OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE

YEARBOOK • ANNUAIRE • JAHRBUCH

VOLUME
BAND
3

Film and home video

Cinéma et vidéo

Film und Video

2011

PDF VERSION

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN AUDIOVISUAL OBSERVATORY, Yearbook 2011. Film, Television and Video in Europe,
Vol. 3, Film and home video, European Audiovisual Observatory, Strasbourg, 2011.

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL, Annuaire 2011. Cinéma, télévision
et vidéo en Europe, Vol. 3, Cinéma et vidéo, Observatoire européen de l'audiovisuel, Strasbourg, 2011.

EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE, Jahrbuch 2011. Film, Fernsehen und Video in Europa,
Bd 3, Film und Video, Europäische Audiovisuelle Informationsstelle, Straßburg, 2011.

Director of publication Directeur de la publication ***Verlagsleitung***
Wolfgang Closs

Editors Coordination scientifique ***Unter der wissenschaftlichen Leitung von***
Dr. André Lange (andre.lange@coe.int)
Head of the Department for Information on Markets and Financing
Responsable du département "Informations sur les marchés et les financements"
Leiter der Abteilung „Informationen über Märkte und Finanzierungen"

Martin Kanzler (martin.kanzler@coe.int)
Susan Newman-Baudais (susan.newman@coe.int)
Analysts, Department for Information on Markets and Financing
Analystes, département "Informations sur les marchés et les financements"
Analysten, Abteilung „Informationen über Märkte und Finanzierungen"

Special thanks to the following Remerciements particuliers à ***Besonderen Dank an***
BUREAU VAN DIJK ELECTRONIC PUBLISHING, INTERNATIONAL VIDEO FEDERATION (Paul SOLLEVELD, Charlotte LUND THOMSEN),
MEDIA Salles (Elisabetta BRUNELLA), SCREEN DIGEST (Helen DAVIS JAYALATH)
and to the members of the et aux membres de l' ***und die Mitglieder des***
EUROPEAN FILM AGENCY RESEARCH NETWORK (EFARN)

Editorial Assistant Assistante éditoriale ***Verlagsassistentin***
Valérie Haessig (valerie.haessig@coe.int, Tel. : +33 (0)3 90 21 60 11)

Translation Traduction ***Übersetzung***
France Courrèges, Bernard Ludewig, Ralf Pfleger.

Documentation - Public Relations Documentation - Relations publiques ***Dokumentation - Öffentlichkeitsarbeit***
Alison Hindhaugh (alison.hindhaugh@coe.int, Tel. : +33 (0)3 90 21 60 10)

Marketing Promotion ***Marketing***
Markus Booms (markus.booms@coe.int, Tel. : +33 (0)3 90 21 60 06)

Publisher Editeur ***Verlag***
European Audiovisual Observatory
Observatoire européen de l'audiovisuel
Europäische Audiovisuelle Informationsstelle
76, allée de la Robertsau F-67000 STRASBOURG
http://www.obs.coe.int
Tél. : +33 (0)3 90 21 60 00
Fax : +33 (0)3 90 21 60 19
obs@obs.coe.int

Exclusive distribution for Distribution exclusive pour ***Exklusiver Vertrieb für***

Germany, Austria Allemagne, Autriche ***Deutschland, Österreich***
NOMOS VERLAGSGESELLSCHAFT
D - 76 520 BADEN-BADEN
DEUTSCHLAND
Fax: +49 (0) 7221 21 04 27
http://www.nomos.de

Spain, Latin America Espagne, Amérique latine ***Spanien, Lateinamerika***
CINEinforme y TELEinforme
Ediciones Exportfilm, S.L.
Gran Vía 64
E-28013 MADRID - ESPAÑA
Tel. +34 (9)1 541 21 29 / (9)1 541 27 14
Fax +34 (9)1 559 81 10
http://www.cineytele.com

Layout Maquette ***Gestaltung***
Acom Europe, Paris

© 2011 European Audiovisual Observatory Observatoire européen de l'audiovisuel
Europäische Audiovisuelle Informationsstelle, Strasbourg

Printed in France Imprimé en France ***Gedruckt in Frankreich***
ISBN : 978-92-871-7207-5

If you wish to reproduce tables or graphs contained in this publication please contact the European Audiovisual Observatory for prior approval. Please note that the European Audiovisual Observatory can only authorise reproduction of tables or graphs sourced as "European Audiovisual Observatory" or "OBS". All other entries may only be reproduced with the consent of the original source.

Si vous souhaitez reproduire des tableaux ou graphiques de cette publication, veuillez contacter l'Observatoire européen de l'audiovisuel pour une autorisation préalable. Merci de noter que l'Observatoire européen de l'audiovisuel ne peut autoriser que la reproduction des tableaux et graphiques sourcés avec la mention "Source: European Audiovisual Observatory" ou "OBS". La reproduction des autres tableaux et graphiques ne peut être effectuée sans l'autorisation préalable des sources originales.

Vor einer eventuellen Reproduktion von in dieser Publikation enthaltenen Tabellen oder Graphiken holen Sie bitte das Einverständnis der Europäischen Audiovisuellen Informationsstelle ein. Bitte beachten Sie, dass die Europäische Audiovisuelle Informationsstelle nur die Reproduktion der Tabellen oder Graphiken, die mit „Source: European Audiovisual Observatory" oder „OBS" gekennzeichnet sind, gestatten kann. Alle anderen Einträge können nur im Einverständnis mit der Originalquelle reproduziert werden.

Contents

Sommaire

Inhalt

The European Digital Cinema Report

Understanding digital cinema roll-out

A new report from MEDIA Salles and the European Audiovisual Observatory

The European Digital Cinema Report
Understanding digital cinema roll-out

132 pages

More information:
www.obs.coe.int/oea_publ/european_digital_cinema.html

Electronic edition (pdf) 260 €
Print edition 200 €
Both editions: 270 €

Order
on line:
http://www.obs.coe.int/about/order
by email:
orders-obs@coe.int
by fax:
+33 (0) 3 90 21 60 19

76 Allée de la Robertsau
F 67000 STRASBOURG
Phone +33 (0) 3 90 21 60 00
Fax +33 (0) 3 90 21 60 19
www.obs.coe.int

The European Audiovisual Observatory and MEDIA Salles have teamed up to draft this unique analysis of digital cinema roll-out in Europe.

Comprehensive and detailed, this report is your indispensible tool for understanding the trends, risks and complexity of very rapidly expanding digital cinema roll-out across European markets.

Key content includes:

- **Latest figures on digital screen penetration**
- **Understanding historical development**
- **Cost of digital conversion**
- **Impact of 3D on European box office**
- **Top 50 leading digital exhibitors**
- **Market shares of 3D technology, projector and server manufacturers**
- **Concentration and digital penetration of screens and sites by exhibitor types: small to major exhibitors**
- **Concentration and digital penetration of screens and sites by cinema size: monoscreen to megaplexes**
- **Challenges for the European independent sector**
- **Public funding schemes for digital cinema**
- **Country profiles for 35 European countries**
- **Pan-European time series for key indicators**

CINEMA D'EUROPA
MEDIA SALLES

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Rate of exchange of the EUR
2005-2010 Annual average, 1 EUR =

Country	National currency	2005	2006	2007	2008	2009	2010
BA	BAM	1.96	1.95	1.95	1.96	1.96	1.96
BG	BGL	1.96	1.97	1.96	1.96	1.96	1.95
CH	CHF	1.55	1.57	1.64	1.59	1.51	1.35
CY	CYP [1]	0.58	0.58	0.58	~	~	~
CZ	CZK	29.84	28.37	27.77	24.99	26.48	25.27
DK	DKK	7.45	7.46	7.45	7.46	7.45	7.45
EE	EEK	15.65	15.65	15.65	15.65	15.65	15.65
GB	GBP	0.68	0.68	0.68	0.80	0.89	0.86
HR	HRK	7.44	7.33	7.35	7.24	7.36	7.39
HU	HUF	248.54	264.91	251.35	252.43	281.15	274.72
IS	ISK	78.33	88.12	87.63	128.29	174.48	164.82
LT	LTL	3.45	3.45	3.45	3.48	3.47	3.44
MK	MKD	~	63.15	62.66	62.01	62.06	61.05
LV	LVL	0.70	0.70	0.70	0.71	0.71	0.71
MT	MTL [1]	0.43	0.43	0.43	~	~	~
NO	NOK	8.02	8.05	8.02	8.24	8.75	7.82
PL	PLN	4.03	3.91	3.78	3.52	4.34	3.99
RO	ROL /RON [2]	3.65	3.54	3.33	3.70	4.25	4.20
RU	RUB	35.22	34.13	35.03	36.44	44.23	40.21
SE	SEK	9.29	9.26	9.25	9.63	10.63	9.54
SI	SIT [3]	240.41	239.83	~	~	~	~
SK	SKK [4]	38.65	37.27	33.78	31.39	~	~
TR	TRL/TRY [5]	1.68	1.82	1.79	1.91	2.17	2.00
JP	JPY	136.90	146.10	161.25	152.51	130.40	116.53
US	USD	1.25	1.26	1.37	1.47	1.39	1.33

Source: EUROSTAT, IMF, Oanda, European Audiovisual Observatory

1. EUR from 1 January 2008.
2. RON (=10,000 ROL) from 2005.
3. EUR from 1 January 2007.
4. EUR from 1 January 2009.
5. TRY (New Turkish Lira) from 1 January 2005.

Chapter
Chapitre
Kapitel
10

Production

La production

Produktion

Contents	Sommaire	*Inhalt*	
Feature film production in Europe	La production de longs métrages en Europe	Langfilmproduktion in Europa	9
The international context	Le cadre international	Internationaler Kontext	14
Co-productions	Coproductions	Koproduktionen	15
Average cost of production of feature films	Coût moyen de production des films de long métrage	Durchschnittskosten von Langfilm-produktionen	16

About the methodology

Due to reasons of data availability the European Audiovisual Observatory focuses on measuring production of theatrical feature films, i.e. films with a runtime of at least 60 minutes and produced for theatrical release. This includes both fiction and feature documentaries, which the Observatory shows as two separate data sets wherever feasible. It must be noted that different methodologies are applied by the individual countries in measuring film production which limits the comparability of production data between countries. National production data may, for example, report on films receiving funding, going into production, completed or released in cinemas. The different methodologies applied are indicated in table T.10.1.

To avoid double counting, films are split according to their finance structure:, 100% national films, majority and minority co-productions. In calculating the total number of films produced per country the Observatory takes into account only 'national films', i.e. 100% national and majority co-productions. Parity co-productions, i.e. co-productions financed at an identical level by two or more countries, are allocated to the co-producing country corresponding to the director's nationality or the national content of the story and shooting location. This approach is based on a set of criteria developed by the European Film Agencies' Research Network (EFARN).

EU film production continues to grow to record high

2010 saw EU production levels continue to grow to a new record, though at a slower pace compared to previous years. Based on the provisional data available, the Observatory estimates that a total of 1 218 theatrical feature films, including feature documentaries, were produced within the 27 member states of the European Union, 33 films more than in 2009.

Production growth would have been more pronounced, but for a significant drop in German fiction productions which fell from 129 to 84 films. As a consequence overall EU growth was driven by an increase in feature documentaries (+39 films) while the number of fiction films dropped slightly (-6 fiction films), raising the share of feature documentaries to 28%, while fiction films accounted for 72% of total production volume in 2010.

A propos de la méthodologie

Pour des raisons de disponibilité des données, l'Observatoire européen de l'audiovisuel se concentre sur la production de longs métrages durant au moins 60 minutes et produits pour être exploités en salles. Une distinction entre les fictions et les documentaires de long métrage est faite dans la mesure du possible. Il convient de noter que pour mesurer la production cinématographique, les pays appliquent des méthodologies différentes, ce qui limite la comparabilité des données de production. Ainsi, les données sur la production nationale peuvent concerner les films bénéficiant d'un financement, passant en production, terminés ou diffusés dans les cinémas. Les différentes méthodologies sont indiquées au tableau T.10.1.

Pour éviter de comptabiliser les coproductions deux fois, les films sont classés selon la structure de leur financement : films exclusivement nationaux, coproductions majoritaires et coproductions minoritaires. Pour obtenir le nombre total de films produits par pays, l'Observatoire prend en considération uniquement les « films nationaux », à savoir les films nationaux à 100 % et les coproductions majoritaires. Les coproductions à parité (financées à part égale par deux pays ou plus) sont attribuées à l'un des pays coproducteurs en fonction de la nationalité du réalisateur ou du caractère national et du lieu de tournage de l'histoire. Cette approche s'appuie sur des critères développés par l'EFARN *(European Film Agencies' Research Network)*.

Encore un record pour la production cinématographique européenne

En 2010, les niveaux de production de l'Union européenne ont continué à augmenter, bien qu'à un rythme moins soutenu, pour atteindre un nouveau record. En se basant sur les données disponibles, l'Observatoire estime, à titre provisoire, que 1 218 longs métrages, documentaires inclus, ont été produits dans les 27 États membres de l'Union européenne, soit 33 films de plus qu'en 2009.

Si la production de fictions allemandes n'avait pas nettement reculé, passant de 129 à 84 films, cette croissance de la production aurait été plus prononcée. En conséquence, la croissance globale dans l'Union européenne a été tirée par une augmentation du nombre de documentaires de long métrage (+39 films), alors que le nombre de films de fiction a diminué (-6 films), la part des premiers passant à 28 %, tandis que les films de fiction représentent 72 % du volume de production total en 2010.

Zur Methodik

Die Europäische Audiovisuelle Informationsstelle konzentriert sich bei der Ermittlung der Filmproduktionszahlen aus Gründen der Datenverfügbarkeit auf Kinofilme, d.h. für das Kino produzierte Filme mit einer Länge von mindestens 60 Minuten. Spielfilme und Kinodokumentarfilme werden dabei soweit möglich getrennt ausgewiesen. Es ist zu beachten, dass von den einzelnen Ländern unterschiedliche Verfahren zur Bestimmung der Produktionszahlen angewendet werden, was die Vergleichbarkeit der Produktionszahlen erschwert. So beziehen sich nationale Produktionszahlen beispielsweise auf das Fertigstellungsjahr, das Jahr der Zusage öffentlicher Förderungen, das Premierenjahr oder das Drehjahr. Die Unterschiede in der angewendeten Methodik sind in der Tabelle T.10.1 ausgewiesen.

Um eine Mehrfachzählung von Koproduktionen zu vermeiden, werden die Filme entsprechend ihrer Finanzierungsstruktur in 100% nationale Filme und Koproduktionen mit Mehrheits- bzw. Minderheitsbeteiligung unterteilt. Bei der Ermittlung der Gesamtzahl der produzierten Filme berücksichtigt die Informationsstelle nur „nationale" Filme, d.h. nur 100% nationale Filme und mehrheitliche Koproduktionen. Die zu gleichen Teilen von zwei oder mehr Ländern finanzierten Koproduktionen werden dem beteiligten Land des Regisseurs oder dem Handlungsort der Story bzw. dem zugerechnet. Dieser Ansatz stützt sich auf Kriterien, die vom Netzwerk EFARN *(European Film Agencies' Research Network)* entwickelt wurden.

Europäische Filmproduktion erreicht erneut Rekordstand

Die Zahl der Kinofilmproduktionen in der EU ist – wenn auch langsamer als in den vergangenen Jahren – erneut gestiegen und hat 2010 einen neuen Rekordstand erreicht. Ausgehend von den vorliegenden provisorischen Zahlen, schätzt die Europäische Audiovisuelle Informationsstelle die Gesamtzahl der 2010 in den 27 EU-Mitgliedstaaten produzierten Kinofilme (einschließlich Kinodokumentarfilme) auf 1 218. Das sind 33 mehr als 2009.

Der Anstieg wäre höher ausgefallen, wenn die Anzahl der Spielfilmproduktionen in Deutschland nicht von 129 auf 84 zurückgegangen wäre. So geht das Produktionswachstum in der EU insgesamt auf einen Anstieg der Kinodokumentarfilme (+39) zurück, während die Zahl der Spielfilme insgesamt leicht rückläufig war (-6 Spielfilme). Dementsprechend ist der Anteil der Dokumentarfilme am Produktionsvolumen 2010 auf 28% angestiegen und der von Fiktionsfilmen auf 72% zurückgegangen.

Source: European Audiovisual Observatory

T.10.1

Number of theatrical feature films produced in Europe

2005-2010

In units. Films: **a.** completed (answer print) **b.** released **c.** granted public support **d.** certified **e.** officially recognised **f.** starting principal photography **g.** rated

Country			2005	2006	2007	2008	2009	prov. 2010	Source
AT	b.	***Total national feature films*** ❶	***24***	***33***	***25***	***27***	***28***	***34***	OBS
		Fiction - 100% national	5	8	4	7	7	10	ÖFI
		Fiction - maj. co-prod.	4	8	2	7	5	4	ÖFI
		Fiction - min. co-prod.	3	0	6	3	5	6	ÖFI
		Feature documentaries - 100% national	12	13	15	10	14	16	ÖFI
		Feature documentaries - maj	3	4	4	3	2	4	ÖFI
		Feature documentaries - min	3	0	1	0	1	4	ÖFI
BA	b.	***Total national feature films*** ❶	***5***	***6***	***3***	***4***	***1***	***5***	OBS
		Fiction - 100% national	2	3	2	1	1	1	SFF
		Fiction - maj. co-prod.	2	1	0	1	0	4	SFF
		Fiction - min. co-prod.	0	3	4	4	3	0	SFF
		Feature documentaries - 100% national	0	2	1	2	0	0	SFF
		Feature documentaries - maj	1	0	0	0	0	0	SFF
		Feature documentaries - min	1	0	0	0	1	0	SFF
BE	a.	***Total national feature films***	***25***	***36***	***43***	***45***	***43***	***33***	OBS
		Fiction - 100% national	10	11	19	14	13	7	OBS/MFB/CFWB/VAF
		Fiction - maj. co-prod.	10	14	11	15	15	15	OBS/MFB/CFWB/VAF
		Fiction - min. co-prod.	20	32	28	30	24	47	OBS/MFB/CFWB/VAF
		Feature documentaries - 100% national	3	5	6	12	6	3	OBS/MFB/CFWB/VAF
		Feature documentaries - maj	2	6	7	4	9	8	OBS/MFB/CFWB/VAF
		Feature documentaries - min	1	1	2	4	10	5	OBS/MFB/CFWB/VAF
BG	b.	***Total national feature films*** ❶	***5***	***9***	***8***	***5***	***14***	***11***	OBS
		Fiction - 100% national	2	4	4	4	5	6	NFC / OBS
		Fiction - maj. co-prod.	1	3	1	1	0	1	NFC / OBS
		Fiction - min. co-prod.	3	3	0	2	3	3	NFC / OBS
		Feature documentaries - 100% national	1	1	1	0	8	4	NFC / OBS
		Feature documentaries - maj	1	1	2	0	1	0	NFC / OBS
		Feature documentaries - min	0	0	0	2	1	1	NFC / OBS
CH	b.	***Total national feature films***	***78***	***69***	***76***	***76***	***69***	***100***	OBS
		Fiction - 100% national	16	13	13	17	12	25	OFS
		Fiction - maj. co-prod.	5	10	12	8	15	14	OFS
		Fiction - min. co-prod.	9	15	6	5	10	11	OFS
		Feature documentaries - 100% national	41	42	38	43	30	46	OFS
		Feature documentaries - maj	16	4	13	8	12	15	OFS
		Feature documentaries - min	8	3	7	3	1	2	OFS
CY	a.	***Total national feature films***	***0***	***1***	***2***	***2***	***2***	***1***	OBS
		Fiction - 100% national	0	0	0	1	0	1	OBS
		Fiction - maj. co-prod.	0	0	1	0	1	0	OBS
		Fiction - min. co-prod.	0	0	0	1	0	1	OBS
		Feature documentaries - 100% national	0	1	1	1	1	0	OBS
		Feature documentaries - maj	0	0	0	0	0	0	OBS
		Feature documentaries - min	1	1	0	2	1	0	OBS
CZ	b.	***Total national feature films***	***25***	***38***	***30***	***34***	***41***	***35***	OBS
		Fiction - 100% national	17	28	18	18	21	16	Min.Cult./OBS
		Fiction - maj. co-prod.	4	1	5	5	8	4	Min.Cult./OBS
		Fiction - min. co-prod.	6	6	0	4	4	2	Min.Cult./OBS
		Feature documentaries - 100% national	3	9	6	11	10	13	Min.Cult./OBS
		Feature documentaries - maj	1	0	1	0	2	2	Min.Cult./OBS
		Feature documentaries - min	0	1	0	1	0	0	Min.Cult./OBS

T.10.1

Number of theatrical feature films produced in Europe (Continued)

2005-2010

In units. Films: **a.** completed (answer print) **b.** released **c.** granted public support **d.** certified **e.** officially recognised **f.** starting principal photography **g.** rated

Country			2005	2006	2007	2008	2009	prov. 2010	Source
DE	b.	***Total national feature films***	***118***	***145***	***139***	***151***	***194***	***155***	OBS
		Fiction - 100% national	60	78	77	81	87	61	SPIO
		Fiction - maj. co-prod.	18	20	16	15	42	23	SPIO
		Fiction - min. co-prod.	25	24	29	29	21	35	SPIO
		Feature documentaries - 100% national	31	39	42	46	55	57	SPIO
		Feature documentaries - maj	9	8	4	9	10	14	SPIO
		Feature documentaries - min	3	5	4	5	5	3	SPIO
DK	c.	***Total national feature films*** 1 2	***25***	***26***	***21***	***24***	***23***	***31***	DFI
		Fiction - 100% national	13	14	8	14	14	16	DFI
		Fiction - maj. co-prod.	7	6	9	6	7	8	DFI
		Fiction - min. co-prod.	4	4	7	6	7	7	DFI
		Feature documentaries - 100% national	4	5	4	3	2	5	DFI/OBS
		Feature documentaries - maj	1	1	0	1	0	2	DFI/OBS
		Feature documentaries - min	2	3	0	0	0	0	DFI/OBS
EE	b.	***Total national feature films***	***8***	***9***	***11***	***9***	***7***	***10***	OBS
		Fiction - 100% national	6	5	7	3	2	0	Min.Cult./EFSA/OBS
		Fiction - maj. co-prod.	0	3	2	1	1	3	Min.Cult./EFSA/OBS
		Fiction - min. co-prod.	0	2	0	1	3	1	Min.Cult./EFSA/OBS
		Feature documentaries - 100% national	1	0	2	4	3	7	Min.Cult./EFSA/OBS
		Feature documentaries - maj	1	1	0	1	1	0	Min.Cult./EFSA/OBS
		Feature documentaries - min	0	0	1	1	0	0	Min.Cult./EFSA/OBS
ES	d.	***Total national feature films***	***118***	***132***	***141***	***150***	***155***	***185***	OBS
		100% national	89	109	115	124	135	151	ICAA
		maj. co-prod.	29	23	26	26	20	34	ICAA / OBS
		min. co-prod.	24	18	31	23	31	15	ICAA / OBS
FI	c.	***Total national feature films***	***15***	***20***	***18***	***13***	***20***	***23***	OBS
		Fiction - 100% national	8	12	9	9	12	12	FFF / OBS
		Fiction - maj. co-prod.	3	5	5	4	4	2	FFF / OBS
		Fiction - min. co-prod.	4	6	3	5	4	5	FFF / OBS
		Feature documentaries - 100% national	4	2	3	0	4	9	FFF / OBS
		Feature documentaries - maj	0	1	1	0	0	0	FFF / OBS
		Feature documentaries - min	0	0	0	1	1	4	FFF / OBS
FR	e.	***Total national feature films***	***187***	***164***	***184***	***196***	***182***	***203***	OBS
		Fiction - 100% national	106	108	108	118	114	124	CNC
		Fiction - maj. co-prod.	53	36	48	46	41	54	CNC
		Fiction - min. co-prod.	51	38	43	42	44	56	CNC
		Feature documentaries - 100% national	20	19	24	27	23	19	CNC
		Feature documentaries - maj	8	1	4	5	4	6	CNC
		Feature documentaries - min	2	1	1	2	4	2	CNC
GB	f.	***Total national feature films*** 3	***63***	***75***	***87***	***92***	***93***	***91***	OBS
		100% national	51	57	71	82	87	79	BFI
		maj. co-prod.	12	18	16	10	6	12	BFI
		min. co-prod.	53	33	13	13	21	9	BFI
		Inward feature films	49	28	29	29	36	28	BFI
GR	a.	***Total national films*** 1	***23***	***20***	***20***	***29***	***25***	***17***	OBS
		Fiction - 100% national	17	13	10	12	16	14	OBS/GFC
		Fiction - maj. co-prod.	2	2	0	2	3	1	OBS/GFC
		Fiction - min. co-prod.	1	2	5	2	0	1	OBS/GFC
		Feature documentaries - 100% national	4	5	10	14	4	2	OBS/GFC
		Feature documentaries - maj	0	0	0	1	2	0	OBS/GFC
		Feature documentaries - min	0	0	0	0	0	0	OBS/GFC

T.10.1

Number of theatrical feature films produced in Europe (Continued)

2005-2010

In units. Films: **a.** completed (answer print) **b.** released **c.** granted public support **d.** certified **e.** officially recognised **f.** starting principal photography **g.** rated

Country			2005	2006	2007	2008	2009	prov. 2010	Source
HR	b.	***Total national feature films***	***7***	***11***	***7***	***9***	***11***	***7***	OBS
		Fiction - 100% national	6	4	3	3	6	3	CBS/HAC
		Fiction - maj. co-prod.	1	3	3	4	5	4	CBS/HAC
		Fiction - min. co-prod.	1	1	2	2	2	2	CBS/HAC
		Feature documentaries - 100% national	0	4	1	2	0	0	CBS/HAC
		Feature documentaries - maj	0	0	0	0	0	0	CBS/HAC
		Feature documentaries - min	0	0	0	0	0	0	CBS/HAC
HU	b.	***Total national feature films***	***18***	***46***	***28***	***26***	***23***	***27***	OBS
		100% national	17	37	26	25	22	26	Min.Cult./AHFD/NFO
		maj. co-prod.	1	9	2	1	1	1	Min.Cult./AHFD/NFO
		min. co-prod	8	0	0	4	4	9	Min.Cult./AHFD/NFO
IE	f.	***Total national films*** 4	***17***	***26***	***20***	***25***	***25***	***27***	OBS
		Fiction - 100% national	~	~	5	7	8	4	IFB
		Fiction - maj. co-prod.	~	~	3	6	6	10	IFB / OBS
		Fiction - min. co-prod.	~	~	2	12	6	9	IFB / OBS
		Feature documentaries - 100% national	5	9	10	10	8	9	IFB / OBS
		Feature documentaries - maj	~	~	2	2	3	4	IFB / OBS
		Feature documentaries - min	~	~	1	2	3	2	IFB / OBS
IS	b.	***Total national feature fiction films***	***2***	***5***	***5***	***7***	***~***	***~***	HI
		Fiction - 100% national	0	3	3	5	~	~	HI
		Fiction - maj. co-prod.	2	2	2	2	~	~	HI
		Fiction - min. co-prod.	3	3	0	1	~	~	HI
IT	g.	***Total national feature films***	***83***	***102***	***109***	***146***	***115***	***129***	OBS
		100% national	70	90	93	128	101	115	CCH
		maj. co-prod.	13	12	16	18	14	14	CCH
		min. co-prod	15	15	14	9	18	13	CCH
LT	b.	***Total national feature fiction films***	***1***	***3***	***2***	***6***	***6***	***5***	OBS
		Fiction - 100% national	0	1	2	6	5	4	Min. Cult./Baltic Films
		Fiction - maj. co-prod.	1	2	0	0	1	1	Min. Cult./Baltic Films
		Fiction - min. co-prod.	1	0	1	1	0	0	M. Cult./Bal. Films/OBS
LU	a.	***Total national feature films*** 5	***2***	***4***	***3***	***2***	***6***	***5***	OBS
		Fiction - 100% national	1	0	0	0	1	1	LFF
		Fiction - maj. co-prod.	1	3	2	0	4	1	LFF
		Fiction - min. co-prod.	11	9	2	11	12	14	LFF
		Feature documentaries - 100% national	0	1	1	1	1	2	LFF
		Feature documentaries - maj	0	0	0	1	0	1	LFF
		Feature documentaries - min	0	1	3	0	0	2	LFF
LV	b.	***Total national feature films***	***2***	***4***	***6***	***5***	***9***	***11***	OBS
		Fiction - 100% national	2	0	5	3	3	2	NFCLV
		Fiction - maj. co-prod.	0	2	0	0	1	1	NFCLV
		Fiction - min. co-prod.	2	2	1	1	0	0	NFCLV
		Feature documentaries - 100% national	0	2	1	1	4	8	NFCLV
		Feature documentaries - maj	0	0	0	1	1	0	NFCLV
		Feature documentaries - min	0	0	0	0	1	0	NFCLV
MK	a.	***Total national films***	***1***	***1***	***4***	***0***	***0***	***1***	OBS
		Fiction - 100% national	0	1	1	0	0	1	OBS
		Fiction - maj. co-prod.	1	0	3	0	0	0	OBS
		Fiction - min. co-prod.	1	1	2	0	1	3	OBS
		Feature documentaries - 100% national	0	0	0	0	0	0	OBS
		Feature documentaries - maj	0	0	0	0	0	0	OBS
		Feature documentaries - min	0	0	0	0	1	0	OBS

T.10.1

Number of theatrical feature films produced in Europe (Continued)

2005-2010 In units.

Films: **a.** completed (answer print) **b.** released **c.** granted public support **d.** certified **e.** officially recognised **f.** starting principal photography **g.** rated

Country			2005	2006	2007	2008	2009	prov. 2010	Source
MT	a.	***Total national films***	***1***	***0***	***1***	***0***	***3***	***0***	OBS
		Fiction - 100% national	1	0	1	0	2	0	OBS
		Fiction - maj. co-prod.	0	0	0	0	0	0	OBS
		Fiction - min. co-prod.	0	0	0	1	0	0	OBS
		Feature documentaries - 100% national	0	0	0	0	1	0	OBS
		Feature documentaries - maj	0	0	0	0	0	0	OBS
		Feature documentaries - min	0	0	0	0	0	0	OBS
NL	f.	***Total national feature films*** [6]	***46***	***39***	***43***	***43***	***46***	***45***	OBS
		Fiction - 100% national	23	16	29	21	29	22	NFF/OBS
		Fiction - maj. co-prod.	5	6	4	6	6	10	NFF/OBS
		Fiction - min. co-prod.	3	8	8	17	6	14	NFF/OBS
	b.	Feature documentaries - 100% national	18	17	10	14	11	10	NFF/OBS
		Feature documentaries - maj	0	0	0	2	0	3	NFF/OBS
		Feature documentaries - min	2	0	0	1	0	2	NFF/OBS
NO	b.	***Total national feature films***	***18***	***20***	***23***	***23***	***23***	***25***	OBS
		Fiction - 100% national	9	13	14	19	17	22	NFI / OBS
		Fiction - maj. co-prod.	5	2	2	1	2	0	NFI / OBS
		Fiction - min. co-prod.	4	4	4	4	3	2	NFI / OBS
		Feature documentaries - 100% national	4	5	5	3	3	3	NFI / OBS
		Feature documentaries - maj	0	0	2	0	1	0	NFI / OBS
		Feature documentaries - min	0	0	0	0	1	0	NFI / OBS
PL	a.	***Total national feature films*** [7]	***21***	***25***	***35***	***35***	***39***	***43***	OBS
		Fiction - 100% national	19	23	30	28	31	38	Min. Cult./PISF/OBS
		Fiction - maj. co-prod.	2	1	4	4	7	4	Min. Cult./PISF/OBS
		Fiction - min. co-prod.	2	2	5	8	4	2	Min. Cult./PISF/OBS
		Feature documentaries - 100% national	0	1	1	1	0	1	Min. Cult./PISF/OBS
		Feature documentaries - maj	0	0	0	2	1	0	Min. Cult./PISF/OBS
		Feature documentaries - min	0	0	0	2	6	1	Min. Cult./PISF/OBS
PT	a.	***Total national feature films*** [1]	***19***	***27***	***15***	***15***	***21***	***32***	OBS
		Fiction - 100% national	8	3	8	7	9	12	ICA/OBS
		Fiction - maj. co-prod.	3	11	4	6	3	6	ICA/OBS
		Fiction - min. co-prod.	4	7	0	1	2	4	ICA/OBS
		Feature documentaries - 100% national	8	13	3	2	7	12	ICA/OBS
		Feature documentaries - maj	0	0	0	0	2	2	ICA/OBS
		Feature documentaries - min	0	0	0	0	0	1	ICA/OBS
RO	f.	***Total national feature films***	***11***	***15***	***11***	***12***	***15***	***19***	OBS
		Fiction - 100% national	9	14	9	7	11	9	CNC
		Fiction - maj. co-prod.	2	1	0	2	3	8	CNC
		Fiction - min. co-prod.	9	3	3	2	4	2	CNC
		Feature documentaries - 100% national	0	0	0	2	1	1	OBS
		Feature documentaries - maj	0	0	2	1	0	1	OBS
		Feature documentaries - min	0	0	0	0	0	0	OBS
RU	b.	***Total national films***	***62***	***61***	***78***	***78***	***76***	***70***	Nevafilm
SE	b.	***Total national fiction films***	***45***	***44***	***30***	***34***	***41***	***43***	OBS
		Fiction - 100% national	27	29	15	8	30	19	SFI / OBS
		Fiction - maj. co-prod. (incl parity)	15	12	10	13	7	9	SFI / OBS
		Fiction - min. co-prod.	8	2	7	1	1	8	SFI / OBS
		Feature documentaries - 100% national	3	1	3	8	2	14	SFI / OBS
		Feature documentaries - maj (incl parity)	0	2	2	5	2	1	SFI / OBS
		Feature documentaries - min	0	0	0	1	0	3	SFI / OBS

T.10.1

Number of theatrical feature films produced in Europe (Continued)

2005-2010

In units. Films: **a.** completed (answer print) **b.** released **c.** granted public support **d.** certified **e.** officially recognised **f.** starting principal photography **g.** rated

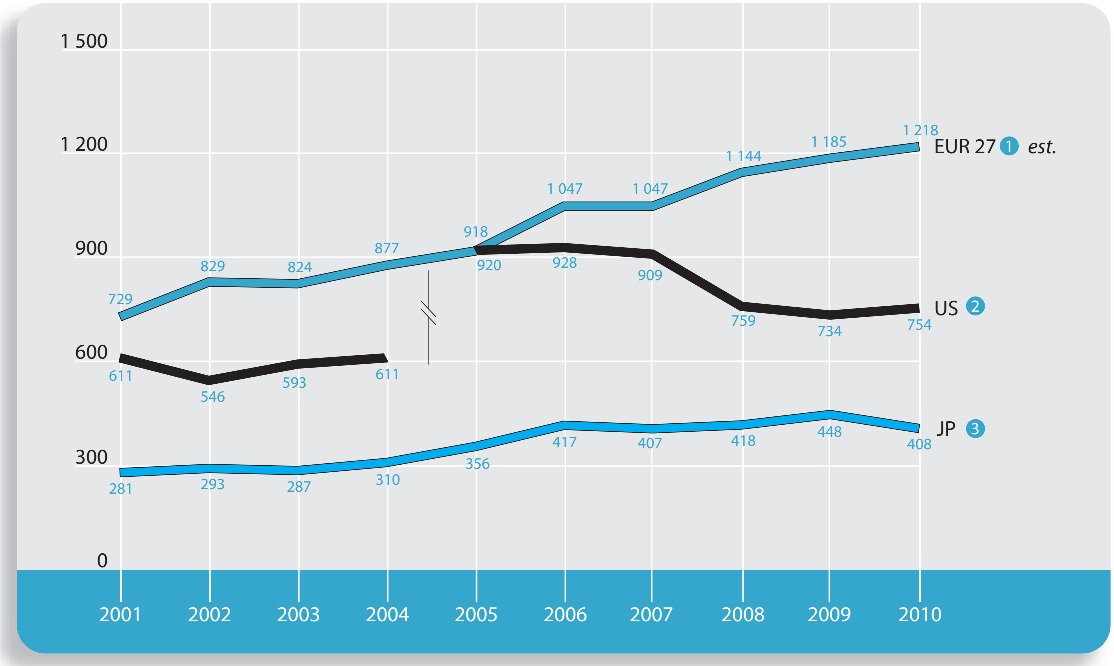
Country			2005	2006	2007	2008	2009	prov. 2010	Source
SI	a.	***Total national feature films*** [1]	***8***	***1***	***9***	***12***	***4***	***4***	OBS
		Fiction - 100% national	6	1	4	9	3	4	SFC
		Fiction - maj. co-prod.	1	0	3	0	0	0	SFC
		Fiction - min. co-prod.	2	3	3	3	1	3	SFC
		Feature documentaries - 100% national	1	0	2	3	1	0	SFC
		Feature documentaries - maj	0	0	0	0	0	0	SFC
		Feature documentaries - min	0	0	0	0	1	0	SFC
SK	a.	***Total national feature films***	***3***	***1***	***7***	***7***	***9***	***6***	OBS
		Fiction - 100% national	1	0	3	1	1	1	SKFI/AIC
		Fiction - maj. co-prod.	1	0	2	3	5	1	SKFI/AIC
		Fiction - min. co-prod.	4	2	3	3	7	2	SKFI/AIC
		Feature documentaries - 100% national	1	0	2	2	1	2	SKFI/AIC
		Feature documentaries - maj	0	1	0	1	2	2	SKFI/AIC
		Feature documentaries - min	1	0	0	2	2	0	SKFI/AIC
TR	b.	***Total national feature films***	***26***	***33***	***43***	***47***	***66***	***65***	OBS
		Fiction - 100% national	22	29	38	45	58	61	OBS/Exh. Ass./Sinema
		Fiction - maj. co-prod.	4	3	5	1	6	3	OBS/Exh. Ass./Sinema
		Fiction - min. co-prod.	1	1	3	1	0	3	OBS/Exh. Ass./Sinema
		Feature documentaries - 100% national	0	1	0	1	1	1	OBS/Exh. Ass./Sinema
		Feature documentaries - maj	0	0	0	0	1	0	OBS/Exh. Ass./Sinema
		Feature documentaries - min	1	0	0	0	0	0	OBS/Exh. Ass./Sinema
EUR 27		***Total fiction feature films** est.* [8]	***710***	***817***	***809***	***850***	***885***	***879***	OBS
		***Total feature documentaries** est.* [8]	***208***	***230***	***238***	***294***	***300***	***339***	OBS
		***Total feature films** est.* [8]	***918***	***1 047***	***1 047***	***1 144***	***1 185***	***1 218***	OBS
EUR 35		***Total feature films** est.* [8]	***1 117***	***1 253***	***1 286***	***1 388***	***1 437***	***1 497***	OBS
US		***Films produced*** [8]	***920***	***928***	***909***	***759***	***734***	***754***	MPAA
		Films rated	***928***	***853***	***840***	***897***	***793***	***706***	MPAA
		Films released [8]	***507***	***594***	***609***	***634***	***555***	***560***	MPAA
JP		***Released***	***356***	***417***	***407***	***418***	***448***	***408***	EIREN

1. Covers only films receiving national public support.
2. Data include feature fiction as well as feature documentaries.
3. Revised data series. Only films with production budgets exceeding GBP 500 000 are measured.
4. Total number of feature films from 2005 to 2006 include minority co-productions and may not be comprehensive with regard to feature documentaries.
5. Covers only films officially recognised, i.e. eligible for tax credits.
6. 2005 and 2006 data based on year of release. From 2007 onwards data for fiction features are based on the year of principal photography. Number of feature documentaries based on year of release.
7. Includes all fiction films produced as well as feature documentaries receiving public support.
8. Revised data series.

Source: European Audiovisual Observatory

G.10.1

Number of feature films produced in the European Union, Japan and the USA 2001-2010

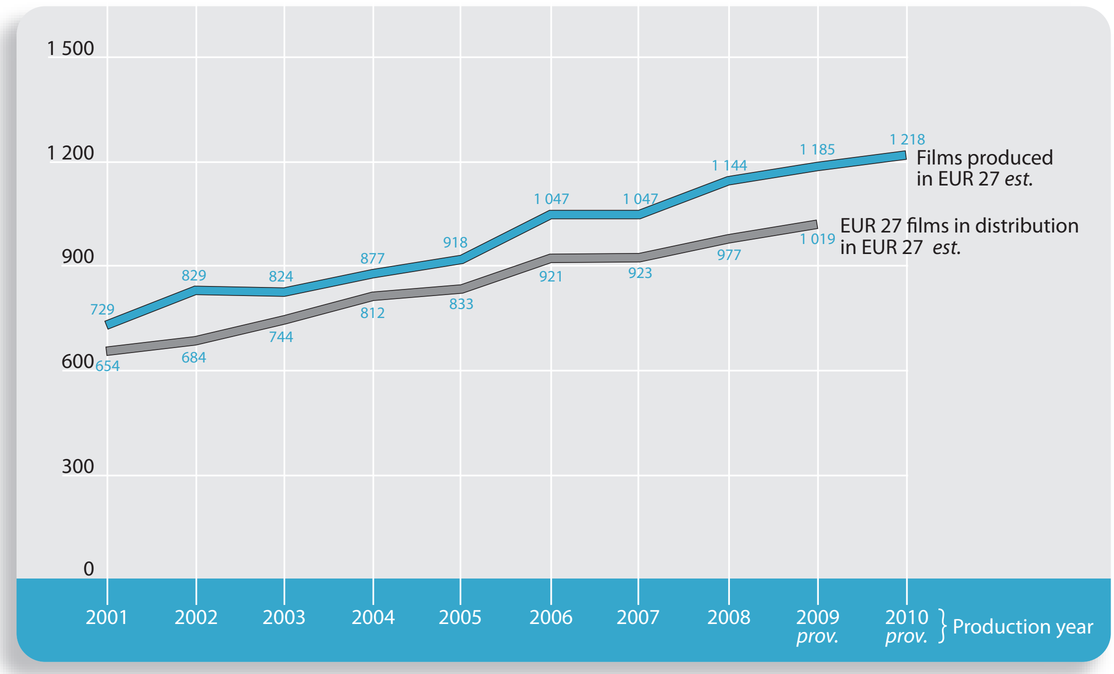


1 Data 2002 onwards is not comparable with data from preceding year.
2 Revised data series from 2005 onwards. Data not directly comparable with previous years data.
3 Films released.

Source: European Audiovisual Observatory

G.10.2

Comparison between the number of films produced and the number of films commercially released in the European Union (EUR 27) 2001-2010 *est.*

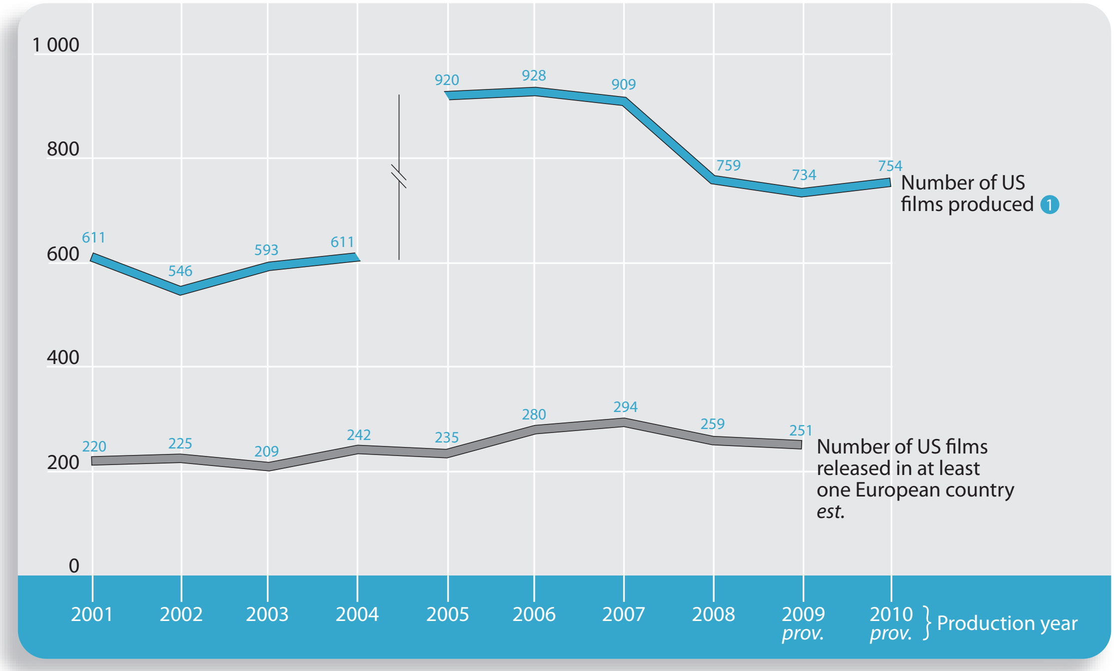


Data on the release of films with production years 2009 and 2010 is still incomplete at the time of publication.

Source: European Audiovisual Observatory, LUMIERE

G.10.3

Comparison between the number of US films produced and the number of US films released in Europe 2001-2010 *est.*



1 Revised data series from 2005 onwards.
Data not directly comparable with previous years data.

Source: European Audiovisual Observatory, LUMIERE

T.10.2

Number of international co-productions with European involvement commercially released in Europe 2005-2010 *est.*

Data as of February 2012.

Co-producing countries	Year of distribution 2005	2006	2007	2008	2009	prov. 2010
DE maj. co-productions	22	25	22	27	41	35
ES maj. co-productions	28	26	29	26	13	16
FR maj. co-productions	61	93	49	65	81	67
GB maj. co-productions	29	43	54	31	33	30
- of which GB - US	15	19	24	16	13	8
IT maj. co-productions	19	20	22	18	26	19
Other EUR maj. co-productions	122	111	115	121	146	130
Total EUR maj. co-productions	***281***	***318***	***291***	***288***	***340***	***297***
US - EUR co-productions	***50***	***52***	***49***	***46***	***43***	***33***
- of which US - GB	22	27	23	19	18	16
- of which US - FR	9	2	1	3	3	12
- of which US - DE	17	22	17	15	15	2
Other 'non-EUR' - EUR co-productions	46	44	53	46	56	43
Total 'non-EUR' - EUR co-productions	***96***	***96***	***102***	***92***	***99***	***76***
Total EUR co-productions	***377***	***414***	***393***	***380***	***439***	***373***

Note: Includes films on first release and re-released in any given year.

Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

10
11
12
13
14
15
16

T.10.3

Cost of production of French feature films

2005-2010 EUR million.

	2005	2006	2007	2008	2009	2010
Number of French feature films [1]	187	164	185	196	182	203
Total investment [1]	934	865	1 004	1 259	927	1 112
Average budget	5.0	5.3	5.4	6.4	5.1	5.5
Median budget	2.8	2.8	3.1	3.4	3.1	4.0

[1] French minority co-productions are excluded.

Source: CNC

T.10.4

Cost of production of Spanish feature films

2005-2010 EUR million.

	2005	2006	2007	2008	2009	2010
Films in sample [1]	52	58	48	26	15	25
Total investment [1]	143.7	186.7	121.4	68.1	48.0	61.5
Average budget [1]	2.7	3.2	2.5	2.6	3.2	2.5

[1] On the basis of a selected sample that excludes lower budgeted films. Total investment and average budget are calculated in relation to the sample.

Source: ICAA

T.10.5

Production costs of German first release fiction feature films [1]

2005-2010 EUR million.

	2005	2006	2007	2008	2009	2010
Total German fiction films released	103	122	122	125	150	119
Films in sample	63	55	71	86	82	66
Average budget	3.1	4.2	4.1	3.4	4.0	4.1

[1] Including majority and minority co-productions. Average budget estimated on the basis of a survey of production costs for the number of films indicated.

Source: SPIO

T.10.6

Cost of production of United Kingdom feature films [1]

2005-2010 EUR million.

	[2] 2005	2006	2007	2008	2009	2010
Inward investment films						
Number of films	49	28	29	29	36	28
Median budget	5.1	27.2	15.1	28.4	24.3	20.4
Domestic films						
Number of films	51	57	71	82	87	79
Median budget	2.9	2.3	1.8	2.0	1.6	1.4
Co-productions						
Number of films	65	51	29	23	27	21
Median budget	6.1	5.8	5.6	4.5	2.5	4.0

[1] Only films with budgets over GBP 500 000 (c. EUR 582 000) are considered in this analysis.

[2] In 2005 there was an unusually high number of inward features from India (28), reducing the median budget for that year.

Source: BFI

T.10.7

Cost of production of Italian films [1]

2005-2010 EUR million.

	2005	2006	2007	2008	2009	2010
Total number of Italian feature films	98	116	121	154	131	141
Total investment	346.5	397.0	519.9	434.8	439.5	424.0
Average budget	3.5	3.4	4.3	2.8	3.4	3.0

[1] Including majority and minority co-productions.

Source: European Audiovisual Observatory, ANICA

Chapter
Chapitre
Kapitel
11

Theatrical distribution and exhibition

La distribution en salles et l'exploitation

Verleih und Filmtheater

Contents	**Sommaire**	***Inhalt***	
Exhibition	Exploitation	Filmtheater	19
Origin of feature films	Origine des films de long métrage	Herstellungsland der Langfilme	24
Distributor market shares	Parts de marché des distributeurs	Marktanteile der Verleiher	29

EU screen numbers remain stable

The Observatory estimates that the total number of cinema screens in the 27 EU Member States remained practically stable with a marginal decline of 0.1% in 2010: 21 screens less bringing the total EU screen base to 29 719 screens. The number of cinema screens in the 17 Western European Member States declined by 28 screens to 26 678 while it increased marginally in the 10 Central and Eastern (CEE) European Member States, where seven additional net installations brought the total to 3 041 screens in 2010. In absolute terms, the highest growth in the number of commercial screens was observed in Bulgaria, with 36 new screens, followed by the Netherlands (+26) and the United Kingdom (+20).

The most significant growth in European screen figures however, was registered once more outside of the EU. The Russian Federation registered a net increase of 297 new screens (+13.9%), bringing the total to 2 430 modern screens and thereby constituting a major factor in Russia's strong box office growth.

Screen and multiplex density varies widely in Europe

Though one can observe a converging trend there remain significant differences with regard to screen densities across Europe. While there were 16 564 inhabitants per screen in the 17 Western EU Member States, one screen had to serve on average 37 698 inhabitants in the 10 CEE Member States. With the exception of Greece, the number of inhabitants per screen remained well below 30 000 in any single Western EU Member State, while 5 out of 10 CEE EU Member States still registered a ratio above 30 000 indicating further development potential. Such potential was partly exploited in Russia, where increasing screen figures brought this ratio down from over 132 000 inhabitants per screen in 2005 to 57 764 by the end of 2010, as well as Turkey where the ratio decreased from 64 282 in 2005 to 38 720 in 2010.

As in preceding years, the UK remained the country with the highest concentration of screens in multiplexes in 2008, with 65.5% screens located in complexes of 8 or more screens. Spain is in second place with 64.2% of screens in multiplexes, ahead of Belgium with 60.9%. With only 8.0% of screens located in multiplexes the Slovak Republic remained the country with the lowest multiplex concentration in Europe by 2008.

Le nombre de salles dans l'UE reste stable

L'Observatoire estime que le nombre total de salles de cinéma dans les 27 Etats membres de l'UE est resté pratiquement stable : 21 écrans en moins pour un total de 29 719 salles en 2010 (-0,1 %). Alors que le nombre de salles de cinéma dans les 17 Etats membres d'Europe occidentale a diminué (-28) pour atteindre 26 678 salles, il a légèrement progressé dans les 10 Etats membres d'Europe centrale et orientale où les sept nouvelles salles portent le total à 3 041 salles en 2010. En valeur absolue, c'est en Bulgarie (36 nouvelles salles), aux Pays-Bas (+26) et au Royaume-Uni (+20), que le nombre de salles commerciales a le plus augmenté.

Toutefois, c'est une fois de plus hors UE que le nombre de salles a le plus progressé. En Fédération de Russie, 297 nouvelles salles (+13,9 %) sont entrées en service, soit un total de 2 430 salles, ce qui constitue un facteur clé de la forte croissance des recettes au guichet. Le nombre d'écrans a également continué d'augmenter en Turquie, avec 94 nouvelles salles (+5,3 %), pour un total de 1 874.

La densité d'écrans et de multiplexes varie largement en Europe

Bien que l'on puisse observer une tendance convergente, il subsiste des différences importantes en ce qui concerne les densités de salles en Europe. Alors que les 17 Etats membres d'Europe occidentale comptent 16 564 habitants pour une salle, ce nombre est en moyenne de 37 698 habitants dans les 10 Etats membres d'Europe centrale et orientale. A l'exception de la Grèce, dans tous les Etats membres d'Europe occidentale le nombre d'habitants par salle est nettement inférieur à 30 000, alors que 5 pays d'Europe centrale et orientale sur 10 enregistrent un rapport supérieur à 30 000, ce qui indique un réel potentiel de développement. Un tel potentiel a été partiellement exploité en Russie, où l'augmentation du nombre de salles a ramené ce rapport de plus de 132 000 habitants par salle en 2005 à 57 764 fin 2010, ainsi qu'en Turquie où ce rapport a diminué, passant de 64 282 en 2005 à 38 720 en 2010.

Comme ces dernières années, le Royaume-Uni est resté en 2008 avec 65,5 % des écrans le pays connaissant la plus forte concentration de salles situées dans des multiplexes (8 salles ou plus). Avec 64,2 %, l'Espagne occupe la deuxième place, devant la Belgique (60,9 %). Et avec seulement 8 %, la République slovaque reste le pays ayant la plus faible concentration de salles situées dans des multiplexes en Europe.

Anzahl der Kinoleinwände in der EU stabil

Nach Schätzungen der Europäischen Audiovisuellen Informationsstelle blieb die Gesamtzahl der Kinoleinwände in den 27 EU-Mitgliedstaten 2011 mit einem marginalen Rückgang um 21 Leinwände (-0,1 %) auf nunmehr 29 719 Leinwände praktisch unverändert: während die Anzahl der Kinoleinwände in den 17 westeuropäischen Mitgliedstaaten um 28 Leinwände auf 26 678 zurückging, verzeichneten die zehn Mitgliedstaaten in Mittel- und Osteuropa (CEE) netto einen leichten Anstieg auf insgesamt 3 041 Leinwände. Den in absoluten Zahlen höchsten Zuwachs meldete Bulgarien mit 36 neuen Leinwänden, gefolgt von den Niederlanden (+26) und dem Vereinigten Königreich (+20).

Das mit Abstand höchste Wachstum wurde allerdings erneut außerhalb der EU registriert. So stieg die Zahl der Kinoleinwände in der Russischen Föderation um 297 Leinwände auf nunmehr 2 430 (+13,9 %), was in hohem Maße zum starken Wachstum bei den Einspielergebnissen beitrug. Einen weiteren Anstieg verzeichnete erneut die Türkei, wo die Anzahl der Kinoleinwände um 94 (+5,3 %) auf 1 874 Leinwände Ende 2010 stieg.

Große Unterschiede bei der Kino- und Multiplex-Dichte in Europa

Was die Kinodichte in Europa betrifft, so lässt sich zwar ein gewisser Konvergenztrend feststellen, aber die Unterschiede zwischen einzelnen Ländern sind nach wie vor sehr groß. Während es 2010 in den 17 westeuropäischen Mitgliedstaaten im Schnitt 16 564 Einwohner pro Leinwand gab, wurden in den 10 CEE-Mitgliedstaaten pro Leinwand im Schnitt 37 698 Einwohner bedient. Mit Ausnahme von Griechenland lag die Zahl der Einwohner pro Leinwand in allen westlichen EU-Mitgliedstaaten deutlich unter 30 000, während 5 der 10 CEE-Mitgliedstaaten eine Dichte von über 1 zu 30 000 verzeichneten und somit über weiteres Wachstumspotenzial verfügen dürften. Teilweise ausgeschöpft wurde dieses Potenzial in Russland, wo die Kinodichte auf Grund steigender Leinwandzahlen von ca. 1 Leinwand pro 132 000 Einwohner im Jahr 2005 bis Ende 2010 auf 1 zu 57 764 stieg, sowie in der Türkei, wo die Zahl der Einwohner pro Leinwand zwischen 2005 und 2010 von 64 282 auf 38 720 zurückgeging.

Mit 65,5 % der Leinwände in Multiplex-Kinos (mindestens 8 Kinosäle) war das Vereinigte Königreich 2010 wie schon in den Vorjahren das Land mit der höchsten Dichte an Multiplex-Kinos. Auf den Plätzen folgen Spanien mit 64,2 % der Leinwände in Multiplex-Kinos und Belgien mit 60,9 %. Mit nur 8,0 % der Leinwände in Multiplex-Kinos blieb die Slowakische Republik das Land mit der niedrigsten Multiplex-Dichte in Europa.

Source: European Audiovisual Observatory, Nevafilm, MEDIA Salles.

T.11.1

Number of screens by country
2005-2010

Country	2005	2006	2007	2008	2009	2010	2010/09	Source
AT	568	576	570	579	577	584	**1.2%**	FMA
BA	~	~	~	~	40	40	**0.0%**	SFF
BE	503	507	513	491	491	515	**4.9%**	INS/MS
BG 1	107	112	114	95	105	141	**34.3%**	NFC
CH	537	547	550	564	559	558	**-0.2%**	OFS
CY	30	30	33	31	36	36	**0.0%**	Min. Cult./SFF
CZ	667	701	681	689	695	688	**-1.0%**	Min.Cult
DE	4 889	4 848	4 832	4 810	4 734	4 699	**-0.7%**	FFA
DK	389	385	398	397	400	396	**-1.0%**	DFI
EE	69	67	66	67	74	74	**0.0%**	EFSA
ES	4 401	4 299	4 296	4 140	4 082	4 080	**0.0%**	ICAA
FI	332	330	316	320	306	289	**-5.6%**	FFF
FR	5 308	5 300	5 332	5 424	5 470	5 478	**0.1%**	CNC
GB	3 357	3440	3 514	3 610	3 651	3 671	**0.5%**	BFI
GR *est.*	490	500	540	500	380	370	**~**	MS
HR	123	103	114	112	107	118	**10.3%**	MS/CBS
HU	485	440	400	407	417	396	**-5.0%**	Min. Cult./HFO
IE	386	415	426	435	453	446	**-1.5%**	CSA
IS	45	46	43	41	~	42	**~**	HI
IT *est.*	3 794	3 785	3 819	3 847	3 879	3 873	**-0.2%**	MS/OBS
LT	70	77	78	80	84	81	**-3.6%**	LS
LU	24	24	26	33	33	33	**0.0%**	MS
LV	61	49	46	50	55	63	**14.5%**	NFC
MK	43	33	27	26	18	20	**11.1%**	SSO
MT	42	41	41	38	38	37	**-2.6%**	MS/OBS
NL	694	697	696	717	751	777	**3.5%**	NVB/NFC/NFF
NO	432	429	417	424	422	429	**1.7%**	F&K
PL	937	931	1 008	1 043	1 061	1 048	**-1.2%**	MS/CSO
PT 2	519	479	546	572	577	564	**-2.3%**	ICA
RO	120	108	117	136	182	194	**6.6%**	CNC
RU 3 4	1 079	1 333	1 575	1 909	2 133	2 430	**13.9%**	Nevafilm
SE	969	972	933	848	848	830	**-2.1%**	SFI
SI	106	104	108	110	103	108	**4.9%**	SFC
SK 4 5	245	250	254	257	258	248	**-3.9%**	SKFI/AIC
TR	1 114	1 299	1 532	1 678	1 780	1 874	**5.3%**	Min. Cult/Sinema
EUR 27 *est.* 4	***29 562***	***29 467***	***29 703***	***29 726***	***29 740***	***29 719***	**-0.1%**	OBS
EUR 35 *est.* 4	***32 975***	***33 297***	***34 001***	***34 520***	***34 840***	***35 230***	**1.1%**	OBS
US 4	38 143	38 415	38 974	38 834	39 233	39 547	**0.8%**	MPAA
JP	2 926	3 062	3 221	3 359	3 396	3 412	**0.5%**	EIREN

Source: European Audiovisual Observatory

1 Registered and working screens. Registration mandatory according to Film Industry Act in 2004.
2 Number of screens with computerised ticketing systems.
3 Number of renovated and new screens.
4 Revised data series.
5 Including outdoor cinemas and video theatres. Excluding IMAX screens.

T.11.2

Number of cinema sites by country
2005-2010

Country	2005	2006	2007	2008	2009	2010	*2010/09*	Source
AT	173	169	163	164	160	160	***0.0%***	FMA
BA	~	~	~	~	~	11	~	OBS
BE	122	109	103	101	101	101	***0.0%***	INS/MS
BG 1	62	66	51	28	26	32	***23.1%***	NFC
CH	323	319	307	307	302	299	***-1.0%***	OFS
CY	9	9	9	7	8	13	***62.5%***	MS/OBS
CZ	530	553	528	511	516	501	***-2.9%***	Min.Cult
DE	1 854	1 823	1 812	1 793	1 744	1 714	***-1.7%***	FFA
DK	164	165	167	164	163	162	***-0.6%***	DFI
EE	57	53	52	49	49	49	***0.0%***	EFSA
ES	1 052	936	907	868	851	860	***1.1%***	ICAA
FI	212	205	193	189	179	172	***-3.9%***	FFF
FR	2 084	2 070	2 057	2 081	2 070	2 050	***-1.0%***	CNC
GB	659	697	727	726	723	716	***-1.0%***	BFI
GR *est.*	283	274	~	~	135	130	***-3.7%***	MS
HR	131	87	89	81	75	72	***-4.0%***	CBS
HU	244	210	182	178	173	158	***-8.7%***	HFO/OBS
IE	69	72	73	70	71	71	***0.0%***	MediaLive/OBS
IS	22	24	21	19	18	16	***-11.1%***	HI
IT *est.*	2 068	1 910	1 859	1 835	~	~	~	MS
LT	51	48	44	43	42	32	***-23.8%***	LS
LU	11	11	12	13	13	13	***0.0%***	MS
LV	19	18	14	15	17	17	***0.0%***	NFC
MK	21	18	18	14	10	11	***10.0%***	SSO
MT	8	8	8	8	7	6	***-14.3%***	MS/OBS
NL	243	234	230	235	225	237	***5.3%***	NVB/NFC/NFF
NO	232	227	219	218	212	209	***-1.4%***	F&K
PL	536	505	496	483	455	443	***-2.6%***	MS/CSO
PT 2	151	140	176	182	174	167	***-4.0%***	ICA
RO	85	73	71	75	74	68	***-8.1%***	CNC
RU 3	571	634	691	769	807	865	***7.2%***	Nevafilm
SE	608	589	550	514	502	488	***-2.8%***	SFI
SI	61	57	55	57	48	49	***2.1%***	SFC
SK 4	220	219	213	203	201	183	***-9.0%***	SKFI/AIC
TR	389	411	434	473	483	491	***1.7%***	Sinema Gazetesi
EUR 27 *est.*	***11 635***	***11 223***	***10 980***	***10 773***	***10 562***	***10 427***	*-1.3%*	***OBS***
EUR 35 *est.*	***13 335***	***12 954***	***12 770***	***12 665***	***12 503***	***12 401***	*-0.8%*	***OBS***
US	~	~	~	~	~	~	~	MPAA
JP	~	~	~	~	~	~	~	EIREN

1 Registered and working cinemas. Registration mandatory according to Film Industry Act in 2004.
2 Number of cinemas with computerised ticketing systems.
3 Number of modern cinemas.
4 Including outdoor cinemas and video theatres. Excluding IMAX sites.

Source: European Audiovisual Observatory

T.11.3

Inhabitants per screen
2005-2010 *est.*

Country	2005	2006	2007	2008	2009	2010	2010/09
AT	14 439	14 330	14 532	14 367	14 481	14 341	-1.0%
BA	~	~	~	~	97 600	97 425	-0.2%
BE	20 767	20 733	20 633	21 725	21 900	21 048	-3.9%
BG (1)	72 533	68 917	67 362	80 424	72 443	53 643	-26.0%
CH	13 808	13 636	13 652	13 464	13 778	13 953	1.3%
CY	24 973	25 547	23 596	25 460	22 135	22 310	0.8%
CZ	15 323	14 624	15 106	15 067	15 061	15 272	1.4%
DE	16 875	17 005	17 035	17 093	17 322	17 408	0.5%
DK	13 911	14 097	13 686	13 793	13 779	13 963	1.3%
EE	19 529	20 070	20 340	20 014	18 114	18 110	0.0%
ES	9 779	10 179	10 353	10 938	11 227	11 272	0.4%
FI	15 773	15 926	16 699	16 564	17 406	18 517	6.4%
FR	11 826	11 930	11 936	11 801	11 768	11 814	0.4%
GB	17 885	17 561	17 297	16 951	16 871	16 896	0.2%
GR	22 618	22 250	20 688	22 428	29 633	30 554	3.1%
HR	36 129	43 135	38 958	39 611	41 449	37 506	-9.5%
HU	20 820	22 901	25 165	24 682	24 055	25 289	5.1%
IE	10 652	10 140	10 123	10 118	9 823	10 018	2.0%
IS	6 524	6 519	7 155	7 694	7 789	7 563	-2.9%
IT	15 409	15 522	15 483	15 498	15 480	15 580	~
LT	48 933	44 198	43 396	42 079	39 879	41 099	3.1%
LU	19 218	19 545	18 315	14 661	14 955	15 214	1.7%
LV	37 810	46 828	49 594	45 418	41 114	35 688	-13.2%
MK	47 330	61 773	75 627	78 661	113 812	102 636	-9.8%
MT	9 587	9 878	9 947	10 797	10 884	11 199	2.9%
NL	23 495	23 435	23 503	22 881	21 952	21 332	-2.8%
NO	10 663	10 816	11 226	11 173	11 373	11 324	-0.4%
PL	40 740	40 985	37 823	36 544	35 943	36 419	1.3%
PT (2)	20 288	22 066	19 412	18 562	18 418	18 861	2.4%
RO	180 488	200 095	184 317	158 299	118 124	110 630	-6.3%
RU (3) (4)	132 345	106 677	90 159	74 332	66 526	57 764	-13.2%
SE	9 300	9 308	9 768	10 829	10 916	11 254	3.1%
SI	18 845	19 263	18 615	18 275	19 732	18 953	-3.9%
SK (4) (5)	21 979	21 557	21 235	21 016	20 978	21 875	4.3%
TR	64 282	55 828	45 489	42 066	40 178	38 720	1.5%
EUR 27 est. (4)	*16 614*	*16 738*	*16 675*	*16 742*	*16 802*	*16 862*	0.4%
EUR 34 est. (4)	*22 085*	*21 946*	*21 466*	*21 240*	*21 135*	*20 931*	-1.0%
US (4)	7 783	7 802	7 763	7 868	7 835	7 846	0.1%
JP	43 661	41 720	39 657	38 015	37 559	37 329	-0.6%

Source: European Audiovisual Observatory

(1) Registered and working screens. Registration mandatory according to Film Industry Act in 2004.
(2) Number of screens with computerised ticketing systems.
(3) Number of renovated and new screens.
(4) Revised data series.
(5) Including outdoor cinemas and video theatres. Excluding IMAX screens.

T.11.4

Density of screens in monoscreen cinemas, multiscreens and multiplexes

2008 In %. This table presents the screens in monoscreen cinemas, multiscreens and multiplexes (8 or more screens) as a percentage of the total number of screens in the countries concerned.

Country	1 screen	2 screens	3-5 screens	6-7 screens	≥ 8 screens
AT	9.9	10.1	28.3	10.2	41.6
BE	~	~	~	~	60.9
BG	26.7	15.0	5.8	10.0	42.5
CH	38.8	12.4	20.4	8.0	20.4
CY	3.5	6.9	48.3	41.4	~
CZ	~	~	~	3.8	18.5
DE	19.0	11.1	28.8	13.6	27.5
DK	22.3	14.5	26.6	17.3	19.3
EE	65.7	6.0	11.9	~	16.4
ES	9.5	2.0	10.6	13.7	64.2
FI	48.8	8.8	19.1	7.5	15.9
FR	22.5	10.8	22.3	9.6	34.8
GB	6.8	4.8	12.3	10.7	65.5
GR *est.*	~	~	~	~	26.5
HR	60.2	~	10.6	4.9	24.4
HU	31.3	9.6	15.4	11.1	32.7
IE	1.4	0.9	25.3	23.2	49.2
IS	19.5	19.5	46.3	14.6	~
IT [1]	34.0	9.1	17.4	8.8	30.8
LT	42.5	7.5	10.0	16.3	23.8
LU	27.3	6.1	15.2	21.2	30.3
LV	44.0	12.0	~	~	44.0
MT	2.7	5.4	10.8	35.1	46.0
NL	2.9	9.9	46.2	17.0	24.0
NO	33.6	14.5	25.0	11.7	15.2
PL	36.6	5.0	7.8	6.2	44.4
PT	18.4	3.9	17.5	25.4	34.8
RO	44.9	4.4	17.7	10.3	22.8
SE	~	~	~	~	17.1
SI	40.9	5.5	17.3	~	36.4
SK	73.5	~	13.4	5.1	7.9
TR	~	~	~	~	24.8

[1] Screens with more than 60 days of activity per year.

Source: MEDIA Salles

T.11.5

Density of screens and concentration of admissions in multiplexes 2006-2008

In %. This table presents screens and admissions in multiplexes (8 or more screens) as a percentage of the total number of screens and the total number of admissions in each country.

Country	2006 Screen density	2006 Concentration of admissions	2007 Screen density	2007 Concentration of admissions	2008 Screen density	2008 Concentration of admissions
AT	39.9	61.2	42.1	61.1	41.6	61.7
BE	59.0	81.5	60.6	~	60.9	~
BG	41.1	~	39.5	72.9	42.5	57.8
CH	13.7	22.0	18.6	27.6	20.4	29.7
CZ	18.5	~	18.7	~	18.5	~
DE	26.2	42.8	26.7	44.2	27.5	44.7
DK	20.0	~	18.8	~	19.3	~
EE	16.4	60.5	16.4	61.5	16.4	59.5
ES	61.3	73.1	63.0	78.8	64.2	65.4
FI	15.5	43.3	16.1	48.8	15.9	47.6
FR	32.5	53.1	33.9	54.4	34.8	55.9
GB	64.8	~	64.3	~	65.5	~
GR *est.*	29.6	60.7	27.0	46.2	26.5	~
HR	12.6	51.8	24.2	57.4	24.4	70.4
HU	27.9	52.8	31.0	53.6	32.7	54.3
IE	45.1	~	47.4	~	49.2	~
IT [1]	27.9	42.6	30.0	44.9	30.8	47.6
LT	28.8	50.8	24.4	43.2	23.8	43.1
LU	41.7	78.1	38.5	~	30.3	77.0
LV	28.6	70.4	30.4	76.2	44.0	80.3
MT	41.5	~	41.5	~	46.0	~
NL	20.0	34.8	20.0	36.8	24.0	39.0
NO	13.1	25.2	15.2	25.1	15.2	24.3
PL	39.1	62.5	42.9	63.5	44.4	67.2
PT	35.3	47.5	36.8	49.8	34.8	52.1
RO	19.4	56.5	18.0	55.2	22.8	52.2
SE	15.5	~	16.6	~	17.1	~
SI	36.5	78.9	35.2	81.0	36.4	80.1
SK	8.1	32.8	8.0	38.2	7.9	33.3
TR	18.8	~	21.3	~	24.8	~

[1] Screens with more than 60 days of activity per year.

Source: MEDIA Salles

T.11.6

Origin of first-time release feature films 2005-2010

Country		National	DE	FR	GB	IT	EUR Others	EUR Total	US	Others	Total	Source
AT	2005	24	31	23	17	7	45	147	116	41	304	FMA
	2006	34	43	29	16	5	41	168	135	20	323	
	2007	42	48	29	18	2	40	179	134	28	341	
	2008	31	44	23	13	6	36	153	125	34	312	
	2009	37	51	26	9	4	36	163	138	23	324	
	2010	45	51	33	21	4	57	211	121	24	356	
BE	2004-05	20	14	122	26	22	98	302	236	135	673	MFB/FWB/OBS
1	2005-06	37	19	119	17	11	100	303	239	130	672	
	2006-07	33	16	128	22	13	136	348	253	115	716	
	2007-08	30	11	132	22	11	114	320	253	133	706	
	2008-09	28	14	132	34	11	127	346	244	119	709	
BG	2005	6	6	14	17	2	17	62	122	5	189	NFC
	2006	9	4	13	2	1	21	50	138	0	188	
	2007	5	5	12	5	4	22	53	121	2	176	NFC/OBS
	2008	6	3	29	2	1	15	56	100	2	158	NFC
	2009	9	1	8	11	2	17	48	116	4	168	
CH	2005	49	31	78	25	13	39	235	99	49	383	OFS
	2006	46	32	89	19	19	28	233	106	49	388	
	2007	56	36	88	19	27	16	242	112	44	398	
	2008	58	30	89	19	27	20	243	110	49	402	
	2009	59	34	95	16	17	30	251	117	42	410	
	2010	75	32	87	18	23	29	264	110	44	418	
CZ	2005	23	10	16	13	1	18	81	96	15	192	Min. Cult.
	2006	35	13	22	11	1	26	108	100	20	228	
	2007	29	10	13	20	2	25	99	112	7	218	UFD/OBS
	2008	38	8	16	7	2	21	92	98	10	200	
	2009	45	5	16	20	1	30	117	109	8	234	Min. Cult.
	2010	37	2	26	21	2	33	121	108	14	243	
DE	2005	146	–	20	24	5	63	258	139	50	447	SPIO
	2006	174	–	23	20	6	56	279	163	45	487	
	2007	172	–	25	20	7	47	271	173	49	493	
	2008	185	–	27	20	10	48	290	155	26	471	
	2009	220	–	29	18	7	29	303	168	55	526	
	2010	193	–	37	19	9	28	286	155	67	508	
DK	2005	41	5	12	11	4	20	93	122	18	233	DFI
	2006	34	9	18	14	3	22	100	114	19	233	DFI
	2007	38	8	23	19	3	20	111	108	16	235	DKS
	2008	35	1	11	16	3	18	84	106	23	213	
	2009	32	9	19	16	2	18	96	106	14	216	
	2010	33	6	22	18	3	22	104	100	18	222	
EE	2005	8	6	11	13	0	15	53	89	6	148	EFSA
	2006	11	4	8	15	0	23	61	94	6	161	
	2007	12	5	6	15	0	17	55	86	4	145	
	2008	17	0	5	14	0	27	63	97	6	166	
	2009	9	0	5	12	1	26	53	106	3	162	EFSA / OBS
	2010	12	5	13	14	0	26	70	97	8	175	EFSA

T.11.6

Origin of first-time release feature films (Continued) 2005-2010

Country		National	DE	FR	GB	IT	EUR Others	EUR Total	US	Others	Total	Source
ES	**2005**	142	19	53	47	18	29	308	222	53	583	ICAA/OBS
[2]	**2006**	150	33	50	33	5	17	288	224	63	575	
	2007	172	31	40	48	13	29	333	223	77	633	
	2008	173	36	26	29	10	27	301	206	45	552	
	2009	186	25	34	25	5	22	297	218	41	556	
	2010	200	35	32	32	7	18	324	196	40	559	
FI	**2005**	15	8	12	15	1	22	73	99	12	184	FFF
	2006	16	9	14	10	2	15	66	103	12	181	
	2007	14	1	12	18	1	16	62	92	11	165	
	2008	19	2	11	12	0	19	63	101	5	169	
	2009	20	2	10	16	1	12	61	106	7	174	
	2010	23	3	15	10	3	19	73	109	4	186	
FR	**2005**	235	16	–	35	13	40	339	152	59	550	CNC/OBS
	2006	242	12	–	33	6	49	342	177	70	589	
	2007	262	13	–	30	6	29	340	175	58	573	
	2008	240	16	–	25	4	53	338	156	61	555	
	2009	268	9	–	33	7	48	365	163	60	588	
	2010	270	13	–	34	7	66	390	144	41	575	
GB	**2005**	89	~	~	–	~	80	169	167	131	467	BFI
	2006	107	~	~	–	~	63	170	220	115	505	
	2007	107	~	~	–	~	80	187	211	118	516	
	2008	111	~	~	–	~	88	199	204	124	527	
	2009	113	~	~	–	~	82	195	212	96	503	
	2010	119	~	~	–	~	103	222	211	124	557	
HR	**2005**	47	7	40	25	1	28	148	447	39	634	CBS
[3]	**2006**	22	31	80	27	7	33	200	533	50	783	
	2007	18	32	72	47	9	31	209	313	68	590	
	2008	20	10	38	21	2	25	116	252	38	406	
	2009	18	9	14	17	2	19	79	244	20	343	
	2010	17	8	42	43	3	39	152	317	45	514	
HU	**2005**	17	7	26	14	4	29	97	110	13	220	AHFD
	2006	25	7	25	15	5	25	102	105	15	222	
	2007	32	8	15	17	2	32	106	105	12	223	NFO
	2008	25	7	22	16	3	19	92	96	18	206	
	2009	24	5	18	11	4	26	88	93	11	192	
	2010	26	7	18	12	3	36	102	107	12	221	NFO/OBS
IS	**2005**	2	1	4	15	1	11	34	124	5	163	HI
	2006	4	2	8	14	0	5	33	125	10	168	
	2007	4	5	7	23	0	6	45	125	6	176	
	2008	7	0	5	13	0	4	29	134	3	166	
	2009	5	3	8	10	1	7	34	136	3	173	
	2010	~	~	~	~	~	~	~	~	~	~	
IT	**2005**	111	~	~	~	–	~	~	171	~	430	
	2006	115	~	~	~	–	~	~	160	~	432	
	2007	128	10	20	33	–	~	~	156	~	398	
	2008	130	~	25	18	–	~	~	163	~	376	ANICA / Cinetel
	2009	115	~	14	22	–	~	~	159	~	355	
	2010	131	~	24	16	–	~	~	161	~	380	

T.11.6

Origin of first-time release feature films (Continued)

2005-2010

Country		National	DE	FR	GB	IT	EUR Others	EUR Total	US	Others	Total	Source
LT	**2005**	2	2	11	7	0	12	34	88	13	135	SL
	2006	1	4	9	10	0	20	44	91	6	141	
	2007	1	1	9	15	0	11	37	94	6	137	
	2008	3	3	7	6	0	12	31	103	10	144	
	2009	2	0	6	2	1	14	25	107	1	133	
	2010	2	2	5	4	1	11	25	102	1	128	
LU	**2009**	8	39	102	27	6	56	238	162	24	424	CNA
LV	**2005**	2	~	~	~	~	44	46	90	15	151	NFC
	2006	4	~	~	~	~	41	45	102	11	158	
	2007	6	~	~	~	~	28	34	94	23	151	
	2008	4	~	~	~	~	27	31	111	10	152	
	2009	18	~	~	~	~	26	44	105	21	170	
	2010	19	~	~	~	~	26	45	103	21	169	
MK	**2005**	44	~	~	~	~	~	~	~	~	266	SSO
[3]	**2006**	42	~	~	~	~	~	~	~	~	434	
	2007	44	~	~	~	~	~	~	~	~	426	
	2008	65	~	~	~	~	~	~	~	~	368	
	2009	27	~	~	~	~	~	~	~	~	292	
	2010	22	~	~	~	~	~	~	~	~	496	
NL	**2005**	39	6	23	15	5	47	135	147	42	324	NFF/NVB/NVF
	2006	28	12	11	14	6	44	115	141	22	278	
	2007	21	9	16	21	4	51	122	143	33	298	
	2008	30	7	24	19	9	33	122	149	25	296	
	2009	37	14	26	28	9	34	148	153	67	368	
	2010	52	9	25	23	11	37	157	137	81	375	
NO	**2005**	20	5	5	12	4	42	88	121	17	226	F&K
	2006	20	4	16	15	3	29	87	126	23	236	
	2007	22	5	9	24	5	26	91	119	22	232	
	2008	22	4	10	16	4	26	82	117	22	221	
	2009	22	1	23	12	2	33	93	108	21	222	
	2010	26	6	11	12	3	27	85	103	19	207	
PL	**2005**	17	6	20	17	3	23	87	111	20	218	Min.Cult.
	2006	28	7	14	19	6	32	106	130	21	257	CSO
	2007	26	13	18	21	1	50	129	124	26	279	
	2008	36	~	~	~	~	95	131	117	32	280	PISF/boxoffice.pl/SFP/OBS
	2009	35	~	~	~	~	93	128	117	19	264	
	2010	35	~	~	~	~	100	135	122	20	277	
PT	**2005**	13	1	15	12	2	53	96	143	28	267	ICA
	2006	22	2	16	9	4	46	99	162	22	283	
	2007	17	3	15	8	4	36	83	173	18	274	
	2008	15	1	14	6	2	45	83	146	5	234	
	2009	22	2	19	15	1	28	87	176	8	271	
	2010	23	3	17	4	2	54	103	152	9	264	
RO	**2005**	10	3	19	6	3	18	59	113	6	178	CNC
	2006	12	4	24	7	2	10	59	128	12	199	
	2007	9	3	22	12	2	20	68	116	9	193	
	2008	15	3	21	11	3	17	70	124	5	199	
	2009	19	8	20	7	2	20	76	131	4	211	
	2010	20	7	14	10	0	26	77	102	5	184	

T.11.6

Origin of first-time release feature films (Continued)
2005-2010

Country		National	DE	FR	GB	IT	EUR Others	EUR Total	US	Others	Total	Source
RU	2005	62	~	~	~	~	94	156	130	29	315	Nevafilm
[4]	2006	61	~	~	~	~	73	134	131	28	293	
	2007	78	~	~	~	~	93	171	142	37	350	
	2008	78	~	~	~	~	91	169	151	35	355	
	2009	76	~	~	~	~	87	163	137	23	323	
	2010	70	~	~	~	~	~	~	~	~	363	
SE	2005	42	6	21	22	3	33	127	116	26	269	SFI
	2006	42	7	19	23	2	22	115	122	17	254	
	2007	28	7	21	20	3	34	113	123	13	249	
	2008	36	3	22	15	1	29	106	127	20	253	
	2009	41	5	30	20	4	30	130	121	18	269	
	2010	36	7	14	17	3	45	122	103	13	238	SFI/OBS
SI	2005	9	11	24	9	2	12	67	110	25	202	SFC
	2006	2	8	20	9	3	7	49	127	16	192	
	2007	3	4	19	12	3	17	58	114	11	183	
	2008	6	0	9	11	1	13	40	94	7	141	
	2009	11	1	15	9	2	28	66	116	8	190	
	2010	4	4	15	10	1	24	58	101	14	173	
SK	2005	6	~	19	~	~	~	78	93	6	171	SKFI/AIC
	2006	2	~	16	~	~	~	~	102	~	176	
	2007	5	6	10	20	0	33	74	100	12	186	OBS/UFD/AIC
	2008	6	4	11	13	3	37	74	94	5	173	
	2009	11	3	14	10	2	39	79	106	7	192	
	2010	4	4	14	9	1	40	72	110	5	187	
TR	2005	26	6	33	18	3	19	105	97	18	220	Sinema/OBS
	2006	33	5	30	17	4	13	102	121	13	236	
	2007	42	6	19	24	5	16	112	120	16	248	
	2008	47	8	27	14	6	26	128	118	16	262	
	2009	69	5	15	15	3	11	118	118	16	252	
	2010	59	13	14	15	3	16	120	113	11	244	
JP	2005	356	~	~	~	~	~	~	~	~	731	EIREN
	2006	417	~	~	~	~	~	~	~	~	821	
	2007	407	~	~	~	~	~	~	~	~	810	
	2008	418	~	~	~	~	~	~	~	~	806	
	2009	448	~	~	~	~	~	~	~	~	762	
	2010	408	~	~	~	~	~	~	~	~	716	

Country		MPAA members	Other distributors	Total	Source
US	2005	194	313	507	MPAA/Rentrak
	2006	204	390	594	
	2007	189	420	609	
	2008	168	466	634	
	2009	158	397	555	
	2010	141	419	560	

1. National films are first-release only, other data refer all films on release during period. Data covers Brussels region only. Playing year runs from July to June. European majority co-productions are included in 'EUR Others'. Intercontinental co-productions are included in 'Others'.
2. Number of films certified by country of origin.
3. Includes all films on release.
4. CIS excluding Ukraine - calendar year. Revised series. 2010 data up until 1 December 2010.

Source: European Audiovisual Observatory

T.11.7

Number of films produced with commercial release reported in at least one European country [1] 2005-2010 In units.

Country of origin [2]	Year of production 2005	2006	2007	2008	prov. 2009	prov. 2010
AT	26	33	24	28	21	20
BE	20	31	24	27	20	11
BG	6	8	6	7	6	8
CH	33	50	58	60	53	58
CZ	21	27	26	33	43	32
DE	89	93	85	111	104	64
DK	37	41	34	37	36	27
EE	10	9	11	14	6	10
ES	110	126	123	119	103	57
FI	15	17	17	22	21	19
FR	190	209	212	186	196	163
GB	71	83	93	90	106	73
HU	19	27	24	19	23	18
IE	9	7	8	5	17	0
IS	4	4	9	8	1	0
IT	77	90	105	106	100	83
LU	2	2	2	0	2	0
LV	3	2	5	10	7	2
NL	31	31	27	42	46	41
NO	25	24	35	23	22	26
PL	18	29	26	26	36	23
PT	12	19	20	15	25	23
RO	10	12	12	16	17	14
SE	49	43	37	50	68	52
SI	6	2	4	8	3	2
SK	4	1	6	9	10	3
TR	25	35	44	54	64	53
Others EUR 27 [3]	2	1	2	4	13	25
Others EUR 37 [4]	16	23	27	19	22	15
EUR 27 *est.*	***837***	***943***	***933***	***984***	***1 029***	***770***
EUR 37 *est.*	***940***	***1 079***	***1 106***	***1 148***	***1 191***	***922***
US	235	280	294	259	251	174
AR	22	16	16	18	8	3
AU	9	13	13	10	10	3
BR	10	9	13	6	5	1
CA	23	19	24	18	12	9
CN / HK	16	16	18	12	13	7
IN	71	75	64	72	58	75
JP	13	23	18	10	10	3
KR	15	12	11	9	6	3
Others	41	70	69	65	59	26
Total	***1 395***	***1 612***	***1 646***	***1 627***	***1 623***	***1 226***

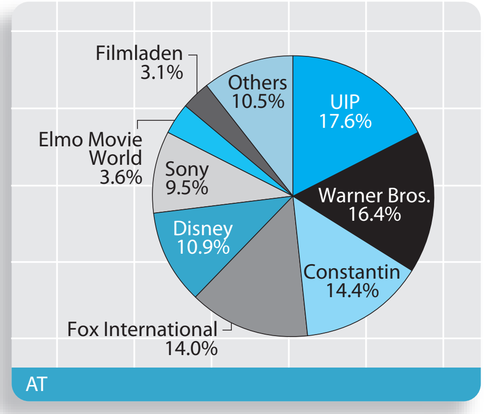
[1] Changes in figures compared to previous publications are due to ongoing updates of the LUMIERE database for past years.
[2] In the case of co-productions, the origin of the film is considered as being that of the leading country, as attributed in the LUMIERE database.
[3] CY, GR, MT, LT.
[4] AL, BA, HR, LI, MK, RU.

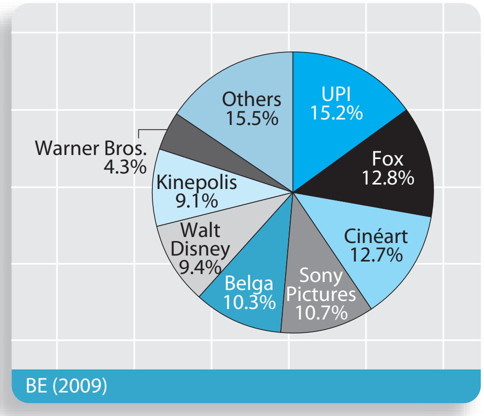
Source: European Audiovisual Observatory, LUMIERE

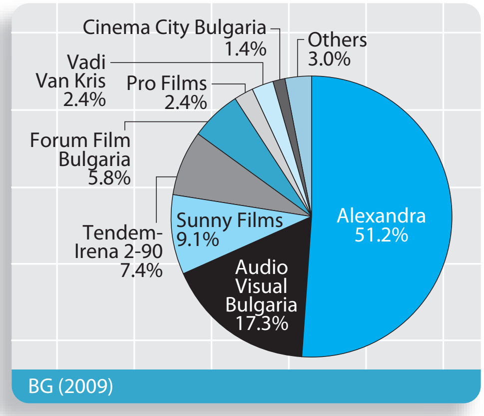
T.11.8
G.11.1

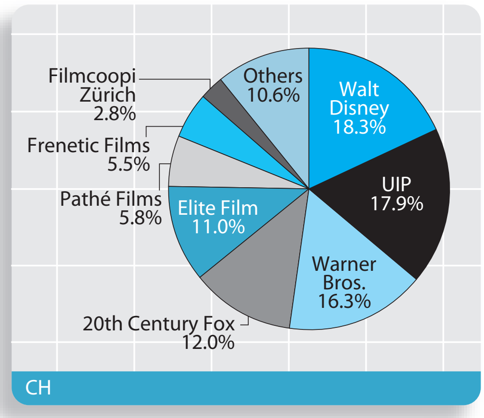
Distributor market shares in European markets

2010 a. : market share of gross box-office b. : market share of admissions









Country	Distributor	Market share	Source
AT	UIP	17.6%	ÖFI
b.	Warner Bros.	16.4%	
	Constantin	14.4%	
	Fox International	14.0%	
	Disney	10.9%	
	Sony	9.5%	
	Elmo Movie World	3.6%	
	Filmladen	3.1%	
	ThimFilm	2.7%	
	Luna Film	2.3%	
	Others	5.5%	
BE ❶	UPI	15.2%	MFB
b. (2009)	Fox	12.8%	
	Cinéart	12.7%	
	Sony Pictures	10.7%	
	Belga	10.3%	
	Walt Disney	9.4%	
	Kinepolis	9.1%	
	Warner Bros.	4.3%	
	BFD/LUMIERE	3.4%	
	Alternative	2.7%	
	Others	9.3%	
BG	Alexandra	51.2%	NFC/OBS
b. (2009)	Audio Visual Bulgaria	17.3%	
	Sunny Films	9.1%	
	Tendem-Irena 2-90	7.4%	
	Forum Film Bulgaria	5.8%	
	Pro Films	2.4%	
	Vadi Van Kris	2.4%	
	Cinema City Bulgaria	1.4%	
	A Plus Films	1.1%	
	Marigold Films	0.7%	
	Others	1.2%	
CH	Walt Disney	18.3%	OFS
b.	UIP	17.9%	
	Warner Bros.	16.3%	
	20th Century Fox	12.0%	
	Elite Film	11.0%	
	Pathé Films	5.8%	
	Frenetic Films	5.5%	
	Filmcoopi Zürich	2.8%	
	JMH Distributions	1.5%	
	Xenix Filmdistribution	1.5%	
	Others	7.6%	

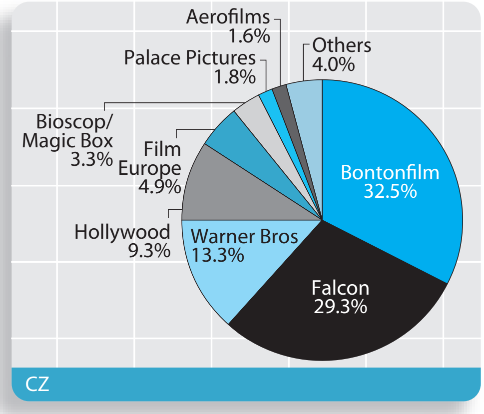
10
11
12
13
14
15
16

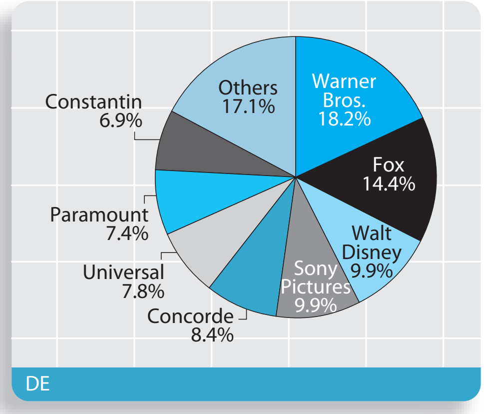
T.11.8
G.11.1

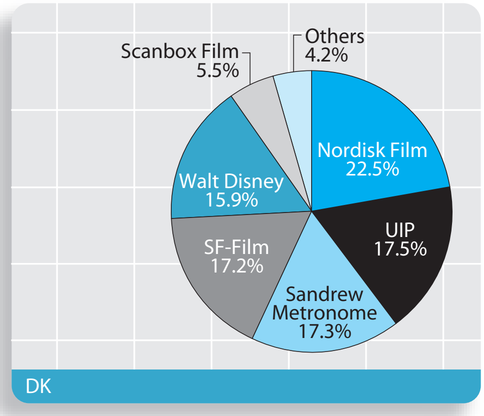
Distributor market shares in European markets (Continued)

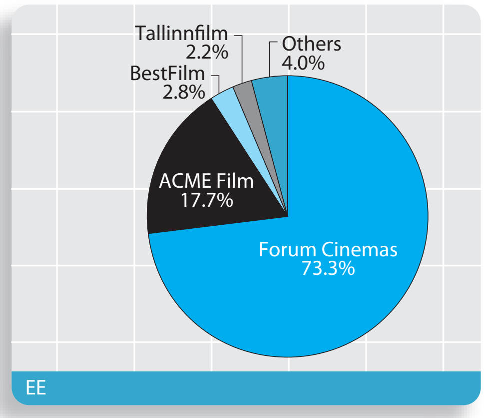
2010

a. : market share of gross box-office b. : market share of admissions







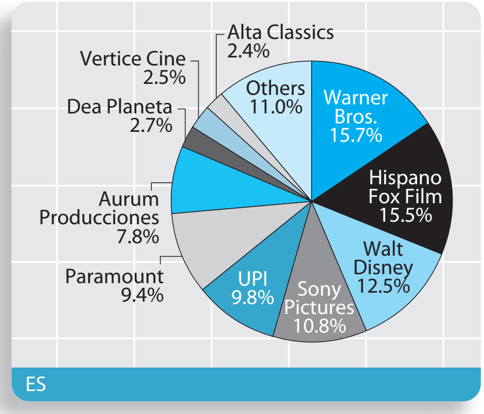


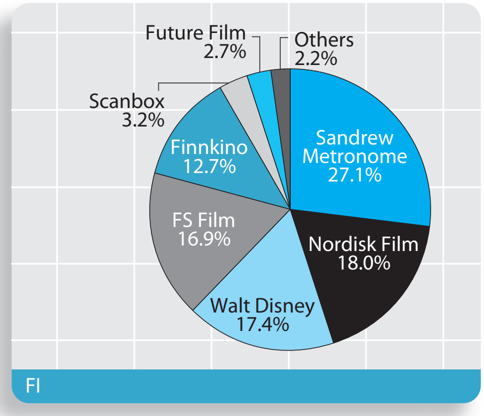
Country	Distributor	Market share	Source
CZ	Bontonfilm	32.5%	UFD
b.	Falcon	29.3%	
	Warner Bros	13.3%	
	Hollywood	9.3%	
	Film Europe	4.9%	
	Bioscop/Magic Box	3.3%	
	Palace Pictures	1.8%	
	Aerofilms	1.6%	
	35 mm	1.2%	
	Pegasfilm	0.6%	
	Others	2.2%	
DE	Warner Bros.	18.2%	Blickpunkt Film
b.	Fox	14.4%	
	Walt Disney	9.9%	
	Sony Pictures	9.9%	
	Concorde	8.4%	
	Universal	7.8%	
	Paramount	7.4%	
	Constantin	6.9%	
	Kinowelt	4.5%	
	Universum	1.7%	
	Others	10.9%	
DK	Nordisk Film	22.5%	DFI
b.	UIP	17.5%	
	Sandrew Metronome	17.3%	
	SF-Film	17.2%	
	Walt Disney	15.9%	
	Scanbox Film	5.5%	
	Others	4.2%	
EE	Forum Cinemas	73.3%	EFSA
b.	ACME Film	17.7%	
	BestFilm	2.8%	
	Tallinnfilm	2.2%	
	Taska Film	1.5%	
	Estinfilm	0.1%	
	Others	2.5%	

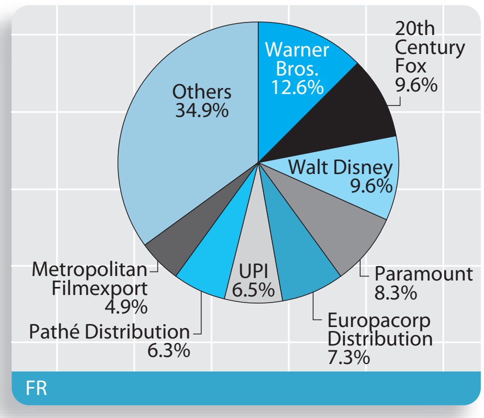
T.11.8
G.11.1

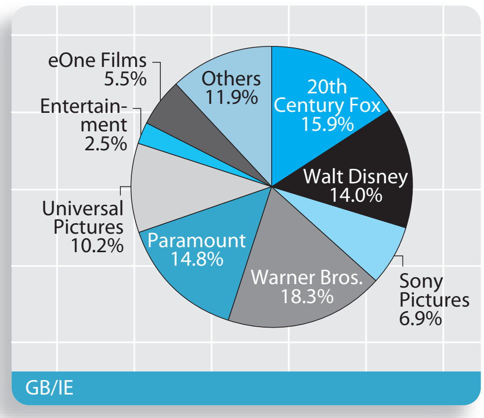
Distributor market shares in European markets (Continued)

2010 a. : market share of gross box-office b. : market share of admissions







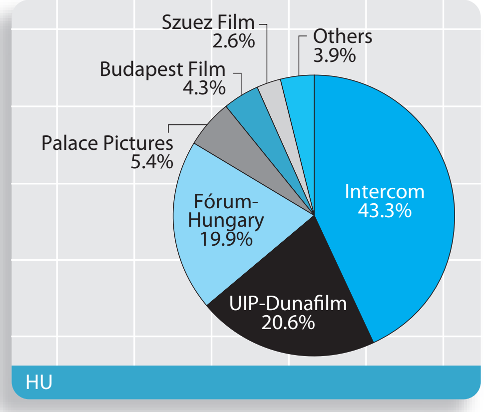


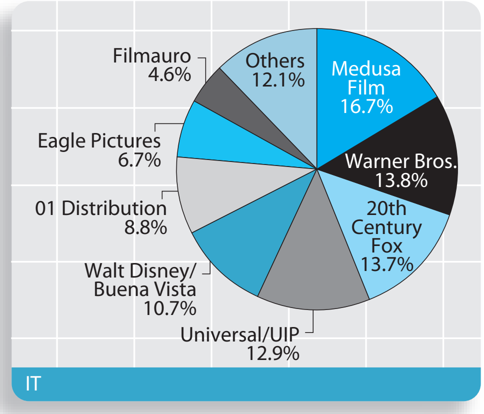
Country	Distributor	Market share	Source
ES	Warner Bros.	15.7%	ICAA / OBS
b.	Hispano Fox Film	15.5%	
	Walt Disney	12.5%	
	Sony Pictures	10.8%	
	UPI	9.8%	
	Paramount	9.4%	
	Aurum Producciones	7.8%	
	Dea Planeta	2.7%	
	Vertice Cine	2.5%	
	Alta Classics	2.4%	
	Others	11.0%	
FI	Sandrew Metronome	27.1%	FFF
b.	Nordisk Film	18.0%	
	Walt Disney	17.4%	
	FS Film	16.9%	
	Finnkino	12.7%	
	Scanbox	3.2%	
	Future Film	2.7%	
	Cinema Mondo	1.5%	
	Others	0.6%	
FR	Warner Bros.	12.6%	Le film français
b.	20th Century Fox	9.6%	
	Walt Disney	9.6%	
	Paramount	8.3%	
	Europacorp Distribution	7.3%	
	UPI	6.5%	
	Pathé Distribution	6.3%	
	Metropolitan Filmexport	4.9%	
	Studiocanal	4.8%	
	Sony Pictures	3.9%	
	Others	26.1%	
GB & IE	20th Century Fox	15.9%	BFI
a.	Walt Disney	14.0%	
	Sony Pictures	6.9%	
	Warner Bros.	18.3%	
	Paramount	14.8%	
	Universal Pictures	10.2%	
	Entertainment	2.5%	
	eOne Films	5.5%	
	Lions Gate	3.5%	
	Optimum	2.2%	
	Others	6.2%	

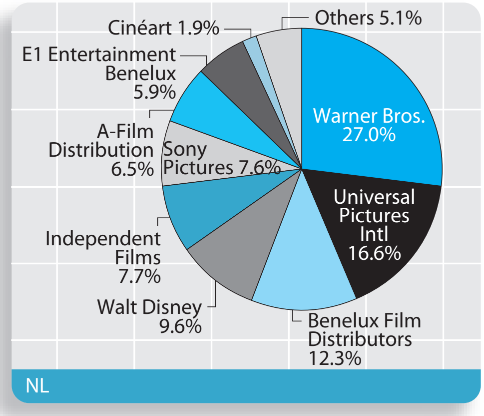
T.11.8
G.11.1

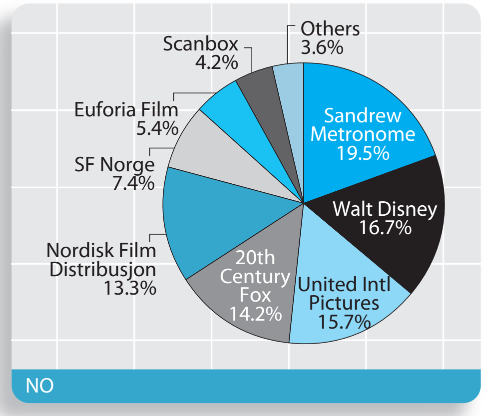
Distributor market shares in European markets (Continued)

2010 a. : market share of gross box-office b. : market share of admissions







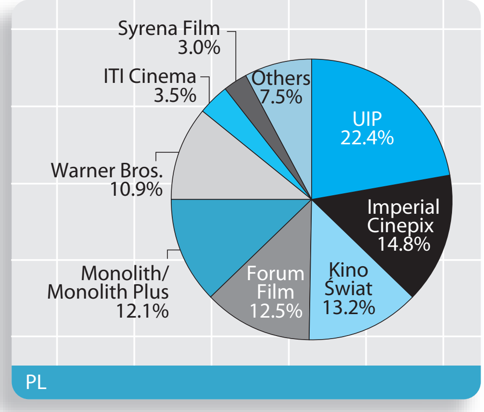


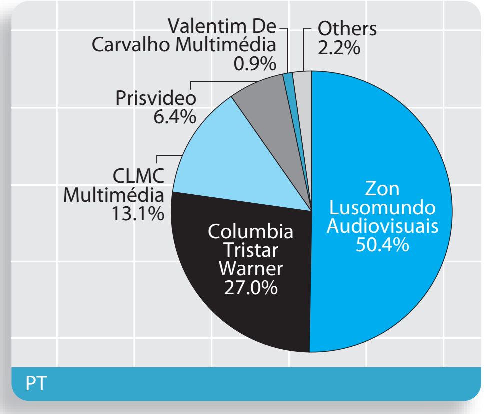
Country	Distributor	Market share	Source
HU 2	Intercom	43.3%	NFO/OBS
b.	UIP-Dunafilm	20.6%	
	Fórum-Hungary	19.9%	
	Palace Pictures	5.4%	
	Budapest Film	4.3%	
	Szuez Film	2.6%	
	Others	3.9%	
IT	Medusa Film	16.7%	ANICA/Cinetel
a.	Warner Bros.	13.8%	
	20th Century Fox	13.7%	
	Universal / UIP	12.9%	
	Walt Disney / Buena Vista	10.7%	
	01 Distribution	8.8%	
	Eagle Pictures	6.7%	
	Filmauro	4.6%	
	Sony Pictures	3.7%	
	Moviemax	2.2%	
	Others	6.2%	
LV	Forum Cinemas	70.7%	NFC
a.	Acme	17.6%	
	Others	11.7%	
NL	Warner Bros.	27.0%	NVB/NVF/MACCS
b.	Universal Pictures International	16.6%	
	Benelux Film Distributors (BFD)	12.3%	
	Walt Disney	9.6%	
	Independent Films	7.7%	
	Sony Pictures	7.6%	
	A-Film Distribution	6.5%	
	E1 Entertainment Benelux	5.9%	
	Cinéart	1.9%	
	Paradiso Entertainment	1.2%	
	Others	3.9%	
NO	Sandrew Metronome	19.5%	Film & Kino
b.	Walt Disney	16.7%	
	United International Pictures	15.7%	
	20th Century Fox	14.2%	
	Nordisk Film Distribusjon	13.3%	
	SF Norge	7.4%	
	Euforia Film	5.4%	
	Scanbox	4.2%	
	Arthaus	1.4%	
	Oslo Kino	0.4%	
	Others	1.8%	

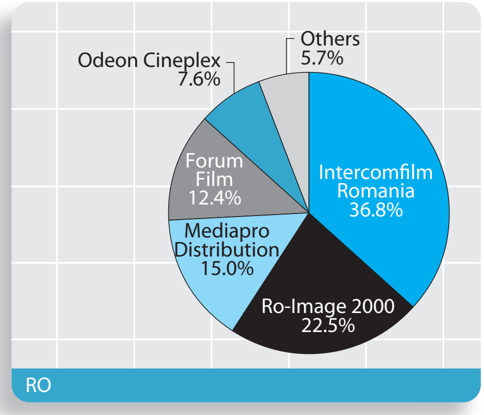
T.11.8
G.11.1

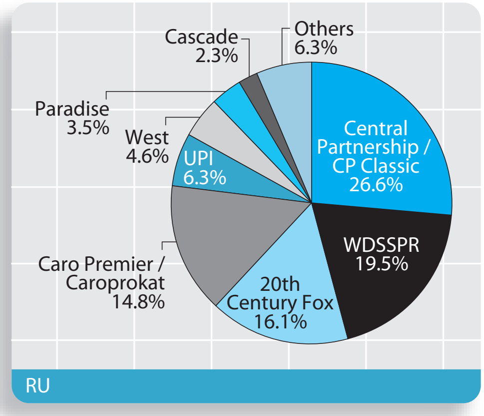
Distributor market shares in European markets (Continued)

2010 a. : market share of gross box-office b. : market share of admissions







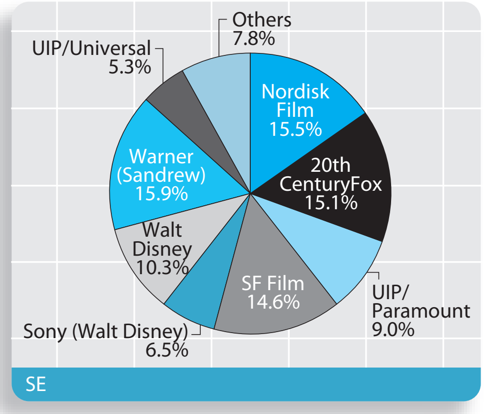


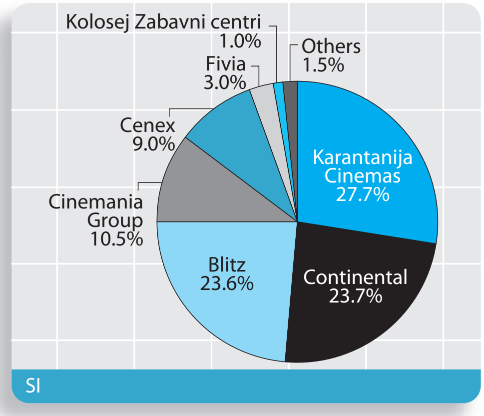
Country	Distributor	Market share	Source
PL	UIP	22.4%	PISF/boxoffice.pl
b.	Imperial Cinepix	14.8%	
	Kino Świat	13.2%	
	Forum Film	12.5%	
	Monolith / Monolith Plus	12.1%	
	Warner Bros.	10.9%	
	ITI Cinema	3.5%	
	Syrena Film	3.0%	
	Forum Film / SPI	3.0%	
	Best Film	1.4%	
	Others	3.1%	
PT	Zon Lusomundo Audiovisuais	50.4%	ICA
b.	Columbia Tristar Warner	27.0%	
	CLMC - Multimédia	13.1%	
	Prisvideo	6.4%	
	Valentim De Carvalho Multimédia	0.9%	
	Others	2.2%	
RO	Intercomfilm Romania	36.8%	CNC
b.	Ro-Image 2000	22.5%	
	Mediapro Distribution	15.0%	
	Forum Film	12.4%	
	Odeon Cineplex	7.6%	
	Prooptiki Romania	1.5%	
	Clorofilm	0.9%	
	Metropolis Film	0.9%	
	Others	2.4%	
RU	Central Partnership / CP Classic	26.6%	RFB
a.	WDSSPR	19.5%	
	20th Century Fox	16.1%	
	Caro Premier / Caroprokat	14.8%	
	UPI	6.3%	
	West	4.6%	
	Paradise	3.5%	
	Cascade	2.3%	
	Leopolis/LeopArt	1.7%	
	Luxor	1.6%	
	Others	3.0%	

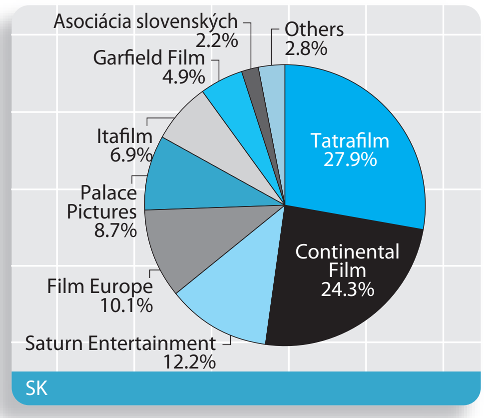
T.11.8
G.11.1

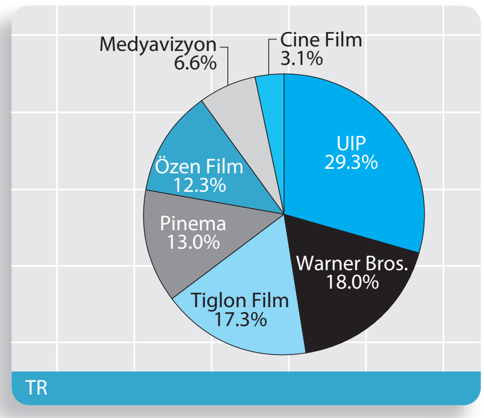
Distributor market shares in European markets (Continued)

2010 a. : market share of gross box-office b. : market share of admissions









Country	Distributor	Market share	Source
SE	Nordisk Film	15.5%	SFI
b.	20th Century Fox	15.1%	
	UIP / Paramount	9.0%	
	SF Film	14.6%	
	Sony (Walt Disney)	6.5%	
	Walt Disney	10.3%	
	Warner (Sandrew)	15.9%	
	UIP / Universal	5.3%	
	Scanbox Entertainment	2.9%	
	Folkets Bio	1.4%	
	Others	3.5%	
SI	Karantanija Cinemas	27.7%	SFC
b.	Continental	23.7%	
	Blitz	23.6%	
	Cinemania Group	10.5%	
	Cenex	9.0%	
	Fivia	3.0%	
	Kolosej Zabavni centri	1.0%	
	Others	1.5%	
SK	Tatrafilm	27.9%	OBS/SKFI/AIC
b.	Continental Film	24.3%	
	Saturn Entertainment	12.2%	
	Film Europe	10.1%	
	Palace Pictures	8.7%	
	Itafilm	6.9%	
	Garfield Film	4.9%	
	Asociácia slovenských filmových klubov	2.2%	
	Magic Box Slovakia	1.5%	
	Intersonic	1.3%	
	Others	0.1%	
TR	UIP	29.3%	Sinema Gazetesi
b.	Warner Bros.	18.0%	
	Tiglon Film	17.3%	
	Pinema	13.0%	
	Özen Film	12.3%	
	Medyavizyon	6.6%	
	Cine Film	3.1%	
	Others	0.4%	

1 On the basis of Brussels admissions only.
2 On the basis of first releases only.

Source: European Audiovisual Observatory

Chapter
Chapitre
Kapitel
12

Digital cinema

Cinéma numérique

Digitalkino

Contents	Sommaire	*Inhalt*	
Digital cinema worldwide	Cinéma numérique dans le monde	Digitalkinos weltweit	39
European digital cinema installations	Equipement numérique des cinémas européens	Digitale Ausstattung der europäischen Kinos	42

2011: Over half of Europe's screens are digital

A new report from the European Audiovisual Observatory and MEDIA Salles shows that around 18 500 digital screens had been installed in Europe by the end of 2011. This means that over 52% of European screens are now capable of digital projection, up from just 4% three years ago.

Digital roll-out has entered into second major phase

While the initial phase of large-scale digital conversion during 2009 and 2010 had been more or less entirely driven by 3D installations, roll-out in 2011 was – for the first time – driven by 2D screens. This suggests that roll-out has entered its second major phase and is now driven primarily by full conversions of larger circuits under VPF [1] schemes and by public initiatives ranging from legislation (France), publicly funded industry-wide conversion schemes (Norway and the Netherlands) to direct public funding schemes, 60 of which have been identified at national, sub-national and pan-European level, including the new MEDIA 2007 scheme.

Single-screen cinemas are struggling

Analysis based on a comprehensive site-by-site listing of analogue and digital cinemas as of 2010 clearly shows that small cinemas and exhibitors have significant problems converting to digital. By the end of 2010 only 11% of single-screen cinemas had installed a digital screen, compared to 89% of multiplexes. These small cinemas, however, form a characteristic part of the European cinema landscape, with single-screen cinemas alone accounting for almost 60% of all European cinemas. Though presumably not vital for overall box office results, these smaller cinemas play an important social and cultural role in many communities. The fact that these screens have not yet converted tends to confirm that commercial financing models cannot cover all European cinemas, causing a funding gap for between 15% and 20% of European screens.

End of 35mm is approaching

At the same time, given the high penetration rates in various European markets, the end of 35mm distribution seems to be approaching rapidly. Distributors in Belgium, Luxembourg and Norway, which was the first country worldwide to become fully digital in mid-2011, were expected to end 35mm distribution as early as

2011 : Plus de la moitié des salles européennes sont numérisées

Le nouveau rapport de l'Observatoire européen de l'audiovisuel et de MEDIA Salles montre que près de 18 500 salles étaient équipées d'un écran numérique en Europe fin 2011. Autrement dit, plus de 52 % des salles européennes assurent des projections numériques, contre seulement 4 % il y a trois ans.

Le déploiement est entré dans sa seconde phase majeure

Si la phase initiale de la conversion numérique à grande échelle (2009-2010) reposait plus ou moins totalement sur les salles 3D, le déploiement en 2011, pour la première fois, a été tiré par les salles 2D. Le déploiement semble donc être entré dans sa seconde phase majeure : désormais, il s'appuie principalement sur les conversions totales de grands circuits en vertu d'accords VPF [1] et sur les initiatives publiques, allant de l'adoption d'une loi (France) à des programmes de conversion à l'échelle de l'industrie financés par l'Etat (Norvège et Pays-Bas) en passant par des programmes d'aides publiques directes. 60 programmes d'aide publique ont été identifiés aux niveaux national, infranational et paneuropéen, y compris la nouvelle ligne d'action du programme MEDIA 2007.

Les cinémas monosalles rencontrent d'importantes difficultés

L'analyse fondée sur la liste exhaustive, site par site, des cinémas numériques et analogiques en 2010 montre clairement que les petits exploitants rencontrent d'importants problèmes pour passer au numérique. Fin 2010, à peine 11 % des monosalles étaient numérisées, alors que 89 % des multiplexes disposaient d'une salle numérique. Ces petits cinémas constituent, toutefois, une partie caractéristique du paysage européen, les monosalles représentant à elles seules près de 60 % de l'ensemble des cinémas européens. Bien qu'ils ne soient sans doute pas vitaux pour les recettes au guichet, ces petits cinémas peuvent jouer un rôle socioculturel important dans de nombreuses communautés. Le fait que ces salles n'aient pas encore été converties indique que les modèles de financement commerciaux ne peuvent couvrir tous les cinémas européens, ce qui engendre un déficit de financement pour 15 à 20 % d'entre elles.

La fin de la distribution 35 mm approche

Dans le même temps, étant donné le taux de pénétration élevé des salles numériques sur différents marchés européens, la fin de la distribution 35 mm semble approcher rapidement. Les distributeurs de Belgique,

Ende 2011 bereits über die Hälfte der Leinwände in Europa digitalisiert

Laut einem neuen Bericht der Europäischen Audiovisuellen Informationsstelle und MEDIA Salles waren Ende 2011 europaweit rund 18.500 Kinoleinwände digitalisiert. Dies bedeutet, dass der Anteil der digitalen Leinwände in den letzten drei Jahren von gerade mal 4% auf mittlerweile über 52% der Leinwände in Europa angestiegen ist.

Digitaler Roll-out ist in zweite Wachstumsphase eingetreten

Während die erste Phase der Massendigitalisierung in den Jahren 2009 und 2010 fast ausschließlich von 3D getrieben worden war, wurde der „digitale Roll-out" 2011 erstmals von der Installation von 2D-Leinwänden vorangetrieben. Dies weist darauf hin, dass die Digitalisierung der europäischen Kinos in ihre zweite Wachstumsphase eingetreten ist und nun vor allem von der - meist VPF-finanzierten [1] - vollständigen Umrüstung aller Kinosäle größerer Kinoketten sowie von öffentlichen Initiativen getragen wird. Letztere reichen von gesetzlichen Regelungen (Frankreich) über öffentlich finanzierte branchenweite Digitalisierung (Norwegen und Niederlande) bis hin zu direkten Fördermaßnahmen, von denen in dem Bericht 60 Programme auf nationaler, subnationaler und paneuropäischer Ebene identifiziert werden, darunter das neue Förderprogramm von MEDIA 2007.

Kinos mit nur einem Saal haben Schwierigkeiten umzurüsten

Die Analyse einer umfassenden Liste aller analogen und digitalen Kinospielstätten (Stand 2010) zeigt eindeutig, dass kleine Kinos und Betreiber bei der Umrüstung auf Digitaltechnik große Schwierigkeiten haben. Bis Ende 2010 hatten nur 11% der „1-Saal Kinos" eine digitale Leinwand installiert, wohingegen 89% der Multiplex-Kinos mindestens eine Leinwand digitalisiert hatten. Kleine Kinos stellen aber einen charakteristischen Teil der europäischen Kinolandschaft dar: fast 60% aller europäischen Kinos bespielen nur einen Kinosaal. Auch wenn die rein wirtschaftliche Bedeutung der „1-Saal Kinos" für das Gesamteinspielergebnis an den Kinokassen vermutlich begrenzt ist, so spielen diese kleinen Kinos doch in vielen Gemeinschaften eine wichtige gesellschaftliche und kulturelle Rolle. Der Umstand, dass die Digitalisierung dieser kleinsten Kinoform so eindeutig hinterherhinkt, scheint die Befürchtung zu bestätigen, dass kommerzielle Finanzierungs-modelle für die Digitalisierung nicht alle Kinos in Europa abdecken können und für 15 bis 20 Prozent der Leinwände in Europa eine Finanzierungslücke besteht.

[1] The Virtual Print Fee (VPF) is a financing mechanism for funding the first purchase of digital cinema equipment. It is based on distributors and alternative content suppliers paying a fee every time a digital copy of their content is booked.

2011/2012 and a total of 11 territories had converted at least 50% of their screens by mid-2011, including the two leading markets France and the UK.

Digital Cinema increases economies of scale and poses challenge to independent sector

Once large distributors switch to digital distribution in such major markets, demand for film stock will drop significantly, putting pressure on 35mm economics on a pan-European level. This could cause financial strain for those distributors and exhibitors still depending on it. Many of these are presumably small companies now faced with a growing competitive disadvantage: digital cinema increases the economies of scale related to both film exhibition as well as distribution so bigger companies stand to benefit more than smaller players from the transition to digital, both in terms of cost savings as well as in increased revenue potential. This economic reality will ultimately lead to fundamental change in the fragmented European theatrical landscape and poses a challenge to the European independent sector, characterised as it is by a large number of small exhibitors and distributors.

du Luxembourg et de Norvège, premier pays au monde à devenir entièrement numérique à la mi-2011, devraient mettre un terme à la distribution en 35 mm dès 2011/2012. 11 territoires avaient converti au moins 50 % de leurs salles à la mi-2011, y compris les deux principaux marchés que sont la France et le Royaume-Uni.

Le cinéma numérique augmente les économies d'échelle et constitue un défi pour le secteur indépendant

Une fois les grands distributeurs de ces marchés passés au numérique, la demande en copies argentiques baissera sensiblement, mettant l'économie du 35 mm sous pression au niveau paneuropéen et imposant des contraintes financières aux distributeurs et exploitants qui en dépendent encore. Il s'agit probablement surtout de petites entreprises qui se retrouvent face à un désavantage concurrentiel croissant : le cinéma numérique augmente les économies d'échelle liées à la fois à l'exploitation des films et à la distribution, de sorte que les grandes entreprises ont plus à gagner que les petits acteurs de la transition au numérique, aussi bien au niveau des économies de coûts que du potentiel de revenus accrus. Cette réalité économique finira par conduire à un changement fondamental dans le paysage fragmenté des cinémas européens et constitue un défi pour le secteur indépendant européen, caractérisé par un grand nombre de petits exploitants et distributeurs.

Ende des 35-mm-Verleihs absehbar

Gleichzeitig ist angesichts des hohen Digitalisierungsgrades mehrer europäischer Märkte das baldige Ende des 35-mm-Verleihs abzusehen. Mitte 2011 hatten insgesamt elf Länder bereits mindestens die Hälfte ihrer Kinosäle digitalisiert, darunter auch die zwei in Bezug Digitales Kino führenden Märkte Frankreich und das Vereinigte Königreich. Norwegen hat als weltweit erstes Land die vollständige Digitalisierung aller Kinos abgeschlossen. Es wird erwartet, dass die Verleiher in Belgien, Luxemburg und Norwegen bereits 2011/2012 den Verleih von 35-mm-Filmen einstellen.

Digitales Kino vergrößert Skaleneffekte und stellt unhabhängigen Sektor vor Herausforderungen

Sobald die großen Verleiher in den wichtigen Märkten ausschließlich auf digitalen Verleih umstellen, wird die Nachfrage nach 35-mm-Film deutlich zurückgehen und der ökonomische Druck auf den Verleih von 35-mm-Filmkopien wird europaweit zunehmen. Dadurch könnten Verleiher und Kinobetreiber, die dann noch von 35-mm-Filmen abhängen, in finanzielle Schwierigkeiten geraten. Darunter finden sich vermutlich viele kleine Unternehmen, die darüber hinaus auch langfristig einen zunehmenden Wettbewerbsnachteil fürchten müssen: mit dem digitalen Kino steigen die Größenvorteile („economies of scale") sowohl auf Kino- als auch auf Verleiherebene, so dass größere Unternehmen sowohl auf der Einnahmen- als auch auf der Kostenseite deutlich mehr von der Umstellung auf digitales Kino profitieren dürften als kleine Akteure. Diese neuen ökonomischen Realitäten werden langfristig zu einem fundamentalen Wandel der fragmentierten europäischen Kinolandschaft führen und stellen den unabhängigen Filmsektor in Europa, der von zahlreichen kleinen Kinobetreibern und Verleihern gekennzeichnet ist, vor eine große Herausforderung.

About the report

The 'European Digital Cinema Report' (130 pages) is published jointly by the European Audiovisual Observatory and MEDIA Salles and provides the latest figures on digital screens and penetration rates across 35 European markets, analyses the development of digital roll-out and provides in-depth structural analysis with regard to concentration levels by exhibitors and cinemas of different sizes.

For further information see :
http://www.obs.coe.int/oea_publ/market/european_digital_cinema.html

A propos du rapport

Le rapport sur le « Cinéma numérique en Europe » (130 pages), publié conjointement par l'Observatoire européen de l'audiovisuel et MEDIA Salles, fournit les chiffres les plus récents sur les salles numériques et les taux de pénétration de 35 marchés européens, analyse l'évolution du déploiement numérique et présente une analyse structurelle approfondie des niveaux de concentration des exploitants et des cinémas de différentes tailles.
Plus d'informations sous :
http://www.obs.coe.int/oea_publ/market/european_digital_cinema.html

Über den Bericht

Der Bericht „Digitales Kino in Europa" (130 Seiten) wird gemeinsam von der Europäischen Audiovisuellen Informationsstelle und MEDIA Salles veröffentlicht. Er enthält die jüngsten Zahlen über die Marktdurchdringung des digitalen Kinos in 35 Ländern Europas, untersucht die historische Entwicklung des digitalen Roll-out und liefert eine detaillierte Strukturanalyse und Aufschlüsselung der Marktkonzentration nach Größe des Betreibers und des Kinos.

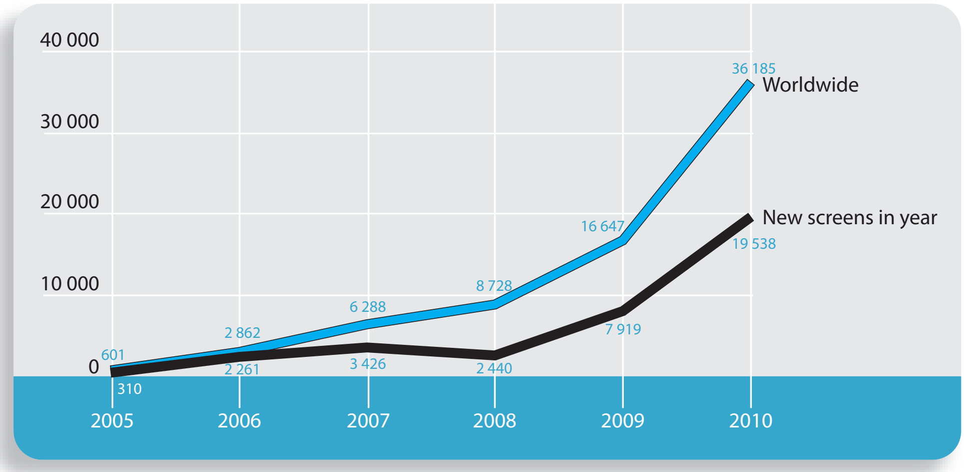
Weitere Informationen finden Sie unter:
http://www.obs.coe.int/oea_publ/market/european_digital_cinema.html

Source: European Audiovisual Observatory

10
11
12
13
14
15
16

G.12.1

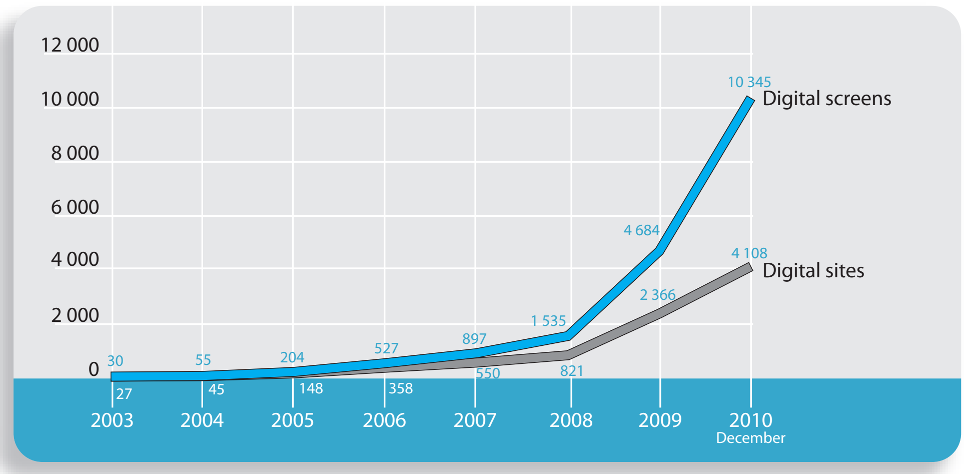
Worldwide commercial digital cinema screen development
2005-2010 In units.



Source: MEDIA Salles

G.12.2

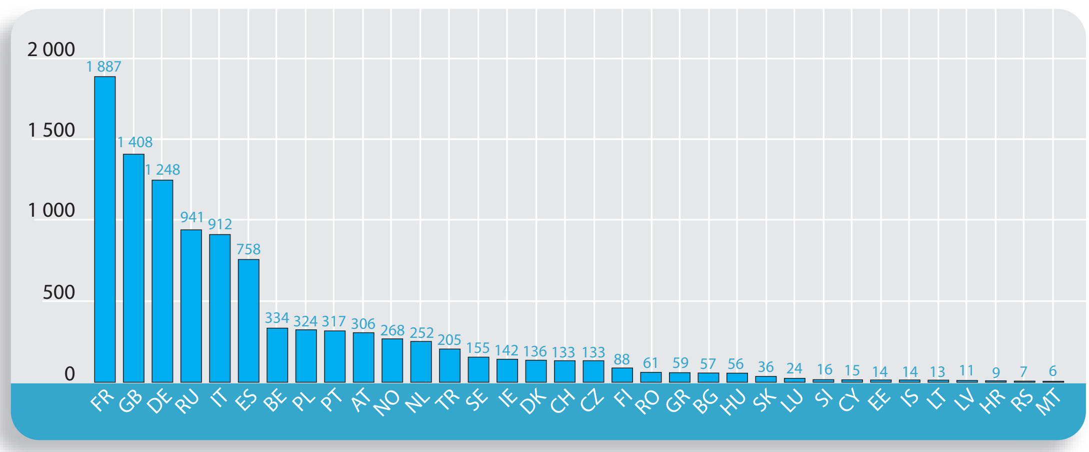
Development of commercial digital cinema screens and sites in Europe
2003-December 2010 In units.



Source: MEDIA Salles

G.12.3

European commercial digital cinema screens by country
December 2010 In units.

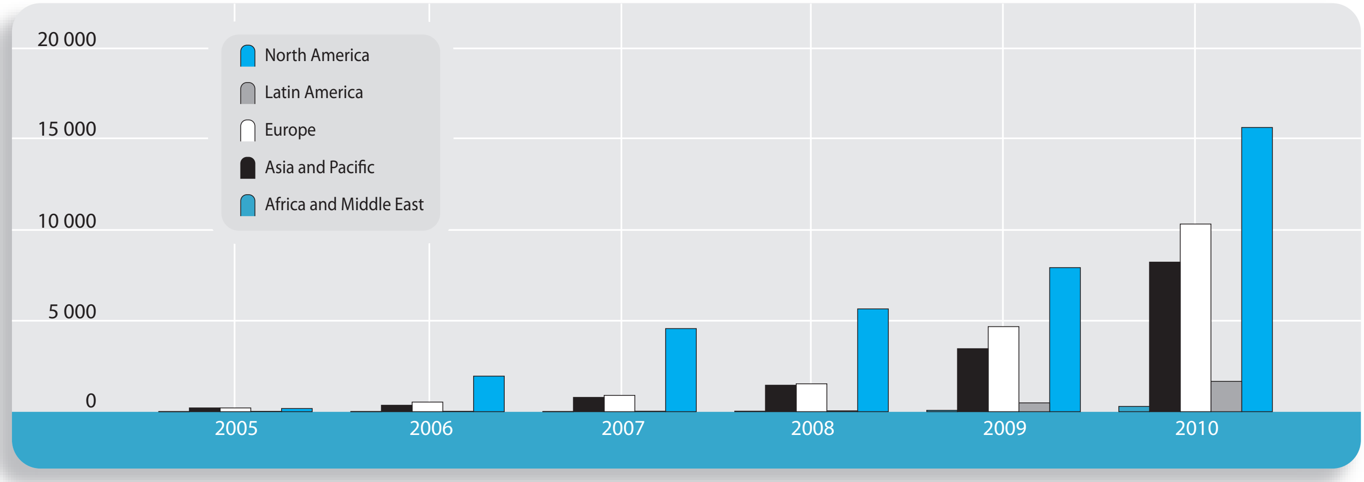


Source: MEDIA Salles

T.12.1
G.12.4

Worldwide commercial digital cinema screens by region
2005-2010 In units.

Country	2005	2006	2007	2008	2009	2010
Africa and Middle East	1	3	3	27	75	289
Asia and Pacific	207	354	786	1 458	3 469	8 237
Europe	204	527	897	1 535	4 684	10 335
Latin America	16	21	26	48	485	1 670
North America	173	1 957	4 576	5 660	7 934	15 654
Worldwide	***601***	***2 862***	***6 288***	***8 728***	***16 647***	***36 185***

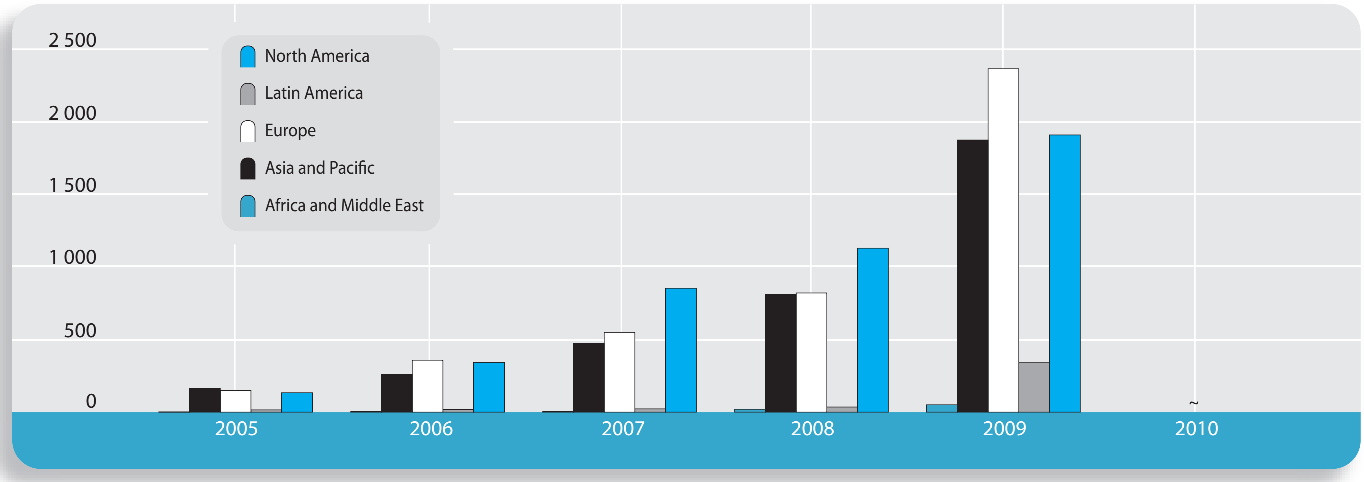


Source: MEDIA Salles

T.12.2
G.12.5

Worldwide commercial digital cinema sites by region
2005-2010 In units.

Country	2005	2006	2007	2008	2009	2010
Africa and Middle East	1	3	3	20	50	~
Asia and Pacific	164	260	475	810	1 875	~
Europe	148	358	550	821	2 366	~
Latin America	15	17	22	35	340	~
North America	133	343	854	1 130	1 910	~
Worldwide	***461***	***981***	***1 904***	***2 816***	***6 541***	***~***



Source: MEDIA Salles

T.12.3

European commercial digital cinema screens by country 2004-2010

In units.

Country	2004	2005	2006	2007	2008	2009	2010
AT	1	16	18	35	84	239	306
BE	14	20	35	76	98	144	334
BG			4	4	17	23	57
CH		12	14	16	28	60	133
CY						6	15
CZ	1	1	1	1	2	50	133
DE	2	31	96	151	162	566	1 248
DK	4	5	5	6	10	25	136
EE					2	5	14
ES	1	7	21	33	50	252	758
FI			1	1	12	48	88
FR	6	21	34	66	253	904	1 887
GB	10	33	159	284	303	667	1 408
GR				2	8	31	59
HR					7	8	9
HU	1	1	1	2	7	31	56
IE		1	23	36	38	112	142
IS			3	3	7	7	14
IT	4	25	31	38	80	434	912
LT						5	13
LU	3	3	13	13	21	22	24
LV					2	3	11
MT					2	2	6
NL	3	18	30	34	56	105	252
NO	2	3	23	35	48	61	268
PL				8	53	177	324
PT	1	1	5	14	44	181	317
RO					14	40	61
RS						6	7
RU	1	1	3	31	90	351	941
SE	1	6	5	5	8	38	155
SI			2	2	9	9	16
SK						10	36
TR				1	20	62	205
Total	***55***	***205***	***527***	***897***	***1 535***	***4 684***	***10 345***

Source: MEDIA Salles

T.12.4

European commercial digital cinema sites by country 2004-2010

In units.

Country	2004	2005	2006	2007	2008	2009	2010
AT	1	11	11	17	26	57	71
BE	10	14	16	16	17	27	48
BG			2	2	8	12	17
CH		12	13	13	19	43	91
CY						6	6
CZ	1	1	1	1	2	42	94
DE	2	21	48	72	71	317	560
DK	4	4	4	4	8	22	77
EE					1	2	4
ES	1	7	17	21	29	177	292
FI			1	1	8	35	56
FR	6	20	27	44	72	257	532
GB	9	24	135	220	229	357	455
GR				2	8	22	39
HR					6	7	7
HU	1	1	1	2	4	17	26
IE		1	12	12	9	45	53
IS			1	2	4	4	7
IT	3	12	17	21	46	290	474
LT						4	7
LU	1	1	2	2	4	5	5
LV					1	2	3
MT					1	1	3
NL	1	10	17	18	33	55	99
NO	2	2	18	24	26	34	103
PL				7	42	80	106
PT	1	1	5	14	36	54	66
RO					3	13	17
RS						4	5
RU	1	1	3	27	71	273	530
SE	1	6	5	5	8	32	110
SI			2	2	9	9	11
SK						10	16
TR				1	20	51	118
Total	***45***	***149***	***358***	***550***	***821***	***2 366***	***4 108***

Source: MEDIA Salles

T.12.5

European commercial digital 3D cinema sites and screens by country 2009-2010

In units.

Country	Digital 3D screens 06.2009	06.2010	12.2010	Digital 3D sites 12.2009	06.2010	12.2010
AT	101	141	208	54	60	70
BE	45	87	102	25	39	43
BG	12	29	53	8	14	17
CH	53	86	129	40	61	89
CY	6	6	6	6	6	6
CZ	47	66	121	40	53	88
DE	422	619	1 114	273	390	543
DK	23	68	130	21	51	77
EE	2	3	12	1	2	4
ES	215	365	604	173	255	281
FI	43	54	79	33	41	54
FR	627	890	1 387	246	367	492
GB	474	741	1 096	273	344	375
GR	21	21	54	19	19	37
HR	8	9	9	7	7	7
HU	28	37	55	17	21	26
IE	68	82	96	39	44	49
IS	7	7	14	4	6	7
IT	400	563	842	286	372	463
LT	5	6	13	4	5	7
LU	15	15	16	3	3	3
LV	3	4	10	2	2	3
MT	2	3	5	1	2	3
NL	94	148	231	52	72	99
NO	28	49	151	21	29	84
PL	142	262	310	67	93	104
PT	89	125	176	52	55	64
RO	25	40	54	13	14	17
RS	6	6	7	4	4	5
RU	345	521	937	271	370	528
SE	33	84	146	28	68	106
SI	9	15	16	9	10	11
SK	10	21	32	10	15	16
TR	59	104	202	50	86	116
Total	*3 467*	*5 277*	*8 417*	*2 152*	*2 980*	*3 894*

Source: MEDIA Salles

T.12.6

Commercial digital cinema sites and screens in Europe by resolution 2009-2010

	Digital screens				Digital sites			
	2009		2010		2009		2010	
Country	2K	4K	2K	4K	2K	4K	2K	4K
AT	239		306		57		71	
BE	144		331		27		47	
BG	19	4	52	5	9	3	13	4
CH	60		139		43		91	
CY	6		15		6		6	
CZ	48	2	129	4	40	2	90	4
DE	509	57	1 149	89	288	29	531	30
DK	20	5	132	5	21	3	78	3
EE	5		13		2		3	
ES	249	3	760	10	177	2	285	7
FI	47	1	85	1	34	1	55	1
FR	904		1 885		257		532	
GB	633	34	1 255	142	351	6	431	35
GR	31		59		22		39	
HR	8		9		7		7	
HU	31		56		17		26	
IE	112		142		45		53	
IS	7		14		4		7	
IT	433	1	906	6	290	1	471	6
LT	5		13		4		7	
LU	22		24		5		5	
LV	3		11		2		3	
MT	2		6		1		3	
NL	103	2	239	13	54	1	90	10
NO	55	6	208	60	32	5	91	25
PL	177		324		80		106	
PT	181		317		54		66	
RO	35	5	54	7	10	3	14	3
RS	6		7		4		5	
RU	351		941		273		530	
SE	38		153		32		110	
SI	9		16		9		11	
SK	10		36		10		16	
TR	62		199	6	51		116	4
Total Europe	***4 564***	***120***	***9 985***	***348***	***2 318***	***56***	***4 009***	***132***

(1) In eight cases, the same site has both 2K and 4K projectors, so each of these sites has been counted twice.

Source: MEDIA Salles

T.12.7

Top 50 exhibition circuits by digital screens

December 2010

In units.

Rank	Exhibitor	Country	Digital Screens	3D share of digital screens
1	Odeon & UCI Cinemas*	GB, AT, DE, ES, IT, IE, PT	844	94%
2	Les Cinémas Gaumont Pathé (Europalaces)	FR, CH, NL	499	75%
3	Cineworld	GB, IE	400	85%
4	CGR	FR	385	86%
5	Cinema City*	PL, BG, CZ, HU, RO, SK	242	93%
6	Kinepolis	BE, CH, ES, FR	239	36%
7	Yelmo Cines	ES	209	67%
8	Zon Lusomundo	PT	207	40%
9	UGC*	FR, BE	186	46%
10	Constantin Film Holding	AT, HR, IT	179	54%
11	Cinestar (Kieft Group)	DE, CH, CZ, HR	156	100%
12	The Space Cinema	IT	147	86%
13	Ward Anderson	IE, GB	142	63%
14	Cineplex	DE	140	97%
15	Multikino	PL, LT, LV	137	92%
16	VUE	GB, IE	130	80%
17	CinemaxX	DE, DK	103	100%
18	Mars Entertainment*	TR	97	100%
19	SF Group	NO, SE	85	82%
20	Apollo	GB	78	71%
21	Cinema Park	RU	74	100%
22	Cineville (SOREDIC)	FR	72	94%
23	National Amusements (Showcase)	GB	66	97%
24	Groupe Ciné-Invest (Euroscoop)	BE, NL	64	25%
25	OCINE	ES, FR	64	55%
26	KARO Film	RU	60	100%
27	Rising Star Media	RU	57	100%
28	SOCORAMA (Castello Lopes)	PT	55	75%
29	City Screen (Picturehouse)	GB	52	50%
30	Finnkino	FI, EE, LV, LT	51	92%
31	Helios	PL	51	98%
32	Luxor	RU	44	100%
33	Formula Kino	RU	41	100%
34	MK2	FR	41	100%
35	CinéAlpes	FR	39	49%
36	Giometti Cinema	IT	38	100%
37	Kinopolis	DE	37	68%
38	Utopia Group	BE, FR, LU, NL	37	100%
39	Oslo Kinodrift	NO	34	53%
40	Cap'Cinéma	FR	34	94%
41	KINO ARENA VT	BG	31	94%
42	SNES (Cinemovida)	FR	31	100%
43	Norsk kinodrift	NO	30	93%
44	Nordisk Film Biografer	DK	30	100%
45	Kronverk Cinema	RU	28	100%
46	Abaco - Cinebox	ES	26	96%
47	Hueber (Hollywood Megaplex)	AT	25	64%
48	JT Bioscopen	NL	23	96%
49	Folkets Hus och Parker	SE	22	100%
50	Kinomax	RU	22	95%

For companies indicated with '*' 2010 data have been adjusted to take into consideration acquisitions up until early 2011.
These adjustments are based on publicly available information as identified by the Observatory and do not claim to be complete.
The data may hence deviate from 2010 data communicated by the exhibitors or MEDIA Salles.

Source: European Audiovisual Observatory after Media Salles

Chapter
Chapitre
Kapitel
13

Admissions

Les entrées en salles

Kinobesucher

Contents	Sommaire	*Inhalt*	

European Union admissions down 1.8% in 2010…

At 964 million tickets sold, admissions to cinemas in the European Union fell by 1.8% in 2010. Though France (+2.7%), Italy (+8.2%) and some mid-sized and smaller markets such as Bulgaria (+25.1%), the Czech Republic (+8.6%), Estonia (+19.7%), Finland (+10.5%) and Romania (+23.3%) registered positive results, steep drops in Germany (-13.5%), Spain (-7.6%) and Sweden (-9.0%) made for a negative overall trend. Outside the EU, the large Russian and Turkish markets remained buoyant, with increases of 19.5% and 11.4% respectively, while Switzerland (-3.2%) and Norway (-13.2%) fell back.

…while 3D drove box office to a new high

Despite falling overall admissions, in 2010 EU gross box office reached a new high of EUR 6.43 billion, an increase of 4.9% compared to 2009 (EUR 6.13 billion). Given the fall in overall admissions, this increase was entirely due to a 6.9% increase in average ticket prices, which reached EUR 6.67 in 2010. This development appears to have been at least partly a result of the rapid increase in the number of 3D screens available during the year, allowing an extensive offer of 3D titles to reach their full potential but not, as in 2009 when the format was a novelty, generating significant additional admissions.

Market share for European films fell again

Increasing market share for 3D content appeared also to have a direct impact on the success of European films. Market shares for these films fell for the second successive year, for a total of 25.2%, compared to 26.8% in 2009 and 28.4% in 2008. French and Italian films managed to improve their overall market share in 2010, but German, Spanish, United Kingdom and other European films were in general less successful. US films increased their market share, going from 67.1% in 2009 to an estimated 68.5% in 2010, while films made in Europe with US investment also registered gains. *Avatar* was the top film of the year with 55 million tickets sold, having already registered 24.5 million admissions at the end of 2009, while the best-selling European title was *Harry Potter and the Deathly Hallows, Part 1* (GB inc / US - 32.9 million admissions).

Source: European Audiovisual Observatory

En 2010, la fréquentation recule de 1,8 % dans l'UE...

Avec 964 millions de billets vendus, la fréquentation des salles dans l'UE a diminué de 1,8 % en 2010. Bien que la France (+2,7 %), l'Italie (+8,2 %) et certains marchés de petite et moyenne taille comme la Bulgarie (+25,1 %), la République tchèque (+8,6 %), l'Estonie (+19,7 %), la Finlande (+10,5 %) et la Roumanie (+23,3 %) aient enregistré des résultats positifs, à cause des fortes baisses rencontrées en Allemagne (-13,5 %), en Espagne (-7,6 %) et en Suède (-9,0 %), la tendance est globalement négative. Hors UE, les grands marchés russe et turc sont restés dynamiques, avec une progression respective de 19,5 % et de 11,4 %, tandis que la Suisse (-3,2 %) et la Norvège (-13,2 %) ont reculé.

... alors que les recettes au guichet atteignent un nouveau record grâce à la 3D

En 2010, malgré le recul de la fréquentation, les recettes brutes des salles de l'UE ont atteint un nouveau record à 6,43 milliards EUR, soit une hausse de 4,9 % par rapport à 2009 (6,13 milliards EUR). Compte tenu de la baisse globale de la fréquentation, cette hausse est entièrement attribuable à l'augmentation de 6,9 % du prix moyen du billet, qui a atteint 6,67 EUR en 2010. Cette évolution semble être au moins en partie le résultat de l'augmentation rapide du nombre de salles 3D disponibles au cours de l'année, ce qui a permis à de nombreux titres 3D d'atteindre leur plein potentiel. Toutefois, contrairement à 2009 lorsque le format était encore une nouveauté, la 3D n'a pas réussi à générer des entrées supplémentaires.

Nouveau recul de la part de marché des films européens

L'augmentation de la part de marché du contenu 3D semble également avoir eu une influence directe sur le succès des films européens. La part de marché de ces films a diminué pour la deuxième année consécutive, à 25,2 % contre 26,8 % en 2009 et 28,4 % en 2008. Les films français et italiens ont réussi à améliorer leur part de marché globale en 2010, mais les films allemands, espagnols, britanniques et d'autres films européens ont rencontré en général moins de succès. Les films américains ont amélioré leur part de marché, passée de 67,1 % en 2009 à 68,5 % (estimation) en 2010, tandis que les films réalisés en Europe avec des capitaux américains ont également progressé. *Avatar* est le succès de l'année avec 55 millions de billets vendus, après avoir déjà enregistré 24.5 millions d'entrées en 2009, le premier titre européen étant *Harry Potter and the Deathly Hallows, Part 1* (GB inc / US - 32,9 millions d'entrées).

Anzahl der Kinobesucher in der EU fällt 2010 um 1,8 %…

Mit 964 Millionen verkauften Kinokarten ist die Zahl der Kinobesucher in der EU 2010 um 1,8 % zurückgegangen. Während Frankreich (+2,7 %), Italien (+8,2 %) und einige mittlere und kleinere Märkte wie Bulgarien (+25,1 %), die Tschechische Republik (+8,6 %), Estland (+19,7 %), Finnland (+10,5 %) und Rumänien (+23,3 %) ein zum Teil deutliches Wachstum verzeichnen, sorgte ein starker Rückgang in Deutschland (-13,5 %), Spanien (-7,6 %) und Schweden (-9,0 %) für ein insgesamt negatives Ergebnis. Außerhalb der EU setzen die Märkte in Russland und der Türkei ihre dynamische Entwicklung mit einem Zuwachs von 19,5 % bzw. 11,4 % fort, während die Schweiz (-3,2 %) und Norwegen (-13,2 %) rückläufige Zahlen melden.

…während 3D-Filme für Rekordeinspielergebnisse in der EU sorgen

Das Bruttoeinspielergebnis an den Kinokassen in der EU ist trotz rückläufiger Kinobesucherzahlen mit EUR 6,43 Mrd. und einem Anstieg um 4,9 % gegenüber 2009 (EUR 6,13 Mrd.) auf einen neuen Rekordstand geklettert. Angesichts des Rückgangs der Besucherzahlen ist dieses Umsatzwachstum einzig und allein auf den Anstieg der Kinokartenpreise um durchschnittlich 6,9 % (auf EUR 6,67 im Jahr 2010) zurückzuführen. Diese Entwicklung ist zumindest teilweise das Ergebnis der starken Zunahme der Anzahl der 2010 installierten 3D-Leinwände, wodurch das reichhaltige Angebot an 3D-Filmen sein Umsatzpotenzial vollständig ausschöpfen konnte, aber im Gegensatz zu 2009 (als das 3D-Format noch eine echte Neuerung war) nicht für signifikant höhere Besucherzahlen gesorgt hat.

Marktanteil europäischer Filme wiederum rückläufig

Der steigende Marktanteil von 3D-Inhalten scheint sich auch direkt auf den Erfolg europäischer Filme ausgewirkt zu haben. So ist deren Marktanteil zum zweiten Mal in Folge zurückgegangen, von 29,4 % im Jahr 2008 auf 26,8 % im Jahr 2009 und nunmehr 25,2 %. Die französischen und italienischen Filme konnten ihren Gesamtmarktanteil 2010 noch ausbauen, aber deutsche, spanische, britische und andere europäische Filme waren in der Regel weniger erfolgreich. Der Marktanteil US-amerikanischer Filme ist dagegen von 67,1% im Jahr 2009 auf geschätzte 68,5% im Jahr 2010 gestiegen, während in Europa produzierte Filme mit US-Beteiligung ebenfalls einen Zuwachs ihres Marktanteils verzeichnen. Erfolgreichster Film des Jahres war *Avatar* mit 55 Mio. verkauften Kinokarten (nach bereits 24,5 Mio. Besuchern im Jahr 2009). Erfolgreichster europäischer Film war *Harry Potter and the Deathly Hallows, Part 1* (GB + US-Beteiligung – 32,9 Mio. Besucher).

T.13.1

Admissions
2005-2010 In millions.

Country	2005	2006	2007	2008	2009	*prov.* 2010	*2010/09*	Source
AT	15.72	17.27	15.69	15.63	18.42	17.32	***-6.0%***	FMA
BA	0.38	0.45	0.48	0.23	0.45	0.72	***60.1%***	SFF
BE ❶	22.10	23.93	22.68	21.92	*22.55*	*23.70*	***5.1%***	INS/SGA (09)/MS (10)
BG	2.42	2.36	2.47	2.82	3.17	3.96	***25.1%***	NFC
CH	14.95	16.38	13.79	14.30	15.25	14.76	***-3.2%***	OFS
CY	0.78	0.82	0.87	0.87	0.87	~	–	Min.Ed.Cult
CZ	9.48	11.51	12.83	12.90	12.47	13.54	***8.6%***	Min.Cult./UFD
DE	127.32	136.68	125.43	129.40	146.35	126.61	***-13.5%***	FFA
DK	12.19	12.60	12.12	13.25	14.08	12.95	***-8.0%***	DS
EE	1.13	1.59	1.63	1.63	1.78	2.13	***19.7%***	EFSA
ES	127.65	121.65	116.93	107.81	109.99	101.59	***-7.6%***	ICAA
FI	6.06	6.69	6.52	6.86	6.84	7.56	***10.5%***	FFF
FR	175.52	188.77	178.41	190.18	201.43	206.81	***2.7%***	CNC
GB	164.69	156.56	162.43	164.22	173.46	169.25	***-2.4%***	CAA
GR	*12.70*	12.77	13.75	11.83	12.29	11.66	***-5.1%***	MS
HR	2.17	2.67	2.48	3.28	3.52	3.36	***-4.8%***	CBS
HU	12.12	11.67	11.12	10.35	10.60	10.98	***3.5%***	Min.Cult./NFO
IE	16.40	17.85	18.37	18.23	17.65	16.49	***-6.6%***	CSA
IS	1.43	1.53	1.49	1.59	1.72	~	–	HI
IT ❷	105.55	106.11	116.40	*111.60*	111.47	120.58	***8.2%***	CCH/OBS (08)/SIAE
LT	1.19	2.48	3.32	3.38	2.81	2.52	***-10.4%***	SL
LU ❸	1.16	1.25	1.15	1.13	1.29	1.21	***-5.6%***	CNA
LV	1.68	2.14	2.42	2.35	1.94	2.11	***8.3%***	NFC
MK	0.10	0.10	0.14	0.10	0.09	0.15	***73.2%***	CMK/Min.Cult./SSO
MT	0.99	0.94	*1.00*	*0.99*	*0.97*	*0.94*	***-3.1%***	MS
NL	20.63	23.39	23.06	23.51	27.30	28.19	***3.2%***	NFC/NVB & NVF
NO	11.31	12.01	10.82	11.87	12.70	11.02	***-13.2%***	NFF/F&K
PL	23.61	32.02	32.65	33.75	39.19	37.49	***-4.3%***	Min.Cult/BoxOffice.pl
PT	15.75	16.37	16.32	15.98	15.70	16.56	***5.4%***	INE/ICA
RO	2.83	2.78	2.93	3.80	5.28	6.51	***23.3%***	CNC
RU ❹	83.60	91.80	106.60	123.89	138.50	165.50	***19.5%***	RFB
SE	14.62	15.31	14.92	15.32	17.40	15.82	***-9.0%***	SFI
SI	2.44	2.69	2.40	2.42	2.66	2.89	***8.7%***	SFC
SK	2.18	3.40	2.77	3.36	4.14	3.91	***-5.5%***	SKFI/AIC
TR	27.25	34.86	31.16	38.47	36.90	41.10	***11.4%***	Min.Cult/Sinema
EUR 27 *est.*	***898.91***	***931.60***	***920.58***	***925.51***	***982.12***	***964.11***	***-1.8%***	OBS
EUR 35 *est.*	***1 040.10***	***1 091.39***	***1 087.53***	***1 119.24***	***1 191.25***	***1 202.41***	***0.9%***	OBS
US & CA	1 376.19	1 401.50	1 399.32	1 341.35	1 415.24	1 340.98	***-5.2%***	MPAA
JP	160.45	164.59	163.19	160.49	169.30	174.36	***3.0%***	EIREN

❶ No official 2009 or 2010 data available from INS as this publication goes to print. 2009 data is an estimate by the Service Général de l'Audiovisuel et des Multimédias / Ministère de la Communauté française de Belgique. 2010 data is from MEDIA Salles.

❷ Data up until 2007 from CCH. 2008 estimated by Observatory. Data from 2009 onwards from SIAE.

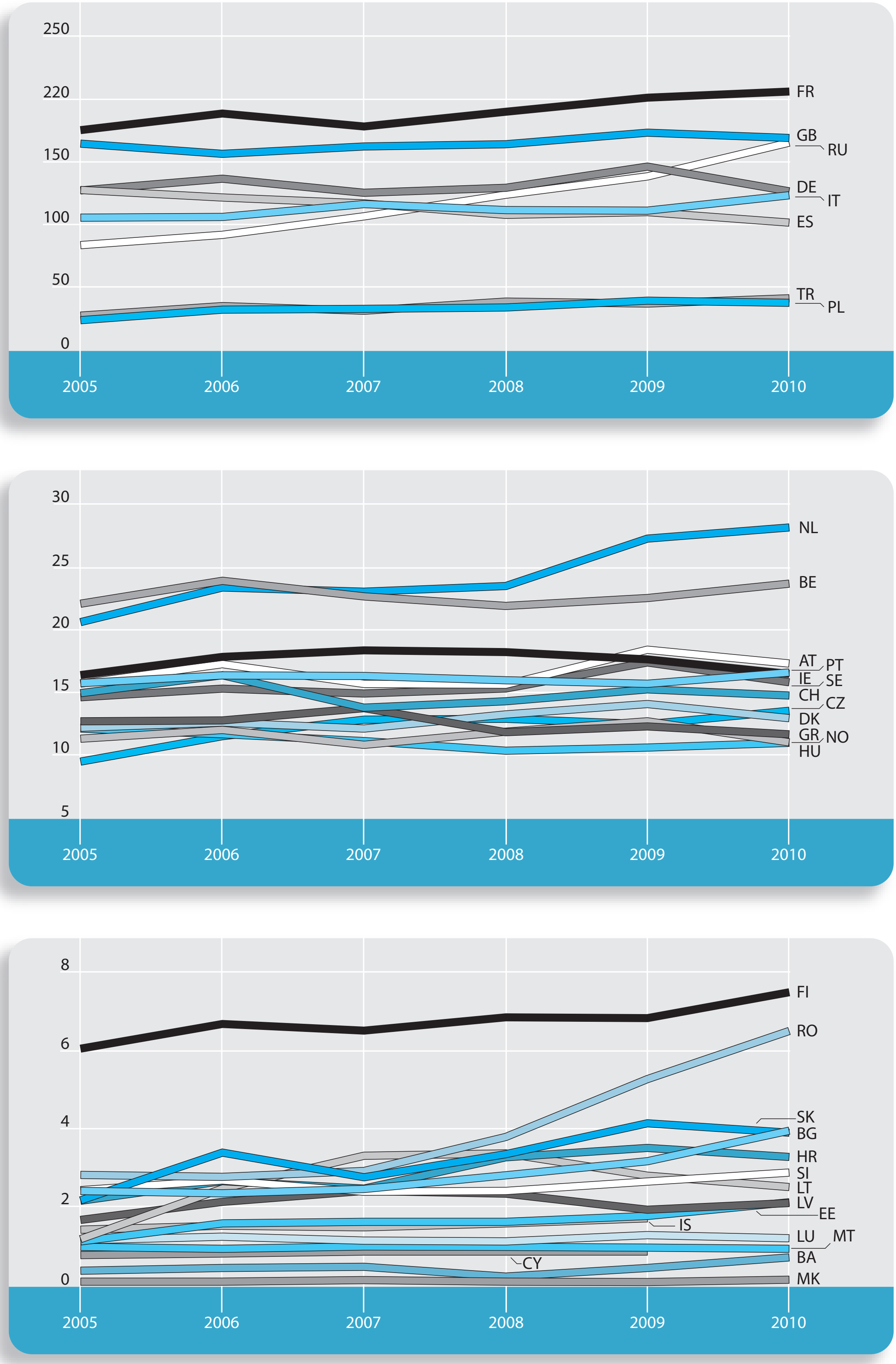
❸ Data 2009 onwards is not comparable to previous years as free tickets distributed in cinemas are included.

❹ Data refer to fiscal year December to November. Data covers the CIS countries but excludes Ukraine. Nevafilm Research estimates that the Russian Federation accounted for 98% of given admissions in 2005 to 2007, 95.6% in 2008, 95.2% in 2009 and 93.9% in 2010.

Source: European Audiovisual Observatory

G.13.1

Admissions in Europe
2005-2010 In millions.



Source: European Audiovisual Observatory

T.13.2

Monthly cinema attendance
January to September 2005-2011

In millions.

Country	Month	2005	2006	2007	2008	2009	2010	prov. 2011	2011/10	Source
DE	January	11.86	11.42	11.39	13.49	13.21	14.03	11.58	-17.5%	FFA
	February	10.92	10.65	10.48	13.10	11.66	12.82	11.63	-9.2%	
	March	12.52	11.11	8.62	14.22	12.24	10.93	9.70	-11.2%	
	April	7.92	15.54	9.30	7.35	8.82	7.86	8.48	7.8%	
	May	10.30	10.67	10.84	7.59	9.79	9.25	8.52	-7.9%	
	June	6.81	5.67	9.35	5.29	9.19	5.34	11.55	116.2%	
	1st half	***60.34***	***65.06***	***59.99***	***61.04***	***64.92***	***60.23***	***61.46***	2.1%	
	July	10.40	7.66	14.82	11.86	16.73	11.11	15.24	37.2%	
	August	9.71	11.78	10.91	11.85	11.54	14.30	11.99	-16.2%	
	September	5.75	7.93	8.12	7.92	11.02	8.72	8.06	-7.6%	
	Total	***86.20***	***92.43***	***93.83***	***92.67***	***104.21***	***94.36***	***96.76***	2.5%	
ES	January	11.68	11.42	9.90	9.12	10.02	12.37	8.73	-29.4%	ICAA
	February	9.80	9.73	8.35	9.31	8.03	9.07	8.18	-9.7%	
	March	10.84	9.04	8.81	9.91	8.30	7.41	8.81	19.0%	
	April	8.13	11.00	9.86	6.22	8.82	8.16	7.90	-3.2%	
	May	9.01	9.28	9.08	8.16	8.88	7.28	7.15	-1.8%	
	June	7.43	7.19	7.98	5.55	6.64	5.57	5.30	-4.8%	
	1st half	***56.89***	***57.66***	***53.98***	***48.27***	***50.68***	***49.85***	***46.08***	-7.6%	
	July	11.66	10.58	11.45	9.33	9.69	9.72	~	~	
	August	11.56	12.30	12.01	11.94	9.96	11.32	~	~	
	September	9.17	10.37	7.80	8.99	6.90	7.12	~	~	
	Total	***89.28***	***90.90***	***85.24***	***78.53***	***77.23***	***78.00***	~	~	
FR	January	14.36	14.07	15.37	14.85	15.29	18.87	14.63	-22.5%	CNC
	February	16.81	22.82	19.73	20.56	19.05	20.58	21.60	5.0%	
	March	14.16	14.96	17.49	27.11	17.75	18.67	16.94	-9.2%	
	April	15.7	20.90	12.19	15.73	17.39	18.51	13.74	-25.8%	
	May	13.87	18.37	15.88	12.48	14.94	16.19	15.70	-3.0%	
	June	12.3	11.86	13.58	10.87	11.19	10.80	14.56	34.8%	
	1st half	***87.20***	***102.98***	***94.24***	***101.60***	***95.61***	***103.62***	***97.17***	-6.2%	
	July	14.46	10.17	15.90	13.29	20.88	18.54	20.04	8.1%	
	August	12.44	15.02	16.25	14.75	15.06	17.02	17.35	1.9%	
	September	8.24	9.89	9.37	9.79	10.49	10.61	11.27	6.2%	
	Total	***122.34***	***138.06***	***135.76***	***139.43***	***142.04***	***149.79***	***145.83***	-2.6%	
GB	January	13.41	13.98	13.96	13.46	14.50	14.58	15.21	4.3%	CAA/CSA
	February	14.80	12.82	13.86	12.86	14.97	14.89	17.25	15.8%	
	March	12.32	9.92	11.18	12.18	11.90	14.48	11.07	-23.6%	
	April	10.64	13.64	10.94	9.82	13.83	14.66	11.16	-23.8%	
	May	13.15	13.24	15.72	12.72	15.78	12.82	13.33	4.0%	
	June	10.55	8.74	11.22	11.82	12.48	8.72	12.68	45.5%	
	1st half	***74.86***	***72.34***	***76.89***	***72.87***	***83.46***	***80.15***	***80.70***	0.7%	
	July	16.02	16.34	21.83	21.42	20.04	20.28	17.81	-12.2%	
	August	15.91	14.99	17.75	20.40	15.54	20.22	21.41	5.9%	
	September	9.50	8.54	9.62	10.66	9.70	10.08	11.49	14.0%	
	Total	***116.30***	***112.21***	***126.10***	***125.35***	***128.74***	***130.72***	***131.41***	0.5%	
IT ❶	January	11.85	11.88	13.52	12.91	12.81	~	~	~	Cinetel
	February	8.09	7.13	10.13	~	~	~	~	~	
	March	8.79	8.95	10.51	9.57	8.31	~	~	~	
	April	6.89	9.66	7.41	7.07	7.72	~	~	~	
	May	4.74	8.39	7.50	7.08	7.37	~	~	~	
	June	3.55	4.79	5.28	5.18	4.93	~	~	~	
	1st half	***43.90***	***50.92***	***54.50***	***51.28***	***50.24***	~	~	~	
	July	3.26	2.57	5.09	~	~	~	~	~	
	August	2.73	3.36	3.07	~	~	~	~	~	
	September	8.82	7.89	8.94	~	~	~	~	~	
	Total	***58.70***	***64.74***	***71.60***	~	~	~	~	~	

❶ Quarterly totals may not equal sum of monthly totals due to later adjustments.

Source: European Audiovisual Observatory

T.13.3

Average admissions per inhabitant
2005-2010

Country	2005	2006	2007	2008	2009	2010
AT	1.92	2.09	1.89	1.88	2.21	2.07
BA	0.10	0.12	0.12	0.06	0.12	0.19
BE	2.12	2.28	2.14	2.06	*2.10*	*2.19*
BG	0.31	0.31	0.32	0.37	0.42	0.52
CH	2.02	2.20	1.84	1.88	1.98	1.90
CY	1.04	1.08	1.11	1.10	1.09	~
CZ	0.93	1.12	1.25	1.24	1.19	1.29
DE	1.54	1.66	1.52	1.57	1.78	1.55
DK	2.25	2.32	2.23	2.42	2.56	2.34
EE	0.84	1.18	1.21	1.22	1.33	1.59
ES	2.97	2.78	2.63	2.38	2.40	2.21
FI	1.16	1.27	1.23	1.29	1.28	1.41
FR	2.80	2.99	2.80	2.97	3.13	3.20
GB	2.74	2.59	2.67	2.68	2.82	2.73
GR	*1.15*	1.15	1.23	1.06	1.09	1.03
HR	0.49	0.60	0.56	0.74	0.79	0.76
HU	1.20	1.16	1.10	1.03	1.06	1.10
IE	3.99	4.24	4.26	4.14	3.97	3.69
IS	4.86	5.09	4.84	5.04	5.39	~
IT	1.81	1.81	1.97	*1.87*	1.86	2.00
LT	0.35	0.73	0.98	1.00	0.84	0.76
LU	2.51	2.67	2.42	2.35	2.61	2.42
LV	0.73	0.93	1.06	1.04	0.86	0.94
MK	0.05	0.05	0.07	0.05	0.04	0.08
MT	2.45	2.33	*2.45*	*2.41*	*2.35*	*2.27*
NL	1.27	1.43	1.41	1.43	1.66	1.70
NO	2.46	2.59	2.31	2.51	2.65	2.27
PL	0.62	0.84	0.86	0.89	1.03	0.98
PT	1.50	1.55	1.54	1.50	1.48	1.56
RO	0.13	0.13	0.14	0.18	0.25	0.30
RU	0.58	0.64	0.75	0.87	0.98	1.17
SE	1.62	1.69	1.64	1.67	1.88	1.69
SI	1.22	1.34	1.20	1.20	1.31	1.41
SK	0.41	0.63	0.51	0.62	0.77	0.72
TR	0.38	0.48	0.45	0.54	0.52	0.57
EUR 27 *est.*	***1.83***	***1.89***	***1.86***	***1.86***	***1.97***	***1.92***
EUR 35 *est.*	***1.43***	***1.49***	***1.49***	***1.53***	***1.62***	***1.63***
US	4.65	4.69	4.63	4.40	4.60	4.33
JP	1.26	1.29	1.28	1.26	1.33	1.37

Source: European Audiovisual Observatory

T.13.4

Gross box office

2005-2010 In millions (national currency).

Country	Currency	2005	2006	2007	2008	2009	prov. 2010	2010/09	Source
AT	EUR	104.28	114.75	105.48	104.30	130.59	130.40	***-0.2%***	FMA/OBS
BA	BAM	1.49	1.76	1.88	0.90	2.18	3.50	***60.6%***	SFF
BE 1	EUR	128.79	143.84	*136.25*	*136.80*	*193.00*	~	**–**	MS
BG	BGN	11.66	11.97	13.09	19.18	25.24	32.29	***28.0%***	NFC
CH	CHF	214.34	238.03	201.05	208.42	229.50	228.67	***-0.4%***	OFS
CY	CYP/EUR 2	3.13	3.09	3.30	5.96	*6.55*	~	**–**	MS/Min.Ed.Cult/ OBS (2009)
CZ	CZK	854.49	1 043.32	1 200.00	1 220.23	1 251.07	1 497.32	***19.7%***	Min.Cult./UFD
DE	EUR	744.99	814.39	757.93	794.75	976.10	920.36	***-5.7%***	FFA
DK 3	DKK	786.96	843.11	823.24	917.07	1 046.62	994.60	***-5.0%***	DKS/OBS
EE	EEK	75.35	106.28	111.64	113.95	117.77	122.03	***3.6%***	Min.Cult./EFF
ES	EUR	634.95	636.16	643.74	619.29	671.04	662.31	***-1.3%***	ICAA
FI	EUR	44.91	50.34	50.83	54.52	57.10	66.01	***15.6%***	FFF
FR	EUR	1 031.24	1 120.72	1 061.52	1 142.21	1 235.96	1 304.79	***5.6%***	CNC
GB	GBP	770.30	762.10	821.00	850.00	944.00	988.34	***4.7%***	CAA
GR	EUR	~	~	~	*94.67*	*100.24*	*99.44*	***-0.8%***	MS
HR	HRK	49.42	61.64	58.67	76.31	84.34	87.56	***3.8%***	MS/HAC
HU	HUF	9 698.77	9 670.08	9 004.53	9 974.75	11 236.45	12 642.52	***12.5%***	Min.Cult./NFO
IE	EUR	94.40	114.81	121.90	126.10	124.60	116.30	***-6.7%***	CSA/CAA
IS 1	ISK	970.64	1 083.89	1 157.42	1 273.73	1 432.08	~	**–**	HI
IT 4	EUR	602.01	606.72	669.90	*644.50*	664.07	772.77	***16.4%***	CCH/OBS(08)/ SIAE
LT	LTL	12.44	24.70	36.00	41.06	37.81	32.26	***-14.7%***	SL
LU	EUR	7.62	~	~	~	8.87	8.78	***-1.1%***	CNA/MS
LV	LVL	3.83	5.27	6.22	6.97	5.88	5.95	***1.3%***	NFC
MT *est.*	MTL	1.91	1.86	2.10	~	~	~	**–**	MFC/MS
NL	EUR	135.25	155.86	159.68	165.06	201.06	219.37	***9.1%***	NFC/NFF
NO	NOK	783.55	852.01	791.19	917.66	1 042.14	954.03	***-8.5%***	NFF/F&K
PL	PLN	335.32	460.67	481.61	547.11	681.27	702.99	***3.2%***	Min.Cult./PISF/ BoxOffice.pl
PT	EUR	66.34	68.32	69.12	69.89	73.84	82.24	***11.4%***	INE/ICA
RO	ROL/RON 5	24.42	28.28	34.38	53.11	86.94	111.64	***28.4%***	CNC
RU 6	USD	321.60	421.90	565.00	830.00	736.40	1 057.40	***43.6%***	RFB
SE	SEK	1 122.75	1 201.76	1 179.43	1 263.54	1 545.85	1 472.13	***-4.8%***	SFI
SI	SIT/EUR 7	2 185.06	2 428.54	9.71	9.60	11.26	12.81	***13.8%***	SFC
SK	SKK/EUR 8	197.78	291.36	281.00	368.97	16.91	18.03	***6.7%***	SKFI/AIC
TR	TRY	182.36	243.25	242.28	301.65	308.23	380.20	***23.3%***	MS/SD/Sinema
US & CA 3	USD	8 821.37	9 179.52	9 632.50	9 634.87	10 610.18	10 579.12	***-0.3%***	MPAA
JP	JPY	198 160.00	202 934.00	198 443.00	194 836.00	206 035.00	220 700.00	***7.1%***	EIREN

1 Restated series.

2 EUR since 2008. Cyprus Pounds until 2007.

3 Data series based on net box office as provided by Denmark Statistics and application of 25% VAT.

4 Data up until 2007 from CCH. 2008 estimated by Observatory. Data from 2009 onwards from SIAE.

5 RON (=10,000 ROL) from 1 July 2005 onwards. Data for 2005 and 2006 is shown in RON.

6 Data refer to fiscal year December to November. Data covers the CIS countries but excludes Ukraine. Nevafilm Research estimates that the Russian Federation accounted for 98% of annual GBO in 2005 to 2007, 95.6% in 2008, 95.2% in 2009 and 95.9% in 2010.

7 EUR since 2007. Slovenian Tolar until 2006.

8 EUR since 2009. Slovak Koruna until 2008.

Source: European Audiovisual Observatory

T.13.5

Gross box office
2005-2010 In EUR million.

Country	2005	2006	2007	2008	2009	prov. 2010	2010/09	Source
AT	104.28	114.75	105.48	104.30	130.59	130.40	***-0.2%***	FMA/OBS
BA	0.76	0.90	0.96	0.46	1.11	1.79	***60.6%***	SFF
BE ❶	128.79	143.84	136.25	*136.80*	*193.00*	~	–	MS
BG	5.96	6.09	6.69	9.80	12.89	16.53	***28.2%***	NFC
CH	138.42	151.29	122.39	131.29	151.97	169.52	***11.6%***	OFS
CY	5.41	5.35	5.67	5.96	*6.55*	~	–	MS/Min.Ed.Cult /OBS (2009)
CZ	28.64	36.78	43.22	48.83	47.25	59.26	***25.4%***	Min.Cult./UFD
DE	744.99	814.39	757.93	794.75	976.10	920.36	***-5.7%***	FFA
DK ❷	105.57	113.02	110.49	122.99	140.54	133.56	***-5.0%***	DKS / OBS
EE	4.81	6.79	7.14	7.28	7.53	7.80	***3.6%***	Min.Cult./EFF
ES	634.95	636.16	643.74	619.29	671.04	662.31	***-1.3%***	ICAA
FI	44.91	50.34	50.83	54.52	57.10	66.01	***15.6%***	FFF
FR	1 031.24	1 120.72	1 061.52	1 142.21	1 235.96	1 304.79	***5.6%***	CNC
GB	1 125.82	1 117.37	1 199.70	1 067.37	1 058.66	1 151.51	***8.8%***	CAA
GR	~	~	~	*94.67*	*100.24*	*99.44*	***-0.8%***	MS
HR	6.64	8.41	7.98	10.54	11.47	11.84	***3.3%***	MS / HAC
HU	39.02	36.50	35.82	39.51	39.97	46.02	***15.1%***	Min.Cult./NFO
IE	94.40	114.81	121.90	126.10	124.60	116.30	***-6.7%***	CSA/CAA
IS ❶	12.39	12.30	13.21	9.93	8.21	~	–	HI
IT ❸	602.01	606.72	669.90	*644.50*	664.07	772.77	***16.4%***	CCH/OBS (09)/SIAE
LT	3.60	7.15	10.43	11.80	10.90	9.36	***-14.1%***	SL
LU	7.62	~	~	~	8.87	8.78	***-1.1%***	CNA/MS
LV	5.49	7.55	8.89	9.82	8.27	8.43	***2.0%***	NFC
MT *est.*	4.43	4.32	4.90	~	~	~	–	MFC/MS
NL	135.25	155.86	159.68	165.06	201.06	219.37	***9.1%***	NFC/NFF
NO	97.72	105.83	98.70	111.42	119.13	122.00	***2.4%***	NFF/F&K
PL	83.23	117.95	127.29	155.32	157.07	176.40	***12.3%***	Min.Cult./PISF/BoxOffice.pl
PT	66.34	68.32	69.12	69.89	73.84	82.24	***11.4%***	INE/ICA
RO	6.69	8.00	10.32	14.36	20.45	26.60	***30.1%***	CNC
RU ❹	258.23	335.85	412.26	564.11	528.03	796.53	***50.9%***	RFB
SE	120.90	129.80	127.50	131.25	145.43	154.26	***6.1%***	SFI
SI	9.09	10.13	9.71	9.60	11.26	12.81	***13.8%***	SFC
SK	5.12	7.82	8.32	11.76	16.91	18.03	***6.7%***	SKFI/AIC
TR	108.34	133.97	135.42	157.96	142.30	190.46	***33.8%***	MS / SD /Sinema
EUR 27 *est.* ❶	***5 220.14***	***5 524.20***	***5 567.39***	***5 610.62***	***6 125.47***	***6 428.33***	***4.9%***	OBS
EUR 34 *est.* ❶	***5 843.37***	***6 273.60***	***6 359.23***	***6 596.78***	***7 088.74***	***7 730.40***	***9.1%***	OBS
US & CA ❶	7 083.22	7 307.26	7 028.46	6 548.36	7 607.88	7 969.20	***4.7%***	MPA
JP	1 447.47	1 389.05	1 230.65	1 277.53	1 579.98	1 893.93	***19.9%***	EIREN

❶ Restated data series.

❷ Data series based on net box office as provided by Denmark Statistics and application of 25% VAT.

❸ Data up until 2007 from CCH. 2008 estimated by Observatory. Data from 2009 onwards from SIAE.

❹ Converted from USD million. Data refer to fiscal year December to November. Data covers the CIS countries but excludes Ukraine. Nevafilm Research estimates that the Russian Federation accounted for 98% of annual GBO in in 2005 to 2007, 95.6% in 2008, 95.2% in 2009 and 95.9% in 2010.

Source: European Audiovisual Observatory

T.13.6

Average ticket price [1]

2005-2010 In EUR.

Country	2005	2006	2007	2008	2009	*prov.* 2010
AT	6.63	6.64	6.72	6.67	7.09	7.53
BA	2.00	2.00	2.00	2.00	2.48	2.49
BE [2]	5.83	6.01	6.01	6.24	8.56	~
BG	2.46	2.57	2.71	3.47	4.07	4.17
CH	9.26	9.24	8.88	9.18	9.96	11.48
CY	6.92	6.49	6.54	6.87	7.54	~
CZ	3.02	3.20	3.37	3.79	3.79	4.38
DE	5.85	5.96	6.04	6.14	6.67	7.27
DK	8.66	8.97	9.12	9.28	9.98	10.31
EE	4.25	4.28	4.38	4.47	4.23	3.66
ES	4.97	5.23	5.51	5.74	6.10	6.52
FI	7.41	7.53	7.80	7.94	8.35	8.73
FR	5.88	5.94	5.95	6.01	6.14	6.31
GB	6.84	7.14	7.39	6.50	6.10	6.80
GR	~	~	~	8.00	8.16	8.53
HR	3.05	3.15	3.22	3.21	3.25	3.53
HU	3.22	3.13	3.22	3.82	3.77	4.19
IE	5.76	6.43	6.64	6.92	7.06	7.05
IS [2]	8.69	8.06	8.87	6.25	4.77	~
IT	5.70	5.72	5.76	5.78	5.96	6.41
LT	3.03	2.88	3.14	3.50	3.87	3.71
LU	6.58	~	~	~	6.90	7.23
LV	3.27	3.53	3.68	4.17	4.26	4.00
MT *est.*	4.48	4.58	4.90	~	~	~
NL	6.56	6.66	6.92	7.02	7.36	7.78
NO	8.64	8.81	9.13	9.39	9.38	11.07
PL	3.53	3.68	3.90	4.60	4.01	4.71
PT	4.21	4.17	4.24	4.37	4.70	4.95
RO	2.36	2.88	3.52	3.78	3.87	4.09
RU *est.* [3]	3.09	3.66	3.87	4.55	3.81	4.81
SE	8.27	8.48	8.55	8.57	8.36	9.75
SI	3.72	3.77	4.04	3.97	4.24	4.44
SK	2.34	2.30	3.00	3.50	4.08	4.61
TR	3.98	3.84	4.35	4.11	3.86	4.64
EUR 27 *est.*	***5.81***	***5.93***	***6.05***	***6.06***	***6.24***	***6.67***
EUR 34 *est.*	***5.62***	***5.75***	***5.85***	***5.89***	***5.95***	***6.43***
US & CA	5.15	5.21	5.02	4.88	5.38	5.94
JP	9.02	8.44	7.54	7.96	9.33	10.86

[1] Average ticket prices are calculated as an arithmetical average by dividing total GBO by total admissions. Figures hence may differ from average ticket prices communicated by individual agencies.

[2] Restated series.

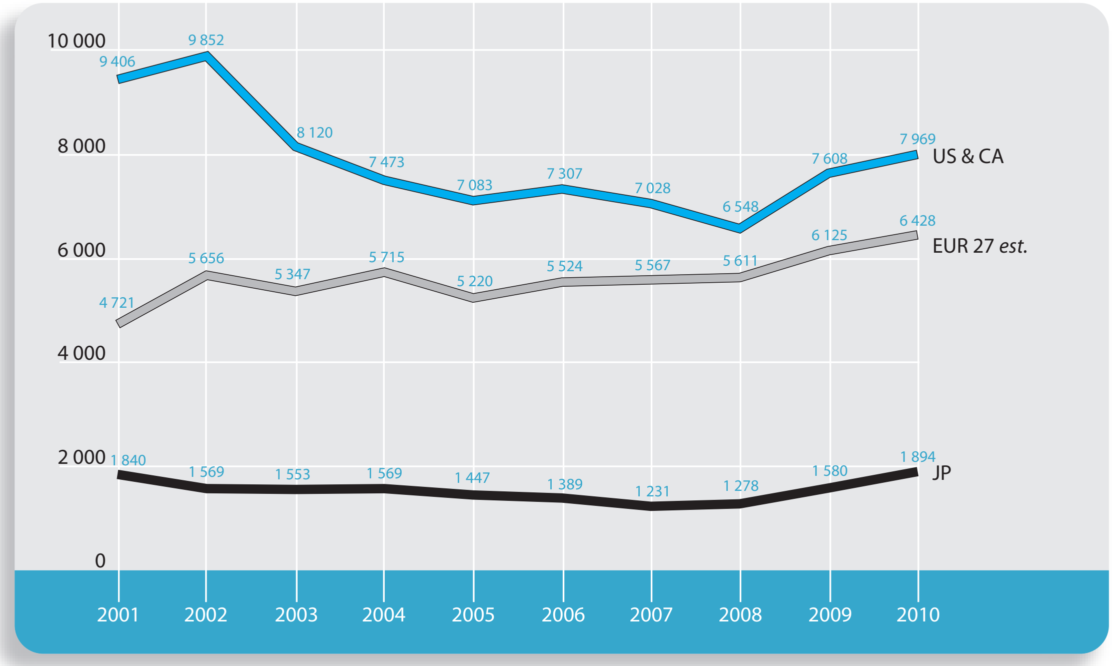
[3] Data refers to the CIS countries but excludes Ukraine.

Source: European Audiovisual Observatory

G.13.2

Gross box office

2001-2010 EUR million.

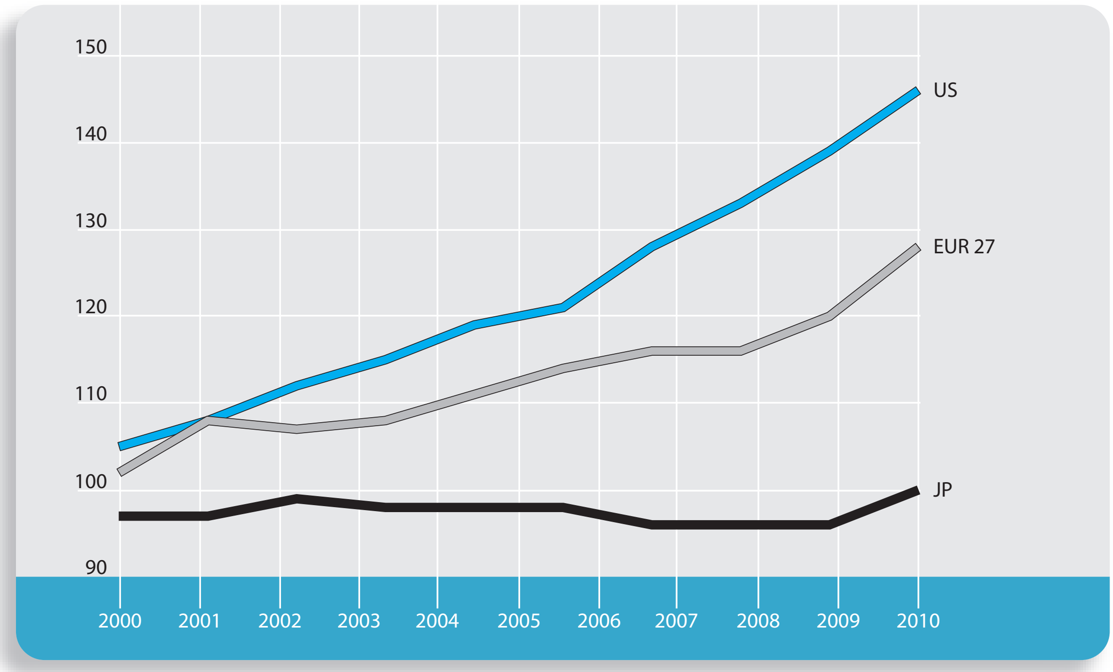


Source: European Audiovisual Observatory

G.13.3

Change in the average ticket price

2000-2010 Base 100 in 2000, calculated in national currency.



Source: European Audiovisual Observatory

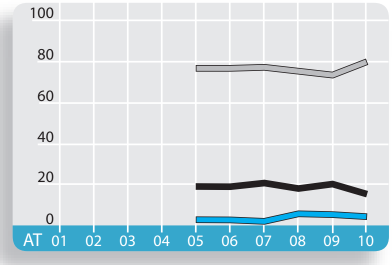
T.13.7
G.13.4

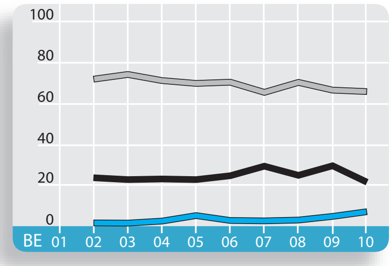
Market share according to the origin of feature films

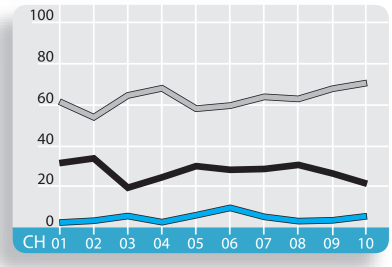
2005-2010 In %

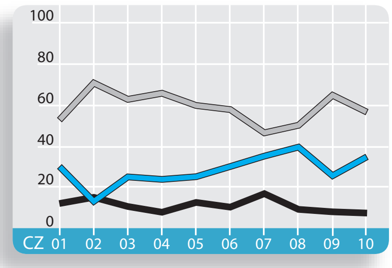
a.: market share of gross box-office. b.: market share of distributors' turnover. c.: market share of admissions.

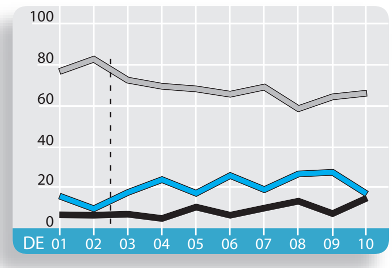
US National EUR

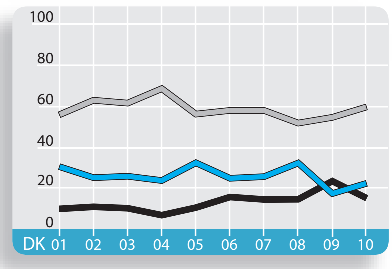












Country		Year	Nat.	DE	FR	GB	IT	Others EUR	US	Others	Sources
AT *est.*	c.	**2006**	2.6	13.1	1.6	2.4	0.1	1.7	77.0	1.8	ÖFI
[1]		**2007**	1.9	10.4	3.3	5.3	0.0	1.7	77.5	0.5	
		2008	5.6	10.6	4.8	0.8	0.4	1.4	75.6	0.8	
		2009	5.2	13.9	2.3	1.9	0.3	1.9	73.7	0.9	
		2010	4.2	6.8	2.5	2.7	0.4	2.9	80.2	0.3	
BE [2]	c.	**2005**	2.7	1.6	12.4	7.3	1.3	2.1	70.7	2.0	MFB/OBS
(BXL)		**2006**	2.5	0.3	15.1	10.5	0.6	2.9	65.7	2.4	
		2007	2.9	2.0	13.2	7.6	0.3	1.8	70.6	1.6	
		2008	4.7	0.4	18.2	8.1	1.0	1.9	66.8	1.6	
		2009	7.0	0.1	12.7	6.2	0.5	2.2	66.1	1.6	
		2010	~	~	~	~	~	~	~	~	
CH	c.	**2005**	5.9	6.0	8.2	12.0	0.9	2.8	58.2	5.9	OFS
		2006	9.5	6.0	8.3	8.6	1.2	4.0	59.7	2.7	
		2007	5.1	5.0	9.1	11.7	1.2	1.6	64.0	2.3	
		2008	3.0	5.4	12.0	9.2	2.1	1.9	63.0	3.4	
		2009	3.4	5.8	7.8	9.2	1.1	2.5	68.0	2.3	
		2010	5.4	3.4	8.4	5.6	1.4	2.6	70.8	2.5	
CZ	c.	**2005**	25.1	2.5	3.0	4.5	~	2.5	60.0	2.4	Min. Cult.
		2006	30.1	2.3	3.2	3.1	0.2	1.4	58.0	1.7	OBS/UFD
		2007	35.2	0.8	3.8	9.5	0.1	2.6	46.6	1.5	
		2008	39.6	0.7	4.2	1.8	0.1	2.3	50.3	1.0	Min. Cult./UFD
		2009	25.6	0.3	2.4	3.2	0.1	1.9	65.0	1.2	
		2010	34.8	0.1	2.2	3.2	0.0	1.8	56.8	1.1	
DE	c.	**2005**	17.1	–	3.1	5.8	~	1.4	68.4	4.2	FFA/SPIO
		2006	25.8	–	1.6	2.2	~	2.5	65.8	2.1	
		2007	18.9	–	3.6	5.2	~	1.0	69.3	2.0	
		2008	26.6	–	2.7	5.3	~	5.2	58.7	1.5	
		2009	27.4	–	2.4	2.3	~	2.4	64.5	1.0	
		2010	16.8	–	2.8	6.3	~	5.6	66.3	2.3	
DK [3]	c.	**2005**	32.4	3.5	1.1	3.7	0.2	1.9	56.3	1.0	DFI
		2006	24.8	1.4	2.1	10.4	0.1	1.6	58.1	1.6	DKS
		2007	25.6	1.9	2.7	8.5	0.1	1.2	58.1	1.9	
		2008	32.3	0.2	1.4	9.4	0.2	3.3	51.9	1.3	
		2009	17.3	1.2	1.6	3.6	0.2	16.8	54.7	4.5	
		2010	22.3	0.3	2.6	9.5	0.2	2.5	59.8	2.8	

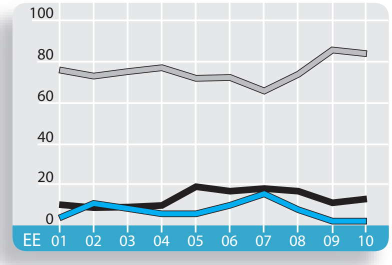
T.13.7
G.13.4

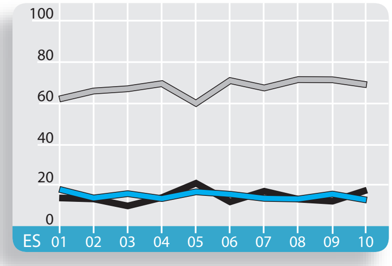
Market share according to the origin of feature films (Continued)

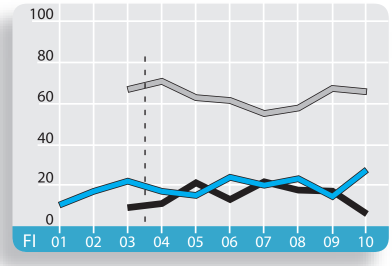
2005-2010 In %

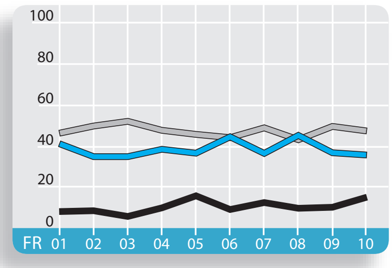
a.: market share of gross box-office. b.: market share of distributors' turnover. c.: market share of admissions.

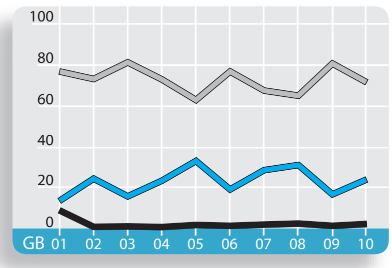
US | National | EUR











Country		Year	Nat.	DE	FR	GB	IT	Others EUR	US	Others	Sources
EE [4]	c.	**2005**	5.6	1.2	2.4	10.5	0.0	4.8	72.1	3.5	EFSA
		2006	9.8	2.1	1.8	7.3	0.0	5.6	72.5	1.1	
		2007	15.4	1.0	2.7	11.5	0.0	2.9	65.9	0.6	
		2008	7.6	0.0	1.1	8.6	0.0	7.0	74.1	1.6	
		2009	2.0	0.0	1.0	6.0	0.0	4.0	86.0	1.0	
		2010	2.0	1.5	2.9	5.1	0.0	3.4	84.2	1.0	
ES	a.	**2005**	16.7	1.1	3.9	15.1	0.2	0.7	60.1	2.2	ICAA/OBS
		2006	15.5	1.1	2.2	7.8	0.7	0.1	71.2	1.5	
		2007	13.5	1.5	1.8	12.6	0.3	0.8	67.6	1.7	
		2008	13.2	1.3	2.1	8.2	0.7	0.8	71.7	2.1	
		2009	15.6	1.0	2.2	5.8	0.4	2.6	71.6	0.8	
		2010	12.7	0.7	3.1	12.6	0.4	0.8	69.2	0.7	
FI	c.	**2005**	15.0	1.6	2.6	14.0	0.0	3.0	63.0	1.4	FFF
		2006	23.9	1.4	2.6	7.2	0.1	1.7	61.6	1.5	
		2007	20.0	0.5	2.3	16.5	0.0	2.4	55.2	3.0	
		2008	23.2	0.2	1.9	13.2	0.0	2.3	57.9	1.2	
		2009	14.5	0.3	1.6	10.1	0.2	5.0	67.5	0.9	
		2010	27.5	0.2	1.7	1.7	0.3	2.2	65.9	0.8	
FR	c.	**2005**	36.6	1.0	–	13.3	0.4	1.0	45.8	1.9	CNC
		2006	44.6	0.6	–	6.0	0.3	2.1	44.2	2.2	
		2007	36.5	1.4	–	9.7	0.1	1.2	49.0	2.0	
		2008	45.3	0.7	–	5.3	0.7	2.9	43.2	1.9	
		2009	36.8	0.8	–	6.8	0.2	2.3	49.7	3.4	
		2010	35.7	0.3		11.8	0.3	2.6	47.5	1.7	
GB&IE	a.	**2005**	33.1	~	~	–	~	1.6	63.1	2.3	BFI/
		2006	19.1	~	~	–	~	1.2	77.1	2.5	Rentrak EDI
		2007	28.6	~	~	–	~	1.8	67.7	2.1	
		2008	31.1	~	~	–	~	2.3	65.2	1.7	
		2009	16.7	~	~	–	~	1.2	81.0	1.2	
		2010	24.0	~	~	–	~	2.1	71.8	2.1	BFI
HR	c.	**2005**	1.6	~	~	~	~	~	~	~	HAC
		2006	9.1	~	~	~	~	~	~	~	
		2007	2.4	~	~	~	~	~	~	~	
		2008	2.7	~	~	~	~	~	~	~	
		2009	1.6	~	~	~	~	~	~	~	
		2010	0.8	~	~	~	~	~	~	~	

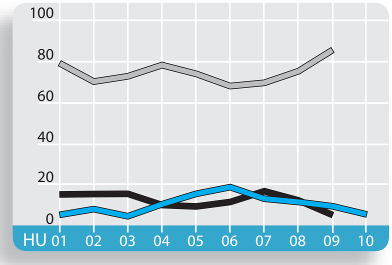
T.13.7
G.13.4

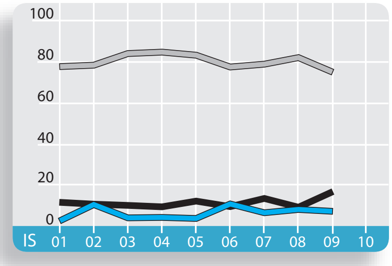
Market share according to the origin of feature films (Continued)

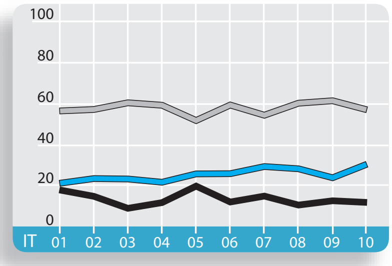
2005-2010 In %

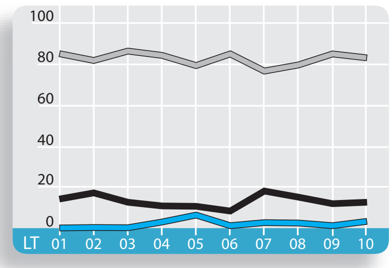
a.: market share of gross box-office. b.: market share of distributors' turnover. c.: market share of admissions.

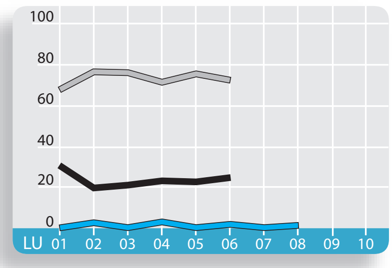
US National EUR

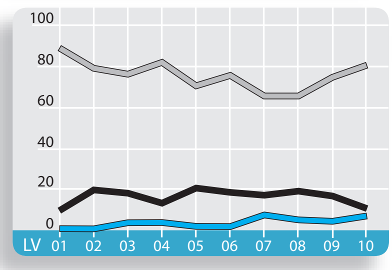












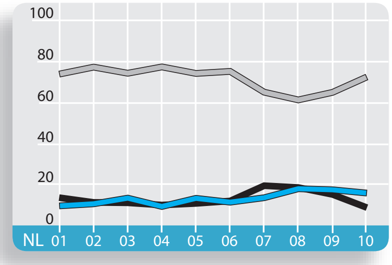
Country		Year	Nat.	DE	FR	GB	IT	Others EUR	US	Others	Sources
HU	c.	**2005**	15.4	2.0	3.8	2.0	0.0	1.4	74.3	1.1	NFO
		2006	18.7	0.8	3.2	4.8	0.9	1.7	68.3	1.6	
		2007	13.0	1.6	3.7	9.6	0.0	1.8	69.9	0.4	AHFD
		2008	11.4	0.6	3.8	5.8	0.2	1.7	75.6	0.8	NFO
		2009	9.3	0.0	2.0	3.0	0.0	0.0	86.0	0.0	
		2010	5.3	~	~	~	~	~	~	~	
IS 4	a.	**2005**	3.6	0.3	1.3	9.2	0.0	1.3	83.6	0.7	HI
		2006	10.7	0.2	1.0	7.3	–	1.0	77.8	2.2	
		2007	6.4	0.8	1.6	10.4	0.0	0.6	79.2	0.9	
		2008	8.0	0.0	1.4	7.1	0.0	0.6	82.4	0.4	
		2009	7.1	0.6	1.7	8.9	0.1	5.4	75.3	0.9	
		2010	~	~	~	~	~	~	~	~	
IT 5	c.	**2005**	25.7	3.5	3.8	12.2	–	0.2	51.9	2.6	SIAE/CCH
		2006	25.8	1.2	1.5	7.8	–	1.4	59.5	2.6	
		2007	29.3	1.3	2.1	10.0	–	1.5	54.5	1.5	OBS
		2008	28.2	0.2	4.0	4.9	–	1.3	60.4	1.0	
		2009	23.8	0.5	1.1	8.2	–	2.8	61.6	2.1	
		2010	30.4	1.1	3.4	5.9	–	1.3	57.2	0.8	
LT	c.	**2005**	6.3	0.5	2.4	2.8	0.0	4.9	79.7	3.4	LS
		2006	1.1	1.9	1.2	4.6	0.0	0.6	85.4	5.2	
		2007	2.6	0.5	4.1	7.0	0.0	6.5	77.0	2.3	
		2008	2.4	2.3	2.7	3.3	0.1	6.7	80.0	2.5	
		2009	1.1	0.2	2.1	3.6	0.5	5.5	85.4	1.6	
		2010	3.2	0.5	2.1	2.4	0.1	7.5	83.5	0.7	
LU *est.*	c.	**2005**	0.2	~	~	~	~	22.7	75.8	1.3	CNA
		2006	1.8	~	~	~	~	24.8	72.7	0.7	MS
		2007	0.2	~	~	~	~	~	~	~	
		2008	1.3	~	~	~	~	~	69.1	1.1	
LV	c.	**2005**	1.8	0.8	5.3	8.7	0.1	5.7	70.8	7.0	NFC
		2006	1.7	3.5	3.3	4.0	0.1	7.6	75.9	3.8	
		2007	7.4	~	~	~	~	17.1	65.8	9.7	
		2008	5.0	~	~	~	~	19.1	65.8	9.1	
		2009	4.3	~	~	~	~	16.7	75.0	4.0	
		2010	6.9	~	~	~	~	10.6	80.9	1.6	

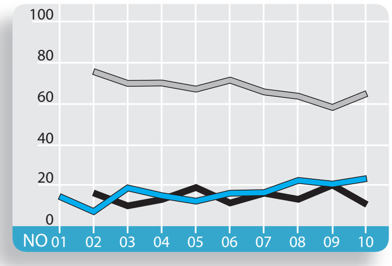
T.13.7
G.13.4

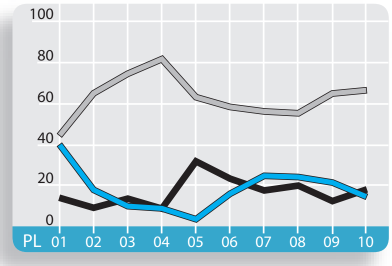
Market share according to the origin of feature films (Continued)

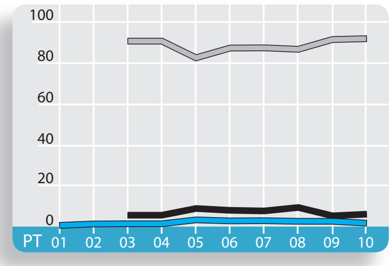
2005-2010 In % a.: market share of gross box-office. b.: market share of distributors' turnover. c.: market share of admissions.

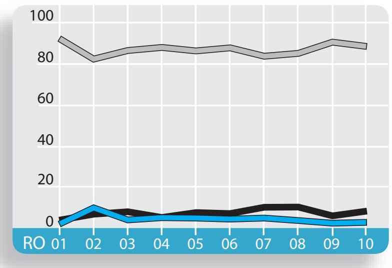
US National EUR

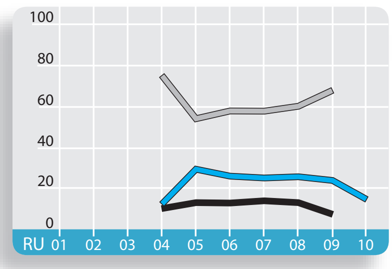












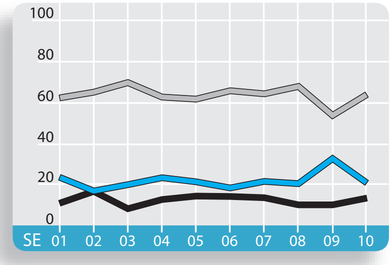
Country		Year	Nat.	DE	FR	GB	IT	Others EUR	US	Others	Sources
NL	c.	**2005**	13.2	1.1	1.3	5.1	0.4	2.8	74.5	1.5	NFF
		2006	11.3	1.1	2.0	2.6	0.1	6.1	75.5	1.3	
		2007	13.5	1.5	1.6	13.9	0.2	2.2	65.3	1.8	
		2008	17.9	0.3	2.7	13.0	0.5	2.0	61.5	2.1	
		2009	17.4	0.7	1.8	8.4	0.8	3.4	65.2	2.3	
		2010	15.9	1.1	2.9	2.1	0.7	1.9	72.7	2.3	
NO	c.	**2005**	12.2	2.7	0.9	8.8	0.2	6.3	67.3	1.6	F&K
		2006	16.1	0.5	2.3	5.3	0.1	3.1	71.7	0.9	
		2007	16.4	0.4	2.4	9.9	0.2	3.2	65.9	1.6	
		2008	22.4	0.4	1.4	6.2	0.2	4.9	63.8	0.7	
		2009	20.6	0.1	1.6	6.6	0.1	11.7	58.3	1.0	
		2010	23.3	0.7	1.0	7.3	0.5	1.1	65.1	1.0	F&K/OBS
PL	c.	**2005**	3.4	0.5	5.8	15.3	8.1	2.1	63.3	1.6	OBS/
		2006	15.9	1.3	1.6	6.8	11.5	2.2	58.5	2.4	boxOffice.pl
		2007	24.7	2.4	3.5	8.9	0.1	2.6	56.3	1.6	
		2008	24.1	1.9	5.4	6.7	0.1	5.8	55.4	0.6	
		2009	21.4	0.7	3.0	4.9	0.2	3.5	65.1	1.2	
		2010	14.4	1.1	3.1	7.8	0.2	5.8	66.7	0.9	
PT	a.	**2005**	3.2	0.0	0.8	4.1	0.0	3.8	82.9	5.1	ICA
		2006	2.7	0.2	0.9	1.7	0.5	4.5	87.7	1.7	
		2007	2.8	0.2	0.9	4.1	0.0	2.3	87.8	1.8	
		2008	2.5	0.0	1.4	0.4	0.7	6.8	87.1	1.1	
		2009	2.5	0.1	1.9	0.8	0.1	2.3	91.9	0.4	
		2010	1.6	0.3	0.6	0.4	0.2	4.4	92.3	0.1	
RO	c.	**2005**	4.8	0.7	1.9	1.4	0.6	2.9	86.7	1.0	CNC
		2006	4.3	0.3	2.6	1.4	0.1	2.6	88.2	0.6	
		2007	4.8	0.6	2.6	4.2	0.1	2.6	84.1	1.0	
		2008	3.6	0.2	1.9	5.8	0.1	2.2	85.5	0.7	
		2009	2.3	0.4	1.2	2.4	0.2	1.7	91.0	0.8	
		2010	2.7	1.8	1.5	2.5	0.0	2.4	88.9	0.2	
RU	a.	**2005**	29.4	~	~	~	~	13.0	54.2	3.4	Nevafilm
		2006	26.0	~	~	~	~	12.8	58.0	3.2	
		2007	25.1	~	~	~	~	13.9	57.9	3.0	
		2008	25.7	~	~	~	~	13.0	60.3	1.0	
		2009	23.9	~	~	~	~	7.3	68.1	0.7	
		2010	14.6	~	~	~	~	~	~	~	

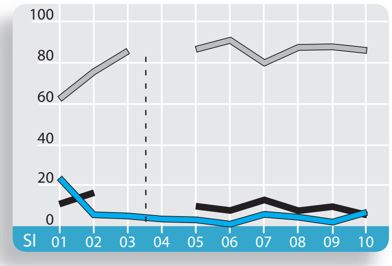
T.13.7
G.13.4

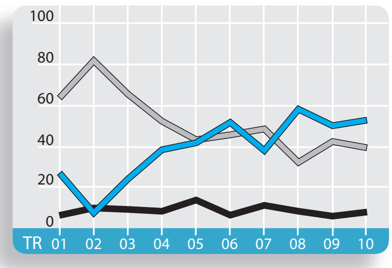
Market share according to the origin of feature films (Continued)

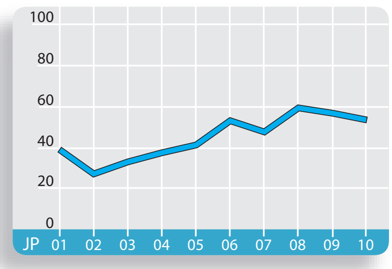
2005-2010 In %   a.: market share of gross box-office.   b.: market share of distributors' turnover.   c.: market share of admissions.

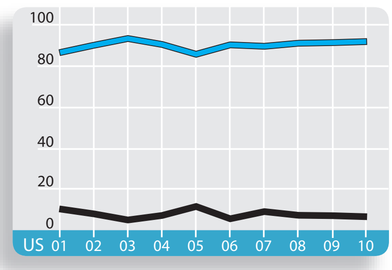
US   National   EUR











Country		Year	Nat.	DE	FR	GB	IT	Others EUR	US	Others	Sources
SE	c.	**2005**	21.3	1.8	1.5	9.4	0.0	1.6	61.9	2.5	SFI
		2006	18.3	0.9	1.3	9.1	0.1	2.8	66.0	1.7	
		2007	21.5	0.6	2.3	8.3	0.1	2.3	64.5	0.5	
		2008	20.4	0.4	1.4	6.3	0.0	1.9	68.1	1.5	
		2009	32.7	0.1	1.4	7.3	0.5	0.7	53.9	3.1	
		2010	20.8	0.6	1.6	7.9	0.4	2.8	64.1	1.6	
SI	c.	**2005**	3.0	1.3	3.0	1.2	0.2	4.0	86.9	0.4	SFC
		2006	0.9	2.2	1.8	1.6	0.2	1.8	91.3	0.3	
		2007	5.7	0.6	3.8	7.1	0.4	0.9	80.2	1.3	
		2008	4.3	0.1	2.7	1.6	0.2	2.9	87.8	0.5	
		2009	1.9	0.2	2.1	3.3	0.2	3.7	88.1	0.5	
		2010	6.7	0.4	1.0	1.7	0.0	2.3	86.3	1.6	
SK	a	**2005**	1.7	~	~	~	~	~	~	~	SKFI/AIC
		2006	0.4	~	~	~	~	~	~	~	
		2007	5.4	~	~	~	~	~	~	~	
		2008	16.1	~	~	~	~	~	~	~	
		2009	12.4	~	~	~	~	~	~	~	
		2010	2.2	~	~	~	~	~	~	~	
TR e	c.	**2005** [3]	41.8	0.9	2.9	7.8	0.2	1.8	43.3	1.3	OBS/Sinema
		2006 [5]	51.8	0.2	1.4	3.6	0.6	0.5	45.7	1.5	
		2007	38.0	1.8	1.6	5.8	0.2	1.7	48.6	2.3	
		2008	58.3	1.0	1.8	2.5	0.9	2.0	32.2	1.4	
		2009	50.2	0.5	0.9	3.7	0.1	0.7	42.4	1.5	
		2010	52.9	1.3	0.7	3.9	0.7	1.2	39.4	0.8	
JP	a.	**2005**	41.3	~	~	~	~	~	~	~	EIREN
		2006	53.2	~	~	~	~	~	~	~	
		2007	47.7	~	~	~	~	~	~	~	
		2008	59.5	~	~	~	~	~	~	~	
		2009	56.9	~	~	~	~	~	~	~	
		2010	53.6	~	~	~	~	~	~	~	
US	a.	**2005**	86.1	0.1	1.8	9.3	0.0	0.2	–	2.4	OBS/Variety
& CA		**2006**	90.7	0.2	0.3	4.9	0.0	0.1	–	3.8	
est.		**2007**	90.0	0.2	0.8	7.1	0.0	0.9	–	1.0	
		2008	91.5	0.1	1.0	5.8	0.0	0.3	–	1.3	
		2009	91.8	0.0	1.6	5.0	0.0	0.4	–	1.2	
		2010	92.3	0.7	0.7	4.7	0.1	0.3	–	1.2	

1. 2005-2007: national market share data refer to first releases only. Other data refer to all films on release.
2. Estimated market shares for Brussels region which represents an estimated 16% to 18% of total Belgian admissions. US and GB co-productions are counted as US or GB films. May not sum up to 100% due to different sources.
3. Market shares refer to fiction films only.
4. First release films only.
5. 2005 - 2006: 'Others EUR' is ES origin films only, 'Others' includes all other origins. 2007 to 2010 data are OBS estimates based on Cinetel data.

Source: European Audiovisual Observatory

T.13.8

Market share according to the origin of feature films

2005-2010

In % On the basis of admissions registered in the LUMIERE database

Country	Year	Nat.	DE	ES	FR	GB	IT	EUR inc [1]	Other EUR	US	Others
AT	**2005**	1.96	8.07	0.41	3.30	2.41	0.30	9.54	1.51	70.80	1.70
	2006	2.62	12.15	0.81	2.07	2.23	0.14	5.66	2.68	69.82	1.82
	2007	1.48	10.10	0.39	3.60	5.51	0.05	6.52	1.90	69.80	0.65
	2008	5.86	10.16	0.18	5.23	1.21	0.43	4.07	1.26	70.52	1.07
	2009	5.15	13.92	0.39	3.27	1.93	0.30	3.23	1.49	69.47	0.86
	prov. **2010**	3.74	8.90	0.12	2.10	2.08	0.37	4.73	2.57	74.91	0.48
BE [2]	**2005**	2.94	2.07	0.58	10.19	2.51	0.31	10.32	1.08	68.90	1.10
	2006	4.64	1.71	0.98	14.03	3.25	0.33	5.16	1.03	66.26	2.61
	2007	6.41	1.91	0.44	15.27	2.87	0.37	2.98	1.53	66.71	1.53
	2008	8.65	0.44	0.32	16.88	1.15	0.72	1.04	1.90	67.02	1.89
	2009	9.32	0.89	0.66	15.35	3.77	0.28	0.19	2.10	66.33	1.10
BG	**2005**	1.53	1.70	1.77	4.37	6.01	0.35	9.41	1.37	71.70	1.80
CH	**2005**	4.84	6.32	1.01	8.94	3.50	0.44	11.21	0.81	61.18	1.74
	2006	9.38	6.11	2.24	9.15	2.19	1.18	7.45	1.94	57.72	2.65
	2007	5.09	5.06	0.37	9.24	5.66	1.24	7.25	2.18	61.95	1.94
	2008	2.77	5.44	0.30	12.64	1.89	2.11	6.49	1.13	64.47	2.75
	2009	3.12	7.03	1.00	8.18	4.09	1.05	3.39	1.61	67.35	3.19
	prov. **2010**	4.77	4.36	0.51	8.38	2.79	1.40	4.75	2.06	69.20	1.77
CZ	**2005**	24.70	2.13	0.24	3.93	4.11	0.11	10.08	1.85	51.11	1.74
	2006	30.06	1.70	0.45	2.48	2.65	0.33	6.06	0.72	53.67	1.87
	2007	31.71	0.73	1.84	2.97	4.22	0.07	8.09	1.86	47.39	1.12
	2008	37.98	2.05	0.33	4.31	1.11	0.12	2.59	1.85	48.92	0.74
	2009	23.91	0.28	0.65	2.46	2.92	0.58	5.62	3.95	58.32	1.31
	prov. **2010**	33.76	1.69	0.73	1.87	1.82	0.03	5.71	1.52	52.58	0.28
DE	**2005**	15.03	–	0.36	3.48	2.67	0.16	11.76	2.26	62.54	1.75
	2006	23.79	–	0.75	2.02	1.54	0.13	5.80	2.88	61.21	1.87
	2007	17.54	–	0.43	3.79	5.17	0.02	7.94	2.36	61.97	0.77
	2008	20.42	–	0.21	4.42	4.03	0.45	4.54	2.12	62.69	1.11
	2009	22.68	–	0.35	3.26	1.95	0.17	4.34	2.38	63.88	0.99
	prov. **2010**	15.11	–	0.21	2.82	2.11	0.27	5.57	3.29	69.99	0.64
DK	**2005**	32.42	3.50	0.16	0.75	2.51	0.18	9.61	1.73	48.24	0.89
	2006	24.79	1.40	0.81	1.99	2.62	0.07	8.88	1.00	56.71	1.73
	2007	25.59	1.35	0.72	2.68	3.87	0.13	10.00	0.61	53.53	1.51
	2008	32.97	0.21	0.37	1.46	1.64	0.20	3.85	2.18	56.63	0.48
	2009	17.29	0.93	0.24	1.45	2.01	0.24	4.50	16.27	54.59	2.47
	prov. **2010**	22.21	0.89	0.32	2.18	1.41	0.20	6.71	1.54	64.00	0.55
EE [3]	**2005**	5.62	1.15	0.15	2.29	2.55	0.00	10.38	3.79	72.70	1.36
	2006	9.60	0.79	0.77	0.68	1.21	0.00	5.19	4.98	74.86	1.91
	2007	14.37	0.49	0.22	1.91	6.11	0.00	4.74	3.01	68.96	0.20
	2008	7.65	0.11	0.17	1.41	1.98	0.00	4.52	7.16	74.01	2.98
	2009	1.53	0.31	0.22	0.80	2.25	0.11	3.41	3.29	87.12	0.96
	prov. **2010**	1.73	2.01	0.24	1.83	3.35	0.00	3.47	3.46	83.12	0.77
ES	**2005**	12.27	1.56	–	3.73	3.65	0.35	8.25	1.34	65.69	3.18
	2006	13.72	2.06	–	2.48	2.55	0.78	4.47	0.47	69.76	3.71
	2007	12.46	1.72	–	2.21	4.76	0.37	5.44	0.86	69.65	2.53
	2008	9.69	0.65	–	3.28	1.68	0.54	3.52	1.21	76.45	2.97
	2009	13.89	1.35	–	2.45	2.56	0.46	2.62	2.78	70.35	3.53
	prov. **2010**	10.51	1.37	–	3.28	2.55	0.35	4.09	0.92	75.36	1.58

T.13.8

Market share according to the origin of feature films (Continued)

2005-2010 In % On the basis of admissions registered in the LUMIERE database

Country	Year	Nat.	DE	ES	FR	GB	IT	EUR inc ❶	Other EUR	US	Others
FI	**2005**	15.34	1.50	0.83	1.62	2.06	0.16	13.56	2.31	60.55	2.06
	2006	23.86	0.41	1.25	2.20	1.66	0.11	8.34	1.15	59.05	1.96
	2007	20.02	0.55	1.04	2.89	8.52	0.09	9.13	1.71	53.58	2.47
	2008	23.26	0.24	0.65	2.26	0.51	0.00	6.79	2.30	62.97	1.02
	2009	14.51	0.06	0.62	1.57	3.61	0.18	5.76	4.69	66.82	2.19
	prov. **2010**	24.71	1.10	0.42	4.28	1.34	0.25	5.10	2.08	60.08	0.64
FR	**2005**	33.45	1.00	0.51	–	1.90	0.39	8.99	0.75	49.88	3.13
	2006	42.15	0.89	1.64	–	2.43	0.64	3.57	1.26	44.06	3.36
	2007	32.22	2.01	0.27	–	3.44	0.40	5.51	1.41	52.55	2.18
	2008	44.46	0.81	0.79	–	1.23	0.63	2.70	1.39	46.03	1.96
	2009	34.43	0.84	0.77	–	3.29	0.37	3.38	1.25	52.90	2.78
	prov. **2010**	34.07	1.12	0.94	–	2.04	0.33	4.06	1.42	54.38	1.65
GB& IE	**2005**	6.67	0.37	0.14	1.78	–	0.16	13.89	0.61	73.08	3.31
est.	**2006**	4.57	0.43	0.55	0.69	–	0.02	8.25	0.74	79.61	5.14
	2007	11.38	0.50	0.04	1.77	–	0.05	10.80	0.50	72.60	2.36
	2008	3.98	0.08	0.26	1.77	–	0.16	8.58	0.38	82.59	2.20
	2009	7.42	0.06	0.57	0.57	–	0.06	5.27	0.24	84.01	1.80
	prov. **2010**	5.67	0.71	0.13	1.06	–	0.12	6.27	0.54	83.09	2.42
GR	*prov.* **2010**	10.48	1.76	0.70	3.47	1.13	0.98	4.74	0.67	73.97	2.11
HR	**2009**	1.56	0.81	0.50	1.43	4.19	0.30	4.16	1.27	83.92	1.87
HU ❸	**2005**	11.83	2.66	0.46	4.76	0.62	0.24	10.32	0.71	66.23	2.17
	2006	18.08	0.57	0.71	2.77	3.15	0.33	2.69	0.65	68.43	2.63
	2007	12.14	2.02	0.74	4.15	4.21	0.09	8.24	1.15	66.30	0.96
	2008	8.58	0.78	0.19	3.98	2.78	0.22	2.72	1.24	78.70	0.82
	2009	6.45	0.25	0.51	2.17	2.59	0.11	6.23	0.81	80.71	0.17
	prov. **2010**	3.97	1.68	0.33	2.08	2.10	0.10	5.34	2.05	81.76	0.59
IS	**2005**	2.70	0.70	0.27	1.38	1.68	0.03	8.44	1.12	82.88	0.81
	2006	7.78	0.29	0.70	1.21	2.30	0.00	5.92	0.66	78.96	2.17
	2007	7.05	1.65	0.38	1.78	4.61	0.01	6.19	0.39	75.69	2.24
	2008	7.92	0.49	0.31	1.83	1.30	0.01	5.21	0.39	82.15	0.39
IT	**2005**	22.59	0.98	0.53	4.05	5.93	–	6.93	0.55	55.78	2.65
	2006	21.67	1.52	1.84	3.12	2.61	–	4.97	0.93	60.94	2.40
	2007	29.28	1.30	0.31	2.06	3.17	–	6.99	1.11	54.29	1.49
	2008	28.05	0.42	0.64	4.34	0.61	–	2.22	0.79	61.96	0.96
	2009	23.76	0.46	1.29	1.08	4.30	–	3.87	1.50	61.63	2.11
	prov. **2010**	30.42	1.11	0.67	3.37	1.73	–	4.17	0.60	57.17	0.76
LV ❸	**2005**	0.43	0.46	0.26	4.75	3.15	0.00	7.73	3.11	79.45	0.67
	2006	0.23	1.58	0.53	1.42	2.76	0.07	5.86	7.87	76.99	2.70
	2007	6.19	0.00	0.46	3.15	7.80	0.00	4.83	4.00	72.18	1.39
	2009	1.95	0.00	0.68	0.65	3.50	0.00	3.42	4.39	84.10	1.30
	prov. **2010**	5.07	1.39	0.04	1.56	2.21	0.03	3.82	4.64	80.58	0.67
NL	**2005**	12.94	1.62	0.84	1.42	3.11	0.58	9.16	2.16	66.28	1.90
	2006	9.59	2.11	1.17	1.90	3.19	0.19	6.75	5.57	66.04	3.48
	2007	12.89	2.43	0.67	2.39	6.84	0.35	8.67	2.99	60.51	2.25
	2008	17.78	0.36	0.27	3.27	2.16	0.86	4.62	2.56	65.84	2.29
	2009	16.04	0.87	0.31	1.84	3.16	0.77	5.35	4.70	64.85	2.10
	prov. **2010**	13.57	1.60	0.55	3.50	2.38	0.58	5.05	5.07	66.13	1.57
NO	**2005**	13.95	2.90	0.40	0.76	1.13	0.21	10.80	5.05	63.34	1.46
	2006	16.18	0.51	0.71	2.94	3.51	0.08	6.04	2.52	65.55	1.96
	2007	15.88	0.73	0.64	2.00	5.56	0.18	7.53	3.16	62.16	2.17
	2008	19.67	0.50	0.23	1.59	1.68	0.18	4.42	7.32	63.68	0.73
	2009	19.98	0.13	0.22	1.69	2.32	0.10	4.39	12.67	57.49	1.00
	prov. **2010**	23.35	0.73	0.13	1.02	1.57	0.49	5.73	3.65	62.59	0.74

T.13.8

Market share according to the origin of feature films (Continued)

2005-2010 In % On the basis of admissions registered in the LUMIERE database

Country	Year	Nat.	DE	ES	FR	GB	IT	EUR inc ❶	Other EUR	US	Others
PL	**2005**	3.38	0.62	0.43	5.48	3.07	8.07	12.00	1.83	63.64	1.49
	2006	15.86	1.35	0.92	1.58	2.63	11.51	4.46	1.23	58.10	2.36
	2007	24.66	2.96	1.33	3.50	3.12	0.09	6.02	1.20	55.60	1.52
	2008	24.06	1.87	1.87	5.38	1.59	0.12	2.92	3.98	57.60	0.62
	2009	21.43	0.68	1.08	2.97	1.83	0.20	3.07	2.41	65.41	0.91
	prov. **2010**	14.40	1.13	1.61	3.08	2.94	0.20	4.83	4.22	66.72	0.88
PT	**2005**	2.64	1.07	1.25	2.19	1.05	0.40	7.73	0.50	80.52	2.65
	2006	2.29	1.19	1.21	2.49	4.50	0.59	6.06	0.46	79.39	1.83
	2007	2.47	0.90	0.54	2.00	6.33	0.24	6.22	0.19	79.42	1.69
	2008	2.47	0.18	0.97	5.64	2.45	0.86	3.39	0.93	80.60	2.51
	2009	2.68	0.21	2.08	2.38	3.90	0.19	3.34	0.62	82.57	2.03
	prov. **2010**	1.82	1.47	0.67	1.72	1.92	0.29	4.42	0.78	86.28	0.63
RO	**2005**	4.77	0.97	0.55	3.47	7.68	0.29	7.68	0.72	71.58	2.29
	2006	4.11	0.57	0.73	2.83	2.51	0.16	4.42	0.50	82.09	2.09
	2007	4.72	0.53	0.73	3.41	5.12	0.12	6.06	1.19	76.16	1.95
	2008	3.47	1.51	0.41	3.14	4.64	0.13	3.02	0.83	82.38	0.47
	2009	2.17	0.47	0.42	2.34	1.69	0.17	2.07	1.16	88.07	1.45
	prov. **2010**	2.33	1.77	0.54	1.55	1.58	0.02	4.10	1.81	85.90	0.39
SE	**2005**	22.06	0.74	0.30	0.93	1.57	0.04	10.05	1.48	61.58	1.24
	2006	17.62	0.48	0.73	1.25	1.78	0.05	7.21	3.02	66.86	1.00
	2007	21.85	0.73	0.56	2.24	5.25	0.07	9.14	0.96	57.98	1.22
	2008	16.14	0.37	0.39	1.41	1.71	0.02	4.75	4.90	69.06	1.27
	2009	32.02	0.13	0.36	1.39	1.67	0.52	4.52	1.11	55.72	2.55
	prov. **2010**	20.85	1.41	0.36	1.59	1.47	0.43	6.10	2.67	64.61	0.50
SI	**2006**	0.88	2.47	0.41	2.06	2.55	0.16	5.20	0.88	83.36	2.04
	2007	5.64	0.65	0.88	4.35	9.00	0.42	4.66	0.65	71.93	1.82
	2008	3.96	0.17	0.20	2.78	1.91	0.18	4.97	3.16	81.38	1.27
	2009	1.67	0.36	0.76	2.45	2.99	0.20	3.12	3.45	83.32	1.68
SK	**2006**	0.38	1.03	0.33	3.94	2.00	0.21	6.27	7.46	77.03	1.35
	2007	1.05	2.39	0.67	3.58	5.35	0.03	10.13	10.81	64.08	1.91
	2008	2.72	1.28	0.39	5.86	0.58	0.72	2.67	25.27	59.40	1.10
	2009	7.34	0.26	0.58	2.42	1.88	0.40	5.25	13.35	67.77	0.76
TR	**2005**	41.77	0.90	0.79	2.64	0.62	0.25	6.83	1.05	43.91	1.25
	2006	46.48	0.19	0.18	1.30	1.73	0.62	2.08	0.33	45.60	1.48
	2007	38.03	1.81	0.66	1.57	2.16	0.22	3.70	0.93	48.57	2.35
	2008	58.25	0.95	0.58	1.76	0.61	0.91	1.26	1.45	32.87	1.37
	2009	50.18	0.45	0.15	0.93	1.88	0.05	1.81	0.56	42.95	1.03
	prov. **2010**	51.99	1.33	0.33	0.72	0.67	0.72	3.18	0.90	39.40	0.76
EUR 27 ❷	**2005**	–	3.22	2.28	9.20	3.86	2.92	10.28	3.12	62.46	2.65
est.	**2006**	–	4.78	2.81	10.57	2.82	2.98	5.56	3.95	63.35	3.19
	2007	–	3.91	2.06	8.35	5.79	3.75	7.29	4.57	62.44	1.83
	2008	–	3.57	1.63	12.35	2.30	3.56	4.38	4.96	65.50	1.75
	2009	–	4.24	2.24	8.81	3.82	2.74	3.98	4.99	67.13	2.05
	prov. **2010**	–	3.10	1.64	9.31	2.81	3.84	4.97	4.50	68.47	1.36
US ❷	**2005**	88.46	0.10	0.12	1.79	0.85	0.00	6.18	0.10	–	2.40
	2006	90.04	0.16	0.05	0.17	1.96	0.00	3.74	0.07	–	3.80
	2007	90.06	0.38	0.46	0.80	2.33	0.00	4.76	0.21	–	1.01
	2008	93.41	0.05	0.09	0.82	1.44	0.00	2.65	0.22	–	1.32
	2009	91.76	0.01	0.39	1.56	1.97	0.02	3.01	0.06	–	1.22
	2010	92.32	0.67	0.06	0.73	0.77	0.06	3.93	0.24	–	1.22

Methodology: The nationality of a film produced as a co-production is assigned here as being that of the majority co-production country and not necessarily on the basis of recognition of the co-production under international co-production treaties. As a result market shares given here may differ from those in T.13.7. Changes in figures compared to previous publications are due to ongoing updates of the LUMIERE database for past years.

❶ *EUR inc* refers to films produced in Europe, chiefly in the United Kingdom and benefiting from US inward investment.

❷ Incomplete data.

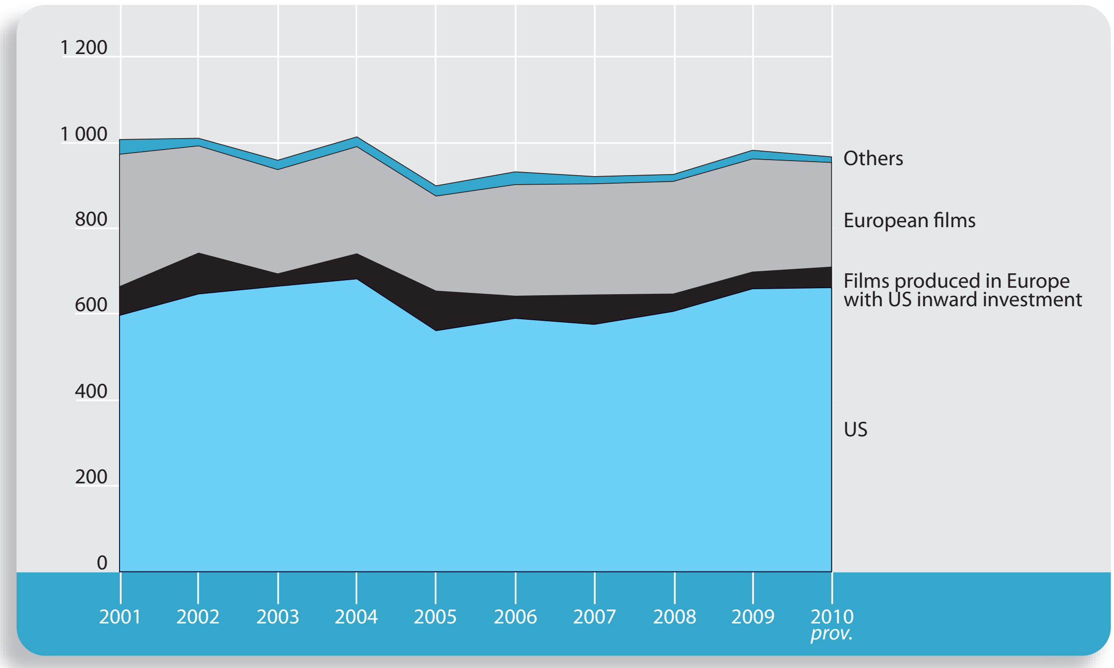
❸ First release films only.

Source: European Audiovisual Observatory, LUMIERE

G.13.5

Admissions to films in the European Union (EUR 27) by region of origin

2001-2010 *est.* Millions of admissions.

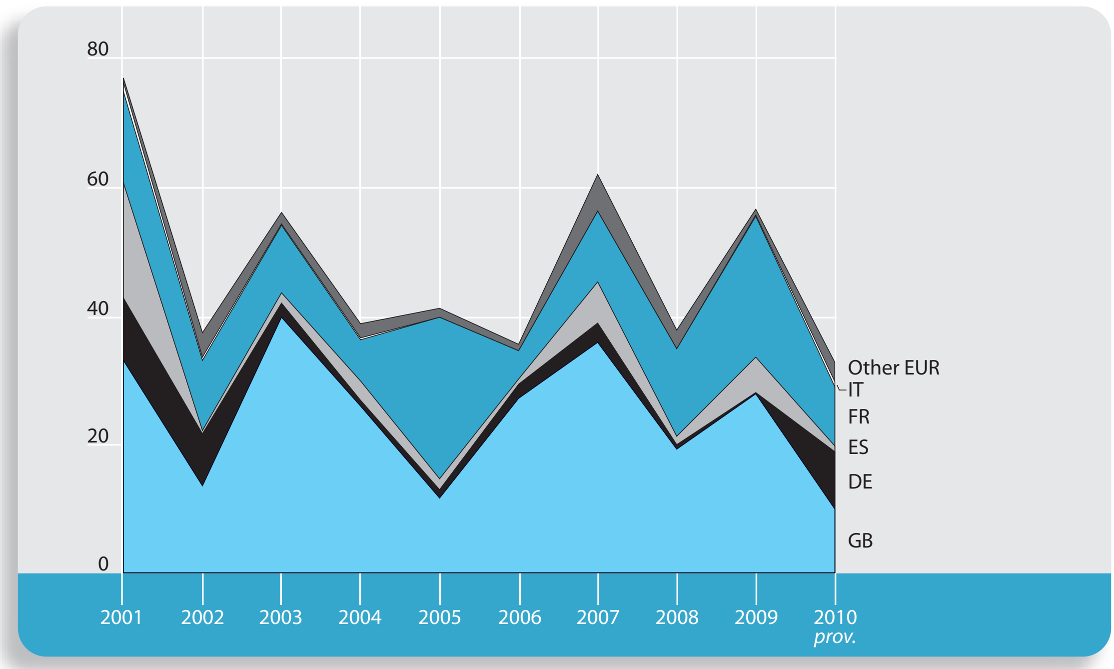


Source: European Audiovisual Observatory, LUMIERE

G.13.6

Admissions to European films on the North American market

2001-2010 *est.* Millions of admissions.



Note: Does not include films produced in the United Kingdom and Ireland with US inward investment.

Source: European Audiovisual Observatory, LUMIERE

T.13.9

Admissions and market shares for European films on the North American market 2005-2010

	Admissions in millions GB inc/US ❶	GB	DE	ES	FR	IT	Other EUR	*Total*
2005	116.4	11.6	1.3	1.7	25.1	0.0	1.4	***157.5***
2006	40.4	27.8	2.2	0.8	3.9	0.0	1.5	***76.6***
2007	58.1	39.8	3.0	6.4	1.1	0.0	5.7	***114.1***
2008	58.8	19.2	0.7	1.3	13.6	0.0	2.9	***96.4***
2009	42.4	27.8	0.2	5.5	21.9	0.2	0.9	***98.9***
2010 *prov.*	53.1	9.9	8.9	0.9	9.2	0.8	3.0	***85.9***

	Market shares GB inc/US ❶	GB	DE	ES	FR	IT	Other EUR	*Total*
2005	8.5%	0.8%	0.1%	0.1%	1.8%	0.0%	0.1%	***11.5%***
2006	2.9%	2.0%	0.2%	0.1%	0.3%	0.0%	0.1%	***5.5%***
2007	4.2%	2.9%	0.2%	0.5%	0.8%	0.0%	0.4%	***9.0%***
2008	4.4%	1.4%	0.1%	0.1%	1.0%	0.0%	0.2%	***7.2%***
2009	3.0%	2.0%	0.0%	0.4%	1.6%	0.0%	0.3%	***7.0%***
2010 *prov.*	3.9%	0.7%	0.7%	0.1%	0.7%	0.1%	0.2%	***6.4%***

❶ Films produced in the United Kingdom with US inward investment.

Source: European Audiovisual Observatory

T.13.10

Admissions to European films on the North American market - Top 20 films 2010

	Original title	Origin	Director	Year of production	*est.* Admissions
1	Harry Potter and the Deathly Hallows: Part 1 ❶	**GB INC/US**	David Yates	2010	35 935 769
2	Robin Hood	**GB INC/US**	Ridley Scott	2010	13 342 171
3	Resident Evil: Afterlife	**DE/FR/GB**	Paul W.S. Anderson	2010	7 620 858
4	Green Zone	**GB/US/ES/FR/JP**	Paul Greengrass	2010	4 442 796
5	Nanny McPhee and the Big Bang	**GB/US/FR**	Susanna White	2010	3 675 693
6	From Paris with Love	**FR**	Pierre Morel	2009	3 051 638
7	The King's Speech ❶	**GB INC/US**	Tom Hooper	2010	2 906 515
8	Océans	**FR/ES/CH**	Jacques Perrin, Jacques Cluzaud	2009	2 461 637
9	The Ghost Writer	**FR/DE/GB**	Roman Polanski	2010	1 969 778
10	Män som hatar kvinnor ❷	**SE/DK/DE**	Niels Arden Oplev	2009	1 323 851
11	Flickan som lekte med elden	**SE/DK/DE**	Daniel Alfredson	2009	1 043 477
12	Bébé(s)	**FR**	Thomas Balmes	2010	927 798
13	The Last Station ❶	**DE/GB/RU**	Michael Hoffman	2009	838 766
14	The Imaginarium of Doctor Parnassus ❸	**GB/CA/FR**	Terry Gilliam	2009	832 638
15	Luftslottet som sprängdes ❶	**SE/DK/DE**	Daniel Alfredson	2009	668 325
16	Io sono l'amore	**IT**	Luca Guadagnino	2009	634 406
17	An Education ❹	**GB INC/US**	Lone Scherfig	2009	627 223
18	Los abrazos rotos ❺	**ES**	Pedro Almodóvar	2009	435 657
19	Exit Through the Gift Shop	**GB**	Banksy	2010	416 244
20	Planet 51 ❻	**ES/GB**	Jorge Blanco, Javier Abad	2009	352 789

❶ Still on release in 2011.
❷ 2009: 233 415.
❸ 2009: 88 131.
❹ 2009: 1 014 892.
❺ 2009: 211 034.
❻ 2009: 5 254 741.

Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

T.13.11

Importance of the European Union (EUR 27) market for national film production 2005-2010 *est.* In millions.

Films from	Total admissions in EUR 27 2005	2006	2007	2008	2009	*prov.* 2010
AT	0.64	1.29	0.97	1.93	1.48	1.11
BE	1.62	2.47	2.69	4.52	3.01	5.53
BG	0.04	0.02	0.05	0.08	0.07	0.50
CZ	2.53	3.92	4.66	6.55	3.46	5.11
DE	27.81	42.54	32.15	31.31	39.74	28.62
DK	4.86	4.08	4.79	5.51	3.51	4.07
EE	0.06	0.16	0.28	0.16	0.04	0.04
ES	19.66	24.97	17.55	14.40	20.92	14.92
FI	1.07	1.82	1.50	2.38	2.80	2.15
FR	79.36	94.05	71.33	109.00	82.49	83.68
FR (INC)	2.95	0.01	0.00	0.11	0.02	0.00
GB	33.36	25.09	47.96	20.30	35.78	26.04
GB (INC)	85.71	49.49	63.76	38.71	37.33	46.24
HU	1.50	2.10	1.27	0.94	0.62	0.38
IT	25.21	26.51	32.05	31.42	25.64	35.68
LT	0.06	0.02	0.07	0.12	0.08	0.09
LV	0.01	0.01	0.30	0.10	0.04	0.13
NL	3.02	2.70	3.68	4.50	4.59	3.89
PL	0.82	5.13	8.04	8.17	8.88	5.44
PT	0.44	0.41	0.48	0.46	0.50	0.39
RO	0.13	0.20	1.15	0.58	0.27	0.30
SE	4.17	4.85	3.87	3.06	14.58	7.20
SI	0.08	0.03	0.14	0.11	0.05	0.20
SK	0.05	0.02	0.03	0.11	0.34	0.10

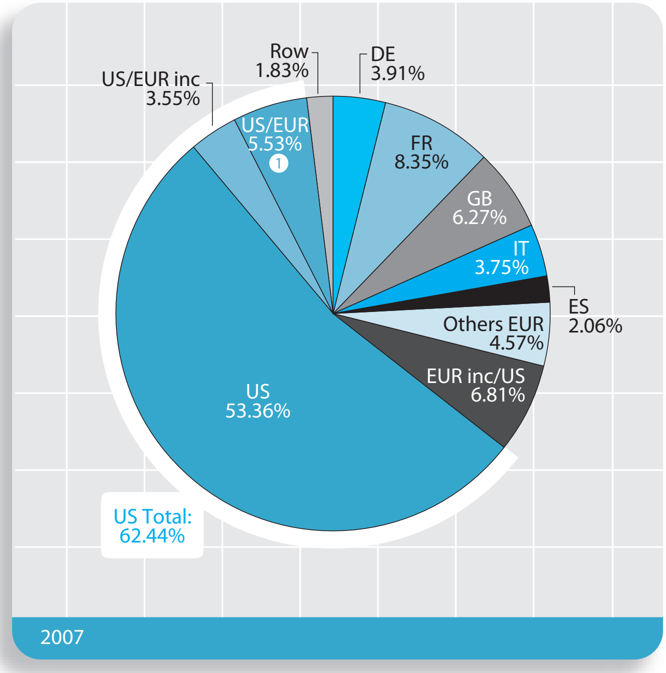
Films from	% of EU admissions outside national market 2005	2006	2007	2008	2009	*prov.* 2010
AT	51.77%	65.92%	77.29%	54.78%	37.05%	44.46%
BE	63.32%	58.06%	62.63%	60.22%	51.51%	~
BG	12.12%	~	~	~	~	~
CZ	7.47%	12.58%	12.79%	25.46%	14.02%	10.63%
DE	32.70%	24.94%	33.67%	17.86%	17.98%	35.54%
DK	18.69%	23.32%	35.19%	21.56%	30.55%	29.41%
EE	2.59%	13.43%	23.04%	27.69%	25.37%	5.22%
ES	15.60%	33.35%	17.64%	29.01%	27.16%	29.28%
FI	13.33%	12.35%	13.21%	32.79%	64.57%	13.12%
FR	29.35%	17.25%	28.30%	25.27%	19.56%	22.64%
FR (INC)	66.40%	51.91%	100.00%	15.13%	100.00%	100.00%
GB	63.89%	68.33%	58.07%	63.82%	59.36%	59.48%
GB (INC)	71.13%	70.97%	71.03%	59.12%	72.32%	74.74%
HU	13.49%	5.32%	3.88%	13.75%	3.75%	1.29%
IT	15.55%	24.04%	4.66%	10.76%	8.82%	6.30%
LT	0.00%	11.23%	0.11%	~	~	6.51%
LV	30.37%	13.78%	46.32%	~	9.86%	22.70%
NL	11.88%	15.79%	19.36%	7.20%	4.73%	1.89%
PL	3.56%	1.22%	0.08%	0.83%	5.62%	0.92%
PT	9.23%	13.49%	15.41%	13.33%	15.31%	22.94%
RO	0.52%	43.51%	88.07%	77.46%	58.19%	50.16%
SE	22.55%	44.91%	15.67%	19.65%	61.85%	54.16%
SI	~	26.60%	6.42%	10.45%	1.78%	3.08%
SK	86.02%	37.43%	5.43%	13.01%	11.49%	28.28%

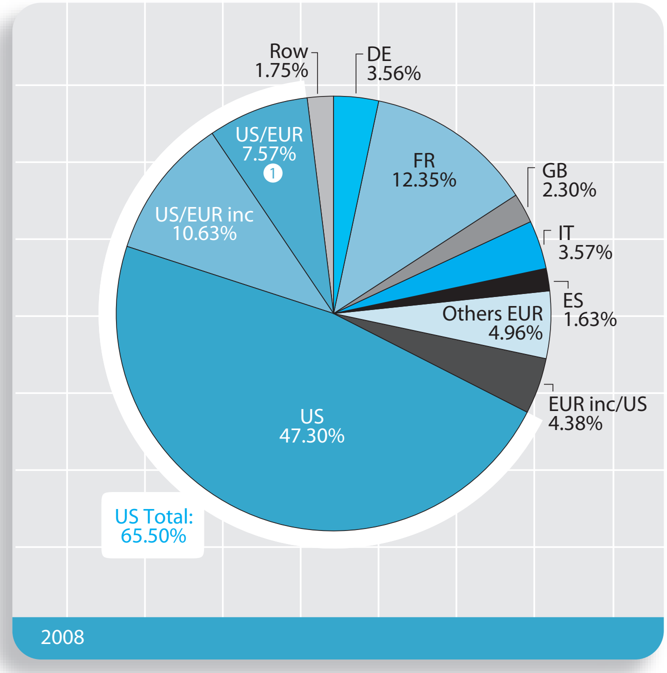
Estimated on the basis of full data for CZ, DK, ES, FI, FR, GB, NL, PL, RO, SE and partial data for AT, BE, BG, DE, EE, HU, IT, LT, LV, PT, SI and SK.

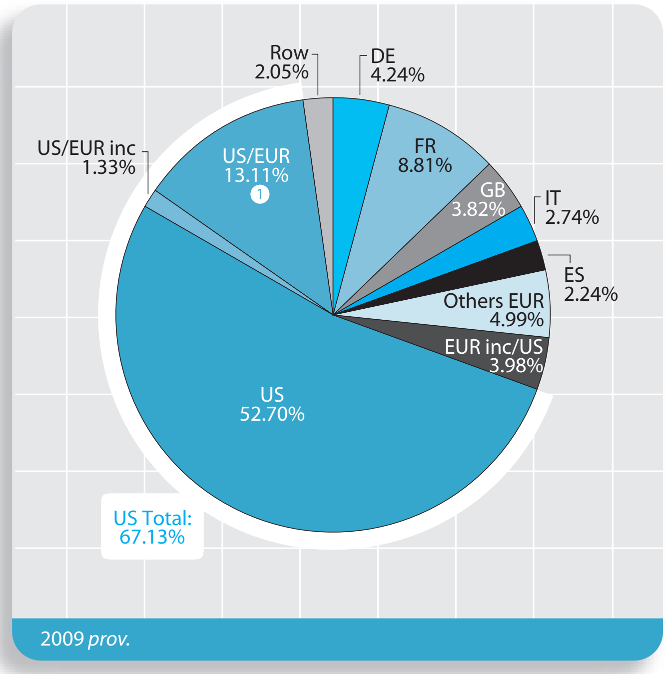
Source: European Audiovisual Observatory, LUMIERE

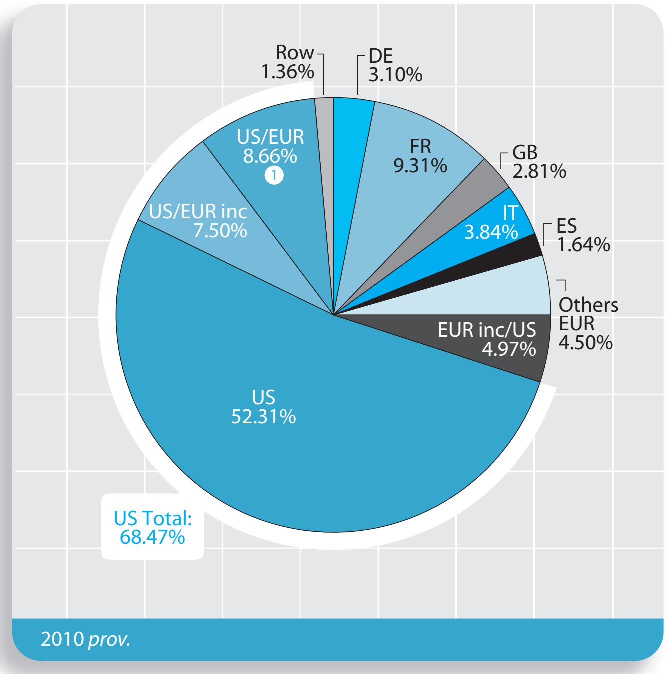
G.13.7

Breakdown of admissions in the European Union market (EUR 27) according to the origin of films 2007-2010 In %.









1 US/EUR inc: US films considered as incoming in Europe.
US/EUR: US films with European investments including German media funds.

Source: European Audiovisual Observatory

T.13.12
G.13.8

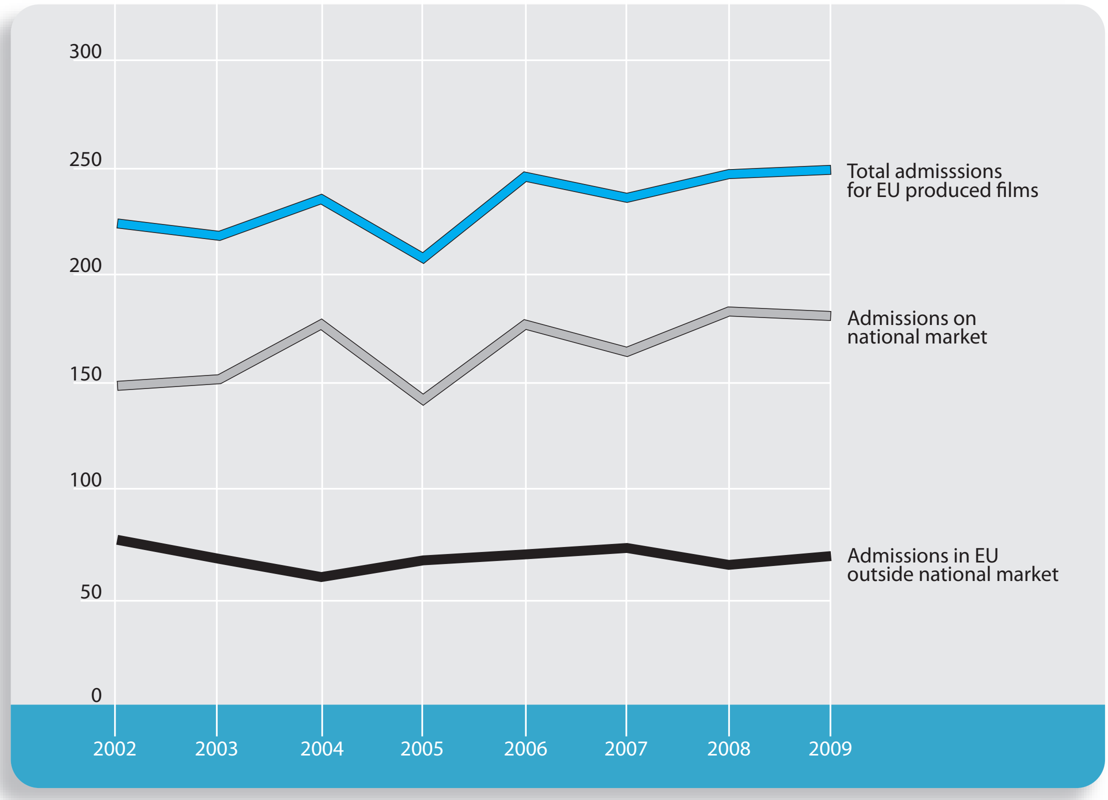
Admissions for films produced in the European Union on the European Union market (EUR 27)

2002-2009

In million.

On the basis of admissions recorded in the LUMIERE database. Films produced in Europe with US inward investment (EUR inc/US) are excluded.

	Total admisssions for EU produced films A	Admissions on national market B	Admissions in EU outside national market C	C/A
2002	224.1	148.1	76.0	***33.9%***
2003	218.3	151.2	67.1	***30.7%***
2004	235.5	176.9	58.6	***24.9%***
2005	207.9	141.6	66.4	***31.9%***
2006	246.0	176.8	69.2	***28.1%***
2007	236.1	164.0	72.2	***30.6%***
2008	247.2	182.9	64.3	***26.0%***
2009	249.2	180.8	68.4	***27.4%***



Source: European Audiovisual Observatory, LUMIERE

T.13.13

The top 50 films by admissions in Europe

2009 Based on an analysis of around 84% of admissions in the Member States of the European Audiovisual Observatory.

Rank	Original title	Country of origin [1]	Total [2]	AT	BE [3]	CH	CZ	DE
1	Ice Age: Dawn of the Dinosaurs	**US**	43 667 311	1 272 648		1 029 015	852 067	8 705 891
2	Harry Potter and the Half-Blood Prince	**GB INC / US**	35 617 879	556 145		469 966	684 247	6 128 515
3	Up	**US**	24 661 612	302 333	678 304	344 909	224 523	2 946 831
4	Avatar	**US / GB**	24 536 394	375 101		337 800	375 733	3 379 380
5	New Moon	**US**	24 299 970	344 499	636 955	319 619	205 629	3 299 499
6	2012	**US / CA**	23 753 525	360 181	566 622	398 580	260 202	3 224 981
7	Angels & Demons	**US**	22 683 841	509 649	486 073	407 476	308 144	4 584 368
8	Slumdog Millionaire [5]	**GB**	17 500 824	269 054	385 189	429 892	177 237	2 068 485
9	Inglourious Basterds	**US / DE**	15 072 449	389 306	487 000	272 127	247 017	2 104 523
10	Transformers: Revenge of the Fallen	**US**	14 883 351	240 710	310 200	136 539	167 721	1 906 345
11	The Hangover	**US / DE**	13 754 922	441 699		335 679	62 833	2 136 313
12	The Curious Case of Benjamin Button	**US**	13 298 918	247 094		236 081	148 393	2 080 378
13	Night at the Museum: Battle of the Smithsonian	**US / CA**	12 167 865	250 386		185 822	157 198	2 369 843
14	Fast & Furious 4	**US**	11 656 066	268 964	376 100	190 679	104 616	1 686 616
15	Monsters vs. Aliens	**US**	11 392 019	100 454	183 000	110 066	147 436	796 261
16	Bolt [6]	**US**	11 109 619	248 345	323 038	147 894	136 136	1 269 497
17	Gran Torino	**US / AU**	10 313 852	45 940		213 246	25 997	687 130
18	G-Force	**US**	10 185 215	235 854	284 051	131 151	189 343	1 523 985
19	Terminator Salvation	**US**	9 901 162	178 185	164 096	126 083	128 111	1 391 391
20	X-Men Origins: Wolverine	**US**	9 846 179	146 915		132 865	52 270	1 008 520
21	The Proposal	**US**	9 708 447	333 165	292 358	209 561	69 495	2 012 307
22	A Christmas Carol	**US**	9 230 820	149 501	150 342	36 053	105 677	927 674
23	This Is It	**US**	8 786 661	137 734	268 422	164 703	291 505	1 310 889
24	Twilight [7]	**US**	8 691 803	269 164		215 554	33 610	2 777 690
25	Madagascar: Escape 2 Africa [8]	**US**	8 145 832	143 401		187 066	196 350	1 330 553
26	Star Trek	**US**	8 046 695	124 754	107 000	71 301	85 293	1 272 691
27	Public Enemies	**US**	7 718 793	110 052	241 000	95 232	63 663	674 428
28	Seven Pounds	**US**	7 552 470	84 628	104 528	117 183	17 850	1 111 271
29	Män som hatar kvinnor	**SE / DK / DE**	7 280 483	34 928	60 287	71 418		666 747
30	Marley & Me	**US**	7 177 124	151 125		117 054	66 884	1 045 377
31	Australia [9]	**AU / US**	7 072 409	128 489		293 293	98 639	1 083 929
32	The Final Destination	**US**	6 829 922	182 742		86 767	86 303	1 000 930
33	The Ugly Truth	**US**	6 776 573	293 768	157 692	206 916	76 953	1 562 418
34	Valkyrie	**US / DE**	6 700 499	139 821		94 528	67 731	1 303 240
35	Hannah Montana: The Movie	**US**	6 604 329	218 362	62 983	86 226	153 448	1 369 568
36	The Reader	**US / DE**	6 444 680	137 603	96 774	153 708	48 296	2 187 327
37	Wickie und die starken Männer	**DE**	6 417 733	796 094		150 903		4 891 161
38	Brüno	**US**	6 390 556	160 366	228 400	148 154	61 461	747 148
39	Knowing	**US / GB**	6 274 210	58 353	329 631	80 183	70 208	497 565
40	Le petit Nicolas	**FR / BE**	6 205 377		198 326	130 402	48 728	
41	Yes Man [10]	**US / AU**	6 068 067	163 266		104 221	43 742	648 862
42	He's Just Not That Into You	**US / DE**	5 681 987	127 283	124 591	72 322	31 590	665 953
43	Alvin and the Chipmunks: The Squeakquel	**US**	5 504 337	139 765		88 687	29 191	748 513
44	17 Again	**US**	5 486 268	89 299	137 280	60 374	34 842	656 310
45	District 9	**US / NZ**	5 456 275	52 672	87 291	67 167	71 161	511 240
46	Watchmen	**US**	5 046 993	72 287	126 500	45 725	51 995	519 098
47	G.I. Joe: The Rise of Cobra	**US / CZ**	4 941 970	67 163	166 700	39 383	38 285	411 340
48	Recep Ivedik 2	**TR**	4 904 780	42 646				440 479
49	Revolutionary Road	**US / GB**	4 816 043	58 743	119 800	172 204	43 192	554 376
50	The Taking of Pelham 1 2 3	**US / GB**	4 768 437	52 913	159 395	66 502	18 690	398 313
	Sources			*ÖFI/ Nielsen EDI*	*MFB*	*OFS*	*UFD*	*FFA*

1. *INC* refers to films produced in Europe with US investment.
2. AT, BE, BG, CH, CZ, DE, DK, EE, ES, FI, FR, GB/IE, HR, HU, IT, LT, LV, NL, NO, PL, PT, RO, SE, SI, SK, TR.
3. Incomplete data.
4. GB/IE admissions are estimated using an average ticket price. Updated data.
5. 2008: 221 173.
6. 2008: 2 843 389.
7. 2008: 5 873 616.
8. 2008: 24 474 989.
9. 2008: 3 770 990.
10. 2008: 2 295 727.

DK	ES	FI	FR	GB/IE (4)	IT (3)	NL	NO	PL	PT	SE	TR
515 583	3 331 654	387 314	7 821 650	6 437 905	4 054 481	1 134 483	859 617	1 990 248	667 684	668 038	1 408 523
596 291	2 393 080	346 170	6 096 446	9 324 174	2 994 664	1 357 884	517 138	1 157 551	434 514	754 497	640 098
496 825	3 726 039	218 543	4 471 647	6 322 694	1 957 829	788 231	325 157		469 668	461 412	271 651
322 038	3 057 717	124 272	6 262 581	6 032 283		502 058	235 840	680 602	424 088	453 296	721 582
246 251	3 088 254	185 400	4 117 983	4 942 664	2 554 730	267 069	274 822	744 338	513 328	466 158	1 195 932
215 348	2 311 585	113 671	4 608 851	3 577 323	2 246 384	565 144	246 654	1 526 437	530 741	399 038	1 468 855
494 143	2 614 057	200 797	2 042 698	3 415 813	2 988 759	704 258	325 725	1 059 911	504 740	400 701	705 709
211 742	1 738 874	187 740	2 694 389	5 820 652	831 074	536 788	216 446	465 595	382 753	197 401	338 209
139 856	1 784 366	180 963	2 834 807	1 972 611	1 507 738	629 010	262 514	576 338	339 658	362 185	288 894
171 326	1 002 751	76 878	2 252 691	4 952 376	1 333 991	320 512	188 963	460 664	224 827	253 018	347 065
179 539	1 038 716	111 252	2 003 760	4 066 372	662 615	488 665	274 597	534 044	236 205	291 131	93 628
105 259	2 027 137	90 635	2 606 052	1 671 983	1 789 250	378 107	90 566	394 761	397 244	209 768	465 319
95 274	1 066 386	64 558	1 636 243	3 682 299	1 158 436	228 212	80 044	359 013	170 482	162 665	141 633
160 462	1 053 093	76 063	1 786 434	2 496 094	1 313 891	346 478	173 433	276 747	250 187	169 285	379 827
118 673	1 467 126	107 689	1 264 465	3 914 969	1 016 803	229 567	113 597	792 397	298 870	165 365	158 671
258 715	384 552	161 872	2 939 074	3 297 352	37 106	413 627	192 295	103 665	126 450	359 331	134 706
119 407	2 094 875	53 556	3 448 009	1 531 796	1 524 314	91 777	59 635	54 914	170 467	69 713	35 388
120 730	1 251 096	79 919	1 392 602	2 479 729	499 165	306 486	126 046	593 803	200 650	162 763	102 419
122 667	1 161 709	72 890	1 556 957	2 611 224	567 584	195 877	97 526	416 226	152 849	203 782	276 007
119 887	1 386 563	45 493	1 958 825	2 991 788	812 907	251 187	89 011	136 273	147 492	145 648	163 551
113 290	687 172	42 572	834 933	2 175 857	724 583	411 347	101 338	453 960	266 653	194 338	120 969
56 996	755 857	60 508	1 233 586	3 696 163	514 709	162 363	102 824	645 267	126 088	69 865	41 776
208 784	538 073	57 558	1 544 540	1 800 728	646 375	513 041	139 641	393 013	106 780	226 562	44 443
103 625	369 156	155 111	2 798 966	613 278	17 910	30 451	119 020	439 768	48 831	55 129	328 930
100 646	376 037	66 258	1 062 375	617 296	1 243 298	222 958	67 244	2 105 476	82 172	96 920	24 168
47 140	460 211	47 827	819 932	3 901 463	365 977	134 989	77 228	80 493	88 651	85 075	83 961
68 584	1 207 187	89 308	1 564 312	1 269 297	896 832	229 746	136 359	268 478	199 929	193 809	131 486
19 008	1 661 961	5 275	1 108 938	1 020 360	1 824 887	78 862	5 340	86 913	121 607	26 865	93 020
959 207	1 555 356	86 296	1 216 189		616 540	201 392	532 167	40 497	22 441	1 217 018	
36 059	460 172	40 044	775 037	2 803 676	804 562	180 450	28 800	80 673	205 406	53 239	58 412
251 132	1 247 061	93 768	994 868	696 730	859 508	266 189	75 500	85 801	184 073	385 278	117 948
	357 773	10 084	1 109 984	2 353 924		189 939	3 836	593 530	100 304	20 930	263 174
74 251	846 087	40 269	659 900	1 177 974	336 890	172 129	53 656	170 667	204 696	97 460	137 156
99 716	1 000 951	56 728	704 230	1 196 700	747 805	365 927	64 092	171 079	164 309	160 778	154 584
138 626	1 087 802	43 780	389 294	1 559 828	406 227	36 667	200 701	333 248	168 358	77 760	32 977
32 254	793 100	29 933	730 069	1 065 536	443 258	216 168	34 241	184 410	89 890	60 697	55 788
	579 575										
122 025	291 112	117 035	237 612	2 879 190	183 712	269 455	134 235	167 834	95 839	188 436	
24 450	765 042	22 845	1 401 899	1 250 071	730 696	152 024	45 657	174 904	153 137	18 165	327 899
			5 462 264					365 657			
198 214	337 730	93 931	744 314	683 711	1 286 564	390 120	126 632	101 717	138 853	174 991	327 348
68 654	740 501	35 100	655 528	1 742 617	449 652	171 926	44 373	104 800	127 039	28 846	155 256
126 821	623 602	30 814	536 385	2 315 149		378 094	92 559		72 209	149 947	43 739
64 071	228 777	26 932	1 010 753	2 067 640	257 990	230 900	49 959	97 256	58 683	55 323	73 492
81 077	776 668	31 329	1 108 053	1 651 433	301 712	74 840	64 089	244 478	94 396	103 818	44 667
78 000	514 723	65 475	754 785	1 638 688	442 054	142 198	69 262	80 211	89 033	88 633	102 496
45 396	757 958	16 688	911 957	1 181 228	450 289	132 342	44 317	82 099	128 996	71 490	175 085
				19 335		69 204					4 333 116
59 294	697 887	47 814	1 141 843	641 503	596 916	91 539	52 117	163 255	107 091	68 547	83 452
32 378	1 031 494	19 114	809 739	916 143	388 253	176 464	40 961	125 704	160 445	61 723	114 748
DFI	*ICAA*	*FFF*	*CNC/Le film français*	*Nielsen EDI*	*Cinetel*	*NFC/NVB*	*Film&Kino*	*Box Office.pl*	*ICA*	*SFI*	*Sinema Gazetesi*

Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

T.13.14

The top 50 European films by admissions in Europe

2009 Based on an analysis of around 84% of admissions in the Member States of the European Audiovisual Observatory.

Rank	Original title	Country of origin (1)	Total (2)	AT	BE (3)	CH	CZ	DE (3)
1	Harry Potter and the Half-Blood Prince	**GB INC / US**	35 617 879	556 145		469 966	684 247	6 128 515
2	Slumdog Millionaire (5)	**GB**	17 500 824	269 054	385 189	429 892	177 237	2 068 485
3	Män som hatar kvinnor	**SE / DK / DE**	7 280 483	34 928	60 287	71 418		666 747
4	Wickie und die starken Männer	**DE**	6 417 733	796 094		150 903		4 891 161
5	Le petit Nicolas	**FR / BE**	6 205 377		198 326	130 402	48 728	
6	Recep Ivedik 2	**TR**	4 904 780	42 646				440 479
7	Arthur et la vengeance de Maltazard	**FR**	4 163 578	23 371	209 187	34 375	16 878	211 327
8	LOL (Laughing Out Loud) ®	**FR**	4 077 774	32 695	127 397	21 605		147 109
9	Zweiohrküken	**DE**	3 736 582	260 492		135 711		3 340 379
10	Coco avant Chanel	**FR**	3 591 790	64 737	71 922	81 992	89 313	518 929
11	Los abrazos rotos	**ES**	3 473 537	29 752	75 678	108 711	32 701	236 798
12	Flickan som lekte med elden	**SE / DK / DE**	3 451 905			3 359		
13	Agora	**ES**	3 366 916					
14	Planet 51	**ES / GB**	3 335 327	31 786		15 722		224 004
15	Coco	**FR**	3 148 860		101 000	39 183		
16	Günesi gördüm	**TR**	2 697 891	16 245		6 435		161 557
17	OSS 117: Rio ne répond plus	**FR**	2 697 218		78 836	57 009		
18	The Boat That Rocked	**GB / DE / US / FR**	2 649 168	27 528	11 700	30 519	26 399	223 970
19	The Imaginarium of Doctor Parnassus	**GB / CA / FR**	2 615 592			38 052		
20	Nefes: Vatan sagolsun	**TR**	2 607 341	13 846		4 159		151 932
21	Die Päpstin	**DE / GB / IT / ES**	2 582 235	159 210		83 174		2 339 213
22	Natale a Beverly Hills	**IT / US**	2 578 099			25 264		
23	Neuilly sa mère !	**FR**	2 515 151		42 105	21 039		
24	Transporter 3 (6)	**FR / GB**	2 425 251	151 691	42 093	52 243	26 524	1 354 731
25	Männerherzen	**DE**	2 391 090	188 003		108 895		2 094 192
26	Hexe Lilli: Der Drache und das magische Buch	**DE / AT / ES / IT**	2 090 339	176 907	17 219	48 114		1 220 288
27	Cado dalle nubi	**IT**	2 080 199			1 700		
28	Safari	**FR**	2 033 719		59 686	13 156		
29	Italians	**IT**	1 997 068			8 533		
30	De l'autre côté du lit	**FR**	1 979 965		151 869	35 714		
31	Bienvenue chez les Ch'tis (7)	**FR**	1 940 314	66 466	22 080	60 440		1 103 625
32	Ex	**IT / FR**	1 897 866			3 985		
33	Männersache	**DE**	1 859 400	44 383		3 403		1 811 614
34	Le code a changé	**FR**	1 806 841	14 638	61 300	16 792		85 103
35	Baarìa	**IT / FR**	1 806 578			3 926		
36	Niko - lentäjän poika (8)	**FI / DE / DK / IE**	1 800 127	71 659		3 297	21 471	705 345
37	Lucky Luke	**FR**	1 743 916		46 446	34 744		
38	Le concert	**FR / BE / RO / IT**	1 678 593		68 561	3 980		
39	La première étoile	**FR**	1 673 701		13 426	4 749		7 963
40	Das weiße Band	**DE / AT / FR / IT**	1 443 069	65 612	45 832	58 146		396 444
41	Dorian Gray	**GB**	1 432 171					
42	Celda 211	**ES / FR**	1 400 422					
43	Io e Marilyn	**IT**	1 363 142			4 451		
44	Micmacs à tire-larigot	**FR**	1 356 388		44 215	32 359	5 154	
45	Horst Schlämmer - Isch kandidiere!	**DE**	1 348 042	1 997				1 346 045
46	Kochaj i tancz	**PL**	1 347 717				8 897	
47	Maria, Ihm schmeckt's nicht!	**DE / IT**	1 339 130	28 130		14 657		1 296 343
48	Desert Flower	**DE / AT / FR**	1 317 207	178 686		99 408		1 039 113
49	Popieluszko. Wolnosc jest w nas	**PL**	1 314 315					
50	Welcome	**FR**	1 309 500	566	28 401	17 977		
	Sources			*ÖFI/ Nielsen EDI*	*MFB*	*OFS*	*UFD*	*FFA*

(1) *INC* refers to films produced in Europe with US investment.

(2) AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB/IE, HR, HU, IT, LT, LV, NL, NO, PL, PT, RO, SE, SI, SK, TR.

(3) Incomplete data.

(4) GB/IE admissions are estimated using an average ticket price. Updated data.

(5) 2008: 221 173.

(6) 2008: 2 051 176.

(7) 2008: 24 241 752.

(8) 2008: 853 800.

DK	ES	FI	FR	GB/IE [4]	IT [3]	NL	NO	PL	PT	SE	TR
596 291	2 393 080	346 170	6 096 446	9 324 174	2 994 664	1 357 884	517 138	1 157 551	434 514	754 497	640 098
211 742	1 738 874	187 740	2 694 389	5 820 652	831 074	536 788	216 446	465 595	382 753	197 401	338 209
959 207	1 555 356	86 296	1 216 189		616 540	201 392	532 167	40 497	22 441	1 217 018	
	579 575										
			5 462 264					365 657			
				19 335		69 204					4 333 116
36 580		13 401	3 346 900		9 695	23 625	10 805	23 823	112 813	33 708	
	99 139		3 649 758							71	
55 226	295 320	21 599	1 042 239	482 819	215 131	111 016	25 726	239 258	26 961	63 059	22 144
30 283	686 581	31 443	915 910	249 036	594 641	65 281	13 916	218 926	53 994	49 405	
784 701	833 161	76 316			237 436		487 637			1 029 295	
	3 318 399								48 517		
1 478	1 643 634	2 866		786 257	406 965				181 907		
			3 008 677								
				872		21 328					2 491 454
			2 560 290								
8 564	26 082	22 502	862 706	1 128 899	160 772	23 460	13 146		19 371	21 761	
13 559	128 686	1 968	530 020	720 743	1 164 177		5 864			7 455	
				3 306		14 962					2 419 136
					2 552 835						
			2 452 007								
	472 190			4 163		37 705	10 531	61 888	82 121		49 013
	431 063		109 716			67 561					19 471
					2 078 499						
			1 960 877								
					1 988 535						
			1 792 382								
3 710	582 540				23 361	21 566	14 268	7 130	1 159		
	126 890				1 766 991						
			1 626 503				2 505				
					1 802 652						
16 349	79 895	37 133	266 037	1 306	12 845	25 648	6 652	360 002		2 520	75 826
			1 662 726								
3 530		5 352	1 581 719								
			1 647 563								
112			600 082	89 947	98 465	53 579	3 910	25 150		5 790	
				545 737	886 434						
	1 400 422										
					1 358 691						
			1 258 804			15 856					
								1 336 102			
					2 085			1 312 230			
			1 177 330	2 233	59 825	15 117	8		4 495	2 486	
DFI	*ICAA*	*FFF*	*CNC/Le film français*	*Nielsen EDI*	*Cinetel*	*NFC/NVB*	*Film&Kino*	*Box Office.pl*	*ICA*	*SFI*	*Sinema Gazetesi*

Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

T.13.15

The top 50 films by admissions in Europe

2010

Based on an analysis of around 81% of admissions in the Member States of the European Audiovisual Observatory.

Rank	Original title	Country of origin [1]	Total [2]	AT	CH	CZ	DE [3]	DK
1	Avatar [5]	**US / GB**	55 024 931	799 639	826 951	954 108	7 872 509	835 874
2	Harry Potter and the Deathly Hallows: Part 1	**GB INC / US**	32 894 504	496 190	426 591	649 089	5 187 790	521 860
3	Toy Story 3	**US**	28 791 874	204 197	168 044	192 544	1 591 518	356 841
4	Alice in Wonderland	**US**	28 311 711	526 814	384 864	405 491	2 968 430	307 806
5	Inception	**US / GB INC**	27 405 753	322 890	438 496	328 254	3 423 479	514 966
6	Shrek Forever After	**US**	26 300 554	445 754	275 302	615 662	2 431 818	356 922
7	The Twilight Saga: Eclipse	**US**	25 317 940	400 032	294 488	262 171	3 710 149	305 982
8	Despicable Me	**US**	15 433 175	282 239	302 768	140 074	2 466 275	184 930
9	Robin Hood	**GB INC / US**	14 061 386	262 395	250 124	110 856	1 524 773	147 246
10	Sherlock Holmes [6]	**US / GB INC / DE**	13 846 300	248 516	263 436	195 588	1 731 301	135 870
11	Sex and the City 2	**US**	13 700 894	302 083	264 771	148 018	2 569 498	327 473
12	How to Train Your Dragon	**US**	12 977 402	228 730	188 345	253 185	1 605 205	251 537
13	Clash of the Titans	**US**	12 622 745	176 237	124 951	249 002	1 355 315	131 790
14	Shutter Island	**US**	12 122 919	168 598	249 279	86 518	1 484 491	130 884
15	Prince of Persia: The Sands of Time	**US / GB INC**	12 060 671	253 643	170 365	141 967	1 610 233	91 178
16	Iron Man 2	**US**	12 032 568	142 380	142 823	79 159	1 013 795	177 138
17	The Princess and the Frog [7]	**US**	11 668 865	67 257	119 525	56 900	551 784	207 112
18	The Chronicles of Narnia: Dawn Treader	**US / GB INC**	9 233 300	85 304	100 700	97 195	760 710	46 647
19	Tangled	**US**	9 155 749	321 912	157 249		2 588 600	3 983
20	The Karate Kid	**US / CN**	8 896 916	169 700	187 425	43 055	1 452 703	104 917
21	Knight and Day	**US**	8 341 606	219 002	154 055	45 052	1 021 073	115 976
22	Alvin and the Chipmunks: The Squeakquel [8]	**US**	8 237 456	218 645	197 358	124 186	1 422 775	202 562
23	The Expendables	**US**	7 824 013	158 641	107 560	88 590	860 512	103 272
24	The Sorcerer's Apprentice	**US**	7 701 973	115 701	68 513	103 023	643 562	75 331
25	The Last Airbender	**US**	7 486 390	190 188	82 376	78 191	1 307 493	54 349
26	Salt	**US**	7 314 506	121 477	133 423	33 291	818 911	76 127
27	Eat Pray Love	**US**	7 140 791	181 001	197 820	90 631	1 405 736	157 649
28	Invictus	**US**	7 055 423	22 646	162 588		112 161	32 064
29	The Social Network	**US**	7 006 790	122 155	130 888	38 089	928 571	115 114
30	Step Up 3D	**US**	7 006 534	191 706	179 872	101 175	1 032 985	35 829
31	Grown Ups	**US**	6 985 650	364 582	237 092	48 362	2 097 177	72 923
32	Due Date	**US**	6 660 497	176 552	145 725	36 334	1 322 110	445
33	Valentine's Day	**US**	6 451 670	188 108	142 323	33 984	875 284	81 079
34	Percy Jackson & the Olympians: Lightning Thief	**US**	6 241 158	94 973	62 817	67 715	905 625	87 902
35	Up in the Air	**US**	5 951 039	117 056	193 277	58 353	847 378	55 244
36	Resident Evil: Afterlife	**DE / FR / GB**	5 886 013	185 893	63 863	62 708	1 138 014	36 093
37	The A-Team	**US**	5 783 140	91 846	82 727	22 649	779 780	71 773
38	It's Complicated [9]	**US**	5 746 007	292 228	208 385	105 173	1 110 038	91 032
39	Nanny McPhee and the Big Bang	**GB / US / FR**	5 679 172	103 281	58 571	26 103	656 682	34 431
40	Les petits mouchoirs	**FR**	5 462 473		61 120			
41	Saw 3D: The Final Chapter	**US**	5 026 273	136 799	70 330	64 606	522 714	63 674
42	Benvenuti al Sud	**IT**	4 923 064		11 144			
43	Paranormal Activity 2	**US**	4 846 198	50 965	33 510	27 333	411 602	73 327
44	Megamind	**US**	4 763 868	72 213	48 348	51 762	372 227	50 122
45	The Ghost Writer	**FR / DE / GB**	4 707 519	30 225	100 265	26 200	354 859	42 177
46	Wall Street: Money Never Sleeps	**US**	4 697 881	83 431	107 985	55 137	563 065	188 014
47	Little Fockers	**US**	4 667 808	111 543	70 825	46 387	558 110	36 101
48	The Bounty Hunter	**US**	4 604 185	168 076	127 564	31 908	945 742	53 512
49	Red	**US**	4 404 900	134 874	128 895	51 205	853 118	74 216
50	L'arnacoeur	**FR / MC**	4 319 109		54 949	24 270		
	Sources			*ÖFI/ Nielsen EDI*	*OFS*	*UFD*	*FFA*	*DFI*

[1] *INC* refers to films produced in Europe with US investment.

[2] AT, BE, BG, CH, CZ, DE, DK, EE, ES, FI, FR, GB/IE, GR, HU, IT, LT, LV, NL, NO, PL, PT, RO, SE, SI, SK, TR.

[3] Incomplete data.

[4] GB/IE admissions are estimated using an average ticket price.

[5] 2009: 24 536 394.

[6] 2009: 3 678 102.

[7] 2009: 2 376 318.

[8] 2009: 5 504 337.

[9] 2009: 937 711.

ES	FI	FR	GB/IE ❹	GR	IT ❸	NL	NO	PL	PT	SE	TR
6 299 969	287 767	8 415 307	10 481 167	577 281	7 493 785	1 226 372	544 780	3 084 595	782 074	1 027 977	1 757 651
2 044 846	292 991	5 506 304	8 375 818	374 336	2 710 408	1 033 940	402 071	1 166 645	410 530	637 980	790 721
3 597 224	213 609	4 353 253	12 635 504	202 119	1 688 047	564 191	233 387	582 938	410 706	401 266	334 383
2 861 441	304 844	4 533 414	7 283 620	249 411	3 511 206	738 105	266 218	1 102 652	456 453	487 615	335 819
2 712 641	253 098	4 933 551	6 129 536	421 883	1 688 234	830 211	361 687	1 088 427	407 612	623 040	1 100 649
2 318 260	211 087	4 625 118	5 543 493	209 328	2 199 696	617 505	315 177	2 468 751	743 525	360 052	579 137
3 165 263	177 253	3 940 301	5 094 765	307 800	2 509 107	361 151	320 528	801 539	523 102	542 077	1 041 920
1 471 020	127 010	2 937 925	3 398 820	86 885	1 534 161	472 095	113 602	307 024	286 357	177 920	195 393
1 697 874	89 104	2 385 387	2 644 153	159 519	1 775 739	349 587	211 015	562 644	303 740	295 469	491 609
1 614 714	139 808	2 154 578	2 391 000	281 646	1 898 482	381 896	146 094	468 217	245 859	284 042	269 864
737 488	328 286	1 317 501	3 706 459	303 193	981 391	483 794	261 064	201 213	233 720	371 255	102 004
1 300 406	44 672	2 315 602	2 954 889	129 679	702 503	347 836	183 161	762 846	341 221	244 829	198 049
1 603 443	68 406	1 879 655	3 459 669	378 167	889 357	188 966	77 738	323 914	172 093	125 313	476 597
1 384 694	91 411	3 113 153	1 840 180	308 932	1 146 525	256 656	160 597	256 861	210 292	309 710	227 930
1 704 189	69 116	2 169 011	1 517 315	176 791	1 098 151	250 403	134 081	594 140	342 941	169 317	547 200
917 693	72 946	2 575 234	3 627 295	152 656	1 292 406	223 333	162 802	200 644	187 099	163 399	294 602
1 558 151	95 576	3 842 600	1 908 273	144 712	584 391	346 575	146 580	585 963	281 512	255 652	218 653
1 309 418	34 543	2 265 761	1 928 667	71 851	800 957	202 385	94 576	288 287	118 697	178 992	209 626
	130	2 781 868			1 194 010	243 584	68	700 947	238 628	279	82 409
1 506 656	32 864	1 285 635	2 119 863	91 032	338 536	394 812	248 612	120 882	166 758	92 548	96 673
976 574	71 357	1 768 047	1 670 415	110 773	349 485	328 407	143 284	134 097	211 157	176 956	247 570
913 997	97 072		1 940 141	4 561	1 021 475	423 143	200 853	538 634	139 702	369 563	131 368
715 377	90 299	1 651 610	1 817 264	147 699	487 356	272 095	104 891	269 891	267 650	84 009	235 795
1 170 715	23 972	1 690 184	594 886	77 303	1 213 160	191 900	71 278	350 225	217 511	138 249	314 188
970 321	26 583	1 184 413	859 686	49 337	638 952	315 197	36 731	208 141	202 903	94 711	438 639
1 002 774	41 374	1 472 079	1 215 286	134 174	393 038	306 142	103 197	331 931	252 371	74 509	252 612
797 340	61 566	679 606	798 897	94 444	645 360	337 953	66 929	311 645	314 063	99 544	235 574
1 224 390	6 910	3 165 259	822 427	38 180	1 073 550	49 988	19 009		202 499	8 421	15 565
697 933	49 155	1 436 068	1 788 813	80 321	421 826	146 763	88 952	227 383	156 353	144 070	83 486
237 828	33 800	930 843	1 337 964	139 077	744 003	410 371	24 784	603 825	66 182		
1 092 874	15 573	282 379	1 324 777	66 725	129 352	229 994	36 031	139 524	163 972	79 705	80 151
464 720	57 476	785 086	1 818 880	159 820	59	216 050	75 081	298 892	216 147	149 374	103 692
430 621	69 807	1 192 912	1 747 560	73 249	227 756	319 683	63 398	129 378	113 781	68 167	102 049
735 591	36 807	1 232 510	1 275 042	163 135	504 027	193 350	54 979	148 771	56 999	80 548	100 378
780 682	33 140	770 958	1 114 907	146 363	944 705	126 203	30 515	119 292	221 636	61 165	54 728
756 886	34 388	911 560	815 955	48 912	449 780	70 030	31 656	212 137	141 005	115 368	331 689
469 336	39 437	1 188 852	1 768 139	34 011	412 266	161 214	93 686	90 536	56 198	96 787	82 713
432 973	61 827		1 593 981	53 079	630 111	232 735	99 410	193 288	239 156	154 803	72 645
420 356	8 358	503 327	2 829 681		250 504	193 655	38 425	134 639	91 889	14 773	34 646
		5 249 345									
	30 248	571 089	1 480 987	63 369	595 049		16 093	302 125	98 027	130 863	519 575
		22 681			4 889 239						
300 948	24 805	775 132	1 885 388	46 441	421 619	137 676	37 462	130 267	54 704	65 034	188 805
850 235	22 379	723 337	1 434 733	23 037	545 957	81 774	35 093	53 925	113 834	54 964	
895 012	26 118	1 048 701	699 720	101 392	616 183	75 152	34 391	419 834	83 456	50 363	
760 253	51 294	575 521	711 358	41 021	508 159	126 944	87 016	101 726	135 268	142 611	57 298
559 349	1 916	450 427	1 910 896	82 247		135 137	24 288	195 895	117 925		51 020
477 707	39 819	234 852	1 061 839	92 794	272 711	147 347	34 956	124 327	128 398	62 042	89 718
	25 391	802 144	1 189 057	63 350		212 681	35 674	235 825	104 634	20 468	219 347
177 518		3 798 089	119 819	9 335				106 003			
ICAA	*FFF*	*CNC/Le film français*	*Nielsen EDI*	*GFC*	*Cinetel*	*NFC/NVB*	*Film&Kino*	*Box Office.pl*	*ICA*	*SFI*	*Sinema Gazetesi*

Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

T.13.16

The top 50 European films by admissions in Europe

2010 Based on an analysis of around 81% of admissions in the Member States of the European Audiovisual Observatory.

Rank	Original title	Country of origin [1]	Total [2]	AT	BE [3]	CH	CZ	DE [3]
1	Harry Potter and the Deathly Hallows: Part 1	**GB INC / US**	32 894 504	496 190	912 149	426 591	649 089	5 187 790
2	Robin Hood	**GB INC / US**	14 061 386	262 395	339 501	250 124	110 856	1 524 773
3	Resident Evil: Afterlife	**DE / FR / GB**	5 886 013	185 893	103 624	63 863	62 708	1 138 014
4	Nanny McPhee and the Big Bang	**GB / US / FR**	5 679 172	103 281	202 750	58 571	26 103	656 682
5	Les petits mouchoirs	**FR**	5 462 473		152 008	61 120		
6	Benvenuti al Sud	**IT**	4 923 064			11 144		
7	The Ghost Writer	**FR / DE / GB**	4 707 519	30 225		100 265	26 200	354 859
8	L'arnacoeur	**FR / MC**	4 319 109			54 949	24 270	
9	StreetDance 3D	**GB**	4 145 801	55 910	101 997	101 283	59 925	525 586
10	Camping 2	**FR**	4 137 984		120 366	39 504		
11	Océans [5]	**FR / ES / CH**	3 929 942	8 334	89 624	99 488		584 850
12	New York'ta Beş Minare	**TR**	3 799 212	34 928		7 441		261 055
13	Recep Ivedik 3	**TR**	3 798 199	38 565		8 966		360 695
14	Green Zone	**GB / US / ES / FR / JP**	3 730 173	44 410	96 047	80 942	17 069	319 260
15	Sammy's avonturen: De geheime doorgang	**BE / US**	3 701 172	91 127		42 076	78 622	646 429
16	Des hommes et des dieux	**FR**	3 562 177	8 135		66 488		69 036
17	Arthur et la guerre des deux mondes	**FR**	3 341 753		160 335	18 440		
18	La rafle	**FR / DE / HU**	3 034 918		95 010	16 792		
19	Eyyvah eyvah	**TR**	2 613 759	10 259		6 433		126 887
20	Io, loro e Lara	**IT**	2 539 916			2 713		
21	Potiche	**FR / BE**	2 506 441		85 582	56 299	1 893	
22	Yahsi bat [6]	**TR**	2 431 676	13 652		4 336		81 024
23	Planet 51 [7]	**ES / GB**	2 293 789	3 233	111 393	2 022	71 271	44 182
24	Les aventures extraordinaires d'Adèle Blanc-Sec	**FR**	2 262 911		38 984	29 492	7 666	78 610
25	Natale in Sud Africa	**IT**	2 195 224			21 892		
26	Maschi contro femmine	**IT**	2 152 040			3 233		
27	Mine vaganti	**IT**	2 032 710	43 520		45 251		245 182
28	La banda dei babbi natale	**IT**	2 026 706			11 582		
29	Soul Kitchen [8]	**DE**	1 963 412	38 457	13 189	51 154		957 339
30	Die Konferenz der Tiere	**DE**	1 947 578	194 548		46 344		1 409 397
31	Luftslottet som sprängdes [9]	**SE / DK / DE**	1 854 282	15 322		26 585	3 468	408 016
32	Av mevsimi	**TR**	1 836 798	4 997		172		31 386
33	From Paris with Love	**FR**	1 657 181	31 226	53 239	14 489	6 390	171 632
34	Friendship!	**DE / US**	1 645 855	48 662				1 597 193
35	Gainsbourg (Vie héroïque)	**FR**	1 605 378	9 363	52 185	61 066	6 522	80 879
36	L'immortel	**FR**	1 585 932		56 329	7 951	13 587	108 273
37	Le mac	**FR**	1 585 885		96 321	7 481		
38	Le concert [10]	**FR / BE / RO / IT**	1 549 255	49 232		36 310	1 779	380 662
39	La tête en friche	**FR**	1 506 952		33 827	11 296		
40	Baciami ancora	**IT / FR**	1 500 131		2 549	3 584		
41	Tout ce qui brille	**FR**	1 449 555		22 464	9 289		
42	Genitori & figli:) - Agitare bene prima dell'uso	**IT**	1 406 928			4 312		
43	A Natale mi sposo	**IT**	1 362 714			7 779		
44	The Imaginarium of Doctor Parnassus [11]	**GB / CA / FR**	1 361 155	57 881		36 172	56 029	513 675
45	Tres metros sobre el cielo	**ES**	1 331 895					
46	Ženy v pokušení	**CZ**	1 303 914				1 232 299	
47	Flickan som lekte med elden [12]	**SE / DK / DE**	1 261 137	16 637		29 648	8 614	478 079
48	Tamara Drewe	**GB**	1 241 979	850	39 343	29 672		28 568
49	Çok filim hareketler bunlar	**TR**	1 223 156	7 963		2 894		56 873
50	Solomon Kane [13]	**GB / CZ / FR**	1 217 633		4 476		15 193	
	Sources			*ÖFI/ Nielsen EDI*	*MFB*	*OFS*	*UFD*	*FFA*

[1] *INC* refers to films produced in Europe with US investment.

[2] AT, BE, BG, CH, CZ, DE, DK, EE, ES, FI, FR, GB/IE, GR, HR, HU, IT, LT, LV, NL, NO, PL, PT, RO, SE, SI, SK, TR.

[3] Incomplete data.

[4] GB/IE admissions are estimated using an average ticket price.

[5] 2009: 10 618.

[6] 2009: 9 062.

[7] 2009: 3 335 327.

[8] 2009: 374 366.

[9] 2009: 1 167 864.

[10] 2009: 1 678 593.

[11] 2009: 2 615 592.

[12] 2009: 3 451 905.

[13] 2009: 182 076.

DK	ES	FI	FR	GB/IE ❹	IT ❸	NL	NO	PL	PT	SE	TR
521 860	2 044 846	292 991	5 506 304	8 375 818	2 710 408	1 033 940	402 071	1 166 645	410 530	637 980	790 721
147 246	1 697 874	89 104	2 385 387	2 644 153	1 775 739	349 587	211 015	562 644	303 740	295 469	491 609
36 093	756 886	34 388	911 560	815 955	449 780	70 030	31 656	212 137	141 005	115 368	331 689
34 431	420 356	8 358	503 327	2 829 681	250 504	193 655	38 425	134 639	91 889	14 773	34 646
			5 249 345								
			22 681		4 889 239						
42 177	895 012	26 118	1 048 701	699 720	616 183	75 152	34 391	419 834	83 456	50 363	
	177 518		3 798 089	119 819				106 003			
	146 921	31 660	660 707	1 989 896		67 138	21 652	222 119	43 148	12 476	
			3 978 114								
	201 596		2 860 503			17 841				52 161	
						40 699					3 455 089
				8 153		55 978					3 325 842
61 819	493 878	21 125	755 850	978 151	436 396	111 495	47 761	27 827	39 995	72 311	50 430
37 222		25 416	1 283 822		251 599	179 679	34 933	376 812	89 654	164 088	174 220
			3 082 754	61 700	211 752	35 033	5 397		15 312	89	
			3 055 000					58 115			
3 809		2 197	2 895 810			8 665	5 674			794	
				1 817		8 548					2 459 815
					2 537 203						
			2 200 831		141 180	20 656					
				169		9 434					2 323 061
35 018	218 974	21 530	980 299	130 249	3 862	41 345	13 531	361 387	47 907	48 307	68 306
	151 389	4 206	1 626 002		280 419						16 091
					2 173 332						
					2 148 807						
	14 298		147 153	5 263	1 399 954			23 700	18 691	29 863	53 718
					2 015 124						
24 882	94 117	4 112	281 017		309 747	19 416	7 958	1 860	3 752	1 065	76 509
				297 289							
97 258	430 224	60 891	145 264	111 513	113 455	91 970	80 036			264 308	
											1 800 243
13 783	243 640	3 890	330 146	309 557	160 295	96 869	7 749	32 513	26 281	7 777	63 060
4 289	32 571	2 540	1 208 113	102 686		14 560	2 118	4 928	5 068	11 085	
		2 846	1 129 188	2 595	120 053	12 880			2 849		41 095
			1 482 083								
27 688	270 575	5 645		41 903	672 711	23 636	481		11 264		12 375
	136 168		1 271 714	33 264		20 683					
					1 493 998						
			1 417 802								
					1 402 616						
					1 354 935						
43 874	6 444	20 187		2 439	5 056	38 559	18 515	313 431	38 192	28 935	33 792
	1 331 895										
1 982	7 595	808	273 459	278 396	947	130 606	35		4 420	1 642	7 719
	68 845		602 516	442 468		9 294	200	5 550	7 849		
				3 700		10 278					1 141 448
	563 249			226 776	322 497	23 817			58 613		
DFI	*ICAA*	*FFF*	*CNC/Le film français*	*Nielsen EDI*	*Cinetel*	*NFC/NVB*	*Film&Kino*	*Box Office.pl*	*ICA*	*SFI*	*Sinema Gazetesi*

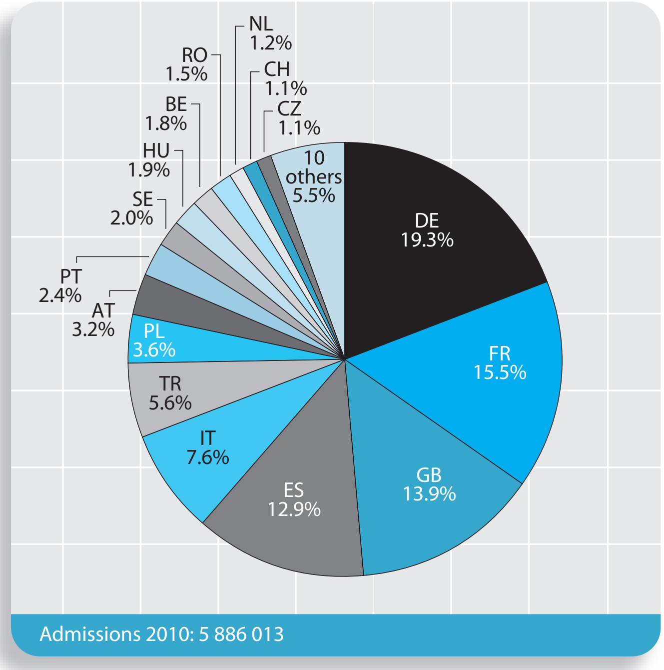
Source: European Audiovisual Observatory, LUMIERE (http://lumiere.obs.coe.int)

G.13.9

Breakdown of admissions to 4 successful films in Europe 2009-2010

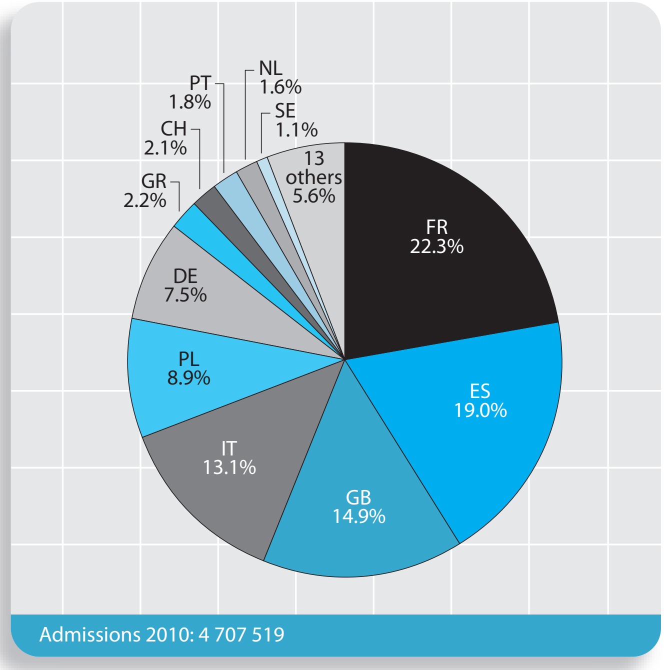
In %.

Resident Evil: Afterlife (DE/FR/GB)



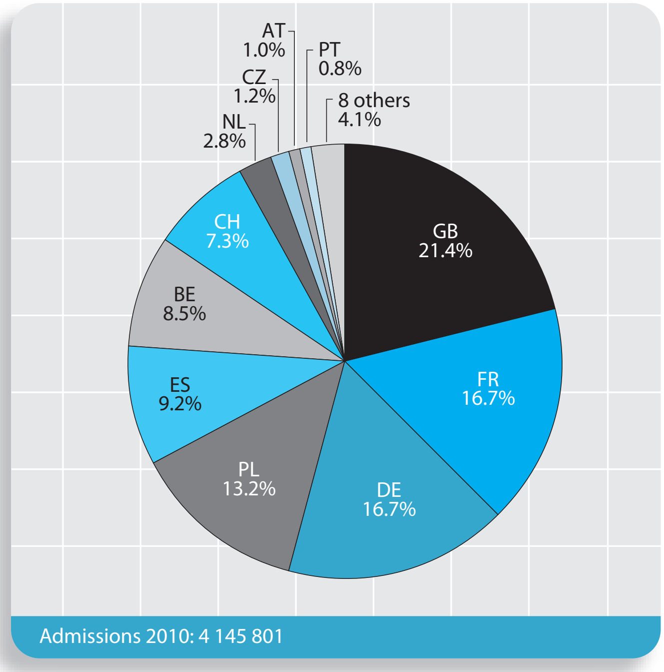
Admissions 2010: 5 886 013

The Ghost Writer (FR/DE/GB)



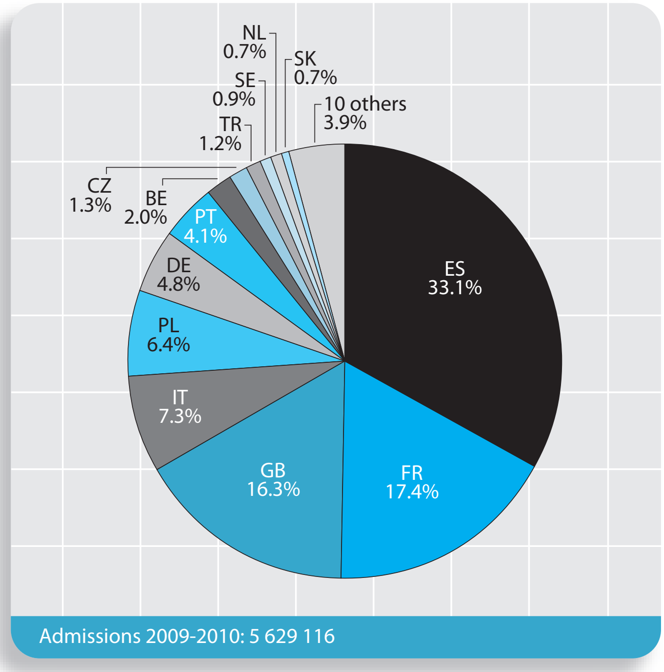
Admissions 2010: 4 707 519

StreetDance 3D (GB)



Admissions 2010: 4 145 801

Planet 51 (ES/GB)



Admissions 2009-2010: 5 629 116

Source: European Audiovisual Observatory, LUMIERE

Chapter
Chapitre
Kapitel

14

DVD and Blu-ray Disc

DVD et Blu-ray Disc

DVD und Blu-ray Disc

DVD and Blu-ray Disc

Throughout this chapter 'Europe' refers to the 22 European countries studied by Screen Digest and the International Video Federation (IVF). This edition of the Yearbook contains specific data sets for DVD and Blu-ray Discs. No data on VHS and HD-DVD will be presented due to the negligible size of these markets. However the formats are still included in the total market volumes shown in Graphs 14.1 to 14.3.

The number of TV households equipped with a DVD player increased by 3.4% to around 186 million households by the end of 2010. Overall DVD penetration of TV households in Europe increased slightly to 77.2%. The market for standalone Blu-ray Disc players more than doubled with the number of TV households equipped with a Blu-ray Disc player increasing from 3.2 million in 2009 to 8.4 million by the end of 2010. This still represents a penetration rate of only 3.8% of TV households. However, taking into account the 15.6 million Sony PlayStation 3 units, Screen Digest estimates that there were about 24 million European households equipped for Blu-ray Disc in 2010.

Decline in consumer spending on video slows down due to growth in VOD and Blu-ray Disc

Screen Digest estimates that consumer spending on buying and renting video software on physical video and online in Europe decreased slightly from an estimated EUR 10 billion in 2009 to EUR 9.9 billion in 2010.

Growth in online spend hence could not yet compensate for the ongoing decline of consumer spending on physical video, i.e. DVD, Blu-ray Disc, VHS and HD-DVD rental and retail turnover, which decreased – measured in EUR at current prices – by 2.3% to EUR 9.2 billion in 2010. This represents however a comparatively low decline rate compared to -9% to -10% in 2008 and 2009.

Spending on video content delivered over the internet (digital retail and rental) and particularly via TV-based VOD on the other hand rose by an estimated 35.8% to EUR 784 million. The increasing VOD market hence contributed to slowing down the decline in the overall video market, but accounted for only 8% of the total market volume while physical video formats still accounted for the lion's share of the video market (92%) in 2010.

Growth in VOD stabilizes video rental sector

The European video market is traditionally dominated by the retail sector which accounted for 82% of the total video market in 2010 while the video rental sector took 18%. In contrast to total retail spending, i.e. physical and online

DVD et Blu-ray Disc

Dans ce chapitre « Europe » signifie les 22 pays européens couverts par Screen Digest et l'International Video Federation (IVF). Cette édition de l'Annuaire intègre des données spécifiques sur les DVD et les disques Blu-ray. Aucune donnée n'est présentée pour les marchés des VHS et HD-DVD en raison de leur taille négligeable. Toutefois, ces formats restent inclus au volume total du marché représenté sur les graphiques 14.1 à 14.3.

Le nombre de foyers TV équipés d'un lecteur de DVD a augmenté de 3,4 %, pour atteindre 186 millions fin 2010. La pénétration des lecteurs de DVD dans les foyers TV européens a légèrement augmenté à 77,2 %. Le marché des lecteurs de disques Blu-ray a plus que doublé : le nombre de foyers TV ainsi équipé est passé de 3,2 millions en 2009 à 8,4 millions fin 2010. Soit un taux de pénétration de 3,8 % sur l'ensemble des foyers TV. Toutefois, en tenant compte des 15,6 millions de Sony PlayStation 3, Screen Digest estime à quelque 24 millions le nombre de foyers européens pouvant lire ces disques en 2010.

La croissance de la VOD et des disques Blu-ray ralentit la baisse des dépenses en vidéo

Screen Digest estime que les dépenses consacrées à l'achat et à la location de vidéos (physiques et en ligne) en Europe ont légèrement diminué, de 10 milliards EUR en 2009 à 9,9 milliards EUR en 2010 (estimations).

La croissance des dépenses en ligne n'a donc pas encore compensé la baisse continue des dépenses en vidéo physique (location et vente au détail de DVD, disques Blu-ray, VHS et HD-DVD) qui ont reculé (en prix courants) de 2,3 %, à 9,2 milliards EUR en 2010. Ce recul est toutefois relativement faible par rapport à 2008 (-9 %) et 2009 (-10 %).

D'autre part, les dépenses en contenu vidéo fourni sur l'internet (location et vente au détail numériques), notamment VOD sur TV, ont augmenté d'environ 35,8 % à 784 millions EUR. Si le dynamique marché de la VOD a contribué à ralentir le déclin général du marché de la vidéo, il ne représentait que 8 % du volume total du marché, contre encore 92 % pour la vidéo physique en 2010.

La croissance de la VOD stabilise le marché de la location de vidéo

Le marché européen de la vidéo est traditionnellement dominé par la vente au détail qui représentait 82 % du marché total de la vidéo en 2010 contre 18 % pour la location. Contrairement aux dépenses totales de vente au détail (physiques et en ligne) qui ont diminué de 2,8 % en raison d'une forte baisse du volume du marché de détail des DVD, celles consacrées à la

DVD und Blu-ray Disc

Mit „Europa" sind nachfolgend die von Screen Digest und der International Video Federation (IVF) ausgewerteten 22 Länder gemeint. Die vorliegende Ausgabe des Jahrbuchs enthält separate Zahlen zum DVD- und Blu-ray-Markt. Auf VHS- und HD-DVD-Zahlen wurde wegen der Vernachlässigbarkeit dieser Märkte verzichtet. Beim Gesamtmarktvolumen (Grafiken 14.1 bis 14.3) wurden sie allerdings berücksichtigt.

Die Zahl der TV-Haushalte, die über einen DVD-Player verfügen, ist um 3,4 % auf rund 186 Mio. (Ende 2010) gestiegen. Auch die europaweite Haushaltsdurchdringung ist mit 77,2 % leicht angestiegen. Was reine Blu-ray-Player betrifft, so hat sich die Zahl der TV-Haushalte mit Blu-ray-Player von 3,2 Mio. 2009 auf 8,4 Mio. 2010 mehr als verdoppelt. Berücksichtigt man auch die Blu-ray-fähige Sony PlayStation 3, so waren nach Schätzungen von Screen Digest Ende 2010 rund 24 Mio. Haushalte in Europa in der Lage, Blu-Ray-Discs abzuspielen.

Steigende Nachfrage nach VOD und Blu-ray Discs bremst Rückgang der Verbraucherausgaben für Video

Nach Schätzungen von Screen Digest sind die Verbraucherausgaben für den Kauf oder Verleih von Videos, DVDs und Blu-ray-Discs – physisch oder online – in Europa von EUR 10 Mrd. 2009 auf EUR 9,9 Mrd. 2010 leicht zurückgegangen.

So hat das Wachstum das Online-Geschäfts nicht ausgereicht, um den Rückgang der Verbraucherausgaben (Kauf und Verleih) für DVDs, Blu-ray Discs, VHS und HD-DVDs zu kompensieren, die – in Euro zu aktuellen Preisen – 2010 gegenüber dem Vorjahr um 2,3 % auf EUR 9,2 Mrd. zurückgegangen sind. Verglichen mit den Zahlen für 2008 und 2009 (-9 % bzw. -10 %) ist dies allerdings ein eher geringer Rückgang.

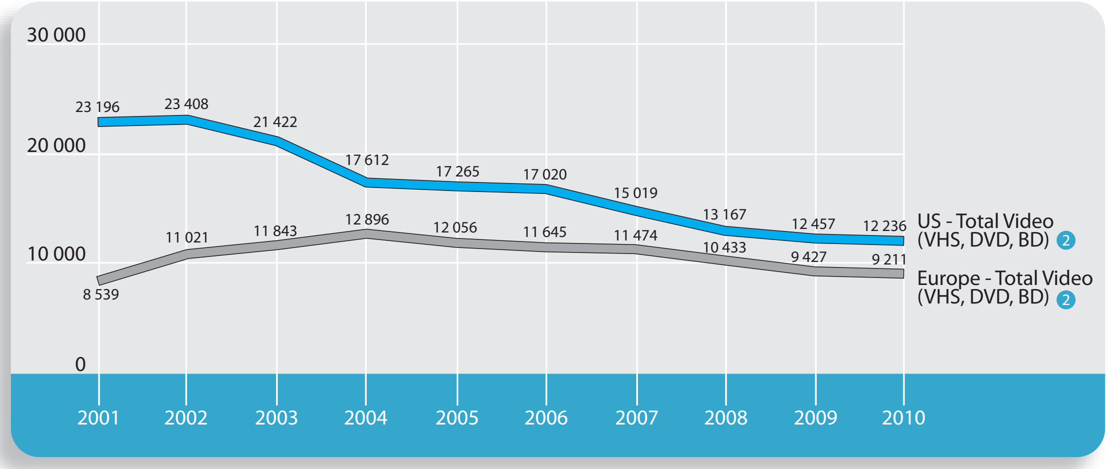
Dagegen sind die Ausgaben für Video-Inhalte, die über das Internet (Verkauf oder Verleih) und insbesondere über TV-basierte VOD-Dienste angeboten werden, um geschätzte 35,8 % auf EUR 784 Mio. gestiegen. So hat der wachsende VOD-Markt zu einer Verlangsamung der Schrumpfung des Gesamtvideomarkts beigetragen, macht aber nur 8 % des Marktvolumens aus, während der Löwenanteil des Videomarkts auch 2010 auf die physischen Videoformate entfällt (92 %).

VOD-Wachstum sorgt für Entspannung auf dem Videoverleihmarkt

Der europäische Videomarkt wird traditionell vom Einzelhandelssektor beherrscht, der 2010 82 % des Videomarktvolumens ausmacht, während auf den Videoverleih 18 % entfallen. Im Gegensatz zum Gesamteinzelhandelsumsatz (physisch und online), der auf Grund eines deutlichen Rückgangs des Umsatzes mit Kauf-DVDs um 2,8 % zurückgegangen ist, haben sich die Verbraucherausgaben im

G.14.1

Development total video (VHS, DVD, BD) turnover in Europe[1] and the United States 2001-2010 EUR million.

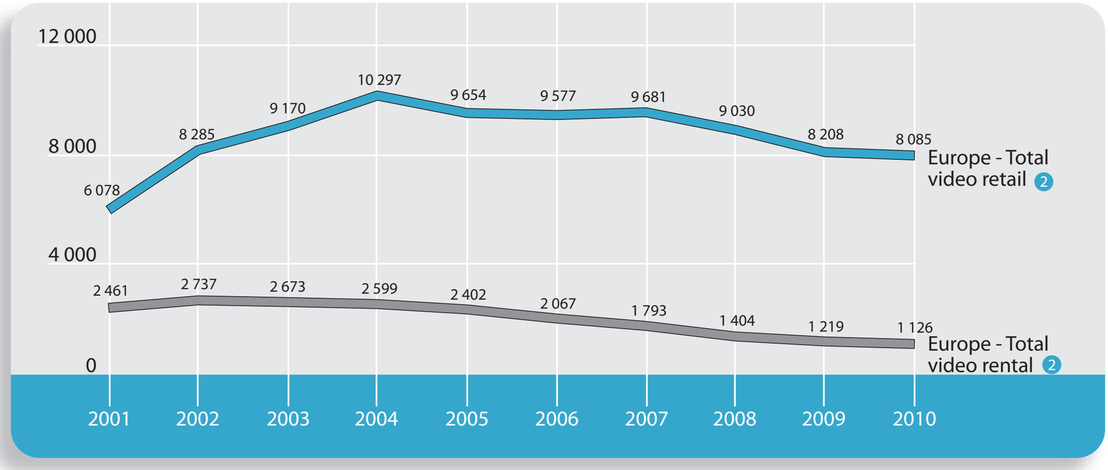


1 Europe: AT, BE, CH, CZ, DE, DK, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, NL, NO, PL, PT, RU, SE.
2 Data from 2004 onwards may not be directly comparable with previous years' data.

Source: IVF/IHS Screen Digest

G.14.2

Development European[1] total video retail and rental turnover 2001-2010 EUR million.

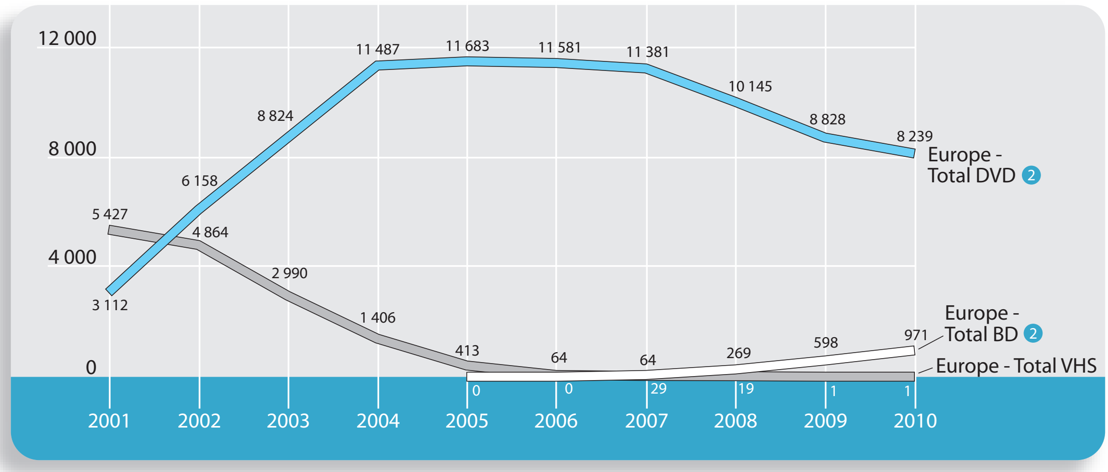


1 Europe: AT, BE, CH, CZ, DE, DK, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, NL, NO, PL, PT, RU, SE.
2 Data from 2004 onwards may not be directly comparable with previous years' data.

Source: IVF/IHS Screen Digest

G.14.3

Development European[1] video turnover by format type 2001-2010 EUR million.



1 Europe: AT, BE, CH, CZ, DE, DK, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, NL, NO, PL, PT, RU, SE.
2 Data from 2004 onwards may not be directly comparable with previous years' data.

Source: European Audiovisual Observatory after IVF/IHS Screen Digest

DVD and Blu-ray Disc

retail, which decreased by 2.8% due to a strong decline in DVD retail market volume, consumer spending on video rental stabilized, increasing marginally by 0.2% to EUR 1.77 billion. This marginal net increase is due to increasing rental volumes for Blu-ray Discs and VOD, particularly TV-based VOD which increased 20.2% to EUR 573 million.

DVD market continues to decline

Despite decreasing by 7% in 2010, the DVD format remained the dominant video format accounting for 89% of the total physical video market volume. Both, DVD retail as well as rental markets declined.

The volume of physical DVD unit sales decreased for the second time since its introduction, falling from 745 million units in 2009 to 678 million units, a 9% drop year-on-year. The fall of DVD retail prices of recent years, however, came to a halt with the average European DVD retail price actually increasing by 3.2% from EUR 10.3 to EUR 10.6. DVD retail turnover consequently declined less than underlying retail transactions, decreasing by 6.1% to EUR 7.2 billion. This is the third consecutive year of declining consumer spending on retail DVD which reached a peak in 2007 (EUR 9.6 billion). DVD retail transactions as well as turnover – measured in local currency – declined in 19 out of the 22 countries for which data were available.

The European DVD rental market declined for its fifth consecutive year in a row: DVD rentals fell by 12.6% to 354 million units, DVD rental turnover dropped by 9.6% to EUR 1.07 billion, the lowest level since 2002. DVD rental transactions as well as turnover – measured in local currency - declined in 21 out of the 22 countries for which data were available, with only Iceland registering an increase.

Blu-ray Disc market grows by 62%

2010 saw the turnover from the sale and rental of Blu-ray Discs grow by 62% from EUR 598 million in 2009 to EUR 971 million. The Blu-ray Disc format hence increased its market share from 6% to 11% of the total physical video market volume. It failed, however, once more to compensate for the decline in DVD turnover. Blu-ray Disc retail turnover increased by 60% from EUR 566 million in 2009 to EUR 906 million. Consumer spending on Blu-ray Disc rentals increased by 103% to EUR 65 million, representing only 5.8% of the physical video rental market and underlying the fact that the format has been primarily marketed as a retail format.

DVD et Blu-ray Disc

location de vidéo sont stables, en légère hausse de 0,2 % à 1,77 milliard EUR. Cette augmentation marginale est due à l'augmentation des volumes de location des disques Blu-ray et de la VOD, notamment VOD sur TV, en hausse de 20,2 % à 573 millions EUR.

Suite du recul du marché des DVD

Malgré une baisse de 7 % en 2010, le DVD reste le principal format vidéo et représentait 89 % du volume total du marché de la vidéo physique. La vente au détail et la location de DVD ont reculé.

Pour la seconde fois depuis l'apparition du format, le volume des ventes unitaires de DVD physiques a diminué, passant de 745 millions en 2009 à 678 millions, soit une baisse annuelle de 9 %. Cependant, la chute des prix de vente au détail des DVD de ces dernières années a cessé, le prix de détail moyen d'un DVD en Europe augmentant même de 3,2 %, de 10,3 EUR à 10,6 EUR. Le chiffre d'affaires des ventes au détail de DVD a moins baissé que les ventes au détail connexes (-6,1 %, 7,2 milliards EUR). Après le pic de 2007 (9,6 milliards EUR), les dépenses pour la vente au détail de DVD ont diminué pour la troisième année consécutive. Les ventes au détail de DVD ainsi que le chiffre d'affaires, en devise, locale, ont diminué dans 19 des 22 pays pour lesquels des données étaient disponibles.

Pour la cinquième année consécutive, le marché européen de la location de DVD a reculé : la location de DVD a chuté de 12,6 % à 354 millions d'unités, le chiffre d'affaires de la location de DVD a reculé de 9,6 % à 1,07 milliard EUR, son plus bas niveau depuis 2002. Les ventes au détail de DVD et le chiffre d'affaires, en devise locale, ont diminué dans 21 des 22 pays pour lesquels des données étaient disponibles, à l'exception de l'Islande.

Le marché des disques Blu-ray augmente de 62 %

En 2010, le chiffre d'affaires de la vente et la location de disques Blu-ray a augmenté de 62 %, de 598 millions EUR en 2009 à 971 millions EUR. Le format Blu-ray a ainsi vu sa part de marché passer de 6 % à 11 % du volume total du marché de la vidéo physique. Toutefois, il n'a pu compenser la baisse du chiffre d'affaires des DVD. Le chiffre d'affaires de la vente au détail des disques Blu-ray a progressé de 60 %, de 566 millions EUR en 2009 à 906 millions EUR. Les dépenses en location de disques Blu-ray ont augmenté de 103 % à 65 millions EUR, soit à peine 5,8 % du marché de la location de vidéos physiques, ce format étant principalement un format de vente au détail.

Source: European Audiovisual Observatory after Screen Digest, IVF

DVD und Blu-ray Disc

Videoverleihsegment mit einem Anstieg um 0,2 % auf EUR 1,77 Mrd. stabilisiert. Dieser minimale Nettozuwachs geht vor allem auf das steigende Marktvolumen von Leih-Blu-ray-Discs und VOD-Angeboten (insbesondere TV-basierte VOD-Dienste) zurück, das um 20,2 % auf EUR 573 Mio. gestiegen ist.

DVD-Markt schrumpft weiter

Das DVD-Format war mit einem Anteil von 89 % am physischen Volumen des Videomarktes auch 2010 das beherrschende Videoformat, trotz eines Rückgangs um 7 %. Dabei verzeichnen sowohl Kauf-DVDs als auch Leih-DVDs ein rückläufiges Marktvolumen.

Das Marktvolumen von Kauf-DVDs ist zum zweiten Mal seit der Einführung der DVD zurückgegangen, von 745 Mio. Stück 2009 auf 678 Mio. Stück 2010 (minus 9 % gegenüber dem Vorjahr). Der in der Vergangenheit festgestellte Rückgang der Einzelhandelspreise für Kauf-DVDs hat sich allerdings nicht fortgesetzt. So ist der durchschnittliche Preis für eine Kauf-DVD in Europa sogar von EUR 10,30 um 3,2 % auf EUR 10,60 gestiegen. Dementsprechend ist der Einzelhandelsumsatz mit Kauf-DVDs mit einem Rückgang um 6,1 % auf EUR 7,2 Mrd. weniger stark eingebrochen als die Anzahl der DVD-Einzelhandelstransaktionen. Nach dem Höchststand von 2007 (EUR 9,6 Mrd.) war 2010 war das dritte Jahr in Folge mit rückläufigen Verbraucherausgaben für Kauf-DVDs. Die DVD-Einzelhandelstransaktionen wie auch der Umsatz (in Landeswährung) sind in 19 der 22 Länder zurückgegangen, für die Zahlen vorliegen.

Der europäische DVD-Verleihmarkt ist 2010 im fünften Jahr in Folge geschrumpft: So ist die Anzahl der Leih-DVDs um 12,6 % auf 354 Mio. Stück und der Umsatz mit Leih-DVDs um 9,6 % auf EUR 1,07 Mrd. zurückgegangen, den niedrigsten Stand seit 2002. Die DVD-Verleihtransaktionen wie auch der Umsatz (in Landeswährung) sind in 21 der 22 Länder zurückgegangen, für die Zahlen vorliegen. Ein Wachstum wurde lediglich in Island registriert.

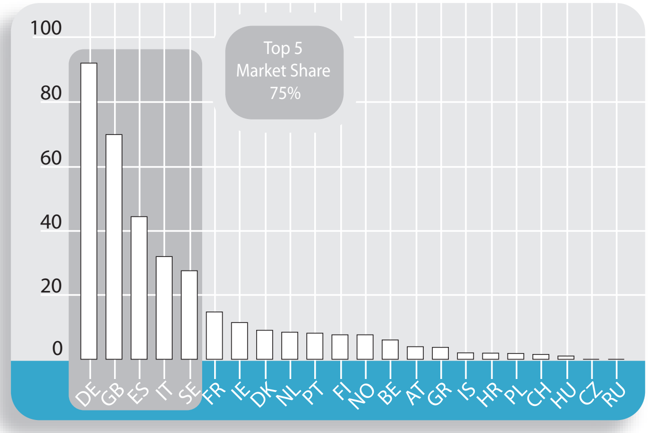
Blu-ray-Markt wächst um 62 %

Der Umsatz mit Blu-ray Discs ist 2010 um 62 % gestiegen, von EUR 598 Mio. auf EUR 971 Mio. Damit konnte das Blu-ray Disc-Format seinen Marktanteil von 6 % auf 11% des Gesamtvolumens des „physischen" Videomarktes steigern. Allerdings hat dies nicht ausgereicht, um den Umsatzrückgang bei DVDs zu kompensieren. Der Umsatz mit Blu-ray Discs ist von EUR 566 Mio. 2009 um 60 % auf EUR 906 Mio. gestiegen. Die Ausgaben der Verbraucher für Leih-Blu-ray Discs sind um 103 % auf EUR 65 Mio. gestiegen, machen aber nur 5,8 % des physischen Videoverleihmarktes aus und zeigen, dass das Format primär für den Verkauf im Einzelhandel vermarktet wird.

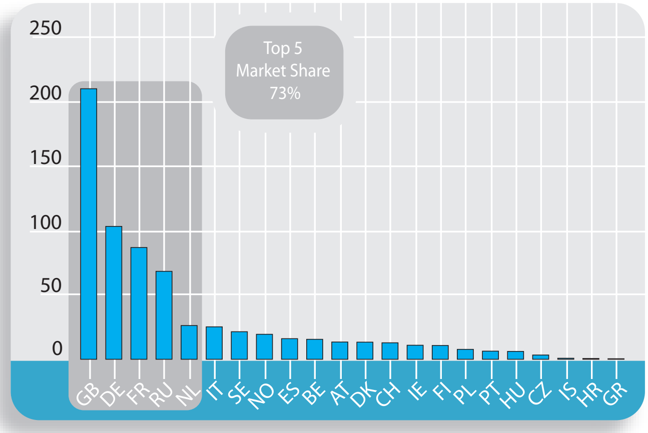
G.14.4

European DVD markets - Overview
2010

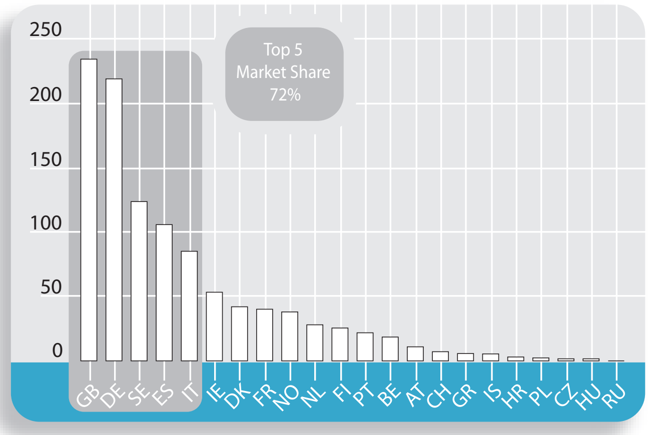
DVD Rental Transactions. In million units.



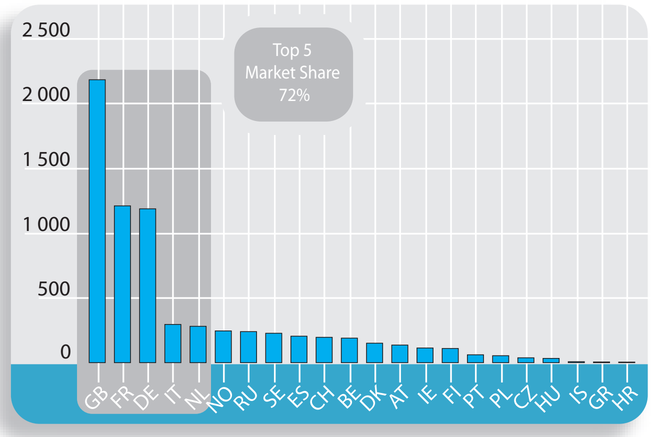
DVD Retail Transactions. In million units.



DVD Rental Turnover. EUR million.



DVD Retail Turnover. EUR million.

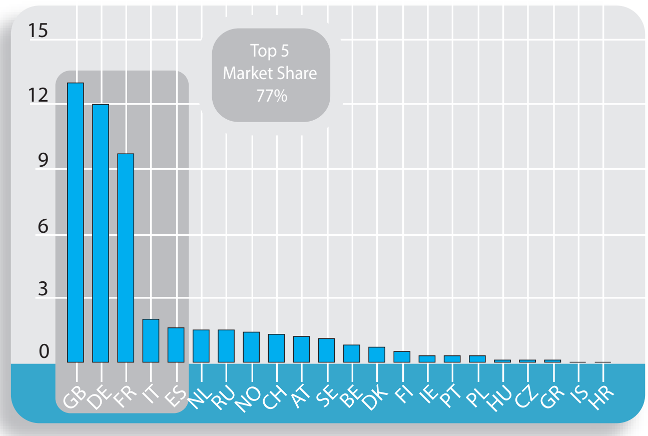


Source: European Audiovisual Observatory after IHS Screen Digest

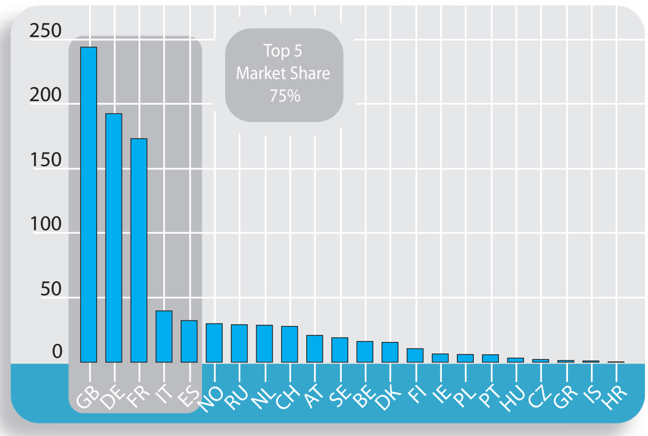
G.14.5

European Blu-ray Disc markets - Overview
2010

BD Retail Transactions. In million units.



BD Retail Turnover. EUR million.



Source: European Audiovisual Observatory after IHS Screen Digest

T.14.1 G.14.6

Number of households with DVD player 2003-2010

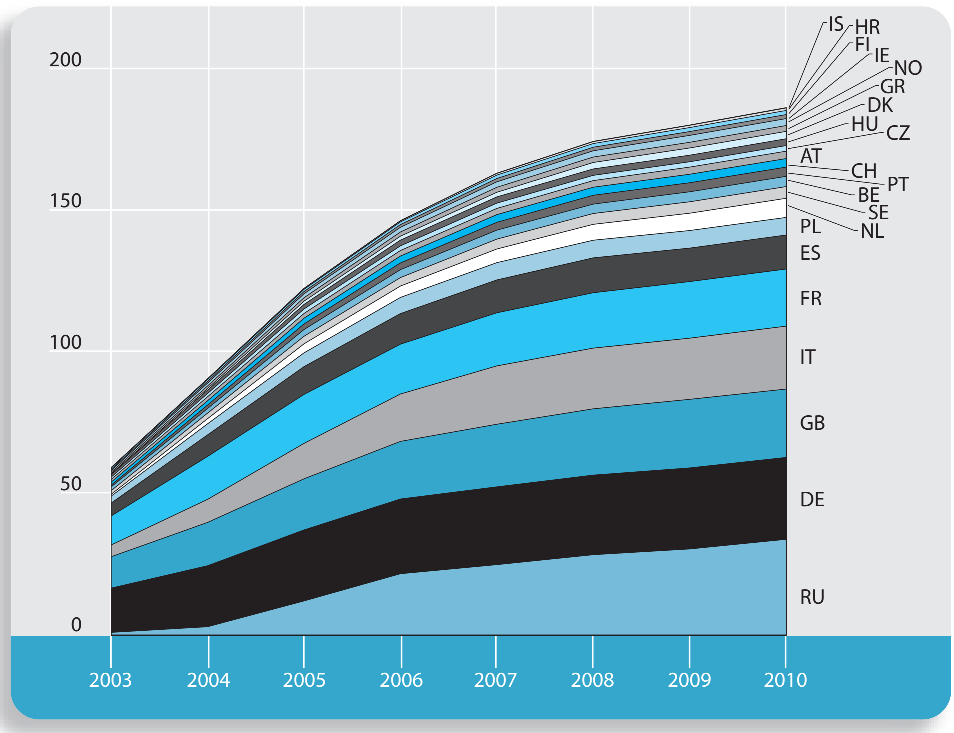
In millions, at year end.

Country	2003	2004	2005	2006	2007	2008	2009	2010	*2010/09*
AT	0.95	1.41	1.67	1.95	2.19	2.34	2.52	2.61	***3.6%***
BE	1.33	1.64	2.38	2.80	3.17	3.31	3.53	3.61	***2.1%***
CH	1.05	1.52	2.03	2.44	2.71	2.84	3.00	3.01	***0.3%***
CZ	0.29	0.57	1.14	1.39	1.63	2.28	2.55	2.60	***1.8%***
DE	15.62	21.52	25.05	26.36	27.45	28.08	28.59	28.89	***1.0%***
DK	0.92	1.20	1.60	2.03	2.20	2.26	2.32	2.42	***4.3%***
ES	4.55	7.60	9.80	10.80	11.60	12.31	11.81	12.00	***1.6%***
FI	0.41	0.65	0.79	0.95	1.16	1.25	1.35	1.42	***4.8%***
FR	10.24	15.15	17.28	17.58	18.73	19.54	19.97	20.15	***0.9%***
GB	11.08	15.28	18.04	20.33	22.09	23.39	24.20	24.12	***-0.3%***
GR	0.55	0.89	1.21	1.47	1.75	1.92	2.00	2.06	***2.8%***
HR	0.12	0.19	0.28	0.36	0.59	0.68	0.80	0.88	***10.4%***
HU	0.60	1.00	1.40	1.67	1.94	2.21	2.44	2.45	***0.7%***
IE	0.46	0.63	0.77	0.94	1.21	1.30	1.41	1.45	***2.9%***
IS	0.06	0.07	0.08	0.09	0.09	0.09	0.09	0.11	***13.5%***
IT	4.15	8.14	12.50	16.72	20.59	21.42	21.58	22.20	***2.9%***
NL	2.44	3.91	4.86	5.70	6.10	6.22	6.20	6.21	***0.2%***
NO	0.81	1.14	1.60	1.64	1.87	1.85	1.88	1.97	***4.7%***
PL	0.65	1.81	3.19	4.01	4.81	5.61	6.11	6.75	***10.5%***
PT	0.62	1.22	1.97	2.36	2.76	3.12	3.19	3.26	***2.2%***
RU	0.90	2.90	12.00	21.60	24.80	28.31	30.34	33.74	***11.2%***
SE	1.29	1.96	2.66	2.99	3.49	3.82	4.03	4.13	***2.5%***
EUR 17 (1)	***56.14***	***84.56***	***106.31***	***120.08***	***132.87***	***140.36***	***143.82***	***146.35***	*1.8%*
EUR 22	***59.06***	***90.38***	***122.29***	***146.19***	***162.92***	***174.14***	***179.93***	***186.06***	*3.4%*
JP	10.37	16.24	21.41	24.61	26.27	26.44	25.29	23.85	***-5.7%***
US	58.68	70.56	82.53	89.22	91.61	93.08	93.92	94.40	***0.5%***

(1) Total of the European Union (EUR27) countries shown in table.

Source: IHS Screen Digest

In millions.



T.14.2
G.14.7

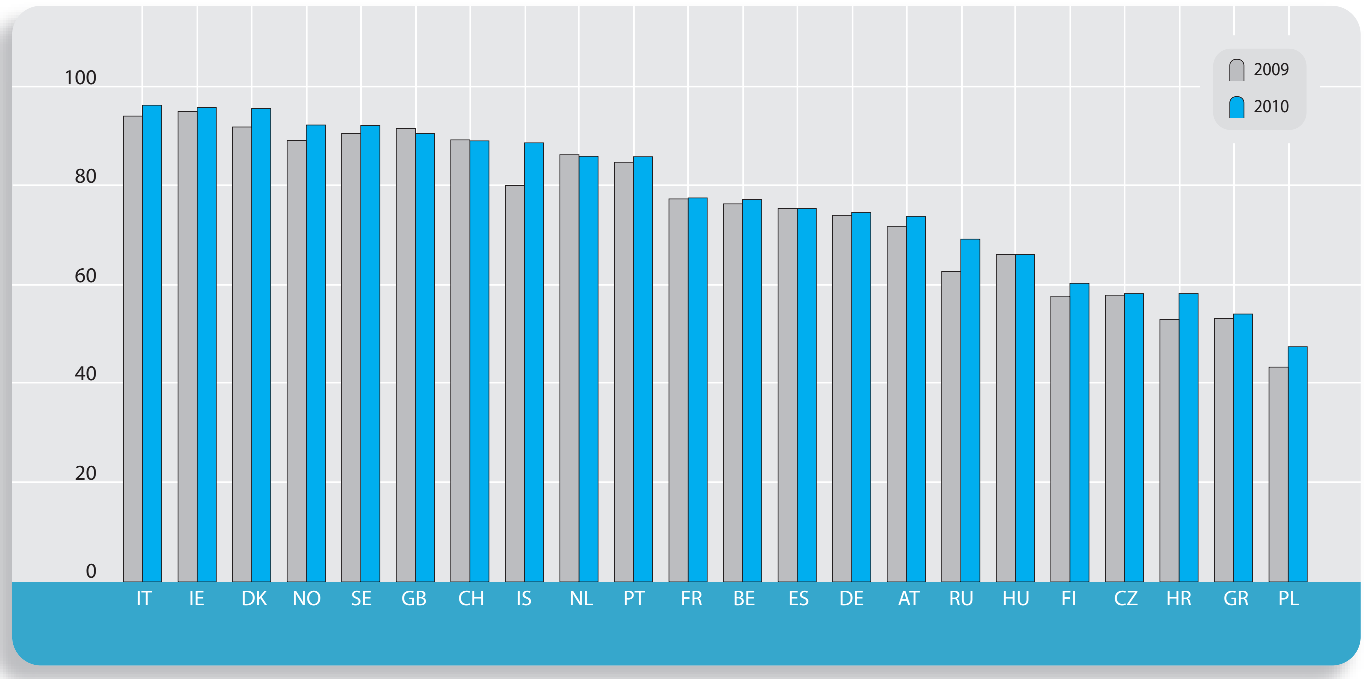
DVD player penetration of TV households
2003-2010 In % of TV households.

Country	2003	2004	2005	2006	2007	2008	2009	2010	*2010/09*
AT	28.0	41.3	48.7	56.7	63.1	66.7	71.6	73.7	***2.9%***
BE	30.9	38.0	53.7	62.4	69.8	72.1	76.2	77.1	***1.1%***
CH	32.5	46.9	62.1	74.1	81.6	85.0	89.1	88.9	***-0.3%***
CZ	6.8	13.5	27.0	33.0	37.9	52.3	57.8	58.1	***0.5%***
DE	42.1	57.5	66.5	68.8	71.3	72.7	73.9	74.5	***0.8%***
DK	38.0	49.5	65.3	82.3	87.9	89.9	91.7	95.4	***4.0%***
ES	31.4	51.7	66.7	72.6	76.5	79.8	75.3	75.3	***0.1%***
FI	18.9	29.9	36.2	41.4	49.8	53.2	57.6	60.2	***4.5%***
FR	41.2	60.6	68.7	69.5	73.4	76.1	77.2	77.4	***0.2%***
GB	44.4	60.6	70.8	78.7	84.7	89.0	91.4	90.4	***-1.2%***
GR	16.0	25.5	34.8	40.3	47.4	51.5	53.1	54.0	***1.7%***
HR	8.0	13.0	19.0	24.0	39.8	45.6	52.9	58.1	***9.7%***
HU	16.2	27.2	38.1	45.5	53.0	60.0	66.0	66.0	***0.1%***
IE	35.8	47.7	58.5	67.6	84.3	89.1	94.8	95.6	***0.8%***
IS	54.6	65.3	72.9	79.4	77.0	80.8	79.9	88.5	***10.8%***
IT	19.5	37.6	56.5	74.2	90.6	93.8	93.9	96.1	***2.3%***
NL	35.5	56.4	69.3	80.7	85.8	86.7	86.1	85.8	***-0.3%***
NO	41.0	57.0	79.9	80.9	90.9	88.5	89.0	92.1	***3.5%***
PL	4.9	13.6	23.6	29.3	34.7	40.1	43.3	47.4	***9.6%***
PT	17.9	34.4	54.6	64.4	74.4	83.3	84.6	85.7	***1.3%***
RU	1.9	6.2	25.5	45.5	51.9	58.8	62.6	69.1	***10.5%***
SE	30.2	45.7	61.6	69.0	79.6	86.4	90.4	92.0	***1.7%***
Median EUR 17 [1]	***30.2***	***41.3***	***56.5***	***67.6***	***73.4***	***76.1***	***76.2***	***77.1***	*1.1%*
Median EUR 22	***30.6***	***43.5***	***57.5***	***68.2***	***73.9***	***77.9***	***76.7***	***77.2***	*0.6%*
JP	21.5	33.5	43.2	49.3	52.3	52.3	49.8	46.7	***-6.2%***
US	53.5	63.8	74.1	80.4	81.8	82.3	82.4	82.0	***-0.4%***

[1] Median for the European Union (EUR27) countries shown in table.

Source: IHS Screen Digest

In % of TV households.



T.14.3

Number of outlets selling and renting video 2003-2010

In units.

Country	Rental	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		350	350	350	350	350	350	350	340	-2.9%
BE		800	800	800	800	750	750	700	560	-20.0%
CH		300	300	300	300	300	290	290	277	-4.5%
CZ		810	810	810	810	775	775	775	~	~
DE		4 500	4 137	4 137	4 137	4 137	4 137	4 137	4 137	0.0%
DK		2 466	1 300	1 400	1 500	1 567	1 645	1 880	~	~
ES		6 000	6 332	6 000	5 800	3 700	2 500	2 000	1 500	-25.0%
FI		800	800	800	800	800	780	780	730	-6.4%
FR		2 000	2 000	2 000	2 000	1 900	1 700	1 500	1 400	-6.7%
GB		3 307	3 157	3 077	2 900	2 500	2 100	1 900	1 600	-15.8%
GR		530	530	530	530	530	530	530	~	~
HR		800	800	800	800	800	800	800	800	0.0%
HU		1 100	1 000	900	600	500	300	270	270	0.0%
IE		1 000	1 000	1 000	1 000	1 000	950	850	700	-17.6%
IS		190	190	190	130	117	108	108	~	~
IT		3 060	2 800	2 800	2 800	2 800	2 200	2 100	1 950	-7.1%
NL		1 150	1 150	1 000	900	800	700	600	510	-15.0%
NO		1 640	1 640	1 640	1 640	1 590	1 340	1 315	1 315	0.0%
PL		1 200	1 200	1 200	1 200	1 100	1 100	1 100	1 100	0.0%
PT		990	960	940	820	730	600	580	540	-6.9%
RU		3 000	3 000	3 000	~	~	~	~	~	~
SE		795	800	800	800	750	600	600	~	~
EUR 17 [1]		*30 858*	*29 126*	*28 544*	*27 747*	*24 689*	*21 717*	*20 652*	*15 337*	-25.7%
EUR 22		*36 788*	*35 056*	*34 474*	*30 617*	*27 496*	*24 255*	*23 165*	*17 729*	-23.5%
JP		5 418	5 619	5 706	5 360	5 006	4 463	3 860	4 076	-13.5%
US		27 295	26 495	22 725	19 688	16 944	15 444	14 144	9 894	-8.4%

Country	Retail	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		752	753	753	753	753	753	753	750	-0.4%
BE		1 500	2 300	2 400	2 400	2 400	2 400	2 352	2 305	-2.0%
CH		822	822	822	822	822	822	822	820	-0.2%
CZ		787	785	785	785	785	785	785	~	~
DE		10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	0.0%
DK		2 250	2 100	2 100	2 100	2 100	2 100	1 900	~	~
ES		7 350	7 500	7 250	7 250	7 250	7 250	7 250	7 000	-3.4%
FI		1 110	1 110	1 110	1 110	1 110	1 110	1 110	1 080	-2.7%
FR		5 000	5 000	5 000	5 000	5 000	6 500	6 500	6 500	0.0%
GB		20 000	6 500	6 500	6 500	6 250	6 000	4 750	4 850	2.1%
GR		150	150	150	150	150	150	150	~	~
HR		1 125	1 125	1 125	1 125	1 125	1 125	1 125	1 125	0.0%
HU		559	570	570	570	560	531	560	570	1.8%
IE		1 650	1 650	1 650	1 650	1 650	1 600	1 450	1 250	-13.8%
IS		35	35	35	35	35	35	35	~	~
IT		1 670	1 700	1 700	642	600	550	550	540	-1.8%
NL		3 000	3 000	3 000	3 000	3 000	3 000	2 900	2 800	-3.4%
NO		2 600	4 200	4 300	4 400	4 400	4 200	4 300	4 300	0.0%
PL		850	850	850	850	850	850	850	850	0.0%
PT		500	500	500	500	500	500	500	500	0.0%
RU		~	~	~	~	~	~	~	~	~
SE		5 000	5 000	5 000	5 000	4 800	4 600	4 600	~	~
EUR 17 [1]		*62 128*	*49 468*	*49 318*	*48 260*	*47 758*	*48 679*	*46 960*	*38 995*	-17.0%
EUR 22		*66 710*	*55 650*	*55 600*	*54 642*	*54 140*	*54 861*	*53 242*	*45 240*	-15.0%
JP		50 000	50 000	51 100	52 000	52 900	53 500	55 000	55 750	2.8%
US		75 700	79 300	79 500	79 500	79 500	79 500	79 500	79 250	0.0%

[1] Total of the European Union (EUR27) countries shown in table.

Source: IHS Screen Digest

T.14.4

Number of new DVD titles released 2003-2010 In units.

Country	New titles in rental 2003	2004	2005	2006	2007	2008	2009	2010
AT	450	450	450	450	425	420	462	400
BE	1 000	1 000	1 000	1 000	950	925	925	800
CH	450	450	450	432	408	403	444	384
CZ	450	500	525	600	515	400	285	~
DE	450	450	450	450	425	420	462	400
DK	598	681	748	810	606	619	558	558
ES	468	474	499	649	547	373	242	212
FI	598	681	748	810	606	619	558	558
FR	500	429	539	675	593	550	500	480
GB	490	420	528	600	439	445	426	384
GR	750	750	750	750	650	550	551	~
HR	350	375	525	600	515	400	285	185
HU	200	400	425	450	410	350	290	220
IE	490	420	528	600	417	423	405	365
IS	334	422	376	371	458	470	470	~
IT	300	300	350	400	375	350	320	290
NL	475	600	700	750	750	750	730	690
NO	598	681	748	810	606	619	558	558
PL	590	600	625	600	515	400	285	185
PT	468	610	708	750	600	500	400	400
RU	~	~	~	~	~	~	~	~
SE	598	681	748	810	606	613	552	547
JP	~	~	~	~	~	~	~	~
US	~	~	~	~	~	~	~	~

Country	New titles in retail 2003	2004	2005	2006	2007	2008	2009	2010
AT	3 000	3 000	3 000	3 000	2 900	2 850	3 135	3 000
BE	3 000	3 250	3 400	3 500	3 450	3 500	3 500	3 200
CH	3 000	3 000	3 000	2 880	2 784	2 736	3 010	2 880
CZ	700	750	800	850	815	800	785	~
DE	3 000	3 000	3 000	3 000	2 900	2 850	3 135	3 000
DK	706	733	843	1 022	1 388	1 290	1 388	~
ES	1 862	2 567	3 207	3 396	4 151	2 343	1 569	948
FI	706	733	843	1 022	1 388	1 290	1 388	1 388
FR	5 200	5 853	6 500	8 125	7 981	7 000	6 500	5 800
GB	5 600	7 633	8 679	10 727	9 839	9 365	7 581	7 135
GR	1 500	2 297	3 921	3 796	3 758	3 758	3 758	~
HR	400	450	800	850	815	800	785	760
HU	698	850	925	950	915	900	885	865
IE	5 600	7 633	8 679	10 727	9 347	8 897	7 202	6 778
IS	465	538	576	516	529	609	609	~
IT	1 500	3 063	5 228	5 061	5 010	5 010	5 010	4 900
NL	3 000	3 500	4 000	4 250	4 250	4 290	4 260	4 200
NO	706	733	843	1 022	1 388	1 290	1 388	1 388
PL	550	650	700	850	815	800	785	760
PT	1 000	1 069	5 408	5 079	4 763	4 468	3 817	3 536
RU	~	~	~	~	~	1 893	2 006	~
SE	706	733	843	1 022	1 388	1 277	1 374	~
JP	9 743	12 800	9 119	9 682	9 885	8 377	7 598	6 354
US	10 435	12 468	14 343	14 678	13 772	12 853	11 714	~

Source: IHS Screen Digest

T.14.5

Number of DVD transactions 2003-2010

In million units.

Country	Rental	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		5.7	6.4	7.3	6.8	6.5	5.2	4.2	3.9	-7.1%
BE		14.7	15.9	14.1	9.7	10.2	9.2	7.0	6.0	-14.1%
CH		3.0	3.5	3.3	2.6	2.6	2.1	2.1	1.5	-25.8%
CZ		0.3	0.6	1.1	~	~	~	~	~	~
DE		79.8	103.1	121.8	111.3	108.5	106.1	99.6	92.0	-7.6%
DK		9.4	12.9	15.0	14.1	11.7	10.2	9.5	9.0	-5.7%
ES		88.0	124.1	131.4	114.9	85.6	69.1	53.4	44.3	-17.1%
FI		4.4	5.9	7.2	7.6	8.1	8.7	8.3	7.6	-7.5%
FR		46.4	55.7	57.9	46.5	35.0	25.3	20.0	14.7	-26.4%
GB		88.5	123.6	130.1	115.6	97.7	78.1	76.2	69.8	-8.5%
GR		6.0	8.1	8.8	7.0	5.8	5.2	4.2	3.7	-10.7%
HR		5.1	7.6	8.3	7.9	5.2	3.8	2.5	1.9	-24.0%
HU		1.2	2.0	2.4	2.0	1.6	1.3	1.1	1.0	-15.4%
IE		9.4	12.2	14.7	15.0	14.5	14.2	13.2	11.4	-13.8%
IS		0.7	1.0	1.8	2.6	2.3	1.9	1.7	2.0	19.1%
IT		50.5	77.5	86.8	81.8	75.2	55.3	42.8	31.9	-25.5%
NL		25.2	24.6	22.4	14.3	15.4	13.0	11.2	8.4	-24.9%
NO		13.5	15.6	15.2	13.6	11.0	9.0	8.1	7.6	-5.9%
PL		1.4	4.8	5.8	4.7	3.6	2.3	2.0	1.8	-10.0%
PT		13.5	18.6	18.5	16.3	15.4	11.9	9.2	8.1	-12.5%
RU		0.6	15.0	9.5	1.0	~	~	~	~	~
SE		14.2	18.7	23.7	27.2	29.2	26.5	28.9	27.5	-4.7%
EUR 17 [1]		*458.6*	*614.8*	*669.0*	*594.9*	*524.1*	*441.4*	*390.8*	*341.1*	*-12.7%*
EUR 22		*481.6*	*657.5*	*707.1*	*622.5*	*545.1*	*458.2*	*405.2*	*354.1*	*-12.6%*
JP		210.0	397.0	655.0	979.0	1 236.0	1 284.0	1 315.0	1 355.0	3.0%
US		1 575.0	1 830.4	2 054.9	2 200.6	2 184.4	2 177.7	2 148.2	2 060.5	-4.1%

Country	Retail	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		4.7	6.9	8.8	10.5	12.1	13.6	13.5	13.4	-0.5%
BE		14.1	19.1	20.3	17.7	19.1	19.2	17.6	15.5	-11.7%
CH		10.4	14.9	14.1	14.3	13.6	13.1	13.1	12.8	-2.1%
CZ		1.0	1.9	2.5	2.6	3.0	3.3	3.2	3.3	1.2%
DE		64.1	90.2	98.7	100.7	103.3	101.3	106.5	103.2	-3.1%
DK		7.4	11.4	15.5	17.3	17.4	19.1	19.3	13.3	-31.1%
ES		22.2	28.8	31.3	31.1	29.8	24.6	19.9	16.0	-19.9%
FI		4.3	6.4	8.7	10.6	12.0	12.6	9.4	10.7	14.0%
FR		58.0	98.0	110.1	97.4	87.8	85.1	89.3	86.8	-2.8%
GB		145.0	196.5	211.2	227.0	248.1	252.9	234.6	210.1	-10.4%
GR		0.2	0.3	0.4	0.5	0.5	0.4	0.4	0.4	-11.6%
HR		0.1	0.1	0.2	0.2	0.4	0.5	0.6	0.6	-8.1%
HU		0.9	2.0	3.5	5.5	6.4	6.8	6.4	6.1	-5.6%
IE		3.2	6.0	7.6	11.3	12.6	13.5	13.6	10.9	-19.9%
IS		0.3	0.4	0.5	0.7	0.8	0.9	0.7	0.8	5.5%
IT		17.2	24.5	30.9	34.2	34.6	29.8	27.3	25.2	-7.6%
NL		24.1	29.1	30.5	33.6	35.2	34.8	31.0	26.2	-15.6%
NO		5.8	10.8	18.0	20.6	22.6	22.7	21.7	19.4	-10.6%
PL		1.4	2.7	5.5	7.1	8.3	8.5	8.5	7.7	-9.3%
PT		6.3	8.9	7.7	9.5	6.7	7.3	7.6	6.3	-17.5%
RU		0.7	5.2	20.7	40.1	60.9	78.6	75.0	68.3	-8.9%
SE		7.5	15.0	15.8	20.6	25.1	27.4	26.1	21.4	-18.0%
EUR 17 [1]		*381.7*	*547.7*	*608.9*	*637.2*	*662.0*	*660.3*	*634.1*	*576.2*	*-9.1%*
EUR 22		*399.0*	*579.1*	*662.4*	*713.0*	*760.3*	*776.2*	*745.1*	*678.0*	*-9.0%*
JP		87.3	105.8	111.4	98.1	84.2	68.5	62.0	56.6	-8.7%
US		656.8	858.2	930.1	958.1	917.2	837.6	740.1	644.1	-13.0%

[1] Total for the European Union (EUR 27) countries shown in table.

Source: IHS Screen Digest

10 11 12 13 14 15 16

T.14.6

Average number of DVD transactions per DVD household 2003-2010 In units.

Country	Rental	2003	2004	2005	2006	2007	2008	2009	2010	*2010/09*
AT		6.1	4.6	4.4	3.5	3.0	2.2	1.6	1.5	*-10.3%*
BE		11.1	9.7	5.9	3.4	3.2	2.8	2.0	1.7	*-15.9%*
CH		2.9	2.3	1.7	1.1	0.9	0.7	0.7	0.5	*-26.0%*
CZ		1.0	1.0	1.0	~	~	~	~	~	*~*
DE		5.1	4.8	4.9	4.2	4.0	3.8	3.5	3.2	*-8.6%*
DK		10.3	10.8	9.4	6.9	5.3	4.5	4.1	3.7	*-9.6%*
ES		19.4	16.3	13.4	10.6	7.4	5.6	4.5	3.7	*-18.4%*
FI		10.7	9.1	9.1	8.0	7.0	6.9	6.1	5.4	*-11.7%*
FR		4.5	3.7	3.4	2.6	1.9	1.3	1.0	0.7	*-27.1%*
GB		8.0	8.1	7.2	5.7	4.4	3.3	3.2	2.9	*-8.2%*
GR		10.9	9.2	7.2	4.8	3.3	2.7	2.1	1.8	*-13.1%*
HR		43.9	40.0	29.7	22.2	8.8	5.6	3.1	2.2	*-31.2%*
HU		2.0	2.0	1.7	1.2	0.8	0.6	0.5	0.4	*-16.0%*
IE		20.5	19.5	19.1	15.9	12.0	10.9	9.4	7.9	*-16.2%*
IS		12.8	13.8	22.3	29.4	26.0	20.8	17.8	18.7	*4.9%*
IT		12.2	9.5	6.9	4.9	3.7	2.6	2.0	1.4	*-27.5%*
NL		10.3	6.3	4.6	2.5	2.5	2.1	1.8	1.4	*-25.0%*
NO		16.7	13.7	9.5	8.3	5.9	4.9	4.3	3.9	*-10.1%*
PL		2.1	2.7	1.8	1.2	0.7	0.4	0.3	0.3	*-18.6%*
PT		21.7	15.3	9.4	6.9	5.6	3.8	2.9	2.5	*-14.4%*
RU		0.7	5.2	0.8	0.0	~	~	~	~	*~*
SE		11.0	9.6	8.9	9.1	8.4	6.9	7.2	6.7	*-7.1%*
EUR 17 (1)		*8.2*	*7.3*	*6.3*	*5.0*	*3.9*	*3.1*	*2.7*	*2.3*	*-14.2%*
EUR 22		*8.2*	*7.3*	*5.8*	*4.3*	*3.3*	*2.6*	*2.3*	*1.9*	*-15.5%*
JP		20.3	24.4	30.6	39.8	47.0	48.6	52.0	56.8	*9.3%*
US		26.8	25.9	24.9	24.7	23.8	23.4	22.9	21.8	*-4.6%*

Country	Retail	2003	2004	2005	2006	2007	2008	2009	2010	*2010/09*
AT		5.0	4.9	5.3	5.4	5.5	5.8	5.3	5.1	*-4.0%*
BE		10.7	11.7	8.5	6.3	6.0	5.8	5.0	4.3	*-13.5%*
CH		9.9	9.8	7.0	5.9	5.0	4.6	4.4	4.3	*-2.4%*
CZ		3.3	3.3	2.2	1.8	1.8	1.5	1.3	1.3	*-0.6%*
DE		4.1	4.2	3.9	3.8	3.8	3.6	3.7	3.6	*-4.1%*
DK		8.1	9.5	9.7	8.5	7.9	8.4	8.3	5.5	*-33.9%*
ES		4.9	3.8	3.2	2.9	2.6	2.0	1.7	1.3	*-21.2%*
FI		10.3	9.8	11.0	11.1	10.3	10.1	6.9	7.5	*8.8%*
FR		5.7	6.5	6.4	5.5	4.7	4.4	4.5	4.3	*-3.7%*
GB		13.1	12.9	11.7	11.2	11.2	10.8	9.7	8.7	*-10.1%*
GR		0.4	0.4	0.4	0.3	0.3	0.2	0.2	0.2	*-14.0%*
HR		0.7	0.7	0.6	0.6	0.7	0.8	0.8	0.6	*-16.7%*
HU		1.5	2.0	2.5	3.3	3.3	3.1	2.6	2.5	*-6.2%*
IE		7.1	9.6	9.8	12.0	10.4	10.4	9.6	7.5	*-22.1%*
IS		5.8	5.7	7.0	7.8	9.0	9.5	7.6	7.0	*-7.1%*
IT		4.1	3.0	2.5	2.0	1.7	1.4	1.3	1.1	*-10.1%*
NL		9.9	7.4	6.3	5.9	5.8	5.6	5.0	4.2	*-15.7%*
NO		7.1	9.5	11.3	12.5	12.1	12.3	11.5	9.8	*-14.6%*
PL		2.1	1.5	1.7	1.8	1.7	1.5	1.4	1.1	*-18.0%*
PT		10.1	7.3	3.9	4.0	2.4	2.3	2.4	1.9	*-19.3%*
RU		0.8	1.8	1.7	1.9	2.5	2.8	2.5	2.0	*-18.1%*
SE		5.9	7.7	5.9	6.9	7.2	7.2	6.5	5.2	*-20.0%*
EUR 17 (1)		*6.8*	*6.5*	*5.7*	*5.3*	*5.0*	*4.7*	*4.4*	*3.9*	*-10.7%*
EUR 22		*6.8*	*6.4*	*5.4*	*4.9*	*4.7*	*4.5*	*4.1*	*3.6*	*-12.0%*
JP		8.4	6.5	5.2	4.0	3.2	2.6	2.5	2.4	*-3.2%*
US		11.2	12.2	11.3	10.7	10.0	9.0	7.9	6.8	*-13.4%*

(1) Total for the European Union (EUR 27) countries shown in table.

Source: European Audiovisual Observatory after IHS Screen Digest

T.14.7

DVD rental and retail turnover 2004-2010

In national currency (millions). Consumer level (includes VAT).

Country	Currency	Rental	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	EUR		18.2	20.8	19.2	18.4	14.7	11.7	10.9	-7.4%
BE	EUR		49.2	43.6	29.9	31.6	28.4	21.6	18.5	-14.1%
CH	CHF		22.6	21.5	16.6	16.5	13.6	13.3	9.9	-25.8%
CZ	CZK		280.0	420.0	820.8	649.0	327.2	47.4	40.7	-14.3%
DE	EUR		272.5	315.2	283.3	274.4	259.5	242.0	219.0	-9.5%
DK	DKK		453.0	525.8	493.5	410.6	357.0	333.9	312.8	-6.3%
ES	EUR		285.8	304.8	266.5	199.8	160.6	124.0	105.8	-14.7%
FI	EUR		13.3	18.7	24.4	27.0	27.7	27.2	25.5	-6.1%
FR	EUR		184.1	188.4	139.6	96.9	68.4	54.4	40.1	-26.3%
GB	GBP		373.4	376.9	339.5	293.8	216.9	213.8	201.3	-5.9%
GR	EUR		12.2	13.2	10.5	8.8	7.7	6.3	5.7	-9.8%
HR	HRK		91.2	99.6	94.8	59.8	43.7	28.8	21.9	-24.0%
HU	HUF		1 200.0	1 468.8	1 128.3	833.7	633.8	510.5	431.7	-15.4%
IE	EUR		55.3	65.9	70.0	67.3	65.9	61.8	53.3	-13.8%
IS	ISK		470.0	787.5	1 226.0	1 123.6	989.4	759.1	895.1	17.9%
IT	EUR		263.5	295.1	260.0	218.0	160.3	114.1	85.1	-25.4%
NL	EUR		78.9	72.8	47.0	49.7	42.2	36.3	28.0	-22.8%
NO	NOK		781.9	759.9	720.2	599.6	375.0	335.0	305.0	-9.0%
PL	PLZ		28.3	31.6	25.5	19.0	12.2	10.4	9.4	-10.0%
PT	EUR		48.1	47.0	42.6	40.6	32.1	25.1	21.8	-12.9%
RU	RUR		713.2	190.0	20.0	0.0	0.0	~	~	~
SE	SEK		787.1	994.0	1 143.4	1 255.6	1 137.7	1 241.0	1 182.5	-4.7%
JP	JPY		125 055.0	203 050.0	279 015.0	339 900.0	340 260.0	302 450.0	291 325.0	-3.7%
US	USD		6 059.7	6 592.9	7 253.8	7 055.8	6 682.1	6 056.0	5 311.4	-12.3%

Country	Currency	Retail	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	EUR		102.3	123.3	141.6	148.7	144.1	140.1	135.8	-3.0%
BE	EUR		259.2	212.0	226.7	233.4	230.5	217.0	189.5	-12.7%
CH	CHF		405.1	346.4	360.0	324.0	302.2	284.7	270.9	-4.8%
CZ	CZK		785.3	867.7	790.0	888.2	990.3	949.1	950.8	0.2%
DE	EUR		1 323.2	1 321.8	1 295.3	1 313.0	1 242.0	1 257.8	1 189.0	-5.5%
DK	DKK		1 157.4	1 360.8	1 526.3	1 375.1	1 401.0	1 380.0	1 120.1	-18.8%
ES	EUR		448.9	383.1	364.5	367.9	307.2	249.2	204.5	-18.0%
FI	EUR		94.0	110.7	131.3	137.9	136.9	97.7	109.4	12.0%
FR	EUR		1 844.0	1 757.3	1 654.7	1 479.9	1 331.0	1 277.1	1 211.9	-5.1%
GB	GBP		2 243.5	2 245.4	2 215.0	2 327.6	2 333.0	2 022.8	1 878.0	-7.2%
GR	EUR		6.8	7.4	7.7	7.8	6.7	6.2	5.2	-15.6%
HR	HRK		15.5	16.8	16.9	27.3	34.5	37.2	31.4	-15.7%
HU	HUF		9 200.0	11 157.3	13 388.8	11 547.8	11 864.8	10 207.2	9 055.7	-11.3%
IE	EUR		110.0	130.0	192.1	199.1	189.3	147.9	113.2	-23.5%
IS	ISK		733.7	745.8	1 221.0	1 461.7	1 439.4	1 103.2	1 236.2	12.1%
IT	EUR		402.9	407.1	423.0	435.8	368.3	320.6	295.2	-7.9%
NL	EUR		429.3	388.6	385.0	385.7	361.7	323.5	280.9	-13.2%
NO	NOK		1 448.2	2 087.1	2 434.9	2 552.6	2 520.7	2 330.1	1 967.4	-15.6%
PL	PLZ		130.0	244.7	276.4	241.1	260.6	247.2	215.0	-13.0%
PT	EUR		82.8	111.4	128.8	117.0	84.9	74.1	60.8	-17.9%
RU	RUR		1 732.5	4 280.0	6 144.7	8 636.8	11 143.1	10 624.7	9 688.8	-8.8%
SE	SEK		1 669.3	1 806.1	2 347.4	2 381.3	2 436.3	2 541.3	2 171.2	-14.6%
JP	JPY		376 796.4	390 862.0	343 661.0	320 425.4	272 943.6	239 683.9	213 979.7	-12.2%
US	USD		12 780.8	13 396.8	13 703.7	13 134.6	11 759.8	9 796.7	8 264.4	-16.7%

Source: IHS Screen Digest

T.14.8

Total DVD rental and retail turnover 2004-2010

In national currency (millions). Consumer level (includes VAT).

Country	Currency	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	EUR	120.6	144.1	160.8	167.1	158.8	151.8	146.7	***-3.4%***
BE	EUR	308.3	255.6	256.6	265.0	259.0	238.6	208.0	***-12.8%***
CH	CHF	427.7	367.9	376.6	340.5	315.8	298.0	280.8	***-5.8%***
CZ	CZK	1 065.3	1 287.7	1 610.9	1 537.2	1 317.5	996.6	991.4	***-0.5%***
DE	EUR	1 595.7	1 637.0	1 578.6	1 587.4	1 501.5	1 499.8	1 408.0	***-6.1%***
DK	DKK	1 610.4	1 886.6	2 019.9	1 785.7	1 758.0	1 713.9	1 432.9	***-16.4%***
ES	EUR	734.7	687.8	631.0	567.6	467.8	373.3	310.3	***-16.9%***
FI	EUR	107.3	129.5	155.7	165.0	164.6	124.9	135.0	***8.1%***
FR	EUR	2 028.1	1 945.7	1 794.3	1 576.7	1 399.4	1 331.5	1 252.0	***-6.0%***
GB	GBP	2 616.9	2 622.3	2 554.5	2 621.4	2 549.9	2 236.6	2 079.3	***-7.0%***
GR	EUR	19.0	20.5	18.2	16.5	14.4	12.5	10.9	***-12.7%***
HR	HRK	106.7	116.4	111.7	87.1	78.2	66.0	53.2	***-19.3%***
HU	HUF	10 400.0	12 626.1	14 517.1	12 381.5	12 498.6	10 717.7	9 487.4	***-11.5%***
IE	EUR	165.3	195.9	262.1	266.4	255.2	209.7	166.5	***-20.6%***
IS	ISK	1 203.7	1 533.3	2 447.0	2 585.3	2 428.9	1 862.3	2 131.4	***14.4%***
IT	EUR	666.4	702.2	683.0	653.8	528.6	434.7	380.3	***-12.5%***
NL	EUR	508.2	461.4	432.0	435.4	403.9	359.8	308.9	***-14.1%***
NO	NOK	2 230.2	2 846.9	3 155.1	3 152.2	2 895.7	2 665.1	2 272.4	***-14.7%***
PL	PLZ	158.3	276.3	301.9	260.1	272.7	257.6	224.4	***-12.9%***
PT	EUR	130.9	158.3	171.4	157.6	117.0	99.2	82.6	***-16.7%***
RU	RUR	2 445.7	4 470.0	6 164.7	8 636.8	11 143.1	10 624.7	9 688.8	***-8.8%***
SE	SEK	2 456.4	2 800.1	3 490.8	3 636.9	3 574.0	3 782.3	3 353.7	***-11.3%***
JP	JPY	501 851.4	593 912.0	622 676.0	660 325.4	613 203.6	542 133.9	505 304.7	***-6.8%***
US	USD	18 840.5	19 989.7	20 957.5	20 190.3	18 441.9	15 852.7	13 575.8	***-14.4%***

Source: IHS Screen Digest

T.14.9

DVD rental and retail turnover
2003-2010 EUR million.

Country	Rental 2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	16.8	18.2	20.8	19.2	18.4	14.7	11.7	10.9	-7.4%
BE	44.0	49.2	43.6	29.9	31.6	28.4	21.6	18.5	-14.1%
CH	12.7	14.6	13.9	10.6	10.0	8.6	8.8	7.1	-19.0%
CZ	4.9	8.8	14.1	28.9	23.4	13.1	1.8	1.6	-10.4%
DE	212.0	272.5	315.2	283.3	274.4	259.5	242.0	219.0	-9.5%
DK	44.4	60.9	70.5	66.2	55.1	47.9	44.8	42.0	-6.3%
ES	220.1	285.8	304.8	266.5	199.8	160.6	124.0	105.8	-14.7%
FI	11.4	13.3	18.7	24.4	27.0	27.7	27.2	25.5	-6.1%
FR	155.6	184.1	188.4	139.6	96.9	68.4	54.4	40.1	-26.3%
GB	379.6	550.1	550.8	497.8	429.1	272.4	239.8	234.3	-2.3%
GR	9.0	12.2	13.2	10.5	8.8	7.7	6.3	5.7	-9.8%
HR	7.8	11.7	13.4	12.9	8.1	6.0	3.9	3.0	-23.5%
HU	2.6	4.8	5.9	4.3	3.3	2.5	1.8	1.6	-13.8%
IE	40.5	55.3	65.9	70.0	67.3	65.9	61.8	53.3	-13.8%
IS	4.2	5.4	10.1	13.9	12.8	7.7	4.4	5.4	24.2%
IT	171.8	263.5	295.1	260.0	218.0	160.3	114.1	85.1	-25.4%
NL	75.6	78.9	72.8	47.0	49.7	42.2	36.3	28.0	-22.8%
NO	84.4	97.6	94.8	89.5	74.8	45.5	38.3	38.0	-0.7%
PL	2.1	6.2	7.8	6.5	5.0	3.5	2.4	2.3	-2.5%
PT	35.7	48.1	47.0	42.6	40.6	32.1	25.1	21.8	-12.9%
RU	1.5	19.9	5.4	0.6	~	~	~	~	~
SE	65.2	86.2	107.0	123.5	135.7	118.2	116.8	123.7	6.0%
EUR 17 (1)	*1 491.5*	*1 997.9*	*2 141.7*	*1 920.3*	*1 684.1*	*1 325.2*	*1 131.9*	*1 019.3*	-9.9%
EUR 22	*1 602.0*	*2 147.2*	*2 279.2*	*2 047.7*	*1 789.8*	*1 393.0*	*1 187.2*	*1 072.9*	-9.6%
JP	509.4	930.2	1 483.2	1 909.8	2 107.1	2 231.1	2 319.3	2 499.0	7.7%
US	4 479.2	4 871.9	5 296.0	5 773.9	5 146.1	4 537.6	4 345.9	4 005.3	-7.8%

Country	Retail 2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	82.8	102.3	123.3	141.6	148.7	144.1	140.1	135.8	-3.0%
BE	251.8	259.2	212.0	226.7	233.4	230.5	217.0	189.5	-12.7%
CH	212.9	262.4	223.7	228.8	197.2	190.4	188.5	195.9	3.9%
CZ	18.3	24.6	29.1	27.9	32.0	39.6	35.8	37.5	4.7%
DE	1 053.3	1 323.2	1 321.8	1 295.3	1 313.0	1 242.0	1 257.8	1 189.0	-5.5%
DK	124.3	155.5	182.6	204.6	184.6	187.9	185.3	150.4	-18.8%
ES	391.5	448.9	383.1	364.5	367.9	307.2	249.2	204.5	-18.0%
FI	70.8	94.0	110.7	131.3	137.9	136.9	97.7	109.4	12.0%
FR	1 315.3	1 844.0	1 757.3	1 654.7	1 479.9	1 331.0	1 277.1	1 211.9	-5.1%
GB	2 532.5	3 305.1	3 281.7	3 247.6	3 399.0	2 929.6	2 268.4	2 186.5	-3.6%
GR	5.2	6.8	7.4	7.7	7.8	6.7	6.2	5.2	-15.6%
HR	1.3	2.0	2.3	2.3	3.7	4.8	5.1	4.3	-15.1%
HU	18.4	36.5	44.9	50.5	45.8	47.0	36.3	32.8	-9.6%
IE	59.6	110.0	130.0	192.1	199.1	189.3	147.9	113.2	-23.5%
IS	8.5	8.4	9.5	13.9	16.6	11.2	6.3	7.5	18.0%
IT	314.0	402.9	407.1	423.0	435.8	368.3	320.6	295.2	-7.9%
NL	365.3	429.3	388.6	385.0	385.7	361.7	323.5	280.9	-13.2%
NO	102.3	180.8	260.3	302.4	318.3	306.1	266.4	245.4	-7.9%
PL	16.5	28.7	60.7	70.8	63.6	74.0	57.0	53.7	-5.8%
PT	74.4	82.8	111.4	128.8	117.0	84.9	74.1	60.8	-17.9%
RU	12.7	48.3	121.5	180.0	246.6	305.8	240.2	239.9	-0.1%
SE	126.6	182.9	194.5	253.5	257.4	253.1	239.1	227.2	-5.0%
EUR 17 (1)	*6 820.5*	*8 836.6*	*8 746.3*	*8 805.6*	*8 808.4*	*7 933.8*	*6 933.3*	*6 483.7*	-6.5%
EUR 22	*7 158.1*	*9 338.6*	*9 363.6*	*9 533.0*	*9 590.7*	*8 752.0*	*7 639.7*	*7 176.6*	-6.1%
JP	2 390.1	2 802.8	2 855.1	2 352.3	1 986.4	1 789.7	1 838.0	1 835.5	-0.1%
US	9 386.5	10 275.6	10 761.3	10 908.0	9 579.6	7 985.8	7 030.3	6 232.1	-11.4%

(1) Total for the European Union countries shown in table.

Source: IHS Screen Digest

T.14.10

Total DVD turnover
2003-2010 EUR million.

Country	Rental + Retail 2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	99.6	120.6	144.1	160.8	167.1	158.8	151.8	146.7	-3.4%
BE	295.8	308.3	255.6	256.6	265.0	259.0	238.6	208.0	-12.8%
CH	225.6	277.0	237.6	239.4	207.2	198.9	197.3	203.0	2.9%
CZ	23.2	33.3	43.2	56.8	55.3	52.7	37.6	39.2	4.0%
DE	1 265.3	1 595.7	1 637.0	1 578.6	1 587.4	1 501.5	1 499.8	1 408.0	-6.1%
DK	168.7	216.4	253.1	270.8	239.6	235.8	230.1	192.4	-16.4%
ES	611.6	734.7	687.8	631.0	567.6	467.8	373.3	310.3	-16.9%
FI	82.1	107.3	129.5	155.7	165.0	164.6	124.9	135.0	8.1%
FR	1 470.9	2 028.1	1 945.7	1 794.3	1 576.7	1 399.4	1 331.5	1 252.0	-6.0%
GB	2 912.2	3 855.2	3 832.6	3 745.4	3 828.1	3 202.0	2 508.3	2 420.8	-3.5%
GR	14.2	19.0	20.5	18.2	16.5	14.4	12.5	10.9	-12.7%
HR	9.1	13.7	15.6	15.2	11.9	10.8	9.0	7.3	-18.8%
HU	21.1	41.3	50.8	54.8	49.1	49.5	38.1	34.4	-9.8%
IE	100.1	165.3	195.9	262.1	266.4	255.2	209.7	166.5	-20.6%
IS	12.7	13.8	19.6	27.8	29.4	18.9	10.7	12.9	20.6%
IT	485.8	666.4	702.2	683.0	653.8	528.6	434.7	380.3	-12.5%
NL	440.9	508.2	461.4	432.0	435.4	403.9	359.8	308.9	-14.1%
NO	186.6	278.5	355.0	391.9	393.0	351.6	304.7	283.4	-7.0%
PL	18.6	34.9	68.6	77.3	68.6	77.4	59.4	56.1	-5.6%
PT	110.2	130.9	158.3	171.4	157.6	117.0	99.2	82.6	-16.7%
RU	14.1	68.3	126.9	180.6	246.6	305.8	240.2	239.9	-0.1%
SE	191.8	269.1	301.5	377.0	393.1	371.3	355.8	350.9	-1.4%
EUR 17 (1)	*8 312.0*	*10 834.6*	*10 887.9*	*10 725.9*	*10 492.5*	*9 258.9*	*8 065.1*	*7 503.0*	-7.0%
EUR 22	*8 760.1*	*11 485.8*	*11 642.7*	*11 580.7*	*11 380.6*	*10 145.0*	*8 826.9*	*8 249.4*	-6.5%
JP	2 899.5	3 733.0	4 338.2	4 262.1	4 093.6	4 020.8	4 157.4	4 334.6	4.3%
US	13 865.7	15 147.6	16 057.3	16 681.9	14 725.6	12 523.4	11 376.2	10 237.4	-10.0%

(1) Total for the European Union countries shown in table.

Source: IHS Screen Digest

T.14.11

Average DVD rental & retail turnover per DVD household [1]

2003-2010 In EUR. Consumer level (includes VAT).

Country	Rental	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		17.7	13.0	12.5	9.8	8.4	6.3	4.6	4.2	-10.6%
BE		33.2	30.0	18.3	10.7	10.0	8.6	6.1	5.1	-15.9%
CH		12.1	9.6	6.9	4.3	3.7	3.0	2.9	2.4	-19.3%
CZ		16.8	15.4	12.3	20.7	14.4	5.7	0.7	0.6	~
DE		13.6	12.7	12.6	10.7	10.0	9.2	8.5	7.6	-10.4%
DK		48.5	50.7	44.1	32.5	25.0	21.1	19.4	17.4	-10.2%
ES		48.4	37.6	31.1	24.7	17.2	13.0	10.5	8.8	-16.0%
FI		27.4	20.3	23.6	25.5	23.3	22.2	20.1	18.0	-10.4%
FR		15.2	12.2	10.9	7.9	5.2	3.5	2.7	2.0	-26.9%
GB		34.3	36.0	30.5	24.5	19.4	11.6	9.9	9.7	-2.0%
GR		16.4	13.8	10.8	7.2	5.0	4.0	3.1	2.8	-12.3%
HR		66.8	61.5	47.8	36.4	13.7	8.8	4.9	3.4	-30.7%
HU		4.4	4.8	4.2	2.6	1.7	1.1	0.7	0.6	-14.4%
IE		88.2	88.4	85.3	74.3	55.7	50.6	43.7	36.7	-16.2%
IS		73.7	78.0	128.4	159.9	147.7	82.7	45.9	50.3	9.4%
IT		41.4	32.4	23.6	15.6	10.6	7.5	5.3	3.8	-27.5%
NL		31.0	20.2	15.0	8.3	8.2	6.8	5.9	4.5	-22.9%
NO		104.3	85.8	59.4	54.6	40.0	24.6	20.3	19.3	-5.1%
PL		3.3	3.5	2.5	1.6	1.0	0.6	0.4	0.3	-11.8%
PT		57.4	39.5	23.8	18.0	14.7	10.3	7.8	6.7	-14.8%
RU		1.6	6.9	0.4	0.0	~	~	~	~	~
SE		50.7	44.0	40.3	41.3	38.9	30.9	29.0	30.0	3.4%
EUR 17 [2]		***26.6***	***23.6***	***20.1***	***16.0***	***12.7***	***9.4***	***7.9***	***7.0***	-11.5%
EUR 22		***27.1***	***23.8***	***18.6***	***14.0***	***11.0***	***8.0***	***6.6***	***5.8***	-12.6%
JP		49.1	57.3	69.3	77.6	80.2	84.4	91.7	104.8	14.2%
US		76.3	69.0	64.2	64.7	56.2	48.8	46.3	42.4	-8.3%

Country	Retail	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT		87.4	72.8	73.8	72.5	67.8	61.7	55.6	52.0	-6.4%
BE		189.9	158.2	89.1	80.9	73.7	69.7	61.4	52.5	-14.5%
CH		203.5	172.4	110.3	94.0	72.8	67.0	62.9	65.2	3.6%
CZ		63.0	43.1	25.5	20.0	19.7	17.4	14.0	14.4	2.9%
DE		67.4	61.5	52.8	49.1	47.8	44.2	44.0	41.2	-6.5%
DK		135.8	129.6	114.1	100.6	83.8	83.0	80.0	62.3	-22.2%
ES		86.1	59.1	39.1	33.8	31.7	24.9	21.1	17.0	-19.2%
FI		171.0	143.6	139.3	137.5	118.6	109.7	72.1	77.1	6.9%
FR		128.5	121.7	101.7	94.1	79.0	68.1	64.0	60.1	-6.0%
GB		228.6	216.3	181.9	159.7	153.9	125.3	93.8	90.6	-3.3%
GR		9.4	7.7	6.1	5.2	4.4	3.5	3.1	2.5	-17.9%
HR		11.0	10.5	8.1	6.5	6.3	7.0	6.3	4.9	-23.1%
HU		30.7	36.5	32.1	30.3	23.6	21.3	14.9	13.4	-10.2%
IE		129.9	175.9	168.4	203.8	164.8	145.4	104.7	77.9	-25.6%
IS		147.5	121.8	121.6	159.3	192.2	120.3	66.8	69.4	4.0%
IT		75.6	49.5	32.6	25.3	21.2	17.2	14.9	13.3	-10.5%
NL		149.7	109.7	80.0	67.5	63.2	58.2	52.2	45.2	-13.3%
NO		126.4	158.9	163.0	184.5	170.2	165.4	141.5	124.5	-12.0%
PL		25.5	15.9	19.0	17.6	13.2	13.2	9.3	8.0	-14.8%
PT		119.6	68.0	56.6	54.5	42.4	27.3	23.2	18.6	-19.7%
RU		14.1	16.7	10.1	8.3	9.9	10.8	7.9	7.1	-10.2%
SE		98.3	93.4	73.2	84.7	73.7	66.2	59.3	55.0	-7.3%
EUR 17 [2]		***121.5***	***104.5***	***82.3***	***73.3***	***66.3***	***56.5***	***48.2***	***44.3***	-8.1%
EUR 22		***121.2***	***103.3***	***76.6***	***65.2***	***58.9***	***50.3***	***42.5***	***38.6***	-9.2%
JP		230.5	172.6	133.3	95.6	75.6	67.7	72.7	77.0	5.9%
US		160.0	145.6	130.4	122.3	104.6	85.8	74.9	66.0	-11.8%

[1] Arithmetical average.
[2] Total for the European Union (EUR 27) countries shown in table.

Source: European Audiovisual Observatory after IHS Screen Digest

T.14.12

Average DVD rental and retail prices [1]
2003-2010 In EUR. Consumer level (includes VAT).

Country Rental	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	2.9	2.8	2.8	2.8	2.8	2.8	2.8	2.8	***-0.3%***
BE	3.0	3.1	3.1	3.1	3.1	3.1	3.1	3.1	***0.0%***
CH	4.2	4.1	4.2	4.1	3.9	4.1	4.2	4.6	***9.2%***
CZ	16.8	15.4	12.3	~	~	~	~	~	~
DE	2.7	2.6	2.6	2.5	2.5	2.4	2.4	2.4	***-2.0%***
DK	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	***-0.7%***
ES	2.5	2.3	2.3	2.3	2.3	2.3	2.3	2.4	***2.9%***
FI	2.6	2.2	2.6	3.2	3.3	3.2	3.3	3.3	***1.5%***
FR	3.4	3.3	3.3	3.0	2.8	2.7	2.7	2.7	***0.2%***
GB	4.3	4.5	4.2	4.3	4.4	3.5	3.1	3.4	***6.8%***
GR	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	***1.0%***
HR	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	***0.7%***
HU	2.2	2.4	2.5	2.1	2.1	2.0	1.6	1.6	***1.9%***
IE	4.3	4.5	4.5	4.7	4.6	4.6	4.7	4.7	***0.0%***
IS	5.8	5.7	5.7	5.4	5.7	4.0	2.6	2.7	***4.3%***
IT	3.4	3.4	3.4	3.2	2.9	2.9	2.7	2.7	***0.1%***
NL	3.0	3.2	3.3	3.3	3.2	3.3	3.2	3.3	***2.8%***
NO	6.2	6.2	6.2	6.6	6.8	5.1	4.7	5.0	***5.5%***
PL	1.6	1.3	1.4	1.4	1.4	1.5	1.2	1.3	***8.4%***
PT	2.6	2.6	2.5	2.6	2.6	2.7	2.7	2.7	***-0.5%***
RU	2.3	1.3	0.6	0.6	~	~	~	~	~
SE	4.6	4.6	4.5	4.5	4.6	4.5	4.0	4.5	***11.2%***
EUR 17 [2]	***3.3***	***3.2***	***3.2***	***3.2***	***3.2***	***3.0***	***2.9***	***3.0***	***3.2%***
EUR 22	***3.3***	***3.3***	***3.2***	***3.3***	***3.3***	***3.0***	***2.9***	***3.0***	***3.4%***
JP	2.4	2.3	2.3	2.0	1.7	1.7	1.8	1.8	***4.6%***
US	2.8	2.7	2.6	2.6	2.4	2.1	2.0	1.9	***-3.9%***

Country Retail	2003	2004	2005	2006	2007	2008	2009	2010	2010/09
AT	17.4	14.8	14.0	13.5	12.3	10.6	10.4	10.1	***-2.5%***
BE	17.8	13.6	10.5	12.8	12.2	12.0	12.4	12.2	***-1.1%***
CH	20.6	17.6	15.8	16.0	14.5	14.5	14.4	15.3	***6.2%***
CZ	19.2	12.9	11.8	10.8	10.8	11.9	11.1	11.5	***3.5%***
DE	16.4	14.7	13.4	12.9	12.7	12.3	11.8	11.5	***-2.4%***
DK	16.8	13.7	11.8	11.9	10.6	9.8	9.6	11.3	***17.8%***
ES	17.7	15.6	12.2	11.7	12.3	12.5	12.5	12.8	***2.4%***
FI	16.6	14.7	12.7	12.4	11.5	10.9	10.5	10.3	***-1.8%***
FR	22.7	18.8	16.0	17.0	16.8	15.6	14.3	14.0	***-2.3%***
GB	17.5	16.8	15.5	14.3	13.7	11.6	9.7	10.4	***7.6%***
GR	22.1	20.0	17.0	16.0	16.2	15.9	15.5	14.8	***-4.6%***
HR	16.5	15.4	13.4	10.2	9.5	9.0	8.2	7.5	***-7.7%***
HU	20.5	18.2	13.0	9.1	7.2	6.9	5.6	5.4	***-4.3%***
IE	18.4	18.3	17.1	17.0	15.8	14.0	10.9	10.4	***-4.5%***
IS	25.3	21.4	17.5	20.4	21.4	12.6	8.8	9.9	***11.9%***
IT	18.3	16.4	13.2	12.4	12.6	12.4	11.8	11.7	***-0.4%***
NL	15.2	14.8	12.7	11.5	11.0	10.4	10.4	10.7	***2.8%***
NO	17.7	16.7	14.5	14.7	14.1	13.5	12.3	12.6	***3.0%***
PL	12.2	10.8	11.0	10.0	7.7	8.7	6.7	7.0	***3.9%***
PT	11.8	9.3	14.5	13.5	17.4	11.7	9.7	9.7	***-0.5%***
RU	17.2	9.4	5.9	4.5	4.0	3.9	3.2	3.5	***9.6%***
SE	16.8	12.2	12.3	12.3	10.3	9.2	9.2	10.6	***15.9%***
EUR 17 [2]	***17.9***	***16.1***	***14.4***	***13.8***	***13.3***	***12.0***	***10.9***	***11.3***	***2.9%***
EUR 22	***17.9***	***16.1***	***14.1***	***13.4***	***12.6***	***11.3***	***10.3***	***10.6***	***3.2%***
JP	27.4	26.5	25.6	24.0	23.6	26.1	29.6	32.4	***9.3%***
US	14.3	12.0	11.6	11.4	10.4	9.5	9.5	9.7	***1.9%***

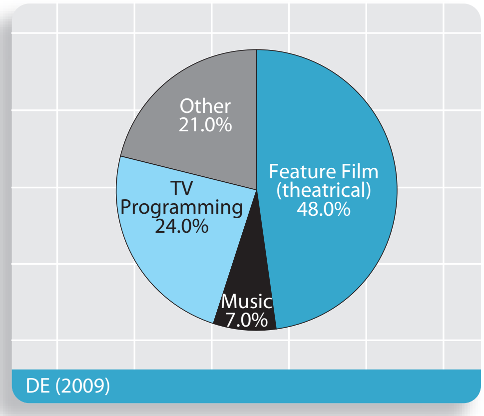
[1] Arithmetical average.
[2] Total for the European Union (EUR 27) countries shown in table.

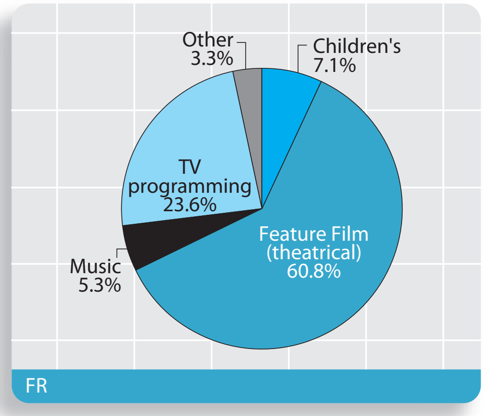
Source: European Audiovisual Observatory after IHS Screen Digest

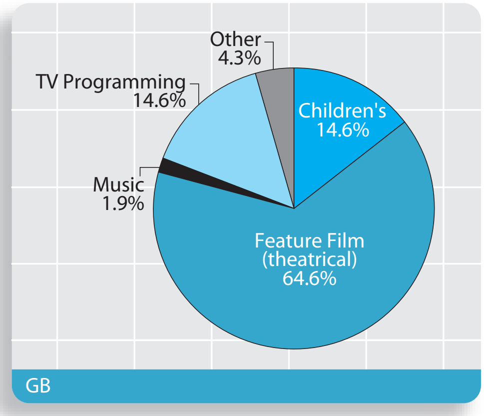
G.14.8

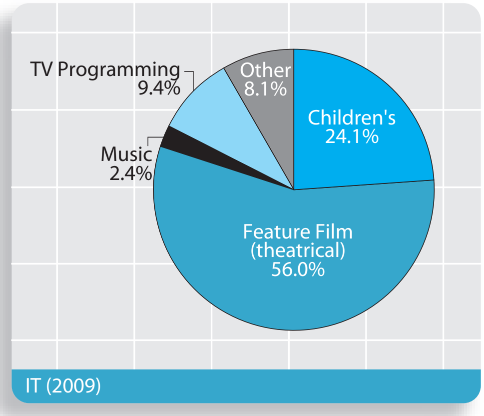
DVD retail market shares according to genre
2010

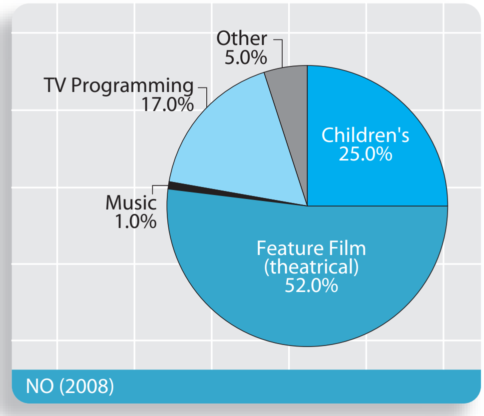
In % of retail transactions.

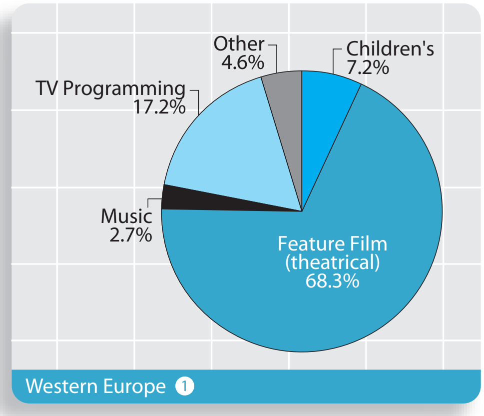












1 Based on available data.

Source: IHS Screen Digest

T.14.13

Number of TV households with Blu-ray Disc players
2006-2010
In millions and in % of TV households, at year end.

Country	Households with Blu-ray Disc players					Blu-ray Disc player penetration of TV households				
	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010
AT		0.001	0.025	0.083	0.244		0.02%	0.72%	2.36%	6.89%
BE		0.002	0.010	0.060	0.143		0.03%	0.22%	1.28%	3.06%
CH		0.001	0.026	0.108	0.240		0.03%	0.76%	3.21%	7.09%
CZ			0.001	0.006	0.033			0.01%	0.13%	0.73%
DE	0.000	0.007	0.117	0.636	1.736	0.00%	0.02%	0.30%	1.64%	4.47%
DK		0.001	0.013	0.063	0.169		0.04%	0.52%	2.49%	6.66%
ES		0.002	0.017	0.108	0.270	0.00%	0.01%	0.11%	0.68%	1.69%
FI			0.015	0.042	0.073			0.64%	1.79%	3.09%
FR	0.000	0.009	0.129	0.390	0.970	0.00%	0.04%	0.50%	1.51%	3.72%
GB	0.000	0.017	0.301	0.990	2.058	0.00%	0.07%	1.15%	3.74%	7.71%
GR			0.002	0.028	0.237			0.06%	0.73%	6.21%
HR				0.000	0.005				0.02%	0.32%
HU			0.001	0.022	0.094			0.01%	0.59%	2.52%
IE			0.004	0.026	0.047			0.28%	1.74%	3.07%
IS			0.000	0.002	0.014			0.05%	2.05%	11.49%
IT	0.000	0.004	0.029	0.110	0.400	0.00%	0.02%	0.13%	0.48%	1.73%
NL		0.002	0.035	0.147	0.330		0.02%	0.48%	2.04%	4.56%
NO		0.010	0.040	0.121	0.249		0.49%	1.91%	5.72%	11.63%
PL			0.004	0.065	0.368			0.03%	0.46%	2.58%
PT		0.000	0.008	0.058	0.148		0.01%	0.21%	1.53%	3.88%
RU		0.000	0.017	0.031	0.345		0.00%	0.04%	0.06%	0.71%
SE		0.007	0.029	0.102	0.225		0.16%	0.66%	2.29%	5.01%
EUR 17 ❶ ❷	***0.001***	***0.051***	***0.739***	***2.934***	***7.544***		***0.02%***	***0.28%***	***1.53%***	***3.72%***
EUR 22 ❷	***0.001***	***0.063***	***0.822***	***3.197***	***8.397***		***0.01%***	***0.25%***	***1.58%***	***3.80%***
JP	0.005	0.125	1.509	4.228	8.944	0.01%	0.25%	2.99%	8.32%	17.50%
US	0.050	0.490	3.140	8.087	16.787	0.05%	0.44%	2.78%	7.09%	14.59%

❶ Total of the European Union (EUR27) countries shown in table.

❷ Median value of available penetration rates.

Source: IHS Screen Digest

T.14.14

Number of new Blu-ray Disc titles released 2006-2010

In units.

Country	New titles in rental 2006	2007	2008	2009	2010	New titles in retail 2006	2007	2008	2009	2010
AT	~	~	~	~	~	~	20	150	420	1 030
BE	~	~	380	786	750	~	30	400	380	920
CH	~	~	~	~	~	~	156	422	1 039	1 440
CZ	~	~	~	~	~	~	~	~	~	~
DE	~	163	357	393	400	22	163	440	1 082	1 500
DK	~	160	280	498	498	~	~	160	280	~
ES	~	~	~	~	21	~	179	204	248	304
FI	~	166	297	498	498	~	~	166	297	498
FR	34	390	376	425	408	34	390	376	900	850
GB	~	239	378	362	326	34	239	557	867	947
GR	~	~	~	~	~	~	~	~	~	~
HR	~	~	~	~	~	~	~	~	100	150
HU	~	~	~	~	~	~	~	~	~	~
IE	~	~	360	344	310	~	186	550	850	925
IS	~	~	~	~	~	~	~	~	~	~
IT	~	168	263	263	250	~	16	168	263	263
NL	~	~	388	621	587	~	31	408	388	939
NO	~	166	297	498	498	~	166	297	498	498
PL	~	~	~	~	~	~	~	~	~	~
PT	~	~	230	327	349	16	64	230	327	349
RU	~	~	~	~	~	~	~	~	~	~
SE	~	160	290	490	490	~	~	160	290	490
JP	~	~	~	~	~	~	~	440	1 053	1 641
US	~	~	~	~	~	135	295	669	1 043	~

Source: IHS Screen Digest

T.14.15

Number of new Blu-ray Disc transactions 2006-2010

In millions.

Country	Rental transactions 2006	2007	2008	2009	2010	Retail Transactions 2006	2007	2008	2009	2010
AT	~	0.01	0.04	0.21	0.40	~	0.03	0.17	0.60	1.19
BE	~	~	0.02	0.06	0.34	~	0.04	0.20	0.48	0.80
CH	~	0.01	0.02	0.08	0.20	~	0.04	0.19	0.65	1.32
CZ	~	~	~	~	~	~	~	0.00	0.02	0.11
DE	~	0.21	1.86	5.60	9.70	0.00	0.34	1.65	6.18	12.02
DK	~	~	0.05	0.38	1.09	~	0.02	0.18	0.39	0.72
ES	~	~	~	0.00	0.00	0.00	0.14	0.38	0.89	1.57
FI	~	~	0.10	0.26	0.66	~	0.01	0.05	0.25	0.50
FR	~	0.00	0.00	0.06	0.43	0.00	0.36	2.05	5.28	9.66
GB	~	0.32	1.16	2.72	4.68	0.00	0.82	3.75	8.36	12.97
GR	~	~	~	0.03	0.14	~	0.00	0.01	0.03	0.06
HR	~	~	~	~	~	~	~	~	0.00	0.01
HU	~	~	~	~	~	~	~	0.00	0.03	0.13
IE	~	~	~	0.14	0.23	~	0.03	0.10	0.20	0.29
IS	~	~	~	0.02	0.12	~	~	0.00	0.01	0.05
IT	~	0.01	0.04	0.14	1.30	0.00	0.12	0.41	0.96	2.01
NL	~	~	0.01	0.17	0.41	~	0.06	0.37	0.86	1.52
NO	~	0.01	0.03	0.10	0.20	~	0.05	0.39	1.06	1.40
PL	~	0.00	0.00	0.00	0.00	~	~	~	0.16	0.26
PT	~	~	~	0.05	0.16	~	0.02	0.08	0.18	0.28
RU	~	~	~	~	~	~	0.03	0.22	0.75	1.52
SE	~	0.01	0.03	0.65	1.02	~	0.04	0.20	0.58	1.09
EUR 17 [1]	***~***	***0.57***	***3.31***	***10.46***	***20.58***	***0.01***	***2.04***	***9.59***	***25.43***	***45.17***
EUR 22	***~***	***0.58***	***3.36***	***10.66***	***21.10***	***0.01***	***2.15***	***10.39***	***27.90***	***49.46***
JP	~	~	1.74	17.57	26.90	0.04	0.49	1.65	4.33	9.41
US	0.12	12.25	51.98	147.79	308.40	0.36	5.59	22.27	43.14	75.96

[1] Total for the European Union (EUR 27) countries shown in table.

Source: IHS Screen Digest

T.14.16

Blu-ray Disc rental and retail turnover 2006-2010

In national currency (millions). Consumer level (includes VAT).

Country	Currency	Rental turnover 2006	2007	2008	2009	2010	Retail turnover 2006	2007	2008	2009	2010
AT	EUR	~	0.0	0.1	0.6	1.1	~	0.9	4.6	12.5	20.8
BE	EUR	~	~	0.1	0.2	1.0	~	1.1	5.3	11.5	16.1
CH	CHF	~	0.0	0.1	0.5	1.3	~	1.7	7.8	21.7	38.4
CZ	CZK	~	~	~	~	~	~	~	2.6	13.7	54.3
DE	EUR	~	0.8	5.1	14.6	24.0	0.1	10.5	41.8	118.6	192.8
DK	DKK	~	~	1.6	13.2	38.2	~	7.6	35.0	80.4	114.7
ES	EUR	~	~	~	0.0	0.0	0.0	3.9	11.1	21.0	32.3
FI	EUR	~	~	0.3	0.8	2.2	~	0.3	1.2	5.6	10.5
FR	EUR	~	0.0	0.0	0.2	1.1	0.0	9.7	49.6	107.3	173.4
GB	GBP	~	1.0	3.2	7.6	13.5	0.0	15.8	69.6	140.8	209.9
GR	EUR	~	~	~	0.0	0.2	~	0.1	0.2	0.6	1.3
HR	HRK	~	~	~	~	~	~	~	~	0.3	1.4
HU	HUF	~	~	~	~	~	~	~	11.5	159.4	878.5
IE	EUR	~	~	~	0.6	1.1	~	1.1	2.9	4.6	6.4
IS	ISK	~	~	~	9.2	52.6	~	~	5.5	53.3	171.8
IT	EUR	~	0.1	0.2	0.5	4.8	0.0	3.4	10.9	23.1	39.8
NL	EUR	~	~	0.0	0.6	1.4	~	1.8	9.6	19.0	28.7
NO	NOK	~	0.4	1.2	4.1	8.0	~	12.2	79.0	193.0	240.0
PL	PLZ	~	0.0	0.0	0.0	0.0	~	~	~	15.3	23.9
PT	EUR	~	~	~	0.1	0.4	~	0.6	2.0	4.3	5.8
RU	RUR	~	~	~	~	~	~	32.7	284.3	765.8	1 177.2
SE	SEK	~	0.6	1.3	28.0	43.9	~	9.7	46.9	110.7	181.6
JP	JPY	~	~	488.6	4 242.4	6 015.2	197.0	2 311.4	9 234.7	26 438.0	51 739.4
US	USD	0.3	45.6	187.1	433.5	888.8	10.3	178.7	625.2	1 073.2	1 761.5

Source: IHS Screen Digest

T.14.17

Blu-ray Disc total turnover 2006-2010

In national currency (millions). Consumer level (includes VAT).

Country	Currency	2006	2007	2008	2009	2010	*2010/09*
AT	EUR	0.00	0.98	4.74	13.09	21.96	***67.7%***
BE	EUR	0.00	1.14	5.40	11.68	17.15	***46.9%***
CH	CHF	0.00	1.76	7.93	22.21	39.68	***78.6%***
CZ	CZK	0.00	0.00	2.59	13.75	54.35	***295.3%***
DE	EUR	0.05	11.23	46.84	133.18	216.75	***62.7%***
DK	DKK	0.00	7.61	36.59	93.63	152.90	***63.3%***
ES	EUR	0.01	3.91	11.12	21.02	32.35	***53.9%***
FI	EUR	0.00	0.26	1.52	6.47	12.72	***96.7%***
FR	EUR	0.01	9.70	49.62	107.49	174.55	***62.4%***
GB	GBP	0.03	16.76	72.81	148.39	223.43	***50.6%***
GR	EUR	0.00	0.09	0.21	0.63	1.53	***143.2%***
HR	HRK	0.00	0.00	0.00	0.33	1.36	***316.9%***
HU	HUF	0.00	0.00	11.51	159.35	878.49	***451.3%***
IE	EUR	0.00	1.11	2.88	5.21	7.52	***44.5%***
IS	ISK	0.00	0.00	5.51	62.50	224.42	***259.1%***
IT	EUR	0.03	3.44	11.04	23.62	44.50	***88.4%***
NL	EUR	0.00	1.80	9.66	19.57	30.04	***53.5%***
NO	NOK	0.00	12.58	80.17	197.14	248.00	***25.8%***
PL	PLZ	0.00	0.01	0.01	15.33	23.92	***56.0%***
PT	EUR	0.00	0.63	2.02	4.44	6.25	***40.8%***
RU	RUR	0.00	32.74	284.31	765.85	1 177.23	***53.7%***
SE	SEK	0.00	10.34	48.22	138.74	225.46	***62.5%***
JP	JPY	196.99	2 311.44	9 723.36	30 680.43	57 754.57	***88.2%***
US	USD	10.61	224.36	812.27	1 506.66	2 650.36	***75.9%***

Source: IHS Screen Digest

T.14.18

Blu-ray Disc rental and retail turnover

2006-2010 EUR million. Consumer level (includes VAT).

	Rental turnover					Retail turnover				
Country	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010
AT	~	0.03	0.11	0.59	1.13	~	0.95	4.63	12.50	20.84
BE	~	~	0.06	0.18	1.05	~	1.14	5.34	11.50	16.10
CH	~	0.02	0.08	0.36	0.93	~	1.05	4.91	14.35	27.76
CZ	~	~	~	~	~	~	~	0.10	0.52	2.15
DE	~	0.76	5.09	14.59	24.00	0.05	10.47	41.75	118.59	192.75
DK	~	~	0.21	1.77	5.13	~	1.02	4.69	10.80	15.40
ES	~	~	~	0.00	0.00	0.01	3.91	11.12	21.01	32.34
FI	~	~	0.34	0.84	2.22	~	0.26	1.18	5.63	10.50
FR	~	0.00	0.00	0.16	1.14	0.01	9.70	49.62	107.33	173.41
GB	~	1.42	4.04	8.55	15.73	0.04	23.06	87.40	157.87	244.40
GR	~	~	~	0.04	0.22	~	0.09	0.21	0.59	1.32
HR	~	~	~	~	~	~	~	~	0.04	0.19
HU	~	~	~	~	~	~	~	0.05	0.57	3.18
IE	~	~	~	0.63	1.07	~	1.11	2.88	4.57	6.45
IS	~	~	~	0.05	0.32	~	~	0.04	0.31	1.04
IT	~	0.05	0.16	0.51	4.75	0.03	3.39	10.88	23.11	39.75
NL	~	~	0.04	0.56	1.37	~	1.80	9.62	19.01	28.67
NO	~	0.05	0.14	0.47	1.00	~	1.52	9.59	22.06	29.93
PL	~	0.00	0.00	0.00	0.01	~	~	~	3.53	5.97
PT	~	~	~	0.13	0.44	~	0.63	2.02	4.30	5.81
RU	~	~	~	~	~	~	0.93	7.80	17.31	29.15
SE	~	0.07	0.14	2.64	4.59	~	1.05	4.87	10.41	19.00
EUR 17 ❶	~	***2.32***	***10.19***	***31.21***	***62.85***	***0.15***	***58.57***	***236.35***	***511.84***	***818.04***
EUR 22	~	***2.39***	***10.42***	***32.09***	***65.10***	***0.15***	***62.07***	***258.70***	***565.92***	***906.10***
JP	~	~	3.20	32.53	51.60	1.35	14.33	60.55	202.74	443.83
US	0.26	33.29	127.05	311.06	670.26	8.19	130.34	424.54	770.15	1 328.36

❶ Total for the European Union (EUR 27) countries shown in table.

Source: IHS Screen Digest

T.14.19

Blu-ray Disc total turnover

2006-2010 EUR million. Consumer level (includes VAT).

Country	2006	2007	2008	2009	2010	*2010/09*
AT	~	0.98	4.74	13.09	21.96	***67.7%***
BE	~	1.14	5.40	11.68	17.15	***46.9%***
CH	~	1.07	5.00	14.71	28.69	***95.0%***
CZ	~	~	0.10	0.52	2.15	***313.4%***
DE	0.05	11.23	46.84	133.18	216.75	***62.7%***
DK	~	1.02	4.91	12.57	20.53	***63.3%***
ES	0.01	3.91	11.12	21.02	32.35	***53.9%***
FI	~	0.26	1.52	6.47	12.72	***96.7%***
FR	0.01	9.70	49.62	107.49	174.55	***62.4%***
GB	0.04	24.47	91.44	166.41	260.14	***56.3%***
GR	~	0.09	0.21	0.63	1.53	***143.2%***
HR	~	~	~	0.04	0.19	***319.8%***
HU	~	~	0.05	0.57	3.18	***461.7%***
IE	~	1.11	2.88	5.21	7.52	***44.5%***
IS	~	~	0.04	0.36	1.35	***278.3%***
IT	0.03	3.44	11.04	23.62	44.50	***88.4%***
NL	~	1.80	9.66	19.57	30.04	***53.5%***
NO	~	1.57	9.73	22.53	30.93	***37.3%***
PL	~	0.00	0.00	3.53	5.97	***69.1%***
PT	~	0.63	2.02	4.44	6.25	***40.8%***
RU	~	0.93	7.80	17.31	29.15	***68.3%***
SE	~	1.12	5.01	13.05	23.59	***80.7%***
EUR 17 ❶	0.15	60.89	246.54	543.05	880.89	***62.2%***
EUR 22	0.15	64.46	269.11	598.01	971.19	***62.4%***
JP	1.35	14.33	63.76	235.27	495.42	***110.6%***
US	8.45	163.63	551.59	1 081.21	1 998.62	***84.9%***

❶ Total for the European Union (EUR 27) countries shown in table.

Source: IHS Screen Digest

T.14.20

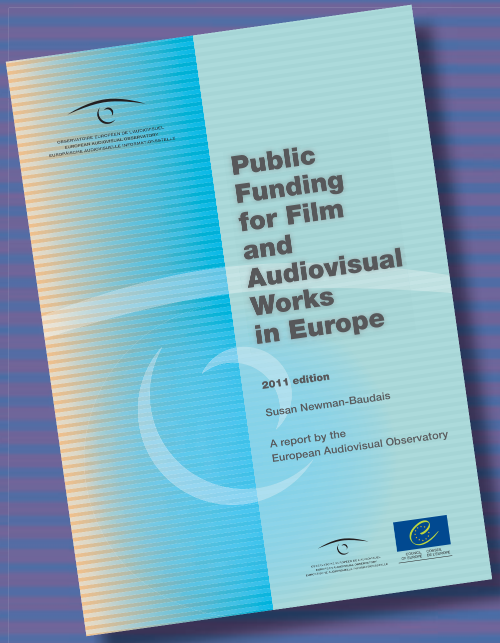
Average Blu-ray Disc retail and rental prices
2006-2010 In EUR. Consumer level (includes VAT).

Country	Average rental price [1] 2006	2007	2008	2009	2010	Average retail price [1] 2006	2007	2008	2009	2010
AT	~	2.8	2.8	2.8	2.8	~	31.6	27.2	20.8	17.5
BE	~	~	3.1	3.1	3.1	~	28.5	26.7	24.0	20.1
CH	~	3.9	4.1	4.2	4.6	~	25.3	26.0	22.2	21.1
CZ	~	~	~	~	~	~	~	26.5	23.3	20.4
DE	~	3.7	2.7	2.6	2.5	27.4	30.8	25.3	19.2	16.0
DK	~	~	4.7	4.7	4.7	~	45.6	26.8	28.1	21.5
ES	~	~	~	2.4	2.3	30.8	28.7	29.1	23.6	20.6
FI	~	~	3.4	3.3	3.3	~	25.6	24.6	22.5	21.1
FR	~	2.8	2.7	2.7	2.7	30.8	26.9	24.2	20.3	18.0
GB	~	4.4	3.5	3.1	3.4	28.9	28.2	23.3	18.9	18.8
GR	~	~	~	1.5	1.5	~	28.5	25.6	23.6	21.3
HR	~	~	~	~	~	~	~	~	24.7	23.3
HU	~	~	~	~	~	~	~	25.3	19.1	23.7
IE	~	~	~	4.7	4.7	~	33.2	28.6	22.8	22.2
IS	~	~	~	2.6	2.7	~	~	26.8	24.0	21.4
IT	~	4.0	4.0	3.7	3.7	24.3	27.5	26.7	24.1	19.8
NL	~	~	3.3	3.2	3.3	~	30.0	26.0	22.1	18.9
NO	~	5.2	5.1	4.7	5.0	~	33.6	24.5	20.9	21.4
PL	~	1.4	1.5	1.2	1.3	~	~	~	22.7	23.3
PT	~	~	~	2.7	2.7	~	28.7	26.0	23.5	21.0
RU	~	~	~	~	~	~	37.4	35.7	23.1	19.2
SE	~	4.7	4.5	4.0	4.5	~	25.6	24.6	18.0	17.4
EUR 17 [2]	***~***	***4.1***	***3.1***	***3.0***	***3.1***	***27.6***	***28.7***	***24.6***	***20.1***	***18.1***
EUR 22	***~***	***4.1***	***3.1***	***3.0***	***3.1***	***27.6***	***28.8***	***24.9***	***20.3***	***18.3***
JP	~	~	1.8	1.9	1.9	32.2	29.1	36.7	46.8	47.2
US	2.2	2.7	2.4	2.1	2.2	22.6	23.3	19.1	17.9	17.5

[1] Arithmetical average.

[2] Total of the European Union (EUR27) countries shown in table.

Source: European Audiovisual Observatory after IHS Screen Digest



Public Funding for Film and Audiovisual Works in Europe

A new report from the European Audiovisual Observatory

154 pages - Electronic edition (pdf) 165 € - Print edition 135 €

37 European countries covered:

Albania
Austria
Belgium
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Liechtenstein
Lithuania
Luxembourg
Malta
Netherlands
Norway
Poland
Portugal
Romania
Russia
Slovakia
Slovenia
Spain
Sweden
Switzerland
"The former Yugoslav Republic of Macedonia"
Turkey
United Kingdom

Of vital importance to the European film industry, public funding represents a key intersection point between public policy and market dynamics. From influential national film agencies to small-scale local initiatives, this new report provides a unique overview of the geographical spread, scale and scope of direct public funding to the sector.

With authoritative answers to the key questions:

- How many funds?
- How are they financed?
- What is total volume of funding?
- Which activities are supported?
- National versus regional funding – how do they differ?

Including a full list of funds and an overview of the public policy context at the European level.

The report is an indispensable tool for:
- industry professionals
- policy makers
- fund managers
- researchers and students

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE

COUNCIL OF EUROPE CONSEIL DE L'EUROPE

Chapter
Chapitre
Kapitel
15

Public funding for film and audiovisual works in Europe

Les aides publiques aux œuvres cinématographiques et audiovisuelles en Europe

Öffentliche Förderungen von Film- und Fernsehwerken in Europa

Public funding

More than EUR 2 billion in public funding in 2009

The data presented in this chapter is drawn from *Public Funding for Film and Audiovisual Works in Europe*, published in 2011 by the Observatory.

Regional funds have multiplied rapidly

Film funding in Europe is a dynamic area with a total of 280 funds operating at various administrative levels in 2009. This represented 72 more funds than were identified in 2004, date of the previous Observatory census. Sub-national funds (community, regional and local) are the most dynamic in terms of fund creation – 57 new sub-national funds came on stream during the years 2004 to 2009.

Fund spend grew steadily since 1998 but flattened out in 2009

In parallel with the rapid growth in the number of funds, the amount of funding flowing to the sector from these bodies rose steadily, reaching the EUR 1 billion mark in 1999 and the EUR 2 billion mark in 2008. By 2009, however, the effects of a changed economic environment had begun to make themselves felt and spending growth stalled as income came under increasing pressure.

France was the country with the highest volume of direct spend in Europe in 2009, followed by four other large Western European markets (Germany, Italy, the UK and Spain).

The various phases of production, from scriptwriting to production and post-production, captured 69% (EUR 1.4 billion) of total funding body spend, reflecting both the production-oriented remit of many funds and the high value of awards made in this area.

Public authorities and television were the core financial resources for funds, with public sources contributing around 54% of overall funding body income in 2009. Taxes and various types of contributions from the television industry accounted for 28% of the total. Faced with increasing budgetary constraints in both these areas, public policy makers have looked for new ways to finance funds, notably by bringing other users of audiovisual content into the contribution base.

Les aides publiques

Plus de 2 milliards EUR d'aides publiques en 2009

Les données présentées dans ce chapitre sont extraites du rapport *Les aides publiques aux œuvres cinématographiques et télévisuelles en Europe*, publié en 2011 par l'Observatoire.

Les fonds régionaux se sont rapidement multipliés

Le financement cinématographique en Europe est un secteur dynamique : 280 fonds étaient actifs à divers niveaux administratifs en 2009. Soit 72 fonds de plus que le nombre identifié en 2004, date du dernier recensement de l'Observatoire. Les fonds infranationaux (communauté, régional et local) sont les plus dynamiques en matière de création de fonds : 57 fonds infranationaux sont apparus entre 2004 et 2009.

Les dépenses de soutien ont augmenté régulièrement depuis 1998 mais plafonné en 2009

Parallèlement à la croissance rapide du nombre de fonds, le montant du financement qu'ils ont alloué au secteur a régulièrement augmenté, atteignant 1 milliard EUR en 1999 et 2 milliards EUR en 2008. En 2009, toutefois, le changement du contexte économique a commencé à se faire sentir : avec la pression constante exercée sur les revenus, les dépenses ont stagné.

En 2009, la France était le premier pays européen en matière de dépenses en activités, suivie par quatre autres grands marchés d'Europe occidentale (Allemagne, Italie, Royaume-Uni et Espagne).

Les différentes phases de la production, de l'écriture à la post-production, ont attiré 69 % (1,4 milliard EUR) des dépenses totales des fonds d'aide. Ce pourcentage élevé s'explique par le fait que, d'une part, de nombreux fonds se concentrent sur la production et, d'autre part, le montant des subventions accordées dans ce domaine est élevé.

Les pouvoirs publics et la télévision étaient les principales ressources financières des fonds, les sources publiques contribuant à hauteur d'environ 54 % aux revenus globaux des fonds d'aide en 2009. Les impôts et les divers types de contributions de l'industrie de la télévision ont représenté 28 % du total. Face aux contraintes budgétaires croissantes subies par ces deux sources, les décideurs politiques ont cherché de nouvelles façons de financer les fonds, notamment en faisant appel à d'autres utilisateurs de contenu audiovisuel.

Öffentliche Förderungen

Mehr als 2 Mrd. EUR für öffentliche Filmförderung 2009

Die hier vorgestellten Daten stammen aus dem Bericht der Informationsstelle von 2011 „Öffentliche Förderung von Film- und Fernsehwerken in Europa".

Stark steigende Anzahl von Regionalfonds

Die Filmförderung in Europa ist ein dynamischer Bereich. 2009 waren insgesamt 280 Fonds auf verschiedenen Verwaltungsebenen tätig. Dies sind 72 Fonds mehr als 2004, dem Zeitpunkt der letzten Erhebung durch die Informationsstelle. Am dynamischsten waren hierbei die subnationalen Fonds (auf Länder-, regionaler und lokaler Ebene) – zwischen 2004 und 2009 wurden 57 neue subnationalen Fonds gegründet.

Förderausgaben stiegen seit 1998 kontinuierlich, gerieten aber 2009 ins Stocken

Parallel zum raschen Anstieg der Anzahl der Fonds nahmen auch die von diesen Einrichtungen bereitgestellten Fördermittel für die Filmbranche seit 1998 stetig zu und überschritten die eine Milliarde Euro-Marke im Jahr 1999 und zwei Milliarden im Jahr 2008. 2009 machten sich allerdings die ersten Auswirkungen der veränderten Wirtschaftslage bemerkbar und das Wachstum der Förderausgaben geriet ins Stocken, da die Fonds auf der Einnahmenseite zunehmend unter Druck gerieten.

Das Land mit den höchsten direkten Förderausgaben im Jahr 2009 war Frankreich, gefolgt von vier anderen großen westeuropäischen Märkten (Deutschland, Italien, Großbritannien, Spanien).

69 % (1,4 Mrd. Euro) der von den Fördereinrichtungen bereitgestellten Mittel flossen 2009 in die verschiedenen Phasen der Produktion – von der Drehbucherstellung bis zur Postproduktion, was zum einen den auf die Produktion ausgerichteten Auftrag zahlreicher Fonds und zum anderen die Höhe der Förderzusagen in diesem Bereich widerspiegelt.

Haupteinnahmequellen der Fonds waren 2009 die öffentliche Hand und das Fernsehen. Von öffentlichen Einrichtungen wurden rund 54 % der Gesamteinnahmen der Fonds beigesteuert. Weitere 28 % der Einnahmen kamen aus Steuern und verschiedenen Abgaben des Fernsehens. In Zeiten knapper werdender öffentlicher Haushalte in diesen beiden Bereichen hat die Politik damit begonnen, nach neuen Möglichkeiten zur Finanzierung der Fonds zu suchen, insbesondere durch die Einbindung weiterer Nutzer von audiovisuellen Inhalten.

Source: European Audiovisual Observatory

T.15.1
G.15.1

Change in the number of funding bodies by level
Since 2004 In units.

Fund level	Active in 2004	2009	Change
National	57	67	*10*
Community	57	67	*10*
Regional	64	97	*33*
Local	17	31	*14*
Sub-total	***195***	***262***	***67***
Supranational	5	7	*2*
Outside Europe	8	11	*3*
Total	***208***	***280***	***72***

Source: European Audiovisual Observatory

T.15.2

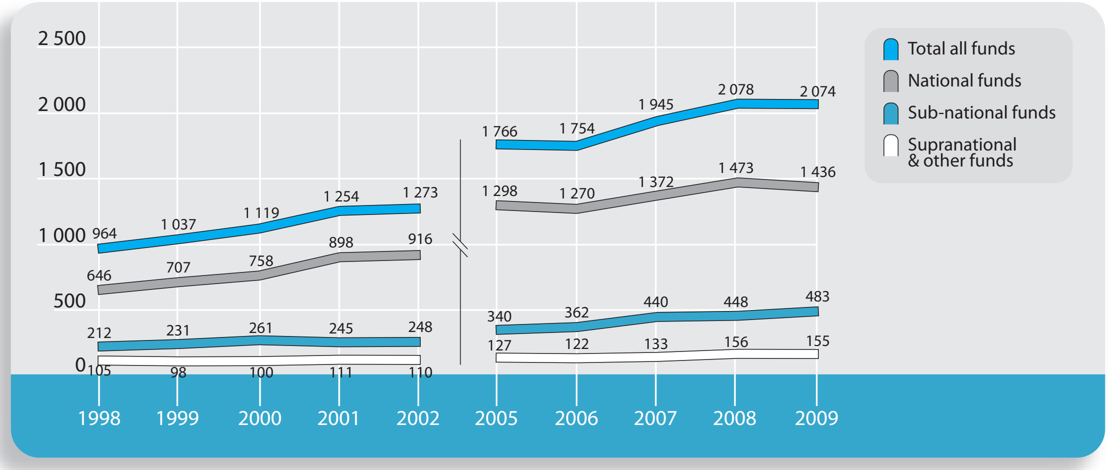
Number of funding bodies by country and level
2009 In units.

Country	Level:	National	Community	Regional	Local	*Total*
AL		1				*1*
AT		4	14		4	*22*
BA			2	1		*3*
BE			2	1		*3*
BG		1				*1*
CH		4	11		1	*16*
CY		1				*1*
CZ		2				*2*
DE		5	17			*22*
DK		1		2		*3*
EE		3				*3*
ES		1	16	1		*18*
FI		2		1		*3*
FR		4		27	17	*48*
GB		3	5	10		*18*
GR		1				*1*
HR		1			2	*3*
HU		4		3		*7*
IE		3				*3*
IS		1				*1*
IT		1		15	1	*17*
LI		0				*0*
LT		2				*2*
LU		2				*2*
LV		2				*2*
MK		1				*1*
MT		0				*0*
NL		3			1	*4*
NO		3		10		*13*
PL		1		5	3	*9*
PT		2				*2*
RO		1				*1*
RS		1		1	1	*3*
RU		1		unknown	1	*2*
SE		1		20		*21*
SI		1				*1*
SK		2				*2*
TR		1				*1*
Total		***67***	***67***	***97***	***31***	***262***

Source: European Audiovisual Observatory, KORDA (http://korda.obs.coe.int)

G.15.2

Evolution of funding body activity spend in Europe
1998-2009 In EUR million.



Source: European Audiovisual Observatory

T.15.3

Total funding body activity spend by country
2005-2009 In EUR thousand.

Country	2005	2006	2007	2008	2009	2009/08
AL	700	528	1 060	1 078	1 231	14.2%
AT 1	46 327	45 843	52 906	56 674	65 492	15.6%
BA	731	961	1 724	2 448	1 271	-48.1%
BE	39 841	35 431	46 317	41 122	50 571	23.0%
BG	2 960	2 806	3 365	5 565	6 027	8.3%
CH 1	30 808	32 400	34 398	32 753	34 317	4.8%
CY	*900*	*900*	*900*	*900*	*1 400*	55.6%
CZ	6 000	8 412	14 792	16 695	15 631	-6.4%
DE 1	228 585	217 585	302 802	298 925	303 057	1.4%
DK	36 341	36 946	34 156	42 365	40 695	-3.9%
EE	4 024	3 896	5 178	6 265	5 092	-18.7%
ES 1	*81 309*	*100 592*	101 327	107 769	123 667	14.8%
FI	15 047	16 491	16 069	18 512	25 848	39.6%
FR	525 160	522 255	540 995	566 020	581 206	2.7%
GB	*161 171*	*124 040*	*138 921*	*131 020*	*127 827*	-2.4%
GR	3 428	5 436	11 312	4 086	7 315	79.0%
HR	*4 400*	*4 400*	*4 400*	4 895	4 433	-9.4%
HU	28 805	21 759	17 096	16 922	18 102	7.0%
IE	15 955	42 526	40 382	36 164	29 941	-17.2%
IS	2 541	4 508	5 687	3 893	3 912	0.5%
IT	169 547	120 344	122 673	156 036	145 653	-6.7%
LT	1 292	1 867	2 661	2 803	2 609	-6.9%
LU	3 432	4 080	3 766	6 331	5 503	-13.1%
LV	2 824	3 076	3 626	5 982	3 042	-49.1%
MK	902	2 133	0	*2 668*	2 103	-21.2%
NL	*40 649*	*46 575*	*60 794*	62 761	64 014	2.0%
NO	*42 746*	*42 174*	*48 082*	*53 226*	*54 879*	3.1%
PL	3 720	19 135	25 366	46 074	32 278	-29.9%
PT	9 299	11 019	8 821	24 905	9 474	-62.0%
RO	*4 500*	*7 000*	*8 000*	*8 000*	*755*	-90.6%
RU 2	*66 361*	*76 115*	*82 217*	*81 787*	*74 526*	-8.9%
SE 3	46 622	50 537	51 790	*53 025*	*56 455*	6.5%
SI	3 408	3 844	3 084	4 646	5 448	17.3%
SK	2 349	4 706	3 502	4 384	4 298	-2.0%
TR	5 632	11 372	13 717	15 081	11 228	-25.5%
Total EUR 27 est.	1 483 494	1 457 098	1 620 601	1 723 949	1 731 402	0.4%
Total EUR 35 est.	1 638 315	1 631 690	1 811 886	1 921 779	1 919 303	-0.1%

1 Not all sub-national funds analysed.
2 Federal level (Ministry of Culture) only - does not include all activity expenditure.
3 Data incomplete for some sub-national funds 2005 to 2007. Not all sub-national funds analysed.

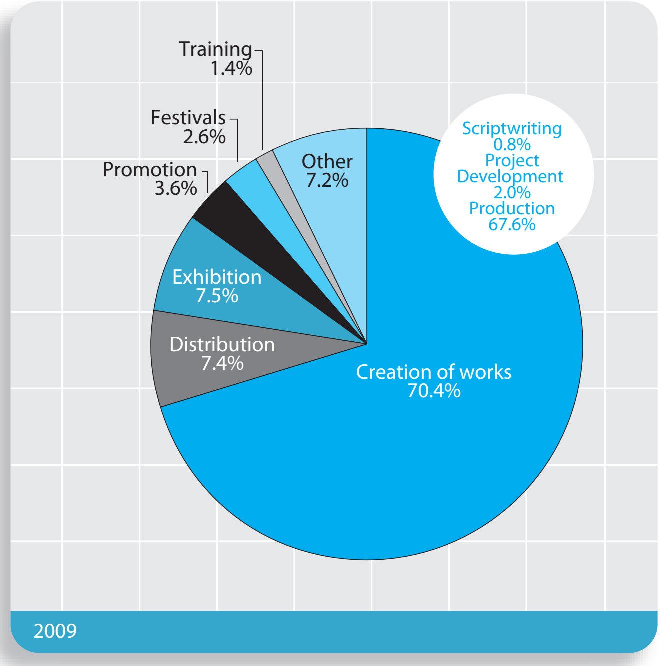
Source: European Audiovisual Observatory

G.15.3

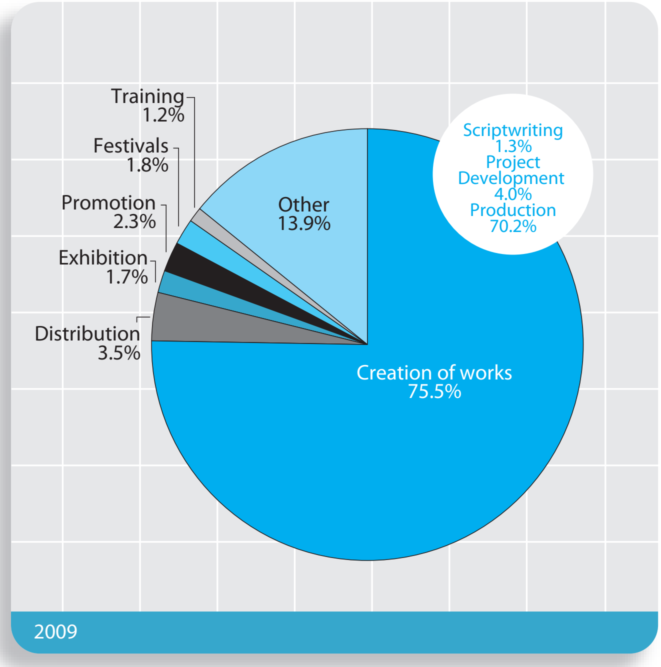
Breakdown of funding body spend by activity

2009 In %.

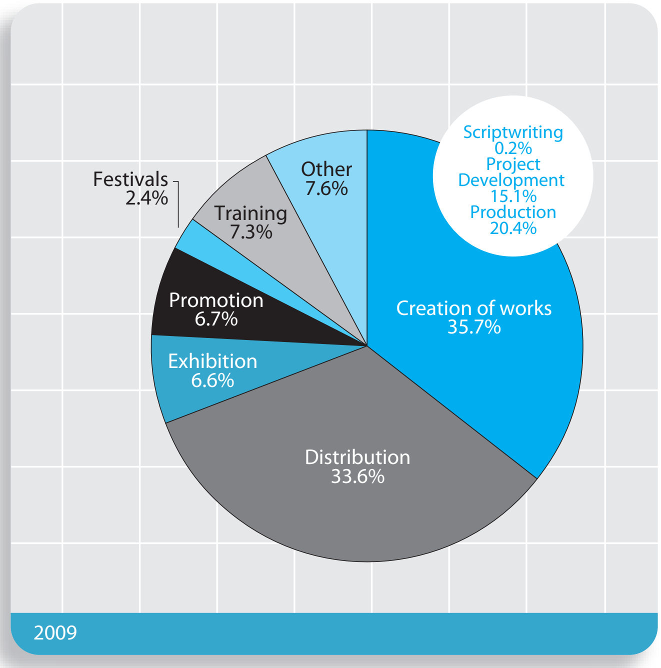
National funds



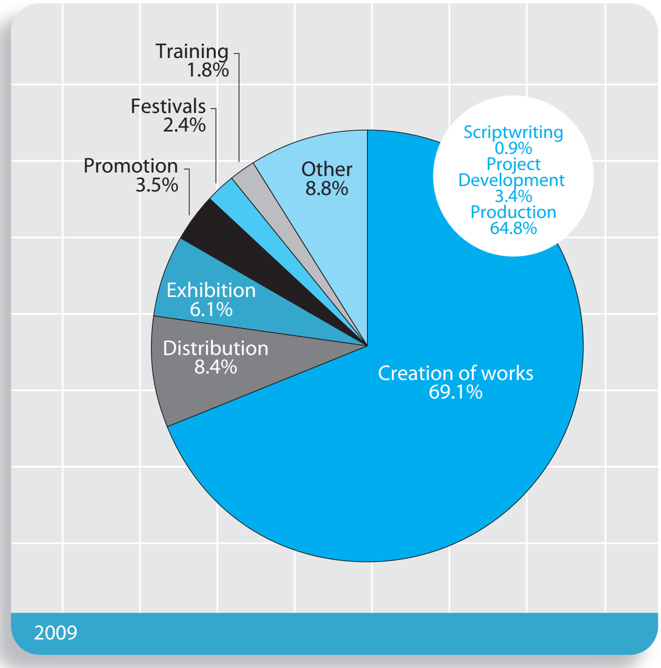
Sub-national funds



Supranational & International Funds



All funds



Source: European Audiovisual Observatory

T.15.4

Funding body activity spend
2005-2009

In EUR thousand.

Nat.: National fund **Reg.:** Regional fund **Loc.:** Local fund **Supra.:** Supranational fund
Comm.: Fund operating at the level of a community, e.g. Spanish Autonomous Communities, German *Länder* **Int.:** International fund based in Europe

Country	Fund	Level	2005	2006	2007	2008	2009	*2009/08*
AL	Qendra Kombëtare e Kinematografisë (QKK)	Nat.	700	528	1 060	1 078	1 231	14.2%
AT	Österreichisches Filminstitut (ÖFI)	Nat.	9 689	9 251	12 554	15 847	15 762	-0.5%
	Bundesministerium für Unterricht, Kunst und Kultur	Nat.	4 669	4 762	5 713	6 978	5 801	-16.9%
	Fernsehfonds Austria (RTR)	Nat.	7 447	7 214	6 954	7 190	11 495	59.9%
	ORF Film / Fernsehfonds Abkommen	Nat.	6 203	6 093	6 856	6 657	6 478	-2.7%
	Burgenland: Förderung Film, Video und Kino	Comm.	10	17	14	29	29	-1.2%
	Kärnten: Filmförderung	Comm.	~	~	106	98	103	5.4%
	Niederösterreich: Filmförderung	Comm.	2 185	2 502	2 741	1 350	2 383	76.5%
	Oberösterreich: Filmförderung	Comm.	781	1 040	183	525	568	8.1%
	Oberösterreich: Institut für Kulturförderung	Comm.	~	~	297	722	664	-8.0%
	Salzburg: Filmförderung – Kulturabteilung	Comm.	~	~	394	404	431	6.8%
	Salzburg: Fördung für kommerzielle Filmproduktion	Comm.	654	765	560	744	494	-33.6%
	Steiermark: Cinestyria Film Commission & Fund	Comm.	999	771	1 040	1 133	1 502	32.5%
	Steiermark: Cinestyria Filmkunst	Comm.	–	–	1 010	1 117	1 285	15.0%
	Tirol: Abteilung Kultur	Comm.	~	~	302	277	240	-13.4%
	Tirol: Cine Tirol	Comm.	1 173	755	960	900	1 342	49.1%
	Vienna: Filmfonds Wien	Comm.	8 300	7 870	8 418	8 128	11 592	42.6%
	Vienna: Kulturabteilug	Comm.	4 077	4 662	4 654	4 435	5 174	16.7%
	Vorarlberg: Kulturabteilung	Comm.	139	140	150	142	150	5.6%
BA	Fondacija za kinematografiju Sarajevo	Comm.	731	961	956	1 442	966	-33.0%
	Ministry of Culture Rep. Srpska	Comm.	–	–	767	1 007	305	-69.7%
BE	Centre du cinéma et de l'audiovisuel	Comm.	25 748	22 673	25 439	26 696	27 907	4.5%
	Vlaams Audiovisueel Fonds (VAF)	Comm.	11 268	10 007	14 453	10 825	16 136	49.1%
	Promimage (Agence Wallonne des Télécommunications)	Reg.	–	–	3 800	–	–	–
	Wallimage	Reg.	2 825	2 750	2 625	3 600	6 529	81.4%
BG	Bulgarian National Film Centre	Nat.	2 960	2 806	3 365	5 565	6 027	8.3%
CH	Bundesamt für Kultur	Nat.	20 311	20 398	21 982	20 166	21 213	5.2%
	Swiss Films	Nat.	*450*	*450*	470	605	479	-20.9%
	Suissimage	Nat.	883	843	1 547	1 573	694	-55.9%
	Teleproduktions-Fonds	Nat.	1 170	995	913	1 055	1 248	18.3%
	Berner Filmförderung	Comm.	–	*800*	822	1 131	1 116	-1.2%
	Fonds Regio	Comm.	*2 300*	*2 300*	2 347	2 462	2 769	12.5%
	Kanton Aargau	Comm.	182	186	255	406	509	25.5%
	Zürcher Filmstiftung	Comm.	5 513	6 428	6 062	5 356	6 289	17.4%
CY	Cinema Advisory Committee	Nat.	*900*	*900*	*900*	*900*	*1 400*	55.6%
CZ	Ministry of Culture	Nat.	3 661	4 461	5 647	5 408	5 058	-6.5%
	Státní fond pro podporu a rozvoj české kinematografie	Nat.	2 339	3 950	9 145	11 287	10 573	-6.3%
DE	Filmförderungsanstalt (FFA)	Nat.	83 059	66 418	66 369	63 098	63 294	0.3%
	Deutscher Filmförderfonds (DFFF)	Nat.	–	–	59 400	59 400	57 605	-3.0%
	BKM	Nat.	*25 690*	27 736	27 336	27 949	27 929	-0.1%
	German Films	Nat.	*3 659*	4 361	3 835	3 993	3 481	-12.8%
	Kuratorium junger deutscher Film	Nat.	674	704	886	650	624	-4.0%
	Baden-Württemberg: MFG Filmförderung	Comm.	7 865	8 344	8 343	8 231	11 099	34.8%
	Bayern: FFF Bayern	Comm.	22 509	23 363	27 280	26 853	27 512	2.5%
	Berlin-Brandenburg: Medienboard Berlin-Brandenburg	Comm.	21 389	26 007	29 696	29 202	28 769	-1.5%
	Hamburg Schleswig-Holstein: Filmförderung (FFHSH)	Comm.	6 980	7 140	10 790	10 522	11 729	11.5%
	Hessen: Filmförderung	Comm.	1 180	1 183	1 764	1 050	1 874	78.5%
	Hessen: InvestFilm	Comm.	1 762	3 995	4 361	4 140	7 170	73.2%
	Mecklenburg-Vorpommern: Filmbüro MV	Comm.	281	205	204	240	262	9.0%
	Mecklenburg-Vorpommern: Wirtschaftliche Filmförderung	Comm.	–	–	–	–	643	–
	Niedersachsen/Bremen: Nordmedia	Comm.	*6 700*	*7 500*	10 789	10 674	11 577	8.5%
	Nordrhein-Westfalen: Filmstiftung NRW 1	Comm.	28 700	28 900	33 700	36 009	34 706	-3.6%
	Rheinland-Pfalz: Kulturland	Comm.	60	60	60	60	60	0.0%
	Saarland: Saarland Medien	Comm.	70	70	70	70	70	0.0%

T.15.4

Funding body activity spend (Continued)

2005-2009

In EUR thousand.

Nat.: National fund **Reg.:** Regional fund **Loc.:** Local fund **Supra.:** Supranational fund
Comm.: Fund operating at the level of a community, e.g. Spanish Autonomous Communities, German *Länder* **Int.:** International fund based in Europe

Country	Fund	Level	2005	2006	2007	2008	2009	*2009/08*
DE	Sachsen/Sachsen-Anhalt/Thüringen: MDM	Comm.	17 189	10 675	16 957	16 163	13 972	***-13.6%***
(Continued)	Sachsen: Kulturstiftung	Comm.	314	340	376	380	357	***-6.1%***
	Thüringen: Kulturelle Filmförderung	Comm.	364	350	347	241	326	***35.1%***
	Kiel: Filmwerkstatt Kiel [2]	Local	140	234	238	–	–	–
DK	Det Danske Filminstitut (DFI)	Nat.	35 000	35 806	33 149	39 482	38 566	***-2.3%***
	FilmFyn	Reg.	1 006	670	403	2 146	1 141	***-46.8%***
	Den Vestdanske Filmpulje	Reg.	335	469	604	738	987	***33.8%***
EE	Eesti Kultuurkapitali	Nat.	1 065	1 118	1 390	1 563	1 202	***-23.1%***
	Eesti Filmi Sihtasutus	Nat.	2 413	2 177	2 954	3 795	3 424	***-9.8%***
	Ministry of Culture	Nat.	546	601	834	908	466	***-48.7%***
ES	ICAA [3]	Nat.	56 553	62 437	61 218	67 794	75 793	***11.8%***
	Andalucía: Instituto Andaluz de las Artes y Letras [4]	Comm.	2 304	3 917	5 094	4 959	4 577	***-7.7%***
	Aragón: Dirección General de Cultura	Comm.	224	286	420	399	433	***8.4%***
	Canarias: Canarias Cultura en Red	Comm.	*831*	*1 192*	2 500	2 500	2 110	***-15.6%***
	Castilla y León: D. Gral de Promoción Cultural	Comm.	~	*120*	~	600	600	***0.0%***
	Castilla-La Mancha: Consejería de Cultura	Comm.	400	525	612	623	704	***12.9%***
	Catalunya: Institut Català de les Indústries Culturals (ICIC)	Comm.	14 179	20 310	19 863	20 521	18 795	***-8.4%***
	Galicia: Axencia Audiovisual Galega	Comm.	–	5 918	5 124	4 374	–	–
	Galicia: Axencia Galega das Industrias Culturais (AGADIC)	Comm.	–	–	–	–	7 000	–
	Galicia: Consorcio Audiovisual de Galicia	Comm.	259	208	281	278	305	***9.5%***
	Madrid Film Office	Comm.	364	440	460	460	460	***0.0%***
	País Vasco: Dirección de Promoción de la Cultura	Comm.	4 904	3 802	4 319	3 970	7 059	***77.8%***
	Valencià: IVAC	Comm.	1 292	1 436	1 436	1 290	5 831	***352.0%***
FI	Suomen elokuvasäätiö	Nat.	13 254	14 255	13 868	15 854	23 017	***45.2%***
	AVEK	Nat.	1 793	2 194	2 093	2 658	2 832	***6.5%***
	POEM Säätiö	Reg.	–	42	108	~	~	–
FR	Centre national du cinéma et de l'image animée (CNC)	Nat.	466 210	456 840	465 800	481 510	496 010	***3.0%***
	ADRC	Nat.	2 440	2 520	2 310	2 290	2 310	***0.9%***
	Alsace: Agence culturelle	Reg.	56	68	68	76	64	***-16.0%***
	Alsace: Région	Reg.	878	1 214	1 376	1 102	1 402	***27.2%***
	Aquitaine	Reg.	1 908	2 469	2 686	3 320	3 482	***4.9%***
	Auvergne	Reg.	1 127	967	1 337	1 258	1 335	***6.1%***
	Basse-Normandie: Maison de l'Image	Reg.	785	1 082	1 067	1 071	1 060	***-1.0%***
	Bourgogne	Reg.	520	934	901	1 476	1 614	***9.3%***
	Bretagne	Reg.	1 285	1 511	2 054	2 772	2 798	***0.9%***
	Centre: Centre Images	Reg.	2 499	3 000	3 144	3 558	3 629	***2.0%***
	Champagne-Ardenne: ORCCA	Reg.	267	298	433	517	558	***7.9%***
	Corse	Reg.	1 713	1 768	2 255	2 220	2 640	***18.9%***
	Franche-Comté	Reg.	798	605	699	1 436	1 267	***-11.8%***
	Guadeloupe	Reg.	230	703	1 465	743	1 312	***76.6%***
	Haute Normandie: Pôle Image	Reg.	1 293	1 417	1 478	1 810	1 845	***1.9%***
	Île-de-France: ARCADI	Reg.	523	158	177	112	96	***-14.4%***
	Île-de-France: Région	Reg.	16 835	16 635	17 063	17 066	16 760	***-1.8%***
	Languedoc-Roussillon	Reg.	1 021	1 473	2 421	2 507	2 570	***2.5%***
	Limousin	Reg.	1 248	1 366	1 266	1 412	1 355	***-4.0%***
	Lorraine	Reg.	877	845	981	1 198	1 330	***11.1%***
	Midi-Pyrénées	Reg.	790	1 169	1 745	2 032	2 162	***6.4%***
	Nord-Pas de Calais: CRRAV	Reg.	2 158	2 831	3 179	4 016	4 473	***11.4%***
	Pays de la Loire	Reg.	998	1 492	1 960	2 069	1 872	***-9.5%***
	Picardie	Reg.	1 543	1 145	1 241	1 611	1 888	***17.2%***
	Poitou-Charentes	Reg.	2 193	2 315	2 286	3 220	3 162	***-1.8%***
	Provence-Alpes-Côte d'Azur	Reg.	3 278	3 824	3 847	4 937	5 829	***18.1%***
	Réunion	Reg.	1 577	1 297	1 177	1 232	1 063	***-13.7%***
	Rhône-Alpes Cinéma	Reg.	3 377	5 517	3 090	3 772	3 102	***-17.8%***
	Rhône-Alpes: Région	Reg.	2 643	1 883	4 553	5 354	5 451	***1.8%***

T.15.4

Funding body activity spend (Continued)

2005-2009

In EUR thousand.

Nat.: National fund — Reg.: Regional fund — Loc.: Local fund — Supra.: Supranational fund
Comm.: Fund operating at the level of a community, e.g. Spanish Autonomous Communities, German *Länder* — Int.: International fund based in Europe

Country	Fund	Level	2005	2006	2007	2008	2009	2009/08
FR	Alpes Maritimes	Local	–	450	750	1 358	943	-30.5%
(Continued)	Ardèche	Local	–	20	16	33	34	1.5%
	Charente	Local	2 637	2 312	2 242	2 398	1 038	-56.7%
	Charente-Maritime	Local	650	650	650	680	658	-3.2%
	Corrèze	Local	4	7	–	–	–	–
	Côtes d'Armor	Local	–	116	52	94	159	69.3%
	Deux-Sèvres	Local	31	28	15	6	–	–
	Dordogne	Local	–	–	135	212	160	-24.3%
	Finistère	Local	85	100	132	190	178	-5.9%
	Haute-Savoie	Local	–	150	150	225	120	-46.7%
	Landes	Local	–	–	–	–	85	–
	Loire-Atlantique	Local	–	61	87	116	86	-25.9%
	Paris	Local	–	45	2 458	2 374	2 658	11.9%
	Sarthe	Local	18	29	32	10	14	35.0%
	Seine-Saint-Denis: Cinémas 93, Périphérie	Local	67	160	1 344	1 498	1 492	-0.4%
	Strasbourg	Local	442	608	646	779	819	5.2%
	Val-de-Marne	Local	149	153	203	231	216	-6.5%
	Vienne	Local	–	–	–	100	100	0.4%
	Vosges	Local	9	24	28	25	8	-68.0%
GB	UK Film Council	Nat.	104 972	54 996	56 177	58 705	60 711	3.4%
	First Light / Mediabox	Nat.	1 331	1 537	5 947	4 012	3 550	-11.5%
	Skillset	Nat.	6 228	13 453	10 995	11 664	8 023	-31.2%
	Sgrîn / The Film Agency for Wales [5]	Comm.	*2 635*	959	2 973	2 552	1 832	-28.2%
	Scottish Screen / Creative Scotland [6]	Comm.	9 437	9 480	10 057	8 293	9 431	13.7%
	Gaelic Media Service	Comm.	9 288	8 351	12 055	11 272	10 272	-8.9%
	Northern Ireland Screen	Comm.	*11 259*	*13 982*	13 329	11 069	13 079	18.2%
	EM-Media	Reg.	1 462	2 530	4 541	1 797	1 233	-31.4%
	Film London	Reg.	4 363	4 698	5 109	3 577	3 312	-7.4%
	Northern Film & Media	Reg.	2 097	2 003	3 288	2 634	3 832	45.5%
	Screen East	Reg.	549	610	2 485	1 736	*1 736*	0.0%
	Screen South	Reg.	1 065	1 090	1 450	1 423	1 060	-25.5%
	Screen West Midlands	Reg.	*1 261*	*1 251*	*1 413*	*2 216*	*2 494*	12.6%
	Screen Yorkshire	Reg.	*1 070*	*4 563*	*3 732*	3 159	1 878	-40.6%
	South West Screen	Reg.	1 378	1 753	2 155	2 952	1 849	-37.3%
	Vision+Media [7]	Reg.	2 777	2 786	3 215	3 959	*3 535*	-10.7%
GR	Greek Film Centre	Nat.	3 428	5 436	11 312	4 086	7 315	79.0%
HR	Hrvatski audiovizualni centar	Nat.	–	–	–	4 495	4 033	-10.3%
	Ministry of Culture	Nat.	*4 000*	*4 000*	*4 000*	–	–	–
	Zagreb: Office for Education, Culture & Sport	Local	*400*	*400*	*400*	*400*	*400*	0.0%
HU	Magyar Mozgókép Közalapítványt (MMKA) [8]	Nat.	26 510	21 759	16 711	16 544	17 942	8.4%
	Magyar Történelmi Film Alapítvány (MTFA)	Nat.	2 294	0	*385*	*378*	*0*	–
	Rolling Hills Dél-Dunántúli Filmalap	Reg.	–	–	–	–	160	–
IE	The Irish Film Board	Nat.	13 478	17 937	18 938	24 570	17 872	-27.3%
	Arts Council of Ireland	Nat.	2 477	4 448	3 758	3 671	3 555	-3.1%
	Broadcasting Authority of Ireland [9]	Nat.	–	20 141	17 687	7 923	8 514	7.5%
IS	Kvikmyndamiðstöðvar Íslands	Nat.	2 541	4 508	5 687	3 893	3 912	0.5%
IT	MiBAC – DG Cinema [10]	Nat.	155 547	115 344	105 673	129 036	116 053	-10.1%
	Campania: Fondo regionale	Reg.	200	1 200	2 000	1 320	–	–
	Emilia-Romagna: Documentario e de Cinema d'Animazione	Reg.	–	100	100	132	176	33.3%
	Friuli – Venezia Giulia: Fondo regionale per il audiovisivo	Reg.	–	–	426	513	519	1.1%
	Friuli – Venezia Giulia: FVG Film Fund	Reg.	350	420	420	420	500	19.0%
	Lazio: FILAS produzioni cinematografiche	Reg.	–	–	3 060	4 350	1 280	-70.6%
	Lazio: Latina Film Fund	Reg.	–	–	–	–	25	–
	Marche: Fondo per le attività cinematografiche	Reg.	–	–	–	–	277	–
	Piemonte: Doc Film Fund	Reg.	–	–	658	690	542	-21.4%
	Puglia: Apulia Film Fund	Reg.	–	–	258	463	1 095	136.4%
	Sicilia: Fondo regionale	Reg.	–	–	–	4 950	3 000	-39.4%
	Other Italian regional funds	Reg.	*13 450*	*3 280*	*10 078*	*14 162*	*22 187*	56.7%

T.15.4

Funding body activity spend (Continued)

2005-2009

In EUR thousand.

Nat.: National fund Reg.: Regional fund Loc.: Local fund Supra.: Supranational fund
Comm.: Fund operating at the level of a community, e.g. Spanish Autonomous Communities, German *Länder* Int.: International fund based in Europe

Country	Fund	Level	2005	2006	2007	2008	2009	*2009/08*
LT	Ministry of Culture	Nat.	1 061	1 606	2 267	2 294	1 980	***-13.7%***
	Kultūros rėmimo fondas	Nat.	232	261	394	509	629	***23.7%***
LU	Film Fund Luxembourg	Nat.	3 432	4 080	3 766	6 331	5 503	***-13.1%***
LV	Nacionālais Kino centrs	Nat.	1 878	2 002	2 117	4 470	2 392	***-46.5%***
	Valsts Kultūrkapitāla fonds	Nat.	947	1 074	1 509	1 513	650	***-57.0%***
MK	Macedonian Film Fund	Nat.	–	–	–	2 668	2 103	***-21.2%***
	National Broadcasting Council	Nat.	902	2 133	–	–	–	–
NL	Nederlands Fonds voor de Film [11]	Nat.	15 256	19 936	34 623	34 891	37 173	***6.5%***
	CoBO-fonds	Nat.	10 000	10 000	10 000	12 028	10 557	***-12.2%***
	Mediafonds	Nat.	13 400	13 447	12 637	13 047	13 757	***5.4%***
	Rotterdam Media Fonds	Local	1 994	3 192	3 534	2 794	2 527	***-9.6%***
NO	Norsk filminstitutt (NFI)	Nat.	–	–	–	42 185	42 506	***0.8%***
	Norsk filmfond [12]	Nat.	37 845	35 088	39 693	–	–	–
	Film og Kino	Nat.	2 749	3 103	3 606	5 144	5 206	***1.2%***
	Fond for Lyd og Bilde	Nat.	733	775	976	947	1 022	***7.9%***
	Filmfondet FUZZ	Reg.	–	141	748	862	857	***-0.6%***
	Film3	Reg.	*374*	*497*	*499*	*656*	*457*	***-30.3%***
	Filmcamp	Reg.	–	891	604	813	1 252	***54.0%***
	Filmkraft Rogaland	Reg.	–	421	701	986	856	***-13.2%***
	Midtnorsk Filmfond	Reg.	–	–	–	–	135	–
	Midtnorsk Filmsenter	Reg.	94	189	192	304	457	***50.6%***
	Nordnorsk Filmsenter	Reg.	374	474	392	542	835	***54.0%***
	Ostnorsk Filmsenter	Reg.	–	–	–	72	110	***52.8%***
	Sornorsk Filmsenter	Reg.	–	–	–	61	303	***399.7%***
	Vestnorsk Filmsenter	Reg.	577	596	671	656	883	***34.7%***
PL	Polski Instytut Sztuki Filmowej (PISF)	Nat.	–	19 135	25 102	44 847	30 039	***-33.0%***
	Ag. Produkcji Filmowej/Inst. Filmowa Ag. Scenariusozowa [13]	Nat.	3 720	–	–	–	–	–
	Dolnośląski Konkurs Filmowy	Reg.	–	–	–	397	443	***11.5%***
	Pomerania Film	Reg.	–	–	–	–	161	–
	Regionalny Fundusz Filmowy w Krakowie	Reg.	–	–	–	–	576	–
	Śląski Fundusz Filmowy	Reg.	–	–	–	262	321	***22.5%***
	Wielkopolski Fundusz Filmowy	Reg.	–	–	–	284	231	***-18.8%***
	Gdański Fundusz Filmowy	Local	–	–	–	–	115	–
	Gdyński Fundusz Filmowy: Centrum Kultury	Local	–	–	–	–	161	–
	Łódzki Fundusz Filmowy	Local	–	–	264	284	231	***-18.8%***
PT	Instituto do Cinema e do Audiovisual (ICA)	Nat.	9 299	11 019	8 821	9 144	8 690	***-5.0%***
PT	Fundo de Investimento para o Cinema e Audiovisual (FICA)	Nat.	–	–	–	15 762	784	***-95.0%***
RO	Centrul National al Cinematografiei	Nat.	*4 500*	*7 000*	*8 000*	*8 000*	*755*	***-90.6%***
RU	Ministry of Culture	Nat.	*66 361*	*76 115*	*82 217*	*81 787*	*74 526*	***-8.9%***
SE	Svenska Filminstitutet (SFI)	Nat.	38 034	39 905	40 502	39 392	41 526	***5.4%***
	Film Gävleborg [14]	Reg.	~	~	~	119	107	***-9.9%***
	Film i Dalarna [14]	Reg.	~	~	~	237	68	***-71.6%***
	Film i Halland [14]	Reg.	~	~	~	63	26	***-59.7%***
	Film i Jönköpingslän [14]	Reg.	~	~	~	71	14	***-80.1%***
	Film i Örebrolän [14]	Reg.	~	~	~	45	17	***-62.7%***
	Film i Öst [14]	Reg.	~	~	~	73	77	***4.7%***
	Film i Skåne	Reg.	1 109	1 286	1 812	2 173	2 838	***30.6%***
	Film i Sörmland [14]	Reg.	~	~	~	122	32	***-73.4%***
	Film i Uppland [14]	Reg.	~	~	~	97	17	***-82.2%***
	Film i Värmland [14]	Reg.	~	~	~	245	96	***-60.9%***
	Film i Väst	Reg.	4 899	6 394	6 883	6 712	7 884	***17.5%***
	Film i Västerbotten [14]	Reg.	~	~	~	250	119	***-52.4%***
	Film i Västernorrland [14]	Reg.	~	~	~	197	135	***-31.7%***
	Film i Västmanland [14]	Reg.	~	~	~	129	17	***-87.1%***
	Film på Gotland [14]	Reg.	~	~	~	130	50	***-61.5%***
	Filmpool Jämtland [14]	Reg.	~	~	~	196	177	***-9.8%***

T.15.4

Funding body activity spend (Continued)

2005-2009

In EUR thousand.

Nat.: National fund   Reg.: Regional fund   Loc.: Local fund   Supra.: Supranational fund
Comm.: Fund operating at the level of a community, e.g. Spanish Autonomous Communities, German *Länder*   Int.: International fund based in Europe

Country	Fund	Level	2005	2006	2007	2008	2009	2009/08
SE	Filmpool Nord (Produktionscentrum & Resurscentrum)	Reg.	2 580	2 951	2 593	*2 430*	*2 966*	22.0%
(Continued)	Film Stockholm [14]	Reg.	~	~	~	201	173	-13.8%
	Reaktor Sydost [14]	Reg.	~	~	~	143	118	-17.7%
SI	Slovenski filmski center [15]	Nat.	3 408	3 844	3 084	4 646	5 448	17.3%
SK	Ministry of Culture: Programe AudioVízia [16]	Nat.	2 280	4 610	3 393	4 272	4 179	-2.2%
	Literárny fond	Nat.	69	96	108	112	118	5.4%
TR	Ministry of Culture: Telif Hakları ve Sinema	Nat.	5 632	11 372	13 717	15 081	11 228	-25.5%
	Total national funds		*1 298 279*	*1 269 977*	*1 372 353*	*1 473 295*	*1 436 263*	-2.5%
	Total sub-national funds (Comm. + Reg. + Loc.)		*340 036*	*361 713*	*439 533*	*448 483*	*483 040*	7.7%
	Balkan Fund	Supra.	40	40	40	40	30	-25.0%
	Eurimages	Supra.	21 028	20 693	23 035	21 628	20 977	-3.0%
	Europa Cinemas	Supra.	6 394	7 012	6 717	8 236	8 957	8.8%
	Ibermedia	Supra.	*5 000*	*5 000*	*4 700*	*4 300*	*4 600*	7.0%
	MEDIA Programme	Supra.	79 221	69 220	77 546	93 334	99 643	6.8%
	Nordisk Film & TV Fond	Supra.	8 561	8 565	8 902	8 862	9 359	5.6%
	SEE Cinema Network	Supra.	*120*	120	111	90	106	17.8%
	ACPFilms	Int.	–	–	–	6 500	–	–
	EUROMED Audiovisual II [17]	Int.	–	*5 000*	*5 000*	*5 000*	–	–
	Festival d'Amiens: Fonds d'aide	Int.	30	30	38	38	48	25.3%
	Fonds francophone (OIF)	Int.	*2 000*	*2 000*	*2 000*	*2 000*	2 000	0.0%
	Fonds Sud Cinéma	Int.	2 500	2 500	2 500	2 400	2 220	-7.5%
	Göteborg IFF Fund	Int.	200	337	345	439	482	9.9%
	Hubert Bals Fonds	Int.	1 174	778	883	765	874	14.3%
	Jan Vrijman Fund	Int.	374	361	363	452	455	0.6%
	MEDIA International	Int.	–	–	–	1 980	4 960	150.5%
	World Cinema Fund	Int.	715	616	463	400	408	2.0%
	Total supranational and international funds		*127 357*	*122 274*	*132 642*	*156 463*	*155 118*	-0.9%
	Total all funds		*1 765 673*	*1 753 963*	*1 944 528*	*2 078 242*	*2 074 421*	-0.2%

Not all sub-national funds in AT, CH, DE, ES and SE have been analysed.
International funds Fonds Images Afrique and Visions Sud-Est are not shown as only partial data was available.
Amounts exclude overheads, payments to other funds in the list and to international organisations.
Spend amounts include both the value of awards made and the amount spent on other activities to support the sector.
Data for some funds in the UK has been calculated on a different basis.

[1] Became the Film- und Medienstiftung in 2011.
[2] Merged into FFHSH in 2008.
[3] Support awards only - does not include other expenditure.
[4] Empresa Pública de Gestión de Programas Culturales (E.P.G.P.C.) up to end 2009.
[5] Sgrîn in 2005, replaced by the Film Agency for Wales in 2006.
[6] Scottish Screen absorbed by Creative Scotland in July 2010.
[7] Previously North West Vision + Media.
[8] Closed in May 2011 and replaced by the Hungarian National Film Fund.
[9] Broadcasting Commission of Ireland up to Sept. 2009.
[10] Amounts awarded and not amount paid out. Includes loans for production.
[11] Became the Nederlands Filmfonds in 2011.
[12] Merged into the Norsk filminstitutt end 2007.
[13] Merged into PISF in 2005.
[14] 2008 activity spend total includes related overheads.
[15] Replaced Filmski Sklad Republike Slovenije in January 2011.
[16] Activities transferred to the Audiovizuálny fond in 2010.
[17] Spend has been evenly distributed over the 3-year lifespan of the project. This is not an accurate reflection of the real spend pattern.

Source: European Audiovisual Observatory

Chapter
Chapitre
Kapitel
16

Film industry companies

Les entreprises de la filière cinéma

Die Unternehmen der Filmbranche

The financial situation of the film industry in the European Union

Methodological issues

It is possible to draw up a partial ranking of European Union fim industry companies using the AMADEUS financial database (produced by Bureau van Dijk Electronic Publishing), as indexed and supplemented by the Observatory. AMADEUS provides the balance sheets and profit and loss accounts of companies in the form in which they are lodged with the national registration bodies. Where necessary, the Observatory has supplemented this information on the basis of activity reports published by the major groups in the sector.

A difficulty arises from the actual structure of the companies; a number of them operate in several branches of the industry and do not publish a breakdown of their accounts by activity. We have therefore classified them according to what appears to us to be their principal activity. We have also tried as far as possible to take into account the phenomena of consolidation, merger and absorption in order to provide coherency in the historical series.

As table T.16.1 shows, 16 of the 40 leading European companies are subsidiaries of non-European groups (13 are subsidiaries of American companies, 1 of an Israeli group, 1 of an Australian group and 1 of a Canadian group). Europe has few integrated groups whose activities span production, distribution, exhibition and/or video distribution. It should also be noted that 6 out of the 40 leading companies are television groups or companies controlled by television groups. To them may be added StudioCanal and Studio Canal GmbH (formerly the Kinowelt group), which belong to the Vivendi/Canal Plus group and for which the financial data are not published.

Production companies

Table T.16.2 indicates the operating revenue of television companies' subsidiaries involved in the production and distribution of cinema films or in marketing a video catalogue. It should be noted, however, that not all broadcasters involved in film production necessarily have a dedicated subsidiary for this area of activity.

The figures for production companies that are not part of television groups (T.16.3) show just how volatile this sector is. Operating revenues (generally seen as a more relevant indicator than turnover because they cover subsidies and production in stock, as well as sales) vary enormously from year to year. A further factor to be borne in mind is the difficulty, in the

La situation financière des entreprises cinématographiques dans l'Union européenne

Questions méthodologiques

Le classement des entreprises cinématographiques de l'Union européenne est partiellement possible grâce à l'utilisation de la base de données financières AMADEUS (éditée par le Bureau van Dijk Electronic Publishing), telle qu'indexée et complétée par l'Observatoire. AMADEUS fournit les bilans et comptes de résultats des entreprises tels que déposés auprès des instances nationales d'enregistrement. Lorsque nécessaire, l'Observatoire a complété l'information en recourant aux rapports d'activités publiés par les grands groupes du secteur.

Une difficulté découle de la structure même des entreprises : un certain nombre d'entre elles sont actives dans plusieurs branches du secteur et ne publient pas une ventilation de leurs comptes par activité. Nous les avons donc classées en fonction de ce qui nous paraît être leur activité principale. Nous avons également tenté de cerner au mieux les phénomènes de consolidation, de fusion et d'absorption, afin d'assurer la cohérence des séries historiques.

Le tableau T.16.1 indique que 16 des quarante premières entreprises européennes sont des filiales de groupes non-européens (13 sont des filiales d'entreprises américaines, 1 d'un groupe israélien, 1 d'un groupe australien et 1 d'un groupe canadien). L'Europe compte peu de groupes intégrés, actifs à la fois dans la production, la distribution, l'exploitation et/ou la distribution vidéo. On notera également que 6 des 40 premières entreprises sont des groupes de télévision ou des entreprises contrôlées par des groupes de télévision. A celles-ci devraient être ajoutée StudioCanal et Studio Canal GmbH (ancien groupe Kinowelt), faisant partie du groupe Vivendi/Canal Plus et pour lesquelles les données financières ne sont pas publiées.

Les entreprises de production

Le tableau T.16.2 permet d'évaluer le produit d'exploitation des filiales d'entreprises de télévision impliquées dans la production et la distribution de films cinématographiques ou dans l'exploitation d'un catalogue vidéo. Il faut cependant noter que tous les diffuseurs impliqués dans la production n'ont pas nécessairement une filiale spécifique pour cette activité.

Le classement des entreprises de production non liées à un groupe de télévision (T.16.3) fait apparaître la grande instabilité de cette branche. Les produits

Finanzielle Situation der Filmunternehmen in der Europäischen Union

Methodik

Das Ranking der Filmunternehmen in der Europäischen Union wurde teilweise durch den Einsatz der Finanzdatenbank AMADEUS (von Bureau van Dijk Electronic Publishing) möglich. Die von der Informationsstelle indexierte und erweiterte Datenbank AMADEUS enthält die bei den nationalen Stellen hinterlegten Bilanzen und Gewinn- und Verlustrechnungen der Unternehmen. Wenn nötig, hat die Informationsstelle die Angaben mit Hilfe der veröffentlichten Tätigkeitsberichte der Großunternehmen dieses Sektors ergänzt.

Eine Schwierigkeit ergibt sich aus der Struktur der Unternehmen: Einige sind in mehreren Bereichen des Sektors aktiv, stellen die einzelnen Aktivitäten in ihrem Jahresabschluss aber nicht getrennt dar. Unsere Einteilung erfolgte daher nach dem von uns angenommenen Kerngeschäft der betroffenen Unternehmen. Wir haben auch versucht, soweit wie möglich Konsolidierungen, Fusionen und Übernahmen zu berücksichtigen, um die Kohärenz der historischen Datenserien zu gewährleisten.

In Tabelle T.16.1 wird ersichtlich, dass 16 der vierzig führenden europäischen Unternehmen Tochtergesellschaften von außereuropäischen Konzernen sind (13 Filialen von amerikanischen Unternehmen, 1 eines israelischen, 1 eines australischen und 1 eines kanadischen Konzerns). In Europa gibt es wenige integrierte Gruppen, die sowohl in der Produktion, als auch im Verleih, in der Auswertung und/oder im Videovertrieb aktiv sind. Außerdem sind 6 der 40 führenden Unternehmen Fernsehkonzerne oder von ihnen kontrollierte Unternehmen. Zu ihnen müssten noch StudioCanal und Studio Canal GmbH (die ehemalige Kinowelt-Gruppe) gezählt werden, die zu Vivendi/Canal Plus gehörten und für die keine Finanzdaten veröffentlicht werden.

Produktionsunternehmen

Tabelle T.16.2 zeigt den Betriebsertrag der Tochtergesellschaften von Fernsehunternehmen, die an der Produktion und der Verbreitung von Kinofilmen oder an der Vermarktung eines Videokatalogs beteiligt sind. Allerdings hat nicht jeder der hier aufgeführten Rundfunkveranstalter auch notwendigerweise eine eigene Filiale für dieses Geschäftsfeld.

Die Rangliste der nicht zu einer Fernsehgruppe gehörenden Produktionsunternehmen (T.16.3) macht deutlich, wie unbeständig die Branche ist. Der case of partially integrated groups (such as Constantin, Gaumont, Filmauro and Svensk Filmindustri), of isolating revenue derived specifically from film production. Some of the figures for operating revenue may also include earnings from television programme production. This edition provides also a "single purpose companies" classification (T.16.4). These are companies set up by majors, production groups or occasional investors with the aim of producing a single film, usually to take advantage of tax benefits.

Distribution companies

Twenty four of the forty main distribution companies are subsidiaries of North American groups and six others are television groups (Medusa, 01 Distribution, Société nouvelle de distribution) or involved in television (Nordisk Film AB and Nordisk Film AS and Nordisk Film A/S, subsidiaries of the Egmont group, which, incidentally owns the Norwegian channel TV2. Zon Lusomundo Audiovisuais is part of the Portuguese group Zon Multimedia (Portugal Telecom).

It should be noted that the operating income of some of the companies in this category may also include revenue earned from the video publication/distribution segment.

Exhibitors

The film exhibition industry has seen a considerable movement towards concentration during the years 2003 to 2006, but this seems to have stabilised since 2007. In early 2011, the UGC group sold its assets in Spain and Italy to the Odeon/UCI group.

The financial performances of the big circuits have been improving significantly since 2006. Only the Odeon and UCI Cinemas Group Ltd again made significant losses in 2010. The operational income of the 15 leading companies increased by 13.8% compared with 2009.

Video publishing and distribution companies

Nineteen of Europe's top 30 video publishing/distribution companies are owned wholly or partly by the North-American majors, one (Eros International) is part of an Indian group, and five others are subsidiaries of television groups. It should also be noted that the Walt Disney group has merged its publishing and distribution arm (Buena Vista Home Entertainment) into its theatrical distribution subsidiaries.

Cultural products retailers and DVD and VoD rental companies

As far as the ranking of retailers is concerned (T.16.9), it is clearly necessary to take account of the fact that the sales

d'exploitation (indicateur généralement considéré comme plus pertinent que le chiffre d'affaires dans la mesure où, en plus des ventes, il inclut les subventions et la production stockée) varient très fortement d'une année à l'autre. Il faut également tenir compte de la difficulté d'isoler des revenus de production proprement dits dans le cas des groupes partiellement intégrés (Constantin, Gaumont, Filmauro, Svensk Filmindustri,...). Dans certains cas le produit d'exploitation peut également inclure celui des activités de production de programmes de télévision. Nous proposons également un classement (T.16.4) des « single purpose companies » (« entreprises à but unique ») qui sont créées (par des *majors*, des groupes de production ou des investisseurs épisodiques) dans le but de produire un seul film, généralement en bénéficiant de facilités fiscales.

Les entreprises de distribution

24 des quarante premières entreprises de distribution sont des filiales de groupes nord-américains et six autres sont des filiales de groupes de télévision (Medusa, 01 Distribution, Nouvelle société de distribution) ou impliqués dans la télévision (Nordisk Film AB, Nordisk Film AS et Nordisk Film A/S, filiales du groupe Egmont par ailleurs détenteur de la chaîne norvégienne TV2 ; Zon Lusomundo Audiovisuais, fait partie du groupe portugais Zon Multimedia (Portugal Telecom).

Il est à noter que pour certaines entreprises de cette famille le produit opérationnel peut également inclure les revenus réalisés sur le segment de l'édition/distribution vidéo.

Les entreprises d'exploitation

La branche de l'exploitation cinématographique a connu dans les années 2003-2006 un important mouvement de concentration, mais qui paraît s'être stabilisé depuis 2007. Début 2011 le groupe UGC a cédé ses actifs en Espagne et en Italie au groupe Odeon/UCI.

Les performances financières des grands circuits se sont nettement améliorées depuis 2006. Seul le groupe Odeon and UCI Cinemas Group Ltd a continué à réaliser des pertes significatives en 2010. Le produit opérationnel des 15 premières entreprises a augmenté de 13,8 % par rapport à 2009.

Les entreprises d'édition et de distribution vidéographique

19 des 30 premières entreprises européennes d'édition/distribution vidéo sont totalement ou partiellement sous contrôle des *majors* nord-américaines, une (Eros International) fait partie d'un groupe indien. 5 autres sont des filiales de groupes de télévision. On notera par

Betriebsertrag (der üblicherweise als aus-sagekräftiger als der Umsatz gilt, da er zusätzlich zu den Verkäufen auch die Sub-ventionen und den gelagerten Filmbestand umfasst) variiert sehr stark von einem Jahr zum anderen. Weiterhin ist es schwierig, bei teilweise integrierten Konzernen (Constantin, Gaumont, Filmauro, Svensk Filmindustri u.a.) die Einnahmen aus der eigentlichen Produktion herauszufiltern. In einigen Fällen kann der Betriebsertrag auch Erträge aus der Produktion von Fernsehprogrammen enthalten. In dieser Ausgabe befindet sich auch eine Rang-liste der „Single purpose companies" (T.16.4), Zweckgesellschaften, die von den Majors, Produktionskonzernen oder gelegentlichen Investoren ausschließlich zum Zweck der Produktion eines einzigen Films gegründet werden und die üblicherweise in den Genuss von Steuererleichterungen kommen.

Verleihunternehmen

24 der 40 führenden Unternehmen sind Tochtergesellschaften von US-Konzernen. Sechs weitere sind Filialen von Fernsehkonzernen (Medusa, 01 Distribution, Nouvelle société de distribution) oder auch im Fernsehsektor tätig (Nordisk Film AB, Nordisk Film AS und Nordisk Film A/S, Töchter der Egmont-Gruppe, die außerdem den norwegischen Sender TV2 besitzt. Zon Lusomundo Audiovisuais gehört zur portugiesischen Gruppe Zon Multimedia (Portugal Telecom).

Bei einigen dieser Unternehmen kann der Betriebsertrag auch die Einnahmen aus dem Video-Verlags- bzw. Vertriebssegment enthalten.

Kinobetreiber

Unter den Kinobetreibern kam es in den Jahren 2003-2006 zu einer starken Konzentrationsbewegung, die sich allerdings seit 2007 stabilisiert hat. Anfang 2011 hat die Gruppe UGC ihre Beteiligungen in Spanien und Italien an Odeon/UCI verkauft.

Die Finanzleistung der großen Gesellschaften hat sich seit 2006 deutlich verbessert. Nur die Gruppe Odeon and UCI Cinemas Group Ltd verzeichnete 2010 weiterhin signifikante Einbußen. Der Betriebsertrag der 15 führenden Unternehmen ist um 13,8 % gegenüber 2009 gestiegen.

Verlags- und Vertriebsunternehmen der Videobranche

Von den 30 führenden Unternehmen der Branche werden 19 ganz oder teilweise von den nord-amerikanischen Majors kontrolliert, eines (Eros International) gehört zu einer indischen Gruppe. Fünf andere Unternehmen sind Töchter von Fernsehkonzernen. Ferner hat die Walt-figures of the large groups include sales of electronic and IT products, books, records and video games. The proportion of electronic and IT products is particularly large in the case of the German giant MediaMarkt Saturn and the French Fnac group. All the large groups have a presence in online distribution, where they face competition from the American Amazon group, whose European headquarters (Amazon EU) in Luxembourg, established in 2006, reported 2010 revenues of EUR 7.5 billion, up 36.8% on 2009.

In the video rental field, the American Blockbuster group, declared bankrupt in September 2010, is present in the United Kingdom, Denmark and Italy. In 2009, it sold its Irish subsidiary Xtra-Vision. LOVEFiLM, a pioneer of online rental and an important player in the VoD business in several European countries, enjoyed sustained growth in 2010 and was taken over by Amazon in January 2011.

The most remarkable growth has been that reported by iTunes S.à.r.l. (+43.1%), a Luxembourg-based company and an Apple Inc. subsidiary that manages the various iTunes Stores in Europe. This continued growth can be explained by the rollout of VoD services in several European countries and by the marketing of the iPhone and iPad Apps. It should be noted that, despite the rapid development of VoD, various small companies present on the online VoD market posted a significant drop in their sales in 2010. The decline in the revenues of Universal Pictures Subscription Television Limited is also remarkable and would seem to indicate that a pay catch-up TV service on the digital terrestrial television network is not necessarily the most effective model.

ailleurs que le groupe Walt Disney a fusionné les filiales d'édition/distribution (Buena Vista Home Entertainment) dans ses filiales de distribution salles.

Les entreprises de commerce de détail de produits culturel, de location de DVD et de VoD

En ce qui concerne le classement des entreprises de détail (T.16.9), il faut évidemment tenir compte de ce que, pour les grands groupes, le chiffre d'affaires inclut la vente de produits électroniques et informatiques, de livres, de disques et de jeux vidéo. La part des produits électroniques et informatiques est particulièrement importante pour le géant allemand MediaMarkt Saturn et pour la Fnac. Tous les grands groupes sont présents dans le domaine de la distribution en ligne, où ils se confrontent au groupe américain Amazon, qui a créé une centrale européenne au Luxembourg en 2006 (Amazon EU), dont le chiffre d'affaires 2010 était de 7,5 milliards d'euros (en croissance de 36,8 % par rapport à 2009).

Dans le domaine de la location vidéo le groupe américain Blockbuster, en faillite depuis septembre 2010, est présent au Royaume-Uni, et au Danemark et en Italie. En 2009, il s'est séparé de sa filiale irlandaise Xtra-Vision. Pionnier de la location en ligne, mais aussi acteur important dans le domaine de la VoD dans plusieurs pays européens, LOVEFILM a connu une croissance soutenue en 2010 et a été racheté en janvier 2011 par Amazon.

La croissance la plus remarquable est cependant celle de iTunes S.à.r.l. (+43,1 %), société luxembourgeoise filiale de Apple Inc. et qui gère les différents iTunes Stores en Europe. Cette croissance soutenue s'explique par le déploiement de services de VoD dans plusieurs pays européens, mais aussi par la commercialisation des applications pour iPhone et iPad. On notera que, malgré l'essor du marché de la VoD, diverses entreprises de petite taille présentes sur le marché de la VoD en ligne ont enregistré une baisse significative de leurs ventes en 2010. La baisse du chiffre d'affaires de Universal Pictures Subscription Television Limited est également remarquable : elle semble indiquer qu'un service de catch-up TV payant sur réseau numérique terrestre n'est pas nécessairement la formule la plus efficace.

Disney-Gruppe die Verlags- und Vertriebstöchter (Buena Vista Home Entertainment) mit seinen Kinoverleihfilialen fusioniert.

Einzelhandelsunternehmen für Kulturgüter, DVD-Verleih und VoD

Hinsichtlich der Rangliste (T.16.9) der Einzelhandelsunternehmen muss natürlich berücksichtigt werden, dass bei den großen Konzernen der Umsatz auch den Verkauf von Elektronikgeräten und Computer-zubehör, Büchern, CDs und Video-spielen umfasst. Der Anteil von Elektronikgeräten und Computerzubehör ist beim deutschen Branchenriesen MediaMarkt Saturn und bei der französischen Fnac besonders groß. Alle großen Konzerne sind im Online-Verkaufssegment präsent, wo sie dem amerikanischen Unternehmen Amazon gegenüberstehen, das 2006 seine Europazentrale in Luxemburg gegründet hat (Amazon EU). Diese verzeichnete für 2010 einen Umsatz in Höhe von 7,5 Mrd. EUR (+36,8 % gegenüber 2009).

Im Bereich des Video-Verleihs ist die seit September 2010 sich im Konkurs befindliche amerikanische Blockbuster-Gruppe im Vereinigten Königreich, in Dänemark und in Italien präsent. 2009 trennte sie sich von der irischen Tochtergesellschaft Xtra-Vision. LOVEFILM, ein Pionier des Online-Verleihs, aber auch ein wichtiger VoD-Anbieter in mehreren Ländern Europas, verzeichnete 2010 ein kräftiges Wachstum und wurde im Januar 2011 von Amazon übernommen.

Das spektakulärste Wachstum allerdings verzeichnete iTunes S.à.r.l. (+43,1 %), das luxemburgische Unternehmen, eine Tochter von Apple Inc., die die verschiedenen iTunes Stores in Europa verwaltet. Dieses kräftige Wachstum erklärt sich durch die Einführung von VoD-Diensten in mehreren europäischen Ländern, aber auch durch die Vermarktung der Apps für iPhone und iPad. Trotz des boomenden VoD-Marktes mussten mehrere kleine Unternehmen auf dem VoD-Onlinemarkt 2010 erhebliche Verkaufseinbußen hinnehmen. Auch der Umsatzrückgang von Universal Pictures Subscription Television Limited ist bemerkenswert: Offensichtlich ist ein kostenpflichtiger *Catch-up-TV*-Dienst im digitalen terrestrischen Netz nicht unbedingt am einträglichsten.

Source: European Audiovisual Observatory

T.16.1

The 40 leading film companies in Europe
2006-2010
Operating revenues in EUR million.

DISCIN Distribution (film)
PRODCIN Production (film)
TV Television
EXH Exhibition (Film)
DIST Distribution (television)
PRODT Production (television)
VID Video
RIGHTS Trade in television rights
~ not available
– not applicable

Rank	Company	Activities	Country	2006	2007	2008	2009	2010	*2010/09*
1	Walt Disney International Ltd	DISCIN + DIST + RIGHTS + VID	**GB**	1 426.9	1 536.0	~	~	~	***~***
p.m.	The Walt Disney Company Limited	DISCIN + DIST + RIGHTS + VID	**GB**	913.8	1066.4	1231.6	1 307.5	1533.9	***17.3%***
2	Groupe Pathé [1]	EXH + DISCIN + VID + RIGHTS + PRODCIN + TV	**FR**	639.0	609.0	770.0	769.1	824	***7.1%***
3	Odeon and UCI Cinemas Group Ltd	EXH	**GB**	714.4	703.7	574.1	720.5	761.1	***5.6%***
4	Les Cinémas Gaumont Pathé	EXH	**FR**	413.7	427.0	468.0	545.3	640.7	***17.5%***
5	Warner Bros. Entertainment UK	DISCIN	**GB**	658.1	654.0	267.2	374.5	435.4	***16.3%***
6	Warner Bros France	DISCIN	**FR**	438.5	375.0	365.3	340.5	419.8	***23.3%***
7	The Walt Disney Company France	DISCIN + DIST + RIGHTS + VID	**FR**	215.4	212.5	207.7	217.4	413.4	***90.2%***
p.m.	Buena Vista Home Entertainment France [2]	VID	**FR**	169.3	155.3	164.3	~	–	***–***
8	Cineworld Group PLC	EXH	**GB**	420.1	399.6	313.7	375.6	402.3	***7.1%***
9	RAI Cinema	PRODCIN + RIGHTS	**IT**	369.6	373.8	373.9	378.1	400.7	***6.0%***
10	United Cinemas International Acquisitions Limited	EXH		429.8	357.2	269.7	445.0	394.4	***-11.4%***
11	Egmont Nordisk Film	DISCIN + VID + VG	**SE**	352.0	449.0	472.0	386.7	383	***-1.0%***
12	Warner Bros. Entertainment GmbH	DISCIN	**DE**	321.7	337.5	338.8	335.5	379.7	***13.2%***
13	UGC	EXH + DISCIN + VID + RIGHTS + PRODCIN	**FR**	358.9	359.9	344.3	366.0	~	***~***
14	VUE Entertainment Investment Ltd	EXH	**GB**	319.5	319.9	298.0	298.2	368.4	***23.5%***
15	The Walt Disney Company Italy	DISCIN + DIST + RIGHTS + VID	**IT**	341.4	314.2	335.1	320.3	354.1	***10.6%***
16	Embassy Eagle Holdings	PRODCIN - DISCIN	**NL**	347.9	289.9	335.0	~	~	***~***
17	Cinema City international N.V.	EXH	**NL**	143.8	161.3	189.1	211.6	325.8	***54.0%***
18	Bavaria Film GmbH	PRODCIN + PRODT	**DE**	267.7	254.9	241.7	256.7	255.9	***-0.3%***
19	Twentieth Century-Fox Home Entertainment	VID	**GB**	367.7	287.7	199.4	245.7	~	***~***
20	Kinepolis Group	EXH + DISCIN + PRODCIN	**BE**	211.2	212.3	218.8	231.2	239.2	***3.5%***
21	United International Pictures B.V.	DISCIN	**NL**	623.0	205.9	268.5	193.9	239	***23.3%***
22	EuropaCorp	PRODCIN + DISCIN + VID + PRODT	**FR**	166.8	205.4	207.3	274.2	230.7	***-15.9%***
23	Constantin Film AG	PRODCIN + DISCIN + RIGHTS	**DE**	270.2	227.0	251.3	258.8	229.2	***-11.4%***
24	Medusa Film S.P.A.	PRODCIN, DISCIN	**IT**	142.8	167.6	190.2	207.0	226.5	***9.4%***
25	CinemaxX AG	EXH	**DE**	183.8	173.3	180.4	207.1	220.5	***6.5%***
26	2 Entertain Video	VID	**GB**	255.1	302.1	235.1	241.1	212.8	***-11.7%***
27	Universal Pictures Productions Ltd	RIGHTS + DISCIN (+ PRODCIN)	**GB**	364.7	293.7	252.0	227.2	205.4	***-9.6%***
28	Metropolitan Film Export	DISCIN	**FR**	174.5	153.6	175.0	181.0	195.1	***7.8%***
29	Métropole Télévision *est.*	PRODCIN + DISCIN + VID		208.2	206.9	208.7	180.3	181.3	***0.5%***
p.m.	Société nouvelle de distribution (SND)	DISCIN	**FR**	92.1	93.3	114.3	138.2	137.7	***-0.4%***

T.16.1

The 40 leading film companies in Europe (Continued)

2006-2010 Operating revenues in EUR million.

DISCIN Distribution (film)
PRODCIN Production (film)
TV Television
EXH Exhibition (Film)
DIST Distribution (television)
PRODT Production (television)
VID Video
RIGHTS Trade in television rights
~ not available
– not applicable

Rank	Company	Activities	Country	2006	2007	2008	2009	2010	*2010/09*
p.m.	M6 films	PRODCIN	**FR**	4.2	4.8	3.8	3.5	4.5	***28.6%***
p.m.	M6 Interactions	VID	**FR**	111.9	108.9	90.6	38.6	39.1	***1.3%***
30	The Walt Disney Company Iberia S.L. (cons.)	DISCIN + VID	**ES**	196.1	186.7	174.4	156.3	179.1	***14.6%***
31	Filmauro [3]	PRODCIN +PRODTV	**IT**	90.9	122.0	159.0	169.4	174.4	***3.0%***
32	SF Bio	EXH	**SE**	98.3	105.4	105.9	131.5	155.9	***18.6%***
33	Groupe TF1 *est.*	VID + DISCIN	**FR**	213.1	212.1	193.5	161.3	153.4	***-4.9%***
p.m.	TF1 Video	VID	**FR**	161.3	164.3	120.3	105.4	99	***-6.1%***
p.m.	TF1 Films Productions	PRODCIN	**FR**	51.8	47.9	73.2	55.9	54.4	***-2.7%***
34	Paramount Home Entertainment (UK) [4]	VID	**GB**	137.8	215.1	159.3	64.9	140.6	**–**
35	Gaumont	PRODCIN + DISCIN + RIGHTS	**FR**	158.5	84.9	126.4	123.5	132.6	***7.4%***
36	CGR Cinemas	EXH	**FR**	114.5	121.8	~	~	~	**~**
37	The Entertainment Group of Companies Ltd	DISCIN + VID	**GB**	168.0	145.2	136.7	120.5	~	**~**
38	E1 Entertainment Ltd	DISCIN + VID + RIGHTS	**GB**	37.0	31.2	33.6	94.5	117.2	***24.0%***
39	Greater Union Film Palast	EXH	**DE**	123.2	114.1	108.5	111.2	113.1	***1.7%***
40	Ingenious Film Partners 2 LLP	PRODCIN + DISCIN	**GB**	170.9	255.1	191.1	120.4	111.8	***-7.1%***

[1] In 2001 Pathé and Gaumont transferred their exhibition activities to the company Europalaces, which was then rebranded 'Les Cinémas Gaumont Pathé'. Europalaces' turnover is consolidated in the Pathé group accounts but not in those of Gaumont.

[2] Merged into The Walt Disney Company France in 2010.

[3] 2006 over 18 months.

[4] 2009 over 9 months.

Not ranked due to lack of detailed information: Studiocanal (Vivendi Group). In February 2008 Kinowelt was taken over by Studiocanal.

Source: European Audiovisual Observatory

T.16.2

Film subsidiaries of TV groups in the European Union

2006-2010

Ranking by operating revenues (EUR million).
Operating revenues of broadcasters' film subsidiaries may include revenues from various activities (production, theatrical distribution, sales, video, …)

Rank	Company	Country	Ownership	2006	2007	2008	2009	2010	*2001/09*
1	RAI Cinema [1]	**IT**	RAI	369.6	373.8	373.9	378.1	400.7	***6.0%***
2	Bavaria Film GmbH (cons.) [2]	**DE**	ARD	267.7	254.9	241.7	256.7	255.9	***-0.3%***
3	Medusa Film [1] [3]	**IT**	Mediaset	142.8	167.6	190.2	207	226.5	***9.4%***
4	Société nouvelle de distribution (SND)	**FR**	M6 (RTL Group)	92.1	93.3	114.3	138.2	137.7	***-0.4%***
5	TF1 Video	**FR**	TF1	161.3	164.3	120.3	105.4	99	***-6.1%***
6	Universum Film	**DE**	RTL GmbH (RTL Group)	79.3	67.8	83.7	92.2	~	***~***
7	Kinowelt GmbH [4]	**DE**	Vivendi / Canal+	112.9	84.1	72.0	80	73.3	***-8.4%***
8	Nordisk Film A/S [2]	**DK**	Egmont (owner of TV2 AS)	109.8	115.9	30.9	80.6	59.2	***-26.6%***
9	Studiocanal Limited [5]	**GB**	Vivendi / Canal+	~	26.9	37.7	44.4	55.8	***25.7%***
10	TF1 Films Production	**FR**	TF1	51.8	47.9	73.2	55.9	54.4	***-2.7%***
11	Studio 37	**FR**	France Telecom (Orange)	–	–	6.5	27.2	41.4	***52.2%***
12	Belga Films	**BE**	RTL-TVi (RTL Group)	27.4	28.1	27.6	25.8	32.3	***25.2%***
13	Antena 3 Films S.L. [2]	**ES**	Antena 3 (RTL Group)	7.0	24.4	15.5	21.3	~	***~***
14	Telecinco Cinema	**ES**	Tele 5 (Mediaset)	19.4	17.3	17.0	20.8	~	***~***
15	Studio Canal Catalogue 3 [5]	**FR**	Vivendi / Canal+	37.3	30.0	6.7	~	~	***~***
16	France 2 Cinéma	**FR**	France-Télévisions	11.3	6.6	6.2	3.9	3.6	***-7.7%***
17	M6 Films	**FR**	M6 (RTL Group)	4.2	4.8	3.8	3.5	4.5	***28.6%***
18	France 3 Cinéma	**FR**	France-Télévisions	5.4	4.0	4.4	2.4	2.5	***4.2%***
19	Film Four Limited [2]	**GB**	Channel 4	1.9	1.4	1.7	1.6	0.9	***-43.8%***
20	Casa Kafka Pictures	**BE**	RTBF	~	~	~	~	~	***~***

[1] Includes distribution activities.
[2] Includes TV production.
[3] In July 2007 the Medusa group, formerly controlled by Fininvest was fully acquired by Mediaset.
[4] Taken over in 2008 by Canal+. in September 2011 the company was rebranded as Studiocanal GmbH.
[5] Subsidiaries of Studiocanal France, for which financial statements are not disclosed.

Source: European Audiovisual Observatory

T.16.3

The 25 leading independent film production companies in Europe 2007-2010

Operating revenues in EUR million.

Rank	Company	Country	Examples of films produced	2007	2008	2009	2010	2010/09
1	EuropaCorp ❶	FR	*Arthur et la vengeance de Maltazard, Ainsi soit-il, Le siffleur, Le concert, Rose et noir, Home, À l'origine, Banlieue 13 ultimatum,Villa Amalia, Little New York, Human Zoo, Le missionnaire, I Love You Phillip Morris, …*	205.4	207.3	274.2	230.7	**-15.9%**
2	Constantin Film AG ❶ ❷	DE	*Dinosaurier, Pandorum, Resident Evil, Männersache, Fantastic Four, Die wilden Hühner und das Leben*	227.0	251.3	258.8	229.2	**-11.4%**
3	Filmauro (cons.) ❶ ❷ ❸	IT	*Natale a Beverly Hills , Latta e caffè - Riccardo , Dalisi, Napoli e il teatro della decrescita, Italians,..*	122.0	159.0	169.4	172.4	**1.8%**
4	Ingenious Film Partners 2 LLP	GB	*Hot Fuzz, Amazing Grace , Avatar, …*	255.1	191.1	120.4	111.8	**-7.1%**
5	Gaumont ❶ ❷ ❹	FR	*La guerre des Miss, OSS117 Rio ne répond plus, Vertige, Mary et Max, La loi de Murphy, Le dernier vol, …*	72.9	105.1	93.7	101.9	**8.8%**
6	Pathé Production	FR	*Slumdog Millionaire, LOL (Laughing Out Loud), Eden à l'ouest, Au-delà des cimes, Safari, Chéri, Incognito, Etreintes brisées,…*	90.4	218.0	89	~	**~**
7	AB Svensk Filmindustri ❶	SE	*The Queen of Sheba's Pearls, Populärmusik från Vittula, Paradiset, Musikk for bryllup og begravelser, Kim Novak badade aldrig i genesarets sjö, Heartbreak Hotel, …*	93.1	78.9	80.9	78.3	**-3.2%**
8	Eagle Pictures	IT		76.4	61.2	55.6	68.5	**23.2%**
9	Odeon Film AG ❷	DE	*Lauf um Dein Leben - Vom Junkie zum Ironman, Fata Morgana*	80.7	89.8	68.2	64.6	**-5.3%**
10	MK2 S.A. ❶ ❷	FR	*Code inconnu, Cours toujours, La fleur du mal, Kedma, Mon ange, La pianiste, Ten, Daddy Daddy USA, …*	37.7	36.3	47.8	64.3	**~**
11	Cattleya ❷	IT	*Meno male che ci sei, Oggi sposi, Le ombre rosse, Question de cœur, Diverso da chi?, Benvenuti al Sud*	57.5	63.0	75	57.4	**-23.5%**
12	Fandango	IT	*Cosmonauta, Lo spazio bianco*	40.2	32.1	39.1	56.9	**45.5%**
13	Continental Films	FR		–	4.0	77.9	55.9	**-28.2%**
14	UGC YM ❺	FR	*Une petite zone de turbulences, Lucky Luke, Je vais te manquer*	24.7	35.8	47.2	~	**~**
15	RP Productions	FR	*The Ghost Writer*	2.2	0.6	2.9	45.5	**1469.0%**
16	Fidelité Films	FR	*Enter the void, Pour elle, L'enfant de Kaboul, Et après*	51.5	39.5	~	~	**~**
17	Italian International Film ❶ ❷	IT	*Questa notte è ancora nostra, Ex*	34.6	29.1	36.4	37.4	**2.7%**
18	Pathe Productions Ltd	GB	*Africa United*	9.7	29.4	67.5	36.3	**-46.2%**
19	Legende Films	FR	*La blonde aux seins nus, Coco, La rafle*	10.6	25.4	42.3	35.1	**-17.0%**
20	Mandarin Cinema	FR	*Potiche*	13.8	20.0	17.9	32.0	**78.8%**
21	Pan Européenne	FR	*Mr Nobody*	12	20.9	41.7	30.1	**-27.8%**
p.m.	Pan Européenne Production ❶	FR	*C'est la vie, Mauvaises fréquentations, Camping à la ferme, L'homme de sa vie, Mauvaise foi, Les sœurs fachées*	–	–	–	–	**–**
22	La Petite Reine	FR	*Trésor*	27.3	50.8	26.9	~	**~**
23	Pulsar Productions	FR	*15 ans et demi, L'emmerdeur, Camping 2*	14.3	33.6	29.6	25.8	**-12.8%**
24	Why Not Productions	FR	*Un prophète, Des hommes et des dieux*	19.1	23.2	29.3	25.8	**-11.9%**
25	Senator Entertainment AG ❶ ❷	DE	*Mitte Ende August, Whisky mit Vodka*	66.0	53.2	36.1	25.7	**-28.8%**

❶ Includes distribution activities.
❷ Includes TV production.
❸ 2007 over 18 months.
❹ Film activities, not including exhibition.
❺ Subsidiary of UGC Images.

Source: European Audiovisual Observatory

T.16.4

The 25 main single purpose film production companies in Europe 2008-2010

Operating revenues in EUR million.

A single purpose film production company is a company created, mainly for fiscal reasons, at the occasion of the production of a single film. As a result, operating revenues are registered only for a limited period and then the company is wound up.

Rank	Company	Country	Owner or related company	Title of the film	2008	2009	2010	*Total 2008 -2010*
1	Think Thark Productions Ltd	**GB**	Walt Disney	*John Carter of Mars*	–	82.9	68.6	***151.5***
2	Merry Men Films Ltd	**GB**	Universal Pictures	*Merry Men*	18.6	112.4	11.3	***142.3***
3	Bandersnatch Films Ltd	**GB**	Walt Disney	*Alice in Wonderland*	25.6	74.8	40.5	***140.9***
4	B22 Limited	**GB**	Eon Productions Ltd	*Quantum of Solace*	–	124.3	~	***124.3***
5	Dagger of Time Productions Ltd	**GB**	Walt Disney	*Prince of Persia: Sands of Time*	92.3	27.2	1.4	***120.9***
6	Purple Sail Ltd	**GB**	Anschutz Company	*The Voyage of the Dawn Treader*	15.4	53.0	49.2	***117.6***
7	Blackbeard Productions	**GB**	Walt Disney	*Pirates of the Carribean*	–	61.1	44.1	***105.2***
8	Wolf Man Productions Ltd	**GB**	Universal Pictures	*The Wolfman*	67.0	33.9	0.7	***101.6***
9	Vita Ray Productions	**GB**	Walt Disney	*Captain America*	–	64.1	37.3	***101.4***
10	Hugo Cabret	**GB**	GK Films	*Hugo Cabret*		86.3	12.4	***98.7***
11	Compound Films Ltd	**GB**	Working Title (General Electric)	*Green zone*	64.3	8.7	~	***73.0***
12	Cape Road Productions Ltd	**GB**	Time Warner	*The Dark Knight*	50.9	18.8	3.2	***72.9***
13	Fox UK Productions Ltd	**GB**	Fox Entertainment Group	*Gulliver*	–	57.1	11.1	***68.2***
14	Articulated Productions	**GB**	Time Warner	*Inception*	–	59.8	0.1	***59.9***
15	Afterworks	**GB**	Dreamworks	*War Horse*	–	–	50.7	***50.7***
16	Veeeye Ltd	**GB**	Time Warner	*Harry Potter & The Half-Blood Prince*	0.0	42.5	7.6	***50.1***
17	Dddco Ltd	**GB**	Time Warner	*Harry Potter and the Deathly Hallows*	0.0	3.6	45.4	***49.0***
18	Nine Films Ltd	**GB**	Christopher D. Curling / Philip G. Robertson		36.9	7.3	0.1	***44.3***
19	Rock Hard Partners Ltd	**GB**	Rock Hard Partners LLC	*Kick Ass*	12.5	30.6	–	***43.1***
20	Rose Line Productions	**GB**	Sony (Columbia Pictures)	*L'enquête*	41.8	–	–	***41.8***
21	Aardman Arthur Christmas Ltd	**GB**	Aardman Holdings	*Aardman Arthur Christmas Limited*	–	11.0	27.0	***38.0***
22	Frigate Films Ltd	**GB**	Working Title (General Electric)	*The Boat That Rocked*	29.0	6.5	~	***35.5***
23	LW Productions	**FR**		*The Burma Conspiracy*	–	–	29.8	***29.8***
24	Intelligence Films Ltd	**GB**	Working Title (General Electric)	*Johnny English 2*	–	–	28.6	***28.6***
25	Nanny Mc Phee Productions Ltd	**GB**	Working Title (General Electric)	*Nanny McPhee and the Big Bang*	–	–	27.3	***27.3***

Source: European Audiovisual Observatory

T.16.5

The 40 leading film distribution companies in Europe 2006-2010

Unconsolidated operating revenues (EUR million).
Revenue from activities other than theatrical distribution (such as production, video, trade in rights, exhibition, pay-TV....) may be included in the operating revenue for some companies.

Rank	Company	Country	2006	2007	2008	2009	2010	2010/09
1	The Walt Disney Company UK Ltd (1)	GB	913.8	1066.4	1231.6	1308.5	1534.9	17.3%
2	Warner Bros. Entertainment UK Ltd	GB	658.1	654.0	267.2	374.5	435.4	16.3%
3	Warner Bros. Entertainment France	FR	438.5	375.0	365.3	340.5	419.8	23.3%
4	The Walt Disney Company France	FR	215.4	212.5	207.7	217.4	413.4	90.2%
5	The Walt Disney Company Italia	IT	341.4	314.2	335.1	320.3	354.1	10.6%
6	Warner Bros. Entertainment GmbH	DE	321.7	337.5	338.8	335.5	379.7	13.2%
7	The Walt Disney Company Germany GmbH	DE	~	286.7	304.0	250.4	247.4	-1.2%
8	United International Pictures	NL	623.0	205.9	268.5	193.9	239.0	23.3%
9	Constantin AG	DE	265.0	227.0	251.3	258.8	229.2	-11.4%
10	Medusa Film S.P.A.	IT	142.8	167.6	190.2	207	226.5	9.4%
11	Metropolitan Filmexport	FR	174.5	153.6	175.0	181	195.1	7.8%
12	The Walt Disney Company Iberia S.L.	ES	196.1	186.7	174.4	156.3	179.1	14.6%
13	Pathé Distribution	FR	134.2	125.9	310.2	170.0	159.0	-6.5%
14	Twentieth Century Fox of Germany GmbH	DE	140.6	156.4	~	~	~	~
15	Société nouvelle de distribution (SND)	FR	92.1	93.3	114.3	138.2	137.7	-0.4%
16	Entertainment Film Distributors Ltd	GB	137.8	125.3	116.5	105.0	~	~
17	Sony Pictures Releasing GmbH	DE	2.7	51.4	81.8	103.6	~	~
18	Columbia Pictures Corporation Ltd (Sony Pictures Releasing)	GB	191.2	68.9	96.1	124.9	101.6	-18.7%
19	Warner Bros. Entertainment Italia	IT	84.8	104.6	85.8	129.9	92.9	-28.5%
20	Hispano Foxfilm SAE	ES	63.4	76.4	58.5	57.6	87.2	51.4%
21	Warner Bros. Entertainment España	ES	99.0	117.5	87.3	81.3	~	~
22	Warner Bros. Entertainment Nederland B.V.	NL	75.8	93.4	75.7	80.6	~	~
23	AB Svensk Filmindustri	SE	81.7	93.1	78.9	80.9	78.3	-3.2%
24	01 Distribution	IT	90.6	99.9	101.2	73.8	77.5	5.0%
25	Universal Pictures International Ltd	GB	20.8	101.4	100.0	88.1	77.1	-12.5%
26	Nordisk Film Distribution A/S	DK	~	~	88.7	83.9	76.2	-9.2%
27	Kinowelt GmbH (2)	DE	112.9	84.1	72.0	80.0	73.3	-8.4%
28	Nordisk Film Distribution AB	SE	43.2	77.4	75.3	80.0	70.1	-12.4%
29	Nordisk Film Distribution AS	NO	–	–	53.7	79.6	70.5	-11.4%
p.m.	Nordisk Film AS	NO	79.6	98.7	–	–	–	–
30	Lusomundo Audiovisuais S.A.	PT	53.9	61.9	65.5	63.6	65.5	3.0%
31	Lions Gate	GB	~	35.8	41.2	54.4	64.8	19.1%
32	Odeon A.E.	GR	66.0	73.3	75.0	64.4	~	~
33	Twentieth Century-Fox Company Ltd	GB	79.5	93.0	77.2	62.5	~	~
34	Alliance Atlantic Releasing Ltd (3)	GB	71.1	65.5	46.9	50.7	61.0	20.3%
35	The Walt Disney Nordic Company AB	SE	64.1	60.6	60.8	48.7	53.0	8.8%
36	Bonton Film a.s.	CZ	–	–	–	–	52.0	–
37	Icon Film Distribution Ltd	GB	12.0	24.6	30.8	22.6	52.9	134.1%
38	Universal Pictures International France SAS	FR	~	~	13.0	26.1	52.6	101.5%
39	The Walt Disney Company (Benelux) B.V.	NL	43.2	43.8	50.5	~	~	~
40	Twentieth Century-Fox Italy	IT	20.2	32.4	24.4	17.0	49.2	189.4%

(1) Includes more than 90 subsidiaries in various branches of activities.
(2) Taken over in 2008 by Canal+. In September 2011 the company was rebranded as Studiocanal GmbH.
(3) Became Alliance Films (UK) Ltd. in 2010.

Source: European Audiovisual Observatory

T.16.6

The 15 leading film exhibition groups in Europe 2006-2010

Operating revenues in EUR million.

Rank	Company	Country	2006	2007	2008	2009	2010	2010/09
1	Odeon and UCI Cinemas Group Ltd	GB	715.0	703.7	574.1	720.5	761.1	5.6%
p.m.	United Cinemas International Acquisitions Ltd	GB	429.8	357.2	269.7	368.3	394.4	7.1%
p.m.	Odeon Cinemas Ltd	GB	229.0	220.8	168.1	194.1	200.9	3.5%
p.m.	Cinesa - Compañia de Iniciativas y Espectaculos SA (cons.)	ES	129.7	139.4	132.8	142.4	145.3	2.0%
p.m.	United Cinemas International (UK) Ltd	GB	151.5	134.5	96.5	113.8	122.2	7.4%
p.m.	UCI Italia (cons.)	IT	33.0	72.6	88.8	97.6	122	25.0%
p.m.	United Cinemas International Multiplex GmbH *est.*	DE	73.6	70.1	67.6	85.5	~	~
p.m.	Cineparque y Espectaculos S.A.	ES	45.2	43.9	42.8	44.4	~	~
p.m.	ABC Cinemas Ltd	GB	46.7	46.0	33.8	37.1	37.9	2.2%
p.m.	Multicines y Espectaculos [1]	ES	21.8	29.8	28.7	~	30.8	~
p.m.	UCI Nord SRL	IT	~	11.2	24.2	24.2	27	11.6%
2	Les cinémas Gaumont Pathé	FR	413.7	427.0	468.0	545.3	640.7	17.5%
3	Amalgamated Holdings (AHL Group) *est.*	AU	~	~	~	493	~	~
4	Cineworld Group PLC	GB	420.1	399.6	313.7	375.6	402.3	7.1%
p.m.	Cineworld Cinemas Ltd	GB	224.3	201.3	159.3	187.1	193.7	3.5%
p.m.	- Cine-UK Ltd	GB	173.4	169.4	137.9	169.4	191.1	12.8%
p.m.	- Cinesur Circuito Sanchez Ramade	ES	29.6	34.7	35.6	36.7	35.3	-3.8%
5	VUE Entertainment Holdings (UK) Ltd	GB	319.5	319.9	295.9	295.4	363.8	23.2%
p.m.	VUE Cinemas (UK) Ltd	GB	149.3	–	–	–	–	~
p.m.	Ster Century (UK) Ltd	GB	56.2	53.8	49.5	47.2	54.2	14.8%
6	UGC (Activités exploitation)	FR	281.6	~	325.1	325.1	337.1	3.7%
p.m.	- UGC Ciné Cité	FR	152.5	156.3	174.1	211.3	188.3	-10.9%
p.m.	- UGC Ciné Cité Île-de-France	FR	58.7	58.5	65.7	69.4	71.3	2.7%
p.m.	- UGC Ciné Cité Italia	IT	12.1	14.6	20.8	23.3	27.3	17.2%
p.m.	- UGC Iberia	ES	25.9	29.0	30.3	11.0	~	~
p.m.	- UGC Belgium	BE	22.2	22.1	18.7	18.4	18.3	-0.5%
7	Cinema City International N.V.	NL	143.8	161.3	189.1	211.6	325.8	54.0%
p.m.	Cinema City Poland SP Zoo	PL	55.7	75.8	74.2	95.4	~	~
8	Kinepolis Group	BE	211.2	215.3	218.8	231.2	239.2	3.5%
p.m.	- Kinepolis Multi	BE	38.2	40.6	41.2	42.9	48.0	11.9%
p.m.	- Kinepolis Mega	BE	42.2	41.1	40.6	43.2	46.3	7.2%
p.m.	- Kinepolis España	ES	38.7	7.7	6.7	6.7	6.8	1.5%
9	CinemaxX AG	DE	178.7	173.3	180.4	207.1	220.5	6.5%
p.m.	CinemaxX Cinema GmbH	DE	99.1	96.8	103.0	~	~	~
p.m.	CinemaxX Danmark AS	DK	18.0	18.2	19.2	22.1	25.8	16.7%
10	SF Bio AB	SE	98.3	105.4	105.9	131.5	155.9	18.6%
11	CGR Cinemas (cons.)	FR	114.5	121.8	~	~	~	~
12	Pathé Theatres B.V.	NL	76.6	80.5	85.2	101.2	115.4	14.0%
13	Greater Unionfilmpalast	DE	123.2	114.1	108.5	111.2	113.1	1.7%
14	The Space Cinema 1 SPA	IT	17.9	20.6	20.0	56.1	108.5	93.4%
15	Natl. Amusements (UK) Ltd	GB	104.9	105.3	88.7	97.6	96.9	-0.7%

[1] 2006 over 9 months.

Source: European Audiovisual Observatory

T.16.7

Leading exhibition groups in Europe 2010

Group	Owners / Majority Shareholders	Brands	Countries	Sites 2010	Number of screens 2010	Admissions (millions) 2010	Operating revenues [1] 2010 EUR million	Profit margin 2010 %
ODEON and UCI Cinemas Group Ltd (GB) [2]	Monterey Capital III Sarl, (Terra Firma)	UCI, ODEON, Cinesa	**DE, ES, GB, IE, IT, AT, PT**	225	2 119	~	761.1	-6.1
		UCI-Kinowelt, UCI/Storm						
EuroPalaces (FR)	Pathé (66%), Gaumont (33%)	Gaumont, Pathé, Vis Pathé	**CH, FR, NL**	105	967	66.3	640.7	16.6
Amalgamated Holdings (AHL Group) [1] *est.*	Enbeear Pty Ltd Carlton Investments Ltd	Cinestar	**DE**	62	464	~	113.1	5.2
	Investor Mutual Ltd IOOF Holdings Ltd	Greater Union, Birch, Carroll & Coyle, Event Cinemas	**AU, NZ, AE**	79	655	~	~	~
			Total	***141***	***1 119***	~	***439.0***	~
CineWorld Group PLC (GB)	Blackstone Capital Partners (20.1%)	CineWorld	**GB, IE**	78	801	47.2	402.3	8.9
	Artemis Investment Mgt Ltd (15.9%)							
	HSBC Holdings plc (10%)							
		Europlex						
VUE Entertainment Holdings Ltd (GB)	Uberior Investments PLC (28.5%)	VUE Cinemas	**GB, IE**	68	657	>37		
	James T. Richards (19.07%)		**PT, TW**	2	22	1.1		
	Alan E. McNair (15.46 %)		***Total***	***141***	***1 119***	~	***439.0***	~
UGC (FR) [2]	Family Verrechia, TF1 (34%)	UGC Cinémas, UGC Ciné-Cité	**FR, BE, ES, IT**	57	558	~	337.1	~
Cinema City International N.V. (NL)	IT International Theaters Ltd (IL) (53.9%)	Cinema City	**BG, CZ, HU, PL, RO**	~	621	26.0		
	Free Float (25.3%)		**IL**	~	101	4.5		
			Total	***141***	***1 119***	~	***439.0***	~
Kinepolis Group (BE)	Kinohold Bis / Joost Bert (35.7%)	Kinepolis	**BE, CH, ES, FR, PL**	23	317	21.3	239.2	16.7
	Free Float (60.3%)							
CinemaxX AG (DE)	Dr. Kloiber GmbH (69.0%)	CinemaxX	**DE, DK**	33	295	17.7	220.5	8.00

[1] Site and screen data refer to managed and joint venture cinema sites.
[2] 2010 site and screen data estimated. UGC sold its assets in Spain and Italy to UCI in the first half of 2011.

Source: European Audiovisual Observatory

T.16.8

The 30 leading home video publishing/distribution companies in the European Union 2006-2010

Operating revenues in EUR million.

Rank	Company	Country	2006	2007	2008	2009	2010	2010/09
1	2 Entertain Video Ltd. 1	GB	255.1	302.1	235.1	241.1	212.8	–
p.m.	BBC Video Ltd. 1	GB	6.3	6.8	6.1	8.2	5.5	–
2	Twentieth Century Fox Home Entertainment Ltd.	GB	367.9	287.7	199.4	245.7	~	~
3	Paramount Home Entertainment (UK)	GB	137.8	215.1	159.3	171.1	140.6	-17.8%
4	Twentieth Century Fox Home Entertainment France S.A.	FR	103.1	96.2	74.4	105.2	~	~
5	Universal Pictures Video France	FR	171.7	131.4	109.6	129.7	104.3	-19.6%
6	Paramount Home Entertainment (Germany) GmbH	DE	72.8	~	84.7	102.4	~	~
7	Twentieth Century Fox Home Entertainment Germany GmbH	DE	~	101.3	~	~	~	~
8	TF1 Vidéo	FR	161.3	164.3	120.3	105.4	99	-6.1%
9	E1 Entertainment UK Ltd	GB	37.0	31.2	33.6	94.5	~	~
10	Sony Pictures Home Entertainment Ltd.	GB	195.7	124.8	102.6	135.2	90.2	-33.3%
11	Sony Pictures Home Entertainment (France)	FR	106.3	87.6	77.1	88.2	~	~
12	Sony Pictures Home Entertainment GmbH	DE	89.1	82.1	68.5	~	~	~
13	Entertainment In Video Ltd	GB	102.5	69.0	74.4	59.8	~	~
14	Twentieth Century Fox Home Entertainment B.V.	NL	64.2	57.9	56.4	~	~	~
15	France Télévisions Distribution	FR	62.5	66.3	65.8	68.8	55.3	-19.6%
16	Lions Gate Home Entertainment UK Ltd	GB	22.8	31.7	24.5	34.5	45.2	31.0%
17	Paramount Spain S.L. 2	ES	28.4	35.7	41.0	50.9	42.3	–
18	Seven Sept 3	FR	81.4	49.5	43.1	43	40.1	-6.7%
19	M6 Interactions 4	FR	108.9	90.6	38.6	40.5	39.1	-3.5%
20	Europacorp Home Entertainment	FR	15.3	32.9	27.0	38.0	~	~
21	Granada Ventures Ltd	GB	50.2	52.1	34.9	38.4	37.4	-2.6%
22	Eros International Ltd	GB	27.4	27.4	42.0	35.6	36.5	2.5%
23	EuroVideo Bildprogramm GmbH	DE	28.2	26.7	25.6	34.5	~	~
24	Paramount Home Entertainment (France) 2	FR	62.4	69.4	73.3	79	33.9	–
25	Sony Pictures Home Entertainment Nordic AB	SE	37.9	32.5	25.3	39.7	33.6	-15.4%
26	Twentieth Century Fox Home Entertainment Italia	IT	65.5	49.0	38.9	44.7	28.7	-35.8%
27	Twentieth Century Fox Home Entertainment España SA	ES	48.2	48.8	27.0	~	~	~
28	Arcadès	FR	14.7	20.6	22.9	24.0	24.5	2.1%
29	Sony Pictures Home Entertainment	ES	44.3	46.0	21.5	~	~	~
30	Sony Pictures Home Entertainment	IT	34.1	32.4	~	21.6	15.1	-30.1%
p.m.	Buena Vista Home Entertainment (France) S.A.	FR	169.3	155.3	164.3	–	–	–
p.m.	Buena Vista Home Entertainment (Benelux) B.V.	NL	43.2	43.8	50.5	–	–	–
p.m.	Kinowelt Film Entertainment GmbH	DE	58.3	53.8	57.6	–	–	–
p.m.	Walt Disney Studios Home Entertainment AB	SE	64.1	60.6	60.8	48.7	–	–

1 2009 over 14 months.
2 2010 over 9 months.
3 2006 over 19 months.
4 Includes music publishing.

Source: European Audiovisual Observatory

Not ranked due to lack of information: Fox Pathé Europa (FR), Fox Pathé Home Entertainment (GB), Paramount Home Entertainment BV (NL), Buena Vista Home Entertainment (IT).

T.16.9

Entertainment retailers, DVD rental and VoD companies in Europe

2007-2010 Operating revenues in EUR million.

Leading entertainment retailers [1]	Country	Stores	Videoclub	On-line rental	On-line sales	On-line Music	VoD	2007	2008	2009	2010	2010/09
Media Markt Saturn (cons.)	DE	•			•	•	•	17 122.0	19 000.0	19 700.0	20 794.0	***5.6%***
Amazon EU	LU				•			3 555.3	4 235.3	5 477.7	7 493.1	***36.8%***
FNAC (cons.)	FR	•			•	•		4 583.0	4 457.2	4 375.0	4 473.0	***2.2%***
Smiths News Trading Ltd (WHSmith)	GB	•			•			1 816.4	1 539.8	1 455.7	2 056.1	***41.2%***
HMV Group	GB	•			•	•	•	2 372.9	2 185.2	2 321.8	1 288.0	***-44.5%***
Verlagsgruppe Weltbild GmbH (cons.)	DE	•			•			875.2	938.1	806.4	849.2	***5.3%***
Librerie Feltrinelli (cons.)	IT	•			•			329.2	337.8	333.7	344.2	***3.1%***
Virgin Stores	FR	•			•	•	•	376.8	373.0	354.6	341.7	***-3.6%***
Free Record Shop Holding B.V. [2]	NL	•			•	•		325.4	332.7	301.2	297.0	***-1.4%***
Blockbuster Entertainment Ltd	GB	•	•	•	•			412.4	307.3	306.0	279.2	***-8.8%***
Empik SP Z.O.O.	PL	•			•			213.3	222.8	243.0	264.2	***8.7%***
Domo Retail S.A.	RO	•			•			182.2	194.1	171.9	175.4	***2.0%***
Amazon.co.UK Ltd	GB				•			110.3	98.8	123.8	172.6	***39.4%***
Bol.com B.V.	NL				•			171.4	225.3	154.5	~	~
Xtra-Vision [3]	IE	•	•		•			152.8	145.8	118.1	115.1	–
France Loisirs [4]	FR	•			•			379.7	359.9	375.9	145.5	–
CDON AB	SE				•	•	•	94.4	79.6	106.4	133.8	***25.8%***
Ex Libris	CH	•			•	•		107.6	130.5	130.1	~	~
E-Shop Gr. S.A.	GR				•			73.6	113.3	129.9	107.5	***-17.2%***
Blockbuster Italia S.p.A.	IT	•	•		•			138.8	133.2	112.3	97.7	***-13.0%***

Video rental and VoD companies	Country	Stores	Videoclub	On-line rental	Games online	On-line Music	VoD	2007	2008	2009	2010	2010/09
iTunes S.A.R.L.	LU				•	•	•	224.5	353.4	515.4	737.3	***43.1%***
Microsoft Luxembourg	LU				•	•	•	71.1	115.7	169.8	245.9	***44.8%***
Sony Network Entertainment Europe	GB				•	•	•	14.0	45.4	94.1	159.8	***69.8%***
Lovefilm International Ltd [5]	GB			•			•	67.0	76.5	109.2	130.3	***19.3%***
Lovefilm UK [5]	GB			•			•	–	17.3	88.4	106.2	***20.1%***
Filmflex Movies Ltd	GB						•	33.3	28.9	30.0	28.5	***-5.0%***
Videobuster Entertainment GmbH	DE			•			•	~	25.0	~	~	~
Maxdome GmbH	DE						•	–	11.4	23.4	22.6	***-3.4%***
Spotify AB	SE					•		–	0.1	8.8	19.2	***118.2%***
SF Anytime	SE							~	~	4.4	9.1	***106.8%***
Universal Pictures Subscription TV Limited	GB						•	0.8	2.9	9.2	8.7	***-5.4%***
Video Futur Entertainment Group	FR		•	•			•	5.9	7.9	14.6	8.5	***-41.8%***
The Auteurs Europe	FR						•	0.3	0.2	1.4	2.6	***86.0%***
Lovefilm Sverige [5]	SE			•			•	5.8	4.8	4.8	6.1	***27.1%***
Lovefilm Danmark A/S [5]	DK			•			•	~	2.2	2.2	2.3	***4.5%***
Dreamlead Interactive	FR			•				2.2	3.6	2.4	1.9	***-20.8%***
W4tch	FR						•	~	~	1.5	1.4	***-6.7%***

[1] Videogames only retailers not included.
[2] On-line sales services (music and VoD) interrupted in June 2009.
[3] 2010 over 13 months.
[4] 2010 over 5 months.
[5] Fully taken-over by Amazon in January 2011.

Source: European Audiovisual Observatory

Sources

Sources

Quellen

Contents	Sommaire	*Inhalt*	
Sources	Sources	Quellen	126
Acronyms	Sigles	Abkürzungen	127
Abbreviations	Abréviations	Abkürzungen	128

Organisations which provided pan-European data for this volume

Organismes ayant fourni des données paneuropéennes pour ce volume

Organisationen, die mit gesamteuropäischen Angaben zu diesem Band beigetragen haben

MEDIA SALLES http://www.mediasalles.it

CINEMA D'EUROPA MEDIA SALLES

The MEDIA Salles project operates within the framework of the European Union's MEDIA Programme, with the support of the Italian Government. MEDIA Salles fosters the theatrical distribution of European films. This aim is pursued both by events involving Europe's cinema exhibitors and by initiatives to raise the visibility of European productions with industry players and potential audiences. Current initiatives from MEDIA Salles dovetail in a programme with a triple focus - training, promotion and information. Training initiatives are specifically aimed at exhibitors and include professional courses on digital cinema. Promotion focuses on creating a launching pad for European audiovisual products at the most important professional shows throughout the world and information services include the European Cinema Yearbook and newsletters on digital cinema.

MEDIA Salles, projet qui opère dans le cadre du Programme MEDIA de l'Union européenne avec le soutien du Gouvernement italien, encourage la distribution de produits audiovisuels européens dans les cinémas, aussi bien avec des initiatives qui impliquent les exploitants européens, qu'avec des événements visant à accroître la visibilité des productions européennes entre les opérateurs et le public potentiel. Les actions actuellement développées par MEDIA Salles concernent principalement trois secteurs – la formation, la promotion et l'information. Les actions de formation sont spécifiquement destinées à l'intention des exploitants et englobent des formations professionnelles au cinéma numérique. La promotion vise à fournir un tremplin pour les productions européennes aux principaux salons professionnels à travers le monde. Les services d'information incluent l'annuaire *Les Chiffres Clefs du Cinéma Européen* et des lettres d'information sur le cinéma numérique.

Das MEDIA Salles Projekt operiert im Rahmen des MEDIA Programmes der Europäischen Union und wird von der italienische Regierung unterstützt. MEDIA Salles fördert die Verbreitung von europäischen Filmen in Kinos. Die Umsetzung dieses Zieles erfolgt durch Events für europäische Kinobetreiber und durch Initiativen, die darauf abzielen die Sichtbarkeit europäischer Produktionen im Filmsektor und bei potentiellen Kinobesuchern zu erhöhen. Aktuelle MEDIA Salles Initiativen werden in einem Programm zusammengefasst, das sich auf drei Schwerpunkte fokussiert – Training, Promotion und Information. Trainingsinitiativen richten sich speziell an Kinobetreiber und umfassen professionelle Weiterbildungsveranstaltungen zum Thema Digitales Kino. Promotionsaktivitäten fokussieren sich darauf, auf den weltweit wichtigsten Branchenveranstaltungen Präsentationsplattformen für europäische audiovisuelle Produktionen zu schaffen. Informationsdienstleistungen umfassen das European Cinema Yearbook sowie Newsletter zum Digitalen Kino.

SCREEN DIGEST http://www.screendigest.com

screendigest

Publisher of European audiovisual information and statistics for the past thirty years. The main activity of Screen Digest is the publication of a monthly magazine, Screen Digest, which contains the latest news and references on European and global audiovisual developments, as well as statistics.

Thematic information areas: market and economic information from the whole of Europe, especially relating to video, new technologies and multimedia.

Screen Digest édite des informations et des statistiques sur l'audiovisuel depuis 30 ans. Son activité principale est la publication mensuelle du magazine Screen Digest, contenant des informations récentes sur l'audiovisuel, des références bibliographiques sur les développements dans le secteur de l'audiovisuel en général et en Europe en particulier, ainsi que des statistiques.

Domaine thématique : informations sur les marchés d'Europe, plus particulièrement sur les industries du cinéma, de la vidéo, des nouvelles technologies et du multimédia.

Verlag für europäische audiovisuelle Informationen und Statistiken aus den letzten 30 Jahren. Die Haupttätigkeit von Screen Digest ist die Veröffentlichung der Monatsschrift Screen Digest, die die neuesten Nachrichten und Hinweise auf weitere Informationen über europäische und internationale audiovisuelle Entwicklungen sowie Statistiken enthält.

Themenbereich: Markt- und Wirtschaftsinformationen aus ganz Europa, besonders für die Bereiche Film, Video, neue Technologien und Multimedia.

BUREAU VAN DIJK ELECTRONIC PUBLISHING (BVDEP) http://www.bvdep.com

250 Avenue Louise 1050 BRUXELLES BELGIQUE

MEDIA PROGRAMME http://ec.europa.eu/information_society/media/index_en.htm

INTERNATIONAL VIDEO FEDERATION (IVF) http://www.ivf-video.org

83 Rue Ducale 1000 BRUXELLES BELGIQUE

EUROSTAT http://epp.eurostat.ec.europa.eu

Bâtiment Jean Monnet Rue Alcide de Gasperi 2920 LUXEMBOURG

List of acronyms used in this volume

Liste des sigles utilisés dans le présent volume

In diesem Band verwendete Abkürzungen

AHFD	**HU**	Association of Hungarian Film Distributors
AIC	**SK**	Audiovisual Information Centre
AKM	**AT**	Gesellschaft der Autoren, Komponisten und Musikverleger
ANICA	**IT**	Associazione Nazionale Industrie Cinematografiche ed Affini
BFI	**GB**	British Film Institute
BXL	**BE**	Brussels region / Agglomération bruxelloise / Ballungsraum Brüssel
CAA	**GB**	Cinema Advertising Association
CBS	**HR**	Central Bureau of Statistics
CCH	**IT**	Centro Studi Cinecittà Holding
CMK	**MK**	Cinémathèque of Macedonia
CNA	**LU**	Centre national de l'audiovisuel
CNC	**FR**	Centre national du cinéma et de l'image animée
CNC	**RO**	Centrul National al Cinematografiei
CNPS	**RO**	Comisia Nationala Pentru Statistica
CSA	**GB/IE**	Carlton Screen Advertising
CSBL	**LV**	Central Statistical Bureau of Latvia
CSO	**PL**	Central Statistical Office
DD	**RU**	Double-D
DDM	**FR**	Direction du développement des médias
DFI	**DK**	Danish Film Institute
DGC	**IT**	Direzione Generale per il Cinema
DKS	**DK**	Danmarks Statistik
EFSA	**EE**	Estonian Film Foundation
EIREN	**JP**	Motion Picture Producers Association of Japan
EUROSTAT		Statistical Office of the European Communities Office statistique des Communautés européennes Statistisches Amt der Europäischen Gemeinschaften
Exh. Ass.	**TR**	Exhibitors' Association
F&K	**NO**	*Film&Kino*
FFA	**DE**	Filmförderungsanstalt
FFF	**FI**	Finnish Film Foundation
FMA	**AT**	Fachverband der Film- und Musikindustrie
GFC	**GR**	Greek Film Center
HAC	**HR**	Croatian Audiovisual Centre
HI	**IS**	Hagstofa Íslands
HRK	**HR**	Hrvatska Kinoteka
ICAA	**ES**	Instituto de la Cinematografía y de las Artes Audiovisuales
ICA	**PT**	Instituto do Cinema e do Audiovisual
IFB	**IE**	Bord Scannán na hÉireann / Irish Film Board
IMF		International Monetary Fund
INE	**PT**	Instituto Nacional de Estadistica
INS	**BE**	Institut national de statistique
IVF		International Video Federation
LCDA	**LT**	Lithuanian Cinema Distributors' Association
LFF	**LU**	Luxembourg Film Fund
MFC	**MT**	Malta Film Commission
MFB/FWB	**BE**	*Moniteur du film en Belgique / Film Wijzer in België*
Min. Cult.	**BE (CFB)**	Ministère de la Communauté française, D.G. de la culture
Min. Cult.		Ministry of Culture
Min. Cult.	**CY/HU**	Ministry of Education and Culture
MPAA	**US**	Motion Picture Association of America
MS		MEDIA Salles
NATO	**US**	National Association of Theater Owners
NFC	**BG**	National Film Center
NFC	**LV**	National Film Centre
NFC	**NL**	Nederlandse Federatie voor de Cinematografie
NFI	**NO**	Norsk filminstitutt
NFF	**NL**	Nederlands Fonds voor de Film
NFF	**NO**	Norsk filmfond
NFO	**HU**	National Film Office
NVB	**NL**	Nederlandse Vereniging van Bioscoopexploitanten
NVF	**NL**	Nederlandse Vereniging van Filmverhuurders
OBS		European Audiovisual Observatory Observatoire européen de l'audiovisuel Europäische Audiovisuelle Informationsstelle
OFC	**CH**	Office fédéral de la culture, Section cinéma
ÖFI	**AT**	Österreichisches Filminstitut
OFS	**CH**	Office fédéral de la statistique
PIO	**CY**	Press and Information Office
PISF	**PL**	Polish Film Institute
RFB	**RU**	*Russian Film Business Today*
SD	**GB**	*Screen Digest*
SF	**GB**	*Screen Finance*
SFC	**SI**	Slovenski filmski center
SFF	**BA**	Sarajevo Film Festival
SFI	**SE**	Swedish Film Institute
SFP	**PL**	Polish Filmmakers Association
SIAE	**IT**	Società Italiana degli Autori ed Editori
Sinema	**TR**	*Antrakt Sinema Gazetesi*
SIS	**TR**	State Institute of Statistics
SKFI	**SK**	Slovak Film Institute
SKUFD	**SK**	Slovak Union of Film Distributors
SL	**LT**	Statistics Lithuania
SMAIS	**IS**	Icelandic Association of Film Rights Holders
SOS	**SI**	Statistical Office of Slovenia
SPIO	**DE**	Spitzenorganisation der Filmwirtschaft
SSO	**EE**	Statistical Office of Estonia
SSO	**MK**	State Statistical Office
STATEC	**LU**	Service central de la statistique
UFD	**CZ**	Unie filmovych distributoru
VAF	**BE**	Vlaams Audiovisueel Fonds

Source: European Audiovisual Observatory

Abbreviations Abréviations *Abkürzungen*

List of abbreviations used in this volume / Liste des abréviations utilisées dans le présent volume / *In diesem Band verwendete Abkürzungen*

–	not applicable	ne s'applique pas	trifft nicht zu
~	not available	non communiqué	keine Angabe
cons.	consolidated	consolidé	konsolidiert
copr.	(=co-prod.)	Coproduction	(=Koprod.)
copr. maj.	(=maj. co-prod.)	Coproduction majoritaire	(=Mehrh. Koprod.)
copr. min.	(=min. co-prod.)	Coproduction minoritaire	(=Minderh. Koprod.)
co-prod.	co-production	(=copr.)	(=Koprod.)
DISCIN	Distribution (film)	Distribution (cinéma)	Filmverleih
DIST	Distribution (television)	Distribution (télévision)	Vertrieb von Fernsehprogrammen
est.	estimation	estimation	Schätzung
EXH	Exhibition (Film)	Exploitation (cinéma)	Kinoauswertung
Koprod.	(=co-prod.)	(=coprod.)	Koproduktion
maj. co-prod.	Majoritary co-production	(=coprod. maj.)	(=Mehrh. Koprod.)
Mehrh. Koprod.	(=maj. co-prod.)	(=coprod. maj.)	Mehrheitliche Koproduktion
min. co-prod.	Minoritary co-production	(=coprod. min.)	(=Minderh. Koprod.)
Minderh. Koprod.	(=min. co-prod.)	(=coprod. min.)	Minderheitliche Koproduktion
NACE	Classification of Economic Activities	Nomenclature des activités économiques	Klassifizierungssystem für ökonomische Aktivitäten
p.m.	pro memoria	pour mémoire	pro memoria
PRODCIN	Production (film)	Production (cinéma)	Produktion (Film)
PRODT	Production (television)	Production (télévision)	Produktion (Fernsehen)
RIGHTS	Trade in television rights	Négoce de droits audiovisuels	Handel mit Sendelizenzen
TV	Television	Télévision	Fernsehen
VID	Video	Vidéo	Video
Source	Source	Source	Quelle

Data in italics are estimated or provisional. / Les données en italiques sont estimées ou provisoires. / Kursiv gedruckte Daten sind geschätzt oder vorläufig.

European States non-members of the European Audiovisual Observatory / Etats européens non-membres de l'Observatoire européen de l'audiovisuel / *Europäische Staaten, die nicht Mitglied der Informationsstelle sind*

BY	Belarus	Bielorussie	Weißrussland
CS	Serbia and Montenegro (to June 2006)	Serbie et Monténégro (jusqu'en juin 2006)	Serbien und Montenegro (bis Juni 2006)
MD	Moldova	Moldavie	Moldawien
ME	Montenegro (from June 2006)	Monténégro (à partir de juin 2006)	Montenegro (seit Juni 2006)
RS	Serbia (from June 2006)	Serbie (à partir de juin 2006)	Serbien (seit Juni 2006)
UA	Ukraine	Ukraine	Ukraine

Source: European Audiovisual Observatory

Members of the European Audiovisual Observatory / Membres de l'Observatoire européen de l'audiovisuel / Mitglieder der Europäischen Audiovisuellen Informationsstelle

AL	Albania	Albanie	Albanien
AT	Austria	Autriche	Österreich
BA	Bosnia and Herzegovina	Bosnie-Herzégovine	Bosnien-Herzegowina
BE	Belgium	Belgique	Belgien
BG	Bulgaria	Bulgarie	Bulgarien
CH	Switzerland	Suisse	Schweiz
CY	Cyprus	Chypre	Zypern
CZ	Czech Republic	République tchèque	Tschechische Republik
DE	Germany	Allemagne	Deutschland
DK	Denmark	Danemark	Dänemark
EE	Estonia	Estonie	Estland
ES	Spain	Espagne	Spanien
FI	Finland	Finlande	Finnland
FR	France	France	Frankreich
GB	United Kingdom	Royaume-Uni	Vereinigtes Königreich
GR	Greece	Grèce	Griechenland
HR	Croatia	Croatie	Kroatien
HU	Hungary	Hongrie	Ungarn
IE	Ireland	Irlande	Irland
IS	Iceland	Islande	Island
IT	Italy	Italie	Italien
LI	Liechtenstein	Principauté de Liechtenstein	Fürstentum Liechtenstein
LT	Lithuania	Lituanie	Litauen
LU	Luxembourg	Luxembourg	Luxemburg
LV	Latvia	Lettonie	Lettland
MK	"The former Yugoslav Republic of Macedonia"	"Ex-République yougoslave de Macédoine"	"Ehemalige jugoslawische Republik Mazedonien"
MT	Malta	Malte	Malta
NL	Netherlands	Pays-Bas	Niederlande
NO	Norway	Norvège	Norwegen
PL	Poland	Pologne	Polen
PT	Portugal	Portugal	Portugal
RO	Romania	Roumanie	Rumänien
RU	Russian Federation	Fédération de Russie	Russische Föderation
SE	Sweden	Suède	Schweden
SI	Slovenia	Slovénie	Slowenien
SK	Slovak Republic	République slovaque	Slowakische Republik
TR	Turkey	Turquie	Türkei

EUR 15	European Community prior to 1 May 2004	Communauté européenne avant le 1er mai 2004	Europäische Gemeinschaft vor dem 1. Mai 2004
EUR 25	European Community prior to 1 January 2007	Communauté européenne avant le 1er janvier 2007	Europäische Gemeinschaft vor dem 1. Januar 2007
EUR 27	European Community from 1 January 2007	Communauté européenne à partir du 1er janvier 2007	Europäische Gemeinschaft seit dem 1. Januar 2007

Non-European States / Etats non-européens / Außereuropäische Staaten

AU	Australia	Australie	Australien
BR	Brazil	Brésil	Brasilien
CA	Canada	Canada	Kanada
CN	China	Chine	China
CO	Colombia	Colombie	Kolumbien
DZ	Algeria	Algérie	Algerien
EC	Ecuador	Equateur	Ecuador
EG	Egypt	Egypte	Ägypten
HK	Hong Kong	Hong-Kong	Hong Kong
ID	Indonesia	Indonésie	Indonesien
IL	Israel	Israël	Israel
IN	India	Inde	Indien
JO	Jordan	Jordanie	Jordanien
JP	Japan	Japon	Japan
KR	South Korea	République de Corée	Südkorea
LB	Lebanon	Liban	Libanon
MA	Morocco	Maroc	Marokko
MX	Mexico	Mexique	Mexiko
NZ	New Zealand	Nouvelle-Zélande	Neuseeland
SG	Singapore	Singapour	Singapur
TH	Thailand	Thailande	Thailand
TN	Tunisia	Tunisie	Tunesien
TW	Taiwan	Taïwan	Taiwan
US	United States of America	Etats-Unis d'Amérique	Vereinigte Staaten von Amerika
ZA	South Africa	Afrique du Sud	Südafrika

Film, television and video in Europe

YEARBOOK 2011

The three-volume European Audiovisual Observatory Yearbook offers a comprehensive overview of the audiovisual sector in the Observatory's 37 member states.

Data from more than 1,000 different sources are collected and analysed, and information is presented in over 500 graphs and tables. The result is a unique overview of Europe's audio-visual markets in film, television and video.

The impartiality of the data presented is guaranteed by the Observatory's status as a pan-European public body.

The three volumes of the Yearbook constitute an outstanding source for all those involved in the audiovisual sector, whether policy makers, professionals or academics.

Film, télévision et vidéo en Europe

ANNUAIRE 2011

L'Annuaire de l'Observatoire européen de l'audiovisuel présente en trois volumes une analyse complète du secteur audiovisuel (cinéma, télévision et vidéo) dans ses 37 Etats membres.

La préparation et l'exploitation de données issues de plus de mille sources différentes et la présentation des résultats en plus de cinq cents graphiques et tableaux donnent une vue d'ensemble unique du marché en Europe.

Le statut d'organisme de service public paneuropéen garantit l'impartialité de ces données.

Le présent Annuaire en trois volumes constitue de ce fait une remarquable source d'information pour les professionnels, les décideurs et les scientifiques.

Film, Fernsehen und Video in Europa

JAHRBUCH 2011

Das Jahrbuch der Europäischen Audiovisuellen Informationsstelle gibt für ihre 37 Mitgliedstaaten in drei Bänden einen umfassenden Überblick über die Entwicklung des audiovisuellen Sektors in den Bereichen Film, Fernsehen und Video.

Die Aufbereitung und Auswertung von mehr als 1000 Einzelquellen und die Darstellung der Ergebnisse in über 500 Graphiken und Tabellen verschaffen in Europa einen einmaligen Marktüberblick.

Die Neutralität der Darstellung wird durch den öffentlich-rechtlichen Status der Europäischen Audiovisuellen Informationsstelle garantiert.

Damit bietet das vorliegende Jahrbuch mit seinen drei Bänden eine hervorragende Informationsquelle für alle Zielgruppen in der Politik, in der Industrie und in der Wissenschaft.

VOLUME
BAND
1

Television in 37 European States

La télévision dans 37 Etats européens

Fernsehen in 37 europäischen Staaten

198.50 €

272 pages | Seiten

ISBN 978-92-871-7209-9

PDF VERSION

VOLUME
BAND
2

Trends in European television

Les tendances de la télévision européenne

Trends im europäischen Fernsehen

172.50 €

192 pages | Seiten

ISBN 978-92-871-7210-5

PDF VERSION

VOLUME
BAND
3

Film and home video

Cinéma et vidéo

Film und Video

145 €

128 pages | Seiten

ISBN 978-92-871-7211-2

PDF VERSION

The content of the Yearbook is also available online:
Le contenu de cet annuaire est également disponible en ligne :
Die Inhalte des Jahrbuchs stehen auch online zur Verfügung:

http://www.obs.coe.int/yb_premium/