



MINISTERO DEI BENI E DELLE ATTIVITÀ CULTURALI
E DEL TURISMO

SEGRETARIATO GENERALE
SERVIZIO I – COORDINAMENTO E STUDI

CULTURE
2014
IN ITALY
basic **FIGURES**



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The 2014 edition of the *Minicifre of Culture* presents statistics regarding the protection and enhancement of Italy's cultural heritage, tourism, creative and cultural activities (theatre, cinema and other media, publishing, music, fashion and the food and wine industry).

Unless otherwise specified, all the data refers to 2013 and provides a concise but broad-ranging snapshot of the sector and all the parties involved: not only the Ministry, but also local authorities, entrepreneurs and users. The data has either been collected from edited sources (primarily ISTAT and trade and business associations) or provided in-house by the Ministry itself.

This is the last edition in which data will be provided by the Research Office of the General Secretariat. Pursuant to the reorganisation of the Ministry (Prime Minister's Decree, 29 August 2014), the Research Office has been reassigned to another General Directorate. Our idea was to present a slick, easy-to-consult booklet providing figures rather than words about culture in Italy. If it is still considered useful the next booklet will be prepared and published by others and with another layout. Since we have come to the end of a cycle I would like to recall my friend Walter Santagata whose idea it was to publish this booklet. I also want to thank all those who have turned his idea into a tangible heritage: Adelaide Maresca Compagna, Martha Mary Friel, Enrico Bertacchini and all the editors.

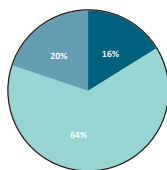
I am convinced that the increased focus on culture in the provisions of the current government and the new organisational structure of the Ministry will not only boost the enhancement of Italy's cultural heritage and tourism, but also lead to greater participation and involvement by Italians and foreigners alike.

Gianni Bonazzi

Director Service I - Coordination and studies

MUSEUMS | MONUMENTS | ARCHAEOLOGICAL SITES

- 4,588 institutes open to the public in 2011
 - 3,847 museums, 240 archaeological areas, 501 monuments
 - 63.8% public property, 36.2% private:
 - 41.6% civic, 10% ecclesiastical, 9% MiBACT
- main types of Italian museums:
 - 32% art, 16.9% ethnography and anthropology,
 - 15.5% archeology, 11.4% history,
 - 9.3% natural science, 8.5% specific, 6.4% other
- 103,888,764 visitors in 2011 of which
 - 54,876,648 fee-paying visitors; 49% of Italian institutes with free entry
- 38,424,587 visitors in the 431 MiBACT institutes open in 2013 (202 museums, 229 monuments and archaeological areas), of which 17,649,829 fee-paying

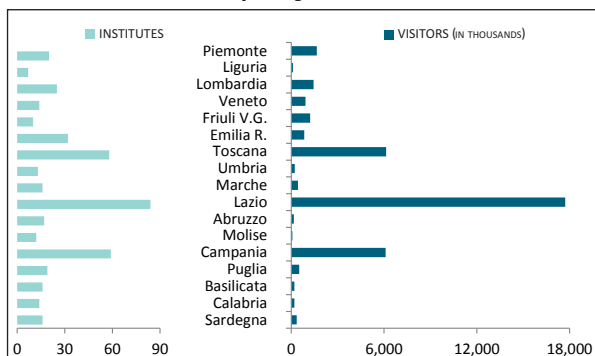


Visitors per geographical area (2013)

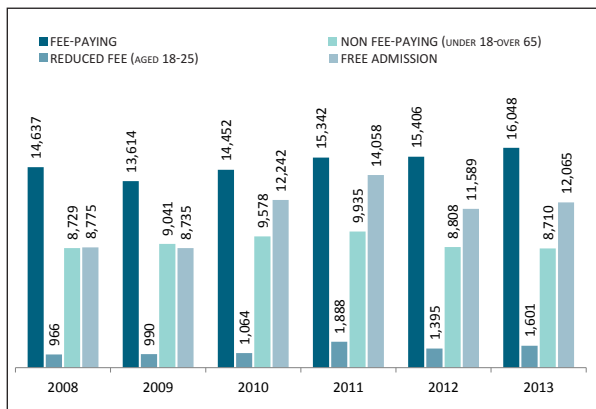
Visitors to civic museums in the main cities of art (2009-2013)

| CITIES | N. INSTITUTES | 2009 | 2010 | 2011 | 2012 | 2013 |
|----------|---------------|-----------|-----------|-----------|-----------|-----------|
| VENICE | 10 | 1,866,530 | 2,005,861 | 2,208,320 | 2,314,048 | 2,266,256 |
| ROME | 20 | 1,447,922 | 1,574,901 | 1,635,529 | 1,531,681 | 1,433,483 |
| MILAN | 13 | 871,751 | 1,091,809 | 1,498,151 | 1,342,976 | 1,380,422 |
| FLORENCE | 6 | 532,866 | 624,220 | 680,929 | 737,139 | 1,223,488 |
| TURIN | 4 | 358,859 | 367,779 | 424,231 | 311,457 | 441,526 |

State institutes and visitors per region (2013)



Visitors to MiBACT Institutes according to admission costs (in thousands)



MiBACT Institutes / Visitors frequency (2013)

| NUMBERS | INSTITUTES | % VISITORS |
|---------------------|------------|------------|
| 1,000,000 PLUS | 6 | 46.38% |
| 500,000 – 1,000,000 | 8 | 15.37% |
| 250,000 – 500,000 | 13 | 10.08% |
| 100,000 – 250,000 | 22 | 10.18% |
| 60,000 – 100,000 | 27 | 5.36% |
| 20,000 – 60,000 | 81 | 7.64% |
| 10,000 – 20,000 | 87 | 3.25% |
| 5,000 – 10,000 | 54 | 1.06% |
| UP TO 5,000 | 133 | 0.69% |

Most visited MiBACT Institutes (entrance fee)

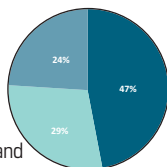
- Colosseum, Palatine Hill, Roman Forum – Rome (5,625,219)
- Pompeii – Naples (2,413,515)
- Uffizi Gallery, Vasari Corridor – Florence (1,875,785)
- Galleria dell'Accademia – Florence (1,257,261)
- Castel Sant'Angelo – Rome (965,931)
- Boboli Gardens, Silver, Porcelain, Costume Museums – Florence (710,523)
- La Venaria Reale (Consorzio) – Turin (598,548)
- Egyptian Museum (Foundation) – Turin (540,297)
- Borghese Gallery – Rome (498,477)
- The Royal Palace – Caserta (439,813)
- Villa d'Este – Tivoli, Rome (412,468)
- The Last Supper by Leonardo – Milan (410,157)

ARCHIVES

- 100 State archives, one Central State Archives, 34 other historical archives under MiBACT
- 8,250 local authorities archives of which 8,092 municipal
- over 50,000 archives of other public entities (universities, cultural institutions, chambers of commerce, etc.)
- 4,609 State-controlled private archives (individuals and private legal entities, family archives, enterprises, political parties, etc.)

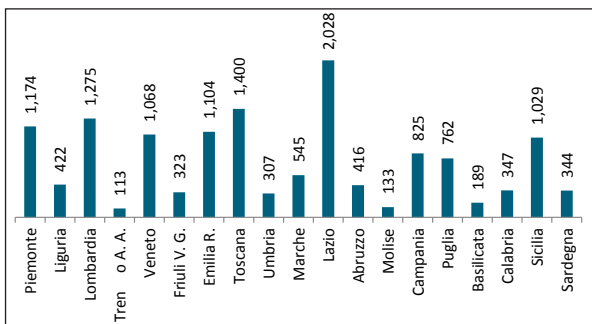
Holdings and Users of the State Archives

- 1,563,160 linear metres of shelving
- 1,352,185 parchments and 13,805,410 folders, volumes, registers, etc.
- 284,830 visitors of which 17,032 foreigners
- 125,586 researches of which 94,467 in situ and 31,119 by correspondence
- 915,482 archival units consulted



Readers per geographical area

Paper units per region (in thousands)

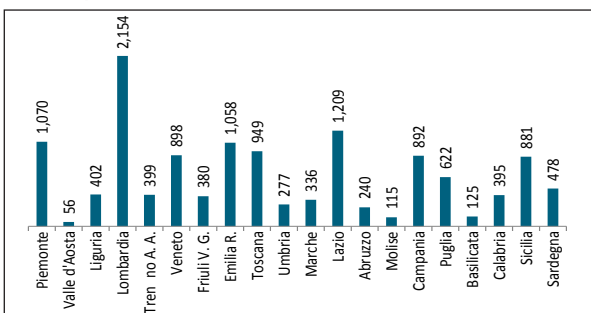


State Archives with highest attendance

| LOCATION | ITALIANS | FOREIGNERS | TOTAL |
|------------------------------|----------|------------|--------|
| FLORENCE | 13,427 | 2,353 | 15,780 |
| VENICE | 8,829 | 5,880 | 14,709 |
| ROME | 12,831 | 913 | 13,744 |
| ROME, CENTRAL STATE ARCHIVES | 11,664 | 842 | 12,506 |
| TURIN | 11,362 | 436 | 11,798 |
| MILAN | 7,420 | 312 | 7,732 |
| BARI | 5,622 | 37 | 5,659 |
| PALERMO | 5,173 | 103 | 5,278 |
| NAPLES | 4,328 | 419 | 4,747 |
| BRESCIA | 4,711 | 34 | 4,745 |

- 12,936 libraries recorded in the Register of Italian Libraries
 - 6,467 belonging to local authorities
 - 1,978 belonging to universities (1,922 State, 56 non-State)
 - 1,322 belonging to ecclesiastical institutions
- 6,890 public reading libraries

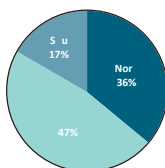
Libraries per region



- 46 MiBACT public libraries of which 2 National Centres in Rome and Florence housing all Italian publications as a "legal deposit"

Collections and users of MiBACT Libraries

- 198,131 manuscript volumes
- 24,700,281 printed volumes, of which 34,051 incunabulum and 332,203 "cinquecentine"
- 65,142 current periodicals
- 7,457,301 printed pamphlets
- 1,394,719 readers of which 89,729 foreigners
- 1,794,970 works consulted
- 190,847 loans to private individuals



Readers per geographical areas

National Library Service

The National Library Service (SBN) is a network of Italian libraries working together to publish an online collective catalogue for users

- 5,223 libraries
- 12,937,214 titles (of which 90% modern, published after 1830, 5% ancient and 5% musical documents); a total of 67,903,829 index cards in these libraries
- 66 million online bibliographical searches, 14 million more than 2012

Identification and Protection of Cultural Assets

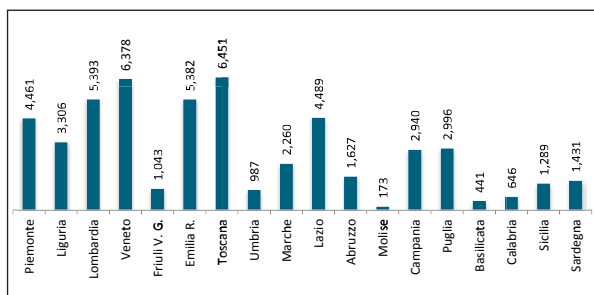
Archaeological Assets

- 5,668 protected tangible archaeological assets (1909-2004)
- 363 excavation authorisations to private and public institutions still active (57 to foreign institutions), 69 new authorisations of which 18 multiyear

Architectural Assets

- 46,025 protected architectural assets (1909-2004)
- 16,162 statements of cultural interest (out of a total of 45,964 preparatory inquiries) since the Code of Cultural Assets and the Landscape came into force (2004-2013) most of which in Tuscany, Piedmont, Emilia Romagna and Veneto regions, of which 14,309 after verification of public properties and private non-profit legal entities (28.96% CEI)
- 1,562 declarations in 2013 out of 4,777 checks performed

Protected sites and monuments (1909-2004)



- 130,297 ministerial acts concerning 51,693 immovable properties

Historical, artistic and ethnographic assets

- 88 statements of cultural interest issued by the superintendencies and 87 after refusal of export, 11,559 certificates of free circulation issued by the Export Office, 80 permanent export licences, 49 temporary, 9 compulsory purchases

Archival assets

- 4,609 private archives declared of notable historical interest, of which 177 in 2013

Artworks found by the Carabinieri for the Protection of Cultural Heritage

- 52,270 undamaged archaeological pieces, of which 12,168 coins
- 187,484 archival and book assets and 2,103 antique assets
- 100,615 paleontological pieces recovered
- 1,112 fake works of art sequestered, estimated value 32 million euro

Cataloguing

- 2,487,769 index cards inserted in the General Information System of the catalogue (SIGECweb) run by the Central Institute for cataloguing and documentation (ICCD) of which 2,087,000 historical and artistic cards, 307,573 archaeological cards, 52,944 demo-ethno-anthropological, 39,406 architectural
- 489 agencies and 677 users registered, 126 MiBACT institutes
- 51,504 new cards and 211,411 ready to be uploaded
- 3,551,910 index cards of ecclesiastical assets inventoried in 224 dioceses, of which 1,911,820 provided by CEI for cataloguing in SIGEC web
- 3,734,996 index cards inserted in the archives of the Regions and Autonomous Provinces, with an increase of 447,343 cards in 2013

Funds assigned by MiBACT (2009-2013)

| | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------|----------------|----------------|----------------|----------------|----------------|
| DGPABAAAC | 342,000 | 562,020 | 134,174 | 210,000 | 275,172 |
| ICCD | 216,000 | | | | |
| DGAN | 72,000 | 182,704 | 139,069 | 169,069 | 115,000 |
| TOTAL | 630,000 | 745,624 | 273,243 | 379,069 | 390,172 |

- 84 officials and 69 collaborators (not inhouse) trained to use SIGEC in 35 institutes in Basilicata, Calabria, Friuli Venezia Giulia, Lazio, Liguria, Marche
- 110 participants in courses about the history of old photographic techniques

Digitalisation Projects and European Cooperation

Internet culturale access portal to Italian Libraries, 1.2 million records and over 11 million images.

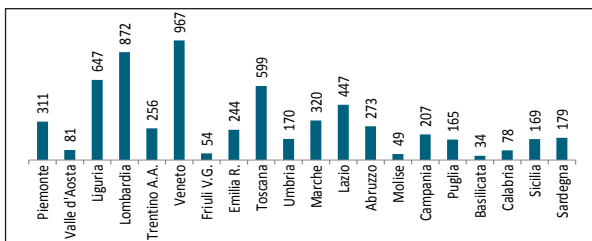
Michael multilingual European portal, 11,906 digital collections in museums, archives, and libraries in 19 European countries; 4,041 Italian collections in 1,944 institutions.

Europeana European cultural portal providing access to almost 33 million records, of which 2.6 million inputted by Italian institutions; it has been created using material from the Europeana Athena and Judaica Projects, coordinated by the ICCU, with over 4 million records from 150 museums and European cultural institutions

Culturalitalia portal of Italian culture, 2.3 million consultable records, with an increase of + 500,000 data

- 6,122 acts issued between 1939 and 2013 identifying the architectures or localities declared to be of remarkable public interest for their natural beauty or geological uniqueness or aesthetic or traditional importance

Declarations per region (1939-2013)



Areas protected by specific ordinances (2011/ % regional areas)

| | | | |
|----------------|--------|------------|--------|
| PIEDMONT | 16.49% | MARCHE | 25.65% |
| AOSTA VALLEY | 7.33% | LAZIO | 20.85% |
| LIGURIA | 36.93% | ABRUZZO | 43.85% |
| LOMBARDY | 8.11% | MOLISE | 50.21% |
| TRENTINO A. A. | 70.80% | CAMPANIA | 18.41% |
| VENETO | 16.95% | PUGLIA | 10.27% |
| FRIULI V. G. | 3.03% | BASILICATA | 20.02% |
| EMILIA ROMAGNA | 7.28% | CALABRIA | 4.62% |
| TUSCANY | 16.18% | SICILIA | 11.67% |
| UMBRIA | 11.34% | SARDEGNA | 17.20% |

- MiBACT-Regions joint planning: 12 Memorandums of Understanding with implementation regulations, 2 new landscape plans awaiting final approval

Protected Natural Areas

| TYPOLOGY | N. | AREA SIZE (in thousands of hectares) | | |
|--------------------------------------|-----|--------------------------------------|------------|-----------------|
| | | ON LAND | IN THE SEA | ALONG THE COAST |
| NATIONAL PARKS | 24 | 1,466 | 71.81 | - |
| NATIONAL PROTECTED MARINE AREAS | 27 | - | 222.44 | 652 |
| STATE NATURE RESERVES | 147 | 123 | - | - |
| OTHER NAT. PROTECTED NATURE AREAS | 3 | - | 2,557.48 | 6 |
| REGIONAL NATURE PARKS | 134 | 1,295 | - | - |
| REGIONAL NATURE RESERVES | 365 | 230 | 1.28 | - |
| OTHER REG. PROTECTED NATURE AREAS | 171 | 50 | 0.02 | - |
| WETLANDS OF INTERNATIONAL IMPORTANCE | 52 | 60 | - | - |

Protection of world cultural and natural heritage

- 1,007 sites recognised as being of "outstanding universal value" until 2014 according to the 1972 UNESCO Convention ratified by 191 States (by Italy in 1977): 779 cultural sites, 197 natural and 31 mixed in 161 countries, 26 new sites included in 2014 plus 4 extensions to sites already included
- 50 Italian sites included from 1979 to 2014: 46 cultural and 4 natural areas of which 4 transnational. Castel del Monte is included in the Enhanced Protection List of Cultural Heritage in the Event of Armed Conflict (Protocol to the Hague Convention of 1954)
- last site included in 2014:
 - "Wine-making landscapes in Piedmont: Langhe-Roero and Monferrato", cultural site

Protection of intangible cultural heritage

- 314 elements – procedures, representations, expressions, knowledge and skills that communities acknowledge as part of their cultural heritage – recognised worldwide (up to 2014) worldwide as defined by the 2003 UNESCO Convention ratified by 161 States (by Italy in 2007)
- 6 intangible Italian elements included until 2014 plus one extension:
 - Sicilian Puppet Theatre and the Canto a tenore, Sardinian Pastoral Songs (2008)
 - Mediterranean Diet, transnational element shared with 3 Countries, Spain, Greece and Morocco (2010), extended in 2013 to Cyprus, Croatia and Portugal
 - traditional violin craftsmanship in Cremona (2012)
 - "Network of big shoulder-borne processional structures" (2013)
- last Italian element included in 2014:
 - "Traditional culture of small tree vine cultivation on the Island of Pantelleria"

Protection and Promotion of the Diversity of Cultural Expressions

The section "Culture" was inserted in the web portal "Integrazione Migranti" (project coordinated by the Directorate General for Immigration and Integration Policies at the Ministry of Labour and Social Policies. The "Culture" section contains information about culture produced by migrants in Italy in the following areas: legal issues, magazines, literature, films, music, theatre, visual arts and cultural heritage. The web portal also has a section on Italian emigration in the world

CONTEMPORARY ART AND ARCHITECTURE

- 26 contemporary art museums and exhibition centres, members of the Association of Italian Contemporary Art Museums (AMACI) including the following MiBACT museums:
 - the National Gallery of Modern and Contemporary Art (GNAM)
 - the Istituto nazionale per la Grafica (ING)
 - the Museum of the Twentieth Century in the Polo Museale in Naples

Most visited Museums and Exhibition Centres

| | |
|--|---------|
| MAXXI, ROME | 294,013 |
| MART DI TRENTO E ROVERETO | 180,630 |
| GAM, TURIN | 168,914 |
| MACRO, ROME | 145,670 |
| NATIONAL MODERN AND CONTEMPORARY ART GALLERY, ROME | 132,315 |
| MODERN ART GALLERY, BOLOGNA | 106,082 |
| CASTELLO DI RIVOLI-TORINO | 98,846 |

- Foundations with MiBACT participation or supervision:
 - Venice Biennale (55th International Art Exposition "Il palazzo enciclopedico": 475,000 visitors)
 - Milan Triennale (504,200 visitors, 34 self-organised exhibitions, 27 host exhibitions)
 - Museum of Twenty-first Century Arts (MAXXI)
 - MAGA Museum in Gallarate (27,700 visitors)

Sostegno del MiBACT ai giovani artisti

- *Museo Chiana Artista* (MiBACT-AMACI project): Italian artists commissioned new works to be exhibited in associated museums
- DAB-Design for Artshop and Bookshop (with GAI-Giovani artisti italiani, Modena Municipality). Presentation of the selected prototypes (23/83) at exhibitions held at the MAXXI and the Enzo Ferrari Museum in Modena
- MOVIN'UP 2013 (con GAI), (with GAI), in support of the mobility of Italian artists in the world: 42 projects financed out of 249 submitted
- *VIR Viafarini in residence*, (with the VIR Viafarini in residence association): for houses in Milan, 25 artists hosted of which 7 foreign, 4 Italian and foreign curators; 5 artists and 2 Italian curators sent abroad
- *Shanghai Award*: residences for young artists, 3 Italian winners out of 105 candidates
- *Arte, patrimonio e diritti umani* (Connecting Cultures and ISMU Foundation: 27 candidacies, 4 selected projects, 1 winner

MiBACT Plan for Contemporary Art

- 1,636,592 euro to purchase artworks: 50% Maxxi, 50% MiBACT

Art Exhibitions most visited

| TITLE | EXHIBITION LOCATION | VISITORS |
|---------------------------------|---------------------------------|----------|
| TITIAN | SCUDERIE DEL QUIRINALE, ROME | 245,979 |
| RAFAEL "THE MADONNA OF FOLIGNO" | PALAZZO MARINO, MILAN | 238,681 |
| MODIGLIANI | PALAZZO REALE, MILAN | 189,319 |
| MANET, RETURN TO VENICE | PALAZZO DUCALE, VENICE | 180,236 |
| THE FLU SYNDROME | TRIENNALE DESIGN MUSEUM, MILAN | 163,776 |
| EMILIO ISGRÒ | GALLERIE D'ITALIA, MILAN | 161,269 |
| ROBERT DOISNEAU | PALAZZO DELLE ESPOSIZIONI, ROME | 160,758 |
| COLOUR AS PLASTIC FORM | GALLERIE D'ITALIA, MILAN | 158,858 |
| GIUSEPPE DE NITTIS | PALAZZO ZABARELLA, PAVIA | 157,095 |
| THE SILK ROAD | PALAZZO DELLE ESPOSIZIONI, ROME | 146,791 |
| TOMÁS SARACENO | HANGAR BICOCCA, MILAN | 140,000 |
| BRUEGHEL | CHIOSTRO DEL BRAMANTE, ROME | 140,000 |

Main archaeological exhibitions

Costantino, Colosseum, Rome

I giorni di Roma. L'età dell'equilibrio, Musei capitolini, Rome

Augusto, Scuderie del Quirinale, Rome

Exhibitions and loans authorised by MiBACT

| CATEGORIES | EXHIBITIONS | | ASSETS LOANED |
|---|-------------|--------|---------------|
| | IN ITALY | ABROAD | |
| ARCHAEOLOGICAL ASSETS | 157 | 48 | 13,708 |
| HISTORICAL, ARTISTIC, ETHNOLOGICAL ASSETS | 420 | 207 | 10,286 |
| LIBRARY ASSETS | 68 | 32 | 359 |
| ARCHIVAL ASSETS | 65 | 45 | 2,375 |

- 26 exhibitions were awarded the "State Indemnity" for an overall insurance value of 1,720,971,901 euro

Italian exhibitions abroad

Pompeii and Herculaneum, British Museum, London

Moi, Auguste, empereur de Rome, Grand Palais, Paris

Les etrusques, un hymne à la vie, Musée Maillol, Paris

Master of the Renaissance, Centro Culturale Banco del Brasile, Brasilia and Sao Paulo

Raffaello, National Museum of Western Art, Tokyo

Leonardo and his Circle, Metropolitan Museum, Tokyo

Gems of the Medici, Bower Museum, Santa Ana (USA)

Guercino. Triumph of the Baroque, National Museum Warsaw, Poland

Schools of Advanced Training - MiBACT

- Institute of Conservation and Restoration (ISCR), Rome: 3 professional training courses, 62 students (from Year One to Year Three)
- Opificio delle pietre dure (OPD), Florence: 1 course, 36 students (1st - 4st)
- Central Institute for the restoration/conservation of archival and library heritage (ICRCPAL), Rome: 1 course, 33 students (1st - 4st)

Altre istituzioni accreditate per la formazione dei restauratori

- 5 Universities (Turin/Venaria Reale, Naples Suor Orsola Benincasa, Roma Tor Vergata, Urbino, Palermo)
- Fine Arts Academies (Naples, Macerata, Bologna, Verona, Como, Milan)

Seminars, stages

- seminars: 9 ISCR, 5 OPD, 4 ICRCPAL
- stages: 15 ISCR, 19 OPD, 5 ICRCPAL

Training Projects and Educational Workshops abroad (ISCR)

- Jordan – Qusayr' Amra, restoration wall paintings
- Lybia – Villa Silin, restoration mosaics, painted plasters, and training
- Serbia – Bacha Monastery in Bodani, restoration wall paintings
- Israel – Genscher Bridge, safety setting and temporary structures

Research and restoration activities in Italy

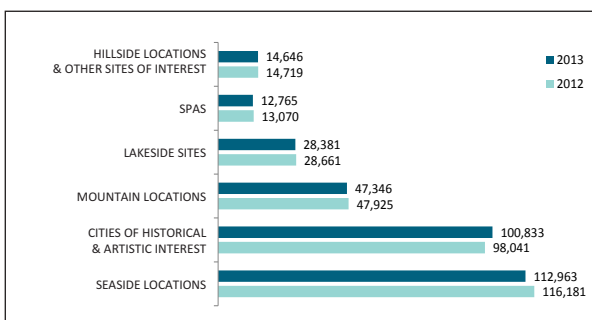
- 95 interventions by ISCR of which 68 on State assets: 7 canvas paintings, 6 wood paintings, 8 wall paintings of which 2 detached, 2 wooden sculptures, 4 mosaics, 22 stone, 1 leather, 3 paper, 12 bronze, 11 ceramic, 7 glass, 9 items in ivory, bone, leather, vegetal fibres, woods, wet, 3 contemporary art items
- 225 interventions by OPD of which 170 on State assets: 6 tapestries, 9 bronzes, 19 frescoes, 27 paintings on canvas and wood, 89 works on paper and parchment, 10 wooden sculptures, 13 stone artefacts, 17 textile, 12 ceramic, 10 mosaic and marquetry, 43 jewellery
- 76 interventions by ICRCPAL of which 26 on state assets: 60 printed books and 1 manuscript, 14 parchments, 1 sheet

Most important restorations

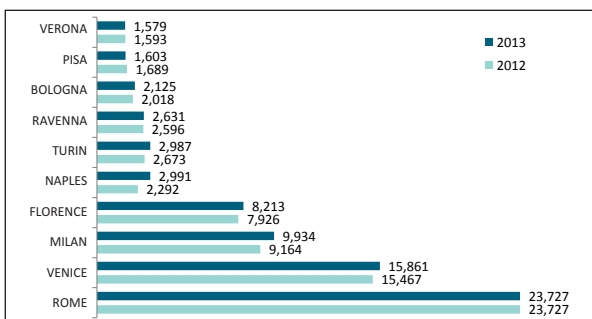
- Vittorio Carpaccio arrives in Cologne, Accademia, Vernice (ISCR)
- Glass Windows, Saints and Scenes from the life of Magdalen, Basilica of St. Francis, Assisi (ISCR)
- Paper scroll with 33 horses, Silbert Museum, Florence (ISCR)
- The Last Supper by Giorgio Vasari, Santa Croce, Florence (ISCR)
- North Door by Ghiberti, Baptistery of St. John, Florence (OPD)

- 103.7 million arrivals and 380.7 million overnight stays in 2012, 103.9 million arrivals and 376.8 million overnight stays in 2013 in Italy, with an increase in the numbers of foreigners
- 37 million arrivals and 98 million tourists in 2012, 37.8 million arrivals and 100.8 million tourists in 2013 in 352 municipalities defined "of historical and artistic interest"
- 10.9 billion euro in 2012 and 11.9 billion euro in 2013, is the estimated expenditure by foreign tourists for artistic-cultural holidays respectively 34% and 35.6% of the overall expenditure
- Germany (13.9% tourists), France, The Netherlands and UK (3% each), main countries of origin for cultural-based tourism

Number of visitors for each tourist locality (2012-2013 / in thousands)

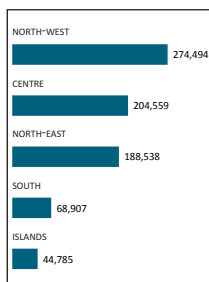


The ten major cities of historic and artistic interest by overnight stays (2012-2013 / in thousands)



PERFORMING ARTS

- 25,000 fee-paying venues
- 170,000 fee-paying performances with 33 million fee-paying spectators and almost 3 million non fee-paying spectators
- 634 million euro spent at the ticket office
- 781 million euro overall turnover, 745 million spent by the public



Turnover (in thousands of euro)

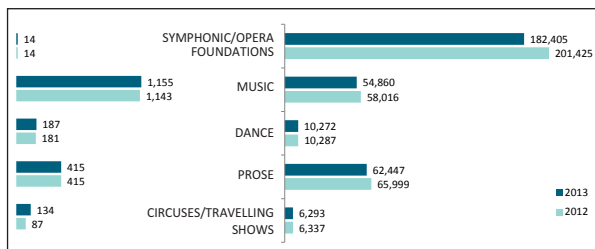
| | PERFORMANCES | PAID TICKETS | EURO SPENT AT THE TICKET OFFICE |
|----------------------------|--------------|--------------|---------------------------------|
| THEATRE | 83,692 | 13,884,374 | 171,360,535.47 |
| OPERA | 3,579 | 2,046,505 | 97,195,088.31 |
| POP MUSIC CONCERTS | 18,556 | 8,253,803 | 234,584,980.65 |
| CLASSICAL CONCERTS | 14,706 | 3,095,852 | 42,599,465.87 |
| JAZZ CONCERTS | 4,478 | 575,755 | 8,144,419.05 |
| BALLET | 7,677 | 1,976,280 | 30,327,959.34 |
| VARIETY AND MUSICALS | 2,765 | 1,355,385 | 30,719,033.18 |
| CIRCUS | 15,809 | 983,496 | 9,774,307.61 |
| PUPPET SHOWS & MARIONETTES | 2,519 | 170,609 | 895,416.77 |
| MISCELLANEOUS ART | 15,891 | 795,106 | 8,292,647.34 |

State Grants

- 1,905 institutions financed for more than 316 million euro, of which 14 symphonic/opera foundations, 26 traditional theatres, 67 resident companies, 12 concert/orchestra institutions, 2 youth orchestras, 70 dance companies

Recipients

Resources allocated (in thousands euro)

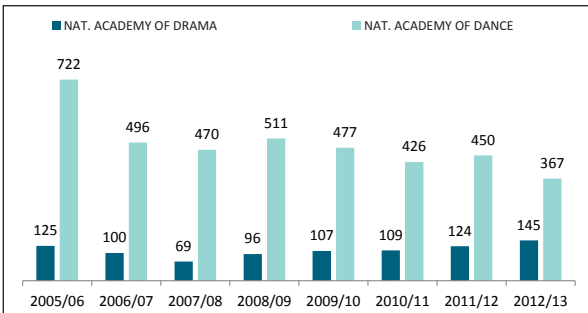


Training institutes for Art and Music

- 85,140 students and 11,928 teachers
- 127 public institutes, officially and legally recognised and 14 authorised to assign AFAM certificates

| | INSTITUTES | STUDENTS |
|---|------------|---------------|
| FINE ARTS ACADEMIES | 20 | 23,481 |
| NATIONAL ACADEMY OF DRAMA | 1 | 145 |
| NATIONAL ACADEMY OF DANCE | 1 | 367 |
| ACADEMIES OF MUSIC | 58 | 42,032 |
| OFFICIALLY RECOGNISED MUSICAL INSTITUTES | 20 | 6,532 |
| SECONDARY INSTITUTES FOR ARTISTIC INDUSTRIES | 4 | 923 |
| LEGALLY RECOGNISED ACADEMIES | 23 | 7,824 |
| OTHER INSTITUTES AUTHORISED TO AWARD AFAM DIPLOMAS | 14 | 3,821 |

Students at the National Academies of Drama and Dance



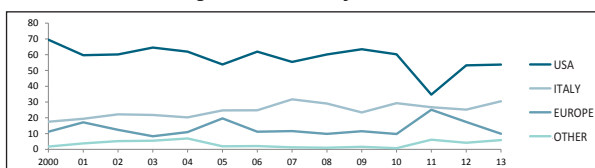
Experimental Centre of Cinematography

- National Film School: 275 students in regular courses and 92 students in short courses
 - Rome (Photography, Editing, Production, Acting, Directing, Screenplay, Set design, Costume, Sound Technique): 204 students
 - Chieri, Turin (Animation): 43 students
 - Palermo (historical-artistic documentaries and docu-fiction): 11 students
 - L'Aquila (historical-contemporary reportage): 17 students
 - Rome and Milan (CSC Lab): 27 and 46 students respectively
 - Milan (Propedeutico Cinema d'impresa): 19 students
- Promotion: 1,656 films distributed of which 1,478 in Italy and 178 abroad
- Restoration and conservation: 95 films restored and preserved, 12 films reprinted, 1,589 e-recorded/transferred

Production and distribution of films

- 175 production companies, members of ANICA
- 71 distribution companies active in 2013, members of ANICA
- 138 films produced in Italy (fully financed) and 29 co-productions
- 357.6 million euro of Italian investments
- 981 films in circulation of which 335 Italian, 318 USA, 261 European
- 453 new films released on the market, 161 Italian
- 618 million euro in takings, 97.4 million spectators
- 1,708 cinemas, for total of 3,770 screens, of which 2,930 digitalised

Market share according to the nationality of the film (2000-2013 / %)



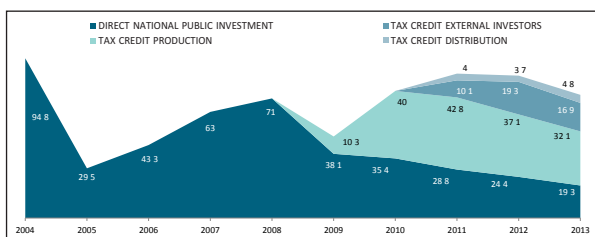
Most popular movie (admissions)

- | | |
|---------------------|-----------------------------|
| Sole a catinelle | – Italy (8,562,244) |
| Despicable Me | – United States (2,562,977) |
| Il principe abusivo | – Italy (2,528,925) |
| Iron man 3 | – United States (2,345,362) |
| Fast & Furious | – United States (2,017,605) |

State Grants

- 187.36 million euro for the cinema of which 91.93 direct funds, 95.42 tax credits
- 150 films acknowledged as being of cultural interest of which 122 with production funds (35 feature films, 44 first and second works, 36 shorts) and 15 original screenplays funded for growth, a total of 22 million euro authorised

Funds for Italian films produced during the year (in millions 2004-2013)



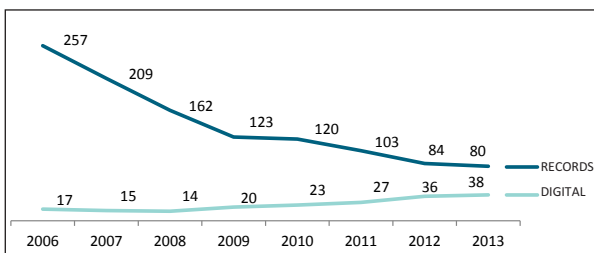
Sales and Revenue: recorded music

- 117,694,838 million euro overall sales revenue
- 79,551,260 euro spent for records and musical videos with a drop of 5% compared to 2012
- 38,143.578 euro digital market sales, with an increase of 18% compared to 2012
- 9 Italians in the top ten albums sold: Ligabue, Modà, Jovanotti, Moreno, Emma, Fedez, Mengoni

Stores for records and music videos (% units sold)

| | AUDIO | VIDEO |
|---|--------|--------|
| STORES AND SHOPS | 34.86% | 27.71% |
| NEWSPAPER STANDS/BOOKSHOPS (SOLD WITH PUBLICATIONS) | 14.89% | 22.29% |
| OTHER | 50.25% | 50.00% |

Sales Trend (2006-2013 /in millions of euro)



Digital Market (in euro)

| | 2010 | 2011 | 2012 | 2013 |
|------------------------------|------------|------------|------------|------------|
| DOWNLOADS | 14,906,280 | 17,764,698 | 22,162,583 | 23,502,085 |
| STREAMING, LICENCES, ETC. | 2,749,816 | 4,518,199 | 8,014,156 | 7,600,204 |
| SUBSCRIPTIONS AND COPYRIGHTS | 4,828,982 | 5,212,427 | 5,956,657 | 7,041,289 |
| TOTAL | 22,485,078 | 27,495,324 | 36,133,396 | 38,143,578 |

Home video

- 19 million sold (DVDs and Blu-ray)
- 360 million euro turnover from sales in shops (60%), newsstands (22.2%), rent (12.8%) and digital (5%)
- Top five: Breaking Dawn 2, Twilight Saga; The Hobbit, an unexpected journey; Ice Age 4; Iron Man 3; Django Unchained

General Public Register of protected works

- 548,134 intellectual works protected by copyright since 1946, of which 6,383 recorded in 2013, 6,468 in 2012

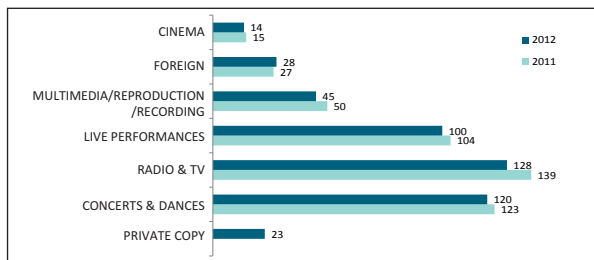
Original works recorded by typology (2012-2013)

| TYPOLGY | 2012 | 2013 |
|--|--------------|--------------|
| PRINTED MATTER (LITERATURE, SCIENCES, ARTS) | 6,020 | 5,909 |
| MAGAZINES & NEWSPAPERS | 188 | 233 |
| ART & ARCHITECTURE | 169 | 148 |
| DRAWINGS & INDUSTRIAL MODELS | 54 | 66 |
| ENGINEERING PROJECTS | 24 | 18 |
| FILMS, MUSICALS & PERFORMANCES | 12 | 7 |
| TRANSFER OF RIGHTS / WITHDRAWAL OF WORKS FROM THE MARKET | 1 | 2 |
| TOTAL | 6,468 | 6,383 |

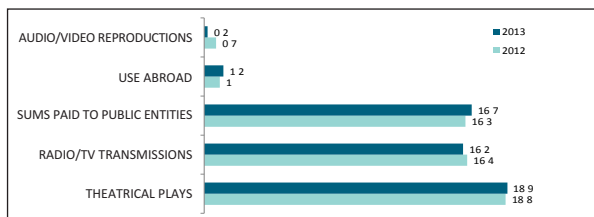
Copyright on musical works (2012)

- 458 million euro gross revenue, 966,280 new works declared
- 76,080 assignees in the Music section alone

Origin of the Rights (2011-2012 / in millions of euro)



Income from copyright (2012-2013 / in millions of euro)

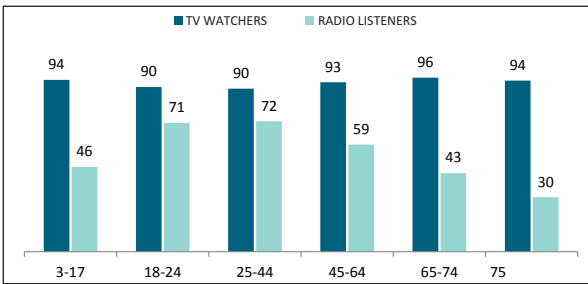


- 11,011 members of the SIAE, of which 10,816 authors
- 53.20 million euro earned by copyright
- 4,429 registered works (3,958 theatrical, 471 radio/TV) and 1,450 format

National and local broadcasting stations

- 19 Italian broadcasting stations
- 27 national TV stations, of which 14 RAI and 11 Mediaset, 6 Discovery and 8 other operators
- 1,981 producers of TV programmes, 1,417 radio broadcasting operators
- 56.9 million state aid to local TV stations, 10 million state aid to local radio stations

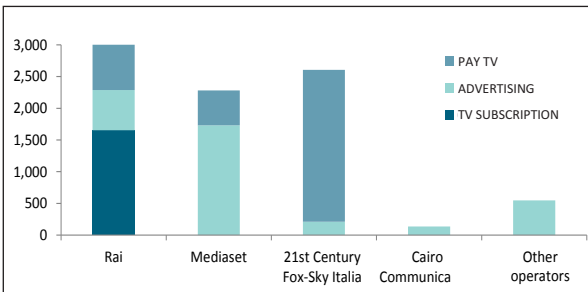
Radio/TV users per age (% of total interviews)



Resources of the radio/television sector (in millions of euro)

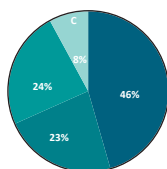
| | 2012 | | 2013 | |
|-------------------------------------|------------|--------------|------------|--------------|
| | RADIO | TV | RADIO | TV |
| PUBLIC NETWORK SUBSCRIPTION | 100 | 1,647 | 101 | 1,655 |
| ADVERTISING | 493 | 3,621 | 461 | 3,257 |
| PAY TV | - | 2,990 | - | 2,980 |
| REVENUE FROM OTHER OPERATORS | 40 | 129 | 40 | 129 |
| TOTAL | 633 | 8,387 | 602 | 8,021 |

Resources of the major TV companies (in millions of euro)



Publishing Industry

- 59,230 titles published in 2012, of which 38,394 new books
- 61,966 titles, 39,173 new books in 2013, of which 17.8% translated foreign titles
- 179.6 million copies printed in 2012, 181.7 in 2013
- 30,382 new e-books out of 75,454 in commerce
- 2.66 billion euro in sales, of which 215.6 million from the digital market including 37.1 million from e-books
- 2,248 interviewed publishers, 62 new, 102 terminated: 58.8% small, 29.2% medium; big publishers (12.4%), publish 76.2% of titles
- 27.7% narrative, 40.5% non-fiction, 10.6% handbooks, 8.2% children's books, 6.5% poetry & theatre, 6.4% art



Titles published by geographical area

Bestsellers (Italian and foreign titles)

Khaled Hosseini, *And the Mountains Echoed* (Bompiani)

Dan Brown, *Inferno* (Mondadori)

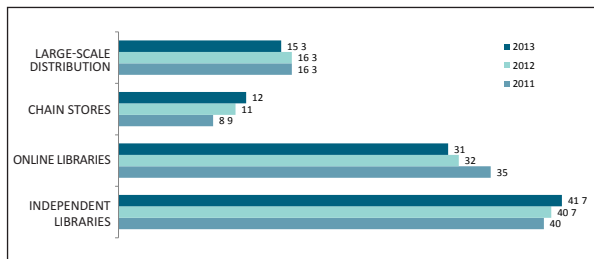
Roberto Saviano, *ZeroZeroZero* (Feltrinelli)

Andrea Camilleri, *Un covo di vipere* (Sellerio)

Joël Dicker, *The Truth about Harry Quebert* (Bompiani)

Fabio Volò, *La strada verso casa* (Mondadori)

Sales outlets (2011-2013 in thousands of euro)

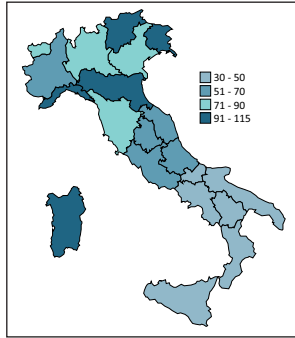


State Grants

- 381,380 euro for cultural periodicals
- 59,458 euro (approx.) for 8 national prizes for translations

Newspapers

- 155 newspapers
- 116 publishing houses
- 5.4 million copies sold daily (average)
- 5.7 million average daily users of newspaper websites (estimated figures)
- 1.1 billion euro in editorial sales, 44.1% from ads
- 67.8 million euro state funds to the press in 2012 of which 61.8 to publishing companies
- 147 press agencies
- 6,656 journalists employed by newspapers and press agencies
- 380 less than 2012



Sales per regions & newspapers

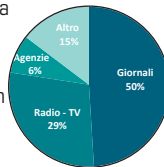
(copies per 1,000 inhabitants, 2012)

Highest selling newspapers (daily average)

| | PAPER COPIES | DIGITAL COPIES | OTHER |
|--------------------------------|--------------|----------------|--------|
| CORRIERE DELLA SERA | 385,484 | 54,499 | 17,639 |
| LA REPUBBLICA | 351,975 | 45,843 | 6,255 |
| IL SOLE 24 ORE | 211,853 | 16,401 | 70,230 |
| LA GAZZETTA DELLO SPORT | 248,240 | 16,765 | 1,995 |
| LA STAMPA | 225,542 | 7,362 | 143 |
| IL CORRIERE DELLO SPORT | 150,803 | 10,611 | 141 |
| IL MESSAGGERO | 151,364 | 2,847 | 1,001 |

Periodicals

- 9.1 million copies sold annually for 108 monthlies, a drop of 15.4% compared to 2012 (estimated figures)
- 7 million copies sold annually for 49 weeklies, a drop of 10.7% compared to 2012 (estimated figures)
- 2,369 million euro in editorial revenue of which 339,910 from ads
- 2,650 journalists employed



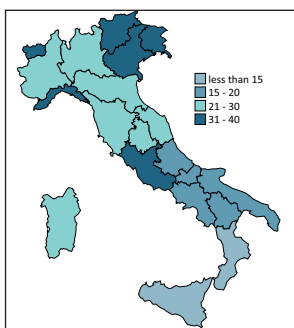
Journalists employed by different media (2012)

CULTURAL PARTECIPATION

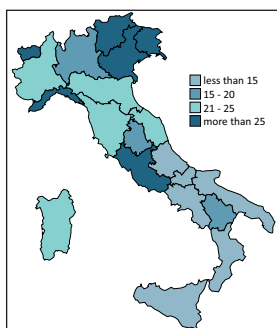
Out of 100 Italians aged 6 or more in the last 12 months

| | 2010 | 2011 | 2012 | 2013 |
|--|------|------|------|------|
| HAVE READ AT LEAST ONE BOOK | 47 | 45 | 46 | 43 |
| – 1 TO 3 BOOKS A YEAR | 21 | 21 | 46 | 47 |
| – 12 OR MORE | 7 | 6 | 15 | 14 |
| HAVE READ A NEWSPAPER ONCE A WEEK | 55 | 54 | 52 | 49 |
| HAVE WATCHED TELEVISION | 93 | 94 | 93 | 92 |
| HAVE LISTENED TO THE RADIO | 59 | 59 | 59 | 57 |
| HAVE GONE TO THE CINEMA | 52 | 54 | 50 | 47 |
| HAVE GONE TO THE THEATRE | 22 | 22 | 20 | 19 |
| HAVE GONE TO CLASSICAL MUSIC CONCERTS AND OPERA | 10 | 10 | 8 | 9 |
| HAVE GONE TO POP MUSIC CONCERTS | 21 | 21 | 19 | 18 |
| HAVE VISITED EXHIBITIONS AND/OR MUSEUMS | 30 | 30 | 28 | 26 |
| HAVE VISITED ARCHAEOLOGICAL SITES AND MONUMENTS | 23 | 23 | 21 | 21 |

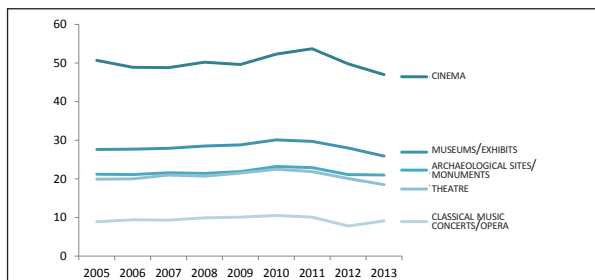
People who have visited at least one museum/exhibition (%)



People who have visited archaeological sites or monuments (%)



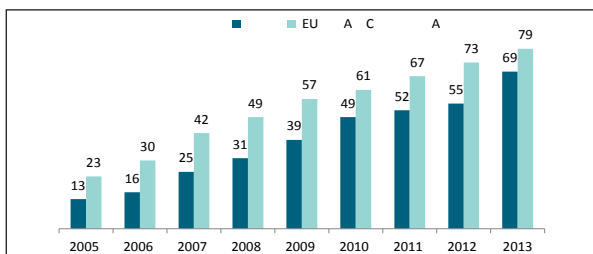
People who have gone at least once a year (2005-2013 / %)



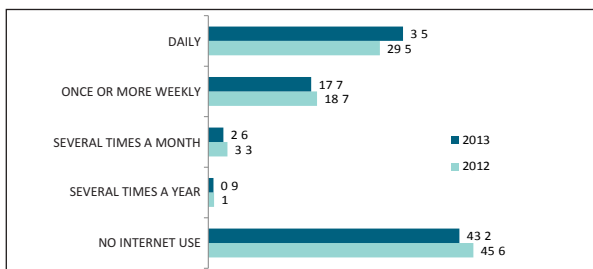
Family consumption

- 62.8% of families have a personal computer
- 60.7% have a home internet connection
- 45.9% have a broadband connection
- 56% uses internet regularly

Families with internet (%)



Frequency of use (aged more than 6 years / %)



Cultural use of internet (out of 100 Italians 6 to 79 years of age / %)

| Activity | 2013 (%) |
|----------------------------------|----------|
| MONUMENTS & ARCHAEOLOGICAL SITES | 21.9 |
| MUSEUMS, EXHIBITIONS | 27.3 |
| THEATRE | 19.4 |
| CINEMA | 49.8 |
| CLASSICAL MUSIC CONCERTS/ OPERA | 9.5 |
| CONCERTS, OTHER MUSICAL GENRES | 18.9 |
| SPORTS | 25.8 |
| DISCOS AND OPEN-AIR DANCE HALLS | 20.8 |
| READ NEWSPAPERS | 50.3 |
| READ BOOKS | 44.6 |

Design

- 1,100,293 Italian trademarks in the European databank TMview, 1,765,208 German, 1,238,051 French, 950,398 English, 866,327 Spanish
- 366,578 Italian designs and models in the European databank Designview, 707,451 French, 349,653 Spanish (Germany and Great Britain will be included in 2015)

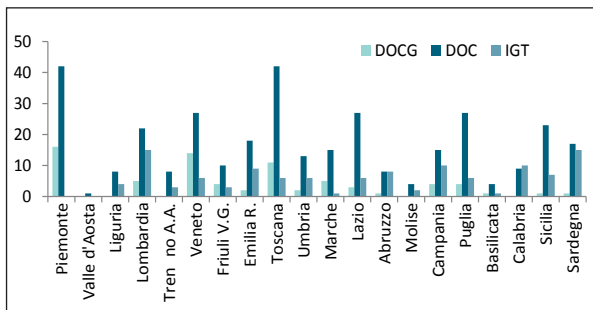
Fashion

- 59.4 billion euro in sales of which 45.2 billion euro in exports
- 18.8 billion foreign sales (an increase compared to the previous three years)
- 610,000 businesses (approx.)
- 610,000 employees (a reduction compared to the previous 3 years)

Food and Wine Industry

- 117 P.D.O. and P.G.I. consortia, 90 wine protection consortia
- 43 Italian oils of which 42 P.D.O. and 1 P.G.I.; 37.7% Italian extra virgin olive oil brands awarded designation of European origin
- 160 P.D.O. products (protected designation of origin)
- 106 P.G.I. products (protected geographical indication)
- 2 T.S.G. products (traditional speciality guaranteed)
- 73 D.O.C.G. wines (controlled and guaranteed designation of origin) of which 1 interregional
- 332 D.O.C. wines (controlled designation of origin) of which 8 interregional
- 118 I.G.T. wines (typical geographical indication) of which 4 interregional

P.D.O. Wines



Ministry of Cultural Heritage and Activities and Tourism

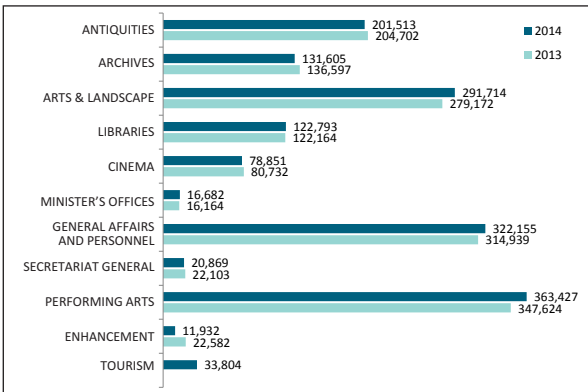
- 1,563,128,722 euro in the 2015 budget
 - current expenditure 1,264,087,448 euro
 - capital expenditure 241,335,710 euro
 - financial liabilities reimbursement approx. 41,905,555
 - charges for current account 15,800,000 euro

MiBACT estimates and final balance

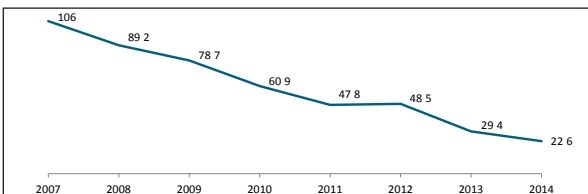
| YEAR | MIBACT BUDGET | % STATE BUDGET | % GDP | FINAL |
|------|---------------|----------------|-------|---------------|
| 2008 | 2,037,446,020 | 0.28% | 0.13% | 2,116,328,608 |
| 2009 | 1,718,595,000 | 0.23% | 0.11% | 1,937,309,228 |
| 2010 | 1,710,407,803 | 0.21% | 0.11% | 1,795,542,456 |
| 2011 | 1,425,036,650 | 0.19% | 0.11% | 1,807,888,266 |
| 2012 | 1,687,429,482 | 0.22% | 0.11% | 1,808,327,129 |
| 2013 | 1,546,779,172 | 0.20% | 0.10% | 1,692,159,782 |
| 2014 | 1,595,345,278 | 0.19% | – | – |

- Lotto Funds 2014: 22,570,339 euro

Resources 2013 per Departments (assignments in thousands of euro)



National Lottery Funds Trend (in millions of euro)



2007-2013 Programmes - European and Italian Funds for the Regional Convergence Objective (Calabria, Campania, Apulia and Sicily)

- POIn "Cultural, natural and tourism attractors" - European Regional Development Fund (ERDF). The MiBACT is the intermediate body for:
 - Axis 1 – Interregional enhancement and integration of cultural and natural heritage*, 371 million euro:
 - "Recovery and enhancement of the material and immaterial resources in areas and poles of cultural and natural attractors": approximately 266 million euro used up to the end of 2014 to launch 89 interventions in cultural sites presented by MiBACT and CONV Regions.
 - "Great Pompeii Project" 105 million euro for 5 implementation programmes (works, knowledge, safety, fruition/improvement of services and communication, capacity building) of which over 90% have now been put out for tender and approximately 50% are currently being selected.
 - Axis 2 - ob.II.2 - Interventions for the promotion of a unitary image at interregional level of the cultural, natural and tourist supply*, 25.8 million euro of which 80% completed in 2014
- PON "Governance and Technical Assistance" (ERDF). Projects for 7.9 million of euro assigned to MiBACT for two Operational Technical Assistance Projects (POAT MiBAC and POAT Tourism) currently being completed
- Cohesion Action Plan (PAC) - national resources. The MiBACT is the Administration responsible for the programme "Enhancement of areas of cultural attraction", 130 million euro of which over 70% used in 2014 for 45 interventions

2014-2020 Programme - Less Developed Regions (Basilicata, Calabria, Campania, Apulia and Sicily)

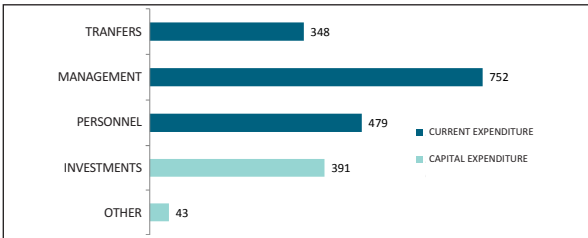
- National Operative Programme (PON) "Culture and Development" for which MiBACT is the Management Authority, 490.9 million euro, divided into three Axes:
 - Axis 1 – Reinforcement cultural assets*, approximately 73% of the resources dedicated to the enhancement of cultural attractors of State heritage and services required for their exploitation;
 - Axis 2 – Activation of territorial development potential in cultural areas*, approximately 23% of the resources to strengthen the entrepreneurial system associated with the attractors;
 - Axis 3 – Technical assistance*, a little less than 4% of total resources, to boost aid and implementation

Provincial Administrations (2012 commitments)

- current expenditure: 143,256,526 euro, i.e., 1.8% of the total, of which nearly 106 million to enhance cultural heritage and activities and 37 million for libraries and museums
- capital expenditure: 16,717,550 euro, i.e., 1% of the total, of which over 9.4 million to enhance cultural heritage and activities and more than 7.2 million for libraries and museums

Municipal Administrations (2012 commitments)

- current expenditure: 1,578,501,901 euro, i.e., 2.9% of the total, of which over 803.5 for theatres and cultural activities and 774.9 million for libraries and museums
- capital expenditure: 355.804.070 euro, i.e., 2.7% of the total, of which approx. 198 million for theatres and cultural activities, 158 million for libraries and museums

Municipal commitments per category (2012 / in millions of euro)**Banking Foundations**

- 88 Foundations (53% North, 34% Center, 13% South)
 - 269.2 million for art, cultural heritage and activities, 30.4% of the total
 - 7,681 interventions, 34.4% of the total

Companies, agencies and individuals beneficiaries of tax relief

- 31 million euro paid out by companies and commercial agencies (art.100, c. 2 lett. m TUIR – Revenue Framework Law), with an increase of 8.7% compared to 2012
 - 45% for cultural heritage and activities, 55% for entertainment
 - 71% of resources for the North (40.8% Lombardy, 25.6% Centre, 3.11% South)
- 5.8 million euro, -65% compared to 2012 by private individuals and no-profit entities (art.15, lett. h TUIR) in favour of institutions active in the field of cultural heritage

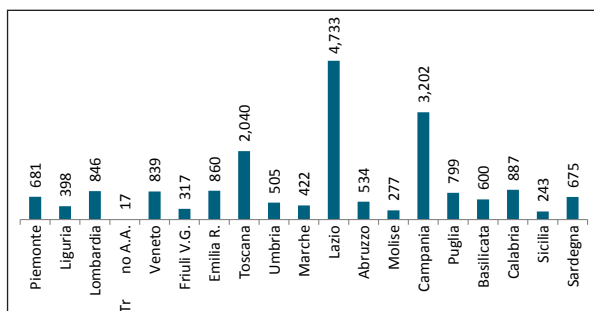
CULTURAL EMPLOYMENT

MiBACT employees (December 2013)

| | UNITS | CESSATIONS | % |
|--|---------------|------------|------------|
| MANAGERIAL PERSONNEL | 185 | 8 | -4% |
| TECHNICAL/SCIENTIFIC SECTOR | 6,026 | 206 | -3% |
| ARCHEOLOGISTS | 397 | 13 | -3% |
| ARCHITECTS | 537 | 17 | -3% |
| ARCHIVISTS | 651 | 26 | -4% |
| LIBRARIANS | 961 | 42 | -4% |
| RESTORERS/CONSERVATORS | 272 | 9 | -3% |
| ART HISTORIANS | 428 | 28 | -6% |
| HEAD TECHNICIANS | 500 | 13 | -3% |
| OTHER PROFESSIONS | 272 | 7 | -3% |
| TECHNICAL-SCIENTIFIC ASSISTANTS | 2,208 | 51 | -2% |
| ADMINISTRATION | 3,927 | 129 | -3% |
| ADMINISTRATIVE OFFICIAL | 947 | 35 | -4% |
| ADMINISTRATIVE ASSISTANTS | 2,980 | 94 | -3% |
| ADMINISTRATIVE ASSISTANTS | 7,761 | 169 | -2% |
| AUXILIARY ACTIVITIES | 976 | 27 | -3% |
| TOTAL | 18,875 | 539 | -3% |

- 46 units of area III (34 archaeologists, 5 architects, 6 art historians, 1 archivist), 118 security assistants employed after a public competition, of which 13 already employed as administrative staff
- 1 unit of area III, 15 of area II from unemployment lists of the Italian Theatre Agency
- 392 employees passed from area II to area III (91 administrative staff, 43 archivists, 66 librarians, 42 restorers, 76 head technicians, 72 other professions)

Regional distribution of the employees



Museums, monuments, archaeological sites

- ISTAT, Indagine sui musei e le istituzioni similari – Year 2011, in collaboration with MiBACT and Regions
- MiBACT, Ufficio di statistica
- Responsabili musei civici di Venezia, Roma, Milano, Firenze e Torino

Archives

- MiBACT, Direzione generale per gli archivi e Ufficio di statistica

Libraries

- MiBACT, Direzione generale biblioteche, istituti culturali e diritto d'autore; Ufficio di Statistica; ICCU, Anagrafe delle biblioteche italiane e SBN

Cultural Heritage

- MiBACT, Direzioni generali: Antichità; Paesaggio, belle arti, architettura e arte contemporanee; Archivi; ISCR (Sistema informativo territoriale Carta del rischio); Comando Carabinieri Tutela Patrimonio Culturale; ICCD, Osservatorio della Catalogazione; ICCU

Landscape and the Environment

- MiBACT, Direzione generale paesaggio, belle arti, architettura e arte contemporanee; banca dati geografica SITAP
- Ministero dell'ambiente e della tutela del territorio e del mare

Unesco Conventions

- MiBACT, Segretariato generale

Contemporary Art and Architecture

- AMACI, Associazione musei d'arte contemporanea italiani
- Date provided by museums and foundations
- MiBACT, Direzione generale paesaggio, belle arti, architettura e arte contemporanee

Exhibitions

- "Il giornale dell'Arte", Allemandi editore, April 2014
- MiBACT, Direzioni generali

Advanced Studies & Research on Conservation

- MiBACT, ISCR, ICRCPAL, OPD

Cultural Tourism

- ISTAT, Movimento clienti negli esercizi ricettivi 2013 & Noi Italia 2014
- Banca d'Italia, Turismo internazionale 2013

Performing Arts

- SIAE, Annuario dello spettacolo 2013
- MiBACT, Direzione generale per lo spettacolo dal vivo, Osservatorio dello spettacolo, Relazione FUS 2014

Cinema

- SIAE, Annuario dello spettacolo 2013
- ANICA, La produzione italiana 2013
- MiBACT, Direzione generale per il cinema, Tutti i numeri del cinema italiano 2013
- MiBACT, Direzione generale per il cinema, Fondazione ente dello spettacolo, Il mercato e l'industria del cinema in Italia. Rapporto 2013

Training of Artists

- MIUR, AFAM, Servizio statistico
- Centro sperimentale di cinematografia

Recording Industry & home video

- FIMI, Federazione industria musicale italiana, Digital Music Report 2014 e Osservatorio contenuti digitali
- SIAE, Mercato fonovideografico, Dati di vendita dei supporti fonografici per il 2013
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Copyrights / Royalties

- MiBACT, Direzione generale biblioteche, istituti culturali e diritto d'autore
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