FACTS & FIGURES 2008

DANISH FILM INSTITUTE

PRODUCTION AND EXHIBITION FIGURES FOR 2007

OUTLOOK

“The Danish wave” still has its momentum. According to the basic market indicators, 2007 confirms the long term success of Danish films. Since 2001, the national market share has been above 25% with more than 3 million tickets sold for Danish films every year. In 2007, 27 Danish releases out of 235 releases in total proved the visibility and cultural importance of Danish film (page 10).

The figures also reflect the long-term sustainability of Danish films in a market place, otherwise dominated by American releases. While international blockbusters like *Harry Potter, Pirates of the Caribbean* and *Shrek* took Top 3, the average number of tickets sold for all American releases were 65,000, only approximately half as much as the Danish average at 115,000 tickets sold (page 10).

As in 2005 and 2006, the Top 20 includes 8 Danish productions representing a great variety in genre and audiences. Two Danish titles exceed the Danish blockbuster record of 300,000 tickets sold: The family love story *Anja & Victor – Flaming Love* and the drama-comedy *Temporary Release*. With movies like the thriller *Just Another Love Story* and the drama *The Art of Crying,* Danish film and the Danish audience has once again taken new turns confirming that the art of film is alive and in strong demand as a cultural expression. Finally, the Danish tradition of making films for children and young people is manifested on the Top 20 with titles such as *The Gold of Valhalla*, *The Lost Treasure of the Knights Templar*, *Island of Lost Souls* and *The Substitute* (page 8).

This year, the DFI Facts & Figures contains several changes.

Firstly, our own budget table for 2008 includes three new support schemes. The *New Pilot Fund* for low-budget feature fiction up to 1.34 million euros has been established to promote a greater diversity in content and budgets. The *Public Service Television Fund* introduces a complete new agenda for Danish public service television. Public service television is not only linked to the two national public service broadcasters but is seen as an opportunity for all television companies broadcasting in Denmark. Also the *Support Scheme for Video & Computer Games* is a newcomer in the DFI framework (page 4).

Secondly, the focus on Danish film abroad indicates that the non-national European market is important not only for Denmark but for a lot of European countries. During the period 2002–2006, 33% of total tickets sold for Danish films in the EU were bought in other EU countries than Denmark (page 12). Taking into account that 9 out of a total production of 17 Danish films in 2007 were international coproductions, the importance of international cooperation in production and sales for a small market like Denmark cannot be overestimated (page 5).

Thirdly, the pie chart on the composition of the video market shows that more than 50% of the Danish DVD retail market is generated by the sales of feature films, indicating the significance of this secondary market (page 13).

Finally, Facts & Figures includes a new organization chart reflecting the effort to create a more coherent and streamlined DFI covering all aspects of the Danish film and media policy: Development, production, distribution, archive and Cinematheque (page 14).

Hopefully, these changes will give a broader view of the Danish film sector and the film policy supporting it.

Henrik Bo Nielsen
CEO
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FACTS 2007

5.5m	Inhabitants in Denmark
2.2	Tickets sold per inhabitant in Denmark
12.1m	Total admissions in Denmark
27	National feature film releases
26%	National market share
48%	Share of Danish films >100.000 tickets sold
11%	Share of Danish films <10.000 tickets sold
108	American feature film releases
58%	American market share in Denmark
19%	Share of American films >100.000 tickets sold
30%	Share of American films <10.000 tickets sold
17	Total feature films in production with DFI-subsidy
8	Feature films in production for children and youth
2.6m EUR	Average production budget for a Danish feature film
31%	Average DFI-subsidy to a Danish feature film
167	Cinemas in Denmark
59,000	Seats in Danish cinemas
92	Awards at international festivals to Danish films
26%	National market share 1999–2007
6	Danish feature films at top 20 every year since 1999
33%	Share of tickets to Danish films bought in another EU country 2002–2006
57%	Share of feature films at Danish DVD market 2006

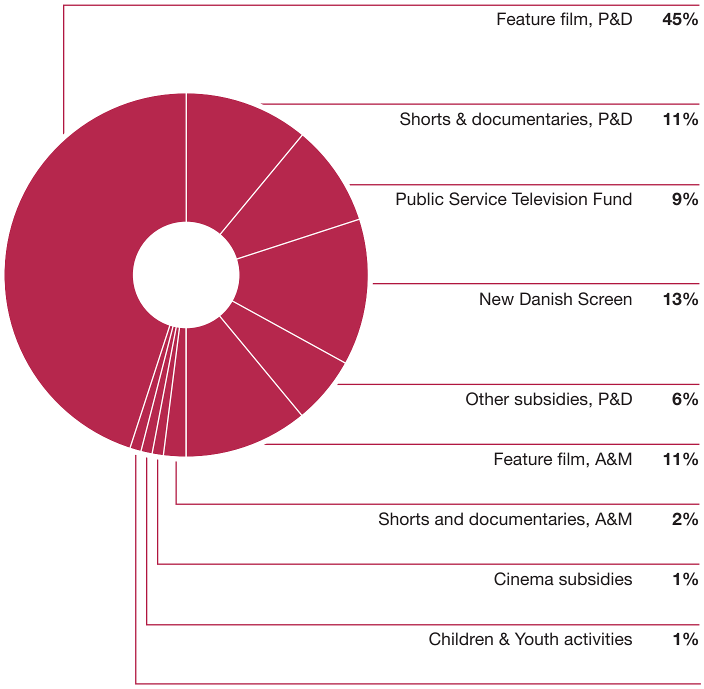
01

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 / 2008

	Dkk (1.000s)	Euro (1.000s)
Production & Development		
Feature films subsidies		
Script & development	13.000	1.745
Consultant scheme: Production	42.200	5.664
60/40 scheme: Production	42.200	5.664
Regional scheme: Production	7.000	940
New Pilot Fund: Production	15.000	2.013
Co-production scheme: Production	8.000	1.074
20 % allocation pool: Production	11.100	1.490
Reimbursements	-1.500	-201
Total feature film, P&D	**137.000**	**18.389**
Shorts & documentaries subsidies		
Consultant scheme: Script & development	3.500	470
Consultant scheme: Production	25.800	3.463
Promotion & Marketing subsidies	2.100	282
Miscellaneous	2.000	268
Total shorts & documentaries, P&D	**33.400**	**4.483**
Public Service Television Fund	**28.500**	**3.826**
New Danish Screen		
Feature, short & documentary films	35.900	4.819
Computer & video games	2.900	389
Total New Danish Screen	**38.800**	**5.208**
Other subsidies		
Workshops, internal & external	5.400	725
Eurimages & NFTF	8.200	1.101
Miscellaneous	4.100	550
Total other subsidies, P&D	**17.700**	**2.376**
Total Production & Development	**255.400**	**34.282**
Audience & Marketing		
Feature film subsidies		
Promotion & Marketing subsidies	15.000	2.013
Print subsidies	6.500	872
Festival subsidies, Denmark & abroad	6.500	872
Import subsidies	1.500	201
Miscellaneous	2.700	362
Total feature film, A&M	**32.200**	**4.322**
Shorts & documentaries subsidies		
Festival subsidies, Denmark & abroad	3.900	523
Streaming for schools & libraries	1.900	255
Miscellaneous	0	0
Total shorts & documentaries, A&M	**5.800**	**779**
Cinema subsidies	**4.000**	**537**
Children & Youth activities	**3.000**	**403**
Total Audience & Marketing	**45.000**	**6.040**
Other Subsidies	**2.200**	**295**
Total Subsidies 2008	**302.600**	**40.617**
DFI Operation Costs		
Production & development	20.289	2.723
Audience & marketing	25.448	3.416
Museum & cinematheque	16.972	2.278
Media Council	1.089	146
Administration	15.445	2.073
Other	36.855	4.947
Total Operation Costs	**116.098**	**15.584**
DFI Total Budget 2008	**418.698**	**56.201**

Figure 1.2 DFI subsidy budget /2008



02

DFI is responsible for supporting and encouraging the art of filmmaking through several schemes. The DFI Production & Development Department administers the Consultant Scheme, primarily aimed at feature films with an artistic and experimental potential, and the 60/40 Scheme, primarily aimed at feature films with a commercial potential.

Table 2.1 Danish feature films – Majors with DFI subsidy commitment /2006

English title/Danish title	Budget (1000s)	DFI subsidy (1000s)	(%)	DFI Scheme	Public Service TV	Intern. co-prod	Intern. subsidy	Children/ Youth
With Your Permission/Til døden os skiller	2.587	1.048	41%	Consultant	TV2	x		
Atale af two Mozzies/Cykelmyggen og dansemyggen	2.164	1.208	56%	Consultant	DR		x	x
Daisy Diamond/Daisy diamond	1.476	872	59%	Consultant		x		
Flame & Citron/Flammen og Citronen	6.152	1.601	26%	Consultant	TV2	x	x	
Terribly Happy/Frygtelig lykkelig	2.750	926	34%	Consultant	DR		x	
Just like Home/Hjemve	2.280	805	35%	Consultant	DR			
Fighter/Fighter	3.035	1.248	41%	Consultant	DR		x	x
A Man Comes Home/En mand kommer hjem	2.965	1.111	37%	Consultant	DR	x	x	
What No One Knows/Det som ingen ved	3.040	929	31%	Consultant	TV2	x	x	
Erik Nietzsche – The Early Years/Erik Nietzsche – de unge år	4.067	1.007	25%	Consultant	DR	x	x	
Maria Larsson's Everlasting Moment/Maria Larssons evige øjeblik	4.765	966	20%	Consultant	DR	x	x	
Just Another Love Story/Kærlighed på film	3.209	1.074	33%	Consultant	DR		x	
White Night/Hvid nat	2.409	940	39%	60/40	DR			
The Black Madonna/Den sorte madonna	2.573	1.020	40%	60/40	TV2			
Anja & Viktor – Flaming Love/Anja og Viktor – brændende kærlighed	1.933	638	33%	60/40	TV2			x
Crumbs – Santas Little Helper/Krummerne – så er det jul igen	1.899	604	32%	60/40	TV2			x
The Gold of Valhalla/Guldhornene	2.318	926	40%	60/40	TV2			x
Karla's Game/Karlas Kabale	2.215	872	39%	60/40	TV2			x
The Lost Treasure of the Knights Templar II/Tempelriddernes skat II	2.514	872	35%	60/40	TV2			x
Father of Four – Living Large/Far til fire – i stor stil	2.758	906	33%	60/40	TV2			x
Total	**57.109**	**19.573**		**20**	**19**	**7**	**9**	**8**
Average per film	**2.855**	**979**	**34%**					
Total consultant scheme	**38.490**	**12.795**		**12**	**11**	**7**	**9**	**2**
Average per film	**3.208**	**1.066**	**33%**					
Total 60-40 scheme	**18.619**	**6.778**		**8**	**8**	**0**	**0**	**6**
Average per film	**2.327**	**847**	**36%**					
Total children & Youth film	**18.836**	**7.274**						
Children & youth film share	**33%**	**37%**						

Table 2.2 Danish feature films – Majors with DFI subsidy commitment /2007

English title/Danish title	Budget (1000s)	DFI subsidy (1000s)	(%)	DFI Scheme	Public Service TV	Intern. co-prod	Intern. subsidy	Children/ Youth
The Apple & The Worm/Æblet & ormen	2.159	739	34%	Consultant	DR	x	x	x
Journey to Saturn/Rejsen til Saturn	1.826	772	42%	Consultant	TV2			x
Fear me not/Den du frygter	2.650	805	30%	Consultant	DR	x	x	
Valhalla Rising/Valhalla Rising	5.179	773	15%	Consultant	DR	x	x	
One-way-ticket to Korsør/En enkelt til Korsør	2.263	805	36%	Consultant	DR			
Dancers/Dansen	2.402	852	35%	Consultant	TV2	x	x	
Daniel/Daniel	2.060	872	42%	Consultant	DR	x		x
Worlds Apart/To verdener	2.550	886	35%	Consultant	TV2		x	
The Refugee/Flygtningen	2.952	874	30%	Consultant	DR	x	x	
To be announced/Carsten og Gittes filmballade	932	415	45%	Consultant				x
Little Soldier/Lille soldat	2.387	880	37%	Consultant	DR	x	x	
Deliver Us from Evil/Fri os fra det onde	3.089	799	26%	Consultant	DR			
Karla's World/Karlas kabale	2.215	872	39%	60/40	DR			x
The Candidate/Kandidaten	2.483	805	32%	60/40	TV2	x		
Sunshine Barry & the Disco Worms/Disco Ormene	3.356	789	24%	60/40	DR	x		x
Father of Four: Home Field Advantage/Far til fire – på hjemmebane	2.510	671	27%	60/40	TV2			x
The Lost Treasure of the Knights Templar III. The Mystery of the Snake Crown /Tempelriddernes skat III – mysteriet om slangekronen	2.494	738	30%	60/40	TV2			x
Total	**43.507**	**13.347**		**17**	**16**	**9**	**7**	**8**
Average per film	**2.559**	**785**	**31%**					
Total consultant scheme	**30.449**	**9.472**		**12**	**11**	**7**	**7**	**4**
Average per film	**2.537**	**789**	**31%**					
Total 60-40 scheme	**13.058**	**3.875**		**5**	**5**	**2**	**0**	**4**
Average per film	**2.612**	**775**	**30%**					
Total children & Youth film	**17.552**	**5.868**						
Children & youth film share	**40%**	**44%**						

Note:
Public Service tv: DR & TV2 engagement in Danish films is a part of their public service obligation. International co-production: Co-production and co-financing with a foreign production company. International subsidy: Subsidised by Eurimages and/or Nordic Film & Television Fund

03

DFI is responsible for supporting and encouraging the distribution and promotion of Danish films. The DFI Audience & 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 3.1 Danish feature films – theatrical releases /2006

English title/Danish title	Release date	Production company	Director	Domestic distributor	Total admiss./ April 2008	Total box office/ April 2008	Nr. of prints	Admiss. per print
DFI, Consultant scheme								
One to One/1:1	27.01	Zentropa	Annette K. Olesen	Nordisk Film	16.155	138.000	17	950
After the Wedding/Efter brylluppet	24.02	Zentropa	Susanne Bier	Nordisk Film	386.444	3.487.000	69	5.601
We shall overcome/Drømmen	24.03	Zentropa	Niels Arden Oplev	Nordisk Film	404.703	3.029.000	60	6.745
The Three Musketeers/De tre musketerer (c/y)	07.07	Film Studio Aboom	Janis Cimermanis	Nordisk Film	7.673	60.000	21	365
Triple Dare/Supervoksen (c/y)	11.08	Nordisk Film	Christina Rosendahl	Nordisk Film	103.998	944.000	40	2.600
Pure Hearts/Rene hjerter	08.09	Fine & Mellow	Kenneth Kainz	Nordisk Film	38.418	350.000	20	1.921
The Ugly Duckling and Me /Den grimme ælling og mig (c/y)	06.10	A Film	Michael Hegner, Karsten Kiilerich	Nordisk Film	105.581	838.000	84	1.257
Skymaster, A Flying Family Fairytale /Der var en gang en dreng, som fik en lillesøster med vinger (c/y)	13.10	Græsted Film & Fjernsyn	Michael Wikke, Steen Rasmussen	SF Film	185.290	1.470.000	120	1.544
Prague/Prag	03.11	Nimbus Film	Ole Christian Madsen	Nordisk Film	206.774	1.683.000	50	4.135
The Boss of it all/Direktøren for det hele	08.12	Zentropa	Lars Von Trier	Nordisk Film	17.380	193.000	30	579
Total consultant scheme	**10 films**				**1.472.416**	**12.192.000**		
% of Grand Total					**49%**	**47%**		
Average per film					**147.242**	**1.219.200**	**51**	**2.881**
DFI, 60/40 scheme								
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	2.713
Lotto/Lotto	09.06	Nordisk Film	Peter Schrøder	Nordisk Film	179.061	1.250.000	65	2.755
Clash of Egos/Sprængfarlig bombe	25.08	Nordisk Film	Tomas Villum Jensen	Nordisk Film	272.068	1.980.000	80	3.401
Easy Skanking/Fidibus	13.10	Fine & Mellow	Hella Joof	Nordisk Film	181.356	2.119.000	71	2.554
Crumbs – Santa's Little Helper /Krummerne – så er det jul igen (c/y)	17.11	Regner Grasten Film	Morten Lorentzen	UIP	193.166	1.917.000	160	1.207
Father of four – Living Large/Far til fire – i stor stil (c/y)	25.12	ASA Film Production	Claus Bjerre	Scanbox	330.662	3.289.000	130	2.544
Total 60/40 scheme	**6 films**				**1.370.603**	**12.228.000**		
% of Grand Total					**46%**	**47%**		
Average per film					**228.434**	**2.038.000**	**98**	**2.343**
DFI, New Danish Screen								
A soap/En Soap	07.04	Nimbus Film	Pernille Fischer Christensen	Nordisk Film	28.513	254.000	16	1.782
Princess/Princess	16.06	Zentropa Grrr	Anders Morgenthaler	Nordisk Film	9.370	88.000	12	781
Off Screen/Off Screen	18.08	Alphaville Pictures	Christoffer Boe	SF Film	4.700	44.000	10	470
Total New Danish Screen	**3 films**				**42.583**	**386.000**		
% of Grand Total					**1%**	**1%**		
Average per film					**14.194**	**128.667**	**13**	**1.121**
Feature films without DFI production subsidy								
Grønne Hjerter/Green Hearts	28.04	Area 21 Films	Preben Lorentzen	UIP	16.217	151.000	28	579
Life hits/Råzone (c/y)	07.07	Zentropa	Christian E. Christiansen	Filmfoket A/S	109.611	999.000	40	2.740
Total feature films without DFI production subsidy	**2 films**				**125.828**	**1.150.000**		
% of Grand Total					**4%**	**4%**		
Average per film					**62.914**	**575.000**	**34**	**1.850**
Total feature films with DFI production subsidy	**19 films**				**2.885.602**	**24.806.000**		
% of Grand Total					**96%**	**96%**		
Average per film					**151.874**	**1.305.579**	**60**	**2.545**
Grand Total	**21 films**				**3.011.430**	**25.956.000**		
Average per film					**143.401**	**1.236.000**	**57**	**2.505**
Total children & Youth films	**8 films**				**1.250.271**	**11.190.000**		
% of Grand Total					**42%**	**43%**		
Average per film					**156.284**	**1.398.750**	**84**	**1.855**

Table 3.2 Danish feature films - theatrical releases /2007

English title/Danish title	Release date	Production company	Director	Domestic distributor	Total admiss./ April 2008	Total box office/ April 2008	Nr. of prints	Admiss. per print
DFI, Consultant scheme								
Temporary Release	12.01	Clausen Film	Erik Clausen	Nordisk Film	308.894	2.267.529	71	4.351
The Island of Lost Souls/De fortabte sjæles ø (c/y)	09.02	Nimbus Film/ Zentropa	Nicolaj Arcel	Nordisk Film	191.600	1.678.184	70	2.737
Just Like Home	30.03	Zentropa Entertainments	Lone Scherfig	Trust Film Distribution	58.901	504.747	69	854
The Art of Crying	27.04	Final Cut Productions	Peter Schønau Fog	SF Film	227.222	1.628.937	60	3.787
Outside Love	11.05	Thura Film	Daniel Espinosa	SF Film	4.342	39.017	12	362
A Tale of Two Mozzies/Cykelmyggen & dansemyggen (c/y)	08.06	Dansk Tegnefilm	Jannik Hastrup, F. Quist Møller	Nordisk Film	115.544	921.251	37	3.123
When a Man Comes Home	14.09	Nimbus Film	Thomas Vinterberg	FilmFolket	27.846	251.652	45	619
With Your Permission	28.09	Nordisk Film	Paprika Steen	Nordisk Film	97.725	940.270	44	2.221
Daisy Diamond	23.11	XX Film	Simon Staho	SF Film	2.013	19.150	7	288
Fighter/Fighter (c/y)	14.12	Nimbus Film Production	Natasha Arthy	FilmFolket / Sandrew Metronome	52.189	604.220	39	1.338
The Early Years – Erik Nietzsche Part 1	25.12	Zentropa Entertainments	Jacob Thuesen	SF Film	18.643	208.485	30	621
Total consultant scheme	**11 films**				**1.104.919**	**9.063.442**		
% of Grand Total					**36%**	**35%**		
Average per film					**100.447**	**823.949**	**44**	**1.845**
DFI, 60/40 scheme								
Anja & Victor – Flaming Love /Anja & Victor – Brændende kærlighed (c/y)	19.01	Grasten Film	Niels Nørløv	UIP	339.452	3.025.175	102	3.328
The Black Madonna	09.03	Nordisk Film	Lasse Spang Olsen	Nordisk Film	119.526	1.104.489	76	1.573
The Lost Treasure of the Knights Templar II /Tempelriddernes skat II (c/y)	30.03	M & M Productions	Giacomo Campeotto	Nordisk Film	203.386	1.653.251	80	2.542
Cecilie	01.06	Nimbus Film Production	Hans Fabian Wullenweber	FilmFolket	63.887	594.222	53	1.205
The Substitute/Vikaren (c/y)	15.06	Thura Film	Ole Bornedal	SF Film	175.765	1.575.340	61	2.881
Just Another Love Story	24.08	Thura Film	Ole Bornedal	SF Film	230.543	1.607.298	70	3.293
The Golden Horns/Guldhornene (c/y)	12.10	Cosmo Film	Martin Schmidt	SF Film	251.249	2.115.165	100	2.512
White Night	26.10	Nimbus Film Production	Jannik Johansen	FilmFolket	46.518	394.046	58	802
Karla's Game/Karlas kabale (c/y)	09.11	Nordisk Film	Charlotte Sachs Bostrup	Nordisk Film	149.526	1.500.973	80	1.869
Amazon Jack 3 – Jungo Goes Banana /Jungledyret Hugo: Fræk, flabet og fri (c/y)	21.12	PH3 Aps, A Film, Nordisk Film	Jørgen Lerdam, F. Quist Møller	Nordisk Film	119.945	1.197.099	82	1.463
Total 60/40 scheme	**10 films**				**1.699.797**	**14.767.059**		
% of Grand Total					**56%**	**57%**		
Average per film					**169.980**	**1.476.706**	**76**	**2.147**
DFI, New Danish Screen								
How to Get Rid of The Others	26.01	Zentropa Entertainments	Anders Rønnow Klarlund	Trust Film Distribution	13.855	117.327	15	924
Rich Kids/Rich Kids (c/y)	01.03	Grasten Film	Rune Bendixen	UIP	105.781	986.797	70	1.511
Ekko	07.12	Zentropa Entertainments	Anders Morgenthaler	Nordisk Film	10.544	115.724	17	620
Total New Danish Screen	**3 films**				**130.180**	**1.219.848**		
% of Grand Total					**4%**	**5%**		
Average per film					**43.393**	**406.616**	**34**	**1.018**
Feature films without DFI production subsidy								
AFR	19.04	Liberty Film	Morten Hartz Kaplers	FilmFolket	23.792	212.855	24	991
Room 205/Kollegiet (c/y)	10.08	Nordisk Film	Martin Barnewitz	Nordisk Film	76.657	735.735	59	1.299
The Black Pimpernel	02.11	Moviefan	Ulf Hultberg	Nordisk Film	1.043	11.268	6	174
Total films without DFI production subsidy	**3 films**				**101.492**	**959.857**		
% of Grand Total					**3%**	**4%**		
Average per film					**33.831**	**319.952**	**30**	**821**
Total feature films with DFI production subsidy	**24 films**				**2.934.896**	**25.050.349**		
% of Grand Total					**97%**	**96%**		
Average per film					**122.287**	**1.043.765**	**56**	**1.868**
Grand Total	**27 films**				**3.036.388**	**26.010.207**		
Average per film					**116.784**	**1.000.393**	**53**	**1.751**
Total Children & Youth films	**11 films**				**1.781.094**	**15.993.192**		
% af Grand Total					**59%**	**61%**		
Average per film					**161.918**	**1.453.927**	**71**	**2.237**

04

In Denmark, the feature film Top 20 covers approximately 50% of the total theatrical market value. The Top 20 is dominated by American releases, but since 1999 Denmark has had at least 6 releases in the list.

Table 4.1 Feature films – Top 20 Denmark /2007

	Title	Country	Release date	Admissions (1000s)	Market share (admissions)	GBO incl VAT (1000s)	Market share (GBO)	Prints	Admiss. per print
1	Harry Potter And The Order Of The Phoenix	USA	13.07	645	5%	6.460	6%	101	6.386
2	Pirates Of The Caribbean: At World's End	USA	23.05	586	5%	6.965	6%	122	4.803
3	Shrek The Third	USA	31.08	543	4%	4.753	4%	130	4.177
4	Ratatouille	USA	05.10	427	4%	3.713	3%	114	3.746
5	Anja And Viktor - Flaming Love	DEN	19.01	339	3%	3.025	3%	102	3.324
Total top 5				**2.540**	**21%**	**24.916**	**22%**		**4.464**
6	Live Free Or Die Hard	USA	27.06	326	3%	3.241	3%	104	3.135
7	The Simpsons Movie	USA	03.08	316	3%	3.036	3%	119	2.655
8	Temporary Release	DEN	12.01	309	3%	2.267	2%	71	4.352
9	Spider-Man 3	USA	03.05	288	2%	2.808	2%	115	2.504
10	The Gold Of Valhalla	DEN	12.10	251	2%	2.115	2%	100	2.510
Total top 10				**4.030**	**34%**	**38.383**	**34%**		**3.738**
11	Just Another Love Story	DEN	24.08	231	2%	1.607	1%	70	3.300
12	The Art Of Crying	DEN	27.04	227	2%	1.629	1%	60	3.783
13	The Lost Treasure Of The Knights Templar Ii	DEN	30.03	203	2%	1.653	1%	80	2.538
14	Island Os Lost Souls	DEN	09.02	192	2%	1.678	1%	70	2.743
15	Mr. Beans Holiday	GB	30.03	178	1%	1.597	1%	59	3.017
16	The Substitute	DEN	15.06	176	1%	1.575	1%	61	2.885
17	Casino Royale	GB	24.11.06	175	1%	1.836	1%	101	1.733
18	Night At The Museum	USA	09.02	174	1%	1.571	1%	70	2.486
19	The Golden Compass	USA	07.12	174	1%	1.684	1%	80	2.175
20	The Bourne Ultimatum	USA	17.08	166	1%	1.675	1%	49	3.388
Total top 20				**5.926**	**48%**	**54.889**	**44%**		
Average per film				**296**		**2.744**			**3.333**

Source: Statistics Denmark

Table 4.2 Feature films – Top 20 /1999–2007

Country of origin	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	6	6	6	7	6	6	8	8	8
Rest of Europe	3	0	1	1	1	1	1	2	2
USA	11	13	12	12	13	13	11	10	10
Rest of world	0	1	1	0	0	0	0	0	0

The market split reflects the long term sustainability of Danish films in a market dominated by American releases. Since 1999, approximately 50% of all Danish releases crossed the threshold at 100.000 tickets sold in Danish cinemas. In the same period only 19% of all American releases crossed this border.

Figure 4.3 Market split Danish films in Denmark /1991–2007

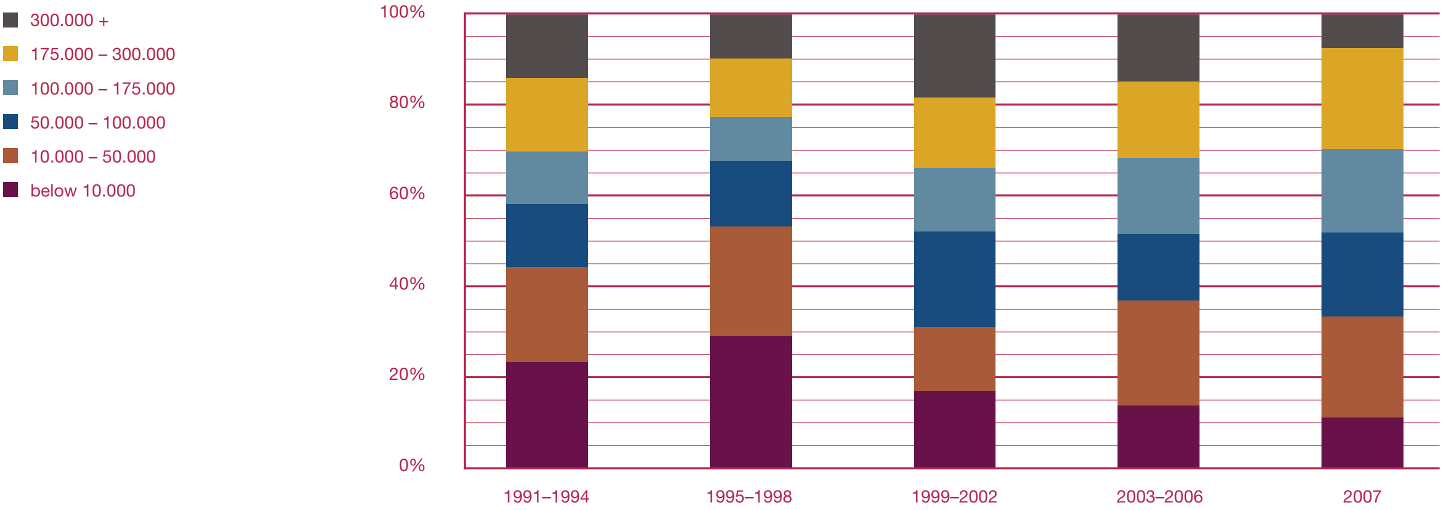
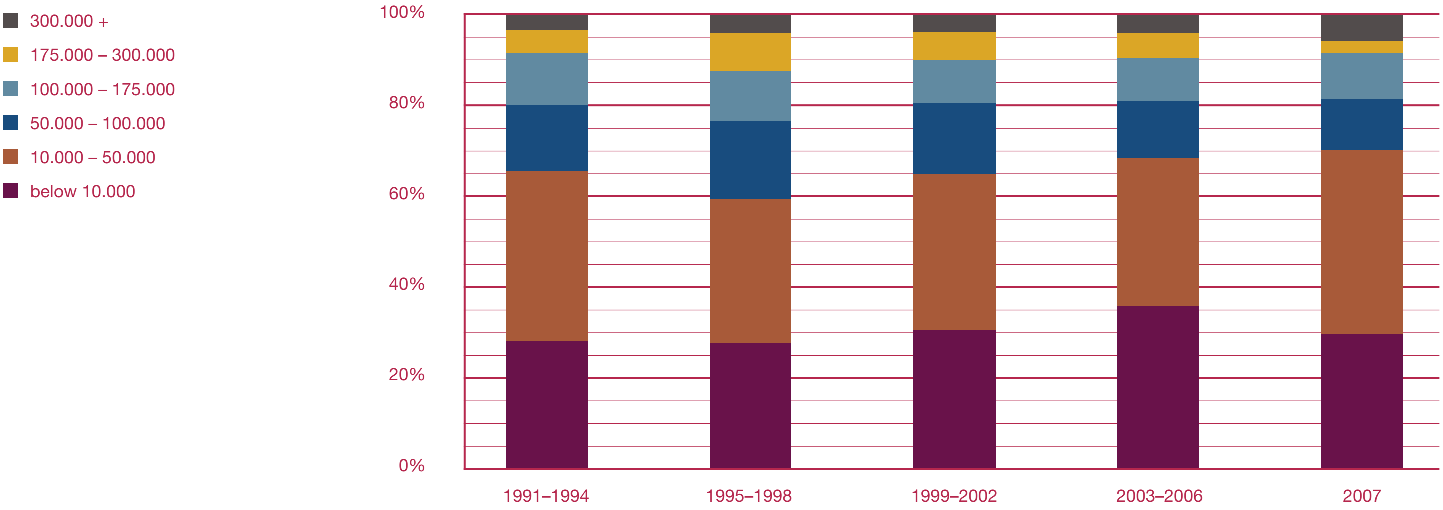


Figure 4.4 Market split American films in Denmark /1991–2007



For a number of years, Denmark has boasted a consistently high market share for Danish feature films in the home market – at 26% in average since 1999. Correspondingly the average number of admissions is higher for Danish feature films than for titles from other countries.

Table 4.5 Admissions, market shares & box office in Denmark /1999–2007

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
2007	235	12.121	110.501

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%
2007	27	3.101	115.000	26%	23%

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%
2007	73	1.743	24.000	14%	14%

American films in Denmark

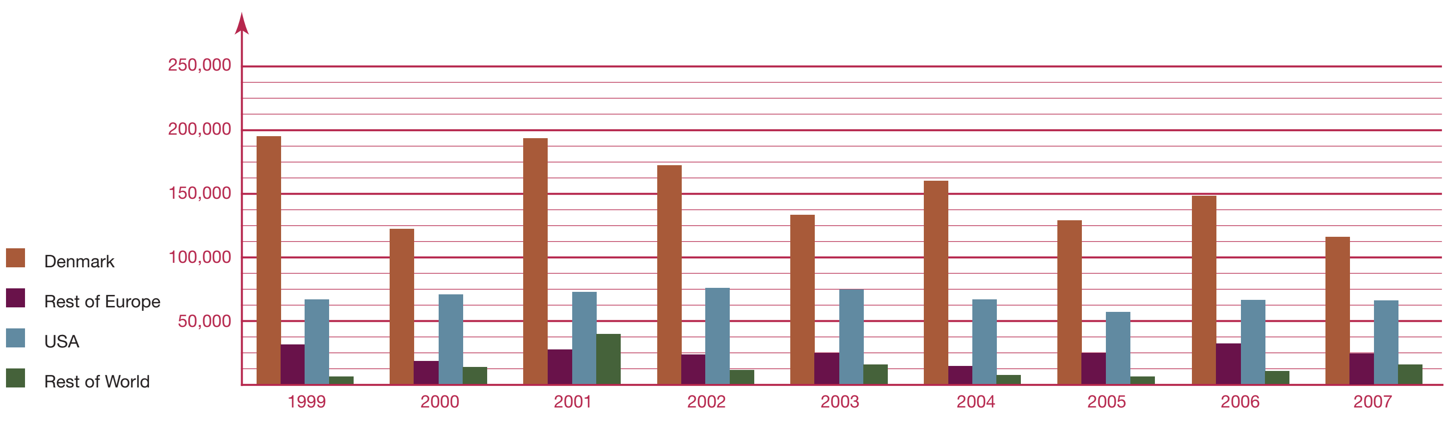
Year	Total releases	Total admissions 2) (1000s)	Average admissions	Market share (admissions)	Market share (GBO)
1999	95	6.228	66.000	57%	59%
2000	108	7.573	70.000	71%	73%
2001	92	6.642	72.000	55%	59%
2002	108	8.149	75.000	63%	67%
2003	103	7.591	74.000	62%	65%
2004	134	8.796	66.000	69%	72%
2005	122	6.855	56.000	56%	59%
2006	114	7.320	64.000	58%	61%
2007	108	7.043	65.000	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%
2007	16	234	15.000	2%	2%

Note: 1) The sum of total releases and the sum of admissions includes Danish shorts & documentaries 2) Total admissions includes releases from current and previous years 3) Total releases for Denmark includes only feature fiction films. See table 4.2.
Source: Statistics Denmark

Figure 4.6 Average number of admissions per film from various countries



In comparison with other European countries the performance of Danish films in the national market is outstanding. For several years, Denmark has had the second highest national market share in Europe with France in the lead.

Table 4.7 National market shares in Scandinavia

Admissions in percent of total national market

	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average 1999–07
Danish films in Denmark	28%	19%	31%	25%	26%	24%	32%	25%	26%	26%
Norwegian films in Norway	7%	6%	15%	7%	19%	15%	12%	16%	16%	13%
Finnish films in Finland	25%	15%	10%	17%	22%	17%	16%	23%	20%	18%
Swedish films in Sweden	22%	26%	24%	17%	20%	23%	23%	20%	21%	22%

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

Figure 4.8 National market shares in Scandinavia, average 1999–2007

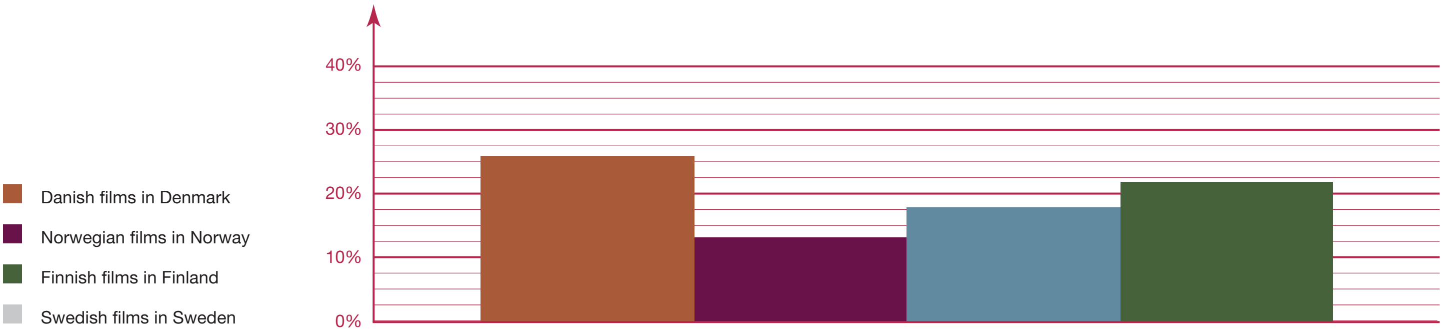


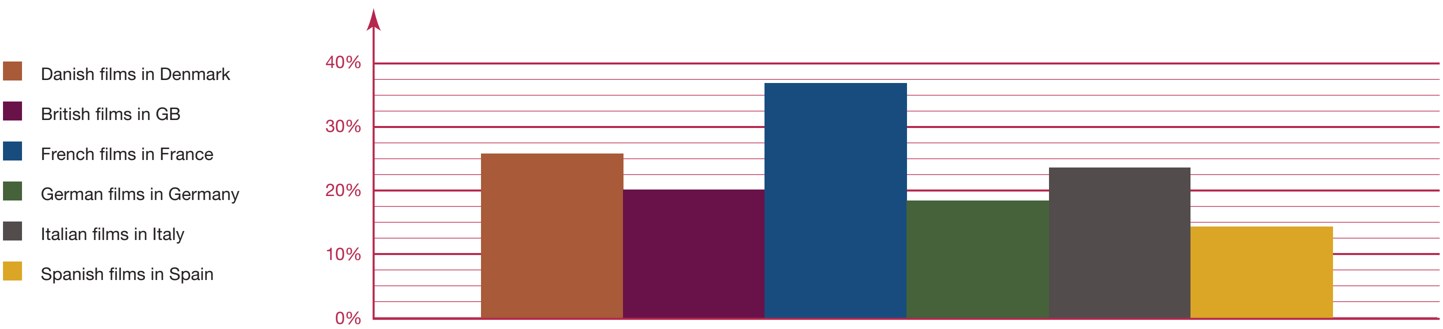
Table 4.9 National market shares, Denmark and the big five

Admissions in percent of total national market

	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average 1999–07
Danish films in Denmark	28%	19%	31%	25%	26%	24%	32%	25%	27%	26%
British films in GB	18%	19%	13%	16%	11%	23%	33%	19%	28%	20%
French films in France	32%	29%	41%	35%	35%	38%	37%	45%	37%	37%
German films in Germany	14%	13%	18%	12%	18%	24%	17%	26%	19%	18%
Italian films in Italy	24%	18%	19%	22%	22%	20%	25%	26%	33%	23%
Spanish films in Spain	14%	10%	18%	14%	16%	13%	17%	15%	13%	14%

Sources: DFI, European Audiovisual Observatory

Figure 4.10 Denmark and the big five, average national market shares 1999–2007



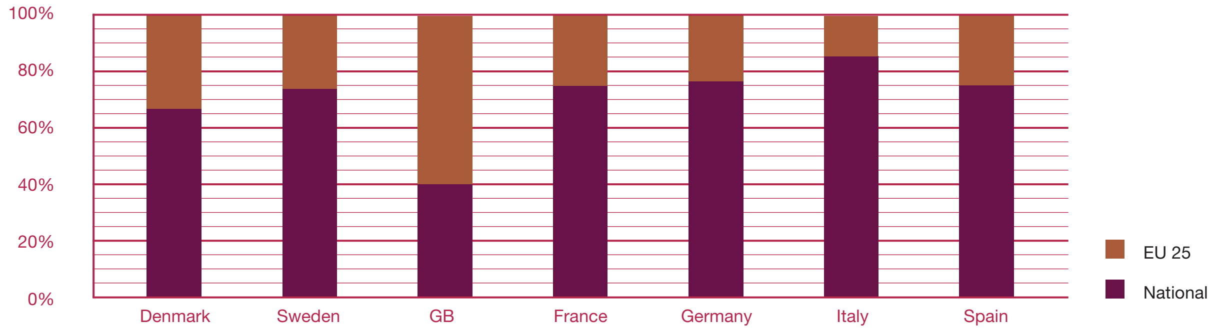
05

The European market is important not only for Denmark but for a lot of European countries. In the period 2002–2006, 33% of total tickets sold for Danish films in the EU were bought in other EU countries than Denmark. The promotion and marketing of Danish film abroad is supported by the DFI festival unit.

Table 5.1 **Admissions, national & EU markets for Denmark & selected countries /2002–2006 (1000s)**

		2002	2003	2004	2005	2006	Total 2002-06	2002-06 (%)
Denmark	Domestic	3.246	3.279	3.024	3.948	3.109	16.606	67%
	EU 25	1.994	3.081	1.406	832	911	8.224	33%
Sweden	Domestic	2.952	3.606	3.869	3.213	2.671	16.310	74%
	EU 25	1.148	1.104	671	937	1.889	5.750	26%
GB	Domestic	17.035	14.022	19.937	12.046	7.944	70.985	40%
	EU 25	16.995	28.098	23.843	20.424	16.636	105.995	60%
France	Domestic	59.593	54.919	67.317	55.997	76.380	314.206	75%
	EU 25	31.947	17.831	15.873	22.783	15.800	104.234	25%
Germany	Domestic	15.122	22.584	34.541	18.533	31.775	122.556	77%
	EU 25	7.598	5.646	6.619	8.357	9.125	37.344	23%
Italy	Domestic	21.982	19.667	19.356	21.294	20.056	102.355	86%
	EU 25	1.878	3.263	1.924	3.876	6.274	17.215	14%
Spain	Domestic	15.674	20.394	17.852	16.600	16.501	87.021	75%
	EU 25	9.146	3.356	5.038	2.980	8.139	28.659	25%

Figure 5.2 **Admissions, national and EU markets 2002–2006**



EU25: European Community, prior to January 2007. Source: European Audiovisual Observatory

Table 5.3 **Danish feature films – Festival participation abroad supported by DFI**

	2003	2004	2005	2006	2007
Titles	92	94	91	92	101
Hereof new releases, titles 1)	31	34	41	42	46
Festivals/events with Danish participation	233	232	234	227	260
Awards at foreign festivals	63	60	61	76	55

Note: 1) Released current or previous year

Table 5.4 **Danish shorts & documentaries – Festival participation abroad supported by DFI**

	2003	2004	2005	2006	2007
Titles	124	139	106	104	108
Festivals/events with Danish participation	168	202	166	161	211
Awards at foreign festivals	14	25	20	18	37

06

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, UIP, Nordisk Film, Buena Vista and Sandrew Metronome. The DVD retail market is an important secondary market for feature films.

Table 6.1 Ownership of cinemas & market shares /2007

Owner	Cinemas	Screens	Seats	Admiss. (%)
Nordisk Film	17	116	18.060	43
Cinemaxx	3	25	6.100	14
Other private owners	67	158	21.700	34
Public (municipal boroughs)	19	29	5.600	4
Organizations	61	66	7.500	5
Total	**167**	**394**	**58.960**	**100**
Hereof				
Monoscreens	92			
Multiscreens	75			

Source: Statistics Denmark

Table 6.2 Distributor market share /2007

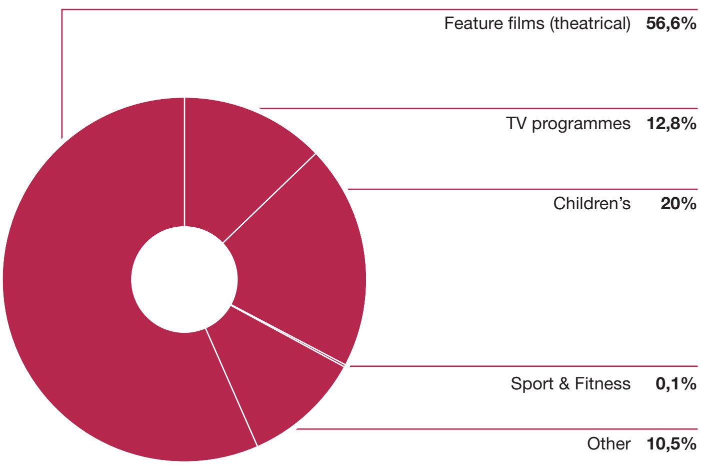
Distributor	Films screened	Hereof Danish first run releases	Admissions	Total admiss. (%)
SF-Film	120	7	3.322.240	27%
UIP	74	2	2.278.748	19%
Nordisk Film	108	11	1.841.807	15%
Buena Vista	48	0	1.799.639	15%
Sandrew Metronome	61	0	1.753.277	14%
Others	271	7	1.120.116	9%
Total	**682**	**27**	**12.120.532**	**100%**

Table 6.3 Home video sales and rental in Denmark /1999-2007 (Euro (m))

	1999	2000	2001	2002	2003	2004	2005	2006	2007
Value of home video rental	23,8	23,6	23,4	23,6	23,6	21,6	20,9	19,7	...
Value of home video retail	54,2	57,8	72,1	100,7	110,8	107,3	115,9	126,3	...
Total value of home video market	**78,0**	**81,4**	**95,5**	**124,3**	**134,4**	**128,9**	**136,8**	**146,0**	**...**

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

Figure 6.4 Composition, DVD retail market /2006

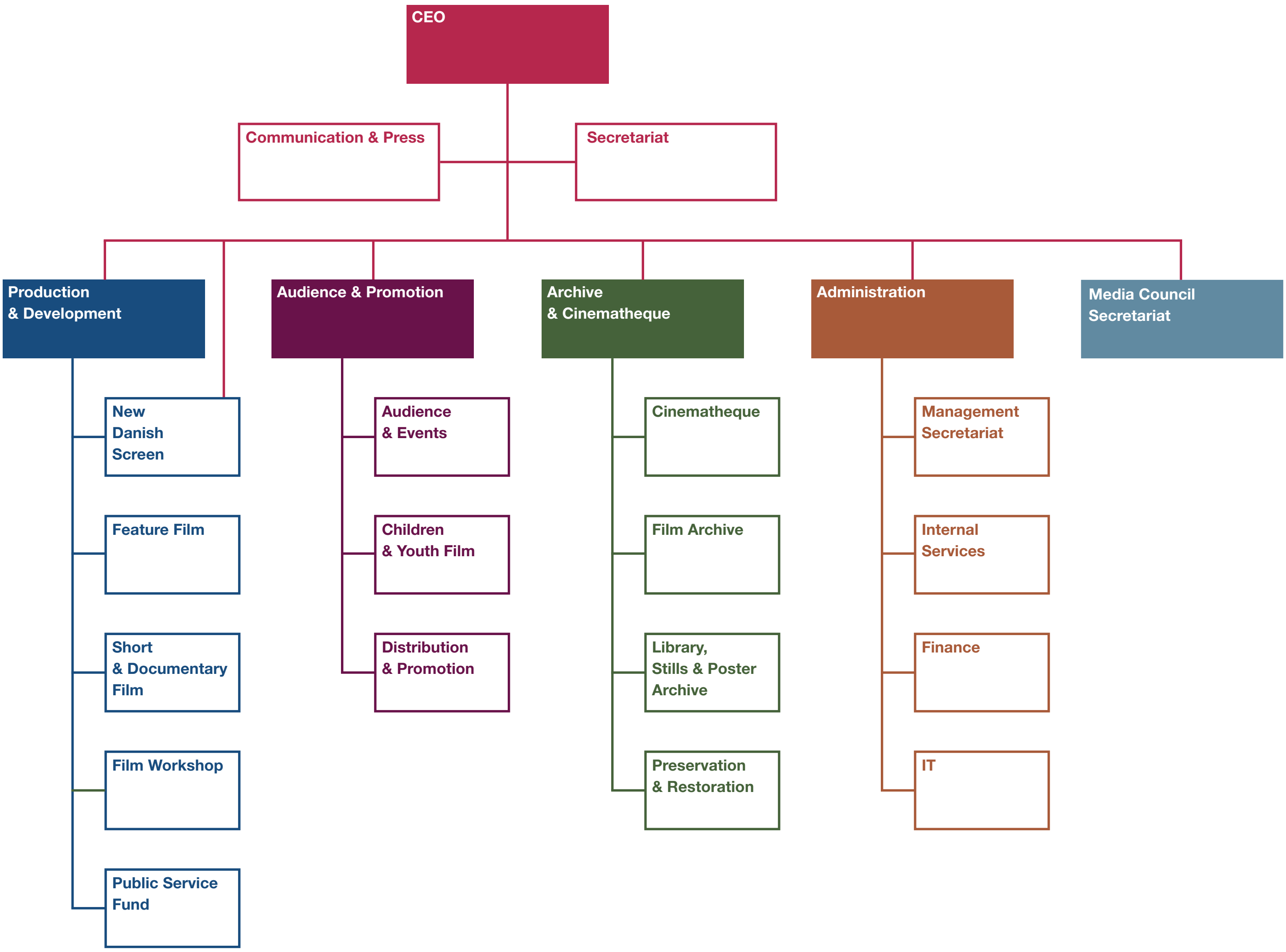


Source: European Audiovisual Observatory

DFI ORGANIZATION CHART

The DFI operations extend from participation in the development and production of feature films, short and documentary films, over distribution and marketing, to managing the national film archive and the cinematheque.

DFI Organization Chart



NOTES

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
y	— Youth

All economic figures are in Euros unless otherwise specified.
The euro exchange rate used here is 7.46 (March 2008).

Economic figures have not been regulated.

Economic figures have been rounded.

Due to rounding, figures may differ from manual calculations.

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