

## FACTS & FIGURES

I. VISITORS	
489,791	cinema visits (thereof <b>332,403</b> tickets sold)
1,096	screenings of <b>380</b> films in the public programme opened by <b>Festival Trailer</b>
18,080	accredited guests from <b>130</b> countries (media representatives excl.)
3,688	media representatives from <b>84</b> countries
9,973	film industry participants European Film Market (EFM) ( <b>798</b> Films, <b>1,113</b> EFM screenings, <b>33,977</b> visits EFM cinemas)

II. ONLINE	
<b>www.berlinale.de (Dec 1, 2017 - Mar 11, 2018)</b>	
13,109,188	page views
1,784,479	visits
330,504	hits on demand videostreaming (web + apps), <b>139,333</b> live streaming
<b>Downloads Berlinale App (Feb 6 - Mar 11, 2018)</b>	
26,641	iOS
7,985	Android

III. SOCIAL MEDIA	
1,237,560	videoviews on YouTube & facebook
244,665	facebook fans / <b>11,281,129</b> impressions
77,044	twitter followers / <b>6,944,129</b> impressions
57,150	instagram followers

**“BERLIN IS A CHANCE TO SET THE TONE FOR THE YEAR AHEAD.”**  
**SCREEN INTERNATIONAL**

IV. MEDIA RESONANCE PRINT/ONLINE *	
82,131 articles in 9,380 online media sources (Nov 1, 2017- Feb 28, 2018)	
= 4.94 billion*	potential readers
170 million print run of 859 accredited print media (news agencies excl.)	
= 170 million*	potential readers (with a one-time use of the 859 print media sources)
<b>online and print media total reach</b>	
= 5.1 billion*	potential readers <span style="float: right;">(* source: Meltwater News)</span>

V. TV (national)	
= 186.8 million	cumulated reach **
cumulated reach main newscasts with winners announcement ** = <b>17 million</b> <span style="float: right;">(** based on official GfK-rating)</span>	