

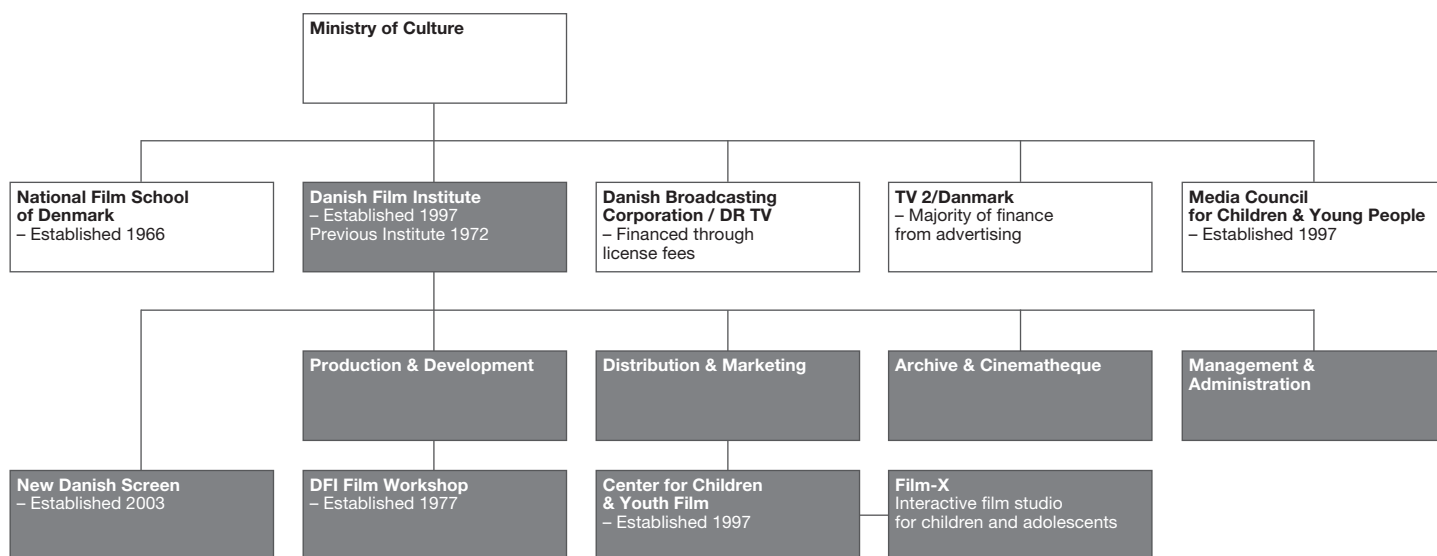


**FACTS &  
FIGURES  
2007  
DANISH  
FILM INSTITUTE**

**PRODUCTION AND EXHIBITION FIGURES FOR 2006**

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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, Danske Biografer.

**ABBREVIATIONS**

- ... – 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 7,45 (5 March 2007).

Economic figures have not been regulated.

Economic figures have been rounded.

Due to rounding, figures may differ from manual calculations.

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For the latest figures on the Danish film sector, plus recent and coming releases, go to [www.dfi.dk](http://www.dfi.dk).

# FACTS 2006

<b>5,4m</b>	Inhabitants in Denmark
<b>2,3</b>	Tickets sold per inhabitant in Denmark
<b>12.6m</b>	Total admissions in Denmark
<b>113m</b>	Total GBO (euro) in Denmark
<b>21</b>	National feature film releases
<b>25%</b>	National market share
<b>114</b>	American feature film releases
<b>58%</b>	American market share in Denmark
<b>149,000</b>	Admissions in average to a Danish movie
<b>64,000</b>	Admissions in average to an American movie in Denmark
<b>20</b>	Total feature films in production with DFI-subsidy
<b>8</b>	Feature films in production for children and youth
<b>2.3m EUR</b>	Average production budget for a Danish feature film
<b>34%</b>	Average DFI-subsidy for a Danish feature film
<b>74%</b>	Danish/Scandinavian distributor market share
<b>165</b>	Cinemas in Denmark
<b>58,000</b>	Seats in Danish cinemas
<b>26%</b>	National market share 1999–2006
<b>8</b>	Danish feature films on top 20 in 2006
<b>94</b>	Awards at foreign festivals to Danish films

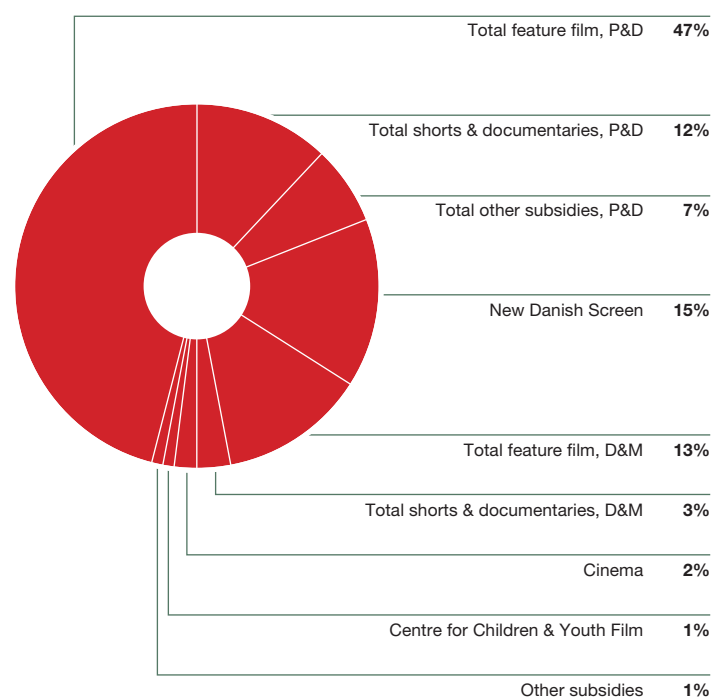
# 01

The national film agency, the Danish Film Institute (DFI), operates under the Ministry of Culture (Film Act, 1997). Since 1999 the financial framework and the political objectives behind Danish film policy have been laid down in four-year Film Policy Accords by the Danish Parliament.

Table 1.1 DFI budget / 2007

	Dkk (1.000s)	Euro (1.000s)
<b>PRODUCTION &amp; DEVELOPMENT</b>		
<b>Feature films subsidies</b>		
Consultant scheme: Script	5,000	671
Consultant scheme: Development	8,000	1,074
Consultant scheme: Production	59,000	7,919
Consultant scheme: Co-productions	8,000	1,074
60/40 scheme: Production	39,500	5,302
<b>Total feature film, P&amp;D</b>	<b>119,500</b>	<b>16,040</b>
<b>Shorts &amp; documentaries subsidies</b>		
Consultant scheme: Script & development	3,500	470
Consultant scheme: Production	24,200	3,248
Consultant scheme: Miscellaneous	2,000	268
<b>Total shorts &amp; documentaries, P&amp;D</b>	<b>29,700</b>	<b>3,987</b>
<b>Other subsidies</b>		
Workshops, internal & external	5,400	725
Eurimages & NFTF	8,200	1,101
Think Tank	3,000	403
Miscellaneous	1,100	148
<b>Total other subsidies, P&amp;D</b>	<b>17,700</b>	<b>2,376</b>
<b>TOTAL PRODUCTION &amp; DEVELOPMENT</b>	<b>166,900</b>	<b>22,403</b>
<b>NEW DANISH SCREEN</b>	<b>38,300</b>	<b>5,141</b>
<b>DISTRIBUTION &amp; MARKETING SUBSIDIES</b>		
<b>Feature film subsidies</b>		
Promotion & Marketing subsidies	14,800	1,987
Print subsidies	6,500	872
Festival subsidies, Denmark & abroad	6,500	872
Import subsidies	2,000	268
Miscellaneous	2,900	389
<b>Total feature film, D&amp;M</b>	<b>32,700</b>	<b>4,389</b>
<b>Shorts &amp; documentaries subsidies</b>		
Promotion & Marketing subsidies	2,100	282
Print subsidies	1,300	174
Festival subsidies, Denmark & abroad	3,500	470
Miscellaneous	300	40
<b>Total shorts &amp; documentaries, D&amp;M</b>	<b>7,200</b>	<b>966</b>
<b>Cinema subsidy</b>	<b>5,100</b>	<b>685</b>
<b>Centre for Children &amp; Youth Film</b>	<b>2,800</b>	<b>376</b>
<b>TOTAL DISTRIBUTION &amp; MARKETING</b>	<b>47,800</b>	<b>6,416</b>
<b>OTHER SUBSIDIES</b>	<b>2,200</b>	<b>295</b>
<b>TOTAL SUBSIDIES</b>	<b>255,200</b>	<b>34,255</b>
<b>DFI OPERATION COSTS</b>		
Production & development	15,845	2,127
Distribution & marketing	21,679	2,910
Museum & cinematheque	24,240	3,254
New Danish Screen	2,160	290
Public Service Pool	625	84
Administration	14,230	1,910
Other	34,119	4,580
<b>TOTAL OPERATION COSTS</b>	<b>112,898</b>	<b>15,154</b>
<b>DFI TOTAL BUDGET 2007</b>	<b>368,098</b>	<b>49,409</b>

Figure 1.2 DFI subsidy budget /2007



# 02

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

**Table 2.1 Ownership of cinemas & market shares /2006**

Owner	Cinemas	Screens	Seats	Admissions
Nordisk Film	16	110	17,300	44%
Cinemaxx	3	25	6,100	14%
Other private owners	67	158	21,700	33%
Public (municipal boroughs)	18	26	5,200	4%
Organizations	61	66	7,500	5%
<b>Total</b>	<b>165</b>	<b>385</b>	<b>57,800</b>	<b>100%</b>
<b>Hereof</b>				
Monoscreens	92			
Multiscreens	73			

**Table 2.2 Distributor market share /2006**

Distributor	Films screened	Hereof Danish first run releases	Admissions	Percent of total admissions
UIP	108	2	3,301,941	26%
Sandrew Metronome	78	0	1,404,088	11%
Nordisk	127	15	4,272,581	34%
SF Film	100	2	2,366,558	19%
Angel Scanbox	50	1	737,874	6%
Others	220	1	521,470	4%
<b>Total</b>	<b>683</b>	<b>21</b>	<b>12,604,512</b>	<b>100%</b>

**Table 2.3 Home video sales and rental in Denmark /1999–2006 (Euro (m))**

	1999	2000	2001	2002	2003	2004	2005	2006
Value of home video rental of VHS/DVD	23.8	23.6	23.4	23.6	23.6	21.6	20.9	19.7
Value of home video sales of VHS/DVD	54.2	57.8	72.1	100.7	110.8	107.3	115.9	126.3
<b>Total value of home video market</b>	<b>78.0</b>	<b>81.4</b>	<b>95.5</b>	<b>124.3</b>	<b>134.4</b>	<b>128.9</b>	<b>136.8</b>	<b>146.0</b>

Source: Association of Danish Videogram Distributors (covers aprox. 98% of the Danish videomarket)

# 03

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).

**Table 3.1 Danish feature films – Majors with DFI subsidy commitment /2005**

English title/Danish title	Budget	DFI subsidy	(%)	TV	Int. finance	Scheme	Children/Youth
True Spirit/Den rette ånd	1,802,000	854,000	47%	TV2	a)	Consultant	
After the Wedding/Efter brylluppet	3,406,000	1,074,000	32%	DR	b)	Consultant	
One to One/1:1	2,215,000	1,007,000	45%	TV2	c)	Consultant	
Island of Lost Souls/De fortabte sjæles ø	5,463,000	1,611,000	29%	TV2	d)	Consultant	x
Outside Law/Ghetto	2,060,000	1,020,000	50%	DR	e)	Consultant	
The Art of Crying/Kunsten at græde i kor	2,121,000	1,103,000	52%	DR	f)	Consultant	
Pure Hearts/Rene hjerter	1,942,000	928,000	48%	DR	g)	Consultant	
The Substitute/Vikaren	2,939,000	1,208,000	41%	DR	h)	Consultant	x
Triple Dare/Supervoksen	1,745,000	940,000	54%	TV2		Consultant	x
English title to be announced/Kærestesorger	3,624,000	1,342,000	37%	DR	i)	Consultant	
Prague/Prag	1,830,000	772,000	42%	DR	j)	Consultant	
Escorted Absence/Ledsaget udgang	2,126,000	886,000	42%	TV2		Consultant	
The Three Musketeers/De tre musketerer	1,340,000	211,000	16%		k)	Consultant	x
The Boss of it All/Direktøren for det hele	2,931,000	940,000	32%	DR	l)	Consultant	
Father of Four/Far til fire – gi'r aldrig op	2,389,000	913,000	38%	TV2		60-40	x
Lotto/Lotto	1,828,000	886,000	48%	TV2		60-40	
Cecilie/Cecilie	2,475,000	913,000	37%	TV2	m)	60-40	x
The Lost Treasure of the Knights Templar/Tempelridderens skat	2,441,000	940,000	39%	TV2		60-40	x
Easy Skanking/Fidibus	1,948,000	872,000	45%	DR		60-40	
Clash of Egos/Sprængfarlig bombe	2,550,000	1,007,000	39%	TV2		60-40	
<b>Total</b>	<b>49,175,000</b>	<b>19,427,000</b>	<b>40%</b>				<b>20</b>
<b>Total children &amp; Youth film</b>	<b>18,792,000</b>	<b>6,736,000</b>					<b>7</b>
<b>Children &amp; youth film share</b>	<b>38%</b>	<b>35%</b>					
<b>Total consultant scheme</b>	<b>35,544,000</b>	<b>13,896,000</b>					<b>14</b>
<b>Average per film</b>	<b>2,539,000</b>	<b>993,000</b>	<b>39%</b>				
<b>Total 60-40 scheme</b>	<b>13,631,000</b>	<b>5,531,000</b>					<b>6</b>
<b>Average per film</b>	<b>2,272,000</b>	<b>922,000</b>	<b>41%</b>				

Note: a) NFTF-Sweden b) NFTF-Great Britain-Norway-Sweden c) Great Britain d) France-Germany-Great Britain-Norway-Sweden e) NFTF-Sweden f) NFTF-Norway g) NFTF-Finland-Norway-Sweden h) NFTF-Finland-Norway-Sweden i) NFTF-Finland-Norway-Sweden j) Sweden k) Great Britain-Letvia l) NFTF-France-Italy-Sweden m) Norway-Sweden

**Table 3.2 Danish feature films – Majors with DFI subsidy commitment /2006**

English title/Danish title	Budget	DFI subsidy	(%)	TV	Int. finance	Scheme	Children/Youth
English title to be announced/Til døden os skiller	2,587,000	1,048,000	41%	TV2	a)	Consultant	
English title to be announced/Cykkelmyggen og dansemyggen	2,164,000	1,208,000	56%	DR	b)	Consultant	x
Daisy Diamond/Daisy Diamond	1,476,000	872,000	59%		c)	Consultant	
Flame & Citron/Flammen og Citronen	6,152,000	1,601,000	26%	TV2	d)	Consultant	
To be announced/Frygtelig lykkelig	2,750,000	926,000	34%	DR	e)	Consultant	
Just Like Home/Hjemve	2,280,000	805,000	35%	DR		Consultant	
Aicha/Aicha	2,913,000	1,208,000	41%	DR	f)	Consultant	x
A Man Comes Home/En mand kommer hjem	2,965,000	1,111,000	37%	DR	g)	Consultant	
What No One Knows/Det som ingen ved	3,040,000	929,000	31%	TV2	h)	Consultant	
Erik Nietzsche – The Early Years/Erik Nietzsche – de unge år	4,067,000	1,007,000	25%	DR	i)	Consultant	
Maria Larsson's Everlasting Moment/Maria Larssons evige øjeblik	4,765,000	966,000	20%	DR	j)	Consultant	
Just Another Love Story/Kærlighed på film	3,209,000	1,074,000	33%	DR	k)	Consultant	
White Night/Hvid nat	2,409,000	940,000	39%	DR	l)	60-40	
The Black Madonna/Den sorte madonna	2,573,000	1,020,000	40%	TV2		60-40	
Anja og Viktor – Flaming Love/Anja og Viktor – brændende kærlighed	1,933,000	638,000	33%	TV2		60-40	x
Crumbs – Santas Little Helper/Krummerne – så er det jul igen	1,899,000	604,000	32%	TV2		60-40	x
The Golden Horns/Guldhornene	2,318,000	926,000	40%	TV2		60-40	x
Karla's Game/Karlas Kabale	2,215,000	872,000	39%	TV2		60-40	x
The Lost Treasure of the Knights Templar II/Tempelridderens skat II	2,514,000	872,000	35%	TV2	m)	60-40	x
Father of Four – Living Large/Far til fire – i stor stil	2,758,000	906,000	33%	TV2		60-40	x
<b>Total</b>	<b>56,987,000</b>	<b>19,533,000</b>	<b>34%</b>				<b>20</b>
<b>Total children &amp; Youth film</b>	<b>18,714,000</b>	<b>7,234,000</b>					<b>8</b>
<b>Children &amp; youth film share</b>	<b>33%</b>	<b>37%</b>					
<b>Total consultant scheme</b>	<b>38,368,000</b>	<b>12,755,000</b>					<b>12</b>
<b>Average per film</b>	<b>3,197,000</b>	<b>1,063,000</b>	<b>33%</b>				
<b>Total 60-40 scheme</b>	<b>18,619,000</b>	<b>6,778,000</b>					<b>8</b>
<b>Average per film</b>	<b>2,327,000</b>	<b>847,000</b>	<b>36%</b>				

Note: a) Sweden b) NFTF c) Sweden d) NFTF-Eurimages-Czech Republic-Germany-Iceland-Norway-Sweden e) NFTF f) NFTF-Norway-Sweden g) NFTF-Sweden h) NFTF-Norway-Sweden i) Eurimages-Austria-France-Italy-Sweden j) NFTF-Finland-France-Norway-Sweden k) NFTF-Sweden l) Sweden m) Sweden

# 04

DFI is responsible for supporting and encouraging the distribution and promotion of Danish films. The DFI Distribution & Marketing Department administers 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 /2005–2006**

English title/Danish title	Release date	"Production company"	Director	Domestic distributor	Total admissions/ March 2007	Total box office/ March 2007	Nr of prints
<b>Releases /2005</b>							
<b>Feature films subsidised by DFI</b>							
Big Plans/Store planer	07.01	Angel Productions	Jesper W. Nielsen	Angel Films	73,188	602,000	80
Accused/Anklaget	28.01	Nordisk Film	Jakob Thuesen	Nordisk	48,801	417,000	19
Dear Wendy	04.02	Lucky Punch	Thomas Vinterberg	Nordisk	14,521	124,000	14
Oskar & Josefine/Oskar & Josefine (c/y)	11.02	Cosmo Film	Carsten Myllerup	SF Film	249,777	1,851,000	88
The Sun King/Solkongen	11.02	Thura Film	Tomas Villum Jensen	Sandrew Metronome	347,852	2,991,000	68
The Leap/Springet	25.02	Dagmar Film	Henning Carlsen	SF Film	3,115	27,000	25
Angels in Fast Motion/Nordkraft	04.03	Nimbus Film	Ole Christian Madsen	Nordisk	195,009	1,709,000	54
We are the Champions/Af banen (c/y)	11.03	Zeitgeist	Martin Hagbjer	Angel Films	71,657	529,000	52
Young Andersen/Unge Andersen (c/y)	11.03	Nordisk Film	Rumle Hammerich	Nordisk	10,017	59,000	8
The Big Day/Den store dag	18.03	Nordisk Film	Morten Arnfred	Nordisk	51,147	436,000	65
Chinaman/Kinamand	01.04	Fine & Mellow	Henrik Ruben Genz	Nordisk	26,083	222,000	28
Adam's Apples/Adams æbler	14.04	M&M Productions	Anders Thomas Jensen	Nordisk	354,241	3,202,000	69
Lost and Found/Opbrud	22.04	Blenkov & Schønnemann	Jacob Grønlykke	Nordisk	5,089	41,000	16
Dark Horse/Voksne mennesker	13.05	Nimbus Film	Dagur Kári	Nordisk	11,938	103,000	16
Manderlay	03.06	Zentropa	Lars von Trier	Nordisk	21,026	185,000	26
Return to Sender	24.06	Moviefan Scandinavia	Bille August	Nordisk	113,493	722,000	50
Ambulance/Ambulancen	15.07	Nordisk Film	Laurits Munch-Petersen	Nordisk	46,664	429,000	41
Flies on the Wall/Fluerne på væggen	12.08	Nordisk Film	Åke Sandgren	Nordisk	53,362	470,000	26
Manslaughter/Drabet	26.08	Zentropa	Per Fly	Nordisk	394,227	2,783,000	61
I am the Angel of Death – Pusher III/Pusher III	02.09	NWR	Nicolas Winding Refn	Nordisk	39,523	365,000	40
Strings (c/y)	09.09	Bald Film	Anders Rønnow Klarlund	SF Film	17,023	107,000	21
Allegro	30.09	Alphaville Pictures	Christoffer Boe	SF Film	14,465	85,000	22
Murk/Mørke	07.10	Fine & Mellow	Jannik Johansen	Nordisk	103,341	923,000	45
Father of four/Far til fire – gi'r aldrig op (c/y)	14.10	ASA Film Production	Claus Bjerre	Angel Films	512,651	3,929,000	119
Nynne/Nynne	28.10	Angel Productions	Jonas Elmer	Angel Films	431,621	3,231,000	65
The Judge/Dommeren	04.11	Zentropa	Gert Fredholm	Nordisk	21,162	176,000	26
Bang Bang Orangutang	09.12	Cinevita Film Company	Simon Staho	SF Film	3,844	25,000	4
True Spirit/Den rette ånd	16.12	M&M Productions	Martin Strange-Hansen	Nordisk	2,903	23,000	16
<b>Total admissions</b>					<b>3,237,740</b>	<b>25,766,000</b>	
<b>Feature films without DFI production subsidy</b>							
Restless Souls/Bag det stille ydre	27.05	Wise Guy Productions	Martin Schmidt	Angel Films	26,267	232,000	45
Buster Bob & Streetwise Sally/Bølle Bob og smukke Sally (c/y)	15.07	Regner Grasten Film	Rune Bendixen	UIP	191,007	1,449,000	66
Girl's Talk/Veninder	29.07	Regner Grasten Film	Charlotte Sachs Bostrup	UIP	111,888	998,000	55
<b>Grand total</b>					<b>3,566,902</b>	<b>28,445,000</b>	
<b>Releases /2006</b>							
<b>Feature films subsidised by DFI</b>							
One to One / 1:1	27.01	Zentropa	Annette K. Olesen	Nordisk Film	16,155	138,000	17
The Lost Treasure of the Knights Templar/ Tempelriddernes skat (c/y)	03.02	M & M Productions	Kasper Barfoed	Nordisk Film	214,290	1,673,000	79
After the Wedding / Efter brylluppet	24.02	Zentropa	Susanne Bier	Nordisk Film	386,444	3,487,000	69
We shall overcome / Drømmen	24.03	Zentropa	Niels Arden Oplev	Nordisk Film	404,703	3,029,000	60
A soap / En Soap	07.04	Nimbus Film	Pernille Fischer Christensen	Nordisk Film	28,513	254,000	16
Lotto / Lotto	09.06	Nordisk Film	Peter Schrøder	Nordisk Film	179,061	1,250,000	65
Princess/Princess	16.06	Zentropa Grrr	Anders Morgenthaler	Nordisk Film	9,370	88,000	12
The Three Musketeers / De tre musketerer (c/y)	07.07	Film Studio Aboom	Janis Cimermanis	Nordisk Film	7,673	60,000	21
Life hits / Råzone (c/y)	07.07	Zentropa	Christian E. Christiansen	Filmfoket A/S	109,611	999,000	40
Triple Dare / Supervoksen (c/y)	11.08	Nordisk Film	Christina Rosendahl	Nordisk Film	103,998	944,000	40
Off Screen / Off Screen	18.08	Alphaville Pictures	Christoffer Boe	SF Film	4,700	44,000	10
Clash of Egos / Sprængfarlig bombe	25.08	Nordisk Film	Tomas Villum Jensen	Nordisk Film	272,068	1,980,000	80
Pure Hearts / Rene hjerter	08.09	Fine & Mellow	Kenneth Kainz	Nordisk Film	38,418	350,000	20
The Ugly Duckling and Me / Den grimme ælling og mig (c/y)	06.10	A Film	Michael Hegner, Karsten Kilerich	Nordisk Film	105,581	838,000	84
Skymaster, A Flying Family Fairytale/ Der var en gang en dreng, som fik en lillesøster med vinger (c/y)	13.10	Græsted Film & Fjernsyn	Steen Rasmussen	SF Film	185,290	1,470,000	120
Easy Skanking / Fidibus	13.10	Fine & Mellow	Hella Joof	Nordisk Film	181,356	2,119,000	71
Prague / Prag	03.11	Nimbus Film	Ole Christian Madsen	Nordisk Film	206,774	1,683,000	50
Crumbs – Santa's Little Helper/ Krummerne – så er det jul igen (c/y)	17.11	Regner Grasten Film	Morten Lorentzen	UIP	195,951	1,917,000	160
The Boss of it all / Direktøren for det hele	08.12	Zentropa	Lars Von Trier	Nordisk Film	17,380	193,000	30
Father of four – Living Large / Far til fire – i stor stil (c/y)	25.12	ASA Film Production	Claus Bjerre	Scanbox	331,335	3,289,000	130
<b>Total admissions</b>					<b>2,998,671</b>	<b>25,805,000</b>	
<b>Feature films without DFI production subsidy</b>							
Grønne Hjerter / Green Hearts	28.04	Area 21 Films	Preben Lorentzen	UIP	16,217	151,000	28
<b>Grand Total</b>					<b>3,014,888</b>	<b>25,956,000</b>	

# 05

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 /2006**

Title	Country	Release date	Admissions (1000s)	Market share/ admissions	GBO incl VAT (1000s)	Market share/ GBO	Prints	Admissions per print
1 Casino Royale	GB	24.11	704	6%	7,700	7%	101	6,970
2 The Da Vinci Code	USA	19.05	624	5%	7,420	7%	110	5,673
3 Ice Age 2: Melt Down	USA	07.04	605	5%	5,070	4%	92	6,576
4 Pirates Of The Carriibbean: Dead Man's Chest	USA	12.07	518	4%	5,940	5%	85	6,094
5 We Shall Overcome	DEN	24.03	405	3%	3,030	3%	60	6,750
<b>Total top 5</b>			<b>2,856</b>	<b>23%</b>	<b>29,160</b>	<b>26%</b>		
6 After The Wedding	DEN	24.02	386	3%	3,490	3%	69	5,594
7 Little Chicken	USA	10.02	292	2%	2,230	2%	71	4,113
8 The Chronicles Of Narnia	USA	12.05	288	2%	2,570	2%	89	3,236
9 Clash Of Egos	DEN	25.08	272	2%	1,980	2%	80	3,400
10 Cars	USA	01.09	268	2%	2,150	2%	107	2,505
<b>Total top 10</b>			<b>4,362</b>	<b>34%</b>	<b>41,580</b>	<b>37%</b>		
11 Over The Hedge	USA	29.09	235	2%	1,920	2%	95	2,474
12 Garfield 2	USA	21.07	224	2%	1,800	2%	68	3,294
13 Gasolin' (Documentary)	DEN	10.03	222	2%	1,970	2%	41	5,415
14 World Trade Center	USA	22.09	217	2%	1,640	2%	60	3,617
15 The Lost Treasure Of The Knights Templar	DEN	03.02	214	2%	1,670	2%	79	2,709
16 Match Point	GB	21.04	214	2%	1,570	1%	50	4,280
17 Memoirs Of A Geisha	USA	13.01	195	2%	1,360	1%	41	4,756
18 Crumbs – Santa's Little Helper	DEN	17.11	190	1%	1,500	1%	160	1,188
19 Skymaster – A Flying Family Fairytale	DEN	13.10	185	1%	1,470	1%	120	1,542
20 Prague	DEN	03.11	184	1%	1,230	1%	50	3,680
<b>Total top 20</b>			<b>6,442</b>	<b>51%</b>	<b>57,710</b>	<b>51%</b>		
<b>Total all films</b>			<b>12,604</b>		<b>113,170</b>			

Source: Statistics Denmark

**Table 5.2 Feature films – Top 20 /1999–2006**

Country of origin	1999	2000	2001	2002	2003	2004	2005	2006
Denmark	6	6	6	7	6	6	8	8
Rest of Europe	3	0	1	1	1	1	1	2
USA	11	13	12	12	13	13	11	10
Rest of world	0	1	1	0	0	0	0	0



**Table 5.3 Admissions, market shares & box office in Denmark /1999–2006**

Year	Total releases 1)	Total admissions 2) (1000s)	Total GBO incl. VAT 3) (1000s)
1999	176	11,020	72,530
2000	192	10,691	74,440
2001	172	11,973	87,160
2002	208	12,911	99,300
2003	209	12,297	97,670
2004	237	12,787	105,080
2005	233	12,187	105,630
2006	233	12,604	113,170

**Danish films in Denmark**

Year	Total releases	Total admissions 2) (1000s)	Average admissions	Market share (admissions)	Market share (GBO)
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%
2005	31	3,953	128,000	32%	30%
2006	21	3,127	149,000	25%	22%

**European films in Denmark (excl. Danish films)**

Year	Total releases	Total admissions 2) (1000s)	Average admissions	Market share (admissions)	Market share (GBO)
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%
2005	52	1,269	24,000	10%	9%
2006	66	1,960	30,000	16%	15%

**American films in Denmark**

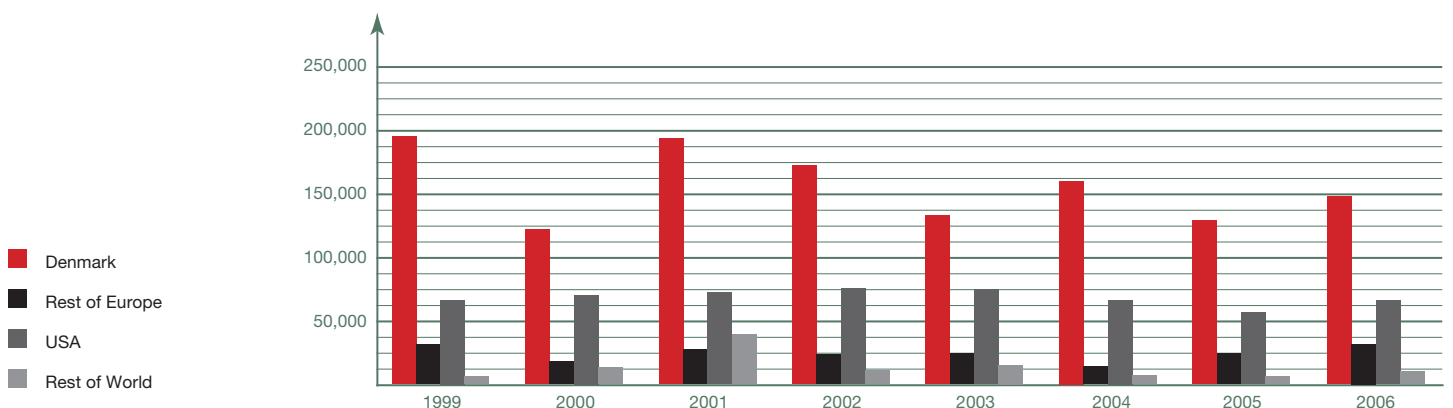
Year	Total releases	Total admissions 2) (1000s)	Average admissions	Market share (admissions)	Market share (GBO)
1999	95	6,228	66,000	57%	59%
2000	108	7,573	70,000	71%	73%
2001	92	6,642	72,000	55%	59%
2002	108	8,149	75,000	63%	67%
2003	103	7,591	74,000	62%	65%
2004	134	8,796	66,000	69%	72%
2005	122	6,855	56,000	56%	59%
2006	114	7,320	64,000	58%	61%

**Films from rest of the world in Denmark**

Year	Total releases	Total admissions 2) (1000s)	Average admissions	Market share (admissions)	Market share (GBO)
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%
2005	18	110	6,000	1%	1%
2006	19	197	10,000	2%	1%

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

**Figure 5.4 Average number of admissions per film from various countries**



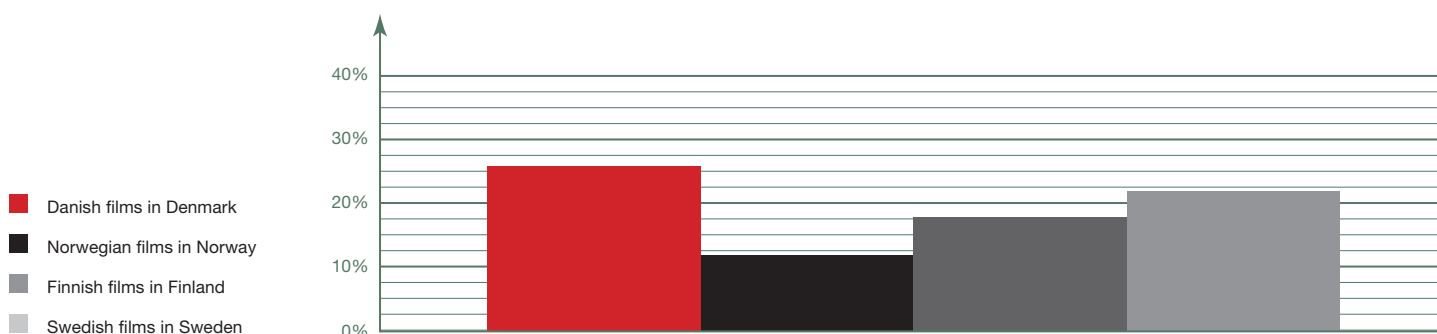
**Table 5.5 National market shares in Scandinavia**

Admissions in percent of total national market

	1999	2000	2001	2002	2003	2004	2005	2006	Average 1999–06
Danish films in Denmark	28%	19%	31%	25%	26%	24%	32%	25%	26%
Norwegian films in Norway	7%	6%	15%	7%	19%	15%	12%	16%	12%
Finnish films in Finland	25%	15%	10%	17%	22%	17%	16%	23%	18%
Swedish films in Sweden	22%	26%	24%	17%	20%	23%	23%	20%	22%

Sources: DFI, Norsk Film Fond, Finnish Film Foundation, European Audiovisual Observatory

**Figure 5.6 National market shares in Scandinavia, average 1999–2006**



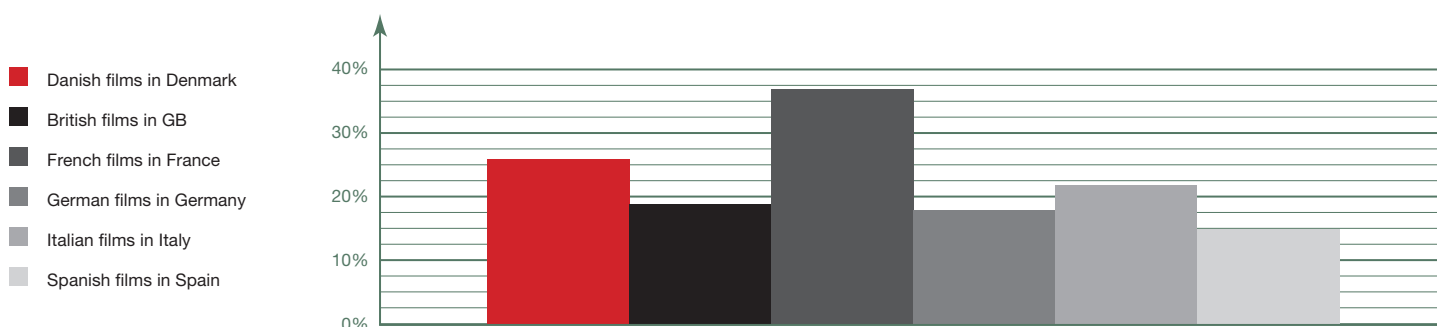
**Table 5.7 National market shares, Denmark and the big five**

Admissions in percent of total national market

	1999	2000	2001	2002	2003	2004	2005	2006	Average 1999–06
Danish films in Denmark	28%	19%	31%	25%	26%	24%	32%	25%	26%
British films in GB	18%	19%	13%	16%	11%	23%	33%	19%	19%
French films in France	32%	29%	41%	35%	35%	38%	37%	45%	37%
German films in Germany	14%	13%	18%	12%	18%	24%	17%	26%	18%
Italian films in Italy	24%	18%	19%	22%	22%	20%	25%	26%	22%
Spanish films in Spain	14%	10%	18%	14%	16%	13%	17%	15%	15%

Sources: DFI, European Audiovisual Observatory

**Figure 5.8 Denmark and the big five, average national market shares 1999–2006**



# 06

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

**Table 6.1 Danish feature films – Festival participation abroad supported by DFI**

	2003	2004	2005	2006
Titles	92	94	91	105
Hereof new releases, titles 1)	31	34	41	42
Festivals/events with Danish participation	233	232	234	233
Awards at foreign festivals	63	60	61	76

Note: 1) Released current or previous year

**Table 6.2 Danish shorts & documentaries – Festival participation abroad supported by DFI**

	2003	2004	2005	2006
Titles	124	139	106	104
Festivals/events with Danish participation	168	202	166	161
Awards at foreign festivals	14	25	20	18

**Table 6.3 Distribution of Danish feature films outside DK – Top 10/1996–2006**

	Production year	Admissions Europe excl. Denmark	Admissions USA (and other)	Total admissions outside Denmark	Admissions Denmark 1)	Total Admissions Europe, USA & other	Territories
Dancer in the Dark	2000	3,586,456	755,907	4,342,363	202,782	4,545,145	28
Breaking the Waves	1996	2,951,488	897,193	3,848,681	298,548	4,147,229	21
Smilla's Sense of Snow	1997	2,547,201	505,949	3,053,150	411,654	3,464,804	12
Italian for Beginners	2000	2,179,263	787,734	2,966,997	828,701	3,795,698	26
The Celebration	1998	2,157,318	255,827	2,413,145	403,642	2,816,787	21
Dogville	2003	2,141,851	247,181	2,389,032	109,735	2,498,767	25
Help! I'm A Fish	2000	2,122,247	141,851	2,264,098	355,155	2,619,253	20
The Idiots	1998	717,198	-	717,198	119,892	837,090	21
Mifune	1999	709,497	-	709,497	351,128	1,060,625	20
Open hearts	2002	414,100	-	414,100	506,493	920,593	18

Source: Lumiere Database 21-03-2007. The database does not cover all foreign sales.  
Note 1): Source: Statistics Denmark

