



**FACTS &  
FIGURES  
2004  
DANISH  
FILM INSTITUTE**

**PRODUCTION AND EXHIBITION FIGURES FOR 2003**

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- This brochure presents an overview of production, distribution and exhibition of all feature-length films in Denmark. This overview is made as accurate as possible, but is dependent on the availability of figures at the time of print.
  - Sources: Statistics Denmark, Danish Film Institute, European Audiovisual Observatory, Strasbourg (LUMIÈRE database).
  - "m": million  
"...": Data unavailable at time of print.  
Due to rounding, figures may differ from manual calculations
  - For the latest figures on the Danish film sector, recent and coming releases, articles and publications, go to [www.dfi.dk](http://www.dfi.dk)
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## FACTS &amp; FIGURES 2004

**Facts & Figures 2004 from the Danish Film Institute has been restructured and enlarged. New information and new aspects have been added, especially on feature films for children & youth, on cinemas, exhibition and regions, and on the growing DVD retail and rental market.**

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# 01

## BUDGET & ORGANIZATION

The Danish Film Institute (DFI), the national film agency, operates under the Ministry of Culture. With an annual budget of EUR 48 million, the Danish Film Institute is responsible for supporting and encouraging the art of filmmaking, distribution and promotion of Danish films.

TABLE 1.1 / Key figures Denmark

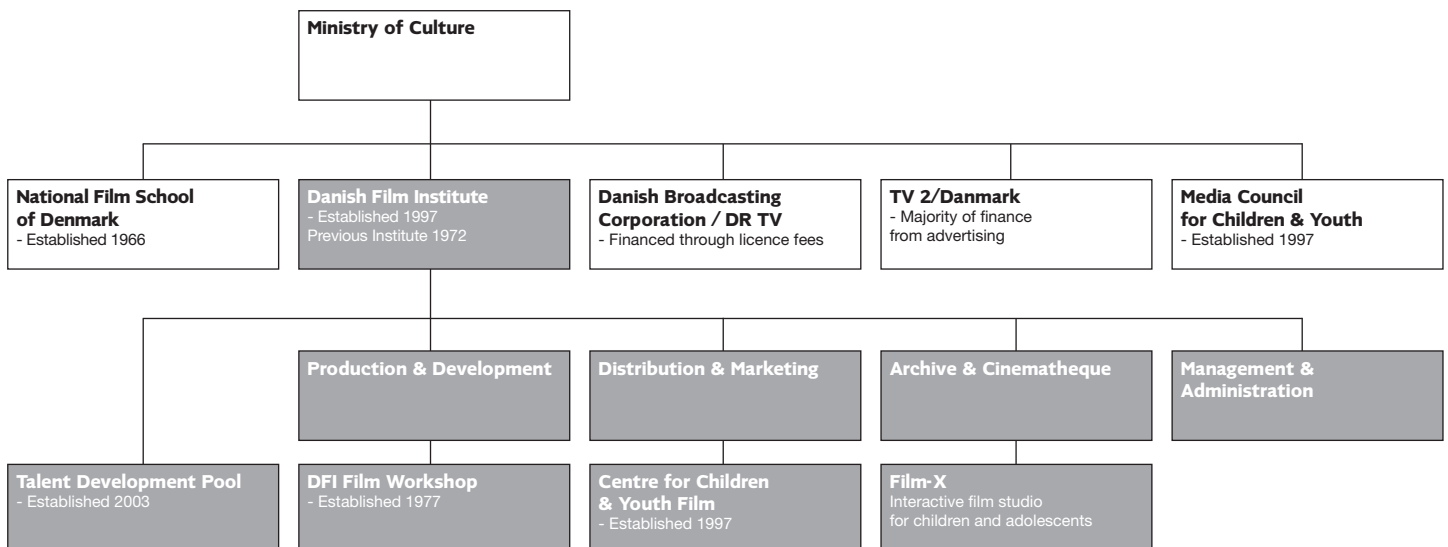
Population (2004)		5.4 m
Government/political organization		Constitutional monarchy
Average GDP per capita/per month (2003)	EUR 2,898	DKK 21,583
Regulatory body for media		Ministry of Cultural Affairs
<b>Budgets (2004)</b>		
Total government subsidy to cinema activities	EUR 48m	DKK 357.8m
- hereof for production (feature films)	EUR 19.4m	DKK 144m
- hereof for production (shorts & documentaries)	EUR 4.7m	DKK 35m

TABLE 1.2 / DFI budget 2004

	EUR 1000s	DKK 1000s
<b>PRODUCTION &amp; DEVELOPMENT</b>		
<b>Feature films subsidies</b>		
- Consultant scheme: script	672	5,000
- Consultant scheme: development	1,343	10,000
- Consultant scheme: production	11,815	88,000
- 60/40 scheme: production	5,558	41,400
<b>Shorts &amp; documentaries subsidies</b>		
- Production	3,934	29,300
- Script & development	671	5,000
- Talentpool, documentaries	134	1,000
<b>Other subsidies</b>		
- DFI Workshop	60	450
- External workshops	658	4,900
- Eurimages & NFTF	1,208	9,000
- Miscellaneous	195	1,450
<b>TALENT POOL</b>		
Talent pool subsidies	2,430	18,100
<b>DISTRIBUTION &amp; MARKETING SUBSIDIES</b>		
<b>Feature film subsidies</b>		
- Promotion & Marketing subsidies	1,343	10,000
- Print subsidies	671	5,000
- Festival subsidies, Denmark	201	1,500
- Festival subsidies, international	403	3,000
- Import subsidies	235	1,750
- Miscellaneous	235	1,750
<b>Shorts &amp; documentaries subsidies</b>		
- Promotion & Marketing subsidies	201	1,500
- Print subsidies	67	500
- Festival subsidies, Denmark	134	1,000
- Festival subsidies, international	168	1,250
- Acquisition of shorts and documentaries	40	300
- Renewal of licences	34	250
- Royalties	175	1,300
<b>Cinemas subsidies</b>		
- Cinema refurbishment & establishment	269	2,000
- Art cinemas	336	2,500
<b>Centre for Children &amp; Youth Film Media Desk Denmark</b>		
	403	3,000
	94	700
<b>OTHER SUBSIDIES</b>		
- Publications, travel, organizations etc.	336	2,500
<b>TOTAL SUBSIDIES</b>	<b>34,021</b>	<b>253,400</b>
<b>DFI OPERATION COSTS</b>	<b>14,017</b>	<b>104,400</b>
<b>DFI TOTAL BUDGET 2004</b>	<b>48,038</b>	<b>357,800</b>

**Note: 1)** DFI operation costs include the DFI Archive, Library, Cinematheque, Videotheque, Café, Book & Videoshop and FILM-X (the interactive film studio for children and adolescents). **2)** Currency conversion: EUR 1 = DKK 7.4483 (30 January 2004).

FIGURE 1.3 / The public film sector in Denmark



# 02

## FEATURE FILMS - FIRST-RUN THEATRICAL RELEASES

In 2003, some 209 feature films were released for the first time in Danish cinemas. Of these, 24 titles were Danish feature films. Table 2.3 gives the admission figures for each of these titles. To provide a complete picture of admissions, first-run Danish releases for 2002 have been included.

TABLE 2.1 / Feature films - first-run theatrical releases

Films released theatrically for the first time in Denmark 2003

	Total	Films from Denmark (features)	Films from Denmark (documentaries)	Films from Europe excl. Denmark	Films from USA	Films from other countries
Number of titles	209	24	9	53	103	20
Number of admissions (millions)	10.9	2.9	0	1.1	6.6	0.3
Gross box office EURm incl. VAT	86.2	21.3	0.1	8.3	54.4	2.1

Note: (Table 2.3) Subsidy types: a) the consultant scheme: artistic merit is considered by a consultant; and b) the 60-40 scheme: grants subsidies of up to 60 per cent of the film's budget without prior consideration by a consultant.

TABLE 2.2 / Number of feature films - first-run theatrical releases

	Total	Films from Denmark (features)	Films from Denmark (documentaries)	Films from Europe excl. Denmark	Films from USA	Films from other countries
1990	173	13	...	34	120	6
1991	147	9	...	29	105	4
1992	134	9	...	28	92	5
1993	152	11	...	27	109	5
1994	151	14	...	23	102	12
1995	150	13	...	36	91	11
1996	183	20	2	46	110	5
1997	170	16	1	59	89	5
1998	176	18	5	42	101	10
1999	176	16	6	53	95	6
2000	192	17	4	51	108	12
2001	172	19	5	43	92	13
2002	208	19	9	60	108	12
2003	209	24	9	53	103	20

TABLE 2.3 / Danish feature films - theatrical releases 2002-2003

English title/ Danish title	Release date	Production company	Director	Domestic distributor	Admissions 2002	Admissions 2003	Total adm. as per apr./04	Type of DFI subsidy 1)	Genre children (c) youth (y)
<b>2002</b>									
1 Catch that Girl/ Klatretøsen	25/01/02	Nimbus	Hans Fabian Wullenweber	Sandrew	234,569	2,479		60-40	action(c)
2 P.O.V. - Point of View/ P.O.V. - Point of View	25/01/02	Bech	Tómas Gíslason	Angel	1,460	39		consultant	road movie
3 Minor Mishaps/ Små ulykker	15/02/02	Zentropa	Annette K. Olesen	Nordisk	113,419	383		consultant	drama
4 Polle Fiction/ Polle Fiction	08/03/02	Film People	Søren Fauli	SF	266,618	208		no subsidy	comedy
5 The Zookeeper/ The Zookeeper	15/03/02	MovieFan	Ralph Ziman	SF	...	...		no subsidy	drama
6 Okay/ Okay	27/03/02	Bech	Jesper W. Nielsen	Angel	235,023	562		consultant	drama
7 Charlie Butterfly/ Charlie Butterfly	03/05/02	Zentropa	Dariusz Steiness	Nordisk	334	31		consultant	drama
8 House of Hearts/ Omfavnt mig måne	07/06/02	Zentropa	Elisabeth Rygård	Sandrew	5,252	107		consultant	drama
9 Little Big Girl/ Ulvepigen Tinke	14/06/02	ASA	Morten Køhler	Sandrew	141,416	9,723		consultant	drama(c)
10 The Man Who Couldn't Say No/ Humørkort-stativ ...	28/06/02	Angel	Peter Bay	Angel	69,945	54		60-40	comedy
11 Old Men in New Cars/ Gamle mænd i nye biler	12/07/02	Thura	Lasse Spang Olsen	Sandrew	337,098	256		60-40	comedy
12 Joystick Nation/ Slim Slam Slum	30/08/02	Wise Guy	M. Ballarin, J. Ballarin	Sandrew	7,742	102		promotion	farce(y)
13 Open Hearts/ Elsker dig for evigt	06/09/02	Zentropa	Susanne Bier	Nordisk	502,236	4,086		consultant	drama
14 Wallah Be/ Kald mig bare Aksel	27/09/02	Zentropa	Pia Bovin	Nordisk	45,081	4,979		consultant	drama(c)
15 My Sister's Kids 2/ Min søsters børn i sneen	11/10/02	Moonlight	Tomas Villum Jensen	Sandrew	506,312	17,475		60-40	comedy(c)
16 Facing the Truth/ At kende sandheden	25/10/02	Nordisk	Nils Malmros	Nordisk	66,914	22,024		consultant	drama
17 Wilbur Wants to Kill Himself/ Wilbur begår selvmord	08/11/02	Zentropa	Lone Scherfig	Nordisk	130,700	36,965		consultant	drama
18 Halalabad Blues/ Halalabad Blues	29/11/02	Angel	Helle Ryslinge	Angel	22,057	4,642		consultant	drama
19 Bertram & Co./ Bertram & Co.	25/12/02	Grasten	Hans Kristensen	BV	96,188	83,355		60-40	comedy(c)
<b>Total admissions of new releases</b>					<b>2,782,364</b>	<b>187,470</b>			
<b>Total admissions of all national films screened in 2002</b>					<b>3,503,000</b>				
<b>2003</b>									
1 It's All About Love/ It's All About Love	10/01/03	Nimbus	Thomas Vinterberg	Nordisk		50,397	50,397	consultant	drama
2 Someone Like Hodder/ En som Hodder	31/01/03	Nordisk	Henrik Ruben Genz	Nordisk		144,056	144,056	consultant	drama(c)
3 Old, New, Borrowed and Blue/ Se til venstre, der er ...	31/01/03	Nimbus	Natashy Arthy	Nordisk		151,784	151,784	60-40	Dogme
4 Cinder Rock'n Rella/ Askepop	07/02/03	Grasten	Charlotte Sachs Bostrup	BV		147,839	147,839	60-40	musical(y)
5 The Boy Who Wanted to be a Bear/ Drengen der ville ...	07/02/03	Tegnfilm	Jannik Hastrup	Scanbox		62,826	62,826	consultant	anim(c)
6 Midsummer/ Midsommer	07/02/03	Cosmo	Carsten Myllerup	SF Film		121,242	121,242	consultant	thriller(y)
7 Inheritance/ Arven	21/02/03	Zentropa	Per Fly	Nordisk		373,823	373,823	consultant	drama
8 Skagerrak/ Skagerrak	14/03/03	Nimbus	Søren Kragh-Jacobsen	Nordisk		39,969	39,969	60-40	drama
9 The Green Butchers/ De grønne slagtere	21/03/03	Zentropa	M & M	Sandrew		261,649	261,649	60-40	comedy
10 Anja After Viktor/ Anja efter Viktor	04/04/03	Grasten	Charlotte Sachs Bostrup	BV		345,563	345,563	60-40	comedy(y)
11 Fear X/ Fear X	04/04/03	NWR	Nicolas Winding Refn	Nordisk		5,928	5,928	consultant	drama
12 Move Me/ Lykkevej	11/04/03	Nordisk	Morten Arnfred	Nordisk		179,441	179,441	consultant	drama
13 Dogville/ Dogville	04/06/03	Zentropa	Lars von Trier	Nordisk		109,116	109,116	consultant	drama
14 Zafir/ Zafir	27/06/03	Zentropa	Malene Vilstrup	Nordisk		68,287	68,287	consultant	drama(c)
15 Baby/ Baby	08/08/03	Baby Film	Linda Wendel	Miracle		2,840	2,870	promotion	drama
16 The Bouncer/ Manden bag døren	15/08/03	Angel	Jesper W. Nielsen	Angel		38,807	38,807	consultant	drama
17 Stealing Rembrandt/ Rembrandt	05/09/03	Fine&Mellow	Jannik Johansen	Nordisk		278,145	278,145	60-40	drama
18 To the Right by the Yellow Dog/ Til højre ved ...	19/09/03	Waterfront	Peter Ringgaard	SF Film		15,906	15,906	consultant	comedy
19 Reconstruction/ Reconstruction	24/09/03	Nordisk	Christoffer Boe	Nordisk		48,205	48,205	consultant	drama
20 Kick'n Rush/ 2 ryk og en aflevering	03/10/03	Jutlandia	Aage Rais-Nordentoft	Nordisk		75,535	75,535	consultant	comedy(y)
21 Nasty Brats/ Møgunger	10/10/03	Crone	Giacomio Campeotto	SF Film		305,816	305,816	60-40	comedy(c)
22 Rule No. 1/ Regel nr. 1	31/10/03	Zeitgeist	Oliver Ussing	Sandrew		58,673	58,673	no subsidy	comedy
23 Gemini/ Tvilling	07/11/03	Nimbus	Hans Fabian Wullenweber	Nordisk		5,885	5,885	consultant	drama
24 Scratch/ Bagland	25/12/03	Nimbus	Anders Gustafsson	Nordisk		28,391	92,927	consultant	drama(y)
<b>Total admissions of new releases</b>					<b>2,920,123</b>	<b>2,984,689</b>			
<b>Total admissions of all national films screened in 2003</b>					<b>3,166,880</b>				

# 03

## FEATURE FILMS - ALL FILMS THEATRICALY RELEASED

In total, some 629 feature films were screened theatrically in Denmark during 2003. Roughly half of these titles came from the USA. The 2003 Top-20 chart of best-performing feature films in Denmark includes six Danish titles.

TABLE 3.1 / Feature films - all theatrical releases

All films released theatrically in Denmark 2003

	Total	Films from Denmark	Films from Europe excl. Denmark	Films from USA	Films from other countries
Number of titles	629	133	170	279	47
Number of admissions (millions)	12.3	3.2	1.2	7.6	0.3
Gross box office EURm incl. VAT	97.7	22.6	9.3	63.6	2.2

TABLE 3.2 / Number of feature films - all theatrical releases

	Total	Films from Denmark	Films from Europe excl. Denmark	Films from USA	Films from other countries
1990	841	185	215	411	30
1991	771	171	171	408	21
1992	696	192	145	342	17
1993	611	152	138	307	14
1994	540	121	121	274	24
1995	524	106	116	275	27
1996	558	104	141	290	23
1997	583	108	177	273	25
1998	561	125	154	258	24
1999	620	116	189	289	26
2000	621	118	159	315	29
2001	661	127	177	323	34
2002	616	123	166	290	37
2003	629	133	170	279	47

TABLE 3.3 / Top Twenty Denmark 2003

	English Title / Danish Title	Country	Distributor	Release year/week	Admissions (1000s)	Share of total admissions in percent (%)	Gross Box Office incl. VAT (1000s) EUR	Share of total GBO in percent (%)
1	Lord of the Rings: Return of the King / Ringenes Herre ...	USA / NZ	SF Film	2003 / 51	620	5.04	6,903	7.07
2	Lord of the Rings: The Two Towers / Ringenes Herre - De to tårne	USA / NZ	SF Film	2002 / 51	600	4.88	6,268	6.42
3	Die Another Day / Die Another Day	STO	SF Film	2003 / 04	458	3.73	3,852	3.94
4	The Matrix Reloaded / The Matrix Reloaded	USA	Sandrew	2003 / 21	406	3.31	3,395	3.48
5	Inheritance / Arven	DAN	Nordisk	2003 / 08	374	3.04	2,507	2.57
6	Anja After Viktor / Anja efter Viktor	DAN	UIP/BV	2003 / 14	346	2.81	2,580	2.64
7	Finding Nemo / Find Nemo	USA	UIP	2003 / 46	318	2.58	2,283	2.34
8	Pirates of the Caribbean / Pirates of the Caribbean	USA	UIP/BV	2003 / 37	311	2.53	2,655	2.72
9	Bruce Almighty / Bruce den almægtige	USA	SF Film	2003 / 27	309	2.52	2,512	2.57
10	Nasty Brats / Møgunger	DAN	SF Film	2003 / 41	298	2.42	2,024	2.07
11	Stealing Rembrandt / Rembrandt	DAN	Nordisk	2003 / 36	278	2.26	1,864	1.91
12	The Jungle Book 2 / Junglebogen 2	USA	UIP/BV	2003 / 06	269	2.18	1,748	1.79
13	The Green Butchers / De grønne slagtere	DAN	Sandrew	2003 / 12	262	2.13	2,055	2.10
14	About Schmidt / Rundt om Schmidt	USA	SF Film	2003 / 01	251	2.04	1,575	1.61
15	8 Mile / 8 Mile	USA	UIP	2003 / 03	248	2.02	1,991	2.04
16	Terminator 3 - Rise of the Machines / Terminator 3 Rise of the Machines	USA	Nordisk	2003 / 30	237	1.92	2,000	2.05
17	The Matrix Revolutions / Matrix Revolutions	USA	Sandrew	2003 / 45	217	1.77	1,898	1.94
18	Bad Boys II / Bad Boys II	USA	Nordisk	2003 / 41	184	1.50	1,593	1.63
19	Move Me / Lykkevej	DAN	Nordisk	2003 / 15	179	1.46	1,281	1.31
20	X-Men 2 / X-Men 2	USA	SF Film	2003 / 18	172	1.40	1,432	1.47
<b>Total Top 20</b>					<b>6,338</b>	<b>51.54</b>	<b>52,419</b>	<b>53.66</b>
<b>Total of all admissions 2003 / Total gross box office revenue 2003</b>					<b>12,297</b>	<b>100</b>	<b>97,691</b>	<b>100.00</b>

# 04

## FEATURE FILMS - FOR CHILDREN & YOUTH

Films for children and youth play a key role in Danish film culture, both in documentary and fiction. The Danish Film Act of 1997 places a special emphasis on this. It specifies that a minimum of 25% of DFI funding for development and production must be earmarked for films for children and youth.

TABLE 4.1 / Feature films for children & youth

PRODUCTION		1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Number of Danish feature films released	number	11	14	13	20	16	18	16	17	19	19	24
- hereof Danish films for children & youth	number	2	4	5	6	6	4	3	5	9	6	9
	in percent	18	29	38	30	38	22	19	29	47	32	38
Total productions costs 'all' Danish feature films released	in EURm	17	17	16	33	35	27	27	50	30	31	67
- hereof Danish films for children & youth	in EURm	5	6	8	10	14	10	5	18	12	9	17
	in percent	27	37	48	29	41	36	20	35	41	31	26
EXHIBITION												
Number of admissions to 'all' films	in m	10.2	10.3	8.8	9.9	10.8	11.0	10.9	10.7	11.9	12.9	12.3
Number of admissions to 'all Danish films'	in m	1.8	2.3	0.8	1.7	2.2	1.6	3.0	2.0	3.6	3.5	3.2
	in m	0.5	0.8	0.3	0.3	0.8	0.9	0.6	0.7	1.6	1.1	1.3
- hereof Danish films for children & youth	in percent	28	35	38	18	36	56	20	35	44	31	45

**Note 1)** 1997 does not include *Smillas Sense of Snow*. **2)** Figures for some of the years include a 'spill-over' from the previous year (titles released in the final quarter having a significant effect on admissions of the following year). **3)** Due to rounding, figures may differ from manual calculations. **Source:** DFI booklet Facts & Figures; anthology Dansk Film 1972-97; Statistics Denmark

### Important dates

**1913**  
The National Censorship Board is founded to monitor violent and immoral contents.

**1925**  
The National School Film Board is founded.

**1932**  
Dansk Kulturfilm starts producing primarily short films for children.

**1939**  
The National Film Board initiates nationwide distribution to schools.

**1972**  
The National Film Act introduces import subsidy for significant foreign children's films.

**1982**  
Reform of the national Film Act earmarks 25% of all government subsidy funds for films for children and young people.

**1989**  
Reform of the national Film Act creates two positions for children's film consultants: one for feature films and one for shorts and documentaries.

**1997**  
The National Film Board merges with the Danish Film Institute, and the Centre for Children and Youth is founded.

**2000**  
'BUSTER', an international children's film festival, is founded in Copenhagen.

**2002**  
FILM-X, the interactive film studio for children and adolescents, is established.

### Danish feature films for children and youth

**1993:**  
JUNGLE JACK (Jungledyret Hugo)  
THE TROLL MOVIE VIKTOR AND VIKTORIA (Troldefilmen Viktor og Viktoria)

**1994:**  
FEARLESS FRIDA (Frække Frida)  
THE RASCAL (Viidbassen)  
SNOOKS IN THE LIMELIGHT (Snøvsen ta'r springet - Snøvsen 2)  
DAD'S BRIGHT IDEA - THE CRUMBS 3 (Fars gode idé - Krummerne 3)

**1995:**  
CARMEN & BABYFACE (Carmen & Babyface)  
THE MONKEYS AND THE SECRET WEAPON (Aberne og det hemmelige våben)  
OPERATION COBRA (Operation Cobra)  
BODY SWITCH (Farligt venskab)  
CIRCUS HILDEBRANDT (Cirkus Ildebrand)

**1996:**  
WATCH ME FLY (Tøsepiger)  
THE FLYER (Anton)  
THE BALLAD OF HOLGER THE DANE (Balladen om Holger Danske)  
BUNNY'S TALES 1 (Karla Kanin Bio 1)  
FLEAS BARK TOO, DON'T THEY? (En loppe kan også gå)  
JUNGLE JACK - THE STAR (Jungledyret Hugo - den store filmhelt)

**1997:**  
THE LAST VIKING (Den sidste viking)  
HANNIBAL & JERRY (Hannibal & Jerry)  
EYE OF THE EAGLE (Ørnens øje)  
THE ISLAND ON BIRD STREET (Øen i Fuglegaden)  
BUNNY'S TALES 2 (Karla Kanin Bio 2)  
SUNE'S FAMILY (Sune's familie)

**1998:**  
ON OUR OWN (Når mor kommer hjem ...)  
LITTLE BIG SISTER (Forbudt for børn) / ALBERT (Albert)  
CIRCLEEN - CITY MICE (Cirkeline - Storbyens mus)

**1999:**  
BUNNY'S TALES 3 (Karla Kanin Bio 3)  
KATJA'S ADVENTURE (Falkehjerte)  
LOVE AT FIRST HICCOUGH (Kærlighed ved først hik)

**2000:**  
BEYOND (Dykkerne)  
CIRCLEEN - MICE & ROMANCE (Cirkeline - Ost & Kærlighed)  
HELP! I'M A FISH (Hjælp! Jeg er en fisk)  
MIRACLE (Mirakel)  
PIXIE PANIC (Pyrus på pletten)

**2001:**  
PROP & BERTA (Prop & Berta)  
JEWEL OF THE DESERT (Ørkenens juvel)  
THE FLYING GRANNY (Flyvende farmor)  
BUNNY'S TALES 4 (Karla Kanin Bio 4)  
SEND MORE CANDY (Send mere slik)  
ANJA & VIKTOR (Anja & Viktor)  
MY SISTER'S KIDS (Min søsters børn)  
JOLLY ROGER (Jolly Roger)  
THE OLSEN GANG JUNIOR (Olsen banden junior)

**2002:**  
CATCH THAT GIRL (Klatretøsen)  
LITTLE BIG GIRL (Ulvepiggen Tinke)  
JOYSTICK NATION (Slim Slam Slum)  
WALLAH BE (Kald mig bare Aksel)  
MY SISTER'S KIDS 2 (Min søsters børn i sneen)  
BERTRAM & CO (Bertram & Co.)

**2003:**  
SOMEONE LIKE HODDER (En som Hodder)  
CINDER ROCK'N RELLA (Askepop)  
THE BOY WHO WANTED TO BE A BEAR (Drengen der ville gøre det umulige)  
MIDSUMMER (Midsommer)  
ANJA AFTER VIKTOR (Anja efter Viktor)  
ZAFIR (Zafir)  
KICK'N RUSH (2 Ryk og en aflevering)  
NASTY BRATS (Møgunger)  
SCRATCH (Bagland)

# 05

## MARKET SHARES

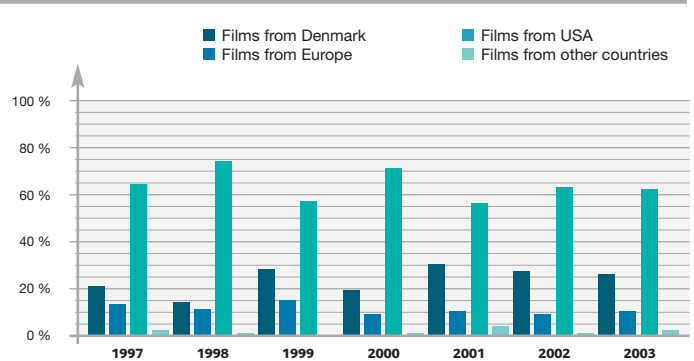
For a number of years, Denmark has boasted a consistently high market share for Danish feature films in our own territory. Danish feature films sold some 26% of all cinema tickets in 2003.

**TABLE 5.1 / Market shares in Denmark in percent**

Admissions in percent of total national market								
	1997	1998	1999	2000	2001	2002	2003	Source
Films from Denmark	21	14	28	19	30	27	26	DFI
Films from Europe	13	11	15	9	10	9	10	DFI
Films from USA	64	74	57	71	56	63	62	DFI
Films from other countries	2	1	0	1	4	1	2	DFI

**Note:** Italicized figures provisional.

**FIGURE 5.1**

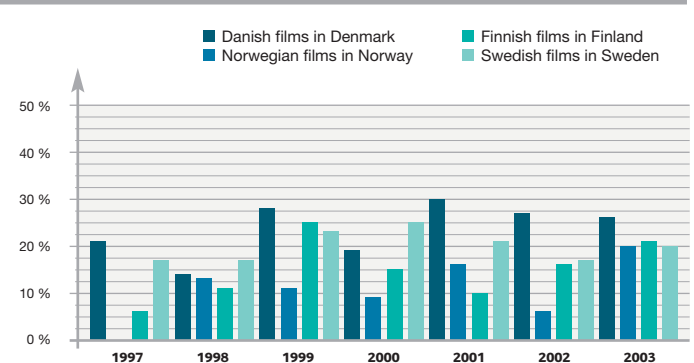


**TABLE 5.2 / Comparison of national market shares in percent**

Denmark and the Nordic countries								
Admissions in percent of total national market								
	1997	1998	1999	2000	2001	2002	2003	Source
Danish films in Denmark	21	14	28	19	30	27	26	DFI
Norwegian films in Norway	...	13	11	9	16	6	20	OBS
Finnish films in Finland	6	11	25	15	10	16	21	OBS
Swedish films in Sweden	17	17	23	25	21	17	20	OBS

**Note:** Italicized figures provisional.

**FIGURE 5.2**

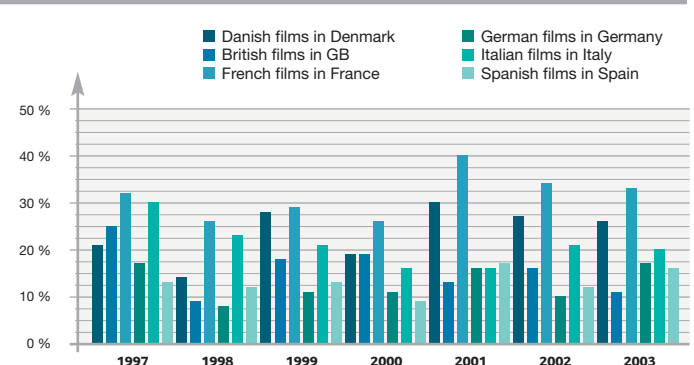


**TABLE 5.3 / Comparison of national market shares in percent**

Denmark and the Big Five								
Admissions in percent of total national market								
	1997	1998	1999	2000	2001	2002	2003	Source
Danish films in Denmark	21	14	28	19	30	27	26	DFI
British films in GB	25	9	18	19	13	16	11	OBS
French films in France	32	26	29	26	40	34	33	OBS
German films in Germany	17	8	11	11	16	10	17	OBS
Italian films in Italy	30	23	21	16	16	21	20	OBS
Spanish films in Spain	13	12	13	9	17	12	16	OBS

**Note:** Italicized figures provisional.

**FIGURE 5.3**



**Source:** Danish Film Institute (DFI); European Audiovisual Observatory (OBS) T.12.7. Yearbook 2003: Film and Home Video.



# 06

## BOX OFFICE & ADMISSIONS

In 2003, a total of 12.3 million cinema tickets were sold in Denmark, yielding a gross box office of EUR 97.7 million. On average, each Dane went to the cinema 2.3 times during the year. In recent years, the average number of admissions is consistently higher for Danish feature films than for titles from other countries.

TABLE 6.1 / Admissions

Admission in 1000s									
	Total	Films from Denmark	%	Films from Europe excl. Denmark	%	Films from USA	%	Films from other countries	%
1990	9,624	1,639	17	803	8	7,110	74	72	1
1991	9,218	1,193	13	547	6	7,430	81	48	1
1992	8,648	1,577	18	508	6	6,521	75	42	0
1993	10,222	1,761	17	752	7	7,370	72	339	3
1994	10,298	2,318	23	1,033	10	6,675	65	272	3
1995	8,817	776	9	699	8	7,057	80	285	3
1996	9,894	1,660	17	1,568	16	6,607	67	59	1
1997	10,843	2,239	21	1,453	13	6,961	64	190	2
1998	11,011	1,589	14	1,203	11	8,159	74	60	1
1999	10,915	3,006	28	1,644	15	6,228	57	37	0
2000	10,691	2,050	19	918	9	7,573	71	150	1
2001	11,921	3,631	30	1,164	10	6,626	56	500	4
2002	12,910	3,503	27	1,131	9	8,149	63	127	1
2003	12,297	3,167	26	1,246	10	7,591	62	293	2

TABLE 6.2 / Gross box office revenue (GBO)

Gross box office revenue in EUR inclusive VAT (1000s)									
	Total	Films from Denmark	%	Films from Europe excl. Denmark	%	Films from USA	%	Films from other countries	%
1990	43,664	6,429	15	3,268	7	33,688	77	279	1
1991	44,333	4,739	11	2,275	5	37,149	84	170	0
1992	42,505	6,441	15	2,423	6	33,447	79	194	0
1993	52,355	8,318	16	3,545	7	38,815	74	1,676	3
1994	54,507	11,693	21	5,238	10	36,238	66	1,338	2
1995	48,535	4,031	8	3,605	7	39,385	81	1,514	3
1996	59,112	10,153	17	9,062	15	39,649	67	249	0
1997	65,388	12,285	19	8,551	13	43,453	66	1,099	2
1998	71,885	9,018	13	6,532	9	55,982	78	354	0
1999	71,837	18,591	26	10,842	15	42,165	59	239	0
2000	74,462	13,019	18	6,068	8	54,414	73	960	1
2001	87,179	24,386	28	7,862	9	51,382	59	3,549	4
2002*	99,318	23,937	24	7,707	8	66,771	67	904	1
2003	97,691	22,634	23	9,292	10	63,587	65	2,179	2

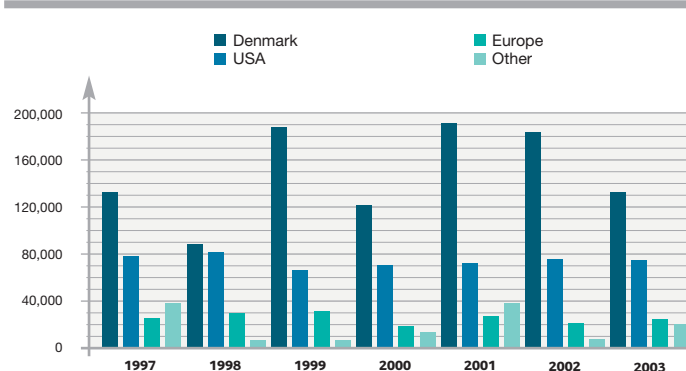
NOTE: 1) Figures for 1993 include the German-Danish co-production *The House of the Spirits* (admissions: 940,700); and 2002 includes the Norwegian-Danish co-production *I am Dina* (admissions 260,551). 2) Due to rounding, figures may differ from manual calculations.

TABLE 6.3 / Average number of admissions per film from various countries

	1997	1998	1999	2000	2001	2002	2003
Denmark	132,000	88,000	188,000	121,000	191,000	184,000	132,000
USA	78,000	81,000	66,000	70,000	72,000	75,000	74,000
Europe	25,000	29,000	31,000	18,000	27,000	21,000	24,000
Other	38,000	6,000	6,000	13,000	38,000	7,000	20,000

NOTE: These figures are calculated by dividing the total number of first-run releases from each territory into the total number of admissions to all films from each territory.

FIGURE 6.3



## 07

## CINEMAS IN DENMARK

For more than a decade, over 160 theatres have been in operation in Denmark. In this section, we examine two new aspects: theatre ownership, and the installed base of digital projectors. On the following page, we map admissions, seats and frequency of cinema-going to the regions of Denmark.

TABLE 7.1 / Number of cinemas

	Multiscreen cinemas	1-screen cinemas	Total number cinemas	Total number screens	Total number seats
1990	73	107	180	347	57,130
1991	70	106	176	334	54,878
1992	67	104	171	318	53,155
1993	64	102	166	310	51,492
1994	63	98	161	309	49,700
1995	63	100	163	313	49,785
1996	65	101	166	322	49,951
1997	64	100	164	320	50,631
1998	65	101	166	328	50,634
1999	68	99	167	345	51,500
2000	67	97	164	350	55,000
2001	68	97	165	361	55,200
2002	66	96	162	358	53,900
2003	71	95	166	379	57,500

TABLE 7.2 / Ownership of cinemas

Ownership 2003	Number of cinemas	Number of screens	Number of seats 1000s	Number of admissions 1000s	Market share percent
Nordisk	15	95	16.3	4,967	40%
Private, individually owned	68	153	21.6	4,026	33%
Cinemaxx	3	22	5.0	1,305	11%
Sandrew Metronome	2	16	2.7	928	8%
Organizations	61	68	8.3	592	5%
Municipal boroughs	17	25	3.6	479	4%
<b>Total</b>	<b>166</b>	<b>379</b>	<b>57.5</b>	<b>12,297</b>	<b>100%</b>

TABLE 7.3 / Digital projection equipment in cinemas

Equipment 2003		Number of Cinemas	Number of screens
EDTV	Quality type 1. Same as SDTV, but no interlacing	21	21
HDTV	Quality type 2. 16:9 ratio 1280*720 or 1920*1080 resolution	0	0
2K DLP	Quality type 3. 2K DLP-technology from Texas Instruments	1	1

**Note: 1)** EDTV: Enhanced definition television. HDTV: High definition television. SDTV: Standard definition television. DLP: Digital light processing. **2)** The first 2K DLP was installed at the Danish Film Institute, Cinematheque.

TABLE 7.4 / Cinemas and Regions

Region/County 2003	Number of cinemas	Number of seats 1000s	Number of seats per 1000 inhabitants	Number of admissions 1000s	Admissions per capita
Greater Copenhagen	45	22.2	12.2	6,379	3.5
Copenhagen/Frederiksberg	12	10.2	17.2	4,034	6.8
Copenhagen County	14	7.0	11.3	1,443	2.3
Frederiksborg County	14	3.3	8.8	671	1.8
Roskilde County	5	1.7	7.1	231	1
Islands	45	11.8	10.9	1,705	1.6
Vestsjælland County	11	2.6	8.6	282	0.9
Storstrøm County	13	2.6	9.7	375	1.4
Bornholm Region	3	0.5	12.3	62	1.4
Fyn County	18	6.1	12.8	986	2.1
- hereof Odense Borough	3	2.7	14.7	697	3.8
Jutland	76	23.5	9.4	4,213	1.7
Sønderjylland County	10	1.6	6.4	219	0.9
Ribe County	7	2.3	10.4	312	1.4
Vejle County	7	2.9	8.3	665	1.9
Ringkøbing County	6	2.2	7.9	451	1.6
Århus County	19	7.5	11.5	1,516	2.3
- hereof Århus Borough	5	4.4	15.0	1,066	3.6
Viborg County	7	2.1	9.0	303	1.3
Nordjylland County	20	4.9	9.9	747	1.5
- hereof Aalborg Borough	4	2.2	13.3	443	2.7
<b>Total</b>	<b>166</b>	<b>57.5</b>	<b>10.7</b>	<b>12,297</b>	<b>2.3</b>

# 08

## CINEMAS AND REGIONS

FIGURE 8.2 / Admissions in 1000s

Admissions in 1000s

- 1,516 to 4,034 (2)
- 986 to 1,516 (2)
- 671 to 986 (2)
- 375 to 671 (3)
- 282 to 375 (3)
- 62 to 282 (3)

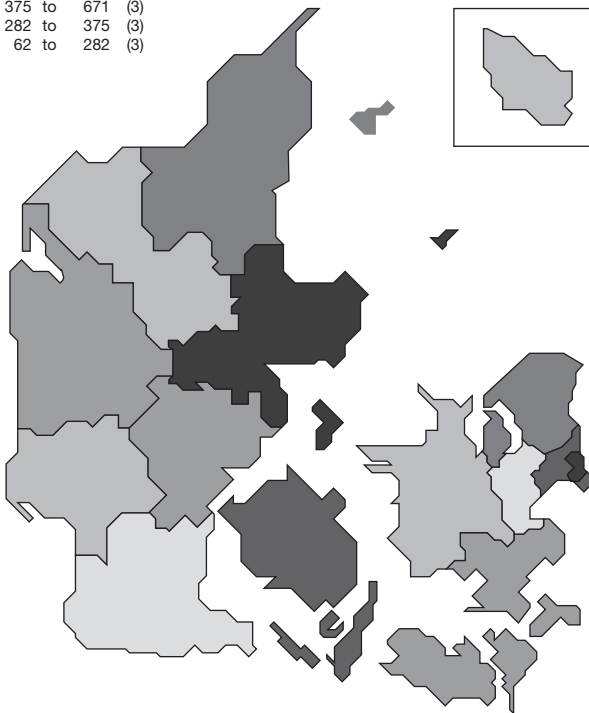


FIGURE 8.1 / Admissions per Capita

Admissions per capita

- 2.3 to 6.8 (3)
- 1.9 to 2.3 (2)
- 1.6 to 1.9 (2)
- 1.5 to 1.6 (1)
- 1.3 to 1.5 (4)
- 0.9 to 1.3 (3)

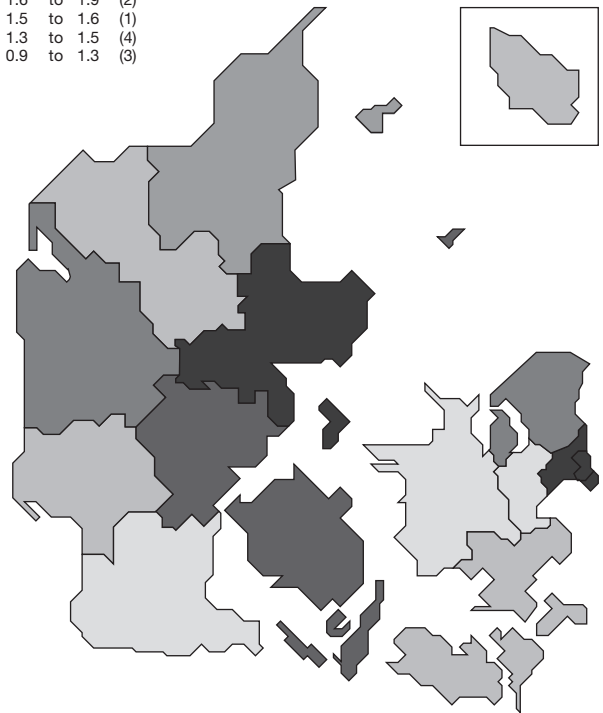


TABLE 8.3 / Seats per 1000 inhabitants

Seats per 1000 inhabitants

- 12.8 to 17.2 (2)
- 11.5 to 12.8 (2)
- 10.4 to 11.5 (2)
- 9.0 to 10.4 (3)
- 8.3 to 9.0 (3)
- 6.4 to 8.3 (3)



## 09

## DISTRIBUTION IN DENMARK

Distribution of feature films in Denmark is dominated by six key players: SF Film, Nordisk/Egmont, Sandrew Metronome, UIP, Buena Vista and Angel Films. These six distributors account for 97% of the Danish market. Table 9.3. gives an overview of the vertical integration, i.e. to which extent distributors also own cinemas.

TABLE 9.1 / Distributor market share

Distributor	Number of films released	Percent of total admissions
1 SF-Film	77	29.41
2 Nordisk	110	20.62
3 UIP	100	16.83
4 Sandrew Metronome	94	15.51
5 Angel Film	40	3.21
6 Camera Film	41	1.41
7 Øst for Paradis	55	1.37
8 Mirakel Film	52	0.37
9 Marco Film	12	0.12
10 Danish Film Institute	6	0.05
11 Husets Biograf	4	0.05
12 Posthus Teatret	2	0.02
Others (includes Buena Vista)	36	11.03
<b>Total all films</b>	<b>629</b>	<b>100.00</b>

TABLE 9.2 / Distributor market share - gross box office

	Gross box office revenue (GBO)/ in percent					
	1998	1999	2000	2001	2002	2003
SF Film	...	2	8	14	32	33
Nordisk	43	27	30	16	20	20
Sandrew Metronome	17	24	18	24	22	16
UIP	14	15	27	26	8	16
Other (incl. Scanbox)	14	16	3	3	3	12
Angel Film	...	...	2	3	6	3
Buena Vista	12	16	12	14	9	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Note:** Buena Vista closed its Copenhagen office 30.09.2003, prints handled by UIP

TABLE 9.3 / Vertical integration

Distributors who own cinemas	Number of cinemas	Number of screens	Number of seats	Number of admissions (1000s)	Market share of adm. percent
Nordisk	15	95	16,373	4,967	40%
Sandrew Metronome	2	16	2,717	928	8%
Grand Teatret/Camera Film	1	6	773	397	3%
Øst for Paradis	1	4	311	94	1%
Gloria	1	1	106	17	0%
Husets Biograf	1	1	57	7	0%

# 10

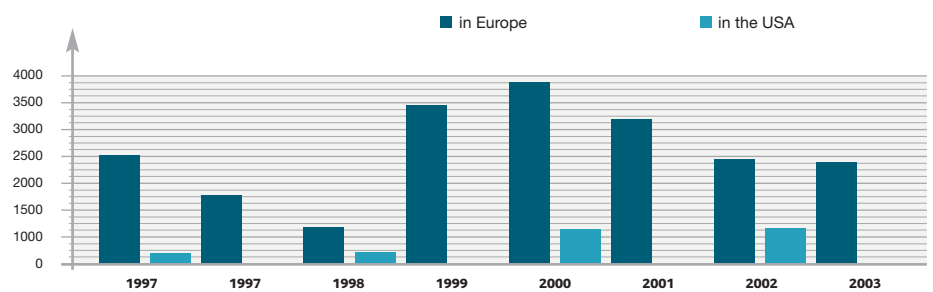
## TRADE BALANCES

Do French films sell more tickets in Denmark than Danish films do in France? What about the UK and Germany? And how many tickets do Danish feature films sell in Europe and in the USA?

**TABLE 10.1 / Admissions to Danish Feature films**

Admissions in 1000s	in Europe	in the USA
1996	2,304	241
1997	1,464	-
1998	794	268
1999	3,350	-
2000	3,851	756
2001	3,061	-
2002	2,218	768
2003	2,161	...
<b>Total</b>	<b>19,203</b>	<b>2,033</b>

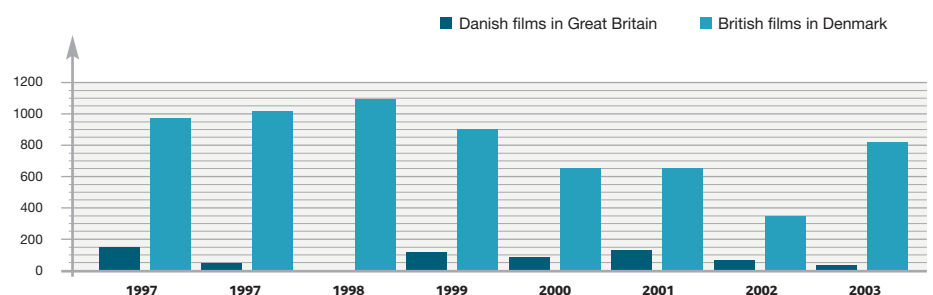
**FIGURE 10.1**



**TABLE 10.2 / Danish-British trade balance**

Admissions in 1000s	Danish films in Great Britain	British films in Denmark
1996	153	980
1997	52	1,025
1998	0	1,099
1999	124	911
2000	95	663
2001	139	663
2002	76	354
2003	43	827
<b>Total</b>	<b>682</b>	<b>6,522</b>

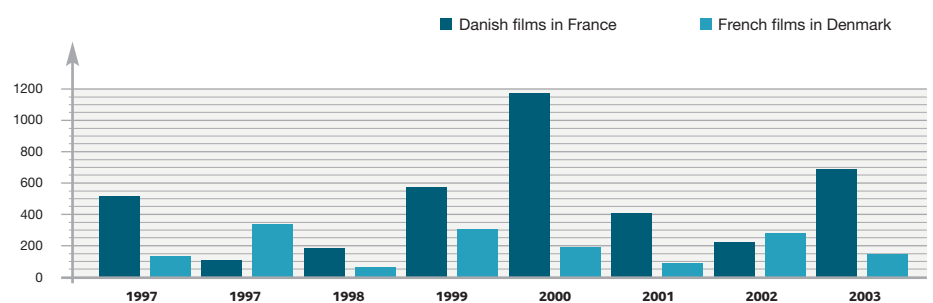
**FIGURE 10.2**



**TABLE 10.3 / Danish-French trade balance**

Admissions in 1000s	Danish films in France	French films in Denmark
1996	519	138
1997	111	340
1998	187	68
1999	578	310
2000	1,171	194
2001	407	92
2002	224	283
2003	691	152
<b>Total</b>	<b>3,888</b>	<b>1,577</b>

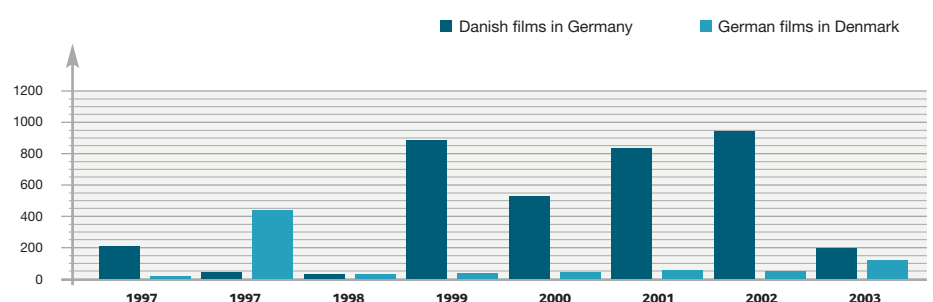
**FIGURE 10.3**



**TABLE 10.4 / Danish-German trade balance**

Admissions in 1000s	Danish films in Germany	German films in Denmark
1996	207	12
1997	41	443
1998	28	28
1999	890	37
2000	531	42
2001	840	51
2002	950	50
2003	193	118
<b>Total</b>	<b>3,680</b>	<b>781</b>

**FIGURE 10.4**



# 11

## FINANCING OF DANISH FEATURE FILMS

The Danish Film Institute financially supported 22 of the Danish feature films released in 2003. On average, the subsidies from the Danish Film Institute covered some 29% of the total budget for these titles.

TABLE 11.1 / Number of Danish feature films with a foreign investment

Country	93	94	95	96	97	98	99	00	01	02	03	Total
<b>Nordic &amp; Baltic countries</b>												
Estonia								1				1
F�eroe Islands							1					1
Finland				3	1	1		1	1		1	8
Greenland						1						1
Iceland			2	1		2		1		1		7
Latvia									1			1
Norway	1	3	2	5	5	5	4	2	2	1	4	34
Sweden	5	6	4	8	7	6	5	5	4	5	6	61
<b>Europe</b>												
Belgium											1	1
Czech Republic										1		1
France				1	1	2		1		1	3	9
Germany	1	1	1	3	2	3	1	3	2	1	1	19
Great Britain				2	1				1	2	4	10
Greece											1	1
Ireland								2				2
Italy				1	1	1	1				2	6
The Netherlands		1		1	1	1		1		1	2	8
Poland			1									1
Portugal	2											2
Russia	1											1
Spain											1	1
Switzerland											1	1
Turkey										1		1
<b>Other</b>												
Canada											1	1
Costa Rica						1						1
Israel											1	1
Morocco									1			1
USA				1		1						2
<b>Total</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>26</b>	<b>20</b>	<b>23</b>	<b>12</b>	<b>17</b>	<b>12</b>	<b>14</b>	<b>29</b>	<b>184</b>

TABLE 11.2 / Financing of Danish feature films

	English title/ Danish title	Release date	Production company	Director	Domestic distributor	Production budget EUR 1000s	DFI subsidy EUR 1000s	In percent	Subsidy type	International finance
<b>2003</b>										
1	Scratch/ Bagland	25/12/03	Nimbus	Anders Gustafsson	Nordisk	1,457	939	64%	consultant	
2	Gemini/ Tvilling	07/11/03	Nimbus	Hans Fabian Wullenweber	Nordisk	1,249	...	...	consultant	
3	Rule No. 1/ Regel nr. 1	31/10/03	Zeitgeist	Oliver Ussing	Sandrew	1,000	...	...	no subsidy	
4	Nasty Brats/ M�ogunger	10/10/03	Crone	Giacomo Campeotto	SF Film	1,594	744	47%	60-40	
5	Kick'n Rush/ 2 ryk og en aflevering	03/10/03	Jutlandia	Aage Rais-Nordentoft	Nordisk	1,341	698	52%	consultant	
6	Reconstruction/ Reconstruction	24/09/03	Nordisk	Christoffer Boe	Nordisk	1,275	736	58%	consultant	
7	Better Off Dad/ Til H�jre ...	19/09/03	Waterfront	Peter Ringgaard	SF Film	1,249	701	56%	consultant	
8	Stealing Rembrandt/ Rembrandt	05/09/03	Fine & Mellow	Jannik Johansen	Nordisk	2,422	862	36%	60-40	Note 1)
9	The Bouncer/ Manden bag d�ren	15/08/03	Angel	Jesper W. Nielsen	Angel	1,584	785	50%	consultant	Note 2)
10	Baby/ Baby	08/08/03	Baby Film	Linda Wendel	Miracle	86	77	89%	consultant	
11	Zafir/ Zafir	27/06/03	Zentropa	Malene Vilstrup	Nordisk	1,479	858	58%	consultant	Note 3)
12	Dogville/ Dogville	04/06/03	Zentropa	Lars von Trier	Nordisk	11,531	1,249	11%	consultant	Note 4)
13	Move Me/ Lykkevej	11/04/03	Nordisk	Morten Arnfred	Nordisk	1,141	604	53%	consultant	
14	Anja After Viktor/ Anja efter Viktor	04/04/03	Grasten	Charlotte Sachs Bostrup	Buena Vista	1,865	671	36%	60-40	
15	Fear X/ Fear X	04/04/03	NWR	Nicolas Winding Refn	Nordisk	5,358	629	12%	consultant	Note 5)
16	The Green Butchers/ De gr�nne slagtere	21/03/03	M & M	Anders Thomas Jensen	Sandrew	2,415	681	28%	60-40	Note 6)
17	Skagerrak/ Skagerrak	14/03/03	Nimbus	S�ren Kragh-Jacobsen	Nordisk	4,961	687	14%	60-40	Note 7)
18	Inheritance/ Arven	21/02/03	Zentropa	Per Fly	Nordisk	2,497	1,214	49%	consultant	Note 8)
19	Cinder Rock'n Rella/ Askepop	07/02/03	Grasten	Charlotte Sachs Bostrup	Buena Vista	1,804	671	37%	60-40	
20	The Boy Who Wanted to be a Bear / Drengen der ville gore det umulige	07/02/03	Dansk Tegnefilm	Jannik Hastrup	Scanbox	4,381	1,275	29%	consultant	Note 9)
21	Midsummer/ Midsommer	07/02/03	Cosmo	Carsten Myllerup	SF Film	1,201	686	57%	consultant	Note 10)
22	Someone Like Hodder/ En som Hodder	31/01/03	Nordisk	Henrik Ruben Genz	Nordisk	2,242	1,148	51%	consultant	Note 11)
23	Old, New, Borrowed and Blue / Se til venstre, der er en svensker	31/01/03	Nimbus	Natashy Arthy	Nordisk	1,294	671	52%	60-40	
24	It's All About Love/ It's All About Love	10/01/03	Nimbus	Thomas Vinterberg	Nordisk	11,389	1,238	11%	consultant	Note 12)
<b>Total</b>						<b>66,817</b>	<b>17,825</b>			
<b>Average</b>						<b>2,784</b>	<b>810</b>	<b>29</b>		

Note: 1) Denmark-Norway. 2) Denmark-Sweden. 3) Denmark Great Britain. 4) Denmark-Finland-France-Italy-The Netherlands-Norway-Sweden. 5) Denmark-Canada. 6) Denmark-Belgium. 7) Denmark-Scotland. 8) Denmark- Great Britain-Norway-Sweden. 9) Denmark-France-Norway. 10) Denmark-Sweden. 11) Denmark-Sweden. 12) Denmark-France-Germany-Great Britain-Greece-Israel-Italy-The Netherlands-Spain-Sweden-Switzerland. 13) This column includes development and production subsidies only. 14) Subsidy types: a) the consultant scheme: artistic merit is considered by a consultant; and b) the 60-40 scheme: grants subsidies of up to 60 per cent of the film's budget without prior consideration by a consultant.

# 12

## SHORTS & DOCUMENTARIES

The Danish Film Institute supports the development, production and distribution of shorts & documentaries. These films reach an audience on television through the main Danish broadcasters. They are also available at public libraries, as well as purchased by primary and secondary schools all over Denmark.

TABLE 12.1 / Shorts & documentaries

From 2001 to 2003 the Danish Film Institute published 320 new titles which obtained the following TV audience, sales and lending from libraries.

	2001	2002	2003
TV audience to these titles	11,578,000	17,582,000	9,639,000
Copies sold to libraries	6,346	9,235	5,981
Copies sold to primary schools and others	1,313	5,135	6,740
Lending at public libraries	16,250	60,308	100,048

# 13

## BOX OFFICE VERSUS VHS/DVD SALES AND RENTAL

The value of the Danish market for feature films is growing, not least because of the significant growth in the VHS/DVD retail market. Like elsewhere in Europe, retail is growing at a pace where it now outstrips the GBO from theatrical releases.

TABLE 13.1 / Box office versus VHS/DVD sales and rental

Size of Danish market in EURm	1997	1998	1999	2000	2001	2002	2003
Total box office from theatrical release	65.4	72.1	71.8	74.5	86.8	99.3	97.7
Total value of home video sales of VHS/DVD	51.0	56.0	54.2	57.8	72.1	100.6	110.7
Total value of home video rental of VHS/DVD	24.6	24.7	23.8	23.6	23.4	23.6	23.6
<b>Total</b>	<b>141.0</b>	<b>153.0</b>	<b>149.8</b>	<b>155.8</b>	<b>182.2</b>	<b>223.5</b>	<b>232.0</b>

**Note: 1)** The VHS/DVD market is supposedly 20% larger than these figures represented by the Association of Danish Videogram Distributors, and includes among others pornographic material, indicated to be 10-15% of sales in VHS/DVD stores. **2)** Members of the Association of Danish Videogram Distributors: Nordisk Film, Scanbox Entertainment, Paramount Home Entertainment, Universal Pictures, Buena Vista Home Entertainment, SF Film, Sandrew Metromome. **Source:** DFI Facts & Figures. Association of Danish Videogram Distributors.

