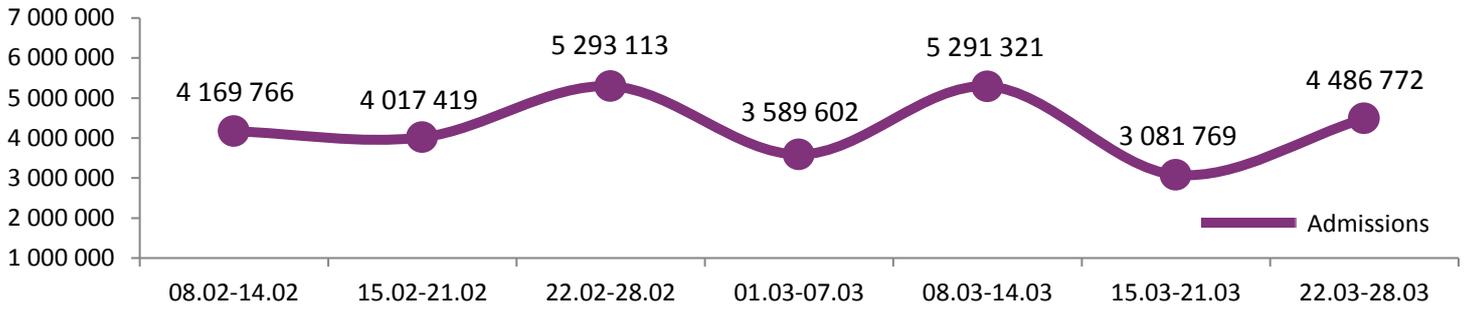
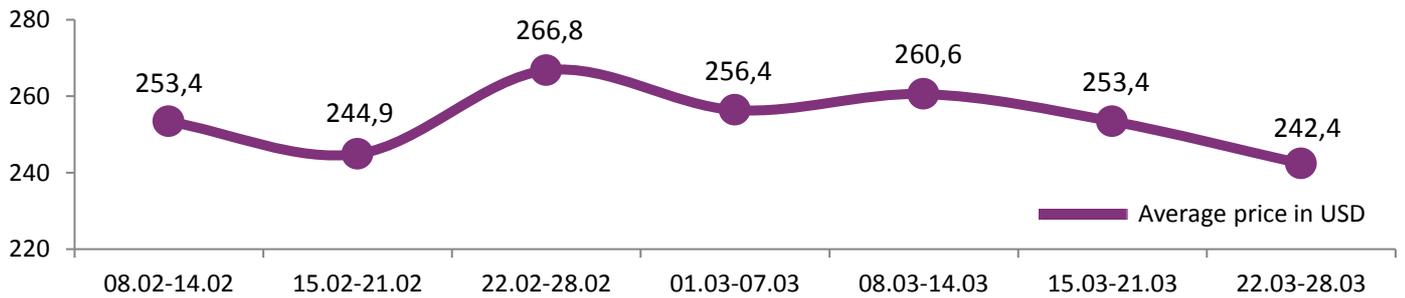


Dynamics of admissions by weeks

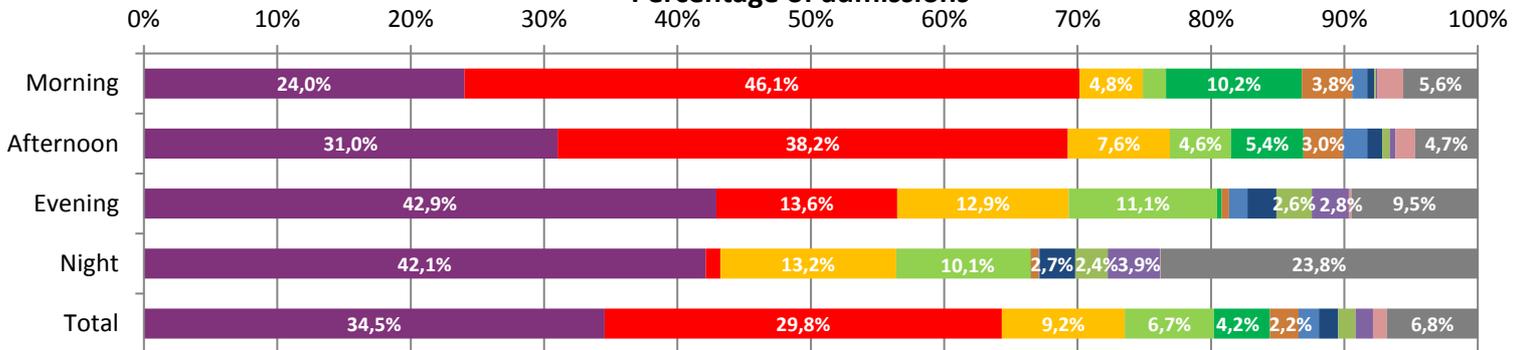


Dynamics of average ticket price by weeks

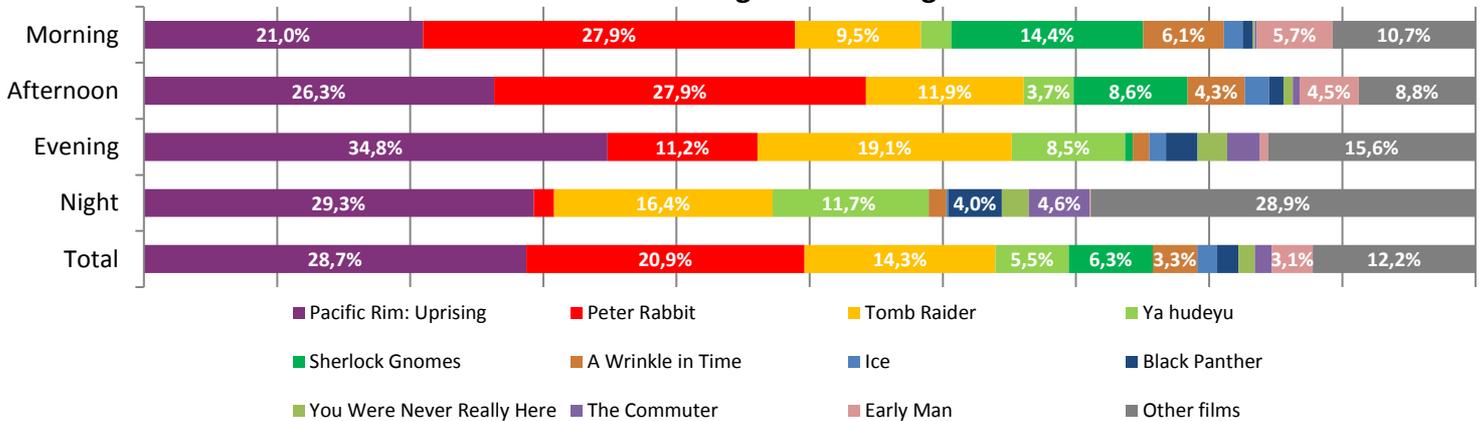


Attendance of 4,5 million theater-goers was mainly due to two premieres: "Pacific Rim: Uprising" (35%) and "Peter Rabbit" (30%).

Percentage of admissions



Percentage of screenings

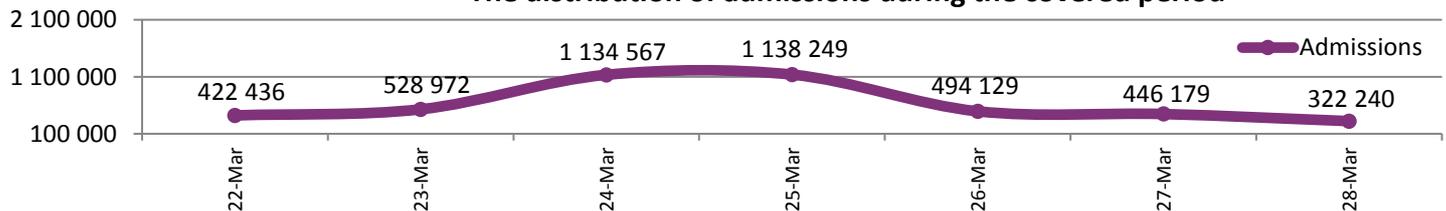


Time intervals for the beginning of screenings are as follows: "Morning" - from 06:00 to 11:59, "Afternoon" - from 12:00 to 17:59, "Evening" - from 18:00 to 23:59, "Night" - from 00:00 to 05:59. The percentage of admissions of a particular film is calculated as a ratio of the number of tickets sold for the screenings of the film during the specified period of time to the number of tickets sold for the screenings of the rest of the films shown during the same period of time. The percentage of screenings of a particular film is calculated as a ratio of the number of actual screenings of the film during the specified period of time to the number of actual screenings of the rest of the films shown during the same period of time.

**Key figures of film distribution**

No.	Film title	DC No.	Release date	Week of distribution	Age limit	Film distributor	From 22.03 to 28.03.2018						Total				
							Admissions per screen	Admissions	Change, %	Box office, USD	Change, %	Screenings	Average ticket price, USD	Admissions	Box office, USD	Screenings	
1	Pacific Rim: Uprising	121005218	22.03.2018	1	12+	UPI	26,7	1 550 010	-	7 464 677	-	58 014	4,8	1 551 156	7 468 071	58 930	
2	Peter Rabbit	121005318	22.03.2018	1	6+	WDSSPR	31,7	1 336 311	-	4 956 308	-	42 197	3,7	1 337 562	4 959 341	43 064	
3	Tomb Raider	121004418	15.03.2018	2	16+	CAO	14,3	413 644	<b>-56,9%</b>	1 835 665	<b>-62,2%</b>	28 961	4,4	1 383 959	6 746 971	85 753	
4	Ya hudeyu	111001618	08.03.2018	3	16+	UPI	27,0	299 820	<b>-49,5%</b>	1 281 091	<b>-49,4%</b>	11 123	4,3	2 305 310	10 280 658	78 135	
5	Sherlock Gnomes	124000918	15.03.2018	2	6+	CPP	14,7	187 861	<b>-48,1%</b>	613 986	<b>-56,0%</b>	12 739	3,3	554 717	2 030 867	33 318	
6	A Wrinkle in Time	121004218	08.03.2018	3	6+	WDSSPR	14,3	96 516	<b>-59,4%</b>	322 044	<b>-66,9%</b>	6 761	3,3	1 255 539	5 740 506	67 748	
7	Ice	111000518	14.02.2018	6	12+	WDSSPR	22,7	68 426	<b>-52,9%</b>	257 164	<b>-55,3%</b>	3 012	3,8	6 058 910	25 560 327	161 225	
8	Black Panther	121002618	22.02.2018	5	16+	WDSSPR	20,2	65 212	<b>-68,1%</b>	273 170	<b>-68,4%</b>	3 235	4,2	3 291 211	16 561 942	114 349	
9	You Were Never Really Here	121003618	22.03.2018	1	18+	RWV	23,8	58 459	-	324 367	-	2 459	5,5	64 558	366 360	2 614	
10	The Commuter	121002218	08.03.2018	3	16+	VLG	22,2	58 040	<b>-55,0%</b>	276 842	<b>-56,5%</b>	2 609	4,8	441 260	2 240 180	16 643	
11	Early Man	124000818	22.03.2018	1	6+	VLG	7,6	46 990	-	168 394	-	6 220	3,6	46 990	168 394	6 220	
12	The Strangers: Prey at Night	121005518	22.03.2018	1	18+	MG	10,4	42 824	-	192 158	-	4 137	4,5	42 833	192 185	4 162	
<b>TOTAL:</b>							<b>4 224 113</b>	<b>+47,5%</b>	<b>17 965 865</b>	<b>+40,1%</b>	<b>181 467</b>						
The percentage of TOP-12 in time period aggregates:							<b>94,1%</b>		<b>94,3%</b>		<b>89,8%</b>						

On the third week of its distribution Russian film “Ya hudeyu” lost less than half of its box office and increased total box office to \$10,3 million. “Ice” surpassed 6 million sold tickets and gained \$25,6 million.

**The distribution of admissions during the covered period**

**TOP-12 by admissions per screen**

No.	Film title	Number of screenings	Admissions per screen	In % of the average admissions per screen
1	Peter Rabbit	42 197	31,7	143%
2	Ya hudeyu	11 123	27,0	121%
3	Pacific Rim: Uprising	58 014	26,7	120%
4	Three Billboards Outside Ebbing, Missouri	324	26,1	117%
5	You Were Never Really Here	2 459	23,8	107%
6	Ice	3 012	22,7	102%
7	The Commuter	2 609	22,2	100%
8	O chem govoryat muzhchiny. Prodolzhenie	1 103	21,6	97%
9	Game Night	248	20,5	92%
10	Black Panther	3 235	20,2	91%
11	Gnome Alone	110	17,1	77%
12	Mary and the Witch's Flower	1 188	16,6	75%

**22,2 - the average admissions per screen per the covered period.**

Admissions per screen is an average amount of the admissions of one single screening of a film, which is calculated as a ratio of the tickets sold to the number of actual screenings during a particular period of time.

In terms of admissions per screen, high results were shown by auteur films “Three Billboards...” and “You Were Never Really Here”.

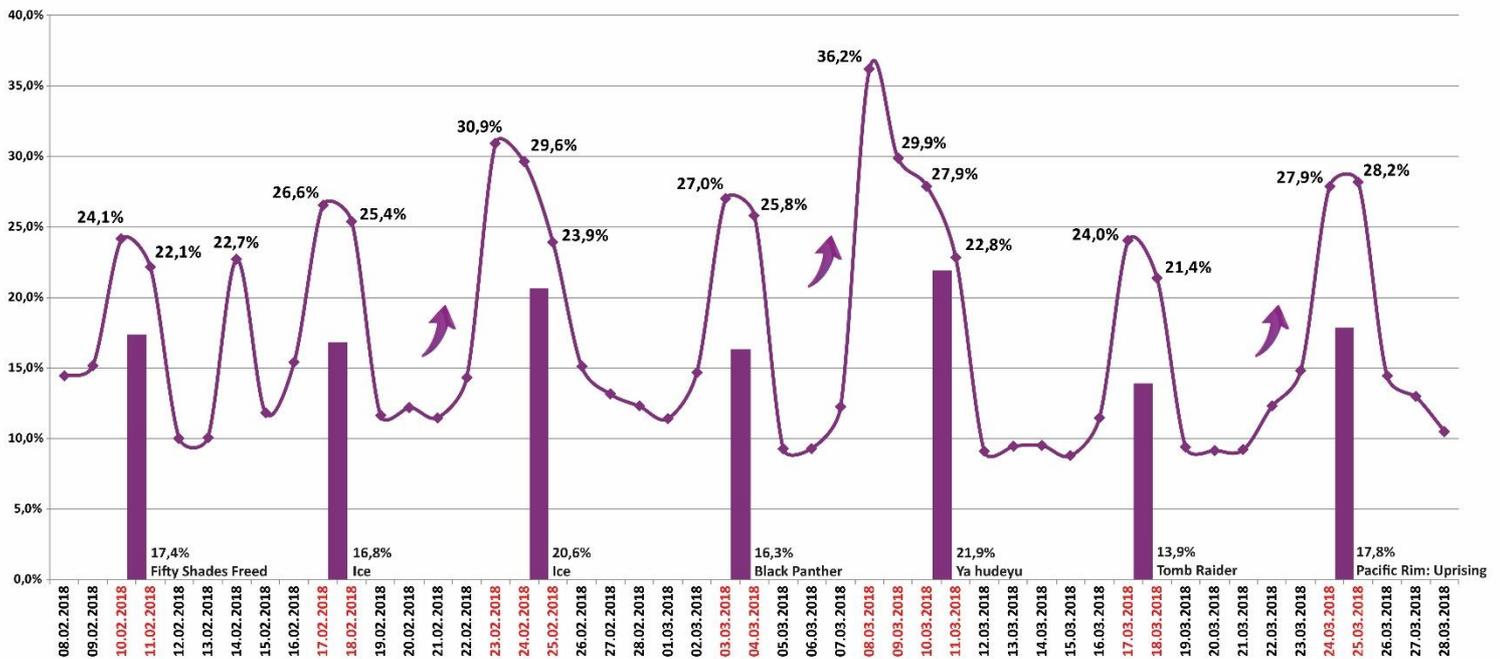
The number of screens in a theatre	Admissions per screen	The difference from the previous week
1	19,1	<b>+58,1%</b>
2	19,7	<b>+57,0%</b>
3-4	21,3	<b>+44,5%</b>
5-6	23,4	<b>+32,4%</b>
7-8	24,1	<b>+26,0%</b>
9-11	23,1	<b>+24,1%</b>
12-24	21,1	<b>+8,8%</b>
<b>Average for the period</b>	<b>22,2</b>	<b>+32,7%</b>

The number of screens in a theatre	Average occupancy of a screen	The difference from the previous week
1	10,8%	<b>+55,3%</b>
2	16,2%	<b>+49,3%</b>
3-4	18,9%	<b>+37,8%</b>
5-6	21,0%	<b>+29,1%</b>
7-8	18,9%	<b>+22,4%</b>
9-11	16,9%	<b>+20,6%</b>
12-24	16,7%	<b>+6,5%</b>
<b>Average for the period</b>	<b>17,8%</b>	<b>+28,1%</b>

**Average admissions per screen of TOP-12 films based on the number of screens**

Film title	Number of screens in a theatre									
	1	2	3	4	5	6	7	8	9-11	12-24
Pacific Rim: Uprising	24,6	23,8	26,9	26,1	29,2	28,1	26,7	28,8	26,9	25,7
Peter Rabbit	31,6	29,6	30,9	30,2	31,5	32,2	35,2	33,5	32,3	26,5
Tomb Raider	9,1	9,9	11,7	12,6	14,7	15,6	17,8	18,0	18,6	18,3
Ya hudeyu	8,0	14,2	19,3	22,5	28,4	28,2	34,5	34,5	34,1	32,2
Sherlock Gnomes	14,6	14,2	14,4	13,9	15,6	14,4	16,0	15,6	15,2	12,0
A Wrinkle in Time	8,8	10,2	12,6	13,0	15,0	15,7	17,6	18,7	17,3	15,1
Ice	17,1	22,0	28,5	18,7	27,7	23,0	23,9	25,3	21,5	17,5
Black Panther	8,1	12,2	12,0	14,7	22,1	21,4	23,8	21,6	20,0	19,3
You Were Never Really Here	30,9	13,2	14,1	21,5	24,3	22,2	23,7	26,5	25,0	23,8
The Commuter	6,3	13,7	9,63	12,7	20,4	22,9	23,9	22,8	22,7	25,0
Early Man	14,2	8,9	7,4	6,8	7,8	7,1	7,3	7,0	7,6	7,5
The Strangers: Prey at Night	5,3	8,4	7,7	9,7	10,4	10,4	10,9	11,5	10,8	9,3

“Ice” still gathers over 17 theater-goers per screen.

**The occupancy of theatre screens from 08.02.2018 to 28.03.2018**


The vertical columns show the average occupancy of screens during a week. The given indicator differs from the average number, since the number of cinema goers is different.

Occupancy during workdays increased sharply due to school holidays.  
 Leader film of the week: “Pacific Rim: Uprising”.

**Performance data of TOP-12 films based on the number of screens**

TOP-12 films by the admissions	Category: 1 screen							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	441	441	146 894	5 963	333	333	13,5	13,5
Peter Rabbit	316	316	138 226	4 375	437	437	13,8	13,8
Tomb Raider	535	535	32 295	3 568	60	60	6,7	6,7
Ya hudeyu	170	170	5 966	749	35	35	4,4	4,4
Sherlock Gnomes	332	332	27 161	1 863	82	82	5,6	5,6
A Wrinkle in Time	195	195	7 127	811	37	37	4,2	4,2
Ice	9	9	785	46	87	87	5,1	5,1
Black Panther	24	24	707	87	29	29	3,6	3,6
You Were Never Really Here	16	16	4 198	136	262	262	8,5	8,5
The Commuter	4	4	69	11	17	17	2,8	2,8
Early Man	28	28	2 236	158	80	80	5,6	5,6
The Strangers: Prey at Night	26	26	464	87	18	18	3,3	3,3

TOP-12 films by the admissions	Category: 2 screens							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	248	417	159 545	6 715	643	383	27,1	16,1
Peter Rabbit	233	386	159 627	5 386	685	414	23,1	14,0
Tomb Raider	246	358	33 345	3 376	136	93	13,7	9,4
Ya hudeyu	178	196	15 118	1 062	85	77	6,0	5,4
Sherlock Gnomes	193	250	24 301	1 706	126	97	8,8	6,8
A Wrinkle in Time	132	141	7 217	706	55	51	5,3	5,0
Ice	13	13	2 130	97	164	164	7,5	7,5
Black Panther	6	8	414	34	69	52	5,7	4,3
You Were Never Really Here	13	15	1 663	126	128	111	9,7	8,4
The Commuter	4	4	356	26	89	89	6,5	6,5
Early Man	38	48	2 468	278	65	51	7,3	5,8
The Strangers: Prey at Night	20	21	1 076	128	54	51	6,4	6,1

“Tomb Raider” has the widest distribution in one-screen theaters for the second week in a row.

TOP-12 films by the admissions	Category: 3-4 screens							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	226	545	274 166	10 368	1 213	503	45,9	19,0
Peter Rabbit	224	483	245 724	8 050	1 097	509	35,9	16,7
Tomb Raider	230	486	69 322	5 685	301	143	24,7	11,7
Ya hudeyu	194	273	41 772	1 961	215	153	10,1	7,2
Sherlock Gnomes	196	310	35 249	2 504	180	114	12,8	8,1
A Wrinkle in Time	195	243	17 690	1 379	91	73	7,1	5,7
Ice	42	60	5 877	294	140	98	7,0	4,9
Black Panther	51	55	4 104	296	80	75	5,8	5,4
You Were Never Really Here	20	26	4 031	229	202	155	11,5	8,8
The Commuter	22	28	1 670	143	76	60	6,5	5,1
Early Man	106	149	6 633	945	63	45	8,9	6,3
The Strangers: Prey at Night	62	72	4 498	501	73	62	8,1	7,0

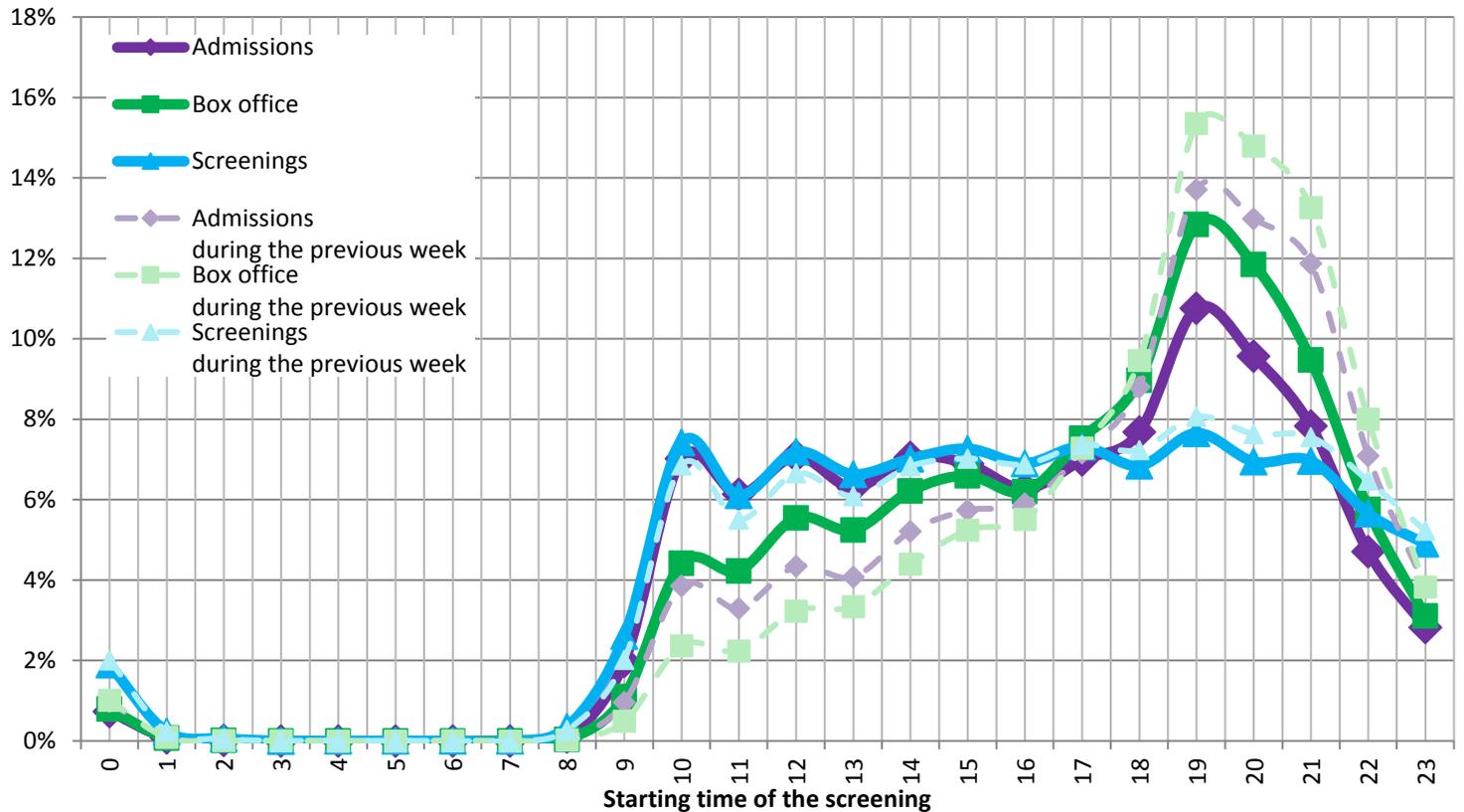
TOP-12 films by the admissions	Category: 5-6 screens							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	157	495	329 676	11 534	2 100	666	73,5	23,3
Peter Rabbit	163	474	289 638	9 084	1 777	611	55,7	19,2
Tomb Raider	163	448	90 919	5 992	558	203	36,8	13,4
Ya hudeyu	154	316	67 407	2 380	438	213	15,5	7,5
Sherlock Gnomes	142	259	34 888	2 328	246	135	16,4	9,0
A Wrinkle in Time	153	230	22 819	1 487	149	99	9,7	6,5
Ice	71	109	14 900	587	210	137	8,3	5,4
Black Panther	81	113	14 090	648	174	125	8,0	5,7
You Were Never Really Here	25	44	6 363	274	255	145	11,0	6,2
The Commuter	64	94	11 511	525	180	122	8,2	5,6
Early Man	136	209	11 921	1 604	88	57	11,8	7,7
The Strangers: Prey at Night	93	147	9 272	890	100	63	9,6	6,1

TOP-12 films by the admissions	Category: 7-8 screens							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	138	508	372 814	13 402	2 702	734	97,1	26,4
Peter Rabbit	143	442	306 656	8 934	2 144	694	62,5	20,2
Tomb Raider	144	430	109 794	6 130	762	255	42,6	14,3
Ya hudeyu	133	289	94 370	2 733	710	327	20,5	9,5
Sherlock Gnomes	132	251	40 370	2 551	306	161	19,3	10,2
A Wrinkle in Time	137	189	24 463	1 348	179	129	9,8	7,1
Ice	100	155	24 566	995	246	158	10,0	6,4
Black Panther	115	183	24 614	1 094	214	135	9,5	6,0
You Were Never Really Here	56	115	18 938	750	338	165	13,4	6,5
The Commuter	91	151	20 190	869	222	134	9,5	5,8
Early Man	128	194	13 302	1 858	104	69	14,5	9,6
The Strangers: Prey at Night	115	194	14 860	1 318	129	77	11,5	6,8

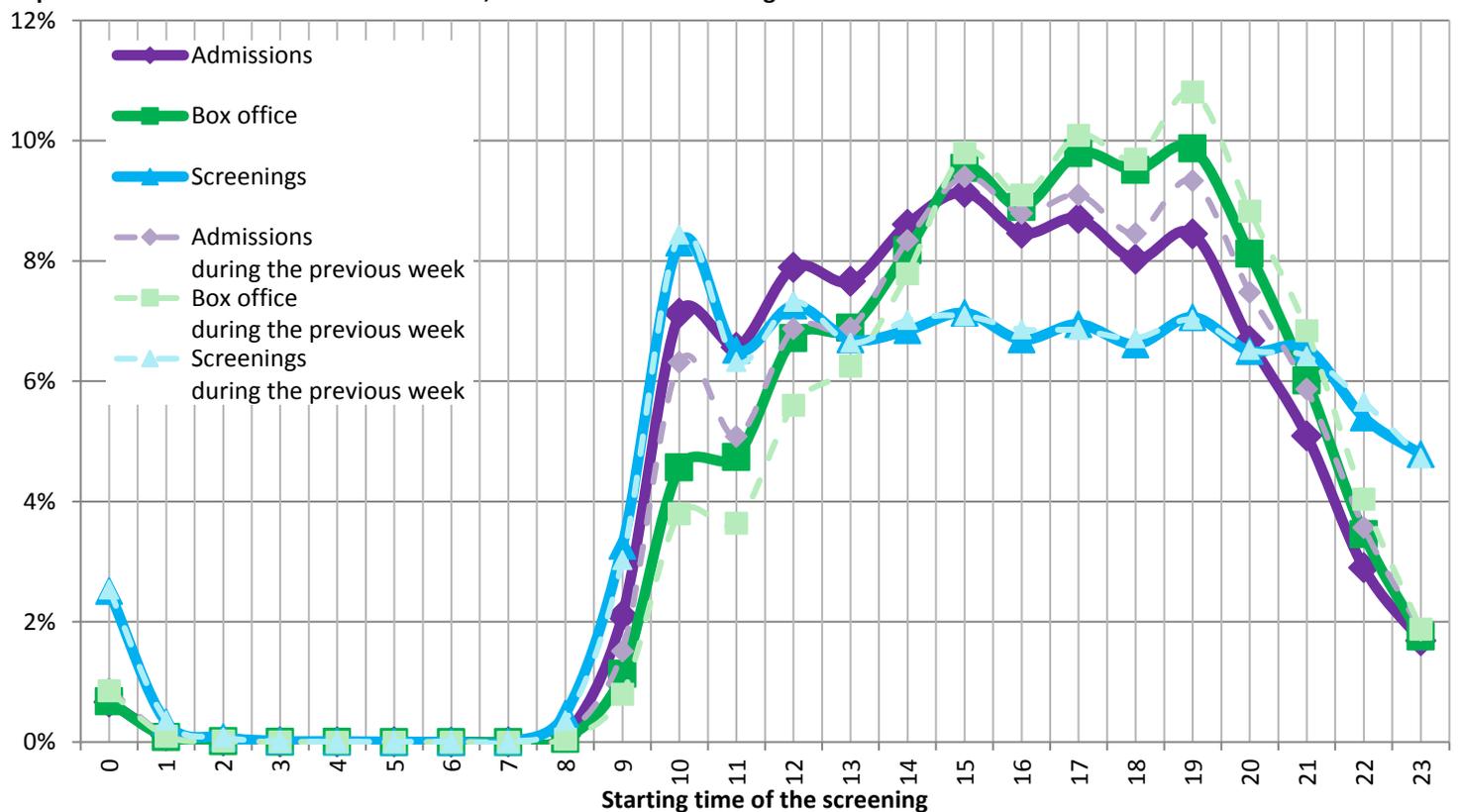
TOP-12 films by the admissions	Category: 9-11 screens							
	total of theatres in category:	total of screens in category:	admissions	screenings	admissions per theatre	admissions per screen	screenings per theatre	screenings per screen
Pacific Rim: Uprising	67	257	206 753	7 688	3 086	804	114,7	29,9
Peter Rabbit	69	209	152 740	4 722	2 214	731	68,4	22,6
Tomb Raider	69	203	58 620	3 151	850	289	45,7	15,5
Ya hudeyu	65	151	56 766	1 666	873	376	25,6	11,0
Sherlock Gnomes	66	130	20 882	1 371	316	161	20,8	10,5
A Wrinkle in Time	67	99	12 903	746	193	130	11,1	7,5
Ice	57	96	14 957	695	262	156	12,2	7,2
Black Panther	63	97	14 463	722	230	149	11,5	7,4
You Were Never Really Here	41	90	16 234	649	396	180	15,8	7,2
The Commuter	56	105	16 091	709	287	153	12,7	6,8
Early Man	62	110	7 996	1 053	129	73	17,0	9,6
The Strangers: Prey at Night	63	93	9 635	889	153	104	14,1	9,6

The diagram shows the distribution of the percentage of admissions, screenings, and box offices by screening start time.

Dependence of the share of the tickets sold, box offices and screenings on the start time on working days



Dependence of the share of the tickets sold, box offices and screenings on the start time on weekends



Dashed lines show the values of the previous week.

The diagram visualizes the dependence of the theatres' performance on the time of the day.

Diagram line "Admissions" (purple) shows the percentage of cinema goers for a single day based on the starting time of the screening.

Diagram line "Box office" (green) shows the percentage of daily receipts based on the starting time of the screening.

Diagram line "Screenings" (blue) shows the percentage of screenings in every hour of the theatre's workday.