

Visits to major Dutch film festivals in 2018

942.074 visits to 10 main Dutch film festivals in 2018

Author(s)

van Vliet, Harry

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3.5 VISITS TO MAJOR DUTCH FILM FESTIVALS IN 2018

942.074 visits to 10 main Dutch film festivals in 2018

IFFR and IDFA drew, just like previous years, the biggest crowds in 2018. They did not, however, manage to increase their admissions. Facebook (67%) did remain the most-used platform to communicate about film festivals, followed by Twitter (49%) and Instagram (45%). In total, 150 film festivals took place in the Netherlands. 436 prizes were handed out, a 63% increase compared to 2016.

Source: Annual reports respective festivals

Based on tickets (sold and free) excluding festival tours

* Cinekid as from 2017 excluding festival tours, current data replaces previous reports

Percentage of film festivals active on specific social media platforms in 2018	
Facebook	67
Twitter	49
Instagram	45
YouTube	33
Vimeo	10
LinkedIn	5
Google+	1
Pinterest	1
Snapchat	1
Spotify	1

Visits to the major Dutch Film Festivals	2014	2015	2016	2017	2018
International Film Festival Rotterdam (IFFR)	287,000	302,000	314,000	329,000	327,000
International Documentary Film Festival Amsterdam (IDFA)	255,880	255,000	280,000	285,000	282,000
Netherlands Film Festival (NFF)	148,037	145,000	149,000	147,843	148,674
Cinekid*	76,700	56,371	41,022	39,315	33,576
Film by the Sea (FBTS)	46,200	41,200	43,300	46,100	46,500
Holland Animation Film Festival (HAFF)	21,340	18,224	19,400	18,437	No festival
Imagine	25,244	16,250	23,500	21,000	20,500
Go Short	18,631	19,300	25,994	18,431	17,822
Noordelijk Film Festival	20,000	20,000	21,500	22,500	25,000
Leiden International Film Festival	33,000	35,000	36,182	39,209	41,002
Total	932,032	908,345	953,898	963,811	942,074

Dutch Film Festivals 2018	2016	2017	2018
Number of festivals	144	140	150
Number of festival editions	202	170	180
Number new festivals	19	13	18
Number new festival editions	28	15	19
Annual (%)	85	85	86
Percentage of festival editions taking place in Amsterdam and Rotterdam	37	43	42
Indoor (%)	89	90	90
Paid (%)	91	91	88
Percentage of festival editions showing features	52	78	62
Percentage of festival editions showing documentaries	45	48	41
Percentage of festival editions showing shorts	32	71	59
Number of film prizes	268	408	436
Number of audience awards	45	72	68



TOP 5 FILM FESTIVALS FACEBOOK LIKES 2018

International Film Festival Rotterdam **94,890**

International Documentary Festival Amsterdam **60,971**

Pluk de Nacht Open Air Filmfestival **35,106**

SCENECS International Debut Filmfestival **22,185**

Around International Film Festival **21,615**



TOP 5 FILM FESTIVALS TWITTER FOLLOWERS 2018

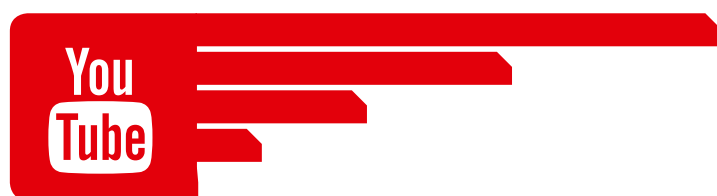
International Documentary Festival Amsterdam **30,405**

International Film Festival Rotterdam **25,816**

Movies that Matter Film Festival **21,091**

Nederlands Film Festival **16,591**

Amsterdam Lift-Off Film Festival **5,904**



TOP 5 FILM FESTIVALS YOUTUBE VIEWS 2018

Unicef Kinderrechten Filmfestival **62,612,825**

International Film Festival Rotterdam **37,751,649**

International Documentary Festival Amsterdam **20,447,419**

SCENECS International Debut Filmfestival **5,406,815**

Roffa Mon Amour **269,819**



TOP 5 FILM FESTIVALS INSTAGRAM FOLLOWERS 2018

Around International Film Festival **29,092**

International Film Festival Rotterdam **11,827**

International Documentary Festival Amsterdam **8,975**

SCENECS International Debut Filmfestival **6,353**

Roffa Mon Amour **4,396**

Due to more precise measuring, data are more reliable than previously reported.

Social media performance depending on content. If for instance on a YouTube channel old content is removed, views and likes performance drops accordingly.

Facebook metrics until May 2018, due to discontinuation of Facebook API

Other social media metrics measured december 2018

* Based on main event in the Netherlands

Source: Festival Atlas 2018, Harry van Vliet (2019)