



**FACTS &
FIGURES
2003
DANISH
FILM INSTITUTE**

PRODUCTION AND EXHIBITION FIGURES FOR 2002

TABLE 1

KEY FIGURES DENMARK

Population (2002)		5.4 m
Government/political organization		Constitutional monarchy
Average G.D.P. per capita/per month (2002)	Euro 2,834	21,057 DKK
Regulatory body for media		Ministry of Cultural Affairs
Budgets (2003)		
Total government subsidy to cinema activities	Euro 47 m	350 m DKK
- hereof for production (feature films)	Euro 21.5 m	160 m DKK
- hereof for production (shorts & documentaries)	Euro 4,5 m	33.5 m DKK
Production (2002)		
FEATURE FILMS		
Danish feature films released		19
- supported by DFI (finance: national or "major" coproductions)		18
- of these: films for children and young people		6
Minor co-productions released (in C.o.O. 2002)		4
and supported by DFI		4
Average cost of a feature film	Euro 2 m	14 m DKK
Average subsidy coverage		45%
SHORT FILMS & DOCUMENTARIES		
DFI Danish short films & documentaries (2001)		50
- allocated production support (5 released commercially)		32
- promotion support		16
- minor co-productions 2001 (C.o.O. offshore)		2
Average cost of a short & documentary (2001)	Euro 0.718 m	DKK 1.6 m
Average subsidy coverage (2001)		46%
Distribution (2002)		
Number of distributors		14
Number of films screened		616
Number of first releases		208
Average number of admissions: national films released 2002		175,000
Average number of admissions: foreign films released 2002		52,000
Exhibition (2002)		
Cinemas		
Number of cinemas		162
Number of screens		358
Number of seats (1000s)		53,900
Number of admissions per capita		2.39
Average ticket price incl. VAT	Euro 7.67	DKK 57
Average film rental percentage of GBO		45%
Cinema admissions (national share 27 percent)		DKK 13 m
GBO incl. VAT (national share 28 percent)	Euro 100 m	DKK 740 m
Television & Video (2002)		
Number of public nationwide broadcasting channels		
[DR1; DR2 (satellite 74% coverage); TV2; TV 2 Zulu]		4
Number of nationwide private channels		
[TV3, TV3+, Tv Danmark1; TvDanmark2]		4
TV, cable, satellite dish penetration of households:		
TV		97%
Cable		63%
Satellite dish		16%
VCR penetration		80%
DVD penetration		25%

TABLE 2

DFI BUDGET 2003

	EURO (1000s)	DKK (1000s)
PRODUCTION & DEVELOPMENT		
Talent Pool	2,503	18,600
Feature films subsidies		
- Production (consultant scheme)	11,844	88,000
- Production (60-40 scheme)	5,384	40,000
- Script (consultant scheme)	673	5,000
- Development	1,077	8,000
Shorts & documentaries subsidies		
- Production	4,038	30,000
- Script & development	471	3,500
Other subsidies		
- Workshops	67	500
- Workshops (external)	269	2,000
- Eurimages & NFTF	1,211	9,000
TOTAL ALLOCATION SUBSIDIES / PRODUCTION & DEVELOPMENT	27,536	204,600
DISTRIBUTION & MARKETING		
Feature films		
- Exhibition (promotion)	1,279	9,500
- Print subsidies	606	4,500
- Promotion - international	404	3,000
- Promotion - Danish festivals	67	500
- Other promotion	202	1,500
- Import of foreign, quality films	303	2,250
- Subtitles	34	250
SUBTOTAL	2,894	21,500
Shorts & documentaries		
- Festivals (Denmark)	67	500
- Festivals (international)	135	1,000
- Acquisition of shorts & documentaries	67	500
- Renewal of licences	67	500
- Royalties	202	1,500
- Print subsidies	135	1,000
- Promotions subsidies	202	1,500
- DVD-production/ miscellaneous	269	2,000
SUBTOTAL	1,144	8,500
Cinemas		
- Cinema refurbishment & establishment	269	2,000
- Art cinemas	336	2,500
SUBTOTAL	606	4,500
Center for Children & Young People		
	404	3,000
Media Desk	94	700
TOTAL ALLOCATION SUBSIDIES DISTRIBUTION & MARKETING	5,141	38,200
Total allocation for grants for specific purposes (publications, education, organizations etc.)		
	336	2,500
TOTAL ALLOCATION FOR SUBSIDY PURPOSES	33,015	245,300
TOTAL OPERATION COSTS	14,118	104,900
TOTAL	47,133	350,200

Note 1) Total operation costs include the running of the DFI Archive, Library, Cinematheque, Videotheque, Café and public facilities. The DFI employs almost 150 people.

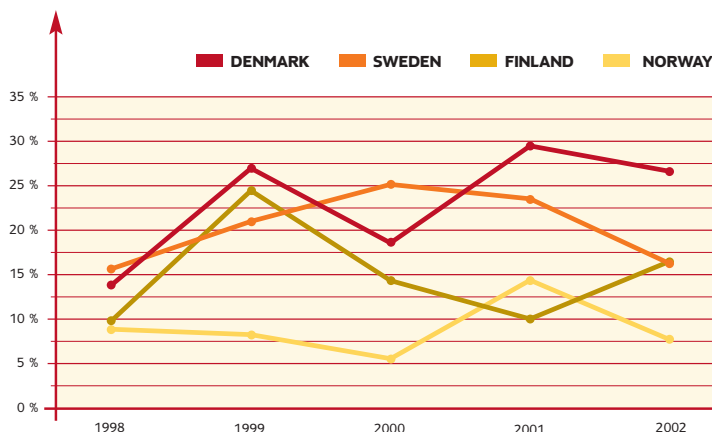
Note 2) Currency conversion: EURO 1 = DKK 7.43

Note 3) The total budget above is the amount allocated in the government Budget 2003, and does not include incoming revenue or transfer from the previous year.

FIGURE 1

NATIONAL MARKET SHARE / NORDIC COUNTRIES (PERCENT)

How countries' films perform on the domestic market

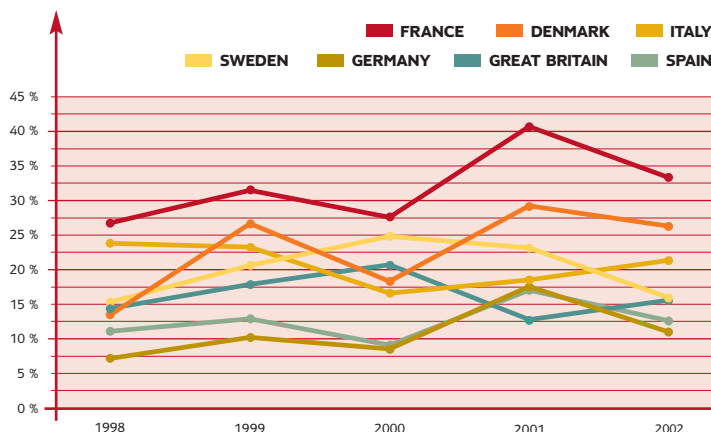


Source: Yearbook 2002, Volume 3, T.12.6., European Audiovisual Observatory, Strasbourg. Figures for 2002 are provisional, as is the 2001 figure for Finland.

FIGURE 2

NATIONAL MARKET SHARE / EUROPE (PERCENT)

How countries' films perform on the domestic market



Source: Yearbook 2002, Volume 3, T.12.6., European Audiovisual Observatory, Strasbourg. Figures for 2002 are provisional.

TABLE 3

FEATURE FILMS / RELEASES 2002

English title	Release		Admissions	Admissions	Production	Production	DFI		Participation		Subsidy					
			accumulated	01.01.02		costs	costs	subsidy	subsidy	type	type					
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
1 P.O.V. - Point of View	2002.01.25		1	1	a	12,037	1,620	62	7,432	1,000	dk-se-[dr]-[nftf]	tw-gds	o	1	drama	107
2 Catch That Girl	2002.01.25	f-ch-y	236	235	r	13,375	1,800	37	5,000	673	dk-se-no-[tv2]-[nftf]	60-40	o	1	action	90
3 Minor Mishaps	2002.02.15		114	113	r	10,235	1,378	59	6,000	808	dk-[tv2]-[nftf]	gds	o	2	drama	105
4 Polle Fiction *	2002.03.08		267	267	...	-	-	-	-	-	...	o	2	comedy	90	
5 The Zookeeper *	2002.03.15		-	-	...	-	-	-	-	-	...	o	2	drama	108	
6 Okay	2002.03.27		236	235	b	13,206	1,777	58	7,624	1,026	dk-[tv2]	vw	o	3	drama-com	93
7 Charlie Butterfly	2002.05.03				b	10,087	1,358	69	7,000	942	dk	gds	o	1	drama	100
8 House of Hearts	2002.06.07		5	5	b	15,800	2,127	54	8,500	1,144	dk-is-tr-[eur]	tw	o	2	drama	88
9 Little Big Girl	2002.06.14	f-ch-y	149	141	b	15,273	2,056	51	7,754	1,044	dk-se-[dr]-[nftf]	td	L	2	drama	92
10 The Man Who Couldn't Say No	2002.06.28		70	70	b	9,457	1,273	57	5,397	726	dk-de	60-40	o	1	comedy	95
11 Old Men in New Cars	2002.07.12		337	337	b	14,506	1,952	34	5,000	673	dk-se-[tv2]	60-40	o	4	action-com	95
12 Joystick Nation	2002.08.30	f-ch-y	8	8	b						dk-[tv1000]	mg	o	1	comedy	101
13 Open Hearts	2002.09.06		506	502	b	8,747	1,177	58	5,061	681	dk-[dr]	vw	o	7	dogme	103
14 Wallah Be	2002.09.27	f-ch-y	47	45	b	7,500	1,009	47	3,499	471	dk-[tv2]-[nftf]	td	o	1	comedy	85
15 My Sister's Kids II	2002.10.11	f-ch-y	521	506	b	16,732	2,252	30	5,000	673	dk-[dr]	60-40	o	3	comedy	84
16 Facing the Truth	2002.10.25		86	67	b	22,000	2,961	52	11,394	1,534	dk-[tv2]-[nftf]	gds	o	9	drama	98
17 Wilbur Wants To Kill Himself	2002.11.08		167	131	b	29,998	4,037	12	3,521	474	dk-sc-se-fr-[tv2]-[nftf]	vw	o	4	drama	105
18 Halalabad Blues	2002.11.29		27	22	b	16,808	2,262	51	8,584	1,155	dk-[dr]	gds	o	4	drama	110
19 Bertram & Ko	2002.12.25	f-ch-y	179	96	b	12,349	1,662	40	5,000	673	dk	60-40	L	10	comedy	80
* not supported by the DFI																
Total			2,956	2,783		228,109	30,701	45	101,766	13,697						
Average			156	146		14,257	1,919	45	6,360	856						

FEATURES RELEASED 2001 - that have had a significant influence on the national market share 2002

My Sister's Kids	2001.10.12	f-ch-y	410	15	
Kira's Reason - A Love Story	2001.10.26		83	19	
Shake It All About	2001.11.16		584	255	
Olsen Banden Junior	2001.12.14	f-ch-y	195	121	
Other Danish films 2002				310	
- including NO-DK co-production: <i>I Am Dina</i>					
Total				3,503	

OFFSHORE COPRODUCTIONS / MINOR / This overview is limited to films that have received a DFI subsidy

20 I Am Dina (NO 2002.03.08)	2002.03.15		261	261	b	131,000	4	5,285	no-dk-de-fr-se-[nftf]-[eur]	60-40	l	3	drama	124
21 Tsatsiki II (SE 2001.12.25)	2002.07.12	f-ch-y	13	13	b	15,782	5	750	se-dk-no-[dr]-[nftf]-[eur]	...	o	-	comedy	88
22 Lilya 4-ever (SE 2002.08.23)	2002.09.27		16	15	b	23,813	13	3,000	se-dk-[nftf]	vw	o	-	drama	109
23 We Can Be Heroes! (SE 2002.08.30)	not yet released DK	f-ch-y			b	14,351	7	1,000	se-dk-[nftf]	...	o	3	drama	89

COLUMNS Column b: English title. Column c: release date. Column d: Films for family-children-youth. Column e: admissions as of 31.03.2003. Column f: admissions as of 31.12.2002 (source: national bureau of statistics: Statistics Denmark (Danmarks Statistik). Column g: either "a" for account figures or "b" for budget-figures. Column h: production costs. Column i: percent of dfi subsidy to production costs. Column j: DFI-subsidy. Column k: country or organization that has participated in the financial costs of the film: de: Germany, dk: Denmark, est: Estonia, fi: Finland, fr: France, gb: Great Britain, it: Italy, is: Iceland, la: Latvia, mo: Morocco, nl: The Netherlands, no: Norway, se: Sweden, tr: Turkey. Organizations are limited to the following: [dr]: DRTV Danish Broadcasting Corporation. [tv2]: TV 2/Danmark. [tv1000]: Canal+. [nftf]: Nordic Film & TV Fund. [eur]: Eurimages. [mp]: EU Media Programme. Column l: films are supported either through the 60-40 scheme (a system whereby box office potential is the main consideration) or by recommendation by a DFI film consultant. Initials of the film consultants: td: Thomas Danielsson, mg: Morten Grundwald, gds: Gert Duve Skovlund, vw: Vinca Wiedemann, tw: Thomas Winding. Column m: "l" based on a literary work. "o" original screenplay. Column n: number of feature films by the director. Column o: genre. Column p: length in minutes. **Further information about these releases can be found on DFI's website: www.dfi.dk**

TABLE 4

NUMBER OF DANISH FEATURE FILMS / FOREIGN FINANCIAL PARTICIPATION

	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	Total
Nordic												110
Estonia									1			1
Faeroe Islands									1			1
Finland									1	1		2
Iceland				2	1	1	2		1		1	8
Latvia										1		1
Norway	2	1	3	2	5	5	5	4	2	2	1	32
Sweden	5	5	6	4	8	7	6	5	5	4	5	60
Europe												43
France					1	1	2		1		1	6
Germany		1	1	3	2	3	1	3	2	1		17
Great Britain					2	1			1	1		5
Ireland											2	2
Italy						1	1	1				3
The Netherlands		1		1	1	1		1				5
Poland					1							1
Portugal			2									2
Russia		1										1
Turkey										1		1
Other												4
USA					1		1					2
Morocco								1				1
Costa Rica				1								1

TABLE 5

COUNT OF DANISH FEATURE FILMS

	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02
Feature films (national finance 100%)	6	8	9	10	8	12	8	10	7	11
Feature films (major co-productions)	5	6	4	10	8	6	8	7	12	8
National features total	11	14	13	20	16	18	16	17	19	19
Minor co-productions (Foreign films with a minor Danish investment and released in their country of origin in 2002)	5	3	4	1	6	3	4	4	3	4
Total	16	17	17	21	22	21	20	21	22	23

NOTES ON PRODUCTION TABLES

Defining country of origin / count of national films

a) **FEATURE FILMS:** A national feature film is defined as follows: a feature film must be a minimum of 60 minutes; fiction; the principal production company (in almost all cases a recipient of a DFI subsidy) must be Danish; the film must be given a theatrical release in Denmark.

b) **CO-PRODUCTIONS:** Co-productions are either classified as national films or offshore co-productions (respectively major co-productions and minor co-productions) depending on the domicile of the principal production company. An offshore co-production in the context of this brochure is defined as a film for which the principal production company is domiciled offshore; Denmark will be a minor coproducer; and Danish finance will be a component of the financial structure. The count of national co-productions and Danish releases is based on figures in annual issues of this brochure and does not necessarily tally with figures in other publications.

DFI production of short films and documentaries

The Danish Film Institute supports the production of short fiction and documentary films. A catalogue of these films can be accessed on the DFI website.

TABLE 6

TOP TWENTY DENMARK 2002 / ALL FILMS

English Title / Danish Title	Country	Distributor	Release year/week	Number of admissions 2002	Share of total admissions in percent (%)	Gross Box Office incl. VAT (1000s) DKK	Gross Box Office incl. VAT (1000s) EURO	Share of total GBO in percent (%)
1 The Lord of the Rings: Fellowship of the Ring/ Ringenes Herre: Eventyret om Ringen	USA/NZ	SF-Film	2001/51	1,021,252	7.91	72,552	9,765	9.81
2 Harry Potter and the Chamber of Secrets/ Harry Potter og Hemmelighedernes Kammer	USA	SMD	2002/47	602,849	4.67	43,643	5,874	5.90
3 Lord of the Rings: The Two Towers/ Lord of the Rings: De to tårne	USA/NZ	SF-Film	2002/51	515,062	3.99	40,685	5,476	5.50
4 My Sister's Kids II/ Min Søsters Børn i sneen	DAN	SMD	2002/41	506,312	3.92	25,069	3,374	3.39
5 Open Hearts/ Elsker Dig for evigt	DAN	Nordisk	2002/36	502,236	3.89	25,667	3,454	3.47
6 Star Wars: Episode II - Attack of the clones/ Star Wars: Episode II - Klonernes angreb	USA	SF-Film	2002/20	458,169	3.55	28,107	3,783	3.80
7 Spider-Man/ Spider-Man	USA	Nordisk	2002/26	423,543	3.28	24,524	3,301	3.32
8 Monsters Inc/ Monsters Inc	USA	Buena Vista	2002/06	384,484	2.98	19,339	2,603	2.61
9 Old Men in New Cars/ Gamle mænd i nye biler	DAN	SMD	2002/28	337,098	2.61	19,272	2,594	2.61
10 Ice Age/ Ice Age	USA	SF-Film	2002/12	272,557	2.11	14,069	1,894	1.90
11 Oceans Eleven/ Oceans Eleven	USA	SMD	2002/07	266,945	2.07	15,604	2,100	2.11
12 Polle Fiction/ Polle Fiction	DAN	SF-Film	2002/10	266,618	2.07	14,364	1,933	1.94
13 Men In Black II/ Men in Black II	USA	Nordisk	2002/30	265,430	2.06	15,854	2,134	2.14
14 I Am Dina/ Jeg er Dina	DAN/NOR	Nordisk	2002/11	260,551	2.02	12,365	1,664	1.67
15 Shake It All About/ En kort en lang	DAN	Angel	2001/46	254,826	1.97	12,989	1,748	1.76
16 Okay/ Okay	DAN	Angel	2002/13	235,023	1.82	12,053	1,622	1.63
17 Catch That Girl/ Klatretøsen	DAN	SMD	2002/04	234,569	1.82	11,123	1,497	1.50
18 Harry Potter and the Sorcerer's Stone/ Harry Potter og de vises sten	USA	SMD	2001/47	217,849	1.69	12,310	1,657	1.66
19 Lilo & Stich/ Lilo & Stich	USA	Buena Vista	2002/36	204,504	1.58	10,128	1,363	1.37
20 Minority Report	USA	SF-Film	2002/32	197,344	1.53	12,732	1,714	1.72

* During the first quarter of 2003 admissions to the above Danish films increased by 21,336.

Total Top-20	7,427,221	57.53	442,450	59,549	59.81
Total of all admissions 2002/ Total gross box office revenue 2002	12,910,630	100.00	739,753	99,563	100.00

TABLE 7

TOP TWENTY DENMARK 2002 / DANISH FILMS

English Title / Danish Title	Distributor	Release year/week	Number of admissions 2002	Share of total admissions in percent (%)	Gross Box Office incl. VAT (1000s) DKK	Gross Box Office incl. VAT (1000s) EURO	Share of total GBO in percent (%)
1 My Sister's Kids II/ Min søsters børn i sneen	SMD	2002/41	506,312	3.92	25,069	3,374	3.39
2 Open Hearts/ Elsker dig for evigt	Nordisk	2002/36	502,236	3.89	25,667	3,454	3.47
3 Old Men in New Cars/ Gamle mænd i nye biler	SMD	2002/28	337,098	2.61	19,272	2,594	2.61
4 Polle Fiction/ Polle Fiction	SF-Film	2002/10	266,618	2.07	14,364	1,933	1.94
5 I Am Dina/ Jeg er Dina	Nordisk	2002/11	260,551	2.02	12,365	1,664	1.67
6 Shake It All About/ En kort en lang	Angel	2001/46	254,826	1.97	12,989	1,748	1.76
7 Okay/ Okay	Angel	2002/13	235,023	1.82	12,053	1,622	1.63
8 Catch That Girl/ Klatretøsen	SMD	2002/04	234,569	1.82	11,123	1,497	1.50
9 Little Big Girl/ Ulvepiggen Tinke	SMD	2002/24	141,416	1.10	6,482	872	0.88
10 Wilbur Wants to Kill Himself/ Wilbur begår selvmord	Nordisk	2002/45	130,700	1.01	5,673	764	0.77
11 The Olsen Gang Junior/ Olsen Bønden Junior	Nordisk	2001/50	120,679	0.93	5,691	766	0.77
12 Minor Mishaps / Små ulykker	Nordisk	2002/07	113,419	0.88	5,935	799	0.80
13 Bertram & Co. / Bertram & Co.	Buena Vista	2002/52	96,188	0.75	4,889	658	0.66
14 The Man Who Couldn't Say No / Humørkortstativsælgerens Søn	Angel	2002/26	69,945	0.54	3,757	506	0.51
15 Facing The Truth / At kende sandheden	Nordisk	2002/43	66,914	0.52	3,816	514	0.52
16 Wallah Be / Kald mig bare Axel	Nordisk	2002/39	45,081	0.35	2,180	293	0.29
17 Halalabad Blues / Halalabad Blues	Angel	2002/48	22,057	0.17	1,049	141	0.14
18 Kira's Reason - A Love Story / En kærlighedshistorie	SMD	2001/43	19,319	0.15	841	113	0.11
19 My Sister's Kids / Min søsters børn	SMD	2001/41	14,908	0.12	544	73	0.07
20 Uncle Danny ... / Onkel Danny ...	DFI	2002/34	8,293	0.06	504	68	0.07

Total Top-20	3,446,152	26.69	174,263	23,454	23.56
Total Danish films 2002	3,502,678	27.13	178,292	23,996	24.10

FIGURE 3

NUMBER OF ADMISSIONS IN DANISH CINEMAS

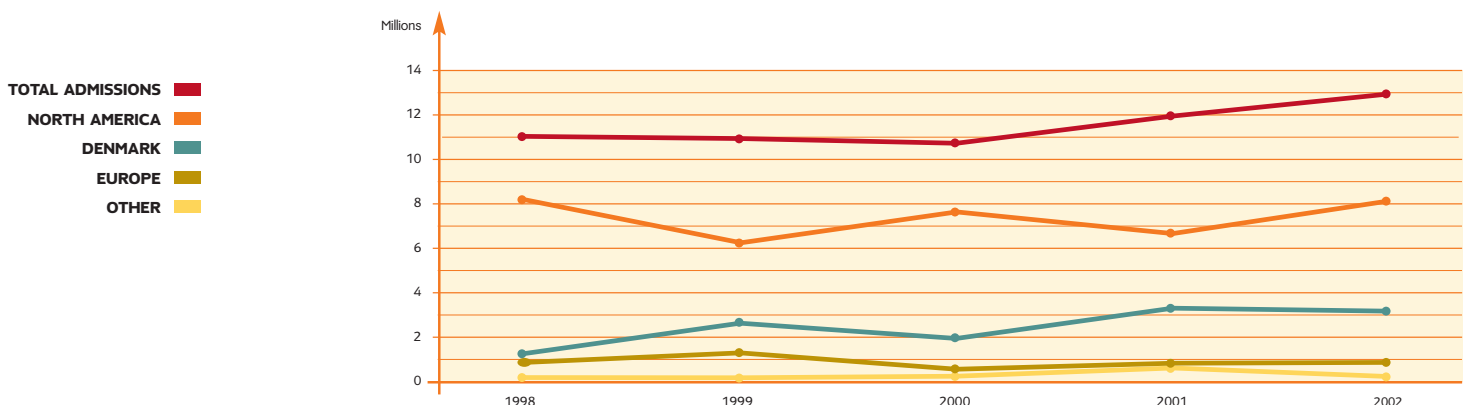


TABLE 8

DANISH CINEMAS: ADMISSIONS / GROSS BOX OFFICE 1980-2002

	Admissions 1000s								Gross Box Office Revenue (incl. VAT)								EURO 1000s			
	Danish	%	Europe Other	%	USA	%	Other	%	Total	Danish	%	Europe Other	%	USA	%	Other	%	Total		
1980	3,720	23	4,135	26	7,103	45	985	6	15,943	9,004	21	11,194	26	19,984	47	2,750	6	42,932		
1981	4,101	25	3,549	22	7,903	49	655	4	16,208	11,033	24	10,731	23	23,157	50	1,813	4	46,734		
1982	2,995	21	3,480	24	7,191	50	606	4	14,272	8,212	18	11,141	25	23,400	52	1,949	4	44,702		
1983	2,830	20	3,234	23	7,332	53	429	3	13,825	8,471	18	12,011	26	25,171	53	1,441	3	47,094		
1984	2,754	23	2,229	19	6,590	56	214	2	11,787	8,534	21	8,116	20	23,877	58	730	2	41,257		
1985	2,193	19	2,265	20	6,590	58	230	2	11,278	7,281	18	8,832	21	24,388	59	973	2	41,474		
1986	2,867	25	1,479	13	6,884	61	125	1	11,355	9,946	22	5,830	13	29,717	65	469	1	45,963		
1987	2,441	21	1,796	16	6,334	55	877	8	11,448	9,117	19	7,982	17	27,181	56	3,831	8	48,111		
1988	1,906	19	1,340	13	5,994	60	722	7	9,962	8,072	18	5,810	13	27,049	61	3,547	8	44,478		
1989	1,704	17	1,987	19	6,393	62	171	2	10,255	7,127	15	9,515	20	30,076	63	730	2	47,448		
1990	1,639	17	803	8	7,110	74	72	1	9,624	6,445	15	3,276	7	33,771	77	280	1	43,771		
1991	1,193	13	547	6	7,430	81	48	1	9,218	4,751	11	2,280	5	37,241	84	171	0	44,442		
1992	1,577	18	508	6	6,521	75	42	0	8,648	6,456	15	2,429	6	33,530	79	195	0	42,610		
1993	1,761	17	752	7	7,370	72	339	3	10,222	8,338	16	3,554	7	38,911	74	1,680	3	52,484		
1994	2,318	23	1,033	10	6,675	65	272	3	10,298	11,722	21	5,251	10	36,328	66	1,341	2	54,642		
1995	776	9	699	8	7,057	80	285	3	8,817	4,041	8	3,614	7	39,482	81	1,518	3	48,655		
1996	1,660	17	1,568	16	6,607	67	59	1	9,894	10,178	17	9,084	15	39,747	67	249	0	59,257		
1997	2,239	21	1,453	13	6,961	64	190	2	10,843	12,315	19	8,572	13	43,560	66	1,102	2	65,549		
1998	1,589	14	1,203	11	8,159	74	60	1	11,011	9,040	13	6,548	9	56,120	78	355	0	72,062		
1999	3,006	28	1,644	15	6,228	57	37	0	10,915	18,637	26	10,868	15	42,268	59	240	0	72,013		
2000	2,050	19	918	9	7,573	71	150	1	10,691	13,051	18	6,083	8	54,548	73	963	1	74,645		
2001	3,631	30	1,164	10	6,626	56	500	4	11,921	24,298	28	7,793	9	51,386	59	3,523	4	87,000		
2002	* 3,503	27	1,131	9	8,149	63	127	1	12,910	23,727	24	7,995	8	66,935	67	906	1	99,563		

* The feature film *I am Dina* is counted as a Danish film.

COMMENTS A) Public screenings not included in admission and revenue figures are estimated to be less than one percent of the total market. This includes: 1) Screenings at national film festivals. 2) Screenings of some shorts and documentaries, figures for which are unavailable. 3) Screenings by the few distributors/cinema proprietors who do not convey figures to Danmarks Statistik. B) Figures for admissions for Denmark can include a small number of short films and documentaries, usually supported by the DFI or Short Fiction Film Denmark. The number of admissions to these films are less than a half percent. C) VAT for the period 1976-1992 increased at different stages from 15 percent to 25 percent. For the years 1980 to 1991 value added tax was 22 percent. From 1992 it was raised to 25 percent. D) Figures for 1993 include the German-Danish co-production *The House of the Spirits* (accumulated admissions: 940,700); and 2002 includes the Norwegian-Danish co-production *I am Dina* (admissions 260,551).

FIGURE 4

DANISH CINEMAS: AVERAGE NUMBER OF ADMISSIONS PER FILM 1993-2002

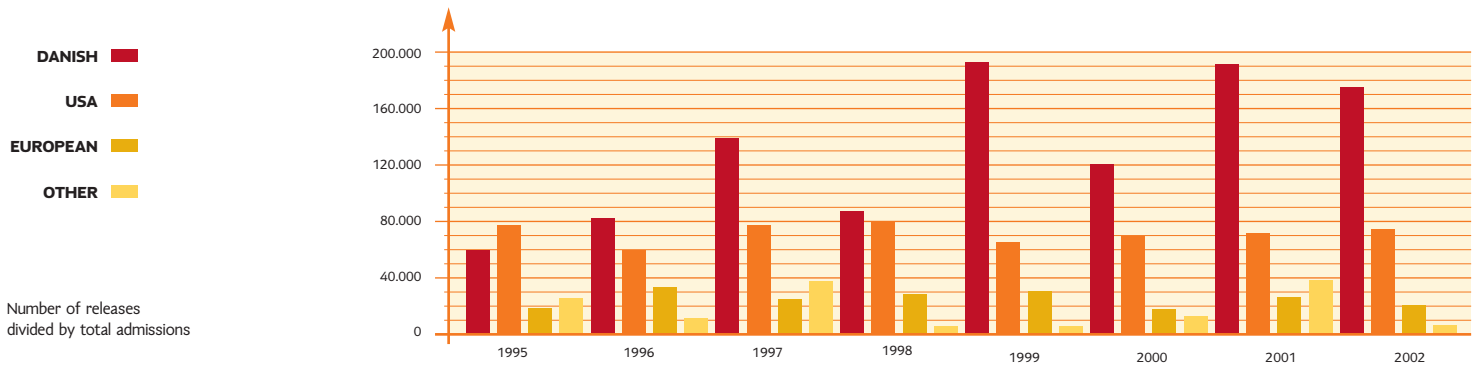


TABLE 9

ORIGIN OF FILMS SCREENED (TERRITORY) 2002

	ALL FILMS IN CIRCULATION 2002						NEW RELEASES 2002					
	Number of titles	Admissions (1000s)	(%)	Gross Box Office incl. DKK (1000s)	incl. VAT EURO (1000s)	(%)	Number of titles	Admissions (1000s)	(%)	Gross Box Office incl. DKK (1000s)	incl. VAT EURO (1000s)	(%)
Europe	289	4,634	36	235,694	31,722	37	88	4,107	38	211,350	28,445	34
North America	293	8,150	63	497,376	66,942	59	109	6,756	62	405,502	54,576	65
South/Central America	5	29	-	1,585	213	-	2	29	-	1,564	211	-
Africa	1	-	-	3	-	-	-	-	-	-	-	-
Asia	22	53	-	2,843	383	-	8	47	-	2,620	353	-
Australasia	6	44	-	2,251	303	-	1	-	-	12	2	-
TOTAL	616	12,911	100	739,753	99,563	100	208	10,939	100	621,047	83,586	100
Denmark (feature films) *	124	3,503	27	178,292	23,996	24	20	3,043	28	154,510	19,421	25
Denmark (shorts & documentaries)	-	-	-	-	-	-	9	13	-	730	2	-
Europe excl. Denmark	165	1,132	9	57,402	7,726	8	59	1,050	10	56,109	9,022	9
USA	293	8,149	63	497,329	66,935	67	108	6,755	62	405,460	54,571	65
Remainder	34	127	1	6,730	906	1	12	77	1	4,237	570	1

* *I Am Dina* included as a Danish film in exhibition tables (260,551 total admissions at 31.12.2002)

Note: Nine documentary films are included among "new releases": *Onkel Danny - Portræt af en Karma Cowboy*; *Stjernekigger*; *Flash of a Dream*; *Dronningens Musikanter*; *The Wild East - Portræt af en Storbymode*; *Jeg husker - Fortællinger fra Grønland*; *Afrika i Aalborg*; *Natsværmer*; *Angels of Brooklyn*. Admissions for *Onkel Danny* totalled 11,000 in May 2003.

TABLE 10

NUMBER OF FILMS SCREENED 1988-2001

	All films in circulation 2002					Hereof new releases 2002					
	DK	Europe	USA	Other	All	DK 1)	DK 2)	Europe	USA	Other	All
1990	185	215	411	30	841	13	13	34	120	6	173
1991	171	171	408	21	771	9	9	29	105	4	147
1992	192	145	342	17	696	11	9	28	92	5	134
1993	152	138	307	14	611	10	11	27	109	5	152
1994	121	121	274	24	540	14	14	23	102	12	151
1995	106	116	275	27	524	13	12	36	91	11	150
1996	104	141	290	23	558	20	22	46	110	5	183
1997	108	177	273	25	583	16	17	59	89	5	170
1998	125	154	258	24	561	18	23	42	101	10	176
1999	116	189	289	26	620	16	22	53	95	6	176
2000	118	159	315	29	621	17	21	51	108	12	192
2001	127	177	323	34	661	19	24	43	92	13	172
2002	123	166	290	37	616	19	28	55	108	17	208

Note table 10:

Danish feature film releases:
Column DK 1) shows a count of feature films by the DFI.
Column DK 2) shows a count of all Danish films screened in cinemas, and accounted for by Danmarks Statistik; this column also includes short fiction and documentaries.

TABLE 11

ORIGIN OF FILMS SCREENED 1997-2002

	Number of films screened						All films					
	New releases											
	'97	'98	'99	'00	'01	'02	'97	'98	'99	'00	'01	'02
Asia (unidentified)										2	1	
Australia		1	2		3	1	4	5	4	1	3	5
Austria		1		1		2	2	1		2	3	3
Belgium		2		2	3	1	3	4	3	5	4	3
Bhutan				1				1		1	1	1
Brazil			1	1		1		1	2	1	1	2
Canada		1	1	2	5	1	3	4	3	8	6	3
China, People's Republic			1	1	2	1		1	2	3	4	4
Cuba					1		1	1			1	1
Czech Republic		1					1	1	1	1		
Denmark	17	18	17	17	19	19	108	125	116	118	127	123
Denmark (shorts & docs)		5	5	4	5	9						
Europe (uncategorized)							2		2	2		
Finland		1		1	1	1	3	3	2	1	4	3
France	14	8	11	14	13	15	50	38	44	36	45	40
Germany		1	2	5	6	3	13	11	12	12	12	16
Great Britain	18	15	16	12	9	12	48	47	66	45	52	38
Greece		1					1	1	1			
Hong Kong		2	1		1		6	4	3	6	1	2
Iceland		2			4		2	2	1	1	5	6
India						2						2
Iraq			1						1		1	1
Iran			1		1	2			1	1	1	3
Ireland			1	2	1	1	3	3	6	5	2	1
Italy		6	1	4	2	3	18	9	9	8	9	9
Japan			4		3	4	2	1	5	4	7	8
Latvia							1	1	1	1	1	1
Mexico					1	1	2		1	1	1	2
Netherlands, The		2	3		1		2	5	5	3	4	1
New Zealand							3	1	2		1	1
Norway		2	3	3	3	1	3	4	5	9	6	5
Poland					1		1				1	1
Portugal		1					1					
Russia						1	1	1	1			
South Korea		1					1			1		1
Spain		2	2	5	1	2	5	5	8	9	5	8
Sweden		4	6	4	7	6	7	14	16	17	22	25
Switzerland		1					1	1	1			
Taiwan						1	2		1		1	1
Tunisia					1		1	1	1		2	1
Turkey						1						1
USA	89	101	95	108	92	108	273	258	289	315	323	290
Vietnam							1		1			
Total	170	176	176	192	172	208	583	561	620	621	661	616

TABLE 12

DISTRIBUTOR MARKET SHARE 2002

Distributor	Number of films	% of total admissions
1 SF-Film	75	27,80
2 Sandrew Metronome	99	22,39
3 Nordisk (Egmont)	107	21,48
4 Buena Vista	43	9,38
5 UIP	81	8,47
6 Angel Film	32	6,93
7 Camera Film	39	1,77
8 Øst for Paradis	43	0,49
9 Mirakel Film	64	0,46
10 Gloria Film	17	0,32
11 Marco Film	5	0,27
12 Husets Biograf	2	0,12
13 Danish Film Institute	5	0,07
14 Posthus Teatret	3	0,03
Other	2	0,02
Discrepancy	-1	...
Total	616	100

TABLE 13

DISTRIBUTOR MARKET SHARE 1997 - 2002

Gross Box Office Revenue (GBO)/ percent					
	'98	'99	'00	'01	'02
Nordisk (Egmont)	43	27	30	16	20
Sandrew Metronome	17	24	18	24	22
UIP	14	15	27	26	8
Buena Vista	12	16	12	14	9
SF Film	...	2	8	14	32
Angel Film	2	3	6
Other (incl. Scanbox)	16	16	3	3	3
Discrepancy	-2				
Total	100	100	100	100	100

TABLE 14

NUMBER CINEMAS 1988-2002

	Multi-screen cinemas	1-screen cinemas	Total number cinemas	Total number screens	Total number seats
1988	86	109	195	381	62,730
1989	77	109	186	357	58,704
1990	73	107	180	347	57,130
1991	70	106	176	334	54,878
1992	67	104	171	318	53,155
1993	64	102	166	310	51,492
1994	63	98	161	309	49,700
1995	63	100	163	313	49,785
1996	65	101	166	322	49,951
1997	64	100	164	320	50,631
1998	65	101	166	328	50,634
1999	68	99	167	345	51,500
2000	67	97	164	350	55,000
2001	68	97	165	361	55,200
2002	66	96	162	358	53,900

TABLE 15

TICKET PRICE / FILM RENTAL 1988-2002

	Average ticket price incl. VAT		Average film rental	
	(DKK)	(EURO)	All films %	Danish %
1988	33.17	...	42	46
1989	34.38	...	43	46
1990	33.79	...	42	42
1991	35.82	...	41	45
1992	36.61	...	42	44
1993	38.15	...	43	45
1994	39.43	...	43	44
1995	41.00	...	42	41
1996	44.50	...	44	42
1997	44.93	...	45	45
1998	48.78	...	45	45
1999	49.03	...	48	44
2000	51.90	...	44	45
2001	54.20	7.30	44	43
2002	57.30	7.67	45	44

FIGURE 5

DISTRIBUTOR MARKET SHARE / GBO 2002

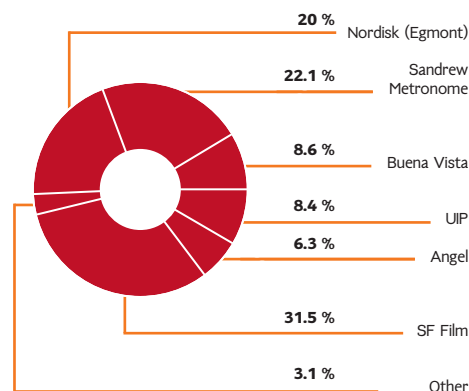
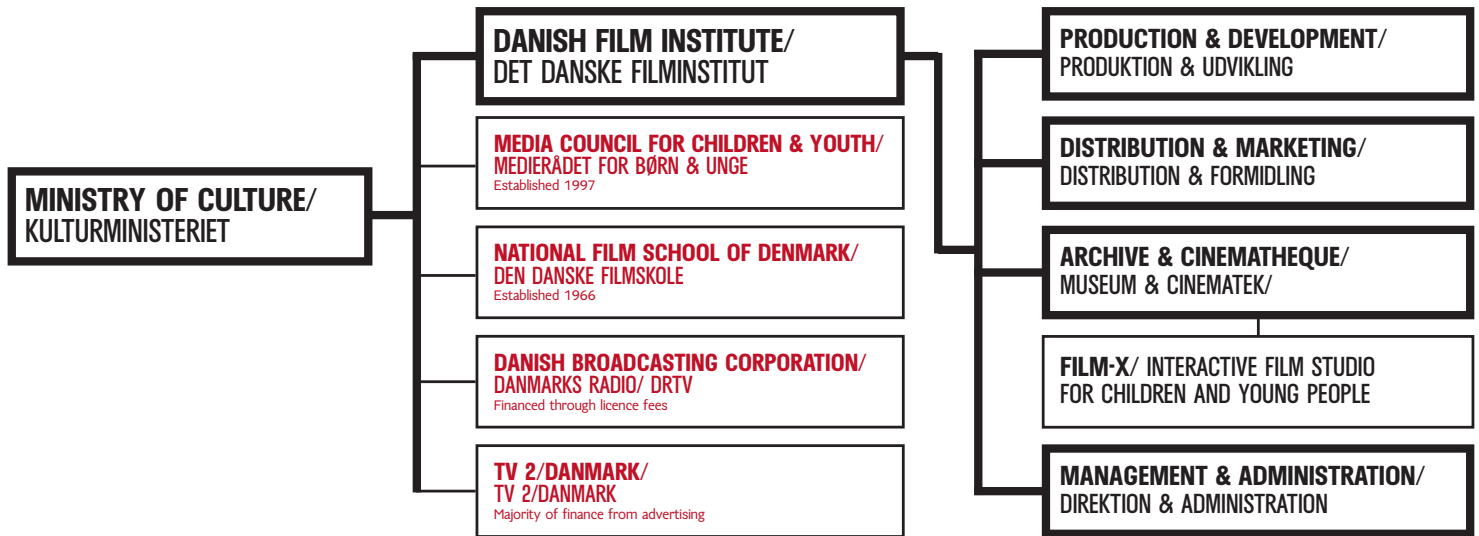


FIGURE 6

THE PUBLIC FILM SECTOR IN DENMARK



Danish Film Institute / Det Danske Filminstitut 2003

THE PUBLIC FILM SECTOR IN DENMARK

The Ministry of Culture, founded in 1961, was the architect of the first film legislation making direct provisions for feature film production. These provisions were included in the Film Act of 1964. Amendments were made in 1972, 1982, 1989. The amended Film Act, passed on 12 March 1997, called for major structural changes to the existing organization of film bodies. The new body, the Danish Film Institute (DFI), established in 1997, incorporates the former Danish Film Institute, National Film Board of Denmark, and the Danish Film Museum. The budget of the Ministry of Culture is Euro 538 m. Euro 47 m is allocated to cinema activities.

The Danish Film Institute is the national agency responsible for supporting and encouraging film and cinema culture and for conserving these in the national interest. The Institute's operations extend from participation in the development and production of feature films, shorts and documentaries, over distribution and marketing, to managing the national film archive and cinematheque.

FILM-X

FILM-X is a new concept created by the Danish Film Institute. In only two hours in the FILM-X studio young people can experience the entire creative process of filmmaking as well as the magic, special effects, illusions and history inherent in film. FILM-X is a complete film production milieu consisting of four film studios, as well as a sound studio, animation studios, editing stations and a laboratory, all linked by digital network.

Funded by the Egmont Foundation and Nordisk Film Fund, the DFI opened FILM-X on 13 November 2002. In the first month, the interest shown by educational institutions as well as the public was so great that FILM-X was soon booked for months ahead. In its first five months more than 4,000 visitors have tried their hand at filmmaking. Instructions at the studio are in Danish and English. A folder is available in English. For further information: FILM-X studio: www.film-x.dk

- This brochure presents an overview of production, distribution and exhibition of all feature-length films in Denmark. This overview is made as accurate as possible, but is dependent on the availability of figures at the time of print.
- Sources: Danmarks Statistik, Danish Film Institute, European Audiovisual Observatory, Strasbourg (LUMIERE database)
- ... Data unavailable at time of print. Due to rounding, figures given for individual items do not necessarily add up to the corresponding totals shown.

- For the latest figures on the Danish film sector, recent and coming releases, articles and publications, go to www.dfi.dk
- Comments to vickis@dfi.dk
- Published by Danish Film Institute / May 2003
Compiled and edited by Vicki Synnott
Graphic Design by R.Koch
Printed by Centertryk
Paper: Micha 170 gr.
Circulation 3,000

