

FACTS & FIGURES

AUDIENCE

487,504	cinema visits (thereof 331,637 tickets sold)
1,106	screenings of 400 films in the official programme, each opened by the Festival Trailer
18,556	accredited guests from 135 countries (media representatives excl.)
3,510	media representatives from 82 countries
10,946	film industry participants <i>European Film Market (EFM)</i> - 751 films, 1,060 EFM screenings, 36,308 visits <i>EFM</i> cinemas

ONLINE

www.berlinale.de (Dec 1, 2018 - Feb 28, 2019)

10,756,043	page views
781,833	visitors
Downloads Berlinale App (Jan 29 - Feb 28, 2019)	
27,156	iOS
7,075	Android

SOCIAL MEDIA

1,177,794	videoviews on YouTube & Facebook
273,431	Facebook fans / 9,771,289 impressions
88,700	Twitter followers / 4,026,785 impressions
88,711	Instagram followers

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

MEDIA RESONANCE PRINT/ONLINE*

75,083 articles in **7,776** online media sources (Nov 1, 2018 - Feb 28, 2019)

= **3.68 billion*** potential readers

Accredited print media (news agencies excl.)

= **221.8 million*** potential readers (with a one-time use)

total reach of online and print media

= **3.9 billion*** potential readers (* source: Meltwater News)

TV (national)

= **206.9 million** cumulated reach **

cumulated reach main newscasts with winners announcement** = **16.3 million** (** based on official GfK-rating)