

TAIWAN

(Pop: 23.5 million)

(1) TAIWAN: THEATRICAL MARKET OVERVIEW

	2010	2011	2012	2013	2014	2015	2016
Screens	576	574	574	636	666	723	723
Theatrical admissions (millions)	26.4	23.6	23.9	23.4	24.2	26.4	29.0
Per capita attendance	n/a	n/a	1.0	1.0	1.4	1.1	1.2
Box office (EUR millions*)	80.4	104.6	183.7	176.0	210.6	215.1	250.9
Average ticket price (EUR*)	7.94	8.47	9.04	9.66	8.12	8.19	8.67
Releases	480	493	493	490	433	n/a	n/a
Domestic releases	50	36	45	51	33	49	n/a
German releases	4	7	8	5	4	4	11
Domestic market share	7.31%	17.4%	9.8%	17.5%	17.5%	17.4%	17.5%

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

Some figures estimates. Please note: there is not enough information for the usual Market Share and Releases charts.

[2] THEATRICAL RELEASES IN TAIWAN

TITLE	DISTRIBUTOR	RELEASE DATE	BOX OFFICE \$US
2010 German films (100% or majority co-productions)			
THE LAST STATION (Ger/Rus/UK)	Applause Entertainment (Taiwan)	24.04.10	33,203
SOUL KITCHEN (Ger/Fr/It)	Filmware International Co	20.08.10	18,247
TANZTRÄUME (Ger)	Joint Entertainment	18.09.10	9,682
BERLIN '36 (Ger)	n/a	04.12.10	1,618
2010 German minority films			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Taiwan	10.09.10	6,048,031
MÄN SOM HATAR KVINNOR (Swe/Ger/Nor)	n/a	11.04.10	97,942
FLICKAN SOM LEKTE MED ELDEN (Swe/Fr/Ger)	n/a	18.09.10	42,030
THE GHOST (Fr/Ger/UK)	Applause Entertainment (Taiwan)	30.07.10	32,268
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Hiatus	27.11.10	14,521
NA PUTU (Bos & Her/Ger/Aut/Cro)	Swallow Wings Films Co	14.08.10	12,112
AJAMI (Isr/Ger/UK)	Cineplex Development Co	11.09.10	9,589
JAFFA (Isr/Ger/Fr)	Swallow Wings Films Co	24.07.10	4,729
LE PÈRE DE MES ENFANTS (Fr/Ger)	Swallow Wings Films Co	17.04.10	4,158
LOURDES (Aut/Fr/Ger)	CatchPlay	16.10.10	1,556
2011 German films (100% or majority co-productions)			
RAD DER ZEIT (Ger/Aut/It)	Cineplex Development Co	21.01.11	
UNTER DIR DIE STADT (Ger)	Joint Entertainment International	11.02.11	
NORDWAND (Ger/Aut/Swz)	Joint Entertainment International	25.02.11	

DIE FREMDE (Ger)	Cineplex Development Co	29.04.11
WOMB (Ger/Hun/Fr)	Joint Entertainment International	30.09.11
WER WENN NICHT WIR (Ger)	Swallow Wings Films Co	28.10.11
ALMANYA – WILLKOMMEN IN DEUTSCHLAND (Ger)	Swallow Wings Films Co	09.12.11

2011 German minority films

SLOVENKA (Slvn/Ger/Ser/Cro)	Cineplex Development Co	19.02.11
UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Taiwan	26.02.11
CONTRACORRIENTE (Peru/Col/Fr/Ger)	Joint Entertainment International	11.03.11
HANNA (US/UK/Ger)	Sony Pictures Taiwan	15.04.11
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	n/a	10.06.11
ENTER THE VOID (Fr/Ger/It)	CatchPlay	22.07.11
EL PREMIO (Mex/Fr/Pol/Ger)	Joint Entertainment International	12.08.11
LE QUATTRO VOLTE (It/Ger/Swz)	Filmware International	19.08.11
MELANCHOLIA (Den/Swe/Fr/Ger)	Crown Films	25.08.11
BLACK BUTTERFLIES (NL/Ger/SA)	Swallow Wings Films Co	26.08.11

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

VINCENT WILL MEER (Ger)	Swallow Wings Films Co	20.03.12
HALT AUF FREIER STRECKE (Ger)	Cineplex Development Co	25.05.12
PINA (Ger/Fr)	Atom Cinema	08.06.12
GLÜCK (Ger)	Swallow Wings Films Co	13.07.12
DIE UNSICHTBARE (Ger)	Cineplex Development Co	27.07.12
RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures Taiwan	12.09.12
BARBARA (Ger)	Cineplex Development Co	02.11.12
EL BULLI - COOKING IN PROGRESS (Ger)	Swallow Wings Films Co	09.11.12

2012 German minority films

HYSTERIA (UK/Fr/Ger/Lux)	n/a	10.02.12	
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Serenity Entertainment	30.03.12	
ELLES (Fr/Pol/Ger)	Joint Entertainment International	03.04.12	
THE VOW (US/Brz/Fr/Aus/UK/Ger)	n/a	11.05.12	
CARNAGE (Fr/Ger/Pol)	Serenity Entertainment	24.05.12	
STREETDANCE 2 (UK/Ger/It)	Applause Entertainment (Taiwan)	22.06.12	
POULET AUX PRUNES (Fr/Ger/Bel)	Filmware International	03.07.12	
SIMON OCH EKARNA (Swe/Den/Ger/Nor/NL)	n/a	31.07.12	
HOLY MOTORS (Fr/Ger)	Caichang International	14.12.12	

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

V TUMANE (Ger/Lat/NL/Belarus)	Flash Forward Entertainment	18.01.13	
NIGHT TRAIN TO LISBON (Ger/Swe/Por)	Caichang International	29.03.13	
HEUTE BIN ICH BLOND (Ger/Bel)	Swallow Wings Films Co	12.07.13	19,858
OH BOY (Ger)	Maison Motion	13.09.13	
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Joint Entertainment International	04.10.13	

2013 German minority films

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Paramount Pictures International Taiwan	23.01.13	1,670,735
RUSH (US/UK/Ger)	20th Century Fox Taiwan	18.09.13	495,783
PASSION (Fr/Ger)	Filmware International	13.09.13	14,038
CSAK A SZÉL (Hun/Ger/Fr)	Joint Entertainment International	18.01.13	
AMOUR (Fr/Ger/Aut)	Swallow Wings Films Co	08.03.13	
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Sky Digi Entertainment	22.03.13	
TABU (Por/Ger/Brz/Fr)	Great Leap Forward Entertainment	29.03.13	

MORE THAN HONEY (Swz/Ger/Aut)	Joint Entertainment International	26.04.13	
KON-TIKI (Nor/UK/Den/Ger)	CatchPlay	10.05.13	
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Filmware International	30.07.13	
SONG FOR MARION (UK/Ger)	Joint Entertainment International	13.09.13	
EYJAFJALLAHÖKULL (Fr/Bel/Ger)	VieVision Pictures	15.11.13	

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

TARZAN 3D (Ger)	Long Shong International	n/a	900,562
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	CatchPlay	28.11.14	27,082
FACK JU GÖHTE (Ger)	Applause Entertainment (Taiwan)	05.12.14	3,374
LOVE, ROSIE (Ger/UK)	Long Shong International	19.12.14	

2014 German minority films

THE BOOK THIEF (US/Ger)	20th Century Fox Taiwan	14.02.14	280,132
POMPEII (Can/Ger)	Long Shong International	21.02.14	215,937
MAPS TO THE STARS (Can/US/Fr/Ger)	IPA Asia Pacific	19.12.14	16,630
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	CatchPlay	14.03.14	4,379
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Filmware International	07.03.14	
THE MONUMENTS MEN (US/Ger)	20th Century Fox Taiwan	13.03.14	
THE LUNCHBOX (Ind/Fr/Ger)	Joint Entertainment International	03.04.14	
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Filmware International	07.04.14	
A NAGY FÜZET (Hun/Ger/Aut/Fr)	CatchPlay	11.04.14	
THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Taiwan	18.04.14	
WAKOLDA (Arg/Sp/Ger/Fr)	Swallow Wings Films Co	25.04.14	
3 COEURS (Fr/Ger/Bel)	Sky Digi Entertainment	09.10.14	
A MOST WANTED MAN (UK/US/Ger)	Atom Cinema	24.10.14	

2015 German films (100% or majority productions)

HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	Applause Entertainment (Taiwan)	27.06.15	144,265
CITIZENFOUR (Ger/US)	Swallow Wings Films Co	17.04.15	26,865
PHOENIX (Ger)	Andrews Film Co	24.07.15	4,271
LITTLE BIG PANDA (Ger/Cn)	CRN	20.03.15	1,852

2015 German minority co-productions

HITMAN: AGENT 47 (US/Ger)	20th Century Fox Taiwan	28.08.15	1,644,892
BRIDGE OF SPIES (US/Ger)	20th Century Fox Taiwan	16.10.15	1,288,900
BIG GAME (Fin/Ger/UK)	CatchPlay	09.05.15	189,073
POINT BREAK (US/Ger)	Long Shong International	25.12.15	86,876
FEHÉR ISTEN (Hun/Ger/Swe)	Maison Motion	24.04.15	41,210
LE MERAVIGLIE (It/Ger)	Maison Motion	09.01.15	16,429
DE SURPRISE (NL/Bel/UK/Ire/Ger)	Applause Entertainment (Taiwan)	n/a	15,572
MAPS TO THE STARS (Can/US/Fr/Ger)	IPA Asia Pacific	19.12.14	2,095
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Andrews Film Co	27.03.15	
SHE'S FUNNY THAT WAY (US/Ger)	Creative Century Entertainment	30.05.15	

2016 German films (100% or majority productions)

ICH BIN DANN MAL WEG (Ger)	Swallow Wings Films Co	n/a	176,586
ER IST WEIDER DA (Ger)	CatchPlay	08.04.16	103,552
IM LABYRINTH DES SCHWEIGENS (Ger)	Swallow Wings Films Co	18.07.16	31,964
FRANCOFONIA (Ger/Fr/NL)	Swallow Wings Films Co	26.08.16	20,635
DER STAAT GEGEN FRITZ BAUER (Ger)	Encore Film Co	19.08.16	13,990
GRÜSSE AUS FUKUSHIMA (Ger)	Swallow Wings Films Co	22.07.16	2,067

ELSER – ER HÄTTE DIE WELT VERANDERT (Ger)	Swallow Wings Films Co	27.05.16	2,014
24 WOCHEN (Ger)	Swallow Wings Films Co	25.11.16	1,102
COLONIA DIGNIDAD – ES GIBT KEIN ZURÜCK (Ger/Fr/Lux)	n/a	18.03.16	
UNFRIEND (Ger)	Caichang International	22.04.16	
TONI ERDMANN (Ger/Aut/Rom)	Swallow Wings Films Co	30.12.16	

2016 German minority co-productions

THE DANISH GIRL (UK/Bel/Ger/Den/US)	Universal Pictures International Taiwan	n/a	2,154,778
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Taiwan	08.04.16	1,087,908
FIGHT FOR JUSTICE (Tai/Ger)	Swallow Wings Films Co	04.11.16	32,077
UN TANGO MÁS (Arg/Ger)	Swallow Wings Films Co	17.06.16	17,555
MIEKKALIIJA (Fin/Ger/Est)	Swallow Wings Films Co	n/a	17,341
CE SENTIMENT DE L'ÉTÉ (Fr/Ger)	Maison Motion	29.07.16	7,353
A HOLOGRAM FOR THE KING (US/Ger)	Caichang International	17.06.16	
L'AVENIR (Fr/Ger)	Andrews Film Co	07.08.16	

Please note: there is insufficient information to compile a Top Ten of German films in Taiwan, 2010-2016

(4) TAIWAN: DISTRIBUTORS OF GERMAN FILMS

	2010	2011	2012	2013	2014	2015	2016	TOTAL
Swallow Wings Films Co	-	2	3	1	-	1	7	14
Cineplex Development Co	-	2	3	-	-	-	-	5
Joint Entertainment International	1	3	-	1	-	-	-	5
Caichang International	-	-	-	1	-	-	1	2
Long Shong International	-	-	-	-	2	-	-	2
Andrews Film Co	-	-	-	-	-	1	-	1
Applause Entertainment (Taiwan)	1	-	-	-	1	1	-	1
Atom Cinema	-	-	1	-	-	-	-	1
CatchPlay	-	-	-	-	1	-	1	1
CRN	-	-	-	-	-	1	-	1
Encore Film Co	-	-	-	-	-	-	1	1
Filmware International Co	1	-	-	-	-	-	-	1
Flash Forward Entertainment	-	-	-	1	-	-	-	1
Maison Motion	-	-	-	1	-	-	-	1
Sony Pictures Taiwan	-	-	1	-	-	-	-	1
Distributor unknown	1	-	-	-	-	-	1	2

(5) TAIWAN: THEATRICAL MARKET OVERVIEW

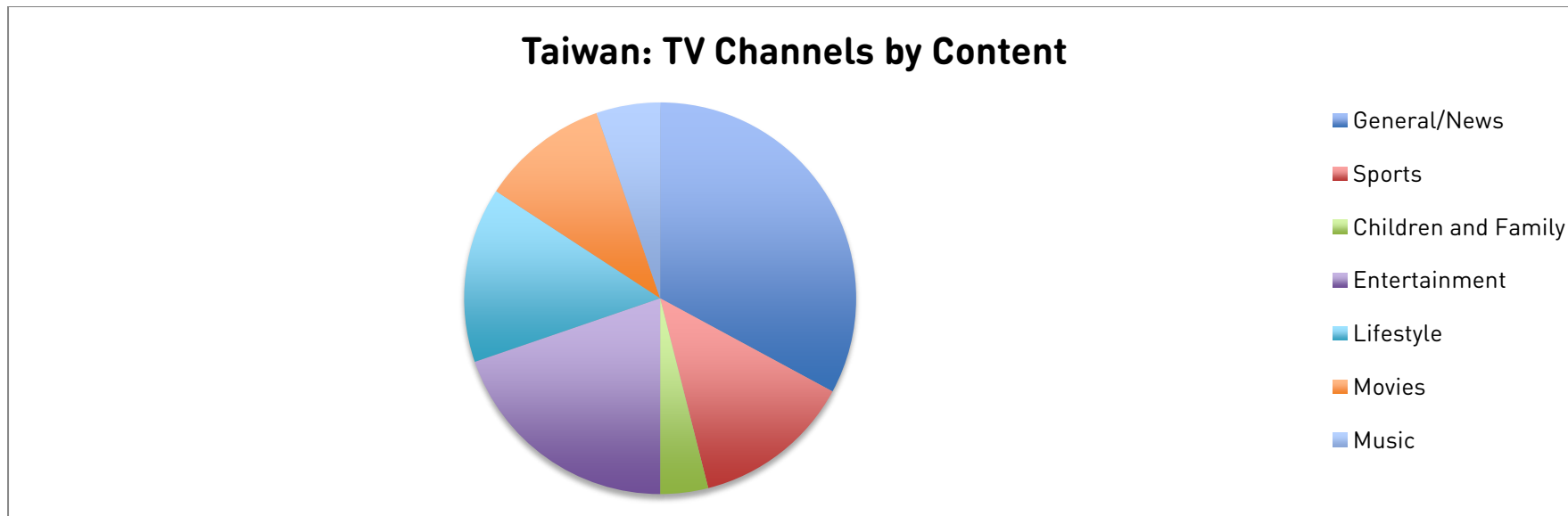
It is frustrating not to be able to analyse Taiwan in greater detail, since the key indicators all suggest a sophisticated and growing industry, while the available information on films released there suggests a solid market for arthouse movies. First the indicators. Over the seven-year period surveyed, the number of screens in Taiwan has increased by 25%, giving one screen for every 32,500 inhabitants – good for a non-European country, even without taking into account the numerous video parlours which show (often pirated) videos in shopping districts. Box office, meanwhile, measured in Euros, has grown by a massive 212%, while admissions are up by only 10% – one of the conundrums it is impossible to solve without further data. What is clear, however, is that while Taiwan may be dwarfed by its mainland neighbour, with a population of 23.5 million it is still a significant territory in its own right. And, now that the People's Republic has, tacitly at any rate, accepted Taiwan's independent existence, it operates with all the assurance of a major market.

Such data as is available suggests that Taiwan imports a relatively high number of European arthouse films – high, that is, for a small territory. The same is true of German films, with 43 identified as having opened there in the period surveyed, a third of them in 2016. Unfortunately admissions figures are very patchy for the first part of the period and are entirely lacking for 2011 and 2012. Without them, a list of the Top Ten titles would be meaningless. What information is available is puzzling: on the basis of available box-office figures, the top three performing German films were TARZAN 3D, which took \$900,000 at the Taiwanese box office; HECTOR AND THE SEARCH FOR HAPPINESS [\$144,000] and ICH BIN DANN MAL WEG, a comedy about the road to Santiago de Compostela which was otherwise barely seen outside German-speaking territories but took \$177,000 at the local box office. Further analysis is unrealistic, since information on most of the usual German market leaders is not available.

Most consistent in bringing German titles to Taiwanese audiences has been independent distributor Swallow Wings Films Co, a branch of a diversified Taipei trading company which specialises, according to its website, in carbon materials. The company has released 14 German films in the period surveyed: Cineplex Development Co, the local market leader, which also produces films for cinema and television, released five.

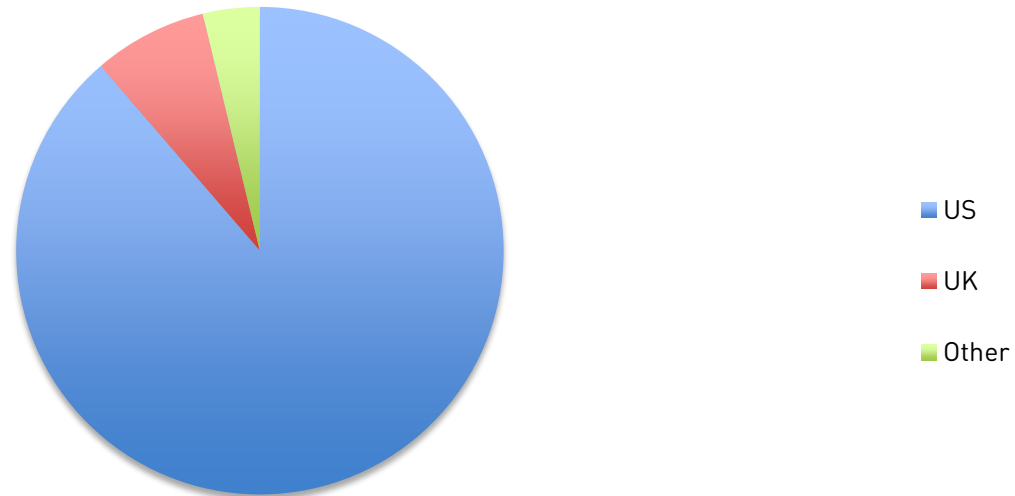
(6) TAIWAN: GERMAN FILMS ON TELEVISION OVERVIEW

Taiwan has a well-developed cable network delivering programming on 100-plus channels in Mandarin or Taiwanese Hokkien, with the usual international channels freely available. Cable subscriptions are low-priced, at around NT\$550 (€16.50) per month. Peak-time on the main channels is dominated by 'Taiwanese drama', i.e. soaps.



The HBO-owned and operated Cinemax channel is one of a handful of channels offering international movies, which in practice means English-language films.

Taiwan: Films on TV by country of origin



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

(7) TAIWAN: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE.com, European Audiovisual Observatory, Taiwan Cinema, Bureau of Audiovisual and Music Industry Development, Ministry of Culture, Box Office Mojo, Taipei Film Commission, Cinando, casbaa.com