



2017

**YEAR OF THE  
ROOSTER**

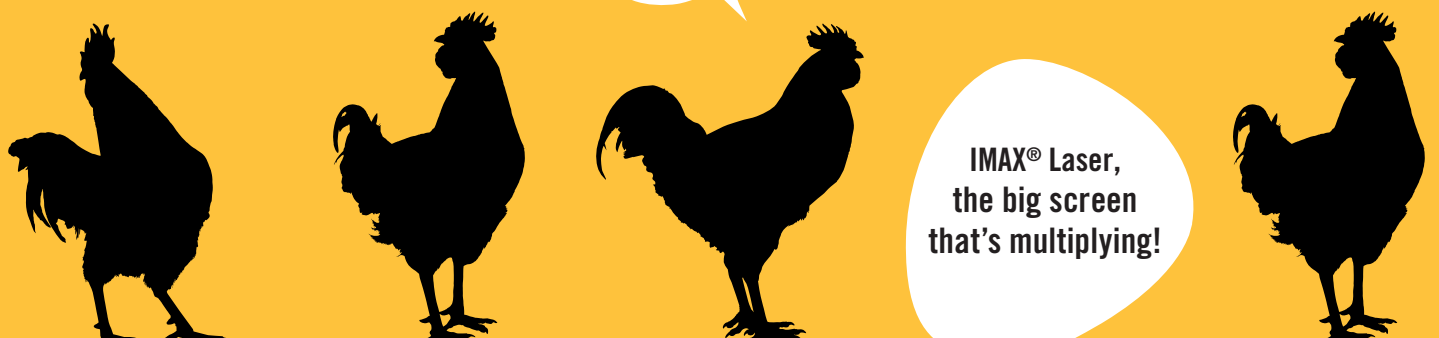
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PATHÉ

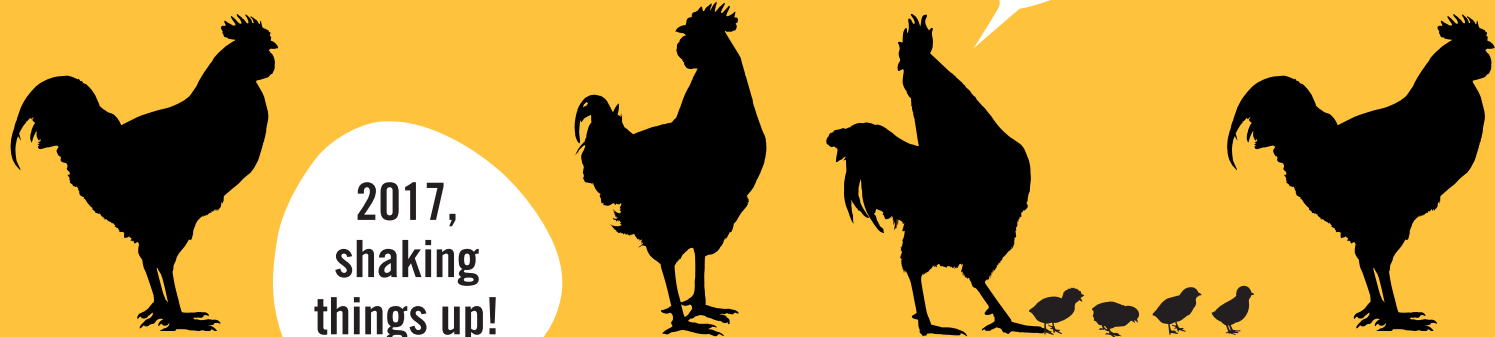




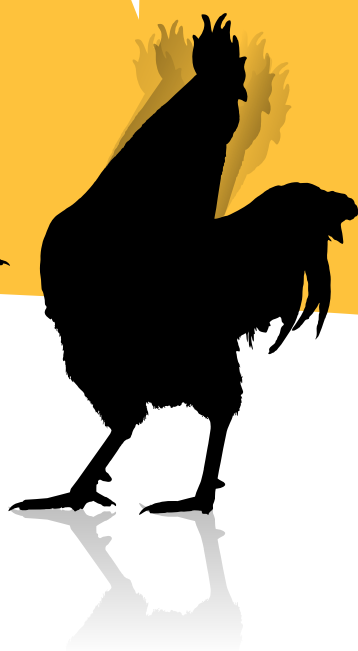
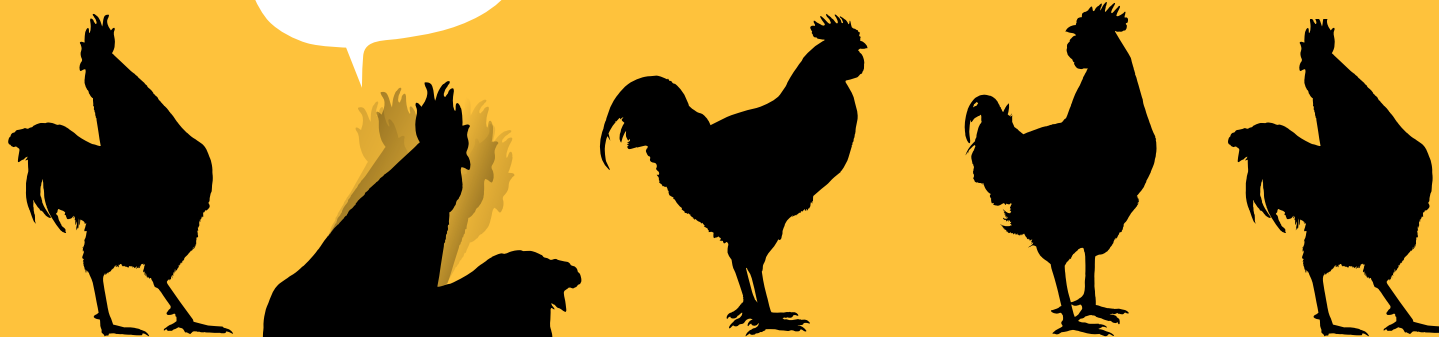
A César Award  
for a comedy?  
Are you joking?



IMAX® Laser,  
the big screen  
that's multiplying!



2017,  
shaking  
things up!





Today,  
digital technology forces us to go faster,  
to transform ourselves. Audiences demand better  
services and more experiences. In 2017, Pathé voluntarily  
surpassed these new expectations and increased the speed  
of change.

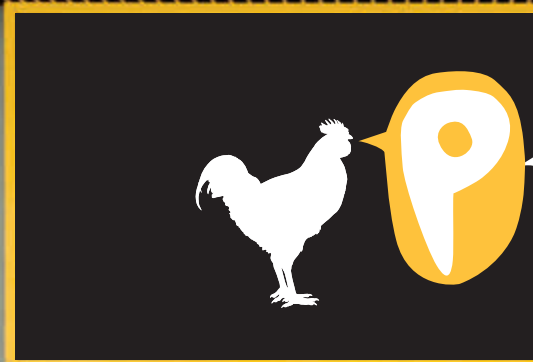
Our cinemas are more spectacular, more welcoming, more surprising,  
and more friendly. Our cinemas are more comfortable with  
their cutting-edge technologies. Our offering is accessible to all  
and better adapted to each viewer.

Pathé continues to believe in the power of the motion picture.  
Films that reach a large number of viewers, both in France and  
abroad, from Cannes with *In the Fade* by Fatih Akin to the  
César Awards with *R.A.I.D Special Unit (Raid Dingue)*  
by Dany Boon.

Pathé pursues this commitment  
to excellence and shares it with you through  
the unique experiences created and  
conceived for all viewers.



**Jérôme Seydoux**  
Chairman



**PATHÉ MASSY / FRANCE**

EXPERIENCE





The background of the page is a photograph of a modern cinema lobby. It features a prominent yellow wall with a large, minimalist clock face. A staircase with a glass railing is visible in the upper right. The floor is made of light-colored wood, and there are several people walking through the space. In the foreground, two people are sitting on a low, grey, modular sofa.

## Summary

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# Highlights of 2017

## 2017 KEY FIGURES\*

**66.2 M**

admissions at  
Les Cinémas  
Gaumont Pathé

**16**

films released  
in France  
and the UK

**4,210**

people employed  
in 5 countries

**€ 903 M**

in revenue

## SUCCESS FOR COMEDIES

- *R.A.I.D Special Unit (Raid Dingue)* by Dany Boon:  
**#1 French film of the year in admissions.**
- **Largest viewing audience on television** for *Welcome to the Sticks (Bienvenue chez les Ch'tis)* by Dany Boon.
- **An audience of over one million viewers** for *Rock'n Roll* by Guillaume Canet and *Le Brio* by Yvan Attal.

\* Data at the end of 2017





## A MILESTONE FOR OUR CINEMAS

In May, Pathé acquired Gaumont's 34% share in Les Cinémas Gaumont Pathé.

This acquisition confirmed Pathé's confidence in the future of cinema.

*"The movie theater is essential to the motion picture and the motion picture is essential to the movie theater."*

Jérôme Seydoux

## AWARDS FOR OUR FILMS

- **Best Actress Award** at the Cannes Festival for **Diane Kruger** in *In The Fade* by Fatih Akin, **Golden Globe Award for Best Foreign Language Film**.
- **13 nominations at the 2018 César Awards** for Pathé films released in 2017.



# Highlights of 2017

## CONSTRUCTION AND RENOVATION

- **Opening of Pathé Massy** in the Paris region and **Pathé Mall of Switzerland** in Ebikon (Lucerne).
- **7 cinema renovations** in France, the Netherlands, Switzerland, and Belgium.

## INNOVATION

**#1 in innovative technologies** with the opening of the **first 4DX theaters**, **Dolby Cinema**, and the unprecedented deployment of **IMAX® Laser** in our cinemas.

# IMAX

**PATHÉ MASSY / FRANCE**

EXPERIENCE



**PATHÉ CONFLANS / FRANCE**

EXPERIENCES







## NEW OFFERS

Launch of a new CinéPass subscription programme and partnerships with Lego and Starbucks.

## EXPERIENCE THE EMOTIONS OF LIVE

An admission record for Pathé Live with **1.2 million viewers** for 31 programmes.

## PLAYING ON ALL FIELDS

The OL men's ranks **4<sup>th</sup> in the Ligue 1 Championship** for the 2016-2017 season and reaches the Europa League semi-finals, while **the women's team won all the awards for the second year in a row** (Champions' League, Championship, and Coupe de France).



**LA GÉODE**

After a call for innovative projects, Les Cinémas Gaumont Pathé was chosen by Universcience to take over operations of La Géode.





Pathé 2017



**DOLBY  
CINEMA**

**PATHÉ MASSY / FRANCE**

EXPERIENCE



**DOLBY  
CINEMA**



**BIENVENUE !**

**PATHÉ WEPLER / FRANCE**



# CINEMAS

The strategy of upgrading and modernising Les Cinémas Gaumont Pathé is based on **4 concepts**:

- an active policy of creation, reconstruction, and renovation;
- constant innovation with the latest technologies;
- new and adapted services;
- an optimised viewer experience, at the cinema and online.

**€760 M**  
in revenue

**66.2 M**  
admissions

FRANCE: **46.2 million** admissions  
THE NETHERLANDS: **15.9 million** admissions  
SWITZERLAND: **2.9 million** admissions  
BELGIUM: **1.2 million** admissions



# Locations

With a total of 1,091 screens, Les Cinémas Gaumont Pathé is the biggest cinema chain in France, the Netherlands, and Switzerland.

In Tunis City, the “first stone-laying” ceremony of the Pathé multiplex cinema was held in July.

## FRANCE

773 screens in 69 cinemas  
New cinema: Pathé Massy

## THE NETHERLANDS

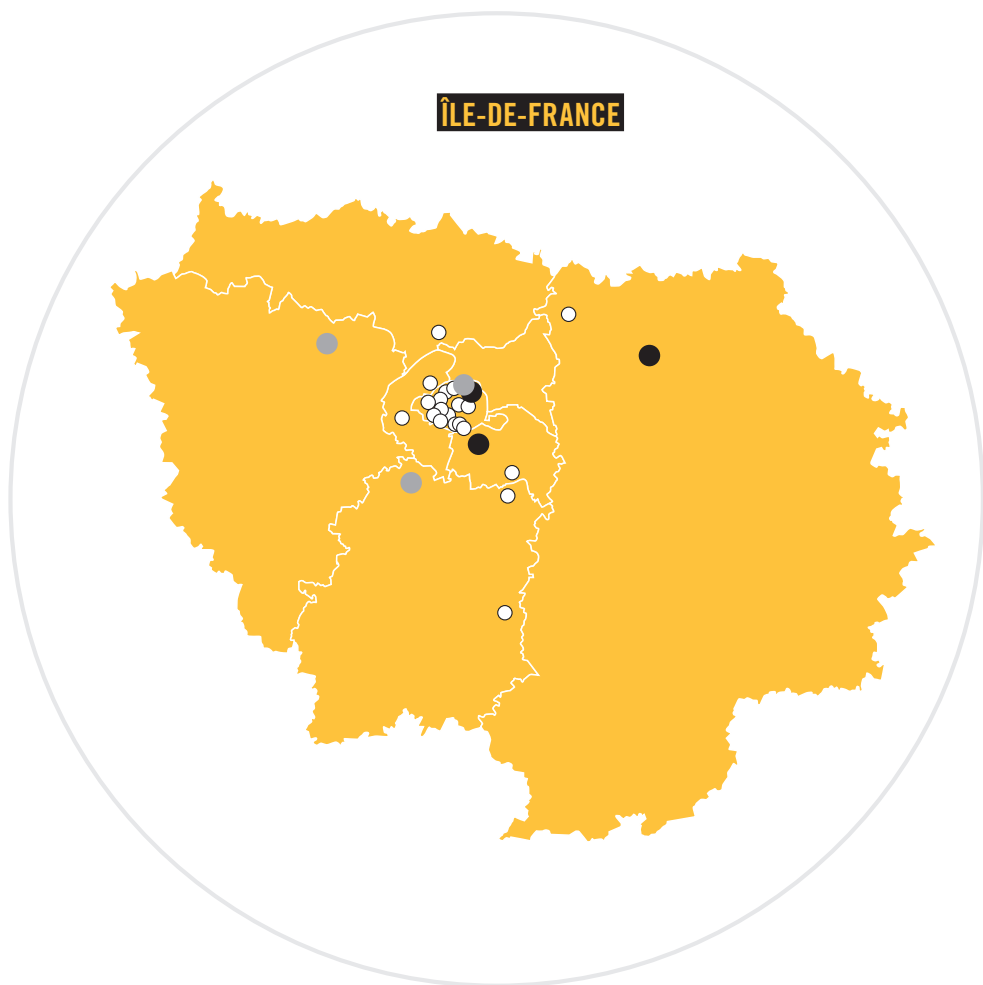
216 screens in 28 cinemas  
3 cinemas acquired: 2 in Leeuwarden and 1 in Hengelo

## SWITZERLAND

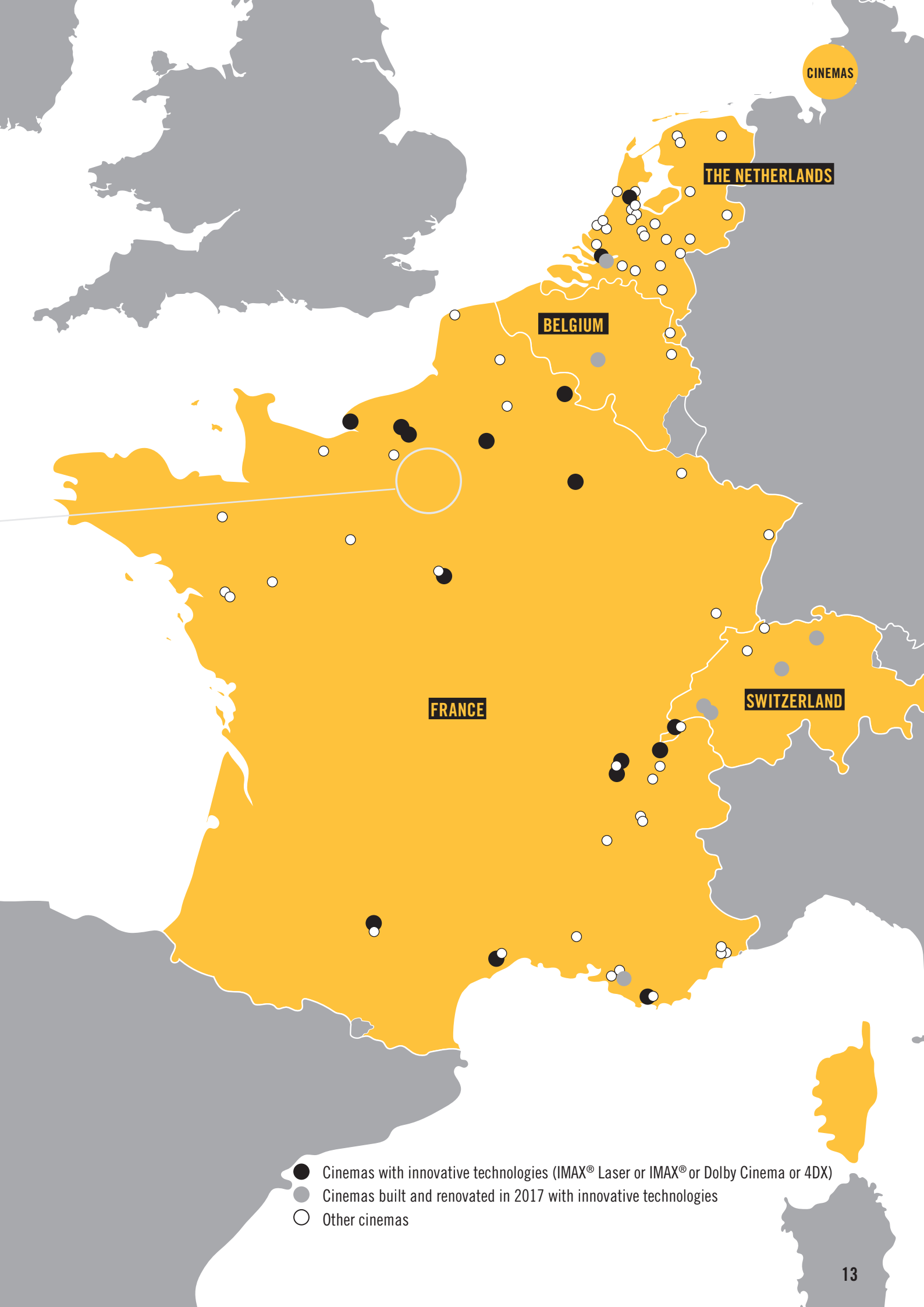
73 screens in 9 cinemas  
New cinema: Pathé Mall of Switzerland in Ebikon (Lucerne)

## BELGIUM

29 screens in 5 cinemas







# Customer relations, a unique cine

The use of digital technology has created new consumer habits and new expectations from the viewer.

Online, he can buy e-tickets or subscribes in a few clicks.

At the cinema, he expects personalised contact and quick answers.

In 2017, Pathé launched a major project with **Salesforce**, the global leader in customer relations, to optimise the viewer experience online and at the cinema.

From the management of social media, marketing promotions, newsletters and personalised content, training our teams... We left no stone unturned.

## THE 100% TABLET CUSTOMER PATH IN MASSY

In the main hall, which is open, spacious, and welcoming, our staff are equipped with tablets and are there to listen to and interact with the public. Each problem encountered (purchasing, subscriptions, services...) is taken into account and managed face-to-face with a real exchange.

# ma experience



## THE SUCCESS OF THE E-TICKET

With websites and mobile apps that are more and more effective, viewer has chosen the e-ticket. **In France, e-tickets represent 33% of total sales** in 2017.

**In the Netherlands**, e-tickets represent **38% of total sales** of the year. We reached a record in December 2017, **with e-tickets representing more than 50% of all tickets sold** (22.6% from computers and tablets, 28.2% on mobile phones).



**PATHÉ LA VILLETTE / FRANCE**

EXPERIENCES





# All-you-can-watch

In France, Les Cinémas Gaumont Pathé has updated the cinema subscription model with an even more accessible and simple programme: the CinéPass. It allows audiences access to every film, every day, for everyone and in every Gaumont and Pathé cinemas as well as their partner cinemas (900 screens in 40 cities).

## MAKE WAY FOR THE UNDER 26



A real success with this new offer and a particular enthusiasm from the under 26-year-old age bracket. They have flocked to the offer and its digital experience (e-ticket in the mobile app, numbered seats, group reservations...).

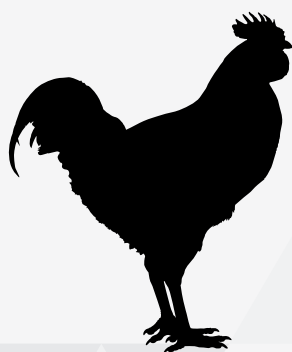




## REWARDS FOR LOYALTY

Each subscriber benefits from all of the advantages of the loyalty programme as soon as the programme is activated. Purchasing event tickets or coming with a friend, and purchasing sweets are all rewarded.

Loyalty  
is always  
rewarded!



## CLUB PATHÉ IN SWITZERLAND

A new loyalty programme for Pathé cinemas in Switzerland: more benefits and an account that is easily accessible by the mobile app.



# Meeting all audiences

In 2017, 460 films were presented in French movie theaters Pathé and Gaumont (original language, dubbed), as well as many events and shows that were rebroadcast live in our cinemas. A programme that is continually enriched to ensure we remain the preferred entertainment venue for viewers, young and old alike.

## 2 LABELS FOR GUIDANCE IN FRANCE



A charming and touching film that Les Cinémas Gaumont Pathé wants to share with audiences.



To help audiences discover original, personal films (because of their universe or their story).



# ALWAYS MORE EXPERIENCES

## E-SPORT AT PATHÉ LA VILLETTE

**CinéSessions** is a new meet-up for gamers organised with EclairGame every Thursday. It's a new way to experience the cinema, place to meet up and share.



## UNIQUE EVENTS

Unprecedented programmes are offered. In the Netherlands, the final seasons of the celebrated series *Game of Thrones* and the ipv The show *Expedition Robinson* were shown in our movie theaters.

**PATHÉ DE MUNT / PAYS-BAS**

EXPERIENCES

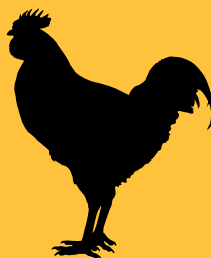


For our viewers we do the

**MAX**



# Imum



# Always more

Les Cinémas Gaumont Pathé  
deploys the immersive  
IMAX® Laser experience.

From late 2017, in 7 cinemas  
in France and 1 cinema  
in Switzerland, we provide  
a unique technological  
experience for a larger  
number of viewers.

The size of the IMAX®  
Laser screen provides an  
unparalleled resolution for  
the film, making each scene  
incredibly realistic.

GAUMONT PARC MILLÉSIME REIMS / FRANCE

EXPERIENCE

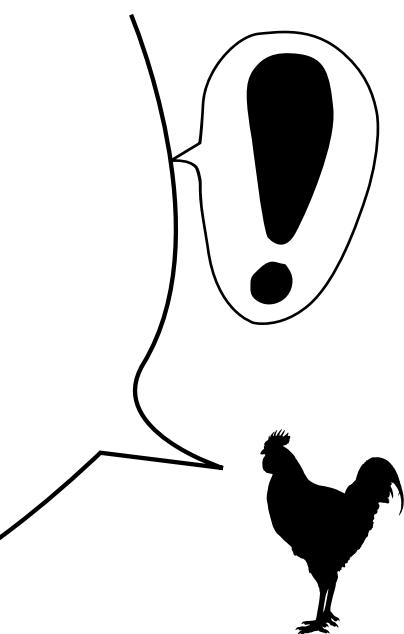


# IMAX

LASER



®



## EVERYTHING IS LARGER

Fascinating images: a giant screen and 4K dual-laser projection provide an unequalled contrast and brightness.





## EVERYTHING IS STRONGER

Immersive, vibrant, accurate sound transports the viewer and provides an optimal experience.

*"It's the gold standard  
and what any other  
technology has to match  
up to..."*  
Christopher Nolan



# With Pathé, we're shaking things up!

In March 2017, Pathé La Villette opened the first 4DX theater in France, the result of a partnership with CJ 4DPLEX, the world leader in 4D cinema technology. An unprecedented deployment: 7 cinemas were equipped with the technology at the end of 2017, and 50 are planned by 2020.



## SHARING CINEMA

Watching a film in 4DX means more experiencing and sharing sensations, between friends or with family.

## 4DX IS SHAKING UP THE NETHERLANDS AND SWITZERLAND

Pathé de Kuip, Rotterdam: 156 seats

Pathé de Munt, Amsterdam: 140 seats

Pathé Flon, Lausanne: 120 seats



MOVEMENT



LIGHTS



SCENT



WIND



WATER



### **ACTION IN MOVEMENT**

Each 4DX seat is able to create fluid and dynamic movements that allow the viewer to experience the film's actions thanks to a variable combination of three movements: lifting, rocking, and swaying. The sensation of vibrating and tickling is also available.

### **BRINGING THE FILM INTO THE ROOM**

Special sensory effects such as wind, rain, storm, fog, smoke, scent, and lights are in perfect sync with the actions of the film onscreen.



Discover the  
4DX effects live





# Now boarding!

With Les Cinémas Gaumont Pathé and Dolby, the public embarks aboard the cinema's business class: **Dolby Cinema, the *premium* experience.**

In France, the audiences at Pathé Massy, Pathé Vaise in Lyon and Pathé Docks 76 in Rouen were the first to experience this innovation.



I love  
*Le Brio* of its  
Dolby Atmos  
sound!



**PATHÉ MASSY / FRANCE**

EXPERIENCE



1



## AN ULTRA-SPECTACULAR PROJECTION SYSTEM

With Dolby Vision, history comes to life before the viewer eyes. Films take on an extraordinary brilliance, with fascinating contrast and colours.

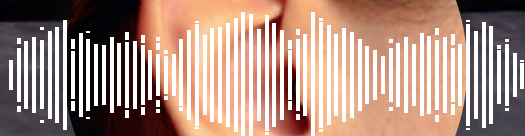
## IN 2017, PATHÉ OPENED ITS FIRST DOLBY CINEMA THEATERS IN THE NETHERLANDS

Pathé de Kuip, Rotterdam: 400 seats

Pathé de Munt, Amsterdam: 246 seats



2



### COMPLETE IMMERSION IN SOUND

The Dolby Atmos system transports the viewer into the heart of the action with its incredibly realistic sound that fills the room and immerses. Behind, above head, at side, the sound is everywhere and travels around, perfectly synced with the action onscreen.

3



### PREMIUM COMFORT IN THE MOVIE THEATER

As soon as the viewer enters, the immersive audiovisual corridor plunges him in the film's atmosphere. The movie theater's design offers an optimal point of view from each seat with an unparalleled comfort thanks to the *premium* reclining seats.



# In Preview

## A FIRST WITH LEGO

Lego has already had huge success with its films. In 2017, Pathé, in partnership with Lego, launched a new concept: a play room for children aged 2 to 14 and kids at heart.

**The Salle Mômes!** at Pathé La Villette comprises: Giant footstools Fatboy®, chaise longues, and large chairs. Totalling 70 seats in all colours and styles for total comfort. A climbing wall and tubs of bricks are also available to play with whenever you want.

With the Salle Mômes!, the kids are in heaven!



PATHÉ LA VILLETTE / FRANCE

EXPERIENCES





## A FIRST WITH STARBUCKS

**Pathé and Starbucks continue their partnership and up the ante.** For the first time in France, a true Starbucks lounge opened in September in a cinema, at Pathé Place de Loire in Orléans. Viewers can enjoy the 30 seats and the entire range of Starbucks drinks and pastries.

### **Our fill of coffee**

From late 2017, three other Starbucks lounges opened in France. Two more opened in Switzerland.

**PATHÉ ORLÉANS PLACE DE LOIRE / FRANCE**









# FILMS

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Comedies, biopics, dramas, or historical sagas...  
The films are always accompanied by unprecedented marketing promotions and a strong presence in the international market.  
The Pathé catalogue is constantly expanding, thanks to new films produced or acquired by the company, and its heritage is preserved with the pursuit of high-quality restorations.

IN 2017

**€143 M**

in revenue

**16**

films produced  
and distributed  
in France and the UK

**800**

feature films  
in the catalogue



# Films of the year

**THE GUARDIANS**  
BY XAVIER BEAUVOIS

**PROMISE AT DAWN**  
BY ÉRIC BARBIER

**RACER AND THE JAILBIRD**  
BY MICKAËL R. ROSKAM

**LE BRIO**  
BY YVAN ATTAL

Now,  
*You Choose!*



**THE VALLEY OF THE WOLVES**  
BY JEAN-MICHEL BERTRAND

**O KA**  
BY SOULEYMANE CISSÉ

**THE QUEST OF ALAIN DUCASSE**  
BY GILLES DE MAISTRE



**DJANGO**  
BY ÉTIENNE COMAR

**DALIDA**  
BY LISA AZUELOS



**VICEROY'S HOUSE**  
BY GURINDER CHADHA

**A UNITED KINGDOM**  
BY AMMA ASANTE



**YOU CHOOSE!**  
BY ÉRIC LAVAINÉ

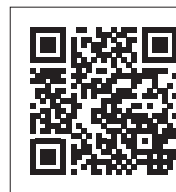
**ROCK'N ROLL**  
BY GUILLAUME CANET

**BOULE ET BILL 2**  
BY PASCAL BOURDIAUX

**R.A.I.D SPECIAL UNIT**  
BY DANY BOON

**THE NEW ADVENTURES OF CINDERELLA**  
BY LIONEL STEKETEE

Find all the previews





# We're all mad for *R.A.I.D Special Unit*

Viewers once again flocked to Dany Boon for this popular comedy that mixes humour and action behind the scenes of the *R.A.I.D Special Unit*, an elite unit of the French police.

43<sup>ème</sup> Cérémonie  
**CÉSAR 2018**



**#1 FRENCH FILM**  
in admissions

**1<sup>ST</sup> CÉSAR AUDIENCE AWARD**  
awarded by the César Academy





**4,571,643**  
spectators on the attack



## ... CHINA TOO

Before its release in Chinese cinemas, *R.A.I.D. Special Unit (Raid Dingue)* by Dany Boon opened the French Film Festival in Beijing. Press conferences, interviews, viewings, round tables... the film's whole team went to meet the Chinese audience.



## ROCK'N ROLL

by Guillaume Canet



**DJANGO**

by Étienne Comar

**ROCK'N ROLL AND GYPSY JAZZ**

**Guillaume Canet** in rock and roll mode meets with sweet success: an audience of 1,300,283 viewers for his comedy and a nomination for a César Award (Best Actor).

**Reda Kateb** tries on the role of **Django Reinhardt**. He wins the Swann d'Or award for Best Actor at the Cabourg Film Festival and is nominated in the same category at the César Awards.



**LE BRIO**

by Yvan Attal

43<sup>ème</sup> Cérémonie  
**CÉSAR** 2018



**MOST PROMISING ACTRESS**  
awarded by the César Academy  
to Camélia Jordana



## PROMISE AT DAWN

by Éric Barbier



## THE AUDIENCE IS LISTENING

**Camélia Jordana** plays with brio opposite **Daniel Auteuil**, under the watchful eye of **Yvan Attal**. A well-deserved César Award for her and 1,139,143 viewers who can't believe their ears.

Promises are kept when Nina (**Charlotte Gainsbourg**) guides Romain (**Pierre Niney**) to new heights. **Four nominations at the César Awards** and 1,086,062 charmed viewers.



**DALIDA**

by Lisa Azuelos

I can sing  
high and  
loud, too!







## THE GUARDIANS

by Xavier Beauvois

## WOMEN'S STORIES

**Nathalie Baye**, **Laura Smet** and **Iris Bry** (nominated for Most Promising Actress at the César Awards) take the place of the men who have gone off to war, under the direction of Xavier Beauvois.

**Lisa Azuelos**, writer and director, introduces Italian actress **Sveva Alviti** as a captivating Dalida, confronted by the men in her life.



## Well-accompanied films

**The films that Pathé distributes benefit from a unique marketing know-how. Innovative marketing promotions are geared towards audiences: communication on social media, events, preview tours, or pedagogical promotions; our support is adapted to each film.**



# A L'OLYMPIA

## DALIDA AT THE OLYMPIA

On 30<sup>th</sup> November 2016,  
 Pathé broadcast the **preview  
 showing of Lisa Azuelos' film**  
**live in more than 161 cinemas**  
**in France.** A technical triumph  
 with Pathé Live.



# R.A.I.D SPECIAL UNIT TOUR

In January 2017, thousands of viewers challenged Dany Boon and his team on their assault course. Winners of the challenge were invited to a private screening.



## SPECIAL EDUCATIONAL SCREENINGS

**In partnership with Pathé, Gallimard published a special edition of Romain Gary's novel with an integrated teaching guide. Screenings were organised for students in 3<sup>e</sup> (Year 10).**

A booklet allowed university students to discover in more detail the art of eloquence in the style of Pierre Mazard (Daniel Auteuil) and Neïla Salah (Camélia Jordana) in *Le Brio*.



## #RockNRollChallenge



Before the film's release, Guillaume Canet and Marion Cotillard shook up Instagram with **their least rock 'n' roll pictures**, creating a real buzz and a giant boost to the film.



# International life of films

Over 100 promotional tours to support the films: from Berlin, where *Django* by Étienne Comar opened the prestigious Berlinale festival in front of an audience of 2,000 people, to the Venice Film Festival with the world premiere of *Mektoub My Love: Canto Uno* by Abdellatif Kechiche.

In other major markets, Xavier Beauvois' film *The Guardians* made its world premiere in Toronto International Film Festival and its European premiere in London Film Festival. *Dalida*, by Lisa Azuelos, opened the Rendez-vous with French Cinema in Paris.

*Dalida*, distributed in more than **30 countries**, was the 3<sup>rd</sup> most viewed French film in Quebec in 2017.

*Django*, *The Guardians*, and *Promise at Dawn* by Éric Barbier, were sold in more than **20 countries**.

*Le Brio* by Yvan Attal and *Rock'n Roll* by Guillaume Canet were sold in more than **15 countries**.



I see successes  
on the horizon!





# PATHÉ'S ENGLISH PRODUCTIONS

## A UNITED KINGDOM

by Amma Asante

The true story of Seretse Khama, the King of Botswana, who married Ruth Williams, a London clerk, played by David Oyelowo (Selma) and Rosamund Pike.

The film opened the London Film Festival and sold to over 50 countries.

**£2,541,652**

Box office in the UK

*"[...] A triumph in every respect. One of the great British films of 2016."*

5 stars **Mail on Sunday**

## VICEROY'S HOUSE

by Gurinder Chadha

The film immerses the audience in the partitioning of India and Pakistan in 1947. Hugh Bonneville, as Lord Mountbatten, plays opposite Gillian Anderson.

The world premiere of the film took place at the Berlinale festival and the film sold to over 50 countries.

**£4,121,604**

Box office in the UK

*"Absorbing and thematically rich"*

4 stars **LA Times**



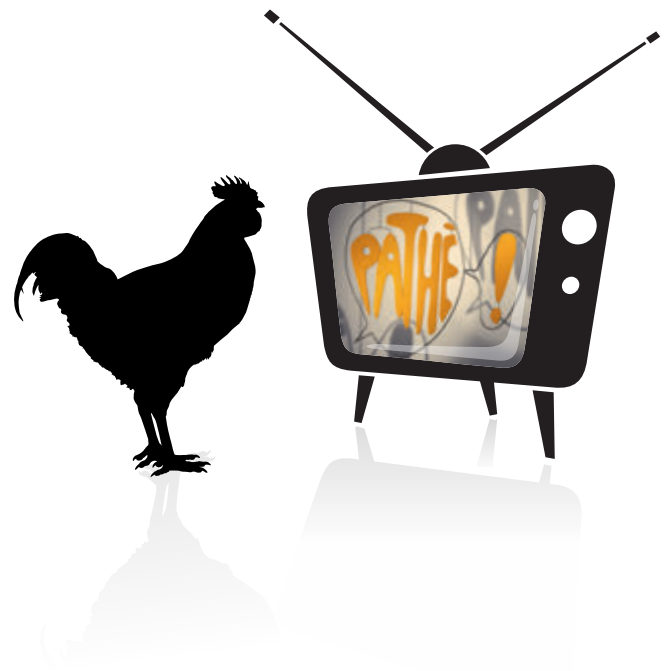
# Video, VOD/SVOD and TV sales

On video and on television, the Pathé catalogue always meets with great success.

## FRENCH TV SALES

26 films were shown during prime time on the main French channels. ***Welcome to the Sticks (Bienvenue chez les Ch'tis)***, by Dany Boon on TF1, attracted the largest TV audience in 2017 with more than 8.6 million viewers.

Audiences tuned in for *Camping 2* by Fabien Onteniente and *Asterix and Obelix Meet Cleopatra* by Alain Chabat, which attracted each one over 5 million viewers on TF1. Four other films attracted more than 4 million viewers, including *Mum or Dad (Papa ou Maman)* by Martin Bourboulon (its first broadcast) on M6, *Bangkok - We Have A Problem (On a marché sur Bangkok)* by Olivier Baroux and *Happiness Never Comes Alone (Un Bonheur n'arrive jamais seul)* by James Huth on TF1.



## DVD/BLU-RAY SALES, VOD AND SVOD IN THE UK



In the UK in 2017, Pathé had sales revenues of:

**£1.7 M**  
in the physical  
video market

**£836,000**  
in the VOD/EST  
market

### VICEROY'S HOUSE

by Gurinder Chadha

- 66,000 DVD/Blu-ray sales
- 41,000 VOD/EST transactions

### A UNITED KINGDOM

by Amma Asante

- 63,000 DVD/Blu-ray sales
- 63,000 VOD/EST transactions



## DVD/BLU-RAY SALES, VOD AND SVOD IN FRANCE

In 2017, Fox Pathé Europa achieved a sales revenue of 97 million euros for DVD and Blu-ray sales, which represents 18% of the market for physical videos.

On the digital side, Pathé had over 2 million VOD/EST transactions.

## OUR SUCCESSES

### R.A.I.D SPECIAL UNIT

by Dany Boon

- 235,000 DVD/Blu-ray, sales, number one in sales for French films
- 365,000 VOD/EST transactions, 4<sup>th</sup> best performance of the year

### DIVORCE FRENCH STYLE

by Martin Bourboulon

- 42,000 DVD/Blu-ray sales
- 195,000 VOD/EST transactions

### ROCK'N ROLL

by Guillaume Canet

- 27,000 DVD/Blu-ray sales
- 120,000 VOD/EST transactions

### SNOWDEN

by Oliver Stone

- 21,000 DVD/Blu-ray sales
- 60,000 VOD/EST transactions

### DALIDA

by Lisa Azuelos

Release of the *Dalida* limited-edition collector box set (with the film on Blu-ray and DVD + a compilation of 10 songs on a CD record + 4 exclusive photos).

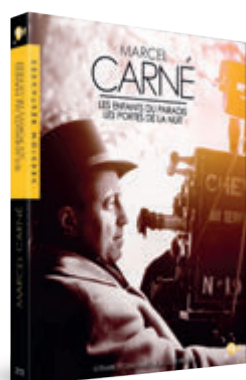


# Restoration

## PATHÉ'S COMMITMENT TO ITS CATALOGUE

Since its launch in 2012, with the campaign for the preservation and restoration of the catalogue, Pathé has restored over 100 films. Inestimable works of cinematographic heritage are preserved with 4K digitization, providing very high image quality.

In 2017, 14 restored titles were released on DVD/Blu-ray, and 4 restored films attracted each one more than 500,000 viewers on Arte: *Mort d'un pourri* by Georges Lautner, *Les portes de la nuit* by Marcel Carné, *Boudu sauvé des eaux* by Jean Renoir and *Germinal* by Claude Berri.



**MARCEL CARNÉ**  
**BOX SET**



**VALMONT**  
by Miloš Forman



**LES SORCIÈRES DE SALEM**  
by Raymond Rouleau



**JEAN DE FLORETTE AND**  
**MANON DES SOURCES**  
by Claude Berri



**GERMINAL**  
by Claude Berri



**LA FÊTE À HENRIETTE**  
by Julien Duvivier



**ANDRÉ HUNEBELLE**  
**BOX SET**



**COLUCHE BOX SET**



## THE RESTORED BEAUTY OF A *RIVER RUNS THROUGH IT*

In collaboration with Philippe Rousselot, the film's cinematographer, this version of the film, restored from a 4K scan of the original 35 mm negative, allowed audiences to rediscover the original beauty of this Pathé-produced film. The Montana landscapes are magnified with rich detail.

**The Robert Redford film, released simultaneously in cinemas and on DVD/Blu-ray, was presented at Cannes Classics.**



# An admission record

Pathé Live has developed its offering and allowed **1.2 million viewers to experience major events** in the best conditions, at the cinema in 2017.



## THE COMÉDIE-FRANÇAISE BEYOND THE WALLS

The Comédie-Française in cinema series accounted for more than 175,000 admissions in 2017, including 70,000 for *Scapin the Schemer*, and made its first steps abroad reaching out to over 50 countries.

### A *rendez-vous* for schools

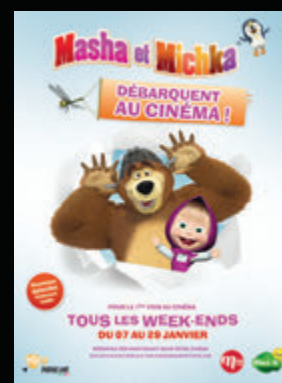
Collaboration with teachers on the development of teaching resources and the creation of a dedicated platform ([pathelive.com/education](http://pathelive.com/education)) enabled more than 50,000 students worldwide to experience shows by the House of Molière at the cinema.





## PATHÉ LIVE KIDS

200,000 admissions for this initiative dedicated to little ones who are experiencing their first trip to the cinema.



## BOLSHOI, A NEW RECORD

500,000 admissions in a record-breaking number of 67 countries.



## SHOWS AND CONCERTS

Young comedians (Nawell Madani, Vincent Dedienne...) make it to big screen for a laugh-out-loud experience. Record level of admissions with David Gilmour's concert with over 40,000 admissions.

## THE MET CELEBRATES ITS 10<sup>TH</sup> SEASON

A successful year with more than 39,000 admissions for *Nabucco* and the 100<sup>th</sup> opera live broadcast, *Norma*.



# Olympique Lyonnais

The OL Groupe, a major player in the field of sport and entertainment in France, is structured around the Olympique Lyonnais, a Premier League football club. Pathé has been a shareholder of the OL Groupe since 1999.

## 3M SPECTATORS

since the inauguration of the stadium

## THE LARGEST PLAYING FIELD

With the Groupama Stadium, the Olympique Lyonnais has a large playing field:

- Record attendance for the France/New-Zealand rugby match (58,607 spectators) and the OL/OM showdown (57,206 spectators).
- More than 100,000 spectators for concerts (Coldplay and Céline Dion) and the only French date for Monster Jam.

**COLDPLAY CONCERT AT GROUPAMA STADIUM**





© Anik Couble -  
WebCannesStory.Com



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PATHÉ SCHOUWBURGPLEIN / PAYS-BAS

EXPERIENCE





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