on the 9th and 17th weekends (287 rubles in both cases), as well as the 1st (283 rubles), 2nd and 47th (282 rubles). This correlates with the release of "Gods of Egypt", "Ekipazh", "Fantastic Beasts and Where to Find Them" and "The Revenant". The lowest figures were shown on the 35th weekend (the end of August), with "The Secret Life of Pets" being shown for the second week, and with premieres being the "Mechanic: Resurrection" thriller and "Don't Breathe" horror. The average ticket price was 245 rubles.

### AGE LIMITS

Age classification of information products in Russia is regulated by the Federal Law of December 29, 2010 No. 436-FZ "On Protection of Children from Information Harmful to Their Health and Development", that came into legal force on September 1, 2012. According to this Law, information products (including films and series) are included into one of the following groups depending on age:

- 0+** – for children younger than 6;
- 6+** – for 6-year-old children and older;
- 12+** – for 12-year-old children and older;
- 16+** – for 16-year-olds and older;
- 18+** – not to be shown to children.

According to RCFA, there were only 24 films distributed in 2016, which were meant for any audience (0+). Their share was the lowest (9%), and they earned even less – 0.3% (156.4 million rubles). Films meant for 6-year-old children and older were the most successful – 17% of all films earned 32% of

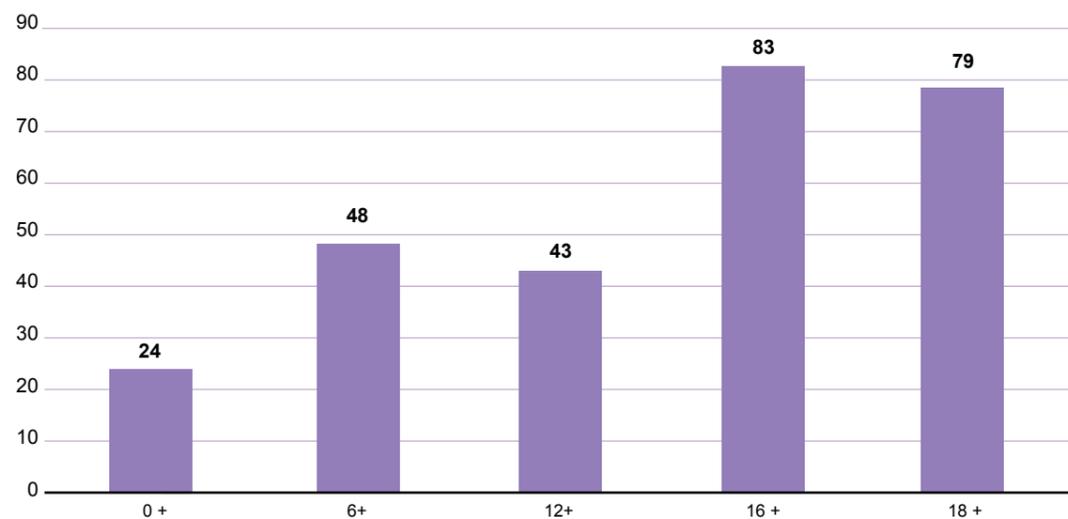
the total box office receipts, i.e. over 16 billion rubles, while films meant for adults (18+), even though they took the second place in the share (28% – 79 films), were the last but one in the total box office receipts, collecting 18% (8.9 billion rubles).

It should be noted that in this particular case all "Mult v Kino" almanac series (23 series in 2016) were counted as separate films (they were released every two weeks) for the purposes of calculating releases and box office receipts.

Only 255 films out of 487 were widely released (in 150 movie theaters and more). "Viking" is counted as two separate films in these calculations for it was released in both "12+" and "18+" versions.

The lowest share in wide release is films meant for any audience, i.e. 22%. Almost half of all "12+", "16+" and "18+" films managed to be widely released – 55%, 47% and 51%, respectively (43, 83 and 79 films). The share of films for 6-year-old children and older is the biggest in wide release – 70%, i.e. 48 films out of 69. At the same time, it's the films scheduled in more than 150 movie theaters that made the biggest contribution to the total box office receipts, that is 50.1 out of 50.5 billion rubles of all release box office.

### Number of films by age groups, 2016

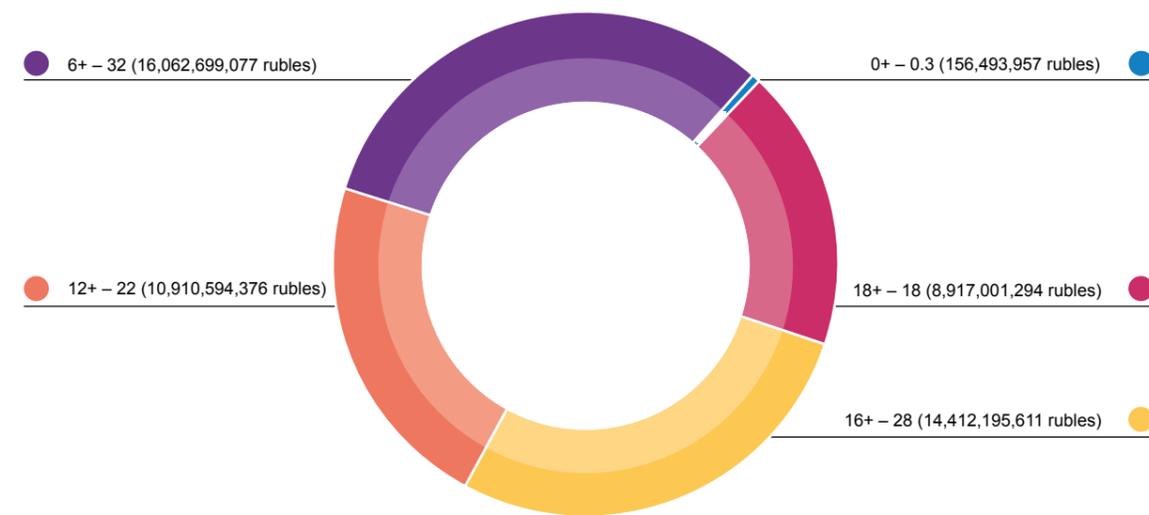


Source: RCFA

Note: Only widely released films (over 150 movie theaters) were counted.

In this case all "Mult v Kino" almanac series (23 series in 2016) were counted as separate releases.

### Box office shares by age groups, 2016, %



Source: RCFA



Film frame from "Khoroshy Malchik"

## GENRE DIVERSITY IN DISTRIBUTION

Films can rarely be referred to one single genre. A science fiction film can be a serious drama, while horror may contain melodrama features. However, there's always a prevailing genre that can be used to follow which films are in the highest demand.

### Films' genre rating by average number of viewers per film, 2016

No.	Genre	Gross box office, rubles	Genre's share in films' box office receipts for the entire year, %	Viewers, number of people	Number of screenings	Gross box office, US\$	Number of films	Average ticket price, rubles	Viewers per screening, number of people	Average number of viewers per film, people	Average box office per film, rubles
1	Screen version of comics	7,411,097,685	14.7	27,754,472	907,158	108,962,211	7	267.0	30.6	3,964,925	1,058,728,241
2	Fantasy	8,662,410,615	17.1	32,986,459	1,382,464	131,969,619	17	262.6	23.9	1,940,380	509,553,566
3	Animation	11,678,475,995	23.1	52,328,354	1,925,880	175,175,989	49	223.2	27.2	1,067,926	238,336,245
4	Adventure	553,823,364	1.1	2,114,675	106,329	8,615,136	2	261.9	19.9	1,057,338	276,911,682
5	Science fiction	2,839,722,432	5.6	10,857,710	493,399	43,476,098	11	261.5	22.0	987,065	258,156,585
6	Action	1,598,875,127	3.2	5,968,435	395,979	24,472,434	16	267.9	15.1	373,027	99,292,695
7	Thriller	3,205,794,367	6.3	12,091,620	577,053	48,042,980	37	265.1	21.0	326,801	86,643,091
8	Drama	6,168,297,106	12.2	22,765,041	940,220	94,507,319	83	271.0	24.2	274,278	74,316,833
9	Western	206,021,805	0.4	773,463	58,098	3,217,586	3	266.4	13.3	257,821	68,673,935
10	Comedy	4,897,035,399	9.7	19,822,586	1,090,835	72,009,428	85	247.0	18.2	233,207	57,612,181
11	War	471,881,508	0.9	2,011,734	110,474	7,274,419	9	234.6	18.2	223,526	52,431,279
12	Sports drama	396,754,726	0.8	1,708,993	121,266	5,565,130	8	232.2	14.1	213,624	49,594,341
13	Crime	641,843,103	1.3	2,510,764	132,042	9,597,250	15	255.6	19.0	167,384	42,789,540
14	Horror	1,346,593,318	2.7	5,790,735	378,207	20,138,530	40	232.5	15.3	144,768	33,664,833
15	Melodrama	1,097,951,731	2.2	4,330,691	264,211	15,785,501	39	253.5	16.4	111,043	28,152,608
16	History	9,350,881	0.02	41,949	4,920	81,079	2	222.9	8.5	20,975	4,675,441
17	Family	14,598,315	0.03	101,857	9,260	228,384	13	143.3	11.0	7,835	1,122,947
18	Almanac	18,785,578	0.04	73,762	6,157	284,267	17	254.7	12.0	4,339	1,105,034
19	Documentary	30,522,780	0.1	112,591	9,053	480,019	35	271.1	12.4	3,217	872,079

Source: RCFA

### Screen version of comics: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Deadpool	1,587,984,955	20,326,644	6,004,522	139,798	USA, Canada
2	Suicide Squad	1,571,269,059	23,999,998	6,060,257	177,291	USA
3	Doctor Strange	1,290,507,595	20,239,981	4,492,817	142,689	USA
4	Captain America: Civil War	954,345,862	14,461,511	3,475,162	130,105	USA
5	Batman v Superman: Dawn of Justice	808,835,216	11,851,887	2,859,089	114,988	USA
6	X-Men: Apocalypse	642,551,890	9,689,608	2,384,503	100,222	USA
7	Teenage Mutant Ninja Turtles: Out of the Shadows	555,603,109	8,392,581	2,478,122	102,065	USA
<b>Total by genre</b>		<b>7,411,097,685</b>	<b>108,962,211</b>	<b>27,754,472</b>	<b>907,158</b>	

### Fantasy: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Fantastic Beasts and Where to Find Them	1,408,442,080	21,761,199	5,134,075	160,814	USA, UK
2	Warcraft	1,305,714,886	19,795,704	4,722,145	144,136	USA
3	The Jungle Book	1,214,832,097	18,195,200	4,623,707	159,578	USA
4	Miss Peregrine's Home for Peculiar Children	927,792,602	14,781,248	3,674,430	126,364	USA, Belgium, UK
5	Gods of Egypt	670,802,029	9,043,640	2,332,037	92,636	USA, Australia
6	Rogue One: A Star Wars Story	644,956,830	10,507,472	2,153,992	110,703	USA
7	Alice Through the Looking Glass	601,658,167	9,104,367	2,507,306	104,658	USA
8	Allegiant	387,011,599	5,521,662	1,574,980	79,337	USA
9	Star Trek Beyond	373,405,725	5,725,345	1,349,635	97,336	USA
10	The BFG	343,467,768	5,339,177	1,630,411	75,776	USA, UK, Canada
11	The Huntsman: Winter's War	213,686,538	3,219,113	807,493	74,396	USA
12	Underworld: Blood Wars	209,079,998	3,233,485	770,817	53,496	USA
13	Pete's Dragon	208,068,488	3,219,337	1,007,876	69,225	USA
14	Ded Moroz. Bitva Magov	151,729,675	2,496,378	673,038	32,637	Russia
15	Tayna Snezhnoy Korolevy	1,551,293	23,166	22,727	1,287	Russia
16	Eliksir	172,221	2,488	663	29	Russia
17	Poryadok Veshchey	38,620	639	1,127	56	Russia
<b>Total by genre</b>		<b>8,662,410,615</b>	<b>131,969,619</b>	<b>32,986,459</b>	<b>1,382,464</b>	

### Science fiction: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Passengers	983,436,220	16,195,114	3,444,618	105,111	USA
2	Independence Day: Resurgence	408,332,457	6,293,544	1,497,600	96,645	USA
3	Mafiya: Igra na Vyzhyvanie	272,553,852	3,725,539	912,565	34,325	Russia
4	Arrival	259,014,121	3,989,546	992,955	38,319	USA
5	The 5th Wave	248,707,790	3,127,036	1,036,560	56,178	USA
6	The Girl with All the Gifts	30,349,288	479,872	133,516	10,629	UK, USA
7	Nochnye Strazhi	29,750,197	454,478	137,478	21,965	Russia
8	Equals	27,628,346	432,985	119,321	16,762	USA
9	Max Steel	23,652,558	373,905	102,146	11,227	UK, USA
10	Aptaah Dorfoon	694,495	11,498	2,829	173	Russia
<b>Total by genre</b>		<b>2,284,119,323</b>	<b>35,083,516</b>	<b>8,379,588</b>	<b>391,334</b>	

### Action: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Ben-Hur	258,977,381	4,006,026	961,952	65,620	USA
2	Jason Bourne	232,904,000	3,566,156	851,072	66,620	USA
3	Mechanic: Resurrection	192,851,603	2,954,596	758,800	44,485	USA, France
4	Jack Reacher: Never Go Back	191,146,717	3,044,377	722,077	47,834	USA
5	The Accountant	177,527,440	2,795,340	673,314	38,110	Russia
6	Hardcore Henry	166,975,248	2,484,600	534,781	31,526	USA
7	London Has Fallen	136,252,284	1,981,109	486,039	32,578	USA, UK, Bulgaria
8	Criminal	39,430,331	597,216	136,376	11,616	UK, USA
9	Pride and Prejudice and Zombies	31,878,266	414,383	124,249	11,319	USA
10	Bastille Day	12,633,142	189,339	49,507	5,924	UK, France, USA
<b>Top 10 by genre, total:</b>		<b>1,440,576,412</b>	<b>22,033,141</b>	<b>5,298,167</b>	<b>355,632</b>	
<b>Total by genre</b>		<b>1,598,875,127</b>	<b>24,472,434</b>	<b>5,324,083</b>	<b>360,850</b>	
<b>Share of top 10</b>		<b>90.1%</b>	<b>90.0%</b>	<b>99.5%</b>	<b>98.6%</b>	

### Animation: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Zootopia	2,048,868,727	28,760,173	8,304,585	189,867	USA
2	The Secret Life of Pets	1,971,952,170	30,573,247	8,611,584	247,375	USA
3	Ice Age: Collision Course	886,882,081	13,790,332	4,048,249	180,245	USA
4	Kung Fu Panda 3	823,555,321	10,688,308	3,492,158	136,238	USA, China
5	Tri Bogatyrya i Morskoy Tsar	765,475,622	12,632,555	3,462,283	90,860	Russia
6	Moana	748,571,293	11,833,934	3,226,011	125,778	USA
7	Trolls	744,631,597	11,696,839	3,505,309	116,850	USA
8	Angry Birds	708,137,661	10,786,321	3,182,051	120,006	USA, Finland
9	Ivan Tsarevich i Seryy Volk 3	705,375,425	9,632,366	3,122,454	70,917	Russia
10	Finding Dory	541,450,822	8,317,258	2,665,454	115,260	USA
11	Storks	311,893,363	4,914,965	1,447,118	77,263	USA
12	Snezhnaya Koroleva 3: Ogon i Led	270,871,561	4,483,073	1,223,840	39,957	Russia
13	Smeshariki. Legenda o Zolotom Drakone	241,508,400	3,526,323	1,220,765	62,012	Russia
14	Sausage Party	150,508,742	2,331,813	624,766	34,360	USA
15	Volki i Ovtsy: Be-e-ezumnoye Prevrashchenie	143,479,616	2,193,849	696,600	51,303	Russia
16	Mult v Kino. Animatsionnye Vypuski №22-41	84,368,457	1,153,066	707,333	60,658	Russia
17	Robinson Crusoe	78,326,407	1,184,494	373,067	26,315	France, Belgium
18	Quackerz	69,632,918	906,582	340,700	21,613	Russia
19	Ozzy	64,830,199	1,009,989	333,399	13,518	Canada, Spain
20	Kuboand the Two Strings	52,309,283	834,215	242,973	15,936	USA
<b>Top 20 by genre, total:</b>		<b>11,412,629,664</b>	<b>171,249,701</b>	<b>50,830,699</b>	<b>1,796,331</b>	
<b>Total by genre</b>		<b>11,678,475,995</b>	<b>175,175,989</b>	<b>52,328,354</b>	<b>1,925,880</b>	
<b>Share of top 20</b>		<b>97.7%</b>	<b>97.8%</b>	<b>97.1%</b>	<b>93.3%</b>	

### Crime: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	War Dogs	265,214,375	4,113,350	1,060,469	42,305	USA
2	Nerve	150,493,397	2,329,362	658,518	32,953	USA
3	The Nice Guys	140,711,639	1,876,784	494,695	29,534	USA, UK
4	The Infiltrator	40,941,071	634,489	136,916	9,569	UK
5	Triple 9	27,707,210	379,358	101,278	10,361	USA
6	Hell or High Water	10,404,624	161,345	38,022	4,359	USA
7	Misconduct	2,448,016	39,027	6,400	929	USA
8	Exposed	1,735,656	26,942	6,844	1,386	USA
9	Vorogayt	1,056,703	16,065	3,048	181	Armenia
10	Imperium	681,352	13,007	2,314	150	USA
<b>Top 10 by genre, total:</b>		<b>641,394,042</b>	<b>9,589,730</b>	<b>2,508,504</b>	<b>131,727</b>	
<b>Total by genre</b>		<b>641,843,103</b>	<b>9,597,250</b>	<b>2,510,764</b>	<b>132,042</b>	
<b>Share of top 10</b>		<b>99.9%</b>	<b>99.9%</b>	<b>99.9%</b>	<b>99.8%</b>	

### Horror: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	The Conjuring 2	273,213,991	4,189,370	1,190,116	46,339	USA
2	Lights Out	247,057,648	3,784,773	1,085,414	46,724	USA
3	Don't Breathe	131,715,919	2,017,198	558,255	35,063	USA
4	Krampus	67,179,139	919,108	243,753	9,822	USA
5	The Boy	65,800,634	858,744	286,958	15,218	USA
6	Before I Wake	60,894,243	937,895	248,489	17,160	USA
7	Ouija: Origin of Evil	57,385,115	881,075	251,533	17,297	USA
8	The Other Side of the Door	53,318,391	706,139	222,778	17,623	India, UK
9	Marshrut Postroen	52,575,873	767,612	225,050	21,514	Russia
10	Blair Witch	50,928,549	812,648	222,980	16,059	USA
<b>Top 10 by genre, total:</b>		<b>1,060,069,501</b>	<b>15,874,562</b>	<b>4,535,326</b>	<b>242,819</b>	
<b>Total by genre</b>		<b>1,346,593,318</b>	<b>20,138,530</b>	<b>5,790,735</b>	<b>378,207</b>	
<b>Share of top 10</b>		<b>78.7%</b>	<b>78.8%</b>	<b>78.3%</b>	<b>64.2%</b>	

### Thriller: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Now You See Me 2	1,021,088,387	15,739,274	4,101,673	124,363	USA
2	Inferno	532,665,054	8,456,633	1,937,706	87,640	USA
3	The Hateful Eight	398,959,398	5,090,514	1,407,988	47,113	USA
4	The Finest Hours	217,084,276	2,782,377	732,717	56,032	USA
5	The Girl on the Train	198,750,358	3,106,827	766,888	33,534	USA
6	The Shallows	182,150,564	2,836,761	737,396	44,489	USA
7	The Accountant	177,527,440	2,795,340	644,352	35,129	USA
8	10 Cloverfield Lane	80,951,187	1,197,502	316,294	23,439	USA
9	Money Monster	72,813,245	1,098,375	242,491	17,796	USA
10	Nocturnal Animals	61,576,255	984,242	212,732	13,812	USA
11	Kollektor	43,956,030	701,804	161,837	12,885	Russia
12	High-Rise	38,928,347	586,954	146,595	12,640	UK
13	Solace	30,267,855	443,660	107,409	6,817	USA
14	Friend Request	23,921,393	346,829	106,973	7,921	Germany
15	The Neon Demon	19,576,401	296,337	78,095	6,717	France, Denmark, USA
16	Elle	16,422,918	255,667	57,676	3,691	Germany, France, Belgium
17	Regression	16,273,896	209,273	68,265	8,239	Spain, Canada
18	A Bigger Splash	14,970,728	230,795	48,715	4,794	Italy, France
19	The 9th Life of Louis Drax	12,691,622	193,587	49,750	5,963	UK, Canada, USA
20	Our Kind of Traitor	9,647,405	147,366	31,817	5,205	UK
<b>Top 20 by genre, total:</b>		<b>3,170,222,758</b>	<b>47,500,116</b>	<b>11,957,369</b>	<b>558,219</b>	
<b>Total by genre</b>		<b>3,204,502,834</b>	<b>48,023,265</b>	<b>12,086,396</b>	<b>576,422</b>	
<b>Share of top 20</b>		<b>98.9%</b>	<b>98.9%</b>	<b>98.9%</b>	<b>96.8%</b>	

### Drama: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Viking	1,491,052,442	24,660,838	5,624,092	136,182	Russia
2	Ekipazh	1,402,801,975	21,387,713	4,982,020	179,371	Russia
3	The Revenant	1,006,020,013	13,403,034	3,602,705	88,919	USA
4	Duelyant	364,017,483	5,766,793	1,353,189	99,633	Russia
5	Ledokol	337,677,198	5,351,344	1,408,518	70,244	Russia
6	Allied	239,992,754	3,776,329	843,979	38,209	USA
7	Collateral Beauty	212,697,499	3,464,913	795,540	35,912	USA
8	Zemletryasenie	189,592,100	2,971,154	769,179	42,482	Russia
9	Deepwater Horizon	140,897,533	2,228,022	572,775	42,265	USA
10	Café Society	113,672,999	1,745,351	361,627	17,784	USA
11	The Big Short	88,006,401	1,119,899	283,875	15,554	USA
12	Geroy	80,669,910	1,191,398	342,316	25,928	Russia
13	Snowden	69,370,974	1,074,668	262,601	15,583	USA, Germany, France
14	Joy	36,267,351	458,038	139,231	12,849	USA
15	Dama Pik	30,780,941	472,879	120,359	11,536	Russia
16	Genius	26,868,457	418,332	93,421	7,968	UK, USA
17	A Hologram for the King	25,426,904	385,750	85,944	8,086	UK, France, Germany, USA
18	Swiss Army Man	25,230,420	392,453	95,153	4,570	USA
19	Steve Jobs	24,468,857	333,799	73,746	5,272	USA
20	Mon roi	18,496,158	249,586	55,579	2,694	France
<b>Top 20 by genre, total:</b>		<b>5,924,008,369</b>	<b>90,852,292</b>	<b>21,865,849</b>	<b>861,041</b>	
<b>Total by genre</b>		<b>6,168,297,106</b>	<b>94,507,319</b>	<b>22,765,041</b>	<b>940,220</b>	
<b>Share of top 20</b>		<b>96.0%</b>	<b>96.1%</b>	<b>96.1%</b>	<b>91.6%</b>	

### Comedy: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Yolki 5	730,312,743	12,013,053	2,904,339	87,954	Russia
2	Zhenikh	459,282,689	7,118,995	1,994,011	97,241	Russia
3	Den Vyborov 2	301,012,085	3,946,452	1,029,017	56,871	Russia
4	Strana Chudes	294,912,717	4,033,946	1,071,977	35,974	Russia
5	Ghostbusters	288,416,814	4,331,896	1,169,323	85,529	USA
6	Dirty Grandpa	281,525,113	3,581,538	1,125,131	36,858	USA
7	SuperBobrov	269,964,608	3,943,551	1,169,184	50,312	Russia
8	Office Christmas Party	266,935,062	4,258,443	1,065,646	48,928	USA
9	Alvin and the Chipmunks: The Road Chip	215,780,396	2,763,819	1,018,038	45,723	USA
10	Grimsby	139,866,526	1,995,938	517,018	31,767	USA
11	Daddy's Home!	137,099,396	1,854,393	508,702	18,533	USA
12	Pyatnitsa	100,171,085	1,349,556	373,832	20,585	Russia
13	Mike and Dave Need Wedding Dates	99,112,814	1,536,748	433,616	26,925	USA
14	Keeping Up with the Joneses	98,682,433	1,517,835	395,292	27,900	USA
15	Central Intelligence	85,629,078	1,337,789	349,285	22,193	USA
16	30 Svidany	85,533,140	1,090,491	355,813	25,590	Russia
17	Khoroshiy Malchik	72,173,913	1,109,505	305,210	21,501	Russia
18	Zavtrak u Papy	70,409,626	1,081,299	365,267	25,435	Russia
19	Masterminds	67,364,914	1,064,487	267,860	16,554	USA
20	Bad Moms	65,631,950	1,002,726	271,594	17,741	USA
<b>Top 20 by genre, total:</b>		<b>4,129,817,102</b>	<b>60,932,461</b>	<b>16,690,155</b>	<b>800,114</b>	
<b>Total by genre</b>		<b>4,897,035,399</b>	<b>72,009,428</b>	<b>19,822,586</b>	<b>1,090,835</b>	
<b>Share of top 20</b>		<b>84.3%</b>	<b>84.6%</b>	<b>84.2%</b>	<b>73.3%</b>	

### War: film rating, 2016

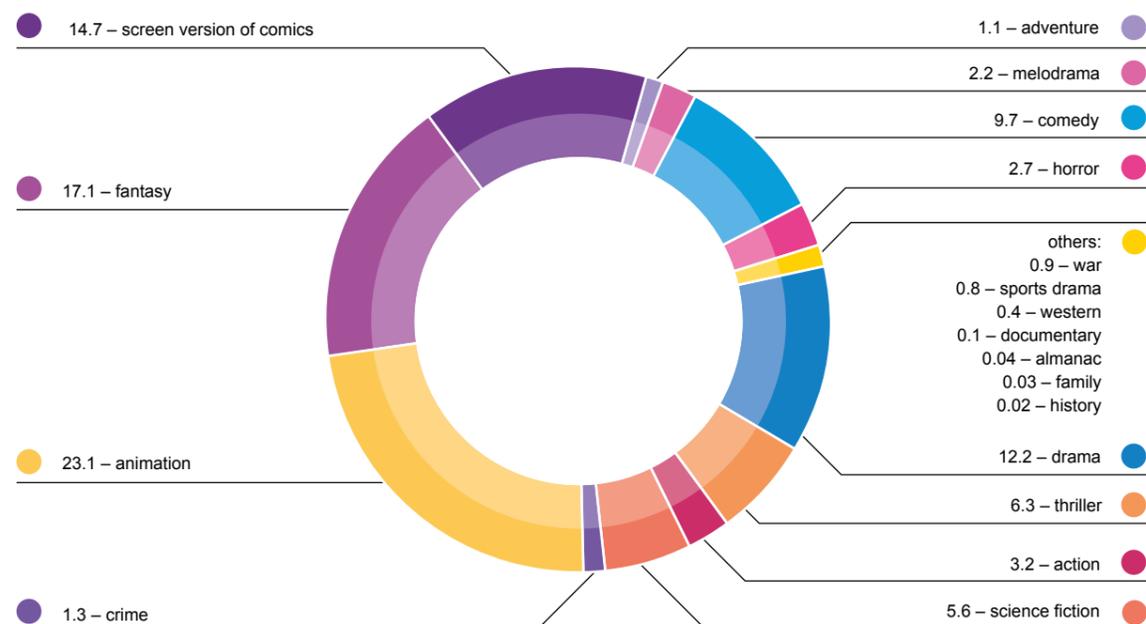
No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	28 Panfilovtsev	365,338,957	5,673,792	1,584,002	72,224	Russia
2	Hacksaw Ridge	59,695,050	922,996	233,457	12,544	USA, Australia
3	13 Hours	18,593,845	241,068	70,754	10,105	USA
4	USS Indianapolis: Men of Courage	16,052,169	250,573	62,482	8,000	USA
5	72 Chasa	10,406,781	157,965	50,350	6,409	Russia
<b>Top 5 by genre, total:</b>		<b>470,086,801</b>	<b>7,246,394</b>	<b>2,001,045</b>	<b>109,282</b>	
<b>Total by genre</b>		<b>471,881,508</b>	<b>7,274,419</b>	<b>2,011,734</b>	<b>110,474</b>	
<b>Share of top 5</b>		<b>99.6%</b>	<b>99.6%</b>	<b>99.5%</b>	<b>98.9%</b>	

### Melodrama: film rating, 2016

No.	Title	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Country of production
1	Me Before You	245,165,237	3,816,239	1,029,988	46,244	USA
2	Bridget Jones's Baby	197,362,806	3,061,616	745,178	45,680	USA, Ireland, UK, France
3	8 Luchshikh Svidany	159,809,103	2,193,247	615,121	39,265	Russia
4	Status: Svoboden	152,925,685	1,925,522	621,052	37,186	Russia
5	How to Be Single	151,562,653	1,942,891	580,514	27,560	USA
6	Mlechnyy Put	57,154,061	786,305	221,509	12,043	Russia
7	Un homme à la hauteur	35,273,619	535,821	130,683	11,568	France
8	Peterburg. Tolko po Lyubvi	16,864,394	263,898	64,353	3,354	Russia
9	Love & Friendship	11,733,406	182,107	43,509	3,982	Ireland, Netherlands, France, USA, UK
10	Lubov bez Pravil	10,653,465	176,382	45,104	7,095	Russia
<b>Top 10 by genre, total:</b>		<b>1,038,504,430</b>	<b>14,884,027</b>	<b>4,097,011</b>	<b>233,977</b>	
<b>Total by genre</b>		<b>1,097,951,731</b>	<b>15,785,501</b>	<b>4,330,691</b>	<b>264,211</b>	
<b>Share of top 10</b>		<b>94.6%</b>	<b>94.3%</b>	<b>94.6%</b>	<b>88.6%</b>	

Source: RCFA

### Shares of gross box office receipts by genres, 2016, %



Source: RCFA

## DISTRIBUTORS

The five leaders of Russian distribution in box office receipts from films released in 2016 remained unchanged. Walt Disney Studios Sony Pictures Releasing is the first among them, collecting 14.1 billion rubles (US\$215 million) with 31 films. Central Partnership released 33 films in 2016, but collected less – 8.7 billion rubles (US\$132 million). The third place was taken by 20th Century Fox CIS – 23 films earned 8 billion rubles (US\$115.5 million). Two films, which were distributed together with Bazelevs

Distribution, and two more films distributed together with Megogo Distribution, were not taken into account.

The market share of the top three distributors is 61.5%.

Caro Premiere is the fourth, collecting 6.4 billion rubles (US\$98 million) with 14 released films. Universal Pictures International Russia is the fifth, collecting 5.8 billion rubles (US\$98.3 million) with 23 released films. The market share of the top five distributors is 85.8%.

Central Partnership is the leader in distributed Russian

films, collecting 3.4 billion rubles with 9 Russian films. The company also leads in the number of screenings and the share of box office receipts from all Russian films, which is 38.9%.

Nashe Kino released 10 films, but was only the second with over 2 billion rubles. That is 94.7% of gross box office receipts from all distributor's films. Caroprokat released the biggest number of Russian films, specializing in the Russian content only. However, this distributor was only the third with the total box office receipts amounting to 1.4 billion rubles.

*Distributor (provider) – private individual or legal entity that has the right to distribute a film, and that performs or organizes such distribution. (Federal Law of August 22, 1996 No. 126-FZ, article 3)*

## Distributors rating, 2016

No.	Distributor	Gross box office, rubles	Gross box office, US\$	Market share, %	Total number of films	Number of screenings	Viewers, number of people	Share of screenings, %	Share of viewers, %
1	Walt Disney Studios Sony Pictures Releasing	14,173,997,475	215,078,733	28.1	31	2,307,918	55,732,564	26.3	27.7
2	Central Partnership	8,771,224,053	132,002,198	17.4	33	1,461,757	33,538,761	16.7	16.7
3	20th Century Fox CIS	8,071,744,497	115,598,735	16.0	23	1,280,509	32,731,048	14.6	16.3
4	Caro Premiere	6,415,043,312	98,001,747	12.7	14	963,254	24,681,618	11.0	12.3
5	Universal Pictures International Russia	5,861,322,544	89,304,846	11.6	23	994,413	23,731,084	11.3	11.8
6	Nashe Kino	2,174,320,915	33,140,884	4.3	18	378,373	9,749,228	4.3	4.8
7	Caroprokat	1,480,592,733	21,533,575	2.9	14	365,335	6,073,446	4.2	3
8	20th Century Fox CIS; Bazelevs	897,287,991	14,497,653	1.8	2	126,064	3,577,653	1.4	1.8
9	Paradise	777,760,858	10,018,851	1.5	35	228,187	3,009,089	2.6	1.5
10	Volga	696,682,601	10,655,130	1.4	22	204,795	2,912,471	2.3	1.4
11	20th Century Fox CIS; Megogo Distribution	224,120,093	3,442,974	0.4	2	56,908	894,075	0.6	0.4
12	Exponenta Film	191,185,181	2,873,807	0.4	14	80,141	794,486	0.9	0.4
13	Mult v Kino	152,508,170	2,179,594	0.3	5	79,965	1,034,692	0.9	0.5
14	Luxor	119,238,662	1,749,504	0.2	18	55,491	551,988	0.6	0.3
15	Cinema Prestige	90,461,407	1,383,877	0.2	19	32,051	344,756	0.4	0.2
16	Megogo Distribution	53,534,388	812,802	0.1	5	20,970	193,165	0.2	0.1
17	Kapella Film	47,545,363	736,910	0.1	11	12,172	165,881	0.1	0.1
18	A-One Films	45,894,419	675,902	0.1	6	9,175	154,959	0.1	0.1
19	Arthouse	39,193,510	593,314	0.1	8	12,111	144,535	0.1	0.1
20	PROVzglyad	30,312,553	474,555	0.1	5	8,112	117,265	0.1	0.1
21	Top Film Distribution	23,843,456	325,081	0.0	5	15,605	113,166	0.2	0.1
22	25th Floor Film Company	21,084,322	320,811	0.0	6	15,302	97,490	0.2	0.05
23	Utopia Pictures	17,633,984	265,809	0.0	15	5,522	69,022	0.1	0.03
24	Kinologistika	16,419,729	254,409	0.0	10	8,754	82,501	0.1	0.04

**Distributors rating, 2016 (continued)**

No.	Distributor	Gross box office, rubles	Gross box office, US\$	Market share, %	Total number of films	Number of screenings	Viewers, number of people	Share of screenings, %	Share of viewers, %
25	Russian World Vision	13,867,527	214,310	0.0	8	5,925	49,637	0.1	0.02
26	Raketa Releasing	10,002,481	150,534	0.0	7	6,656	53,635	0.1	0.03
27	Russian Report	8,859,697	138,039	0.0	12	4,877	38,268	0.1	0.02
28	Magnum Pictures	8,657,856	132,281	0.0	5	4,989	34,137	0.1	0.02
29	Centr Dokumentalnogo Kino	8,409,454	134,446	0.0	5	1,420	26,759	0.02	0.01
30	Kaskad Film	8,109,466	126,779	0.0	3	2,762	29,604	0.03	0.01
<b>Total for top 30</b>		<b>50,450,858,697</b>	<b>756,818,088</b>	<b>99.87</b>	<b>384</b>	<b>8,749,513</b>	<b>200,726,983</b>	<b>99.7</b>	<b>99.9</b>
Other distributors		65,846,590	980,146		102	26,298	296,434		

Source: RCFA

**Rating of Russian films distributors, 2016**

No.	Distributor	Gross box office receipts from Russian films, rubles	Share of Russian films in gross box office receipts from distributor's films, %	Share in gross box office receipts from Russian films, %	Number of Russian films	Number of screenings	Distributor's share of screenings in the total number of screenings of Russian films, %	Viewers, number of people
1	Central Partnership	3,408,308,933	38.9	31.4	9	472,614	23.2	12,798,679
2	Nashe Kino	2,058,112,357	94.7	19.0	10	330,712	16.2	9,192,273
3	Caroprokat	1,480,592,733	100.0	13.6	14	365,335	17.9	6,073,446
4	Universal Pictures International Russia	1,178,731,002	20.1	10.9	4	231,064	11.3	5,057,624
5	Walt Disney Studios Sony Pictures Releasing	1,045,024,750	7.4	9.6	5	220,305	10.8	4,061,397
6	20th Century Fox CIS; Bazelevs	897,287,991	100.0	8.3	2	126,064	6.2	3,577,653
7	20th Century Fox CIS	487,050,153	6.0	4.5	7	136,455	6.7	2,096,270
8	Mult v Kino	85,256,705	55.9	0.8	2	61,359	3.0	711,735
9	Paradise	60,184,186	7.7	0.6	10	23,993	1.2	282,560
10	Volga	44,803,186	6.4	0.4	2	25,797	1.3	193,464
<b>Total for top 10</b>		<b>10,745,351,997</b>	<b>25.0</b>	<b>99.0</b>	<b>65</b>	<b>1,993,698</b>	<b>97.7</b>	<b>44,045,101</b>

Source: RCFA

**PRODUCING COUNTRIES IN RUSSIAN DISTRIBUTION**

The increase in the number of movie theaters in Russia led to expansion of scheduling and increase of the number of screenings as well. But Hollywood blockbusters remain the only film category consistently collecting significant box office. Independent American and European films widen their scheduling as well, but still fall behind. Films produced in Asia and other regions do not yet attract evident interest thus failing to collect good box office.

In 2016, "The Secret Life of Pets" (247 thousand screenings), "Zootopia" (189 thousand) and "Ice Age: Collision Course" (180 thousand) had the majority of screenings. It is also important that the two first mentioned above animations were also the first in box office receipts. The fourth place went to Russian "Ekipazh" that was the seventh in box office receipts with 179 thousand screenings. "Suicide Squad" was the fifth in screenings (177 thousand).

Countries producing films are presented in the following table. In case of co-production (i.e. joint

production by several countries at once), the country, where the production company, or the company which invested the biggest share, is situated, is considered the producing country. If such information is impossible to obtain, the country of production is the country that stands the first in the list of countries in the IMDb database.

Hollywood films still retain their positions in both box office receipts and numbers of released films. There were 145 films released on the whole in the USA and 29 films more, produced together with other countries,

which are referred by us to the USA as well. These films collected 38.4 billion rubles (US\$574.5 million) with 6 million screenings and 151.4 million viewers on the whole.

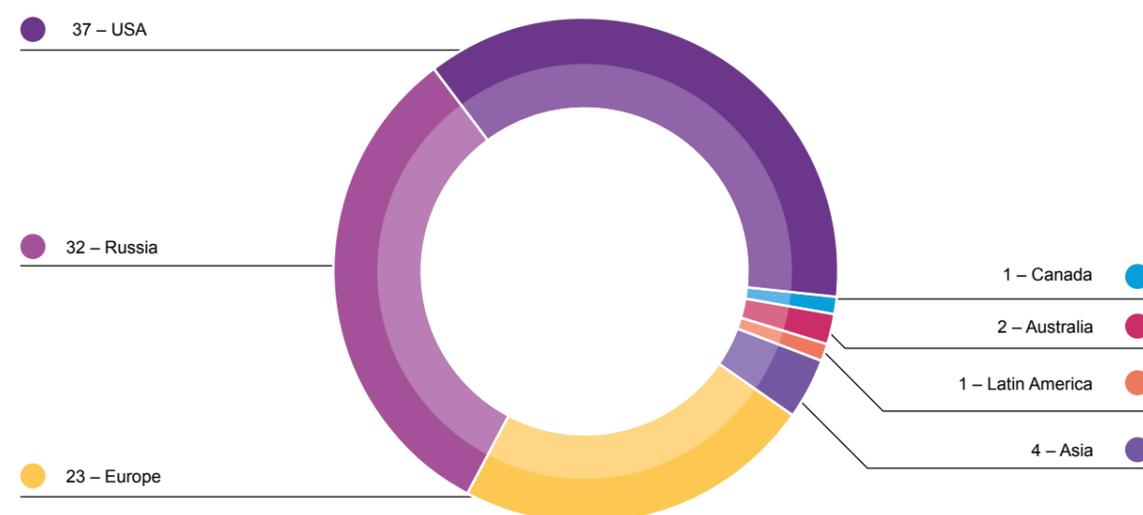
The increase in the number of movie theaters in Russia led to expansion of scheduling and increase of the number of screenings as well.

## Number of releases and box office receipts by countries of production, 2016

Country	Number of releases	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles	Viewers per screening, people	Average number of viewers per film, people	Average box office per film, rubles
USA	174	38,423,801,046	574,456,368	151,359,577	6,308,426	253.9	24.0	869,883	220,826,443
Russia	150	10,844,986,190	165,454,448	44,501,123	2,037,573	243.7	21.8	296,674	72,299,908
Europe	108	1,093,522,388	16,437,647	4,471,668	356,241	244.5	12.6	41,404	10,125,207
Asia	20	68,049,750	1,034,021	321,864	34,201	211.4	9.4	16,093	3,402,487
Latin America	4	7,285,694	98,691	39,486	5,644	184.5	7.0	9,872	1,821,423
Australia	7	24,205,425	367,468	121,518	15,192	199.2	8.0	17,360	3,457,918
Canada	6	34,913,706	543,394	134,026	12,547	260.5	10.7	22,338	5,818,951

Source: RCFA

### Shares of countries of production in distribution by number of released films, 2016, %



Source: RCFA

We should note the constant growth of the Russian films' share in distribution. Thus, this figure amounted to 32% in 2016. 156 released Russian films collected 10.8 billion rubles (US\$165.4 million) totally. On the whole, there were more than 2 million screenings and 44.5 million viewers.

European films took the third place, with 108 films from European countries released, including international co-production, which we refer to Europe as well. They made 23% of the total number of releases.

While approximately 1/3 of all releases are referred to the USA, Russia and other countries, the situation with box office receipts is different. North American releases, which make 37% of all films released in the Russian Federation in 2016, collected 76% of the total box office receipts, i.e. more than 3/4 of the entire market. Russian films, in turn, collected 21.5% of the total box office receipts, and European films collected a little more than 2%.

Asian films got 4% of all releases in 2016, but they only managed to earn 0.13% of the total box office receipts.

The state of affairs with viewers is similar. 75% of all sold tickets are referred to the US films, while the share of Russian films is much less – 22%. European films have a little more than 2%, and the others (Asia, Latin America, as well as Australia and Canada) have just 0.3% of the total audience.

France (42 releases), United Kingdom (21), Italy (15), Spain (8) and Germany (6) lead in the number of released films from Europe. The United Kingdom was the leader in box office receipts in Russia with all its films collecting 454.7 million rubles. France is the next one with 376.8 million rubles and Spain is in the third place with 129 million rubles.

The most successful European film was "Bridget Jones's Baby" melodrama, produced by the UK together with the USA, Ireland and France, it eventually earned 197.4 million rubles. French and Belgian "Robinson Crusoe" animation was the second (78.3 million rubles), and Spanish and Canadian "Ozzy" animation was the third (64.8 million rubles).

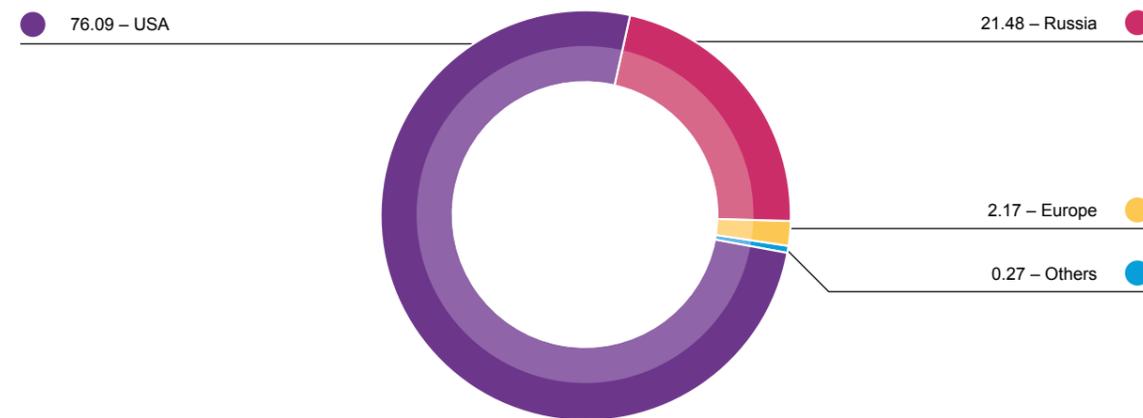
We should note the constant growth of the Russian films' share in distribution. Thus, this figure amounted to 32% in 2016

### European film producing countries rating by box office receipts in Russian distribution, 2016

Country	Number of releases	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Number of screenings	Average ticket price, rubles	Number of viewers per screening, people	Average number of viewers per film, people	Average box office per film, rubles
United Kingdom	21	454,703,189	6,859,104	1,730,675	133,579	262.7	13.0	82,413	21,652,533
France	42	376,822,675	5,666,721	1,560,059	126,763	241.5	12.3	37,144	8,971,968
Spain	8	129,096,323	1,938,221	609,395	40,885	211.8	14.9	76,174	16,137,040
Germany	6	66,222,967	942,087	299,223	26,479	221.3	11.3	49,871	11,037,161
Denmark	4	22,172,558	336,645	88,372	7,985	250.9	11.1	22,093	5,543,140
Italy	15	16,110,665	251,019	64,447	8,686	250.0	7.4	4,296	1,074,044
Ireland	1	11,733,406	182,107	43,509	3,982	269.7	10.9	43509	117,3406
Czech Republic	1	5,705,880	89,493	26,270	2,772	217.2	9.5	26,270	5,705,880
Sweden	2	3,102,045	49,127	12,294	1,331	252.3	9.2	6,147	1,551,022
Norway	1	2,928,492	45,334	11,792	1,109	248.3	10.6	11792	292,492
Hungary	2	1,893,485	28,613	8,183	1,170	231.4	7.0	4,092	946,743
Belgium	1	988,206	15,358	3,996	591	247.3	6.8	3996	98,206
Switzerland	1	865,119	14,323	3,062	488	282.5	6.3	3062	86,119
Republic of Belarus	1	431,710	7,148	7,483	141	57.7	53.1	7,483	431,710
Latvia	1	394,842	6,537	1,203	82	328.2	14.7	1,203	394,842
Poland	1	350,827	5,808	1,705	198	205.8	8.6	1705	35,827
<b>Total</b>	<b>108</b>	<b>1,093,522,388</b>	<b>16,437,647</b>	<b>4,471,668</b>	<b>356,241</b>	<b>244.5</b>	<b>12.6</b>	<b>41,404</b>	<b>10,125,207</b>

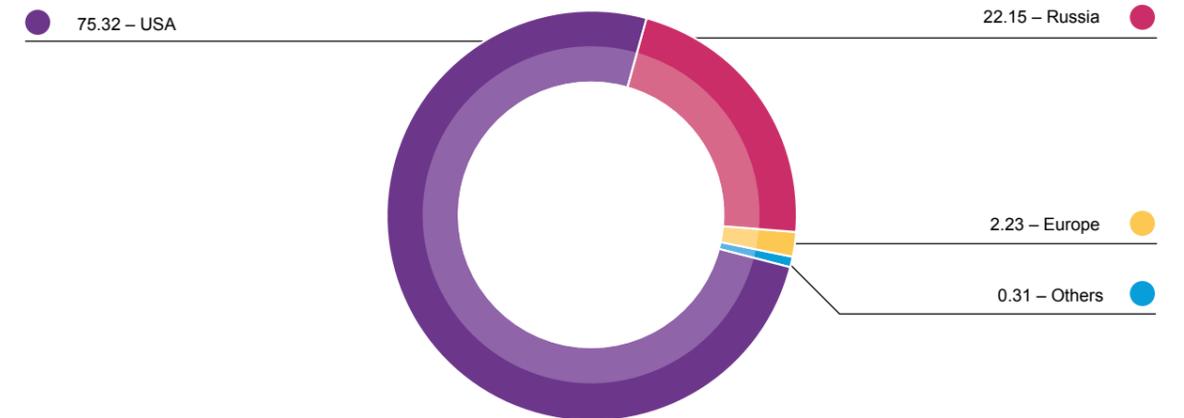
Source: RCFA

#### Shares of countries of production in distribution by box office receipts in rubles, 2016, %



Source: RCFA

#### Shares of countries of production in distribution by number of viewers, 2016, %



Source: RCFA

## DOCUMENTARY FILMS

The total box office receipts from documentary films, which were released in 2016, amounted to 30.5 million rubles. "A Beautiful Planet" became the absolute leader in box office taking, earning 6.5 million rubles (US\$102 thousand). This is a rare example of documentary film in the IMAX format, so that could be the reason of its success.

Centr Dokumentalnogo Kino and Beat Films released more documentary films in 2016 than anyone else, namely, 5 documentary films each. Over the year, Centr Dokumentalnogo Kino collected 8.4 and Beat Films 2.9 million rubles.

The total box office receipts from documentary films, which were released in 2016, amounted to 30.5 million rubles



Photo: Charlie Sperring/Shutterstock.com

## Documentary films rating, 2016

No.	Film title	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Average ticket price, rubles	Number of screenings	Number of movie theaters
1	A Beautiful Planet	25.08	IMAX	6,581,103	102,003	27,774	237.0	1,540	39
2	Russkie Evrei. Film Pervyi. Do Revoliutsii	14.04	CDK	3,266,734	54,085	10,156	321.7	306	9
3	V Luchakh Solntsa	27.10	KBG	3,238,288	51,030	10,697	302.7	418	24
4	Gimme Danger	24.11	AOF	2,320,371	35,974	7,808	297.2	636	52
5	That Sugar Film	10.03	CDK	1,799,720	26,146	6,645	270.8	333	20
6	Human	21.01	CDK	1,704,140	28,214	4,811	354.2	88	3
7	Crazy About Tiffany's	02.06	CDK	1,467,312	22,342	4,547	322.7	587	44
8	Hitchcock/Truffaut	31.03	ART	1,017,546	15,077	3,627	280.5	544	62
9	Koltsa Mira	16.06	MVK	888,248	13,152	4,402	201.8	701	94
10	Lo and Behold, Reveries of the Connected World	27.10	BF	883,180	14,622	2,895	305.1	245	26
11	Den unge Zlatan	19.05	BF	865,119	14,323	3,062	282.5	488	45
12	Bolshoi Babylon	04.02	ML	812,581	10,464	2,952	275.3	258	26
13	24 Snow	25.06	SAM	500,011	7,854	1,761	283.9	62	12
14	The First Monday in May	22.09	MVK	489,652	7,722	1,756	278.8	167	18
15	Ouragan, l'odyssée d'un vent	25.08	RUR	478,654	7,367	2,016	237.4	411	37
16	On the Way	08.09	RF	438,254	7,256	1,831	239.4	208	19
17	Heart of a Dog	09.06	BF	429,610	7,113	1,754	244.9	339	27
18	Brainstorm: Between Shores	10.03	BF	394,842	6,537	1,203	328.2	82	21
19	Free to Run	22.09	BF	354,259	5,865	1,090	325.0	104	17

Documentary films rating, 2016 (continued)

No.	Film title	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Average ticket price, rubles	Number of screenings	Number of movie theaters
20	Jan Karski. Pravednik Mira	04.02	RF	350,827	5,808	1,705	205.8	198	20
21	Rudolf Nureyev. Ostrov Ego Mechty	08.12	RF	319,465	5,289	1,600	199.7	199	15
22	Teatro Alla Scala: The Temple Of Wonders	25.02	NF	277,367	3,859	1,162	238.7	63	16
23	Dancing with Maria	21.04	PK	274,600	4,182	1,071	256.4	92	9
24	Fuocoammare	14.07	RUR	272,479	4,221	1,854	147.0	270	23
25	Where to Invade Next	03.11	PRD	217,912	3,408	841	259.1	192	23
26	Life, Animated	01.12	CDK	171,550	3,658	600	285.9	106	12
27	Barça Dreams	18.02	VLG	148,100	2,452	379	390.8	14	1
28	Across the Don	09.11	SAM	133,150	2,204	473	281.5	11	5
29	Sul vulcano	01.09	PK	95,657	1,584	402	238.0	72	10
30	Sam Klemke's Time Machine	19.05	KBG	69,505	1,275	347	200.3	88	10
31	Stranded in Canton	04.02	ANT	68,739	1,104	421	163.3	138	13
32	The Iron Ministry	04.02	ANT	65,150	923	247	263.8	21	3
33	The Visit	14.04	24D	47,800	1,627	165	289.7	17	13
34	GESLO. Ischeznuvshaya Ekspeditsiya	15.09	SAM	43,950	728	279	157.5	37	2
35	Moy Drug Boris Nemtsov	03.03	SAM	36,910	550	258	143.1	18	3
<b>Total</b>				<b>30,522,780</b>	<b>480,019</b>	<b>112,591</b>	<b>271</b>	<b>9,053</b>	

Source: RCFA

Full distributors' names:

24D – 24\_Doc  
 ANT – Antipod  
 AOF – A-One Films  
 ART – Arthouse  
 BF – Beat Films  
 CDK – Centr Dokumentalnogo Kino  
 IMAX – IMAX  
 KBG – Kino bez Granits

ML – Magnetic Lab  
 MVK – Mult v Kino  
 NF – NevaFilm Emotion  
 PK – Pilotkino  
 PRD – Paradise  
 RF – Reflexion Films  
 RUR – Russian Report  
 SAM – Samokat  
 VLG – Volga

SHORT FILMS

The total box office receipts from shorts in distribution comprised 18.8 million rubles. There is only one relatively strong player among shorts' distributors in Russia, namely, Utopia Pictures. In 2016, the company released 15 shorts' almanacs and collected 17.6 million rubles.

**Short film** – film shorter than 52 minutes. (Federal Law of August 22, 1996 No. 126-FZ, article 3)

**Feature film** – film that is no less than 52 minutes long. (Federal Law of August 22, 1996 No. 126-FZ, article 3)

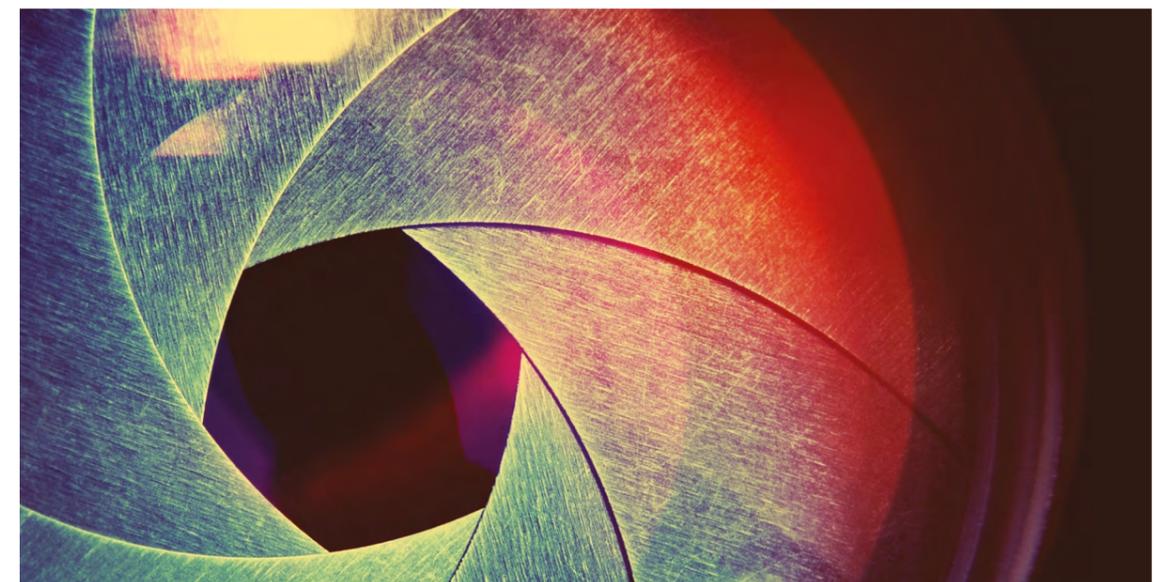


Photo: Triff/Shutterstock.com

## Short films almanac rating, 2016

No.	Film title	Release date (day/mon)	Distributor	Gross box office, rubles	Gross box office, US\$	Viewers, number of people	Average ticket price, rubles	Number of screenings	Number of movie theaters
1	Oscar Shorts 2016: Films	25.02	UP	2,725,660	37,980	10,706	254.6	636	50
2	RomCom Shorts. Laughing at Love	23.06	UP	2,654,866	41,385	9,810	270.6	581	32
3	Sexy Shorts 2	06.10	UP	2,146,546	34,282	8,437	254.4	588	29
4	Love Shorts 3	11.02	UP	1,461,209	18,676	5,593	261.3	321	30
5	Oscar Shorts 2016: Animation	24.03	UP	1,277,103	18,769	5,046	253.1	477	34
6	Kinotavr Shorts 18+	08.09	UP	1,087,321	16,880	3,659	297.2	398	33
7	7 Wild Stories	01.12	UP	1,041,197	16,478	3,925	265.3	346	24
8	Triller Shorts	27.10	UP	750,871	11,768	3,229	232.5	331	28
9	Future Shorts. Festival Hits	21.04	UP	702,194	10,730	2,894	242.6	248	20
10	Bad Guys Shorts	28.07	UP	685,838	10,404	2,847	240.9	344	25
11	Future Shorts Summertime Sadness	18.08	UP	668,477	11,068	2,451	272.7	221	17
12	Future Shorts. Metamorphoses	29.12	UP	667,540	11,052	2,560	260.8	261	15
13	LIAF	10.03	TF	621,105	10,283	2,742	226.5	234	13
14	Future Shorts. Spring Season 2016	26.05	UP	600,977	9,950	2,412	249.2	334	24
15	Best Ever Shorts	21.01	UP	596,373	7,715	2,773	215.1	234	16
16	Comedy Shorts	12.05	UP	567,812	8,671	2,680	211.9	202	16
17	Koroche	28.04	NKI / AOF	530,489	8,175	1,998	265.5	401	62
<b>Total</b>				<b>18,785,578</b>	<b>284,267</b>	<b>73,762</b>	<b>254.7</b>	<b>6,157</b>	

Source: RCFA

Full distributors' names:

NKI / AOF – Nashe Kino / A-One Films

TF – Tree Films

UP – Utopia Pictures

### ALTERNATIVE CONTENT

Alternative content has already taken up a not very significant, but sustainable position in Russian distribution. According to RCFA, there were 121 releases in Russian distribution in 2016 with recordings and broadcasts of theatrical performances, concerts and exhibitions.

The total box office receipts from theatrical releases of alternative content amounted to 94.1 million rubles. CoolConnections distributor is the absolute leader in this category in both the number of releases and box office taking with 82 releases and 78.5 million rubles

on the whole, which is 83.5% of the total box office receipts.

Teatrnaya Rossiya is the second in the number of releases. This distributor had 19 releases that collected 5.1 million rubles, which is 5.5% of all alternative content's box office. However, it gave way to NevaFilm Emotion in box office receipts, with 10.2% of the market and 9.6 million rubles.

The biggest box office taking among releases themselves was collected by "TheatreHD: Hamlet: Cumberbatch" (15.3 million rubles), with "Sherlock: The Abominable

Bride" being in the second place (7.2 million rubles). Both of them were released in Russia by CoolConnections. The third place went to "Firenze e gli Uffizi 3D/4K" (3.5 million rubles) from NevaFilm Emotion.

As for the genres, the majority of releases (59) in 2016 were dramatic performances, which is 49% of all alternative content. This segment attracted 49% of all viewers, which is 93 thousand people. There were 25 (21%) operas released on wide screen, but they gathered only 9% of the total audience. However, the only series episode on wide screen in 2016, i.e. "The Abominable Bride" ("Sherlock") attracted the same 9%.

**Alternative content (creative content)** – video content meant for release in movie theaters, but not being feature films or animations in the usual sense. This definition is used by distributors to denote recordings of performances, concerts, tours, lectures, events, etc. as well as their broadcasts.

### Top 30 highest-grossing releases with recordings and broadcasts of theatrical performances, concerts and exhibitions

No.	Title	Genre	Release date (day/month/year)	Distributor	Gross box office, rubles	Viewers, number of people	Average ticket price, rubles	Number of screenings	Number of movie theaters
1	TheatreHD: National Theater Live: Hamlet: Cumberbatch	dramatic performance	15.10.16	CC	15,257,858	17,685	862.8	309	91
2	Sherlock: The Abominable Bride	series	04.01.16	CC	7,189,407	17,265	416.4	276	105
3	Firenze e gli Uffizi 3D/4K	museum tour	11.12.15	NF	3,566,937	10,935	326.2	274	31
4	TheatreHD: Shakespeare Live!	dramatic performance	24.04.16	CC	2,701,760	4,527	596.8	117	70
5	TheatreHD: The Importance of Being Earnest	dramatic performance	04.02.16	CC	2,604,823	4,854	536.6	127	65
6	TheatreHD: Frankenstein: Cumberbatch	dramatic performance	08.10.16	CC	2,451,699	4,644	527.9	110	62
7	Imagine Dragons: Smoke + Mirrors	live performance	03.03.16	CC	2,187,826	4,349	503.1	83	78
8	TheatreHD: The Nutcracker	ballet	20.12.15	CC	2,073,074	4,197	493.9	105	56
9	TheatreHD: Almedia: Richard III	dramatic performance	01.07.16	CC	1,987,023	3,589	553.6	97	66
10	TheatreHD: Diaghilev Festival: Traviata	opera	01.07.16	CC	1,735,985	2,015	861.5	53	49
11	TheatreHD: Turandot	opera	21.02.16	CC	1,729,246	2,364	731.5	68	55
12	TheatreHD: A Midsummer Night's Dream	dramatic performance	01.04.16	CC	1,651,364	3,377	489.0	58	49
13	TheatreHD: Coriolanus	dramatic performance	12.11.15	CC	1,630,790	3,056	533.6	129	70
14	TheatreHD: The Metropolitan Opera: Don Giovanni	opera	08.10.16	CC	1,507,517	1,702	885.7	55	47
15	TheatreHD: Les pêcheurs de perles	opera	14.01.16	CC	1,494,740	1,689	885.0	51	45
16	TheatreHD: Matthew Bourne: Swan Lake 3D	ballet	01.07.16	CC	1,395,648	2,552	546.9	76	57
17	TheatreHD: Frankenstein: Lee Miller	dramatic performance	08.10.16	CC	1,345,040	2,530	531.6	99	59
18	TheatreHD: The Executioners	dramatic performance	14.02.16	CC	1,284,631	2,394	536.6	94	63
19	TheatreHD: Les Liaisons Dangereuses	dramatic performance	28.01.16	CC	1,233,501	2,363	522.0	114	63
20	TheatreHD: The Audience	theatrical performance	16.02.16	CC	1,161,249	2,261	513.6	105	61
21	TheatreHD: A Midsummer Tatiana	ballet	10.03.16	CC	1,126,280	2,353	478.7	60	51
22	TheatreHD: BT: The Taming of the Shrew	ballet	12.02.16	CC	1,094,101	2,233	490.0	95	57
23	TheatreHD: The Metropolitan Opera: Tristan und Isolde	opera	08.10.16	CC	1,086,121	1,157	938.7	36	28
24	TheatreHD: Matthew Bourne: The Car Man	ballet	01.07.16	CC	1,038,009	1,818	571.0	74	57
25	TheatreHD: BT: Spartacus	ballet	17.02.16	CC	1,020,320	2,222	459.2	55	50
26	TheatreHD: Brana: Romeo and Juliet	dramatic performance	07.07.16	CC	1,015,351	1,956	519.1	89	59
27	St. Peter's and the Papal Basilicas of Rome 3D	museum tour	13.10.16	NF	993,511	3,279	303.0	87	15
28	TheatreHD: BT: The Golden Age	ballet	16.10.16	CC	993,195	1,891	525.2	65	52
29	Teatralnaya Rossiya: Two for the Seesaw	dramatic performance	06.04.16	TR	981,433	4,112	238.7	55	43
30	Nick Cave & The Bad Seeds. One more time with feeling	live performance	08.09.16	NF	954,694	2,025	471.5	67	55

Source: RCFA

Full distributors' names:  
 CC – CoolConnections  
 NF – NevaFilm Emotion  
 TR – Teatralnaia Rossiya

## CHAPTER 2. AUDIENCE

VCIOM and Cinema Fund survey	114
Characteristics of filmgoers	114
Education of filmgoers	115
Filmgoers' marital status	116
Filmgoers' behavior	116
Opinion leaders	123
Attitude towards Russian films	126

# AUDIENCE

## VCIOM AND CINEMA FUND SURVEY

The Russian Public Opinion Research Center (VCIOM) conducted four surveys among the audience of Russian urban movie theaters in the end of December, 2016 and the beginning of January, 2017 on the order of the Cinema Fund. Filmgoers were surveyed to identify socio-demographic characteristics of the audience as well as practices and motivations of film consumption.

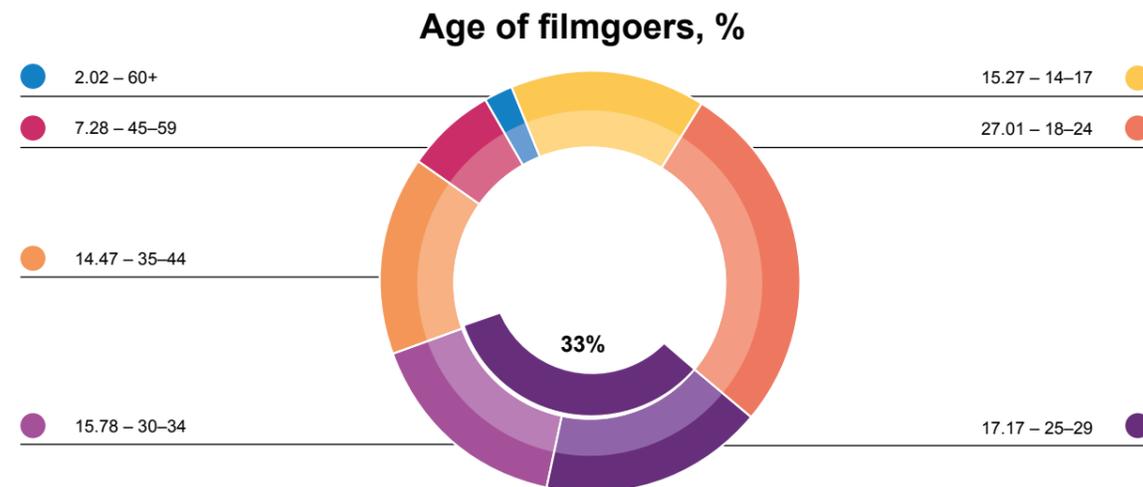
The survey took place in ten cities of the Russian Federation: Moscow, Saint-Petersburg, Novosibirsk, Yekaterinburg, Nizhny Novgorod, Kazan, Omsk, Rostov-on-Don, Krasnodar and Ufa. The most attended movie theaters, located both in centers and residential districts of the cities, were selected for the survey. The method of individual structured interview was used when movie

theater visitors left cinema halls. On the whole, 7,034 filmgoers took part in this survey.

Such surveys are conducted in Russia less often than necessary, while understanding of the target audience lies in the core of any economic model in the film business, whether it's a film advertising campaign, development and implementation of new services for film screening, or launch of new films into production.

## CHARACTERISTICS OF FILMGOERS

25-34-year-old people are predominant in urban movie theaters, their share is 33% of all respondents. Contrary to the popular opinion, there are a little bit less of



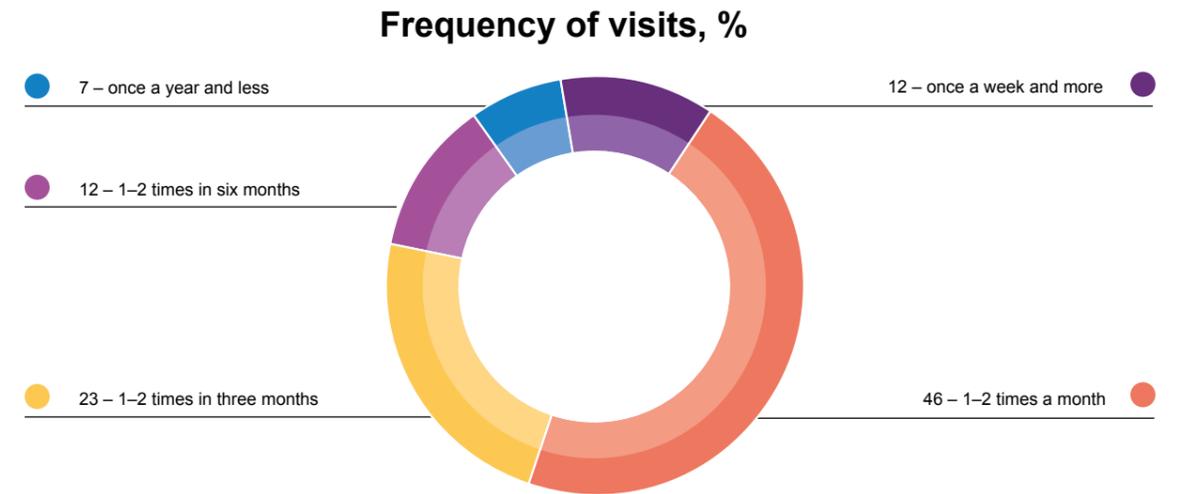
Sources: Cinema Fund & VCIOM

18-24-year-old people – 27%, but they make the so-called nucleus, visiting movie theaters 1-2 times a month and more. Teenagers, who are 14-17 years old, make only 15% of the audience, the same can be said about 35-44-year-old people.

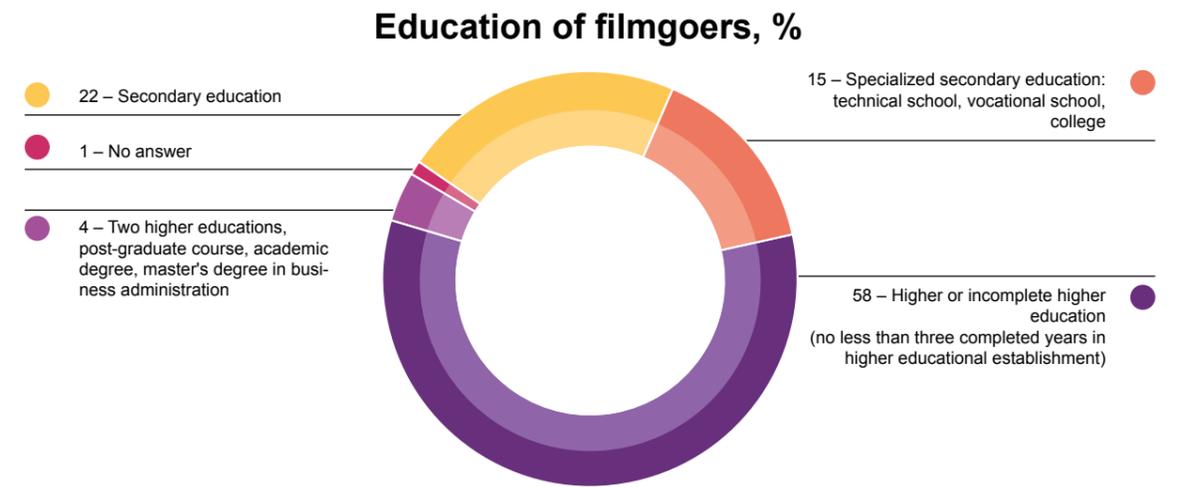
It should be noted that 18-24-year-old filmgoers are predominant in Krasnodar (41%) among the surveyed cities. The above average share of 35-44-year-old audience (25%) is in Nizhny Novgorod and of 14-17-year-old audience (25%) in Kazan.

## EDUCATION OF FILMGOERS

58% of the audience have higher or incomplete higher education, 22% have secondary education, 15% have specialized secondary education (technical school, vocational school or college) and 4% have two higher educations, academic degree, master's degree in business administration or are currently postgraduate students.

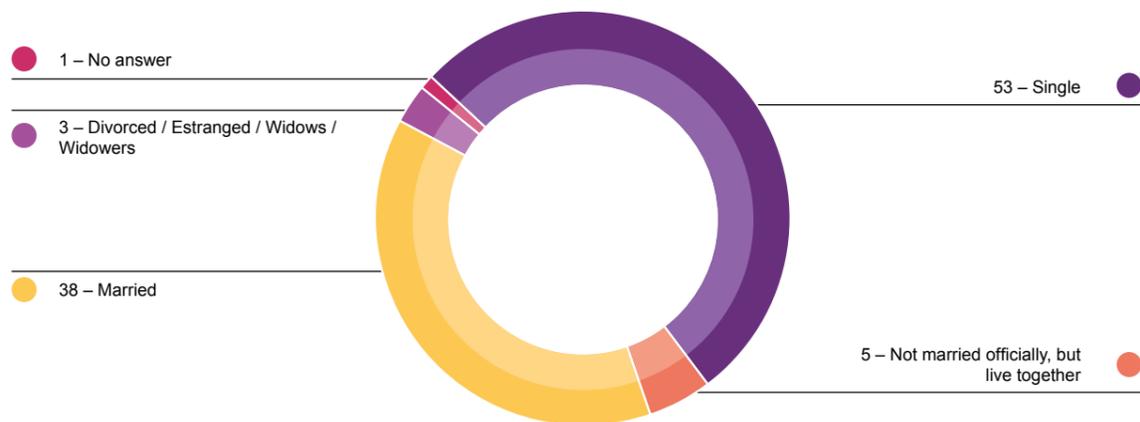


Sources: Cinema Fund & VCIOM



Sources: Cinema Fund & VCIOM

### Filmgoers' marital status, %



Sources: Cinema Fund & VCIOM

Graduates of higher educational establishments and students most often visit movie theaters in Saint-Petersburg (61%), Novosibirsk (63%) and Ufa (65%). The number of filmgoers with secondary education is a little higher in Kazan (32%) and Ufa (29%), and with specialized secondary education in Rostov-on-Don (28%) and Krasnodar (18%). And finally, the highest share of respondents who have two higher educations or an academic degree (6%) is in Moscow.

### FILMGOERS' MARITAL STATUS

38% of the audience are married and 53% are not. About 5% of respondents live together, 3% are divorced, estranged or widowed.

The highest share of single spectators lives in Moscow (57%). The highest number of married spectators is in Novosibirsk (43%), Nizhny Novgorod (48%) and Ufa (47%). The majority of respondents who live together without being married officially is found in Yekaterinburg (9%).

### FILMGOERS' BEHAVIOR

The majority of filmgoers look upon watching films in movie theaters as a collective leisure. Thus, 33% of all respondents watch films in pairs (with husband / wife, boyfriend / girlfriend), 29% with friends, 21% with parents or kids, and only 13% come alone, while 5%

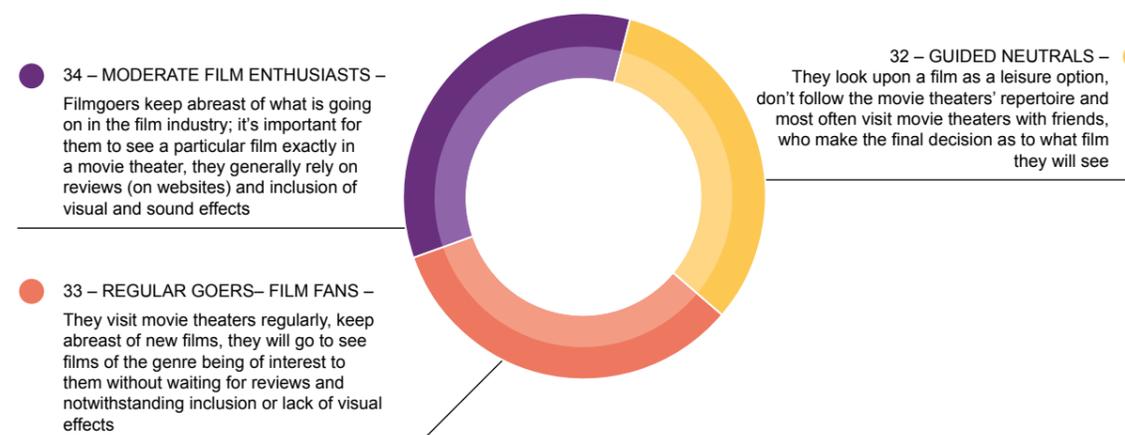
come with brothers and sisters. Visits to movie theaters with colleagues, grandmothers and grandfathers were not very popular. It should be noted that entire families go to movie theaters much more often on holidays than on other days (30% against 17%).

The majority of filmgoers (30%) go to movie theaters to "spend time with friends and relatives". Other popular replies were: "to watch a premiere as soon as possible", (18%) and "to watch good quality screening and experience special effects" (16%). 12% of all respondents visit movie theaters in order to "relax and rest" and 11% "for emotions and new experience". 6% of respondents want to "plunge into a special atmosphere" and 5% just to "take up spare time".

In the New Year period respondents choose between day (before 5 p.m.) and evening (after 5 p.m.) showtimes equally. Naturally, on workdays they generally choose evening showtimes (60% of all respondents).

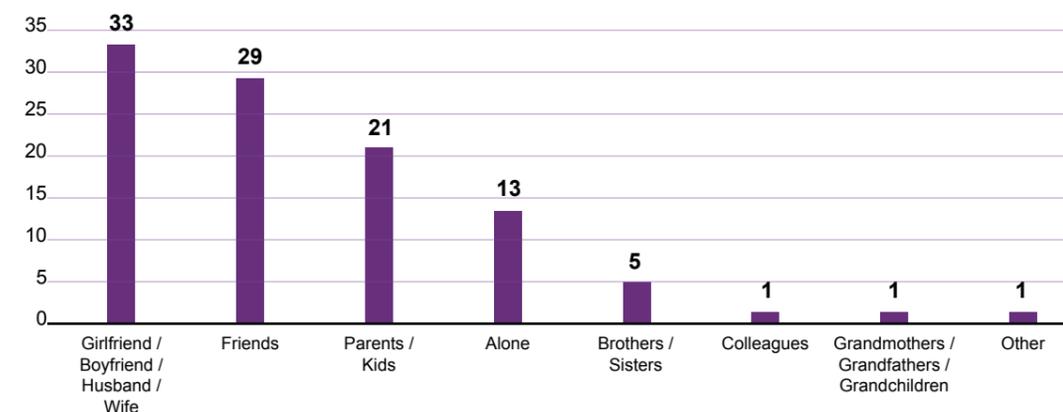
The majority of filmgoers (30%) go to movie theaters to "spend time with friends and relatives"

### Types of filmgoers, %



Sources: Cinema Fund & VCIOM

### Companions of spectators in movie theaters, %



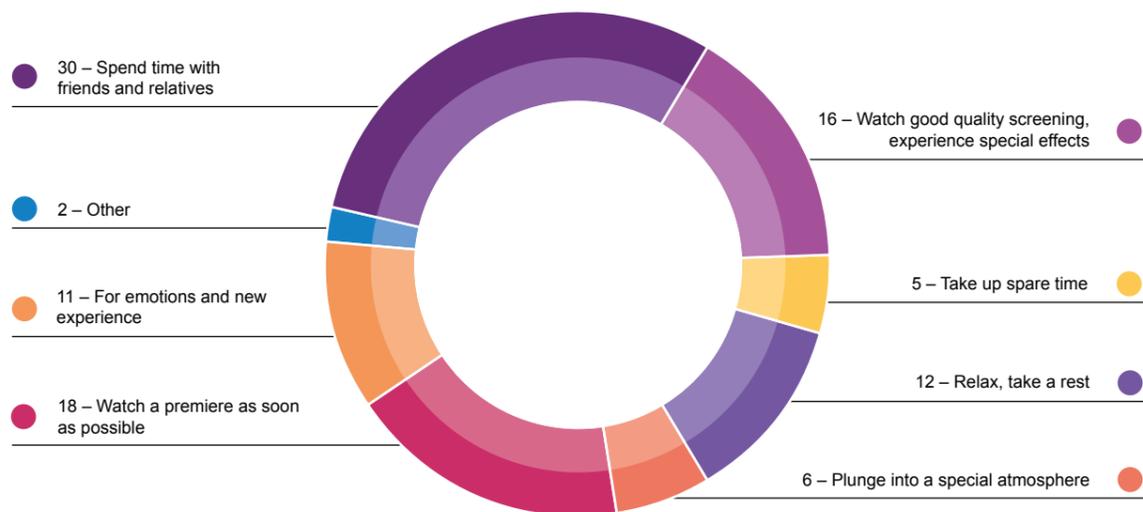
Sources: Cinema Fund & VCIOM

Note: The sum of sectors in the histogram is over 100% for respondents could be in movie theaters with companions from several groups at once.



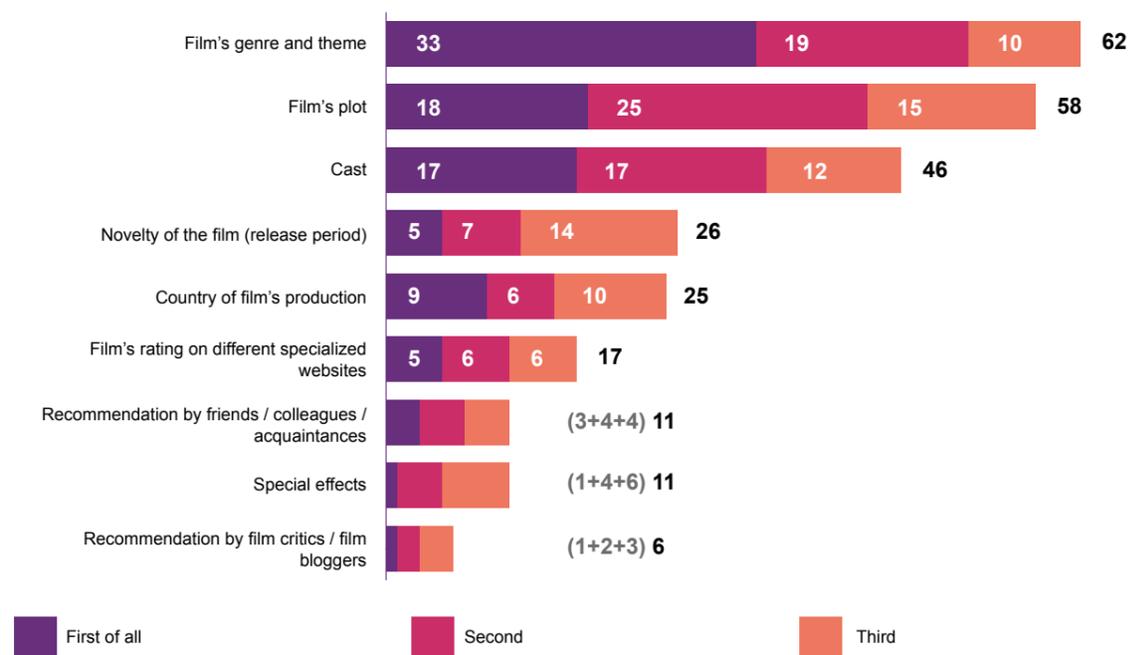
Photo: Stock-Assa/Shutterstock.com

### Goals for visiting movie theaters, %



Sources: Cinema Fund & VCIOM

### Factors affecting film choice, %



Sources: Cinema Fund & VCIOM

As a rule, filmgoers carefully choose a film and plan their visit beforehand. Thus, two thirds of all respondents (66%) make their choice more than a day prior to the screening. They plan their leisure even earlier over the New Year holidays – in 73% of all cases. The share of filmgoers who choose a film on the day of its screening, but before coming to the movie theater, is 17%. And pretty much the same number chooses the film directly in the movie theater.

The carefulness of planning is more evident during holidays, when going to the movies with relatives and friends is planned beforehand and is considered a tradition (the share of “impulsive” visits does not exceed 14%).

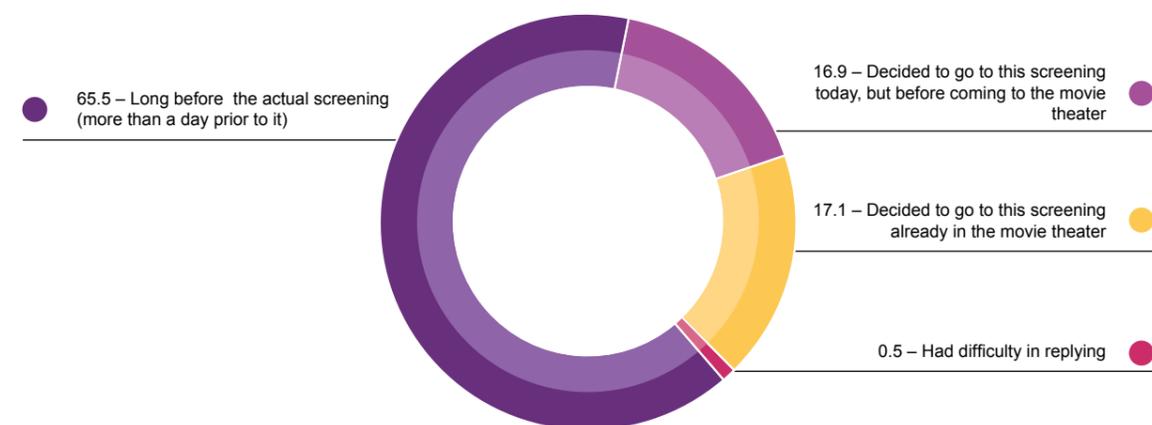
Almost 3/4 of respondents said that they watch particular films. The share of selective respondents on holidays is a little higher than on other days: 72% against 69%. Only 27% of all filmgoers first decide to go to the movies and only after that choose a film. Besides, 70% of them are active in keeping abreast of new films, check reviews and watch trailers. It is important for 59% of filmgoers to watch awaited films on a wide screen in particular, while this is irrelevant for 38%. 56% of all respondents try to watch new films immediately after their release, while 33% prefer to wait for reviews first.

Filmgoers generally visit movie theaters 1-2 times a month (46%)

When choosing a film, only 5% of filmgoers first of all rely on films' reviews on specialized websites, and 1% relies on critics' reviews. Priority factors for respondents are genre and theme (33%), plot (18%) and cast (17%). Recommendations by friends and acquaintances are the determining factor only in 3% of all cases. Almost one tenth of all respondents (9%) are first of all guided by the country of film's production.

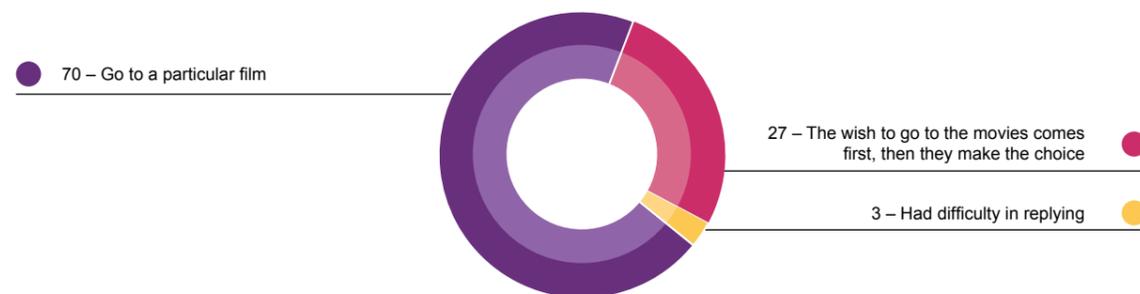
Filmgoers generally visit movie theaters 1-2 times a month (46%). 23% of all respondents visit movie theaters 1-2 times in three months and 12% – 1-2 times in six months. Only 4% of the audience watch wide screen films once a year.

### Order of film choice, %

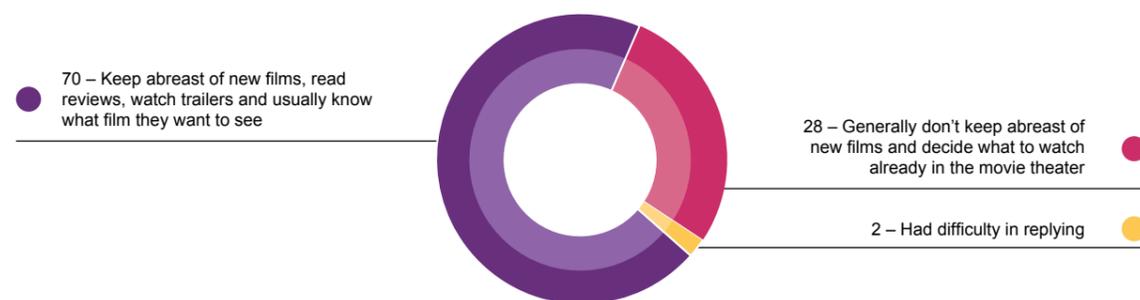


Sources: Cinema Fund & VCIOM

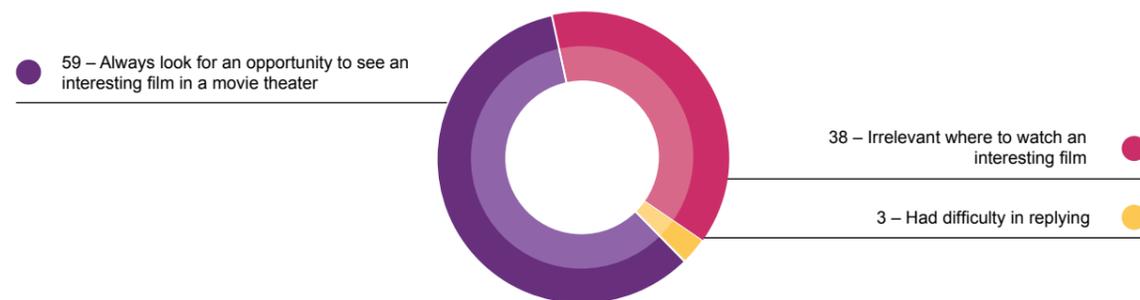
### Time of film choosing, %



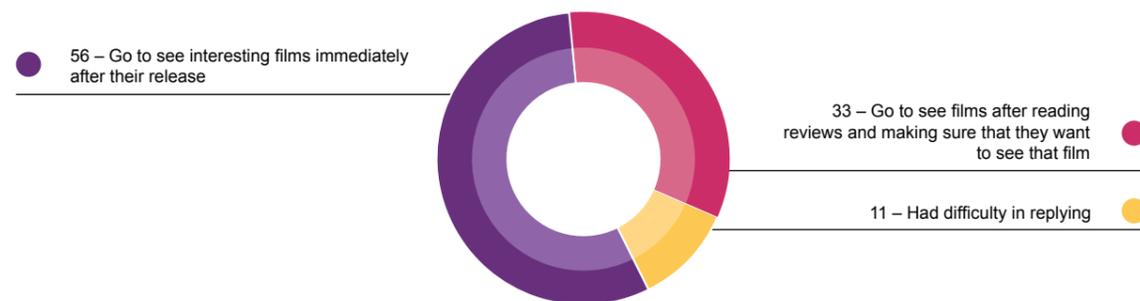
### Interest in new films, %



### Motives for going to movie theater, %



### Significance of films' reviews, %

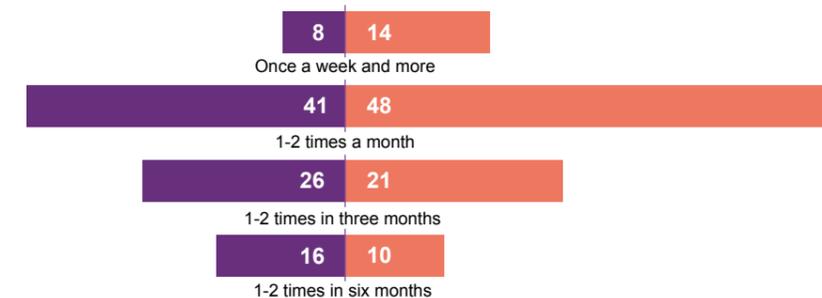


Sources: Cinema Fund & VCIOM

### Holidays' impact on filmgoers' behavior, %

#### Frequency of going to the movies

(differences by periods)



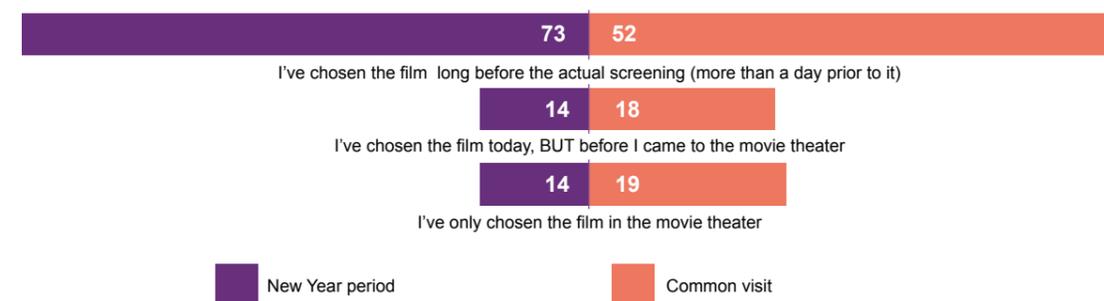
#### Why they visit movie theaters

(differences by periods)



#### When the decision was made

(only the answers of those filmgoers who participated in choosing a film)



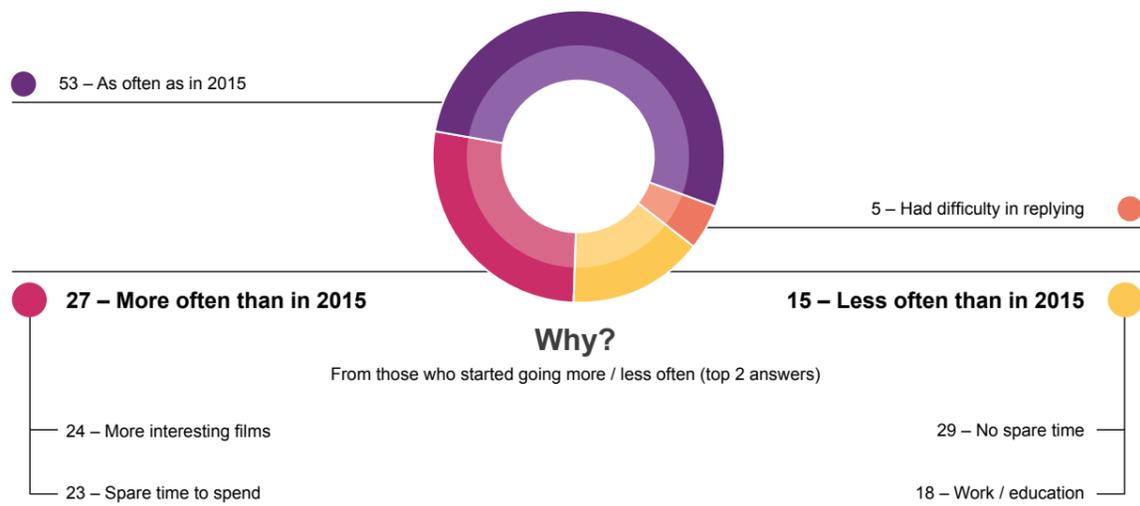
Sources: Cinema Fund & VCIOM  
Note: The diagrams only show the most popular replies.

In 2016, every second filmgoer (53%) went to the movies as often as in 2015, and every fourth (27%) started going even more often than a year before. First of all, respondents explained it by a sufficient number of interesting films (24%) and spare time they have (23%). There are also 6% of all filmgoers, who began visiting movie theaters more often because their kids grew up and age limits are no longer an issue. 5% of respondents found an appropriate company for going to the movies only in 2016, 4% began

visiting more often thanks to better financial situation and 4% more because of release of worthy new films.

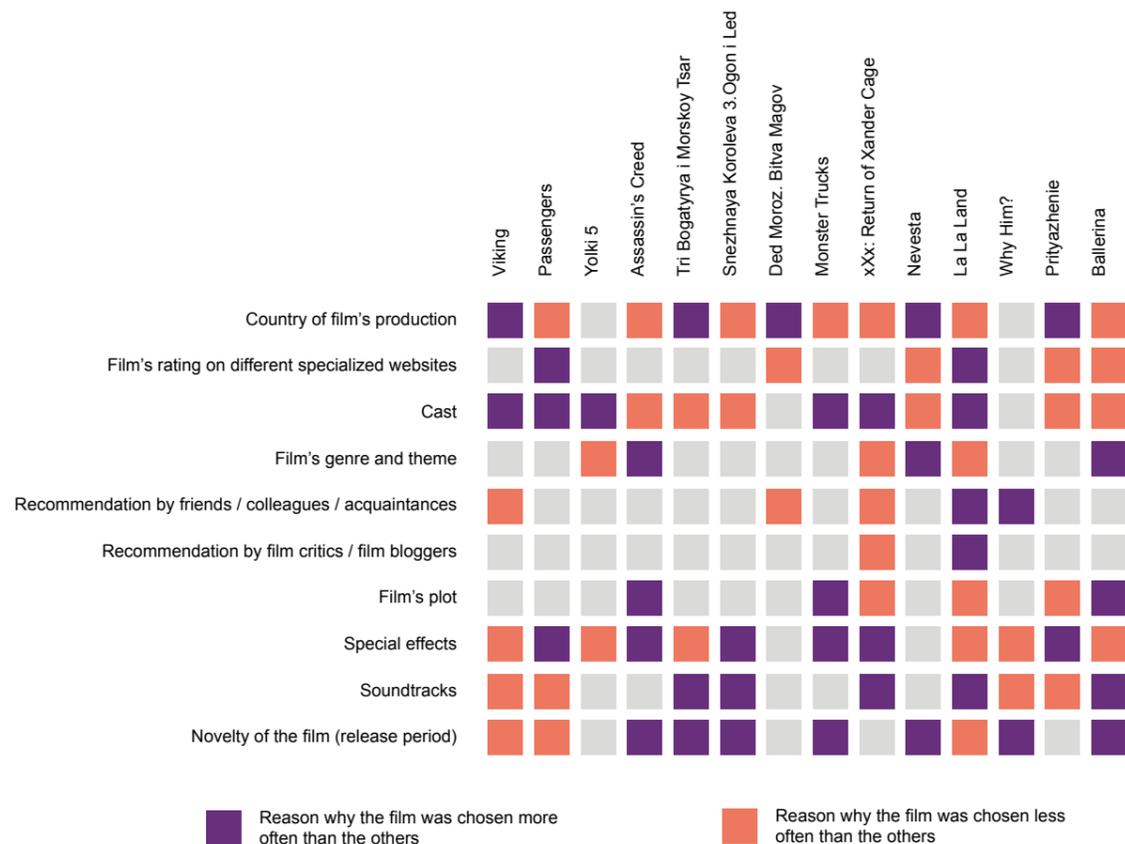
The share of filmgoers, who had less visits in 2016, amounted to 15% with the main reason being the lack of spare time (29%). 18% referred to their work or studies, 11% to the lack of interesting films in release, and 4% said that they go to the movies less because they now have little children.

### Frequency of visiting movie theaters in 2015-2016, %



Sources: Cinema Fund & VCIOM

### Matrix of reasons for film choosing



Sources: Cinema Fund & VCIOM

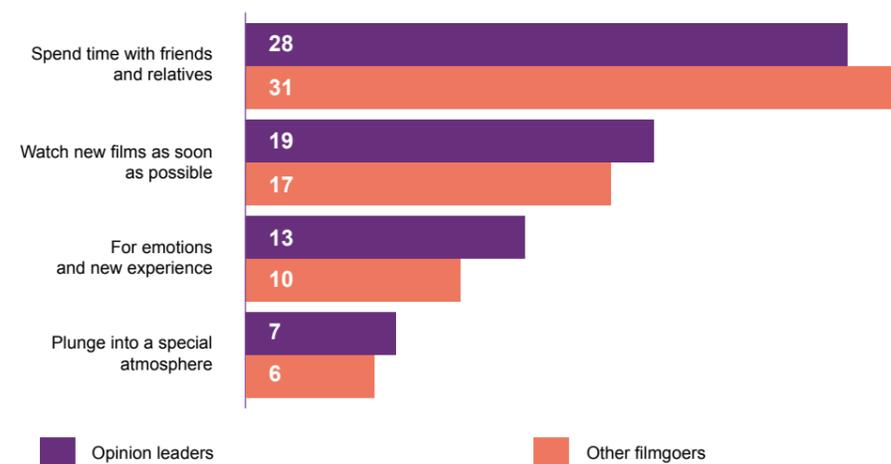
### OPINION LEADERS

The survey helped to identify the category of the so-called opinion leaders. They are filmgoers who make a decision about a particular film, go to the movies quite often and generally with someone else. There were 23% of opinion leaders among all respondents.

Opinion leaders plan their visit beforehand more often than common filmgoers: 72% against 63%.

### Opinion leaders visit movie theaters to, %

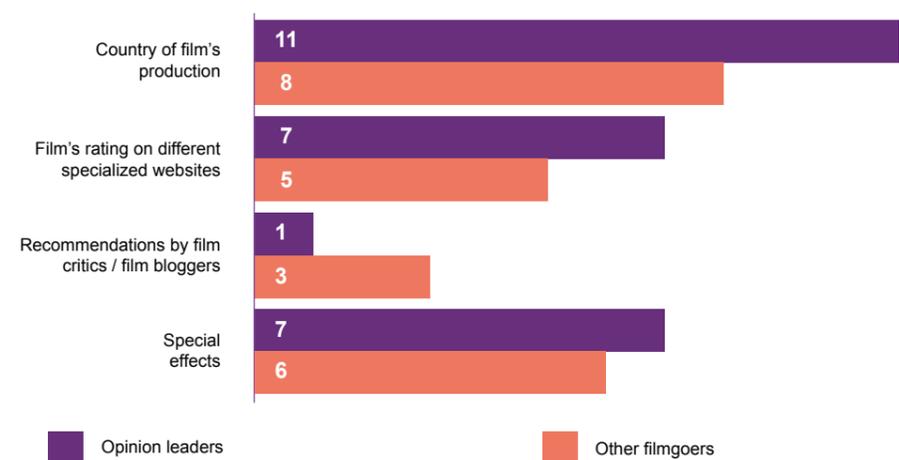
Differences in motives of opinion leaders and other filmgoers



Sources: Cinema Fund & VCIOM

### When choosing a film opinion leaders rely on, %

Differences in motives of opinion leaders and other filmgoers

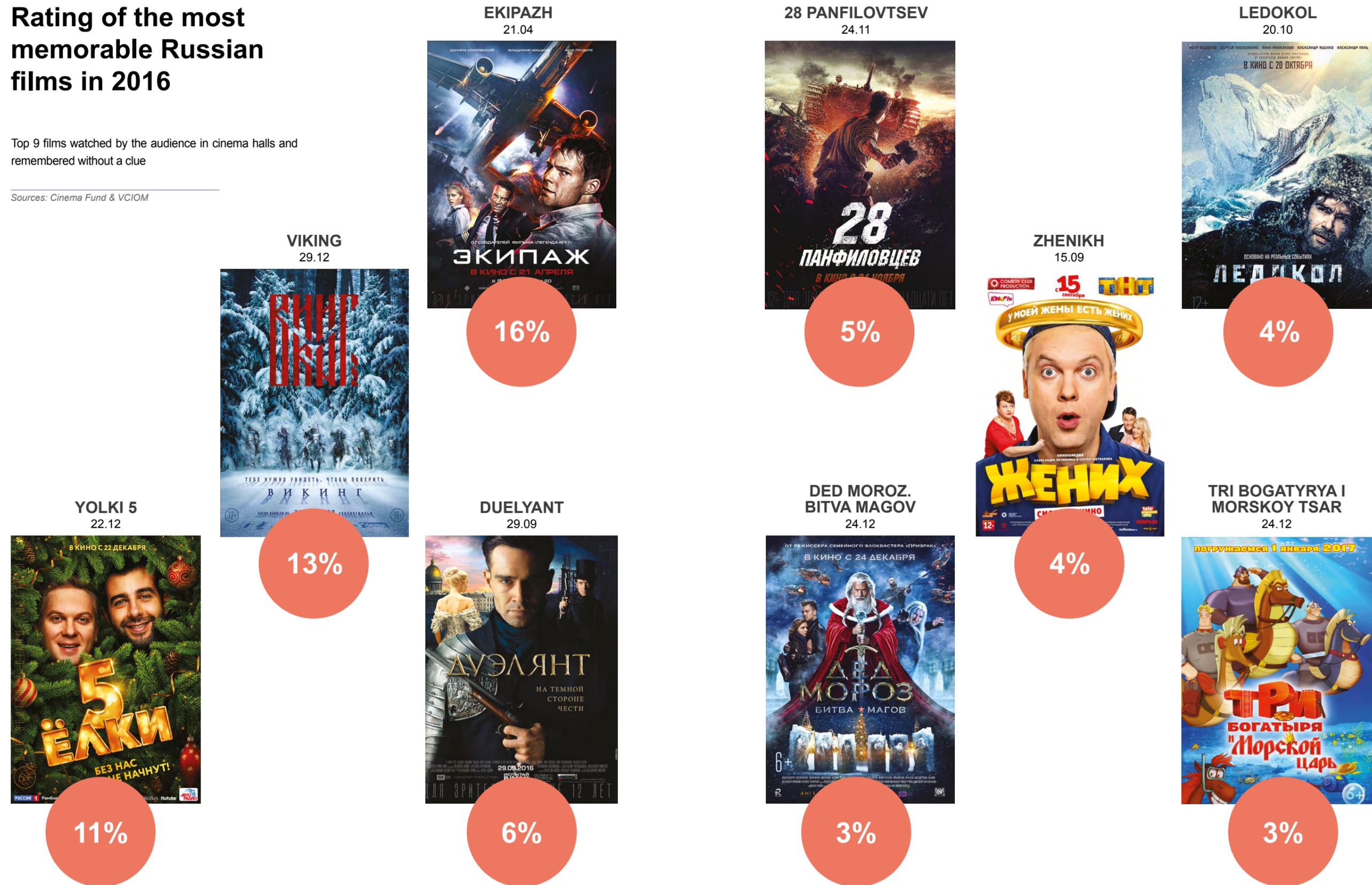


Sources: Cinema Fund & VCIOM

# Rating of the most memorable Russian films in 2016

Top 9 films watched by the audience in cinema halls and remembered without a clue

Sources: Cinema Fund & VCIOM



### ATTITUDE TOWARDS RUSSIAN FILMS

77% of all respondents are ready to go to a Russian film, for it's not so important for them in what country the film was produced if the plot is interesting. Only 17% of all respondents will never watch a Russian film and would either wait for the screening of an interesting foreign film or leave the movie theater.

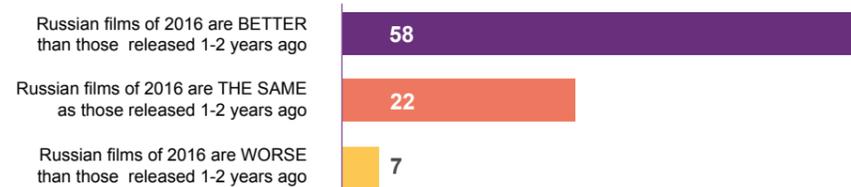
Only 7% of all filmgoers believe that Russian films became worse in 2016 than before. At the same time, more than a half of all respondents (58%) note that the quality of Russian films became better compared to the previous years. The majority of these filmgoers can be referred to the category of film fans and opinion leaders, who decide for the entire company what film to watch. On the whole, the survey clearly shows that the attitude of the audience to Russian films is getting better.

### Significance of country of film's production, %



Sources: Cinema Fund & VCIOM

### Appraisal of new Russian films by filmgoers, %



Sources: Cinema Fund & VCIOM

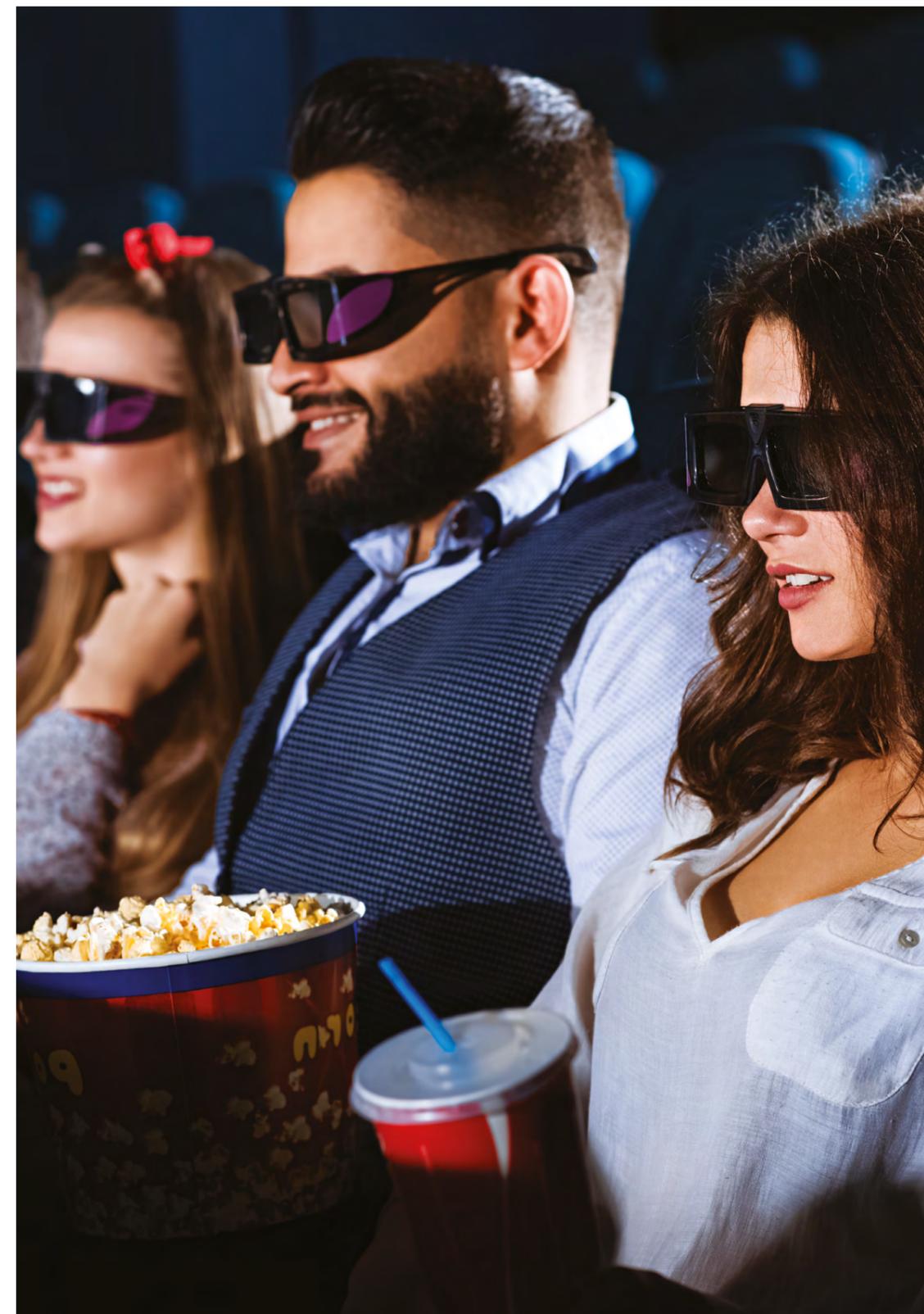


Photo: Serhii Bobyk/Shutterstock.com

## CHAPTER 3. FILM SCREENING

Movie theaters and cinema halls	130
Provision of the population with movie theaters	148
Location of movie theaters	155
Number of screens in movie theaters	157
Major movie theater chains	158

# FILM SCREENING

## MOVIE THEATERS AND CINEMA HALLS

According to the Cinema Fund, there were totally 1,407 digital movie theaters and 4,564 cinema halls in Russia in 2016. As of December 31, there were 1,367 movie theaters and 4,491 cinema halls. The average number of screens per theater amounts to 3.3, just as a year before. Movie theaters with digital screens only will be reviewed in this research.

There's a significant increase in the availability of modern film screening in cities with 250-500 thousand residents, largely because of multi-hall movie theaters that were opened there. The growth in that category amounted to 27%. Besides, the number of cinema halls per 100 thousand people in cities with 100-250 thousand residents increased by 22%. Digital cinema coverage in cities with less than 100 thousand residents continues to grow mainly due to the modernization program of the Cinema Fund, and after its three stages, modern movie theaters will be opened in 396 residential areas.

In 2016, 187 cinema halls were converted to provide digital projection at the expense of the funds allocated by the Cinema Fund.

In 2016, modern film screening services were available to 93.2 million people totally (63% of the population of the Russian Federation), and these digital services' availability increased by 5% compared to 2015. There were 8.6 million screenings. The total number of viewers amounted to 191.6 million people with average ticket price of 252 rubles.

On the whole, the distribution of movie theaters in Federal Districts remains practically unchanged for many years. The highest number of cinema halls is in the Central Federal District, with the Volga Federal District being in the second place, falling far behind. The Southern and Ural Federal Districts switched places for the first time, which is first of all due to the inclusion of the Crimean Federal District into the Southern Federal District. The North Caucasian Federal District still significantly falls behind all the rest.

## Movie theaters and digital screens in Russia, 2016

	Movie theaters	Cinema halls
All digital movie theaters, which screened films in 2016	1,407	4,564
Active digital movie theaters as of December 31, 2016	1,367	4,491

Source: Cinema Fund

## Movie theaters and screens by Federal Districts of the Russian Federation, 2016

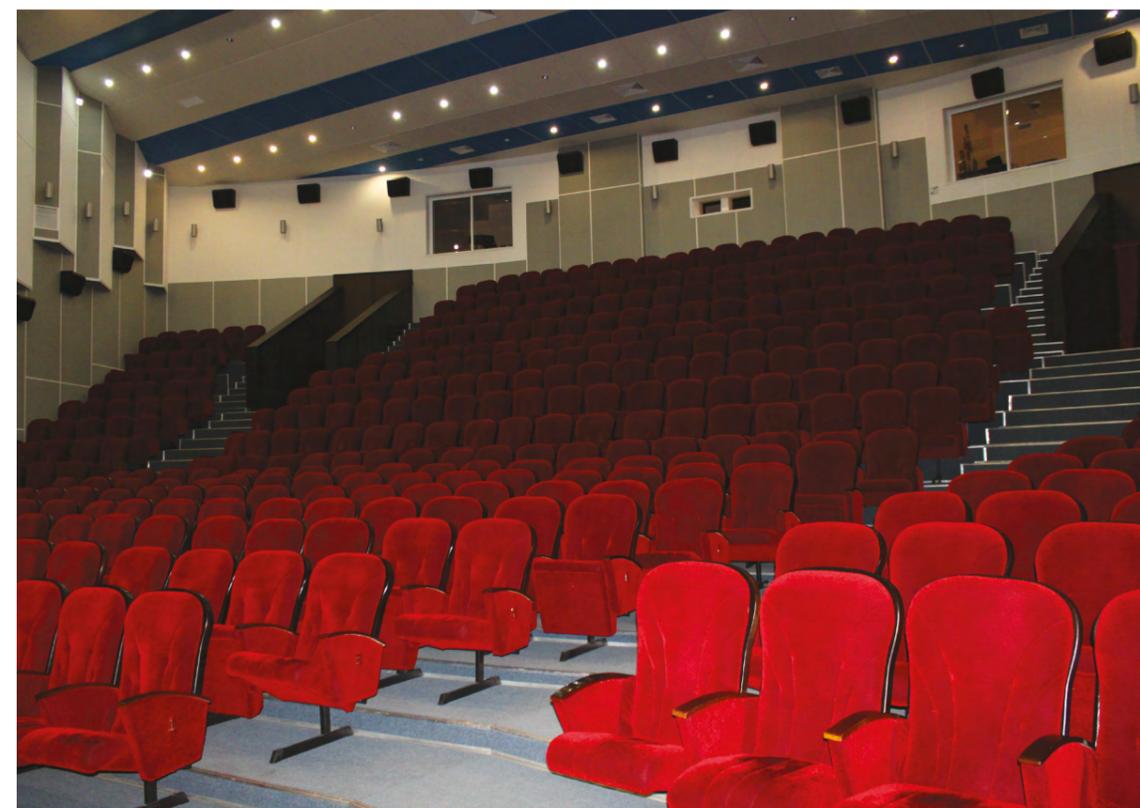
No.	Federal District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %
1	Central	39,104,300	372	1,485	2,829.3	61,953.7	18,523,441.8	299	38.35
2	Volga	29,673,600	224	774	1,442.9	32,104.8	6,692,846.1	208	13.86
3	Siberian	19,324,000	182	513	936.0	20,773.4	4,545,900.2	219	9.41
4	Northwestern	13,853,700	177	642	1,256.6	26,557.7	6,667,705.5	251	13.80
5	Southern*	16,368,000	152	412	791.2	21,005.4	4,937,125.5	235	10.22
6	Ural	12,308,100	140	432	808.8	16,194.2	3,630,847.6	224	7.52
7	Far Eastern	6,195,000	102	186	312.9	8,097.8	2,184,516.3	270	4.52
8	North Caucasian	9,718,000	58	120	198.4	4,877.0	1,123,657.2	230	2.33

Source: Cinema Fund

Notes:

Movie theaters and cinema halls, which screened films in 2016, were taken into account

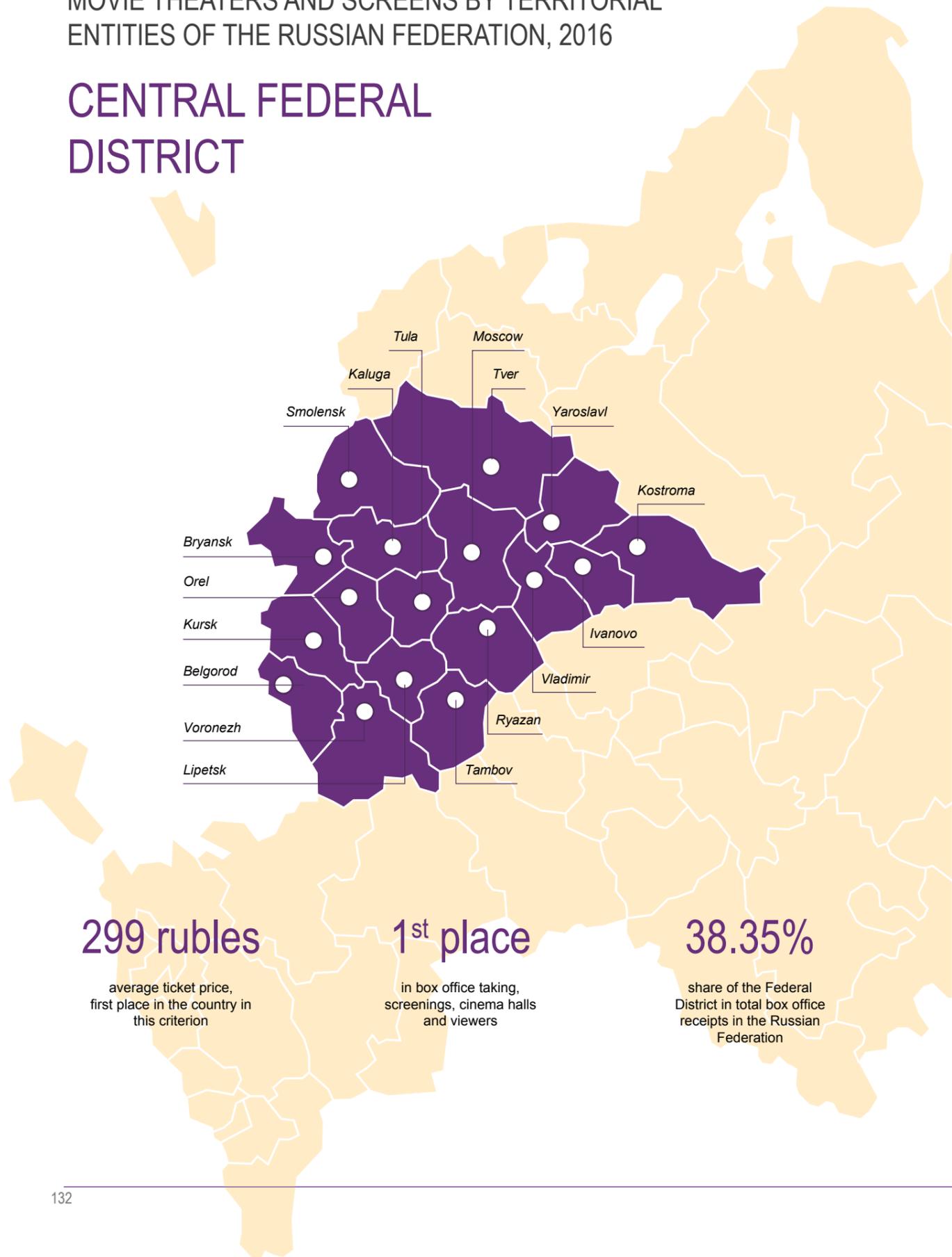
\* Including the Crimean Federal District due to its inclusion into the Southern Federal District



Cinema hall updated as a part of the Cinema Fund's modernization program, Novy Oskol

# MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

## CENTRAL FEDERAL DISTRICT



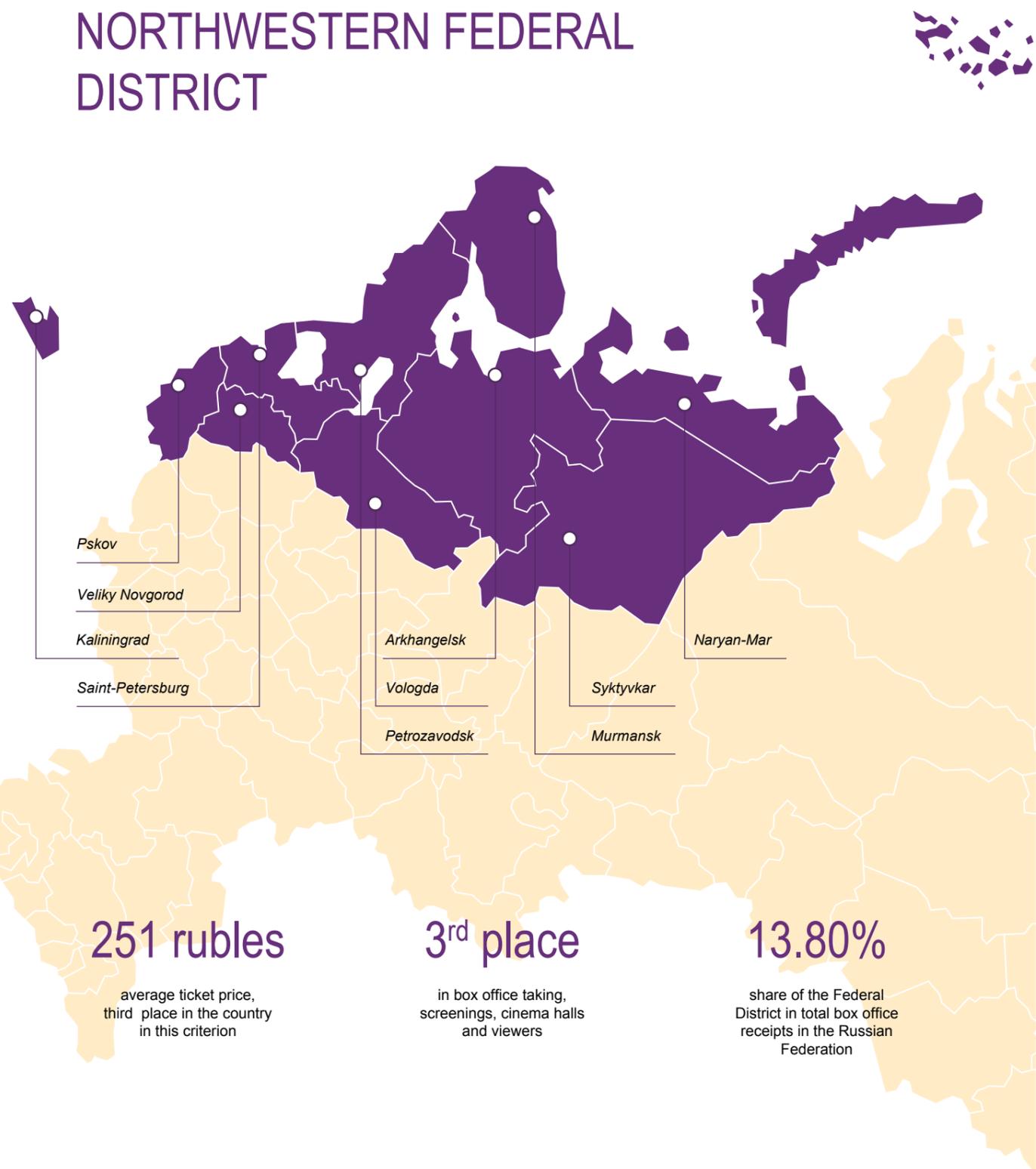
District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Belgorod Region	1,550,100	17	44	84.4	1,855.9	333,308.6	180	0.69	1.80
Belgorod	387,090	5	17	37.5	890.2	163,034.7	183		
Bryansk Region	1,225,800	9	34	65.7	910.2	211,539.9	232	0.44	1.14
Bryansk	405,921	6	29	56.7	833.2	192,847.3	231		
Ivanovo Region	1,029,800	7	19	40.8	827.5	192,859.6	233	0.40	1.04
Ivanovo	408,025	4	15	34.8	713.9	171,076.4	240		
Kaluga Region	1,009,800	13	25	42.0	951.8	251,273.3	264	0.52	1.36
Kaluga	341,986	4	10	22.3	516.6	130,296.9	252		
Kostroma Region	651,500	8	18	25.9	626.2	125,779.1	201	0.26	0.68
Kostroma	276,691	3	12	24.4	605.9	122,478.0	202		
Kursk Region	1,120,000	8	30	43.2	1,007.6	190,653.1	189	0.39	1.03
Kursk	443,212	6	27	35.8	869.4	172,492.5	198		
Lipetsk Region	1,156,100	9	25	52.8	1,025.4	227,956.5	222	0.47	1.23
Lipetsk	510,020	5	21	48.6	935.2	211,984.7	227		
Moscow Region	7,318,600	74	318	642.8	13,884.0	4,201,700.1	303	8.70	22.68
Moscow	12,330,100	116	663	1,298.6	28,868.5	10,220,776.0	354	21.16	55.18
Orel Region	759,700	9	27	38.0	700.7	139,387.9	199	0.29	0.75
Orel	319,651	6	24	32.8	621.4	123,568.7	199		
Ryazan Region	1,130,100	8	42	80.8	1,614.8	310,248.8	192	0.64	1.67
Ryazan	534,762	6	40	78.4	1,570.8	301,282.5	192		
Smolensk Region	958,600	6	19	37.3	831.0	186,290.0	224	0.39	1.01
Smolensk	328,906	4	16	33.4	789.3	176,266.3	223		
Tambov Region	1,050,300	10	22	31.5	710.4	150,663.4	212	0.31	0.81
Tambov	288,414	3	13	23.8	606.4	127,891.9	211		
Tver Region	1,304,800	11	30	56.4	1,184.3	264,942.0	224	0.55	1.43
Tver	416,442	4	17	38.5	972.7	217,435.5	224		
Tula Region	1,506,400	25	44	52.8	1,297.1	280,082.1	216	0.58	1.51
Tula	485,930	5	19	26.6	921.8	206,277.7	224		
Yaroslavl Region	1,271,900	14	40	78.9	1,808.7	376,746.2	208	0.78	2.03
Yaroslavl	606,703	8	30	62.3	1,505.5	313,695.8	208		
Vladimir Region	1,397,200	8	20	29.3	903.5	225,262.2	249	0.47	1.22
Vladimir	354,827	2	6	14.2	647.1	159,468.7	246		
Voronezh Region	2,333,500	20	65	128.2	2,946.1	633,973.0	215	1.31	3.42
Voronezh	1,032,382	8	43	84.2	2,122.1	475,171.9	224		
<b>Total for the Region</b>	<b>39,104,300</b>	<b>372</b>	<b>1,485</b>	<b>2,829.3</b>	<b>61,953.7</b>	<b>18,523,441.8</b>	<b>299</b>	<b>38.35</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>1,505.5</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

Town of Zelenograd (1 movie theater, 4 screens), village of Mamyri (1 movie theater, 11 screens) and town of Moskovsky (2 movie theaters, 8 screens) were counted as a part of Moscow.

## MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

### NORTHWESTERN FEDERAL DISTRICT



**251 rubles**

average ticket price, third place in the country in this criterion

**3<sup>rd</sup> place**

in box office taking, screenings, cinema halls and viewers

**13.80%**

share of the Federal District in total box office receipts in the Russian Federation

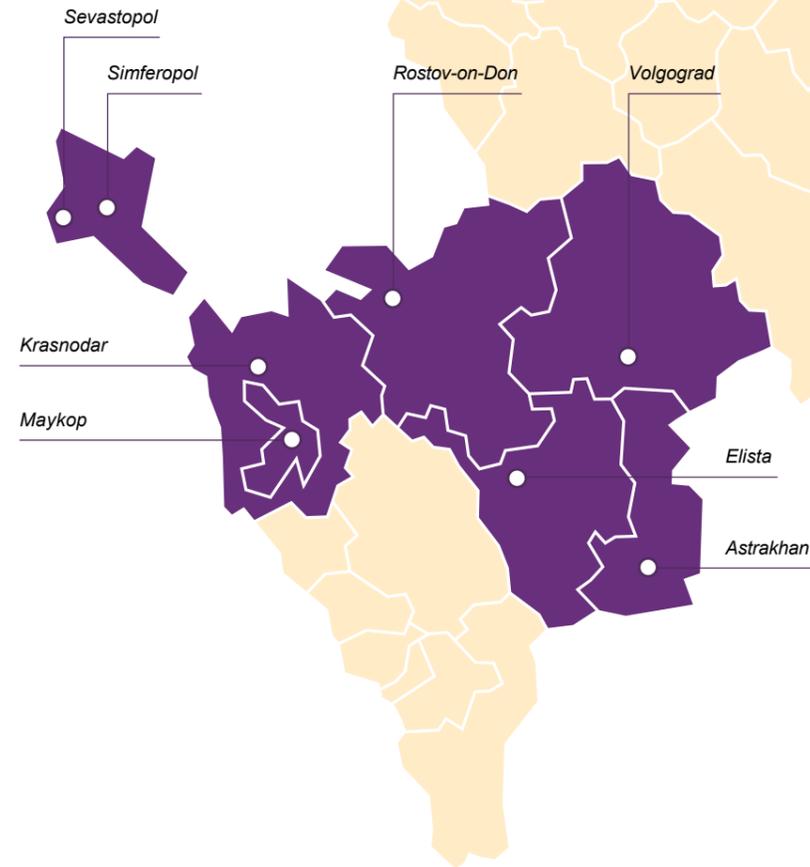
District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Republic of Karelia	629,900	11	26	45.0	743.9	160,683.6	216	0.33	2.41
Petrozavodsk	277,111	5	20	40.6	675.9	147,247.3	218		
Republic of Komi	856,800	11	32	63.0	1,102.1	211,892.2	192	0.44	3.18
Syktyvkar	243,536	5	25	52.5	845.5	148,529.8	176		
Nenets Autonomous District	43,900	1	1	2.2	32.6	11,554.3	354	0.02	0.17
Naryan-Mar	24,535	1	1	2.2	32.6	11,554.3	354		
Arkhangelsk Region	1,130,200	12	33	66.8	1,291.2	310,362.8	240	0.64	4.65
Arkhangelsk	351,226	4	19	39.6	743.9	181,245.6	244		
Kaliningrad Region	976,400	15	42	80.0	1,721.4	411,975.4	239	0.85	6.18
Kaliningrad	459,560	8	31	63.9	1,457.8	363,424.1	249		
Leningrad Region	1,778,800	19	35	63.9	1,333.3	274,475.0	206	0.57	4.12
Saint-Petersburg	5,225,700	64	368	757.1	17,157.1	4,554,720.6	265	9.43	68.31
Murmansk Region	762,200	12	31	57.9	1,091.4	297,470.7	273	0.62	4.46
Murmansk	301,572	7	25	47.3	867.2	237,099.9	273		
Novgorod Region	615,700	10	19	25.5	435.1	96,234.3	221	0.20	1.44
Veliky Novgorod	221,868	3	11	17.0	348.9	82,912.2	238		
Pskov Region	646,400	8	16	16.5	317.1	76,683.4	242	0.16	1.15
Pskov	208,145	3	10	10.9	244.7	59,228.1	242		
Vologda Region	1,187,700	14	39	78.6	1,332.6	261,653.0	196	0.54	3.92
Vologda	312,686	5	18	39.1	723.9	143,045.9	198		
<b>Total for the Region</b>	<b>13,853,700</b>	<b>177</b>	<b>642</b>	<b>1,256.6</b>	<b>26,557.7</b>	<b>6,667,705.5</b>	<b>251</b>	<b>13.80</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

Town of Kolpino (2 movie theaters, 9 screens), town of Kronstadt (1 movie theater, 1 screen), town of Petergof (1 movie theater, 1 screen), town of Pushkin (1 movie theater, 1 screen) and town of Sestroretsk (1 movie theater, 2 screens) were counted as a part of Saint-Petersburg.

## MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

### SOUTHERN FEDERAL DISTRICT



District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Republic of Adygea	451,500	2	5	7.8	288.6	71,541.7	248	0.15	1.45
Maykop	144,055	1	4	7.6	285.6	71,464.1	250		
Republic of Crimea	1,907,100	17	34	61.1	1,916.9	461,942.8	241	0.96	9.36
Simferopol	336,460	4	13	25.2	974.6	201,152.3	206		
Sevastopol	416,300	4	13	23.6	922.8	174,031.8	189	0.36	3.52
Republic of Kalmykia	278,800	5	5	6.9	159.3	24,257.6	152	0.05	0.49
Elista	104,005	5	5	6.9	159.3	24,257.6	152		
Krasnodar Krai	5,513,800	66	164	327.2	9,075.3	2,350,471.2	259	4.87	47.61
Krasnodar	853,848	8	42	93.3	3,769.2	1,048,147.9	278		
Astrakhan Region	1,018,600	10	35	54.3	1,342.7	274,792.9	205	0.57	5.57
Astrakhan	531,719	5	29	49.3	1,282.4	263,463.9	205		
Rostov Region	4,236,000	33	101	201.4	4,830.1	1,070,920.2	222	2.22	21.69
Rostov-on-Don	1,119,875	9	51	106.7	3,049.0	701,510.1	230		
Volgograd Region	2,545,900	15	55	108.9	2,469.8	509,167.3	206	1.05	10.31
Volgograd	1,016,137	8	39	86.3	1,996.0	418,205.0	210		
<b>Total for the Region</b>	<b>16,368,000</b>	<b>152</b>	<b>412</b>	<b>791.2</b>	<b>21,005.4</b>	<b>4,937,125.5</b>	<b>235</b>	<b>10.22</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

Including the Crimean Federal District due to its inclusion into the Southern Federal District.

**235 rubles**

average ticket price, fourth place in the country in this criterion

**4<sup>th</sup> place**

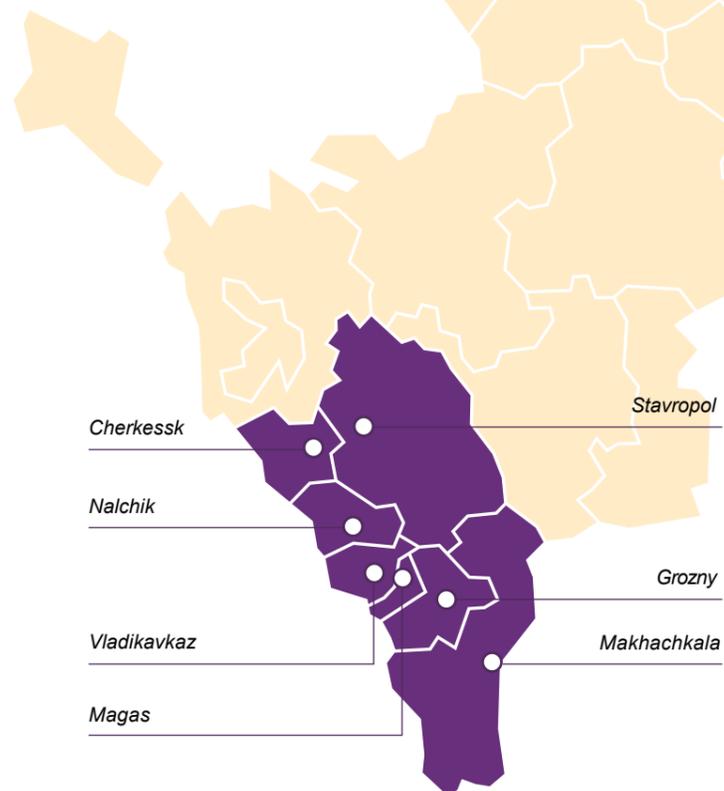
in box office taking and the number of viewers, 6<sup>th</sup> place in the number of cinema halls and screenings

**10.22%**

share of the Federal District in total box office receipts in the Russian Federation

MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

NORTH CAUCASIAN FEDERAL DISTRICT



District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Chechen Republic	1,394,200	5	12	16.3	310.9	91,465.4	294	0.19	8.14
Grozny	287,410	2	9	14.5	302.8	89,745.2	296		
Republic of Dagestan	3,015,700	7	12	24.3	841.2	188,072.0	224	0.39	16.74
Makhachkala	587,876	4	8	17.6	564.8	135,892.5	241		
Republic of Ingushetia	472,800	2	5	7.6	35.4	9,652.1	273	0.02	0.86
Magas	6,880	0	0						
Kabardino-Balkar Republic	862,200	9	17	29.4	514.7	111,625.8	217	0.23	9.93
Nalchik	239,040	5	13	28.6	508.1	110,589.9	218		
Karachay-Cherkess Republic	467,800	2	5	9.6	205.7	50,980.7	248	0.11	4.54
Cherkessk	123,128	1	4	9.6	205.7	50,979.7	248		
Republic of North Ossetia-Alania	703,700	6	14	14.1	356.6	87,055.0	244	0.18	7.75
Vladikavkaz	307,478	3	11	11.5	323.2	81,107.0	251		
Stavropol Krai	2,801,600	27	55	97.1	2,612.5	584,806.2	224	1.21	52.04
Stavropol	429,571	5	21	40.9	1,261.5	282,767.4	224		
<b>Total for the Region</b>	<b>9,718,000</b>	<b>58</b>	<b>120</b>	<b>198.4</b>	<b>4,877.0</b>	<b>1,123,657.2</b>	<b>230</b>	<b>2.33</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

230 rubles

average ticket price, fifth place in the country in this criterion

8<sup>th</sup> place

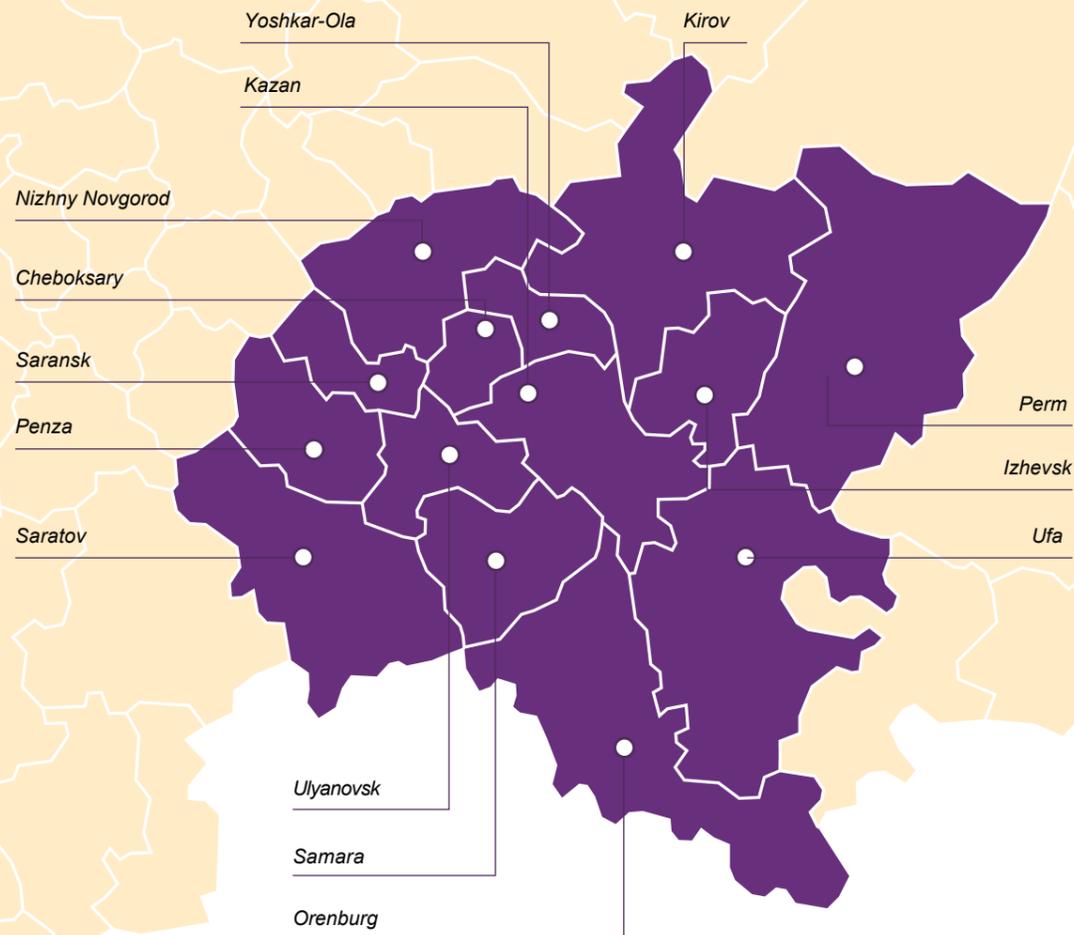
in box office taking, cinema halls, screenings and viewers

2.33%

share of the Federal District in total box office receipts in the Russian Federation

# MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

## VOLGA FEDERAL DISTRICT



**208 rubles**

average ticket price, eighth place in the country in this criterion

**2<sup>nd</sup> place**

in box office taking, cinema halls, screenings and viewers

**13.86%**

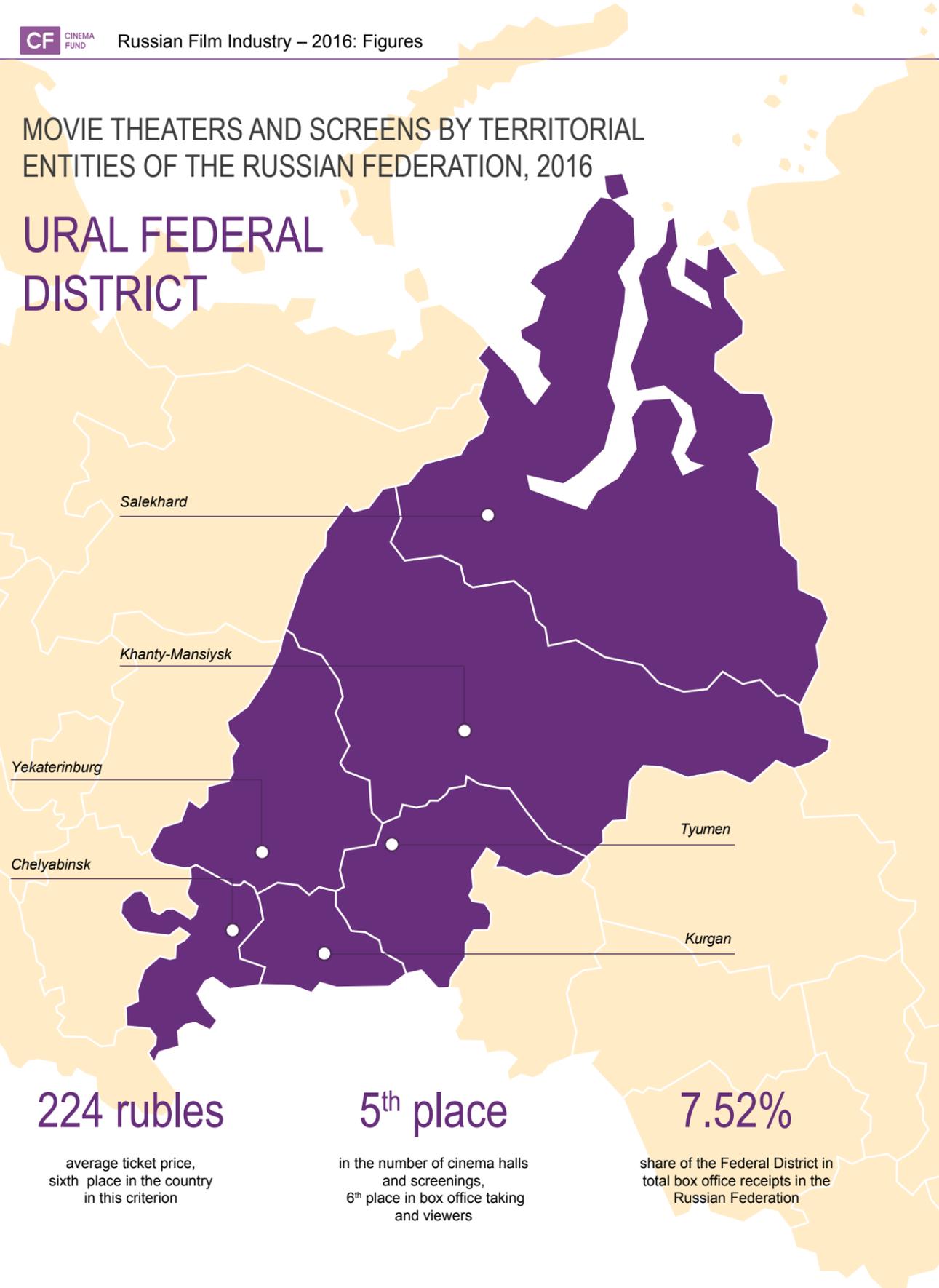
share of the Federal district in total box office receipts in the Russian Federation

District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Republic of Bashkortostan	4,071,100	34	108	199.1	4,703.3	945,447.6	201	1.96	14.13
Ufa	1,110,976	10	55	129.4	3,288.0	679,602.5	207		
Chuvash Republic	1,236,600	11	37	64.1	1,440.4	232,730.2	162	0.48	3.48
Cheboksary	480,741	5	28	51.9	1,264.0	205,242.6	162		
Republic of Mari El	685,900	5	19	37.8	650.6	112,502.6	173	0.23	1.68
Yoshkar-Ola	265,044	4	17	34.5	628.7	109,410.5	174		
Republic of Mordovia	807,400	5	17	31.2	604.5	100,018.2	165	0.21	1.49
Saransk	307,698	4	16	31.2	604.3	99,982.0	165		
Republic of Tatarstan	3,868,700	29	110	223.0	4,908.3	1,033,163.1	210	2.14	15.44
Kazan	1,216,965	11	60	122.1	2,925.9	645,624.9	221		
Udmurt Republic	1,517,200	13	49	104.4	2,001.5	366,204.5	183	0.76	5.47
Izhevsk	643,496	7	33	73.6	1,519.3	278,327.0	183		
Perm Krai	2,634,400	11	45	86.9	2,430.2	595,607.6	245	1.23	8.90
Perm	1,041,876	5	35	69.6	2,140.8	535,105.6	250		
Kirov Region	1,297,500	9	22	42.6	1,125.9	187,478.7	167	0.39	2.80
Kirov	496,986	6	18	36.7	1,062.8	176,197.1	166		
Nizhny Novgorod Region	3,260,300	26	82	154.4	3,365.1	856,969.0	255	1.77	12.80
Nizhny Novgorod	1,266,871	14	65	123.3	2,730.7	711,830.9	261		
Orenburg Region	1,994,700	17	51	93.9	2,046.8	361,900.7	177	0.75	5.41
Orenburg	562,569	5	29	67.6	1,541.9	271,727.0	176		
Penza Region	1,348,700	9	36	73.5	1,470.4	268,952.7	183	0.56	4.02
Penza	524,632	5	27	60.3	1,316.0	240,914.1	183		
Samara Region	3,206,000	19	104	183.9	4,051.3	904,761.3	223	1.87	13.52
Samara	1,170,910	9	66	111.6	2,576.1	614,626.8	239		
Saratov Region	2,487,500	18	58	91.5	2,202.8	497,400.5	226	1.03	7.43
Saratov	843,460	9	39	73.3	1,827.2	417,848.9	229		
Ulyanovsk Region	1,257,600	18	36	56.5	1,103.7	229,709.4	208	0.48	3.43
Ulyanovsk	621,514	9	25	48.0	990.2	209,194.0	211		
<b>Total for the Region</b>	<b>29,673,600</b>	<b>224</b>	<b>774</b>	<b>1,442.9</b>	<b>32,104.8</b>	<b>6,692,846.1</b>	<b>208</b>	<b>13.86</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

## MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

### URAL FEDERAL DISTRICT



**224 rubles**

average ticket price, sixth place in the country in this criterion

**5<sup>th</sup> place**

in the number of cinema halls and screenings, 6<sup>th</sup> place in box office taking and viewers

**7.52%**

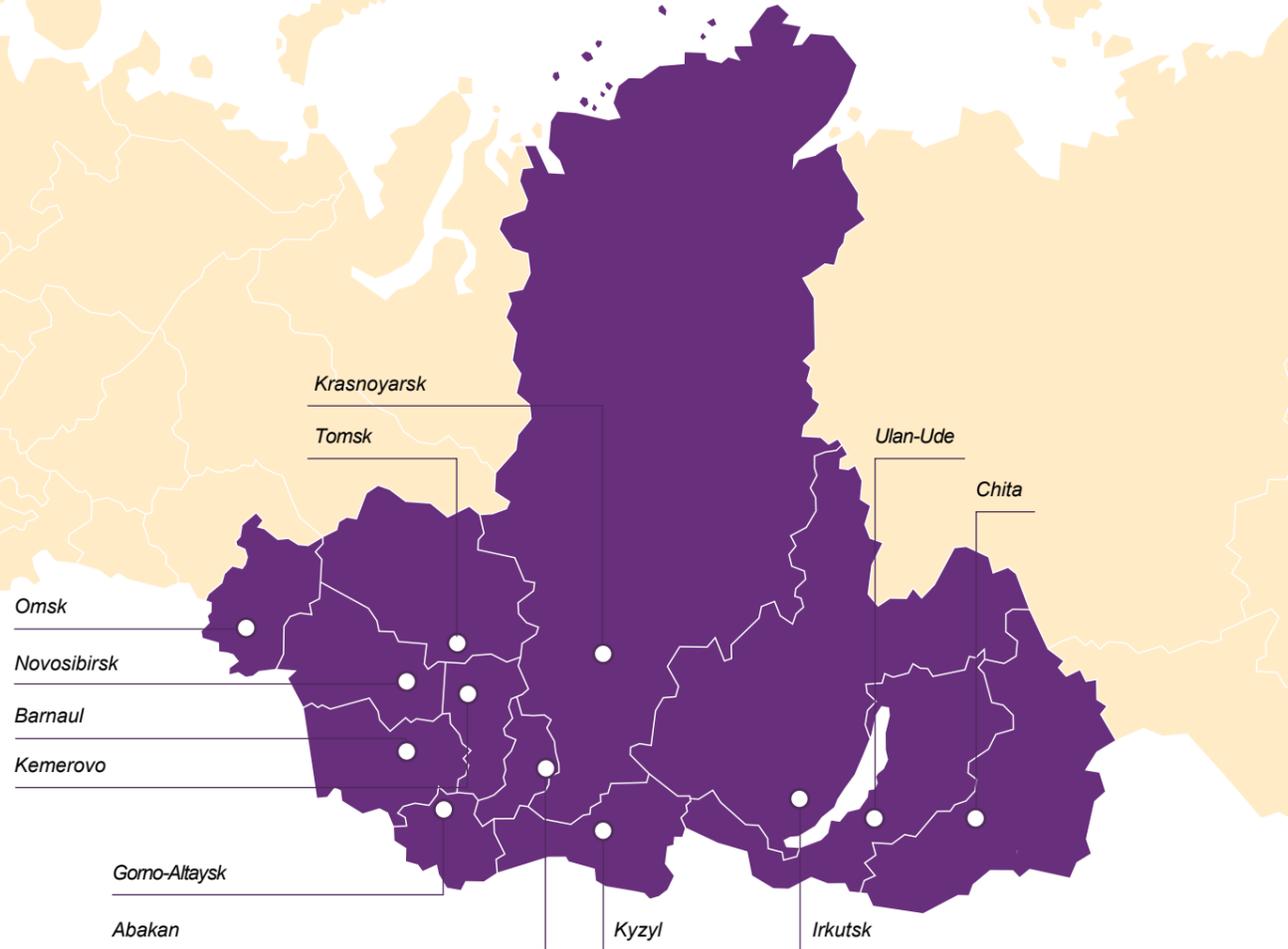
share of the Federal District in total box office receipts in the Russian Federation

District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Khanty-Mansi Autonomous District – Yugra	1,626,800	29	76	134.1	2,501.0	659,584.2	264	1.37	18.17
Khanty-Mansiysk	96,936	2	3	5.0	113.4	28,385.8	250		
Yamalo-Nenets Autonomous District	534,100	14	23	30.0	495.5	142,752.5	288	0.30	3.93
Salekhard	48,467	2	2	2.9	67.6	20,269.7	300		
Chelyabinsk Region	3,500,700	27	106	215.2	4,345.4	891,758.4	205	1.85	24.56
Chelyabinsk	1,191,994	10	53	112.2	2,643.5	556,675.3	211		
Kurgan Region	861,900	4	8	18.4	384.0	92,183.3	240	0.19	2.54
Kurgan	325,189	2	6	14.5	331.2	82,513.9	249		
Sverdlovsk Region	4,330,000	56	162	305.7	6,215.6	1,272,323.9	205	2.63	35.04
Yekaterinburg	1,444,439	19	107	224.2	4,727.7	966,072.3	204		
Tyumen Region	1,454,600	10	57	105.5	2,252.6	572,245.3	254	1.18	15.76
Tyumen	720,575	6	45	84.8	1,925.7	508,159.0	264		
<b>Total for the Region</b>	<b>12,308,100</b>	<b>140</b>	<b>432</b>	<b>808.8</b>	<b>16,194.2</b>	<b>3,630,847.6</b>	<b>224</b>	<b>7.52</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

# MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

## SIBERIAN FEDERAL DISTRICT



**219 rubles**

average ticket price, seventh place in the country in this criterion

**4<sup>th</sup> place**

in the number of cinema halls and screenings, 5<sup>th</sup> place in box office taking and viewers

**9.41%**

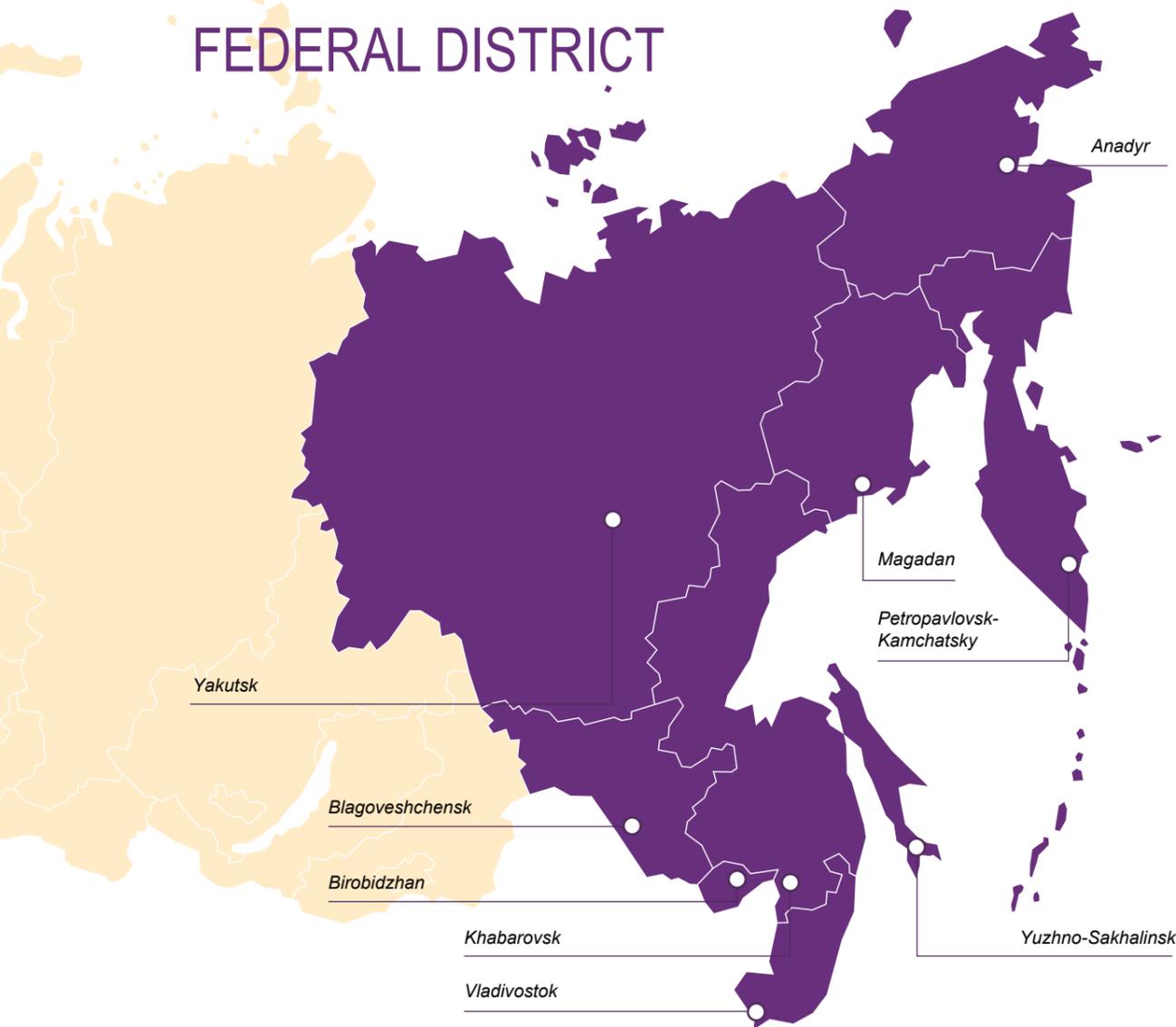
share of the Federal District in total box office receipts in the Russian Federation

District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Republic of Altai	215,200	1	1	2.0	58.1	11,547.3	199	0.02	0.25
Gorno-Altaysk	62,861	1	1	2.0	58.1	11,547.3	199		
Republic of Buryatia	982,300	7	31	59.9	1,039.6	239,656.8	231	0.50	5.27
Ulan-Ude	430,550	4	28	54.7	983.0	228,316.5	232		
Republic of Khakassia	536,800	5	12	22.2	502.8	98,035.9	195	0.20	2.16
Abakan	179,163	2	7	17.2	418.1	84,087.4	201		
Republic of Tyva	315,600	1	1	2.8	69.5	11,128.8	160	0.02	0.24
Kyzyl	115,871	1	1	2.8	69.5	11,128.8	160		
Altai Krai	2,376,700	14	55	85.4	2,020.0	426,694.3	211	0.88	9.39
Barnaul	635,585	8	38	54.5	1,541.0	340,321.2	221		
Krasnoyarsk Krai	2,866,500	25	69	136.0	3,351.1	681,718.7	203	1.41	15.00
Krasnoyarsk	1,066,934	9	47	97.9	2,481.6	498,889.4	201		
Zabaykalsky Krai	1,083,000	13	16	18.7	700.9	138,049.3	197	0.29	3.04
Chita	343,511	4	7	15.0	641.0	128,987.1	201		
Irkutsk Region	2,412,800	29	63	95.0	2,210.3	584,325.8	264	1.21	12.85
Irkutsk	623,424	10	32	53.7	1,611.9	448,405.7	278		
Kemerovo Region	2,717,600	35	77	133.4	2,237.0	481,110.6	215	1.00	10.58
Kemerovo	553,076	8	18	32.7	608.7	153,536.2	252		
Novosibirsk Region	2,762,200	20	88	178.2	3,831.2	998,733.9	261	2.07	21.97
Novosibirsk	1,584,138	14	79	163.7	3,637.7	958,463.9	263		
Omsk Region	1,978,500	20	69	147.1	3,442.8	510,825.1	148	1.06	11.24
Omsk	1,178,079	12	60	145.9	3,433.0	509,859.0	149		
Tomsk Region	1,076,800	12	31	55.3	1,309.9	364,073.8	278	0.75	8.01
Tomsk	569,293	5	23	47.7	1,209.6	339,839.3	281		
<b>Total for the Region</b>	<b>19,324,000</b>	<b>182</b>	<b>513</b>	<b>936.0</b>	<b>20,773.4</b>	<b>4,545,900.2</b>	<b>219</b>	<b>9.41</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

# MOVIE THEATERS AND SCREENS BY TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION, 2016

## FAR EASTERN FEDERAL DISTRICT



**270 rubles**

average ticket price, second place in the country in this criterion

**7<sup>th</sup> place**

in box office taking, cinema halls, screenings and viewers

**4.52%**

share of the Federal District in total box office receipts in the Russian Federation

District	Population, number of people	Number of movie theaters	Number of screens	Screenings, thousand	Viewers, thousand	Gross box office, thousand rubles	Average ticket price, rubles	Share of gross box office in the Russian Federation, %	Share of territorial entity in gross box office of the Federal District, %
Republic of Sakha (Yakutia)	959,700	25	31	31.7	1,334.8	338,484.5	254	0.70	15.49
Yakutsk	303,836	6	12	17.8	1,141.8	291,543.3	255		
Jewish Autonomous Region	166,100	2	4	7.3	98.6	26,295.6	267	0.05	1.20
Birobidzhan	74,559	2	4	7.3	98.6	26,295.6	267		
Chukotka Autonomous District	50,200	2	2	1.6	42.7	12,172.3	285	0.03	0.56
Anadyr	14,899	1	1	1.5	40.7	11,597.9	285		
Kamchatka Krai	316,100	3	11	25.7	645.0	215,567.8	334	0.45	9.87
Petropavlovsk-Kamchatsky	180,963	3	11	25.7	645.0	215,567.8	334		
Khabarovsk Krai	1,334,500	22	44	90.5	2,350.2	592,499.5	252	1.23	27.12
Khabarovsk	611,160	11	32	74.8	1,950.8	502,497.2	258		
Primorsky Krai	1,929,000	19	40	81.1	2,355.9	639,229.5	271	1.32	29.26
Vladivostok	606,653	8	25	51.9	1,646.6	465,906.9	283		
Amur Region	805,700	14	30	38.6	399.7	100,047.8	250	0.21	4.58
Blagoveshchensk	224,335	7	21	30.1	296.5	76,131.4	257		
Magadan Region	146,400	4	8	14.0	223.0	68,422.9	307	0.14	3.13
Magadan	92,081	3	7	14.0	222.8	68,377.7	307		
Sakhalin Region	487,300	11	16	22.3	647.9	191,796.4	296	0.40	8.78
Yuzhno-Sakhalinsk	193,669	2	3	5.7	260.1	67,349.3	259		
<b>Total for the Region</b>	<b>6,195,000</b>	<b>102</b>	<b>186</b>	<b>312.9</b>	<b>8,097.8</b>	<b>2,184,516.3</b>	<b>270</b>	<b>4.52</b>	<b>100.00</b>
<b>Russian Federation</b>	<b>146,544,700</b>	<b>1,407</b>	<b>4,564</b>	<b>8,576.0</b>	<b>191,564.0</b>	<b>48,306,040.1</b>	<b>252</b>	<b>100.00</b>	

Source: Cinema Fund

### PROVISION OF THE POPULATION WITH MOVIE THEATERS

Moscow traditionally leads in the number of movie theaters and cinema halls. As of December 31, 2016, there were 110 movie theaters and 652 cinema halls in the capital city. The city leads in box office receipts as well: in 2016, there were 9.8 billion rubles collected, which was 20.4% of the total box office receipts in the country and 53.1% of the total box office receipts in the Central Federal District.

As of December 31, 2016, there were 61 movie theaters and 358 cinema halls in Saint-Petersburg. Box office receipts amounted to 4.4 billion rubles, which was 9.2% of the total Russian box office receipts and 66.7% of the total box office receipts in the Northwestern Federal

District.

Yekaterinburg is the leader in screening coverage among cities with over 1 million residents, with over 7 cinema halls per 100 thousand residents. Saint-Petersburg took the second place and Moscow was the fourth. At the same time, there are less than four cinema halls in two cities with over 1 million residents, Volgograd and Perm.

Ryazan is at the top of the list of cities with the population from 500 thousand to 1 million residents, and not for the first time, notwithstanding that one movie theater was shut down there. This is the only city in this category with more than 7 cinema halls (screens). Tyumen has more than 6 cinema halls. Only three cities in this category have less than 4 cinema halls: Kemerovo, Naberezhnye Chelny and Makhachkala.

### Rating of cities by the number of screens, 2016

No.	Cities with over 1 million residents	Number of movie theaters	Number of screens	Population as of January 1, 2016, number of people	Movie theaters per 100 thousand people	Screens per 100 thousand people
1	Moscow	110	652	12,330,126	0.86	5.10
2	Saint-Petersburg	61	358	5,225,690	1.05	6.58
3	Yekaterinburg	19	107	1,444,439	1.32	7.41
4	Novosibirsk	14	79	1,584,138	0.88	4.99
5	Samara	9	66	1,170,910	0.77	5.64
6	Nizhny Novgorod	13	64	1,266,871	1.03	5.05
7	Kazan	11	60	1,216,965	0.90	4.93
8	Omsk	12	60	1,178,079	1.02	5.09
9	Ufa	10	55	1,110,976	0.90	4.95
10	Chelyabinsk	9	52	1,191,994	0.76	4.36
11	Rostov-on-Don	8	50	1,119,875	0.71	4.46
12	Krasnoyarsk	9	47	1,066,934	0.84	4.41
13	Voronezh	8	43	1,032,382	0.77	4.17
14	Volgograd	8	39	1,016,137	0.79	3.84
15	Perm	5	35	1,041,876	0.48	3.36
<b>Total</b>		<b>296</b>	<b>1,730</b>	<b>32,997,392</b>	<b>0.90</b>	<b>5.24</b>

Source: Cinema Fund

Note:  
The data as of December 31, 2016.

### Number of movie theaters in various cities

Cities by population	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
Over 1 million people	32,997,392	296	1,730	0.90	5.24
500-1000 thousand people	12,930,987	140	604	1.08	4.67
250-500 thousand people	15,100,216	179	690	1.19	4.57
100-250 thousand people	13,751,713	170	502	1.24	3.65

Source: Cinema Fund

### Rating of movie theaters' availability in cities with over 1 million residents

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
1	Yekaterinburg	Sverdlovsk Region	1,444,439	19	107	1.32	7.41
2	Saint-Petersburg	Saint-Petersburg	5,225,690	61	358	1.05	6.58
3	Samara	Samara Region	1,170,910	9	66	0.77	5.64
4	Moscow	Moscow	12,330,126	110	652	0.86	5.10
5	Omsk	Omsk Region	1,178,079	12	60	1.02	5.09
6	Nizhny Novgorod	Nizhny Novgorod Region	1,266,871	13	64	1.03	5.05
7	Novosibirsk	Novosibirsk Region	1,584,138	14	79	0.88	4.99
8	Ufa	Republic of Bashkortostan	1,110,976	10	55	0.90	4.95
9	Kazan	Republic of Tatarstan	1,216,965	11	60	0.90	4.93
10	Rostov-on-Don	Rostov Region	1,119,875	8	50	0.71	4.46
11	Krasnoyarsk	Krasnoyarsk Krai	1,066,934	9	47	0.84	4.41
12	Chelyabinsk	Chelyabinsk Region	1,191,994	9	52	0.76	4.36
13	Voronezh	Voronezh Region	1,032,382	8	43	0.77	4.17
14	Volgograd	Volgograd Region	1,016,137	8	39	0.79	3.84
15	Perm	Perm Krai	1,041,876	5	35	0.48	3.36
<b>Total</b>			<b>32,997,392</b>	<b>296</b>	<b>1,730</b>	<b>0.90</b>	<b>5.24</b>

Source: Cinema Fund

Note:  
The data as of December 31, 2016.

Sochi is at the top of the list of cities with the population from 250 to 500 thousand residents. As of December 31, 2016, there were 12 movie theaters and 32 cinema halls (screens) there. Five cities in this category are also provided with 7 and more screens per 100 thousand residents: Sochi, Murmansk, Surgut, Petrozavodsk and Bryansk. Five more cities have more than six screens per 100 thousand residents on the average: Taganrog, Magnitogorsk, Orel, Ulan-Ude and Kaliningrad. In 2016, the new 9-screen movie theater was opened in Kursk. 6-screen movie theaters appeared in Cheboksary, Magnitogorsk, and Vladikavkaz, while 4-screen movie

theaters were opened in Yakutsk and Orel. 18 cities have less than 4 cinema halls. The lowest figures in this category are in Kurgan, Vladimir, Komsomolsk-on-Amur, Podolsk and Nizhny Tagil, all of which have less than 2 cinema halls.

The availability of screens in cities with the population from 100 to 250 thousand residents has been significantly affected by the opening of new chain multi-screen theaters in Veliky Novgorod (8 screens), Pskov (7 screens), Tula (8 screens), Kovrov (4 screens).

### Rating of movie theaters' availability in cities with 500 thousand – 1 million residents

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
1	Ryazan	Ryazan Region	534,762	6	40	1.12	7.48
2	Tyumen	Tyumen Region	720,575	6	45	0.83	6.25
3	Barnaul	Altai Krai	635,585	8	38	1.26	5.98
4	Novokuznetsk	Kemerovo Region	551,253	7	31	1.27	5.62
5	Astrakhan	Astrakhan Region	531,719	5	29	0.94	5.45
6	Khabarovsk	Khabarovsk Krai	611,160	11	32	1.80	5.24
7	Orenburg	Orenburg Region	562,569	5	29	0.89	5.15
8	Penza	Penza Region	524,632	5	27	0.95	5.15
9	Izhevsk	Udmurt Republic	643,496	7	33	1.09	5.13
10	Yaroslavl	Yaroslavl Region	606,703	8	30	1.32	4.94
11	Krasnodar	Krasnodar Krai	853,848	7	41	0.82	4.80
12	Saratov	Saratov Region	843,460	8	37	0.95	4.39
13	Togliatti	Samara Region	712,619	6	31	0.84	4.35
14	Vladivostok	Primorsky Krai	606,653	8	25	1.32	4.12
15	Lipetsk	Lipetsk Region	510,020	5	21	0.98	4.12
16	Tomsk	Tomsk Region	569,293	5	23	0.88	4.04
17	Ulyanovsk	Ulyanovsk Region	621,514	9	25	1.45	4.02
18	Irkutsk	Irkutsk Region	623,424	9	25	1.44	4.01
19	Kemerovo	Kemerovo Region	553,076	8	18	1.45	3.25
20	Naberezhnye Chelny	Republic of Tatarstan	526,750	3	16	0.57	3.04
21	Makhachkala	Republic of Dagestan	587,876	4	8	0.68	1.36
<b>Total</b>			<b>12,930,987</b>	<b>140</b>	<b>604</b>	<b>1.08</b>	<b>4.67</b>

Source: Cinema Fund

### Rating of movie theaters' availability in cities with 250 thousand – 500 thousand residents

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
1	Sochi	Krasnodar Krai	401,291	12	32	2.99	7.97
2	Murmansk	Murmansk Region	301,572	6	24	1.99	7.96
3	Surgut	Khanty-Mansi Autonomous District – Yugra	348,643	6	27	1.72	7.74
4	Petrozavodsk	Republic of Karelia	277,111	5	20	1.80	7.22
5	Bryansk	Bryansk Region	405,921	6	29	1.48	7.14
6	Taganrog	Rostov Region	251,050	5	17	1.99	6.77
7	Magnitogorsk	Chelyabinsk Region	417,563	5	28	1.20	6.71
8	Orel	Orel Region	319,651	5	21	1.56	6.57
9	Ulan-Ude	Republic of Buryatia	430,550	4	28	0.93	6.50
10	Kaliningrad	Kaliningrad Region	459,560	6	29	1.31	6.31
11	Cheboksary	Chuvash Republic	480,741	5	28	1.04	5.82
12	Vologda	Vologda Region	312,686	5	18	1.60	5.76
13	Yoshkar-Ola	Republic of Mari El	265,044	3	15	1.13	5.66
14	Nizhnevartovsk	Khanty-Mansi Autonomous District – Yugra	270,846	5	15	1.85	5.54
15	Sterlitamak	Republic of Bashkortostan	279,692	3	15	1.07	5.36
16	Saransk	Republic of Mordovia	307,698	4	16	1.30	5.20
17	Arkhangelsk	Arkhangelsk Region	351,226	3	18	0.85	5.12
18	Cherepovets	Vologda Region	318,536	6	16	1.88	5.02
19	Smolensk	Smolensk Region	328,906	4	16	1.22	4.86
20	Kursk	Kursk Region	443,212	5	20	1.13	4.51
21	Novorossiysk	Krasnodar Krai	266,977	3	12	1.12	4.49
22	Stavropol	Stavropol Krai	429,571	4	19	0.93	4.42
23	Belgorod	Belgorod Region	387,090	5	17	1.29	4.39
24	Kostroma	Kostroma Region	276,691	3	12	1.08	4.34
25	Tver	Tver Region	416,442	4	17	0.96	4.08
26	Yakutsk	Republic of Sakha (Yakutia)	303,836	6	12	1.97	3.95
27	Tula	Tula Region	485,930	5	19	1.03	3.91
28	Simferopol	Republic of Crimea	336,460	4	13	1.19	3.86
29	Ivanovo	Ivanovo Region	408,025	4	15	0.98	3.68
30	Vladikavkaz	Republic of North Ossetia-Alania	307,478	3	11	0.98	3.58
31	Tambov	Tambov Region	288,414	2	10	0.69	3.47

**Rating of movie theaters' availability in cities with 250 thousand – 500 thousand residents (continued)**

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
32	Kirov	Kirov Region	496,986	5	17	1.01	3.42
33	Volzhsky	Volgograd Region	325,895	2	11	0.61	3.38
34	Grozny	Chechen Republic	287,410	2	9	0.70	3.13
35	Sevastopol	Federal city of Sevastopol	416,263	4	13	0.96	3.12
36	Kaluga	Kaluga Region	341,986	4	10	1.17	2.92
37	Balashikha	Moscow Region	428,400	2	10	0.47	2.33
38	Chita	Zabaykalsky Krai	343,511	4	7	1.16	2.04
39	Kurgan	Kurgan Region	325,189	2	6	0.62	1.85
40	Vladimir	Vladimir Region	354,827	2	6	0.56	1.69
41	Komsomolsk-on-Amur	Khabarovsk Krai	251,283	3	4	1.19	1.59
42	Podolsk	Moscow Region	293,765	1	4	0.34	1.36
43	Nizhny Tagil	Sverdlovsk Region	356,288	2	4	0.56	1.12
<b>Total</b>			<b>15,001,216</b>	<b>179</b>	<b>690</b>	<b>1.19</b>	<b>4.57</b>

Source: Cinema Fund

**Rating of movie theaters' availability in cities with 100 thousand – 250 thousand residents**

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
1	Mytishchi	Moscow Region	201,130	4	24	1.99	11.93
2	Syktvykar	Republic of Komi	243,536	5	25	2.05	10.27
3	Lyubertsy	Moscow Region	190,480	3	18	1.57	9.45
4	Blagoveshchensk	Amur Region	224,335	7	21	3.12	9.36
5	Sergiyev Posad	Moscow Region	104,994	2	9	1.90	8.57
6	Pyatigorsk	Stavropol Krai	145,448	4	12	2.75	8.25
7	Novy Urengoy	Yamalo-Nenets Autonomous District	111,163	4	9	3.60	8.10
8	Serpukhov	Moscow Region	126,586	3	10	2.37	7.90
9	Odintsovo	Moscow Region	141,317	2	11	1.42	7.78
10	Elektrostal	Moscow Region	158,479	3	11	1.89	6.94
11	Shcholkovo	Moscow Region	123,520	2	8	1.62	6.48
12	Zhukovsky	Moscow Region	108,427	2	7	1.84	6.46
13	Obninsk	Kaluga Region	111,360	2	7	1.80	6.29

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
14	Kolomna	Moscow Region	143,578	3	9	2.09	6.27
15	Petropavlovsk-Kamchatsky	Kamchatka Krai	180,963	3	11	1.66	6.08
16	Nalchik	Kabardino-Balkar Republic	239,040	5	13	2.09	5.44
17	Angarsk	Irkutsk Region	226,776	4	12	1.76	5.29
18	Oktyabrsky	Republic of Bashkortostan	113,626	2	6	1.76	5.28
19	Khimki	Moscow Region	239,967	1	12	0.42	5.00
20	Veliky Novgorod	Novgorod Region	221,868	3	11	1.35	4.96
21	Stary Oskol	Belgorod Region	222,125	3	11	1.35	4.95
22	Novomoskovsk	Tula Region	126,479	3	6	2.37	4.74
23	Armavir	Krasnodar Krai	191,007	3	9	1.57	4.71
24	Biysk	Altai Krai	203,826	2	9	0.98	4.42
25	Nazran	Republic of Ingushetia	113,288	2	5	1.77	4.41
26	Domodedovo	Moscow Region	116,950	1	5	0.86	4.28
27	Orehovo-Zuyevo	Moscow Region	120,165	1	5	0.83	4.16
28	Krasnogorsk	Moscow Region	144,614	1	6	0.69	4.15
29	Dolgoprudny	Moscow Region	100,567	1	4	0.99	3.98
30	Abakan	Republic of Khakassia	179,163	2	7	1.12	3.91
31	Elista	Republic of Kalmykia	104,005	4	4	3.85	3.85
32	Pskov	Pskov Region	208,145	2	8	0.96	3.84
33	Noyabrsk	Yamalo-Nenets Autonomous District	106,631	2	4	1.88	3.75
34	Balakovo	Saratov Region	192,359	2	7	1.04	3.64
35	Dimitrovgrad	Ulyanovsk Region	116,678	2	4	1.71	3.43
36	Nizhnekamsk	Republic of Tatarstan	236,197	2	8	0.85	3.39
37	Cherkessk	Karachay-Cherkess Republic	123,128	1	4	0.81	3.25
38	Severodvinsk	Arkhangelsk Region	185,075	4	6	2.16	3.24
39	Neftekamsk	Republic of Bashkortostan	125,915	1	4	0.79	3.18
40	Orsk	Orenburg Region	231,104	2	7	0.87	3.03
41	Orsk	Rostov Region	236,749	2	7	0.84	2.96
42	Noginsk	Moscow Region	101,847	1	3	0.98	2.95
43	Kamensk-Uralsky	Sverdlovsk Region	170,221	2	5	1.17	2.94
44	Kovrov	Vladimir Region	139,280	1	4	0.72	2.87
45	Arzamas	Nizhny Novgorod Region	104,785	1	3	0.95	2.86
46	Norilsk	Krasnoyarsk Krai	177,428	4	5	2.25	2.82

**Rating of movie theaters' availability in cities with 100 thousand – 250 thousand residents (continued)**

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
47	Maykop	Republic of Adygea	144,055	1	4	0.69	2.78
48	Rubtsovsk	Altai Krai	146,386	2	4	1.37	2.73
49	Korolev	Moscow Region	221,129	2	6	0.90	2.71
50	Miass	Chelyabinsk Region	151,387	2	4	1.32	2.64
51	Nevinnomyssk	Stavropol Krai	117,891	1	3	0.85	2.54
52	Bataysk	Rostov Region	122,247	1	3	0.82	2.45
53	Pervouralsk	Sverdlovsk Region	124,981	2	3	1.60	2.40
54	Novocheboksarsk	Chuvash Republic	125,489	1	3	0.80	2.39
55	Volgodonsk	Rostov Region	170,558	2	4	1.17	2.35
56	Kopeysk	Chelyabinsk Region	146,146	1	3	0.68	2.05
57	Berezniki	Perm Krai	146,626	2	3	1.36	2.05
58	Kerch	Republic of Crimea	148,932	1	3	0.67	2.01
59	Almetyevsk	Republic of Tatarstan	152,580	1	3	0.66	1.97
60	Nakhodka	Primorsky Krai	153,581	3	3	1.95	1.95
61	Salavat	Republic of Bashkortostan	153,973	1	3	0.65	1.95
62	Berds	Novosibirsk Region	102,808	1	2	0.97	1.95
63	Novokuybyshevsk	Samara Region	103,908	1	2	0.96	1.92
64	Achinsk	Krasnoyarsk Krai	105,364	1	2	0.95	1.90
65	Yelets	Lipetsk Region	105,384	2	2	1.90	1.90
66	Yessentuki	Stavropol Krai	105,881	1	2	0.94	1.89
67	Yevpatoria	Republic of Crimea	106,202	1	2	0.94	1.88
68	Seversk	Tomsk Region	108,134	1	2	0.92	1.85
69	Novoshakhtinsk	Rostov Region	109,020	1	2	0.92	1.83
70	Ramenskoye	Moscow Region	109,709	1	2	0.91	1.82
71	Kaspiysk	Republic of Dagestan	110,080	1	2	0.91	1.82
72	Syzran	Samara Region	174,559	1	3	0.57	1.72
73	Bratsk	Irkutsk Region	234,147	2	4	0.85	1.71
74	Nefteyugansk	Khanty-Mansi Autonomous District – Yugra	125,368	1	2	0.80	1.60
75	Rybinsk	Yaroslavl Region	191,840	2	3	1.04	1.56
76	Yuzhno-Sakhalinsk	Sakhalin Region	193,669	2	3	1.03	1.55
77	Prokopyevsk	Kemerovo Region	198,438	1	3	0.50	1.51
78	Engels	Saratov Region	224,213	1	3	0.45	1.34
79	Ussuriysk	Primorsky Krai	168,598	1	2	0.59	1.19
80	Zlatoust	Chelyabinsk Region	169,057	1	2	0.59	1.18
81	Artem	Primorsky Krai	105,338	1	1	0.95	0.95

No.	City	Territorial entity of the Russian Federation	Population, number of people	Number of movie theaters	Number of screens	Movie theaters per 100 thousand people	Screens per 100 thousand people
82	Murom	Vladimir Region	110,070	1	1	0.91	0.91
83	Kamyshin	Volgograd Region	112,501	1	1	0.89	0.89
84	Kyzyl	Republic of Tyva	115,871	1	1	0.86	0.86
85	Dzerzhinsk	Nizhny Novgorod Region	233,126	1	2	0.43	0.86
86	Derbent	Republic of Dagestan	122,354	1	1	0.82	0.82
87	Kislovodsk	Stavropol Krai	129,993	1	1	0.77	0.77
88	Novocherkassk	Rostov Region	170,233	1	1	0.59	0.59
89	Khasavyurt	Republic of Dagestan	138,420	-	-	0.00	0.00
90	Pushkino	Moscow Region	107,143	-	-	0.00	0.00
<b>Total</b>			<b>12,930,987</b>	<b>140</b>	<b>604</b>	<b>1.08</b>	<b>4.67</b>

Source: Cinema Fund

**LOCATION OF MOVIE THEATERS**

Shopping and entertainment centers (SEC) remain the leading market segment, constantly strengthening their presence. According to the Cinema Fund, last year, there were 589 movie theaters with 3,168 screens in all SECs, with 5.4 screens per one movie theater in SEC on the average.

The share of movie theaters in SECs amounted to 41.9%, and the share of screens amounted to 69.4%. They collected 75.7% of the total box office receipts and attracted 73.3% of viewers.

The second place in the number of movie theaters goes to detached buildings, but their share is significantly less. Thus, there were 419 such movie theaters in 2016, which is 29.8% of their total number. There were 865 screens in them – 19% of all screens in the country. At the same time, they only got 17.9% of the total box office receipts and 19.7% of all viewers. On the average, every detached movie theater has two screens.

There were 337 cultural institutions, which screened digital films in 2016 – 24% of all movie theaters. It should be noted that they have the lowest average

**Types of movie theater locations, 2016**

Type of location	Number of movie theaters	Share of the total number of movie theaters, %	Number of screens	Share of the total number of screens, %	Average number of viewers per screening	Average box office receipts per screening, rubles	Average ticket price, rubles
Shopping and entertainment centers	589	41.9	3,168	69.4	22	5,842	260.6
Detached buildings	419	29.8	865	19.0	23	5,286	229.3
Cultural institutions	337	24.0	421	9.2	19	3,874	205.7
Other locations	62	4.4	110	2.4	23	6,306	277.6
<b>Total</b>	<b>1,407</b>	<b>100.0</b>	<b>4,564</b>	<b>100.0</b>	<b>22</b>	<b>5,633</b>	<b>252.2</b>

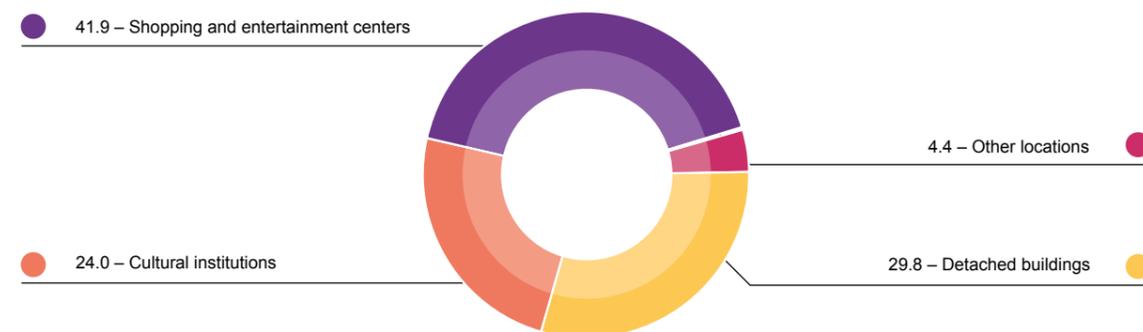
Source: Cinema Fund

Note: Movie theaters and cinema halls, which screened films in 2016, were counted.

ticket price – 205.7 rubles only. Together they managed to collect 3.9% of the total box office receipts and attract 4.8% of all viewers. On the average, every theater in cultural institutions has 1.2 screens.

In summer, the number of viewers in movie theaters in SECs drops, and at the same time grows in detached movie theaters and movie theaters in cultural institutions, which is due to vacations and summer holidays.

### Types of movie theater locations, 2016, %



Source: Cinema Fund

Note: Movie theaters and cinema halls, which screened films in 2016, were counted.

### Types of movie theater locations with receipts' distribution, 2016

Month	Gross box office for the month	Shopping and entertainment centers		Detached buildings		Cultural institutions		Other locations	
		rubles	%	rubles	%	rubles	%	rubles	%
January	5,737,717,245	4,403,195,243	76.7	1,003,725,526	17.5	203,547,680	3.5	127,248,796	2.2
February	3,994,805,898	3,042,557,814	76.2	719,472,886	18.0	139,143,676	3.5	93,631,522	2.3
March	4,536,811,284	3,428,659,986	75.6	820,819,018	18.1	177,652,428	3.9	109,679,851	2.4
April	3,208,142,608	2,420,268,161	75.4	579,799,204	18.1	125,075,014	3.9	83,000,229	2.6
May	4,390,049,170	3,235,157,201	73.7	854,756,180	19.5	187,569,149	4.3	112,566,641	2.6
June	3,900,547,084	2,881,582,942	73.9	751,647,258	19.3	170,957,670	4.4	96,359,215	2.5
July	3,517,283,002	2,598,452,595	73.9	666,150,493	18.9	156,137,762	4.4	96,542,152	2.7
August	4,481,184,486	3,283,891,046	73.3	871,657,910	19.5	210,939,438	4.7	114,696,092	2.6
September	2,760,864,945	2,138,460,318	77.5	462,676,419	16.8	94,268,240	3.4	65,459,968	2.4
October	3,637,680,033	2,823,067,320	77.6	599,741,853	16.5	131,267,757	3.6	83,603,102	2.3
November	4,375,890,344	3,383,570,252	77.3	736,884,579	16.8	163,116,119	3.7	92,319,394	2.1
December	3,765,064,028	2,945,602,697	78.2	595,884,251	15.8	142,671,452	3.8	80,905,628	2.1
<b>Total</b>	<b>48,306,040,127</b>	<b>36,584,465,574</b>	<b>75.7</b>	<b>8,663,215,577</b>	<b>17.9</b>	<b>1,902,346,385</b>	<b>3.9</b>	<b>1,156,012,591</b>	<b>2.4</b>

Source: Cinema Fund

Note: Movie theaters and cinema halls, which screened films in 2016, were counted.

### Types of movie theater locations with viewers' distribution, 2016

Month	Gross box office for the month	Shopping and entertainment centers		Detached buildings		Cultural institutions		Other locations	
		viewers	%	viewers	%	viewers	%	viewers	%
January	21,484,157	15,833,930	73.7	4,223,432	19.7	967,335	4.5	459,460	2.1
February	15,402,110	11,313,291	73.5	3,089,631	20.1	665,470	4.3	333,718	2.2
March	18,045,027	13,129,619	72.8	3,635,232	20.1	871,010	4.8	409,166	2.3
April	12,250,740	8,925,932	72.9	2,447,913	20.0	587,819	4.8	289,077	2.4
May	16,829,856	11,984,318	71.2	3,589,292	21.3	856,318	5.1	399,928	2.4
June	16,356,029	11,623,948	71.1	3,478,172	21.3	881,956	5.4	371,953	2.3
July	14,687,199	10,538,412	71.8	3,023,387	20.6	769,307	5.2	356,093	2.4
August	18,698,986	13,369,976	71.5	3,886,407	20.8	1,016,782	5.4	425,820	2.3
September	11,323,530	8,583,728	75.8	2,038,994	18.0	473,877	4.2	226,931	2.0
October	14,327,263	10,806,362	75.4	2,586,731	18.1	647,425	4.5	286,746	2.0
November	17,283,511	12,972,982	75.1	3,184,121	18.4	802,458	4.6	323,951	1.9
December	14,875,555	11,282,898	75.8	2,604,078	17.5	706,884	4.8	281,695	1.9
<b>Total</b>	<b>191,563,963</b>	<b>140,365,395</b>	<b>73.3</b>	<b>37,787,390</b>	<b>19.7</b>	<b>9,246,640</b>	<b>4.8</b>	<b>4,164,538</b>	<b>2.2</b>

Source: Cinema Fund

Note: Movie theaters and cinema halls, which screened films in 2016, were counted.

### NUMBER OF SCREENS IN MOVIE THEATERS

In 2016, most movie theaters in Russia were one-screen, there were 550 of them, with over a hundred new ones opened last year. The one-screen movie theaters' (39% of all movie theaters) share is 6.8% of all viewers and 5.6% of gross box office receipts. Multiplexes are less widespread. Thus, there are 65 movie theaters in Russia with 9-11 screens and 15 movie theaters with 12-24 screens. New multiplexes open much rarer than one-screen movie theaters.

Movie theaters with 5-8 cinema halls are the most popular with filmgoers. Thus, 47.9 million people, i.e. 25% of the total audience, go to movie theaters with 7-8 cinema halls, and 39.4 million people (20.6%) go

to movie theaters with 5-6 cinema halls.

One- and two-screen movie theaters have the lowest average ticket price, but their number of viewers is far from being the highest, which is largely due to the limited program. The more screens, the larger the film choice, which in turn attracts viewers and allows flexible pricing policy.

Movie theaters with 5-8 cinema halls are the most popular with filmgoers

### Market shares by number of screens in movie theaters, 2016

Number of screens	Number of movie theaters	Number of viewers	Share of viewers, %	Gross box office, rubles	Share of gross box office, %	Number of screenings	Viewers per screening	Box office per screening, rubles	Average ticket price, rubles
1	550	13,048,405	6.8	2,691,436,012	5.6	642,980	20.3	4,186	206.3
2	255	17,077,285	8.9	3,722,871,904	7.7	875,514	19.5	4,252	218.0
3-4	236	34,116,019	17.8	8,262,509,589	17.1	1,628,426	21.0	5,074	242.2
5-6	152	39,488,535	20.6	9,259,081,891	19.2	1,750,371	22.6	5,290	234.5
7-8	134	47,983,657	25.0	11,847,677,190	24.5	1,982,973	24.2	5,975	246.9
9-11	65	30,329,065	15.8	8,958,956,495	18.5	1,268,553	23.9	7,062	295.4
12-24	15	9,520,997	5.0	3,563,507,047	7.4	427,227	22.3	8,341	374.3
<b>Total</b>	<b>1,407</b>	<b>191,563,963</b>	<b>100.0</b>	<b>48,306,040,127</b>	<b>100.0</b>	<b>8,576,044</b>	<b>22.3</b>	<b>5,633</b>	<b>252.2</b>

Source: Cinema Fund

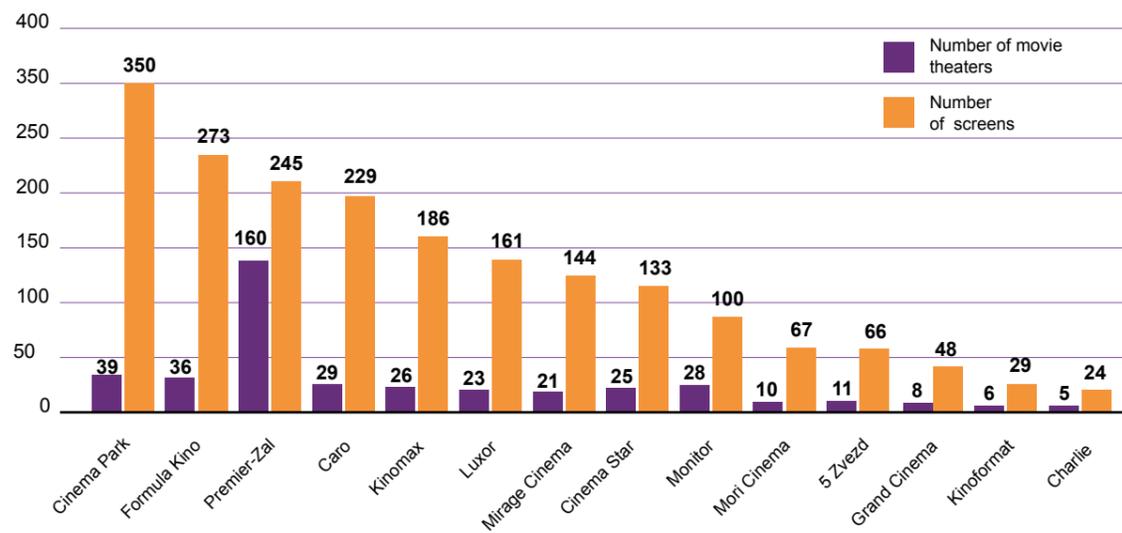
Note: Digital movie theaters and cinema halls, which screened films in 2016, were counted.

### MAJOR MOVIE THEATER CHAINS

According to the Cinema Fund, in 2016, 14 major theater chains included 427 movie theaters and 2,055 halls, which is 30% of all movie theaters and 45% of all halls. The share of these chains amounts to 55% of the total box office receipts and 50% of all viewers of the year.

Cinema Park and Formula Kino merger, widely covered in media in 2015, was only completed in 2017. Subsequently, there was no absolute market leader in 2016. Cinema Park (350 screens), Formula Kino (273), Premier-Zal (245) and Caro (229) were the leaders in the number of cinema halls.

Number of movie theaters and screens of major movie theater chains, 2016



Source: Cinema Fund

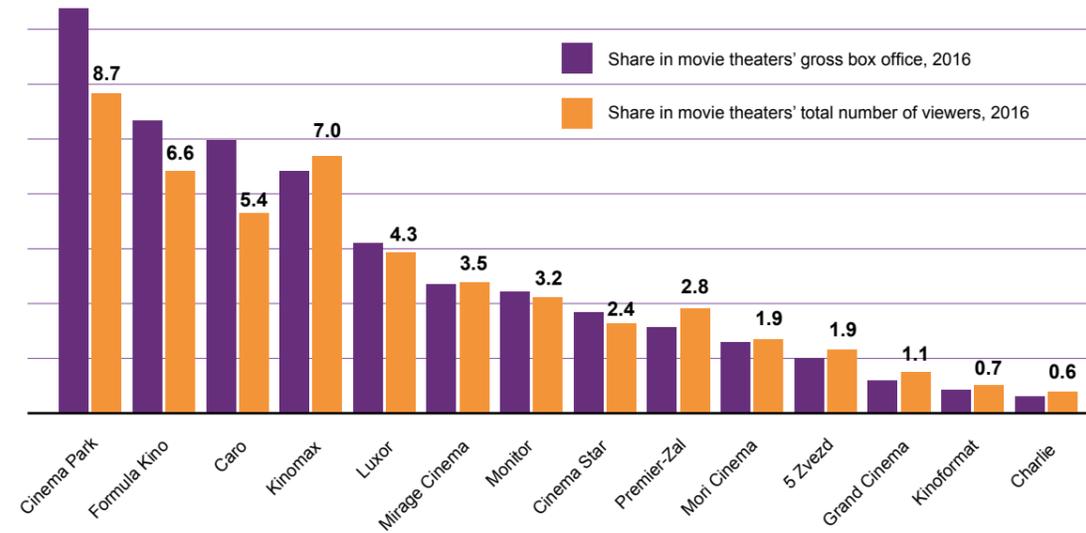
### Major Russian movie theater chains, 2016

Movie theater chain	Number of movie theaters	Number of screens	Number of covered regions	Number of covered residential areas	Market share by number of screens, %
Cinema Park	39	350	24	26	7.7
Formula Kino	36	273	9	10	6.0
Premier-Zal	160	245	53	144	5.4
Caro	29	229	8	10	5.0
Kinomax	26	186	18	19	4.1
Luxor	23	161	10	16	3.5
Mirage Cinema	21	144	9	10	3.2
Cinema Star	25	133	14	15	2.9
Monitor	28	100	6	21	2.2
Mori Cinema	10	67	8	10	1.5
5 Zvezd	11	66	8	8	1.4
Grand Cinema	8	48	5	5	1.1
Kinoformat	6	29	4	5	0.6
Charlie	5	24	3	4	0.5
<b>Total, movie theater chains</b>	<b>427</b>	<b>2,055</b>	<b>67</b>	<b>241</b>	<b>45.0</b>
<b>Total, Russian Federation</b>	<b>1,407</b>	<b>4,564</b>			<b>100.0</b>

Source: Cinema Fund

Note: All digital movie theaters and cinema halls, which were parts of these chains in 2016, were counted, including those, which withdrew from their chains or closed by the end of the year.

Ratio of box office receipts' and number of viewers' shares of major movie theater chains, 2016, %



Source: Cinema Fund

### Movie theater chains rating by their share of viewers, 2016

Movie theater chain	Share of all viewers in movie theaters, %	Average ticket price, rubles
Cinema Park	8.7	319.3
Kinomax	7.0	236.3
Formula Kino	6.6	304.3
Caro	5.4	340.4
Luxor	4.3	272.9
Mirage Cinema	3.5	251.9
Monitor	3.2	265.0
Premier-Zal	2.8	207.0
Cinema Star	2.4	280.8
Mori Cinema	1.9	247.9
5 Zvezd	1.9	243.5
Grand Cinema	1.1	212.9
Kinoformat	0.7	232.9
Charlie	0.6	212.6
<b>Total for top 14</b>	<b>50</b>	<b>277.4</b>

Source: Cinema Fund

### Movie theater chains rating by screening results, 2016

Movie theater chain	Viewers per screening, number of people	Box office per screening, rubles
Kinomax	33	7,866.3
Monitor	29	7,664.5
5 Zvezd	27	6,485.2
Luxor	25	6,749.2
Mori Cinema	25	6,217.5
Cinema Park	24	7,573.9
Formula Kino	23	6,970.8
Caro	22	7,443.1
Mirage Cinema	22	5,636.7
Kinoformat	21	4,968.4
Cinema Star	19	5,270.8
Charlie	19	4,001.6
Grand Cinema	18	3,836.8
Premier-Zal	17	3,424.4
<b>Average movie theater chains results</b>	<b>24</b>	<b>6,545.4</b>

Source: Cinema Fund

### Top 100 movie theaters in numbers of viewers, 2016

No.	Movie theater	Constituent entity of the Russian Federation	Residential area	Number of cinema halls	Share of total viewers in the Russian Federation, %	Share of top 100 viewers, %	Results, viewers per screening, people	Results, box office receipts per screening, rubles
1	Film Center Solovey in Krasnaya Presnya	Moscow	Moscow	24	0.7	2.3	28	7,581.6
2	Bolshoi	Rostov Region	Rostov-on-Don	11	0.6	1.8	43	9,878.0
3	Monitor SBS	Krasnodar Krai	Krasnodar	11	0.5	1.7	42	13,484.5
4	Kinomax-Krasnodar	Krasnodar Krai	Krasnodar	8	0.5	1.6	54	14,548.2
5	Caro Sky 17 Aviapark	Moscow	Moscow	17	0.5	1.6	25	10,290.0
6	Kinostar Deluxe Belaya Dacha	Moscow Region	Kotelniki	15	0.5	1.5	27	13,700.7
7	Kinomax-Prazhskaia	Moscow	Moscow	13	0.4	1.4	31	11,019.5
8	Monitor Krasnaya Ploshchad	Krasnodar Krai	Krasnodar	7	0.4	1.4	46	11,810.3
9	Caro Vegas 22	Moscow	Moscow	22	0.4	1.4	18	8,124.9
10	Kinostar Miami Metropolis	Moscow	Moscow	13	0.4	1.4	28	10,445.0
11	Luxor Center	Moscow	Moscow	14	0.4	1.3	26	8,291.7
12	Baltika	Moscow	Moscow	8	0.4	1.3	39	10,329.0
13	Pik	St. Petersburg	St. Petersburg	8	0.4	1.2	34	7,257.9
14	Musson	Sevastopol	Sevastopol	7	0.4	1.2	53	10,782.7
15	Cinema Park Goodwin	Tyumen Region	Tyumen	10	0.4	1.2	31	9,595.4
16	Kinomax-Tandem	Republic of Tatarstan	Kazan	9	0.4	1.2	36	8,349.6
17	Titanic Cinema	Sverdlovsk Region	Yekaterinburg	12	0.4	1.2	21	4,683.2
18	Kinomax-Ufa	Republic of Bashkortostan	Ufa	9	0.4	1.2	36	7,685.2
19	Kinomax-Planeta	Krasnoyarsk Krai	Krasnoyarsk	8	0.4	1.2	39	7,724.4
20	Kinomax-Tyumen	Tyumen Region	Tyumen	8	0.4	1.1	39	9,888.8
21	Kinomax-Astrakhan	Astrakhan Region	Astrakhan	8	0.4	1.1	39	8,538.3
22	Formula Kino Galeria	St. Petersburg	St. Petersburg	10	0.4	1.1	31	11,708.4
23	Kino Max	Stavropol Krai	Stavropol	7	0.4	1.1	44	8,744.2
24	Kinomax-Don	Rostov Region	Rostov-on-Don	8	0.3	1.1	38	8,647.3
25	Cinema Park Coliseum	Perm Krai	Perm	9	0.3	1.1	34	8,267.5
26	Formula Kino Europe	Moscow	Moscow	9	0.3	1.1	34	13,741.6
27	Cinema Center	Republic of Sakha (Yakutia)	Yakutsk	3	0.3	1.1	78	20,077.8
28	Khudozhestvenny	St. Petersburg	St. Petersburg	7	0.3	1.1	33	8,101.4
29	Cinema Park Grand Canyon	St. Petersburg	St. Petersburg	10	0.3	1.1	28	10,054.2

Top 100 movie theaters in numbers of viewers, 2016 (continued)

No.	Movie theater	Constituent entity of the Russian Federation	Residential area	Number of cinema halls	Share of total viewers in the Russian Federation, %	Share of top 100 viewers, %	Results, viewers per screening, people	Results, box office receipts per screening, rubles
30	Formula Kino Zhemchuzhina	St. Petersburg	St. Petersburg	11	0.3	1.1	26	8,206.8
31	Cinema Park Center of Chizhov Gallery	Voronezh Region	Voronezh	10	0.3	1.1	29	7,881.2
32	Europolis	St. Petersburg	St. Petersburg	9	0.3	1.1	31	8,946.8
33	Kinosfera	Moscow	Moscow	5	0.3	1.1	50	15,960.5
34	Formula Kino Oz	Krasnodar Krai	Krasnodar	10	0.3	1.1	30	8,185.4
35	Atrium-Kino	Omsk Region	Omsk	9	0.3	1.1	30	4,431.7
36	Velikan	St. Petersburg	St. Petersburg	6	0.3	1.0	41	8,713.1
37	Kinostar Deluxe Khimki	Moscow Region	Khimki	12	0.3	1.0	23	10,677.9
38	Cinema Park Semya	Perm Krai	Perm	8	0.3	1.0	34	8,207.6
39	Kinomax-Yuzhny	Republic of Tatarstan	Kazan	7	0.3	1.0	40	8,936.3
40	Kino City Tula	Tula Region	Tula	6	0.3	1.0	40	9,263.0
41	Almaz	Chelyabinsk Region	Chelyabinsk	7	0.3	1.0	35	8,149.4
42	Cinema Park Triumph Mall	Saratov Region	Saratov	9	0.3	1.0	29	7,687.3
43	Cinema Park Sun City	Novosibirsk Region	Novosibirsk	9	0.3	1.0	29	8,622.6
44	Kinomax-Aura	Yaroslavl Region	Yaroslavl	7	0.3	1.0	38	8,893.7
45	Cinema Park Europe	Kaliningrad Region	Kaliningrad	9	0.3	1.0	29	8,739.3
46	Caro 8 Atrium	Moscow	Moscow	9	0.3	1.0	28	14,782.9
47	Cinema Park Sedmoye Nebo	Nizhny Novgorod Region	Nizhny Novgorod	10	0.3	1.0	27	9,073.7
48	Kronverk Cinema City Mall	St. Petersburg	St. Petersburg	10	0.3	1.0	26	6,677.7
49	Mori Cinema Mytishchi	Moscow Region	Mytishchi	9	0.3	1.0	27	8,605.5
50	Cinema Park Royal Park	Novosibirsk Region	Novosibirsk	10	0.3	1.0	26	8,136.7
51	Kino City Novosibirsk	Novosibirsk Region	Novosibirsk	8	0.3	1.0	29	6,425.2
52	Mirage Cinema Ozerki	St. Petersburg	St. Petersburg	7	0.3	0.9	33	7,894.2
53	Caro 10 Reutov	Moscow Region	Reutov	10	0.3	0.9	25	8,994.0
54	Kinomax-Yekaterinburg	Sverdlovsk Region	Yekaterinburg	9	0.3	0.9	29	6,121.3
55	Vavilon	Omsk Region	Omsk	8	0.3	0.9	27	3,749.3
56	Cinema 5 Orenburg	Orenburg Region	Orenburg	7	0.3	0.9	32	5,375.9
57	Luxor in Leto trading and entertainment complex	St. Petersburg	St. Petersburg	9	0.3	0.9	29	6,646.9
58	Kinomost in Megacity	Samara Region	Samara	9	0.3	0.9	28	6,766.8
59	Luxor Sochi	Krasnodar Krai	Sochi	8	0.3	0.9	32	10,350.9
60	Cinema Park Torgovy Kvartal	Republic of Tatarstan	Naberezhnye Chelny	8	0.3	0.9	29	6,580.4
61	Kinostar City Raduga	St. Petersburg	St. Petersburg	14	0.3	0.9	18	6,606.5

Top 100 movie theaters in numbers of viewers, 2016 (continued)

No.	Movie theater	Constituent entity of the Russian Federation	Residential area	Number of cinema halls	Share of total viewers in the Russian Federation, %	Share of top 100 viewers, %	Results, viewers per screening, people	Results, box office receipts per screening, rubles
62	Film Center in Red Square	Krasnodar Krai	Anapa	6	0.3	0.9	38	9,970.3
63	Multiplex	Republic of Crimea	Simferopol	6	0.3	0.9	48	9,850.3
64	Kronverk Cinema Aura	Novosibirsk Region	Novosibirsk	9	0.3	0.9	26	6,510.0
65	Kinostar Deluxe Teply Stan	Moscow	Mamyri village	11	0.3	0.9	21	10,677.4
66	Kronverk Cinema Oblaka	Moscow	Moscow	7	0.3	0.9	32	10,658.3
67	Caro 11 October	Moscow	Moscow	11	0.3	0.8	22	11,933.0
68	5 Zvezd – Samara	Samara Region	Samara	8	0.3	0.8	28	6,704.2
69	Mori Cinema Volgograd	Volgograd Region	Volgograd	7	0.3	0.8	28	6,219.0
70	Formula Kino in Michurinsky	Moscow	Moscow	8	0.3	0.8	27	9,952.3
71	Kinomax-Vodny	Moscow	Moscow	7	0.2	0.8	31	8,485.5
72	Kinomax-Ryazan	Ryazan Region	Ryazan	8	0.2	0.8	27	6,193.3
73	Caro 10 Shchuka	Moscow	Moscow	10	0.2	0.8	22	6,616.2
74	Mirage Cinema Ulyanka	St. Petersburg	St. Petersburg	6	0.2	0.8	32	6,580.5
75	Mori Cinema St. Petersburg	St. Petersburg	St. Petersburg	6	0.2	0.8	32	7,408.0
76	5 Zvezd – Volgograd	Volgograd Region	Volgograd	7	0.2	0.8	29	6,202.4
77	Caro 10 Raduga Park	Sverdlovsk Region	Yekaterinburg	10	0.2	0.8	22	5,311.7
78	Mirage Cinema Balkania	St. Petersburg	St. Petersburg	11	0.2	0.8	19	6,096.0
79	Film Center in Red Square	Krasnodar Krai	Novorossiysk	6	0.2	0.8	32	7,177.0
80	Kinomax-Tomsk	Tomsk Region	Tomsk	6	0.2	0.8	39	10,431.1
81	Kinomax-Kirov	Kirov Region	Kirov	7	0.2	0.8	30	5,687.4
82	Multiplex KinoMost	Samara Region	Samara	7	0.2	0.8	30	7,495.5
83	Star&Mlad	Voronezh Region	Solnechny settlement	9	0.2	0.8	22	4,326.3
84	Cinema 5 Cheboksary	Chuvash Republic	Cheboksary	8	0.2	0.8	23	3,791.3
85	Continent	Omsk Region	Omsk	9	0.2	0.8	21	3,003.9
86	Iskra	Republic of Bashkortostan	Ufa	6	0.2	0.8	30	7,200.2
87	Cinema Park Aquamoll	Ulyanovsk Region	Ulyanovsk	9	0.2	0.8	23	5,506.7
88	5 Zvezd na Novokuznetskoy	Moscow	Moscow	6	0.2	0.8	33	8,968.6
89	Luxor Otradnoe	Moscow	Moscow	6	0.2	0.8	32	8,215.1
90	Kinomax-Rodnik	Chelyabinsk Region	Chelyabinsk	8	0.2	0.8	27	5,349.0
91	Mirage Cinema Smolensk Maxi	Smolensk Region	Smolensk	7	0.2	0.8	28	6,623.1
92	Luxor Kursk	Kursk Region	Kursk	8	0.2	0.7	27	5,695.3

Top 100 movie theaters in numbers of viewers, 2016 (continued)

No.	Movie theater	Constituent entity of the Russian Federation	Residential area	Number of cinema halls	Share of total viewers in the Russian Federation, %	Share of top 100 viewers, %	Results, viewers per screening, people	Results, box office receipts per screening, rubles
93	Cinema Park Tau Gallery	Saratov Region	Saratov	8	0.2	0.7	26	6,583.6
94	Goodwin Cinema	Tomsk Region	Tomsk	7	0.2	0.7	27	8,574.3
95	Luxor Vegas	Moscow Region	Lenin Sovkhoz settlement	9	0.2	0.7	26	8,763.8
96	Mori Cinema Togliatti	Samara Region	Togliatti	8	0.2	0.7	23	4,835.1
97	Formula Kino City	Moscow	Moscow	10	0.2	0.7	21	11,228.7
98	Cinema Park na Kaluzhshskoy	Moscow	Moscow	9	0.2	0.7	21	7,377.5
99	Mori Cinema Kuntsevo	Moscow	Moscow	8	0.2	0.7	24	8,039.3
100	Cinema Park Crystal	Perm Krai	Perm	7	0.2	0.7	28	8,635.8
<b>Total Top 100</b>					<b>31.0</b>	<b>100.0</b>	<b>30</b>	<b>8,419.5</b>
<b>Total for the Russian Federation</b>					<b>100.0</b>		<b>22</b>	<b>5,632.7</b>

Source: Cinema Fund

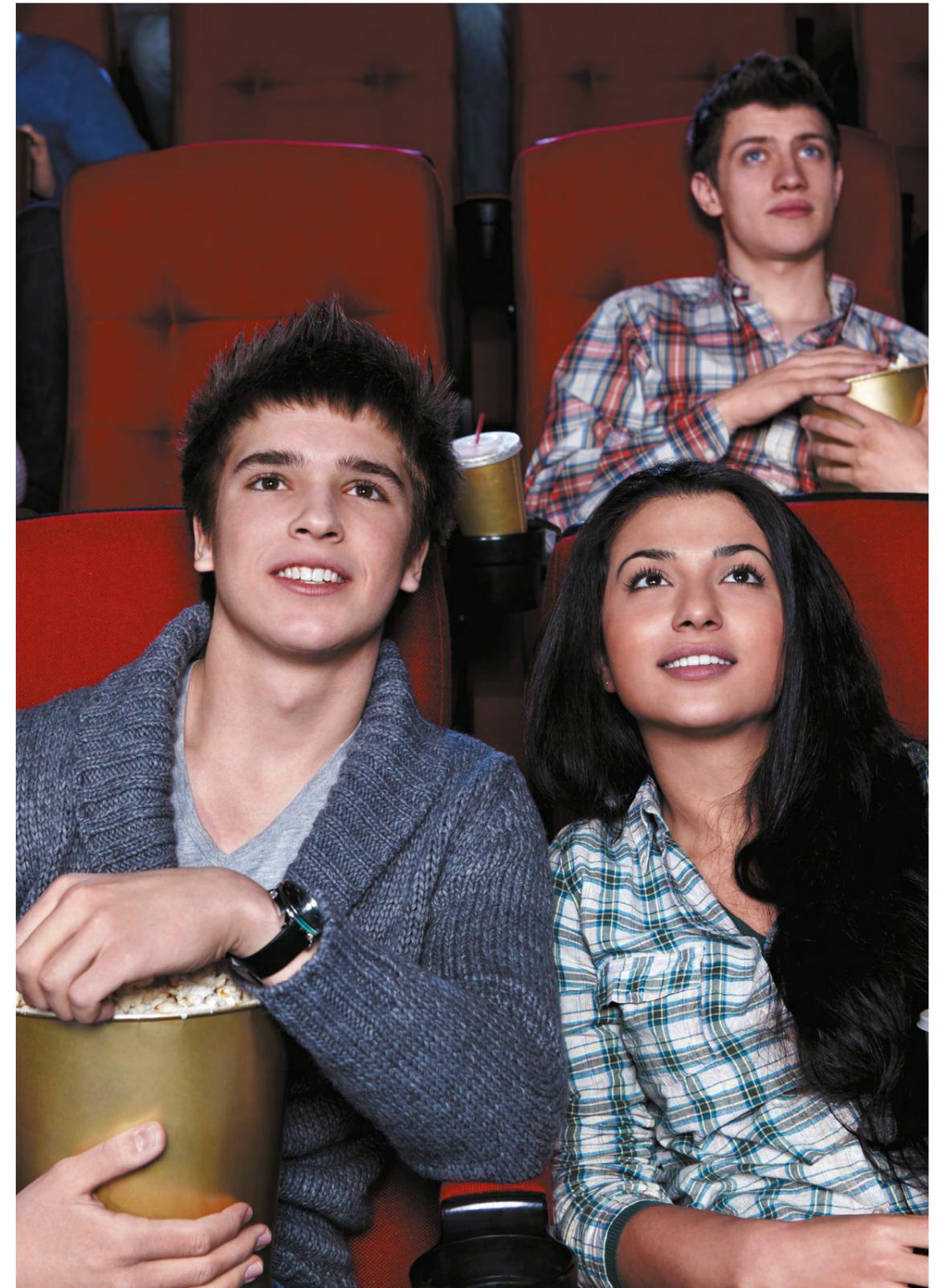


Photo: LuckyImages/Shutterstock.com

## CHAPTER 4. FILM PRODUCTION

Russian films released in Russia	168
State support	168
Leading companies	170
Projects of leading companies	173
Budgets	178
Infrastructure	180

# FILM PRODUCTION

## RUSSIAN FILMS RELEASED IN RUSSIA

In 2016, Russian movie theaters showed 486 films with 156 of them produced in Russia. Their box office taking in the calendar year amounted to 8.6 billion rubles (17.8% of the total box office receipts), and 35.2 million people saw them (18.4% of the total audience). As a result, release box offices receipts amounted to 10.8 billion rubles and there were 44.5 million viewers.

Russian films “Viking” (1.5 billion rubles) and “Ekipazh” (1.4 billion rubles) were included into top 10 in box office receipts and two films, namely, “Ekipazh” and “Dueliant” were successfully released in the IMAX format.

The overwhelming part of box office taking and viewers of Russian films is referred to the films created with state support. Their share in 2015 amounted to 84%, and 85% in 2016.

## STATE SUPPORT

The Ministry of Culture of the Russian Federation has been providing support for the Russian cinematography together with the Federal Fund for Economic and Social Support of the Russian Cinematography (Cinema Fund) since 2010. Their activities are differentiated: the Ministry of Culture supports organizations, which produce and distribute films for children and teenagers, debut, auteur and experimental feature Russian films, as well as cinema almanacs, documentaries, popular science and animated Russian films. At the same time, the objective of the Cinema Fund is to support production of films for the broad audience, to increase their quality and competitiveness, as well as to popularize Russian films both in the Russian Federation and abroad.

The Ministry of Culture annually redirects a part of the federal budget funds meant for support of the Russian cinematography in the form of subsidies to the Cinema Fund. Such subsidies were granted since 2012 on the basis of the Decree of the Government of the Russian Federation of December 25, 2012 No. 1397, however, it lost its legal force in 2016. Currently, granting subsidies is regulated by the Decree of the Government of the Russian Federation of January 26, 2016 No. 38 “On Granting Subsidies from the Federal Budget for Support of the Russian Cinematography” with the latest amendments dated October 14, 2016.

This Decree once again establishes the Rules of granting subsidies from the federal budget for support of the Russian cinematography. First of all, subsidies are granted to cinematographic organizations as financial security and / or reimbursement of expenses related to production, distribution, screening of films of certain categories, providing comments for the blind and subtitles for Russian films, organization of conferences, seminars, exhibitions, film awards, master classes, script contests, film festivals, screening of foreign films in Russia, and promotion of Russian films. Second, subsidies are granted by a non-profitable organization set up by the State represented by the

Government of the Russian Federation, with the main goals of this organization being support of the Russian cinematography, increase of its competitiveness, creating the environment for production of high-quality films corresponding to the national interests, as well as popularization of national films in Russia. Funds are provided for financial security and / or reimbursement of expenses related to production, distribution, providing comments for the blind and subtitles for Russian films, creating the environment for screening of Russian films in residential areas of Russia with the population not exceeding 500 thousand people by film-showing organizations. Subsidies’ recipients are selected by the Ministry of Culture of the Russian Federation.

In 2016, the Ministry of Culture of the Russian Federation allocated 1.97 billion rubles for state financial support of film production. Production of 76 new fiction films was launched, including 26 debuts, 7 films for children, 2 TV series and 41 auteur films; 234 nonfiction films (including 18 nonfiction special projects); 71 animated films, including 61 films for children and 10 auteur films.

In 2016, the Cinema Fund allocated funds for production of 56 films and development of 7 projects.

### Amounts of state support of cinematography, 2013-2016

	2013	2014	2015	2016
<b>Amounts of subsidies from the Ministry of Culture of the Russian Federation, billion rubles</b>				
for film production	3.00	2.90	1.90	1.97
for distribution and promotion of Russian films in the Russian Federation and abroad, other events	0.70	0.60	0.60	0.93
<b>Amounts of subsidies from the Cinema Fund, billion rubles</b>				
for film production	3.00	3.00	3.00	2.85
for modernization of cinema halls	0.0	0.0	0.71	1.45
<b>Aggregate amount of state support of cinematography, billion rubles</b>	<b>6.70</b>	<b>6.50</b>	<b>6.21</b>	<b>7.20</b>
including for film production	6.00	5.90	4.90	4.82

Source: Cinema Fund

**State support of cinematography** – state bodies’ activity aimed at development of cinematography and creation of conditions to provide people with cinematographic works. It includes development and adoption of respective laws and other regulatory legal acts in the sphere of cinematography, in particular securing benefits for industry participants; partial state funding of production, distribution and screening of national films.

### Amounts of state support of film production, 2016

	Amount of allocated funds, billion rubles
Amount of subsidies for film production from the Ministry of Culture of the Russian Federation	1.97
Amount of financial support from the Cinema Fund	3.50
of which by means of subsidies, 2016	2.85
<b>Total financial support of film production</b>	<b>5.47</b>

Sources: Cinema Fund, Ministry of Culture of the Russian Federation

### Number of film projects supported by Cinema Fund, 2016

	Direction of support	Number of projects	Amount of allocated funds, million rubles
1	Production of feature films	56	3,500.1
	of which		
	fiction films	44	2,900.1
	animated films	12	600.0
2	Development of film projects	7	44.9
3	Film distribution	25	729.0
	<b>Aggregate amount of funds, allocated for production and distribution</b>		<b>4,274.0</b>

Source: Cinema Fund

### Number of companies, which received Cinema Fund support for film production, 2016

Direction of support	2016
Leaders of Russian film production	8
Other companies	40

Source: Cinema Fund

The total production budget of these films amounted to 18,254.3 million rubles. The Cinema Fund allocated 5,420 million rubles for their production, including 3,545 million rubles in 2016. 729 million rubles totally were allocated for financial support of distribution of 25 films.

It should be noted that notwithstanding the growth of aggregate amount of state support of cinematography since 2013 (from 6.7 to 7.2 billion rubles), direct support of film production by subsidies is reducing (from 6 to 4.8 billion rubles).

In 2016, the Cinema Fund reinvested 1.42 billion rubles in the industry in addition to subsidies, they were returned by cinematographic organizations after the end of production and / or distribution of films according to the terms of agreements. These funds were directed on condition of 100% repayment for development, production and distribution of new films. The support of film production by reinvested funds amounted to 650.1 million rubles, and development of

film projects amounted to 44.9 million rubles. Thus, funds reinvested by the Cinema Fund into the industry allowed to compensate the reduction of state support of film production with subsidies by increasing the total amount of financial support in 2016 from 4.82 to 5.47 billion rubles.

The state financial support by the Ministry of Culture of the Russian Federation and the Cinema Fund allowed to complete production of the following in 2016: 95 fiction films and 170 animated films (of which 8 were full-length); 205 nonfiction films on 16 different themes.

#### LEADING COMPANIES

The Cinema Fund annually compiles the list of leading companies in the Russian film production with the main criterion being the total number of viewers of their films for the last 5 years. Other criteria include TV ratings, leading Russian and international film festival awards and other film awards, the length of their presence on the market, as well as the number of released films.

### Methodology of Compiling the Rating of Russian Film Production Leaders, 2016

#### Film rating by viewers

##### Film attendance

Spectators who watched national films released over the past 5 years are taken into account. **Film company with the maximum amount of viewers gets 1.000 points.** Other film companies get the number of points proportionally to the number of viewers of their films.

##### TV rating

National films broadcasted on TV over the past 5 years and shown in movie theaters on the territory of the Russian Federation are taken into account. TV rating (top 10) is compiled for every calendar year. Films are ranked in descending order by their TV rating. **First place gets 50 points.** Second gets 45 and further with 5 points spacing.

#### Professional film rating

Film festivals	Film awards
----------------	-------------

Film festivals held over the past 5 years are taken into account.  
**Moscow International Film Festival**  
 First prize (50 points)  
 Participation in the main contest program (30 points)  
**Cannes International Film Festival**  
**Berlin International Film Festival**  
**Venice International Film Festival**  
 First prize (100 points)  
 award for best director (60 points)  
 award for best script (60 points)  
 award for best cinematography (60 points)  
 award for best actor (60 points)  
 award for best actress (60 points)  
 participation in the main contest program (60 points)

Film awards summing up the results of the past 5 years are taken into account.  
**Nika, Golden Eagle Award**  
 Nomination for the first prize (30 points)  
 First prize (50 points)  
**Oscar**  
 Nomination for Best Foreign Language Film (80 points)  
 Academy Award for Best Foreign Language Film (100 points)

If a film was produced by two or more cinematographic organizations taking part in the contest, points are equally divided between them.

#### Time of operation and number of films

Time of operation	Number of films
-------------------	-----------------

Time of operation is determined according to the data from the Unified State Register of Legal Entities provided by the cinematographic organization to the Cinema Fund.  
 Over 10 years – 50 points, 5-10 years – 40 points, under 5 years – 30 points.

Fiction and animated national films shown in Russian movie theaters over the past 10 years are taken into account.  
 Over 10 films – 50 points, 6-10 films – 40 points, 5 films and less – 30 points.

The number of the Russian cinematography leaders may not be less than 5. An organization that, according to the results of scoring, gets less than 30% of the result of the organization with the highest score, cannot be included in the list of leaders.

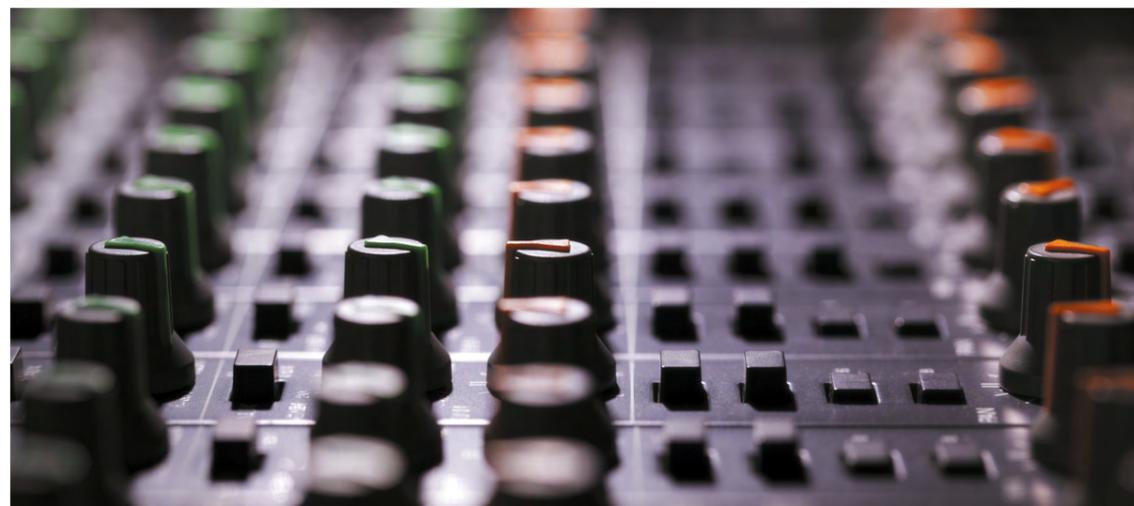


Photo: Brian A Jackson/Shutterstock.com

### Operating results of leading companies, 2012-2016

No.	Cinematographic organization	Number of released films	Number of viewers of released films	Share of viewers of the leader's films in the total number of viewers of Russian films, %	Box office receipts from released films, rubles	Box office receipts' share of the leader's films in the total box office receipts of Russian films, %
1	TaBBaK	16	26,187,837	15.4	6,137,181,200	15.5
2	CTB Film Company	24	2,563,709	13.8	5,299,126,122	13.4
3	Enjoy Movies	28	20,007,770	11.7	4,464,479,878	11.3
4	Art Pictures Studio	14	13,862,989	8.1	3,301,403,388	8.3
5	Three T Production of Nikita Mikhalkov	7	11,097,000	6.5	2,754,856,745	7.0
6	Non-Stop Production	5	5,749,974	3.4	1,496,997,482	3.8
7	Central Partnership	11	5,995,697	3.5	1,416,916,166	3.6
8	Film Direction	2	3,651,805	2.1	927,840,928	2.3
<b>Total</b>		<b>107</b>	<b>110,116,779</b>	<b>64.6</b>	<b>25,798,801,908</b>	<b>65.1</b>

Source: Cinema Fund

Note: When a film was produced by two or more companies, the number of viewers and box office receipts were equally distributed between them.

The Cinema Fund has been began pitching those projects, which claim state funding since 2013, in order to increase transparency of projects' expertise and its efficiency. The presentation procedure is broadcasted online and is available to anyone who has an access to the Internet.

Producers and representatives of film companies that claim state funding, present their projects as a part of the event, providing details and answering questions about both their creative part (plot, casting results, shooting locations, visual solutions) and the main economic indicators (film's budget, production period, planned scales of advertising campaign, investment and information partners package and so on).

Thus, currently, the expertise of projects presented to the Cinema Fund for state support of their production, consists of four stages.

**Stage 1.** Initial review of application documents as to their completeness, conformity with the requirements of the Procedure and Terms of Funding, including

absence of company's outstanding obligations to tax authorities, the Ministry of Culture of the Russian Federation and the Cinema Fund.

**Stage 2.** After initial assessment the projects satisfying the initial requirements are directed for review by the script working group. It evaluates their creative value and timeliness of the theme. The script working group is formed based on survey of film industry's representatives and includes leading scriptwriters, directors, editors and film critics.

**Stage 3.** Projects approved by the script working group are directed for review by the Cinema Fund's expert council to estimate their box office and audience potential, if the claimed amount of state funding is justified, as well as for the analysis of economic indicators. The expert council is also formed based on survey of film industry's representatives and includes producers, directors, film critics and representatives of leading distributors, major movie theater chains, TV-channels and reporters of the sector media. Projects are presented in person as a part of the expertise, i.e. pitching takes place.

**Stage 4.** Projects approved as a result of presentation in person are directed for review by the Cinema Fund's supervisory board for taking the final decision on granting state support. The composition of the Cinema Fund's supervisory board is determined by the Government of the Russian Federation and includes representatives of the Administration of the President of the Russian Federation, Central Office of the Government of the Russian Federation, State Duma of the Russian Federation, Ministry of Culture of the Russian Federation, Ministry of Education and Science of the Russian Federation, Ministry of Finance of the Russian Federation and Ministry of Economic Development of the Russian Federation, as well as heads of major federal TV-channels, film studios and the Union of Cinematographers of the Russian Federation.

The share of viewers of films, released by leading companies, amounts to 64.6% of the total number

of viewers of Russian films in 2012-2016. The share of box office receipts from films, released by leading companies, is 65.1% of the total box office receipts from all Russian films.

Apparently, there's a pool of Russian companies, consistently appearing among the leaders of Russian film production. Thus, six companies remain in this list for eight years in a row: Art Pictures Studio, Film Direction, CTB Film Company, Three T Production of Nikita Mikhalkov, TaBBaK and Central Partnership. Non-Stop Production managed to be included into this list six times, while Enjoy Movies and Igor Tolstunov's Production Company (Profit) were included five times each.

The list didn't change in 2016, while in 2017 it expanded up to ten companies. After three-year absence Igor Tolstunov's Production Company (Profit) got back to this list again, while Yellow, Black and White Group was included for the first time.

### PROJECTS OF LEADING COMPANIES

#### TaBBaK

##### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Yolki 5	Comedy	22.12	2,904,429	730,190,563	T. Bekmambetov, I. Stromilova, M. Zatulovskaya	T. Bekmambetov, I. Dzhendubaev, A. Kott, A. Shavkero, B. Perelman, M. Likhacheva, P. Nepomniashchy
2	Vzломат Bloggerov	Comedy	10.11	19,775	7,323,648	T. Bekmambetov	M. Sveshnikov
<b>Total:</b>				<b>2,924,204</b>	<b>737,514,211</b>		

Source: RCFA

##### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Vremya Pervykh	Drama	Apr. 06, 2017
2	Moy Super Papa / Alisa Znaet, Chto Delat!	Animation	2017
3	Shashliki	Comedy	2017

Source: Cinema Fund

## CTB Film Company

### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Tri Bogatyrya i Morskoy Tsar *	Animation	24.12	3,466,394	765,907,217	S. Selyanov, A. Boyarsky	K. Feoktostov
2	Ivan Tsarevich i Seryy Volk 3 *	Animation	01.01	3,123,579	705,544,985	S. Selyanov, A. Boyarsky	D. Shmidt
3	Volki i Ovtsy: Be-e-zumnoye Prevrashchenie **	Animation	28.04	696,905	143,487,131	S. Selyanov, V. Nikolaev, Iu. Moskvina	M. Volkov, A. Galat, V. Nikolaev
4	Sinbad. Piraty Semi Shtormov ****	Animation	27.10	118,465	19,146,902	S. Selyanov	V. Barbe
5	Peterburg. Tolko po Lyubvi ***	Melodrama	22.09	64,405	16,869,594	E. Pichugin, S. Selyanov, N. Drozd, N. Smirnova	A. Parmas, N. Kudryashova, A. Goglenkova, N. Nazarova, O. Bychkova, A. Smirnova, R. Litvinova
6	Chelovek iz Budushchego	Comedy	16.06	583	124,057	S. Selyanov	R. Artemyev
<b>Total:</b>				<b>7,470,331</b>	<b>1,651,079,886</b>		

Source: RCFA

\* Together with Melnitsa Animation Studio  
 \*\* Together with Wizard Film  
 \*\*\* Together with Lenfilm Production Center  
 \*\*\*\* Together with Skazka Animation Studio

### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Naparnik	Comedy	2017
2	Sadko	Animation	2017
3	Salyut-7	Drama	2017
4	Skif	Drama, history	2017
5	Urfin Dzhyus i Ego Derevyannye Soldaty	Animation	Apr. 20, 2017
6	Buka	Animation	2020

Source: Cinema Fund

## Enjoy Movies

### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Mafiya: Igra na Vyzhyvanie	Fiction	01.01	912,731	272,612,482	G. Andreasyan, S. Andreasyan, V. Polyakov	S. Andreasyan
2	Chempiony: Bystree. Vyshe. Silnee	Drama, sports	18.02	737,687	168,533,975	G. Malkov, V. Polyakov	A. Aksenenko
3	Ded Moroz. Bitva Magov *	Fantasy	22.12	672,770	151,692,365	G. Malkov, V. Polyakov, L. Karasev, A. Voitinsky	A. Voitinsky
4	Vse o Muzhchinakh **	Comedy	01.09	253,940	62,203,064	S. Andreasyan, G. Andreasyan, A. Ananikyan, M. Galustyan, V. Polyakov, A. Ryazantsev, V. Kolesnik	L. Margolin, S. Andreasyan, M. Zhernevskiy
5	Marshrut Postroen ***	Horror	31.03	225,050	52,575,873	G. Malkov, V. Polyakov	O. Asadulin
6	Golosa Bolshoy Strany	Comedy	07.01	77,959	18,540,163	S. Andreasyan, G. Andreasyan, V. Polyakov, E. Akopyan, V. Likhtina	T. Mamedov
<b>Total:</b>				<b>2,880,137</b>	<b>726,157,922</b>		

Source: RCFA

\* Together with Angel and Renovatio Entertainment  
 \*\* Together with Fresh Film  
 \*\*\* Together with Emotion Pictures and Renovatio Entertainment

### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Zashchitniki	Fiction	Feb. 23, 2017
2	Koma	Fiction	2018
3	Aladdin	Adventure	2018
4	Vremennye Trudnosti	Drama	2018

Source: Cinema Fund

### Art Pictures Studio

#### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Smeshariki. Legenda o Zolotom Drakone *	Animation	17.03	1,220,765	241,508,400	I. Popov, F. Bondarchuk, D. Rudovsky	D. Chernov
2	Khoroshy Malchik **	Comedy	10.11	305,430	72,177,603	V. Solovyev, Yu. Khrapov, A. Peskova, D. Rudovsky, F. Bondarchuk	O. Karas
3	Dama Pik ***	Drama	17.11	120,370	30,783,041	P. Lungin, F. Bondarchuk, D. Rudovsky, E. Panfilov	P. Lungin
4	Ubezhat, Dognat, Vlyubitsya!	Melodrama	28.07	315	20,620	F. Bondarchuk, D. Rudovsky, A. Olshevskaya	M. Shevchuk
<b>Total:</b>				<b>1,646,880</b>	<b>344,489,663</b>		

Source: RCFA

\* Together with Smeshariki  
 \*\* Together with 2D Celluloid  
 \*\*\* Together with Pavel Lungin's Workshop

#### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Prityazhenie	Fiction	Jan. 26, 2017
2	Lyubov s Ogranicheniyami	Comedy	Mar. 09, 2017
3	Selfi	Thriller	2017
4	Tolko ne Oni	Comedy	2017
5	Baba Yaga	Animation	2018

Source: Cinema Fund

### Three T Production of Nikita Mikhalkov

#### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Ekipazh	Drama	21.04	4,982,020	1,402,801,975	L. Vereshchagin, A. Zlatopolsky, N. Michalkov	N. Lebedev
<b>Total:</b>				<b>4,982,020</b>	<b>1,402,801,975</b>		

Source: RCFA

#### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Dvizhenie Vverkh	Drama, sports	2017

Source: Cinema Fund

### Non-Stop Production

#### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Duelyant	Drama	29.09	1,353,189	364,017,483	A. Rodnyansky, S. Melkumov	A. Mizgirev
<b>Total:</b>				<b>1,353,189</b>	<b>364,017,483</b>		

Source: RCFA

#### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Devyataya	Thriller	2018

Source: Cinema Fund

### Central Partnership

#### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Viking *	Drama	29.12	5,626,591	1,491,569,802	K. Ernst, A. Maksimov, A. Utkin, L. Vereshchagin	A. Kravchuk
2	Bremenskie Razboyniki **	Animation	10.11	191,939	34,993,861	P. Stepanov, V. Ryashin, O. Kirillov, O. Kochetkova	A. Lukyanchikov, S. Ushakov
<b>Total:</b>				<b>5,818,530</b>	<b>1,526,563,663</b>		

Source: RCFA

\* Together with Film Direction  
 \*\* Together with Star Media Distribution

#### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Kolovrat	History, action, fantasy	2017
2	Nevsky Pyatachok	Drama, war	2018

Source: Cinema Fund

## Film Direction

### Films released in 2016

No.	Title	Genre	Release date (day/mon)	Audience, number of people	Box office receipts, rubles	Producers	Director(s)
1	Viking *	Drama	29.12	5,626,591	1,491,569,802	K. Ernst, A. Maksimov, A. Utkin, L. Vereshchagin	A. Kravchuk
<b>Total:</b>				<b>5,626,591</b>	<b>1,491,569,802</b>		

Source: RCFA

\* Together with Central Partnership

### Films that already received Cinema Fund's support and were in production in 2016

No.	Title	Genre	Release
1	Soyuz Spaseniya	Drama, history	2019

Source: Cinema Fund

## BUDGETS

The analysis is based on the budgets of 2016 top 60 highest-grossing Russian films: 50 fiction and 10 animated films. Their total box office receipts amounted to 10.60 billion rubles (98% of the total Russian films' box office receipts in 2016) with the aggregate production budget of 9.79 billion rubles.

It should be noted that total box office receipts of top 50 Russian fiction films exceeded their aggregate budget. However, this figure does not prove their recoupment, for the producer's share amounts to 42-45% of box office receipts, while the remaining 55-58% are divided between the movie theater and distributor.

The highest efficiency in Russian distribution was shown by films with the highest budgets: three films with production cost of over 500 million rubles collected

122% of their funding. Films with budgets from 50 to 200 million rubles may also be called successful. At the same time, strong releases of films with budgets of 200-500 million rubles, which do not claim to be blockbusters and event-films, get much worse box office receipts: both average and aggregate receipts of such films remain short of the average and aggregate budgets.

However, according to many leading experts of the industry, unprofitability of a film does not mean its creative and organizational failure. Even ignoring the artistic value of a film (while there were films in the past recognized as masterpieces after their distribution failure), all the money invested in production of commercially unsuccessful films remains in industry, invested into equipment, training and improvement of skills of qualified experts, which of course positively affects recovery and development of the industry.

## Average and median budgets of top 60 highest-grossing Russian films, 2016

	Fiction films	Animated films
Average budget, million rubles	157.8	189.8
Median budget, million rubles	85.2	177.1

Source: Cinema Fund

Note: Median value is a figure characterizing sampling in such a way, that exactly a half of sampling elements will be bigger and the other half smaller.

## Budgets of top 50 Russian fiction films, 2016

Budget category, million rubles	Number of Russian films	Average production budget, rubles	Average box office receipts, rubles	Aggregate production budget, rubles	Aggregate box office receipts, rubles
over 500	3	890,000,000	1,086,129,753	2,670,000,000	3,258,389,259
300-500	3	343,333,333	178,480,489	1,030,000,000	535,441,466
200-300	7	210,489,172	181,597,237	1,473,424,205	1,271,180,659
100-200	6	140,679,017	219,166,404	844,074,104	1,314,998,424
50-100	23	69,895,627	77,248,063	1,607,599,415	1,776,705,451
under 50	8	33,223,670	19,491,959	265,789,360	155,935,669
<b>Total</b>	<b>50</b>	<b>157,817,742</b>	<b>166,253,019</b>	<b>7,890,887,084</b>	<b>8,312,650,929</b>

Source: Cinema Fund

## Box office receipts of top 50 Russian fiction films, 2016

Box office receipts' category, million rubles	Number of Russian films	Average production budget, rubles	Average box office receipts, rubles	Aggregate production budget, rubles	Aggregate box office receipts, rubles
over 500	3	728,333,333	1,208,187,447	2,185,000,000	3,624,562,340
300-500	5	298,076,800	365,456,644	1,490,384,000	1,827,283,222
100-300	10	148,058,351	192,712,829	1,480,583,512	1,927,128,289
50-100	8	95,344,119	71,097,600	762,752,950	568,780,802
under 50	24	82,173,609	15,204,012	1,972,166,622	364,896,276
<b>Total</b>	<b>50</b>	<b>157,817,742</b>	<b>166,253,019</b>	<b>7,890,887,084</b>	<b>8,312,650,929</b>

Source: Cinema Fund

## INFRASTRUCTURE

As of 2016, the production facilities of the Russian film industry included 113 floors (pavilions) with Amedia being the biggest studio in terms of their number (16). Moya Studia has 13 pavilions, while both Mosfilm and Gorky Film Studio (including National Film Center and Research Film-Photo Institute) have 12. Glavkino (9) is in the fifth place.

Totally, Russia has six state-owned studios (Mosfilm Film Production Concern, Bashkortostan Film Studio, Ostankino Telecenter, Sakhafilm, Yalta-film and Tatar kino) and 26 private ones, including seven film studios reorganized by transformation into joint-stock companies with the state's participation: Gorky Film Studio, Lenfilm, St. Petersburg Documentary Film Studio (Lendoc), Sverdlov Film Studio, Far Eastern Documentary Film Studio, Kazan Film Studio, North Caucasian Documentary Film Studio.

Russia has only seven film backlots. Mosfilm and Studia na Berezhkovskoy have three each and Glavkino has the last one. However, there are much more chromakeys, namely, 23, with Chromakey Center having most of them (3) and R Studios being in the second place (2).

18 more studios each have one chromakey as well.

There are 37 film service companies in Moscow, which is about 90% of their total amount. The others are located in Saint-Petersburg (4) and Yekaterinburg (1).

16 film service companies provide services during post-production stage only, and 21 provide them only during shooting period.

The most popular service they provide during shooting period is provision of transport. It is provided by 17 companies. 15 companies provide camera equipment, and 13 companies provide cameras. Lighting services are provided by 11 companies, and 6 provide sound services.

Computer graphics prevail among the services provided during post-production period – 21 companies do that. 14 companies have sound studios necessary for sound recording. 12 companies provide editing services, 11 provide digital mastering and production of DCP-versions with KDM (digital key). Only 3 companies process films and 2 others print film copies.

## Russian film studios rating by the number of their floors (pavilions), 2016

No.	Name	Form of ownership	Location	Number of floors (pavilions)	Number of backlots	Number of chromakeys
1	Amedia	private	Moscow	16	0	0
2	Moya Studia	private	Moscow	13	0	1
3	Mosfilm	state-owned	Moscow	12	3	1
4	Gorky Film Studio (together with National Film Center and Research Film-Photo Institute)	mixed-owned (private with the state as shareholder)	Moscow	12	0	1
5	Glavkino Production Company	private	Moscow	9	1	1
6	Russian World Studios	private	Saint-Petersburg	6	0	1
7	Dimart	private	Moscow	6	0	1
8	Lenfilm	mixed-owned (private with the state as shareholder)	Saint-Petersburg	4	0	1
9	Magic Film	private	Moscow	4	0	1
10	Ostankino Telecenter	state-owned	Moscow	4	0	1
11	Kinolinya	private	Moscow	4	0	0
12	TV-Film	private	Moscow	3	0	0
13	Chromakey Center	private	Moscow	3	0	3
14	Studia na Berezhkovskoy	private	Moscow	3	3	1
15	R Studios	private	Moscow	2	0	2
16	St. Petersburg Documentary Film Studio (Lendoc)	mixed-owned (private with the state as shareholder)	Saint-Petersburg	2	0	1
17	KlenMedia	private	Moscow	2	0	1
18	Bashkortostan Film Studio	state-owned	Ufa	2	0	1
19	Sverdlov Film Studio	mixed-owned (private with the state as shareholder)	Yekaterinburg	1	0	0
20	2Mint studio	private	Moscow	1	0	1
21	JV Production	private	Moscow	1	0	1
22	Illusion	private	Saint-Petersburg	1	0	1
23	Zhivaya Lenta	private	Ufa	1	0	1
24	Sakhafilm	state-owned	Yakutsk	1	0	0
25	Far Eastern Documentary Film Studio	mixed-owned (private with the state as shareholder)	Khabarovsk	n/a	n/a	n/a
26	Far Eastern Film Studio	private	Khabarovsk	n/a	n/a	n/a
27	Kazan Film Studio	mixed-owned (private with the state as shareholder)	Kazan	n/a	n/a	n/a
28	Nizhnevolzhskaya Documentary Film Studio	private	Saratov	n/a	n/a	n/a
29	North Caucasian Documentary Film Studio	mixed-owned (private with the state as shareholder)	Vladikavkaz	n/a	n/a	n/a
30	Yalta-film	state-owned	Yalta	n/a	n/a	n/a
31	Tatar kino	state-owned	Kazan	n/a	n/a	n/a

Source: Cinema Fund



"Viking" production © Central Partnership

### Service chart of Russian service companies, 2016

No.	Name of service company	Location	Shooting period					Post-production stage					Total amount of services	
			Cameras	Filming equipment	Light	Sound	Transport	Film processing	Editing	Sound studio	Computer graphics	Printing of film copies		Digital mastering
1	CineLab	Moscow												11
2	February 29	Yekaterinburg												8
3	VEK Studio	Saint-Petersburg												8
4	Accent	Moscow												7
5	Cinelex	Moscow												5
6	TVTOK	Moscow												5
7	Mosfilm Master	Moscow												5
8	X-Ray	Moscow												4
9	Bogdan i Brigada	Moscow												4
10	Kinoprogramma XXI Vek	Moscow												4
11	Kinotekhnika	Moscow												4
12	Rentcam	Moscow												4
13	CinexFilm	Moscow												4
14	CineRent	Moscow												4
15	Tritona	Moscow												4
16	Bazelevs	Moscow												3
17	Digital Cinema Service	Moscow												3
18	Russian Film Group	Moscow												3
19	AST	Saint-Petersburg												3
20	Central Partnership Production	Moscow												3
21	Central Production International Films	Moscow												2
22	CGF	Moscow												2
23	Manga Company	Moscow												2
24	Nika digital	Moscow												2
25	Kakadu Collapse	Moscow												2
26	Kinotech	Moscow												2

No.	Name of service company	Location	Shooting period					Post-production stage					Total amount of services	
			Cameras	Filming equipment	Light	Sound	Transport	Film processing	Editing	Sound studio	Computer graphics	Printing of film copies		Digital mastering
27	Nevafilm	Saint-Petersburg, Moscow												2
28	Algous Studio	Moscow												1
29	Amalgama VFX	Moscow												1
30	Argunov Studio	Moscow												1
31	DCP24	Moscow												1
32	Film Direction FX	Moscow												1
33	Green Wagen	Moscow												1
34	Lory Film	Moscow												1
35	Main Road Post	Moscow												1
36	KinoTransport	Moscow												1
37	Kinodoctor	Moscow												1
38	Kinoservice	Moscow												1
39	KOBR	Moscow												1
40	Midi Cinema (Melnitsa)	Saint-Petersburg												1
41	Specfilmservice	Moscow												1
42	Trekhmer	Moscow												1

Source: Cinema Fund

## CHAPTER 5. FILM FESTIVALS AND AWARDS

Film festivals _____	186
Map of Russian film festivals _____	196
Russian film awards _____	198
International film festivals _____	200

# FILM FESTIVALS AND AWARDS

## FILM FESTIVALS

In February, 2015, the Ministry of Culture of the Russian Federation launched development of the Federal Law “On Amendments to the Federal Law “On State Support of Cinematography of the Russian Federation”. This draft law introduces the definition of film festival and is developed specifically to regulate the industry when the issues concern state subsidies to hold film festivals, as well as to relieve festival films from the necessity of obtaining distribution certificates. In particular, the Ministry of Culture thinks that there’s no need to obtain distribution certificates for those film festivals with contest program consisting of films appraised by jury and lasting less than 10 days, provided that such a film

*Film festival is a series of screenings of specially picked out films, as well as other events united by one creative idea. It may include a contest by the decision of the organizer, in the course of which films are appraised by special jury or in some other way.*

is screened at the festival not later than a year after its production. As of the beginning of June, 2017, the draft law was sent to be reviewed by the Government of the Russian Federation.



Photo: Bosko/Shutterstock.com

## Film festivals held in the Russian Federation

No.	Name	City	Dates (day/mon/year)	Type	Brief description
1	2Morrow	Moscow	29.01.16–31.01.16	International	Independent Film Festival. Official contest program as well as several special programs and retrospectives, which show impressive and unexpected trends in modern art-films from all over the world.
2	360°	Moscow	20.10.16–30.10.16	International	Science and Technology Documentary Film Festival
3	3D-stereo Film Festival	Moscow	22.12.16–23.12.16	International	3D Feature Film Festival
4	Art-Izo-Fest	Moscow	30.10.16–01.11.16	International	Auteur and Experimental Film Festival
5	ArtLentA	Dolgoprudny	October	Regional	Open Urban Short Film Festival
6	ArtoDocs	Saint-Petersburg	November	International	Documentary Film Festival
7	Artshort	Smolensk	09.11.16–11.11.16	International	Short Feature Film and Video Festival
8	Beat Film Festival	Moscow	25.05.16–05.06.16	International	New Documentary Music and Modern Culture Film Festival
9	DetectiveFest (“Law and Society”)	Moscow	20.04.16–24.04.16	International	International Detective Film Festival and festival of television programs on law-enforcement subjects
10	EcoCup	Moscow	25.02.16–29.02.16	International	International Green Documentary Film Festival, which draws public attention to environmental issues
11	Erarta Motion Pictures	Saint-Petersburg	24.03.16–27.03.16	International	Festival of short films about and around painting
12	Esperanza	Moscow	18.08.16–25.08.16	International	Auteur Film Festival
13	Kino_Metry	Novosibirsk	December	International	Student Short Film Festival
14	Kinodot	Saint-Petersburg	01.04.16–30.04.16	International	Independent international experimental film festival with contest screenings in movie theaters and unconventional venues in Saint-Petersburg.
15	KONIK Film Festival	Moscow	10.08.16–14.08.16	International	Open Independent Short Film Festival.
16	Meters	Tver	13.11.16–19.11.16	International	Youth Short Film and Animation Festival
17	Potential	Saint-Petersburg	12.11.16–17.11.16	Regional	Free Public Short Film Festival.
18	PROvzglyad	Cherepovets	April	Regional	Feature, Documentary, Short Film and Animation Festival.
19	Real Heroes Film Festival	Magnitogorsk	September	Regional	Documentary and Short Film Festival.
20	Russian Elementary Cinema (REC)	Novosibirsk	07.09.16–10.09.16	International	Ecology Film Festival.
		Saint-Petersburg	22.10.16–23.10.16		
		Blagoveshchensk	25.11.16–26.11.16		
		Ulan-Ude	15.12.16–17.12.16		

Film festivals held in the Russian Federation (continued)

No.	Name	City	Dates (day/mon/year)	Type	Brief description
21	Tula International Film Festival	Tula	25.09.16	International	Amateur Feature, Documentary Film and Animation Festival.
22	VideoLike Festival	Saint-Petersburg	25.07.16–26.07.16	All-Russian	Short Film Festival.
23	Voices	Vologda	07.07.16–09.07.16	International	Feature Film Festival.
24	Amurskaya Osen (Amur Autumn)	Blagoveshchensk	19.09.16–26.09.16	All-Russian	Theater, Film and Music Festival. Establishes cultural ties with colleagues-cinematographers from China, Korea and Japan.
25	Artdocfest	Moscow Saint-Petersburg Yekaterinburg	01.12.16–09.12.16	International	Documentary Film Festival. Includes films, which develop the language of nonfiction cinematography and open new forms and images.
26	Artkino	Moscow	26.09.16–03.10.16	All-Russian	Auteur Short Film Festival.
27	Baltic Debuts	Svetlogorsk	23.08.16–27.08.16	International	Festival for Debuts of Directors from the Baltic Region.
28	Barents Ecology Film Festival (BEFF)	Petrozavodsk	22.04.16–03.05.16	International	Feature, Documentary and Animated Ecology Film Festival.
29	Insomnia	Kaluga	16.07.16–19.07.16	International	Animation Open-Air Festival
30	Side by Side	Saint-Petersburg	17.11.16–26.11.16	International	LGBT International Film Festival
31	Budem Zhiti! (We'll Live!)	Moscow	27.08.16–02.09.16 10.09.16–11.09.16	All-Russian	Young Cinematographers Film Festival
32	Bulvar Iskusstv (Arts Boulevard)	Moscow	07.09.16	Regional	Films in the open air. The entire day is devoted to screening of the best short films made by students from the leading artistic higher educational establishments and winners of international film festivals.
33	V Krugu Semyi (In the Family Circle)	Saint-Petersburg	15.08.16–19.08.16	International	Family and Children Film Festival
34	Velokino	Moscow	10.09.16	All-Russian	Amateur Cycling Film Festival
35	Vertical	Moscow	12.05.16–13.05.16	International	Mountain Sports Film Festival
36	Veselaya Larga (Cheerful Larga)	Vladivostok	05.02.16–07.02.16	All-Russian	City Festival of Films and TV Programs for Children
37	Vivat Kino Rossii! (Viva Russian Films!)	Saint-Petersburg	15.05.16–19.05.16	All-Russian	Festival of feature Russian films, including those produced for TV.
38	Vision	Kemerovo	24.09.16–30.09.16	International	Youth Short Film Festival.
39	Vizhu Boga (I See God)	Moscow	20.08.16–21.08.16	International	Festival of Short Films on Religion.
40	Vkratse! (In Short!)	Volgograd Volzhsky	04.03.16–07.03.16 12.03.16–13.03.16	International	Festival is dedicated to German-Russian cooperation in short films production.
41	Vmeste (Together)	Moscow	September–October	International	Festival of TV films, created involving countries on the territory of the former Soviet Union.

No.	Name	City	Dates (day/mon/year)	Type	Brief description
42	Volokolamsky Rubezh (Volokolamsk Line)	Volokolamsk	19.11.16–23.11.16	International	War-Patriotic Film Festival
43	Volshhebny Mir (Magic Art World)	Ryazan	September	All-Russian	Multimedia Art Festival.
44	Vosem Zhenshchin (Eight Women)	Moscow	08.04.16–15.04.16	International	Women's Film Festival.
45	Vostok i Zapad. Klassika i Avangard (East & West. Classics and Avant Garde)	Orenburg	27.08.16–02.09.16	International	European and Asian Feature Film Festival.
46	Shukshin Russian Film Festival	Barnaul Biysk Belokurikha Novoaltaysk Srostki settlement Smolenskoe settlement Bystryi Istok settlement	19.07.16–23.07.16	All-Russian	Russian Socio-Ethical Feature Film Festival.
47	Vstrecha (Gathering)	Obninsk	16.02.16–23.02.16	International	Orthodox Film Festival
48	Vstrechi v Sibiri (Meetings in Siberia)	Novosibirsk	12.09.16–18.09.16	International	Documentary Film Festival.
49	Vstrechi na Vyatke (Meetings on the Vyatka)	Kirov	28.02.16 – 01.03.16	All-Russian	Professional and Amateur Short Feature Film Festival.
50	Galaxy 35 mm	Saint-Petersburg	15.09.16–10.11.16	All-Russian	Youth and Children Film Festival.
51	2 in 1	Moscow	No data available	International	Auteur and Experimental Feature Film Festival.
52	Dvizenie (Movement)	Omsk	26.04.16–30.04.16	All-Russian	National Festival of Debut Films.
53	Debyutnoye Kino (Debut Films)	Moscow	February	International	Short Debut Film Festival in Moskovskoe Kino movie theatre chain
54	Delay Film (Make Film)	Moscow	November	International	Documentary Film Festival helping to chane the urban environment
55	Days of Ethnographic Cinema	Moscow	27.09.16–01.10.16	International	Audiovisual Anthropology Festival
56	Drevo Zhizni (Tree of Life)	Moscow	No data available		Short Film Festival.
57	Spirit of Fire	Khanty-Mansiysk	26.02.16 – 03.03.16	International	International Debut Film Festival
58	Zhar-Ptitsa (Firebird)	Novosibirsk	19.06.16–23.06.16	All-Russian	Open Master Class Festival of Animation for Children.
59	ZAI (Gold Applause)	Chelyabinsk	09.03.16–13.03.16	Regional	Auteur Film Festival
60	Zabaykalsky International Film Festival	Chita	May, September	International	Film Festival supporting culture, traditions and special ethnographic features of Transbaikal
61	Zashchitniki Otechestva (Defenders of the Motherland)	Kazan	22.02.16	All-Russian	Patriotic Film Festival.
62	Zelenoye Yabloko (Green Apple)	Novosibirsk	10.11.16–14.11.16	Regional	Youth Festival of Visual Art.
63	Zeleny Vzglyad (Green Vision)	Saint-Petersburg	21.11.16–24.11.16	International	International Environmental Film Festival

Film festivals held in the Russian Federation (continued)

No.	Name	City	Dates (day/mon/year)	Type	Brief description
64	Zerkalo (Mirror)	Ivanovo, Ples, Yuryevets	14.06.16–19.06.16	International	International Film Festival named after Andrey Tarkovsky. Festival includes feature and documentary film contests as well as animation programs, short films and video art.
65	Zolotaya Bashnya (Golden Tower)	Nazran, Magas, Nesterovskaya village	25.11.16–28.11.16	International	Feature and Documentary Film Festival.
66	Zolotaya Vershina (Golden Peak)	Saint-Petersburg	01.12.16–31.12.16	International	Festival of Sports and Tourist Films
67	Zolotaya Kedrovaya Vetr Sibiri (Golden Cedar Branch of Siberia)	Kemerovo	No data available	All-Russian	Contest Festival of Documentary Films.
68	Zolotaya Lenta (Golden Ribbon)	Krasnoyarsk	28.04.16	Regional	City Mediafestival of Films for Children.
69	Zolotaya Pyaterka (Golden Five)	Khimki	30.05.16–01.06.16	International	Student Film and Creative Photography Festival.
70	Zolotaya Rybka (Goldfish Festival)	Tver	11.12.16–16.12.16	International	Professional and Debut Animated Film Festival.
71	Zolotoy Kadr (Golden Frame)	Rostov-on-Don	April	Regional	Amateur Short Film Festival.
72	Zolotoy Phoenix (Golden Phoenix)	Smolensk	02.09.16–06.09.16	All-Russian	Festival of feature films, created by cinematographers of different professions, trying themselves as directors
73	Kadr, Vpered! (Shot, Forward!)	Yaroslavl	No data available	International	Short Film Festival.
74	Kazan International Festival of Amateur Films, Films for young people and children	Kazan	03.09.16–05.09.16	International	Festival where young directors, including those without specialized education, can show their works, meet with spectators, soul mates from different regions and countries, as well as potential investors.
75	Kazan International Muslim Film Festival	Kazan	05.09.16–11.09.16	International	Muslim Film Festival, the main part of which is the contest of feature, documentary and animated films, which address universal human, moral and spiritual values.
76	Kamsky Short Amateur Film Festival (KLyuF)	Naberezhnye Chelny	12.08.16–13.08.16	International	Short Amateur Film Festival.
77	Kaplya (Drop)	Moscow	01.02.16–27.03.16	International	Thriller and Horror Film Festival.
78	Cinema for Children	Samara	13.04.16–17.04.16	International	Feature, Documentary and Animated Film Festival for children and teenagers.
79	Kino bez Baryerov (Films with No Barriers)	Moscow	11.11.16–14.11.16	International	Festival of Films About People With Disabilities.
80	Kinoglaz (Cinema Eye)	Serpukhov	09.03.16–04.12.16	Regional	Socially-Relevant Film and Video Works Festival.
81	Kinozrenie (Cinema Vision)	Ufa	November	Regional	Auteur Film Festival.
82	Kino Click	Yaroslavl	01.12.16–03.12.16	International	Open Festival of films for young people and the whole family.
83	Kino-likbez (Cinematographic Education)	Saint-Petersburg	24.06.16–26.06.16	International	Experimental Film Festival.
84	Kinoostrov (Cinema Island)	Saint-Petersburg	29.05.16–19.06.16	All-Russian	Children Educational Film Festival.

No.	Name	City	Dates (day/mon/year)	Type	Brief description
85	Kinoprizyv (Cinema Calling)	Moscow	No data available	All-Russian	Contest of film works and scripts united by "Russian Armed Forces" theme.
86	Kinoproba (Cinema Test)	Yekaterinburg	01.12.16–05.12.16	International	Festival-Workshop for Film Schools.
87	Kinotavr	Sochi	06.06.16–13.06.16	All-Russian	Open Russian national film festival with two contest programs: feature film contest and short film contest "Kinotavr. Short". There are also out-of-contest screening of genre films "Cinema on the Square" as a part of the festival; master classes, press conferences, special screening, presentations of film projects.
88	Savva Morozov International Film Festival	Moscow	13.11.16–17.11.16	International	Festival of films about patrons and entrepreneurs of the past and the present.
89	Kinoshok (Cinema Shock)	Anapa	03.09.16–10.09.16	International	Festival of films from the CIS countries, Latvia, Lithuania and Estonia.
90	Koroche (Shorter)	Kaliningrad	19.08.16–21.08.16	International	Russian Short Film Festival. Contest program is exclusively Russian, while out-of-contest program includes the best recent short works from over 30 countries.
91	Kot (Cat)	Moscow	24.05.16–30.05.16	International	Film Festival for Children and Teenagers.
92	Kray Sveta (The World's End)	Yuzhno-Sakhalinsk	09.09.16–17.09.16	International	Russian and Foreign Feature Film Festival. Inclusion of full-length documentary films is also possible in some cases. Festival's out-of-contest program presents the best films from all over the world, retrospective and thematic programs, as well as amateur films related to Sakhalin history and culture.
93	Krasnogorsky	Krasnogorsk, Zaraysk, Vidnoe, Vereya, Orekhovo-Zuyevo, Gorki-2 settlement	01.04.16–05.04.16	International	Sports Film Festival.
94	Krok	Moscow, Tver, Uglich, Myshkin, Cherepovets, Ples, Kostroma, Yaroslavl	30.09.16–07.10.16	International	Animated Film Festival. Held on a parity basis between the Ukraine and Russia.
95	Kronstadt Festival of Spiritual and Moral Films in memory of John of Kronstadt	Kronstadt	28.10.16–30.10.16	Regional	Spiritual and Moral Film Festival
96	Lamp	Perm	25.11.16	All-Russian	Social Short Films, Social Video and Advertising Festival.
97	Literature and Cinema	Gatchina	15.04.16–20.04.16	All-Russian	The program includes film adaptations of Russian and foreign books as well as films about life and creative activities of poets and writers.
98	Luhezarny Angel (Resplendent Angel)	Moscow	28.10.16–06.11.16	International	Charity Film Festival.
99	Lyubitelskoe Kino + Profi (Amateur Films + Profi)	Omsk	06.04.16–09.04.16	Regional	Festival of amateur documentary, feature and animated films up to 26 minutes.
100	International Kansk Video Festival	Kansk	22.09.16–27.09.16	International	Festival of innovative, alternative, avant-garde video.

Film festivals held in the Russian Federation (continued)

No.	Name	City	Dates (day/mon/year)	Type	Brief description
101	Meridiany Tikhogo (Pacific Meridians)	Vladivostok	10.09.16–16.09.16	International	Asia-Pacific Countries Film Festival. Includes feature and short films contests, as well as special programs and retrospectives, films, seminars, master classes, etc.
102	Miloserdie.doc (Charity.doc)	Moscow	October-November	All-Russian	Festival of documentary films dedicated to social problems of modern Russia, their solutions, charity and mutual assistance.
103	Mir Znany (The World of Knowledge)	Saint-Petersburg	31.10.16–04.11.16	International	Popular Science and Educational Film Festival.
104	Moscow International Film Festival	Moscow	23.06.16–30.06.16	International	One of the world's oldest film forums of A class. Festival's program includes the main contest, documentary and short film contest, out-of-contest screening, retrospectives and the Russian film program.
105	Molibdenovy Lopuh (Molybdenum Burdock)	Gurevsk	15.08.16–20.08.16	International	Amateur Film Festival.
106	Molodaya Arktika (Young Arctic)	Moscow	01.08.16–25.08.16	International	Youth Folk Art and Multimedia Festival.
107	More Zovet! (Sea Calls!)	Saint-Petersburg	21.04.16–25.04.16	International	Sea and Adventure Film Festival.
108	Moskovskie Zvezdy (Moscow Stars)	Moscow	10.04.16–20.04.16	International	Video Arts Festival of animated, cinematography and television.
109	Multividenie (Multivision)	Saint-Petersburg	28.10.16–20.11.16	International	Animation Arts Festival.
110	Multimatograf	Vologda	April	International	Annual Multimedia Arts Festival.
111	Nachalo (Beginning)	Saint-Petersburg	21.11.16–24.11.16	International	International Debut and Student Film Festival.
112	Nevsky Blagovest	Saint-Petersburg	21.11.16–27.11.16	International	Christian Film Festival.
113	Novy Gorizont (New Horizon)	Voronezh	17.04.16–24.04.16	International	Youth Short Film and Animation Festival.
114	Nozhnici (Scissors)	Saint-Petersburg	No data available	International	Youth Film and Video Art Festival.
115	Nol Plus (Zero Plus)	Tyumen	21.11.16–03.12.16	International	Russian festival of films for children and the whole family.
116	Okno Filmfest (Window to Europe)	Vyborg	06.08.16–11.08.16	International	Russian Film Festival. Includes contest programs, panorama of Russian films and retrospectives.
117	Orlenok	Tuapse	05.07.16–13.07.16	All-Russian	Film Festival for Children and Young People.
118	Open Philosophical Film Festival	Moscow	08.04.16	All-Russian	Scientific and Educational Film Festival.
119	Otrazhenie (Reflection)	Moscow	November	International	Moscow Open Youth Film Festival.
120	Pamyat Serdtsa (Heart's Memory)	Vsevolozhsk	November	Regional	Youth Short Film Festival.
121	Pervyi Shag (First Step)	Veliky Novgorod	September	Regional	Festival of short, documentary, feature and animated films, as well as of social advertising of cinematographers-beginners and students of arts higher educational establishments.
122	Pereryv na Kino (Interval for Cinema)	Saint-Petersburg	June	International	Youth Short Film Festival.

No.	Name	City	Dates (day/mon/year)	Type	Brief description
123	PiterKIT	Saint-Petersburg	20.10.16–25.10.16	International	Festival of films made by students of Saint Petersburg State University of Cinema and Television.
124	Poslanie k Cheloveku (Message to Man)	Saint-Petersburg	23.09.16–01.10.16	International	International documentary, short, animated and experimental film festival. Festival's program includes international contest (full-length and short documentary films, short feature and animated films); international contest for experimental films In Silico; national contest (documentary films by Russian directors).
125	Provincial Russia	Yeysk	17.06.16–21.06.16	All-Russian	Russian Feature Film Festival.
126	Profession — Journalist	Moscow	07.11.16–11.11.16	International	Contest includes feature and documentary films, TV programs, reports and TV stories.
127	Radonezh	Moscow	21.11.16–24.11.16	International	Spiritual and Ethical Film Festival. Includes feature, documentary, popular-science and animated short and feature films.
128	Rodina (Motherland)	Moscow	May	International	War-Patriotic Film Festival
129	Russian Anthropological Film Festival	Yekaterinburg	No data available	All-Russian	Anthropological Film Festival.
130	Russia	Yekaterinburg	01.10.16–05.10.16	All-Russian	Annual Russian film festival including documentary and popular-science films, produced in Russia and countries on the territory of the former Soviet Union.
131	Rossiya – Strana Zdorovykh Smyslov (Russia is the Country of Healthy Purports)	Kostroma	July	All-Russian	Feature and Documentary Film Festival.
132	Russkoye Zarubezhye (Russian Expatriate Community)	Moscow	07.11.16–14.11.16	International	Festival of feature and documentary films about cultural and scientific heritage of Russian expatriate community.
133	Ryby Glaz (Fish Eye)	Irkutsk	September	International	Amateur Short Film Festival.
134	Samara Festival 70/30	Samara	03.06.16–05.06.16	All-Russian	Amateur Short Film Festival.
135	Saratovskie Stradaniya (Saratov Sufferings)	Saratov	10.09.16–15.09.16	International	Documentary Film Festival
136	Svet Miru (Light to the World)	Yaroslavl	21.06.16–25.06.16	International	Youth Film Festival.
137	Svidanie s Rossiye (Meeting with Russia)	Rostov-on-Don	23.09.16–26.09.16	International	Tourism film festival that forms interest to visiting natural, historical and cultural sites of Russia.
138	Svirskiy MIF	Lodeynoye Pole	No data available	International	Auteur Film and Animation Festival.
139	Saint Anna	Moscow	15.04.16–22.04.16	All-Russian	Open Student and Debut Film Festival.
140	Sevastopol International Film Festival	Sevastopol	15.09.16–22.09.16	International	Feature, Documentary and Animated Film Festival.
141	Severnoe Siyanie (Northern Lights)	Murmansk	No data available	International	Children and Youth Film Festival.

Film festivals held in the Russian Federation (continued)

No.	Name	City	Dates (day/mon/year)	Type	Brief description
142	Severny Kharakter (Northern Character)	Murmansk	24.11.16–26.11.16	International	Festival of television, documentary, short feature films about the life of people in the Far North.
143	Semya Rossiya (Family Russia)	Kostroma	No data available	All-Russian	Short Film Festival
144	Serebryany Akbuzat (Silver Akbuzat)	Ufa	26.10.16–28.10.16	All-Russian	National and Ethnic Film Festival.
145	Smotri na Yug (Look to the South)	Moscow	06.11.16–04.12.16	International	Open festival of short films, animations and music videos.
146	Sozvezdie (Constellation)	Oryol	12.08.16–17.08.16	International	Festival of film actors. The only Russian festival with only movie and theater actors in the selection board and jury.
147	Sol Zemli (Salt of the Earth)	Samara	19.09.16–23.09.16	All-Russian	Documentary Film Festival
148	Spasti i Sokhranit (To Save and Preserve)	Khanty-Mansiysk	01.06.16–05.06.16	International	International TV Ecological Festival.
149	Stalker	Moscow	10.12.16–15.12.16	International	Human Rights Film Festival.
150	Sto Dorog (One Hundred Roads)	Saint-Petersburg	06.02.16	All-Russian	Open Tourist and Sports Film Festival
151	StudCinemaFest	Moscow	No data available	International	Student Short Film Festival
152	Tvori Gora	Krasnoyarsk	October	International	Film, Photo and Animation Festival.
153	Telemania	Moscow	01.11.16–21.12.16	International	Youth Festival of TV Films and Programs.
154	Tochka v Beskonechnoy Vselennoy (Point in the Infinite Universe)	Crimea	12.08.16–15.08.16	International	Open-Air Short Auteur Film Festival.
155	Ty Ne Odin (You Are Not Alone)	Yaroslavl	30.05.16–01.06.16	International	Open festival for disadvantaged children and disabled people.
156	Suzdal Animation Festival	Suzdal	16.03.16–21.03.16	All-Russian	Festival of animated films, produced in Russia and Belarus and by Russian directors, who work abroad.
157	International Film Festival VGIK	Moscow	14.11.16–18.11.16	International	Student contest in the sphere of film and theater.
158	Ozerov War Film Festival	Tula	11.11.16–15.11.16	International	Contest of feature, documentary and animated films on military subjects.
159	Festival Zdorovogo i Pozitivnogo Kino (Healthy and Positive Film Festival)	Saint-Petersburg	21.05.16–22.05.16	International	Festival of film and video works of positive content.
160	Independent Film Festival	Saint-Petersburg	13.02.16–14.02.16	All-Russian	Festival of films produced by young directors with their own funds.
161	Sports Film and TV Festival	Samara	September	International	Sports Film and TV Festival.
162	Festival of Festivals	Saint-Petersburg	23.06.16–29.06.16	International	Out-of-contest Feature Film Festival. Films from major film festivals are presented.
163	Flahertiana	Perm	16.09.16–23.09.16	International	Documentary Film Festival

No.	Name	City	Dates (day/mon/year)	Type	Brief description
164	Freski Severa (Northern Frescoes)	Vologda Region	No data available	Regional	Film festival of nonfiction animated films for children and young people.
165	Chelovek i Voyna (Man and War)	Yekaterinburg	01.07.16–19.02.17	Regional	Documentary film festival held as a film club
166	Chelovek i More (Man and Sea)	Vladivostok	20.06.16–26.06.16	International	Television documentary film festival on maritime subjects
167	Chelovek i Priroda (Man and Nature)	Irkutsk	22.09.16–26.09.16	International	Documentary, Popular-Science and Educational Film Festival.
168	Trudfest (Man of Labor)	Chelyabinsk	November	All-Russian	Russian festival of films and Internet projects popularizing blue-collar jobs.
169	Cherno-Belaya Raduga (Black and White Rainbow)	Tolyatti	November	Regional	Video-Art Festival.
170	Pure Dreams – DeboshirFilmFest	Saint-Petersburg	No data available	International	Independent, Avant-garde and Experimental Film Festival.
171	Shorts	Tula	07.10.16–07.11.16	International	Short Film Internet Festival. Winners are chosen by voting on the festival's website.
172	Shots	Moscow	25.02.16	All-Russian	Russian microfilm festival for films which are 5, 15 and 30 seconds long.
173	Shudkar (The City of Happiness)	Izhevsk	01.11.16–03.11.16	Regional	Open Republic Film Festival.
174	Yushut	Kazan	February–March	All-Russian	Open festival of films about tourism, travelling and adventures.

Sources: Festagent agency, Union of Cinematographers of the Russian Federation website, amendments and addenda by InterMedia

Note:  
The list of festivals doesn't include screening of other countries' national films.



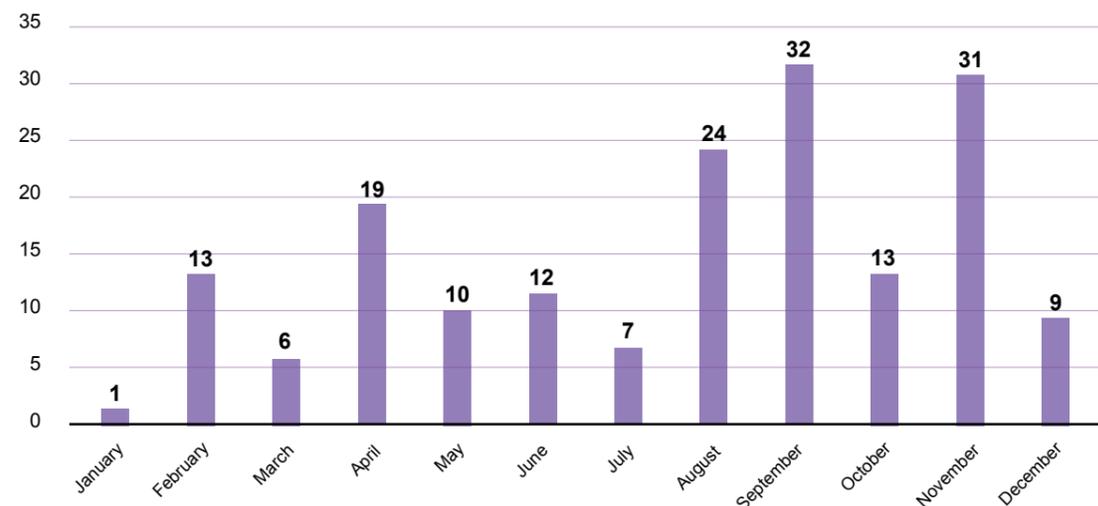
Photo: magicinfo/Shutterstock.com

# MAP OF RUSSIAN FILM FESTIVALS, 2016

Number of festivals on the location per year **5** City or region hosting festivals



### Distribution of festivals by months, 2016



Source: Festagent agency

Note:  
Festivals, the dates of which in 2016 are unknown, were not included.  
Festivals are distributed by months according to their start days.

As it can be seen on the diagram, the most popular months for film festivals are September and November: in 2016, there were 32 and 31 events held, respectively, while these were the only two months with over 30 festivals on the whole. Record-low number of festivals was held in January, March and July. April and August showed consistent popularity: in 2016, 19 and 24 festivals were held, respectively.

### RUSSIAN FILM AWARDS

The Nika Award summed up the results of 2016 on March 28, 2017. "Ray", "Dama Pik", "Duelyant", "Kollektor", "Monakh i Bes" and "Uchenik" competed to be the Best Fiction Film. The winner was "Ray", drama by Andrey Konchalovsky, while "Monakh i Bes" was awarded the biggest number of prizes (4), and "Duelyant" and "Ray" were awarded three prizes each.

Besides awards in the main categories, the honorary prize "For Honor and Dignity" named after Eldar Ryazanov was given to Aleksandr Sokurov. Andrey Plakhov got the prize "For contributions to cinematographic sciences, criticism and education", Aleksandr Mitte was awarded the special prize by

the Academy Council "For significant contribution to Russian cinematography" named after Aleksey German, and "Salam, Maskva" film by Pavel Bardin was honored with the award "For artistic achievements in television cinematography".

The Golden Eagle Award summed up the results of 2016 on January 27, 2017. "Ray", "Ekipazh", "Duelyant", "Ledokol" and "Kollektor" competed to be the Best Film. "Ray" eventually won. "Ray" and "Duelyant" were awarded three prizes each, while "Klim" and "Dama Pik" got two each.

Besides, "The Revenant" by Alejandro González Iñárritu was named the best foreign film in Russian distribution. The honorary prize for the contribution to the history of Russian cinematography was given to Vasily Livanov.

The White Elephant Award summed up the results of 2016 on January 13, 2017. "Ray", "Zoologiya", "Uchenik" and "Francofonia" competed to be the Best Film. "Ray" won just like in the previous cases.

The honorary award named after Miron Chernenko for honor, dignity and contribution to the profession was given to Yuri Bogomolov.

### List of Russian Film Awards, 2016

No.	Name of film award	Brief description
1	Nika	National cinematography award, established in 1987 by the Russian Academy of Cinema Arts and Sciences.
2	Golden Eagle Award	National Russian film award, established in 2002 by the National Academy of Motion Pictures Arts and Sciences of Russia.
3	White Elephant	Russian Film Award given by the Russian Guild of Film Critics. Established in 1998.
4	White Square	Award of the Russian Guild of Cameramen, given for the best film photography in a feature film. Established in 2004.
5	Word	This Award was established on August 6, 2013 by the family of scriptwriter Valentin Chernykh to support young scriptwriters, make this profession more prestigious and find new talents.
6	Georges	First Russian award where winners are identified by viewers by Internet voting. Established in 2005 by film journalists and bloggers.
7	I Believe. Konstantin Stanislavsky	Special prize of the Moscow International Film Festival "For Conquering the Heights of Acting and Faithfulness to the Principles of Stanislavsky's School". Awarded since 2001.
8	Kaplya	Russian international horror film award. Awarded since 2010.
9	Laurel Branch	Russian national award for nonfiction films and television works. Awarded since 2000.

Source: Cinema Fund

### Prizewinners of the three major Russian film awards (2016 films)

Nomination	Nika	Golden Eagle Award	White Elephant
Best feature film	"Ray" by Andrey Konchalovsky	"Ray" by Andrey Konchalovsky	"Ray" by Andrey Konchalovsky
Best nonfiction film	"V Luchakh Solntsa" by Vitaly Mansky	"Krovavye Bivni" by Sergey Yastrzhembsky	"Slisikom Svobodny Chelovek" by Vera Krichevskaya, Mikhail Fishman
Best animated film	"Kukushka" by Dina Velikovskaya	"Kot i Mysh" by Natalia Chernyshova	"Do Lyubvi" by Igor Kovalyov "Kukushka" by Dina Velikovskaia
Best short film	–	"Mama" by Kirill Pletnev	–
Best Director	Andrey Konchalovsky, "Ray"	Andrey Konchalovsky, "Ray"	Andrey Konchalovsky, "Ray"
Best Script	Yuri Arabov, "Monakh i Bes"	Yuri Arabov, "Monakh i Bes"	Yuri Arabov, "Monakh i Bes"
Best Cameraman	Maksim Osadchy, "Duelyant"	Maksim Osadchy, "Duelyant"	Aleksandr Simonov, "Ray"
Best Actress	Julia Vysotskaya, "Ray"	Julia Vysotskaya, "Ray"	Natalia Pavlenkova, "Zoologiya"
Best Actor	Timofey Tribuntsev, "Monakh i Bes"	Ivan Iankovsky, "Dama Pik"	Timofey Tribuntsev, "Monakh i Bes"
Best Supporting Actress	Julia Aug, "Uchenik" Elena Korneeva, "Eyo Zvali Mumu"	Elena Yakovleva, "Samyy Luchshiy Den!"	Svetlana Bragarnik, "Uchenik"
Best Supporting Actor	Boris Kamorzin, "Monakh i Bes"	Sergey Shakurov, "Ekipazh"	Boris Kamorzin, "Monakh i Bes"
Best Original Score	Eduard Artemyev, "Geroy"	Artem Vasilyev, "Ekipazh"	Ilya Demutsky, "Uchenik"

**Prizewinners of the three major Russian film awards (2016 films) (continued)**

Nomination	Nika	Golden Eagle Award	White Elephant
Best Costume Designer	Tatyana Patrakhaltseva, "Duelyant"	Tatyana Patrakhaltseva, "Duelyant"	–
Best Sound Designer	Maksim Belovolov, "Monakh i Bes"	Aleksey Samodelko, "Ekipazh"	–
Best Film Editing	–	Konstantin Larchenko, "Ekipazh"	–
Best Art Direction	Andrey Pankratov, "Duelyant"	Andrey Pankratov, "Duelyant"	Andrey Pankratov, "Duelyant"
Best Make-up Artist	–	Elena Fomicheva, "Dama Pik"	–
Best Debut Film	–	–	"Kollektor" by Aleksey Krasovsky
Discovery of the Year	Aleksey Krasovsky, "Kollektor"	–	–

Source: Cinema Fund

**INTERNATIONAL FILM FESTIVALS**

Class A film festivals are the events accredited by Federation International des Associations de Producteurs de Films (FIAPF). The criteria for such accreditation are participants from abroad, regularity, support of national industry, absence of films-

participants of other festivals in the program. There can be only one class A festival per country.

In Russia, the Moscow International Film Festival was accredited by FIAPF as a feature film festival, while the International Film Festival "Message to Man" (Saint-Petersburg) was accredited as a documentary film festival.

**Russian films' awards at international class A festivals from 2004 to 2016**

Festival	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Moscow International Film Festival	3	1		1	1	4	3			1	1	2	
Karlovy Vary International Film Festival		1		3	5	1	1	1		1	1		3
Locarno International Film Festival	1		1		4	2	1				1	1	
Venice Film Festival			1	1	2		3	1	1		1		1
Cannes Film Festival				1	5		1		2		1		1
Berlin Film Festival	1	2			1		3					1	
Shanghai International Film Festival					1				1	3		1	
Cairo International Film Festival	1			1		1	1				1		

Festival	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Montreal World Film Festival		1			1			1	1				
Warsaw International Film Festival			2		1			1					1
Tallinn Black Nights Film Festival												3	1
Tokyo International Film Festival					2								
Mar del Plata International Film Festival				1			1						1
International Film Festival of India											2		
San Sebastián International Film Festival													
<b>Total</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>23</b>	<b>8</b>	<b>14</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>8</b>

Source: Cinema Fund

**Russian films-prizewinners of international festivals, 2015-2016**

Film	Director	Award	Festival
<b>2015</b>			
Arventur	I. Evteeva	Silver George Special Jury Award	Moscow International Film Festival
Orlean	A. Proshkin	Silver George Award for Best Actress	
Kiev/Moscow. Part 1	E. Khoreva	Socially mentioned by Debut contest jury	Locarno International Film Festival
Pod Elektricheskimi Oblakami	A. German	"Silver Bear" for outstanding artistic achievements	Berlin Film Festival
Solnechnyy Udar	N. Mikhalkov	"Gold Cup" for Best Cameraman	Shanghai International Film Festival
V Luchakh Solntsa	V. Mansky	Award for Best Director	Tallinn Black Nights Film Festival
V Luchakh Solntsa	V. Mansky	Special Award	
Nakhodka	V. Dement	Audience Award	
<b>2016</b>			
Zoologiya	I. Tverdovsky	Special Jury Award	Karlovy Vary International Film Festival
Skhvisi Sakhli	R. Glurdzhidze	Main program's award "East of West"	
Kollektor	A. Krasovsky	Fedeora Award	
Ray	Andrey Konchalovsky	"Silver Lion" for Best Director	Venice Film Festival
Uchenik	K. Serebrennikov	François Chalais Prize	Cannes Film Festival
Anomie	V. Kozlov	Special Award in category "Free Spirit"	Warsaw International Film Festival
Dama Pik	P. Lungin	Audience Award	Tallinn Black Nights Film Festival
Ray	Andrey Konchalovsky	"Silver Astor" for Best Script	Mar del Plata International Film Festival

Source: Cinema Fund

## CHAPTER 6. CINEMATOGRAPHIC EDUCATION

State cinematographic higher  
educational establishments \_\_\_\_\_ 204

Non-governmental  
cinematographic universities  
and schools \_\_\_\_\_ 205

# CINEMATOGRAPHIC EDUCATION

## STATE CINEMATOGRAPHIC HIGHER EDUCATIONAL ESTABLISHMENTS

The Gerasimov Russian State University of Cinematography (VGIK) is the Russia's leading university in film industry. The university was established in 1919 and trains in film, video, television and other screen arts, offering higher, secondary and additional education. The main cinematographic higher educational establishment is located in Moscow and has its branches

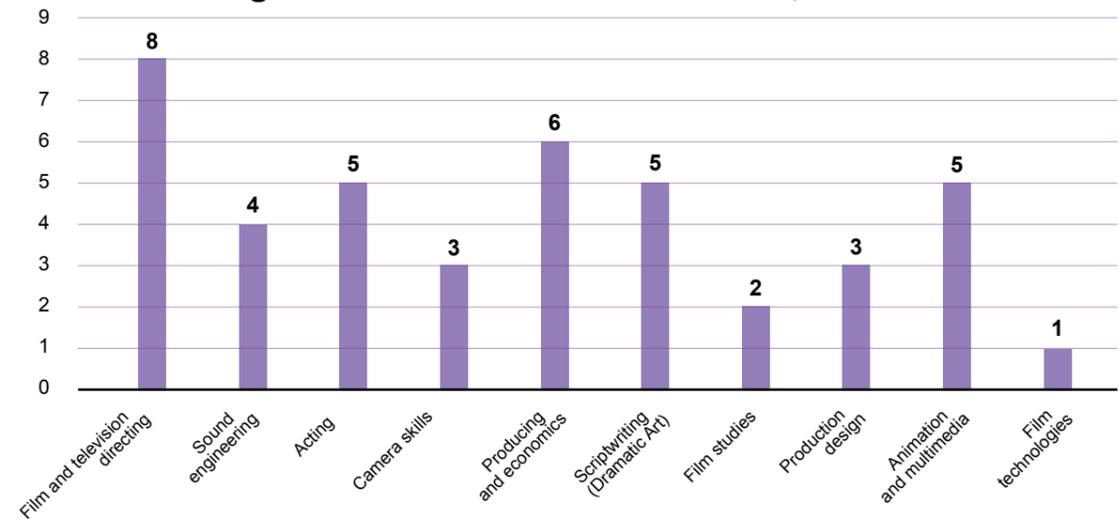
in Sergiev Posad, Irkutsk and Rostov-on-Don. The university trains in almost all cinematographic professions in the following departments: directing, acting, camera skills, animation and multimedia, production design, scriptwriting and film studies, producing and economics. This is the only Russian state cinematographic school that has its film studio with the full technological cycle for production of motion pictures and video films. The studio has five sets, camera and lighting equipment, costume and properties as well as make-up and

## Training programs at Russian state cinematographic higher educational establishments, 2016

No.	Higher educational establishment	Program									
		Film and television directing	Sound engineering	Acting	Camera skills	Producing and economics	Scriptwriting (Dramatic Art)	Film studies	Production design	Animation and multimedia	Film technologies
1	Gerasimov Russian State University of Cinematography (VGIK)	■	■	■	■	■	■	■	■	■	■
2	GITR Film & Television School	■	■	■	■	■	■	■	■	■	■
3	VGIK Irkutsk Branch	■	■	■	■	■	■	■	■	■	■
4	Moscow State Art and Cultural University (MGIK)	■	■	■	■	■	■	■	■	■	■
5	Orel State Institute of Culture (OGIK)	■	■	■	■	■	■	■	■	■	■
6	VGIK Rostov-on-Don Branch	■	■	■	■	■	■	■	■	■	■
7	North Caucasian State Institute of Art (SKGII)	■	■	■	■	■	■	■	■	■	■
8	VGIK Sergiev Posad Branch	■	■	■	■	■	■	■	■	■	■
9	St. Petersburg State University of Film and Television	■	■	■	■	■	■	■	■	■	■

Sources: Organizations' official websites

## Popularity of programs at Russian state cinematographic higher educational establishments, 2016



Sources: Organizations' official websites

Note: The diagram shows the number of educational establishments training in the said skills.

postiche facilities, film set and engineering construction department, and modern editing and scoring complex. There is the Filming, Television and Multimedia College as well, employing VGIK resources and potentialities.

The second major state cinematographic university is the St. Petersburg State University of Film and Television that is almost 100 years old. There are multimedia technologies and photography, management and media communications, and screen arts departments, as well as the Film Video Technical College (the oldest Russian secondary vocational school established in 1923). The St. Petersburg State University of Film and Television trains professionals for cinematography, television and related fields.

## NON-GOVERNMENTAL CINEMATOGRAPHIC UNIVERSITIES AND SCHOOLS

In 2016, there were 25 non-governmental cinematographic universities and schools in Russia with the majority of them being located in Moscow. The only exceptions are the St. Petersburg Television School (with the head office in St. Petersburg and

branches in Moscow and Yekaterinburg) and the Film School of the Sverdlov Film Studio (Yekaterinburg).

The Moscow Film School is one of the most popular commercial schools. Over the last five years, it has been training in the following fields: scriptwriting, producing, directing, camera skills, production design, acting, editing, sound engineering and sound design, it also trains make-up artists and film composers. The school's resource base includes a shooting floor, projection room, sound design studio, design workshops, art studios, make-up room, VR-laboratory. The school works in three main educational formats, which are further vocational education, filmmaking training course and seminars on current issues of pressing concern.

The Moscow School of New Cinema is also quite popular with young cinematographers. The school has eight laboratories: directing, scriptwriting, acting, camera skills, film studies, sound engineering, editing and make-up. Some laboratories have several focal areas. The Children's Cinema School is a separate department of the Moscow School of New Cinema.

The Mikhalkov Cinematography and Theater Arts Academy established in 2015 is one of the youngest

but already respectable institutions. The Academy enrolls listeners with a diploma of higher education in film and theater arts. The Academy trains in three areas: producing, acting and directing.

Another respectable institution is the Higher Courses for Scriptwriters and Film Directors, it is the oldest institution established in 1963. These courses have the following focal areas: directing, scriptwriting, film and television programs producing, animation and computer graphics.

The McGuffin Film School presents itself as the first film school for children and young people. This institution

does not only train in classrooms, but also teaches online and in camps in Montenegro, Bulgaria and Hong Kong.

We see that both state and non-governmental cinematographic higher educational establishments and schools in Russia primarily train directors, this course is offered more frequently than the others. The second place in popularity is taken by producing and economics in film industry, and the third place among state higher educational establishments goes to scriptwriting and animation, and only scriptwriting in case of non-governmental institutions.

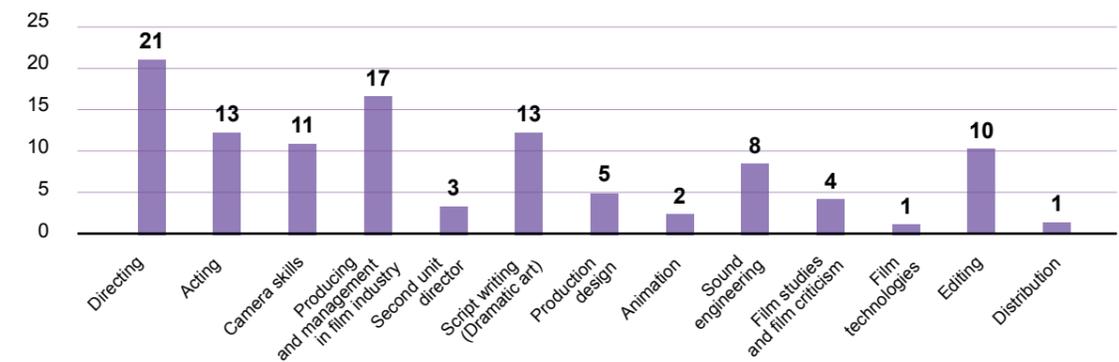
### Training programs at non-governmental Russian cinematographic universities and schools, 2016

No.	Film School	City	Program														
			Directing	Acting	Camera skills	Producing and management in film industry	Second unit director	Scriptwriting department (Dramatic Art)	Production design	Animation	Sound engineering	Film studies and film criticism	Film technologies	Editing	Distribution		
1	Moscow Film School	Moscow															
2	Moscow School of New Cinema	Moscow															
3	Moscow Institute of Television and Radio Broadcasting, Ostankino	Moscow															
4	McGuffin Film School	Moscow															
5	Moscow courses of New York Film Academy	Moscow, Yekaterinburg															
6	St. Petersburg Television School	Saint-Petersburg, Moscow, Yekaterinburg															
7	Film School of Sverdlov Film Studio	Yekaterinburg															
8	Lestnitsa Film School	Moscow															
9	Svobodnoe Kino Film School	Moscow															
10	Marina Razbezhkina and Mikhail Ugarov Documentary and Theater School	Moscow															
11	EKTU Studio School	Moscow															
12	Institute of Contemporary Arts	Moscow															
13	Aleksandr Mitta Film School	Moscow															
14	Arteriya Kino Film School	Moscow															

No.	Film School	City	Program														
			Directing	Acting	Camera skills	Producing and management in film industry	Second unit director	Scriptwriting department (Dramatic Art)	Production design	Animation	Sound engineering	Film studies and film criticism	Film technologies	Editing	Distribution		
15	Higher School of Arts and Crafts and Museum Technologies, arts history department of RGGU (Russian State University of the Humanities)	Moscow															
16	Mikhalkov Cinematography and Theater Arts Academy	Moscow															
17	Wordshop Communication Academy	Moscow															
18	Higher Courses for Scriptwriters and Film Directors	Moscow															
19	Mosfilm Training Courses for Specialists	Moscow															
20	Institute of Modern Management, Cinema and Television	Moscow															
21	KinoSol Film School	Moscow															
22	Ostankino Institute of Television and Radio Broadcasting	Moscow															
23	ShAR Studio School	Moscow															
24	National Research University Higher School of Economics (Faculty of Communications, Media and Design)	Moscow															
25	Personal Directing Workshop	Moscow															

Sources: Organizations' official websites

### Popularity of programs at non-governmental Russian cinematographic universities and schools, 2016



Sources: Organizations' official websites

Note: The diagram shows the number of educational establishments training in the said skills.

## CHAPTER 7. TELEVISION

Media consumption in Russia _____	210
Over-the-air television _____	212
Genres on TV _____	221
Subscription TV _____	225
Major market players of subscription TV _____	226

# TELEVISION

## MEDIA CONSUMPTION IN RUSSIA

Over-the-air television plays a major role in film industry being the most popular way of video content provision to consumers, at the same time remaining free of charge. The TV's share among all Russian consumable media is the biggest, and it has been constantly growing in recent years.

Moreover, cross consumption is becoming increasingly popular, i.e. simultaneous consumption of several kinds of media. According to estimations by ADV agency based on the data of ROMIR research holding, 34% of 18+

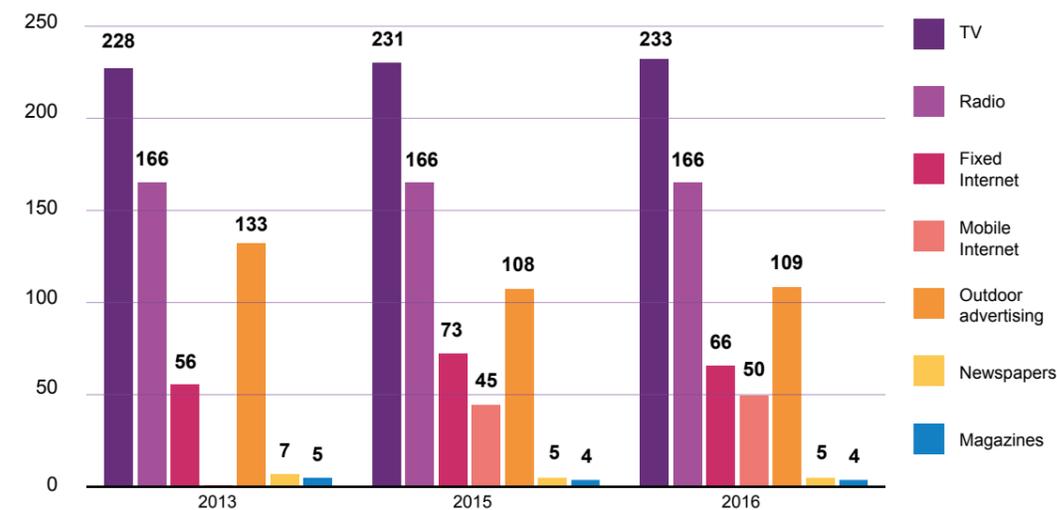
audience used mobile Internet while watching TV at least once in July-August, 2016. And 8% of all TV-watching time was occupied by simultaneous use of mobile Internet.

Thus, cross consumption changed the usual behavior of the audience: traditional passive contact has begun to be replaced by active involvement in interactive communication, and the viewer became a participant, critic and distributor of content. Thus, according to the results of the survey conducted by Initiative in September, 2016, 40% of all respondents watched a show on TNT channel in the last three months and 17% of them contacted the show on social media, while 9% used its mobile app.



Photo: Rasulov/Shutterstock.com

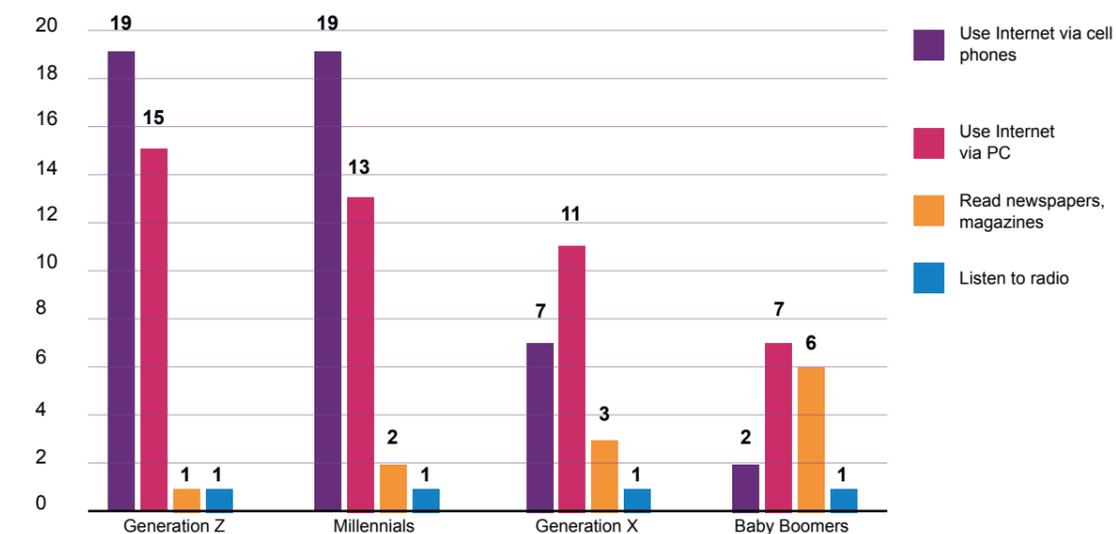
### Daily average media consumption in Russia, 2013-2016, minutes



Source: Initiative according to TNS Russia

Note: Data on the mobile Internet for 2013 is not available.

### Cross consumption by TV audience, 2016, % of population



Source: Initiative according to estimates by ADV and ROMIR

Note by InterMedia:  
 Generation Z – people born after 2000.  
 Millennials – people born in 1983-1999.  
 Generation X – people born in 1965-1982.  
 Baby Boomers – people born in 1946-1964.

## OVER-THE-AIR TELEVISION

In terms of broadcasting areas, TV-channels are divided into all-Russian (broadcasting all over the country) and regional (broadcasting in one particular region). The Decree No. 715 of the President of the Russian Federation approved the List of mandatory public TV- and radio-channels that as of July 15, 2015 includes ten TV-channels:

### 1. Channel One Russia

(Joint Stock Company “Channel One Russia”).

### 2. Russia-1

(Federal State Unitary Enterprise “All-Russian State Television and Radio Broadcasting Company”).

### 3. Match TV

(Limited Liability Company “National Sports Channel”).

### 4. NTV

(Open Joint Stock Company NTV)

### 5. Channel Five

(Open Joint-Stock Company “Petersburg – Channel 5”).

### 6. Russia-K, or Russia-Culture

(Federal State Unitary Enterprise “All-Russian State Television and Radio Broadcasting Company”).

### 7. Russia-24 news channel (Russia-24)

(Federal State Unitary Enterprise “All-Russian State Television and Radio Company”).

### 8. Carousel children and youth TV-channel

(Closed Joint Stock Company “Carousel”).

### 9. Public Television of Russia

(Autonomous Noncommercial Organization “Public Television of Russia”).

### 10. TV Center – Moscow

(Open Joint-Stock Company “TV Center”).

The List of mandatory public TV- and radio-channels doesn't include the following all-Russian channels:

### 1. Ren TV

(Limited Liability Company “Accept”).

### 2. Spas

(Limited Liability Company “Spas TV”).

### 3. STS

(Joint-Stock Company “Network of Televisions Stations”).

### 4. Domashny

(Joint-Stock Company “Novy Channel”).

### 5. TV-3

(Limited Liability Company “TV-3”).

### 6. Pyatnica!

(Limited Liability Company “Pyatnica!”).

### 7. Zvezda

(Open Joint-Stock Company “Central Television and Radio Studio of the Russian Ministry of Defense Zvezda”).

### 8. Mir

(Closed Joint-Stock Company “Interstate TV and Radio Company Mir”).

### 9. TNT

(Open Joint-Stock Company “TNT-TeleNet”).

### 10. Muz-TV

(Joint-Stock Company “Muz-TV TV Network”).

### 11. Che

(Closed Joint-Stock Company “Darial-TV”).

### 12. Euronews Russia

(Limited Liability Company “NTV Plus”).

### 13. TNT4

(Open Joint-Stock Company “Comedy TV”).

### 14. Disney

(Limited Liability Company “7TV”).

### 15. U

(Joint-Stock Company “TV Service”).

### 16. RBC TV

(Joint-Stock Company “RBC TV”).

There are 26 active all-Russian channels in Russia.

## Top 25 Russian TV-channels, 2016

No.	Channels	Share, %	Average daily audience, thousand people	Average daily coverage, thousand people	Average daily coverage, %
1	Russia-1	12.9	1,488.644	24,344.1	35.3
2	Channel One Russia	12.7	1,466.429	25,604.5	37.1
3	NTV	9.3	1,070.076	18,965.2	27.5
4	TNT	6.0	690.843	14,236.5	20.6
5	Channel Five	5.8	668.233	14,316.9	20.8
6	Ren TV	5.0	574.218	15,416.3	22.4
7	STS	4.8	551.514	14,782.9	21.4
8	TV Center	3.4	396.471	12,856.2	18.6
9	Domashny	3.0	347.299	9,629.5	14.0
10	TV-3	2.9	332.104	9,890.6	14.3
11	Zvezda	2.4	270.936	9,736.3	14.1
12	Carousel	2.3	269.470	6,564.3	9.5
13	Russia 24	2.3	259.670	11,275.8	16.3
14	Match TV	1.8	212.835	7,917.4	11.5
15	Disney Channel	1.6	188.979	5,069.9	7.4
16	Pyatnica!	1.5	174.532	7,630.3	11.1
17	Dom Kino	1.2	141.869	3,731.9	5.4
18	Russia-K	1.2	140.220	7,835.6	11.4
19	Che	1.2	135.865	6,738.6	9.8
20	Russky Roman	1.0	118.934	2,477.2	3.6
21	Mult	1.0	118.113	2,542.7	3.7
22	U	0.9	104.026	4,607.2	6.7
23	Mir	0.7	84.095	5,590.4	8.1
24	TNT4	0.7	78.619	2,842.0	4.1
25	Muz-TV	0.6	66.742	4,091.9	5.9

Sources: Mediascope, TV Index

Notes:

Research period: January 01, 2016 – December 31, 2016; hours under research: 05:00–20:00; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.

Audience share – average number of people who watched the TV-channel, expressed as a percentage of the total audience.

Average daily audience of the channel – average number of people who watched the TV-channel, taking into account the period of watching, expressed in thousands of people.

Average daily coverage – average number of people who watched the TV-channel for at least one minute a day, expressed in thousands of people.

Shows the number of unique viewers.

Russia-2 broadcasted till November 1, 2015 and then it was replaced with Match TV.

7TV broadcasted till March 1, 2011 and then it was replaced with Semerka, and on December 31, 2011 with Disney.

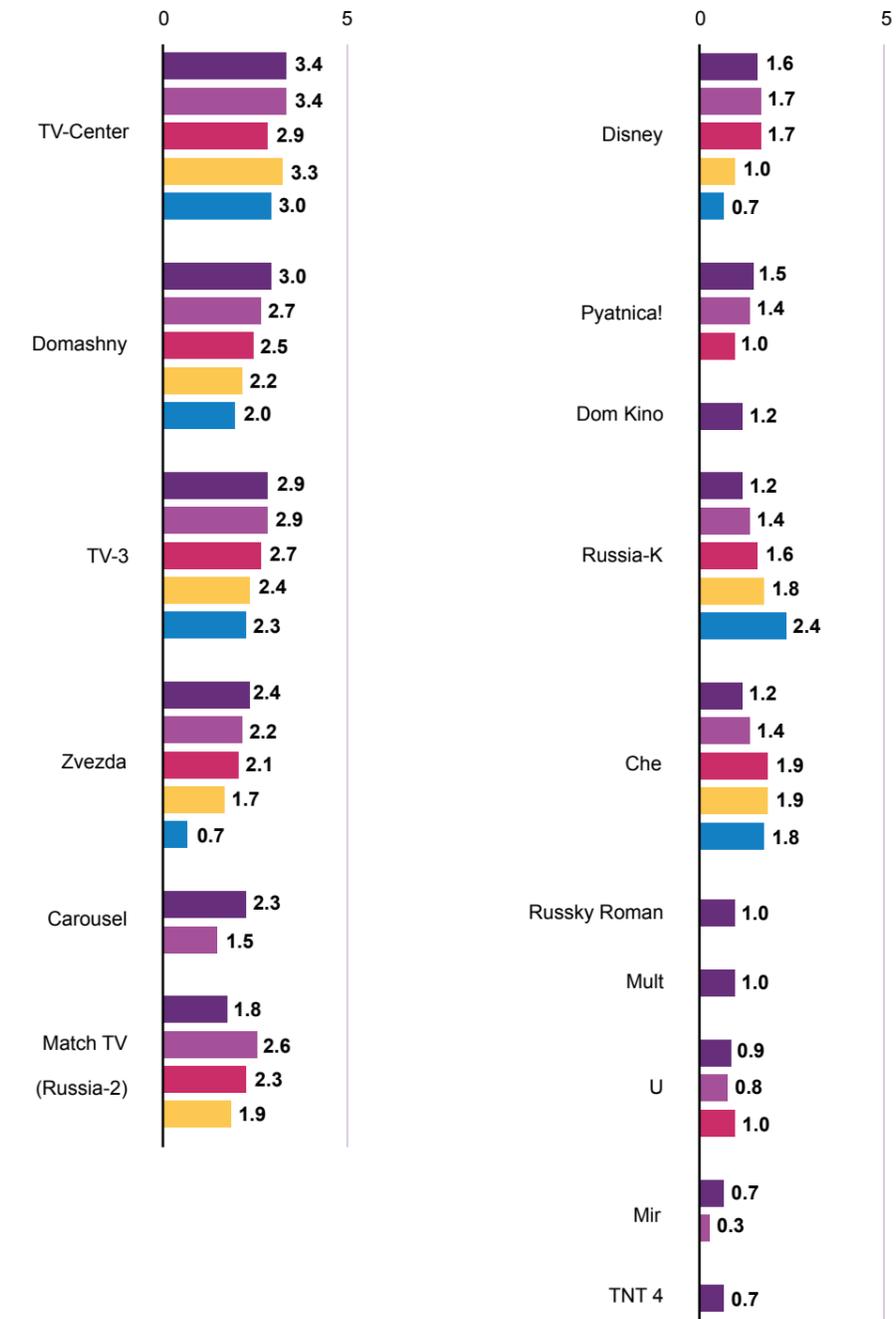
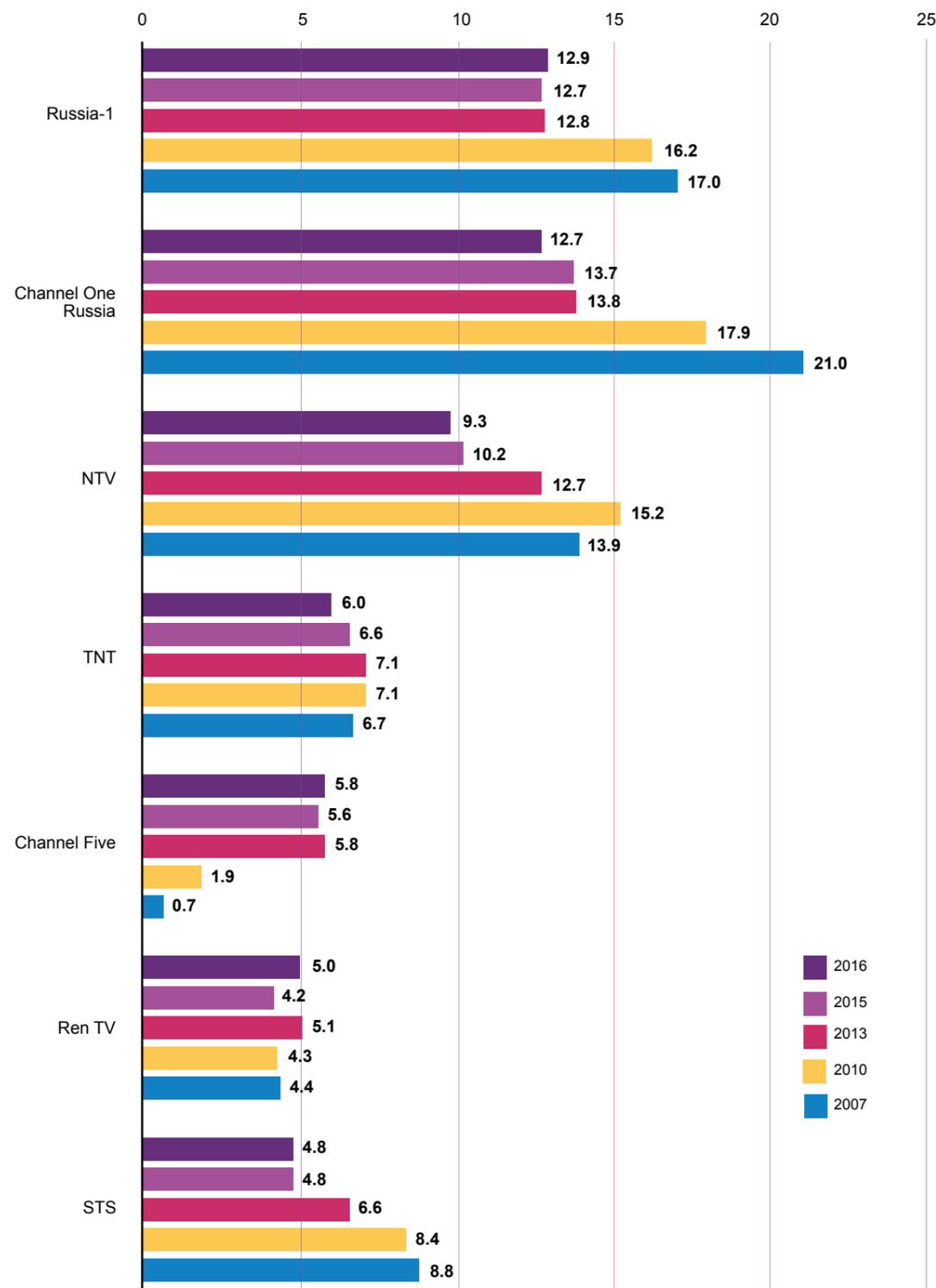
DTV broadcasted till October 17, 2011 and then it was replaced with Peretz, and on November 12, 2015 with Che.

MTV Russia broadcasted till June 1, 2013 and then it was replaced with Pyatnica!

Muz-TV broadcasted till September 16, 2012 and then it was replaced with U.

The TV's share among all Russian consumable media is the biggest, and it has been constantly growing in recent years.

### Dynamics of audience share of over-the-air channels broadcasting films, 2007-2016, %



Sources: Mediascope, TV Index:

Notes:  
Hours under research: 05:00–20:00; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.

Audience share – average number of people who watched the TV-channel, expressed as a percentage of the total audience.

Average daily audience of the channel – average number of people who watched the TV-channel, taking into account the period of watching, expressed in thousands of people.

Average daily coverage – average number of people who watched the TV-channel for at least one minute a day, expressed in thousands of people. Shows the number of unique viewers.

Russia-2 broadcasted till November 1, 2015 and then it was replaced with Match TV.

7TV broadcasted till March 1, 2011 and then it was replaced with Semerka, and on December 31, 2011 with Disney.

DTV broadcasted till October 17, 2011 and then it was replaced with Peretz, and on November 12, 2015 with Che.

MTV Russia broadcasted till June 1, 2013 and then it was replaced with Pyatnica!.

Muz-TV broadcasted till September 16, 2012 and then it was replaced with U.

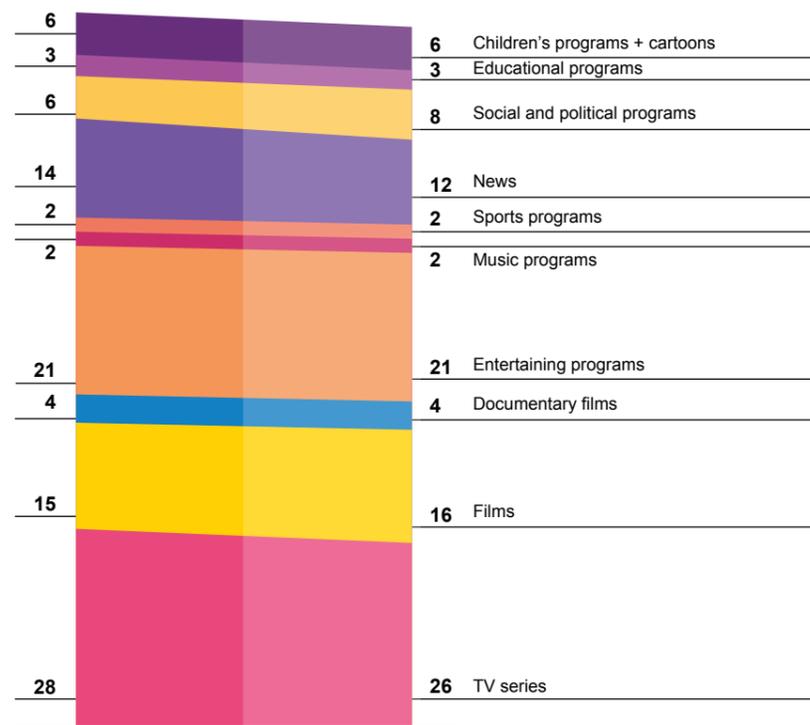
In recent years, major channels suffer audience loss. The most noticeable was reduction of the “Big Three” shares. Over 10 years (from 2007), the Channel One Russia audience decreased from 21% to 12.7%, Russia-1 – from 17% to 12.9% and NTV – from 14% to 9.3%. Many thematic channels show decrease as well. Audience is transferring to the Internet, including websites of those channels that have their own live streaming.

However, we should note the fact that Russia-1 showed growth in 2016. This channel surpassed Channel One Russia in the share of viewers and took the first place for the first time in ten years. The share of Russia-1 amounted to 12.9%, while Channel One Russia has 12.7%.

Significant growth was shown by Ren TV (5%), Carousel (2.3%) and Mir (0.7%). A little growth was also shown by Domashny (3%), Zvezda (2.4%), Pyatnica! (1.5%) and U (0.9%).

**Audience is transferring to the Internet, including websites of those channels that have their own live streaming**

**Audience’s interest, 2015-2017 seasons, %**

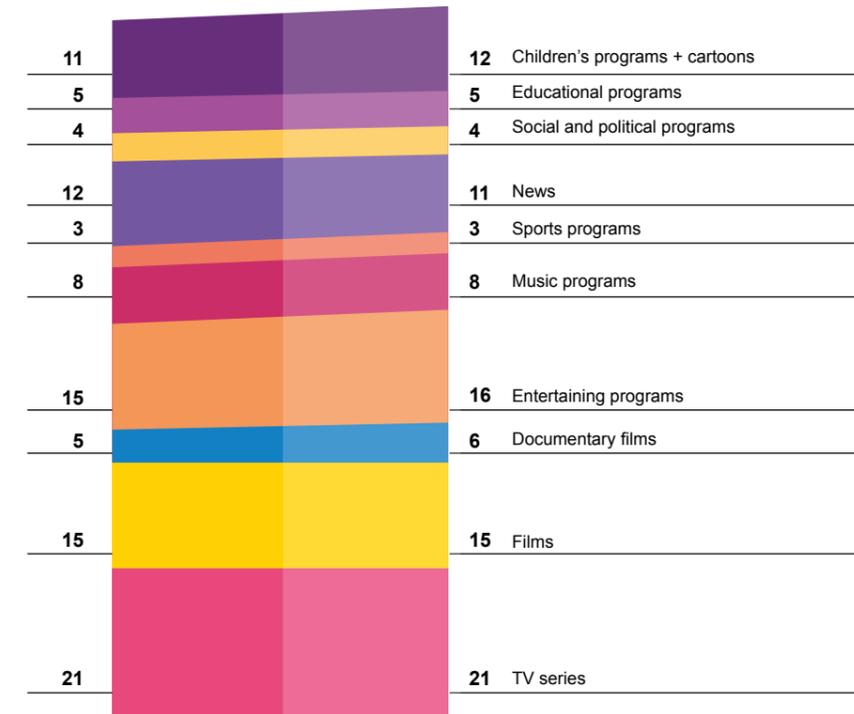


Season from September 01, 2015 to April 22, 2016 Season from September 01, 2016 to April 22, 2017

Source: Mediascope

Note: Research period: September 01, 2015 – April 22, 2017; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.

**Dynamics of distribution of channels’ broadcasting time, 2015-2017 seasons, %**



Season from September 01, 2015 to April 22, 2016 Season from September 01, 2016 to April 22, 2017

Source: Mediascope

Note: Research period: September 01, 2015 – April 22, 2017; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.



Photo: izzet ugutmen/Shutterstock.com

### Broadcasting time of series, films and documentary films on TV-channels, 2015-2017 seasons, %

Period	Sept. 01, 2015 – Apr. 30, 2016	Sept. 01, 2016 – Apr. 22, 2017
<b>Channel One Russia</b>		
TV series	13	7
Films	14	14
Documentary films	3	4
<b>Russia 1</b>		
TV series	24	29
Films	14	13
Documentary films	5	1
<b>NTV</b>		
TV series	53	42
Films	3	3
Documentary films	2	3
<b>STS</b>		
TV series	30	35
Films	32	39
Documentary films	0	0
<b>TNT</b>		
TV series	32	31
Films	22	22
Documentary films	0	0
<b>2X2</b>		
TV series	15	9
Films	0	0
Documentary films	0	6
<b>Domashny</b>		
TV series	41	43
Films	18	14
Documentary films	11	6
<b>Zvezda</b>		
TV series	30	28
Films	44	35
Documentary films	10	13

Period	Sept. 01, 2015 – Apr. 30, 2016	Sept. 01, 2016 – Apr. 22, 2017
<b>Disney</b>		
TV series	13	7
Films	17	14
Documentary films	0	0
<b>Carousel</b>		
TV series	3	3
Films	1	1
Documentary films	0	0
<b>Mir</b>		
TV series	33	44
Films	33	28
Documentary films	5	1
<b>Pyatnica!</b>		
TV series	18	13
Films	10	15
Documentary films	1	0
<b>Channel Five</b>		
TV series	50	52
Films	20	21
Documentary films	1	1
<b>Ren TV</b>		
TV series	13	7
Films	29	25
Documentary films	18	25
<b>Russia 24</b>		
TV series	0	0
Films	0	0
Documentary films	2	4
<b>Russia-K</b>		
TV series	4	7
Films	23	22
Documentary films	24	24
<b>STS Love</b>		
TV series	77	76
Films	0	0
Documentary films	0	0

**Broadcasting time of series, films and documentary films on TV-channels, 2015-2017 seasons, % (continued)**

Period	Sept. 01, 2015 – Apr. 30, 2016	Sept. 01, 2016 – Apr. 22, 2017
TV-3		
TV series	23	25
Films	32	28
Documentary films	17	17
TV Center		
TV series	28	30
Films	29	22
Documentary films	9	11
Che		
TV series	24	26
Films	28	35
Documentary films	14	9
U		
TV series	9	11
Films	7	3
Documentary films	3	0
Russia 2 (broadcasting stopped on October 31, 2015)		
TV series	28	-
Films	8	-
Documentary films	12	-
Match TV (broadcasting began on November 01, 2015 instead of Russia 2)		
TV series	0	0
Films	8	11
Documentary films	14	8

Source: Mediascope

Note: Research period: September 01, 2015 – April 22, 2017; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.

In the previous year, the Russians became less interested in TV series. Their viewing share was 26% of all programs compared to 28% a year before. At the same time, films (from 15% to 16%) and socio-political programs (from 6% to 8%) showed increasing demand, while news (from 14% to 12%) showed decline in demand. The audience's interest in documentary films remained at 4%.

Series and films broadcasting time didn't change, it even grew from 5% to 6% in case of documentaries, and reduced in case of news down to 11%. The share of entertaining programs grew (up to 16%), and so did the share of programs for children and cartoons (up to 12%).

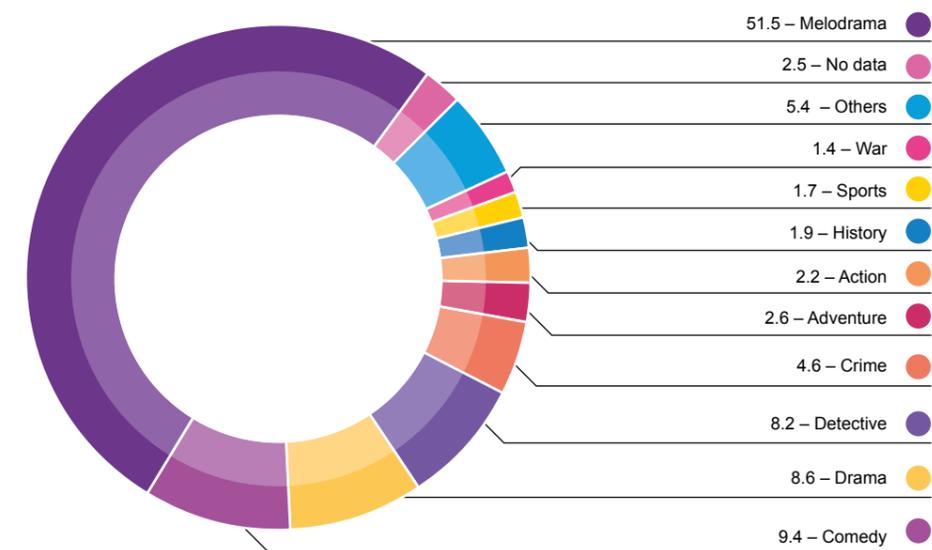
**GENRES ON TV**

According to KVG Research, melodrama, drama and detective series still prevail among all others with 51% of all series content. The aggregate share of comedy

series, as well as both situational and sketch comedies amounts to 15% only.

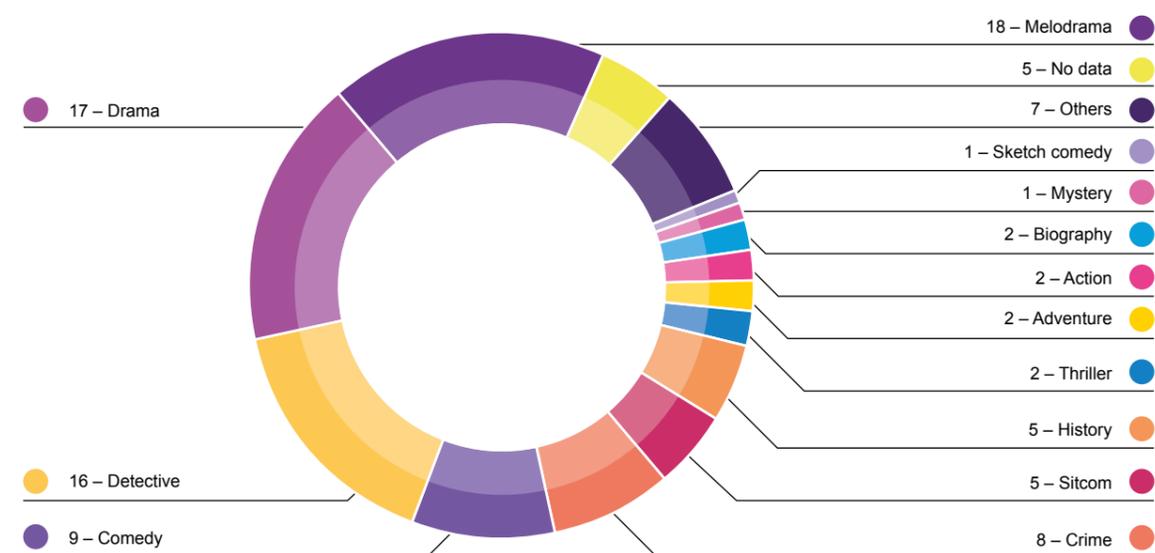
Melodrama remained the main film genre with 51.5% share in 2016 compared to 48% a year before.

**Film genres on TV, 2015-2016 season, %**



Source: KVG Research

**Series genres on TV, 2015-2016 season, %**



Source: KVG Research

### Top 20 films on TV, 2016

No.	Name	Channel	Date (day/mon/year)	Beginning	End	Rating, %	Share, %
1	Lyubov i Golubi	Channel One Russia	08.03.16	5:53 PM	7:57 PM	8.7	25.2
2	Dzhentlmeny Udachi	Channel One Russia	31.12.16	5:03 PM	6:49 PM	7.9	22.5
3	Pyos Barbos i Neobychny Kross	Channel One Russia	31.12.16	4:29 PM	4:39 PM	7.6	23.7
4	Ironiya Sudby, ili s Legkim Parom!	Channel One Russia	31.12.16	6:49 PM	10:30 PM	7.6	19.6
5	Samogonshchiki	Channel One Russia	31.12.16	4:39 PM	5:03 PM	7.4	22.9
6	Avatar	Channel One Russia	02.01.16	9:20 PM	12:15 AM	7.2	22.0
7	Brilliantovaya Ruka	Channel One Russia	31.12.16	3:16 PM	4:29 PM	7.0	22.6
8	Ivan Vasilyevich Menyayet Professiyu	Russia 1	31.12.16	8:03 PM	10:00 PM	6.6	16.9
9	V Boy Idut Odni 'Stariki'	Channel One Russia	09.05.16	10:09 PM	11:38 PM	6.3	24.0
10	Ofitsery	Channel One Russia	23.02.16	4:57 PM	6:52 PM	5.9	18.1
11	Operatsiya 'Y' i Drugie Prikllyucheniya Shurika	Channel One Russia	31.12.16	12:19 PM	2:09 PM	5.8	20.8
12	A Zori Zdes Tikhie...	Channel One Russia	09.05.16	7:01 PM	9:00 PM	5.5	18.2
13	Pretty Woman	Channel One Russia	07.03.16	6:40 PM	9:00 PM	5.5	15.8
14	Moskva Slezam ne Verit	Russia 1	07.03.16	8:31 PM	11:39 PM	5.4	16.0
15	Home Alone 2: Lost in New York	Channel One Russia	02.01.16	2:06 PM	4:27 PM	5.3	17.5
16	Vesna na Zarechnoy Ulitse	Channel One Russia	08.03.16	4:00 PM	5:53 PM	5.2	17.9
17	Ovechka Dolli Byla Zlaya i Rano Umerla	Channel One Russia	03.01.16	9:23 PM	11:37 PM	5.2	15.2
18	Nedotroga	Russia 1	27.03.16	2:18 PM	5:30 PM	5.2	19.1
19	Devchata	Channel One Russia	08.03.16	2:04 PM	4:00 PM	5.1	19.2
20	Kto Ya	Russia 1	05.03.16	9:05 PM	12:51 AM	5.1	17.6

Sources: Mediascope, TV Index

Note:  
Research period: January 01, 2016 – December 31, 2016; region under research: Russia (100,000+ cities); audience under research: 4+ year-old population.

Rating – average number of people who watched the TV program, expressed in percentage of the total audience. Share – average number of people who watched the TV program, expressed in percentage of the total audience at a particular moment of time.

As it is seen from the table, mostly films produced in Russia or the Soviet Union were included in top 20. Thus, the rating includes 13 USSR films, with 7 of them broadcasted during the New Year night. Only four of them were produced in Russia: "A Zori Zdes Tikhie..." (2015 remake based on the novel by Boris Vasilyev under the

same title), "Ovechka Dolli Byla Zlaya i Rano Umerla", "Nedotroga" and "Kto Ya". And only "A Zori Zdes Tikhie..." and "Ovechka Dolli Byla Zlaya i Rano Umerla" had wide release in movie theaters. As for foreign films, rating includes "Avatar", "Pretty Woman" (second year in a row) and "Home Alone 2".

### Rating of 2000-2016 films broadcasted on TV in 2016

No.	Name	Film company	Release date (day/mon/year)	TV broadcasting date (day/mon/year)	Channel	Rating, %	Share, %
1	CF A Zori Zdes Tikhie...	Real-Dakota Star Media Distribution	30.04.15	09.05.16	Channel One	5.5	18.2
2	CF Ovechka Dolli Byla Zlaya i Rano Umerla	Pimanov & Partners	19.02.15	03.01.16	Channel One	5.2	15.2
3	CF Bitva za Sevastopol	Novye Lyudi	02.04.15	22.02.16	Channel One	5	15.8
4	CF Batalon	Corner Work Art Pictures Studio	20.02.15	09.03.16	Channel One	4.9	16.3
5	Ironiya Sudby. Prodolzhenie	TaBBaK	21.12.07	02.01.16	Channel One	4.6	13.6
6	Doroga na Berlin	Aleksandr Litvinov Producing Company Mosfilm	07.05.15	08.05.16	Channel One	4	14.7
7	CF Samyy Luchshy Den!	TaBBaK	24.12.15	09.04.16	NTV	3.9	13.8
8	CF Status: Svoboden	Kinodom	21.01.16	07.03.16	Channel One	3.7	10.9
9	CF Tri Bogatyrya na Dalnikh Beregakh	Melnitsa Animation Studio CTB Film Company	27.12.12	01.01.16	Ren TV	3.6	10.5
10	CF Tri Bogatyrya. Khod Konem	Melnitsa Animation Studio CTB Film Company	01.01.15	01.01.16	Ren TV	3.5	9.5
11	Dedushka Moey Mechty	Pendulum	16.07.15	08.01.16	Channel One	3.5	10.0
12	CF Voin	Art Pictures Studio	01.10.15	22.02.16	Russia 1	3.5	9.9
13	CF Yolki 2	TaBBaK	15.12.11	03.01.16	Russia 1	3.3	12.0
14	CF Lyubit ne Lyubit	Yellow, Black and White Group Central Partnership	04.12.14	12.03.16	Channel One	3.2	9.2
15	CF Yolki Lokmatye	TaBBaK	29.01.15	03.01.16	Russia 1	3.2	10.0
16	CF Zhenikh	Solaris Promo Productions	15.09.16	28.11.16	TNT	3.2	9.0
17	CF SuperBobrov	Filmy Navsegda Yellow, Black and White Group	17.03.16	13.12.16	STS	3.1	9.0
18	CF Metro	Igor Tolstunov's Production Company (Profit)	21.02.13	16.10.16	Channel One	3	11.5
19	CF Yolki 1914	TaBBaK	25.12.14	02.01.16	Russia 1	3	8.3
20	CF Paren s Nashego Kladbishcha	CTB Film Company	03.09.15	14.12.16	STS	3	8.7
21	CF Prizrak	CTB Film Company	26.03.15	12.12.16	STS	2.9	8.6
22	CF Konets Prekrasnoy Epokhi	Vertical	01.10.15	02.04.16	Channel One	2.9	11.3
23	Blagoslovite Zhenshchinu	Vertical	04.09.03	02.04.16	Channel One	2.8	11.4
24	CF Ivan Tsarevich i Seryy Volk	Melnitsa Animation Studio CTB Film Company	29.12.11	04.11.16	Ren TV	2.8	8.3
25	CF Ivan Tsarevich i Seryy Volk 2	Melnitsa Animation Studio CTB Film Company	26.12.13	01.01.16	Ren TV	2.8	9.8
26	Den Vyborov 2	Strela	18.02.16	04.04.16	TNT	2.8	8.6
27	Kanikuly Strogogo Rezhima	Film Direction	25.08.09	27.03.16	Channel One	2.7	10.7

Rating of 2000-2016 films broadcasted on TV in 2016 (continued)

No.	Name	Film company	Release date (day/mon/year)	TV broadcasting date (day/mon/year)	Channel	Rating, %	Share, %
28	CF Legenda No. 17	Three T Production of Nikita Mikhalkov	18.04.13	07.05.16	Russia 1	2.7	10.1
29	Zhenshchiny Protiv Muzhchin	Enjoy Movies	01.04.15	07.09.16	TNT	2.7	8.6
30	CF Pro Lyubov	Magnum Film	10.12.15	06.03.16	Channel One	2.7	11.2
31	Muzhchina s Garantiey	Enjoy Movies	27.09.12	28.09.16	TNT	2.6	7.9
32	Ne Boysya, Ya s Toboy 1919	White Media Azerbaijanfilm	20.11.14	17.04.16	NTV	2.6	7.2
33	Dobrynya Nikitich i Zmey Gorynych	Melnitsa Animation Studio CTB Film Company	16.03.06	04.11.16	Ren TV	2.5	8.3
34	Ilya Muromets i Solovey Razboynik	Melnitsa Animation Studio CTB Film Company	28.12.07	04.11.16	Ren TV	2.4	8.7
35	Lyubov v Bolshom Ggorode 3	Platinum Film	01.01.14	04.02.16	TNT	2.4	6.7
36	Strana Oz	Beloe Zerkalo	03.12.15	13.01.16	TNT	2.4	7.1
37	CF Ivan Tsarevich i Seryy Volk 3	Melnitsa Animation Studio CTB Film Company	01.01.16	04.11.16	Ren TV	2.4	7.1
38	CF Odnoklassniki.ru: NaCLICKay Udachu	Art Pictures Studio	12.12.13	08.09.16	TNT	2.3	7.4
39	CF V Sporte Tolko Devushki	Sreda Fetisov Films	06.02.14	01.02.16	TNT	2.3	6.4
40	CF Barmen	White Media Art Pictures Studio	18.06.15	06.09.16	TNT	2.3	7.5
41	Alyosha Popovich i Tugarin Zmey	Melnitsa Animation Studio CTB Film Company	23.12.04	04.11.16	Ren TV	2.2	9.0
42	Lyubov v Bolshom Gorode 2	Leopolis	25.02.10	03.02.16	TNT	2.2	6.3
43	CF Belyy Tigr	Mosfilm	03.05.12	16.10.16	Channel Five	2.2	6.0
44	CF 30 Svidany	Inspiration Films	04.02.16	29.11.16	TNT	2.2	6.3
45	Glukhar v Kino	Dixi-TV	06.05.10	18.09.16	NTV	2.1	6.0
46	Kray	TeleShow Rock Films	23.09.10	07.05.16	NTV	2	8.1
47	CF 14+	September	08.10.15	12.04.16	TNT	2	6.0
48	CF Chempiony: Bystree. Vyshe. Silnee	Enjoy Movies	18.02.16	21.08.16	NTV	2	6.7
49	Turetsky Gambit	Three T Production of Nikita Mikhalkov	21.02.05	13.06.16	Channel One	1.8	7.6
50	CF Vykrutasy	TaBBaK	17.02.11	07.07.16	STS	1.8	6.0

Sources: Mediascope, TV Index, Cinema Fund

Note:  
 Region under research: Russia (100,000+ cities), audience under research: 4+ year-old population.  
 Rating – average number of people who watched the TV program, expressed in percentage of the total audience. Share – average number of people who watched the TV program, expressed in percentage of the total audience at a particular moment of time.  
 CF – films produced / distributed with the support of the Cinema Fund.

SUBSCRIPTION TV

Subscription TV in Russia has become the second most popular way of films and series delivery to consumers over the years of its existence, hence its playing one of the major roles in film industry's development along with over-the-air television.

The subscription TV market shows sustainable growth. According to TMT Consulting, its subscriber base grew by 4.3% up to 39.6 million people in 2015, and in 2016 it grew by 4.1% up to 41.2 million subscribers. In 2015, the market increased by 16.6% up to 67.3 billion rubles, and in 2016 it grew by 13.2% more, reaching 76.1 billion rubles. The service penetration came close to 73%.

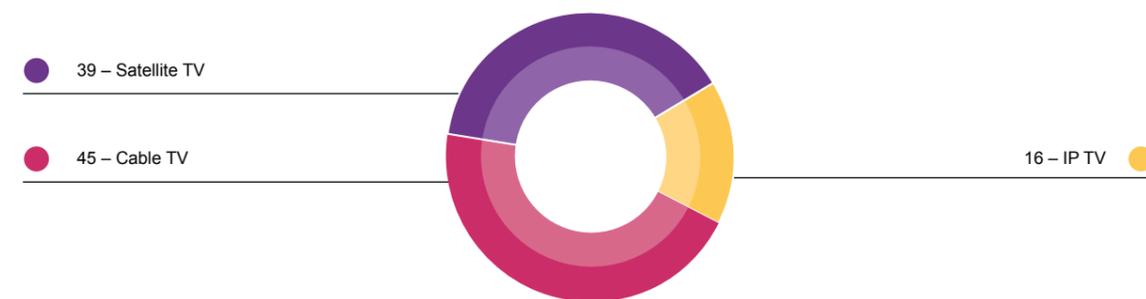
According to TMT Consulting, profitability growth is based on increased tariffs and growth of consumption of additional digital television services, such as

video-on-demand, multiscreen, interactive services, additional channel packages. Average total bill per one subscriber showed average market growth by 8% – from 145 to 156 rubles.

The number of subscribers increased by 1.6 million households, with 65% of new subscriptions referred to IP TV technology. Rates of satellite television growth in 2016 noticeably decreased: there were just 450 thousand new subscribers compared to 830 thousand new subscribers in 2015. On the contrary, there were as many new IP TV subscribers, as in the previous year (1.0 million). This happened first of all due to Rostelecom, which builds fiber-optic lines in small settlements and connects their residents to digital services. Consumers outflow from cable television showed a little reduction compared to the previous year: the number of subscribers in 2016 decreased by 0.3% (-1.3% in 2015).

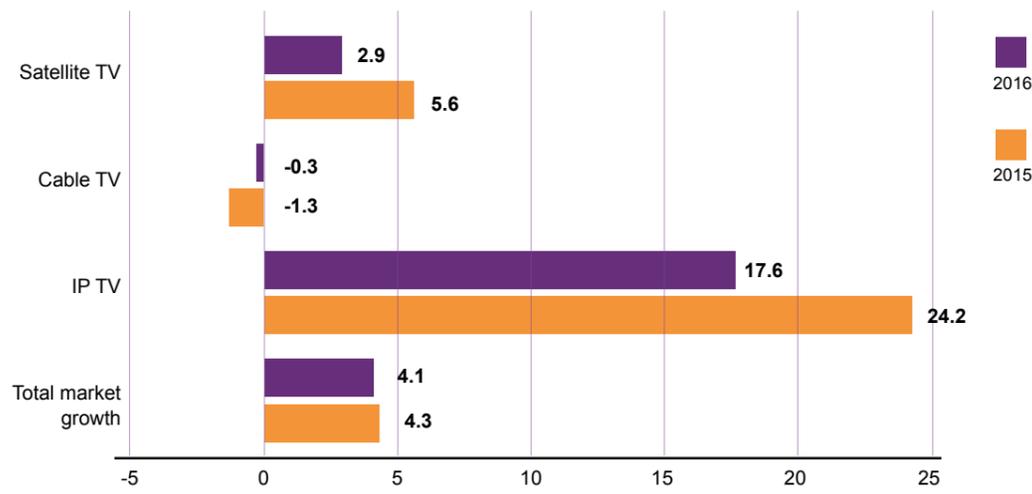
**Subscription television –**  
 provision of the right to use video content on a commercial basis to customers (in contrast to free TV broadcasts on over-the-air television). There are three subscription television groups according to the broadcasting technology: satellite television, cable television and IP TV.

Market structure of subscription TV in Russia by signal delivery technology, 2016, %



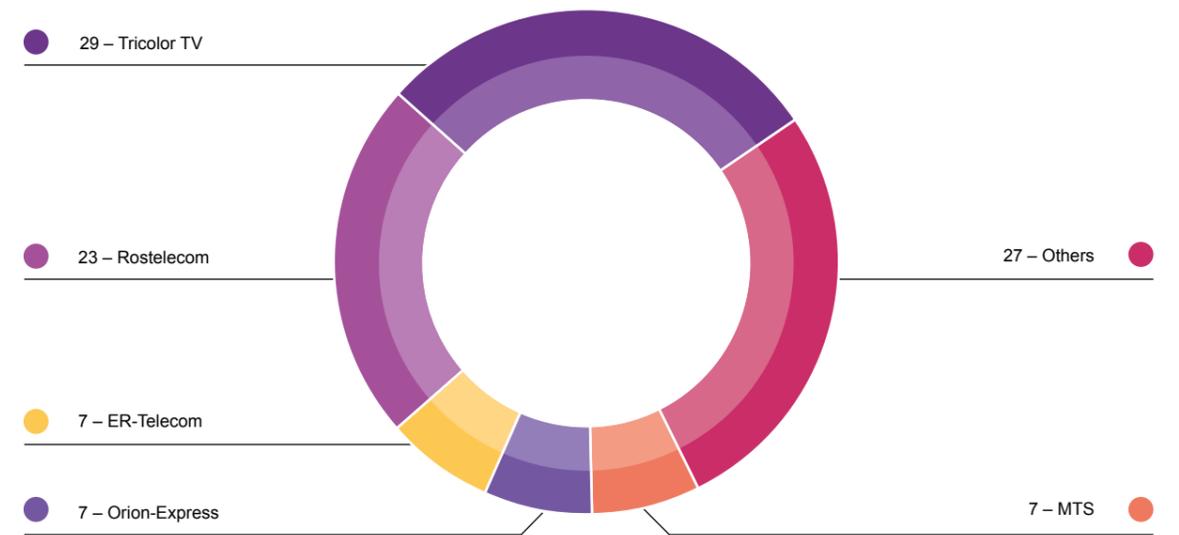
Source: TMT Consulting

**Dynamics of subscriber base by technologies, 2015-2016, %**



Source: TMT Consulting

**Major subscription TV market players in Russia by number of subscribers, 2016, %**



Source: TMT Consulting

**MAJOR SUBSCRIPTION TV MARKET PLAYERS**

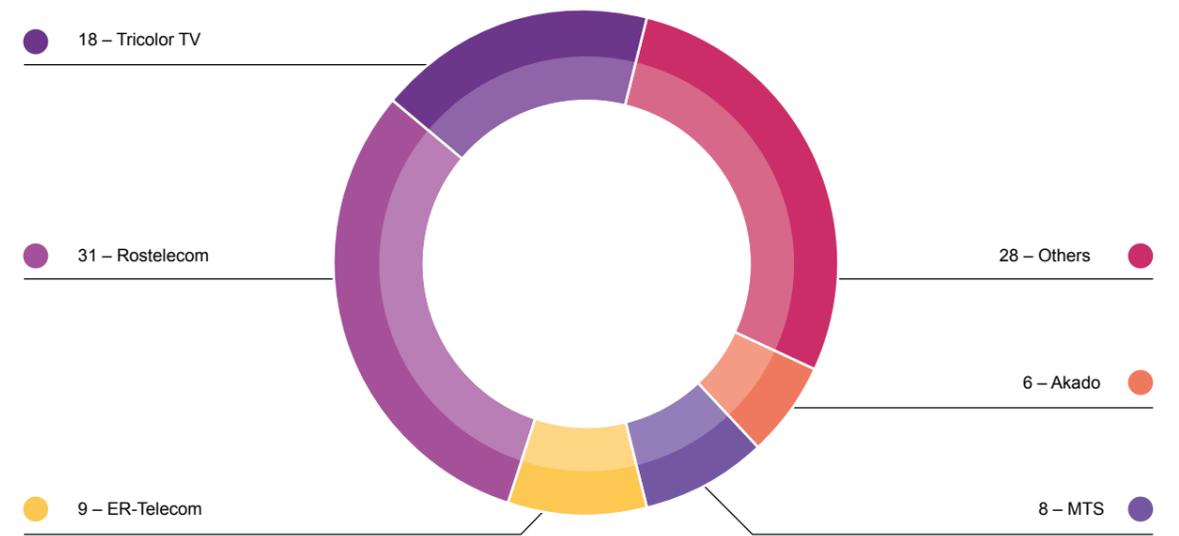
According to TMT Consulting, Rostelecom is the leader of the subscription TV market in receipts. In 2016, it earned 23.6 billion rubles. Tricolor TV receipts amounted to 14 billion rubles, and ER-Telecom to 7.2 billion rubles. The list of major players also includes MTS and Akado with 6.2 and 4.1 billion rubles, respectively. The total receipts of top 5 market leaders reached 55.1 billion rubles.

In 2016, the two biggest providers, Tricolor TV and Rostelecom, attracted 72% of new subscribers with

Rostelecom having 47% of new subscriptions. The ER-Telecom's subscriber base also increased by 180 thousand subscribers.

Though Orion-Express lost its position as the fastest-growing provider, it still managed to add 153 thousand subscribers. Just as a year before, MTS growth takes place mainly due to IP TV development in Moscow. By the end of 2016, the share of four major providers in Moscow comprised 92% of all subscription TV.

**Major subscription TV market players in Russia by profits, 2016, %**



Source: TMT Consulting

**TV tuner (television receiver) –**

device that allows to receive, decode and convert video signal received by antenna or cable, to transmit it to display and speakers of user's device (TV-set, video wall, computer, home theater, mobile gadget, etc.).

TV tuner types:

1. Built-in tuners in user's devices (TV-sets, players, gaming consoles).
2. External (Set-top box, TV tuners).

Technologically, TV tuners are divided into analog and digital. Currently, most countries have almost completed their upgrade to digital technologies, and analog television will be no longer supported in Russia in 2018.

## **CHAPTER 8. VIDEO SERVICES**

Internet video _____	230
Distribution of Internet video services _____	231

# VIDEO SERVICES

## INTERNET VIDEO

Development of the broadband Internet and new technologies of video content delivery in Russia led to rapid distribution of “video on demand” and “sell of digital copy” services. Many communications and subscription TV providers were among the first to launch these services with strong competition with independent companies. Yet

the overwhelming part of the Russian legal market of these services is now occupied by popular world services, which belong to major transnational corporations.

Unlike over-the-air TV, there is a big share of piracy in Internet video (according to some experts, about 85-90% of all traffic). We only analyze legal services in our research.

### Major legal video market players, 2016

Company	Service type	Platforms	Advertising model	Subscription	TVOD	EST
Amediateka	Online Theater	PC*, mobile devices, Smart TV, TV tuners	no	399-799 rubles / month	199-499 rubles	no
AYYO ***	Online Theater	PC, mobile devices, Smart TV	no	no	49-69 rubles	99-349 rubles
Google Play Films	Online video store	PC, mobile devices	no	no	29-99 rubles	29-329 rubles
iTunes Store	Online video store	PC, mobile devices, TV tuners	no	no	69-99 rubles	199-349 rubles
IVI	Online Theater	PC, mobile devices, Smart TV, gaming consoles, TV tuners	yes	399 rubles / month	99-299 rubles	299-399 rubles
Megogo	Online Theater	PC, mobile devices, Smart TV, TV tuners	yes	197 rubles / month	no	no
Netflix	Online Theater	PC, mobile devices, Smart TV, TV tuners	no	7.99-11.99 euro / month	no	no
Okko	Online Theater	PC, mobile devices, Smart TV, gaming consoles	no	99-599 rubles / month	79 rubles	99-349 rubles
Rutube	Video hosting	PC, mobile devices, Smart TV, TV tuners	yes	no	79 rubles	99-349 rubles
Tele 2 TV	Provider's VOD	Mobile devices	no	6-12 rubles / day	no	no
Tvigle	Online Theater	PC, mobile devices, Smart TV, gaming consoles, TV tuners	yes	no	no	no

Company	Service type	Platforms	Advertising model	Subscription	TVOD	EST
TVzavr	Online Theater	PC, mobile devices, Smart TV, TV tuners	yes	249 rubles / month	69-129 rubles	199-249 rubles
Videomore	Online Theater	PC, mobile devices, Smart TV,	yes	no	no	no
YouTube	Video hosting	PC, mobile devices	yes	19-9.999 rubles / month	19-9.999 rubles	19-9.999 rubles
Zabava ****	Provider's VOD	PC, mobile devices, Smart TV, TV tuners	no	150 rubles / month	30-300 rubles	50-349 rubles
Akado **	Provider's VOD	TV tuners	no	no	60 rubles	no
Beeline TV **	Provider's VOD	TV tuners	no	no	15-100 rubles	no
Dom.ru	Provider's VOD	PC, mobile devices, TV tuners	no	99-349 rubles / month	100-299 rubles	no
Interactive TV	Provider's VOD	PC	no	150-300 rubles / month	100-300 rubles	no
Interactive TV 2.0 ****	Provider's VOD	PC, mobile devices, TV tuners, Smart TV	no	150-300 rubles / month	100-300 rubles	no
MegaFon TV **	Provider's VOD	PC, mobile devices, Smart TV	no	5-9 rubles / day	99-149 rubles	249-349 rubles
MTS TV **	Provider's VOD	PC, mobile devices, Smart TV	no	9.99-15 rubles / day	no	no
NTV+ **	Provider's VOD	TV tuners	no	149-1049 rubles / month	99 rubles	no
OnLime TV	Provider's VOD	mobile devices, Smart TV, TV tuners	no	320-1700 rubles / month	no	no
Rostelecom	Provider's VOD	PC, mobile devices, TV tuners, Smart TV	no	no	10-200 rubles	no
Tricolor **	Provider's VOD	TV tuners	no	1200-2000 rubles / year	no	no

Source:

InterMedia according to companies' official websites

\* Personal computers, including laptops and notebooks

\*\* Price of packages, including films and / or series

\*\*\* Closed in March 2017

\*\*\*\* Expanded option for Rostelecom subscribers

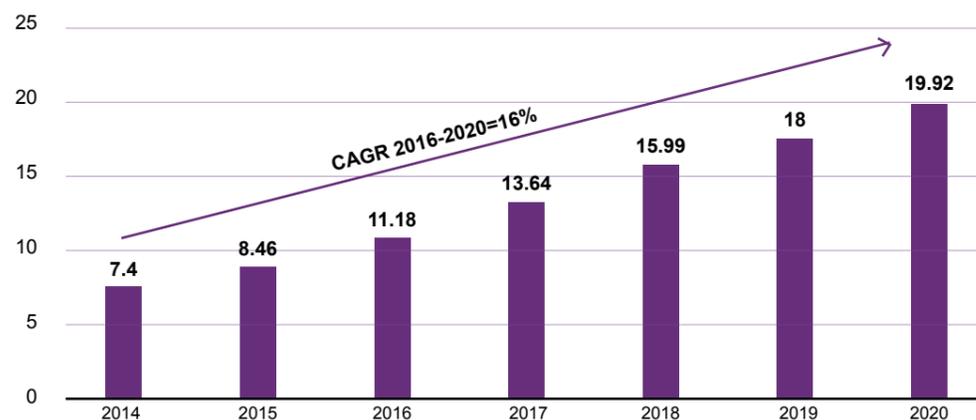
## DISTRIBUTION OF INTERNET VIDEO SERVICES

In 2016, the legal subscription video services market in Russia reached 11.18 billion rubles, which is 32% more than in 2015 (according to J'son & Partners Consulting). Profits of market players demonstrating commercials increased by 22.4% and subscription services by 50.4%. However, it should be taken into account that J'son & Partners Consulting also includes the figures for

subscription TV providers, which we address in chapter “Television” of our research.

According to J'son & Partners Consulting forecasts, legal video services market's receipts will increase by 78% by 2020 compared to 2016, i.e. almost up to 20 billion rubles. Average annual rate of growth in 2017-2020 will be 16%. The last year's forecast by J'son & Partners Consulting was also positive, but they predicted smaller figures: growth rate of 14% and market player's profits by 2019 around 14.3 billion rubles.

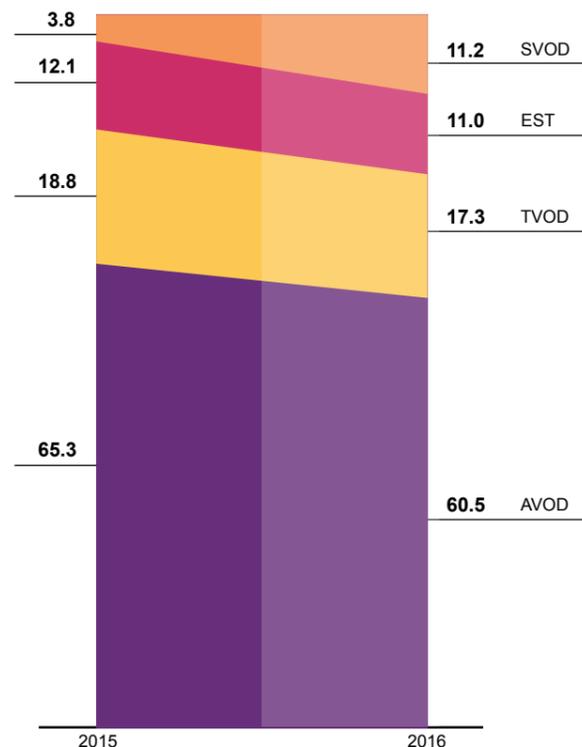
### Russian legal video services market, 2014-2020, billion rubles



Source: J'son & Partners Consulting

Note: CAGR (Compound Annual Growth Rate) – average annual growth rate taking compound interest into account.

### Legal video services market by types of monetization, 2015-2016, %



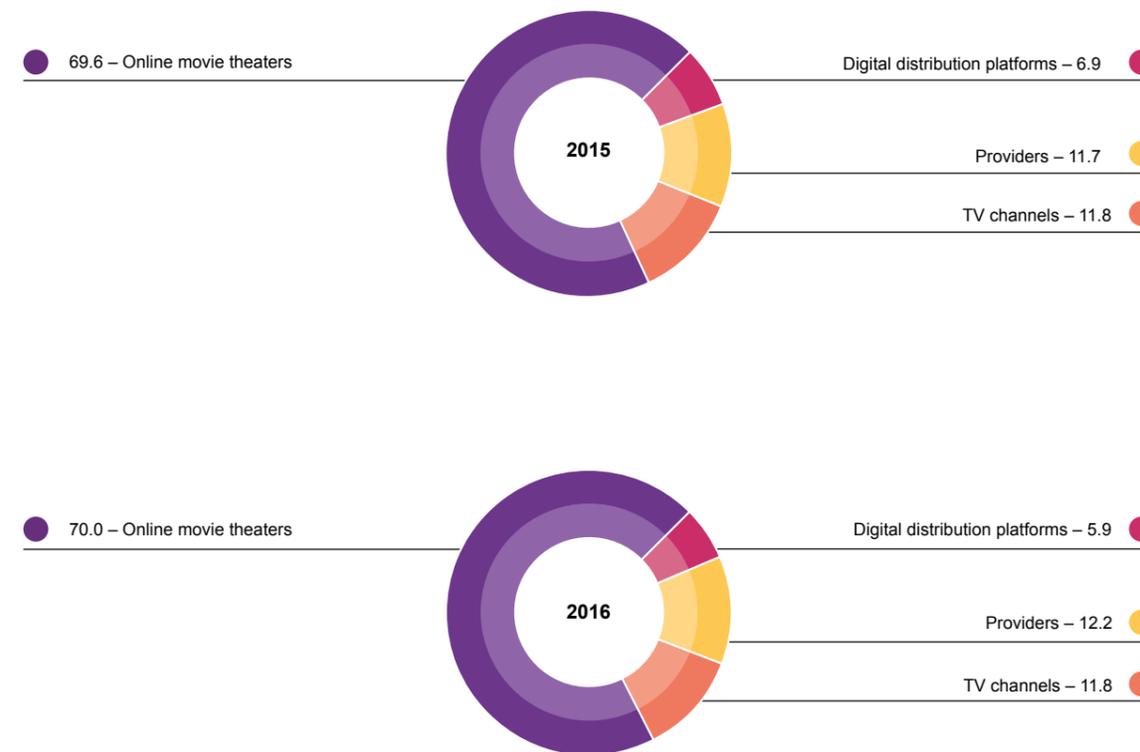
Source: J'son & Partners Consulting

The year's key change in the market structure is in the types of monetization. The advertising model (AVOD) remains the most popular type as it was in the past, but market players earn more and more by subscription content. The AVOD share dropped down to 60.5%. The highest growth was shown by subscription (SVOD). Its share grew from 3.8% to 11.2% in the course of the year, though in 2014 it was only 3.6%. Today, SVOD takes the third place in market structure, having surpassed the sales of digital copies (EST).

Online movie theaters take leading positions in amounts of their receipts after earning 7.83 billion rubles in 2016 (70%). The second place goes to subscription

TV providers, who managed to increase their market share from 11.7% to 12.2% and earn 1.37 billion rubles. This is mainly due to the increased numbers of IP TV subscribers and promotion of VOD services. The share of TV channels didn't change for the entire year and remained at 11.8%. They earned 1.32 billion rubles by access to their videos. In 2016, some TV channels introduced subscriptions allowing to watch the content without commercials. Digital distribution platforms started losing their positions. As a result of 2016, their share comprised 5.9%, while it was 6.9% in 2015. This segment holds 660 million rubles, but a slowdown in growth is expected already this year due to VAT on sales of digital content introduced on January 1, 2017.

### Profits of legal video services by segments, 2015-2016, %



Source: J'son & Partners Consulting

## **CHAPTER 9. VIDEO ON PHYSICAL MEDIA**

<b>DVD and Blu-Ray market</b>	<b>236</b>
<b>Types of releases</b>	<b>238</b>
<b>Film producers' geography</b>	<b>239</b>
<b>Interval</b>	<b>241</b>
<b>Publishers</b>	<b>242</b>

# VIDEO ON PHYSICAL MEDIA

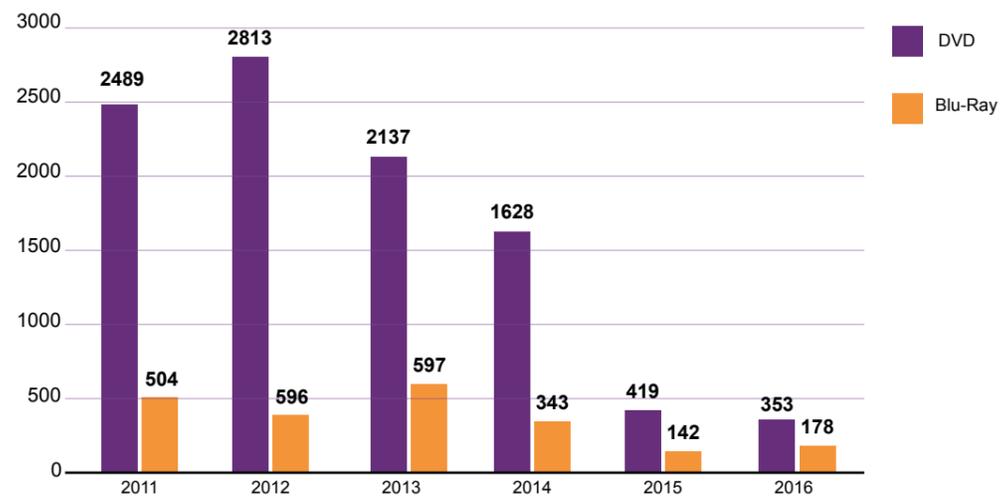
## DVD AND BLU-RAY MARKET

The number of film releases on physical media is decreasing very quickly, as users watch films at home by means of virtual media more and more, i.e. subscription television, legal Internet services and pirate websites. Physical media are practically coming to an end both as a leading and significant segment of the entire industry. As the diagram shows, the number of DVD releases decreased in 2016 by only 16%, which can be considered a success compared to 74% in 2015. This proves that when the demand for compact disks is dropping, publishers managed to achieve the optimal demand-

to-supply ratio and to slow down the downfall, while the number of Blu-Ray releases even increased.

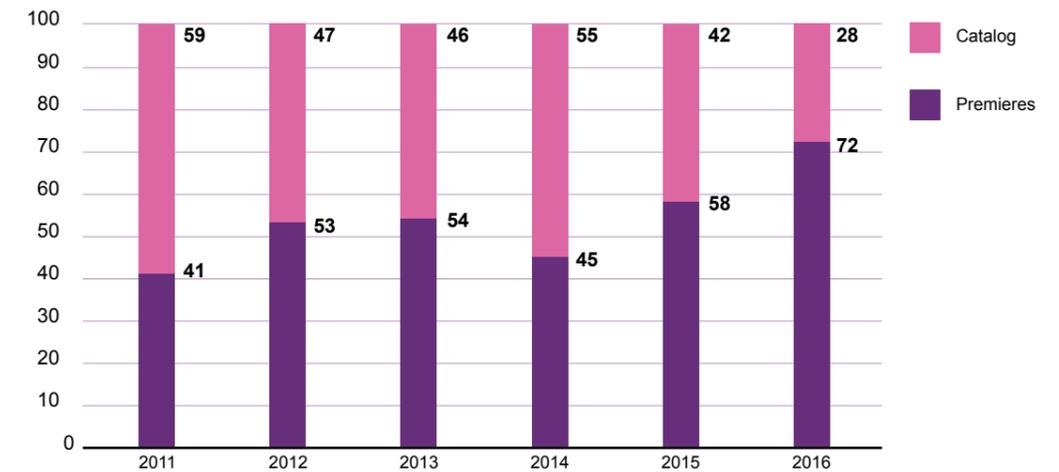
Just a few years ago, premieres and catalog DVD re-releases had approximately equal shares, but recently the numbers of Blu-Ray old film re-releases have been dropping very quickly, as customers are first of all interested in watching new HD blockbusters with lots of special effects. But this trend changed in 2016: the share of premieres in the DVD segment increased by 14% and fell by 5% in the Blu-Ray. However, considering the insignificance of physical media market, this can be hardly called a change of some trends but more likely a statistical error.

Number of DVD and Blu-Ray releases, 2011-2016



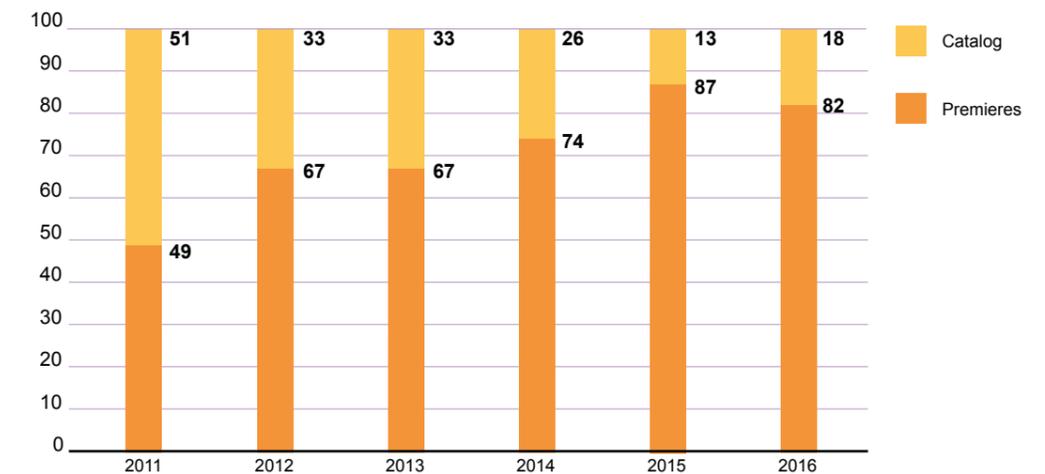
Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

DVD market structure, %, 2011-2016



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

Blu-Ray market structure, %, 2011-2016



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Premiere** – nominal characteristic of a video content unit during a set period of time after its release, with the major share of its sales. The duration of that period varies from two weeks to three months, dependent on the state of the industry, special features of content usage and other factors.

**Organization's catalog** – aggregation of video content that the organization has the right to use. Catalog also includes premieres that the organization has the right to use, but the use of terms "catalog" and "premieres" established in the industry is not very accurate, when they are opposed to each other, e.g. "catalog releases" mean re-launch on physical media of previously released video content.

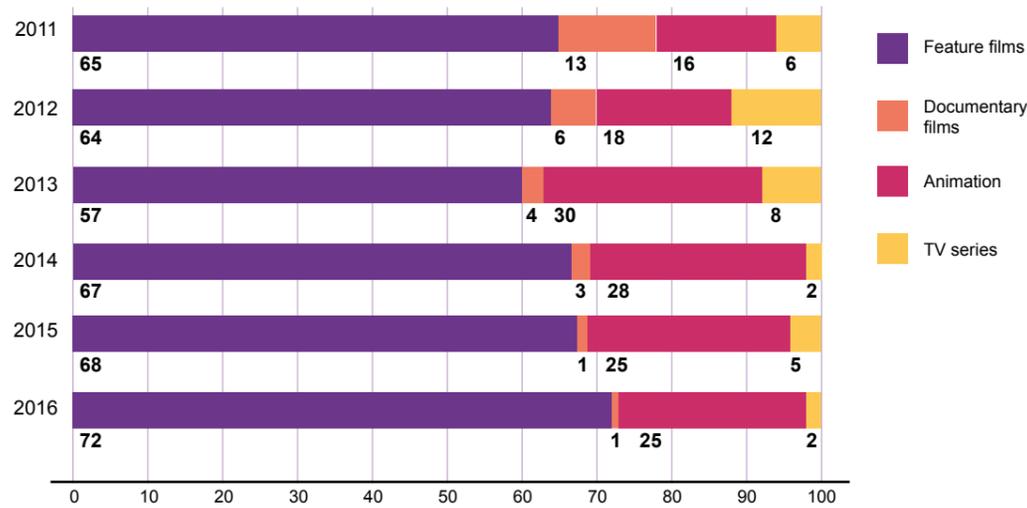
**TYPES OF RELEASES**

Discs in Russia are mainly used to release feature films, making 72% of the DVD and 85% of the Blu-Ray market. The second place in releases belongs to animation, both full-length films and cartoon series. Their DVD share remains at the level of 25% for the second year in a row, while it reduces for the Blu-Ray:

from 24% down to 15% in 2016.

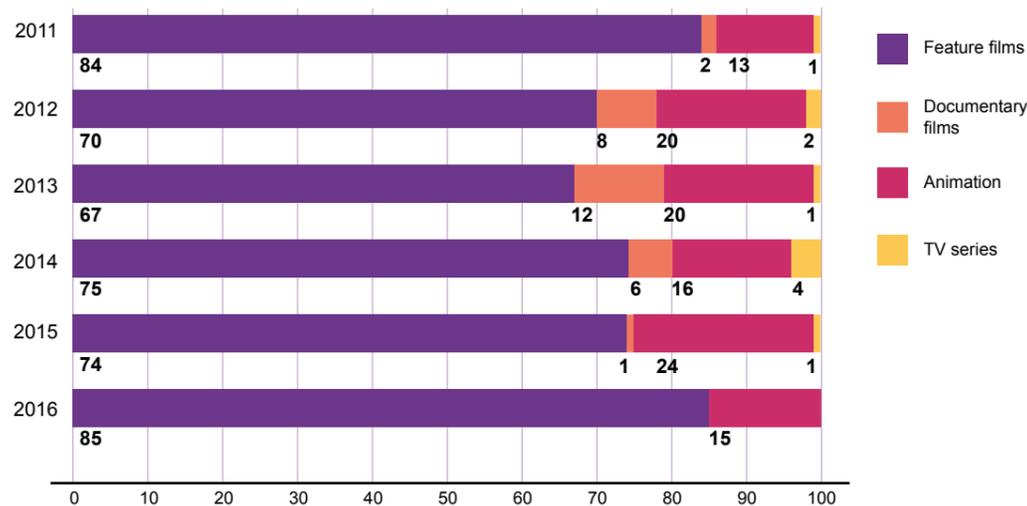
The Blu-Ray release of TV series and documentary films is almost entirely finished (last year the share of each amounted to 1%). DVDs with documentaries remained at the level of 1%, while the share of series in the same format decreased from 5% to 2%.

**Types of DVD releases, 2011-2016, %**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Types of Blu-Ray releases, 2011-2016, %**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

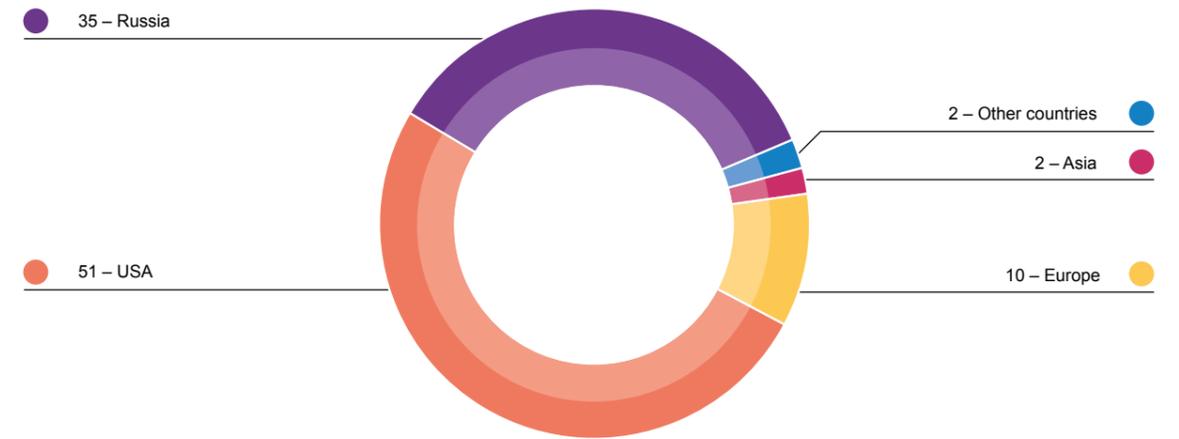
**FILM PRODUCERS' GEOGRAPHY**

In 2016, the share of Russian films and series on physical media increased: its growth amounted to 9% for DVD and 5% for Blu-Ray. Positive changes became possible not only due to the decreasing shares of the content from the majority of other countries, but due to increase of the number of Russian films as well. Over the year, their DVD number increased from 109 to 124 and Blu-Ray – from 12 to 23. There were 51

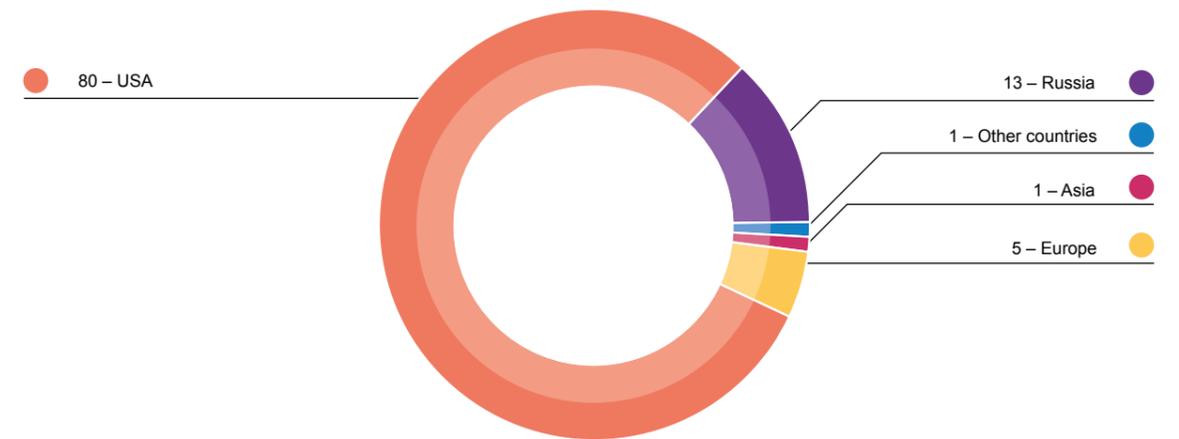
releases of Soviet classics, which include the series “Zolotoy Fond Otechestvennogo Kino”, “Shedevry Otechestvennoy Multiplikatsii” and other thematic collections.

The USA are leading among foreign films. The share of American films is 51% for DVD and 80% for Blu-Ray, while the shares of independent films from Europe and other countries decreased twice: from 10% to 4% for DVD and from 5% to 2% for Blu-Ray.

**Shares of film producing countries in DVD releases, 2016, %**

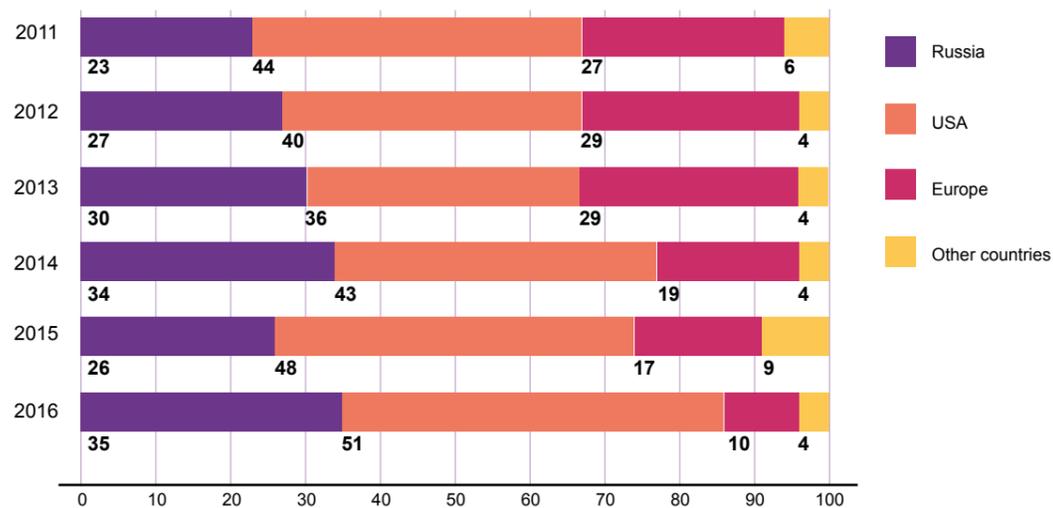


**Shares of film producing countries in Blu-Ray releases, 2016, %**



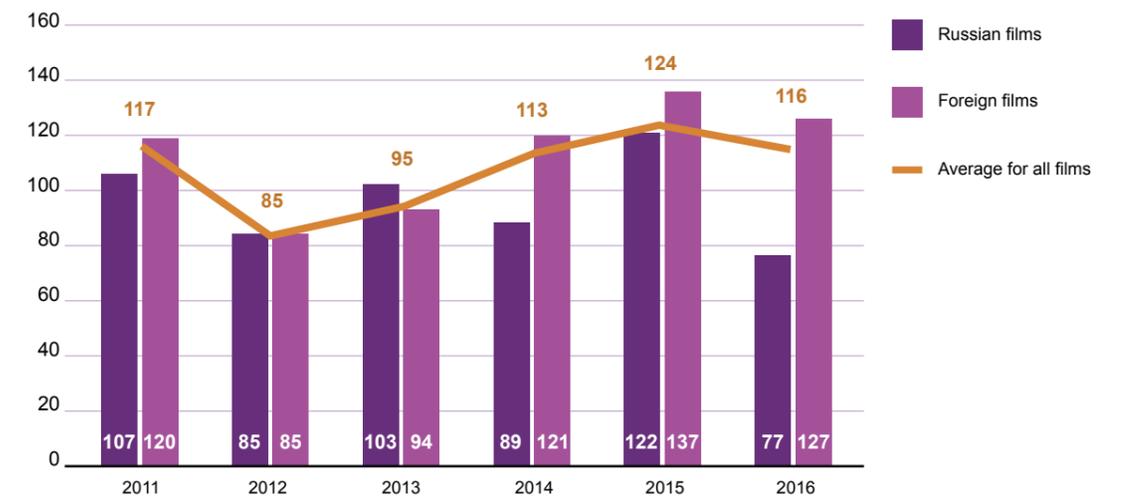
Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Dynamics of film producing countries in DVD releases, 2011-2016, %**



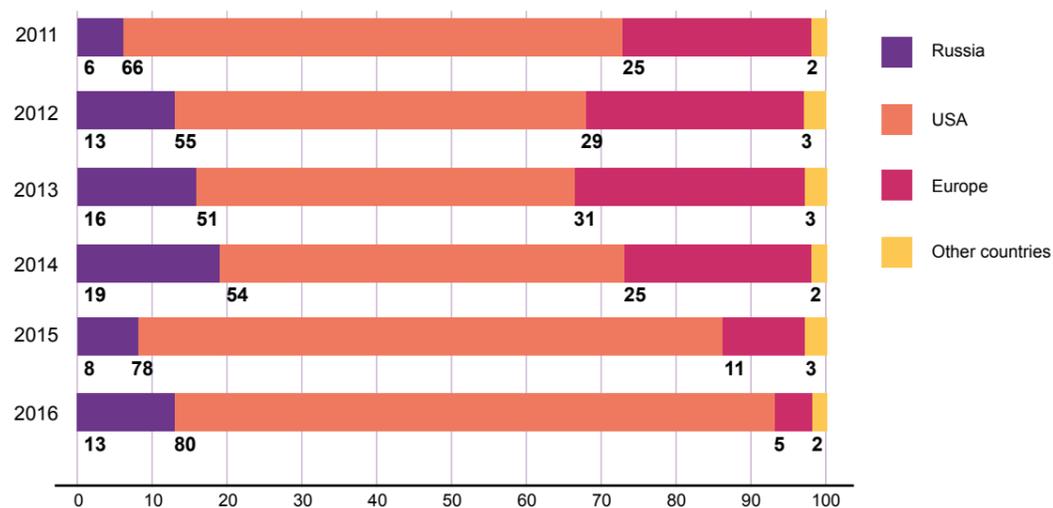
Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Average interval between film's release in movie theatres and its DVD release, 2011-2016 (days)**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Dynamics of film producing countries in Blu-Ray releases, 2011-2016, %**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**INTERVAL**

Copyright owners and distributors were shortening the interval between film's release in movie theaters and its release on physical media for quite a long time in order to fight against piracy, focusing mainly on movie theater film versions without additional content and aimed at buying after going to the movies when memories are still fresh. However, today, when piracy has almost entirely abandoned DVD and Blu-Ray in favor of the Internet and when the market rapidly decreases, the state of affairs is different. Publishers aim to release films on physical media not only as soon as possible, but with additional content, e.g. scenes deleted from the movie theater version, interviews with director and actors, additional soundtracks, etc. In 2016, the average interval between movie theater

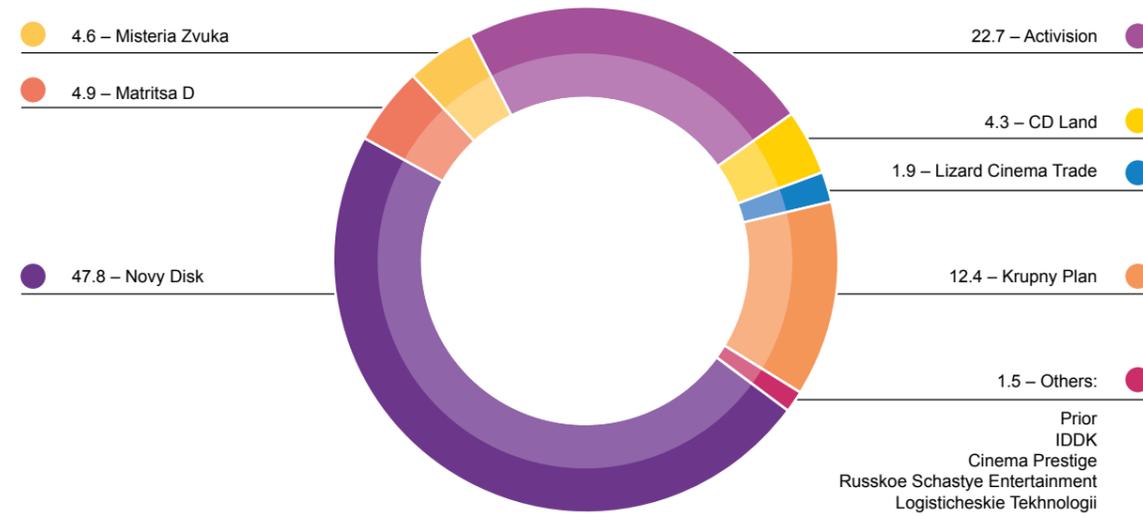
release and DVD release comprised 116 days, with Russian films' interval being almost 40% shorter than foreign films' interval: 77 against 127 days.

Publishers aim to release films on physical media not only as soon as possible, but with additional content

**PUBLISHERS**

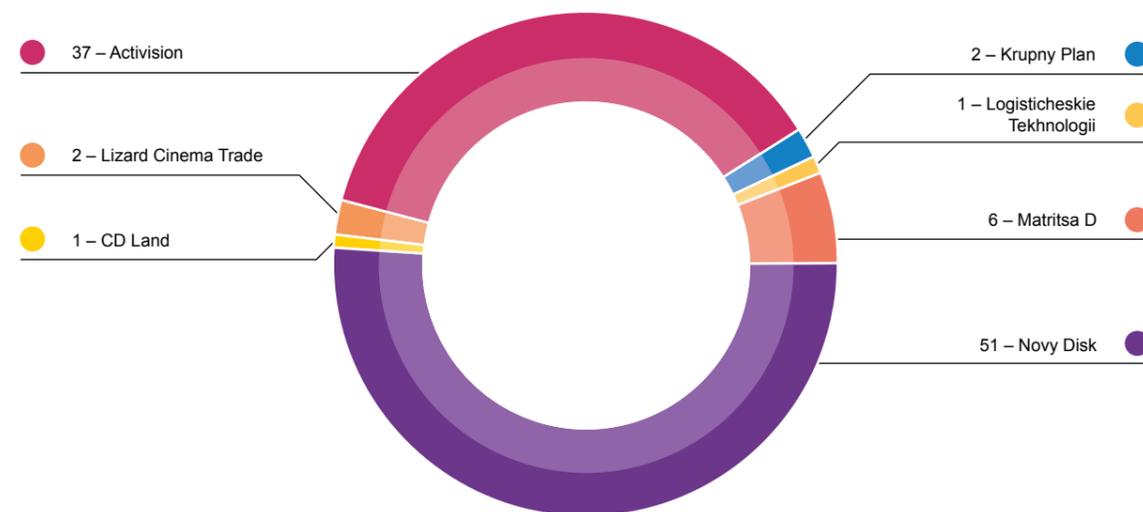
In 2016, the number of market players decreased by 8%. Top 3 are the following: “Novy Disk”, “Activision” and “Krupny Plan” in the DVD segment, and “Novy Disk”, “Activision” and “Matritsa D” in the Blu-Ray segment.

**Shares of major DVD publishers by number of releases, 2016, %**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

**Shares of major Blu-Ray publishers by number of releases, 2016, %**



Source: InterMedia according to Videomagazin, Metropolitan Media, Kinopoisk

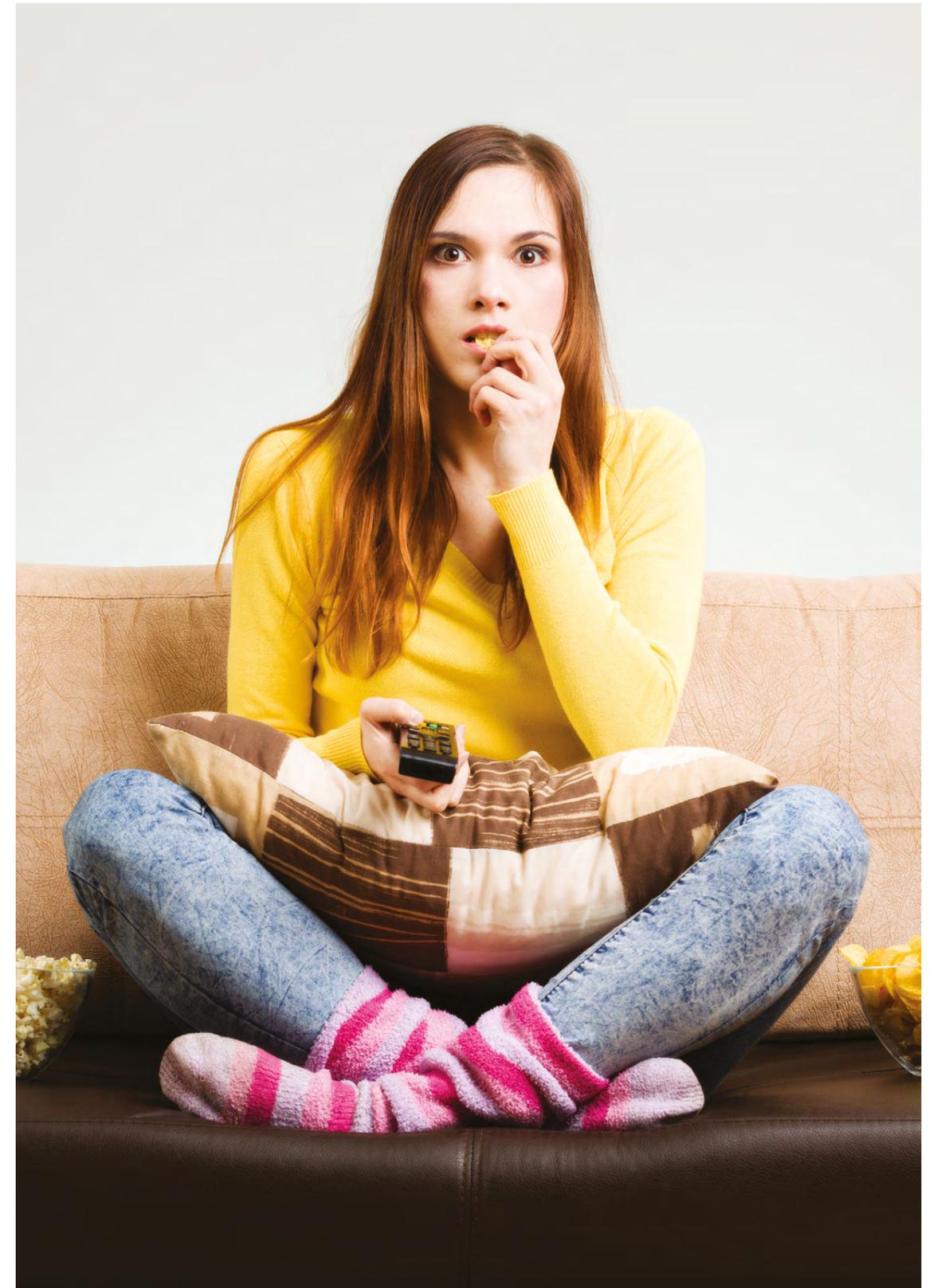


Photo: gkrphoto/Shutterstock.com

## **CHAPTER 10. INTERNATIONAL DISTRIBUTION**

<b>Role and significance of international distribution</b>	<b>246</b>
<b>Russian film promotion</b>	<b>248</b>
<b>International distribution of Russian films</b>	<b>252</b>

# INTERNATIONAL DISTRIBUTION

## ROLE AND SIGNIFICANCE OF INTERNATIONAL DISTRIBUTION

Currently, international distribution is a useful aid for payback and even box office success of big-budget films. But this may be the case only for such a content that has a necessary quality and the concept of which is universal to satisfy the needs of modern audience all over the world.

As we can see, all ten highest-grossing films in international distribution over the last 20 years were produced by Hollywood studios. Box office receipts from these films in other countries sometimes make over 70% of their total box office receipts and surpass the results of national distribution several times.

Thus, counting on successful international distribution is the basis of the economic model of any big Hollywood blockbuster. Otherwise, the current limits of the national distribution market in the USA would significantly reduce the allowable level of film's production budget. And that's with more than 40,000 movie theater screens in the USA, which is ten times more than, for example, in Russia.

A demonstrative example is "Warcraft", produced in the USA jointly with China. It was released on June 10, 2016 and collected only US\$47.3 million on the internal market with the production budget of US\$160 million. But by the end of its release in early November, the total box office receipts reached US\$433.6 million. Therefore, US\$386.3 million were collected due to international distribution with almost half of that (US\$213.5 million) collected in China, where the film was screened for only four weeks.

Not a single film on the Russian distribution market managed to surpass the record of "Avatar" that in 2009 collected 3.6 billion rubles. Generally, the most successful films on the territory of our country collect 1.5-2 billion rubles, i.e. US\$25-30 million. The most successful Russian film in 2016 was "Viking" with the total box office receipts in the Russian Federation amounting to 1.5 billion rubles, or US\$24.7 million.

Thus, given that the producer's share is about 42-45% of total box office receipts, payback of big-budget film investments by releasing it only on the Russian market is highly unlikely. At the same time, the sustainable growth of interest in our films on the global market, as it's shown below, inspires some optimism. There is every reason to believe that the payback issue may be to a considerable extent solved by means of international distribution. And it is hard to overestimate the importance of development of Russian films' international distribution to increase the authority of the Russian culture in the world arena.

Counting on successful international distribution is the basis of the economic model of any big Hollywood blockbuster.

## Top 10 highest-grossing films in worldwide distribution, 1997-2016

No.	Film	Box office receipts, USA, US\$	Box office receipts, other countries, US\$	Worldwide box office receipts, US\$	Share of US receipts, %	Share of other countries' receipts, %
1	Avatar	760,507,625	2,027,457,462	2,787,965,087	27.3	72.7
2	Titanic	658,672,302	1,528,100,000	2,186,772,302	30.1	69.9
3	Star Wars: Episode VII – The Force Awakens	936,662,225	1,131,561,399	2,068,223,624	45.3	54.7
4	Jurassic World	652,270,625	1,019,442,583	1,671,713,208	39.0	61.0
5	Avengers	623,357,910	895,455,078	1,518,812,988	41.0	59.0
6	Furious Seven	353,007,020	1,163,038,891	1,516,045,911	23.3	76.7
7	Avengers: Age of Ultron	459,005,868	946,397,826	1,405,403,694	32.7	67.3
8	Harry Potter and the Deathly Hallows: Part 1	381,011,219	960,500,000	1,341,511,219	28.4	71.6
9	Frozen	400,738,009	75,742,326	1,276,480,335	31.4	68.6
10	Iron Man Three	409,013,994	805,797,258	1,214,811,252	33.7	66.3

Source: Box Office Mojo

Note: Box office receipts are given at nominal values, i.e. without taking inflation into account.

## Top 10 highest-grossing releases in US distribution, 2016

No.	Film	Box office receipts, USA, US\$	Box office receipts, other countries, US\$	Worldwide box office receipts, US\$	Share of US receipts, %	Share of other countries' receipts, %
1	Rogue One: A Star Wars Story	532,175,212	523,781,947	1,055,959,271	50.4	49.6
2	Finding Dory	486,295,561	542,275,328	1,028,570,889	47.3	52.7
3	Captain America: Civil War	408,084,349	745,220,146	1,153,304,495	35.4	64.6
4	The Secret Life of Pets	368,384,330	507,073,607	875,457,937	42.1	57.9
5	The Jungle Book	364,001,123	602,549,477	966,550,600	37.7	62.3
6	Deadpool	363,070,709	420,042,270	783,112,979	46.4	53.6
7	Zootopia	341,268,248	682,515,947	1,023,784,195	33.3	66.7
8	Batman v Superman: Dawn of Justice	330,360,194	542,900,000	873,260,194	37.8	62.2
9	Suicide Squad	325,100,054	420,500,000	745,600,054	43.6	56.4
10	Sing	270,327,395	357,751,328	631,029,045	43.0	57.0

Source: Box Office Mojo

## RUSSIAN FILM PROMOTION

Russian films are mainly promoted in foreign countries by participation of Russian films and companies in the biggest international film festivals, film markets and film weeks. The Ministry of Culture of the Russian Federation annually grants subsidies for these purposes. In 2016, there were 59 Russian film events (weeks, festivals, days) in 33 countries. JSC Roskino is the recipient of subsidies for promotion of Russian films on international film and TV markets. In 2016, Roskino organized 11 events in seven countries of the world and presented 76 Russian films and TV series of 55 Russian companies on 9 leading international film and TV markets, supported by the Ministry of Culture of the Russian Federation and in partnership with PJSC Aeroflot.

The deals for sale of national films on 9 TV and film markets in 2016 amounted to US\$19.6 million totally. Compared to 2015, box office receipts of Russian films in 2016 in international distribution increased by over 100%:

### Major film and TV markets where Russian films were presented, 2016

No.	Date	Event	Country, city	Companies-participants	Number of films	Sales of Russian films, US\$ million	Russian films-headliners
1	February	European Film Market	Germany, Berlin	41	57	2.2	Ekipazh
2	March	Filmart	China, Hong Kong	34	42	0.7	Volki i Ovtsy: Be-e-zumnoye Prevrashchenie Snezhnaya Koroleva 3. Ogon i Led
3	April	International TV and digital content market MIPTV	France, Cannes	22	50	2	
4	May	Marché du Film	France, Cannes	45	65	7	Prityazhenie Ekipazh
5	September	Venice Production Bridge	Italy, Venice	18	23	0.5	
6	September	Film Market of the 41 <sup>st</sup> Toronto International Film Festival	Canada, Toronto	32	46	1.5	Duelyant Zoologiya Next
7	October	International Market of TV Programs for Children MIPJunior	France, Cannes	12		0.21	Sharlotta i Kvakson
8	October	International market of communications programs MIPCOM	France, Cannes	40	65	2.5	Mata Hari
9	November	American Film Market (AFM)	USA, Los Angeles	40	67	3	Viking Prityazhenie

Source: Roskino

in 2015, 20 Russian films collected US\$17 million and the same number of films collected US\$44 million in 2016.

The only Oscar nominee in January, 2016 from Russia was the animated film “Mi ne Mozhem Zhit bez Kosmosa” by Konstantin Bronzit. It was nominated for Best Animated Short Film. The director represented our country in Los Angeles at the Award ceremony of the American Film Academy.

In February, 2016, there were 5 Russian projects presented at the 66<sup>th</sup> Berlin International Film Festival. They included the debut by Mikhail Mestetsky “Tryapichny Soyuz” in the Generation 14 plus contest program. Later this film participated in the Week of New Russian Cinema in Los Angeles.

Russian films on international film markets are promoted at the stand of Russian Cinema Worldwide that unites Russian films and film companies.

## Major film festivals and awards in which Russian films took part, 2016

No.	Date	Event	Country	Film	Genre	Note:
1	January	Award of American Academy of Motion Picture Arts and Sciences (Oscar)	USA, Los Angeles	My ne Mozhem Zhit bez Kosmosa	Animation	nominee
2	February	66 <sup>th</sup> Berlin International Film Festival	Germany, Berlin	Tryapichny Soyuz	Comedy	participant
3	May	66 <sup>th</sup> Cannes International Film Festival	France, Cannes	Listening to Beethoven Uchenik	Animation Drama	participant prizewinner
4	September	73 <sup>rd</sup> Venice International Film Festival	Italy, Venice	Ray	Drama	prizewinner
5	September	41 <sup>st</sup> Toronto International Film Festival	Canada, Toronto	Duelyant Zoologiya Next	Drama Drama short	participant participant participant
6	October	London International Film Festival BFI	UK, London	Zoologiya Uchenik Moroshka Begemot i Kompot Dancer Gorod-Geroy	Drama Drama short / animation short / animation documentary short	participant participant participant participant participant participant
7	November	Week of New Russian Cinema	USA, Los Angeles	Duelyant Khoroshy Malchik Tryapichny Soyuz Zoologiya Prityazhenie	drama comedy comedy drama fiction	out-of-contest out-of-contest out-of-contest out-of-contest out-of-contest

Source: Roskino

**Film market** – business event arranged to present projects and make deals between film market players, e.g. representatives of distributors, screening organizations, producers, etc. Generally, film markets are held regularly, both as a part of major international film festivals and independently in countries with a large film distribution market.

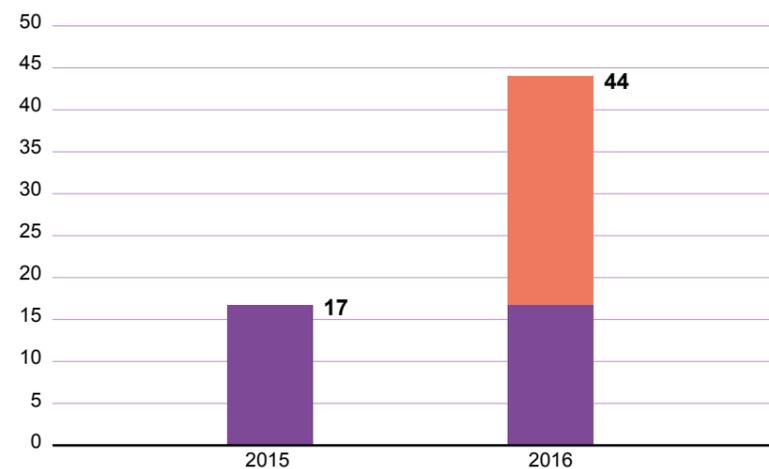
There were 41 Russian companies and 57 Russian films on the European Film Market. The amount of sales exceeded US\$2.2 million. “Ekipazh” by Nikolay Lebedev became the sales headliner.

In March, 2016, the 40<sup>th</sup> Filmart Film Market was held in Hong Kong, where Russia was represented by 42 national films and 34 companies. The sales amounted to US\$700 thousand.

In April, 2016, the world’s biggest International TV and digital content market MIPTV was held in Cannes. Compared to 2015, the number of Russian MIPTV participants increased by 8%. 22 Russian companies presented 50 projects and totally earned US\$2 million.

In May, 2016, Russia became a headliner of Film Market Marché du Film at the 69<sup>th</sup> Cannes International Film Festival. The gala reception at the opening was dedicated

### Dynamics of box office receipts of Russian films in foreign distribution, 2015-2016, US\$ million



Source: Roskino, Kinobiznes segodnia, Box Office Mojo, Ebot

to the Russian cinematography. There were 12 events of different formats, from presentations of showcases to international conferences, in the eight days, they were held in the Russian pavilion. The Russian pavilion was visited by more than 2 thousand people a day. Film "Uchenik" by Kirill Serebrennikov, which participated in the Cannes "Special View" program, was given the François Chalais Award.

The Russian stand as a part of Marché du Film in Cannes united 45 Russian companies. 65 Russian films were offered to international purchasing agents. "Prityazhenie" by Fedor Bondarchuk and "Ekipazh" by Nikolay Lebedev became bestsellers on the Cannes film market. 12 Russian projects sold in Cannes made over US\$7 million on the whole, with the highest share of "Prityazhenie" – US\$3 million.

The 73<sup>rd</sup> Venice International Film Festival was held in September, 2016. Russia was represented in the main contest by "Ray" drama by Andrey Konchalovsky that got the Silver Lion for Best Director. 18 Russian companies presented 23 national films on the Film Venice Production Bridge market, the sales amounted to US\$500 thousand.

In September, 2016, three Russian directors presented their new films at the 41<sup>st</sup> Toronto International Film Festival: Aleksey Mizgirev ("Duelyant"), Vitaly Masnky ("Rodnye") and Ivan Tverdovsky ("Zoologiya"). Film "Sleduyushchie" by Elena Borodach participated in the short film program.

32 Russian companies presented 46 national films in Toronto with aggregate deal amounts of over US\$1.5 million. "Duelyant" by Aleksey Mizgirev became the bestseller.

In October, 2016, "Zoologiya" by Ivan Tverdovsky was included in the Dare program of the London International Film Festival. The Debate program included "Uchenik" by Kirill Serebrennikov and "Rodnye" by Vitaly Mansky. "Moroshka" by Polina Minchenok and "Begemot i Kompot" by Aleksey Minchenok were shown as a part of the short animation program.

The total sales of animation projects of 12 Russian companies on the International Market of TV Programs for Children MIPJunior amounted to US\$210 thousand.

In October 2016, the International Market of Communications Programs MIPCOM was held in Cannes. It was opened by a Russian project for the first time in history. International film crew representatives were present at the premiere of the "Mata Hari" serial project: actors Vahina Giocante, Christopher Lambert, Yehezkel Lazarov and Aleksey Guskov. The rights to the series were purchased by German company Red Arrow International. On the whole, 40 Russian companies presented 65 projects at the Russian stand. The sales deals amounted to US\$2.5 million.

In November, 2016, the American Film Market was held in Los Angeles. 40 Russian companies presented 65 films.

The sales amounted to US\$3 million. "Viking" by Andrey Kravchuk and "Prityazhenie" by Fedor Bondarchuk became bestsellers.

The Week of New Russian Cinema was held in Los Angeles a few days prior to AFM, spectators watched Russian feature films produced in 2016, which were given festival awards and the potential of which was mentioned on international markets: "Duelyant" by Andrey Mizgirev, "Khoroshy Malchik" by Oksana Karas, "Tryapichny Soyuz" by Mikhail Tverdovsky and short films. One of the most notable events of the Week of New Russian Cinema in Los Angeles was the presentation of blockbuster "Prityazhenie" by Fedor Bondarchuk.



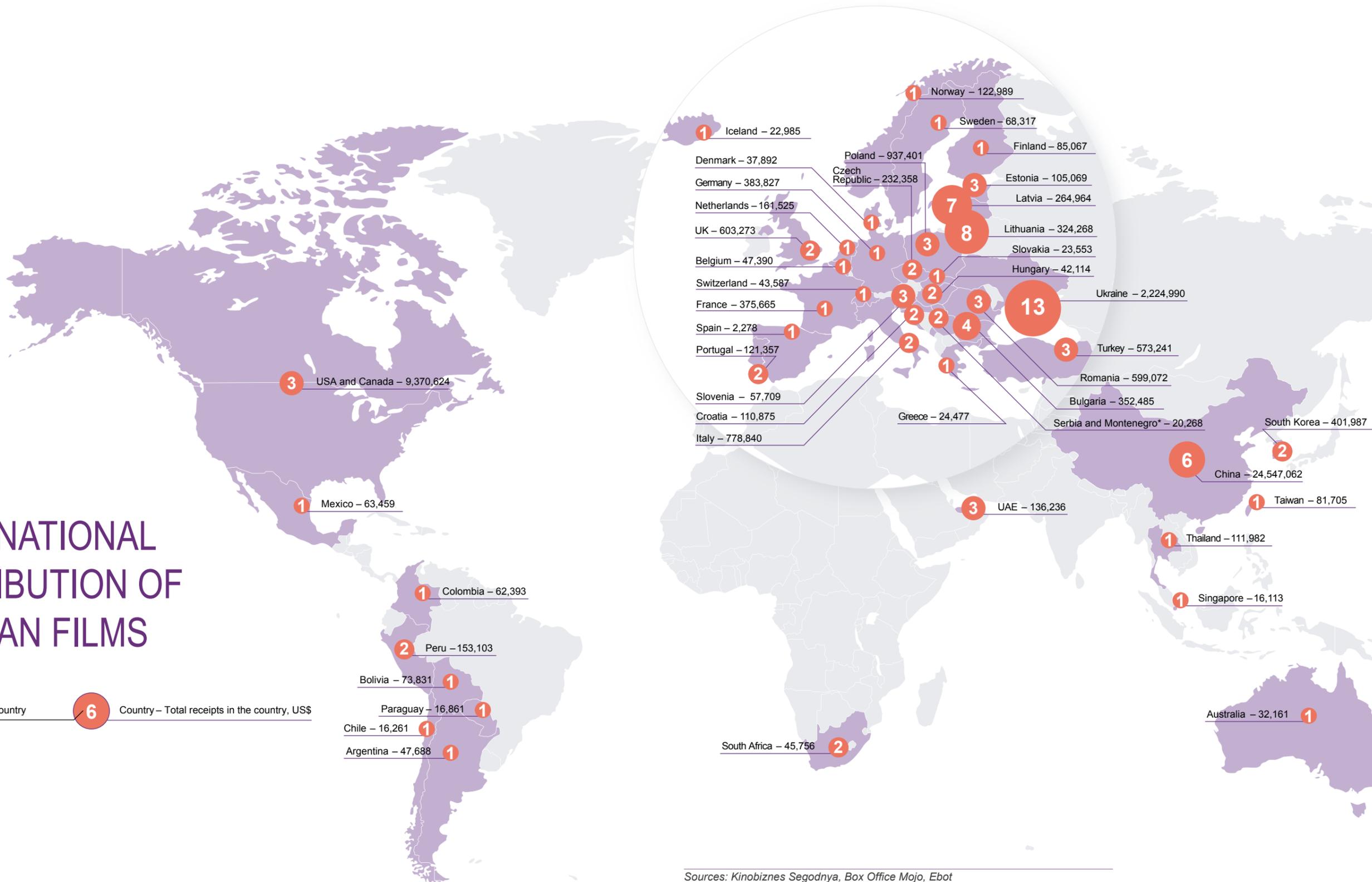
Photo: Denis Makarenko/Shutterstock.com

# INTERNATIONAL DISTRIBUTION OF RUSSIAN FILMS

Number of films in the country

6

Country – Total receipts in the country, US\$



Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot

\*Film distributor Cineplexx presents data on box office receipts in Serbia and Montenegro without division by countries

### Top 20 highest-grossing Russian releases in international distribution, 2016

No.	Film	Box office receipts in Russia, US\$	Box office receipts, international distribution, US\$	Share of Russian receipts %	Share of receipts from international distribution, %	Number of countries, which purchased the film	Producer
1	Hardcore Henry	2,484,599	13,422,503	15.6	84.4	38	TaBBaK
2	On – Drakon	1,613,511	8,856,296	15.4	84.6	4	TaBBaK
3	Snezhnaya Koroleva 2. Perezamorozka	5,148,442	5,712,000	47.4	52.6	6	Wizart Animation
4	Ekipazh	21,387,712	4,904,714	81.3	18.7	5	Three T Production of Nikita Mikhalkov
5	Mafiya: Igra na Vyzhyvanie	3,725,599	3,237,397	53.5	46.5	4	Enjoy Movies
6	Quackerz	907,846	3,001,207	23.2	76.8	4	Animation Studio RIM
7	8 Luchshikh Svidany	2,193,569	1,349,342	61.9	38.1	2	Kvartal 95
8	Volki i Ovttsy: Be-e-zumnoye Prevrashchenie	2,194,464	1,189,689	64.8	35.2	9	Wizart Animation
9	Savva. Serdtse Voina	2,816,092	1,014,796	73.5	26.5	12	Glukoza Production
10	Duelyant	5,766,792	936,287	86	14	2	Non-Stop Production
11	Ivan Tsarevich i Seryy Volk 3	9,632,512	276,694	97.2	2.8	1	Melnitsa Animation Studio
12	Den Vyborov 2	3,946,452	218,323	94.8	5.2	2	Kedr Pro
13	V Luchah Solntsa	51,029	167,497	23.4	76.6	2	Vertov Studio
14	Odnoklassnitsy	715,472	163,611	81.4	18.6	4	Kinofirma
15	Belka i Strelka: Lunnye Priklucheniya	5,967,585	103,187	98.3	1.7	3	KinoAtis
16	Status: Svoboden	1,925,553	77,045	96.2	3.8	2	Leopolis
17	30 Svidany	1,090,510	48,646	95.7	4.3	1	Inspiration Films
18	Sinbad. Pirates of the Seven Storms	301,975	32,045	90.4	9.6	1	Melnitsa Animation Studio
19	Kollektor	702,044	19,717	97.3	2.7	1	Paprika Production
20	Diggery	573,616	11,622	98	2	1	Gorad Production Center

Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot, Cinema Fund

### Russian films abroad, 2016

Country	Film title	Gross, US\$	Total receipts in the country, US\$
China	Hardcore Henry	147,062	24,547,062
	On – Drakon	8,814,761	
	Ekipazh	4,613,127	
	Mafiya: Igra na Vyzhyvanie	3,097,754	
	Quackerz	2,777,313	
USA	Snezhnaya Koroleva 2. Perezamorozka	5,000,000	9,370,624
	Hardcore Henry	9,252,038	
	V Luchakh Solntsa	105,136	
Ukraine	Duelyant	13,450	2,224,990
	Hardcore Henry	60,613	
	On – Drakon	24,759	
	8 Luchshikh Svidany	1,315,394	
	Ivan Tsarevich i Seryy Volk 3	276,694	
	Den Vyborov 2	197,388	
	Duelyant	922,837	
	Status: Svoboden	58,105	
	30 Svidany	48,646	
	Sinbad. Pirates of the Seven Storms	32,045	
	Odnoklassnitsy	18,628	
	Kollektor	19,717	
Poland	Diggery	11,622	937,401
	Savva. Serdtse Voina	68,533	
	Hardcore Henry	249,018	
Italy	Volki i Ovttsy: Be-e-zumnoye Prevrashchenie	246,466	778,840
	Savva. Serdtse Voina	441,917	
	Hardcore Henry	643,580	
UK	Volki i Ovttsy: Be-e-zumnoye Prevrashchenie	135,260	603,273
	Hardcore Henry	583,996	
Romania	Savva. Serdtse Voina	19,227	599,072
	Volki i Ovttsy: Be-e-zumnoye Prevrashchenie	83,622	
	Savva. Serdtse Voina	193,542	
Turkey	Snezhnaya Koroleva 2. Perezamorozka	321,908	573,241
	Quackerz	151,731	
	Volki i Ovttsy: Be-e-zumnoye Prevrashchenie	401,871	
South Korea	Savva. Serdtse Voina	19,639	401,987
	Hardcore Henry	339,626	
	V Luchakh Solntsa	62,361	
Germany	Hardcore Henry	383,827	383,827

Russian films abroad, 2016 (continued)

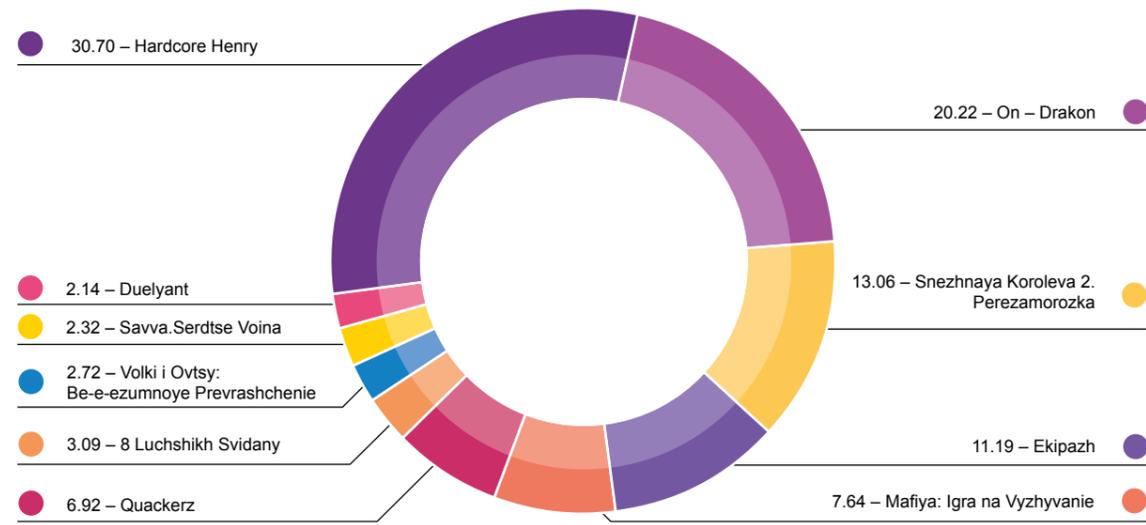
Country	Film title	Gross, US\$	Total receipts in the country, US\$		
France	Hardcore Henry	375,665	375,665		
Bulgaria	Quackerz	35,543	352,485		
	Volki i Ovttsy: Be-e-ezumnoye Prevrashchenie	167,323			
	Savva. Serdtse Voina	51,085			
	Snezhnaya Koroleva 2. Perezamorozka	97,534			
	Hardcore Henry	25,618			
Lithuania	On – Drakon	11,900	324,268		
	Ekipazh	95,766			
	Mafiya: Igra na Vyzhyvanie	42,965			
	8 Luchshikh Svidany	33,948			
	Volki i Ovttsy: Be-e-ezumnoye Prevrashchenie	59,334			
	Status: Svoboden	18,940			
	Odnoklassnitsy	35,797			
	Latvia	Hardcore Henry		21,173	264,964
		On – Drakon		4,876	
Ekipazh		75,837			
Mafiya: Igra na Vyzhyvanie		31,128			
Quackerz		36,620			
Volki i Ovttsy: Be-e-ezumnoye Prevrashchenie		30,588			
Odnoklassnitsy		64,742			
Czech Republic	Hardcore Henry	109,725	232,358		
	Snezhnaya Koroleva 2. Perezamorozka	122,633			
UAE	Ekipazh	46,153	201,786		
	Mafiya: Igra na Vyzhyvanie	65,550			
	Savva. Serdtse Voina	65,550			
	Belka i Strelka: Lunnye Priklucheniya	24,533			
Netherlands	Hardcore Henry	161,525	161,525		
Peru	Hardcore Henry	21,751	153,103		
	Snezhnaya Koroleva 2. Perezamorozka	131,532			
Norway	Hardcore Henry	112,989	112,989		
Portugal	Hardcore Henry	94,620	121,357		
	Savva. Serdtse Voina	26,737			
Thailand	Hardcore Henry	111,982	111,982		
Croatia	Hardcore Henry	27,412	110,875		
	Savva. Serdtse Voina	83,462			
Estonia	Hardcore Henry	21,661	105,069		
	Volki i Ovttsy: Be-e-ezumnoye Prevrashchenie	38,964			
	Odnoklassnitsy	44,444			
Finland	Hardcore Henry	85,067	85,067		
Taiwan	Hardcore Henry	81,705	81,705		

Country	Film title	Gross, US\$	Total receipts in the country, US\$
Slovenia	Hardcore Henry	10,513	78,644
	Volki i Ovttsy: Be-e-ezumnoye Prevrashchenie	26,261	
	Den vyborov 2	20,935	
	Savva. Serdtse Voina	20,935	
Bolivia	Ekipazh	73,831	73,831
Sweden	Hardcore Henry	68,317	68,317
Mexico	Hardcore Henry	63,459	63,459
Colombia	Belka i Strelka: Lunnye Priklucheniya	62,393	62,393
Argentina	Hardcore Henry	47,688	47,688
Belgium	Hardcore Henry	47,390	47,390
	Snezhnaya Koroleva 2. Perezamorozka	38,393	
Switzerland	Hardcore Henry	43,587	43,587
	Hardcore Henry	29,955	
Hungary	Hardcore Henry	29,955	42,114
	Savva. Serdtse Voina	12,159	
Denmark	Hardcore Henry	37,892	37,892
Australia	Hardcore Henry	32,161	32,161
Greece	Hardcore Henry	24,477	24,477
Slovakia	Hardcore Henry	52,553	52,553
Iceland	Hardcore Henry	22,985	22,985
Serbia and Montenegro*	Hardcore Henry	8,258	20,268
	Savva. Serdtse Voina	12,010	
Paraguay	Hardcore Henry	16,861	16,861
Chile	Belka i Strelka: Lunnye Priklucheniya	16,261	16,261
Singapore	Hardcore Henry	16,113	16,113
Spain	Hardcore Henry	2,278	2,278

Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot

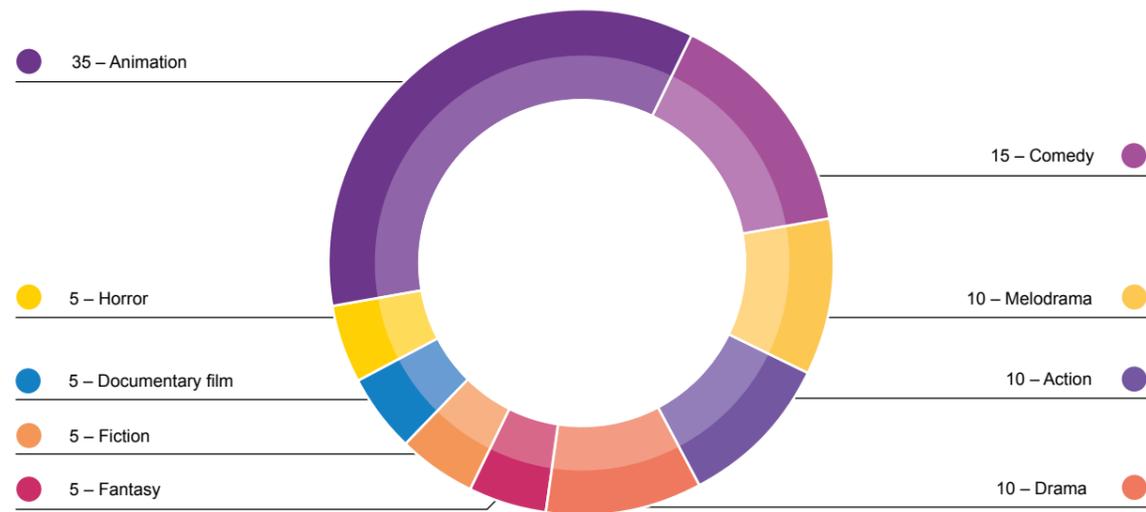
\* Film distributor Cineplexx presents data on box office receipts in Serbia and Montenegro without division by countries

### Top 10 highest-grossing Russian films in foreign countries, 2016, %



Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot

### Genres of highest-grossing Russian films shown in foreign countries, 2016, %



Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot

### Box office receipts from Russian films abroad, 2016

Country	Box offices receipts from shown Russian films, US\$	Number of shown Russian films	Average receipts per one film, US\$
China	24,547,062	6	4,091,177
USA and Canada	9,370,624	3	3,123,541
Ukraine	2,224,990	13	171,153
Poland	937,401	3	312,467
Italy	778,840	2	389,420
UK	603,273	2	301,637
Romania	599,072	3	199,691
Turkey	573,241	3	191,080
South Korea	401,987	2	200,994
Germany	383,827	1	383,827
France	375,665	1	375,665
Bulgaria	352,485	4	88,121
Lithuania	324,268	8	40,534
Latvia	264,964	7	37,852
Czech Republic	232,358	2	116,179
UAE	201,786	4	50,447
Netherlands	161,525	1	161,525
Peru	153,103	2	76,552
Norway	122,989	1	122,989
Portugal	121,357	2	60,679
Thailand	111,982	1	111,982
Croatia	110,875	2	55,438
Estonia	105,069	3	35,023
Finland	85,067	1	85,067
Taiwan	81,705	1	81,705
Slovenia	78,644	4	19,661
Bolivia	73,831	1	73,831
Sweden	68,317	1	68,317
Mexico	63,459	1	63,459
Colombia	62,393	1	62,393

**Box office receipts from Russian films abroad, 2016 (continued)**

Country	Box offices receipts from shown Russian films, US\$	Number of shown Russian films	Average receipts per one film, US\$
Argentina	47,688	1	47,688
Belgium	47,390	1	47,390
South Africa	45,756	2	22,878
Switzerland	43,587	1	43,587
Hungary	42,114	2	21,057
Denmark	37,892	1	37,892
Australia	32,161	1	32,161
Greece	24,477	1	24,477
Slovakia	23,553	1	23,553
Iceland	22,985	1	22,985
Serbia and Montenegro*	20,268	2	10,134
Paraguay	16,861	1	16,861
Chile	16,261	1	16,261
Singapore	16,113	1	16,113
Spain	2,278	1	2,278

Sources: Kinobiznes Segodnya, Box Office Mojo, Ebot, Cinema Fund

\* Film distributor Cineplexx presents data on box office receipts in Serbia and Montenegro without division by countries

Thus, the total box office receipts of top 20 Russian films in foreign countries in 2016 surpassed US\$44 million, which is more than 2.5 billion rubles. For comparison: according to RCFA, box office receipts of Russian films on the territory of the Russian Federation in 2016 amounted to 8.6 billion rubles.

The highest-grossing Russian films on international market were:

**1. Hardcore Henry** – US\$13.4 million. International box office receipts amounted to 84.4% of the film's total taking. The biggest box office was in the USA (US\$9.2 million).

**2. On – Drakon** – US\$8.9 million. International box office receipts amounted to 84.6% of the film's total taking. The biggest box office was in China (US\$8.8 million).

**3. Snezhnaya Koroleva 2. Perezamorozka** – US\$5.7 million. International box office receipts amounted to 52.6% of the film's total taking. The biggest box office was in China (US\$5 million).

**4. Ekipazh** – US\$4.8 million. International box office receipts amounted to 18.6% of the film's total taking. The biggest box office was in China (US\$4.6 million).

**5. Mafiya: Igra na Vyzhyvanie** – US\$3.3 million. International box office receipts amounted to 47.3% of the film's total taking. The biggest box office was in China (US\$3.2 million).

**6. Quackerz** – US\$3 million. International box office receipts amounted to 76.9% of the film's total taking. The biggest box office was in China (US\$2.8 million).

**7. 8 Luchshikh Svidany** – US\$1.35 million. International box office receipts amounted to 38.1% of the film's total taking. The biggest box office was in the Ukraine (\$1.31 million).

**8. Volki i Ovtsy: Be-e-zumnoye Prevrashchenie** – US\$1.2 million. International box office receipts amounted to 35.2% of the film's total taking. The biggest box office was in Turkey (US\$401.8 thousand).

The biggest Russian films' receipts were in China (US\$24.5 million), the USA (US\$9.4 million) and the Ukraine (US\$2.2 million)

**9. Savva. Serdtse Voina** – US\$1 million. International box office receipts amounted to 26.5% of the film's total taking. The biggest box office was in Poland (US\$442 thousand).

**10. Duallyant** – US\$ 936 thousand. International box office receipts amounted to 14% of the film's total taking (US\$936 thousand). The biggest box office was in the Ukraine.

The biggest Russian films' receipts were in China (US\$24.5 million), the USA (US\$9.4 million) and the Ukraine (US\$2.2 million). At the same time, the Ukraine

leads in the number of released films (13 films), followed by the Baltic countries (Lithuania – 8, Latvia – 7) and China (6). Notwithstanding that the USA got the second place in Russian films' box office receipts, 99% of receipts in this country were provided by one film – “Hardcore Henry” produced by Russia together with the USA.

Foreign markets most often purchased Russian animation. Thus, 7 animated films were included in top 20 in worldwide box office taking. Other genres had significantly lower shares: 3 comedies, 2 actions, 2 dramas and 2 melodramas.



"Viking" production © Central Partnership

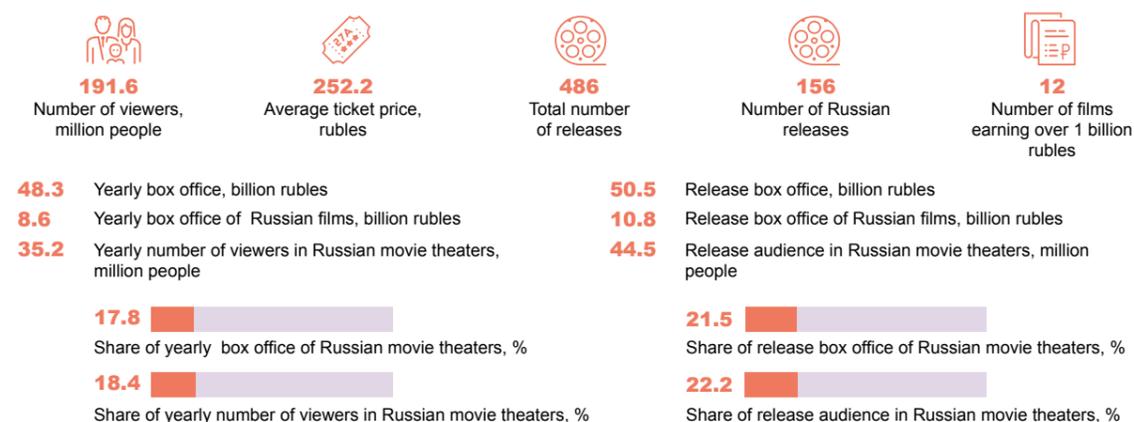
## RESULTS

<b>Key figures of Russian film industry, 2016</b>	<b>264</b>
<b>2016 trends</b>	<b>265</b>

# RESULTS

## Key Figures of Russian Film Industry, 2016

### Film Distribution



### Film Screening



### Film Festivals

**8** Number of awards received by Russian films at international class A film festivals

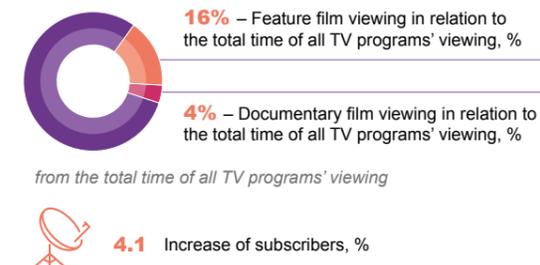
### Cinematographic Education

**6** Number of state cinematographic universities  
**25** Number of private cinematographic universities and schools

### International Distribution

**44** Total box office receipts from highest-grossing Russian films in foreign countries, US\$ million

### Television



### Video for Home Viewing

**353** Number of DVD releases

**178** Number of Blu-Ray releases

**11.18** Legal video services market volume, billion rubles

### Film Production

**1.97** Amount of subsidies from the Ministry of Culture of the Russian Federation, billion rubles

**3.5** Amount of financial support from the Cinema Fund

**76** Number of feature films, production of which started in 2016 with the support of the Ministry of Culture of the Russian Federation

**56** Number of full-length films, supported by the Cinema Fund

**157.8** Average budget of Russian feature films, million rubles

**189.8** Average budget of Russian animated films, million rubles

In 2016, the Russian market amounted to 48.3 billion rubles. The audience of movie theaters increased by 10.3% and reached 191.6 million viewers. Average ticket price remained at the level of 2015, and that was 252 rubles. On the average, there were 22 viewers per screening in 2016. Totally, 596 films were shown, with 486 of them released in 2016, while 110 were released in the previous years, but still shown in 2016.

Release box office receipts from 486 films in 2016 amounted to 50.5 billion rubles with the total audience of 201 million viewers. 12 films surpassed 1 billion rubles, earning 17.3 billion rubles (34% of the total box office receipts in 2016). There were Russian films among them, namely, "Viking" (1.5 billion rubles) and "Ekipazh" (1.4 billion rubles).

In 2016, the Russian cinematography demonstrated record-high results. The box office receipts from Russian films amounted to 8.6 billion rubles (17.8% of the total taking), the number of viewers to 35.2 million people (18.4%). 156 new films were released. Their release box office receipts as a result of screening amounted to 10.8 billion rubles and the number of viewers to 44.5 million people.

### 2016 TRENDS

The research showed the following trends in the Russian film industry in 2016:

**1. Growth of box office receipts and numbers of viewers in movie theaters both in case of Russian distribution in general and Russian films in particular.**

The film distribution market in rubles increased by 11.1% compared to 2015, with Russian films' receipts increasing by 18.7%. The number of viewers in movie theaters increased by 10.3%, and the number of filmgoers choosing Russian films increased by 13.3%. The share of Russian films was 17.8% of the total box office taking and 18.4% of the total movie theater audience in 2016.

**2. Reduction of state funding of national film production.**

Notwithstanding the growth of aggregate amounts of state support of cinematography since 2013

(from 6.7 to 7.2 billion rubles), direct support of film production by subsidies was reduced (from 6 to 4.8 billion rubles).

In 2016, the Cinema Fund reinvested 1.42 billion rubles in the industry in addition to subsidies, they were reimbursed by cinematographic organizations after the end of production and / or distribution of films according to the terms of agreements. It should be noted that these funds were allocated for development, production and distribution of new films on the condition of 100% reimbursement of provided funds. The support of film production by reinvested funds amounted to 650.1 million rubles, and development of film projects amounted to 44.9 million rubles. Thus, funds reinvested by the Cinema Fund into the industry allowed to compensate the reduction of state support of film production with subsidies by increasing the total amount of financial support in 2016 from 4.82 to 5.47 billion rubles, substantially due to “interest-free lending”.

### 3. Increase of state regulation of film screening and distribution.

Following state initiatives for significant stiffening of state regulation of national film distribution and introduction of new institutions for protectionism, the state started the dialog with the key players of film screening and distribution. The main result of that was the agreement, signed by representatives of major movie theater chains, mainly about voluntary limitation of the minimum share of screenings of Russian films (no less than 20%), as well as setting up the council attached to the Ministry of Culture to regulate release dates, with representatives of major movie theater chains and content distributors included in it.

### 4. “Market blockbusterization”

The biggest projects, which attracted audience's attention before the release due to big budgets and movie star casts, began to earn more than before, while average releases started collecting less. The share of releases collecting over 1 billion rubles in the previous years amounted to about 25%, but in 2016 it reached 34%. Besides, box office receipts exceeding 2 billion rubles (“Zootopia”) were witnessed for the first time since “Avatar” release in the national Russian distribution. The changed demand for blockbusters

In 2016, the Russian cinematography demonstrated record-high results. Box office receipts from Russian films amounted to 8.6 billion rubles (17.8% of the total taking), the number of viewers to 35.2 million people (18.4%)

led to increase of the total box office receipts and the number of viewers by 10% compared to 2015. Films, which earned over 1 billion rubles, were released almost monthly, thus becoming market drivers. They also included two Russian films, “Ekipazh” and “Viking”.

### 5. Increase of availability of modern digital film screening.

The first results of the large-scale screening coverage expansion program for small cities and towns, launched in 2015 by the Cinema Fund, became an important event for the Russian film industry. In 2016, 187 new cinema halls were opened in cities the population of which is less than 100 thousand people. As a result of all three modernization stages, new movie theaters will be opened in 396 residential areas. In 2016, modern film screening services were available to 93.2 million people, or 63% of the population of the Russian Federation. This figure increased by 5% in comparison with 2015, and first of all the screening coverage significantly increased in cities with 250-500 thousand residents, which is due to active opening of multi-screen movie theaters. The growth in that category amounted to 27%. The coverage increased by 22% in cities with 100-250 thousand residents. At the same time it should be also mentioned that the Cinema Fund's modernization program for movie theaters in small cities and towns will most likely show little effect on the dynamics of economic figures of the national film distribution market, for local markets' commercial potential in small cities and towns is too limited. However, the growth of movie theaters' availability will boost development of the culture of film viewing and form the habit of consuming film content in cinema halls.

### 6. Adjustment of audience's behavioral model when choosing going to the movies as a leisure activity.

The VCIOM survey conducted on the order of the Cinema Fund showed that when the population's real incomes are decreasing, filmgoers, choosing going to the movies as their leisure activity, began choosing films more carefully and, dependent on a particular film, they plan the date of visiting a movie theater. The share of spontaneous visits reduced. At the same time, filmgoers, who comprise the nucleus of the audience, increased the frequency of their visits, which was the reason for increase in box offices receipts from blockbusters and the market growth in general. People who were not in the habit of going to the movies before, did not change this habit in 2016 either, even notwithstanding the fact that unlike many other leisure activities, the price of this one did not change in the last two years.

### 7. Increase of Russian films' international distribution.

The Russian film industry gradually wins ground in the world. Thus, in 2016, release box office of top 20 Russian films in international distribution amounted to US\$44 million, i.e. over 2.5 billion rubles. “On – Drakon”, “Ekipazh” and “Snezhnaya Koroleva 2. Perezamorozka” are among the successful Russian films in international distribution. It should be noted that almost half of the total box office receipts were collected in China.

The Russian film industry gradually wins ground in the world. Thus, in 2016, release box office of top 20 Russian films in international distribution amounted to US\$44 million, i.e. over 2.5 billion rubles

Vladimir Medinsky, Minister of Culture of the Russian Federation, positively characterized the results of the Russian cinematography at the press conference dedicated to the results of the Year of Cinema in Russia and announced the film industry's goals for 2017. They include the following:

1. Fighting against illegal consumption of the Russian film content.
2. Strengthening state protectionism in film distribution in order to protect interests of Russian filmmakers.
3. Further development of film screening network, including in small cities and towns, as well as availability of film screening services for the people.
4. Improvement of national films' quality by making expertise of film projects more demanding during selection for support of production.
5. Stimulation of national films-events' production by expanding state support of large-scale, big-budget projects, aimed to draw significant numbers of viewers to Russian movie theaters.

By the end of this research, many of the above-mentioned areas were already worked at and measures were being taken, therefore experts expect consolidation of gains and acceleration of the rates of film industry's development in 2017.

# **Russian Film Industry – 2016: Figures**

## Analytical Research

Cinema Fund and InterMedia Communications

Author and compiler: **Pavel Solomatin**  
Editors: **Maria Sysoeva, Natalia Galiulova**

ADVISERS:

**Pavel Katkov (Katkov & Partners)** –  
law

**Elena Krylova (TMT Consulting)** –  
digital services and subscription TV

Project manager: **Natalia Galiulova**  
Chief expert: **Alexander Tikhonov**  
Financial director: **Yulia Kolpakova**  
Editor-in-chief: **Eugene Safronov**

Design: **Dizain Dela Studio**  
Layout: **Maxim Geleta**

**Photo: Shutterstock**

[www.fond-kino.ru](http://www.fond-kino.ru)  
[www.intermedia.ru](http://www.intermedia.ru)

Moscow, 2017