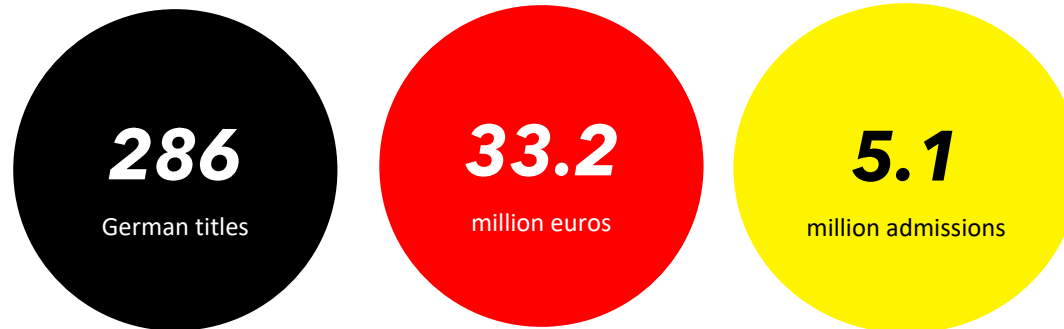




## ***German Films Abroad 2022***



## **GENERAL INFORMATION:**

- **Basis of data:** This evaluation of international cinema figures was based on data from the ComScore database. ComScore presents international box office turnovers and audience numbers as reported by the respective distributors. Films and their respective statistics that are not reported to ComScore cannot be included in the evaluation. The data are based on those submitted to ComScore for the evaluation period 01.01.2022 to 30.06.2022.
- **Calculation of missing audience numbers:** As some countries enter their box office turnovers but not their audience numbers, the latter have been calculated. The calculation of the number of admissions is based on the average ticket prices of the respective country published annually by the European Audiovisual Observatory. Data calculated in this way are marked (\*).
- **Definition of majority German films:** The definition of majority German films was brought into line with the FFA definition in 2019. Thus, films are referred to here in which the largest share of financing is German. In the evaluations prior to 2019, films whose financing consisted of at least 50% German shares were referred to as majority German. For this reason, a comparison of box office and audience figures between the period up to and including 2018 and the period from 2019 onwards can only be made for all films with German participation (majority and minority). As a basis for the assessment, the funding shares were taken from the BAFA notification (if available).

## **OVERVIEW**

- ***The results for the first half of 2022 are significantly better than those for the first half of 2021, following the widespread scaling back of the cinema sector's measures to contain the Covid 19 pandemic in the majority of countries. It remains to be seen whether the second half of 2022 will develop as well as the second half of 2021.***
- In 2022, so far 286 German (majority and minority) titles have been evaluated in countries worldwide, of which almost 56% were majority German titles (109).
- In total, German films (majority and minority) achieved a turnover of 33.2 million euros outside Germany in the first half of 2022 and reached audiences of more than 5.1 million. By comparison to the first half of 2021, this means an increase of over 69% for the first half of 2022 (2021: 19.6 million euros) as well as a 42% increase in audience numbers (2021: 3.5 million).
- The reduction in measures imposed on cinema operators in relation to the Covid 19 pandemic has enabled German film sales on the European market to recover significantly in the first half of the year. However, the success of German films on the Asian market remains to be seen. The Chinese market continues to be affected by local cinema closures. Even US film is currently finding it difficult to regain a foothold on the Chinese market. Here, mainly content for streaming and the TV market is being sought. Even the Chinese-Italian-German production THE ITALIAN RECIPE only succeeded in generating a box office of 2.3 million euros and reaching 500,000 viewers in the first half of the year.
- Due to the current Russian war of aggression and the associated sanctions, box-office sales on the Russian market fell sharply. In total, two majority German titles were evaluated in Russia in the first half of the year, with a turnover of 534,000 euros. In the first half of 2021, Russia was the second most important market after Australia with box office sales of 1.18 million euros generated by 10 titles.

**TOP TITLES (majority German)**

	<b>TOP 5 Films 2022 - Countries</b> <i>Films that were released in the most countries (excluding Germany) during the period in review</i>		<b>TOP 5 Films 2022 - Box Office</b> <i>Films achieving the highest box office turnover (outside Germany) during the period</i>		<b>TOP 5 Films 2022 - Admissions</b> <i>German films seeing the highest admissions (outside Germany) during the period</i>	
1.	SPENCER	45	SPENCER	6,057,160 €	SPENCER	1,006,251*
2.	QUIET FREEDOM	13	RABBIT ACADEMY - MISSION EGGPOSSIBLE	3,334,935 €	RABBIT ACADEMY - MISSION EGGPOSSIBLE	490,314*
3.	MOONBOUND	12	MOONBOUND	1,517,798 €	MOONBOUND	369,176
4.	RABBIT ACADEMY - MISSION EGGPOSSIBLE	12	WELCOME TO SIEGHEILKIRCHEN	908,190 €	TIDES	122,921*
5.	I'M YOUR MAN	11	WUNDERSCHÖN	852,712 €	MAYA THE BEE 3: THE GOLDEN ORB	112,733*

\* Audience figures for some countries were not reported to ComScore. The average ticket price of the country was used to determine audience numbers.

- The top five performing majority German films in box-offices worldwide in the first half of the year were: SPENCER, RABBIT ACADEMY - MISSION EGGPOSSIBLE, MOONBOUND, WELCOME TO SIEGHEILKIRCHEN and WUNDERSCHÖN. The films collected a combined box office of over 12.6 million euros worldwide in the first half of the year and achieved over 2 million admissions outside Germany (see table for individual results).
- Among the 10 most successful majority German productions there were again 5 animation films.
- Although the first half of 2022 already saw higher revenues for majority German films than in the first half of 2021, it must be noted that only six majority German films were released in more than ten countries in the first half of 2022, of which only SPENCER was released in more than 15 countries.
- Majority German titles achieved a total box office of 19.8 million euros in the first half of the year and reached more than 3.2 million viewers outside Germany.

**TOP COUNTRIES (majority German)**

<b>TOP 5 Countries Q1 + Q2 2022 - Box Office</b>						
<i>which achieved the highest box office takings (€) with majority German films outside Germany in the period</i>						
	<b>Country</b>	<b>Box Office</b>	<b>Audience Numbers</b>	<b>TOP Titles</b>	<b>Box Office TOP Titles in Country</b>	<b>Audience Numbers TOP Titles in Country</b>
1.	Austria	4,172,040 €	479,755	WELCOME TO SIEGHEILKIRCHEN	907,565 €	97,463
2.	France	2,567,390 €	389,932	RABBIT ACADEMY - MISSION EGGPOSSIBLE	1,045,043 €	161,472
3.	Australia	1,427,053 €	146,428*	SPENCER	907,301 €	93,097*
4.	Mexico	1,214,376 €	341,722	SPENCER	946,754 €	248,525
5.	Italy	1,191,183 €	196,791	SPENCER	841,584 €	133,982

\* Audience figures for some countries were not reported to ComScore. The average ticket price of the country was used to determine audience numbers.

- Following fewer pandemic-related cinema closures in the second half of 2021 and the worldwide cinema opening in the first half of 2022, the top-selling markets shifted from Australia and Asia back onto the European market in the first half of this year. As a result, 53% of the box office from January 2022 - June 2022 was generated in a total of five countries. The top performers for majority German films were Austria (21.0% with 4.1 million euros in sales, 479 thousand admissions, with 33 titles), France (12.9% with 2.5 million euros, 390 thousand admissions, 14 titles), Australia (7.2% with just over 1.4 million euros, 146 thousand admissions, and 15 titles), Mexico (6.1% with just under 1.2 million euros, 341 thousand admissions, 8 titles) and Italy (6.0% with 1.2 million euros, 196 thousand admissions, with 33 majority German titles).
- In Spain, 44 majority German titles were released in the first half of the year, followed by Italy and Austria with 33 titles, and Australia and Sweden, each with 15 titles.