

*The market for films in postwar Italy:  
evidence for both national and regional  
patterns of taste*

Article

Supplemental Material

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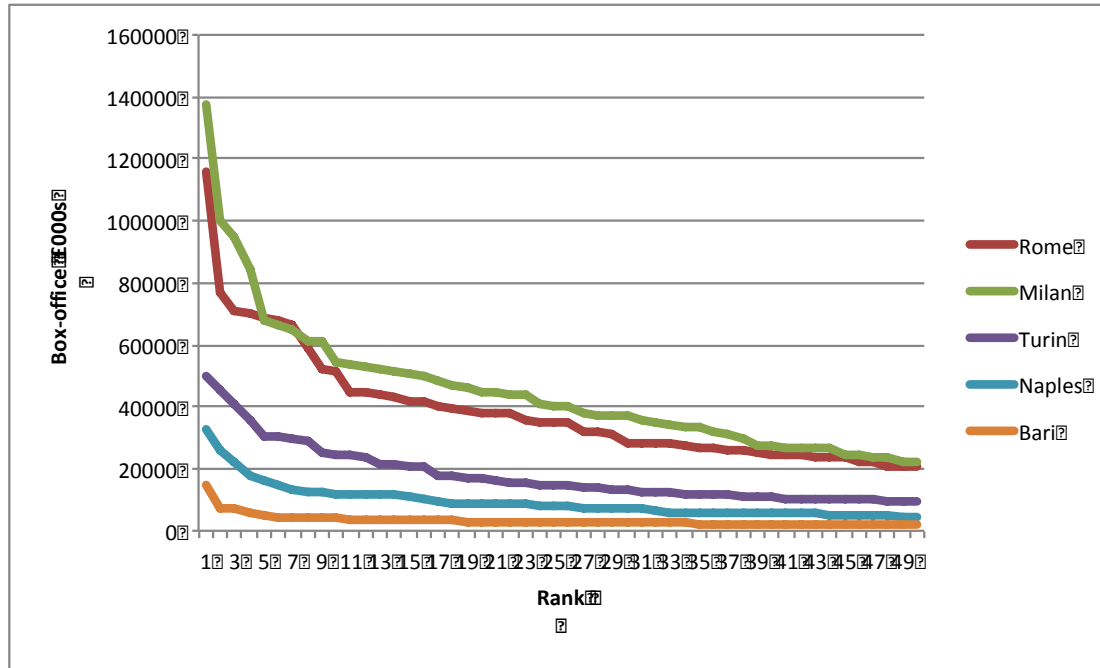
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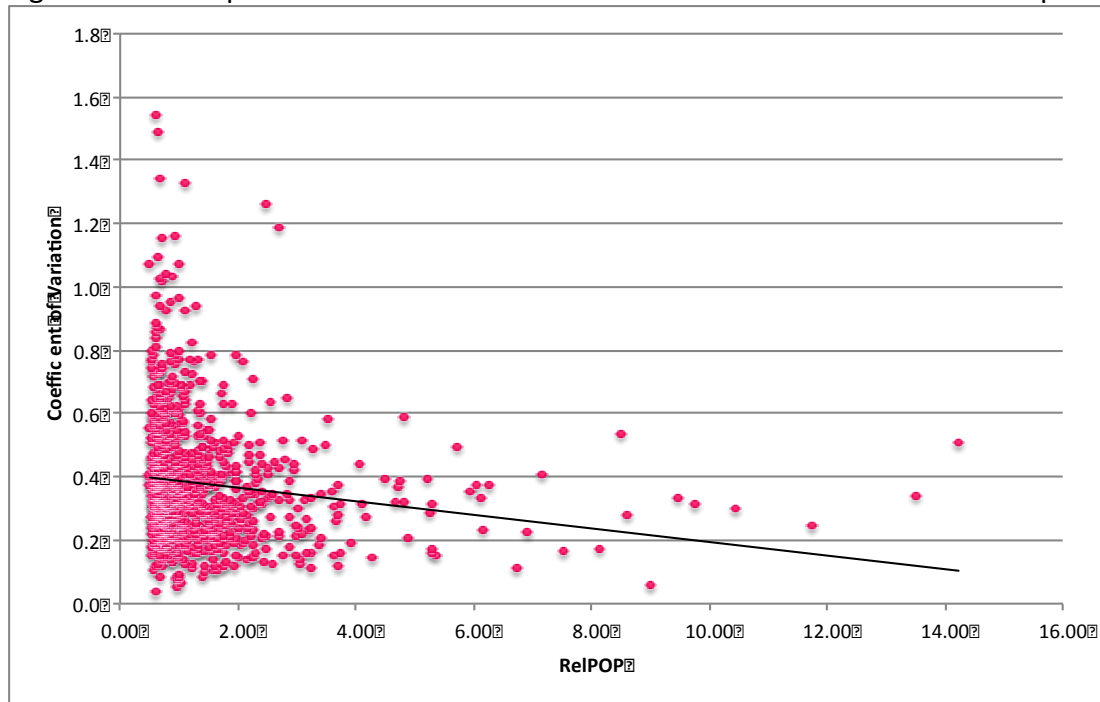
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Figure 1. City box-office characteristics in the 1961-2 season, in lire.



Source: *Giornale dello Spettacolo*, 1963

Figure 2. Scatter plot of the Coefficient of Variation of RelPOP values: annual Top 100 films, 1957-8 to 1966-7



Source: *Giornale dello Spettacolo*

Note: Number of observations = 1,000.

Table 1. Assorted Cinema Statistics

Year	Number of performances	Number of tickets sold (thousands)	Box-office in £000s (1957 prices)	Cinema tickets sold per thousand inhabitants	Box-office as a proportion of all paid-for-leisure
1950	1,509,020	661,549	83,503,358	14,044	0.75
1951	1,616,137	705,666	87,917,305	14,882	0.76
1952	1,735,715	748,099	96,390,342	15,695	0.77
1953	1,844,546	777,910	106,786,946	16,221	0.78
1954	1,927,345	800,733	115,689,363	16,578	0.78
1955	2,009,362	819,424	124,859,080	16,849	0.79
1956	2,039,734	790,153	118,225,557	16,152	0.79
1957	2,028,827	758,364	112,780,786	15,419	0.77
1958	2,029,532	730,412	105,700,472	14,763	0.75
1959	2,039,337	747,904	111,723,714	15,008	0.75
1960	2,037,144	744,781	112,966,118	14,836	0.74
1961	2,070,096	741,019	113,916,723	14,663	0.72
1962	2,075,573	728,572	114,297,657	14,320	0.72
1963	2,035,169	697,480	111,877,100	13,609	0.69
1964	2,058,942	682,985	114,468,948	13,217	0.68
1965	2,031,672	663,080	115,526,352	12,724	0.68
1966	2,001,438	631,957	117,655,285	12,033	0.66
1967	1,929,429	568,926	114,630,278	10,755	0.62
1968	1,881,569	559,933	117,586,356	10,518	0.61
1969	1,868,308	550,884	120,113,733	10,290	0.59
1970	1,831,793	525,006	116,005,334	9,755	0.58

Sources: <http://timeseries.istat.it>, Table 3.4, *Italian Historical Statistical Repository* (Lo Spettacolo in Italia, SIAE annual publication)

Table 2. Selected cinema statistics for five cities, 1962

City	Cinemas open	Films days	Ticket sales (millions)	Ticket sales per capita	Box-office (millions lire)	Expenditure per capita (lire)	Mean admission price (lire)
Roma	268	74,623	46,864	21	11,005,204	5,029	235
Milano	220	54,603	36,845	23	12,059,756	7,620	327
Torino	130	36,862	22,665	19	6,595,520	6,429	291
Napoli	118	38,853	18,416	18	3,743,314	3,165	203
Bari	24	8,365	5,618	18	987,062	3,163	176
Italy	2,492	2,075,573	728,572	14	132,470,984	2,617	182

Source: Tables 29 and 38, *Annuario dello Spettacolo* for

1962

Table 3. Top 10 films in season 1966-7

English Title	Rome		Milan		Turin		Naples		Bari		Five Cities			
	RelPOP Rank	BO Median	BO Rank	BO Median	BO Rank	BO Median	BO Rank	BO Median	BO Rank	BO Median	Mean RelPOP	Standard Deviation	Coefficient of Variation	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
<i>Doctor Zhivago</i>	1	1	7.63	1	7.10	1	18.34	1	13.93	1	24.13	14.23	7.23	0.51
<i>The Bible: In the Beginning</i>	2	2	6.13	2	5.86	2	10.23	2	10.90	2	9.91	8.60	2.41	0.28
<i>The Good, the Bad and the Ugly</i>	3	4	4.42	4	4.83	3	5.04	4	5.64	3	6.57	5.30	0.84	0.16
<i>The Treasure of San Gennaro</i>	4	3	4.81	17	2.14	17	2.18	3	6.00	4	5.20	4.06	1.79	0.44
<i>Grand Prix</i>	5	6	3.57	5	4.07	4	4.30	8	2.76	6	3.92	3.72	0.60	0.16
<i>The Pawnbroker</i>	6	9	2.99	9	3.14	5	3.91	5	4.23	5	3.96	3.64	0.55	0.15
<i>A Man and a Woman</i>	7	5	3.92	3	5.57	21	2.01	17	2.07	23	1.97	3.11	1.60	0.52
<i>Seven Golden Men Strike Again</i>	8	7	3.50	8	3.18	8	2.98	10	2.29	13	2.43	2.88	0.51	0.18
<i>Arabesque</i>	9	15	2.18	19	2.05	11	2.66	7	3.32	7	3.20	2.68	0.58	0.22
<i>The Taming of the Shrew</i>	10	14	2.29	70	0.74	6	3.10	6	3.70	8	3.20	2.61	1.16	0.45

Source: *Giornale dello Spettacolo*

Notes: The RelPOP rank (col. 1) is drawn from the Mean RelPOP (12). It is derived by summing the RelPOP (Box-office/Median) scores for each city (cols. 3,5,7,9,11) and dividing by 5. The Standard Deviation (col. 13) is a measure of variance across these scores and is standardised by dividing it by the mean to form the Coefficient of Variation (col. 14).

Table 4. Correlation of City Popularity Index values, 1957-8 to 1966-7

	Correlation <sup>2</sup> with Rome	Correlation <sup>2</sup> with Milan	Correlation <sup>2</sup> with Turin	Correlation <sup>2</sup> with Naples	Correlation <sup>2</sup> with Bari
Rome		0.90	0.82	0.80	0.70
Milan			0.62	0.60	0.51
Turin				0.77	0.70
Naples					0.86

Source: *Giornale dello Spettacolo*

Note: The correlations are drawn from the annual Top 100 films and thus based on 1,000 observations.



Table 5. National origins of Annual Top10, 20, 50 and100 films, 1957-8 to 1966-7

Country of origin	Top10 films	Top20 films	Top50 Films	Top100 films
USA	51	99	241	444
Italy	45	82	209	426
France	1	8	23	51
UK	3	9	18	48
Other	0	2	9	31
Total	100	200	500	1000

Source: *Giornale dello Spettacolo*

Note: To simplify the table, the count includes the first country listed in films classified as co-productions

Table 6. Films with a *Comparative Popularity Index* (RelPOP) greater than 5, 1957-8 to 1966-7

Popularity		Popularity		Year of release	Year of Release	Film title in Italy	English title	Distributor	Nationality
Ranking	RelPOP	Rank in	Year of						
1	14.23	1	1966-7	1966-7	Il Dottor Zivago	Doctor Zhivago	Metro-Goldwyn-Mayer	USA-Italy	
2	13.52	1	1957-58	1957-58	I Dieci Comandamenti	Ten Commandments	Paramount	USA	
3	11.73	2	1957-58	1957-58	Guerra e Pace	War and Peace	Lux Film	USA	
4	10.45	1	1960-1	1960-1	Ben-Hur	Ben-Hur	Metro-Goldwyn-Mayer	USA	
5	9.74	1	1963-4	1963-4	Cleopatra	Cleopatra	Dear-Fox	USA	
6	9.47	1	1959-60	1959-60	La Dolce Vita	The Sweet Life	Cineriz	Italy	
7	9.00	1	1965-6	1965-6	A D'Oro Thunderball	Thunderball	Dear-United Artists	UK	
8	8.60	2	1966-7	1966-7	La Bibbia	The Bible: In The Beginning	Dear-De Laurentiis	Italy	
9	8.51	2	1963-4	1963-4	La Conquista Del West	How The West Was Won	Metro-Goldwyn-Mayer	USA	
10	8.14	1	1964-5	1964-5	Agente 007 Missioni Goldfinger	Goldfinger	Dear-United Artists	UK	
11	7.54	2	1964-5	1964-5	Matrimonio All'Italiana	Marriage Italian Style	Interfilm	Italy-France	
12	7.17	3	1963-4	1963-4	Ieri Oggi Domani	Yesterday, Today and Tomorrow	Interfilm	Italy-France	
13	6.92	1	1962-3	1962-3	Il Gattopardo	The Leopard	Titanus	Italy-France	
14	6.75	2	1965-6	1965-6	Per Qualche Dollaro in Più'	For A Few Dollars More	Produzioni Europee Asso	Italy-Germany-Spain	
15	6.28	4	1963-4	1963-4	Lawrence D'Arabia	Lawrence of Arabia	Ceiad-Columbia	USA-UK	
16	6.14	1	1958-59	1958-59	La Tempesta	Tempest	De Laurentiis	Italy-France	
17	6.12	2	1962-3	1962-3	Il Giorno Più Lungo	The Longest Day	20th Century Fox	USA	
18	6.03	3	1964-5	1964-5	Questo Pazzo, Pazzo, Pazzo Mondo	It's A Mad, Mad, Mad, Mad World	Dear-United Artists	USA	
19	5.95	3	1957-58	1957-58	Il Ponte Sul Fiume Kwai	Bridge On The River Kwai	Ceiad-Columbia	UK/USA	
20	5.70	4	1957-58	1957-58	Il Giro Del Mondo In 80 Giorni	Around The World In 80 Days	Dear Film	USA	
21	5.35	2	1960-1	1960-1	Spartacus	Spartacus	Universal	USA	
22	5.30	3	1966-7	1966-7	Il Buono, Il Brutto, Il Cattivo	The Good, The Ugly, The Bad	Produzioni Europee Asso	Italy	
23	5.29	4	1964-5	1964-5	My Fair Lady	My Fair Lady	Warner Bros.	USA	
24	5.29	5	1964-5	1964-5	Per Un Pugno Di Dollari	A Fistful of Dollars	Unidis	Italy-Germany-Spain	
25	5.26	1	1961-2	1961-2	Barabba	Barabbas	De Laurentiis	Italy	
26	5.21	3	1960-1	1960-1	A Qualcuno Piace Caldo	Some Like It Hot	Dear Film	USA	

Source: *Giornale dello Spettacolo*

Table 7. Example of the two methods for selecting 100 most variable films

Title (English)	Year	Overall Popularity Index (RelPOP)	Rome: difference with RelPOP	Milan: difference with RelPOP	Turin: difference with RelPOP	Naples: difference with RelPOP	Bari: difference with RelPOP	Coefficient of Variation (CofV)
Last Days of Pompei	1959-60	0.7	-0.24	-0.51	-0.21	0.48	0.48	0.65
Pillow Talk	1959-60	1.89	1.33	-1.1	1.26	-0.72	-0.77	0.63
Four Days of Naples	1962-63	2.24	0.1	-0.22	-1.22	2.23	-0.89	0.6
Secret Life of Walter Mitty	1958-59	0.78	-0.04	0.78	-0.03	-0.42	-0.29	0.6

Source: *Giornale dello Spettacolo*

Table 8. The 100 most variable films: a) by national origin; and b) city of greatest popularity

	Films selected by CoV score	Films selected by single city difference
a)		
United States	28	28
Italy	32	35
Italian-French co-production	18.5*	21
Italian-Spanish co-production	8.5*	5
Other	13	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>
b)		
Rome	9	9
Milan	26	28
Turin	13	15
Naples	31	27
Bari	21	21
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Source: *Giornale dello Spettacolo*

Note: One film from the list generated by the coefficient of variation method, *Totò, Vittorio e la Dottoressa (The Lady Doctor)* was a co-production between Italy, France and Spain. That film is shared between the categories marked \*.

Table 9. Variable films: by national origin and city of strongest reception

	Number of films in Rome	Number of films in Milan	Number of films in Turin	Number of films in Naples	Number of films in Bari
<i>a) By Co-efficient of Variation</i>					
United States	4	12	5	5	2
Italy	1	1	1	18	11
Italian-French co-production	3	5	2	4.5	4
Italian-Spanish co-production	0	0	2	3.5	3
Other	1	8	3	0	1
Total	9	26	13	31	21
<i>b) By single city difference</i>					
United States	2	13	5	4	4
Italy	4	1	1	18	11
Italian-French co-production	2	6	5	4	4
Italian-Spanish co-production	0	0	2	1	2
Other	1	8	2	0	0
Total	9	28	15	27	21

Source: *Gionale dello Spettacolo*

Table 10. City Differences in the 28 films starring Totò, 1957-8 to 1963-4, in contrast to two

*Don Camillo* films

Year	Film Title	RelPOP Index	Rank in Year of release	Rome: Difference with RelPOP	Milan: Difference with RelPOP	Turin: Difference with RelPOP	Naples: Difference with RelPOP	Bari: Difference with RelPOP	Coefficient of Variation
<i>Totò films</i>									
1957-8	Totò, Vittorio Gassman, La Dottaressa	1.74	25	-0.62	-1.17	-0.80	1.30	1.29	0.69
1957-8	Totò, Peppino De Filippo, Fanatiche	0.94	57	-0.37	-0.67	-0.49	0.72	0.81	0.75
1957-8	Totò, Marcello Mastroianni, Le Fanatiche	0.66	76	-0.42	-0.32	-0.27	0.72	0.29	0.74
1958-9	Totò, Parigi	0.97	49	-0.52	-0.59	-0.15	0.68	0.58	0.61
1958-9	Totò, Tartassati	0.97	50	-0.14	-0.49	-0.01	0.27	0.36	0.35
1958-9	Totò, La Legge è Legge	0.90	58	0.00	-0.12	0.02	0.19	-0.09	0.14
1958-9	Totò, Nella Luna	0.66	93	-0.19	-0.45	-0.17	0.13	0.69	0.66
1959-60	Totò, Cambiale	1.70	22	-0.17	-0.47	-0.34	0.33	0.65	0.28
1959-60	Totò, Arrangiatevi	0.93	54	-0.47	-0.21	-0.46	0.86	0.27	0.61
1959-60	Totò, Fabrizio, I Giovani d'Oggi	0.93	55	-0.27	-0.69	0.11	0.39	0.46	0.52
1960-61	Totò, Peppino De Filippo, La Dolce Vita	1.31	36	0.07	-0.96	-0.81	1.57	0.12	0.77
1960-61	Totò, Truffa '62	1.00	45	-0.33	-0.67	-0.72	0.95	0.76	0.80
1960-61	Totò, Tre Piazze	0.98	48	-0.47	-0.77	-0.67	1.48	0.42	0.97
1960-61	Totò, Risate di Gioia	0.85	61	-0.25	-0.34	-0.43	1.04	-0.01	0.71
1960-61	Totò, Chi si ferma è perduto	0.73	70	-0.46	-0.54	-0.41	1.23	0.19	1.02
1960-61	Totò, Sua Eccellenza il Fermo, Mangiare	0.66	77	-0.29	-0.41	-0.12	0.69	0.13	0.66
1961-62	Totò, Due Marescialli	1.41	28	-0.61	-0.78	-0.73	1.30	0.81	0.70
1961-62	Totò, Diabolus	1.24	35	-0.65	-0.54	-0.78	1.37	0.61	0.76
1961-62	Totò, Contro Maciste	1.00	50	-0.79	-0.76	-0.58	1.71	0.42	1.07
1962-3	Totò, Due Colonnelli	1.36	32	-0.41	-0.67	-0.77	0.80	1.05	0.63
1962-3	Totò, Monaco di Monza	1.30	37	-0.82	-1.04	-0.50	0.43	1.94	0.94
1962-3	Totò, Di notte N.1	1.12	44	-0.69	-0.82	-0.75	1.02	1.25	0.93
1962-3	Totò, Memorato di Collegno	1.08	48	-0.26	-0.74	-0.21	0.82	0.39	0.57
1962-3	Totò, Contro Quattro	0.72	70	-0.30	-0.40	-0.45	0.79	0.35	0.76
1962-3	Totò, Peppino De Filippo, Divisi a Berlino	0.69	76	-0.20	-0.49	-0.41	0.60	0.50	0.74
1963-4	Totò, Gli Onorevoli	0.69	74	-0.25	-0.58	-0.41	0.43	0.82	0.86
1963-4	Totò, Leopatra	0.67	76	-0.14	-0.46	-0.14	0.33	0.41	0.55
1963-4	Totò, Comandante	0.61	87	-0.24	-0.52	-0.31	0.42	0.65	0.84
Mean		0.99	54.75	-0.37	-0.60	-0.42	0.81	0.58	0.70
Number of films with negative differences				26	28	26	0	2	
<i>Don Camillo films</i>									
1961-62	Don Camillo, Monsignore, Ma Non Troppo	2.02	16	-0.14	0.44	0.55	-0.28	-0.58	0.24
1965-6	Il Compagno di Don Camillo	1.23	43	-0.55	0.65	1.23	-0.53	-0.80	0.72

Source: *Giornale dello Spettacolo*