



**FACTS &  
FIGURES  
2010  
DANISH  
FILM INSTITUTE**

**PRODUCTION AND EXHIBITION FIGURES FOR 2009**



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# OUTLOOK

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2009 was an exciting year for Danish cinema. With ticket sales reaching more than 14 million, this once again confirms the Danish public's dedication to cinema. At the same time, Danish films were greatly challenged at home. The huge success of the Swedish Millennium trilogy contributed to the lowest Danish domestic share in years: 17%. For a country with a ten year average domestic share of 26%, neither the industry nor the national film agency found much comfort in the fact that the beneficiary of the Danish windfall was our otherwise friendly neighbour Sweden, nor the fact that a Danish director, scriptwriter and photographer took part in the production of the audience darling of 2009.

On the international festival circle, however, Danish films continued to perform well. A number of films were represented in competitions at major festivals. Titles include *Antichrist*, *Little Soldier* and others. On the documentary circuit, Anders Østergaard's *Burma VJ* swept away most of the major awards. This, together with other Danish entries, continues to signal a new golden age for Danish documentaries.

In many ways 2010 is a year of particular importance for Danish cinema. The Danish parliament is set to pass a new film policy accord for the period 2011-2014, an accord that will heavily influence the possibilities for the Danish industry and for Danish artistic success in the years to come. In January of this year, the national Danish film agency, the DFI, put forward its film policy proposal, 'Set Film Free', addressing the major challenges for Danish cinema. These have been defined over the last two years in close cooperation with 250 stakeholders from the film sector. The proposal emphasizes three challenges:

- The filmmaking economy is under pressure in Denmark as in the rest of Europe. Everywhere, home video revenues are diminishing and the contribution from pay-TV shrinking. Meanwhile piracy is on the rise, and the theft of films on the internet is increasingly challenging the revenue streams.
- The Film-accord for 2007-2010 heavily increased the influence of the national broadcasters on Danish films. Influence from television has become a de facto right of veto, with too much attention being paid to TV-programming and ratings, rather than artistic ambitions or sound sales strategies for the cinema-going public.
- Heavy state regulations focusing on process and details rather than results and artistic goals tend to lock in the DFI-support schemes and make it too difficult for the agency to react with force and agility in a rapidly changing market.

Other challenges for the 2011-2014 accord include; Digital Cinema, VOD (Video on Demand), digital archives, a strengthened effort in the field of media literacy for children and youth, new marketing support schemes, a strengthened international effort, refocusing the talent scheme New Danish Screen, and many other minor or major efforts that constitute the broad palette of national Danish film policy.

The DFI is pleased, that many, both stakeholders and key political players, have indicated a high degree of concurrence with the DFI priorities in the film policy proposal. Though interests differ and objectives vary, there seems to be an unprecedented degree of consensus, that all good efforts should come together to ensure that filmmaking in Denmark can continue its successful development.

The role of the DFI is neither to make films, nor necessarily to set specific artistic goals. It is however vital, that the national film agency ensures the widest possible framework for creative talents and competent film merchants. They – not the DFI – get to play the game. Hopefully, the new film accord will make it possible to ensure that the playing field, is big, well tended and level – and the DFI looks forward to Danish filmmakers continuing to twist our cultural self-understanding and marking Denmark as a vibrant film nation.

Henrik Bo Nielsen  
CEO  
Danish Film Institute

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# FACTS 2009

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## Key Information

5.5m	Population in Denmark
Ministry of Culture	Regulatory body for media
50.5m EUR	Total government subsidy to DFI activities (2010 budget)

## Production

32	National feature film releases (hereof 5 documentary films)
21	Total number of feature fiction films allocated a DFI production subsidy
28	Total number of documentary films allocated a DFI production subsidy
2.4m EUR	Average production budget for a Danish feature fiction film
36%	Average DFI-subsidy allocation to a Danish feature fiction film

## Distribution and Exhibition

163	Cinemas in Denmark
400	Screens in Danish cinemas
25	Digital screens (year-end 2009)
14.1m	Total admissions in Denmark
2.6	Tickets sold per capita in Denmark
131m EUR	Gross box office (incl. VAT)
17%	National market share

## International

33	Awards at international festivals to Danish fiction films
47	Awards at international festivals to Danish documentary films
14	Danish feature films sold abroad

## 01

## BUDGET

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. Next period will be 2011-2014.

Table 1.1 DFI budget / 2010

	Dkk (1000s)	Euro (1000s)	
<b>Production &amp; Development</b>			
<b>Feature films subsidies</b>			
Script & development	16,600	2,230	
Consultant scheme: Production	40,200	5,402	
60/40 scheme: Production	40,200	5,402	
20% allocation pool: Production	12,800	1,720	
Animation scheme: Production	10,000	1,344	
Regional scheme: Production	7,000	941	
Coproduction scheme: Production	8,000	1,075	
Reimbursements	-1,500	-202	
<b>Total feature films, P&amp;D</b>	<b>133,300</b>	<b>17,911</b>	<b>46%</b>
<b>Shorts &amp; documentaries subsidies</b>			
Consultant scheme: Script & development	4,500	605	
Consultant scheme: Production	24,700	3,319	
Promotion & Marketing subsidies	3,000	403	
Miscellaneous	3,000	403	
<b>Total shorts &amp; documentaries, P&amp;D</b>	<b>35,200</b>	<b>4,730</b>	<b>12%</b>
<b>Public Service Television Fund</b>	<b>20,700</b>	<b>2,781</b>	<b>7%</b>
<b>New Danish Screen</b>			
Feature, short and documentary films	37,600	5,052	
<b>Total New Danish Screen</b>	<b>37,600</b>	<b>5,052</b>	<b>13%</b>
<b>Other subsidies</b>			
Workshops, internal & external	5,700	766	
Eurimages & NFTVF	8,500	1,142	
Miscellaneous	800	107	
<b>Total other subsidies, P&amp;D</b>	<b>15,000</b>	<b>2,016</b>	<b>5%</b>
<b>Total Production &amp; Development</b>	<b>241,800</b>	<b>32,490</b>	
<b>Audience &amp; Marketing</b>			
<b>Feature film subsidies</b>			
Promotion & Marketing subsidies	15,500	2,083	
Print subsidies	6,700	900	
Festival subsidies, Denmark & abroad	6,900	927	
Import subsidies	1,700	228	
Miscellaneous	3,500	470	
<b>Total feature films, A&amp;M</b>	<b>34,300</b>	<b>4,609</b>	<b>12%</b>
<b>Shorts &amp; documentaries subsidies</b>			
Festival subsidies, Denmark & abroad	4,100	551	
Streaming for schools and libraries	1,300	175	
<b>Total shorts &amp; documentaries, A&amp;M</b>	<b>5,400</b>	<b>726</b>	<b>2%</b>
<b>Cinema subsidies</b>	<b>4,200</b>	<b>564</b>	<b>1%</b>
<b>Children &amp; Youth activities</b>	<b>3,100</b>	<b>417</b>	<b>1%</b>
<b>Total Audience &amp; Marketing</b>	<b>47,000</b>	<b>6,315</b>	
<b>Other Subsidies</b>	<b>2,400</b>	<b>322</b>	<b>1%</b>
<b>Total Subsidies 2010</b>	<b>291,200</b>	<b>39,128</b>	<b>100%</b>
<b>DFI Operation Costs:</b>			
Production & Development	20,313	2,729	
Audience & Marketing	20,169	2,710	
Museum & Cinematheque	25,161	3,381	
Media Council	1,206	162	
Administration & Communication	18,836	2,531	
Other	32,789	4,406	
<b>Total Operation Costs</b>	<b>118,474</b>	<b>15,919</b>	
<b>DFI Total Budget 2010</b>	<b>409,674</b>	<b>55,047</b>	

Figure 1.2 DFI subsidy budget / 2010

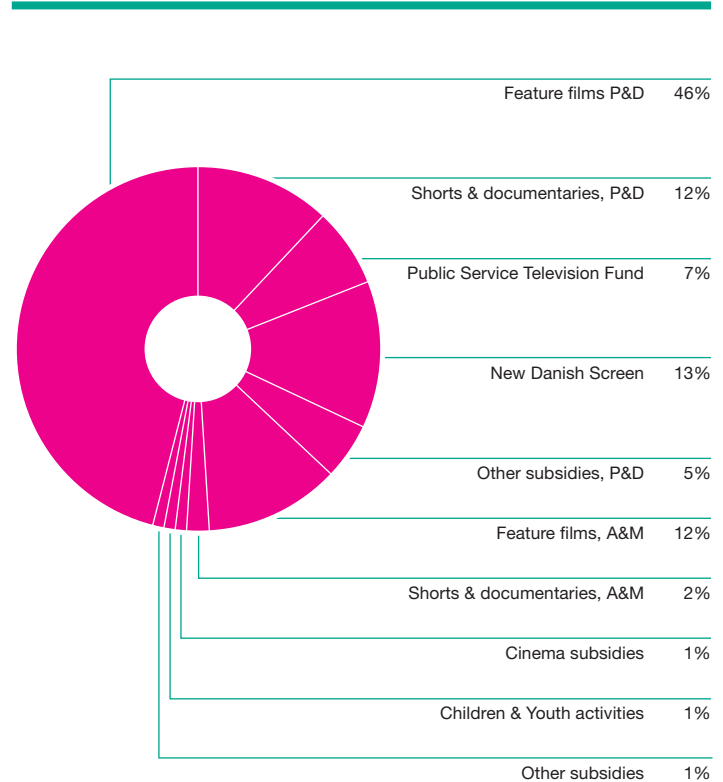
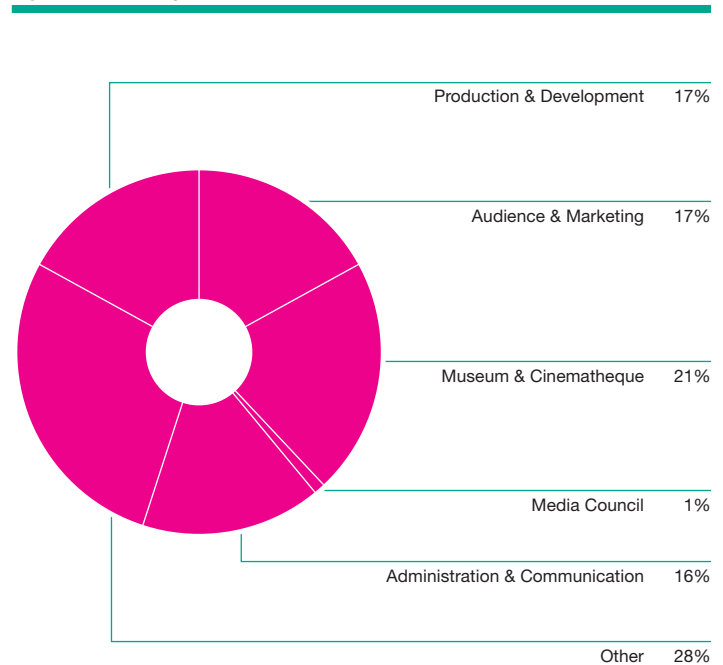


Figure 1.3 DFI Operation Costs / 2010



## 02

## FEATURE FICTION FILM PRODUCTION

The DFI is responsible for supporting and promoting 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. In 2008, the DFI introduced a new pilot scheme for low budget fiction features.

Table 2.1 Feature fiction films / 2009

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	DK television	DK regional funding	Int. coproduction	NFTF subsidy	Eurimages subsidy	Children/youth/family film
<b>Consultant scheme</b>										
Juan	Blenkov & Schønnemann ApS	Kaspar Holten	3,908	26.3%	DR		SE, HU	x		
En familie	Zentropa Entertainments16 ApS	Pernille Fisher Christensen	2,152	42.8%	TV2		SE	x		
Manden der ikke ville glemme	Zentropa Entertainments16 ApS	Christian Levring	2,891	32.5%	DR	x	SE	x	x	
Dagen derpå	Alphaville Pictures Copenhagen ApS	Birgitte Stærmosø	1,375	73.5%						
Sandheden om mænd	Zentropa Entertainments25 ApS	Nikolaj Arcel	1,848	49.1%	DR					
JA!	Zentropa Entertainments5 ApS	Simon Staho	2,293	46.9%	TV2		SE	x		
10 timer til Paradis	Fine & Mellow A/S	Mads Matthiesen	1,612	54.2%	DR			x		
Kidnappet	SF Film Production ApS	Vibeke Muasya	2,585	35.9%	DR		SE	x		x
Den der hviker	Zentropa Entertainments25 ApS	Heidi Maria Faisst	1,787	48.9%	DR			x		x
Carlos Casino	Thomas Borch Nielsen ApS	Jan Rahbek	2,061	37.5%	DR	x		x		x
<b>60/40 scheme</b>										
Orla Frønapper	Crone Film A/S	Gerd Fredholm / Peter Dodd	2,409	31.2%	TV2			x		x
Parterapi	Nordisk FilmProduction A/S	Kenneth Kainz	2,338	29.7%	TV2					
Kvinden der drømte om en mand	Zentropa Entertainments18 ApS	Per Fly	2,956	31.8%	DR		SE, PL, NO	x	x	
Storm	ASA Film Storm ApS	Giacomo Campeotto	2,257	35.7%	TV2					x
Frihed på prøve	Clausen Film ApS	Erik Clausen	2,468	38.1%	TV2					
Far til fire – på japansk	ASA Film Far til fire – 4 ApS	Claus Bjerre	2,513	25.1%	TV2					x
Julefrokosten	Fridthjof Film A/S	Rasmus Heide	2,244	29.9%	TV2					
Karla og Jonas	Nordisk Film Production A/S	Charlotte Sachs Bostrup	2,392	32.6%	DR	x				x
Hævnen	Zentropa Entertainments14 ApS	Susanne Bier	4,214	25.5%	DR	x	SE	x		
<b>Low budget features (Råfilm)</b>										
Skyskraber	Fine & Mellow A/S	Rune Schjøtt	1,681	32.0%	DR	x		x		x
Hold om mig	Nimbus Rights II ApS	Kaspar Munk	1,393	30.9%	TV2					
<b>Minor coproductions</b>										
Memoria	Crone Film A/S	Henning Carlsen	4,173	4.8%						
Limbo	Nimbus Rights II ApS	Maria Sødahl	2,460	6.6%				x		
Svinalångorne	Kamoli Films	Pernilla August	2,210	6.1%				x		
The Last Word	Zentropa Entertainments5 ApS	David Mackenzie	4,388	3.1%						
The Diary	SF Film Production ApS	Bille August	7,488	1.8%						
Play	Coproduction Office ApS	Ruben Östlund	1,781	7.5%				x		
The Way to live	Zentropa Entertainments5 ApS	David Schalko	2,675	5.0%					x	

## Note:

Public service TV: DR & TV2 engagement in Danish films is a part of their public service obligation.  
SE = Sweden, HU = Hungary, PL = Poland, NO = Norway

Table 2.2 Feature fiction films (majors), subsidy schemes / 2009

	Total number of films	Average budget (1000s)	Number of children/youth/family film	Int. coproduction	NFTF subsidy	Eurimages subsidy
Consultant scheme	10	2,251	3	5	8	1
60/40 scheme	9	2,643	4	2	3	1
Low budget features (Råfilm)	2	1,537	1	0	1	
<b>Total</b>	<b>21</b>	<b>2,351</b>	<b>8</b>	<b>7</b>	<b>12</b>	<b>2</b>

	Total budget volume (1000s)	DFI subsidy (%)	DK public service tv (%)	DK regional funding (%)
Consultant scheme	22,512	41%	21%	1%
60/40 scheme	23,791	31%	28%	2%
Low budget features (Råfilm)	3,075	31%	41%	6%
<b>Total</b>	<b>49,377</b>	<b>36%</b>	<b>25%</b>	<b>2%</b>

Table 2.3 Feature fiction films (majors and minors), finance / 2009

	Total number of films	Average budget (1000s)	Number of children/youth/family film	NFTF subsidy	Eurimages subsidy
100% Danish finance	14	2,027	7	5	
DK as major coproducer	7	3,000	1	7	2
DK as minor coproducer	7	3,596		3	1
<b>Total</b>	<b>28</b>	<b>2,663</b>	<b>8</b>	<b>15</b>	<b>3</b>

	Total budget volume (1000s)	DFI subsidy (%)	DK public service tv (%)	DK regional funding (%)
100% Danish finance	28,378	38%	29%	1%
DK as major coproducer	20,999	33%	20%	2%
DK as minor coproducer	25,175	4%		
<b>Total</b>	<b>74,552</b>	<b>25%</b>	<b>17%</b>	<b>1%</b>

Table 2.4 Feature fiction films / 2003–2009

	2003	2004	2005	2006	2007	2008	2009
100% Danish finance	18	13	11	13	8	13	14
DK as major coproducer	6	9	9	7	9	7	7
DK as minor coproducer	6	7	4	4	7	6	7
<b>Total</b>	<b>30</b>	<b>29</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>28</b>



## 03

## DOCUMENTARY FILM PRODUCTION

The DFI is responsible for supporting and promoting the development, production and distribution of documentary films. State subsidies are directed to development and production under the consultant scheme. A few documentary films are intended for theatrical release.

Table 3.1 Documentary films (majors) / 2009

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Duration (min.)	Multiple formats(m) /series(s)	DK television	MG	Int. coproduction	NFTF	Children/youth/family film
Armadillo	Fridthjof Film A/S	Janus Metz	597	31%	40/70	m	TV2			x	
Blod i mobilen	Koncern TV- og Filmproduktion A/S	Frank Piasecki Poulsen	360	45%	58		DR				
Christas mareridt	Plus Pictures ApS	Louise Detlefsen	317	49%	40		TV2				
Doxwise sæson 2	Copenhagen Bombay Rights 1 ApS	Christian Sønderby Jepsen	168	74%	40x2-5	s					x
Dømt for terror	Bastard Film A/S, Bastard Film og TV ApS	Christian Sønderby Jepsen, Miki Mistrati, Nagieb Khaja	373	43%	40		TV2				
Fodboldpigerne (6 individual films)	Monday Reporter ApS	Nicole N. Horanyi	373	49%	30x5/6x25	m	DR				x
Freemen	Final Cut Productions ApS	Joshua Oppenheimer	1,034	12%	60/90/120	m	DR			x	
Hjemmefronten	Danish Documentary Production	Phie Ambo	202	50%	40		TV2				
Jernhårde ladies	SF Film Production ApS	Mads Kamp Thulstrup	668	25%	80		TV2	x			
Love addiction	Danish Documentary Production	Pernille Rose Grønkjær	588	30%	52/75	m	TV2			x	
Mig og jøderiet	Copenhagen Film Company ApS, Filmselskabet.dk ApS	Ulrik Gutkin	168	32%	45		DR				
Mord		Andreas Rosforth Johnsen	98	62%	52		DR				
Mægtige maskiner	SF Film Production ApS	Henrik Selin Lorentzen	102	31%	13x6	s	DR				x
Nytårsonsket	Pausefilm ApS	Lise Birk Pedersen	139	46%	58					x	
Om glæden ved at gå her – mens vi går her	JJ Film ApS	Jacob Jørgensen	243	11%	58		DR				
On the Border	Upfront Films	Andreas Møl Dalsgaard	558	43%	70-80/40-50	m	(DR)				
Ordet fanger	Bastard Film og TV ApS, Monday Reporter ApS	Helle Hansen / Modesty Production	202	58%	30		DR				
Politiet på arbejde	Cosmo Film Doc ApS	Judith Lansade, Sine Plambech	209	50%	58		DR				
Præsidenten	Guldbrandsen ApS	Christoffer Guldbrandsen	565	27%	58		DR			x	
Putin's kiss	Bastard Film og TV ApS	Lise Birk Pedersen	421	48%	60		DR			x	
På fremmed jord	Nature & Science	Ditte Haarløv Johnsen	147	33%	58		DR				
Somalias pirater	Bastard Film og TV ApS	Christian Sønderby Jepsen	292	40%	45		TV2				
Tommy Seebach	R-Film ApS	Sami Saif	382	44%	58		DR				

Table 3.2 Documentary films (majors), key figures / 2009

	Total number of films	Total budget volume (1000s)	Average budget (1000s)	DFI subsidy (%)	Children/youth/family film	Intended for theatrical release	Intended for tv	Intended for online use	Intended for int. distribution	Int. coproduction	NFTF
< 15 min. .											
15 min. < 30 min.	6	373	62	49%	6		1				
30 min. < 60 min.	14	3,697	264	40%			12		4		1
> 60 min.	5	3,198	640	29%			4		5		4
> 60 min. + MG series	1	668	668	25%		1	1				
	2	270	135	58%	2		8	3			

Note:  
multiple formats = same film in multiple lengths intended for different distribution platforms.  
series = multiple episodes

## 04

## SHORT FICTION FILM PRODUCTION

The DFI is responsible for supporting and promoting the development, production and distribution of short films. State subsidies are allocated to development and production under the consultant scheme. Short films are primarily intended for TV and online use.

Table 4.1 Short fiction films (majors) / 2009

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Duration (min.)	Multiple formats	DK television	MG	Int. coproduction	NFTF	Children/youth/family film
1001 hemmeligheder for børn og ikke for voksne	Deluca Film A/S	Eske Hjort-Petersen, Gustav Vernal, Jonas Thejsen	180	41%	15		TV2				x
Her bor Jensen	SF Film Production ApS	Martin Strange-Hansen	411	58%	30		TV2				x
Mor byttes	Zentropa Rambuk	Mariella Harpelunde Jensen	267	30%	20		TV2			x	x
Tigre og tatoveringer	Copenhagen Bombay Rights 1 ApS	Karla Bengtson	438	49%	45		DR				x

Table 4.2 Short fiction films (majors), key figures / 2009

	Total number of films	Total budget volume (1000s)	Average Budget (1000s)	Average DFI subsidy (%)	Children/youth/family film	Intended for theatrical release	Intended for TV	Intended for online use	Intended for int. distribution
< 15 min. .									
15 min. < 30 min.	2	447	224	35%	2		2		
30 min. < 60 min.	2	849	424	53%	2		2		

## 05

## NEW DANISH SCREEN

New Danish Screen is a talent pool based on a partnership between DR, TV2 and the DFI. The purpose of New Danish Screen is to support and promote new talent and the development of cinematic language and storytelling.

Table 5.1 New Danish Screen / 2009

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Duration (min.)	MG	Int. coproduction	Children/youth/family film
Primater	Fridthjof Film A/S	Kasper Torsting	295	94%	24-28			
Sky	Zentropa Entertainments26 ApS	Mikkel Sørensen	353	82%	24-28			
Ønskebørn	Alphaville Pictures Copenhagen ApS	Birgitte Stærmosé	199	84%	24-28			
5 billeder af en far	Upfront Films	Nadja El Said	122	94%	24-28			
De nøgne fra Skt. Petersborg	Klassefilm	Ada Bligaard Søby	161	82%	24-28			
Hvem brænder børnene i helvede	Nordisk Film Production A/S	Peter Bækkel	289	90%	24-28			x
Affæren i Prag	Plus Pictures ApS	Christoffer Emil Bruun	161	94%	38-42			
Mand eller mus	Plus Pictures ApS	Jan Barcher Dirchsen	220	93%	38-42			
Fra Haifa til Nørrebro	Zentropa Entertainments26 ApS	Omar Shargawi	258	89%	52-58			
Limboland	Zentropa Entertainments26 ApS	Jeremy Weller	725	24%	>75			x
Min Avatar og mig	Milton Media ApS	Bente Milton & Mikkel Stolt	691	61%	>75		x	
R	Nordisk Film Production A/S	Michael Noer & Tobias Lindholm	770	83%	>75			
Smukke mennesker	Zentropa Entertainments25 ApS	Mikkel Munch-Fals	1,171	60%	>75	x (DVD)		
Gangster	JA Film	Anders Berthelsen	168	66%	<15			
Historisk dokument	Upfront Films	Thomas Pors	122	94%	<15			
Promise	Radiator Film ApS	Morten BH, Kirsten Tomas Dehlholm & Henning Carlsen	155	93%	<15			
Sommer i Tyrol	Fine & Mellow A/S	Anna Neye	80	90%	<15			
The beast	Zentropa Entertainments10 ApS	Malene Choi Jensen	157	95%	<15			

Note:  
Provisional data

Table 5.2 New Danish Screen, key figures / 2009

	Total number of films	Total budget volume (1000s)	Average budget (1000s)	DFI subsidy (%)	Children/youth/family film	Intended for theatrical release	Intended for TV	Intended for online use	Intended for int. distribution	Int. coproduction
< 15 min.	5	683	137	88%			5	5		
15 min. < 30 min.	6	1,419	236	88%	1		6	6		
30 min. < 60 min.	3	639	213	92%			3	3		
> 60 min.	3	2,187	729	56%	1	1	3	2	2	1
> 60 min. + MG	1	1,171	1,171	60%		1	1		1	

## 06

## DANISH FEATURE FILM RELEASES

The DFI is responsible for supporting and promoting the distribution and marketing of Danish films. The DFI's Audience & Marketing Department administers subsidy schemes for promotion and marketing in Denmark and abroad, as well as for film prints, Danish film festivals, local cinemas and art-house cinemas.

Table 6.1 Theatrical film releases / 2009

Title	Release date	Production company	Director	Domestic distributor	Total admissions (year-end 2009)	Number of prints	Children/youth/family film	Form of DFI subsidy
<b>Feature fiction (DFI production and marketing support)</b>								
1 Headhunter / Headhunter	28.08.09	Nordisk Film	Rumle Hammerich	Nordisk Film	218,287	79		Consultant
2 Julefrokosten / The Christmas Party	06.11.09	Fridthjof Film	Rasmus Heide	Scanbox	175,152	109		60-40
3 Karla og Katrine / Karla and Katrine	06.02.09	Nordisk Film	Charlotte Sachs Bostrup	Nordisk Film	171,401	80	x	60-40
4 Kærestesorger / Aching Hearts	13.03.09	Nordisk Film	Nils Malmros	Nordisk Film	170,173	80	x	Consultant
5 Over gaden under vandet / Above the Street Below the Water	23.10.09	Nimbus	Charlotte Sieling	Sandrew Metronome	154,317	55		Consultant
6 Ved Verdens Ende / At World's End	09.10.09	M&M	Tomas Villum Jensen	Nordisk Film	115,572	81		60-40
7 Storm / Storm	02.10.09	ASA Film	Giacomo Campeotto	Sandrew Metronome	105,582	76	x	60-40
8 Flugten / The Escape	09.01.09	Nimbus Film	Kathrine Windfeld	Sandrew Metronome	95,123	39		Consultant
9 Antichrist / Antichrist	20.05.09	Zentropa	Lars von Trier	Nordisk Film	81,599	17		Consultant
10 Monsterjægerne / Monster busters	09.10.09	M&M	Martin Schmidt	Nordisk Film	73,222	82	x	60-40
11 Vølvens forbandelse / Timetrip	27.03.09	Cosmo Film	Mogens Hagedorn	SF Film	44,803	80	x	60-40
12 Se min kjole / Hush Little Baby	03.07.09	Fine & Mellow	Hella Joof	Nordisk Film	44,599	35	x	Consultant
13 Zoomerne / Zoomers	04.06.09	Zentropa	Christian E. Christiansen	Nordisk Film	41,191	70	x	Low budget (Råfilm)
14 Vanvittig forelsket / Love & Rage	31.07.09	Zentropa	Morten Giese	Nordisk Film	26,271	30	x	Consultant
15 Fri os fra det onde / Deliver Us from Evil	03.04.09	Thura Film	Ole Bornedal	SF Film	25,820	39		Consultant
16 Superbror / Super Brother	18.12.09	Nordisk Film	Birger Larsen	Nordisk Film	22,791	73	x	Consultant
17 Æblet & Ormen / The Apple & The Worm	30.10.09	Copenhagen Bombay	Anders Morgenthaler	Nordisk Film	20,711	21	x	Consultant
18 Old Boys / Old Boys	25.12.09	Nordisk Film	Nikolaj Steen	Nordisk Film	18,723	25		Low budget (Råfilm)
19 De vilde svaner / The Wild Swans	11.09.09	JJ Film	Ghita Nørby, Peter Flinth	SF Film	4,327	10	x	Consultant
<b>New Danish Screen</b>								
20 Applaus / Applause	24.09.09	Koncern Film	Martin Pieter Zandvliet	Nordisk Film	36,444	15		
21 Himlen Falder / When Heaven Falls	30.01.09	Zentropa	Manyar I. Parwani	Nordisk Film	7,406	8		
22 Velsignelsen / The Blessing	26.04.09	Zentropa	Heidi Maria Faisst	Zentropa	1,531	3		
23 Profetia / Profetia	25.10.09	Bullitt Film	Oliver Ussing	Bullitt Film	300	n/a		
<b>Feature fiction (DFI marketing support)</b>								
24 Sorte kugler / What Goes Around	12.06.09	Nimbus Film	Anders Matthesen	Sandrew Metronome	404,777	79		
25 Winnie og Karina / Winnie & Karina	07.08.09	Grasten Filmproduktion	Søren Fauli	Grasten	61,967	79		
26 Simon & Malou / Simon & Malou — No Time for Love	30.10.09	Nepenthe Film	Uncredited	SF Film	39,955	79		
27 Camping / Camping	04.09.09	Anders Toft Andersen	Jacob Bitsch	Sandrew Metronome	18,090	14		
<b>Minor coproductions</b>								
28 Mænd der hader kvinder (Sweden)	27.02.09	Nordisk	Niels Arden Oplev	Nordisk Film	959,207	102		
Mammut (Sweden)	07.05.09	Zentropa	Rasmus Sivertsen	Sandrew Metronome	16,164	4		
29 Kurt bliver grusom (Norway)	19.06.09	Nordisk	Rasmus Sivertsen	Nordisk Film	1,113	10		
30 Hannahs valg (Germany)	13.11.09	Zentropa	Hans-Christian Schmid	Sunrise Film	843	2		
31 Gud, lugt og hende (Sweden)	01.05.09	Zentropa	Karin Vestertlund	Zentropa	348	Digital		
32 Kærlighedens krigere (Sweden)	27.11.09	XX Film	Simon Staho	Camera Film	249	2		
<b>Documentary</b>								
33 Blekingegadebanden / The Invisible Cell	20.03.09	Bastard Film	Anders Riis-Hansen	Sandrew Metronome	77,106	49		Consultant
34 En stemme for livet	07.05.09	Nova Media Film	Anne Holst Moulvad	Nova Media Film	7,996	n/a		No subsidy
35 Burma VJ / Burma VJ	09.01.09	Magic Hour Films	Anders Høgsbro Østergaard	Dox-On-Wheels	1,357	n/a		Consultant
36 De vilde hjerter / The Wild Hearts	17.04.09	Copenhagen Bombay	Michael Noer	Copenhagen Bombay	1,211	4		Consultant
37 Migranterne / The Migrants	11.09.09	VF Film & Video	Niels Boel	VF Film & Video	635	n/a		(marketing)

**Table 6.2 Theatrical film releases, key figures / 2009**

	Number of films	Total admissions (1000s)	Admissions per film (1000s)	Prints per film
Consultant scheme	11	883	80	43
60/40 scheme	6	693	116	85
Low budget (Råfilm)	2	108	54	48
New Danish Screen	4	49	12	7
DFI marketing support (without DFI production support)	4	525	131	63
Minor coproductions	6	978	163	
Documentary films	5	88	18	

**Table 6.3 Hereof children, youth or family film releases / 2009**

	Number of films	Total admissions (1000s)	Admissions per film (1000s)	Prints per film
Consultant scheme	6	289	48	42
60/40 scheme	4	395	99	80
Low budget (Råfilm)	1	41	41	1

**Table 6.4 Theatrical film releases 2003-2009**

	2003	2004	2005	2006	2007	2008	2009
Total admissions (1,000s)	12,297	12,787	12,187	12,604	12,121	13,119	14,082
Number of new releases	209	237	233	233	235	213	216
Average admissions per film (1000s)	59	54	52	54	52	62	65
Total admissions for Danish releases (1000s)	3,167	3,025	3,953	3,127	3,101	4,275	2,434
Number of new Danish releases (fiction)	24	19	31	21	27	28	27
Hereof number of films for children / youth / family	8	5	6	8	11	14	11
Domestic market share (%)	26	24	32	25	26	33	17
Number of Danish films on Top 20 chart	6	6	8	8	8	8	3



The market split reflects the long-term viability of Danish films in a market dominated by American releases. Since 1999, almost half of all Danish releases have sold more than 100,000 tickets at Danish cinemas. In the same period, only 19% of all American releases crossed that threshold. The figures and table below indicate the number of films in different intervals.

Figure 7.3 Market split American films in Denmark / 1995-2009

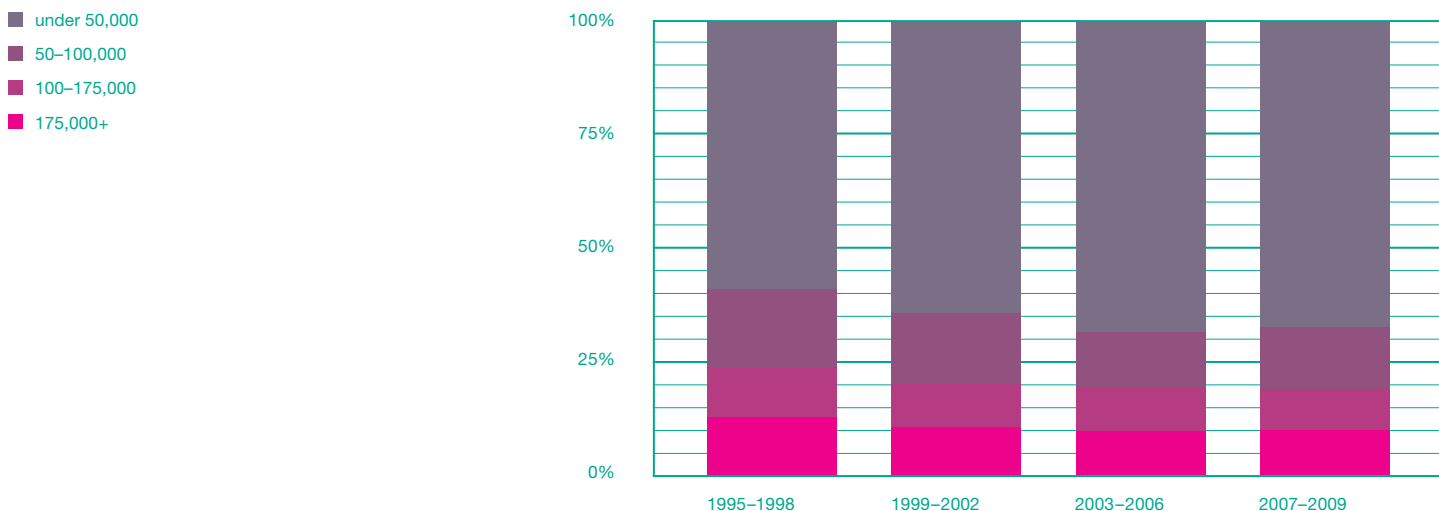


Figure 7.4 Market split Danish films in Denmark / 1995-2009

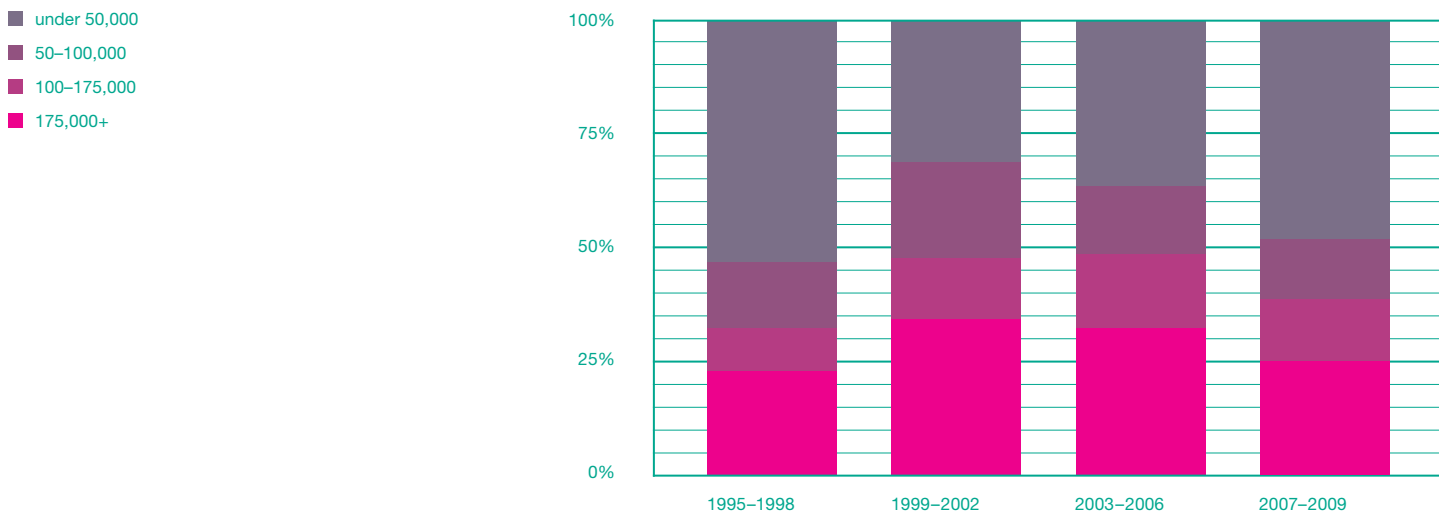


Table 7.5 Market split - Denmark / 1995-2009

	1995-1998		1999-2002		2003-2006		2007-2009	
	DK	USA	DK	USA	DK	USA	DK	USA
under 10.000 admissions	29%	28%	17%	31%	14%	36%	18%	30%
10 - 50.000	24%	32%	14%	34%	23%	33%	30%	38%
50 - 100.000	15%	17%	21%	16%	15%	13%	13%	14%
100 - 175.000	10%	11%	14%	9%	17%	10%	14%	9%
175 - 300.000	13%	8%	15%	6%	17%	5%	16%	5%
300.000 +	10%	4%	18%	4%	15%	4%	9%	5%

For a number of years, Denmark has boasted a consistently high market share for Danish feature films in the home market – 26%, on average, since 2000. 2009 was an exception with a low domestic market share.

**Table 7.6 Admissions, market shares & box office in Denmark / 2000-2009**

Year	Total releases 1)	Total admissions (1000s) 2)	Total GBO incl. VAT (1000s)
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
2008	213	13,119	121,763
2009	216	13,024	130,933

**American films in Denmark**

Year	Total releases	Total admissions (1000s) 2)	Average admissions	Market share (admissions)
2000	108	7,573	70,000	71%
2001	92	6,642	72,000	55%
2002	108	8,149	75,000	63%
2003	103	7,591	74,000	62%
2004	134	8,796	66,000	69%
2005	122	6,855	56,000	56%
2006	114	7,320	64,000	58%
2007	108	7,043	65,000	58%
2008	106	6,832	64,000	52%
2009	109	7,480	69,000	57%

**Danish films in Denmark (fiction)**

Year	Total new releases	Total admissions (1000s) 2)	Average admissions	Market share (admissions)
2000	17	2,050	121,000	19%
2001	19	3,652	192,000	31%
2002	19	3,242	171,000	25%
2003	24	3,167	132,000	26%
2004	19	3,025	159,000	24%
2005	31	3,953	128,000	32%
2006	21	3,127	149,000	25%
2007	27	3,101	115,000	26%
2008	28	4,275	153,000	33%
2009	27	2,268	84,000	17%

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

Year	Total releases	Total admissions (1000s) 2)	Average admissions	Market share (admissions)
2000	12	150	13,000	1%
2001	13	503	39,000	4%
2002	12	127	11,000	1%
2003	20	293	15,000	2%
2004	15	100	7,000	1%
2005	18	110	6,000	1%
2006	19	197	10,000	2%
2007	16	234	15,000	2%
2008	16	179	11,000	1%
2009	11	165	15,000	1%

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

Year	Total releases	Total admissions (1000s) 2)	Average admissions	Market share (admissions)
2000	51	918	18,000	9%
2001	43	1,176	27,000	10%
2002	60	1,393	23,000	11%
2003	53	1,246	24,000	10%
2004	63	866	14,000	7%
2005	52	1,269	24,000	10%
2006	66	1,960	30,000	16%
2007	73	1,743	24,000	14%
2008	56	1,833	33,000	14%
2009	64	3,110	49,000	24%

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

**Figure 7.7 Average number of admissions per film from various countries**





## 08

## THE DANISH CINEMA SECTOR

For more than a decade, over 160 cinemas have been in operation in Denmark. The implementation of digital 2D and 3D screens (D-cinema) is emerging. Six key players dominate feature-film distribution in Denmark.

Table 8.1 The Danish cinemas / 2009

	Total cinemas	Number of screens	Number of seats (m)	Seats per screen	Admissions per screen (1000s)
Monoscreens	86	86	13	151	20
Multiscreens	77	314	45,2	144	39
<b>Total</b>	<b>163</b>	<b>400</b>	<b>58,2</b>	<b>146</b>	<b>59</b>
<b>Total number of digital screens (2K)</b>		<b>25</b>			
<b>Total number of digital screens (3D)</b>		<b>24</b>			

Note:  
Data is per 9th of April 2010. Number of digital screens is per year-end 2009.

Table 8.2 D-Cinema roll out (year-end 2009)

	Total number of cinemas	Hereof with digital equipment	D-Cinema coverage (%)
<10.000 inhabitants	69	4	6%
10-20.000 inhabitants	30	3	10%
20-30.000 inhabitants	11	1	10%
30-50.000 inhabitants	12	2	17%
50-100.000 inhabitants	7	2	29%
100-500.000 inhabitants	11	5	45%
Copenhagen area	24	4	17%
<b>Total</b>	<b>164</b>	<b>21</b>	<b>13%</b>

Note:  
Number of cinemas differ from table 8.1 due to time of data collection.

Table 8.3 Distributor market share / 2009

Distributor	Films screened	Hereof Danish first run releases (fiction)	Admissions (1000s)	Total admissions (%)
Nordisk Film	100	14	4,005	28%
Walt Disney Studios Motion Pictures, Denmark	59		2,750	20%
SF-Film	103	2	2,613	19%
Sandrew Metronome	72	6	2,342	17%
UIP	87		1,722	12%
Scanbox Film	35	1	328	2%
Other	210	4	321	2%
<b>Total</b>	<b>666</b>	<b>27</b>	<b>14,082</b>	<b>100%</b>

## 09

## DANISH TELEVISION &amp; HOME VIDEO

According to the Film Policy Accord 2007-2010 and the Media Policy Accord 2007-2010, the Danish public-service broadcasters (DR and TV2 Denmark) are obliged to participate in the production of Danish fiction and documentary films through investment and acquisition of rights.

Table 9.1 Feature fiction film releases on Danish television, top 20 / 2009

Danish title	Year of theatrical release	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Han, Hun, Dirch og Dario	1962	DR1	1,201	2
2 Drømmen om det hvide slot	1962	DR1	1,172	2
3 Sønnen fra Vingården	1975	DR1	1,057	2
4 Landsbylægen	1961	DR1	1,040	2
5 Fætrene på Torndal	1973	DR1	1,037	2
6 Flintesønnerne	1956	DR1	1,031	2
7 Een pige og 39 sømænd	1965	DR1	1,024	2
8 Krybskytterne på Næsbygård	1966	DR1	899	2
9 Dyrlægens Plejebørn	1968	DR1	871	2
10 Vikaren	2007	DR1	851	2
11 Fidibus	2006	DR1	841	3
12 Bussen	1963	DR1	822	1
13 Den Eneste Ene	1999	TV2	791	2
14 Anja og Viktor – Brændende Kærlighed	2007	TV2	774	1
15 Mig og Min Lillebror	1967	DR1	753	2
16 De Vilde Svaner	2009	DR1	747	2
17 Det skete på Møllegården	1960	TV2 Charlie	715	5
18 Jyddekompagniet	1988	DR1	710	2
19 Passer Passer Piger	1965	TV2	699	1
20 Den Store Dag	2005	TV2	676	1

Table 9.2 Feature fiction film releases on Danish television with theatrical release after 1990, top 20 / 2009

Danish title	Year of theatrical release	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Vikaren	2007	DR1	851	2
2 Fidibus	2006	DR1	841	3
3 Den Eneste Ene	1999	TV2	791	2
4 Anja og Viktor – Brændende Kærlighed	2007	TV2	774	1
5 De Vilde Svaner	2009	DR1	747	2
6 Den Store Dag	2005	TV2	676	1
7 Drømmen	2006	TV2 / TV2 FILM	669	7
8 Kongekabale	2004	TV2	639	1
9 Solkongen	2005	DR1	619	1
10 Dommeren	2005	DR1	610	2
11 Anja efter Viktor	2003	TV2	608	1
12 De fortabte sjæles ø	2007	TV2	608	2
13 Den Sorte Madonna	2007	TV2	526	1
14 Far til fire – gi'r aldrig op	2005	TV2	485	1
15 Efter Brylluppet	2006	DR1	465	1
16 Min søsters børn i Ægypten	2004	DR1	433	1
17 Ledsaget udgang	2007	TV2	430	1
18 Cecilie	2007	TV2	429	1
19 Tempelriddernes skat II	2007	TV2	429	1
20 Store planer	2005	TV2 / TV2 ZULU	423	2

Table 9.3 Short and documentary films on Danish television, top 20 / 2009

Danish title	Year of theatrical release	Type	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Blekingegadebanden – part 1	2009	Documentary	DR1	869	3
2 Blekingegadebanden – part 2	2009	Documentary	DR1	769	3
3 De vilde svaner	2009	Fiction	DR1	747	2
4 Helt ærligt, mor og far! – Klara – Livvagtens datter	2008	Documentary	TV2	744	2
5 Helt ærligt, mor og far! – Jakob – Revisorernes søn	2008	Documentary	TV2	699	2
6 Helt ærligt, mor og far! – Helena – Direktørens datter	2008	Documentary	TV2	684	2
7 Helt ærligt, mor og far! – Jonas – Logistikchefens søn	2008	Documentary	TV2	636	2
8 Dagbog fra midten	2009	Documentary	DR1 / DR2	582	2
9 Tine på Tværs	2009	Documentary	DR1	425	3
10 Karen Blixen – en fantastisk skæbne	2005	Documentary	DR1	283	2
11 Grisen	2008	Short Fiction	DR2 / TV2 FILM	230	2
12 Turen går til Mars – part 2	2009	Documentary	DR1 / DR2	133	3
13 Migranterne	2008	Documentary	DR1 / DR2	126	5
14 Den bevægede jord	2008	Documentary	DR2	117	2
15 Gambler – part 2	2005	Documentary	DR1 / DR2	116	3
16 Fogh bag facaden	2003	Documentary	DR2	115	2
17 Specialisterne	2009	Documentary	DR2	109	2
18 Mig og jøderiet	2009	Documentary	DR2	108	1
19 En feminin dreng	2009	Documentary	TV2	108	1
20 Why Democracy? – Taxa til helvede	2007	Documentary	DR2	107	3

The home video retail market is another important market for Danish features, with a total value of 119m EUR in 2009.

**Table 9.4 Feature fiction film releases on Danish television (+60 min.) / 2008 and 2009**

Channel	Number of Danish titles		Number of broadcasts		Total viewers (1000s)		Average viewers per film (1000s)	
	2008	2009	2008	2009	2008	2009	2008	2009
DR1	41	33	60	52	22.203	20.876	542	633
DR2	13	11	13	14	1.270	559	98	51
TV2 Danmark	35	44	36	51	12.311	14.502	352	330
Tv2 Zulu	22	14	28	15	1.291	705	59	50
TV2 Charlie	35	60	65	238	4.385	14.946	125	249
TV2 Film	20	19	91	92	1.478	1.306	74	69

Selection criteria:  
DR1, DR2 and TV2-family.

**Table 9.5 Short and documentary films on DR1, DR2, TV2 Denmark and TV2 Zulu / 2009**

	Number of Danish titles	Number of broadcasts	Total viewers (1000s)	Average viewers per film (1000s)
Short Fiction	12	14	1,134	94
Documentary film	70	127	9,427	135
<b>Total</b>	<b>82</b>	<b>141</b>	<b>10,561</b>	<b>129</b>

**Table 9.6 Home video sales and rental in Denmark / 2000-2009**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Value of home video rental (1000s)	1,191	3,194	7,296	13,219	18,123	20,392	19,722	19,237	17,309	13,423
Value of home video retail (1000s)	12,606	25,717	54,021	83,362	97,394	114,588	126,261	126,623	121,697	111,901
Value of Blu-Ray retail (1000s)								1,022	3,769	7,082
<b>Total value of home video market (1000s)</b>	<b>13,797</b>	<b>28,911</b>	<b>61,317</b>	<b>96,580</b>	<b>115,517</b>	<b>134,979</b>	<b>145,983</b>	<b>146,882</b>	<b>142,774</b>	<b>132,406</b>

**Table 9.7 Top 20 home video films / 2009**

Danish title	Home video release date
1 Blå mænd	04-05-2009
2 Rejsen til Saturn	09-05-2009
3 Flammen & Citronen	30-09-2008
4 Far til fire – på hjemmebane	01-04-2009
5 Anja & Viktor 5 – i medgang og modgang	17-03-2009
6 Vikaren	11-12-2007
7 Frygtelig lykkelig	05-05-2009
8 Karla & Katrine	06-10-2009
9 Stegte grønne tomater (on-air)	05-02-2009
10 To verdener	26-08-2008
11 Disco ormene	28-04-2009
12 Kandidaten	03-03-2009
13 Kunsten at græde i kor	20-11-2007
14 Terkel i knibe	06-10-2004
15 Tempelriddernes skat III	23-09-2008
16 Baronessen fra benzintanken	18-05-2007
17 Dig & mig	04-03-2009
18 Karla's kabale	12-11-2008
19 Guldhornene	15-04-2008
20 Han, hun, Dirch og Dario	30-04-2007

## 10

## FOREIGN MARKETS

The European market is obviously important not only for Denmark but for a lot of European countries. In the 2003-2009 period, on average, more than 50% of the Danish features were sold abroad. The DFI's Festival Unit supports the promotion and marketing of Danish films abroad.

Table 10.1 Distribution of Danish feature films abroad / 2003-2009

Danish release year	2003	2004	2005	2006	2007	2008	2009
Number of Danish feature fiction films released in Danish cinemas	24	19	31	22	27	28	27
Hereof number of Danish feature fiction films sold abroad (Lumière)	17	10	17	13	8	17	14
Number of titles sold to Nordic countries	12	9	12	9	6	15	11
Number of titles sold to rest of Europe	15	9	11	12	5	14	9
Number of titles sold to the USA	1			1		4	1
Number of titles sold to the rest of the world	1	1	1			10	8

Table 10.2 Number of admissions sold abroad to Danish Films / 2003-2008

Danish release year	2003	2004	2005	2006	2007	2008
Domestic admissions to titles released in the year (1000s)	3,003	3,344	3,551	3,023	2,883	4,207
Foreign admissions to titles released in the year (1000s)	3,771	594	1,115	2,230	207	188
– in Nordic countries (excl. Denmark)	289	212	168	346	117	138
– in rest of Europe	3,198	380	943	1,662	90	50
– in USA	247			223		
– in rest of world	37	2	4			

Note:

All figures accumulated as per March 2009.

Table 10.3 Feature films screened outside Denmark, top 20 (released in DK 2003-2008)

Title	Release year in Denmark	Total admissions outside Denmark (1000s)	Europe (1000s)	USA (1000s)	Rest of world (1000s)	Number of countries	Total admissions in Denmark (1000s)
1 Dogville	2003	2,427	2,143	247	37	28	110
2 The Ugly Duckling and Me!	2006	1,108	1,108			13	108
3 Efter brylluppet	2006	971	748	223		19	388
4 Direktøren for det hele	2006	488	488			17	19
5 Adams æbler	2005	439	439			15	356
6 Arven	2003	280	280			11	376
7 Manderlay	2005	251	247		4	23	21
8 Brødre	2004	206	206			20	424
9 Dag Og Nat	2004	136	136			2	3
10 Reconstruction	2003	133	133			17	52
11 Dear Wendy	2005	129	129			19	15
12 Maria Larssons eviga ögonblick	2008	121	121			4	26
13 It's All About Love	2003	118	118			16	51
14 Voksne mennesker	2005	110	110			16	12
15 De grønne slagtere	2003	95	95			5	262
16 De Fortabte sjæles ø	2007	81	81			5	192
17 Terkel i knibe	2004	78	78			11	376
18 Strings	2005	75	75			14	17
19 De Fem benspænd	2003	67	67			16	13
20 Jungledyret Hugo 3 – Fræk, Flabet Og Fri	2007	65	65			4	119

**Table 10.4 Danish feature films – Festival participation abroad supported by DFI / 2003-2009**

	2003	2004	2005	2006	2007	2008	2009
Titles	92	94	91	92	101	109	81
Hereof new releases, titles (current and previous year)	31	34	41	42	46	36	33
Festivals / events with Danish participation	233	232	234	227	260	266	191
Awards at foreign festivals	63	60	61	76	55	51	33

**Table 10.5 Danish short films – Festival participation abroad supported by DFI / 2008 and 2009**

	2008	2009
Titles	43	36
Festivals / events with Danish participation	111	96
Awards at foreign festivals	17	11
Festivals / events in Denmark	6	8

**Table 10.6 Danish documentary films – Festival participation abroad supported by DFI / 2008 and 2009**

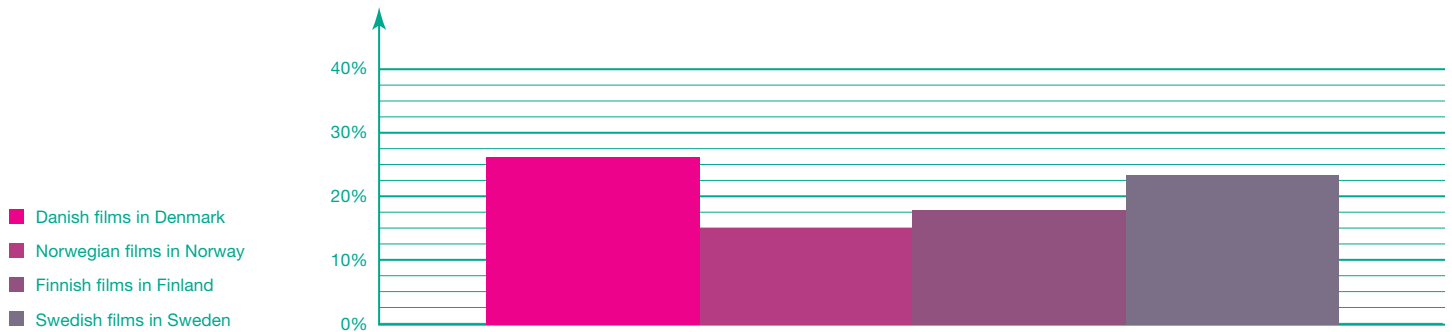
	2008	2009
Titles	52	52
Festivals / events with Danish participation	82	116
Awards at foreign festivals	11	47
Festivals / events in Denmark	3	7

Compared to other European countries, Danish films perform outstandingly well in the national market. For several years, Denmark has had the second highest national market share in Europe, bested only by France.

**Table 10.7 National market shares in Scandinavia / 2000-2009**

Admissions in percent of total national market											Average
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000-09
Danish films in Denmark	19%	31%	25%	26%	24%	32%	25%	26%	33%	17%	26%
Norwegian films in Norway	6%	15%	7%	19%	15%	12%	16%	16%	22%	21%	15%
Finnish films in Finland	15%	10%	17%	22%	17%	16%	23%	20%	23%	15%	18%
Swedish films in Sweden	26%	24%	17%	20%	23%	23%	20%	21%	20%	33%	23%

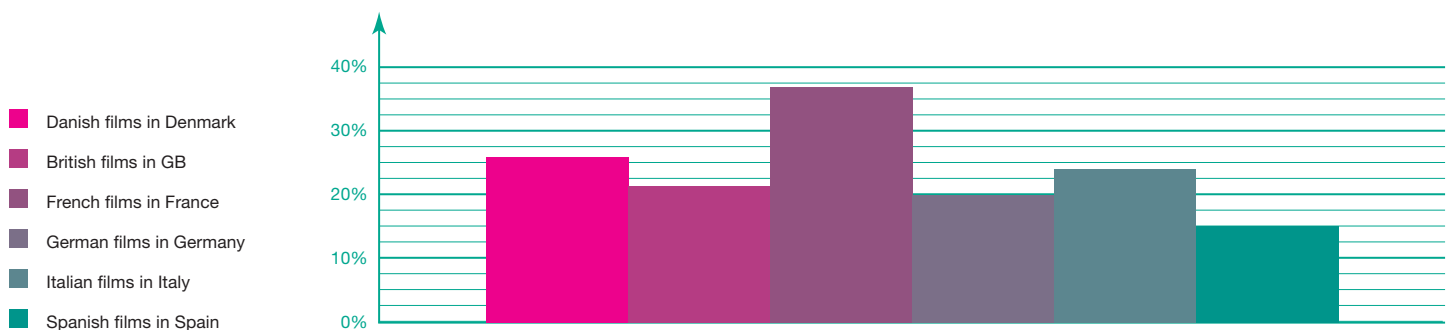
**Figure 10.8 National market shares in Scandinavia, average / 2000-2009**



**Table 10.9 National market shares, Denmark and the big five**

Admissions in percent of total national market											Average
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000-09
Danish film in Denmark	19%	31%	25%	26%	24%	32%	25%	27%	33%	17%	26%
British films in GB	19%	13%	16%	11%	23%	33%	19%	28%	31%	17%	21%
French films in France	29%	41%	35%	35%	38%	37%	45%	37%	46%	31%	37%
German film in Germany	13%	18%	12%	18%	24%	17%	26%	19%	27%	27%	20%
Italian films in Italy	18%	19%	22%	22%	20%	25%	26%	33%	29%	24%	24%
Spanish films in Spain	10%	18%	14%	16%	13%	17%	15%	13%	14%	15%	15%

**Figure 10.10 Denmark and the big five, average national market shares / 2000-2009**



## 11

## PUBLIC SERVICE FUND

The DFI is responsible for supporting and promoting the development and production of Danish television dramas and documentaries. In 2008 and 2009 the fund supported 23 projects, representing 80 hours of public-service television. 13 of these projects are produced or in production. The Public Service Fund is part of the Media Policy Accord.

Table 11.1 Public Service Fund / 2008 and 2009 (produced or in production)

Title	DK Television	Production company	Budget (1000s)	DFI subsidy (%)	Genre	TV documentary	TV drama	Episodes	Duration (min.)	Expected broadcast (month/year)
Climaniacs (prev. Den unge stemme)	dk4	Express tv-produktion	281	80%	Factual	x		8	40	nov-09
De syv drab	TV2 / Danmark	Selskabet	1.089	19%	Docu-drama	x		7	280	feb-10
De utro	TV2 / Danmark	Blu	129	75%	Docu-drama	x		1	25	sep-09
Kunsten at overleve som barn	SBS, Kanal 4	Eyeworks	60	75%	Factual	x		6	270	2010
Skolen	TV2 / Danmark	Blu	935	30%	Factual	x		8	200	sep-08
Velkommen til Borgen	dk4	Koncern TV- og Filmproduktion	371	79%	Factual	x		6	168	mar-10
Veninder på 1. klasse (prev. Den bedste tid)	SBS, Kanal 4	Vega Pictures ApS	919	54%	Docu-drama	x		15	375	mar-10
Vores Krig (prev. Danmark i krig)	TV2 / Danmark	Fridthjof Film A/S	1.055	65%	Factual	x		6	144	jan-10
Blekingegade	TV2 / Danmark	Zentropa	4.682	23%	Historic drama		x	5	210	dec-09
Cellen (prev. Terrorcellen)	SBS, Kanal 5	Respirator	1.230	50%	Comedy		x	12	276	2010
Kristian	TV2 / Zulu	Respirator	2.011	46%	Comedy		x	10	250	nov-09
Lulu & Leon (prev. Lulu – bankrøverens kone)	TV3	Fine / Mellow	6.719	30%	Drama		x	12	516	sep-09
Lærkevej	TV2 / Danmark	Cosmo Film	6.325	28%	Drama		x	10	420	sep-09

Table 11.2 Public Service Fund, key figures / 2008 and 2009

	TV documentary	TV drama	Total
Projects	14	9	23
Programs / episodes	82	79	161
TV hours	38	42	80
<b>Total subsidy (1000s)</b>	<b>2.929</b>	<b>6.638</b>	<b>9.567</b>
Subsidy (%)	31%	69%	100%

## 12

## VIDEO GAMES

The DFI is responsible for promoting Danish talent and the development of video games for children and young people. By supporting demos and prototypes the fund stimulates creative and commercial development in the sector. The video-game subsidy scheme is a part of New Danish Screen.

Table 12.1 Video Games / 2009

Title	Production company	Format	Genre	Target group	Prototype subsidy	Demo subsidy
Riders & Ranches Online	APEX – Virtual Entertainment ApS	Pc / Wii / iPhone	Roleplaying / Sports game / Simulation / MMOG	Girls, 12-18 years		x
Chase Ace – Off-World Leagues	Space Time Foam ApS	Pc	Shooting game / "top view shooter"	Boys, 10-16 years		x
Itsazoo- Manny's Jungle Rescue	Kiloo ApS	GBA / DS	Action puzzle platformer	8-12 years		x
Crimeville	Art of Crime ApS	Pc / Mobile online connections	Roleplaying / Strategy / Online community chat	6-12 years		x
Playing History	Serious Games Interactive	Pc / Mac / Browser based	Puzzle / Roleplaying / Learning / Education	9-13 years		x
Cryopolis	Little Computer People	Pc / Online browser based	Sci-fi Adventure	13 years+	x	
Face-Off in the Magic Circle	Copenhagen Game Collective I/S	Wii / pc	Beat 'em up / Fighting / Fantasy	10 years+	x	
Octoracer	Press Play ApS	Wii Ware / Other handheld / GBA / DS	Racing / Driving game	6 years+	x	
Mutatione	Die Gute Fabrik	Pc / Mac	Action / Adventure	8 years+	x	
Noiscape	Unified Games ApS	iPhone / iPhone Touch	Music	12-18 years	x	
Icreatures	Tactile Entertainment ApS	iPhone / Smartphone	Pet Games	7-12 years	x	
Klub Cirkeline	Klub Cirkeline ApS	Pc / mac	Social game	4-8 years	x	
Melvin	Metopia	Pc / (xBox 360 Live)	Platform game	Boys, 10 years+	x	
Trainbombing	Sybo Games	Pc / iPhone	Platform game	10-18 years	x	
Goodiegojserne	Clh ApS	Pc / Online	Sports game / Management	3-6 years	x	
Squeak the Squirrel	Betapilot I/S	Pc / Mobile phone	Mobile pet	All ages	x	
Icreatures	Tactile Entertainment ApS	iPod Touch & iPhone	Pet game / simulation	7-12 years		x
PinballDJ	Unified Games ApS	iPhone / iPhone Touch / Nintendo	Music	12-18 years		x
Face-Off in the Magic Circle	Copenhagen Game Collective	Wii Ware	Beat 'em up	10 years+		x
Klub Cirkeline	Klub Cirkeline ApS	Pc / Mac	Creativity	4-8 years		x
Blinded	PortaPlay	Pc / (iPhone)	Action adventure	Blind children & teenagers		x



## 13

## DFI CINEMATHEQUE &amp; COLLECTION

The Cinematheque features three theatres, screening Danish and international films that would not otherwise be shown in Danish cinemas. The DFI Library is Denmark's research library for film and television. The DFI Film Archive keeps more than 30,000 titles in cold storage, preserving the films for future generations. The DFI's Video on Demand facility is a new programme for schools and libraries across Denmark.

Table 13.1 Cinematheque / 2008 and 2009

	2008	2009
Screenings	2,117	2,227
Admissions	93,169	103,771
Titles shown	1,043	1,119

Table 13.2 Film archive – copies and masters / 2009

Number of titles with archive material	29,723
Total number archive material	69,060
Hereof Nitrat	11,668
Hereof safety / polyester-film	40,471
Hereof other film material	16,921

Table 13.3 Library and photo archive / 2009

Stock of monographs and serial publications	77,712
Stock of clipping files	70,268
Stock of catalogued documents / items from special collections	5,468
Periodicals, subscribers	205
Stock of stills and posters (m)	2,4

Table 13.4 DFI Video on Demand for schools and libraries (Filmstriben) / 2009

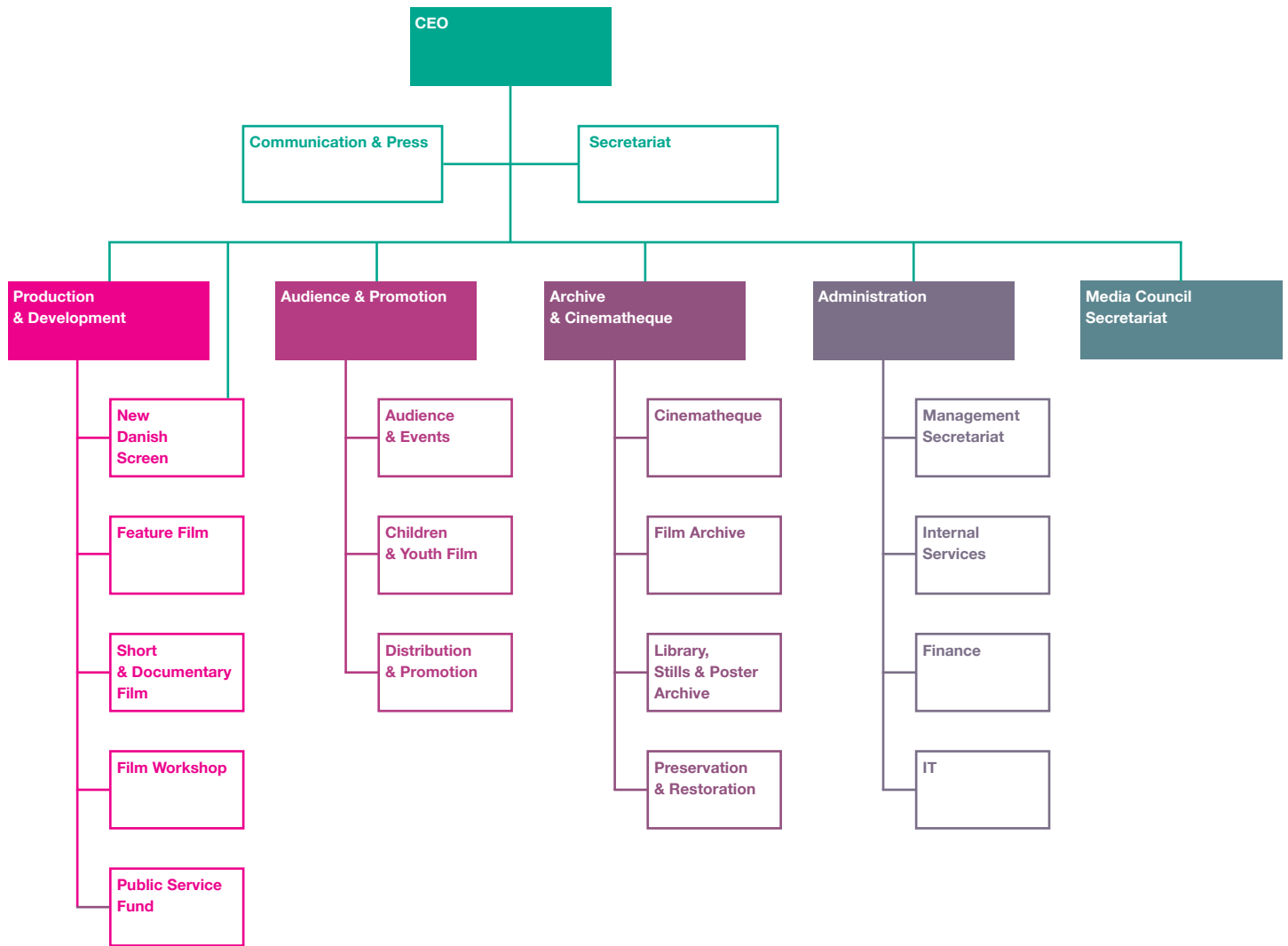
Available films (shorts & documentaries)	655
Subscribers – schools	1,680
Subscribers – libraries	48
Broadcast of films – schools	161,321
Broadcast of films – libraries	3,497

Note:  
Data is per year-end 2009

Table 13.5 DFI VOD for schools and libraries, top 20 / 2009

Title	Production year	Screenings
1 Aben Osvald	2001	7,006
2 Eat Shit and Die	2007	4,196
3 Lille Lise	2005	3,620
4 Pin up	1995	2,758
5 100 meter fri	1993	2,676
6 Valgaften	1998	2,552
7 Drengen i kufferten	2006	2,437
8 Buldermanden	1995	2,035
9 Bennys badekar	1971	1,918
10 Da Gud fik en hobby	1998	1,650
11 Ernst og lyset	1996	1,650
12 Verdens uartigste dreng	1998	1,617
13 Der er en yndig mand	2002	1,521
14 Cirkeline – Højt fra ..	1970	1,512
15 Spøgelsespigen	2008	1,499
16 Bror, min bror	1998	1,482
17 Klimamysteriet	2007	1,468
18 Eksamen	1993	1,451
19 Ska' vi være kærester?	1996	1,424
20 Life is a bitch	1993	1,415

# DFI ORGANIZATION CHART



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**ABBREVIATIONS**

n/a — Data unavailable at time of print  
GBO — Gross Box Office incl. VAT  
m — Million  
MG — A distributor minimum guarantee included in the finance of the film  
NFTF — Nordic Film and Television Fund

All economic figures are in Euros unless otherwise specified.

The Euro exchange rate used here is 7.4423 (March 2010).

Economic figures have not been regulated.

Economic figures have been rounded (figures may differ from manual calculations).

The year stated in the publication is the year of subsidy, unless otherwise specified.

**DEFINITION: NATIONAL FEATURE FILM**

A national feature film is defined as follows: a feature film must be a minimum of 60 minutes; fiction or documentary; the principal production company must be Danish; the film must be given a theatrical release in Denmark.

**DEFINITION: COPRODUCTION**

Coproductions are either classified as major coproductions or minor coproductions depending on the domicile of the principal production company.

Major coproduction: A Danish film with foreign participation (country of origin: Denmark)

Minor coproduction: A foreign film with Danish participation (country of origin: foreign)

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

