

## 8 – ARTS AND LEISURE

On the basis of data published by SIAE (Italian Authors' and Publishers' Association) in 2011 in Sicily, the general public spent 22,687,912 Euros (-19.2% compared to the previous year) on theatrical and musical events, a figure representing about 3.6% of expenditure at the national level. The highest level of expenditure among these theatrical activities went on the theatre (10,688,916 Euros in 2011, with a fall of 12.6% over the previous year), followed by easy-listening music concerts. In 2011 there was a marked fall in public expenditure on operetta (48,641 Euros against the 399,000 Euros for 2010) and for literary recitals (-65.1%). With regard to theatre and music, in the period 2007-2011, it can be seen from the results published in the present chapter that, in spite of fluctuating results in single years, there was a fall in both expenditure on the part of the general public (-28.8%) and the number of tickets sold (-12.2%). The number of shows put on also fell from 10,415 to 8,685 in 2011, which does however represent a slight (+0.4%) increase when compared to 2010.

Public expenditure on the cinema also fell in 2011 by 3.2%; on the other hand there was an increase in the number of tickets sold (+191,791 more than in 2010). The number of programmed performances in 2011 rose to 161,349, representing an increase of 31,838 performances when compared to 2010. The overall number of tickets sold in Sicily for the cinema amounted to 5.7% of the total in the country as a whole. Catania had the highest number of cinema performances, with 57,280 performances in 2011, constituting 35.5% of all programmed performances throughout Sicily. It was followed, not surprisingly, by Palermo (with 37,623 shows a year) and Messina (with 26,822 shows). The Province with the fewest performances (only 2,185 in 2011, but +67.4% over 2010) was Enna, which was also the Province with the lowest expenditure by the general public (399,732 Euros, or 1.1% of total expenditure by the Region). As for the general Sicilian public's outlay for sporting events of various kinds, in 2011 this amounted to 14,581,546 Euros, representing a 11.1% fall when compared to the figures recorded for 2010 and 4.1% of total national expenditure.

Of particular note in Sicily was the public's spending on events such as football, which in 2011 amounted to 13,656,829 Euros (-12.5%, when compared to 2010). There was no expenditure at all on watching motor-car racing in 2011, confirming the negative trend already observed in 2010. With regard to leisure activities, in Regional terms the data presented confirms the huge gap between the Regions of the centre-north and those of the south, with figures for the latter always being markedly lower than those for the other Regions in Italy.

An updated and reliable overall picture of the newspaper world is provided by an examination of the Italian press carried out by FIEG (Federazione Italiana Editori Giornali). On the basis of data published in the latest report (The Press in Italy from 2009 to 2011), the overall circulation of the two daily newspapers classified as “Regional” (Il Giornale di Sicilia and La Sicilia) fell, in 2011, by -7.4% when compared with 2010. This figure is mainly the result of a -9.3% loss in circulation of La Sicilia, whilst the figure for Il Giornale di Sicilia fell by -5.7%. In terms of circulation, however, data for 2011 showed an increase in sales of Regional newspapers, amounting to +11.2% in terms of copies sold. In this case, the increase relates to the Catania newspaper (+44.1% compared to 2010), whereas the Giornale di Sicilia registered a fall of -6.4% with regard to copies sold. The Gazzetta del Sud, classified as multi-regional, also faced a loss, in 2011, in both average daily circulation (-5.5%) and the number of copies sold (-6% in 2011 compared to 2010).

As for fruition of Sicily’s cultural heritage, figures published by the Regional Department for the Cultural and Environmental Heritage show that, in 2010, the number of visitors again declined (-3.9% compared to the previous year). There were 3,367,826 visitors in all, 55.8% of whom paid admission, with the remaining 44.2% admitted free. Takings in 2010 rose to a total of a little under 12,400 Euros (+9.2% when compared to 2009).

## ***Glossary***

**Attendance:** number of participants in events for which there is the issue of an admission ticket (admissions by ticket + season-ticket holders)

**Book:** non-periodical printed document in code-form (Norm UNI/ISO 2789, 2.1 Libraries).

**Box-office takings:** total amount paid by spectators for the purchase of tickets and season-tickets.

**Circulation:** number of copies printed of a book or publication.

**Editorial work:** non-periodical work consisting of one or more volumes and published in its entirety or in part during the year. It includes books (novels, romances, mysteries), even though they might come out periodically and in a numbered series accompanying the sale of newspapers or through other channels. It does not include publications issued in a continuous series under

the same title, with progressive numbering or different date indicating the issue in the series (magazine or similar).

**Family:** a number of persons living together and linked by ties of marriage, kinship, affinity, adoption, guardianship, emotional ties.

**Family consumption:** goods and services acquired or consumed by the family to satisfy its own needs.

**Library:** organisation, or part of it, whose principal aim is to conserve a collection and facilitate the use of documents requested, via the library staff, in order to satisfy the public's need for information, research, education or leisure.

**Museum:** permanent cultural institution open to the public, researching, acquiring, conserving, studying, exhibiting and exploiting material evidence of civilization. It also carries out functions of public interest with regard to preservation, scientific research, didactics, fruition and exploitation of the assets in its possession (UNESCO).

**Subscription:** type of contract for a specific service of a periodic nature, for which there is generally a discount on the total fee in view of payment in advance and a commitment to the service for a certain length of time.

### ***Further reading***

#### Publications

Show-business in Italy – Statistics 2007-2011 – SIAE

Italian Statistical Yearbook– 2012 - ISTAT

Family consumption – year 2009 – ISTAT

Multiscopo survey of families - Citizens and their spare time - year 2000

onwards – ISTAT

Cultural statistics - years 2002-2009 ISTAT

Book production : 2004-2006 - ISTAT

National survey regarding the diffusion of public documentation in Italian public libraries - Associazione Italiana Biblioteche – AIB

### Internet

<http://www.siae.it>  
Statistical Library of Show-business

[www.sistan.beniculturali.it](http://www.sistan.beniculturali.it)

<http://www.fieg.it/>  
The press in Italy – 2009-2011

<http://www.istat.it/>  
“Book production in 2009 ”

<http://www.istat.it/>  
Italian Statistical Yearbook - year 2012 – Chapter 8: “Leisure”

[www.regione.sicilia.it/beniculturali/dirbenicult/musei/museifruizione.html](http://www.regione.sicilia.it/beniculturali/dirbenicult/musei/museifruizione.html)  
Data regarding the fruition of the cultural heritage in Sicily