

## FACTS & FIGURES

| I. FILMS / AUDIENCE / PROFESSIONALS |  |
|-------------------------------------|--|
| 503,900                             | cinema visits (thereof <b>335,986</b> tickets sold)  |
| 1,046                               | screenings of <b>433</b> films in the official programme opened by festival trailer  |
| 16,770                              | accredited guests from <b>122</b> countries (media representatives excl.)  |
| 3,804                               | media representatives from <b>86</b> countries   |
| 9,121                               | film industry participants European Film Market (EFM) ( <b>784</b> Films, <b>1,124</b> EFM Screenings, <b>36,401</b> visits EFM cinemas) |

| II. MEDIA RESONANCE PRINT/ONLINE *   |   |
|--|---|
| 69,700 articles in 6,116 online media sources (Nov 1, 2015 - Feb 28, 2016) |   |
| = 879 million  | potential readers   |
| 252 million print run of 897 accredited print media (news agencies excl.)  |   |
| = 252 million  | potential readers (with a one-time use of the 897 print media sources)                                    |
| <b>online and print media total reach</b>                                  |   |
| = 1.1 billion  | potential readers (vs. 232 million in 2015) <span style="float: right;">(* source: Meltwater News)</span> |

| III. TV (national)  |                    |
|---|--------------------|
| = 195.32 million  | cumulated reach ** |
| cumulated reach main newscasts with winners announcement** = <b>14 million</b> <span style="float: right;">(**)based on official GfK-rating)</span> |                    |

| IV. ONLINE   |  |
|--|--|
| <b>www.berlinale.de</b> (Dec 1, 2015 - Feb 28, 2016) |  |
| 14,572,305   | page views   |
| 1,968,537  | visits   |
| 388,927  | hits on demand videostreaming (Web+Apps). No precise numbers for livestreaming in 2016 (~ 150.000) |
| <b>Downloads Berlinale App</b>                       |  |
| 28,227   | iOS  |
| 6,930  | Android  |

| V. SOCIAL MEDIA |   |
|-----------------|---|
| 191,463         | facebook fans (+ 18 % since 2015) / 9,592,874 impressions     |
| 35,000          | twitter followers (+ 35 % since 2015) / 5,788,753 impressions |
| 16,500          | instagram follower (+ 100 % since 2015)                       |
| 3,018           | YouTube subscribers (+ 27 % since 2015)                       |
| 355,700         | videoviews on YouTube & facebook                              |

**„THE BERLIN-BASED FILM FESTIVAL – THE MOST WELL-ATTENDED IN THE WORLD – GENERALLY ESCHEWS GLITZ AND GLAMOUR FOR A MORE CHALLENGING LINE-UP THAT FAVOURS THE PROGRESSIVE, THE UNCONVENTIONAL, AND THE INTERNATIONAL.“ TELEGRAPH PETER YEUNG, 05.02.2015**