



38 Torino Film Festival (20-28 novembre 2020)

38 TORINO FILM FESTIVAL – THE FINAL NUMBERS

The **38th Torino Film Festival**, directed by Stefano Francia di Celle, was conducted completely online, with movies screened on the Mymovies.it platform, plus a schedule of live events and a curatorial project whose contents were available on the website and on the festival's channels.

133 programmed films, plus 2 movies in tribute to Carlo Ausino and 2 to Valentina Pedicini.

95 programming slots, including unscheduled and repeat screenings; **11,732 individual tickets** sold; as well as **677 books of 10 tickets**, for a total of **18,402 tickets**. Plus **822 passes** and **1,128 accreditations**.

All told, there were **48,528 viewings** and the box office takings totaled **103,083 euros**.

To round out the film programming on the MYmovies platform, a lineup of previously **unreleased content** about the proposed movies was organized, viewable in streaming on the Facebook account and on the Torino Film Festival's YouTube channel.

The opening and closing ceremonies, and the special program during which the Stella della Mole Award for Artistic Innovation was awarded to Isabella Rossellini, took their places alongside the daily feature "Ask the Curators," the press conferences, the educational program "Cinema is School," the book presentations, the in-depth analyses of the TFFdoc section, the special events, and the masterclasses, for a total of over 60 hours of programming. This impressive production enterprise also included setting up an actual, high-tech television studio. To round out the contents, there were also numerous videos presenting the movies, and Q&A sessions with the directors for the competitive sections, Le Stanze di Rol, and many out-of-competition films.

An analysis of the data concerning the **social network activity** of the Torino Film Festival, during the period between September 1 and December 1, 2020, showed a remarkable increase in both the public and the content coverage, compared to the same period in 2019.

Regarding **followers**, **Facebook** saw an increase of **+15%**, **Instagram** increased by **+34%**, and **YouTube** increased **+112%**.

As for the **contents**, the increases registered at **+645%** for **Facebook**, **+436%** for **Instagram**, and **+237%** for **YouTube**.

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