



**FACTS &
FIGURES
2011
DANISH
FILM INSTITUTE**

PRODUCTION AND EXHIBITION FIGURES FOR 2010

01

DFI BUDGET 2011

The national film agency, The Danish Film Institute (DFI), operates under the Ministry of Culture (according to the Film Act from 1997). Since 1999 the financial framework and the political objectives for the Danish film policy has been set by the Danish Parliament in four year Film Policy Accords. The current period is 2011-2014.

Table 1.1 DFI budget / 2011

	Dkk (1000s)	Euro (1000s)
Production & Development:		
Feature films subsidies		
Script & development	19,000	2,549
Commissioners scheme: Production	68,000	9,122
Market scheme: Production	52,000	6,975
Co-production scheme: Production	10,000	1,341
International scheme, Production	8,000	1,073
Reimbursements	-6,000	-805
Total feature films, P&D	151,000	20,256
Shorts & documentaries subsidies		
Commissioners scheme: Script & development	5,000	671
Commissioners scheme: Production	39,000	5,232
Promotion & Marketing subsidies	3,000	402
Miscellaneous	2,500	335
Total shorts & documentaries, P&D	49,500	6,640
Public Service Television Fund	37,500	5,030
New Danish Screen		
Feature, short and documentary films	28,000	3,756
Total New Danish Screen	28,000	3,756
Video games	5,000	3,756
Other subsidies		
Workshops, internal & external	5,600	751
Eurimages & NFTVF	8,300	1,113
Miscellaneous	1,100	148
Total other subsidies, P&D	15,000	2,012
Total Production & Development	286,000	41,450
Audience & Marketing:		
Feature film subsidies		
Promotion & Marketing subsidies	11,200	1,502
Print subsidies	5,800	778
Festival subsidies, Denmark & abroad	7,000	939
Import subsidies	1,700	228
Miscellaneous	3,100	416
Total feature films, A&M	28,800	3,863
Shorts & documentaries subsidies		
Festival subsidies, Denmark & abroad	4,100	550
Streaming for schools and libraries	300	40
Total shorts & documentaries, A&M	4,400	590
Cinema subsidies		
Restoration, Art Cinemas etc.	3,700	496
Digitization	10,000	1,341
Cinema subsidies	13,700	1,838
Children & Youth activities	3,100	416
Total Audience & Marketing	50,000	6,707
Other Subsidies	2,400	322
Total Subsidies 2011	338,400	48,479
DFI Operational Costs:		
Production & Development	19,714	2,645
Audience & Marketing	17,920	2,404
Museum & Cinematheque	26,543	3,561
Media Council	1,284	172
Administration & Communication	18,017	2,417
Other	38,522	5,167
Total Operation Costs	122,000	16,366
DFI Total Budget 2011	460,400	64,845

Figure 1.2 DFI subsidy budget / 2011

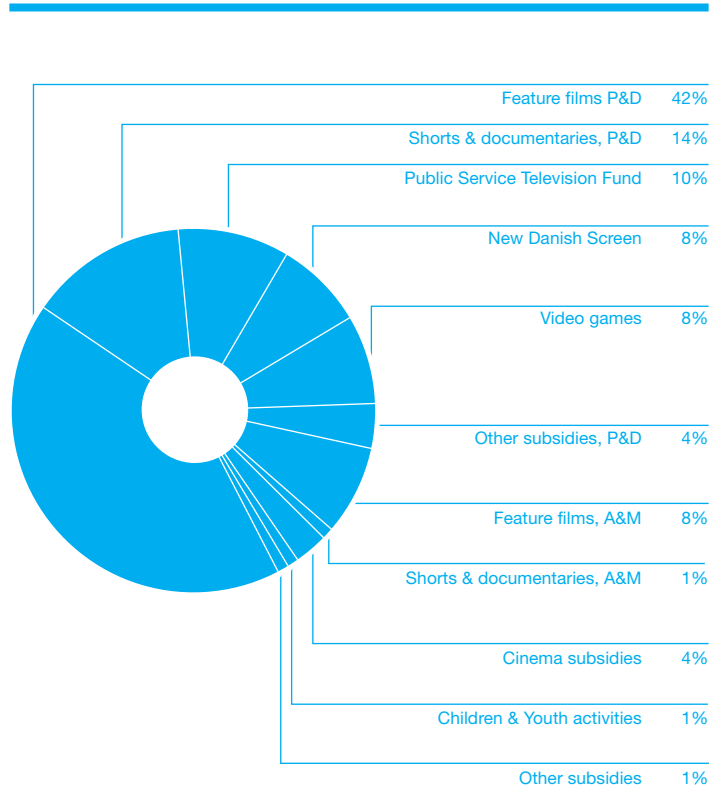
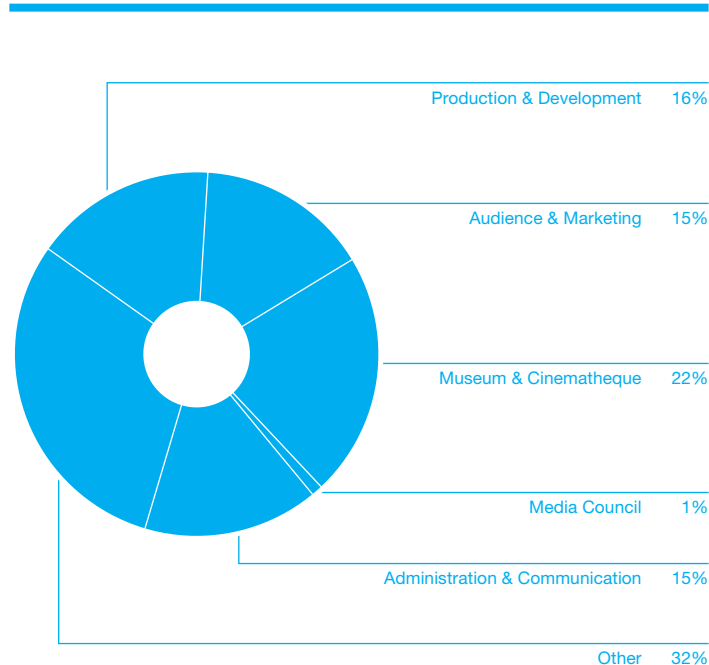


Figure 1.3 DFI Operation Costs / 2011



02

FEATURE FICTION FILM PRODUCTION

The DFI Production & Development department is responsible for supporting and promoting the art of filmmaking through several schemes. In 2010 The DFI Production & Development Department administered the Commissioner Scheme, primarily aimed at feature fiction films with an artistic and experimental potential, and the 60/40 Scheme primarily aimed at feature fiction films with a high commercial potential. From 2011 the 60/40 will be superseded by the new Market Scheme.

Table 2.1 Feature fiction films supported for production by DFI / 2010

Title	Production company	Director	Budget (1000s)	DFI subsidy (%)	DK public service television	DK regional funding	Int. co-production	Eur-images subsidy	Children/youth
Commissioners Scheme									
Bore Bora	Nimbus Film	Hans Fabian Wullenweber	2,055	44.5 %	x				x
Melancholia	Zentropa Entertainments27 ApS	Lars von Trier	7,002	17.2 %	x		x	x	
Beast	ApphvillePictures Copenhagen ApS	Christoffer Boe	878	26.4 %	x				
Dirch	Koncern Film	Martin Pieter Zandvliet	2,678	35.4 %	x				
ID:A	Zentropa Entertainments10 ApS	Christian E. Christiansen	1,909	53.4 %	x	x	x		
Alle for én	Fridtjof Film	Rasmus Heide	2,580	10.7 %	x	x			
Max pinlig - sidste skrig	Asta Film ApS	Lotte Svendsen	1,843	9.6 %	x	x	x		x
Petit	Copenhagen Bombay Productions 1	Anders Morgenthaler	1,041	25.8 %		x	x		
En dans på roser	Zentropa Entertainments5 ApS	Simon Staho	3,092	34.0 %	x		x		
Befri mig vel	Fine & Mellow A/S	Henrik Ruben Genz	1,671	55.7 %	x				
Only God Forgives	Space Rocket Nation ApS	Nicolas Winding Refn	3,598	11.1 %	x		x	x	
Julie	Babyfilm ApS	Linda Wendel	399	50.4 %					
Vicevæerten	Zentropa Entertainments18 ApS	Katrine Wiedemann	1,406	66.1 %					
In Real Life	Sebasto Film & TV ApS	Jonas Elmer	875	47.9 %	x				
60/40 Scheme									
Superclassico	Nimbus Film	Ole Christian Madsen	2,606	31.9 %	x				
A Royal Affair	Zentropa Entertainments25 ApS	Nikolaj Arcel	6,104	16.5 %	x		x	x	
Min søsters børn – vælter Nordjylland	Thura Film	Martin Miehe-Renard	2,731	34.4 %	x				x
Bob Bob Bølle Bob – alle tiders helt	Regner Grasten Rettigheder ApS	Martin Schmidt	1,850	45.7 %	x				x
Ronal Barbaren	Einstein Film A/S	Kresten Vestbjerg Andersen/ Thorbjørn Christoffersen	2,455	32.8 %	x				x
Jensen & Jensen	Miso Film ApS	Craig Frank	1,955	38.2 %	x				x
Klovn - the Movie	Zentropa Entertainments10 ApS	Mikkel Nørgaard	1,878	35.0 %	x				
Far til fire - tilbage til naturen	ASA Film Production A/S	Claus Bjerre	2,589	29.5 %	x	x			x
Den skaldede frisør	Zentropa Entertainments14 ApS	Susanne Bier	4,366	18.4 %	x		x	x	
Klassefesten	Nordisk Film Production A/S	Niels Nørlov	2,213	30.3 %	x				
Minor co-productions									
Teori og praksis	Nimbus Film	Jens Lien	3,626	3.7 %	x			x	
Code Blue	Zentropa Entertainments5 ApS	Urszula Antoniak	1,402	9.6 %					
Happy End	Zentropa Entertainments5 ApS	Björn Runge	1,610	8.3 %					
I'm going to Change my Name	Oscar Film ApS	Maria Saakyan	431	15.6 %					
Mennesker i solen	Nordisk Film Production A/S	Nordisk film Production A/S	2,587	4.4 %					
Eddie	Fridtjof Film A/S	Boris Rodriguez	924	18.9 %					
Niko- Family Affairs	A. Film Production ApS	Jørgen Lerdam/Kari Juusonen	7,107	3.8 %	x		x		

Table 2.2 Feature fiction films (majors and minors), finance / 2010

Financial structure	Total number of films	Average budget (1000s)			
100 % Danish finance	16	1,926			
DK as major co-producer	8	3,619			
DK as minor co-producer	7	2,527			
Total	31	2,499			
Financial structure	Total budget volume (1000s)	DFI subsidy (%)	DK public service tv (%)	DK regional funding (%)	
100 % Danish finance	30,819	37.2 %	26.1 %	1.5 %	
DK as major co-producer	28,954	20.5 %	14.2 %	2.4 %	
DK as minor co-producer	17,686	5.8 %	1.8 %	0.0 %	
Total	77,459	33.4 %			

03

DOCUMENTARIES, SHORT FILMS & NEW DANISH SCREEN

DFI subsidies for the production of documentary films and short films are allocated via the Commissioner Scheme. As a special initiative DR and DFI has supported animation short films in 2010. New Danish Screen is a talent pool based on a partnership between DR, TV 2 and DFI. Documentaries, short films and New Danish Screen films are for the most part broadcasted at national public service television and distributed to the public via schools and libraries through the DFI VOD-platform "Filmstrøben". A few films are exhibited in Danish cinemas.

Table 3.1 Documentaries, short films and New Danish Screen films supported for production by DFI / 2010

Title	Production company	Director	Budget (1000s)	DFI Subsidy	DK public service television	Duration	Multiple formats (M) /series (S)	Int. co-production	Children /youth
Documentary films									
American vagabond	Radiator Film ApS	Susanna Helke	677	5 %	x	52/90		x	x
Angus og Tobias – en hospitals klovn's dagbog	Final Cut for Real ApS	Ida Grøn	309	23 %	x	42			
Bag Blixens maske	No Exit Production	Morten Henriksen	128	83 %	x	50			
Breathing	Danish Documentary Production	Emma Davie, Morag McKinnon	383	11 %		60/85		x	
Canned Dreams	Final Cut for Real ApS	Katja Gauriloff	499	8 %		52/80		x	
Chips & Liver Girls	Dead People's Choice Film	Boris Bertram, Caroline Kamyra	36	63 %	x	29			
De sårede	Pausefilm ApS	Louise Jappe, Louise Kjeldsen	241	47 %	x	58			
Democrats	Upfront Films	Camilla Nielsson	503	44 %	x	52/90		x	
Det gode liv	Danish Documentary Production	Eva Mulvad	372	41 %	x	86			
Free the Mind	Danish Documentary Production, Social Club Productions ApS	Phie Ambo	597	36 %	x	58/75			
Hvad med mig?	Chili Film	Mette-Ann Schepelern	207	58 %	x	38			x
I want to cheer up Ltd.	Plus Pictures ApS	Kaspar Astrup Schröder	327	38 %	x	58/70			
Ishavets kæmpe	Loke Film	Adam Schmedes	1,229	23 %	x	52		x	x
Jeg elsker dig for evigt	Plus Pictures ApS	Louise Detlefsen, Louise Kjeldsen	525	38 %	x	40/4*24	S		x
Jeg er min egen Dolly	Magic Hour Films ApS	Jessica Nettelblatt	435	12 %	x	90		x	
Love during Wartime	Pausefilm ApS	Gabriella Bier	413	6 %		58/70		x	
Med døden til følge	Monday Reporter ApS	Eva Mulvad	263	44 %	x	58			
Mig uden dig	Radiator Film ApS	Aage Rais-Nordentoft	150	54 %	x	25			x
Min smukke datter	Monday Reporter ApS	Maya Albana	237	47 %	x	40			
Mord i junglen	Radiator Film ApS	Hans la Cour, Michael Christoffersen	496	30 %	x	58			
Når jeg bliver stor	Magic Hour Films ApS	Cathrine Marchen Asmussen	343	43 %	x	40-50			x
Petey & Ginger	Beofilm	Ada Bligaard Soby	246	65 %	x	58		x	
Racing Bastards	Pausefilm ApS	Christy Garland	278	17 %	x	58/72		x	
Succesjægerne	Plus Pictures ApS	Anders Gustafsson	298	46 %	x	2*40 / 60	S		
Survivors ...	Bullitt Film ApS	Magnus Gertten	487	10 %	x	58/80		x	
Testamentet	Copenhagen Bombay Rights 1 ApS	Christian Sønderby Jepsen	402	47 %	x	75			
The Gulube Gang	Final Cut for Real ApS	Nishtha Jain	548	9 %	x	60/90		x	
Turning, The film	Bullitt Film ApS	Charles Atlas	353	21 %	x	58/+75		x	
Vilde piger	Bullitt Film ApS	Tine Katinka Jensen	348	43 %	x	2*40	S		
Short films									
Do it	Fridthjof Film A/S, Nokia Knife Productions	Kristoffer Akselbo	151	91 %		15* (20s.-2min)	M		x
Hemmeligheden	Cacao Film	Morten Kohlert	825	37 %	x	3*24	S		x
Min bror	Bezzo Productions ApS	Luc Perez	322	50 %	x	15		x	
Pojktanten	Upfront Films	Ester Martin Bergsmark	334	14 %		58			
Sharaf	MicroCosmos, Story AB	David Aronowitsch, Hanna Heilborn	267	10 %		12		x	x
Trio bananas	R-Film ApS	Mogens Hagedorn	776	39 %	x	3*25	S		x
Finns i skogen	Bullitt Film ApS	Eva Lindström	449	9 %		3*12	S	x	x
Animation initiative (short films)									
Børnenes verden	Eye Candy Film	Paw Charlie Ravn	302	54 %	x	25		x	x
Flammen og vattotten	Plus Pictures ApS	Niels Bisbo	326	60 %	x	25			x
Fup og Svindel	Copenhagen Bombay Rights 1 ApS	Jacob Ley	237	60 %	x	25			x
Hund i Himlen	Nørhum ApS	Jeanette Nørgaard	308	51 %	x	25			x
Piggy	A. Film Production ApS	Rickard Söderström	370	43 %	x	25			x
Silkedyret og den grønne pistol	Dansk Tegnefilm 2 ApS	Dorte Bengtson	334	47 %	x	25			x
Taynikma	Zentropa RamBUK	Jan Kjær	307	43 %	x	25			x
Woolfert	Cacao Film, Tiny Film ApS	Søren Tomas	268	55 %	x	25			
New Danish Screen									
Albino - Overleverne (Doc)	Fourhands Film CPH	Camilla Magid	316	77 %	x	52-58			
Ambassadøren	Zentropa Entertainments26 ApS	Mads Brügger	882	62 %	x	52-58		x	
Ballroom Dancer (Doc)	Danish Documentary Production	Christian H. Bonke, Andreas Koefoed	327	94 %	x	>75			
Brainy	Zentropa Entertainments5 ApS	Daniel Borgman	320	90 %	x	25			x
Four Minutes in the Warsaw Ghetto	Basmati Film	Johan Oettinger, Emil Brahe	167	81 %	x	<15			
Godnathistorier (Doc)	Upfront Films	Vibeke Bryld	154	87 %	x	24-28			
Grantræet	Plus Pictures ApS	Lars Ostenfeld	311	93 %	x	24-28			
Labrador	Nordisk Film Production A/S	Frederikke Aspöck	1,054	68 %	x	>75		x	
Nogle gange kommer vinteren om natten	Nimbus Film	Lærke Lauta	306	94 %	x	29			
Peaceforce	Miso Film ApS	Peter Gornstein	308	94 %	x	19			
The Great Mistake	JA Film	Anders Berthelsen	218	74 %	x	<15			
The Secret Society of Fine Arts	Zentropa Entertainments10 ApS	Anders Rønnow Klarlund	430	95 %	x	52-58			
Tro, Håb og Sex	Nordisk Film Production A/S	Emma Balcazar	315	91 %	x	34			x
Upstairs	Basmati Film	Jesper Maintz	327	88 %	x	28			
Volcano	Fine & Mellow A/S	Runar Runarsson	1,154	58 %	x	>75		x	

04

DANISH THEATRICAL RELEASES

The DFI Audience & Marketing department administers subsidy schemes for distribution and marketing of Danish fiction films and documentaries in Denmark and abroad. The department also administers subsidies for Danish film festivals, local cinemas and art houses as well as promotion of Danish films at festivals around the world.

Table 4.1 Danish theatrical film releases / 2010

Title	Release date	Production company	Director	Domestic distributor	Total admissions (year end 2010)	Number of prints	Children/youth	DFI production subsidy type
Feature fiction (DFI production and marketing support)								
Klovn - The Movie	16.12.10	Zentropa	Mikkel Nørgaard	Nordisk Film	554,382	126		60/40
Far til fire - på japansk	04.02.10	ASA Film	Claus Bjerre	Scanbox	417,343	122	x	60/40
Hævnen	26.08.10	Zentropa	Susanne Bier	Nordisk Film	406,435	81		60/40
Olsen Banden - på de bonede gulve	14.10.10	Nordisk Film, A. Film	Jørgen Lerdam	Nordisk Film	327,767	130	x	60/40
Parterapi	25.02.10	Nordisk Film	Kenneth Kainz	Nordisk Film	143,214	78		60/40
Karla & Jonas	25.03.10	Nordisk Film	Charlotte Sachs Bostrup	Nordisk Film	134,490	75	x	60/40
Min søsters børn vælter Nordjylland	16.12.10	Obel film	Martin Miehe-Renard	Sandrew Metronome	130,525	88	x	60/40
Frihed på prøve	10.06.10	Clausen Film	Erik Clausen	Nordisk Film	106,704	75		60/40
Sandheden om mænd	07.10.10	Zentropa	Nikolaj Arcel	Nordisk Film	94,151	37		Commissioner
Bob Bob Bøllebob - alle tiders helt	15.07.10	Regner Grasten Film	Martin Schmidt	Regner Grasten Film, UIP	86,615	99	x	60/40
Kidnappet	07.10.10	SF Film	Vibeke Muasya	SF Film	52,591	57	x	Commissioner
Hold om mig	02.09.10	Nimbus Film	Kaspar Munk	Sandrew Metronome	47,091	30	x	Low budget (Råfilm)
Kvinden der drømte om en mand	21.01.10	Zentropa	Per Fly	Nordisk Film	25,989	30		60/40
Eksperimentet	09.09.10	Nimbus Film	Louise N. D. Friedberg	Sandrew Metronome	21,900	18		Commissioner
Alting bliver godt igen	28.01.10	Alphaville	Christoffer Boe	SF Film	11,140	17		Commissioner
Broderskab	08.04.10	Asta Film	Nicolo Donato	Nordisk Film	8,621	10		Low budget (Råfilm)
Valhalla Rising	31.03.10	Nimbus Film	Nicolas Winding Refn	Scanbox	6,077	5		Commissioner
Tigre og tatoveringer	14.10.10	Copenhagen bombay	Karla Bengtson	Copenhagen Bombay	3,116	4	x	Commissioner
New Danish Screen								
R	22.04.10	Nordisk Film	Michael Noer, Tobias Lindholm	Nordisk Film	31,975	17		
Smukke mennesker	23.09.10	Zentropa	Mikkel Munch-Fals	Nordisk Film	5,804	11		
Feature fiction (DFI marketing support)								
Submarino	25.03.10	Nimbus Film	Thomas Vinterberg	Sandrew Metronome	48,651	25		
Min bedste fjende	03.06.10	Bullitt Film	Oliver Ussing	Scanbox	9,335	26	x	
Minor coproductions								
Frihedskæmperen Max Manus (Norway)	07.01.10	Miso Film	Espen Sandberg, Joachim Rønning	Nordisk Film	13,979	15		
Det gode hjerte (Iceland)	16.12.10	Nimbus	Dagur Kári	Scanbox	2,750	3		
Metropia (Finland)	10.06.10	Zentropa	Tarik Saleh	Sandrew Metronome	468	2		
Documentaries								
Armadillo	27.05.10	Fridthjof Film	Janus Metz	Nordisk Film	114,333	56		Commissioner
Det erotiske menneske	03.11.10	Zentropa	Jørgen Leth	Nordisk Film	5,718	n/a		Commissioner
Drømme i København	07.01.10	Upfront Films	Max Kestner		3,366	1		Commissioner
Tommy	17.11.10	R Film	Sami Saif	DOX BIO	2,342	10		Commissioner
Fra Haifa til Nørrebro	03.03.10	Zentropa	Omar Shargawi	DOX BIO	1,889	n/a		New Danish Screen
Blod i mobilen	01.09.10	Koncern	Frank Piasecki Poulsen	DOX BIO	1,003	n/a		Commissioner
Into Eternity	06.01.10	Magic Hour Films	Michael Madsen	DOX BIO	955	n/a		Commissioner

05

THE DANISH THEATRICAL MARKET AND CINEMA SECTOR

In Denmark, the top 20 feature films represents more than 50 % of the total theatrical market value. Since 2003 the market has been fairly stable around 12-14 million tickets sold per year with a slightly increasing trend. The domestic market share has in the same period fluctuated between 17% and 33% with 26% in average. The distribution sector is dominated by 5 main keyplayers. In 2010 the D-cinema roll out gained speed - almost half of all cinemas in Denmark do now have at least one screen for digital exhibition.

Table 5.1 Theatrical film releases, top 20 / 2010

Danish title	English title	Country	Release-date	Admissions	Market share (admissions)	GBO incl VAT (1000s)	Market share (GBO)	Prints / First bookings	Admissions per print
1 Avatar	Avatar	USA	18.12.09	835,874	6 %	12,787,758	6 %	100	8,359
2 Klown - The Movie	Clown	DAN	16.12.10	554,382	4 %	5,785,138	4 %	126	4,400
3 Harry Potter Og Dødsregalierne -Del 1	Harry Potter And The Deathly Hallows: Part 1	STO	18.11.10	521,860	4 %	5,655,642	4 %	120	4,349
4 Inception	Inception	USA	29.07.10	514,966	4 %	5,528,417	4 %	57	9,034
5 Far Til Fire - På Japansk	Father Of Four - In Japanese Mode	DAN	04.02.10	417,343	3 %	3,598,031	3 %	122	3,421
6 Hævnen	In A Better World	DAN	26.08.10	406,435	3 %	3,310,758	3 %	81	5,018
7 Shrek Den Lykkelige	Shrek Forever After	USA	08.07.10	356,922	3 %	3,978,030	3 %	181	1,972
8 Toy Story 3	Toy Story 3	USA	26.08.10	356,841	3 %	3,880,778	3 %	170	2,099
9 Olsen-Banden På De Bonede Gulve	The Olsen Gang Gets Polished	DAN	14.10.10	327,767	3 %	3,451,927	3 %	130	2,521
10 Sex And The City 2	Sex And The City 2	USA	03.06.10	327,473	3 %	4,175,630	3 %	90	3,639
11 Alice I Eventyrland	Alice In Wonderland	USA	04.03.10	307,806	2 %	3,763,530	2 %	118	2,609
12 The Twilight Saga: Eclipse	The Twilight Saga: Eclipse	USA	30.06.10	305,982	2 %	3,186,574	2 %	80	3,825
13 Sådan Træner Du Din Drage	How To Train You Dragon	USA	25.03.10	251,537	2 %	2,771,888	2 %	110	2,287
14 Prinsessen Og Frøen	The Princess And The Frog	USA	11.02.10	207,112	2 %	1,769,100	2 %	76	2,725
15 Alvin Og De Frække Jordegern 2	Alvin And The Chipmunks: The Squeakquel	USA	25.12.09	202,562	2 %	1,736,515	2 %	100	2,026
16 An Education	An Education	STO	22.04.10	199,810	2 %	1,575,103	2 %	62	3,223
17 Wall Street: Money Never Sleeps	Wall Street: Money Never Sleeps	USA	30.09.10	188,014	1 %	1,476,981	1 %	58	3,242
18 Grusomme Mig	Despicable Me	USA	07.10.10	184,930	1 %	1,918,166	1 %	112	1,651
19 Iron Man 2	Iron Man 2	USA	29.04.10	177,138	1 %	1,881,375	1 %	75	2,362
20 Spis Bed Elsk	Eat Pray Love	USA	11.11.10	157,649	1 %	1,168,390	1 %	72	2,190

Table 5.2 Theatrical film releases 2003-2010

	2003	2004	2005	2006	2007	2008	2009	2010
Total admissions (1000s)	12,297	12,787	12,187	12,604	12,121	13,119	14,082	12,952
Number of new releases	209	237	233	233	235	213	216	222
Average admissions per film (1000s)	59	54	52	54	52	62	65	58
Total admissions for Danish releases (1000s)	3,167	3,025	3,953	3,127	3,101	4,275	2,434	2,810
Number of new Danish fiction releases	24	19	31	21	27	28	27	22
Hereof number of children and youth releases	8	5	6	8	11	14	11	9
Domestic market share (%)	26 %	24 %	32 %	25 %	26 %	33 %	17 %	22 %
Number of Danish films at Top 20	6	6	8	8	8	8	3	4

Table 5.3 Distributor market share / 2010

Distributor	Films in distribution	Hereof Danish first run releases (fiction)	Admissions (1000s)	Total admissions (%)
Nordisk Film	95	11	2,909	22 %
Walt Disney, Denmark	53	0	2,059	16 %
SF-Film	90	2	2,224	17 %
Sandrew Metronome	70	4	2,235	17 %
UIP	75	0	2,266	17 %
Scanbox Film	38	3	714	6 %
Other	220	2	544	4 %
Total	641	22	12,951	100 %

Table 5.4 D-cinema roll out (april 2011)

	Total number of cinemas	Hereof with at least one digital screen	D-Cinema coverage (%)
<10.000 inhabitants	67	19	28 %
10-20.000 inhabitants	30	18	60 %
20-30.000 inhabitants	11	8	73 %
30-50.000 inhabitants	12	11	92 %
50-100.000 inhabitants	7	5	71 %
100-500.000 inhabitants	11	5	45 %
Copenhagen area	24	12	50 %
Total	162	78	48 %

06

TELEVISION & HOME VIDEO IN DENMARK

Danish television plays a key role for the dissemination of Danish fiction and documentary films. The two main broadcasters - Denmark's Radio (DR) and TV 2 - serve as public service broadcasters according to the Media Policy Accord which have been set by the Danish Parliament. As a part of their public service obligation they contribute to the financing of Danish films. The Danish home video market is also a very important window for Danish films.

Table 6.1 Danish feature fiction films at Danish television, top 20 / 2010

Danish title	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Baronessen fra benzintanken	DR1	2,109	3
2 Min søsters børn	TV 2	1,357	2
3 Olsen-banden	DR1	1,213	2
4 Blå Mænd	TV 2 / TV 2 Film	1,172	4
5 Det som ingen ved	TV 2 / TV 2 Zulu	892	2
6 Anja og Viktor i medgang og modgang	TV 2	880	2
7 Støv på hjernen	DR1	873	2
8 Støv for alle pengene	DR1	867	2
9 Olsen-banden i Jylland	DR1	857	2
10 Det støver stadig	DR1	848	2
11 Far til fire - i stor stil	TV 2	835	2
12 Flammen & Citronen	TV 2 / TV 2 Film	834	2
13 Han, Hun, Dirch og Dario	DR1	807	2
14 Far til fire - på hjemmebane	TV 2	761	1
15 To verdener	TV 2 / TV 2 Zulu	719	2
16 Hurra for de blå husarer	DR1	710	1
17 Piger til søs	TV 2 Charlie	701	4
18 Solkongen	DR1	624	1
19 Dansen	TV 2	620	1
20 Kunsten at græde i kor	DR1	580	1

Table 6.2 Danish documentaries supported by DFI at Danish television, top 20 / 2010

Danish title	TV-channel	Number of viewers (1000s)	Number of broadcasts
1 Hjemmefronten - fjenden bag hækken	TV 2	1,010	2
2 Tommy Seebach	DR1	1,005	1
3 Mission kvindehandel	DR1	629	4
4 Fra Thy til Thailand	DR1	475	2
5 De sårede	DR1	462	3
6 Side om side	DR2	242	4
7 Roskilde	TV 2 / TV 2 Zulu	202	3
8 Og det var Danmark	TV 2	173	1
9 Hjemløs	DR2	151	2
10 Anklaget for mord	DR2	137	2
11 Lykketoft finale	DR2	129	2
12 Goddag mit navn er lesbisk	DR2	124	2
13 BZ	DR2	112	3
14 Videocracy - Berlusconi medierevolution	DR2	111	2
15 Blod i mobilen	DR2	108	2
16 Drømme i København	DR2	91	3
17 Tine på Tværs	DR1	86	1
18 Cities On Speed - Bogota forvandling	DR2	82	2
19 Det gælder din frihed	DR2	77	1
20 Min bror	TV 2	72	2

Table 6.3 Home video market for fiction and documentaries, top 10 (all films)/ 2010

Fiction films	Documentary films
1 Avatar	Armadillo
2 The Girl Who Played with Fire	D-Dag - krigsdokumentar Box
3 The Girl Who Kicked the Hornet's Nest	1. Verdenskrig - krigsdokumentar Box
4 New Moon	Earth
5 Eclipse	Planet Earth
6 Inception	Gamle Danmark 10 - dvd Box
7 Father of Four - In Japanese Mode	Blekingegadebanden
8 2012	Hitlers Holocaust
9 Sex and the City 2	Obsessed
10 What Goes Around	Hitler's Bodyguards

OUTLOOK

Danes are avid cinema-goers. 2010 was no exception, with 13 million tickets sold at the boxoffice, equalling 2.3 tickets per inhabitant. Danish films sold 2.9 million tickets which lands the national market share at 22% – against 17% in 2009.

With films ranging from popular blockbusters to powerful artistic statements, 2010 was indeed a year of cinematic diversity which also made its mark on the international festival circuit.

Susanne Bier's Golden Globe and Oscar winner *In a Better World* premiered in 2010 and drew big crowds at home and abroad. Nicolas Winding Refn's Viking drama *Valhalla Rising* attracted international attention for its original take on the genre. The satirical comedy *Clown* ended the year with record-breaking boxoffice sales. And in documentaries, Janus Metz' *Armadillo* raised the bar for war reporting, while Michael Madsen's philosophical investigation into the dilemmas of nuclear waste storage *Into Eternity* has proven highly topical.

Film Policy Accord 2011-2014

A key point in the new Film Policy Accord reached in October 2010 by the Danish parliament is an enhanced flexibility in the support system. Thus the new political framework will give the Danish Film Institute more elbow room to allocate funds that meet the demands of each individual project and of a rapidly changing market.

In 2011 the Danish Film Institute looks forward to turning policy into practice. New initiatives will focus on creating more room for talent development within the field of experimentation as well as mainstream. A new support programme for films with strong audience appeal presents promising possibilities. Other initiatives aim at a wider distribution of documentary films, support for digitization of cinemas and continued support for video games.

Last but not least, the new Film Policy Accord implies increased international coproduction partnerships. We hope and expect that this international focus will bring renewed creativity and originality to Danish cinema and boost cultural exchange across borders.

Find more detailed statistical information on Danish film at www.dfi.dk/facts

Key Information

5.6m	Population in Denmark
Ministry of Culture	Regulatory body for media
64.8m EUR	Total government subsidy to DFI activities (2010 budget)

Production

29	National feature film releases (hereof 7 documentary films)
24	Total number of feature fiction films allocated a DFI production subsidy
29	Total number of documentary films allocated a DFI production subsidy
2.5m EUR	Average production budget for a Danish feature fiction film
33%	Average DFI-subsidy allocation to a Danish feature fiction film

Distribution and Exhibition

162	Cinemas in Denmark
78	Cinemas with digital screens (year-end 2009)
13.0m	Total admissions in Denmark
2.3	Tickets sold per capita in Denmark
22%	National market share

Published by the Danish Film Institute, edited by Claus Hjorth.
Graphic design: Rasmus Koch Studio.

Sources: Statistics Denmark, Danish Agency for Media, Association of Danish Videogram Distributors, Danish Film Institute.

All economical figures in Euros.

Exchange rate: 7.4547 (February 2011).
Economic figures have not been regulated.

Figures have been rounded (sums may differ from manual calculation).

A national feature film must be 60 minutes and the principal production company must be Danish.
Co-production may be major or minor co-productions based on the domicile of the principal production company.

For latest figures and information on upcoming releases go to www.dfi.dk.