

# COLOMBIA

(Pop: 47.2 million)

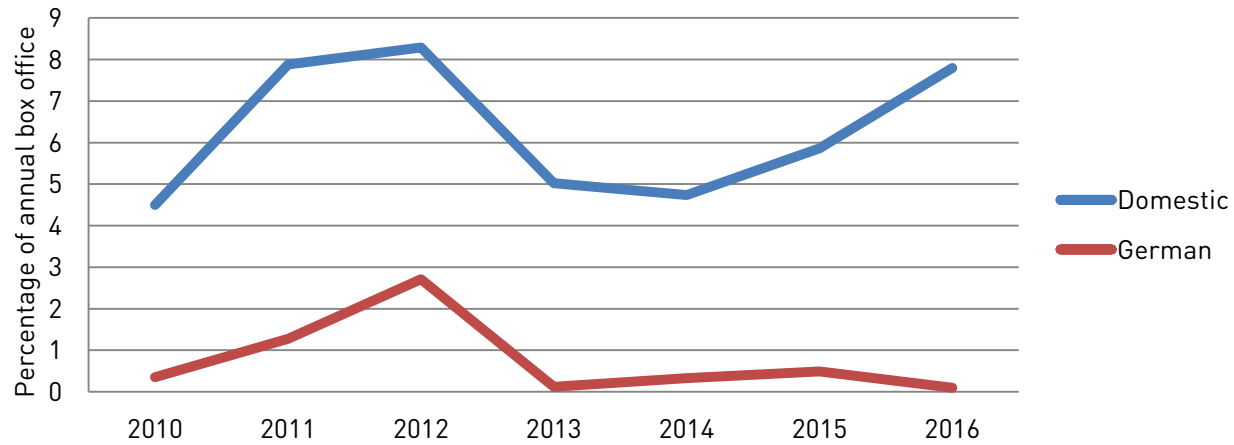
## (1) COLOMBIA: THEATRICAL MARKET OVERVIEW, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Screens	588	643	704	790	870	935	1,008
Theatrical admissions (millions)	33.7	33.8	40.8	43.2	46.5	58.8	61.4
Per capita attendance	0.74	0.83	0.88	0.92	0.98	1.22	1.30
Box office (EUR millions*)	70.1	82.4	90.4	91.4	115.6	164.4	165.7
Average ticket price (EUR)	2.91	3.40	3.41	3.16	3.39	2.76	2.67
Releases	207	206	213	244	274	338	312
Domestic releases	10	18	23	17	28	36	41
US releases	157	116	136	156	141	126	140
European releases	31	16	23	29	25	19	21
German releases	6	4	3	1	3	4	4
Domestic market share	4.5%	7.88%	8.29%	5.02%	4.74%	5.86%	7.80%
German market share	0.35%	1.28%	2.71%	0.12%	0.33%	0.49%	0.10%

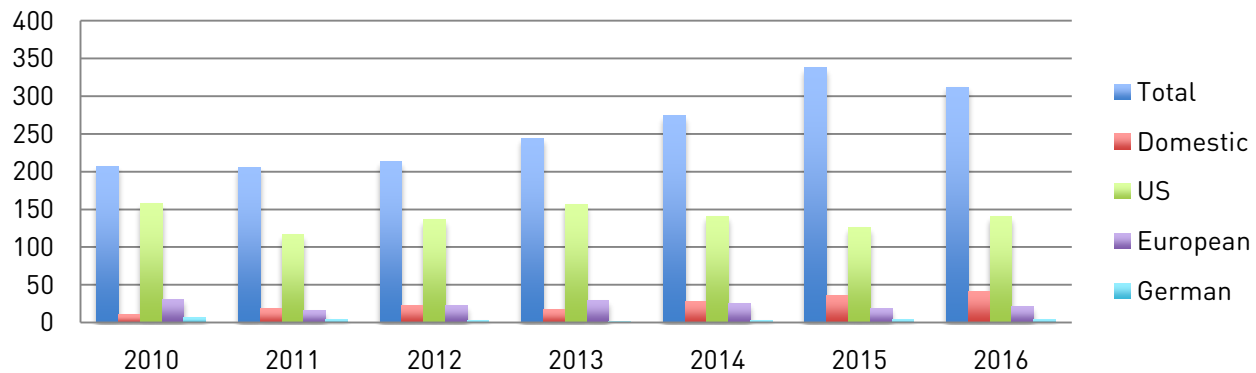
\*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

\*\*Excluding German majority films

**Colombia: Theatrical Market Shares 2010-2016**



**Colombia: Theatrical Releases 2010-2016**



## (2) COLOMBIA: THEATRICAL RELEASES OF GERMAN FILMS, 2010-2016

TITLE	DISTRIBUTOR	RELEASE DATE	BOX OFFICE US\$
<b>2010 German films (100% or majority co-productions)</b>			
DIE WELLE (Ger)	Cine Colombia	23.04.10	129,199
KIRSCHBLÜTEN – HANAMI (Ger)	Cine Colombia	09.07.10	123,621
WOLKE 9 (Ger)	Cine Colombia	30.07.10	52,628
DAS WEISSE BAND (Ger/Aut/It/Sp)	Babilla Ciné	05.03.10	34,799
DIE FRAU DES ANARCHISTEN (Ger/Sp/Fr)	Cineplex	26.03.10	28,707
PANDORUM (Ger/US)	Cineplex	21.05.10	13,164
<b>2010 German minority co-productions</b>			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Colombia	10.09.10	3,124,133
MÄN SOM HATAR KVINNOR (Swe/Ger/Nor)	Cine Colombia	30.04.10	333,553
NINJA ASSASSIN (US/Ger)	Warner Bros. Colombia	29.01.10	146,524
THE CHILDREN OF HUANG SHI (Aus/Cn/Ger)	Cine Colombia	28.05.10	55,554
MONGOL (Kaz/Ger/Rus/Mon)	Cine Colombia	09.04.10	54,576
SÉRAPHINE (Fr/Bel/Ger)	Cineplex	30.04.10	37,309
FLAMMEN & CITRONEN (Den/Cz/Ger)	Cineplex	01.01.10	24,732
TRADE - WILLKOMMEN IN AMERIKA (US/Ger)	Cine Colombia	26.11.10	9,187
GIGANTE (Uru/Arg/Ger/NL)	Cine Colombia	19.03.10	3,420
<b>2011 German films (100% or majority co-productions)</b>			
THE THREE MUSKETEERS (Ger/Fr/UK/US)	Cine Colombia	21.10.11	1,414,817
SOUL KITCHEN (Ger/Fr/It)	Babilla Ciné	15.04.11	103,441

DIE FREMDE (Ger)	Cineplex	11.11.11	52,870
DIE PÄPSTIN (Ger/It/Sp)	Cine Colombia	26.08.11	30,626

### 2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Colombia	25.02.11	223,071
THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER (Bul/Ger/Slvn)	Cine Colombia	03.06.11	57,214
CARLOS (Fr/Ger)	Cineplex	10.06.11	51,923
AJAMI (Isr/Ger/UK)	Cine Colombia	15.04.11	47,560
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	Cine Colombia	12.08.11	29,584

### 2012 German films (100% or majority co-productions)

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures Colombia	14.09.12	3,548,203
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Cineplex	22.06.12	156,098
PINA (Ger)	Cine Colombia	09.03.12	80,813

### 2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures Colombia	04.05.12	288,137
THE WHISTLEBLOWER (US/Can/Ger)	Venus Films	09.03.12	91,995
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Cine Colombia	20.04.12	77,619
MELANCHOLIA (Den/Swe/Fr/Ger)	Babilla Ciné	30.03.12	76,601
LE HAVRE (Fin/Fr/Ger)	Babilla Ciné	29.06.12	59,521
FLYPAPER (US/Ger)	Cine Colombia	14.12.12	57,545
BLACK BUTTERFLIES (NL/Ger/SA)	Babilla Ciné	10.12.12	46,175
PERFECT SENSE (US/Ger/Swe/Den)	n/a	31.08.12	26,886
HYSTERIA (UK/Fr/Ger/Lux)	n/a	31.08.12	n/a

### 2013 German films (100% or majority co-productions)

CLOUD ATLAS (Ger/US)	Warner Bros. Colombia	01.03.13	182,649
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### 2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	UIP Colombia	25.01.13	5,726,255
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger)	Cine Colombia	30.08.13	715,686
AMOUR (Fr/Ger/Aut)	Babilla Ciné	01.03.13	252,500
RUSH (US/UK/Ger)	Cine Colombia	18.10.13	181,486
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Cineplex	07.06.13	174,468
DEN SKALDEDE FRISØR (Den/Swe/It/Fr/Ger)	Babilla Ciné	14.06.13	144,294
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	Cineplex	22.03.13	112,770
WADJDA (Saudi/Ger)	Cineplex	13.12.13	99,782
HOLY MOTORS (Fr/Ger)	Babilla Ciné	22.11.13	27,764

### 2014 German films (100% or majority co-productions)

TARZAN 3D (Ger)	Cine Colombia	16.05.14	394,942
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Cine Colombia	21.08.14	98,048
ZWEI LEBEN (Ger/Nor)	Cineplex	31.07.14	49,647

### 2014 German minority co-productions

POMPEII (Can/Ger)	n/a	25.04.14	590,076
THE BOOK THIEF (US/Ger)	20th Century Fox Colombia	07.03.14	523,176
THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Colombia	18.07.14	409,370
THE MONUMENTS MEN (US/Ger)	20th Century Fox Colombia	21.02.14	285,640
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Cineplex	28.02.14	251,618

THE LUNCHBOX (Ind/Fr/Ger)	Babilla Ciné	14.08.14	116,840
LA RELIGIEUSE (Fr/Ger/Bel)	Cine Colombia	06.06.14	82,691
WAKOLDA (Arg/Sp/Ger/Fr)	Cine Colombia	02.05.14	71,551
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Cineplex	25.04.14	68,389
A MOST WANTED MAN (UK/US/Ger)	n/a	06.11.14	66,602
GUTEN TAG, RÁMON (Mex/Ger)	20th Century Fox Colombia	06.11.14	50,716

### 2015 German films (100% or majority productions)

DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	UIP Colombia	13.08.15	212,966
IM LABYRINTH DES SCHWEIGENS (Ger)	Cine Colombia	10.12.15	62,245
WHO AM I – KEIN SYSTEM IST SICHER (Ger)	Cineplex	24.09.15	28,616
OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Cine Colombia	06.08.15	10,205

### 2015 German minority co-productions

HITMAN: AGENT 47 (US/Ger)	20th Century Fox Colombia	27.08.15	954,207
THIRD PERSON (US/UK/Ger/Bel)	Cine Colombia	28.05.15	113,773
BRIDGE OF SPIES (US/Ger)	20th Century Fox Colombia	22.10.15	109,609
SHE'S FUNNY THAT WAY (US/Ger)	Cine Colombia	03.09.15	46,511
KIS UYKUSU (Tur/Ger/Fr)	Cine Colombia	20.08.15	24,506

### 2016 German films (100% or majority productions)

ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	Cine Colombia	17.03.16	76,169
PHOENIX (Ger)	Cine Colombia	14.04.16	58,761
24 WOCHEN (Ger)	Cineplex	27.10.16	14,136
HEIDI (Swz/Ger)	Babilla Ciné	01.12.16	10,488

## 2016 German minority co-productions

POINT BREAK (US/Ger)	Warner Bros. Colombia	07.01.16	1,782,011
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Colombia	31.03.16	177,563
THE DANISH GIRL (UK/Bel/Ger/US)	UIP Colombia	18.02.16	135,492
SNOWDEN (US/Fr/Ger)	Walt Disney Colombia	08.12.16	51,196
A HOLOGRAM FOR THE KING (US/Ger)	Cineplex	10.11.16	42,628
RACE (Fr/Ger/Can)	Diamond Films	04.08.16	36,490
EL OLIVO (Sp/Ger)	n/a	28.07.16	25,655

**(3) COLOMBIA: TOP 10 GERMAN FILMS (THEATRICAL), 2010-2016**

	<b>ADMISSIONS</b>	<b>BOX OFFICE (EUR)</b>
RESIDENT EVIL: RETRIBUTION (2012)	788,279	2,688,033
THE THREE MUSKETEERS (2011)	320,094	1,088,321
TARZAN 3D (2014)	96,136	325,902
DIE BIENE MAJA - DER KINOFILM (2015)	70,791	195,382
CLOUD ATLAS (2013)	41,884	132,354
A DANGEROUS METHOD (2012)	34,709	118,356
DIE WELLE (2010)	33,133	96,417
KIRSCHBLÜTEN - HANAMI (2010)	31,702	92,254
MR. MORGAN'S LAST LOVE (2014)	23,903	81,031
SOUL KITCHEN (2011)	23,403	79,570



**(4) COLOMBIA: DISTRIBUTORS OF GERMAN FILMS, 2010-2016**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>TOTAL</b>
Cine Colombia	3	2	1	-	2	2	2	12
Cineplex	2	1	1	-	1	1	1	7
Babilla Ciné	1	1	-	-	-	-	1	3
Sony Pictures Colombia	-	-	1	-	-	-	-	1
UIP Colombia	-	-	-	-	-	1	-	1
Warner Bros. Colombia	-	-	-	1	-	-	-	1

## (5) COLOMBIA: THEATRICAL MARKET OVERVIEW

All the figures given above are the latest available but – as with any Latin American country where amounts are displayed in dollars, there are hidden variants caused by the fluctuating exchange rate. Nonetheless, the figures for Columbia between 2010 and 2016 are impressive. The number of screens available has risen by 71%; admissions are up 82%, per-capita attendance by 76%; and, above all, box office revenues have risen from EUR 70 million in 2010 to EUR 165.7 million in 2016 – a hike of 136%. The only thing to have stayed more or less the same is, remarkably, the average ticket price.

When it comes to the number and kind of films released, the growth is less spectacular: from 207 releases in 2010 to 312 in 2016 – a rise of 51%. But the market is still dominated by US films, with local fare nabbing a market share of less than 10% (the average for the period in question is 6.2%). European films account for 20-30 titles per year. There were, however, only 30 German films or majority co-productions released between 2010 and 2016, averaging a market share of just 0.7%, with high spots in 2011 and 2012 and a decline ever since. In 2016, four German films were released, taking around EUR 160,000 between them – a market share of 0.1%.

The fourth most significant territory in Latin America (after Argentina, Brazil and Mexico), Colombia has, however, matured to a considerable degree as a market over the past decade. Greater political stability and the emergence of a middle class with disposable income have seen both the cinema and the home entertainment market develop significantly.

These improvements have not really affected Colombia as an export market for German films, though. The list of films that were released is dominated by the usual English-language action movies and animated films for (mainly) children. Exceptions to the trend are SOUL KITCHEN, which took EUR 23,509 in 2011 and, more recently, ELSER - ER HÄTTE DIE WELT VERÄNDERT and PHOENIX, both of which sold an above-average number of tickets in 2016.

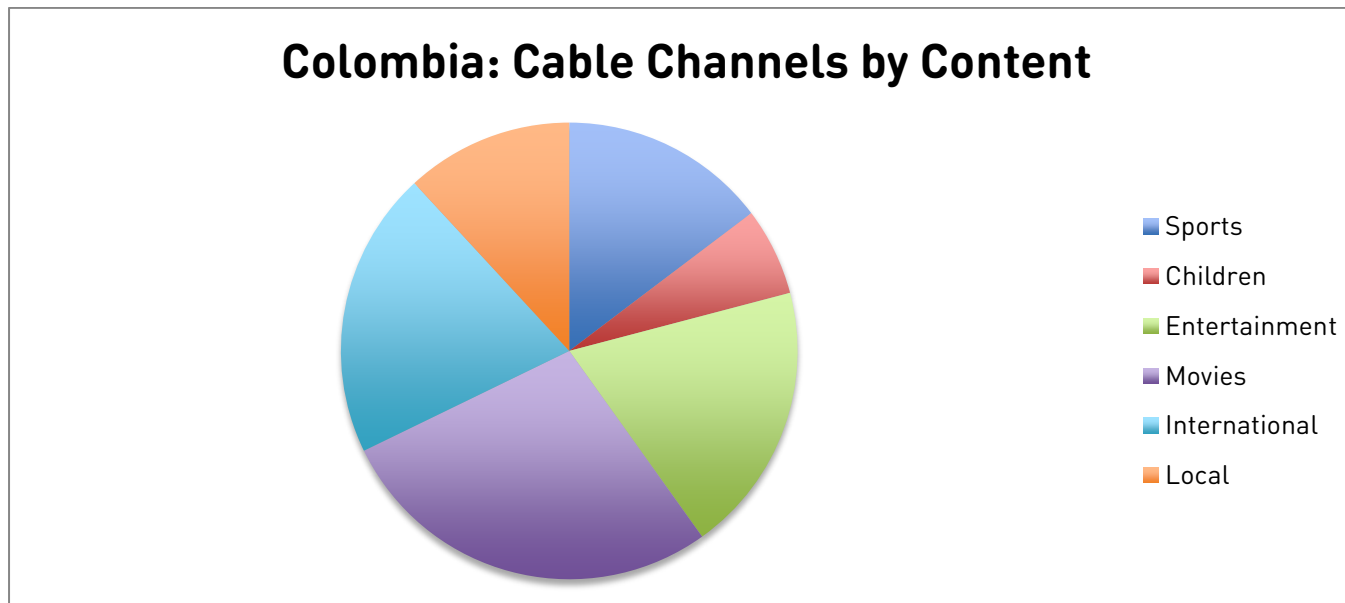
The market is dominated – as in most Latin American countries – by US titles, and there are no real arthouse distributors apart from Babilla Ciné, which opened three German films in the period surveyed. Local major Cine Colombia, which is both a distributor and an exhibitor, has a 50% market share and released 12 of the 30 German films which have opened there since 2010.

A consortium of Latin American Film Institutes recently banded together to set up Retina Latina, a free-of-charge VOD platform showing local films. But foreign arthouse titles currently struggle to get a foothold on this market, with little prospect of major changes in the next couple of

years. Indeed, the stranglehold exercised by the pan-American suppliers makes less arthouse films likely rather than more. It is, however, a country with a population equal to that of Spain, which may account for the relatively good figures earned by those German films that do make it onto the market.

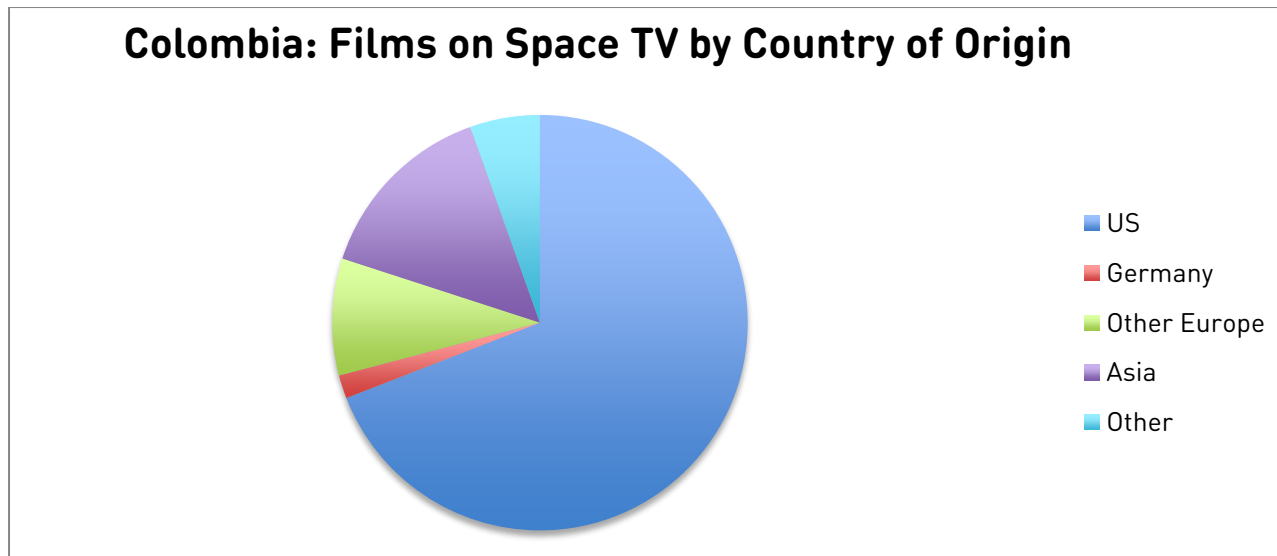
## (6) COLOMBIA: GERMAN FILMS ON TELEVISION OVERVIEW

Colombia has lived through an era in which technology has outpaced infrastructure: HD broadcasts, for instance, became available in 2003, but it was a decade before any HD content was actually transmitted to viewers. Now, there are 76 HD channels on the DirecTV platform. That provider is one of the oldest pay-TV outlets in South America (it launched in the US in the early 1980s), and its non-HD channels shown in the chart below are pretty much the standard issue for any developed Latin American country. In that respect, Colombia sits in the middle of the spectrum economically, but boasts the continent's highest digital take-up rate). 175 or so channels of local and international pay-TV are available, with movies the largest category.



Owned and operated from 'El Norte' (the US), Colombia's film channels are programmed on a pan-American basis, with only those ones created as a platform for local movies showing anything other than American movies with any frequency, as indicated by the charts on the

following page, which are based on titles shown or announced in May 2017. In terms of content, Space shows mainly action/adventure and horror movies. Two German titles were programmed: COLONIA DIGNIDAD – which is set in Chile – and NIGHT TRAIN TO LISBON.



For details of on-line DVD and VOD platforms available in Colombia, see separate survey, Home Entertainment Market.

## (7) COLOMBIA: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE Currency Converter, European Audiovisual Observatory, Rentrak, Proimágenes Colombia, comScore, eMarketer, Departamento Administrativo Nacional de Estadística (DANE), Comisión Nacional de Televisión, Dataxis, Next TV LATAM, Videomind. mi-tv.