



**UNDER EMBARGO UNTIL MONDAY 4 SEPTEMBER AT 9.00AM**

## **NATIONAL CINEMA DAY 2023 SEES RECORD AUDIENCES**

**London – Monday 4 September 2023: this year’s UK National Cinema Day saw record audiences return to the Big Screen, latest figures show.**

Leading box office analysts, Comscore, report that cinemas taking part in the event saw almost 1.56 million admissions, a 6 per cent increase on last year’s edition, and further proof of the nation’s love for its favourite leisure activity.

As expected, amongst the most popular films on the day were recent mega-hits *Barbie* and *Oppenheimer*, and new movies such as *The Equalizer 3* and *Cobweb*, plus recent releases *Teenage Mutant Ninja Turtles: Mutant Mayhem*, *Elemental*, *The Meg 2* and *Blue Beetle*. Also in the mix was the recently re-released 30<sup>th</sup> Anniversary edition of *Jurassic Park*.

Early findings from nationwide survey work undertaken with those who participated showed an exceptional 97 per cent satisfaction rate, with 95 per cent of attendees saying that they would happily recommend the cinema-going experience to friends and family.

Three quarters of those surveyed also said that they were now likely to return in the coming weeks, and with box office currently running 10 per cent higher than 2022 at the same stage, cinemas are getting ever-closer to their impressive pre-pandemic levels.

National Cinema Day was developed by the cross-industry body Cinema First and supported by the Film Distributors’ Association and the UK Cinema Association.

Welcoming these initial findings, Iain Jacob, Chair of Cinema First, said:

“National Cinema Day is intended to celebrate the nation’s love of cinema-going and to say a ‘big thank’ you to audiences through providing a great offer to everybody in the UK.

After the success of last year’s inaugural event, to see this second edition prove even more successful shows beyond doubt that the cinema experience offers the most enriching and positive form of escapism. We are delighted to have been able to welcome so many people back to the Big Screen.

Thank you to everybody who came.”



## **Note for Editors**

### About Cinema First

Cinema First is the cross-industry body charged with the promotion of cinemagoing in the UK. Its core constituents are the Film Distributors' Association - representing UK film distributors, and the UK Cinema Association - representing UK cinema operators.

### About the Film Distributors' Association

The Film Distributors' Association (FDA) is the trade body that represents UK film distributors. Its membership ranges from Hollywood studios to independent distributors and is responsible for 99 per cent of all films released theatrically in the UK.

### About the UK Cinema Association

The UK Cinema Association (UKCA) represents the interest of well over 90 per cent of UK cinema operators by number and market share. Its membership ranges from single screen/owner-managed sites to the largest circuit and multiplex operators.

### About Comscore

Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behaviour and make business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement.

### For further information please contact

Vicky Tupper  
DDA  
vicky.tupper@ddapr.com