

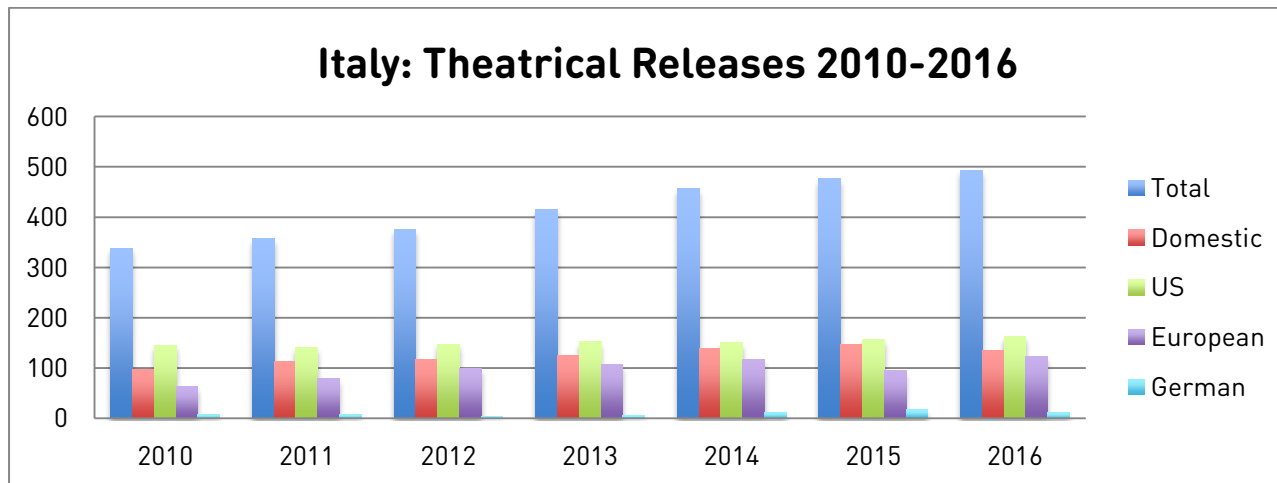
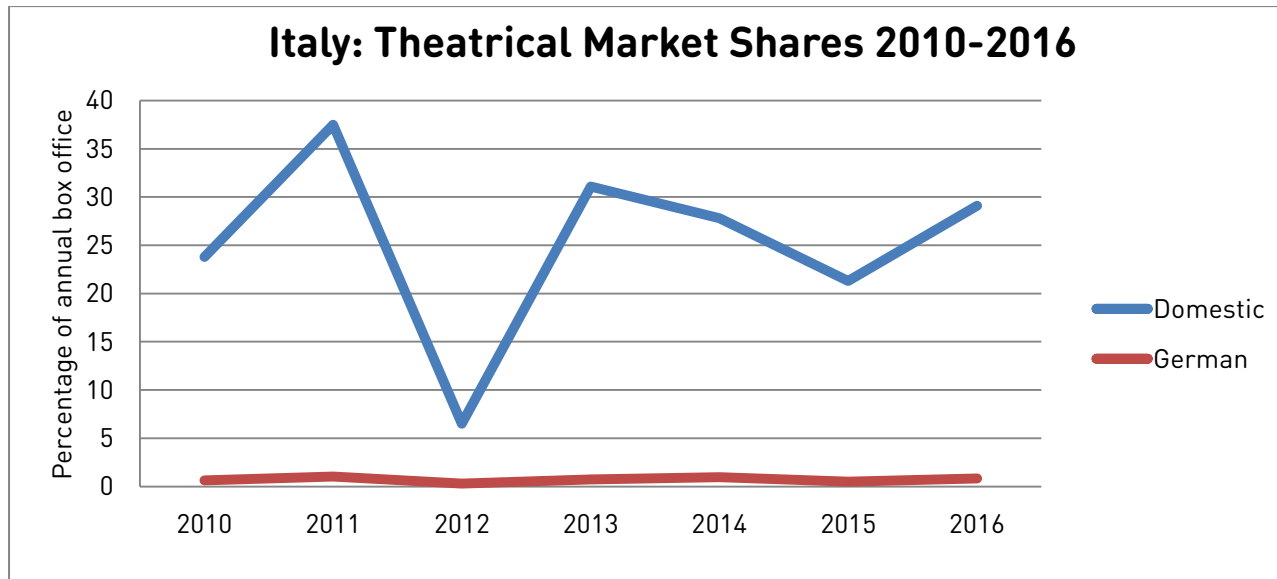
ITALY

(Pop: 62 million)

(1) ITALY: THEATRICAL MARKET OVERVIEW, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Screens	3,217	3,837	3,227	3,808	3,750	3,852	4,874
Theatrical admissions (millions)	119.0	111.1	91.3	106.7	99.3	107.0	112.5
Per capita attendance	2.05	1.80	1.50	1.80	1.60	1.80	1.90
Box office (EUR millions)	735.3	661.7	609.0	646.3	600.5	665.0	688.5
Average ticket price (EUR)	6.46	6.30	6.70	6.10	6.10	6.20	6.10
Releases	338	357	376	415	457	477	494
Domestic releases	98	114	117	125	139	147	135
US releases	145	142	148	153	151	157	163
European releases*	64	80	99	108	118	95	124
German releases	8	8	4	6	12	17	11
Domestic market share	23.8%	37.5%	6.5%	31.1%	27.8%	21.3%	29.1%
German market share	0.63%	1.03%	0.31%	0.73%	0.96%	0.50%	0.84%

*Excluding German majority films



(2) ITALY: THEATRICAL RELEASES OF GERMAN FILMS, 2010-16

TITLE	DISTRIBUTOR	RELEASE DATE	ADMISSIONS
2010 German films (100% or majority co-productions)			
SOUL KITCHEN (Ger/Fr/It)	Bim Distribuzione	05.01.10	309,747
HEXE LILLI, DER DRACHE UND DAS MAGISCHE BUCH (Ger/Aut/It/Sp)	Disney Italia	12.02.10	158,549
DIE PÄPSTIN (Ger/It/Sp)	Medusa Film	04.06.10	141,889
PANDORUM (Ger/US)	Eagle Pictures	06.08.10	131,905
WOMEN WITHOUT MEN (Ger/Aut/Fr)	Bim Distribuzione	12.03.10	61,155
THE LAST STATION (Ger/Rus/UK)	Sony Pictures Releasing Italia	28.05.10	22,408
NORDWAND (Ger/Aut/Swz)	Archibald Enterprise Film	27.08.10	21,870
ADAM RESURRECTED (Ger/US/Isr)	One Movie	03.12.10	73
2010 German films (minority co-productions)			
THE GHOST (Fr/Ger/UK)	01 Distribution	09.04.10	616,183
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Releasing Italia	10.09.10	449,780
LOURDES (Aut/Fr/Ger)	Istituto Luce	11.02.10	80,452
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	Sacher Distribuzione	03.12.10	27,689
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Bim Distribuzione	15.10.10	21,717
SÉRAPHINE (Fr/Bel/Ger)	One Movie	22.10.10	17,599
HJEM TIL JUL (Nor/Ger)	Bolero Film	03.12.10	9,204
HAPPY EVER AFTERS (Ire/Ger)	Lucky Red	27.08.10	6,848
RESIDENT EVIL (re, UK/Ger)	Sony Pictures Releasing Italia	10.09.10	n/a

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

A DANGEROUS METHOD (Ger/Can/UK/Swz)	Bim Distribuzione	30.09.11	450,095
THE THREE MUSKETEERS (Ger/Fr/UK/US)	01 Distribution	14.10.11	234,040
DAS ENDE IST MEIN ANFANG (Ger)	Fandango	01.04.11	144,695
KONFERENZ DER TIERE (Ger)	Moviemax Media Group	21.01.11	114,634
HEXE LILLI – DIE REISE NACH MANDOLAN (Ger)	The Walt Disney Company Italia	21.10.11	68,152
PINA (Ger/Fr)	Bim Distribuzione	04.11.11	64,569
ALMANYA – WILKOMMEN IN DEUTSCHLAND (Ger)	Teodora Film/Spazio Cinema	06.12.11	56,226
DIE UNBERÜHRBARE (re, Ger)	Key Films	12.08.11	4,439
TANZTRÄUME (Ger)	P.F.A. Films	19.08.11	1,665

2011 German minority co-productions

CARNAGE (Fr/Ger/Pol)	Medusa Film	16.09.11	626,462
UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Entertainment Italia	25.02.11	255,769
LE HAVRE (Fin/Fr/Ger)	Bim Distribuzione	25.11.11	192,601
MELANCHOLIA (Den/Swe/Fr/Ger)	Bim Distribuzione	21.10.11	96,132
HANNA (US/UK/Ger)	Warner Bros. Entertainment Italia	12.08.11	66,541
LA RAFLE (Fr/Ger)	Videa CDE	27.01.11	32,969
TRILOGIA II: I SKONI TOU HRONOU (Gr/Ger/It)	Movimento Film	01.06.11	17,233
TOURNÉE (Fr/Ger)	Nomad Film	17.06.11	12,570
CIRKUS COLUMBIA (Bos/Fr/Ger/UK/Slvn/Bel)	Archibald Enterprise Film	27.05.11	9,565
ENTER THE VOID (Fr/Ger/It)	Bim Distribuzione	09.12.11	801

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

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Warner Bros. Entertainment Italia	27.09.12	281,721
ITALY: LOVE IT OR LEAVE IT (Ger/It)	ZaLab	05.01.12	1,960
WOMB (Ger/Hun/Fr)	Bolero Film	31.08.12	808
KLITSCHKO (Ger)	Universal Pictures International Italy	12.06.12	n/a

2012 German minority co-productions

TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Medusa Film	12.01.12	456,844
AMOUR (Fr/Ger/Aut)	Bim Distribuzione	24.02.12	180,456
HYSTERIA (UK/Fr/Ger/Lux)	The Walt Disney Company Italia	17.02.12	179,985
STREETDANCE 2 (UK/Ger/It)	Eagle Pictures	20.04.12	150,069
POULET AUX PRUNES (Fr/Ger/Bel)	Officine Ubu	06.04.12	82,384
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Teodora Film	20.12.12	67,021
IRON SKY (Fin/Ger/Aus)	Moviemax Media Group	11.10.12	51,889
THE VOW (US/Brz/Fr/Aus/UK/Ger)	Warner Bros. Entertainment Italia	25.07.12	36,400
WADJDA (Saudi/Ger)	Academy Two	06.12.12	32,629
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Parthénos	29.11.12	32,118
ELLES (Fr/Pol/Ger)	Officine Ubu	27.09.12	25,326
UN AMOUR DE JEUNESSE (Fr/Ger)	Teodora Film	22.06.12	19,329
NA PUTU (Bos/Ger/Aut/Cro)	Fandango	26.01.12	7,894
CAVE OF FORGOTTEN DREAMS (US/Fr/Ger/Can)	Distribuzione Indipendente	08.03.12	6,450
BABYCALL (Nor/Ger/Swe)	Nomad Film	31.08.12	2,519

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

CLOUD ATLAS (Ger/US)	Eagle Pictures	10.01.13	579,651
NIGHT TRAIN TO LISBON (Ger/Swe/Por)	Academy Two	18.04.13	130,816
BARBARA (Ger)	Bim Distribuzione	14.03.13	40,919
OH BOY (Ger)	Academy Two	24.10.13	22,853
DIE FRAU DES POLIZISTEN (Ger)	Satine Film	25.11.13	1,034
V TUMANE (Ger/Lat/NL/Belarus)	Moviemax Media Group	09.05.13	n/a

2013 German minority co-productions

RUSH (US/UK/Ger)	01 Distribution	19.09.13	1,030,274
HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Universal Pictures International Italy	01.05.13	436,000
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Eagle Pictures	28.08.13	341,070
W CIEMNOSCI (Pol/Ger/Can)	Good Films	24.01.13	51,375
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	Academy Two	29.08.13	45,394
SONG FOR MARION (UK/Ger)	Lucky Red Distribuzione	29.08.13	45,245
HOLY MOTORS (Fr/Ger)	Movies Inspired	06.06.13	12,085
KÜF (Tur/Ger)	Sacher Distribuzione	30.04.13	10,148
LA RELIGIEUSE (Fr/Ger/Bel)	Officine Ubu	05.09.13	7,194
POST TENEBRAS LUX (Mex/Fr/NL/Ger)	Academy Two	16.05.13	844
THE GATEKEEPERS (Isr/Fr/Ger/Bel)	I Wonder Pictures	14.11.13	579
IL FUTURO (It/Chile/Ger/Sp)	Movimento Film	19.09.13	215

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

DIE BIENE MAJA – DER KINOFILM (Ger/Aus)	Notorious Pictures	18.09.14	206,275
DAS KLEINE GESPENST (Ger/Swz)	Notorious Pictures	30.10.14	203,535
TARZAN 3D (Ger)	Medusa Film	06.03.14	193,325
LOVE, ROSIE (Ger/UK)	M2 Pictures	30.10.14	134,867
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Good Films	06.11.14	56,965
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Ripley's Film	27.01.14	52,198
REASONABLE DOUBT (Ger/Can)	Adler Entertainment	06.03.14	32,970
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Officine Ubu	10.04.14	28,406
DER TEUFELSGEIGER (Ger/Aut)	Academy Two	27.02.14	20,976
THE SPECIAL NEED (Ger/It/Aut/Fr)	Tucker Film	01.04.14	12,126
WICKIE UND DIE STARKEN MÄNNER (Ger)	Nexo Digital	22.11.14	9,336
JOURNEY TO JAH (Ger/Swz)	Woovie Nights/Feltrinelli Real Cinema	16.06.14	1,442

2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	Twentieth Century Fox Italia	10.04.14	809,165
LA BELLE ET LA BÊTE (Fr/Ger)	Notorious Pictures	27.02.14	797,938
THE BOOK THIEF (US/Ger)	Twentieth Century Fox Italia	27.03.14	642,717
THE MONUMENTS MEN (US/Ger)	Twentieth Century Fox Italia	13.02.14	626,136
POMPEII (Can/Ger)	01 Distribution	20.02.14	431,651
A LONG WAY DOWN (UK/Ger)	Notorious Pictures	20.03.14	216,079
A MOST WANTED MAN (UK/US/Ger)	Notorious Pictures	30.10.14	213,444
LE MERAVIGLIE (It/Ger)	Bim Distribuzione	22.05.14	179,301
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Good Films	03.04.14	144,008
NORTHMEN - A VIKING SAGA (Swz/Ger/SA)	Eagle Pictures	27.11.14	106,451
EYJAFJALLAJÖKULL (Fr/Ger)	Bim Distribuzione	05.06.14	83,602
MAPS TO THE STARS (Can/US/Fr/Ger)	Adler Entertainment	21.05.14	75,939
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Good Films	24.04.14	72,595
KIS UYKUSU (Tur/Ger/Fr)	Parthénos/Lucky Red Distribuzione	09.10.14	60,381
3 COEURS (Fr/Ger/Bel)	Bim Distribuzione	06.11.14	56,645
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Movies Inspired	15.05.14	52,163
LE COCHON DE GAZA (Fr/Ger/Bel)	Parthénos	19.06.14	31,287
WAKOLDA (Arg/Sp/Ger/Fr)	Academy Two	08.05.14	30,400
GETT: THE TRIAL OF VIVIANE AMSALEM (Isr/Fr/Ger)	Parthénos	27.11.14	25,764
DIPLOMATIE (Fr/Ger)	Academy Two	21.11.14	25,492
MEDIANERAS (Arg/Ger/Sp)	Exit Media	06.10.14	14,077
LA JALOUSIE (Fr/Ger)	Movies Inspired	26.03.14	8,760
2 DAYS IN NEW YORK (Fr/Ger/Bel)	Officine Ubu	09.01.14	6,428
DISCO ORMENE (Den/Ger)	Filmnet	10.04.14	6,375
GIRAFFADA (Pal/Swz/Fr/Ger/It)	Cultural Association Visonaria	29.05.14	6,313
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Wider Films	12.06.14	5,745
VIJAY AND I (Bel/Lux/Ger)	Officine Ubu	13.02.14	5,619
EVERYDAY REBELLION (Swz/Ger/Aut/Ukr/Sp/Fr)	Officine Ubu	11.09.14	1,238
DER BANKER: MASTER OF THE UNIVERSE (Aut/Ger)	Nomad Film	27.11.14	n/a

2015 German films (100% or majority productions)

DER 7BTE ZWERG (Ger)	Microcinema	30.04.15	108,434
GESPENSTERJÄGER (Ger/Aut/Ire)	Notorious Pictures	29.10.15	103,403
LAUF JUNGE LAUF (Ger/Fr/Pol)	Lucky Red Distribuzione	26.01.15	70,820
FACK JU GÖHTE (Ger)	CaMiMovie Productions/Medusa Film	14.10.15	62,279
OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Eagle Pictures	09.04.15	58,570
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	Teodora Film	24.09.15	42,983
PHOENIX (Ger)	Bim Distribuzione	19.02.15	32,796
THE CUT (Ger/Fr/Pol)	Bim Distribuzione	09.04.15	19,543
CITIZENFOUR (Ger/US)	I Wonder Pictures/Unipol Biografilm	16.04.15	10,724
CATHEDRALS OF CULTURE (Ger/Den/Nor/US)	Nexo Digital/I Wonder Pictures	21.04.15	7,575
WACKEN 3D (Ger)	Lucky Red Distribuzione	24.11.15	3,735
DIE ANDERE HEIMAT – CHRONIK EINER SEHNSUCHT (Ger/Fr)	Ripley's Film/Nexo Digital	31.03.15	3,647
THE FORECASTER (Ger)	I Wonder Pictures	17.09.15	1,861
KREUZWEG (Ger)	Satine Film	29.10.15	1,858
THE GREEN PRINCE (Ger/Isr/UK)	Wanted Cinema	23.04.15	1,121
SCORPIONS - FOREVER AND A DAY (Ger)	Universal Pictures International Italy/The Space Movies	16.06.15	1,022
DER HIMMEL ÜBER BERLIN (re, BRD/Fr)	Nexo Digital/Ripley's Film	18.02.15	n/a

2015 German minority co-productions

SHE'S FUNNY THAT WAY (US/Ger)	01 Distribution	29.10.15	106,664
BIG GAME (Fin/Ger)	Eagle Pictures	25.06.15	101,527
MUSTANG (Fr/Tur/Ger)	Lucky Red Distribuzione	29.10.15	98,274
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Lucky Red Distribuzione	19.02.15	76,943
THIRD PERSON (US/UK/Ger/Bel)	M2 Pictures/Moviemax Media Group	02.04.15	58,653
HITMAN: AGENT 47 (US/Ger)	Twentieth Century Fox Italia	29.10.15	53,748
AN (Jap/Fr/Ger)	Cineama	10.12.15	29,308
VERGINE GIURATA (It/Swz/Ger/Alb/Kos)	Istituto Luce/Cinecittà	19.03.15	28,518

LIFE (UK/Ger)	Bim Distribuzione	08.10.15	22,171
DER ANSTÄNDIGE (Aut/Ger/Isr)	Nexo Digital/Feltrinelli Real Cinema	27.01.15	12,359
FEHÉR ISTEN (Hun/Ger/Fr)	Bolero Film	09.04.15	5,317
A BLAST (Gr/Ger/NL)	Microcinema	27.08.15	4,000
SIMINDIS KUNDZULI (Geo/Ger/Fr/Cz/Kaz)	Cineama	20.08.15	3,022
HROSS Í OSS (Ice/Ger)	Mariposa Cinematografica	19.11.15	1,017

2016 German films (100% or majority productions)

HEIDI (Ger/Swz)	Lucky Red Distribuzione	24.03.16	508,477
IM LABYRINTH DES SCHWEIGENS (Ger)	Good Films	14.01.16	117,474
UNFRIEND (Ger)	Adler Entertainment	08.06.16	101,413
JEDER STIRBT FÜR SICH ALLEIN (Ger/Fr/Swz/UK)	VideaCDE	13.10.16	58,234
DER STAAT GEGEN FRITZ BAUER (Ger)	Cineama	28.04.16	53,003
COLONIA DIGNIDAD: ES GIBT KEIN ZURÜCK (Ger/Fr/Lux)	Good Films	26.05.16	51,870
ER IST WIEDER DA (Ger)	Nexo Digital	26.05.16	32,548
WÜSTENBLUME (re, Ger/Aut)	Ahora! Film/K2 Film	16.04.16	22,100
BOTTICELLI INFERNO (Ger/It)	Medea/Nexo Digital	07.10.16	17,431
IM LAUF DER ZEIT (re, Ger)	Viggo Films	25.08.16	1,979
ATHOS - IM JENSEITS DIESER WELT (Ger/Gr)	Indipendenti Regionale	06.10.16	369

2016 German minority co-productions

THE DANISH GIRL (UK/Bel/Ger/Den/US)	Universal Pictures International Italy	18.03.16	647,347
POINT BREAK (US/Ger)	Eagle Pictures	27.01.16	510,354
RACE (Fr/Ger/Can)	Eagle Pictures	31.03.16	362,448
SNOWDEN (US/Fr/Ger)	Bim Distribuzione	24.11.16	271,552
UNDER SANDET (Den/Ger)	Notorious Pictures	24.03.16	111,884
REMEMBER (Can/Ger)	Bim Distribuzione	04.02.16	110,538
FRANTZ (Fr/Ger)	Academy Two	22.09.16	96,442
AU NOM DE MA FILLE (Fr/Ger)	Good Films	09.06.16	57,108

MA LOUTE (Fr/Ger)	Movies Inspired	25.08.16	26,478
UN TANGO MÁS (Arg/Ger)	Wanted Cinema	18.04.16	13,257
EDDIE THE EAGLE (UK/US/Ger)	Twentieth Century Fox Italia	02.06.16	9,699
1001 GRAM (Nor/Fr/Ger)	Movies Inspired	11.08.16	4,588
NOSTALGIA DE LA LUZ (Chile/Sp/Fr/Ger/US)	I Wonder Pictures	28.04.16	2,675
MAPPLETHORPE: LOOK AT THE PICTURES (US/Ger)	Wanted Cinema/Feltrinelli Real Cinema	24.10.16	2,267
ANNEMIN SARKISI (Tur/Fr/Ger)	Lab 80 Film	24.03.16	1,839
AS MIL E UMA NOITES: VOLUME 1, O INQUIETO (Por/Fr/Ger/Swz)	Milano Film	18.03.16	969
ENKLAVA (Ger/Rus)	Lab 80 Film	27.10.16	942
AS MIL E UMA NOITES: VOLUME 2, O DESOLADO (Por/Fr/Ger/Swz)	Milano Film	21.03.16	552
ALL'IMPROVISO KOMIR (It/Ger)	UCI Cinemas Italia	08.11.16	508
AS MIL E UMA NOITES: VOLUME 3, O ENCANTADO (Por/Fr/Ger/Swz)	Milano Film	20.03.16	480

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

	ADMISSIONS	BOX OFFICE (EUR)
CLOUD ATLAS (2013)	579,651	3,535,871
HEIDI (2016)	508,477	3,324,169
A DANGEROUS METHOD (2011)	450,095	2,835,599
SOUL KITCHEN (2010)	309,747	2,548,253
RESIDENT EVIL: RETRIBUTION (2012)	281,721	1,887,351
THE THREE MUSKETEERS (2011)	234,040	1,474,452
DIE BIENE MAJA - DER KINOFILM (2014)	206,275	1,258,278
DAS KLEINE GESPENST (2014)	203,535	1,241,564
TARZAN 3D (2014)	193,325	1,178,283
HEXE LILLI, DER DRACHE UND DAS MAGISCHE BUCJ (2010)	158,549	1,267,156

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

	2010	2011	2012	2013	2014	2015	2016	TOTAL
Bim Distribuzione	2	2	-	1	-	2	-	7
Nexo Digital	-	-	-	-	1	3*	2*	6
Academy Two	-	-	-	2	1	-	-	3
Eagle Pictures	1	-	-	1	-	1	-	3
Good Films	-	-	-	-	1	-	2	3
I Wonder Pictures	-	-	-	-	-	3*	-	3
Lucky Red Distribuzione	-	-	-	-	-	2	1	3
Medusa Film	1	-	-	-	1	1*	-	3
Notorious Pictures	-	-	-	-	2	1	-	3
Ripley's Film	-	-	-	-	1	2*	-	3
Adler Entertainment	1	-	-	-	1	-	1	2
Moviemax Media Group	-	1	1	-	-	-	-	2
Satine Film	-	-	-	1	-	1	-	2
Teodora Film	-	1*	-	-	-	1	-	2
Universal Pictures International Italy	-	-	1	-	-	1*	-	2
The Walt Disney Company Italia	1	1	-	-	-	-	1	2
01 Distribution	-	1	-	-	-	-	-	1
Ahora Film!	-	-	-	-	-	-	1*	1
Archibald Enterprise Film	1	-	-	-	-	-	-	1
Bolero Film	-	-	1	-	-	-	-	1
CaMiMovie Productions	-	-	-	-	-	1*	-	1
Cineama	-	-	-	-	-	-	1	1
Fandango	-	1	-	-	-	-	-	1
Feltrinelli Real Cinema	-	-	-	-	1*	-	-	1
Indipendente Regionali	-	-	-	-	-	-	1	1
K2 Film	-	-	-	-	-	-	1*	1
Key Film	1	-	-	-	-	-	1	1

M2 Pictures	-	-	-	1	-	-	1	
Medea	-	-	-	-	-	-	1*	1
Microcinema	-	-	-	-	-	1	-	1
Officine Ubu	-	-	-	-	1	-	-	1
One Movie	1	-	-	-	-	-	-	1
P.F.A. Films	-	1	-	-	-	-	-	1
The Space Movies	-	-	-	-	-	1*	-	1
Sony Pictures Releasing Italia	1	-	-	-	-	-	-	1
Spazio Cinema	-	1*	-	-	-	-	-	1
Tucker Film	-	-	-	-	1	-	-	1
Unipol Biografilm	-	-	-	-	-	1*	-	1
Warner Bros. Entertainment Italia	-	-	1	-	-	-	-	1
VideaCDE	-	-	-	-	-	-	1	1
Viggo Films	-	-	-	-	-	-	1	1
Wanted Cinema	-	-	-	-	-	1	-	1
Woovie Nights	-	-	-	-	1*	-	-	1
ZaLab	-	-	1	-	-	-	-	1

* including co-distribution

(5) ITALY: THEATRICAL MARKET COMMENTARY

Italy's theatrical market, like the economy as a whole, is turbulent and unpredictable. It is expanding in some areas – the number of screens increased by 50% over the period surveyed, doing something towards addressing the low screen-per-population ratio – while other indicators are stagnant or even shrinking: the number of tickets sold has hardly changed since 2010, while box office is down 5%, with the average ticket price also dropping slightly.

Like every other country, Italy has seen an increase in the number of films released each year, from 338 in 2010 to 494 in 2016 – a hike of almost 50% - with a concomitant growth in the number of micro distributors: two thirds of those handling German films over the period in question released just one title; the numbers of European and/or independent films increased; Hollywood imports remained much the same; more films did not therefore mean more tickets sold.

Like the great Italian directors of the 1960s and 1970s, the great Italian arthouse distributors have aged but not expanded. In the case of German films released between 2010 and 2016, if we take out of the equation Italy's one regular arthouse distributor, veteran Bim Distribuzione (five titles) and digital event-movie specialist Nexo Digital (four titles), we find very little in the way of large release slates: 38 German films released in Italy between 2010 and 2016 were handled by 32 different distributors – an average of just over one film per company. This may be just a quirk in the Italian distribution system, but it clearly has an impact on the companies' abilities to mount promotional campaigns.

In population terms, Italy lags some way behind similarly sized European markets such as France, the UK and Germany (third, fourth and seventh respectively) in the MPAA's league table, but ahead of Spain. The days of Italian audiences flocking to Italian films are well and truly over, with the national market share fluctuating considerably, from a high of 37.5% in 2011 via a low of 6.5% the following year. Italian films are also much less likely to score an international deal than in the days of Fellini, Antonioni and Rossellini.

Some of this decline can be blamed on the country's highly developed and very powerful television sector, which may have settled down from the excesses of the late 1980s but still tends to edge cinema into the background. At home, the national market share depends on the performance of one or at the most two major Italian titles – generally comedies like the annual NATALE series.

Local titles apart, the same Hollywood slates to be found in territories worldwide dominate the market, but there also seems to be a niche for the kind of action and horror titles that rarely get a theatrical outing elsewhere, as well as for rockumentaries and Japanese mangas. Outside the annual top 20, however, the market for a film from elsewhere in Europe (Germany included) tends to be very difficult to predict. DAS ENDE

IST MEIN ANFANG – which is partly Italian-speaking – sold 144,695 tickets in 2011; the most popular ‘German’ film of 2010-2016 was CLOUD ATLAS; and children’s films almost always seem to perform well. But CITIZENFOUR, which made a considerable impact elsewhere in Europe, sold only just over 10,000 tickets in Italy.

27 of the 66 German films released in Italy between 2010 and 2016 were English-language productions, while 11 were children’s movies, mainly animated. These two groups also account for nine out of the top 10 films of the period. The average number of German films released in Italy each year is around nine, but this shot up to 17 in 2015. There is no apparent explanation for this increase, other than the fact that it seems to belong to the same trend as the one referred to above (multiple distributors each handling only one film). Significantly, the overall box office for German films in Italy in 2015 was the second lowest of the period surveyed, with the 17 films selling just 530,471 tickets between them – an average of 31,000 each, compared with about 80,000 for the period as a whole.

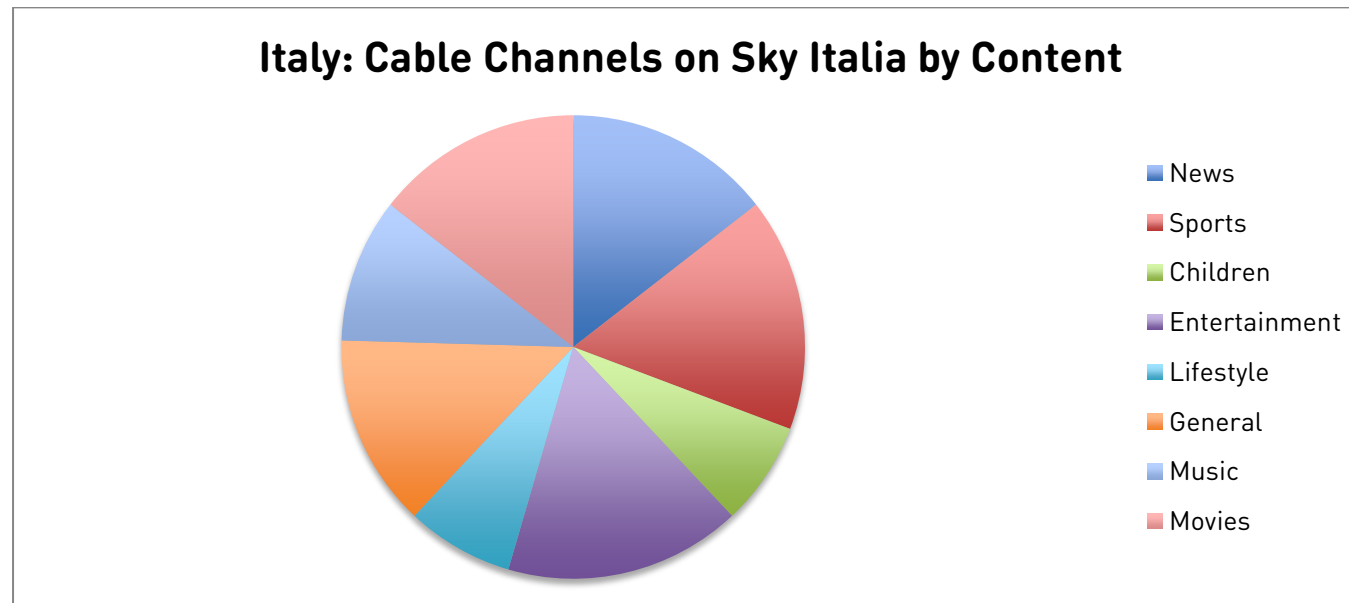
The figures suggest that the Italian market is open to a reasonably broad selection of German films, ranging from arthouse titles such as (especially) SOUL KITCHEN, but also BARBARA, OH BOY and KREUZWEG, via popular comedies like ER IST WIEDER DA and FACK JU GÖHTE (the original, which was not released in Italy until after the sequel had played in Germany) to mainstream movies like IM LABYRINTH DES SCHWEIGENS and DER STAAT GEGEN FRITZ BAUER. This is pretty much what one would expect of the world’s 12th largest film market.

With comparatively few exceptions, however, the returns are disappointing: only 19 of the 66 titles released – all but one of them either English-language dubbed into Italian, Italian-speaking (DAS ENDE IST MEIN ANFANG) or animated – sold more than 100,000 tickets. Among German-produced English-language films, CLOUD ATLAS performed especially well in Italy with over half a million admissions and THE THREE MUSKETEERS disappointingly with 234,040. The best-performing German-language film of the period by far was SOUL KITCHEN, with 309,747 tickets sold.

(6) ITALY: GERMAN FILMS ON TELEVISION OVERVIEW

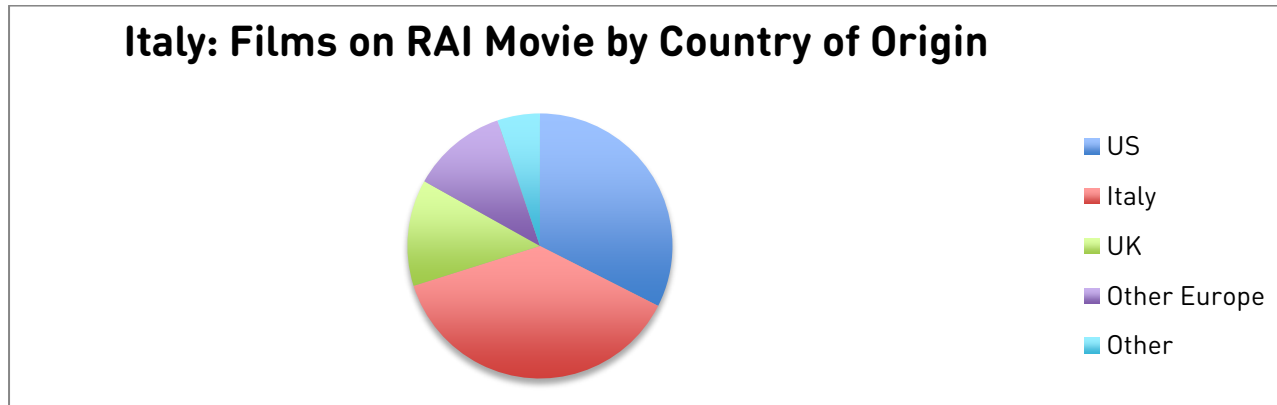
Italian cable and satellite transmitters are awash with channels and, while the saturation levels of the 1980s – 1,200+ channels, mostly unregulated – are unlikely to return, it seems fair to say that nowhere outside North America is such a profusion of titles likely to be found. There is, however, a lot of overlapping – virtually every Serie A football club has its own channel, for instance – and the profusion adds up, in reality, to a great deal of the same.

Sky is the leading cable and satellite programme provider, and the following chart indicates a breakdown of channel types much like that to be found anywhere else.



Most tastes are catered for on Sky's 56 movie channels. Towards the international arthouse end of the spectrum, the following chart shows the films available on the culturally ambitious Rai Movie channel in the first week of August 2017. The line-up combines classic Italian films,

recent Hollywood hits and a good selection of European and world cinema including – from Germany – DAS LEBEN DER ANDEREN and young adult movie OSTWIND.



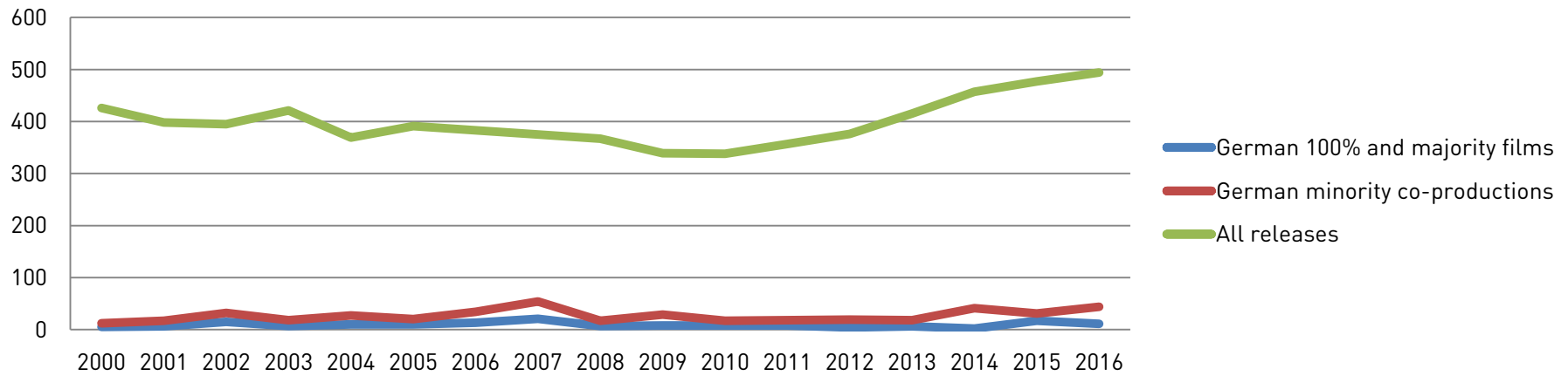
For details of on-line DVD and VOD platforms available in Italy, see separate survey, Home Entertainment Market.

(7) ITALY IN OVERVIEW: 2000-2016

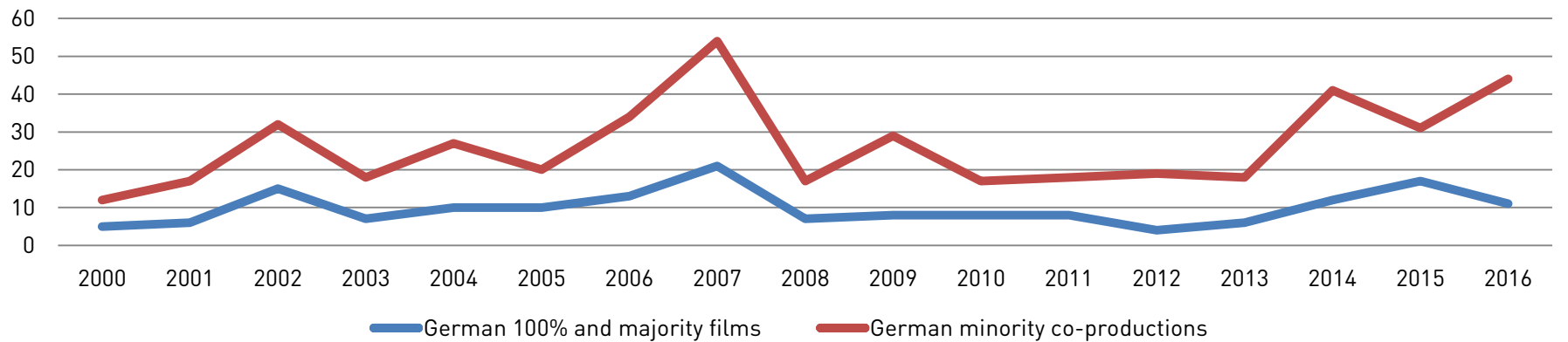
The following charts depict a comparative overview of the situation for German films released in Italy between the years 2000-2016.

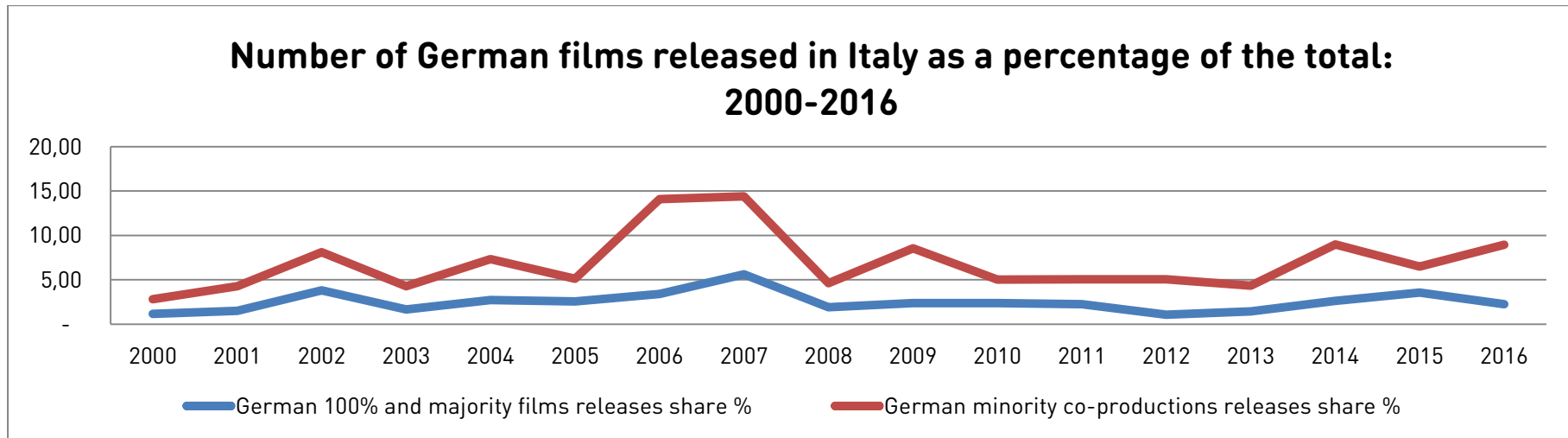
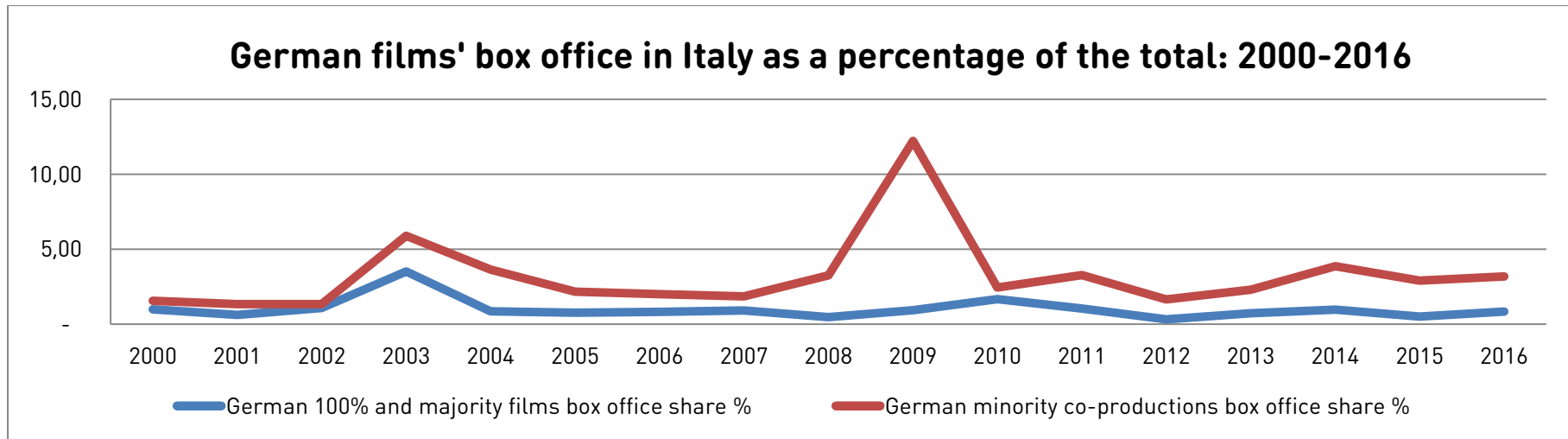
Year	Majority German releases	All German releases	Majority German films box office (US\$)	All German films box office (US\$)	All releases	All box office (million US\$)	% releases share, majority German films	% releases share, all German films	% box office share, majority German films	% box office share, all German films
2000	5	12	5.779.320	8.983.644	426	580,85	1,17	2,82	0,99	1,55
2001	6	17	4.167.609	9.065.144	398	675,28	1,51	4,27	0,62	1,34
2002	15	32	7.298.893	41.620.704	395	677,25	3,80	8,10	1,08	1,34
2003	7	18	27.214.169	45.638.874	421	774,90	1,66	4,28	3,51	5,89
2004	10	27	7.693.731	32.519.749	369	892,35	2,71	7,32	0,86	3,64
2005	10	20	5.510.264	15.625.786	391	724,52	2,56	5,12	0,76	2,16
2006	13	34	6.833.707	16.842.589	383	840,84	3,39	14,10	0,81	2,00
2007	21	54	8.779.509	18.058.430	375	978,05	5,60	14,40	0,90	1,85
2008	7	17	4.153.380	29.207.640	367	895,86	1,91	4,63	0,46	3,26
2009	8	29	8.894.100	118.201.300	339	966,79	2,36	8,55	0,92	12,23
2010	8	17	16.293.528	23.662.800	338	965,97	2,37	5,03	1,67	2,45
2011	8	18	8.860.163	28.099.003	357	860,21	2,24	5,04	1,03	3,27
2012	4	19	2.492.628	13.155.510	376	803,88	1,06	5,05	0,31	1,64
2013	6	18	6.510.797	20.538.375	415	891,89	1,45	4,34	0,73	2,30
2014	12	41	6.975.456	28.100.032	457	726,61	2,63	8,97	0,96	3,87
2015	17	31	3.624.250	21.037.729	477	724,85	3,56	6,50	0,50	2,9
2016	11	44	5.958.532	22.996.324	492	722,93	2,24	8,94	0,82	3,18
Average	10	26	8.305.416	29.020.802	399	806,06	2,48	6,91	1,00	3,25
Total	168	448	132.886.656	493.353.633	6.776	13.703,03	n/a	n/a	n/a	n/a

Italy: German films released 2000-2016: an overview



German films released in Italy, 2000-2016: a comparison





(8) ITALY: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, European Audiovisual Observatory, screenweek.it, Leonardo, Lumière database, Rai TV, Zam.tv, MYMovies, ANICA