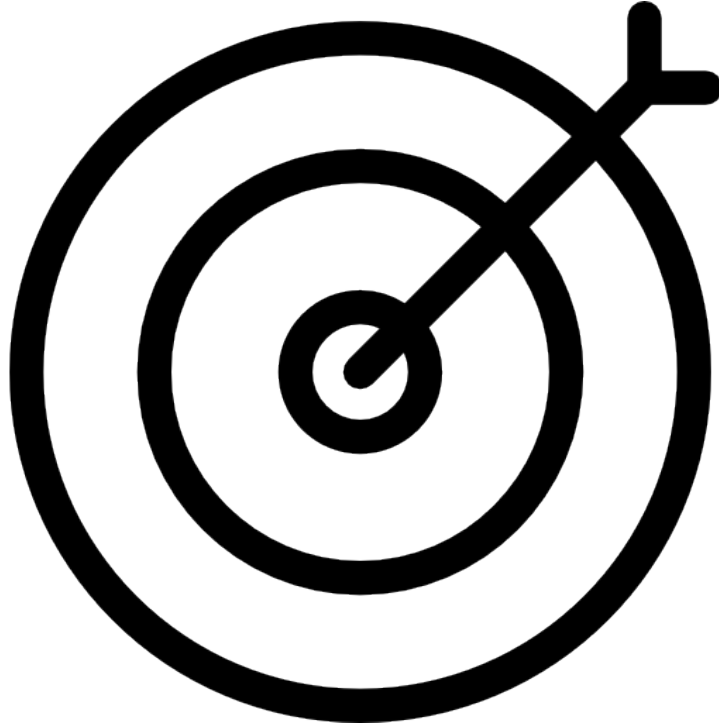
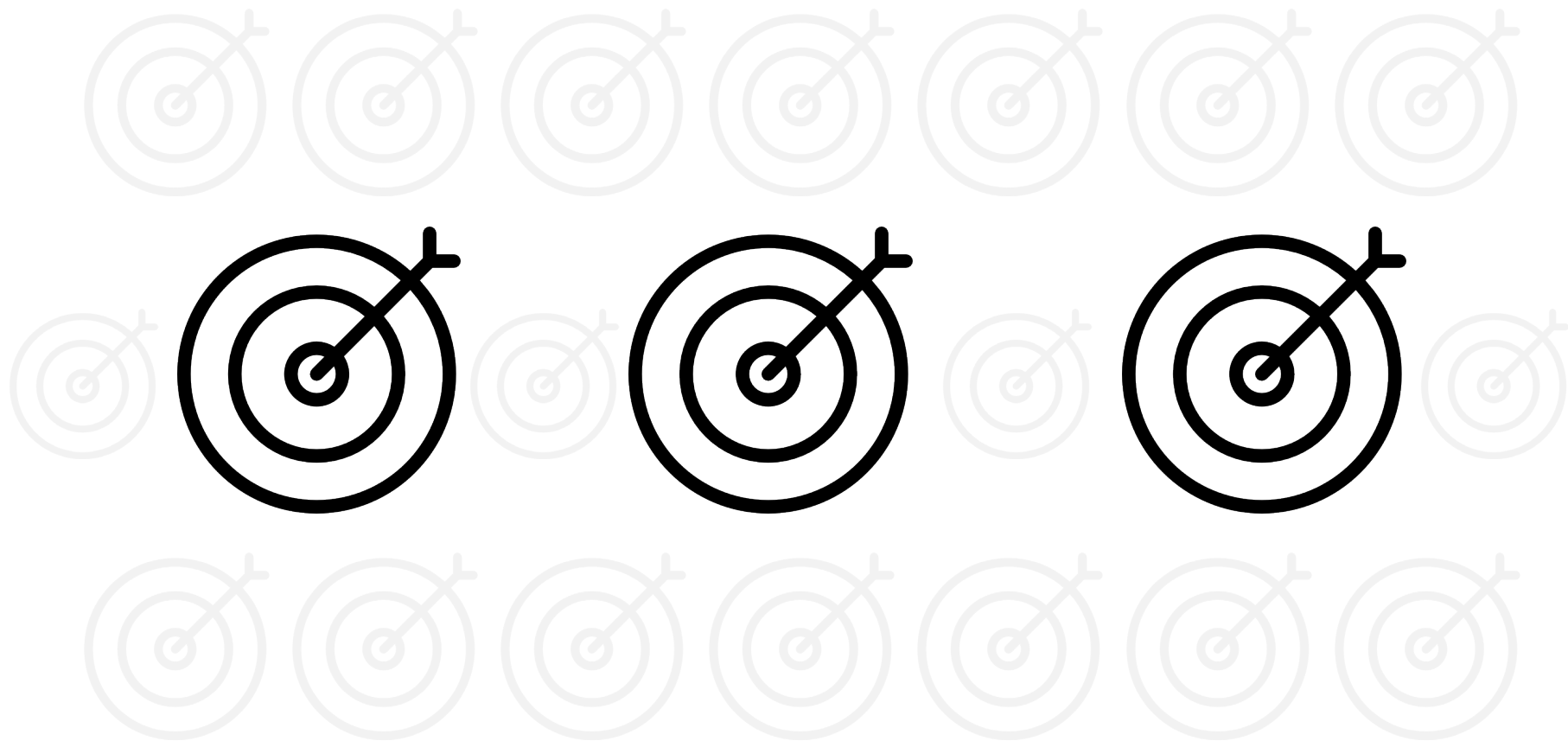
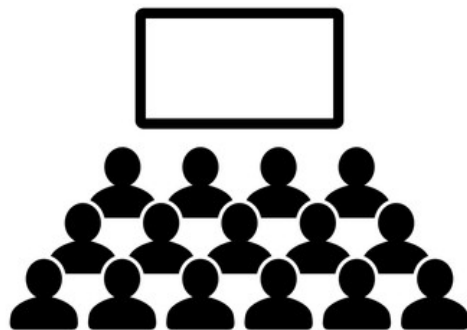
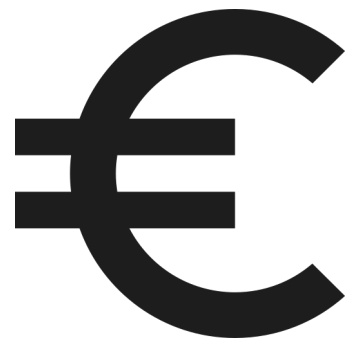


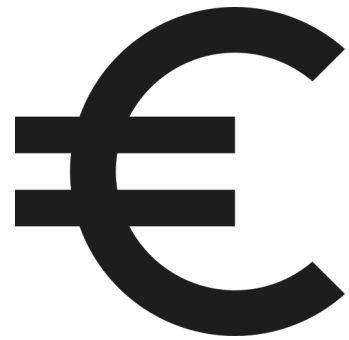


What is a successful film?









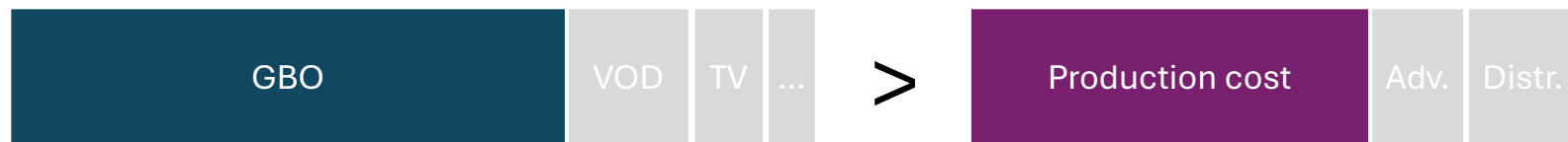
FINANCIAL SUCCESS

ROI

NO DATA

BREAKING EVEN





GBO

>

Production cost

EUR
1 to 3
million

=

Production cost

Avg budget

Required GBO

% share of films

EUR 1 to 3 million

EUR 2-6 m

1% - 5%





Avg budget

Required GBO

% share of films

Incentives 19%

EUR 0.8 – 2.2 m

EUR 1.6 – 4.5 m

2% - 8%



Avg budget

Required GBO

% share of films

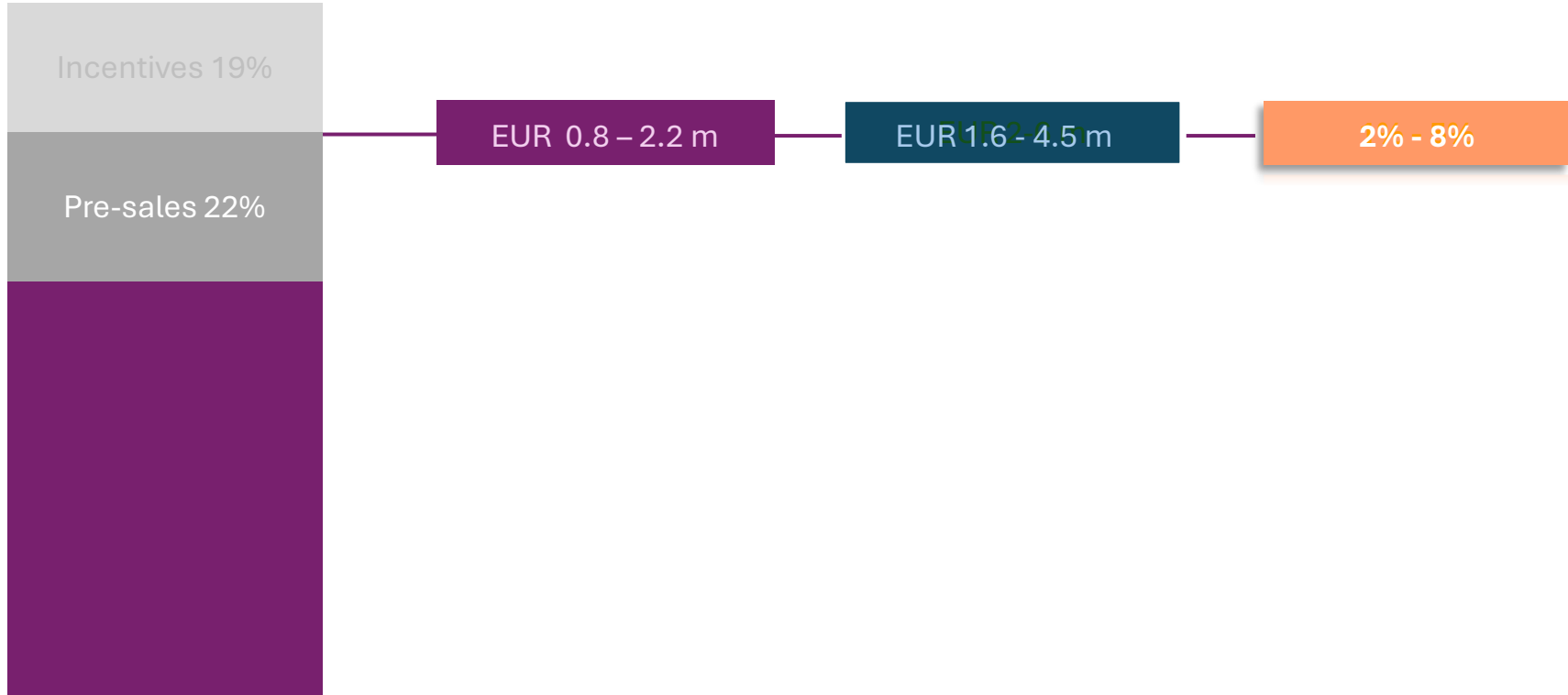
Incentives 19%

Pre-sales 22%

EUR 0.8 – 2.2 m

EUR 1.6 – 4.5 m

2% - 8%



Avg budget

Required GBO

% share of films

Incentives 19%

Pre-sales 22%

EUR 0.7 – 1.4 m

EUR 2.8 – 5.6 m

1% - 6%



Avg budget

Required GBO

% share of films

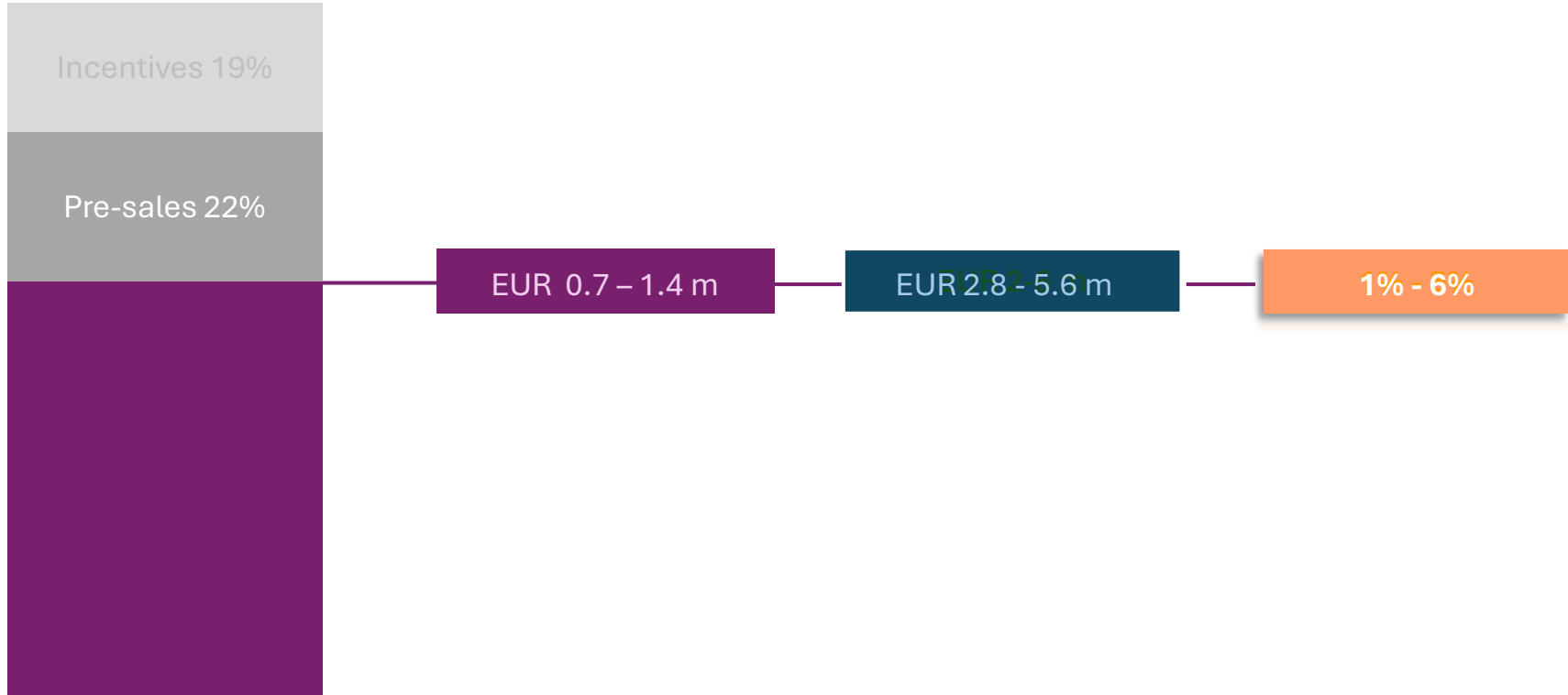
Incentives 19%

Pre-sales 22%

EUR 0.7 – 1.4 m

EUR 2.8 – 5.6 m

1% - 6%



Avg budget

Required GBO

% share of films

Incentives 19%

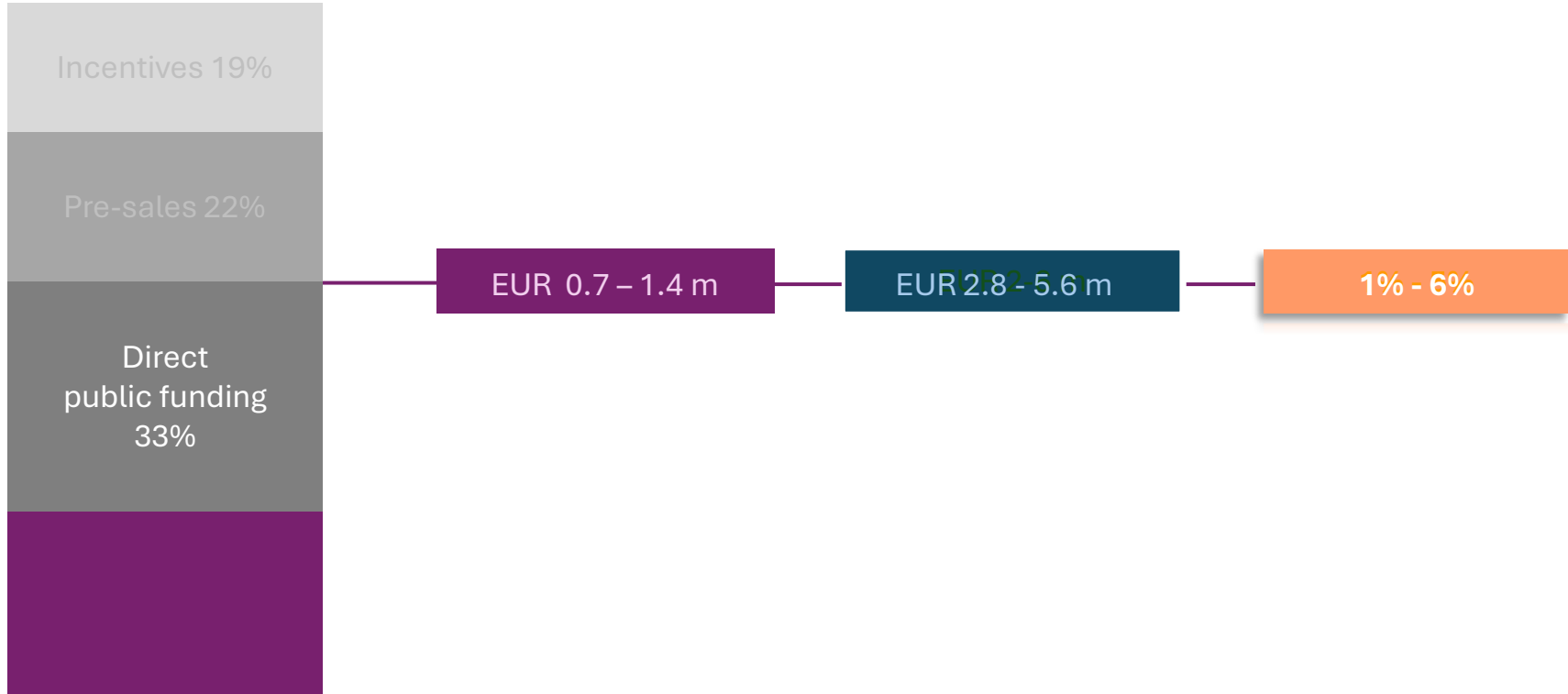
Pre-sales 22%

Direct
public funding
33%

EUR 0.7 – 1.4 m

EUR 2.8 – 5.6 m

1% - 6%



Avg budget

Required GBO

% share of films

Incentives 19%

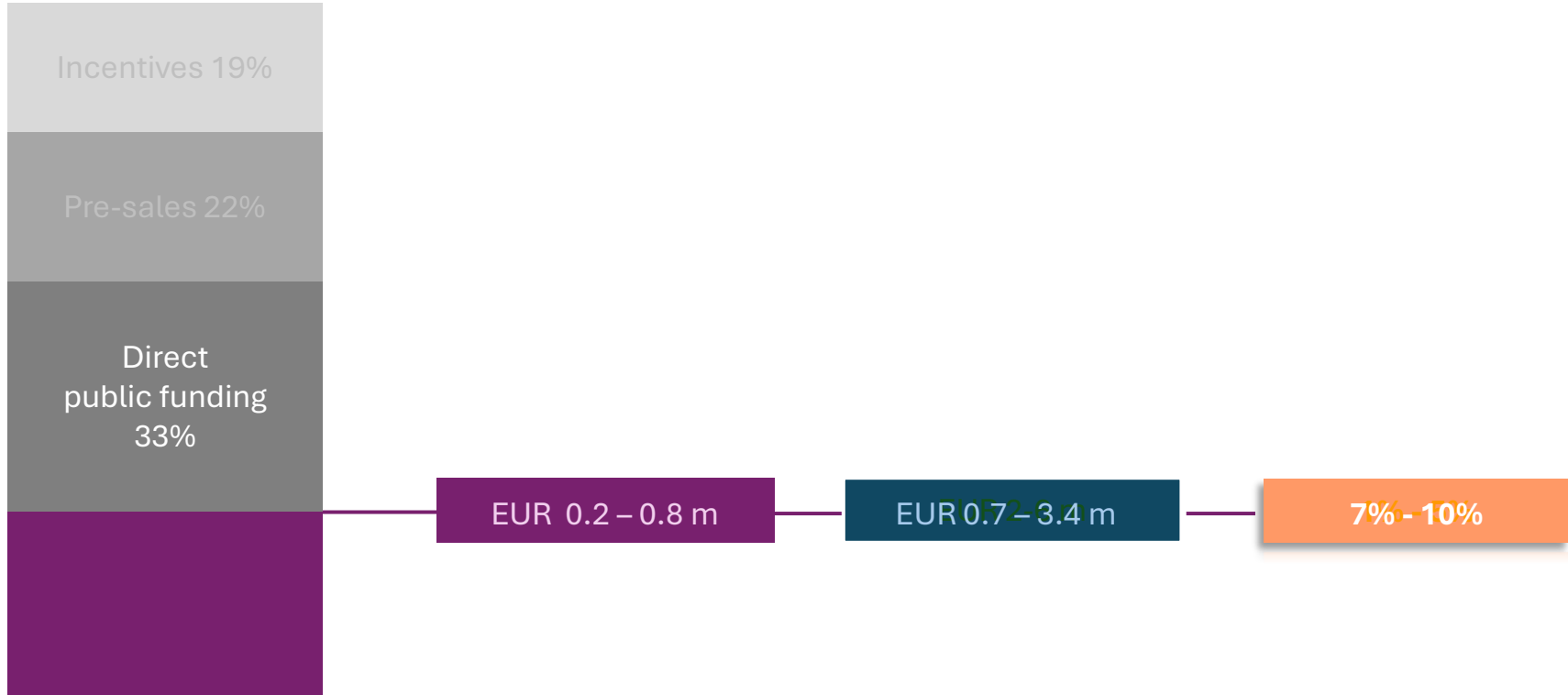
Pre-sales 22%

Direct
public funding
33%

EUR 0.2 – 0.8 m

EUR 0.7 – 3.4 m

7% – 10%



% share of films



1% - 5%

2% - 8%

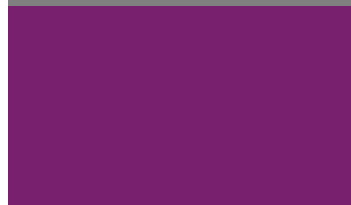
1% - 6%

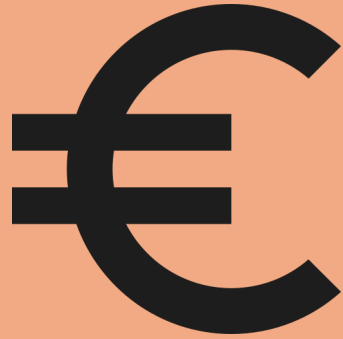
7% - 10%

Incentives 19%

Pre-sales 22%

Direct
public funding
33%

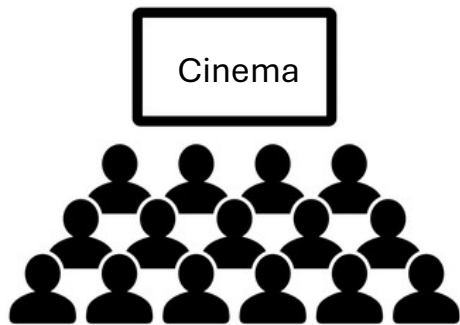


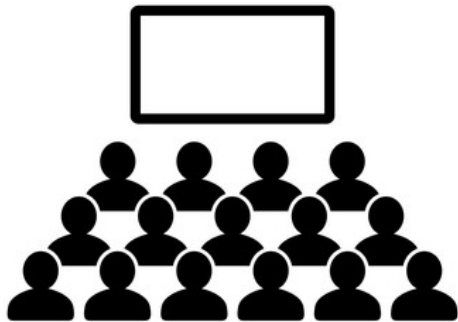


FINANCIAL SUCCESS



AUDIENCE REACH

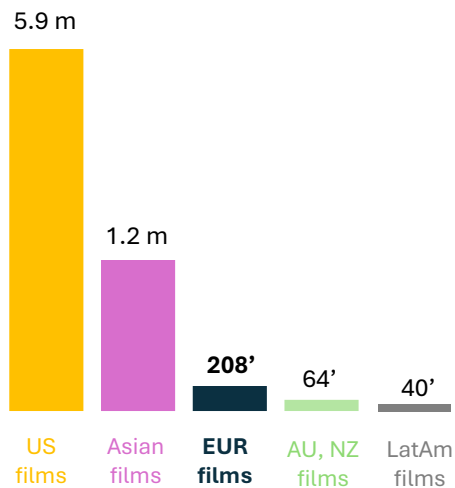




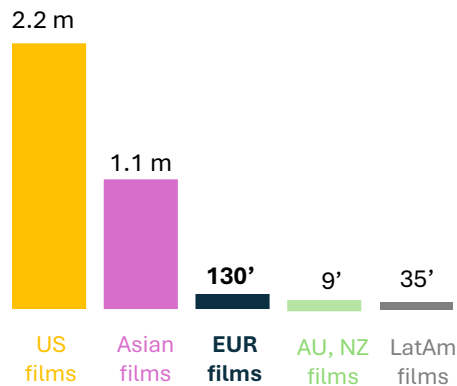
Avg. cinema tickets

sold to films produced and released between 2022 and 2024

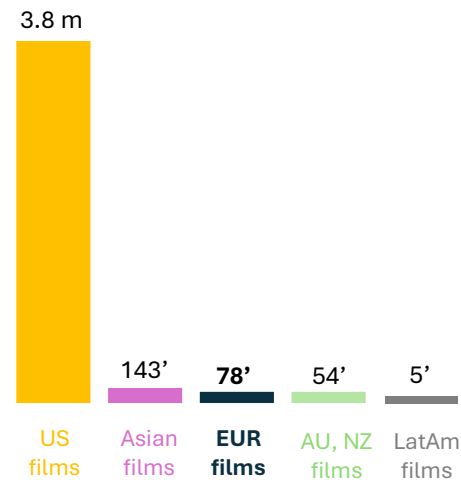
Avg admissions



Avg nat. adm.



Avg. non-nat. adm.

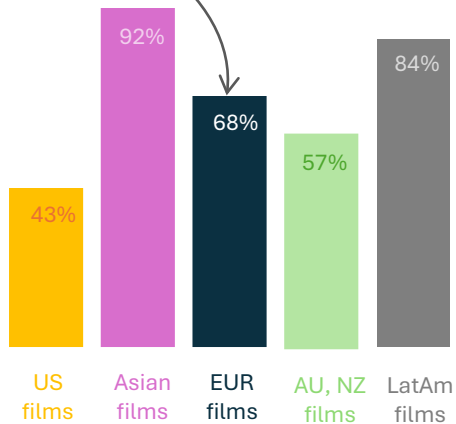


Avg. cinema tickets

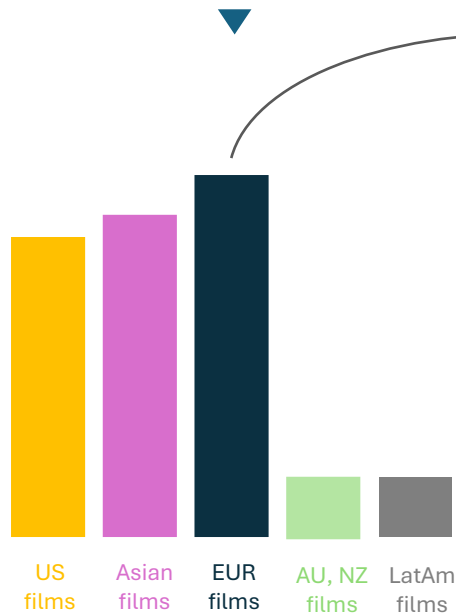
sold to films produced and released between 2022 and 2024

Share of films selling over 90%
of tickets on national market

About **70%**
of European films
are **seen almost
exclusively by
national
audiences**



Weighted avg nat. adm.



Proportionally speaking,
European films
reach the largest
number of national
audiences



outside

on national markets



FESTIVAL SUCCESS



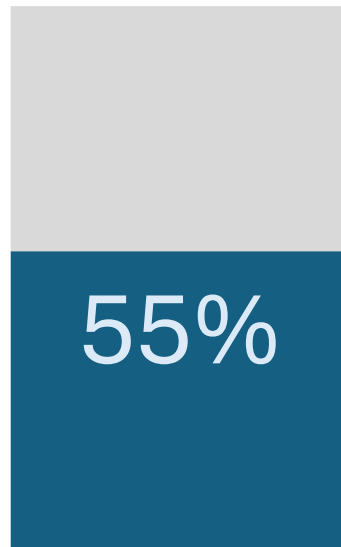
Festival nominations

in 12 FIAPF accredited competitive feature festivals 2018-2025



Festival nominations

European films
Avg. share 2018 - 2024





FESTIVAL SUCCESS

