



**FACTS &
FIGURES
2009
DANISH
FILM INSTITUTE**

PRODUCTION AND EXHIBITION FIGURES FOR 2008

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OUTLOOK

2008 was the best year at the box office for Danish films in 30 years. It was the best year for all films at Danish cinemas since 1983, while Danish films had their best year since 1978. Despite the wide variety of home entertainment available today, Danish films sold over four million tickets in 2008 for a domestic market share of more than 30%.

The Danish production *Flame and Citron* topped the Danish film market with more than 670,000 admissions. Next on the top 20 list came *Indiana Jones and the Kingdom of the Crystal Skull* (US) followed by two British co-productions, *James Bond – Quantum of Solace* and *Mamma Mia*.

The figures confirm the long-term viability of Danish films in a market that is otherwise dominated by American releases. The average number of admissions for all American movies was 65,000 – less than half the Danish average of 153,000.

Apart from the success of *Flame and Citron*, four other Danish films sold 300,000 or more tickets: the comedy *Take the Trash*, the animated *Journey to Saturn*, the children's film *Father of Four – Back Home* and the drama *Worlds Apart*. In all, the top 20 films in 2008 included eight Danish productions, representing a full range of dramas, animation and children and youth films.

For the year, four areas of the Danish film and media market should be highlighted.

First, a large number of Danish fiction films and documentaries were broadcast on Danish TV in 2008. The eight major TV channels in Denmark broadcast more than 170 different Danish feature fiction films, attracting an average of 170,000 viewers per film. Notably, there is a continuing trend of large viewerships for children and youth films on TV. Documentaries also did well on TV in 2008.

Secondly, international interest in Danish films continues to grow. Seventeen Danish films released in Denmark in 2008 were sold to other countries, the largest number in three years. Danish films mainly sell to Nordic and European countries. The biggest international hit since 2003 remains *Dogville*, which was seen by more than 2.4 million people outside Denmark.

Third, the new Public Service Fund has expanded the supply of public service content to the Danish television audience by giving commercial TV channels (reaching more than 50% of Danish households) the possibility of obtaining support for the production of Danish fiction and documentary films. The Public Service Fund has been well received by the industry, sponsoring more than 47 hours of public service television across 82 programmes on commercial TV channels.

Finally, 2008 was the first year of the New Danish Screen – Game Development Support, a subsidy scheme subsidising and inspiring the production of Danish computer games for children and young people. The computer-game market has shown a lot of interest in the new subsidy scheme. In 2008, the scheme supported the development of 14 computer games for children and young people.

As the Facts & Figures highlights show, the Danish film policy has developed in recent years to cover almost every aspect of the artistic development of audiovisual works and their consumption in the film and media markets.

Henrik Bo Nielsen
CEO
Danish Film Institute

FACTS 2008

5.5m	Inhabitants in Denmark
2.4	Tickets sold per inhabitant in Denmark
13.1m	Total admissions in Denmark
34	National feature film releases
33%	National market share
46%	Share of Danish films > 100.000 tickets sold
18%	Share of Danish films < 10.000 tickets sold
106	American feature film releases
52%	American market share in Denmark
15%	Share of American films > 100.000 tickets sold
29%	Share of American films < 10.000 tickets sold
26	Total feature films in production with DFI-subsidy
8	Feature films in production for children and youth
2.9m EUR	Average production budget for a Danish feature film
29%	Average DFI-subsidy to a Danish feature fiction film
164	Cinemas in Denmark
58.400	Seats in Danish cinemas
79	Awards at international festivals to Danish films
27%	National market share 2000-2008
6	Danish feature film at top 20 every year since 2000
17	Danish feature films sold abroad
65%	Share of feature films at Danish DVD market 2007

01

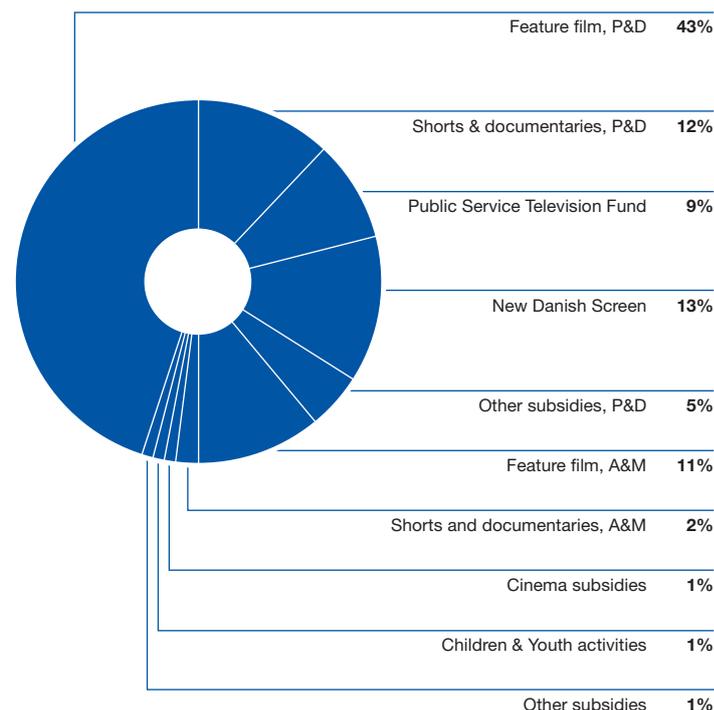
BUDGET

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

Table 1.1 DFI budget / 2009

	Dkk (1.000s)	Euro (1.000s)	
Production & Development			
Feature films subsidies			
Script & development	13,300	1,785	
Consultant scheme: Production	43,500	5,838	
60/40 scheme: Production	43,000	5,771	
20% allocation pool: Production	14,500	1,946	
Regional scheme: Production	7,000	940	
Co-production scheme: Production	8,000	1,074	
Reimbursements	-1,600	-215	
Total feature film, P&D	127,700	17,140	43%
Shorts & documentaries subsidies			
Consultant scheme: Script & development	3,600	483	
Consultant scheme: Production	24,700	3,315	
Promotion & Marketing subsidies	3,000	403	
Miscellaneous	4,500	604	
Total shorts & documentaries, P&D	35,800	4,805	12%
Public Service Television Fund	27,600	3,704	9%
New Danish Screen			
Feature, short and documentary films	34,700	4,657	
Computer and video games	5,000	671	
Total New Danish Screen	39,700	5,328	13%
Other subsidies			
Workshops, internal & external	5,600	752	
Eurimages & NFTVF	8,500	1,141	
Miscellaneous	1,900	255	
Total other subsidies, P&D	16,000	2,147	5%
Total Production & Development	246,800	33,125	
Audience & Marketing			
Feature film subsidies			
Promotion & Marketing subsidies	15,500	2,080	
Print subsidies	6,700	899	
Festival subsidies, Denmark & abroad	6,700	899	
Import subsidies	1,600	215	
Miscellaneous	2,700	362	
Total feature film, A&M	33,200	4,456	11%
Shorts & documentaries subsidies			
Festival subsidies, Denmark & abroad	4,100	550	
Streaming for schools and libraries	2,000	268	
Total shorts & documentaries, A&M	6,100	819	2%
Cinema subsidies	4,200	564	1%
Children & Youth activities	3,100	416	1%
Total Audience & Marketing	46,600	6,255	
Other Subsidies	2,300	309	1%
Total Subsidies 2009	295,700	39,688	100%
Dfi Operation Costs:			
Production & Development	21,416	2,874	
Audience & Marketing	23,158	3,108	
Museum & Cinematheque	17,988	2,414	
Media Council	1,163	156	
Administration & Communication	20,848	2,798	
Other	37,366	5,015	
Total Operation Costs	121,939	16,366	
Dfi Total Budget 2009	417,639	56,054	

Figure 1.2 DFI subsidy budget / 2009



02

FEATURE FICTION FILM PRODUCTION

The DFI is responsible for supporting and promoting cinema through several funding schemes. The DFI's 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 (majors), subsidy schemes / 2008

	Total number of films	Average budget (1000s)	Number of children/youth films	Intern. co-production	NFTF subsidy	Eurimages subsidy
Consultant scheme	10	2,656	3	4	8	
60/40 scheme	7	2,881	4	1	2	
Low budget features (Råfilm)	3	1,357	1	2		
Total	20	2,540	8	7	10	

	Total budget volume (1000s)	DFI subsidy (%)	DK public service tv (%)	DK regional funding (%)
Consultant scheme	26,565	30%	23%	1%
60/40 scheme	20,170	28%	26%	4%
Low budget features (Råfilm)	4,070	34%	21%	11%
Total	50,805	29%	24%	3%

Table 2.2 Feature fiction films, finance / 2008

	Total number of films	Average budget (1000s)	Number of children/youth films	NFTF subsidy	Eurimages subsidy
100 % Danish finance	13	2,297	7	5	
DK as major co-producer	7	2,993	1	7	
DK as minor co-producer	6	4,159		4	3
Total	26	2,914	8	16	3

	Total budget volume (1000s)	DFI subsidy (%)	DK public service tv (%)	DK regional funding (%)
100 % Danish finance	29,856	33%	27%	4%
DK as major co-producer	20,948	24%	20%	1%
DK as minor co-producer	24,955	4%	1%	0%
Total	75,760	21%	16%	2%

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. NFTF: Nordic Film and Television Fund

Table 2.3 Feature fiction films, co-production partners / 2008

	Number of films	Major co-production partners			Minor co-production partners								
		SE	NO	DE	DK	AUS	SE	NO	GL	FR	DE	IT	NL
DK as major co-producer	6					0	5	1	1	1	1	1	0
DK as minor co-producer	6	4	1	1	6	1	0	1	0	1	2	0	1

The average Danish output of fiction features is 26 films per year. Half of the films supported by the DFI are produced as major or minor co-productions.

Table 2.4 Feature fiction films / 2003–2008

	2003	2004	2005	2006	2007	2008
100 % Danish finance	18	13	11	13	8	13
DK as major co-producer	6	9	9	7	9	7
DK as minor co-producer	6	7	4	4	7	6
Total	30	29	24	24	24	26

Table 2.5 Feature fiction films / 2008

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	DK television	DK regional funding	Intern. co-production	NFTF subsidy	Eurimages subsidy	Children/youth films
Consultant scheme										
Antichrist	Zentropa Entertainments23	Lars von Trier	7,745	13.9%	DR		x	x		
Alting bliver godt igen	Alphaville Productions Copenhagen	Christoffer Boe	2,057	43.7%	DR			x		
Original	Zentropa Entertainments26	Antonio Tublén & Alexander Brøndsted	1,507	13.8%	DR		x	x		
Headhunter	Nordisk Film Production	Rumle Hammerich	2,584	35.8%	TV2			x		
Over gaden under vandet	Nimbus Rights II	Charlotte Sieling	2,504	37.1%	DR		x	x		
Det erotiske menneske	Nordisk Film	Jørgen Leth	1,091	48.2%	DR			x		
I den bedste mening	Nimbus Rights II	Louise Friedberg	2,886	32.6%	DR		x	x		
Superbror	Nordisk Film	Birger larsen	2,590	35.7%	DR			x		x
Se min kjole	Fine & Mellow	Hella Joof	2,051	38.2%	DR	x				x
Den kæmpestore bjørn	Copenhagen Bombay Rights 1	Esben Toft Jacobsen	1,551	47.6%	DR					x
60/40 scheme										
Anja & Viktor – i mængde og modgang	Regner Grasten rettigheder	Søren Frellesen	2,090	30.5%	TV2					
Olsen Banden på de bonede gulve	Nordisk Film & A. Film	Jørgen Lerdam	2,349	37.1%	DR	x				x
Ved verdens ende	M & M Productions	Tomas Villum Jensen	3,578	28.7%	TV2	x	x	x		
Vølvens forbandelse	Cosmo Film	Mogens Hagedorn	2,695	24.9%	TV2					x
Karla & Katrine	Nordisk Film	Charlotte Sachs Bostrup	2,322	36.4%	DR					x
Monsterjægerne	M & M Productions	Martin Schmidt	2,593	29.8%	TV2					x
Usynlige venner	Nimbus Film Productions	Niels Gråbøl	4,543	17.7%	DR	x		x		
Low budget features (Råfilm)										
Vagn	Nordisk Film Production	Nikolaj Steen	1,523	28.2%	TV2		x			
Broderskab	Asta Film	Nicolo Donato	1,340	40.1%		x				
Zoomerne	Zentropa Entertainments10	Christian E. Christiansen	1,207	36.0%	TV2		x			x
Minor co-productions										
Mænd der hader kvinder	Nordisk Film	Niels Arden	3,912	6.9%	DR			x		
Storm	Zentropa Entertainments5	Hans-Christian Schmid	4,934	4.1%	-					x
Max Manus	Miso Film	Espen Sandberg & Joachim Ronning	6,469	2.1%	DR			x	x	
Sound of Noise	Nordisk Film	Johannes S. Nielsson & Ola Simonsson	3,797	4.1%	-			x		
Simon	Asta Film	Bjørn Runge	5,233	4.1%	DR			x	x	
Kærlighedens krigere	Zentropa Entertainments5	Simon Staho	611	17.6%	-					

03

DOCUMENTARY FILM PRODUCTION

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 Documentary films (majors), key figures / 2008

	Total number of films	Total budget volume (1000s)	Average budget (1000s)	DFI subsidy (%)	Children/youth films	Intended for theatrical release	Intended for tv	Intended for online use	Intended for intern. distribution	Intern. co-production	NFTF
15 min. < 30 min.	3	225	75	24%			3		3		
30 min. < 60 min.	14	5,191	371	39%	1		14		8	4	4
> 60 min.	3	1,590	530	38%	1	3	2			1	1
> 60 min. + MG	1	1,193	1,193	33%		1	1				

Table 3.2 Documentary films (majors) / 2008

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Length (min.)	DK television	Multiple formats	MG	Intern. co-production	NFTF	Children/youth films
Race in Space (3 individual films)	Express TV-Produktion	Jakob Gottschau	225	24%	3x28	DR2					
Cities on Speed – Say Ye\$ til Bogota	Cosmo Film Doc	Eva Mulvad	517	43%	58	DR2					
Cities on Speed – Mumbai	Cosmo Film Doc, Jesper Jack	Camilla Nielsson, Frederik Jacobi	525	46%	58	DR2					
Cities on Speed – Shanghai Space	Bastard Film	Nanna Frank Møller	495	46%	58	DR2				x	
Cities on Speed – Skraldebyen	Nimbus Rights II	Mikala Krogh	491	47%	58	DR2				x	
Complaints Choir	Fine & Mellow	Ada Bligaard Søby	378	22%	52/58		x	x	x	x	
Dagbog fra Midten	Everest Pictures	Christoffer Guldbrandsen	369	51%	58	DR2					
Den Sidste Hvide Mand i Afrika	+pluspictures	Justin Webster	433	22%	58	DR2 – plan			x		
Fra Thy til Thailand	Cosmo Film Doc	Janus Metz	233	42%	58	DR1					
Ingenmandsland	Deluca Film	Kasper Bisgaard	251	48%	58	DR – plan					x
Livet er ikke en Standarddans	Danish Doc Production	Iben Haahr Andersen, Minna Grooss	229	43%	58	DR2					
Me and My Nose	Klassefilm	Ziska Szemes	303	39%	58	TV2			x		
Svends Energi	Barok Film	Anne Regitze Wivel	392	39%	58/80	DR1 – plan	x				
The Believers	Final Cut Productions	Ole Bendtzen	368	20%	58	DR2			x	x	
Tine på Tværs	Cosmo Film Doc	Lisbeth Jessen	208	47%	58	DR1					
DAD – True Believer	Blenkov & Schønnemann ApS, Social Club Productions	Torleif Hoppe	303	27%	88/2X42	TV2	x				
Burma VJ	Magic Hour Films	Anders Høgsbro Østergaard	880	38%	84	DR2			x	x	
The Igeneration	Beat Film I/S	Uffe Truust	408	46%	75	DR – plan					x
Blekingegadebanden	Bastard Film	Anders Riis-Hansen	1,193	33%	105	DR1	x	x			

04

SHORT FICTION FILM PRODUCTION

The DFI is responsible for supporting and promoting the development, production and distribution of short films. State subsidies are directed to development and production under the Consultant Scheme. Short films are primarily intended for TV and online use by children and young people.

Table 4.1 Short fiction films (majors), key figures / 2008

	Total number of films	Total budget volume (1000s)	Budget (1000s)	DFI subsidy (%)	Children/youth films	Intended for theatrical release	Intended for tv	Intended for online use	Intended for intern. distribution
< 15 min. .	10	274	27	55%	10			9	
15 min. < 30 min.	3	703	234	49%	2		3		1
30 min. < 60 min.	2	2,290	1,145	21%	2		2		

Table 4.2 Short fiction films (majors) / 2008

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Length (min.)	DK television	Multiple formats	MG	Intern. co-production	NFTF	Children/youth films
Breakdancer	Nimbus Film Productions	Jan Elhøj	13	50%	2	TV2	x				x
En Gyselig Hilsen	SF Film Production	Tea Lindeburg	56	48%	2	TV2					x
Fløjtølos	Dansk Tegnefilm 2	Siri Melchior	112	64%	5						x
Pinly og Flau (6 individual films)	Koncern TV- og Filmproduktion	Martin Strange-Hansen	81	50%	6x2	TV2					x
Spøgelsespigens (Pigen i Huset)	Eyeworks Denmark	Dorte Kindberg	13	50%	2	TV2					x
De Fantastiske Tre	Nimbus Film Productions	Esben Tønnesen	186	45%	15	TV2					x
Benjamin	Zentropa Entertainments24	Christina Rosendahl	435	54%	25	TV2					x
Flooded McDonalds	Superflex		82	33%	20						
De Vilde Svaner	JJ Film	Ghita Nørby, Peter Flinth	1,410	6%	58	DR1					x
Min Pinlige Familie og Mutant-dræbersneglene	Fine & Mellow	Stefan Fjeldmark	879	46%	55	DR1					x

05

NEW DANISH SCREEN

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

Table 5.1 New Danish Screen, key figures / 2008

	Total number of films	Total budget volume (1000s)	Average budget (1000s)	DFI subsidy (%)	Children/youth films	Intended for theatrical release	Intended for tv	Intended for online use	Intended for intern. distribution	Intern. co-production
< 15 min.	5	575	115	78%	3		5			
15 min. < 30 min.	6	1,500	250	79%	1		6			1
30 min. < 60 min.	12	3,591	299	88%	2		12			
> 60 min.	3	2,341	780	59%	1		3			
> 60 min. + MG	4	4,660	1165	54%		4	4			3

Table 5.2 New Danish Screen / 2008

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	Length (min.)	DK television	MG	Intern. co-production	Children/youth films
501	JA Film	Jesper Mainz	106	83%	12	DR/TV2			
Applause	Koncern	Martin Zandvliet	724	86%	85	DR/TV2	x		
Aqualorius	Zentropa Ent.22	Nikolaj Tarp	170	66%	12	DR/TV2			x
Bobby	Nimbus film	Julie Bille	368	93%	58	DR/TV2			
Bosporos	Bacon Film	Martin Werner	368	71%	24-28	DR/TV2		x	
De hemmelige udvisninger	Eyeworks Denmark	Nagieb Khaja	249	92%	52-58	DR/TV2			
Den perfekte muslim	Final Cut	Fenar Ahmad	229	93%	52-58	DR/TV2			
Dr. Nakamats	Plus Pictures	Kaspar A. Schröder	202	95%	52-58	DR/TV2			
En forelskelse (tidl. Jagten)	Nordisk Film Production	Christian Tafdrup	416	88%	39	DR/TV2			x
En lille film om danske nisser	Dansk Tegnefilm2	Trylle Vilstrup	69	83%	12	DR/TV2			x
Får (tidl. Sommerhus)	Nimbus film	Frederik Aspöck	383	89%	30	DR/TV2			
Grisen	M&M Productions	Dorte W. Høgh	359	72%	23	DR/TV2			
Himlen falder (tidl. DK-Land)	Zentropa Ent.18	Manyar I. Parwani	1,288	49%	+75	DR/TV2	x	x	
Jesper og mig	Raket Film	Ulrik Crone	322	95%	47	DR/TV2			
Kim	Barok Film	Morten Meldgaard	388	30%	+75	DR/TV2			
Mamma og cyklen	Cosmo Doc	Olavi Linna	184	87%	52-58	DR/TV2			
Musen	Cosmo Film	Pii Maria Gunnarsson	122	76%	13	DR/TV2			x
Nedenunder (tidl. Stedfortræder)	Zentropa Ent.17	Anne-Grethe Bjarup Riis	110	73%	17	DR/TV2			
Nobody Passes Perfectly (tidl. Gender Inventors)	Bullitt Film	Saskia Bisp	166	93%	24-28	DR/TV2			
Profetia	Bullitt Film	Johan Melin	753	85%	+75	DR/TV2			
Romeo og Julius	Klasse Film	Sabine Hviid	112	73%	24-28	DR/TV2			
Rosa Morena	Fine & Mellow	Carlos Oliveira	1,570	40%	+75	DR/TV2	x	x	
Side om side	Cosmo Doc	Christian Sønderbye	165	92%	38	DR/TV2			
Solskin	Nimbus film	Alice Champfleury	384	89%	29	DR/TV2			x
Suicide	Magic Hour Films	Jakob Boeskov	438	89%	38-42	DR/TV2			
Sæbeskum	Zentropa Ent.22	Kassandra Wellendorf	1,200	53%	+75	DR/TV2			x
The DeVilles	SF Film Production	Nicole N. Horanyi	216	90%	52-58	DR/TV2			
The Mirror	Bastard Film	Joachim Ladefoged	108	93%	10	DR/TV2			
Træneren	Zentropa Ent.26	Lars Mikkelsen	419	62%	33	DR/TV2			x
Velsignelsen	Zentropa Ent.25	Heide Maria Faisst	1,077	59%	80	DR/TV2	x	x	

Note: Provisional data

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, key figures / 2008

	Number of films	Total admissions (1000s)	Admissions per film (1000s)	Prints per film
Consultant scheme	10	1,988	199	48
60/40 scheme	5	1,218	244	99
New Danish Screen	4	131	33	34
Documentary scheme	3	42	14	35
Minor subsidy	4	210	70	36
Other	8	854	107	85

Table 6.2 Hereof children and youth film releases / 2008

	Number of film	Total admissions (1000s)	Admissions per film (1000s)	Prints per film
Consultant scheme	2	716	358	71
60/40 scheme	4	1,019	255	105
Documentary scheme				
Minor subsidy	1	75	75	65
Other	10	513	51	36

Table 6.3 Theatrical film releases / 2000–2008

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

Table 6.4 Theatrical film releases / 2008

Title	Release date	Production company	Director	Domestic distributor	Total admissions / As per March 2009	Number of prints	Children/youth/family	DFI production subsidy type
Flammen & Citronen / Flame & Citron	28.03.08	Nimbus Film	Ole Christian Madsen	Sandrew Metronome	667,601	73		consultant
Blå mænd/ Take the Trash	15.08.08	Fridthjof Film	Rasmus Heide	Scanbox Film	448,953	97		(marketing)
Rejsen til Saturn / Journey to Saturn	26.09.08	A. Film	Craig Frank et al	Nordisk	401,015	77	c/y/f	consultant
Far til fire – på hjemmebane / Father of Four – Back Home	03.10.08	ASA Film	Claus Bjerre	Scanbox Film	392,862	127	c/y/f	60-40
To verdener / Worlds Apart	22.02.08	Nordisk Film	Niels Arden Oplev	Nordisk	314,545	65	c/y/f	consultant
Frygtelig lykkelig / Terribly Happy	24.10.08	Fine & Mellow	Henrik Ruben Genz	Nordisk	270,593	64		consultant
Anja & Viktor – i medgang og modgang / Anja & Viktor – In Sickness And in Health	12.09.08	Regner Grasten	Soren Frellesen	Nordisk	246,249	130	c/y/f	60-40
Frode og alle de andre rødder / Frode and All the Other Rascals	08.02.08	M&M; Nordisk Film	Niels Chr. Bubber Meyer	Nordisk	223,209	83	c/y/f	(marketing)
Tempelridderens skat III: Mysteriet om slangekronen / The Lost Treasure of the Knights Templar III: The Mystery of the Snake Crown	14.03.08	M&M	Giacomo Campeotto	Nordisk	216,099	80	c/y/f	60-40
Kandidaten / The Candidate	29.08.08	Miso Film	Kasper Barfoed	Nordisk	199,539	72		60-40
Det som ingen ved / What No One Knows	13.06.08	Nimbus Film	Soren Kragh-Jacobsen	Sandrew Metronome	186,234	58		consultant
Disco Ormene / Sunshine Barry & the Disco Worms	10.10.08	Crone Film; Radar Film	Thomas Borch Nielsen	SF Film	163,684	84	c/y/f	60-40
Arn – Tempelridderen / Arn 1	11.01.08	SF Film Production	Peter Flinth	SF Film	134,518	41		minor
Max pinlig / Max	05.12.08	Asta Film	Lotte Svendsen	SF Film	114,687	80	c/y/f	(marketing)
Dig og mig / Crying for Love	01.08.08	Filmfabrikken	Christian E. Christiansen	Nordisk	101,845	81	c/y/f	NDS
Niko og de flyvende rensdyr / Niko – Lentäjän poika	12.12.98	SF Film Production	Michael Hegner; Kari Juusonen	SF Film	75,002	65	c/y/f	minor
Den du frygter / Fear Me Not	19.12.08	Zentropa	Kristian Levring	Nordisk	51,437	32		consultant
Remix / Remix	25.01.08	Zeitgeist	Martin Hagbjer	SF Film	41,627	33	c/y/f	(marketing)
Maria Larssons evige øjeblik / Everlasting Moments	31.10.08	Final Cut	Jan Troell	Sandrew Metronome	38,515	7		consultant
...Og det var Danmark	09.05.08	SF Film	Mads Kamp Thulstrup; Carsten Søsted	SF Film	35,885	60		documentary
En enkelt til Korsør / Oneway-ticket to Korsør	19.09.08	Zentropa	Gert Fredholm	Nordisk	25,466	40		consultant
Eye for Eye / Eye for Eye	03.04.08	Royal 1; Filmfabrikken	Kaywan Mohsen	Nordisk	23,366	75	c/y/f	(marketing)
Lille soldat / Little Soldier	14.11.08	Zentropa	Annette K. Olesen	Nordisk	22,509	16		consultant
Gaven / The Gift	30.04.08	Tju-Bang Film	Niels Gråbøl	SF Film	16,615	33		NDS
Dansen / Dancers	14.03.08	Zentropa	Pernille Fischer Christensen	Nordisk	10,057	15		consultant
Gå med fred Jamil – Ma salama Jamil/ Go With Peace Jamil	30.05.08	Zentropa	Omar Shargawi	Nordisk	6,823	8	c/y/f	NDS
Spilletets Regler / Moving Up	17.04.08	Tju-Bang Film	Christian Dyekjær	SF Film	5,363	14		NDS
Roskilde	16.05.08	Barok Film	Ulrik Wivel	Sandrew Metronome	4,956	...		documentary
MollyCam / MollyCam	18.07.08	Fourhands Film	Aage Rais-Nordentoft	Angel Scandinavia	1,207	4	c/y/f	film workshop
D.A.D. True Believer	10.10.08	Blenkov & Schønnemann; Social Club	Torleif Hoppe	Nordisk	1,090	9		documentary
Preludium / Preludium	25.04.08	The Good Army	Johan Melin	The Good Army	531	...		(marketing)
One Shot / One Shot	20.06.08	Babyfilm	Linda Wendel	Scanbox Film	445	...		(marketing)
Blodsbånd / Mirush	03.10.08	Nimbus	Marius Holst	Sunrise	404	3		minor
Du levande	11.04.08	Posthusteatret	Roy Andersson	Posthusteatret		minor

07

THE DANISH THEATRICAL MARKET

In Denmark, the top 20 features represent more than 50% of the total theatrical market value. American releases tend to dominate the top 20, but last year a Danish film took the number one spot.

Table 7.1 Feature films, top 20 Denmark / 2008

Title	Country	Release date	Admissions (1000s)	Market share (admissions)	GBO incl VAT (1000s)	Market share (GBO)	Prints	Admissions per print
1 Flammen & Citronen / Flame & Citron	DAN	28.03	673	5%	5,943	5%	72	9
2 Indiana Jones og Krystalkraniets Kongerige / Indiana Jones and the Kingdom of the Crystal Skull	USA	22.05	529	4%	5,354	4%	113	5
3 James Bond – Quantam of Solace	STO	07.11	458	3%	4,667	4%	120	4
4 Mamma Mia	STO	11.07	448	3%	4,263	4%	66	7
5 The Dark Knight	USA	23.07	437	3%	5,383	4%	73	6
Total top 5			2,546	19%	25,608	21%		6
6 Blå Mænd / Take the Trash	DAN	15.08	437	3%	4,191	3%	100	4
7 Sex and the City – The Movie	USA	06.06	399	3%	4,054	3%	64	6
8 Rejsen til Saturn / Journey to Saturn	DAN	26.09	391	3%	3,787	3%	80	5
9 Far til Fire – På Hjemmebane / Father of Four – Back Home	DAN	03.10	375	3%	3,168	3%	130	3
10 Kung Fu Panda	USA	18.07	362	3%	3,156	3%	87	4
Total top 10			4,509	34%	43,965	36%		5
11 To Verdener / Worlds apart	DAN	22.02	312	2%	2,847	2%	65	5
12 Anja & Viktor – I medgang og modgang / Anja & Viktor – In Sickness and in Health	DAN	12.09	263	2%	2,463	2%	130	2
13 Frygtelig Lykkelig / Terrible Happy	DAN	24.10	252	2%	1,906	2%	62	4
14 Madagascar 2 / Madagascar: Escape 2 Africa	USA	21.11	232	2%	2,033	2%	104	2
15 Hancock	USA	16.07	229	2%	2,302	2%	60	4
16 Alvin og de frække jordegern / Alvin and the Chipmunks	USA	01.02	225	2%	1,907	2%	64	4
17 Frode og alle de andre rødder / Frode and All the Other Rascals	DAN	08.02	220	2%	1,850	2%	80	3
18 Things We Lost in the Fire	USA	18.01	219	2%	1,560	1%	59	4
19 Drageløberen / The Kite Runner	USA	25.01	219	2%	1,987	2%	29	8
20 Wall-E	USA	29.08	213	2%	1,855	2%	110	2
Total top 20			6,894	53%	64,675	53%	83	
Average per film			345		3,234			4

Source: Statistics Denmark

Table 7.2 Feature films, number of films at top 20 / 2000–2008

Country of origin	2000	2001	2002	2003	2004	2005	2006	2007	2008
Denmark	6	6	7	6	6	8	8	8	8
Rest of Europe	0	1	1	1	1	1	2	2	2
USA	13	12	12	13	13	11	10	10	10
Rest of world	1	1	0	0	0	0	0	0	0

The market split reflects the long-term viability of Danish films in a market dominated by American releases. Since 1999, roughly 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.

Figure 7.3 Market split American films in Denmark / 1995–2008

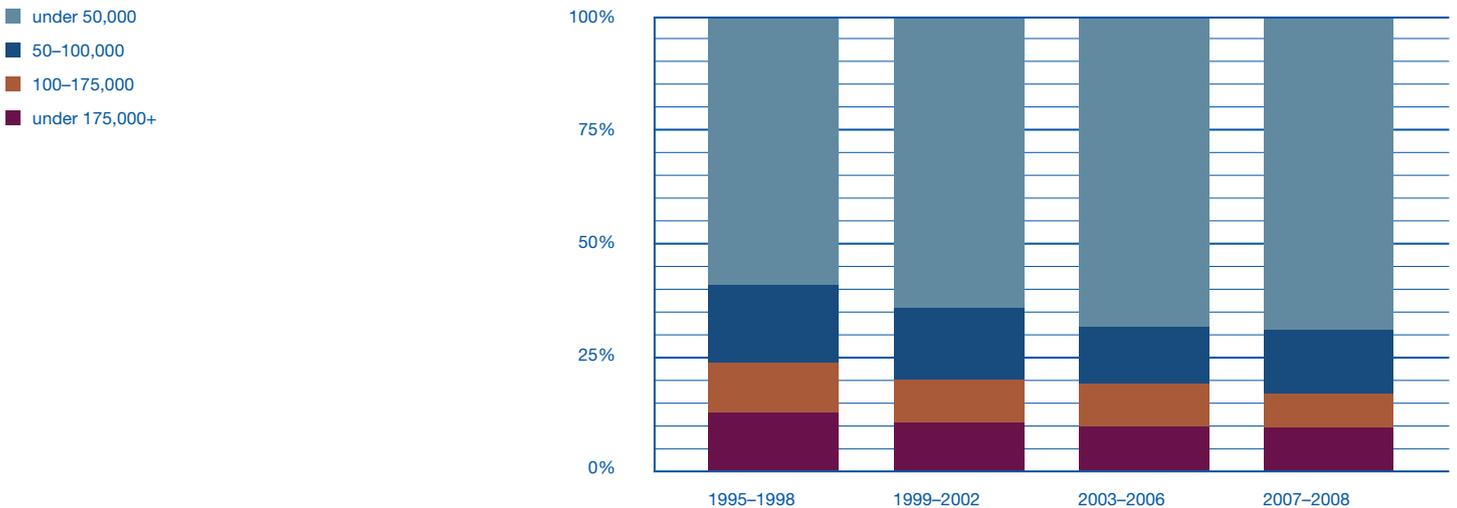


Figure 7.4 Market split Danish films in Denmark / 1995–2008

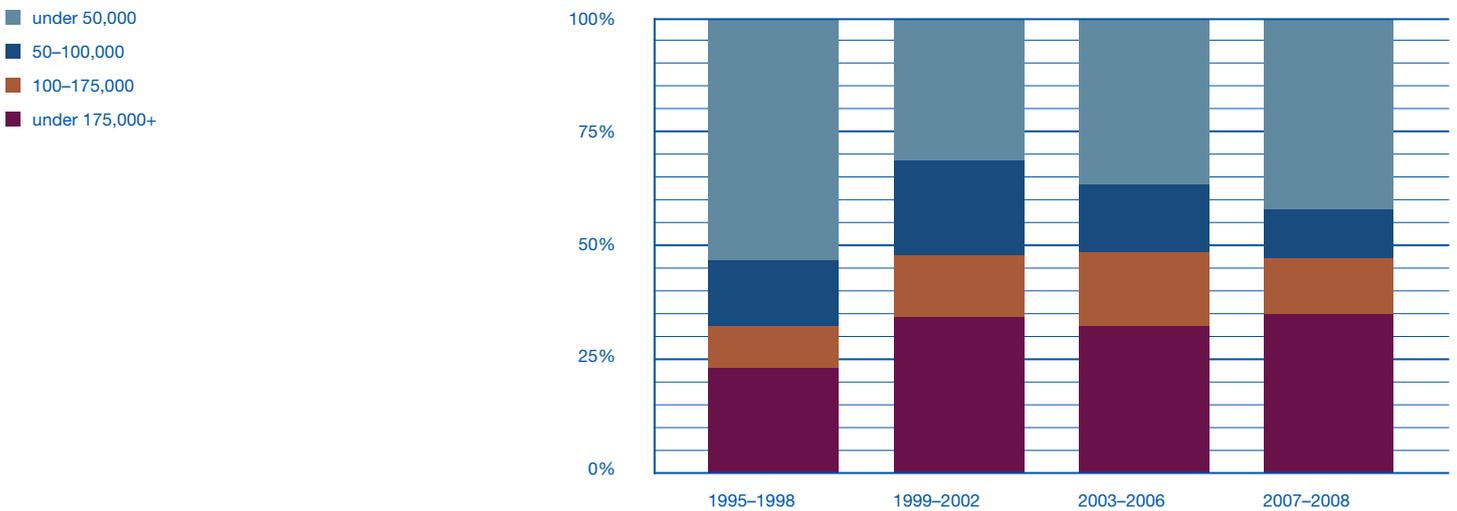


Table 7.5 Market split – Denmark / 1995–2008

	1995-1998		1999-2002		2003-2006		2007-2008	
	DK	USA	DK	USA	DK	USA	DK	USA
under 10.000 admissions	29%	28%	17%	31%	14%	36%	15%	29%
10-50.000	24%	32%	14%	34%	23%	33%	27%	40%
50-100.000	15%	17%	21%	16%	15%	13%	11%	14%
100-175.000	10%	11%	14%	9%	17%	10%	13%	7%
175-300.000	13%	8%	15%	6%	17%	5%	22%	5%
300.000 +	10%	4%	18%	4%	15%	4%	13%	5%

For a number of years, Denmark has boasted a consistently high market share for Danish feature films in the home market – 27%, on average, since 2000. Correspondingly, the average number of admissions is higher for Danish features than for titles from other countries.

Table 7.6 Admissions, market shares & box office in Denmark /2000–2008

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

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%

Danish films in Denmark

Year	Total 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%

Films from rest of the world in Denmark

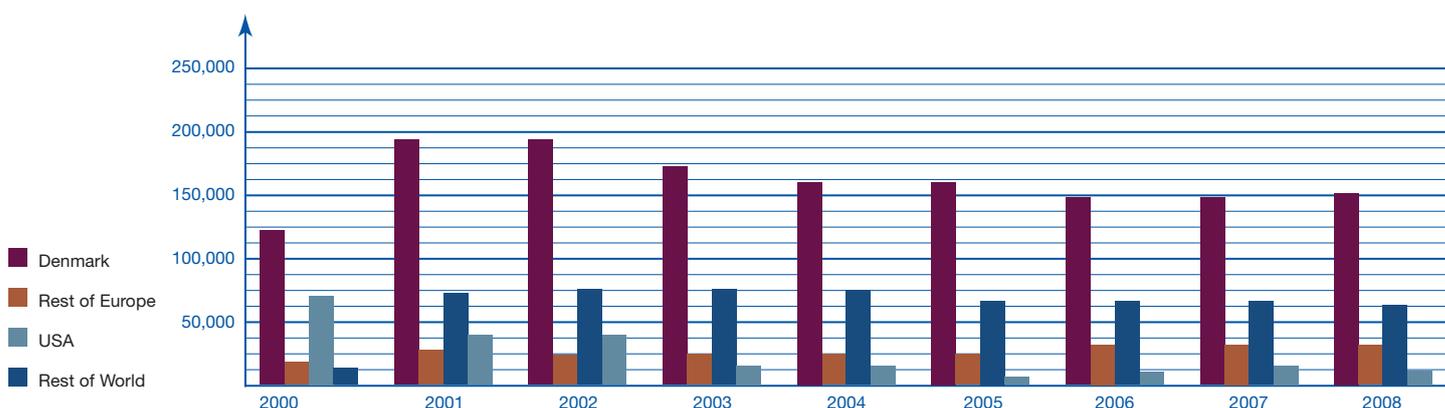
Year	Total releases	Total admissions (1000s) 2)	Average admissions	Market share (admissions)
2000	12	150	13,000	1%
2001	13	503	39,000	4%
2002	12	127	11,000	1%
2003	20	293	15,000	2%
2004	15	100	7,000	1%
2005	18	110	6,000	1%
2006	19	197	10,000	2%
2007	16	234	15,000	2%
2008	16	179	11,000	1%

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%

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 7.7 Average number of admissions per film from various countries



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. Five key players dominate feature-film distribution in Denmark: SF film, UIP, Nordisk Film, Buena Vista and Sandrew Metronome.

Table 7.8 The Danish cinemas / 2008

	Total cinemas	Number of screens	Number of seats (m)	Seats per screen	Admissions per screen
Monoscreens	89	89	13.5	152	19
Multiscreens	75	308	44.9	146	37
Total	164	397	58.4	298	56
Total number of digital screens (2K)		11			
Total number of digital screens (3D)		3			

Table 7.9 Cinemas and market share (number of admissions)

	Market share	Accumulated market share	Admissions (1000s)	Accumulated admissions (1000s)
The 1–5 biggest cinemas	27.2	27.2	3,575	3,575
The next 6–15 cinemas	24.7	51.9	3,246	6,821
The next 16–35 cinemas	26.4	78.3	3,458	10,278
The next 36–80 cinemas	16.1	94.4	2,114	12,393
The next 81–164 cinemas	5.6	100	727	13,119

Table 7.10 Distributor market share / 2008

Distributor	Films screened	Hereof Danish first run releases	Admissions (1000s)	Total admiss. (%)
UIP	84	0	2,904	22%
SF-Film	99	6	2,509	19%
Sandrew Metronome	79	3	2,361	18%
Nordisk Film	101	14	2,265	17%
Buena Vista	45	0	1,714	13%
Scanbox Film	39	3	1,055	8%
Others	447	2	0	0%
Total	624	28	13,119	100%

08

DANISH TELEVISION AND HOME VIDEO

According to the Film Policy Accord and the Media Policy Accord, 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 8.1 Theatrical feature fiction film releases on Danish television (+60 min.)

Channel	Share 2008	Number of Danish titles	Number of broadcasts	Total viewers (1000s)	Average viewers per film (1000s)
DR1	24.6	41	60	22,203	542
DR2	4.1	13	14	1,270	98
TV2 Danmark	31.3	35	36	12,311	352
Tv2 Zulu	2.3	22	28	1,291	59
TV2 Charlie	2.4	35	65	4,385	125
TV2 Film	1.1	20	91	1,478	74
TV3 Danmark	4.9	6	7	597	100
TV3 +	3.6	2	2	46	23

Table 8.2 Short and documentary films on DR1, DR2, TV2 Denmark and TV2 Zulu

	Number of Danish titles	Number of broadcasts	Total viewers (1000s)	Average viewers per film (1000s)
Short Fiction	35	46	1,825	52
Documentary film	66	104	8,942	135
Total	101	150	10,766	107

Table 8.3 Feature fiction film releases on Danish television, top 20 / 2008

Danish title	Year of theatrical release	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Far til fire – i stor stil	2006	TV2	1,035	1
2 Min søsters børn på bryllupsrejse	1967	DR1	942	2
3 Min søsters børn	2001	DR1	913	2
4 Drømmen	2006	TV2	906	1
5 Krummerne – så er det jul igen	2006	TV2	863	1
6 Styrmand Karlsen	1958	DR1	821	2
7 Dyrlægens plejebørn	1968	DR1	808	1
8 Adams æbler	2005	DR1	792	1
9 Ballade på Christianshavn	1971	DR1	790	2
10 Bussen	1963	DR1	785	2
11 Efter Brylluppet	2006	DR1	725	1
12 Mig og mafiaen	1973	DR1	724	2
13 Pigen og millionæren	1963	DR1	724	2
14 Sjov i gaden	1969	DR1	719	2
15 Lotto	2006	TV2	716	1
16 Olsen-banden over alle bjerge	1981	DR1	700	1
17 Drabet	2005	TV2	700	1
18 Pigen og pressefotografen	1963	DR1	671	2
19 Sommer i Tyrol	1964	DR1	669	1
20 Olsen-bandens flugt over plankeværket	1981	DR1	667	1

The Danish TV market is important for Danish films, which attract many viewers on Danish public-service and pay TV (sub-channels of TV2/TV3).

The DVD retail market is another important market for Danish features, with a 65% share for fiction features and 25% for children's films.

Table 8.4 Short and documentary films on Danish television, top 20 / 2008

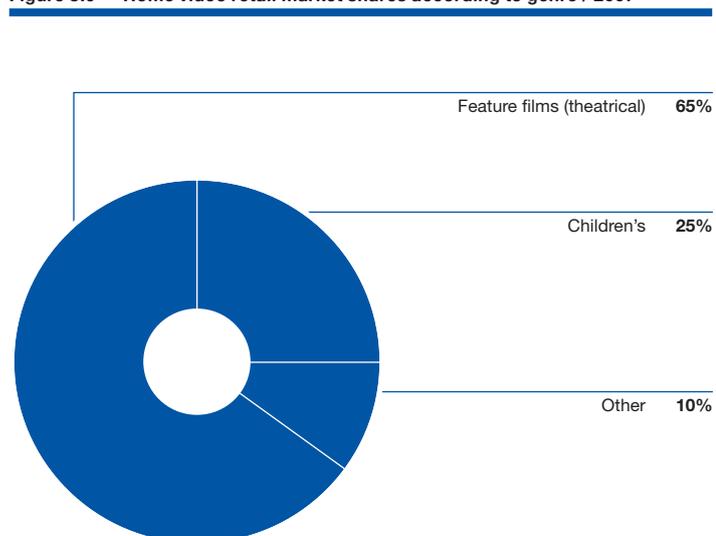
Title	Production year	Type	TV-Channel	Number of viewers (1000s)	Number of broadcasts
1 Fra Thailand til Thy	2007	Documentary	DR1	1,608	4
2 Fra Thy til Thailand	2008	Documentary	DR1	590	1
3 Seks år med Lissie og Michael – del 1	2006	Documentary	TV2	554	1
4 Med ret til at dræbe	2003	Documentary	DR1	540	1
5 Riskær – Avantgardekapitalisten	2007	Documentary	TV2	536	2
6 Seks år med Lissie og Michael – Del 3	2006	Documentary	TV2	498	1
7 Seks år med Lissie og Michael – Del 2	2006	Documentary	TV2	452	1
8 Forførelers fald	2008	Documentary	TV2	432	2
9 Gambler (1 film divided in 3 parts)	2005	Documentary	DR1+DR2	431	All parts included: 14
10 Amandas 2 verdener	2007	Documentary	TV2	312	4
11 Solo	2007	Documentary	TV2+TV2 Zulu	308	3
12 Klimamysteriet	2007	Documentary	TV2	237	2
13 Pusling	2007	Short Fiction	TV2	188	2
14 Lé Lé – De jyske vietnamesere	2008	Documentary	DR2	185	2
15 Mathias skal i skole	2005	Documentary	DR1	158	1
16 Hønsenes have	2006	Documentary	DR1	136	1
17 På sporet af den hellige krig – Ideologen 1:3	2008	Documentary	DR1+DR2	136	3
18 Kampen om kemikalierne	2008	Documentary	TV2	133	2
19 Den lille gris flyver	2004	Animation	DR1	122	1
20 Biernes by	2004	Documentary	DR1	120	1

Table 8.5 Home video sales and rental in Denmark / 2000–2008

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

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

Figure 8.6 Home video retail market shares according to genre / 2007



Source: European Audiovisual Observatory

09

FOREIGN MARKETS

The European market is obviously important not only for Denmark but for a lot of European countries. In the 2003-2008 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 9.1 Distribution of Danish feature films abroad

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

Source: Lumière database (2009): TrustNordisk (covers approx. 80% of international sales), for 2008 DFI-Festival Unit

Table 9.2 Number of admissions sold abroad to Danish Films

Danish release year	2003	2004	2005	2006	2007
Domestic admissions to titles released in the year (1000s)	3,003	3,344	3,551	3,023	2,883
Foreign admissions to titles released in the year (1000s)	3,771	594	1,115	2,230	88
– in Nordic countries (excl. Denmark)	289	212	168	346	58
– in rest of Europe	3,198	380	943	1,662	29
– in USA	247			223	
– in rest of world	37	2	4		

Note: All figures accumulated as per March 2009. Source: Lumière database

Table 9.3 Feature films screened outside Denmark, top 20 (released in DK 2003–2007)

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	2,428	2,144	284	37	28	110
2 Efter brylluppet / After the Wedding	2006	895	672	223	14	388	388
3 Den grimme ælling og mig / The Ugly Duckling and Me	2006	804	804	10	108	10	108
4 Drengen der ville gøre det umulige / The Boy who Wanted to be a Bear	2003	504	504	8	66	8	66
5 Direktøren for det hele / The Boss of It All	2006	448	448	13	19	13	19
6 Adams æbler / Adam's Apples	2005	383	383	10	356	10	356
7 Arven / The Inheritance	2003	280	280	11	376	11	376
8 Manderlay	2005	252	249	4	23	21	21
9 Brødre / Borthers	2004	204	204	18	424	18	424
10 Dag og nat / Day and Night	2004	136	136	2	3	2	3
11 Reconstruction	2003	133	133	16	52	16	52
12 Dear Wendy	2005	129	129	17	15	17	15
13 It's All About Love	2003	118	118	15	51	15	51
14 Voksne mennesker / Dark Horse	2005	98	98	13	12	13	12
15 De grønne slagtere / The Green Butchers	2003	95	95	4	262	4	262
16 Terkel i knibe / Terkel in Trouble	2004	74	74	9	376	9	376
17 Strings	2005	71	71	12	17	12	17
18 Se til venstre, der er en svensker / Old, New, Borrowed and Blue	2003	61	61	7	152	7	152
19 Fakiren fra Bilbao / The Fakir	2004	48	48	3	172	3	172
20 Oh Happy Day	2004	45	45	3	248	3	248

Source: Lumière database

Table 9.4 Danish feature films – Festival participation abroad supported by DFI

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

Table 9.5 Danish short films – Festival participation abroad supported by DFI / 2008

Titles	43
Festivals / events with Danish participation	111
Awards at foreign festivals	17
Festivals / events in Denmark	6

Table 9.6 Danish documentary films – Festival participation abroad supported by DFI / 2008

Titles	52
Festivals / events with Danish participation	82
Awards at foreign festivals	11
Festivals / events in Denmark	3

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 9.7 National market shares in Scandinavia

Admissions in percent of total national market	Average									
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2000-08
Danish films in Denmark	19%	31%	25%	26%	24%	32%	25%	26%	33%	27%
Norwegian films in Norway	6%	15%	7%	19%	15%	12%	16%	16%	22%	14%
Finnish films in Finland	15%	10%	17%	22%	17%	16%	23%	20%	23%	18%
Swedish films in Sweden	26%	24%	17%	20%	23%	23%	20%	21%	20%	21%

Sources: DFI, European Audiovisual Observatory

Figure 9.8 National market shares in Scandinavia, average / 2000-2008

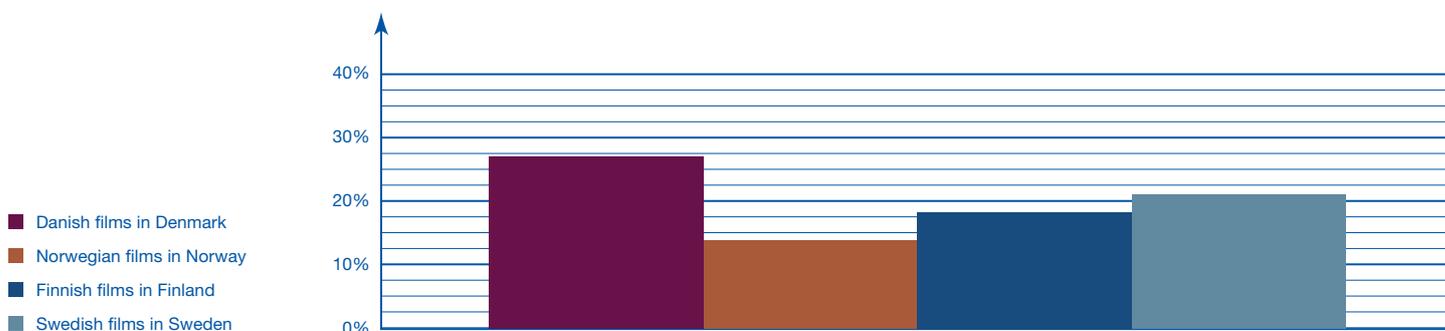
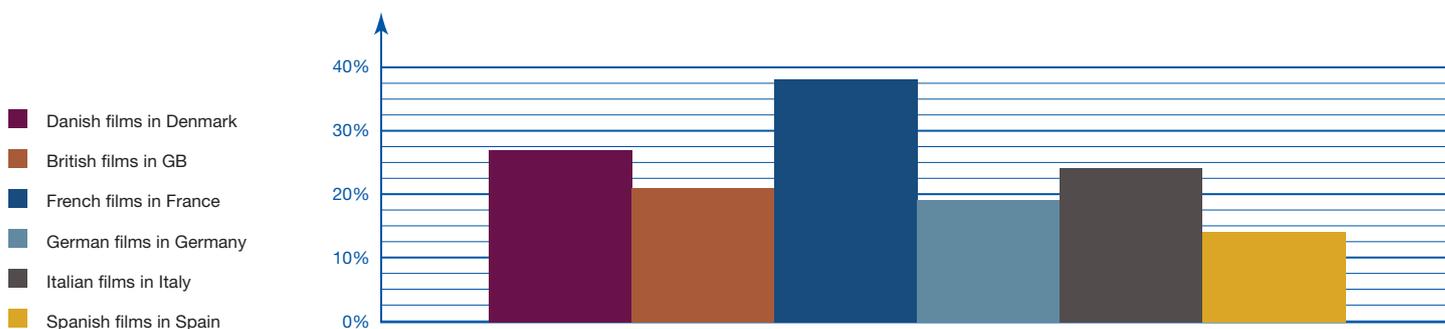


Table 9.9 National market shares, Denmark and the big five

Admissions in percent of total national market	2000	2001	2002	2003	2004	2005	2006	2007	2008	2000-08
Danish film in Denmark	19%	31%	25%	26%	24%	32%	25%	27%	33%	27%
British films in GB	19%	13%	16%	11%	23%	33%	19%	28%	31%	21%
French films in France	29%	41%	35%	35%	38%	37%	45%	37%	46%	38%
German film in Germany	13%	18%	12%	18%	24%	17%	26%	19%	27%	19%
Italian films in Italy	18%	19%	22%	22%	20%	25%	26%	33%	29%	24%
Spanish films in Spain	10%	18%	14%	16%	13%	17%	15%	13%	14%	14%

Sources: DFI, European Audiovisual Observatory

Figure 9.10 Denmark and the big five, average national market shares / 2000-2008



10

PUBLIC SERVICE FUND

The DFI is responsible for supporting and promoting the development and production of Danish television dramas and documentaries. In 2008 the fund supported 30 projects, representing 47 hours of public-service television. The Public Service Fund is part of the Media Policy Accord.

Table 10.1 Public Service Fund, key figures / 2008

	Documentaries	Fiction films	Total/average
Number of projects	6	7	13
Number of programs	23	59	82
Number of TV hours	14	33	47
Total subsidy (1000s)	5,330	39,601	44,931
Subsidy (%)	32%	33%	33%

Table 10.2 Public Service Fund / 2008

Title	Production company	Budget (1000s)	DFI subsidy (%)	DK Television	Genre	TV drama	TV documentary	Number of episodes	Number of minutes	Expected send time (month/year)
Skolen	Blu	933	30%	TV2/Danmark	Factual		x	8	200	Sep-08
Lulu – bankrøverens kone	Fine/Mellow	6,711	30%	TV3	Drama	x		12	516	Sep-09
Terrorcellen	Respirator	1,229	50%	SBS/Kanal 5	Comedy	x		12	276	Sep-09
Lærkevej	Cosmo Film	6,318	28%	TV2/Danmark	Drama	x		10	420	Sep-09
De utro	Blu	129	75%	TV2/Danmark	Ducu-drama		x	1	25	Apr-09
Kristian	Respirator	1,696	49%	TV2/Zulu	Comedy	x		10	250	Sep-09
De syv drab	Selskabet	1,088	24%	TV2/Danmark	Ducu-drama		x	7	280	Sep-09
Kunsten at overleve som barn	Eyeworks	52	75%	SBS/Kanal 4	Factual		x	6	270	2010
Tilbage til livet	Sand TV	40	75%	SBS/Kanal 4	Factual		x	8	320	Programming cancelled
Gåden om Irene	Danish Doc Production	39	28%	dk4	Factual		x	1	52	Oct-09
Blekingegade	Zentropa	42	32%	TV2/Danmark	Drama	x		5	210	Oct-09
Pandaerne	Wulffmorgenthaler	81	75%	TV 3+	Animation	x		8	200	Oct-09
Frelseren og bødlen	Dialogfilm	45	75%	dk4	Drama	x		2	120	2010

11

COMPUTER GAMES

The DFI is responsible for promoting Danish talent in the development of computer games for children and young people. By supporting demos and proto types the fund stimulates creative and commercial development in the sector. The computer-game subsidy scheme is included under New Danish Screen.

Table 11.1 Computer Games / 2008

Title	Production company	Format	Genre	Target group	Prototype	Demo
Smash Café	Digital Out	Nintendo DS	Retro / arcade, SP, MP	8–30 years	x	
Chase Ace – Off-World League	Space Time Foam	Pc, Xbox Live Arcade	Top view shooter	12–16 years	x	
Crimeville	Brink-Lund Media	Pc, mobile phone	Roleplaying, MP	8–12 years	x	
The Ark	Three Lives left	Pc	SP, MP	12–30 years		x
Max and the Magic Marker	Press Play	Pc, maybe Wii Ware	Puzzle, entertainment	10–14 years		x
Limbo	Limbo	Pc, Xbox 360 LA	Entertainment, MP	12 year+		x
Befri Musika	Tonic Games	Pc (Wii)	Action adventure, Music, SP	6–9 years		x
Scorefactor (Sunny Beach)	PortaPlay	Mobile phone	Learning, education, social interaction	13–16 years		x
ABCity	ABCity	Pc, webbrowsers (Explorer, Firefox)	Learning, education	4–7 years		x
Solarola – Mind the miiivs	Progressive Media	Pc, Mobile phone, J2ME, Brew, N-gage Iphone & Flash	Entertainment	12–35 years		x
Galacticos	Boolean Mystics	Pc	Strategy	...	x	
Riders & Ranches	Apex – Virtual Entertainment	Pc	Roleplaying, RPG / Sports game	12–18 years	x	
Arena: Champions of Valhalla	Elysium Games	Pc	Action adventure, Beat é m up	12 year+	x	
It's a Zoo	Kiloo	GBA/DS	Action Puzzle platformer	8–12 years	x	

12

DFI CINEMATHEQUE & 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 12.1 Cinematheque / 2008

Screenings	2,117
Admissions	93,169
Titles shown	1,043

Table 12.2 Film archive – copies and masters / 2008

Total number achieve materiale	62,795
Hereof Nitrat	11,639
Hereof video materiale	11,564
Hereof other film materiale	35,871

Table 12.3 Library and photo archive / 2008

Stock of monographs and serial publications	75,222
Stock of clipping files	69,662
Stock of catalogued documents / items from special collections	15,827
Periodicals, subscribers	383
Stock of stills and posters (m)	2.3

Table 12.4 DFI Video on Demand for schools and libraries (Filmstriben) / 2008

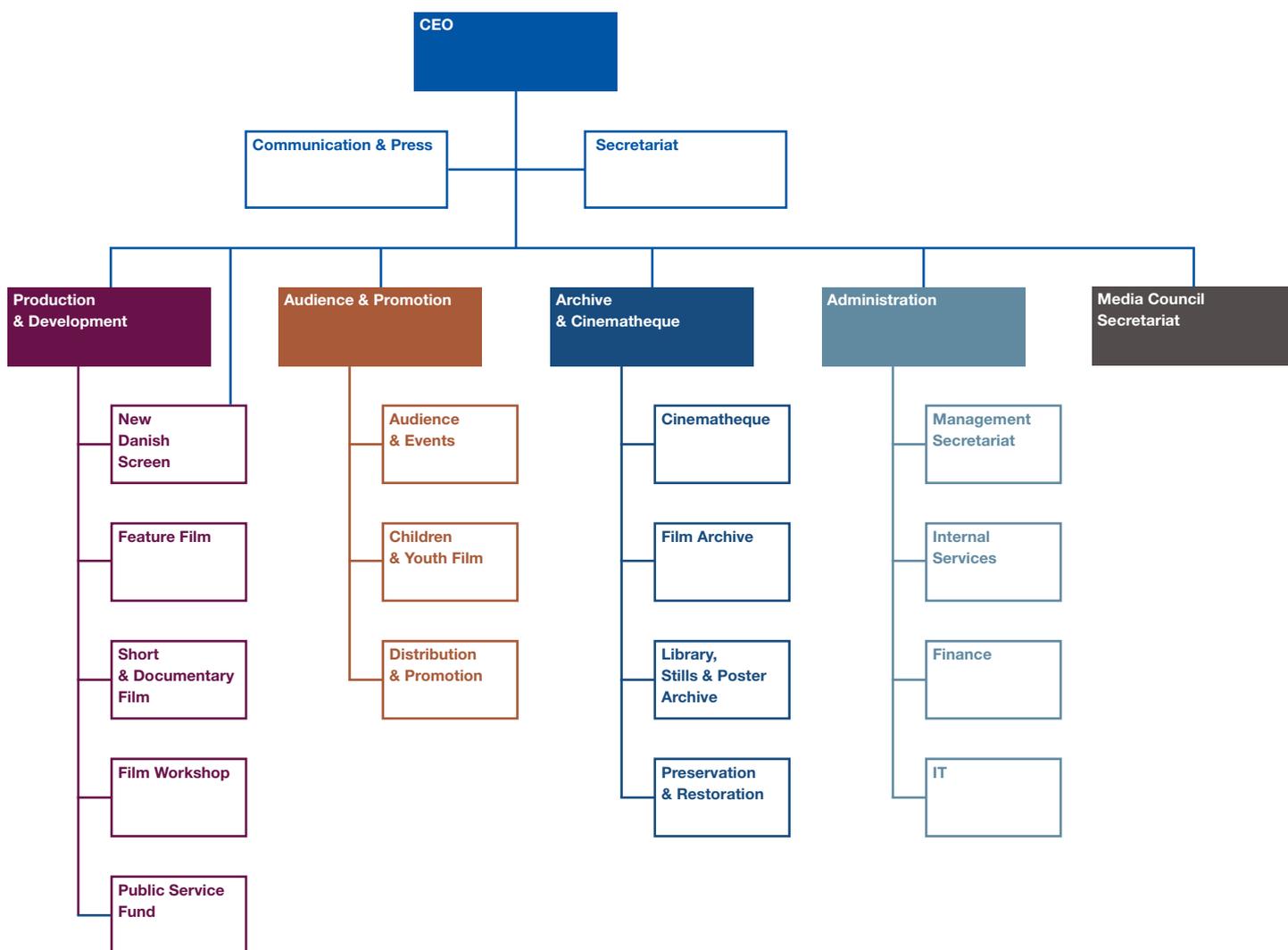
Available films (shorts & documentaries)	528
Subscribers – schools	1,828
Subscribers – libraries	12
Broadcast of films – schools	57,010
Broadcast of films – libraries	1,337

Note: Data is per 31st of December 2008

Table 12.4 DFI VoD for schools and libraries, top 20 / 2008

Title	Production year	Screenings
1 Aben Osvald	2001	2,986
2 Gasolin	2006	2,546
3 Eat Shit and Die	2007	1,887
4 Lille Lise	2005	1,675
5 Boy Meets Girl	2006	1,380
6 Snowys jul	2004	1,024
7 Cirkeline – Højt fra træets grø..	1970	865
8 Pin up	1995	793
9 Valgaften	1998	762
10 Bennys badekar	1971	759
11 Buldermanden	1995	747
12 100 meter fri	1993	675
13 Orla Frøsnapper	2006	666
14 14, fuld og for meget	2003	615
15 Billy Boy 900 – Vampyrkysset	2004	585
16 Drengen der gik baglæns	1994	581
17 Da Gud fik en hobby	1998	580
18 Ska' vi være kærester	1996	576
19 Ernst og lyset	1996	573
20 Der er en yndig mand	2002	572

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.

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

ABBREVIATIONS

- ... – Data unavailable at time of print
- c – Children
- f – Family
- 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 7.451 (March 2009).
 Economic figures have not been regulated.
 Economic figures have been rounded.
 Due to rounding, figures may differ from manual calculations.

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