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CINEMA EXHIBITORS, 2024

In 2024, a total of **120** cinemas submitted their annual activity reports. In cooperation with the Croatian Audiovisual Centre (HAVC), from this year onwards, data on the number of screened films by region of their origin is now sourced from an administrative database.

In 2024, of the total number of permanent cinema exhibitors, 84 operated with a single auditorium, while 27 had multiple auditoriums. Regarding ownership structure, 34 cinema exhibitors operated independently, while 86 were part of other business entities, specifically seven within film exhibition companies, 52 within cultural-educational institutions (cultural centres, public and open universities) and 27 within other institutions and companies.

A total of **318** films were screened in cinemas across Croatia in 2024, including 250 premieres and 40 Croatian films. As many as 88% of cinema exhibitors screened films for more than six months of the year.

Comparison with 2023 shows the following trends: the total number of film screenings increased by 2%, the number of screenings of Croatian films decreased by 51%, the number of screenings of foreign films increased by 5%, the total number of viewers decreased by 12%, the viewership of Croatian films dropped by 43%, and the viewership of foreign films increased by 9%.

Nevertheless, there was an increase in the average number of viewers per screening of Croatian films, confirming a continued rise of domestic audience interest in national cinematography over the past five years. Although Croatian films account for only 3 – 7% of the total number of films, they show higher auditorium occupancy compared to foreign films.

During the warmer months, in addition to eight registered summer cinema exhibitors, seven additional permanent cinema exhibitors organised open-air screenings.

As for non-cinematic content, 1 097 short films were shown in 2024 and viewed by a total of 27 706 spectators. Opera, ballet, sports, and music events, which attracted 55 245 spectators, representing an increase of 55% compared to 2023.

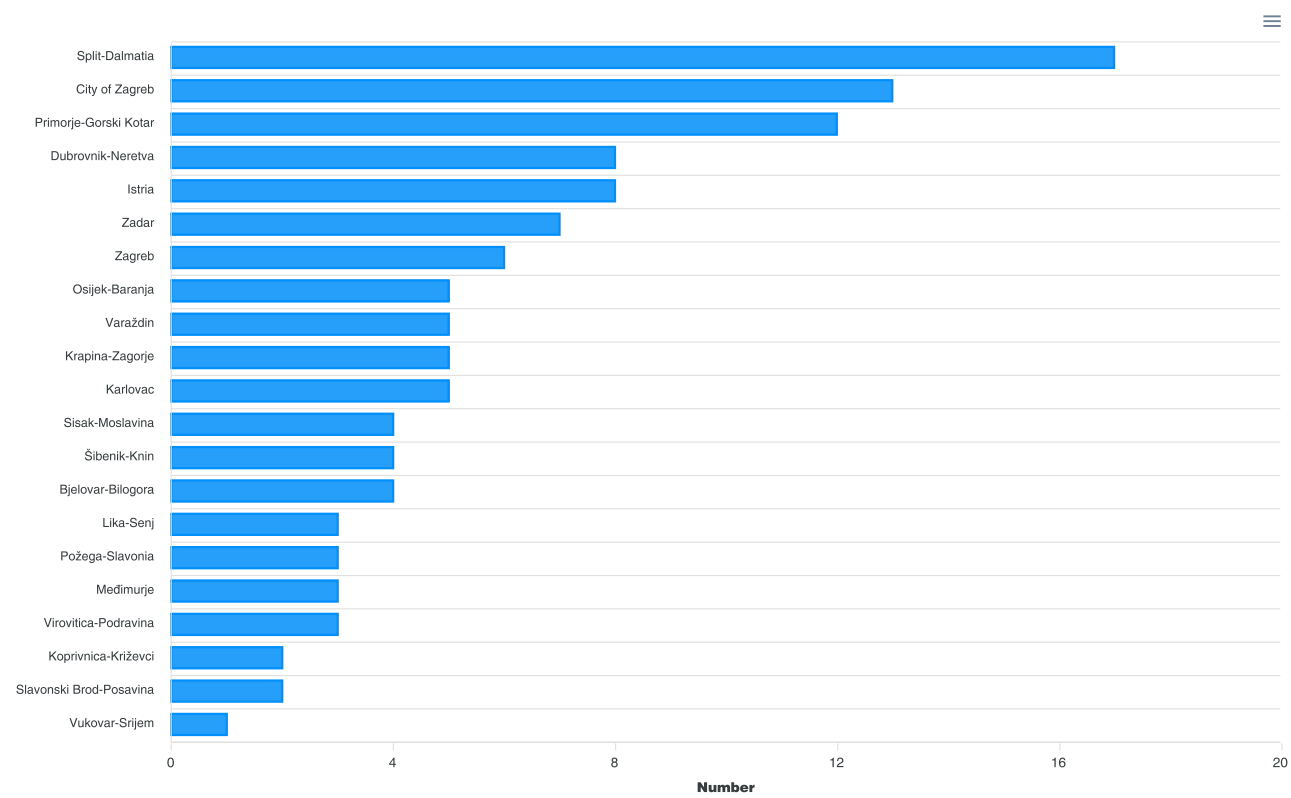
The total number of employees in cinemas in 2024 was 578, of which 339 were women (59% of the total workforce, compared to 57% in 2023) and 109 were projectionists (representing an increase of 22% compared to the previous year).

The total number of employees decreased by 12%, but at the same time there was a noticeable increase of 55% in the engagement of volunteers and additional staff.

Financial indicators

Despite the decline in total viewership, the revenue from ticket sales in 2024 increased by 2% compared to the previous year. The average ticket price was 4.33 euro (compared to 3.66 euro in 2023). The revenue from alternative content also increased by 8%, which is in line with the growing number of visitors to these programs.

G-1 CINEMA EXHIBITORS, BY COUNTIES, 2024



1 CINEMA EXHIBITORS, SEATS, SCREENINGS, ATTENDANCE AND PERSONS IN EMPLOYMENT, BY COUNTIES, 2024

County	Cinema exhibitors	Screens	Seats	Screenings	Attendance	Persons in employment	
						Total	Of that, full-time
Republic of Croatia	120	232	46 679	187 656	3 426 321	578	563
Zagreb	6	8	1 716	1 770	58 535	32	31
Krapina-Zagorje	5	5	1 340	453	17 491	16	11
Sisak-Moslavina	4	4	1 107	471	14 145	29	29
Karlovac	5	6	1 362	1 176	47 960	18	18
Varaždin	5	10	1 645	9 701	150 675	18	17
Koprivnica-Križevci	2	2	310	295	12 058	6	6
Bjelovar-Bilogora	4	4	878	1 170	46 738	17	17
Primorje-Gorski Kotar	12	20	4 685	12 940	235 180	33	32
Lika-Senj	3	3	659	163	5 056	9	9
Virovitica-Podravina	3	4	790	797	18 548	9	9
Požega-Slavonia	3	3	570	196	4 212	7	3
Slavonski Brod-Posavina	2	5	723	6 498	78 850	16	16
Zadar	7	12	2 117	9 580	131 422	18	17
Osijek-Baranja	5	14	2 572	15 534	217 673	27	27
Šibenik-Knin	4	8	1 364	8 076	79 072	27	27
Vukovar-Srijem	1	3	419	4 682	33 369	6	6
Split-Dalmatia	17	35	5 829	30 278	469 441	50	50
Istria	8	10	2 554	6 796	142 339	54	53
Dubrovnik-Neretva	8	14	2 775	5 898	78 755	38	37
Međimurje	3	3	1 102	711	17 447	30	30
City of Zagreb	13	59	12 162	70 471	351 567 5	118	118

2 CINEMA EXHIBITORS, BY TYPE, ORGANISATIONAL FRAME AND NUMBER OF SCREENS, 2024

	Cinema exhibitors		By organisational frame				Number of screens
	Total	Of that, private	Autonomous	As part of			
				Film-showing companies	Cultural/educational institutions	Other institutions/ companies	
Total	120	28	34	7	52	27	232
Permanent, with one screen	84	7	15	3	44	22	84
Permanent, with more screens	27	19	16	4	6	1	140
Open-air	8	1	3	-	2	3	8
Mobile	1	1	-	-	-	1	-

3 CINEMA EXHIBITORS, BY TYPE AND BY NUMBER OF MONTHS WHEN SCREENINGS WERE SHOWN, 2024

	Total	Cinema exhibitors, by months when screenings were shown							
		Occasionally	2 months and less	3 – 4	5 – 6	7 – 8	9 – 10	11	During whole year
Total	120	-	3	6	5	9	18	13	66
Permanent, with one screen	84	-	1	2	3	8	17	12	41
Permanent, with more screens	27	-	-	-	-	1	1	1	24
Open-air	8	-	2	4	2	-	-	-	-
Mobile	1	-	-	-	-	-	-	-	1

4 CINEMA EXHIBITORS, BY TYPE AND BY AVERAGE NUMBER OF SCREENINGS PER WEEK, 2024

	Total	Exhibitors, by average number of screenings per week						
		1 – 3	4 – 10	11 – 20	21 – 40	41 – 100	101 – 200	201 and more
Total	120	65	26	7	4	3	9	6
Permanent, with one screen	84	59	20	4	1	-	-	-
Permanent, with more screens	27	2	1	3	3	3	9	6
Open-air	8	3	5	-	-	-	-	-
Mobile	1	1	-	-	-	-	-	-

5 CINEMA EXHIBITORS, BY TYPE, NUMBER OF SEATS, FEATURE FILMS, SCREENINGS AND ATTENDANCE, 2024

	Cinema exhibitors	Seats	Films			Screenings			Attendance		
			Total	Domestic films	Foreign films	Total	Domestic films	Foreign films	Total	Domestic films	Foreign films
Total	120	46 679	12 728	1 036	11 692	187 656	5 893	181 763	3 426 321	146 949	3 279 372
Permanent, with one screen	84	20 617	7 452	643	6 809	12 747	1 224	11 523	432 848	55 282	377 566
Permanent, with more screens	27	24 120	4 878	366	4 512	174 370	4 639	169 731	2 945 580	88 221	2 857 359
Open-air	8	1 942	338	22	316	383	23	360	39 621	2 996	36 625
Mobile	1	-	60	5	55	156	7	149	8 272	450	7 822

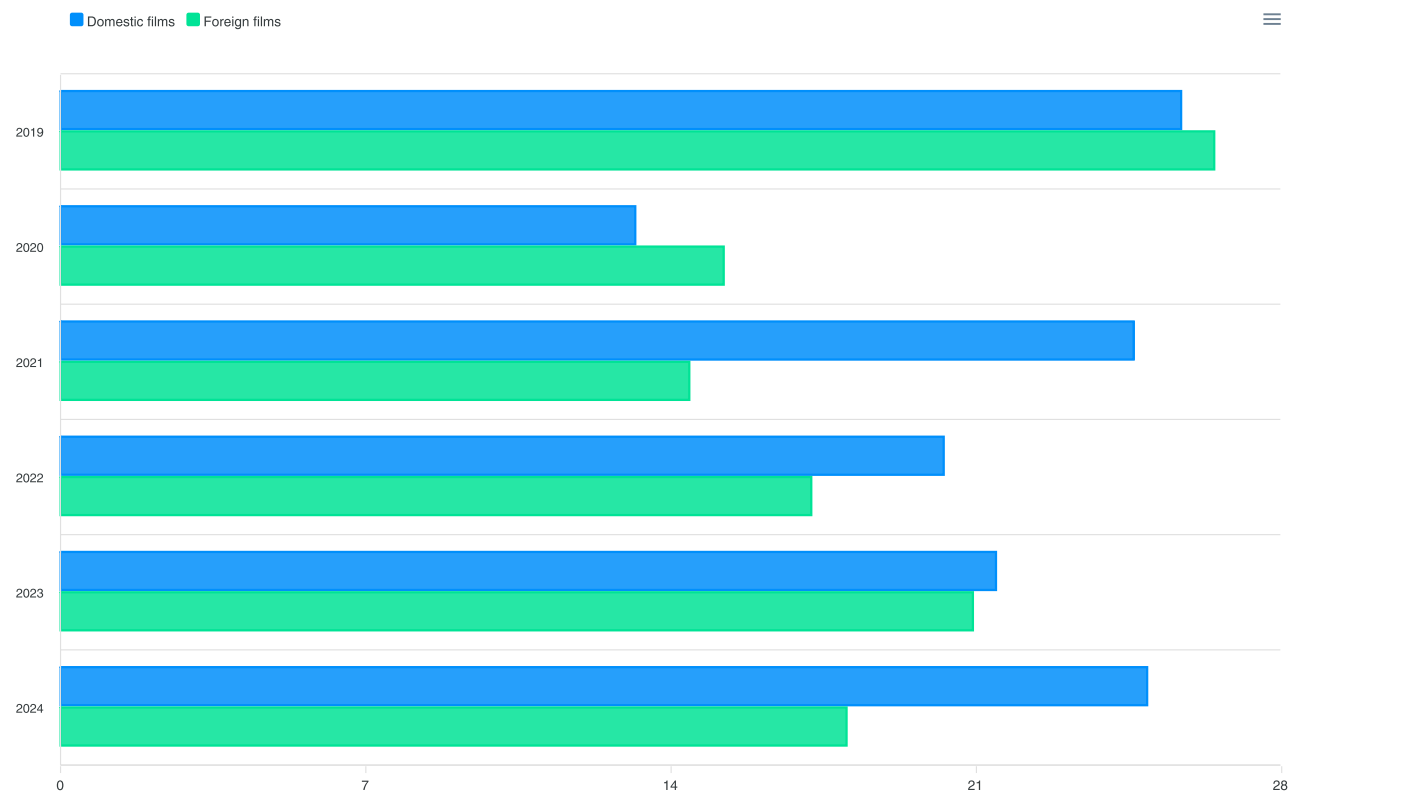
5.1 CINEMA EXHIBITORS WITH OCCASIONAL OPEN-AIR SCREENINGS, 2024

	Cinema exhibitors	Number of locations	Number of screenings	Attendance
Total	7	7	36	2 481
Permanent, with one screen	7	7	36	2 481

5.2 CINEMA EXHIBITORS, SCREENINGS, ATTENDANCE AT SHORT FILMS AND ATTENDANCE AT ALTERNATIVE CONTENT, 2024

	Short films									Attendance at alternative content				
	Films			Screenings			Attendance							
	Total	Domestic films	Foreign films	Total	Domestic films	Foreign films	Total	Domestic films	Foreign films	Total	Opera	Ballet	Sports/ Music	Other
Total	1 097	471	626	660	380	280	27 706	16 952	10 754	55 245	700	2 776	6 361	45 408
Permanent, with one screen	975	401	574	453	277	176	21 179	12 435	8 744	27 514	189	863	3 294	23 168
Permanent, with more screens	115	66	49	204	102	102	6 401	4 510	1 891	27 731	511	1 913	3 067	22 240
Open-air	3	-	3	2	-	2	119	-	119	-	-	-	-	-
Mobile	4	4	-	1	1	-	7	7	-	-	-	-	-	-

G-2 AVERAGE SCREENING ATTENDANCE IN CROATIAN CINEMAS, 2019 – 2024



6 CINEMA EXHIBITORS, BY NUMBER OF SEATS, 2024

Cinema exhibitors ¹⁾	Number of seats									
	100 and less	101 – 200	201 – 300	301 – 400	401 – 500	501 – 600	601 – 1 000	1 001 – 1 500	1 501 – 2 000	2 001 and more
119	15	22	41	8	8	9	7	5	3	1
Structure, %										
100	13	18	34	7	7	8	6	4	2	1

1) All cinema exhibitors except mobile cinemas are included.

7 CINEMA EXHIBITORS BY TYPE, PERSONS IN EMPLOYMENT IN CINEMAS BY SEX AND WORKING TIME, PROJECTIONISTS AND VOLUNTEERS, 2024

	Persons in employment			Full-time			Volunteers
	Total	Of that		Total	Of that		
		Women	Projectionists		Women	Projectionists	
Total	578	339	109	563	329	107	161
Permanent, with one screen	350	214	71	336	205	69	118
Permanent, with more screens	215	120	35	214	119	35	24
Open-air	5	1	1	5	1	1	19
Mobile	8	4	2	8	4	2	-

8 CINEMA EXHIBITORS AND CINEMA PROJECTORS, BY TYPE, YEAR OF PRODUCTION AND TYPE OF SCREEN, 2024

	Cinema exhibitors by number of cinema projectors				Cinema projectors and type of screen										
	Total	With one projector	With two projectors	With three or more projectors	Total	Cinema projectors by type				Cinema projectors by year of production			Type of screen		
						16 / 35 / 70 mm	Digital projector DCP/2K	Digital projector DCP/4K	HD video projector	Until 1990	1991 – 2010	2011 – 2024	Regular screen	Large "premium" screen	3D
Total	120	78	25	17	263	17	182	34	30	7	33	223	103	60	20
Permanent, with one screen	84	70	14	-	109	15	62	9	23	7	12	90	80	8	17
Permanent, with more screens	27	-	10	17	144	2	113	25	4	-	21	123	13	52	3
Open-air	8	8	-	-	8	-	7	-	1	-	-	8	8	-	-
Mobile	1	-	1	-	2	-	-	-	2	-	-	2	2	-	-

9 TICKET SALE REVENUE, COMPARISON BETWEEN 2023 AND 2024

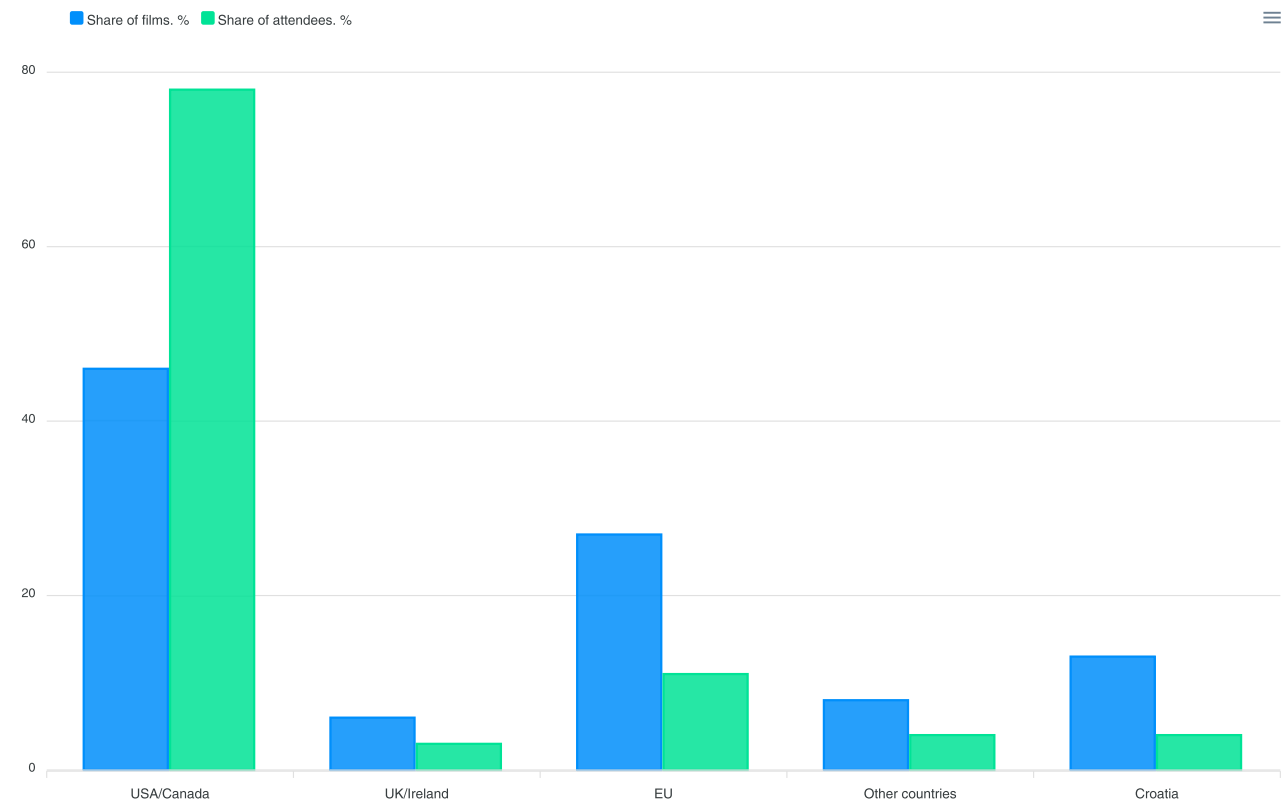
	Ticket sale revenue, 2023			Ticket sale revenue, 2024			Average ticket price
	Regular content		Alternative content, gross	Regular content		Alternative content, gross	
	Gross	Net		Gross	Net		
Total	19 414 268	18 512 960	536 650	19 705 672	18 788 162	582 076	4
Permanent, with one screen	1 552 645	1 489 084	60 983	1 352 967	1 305 616	141 735	4
Permanent, with more screens	17 710 708	16 880 147	475 667	18 137 780	17 275 360	440 341	5
Open-air and mobile	150 915	143 729	-	214 925	207 186	-	4

10 CINEMA EXHIBITORS, TOTAL NUMBER OF FILMS IN DISTRIBUTION, PREMIERES AND BY REGION OF PRODUCTION, 2024¹⁾

	Total number of films	Number of premieres	Region of origin				
			Croatia	USA / Canada	UK / Ireland	EU	Other countries
Film distributors	318	250	40	148	20	86	24

1) The data are taken over from the administrative database of the Croatian Audiovisual Centre.

G-3 CINEMA EXHIBITORS, SHARE OF FILMS AND ATTENDEES, BY FILM ORIGIN, 2024¹⁾



1) The data are taken over from the administrative database of the Croatian Audiovisual Centre.

NOTES ON METHODOLOGY

Sources and methods of data collection

Data are the result of the processing of annual reports filled in by cinema exhibitors on the Annual Report on Cinemas (KINO-1 form). Data on the number of films in Croatian cinemas according to the region of origin are taken over from the administrative database of the Croatian Audiovisual Centre. -

Coverage and comparability

The statistical survey covers cinema exhibitors, film distributors on the Croatian market. Data are comparable to those from previous years.

Definitions and explanations

Cinema venue is a space in which films are shown.

Cinema exhibitor is a natural person or legal entity engaged in public screening of films, which is registered in the activity of public showing of audiovisual works, which has at its disposal a space and equipment that is in line with special regulations, and which is entered in the register of exhibitors kept by the Croatian Audiovisual Centre.

Public screening is considered a showing of films with the intention to make them available to a larger number of people in cinema exhibitors and within other organised public screenings.

Permanent cinema exhibitors show films in a permanent auditorium equipped with a cinema projector, film screen and seats.

Open-air cinema exhibitors show films in a permanent open-air space.

Mobile cinema exhibitors do not have a fixed auditorium but show films at their headquarters or outside of it, either in an auditorium or in an open-air space.

Screening is a public showing of a film programme, a projection of a feature film, with or without an addition, lasting for approximately 120 minutes.

Film production companies and TV centres produce feature and short films independently or in co-production.

Distributor is a natural person or legal entity engaged in distribution of audiovisual works, which is registered in the activity of distribution of audiovisual works and entered into the register of distributors kept by the Croatian Audiovisual Centre.

Audiovisual works are feature films and documentaries, animated films, alternative films, experimental films and other audiovisual works which present artistic and/or author's expression, irrespective of the filming and displaying technique and medium used.

Territorial constitution

Data by counties are presented according to the Act on the Territories of Counties, Towns and Municipalities in the Republic of Croatia (NN, Nos 86/06, 125/06, 16/07, 95/08, 46/10, 145/10, 37/13, 44/13, 45/13 and 110/15) with the situation as on 31 December 2024

Abbreviations

EU	European Union
mm	millimetre
NN	Narodne novine, official gazette of the Republic of Croatia
UK	United Kingdom
USA	United States of America

Symbols

-	no occurrence
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