

FINLAND

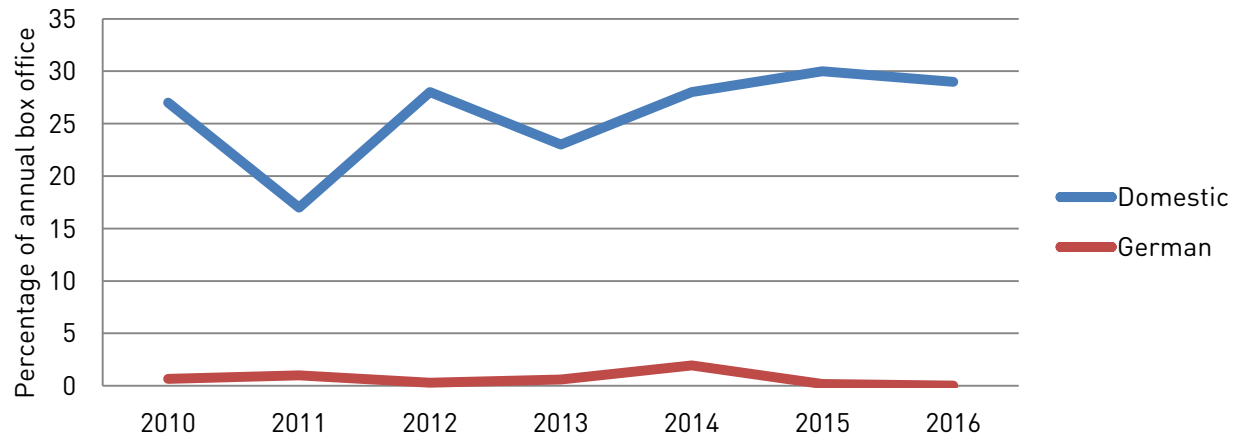
(Pop: 5.5 million)

(1) FINLAND: THEATRICAL MARKET OVERVIEW

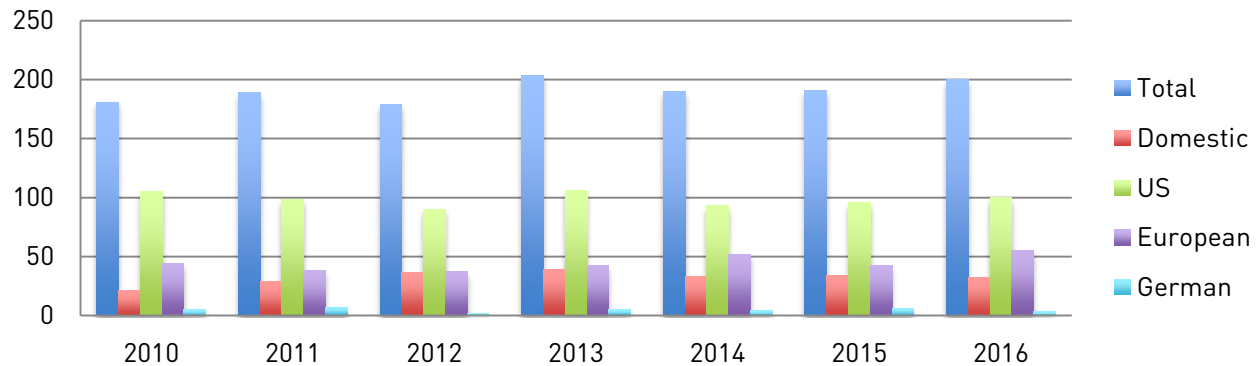
	2010	2011	2012	2013	2014	2015	2016
Screens	294	283	280	282	294	311	312
Theatrical admissions (millions)	7.5	7.1	8.5	7.0	7.3	8.7	8.7
Per capita attendance	1.4	1.3	1.5	1.4	1.3	1.6	1.6
Box office (EUR millions)	58.0	64.8	78.8	74.5	71.8	91.6	91.1
Average ticket price (EUR)	8.7	9.0	8.9	9.6	10.5	10.5	10.5
Releases	181	189	179	203	190	191	200
Domestic releases	21	29	36	39	33	34	32
US releases	105	98	90	106	93	96	100
European releases*	44	38	37	42	52	42	55
German releases	5	7	2	5	4	6	3
Domestic market share	27%	17%	28%	23%	28%	30%	29%
German market share	0.66%	1.00%	0.29%	0.61%	1.94%	0.18%	0.01%

*Excluding German majority films

Finland: Theatrical Market Shares 2010-2016



Finland: Theatrical Releases 2010-2016



(2) THEATRICAL RELEASES IN FINLAND

Title	Distributor	Release date	Admissions
2010 German films (100% or majority co-productions)			
WÜSTENBLUME (Ger/Aut)	Future Film	01.04.10	28,360
DAS SANDMÄNNCHEN - ABENITEUR IM TRAUMLAND (Ger)	Finnkino	17.12.10	5,979
DAS WEISSE BAND (Ger/Aut/Fr/It)	Future Film	12.03.10	4,995
SOUL KITCHEN (Ger)	Future Film	27.08.10	4,112
THE LAST STATION (Ger/Rus)	Walt Disney Studios Motion Pictures Finland	01.04.10	2,965
2010 German minority co-productions			
RESIDENT EVIL: AFTERLIFE (US/Ger/UK)	Walt Disney Studios Motion Pictures Finland	17.09.10	34,388
THE GHOST (Fr/Ger/UK)	FS Film	09.04.10	26,118
MR. NOBODY (Fr/Bel/Can/Ger)	Cinema Mondo	01.10.10	19,636
SNABBA CASH (Swe/Den/Ger)	Bio Rex	01.04.10	13,798
DET ENDA RATIONELLA (Swe/Fr/Ger/It)	Cinema Mondo	29.10.10	7,417
ENTER THE VOID (Fr/Ger/It)	Cinema Mondo	03.09.10	3,918
EARTH (UK/US/Ger)	Future Film	11.12.09	3,525
SKAVABÖLEN POJAT (Fin/Ger)	FS Film	04.09.09	3,104
NINJA ASSASSIN (US/Ger)	Sandrew Metronome Distribution Finland	08.01.10	2,644
LA RAFLE (Fr/Ger)	Cinema Mondo	19.11.10	2,197
FREETIME MACHOS (Fin/Ger)	Klaffi Tuotannot	12.03.10	1,911
TOURNÉE (Fr/Ger)	Cinema Mondo	19.03.10	1,405
HJEM TIL JUL (Nor/Ger)	Sandrew Metronome Distribution Finland	17.12.10	1,016
ORNJÄGERENS SON (Swe/Ger)	Kinoscreen Illusion	19.02.10	202

2011 German films (100% or majority co-productions)

THE THREE MUSKETEERS (Ger/Fr/UK/US)	FS-Film	21.10.11	31,949
KONFERENZ DER TIERE (Ger)	FS-Film	01.07.11	14,802
PINA (Ger/Fr)	Bio Rex Distribution	23.09.11	10,427
MAMA AFRICA (Ger/SA/Fin)	FS-Film	23.08.11	8,509
LIFE, ABOVE ALL (Ger/SA)	Atlantic Film	19.08.11	3,489
WER WENN NICHT WIR (Ger)	Atlantic Film	07.10.11	927
DREI (Ger)	Future Film Distribution	02.09.11	529

2011 German minority co-productions

LE HAVRE (Fin/Fr/Ger)	Future Film Distribution	09.09.11	116,719
MELANCHOLIA (Den/Swe/Fr/Ger)	Nordisk Film	17.06.11	21,825
HANNA (US/UK/Ger)	Walt Disney Studios Motion Pictures Finland	03.06.11	12,164
HODEJGERNE (Nor/Den/Ger)	Nordisk Film	30.09.11	9,894
UNKNOWN (US/Ger/UK/Fr)	FS-Film	17.06.11	8,484

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

A DANGEROUS METHOD (Ger/Can/UK/Swz)	Scanbox Entertainment Finland	13.04.12	18,588
BARBARA (Ger)	Future Film Distribution	17.08.12	5,823

2012 German minority co-productions

IRON SKY (Fin/Ger/Aus)	Walt Disney Studios Motion Pictures Finland	04.04.12	181,327
NIKO 2 – LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	Nordisk Film	12.10.12	150,899
VUOSAARI (Fin/Ger)	Walt Disney Studios Motion Pictures Finland	03.02.12	95,910

TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	FS-Film	24.02.12	29,880
CARNAGE (Fr/Ger/Pol)	Future Film Distribution	10.02.12	10,914
2 DAYS IN NEW YORK (Fr/Ger/Bel)	Cinema Mondo	09.11.12	7,532
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Atlantic Film	07.12.12	6,662
SNABBA CASH II (Swe/Den/Ger)	Bio Rex Distribution	14.09.12	4,519
NOBELS TESTAMENTE (Swe/Ger)	Nordisk Film	09.03.12	3,329
FAUST (Rus/Ger)	Atlantic Film	23.11.12	213

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

CLOUD ATLAS (Ger/US)	Future Film Distribution	01.03.13	31,548
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	SF-Film	29.11.13	5,047
3096 TAGE (Ger)	Future Film Distribution	02.08.13	4,149
MITTSOMMERNACHTSTANGO (Ger/Fin/Arg)	Pirkanmaan Elokuveskus	18.10.13	1,654
IN THE DARKROOM (Ger/Isr/Fin/Rom/It)	Pirkanmaan Elokuveskus	15.03.13	320

2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	SF-Film	08.02.13	36,337
AMOUR (Fr/Ger/Aut)	Future Film Distribution	15.02.13	34,656
RUSH (US/UK/Ger)	Future Film Distribution	13.09.13	29,595
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	SF-Film	30.08.13	21,261
KON-TIKI (Nor/UK/Den/Ger)	Atlantic Film	19.04.13	11,092
SONG FOR MARION (UK/Ger)	Scanbox Entertainment Finland	19.04.13	6,087
MORE THAN HONEY (Swz/Ger/Aut)	Cinema Mondo	26.04.13	4,615
SNABBA CASH – LIVET DELUXE (Swe/Den/Ger)	Bio Rex Distribution	13.09.13	2,616
PIONIER (Nor/Ger/Swe/Fr/Fin)	Bio Rex Distribution	04.10.13	759

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

PETTERSSON UND FINDUS – KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (Ger)	SF-Film	12.09.14	137,064
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Cinemanse	05.09.14	2,028
FEUCHTGEBIETE (Ger)	Future Film Distribution	09.05.14	1,764
LOVE & ENGINEERING (Ger/Fin/Bul)	Suomen Elokvakontakti	09.05.14	1,108

2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	SF-Film/Twentieth Century Fox Finland	11.04.14	169,130
THE MONUMENTS MEN (US/Ger)	SF-Film/Twentieth Century Fox Finland	28.02.14	63,238
POMPEII (Can/Ger)	Nordisk Film	02.05.14	30,690
THE BOOK THIEF (US/Ger)	SF-Film/Twentieth Century Fox Finland	04.04.14	21,392
THE LUNCHBOX (Ind/Fr/Ger)	Finnkino	04.04.14	16,982
ONLY LOVERS LEFT ALIVE (UK/Gr/Fr/Cyp)	Kuusan Kino	21.03.14	16,744
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Nordisk Film	07.02.14	15,168
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Nordisk Film	07.02.14	12,376
DIPLOMATIE (Fr/Ger)	Cinema Mondo	22.08.14	9,798
A MOST WANTED MAN (UK/US/Ger)	SF-Film	10.10.14	9,288
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Future Film Distribution	29.08.14	1,580
TUULENSIEPPAAJAT (Fin/Den/Brz/Ger/Swe)	Pirkanmaan Elokvakeskus	02.05.14	932

2015 German films (100% or majority productions)

DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	VL Media	30.10.15	5,318
DIE SCHNEEKÖNIGIN (Ger/Fin)	VL Media	04.12.15	5,284
PHOENIX (Ger)	Future Film Distribution	14.08.15	2,092
CITIZENFOUR (Ger/US)	Cinemanse	20.03.15	2,000
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	SF-Film	20.11.15	1,098
NICHT SCHON WIDER RUDI! (Ger)	Kuasan Kino	16.10.15	233

2015 German minority co-productions

BIG GAME (Fin/Ger/UK)	Nordisk Film	20.03.15	130,121
MIEKKAILIJA (Fin/Ger/Est)	Nordisk Film	13.03.15	61,239
THE GIRL KING (Fin/Can/Ger/Swe)	SF-Film	11.12.15	20,023
HITMAN: AGENT 47 (US/Ger)	SF-Film/Twentieth Century Fox Finland	21.08.15	12,981
POINT BREAK (US/Ger)	Future Film Distribution	25.12.15	9,112
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Cinema Mondo	06.03.15	5,838
SHE'S FUNNY THAT WAY (US/Ger)	Future Film Distribution	31.07.15	2,337
THE VOICES (US/Ger)	Future Film Distribution	08.05.15	1,528
ATOMIN PALUU (Fin/Ger)	B-Plan Distribution	06.11.15	1,336
MIN LILLA SYSTER (Swe/Ger)	Kinoscreen	11.12.15	984
FEHÉR ISTEN (Hun/Ger/Swe)	Future Film Distribution	30.01.15	628

2016 German films (100% or majority productions)

TONI ERDMANN (Ger/Aut/Rom)	Future Film Distribution	16.12.16	6,081
DER KLEINE RABE SOCKE 2 - DAS GROSSE RENNEN (Ger)	Snapper Film Distribution	11.11.16	1,777
PETTERSSON UND FINDUS – KLEINER QUÄLGEIST,GROSSE FREUNDSCHAFT (RE, GER)	SF-Film	25.11.16	718

2016 German minority co-productions

HYMYLEVÄ MIES (Fin/Swe/Ger)	B-Plan Distribution	02.09.16	50,088
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Finnkino/Universal	05.02.16	39,562
SNOWDEN (US/Fr/Ger)	Finnkino/Sony Films Finland	23.09.16	17,301
EDDIE THE EAGLE (UK/US/Ger)	SF-Film/ Twentieth Century Fox Finland	01.04.16	11,666
AN (Jap/Fr/Ger)	Cinema Mondo	08.04.16	10,987
A HOLOGRAM FOR THE KING (US/Ger)	Future Film Distribution	27.05.16	10,608
L'AVENIR (Fr/Ger)	Angel Films	14.10.16	4,705
ELLE (Fr/Ger/Bel)	Walt Disney Studios Motion Pictures Finland /Sony Films Finland	09.12.16	4,352
UNDER SANDET (Den/Ger)	Atlantic Film	29.04.16	3,517
MUSTANG (Fr/Tur/Ger)	Finnkino/Scanbox Entertainment Finland	01.04.16	2,686
UN TANGO MÁS (Arg/Ger)	Kuusan Kino	26.08.16	888

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

	Admissions	Box office (EUR)
PETTERSSON UND FINDUS - KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (2014)	137,064	574,512
WÜSTENBLUME (2010)	28,360	265,302
THE THREE MUSKETEERS (2011)	31,949	319,412
CLOUD ATLAS (2013)	31,548	223,577
A DANGEROUS METHOD (2012)	18,588	135,200
KONFERENZ DER TIERE (2011)	14,802	140,022
PINA (2011)	10,427	70,992
MAMA AFRICA (2011)	8,509	44,883
TONI ERDMANN (2016)	6,081	50,481
BARBARA (2012)	5,823	33,597

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

	2010	2011	2012	2013	2014	2015	2016	Total
Future Film Distribution	3	1	1	2	1	1	1	10
FS-Film	-	3	-	1	1	1	1	7
Atlantic Film		2	-	-	-	-	-	2
Cinemanse		-	-	-	1	1	-	2
Pirkanmaan Elukovakeskus		-	-	2	-	-	-	2
VL Media		-	-	-	-	2	-	2
Bio Rex Distribution		1	-	-	-	-	-	1
Finnkino	1	-	-	-	-	-	-	1
Kuusan Kino		-	-	-	-	1	-	1
Scanbox Entertainment Finland		-	1	-	-	-	-	1
Snapper Film Distribution	-	-	-	-	-	-	1	1
Suomen Elokuvakontakti		-	-	-	1	-	-	1
Walt Disney Studios Motion Pictures Finland	1	-	-	-	-	-	-	1

(5) FINLAND: THEATRICAL MARKET COMMENTARY

Finland is a small market isolated both geographically – sandwiched between Sweden and Russia – and culturally: while people from the other Nordic countries can understand each other's language, Finnish is related linguistically to none of them (Hungarian is its closest relative). It has a well-developed and generous cinema production support scheme partly as a result – without it, Finnish cinemagoers would not be able to see films in their native language – but the films made do not travel easily, even to other Nordic countries. The policy seems to work at home, however: local films account for some 15% of releases and as much as 30% of box office in a good year.

But Finland is not an especially welcoming market for other European films: over the past seven years, US films have accounted in every year for over 50% of releases; domestic titles have accounted for a further 15%, leaving just over 35% for films from the rest of Europe, including Germany. The key statistics (see above) are likewise on the low side: the population is just 5.5 million, and the average Finn goes to the cinema only 1.4 times a year, the lowest per-capita rate in Europe after Greece. The number of screens has increased only minimally – by 18, or 6% in the period surveyed – so there is still only one screen for every 17,000 people – again, low by European standards. Admissions stayed around 7 million until the mid-teens, rising to 8.7 million in 2015 and 2016. Box office is the one area in which there has been steady growth, from EUR 58 million in 2010 to EURO 91 million in 2016, an increase of 57%, partly accounted for by increased ticket prices.

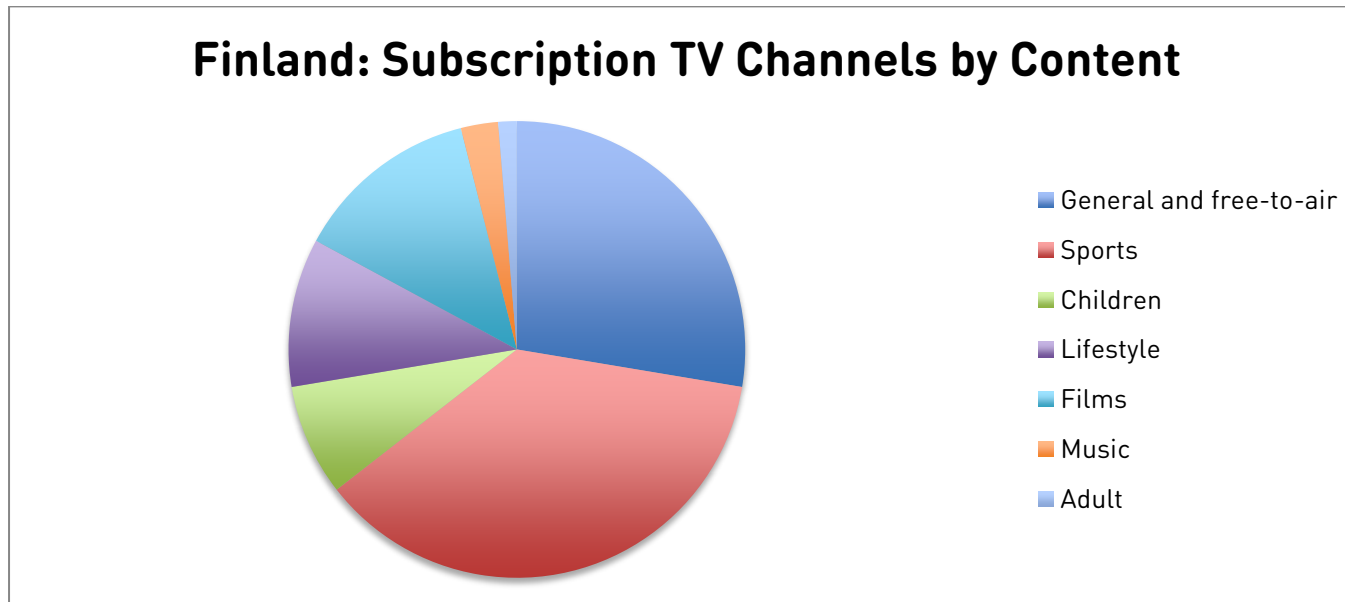
German films have at best a toehold on the Finnish market, with an average of five films a year, which is less than France and the UK but more than most other European countries. Distribution is dominated by Finnkino, which distributes its own films, handles distribution for Hollywood majors Paramount and Universal and pan-Scandinavian company Scanbox; and also owns the country's largest cinema chain. The local branch of Swedish major Svensk Filmindustri has handled some of the higher-profile German films recently, but most of those that opened during the period in question have been handled by arthouse distributor Future Films.

Looking at the situation in more detail, of the 32 German titles released in Finland between 2010 and 2016, 10 were English-language titles; seven were children's films and thus language-neutral; three were in multiple languages; one (MITTSOMMERNACHTSTANGO) was in Finnish; and only the remaining 11 were German-language films. By far the most successful of the latter was the first German-produced episode in the popular Nordic children's tale, PETTERSSON UND FINDUS - KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT, which sold 370,000 tickets in 2014. The best-performing German-language titles were TONI ERDMANN, which sold just over 6,000 tickets in 2016, and BARBARA (just under 6,000 in 2015). On average, the German share of the Finnish film market was a disappointing 0.8%.

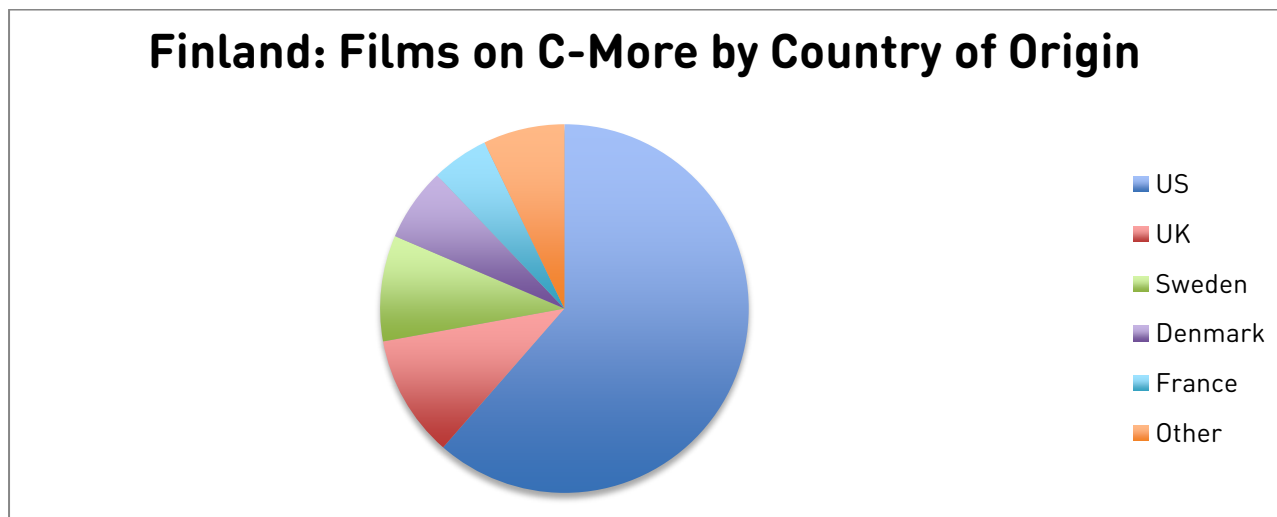
As in other Nordic territories, the theatrical market in Finland appears at least receptive to German films, but those which are not 'stateless' (like, for instance, THE THREE MUSKETEERS) have a limited audience. Thus the prospects of a substantial growth in audiences for German films – or indeed any European art film – in Finland over the next half-decade remain remote.

(6) FINLAND: GERMAN FILMS ON TELEVISION OVERVIEW

Finland has less subscription channels than its Nordic neighbours, with sport channels – and particularly ice hockey – very much to the fore. As noted in the separate Home Entertainment survey, however, the country is very much within the footprint of the various pan-Nordic TV and VOD platforms. These are not included in the chart below, which is restricted to those channels aimed at or adapted for a Finnish audience.



The nationality of films shown in the second chart below are those programmed across all three C-More pay-TV channels in Finland in the first week of August 2017. The channels are labelled C-More Action, C-More First and C-More Hits, but the titles stray some way from these labels since individual films regularly migrate from one channel to another. The line-up mixes US indies with smaller studio pictures, blockbusters and a good range of international titles mainly from the UK and elsewhere in Scandinavia. The films have set starting times and are repeated up to five times over the week (NB: the figures below record the title, not the number of screenings). The same choice of titles is scheduled in Sweden and Finland. There were no German films programmed during the week surveyed.



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

(10) FINLAND: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE Currency Converter, European Audiovisual Observatory, Suomen Elokuvasäätiö (Finnish Film Foundation), Suomen Filmikamari oy, Rentrak, Viasat Finland, tvchannellists.com. With special thanks to Tero Koistinen.