

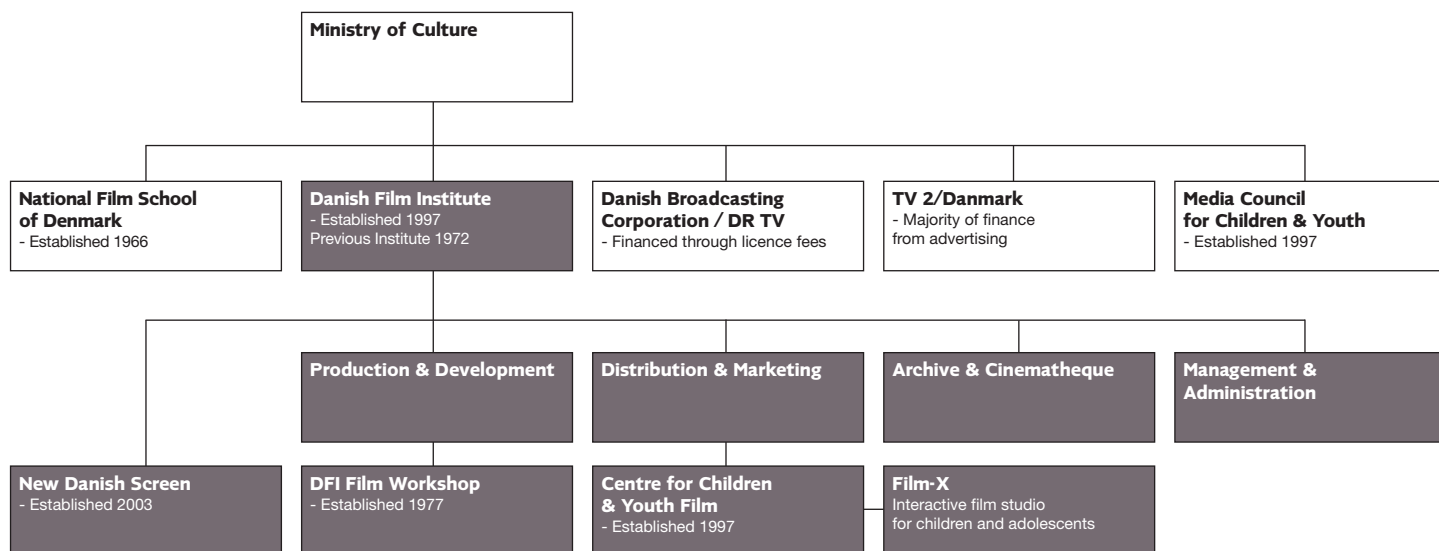


**FACTS &
FIGURES
2005
DANISH
FILM INSTITUTE**

PRODUCTION AND EXHIBITION FIGURES FOR 2004

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The public film sector in Denmark



• **SOURCES:**
 Statistics Denmark, Danish Film Institute, European Audiovisual Observatory (LUMIÈRE database), Media Secretariat Denmark, Association of Danish Videogram Distributors, European Commission.

• **ABBREVIATIONS, ETC.:**
 ... Data unavailable at time of print
 c Children
 GBO Gross Box Office incl. VAT
 m Million
 NFTF Nordic Film & Television Fund
 y Youth

• All economic figures are in Euros unless otherwise specified.
 The euro exchange rate used here is 7.4430 (1 March 2005).

• Economic figures have not been regulated.

• Economic figures have been rounded.

• Due to rounding, figures may differ from manual calculations.

• For the latest figures on the Danish film sector, plus recent and coming releases, articles and publications, go to www.dfi.dk.

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 Agnete Dorph Stjernfelt
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• Comments to agnes@dfi.dk or clausnh@dfi.dk.

FACTS

22 Danish feature films received production support from DFI in 2004. Average production budget 2.2m euros. Average government subsidy 38%.

2.7m euros will be spent on development in 2005, equivalent to more than 10% of the total production expenditure.

4.5m euros will be spent on distribution and promotion of Danish films domestically and internationally in 2005.

3,6m euros will be spent on developing new talents and experimental projects under the New Danish Screen programme in 2005.

73% of the total theatrical market in Denmark is held by Danish/Scandinavian distributors.

163 cinemas in Denmark total 380 screens and 57,000 seats.

25% domestic market share for Danish feature films in the period 1999-2004.

6 Danish features – at least – have been on the top 20 list in Denmark every year since 1999.

12 Danish feature films were seen by the average Dane on Danish public television channels in 2004.

25m tickets sold in Europe and USA to the 20 best performing Danish feature films outside Denmark in the period 1996-2004.

38 Danish short & documentary films received production support from DFI in 2004.

82,199 school children participated in DFI educational programmes in 2004.

62 films were restored at the DFI Film Archive in 2004.

1,027 titles were screened at the DFI Cinematheque in 2004.

109,464 admissions in the DFI Cinematheque in 2004.

01

BUDGET & ORGANISATION

The national film agency, the Danish Film Institute (DFI), operates under the Ministry of Culture according to the Film Act (1997). Since 1999 the financial framework and the political objectives for the Danish film policy have been laid down in four-year political agreements decided by the Danish Parliament. The first Film Policy Accord covered the period 1999-2002. The current Film Policy Accord covers the period 2003-2006.

TABLE 1.1 / Key figures, Denmark (Euros)

Population /2004		Inhabitants: 5.4m
Government budget for cinema activities /2005	50.8m	
DFI operating costs /2005 (included above)	14.6m	
Production volume, Danish feature films /2004	Titles: 22	47.6m
Government subsidies, Danish feature films /2004	17.9m	
Production volume, Danish shorts & documentaries /2004	Titles: 38	11.4m
Government subsidies, Danish shorts & documentaries /2004	4.3m	
Number of cinemas and screens in Denmark /2004	Cinemas: 163	Screens: 380
Danish feature film releases /2004	Titles: 19	Admissions: 3.4m
Market share, Danish feature films in Denmark /2004	Share: 24%	
TV audience for recent Danish feature films on public service television /2004	Average: 0.9m	Average share: 17%
Danish feature films distributed in Europe (outside Denmark) /2003	Titles: 29	Average admissions: 0.1m
Danish feature films at foreign festivals /2004	Titles: 94	
Deposits/sales of shorts & documentaries to libraries and schools /2004	Titles: 1,123	Copies: 18,303
TV audience for Danish shorts & documentaries on public service television /2004	Average: 0.2m	
Danish shorts & documentaries at foreign festivals /2004	Titles: 139	
DFI educational programme for school children /2004	Screenings: 626	Participants: 82,199
Festival screenings for children & youth in Denmark /2004	Screenings: 342	Admissions: 31,993
DFI Cinematheque /2004	Screenings: 2,036	Admissions: 109,464
DFI Videotheque /2004	Visitors: 7,288	
DFI Library /2004	Loans: 25,174	
DFI Film archive, copies registered /2004	Copies: 33,446	
DFI stills & posters archive, stills /2004	Titles: 49,600	

TABLE 1.2 / DFI budget 2005

	Dkk 1000s	Euro 1000s		Dkk 1000s	Euro 1000s
PRODUCTION & DEVELOPMENT			DISTRIBUTION & MARKETING SUBSIDIES		
Feature films subsidies			Feature film subsidies		
Consultant scheme: Script	5,000	670	Promotion & Marketing subsidies	12,000	1,610
Consultant scheme: Development	10,000	1,340	Print subsidies	6,000	810
Consultant scheme: Production	88,000	11,820	Festival subsidies, Denmark & abroad	5,300	710
60/40 scheme: Production	41,400	5,560	Import subsidies	2,900	390
Total feature film production and development	144,400	19,400	Miscellaneous	700	90
Shorts & documentaries subsidies			Total feature film, distribution & marketing	26,900	3,610
Consultant scheme: Script & development	5,000	670	Shorts & documentaries subsidies		
Consultant scheme: Production	29,900	4,020	Promotion & Marketing subsidies	1,500	200
Consultant scheme: Talentpool	2,000	270	Print subsidies	500	70
Total shorts & documentaries production and development	36,900	4,960	Festival subsidies, Denmark & abroad	3,000	400
Other subsidies			Miscellaneous	1,800	240
Workshops, internal & external	5,400	730	Total shorts & documentaries, distribution & marketing	6,800	910
Eurimages & NFTF	8,100	1,090	Cinema subsidy		
Miscellaneous	2,600	350		5,500	740
TOTAL PRODUCTION & DEVELOPMENT	197,400	26,530	Centre for Children & Youth Film	3,000	400
NEW DANISH SCREEN	26,900	3,610	TOTAL DISTRIBUTION & MARKETING	42,200	5,670
			OTHER SUBSIDIES		
				2,500	340
			TOTAL SUBSIDIES	269,000	36,140
			DFI OPERATION COSTS		
			Production & development	14,600	1,960
			Distribution & marketing	20,300	2,730
			Museum & cinematheque	23,000	3,090
			Talent pool	1,700	230
			Administration	13,500	1,810
			Other	35,600	4,780
			TOTAL OPERATION COSTS	108,700	14,600
			DFI TOTAL BUDGET 2005	377,700	50,750

02

CINEMAS & DISTRIBUTION

For more than a decade, over 160 cinemas have been in operation in Denmark. Feature film distribution in Denmark is dominated by six key players: SF Film, Nordisk, Sandrew Metronome, UIP, Buena Vista and Angel Films.

TABLE 2.1 / Ownership of cinemas /2004

Owner	cinemas	screens	seats
Nordisk Film	15	96	15,136
Cinemaxx	3	28	6,460
Sandrew Metronome	2	16	2,716
Other private owners	67	154	21,517
Public (municipal boroughs)	15	20	3,065
Organizations	61	66	8,120
Total	163	380	57,014
<i>Hereof multiscreens cinemas</i>	<i>71</i>		

TABLE 2.3 / Vertical integration /2004

Distributors that own cinemas	Cinemas	Screens	Seats
Nordisk Film	14	91	14,276
Sandrew Metronome	2	16	2,716
Camera Film (Grand Teatret)	1	6	483
Øst for Paradis	1	4	311
Husets Biograf	1	1	62

TABLE 2.2 / Distributor market share /2004

Distributor	Films screened	Hereof Danish first run releases	Admissions	Percent of total admissions
UIP	125	0	3,302,467	26%
Sandrew Metronome	91	4	3,222,456	25%
Nordisk	103	11	3,056,927	24%
SF Film	90	2	2,179,321	17%
Angel Scanbox	39	1	609,728	5%
Øst for Paradis	58	0	146,706	1%
Camera Film	39	0	88,951	1%
Regner Grasten Film	1	1	62,401	0%
Marco Film	21	0	34,843	0%
Miracle Film	66	0	38,986	0%
Husets Biograf	5	0	19,387	0%
Posthus Teatret	6	0	6,172	0%
Sunrise	3	0	4,476	0%
Others	4	0	14,639	0%
Total	651	19	12,787,460	100%

03

FEATURE FILM PRODUCTION

DFI is responsible for supporting and encouraging the art of filmmaking. State aid is directed at production of feature films under two principal subsidy schemes: the 60/40-scheme (primarily oriented at feature films with a commercial potential) and the consultant scheme (primarily oriented at feature films with an artistic and experimental potential). A minimum of 25% of DFI development and production funding must be earmarked for films for children and youth.

TABLE 3.1 / Danish feature films - Majors with DFI subsidy commitment /2004

English title/Danish title	Production budget	DFI subsidy	Subsidy percent	TV station	International	Type	Children & youth
Adam's apples/Adams æbler	2,875,000	1,082,000	38%	DR	a)	Consultant	
The Judge (working title)/Dommeren	2,344,000	1,075,000	46%	DR	b)	Consultant	
Flies on the Wall/Fluerne på væggen	1,411,000	739,000	52%	TV2	c)	Consultant	
Day and Night/Dag og nat	981,000	127,000	13%	-	d)	Consultant	
Murk/Mørke	2,969,000	1,024,000	34%	DR	e)	Consultant	
(To be announced)/Ambulancen	1,546,000	739,000	48%	TV2	f)	Consultant	
Bang Bang Orangutan/Bang bang orangutang	1,928,000	285,000	15%	DR	g)	Consultant	
Chinaman/Kinamand	2,238,000	841,000	38%	DR	h)	Consultant	
Angels in Fast Motion/Nordkraft	2,499,000	940,000	38%	DR	i)	Consultant	
Manslaughter/Drabet	2,593,000	1,021,000	39%	TV2	j)	Consultant	
(No title yet)	2,802,000	975,000	35%	TV2	k)	Consultant	
Allegro/Allegro	2,111,000	987,000	47%	DR	l)	Consultant	
Dark Horse/Voksne mennesker	1,777,000	766,000	43%	DR	m)	Consultant	
Jungo Goes Bananas (working title)/Jungledyret Hugo - fræk som altid	4,296,000	1,045,000	24%	TV2	n)	60-40	x
(To be announced)/Der var engang en dreng	2,553,000	1,209,000	47%	DR	o)	Consultant	x
We are the Champions/Af banen	1,283,000	155,000	12%	TV2		Consultant	x
The Big Day/Den store dag	1,924,000	873,000	45%	TV2		60-40	
Sharks/Inkasso	1,747,000	739,000	42%	TV2		60-40	
(To be announced)/Nynne	2,007,000	873,000	43%	TV3		60-40	
Oskar & Josephine/Oskar & Josefine	1,664,000	806,000	48%	TV2		60-40	x
(To be announced)/Pusher III	1,679,000	672,000	40%	TV2		Consultant	
The Sun King/Solkongen	2,388,000	940,000	39%	DR		60-40	
Total	47,615,000	17,913,000					22
Total children & youth films	9,796,000	3,215,000					4
Children & youth film share	21%	18%					
Total consultant scheme	33,589,000	12,637,000					16
Average per film	2,099,000	790,000	38%				
Total 60-40 scheme	14,026,000	5,276,000					6
Average per film	2,338,000	879,000	38%				

Note: a) NFTF b) Great Britain c) Norway d) Sweden e) Great Britain f) NFTF g) Sweden h) Norway-Sweden i) NFTF j) Norway-Sweden-Great Britain k) NFTF-Great-Britain l) NFTF m) NFTF-Iceland n) Eurimages-Norway-Sweden-Germany-USA o) NFTF

04

FEATURE FILM RELEASES

DFI is responsible for supporting and encouraging the distribution and promotion of Danish films. The DFI Distribution and Marketing department administrates subsidy schemes for promotion and marketing in Denmark and abroad, film prints, Danish film festivals, local cinemas and art-house cinemas.

TABLE 4.1 / Danish feature films - theatrical releases / 2003-2004

English title/Danish title	Release date	Production company	Director	Domestic distributor	Admissions /2003	Admissions /2004	admissions /April 2005 1)	Number of prints
RELEASES / 2003								
Feature films subsidised by DFI								
It's All About Love/It's All About Love	10.01	Nimbus	Thomas Vinterberg	Nordisk	50,397	326		21
Someone Like Hodder/En som Hodder (c/y)	31.01	Nordisk	Henrik Ruben Genz	Nordisk	144,056	1,977		53
Old, New, Borrowed and Blue								
/Se til venstre, der er en svensker	31.01	Nimbus	Natashy Arthy	Nordisk	151,784	70		40
The Boy Who Wanted to Be a Bear								
/Drengen der ville gøre det umulige (c/y)	07.02	Dansk Tegnefilm	Jannik Hastrup	Angel Scanbox	62,826	2,031		41
Midsummer/Midsommer (c/y)	07.02	Cosmo	Carsten Myllerup	SF Film	121,242	36		50
Cinder Rock'n Rella/Askepop	07.02	Regner Grasten	Charlotte Sachs Bostrup	Buena Vista	147,839			97
Inheritance/Arven	21.02	Zentropa	Per Fly	Nordisk	373,823	1,432		60
Skagerrak/ Skagerrak	14.03	Nimbus	Søren Kragh-Jacobsen	Nordisk	39,969	144		40
The Green Butchers/De grønne slagtere	21.03	M&M	Anders Thomas Jensen	Sandrew	261,649	77		71
Fear X/Fear X	04.04	NWR	Nicolas Winding Refn	Nordisk	5,928	90		7
Anja After Viktor/Anja efter Viktor (c/y)	04.04	Regner Grasten	Charlotte Sachs Bostrup	Buena Vista	345,563			100
Move Me/Lykkevej	11.04	Nordisk	Morten Arnfred	Nordisk	179,441	960		62
Dogville/Dogville	04.06	Zentropa	Lars von Trier	Nordisk	109,116	596		29
Zafir/Zafir (c/y)	27.06	Zentropa	Malene Vilstrup	Nordisk	68,287	762		40
Baby/Baby	08.08	Baby Film	Linda wendel	Miracle	2,840	65		11
The Bouncer/Manden bag døren	15.08	Angel	Jesper W. Nielsen	Angel Scanbox	38,807	57		40
Stealing Rembrandt/Rembrandt	05.09	Fine&Mellow	Jannik Johansen	Nordisk	278,145	1,318		67
To the Right by the Yellow Dog/Til højre ved den gule hund	19.09	Waterfront	Peter Ringgaard	SF Film	15,906	392		41
Reconstruction/Reconstruction	26.09	Nordisk	Christoffer Boe	Nordisk	48,205	3,303		13
Kick'n Rush/2 ryk og en aflevering (c/y)	03.10	Jutlandia	Aage Rais-Nordentoft	Nordisk	75,535	2,654		40
Nasty Brats/Møgunger (c/y)	10.10	Crone	Giacomo Campeotto	SF Film	305,816	7,120		105
Scratch/Bagland (c/y)	25.12	Nimbus	Anders Gustafsson	Nordisk	28,391	62,185		31
Total admissions					2,855,565	85,595		
FEATURE FILMS WITHOUT DFI PRODUCTION SUBSIDIES								
Rule No.1/Regel nr. 1	31.10	Zeitgeist	Oliver Ussing	Sandrew	58,673	1,215		52
Gemini/Tvilling	07.11	Nimbus	Hans Fabian Wullenweber	SF Film	5,885	619		16
Total Danish admissions for all Danish feature films released in 2003						3,007,552		
RELEASES / 2004								
Feature films subsidised by DFI								
In Your Hands/Forbrydelser	23.01	Zentropa	Annette K. Olesen	Nordisk		129,654	129,654	33
Count to 100/Tæl til 100 (c/y)	06.02	Nimbus	Linda Krogsøe Holmberg	Nordisk		23,070	23,070	35
Villa Paranoia/Villa Paranoia	12.03	Clausen	Erik Clausen	Sandrew		202,045	202,045	62
Aftermath/Lad de små børn	26.03	Nordisk	Paprika Steen	Nordisk		51,245	51,245	37
Terkel in Trouble/Terkel i knibe (c/y)	02.04	Nordisk	Stefan Fjeldmark	Nordisk		375,609	375,609	75
What's Wrong with this Picture/Tid til forandring	13.08	Nordisk	Lotte Svendsen	Nordisk		38,005	38,005	30
Brothers/Brødre	27.08	Zentropa	Susanne Bier	Nordisk		422,218	429,000	60
Silk Road/Silkevejen	10.09	Barok+Thura	Jytte Rex	Sandrew		3,477	3,477	4
King's Game/Kongekabale	01.10	Nimbus	Nicolaj Arcel	Nordisk		500,571	558,000	60
My Sister's Kids in Egypt/Min søsters børn i /Egypten (c/y)	08.10	Moonlight	Kasper Barfoed	Sandrew		455,941	463,000	90
Sharks/Inkasso	22.10	ASA	Lasse Spang Olsen	Angel Scanbox		160,770	165,000	77
Oh Happy Day/Oh happy day	05.11	Fine&Mellow	Hella Joof	Nordisk		224,159	250,000	61
Day and Night/Dag og nat	26.11	Zentropa	Simon Staho	Nordisk		2,558	3,000	4
Little Big Mouse/Cirkeline og verdens mindste superhelt (c/y)	10.12	Dansk Tegnefilm	Jannik Hastrup	SF Film		30,024	55,000	40
Lost Generation/Familien Gregersen	17.12	Regner Grasten	Charlotte Sachs Bostrup	Regner Grasten		62,401	170,000	70
With Blood on my Hands/Pusher II	25.12	NWR	Nicolas Winding Refn	Nordisk		65,769	168,000	43
The Fakir/Fakiren fra Bilbao (c/y)	25.12	M&M	Peter Flinth	Nordisk		50,331	172,000	80
Total admissions					2,797,847	3,256,105		
FEATURE FILMS WITHOUT DFI PRODUCTION SUBSIDIES								
(No title)/ Afgrunden	19.03	Point of no return	Torben Skjødt Jensen	SF Film		771	771	1
The Good Cop/Den gode strømmer	16.04	Endaxi Film	Lasse Spang Olsen	Sandrew		95,987	95,987	60
Total Danish admissions for all Danish feature films released in 2004					2,894,605	3,352,863		

Note: 1) Italicised figures are provisional

05

ADMISSIONS & MARKET SHARES

For a number of years, Denmark has boasted a consistently high market share for Danish feature films in the home market. Correspondingly the average number of admissions is higher for Danish feature films than for titles from other countries.

TABLE 5.1 / Feature films - Top 20 Denmark /2004 (Euros)

Title	Country	Release year/week	Admissions (1000s)	Market share/ admissions	GBO incl. VAT (1000s)	Market share GBO	Prints
1 Harry Potter and the prisoner of Azkaban	USA	2004/24	629	5%	5,640	5%	98
2 The Lord of the Rings: The Return of the King	USA	2003/51	544	4%	6,210	6%	123
3 King's Game/Kongekabale	DEN	2004/40	501	4%	3,640	3%	60
4 Brother Bear	USA	2004/06	486	4%	3,410	3%	75
5 Shrek 2	USA	2004/36	462	4%	3,610	3%	119
Total top 5			2,622	21%	22,510	21%	
6 My Sister's Kids in Egypt/Min søsters børn i /Egypten	DEN	2004/41	456	4%	3,390	3%	90
7 Brothers/Brødre	DEN	2004/35	422	3%	2,960	3%	60
8 Terkel in Trouble/Terkel i knibe	DEN	2004/14	376	3%	3,020	3%	75
9 Troy	USA	2004/21	370	3%	4,030	4%	72
10 Spider-Man 2	USA	2004/28	347	3%	3,070	3%	97
Total top 10			4,593	36%	38,980	37%	
11 The Day After Tomorrow	USA	2004/22	279	2%	2,390	2%	88
12 The Incredibles	USA	2004/46	276	2%	2,140	2%	109
13 Garfield: The Movie	USA	2004/32	253	2%	1,840	2%	66
14 Somethings Gotta Give	USA	2004/08	250	2%	1,990	2%	35
15 Oh Happy Day	DEN	2004/45	224	2%	1,470	1%	61
16 Bridget Jones: The Edge of Reason	USA	2004/47	220	2%	1,940	2%	65
17 Calendar Girls	GB	2004/02	218	2%	1,400	1%	40
18 Villa Paranoia	DEN	2004/11	202	2%	1,300	1%	62
19 The Last Samurai	USA	2004/06	198	2%	2,130	2%	50
20 King Arthur	USA	2004/31	168	1%	1,500	1%	61
Total top 20			6,881	54%	57,080	54%	
Total all films			12,787		105,180		

Source: Statistics Denmark

TABLE 5.2 / Feature films - Top 20 /1999-2004

Country of origin	1998	1999	2000	2001	2002	2003	2004
Denmark	4	6	6	6	7	6	6
Rest of Europe	1	3	0	1	1	1	1
USA	15	11	13	12	12	13	13
Rest of world	0	0	1	1	0	0	0

ADMISSIONS & MARKET SHARES continued

TABLE 5.3 / Admissions, market shares & box office in Denmark /1998-2004 (Euros)

Year	Total releases 1)	Total admissions 2)	Total GBO incl. VAT (1,000s) 3)
1998	176	11,011	72,160
1999	176	11,020	72,600
2000	192	10,691	74,510
2001	172	11,973	87,240
2002	208	12,911	99,390
2003	209	12,297	97,760
2004	237	12,787	105,180

European films in Denmark (excl. Danish films)

Year	Total releases	Total admissions (1,000s) 2)	Average admissions	Market share (admissions)	Market share (GBO)
1998	42	1,203	29,000	11%	9%
1999	53	1,644	31,000	15%	15%
2000	51	918	18,000	9%	8%
2001	43	1,176	27,000	10%	9%
2002	60	1,393	23,000	11%	8%
2003	53	1,246	24,000	10%	10%
2004	63	866	14,000	7%	6%

Danish films in Denmark

Year	Total releases	Total admissions (1,000s) 2)	Average admissions	Market share (admissions)	Market share (GBO)
1998	18	1,589	88,000	14%	13%
1999	16	3,111	194,000	28%	26%
2000	17	2,050	121,000	19%	18%
2001	19	3,652	192,000	31%	28%
2002	19	3,242	171,000	25%	24%
2003	24	3,167	132,000	26%	23%
2004	19	3,025	159,000	24%	22%

Films from rest of the world in Denmark

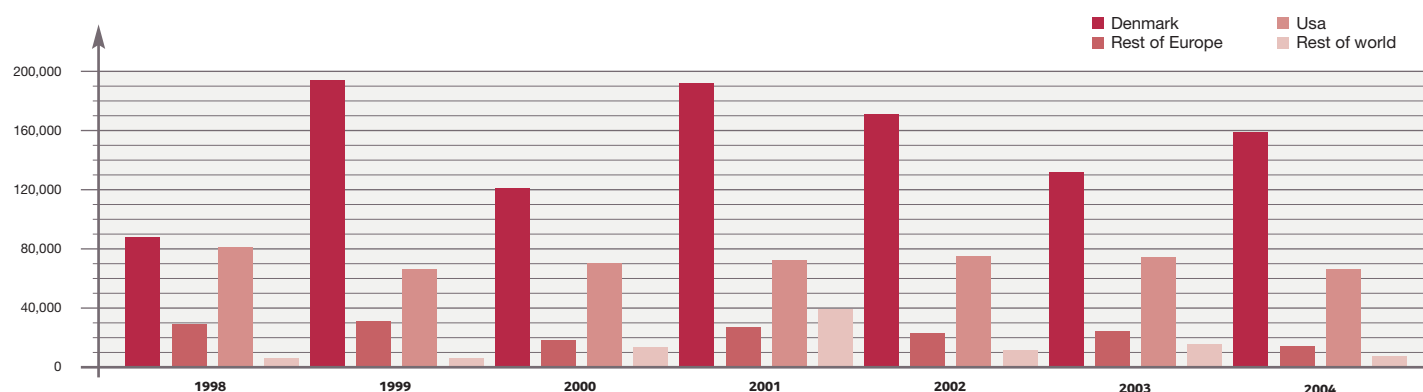
Year	Total releases	Total admissions (1,000s) 2)	Average admissions	Market share (admissions)	Market share (GBO)
1998	10	60	6,000	1%	0%
1999	6	37	6,000	0%	0%
2000	12	150	13,000	1%	1%
2001	13	503	39,000	4%	4%
2002	12	127	11,000	1%	1%
2003	20	293	15,000	2%	2%
2004	15	100	7,000	1%	1%

American films in Denmark

Year	Total releases	Total admissions (1,000s) 2)	Average admissions	Market share (admissions)	Market share (GBO)
1998	101	8,159	81,000	74%	78%
1999	95	6,228	66,000	57%	59%
2000	108	7,573	70,000	71%	73%
2001	92	6,642	72,000	55%	59%
2002	108	8,149	75,000	63%	67%
2003	103	7,591	74,000	62%	65%
2004	134	8,796	66,000	69%	72%

Note: 1) The sum of total releases includes shorts & documentaries (not included in "Danish films in Denmark")
 2) Total admissions include releases from current and previous years
 3) Source: Statistics Denmark

TABLE 5.4 / Average number of admissions per film from various countries



ADMISSIONS & MARKET SHARES continued

TABLE 5.5 / National market shares in Scandinavia

Admissions in percent of total national market									Source
	1998	1999	2000	2001	2002	2003	2004	Average 1999-04 1)	
Danish films in Denmark	14%	28%	19%	31%	25%	26%	24%	25%	DFI
Norwegian films in Norway	8%	7%	6%	15%	7%	19%	15%	11%	NFF, Norsk Film Fond
Finnish films in Finland	11%	25%	15%	10%	17%	22%	17%	18%	FFF, Finnish Film Foundation
Swedish films in Sweden	16%	22%	26%	24%	17%	20%	23%	22%	SFI, Swedish Film Institute

Note: 1) 1999 ff. covered by film policy accords

TABLE 5.6 / National market shares in Scandinavia, average 1999-2004

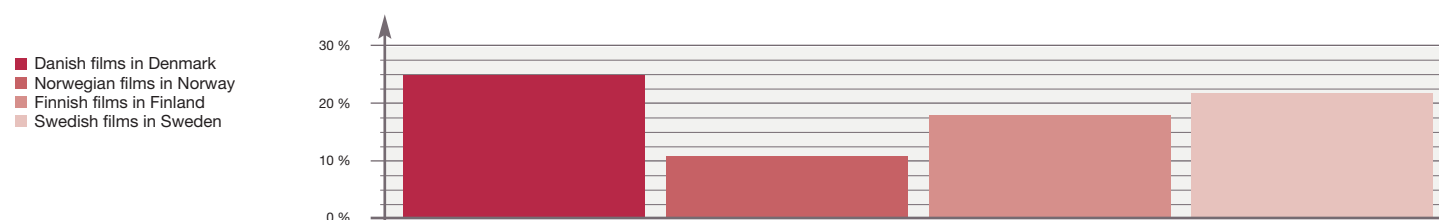
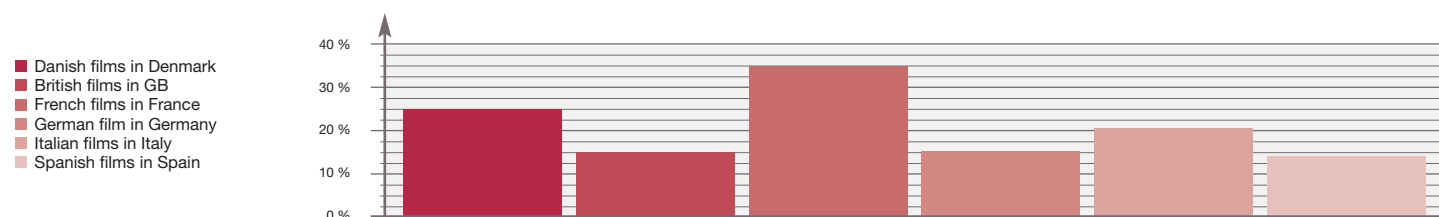


TABLE 5.7 / National market shares, Denmark and the big five

Admissions in percent of total national market									Source
	1998	1999	2000	2001	2002	2003	2004 1)	Average 1999-04 2)	
Danish film in Denmark	14%	28%	19%	31%	25%	26%	24%	25%	DFI
British films in GB	9%	18%	19%	13%	16%	11%	...	15%	OBS, European Audiovisual Observatory
French films in France	28%	32%	29%	41%	35%	35%	38%	35%	OBS, European Audiovisual Observatory
German film in Germany	10%	14%	13%	18%	12%	18%	24%	16%	OBS, European Audiovisual Observatory
Italian films in Italy	25%	24%	18%	19%	22%	22%	20%	21%	OBS, European Audiovisual Observatory
Spanish films in Spain	12%	14%	10%	18%	14%	16%	13%	14%	OBS, European Audiovisual Observatory

Note: 1) Italicised figures are provisional
 Note: 2) 1999 ff. covered by film policy accords

TABLE 5.8 / Denmark and the big five, average national market shares 1999-2004



06

PUBLIC SERVICE TELEVISION AND VIDEO

According to the Film Policy Accord and the Media Policy Accord, which defines the Danish policy on public service television, Danish public service broadcasters are obliged to participate in the production of Danish feature films through investment and acquisition of rights.

TABLE 6.1 / Broadcasting of Danish feature films on DR 1, DR 2 and TV 2 /2004 1)

	DR 1	DR 2	TV 2	Total
Number of broadcasts 2)	64	12	60	136
Average audience (1,000s)	475	84	478	442
Average share of total TV audience per feature film 3)				8%
Average number of films seen by each Dane on public service TV				12

Source: The Media Secretariat, Gallup tv-meter (feature films, min. 70 minutes duration)

Note: 1) DR 1, DR 2 and TV 2 have special obligations as public service TV stations

2) Number of broadcasts includes repeats for some titles

3) Total TV audience in Denmark: 5.2 million

TABLE 6.2 / Top 10 Recent Danish films broadcast at DR 1, DR 2 and TV 2 /2004 1)

English title/Danish title	Channel	Audience (1000s) 2)	Share 3)	Cinema release
The Olsen Gang - Final Mission/Olsen-bandens sidste stik	TV 2	1,258	24%	1998
Okay/Okay	TV 2	1,207	23%	2002
Shake It All About/En kort en lang	TV 2	966	19%	2001
Pixie Panic/Pyrus på pletten	TV 2	845	16%	2000
The Bench/Bænken	DR1	820	16%	2000
The Olsen Gang Junior/Olsen-banden junior	TV 2	813	16%	2001
My Sister's Kids/Min søsters børn	TV 2	811	16%	2001
The One and Only/Den eneste ene	TV 2	776	15%	1999
One-hand Clapping/At klappe med een hånd	DR1	761	15%	2001
Open Hearts/Elsker dig for evigt	DR1	724	14%	2002
Average audience		898	17%	

Note: 1) Recent Danish films includes all feature films with cinema release 1998-2004

2) Total audience per title includes repeats

3) Total tv-audience in Denmark: 5.2 million

TABLE 6.3 / Home video sales and rental in Denmark /1998-2004 (Euro (m))

	1998	1999	2000	2001	2002	2003	2004
Value of home video sales of VHS/DVD	24,7	23,8	23,6	23,4	23,6	23,6	21,6
Value of home video rental of VHS/DVD	56,1	54,2	57,8	72,1	100,7	110,8	107,3
Total value of home video market	80,8	78,0	81,4	95,5	124,3	134,4	128,9

Note: Source: Association of Danish Videogram Distributors (accounting for approx. 98% of the Danish video market) Members: Nordisk Film, Scanbox Entertainment, Paramount Home Entertainment, Universal Pictures, Buena Vista Home Entertainment, SF Film, Sandrew Metronome
Figures are based on distributor sales and revenue. The retail market for video sales and rental is approx. 25% larger.

07

DANISH FEATURE FILM ABROAD

DFI is responsible for promoting sales and raising awareness of Danish films abroad. The DFI festival unit administrates a subsidy scheme for the international promotion and marketing of Danish films abroad.

TABLE 7.1 / Distribution of Danish feature films outside Denmark - Top 20 /1996-2004

Title	Production year	Admissions Europe (excl. Denmark)	Admissions USA	Admissions Europe and USA	Admissions Territories	Admissions Denmark 1)
Dancer in the Dark	2000	3,592,345	755,907	4,348,252	28	202,782
Breaking the Waves	1996	2,938,180	897,193	3,835,373	21	298,548
Smilla's Sense of Snow	1997	2,547,201	505,949	3,053,150	12	411,654
Italian for Beginners	2000	2,210,347	767,719	2,978,066	25	828,701
The Celebration	1998	2,150,042	255,827	2,405,869	21	403,642
Help! I'm a Fish	2000	2,071,985	-	2,071,985	20	355,040
Dogville	2003	1,717,734	-	1,717,734	20	109,712
The Idiots	1998	715,314	-	715,314	21	119,892
Mifune	1999	704,417	-	704,417	20	351,128
The Olsen Gang – Final Mission	1998	565,067	-	565,067	2	628,801
Jerusalem	1996	501,496	-	501,496	9	267,591
I Am Dina	2002	422,979	-	422,979	12	260,897
Open hearts	2002	408,508	-	408,508	15	506,493
The Boy Who Wanted to Be a Bear	2002	393,130	-	393,130	6	62,857
Hamsun	1996	260,601	-	260,601	4	147,081
Wilbur Wants to Kill Himself	2002	201,100	-	201,100	9	167,770
Catch that Girl	2002	178,364	-	178,364	6	237,205
Amazon Jack	1996	154,080	-	154,080	7	237,992
Someone like Hodder	2003	144,056	-	144,056	1	146,033
A Song for Martin	2001	140,200	-	140,200	2	166,071
Average top 10				2,239,523	19	370,990
Average top 20				1,259,987	13	295,495

Source: Lumiere database, European Audiovisual Observatory, last update 2004 Nov. 5. Lumiere tracks distribution of European films in Europe and the US
 Note: 1) Source: Statistics Denmark

TABLE 7.2 / Distribution of national films outside country of origin / 2003

Country of origin	Films distributed in Europe	Average prod.budget	Average territories in Europe	Average admissions
Denmark				
Total distribution abroad	29	3,868,000	4	98,372
Hereof top 10	10	6,300,000	8	268,206
France				
Total distribution abroad	218	7,837,000	4	64,948
Hereof top 10	10	13,373,000	10	887,858
Germany				
Total distribution abroad	58	4,152,000	2	80,779
Hereof top 10	10	5,865,000	6	440,133
Italy				
Total distribution abroad	25	7,472,000	4	68,266
Hereof top 10	10	9,531,000	5	161,056
Spain				
Total distribution abroad	41	3,648,000	3	56,647
Hereof top 10	10	3,586,000	7	215,262
Sweden				
Total distribution abroad	19	2,192,000	3	52,491
Hereof top 10	10	2,167,000	5	98,654
United Kingdom				
Total distribution abroad	67	13,145,000	4	121,226
Hereof top 10	10	17,932,000	7	689,913

Source: European Commission. Based on paid and certified admissions for recent films declared by European distributors in the framework of the Mediaprogramme, automatic distribution (year of reference: 2003).

TABLE 7.3 / Danish feature films - Festival participation abroad supported by DFI

	2003	2004
Bookings	508	489
Titles	92	94
Hereof new releases, titles 1)	31	34
Festivals/events with Danish participation	233	232
Awards at foreign festivals	63	60

Note: 1) Released current or previous year

08

SHORTS & DOCUMENTARIES

DFI is responsible for supporting and encouraging the development, production and distribution of short and documentary films. State subsidies are directed to development and production under the consultant scheme. A minimum of 25% of development and production funding must be earmarked for films for children and youth. Shorts and documentaries reach an audience through the main Danish broadcasters, public libraries and schools. DFI also encourages and supports the participation of films at festivals in Denmark and abroad.

TABLE 8.1 / Shorts & documentaries - Majors with DFI subsidy commitment /2004

(Euro)	
Number of titles	38
Total production budget (provisional)	11,432,000
Average production budget	301,000
Number of titles for children & youth	12
Total DFI subsidy commitment (provisional)	4,271,000
<i>Hereof subsidy commitment for children & youth film</i>	<i>1,547,000</i>
Total subsidy commitment for children & youth film (%)	36%
Average DFI subsidy commitment	112,390
Average DFI subsidy commitment (%)	37%

TABLE 8.2 / Distribution of DFI collection in Denmark (VHS/DVD)

	2003	2004
Total collection, titles (accumulated)		
DFI collection, start of year	1,576	1,651
New releases in the year	75	58
<i>Hereof releases for children and youth</i>	<i>35</i>	<i>22</i>
Withdrawn from distribution	-	59
Total collection year-end	1,651	1,650
Sold to/deposited at public libraries	1,651	1,650
Educational releases deposited at educational centres	492	513
Distribution in the year		
Total deposit and sales, titles	1,166	1,123
Total deposit and sales, copies	20,191	18,303
<i>Hereof deposit and sales of new releases, copies</i>	<i>8,462</i>	<i>8,942</i>
Sales to primary and secondary schools, titles	619	539
Sales to primary and secondary schools, copies	5,796	6,865
Loans at public libraries (estimated)	390,000	390,000
TV broadcasting 1)		
Number of titles shown	60	83
Number of broadcasts 2)	84	209
Total audience (1,000s)	10,027	18,444
Audience per title (1,000s)	167	222

Note: 1) Only covers titles released since 2001. Source: Gallup tv-meter
2) Number of broadcasts includes repeats for some titles

TABLE 8.3 / Shorts & documentaries - Festival participation abroad supported by DFI

	2003	2004
Bookings	486	453
Titles	124	139
<i>Hereof new releases, titles 1)</i>	<i>52</i>	<i>40</i>
Festivals/events with Danish participation	143	137
Awards at foreign festivals	14	25

Note: 1) Released current or previous year

09 DFI CENTRE FOR CHILDREN & YOUTH FILM

In 1998, DFI established the Centre For Children & Youth Film to consolidate the strong position of Danish films in this field by strengthening the dissemination of films for children, within and outside the framework of the Danish school system. This task is also effectuated through an ongoing sector dialogue with the professional film industry.

TABLE 9.1 / DFI Centre for Children & Youth Film

	2003	2004
Theatrical programmes for pre-school & school children in local cinemas		
<i>Pre-school children</i>		
Screenings	40	40
Number of participants	8,589	7,267
<i>School children educational programmes 1)</i>		
Screenings	460	626
Number of participants	64,427	82,199
Theatrical programmes for pre-school & school children at DFI		
Total screenings	238	211
Total admissions	8,075	16,355
Film-X, interactive film production studio at DFI		
Total number of sessions	639	592
Total admissions, school children	7,813	7,408
Total admissions, children and youth	2,776	3,675
Total admissions	10,589	11,083
Educational materials & teacher training activities		
Educational materials at www.dfi.dk, number of titles	38	51
Teacher training activities, courses	47	50
Teacher training activities, participants	1,877	2,276

Note: 1) 7 of Denmark's 16 regions participates in these programmes

TABLE 9.2 / Other activities for children & youth supported by DFI

	2003	2004
Supported film production activities		
<i>Projekt Anima 1)</i>		
Total number of classes	150	156
Total number of participants	6,100	6,165
<i>Station Next 2)</i>		
Total number of classes	162	248
Total number of participants	4,288	5,357
Festival screenings for children & youth in Denmark		
Screenings	224	342
Admissions	27,774	31,993
Film clubs for children & youth		
Number of clubs	73	81
Total screenings	853	1,061
Total members	63,013	57,471

Note: 1) Projekt ANIMA is a mobile animation workshop giving children the opportunity to work with different aspects of animation, using professional equipment under the instruction of professional animators.

2) Station Next is an educational and cultural centre offering film camps and courses for school children and teachers in a realistic work environment assisted by professional instructors from the film industry.

10 DFI CINEMATHEQUE, LIBRARY & ARCHIVES

The Cinematheque features 3 theatres screening Danish and international films. The programme embraces classics as well as recent films that would not otherwise be shown in Danish cinemas. The DFI Library is Denmark's research library for film and television. Located outside Copenhagen, the DFI Film Archive keeps more than 30,000 titles in cool storage, preserving the films for future generations.

TABLE 10.1 / Cinematheque & Videotheque /2004

The Cinematheque is host to a number of debates, seminars, and other activities bringing together the film-going public and filmmakers. The DFI Cinematheque & Archive is a member of the International Federation of Film Archives (FIAF). DFI participates intensively in the international co-operation and exchange of knowledge between cinematheques and film archives worldwide.

	2003	2004
Cinematheque, screenings 1)	2,023	2,036
Cinematheque, admissions	99,561	109,464
Cinematheque, titles shown	-	1,027
Videotheque, visitors	5,616	7,288

Note: 1) Cinematheque and Videotheque are closed in July

TABLE 10.2 / Library /2003-04

The library also comprises literature on other aspects of moving pictures, including video, multimedia, virtual reality and computer games.

	2003	2004
Stock, monographs and serial publications	64,964	66,804
Stock, clipping files	53,285	53,794
Stock, unpublished script materials [no. of film titles]	14,044	14,094
Stock, catalogued documents/items from special collections	15,431	15,431
Total loans	23,852	25,174

TABLE 10.3 / Archives /2003-04

	2003	2004
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Film Archive

Preserving and conserving the Danish film heritage is the Film Archive's principal task. Films from the Film Archive are screened in the Cinematheque and are also loaned to a limited number of academic organizations and festivals.

Stock, nitrate (copies) 1)	-	6,547
Stock, other (copies) 2)	-	26,899
Films restored (titles) 3)	-	62
Titles shown in DK 4)	-	813
Titles shown abroad 5)	-	100
Legal deposits (titles)	-	54

Stills & posters archive

The DFI Stills and Poster Archive is home to one of the world's largest catalogue of stills and posters: approximately 2.3 million stills and 20,000 posters.

Still folders, number of titles 7)	-	49,600
Posters, number of titles	20,190	20,383
Total orders	5,030	5,528

Note: 1) Unregistered copies not included
 2) Unregistered copies not included. Includes 5,270 items on video/DVD
 3) 15 feature films, 47 shorts & documentaries
 4) Film loan to schools, libraries etc. (Filmbooking) is not included. If included ad 1,213
 5) Loan to FIAF institutions and other
 6) Finalized legal deposits: 5 feature film, 49 shorts & documentaries
 7) Estimated

