

Discours Olivier Cadic
London's Favourite French Film 2015

CINEMA

Dear Patricia,

I am thrilled to be here with all of you tonight, and to have been given the opportunity to talk with great pride about French cinema and its impact and popularity around the world.

Cinema is referred to as the 7th art, and yet it began as an industrial rather than artistic invention.

One hundred and twenty years ago, the Lumiere Brothers organised the first public screening on the boulevard des Capucines in Paris. 33 spectators were present. Each one had paid 1 Franc to attend.

With that, an industry was created and a French passion was born: Cinema.

France is so passionate about cinema that it holds all European records.

Firstly, for example, it has the largest number cinemas in Europe, with 2000 institutions and over 5000 screens.

Secondly, it has the highest number of cinema entries: 209 million in 2014 alone!

Amazingly, even in this “internet age”, the number of French people leaving their home screens behind for a big screen experience has actually increased by over a third.

Even on a world-wide level French cinema is at the top of the game, with only America exporting more films.

It brings in 1.33 billion Euros in revenues, only slightly less than the US and Japan.

And yet, the French have no idea how much their films are appreciated outside of their own country.

I'm sure you all remember our golden year of 2012, with its exceptional cru: The Artist, Untouchable, Taken 2- Oscars, Cesars, and countless other awards.

In 2014, Lucy lead the charge with 53 million entries internationally.

That's 10 times more than in France.

You heard correctly: ten times more than France.

So here we have it: remarkably more people watch our films globally than in our own country.

It is one of our most important exports, bringing in 640 million Euros last year (it was 900 million the year *The Artist* came out).

From this we can surely conclude the crucial role French cinema plays as an ambassador for our culture and a testament to our talent as a nation.

And from our new generation of talented women and men working in all different sectors of the industry, it is safe to say that these “golden days” are not yet over.

In other words, all there is left to say is: we’re just as good as the Americans.